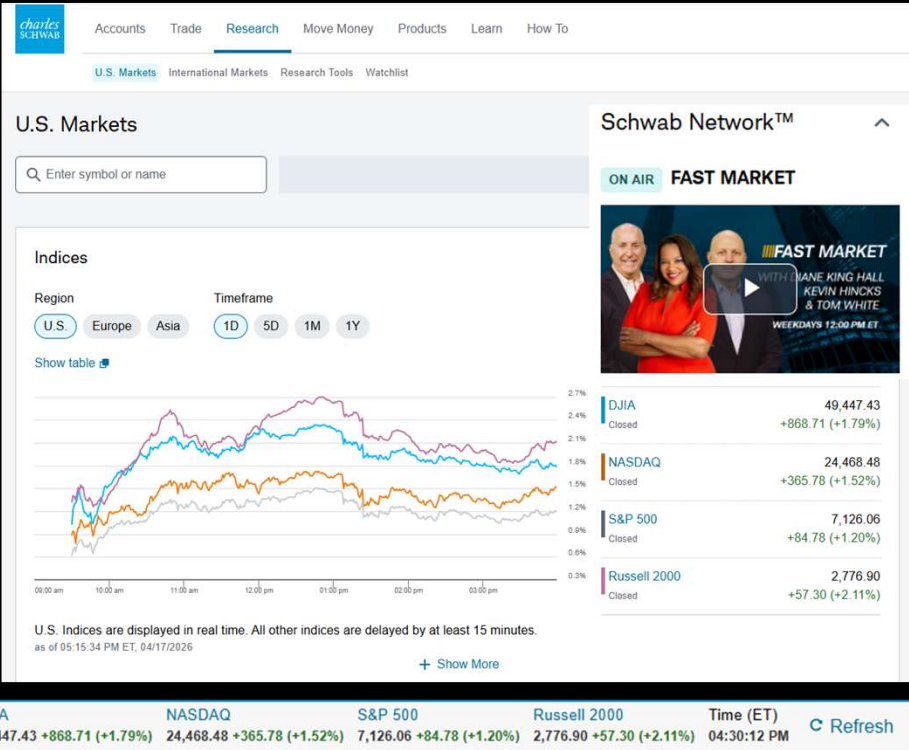


USA+4 More DMAs – P25-64 who Traded Stocks Online with a CHARLES SCHWAB Account in the past 12 mos!

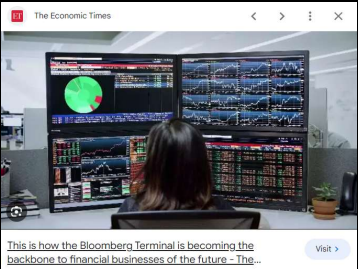
Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI, and WEST PALM BEACH DMA P25-64 who Traded Stocks Online with a CHARLES SCHWAB Account in the past 12 months as of January 31, 2026.



P25-64



Vanguard BlackRock

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

(((Professional services used by HHLD past 12 months (HHLD): Online investing/stock trading OR Ways used Internet/apps past 30 days on any device: Finance/Legal/Real estate: Online investing/stock trading) AND Has investment account: Yes) AND Investment institutions use: Charles Schwab))

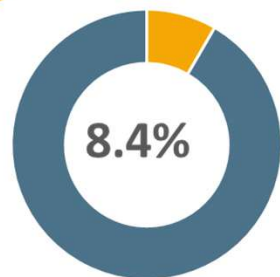




8.4% or 14,298,535 of USA DMA Adults 25 - 64 Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos.
Typical Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos are 46.2 years old (3.3% older than average) and have a \$166,103 (36.1% higher than average) annual household income.



Percent of Market: Adults 25 - 64



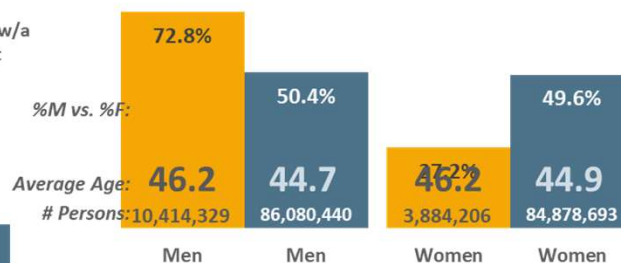
- who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos
- Remainder of USA DMA

Total Persons:

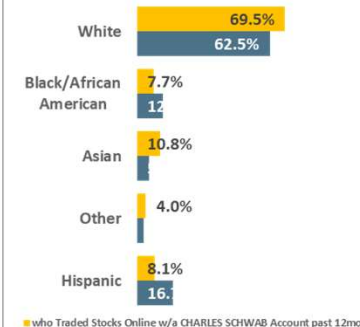
14,298,535 156,660,598



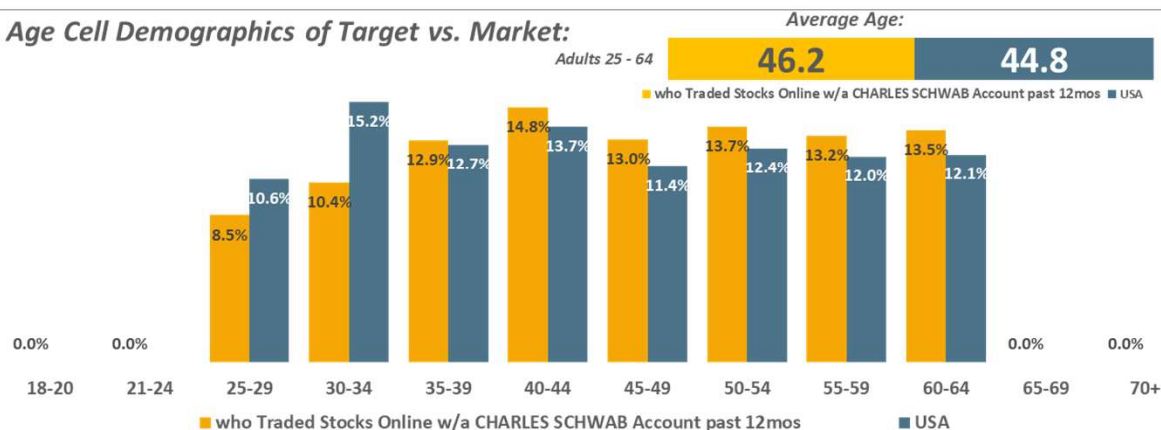
Gender of Target vs. Market: Adults 25 - 64



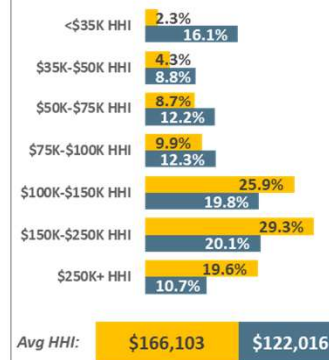
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: \$166,103 \$122,016

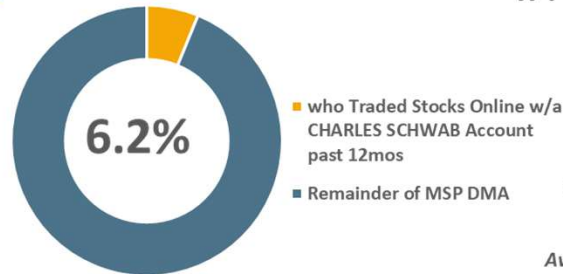
USA USA Projection Scarborough R1 2026: Sep24-Jan26 Qual Intab 2,165
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(((Professional services used by HHLD past 12 months (HHLD): Online investing/stock trading OR Ways used Internet/apps past 30 days on any device: Finance/Legal/Real estate: Online investing/stock trading) AND Has investment account: Yes) AND Investment institutions use: Charles Schwab))



6.2% or 155,621 of MSP DMA Adults 25 - 64 Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos. Typical Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos are 49.5 years old (9.9% older than average) and have a \$149,551 (22.4% higher than average) annual household income.

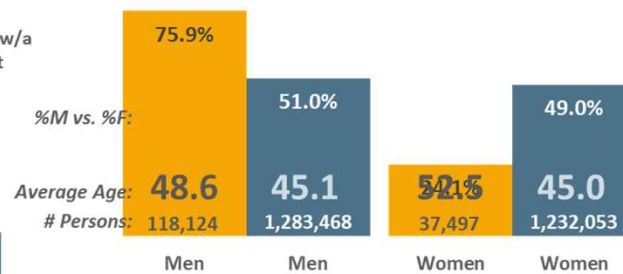
Percent of Market: Adults 25 - 64



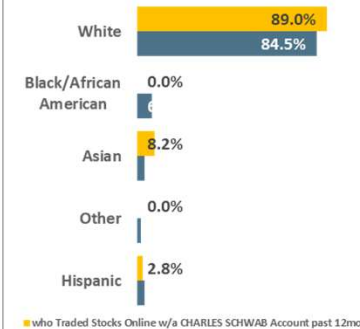
Total Persons:
155,621 2,359,900



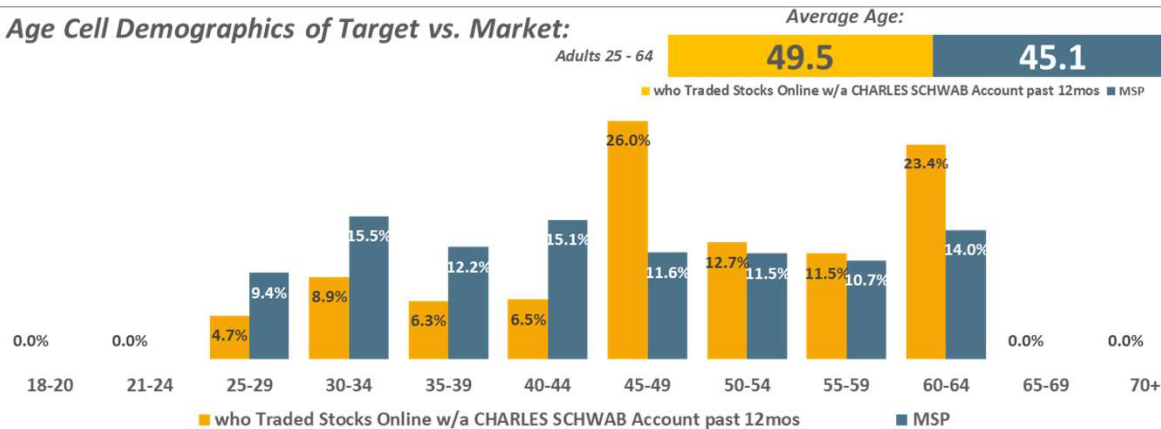
Gender of Target vs. Market: Adults 25 - 64



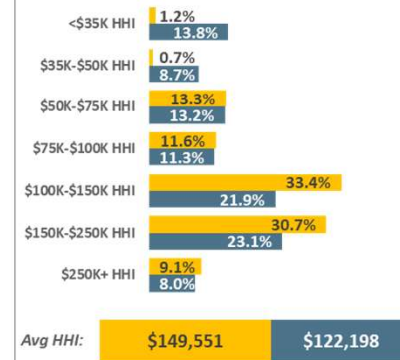
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

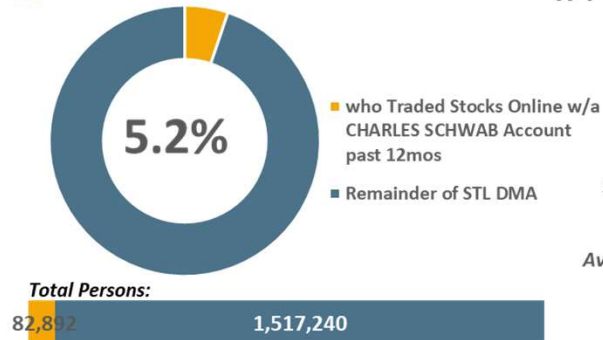


Avg HHI: \$149,551 \$122,198

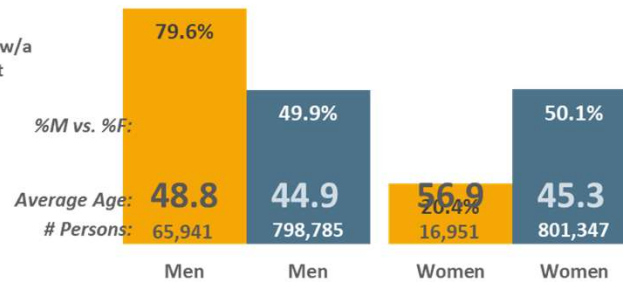


5.2% or 82,892 of STL DMA Adults 25 - 64 Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos. Typical Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos are 50.5 years old (11.9% older than average) and have a \$154,253 (44.3% higher than average) annual household income.

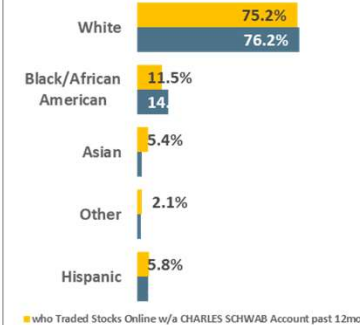
Percent of Market: Adults 25 - 64



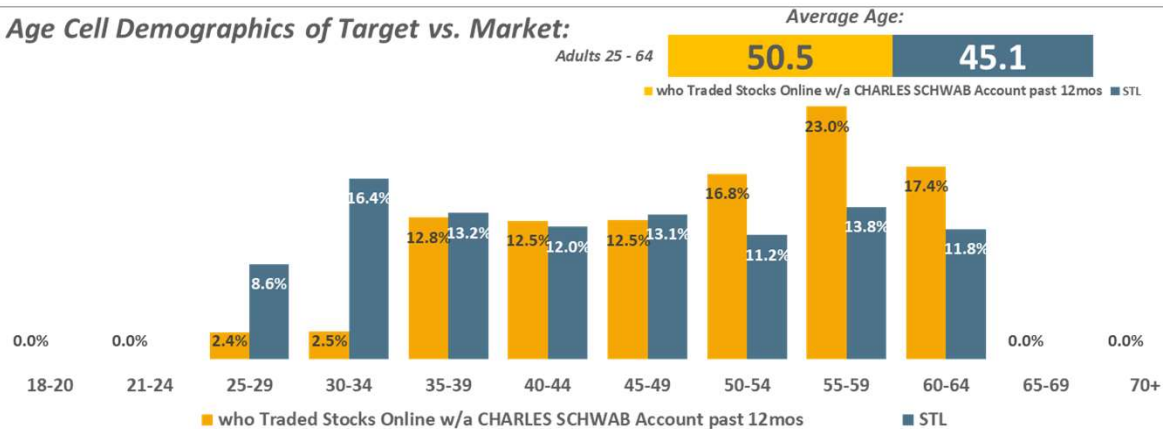
Gender of Target vs. Market: Adults 25 - 64



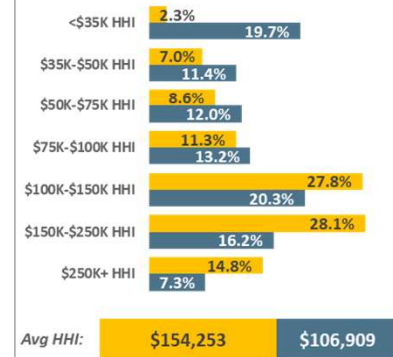
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

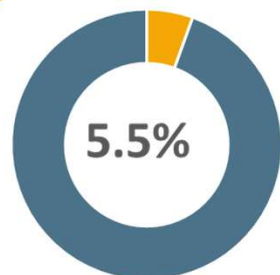




5.5% or 68,471 of CIN DMA Adults 25 - 64 Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos. Typical Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos are 44.1 years old (1.8% younger than average) and have a \$156,252 (43.1% higher than average) annual household...



Percent of Market: Adults 25 - 64



- who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos
- Remainder of CIN DMA

Total Persons:

68,471 1,172,278

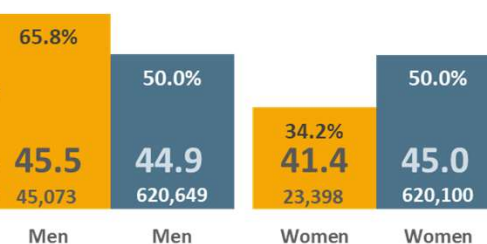


Gender of Target vs. Market: Adults 25 - 64

%M vs. %F:

Average Age:

Persons:



Age Cell Demographics of Target vs. Market:

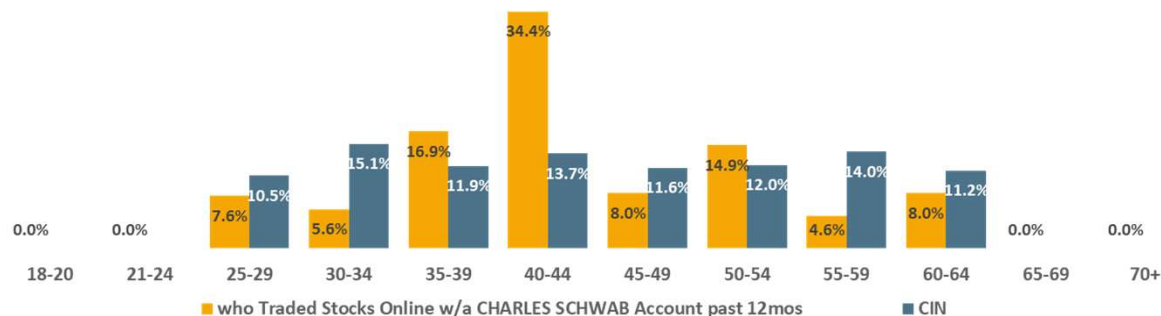
Average Age:

Adults 25 - 64

44.1

44.9

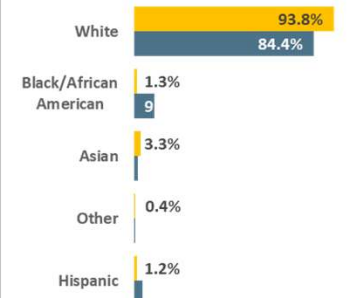
who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos CIN



who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos

CIN

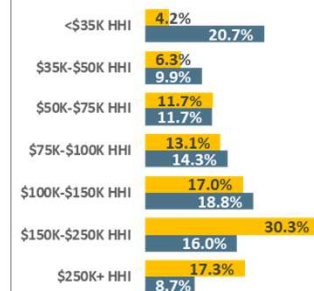
Ethnicity of Target vs. Market:



who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos



HHI of Target vs. Market:



Avg HHI:

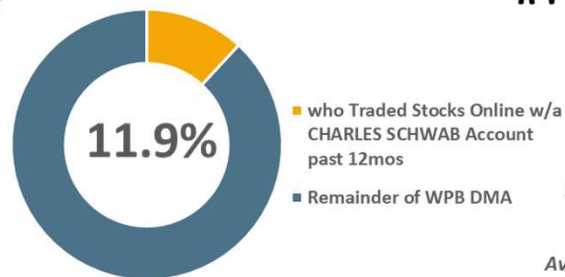
\$156,252

\$109,189



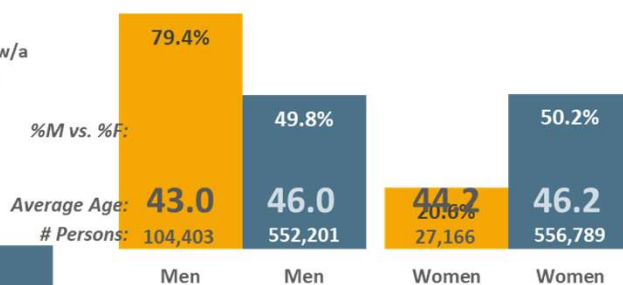
11.9% or 131,569 of WPB DMA Adults 25 - 64 Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos. Typical Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos are 43.3 years old (6.1% younger than average) and have a \$149,668 (34.% higher than average) annual household income.

Percent of Market: Adults 25 - 64

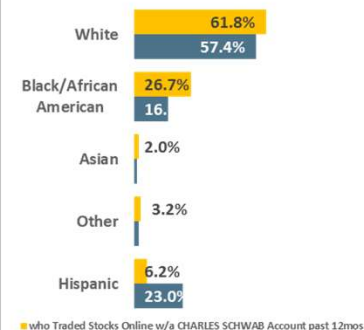


Total Persons: 131,569 (who traded) / 977,421 (remainder)

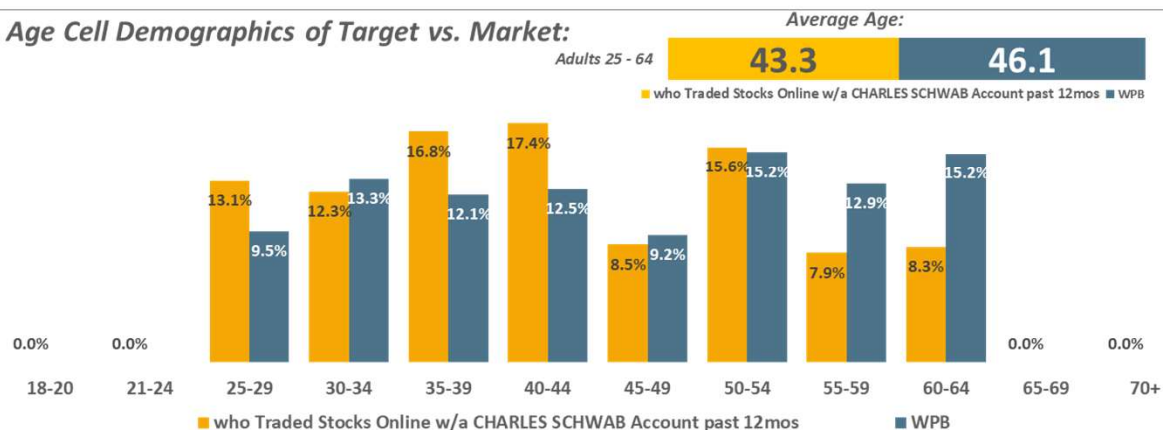
Gender of Target vs. Market: Adults 25 - 64



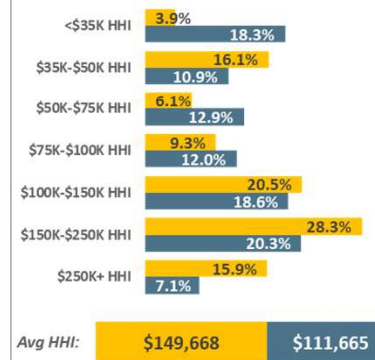
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 220
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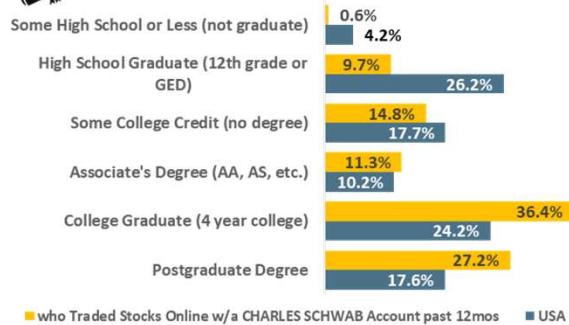
(((Professional services used by HHLD past 12 months (HHLD): Online investing/stock trading OR Ways used Internet/apps past 30 days on any device: Finance/Legal/Real estate: Online investing/stock trading) AND Has investment account: Yes) AND Investment institutions use: Charles Schwab))



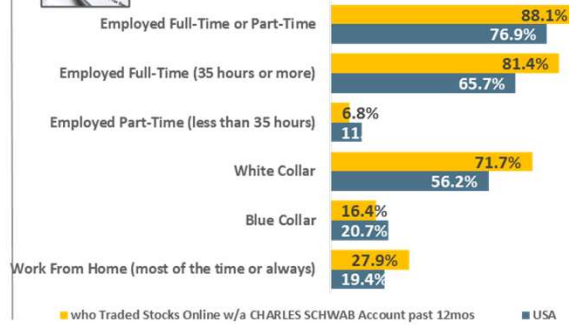
8.4% or 14,298,535 of USA DMA Adults 25 - 64 Traded Stocks Online w/a CHARLES SCHWAB Account past... Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos are 51.9% more likely to be a college graduate, 23.8% more likely to work full-time, 22.1% more likely to be married, .3% more likely to be a parent of 1 or more children under



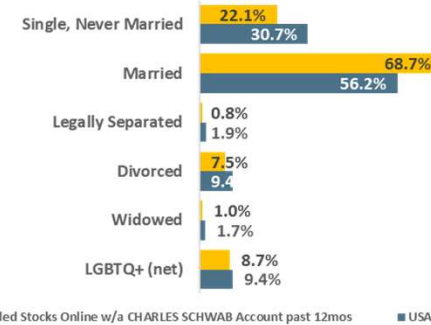
Education Levels: Adults 25 - 64



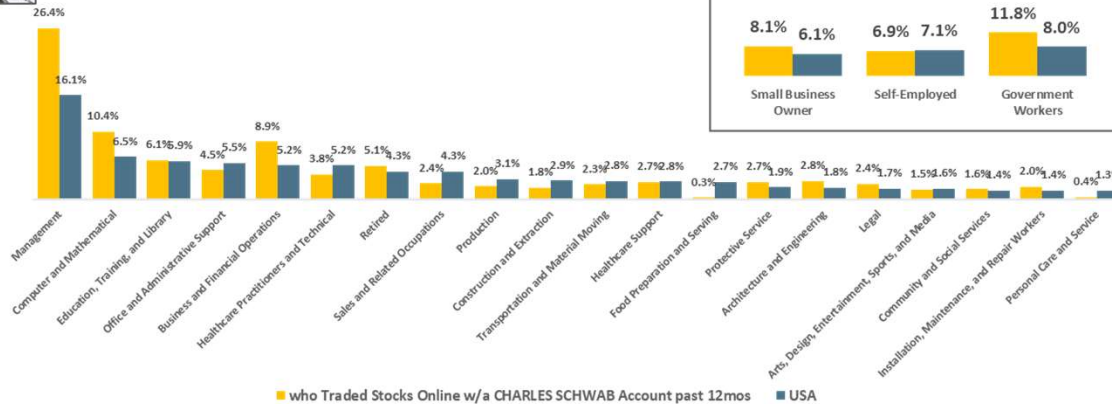
Employment: Adults 25 - 64



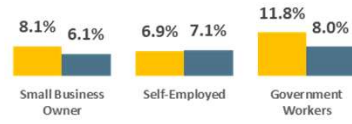
Marital Status: Adults 25 - 64



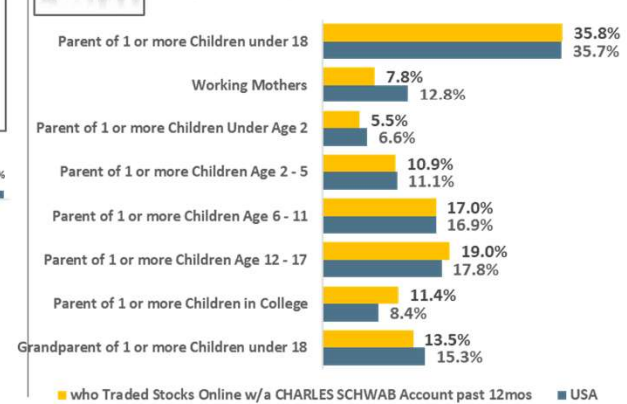
Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Government Workers



Stage in Life: Adults 25 - 64



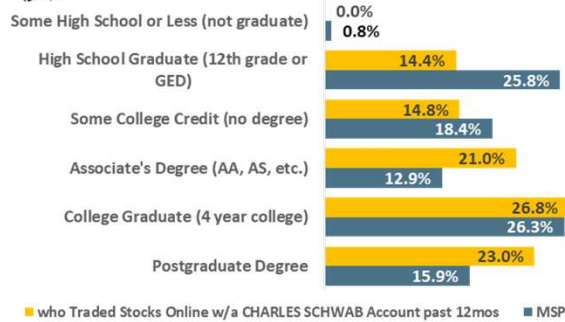
USA USA Projection Scarborough R1 2026: Sep24-Jan26 Qual Intab 2,165
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(((Professional services used by HHLD past 12 months (HHLD): Online investing/stock trading OR Ways used Internet/apps past 30 days on any device: Finance/Legal/Real estate: Online investing/stock trading) AND Has investment account: Yes) AND Investment institutions use: Charles Schwab))

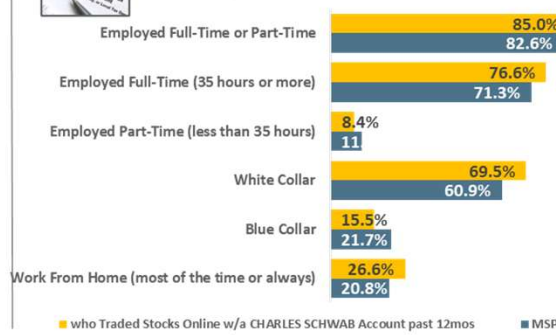


6.2% or 155,621 of MSP DMA Adults 25 - 64 Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos. Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos are 18.1% more likely to be a college graduate, 7.4% more likely to work full-time, 6.8% more likely to be married, 28.3% less likely to be a parent of 1 or more children under

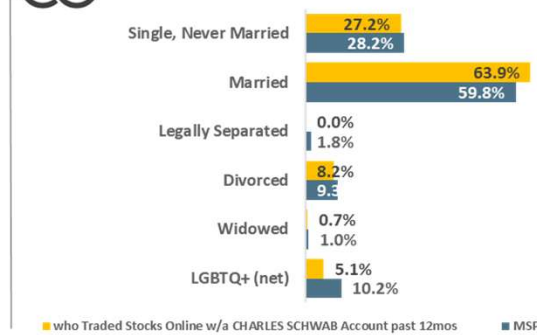
Education Levels: Adults 25 - 64



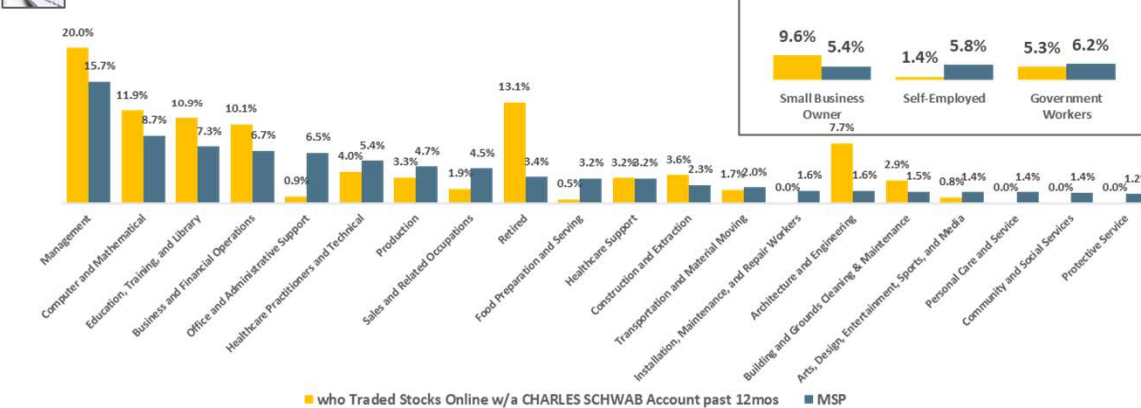
Employment: Adults 25 - 64



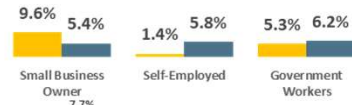
Marital Status: Adults 25 - 64



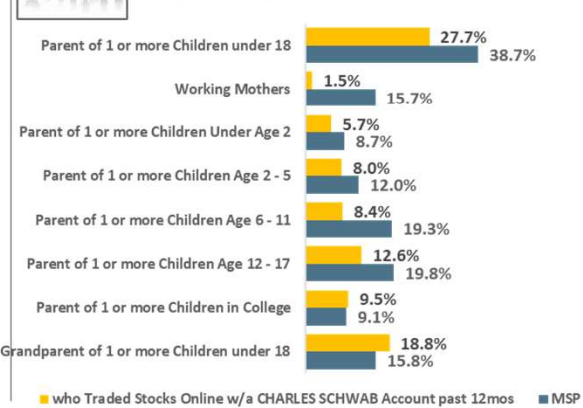
Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Government Workers



Stage in Life: Adults 25 - 64

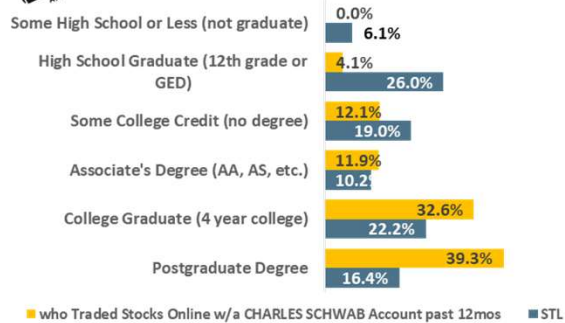




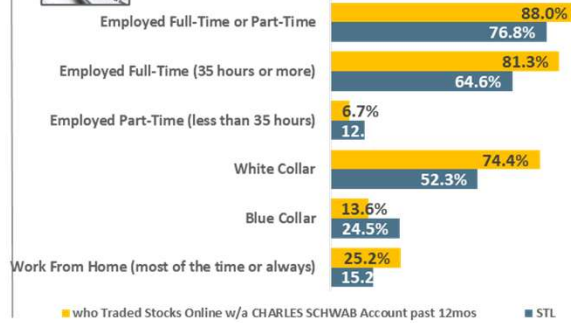
5.2% or 82,892 of STL DMA Adults 25 - 64 Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos
 Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos are 86.2% more likely to be a college graduate, 25.8% more likely to work full-time, 39.8% more likely to be married, 4.4% less likely to be a parent of 1 or more children under



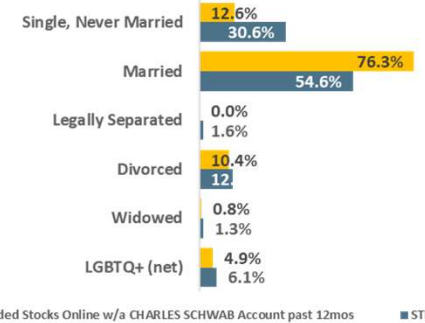
Education Levels: Adults 25 - 64



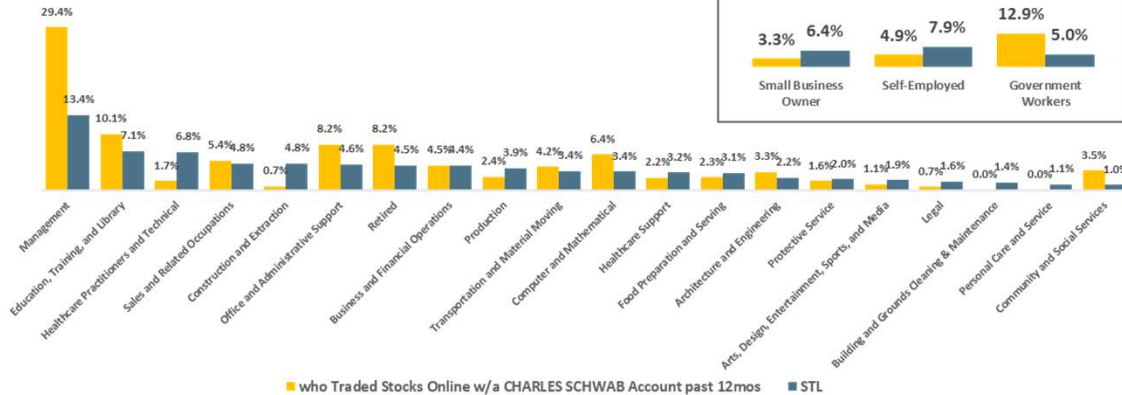
Employment: Adults 25 - 64



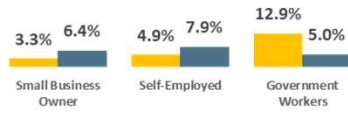
Marital Status: Adults 25 - 64



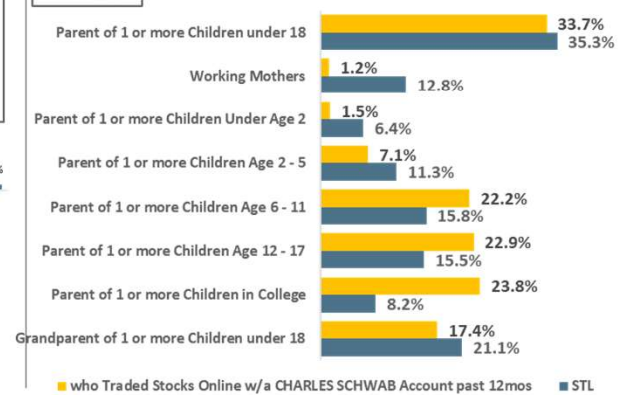
Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Government Workers



Stage in Life: Adults 25 - 64

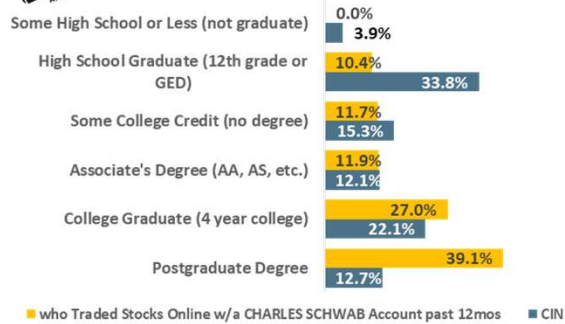




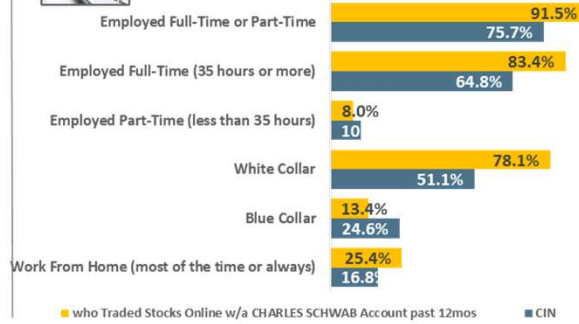
5.5% or 68,471 of CIN DMA Adults 25 - 64 Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos. Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos are 89.8% more likely to be a college graduate, 28.8% more likely to work full-time, 31.8% more likely to be married, 56.% more likely to be a parent of 1 or more children under



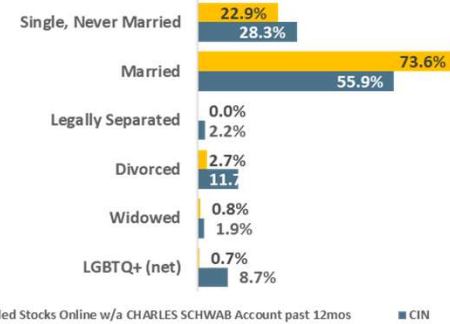
Education Levels: Adults 25 - 64



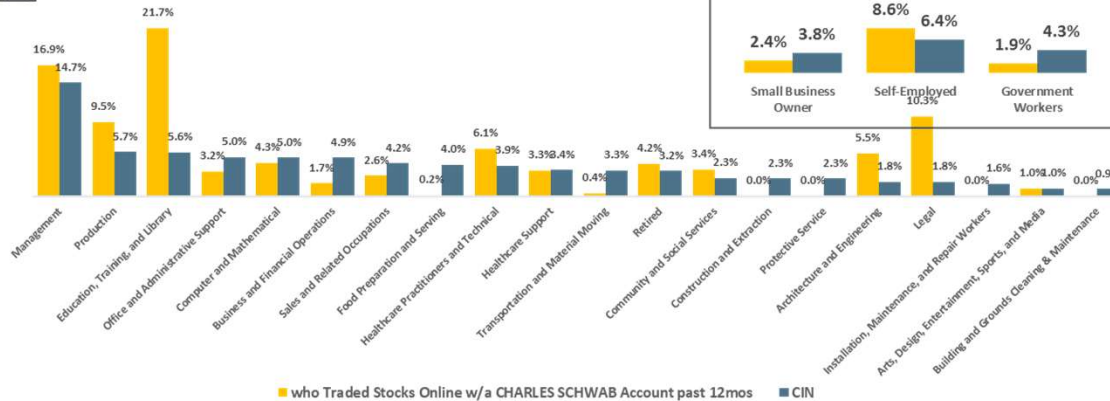
Employment: Adults 25 - 64



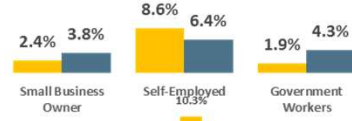
Marital Status: Adults 25 - 64



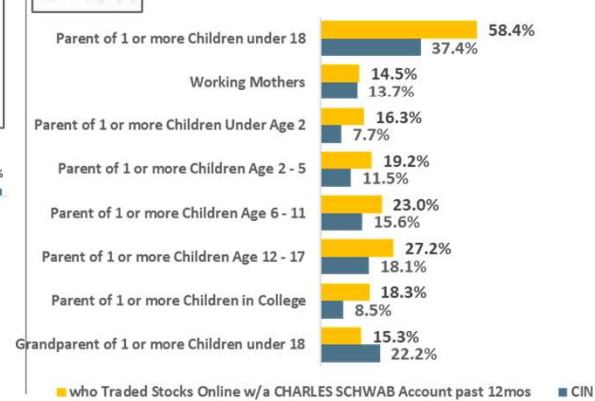
Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Government Workers



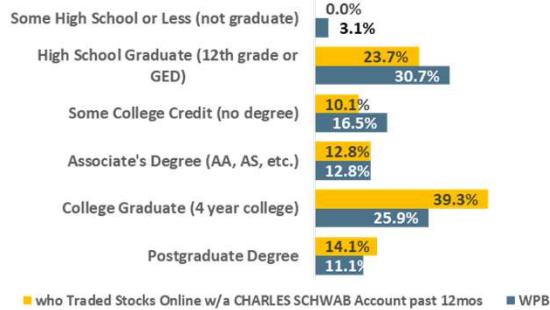
Stage in Life: Adults 25 - 64



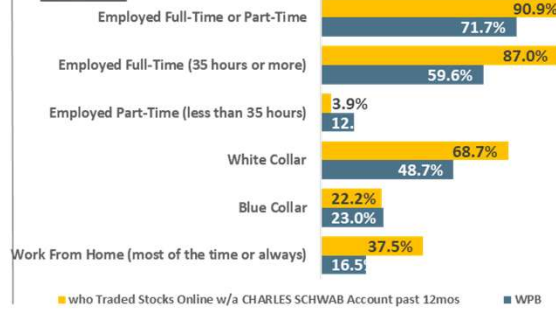


11.9% or 131,569 of WPB DMA Adults 25 - 64 Traded Stocks Online w/a CHARLES SCHWAB Account past... Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos are 44.5% more likely to be a college graduate, 46.% more likely to work full-time, 12.% more likely to be married, 16.7% less likely to be a parent of 1 or more children under

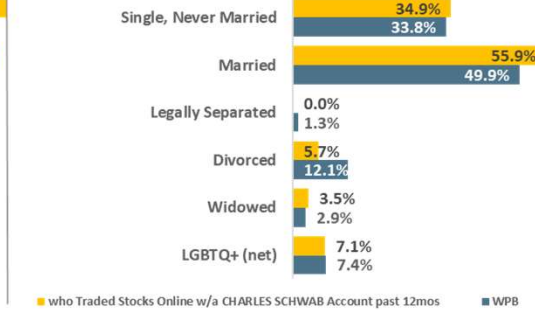
Education Levels: Adults 25 - 64



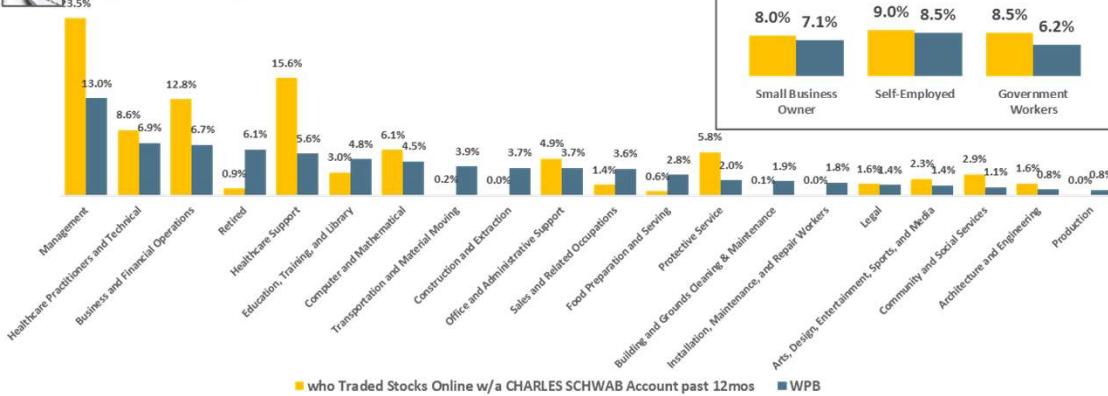
Employment: Adults 25 - 64



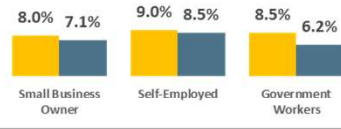
Marital Status: Adults 25 - 64



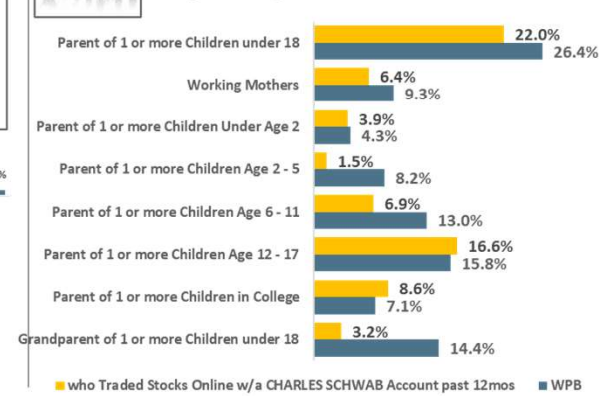
Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Government Workers



Stage in Life: Adults 25 - 64



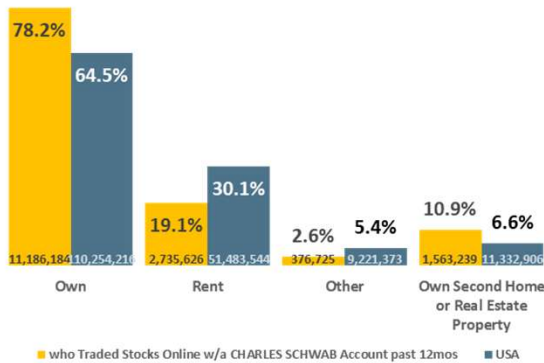
WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 220
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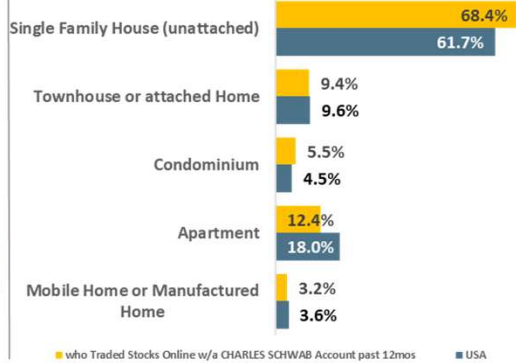


8.4% or 14,298,535 of USA DMA Adults 25 - 64 Traded Stocks Online w/a CHARLES SCHWAB Account past...
 Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos are 21.3% more likely to own their home, 21.6% more likely to own a higher valued home, 11.% more likely to have a single-family home, 18.8% more likely to have a dog.

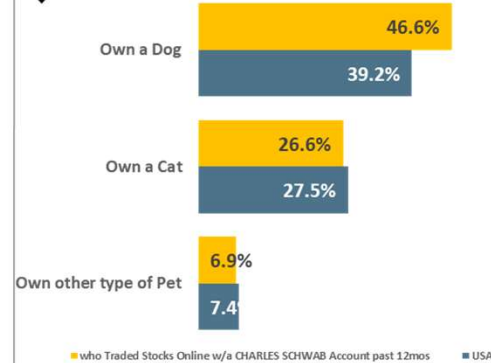
Own/Rent/Other: Adults 25 - 64



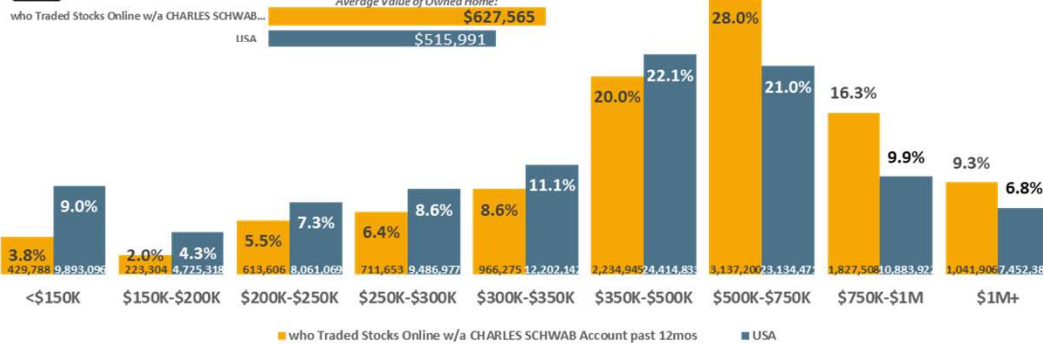
Type of Home: Adults 25 - 64



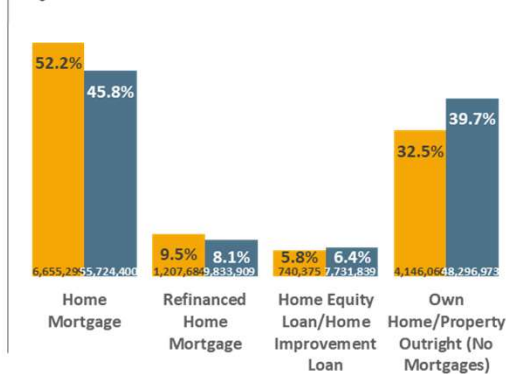
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64



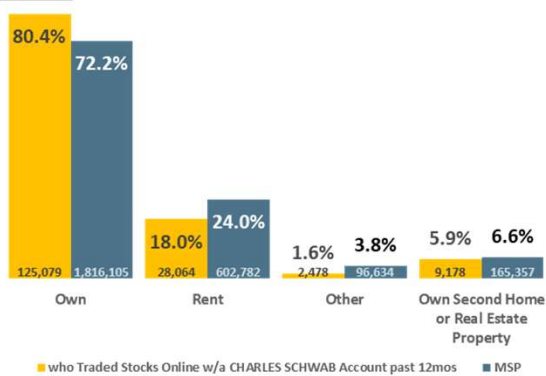
USA USA Projection Scarborough R1 2026: Sep24-Jan26 Qual Intab 2,165
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[(((Professional services used by HHLD past 12 months (HHLD): Online investing/stock trading OR Ways used Internet/apps past 30 days on any device: Finance/Legal/Real estate: Online investing/stock trading) AND Has investment account: Yes) AND Investment institutions use: Charles Schwab)]

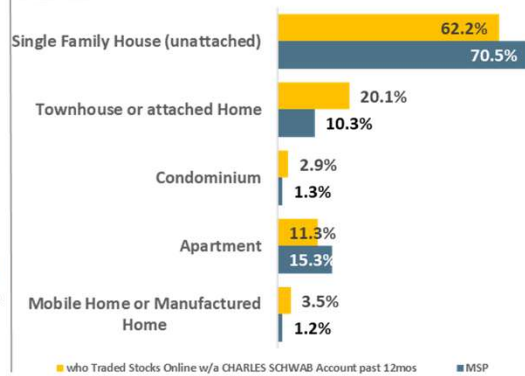


6.2% or 155,621 of MSP DMA Adults 25 - 64 Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos. Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos are 11.3% more likely to own their home, 2.8% more likely to own a higher valued home, 11.8% less likely to have a single-family home, 1.3% less likely to have a dog.

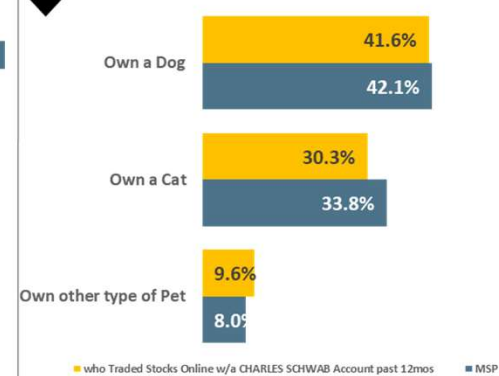
Own/Rent/Other: Adults 25 - 64



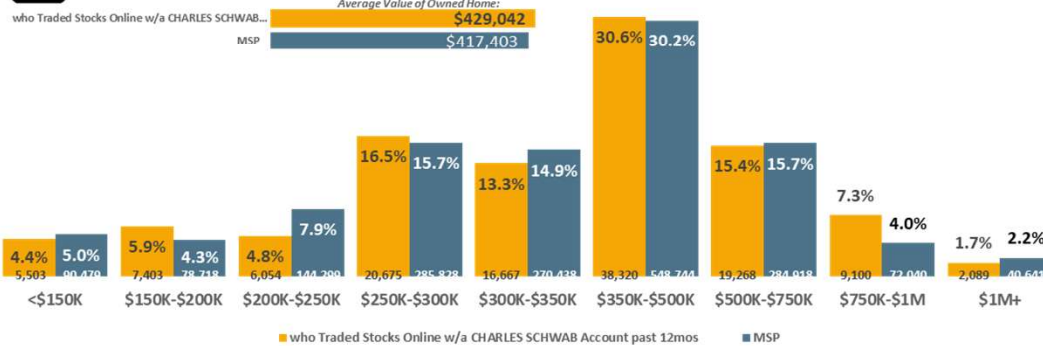
Type of Home: Adults 25 - 64



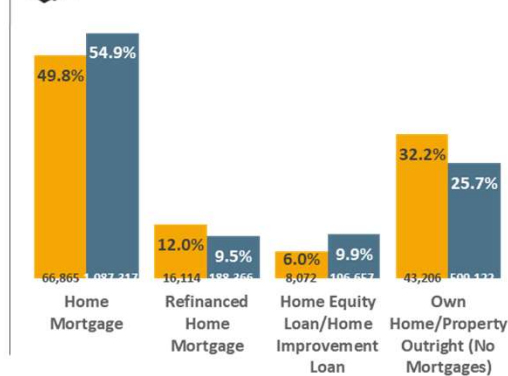
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



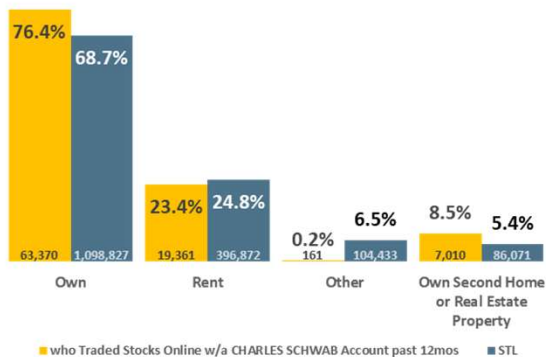
Home Loans: Adults 25 - 64



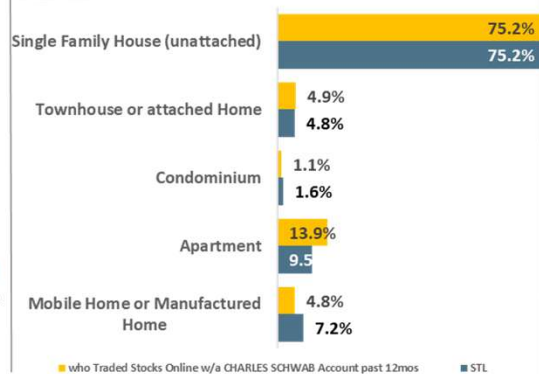


5.2% or 82,892 of STL DMA Adults 25 - 64 Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos. Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos are 11.3% more likely to own their home, 32.2% more likely to own a higher valued home, .% more likely to have a single-family home, 1.% less likely to have a dog.

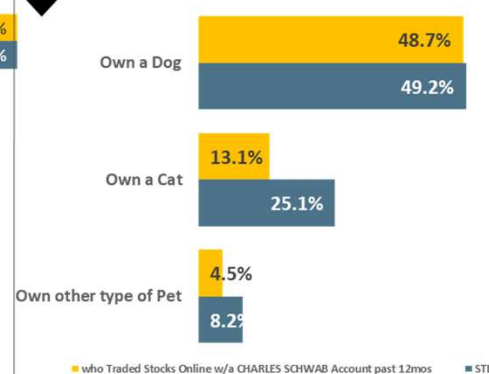
Own/Rent/Other: Adults 25 - 64



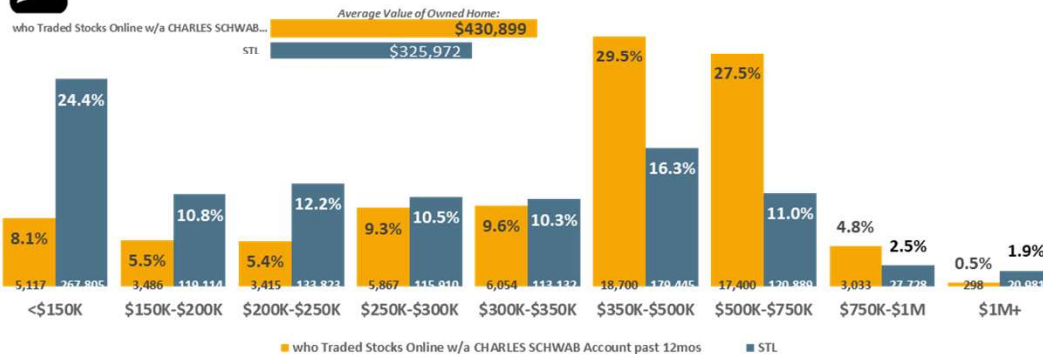
Type of Home: Adults 25 - 64



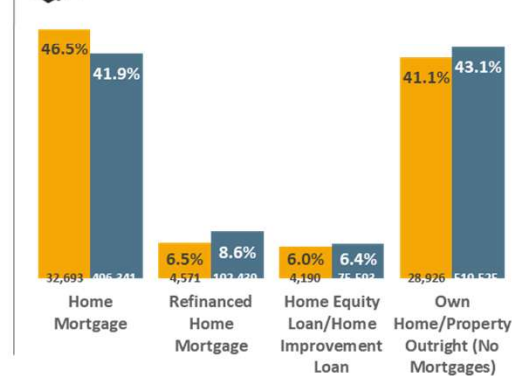
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



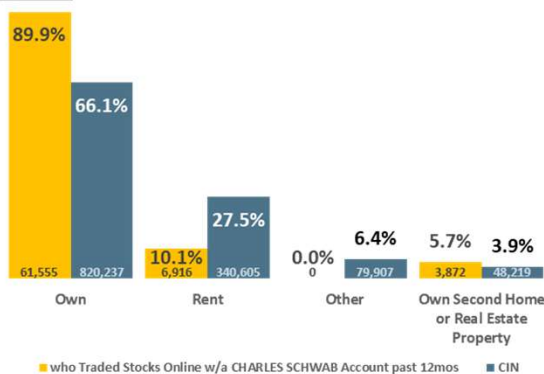
Home Loans: Adults 25 - 64



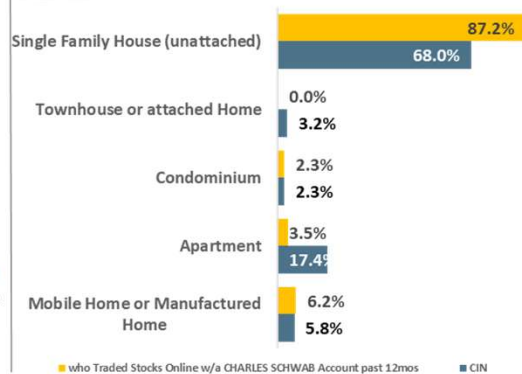


5.5% or 68,471 of CIN DMA Adults 25 - 64 Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos. Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos are 36.% more likely to own their home, 36.% more likely to own a higher valued home, 28.4% more likely to have a single-family home, 29.1% more likely to have a dog.

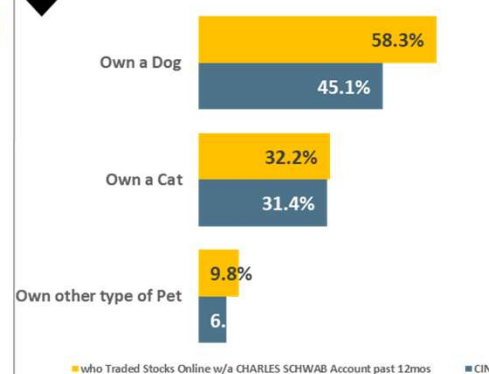
Own/Rent/Other: Adults 25 - 64



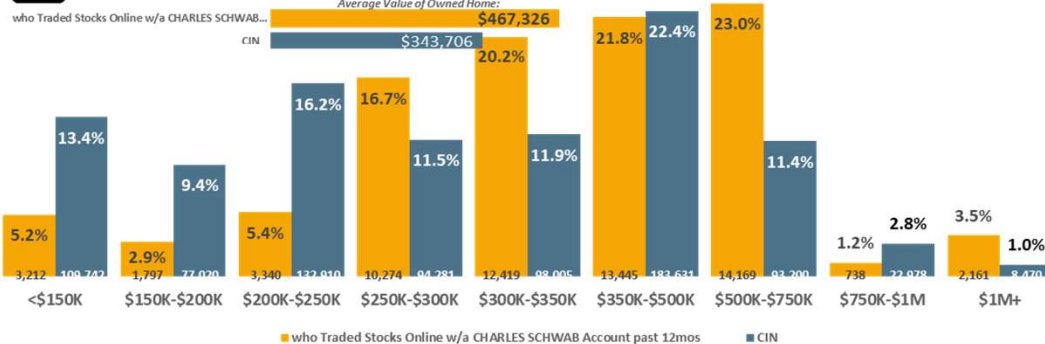
Type of Home: Adults 25 - 64



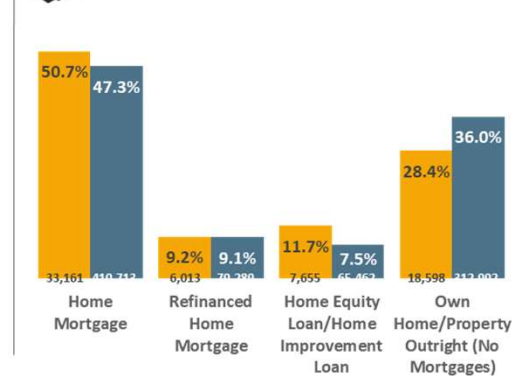
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



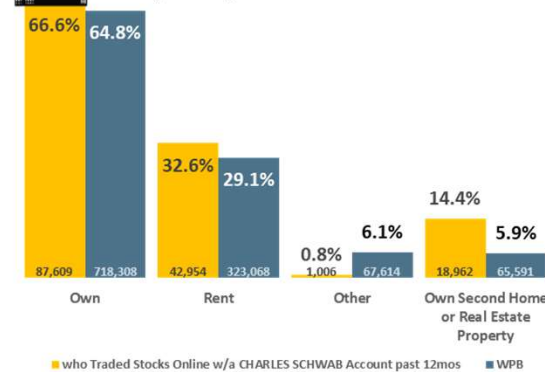
Home Loans: Adults 25 - 64



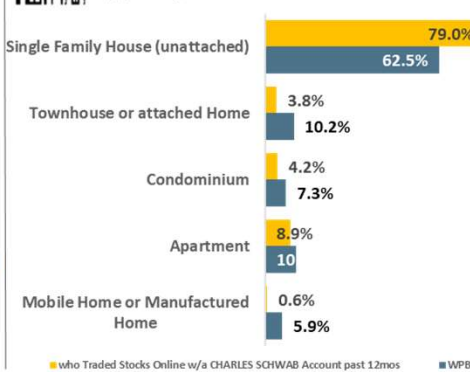


11.9% or 131,569 of WPB DMA Adults 25 - 64 Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos. Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos are 2.8% more likely to own their home, 41.9% more likely to own a higher valued home, 26.4% more likely to have a single-family home, 7.5% more likely to have a dog.

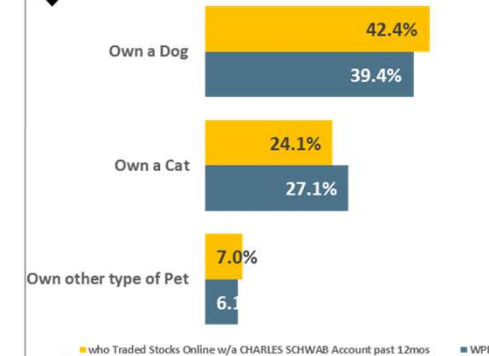
Own/Rent/Other: Adults 25 - 64



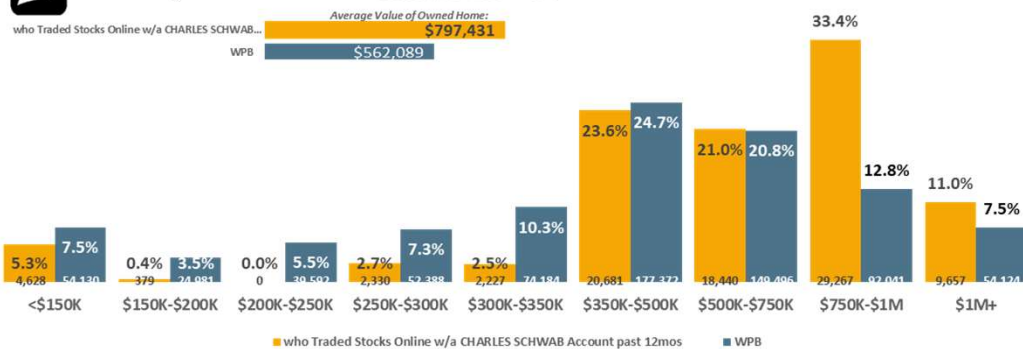
Type of Home: Adults 25 - 64



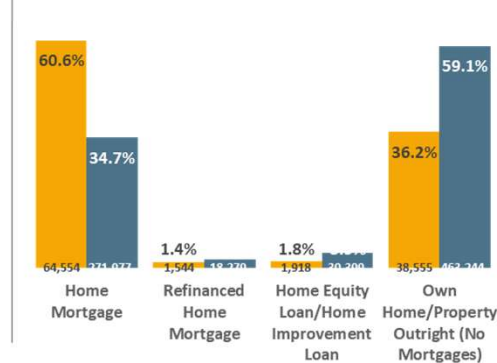
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64

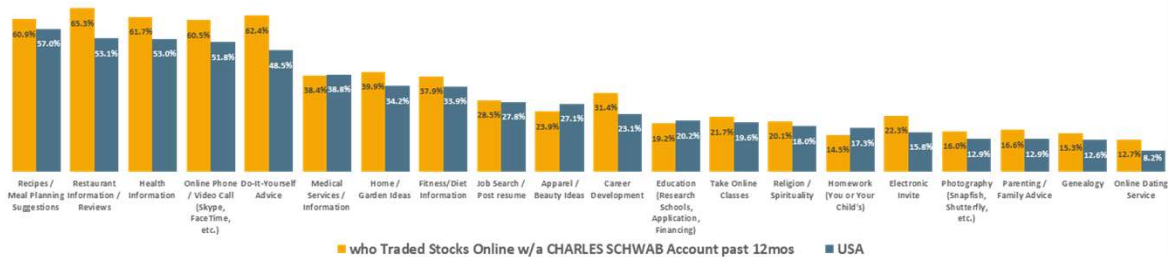




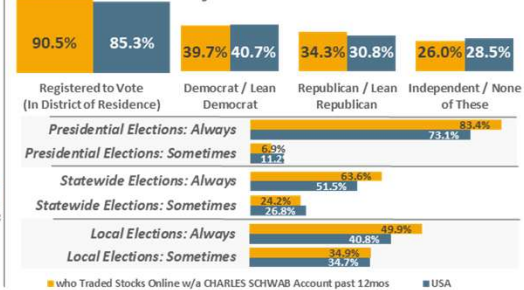
8.4% or 14,298,535 of USA DMA Adults 25 - 64 Traded Stocks Online w/a CHARLES SCHWAB Account past... Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos are 28.7% more likely to look up D-I-Y advice online, 22.4% more likely to always vote in local elections, 11.3% more likely to belong to a gym, 14.1% more likely to fly domesti



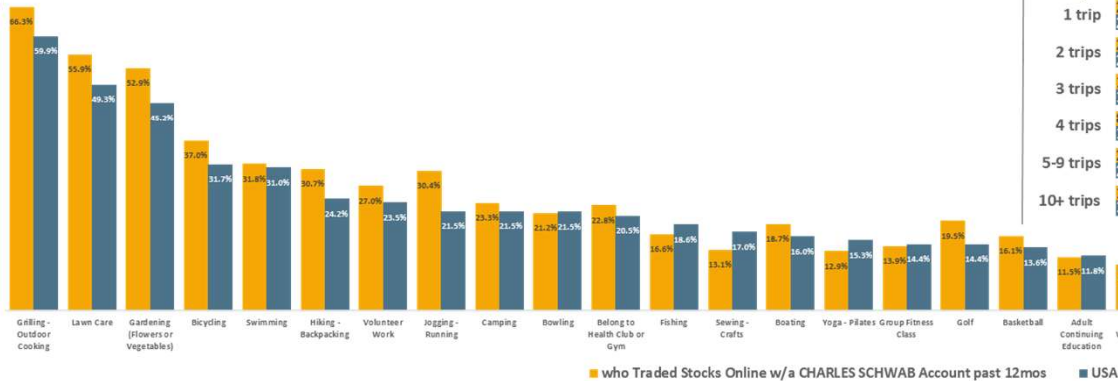
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 64



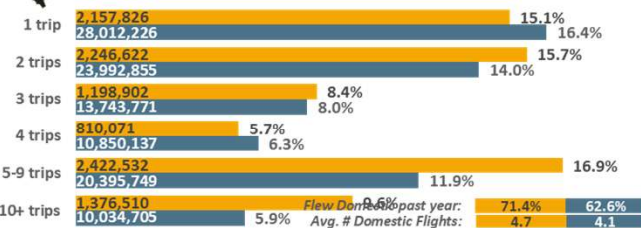
Political Activity: Adults 25 - 64



Top-30 past 12-months Active Lifestyle Activites: Adults 25 - 64



Past 12-months Domestic Airline Trips: Adults 25 - 64



Flew Domestic past year: 71.4% vs 62.6%
Avg. # Domestic Flights: 4.7 vs 4.1

USA USA Projection Scarborough R1 2026: Sep24-Jan26 Qual Intab 2,165
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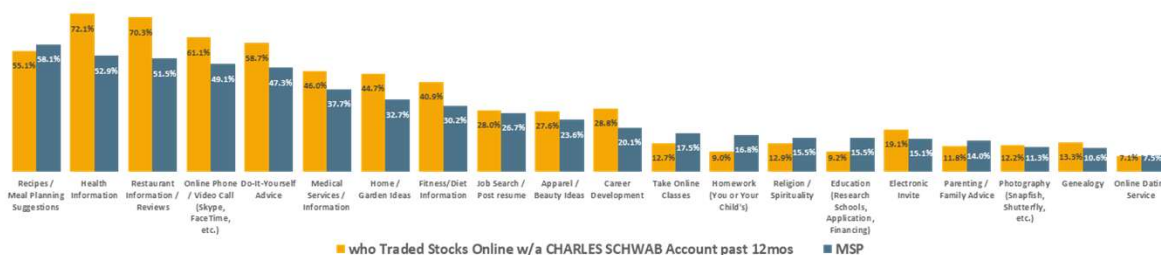
(((Professional services used by HHLD past 12 months (HHLD): Online investing/stock trading OR Ways used Internet/apps past 30 days on any device: Finance/Legal/Real estate: Online investing/stock trading) AND Has investment account: Yes) AND Investment institutions use: Charles Schwab))



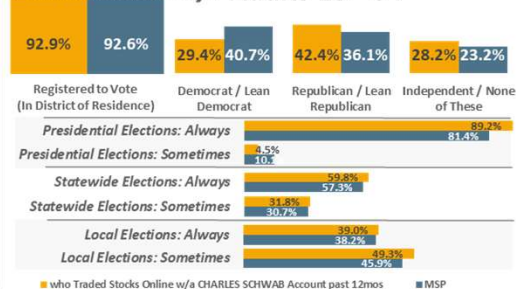
6.2% or 155,621 of MSP DMA Adults 25 - 64 Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos. Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos are 24.% more likely to look up D-I-Y advice online, 2.2% more likely to always vote in local elections, 10.2% less likely to belong to a gym, 14.7% more likely to fly domestic



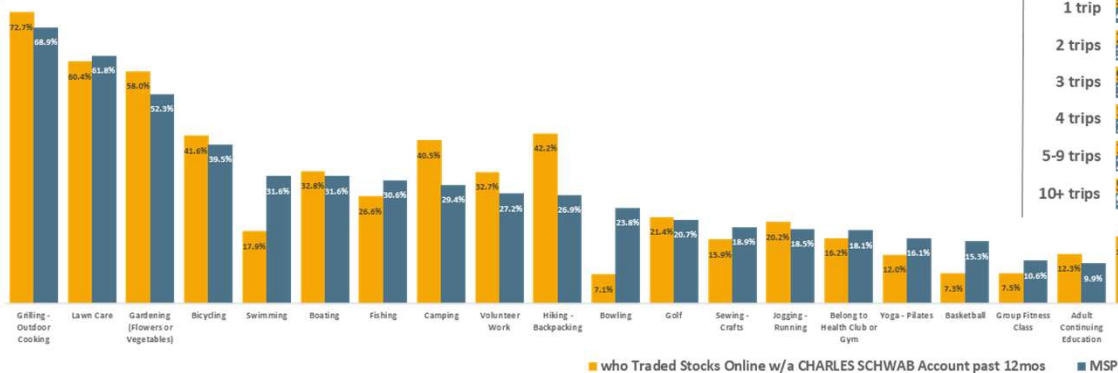
Top-20 past 30-days Online Lifestyle Activities: Adults 25 - 64



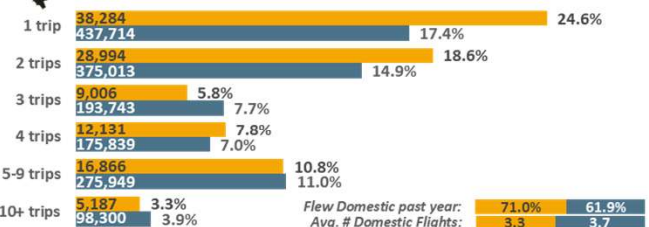
Political Activity: Adults 25 - 64



Top-30 past 12-months Active Lifestyle Activities: Adults 25 - 64



Past 12-months Domestic Airline Trips: Adults 25 - 64





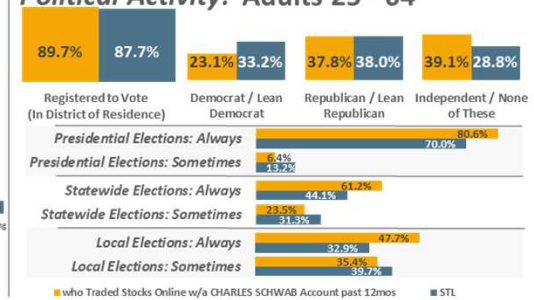
5.2% or 82,892 of STL DMA Adults 25 - 64 Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos. Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos are 28.2% more likely to look up D-I-Y advice online, 44.8% more likely to always vote in local elections, 3.6% less likely to belong to a gym, 34.8% more likely to fly domestic



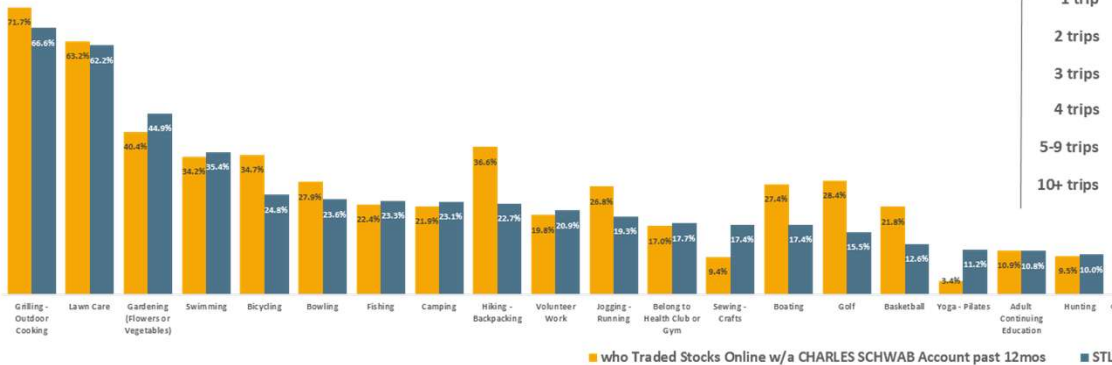
Top-20 past 30-days Online Lifestyle Activities: Adults 25 - 64



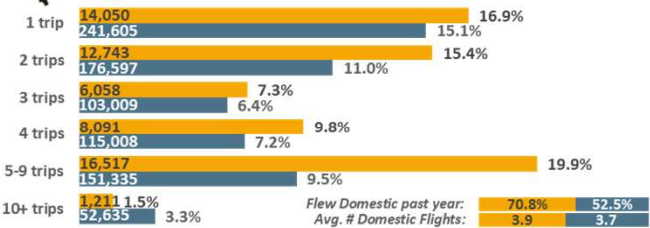
Political Activity: Adults 25 - 64



Top-30 past 12-months Active Lifestyle Activities: Adults 25 - 64



Past 12-months Domestic Airline Trips: Adults 25 - 64

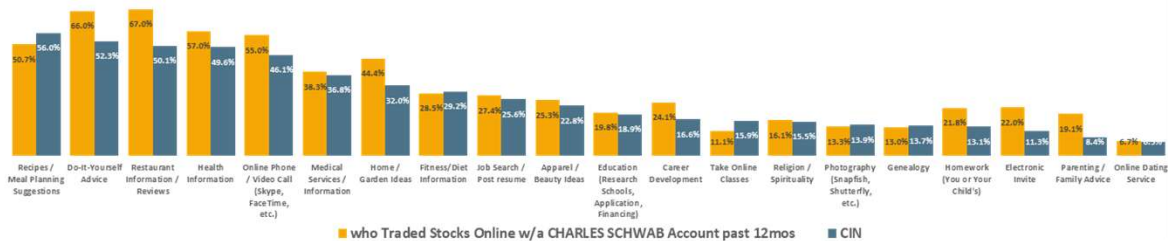




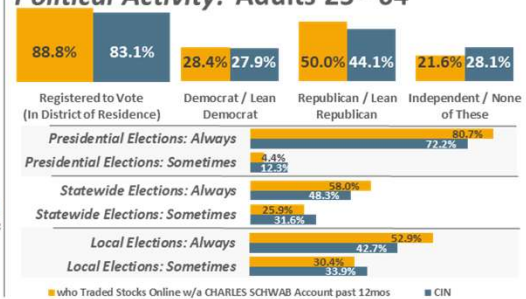
5.5% or 68,471 of CIN DMA Adults 25 - 64 Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos. Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos are 26.4% more likely to look up D-I-Y advice online, 24.1% more likely to always vote in local elections, 24.6% less likely to belong to a gym, 37.% more likely to fly domestic



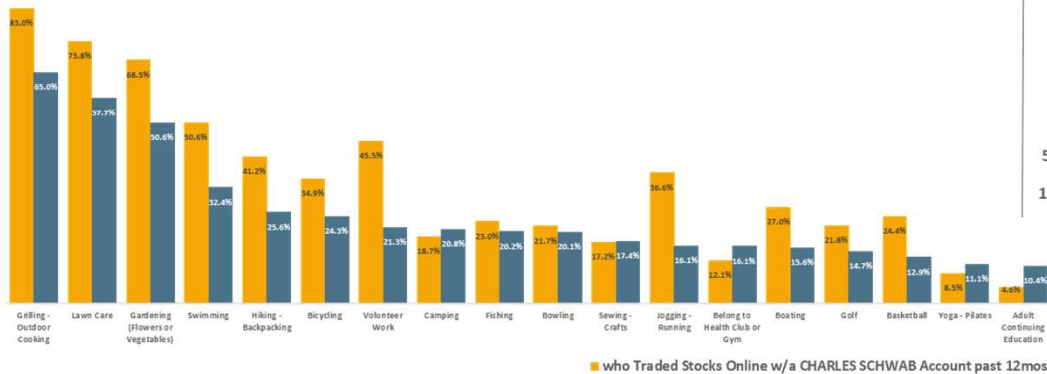
Top-20 past 30-days Online Lifestyle Activities: Adults 25 - 64



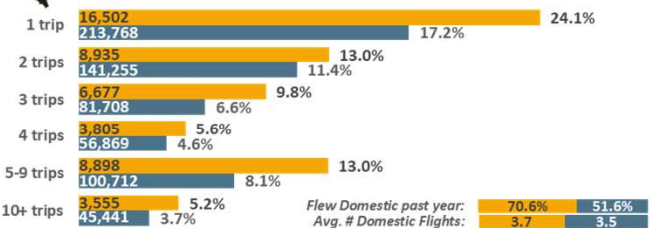
Political Activity: Adults 25 - 64



Top-30 past 12-months Active Lifestyle Activities: Adults 25 - 64



Past 12-months Domestic Airline Trips: Adults 25 - 64

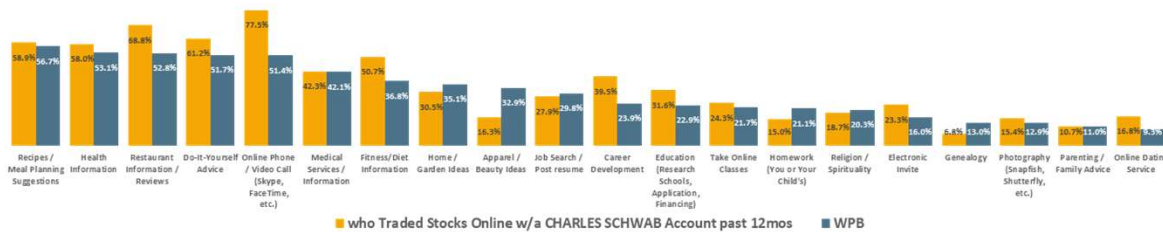




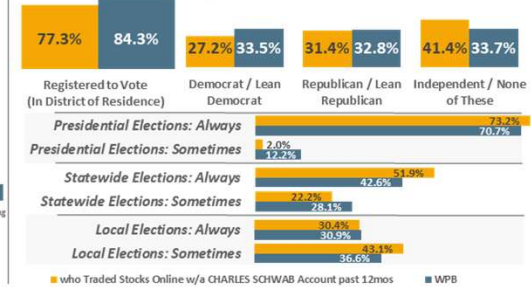
11.9% or 131,569 of WPB DMA Adults 25 - 64 Traded Stocks Online w/a CHARLES SCHWAB Account past... Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos are 18.4% more likely to look up D-I-Y advice online, 1.6% less likely to always vote in local elections, .2% less likely to belong to a gym, 11.3% more likely to fly domestic p



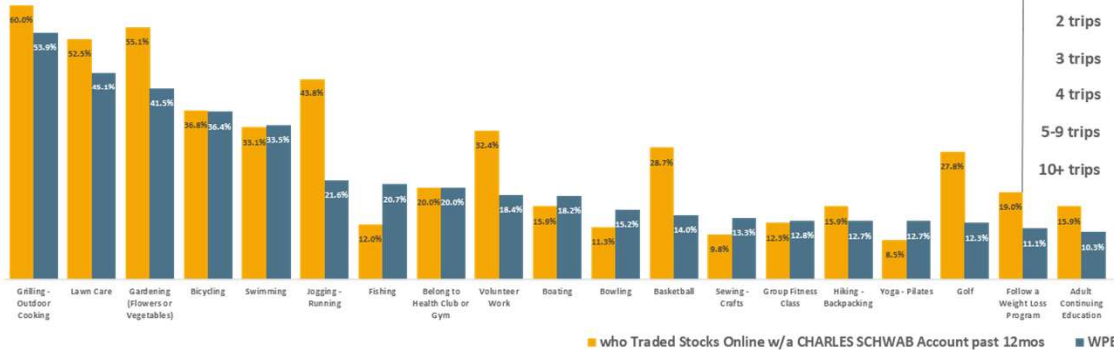
Top-20 past 30-days Online Lifestyle Activities: Adults 25 - 64



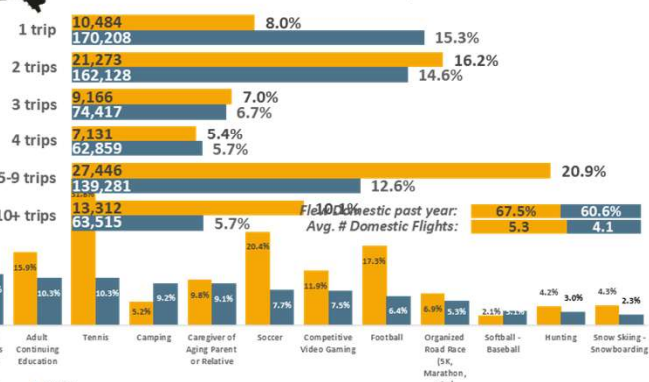
Political Activity: Adults 25 - 64



Top-30 past 12-months Active Lifestyle Activities: Adults 25 - 64



Past 12-months Domestic Airline Trips: Adults 25 - 64



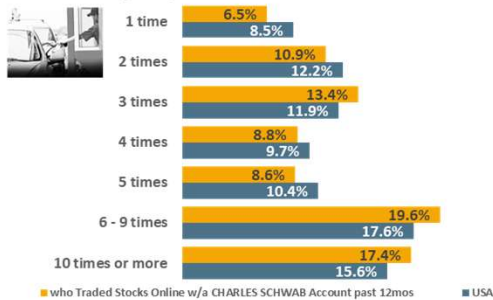
WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 220
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(((Professional services used by HHLD past 12 months (HHLD): Online investing/stock trading OR Ways used Internet/apps past 30 days on any device: Finance/Legal/Real estate: Online investing/stock trading) AND Has investment account: Yes) AND Investment institutions use: Charles Schwab))

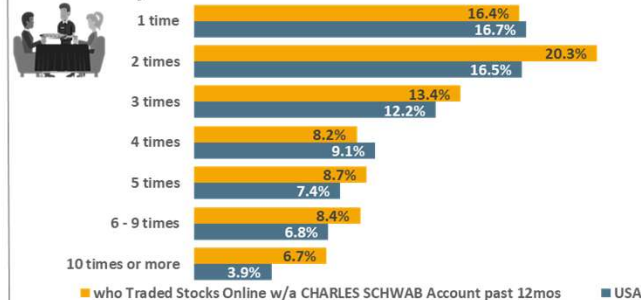


8.4% or 14,298,535 of USA DMA Adults 25 - 64 Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos. Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos are .8% less likely to use QSRs past mo., 13.% more likely to use Sit-Down Restaurants past mo., 4.2% more likely to use Casinos past yr., 67.2% less likely to smoke cigarettes.

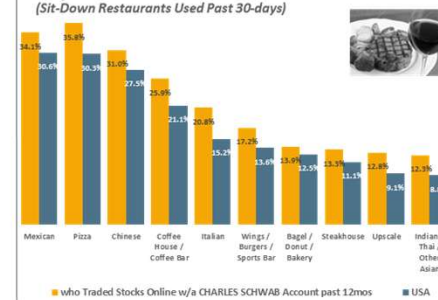
Past 30-days QSR Users: Adults 25 - 64



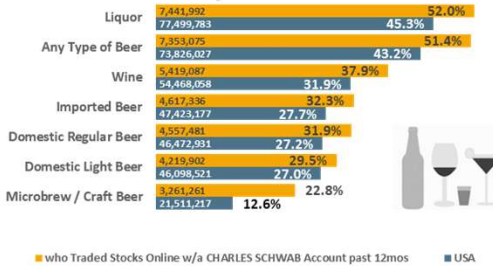
Past 30-days Sit-Down Restaurant Users: Adults 25 - 64



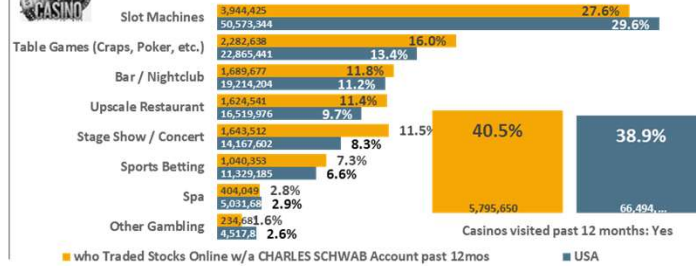
Top-10 Cuisines: Adults 25 - 64 (Sit-Down Restaurants Used Past 30-days)



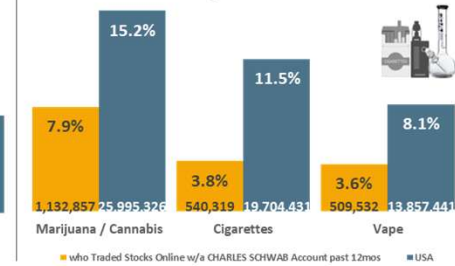
Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64



Used Past 30-days: Adults 25 - 64



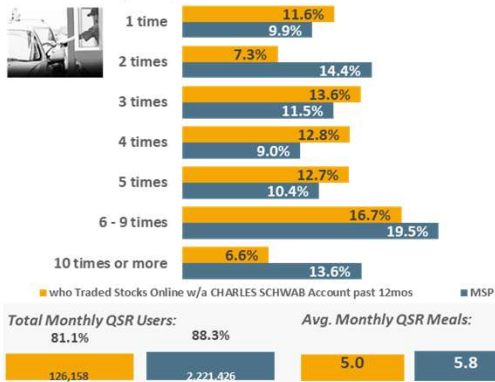
USA USA Projection Scarborough R1 2026: Sep24-Jan26 Qual Intab 2,165
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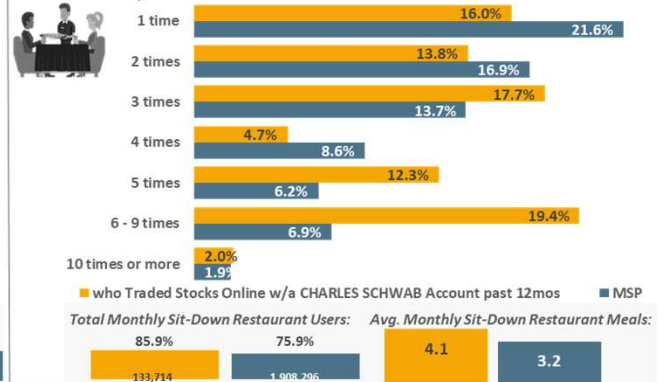


6.2% or 155,621 of MSP DMA Adults 25 - 64 Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos. Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos are 8.2% less likely to use QSRs past mo., 13.3% more likely to use Sit-Down Restaurants past mo., 1.3% less likely to use Casinos past yr., 68.8% less likely to smoke cigarette

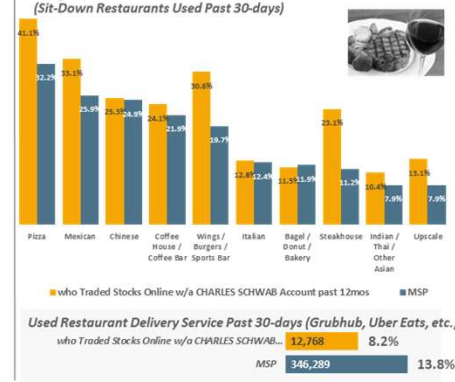
Past 30-days QSR Users: Adults 25 - 64



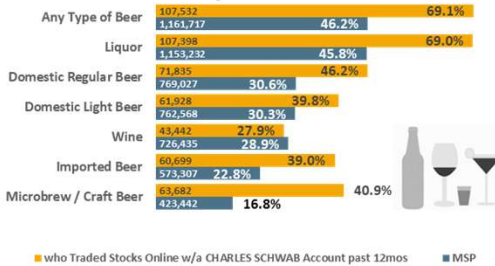
Past 30-days Sit-Down Restaurant Users: Adults 25 - 64



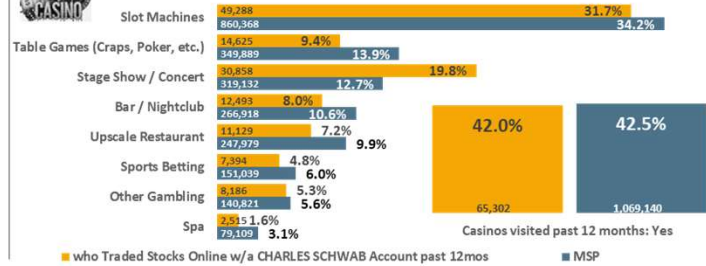
Top-10 Cuisines: Adults 25 - 64 (Sit-Down Restaurants Used Past 30-days)



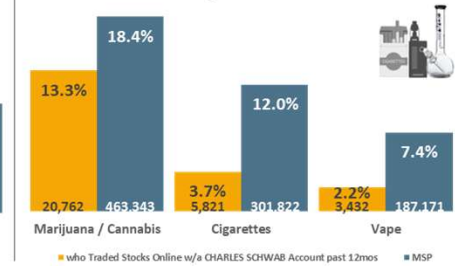
Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64



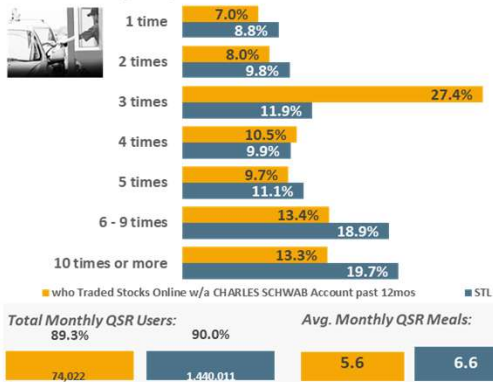
Used Past 30-days: Adults 25 - 64



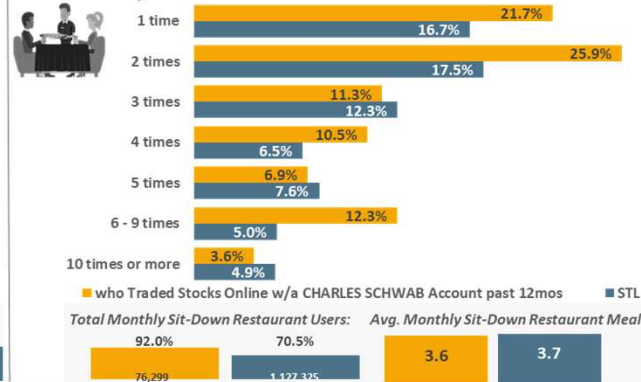


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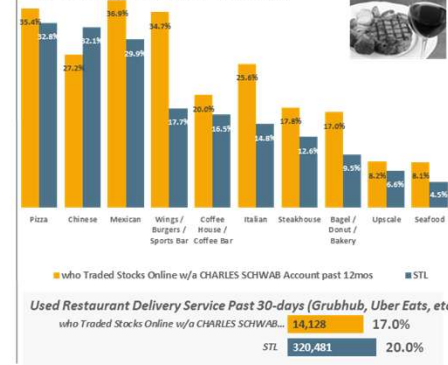
Past 30-days QSR Users: Adults 25 - 64



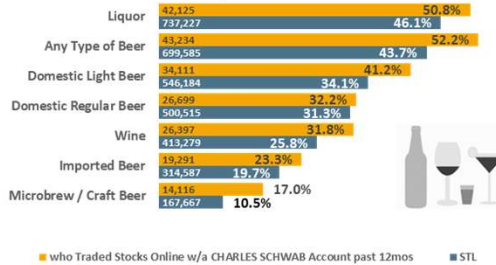
Past 30-days Sit-Down Restaurant Users: Adults 25 - 64



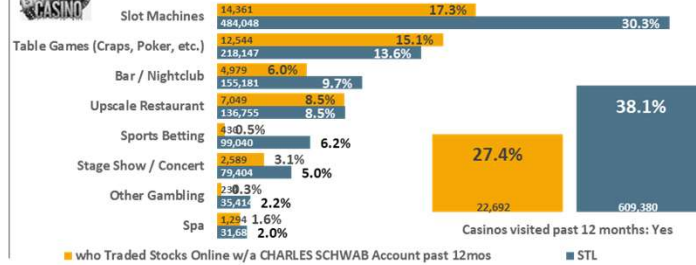
Top-10 Cuisines: Adults 25 - 64 (Sit-Down Restaurants Used Past 30-days)



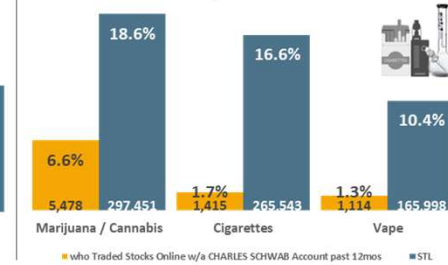
Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64



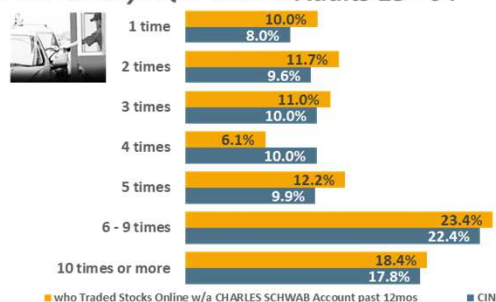
Used Past 30-days: Adults 25 - 64



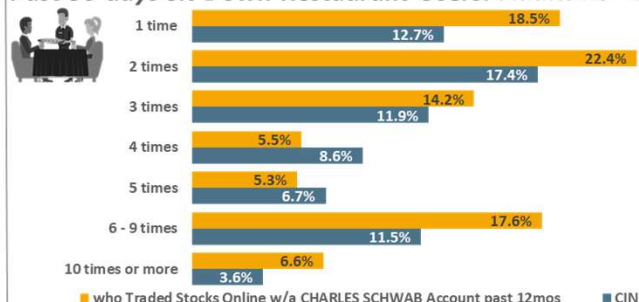


5.5% or 68,471 of CIN DMA Adults 25 - 64 Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos. Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos are 5.8% more likely to use QSRs past mo., 24.5% more likely to use Sit-Down Restaurants past mo., 12.8% less likely to use Casinos past yr., 96.4% less likely to smoke cigarett

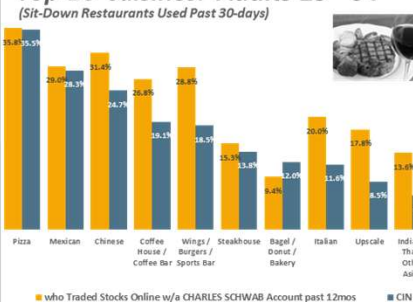
Past 30-days QSR Users: Adults 25 - 64



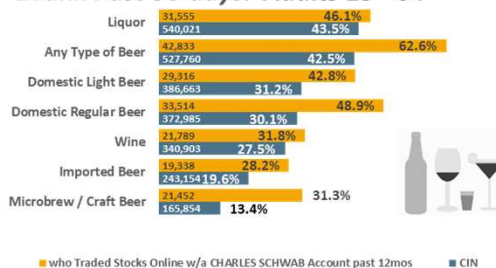
Past 30-days Sit-Down Restaurant Users: Adults 25 - 64



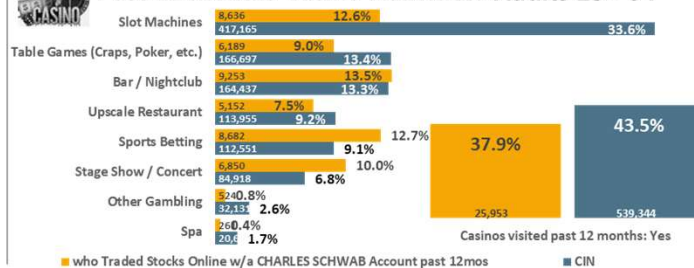
Top-10 Cuisines: Adults 25 - 64



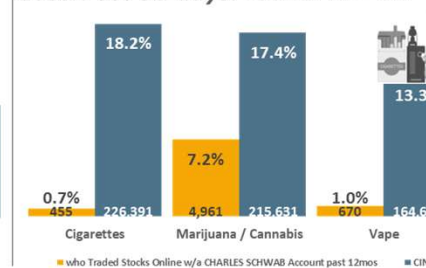
Drank Past 30-days: Adults 25 - 64

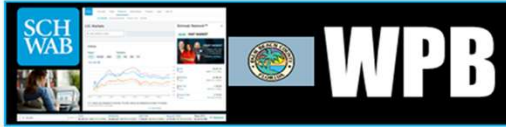


Past 12 months Casino Activities: Adults 25 - 64



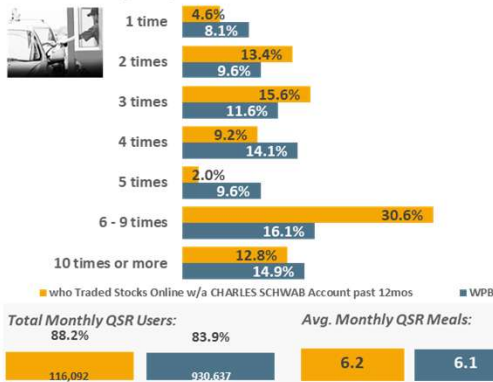
Used Past 30-days: Adults 25 - 64



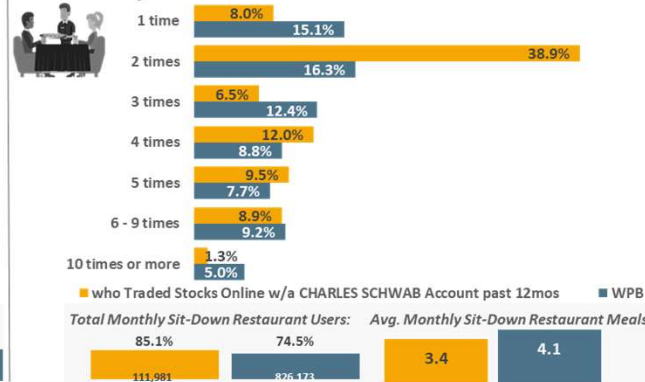


11.9% or 131,569 of WPB DMA Adults 25 - 64 Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos. Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos are 5.1% more likely to use QSRs past mo., 14.2% more likely to use Sit-Down Restaurants past mo., 32.% more likely to use Casinos past yr., 89.% less likely to smoke cigarettes

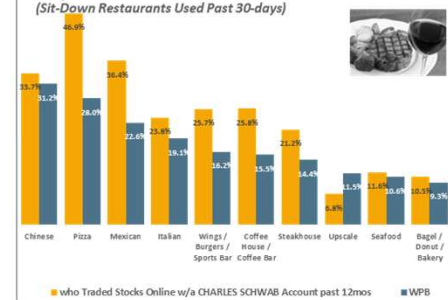
Past 30-days QSR Users: Adults 25 - 64



Past 30-days Sit-Down Restaurant Users: Adults 25 - 64

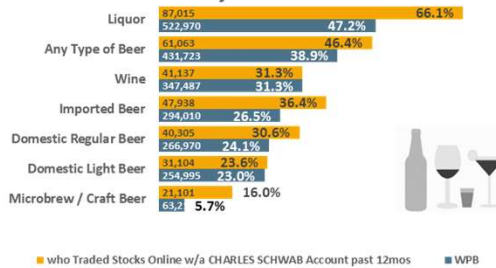


Top-10 Cuisines: Adults 25 - 64 (Sit-Down Restaurants Used Past 30-days)

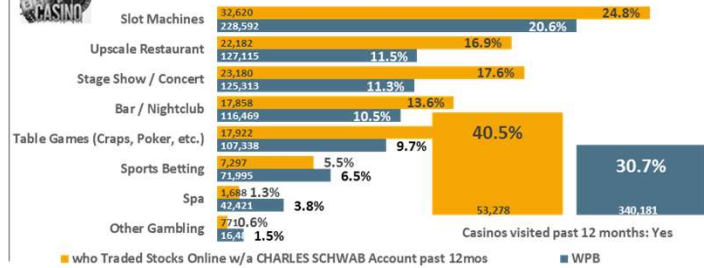


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Traded Stocks Online w/a CHARLES SCHWAB... 29,216 (22.2%)
WPB 275,770 (24.9%)

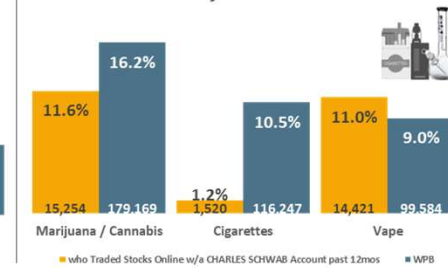
Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64



Used Past 30-days: Adults 25 - 64

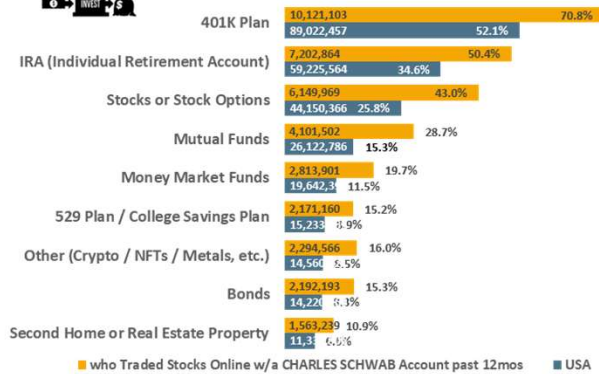




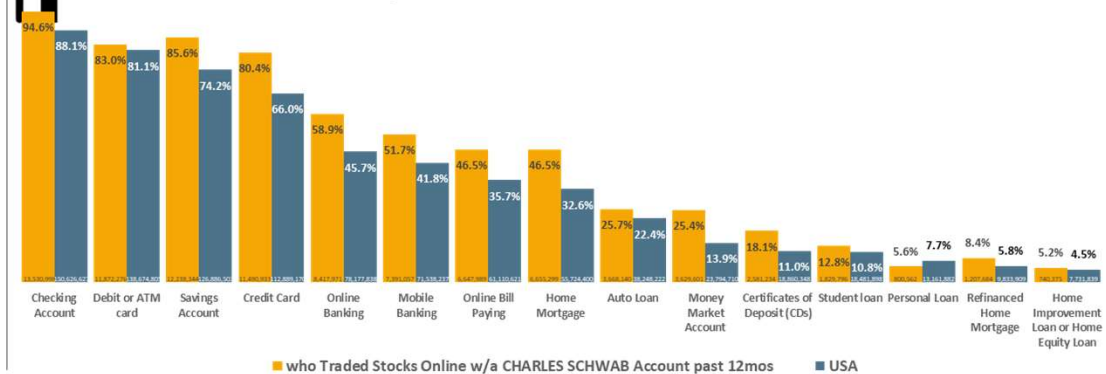
8.4% or 14,298,535 of USA DMA Adults 25 - 64 Traded Stocks Online w/a CHARLES SCHWAB Account past...
 Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos are 35.9% more likely to have a 401K, 14.7% more likely to have an Auto Loan, 102.7% more likely to Invest/Trade Stocks Online, 18.1% less likely to pay with their Debit Card.



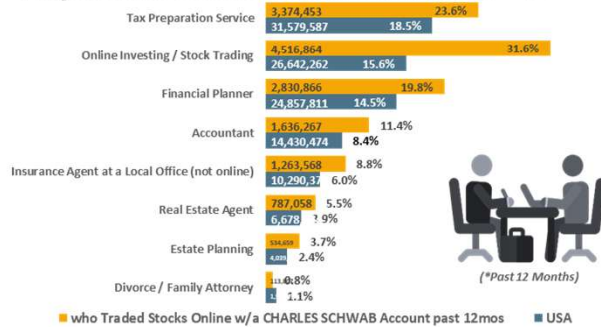
Investments Owned: Adults 25 - 64



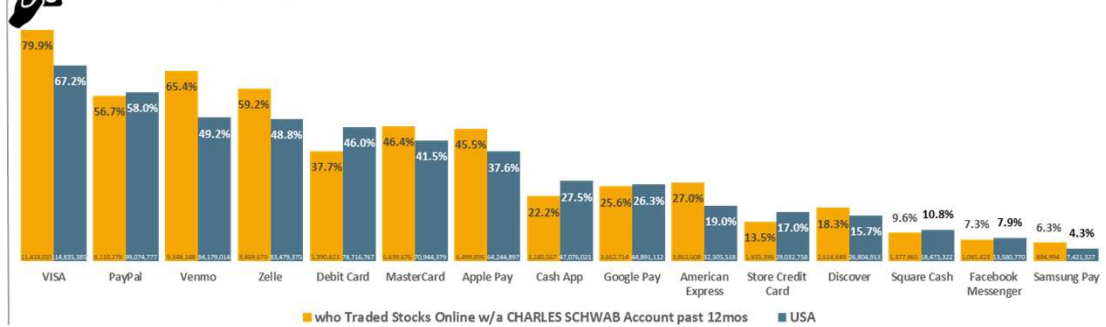
Financial Services Has and/or Uses: Adults 25 - 64



Professional Services Used*: Adults 25 - 64



Past 3-Months Payment Methods Used: Adults 25 - 64

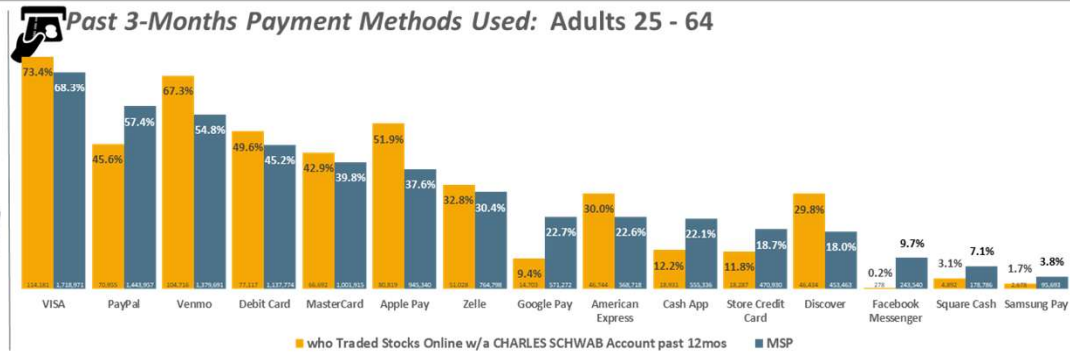
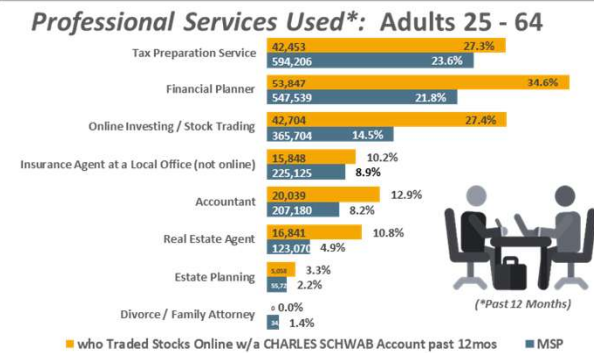
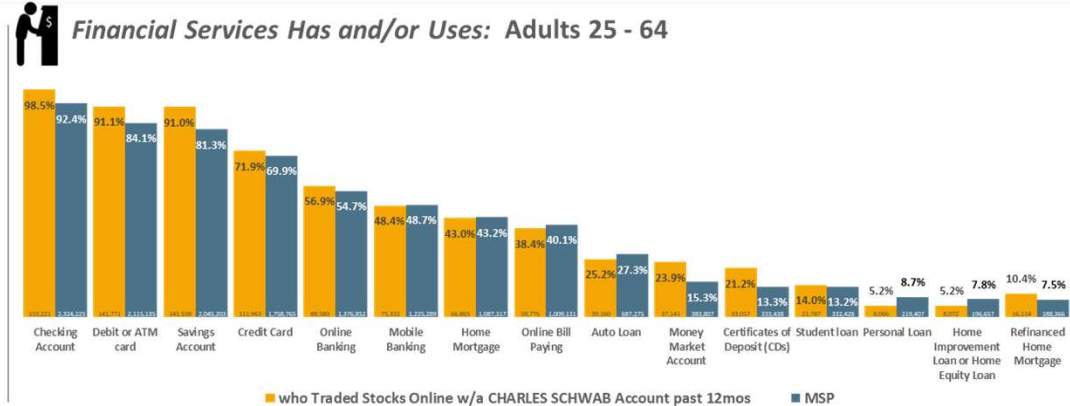
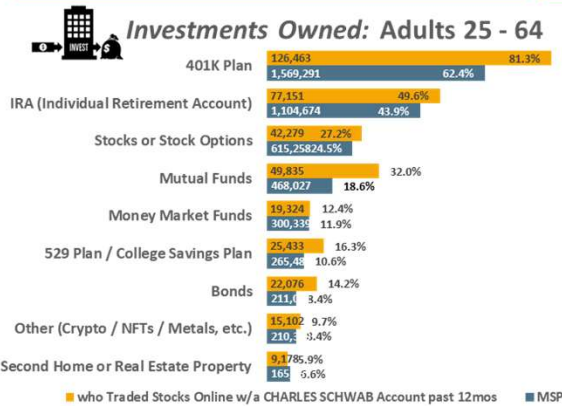


USA USA Projection Scarborough R1 2026: Sep24-Jan26 Qual Intab 2,165
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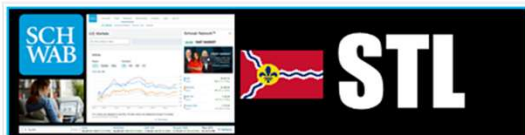


6.2% or 155,621 of MSP DMA Adults 25 - 64 Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos. Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos are 30.3% more likely to have a 401K, 7.9% less likely to have an Auto Loan, 88.8% more likely to Invest/Trade Stocks Online, 9.6% more likely to pay with their Debit Card.



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 139
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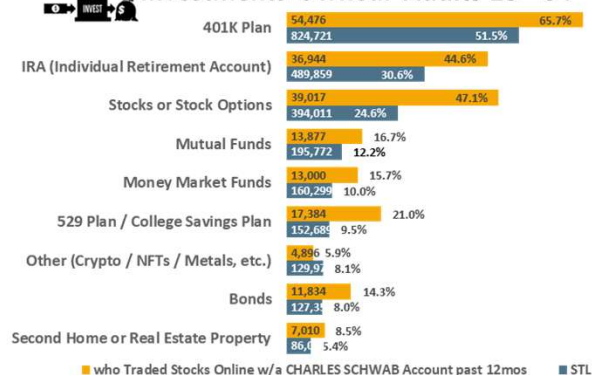
(((Professional services used by HHLD past 12 months (HHLD): Online investing/stock trading OR Ways used Internet/apps past 30 days on any device: Finance/Legal/Real estate: Online investing/stock trading) AND Has investment account: Yes) AND Investment institutions use: Charles Schwab))



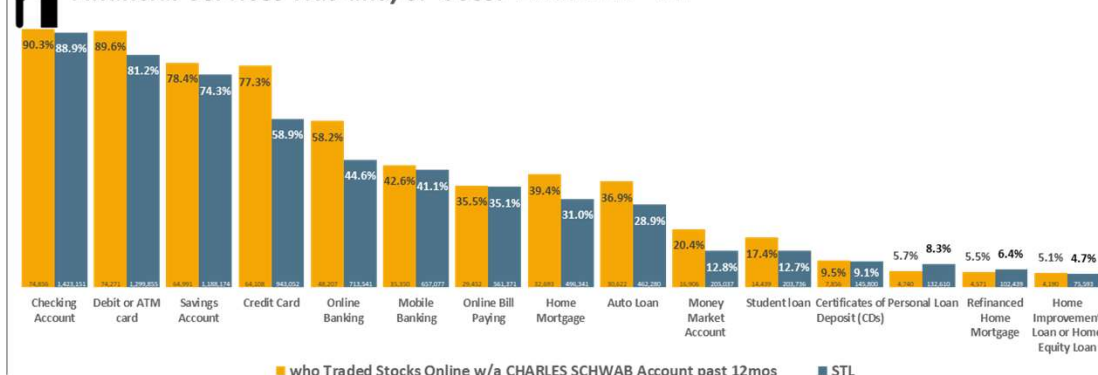
5.2% or 82,892 of STL DMA Adults 25 - 64 Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos. Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos are 27.5% more likely to have a 401K, 27.9% more likely to have an Auto Loan, 47.4% more likely to Invest/Trade Stocks Online, 11.2% less likely to pay with their Debit Card.



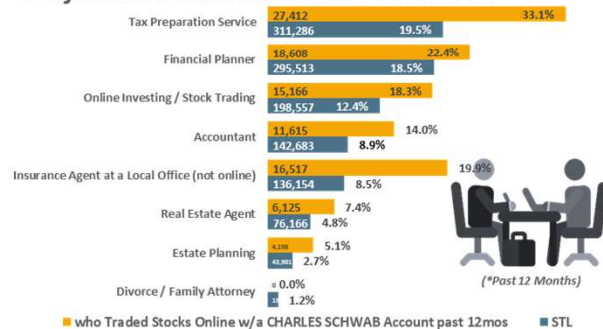
Investments Owned: Adults 25 - 64



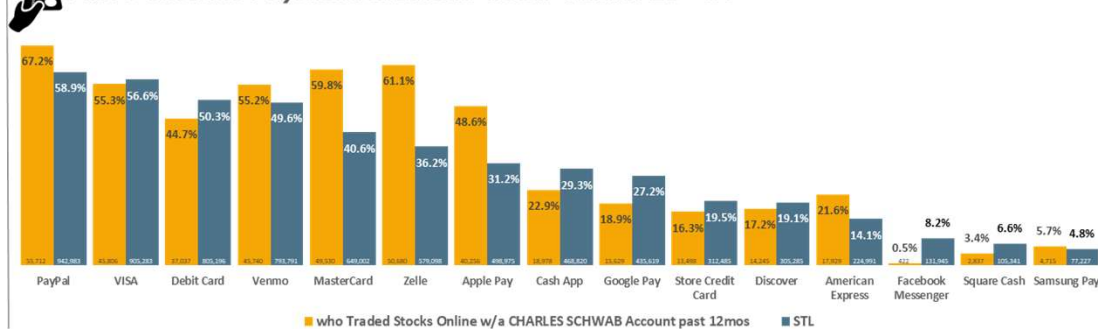
Financial Services Has and/or Uses: Adults 25 - 64



Professional Services Used*: Adults 25 - 64



Past 3-Months Payment Methods Used: Adults 25 - 64

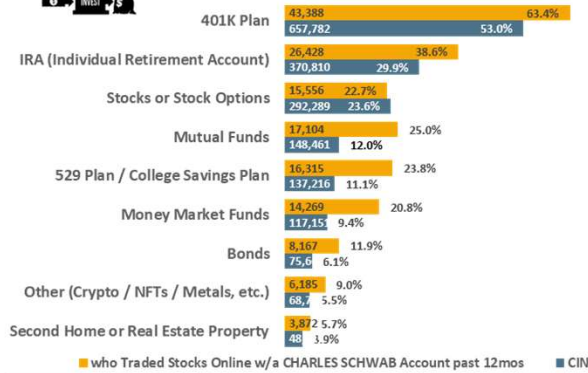




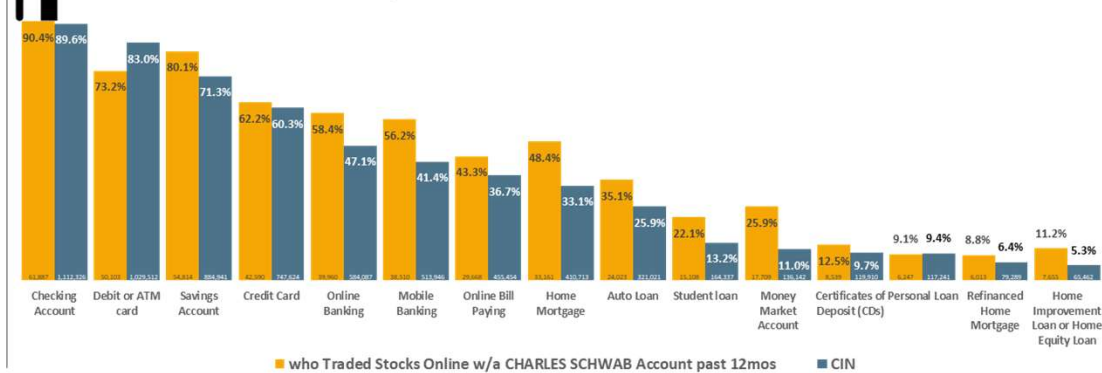
5.5% or 68,471 of CIN DMA Adults 25 - 64 Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos. Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos are 19.5% more likely to have a 401K, 35.6% more likely to have an Auto Loan, 127.9% more likely to Invest/Trade Stocks Online, 45.8% less likely to pay with their Debit Card.



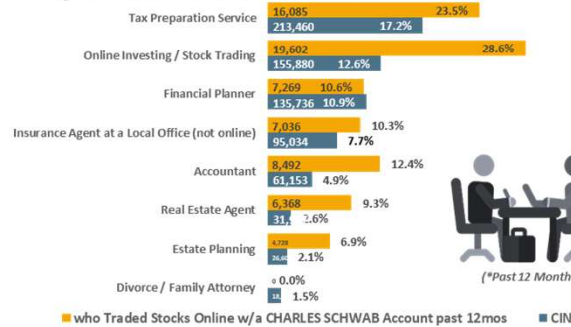
Investments Owned: Adults 25 - 64



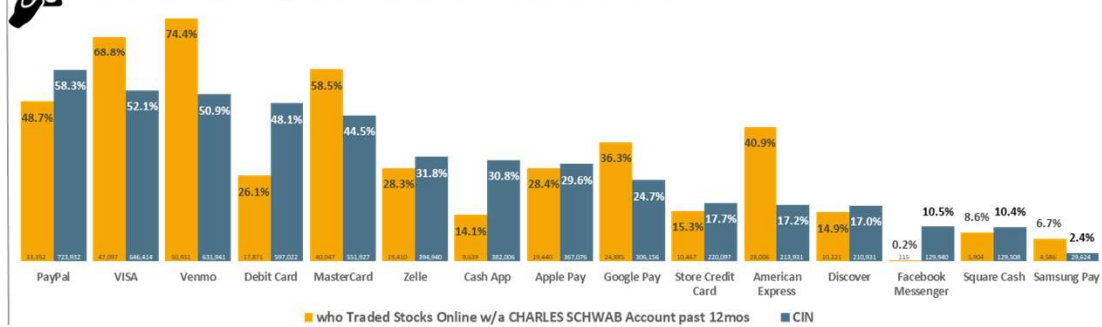
Financial Services Has and/or Uses: Adults 25 - 64

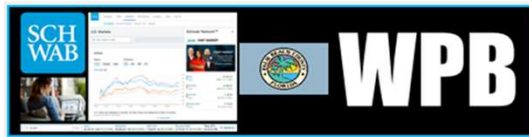


Professional Services Used*: Adults 25 - 64



Past 3-Months Payment Methods Used: Adults 25 - 64

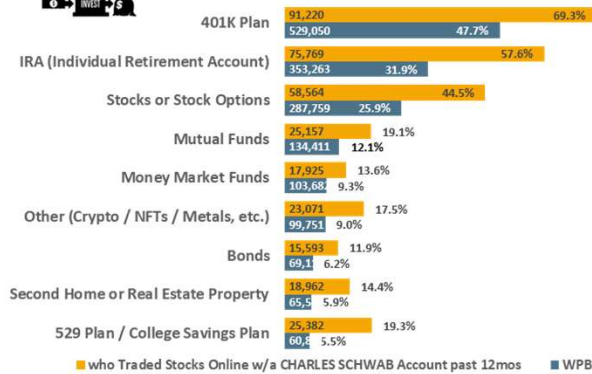




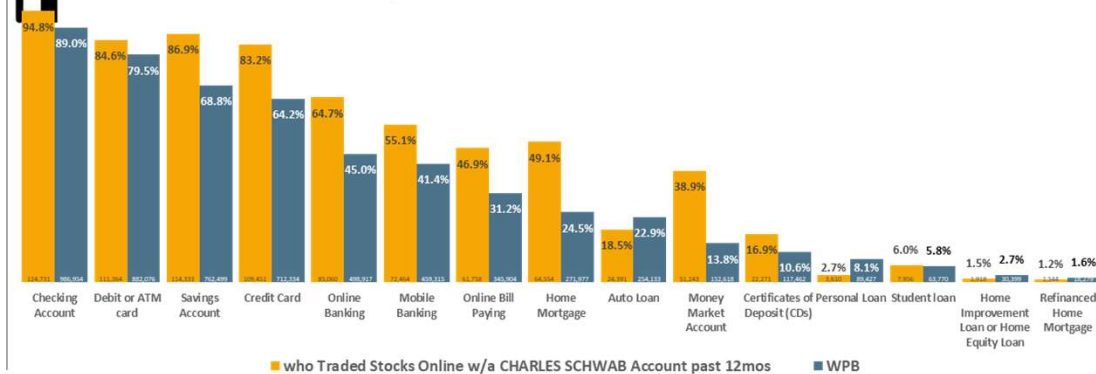
11.9% or 131,569 of WPB DMA Adults 25 - 64 Traded Stocks Online w/a CHARLES SCHWAB Account past... Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos are 45.3% more likely to have a 401K, 19.1% less likely to have an Auto Loan, 44.5% more likely to Invest/Trade Stocks Online, 41.5% less likely to pay with their Debit Card.



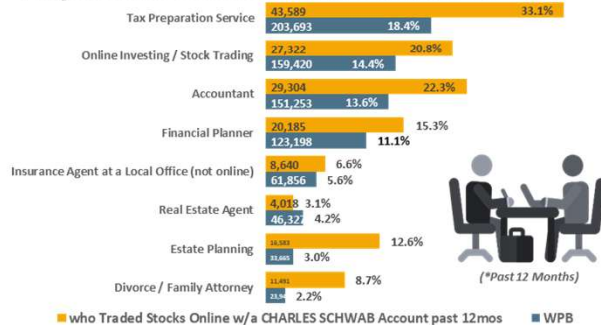
Investments Owned: Adults 25 - 64



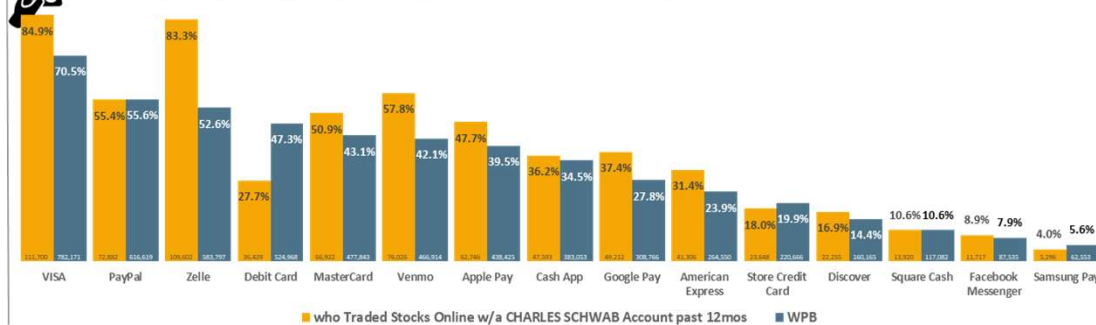
Financial Services Has and/or Uses: Adults 25 - 64



Professional Services Used*: Adults 25 - 64



Past 3-Months Payment Methods Used: Adults 25 - 64

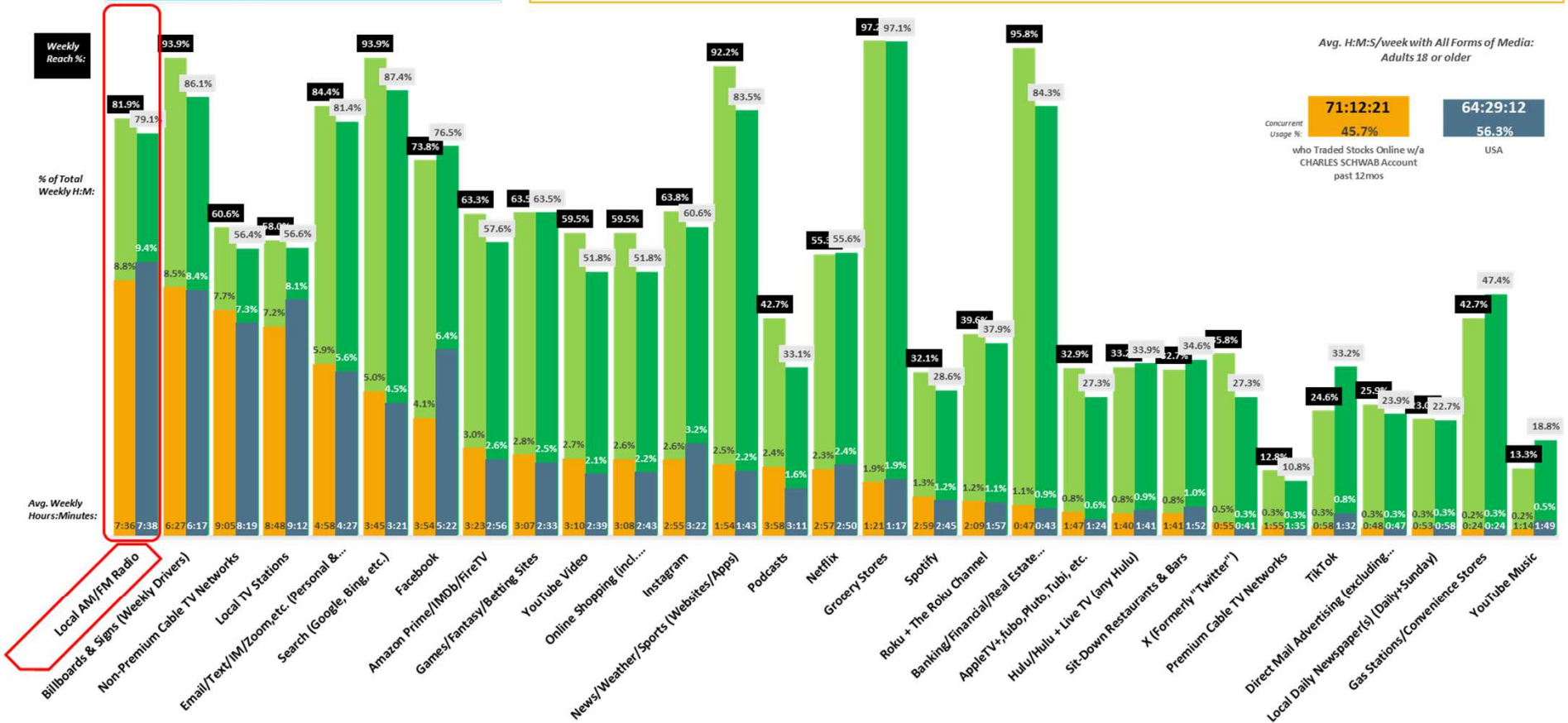


WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 220
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Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos spend an average of 2 days, 23 hours, 12 minutes and 21 seconds each week with All Forms of Media.
81.9% of Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos spend an avg. of 7 hours and 36 minutes each week listening to All Local AM/FM Radio, representing 8.8% of total time spent with all forms of Media.



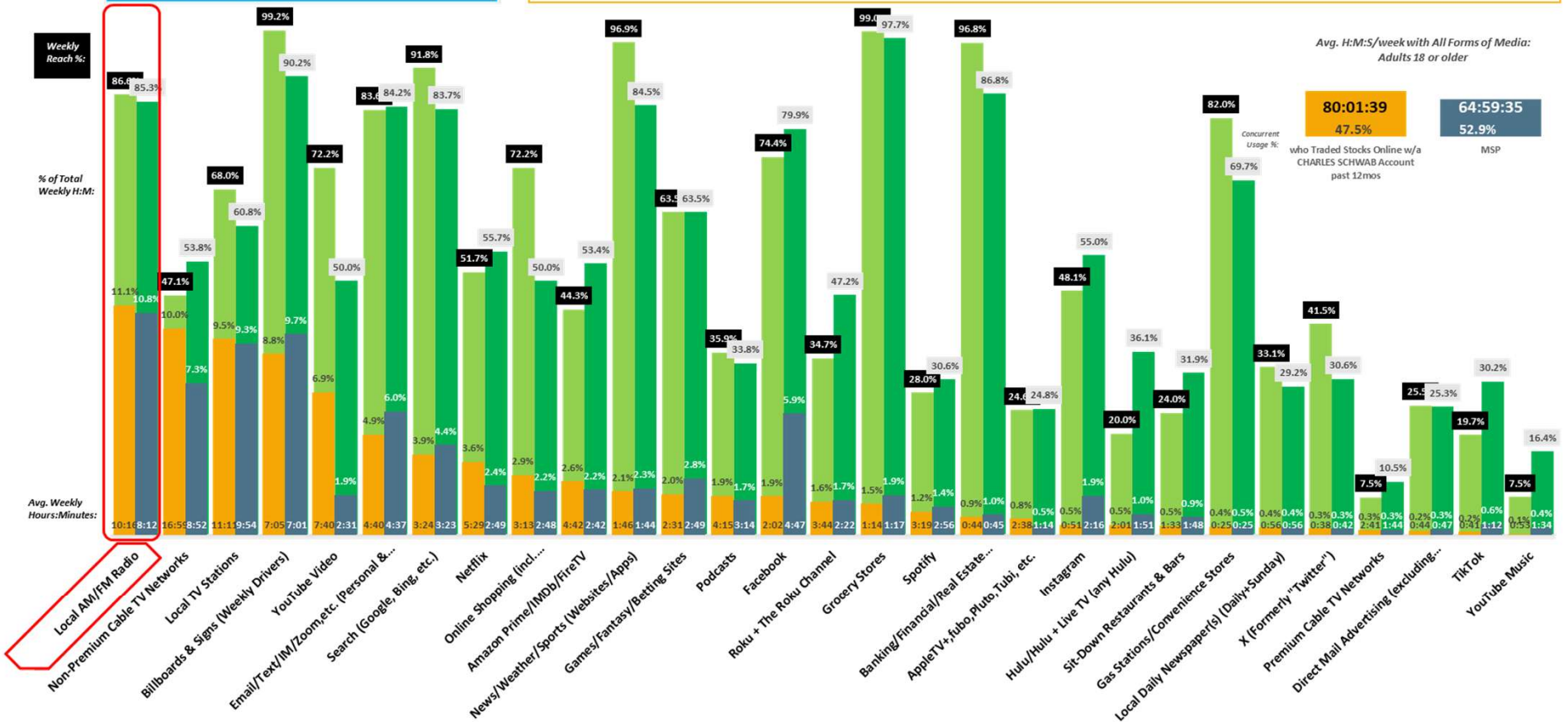
Avg. H:M:S/week with All Forms of Media:
Adults 18 or older

71:12:21	64:29:12
45.7%	56.3%
who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos	
USA	

■ who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos ■ USA

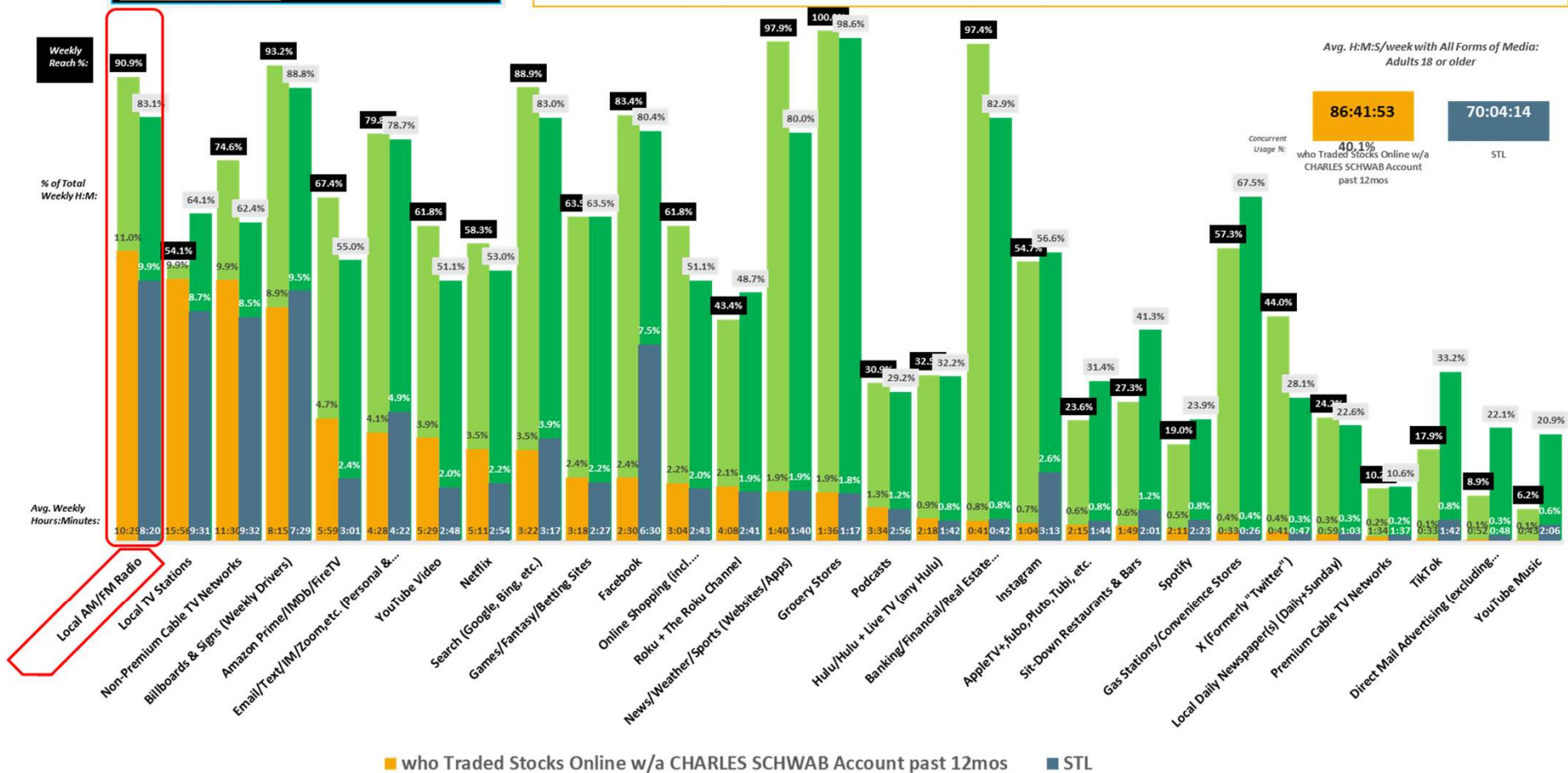


Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos spend an average of 3 days, 8 hours, 1 minutes and 39 seconds each week with All Forms of Media.
86.6% of Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos spend an avg. of 10 hours and 16 minutes each week listening to All Local AM/FM Radio, representing 11.1% of total time spent with all forms of Media.



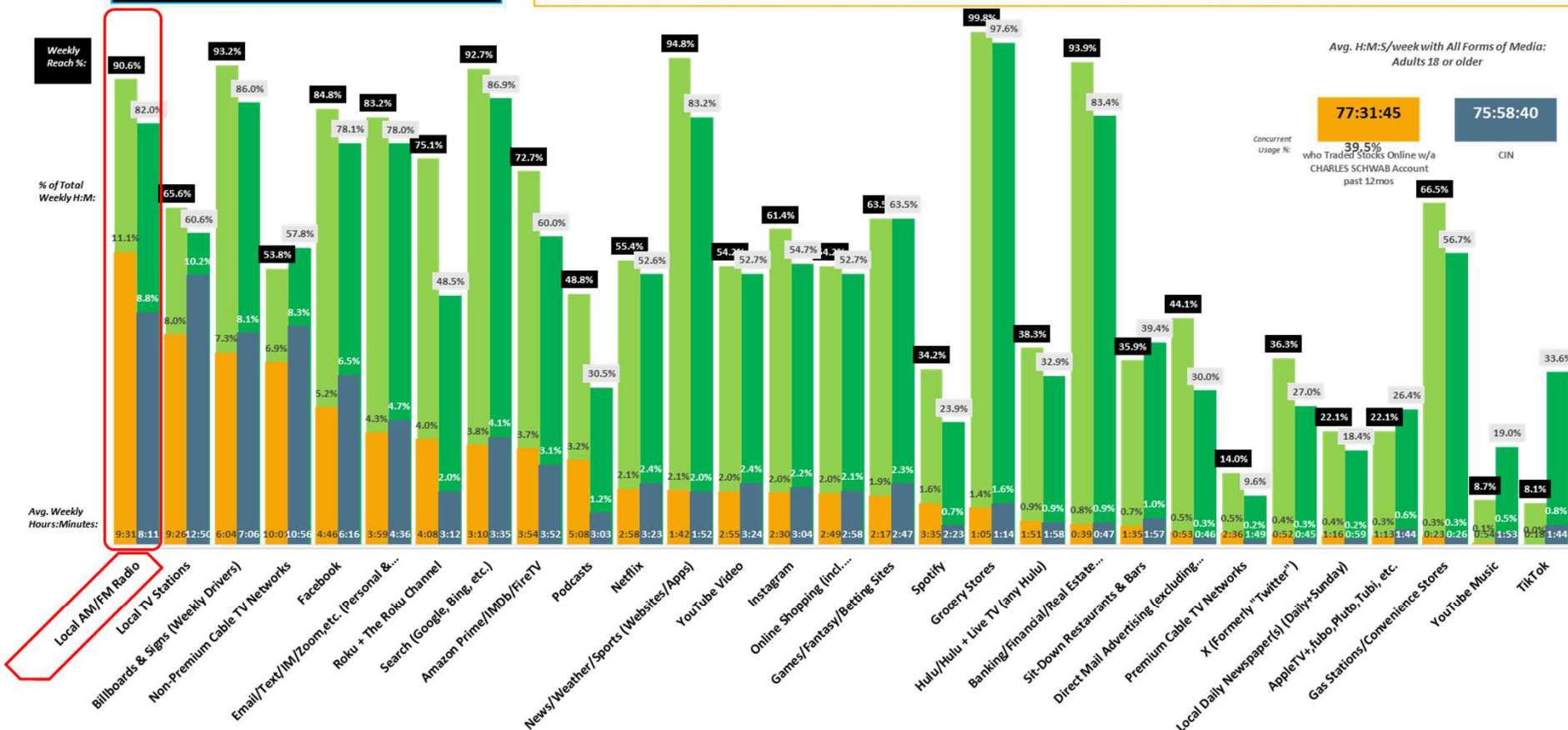


Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos spend an average of 3 days, 14 hours, 41 minutes and 53 seconds each week with All Forms of Media.
90.9% of Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos spend an avg. of 10 hours and 29 minutes each week listening to All Local AM/FM Radio, representing 11.% of total time spent with all forms of Media.





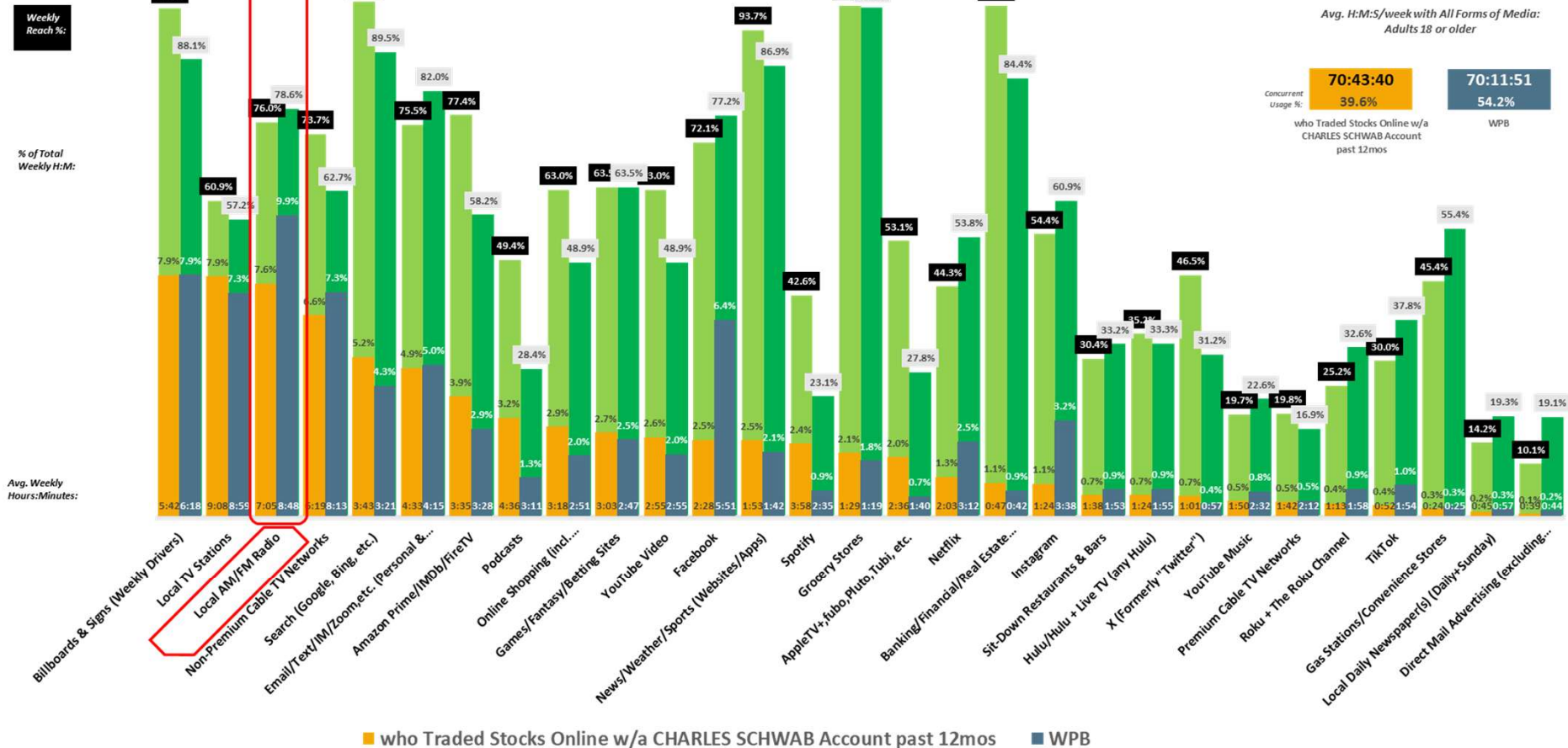
Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos spend an average of 3 days, 5 hours, 31 minutes and 45 seconds each week with All Forms of Media.
 90.6% of Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos spend an avg. of 9 hours and 31 minutes each week listening to All Local AM/FM Radio, representing 11.1% of total time spent with all forms of Media.



■ who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos ■ CIN

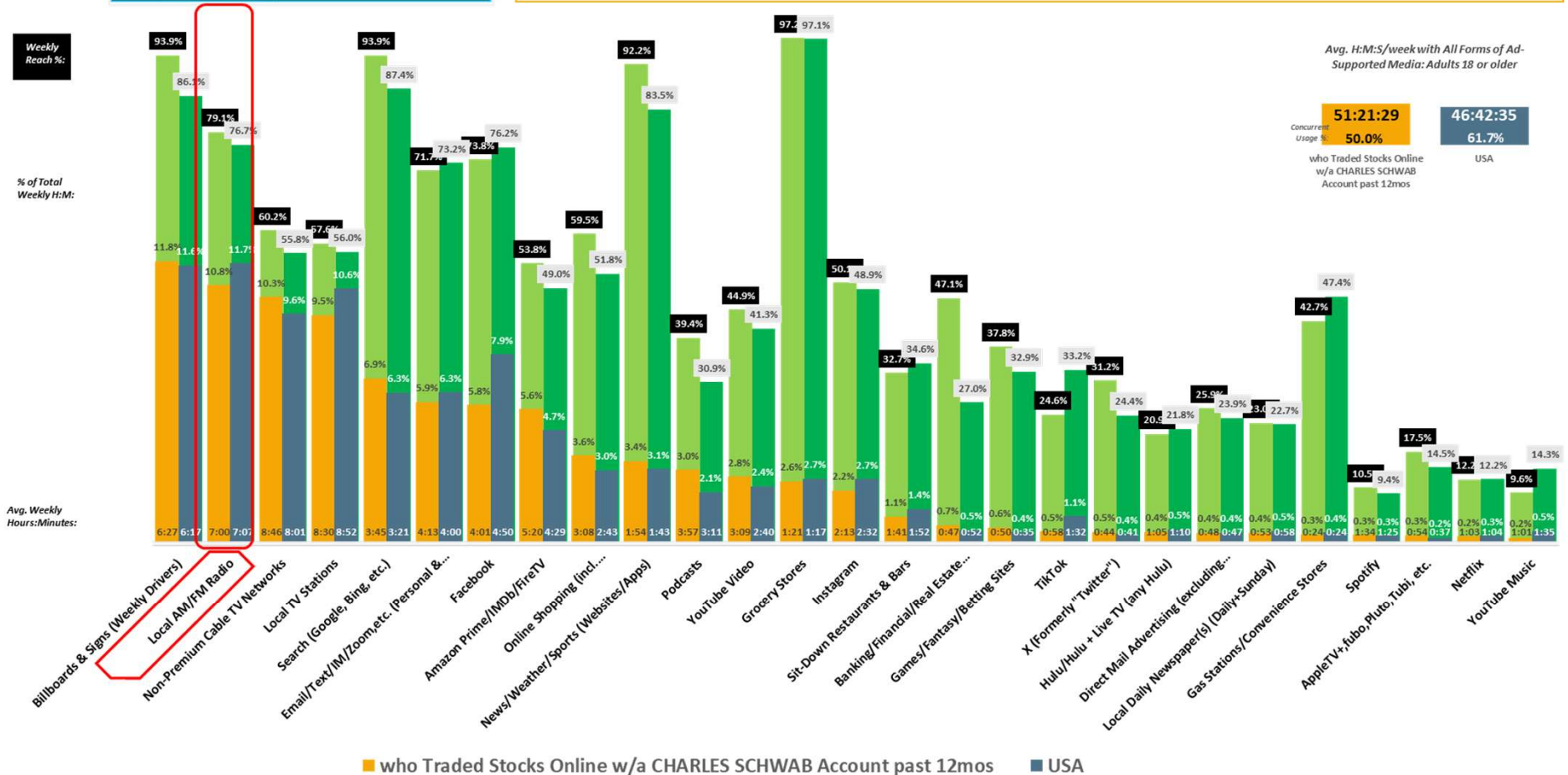


Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos spend an average of 2 days, 22 hours, 43 minutes and 40 seconds each week with All Forms of Media.
76.% of Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos spend an avg. of 7 hours and 5 minutes each week listening to All Local AM/FM Radio, representing 7.6% of total time spent with all forms of Media.



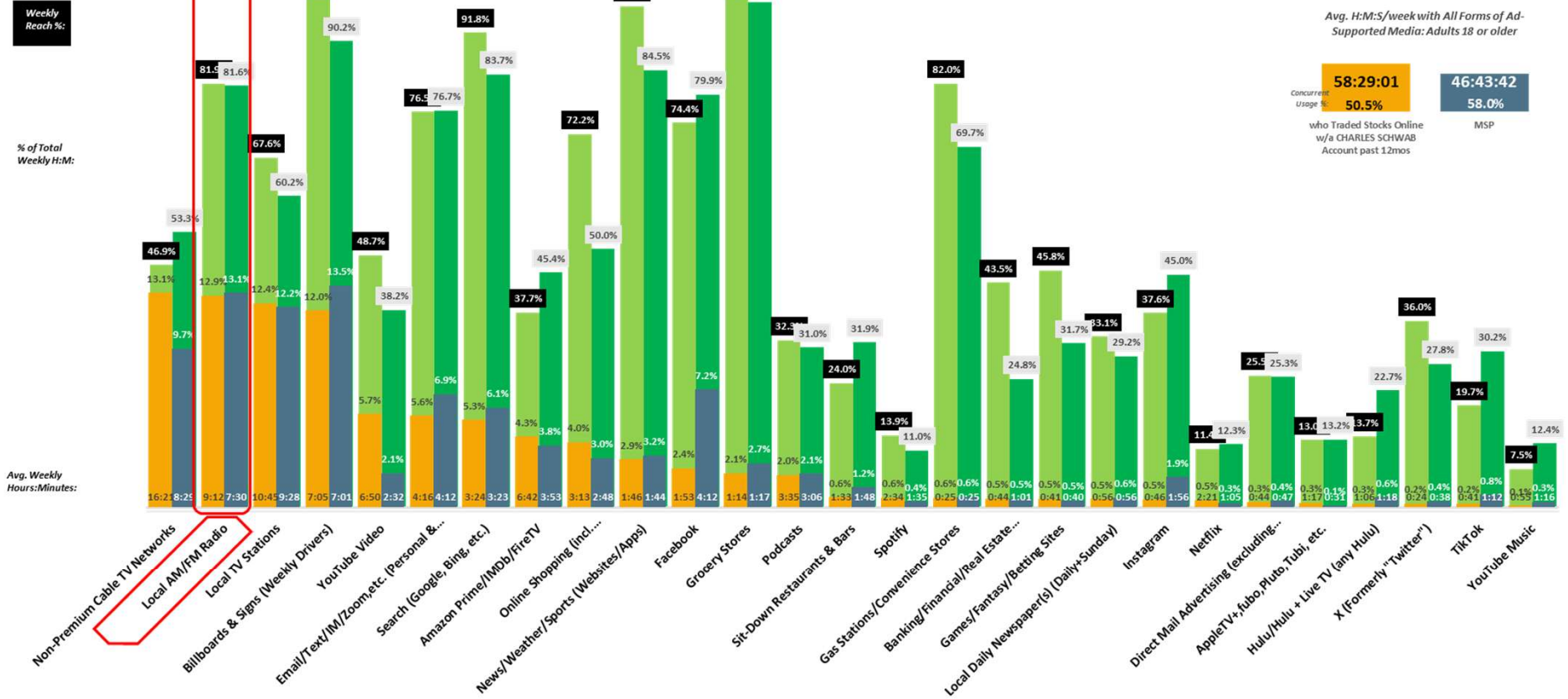


Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos spend an average of 2 days, 3 hours, 21 minutes and 29 seconds each week with All Forms of Ad-Supported Media.
 79.1% of Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos spend an avg. of 7 hours and 0 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.8% of total time spent with all forms of Ad-Supported Medi



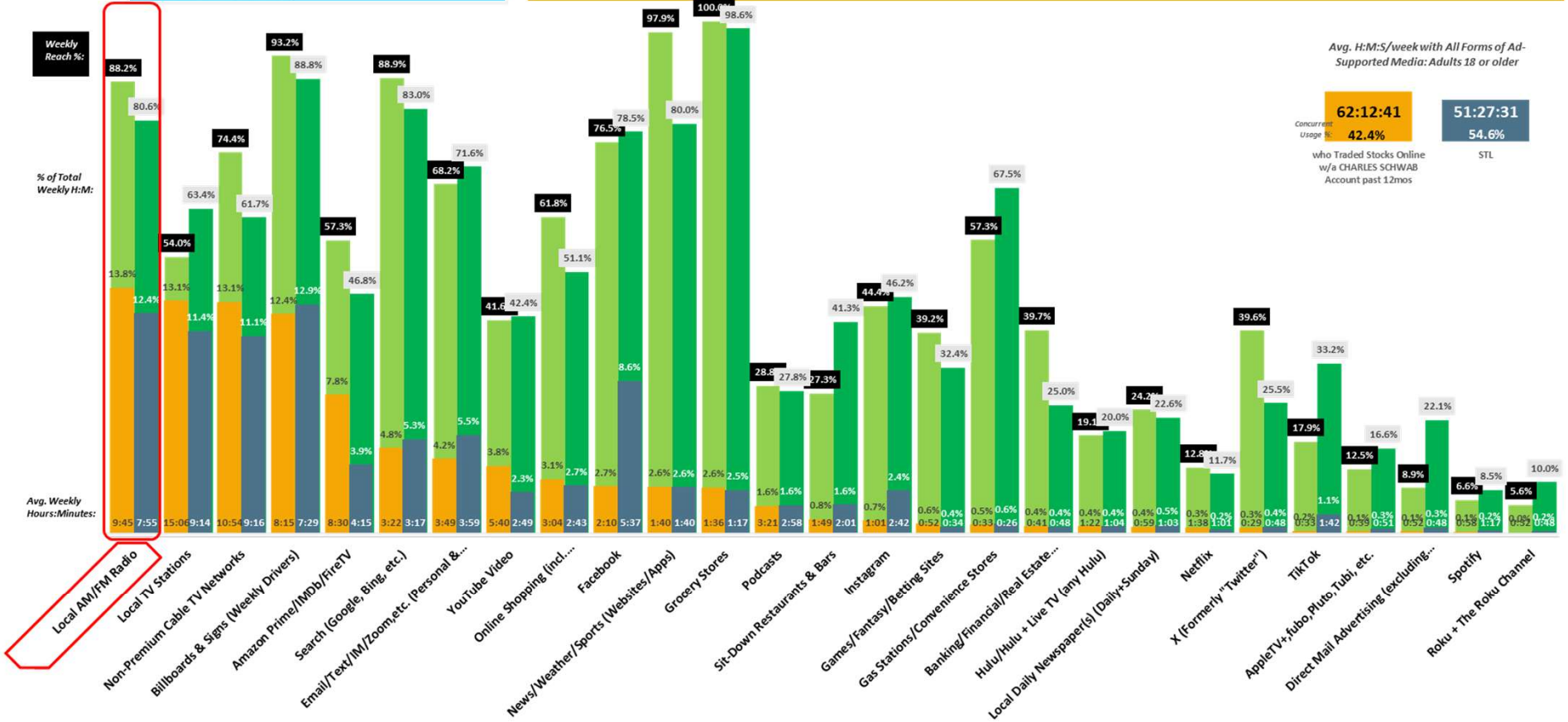


Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos spend an average of 2 days, 10 hours, 29 minutes and 1 seconds each week with All Forms of Ad-Supported Media.
81.9% of Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos spend an avg. of 9 hours and 12 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.9% of total time spent with all forms of Ad-Supported Med





Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos spend an average of 2 days, 14 hours, 12 minutes and 41 seconds each week with All Forms of Ad-Supported Media.
 88.2% of Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos spend an avg. of 9 hours and 45 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.8% of total time spent with all forms of Ad-Supported Med



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

Concurrent Usage %: 62:12:41 (42.4%)

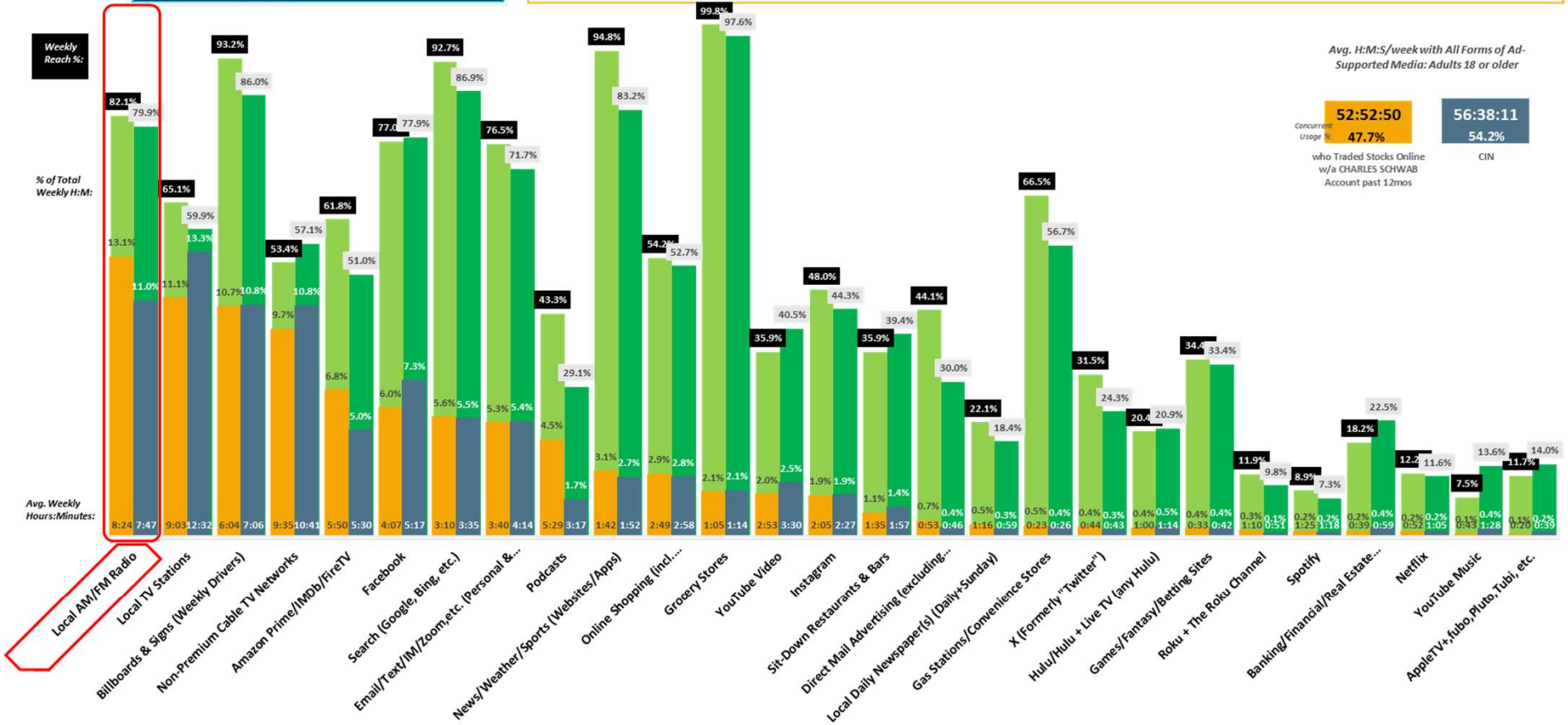
STL: 51:27:31 (54.6%)

who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos

■ who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos ■ STL



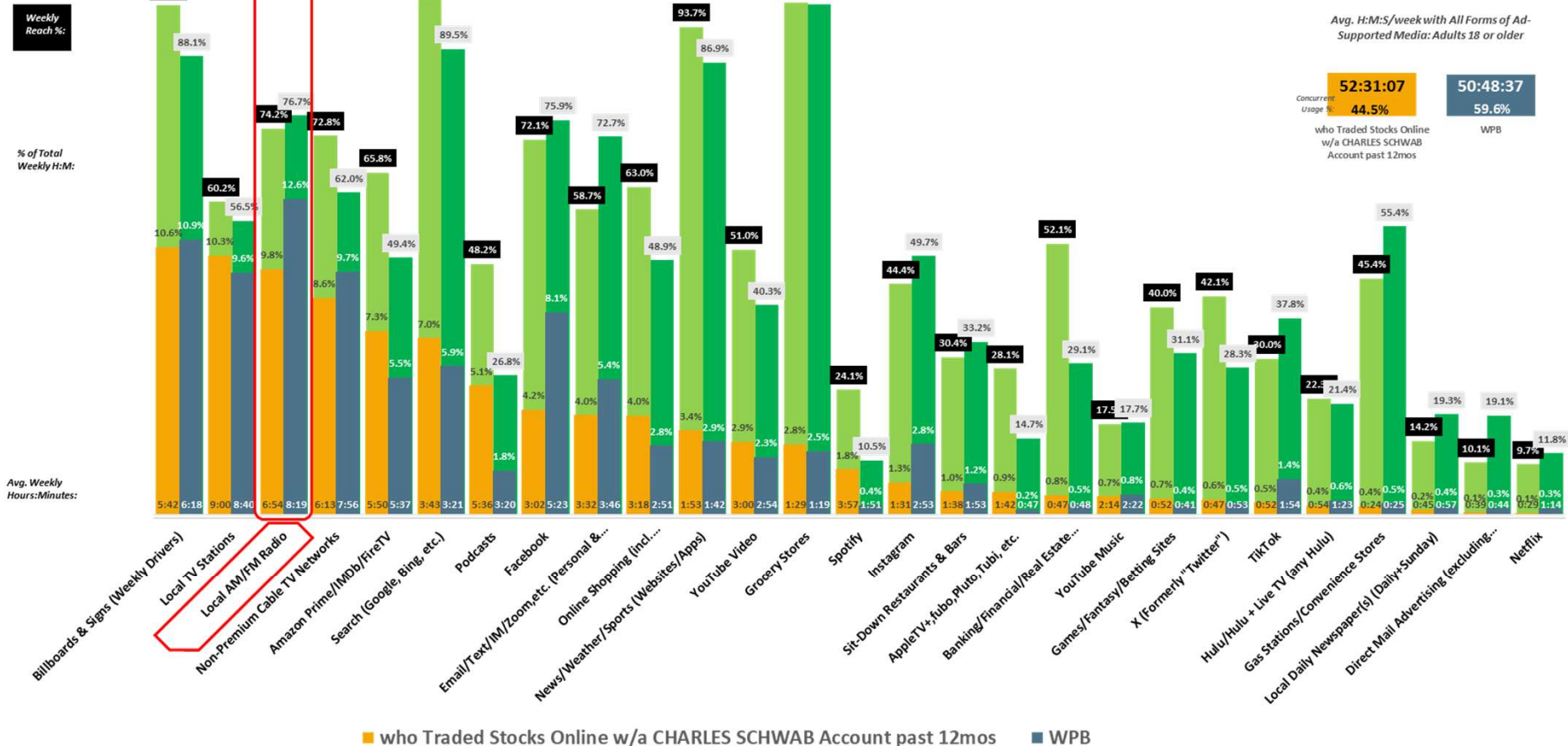
Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos spend an average of 2 days, 4 hours, 52 minutes and 50 seconds each week with All Forms of Ad-Supported Media.
82.1% of Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos spend an avg. of 8 hours and 24 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.1% of total time spent with all forms of Ad-Supported Med



■ who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos ■ CIN



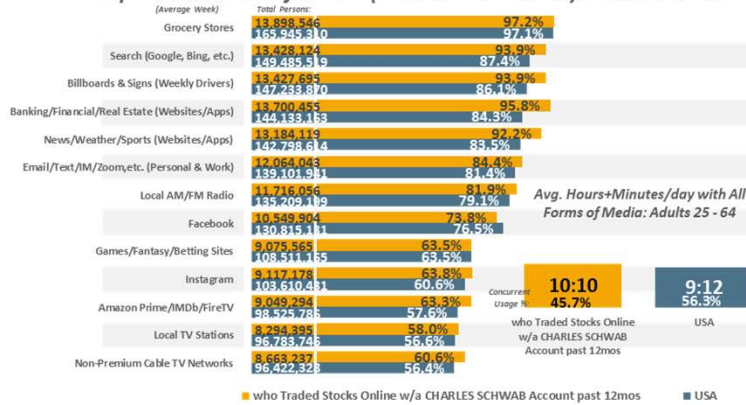
Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos spend an average of 2 days, 4 hours, 31 minutes and 7 seconds each week with All Forms of Ad-Supported Media.
 74.2% of Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos spend an avg. of 6 hours and 54 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.8% of total time spent with all forms of Ad-Supported Medi



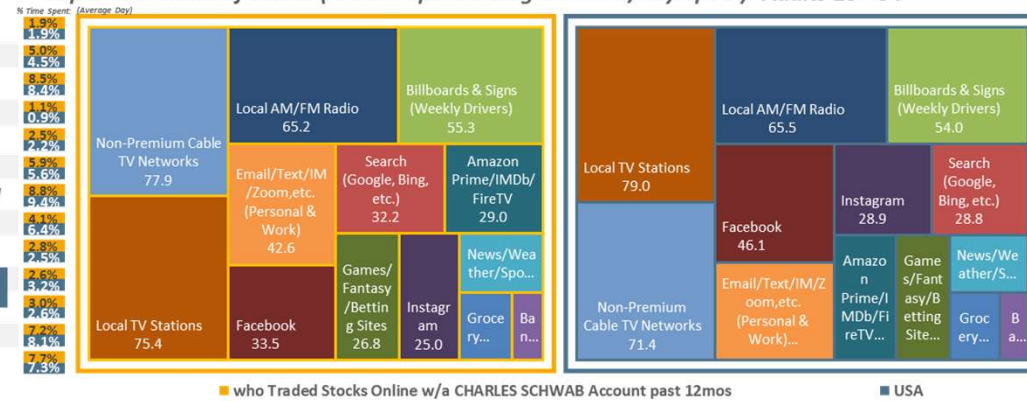


Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos spend an average of 7 hours and 20 minutes each day with All Forms of Ad-Supported Media. 79.1% listen to Local AM/FM Radio for an avg. of 60. minutes/day. (Local Radio delivers 10.8% of Time with Ad-Supported Media.)

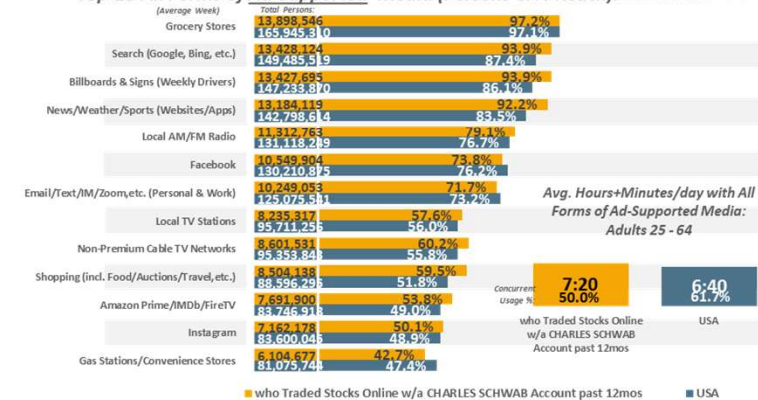
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



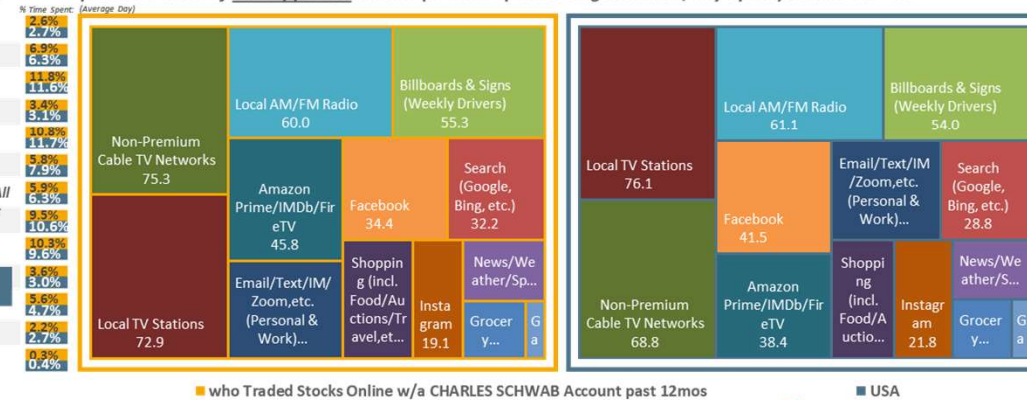
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2026: Sep24-Jan26 Qual Intab 2,165
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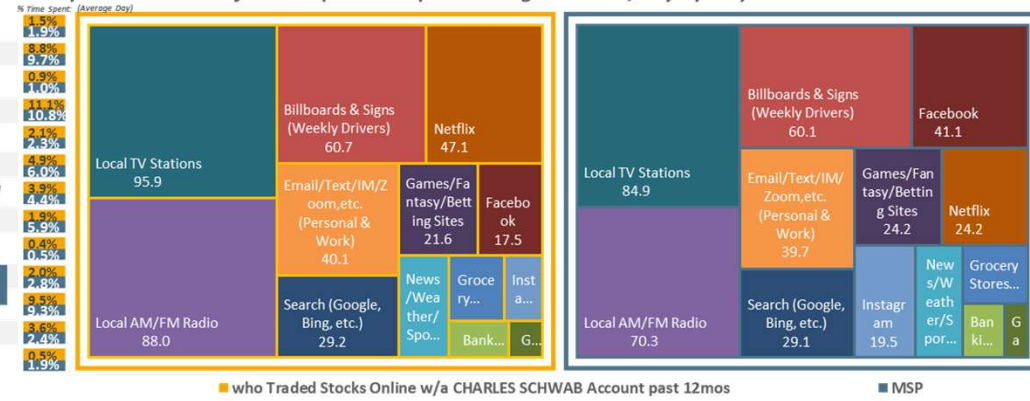
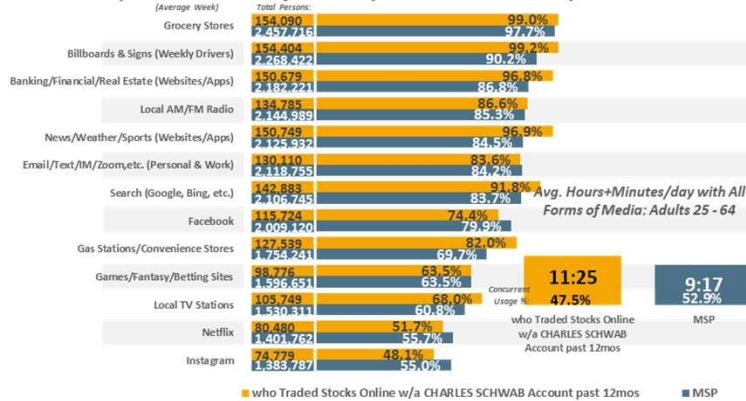
(((Professional services used by HHLD past 12 months (HHLD): Online investing/stock trading OR Ways used Internet/apps past 30 days on any device: Finance/Legal/Real estate: Online investing/stock trading) AND Has investment account: Yes) AND Investment institutions use: Charles Schwab))



Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos spend an average of 8 hours and 21 minutes each day with All Forms of Ad-Supported Media. 81.9% listen to Local AM/FM Radio for an avg. of 79. minutes/day. (Local Radio delivers 12.9% of Time with Ad-Supported Media.)

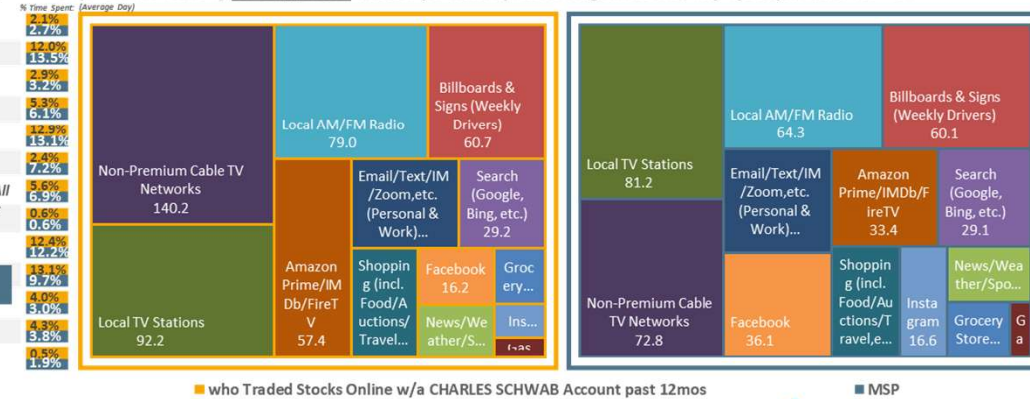
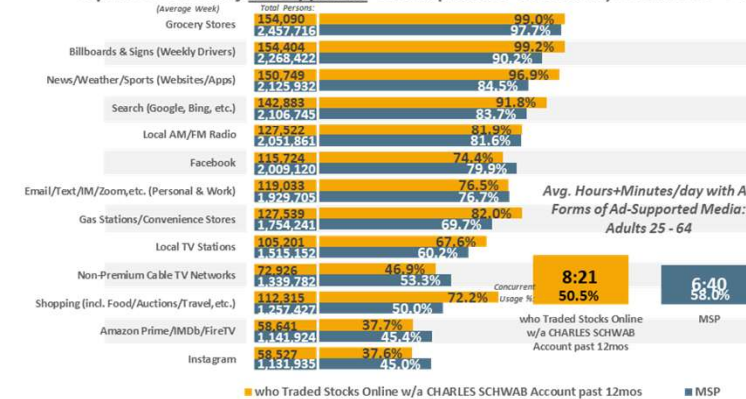
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64

Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 64

Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 139
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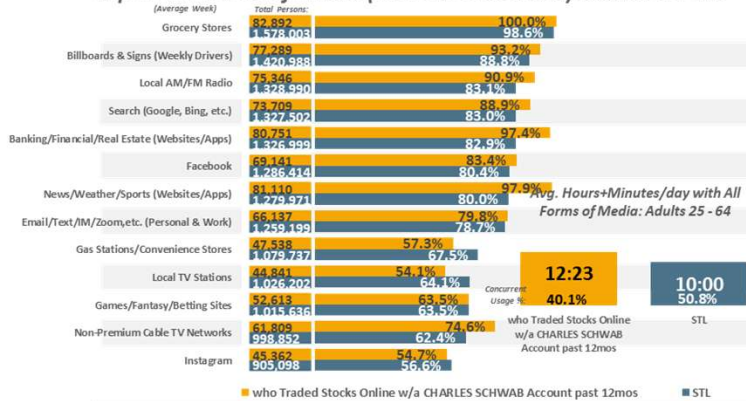
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(((Professional services used by HHLD past 12 months (HHLD): Online investing/stock trading OR Ways used Internet/apps past 30 days on any device: Finance/Legal/Real estate: Online investing/stock trading) AND Has investment account: Yes) AND Investment institutions use: Charles Schwab))

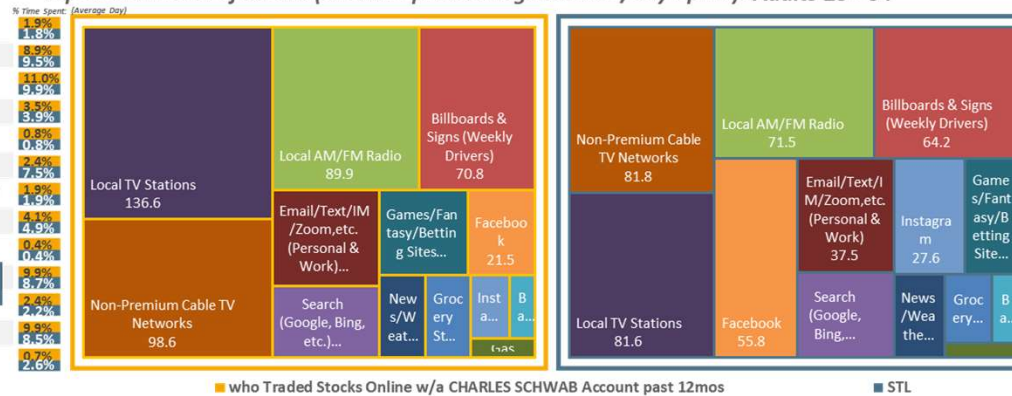


Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos spend an average of 8 hours and 53 minutes each day with All Forms of Ad-Supported Media. 88.2% listen to Local AM/FM Radio for an avg. of 83.6 minutes/day. (Local Radio delivers 13.8% of Time with Ad-Supported Media.)

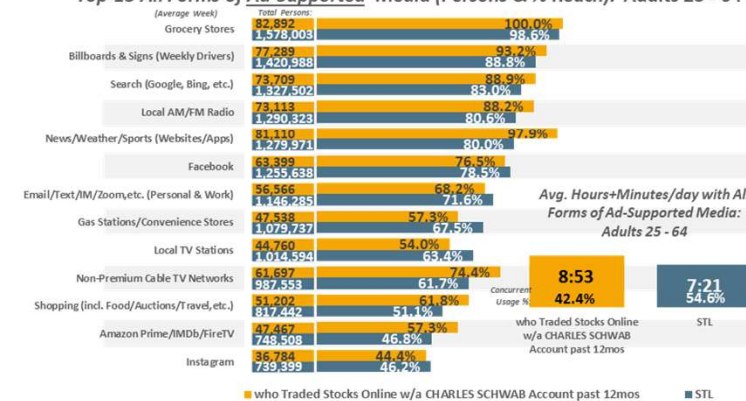
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



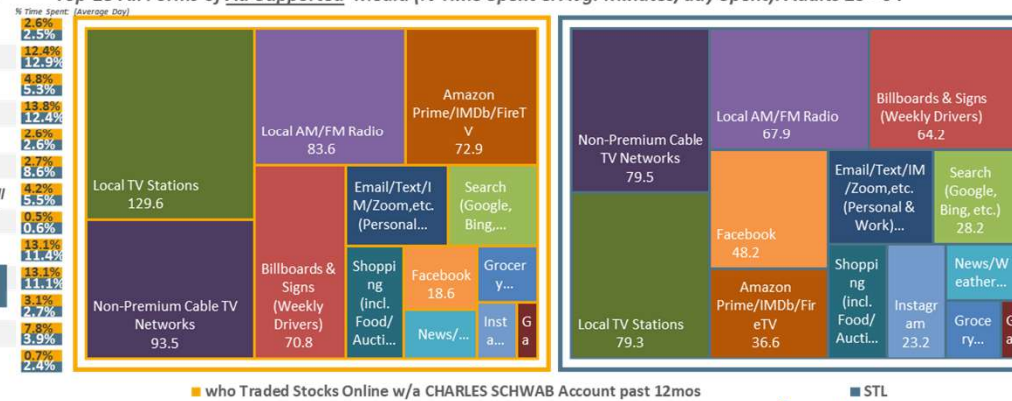
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 149
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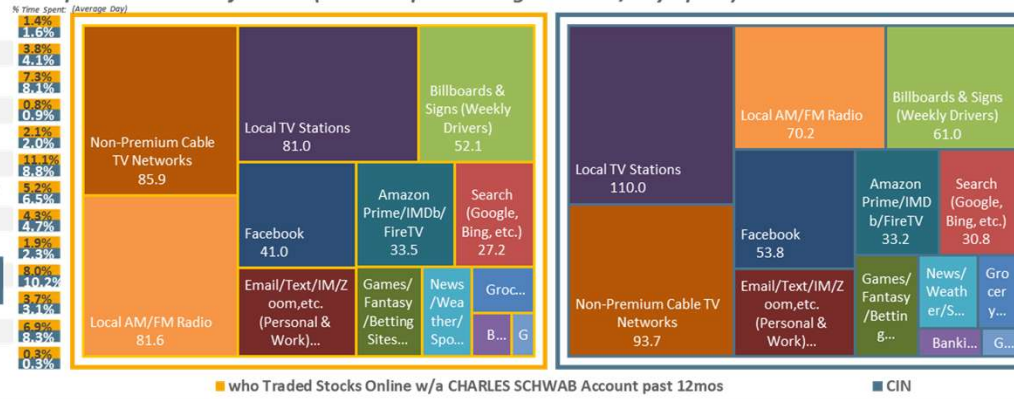
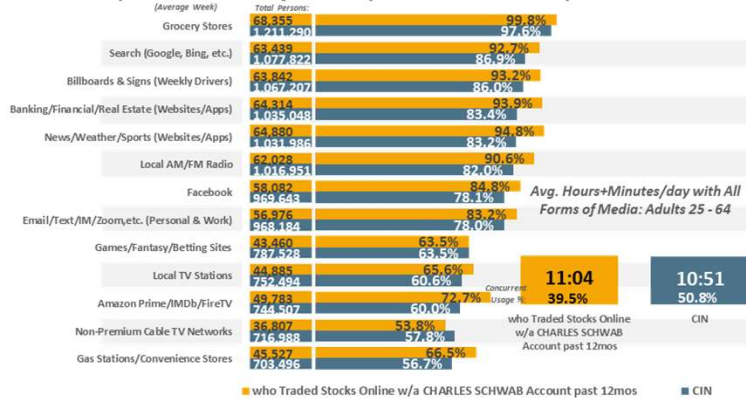
[(((Professional services used by HHLD past 12 months (HHLD): Online investing/stock trading OR Ways used Internet/apps past 30 days on any device: Finance/Legal/Real estate: Online investing/stock trading) AND Has investment account: Yes) AND Investment institutions use: Charles Schwab)]



Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos spend an average of 7 hours and 33 minutes each day with All Forms of Ad-Supported Media. 82.1% listen to Local AM/FM Radio for an avg. of 72.1 minutes/day. (Local Radio delivers 13.1% of Time with Ad-Supported Media.)

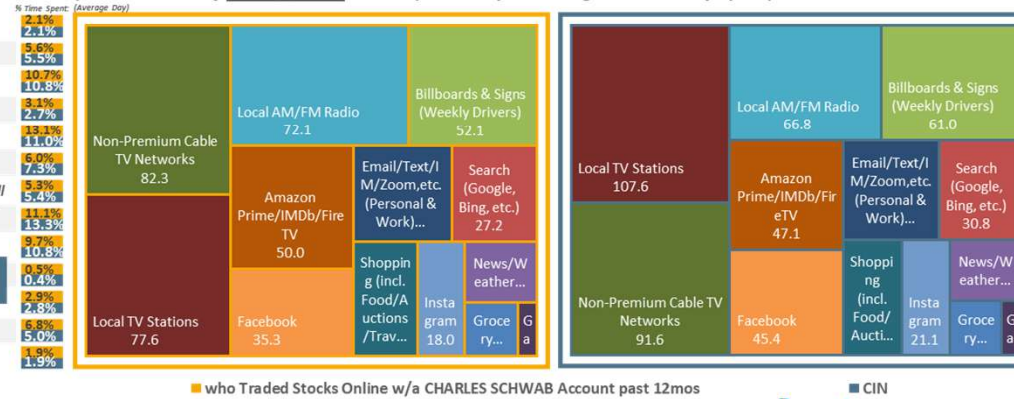
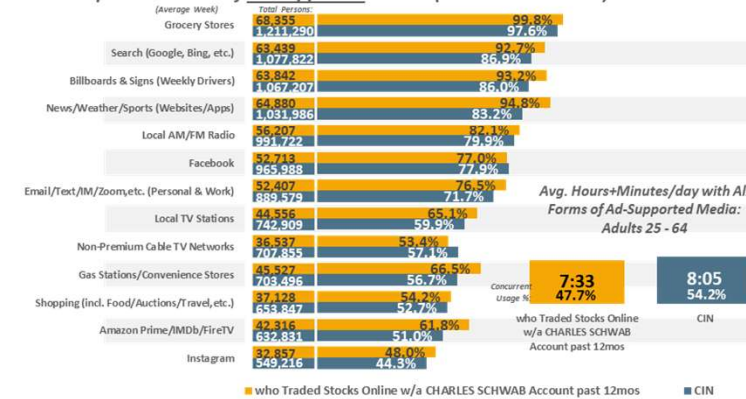
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64

Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 64

Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

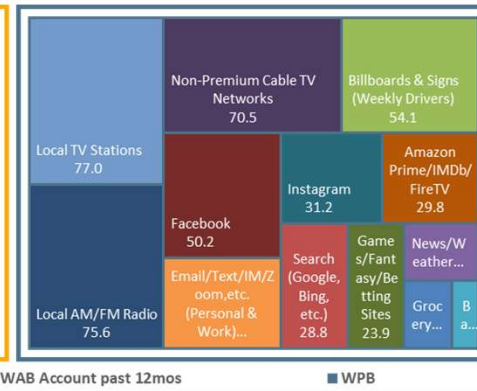
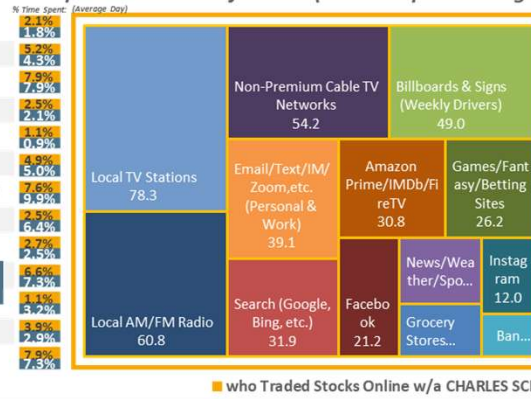
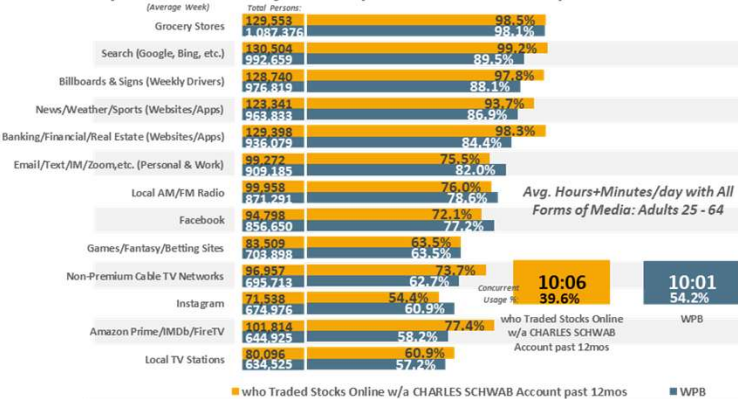




Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos spend an average of 7 hours and 30 minutes each day with All Forms of Ad-Supported Media. 74.2% listen to Local AM/FM Radio for an avg. of 59.3 minutes/day. (Local Radio delivers 9.8% of Time with Ad-Supported Media.)

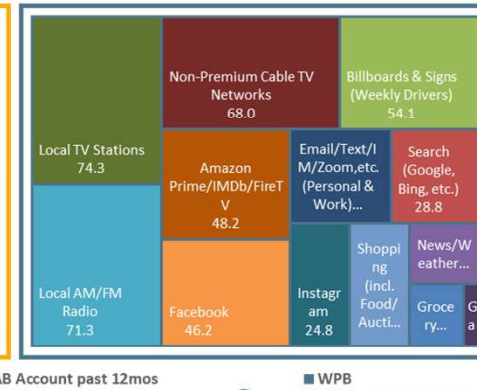
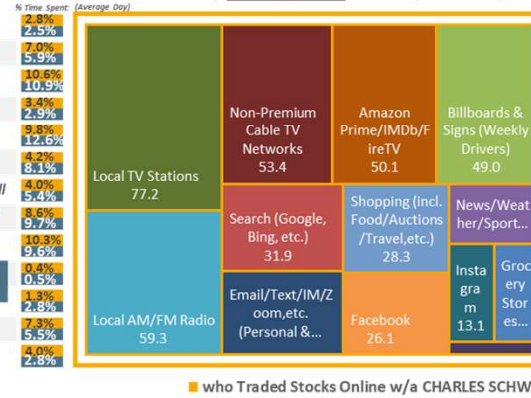
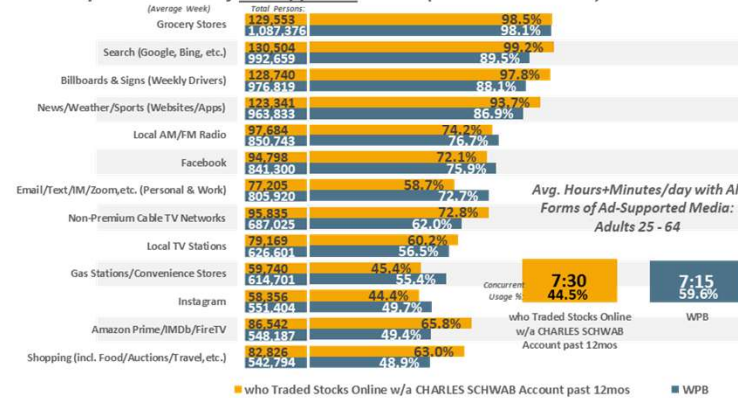
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64

Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 64

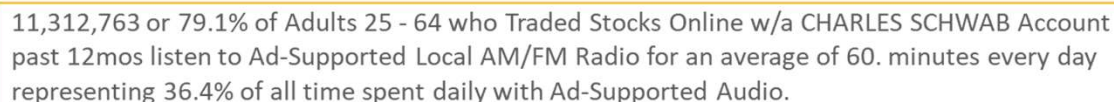
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



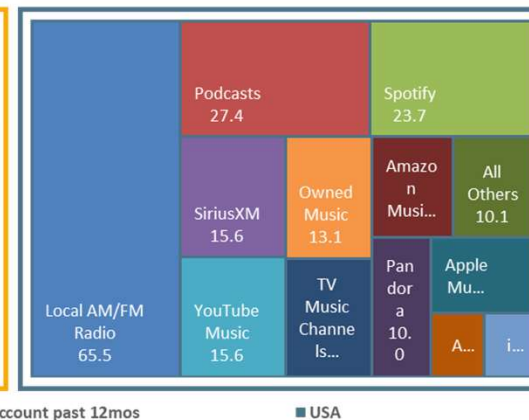
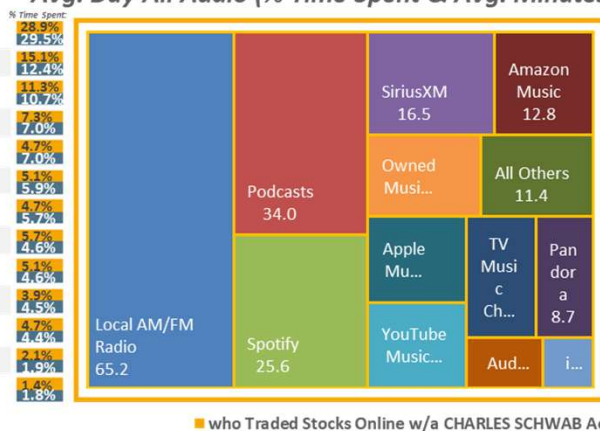
WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 220
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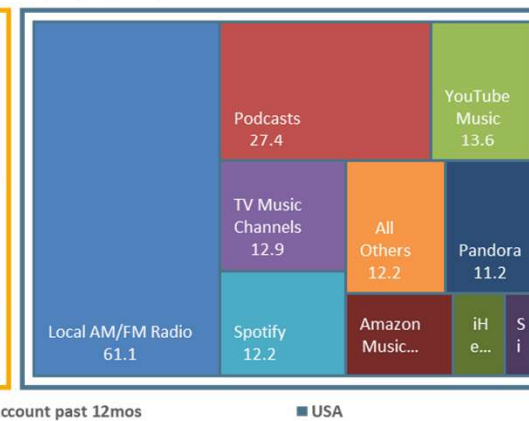
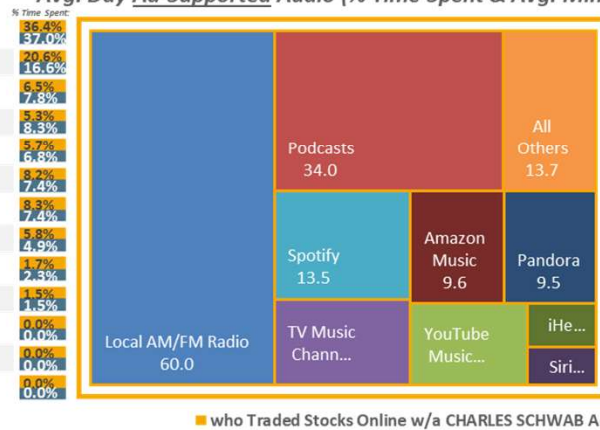
[[[(Professional services used by HHLD past 12 months (HHLD): Online investing/stock trading OR Ways used Internet/apps past 30 days on any device: Finance/Legal/Real estate: Online investing/stock trading) AND Has investment account: Yes) AND Investment institutions use: Charles Schwab]]



Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



■ who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos ■ USA

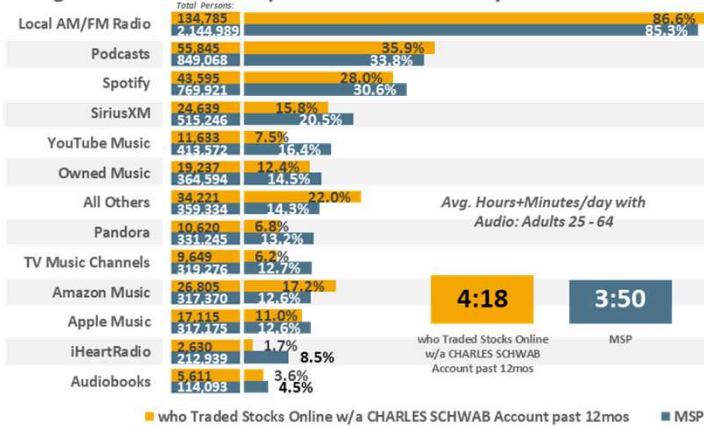
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(((Professional services used by HHLD past 12 months (HHLD): Online investing/stock trading OR Ways used Internet/apps past 30 days on any device: Finance/Legal/Real estate: Online investing/stock trading) AND Has investment account: Yes) AND Investment institutions use: Charles Schwab))

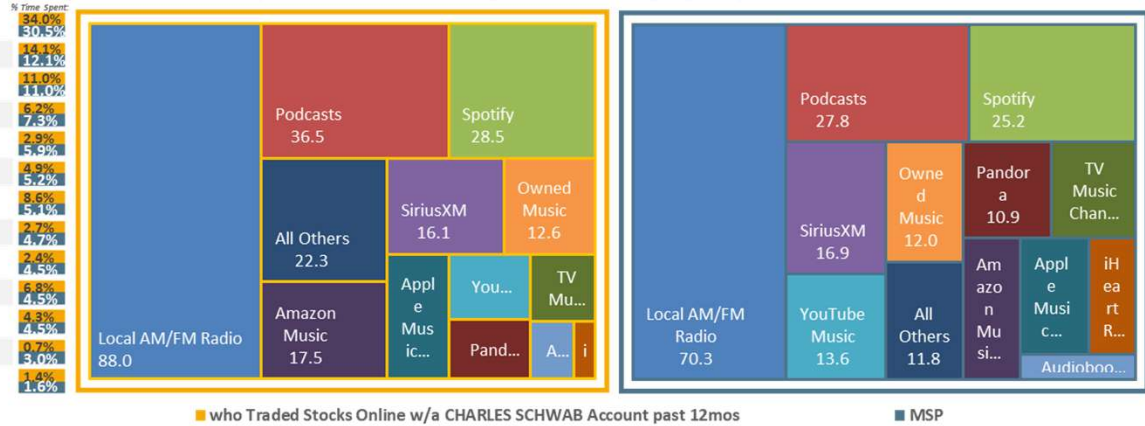


127,522 or 81.9% of Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 79. minutes every day representing 39.6% of all time spent daily with Ad-Supported Audio.

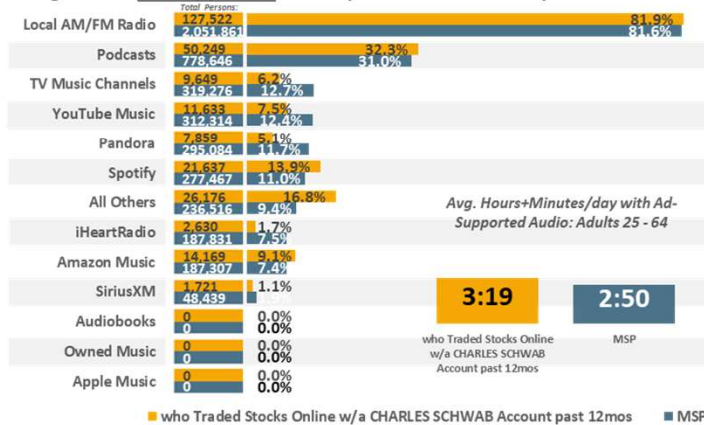
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



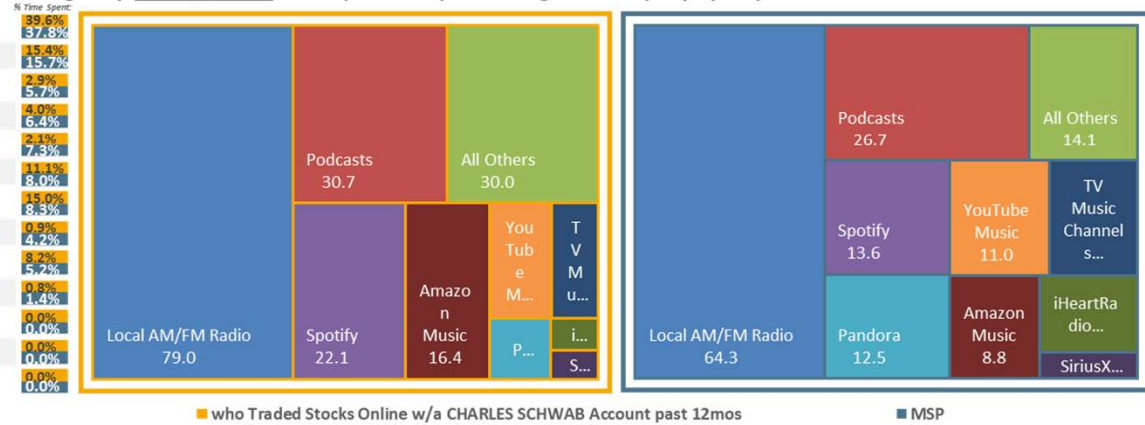
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 139
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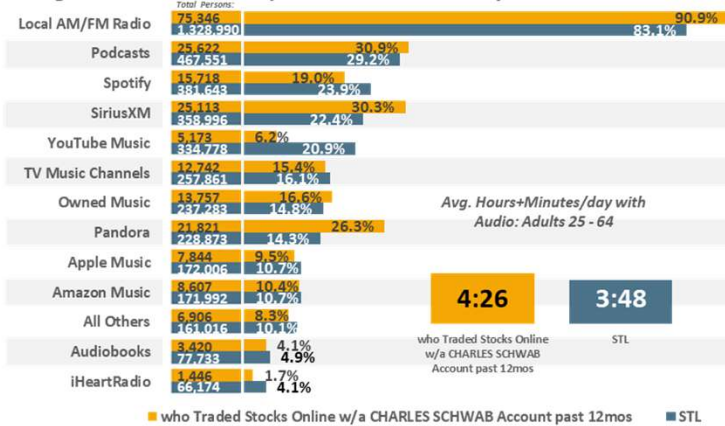
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(((Professional services used by HHLD past 12 months (HHLD): Online investing/stock trading OR Ways used Internet/apps past 30 days on any device: Finance/Legal/Real estate: Online investing/stock trading) AND Has investment account: Yes) AND Investment institutions use: Charles Schwab))

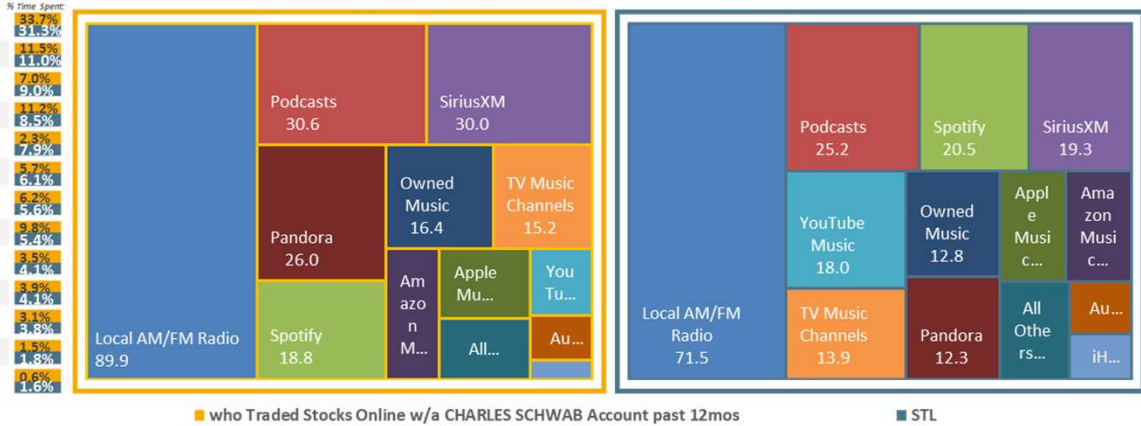


73,113 or 88.2% of Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 83.6 minutes every day representing 40.% of all time spent daily with Ad-Supported Audio.

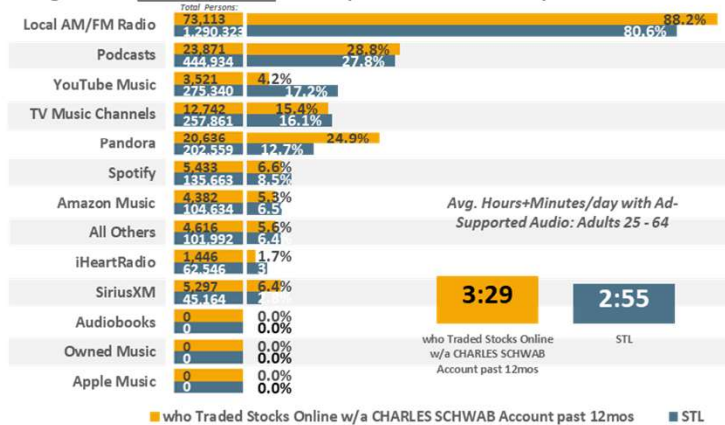
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



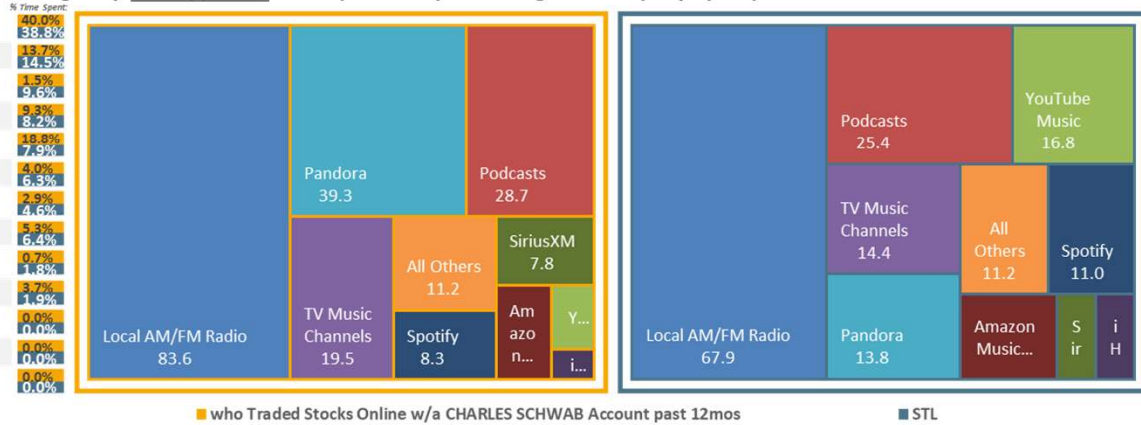
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 64



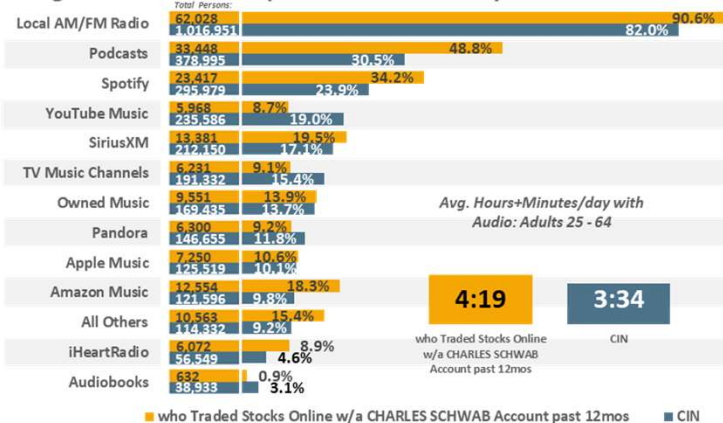
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



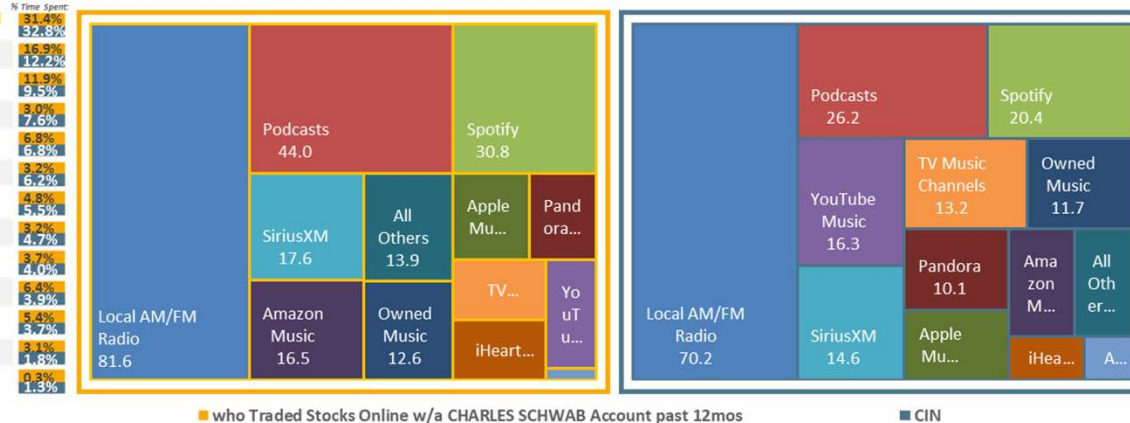


56,207 or 82.1% of Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 72.1 minutes every day representing 36.4% of all time spent daily with Ad-Supported Audio.

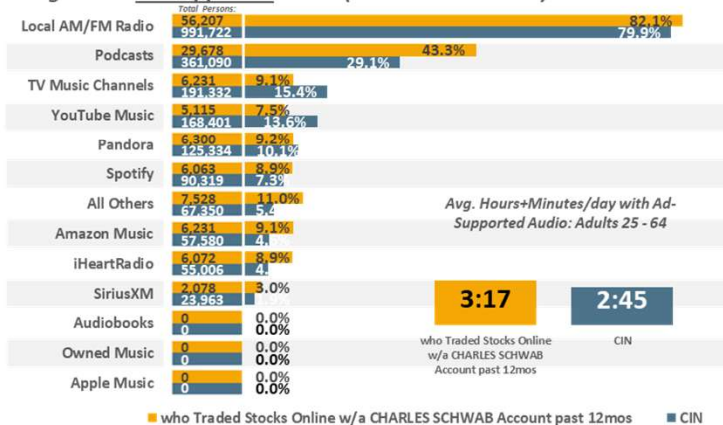
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



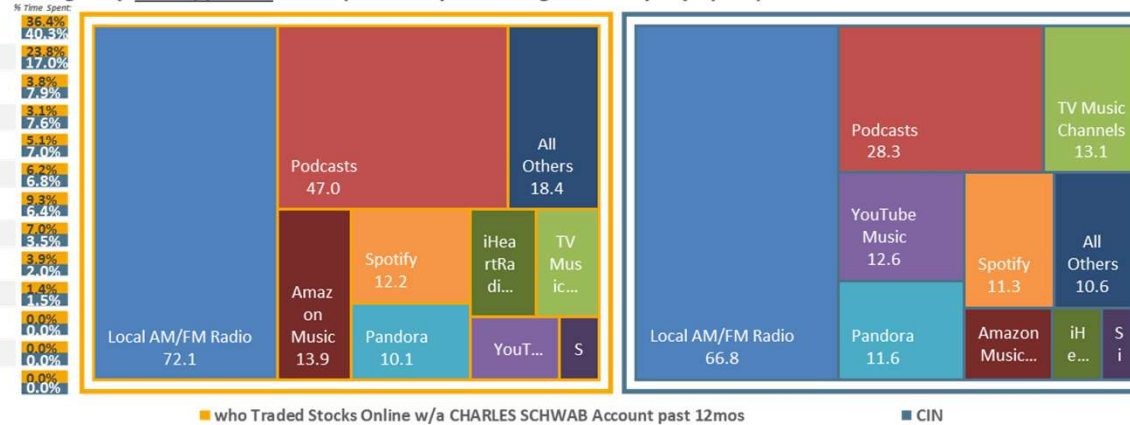
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 64



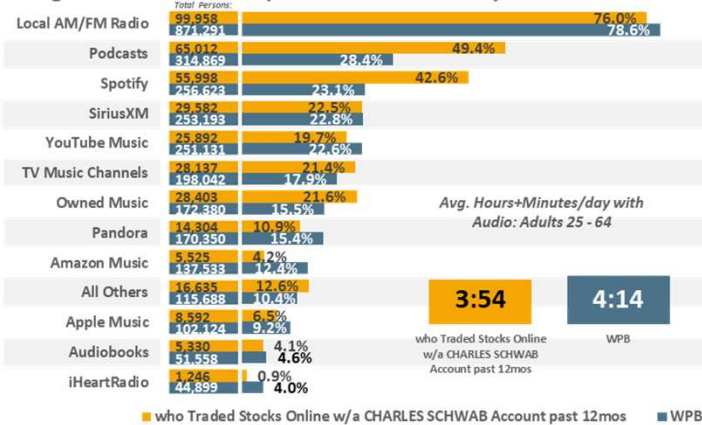
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



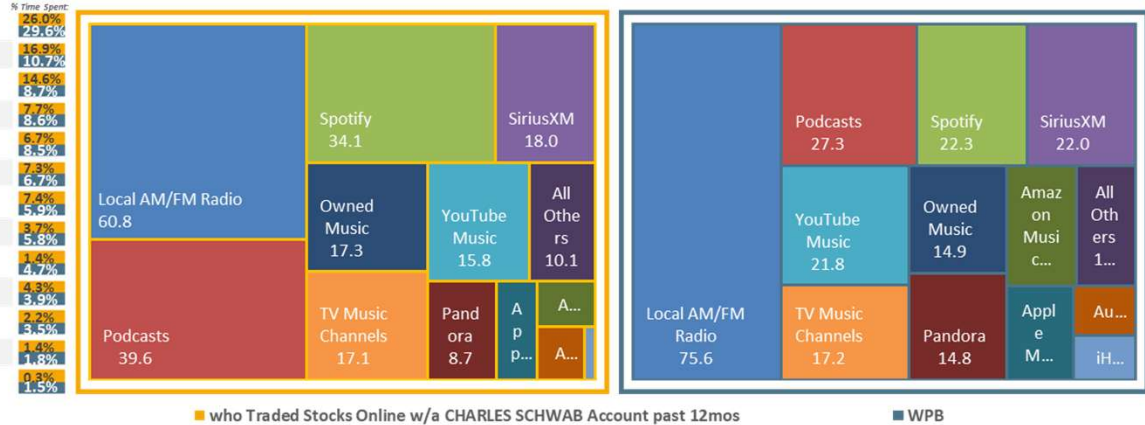


97,684 or 74.2% of Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 59.3 minutes every day representing 28.6% of all time spent daily with Ad-Supported Audio.

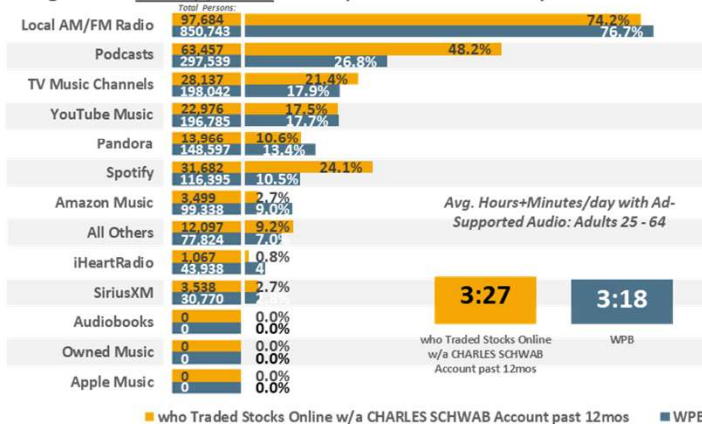
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



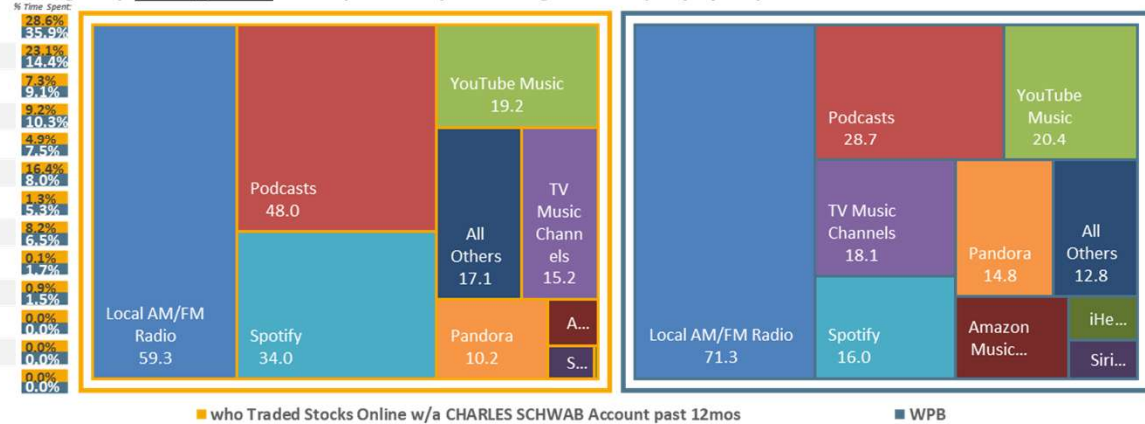
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 64

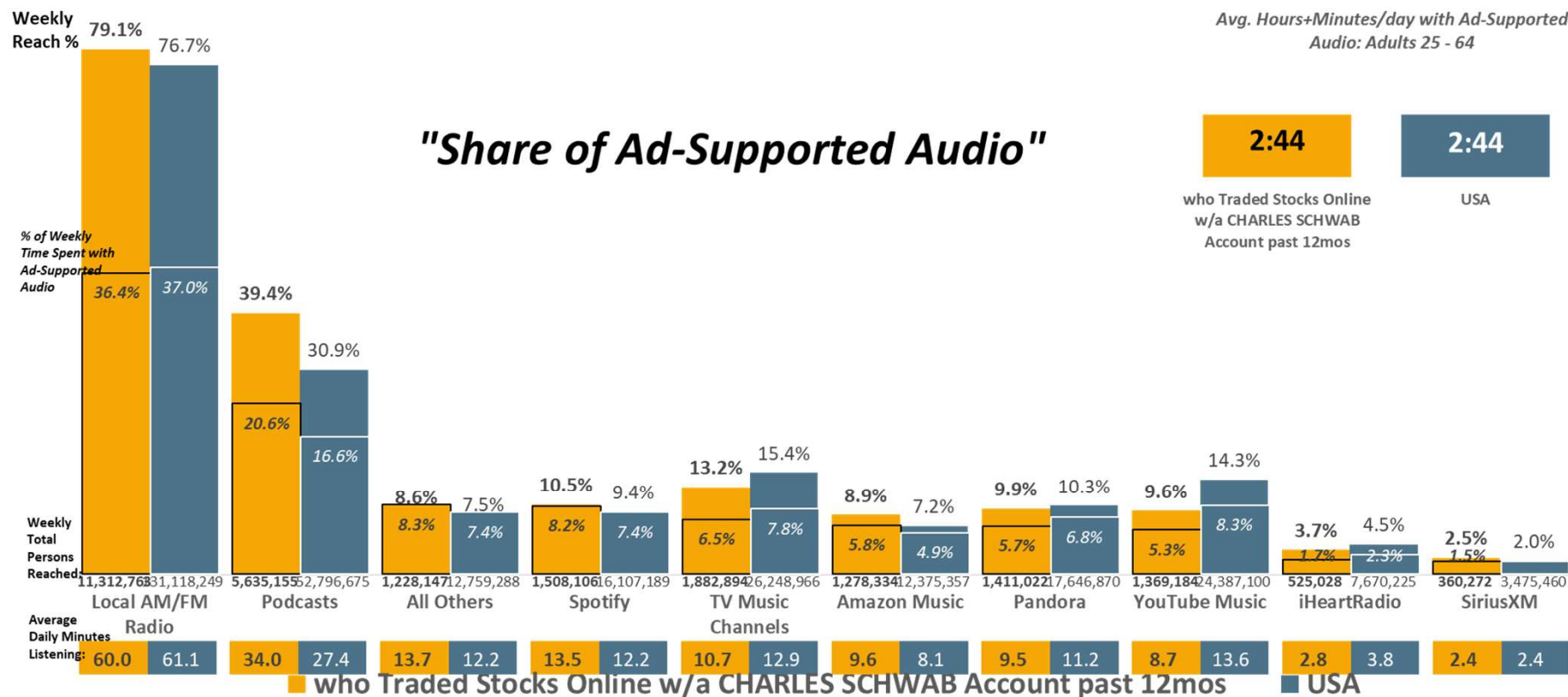


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



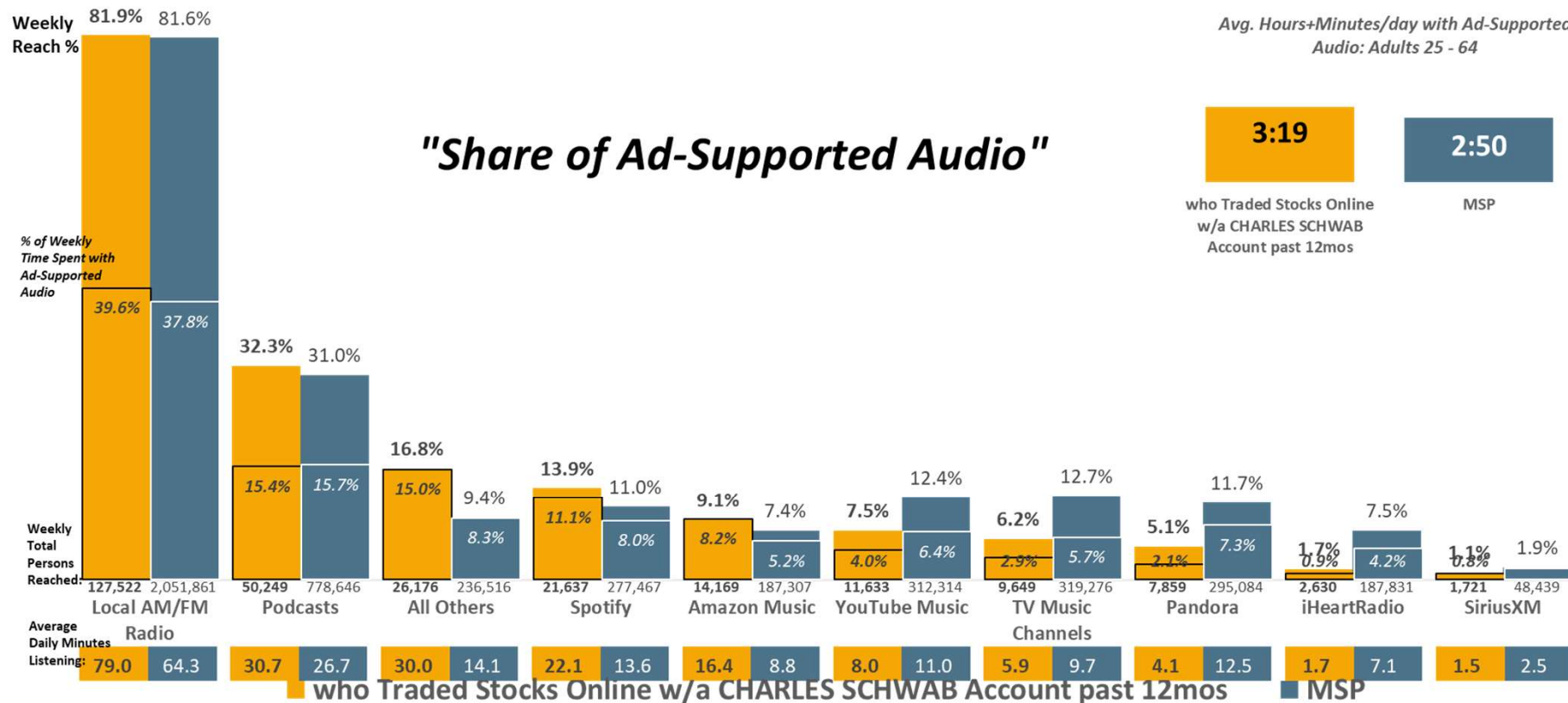


11,312,763 or 79.1% of Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 60. minutes every day representing 36.4% of all time spent daily with Ad-Supported Audio.





127,522 or 81.9% of Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 79. minutes every day representing 39.6% of all time spent daily with Ad-Supported Audio.



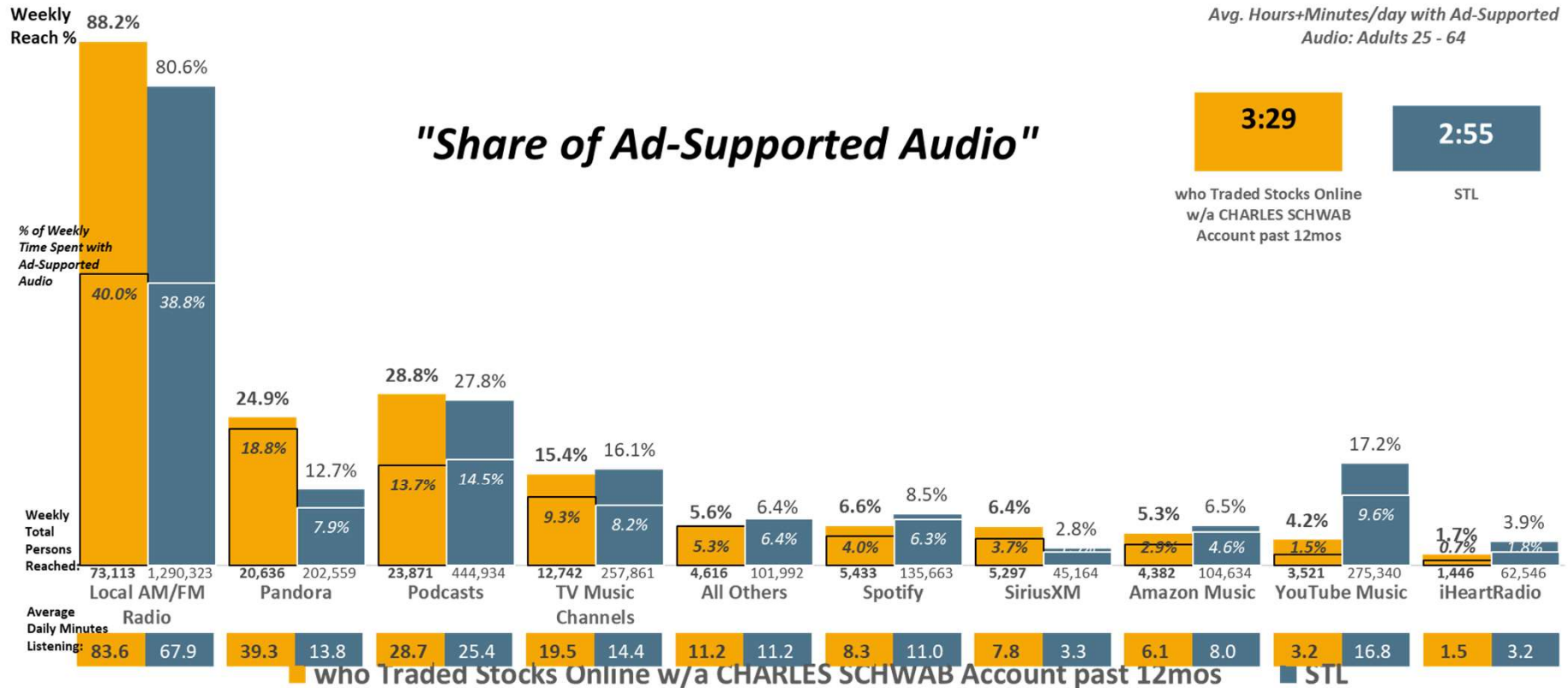
MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 139 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081
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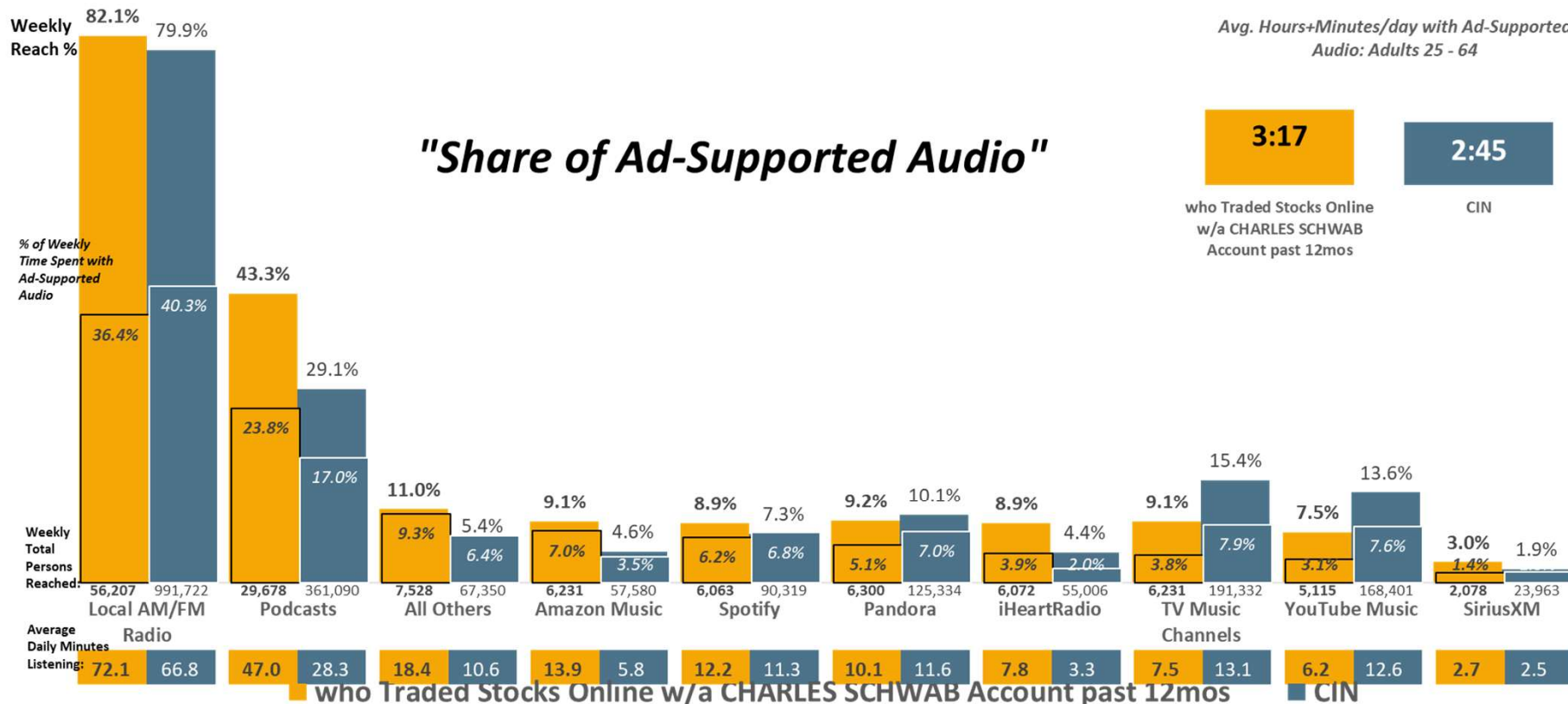


73,113 or 88.2% of Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 83.6 minutes every day representing 40.0% of all time spent daily with Ad-Supported Audio.



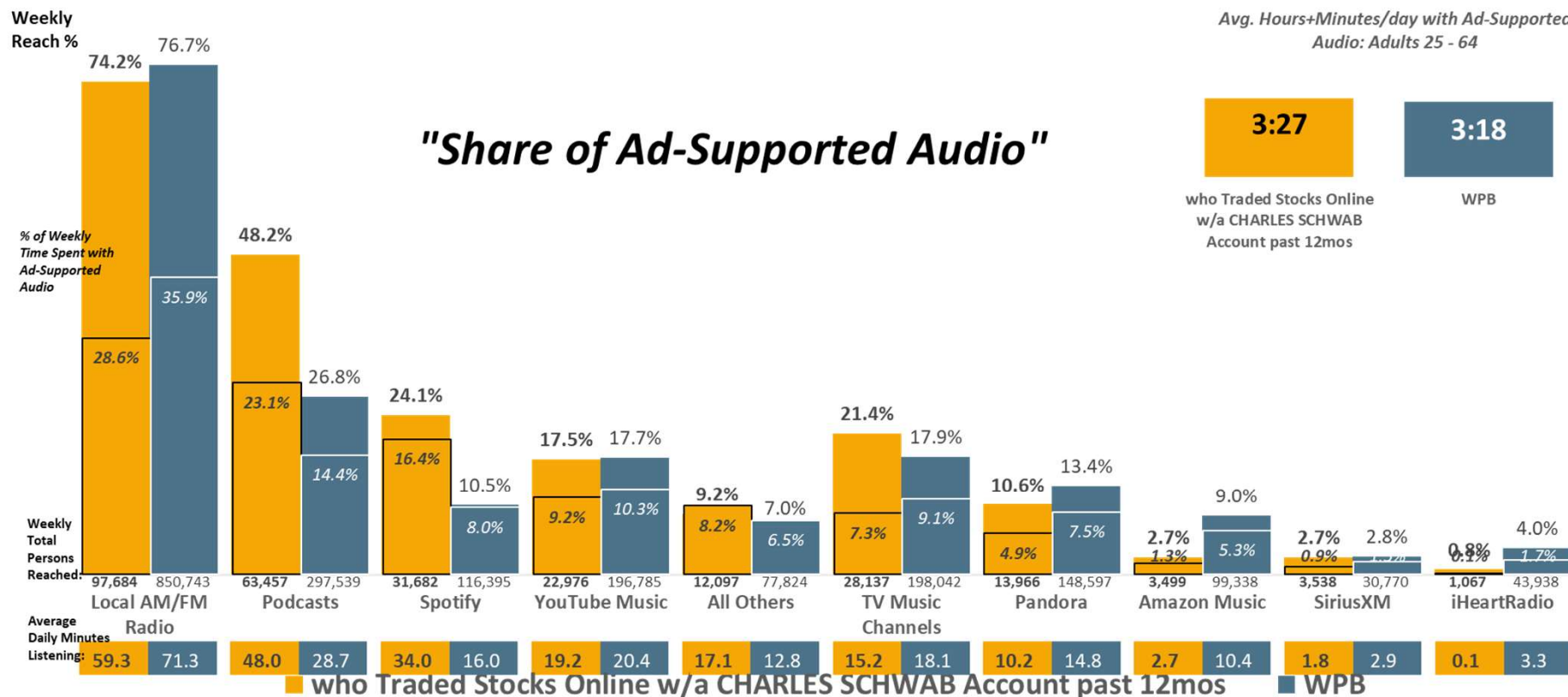


56,207 or 82.1% of Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 72.1 minutes every day representing 36.4% of all time spent daily with Ad-Supported Audio.





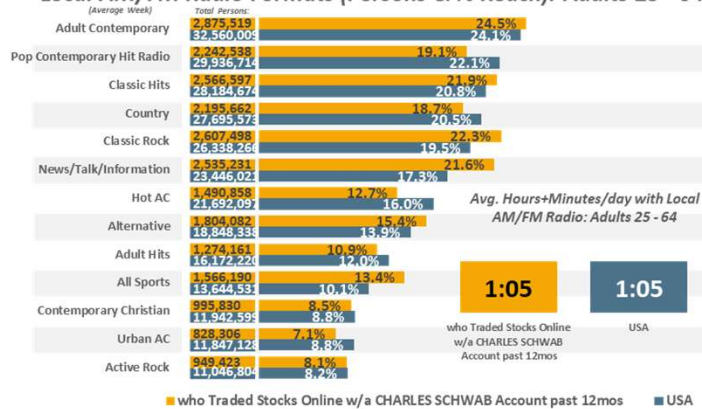
97,684 or 74.2% of Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 59.3 minutes every day representing 28.6% of all time spent daily with Ad-Supported Audio.



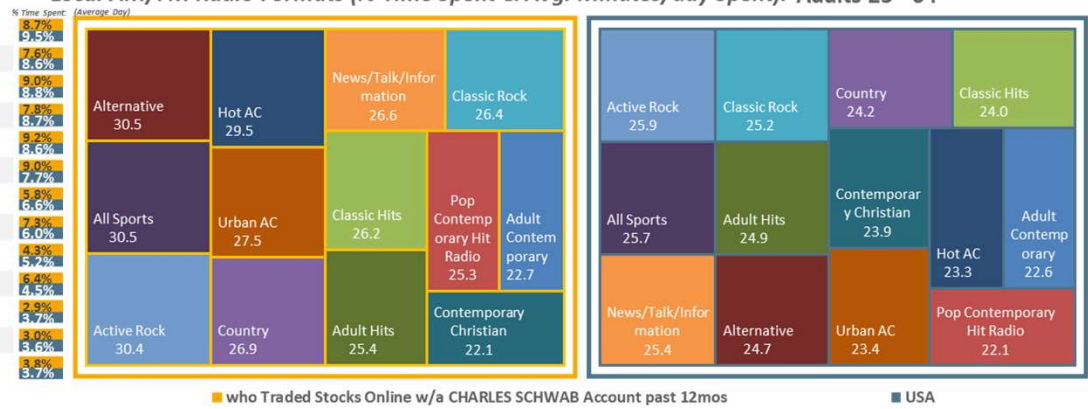


11,312,763 or 79.1% of Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Rock, Classic Hits, Pop Contemporary Hit Radio, and Country.

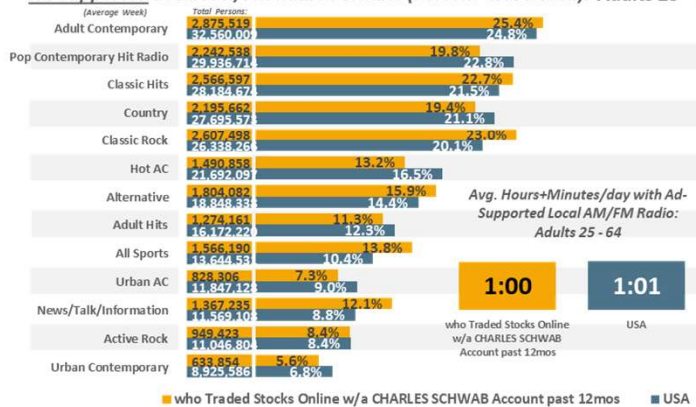
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



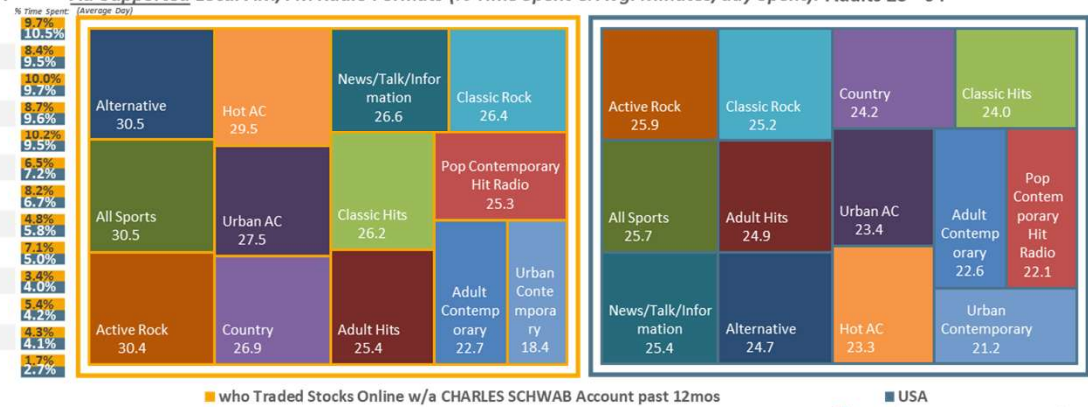
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2026: Sep24-Jan26 Qual Intab 2.165
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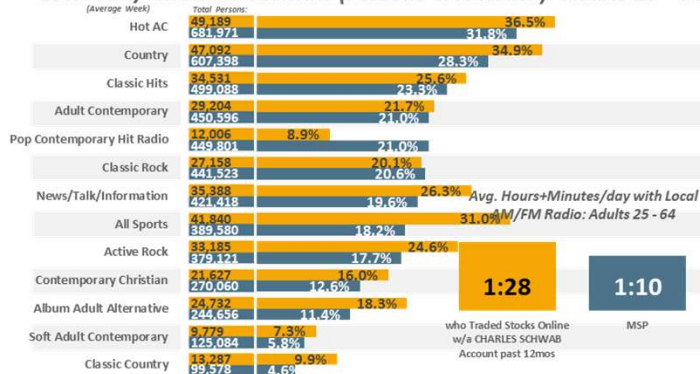
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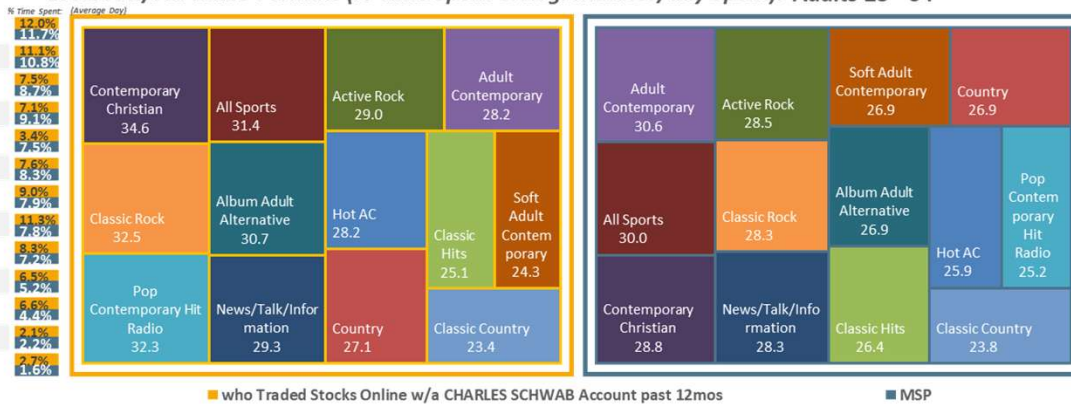


127,522 or 81.9% of Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Country, All Sports, Classic Hits, and Active Rock.

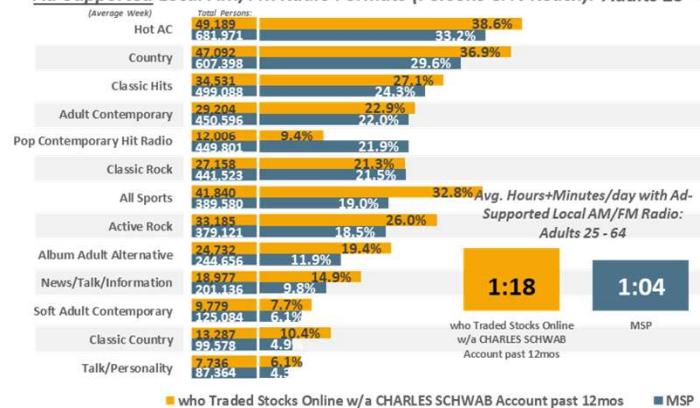
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



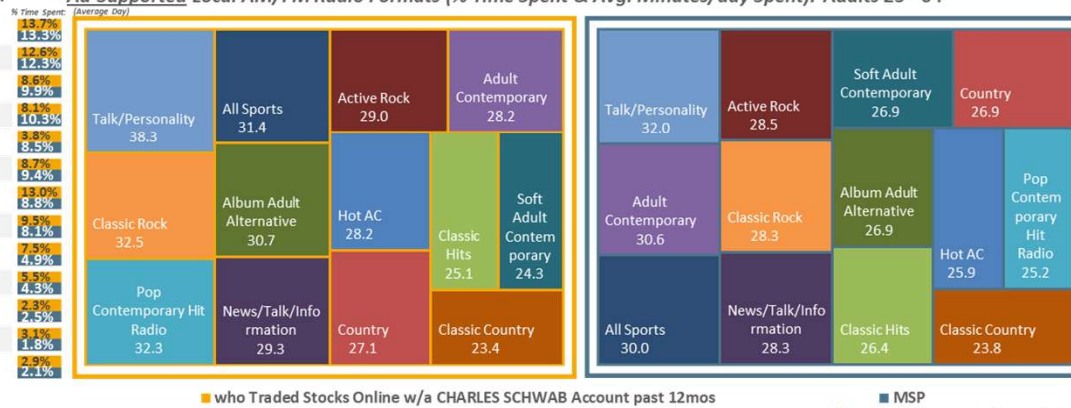
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 139
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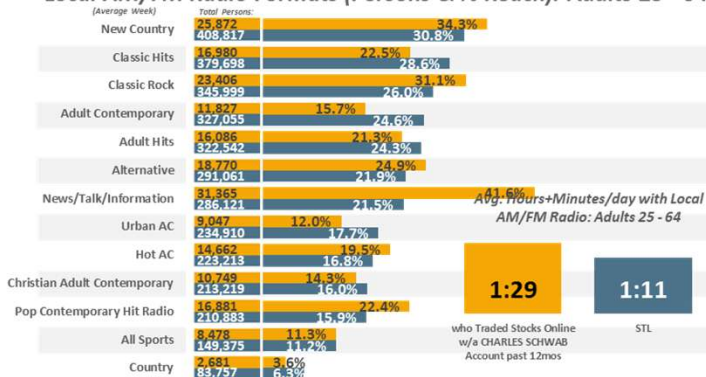
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(((Professional services used by HHLD past 12 months (HHLD): Online investing/stock trading OR Ways used Internet/apps past 30 days on any device: Finance/Legal/Real estate: Online investing/stock trading) AND Has investment account: Yes) AND Investment institutions use: Charles Schwab))

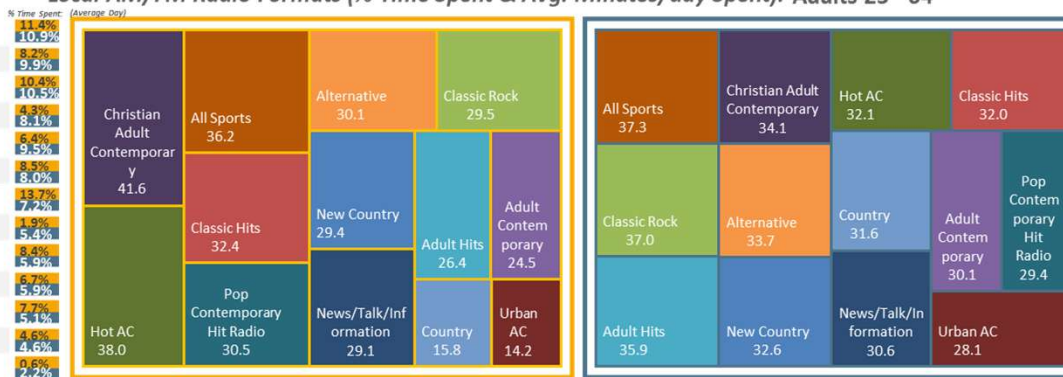


73,113 or 88.2% of Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are New Country, News/Talk/Information, Classic Rock, Alternative, and Classic Hits.

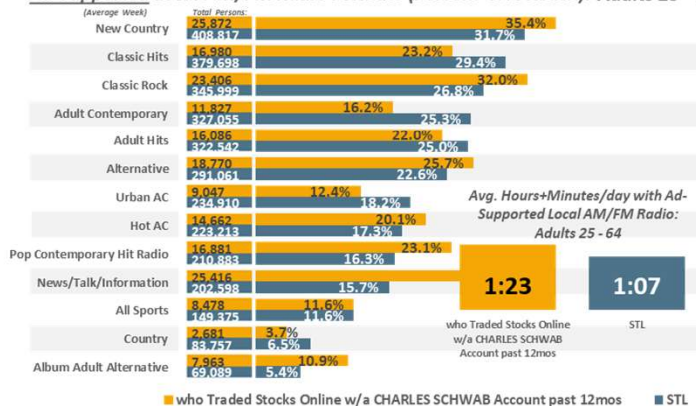
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



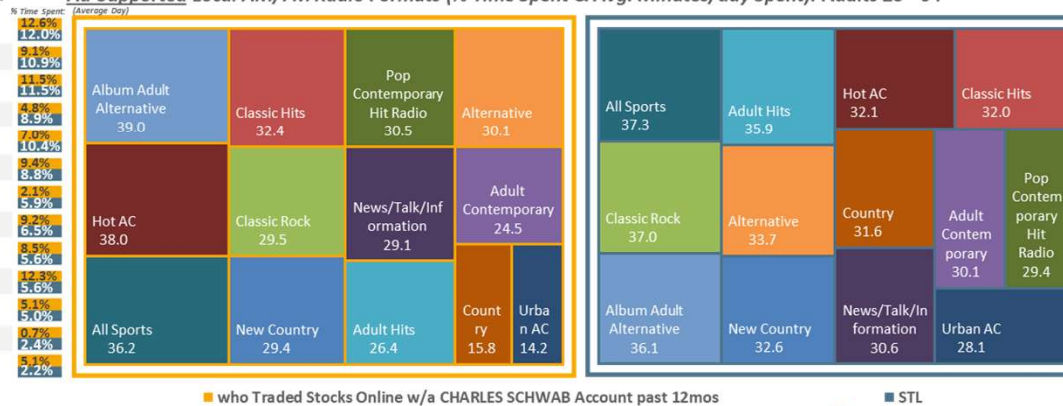
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 149
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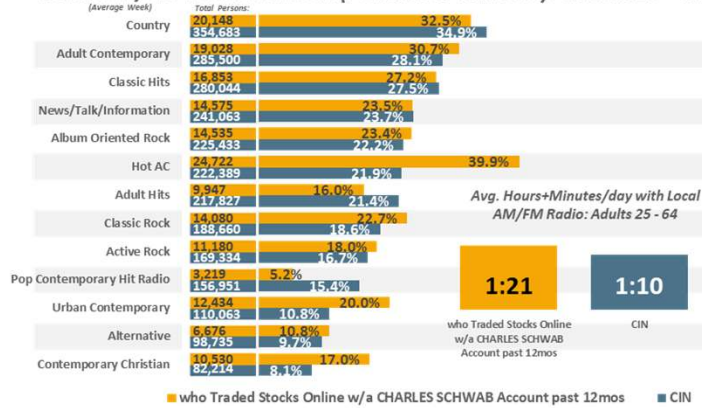
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[(((Professional services used by HHLD past 12 months (HHLD): Online investing/stock trading OR Ways used Internet/apps past 30 days on any device: Finance/Legal/Real estate: Online investing/stock trading) AND Has investment account: Yes) AND Investment institutions use: Charles Schwab)]

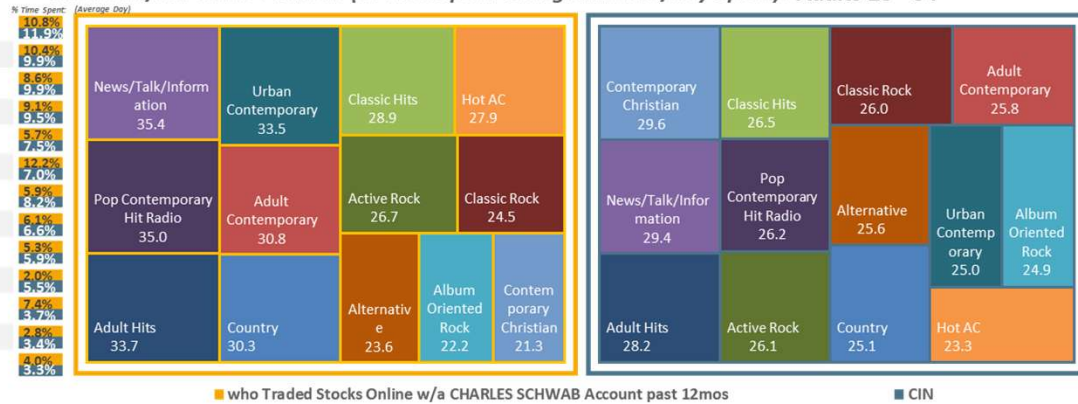


56,207 or 82.1% of Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Country, Adult Contemporary, Classic Hits, and Album Oriented Rock.

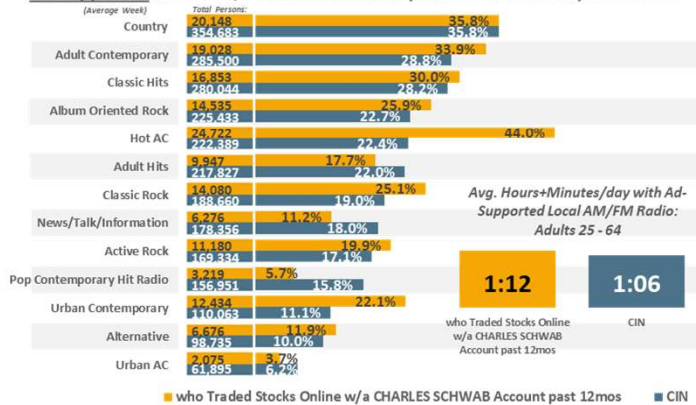
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



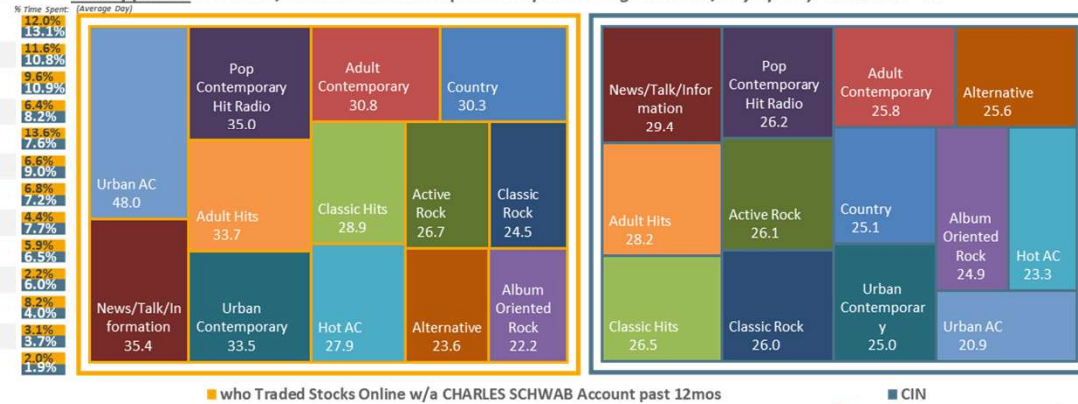
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



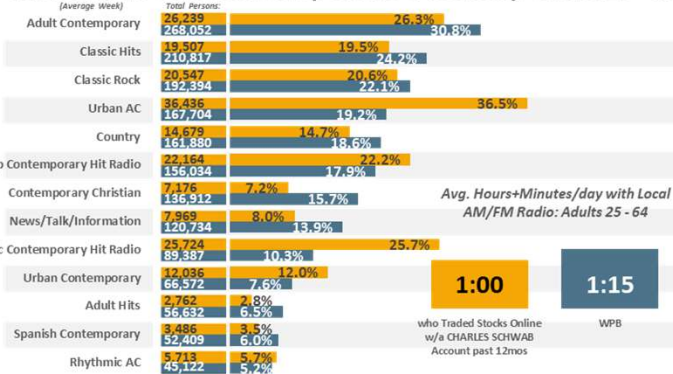
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



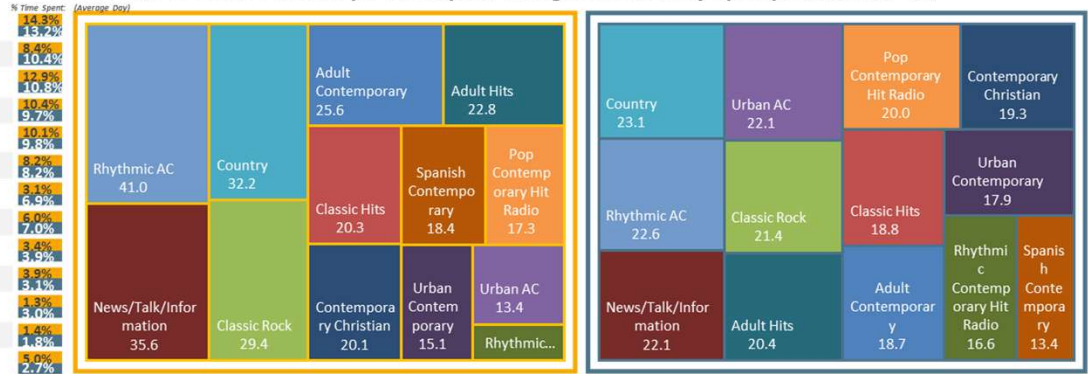


97,684 or 74.2% of Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Urban AC, Adult Contemporary, Rhythmic Contemporary Hit Radio, Pop Contemporary Hit Radio, and

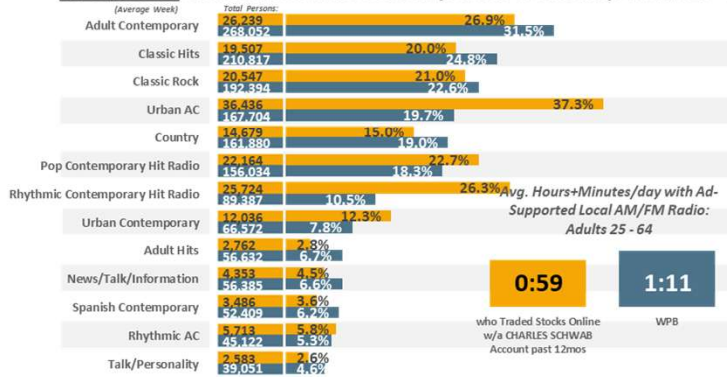
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



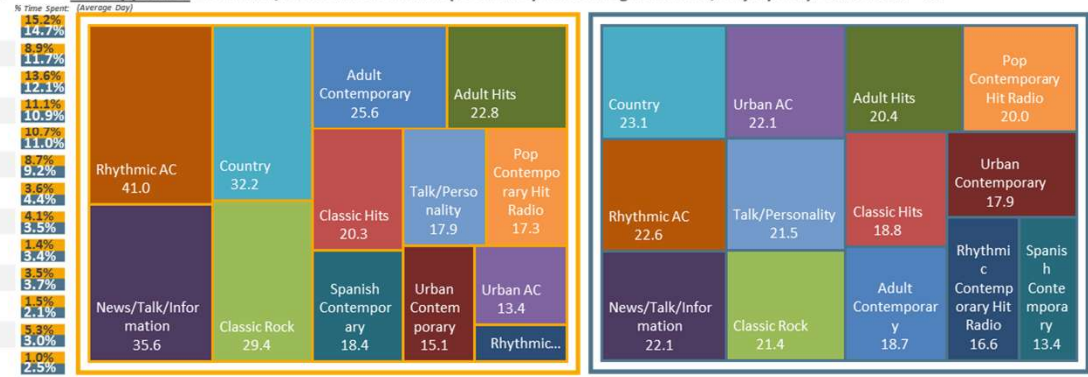
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



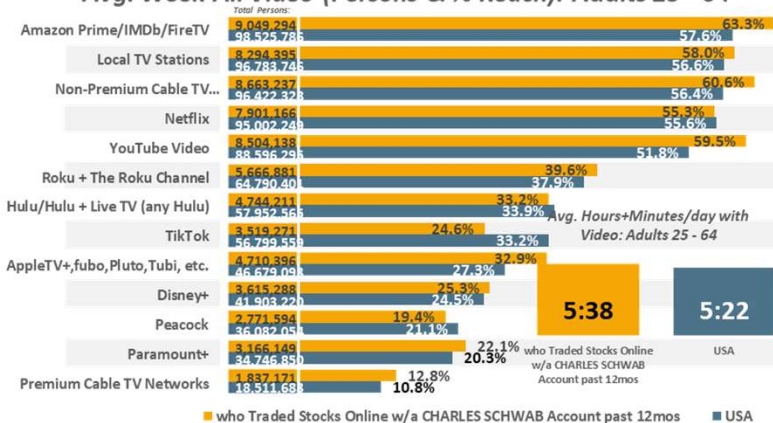
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



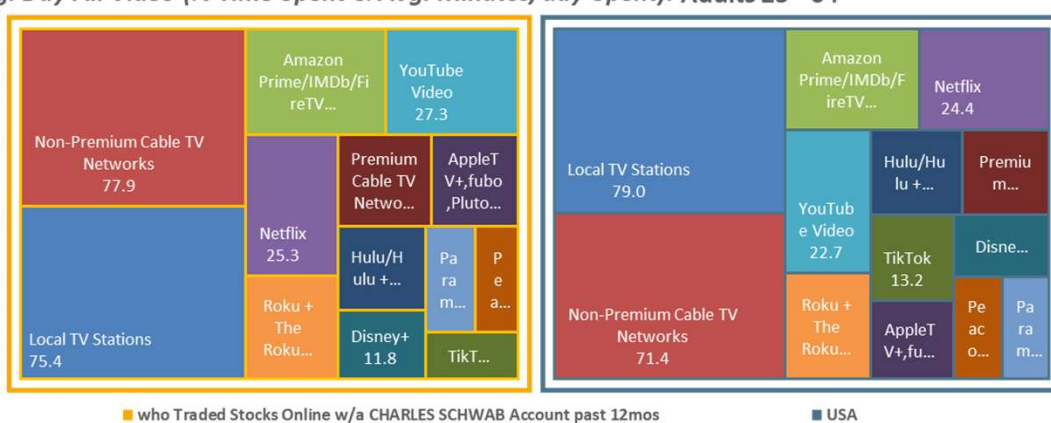


8,235,317 or 57.6% of Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos watch Ad-Supported Local TV Stations for an average of 72.9 minutes every day representing 26.9% of all time spent daily with Ad-Supported Video.

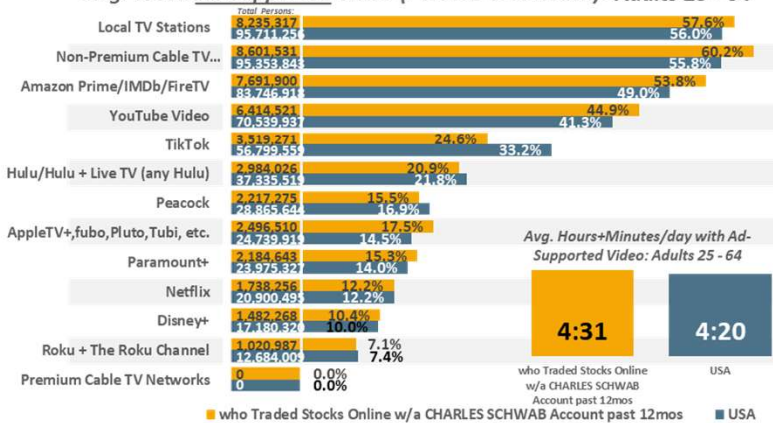
Avg. Week All Video (Persons & % Reach): Adults 25 - 64



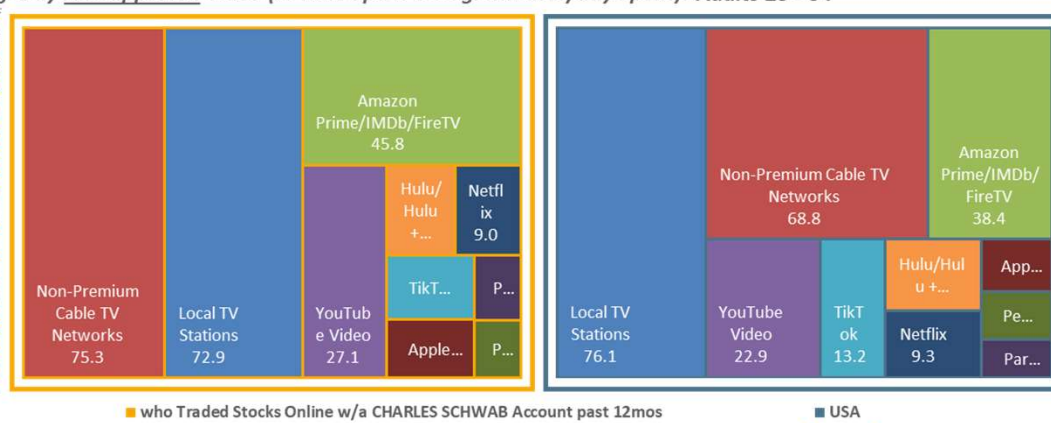
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 64



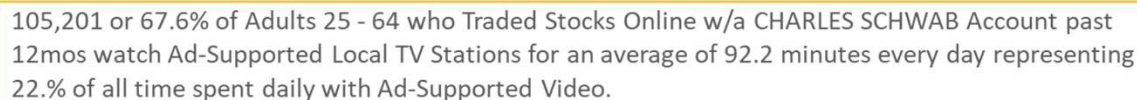
Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



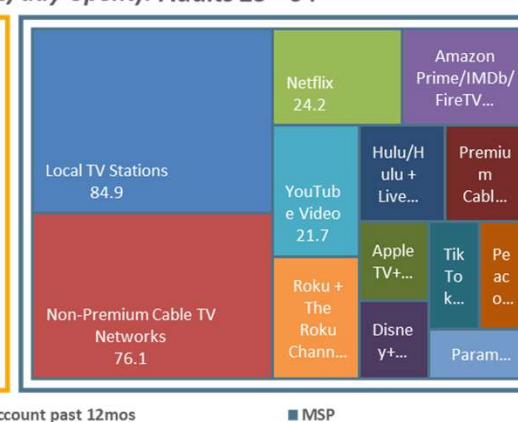
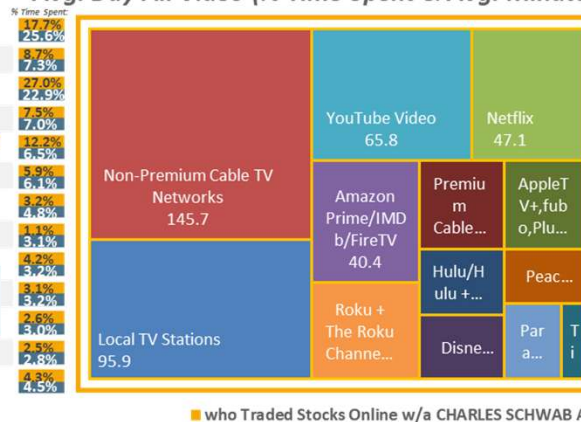
USA USA Projection Scarborough R1 2026: Sep24-Jan26 Qual Intab 2,165
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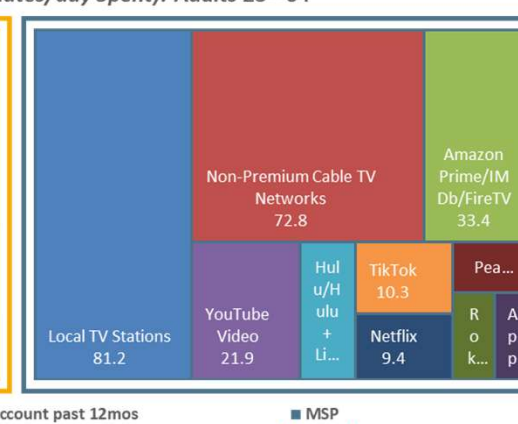
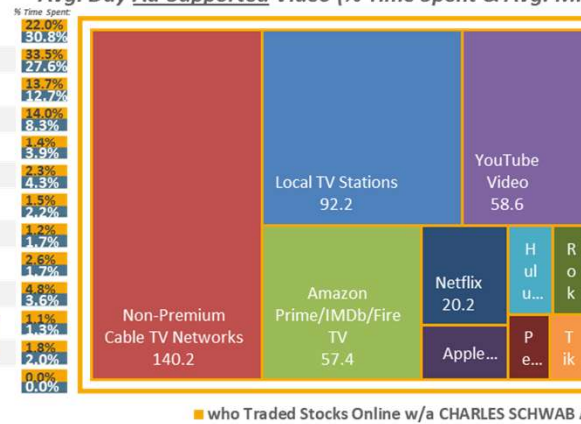
(((Professional services used by HHLD past 12 months (HHLD): Online investing/stock trading OR Ways used Internet/apps past 30 days on any device: Finance/Legal/Real estate: Online investing/stock trading) AND Has investment account: Yes) AND Investment institutions use: Charles Schwab))



Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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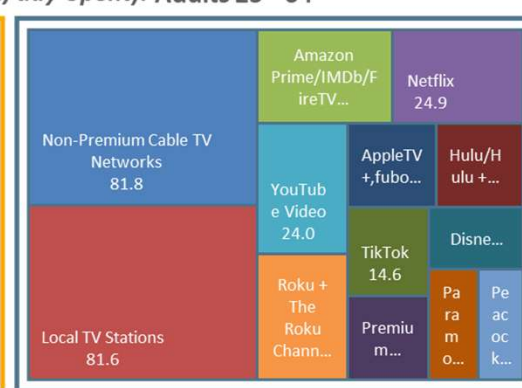
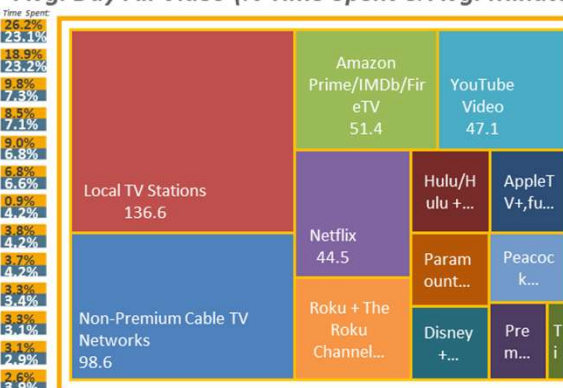
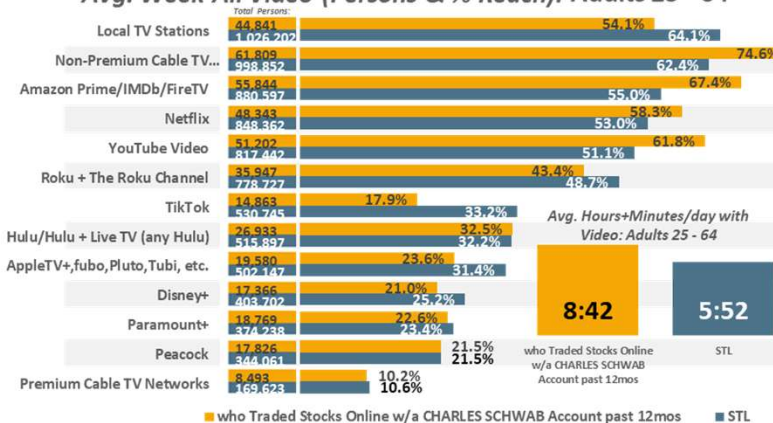
(((Professional services used by HHLD past 12 months (HHLD): Online investing/stock trading OR Ways used Internet/apps past 30 days on any device: Finance/Legal/Real estate: Online investing/stock trading) AND Has investment account: Yes) AND Investment institutions use: Charles Schwab))



44,760 or 54.% of Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos watch Ad-Supported Local TV Stations for an average of 129.6 minutes every day representing 32.2% of all time spent daily with Ad-Supported Video.

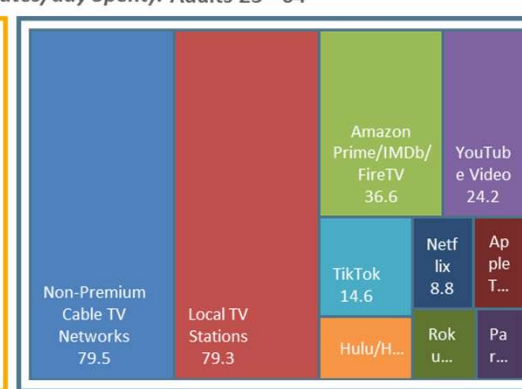
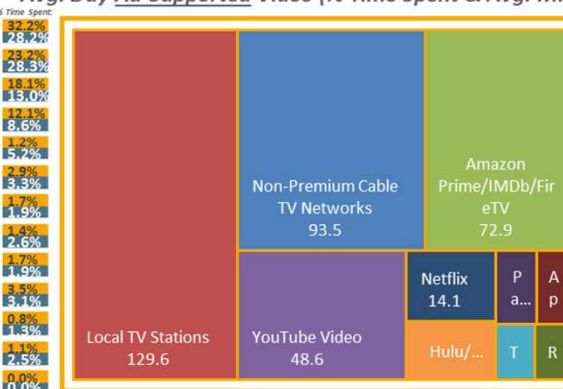
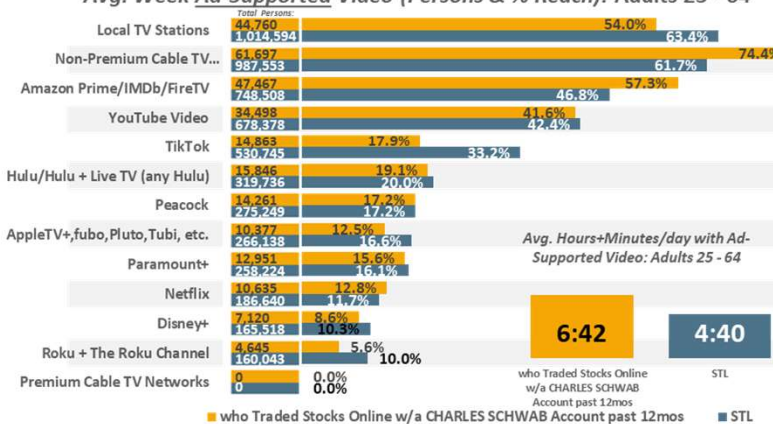
Avg. Week All Video (Persons & % Reach): Adults 25 - 64

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 64

Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 149
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who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos

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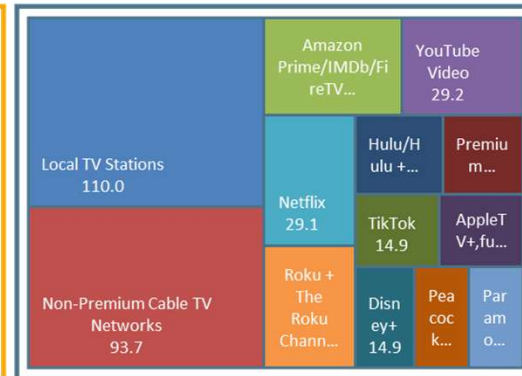
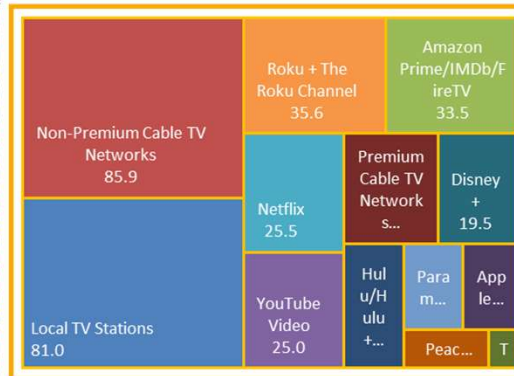
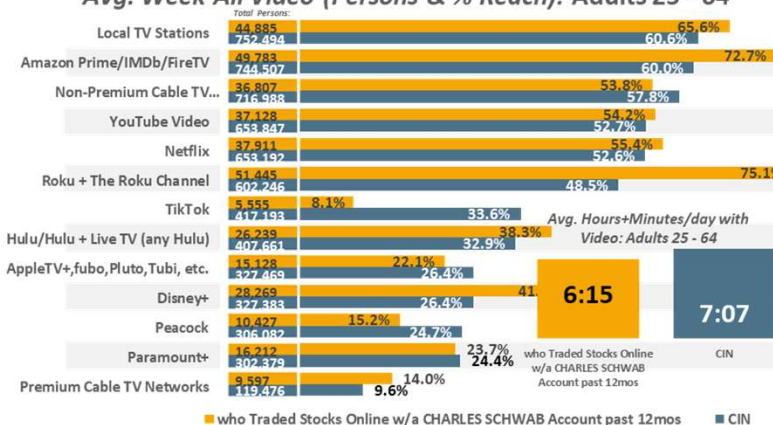
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44,556 or 65.1% of Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos watch Ad-Supported Local TV Stations for an average of 77.6 minutes every day representing 27.7% of all time spent daily with Ad-Supported Video.

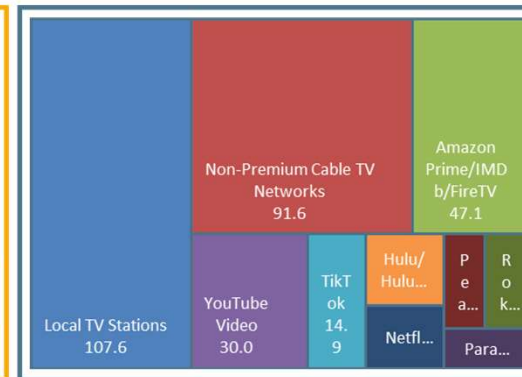
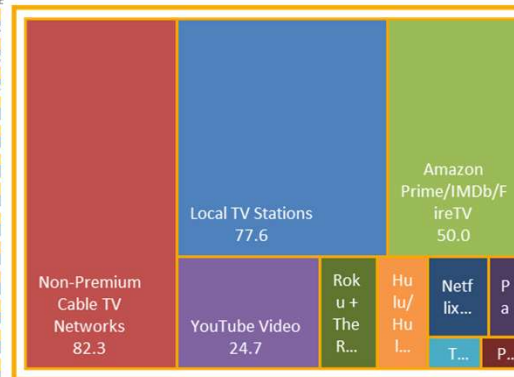
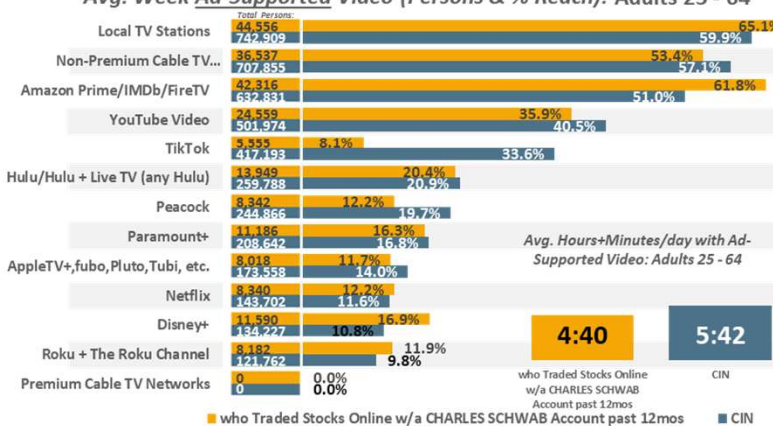
Avg. Week All Video (Persons & % Reach): Adults 25 - 64

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 64

Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 119
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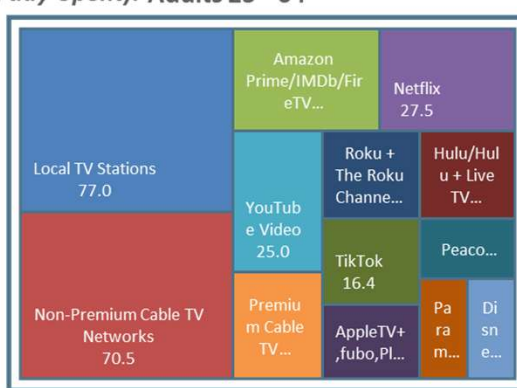
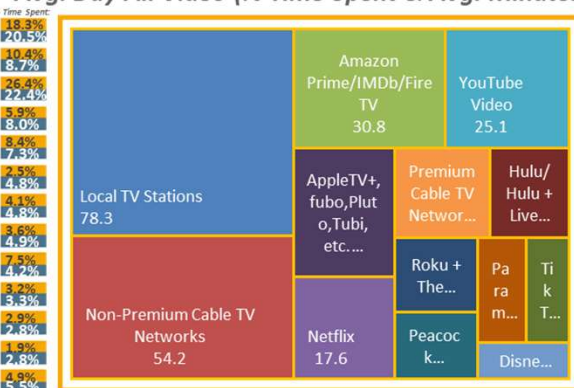
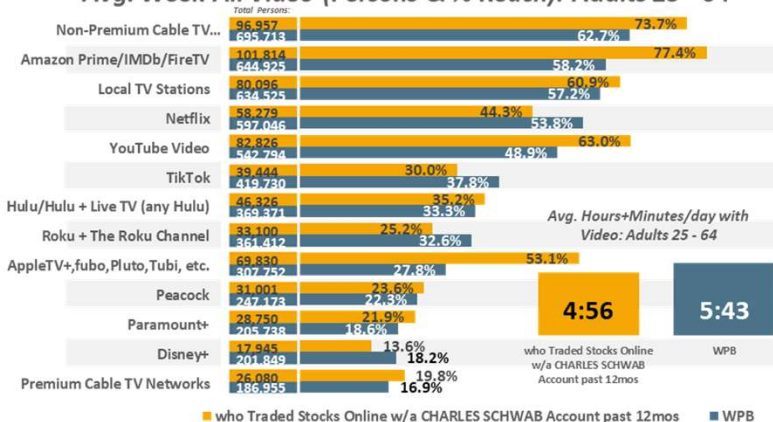
(((Professional services used by HHLD past 12 months (HHLD): Online investing/stock trading OR Ways used Internet/apps past 30 days on any device: Finance/Legal/Real estate: Online investing/stock trading) AND Has investment account: Yes) AND Investment institutions use: Charles Schwab))



79,169 or 60.2% of Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos watch Ad-Supported Local TV Stations for an average of 77.2 minutes every day representing 30.8% of all time spent daily with Ad-Supported Video.

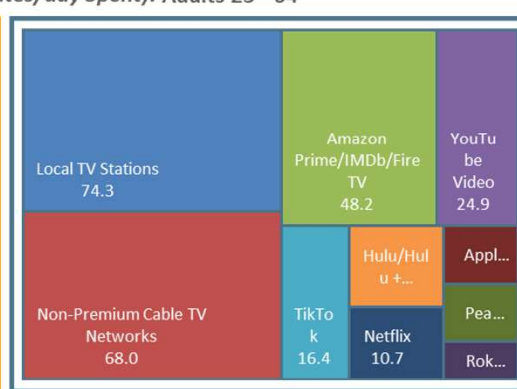
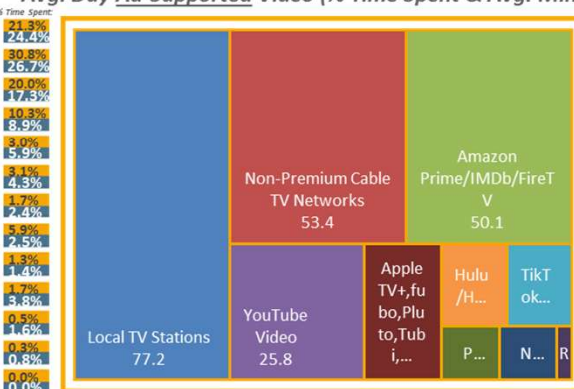
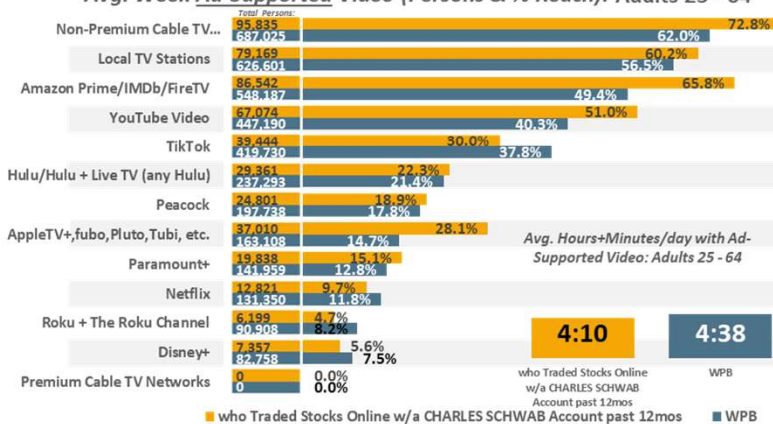
Avg. Week All Video (Persons & % Reach): Adults 25 - 64

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 64

Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 220
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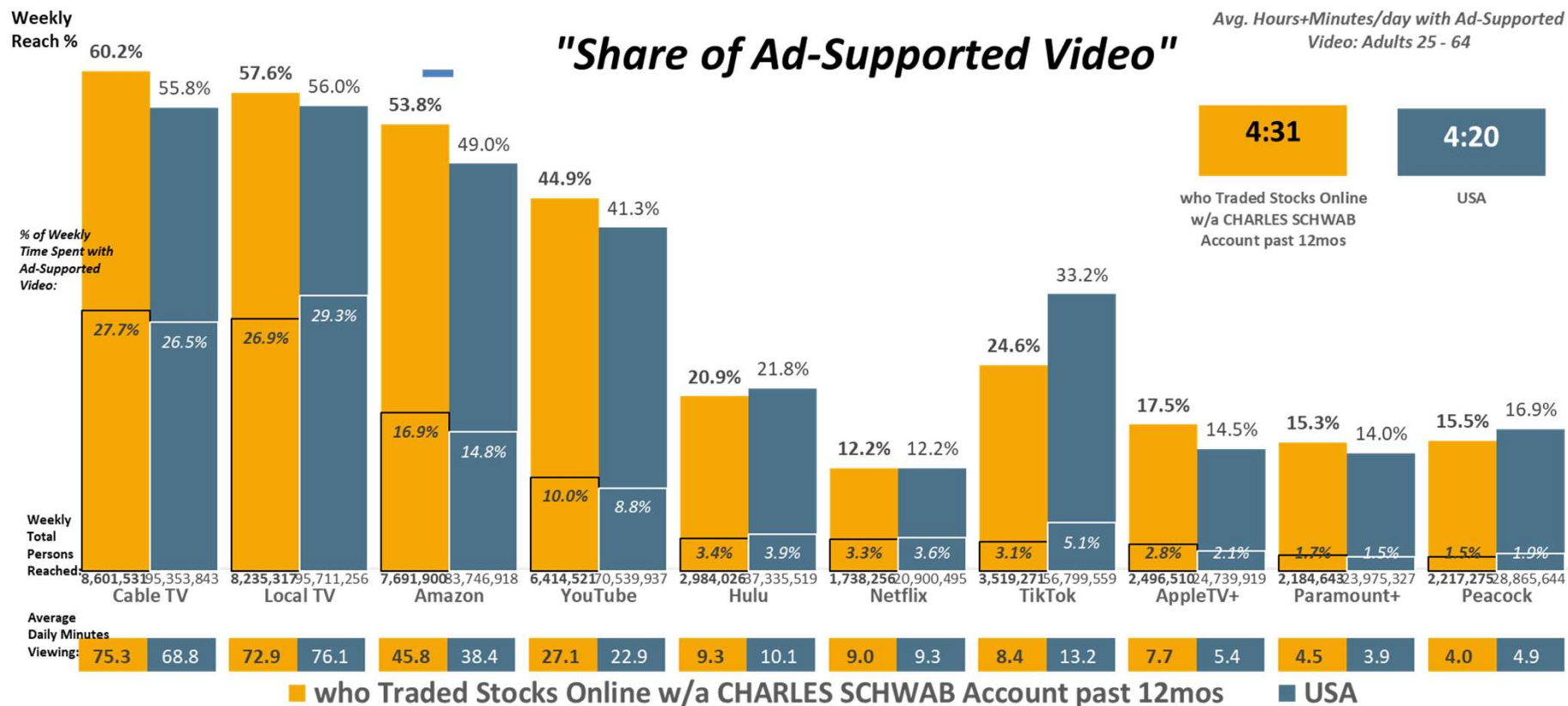
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(((Professional services used by HHLD past 12 months (HHLD): Online investing/stock trading OR Ways used Internet/apps past 30 days on any device: Finance/Legal/Real estate: Online investing/stock trading) AND Has investment account: Yes) AND Investment institutions use: Charles Schwab))



8,235,317 or 57.6% of Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos watch Ad-Supported Local TV Stations for an average of 72.9 minutes every day representing 26.9% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



USA USA Projection Scarborough R1 2026: Sep24-Jan26 Qual Intab 2,165 Scarborough R1 2026: Sep24-Jan26 USA Projection Scarborough R1 2026: Sep24-Jan26 Qual Intab 25,371
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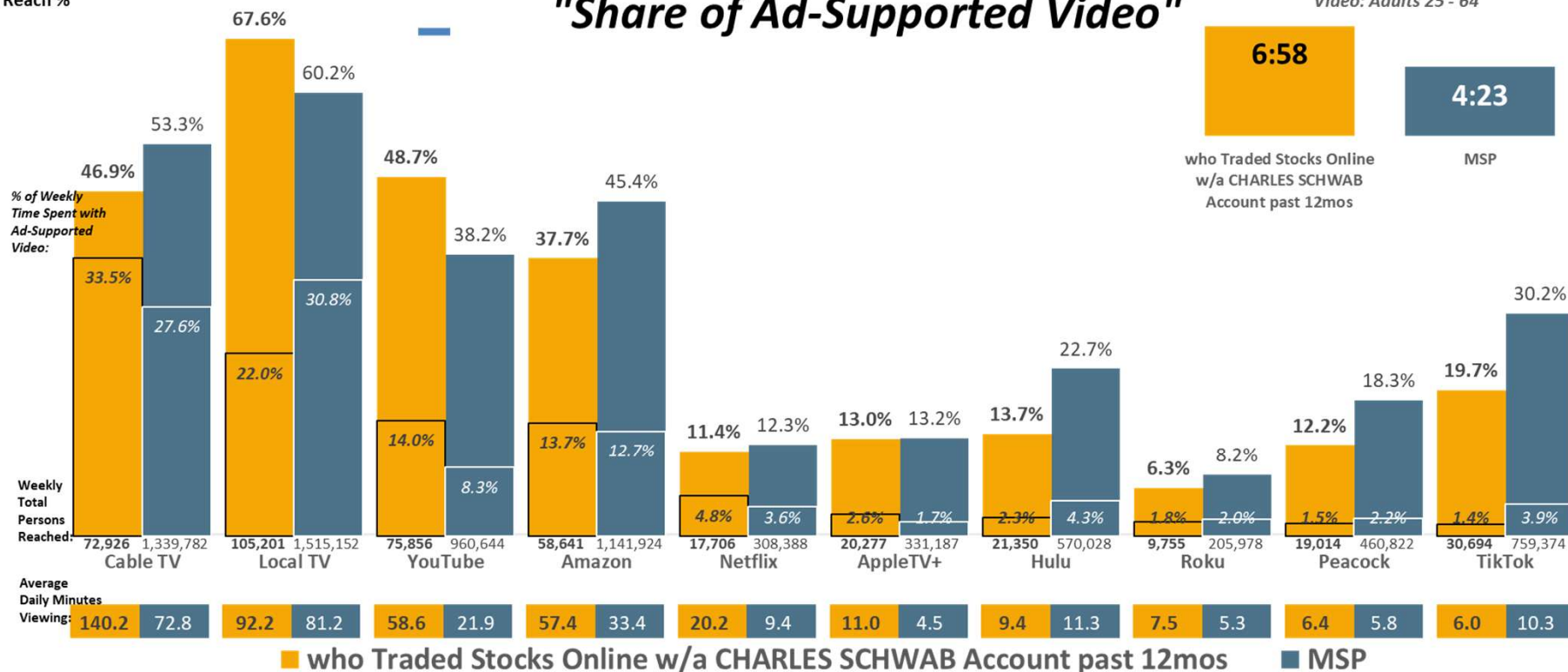


105,201 or 67.6% of Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos watch Ad-Supported Local TV Stations for an average of 92.2 minutes every day representing 22.0% of all time spent daily with Ad-Supported Video.

Weekly
Reach %

"Share of Ad-Supported Video"

Avg. Hours+Minutes/day with Ad-Supported
Video: Adults 25 - 64



6:58

who Traded Stocks Online
w/a CHARLES SCHWAB
Account past 12mos

4:23

MSP

MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 139 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081
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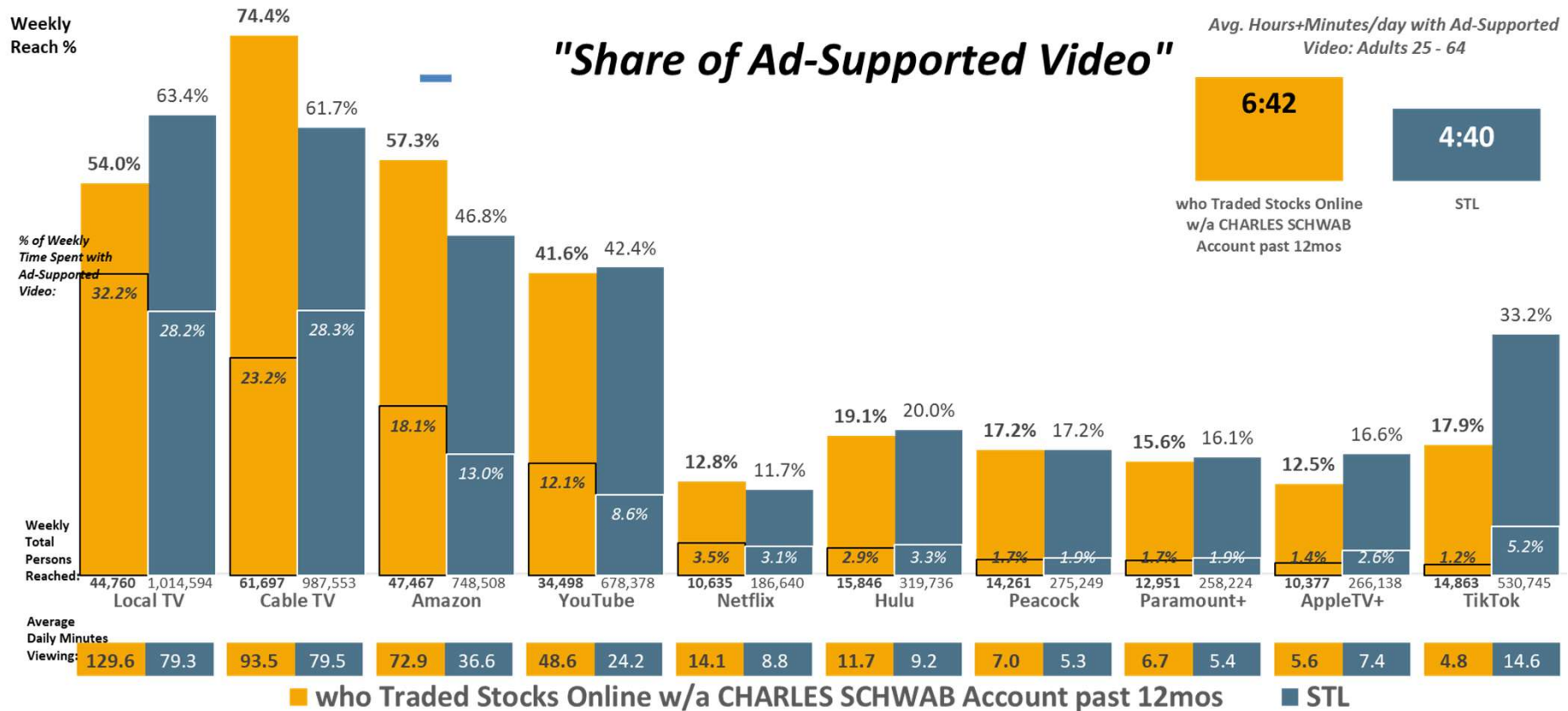
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44,760 or 54.4% of Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos watch Ad-Supported Local TV Stations for an average of 129.6 minutes every day representing 32.2% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



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

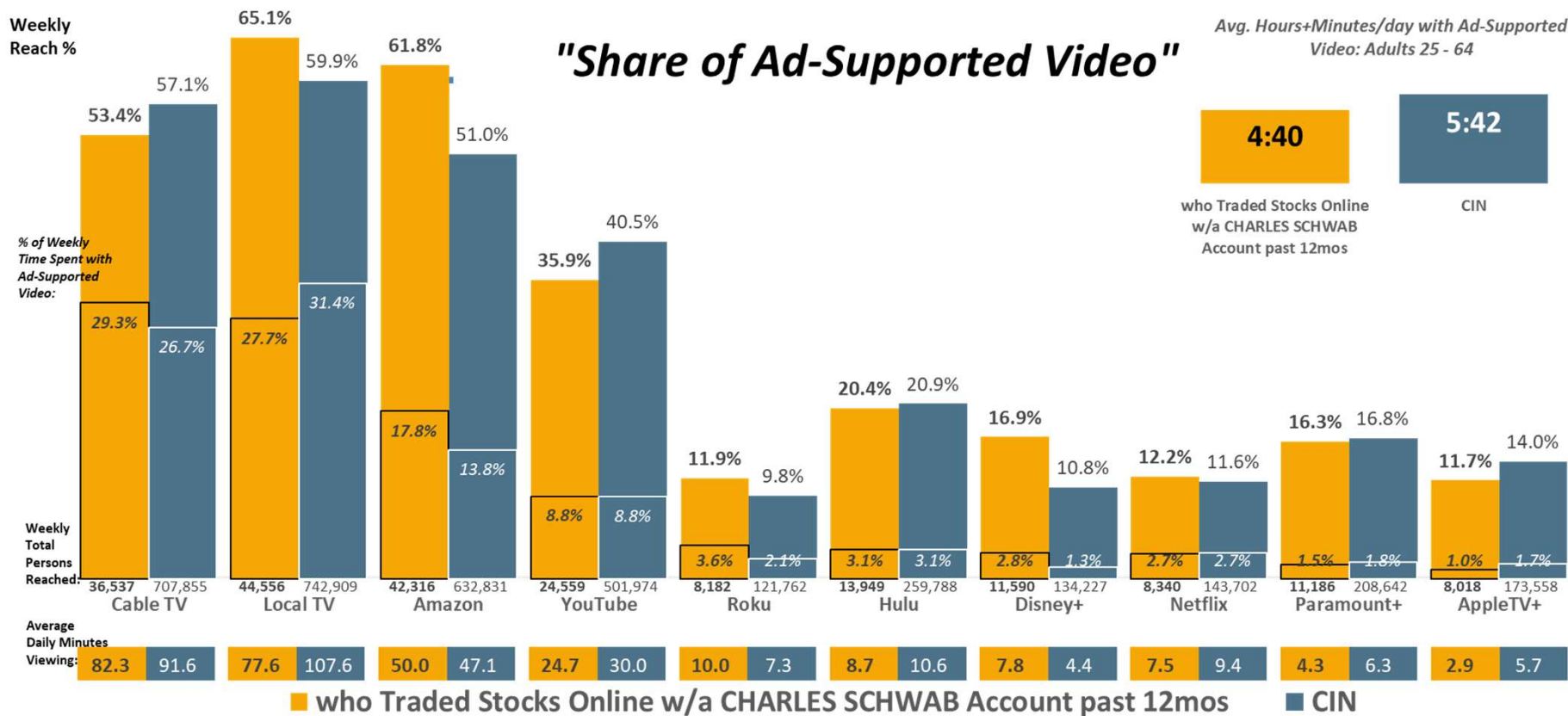
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(((Professional services used by HHLD past 12 months (HHLD): Online investing/stock trading OR Ways used Internet/apps past 30 days on any device: Finance/Legal/Real estate: Online investing/stock trading) AND Has investment account: Yes) AND Investment institutions use: Charles Schwab))



44,556 or 65.1% of Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos watch Ad-Supported Local TV Stations for an average of 77.6 minutes every day representing 27.7% of all time spent daily with Ad-Supported Video.

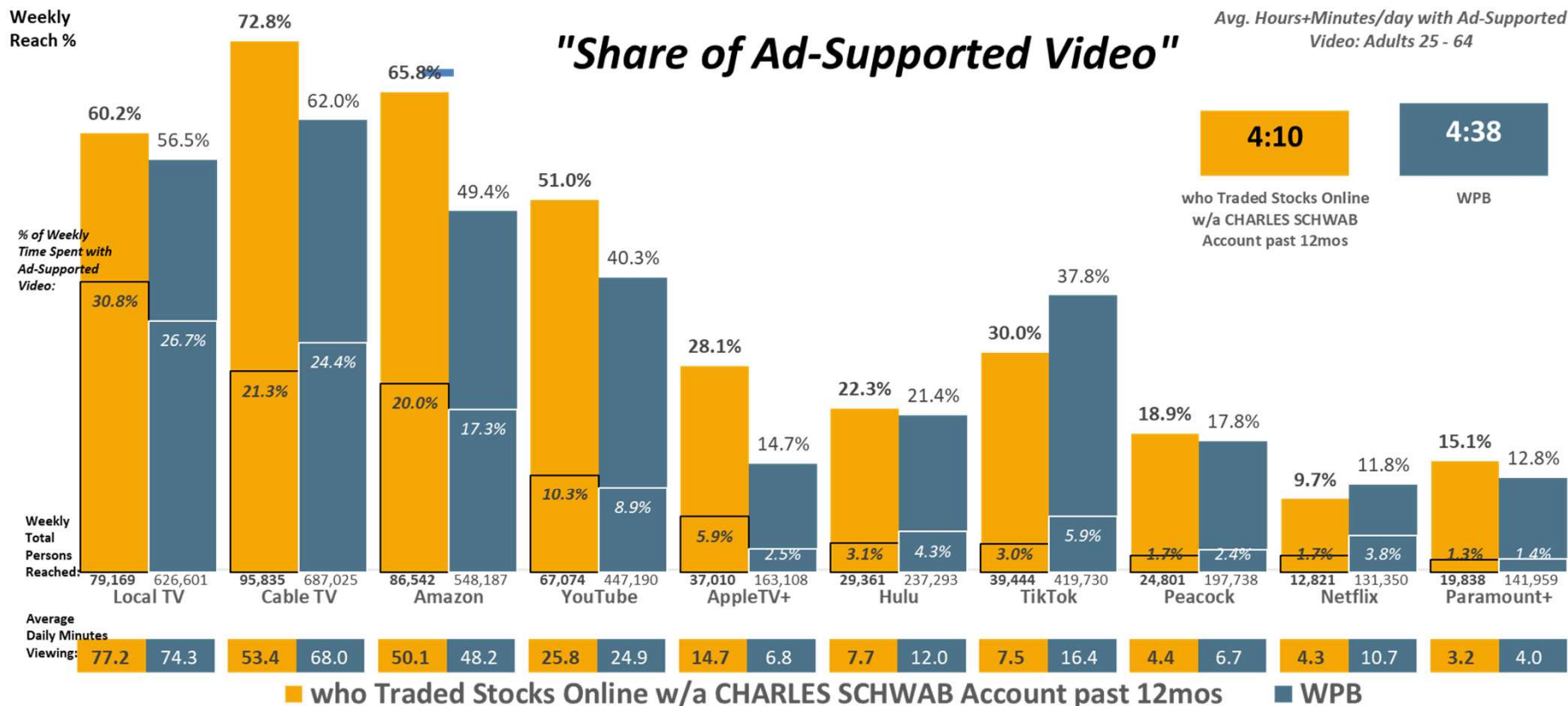
"Share of Ad-Supported Video"





79,169 or 60.2% of Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos watch Ad-Supported Local TV Stations for an average of 77.2 minutes every day representing 30.8% of all time spent daily with Ad-Supported Video.

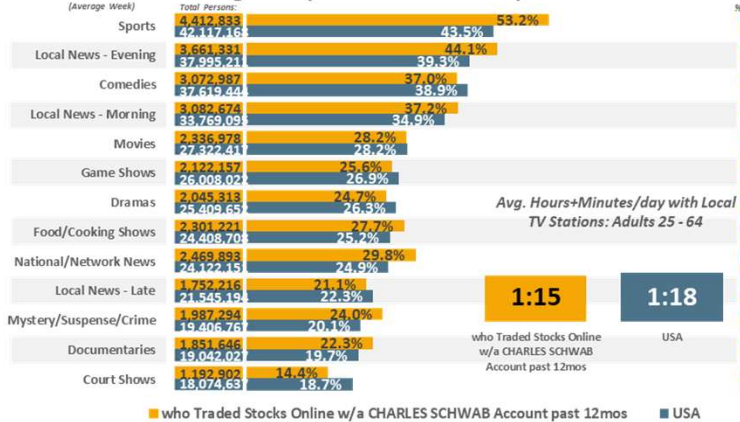
"Share of Ad-Supported Video"



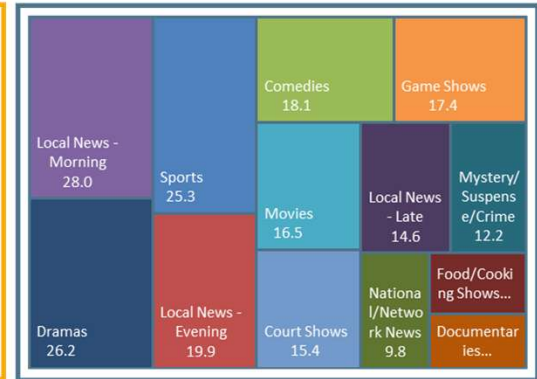
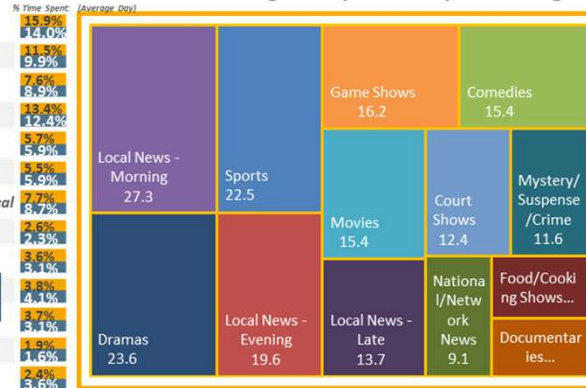


8,235,317 or 57.6% of Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Movies, and National/Network New

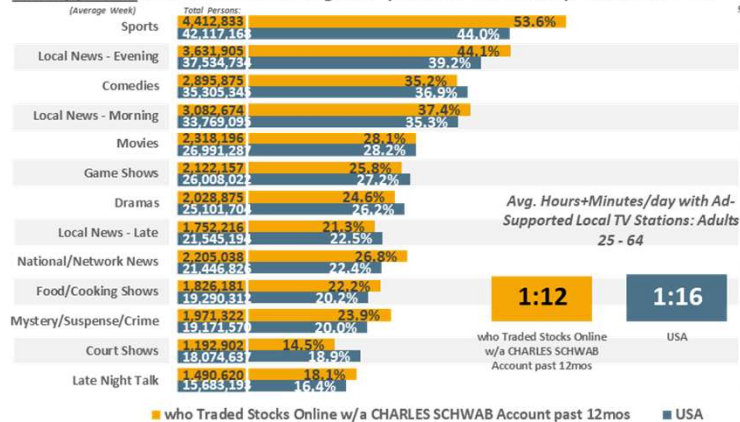
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



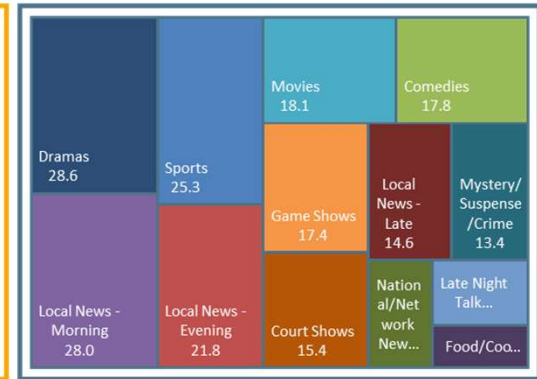
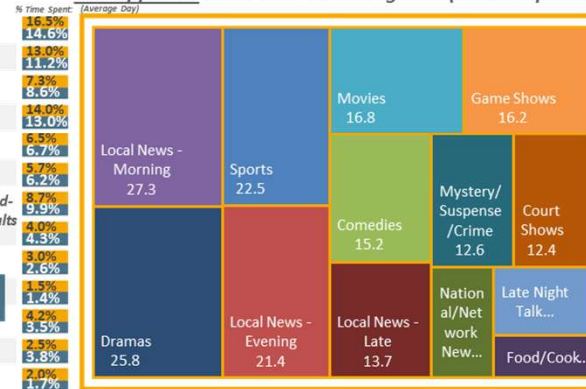
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 64



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2026: Sep24-Jan26 Qual Intab 2,165
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who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos

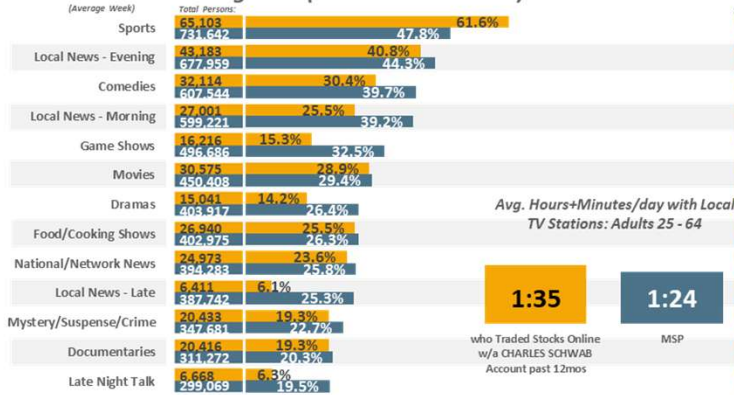
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105,201 or 67.6% of Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Comedies, Local News - Morning, and National/Network News.

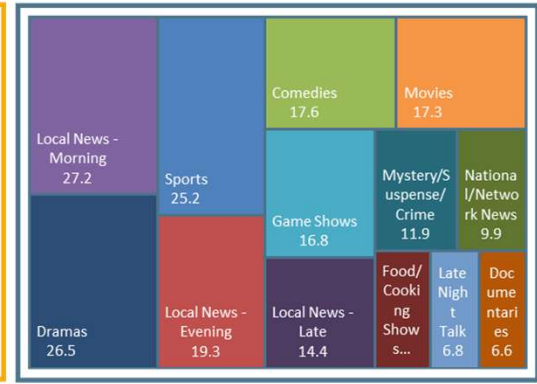
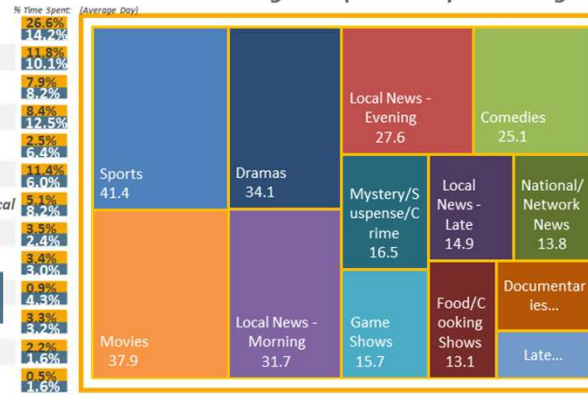
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



Avg. Hours+Minutes/day with Local TV Stations: Adults 25 - 64

1:35 (who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos)
1:24 (MSP)

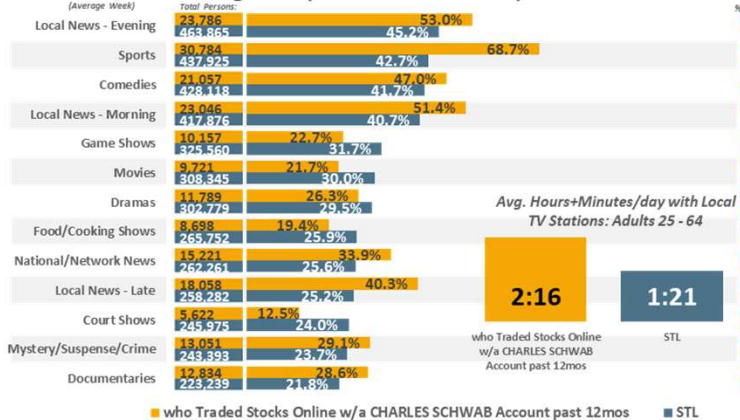
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



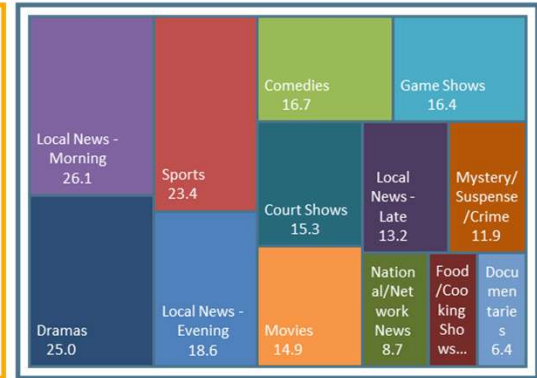
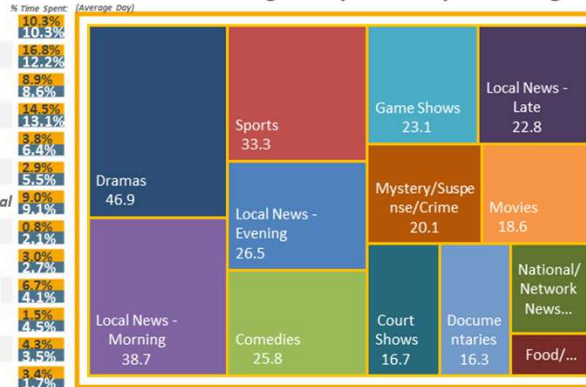


44,760 or 54.% of Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Local News - Late, and National/Netw

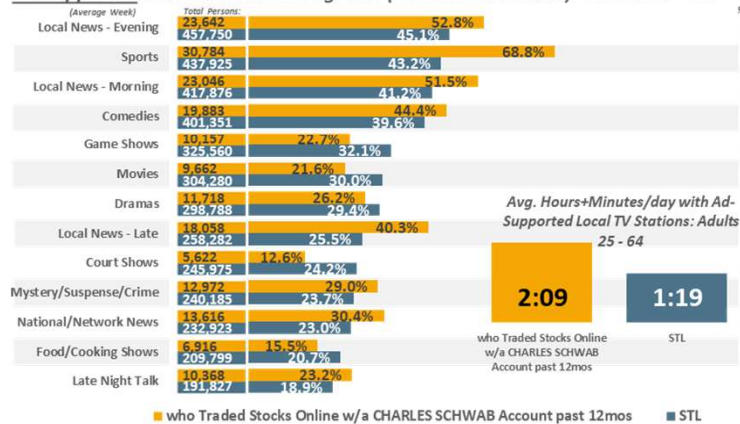
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



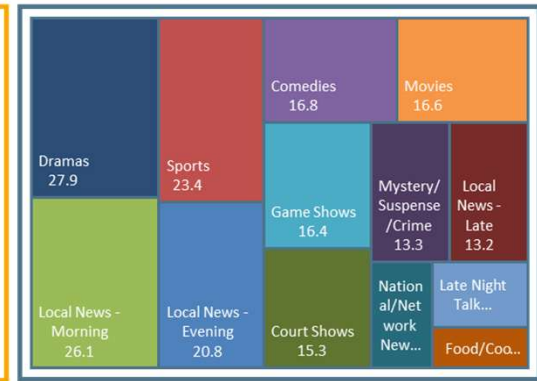
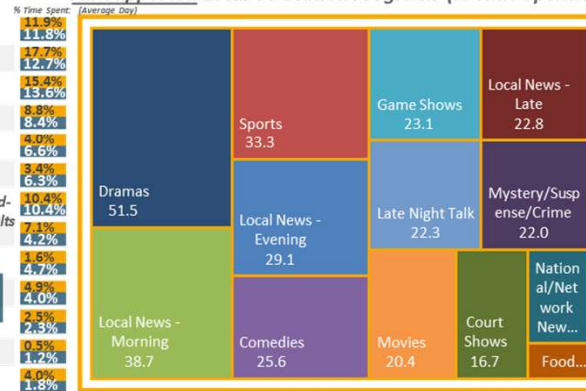
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 64



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 149
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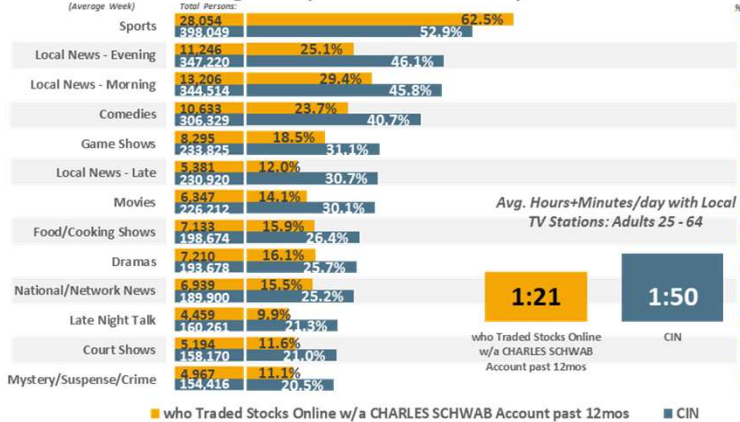
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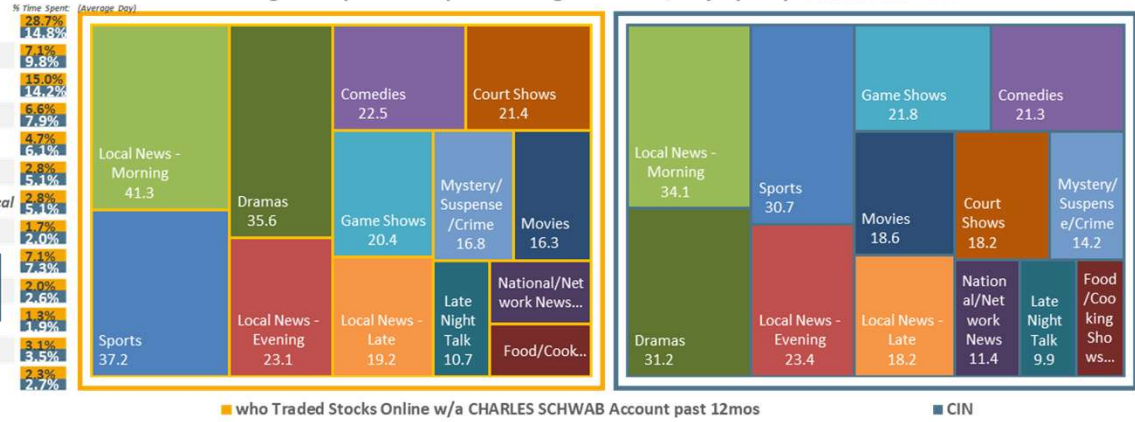


44,556 or 65.1% of Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Local News - Evening, Comedies, Game Shows, and Dramas.

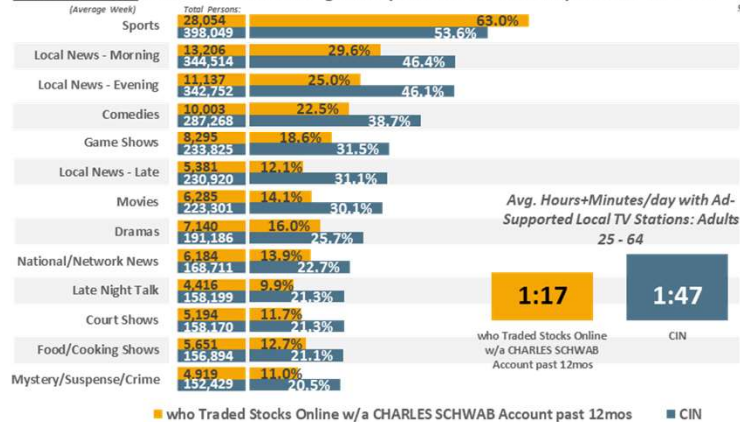
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



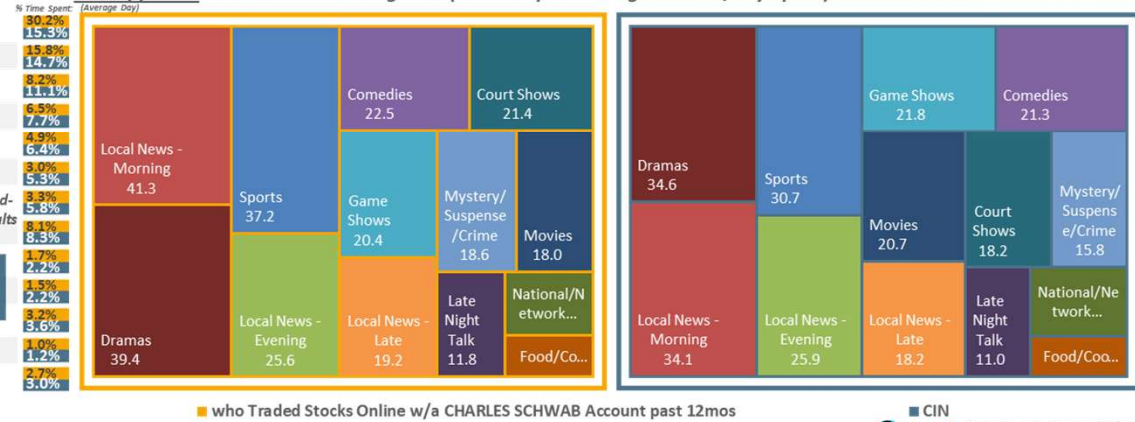
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 64



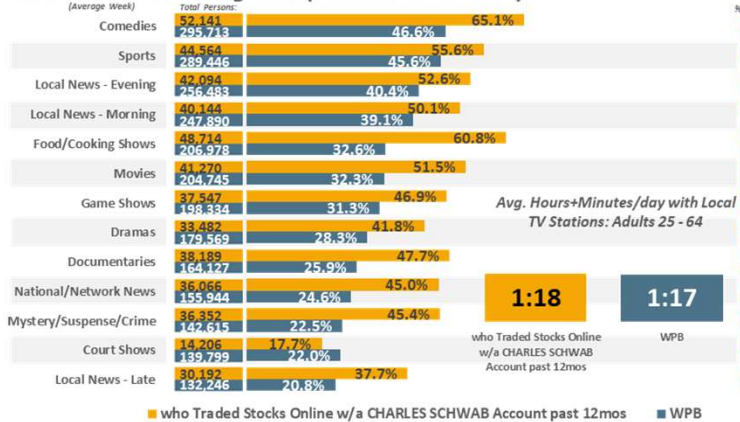
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



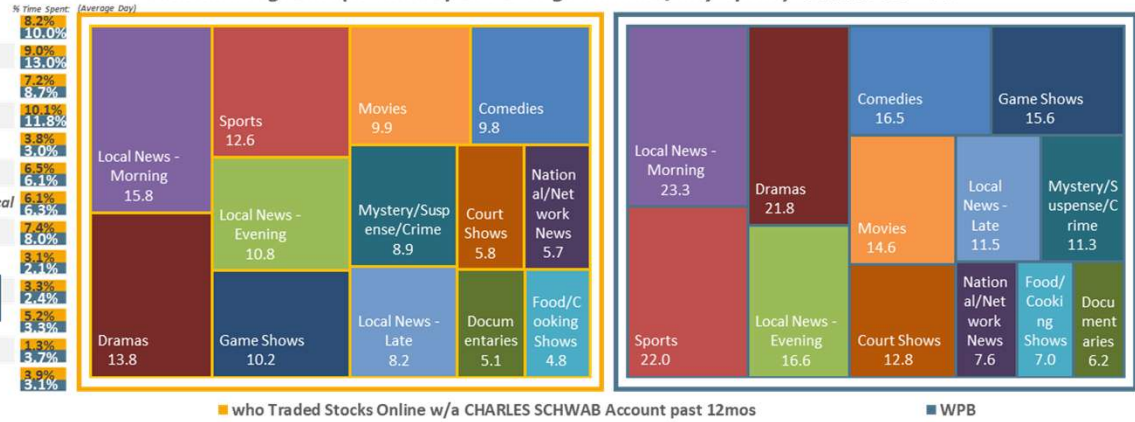


79,169 or 60.2% of Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Sports, Local News - Evening, Movies, Local News - Morning, and Food/Cooking Shows.

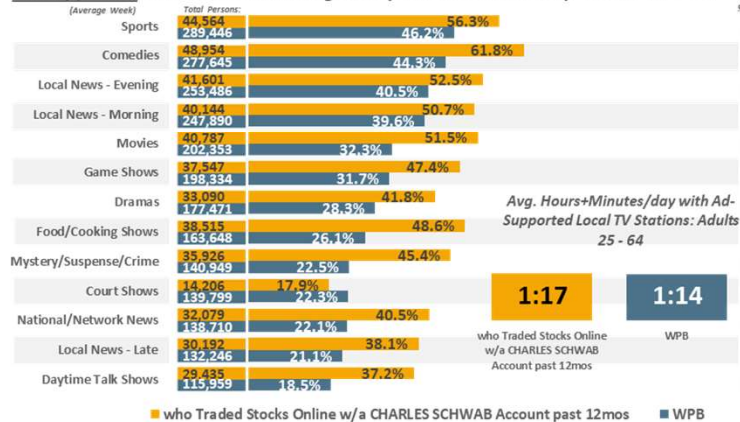
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



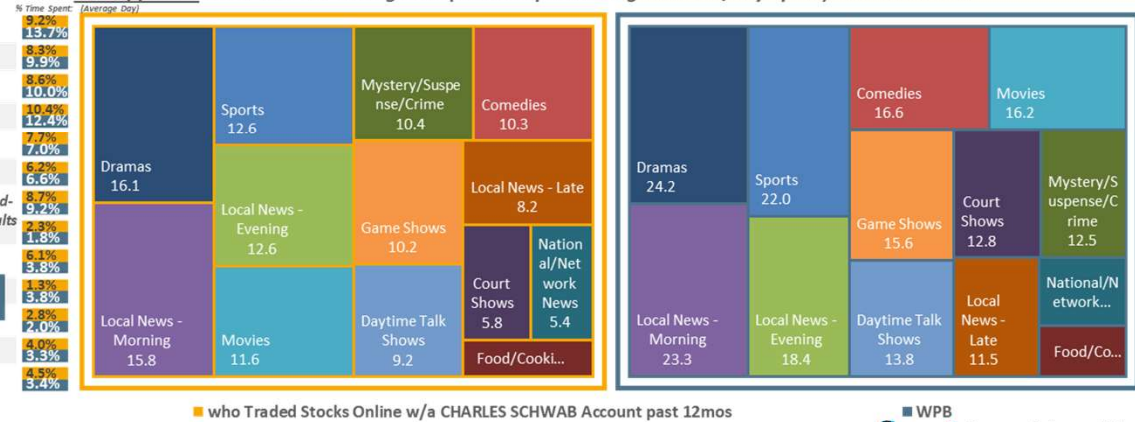
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 64



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 220
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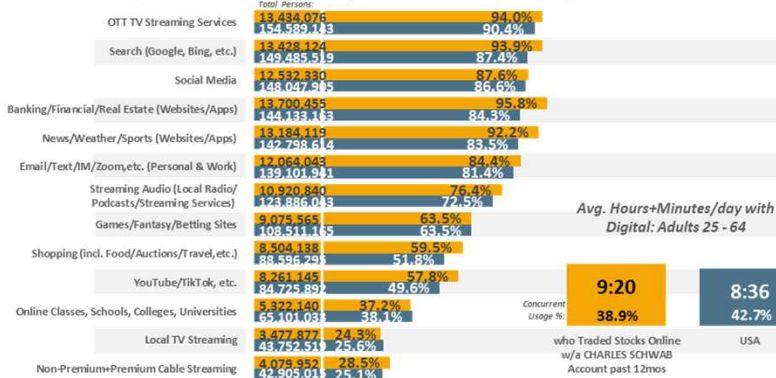
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10,731,450 or 75.1% of Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos use Ad-Supported Social Media for an average of 128.9 minutes every day representing 23.0% of all time spent daily with Ad-Supported Digital Media.

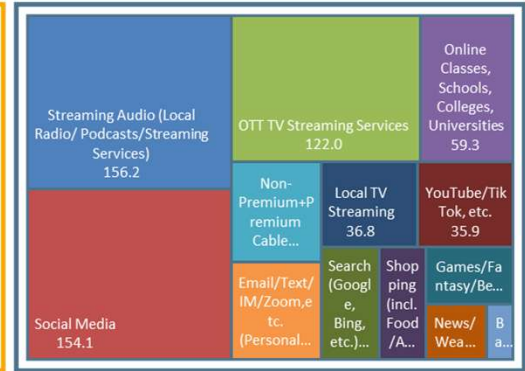
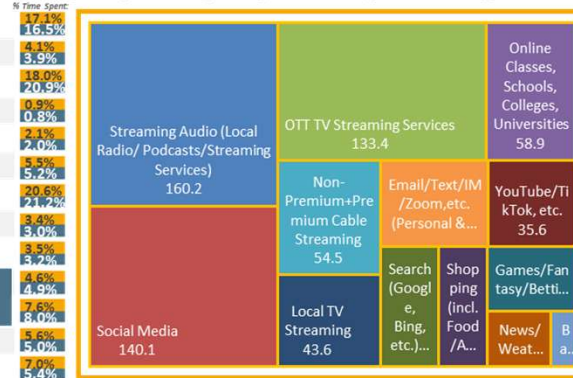
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



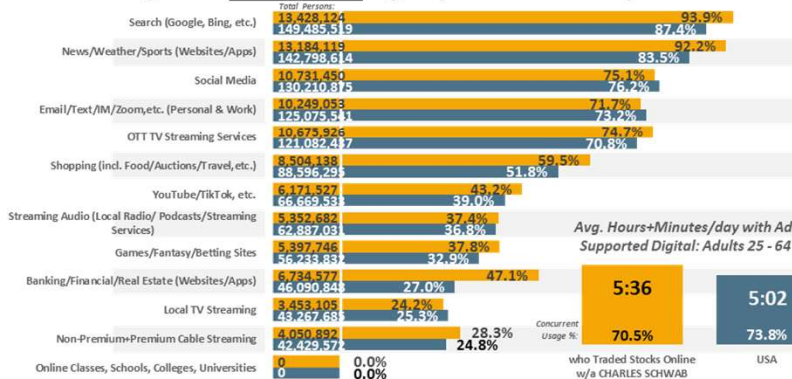
Avg. Hours+Minutes/day with Digital: Adults 25 - 64



Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



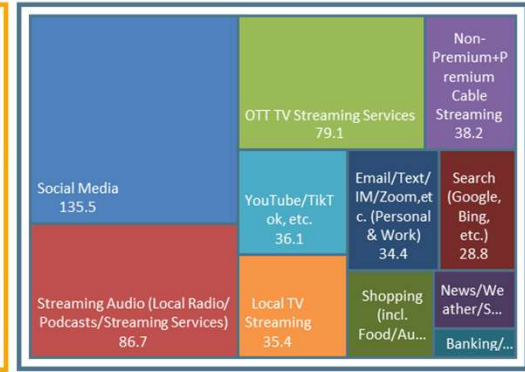
Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 64



Avg. Hours+Minutes/day with Ad-Supported Digital: Adults 25 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos

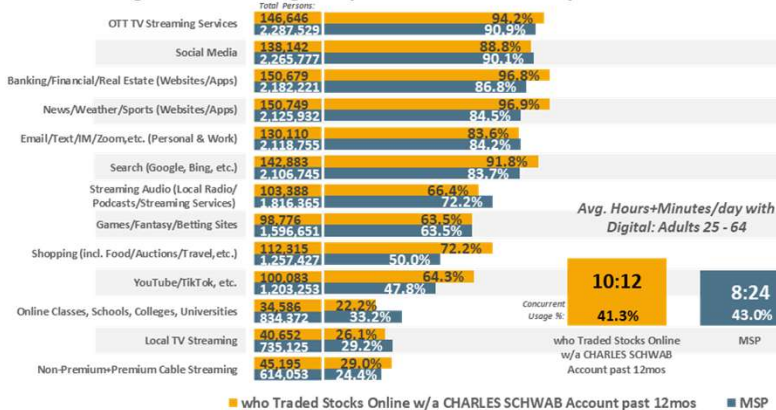
USA
soefa.ai Share of Everything for Anything

(((Professional services used by HHLD past 12 months (HHLD): Online investing/stock trading OR Ways used Internet/apps past 30 days on any device: Finance/Legal/Real estate: Online investing/stock trading) AND Has investment account: Yes) AND Investment institutions use: Charles Schwab))

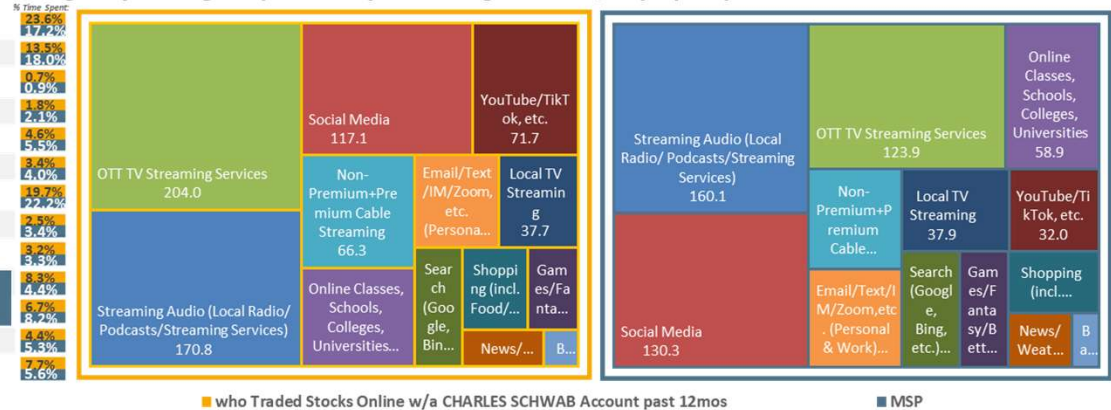


117,853 or 75.7% of Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos use Ad-Supported Social Media for an average of 107.8 minutes every day representing 17.5% of all time spent daily with Ad-Supported Digital Media.

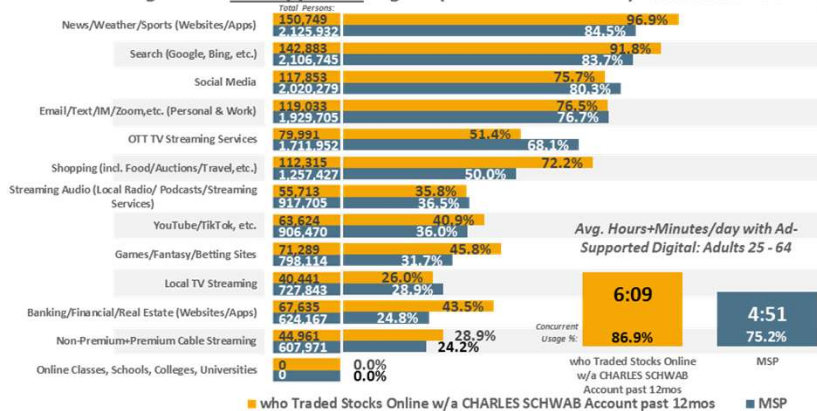
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



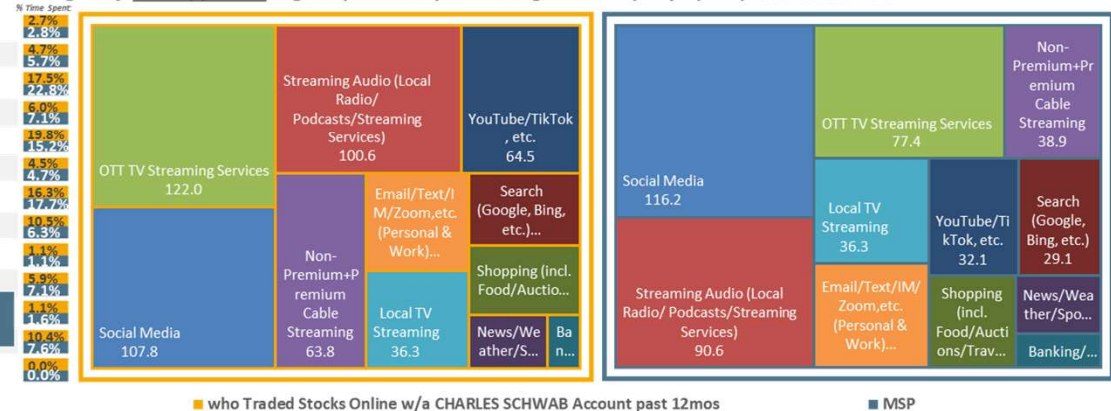
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 139
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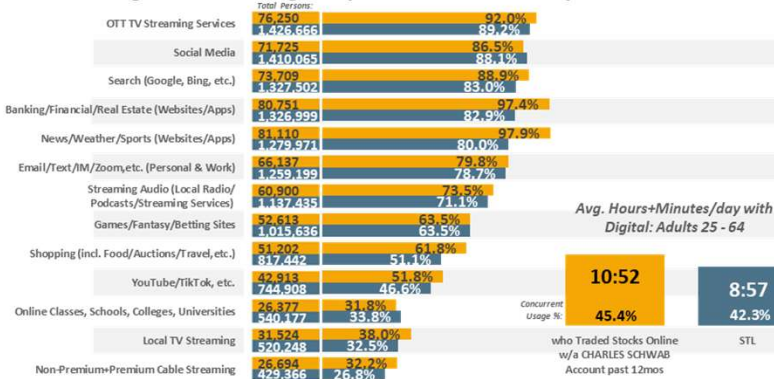
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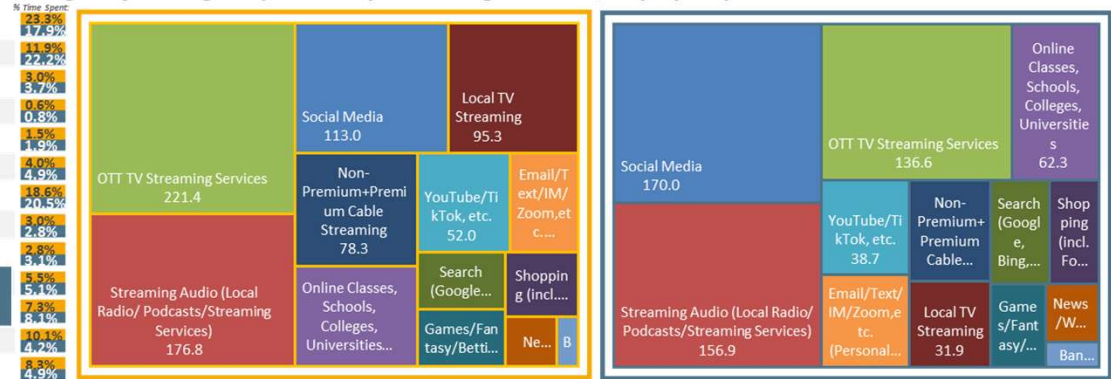


63,399 or 76.5% of Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos use Ad-Supported Social Media for an average of 104. minutes every day representing 15.6% of all time spent daily with Ad-Supported Digital Media.

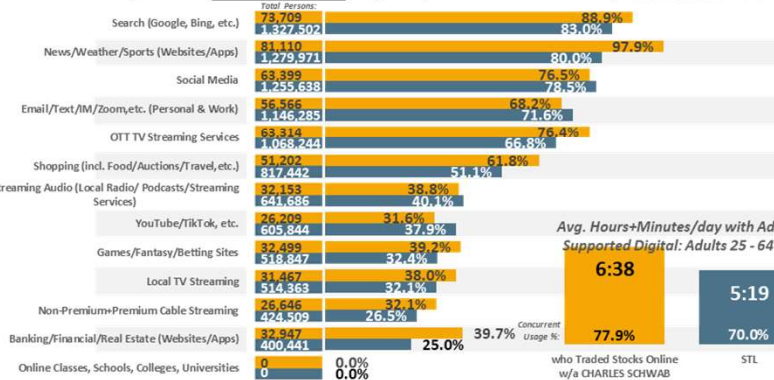
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



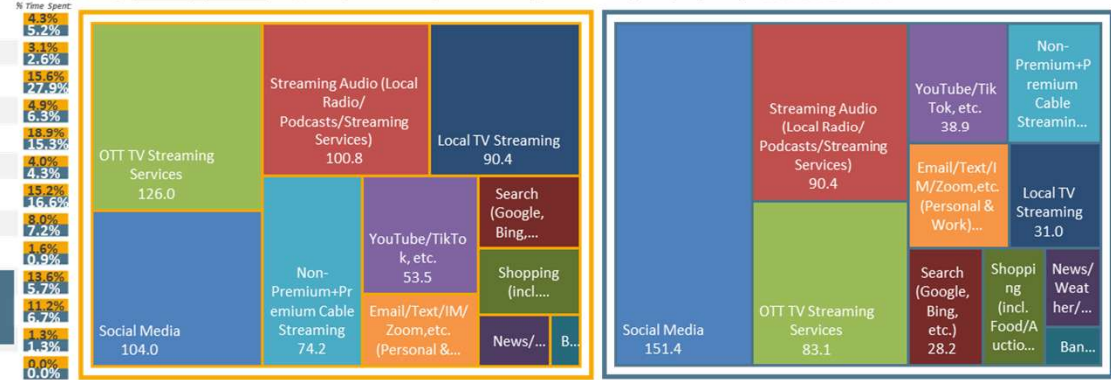
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 64



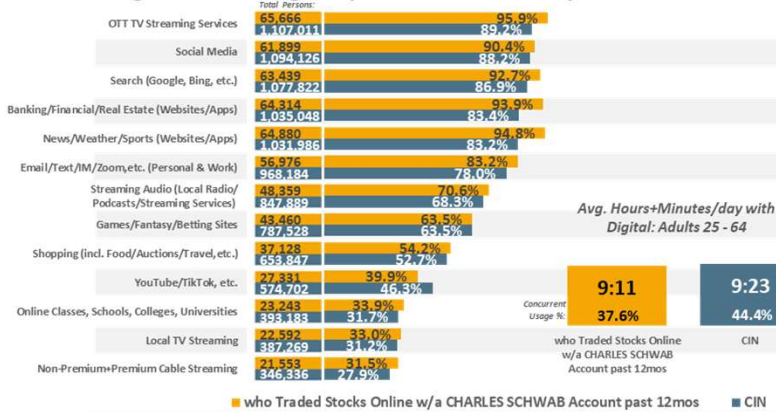
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



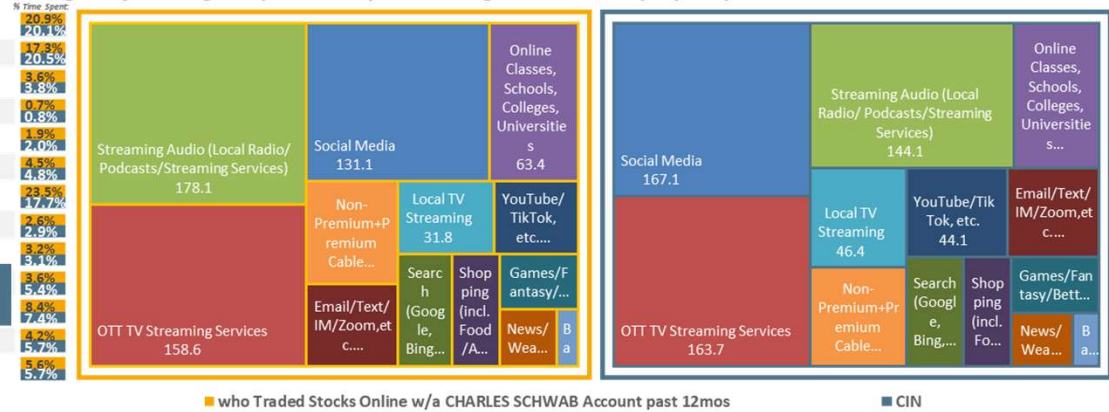


52,713 or 77.% of Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos use Ad-Supported Social Media for an average of 120.6 minutes every day representing 22.8% of all time spent daily with Ad-Supported Digital Media.

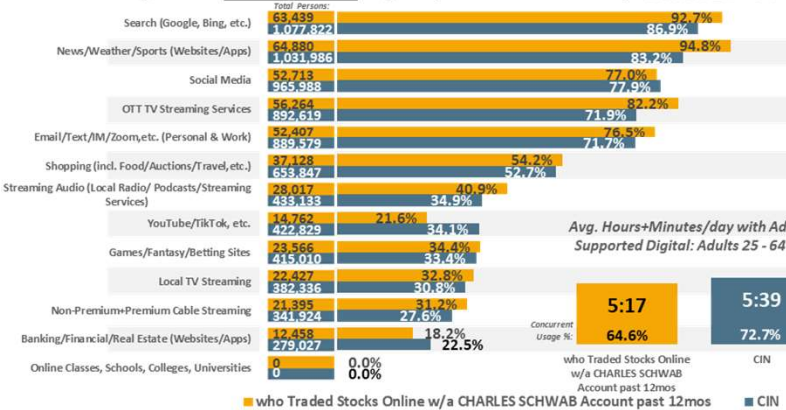
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



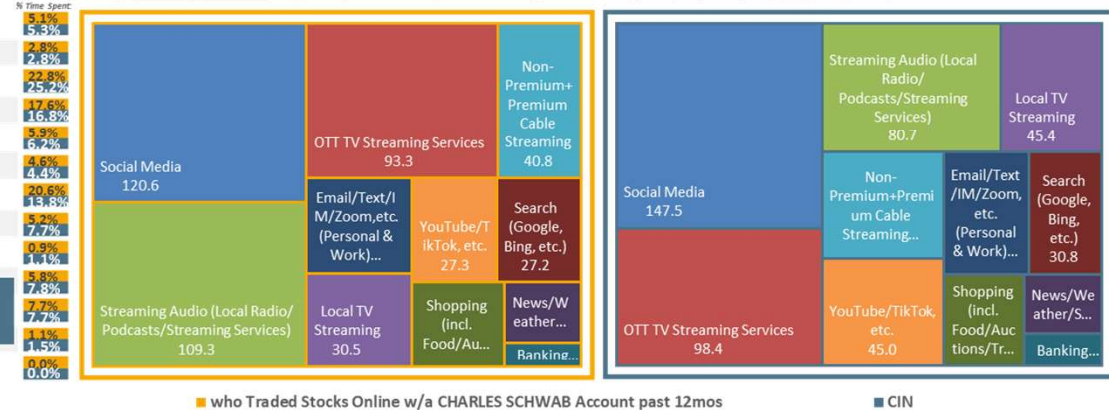
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



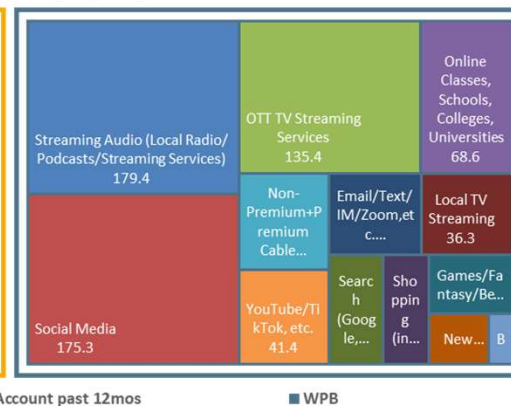
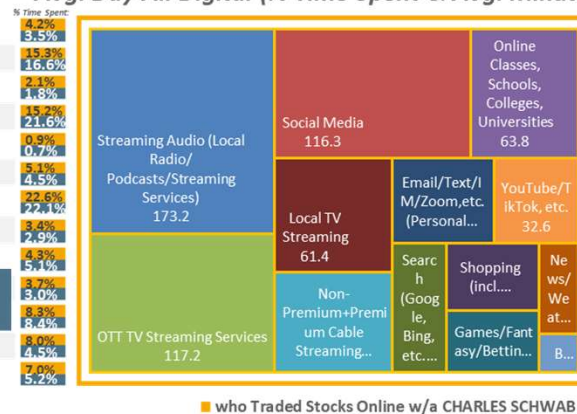
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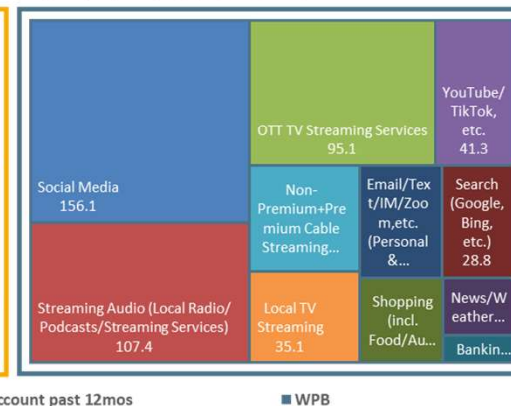
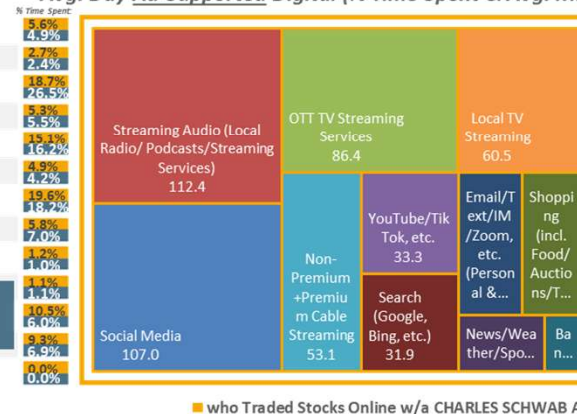
(((Professional services used by HHLD past 12 months (HHLD): Online investing/stock trading OR Ways used Internet/apps past 30 days on any device: Finance/Legal/Real estate: Online investing/stock trading) AND Has investment account: Yes) AND Investment institutions use: Charles Schwab))



Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



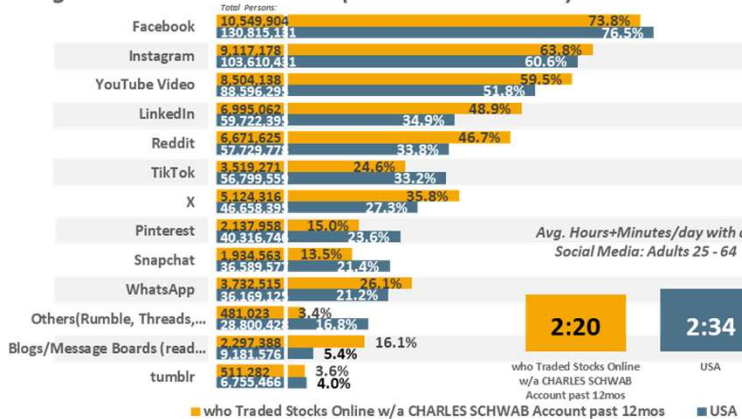
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(((Professional services used by HHLD past 12 months (HHLD): Online investing/stock trading OR Ways used Internet/apps past 30 days on any device: Finance/Legal/Real estate: Online investing/stock trading) AND Has investment account: Yes) AND Investment institutions use: Charles Schwab))

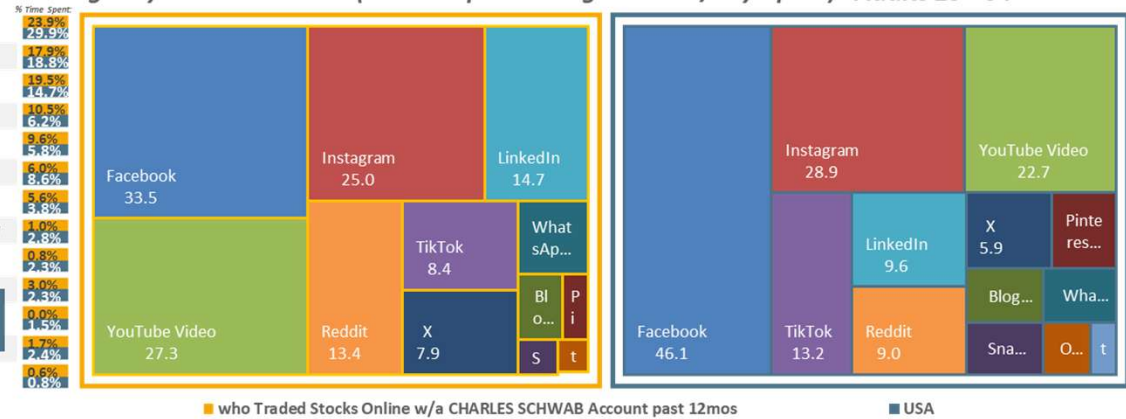


10,549,904 or 73.8% of Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos use Ad-Supported Facebook for an average of 34.4 minutes every day representing 28.7% of all time spent daily with Ad-Supported Social Media.

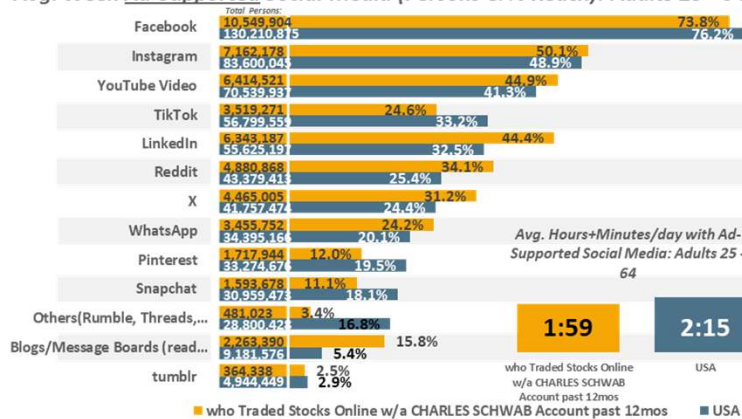
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



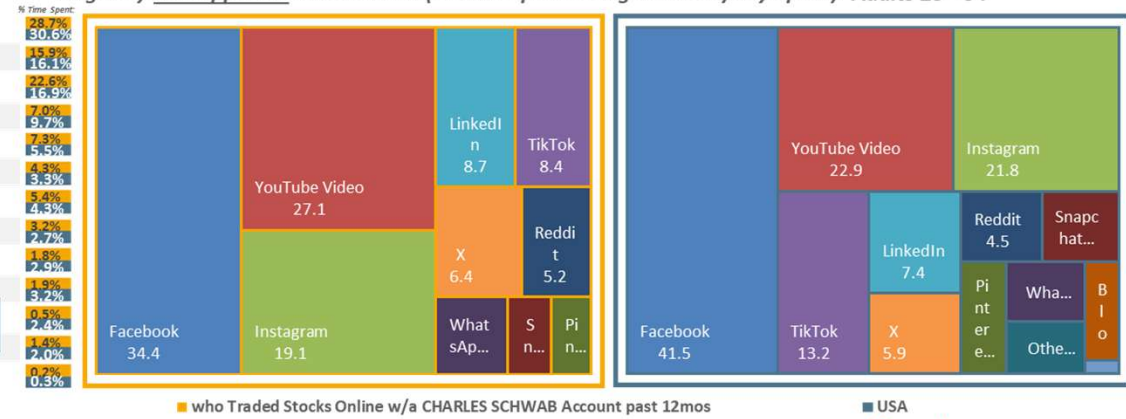
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2026: Sep24-Jan26 Qual Intab 2,165
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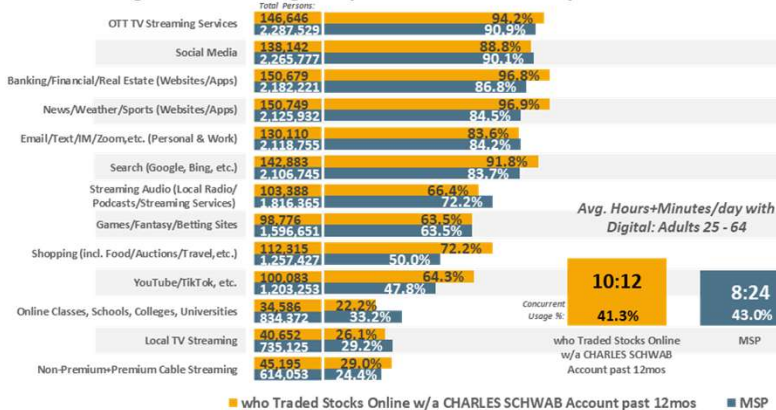
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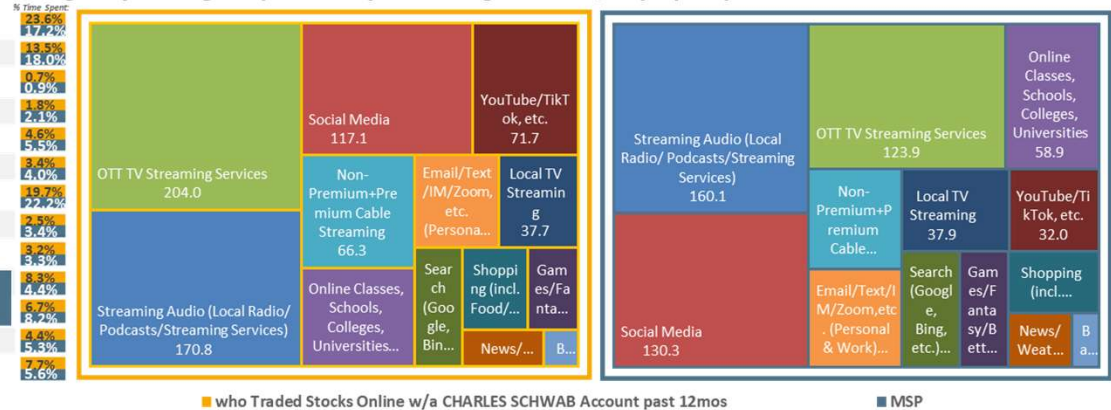


117,853 or 75.7% of Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos use Ad-Supported Social Media for an average of 107.8 minutes every day representing 17.5% of all time spent daily with Ad-Supported Digital Media.

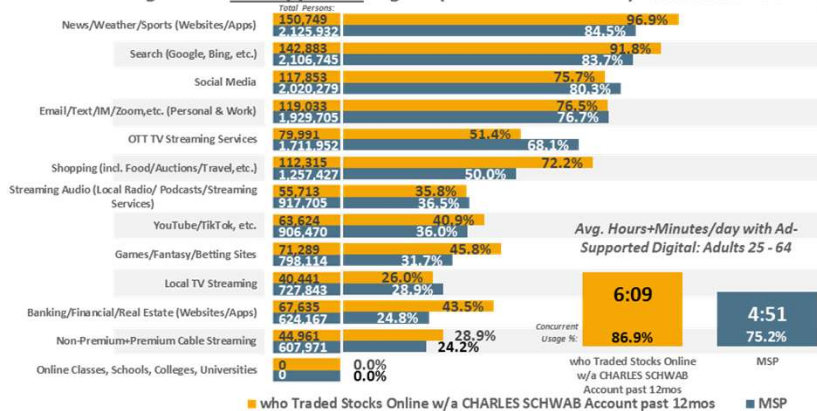
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



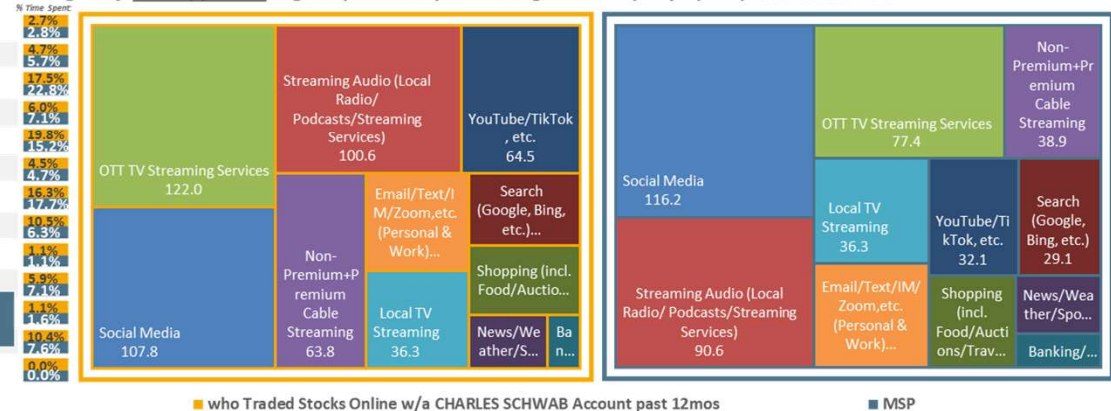
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 139
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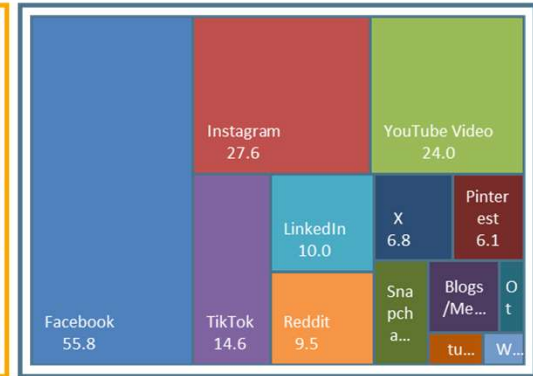
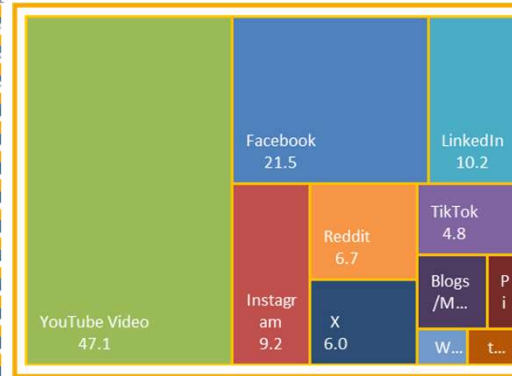
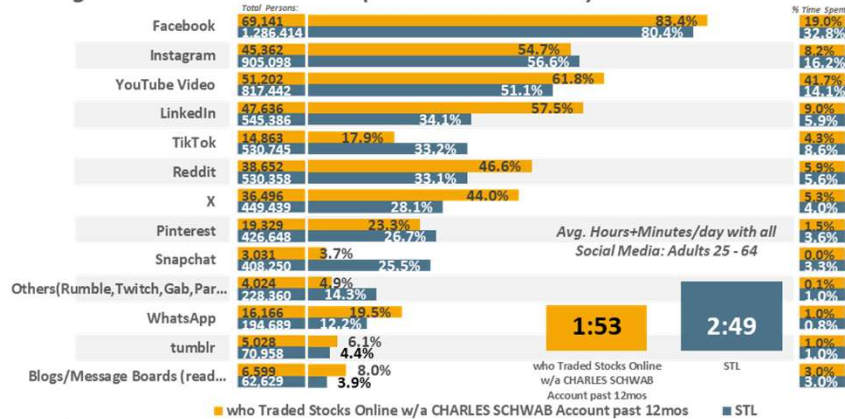
(((Professional services used by HHLD past 12 months (HHLD): Online investing/stock trading OR Ways used Internet/apps past 30 days on any device: Finance/Legal/Real estate: Online investing/stock trading) AND Has investment account: Yes) AND Investment institutions use: Charles Schwab))



34,498 or 41.6% of Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos use Ad-Supported YouTube Video for an average of 48.6 minutes every day representing 48.7% of all time spent daily with Ad-Supported Social Media.

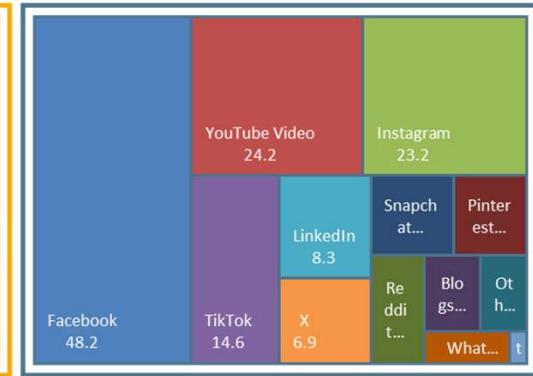
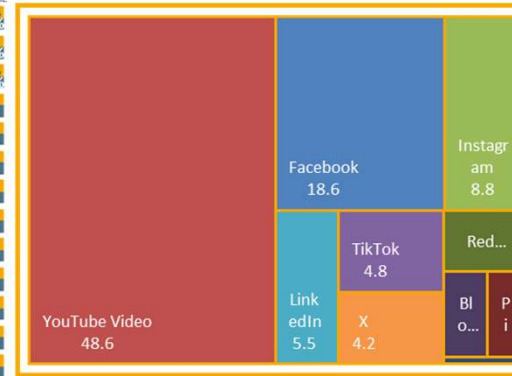
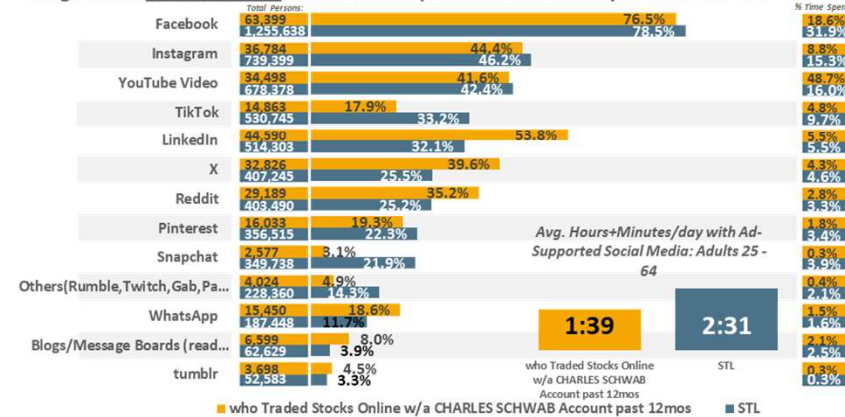
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64

Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 64

Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

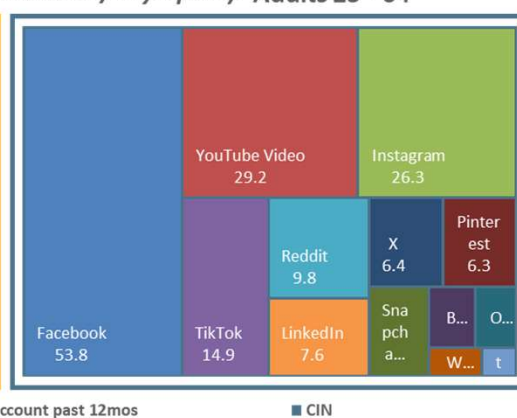
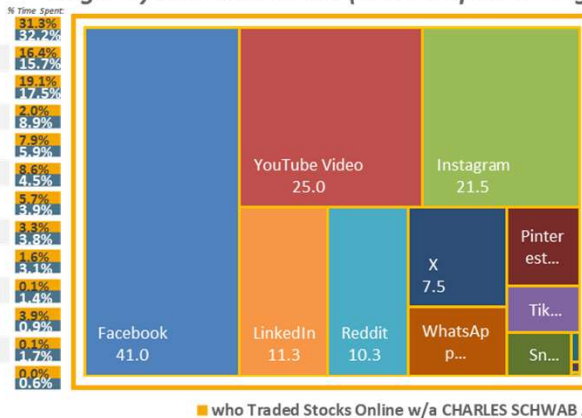
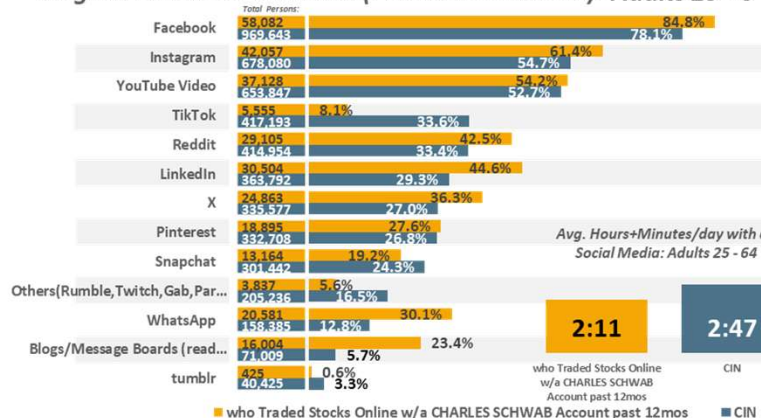




52,713 or 77.% of Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos use Ad-Supported Facebook for an average of 35.3 minutes every day representing 31.6% of all time spent daily with Ad-Supported Social Media.

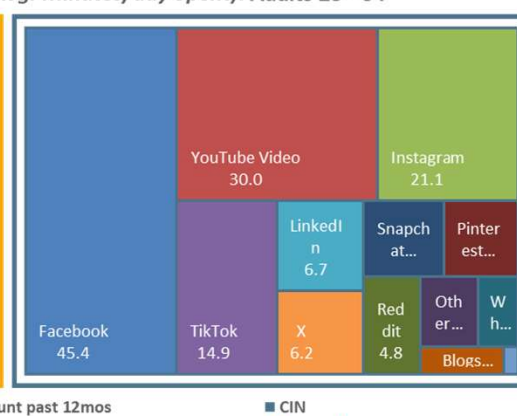
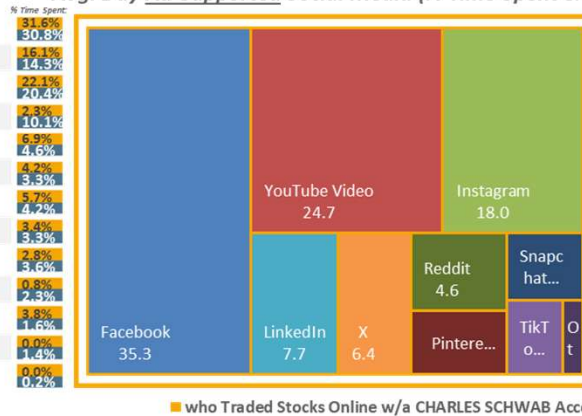
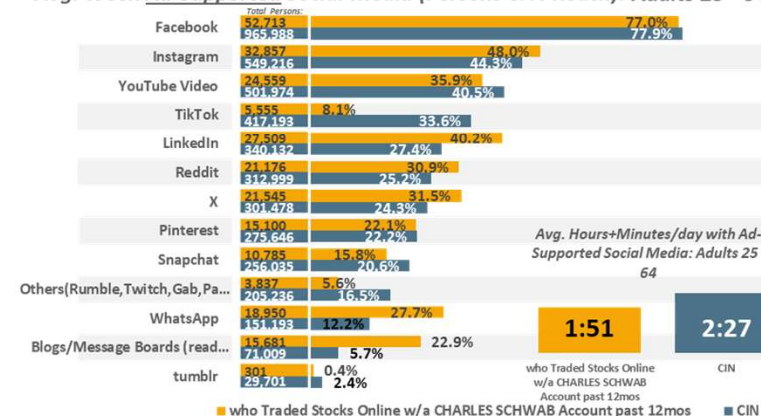
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64

Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 64

Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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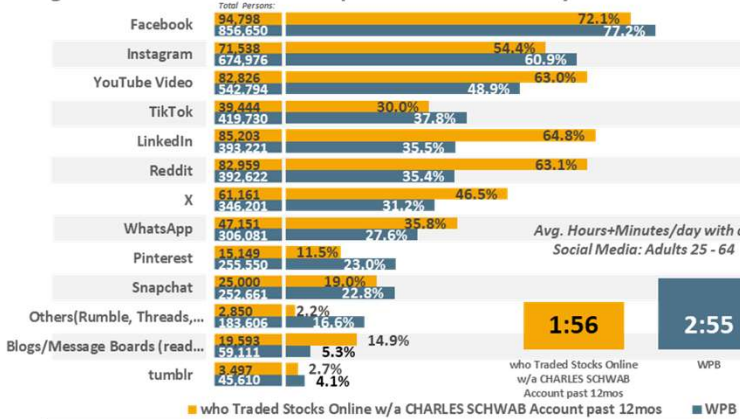
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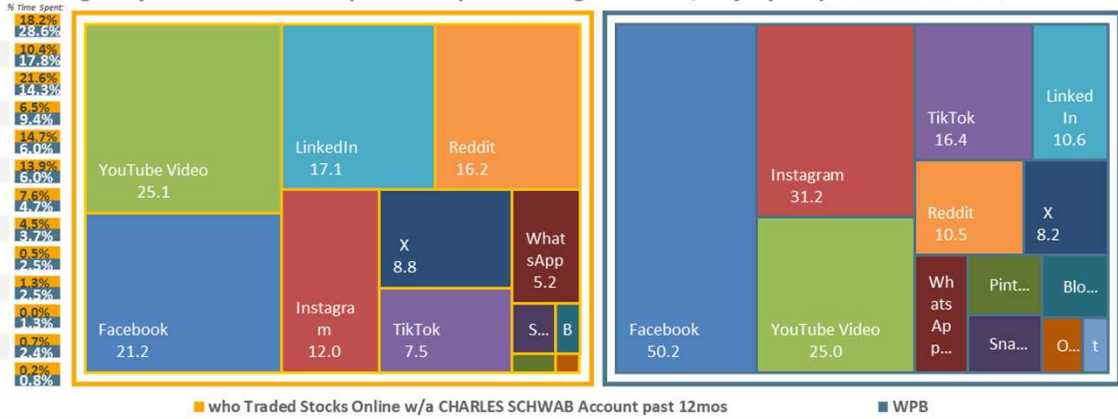


94,798 or 72.1% of Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos use Ad-Supported Facebook for an average of 26.1 minutes every day representing 25.3% of all time spent daily with Ad-Supported Social Media.

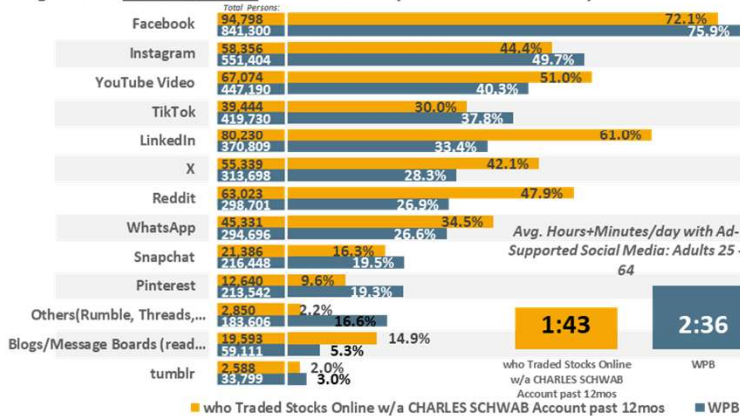
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



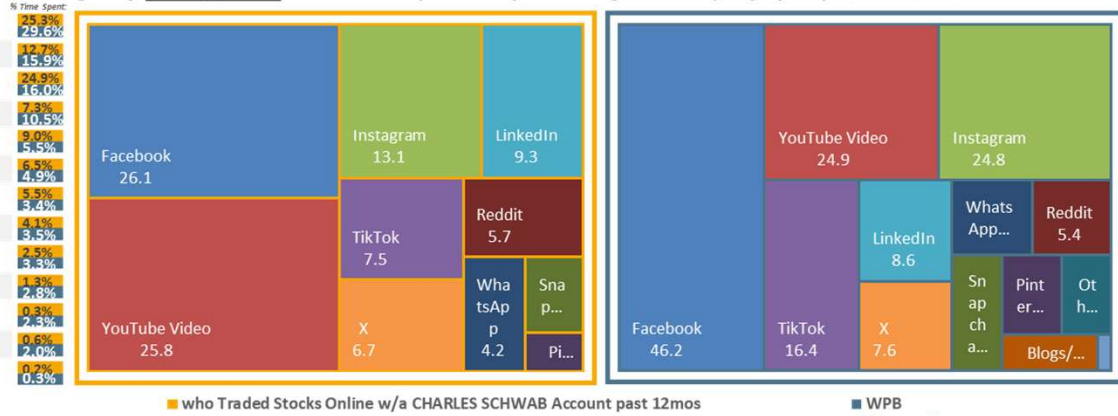
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 64



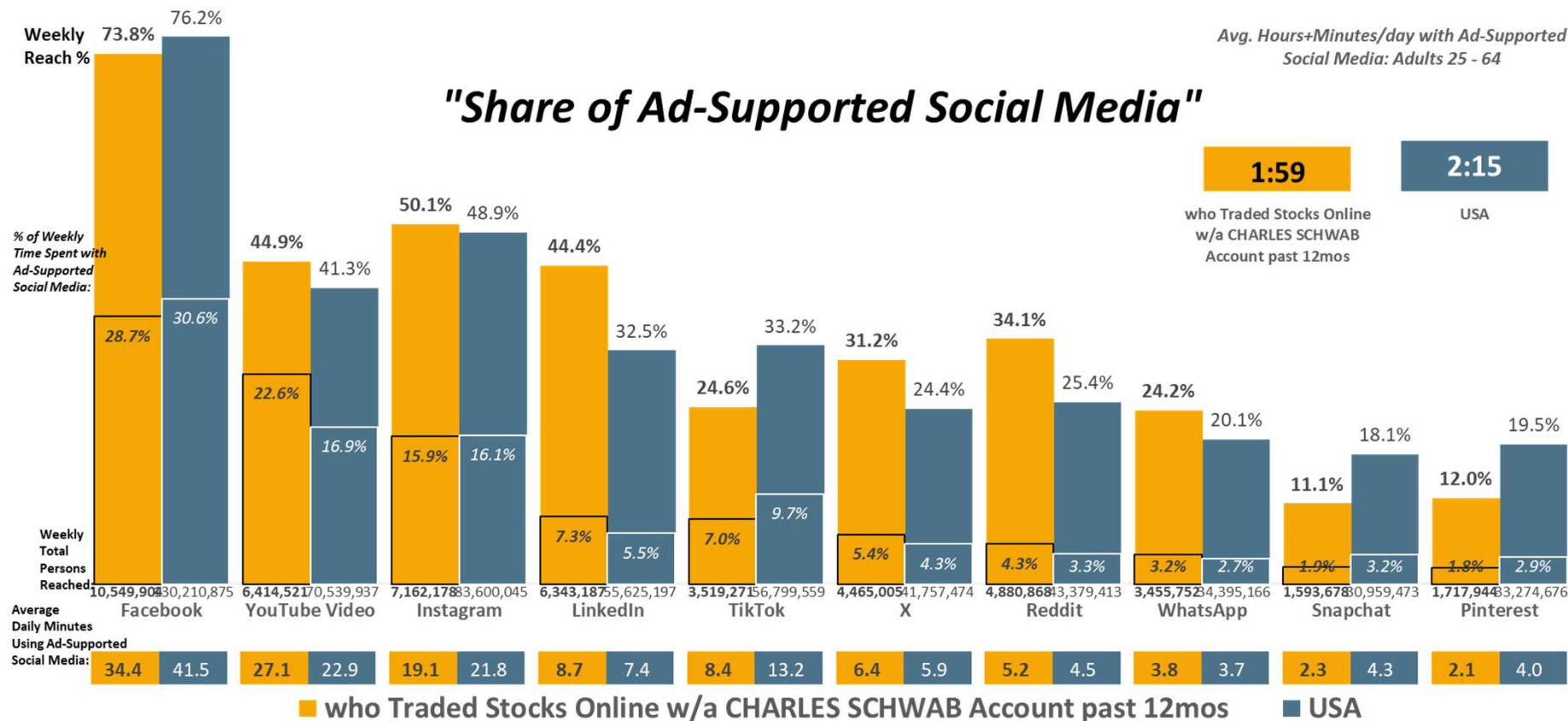
Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64





10,549,904 or 73.8% of Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos use Ad-Supported Facebook for an average of 34.4 minutes every day representing 28.7% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



USA USA Projection Scarborough R1 2026: Sep24-Jan26 Qual Intab 2,165 Scarborough R1 2026: Sep24-Jan26 USA Projection Scarborough R1 2026: Sep24-Jan26 Qual Intab 25,371
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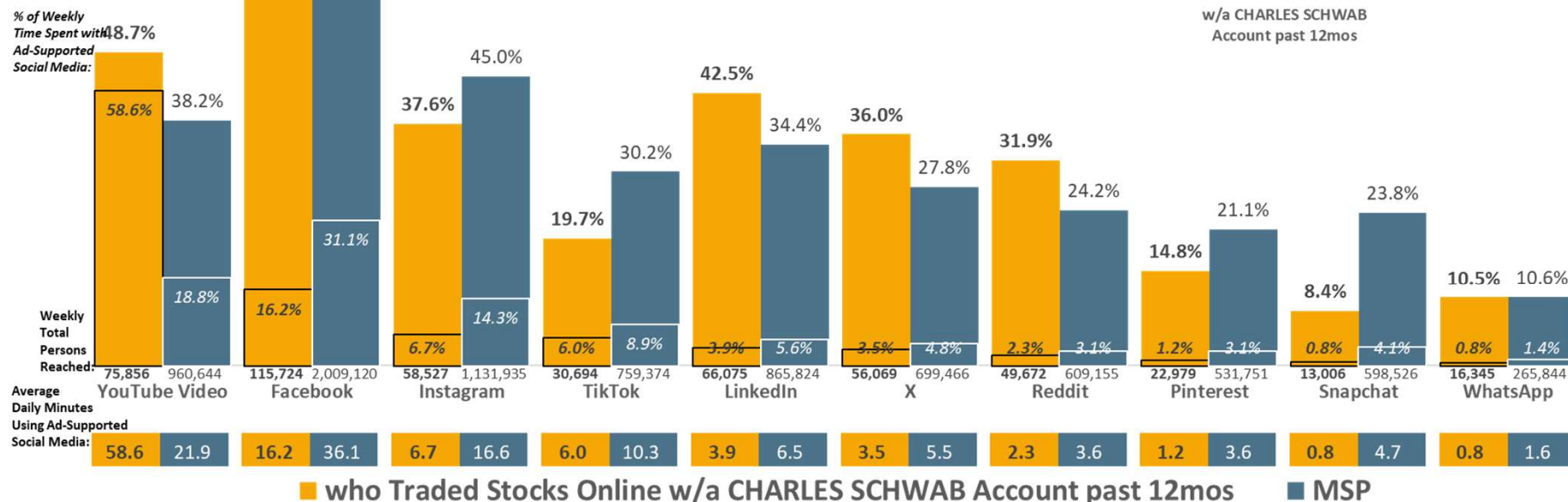


75,856 or 48.7% of Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos use Ad-Supported YouTube Video for an average of 58.6 minutes every day representing 58.6% of all time spent daily with Ad-Supported Social Media.

Weekly
Reach %

Avg. Hours+Minutes/day with Ad-Supported
Social Media: Adults 25 - 64

"Share of Ad-Supported Social Media"



1:39

who Traded Stocks Online
w/a CHARLES SCHWAB
Account past 12mos

1:56

MSP

MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 139 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081
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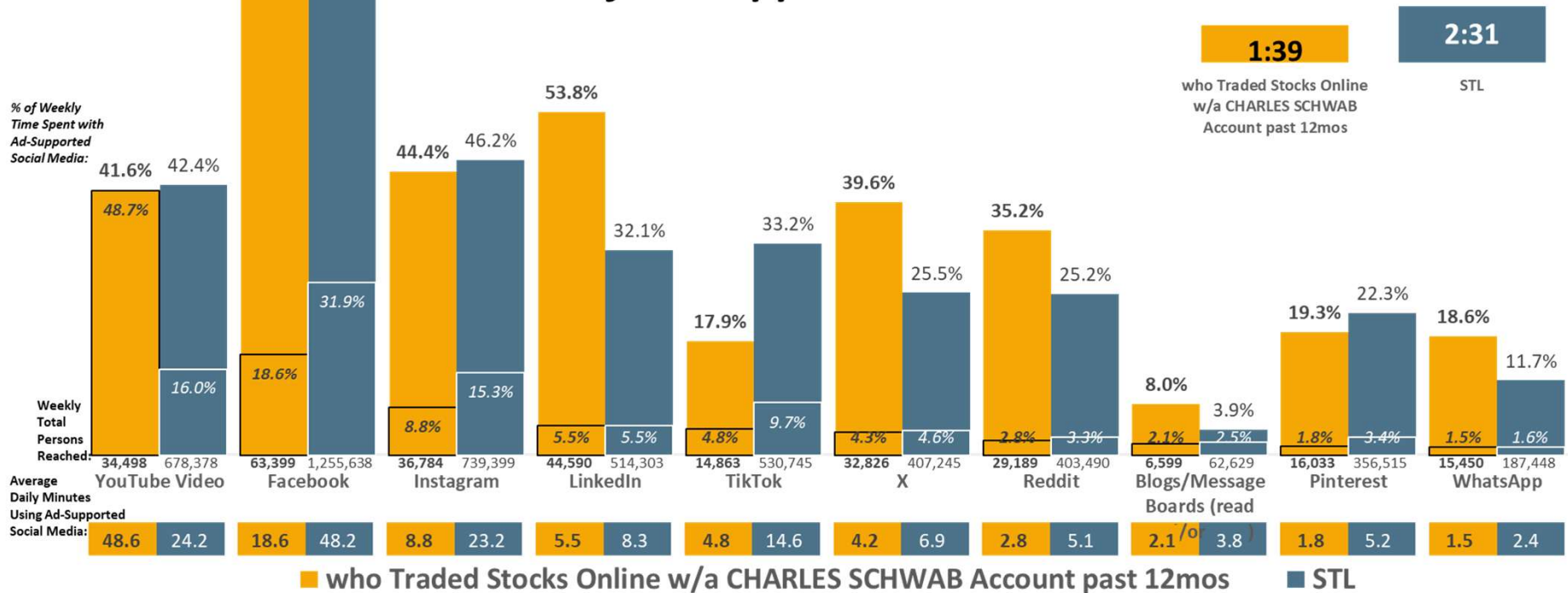


34,498 or 41.6% of Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos use Ad-Supported YouTube Video for an average of 48.6 minutes every day representing 48.7% of all time spent daily with Ad-Supported Social Media.

Weekly
Reach %

Avg. Hours+Minutes/day with Ad-Supported
Social Media: Adults 25 - 64

"Share of Ad-Supported Social Media"



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 149
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ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

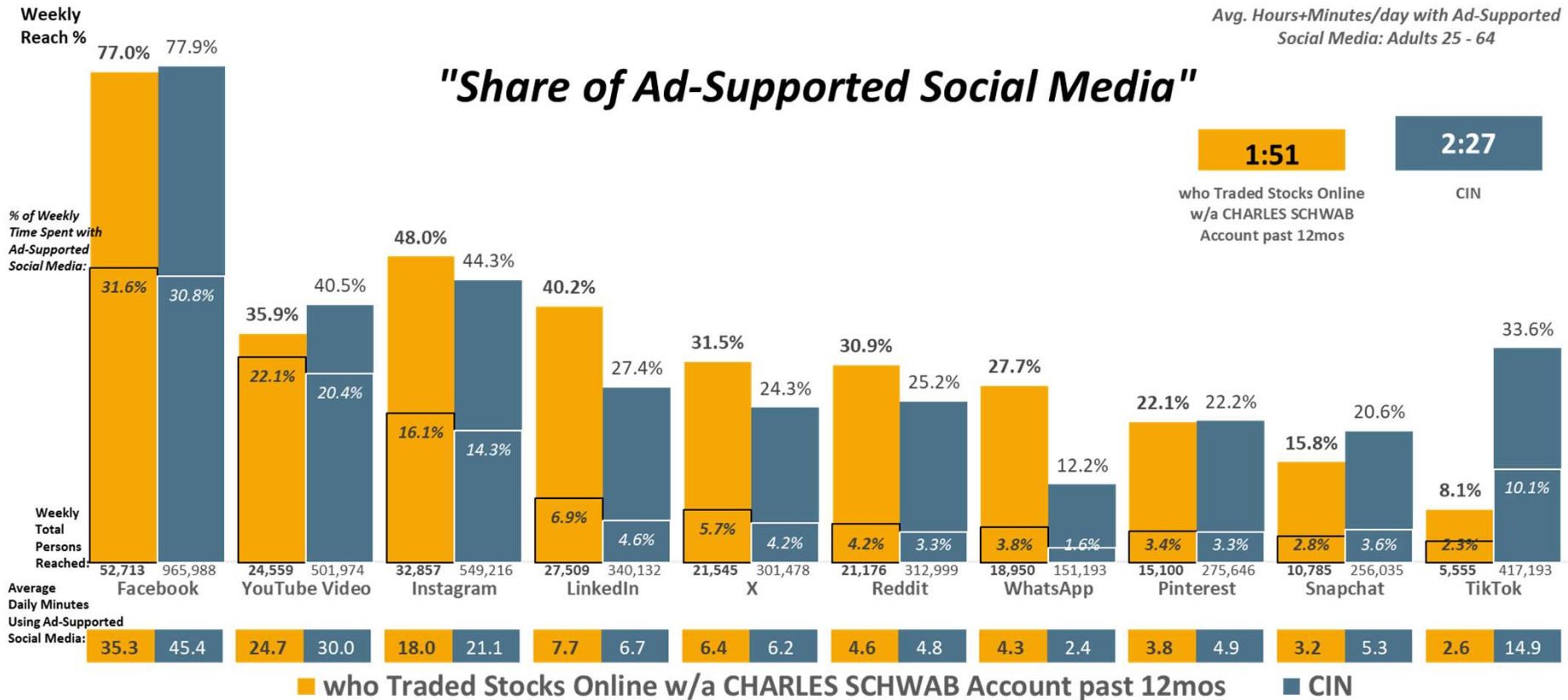
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(((Professional services used by HHLD past 12 months (HHLD): Online investing/stock trading OR Ways used Internet/apps past 30 days on any device: Finance/Legal/Real estate: Online investing/stock trading) AND Has investment account: Yes) AND Investment institutions use: Charles Schwab))



52,713 or 77.0% of Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos use Ad-Supported Facebook for an average of 35.3 minutes every day representing 31.6% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



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CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

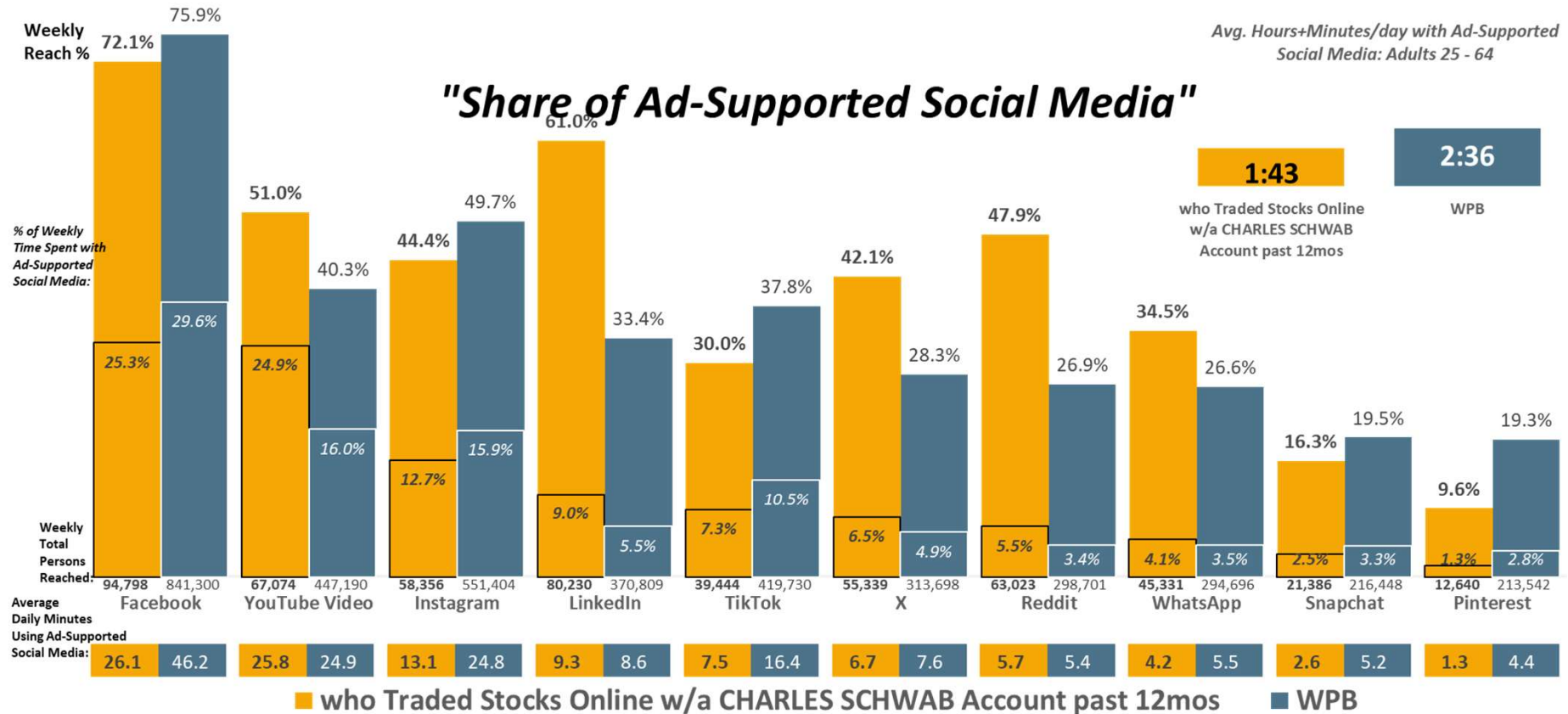
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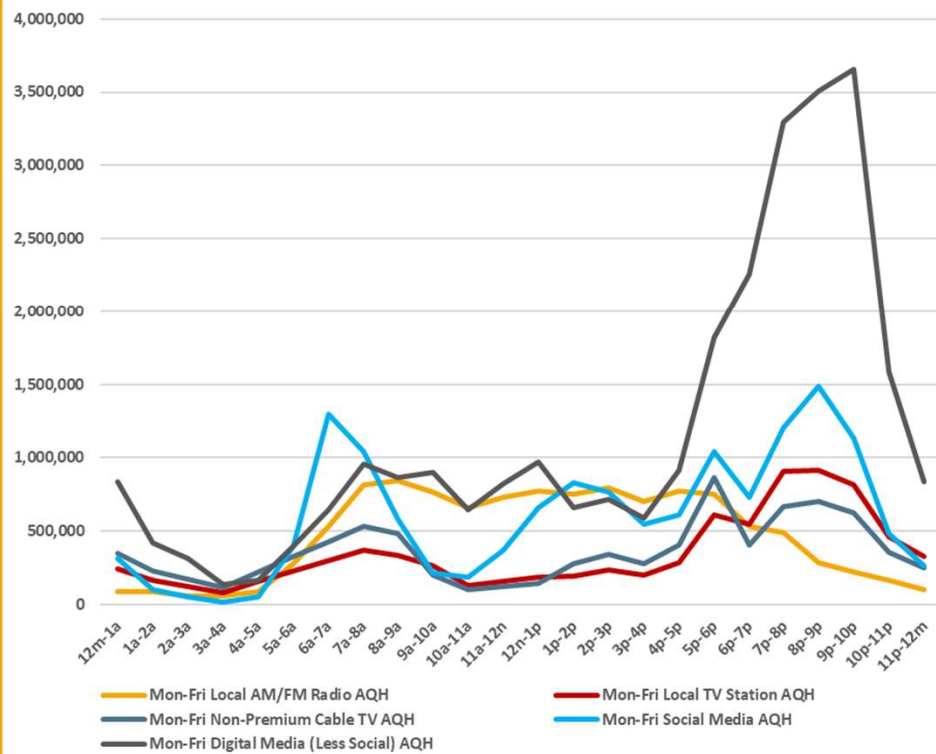
"Share of Ad-Supported Social Media"



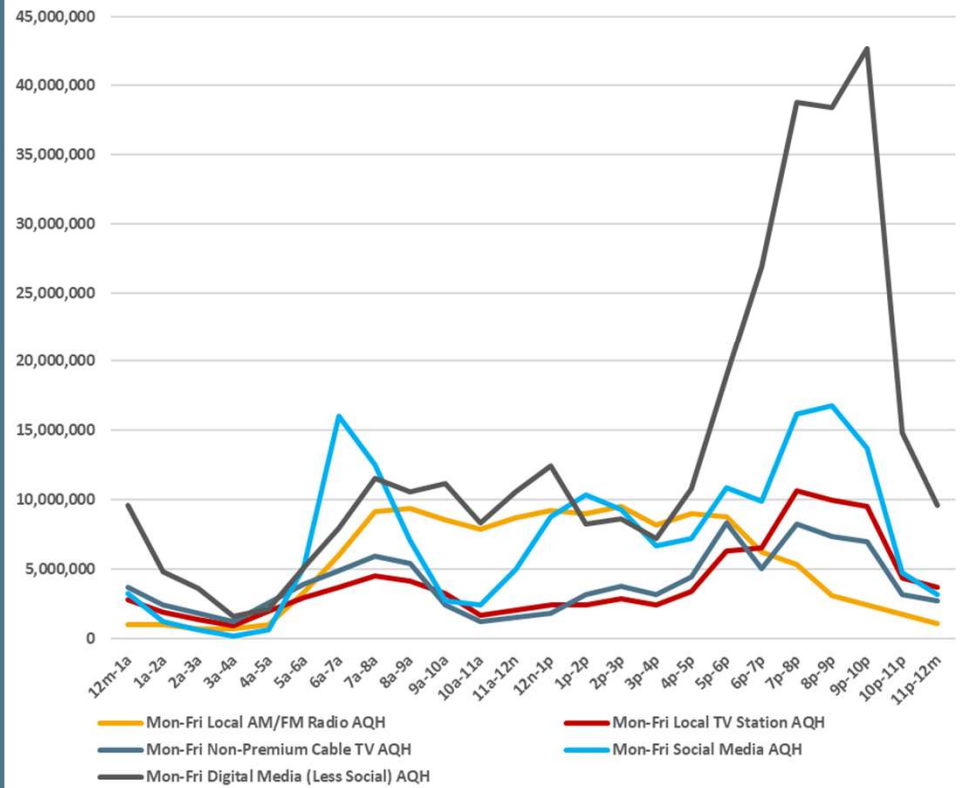


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 982,281;
Local Radio: 723,534; Social Media: 682,701; Non-Prem. Cable: 352,458; Local TV: 294,129
reaching Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Acco

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 25 - 64 who Traded Stocks Online w/a CHARLES
SCHWAB Account past 12mos



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA Metro Area Adults 25 - 64



USA USA Projection Scarborough R1 2026: Sep24-Jan26 Qual Intab 2,165
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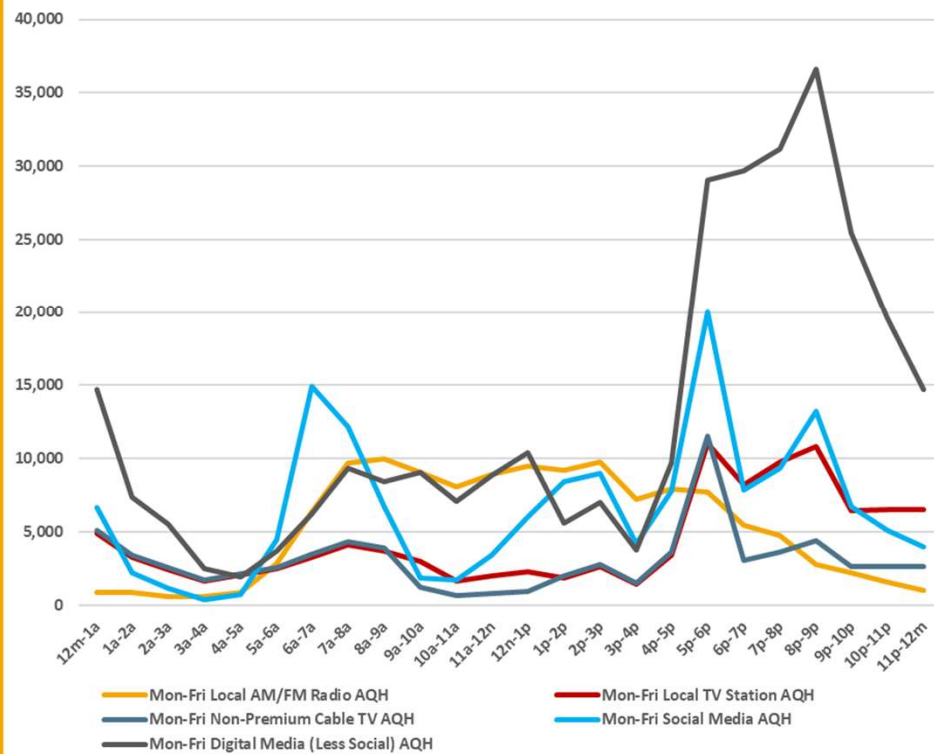
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[[[Professional services used by HHLD past 12 months (HHLD): Online investing/stock trading OR Ways used Internet/apps past 30 days on any device: Finance/Legal/Real estate: Online investing/stock trading) AND Has investment account: Yes] AND Investment institutions use: Charles Schwab]]

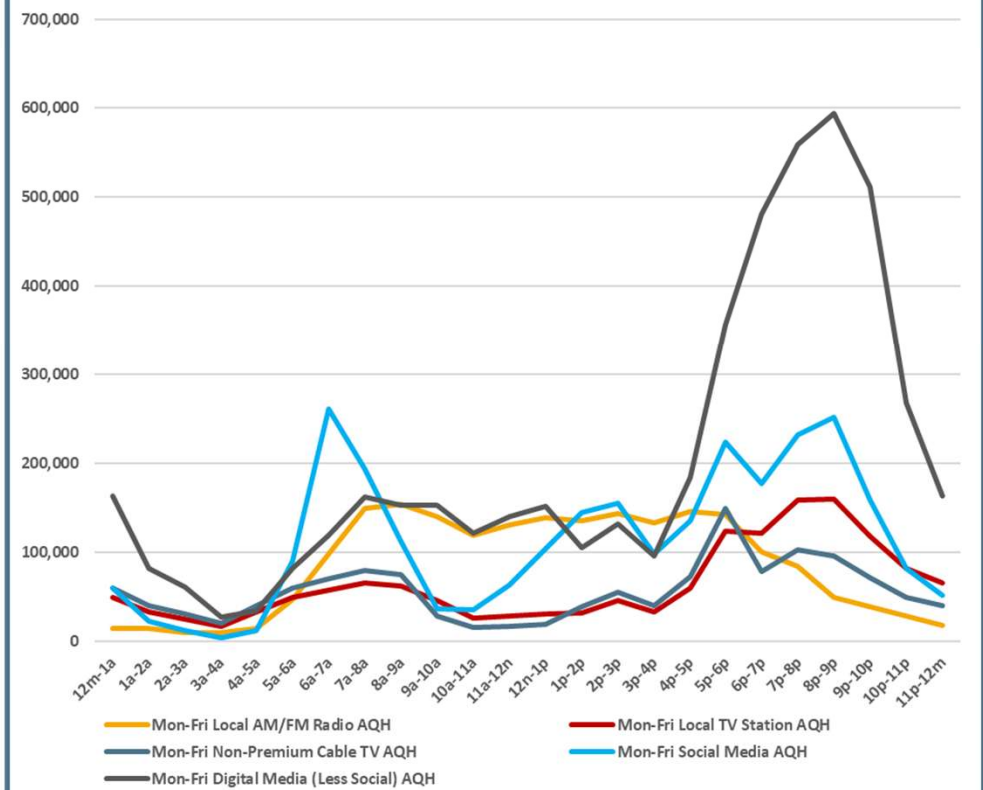


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 11,076;
Local Radio: 8,370; Social Media: 8,003; Local TV: 3,734; Non-Prem. Cable: 3,048 reaching
Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 25 - 64 who Traded Stocks Online w/a CHARLES
SCHWAB Account past 12mos



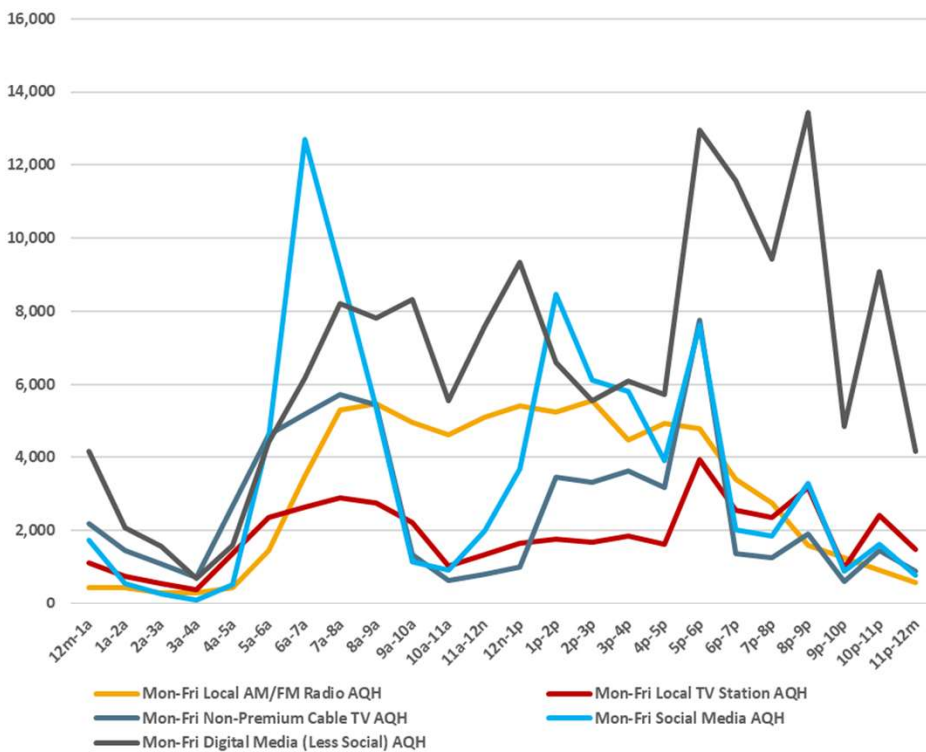
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
MSP Metro Area Adults 25 - 64



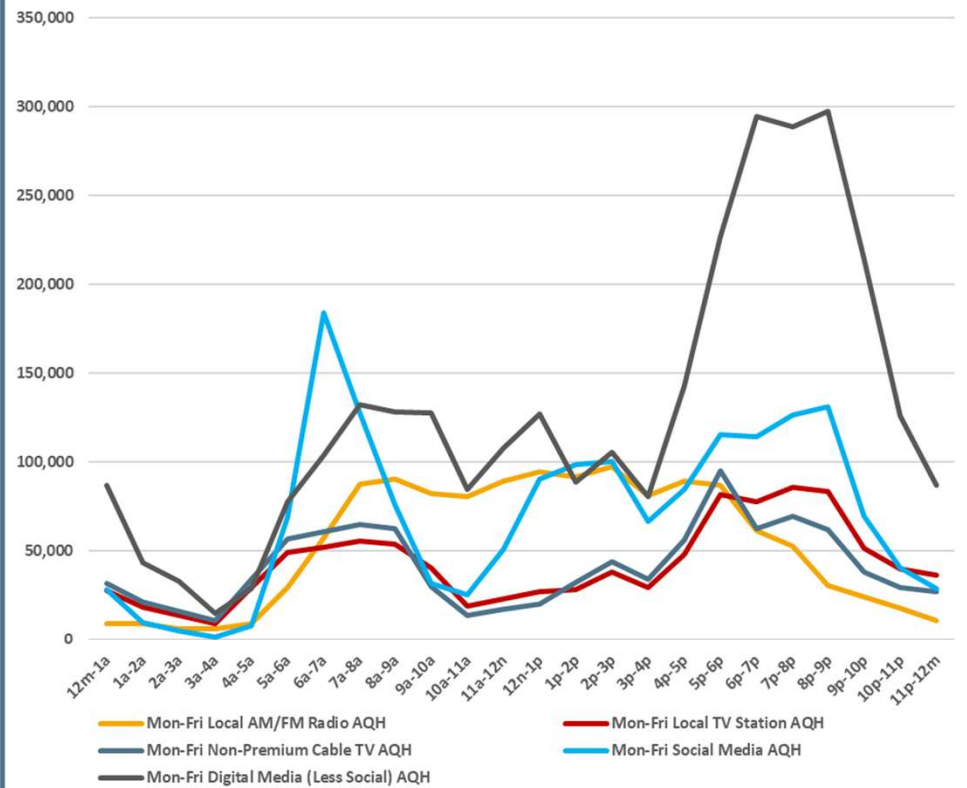


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 7,802;
Social Media: 5,298; Local Radio: 4,822; Non-Prem. Cable: 3,294; Local TV: 2,147 reaching
Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 1

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 25 - 64 who Traded Stocks Online w/a CHARLES
SCHWAB Account past 12mos



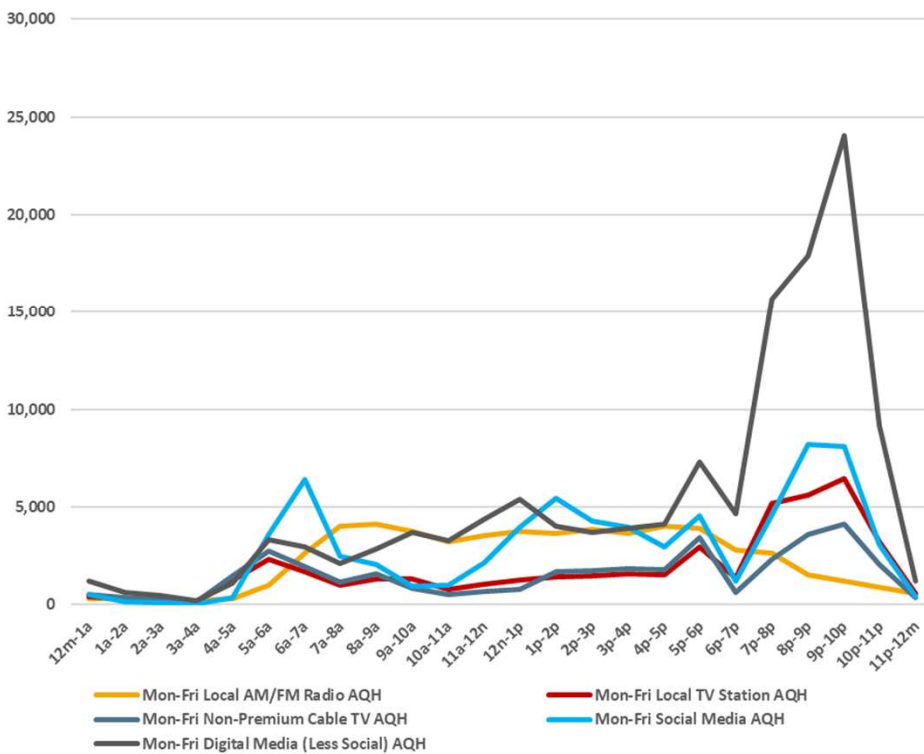
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
STL Metro Area Adults 25 - 64



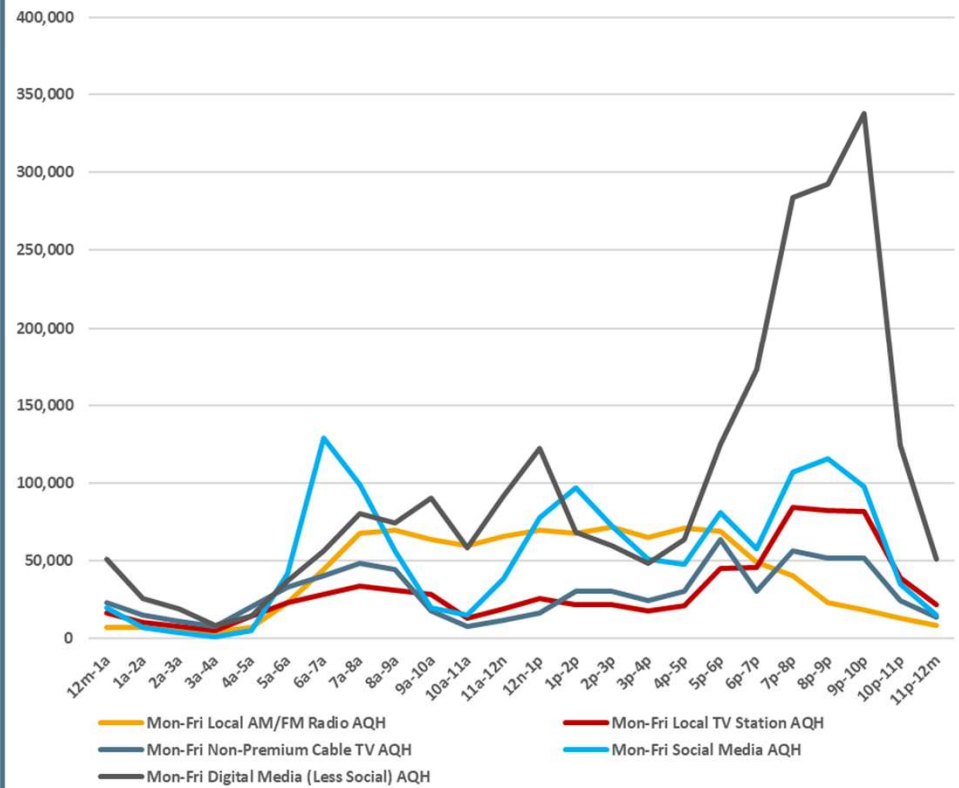


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 4,035; Local Radio: 3,620; Social Media: 3,193; Local TV: 1,445; Non-Prem. Cable: 1,433 reaching Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 1

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos



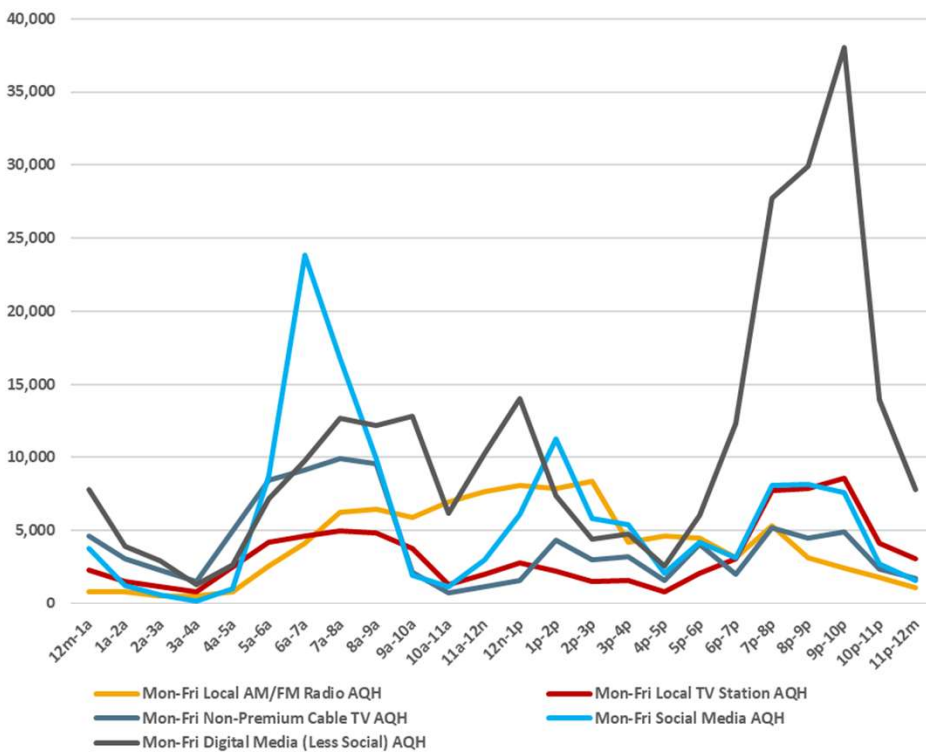
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CIN Metro Area Adults 25 - 64



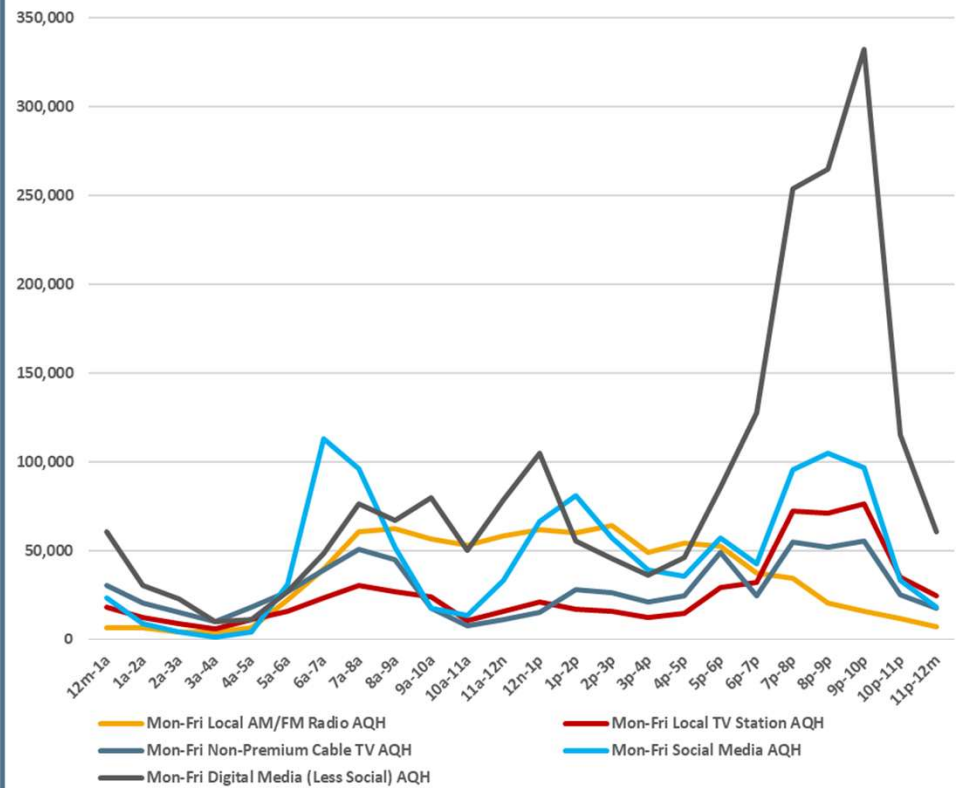


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 8,875;
Social Media: 7,287; Local Radio: 5,999; Non-Prem. Cable: 4,033; Local TV: 2,722 reaching
Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 1

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 25 - 64 who Traded Stocks Online w/a CHARLES
SCHWAB Account past 12mos



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WPB Metro Area Adults 25 - 64



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 220
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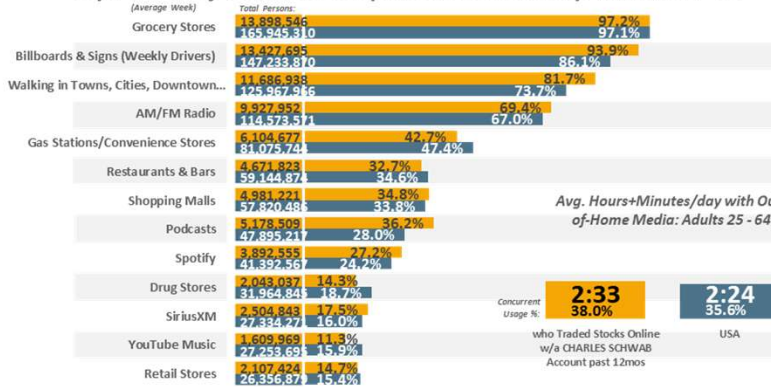
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[[[Professional services used by HHLD past 12 months (HHLD): Online investing/stock trading OR Ways used Internet/apps past 30 days on any device: Finance/Legal/Real estate: Online investing/stock trading) AND Has investment account: Yes] AND Investment institutions use: Charles Schwab]]

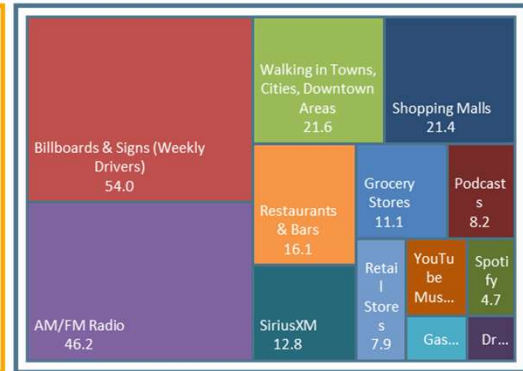
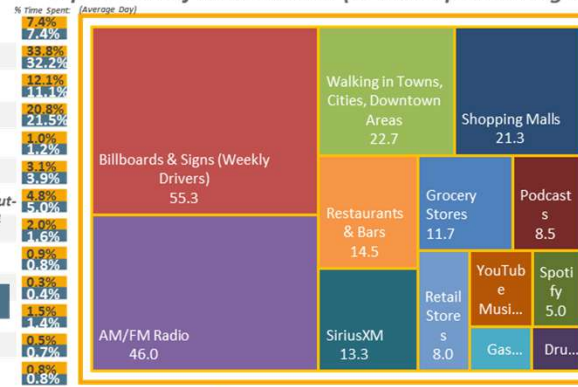


13,427,695 or 93.9% of Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos spend an average of 55.3 minutes per day driving, seeing Billboards and Signs. 67.% Listen to Local Radio Stations Out-of-Home for an average of 42.4 minu

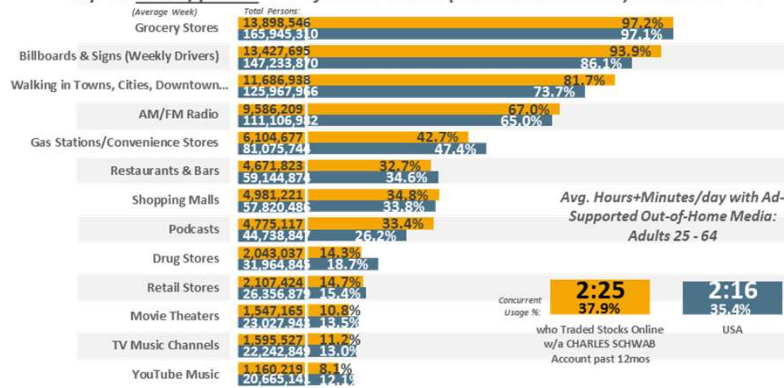
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



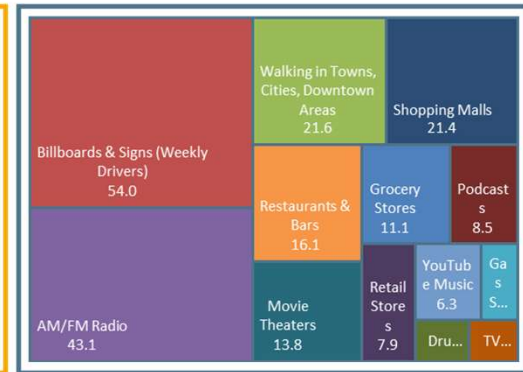
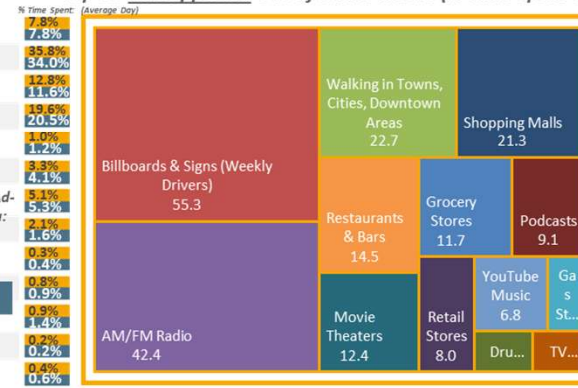
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2026: Sep24-Jan26 Qual Intab 2,165
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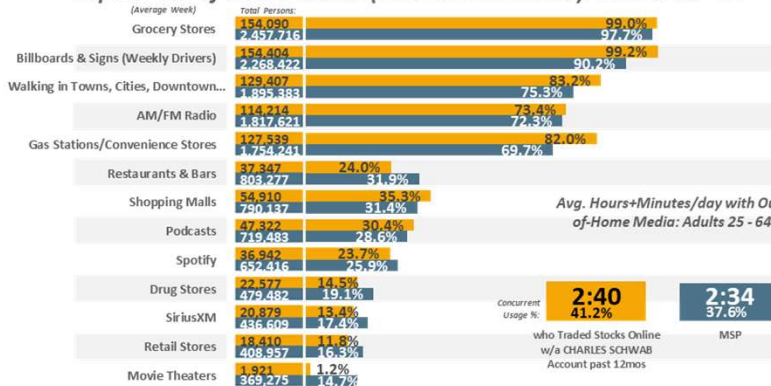
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[(((Professional services used by HHLD past 12 months (HHLD): Online investing/stock trading OR Ways used Internet/apps past 30 days on any device: Finance/Legal/Real estate: Online investing/stock trading) AND Has investment account: Yes) AND Investment institutions use: Charles Schwab)]

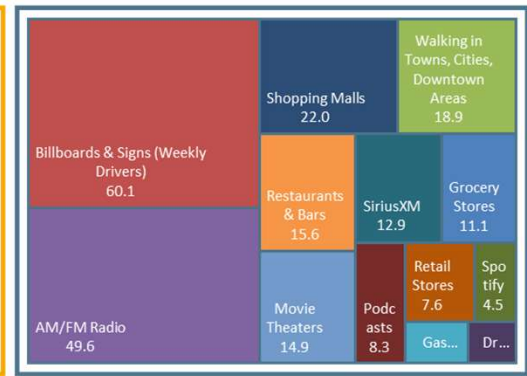
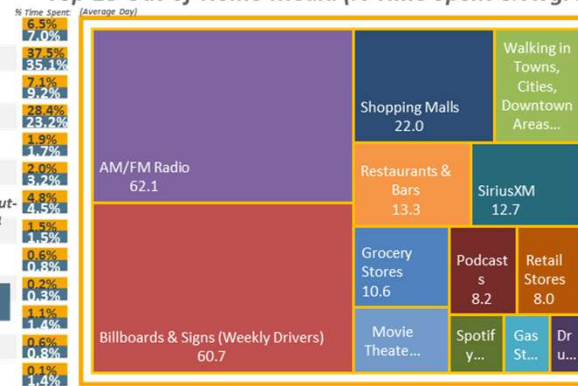


154,404 or 99.2% of Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos spend an average of 60.7 minutes per day driving, seeing Billboards and Signs. 69.4% Listen to Local Radio Stations Out-of-Home for an average of 55.7 minute

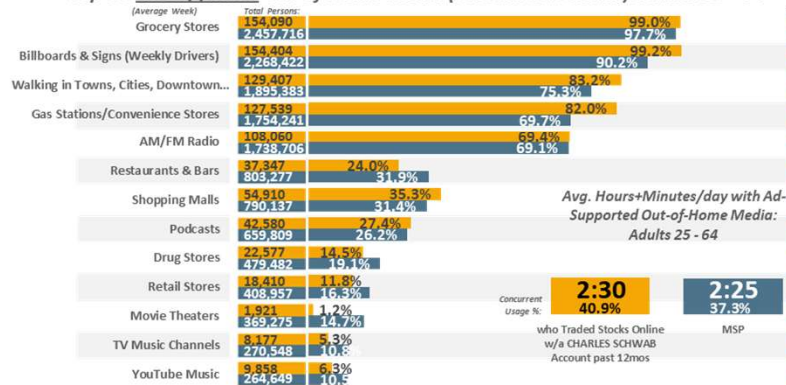
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



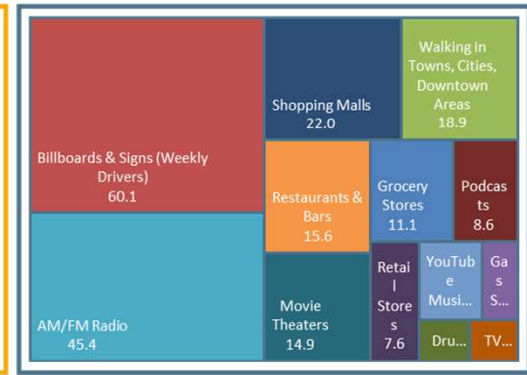
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 64



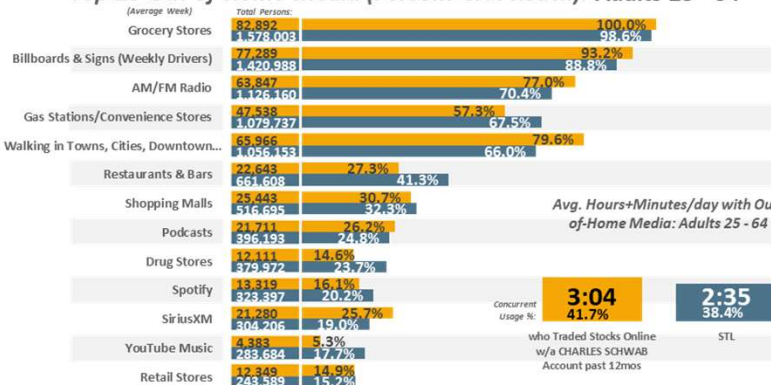
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



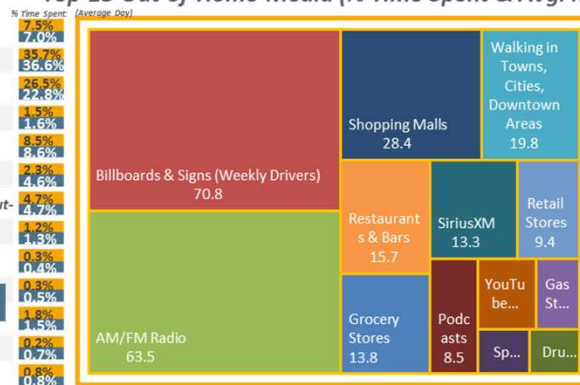


77,289 or 93.2% of Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos spend an average of 70.8 minutes per day driving, seeing Billboards and Signs. 74.7% Listen to Local Radio Stations Out-of-Home for an average of 59. minutes/

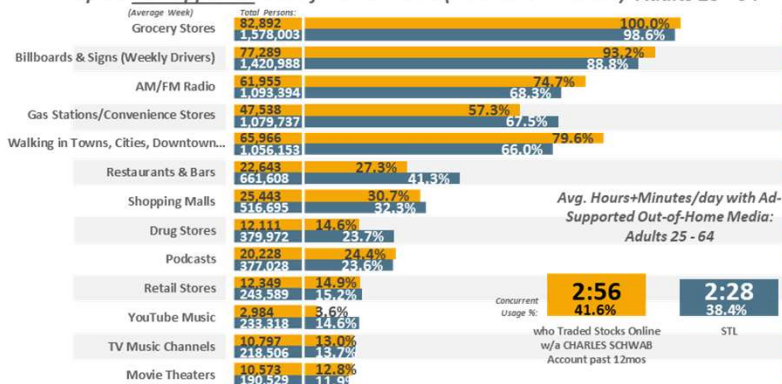
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



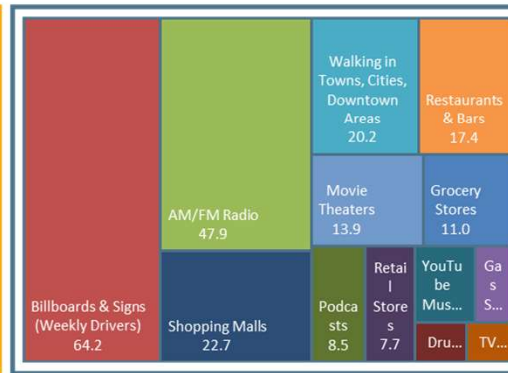
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 64



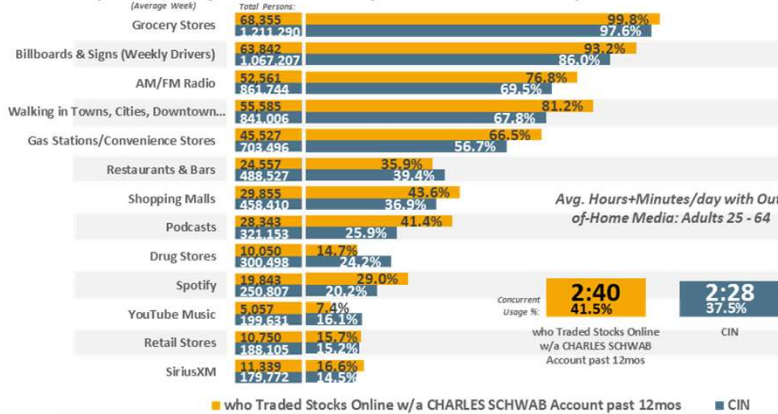
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



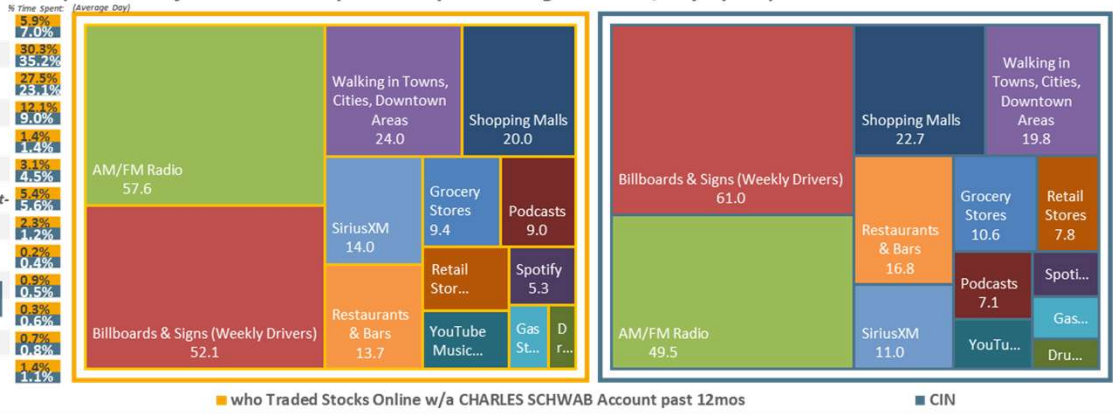


63,842 or 93.2% of Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos spend an average of 52.1 minutes per day driving, seeing Billboards and Signs. 69.6% Listen to Local Radio Stations Out-of-Home for an average of 50.9 minutes

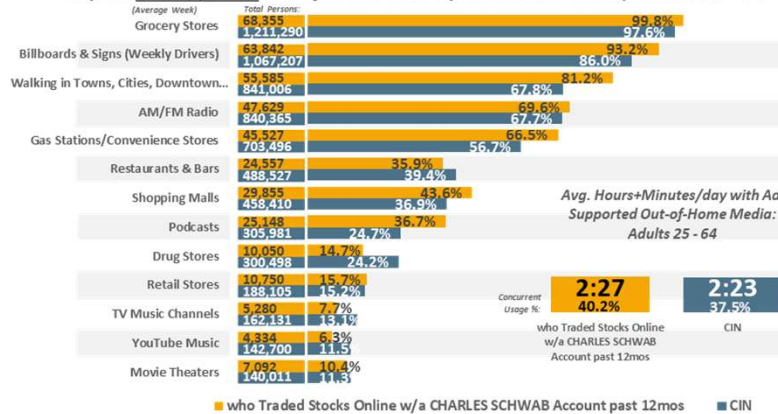
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



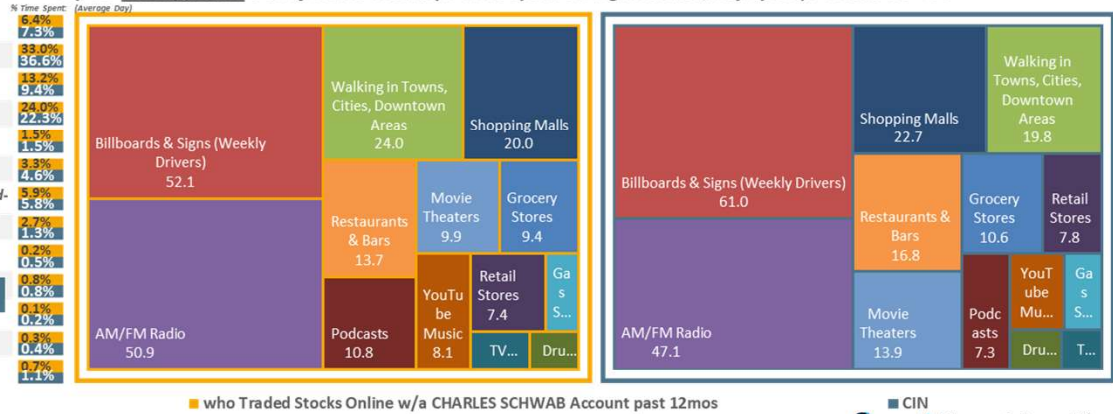
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 64



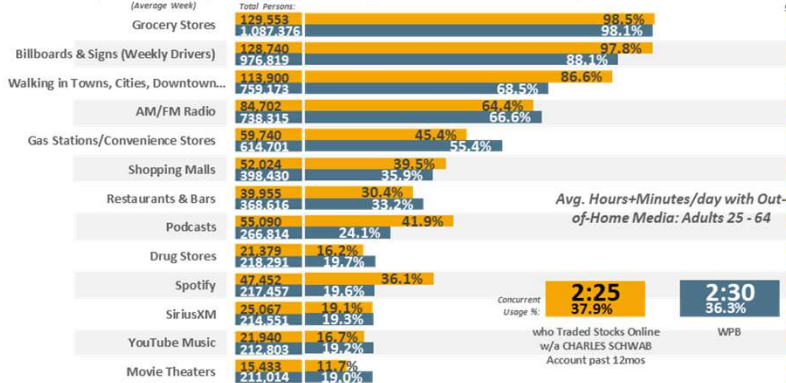
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64





128,740 or 97.8% of Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos spend an average of 49. minutes per day driving, seeing Billboards and Signs. 62.9% Listen to Local Radio Stations Out-of-Home for an average of 41.8 minutes

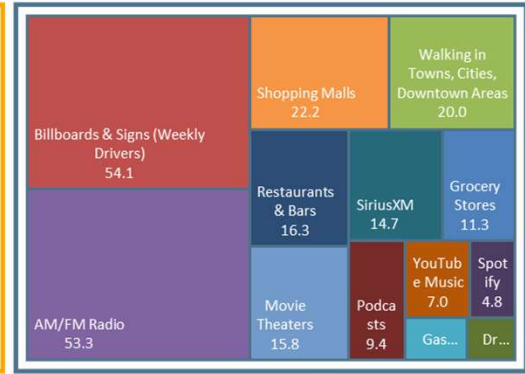
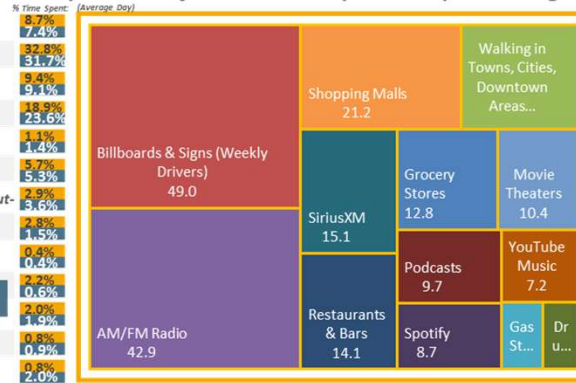
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



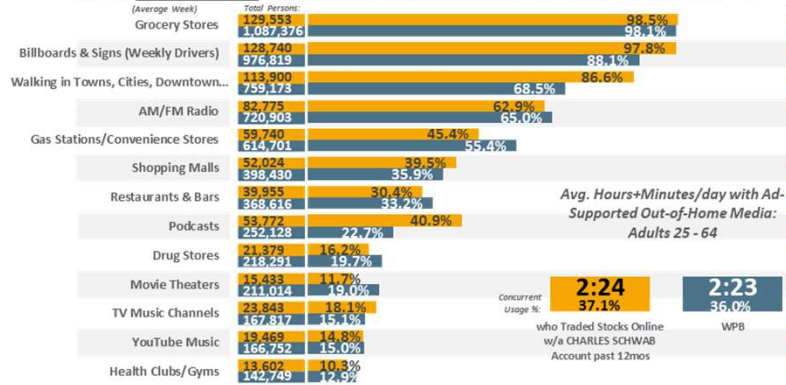
Avg. Hours+Minutes/day with Out-of-Home Media: Adults 25 - 64

Concurrent Usage %: 2:25 37.9% (who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos) vs 2:30 36.3% (WPB)

Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



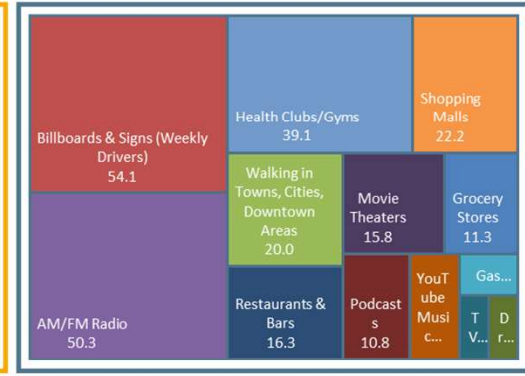
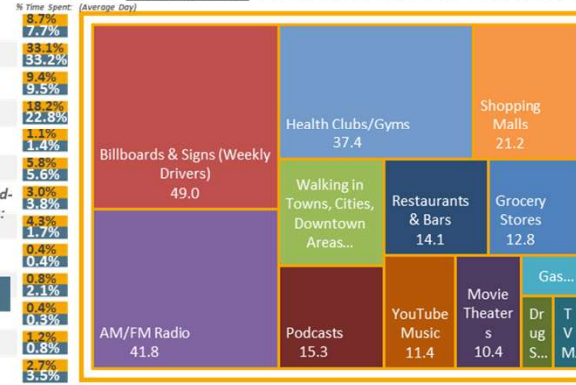
Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 64



Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 - 64

Concurrent Usage %: 2:24 37.1% (who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos) vs 2:23 36.0% (WPB)

Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



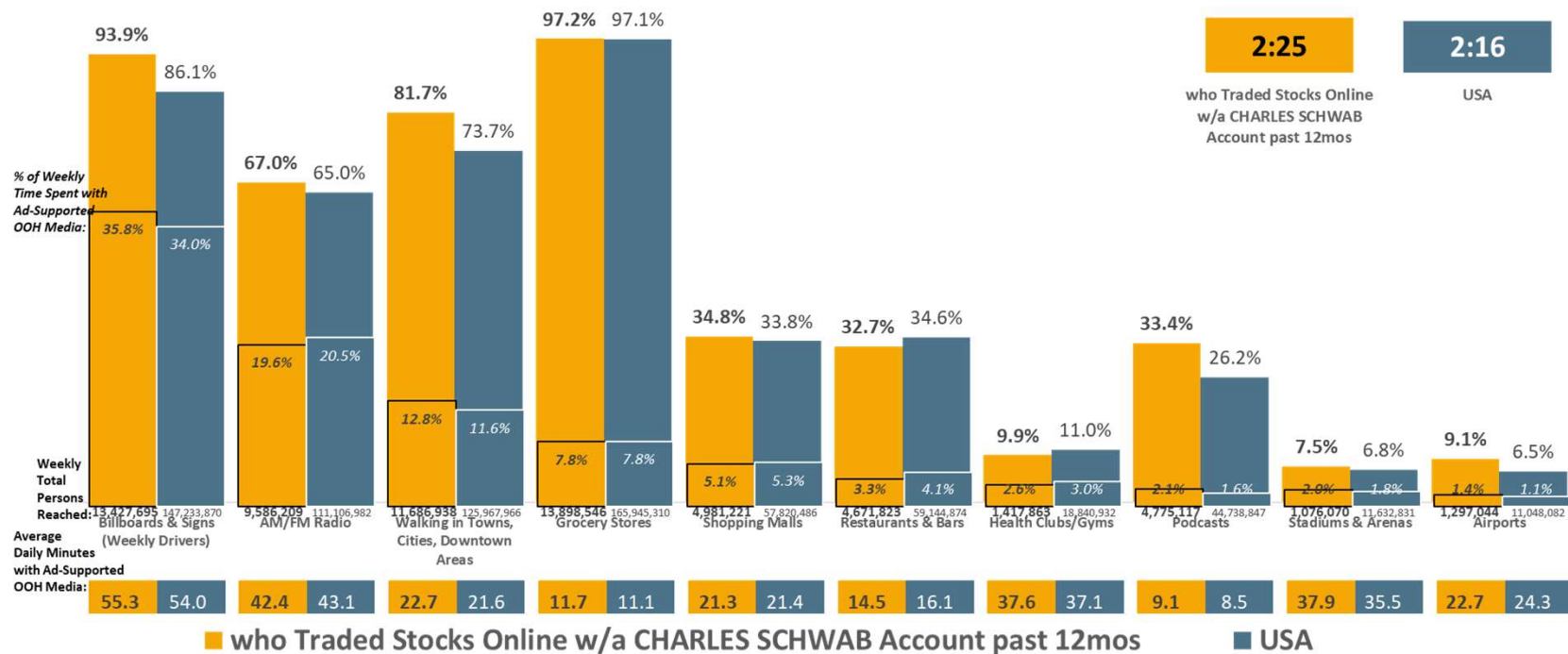


13,427,695 or 93.9% of Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos spend an average of 55.3 minutes per day driving, seeing Billboards and Signs representing 35.8% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 - 64

Weekly Reach %

"Share of Ad-Supported OOH Media"

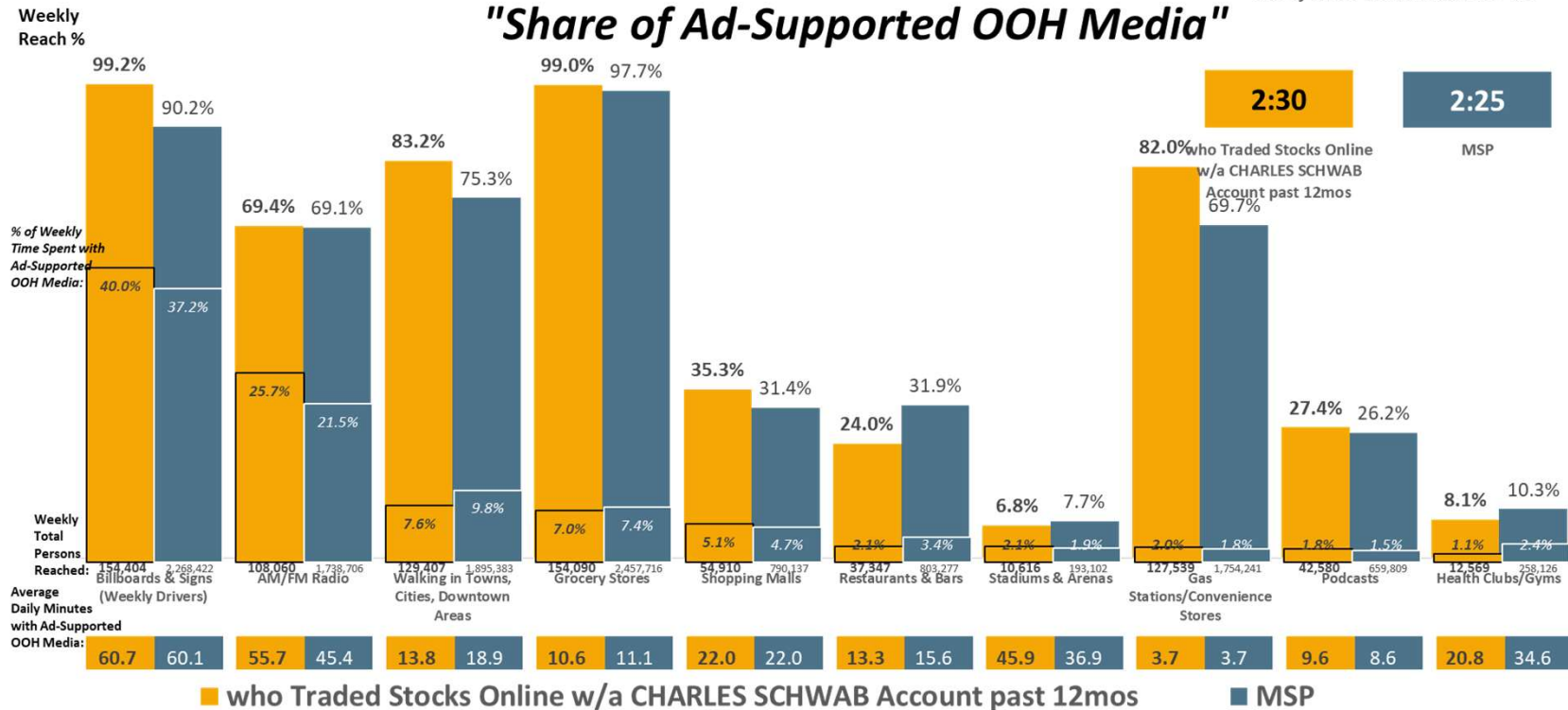


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154,404 or 99.2% of Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos spend an average of 60.7 minutes per day driving, seeing Billboards and Signs representing 40.0% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 - 64



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 139 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081
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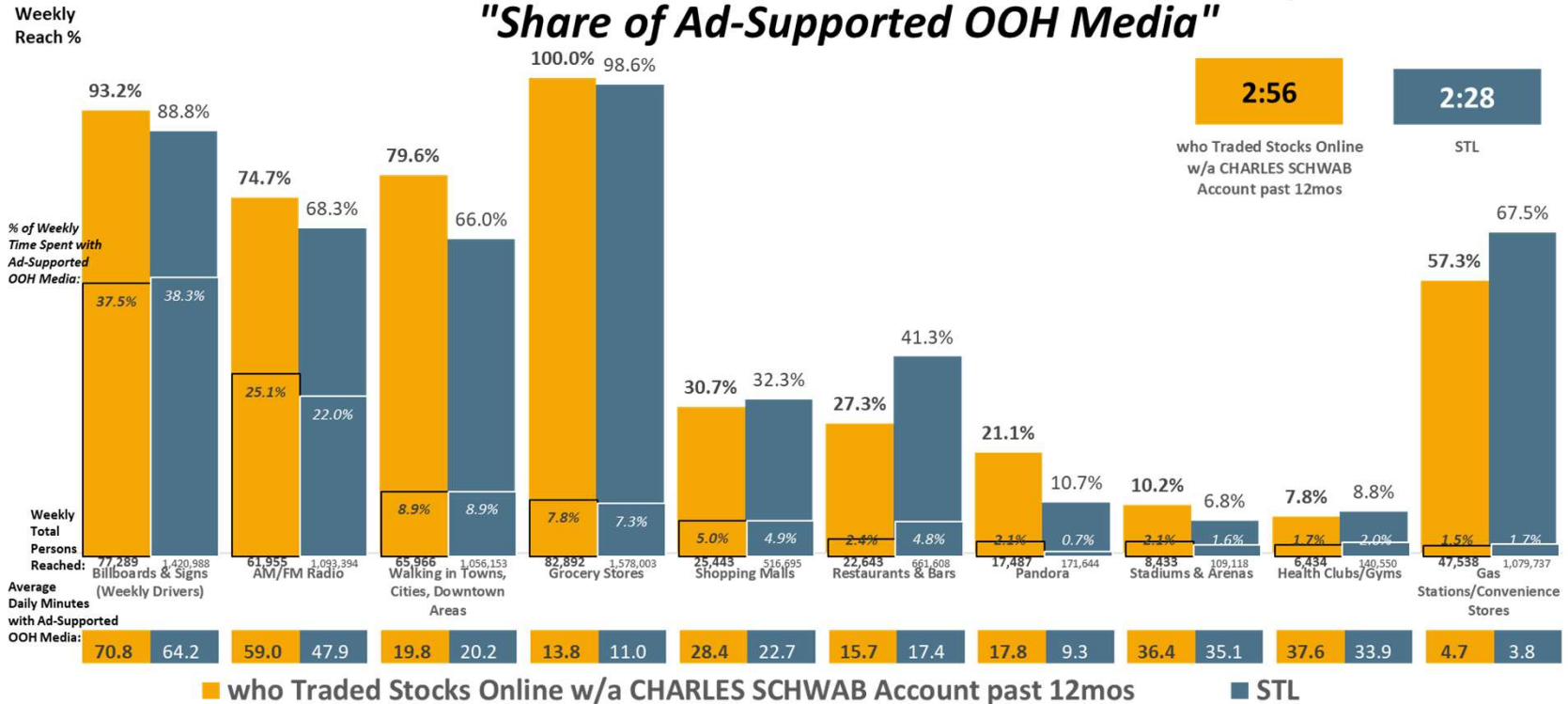
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(((Professional services used by HHLD past 12 months (HHLD); Online investing/stock trading OR Ways used Internet/apps past 30 days on any device: Finance/Legal/Real estate: Online investing/stock trading) AND Has investment account: Yes) AND Investment institutions use: Charles Schwab))



77,289 or 93.2% of Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos spend an average of 70.8 minutes per day driving, seeing Billboards and Signs representing 37.5% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 - 64



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 149
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ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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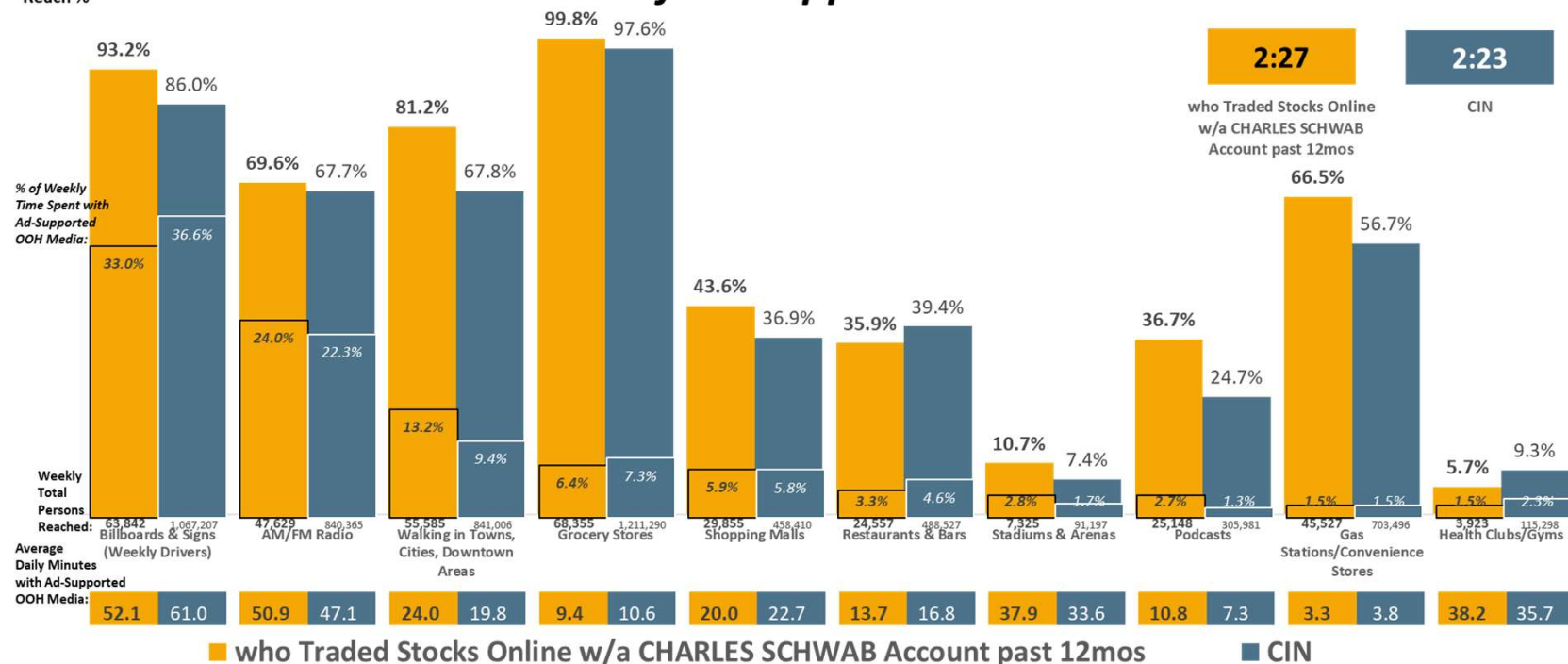


63,842 or 93.2% of Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos spend an average of 52.1 minutes per day driving, seeing Billboards and Signs representing 33.0% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 - 64

Weekly Reach %

"Share of Ad-Supported OOH Media"



2:27

2:23

who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos

CIN

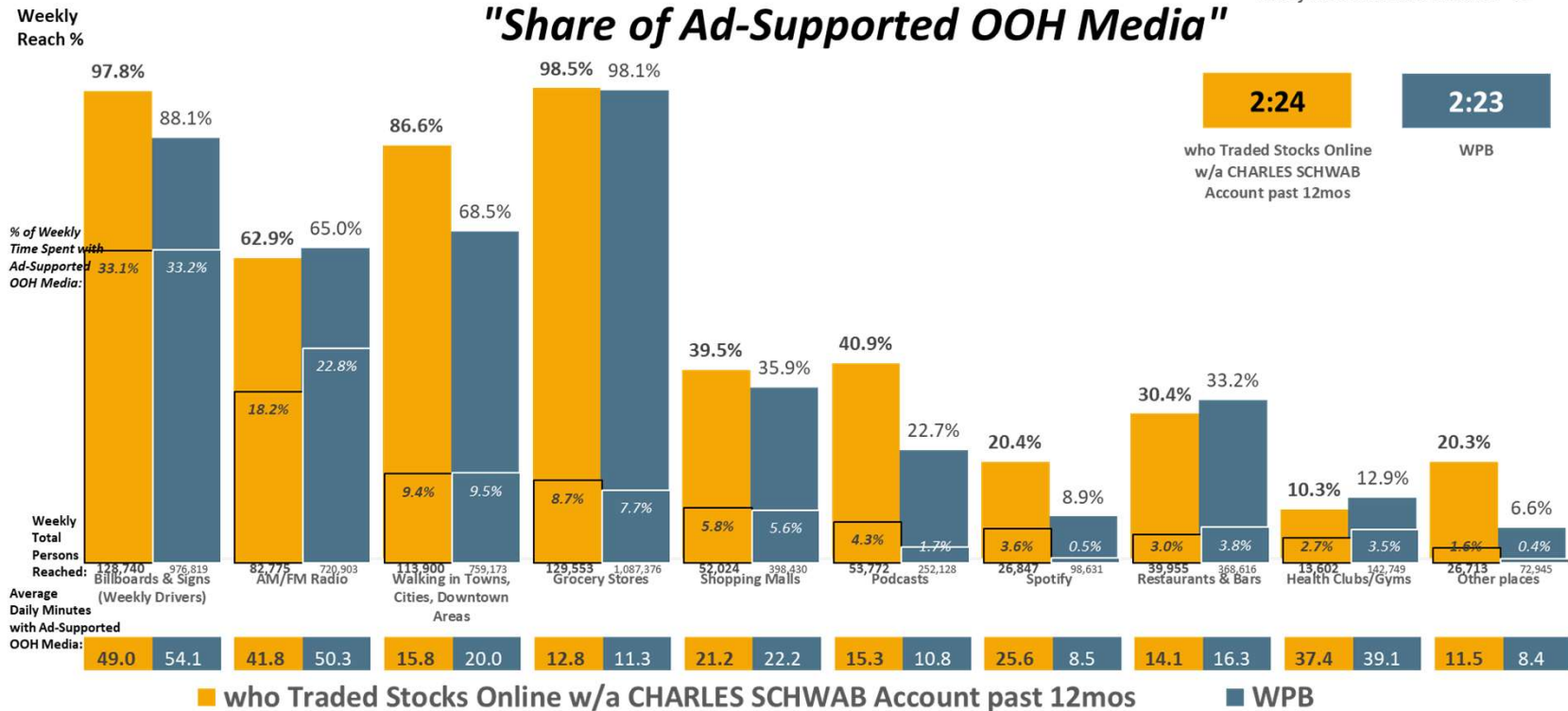
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(((Professional services used by HHLD past 12 months (HHLD): Online investing/stock trading OR Ways used Internet/apps past 30 days on any device: Finance/Legal/Real estate: Online investing/stock trading) AND Has investment account: Yes) AND Investment institutions use: Charles Schwab))



128,740 or 97.8% of Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos spend an average of 49. minutes per day driving, seeing Billboards and Signs representing 33.1% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 - 64



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 220 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551

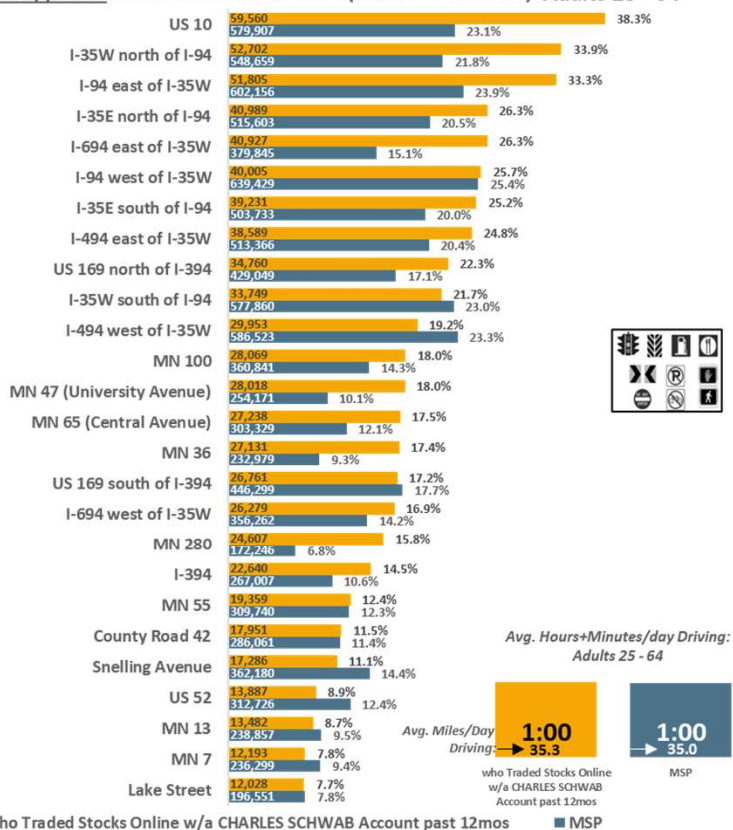
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[[[(Professional services used by HHLD past 12 months (HHLD): Online investing/stock trading OR Ways used Internet/apps past 30 days on any device: Finance/Legal/Real estate: Online investing/stock trading) AND Has investment account: Yes) AND Investment institutions use: Charles Schwab]]

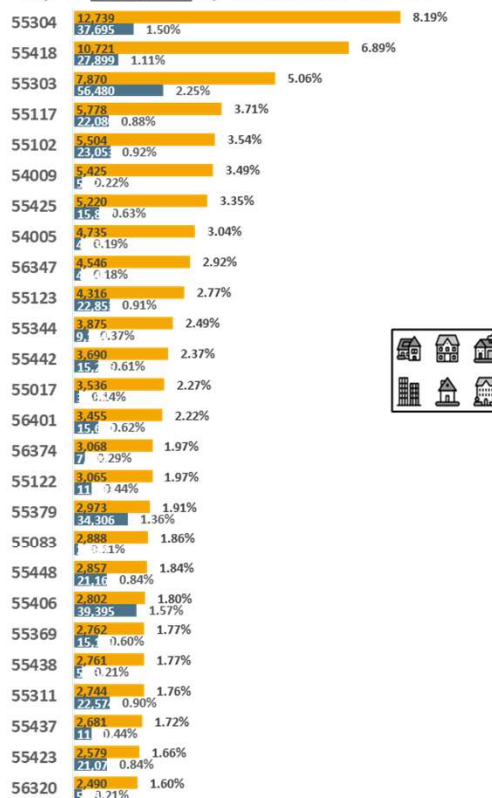


154,404 or 99.2% of Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos spend an average of 60.7 minutes per day driving an average of 35.3 miles each day and are 130.9% more likely to use MN 280 than the Metro average.

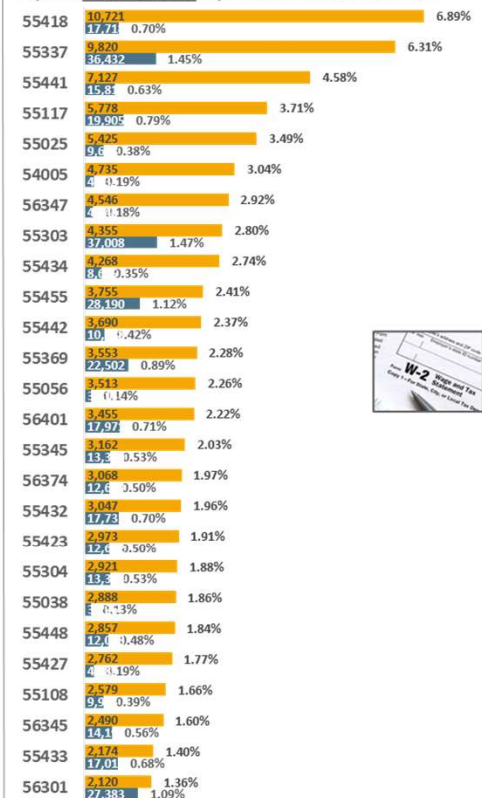
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 - 64



Top-26 Residential Zip Codes: Adults 25 - 64



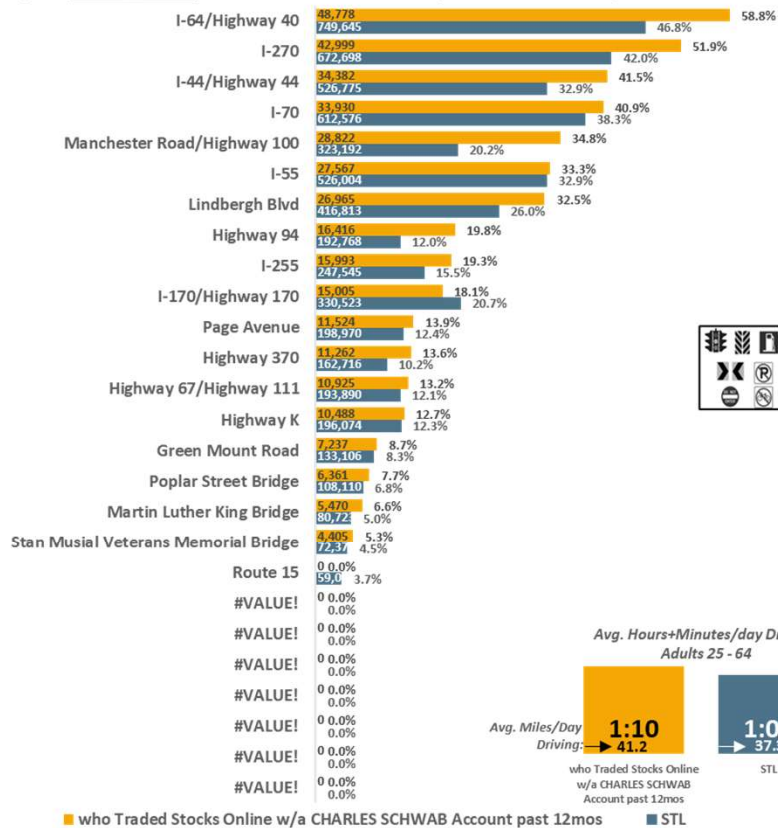
Top-26 Employment Zip Codes: Adults 25 - 64



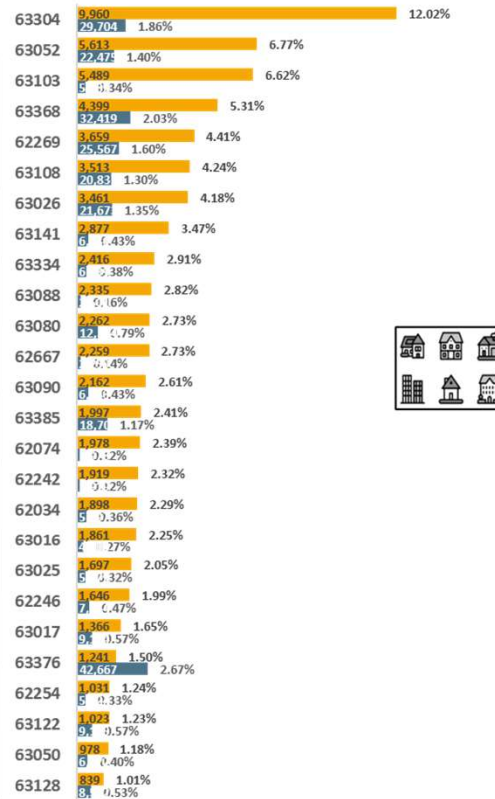


77,289 or 93.2% of Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos spend an average of 70.8 minutes per day driving an average of 41.2 miles each day and are 72.1% more likely to use Manchester Road/Highway 100 than the Metro

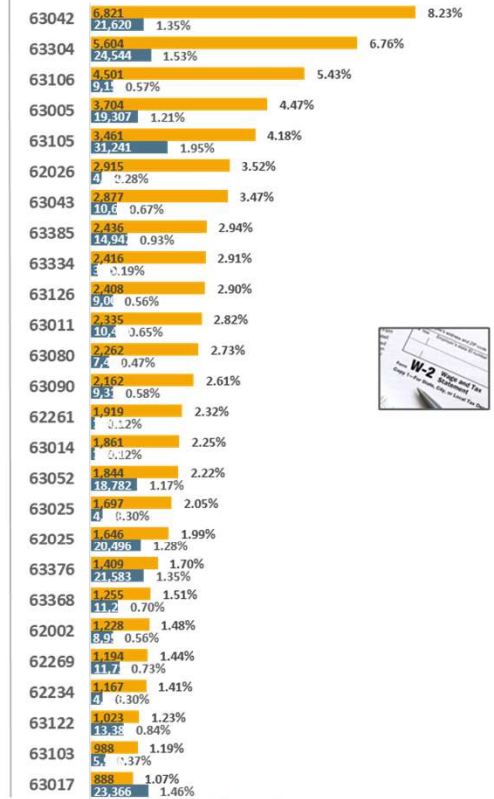
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 - 64



Top-26 Residential Zip Codes: Adults 25 - 64



Top-26 Employment Zip Codes: Adults 25 - 64

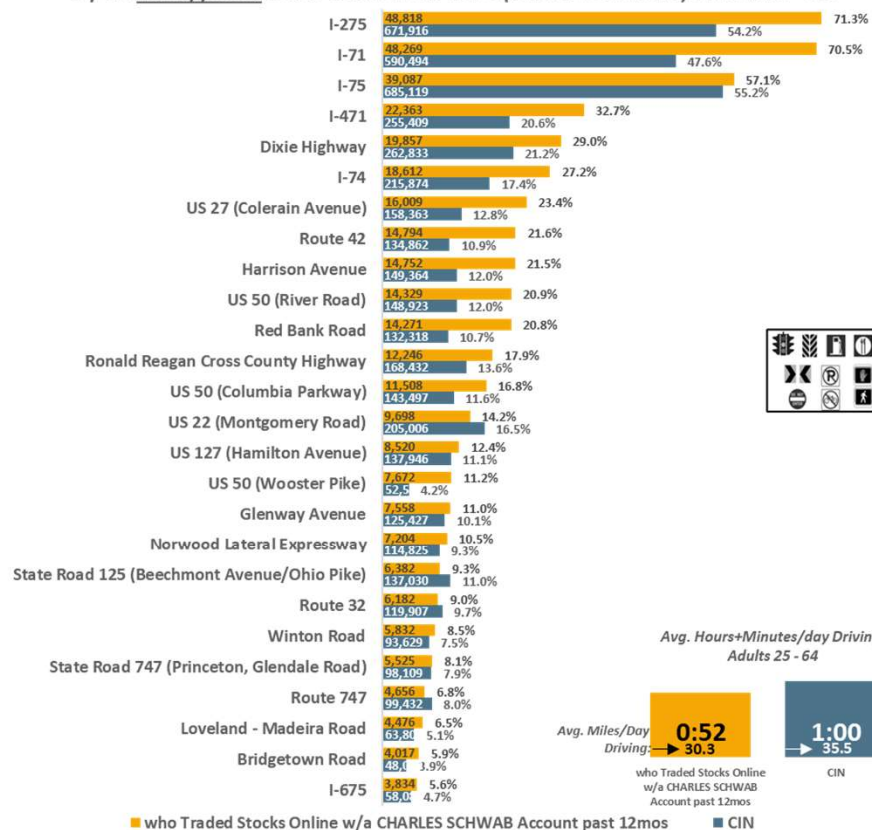


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63,842 or 93.2% of Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos spend an average of 52.1 minutes per day driving an average of 30.3 miles each day and are 164.3% more likely to use US 50 (Wooster Pike) than the Metro area

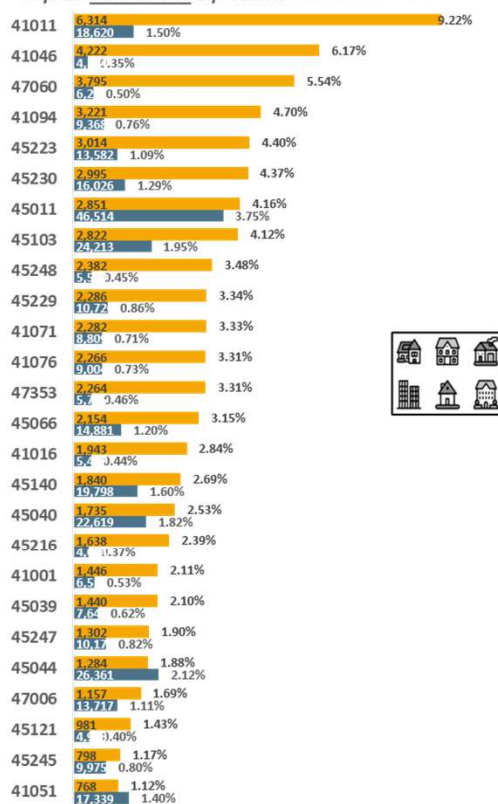
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 - 64



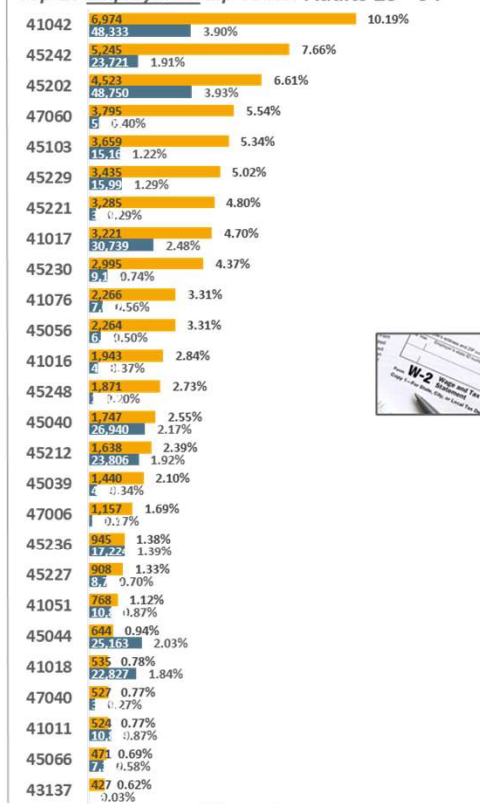
Avg. Hours+Minutes/day Driving:
Adults 25 - 64



Top-26 Residential Zip Codes: Adults 25 - 64



Top-26 Employment Zip Codes: Adults 25 - 64

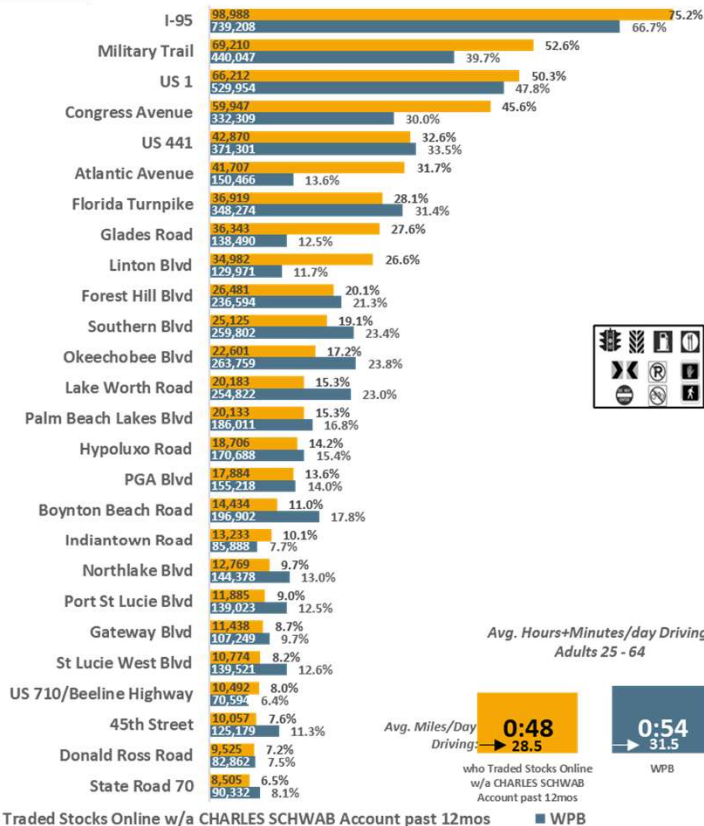


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128,740 or 97.8% of Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos spend an average of 49. minutes per day driving an average of 28.5 miles each day and are 133.6% more likely to use Atlantic Avenue than the Metro average.

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 - 64



Avg. Hours+Minutes/day Driving:
Adults 25 - 64

Avg. Miles/Day
Driving: → 28.5

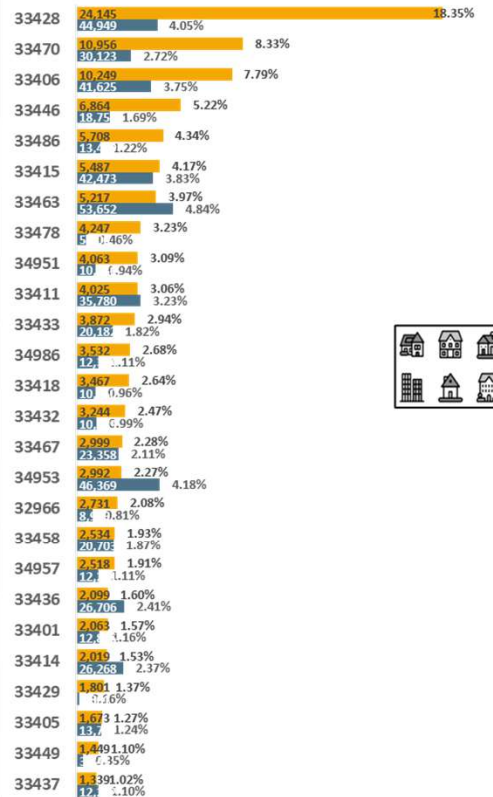
who Traded Stocks Online
w/a CHARLES SCHWAB
Account past 12mos

→ 0:48

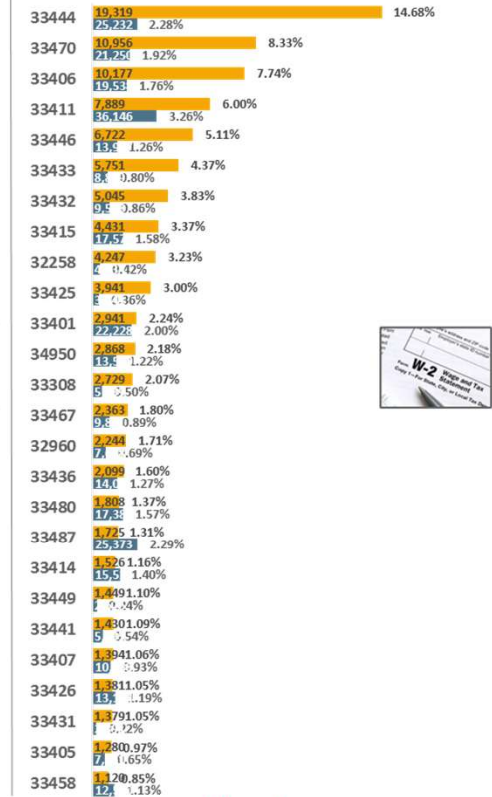
→ 0:54

WPB

Top-26 Residential Zip Codes: Adults 25 - 64

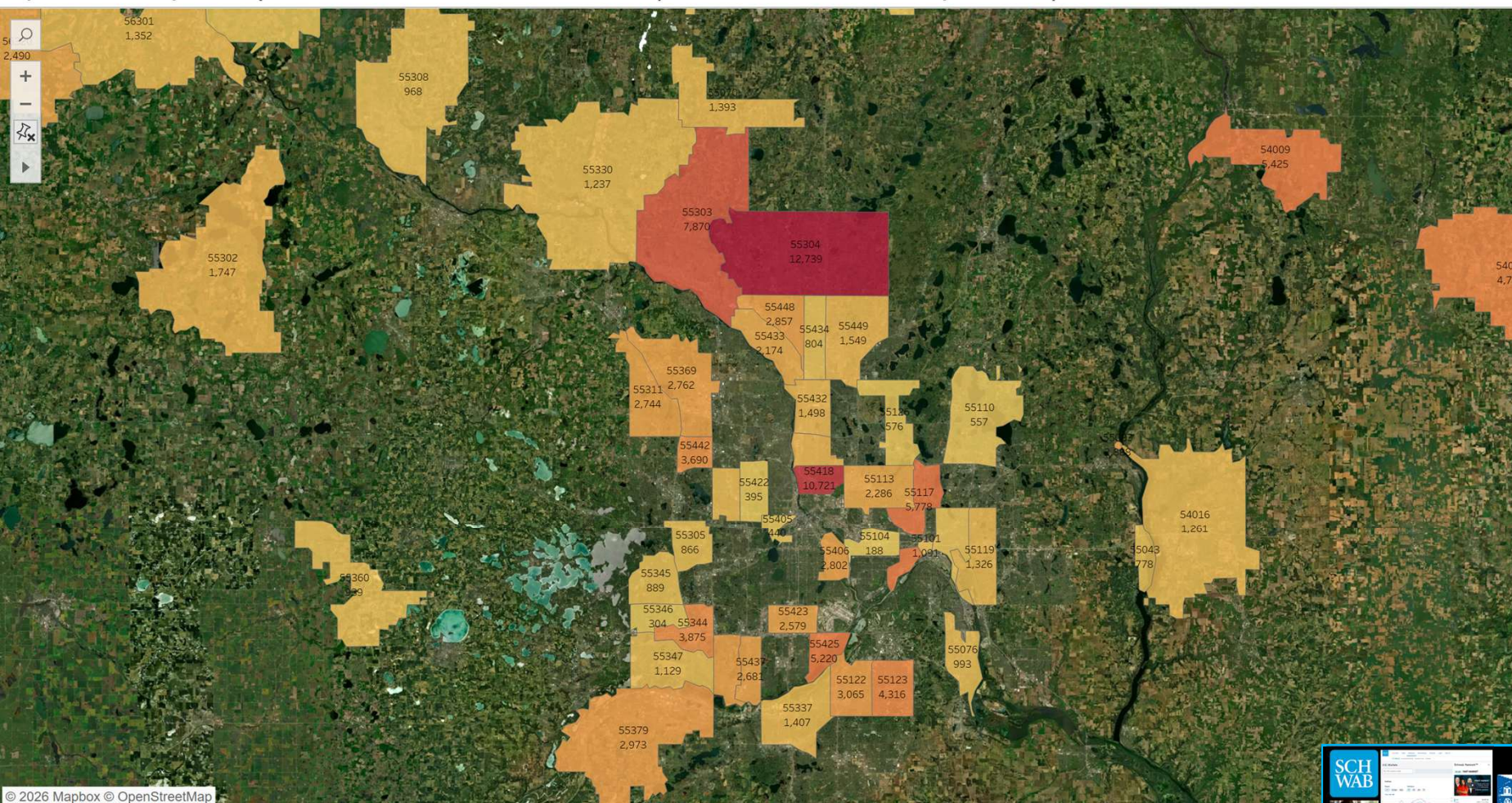


Top-26 Employment Zip Codes: Adults 25 - 64



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Top Residential Zip Codes: (Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos)



SUM(Adults 25 - 64 wh...
180 12,739

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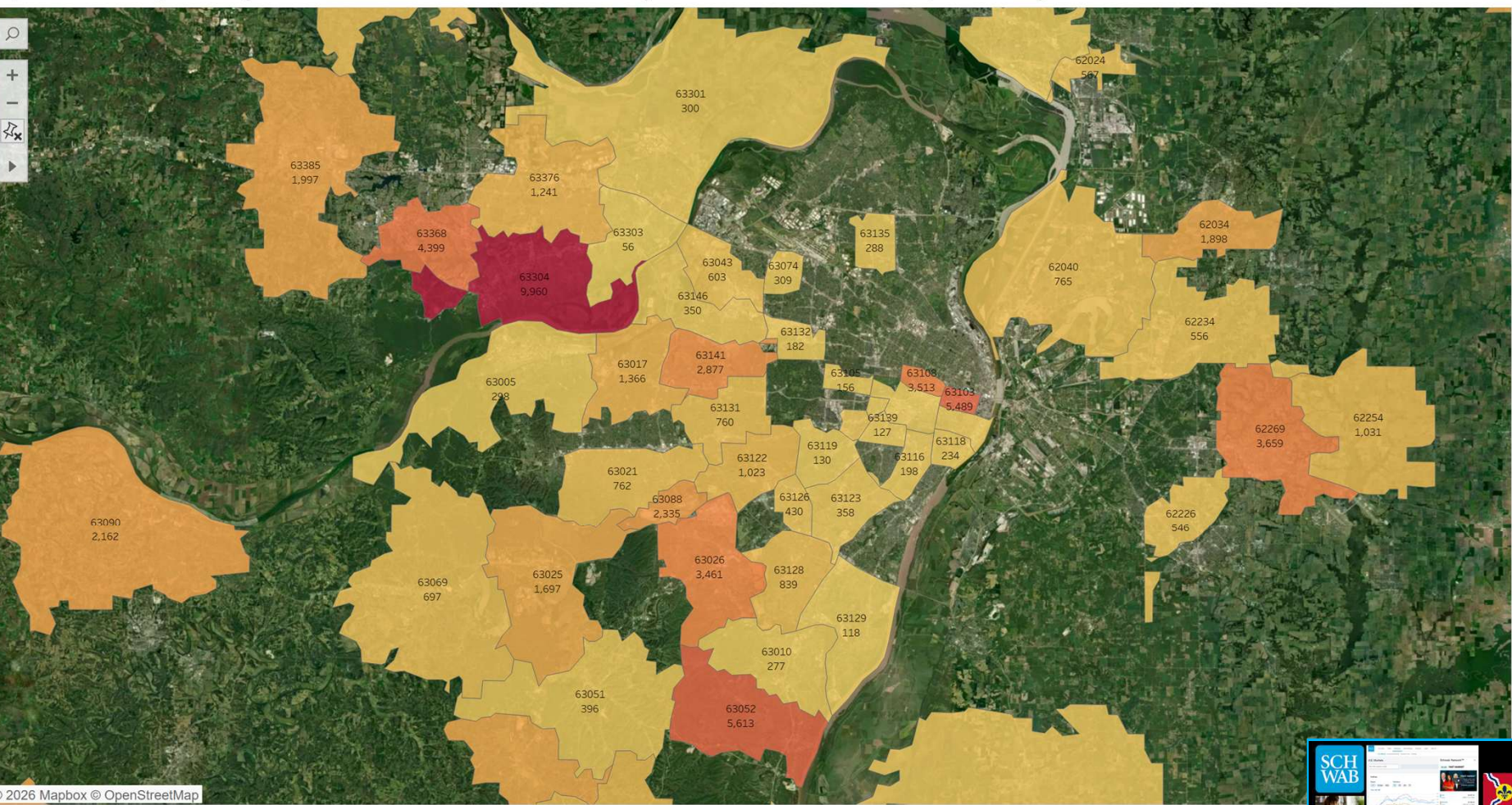


MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 139
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Top Residential Zip Codes: (Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos)



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(((Professional services used by HHLD past 12 months (HHLD): Online investing/stock trading OR Ways used Internet/apps past 30 days on any device: Finance/Legal/Real estate: Online investing/stock trading) AND Has investment account: Yes) AND Investment institutions use: Charles Schwab))

Map showing the population of various counties in North Carolina, color-coded by population range. The map includes a search bar, a scale bar, and a legend.

Legend:

- Yellow: 0-1,000,000
- Orange: 1,000,000-2,000,000
- Red: 2,000,000-3,000,000

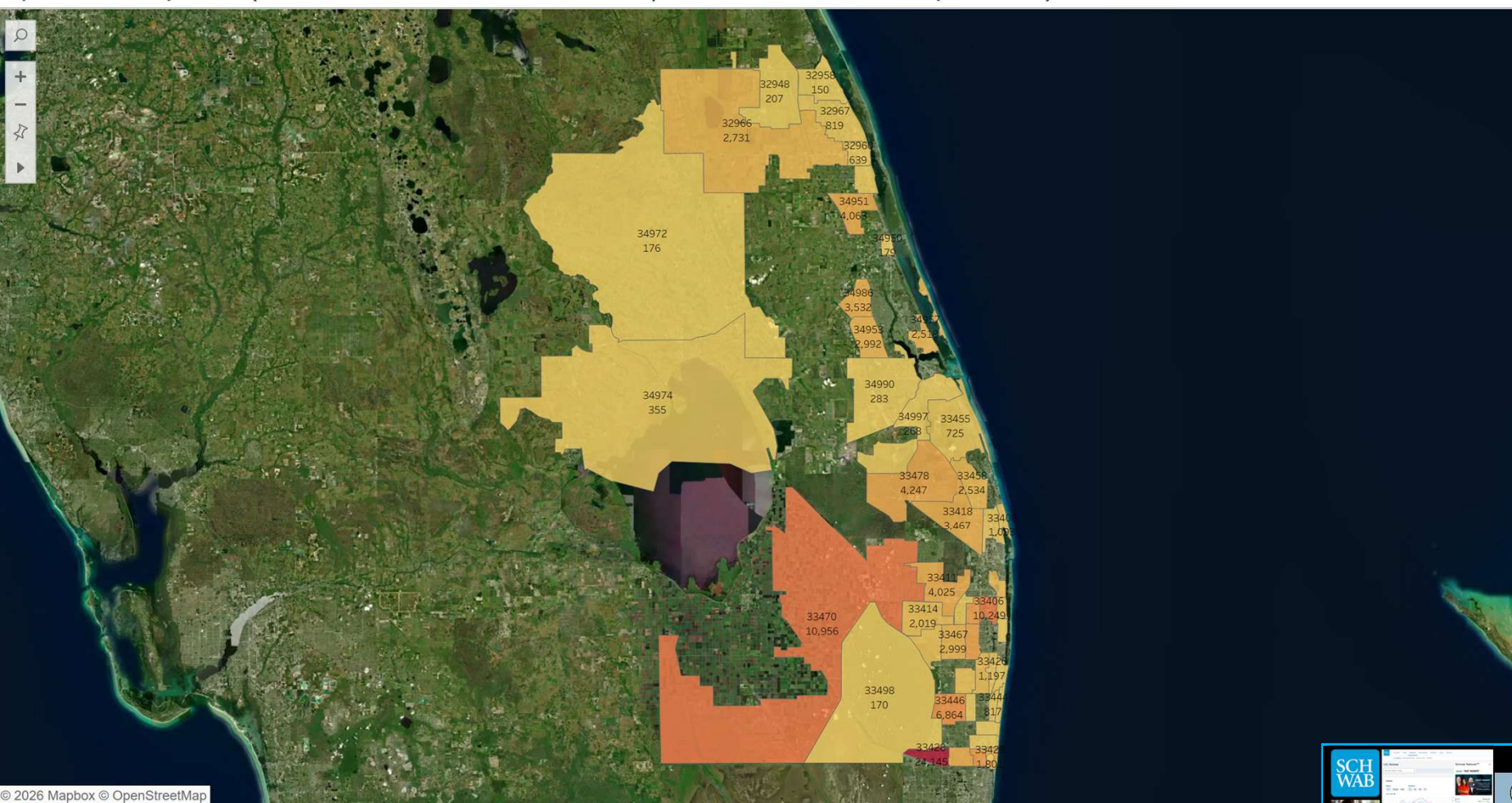
Counties and their populations (as labeled on the map):

- 47006: 1,157
- 47041: 378
- 47025: 115
- 47001: 295
- 47040: 527
- 41005: 138
- 41018: 535
- 41042: 361
- 41051: 768
- 41094: 3,221
- 41017: 71
- 41015: 110
- 41001: 1,446
- 41007: 638
- 41011: 6,314
- 41071: 2,282
- 41076: 2,266
- 45013: 410
- 45014: 369
- 45011: 2,851
- 45044: 1,284
- 45069: 760
- 45040: 1,735
- 45039: 1,440
- 45036: 275
- 45113: 215
- 45107: 261
- 45247: 1,302
- 45248: 2,382
- 45223: 3,014
- 45229: 2,286
- 45208: 218
- 45233: 218
- 45202: 686
- 45216: 1,638
- 45242: 425
- 45243: 455
- 45227: 532
- 45150: 287
- 45103: 2,822
- 45230: 2,995
- 45255: 142
- 45245: 798
- 45171: 147
- 45106: 124
- 45121: 981
- 45133: 323

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Top Residential Zip Codes: (Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos)



SUM(Adults 25 - 64 wh...
85 24,145

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WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 220

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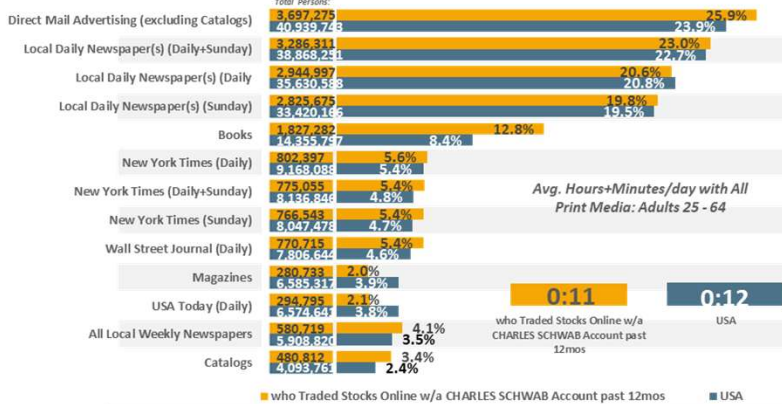
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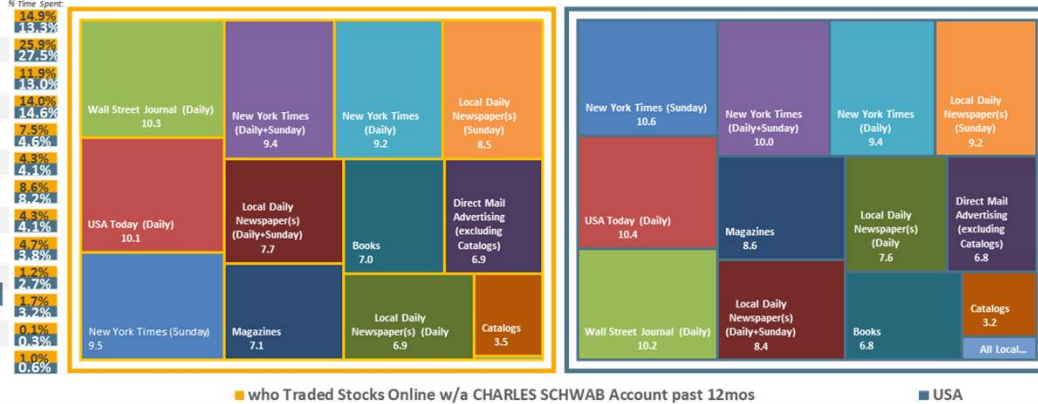


3,286,311 or 23.% of Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.7 minutes every day representing 28.% of all time spent daily with All forms of Print Medi

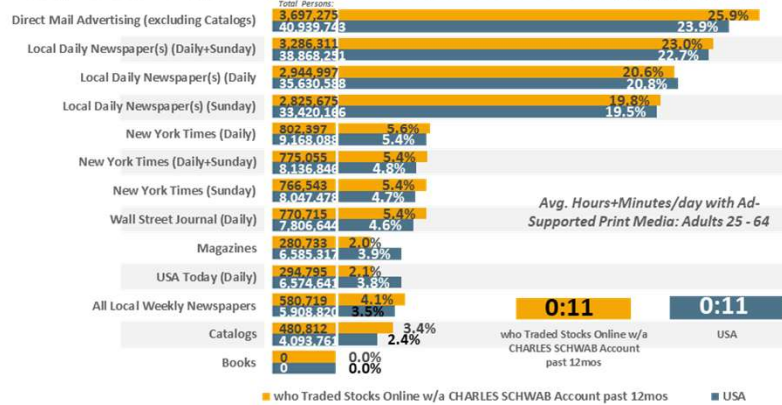
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



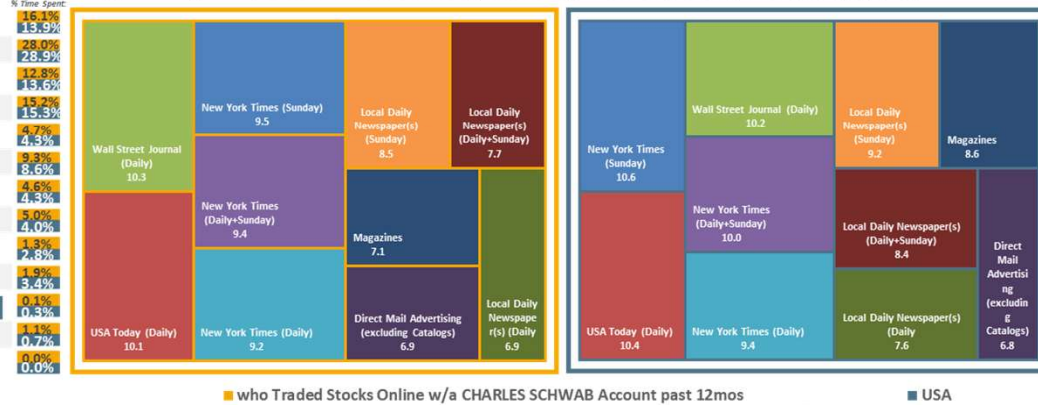
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2026: Sep24-Jan26 Qual Intab 2,165
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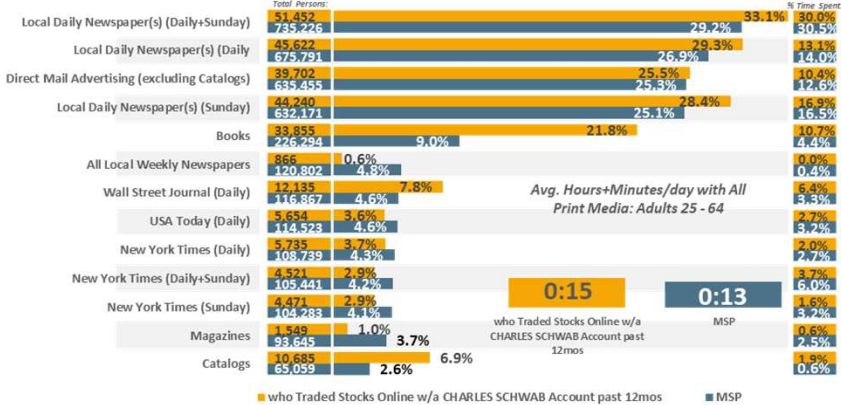
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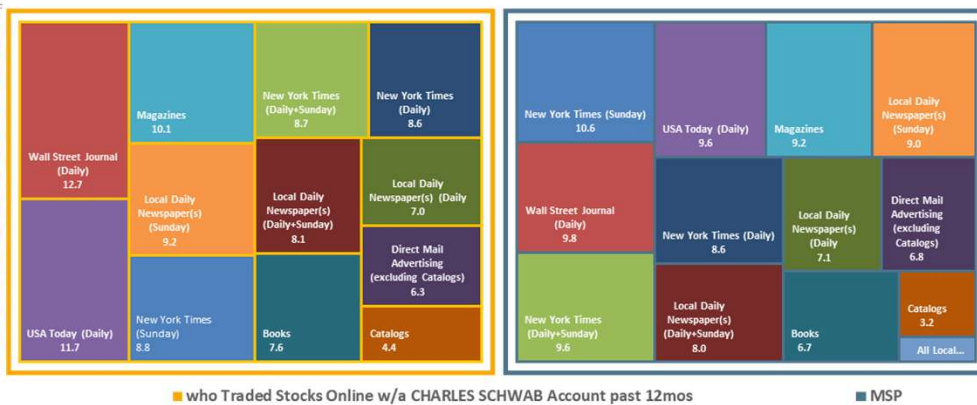


51,452 or 33.1% of Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.1 minutes every day representing 33.6% of all time spent daily with All forms of Print Media

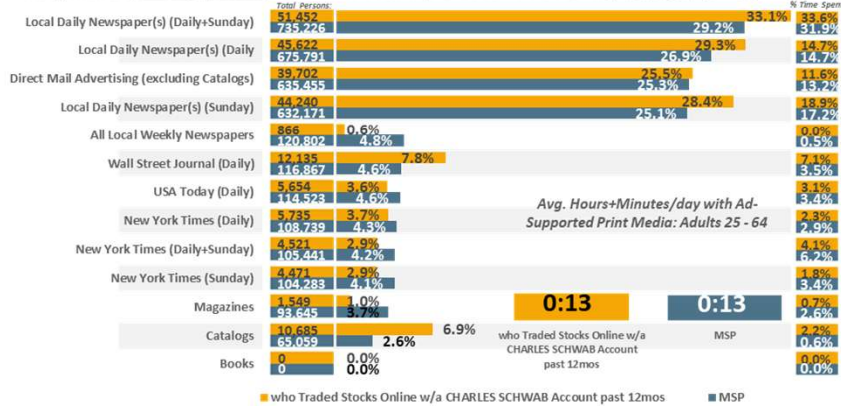
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



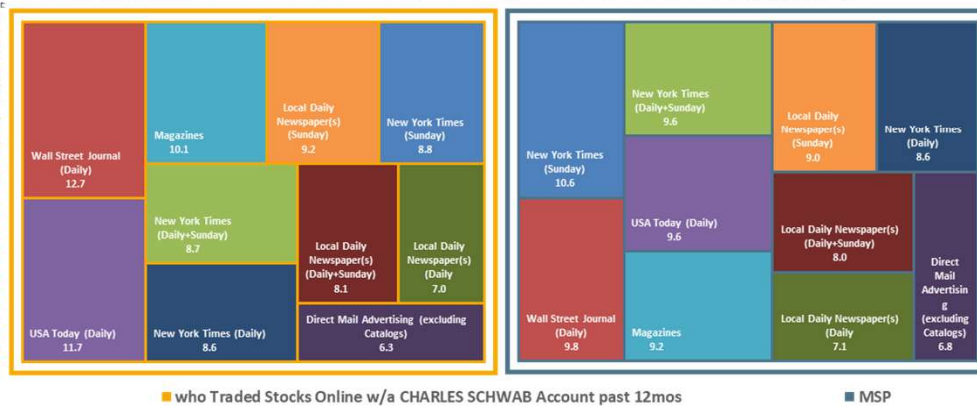
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 64



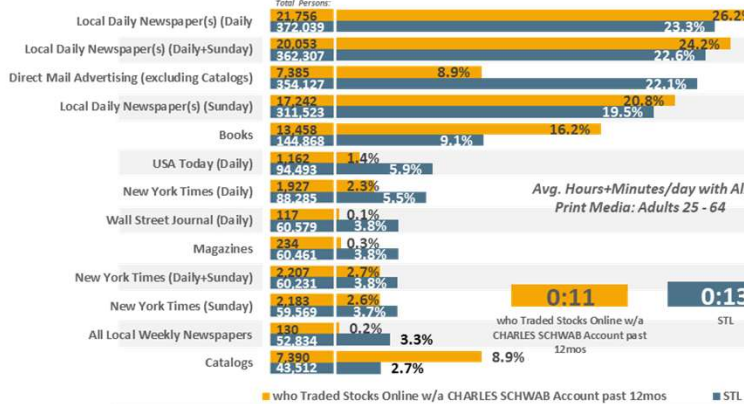
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64





20,053 or 24.2% of Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.6 minutes every day representing 37.6% of all time spent daily with All forms of Print Media

Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64

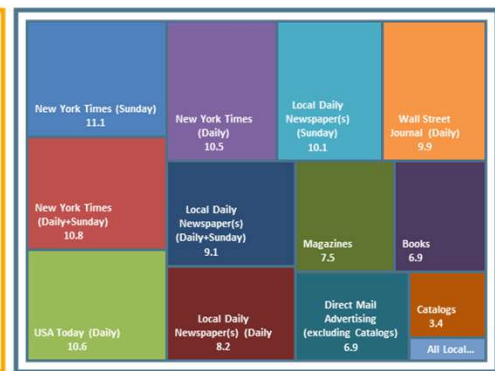
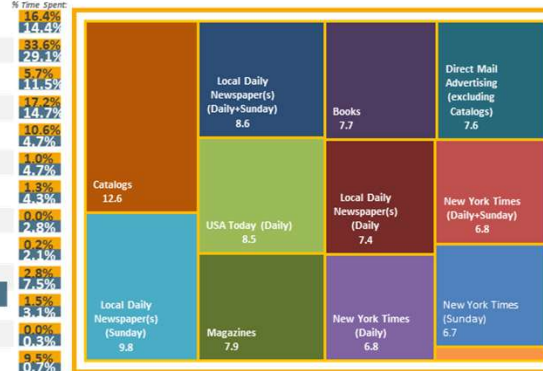


Avg. Hours+Minutes/day with All Print Media: Adults 25 - 64

0:11 0:13

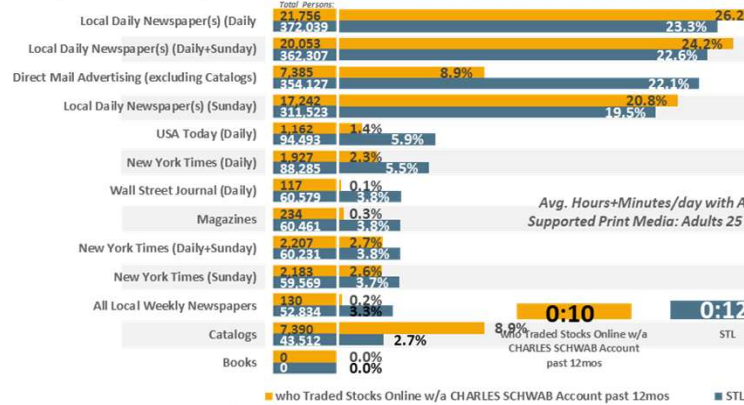
who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos STL

Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos STL

Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 64

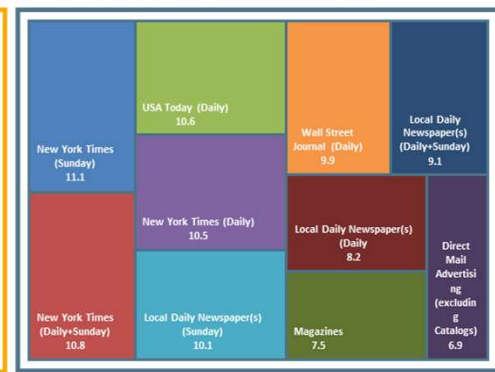
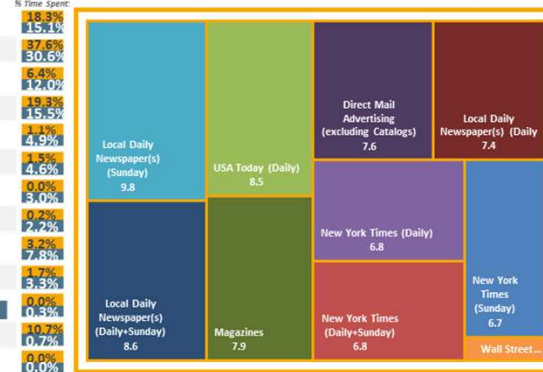


Avg. Hours+Minutes/day with Ad-Supported Print Media: Adults 25 - 64

0:10 0:12

who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos STL

Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

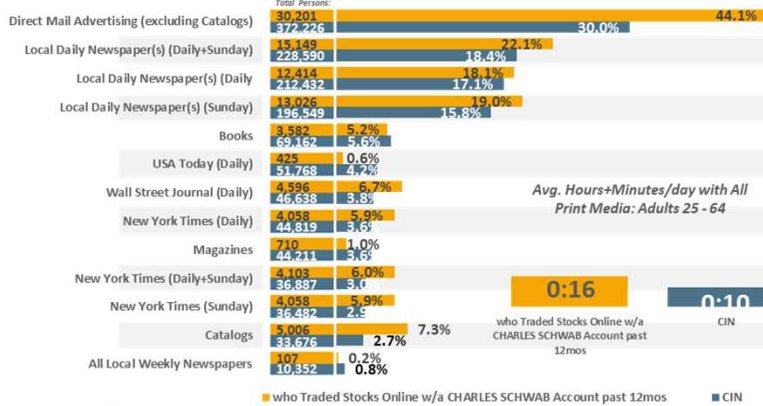


who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos STL

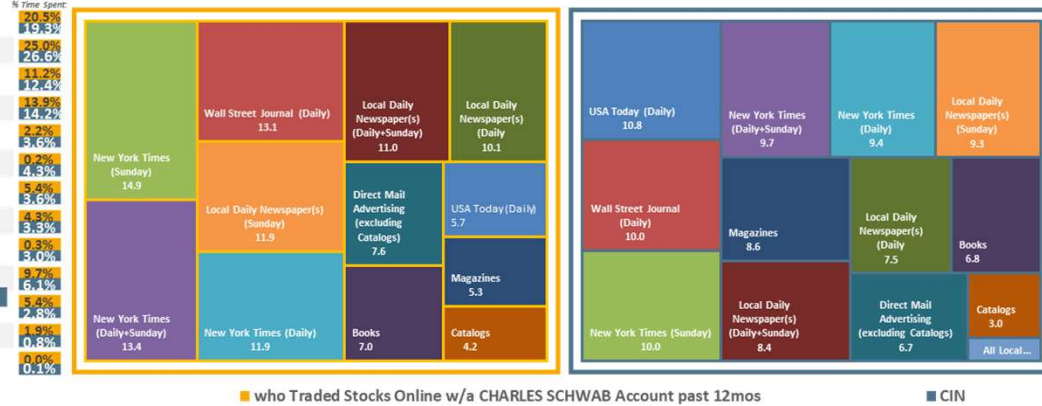


15,149 or 22.1% of Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11. minutes every day representing 25.6% of all time spent daily with All forms of Print Media

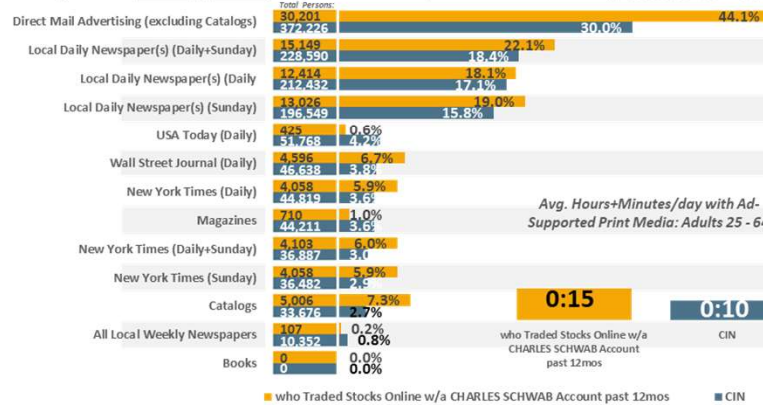
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



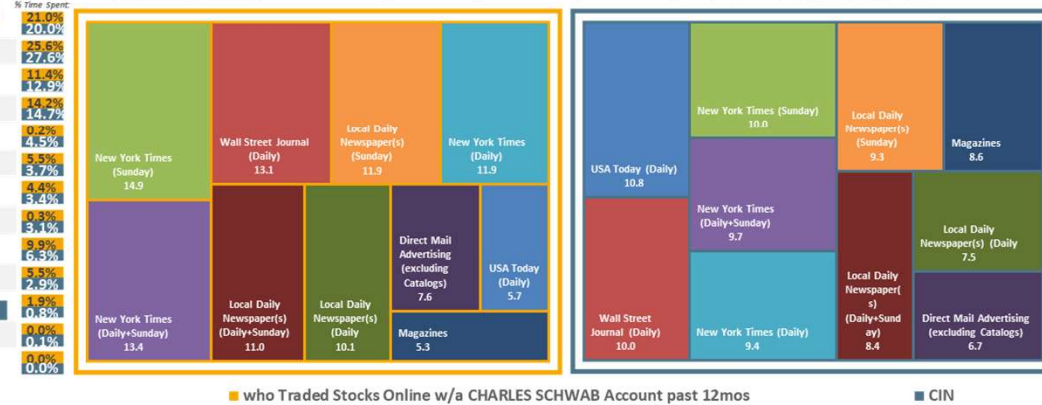
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 64



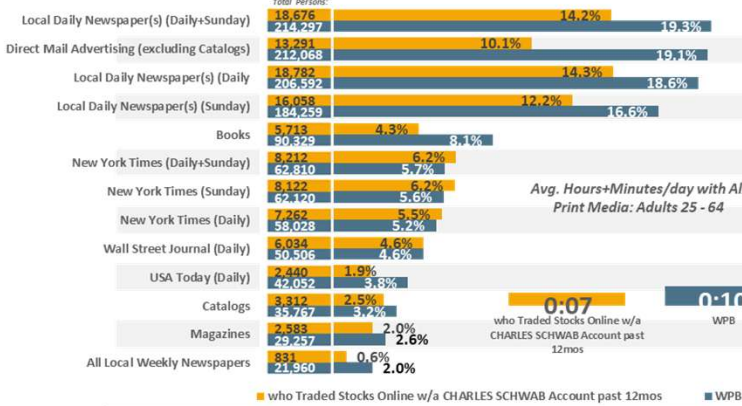
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



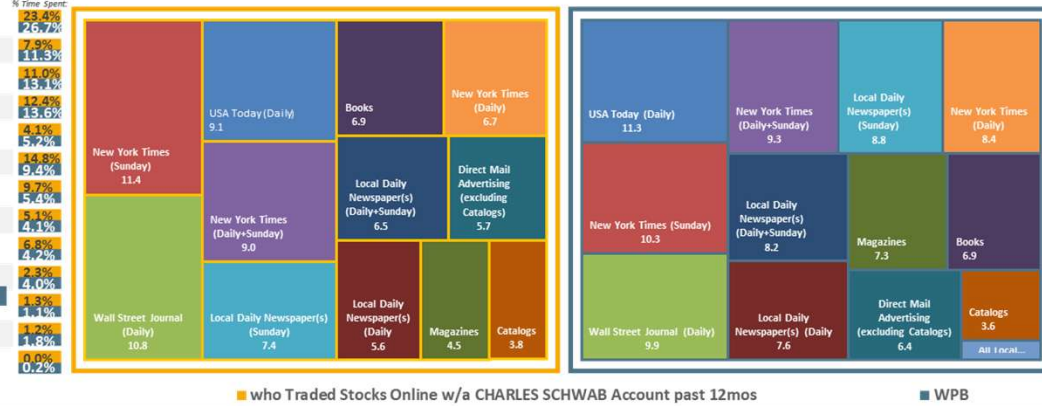


18,676 or 14.2% of Adults 25 - 64 who Traded Stocks Online w/a CHARLES SCHWAB Account past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 6.5 minutes every day representing 24.4% of all time spent daily with All forms of Print Media

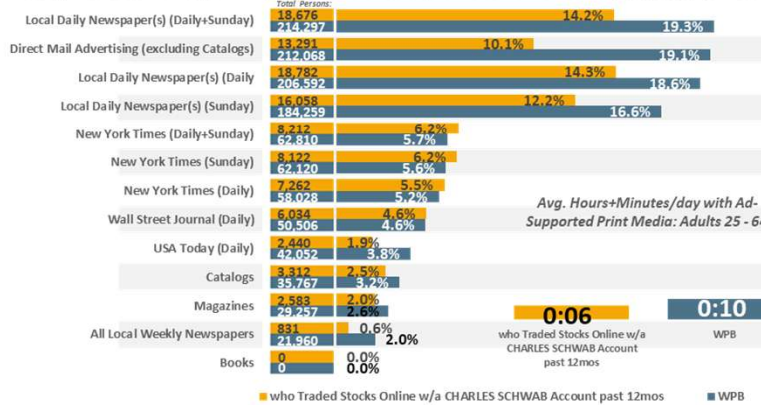
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



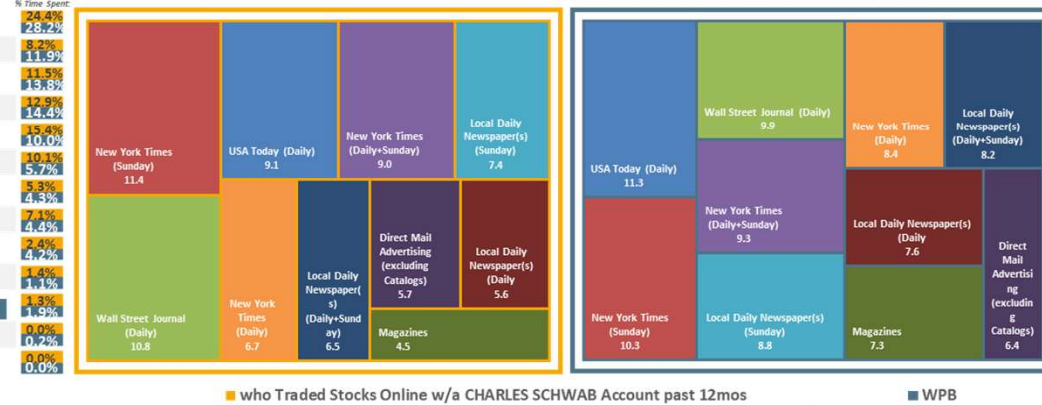
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 64



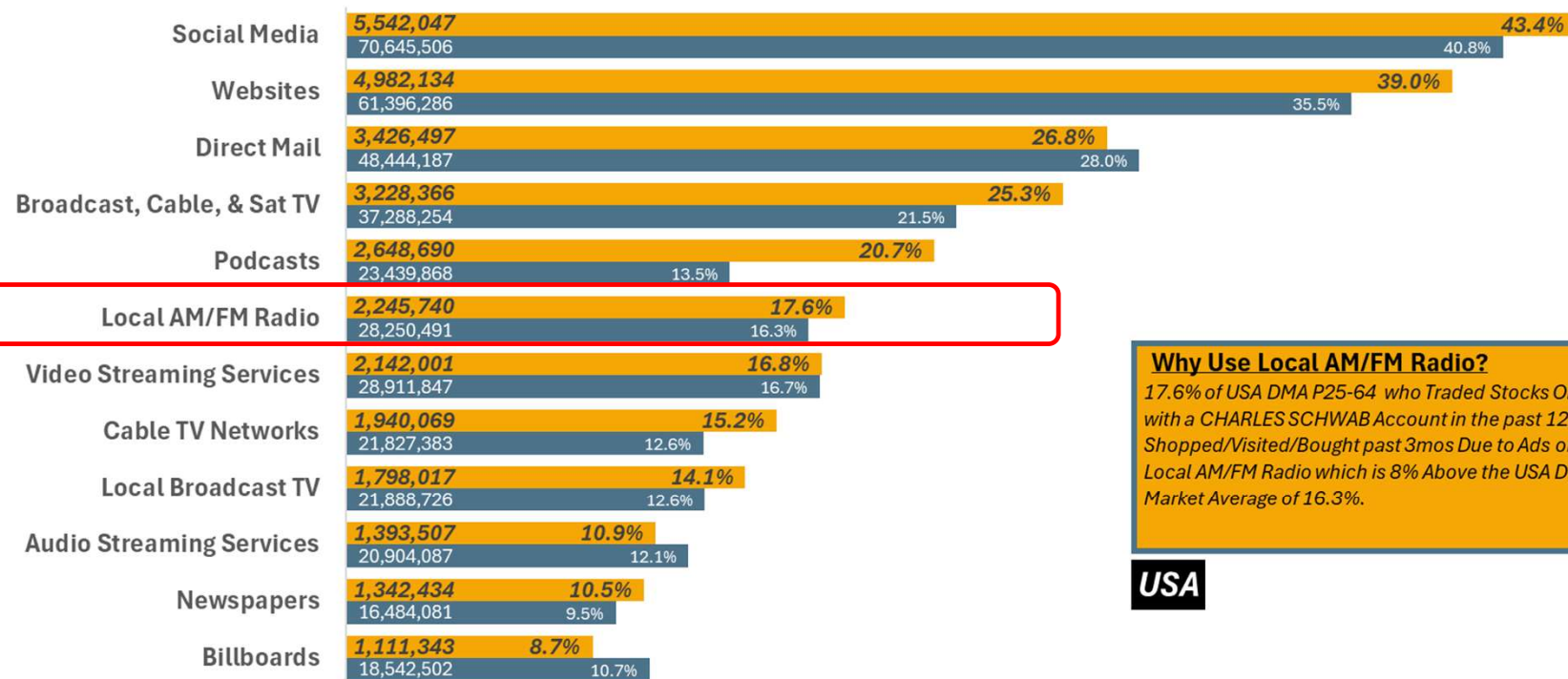
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64





"Advertising Actions"

**P25-64 who Traded Stocks Online with a CHARLES SCHWAB Account in the past 12mos
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

17.6% of USA DMA P25-64 who Traded Stocks Online with a CHARLES SCHWAB Account in the past 12mos Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 8% Above the USA DMA Market Average of 16.3%.

USA

■ P25-64 who Traded Stocks Online with a CHARLES SCHWAB Account in the past 12mos (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P25-64 USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

USA DMA ScarboroughR1 2026: Sep24-Jan26 Qual Intab: 1289
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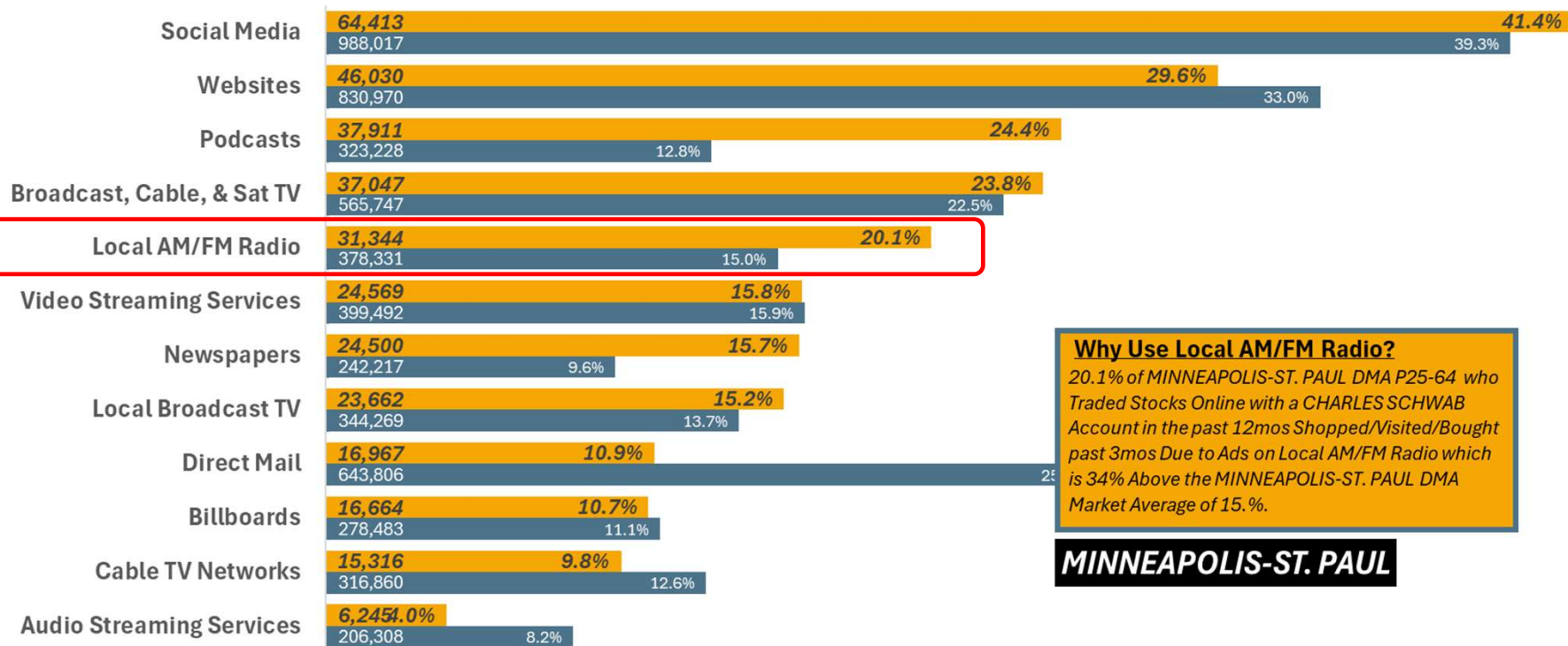
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"Advertising Actions"

**P25-64 who Traded Stocks Online with a CHARLES SCHWAB Account in the past 12mos
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

20.1% of MINNEAPOLIS-ST. PAUL DMA P25-64 who Traded Stocks Online with a CHARLES SCHWAB Account in the past 12mos Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 34% Above the MINNEAPOLIS-ST. PAUL DMA Market Average of 15.0%.

MINNEAPOLIS-ST. PAUL

■ P25-64 who Traded Stocks Online with a CHARLES SCHWAB Account in the past 12mos (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P25-64 MINNEAPOLIS-ST. PAUL AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab: 78
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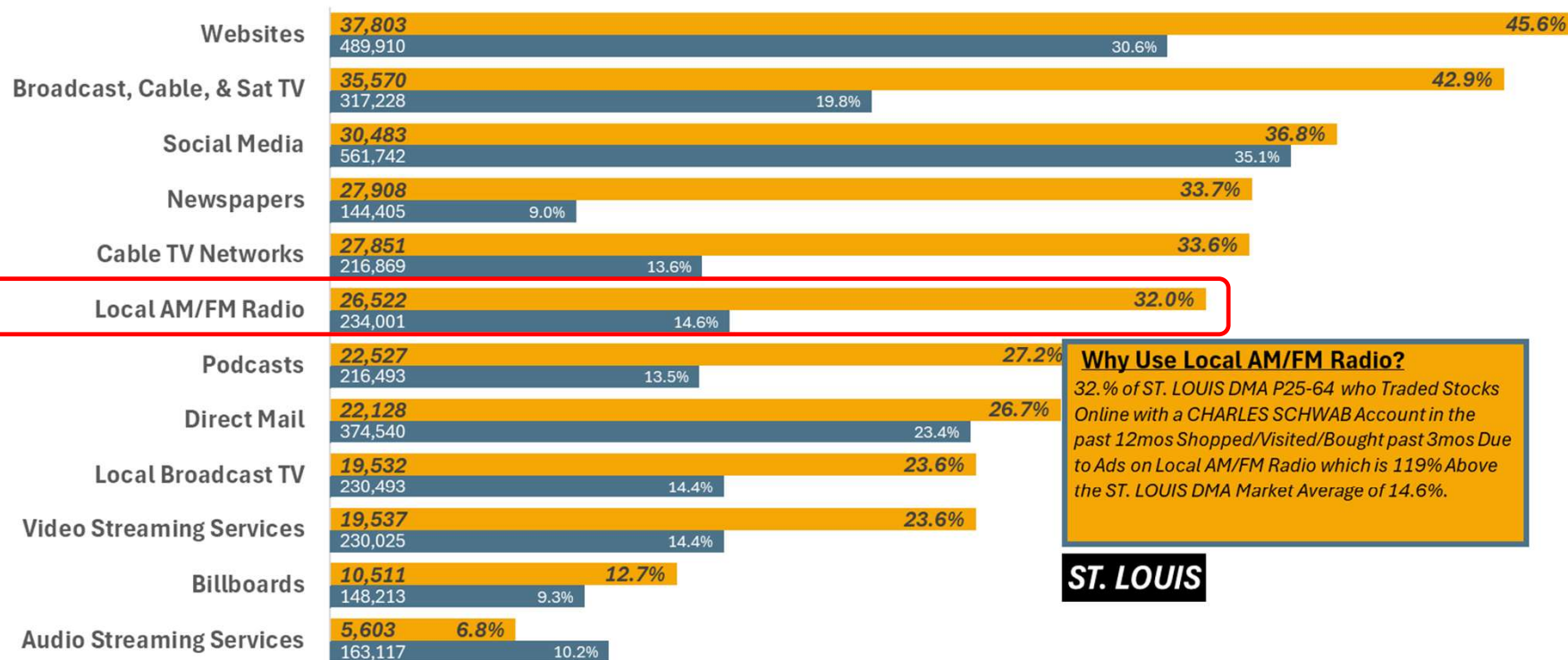
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"Advertising Actions"

P25-64 who Traded Stocks Online with a CHARLES SCHWAB Account in the past 12mos
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

32.% of ST. LOUIS DMA P25-64 who Traded Stocks Online with a CHARLES SCHWAB Account in the past 12mos Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 119% Above the ST. LOUIS DMA Market Average of 14.6%.

ST. LOUIS

■ P25-64 who Traded Stocks Online with a CHARLES SCHWAB Account in the past 12mos (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P25-64 ST. LOUIS AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

ST. LOUIS DMA ScarboroughR2 2025: Aug24-Jul25 Qual Intab: 84

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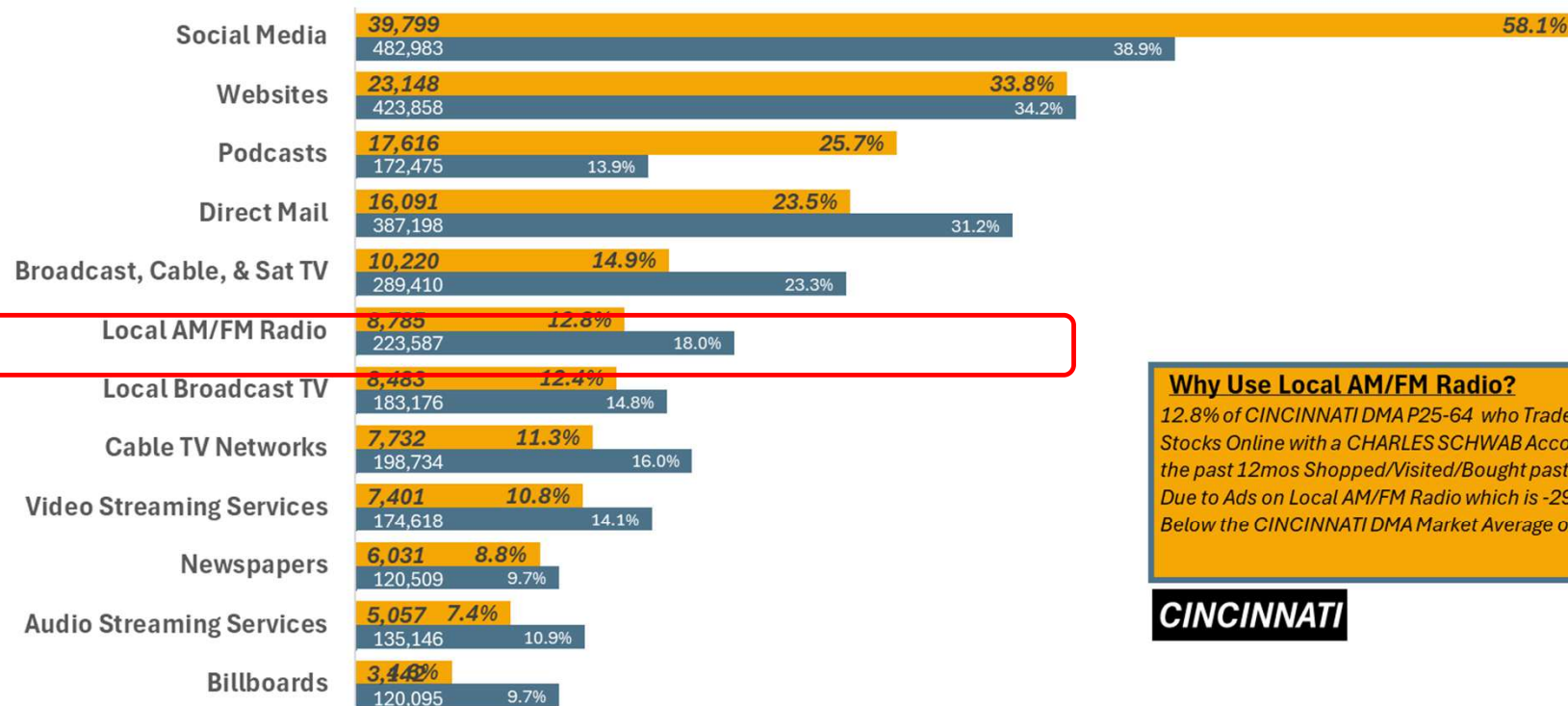
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"Advertising Actions"

P25-64 who Traded Stocks Online with a CHARLES SCHWAB Account in the past 12mos
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

12.8% of CINCINNATI DMA P25-64 who Traded Stocks Online with a CHARLES SCHWAB Account in the past 12mos Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -29% Below the CINCINNATI DMA Market Average of 18.0%.

CINCINNATI

■ P25-64 who Traded Stocks Online with a CHARLES SCHWAB Account in the past 12mos (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P25-64 CINCINNATI AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 76

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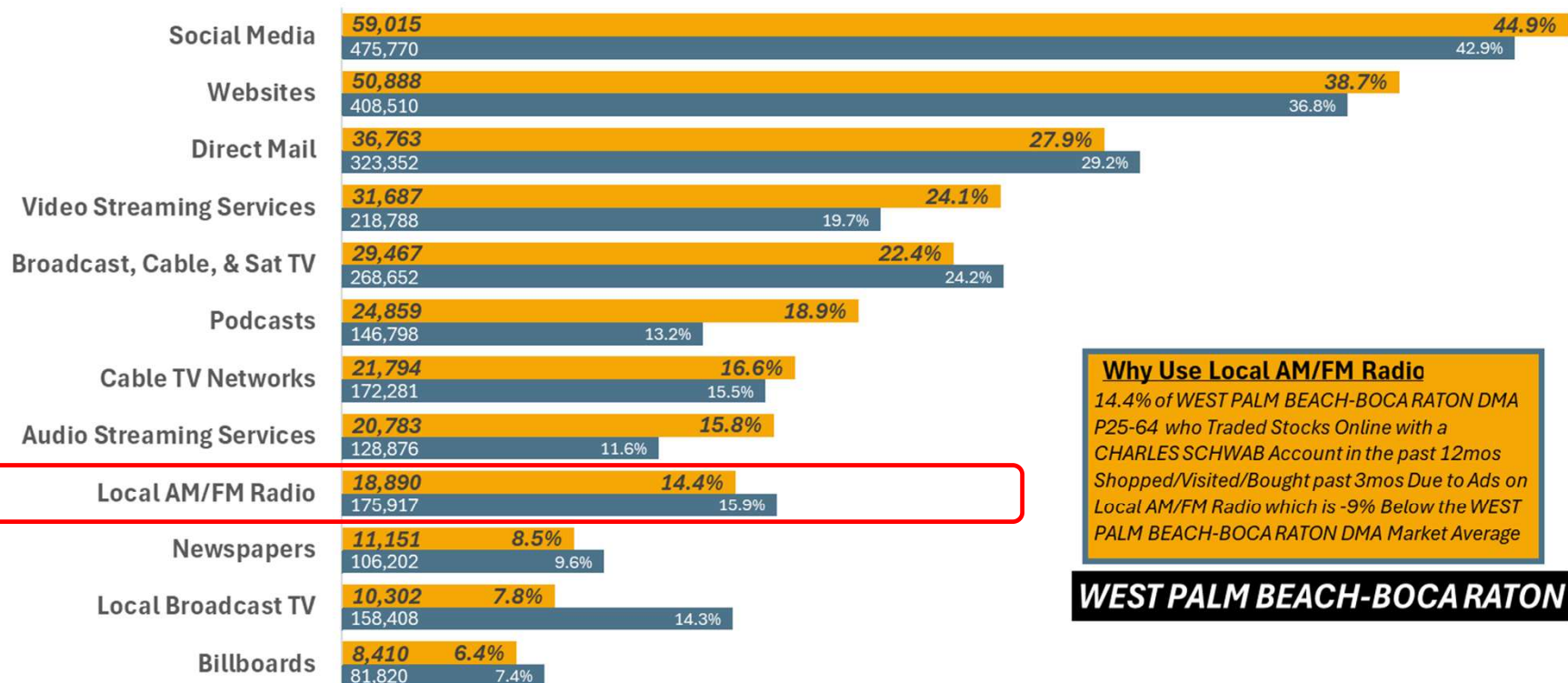
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"Advertising Actions"

P25-64 who Traded Stocks Online with a CHARLES SCHWAB Account in the past 12mos (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio

14.4% of WEST PALM BEACH-BOCA RATON DMA P25-64 who Traded Stocks Online with a CHARLES SCHWAB Account in the past 12mos Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -9% Below the WEST PALM BEACH-BOCA RATON DMA Market Average

WEST PALM BEACH-BOCA RATON

■ P25-64 who Traded Stocks Online with a CHARLES SCHWAB Account in the past 12mos (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P25-64 WEST PALM BEACH-BOCA RATON AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab: 100

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