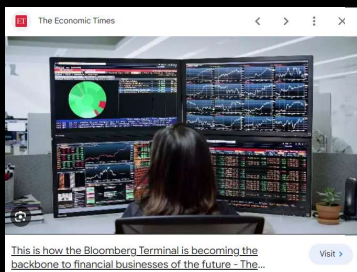


USA+4 DMAs – P18+ who Use BANK OF AMERICA as their Primary Bank!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA and PHOENIX DMA P18+ who Use BANK OF AMERICA as their Primary Bank as of August 31, 2025.**



BANK OF AMERICA P18+

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

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

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



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

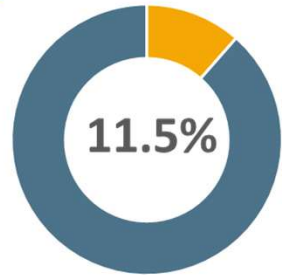


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

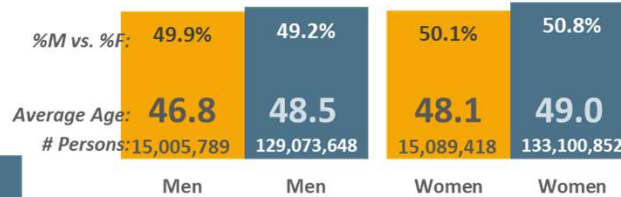
Ethnicity of Target vs. Market:



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

Total Persons:

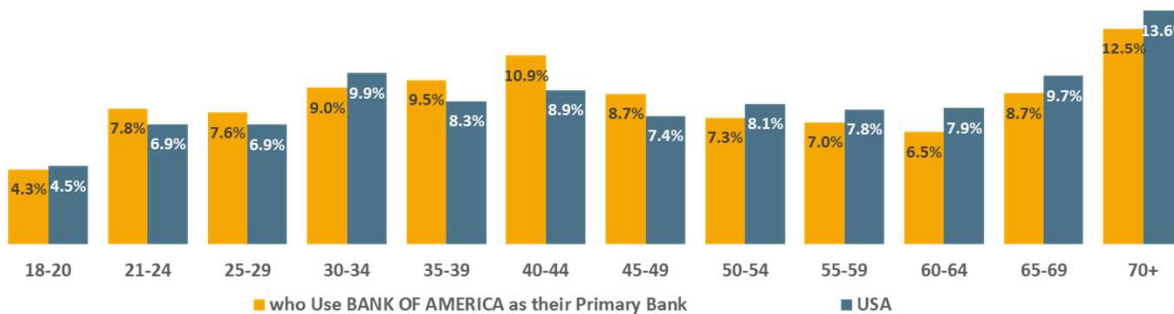
30,095,207 232,079,293



Age Cell Demographics of Target vs. Market:

Adults 18 or older

Average Age:

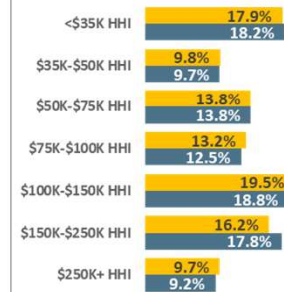


■ who Use BANK OF AMERICA as their Primary Bank

■ USA



HHI of Target vs. Market:



Avg HHI:

\$113,538

\$113,756

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



11.1% or 830,792 of CHI DMA Adults 18 or older Use BANK OF AMERICA as their Primary Bank.
 Typical Adults 18 or older who Use BANK OF AMERICA as their Primary Bank are 44.4 years old (8.1% younger than average) and have a \$96,689 (10.1% lower than average) annual household income.



Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



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

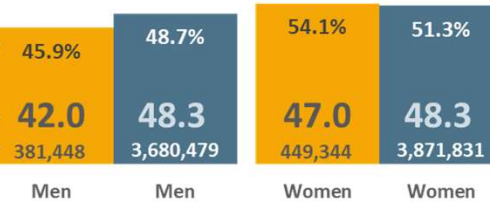
Total Persons:

830,792 6,721,518

%M vs. %F:

Average Age:

Persons:



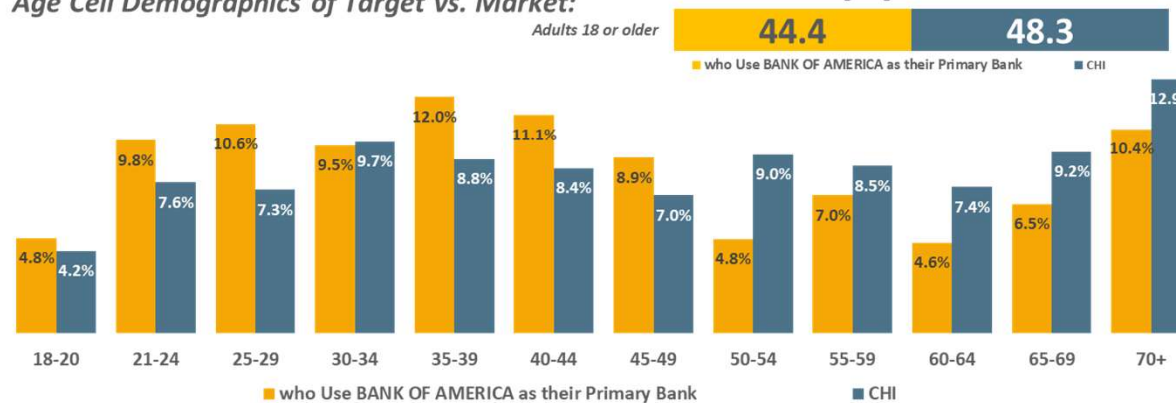
Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older

■ who Use BANK OF AMERICA as their Primary Bank

■ CHI

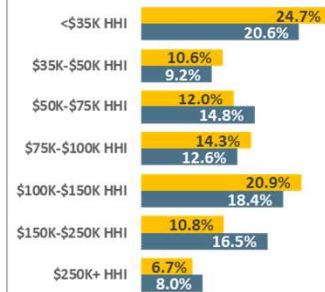


■ who Use BANK OF AMERICA as their Primary Bank

■ CHI



HHI of Target vs. Market:



Avg HHI:

\$96,689 \$107,489



14.6% or 831,986 of WDC DMA Adults 18 or older Use BANK OF AMERICA as their Primary Bank.
Typical Adults 18 or older who Use BANK OF AMERICA as their Primary Bank are 46.3 years old (3.3% younger than average) and have a \$131,881 (3.7% lower than average) annual household income.

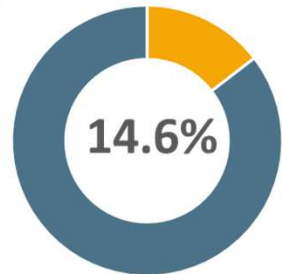


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



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

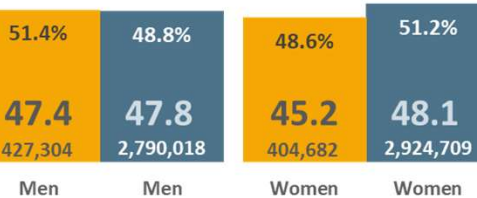
Total Persons:

831,986 4,882,741

%M vs. %F:

Average Age:

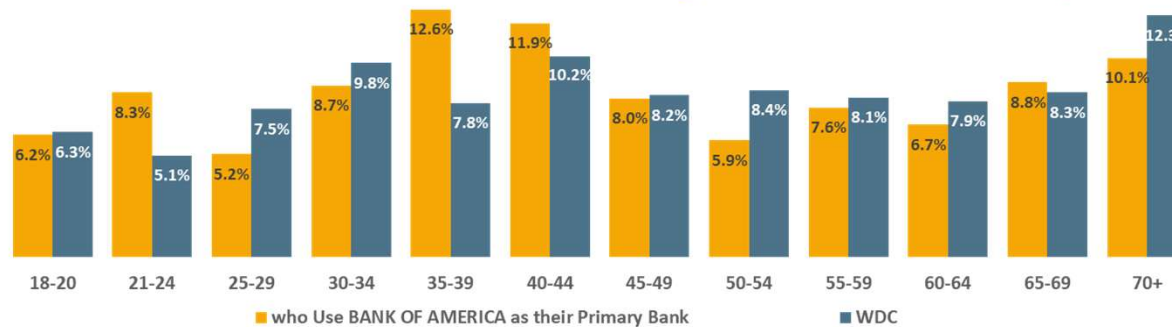
Persons:



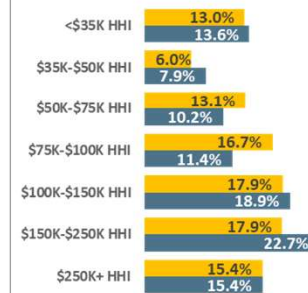
Age Cell Demographics of Target vs. Market:

Adults 18 or older

Average Age:



HHI of Target vs. Market:



Avg HHI:

\$131,881 \$137,019



12.2% or 553,317 of SEA DMA Adults 18 or older Use BANK OF AMERICA as their Primary Bank.
 Typical Adults 18 or older who Use BANK OF AMERICA as their Primary Bank are 49.2 years old (1.9% older than average) and have a \$135,322 (8.4% higher than average) annual household income.

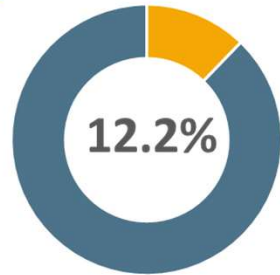


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



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

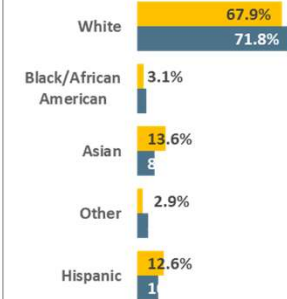
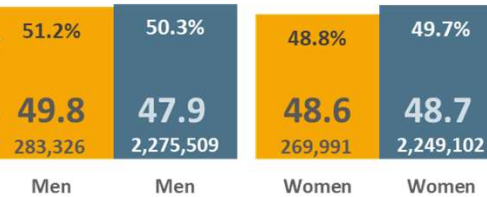
Total Persons:

553,317 3,971,294

%M vs. %F:

Average Age:

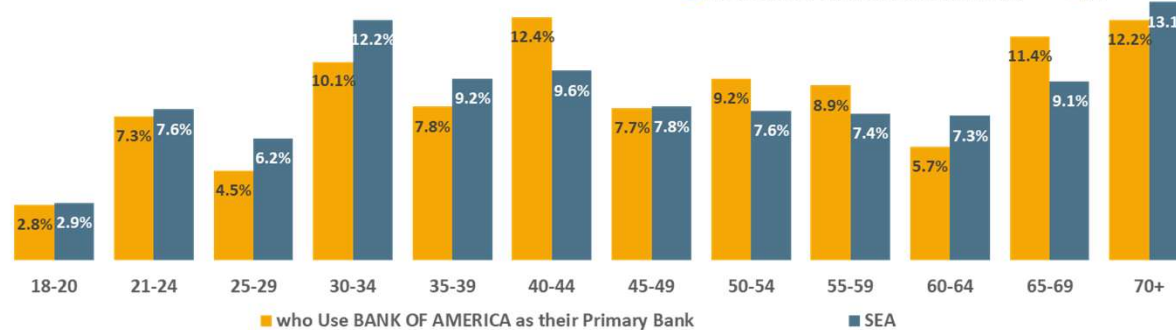
Persons:



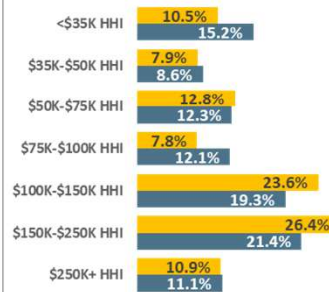
Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older



HHI of Target vs. Market:



Avg HHI: \$135,322 \$124,869



15.4% or 733,176 of PHX DMA Adults 18 or older Use BANK OF AMERICA as their Primary Bank.
 Typical Adults 18 or older who Use BANK OF AMERICA as their Primary Bank are 50.2 years old (3.2% older than average) and have a \$97,640 (7.3% lower than average) annual household income.

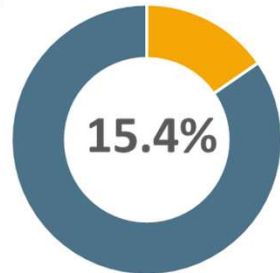


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



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

Total Persons:

733,176 4,030,335

%M vs. %F:	45.8%	49.6%	54.2%	50.4%
Average Age:	48.7	47.9	51.7	49.4
# Persons:	335,614	2,363,560	397,562	2,399,951
	Men	Men	Women	Women

White	62.4%	62.1%
Black/African American	4.7%	
Asian	3.3%	
Other	1.2%	
Hispanic	28.3%	26.7%

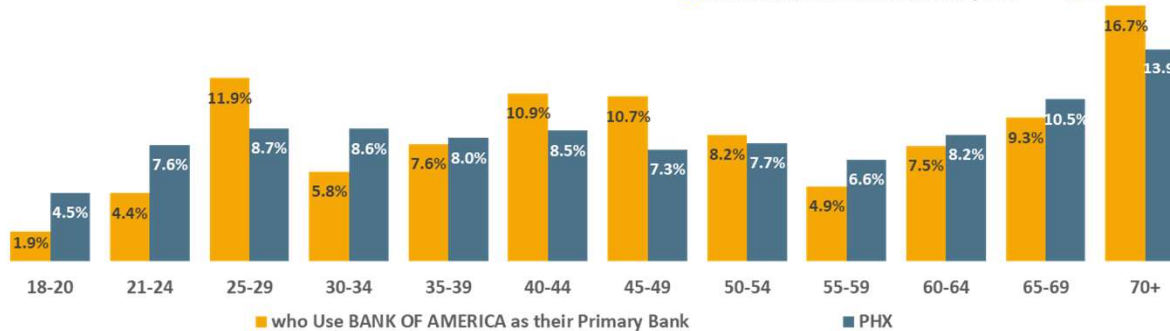
■ who Use BANK OF AMERICA as their Primary Bank ■ PHX

Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older

50.2	48.6
■ who Use BANK OF AMERICA as their Primary Bank	■ PHX



■ who Use BANK OF AMERICA as their Primary Bank

■ PHX



HHI of Target vs. Market:

<\$35K HHI	19.2%	18.7%
\$35K-\$50K HHI	11.8%	10.5%
\$50K-\$75K HHI	18.6%	16.3%
\$75K-\$100K HHI	13.4%	13.5%
\$100K-\$150K HHI	19.5%	19.2%
\$150K-\$250K HHI	11.9%	14.4%
\$250K+ HHI	5.6%	7.4%

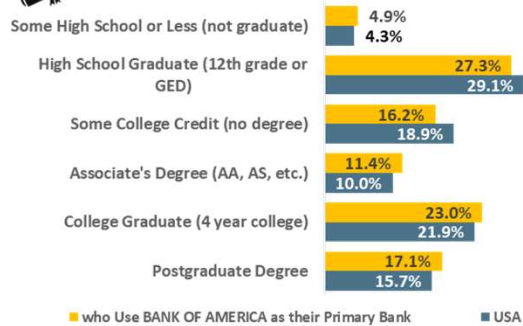
Avg HHI: \$97,640 \$105,341



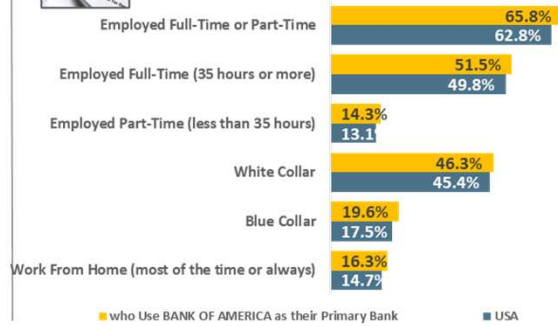
11.5% or 30,095,207 of USA DMA Adults 18 or older Use BANK OF AMERICA as their Primary Bank. Adults 18 or older who Use BANK OF AMERICA as their Primary Bank are 6.7% more likely to be a college graduate, 3.5% more likely to work full-time, 2.2% more likely to be married, 17.6% more likely to be a parent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



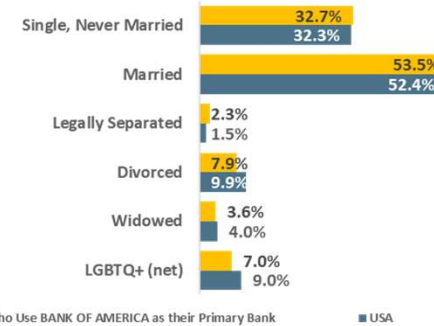
Education Levels: Adults 18 or older



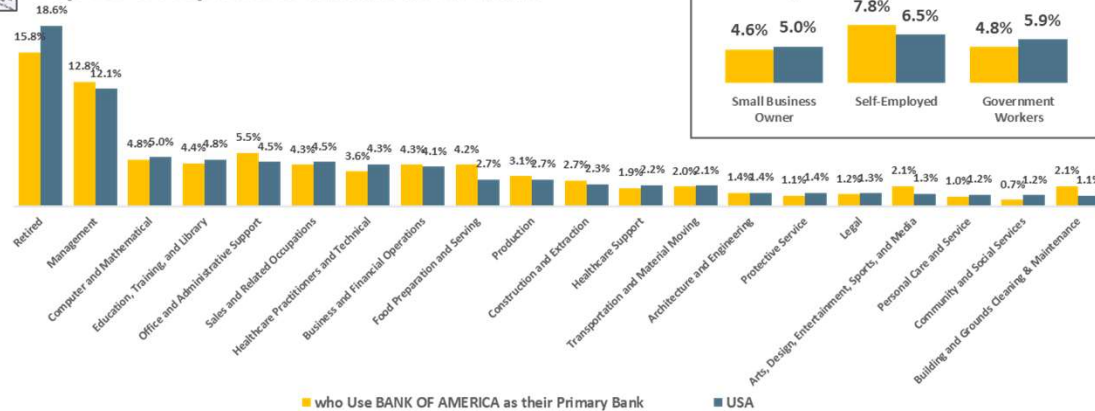
Employment: Adults 18 or older



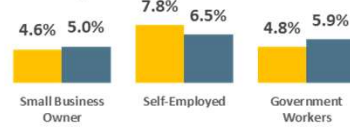
Marital Status: Adults 18 or older



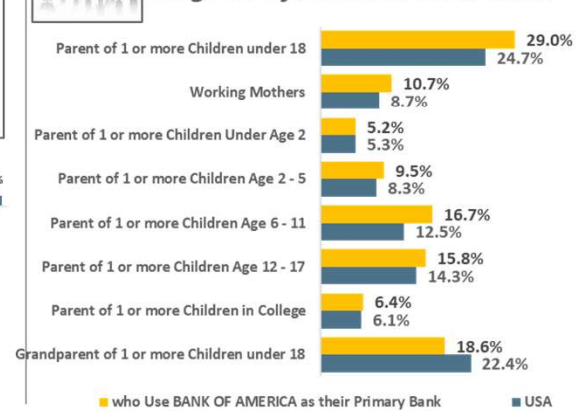
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older



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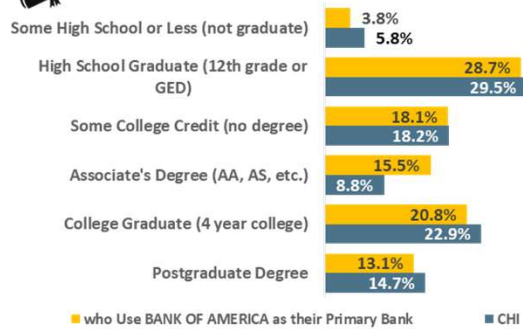
Banks HHLD uses (primary bank) (HHLD): Bank of America



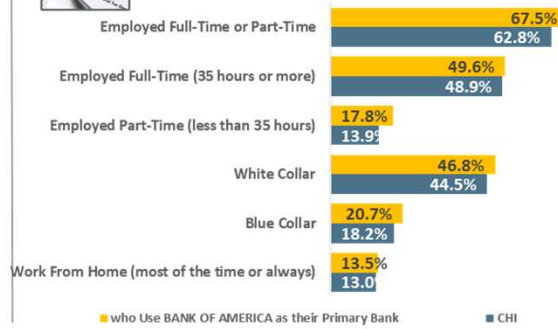
11.1% or 830,792 of CHI DMA Adults 18 or older Use BANK OF AMERICA as their Primary Bank. Adults 18 or older who Use BANK OF AMERICA as their Primary Bank are 9.9% less likely to be a college graduate, 1.5% more likely to work full-time, 4.6% less likely to be married, 21.1% more likely to be a parent of 1 or more children under 18.



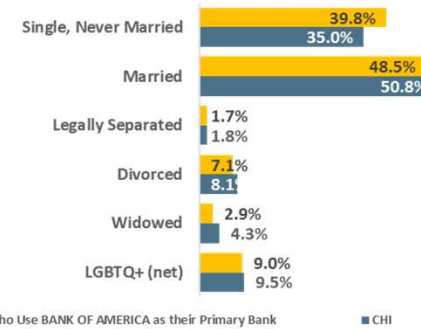
Education Levels: Adults 18 or older



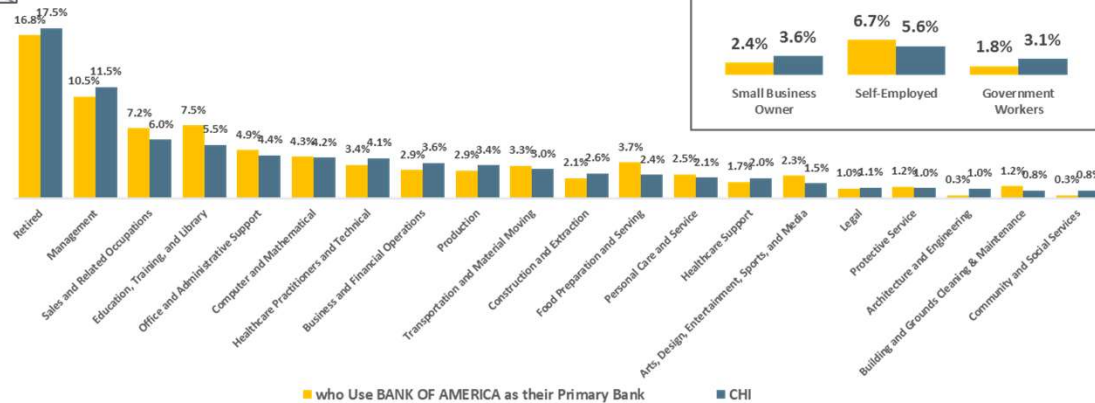
Employment: Adults 18 or older



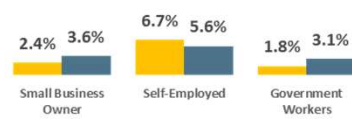
Marital Status: Adults 18 or older



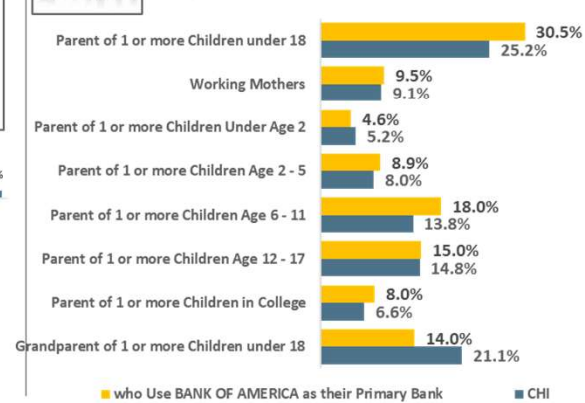
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

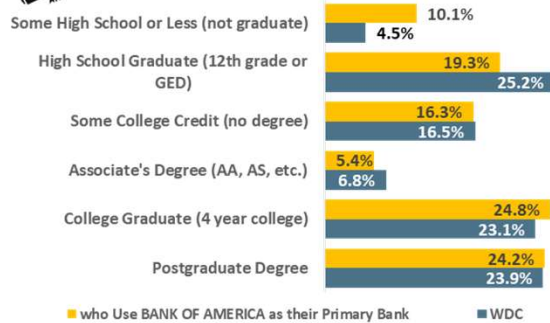




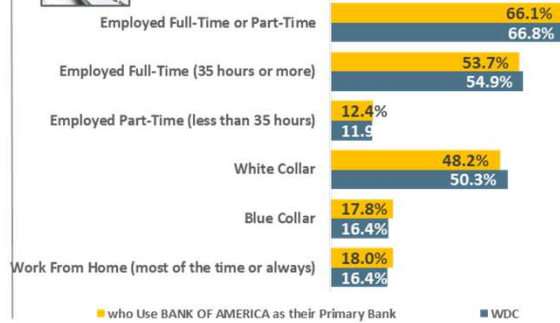
14.6% or 831,986 of WDC DMA Adults 18 or older Use BANK OF AMERICA as their Primary Bank. Adults 18 or older who Use BANK OF AMERICA as their Primary Bank are 4.% more likely to be a college graduate, 2.2% less likely to work full-time, .6% more likely to be married, 25.6% more likely to be a parent of 1 or more children under 18.



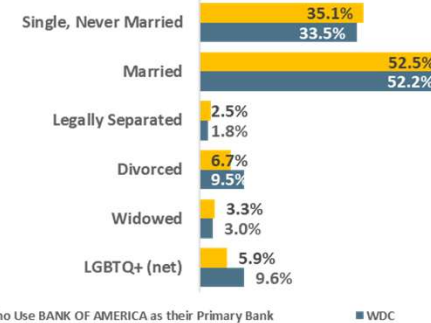
Education Levels: Adults 18 or older



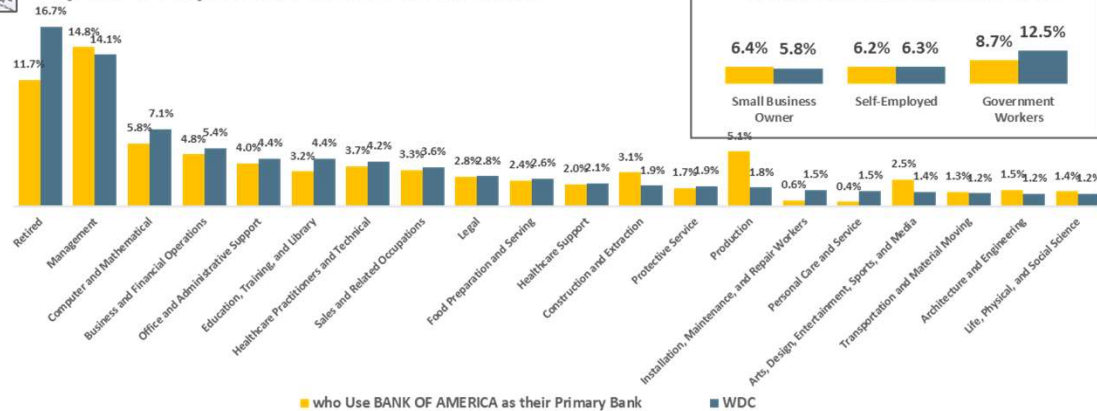
Employment: Adults 18 or older



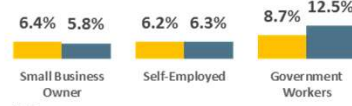
Marital Status: Adults 18 or older



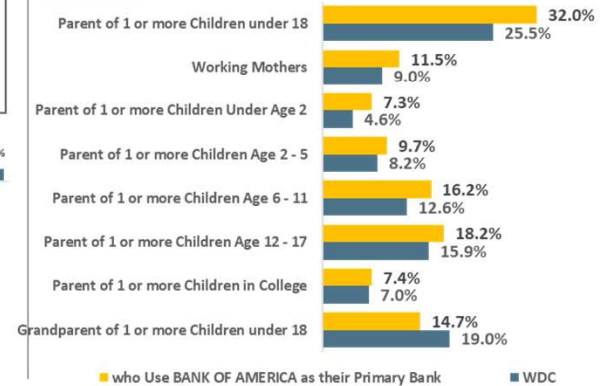
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

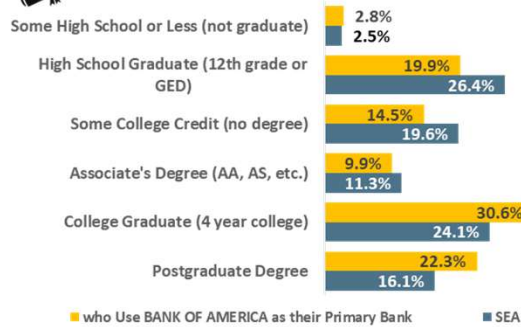




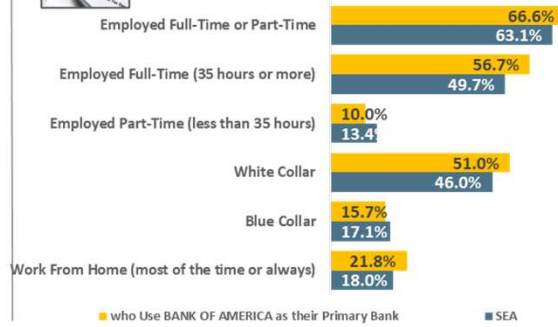
12.2% or 553,317 of SEA DMA Adults 18 or older Use BANK OF AMERICA as their Primary Bank. Adults 18 or older who Use BANK OF AMERICA as their Primary Bank are 31.3% more likely to be a college graduate, 13.9% more likely to work full-time, 8.1% more likely to be married, 3.1% less likely to be a parent of 1 or more children under 18.



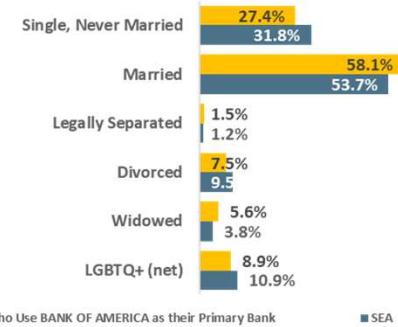
Education Levels: Adults 18 or older



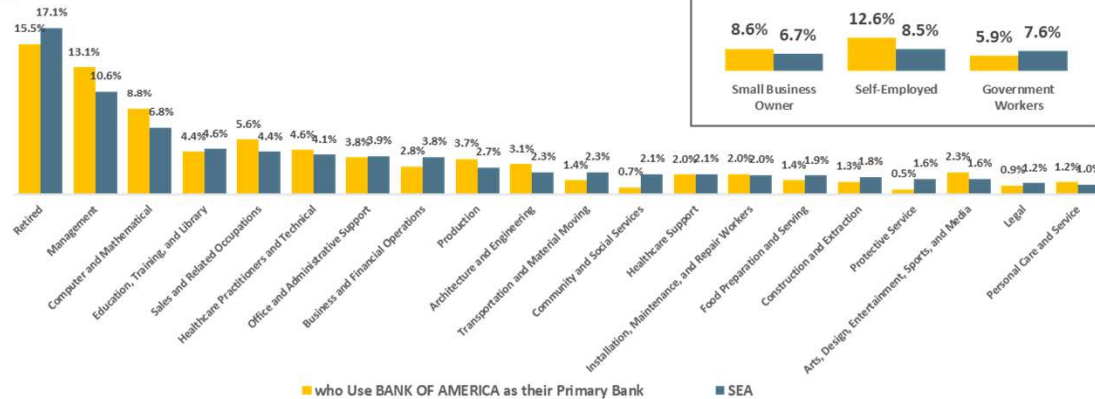
Employment: Adults 18 or older



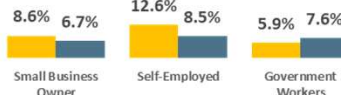
Marital Status: Adults 18 or older



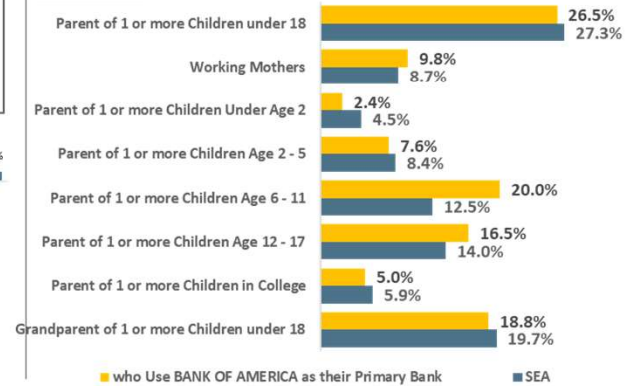
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

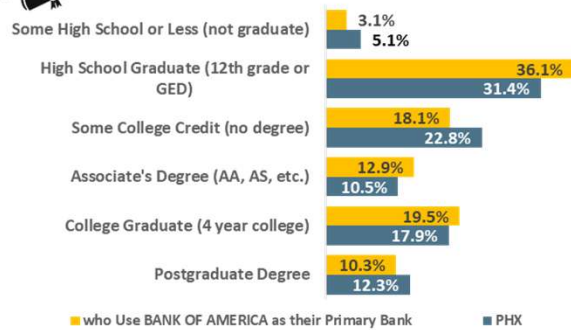




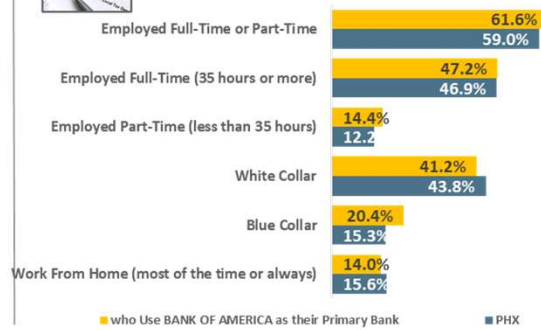
15.4% or 733,176 of PHX DMA Adults 18 or older Use BANK OF AMERICA as their Primary Bank. Adults 18 or older who Use BANK OF AMERICA as their Primary Bank are 1.3% less likely to be a college graduate, .6% more likely to work full-time, 7.1% more likely to be married, 31.% more likely to be a parent of 1 or more children under 18.



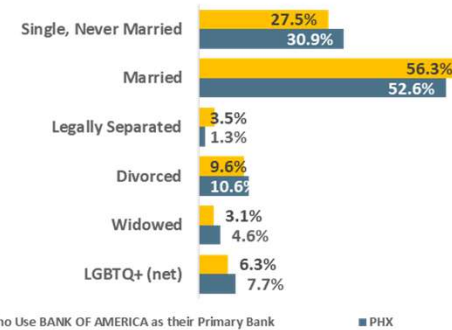
Education Levels: Adults 18 or older



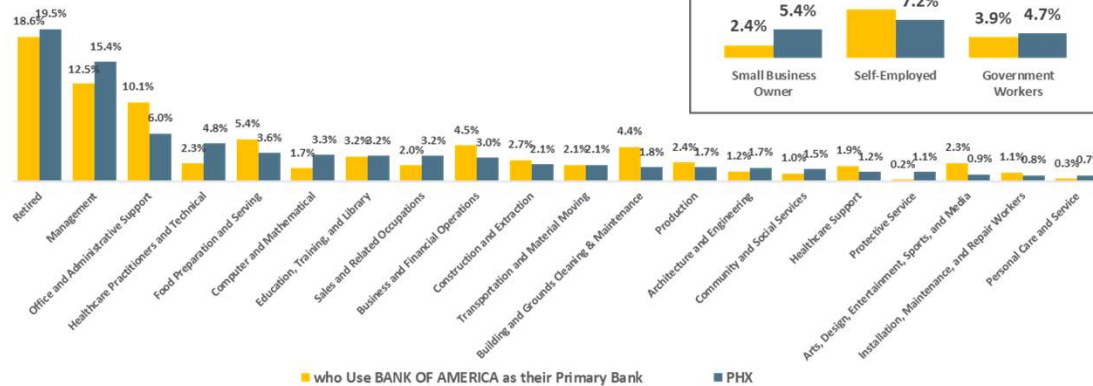
Employment: Adults 18 or older



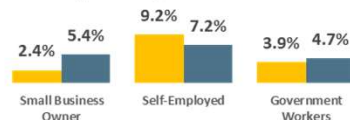
Marital Status: Adults 18 or older



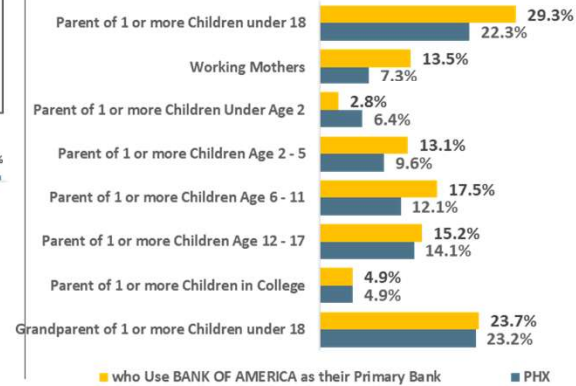
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

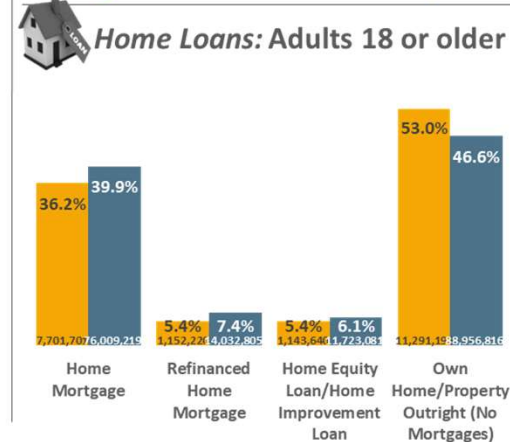
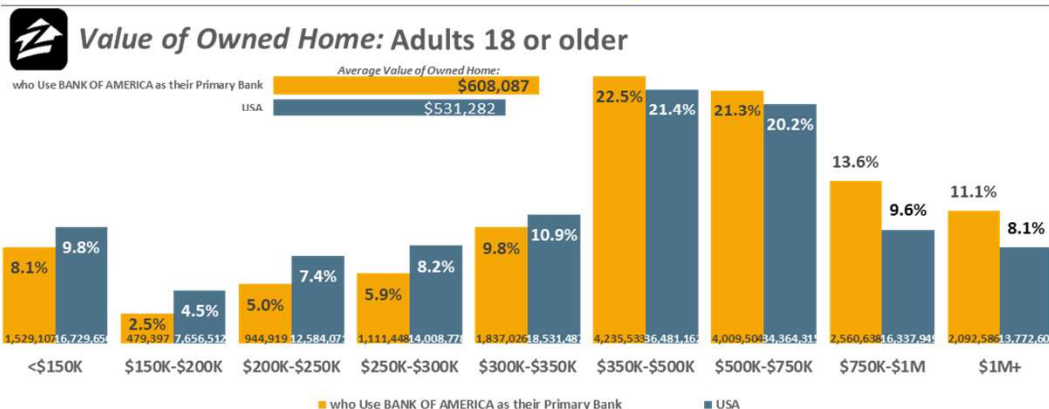
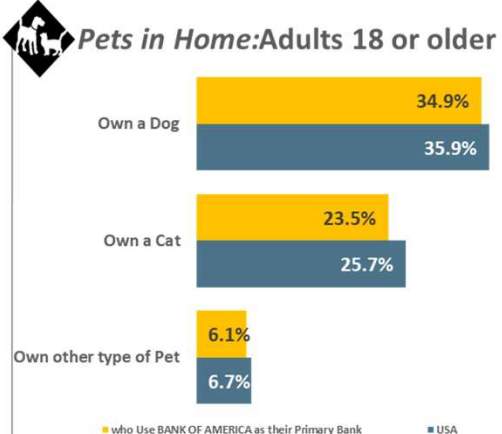
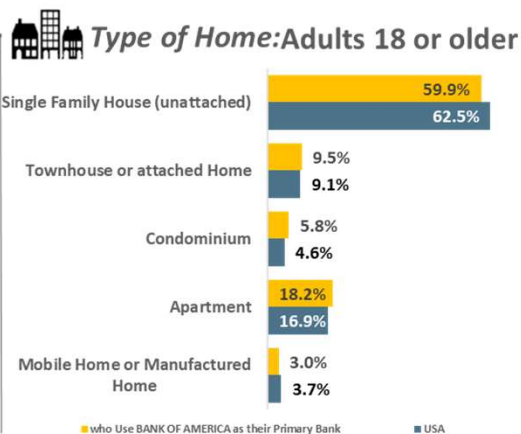
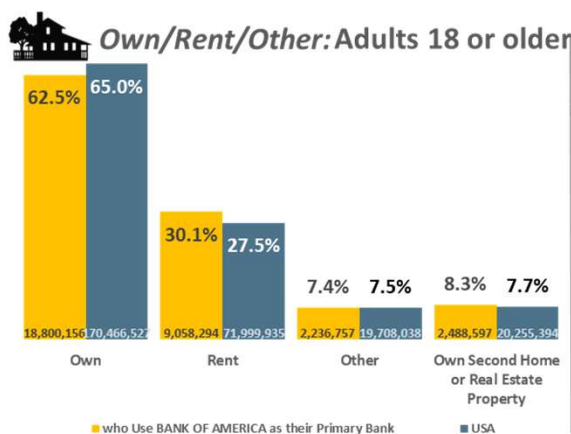


Stage in Life: Adults 18 or older





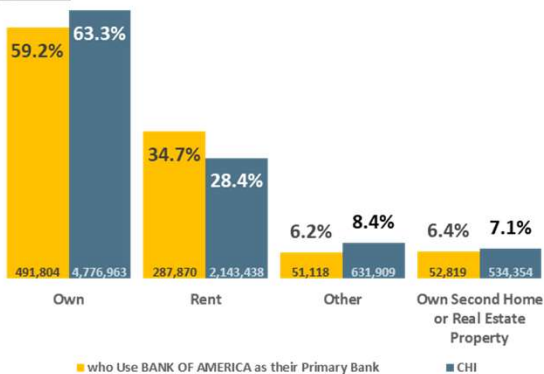
11.5% or 30,095,207 of USA DMA Adults 18 or older Use BANK OF AMERICA as their Primary Bank. Adults 18 or older who Use BANK OF AMERICA as their Primary Bank are 3.9% less likely to own their home, 14.5% more likely to own a higher valued home, 4.1% less likely to have a single-family home, 2.6% less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



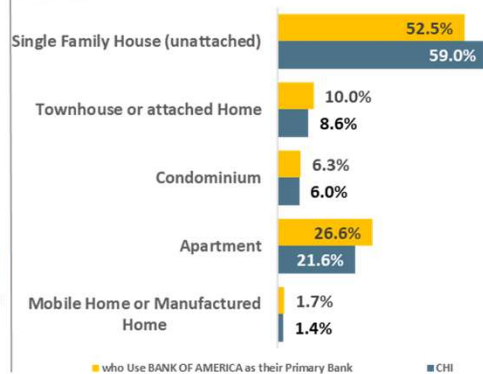


11.1% or 830,792 of CHI DMA Adults 18 or older Use BANK OF AMERICA as their Primary Bank. Adults 18 or older who Use BANK OF AMERICA as their Primary Bank are 6.4% less likely to own their home, 7.3% more likely to own a higher valued home, 11.1% less likely to have a single-family home, 15.5% more likely to have a dog.

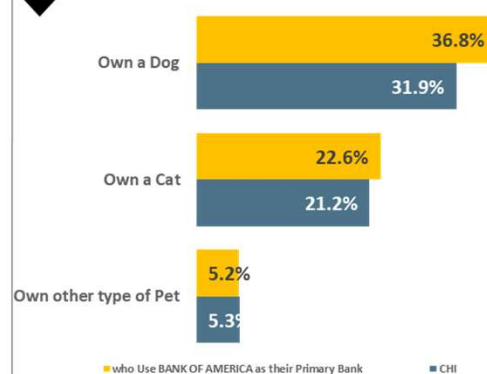
Own/Rent/Other: Adults 18 or older



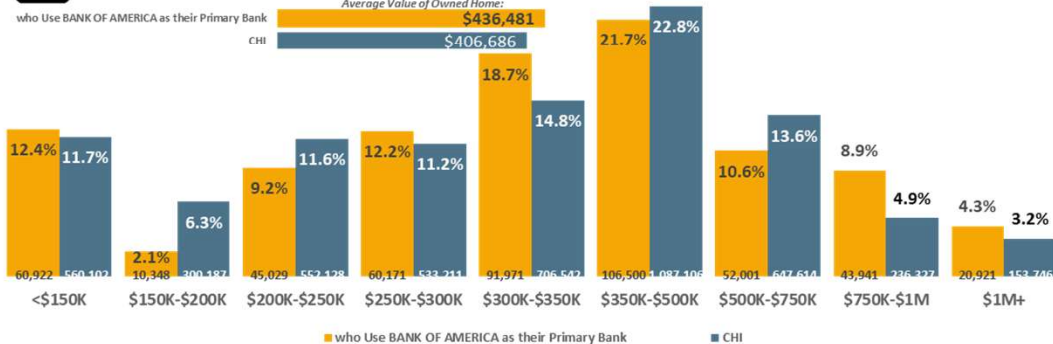
Type of Home: Adults 18 or older



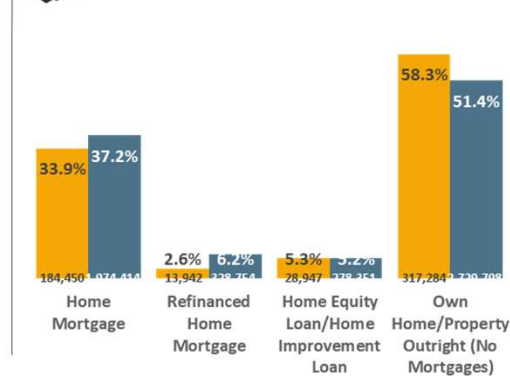
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older

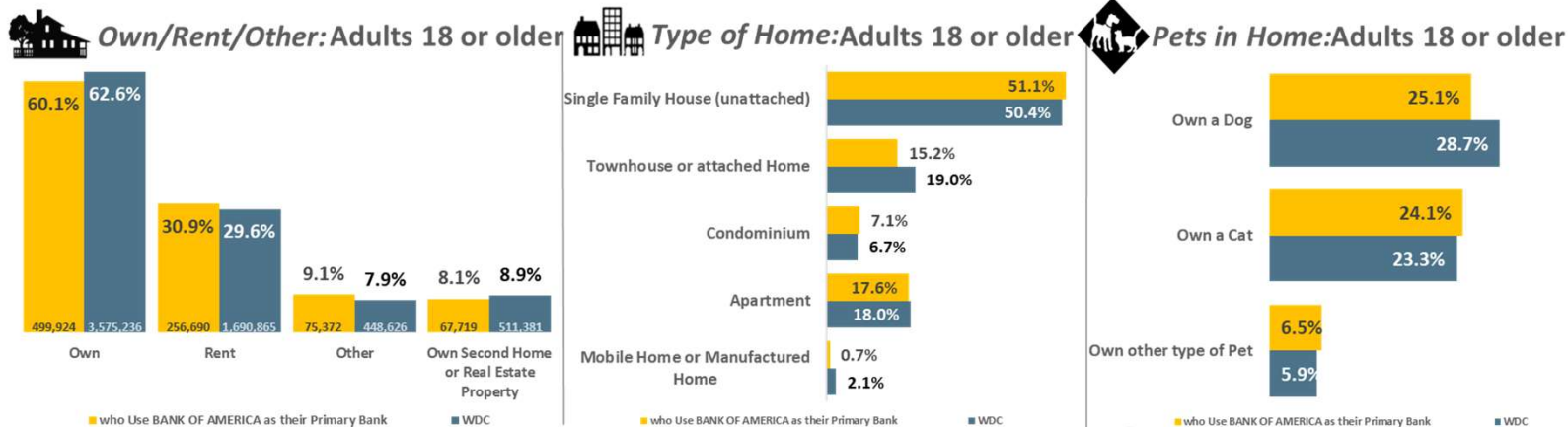


Home Loans: Adults 18 or older

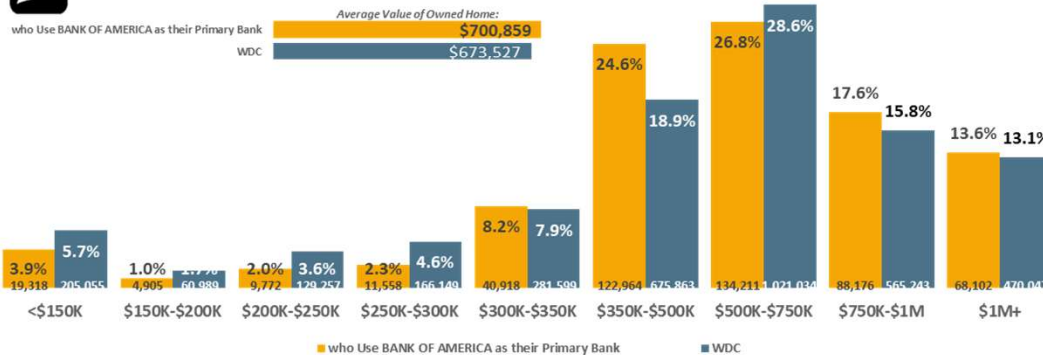




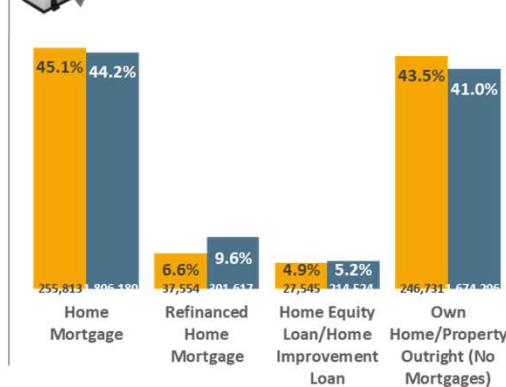
14.6% or 831,986 of WDC DMA Adults 18 or older Use BANK OF AMERICA as their Primary Bank. Adults 18 or older who Use BANK OF AMERICA as their Primary Bank are 4.% less likely to own their home, 4.1% more likely to own a higher valued home, 1.5% more likely to have a single-family home, 12.3% less likely to have a dog.



Value of Owned Home: Adults 18 or older

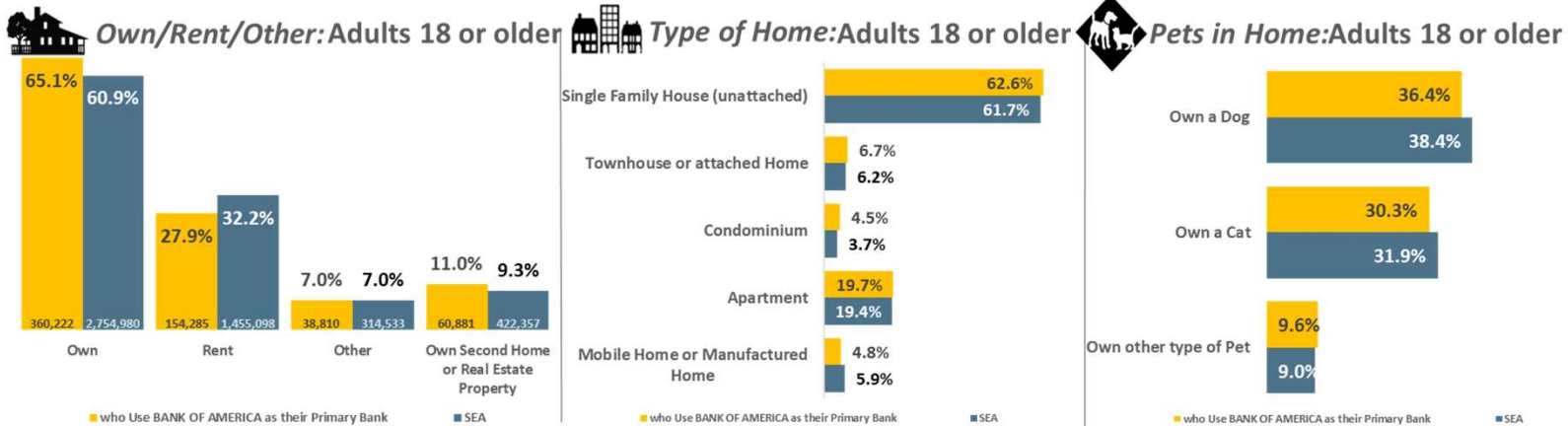


Home Loans: Adults 18 or older

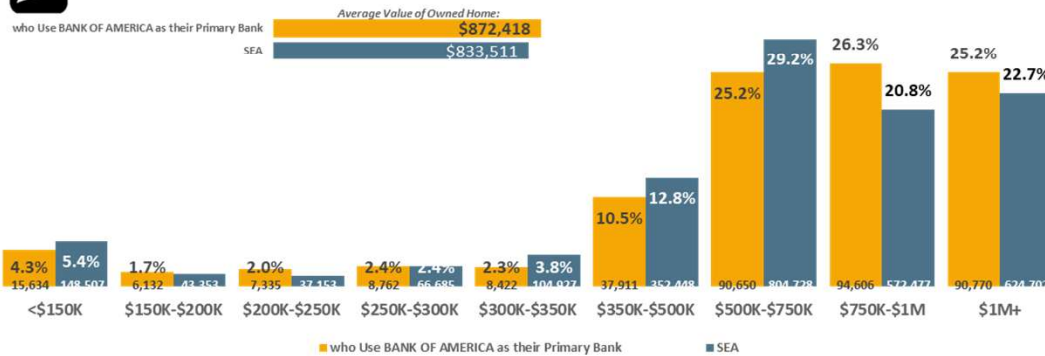




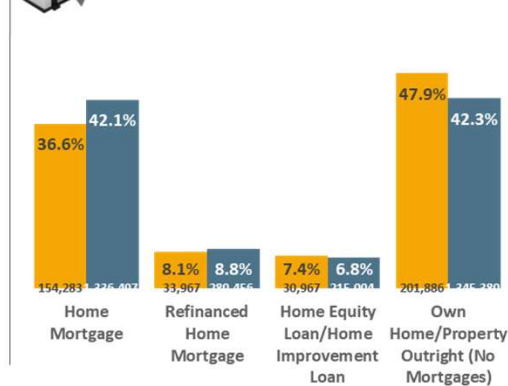
12.2% or 553,317 of SEA DMA Adults 18 or older Use BANK OF AMERICA as their Primary Bank. Adults 18 or older who Use BANK OF AMERICA as their Primary Bank are 6.9% more likely to own their home, 4.7% more likely to own a higher valued home, 1.5% more likely to have a single-family home, 5.1% less likely to have a dog.



Value of Owned Home: Adults 18 or older



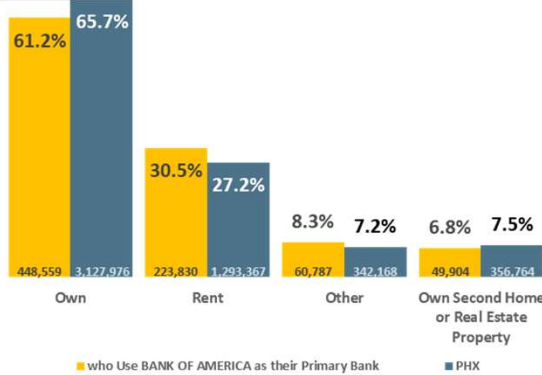
Home Loans: Adults 18 or older



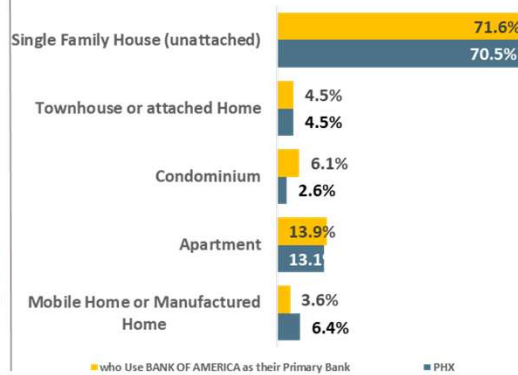


15.4% or 733,176 of PHX DMA Adults 18 or older Use BANK OF AMERICA as their Primary Bank. Adults 18 or older who Use BANK OF AMERICA as their Primary Bank are 6.8% less likely to own their home, .2% more likely to own a lower valued home, 1.6% more likely to have a single-family home, 8.8% less likely to have a dog.

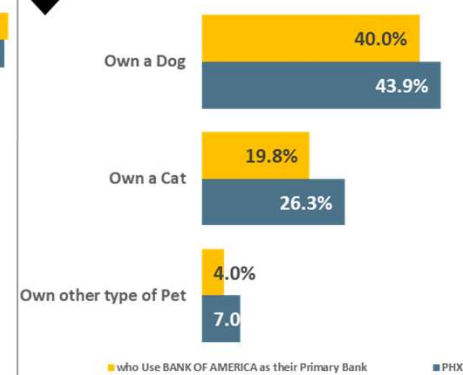
Own/Rent/Other: Adults 18 or older



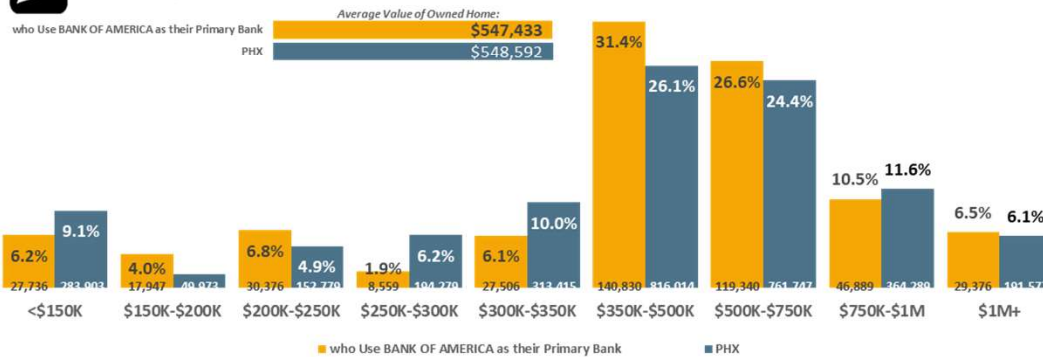
Type of Home: Adults 18 or older



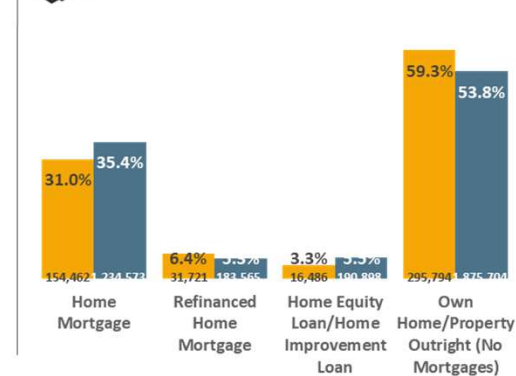
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

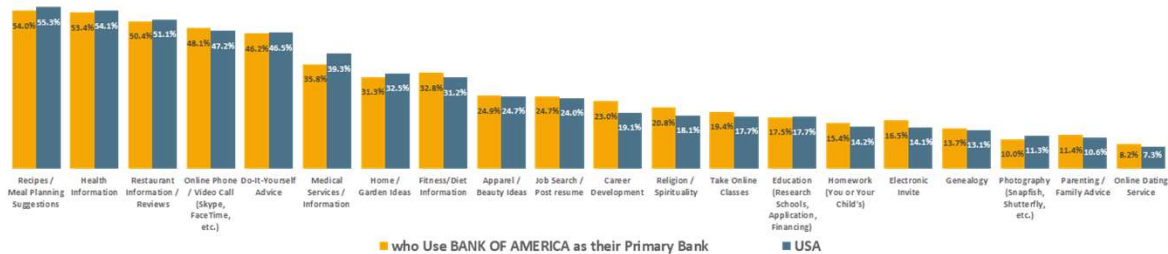




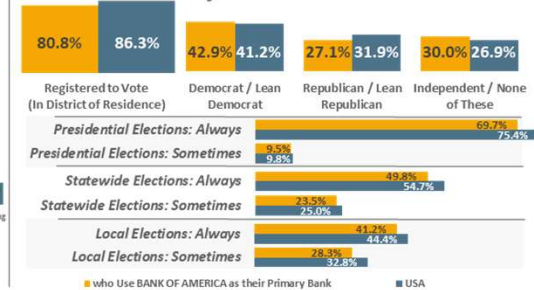
11.5% or 30,095,207 of USA DMA Adults 18 or older Use BANK OF AMERICA as their Primary Bank. Adults 18 or older who Use BANK OF AMERICA as their Primary Bank are .6% less likely to look up D-I-Y advice online, 7.% less likely to always vote in local elections, 15.7% more likely to belong to a gym, 5.9%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



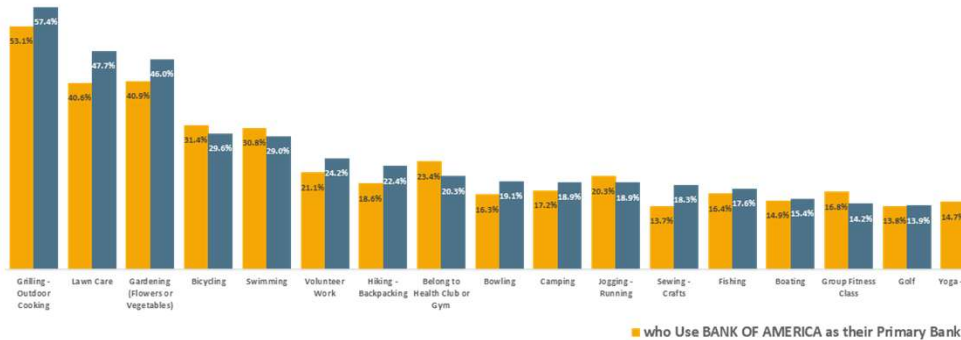
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



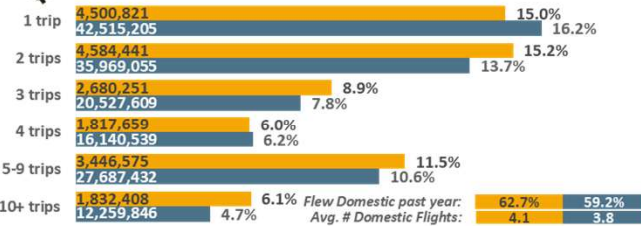
Political Activity: Adults 18 or older



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



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

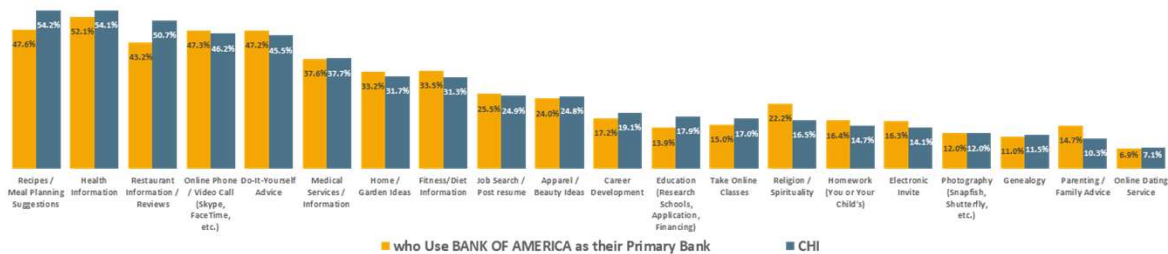




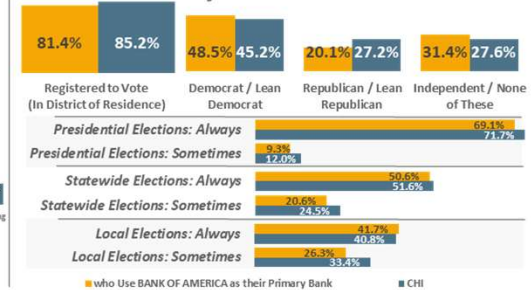
11.% or 830,792 of CHI DMA Adults 18 or older Use BANK OF AMERICA as their Primary Bank.
Adults 18 or older who Use BANK OF AMERICA as their Primary Bank are 3.7% more likely to look up D-I-Y advice online, 2.2% more likely to always vote in local elections, 25.1% more likely to belong to a gym, 1.5% more likely to fly domestic past yr.



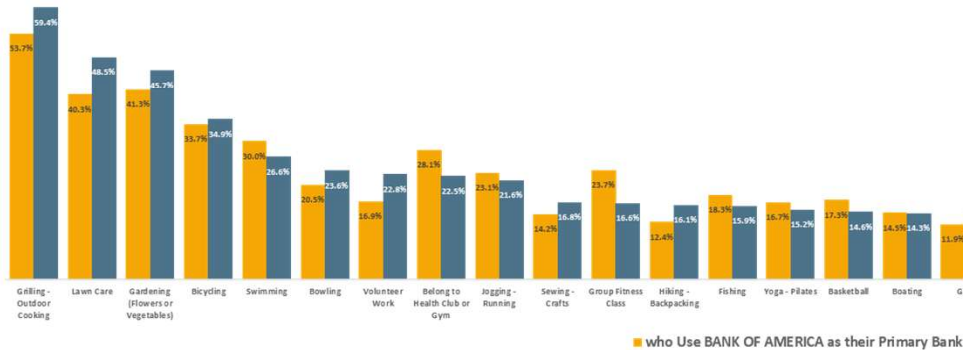
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



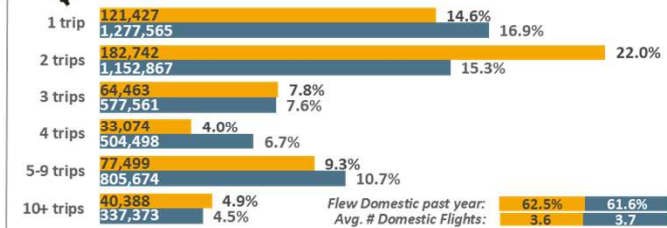
Political Activity: Adults 18 or older



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



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

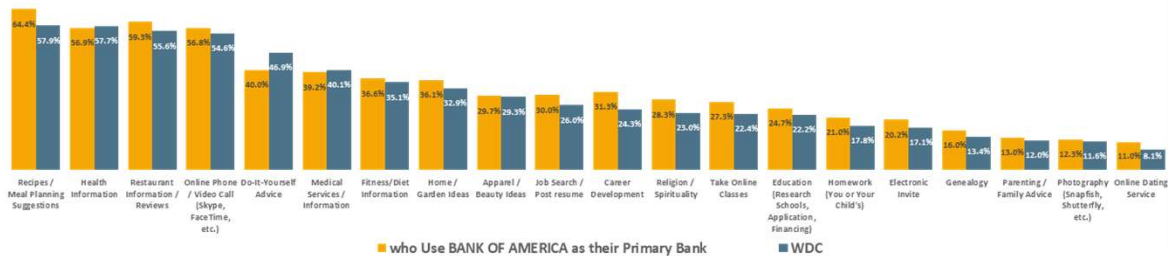




14.6% or 831,986 of WDC DMA Adults 18 or older Use BANK OF AMERICA as their Primary Bank. Adults 18 or older who Use BANK OF AMERICA as their Primary Bank are 14.7% less likely to look up D-I-Y advice online, 10.9% less likely to always vote in local elections, 3.5% more likely to belong to a gym, 4.8% less likely to fly domestic past yr.



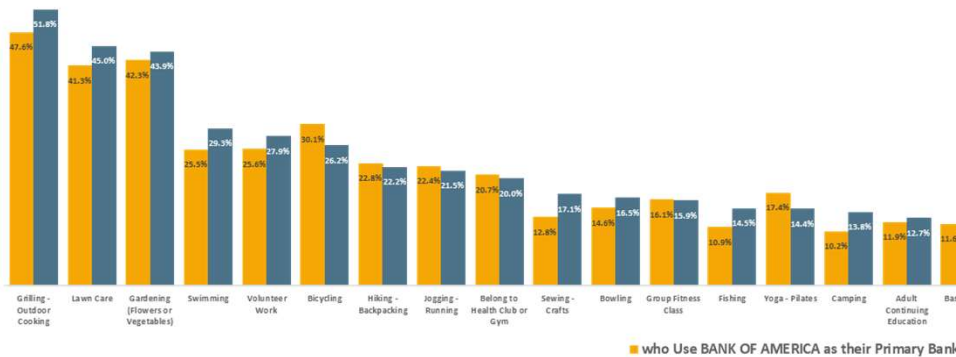
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



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

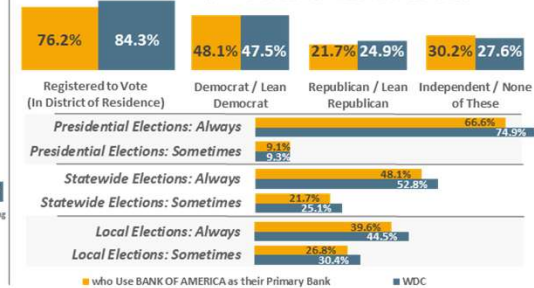


Top-30 past 12-months Active Lifestyle Activities: Adults 18 or older



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

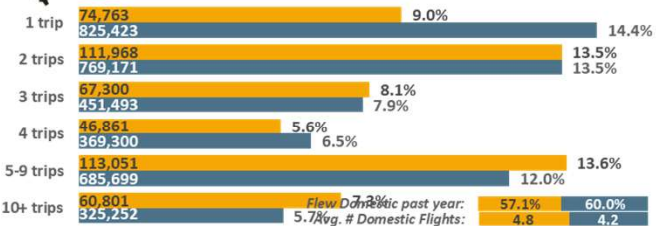
Political Activity: Adults 18 or older



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



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



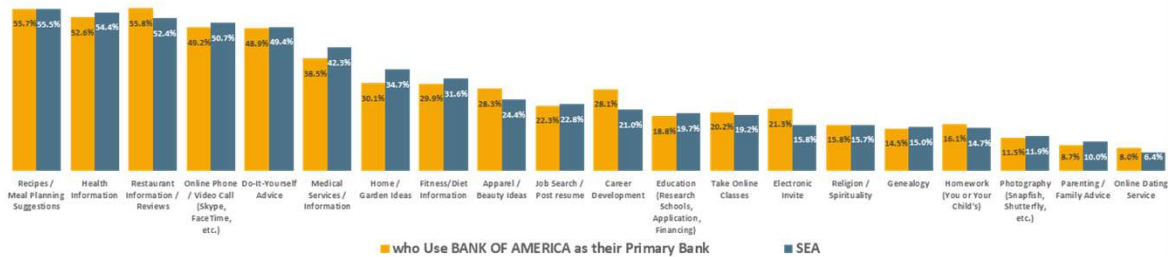
Flew Domestic past year: 5.7% vs. 4.8%



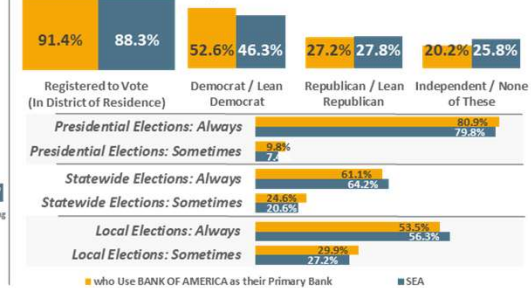
12.2% or 553,317 of SEA DMA Adults 18 or older Use BANK OF AMERICA as their Primary Bank. Adults 18 or older who Use BANK OF AMERICA as their Primary Bank are .9% less likely to look up D-I-Y advice online, 5.% less likely to always vote in local elections, 5.1% more likely to belong to a gym, 20.9% more likely to fly domestic past yr.



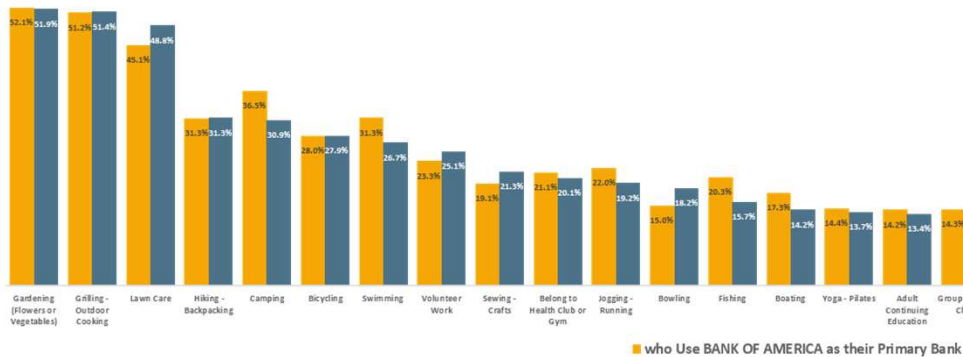
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



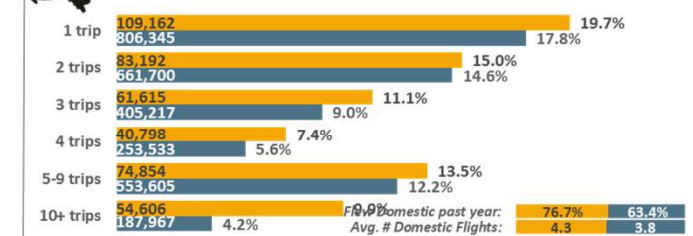
Political Activity: Adults 18 or older



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



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



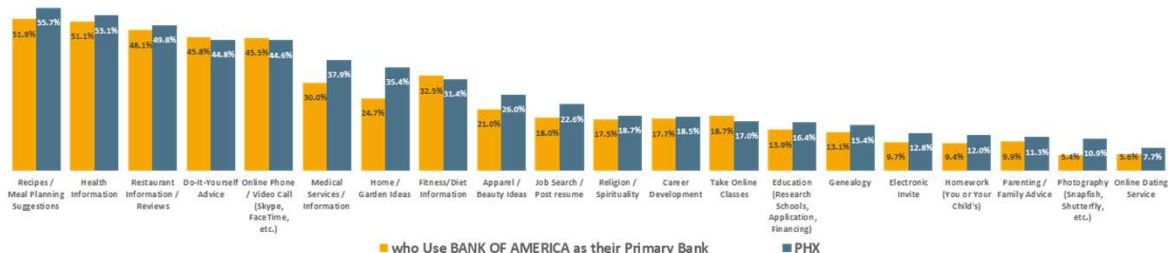
Domestic past year: 76.7% vs 63.4%
Avg. # Domestic Flights: 4.3 vs 3.8



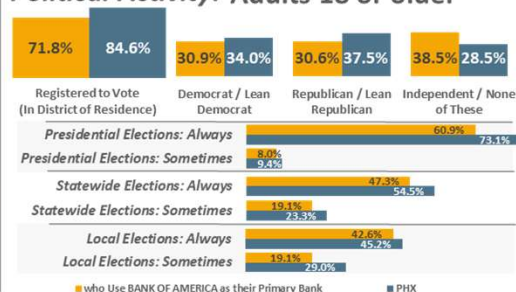
15.4% or 733,176 of PHX DMA Adults 18 or older Use BANK OF AMERICA as their Primary Bank. Adults 18 or older who Use BANK OF AMERICA as their Primary Bank are 2.2% more likely to look up D-I-Y advice online, 5.8% less likely to always vote in local elections, 22.3% more likely to belong to a gym, 10.5% less likely to fly domestic past yr.



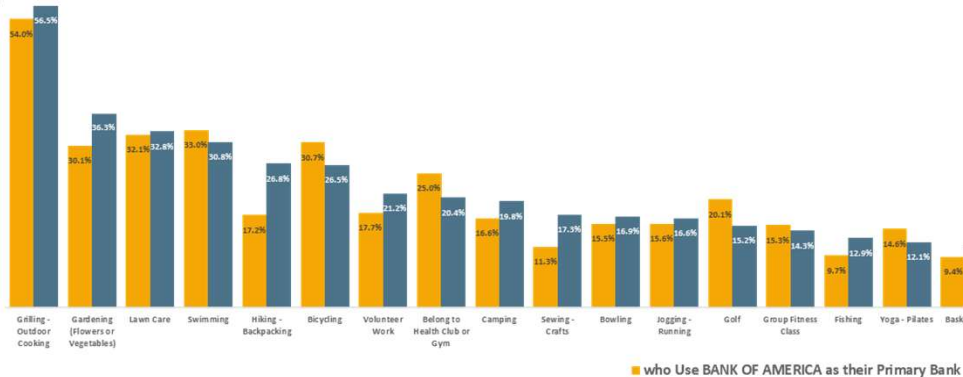
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



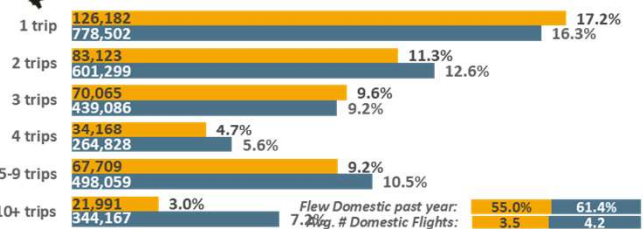
Political Activity: Adults 18 or older



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



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

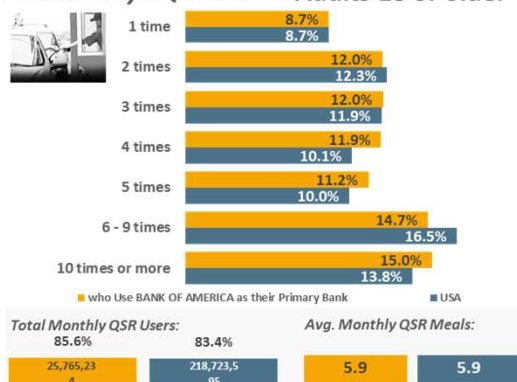


Flew Domestic past year: 55.0%
Avg. # Domestic Flights: 3.5

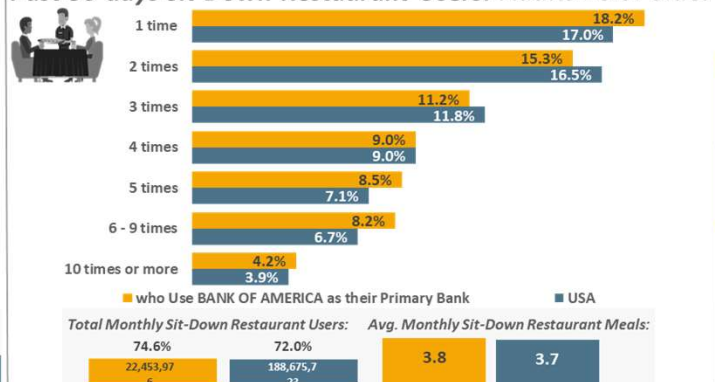


11.5% or 30,095,207 of USA DMA Adults 18 or older Use BANK OF AMERICA as their Primary Bank. Adults 18 or older who Use BANK OF AMERICA as their Primary Bank are 2.6% more likely to use QSRs past mo., 3.7% more likely to use Sit-Down Restaurants past mo., .1% more likely to use Casinos past yr., 16.6%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

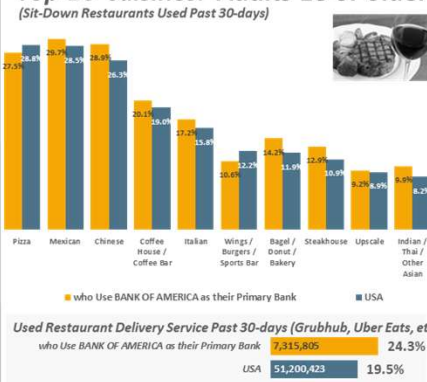
Past 30-days QSR Users: Adults 18 or older



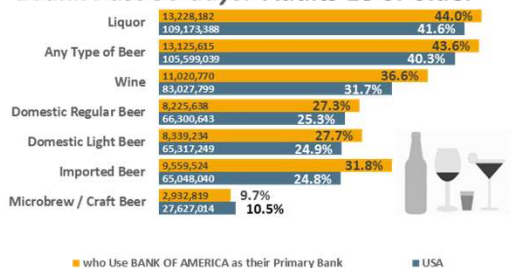
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



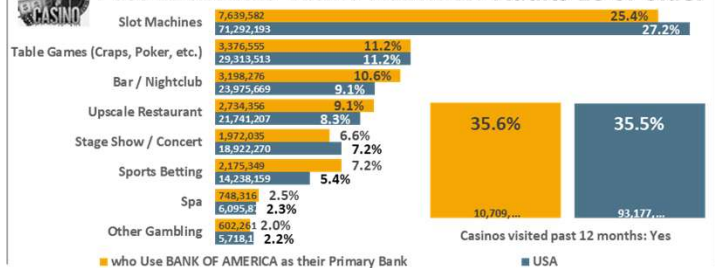
Top-10 Cuisines: Adults 18 or older



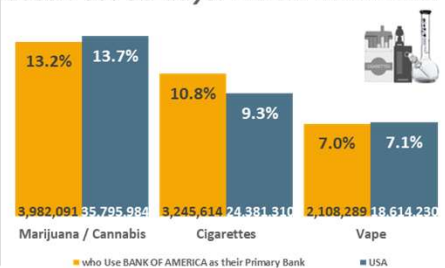
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



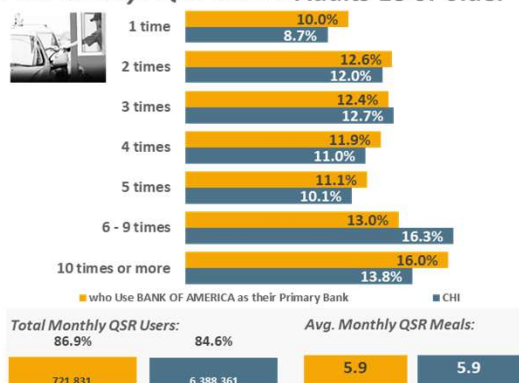
Used Past 30-days: Adults 18 or older



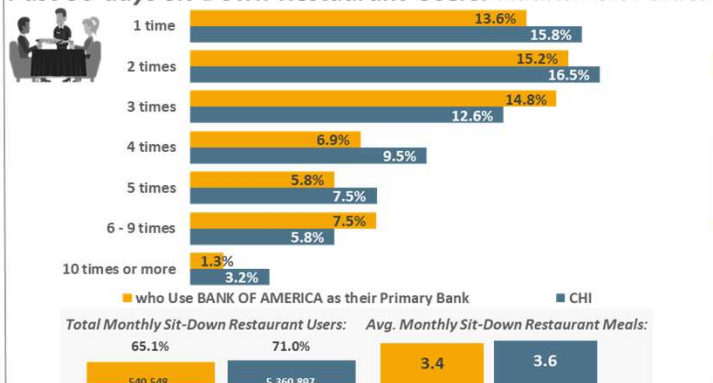


11.1% or 830,792 of CHI DMA Adults 18 or older Use BANK OF AMERICA as their Primary Bank. Adults 18 or older who Use BANK OF AMERICA as their Primary Bank are 2.7% more likely to use QSRs past mo., 8.3% less likely to use Sit-Down Restaurants past mo., 1.6% more likely to use Casinos past yr., 53.8% more likely to smoke cigarettes.

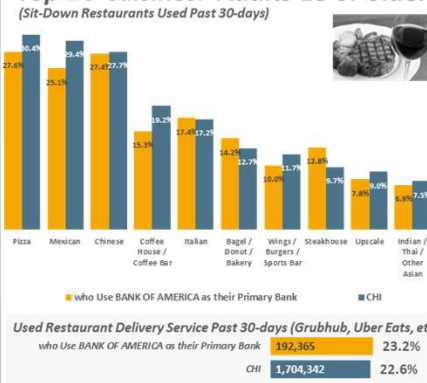
Past 30-days QSR Users: Adults 18 or older



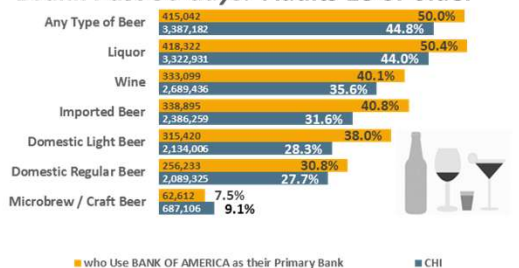
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



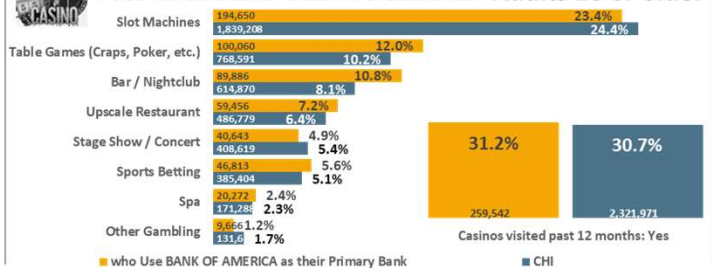
Top-10 Cuisines: Adults 18 or older



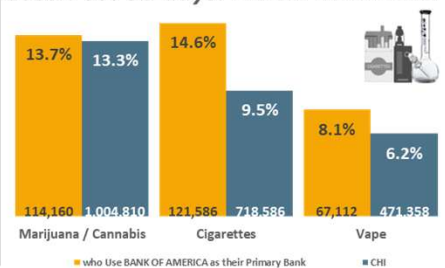
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



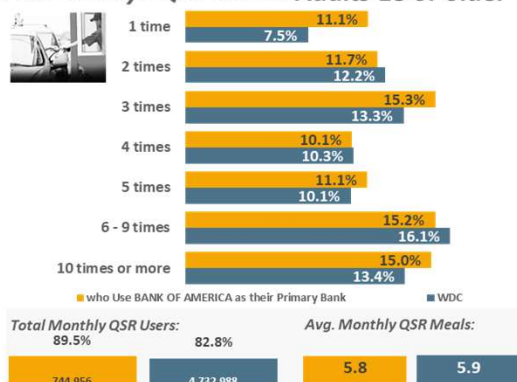
Used Past 30-days: Adults 18 or older



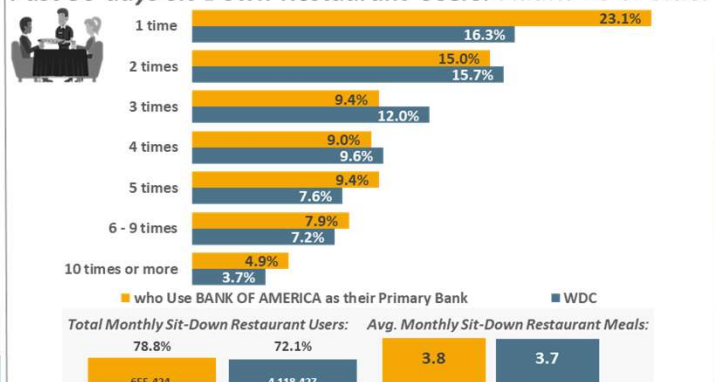


14.6% or 831,986 of WDC DMA Adults 18 or older Use BANK OF AMERICA as their Primary Bank. Adults 18 or older who Use BANK OF AMERICA as their Primary Bank are 8.1% more likely to use QSRs past mo., 9.3% more likely to use Sit-Down Restaurants past mo., 2.9% more likely to use Casinos past yr., 17.6% more likely to smoke cigarettes.

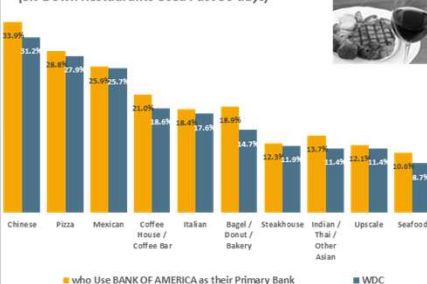
Past 30-days QSR Users: Adults 18 or older



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

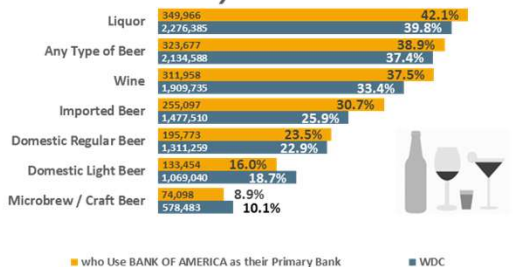


Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)

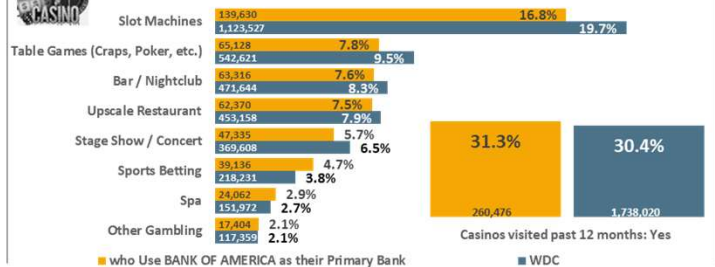


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Use BANK OF AMERICA as their Primary Bank: 278,037 (33.4%)
WDC: 1,397,483 (24.5%)

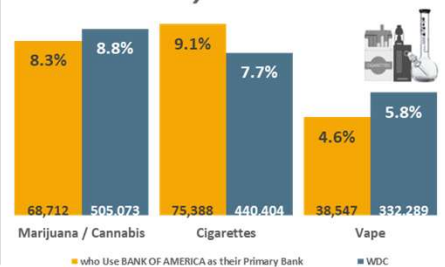
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



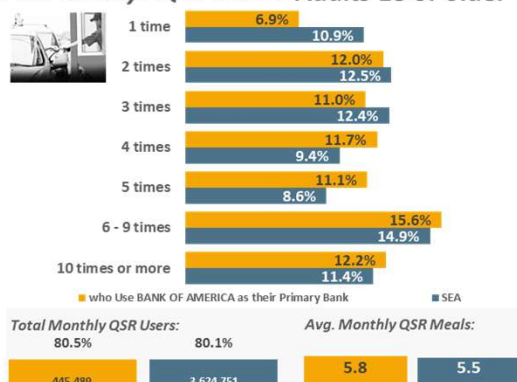
Used Past 30-days: Adults 18 or older



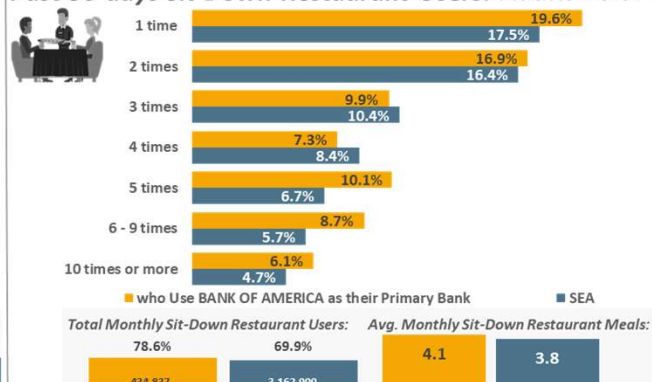


12.2% or 553,317 of SEA DMA Adults 18 or older Use BANK OF AMERICA as their Primary Bank. Adults 18 or older who Use BANK OF AMERICA as their Primary Bank are .5% more likely to use QSRs past mo., 12.4% more likely to use Sit-Down Restaurants past mo., .4% less likely to use Casinos past yr., 20.9% more likely to smoke cigarettes.

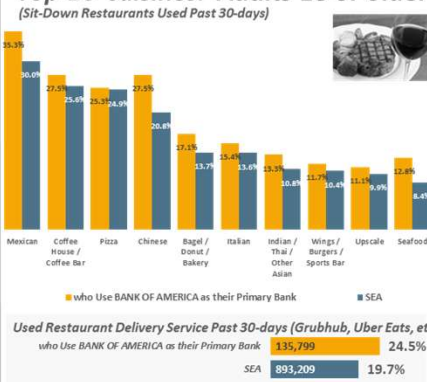
Past 30-days QSR Users: Adults 18 or older



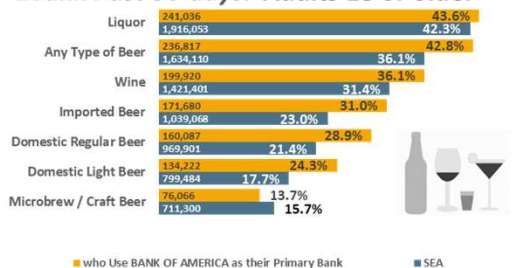
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



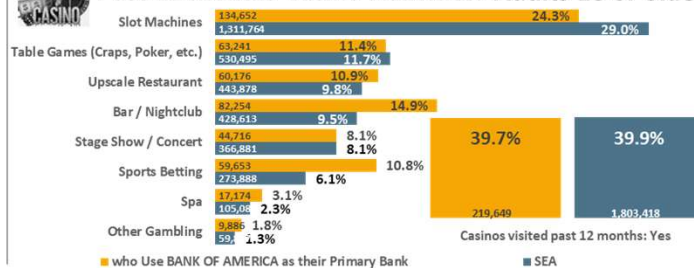
Top-10 Cuisines: Adults 18 or older



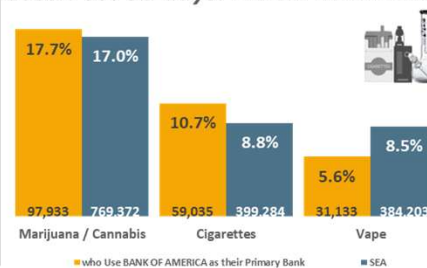
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



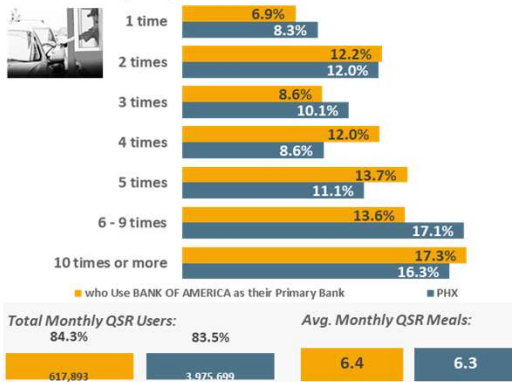
Used Past 30-days: Adults 18 or older



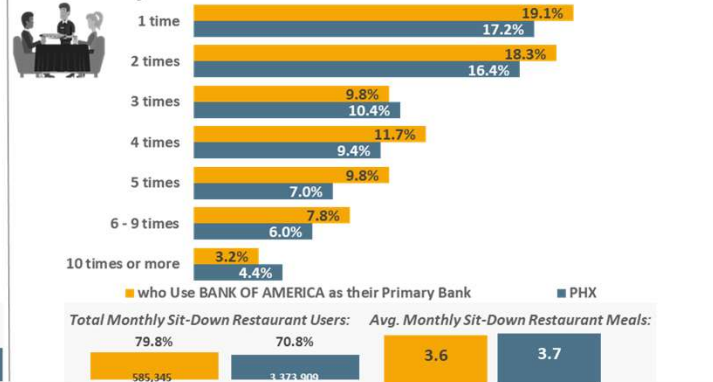


15.4% or 733,176 of PHX DMA Adults 18 or older Use BANK OF AMERICA as their Primary Bank. Adults 18 or older who Use BANK OF AMERICA as their Primary Bank are 1.% more likely to use QSRs past mo., 12.7% more likely to use Sit-Down Restaurants past mo., 8.8% less likely to use Casinos past yr., 29.7% more likely to smoke cigarettes.

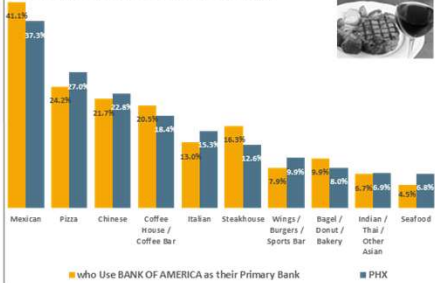
Past 30-days QSR Users: Adults 18 or older



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

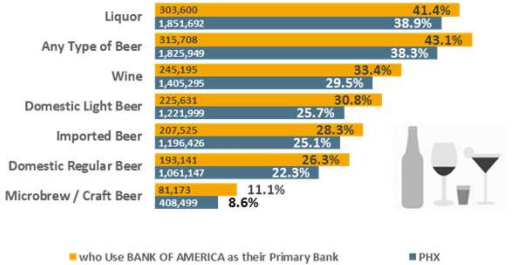


Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)

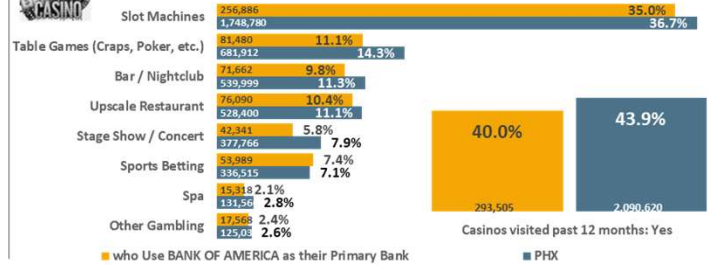


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Use BANK OF AMERICA as their Primary Bank: 127,830 (17.4%)
PHX: 785,235 (16.5%)

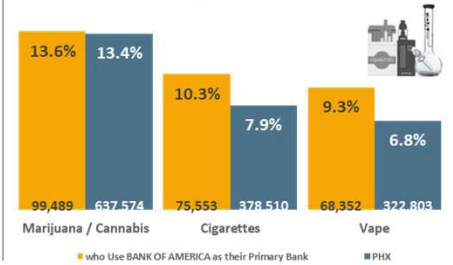
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older





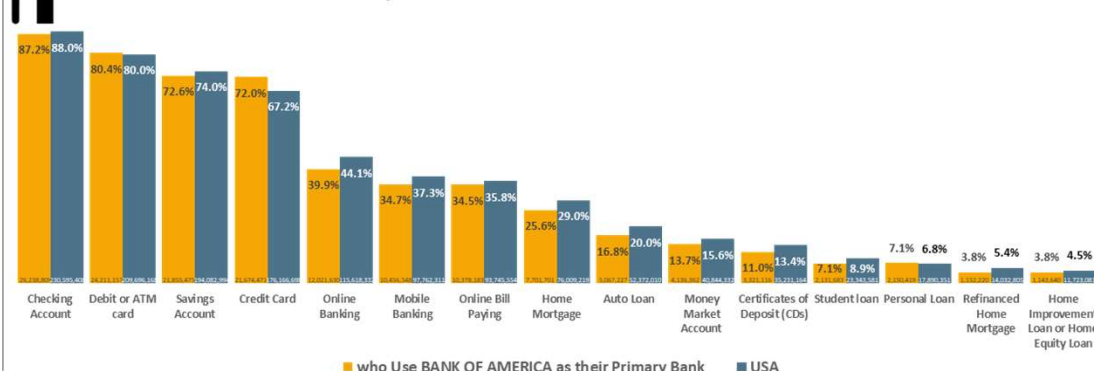
11.5% or 30,095,207 of USA DMA Adults 18 or older Use BANK OF AMERICA as their Primary Bank. Adults 18 or older who Use BANK OF AMERICA as their Primary Bank are 1.9% more likely to have a 401K, 15.7% less likely to have an Auto Loan, 2.4% more likely to Invest/Trade Stocks Online, 4.8% less likely to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



Investments Owned: Adults 18 or older



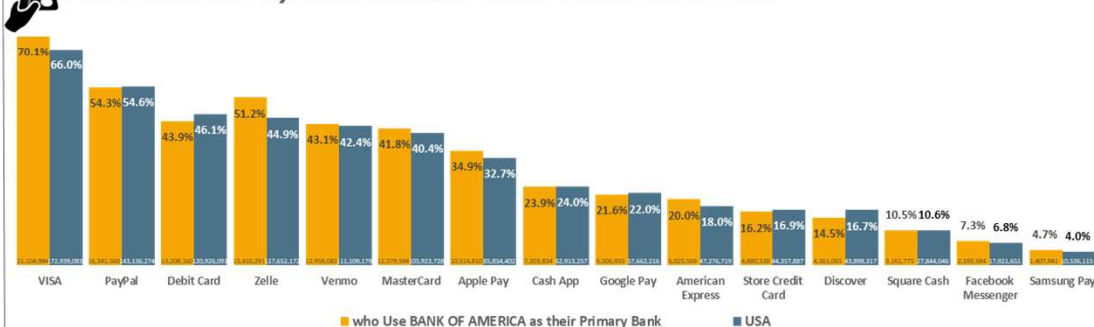
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

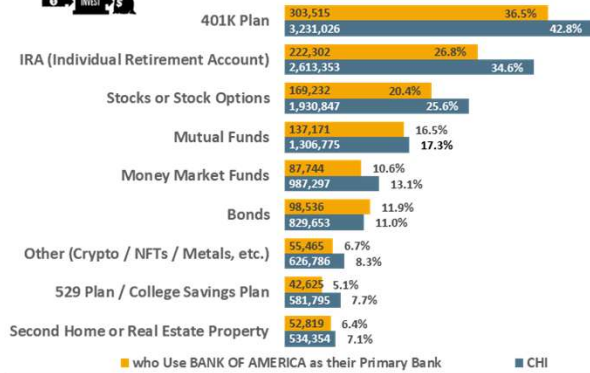




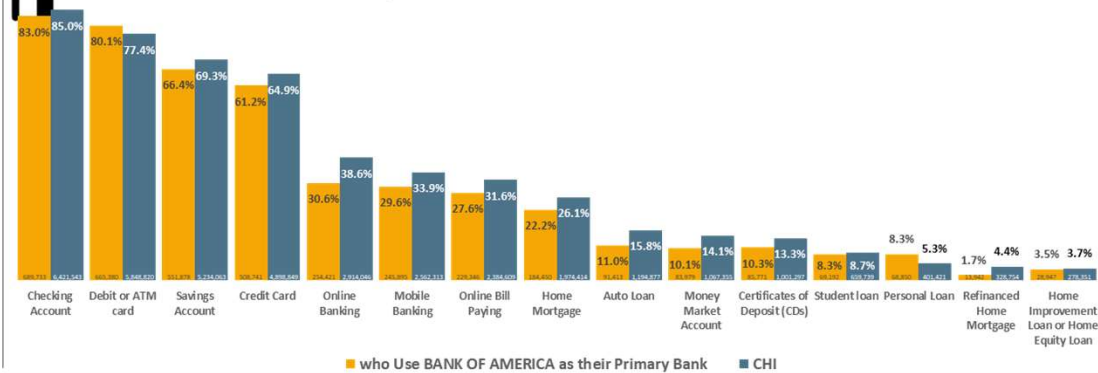
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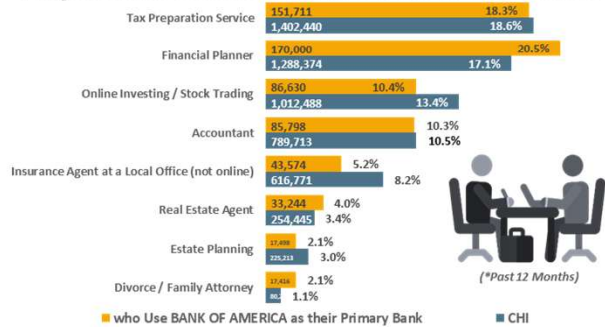
Investments Owned: Adults 18 or older



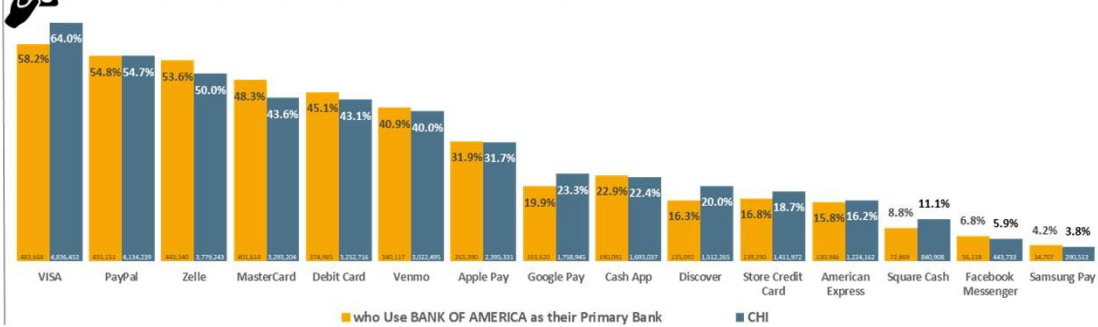
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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





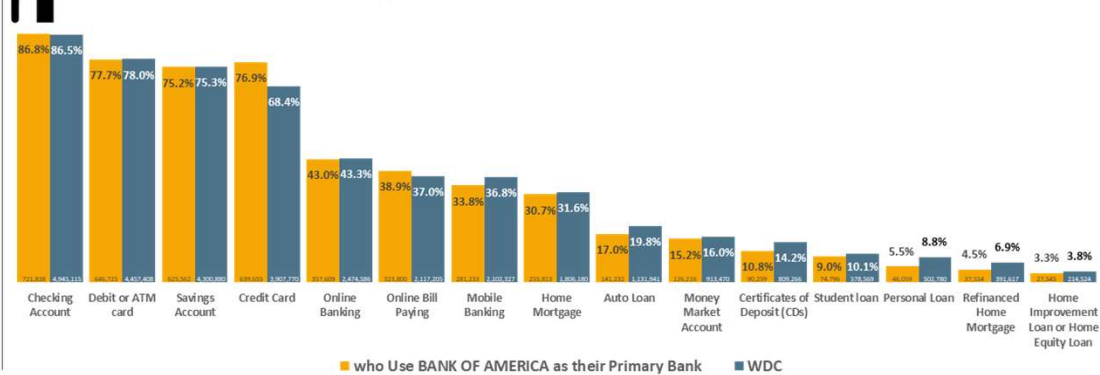
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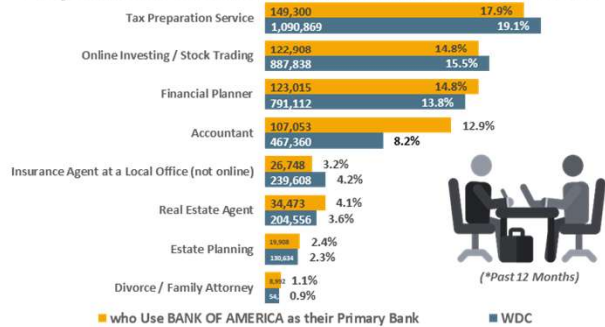
Investments Owned: Adults 18 or older



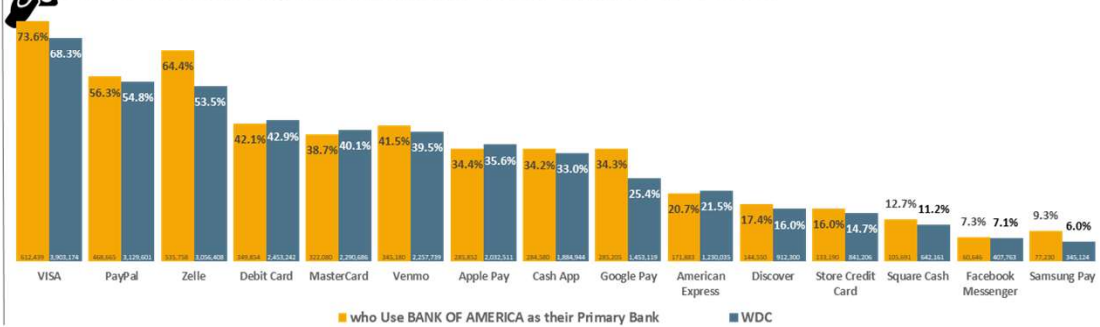
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

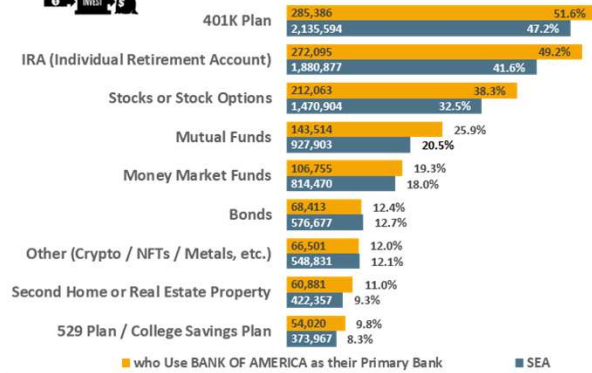




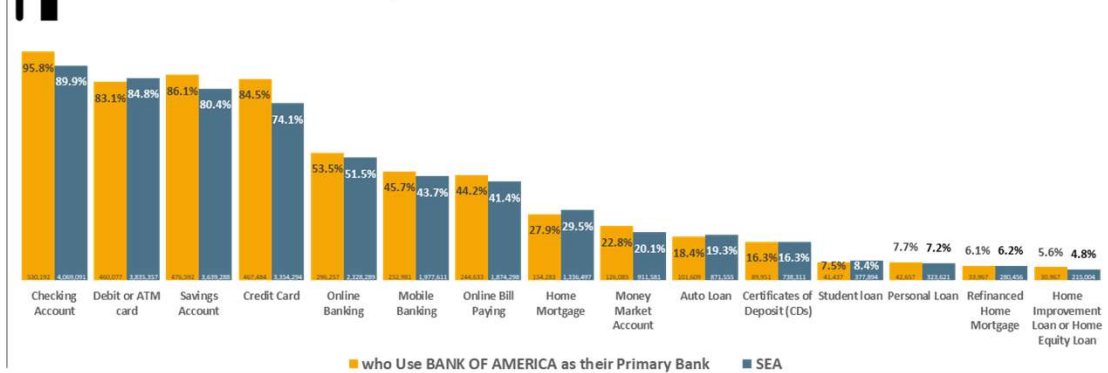
12.2% or 553,317 of SEA DMA Adults 18 or older Use BANK OF AMERICA as their Primary Bank. Adults 18 or older who Use BANK OF AMERICA as their Primary Bank are 9.3% more likely to have a 401K, 4.7% less likely to have an Auto Loan, 20.3% more likely to Invest/Trade Stocks Online, 11.8% less likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



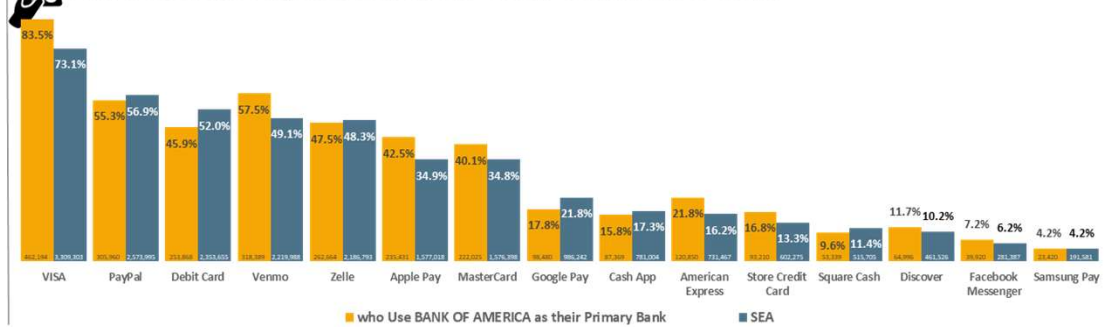
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older

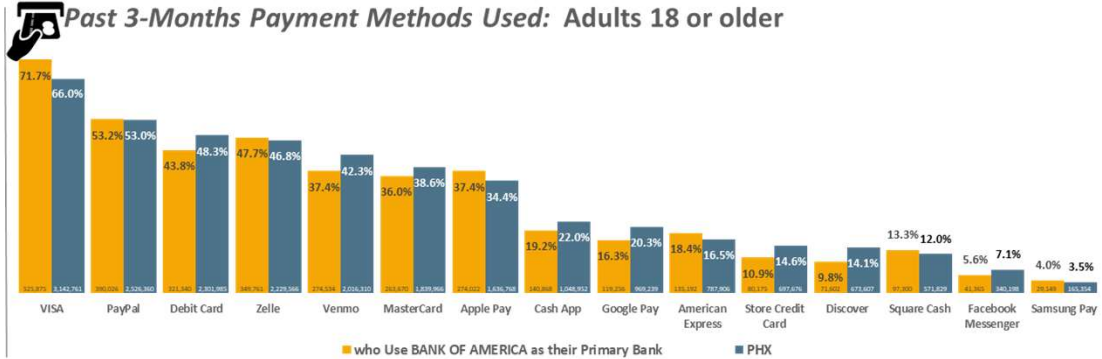
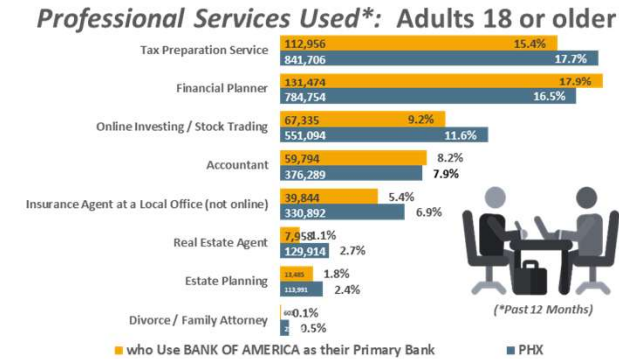
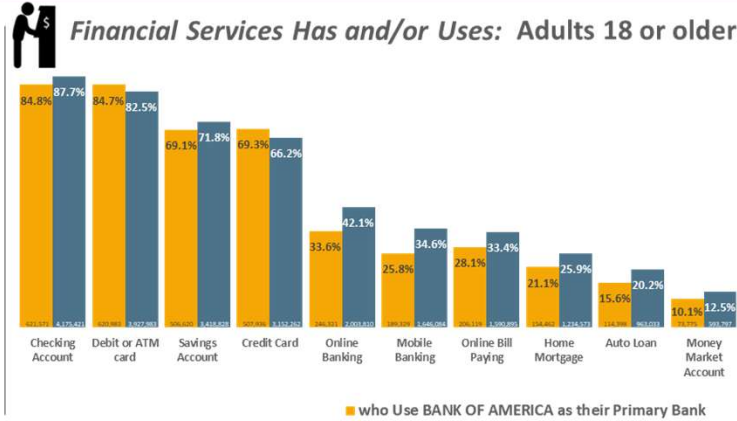
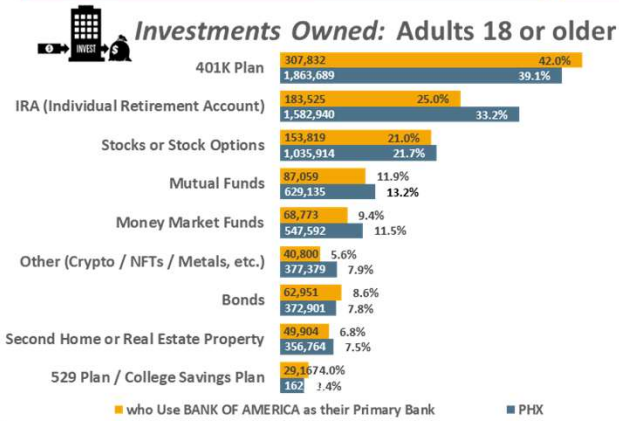


Past 3-Months Payment Methods Used: Adults 18 or older



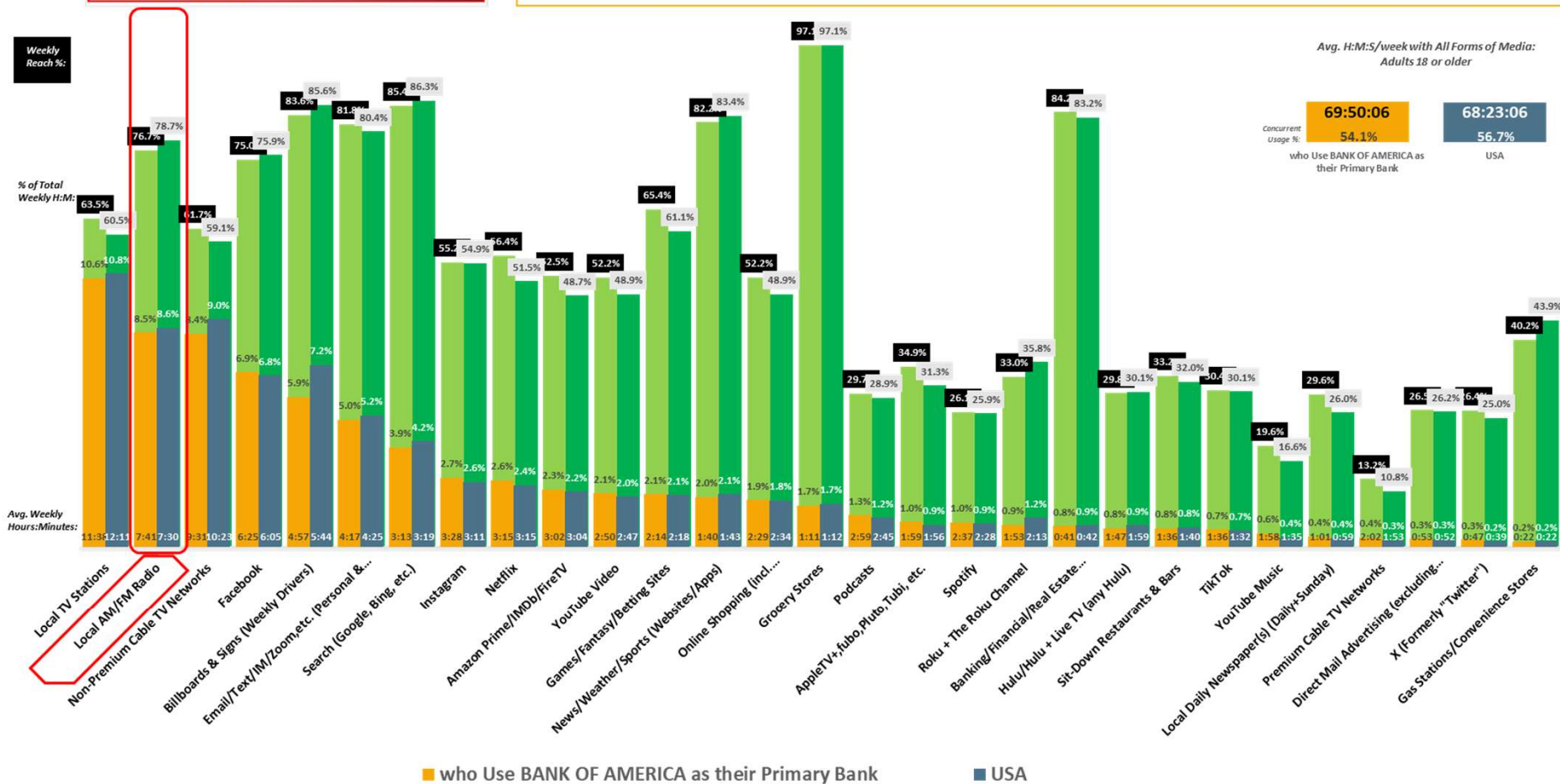


15.4% or 733,176 of PHX DMA Adults 18 or older Use BANK OF AMERICA as their Primary Bank. Adults 18 or older who Use BANK OF AMERICA as their Primary Bank are 7.3% more likely to have a 401K, 22.8% less likely to have an Auto Loan, 20.6% less likely to Invest/Trade Stocks Online, 9.3% less likely to pay with their Debit Card.





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



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

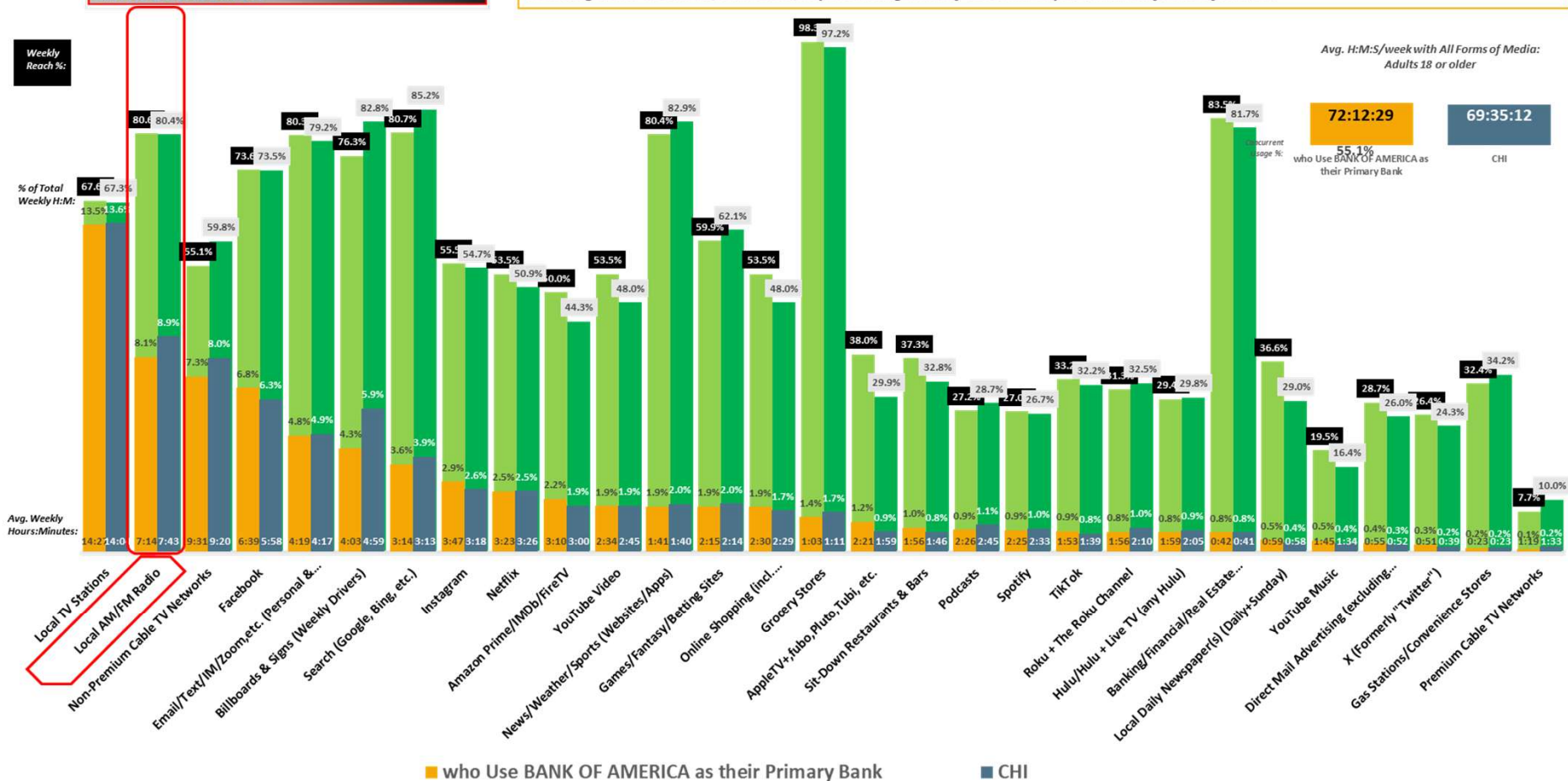
who Use BANK OF AMERICA as their Primary Bank	69:50:06
USA	68:23:06

Concurrent Usage %

who Use BANK OF AMERICA as their Primary Bank	54.1%
USA	56.7%



Adults 18 or older who Use BANK OF AMERICA as their Primary Bank spend an average of 3 days, 0 hours, 12 minutes and 29 seconds each week with All Forms of Media.
 80.6% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank spend an avg. of 7 hours and 14 minutes each week listening to All Local AM/FM Radio, representing 8.1% of total time spent with all forms of Media.



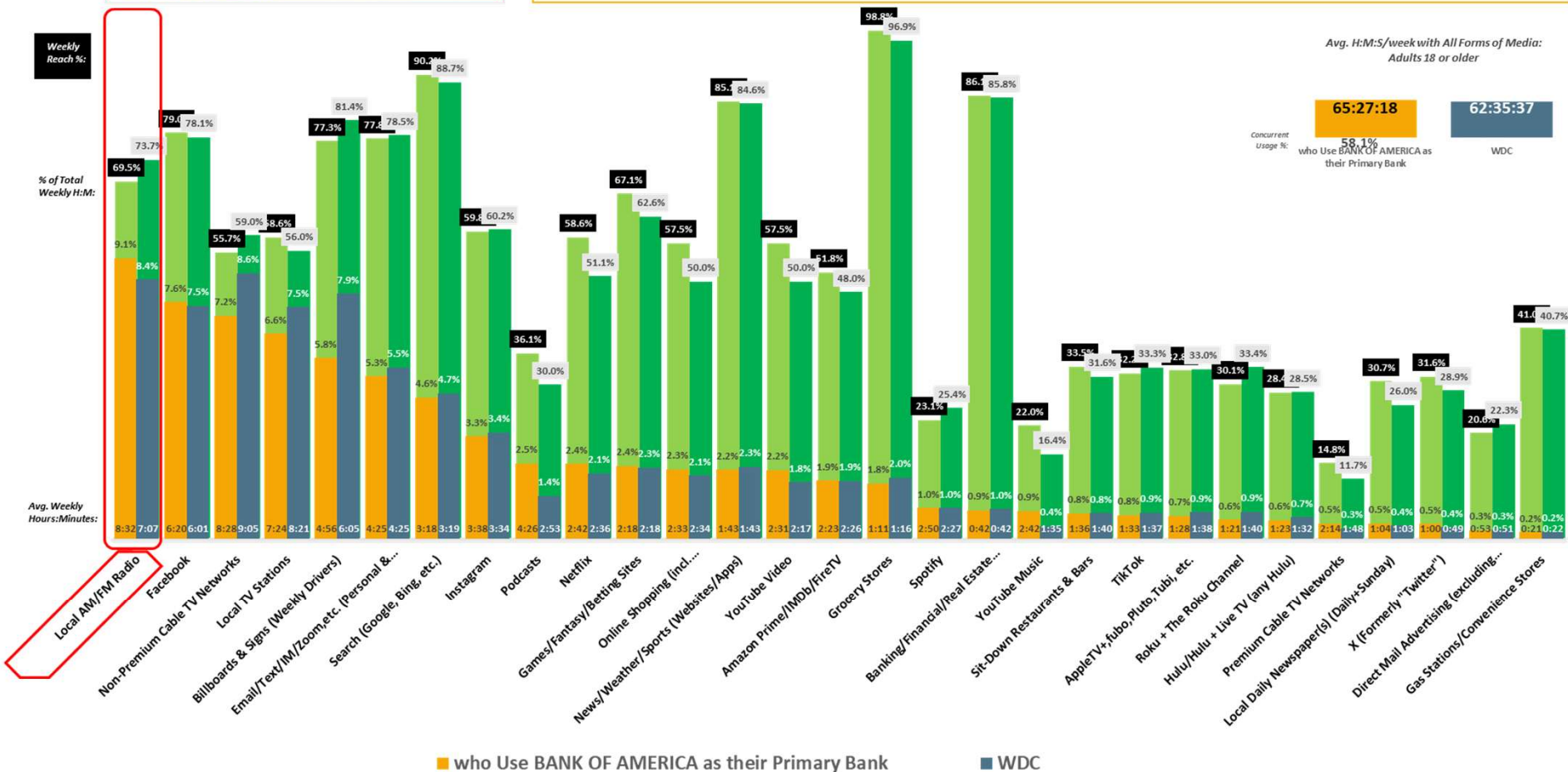
Avg. H:M:S/week with All Forms of Media:
 Adults 18 or older

72:12:29
 who Use BANK OF AMERICA as their Primary Bank

69:35:12
 CHI

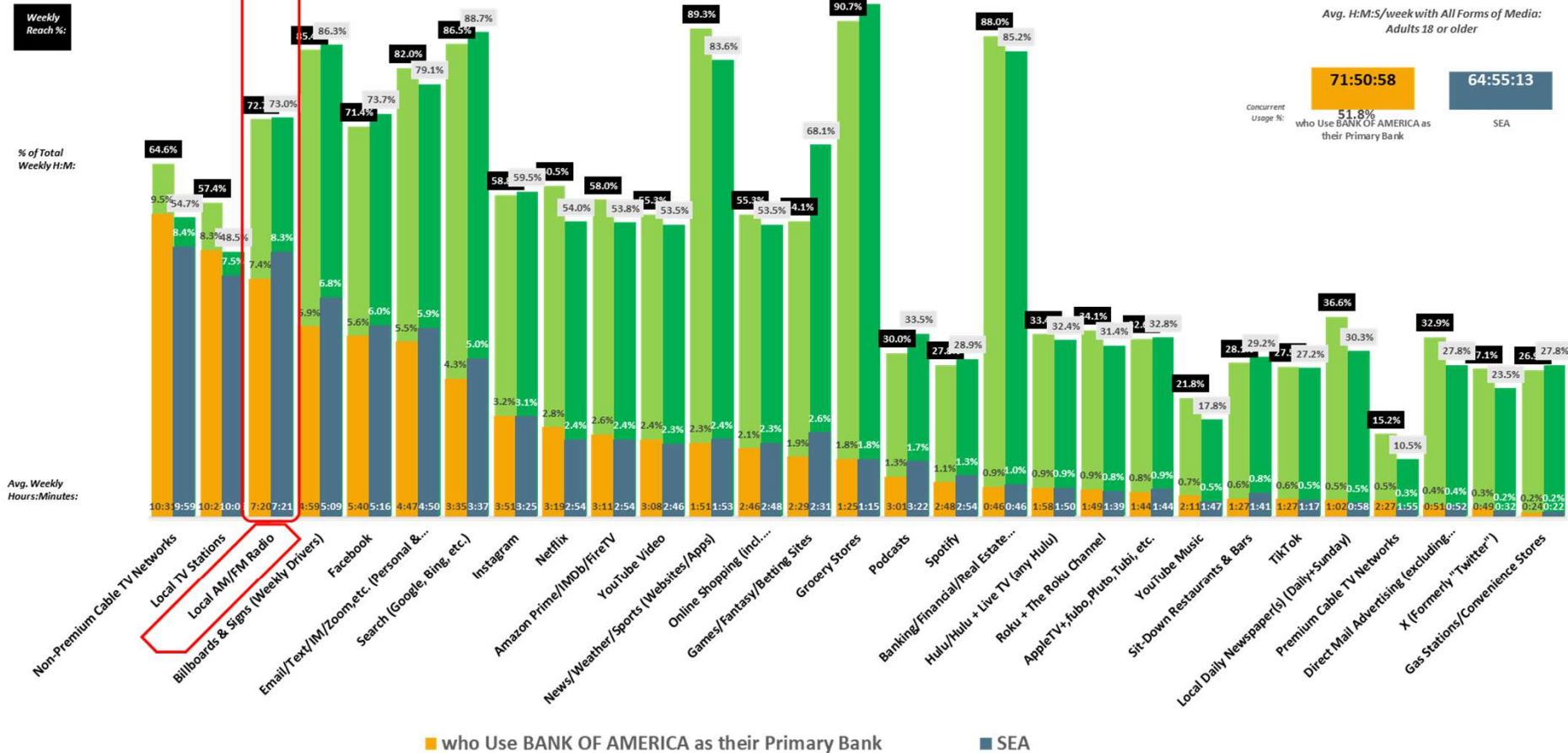


Adults 18 or older who Use BANK OF AMERICA as their Primary Bank spend an average of 2 days, 17 hours, 27 minutes and 18 seconds each week with All Forms of Media.
69.5% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank spend an avg. of 8 hours and 32 minutes each week listening to All Local AM/FM Radio, representing 9.1% of total time spent with all forms of Media.



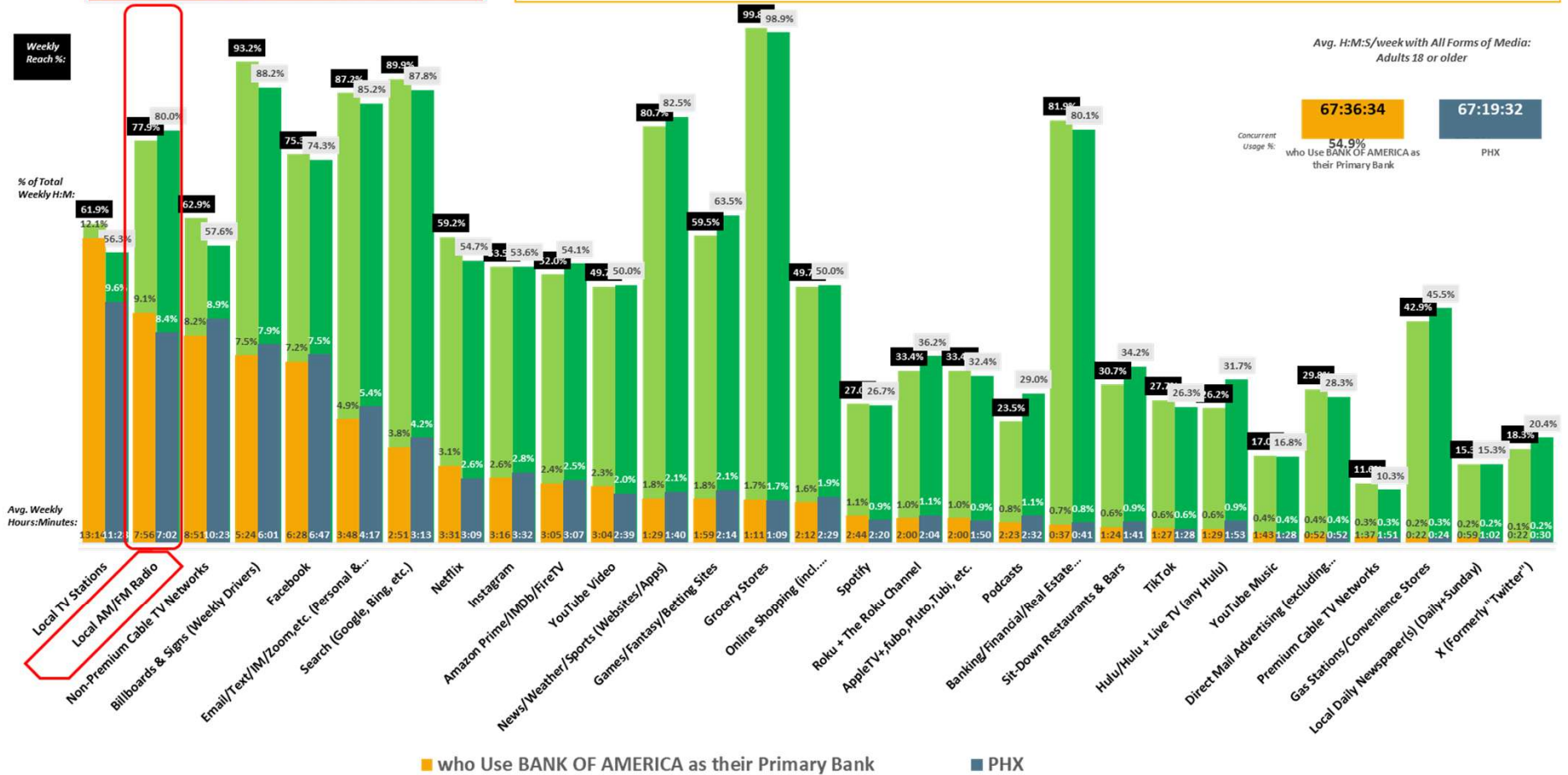


Adults 18 or older who Use BANK OF AMERICA as their Primary Bank spend an average of 2 days, 23 hours, 50 minutes and 58 seconds each week with All Forms of Media.
 72.7% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank spend an avg. of 7 hours and 20 minutes each week listening to All Local AM/FM Radio, representing 7.4% of total time spent with all forms of Media.





Adults 18 or older who Use BANK OF AMERICA as their Primary Bank spend an average of 2 days, 19 hours, 36 minutes and 34 seconds each week with All Forms of Media.
 77.9% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank spend an avg. of 7 hours and 56 minutes each week listening to All Local AM/FM Radio, representing 9.1% of total time spent with all forms of Media.



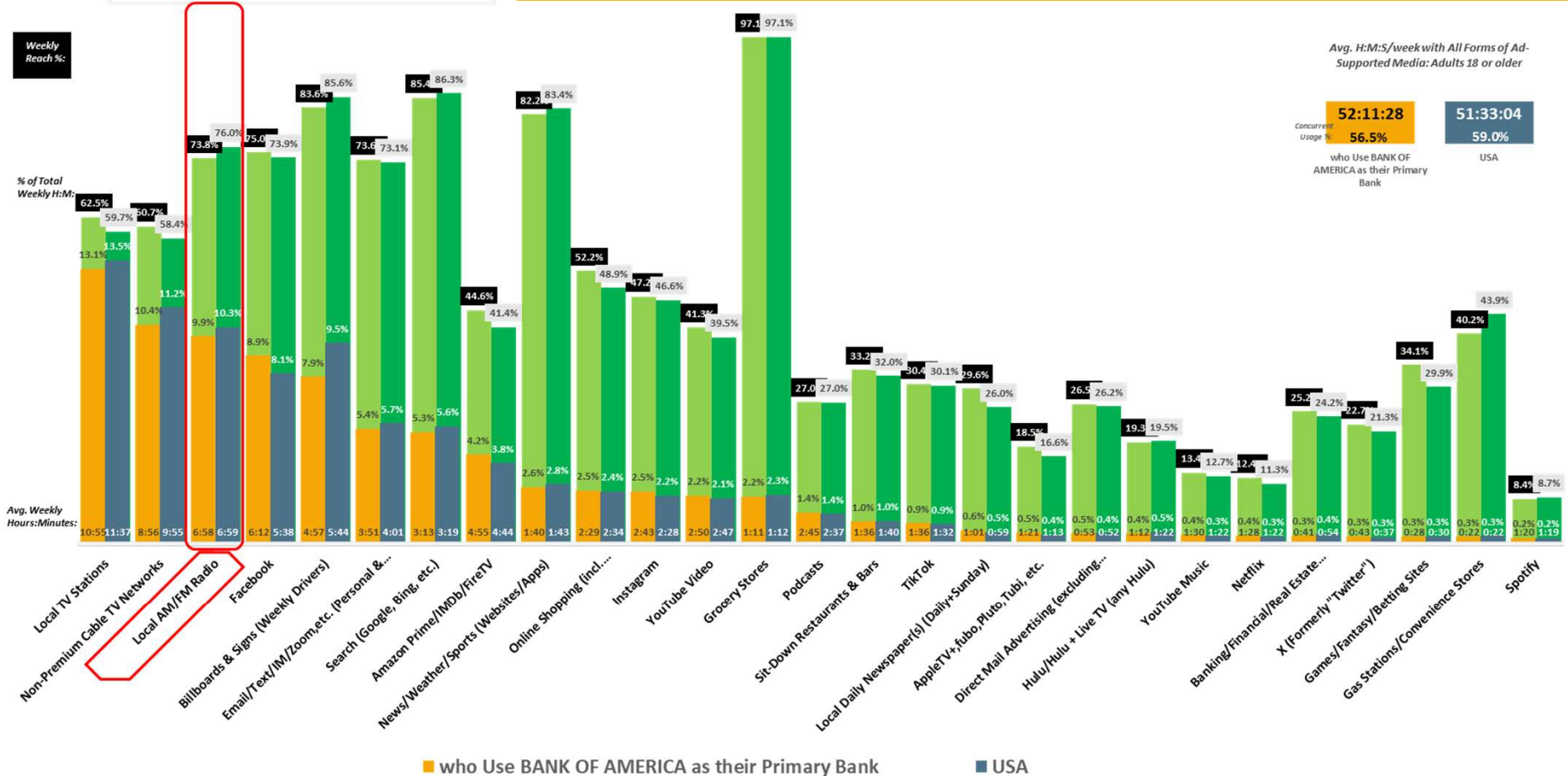
Avg. H:M:S/week with All Forms of Media: Adults 18 or older

Concurrent Usage %: who Use BANK OF AMERICA as their Primary Bank 54.9%

PHX 67:19:32

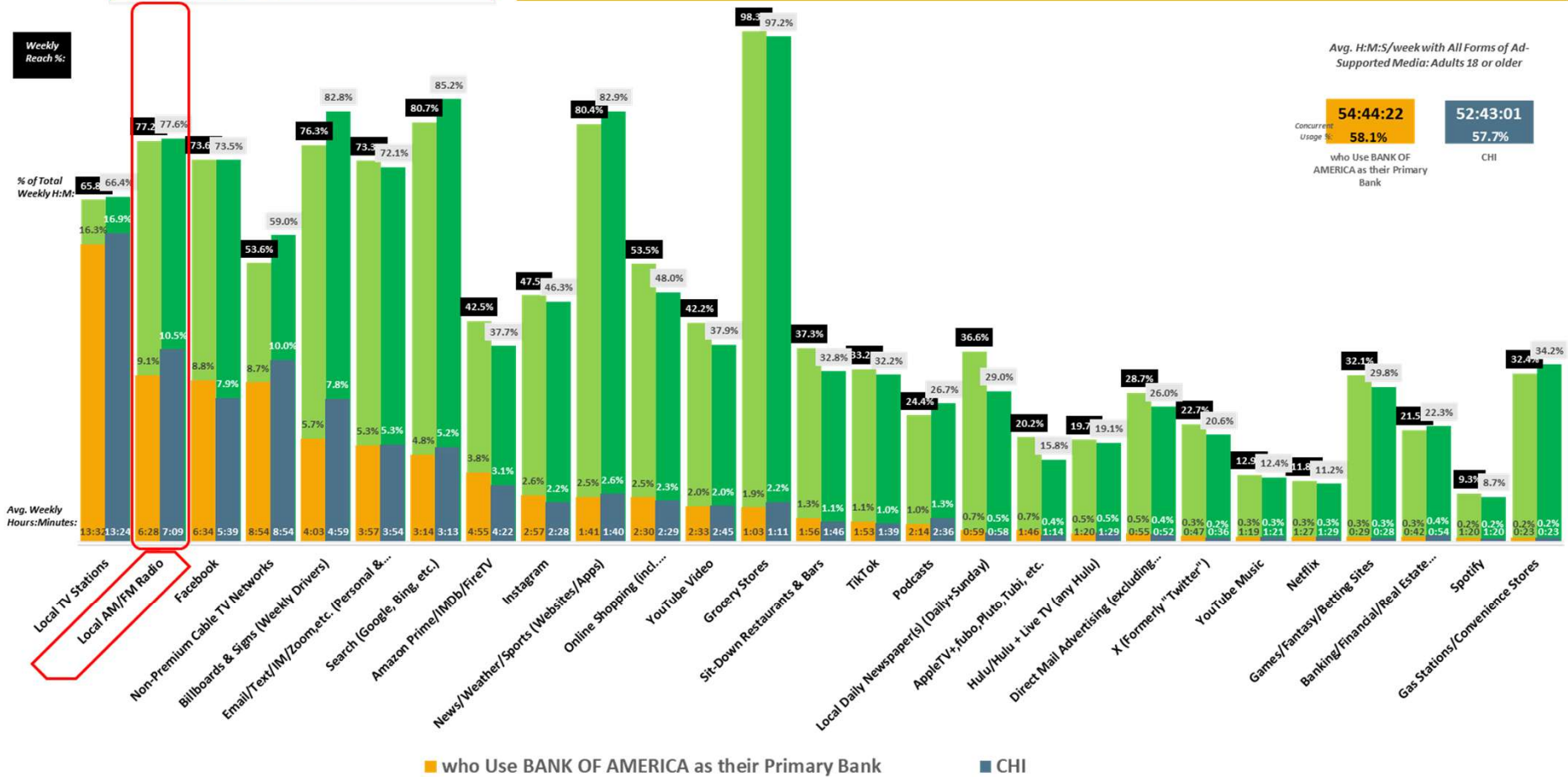


Adults 18 or older who Use BANK OF AMERICA as their Primary Bank spend an average of 2 days, 4 hours, 11 minutes and 28 seconds each week with All Forms of Ad-Supported Media.
 73.8% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank spend an avg. of 6 hours and 58 minutes each week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



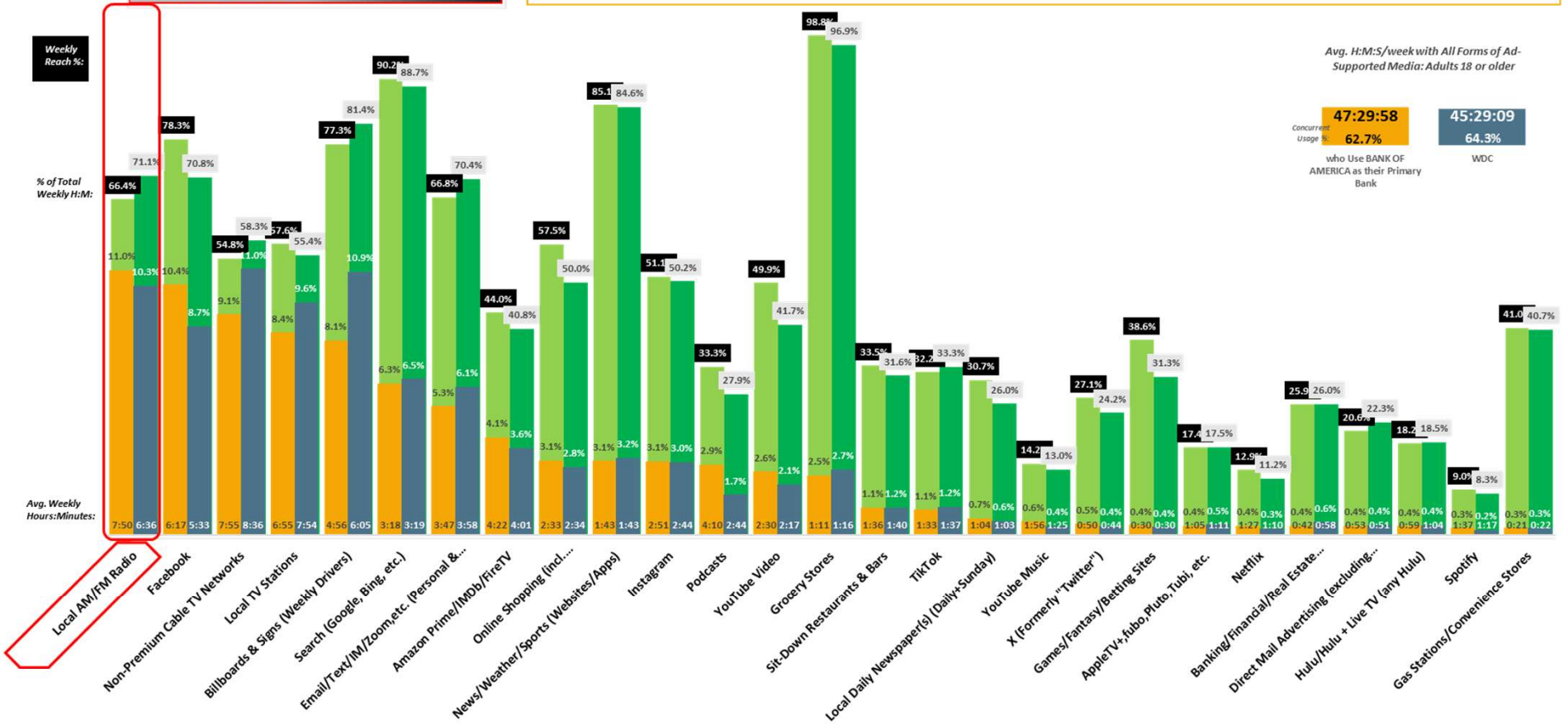


Adults 18 or older who Use BANK OF AMERICA as their Primary Bank spend an average of 2 days, 6 hours, 44 minutes and 22 seconds each week with All Forms of Ad-Supported Media.
 77.2% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank spend an avg. of 6 hours and 28 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.1% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who Use BANK OF AMERICA as their Primary Bank spend an average of 1 days, 23 hours, 29 minutes and 58 seconds each week with All Forms of Ad-Supported Media.
66.4% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank spend an avg. of 7 hours and 50 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.1% of total time spent with all forms of Ad-Supported Media.



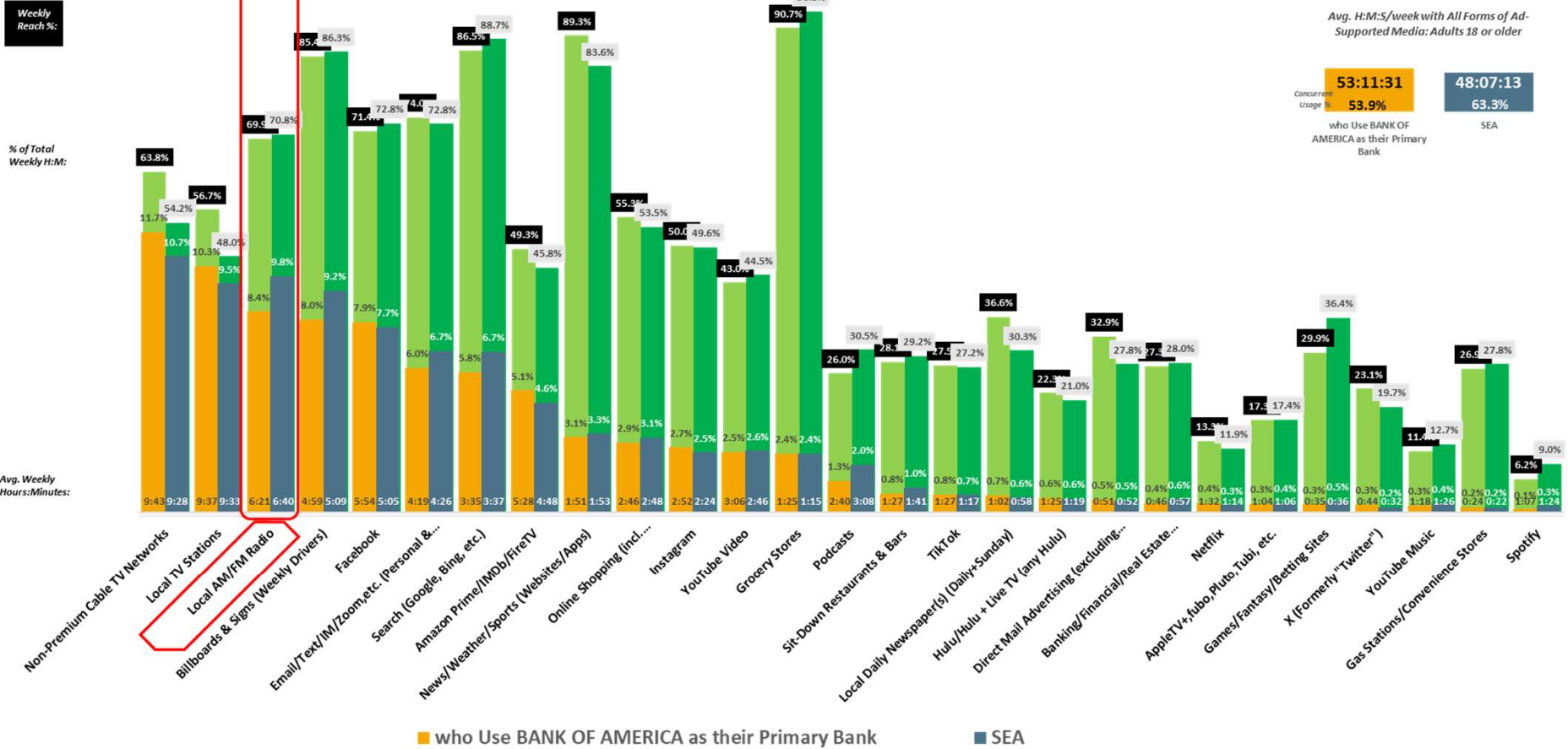
Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

47:29:58	45:29:09
Concurrent Usage % 62.7%	64.3%
who Use BANK OF AMERICA as their Primary Bank	WDC

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



Adults 18 or older who Use BANK OF AMERICA as their Primary Bank spend an average of 2 days, 5 hours, 11 minutes and 31 seconds each week with All Forms of Ad-Supported Media.
 69.9% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank spend an avg. of 6 hours and 21 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.4% of total time spent with all forms of Ad-Supported Media.



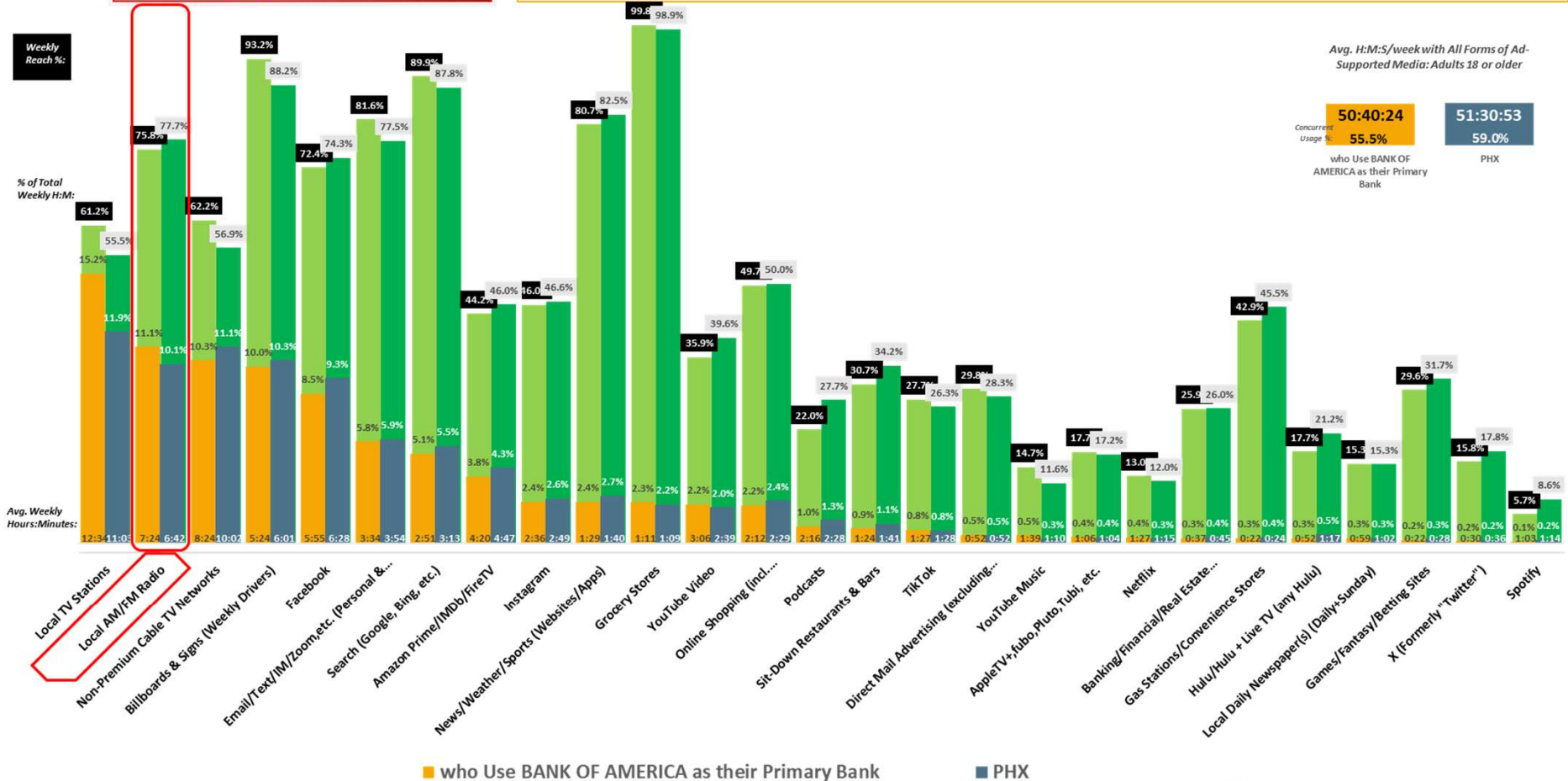
Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

53:11:31
 Concurrent Usage % **53.9%**
 who Use BANK OF AMERICA as their Primary Bank

48:07:13
63.3%
 SEA



Adults 18 or older who Use BANK OF AMERICA as their Primary Bank spend an average of 2 days, 2 hours, 40 minutes and 24 seconds each week with All Forms of Ad-Supported Media.
 75.8% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank spend an avg. of 7 hours and 24 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.1% of total time spent with all forms of Ad-Supported Media.



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

50:40:24
Concurrent Usage % 55.5%

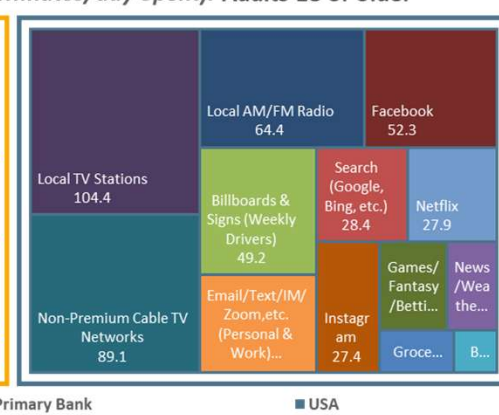
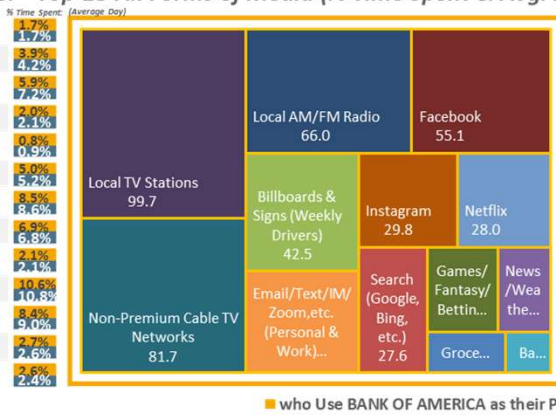
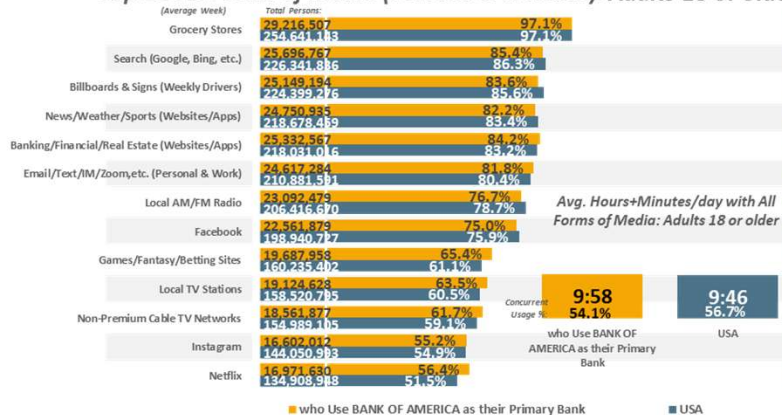
51:30:53
59.0%

who Use BANK OF AMERICA as their Primary Bank PHX

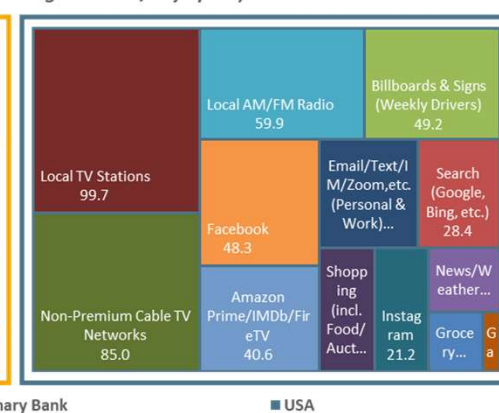
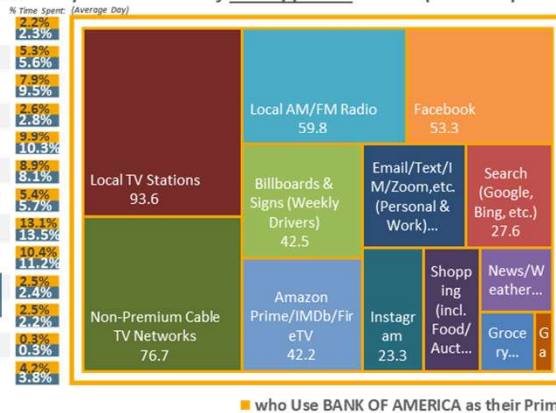
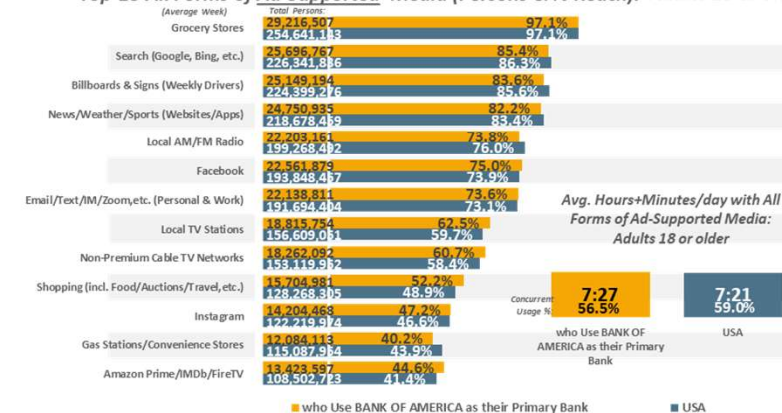


Adults 18 or older who Use BANK OF AMERICA as their Primary Bank spend an average of 7 hours and 27 minutes each day with All Forms of Ad-Supported Media. 73.8% listen to Local AM/FM Radio for an avg. of 59.8 minutes/day. (Local Radio delivers 9.9% of Time with Ad-Supported Media.)

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



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



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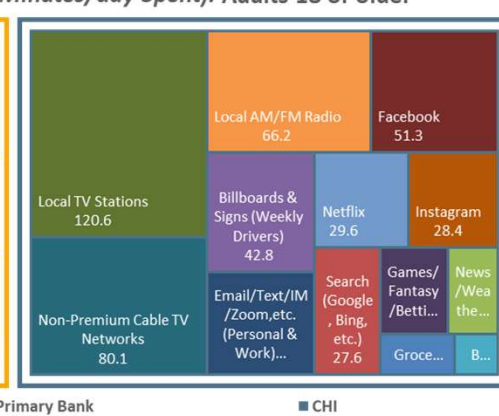
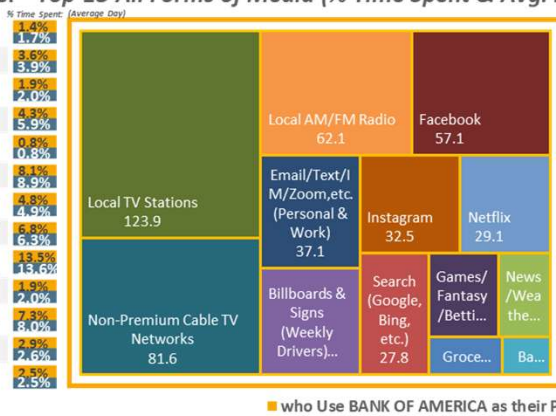
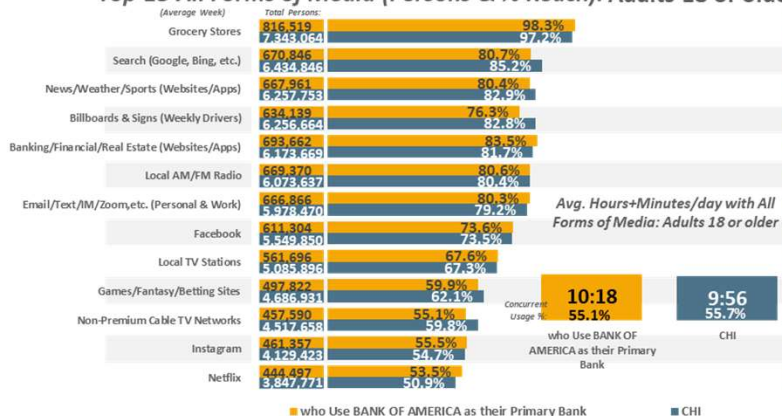
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Banks HHLD uses (primary bank) (HHLD): Bank of America

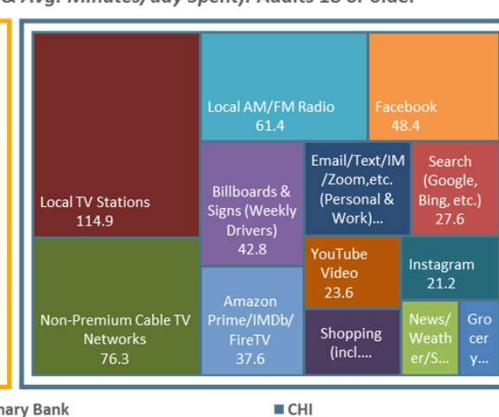
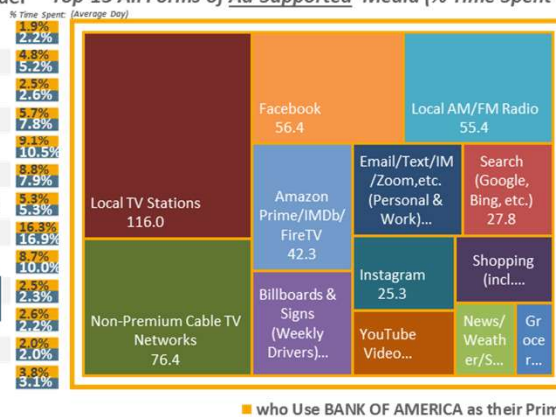
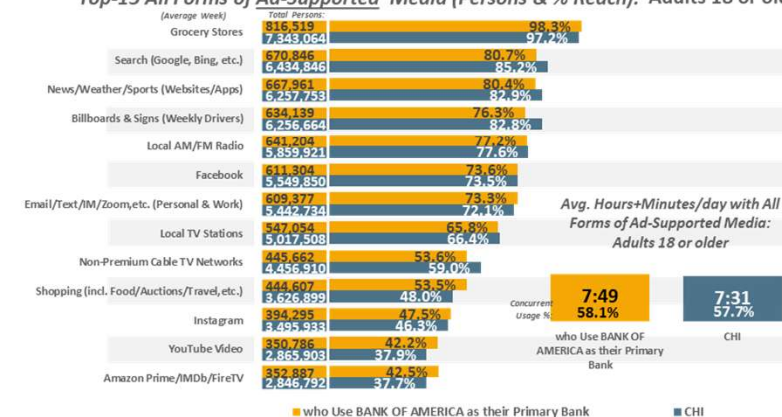


Adults 18 or older who Use BANK OF AMERICA as their Primary Bank spend an average of 7 hours and 49 minutes each day with All Forms of Ad-Supported Media. 77.2% listen to Local AM/FM Radio for an avg. of 55.4 minutes/day. (Local Radio delivers 9.1% of Time with Ad-Supported Media.)

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



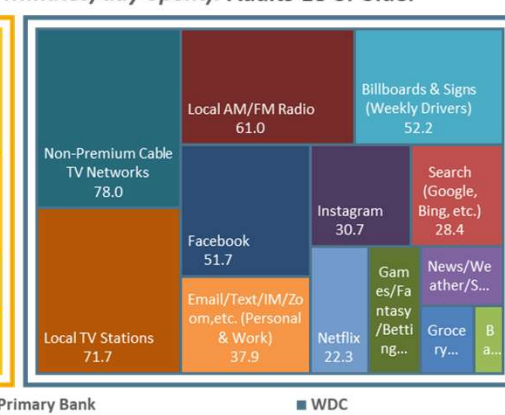
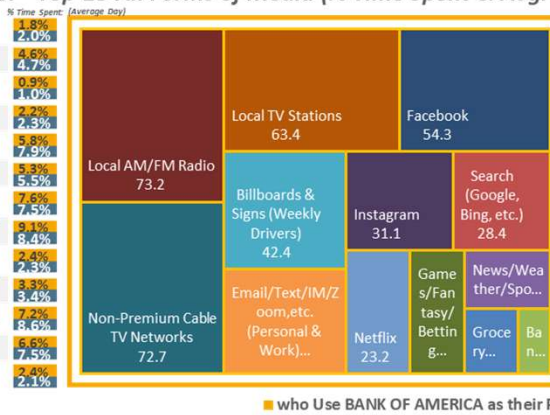
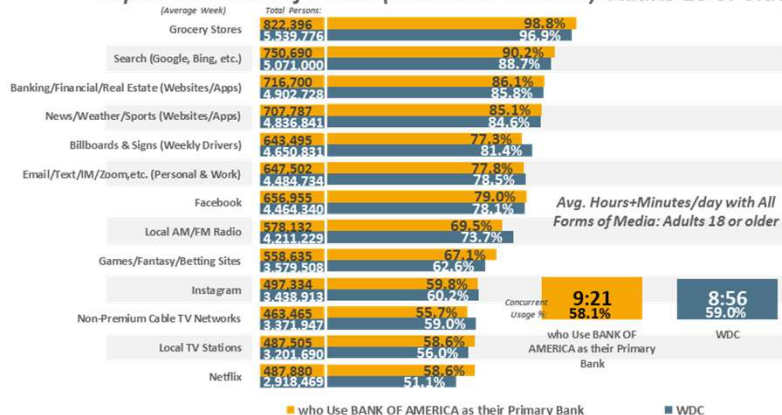
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



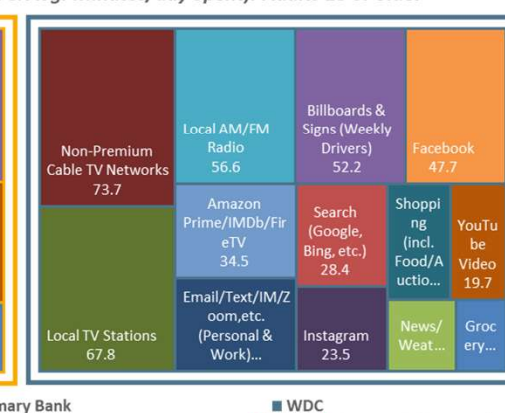
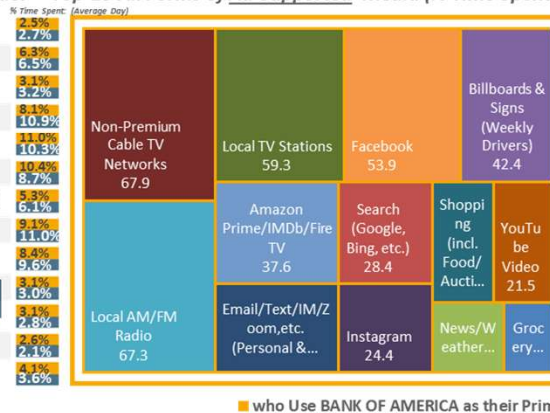
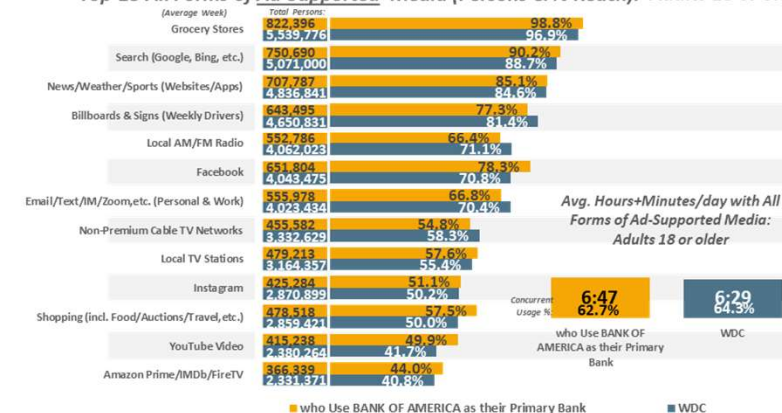


Adults 18 or older who Use BANK OF AMERICA as their Primary Bank spend an average of 6 hours and 47 minutes each day with All Forms of Ad-Supported Media. 66.4% listen to Local AM/FM Radio for an avg. of 67.3 minutes/day. (Local Radio delivers 11.% of Time with Ad-Supported Media.)

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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 892
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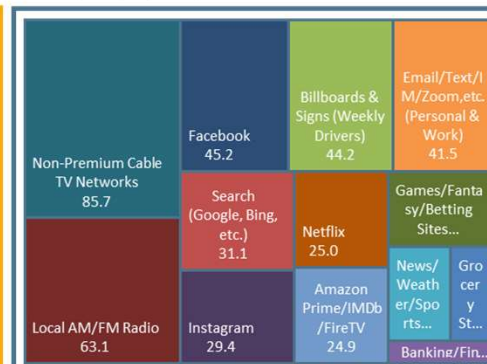
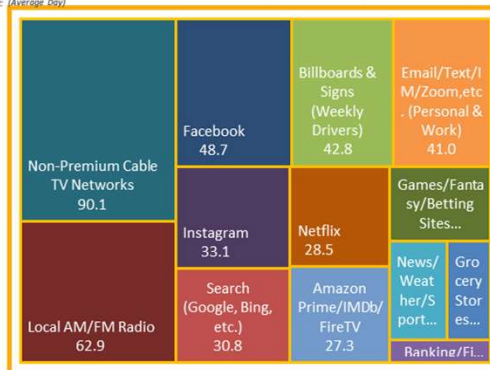
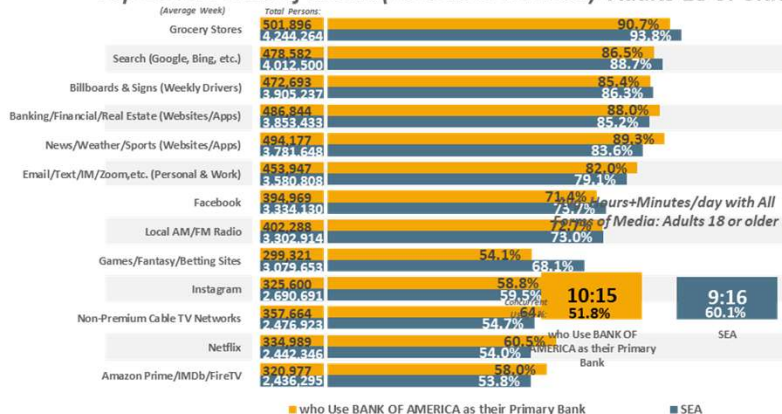
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Banks HHLD uses (primary bank) (HHLD): Bank of America

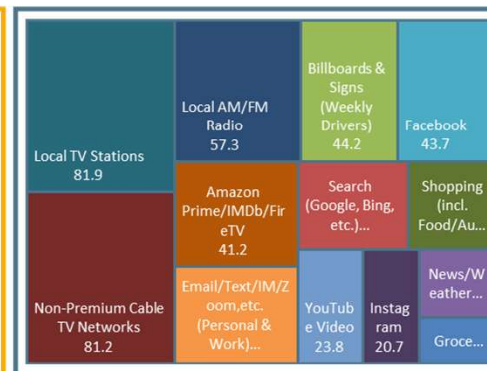
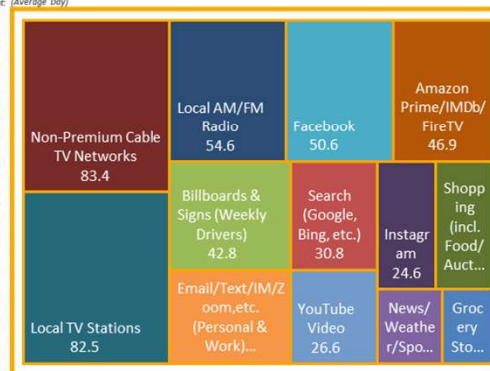
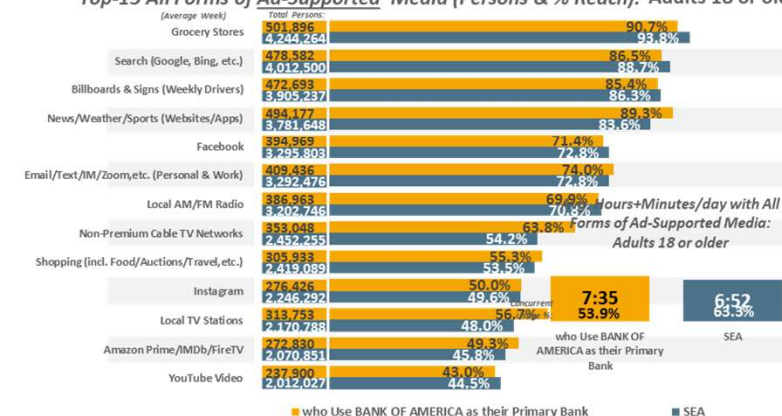


Adults 18 or older who Use BANK OF AMERICA as their Primary Bank spend an average of 7 hours and 35 minutes each day with All Forms of Ad-Supported Media. 69.9% listen to Local AM/FM Radio for an avg. of 54.6 minutes/day. *(Local Radio delivers 8.4% of Time with Ad-Supported Media.)*

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



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

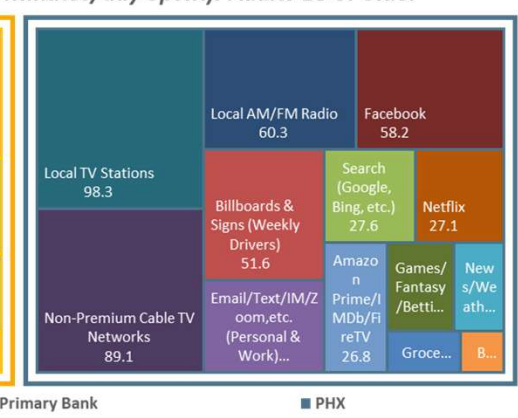
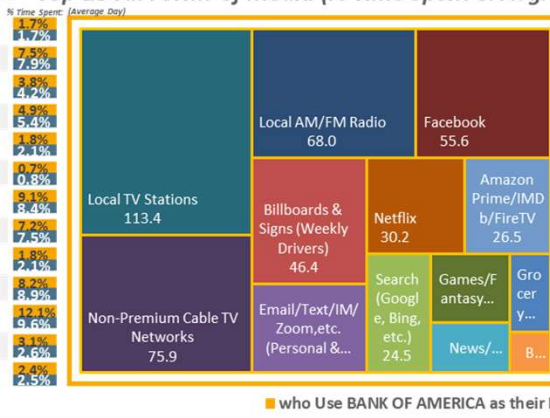
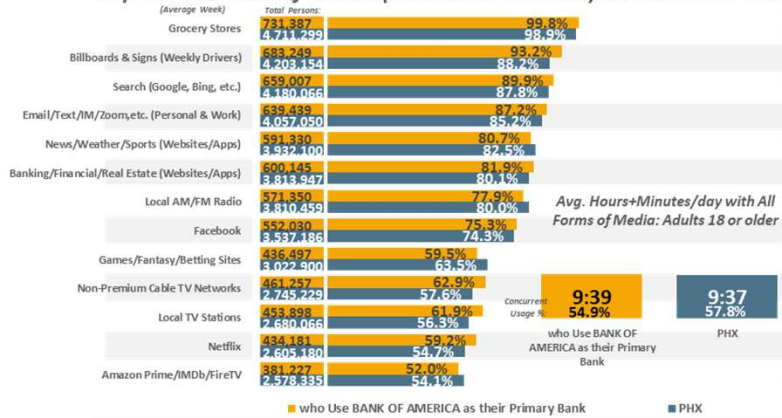




Adults 18 or older who Use BANK OF AMERICA as their Primary Bank spend an average of 7 hours and 14 minutes each day with All Forms of Ad-Supported Media. 75.8% listen to Local AM/FM Radio for an avg. of 63.5 minutes/day. (Local Radio delivers 11.1% of Time with Ad-Supported Media.)

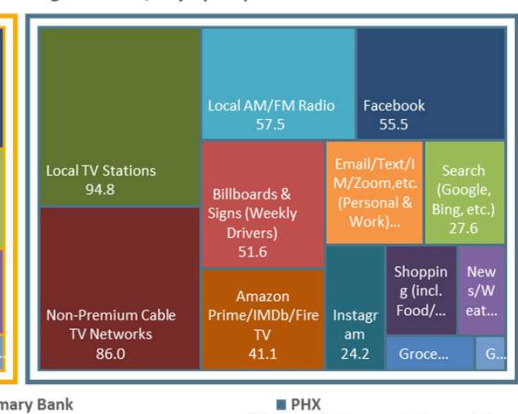
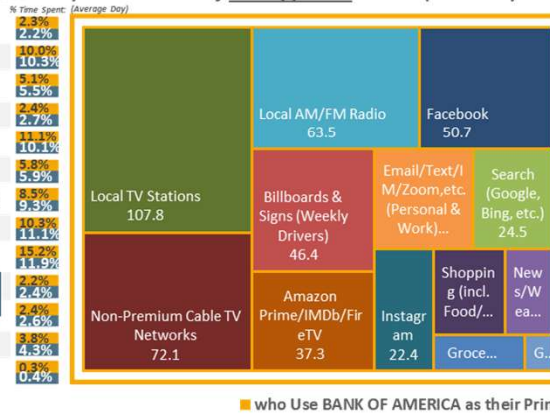
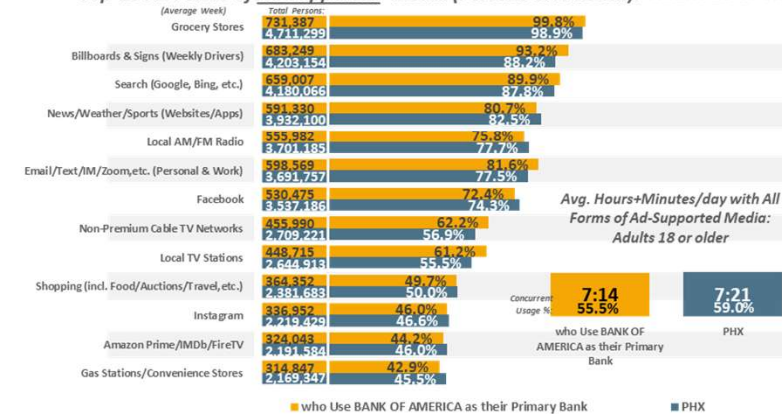
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

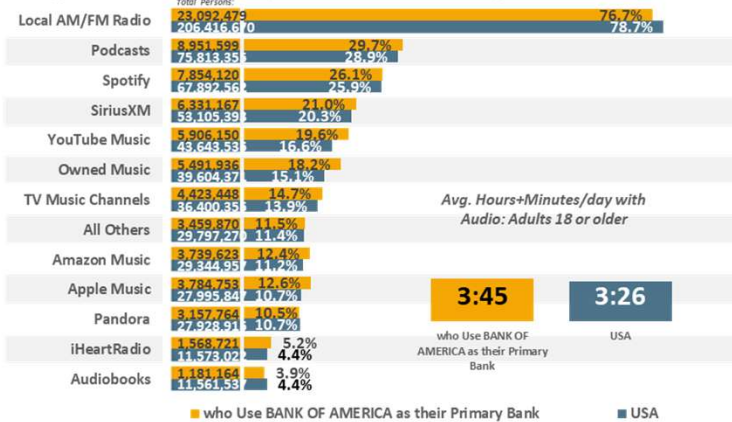
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



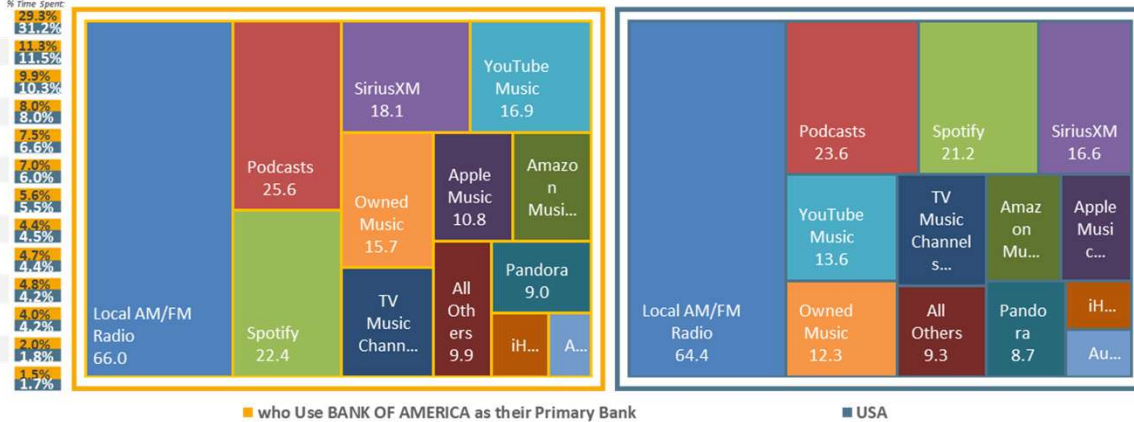


22,203,161 or 73.8% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank listen to Ad-Supported Local AM/FM Radio for an average of 59.8 minutes every day representing 39.8% of all time spent daily with Ad-Supported Audio.

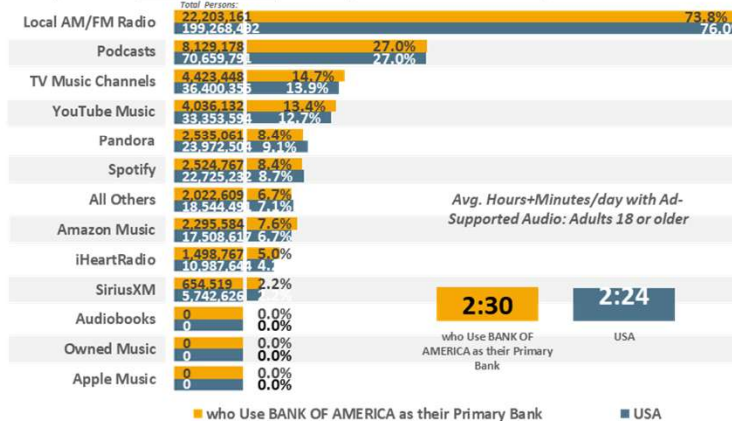
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



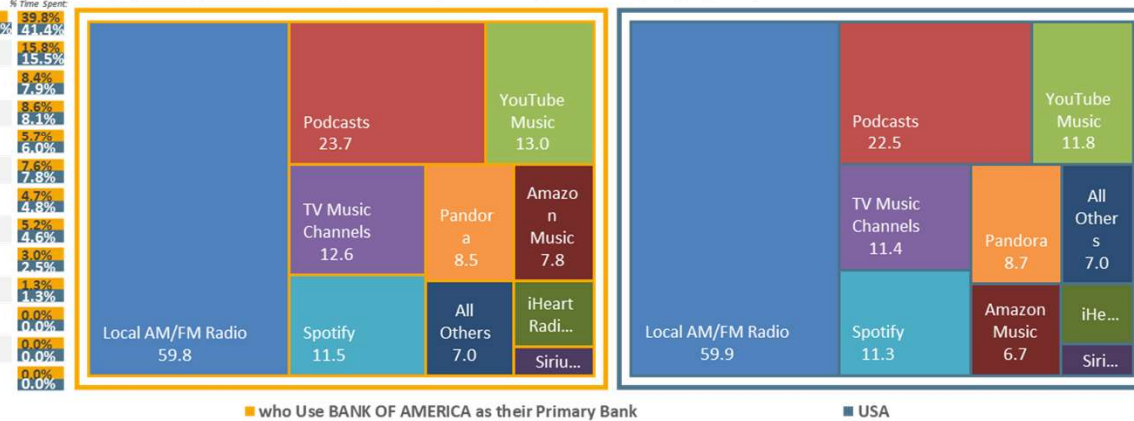
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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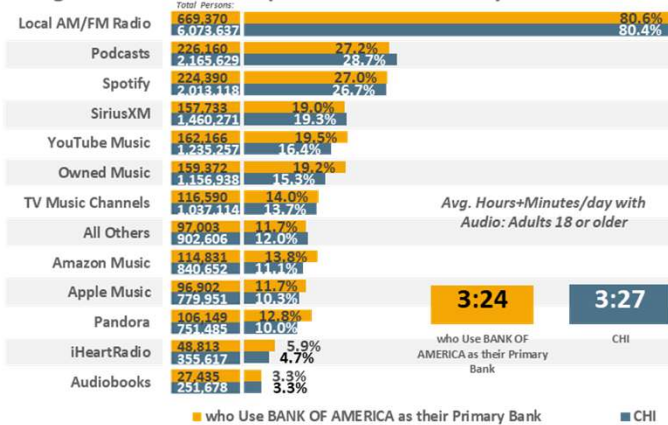
soefa.ai Share of Everything for Anything

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

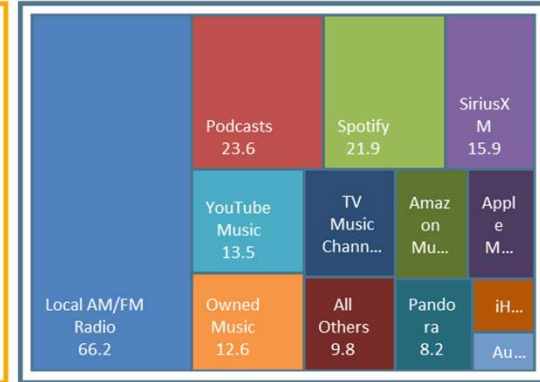
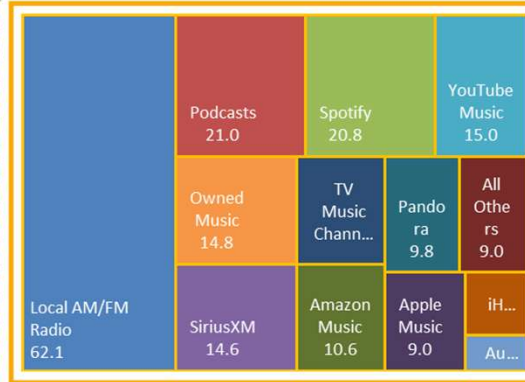


641,204 or 77.2% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank listen to Ad-Supported Local AM/FM Radio for an average of 55.4 minutes every day representing 41.1% of all time spent daily with Ad-Supported Audio.

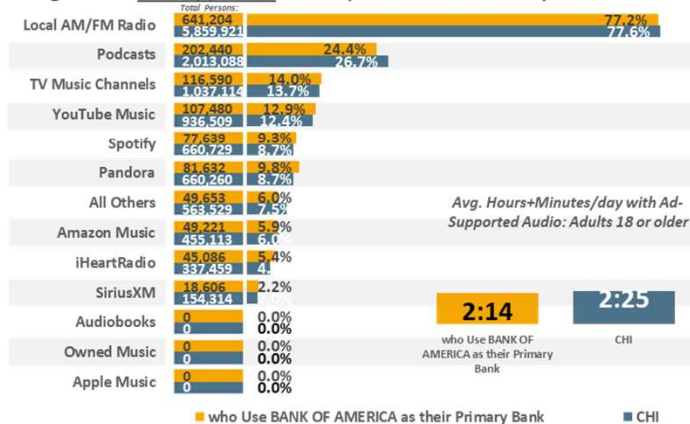
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



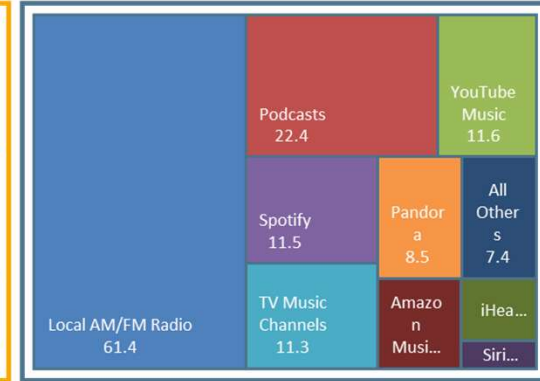
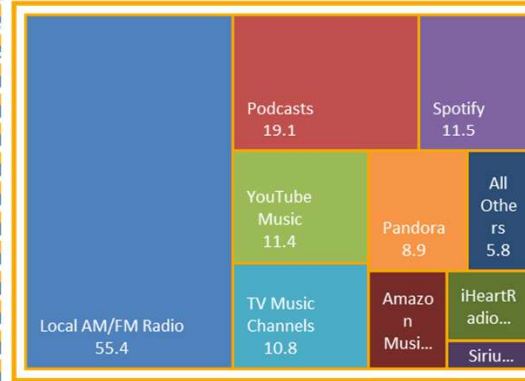
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



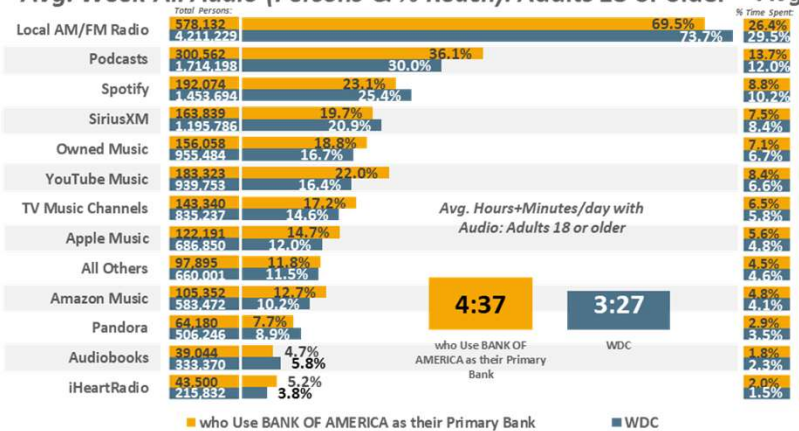
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



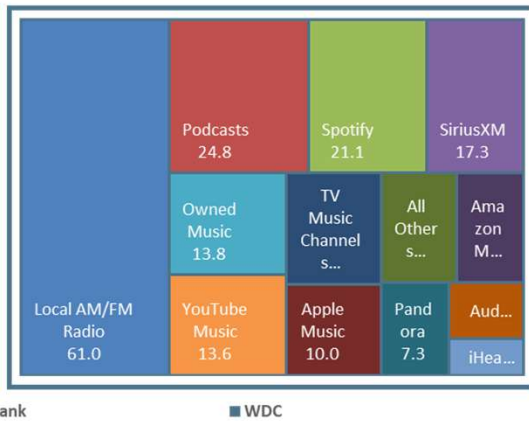
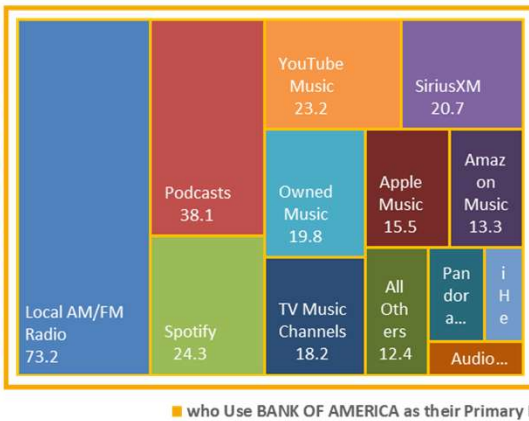


552,786 or 66.4% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank listen to Ad-Supported Local AM/FM Radio for an average of 67.3 minutes every day representing 36.% of all time spent daily with Ad-Supported Audio.

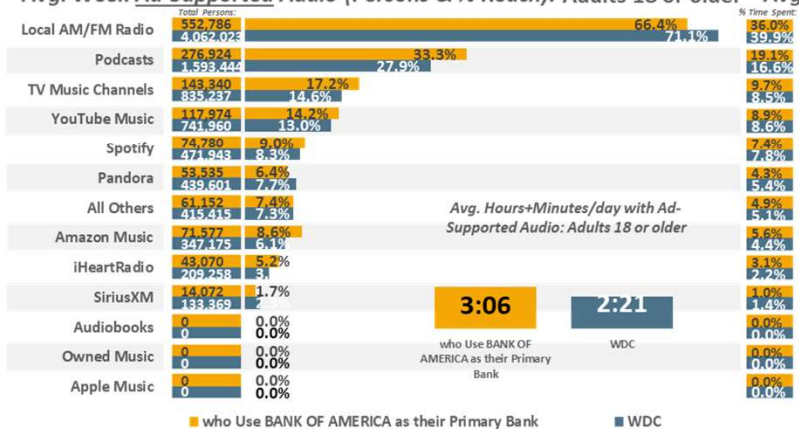
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



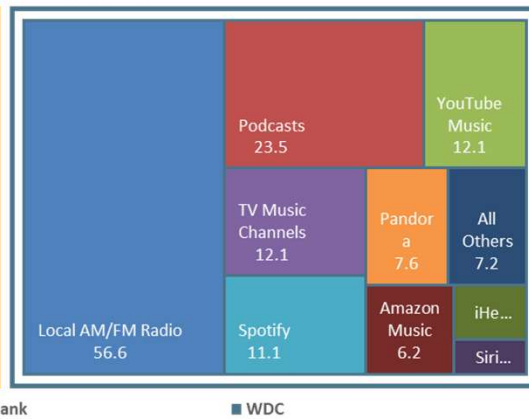
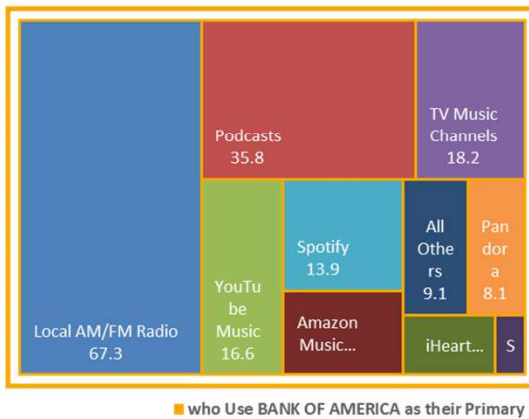
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



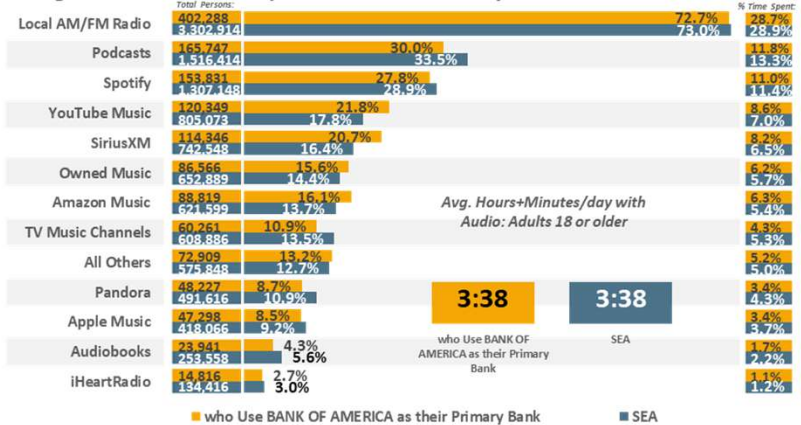
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



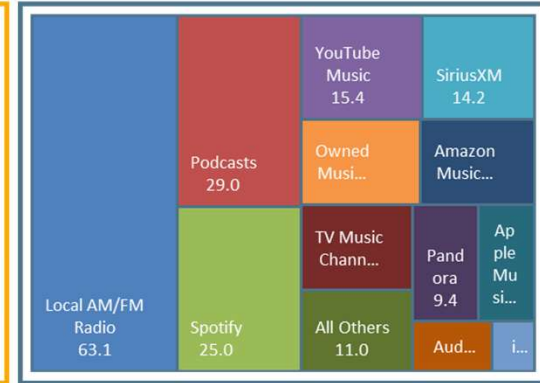
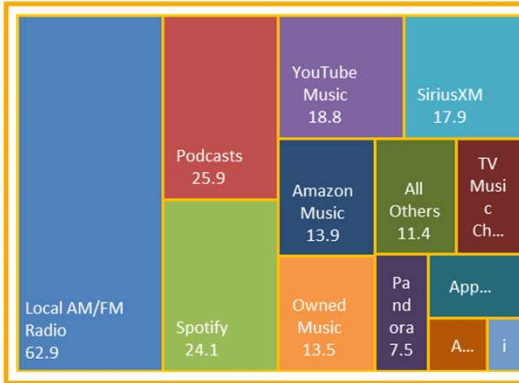


386,963 or 69.9% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank listen to Ad-Supported Local AM/FM Radio for an average of 54.6 minutes every day representing 40.1% of all time spent daily with Ad-Supported Audio.

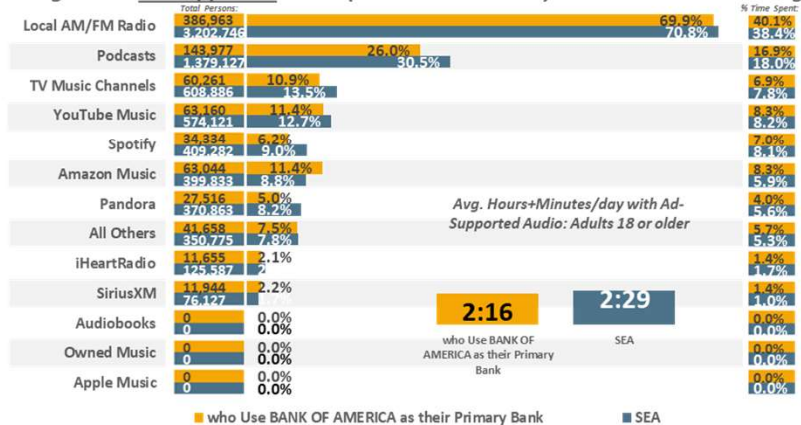
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



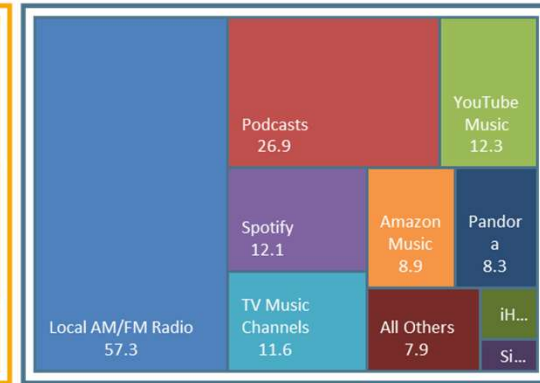
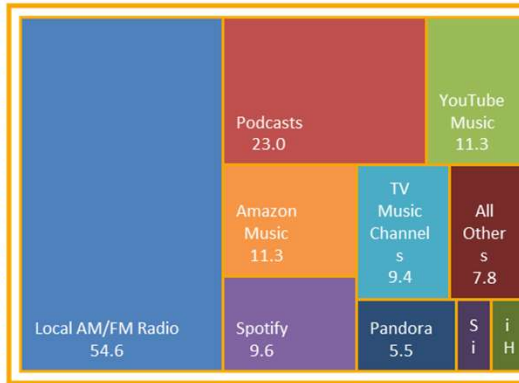
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



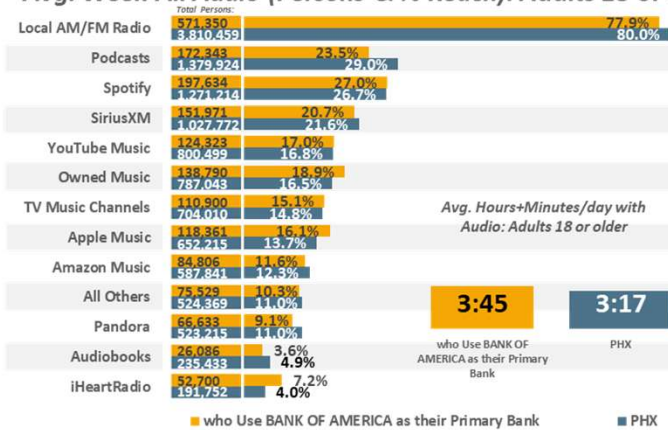
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



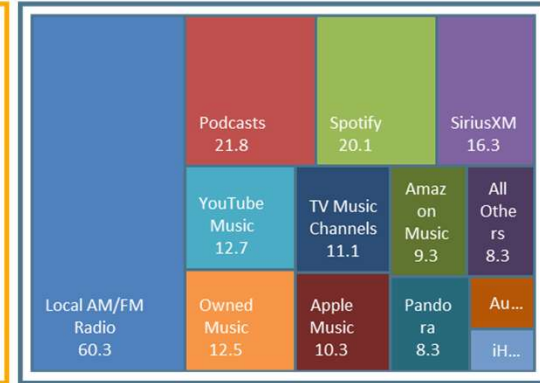
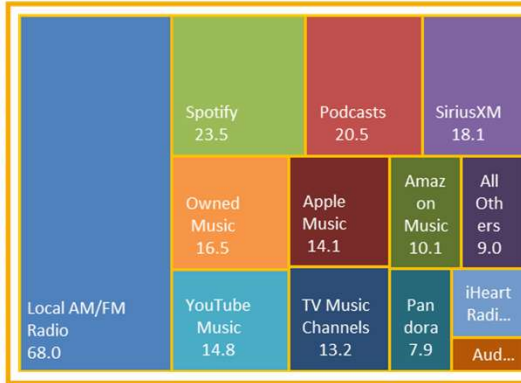


555,982 or 75.8% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank listen to Ad-Supported Local AM/FM Radio for an average of 63.5 minutes every day representing 42.1% of all time spent daily with Ad-Supported Audio.

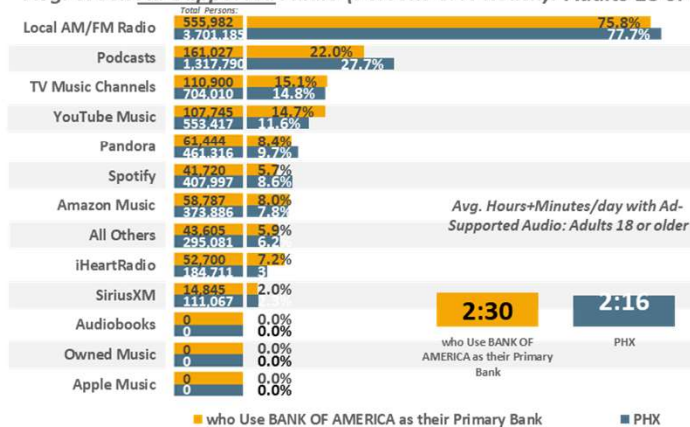
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



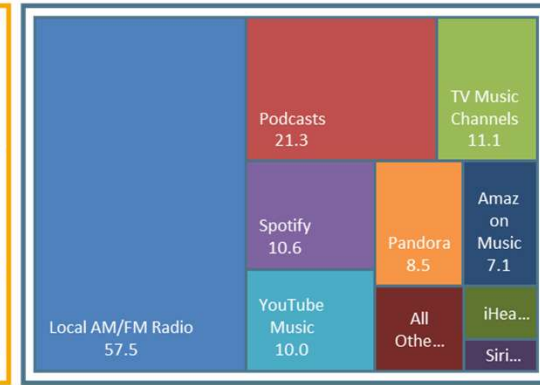
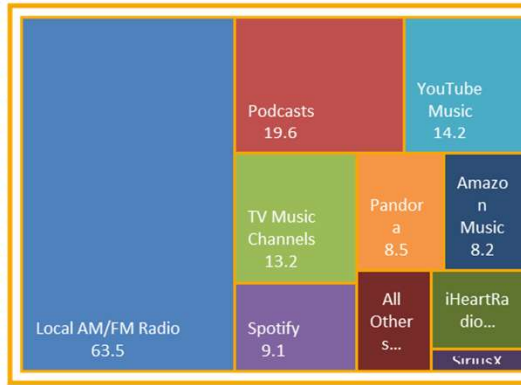
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

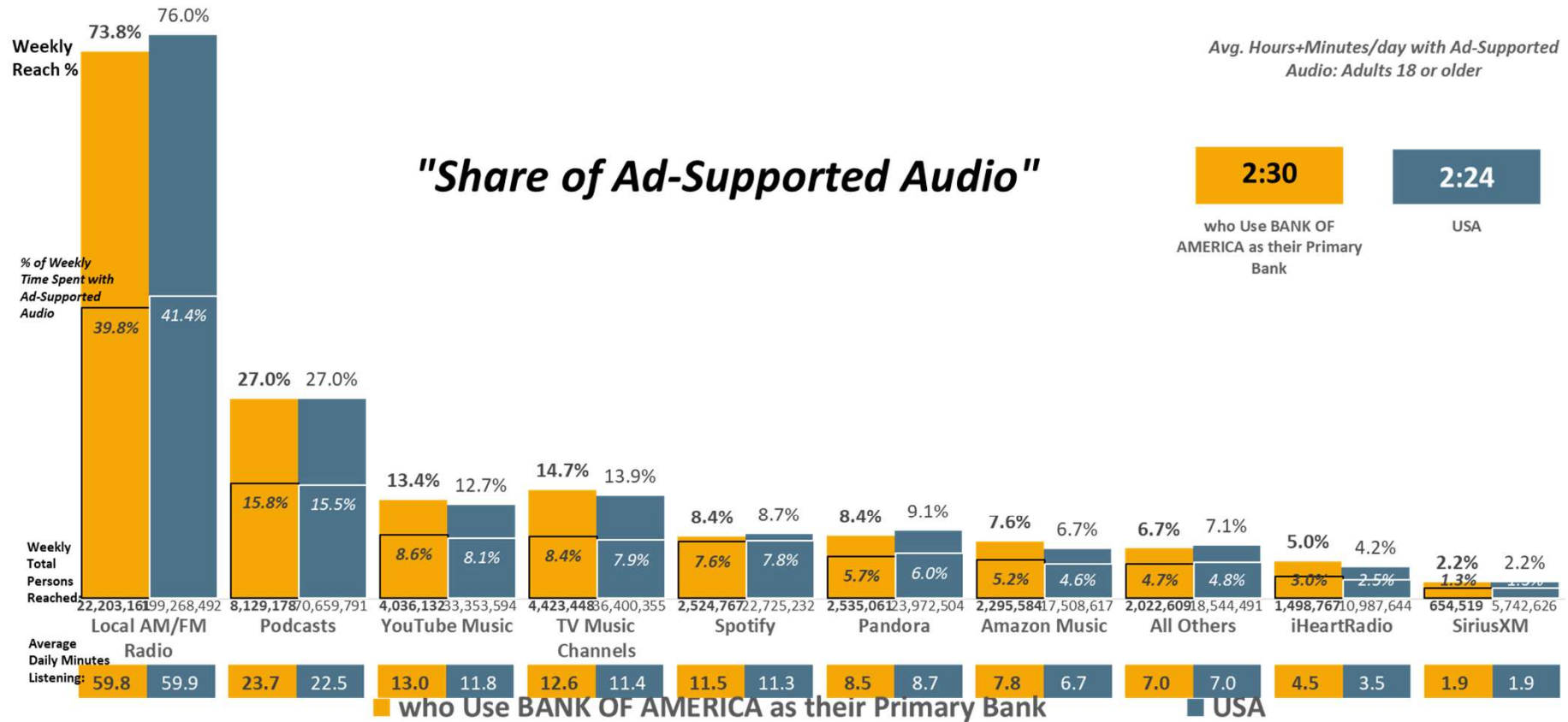


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





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





641,204 or 77.2% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank listen to Ad-Supported Local AM/FM Radio for an average of 55.4 minutes every day representing 41.1% of all time spent daily with Ad-Supported Audio.

Weekly
Reach % 77.2% 77.6%

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

"Share of Ad-Supported Audio"

% of Weekly
Time Spent with
Ad-Supported
Audio

Weekly
Total
Persons
Reached

Average
Daily Minutes
Listening

2:14

2:25

who Use BANK OF
AMERICA as their Primary
Bank

CHI

who Use BANK OF AMERICA as their Primary Bank

CHI

CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 434
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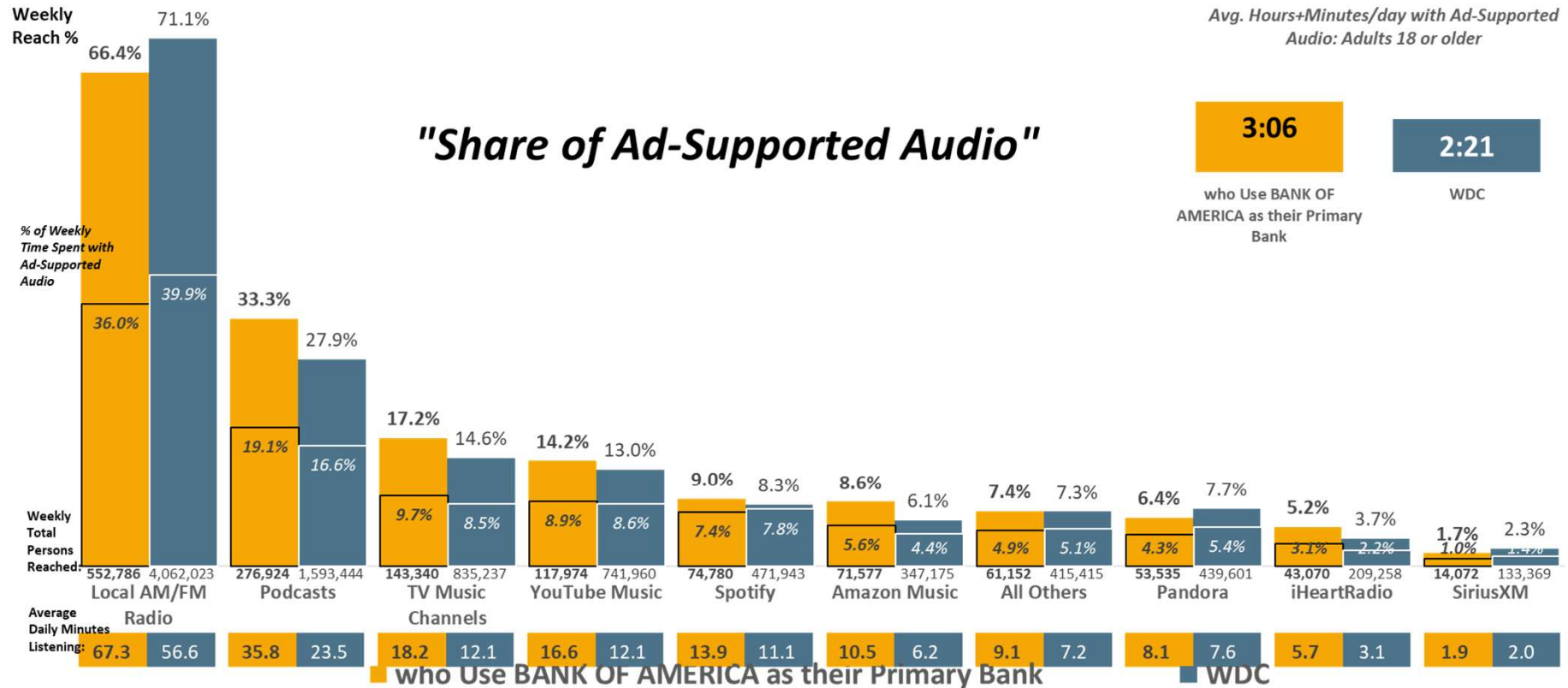
CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

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for Anything

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

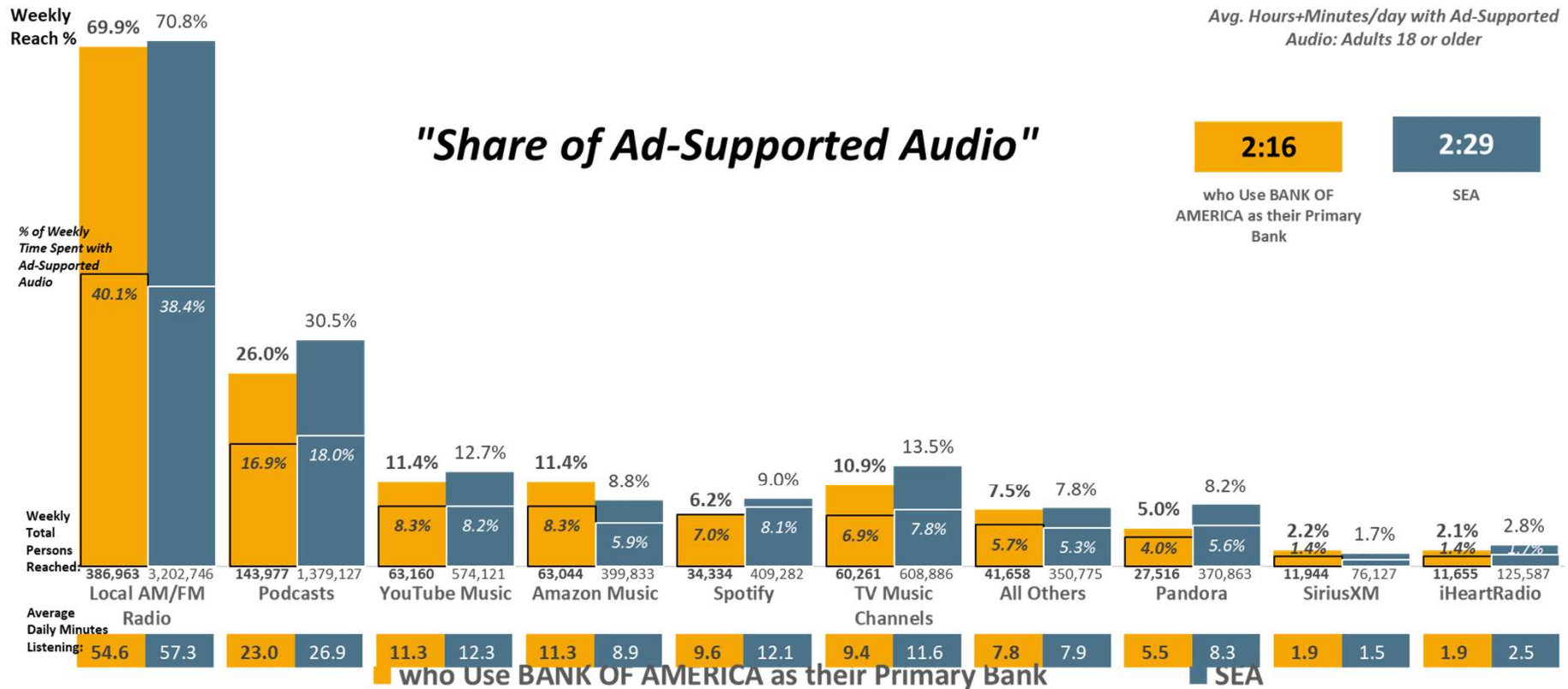


552,786 or 66.4% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank listen to Ad-Supported Local AM/FM Radio for an average of 67.3 minutes every day representing 36.% of all time spent daily with Ad-Supported Audio.





386,963 or 69.9% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank listen to Ad-Supported Local AM/FM Radio for an average of 54.6 minutes every day representing 40.1% of all time spent daily with Ad-Supported Audio.





555,982 or 75.8% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank listen to Ad-Supported Local AM/FM Radio for an average of 63.5 minutes every day representing 42.1% of all time spent daily with Ad-Supported Audio.

Weekly Reach %
75.8% 77.7%

% of Weekly Time Spent with Ad-Supported Audio
42.1% 42.0%

Weekly Total Persons Reached
555,982 3,701,185

Average Daily Minutes Listening
63.5 57.5

"Share of Ad-Supported Audio"

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

2:30

2:16

who Use BANK OF AMERICA as their Primary Bank

PHX

who Use BANK OF AMERICA as their Primary Bank

PHX

PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 393
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PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

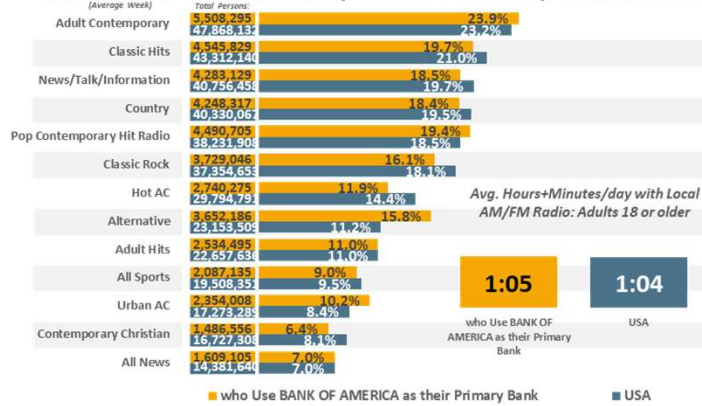
soefa.ai Share of Everything for Anything

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

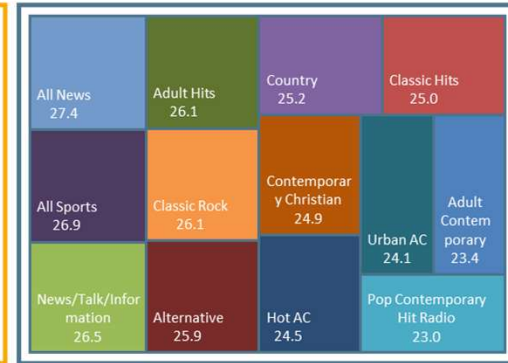
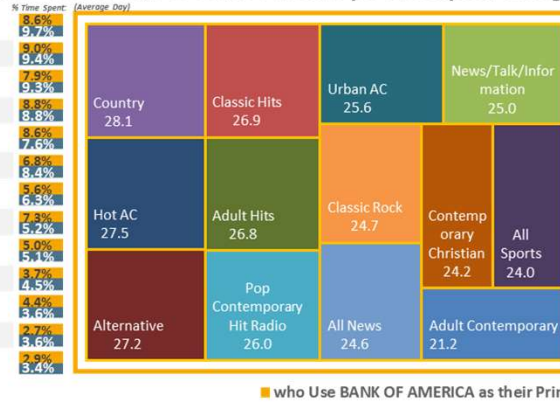


22,203,161 or 73.8% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Pop Contemporary Hit Radio, Country, and Classic Rock.

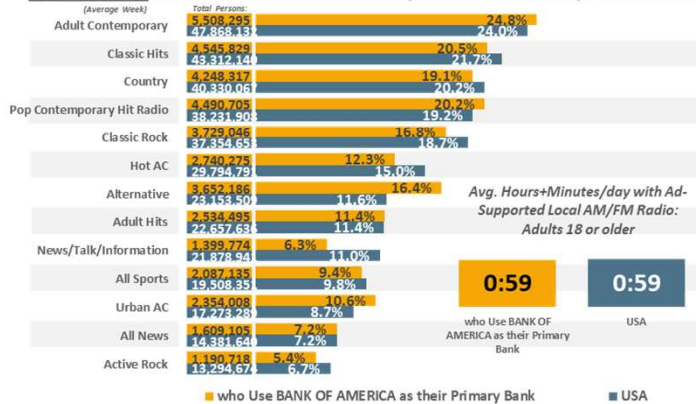
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



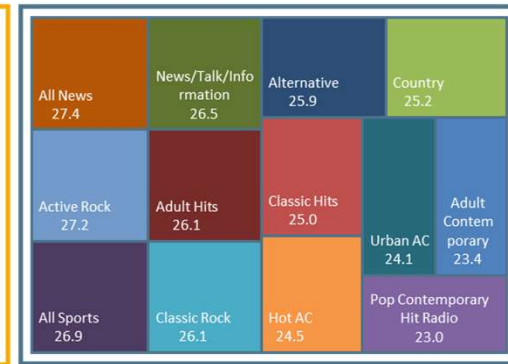
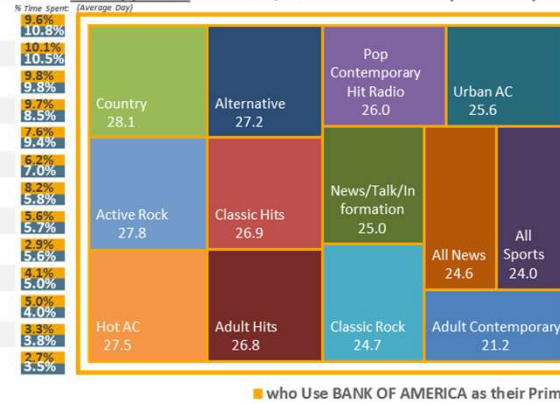
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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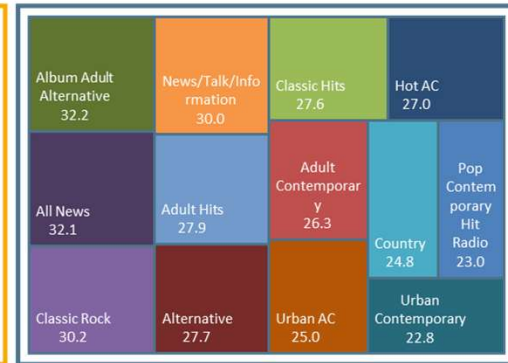
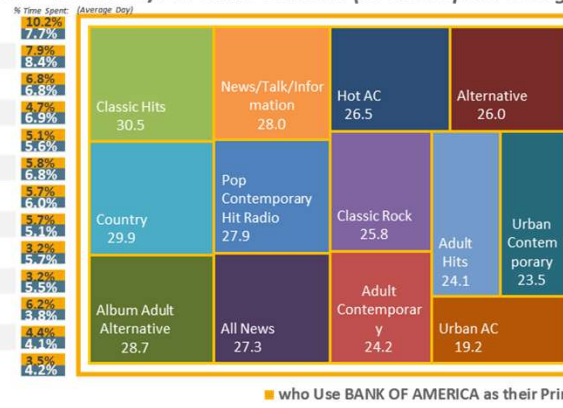
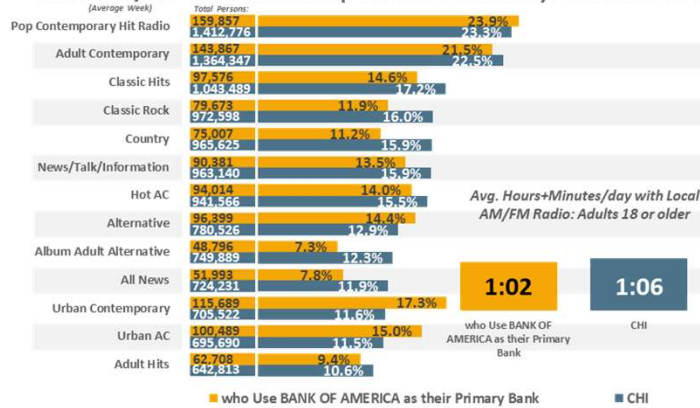
soefa.ai Share of Everything for Anything

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

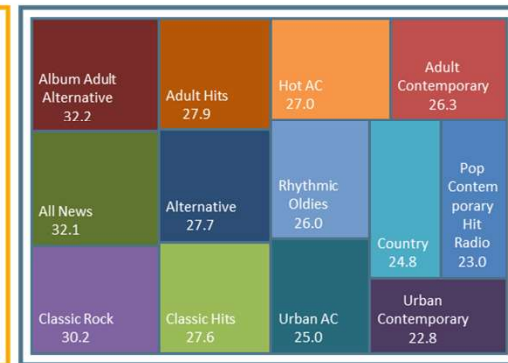
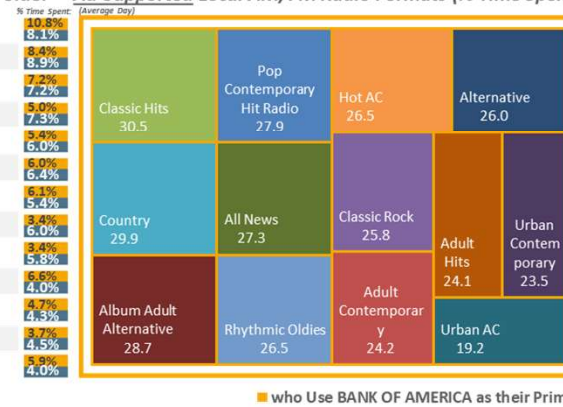
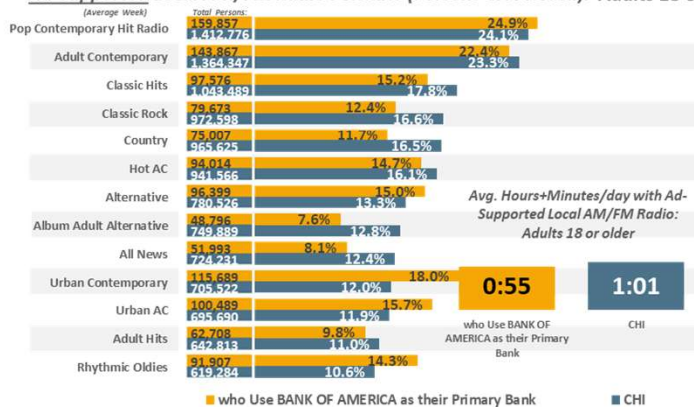


641,204 or 77.2% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Urban Contemporary, Urban AC, and Classic Hits.

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



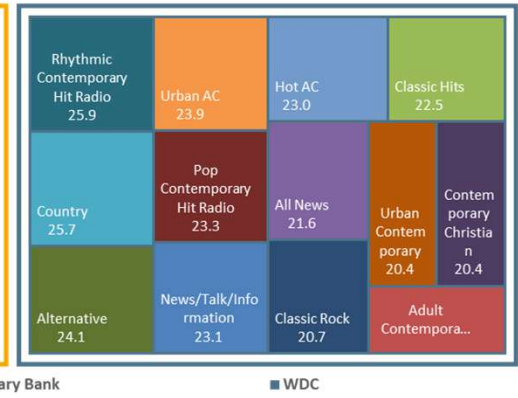
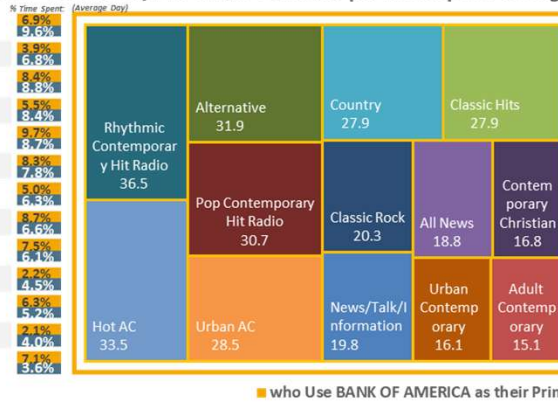
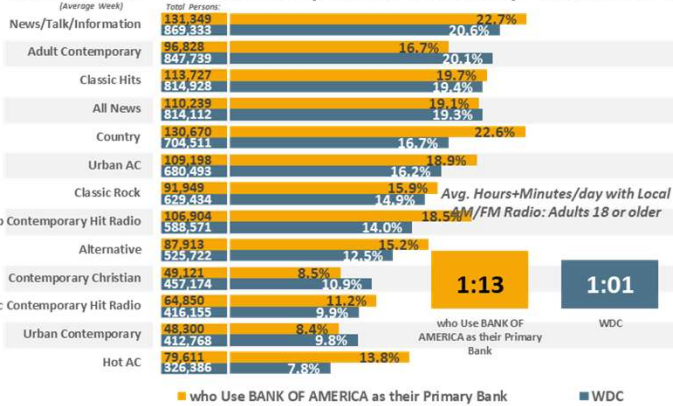
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



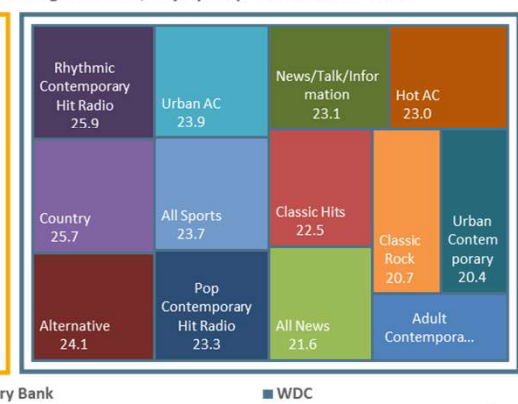
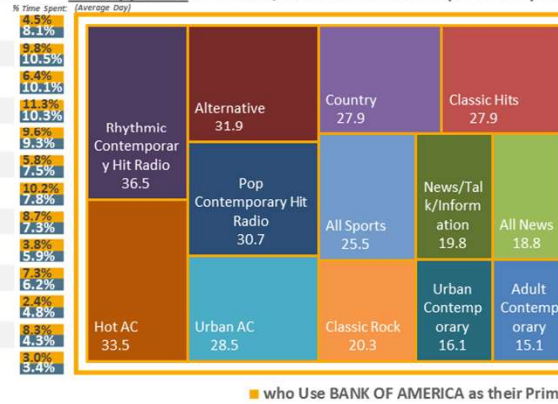
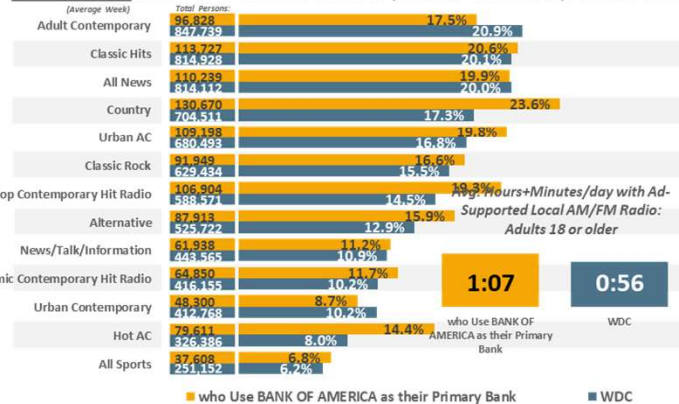


552,786 or 66.4% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Classic Hits, All News, Urban AC, and Pop Contemporary Hit Radio.

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



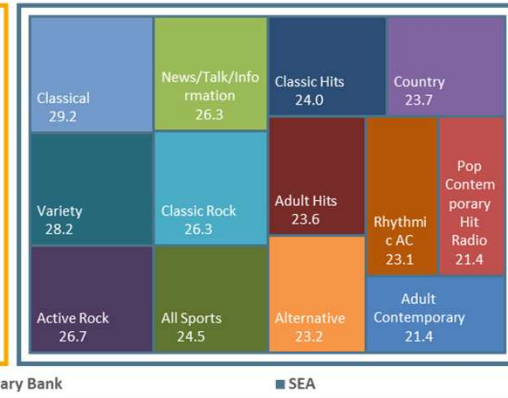
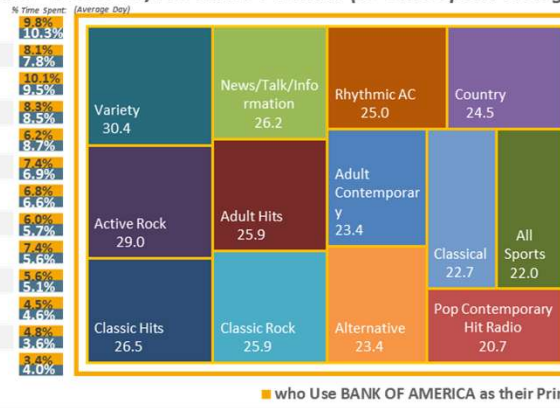
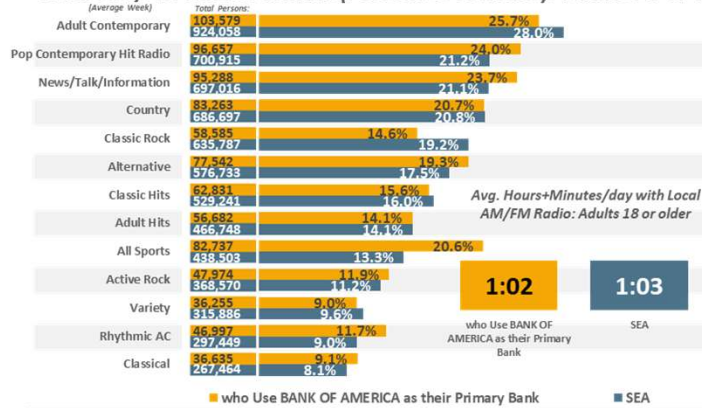
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



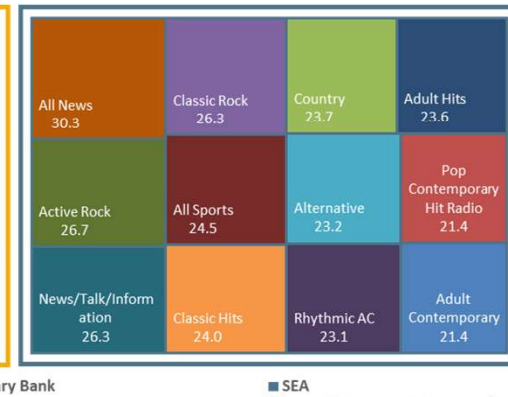
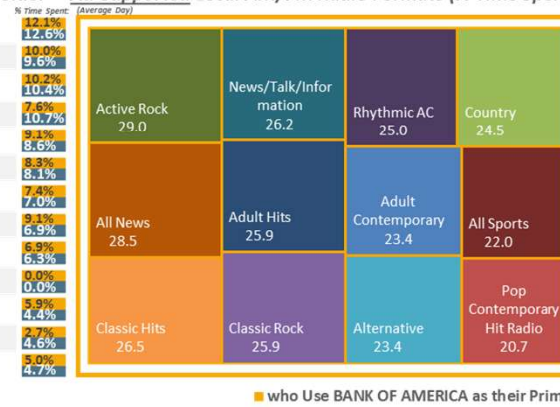
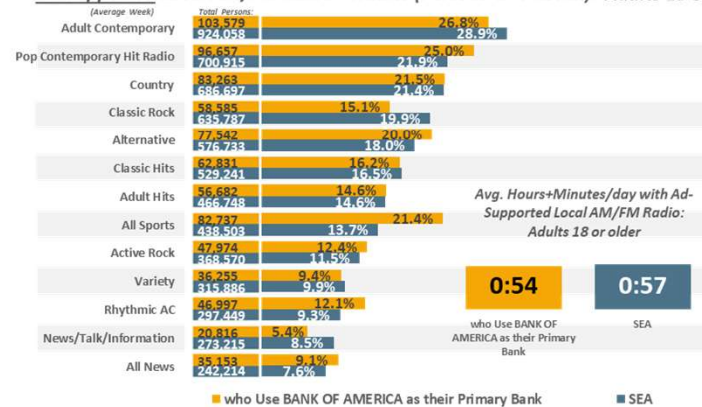


386,963 or 69.9% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Country, All Sports, and Alternative.

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



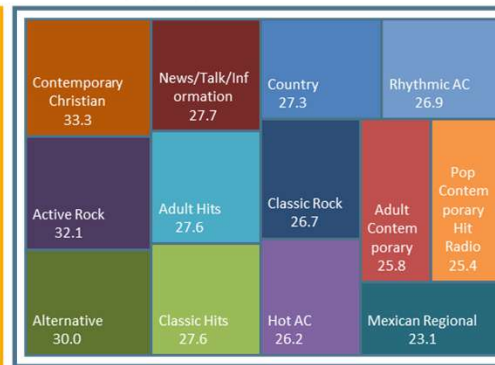
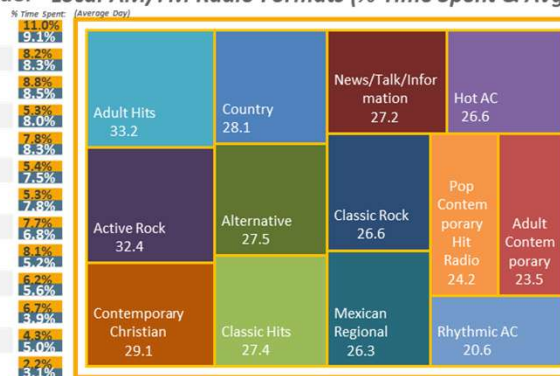
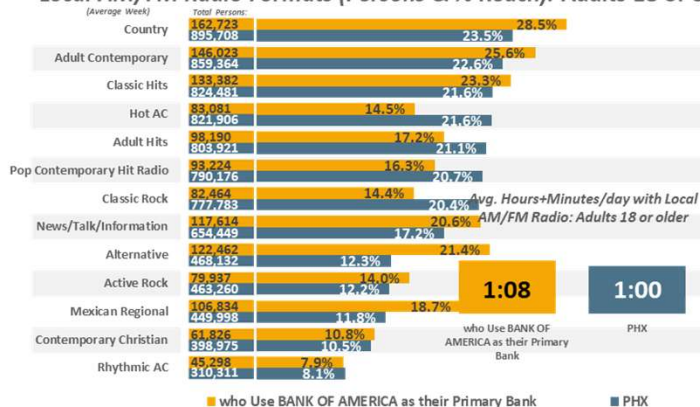
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



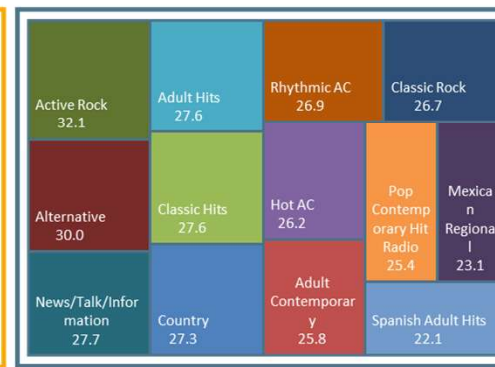
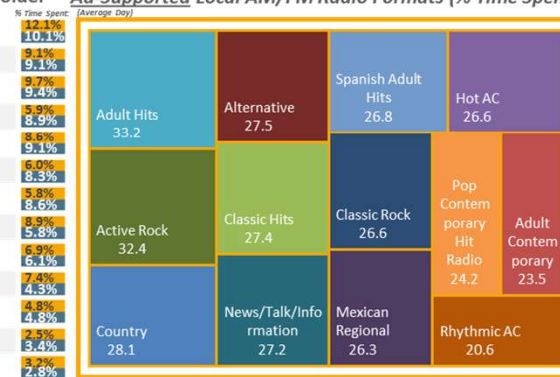
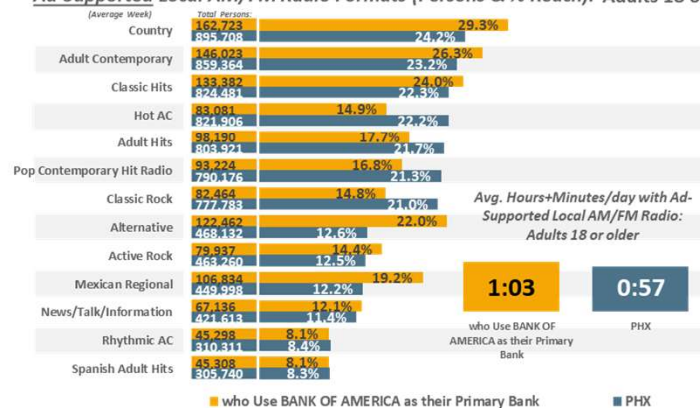


555,982 or 75.8% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, Classic Hits, Alternative, and Mexican Regional.

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



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

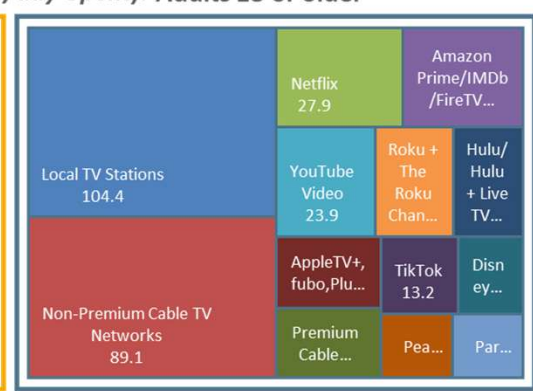
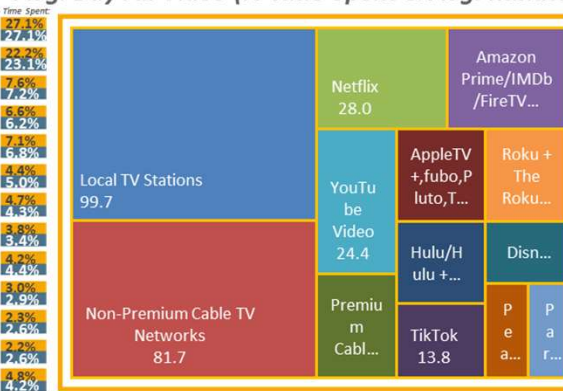
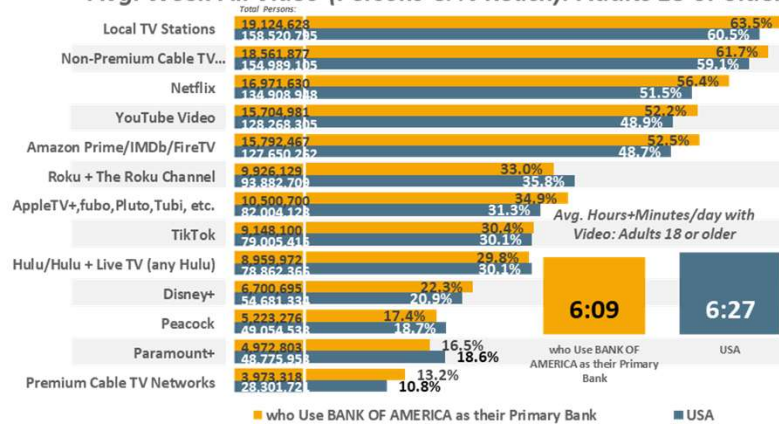




18,815,754 or 62.5% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank watch Ad-Supported Local TV Stations for an average of 93.6 minutes every day representing 31.1% of all time spent daily with Ad-Supported Video.

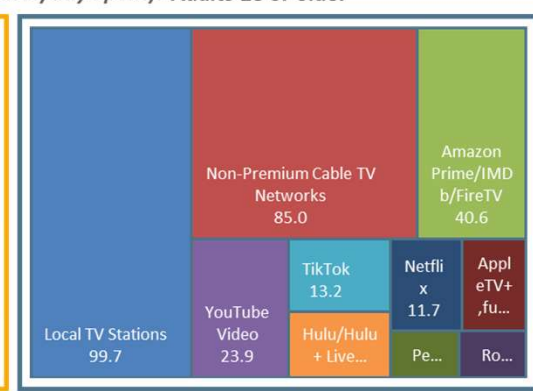
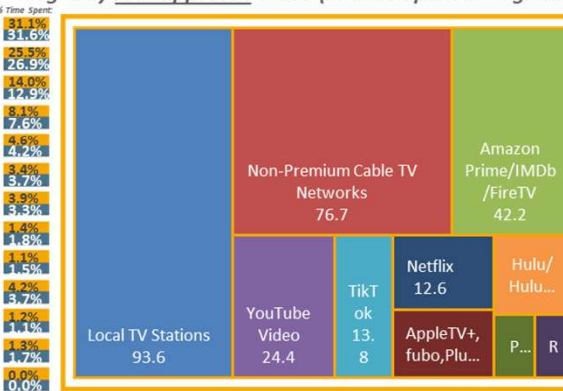
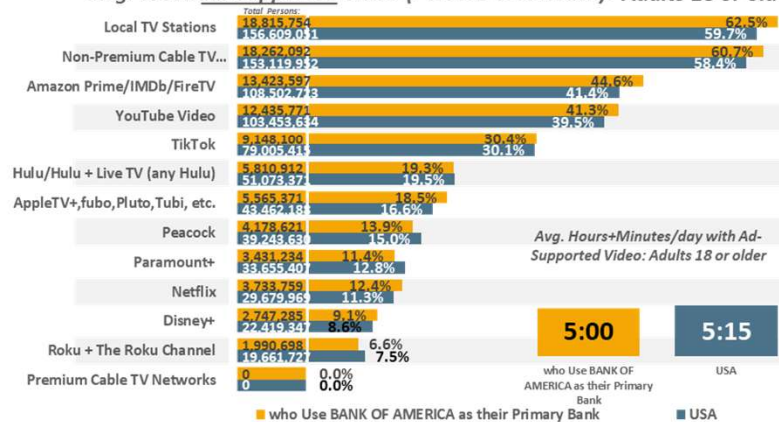
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



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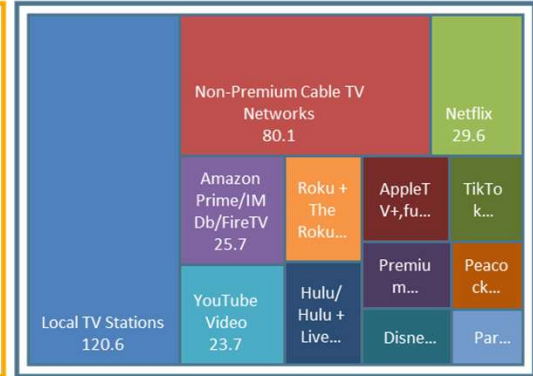
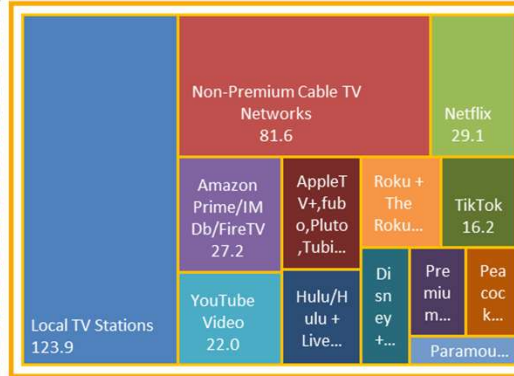
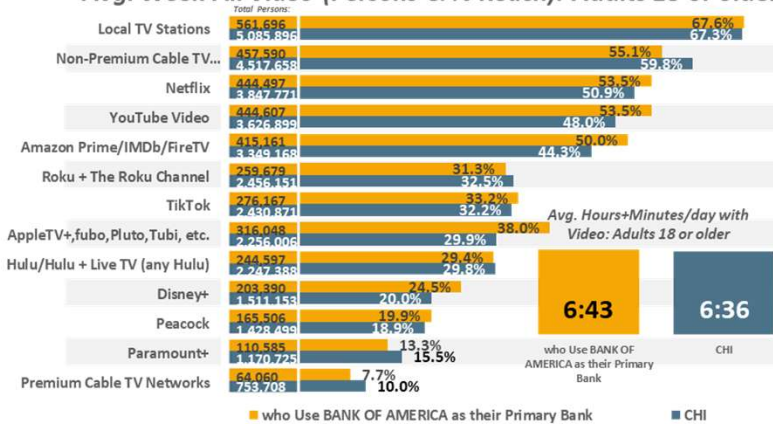
Banks HHLD uses (primary bank) (HHLD): Bank of America



547,054 or 65.8% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank watch Ad-Supported Local TV Stations for an average of 116. minutes every day representing 35.% of all time spent daily with Ad-Supported Video.

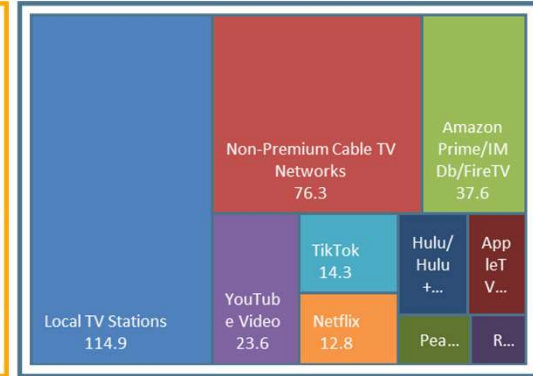
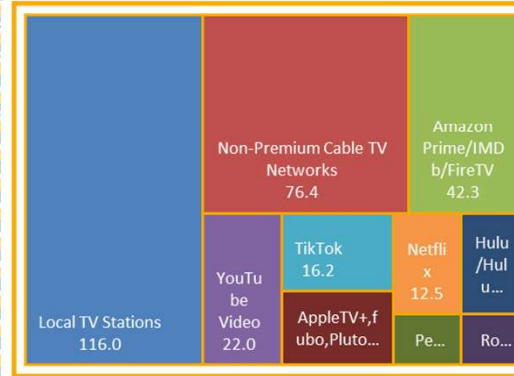
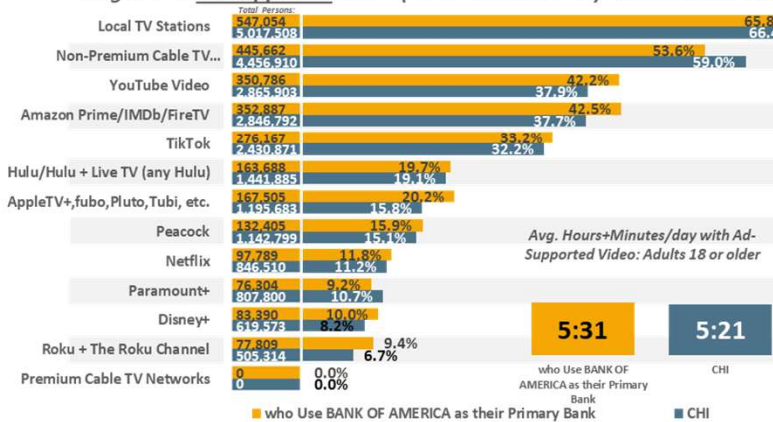
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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

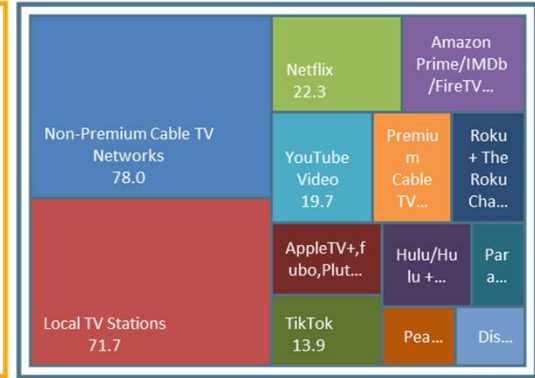
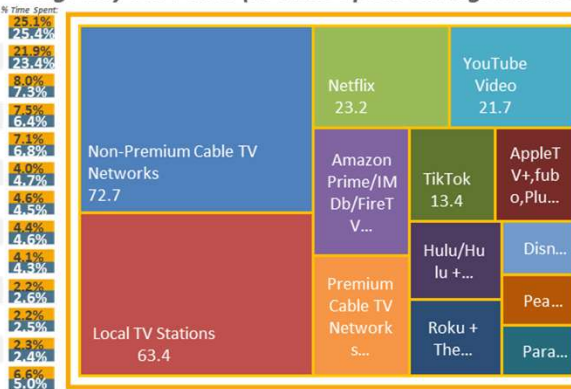
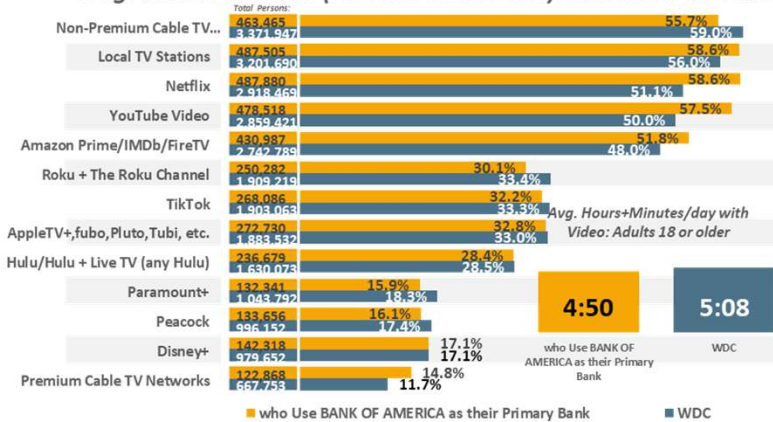




479,213 or 57.6% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank watch Ad-Supported Local TV Stations for an average of 59.3 minutes every day representing 24.7% of all time spent daily with Ad-Supported Video.

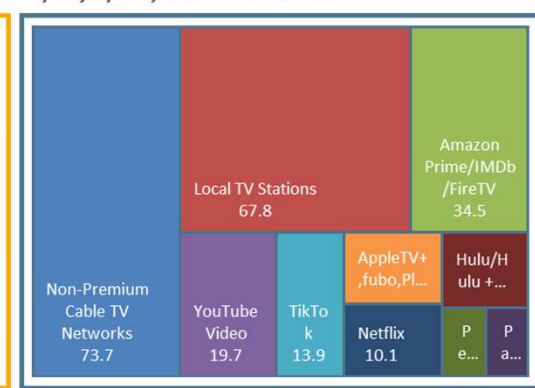
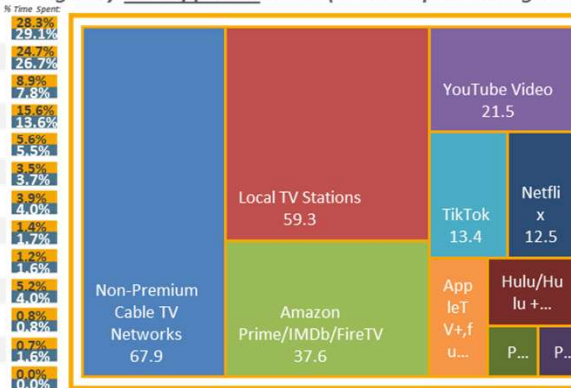
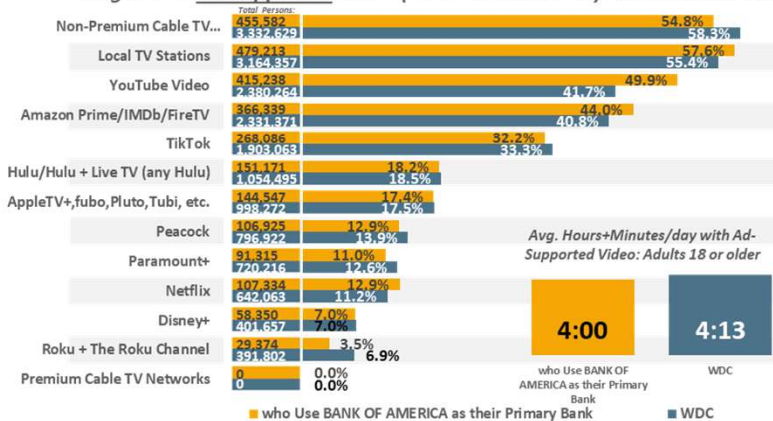
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 892
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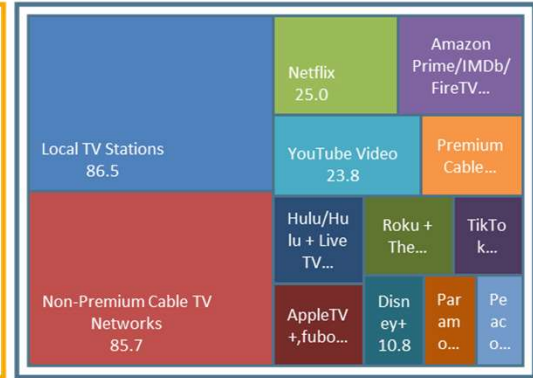
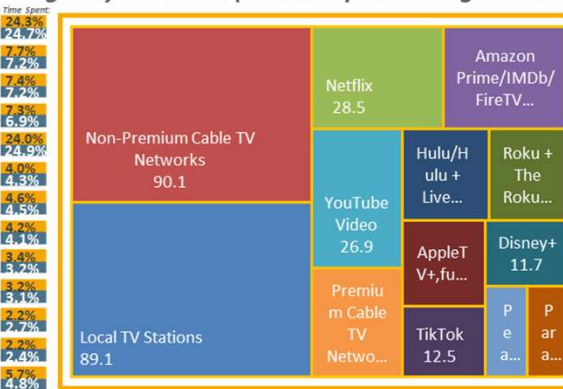
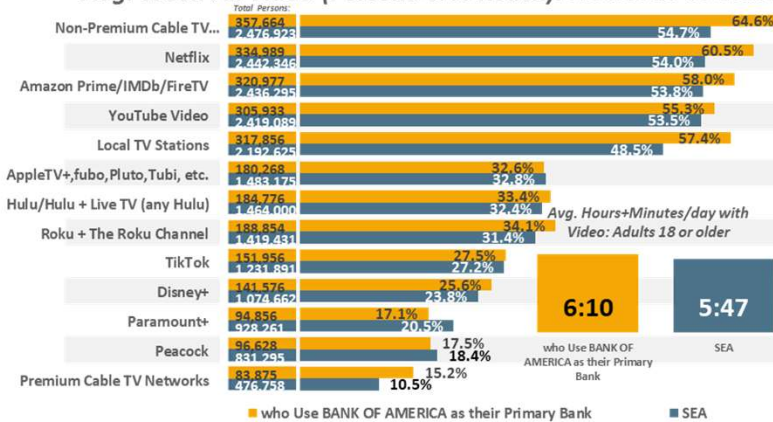
Banks HHLD uses (primary bank) (HHLD): Bank of America



313,753 or 56.7% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank watch Ad-Supported Local TV Stations for an average of 82.5 minutes every day representing 27.3% of all time spent daily with Ad-Supported Video.

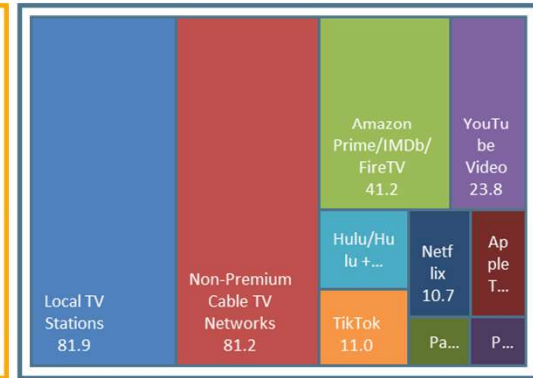
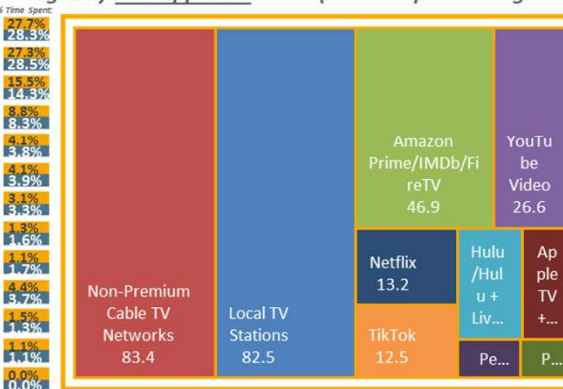
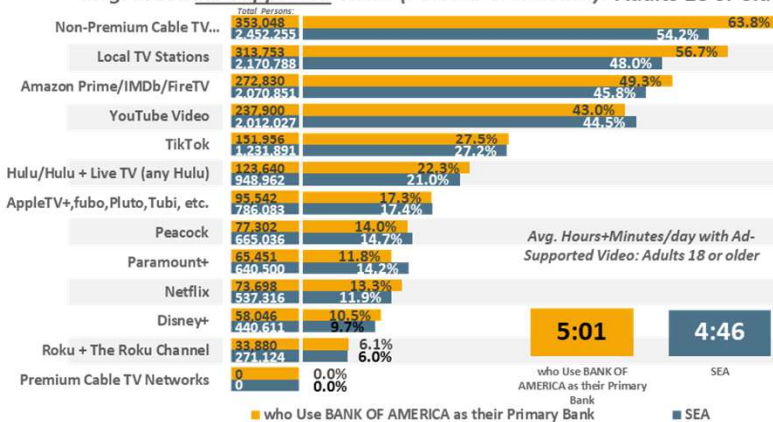
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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

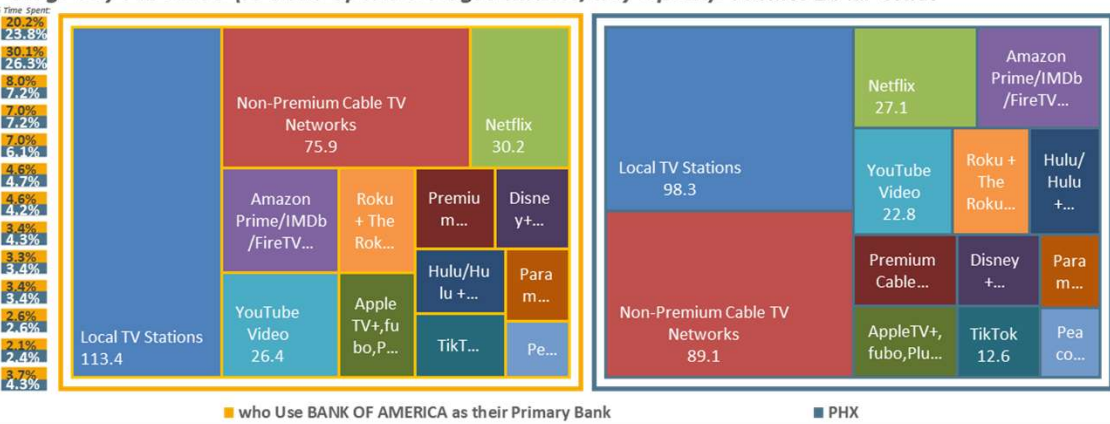
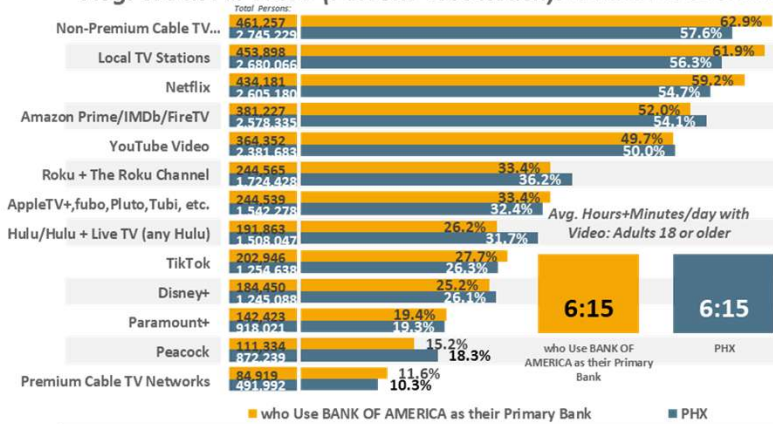




448,715 or 61.2% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank watch Ad-Supported Local TV Stations for an average of 107.8 minutes every day representing 35.8% of all time spent daily with Ad-Supported Video.

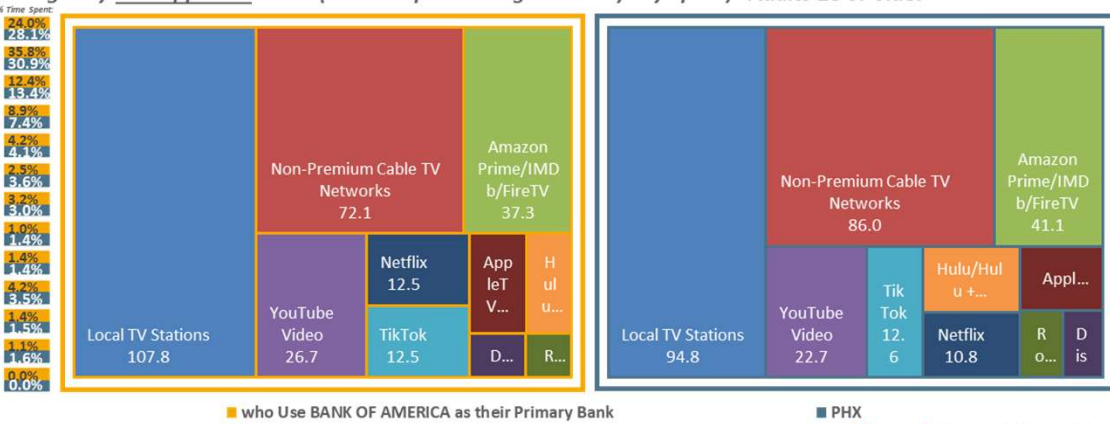
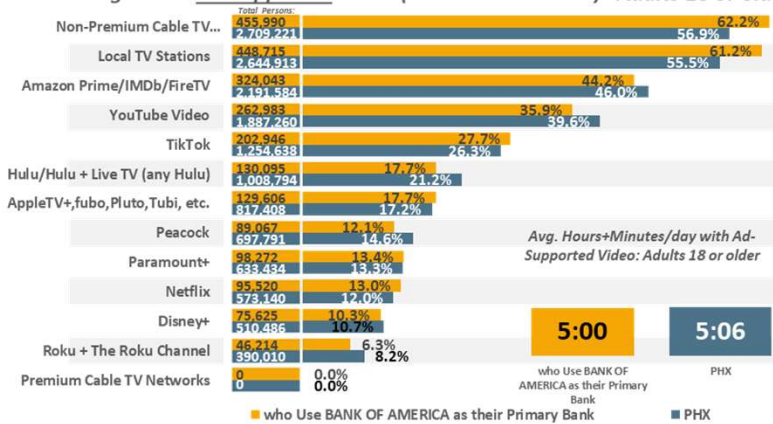
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

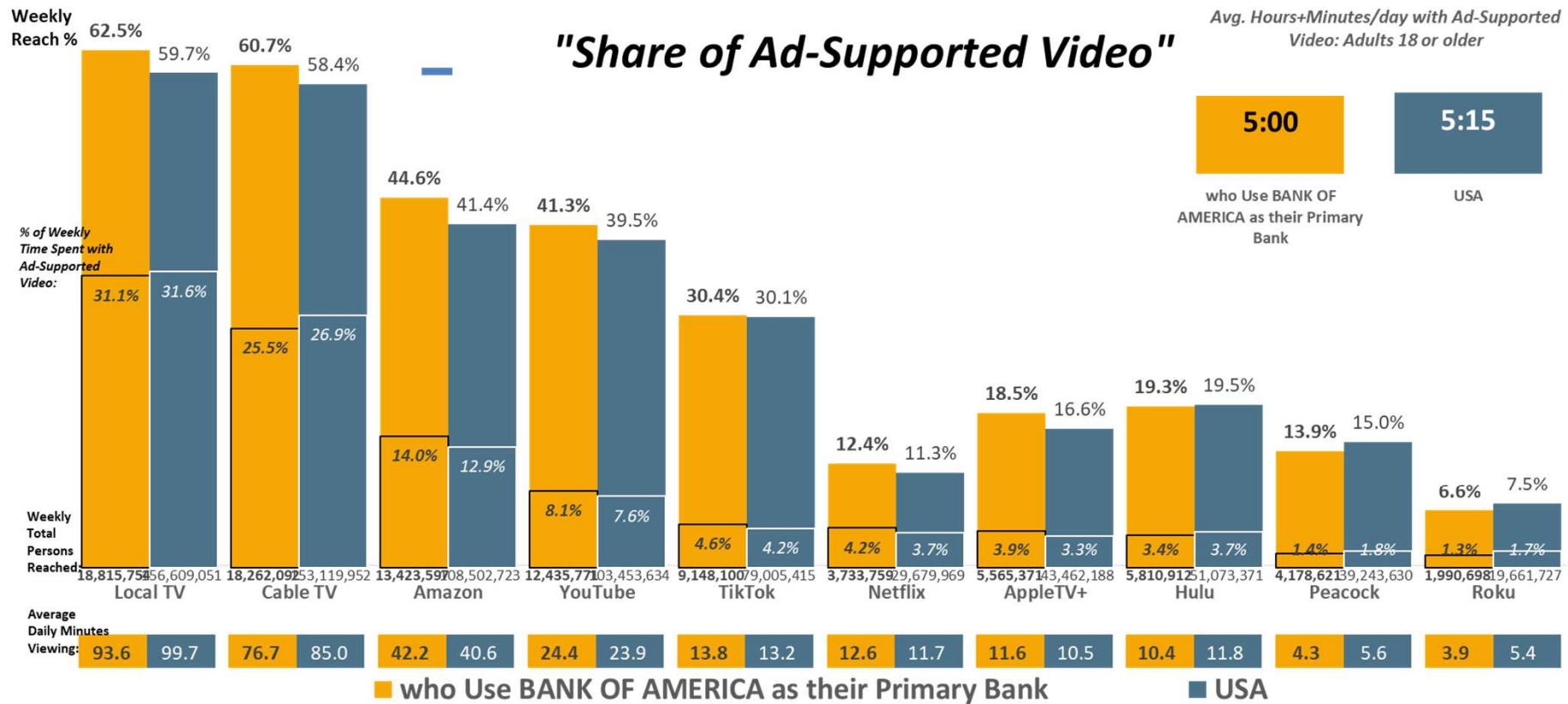
Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





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

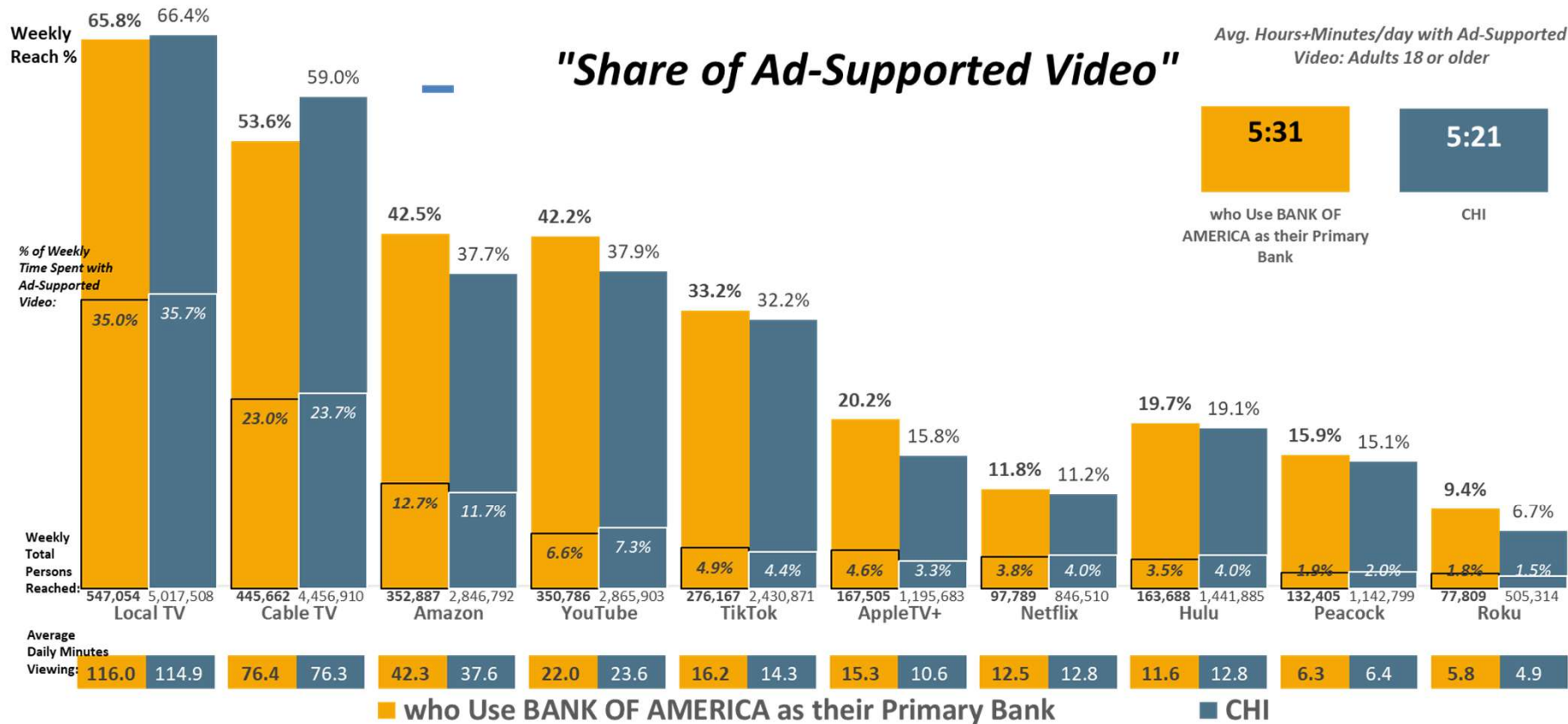
"Share of Ad-Supported Video"





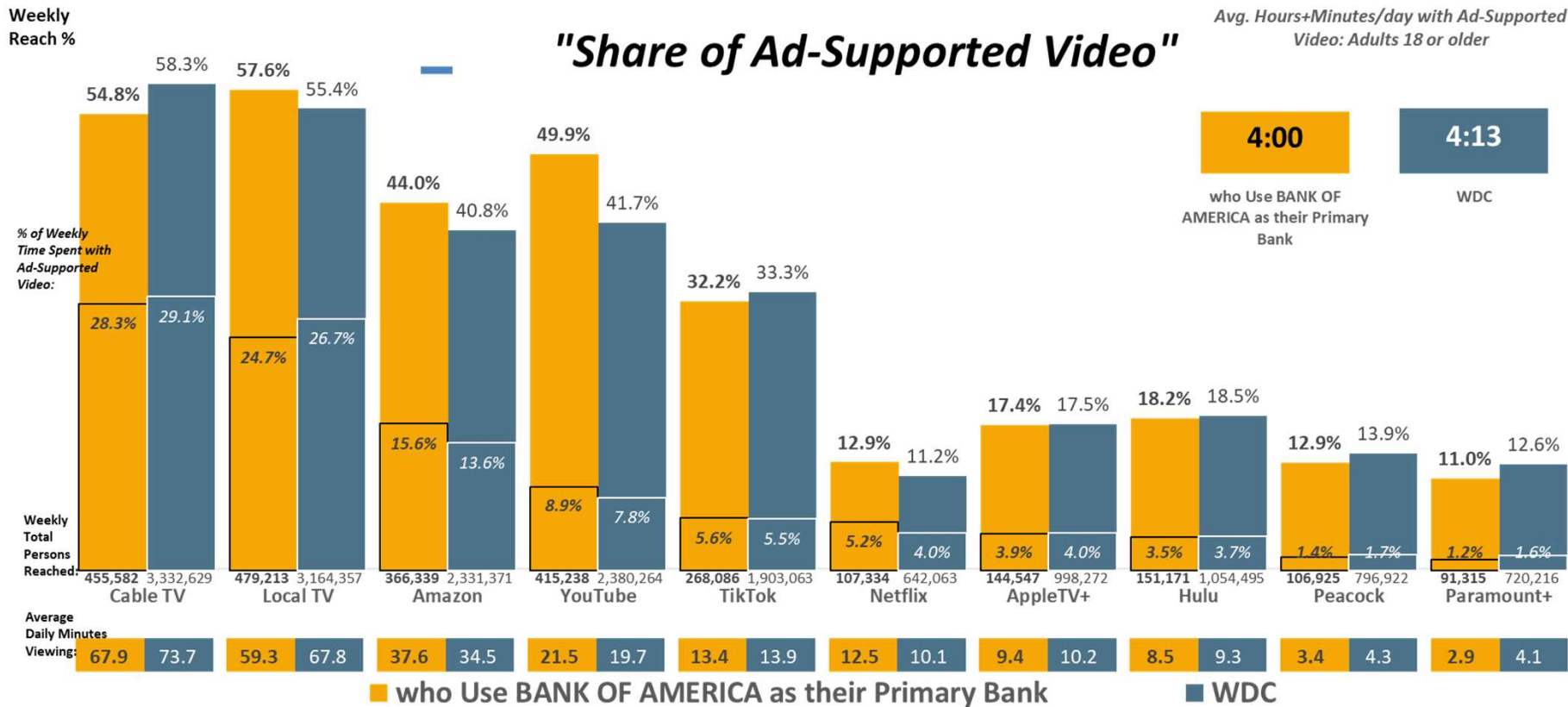
547,054 or 65.8% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank watch Ad-Supported Local TV Stations for an average of 116. minutes every day representing 35.% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"





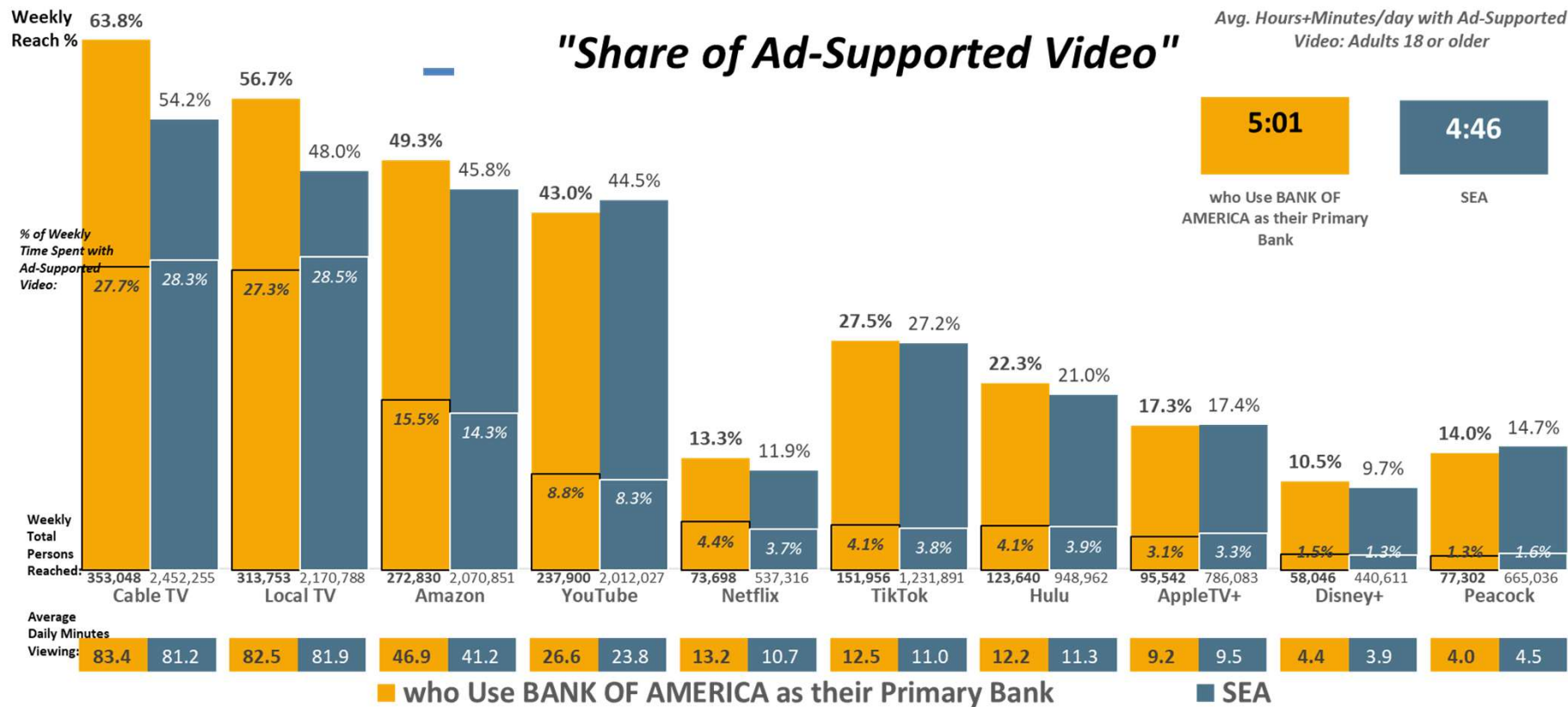
479,213 or 57.6% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank watch Ad-Supported Local TV Stations for an average of 59.3 minutes every day representing 24.7% of all time spent daily with Ad-Supported Video.





313,753 or 56.7% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank watch Ad-Supported Local TV Stations for an average of 82.5 minutes every day representing 27.3% of all time spent daily with Ad-Supported Video.

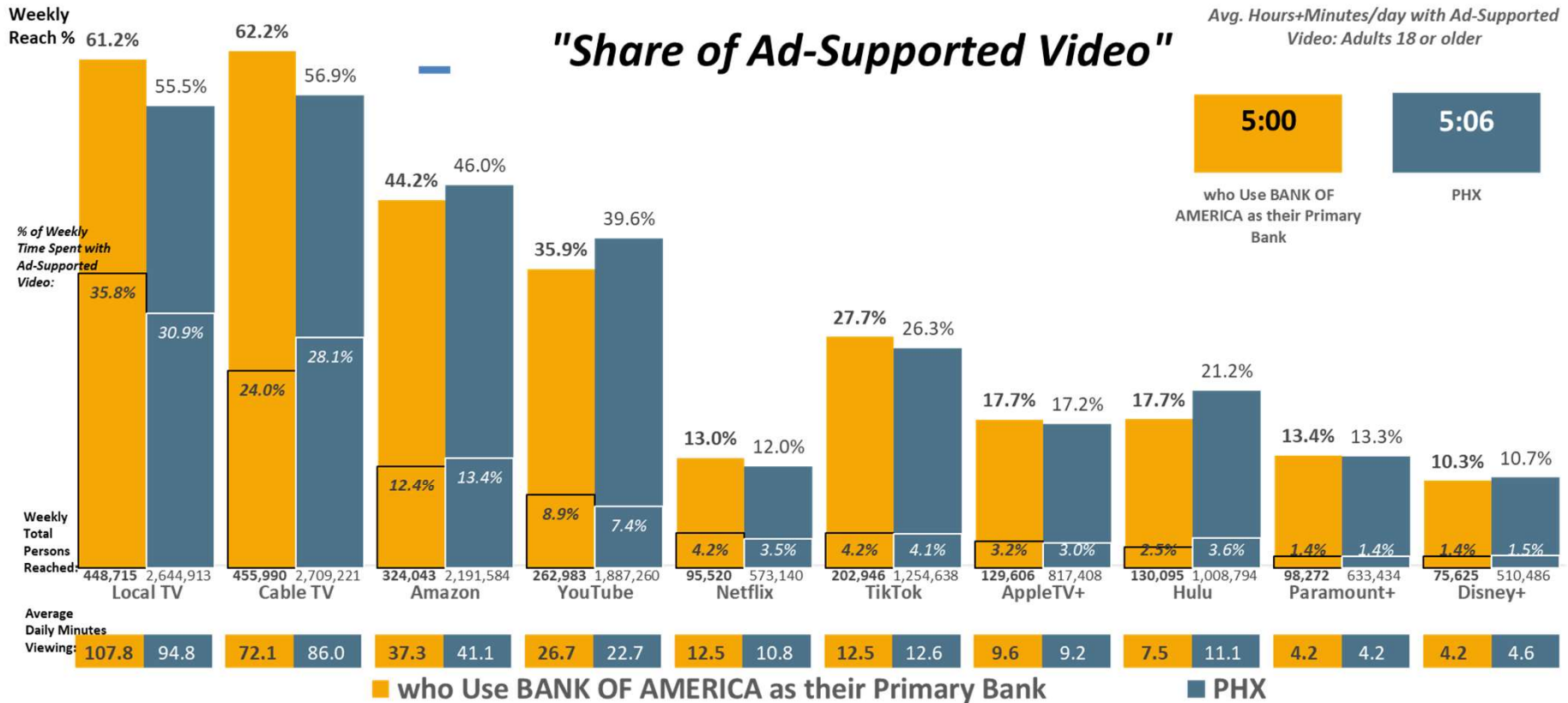
"Share of Ad-Supported Video"





448,715 or 61.2% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank watch Ad-Supported Local TV Stations for an average of 107.8 minutes every day representing 35.8% of all time spent daily with Ad-Supported Video.

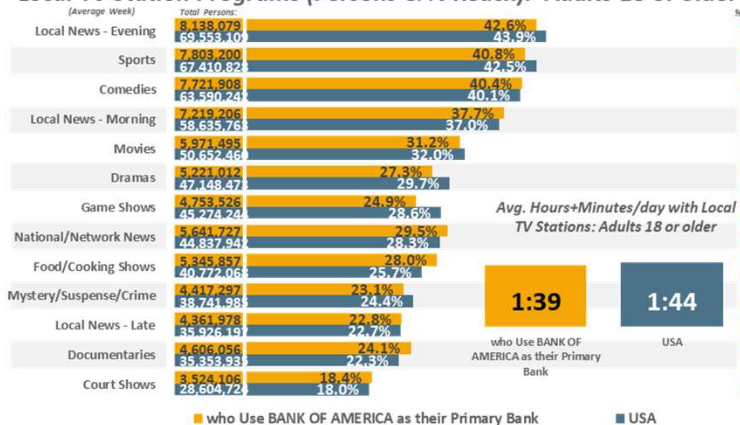
"Share of Ad-Supported Video"



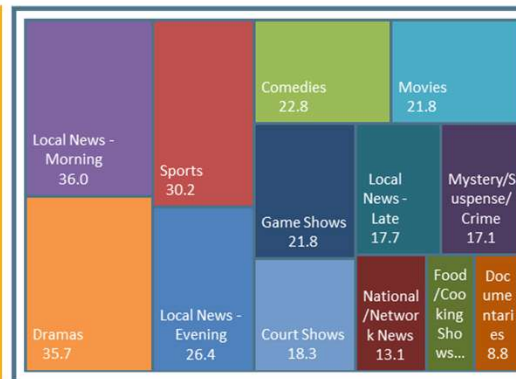
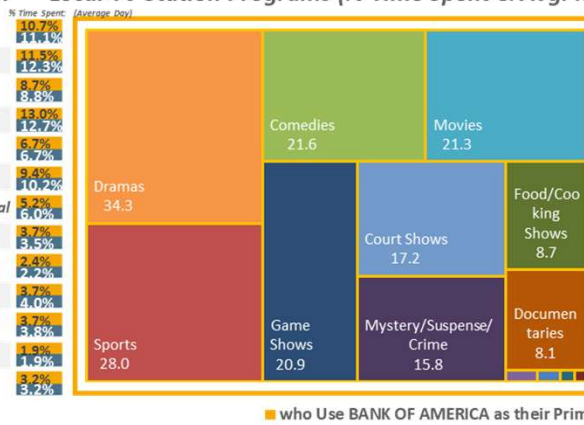


18,815,754 or 62.5% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Comedies, Movies, and Dramas.

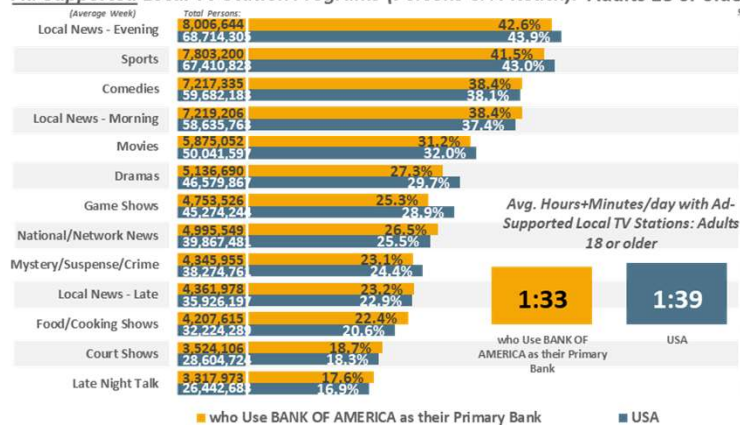
Local TV Station Programs (Persons & % Reach): Adults 18 or older



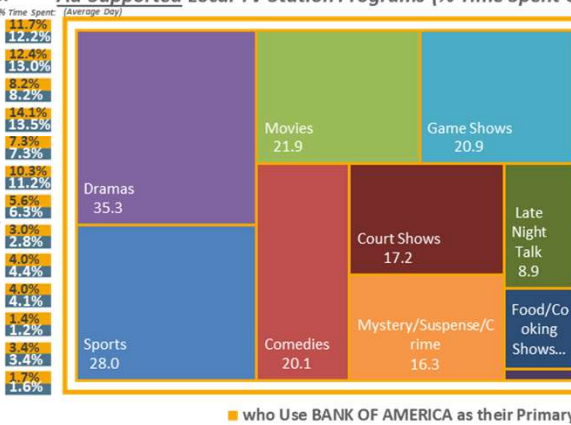
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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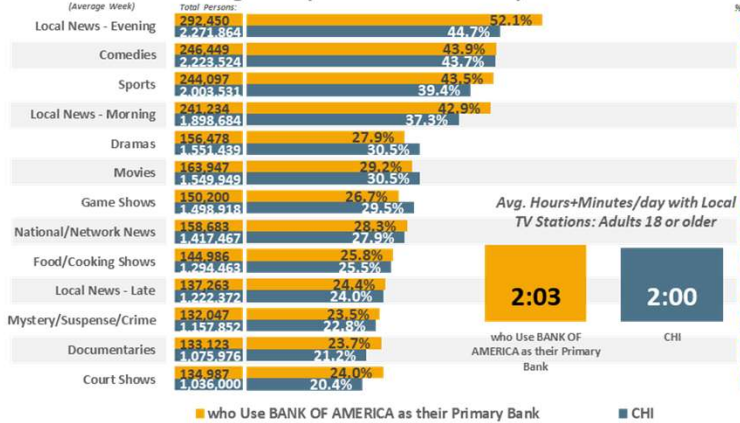
Banks HHLD uses (primary bank) (HHLD): Bank of America

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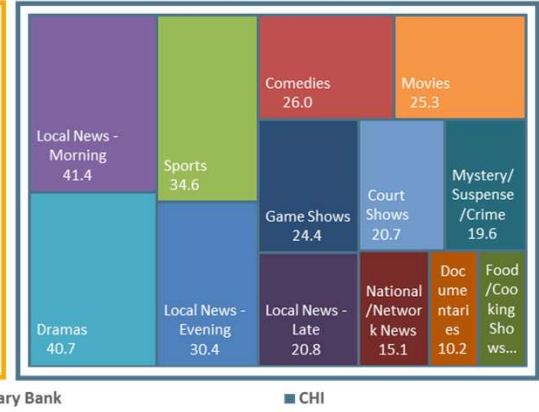
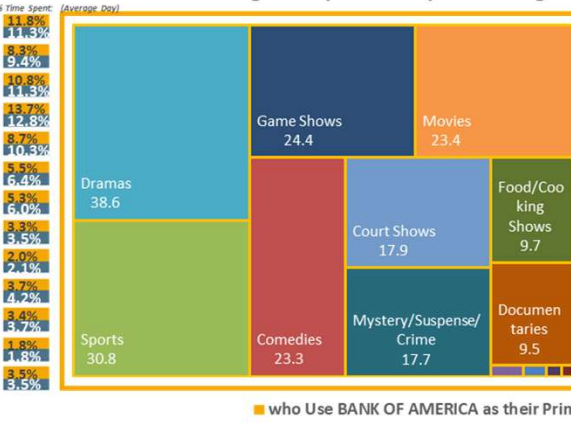


547,054 or 65.8% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Comedies, Movies, and Dramas.

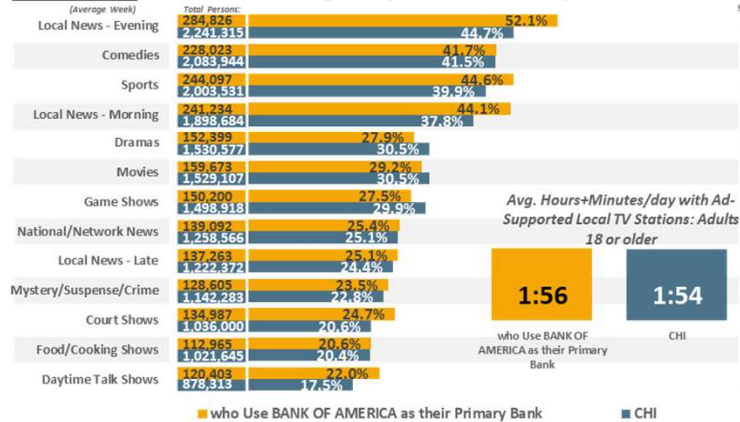
Local TV Station Programs (Persons & % Reach): Adults 18 or older



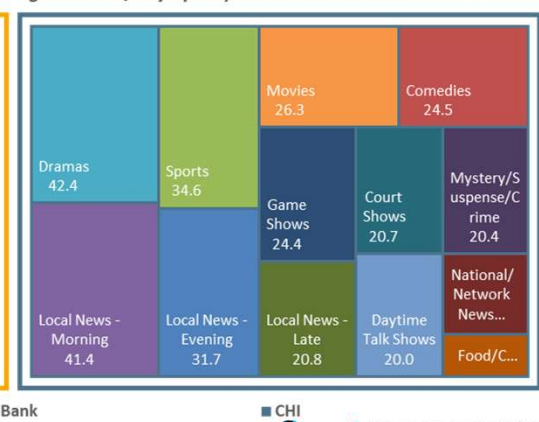
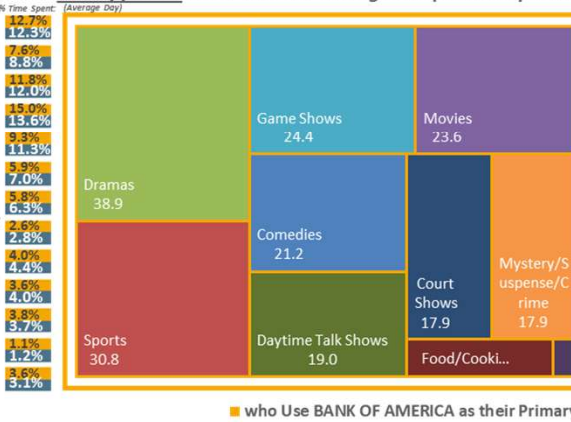
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



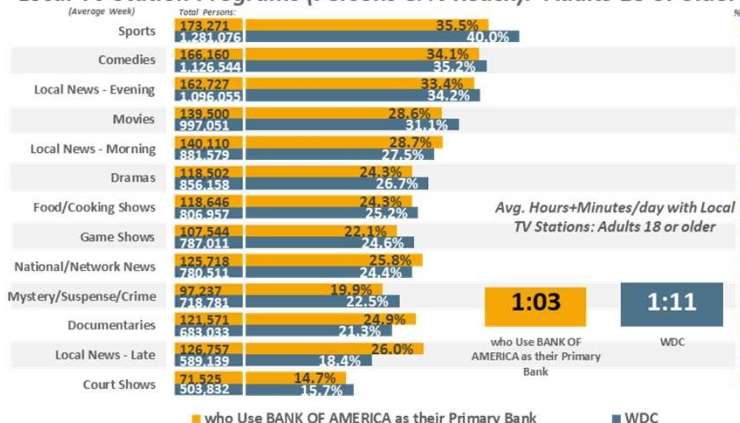
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



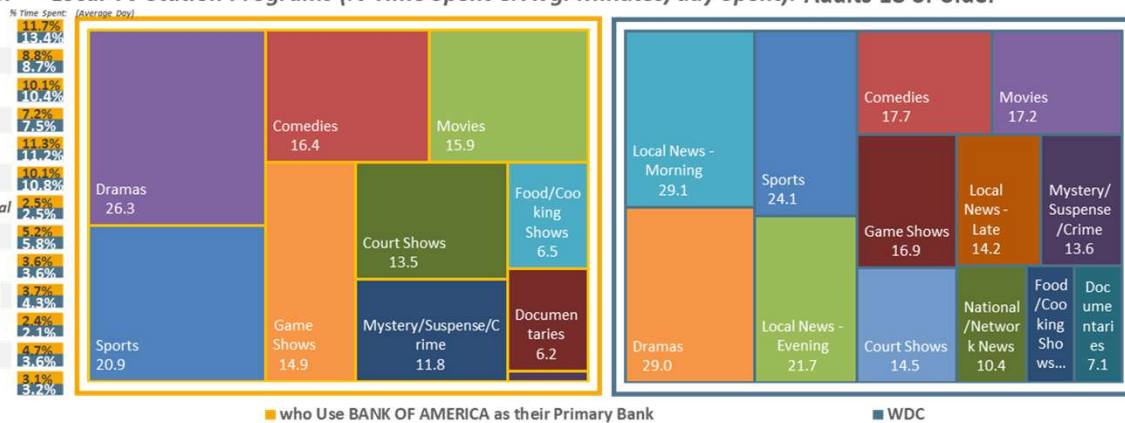


479,213 or 57.6% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Movies, and Local News - Late.

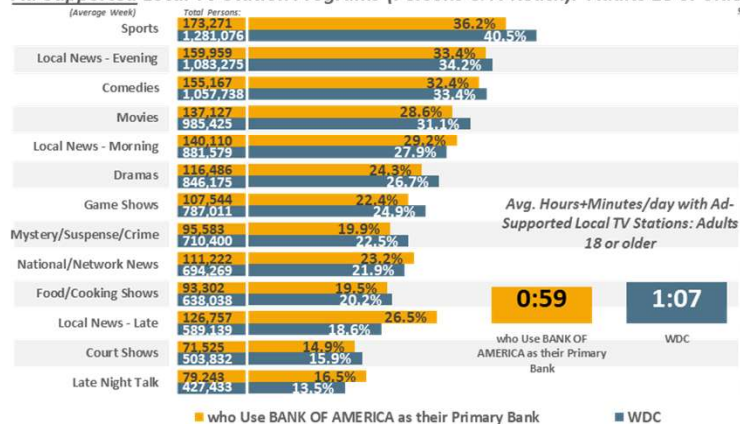
Local TV Station Programs (Persons & % Reach): Adults 18 or older



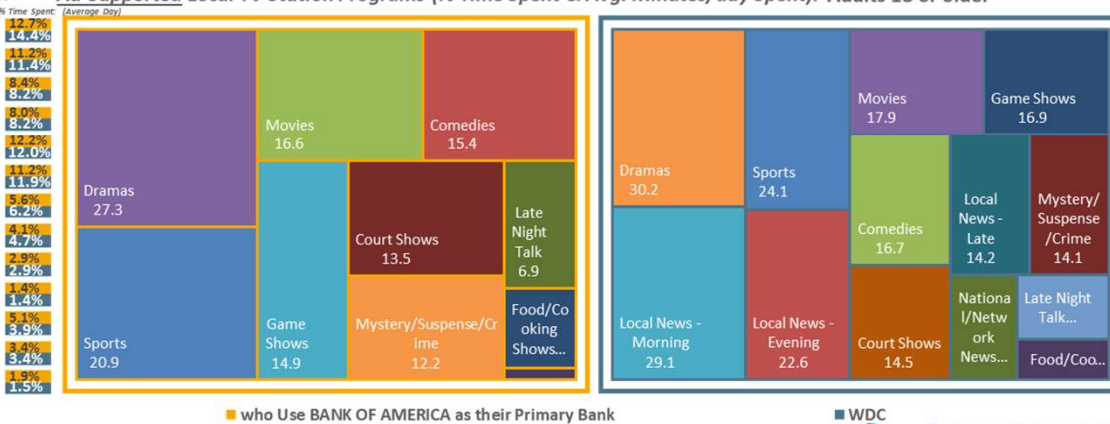
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



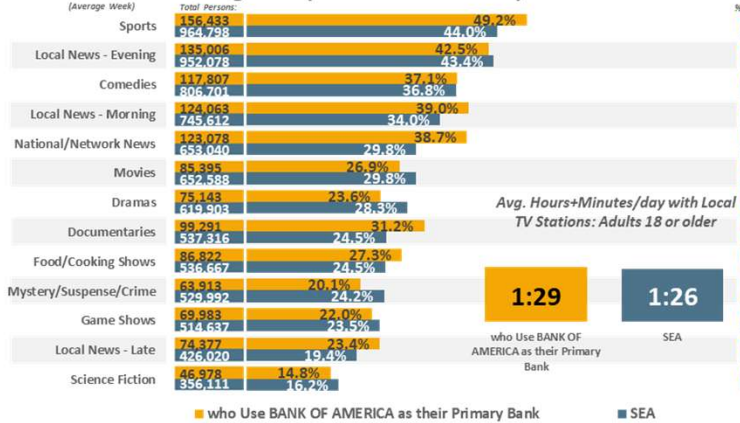
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



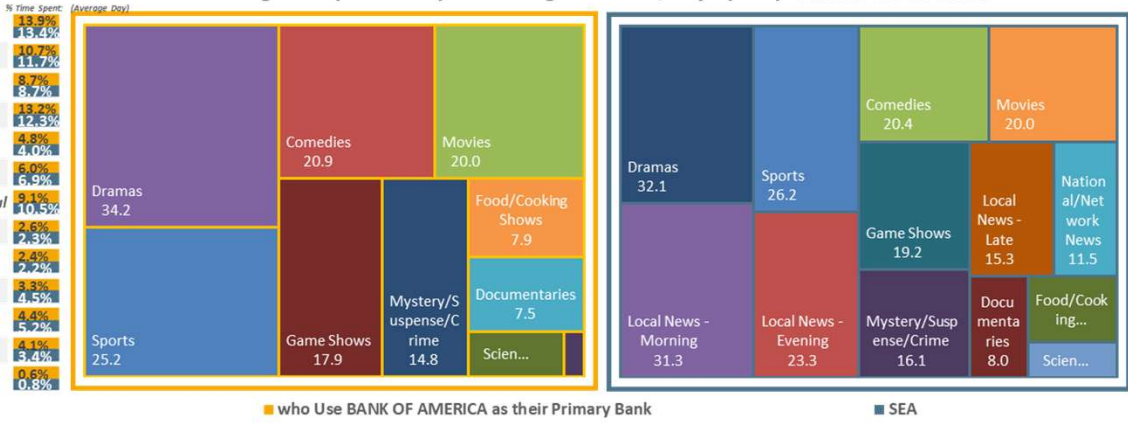


313,753 or 56.7% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, National/Network News, and Movies.

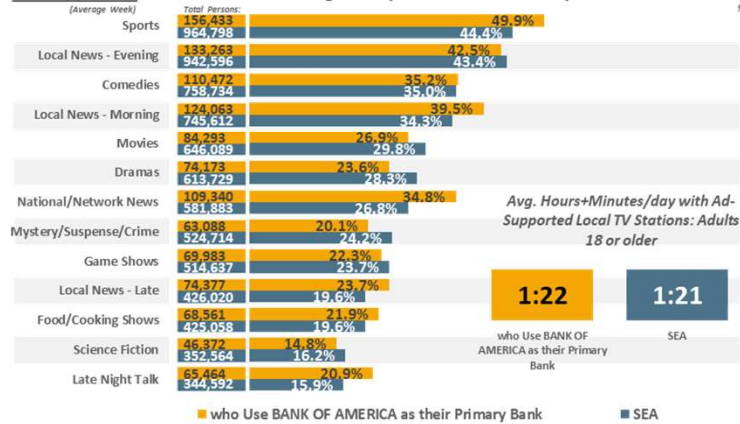
Local TV Station Programs (Persons & % Reach): Adults 18 or older



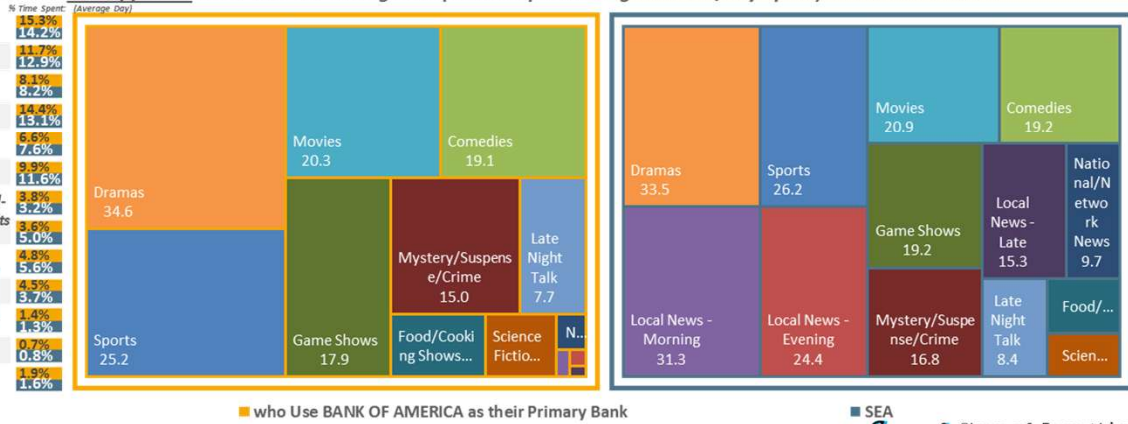
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



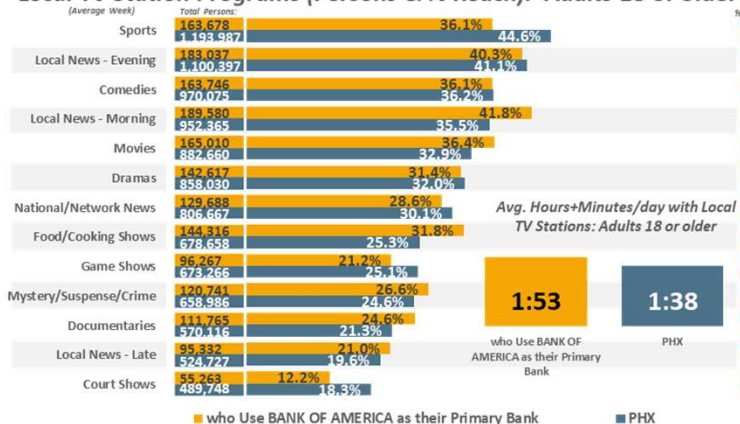
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



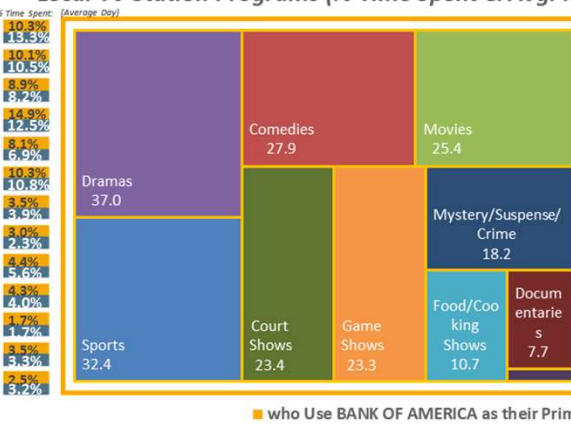


448,715 or 61.2% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Local News - Evening, Sports, Movies, Comedies, and Dramas.

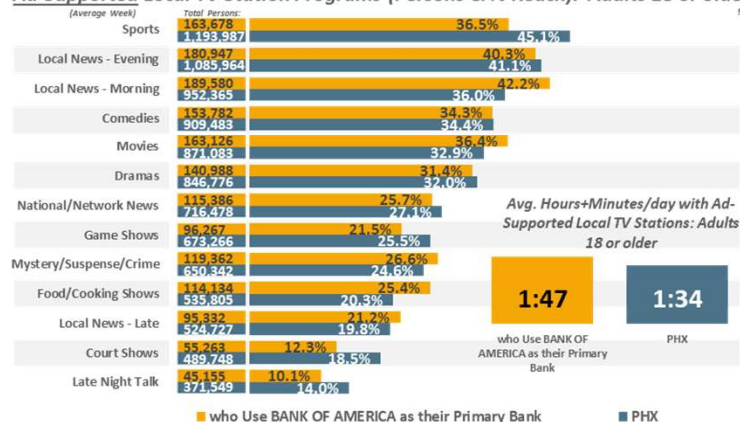
Local TV Station Programs (Persons & % Reach): Adults 18 or older



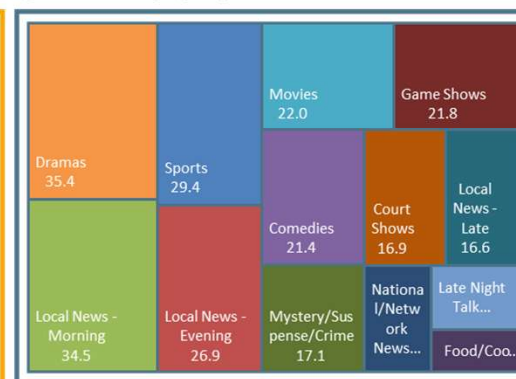
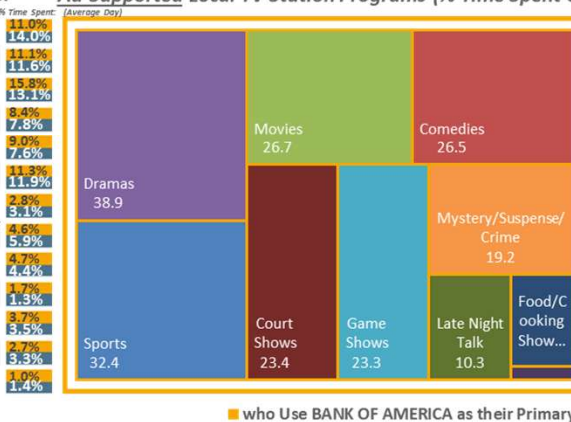
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

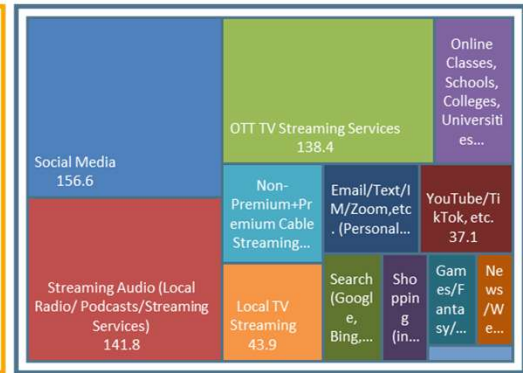
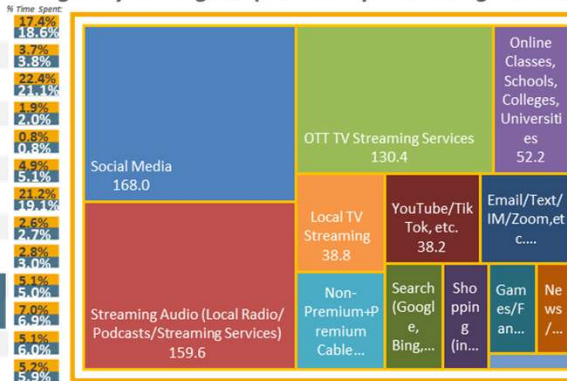
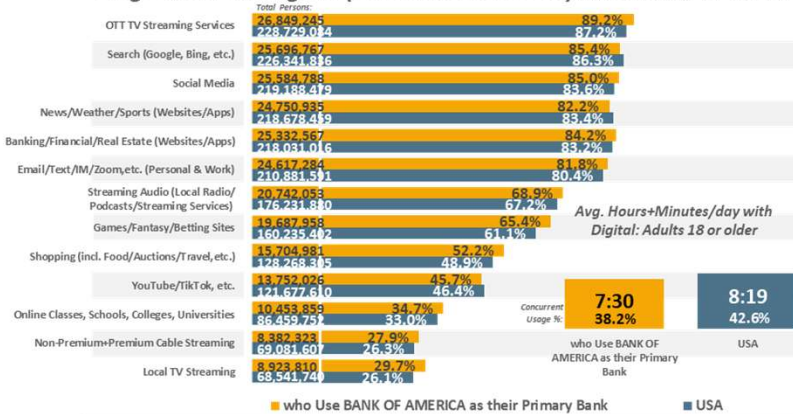




22,817,326 or 75.8% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank use Ad-Supported Social Media for an average of 149.8 minutes every day representing 27.6% of all time spent daily with Ad-Supported Digital Media.

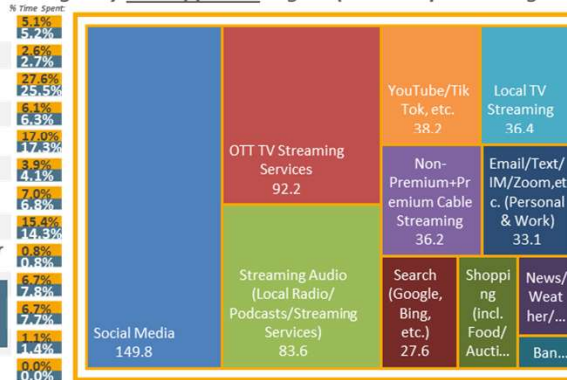
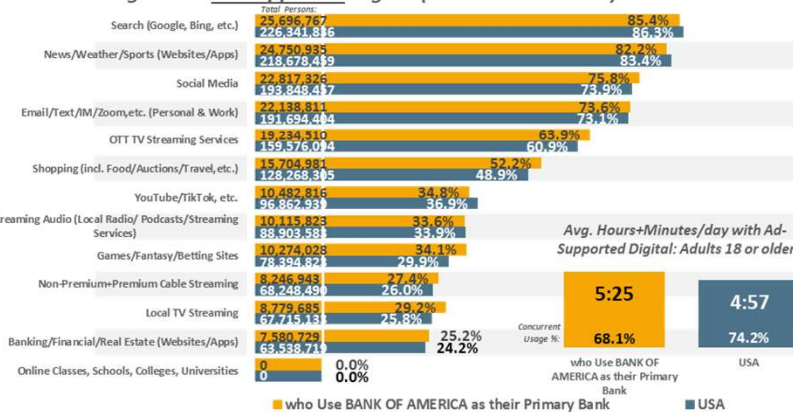
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



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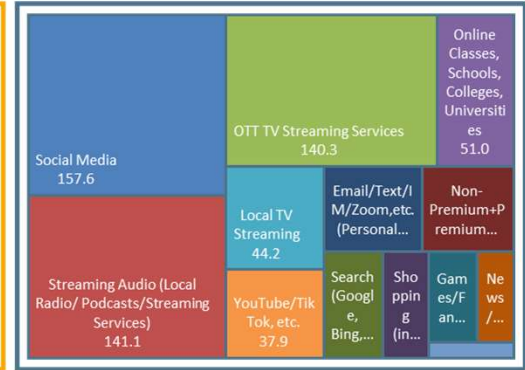
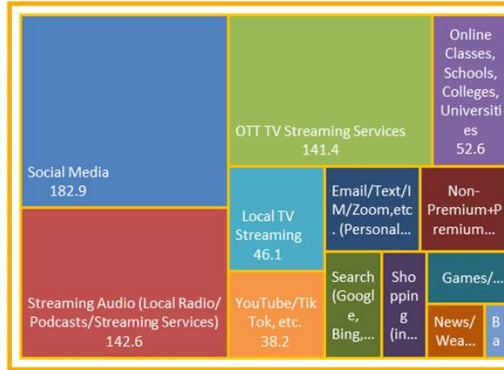
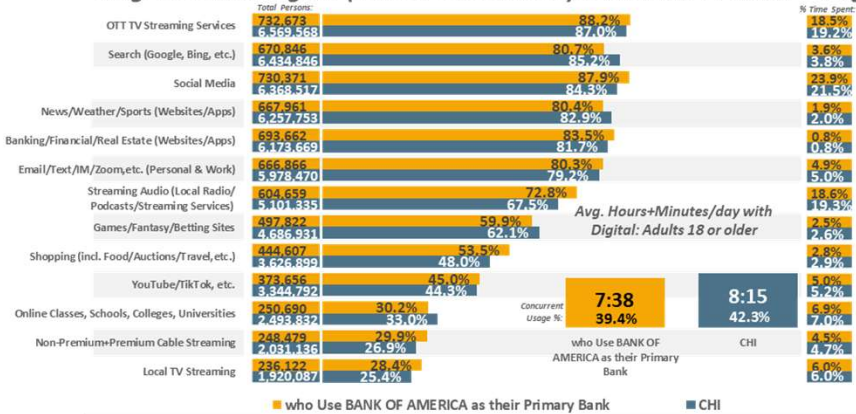
Banks HHLD uses (primary bank) (HHLD): Bank of America



650,648 or 78.3% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank use Ad-Supported Social Media for an average of 162.9 minutes every day representing 29.2% of all time spent daily with Ad-Supported Digital Media.

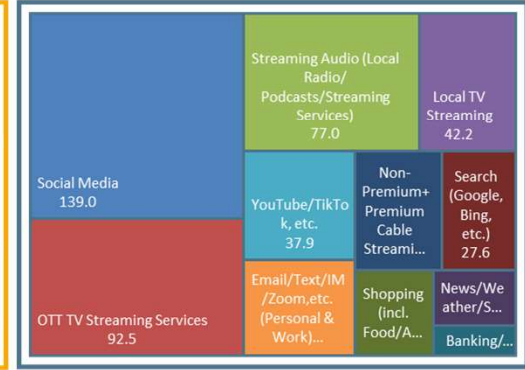
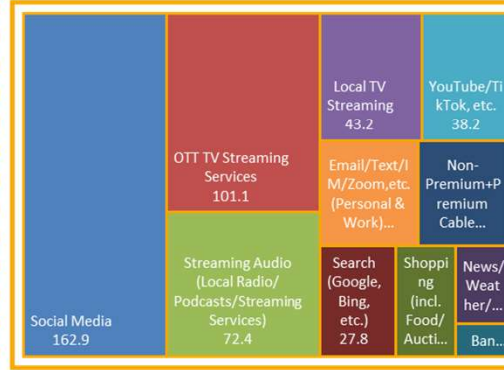
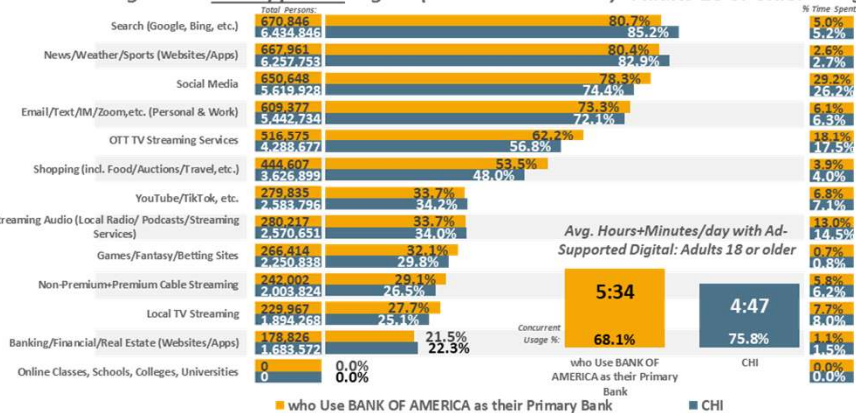
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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

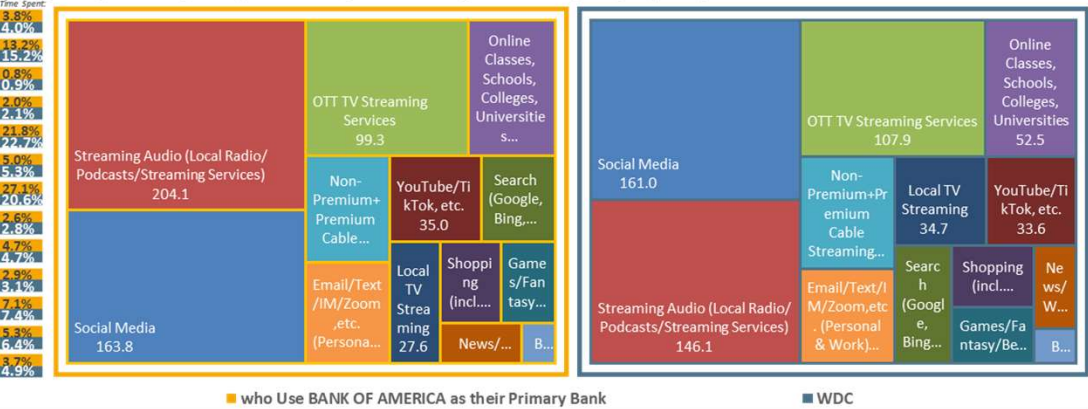
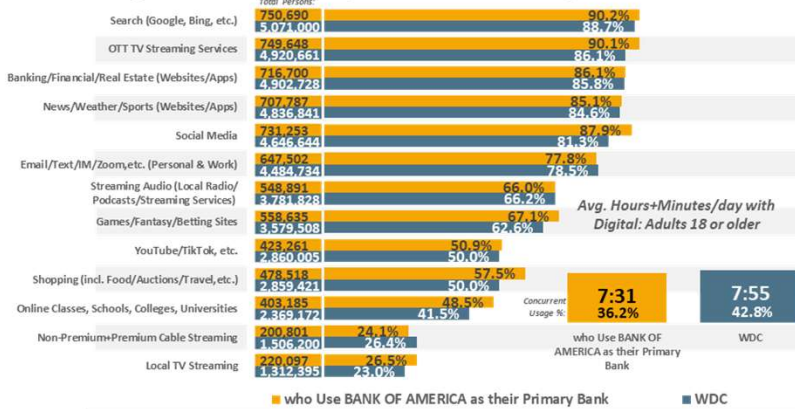




651,804 or 78.3% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank use Ad-Supported Social Media for an average of 146. minutes every day representing 26.9% of all time spent daily with Ad-Supported Digital Media.

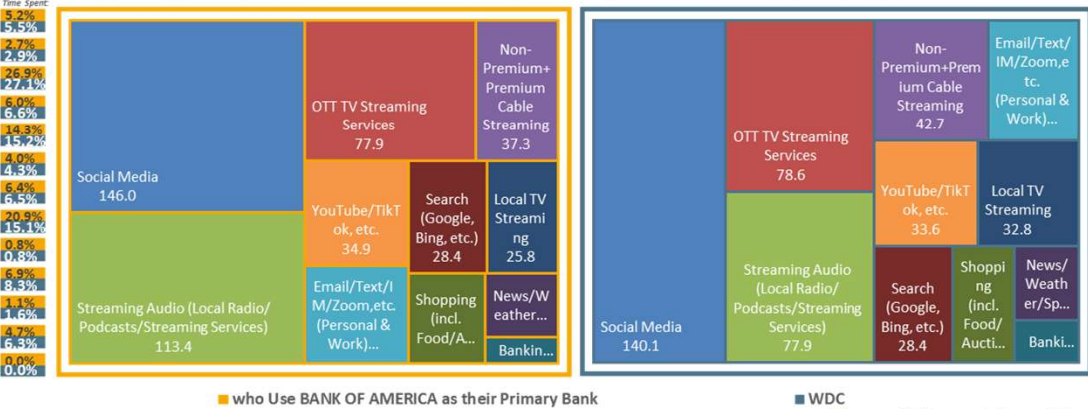
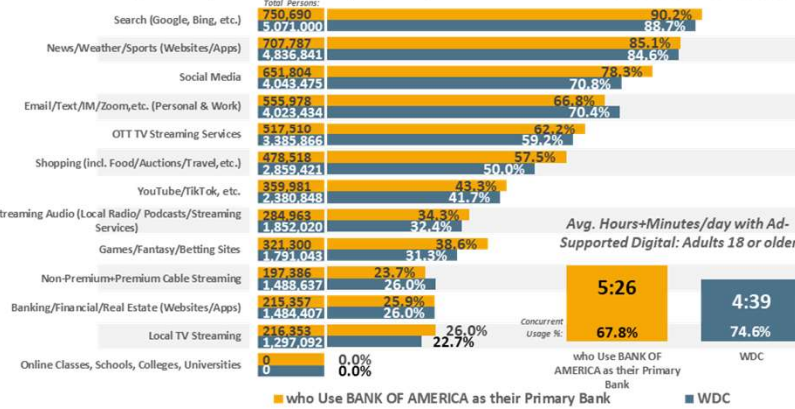
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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

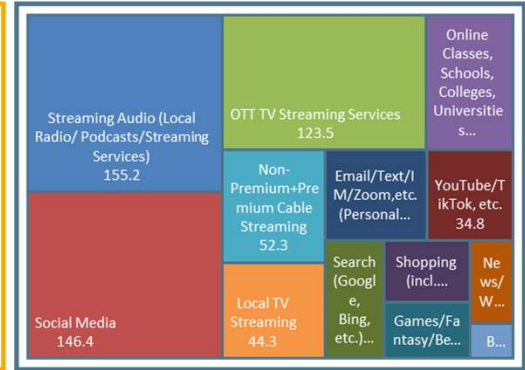
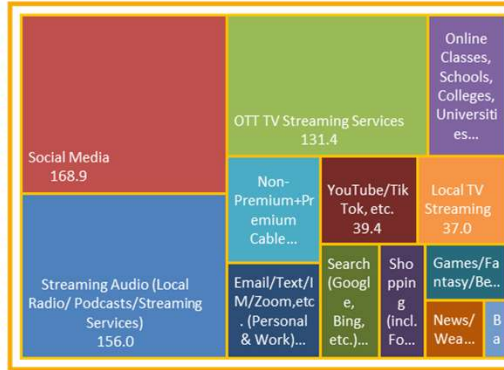
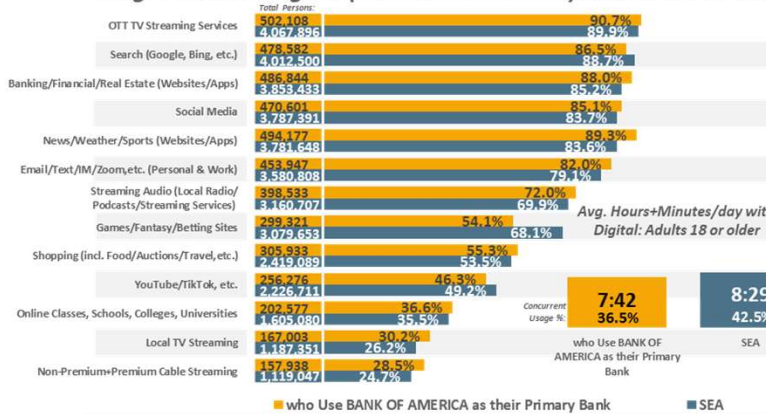




416,453 or 75.3% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank use Ad-Supported Social Media for an average of 149.5 minutes every day representing 26.9% of all time spent daily with Ad-Supported Digital Media.

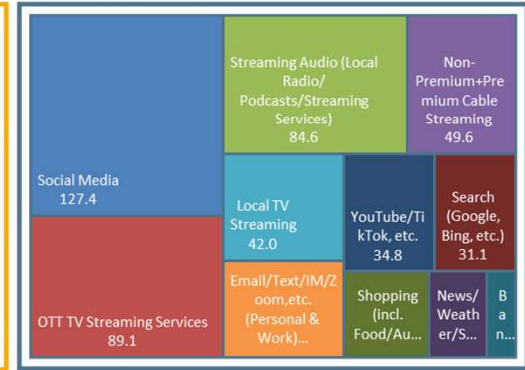
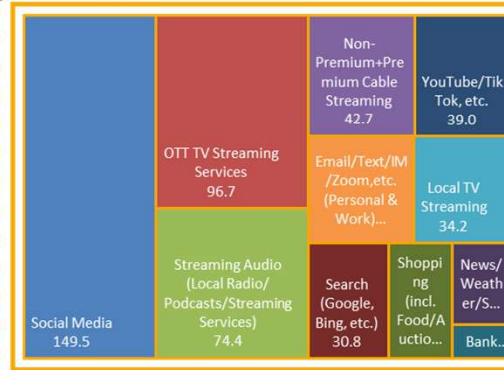
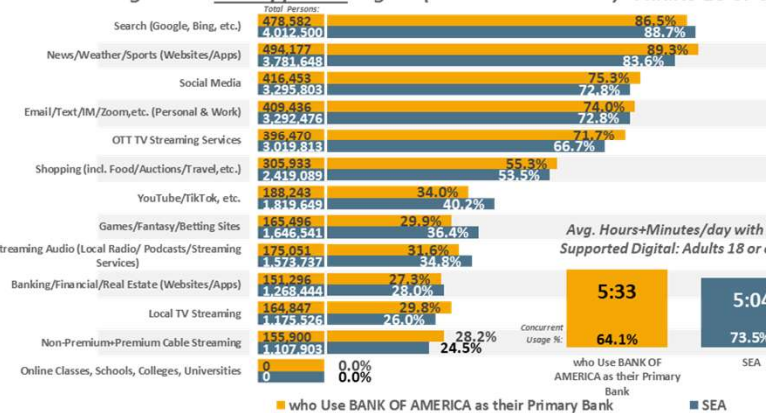
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

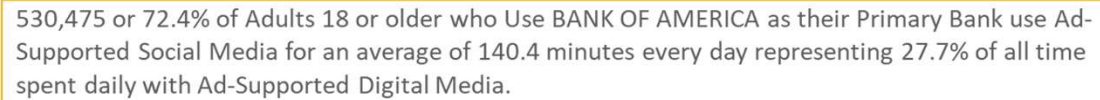
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



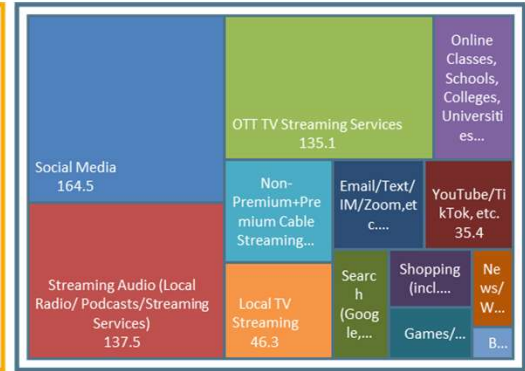
Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older

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

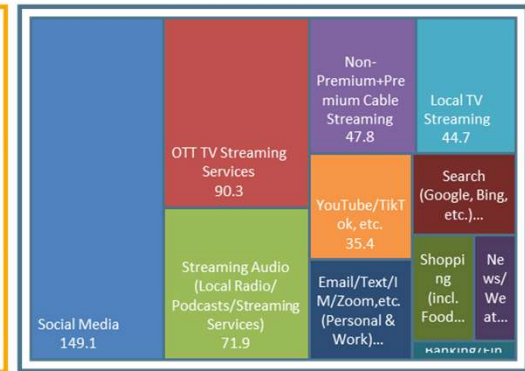




Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



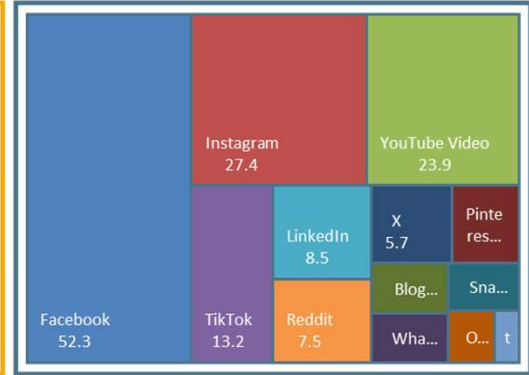
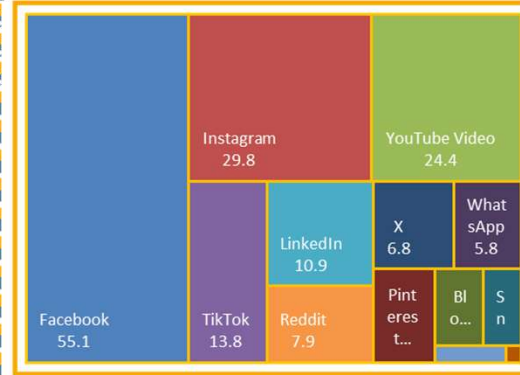
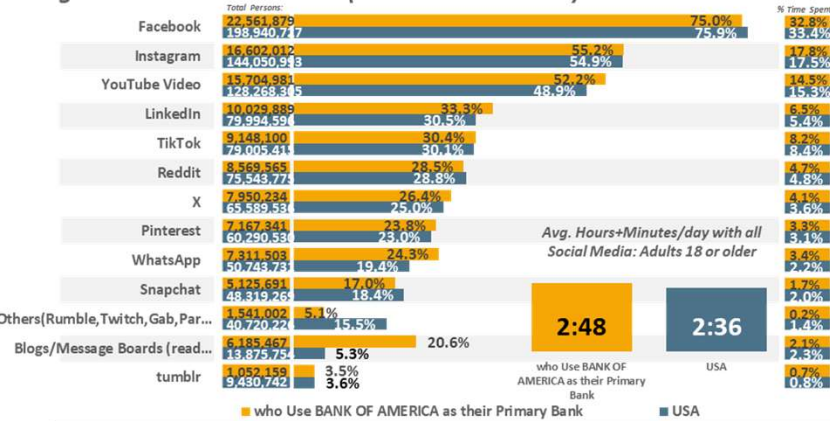
■ PHX
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for Anything ©

Banks HHL D uses (primary bank) (HHL D): Bank of America

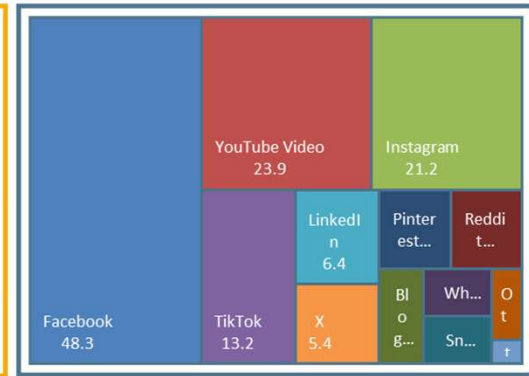
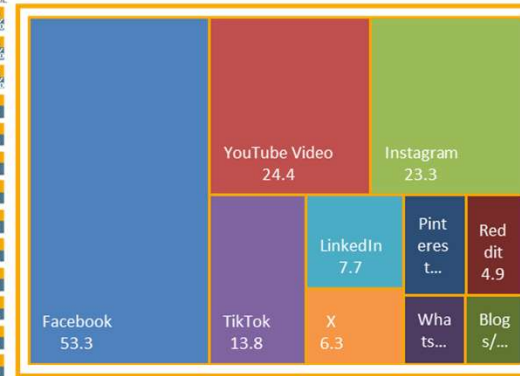
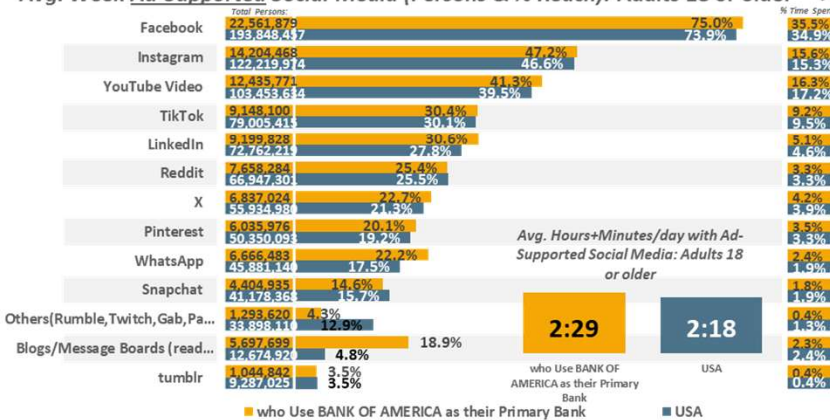


22,561,879 or 75.% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank use Ad-Supported Facebook for an average of 53.3 minutes every day representing 35.5% of all time spent daily with Ad-Supported Social Media.

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



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



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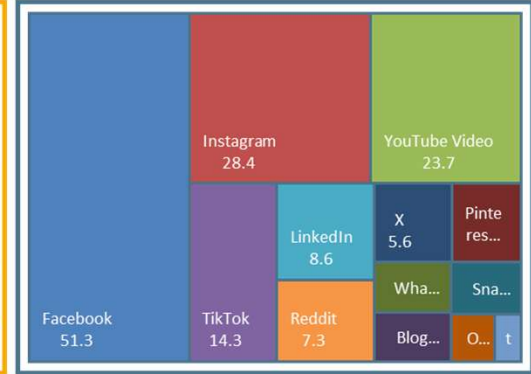
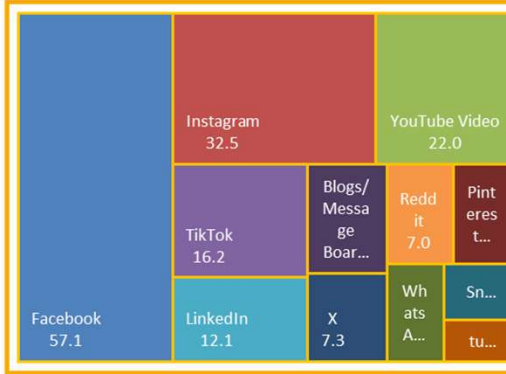
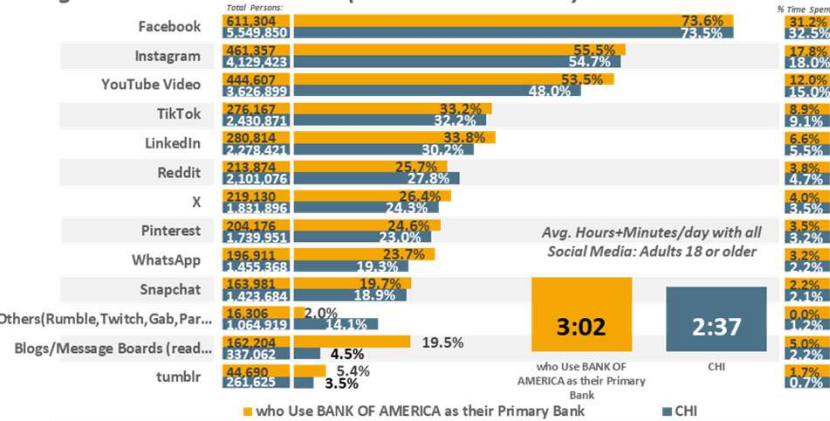
soefa.ai Share of Everything for Anything

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

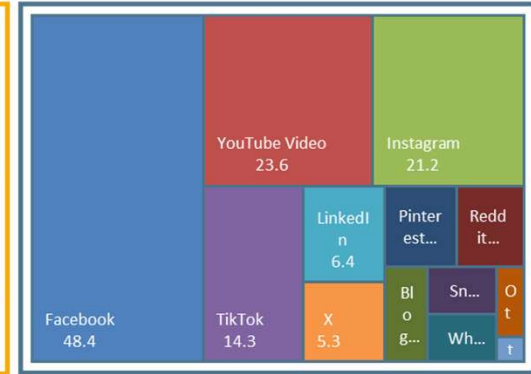
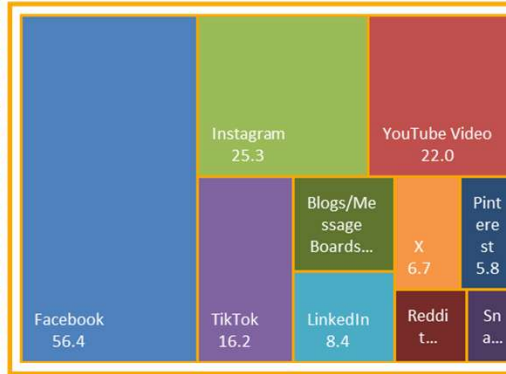
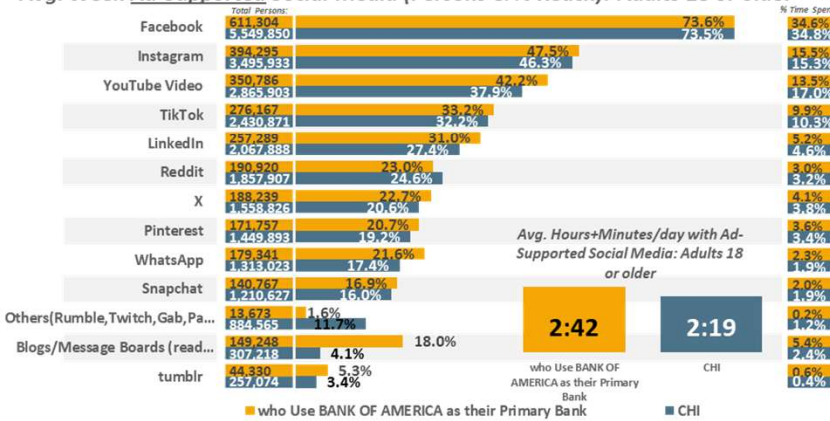


611,304 or 73.6% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank use Ad-Supported Facebook for an average of 56.4 minutes every day representing 34.6% of all time spent daily with Ad-Supported Social Media.

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



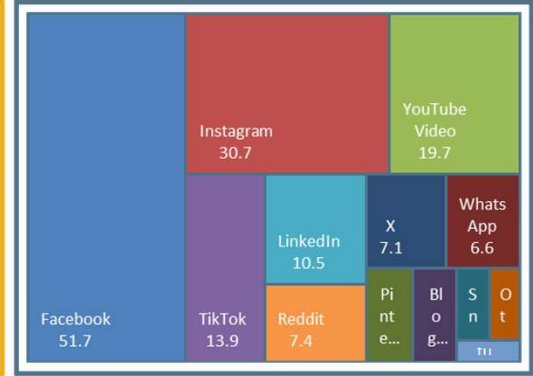
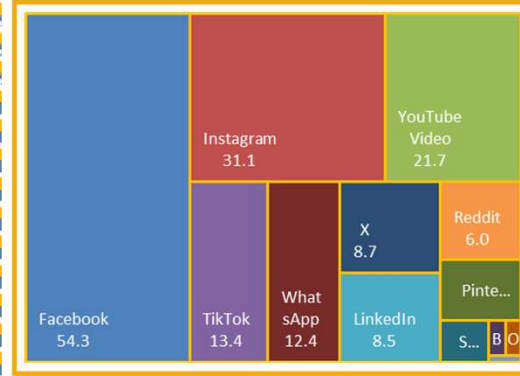
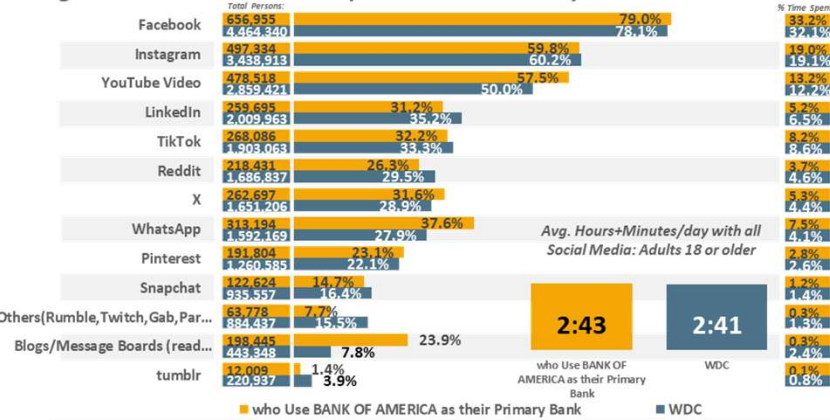
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



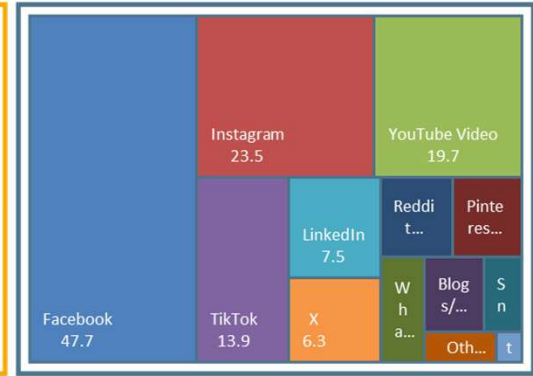
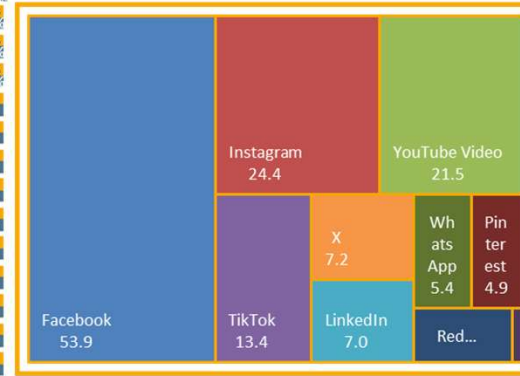
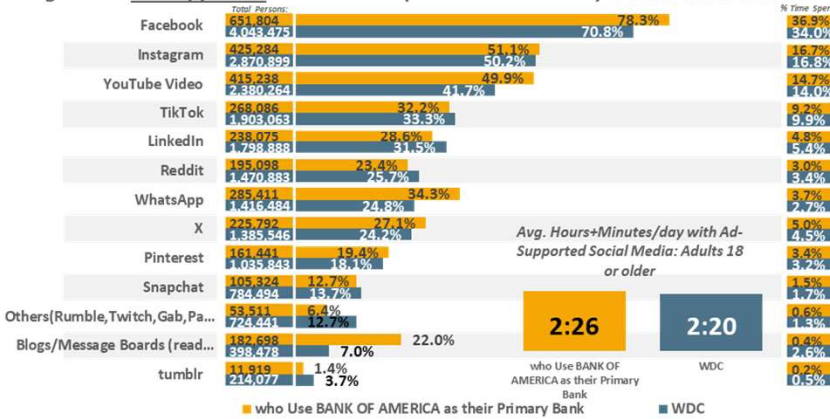


651,804 or 78.3% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank use Ad-Supported Facebook for an average of 53.9 minutes every day representing 36.9% of all time spent daily with Ad-Supported Social Media.

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



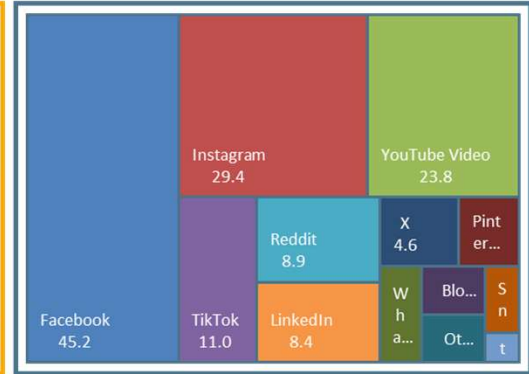
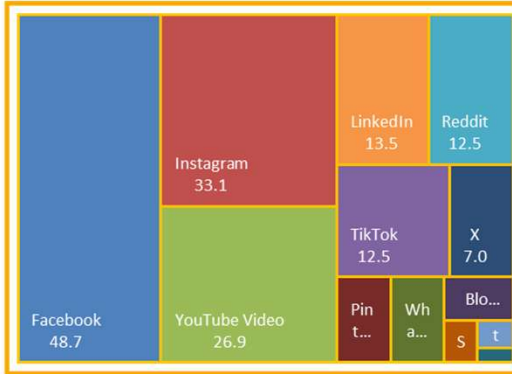
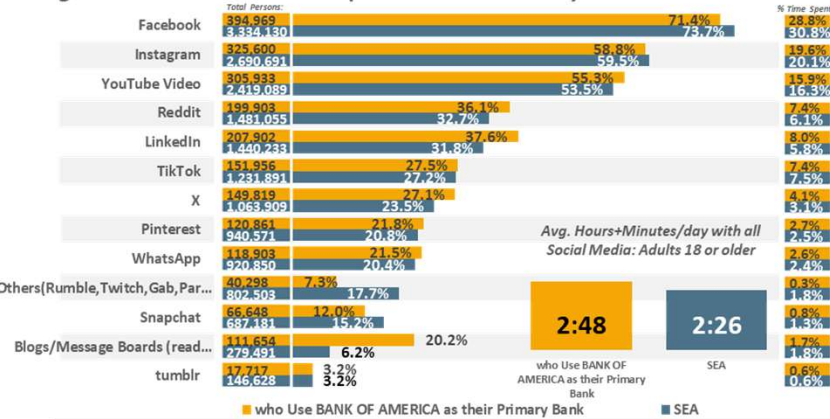
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



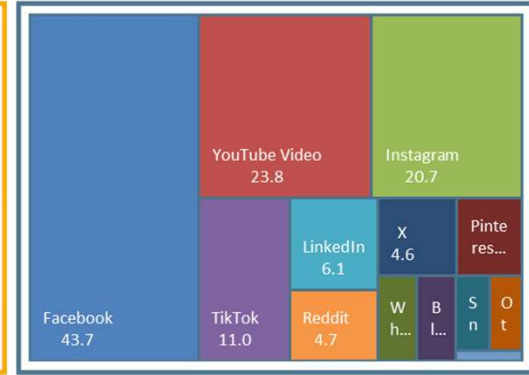
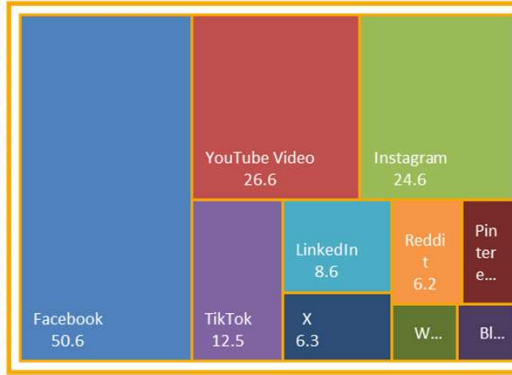
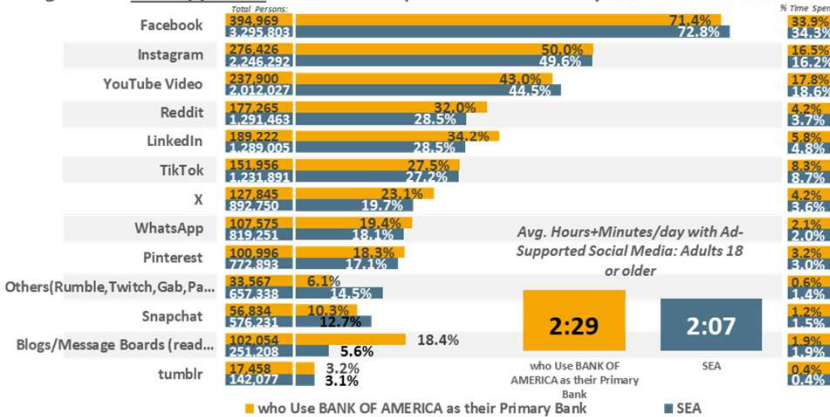


394,969 or 71.4% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank use Ad-Supported Facebook for an average of 50.6 minutes every day representing 33.9% of all time spent daily with Ad-Supported Social Media.

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



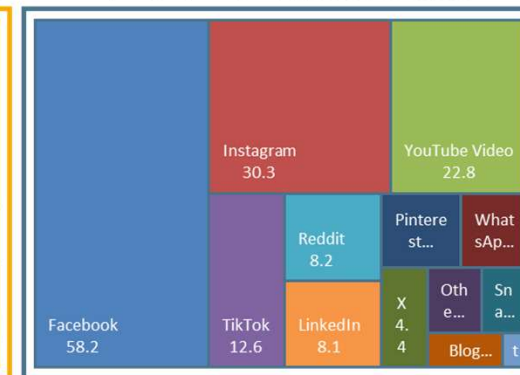
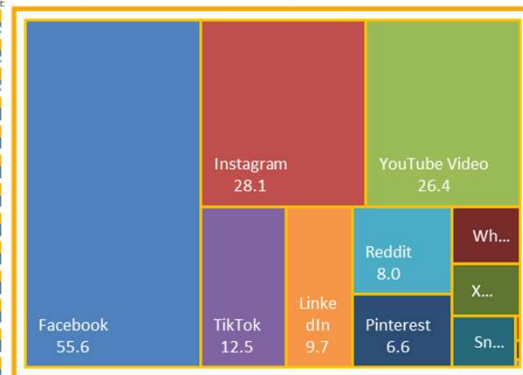
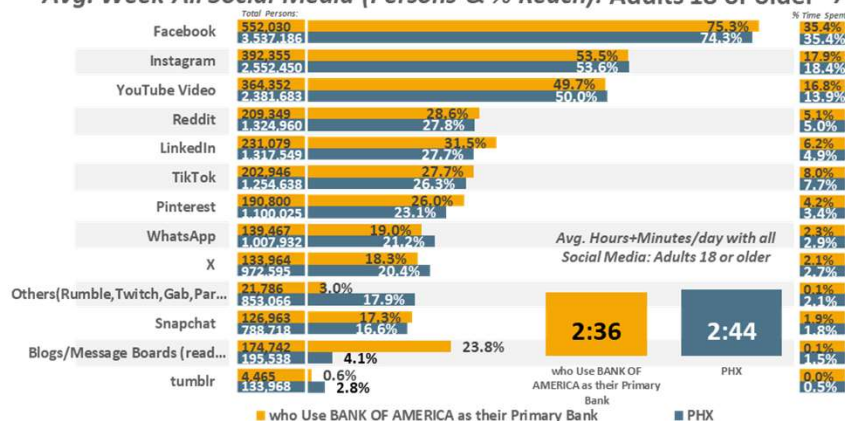
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



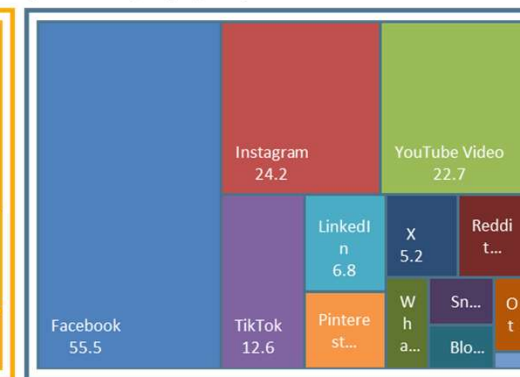
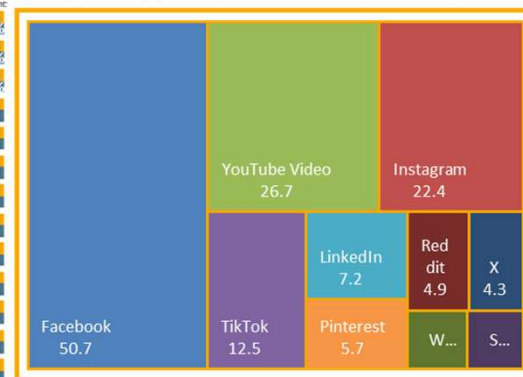
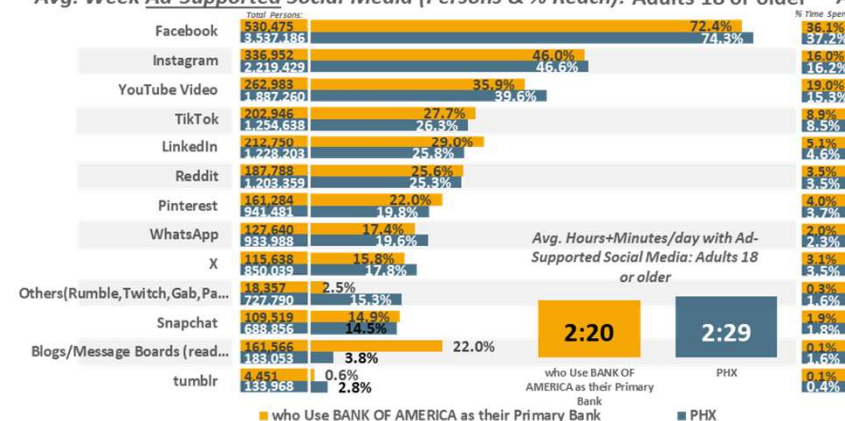


530,475 or 72.4% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank use Ad-Supported Facebook for an average of 50.7 minutes every day representing 36.1% of all time spent daily with Ad-Supported Social Media.

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



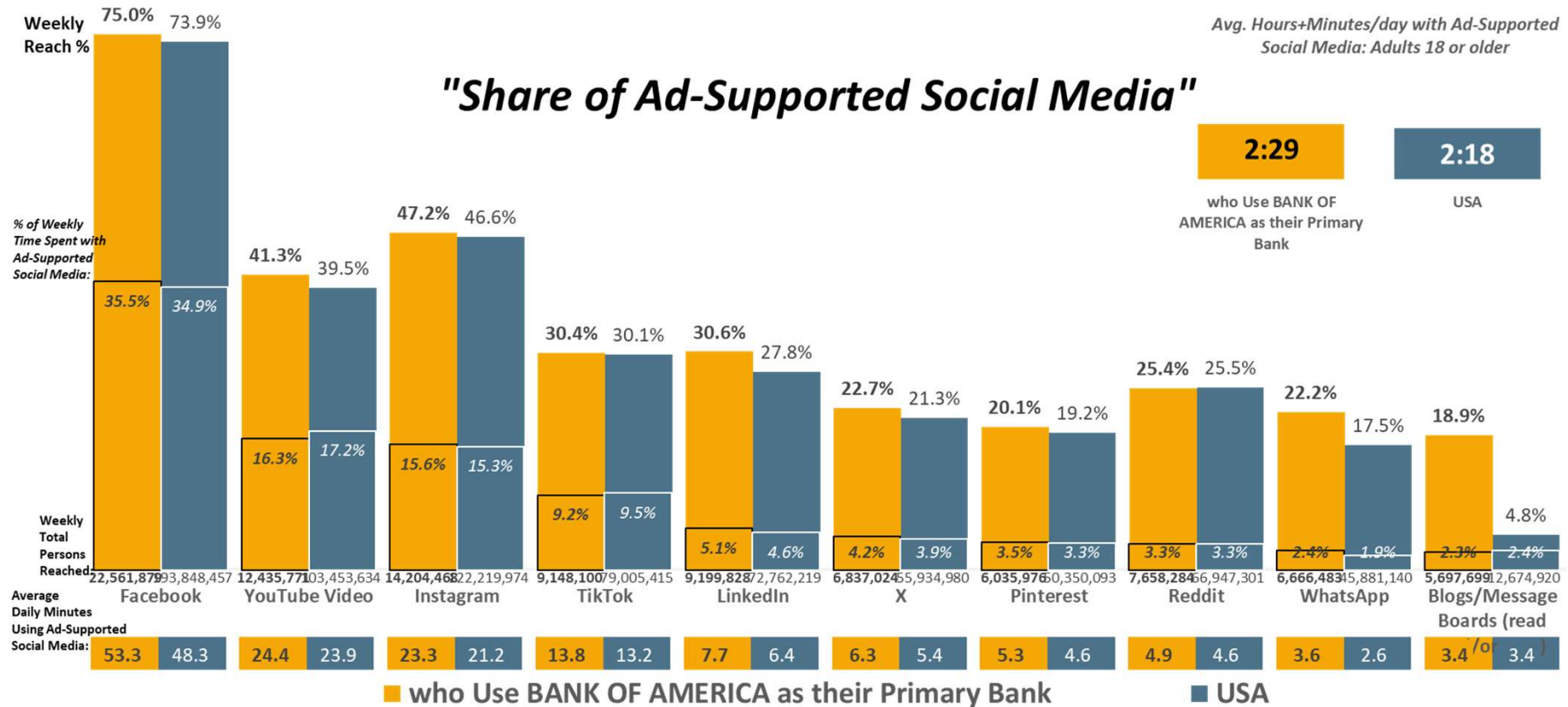
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





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

"Share of Ad-Supported Social Media"



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

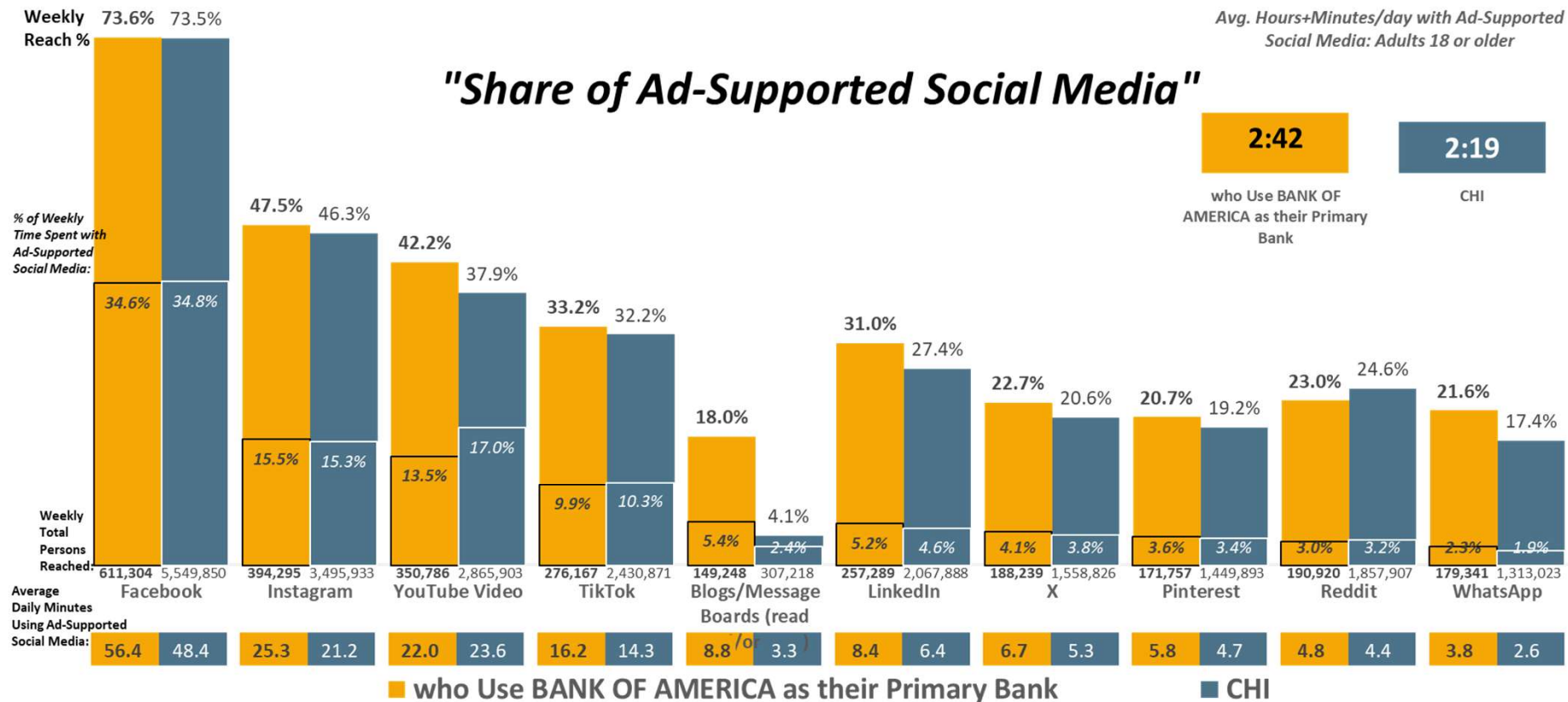
soefa.ai Share of Everything for Anything

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



611,304 or 73.6% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank use Ad-Supported Facebook for an average of 56.4 minutes every day representing 34.6% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 434
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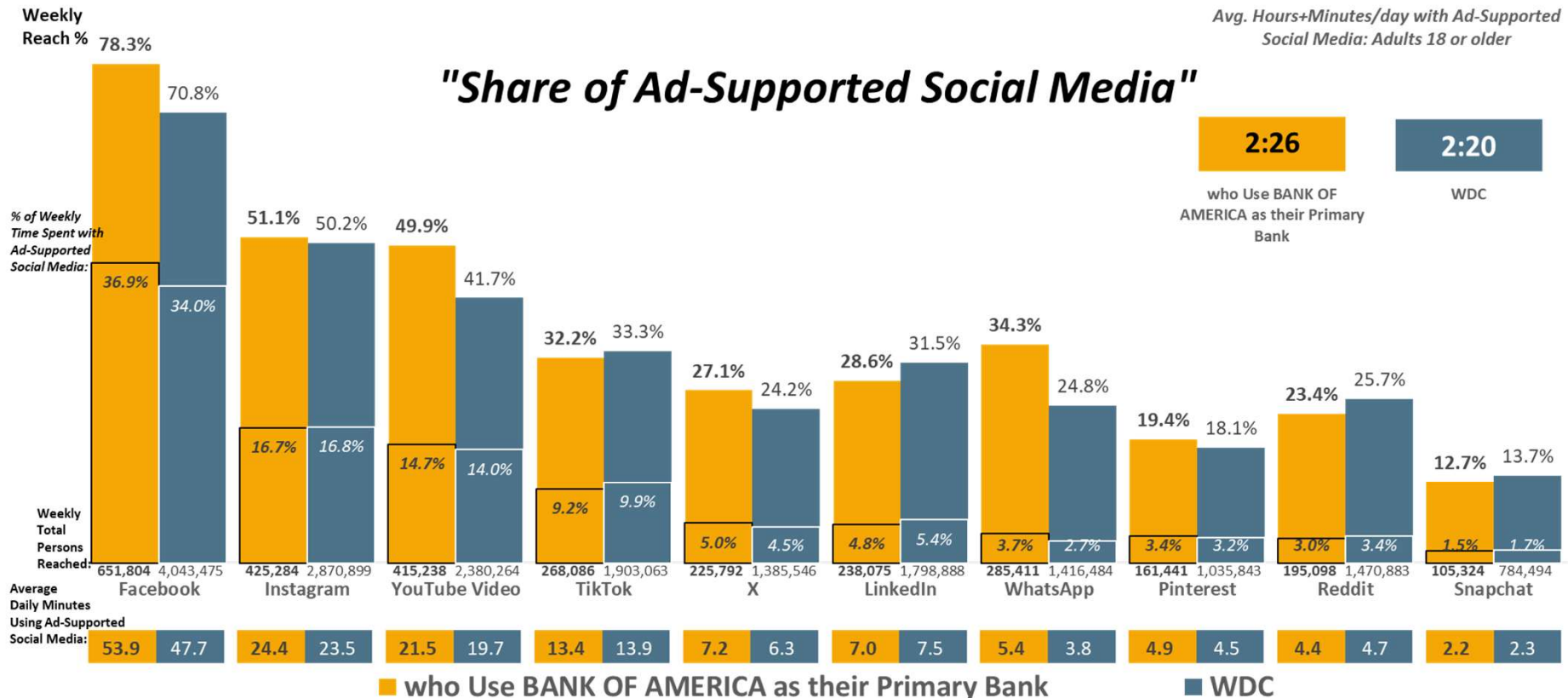
CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

soefa.ai Share of Everything for Anything

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

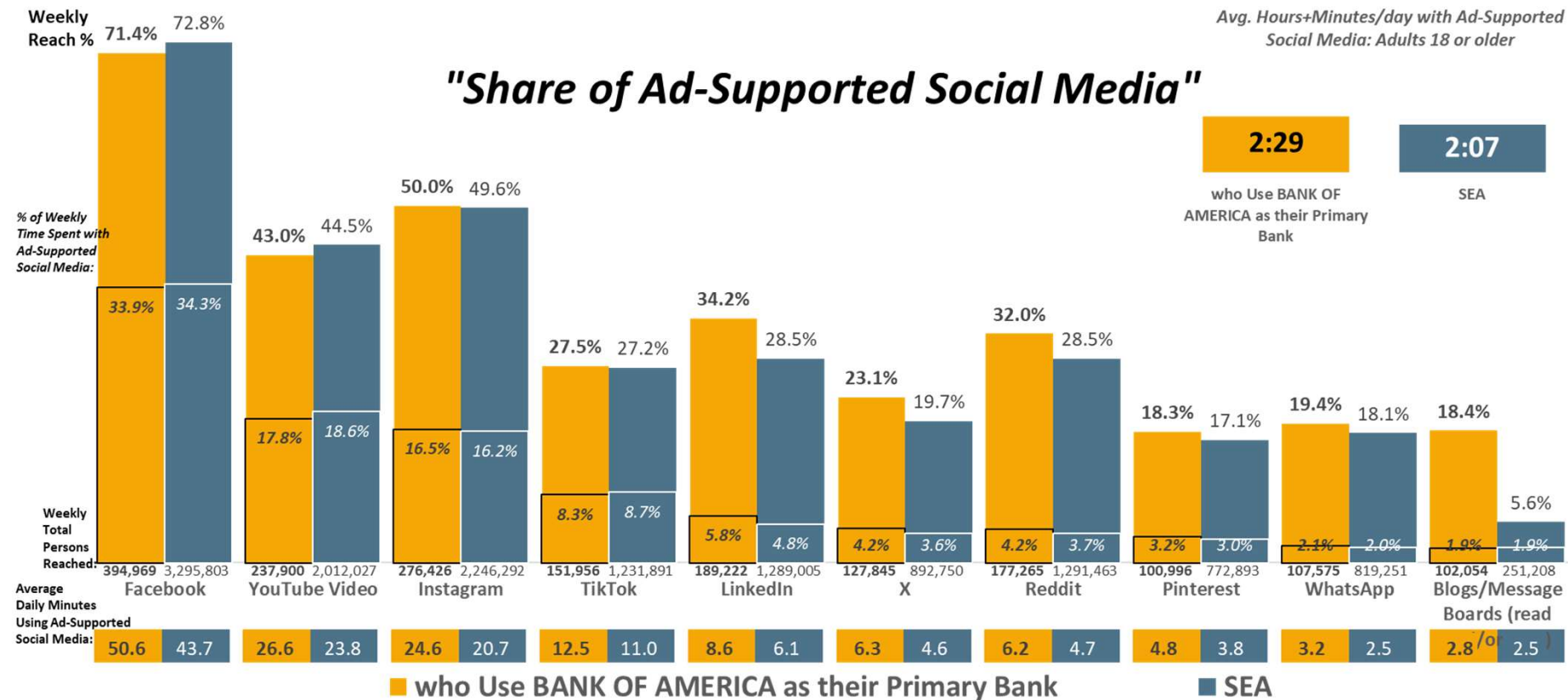


651,804 or 78.3% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank use Ad-Supported Facebook for an average of 53.9 minutes every day representing 36.9% of all time spent daily with Ad-Supported Social Media.





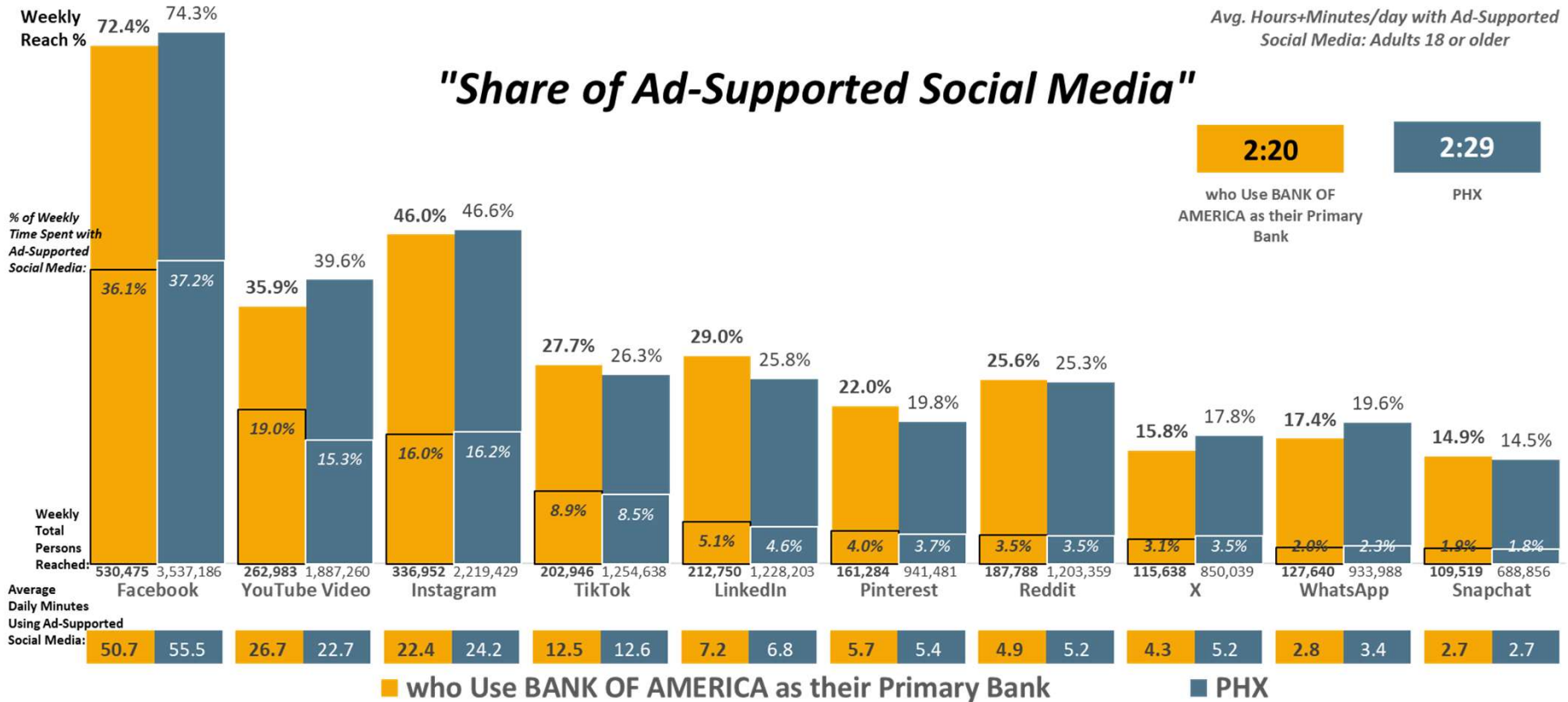
394,969 or 71.4% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank use Ad-Supported Facebook for an average of 50.6 minutes every day representing 33.9% of all time spent daily with Ad-Supported Social Media.





530,475 or 72.4% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank use Ad-Supported Facebook for an average of 50.7 minutes every day representing 36.1% of all time spent daily with Ad-Supported Social Media.

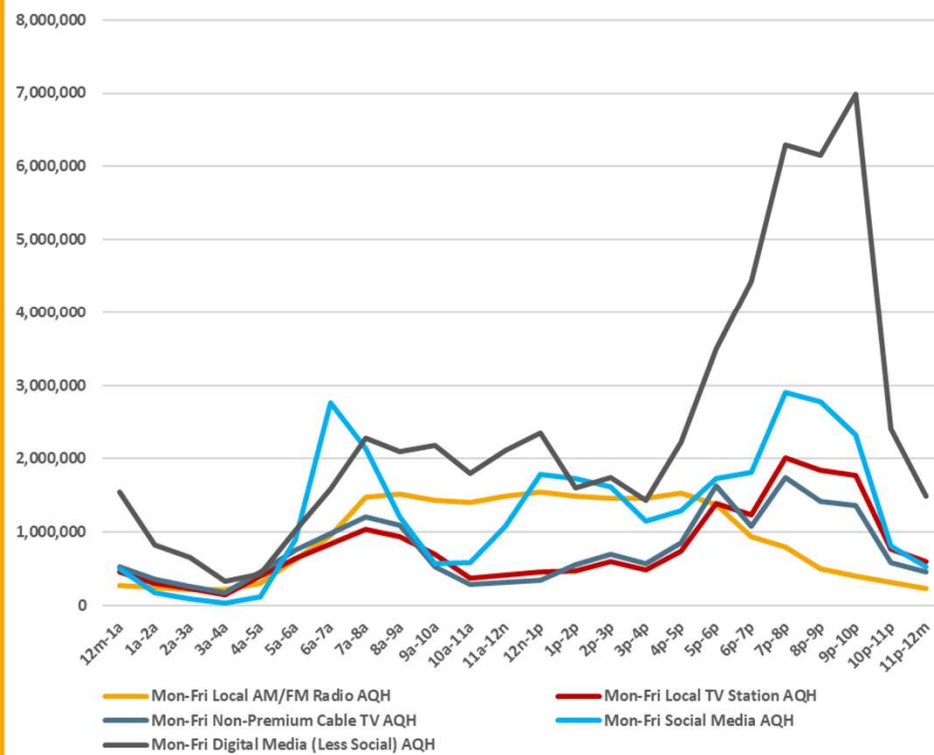
"Share of Ad-Supported Social Media"



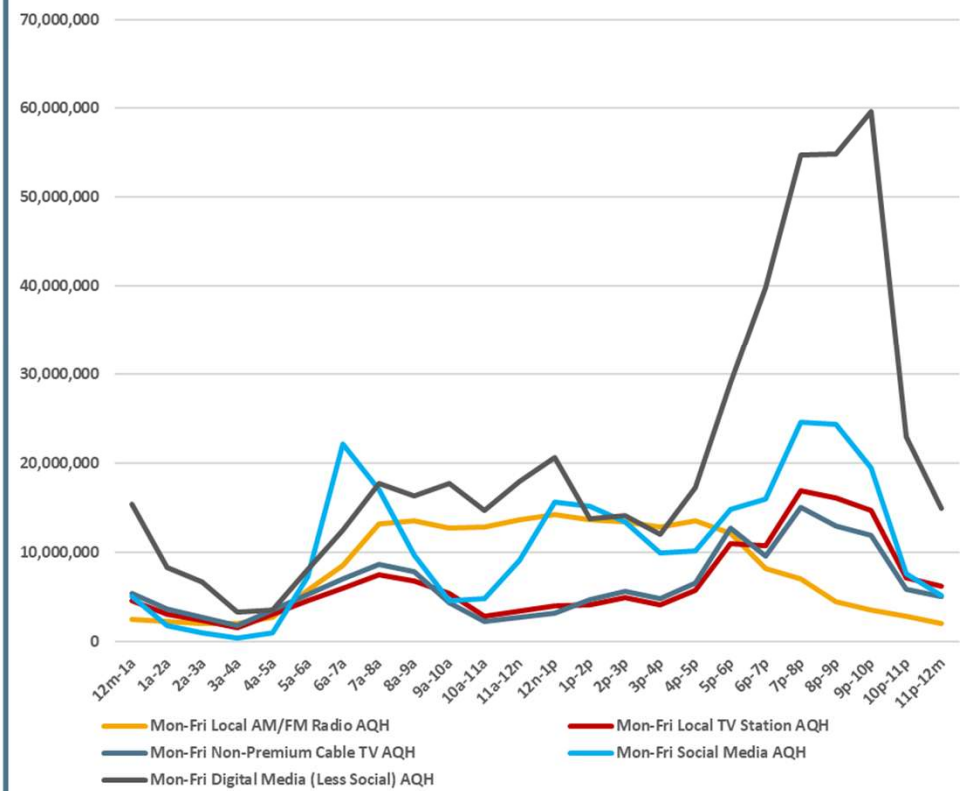


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,254,403;
 Social Media: 1,495,304; Local Radio: 1,389,018; Non-Prem. Cable: 780,994; Local TV:
 743,128 reaching Adults 18 or older who Use BANK OF AMERICA as their Prima

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



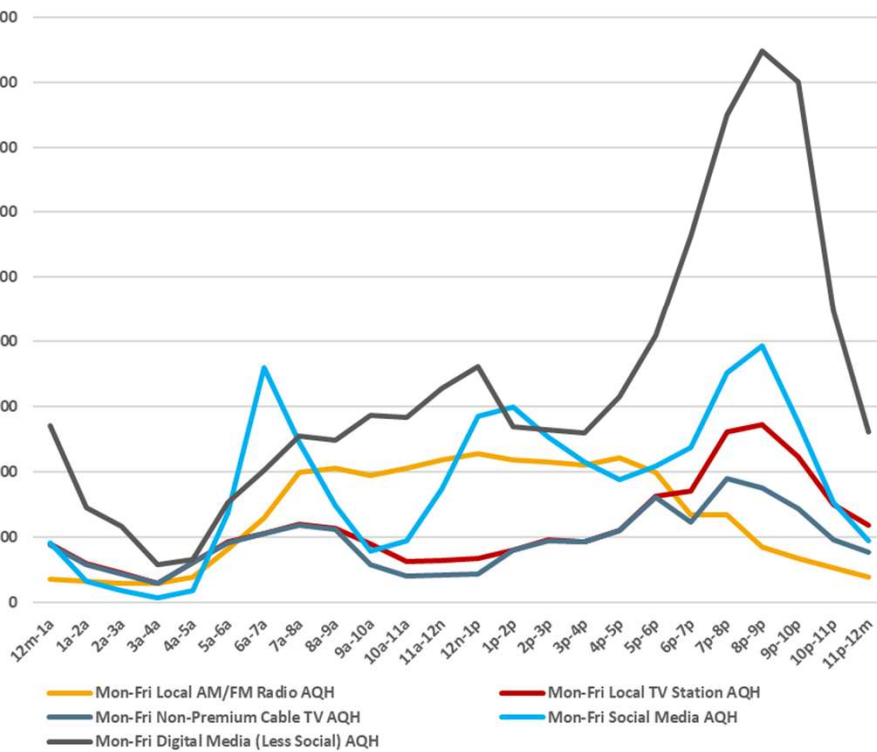
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
 USA Metro Area Adults 18 or older*



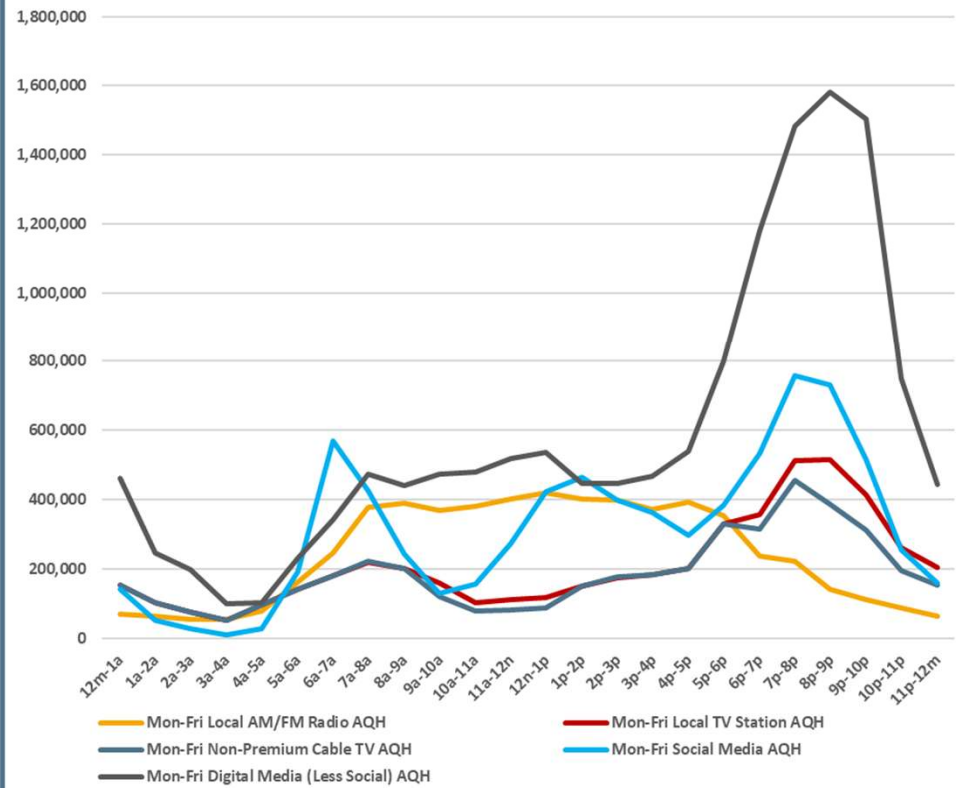


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 62,286; Social Media: 42,914; Local Radio: 39,706; Local TV: 20,532; Non-Prem. Cable: 18,096 reaching Adults 18 or older who Use BANK OF AMERICA as their Primary Bank.

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



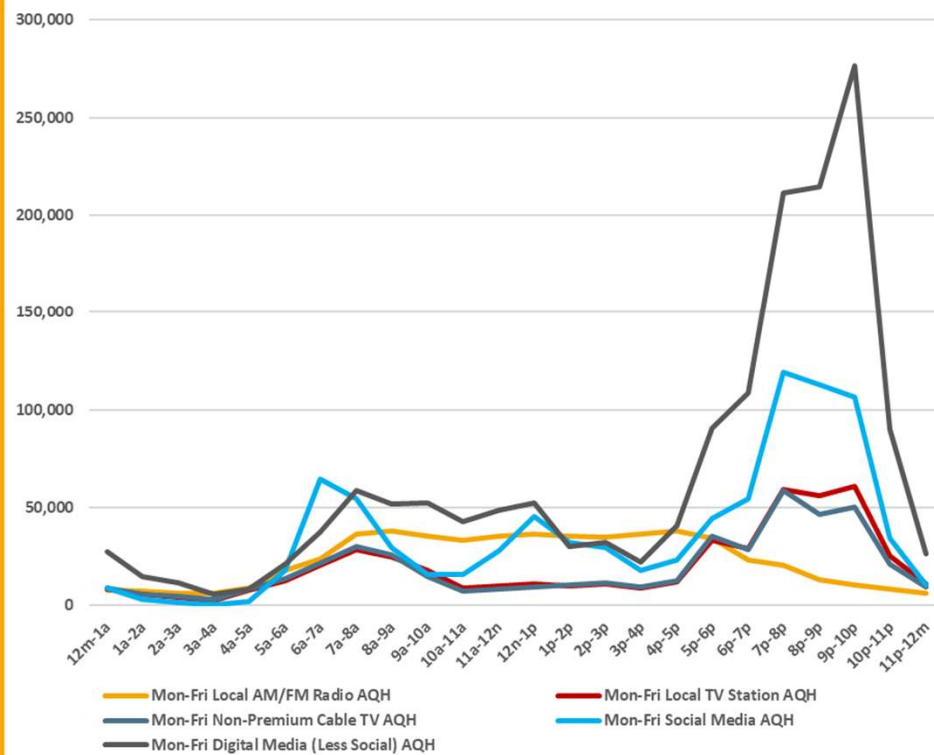
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CHI Metro Area Adults 18 or older



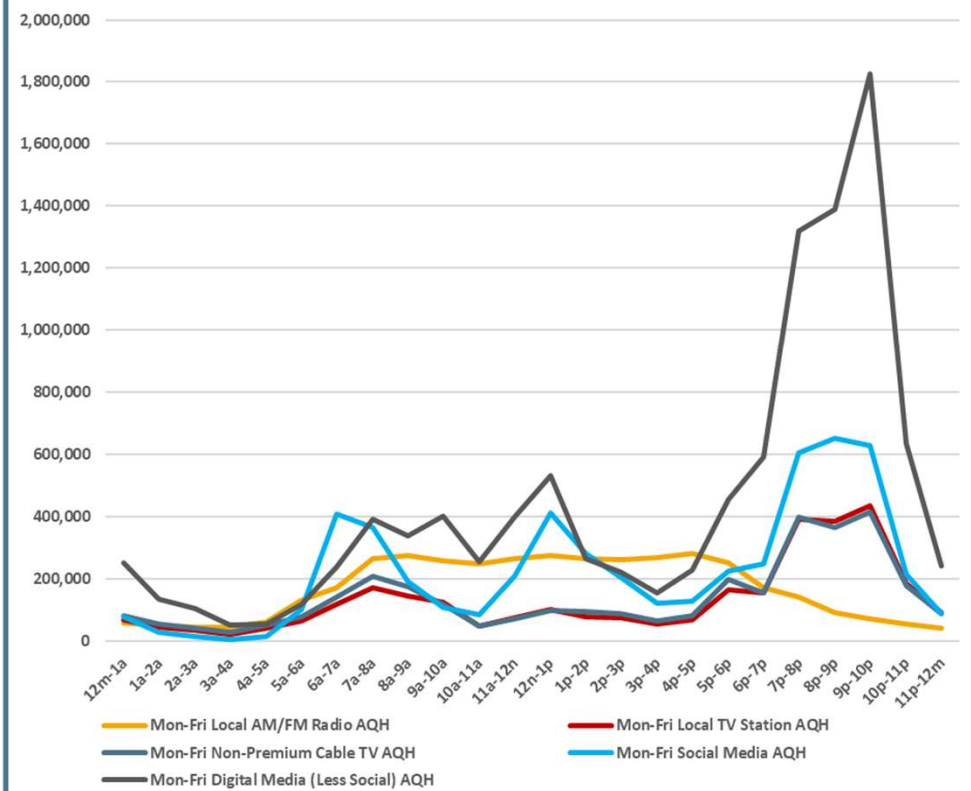


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 51,488; Social Media: 35,024; Local Radio: 33,889; Non-Prem. Cable: 17,402; Local TV: 17,355 reaching Adults 18 or older who Use BANK OF AMERICA as their Primary Bank.

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



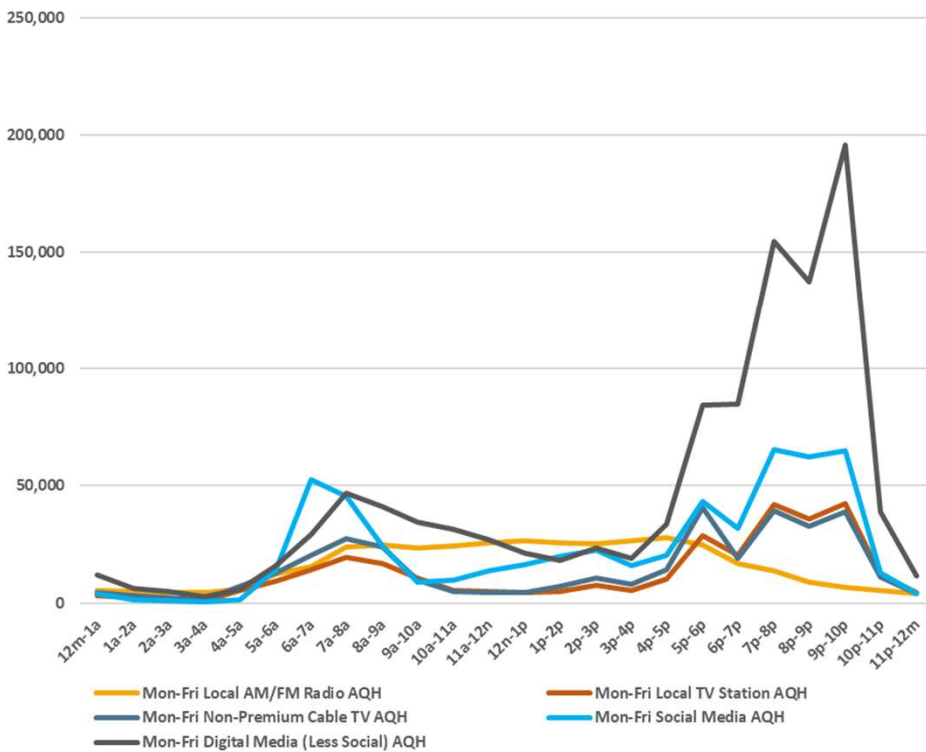
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WDC DMA Adults 18 or older*



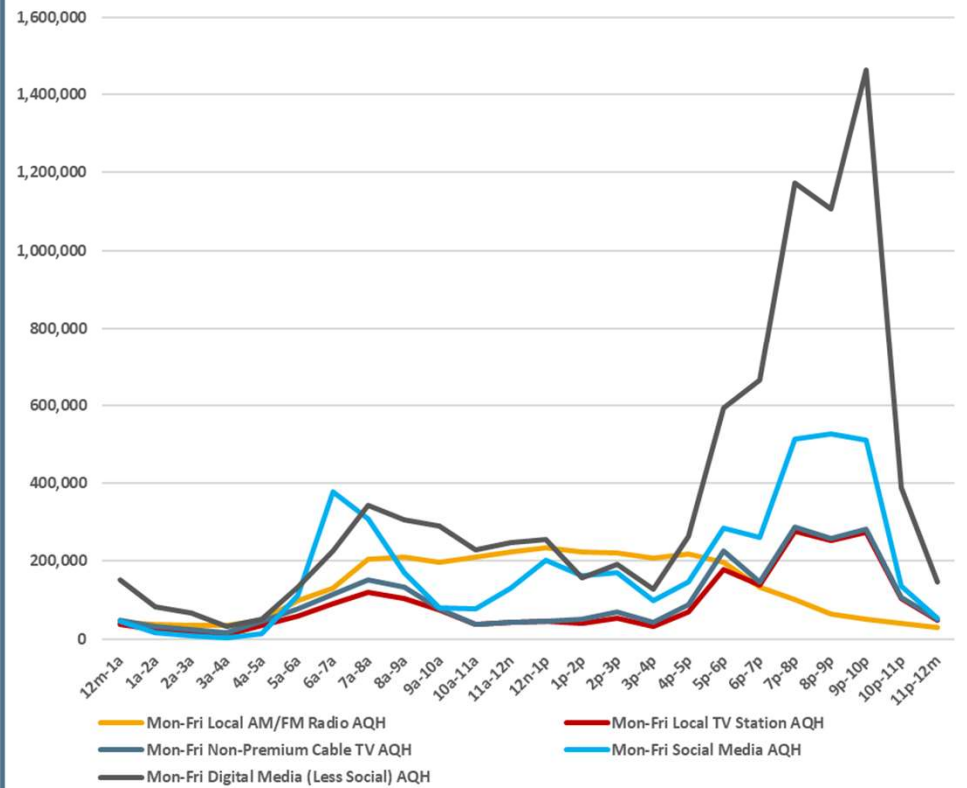


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 38,101; Social Media: 25,074; Local Radio: 23,944; Non-Prem. Cable: 15,011; Local TV: 11,853 reaching Adults 18 or older who Use BANK OF AMERICA as their Primary Bank.

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



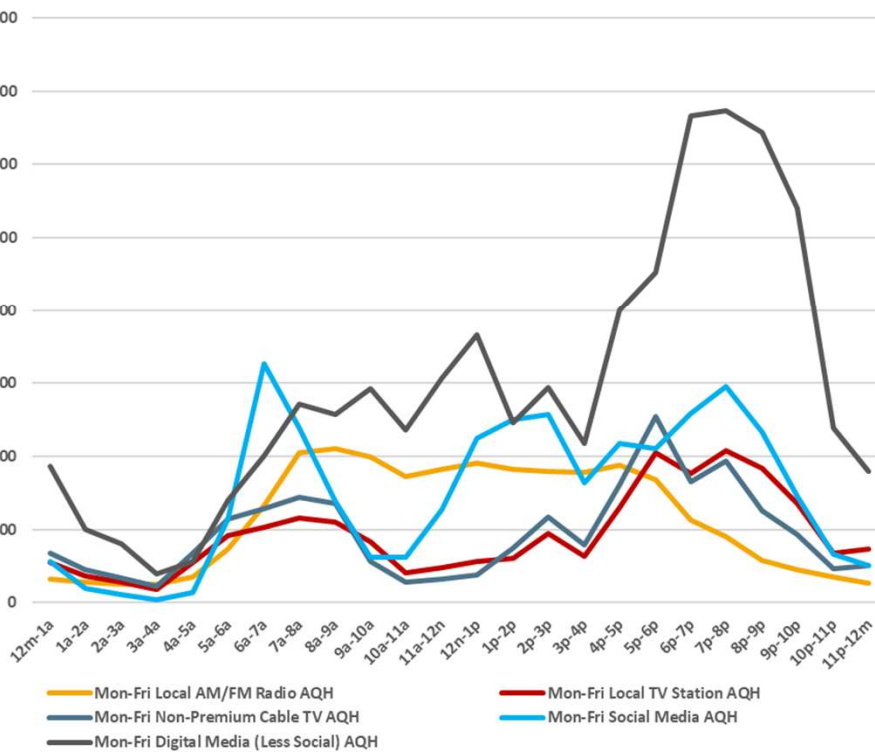
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
SEA Metro Area Adults 18 or older



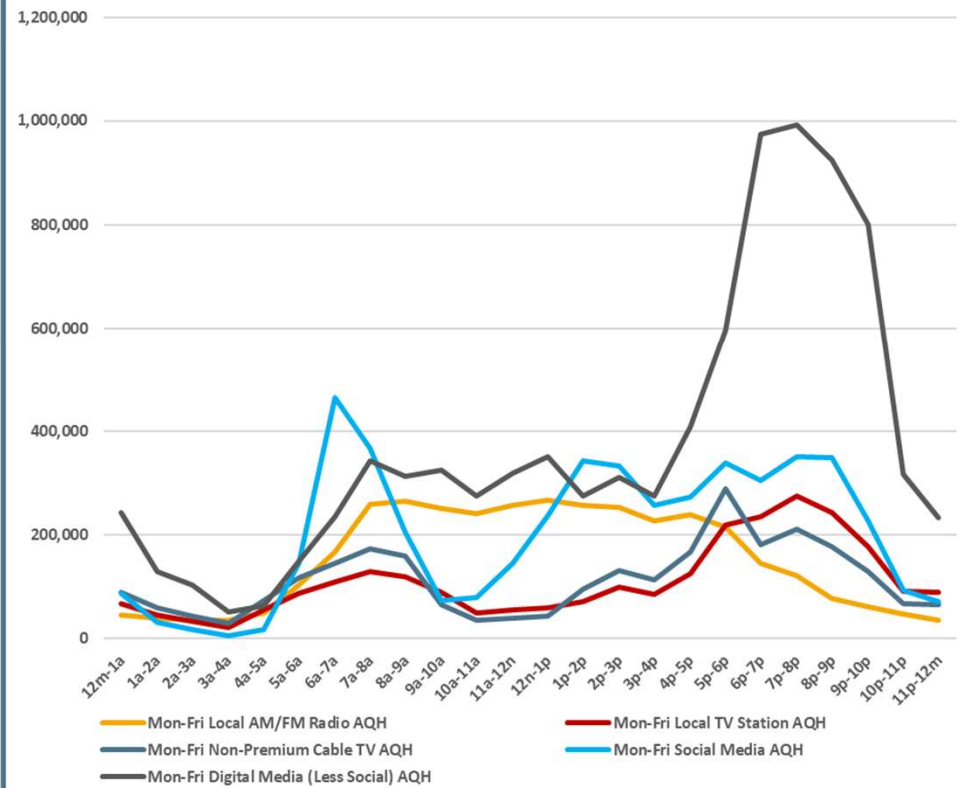


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 64,779; Social Media: 39,095; Local Radio: 35,430; Non-Prem. Cable: 21,800; Local TV: 19,835 reaching Adults 18 or older who Use BANK OF AMERICA as their Primary Bank.

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



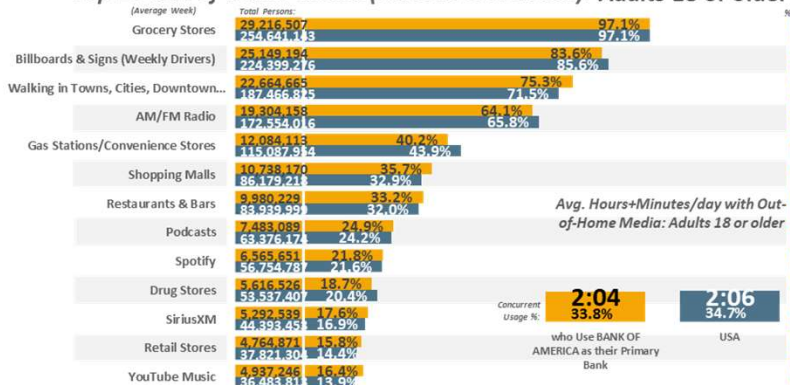
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
PHX Metro Area Adults 18 or older



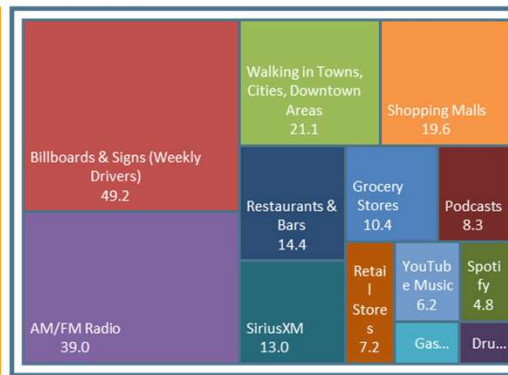
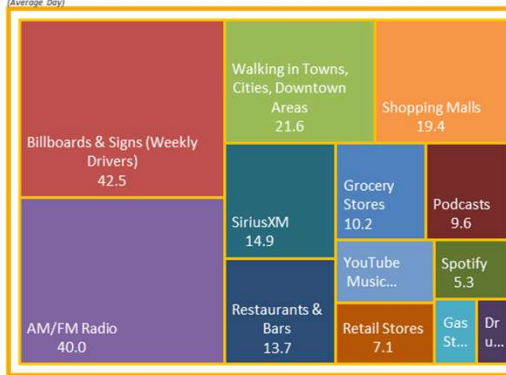


25,149,194 or 83.6% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank spend an average of 42.5 minutes per day driving, seeing Billboards and Signs. 61.7% Listen to Local Radio Stations Out-of-Home for an average of 36.2 minutes/day.

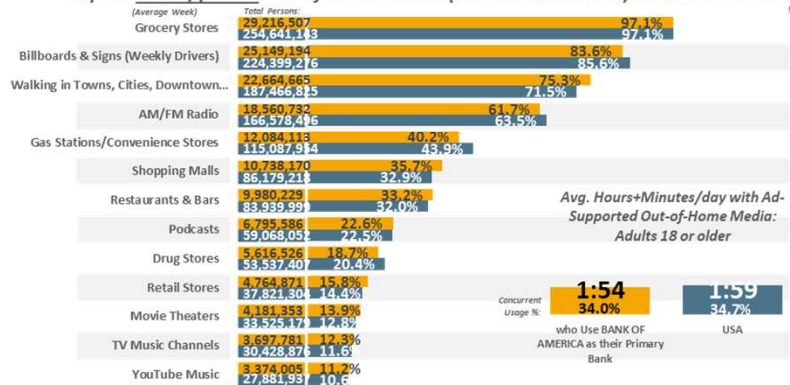
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



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



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



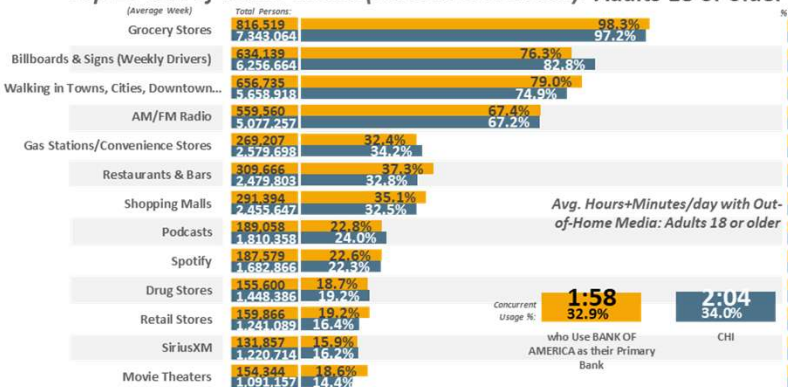
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



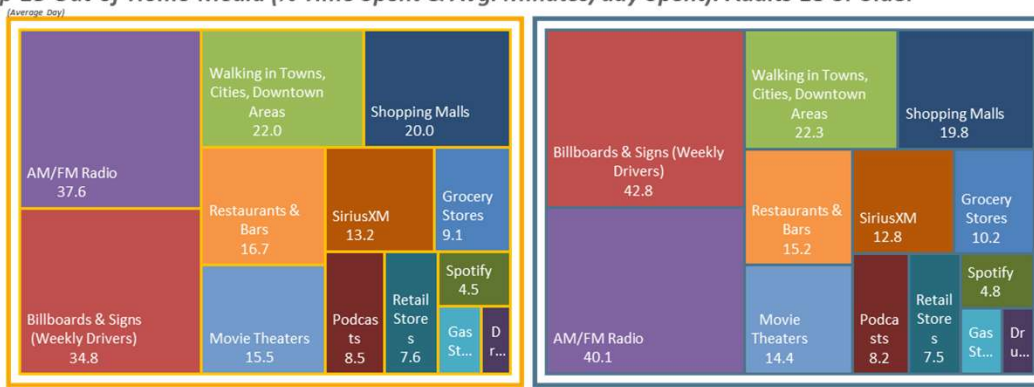


634,139 or 76.3% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank spend an average of 34.8 minutes per day driving, seeing Billboards and Signs. 64.5% Listen to Local Radio Stations Out-of-Home for an average of 33.6 minutes/day.

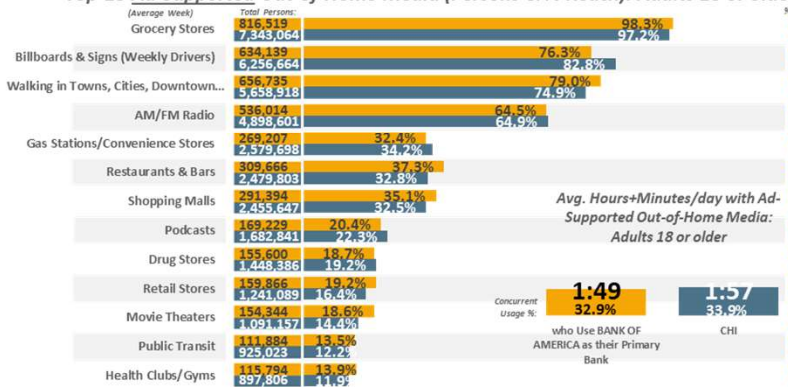
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



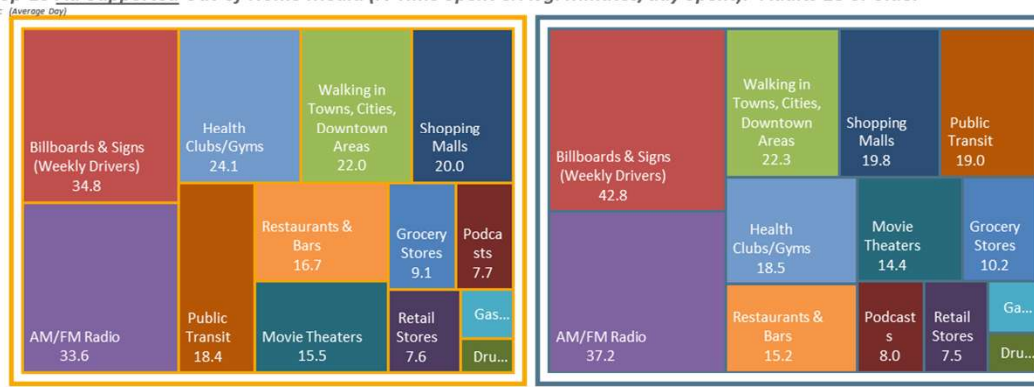
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



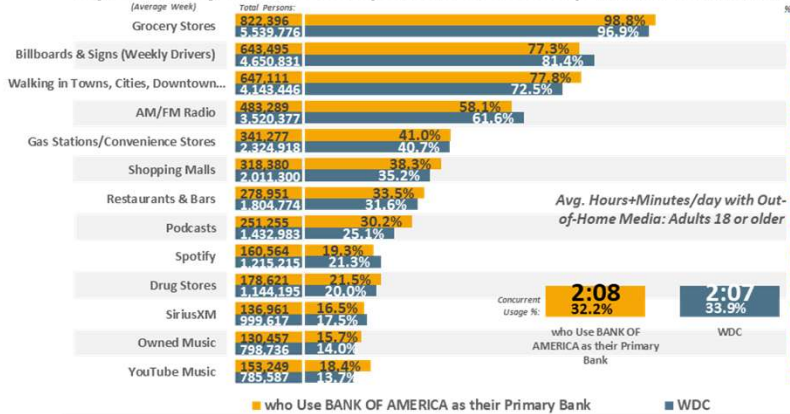
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



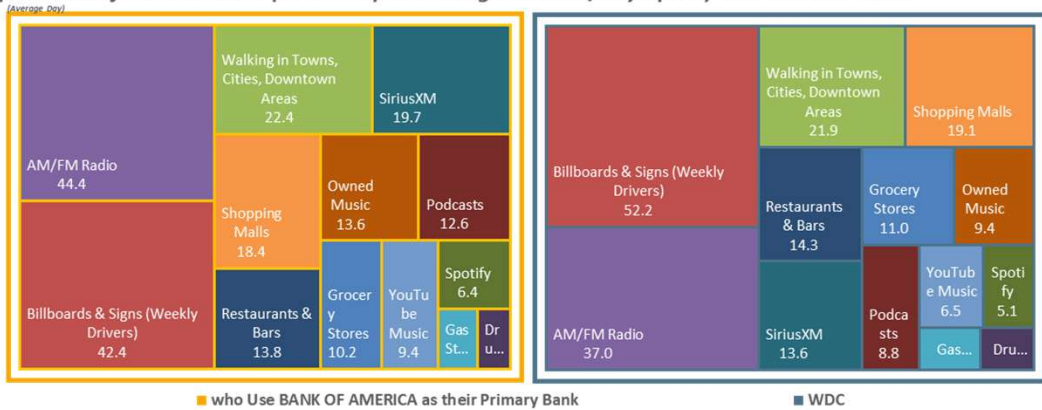


643,495 or 77.3% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank spend an average of 42.4 minutes per day driving, seeing Billboards and Signs. 55.5% Listen to Local Radio Stations Out-of-Home for an average of 40.8 minutes/day.

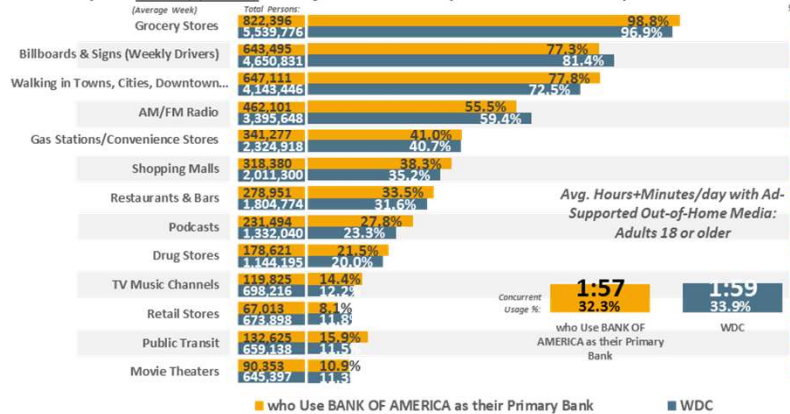
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



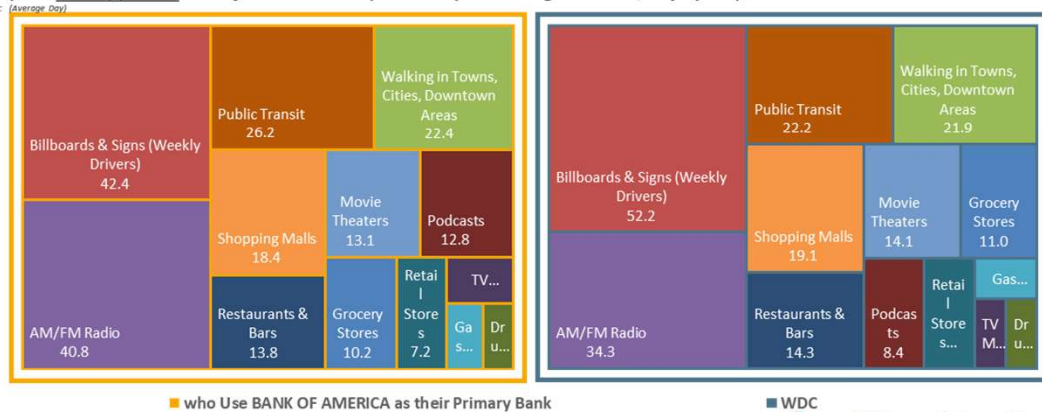
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 892
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Banks HHLD uses (primary bank) (HHLD): Bank of America



472,693 or 85.4% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank spend an average of 42.8 minutes per day driving, seeing Billboards and Signs. 58.5% Listen to Local Radio Stations Out-of-Home for an average of 33.1 minutes/day.

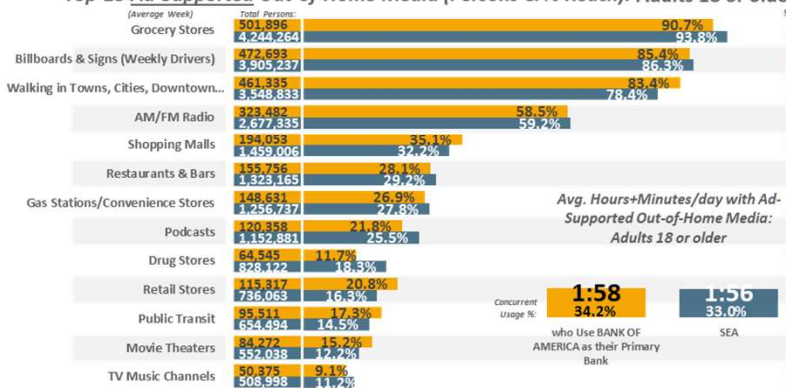
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



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



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



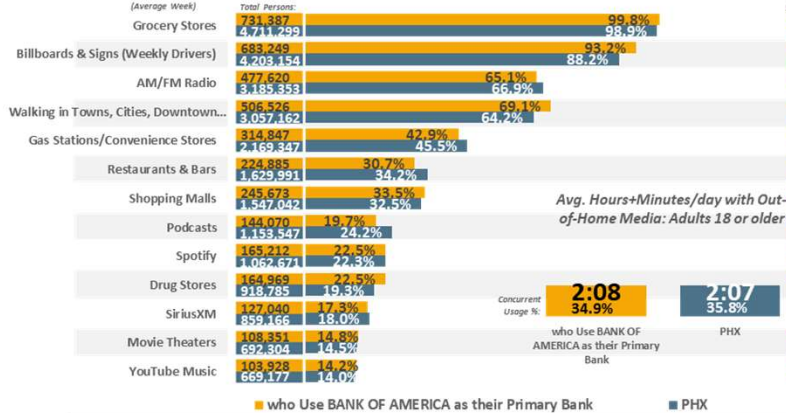
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



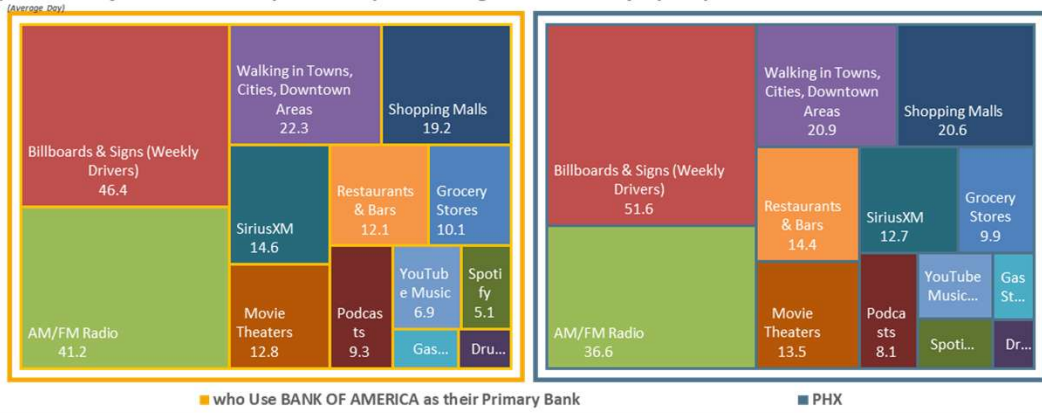


683,249 or 93.2% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank spend an average of 46.4 minutes per day driving, seeing Billboards and Signs. 63.4% Listen to Local Radio Stations Out-of-Home for an average of 38.5 minutes/day.

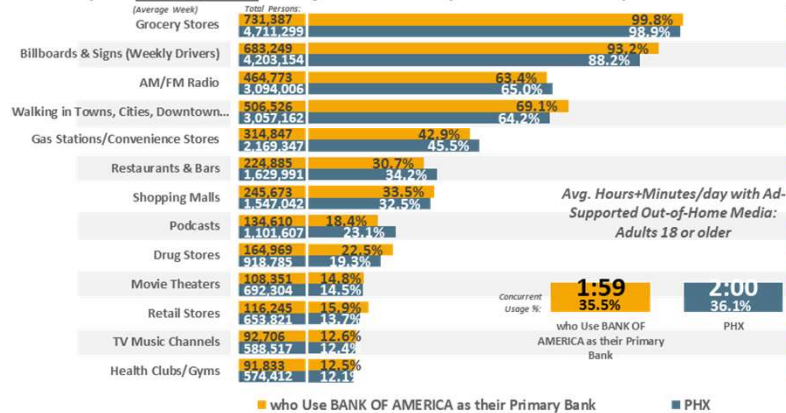
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



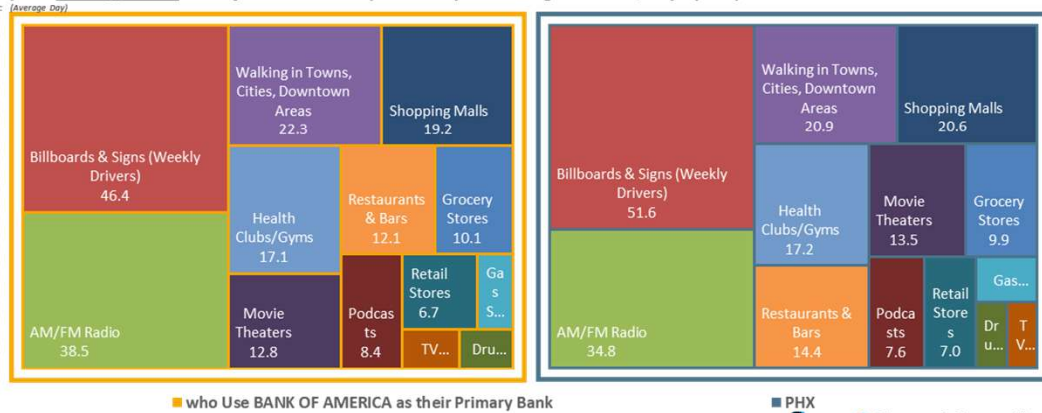
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



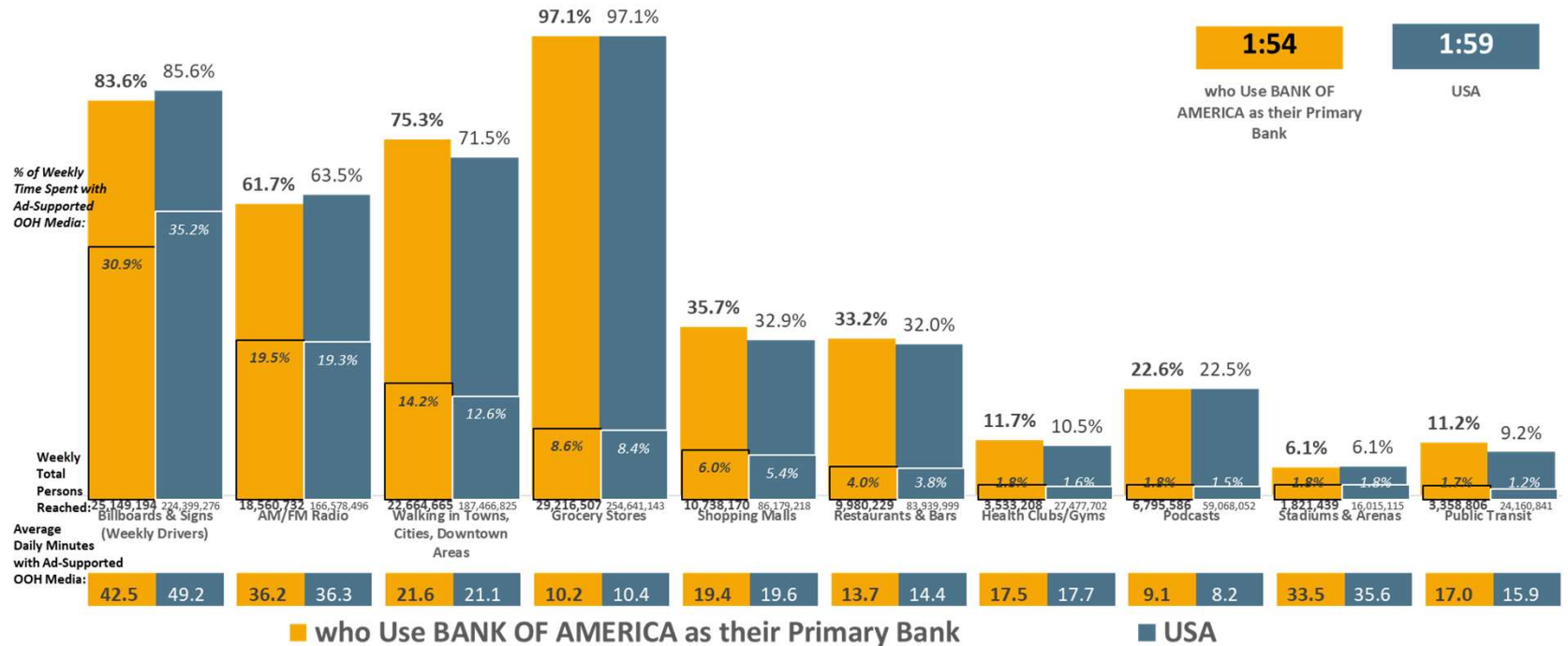


25,149,194 or 83.6% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank spend an average of 42.5 minutes per day driving, seeing Billboards and Signs representing 30.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



1:54

who Use BANK OF AMERICA as their Primary Bank

1:59

USA

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

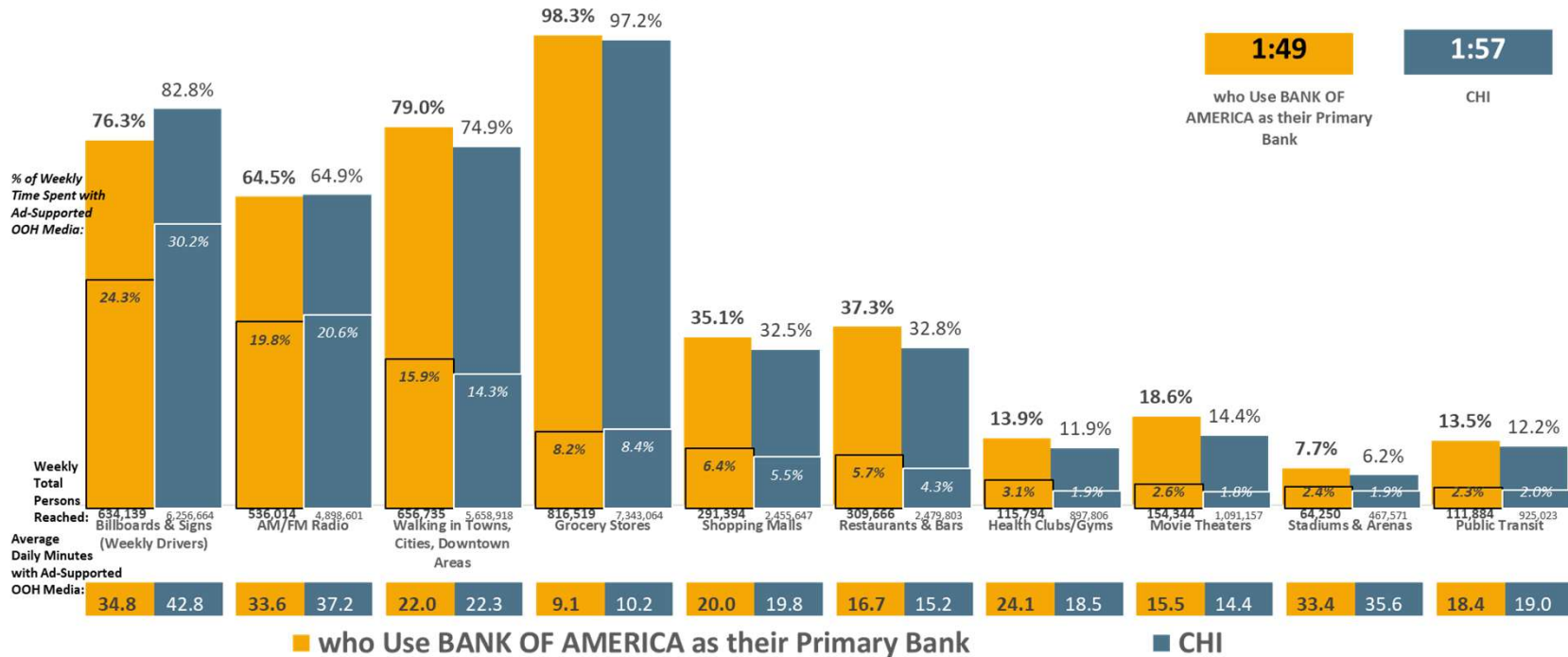


634,139 or 76.3% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank spend an average of 34.8 minutes per day driving, seeing Billboards and Signs representing 24.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 434 CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186
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Banks HHLD uses (primary bank) (HHLD): Bank of America

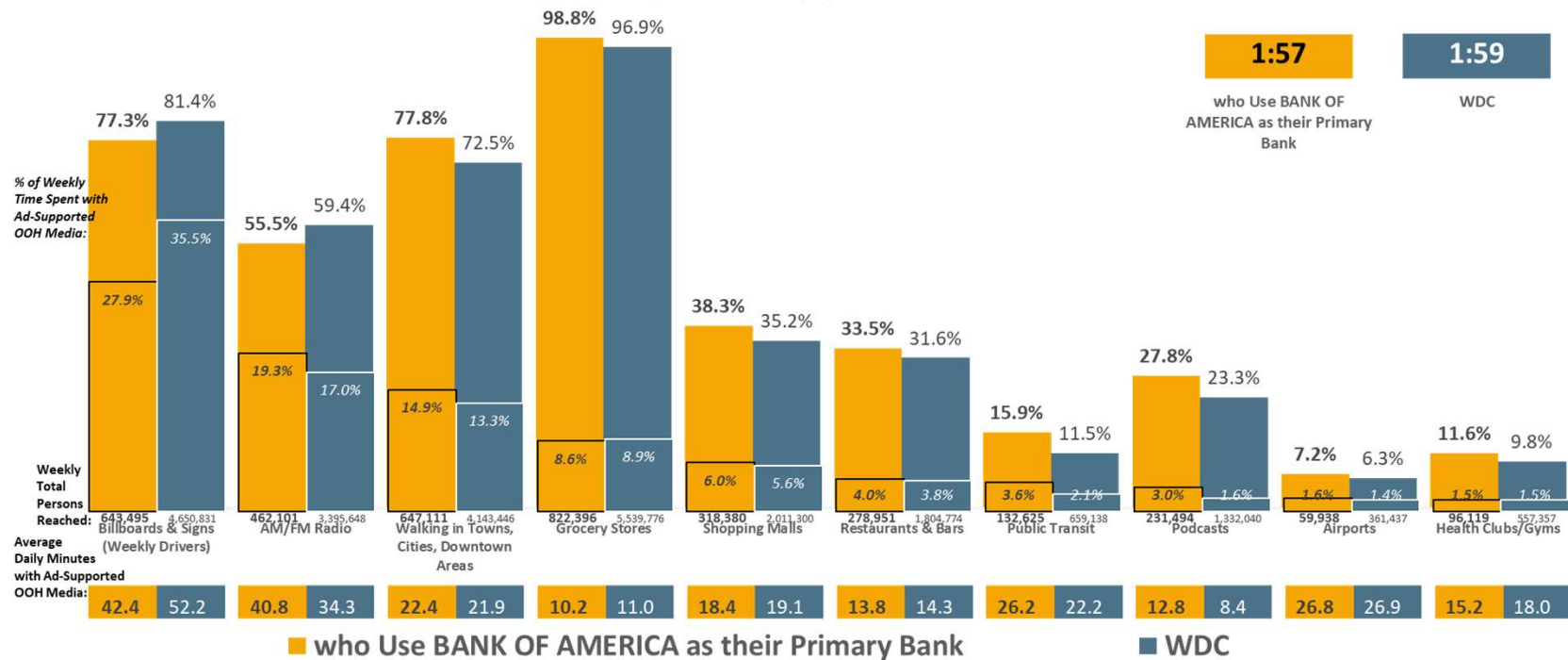


643,495 or 77.3% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank spend an average of 42.4 minutes per day driving, seeing Billboards and Signs representing 27.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 892 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919
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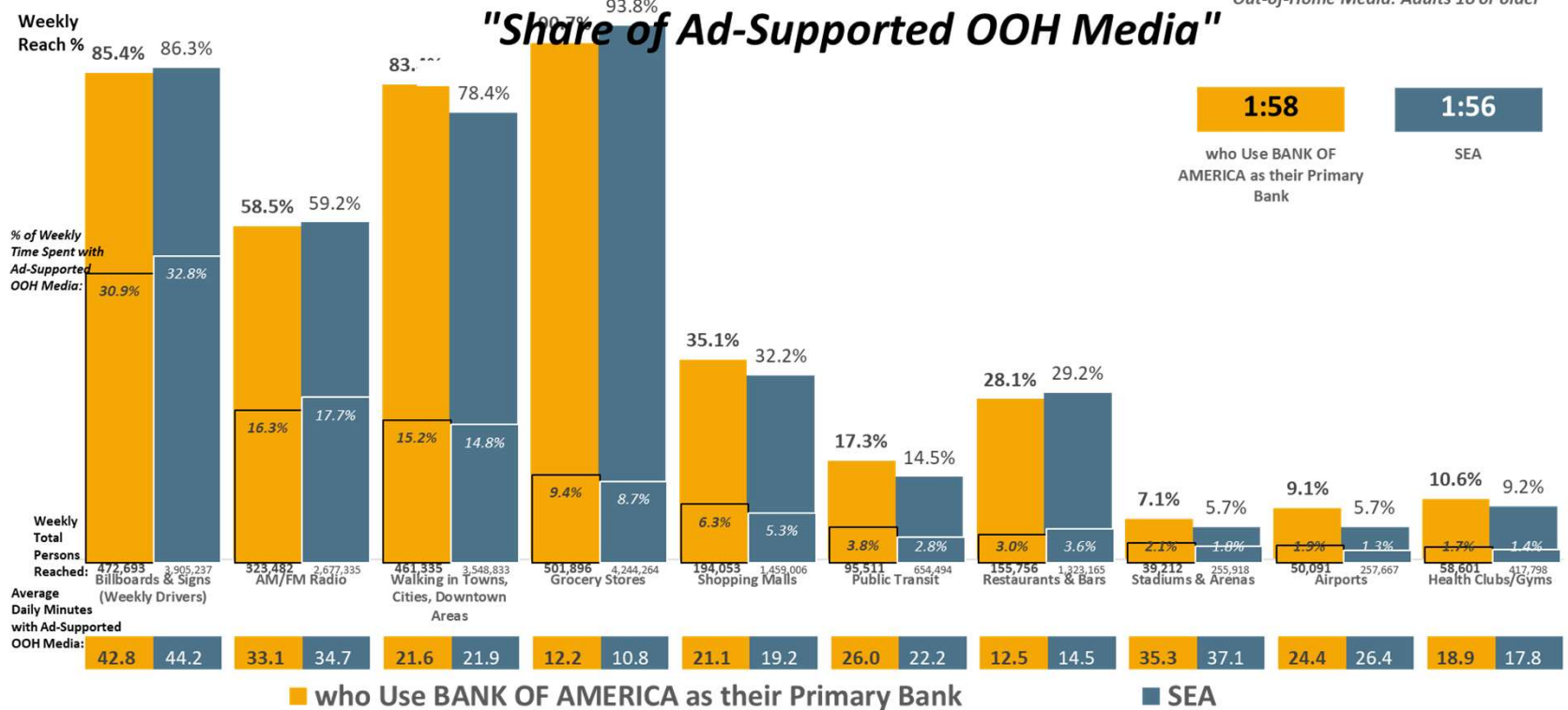
soefa.ai Share of Everything for Anything

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



472,693 or 85.4% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank spend an average of 42.8 minutes per day driving, seeing Billboards and Signs representing 30.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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



1:58

who Use BANK OF AMERICA as their Primary Bank

1:56

SEA

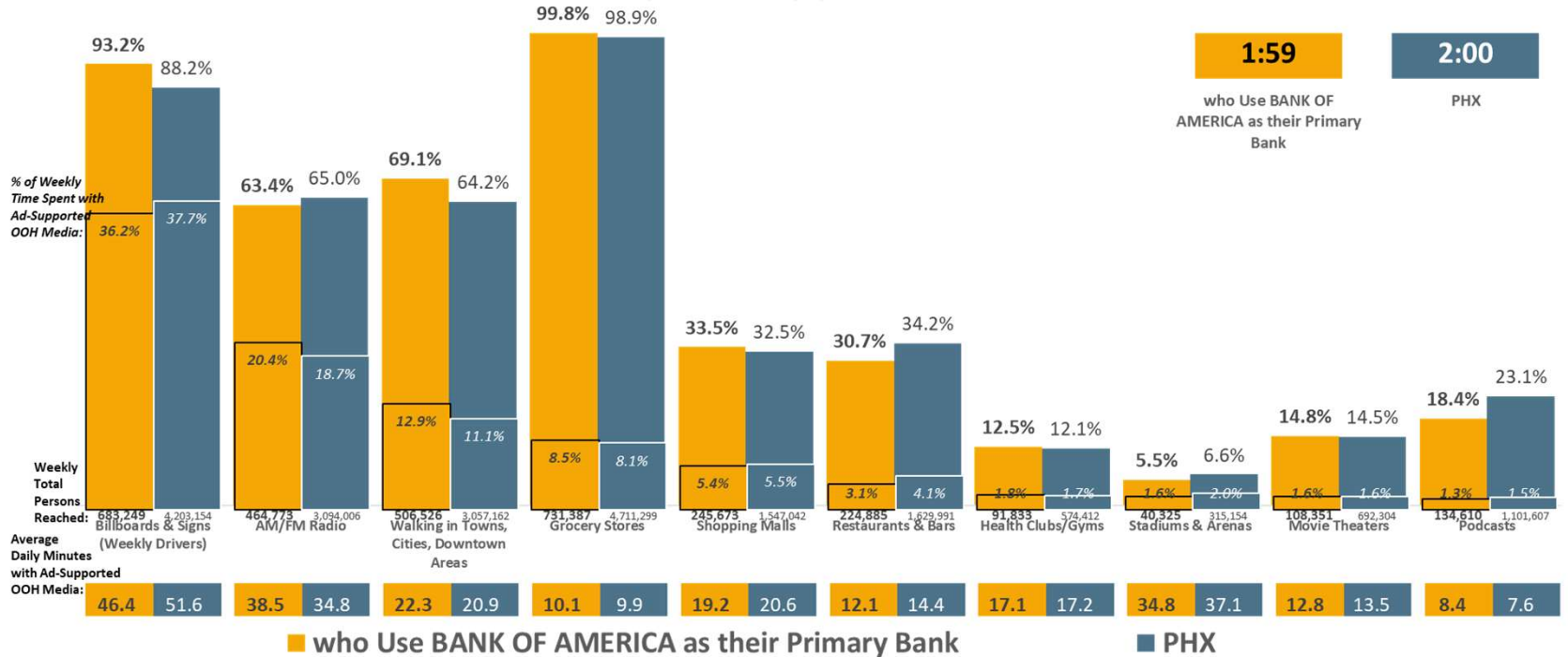


683,249 or 93.2% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank spend an average of 46.4 minutes per day driving, seeing Billboards and Signs representing 36.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 393 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520
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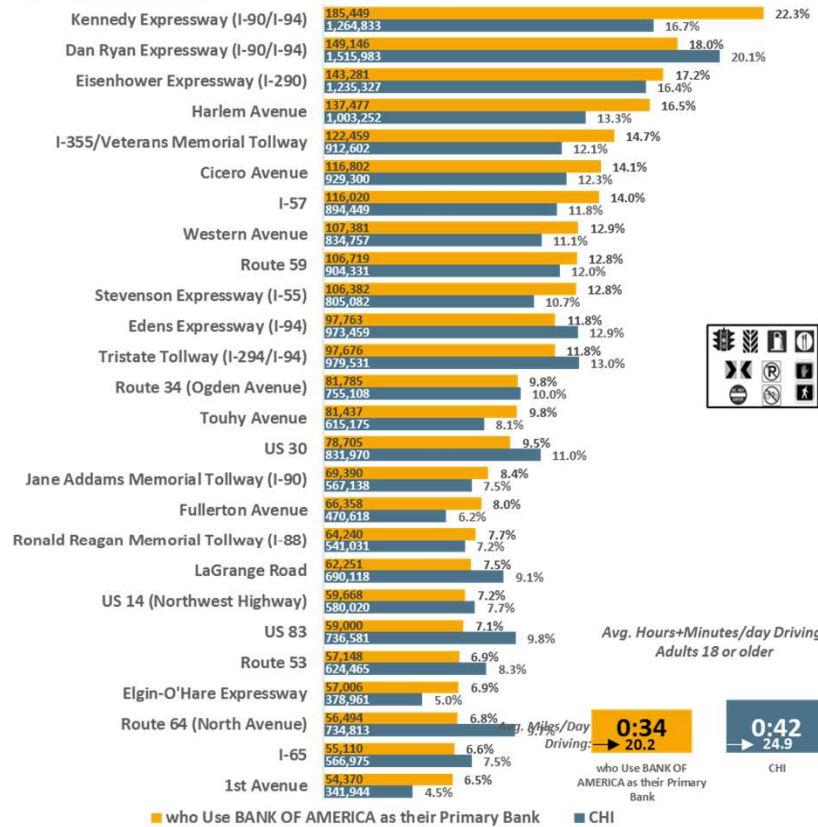
soefa.ai Share of Everything for Anything

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

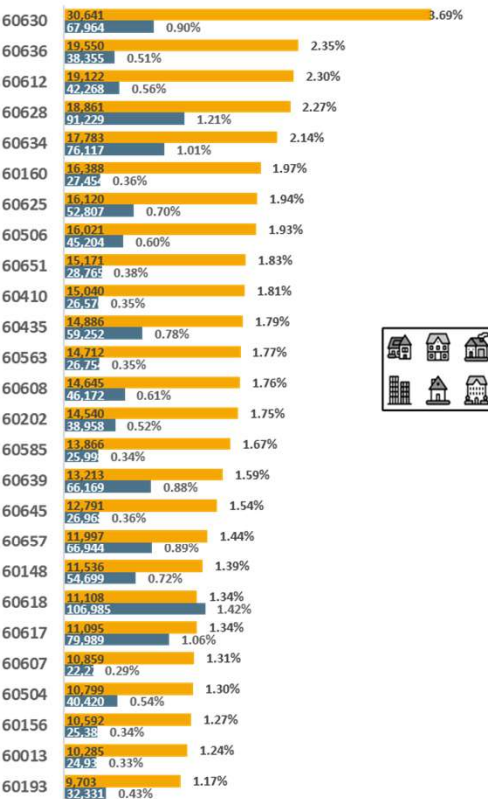


634,139 or 76.3% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank spend an average of 34.8 minutes per day driving an average of 20.2 miles each day and are 33.3% more likely to use Kennedy Expressway (I-90/I-94) than the Metro average.

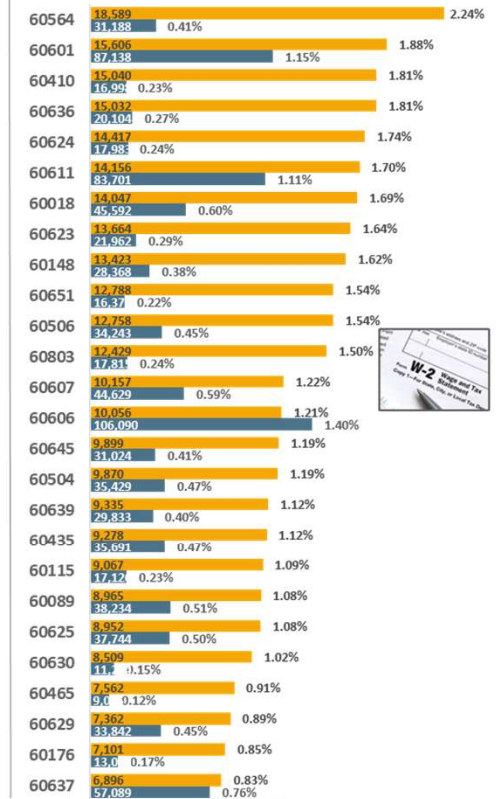
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



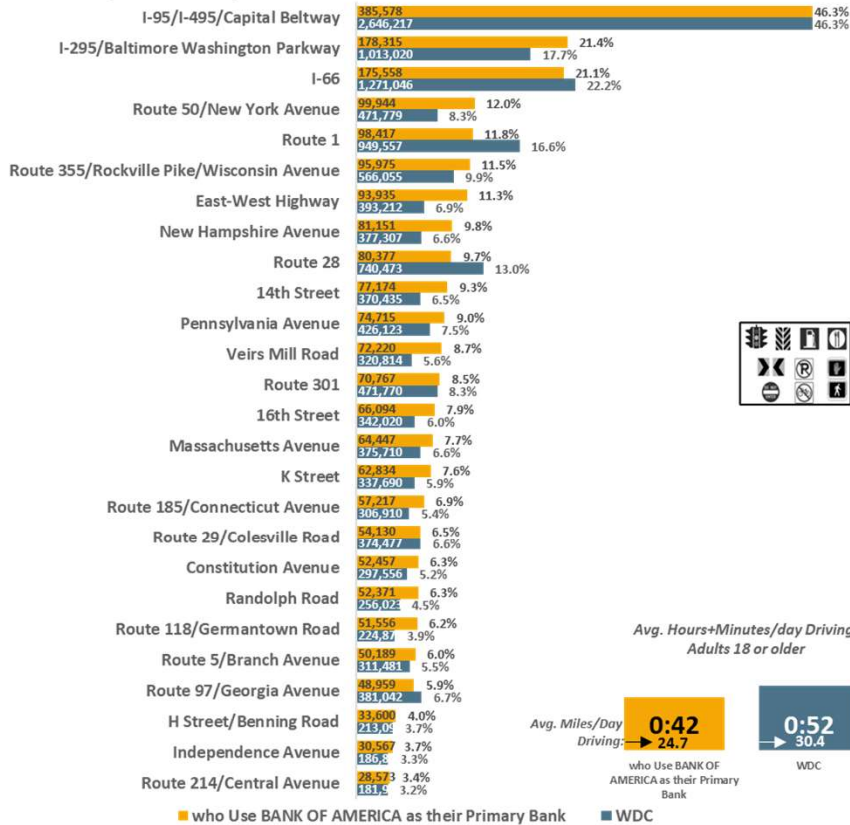
Top-26 Employment Zip Codes: Adults 18 or older





643,495 or 77.3% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank spend an average of 42.4 minutes per day driving an average of 24.7 miles each day and are 64.1% more likely to use East-West Highway than the Metro average.

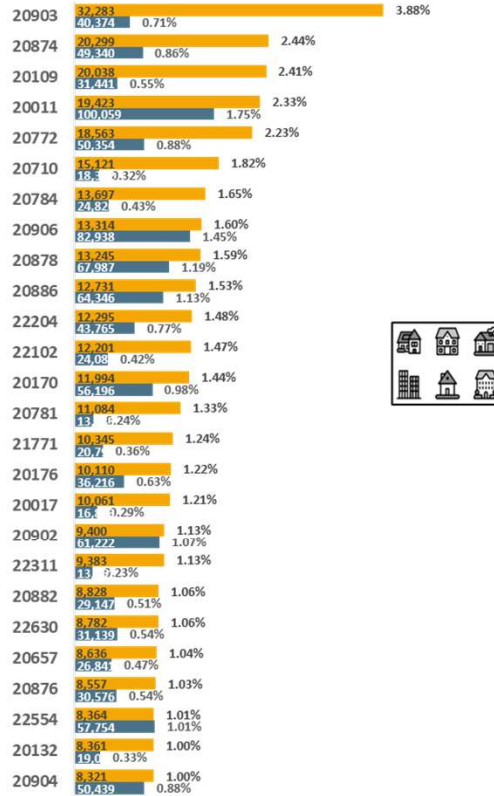
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



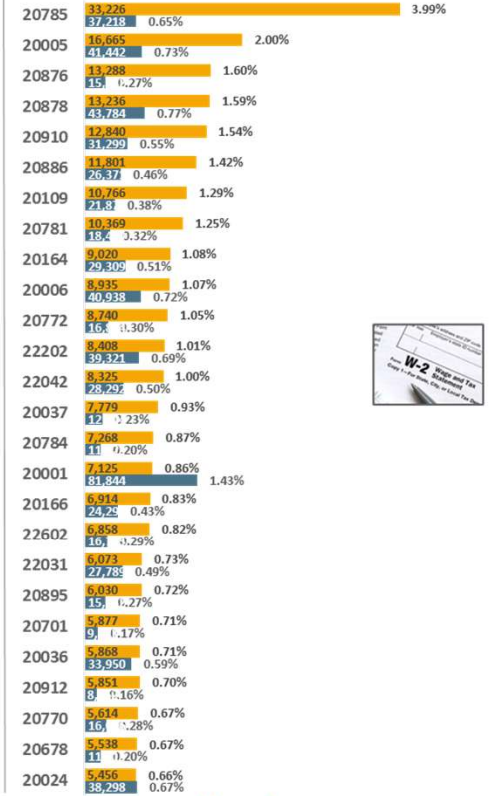
Avg. Hours+Minutes/day Driving:
Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

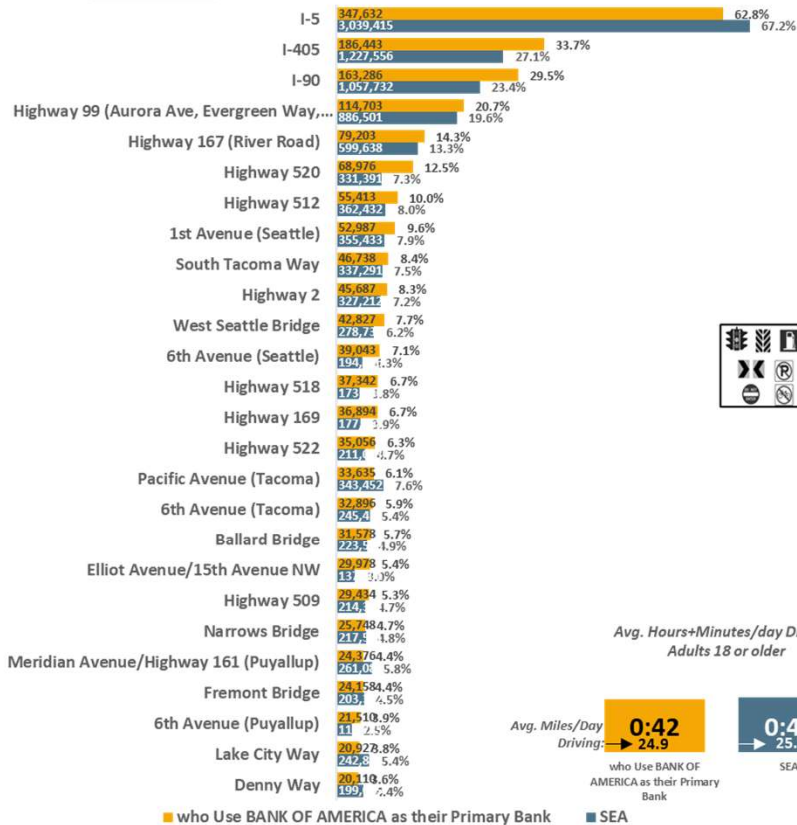


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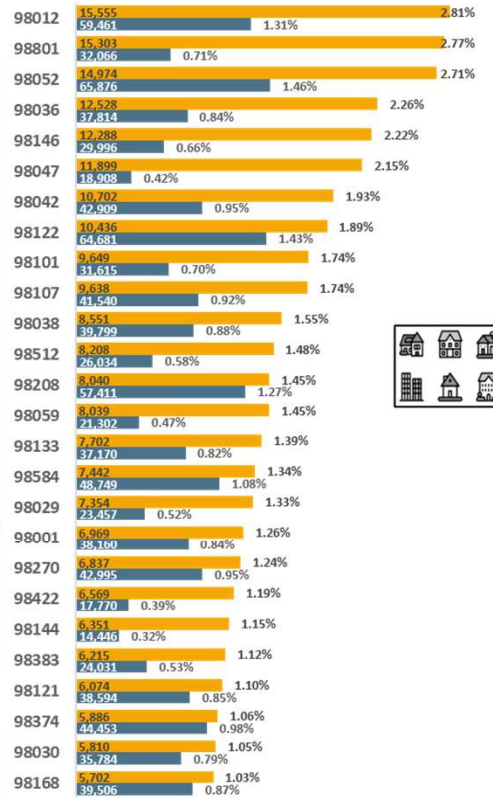


472,693 or 85.4% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank spend an average of 42.8 minutes per day driving an average of 24.9 miles each day and are 78.8% more likely to use Elliot Avenue/15th Avenue NW than the Metro average.

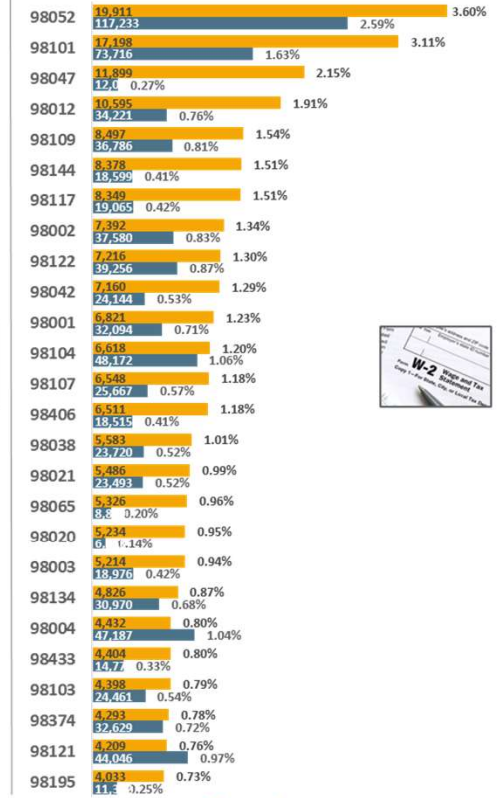
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



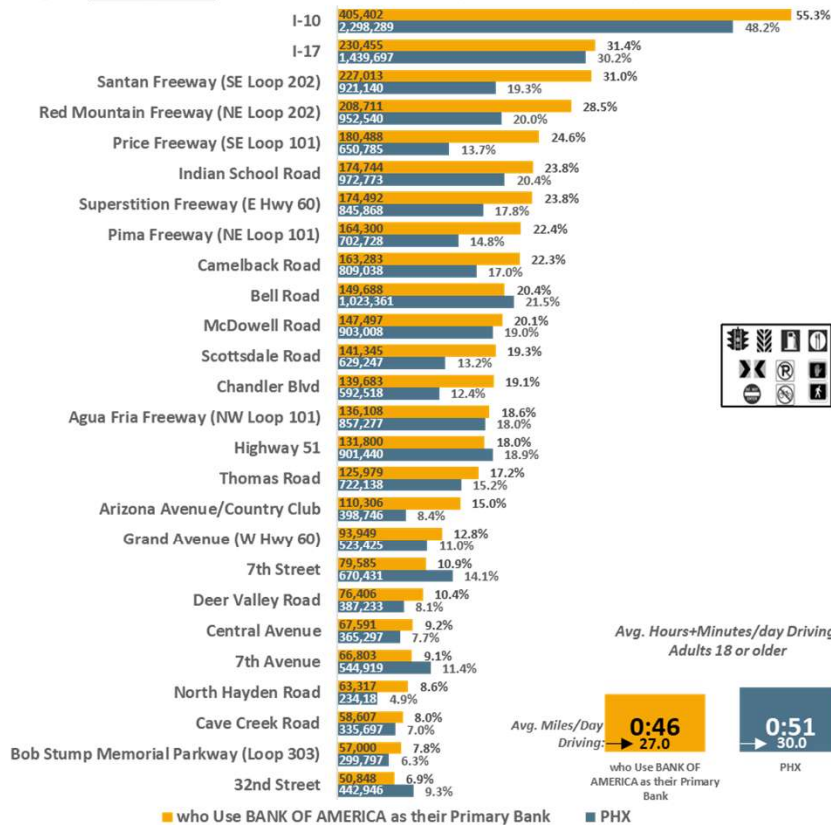
Top-26 Employment Zip Codes: Adults 18 or older



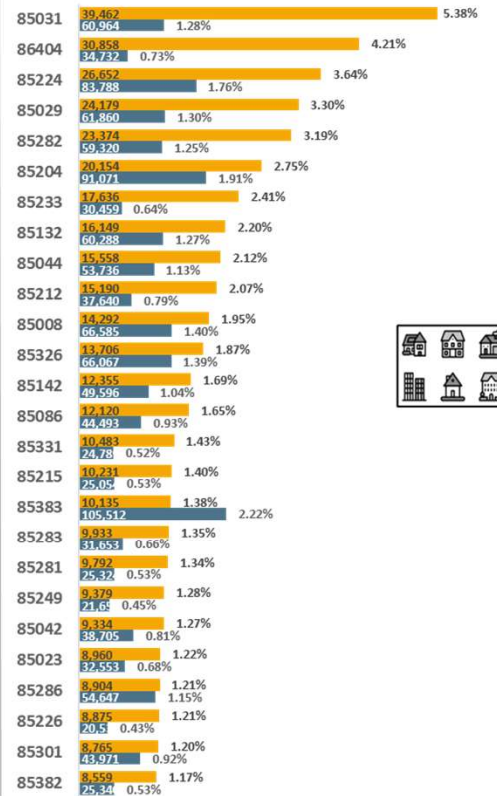


683,249 or 93.2% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank spend an average of 46.4 minutes per day driving an average of 27. miles each day and are 80.2% more likely to use Price Freeway (SE Loop 101) than the Metro average.

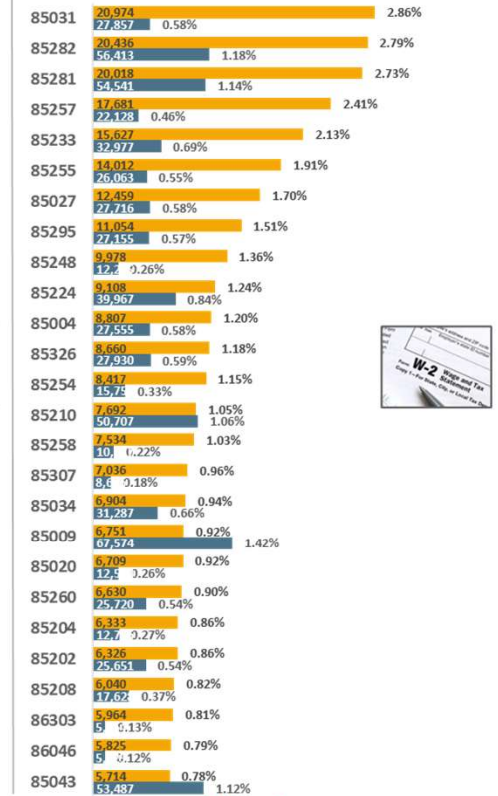
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



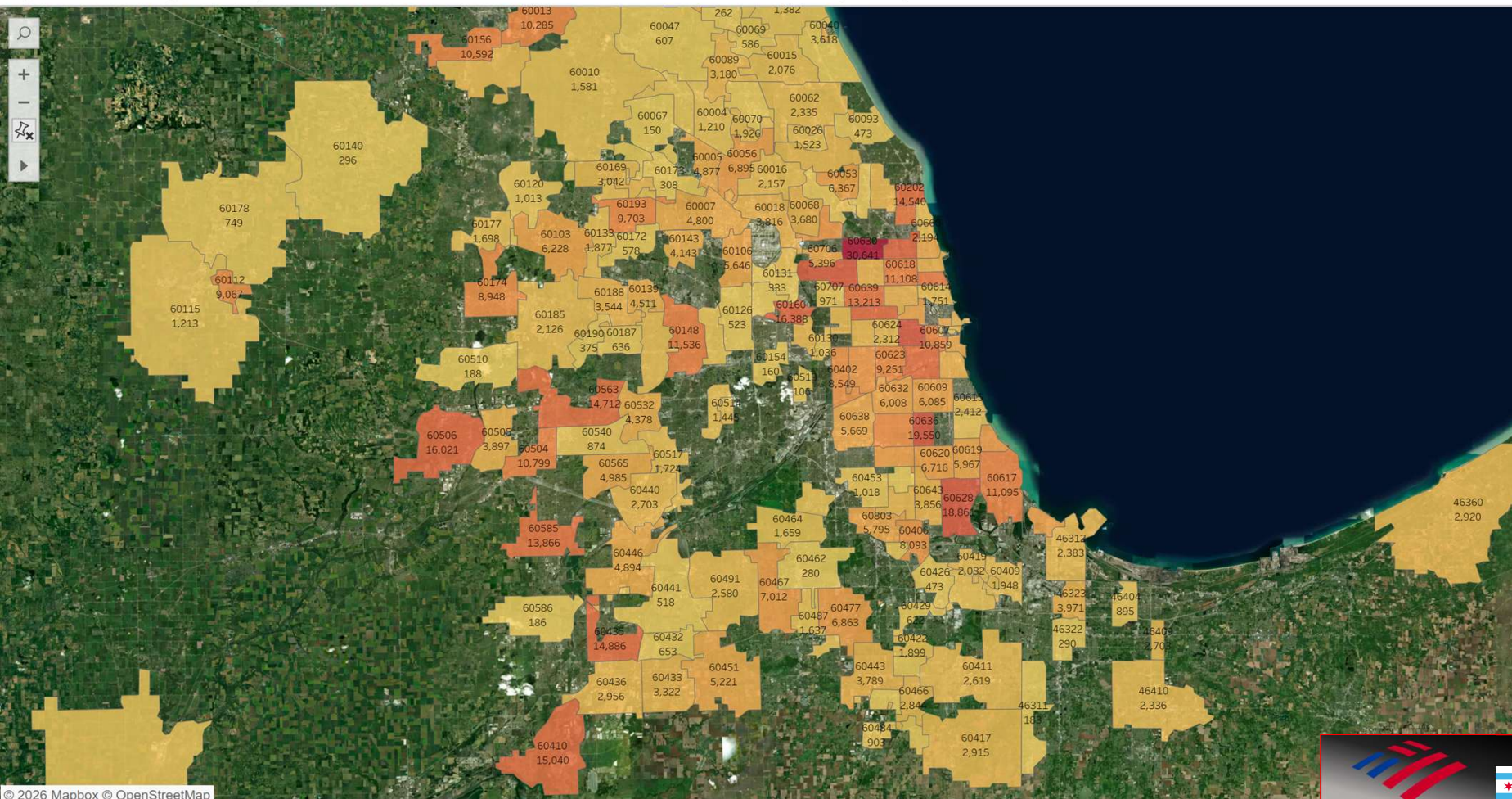
Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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



SUM(Adults 18 or older...



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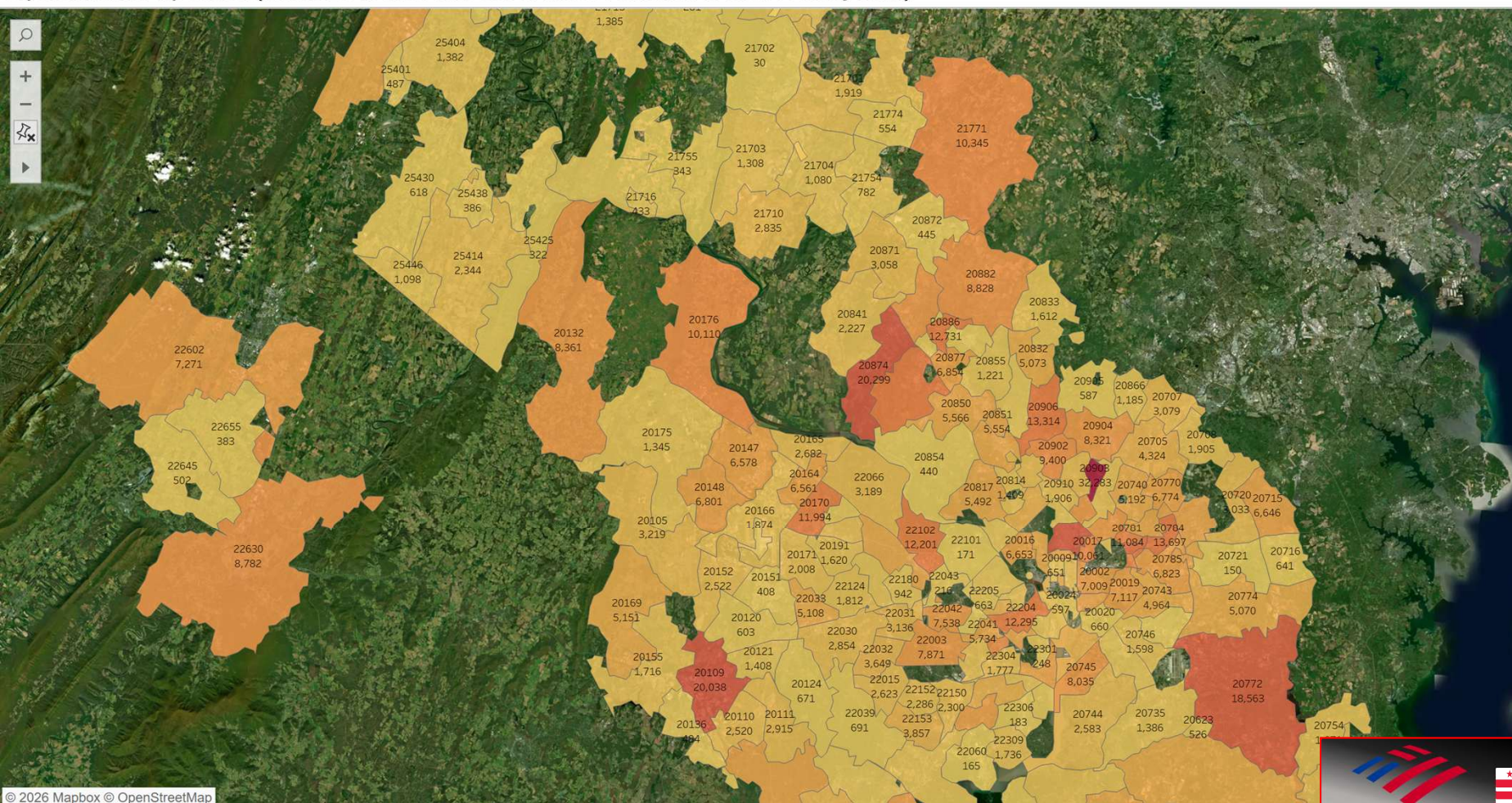


CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 434
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Banks HHLd uses (primary bank) (HHLd): Bank of America

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



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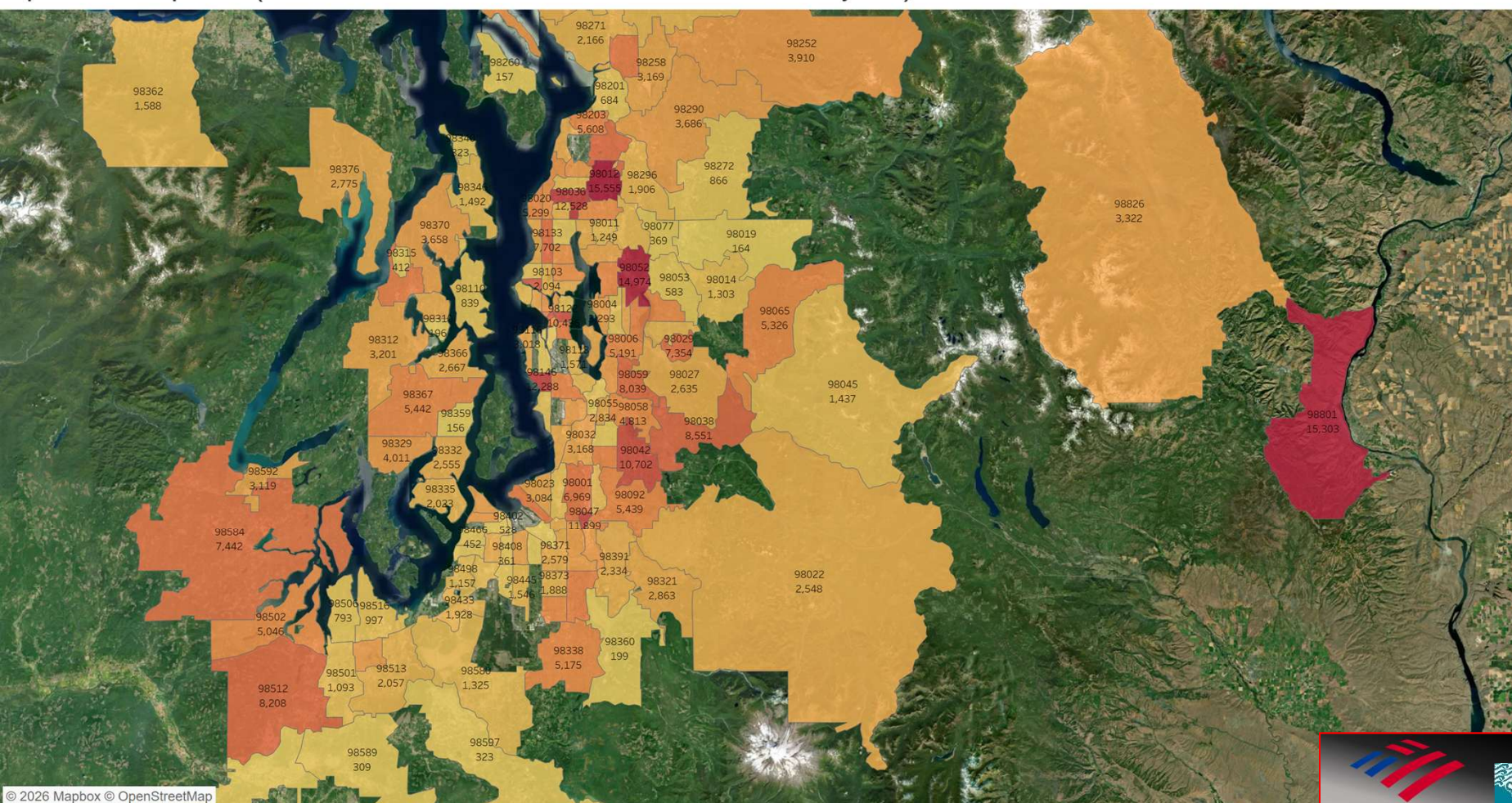
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WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intob 892

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

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



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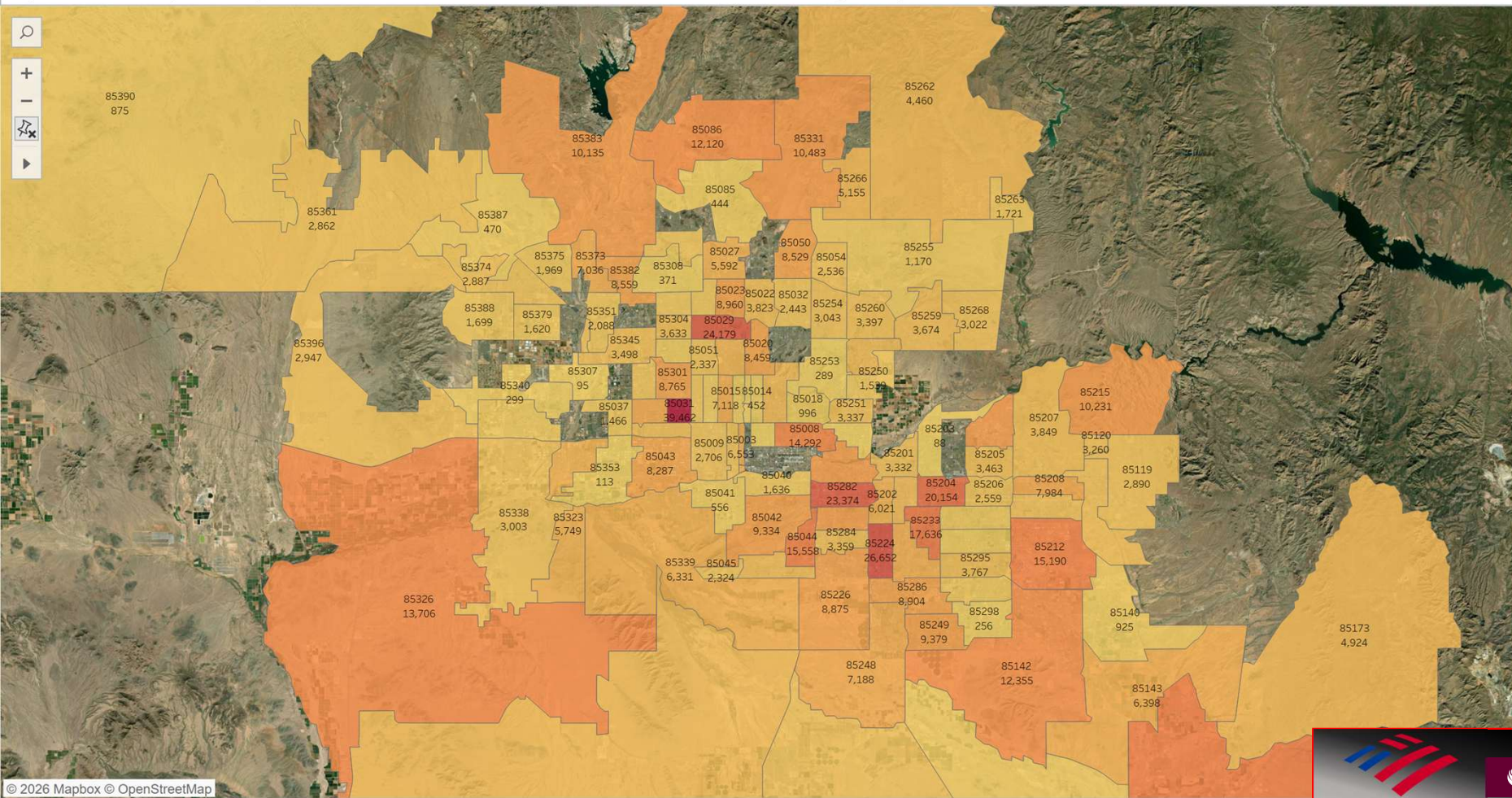


SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 572
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Banks HHLD uses (primary bank) (HHLD): Bank of America

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



SUM(Adults 18 or older...
37 39,462

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PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intob 393
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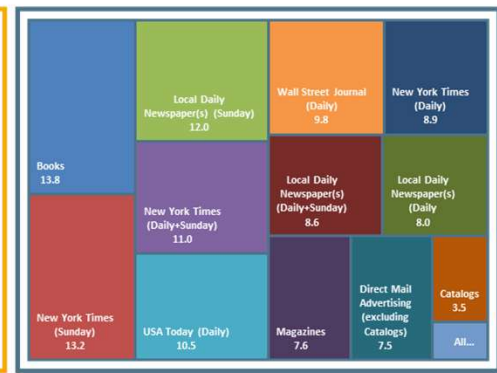
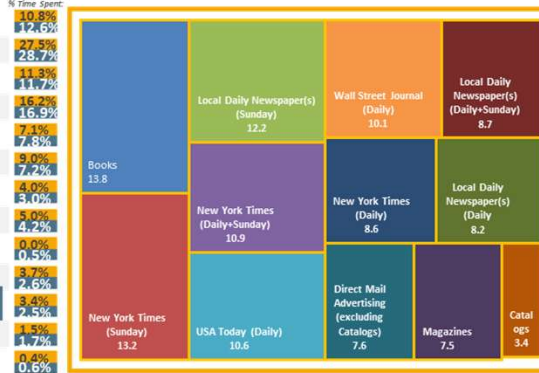
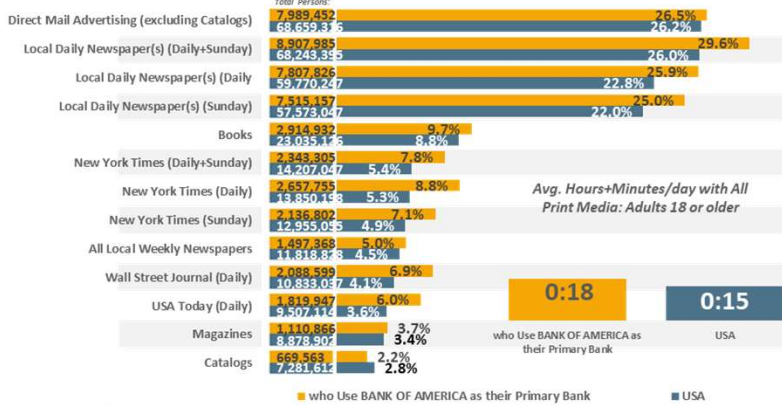
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Banks HHLN uses (primary bank) (HHLN): Bank of America

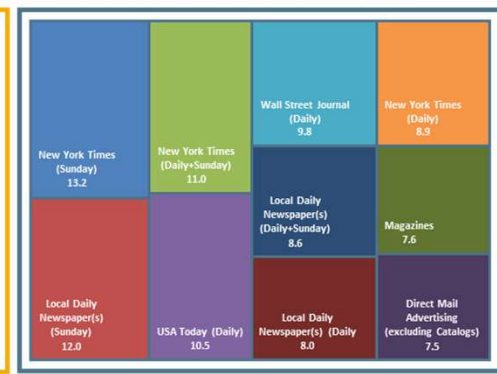
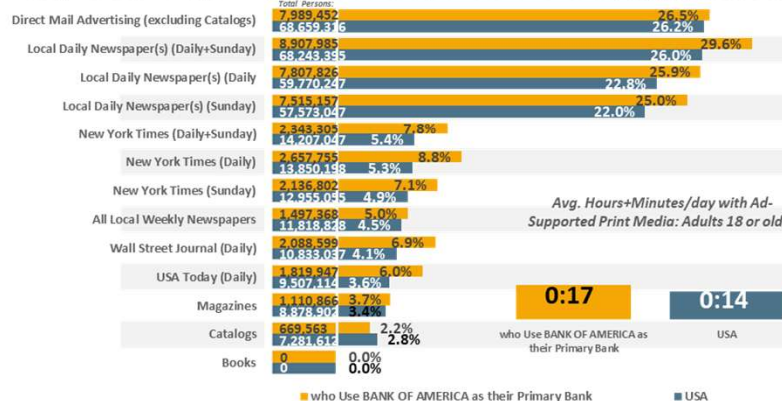


8,907,985 or 29.6% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.7 minutes every day representing 29.6% of all time spent daily with All forms of Print Media.

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



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



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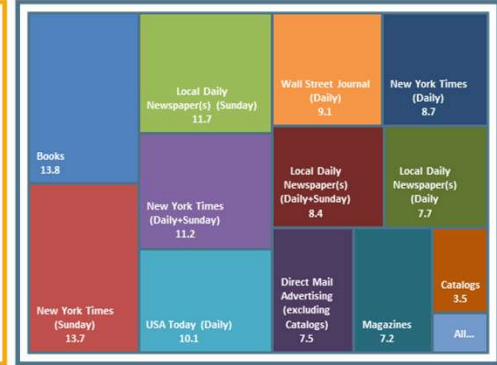
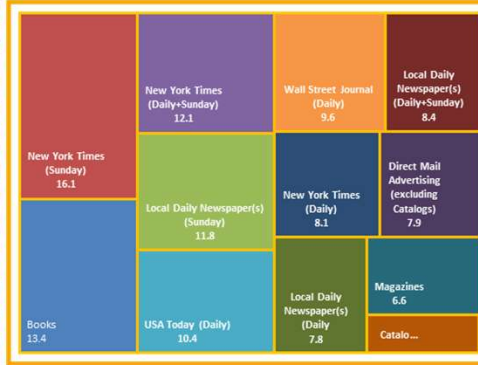
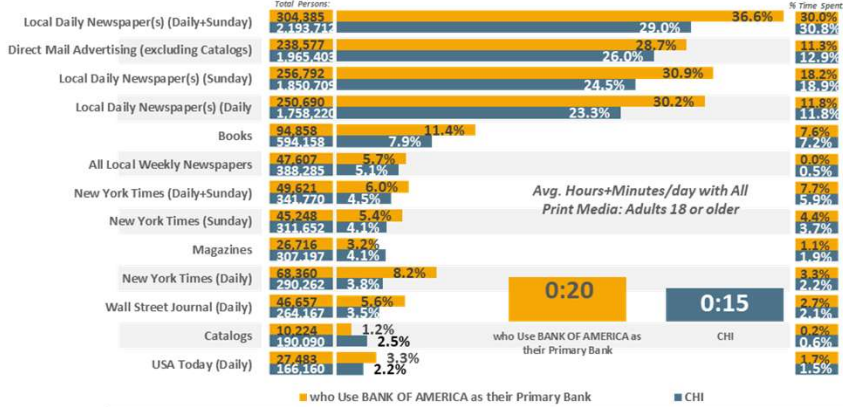
soefa.ai Share of Everything for Anything

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

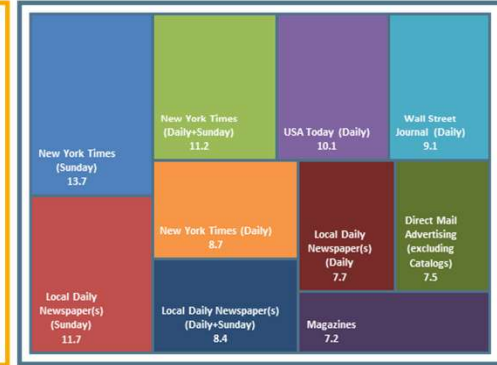
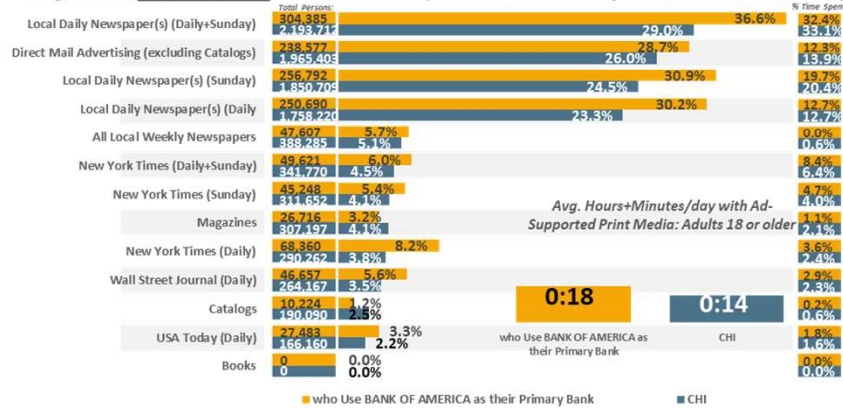


304,385 or 36.6% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.4 minutes every day representing 32.4% of all time spent daily with All forms of Print Media.

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



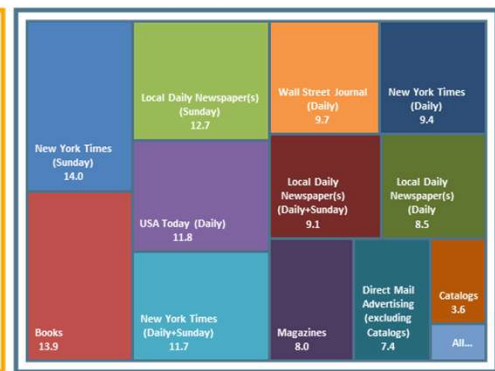
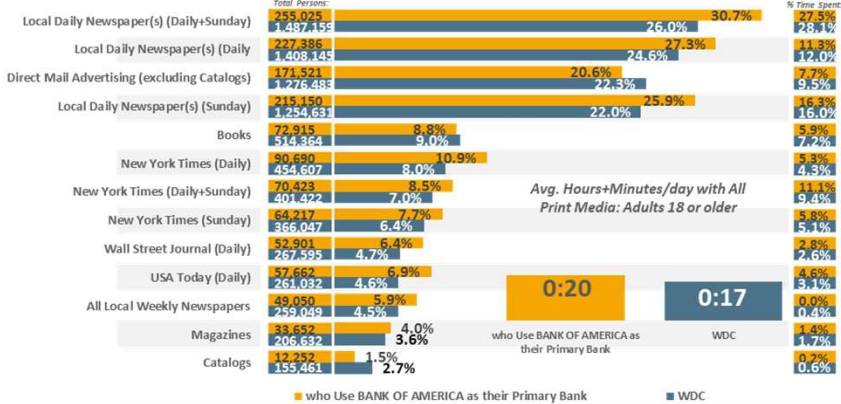
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



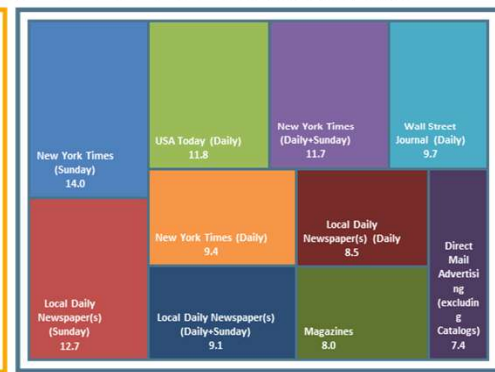
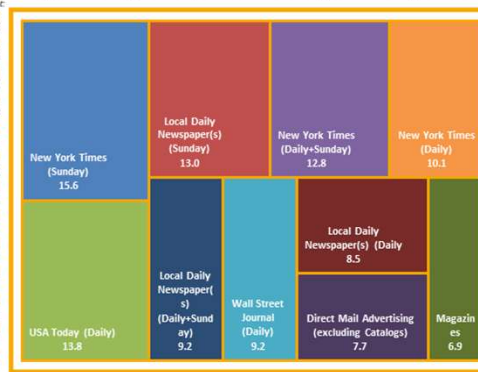
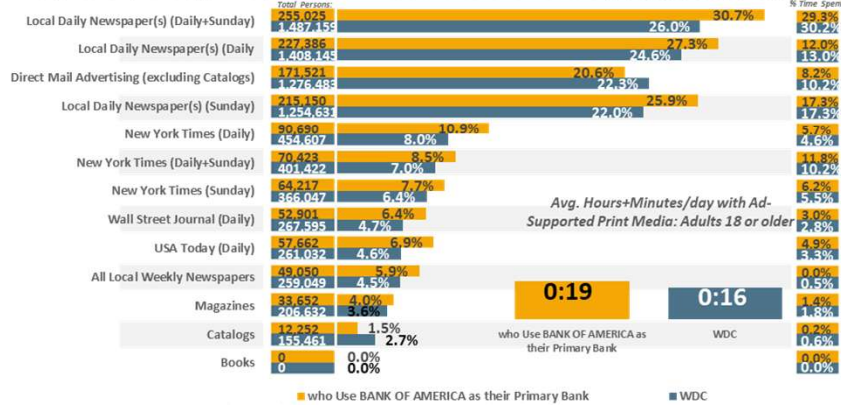


255,025 or 30.7% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.2 minutes every day representing 29.3% of all time spent daily with All forms of Print Media.

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



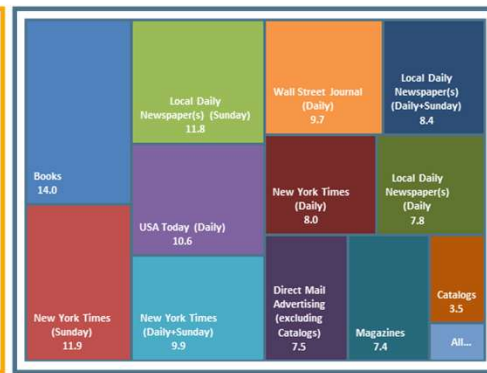
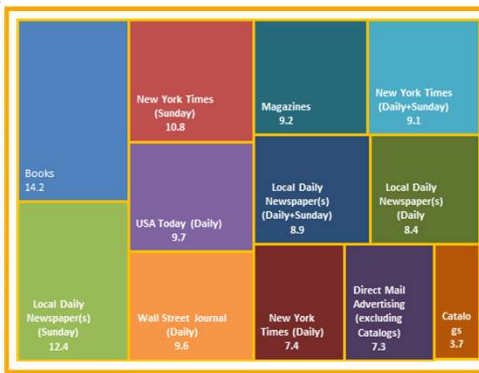
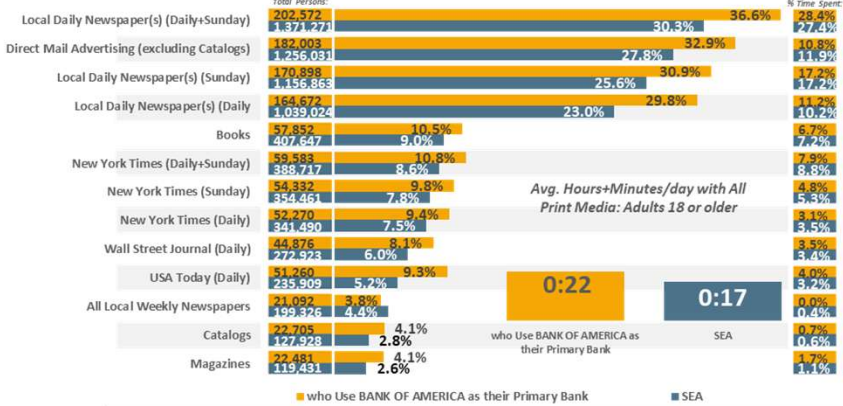
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



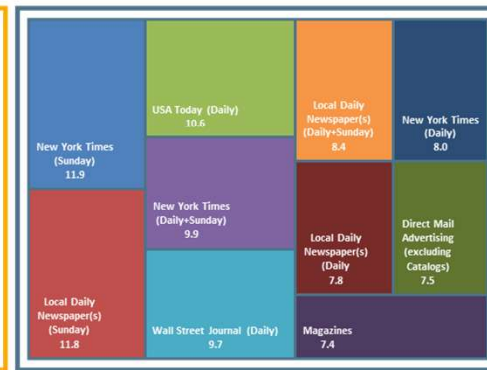
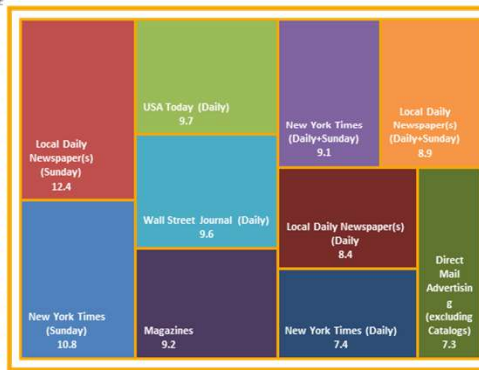
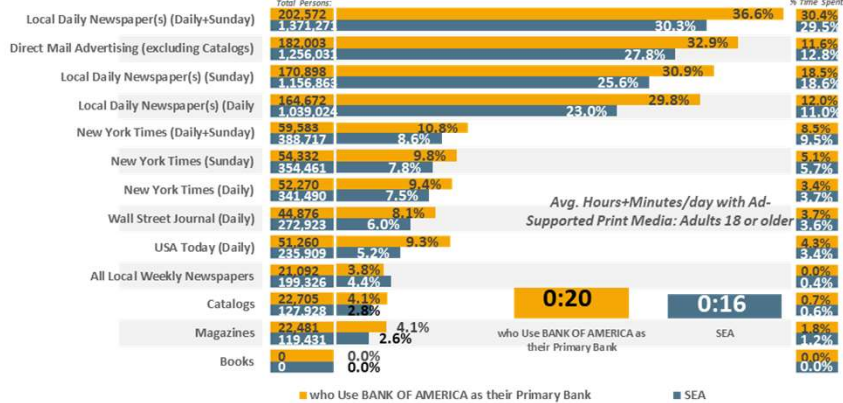


202,572 or 36.6% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.9 minutes every day representing 30.4% of all time spent daily with All forms of Print Media.

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



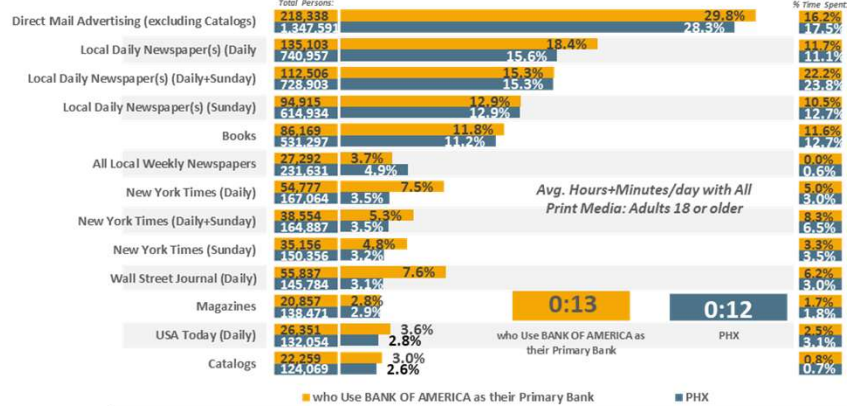
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





112,506 or 15.3% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.5 minutes every day representing 25.1% of all time spent daily with All forms of Print Media.

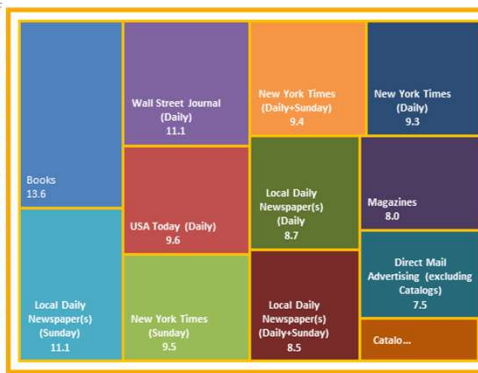
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



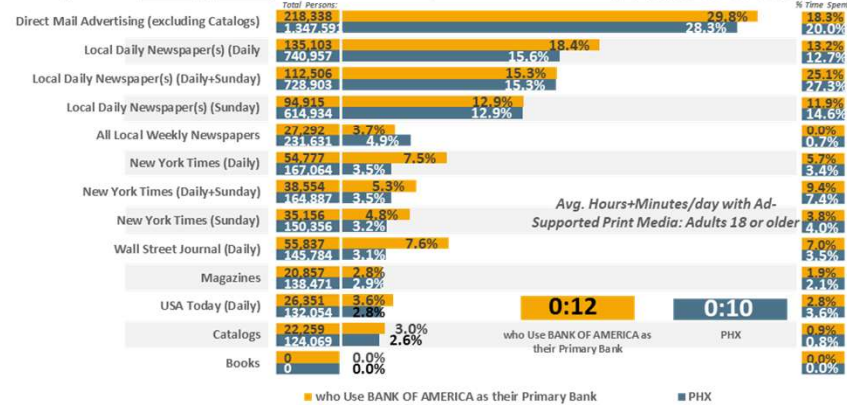
Avg. Hours+Minutes/day with All Print Media: Adults 18 or older

0:13 0:12

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



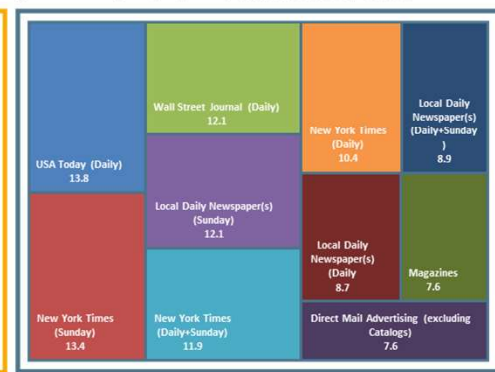
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



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

0:12 0:10

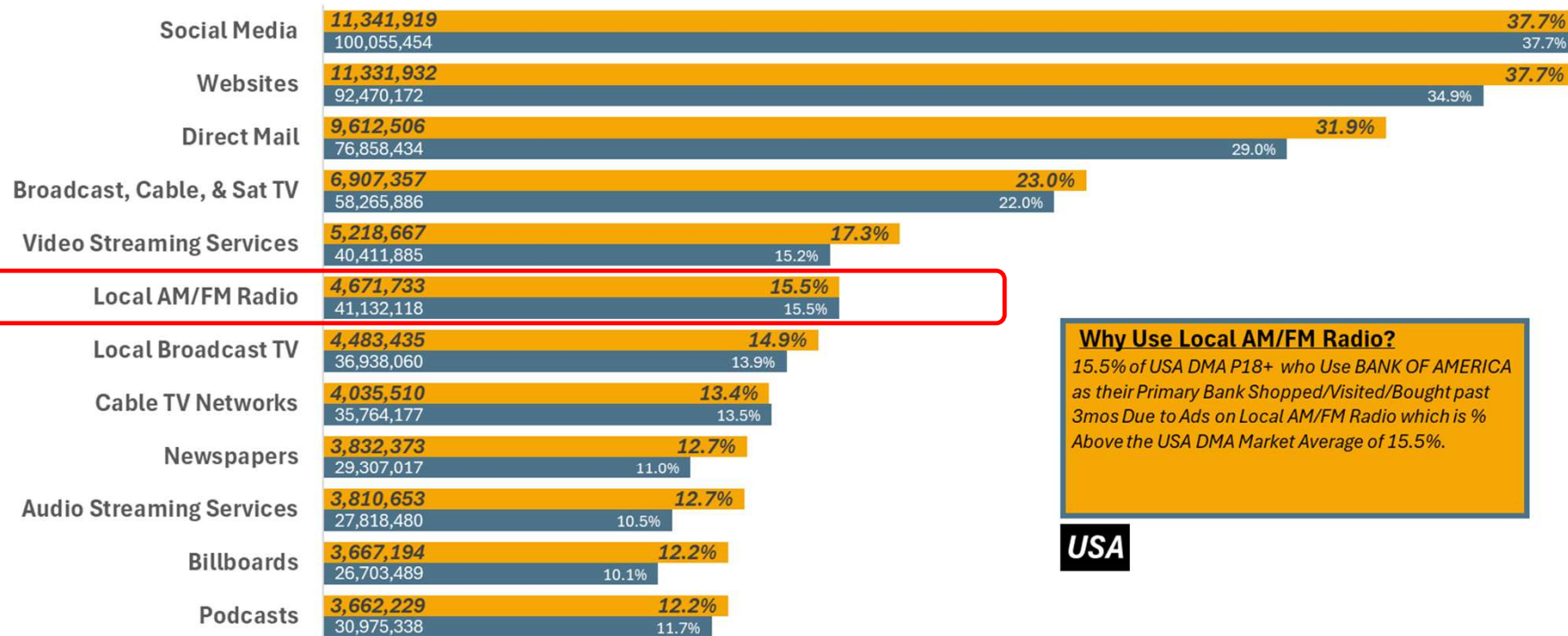
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





"Advertising Actions"

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



Why Use Local AM/FM Radio?

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

USA

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

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

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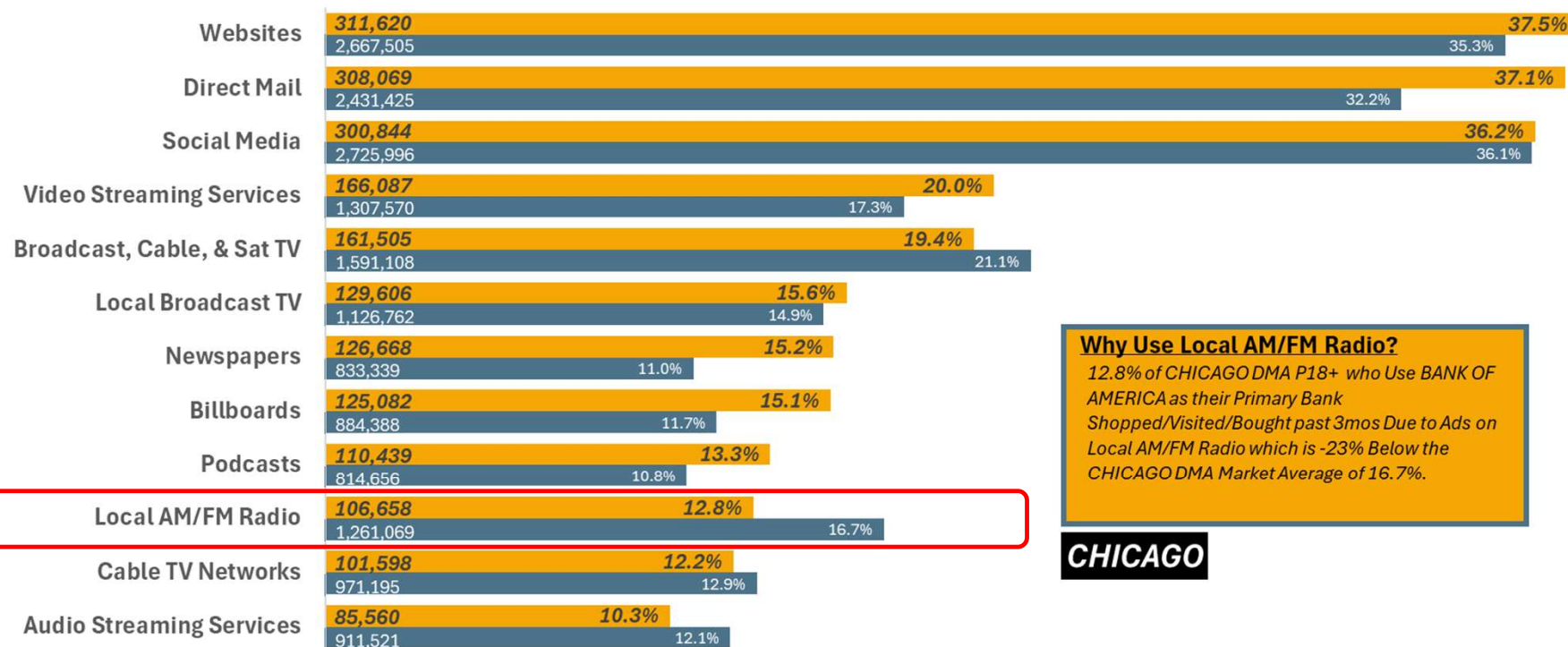
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Banks HHLD uses (primary bank) (HHLD): Bank of America



"Advertising Actions"

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



Why Use Local AM/FM Radio?

12.8% of CHICAGO DMA P18+ who Use BANK OF AMERICA as their Primary Bank Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -23% Below the CHICAGO DMA Market Average of 16.7%.

CHICAGO

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

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

CHICAGO DMA Scarborough R2 2025: Sep24-Jul25
Qual Intab: 434
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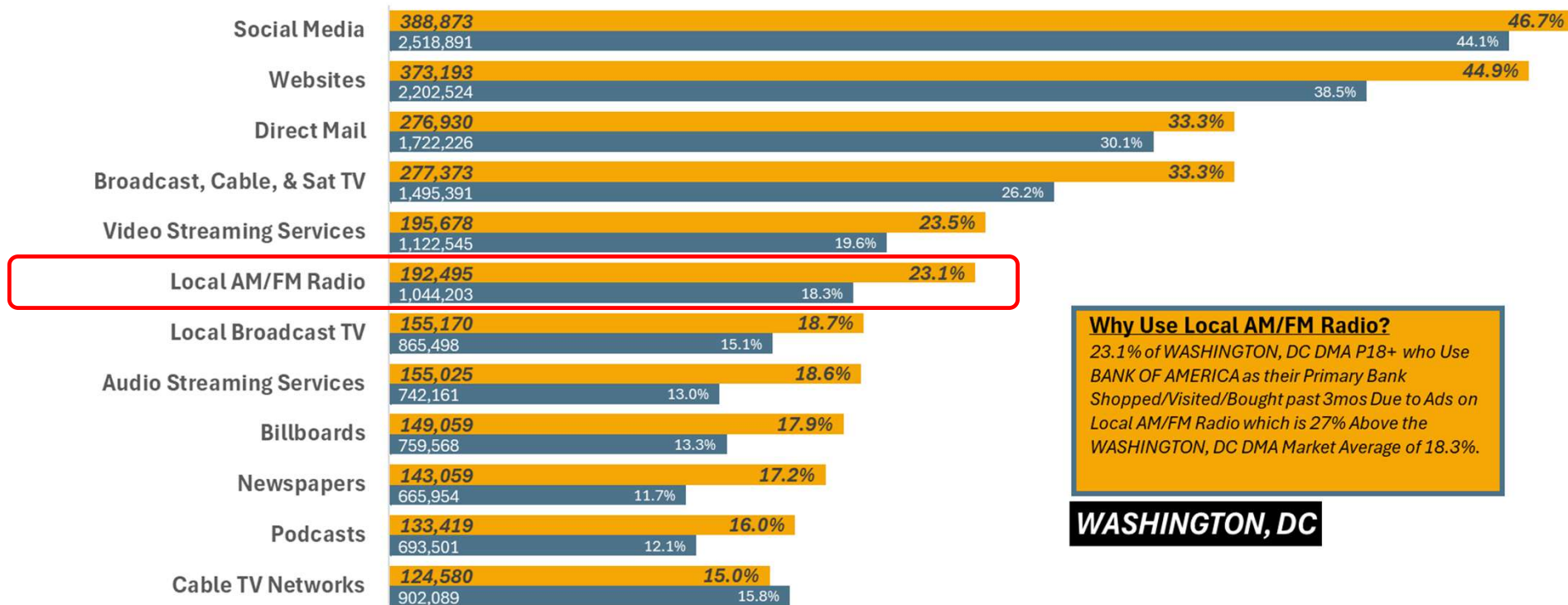
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Banks HHLD uses (primary bank) (HHLD): Bank of America



"Advertising Actions"

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



Why Use Local AM/FM Radio?

23.1% of WASHINGTON, DC DMA P18+ who Use BANK OF AMERICA as their Primary Bank Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 27% Above the WASHINGTON, DC DMA Market Average of 18.3%.

WASHINGTON, DC

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

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

WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab: 892

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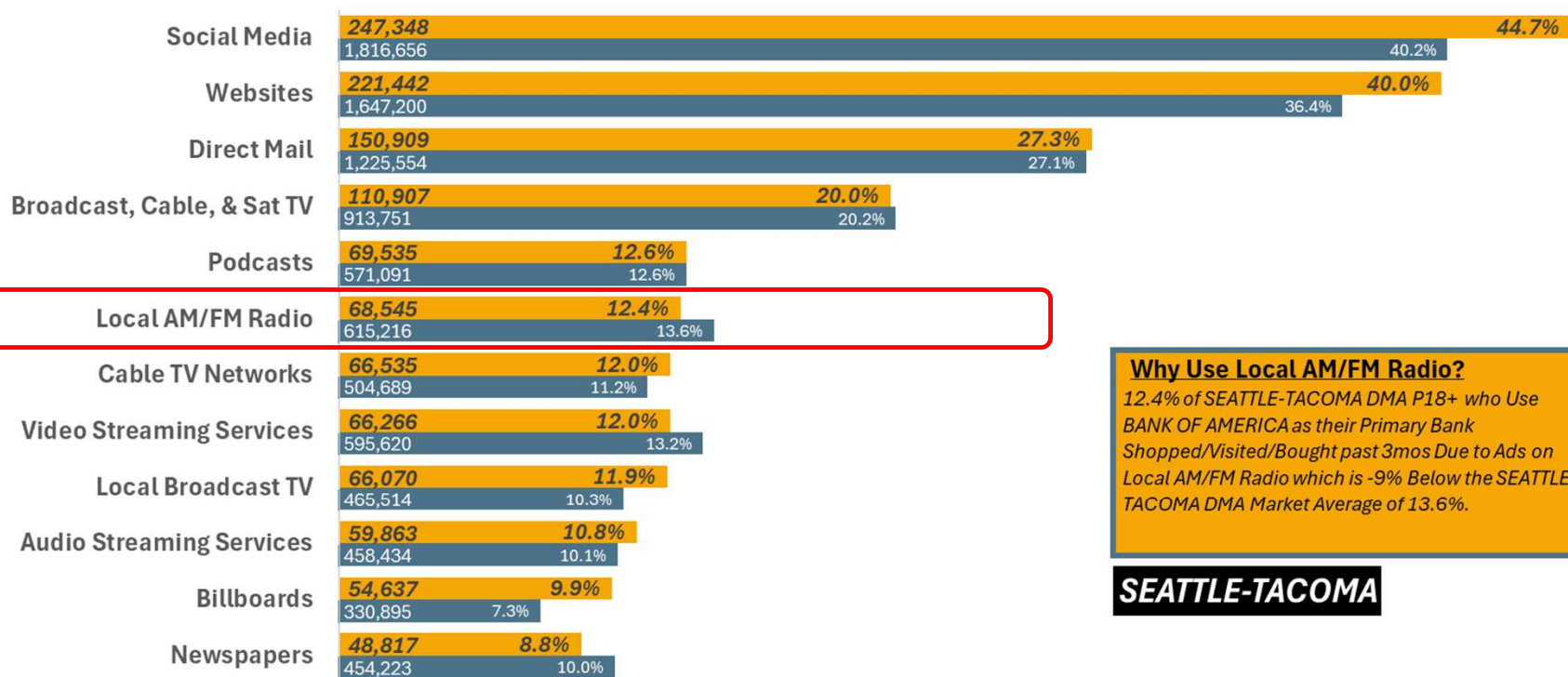
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Banks HHLD uses (primary bank) (HHLD): Bank of America



"Advertising Actions"

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



Why Use Local AM/FM Radio?

12.4% of SEATTLE-TACOMA DMA P18+ who Use BANK OF AMERICA as their Primary Bank Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -9% Below the SEATTLE-TACOMA DMA Market Average of 13.6%.

SEATTLE-TACOMA

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

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

SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 572
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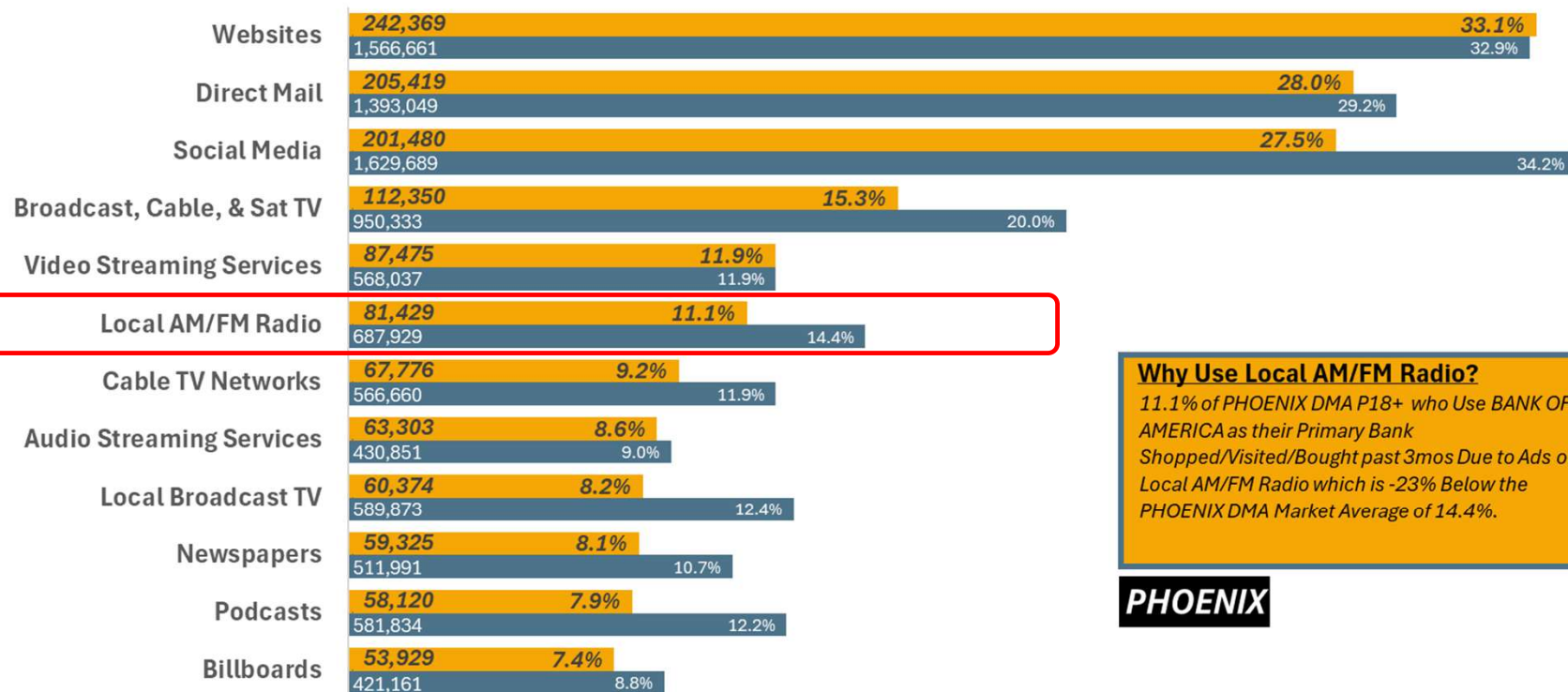
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Banks HHLD uses (primary bank) (HHLD): Bank of America



"Advertising Actions"

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



Why Use Local AM/FM Radio?

11.1% of PHOENIX DMA P18+ who Use BANK OF AMERICA as their Primary Bank Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -23% Below the PHOENIX DMA Market Average of 14.4%.

PHOENIX

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

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

PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab: 393
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Banks HHLD uses (primary bank) (HHLD): Bank of America