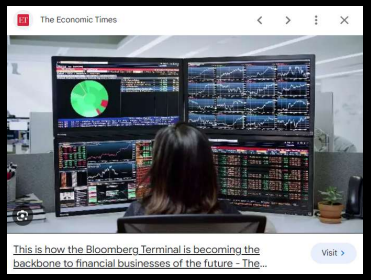
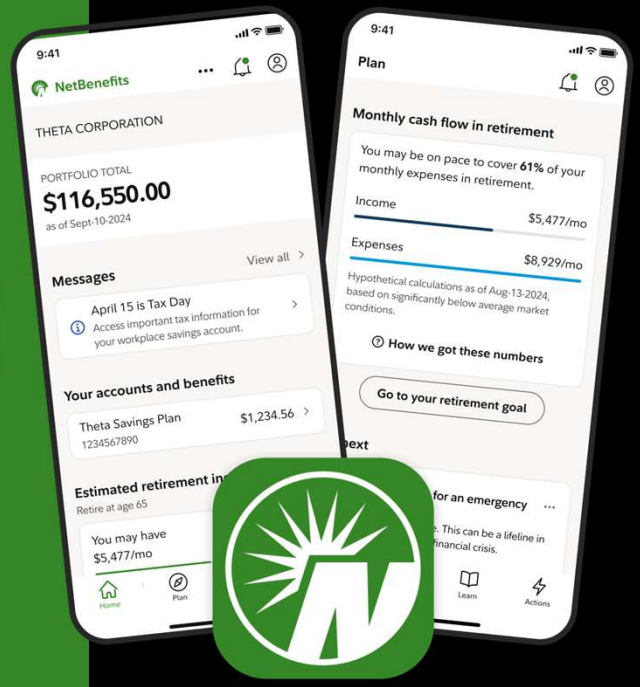
USA+4 More DMAs – P25-64 Full-Time Workers who Fund a FIDELITY 401K!

Complete Demographic & Media Use Profiles

Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI,** and **WEST PALM BEACH DMA** P25-64 **Full-Time Workers** who **Fund a FIDELITY 401K** as of March 31, 2026.





USA

MSP

STL

CIN

WPB

P25-64

The Johnson Family

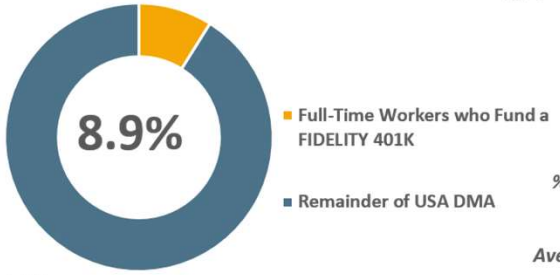
Fidelity INVESTMENTS

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

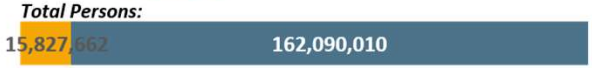
[((Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan) AND Investment institutions use: Fidelity)]

8.9% or 15,827,662 of USA DMA Adults 25 - 64 are Full-Time Workers who Fund a FIDELITY 401K. Typical Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K are 47.5 years old (6.2% older than average) and have a $197,171 (56.1% higher than average) annual household income.

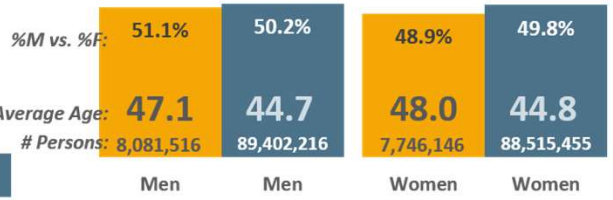
Percent of Market: Adults 25 - 64



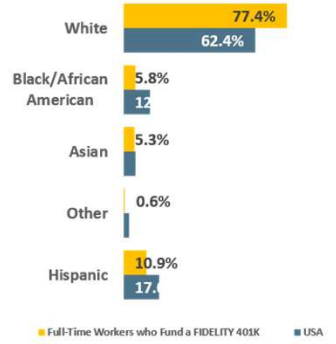
Total Persons:



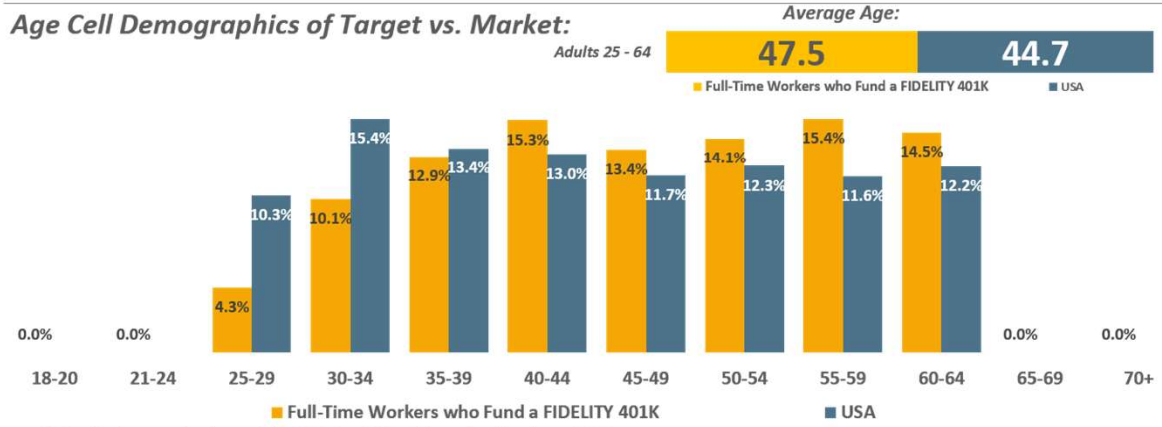
Gender of Target vs. Market: Adults 25 - 64



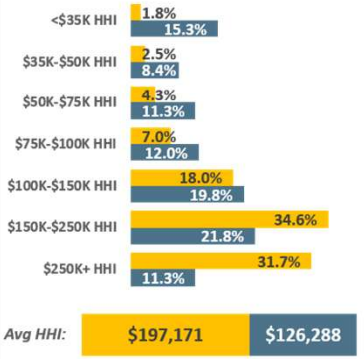
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 2,613

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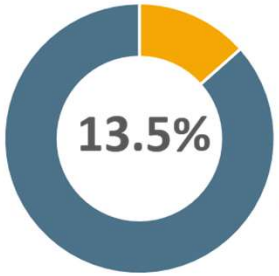
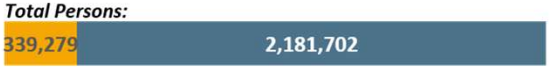
[((Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan) AND Investment institutions use: Fidelity)]

13.5% or 339,279 of MINNEAPOLIS-ST. PAUL DMA Adults 25 - 64 are Full-Time Workers who Fund a FIDELITY 401K. Typical Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K are 43.3 years old (3.7% younger than average) and have a $178,768 (40.6% higher than average) annual household income.

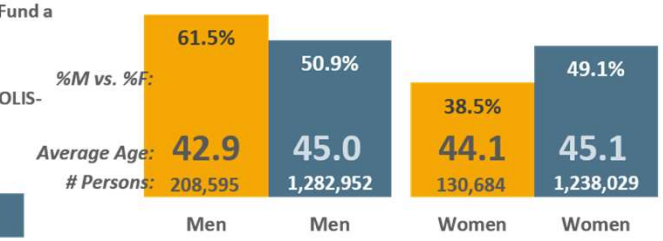
Percent of Market: Adults 25 - 64



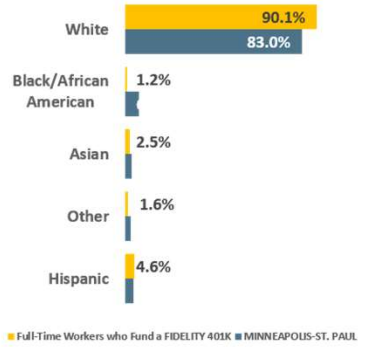
Total Persons:



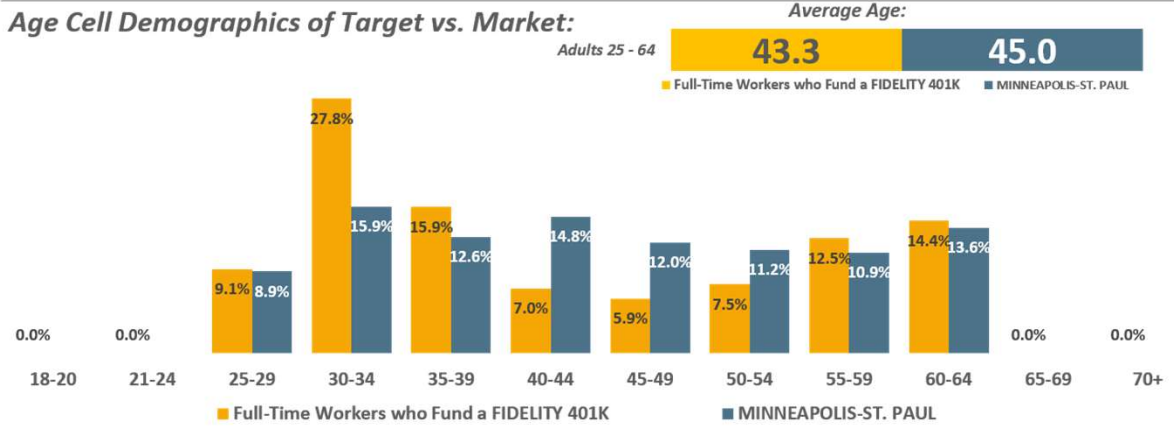
Gender of Target vs. Market: Adults 25 - 64



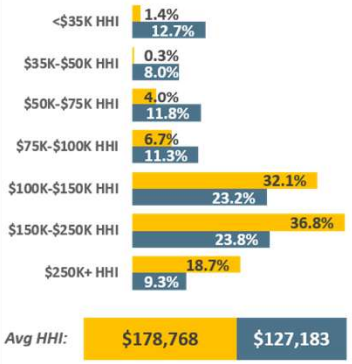
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 143

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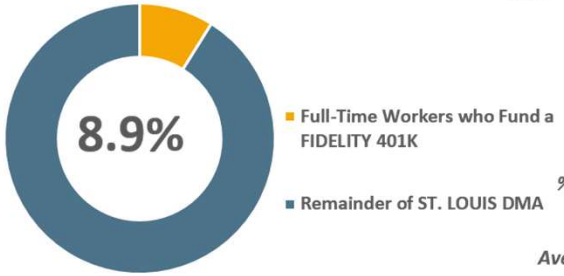
[((Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan) AND Investment institutions use: Fidelity)]

8.9% or 142,619 of ST. LOUIS DMA Adults 25 - 64 are Full-Time Workers who Fund a FIDELITY 401K. Typical Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K are 47.2 years old (4.5% older than average) and have a $170,986 (53.4% higher than average) annual household income.

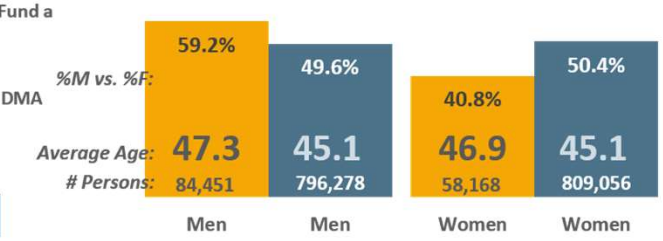
Percent of Market: Adults 25 - 64



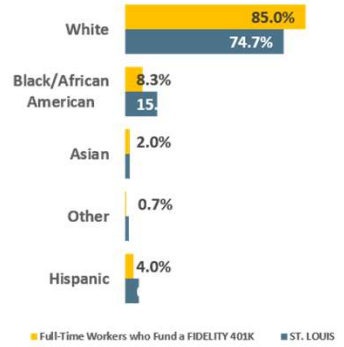
Total Persons:

142,619 | 1,462,715

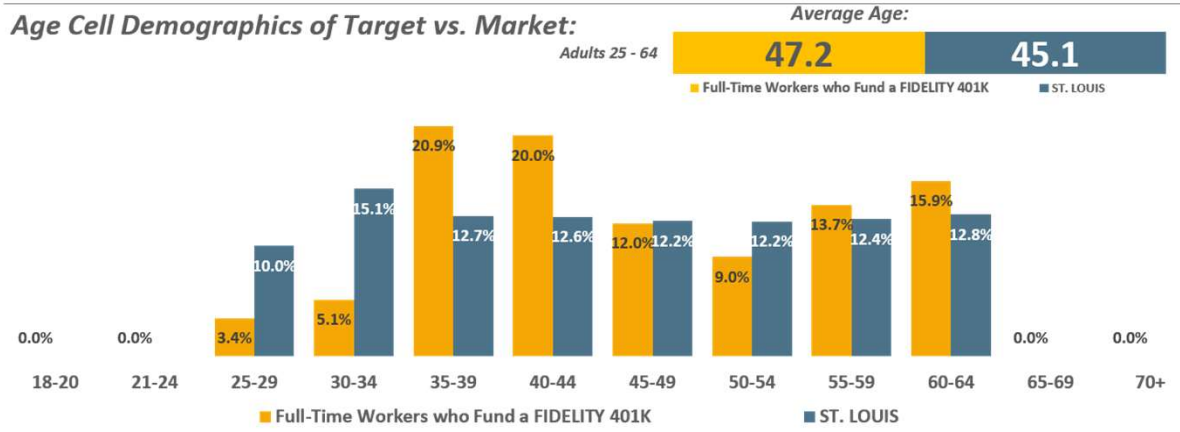
Gender of Target vs. Market: Adults 25 - 64



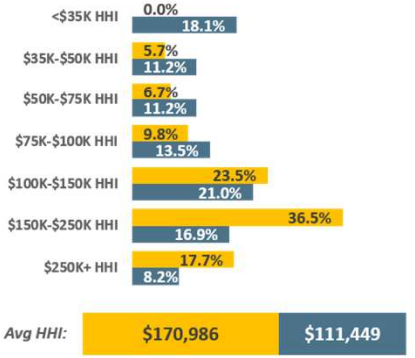
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 128

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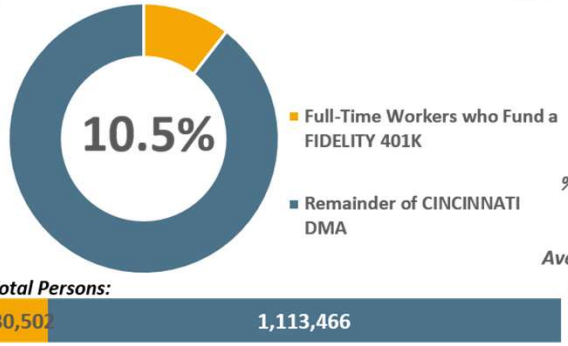
[((Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan) AND Investment institutions use: Fidelity)]

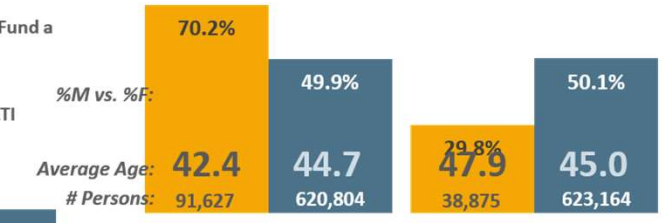
10.5% or 130,502 of CINCINNATI DMA Adults 25 - 64 are Full-Time Workers who Fund a FIDELITY 401K. Typical Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K are 44. years old (1.8% younger than average) and have a $176,946 (57.4% higher than average) annual household income.

Percent of Market: Adults 25 - 64

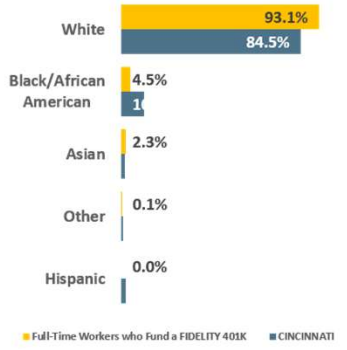


Total Persons:

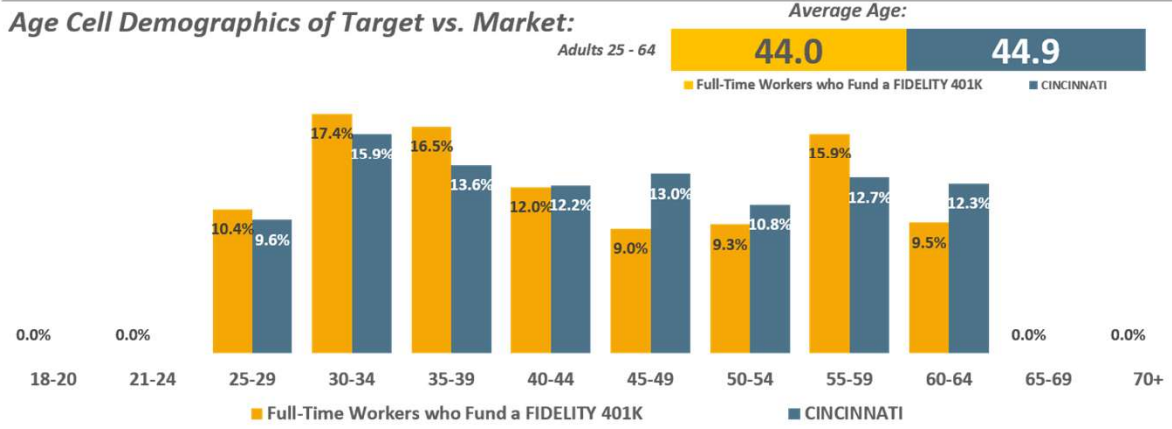
Gender of Target vs. Market: Adults 25 - 64



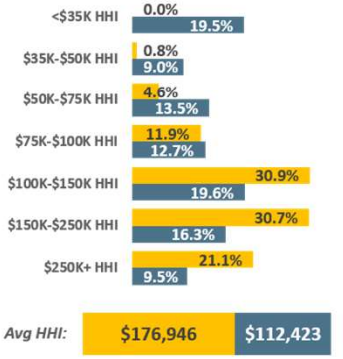
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 117

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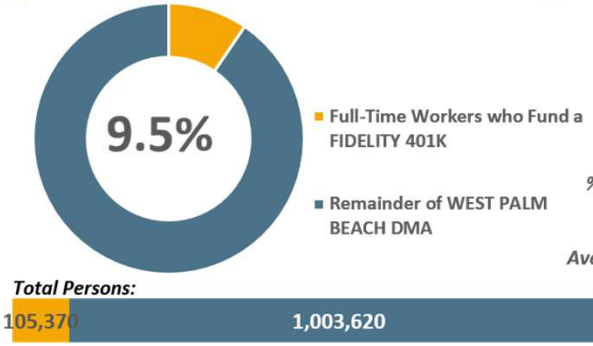
[((Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan) AND Investment institutions use: Fidelity)]

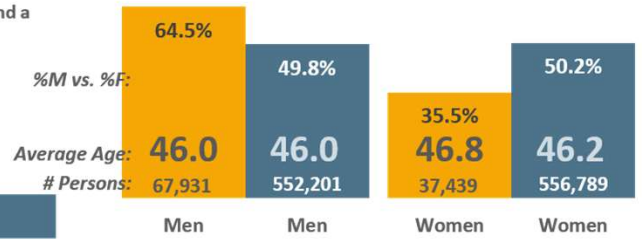
9.5% or 105,370 of WEST PALM BEACH DMA Adults 25 - 64 are Full-Time Workers who Fund a FIDELITY 401K. Typical Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K are 46.3 years old (.4% older than average) and have a $165,120 (47.9% higher than average) annual household income.

Percent of Market: Adults 25 - 64

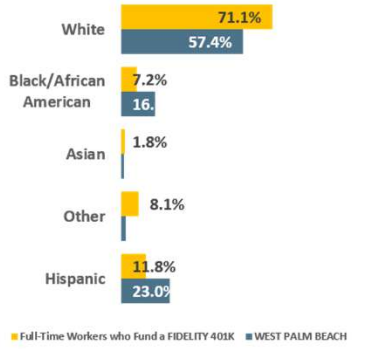


Total Persons:

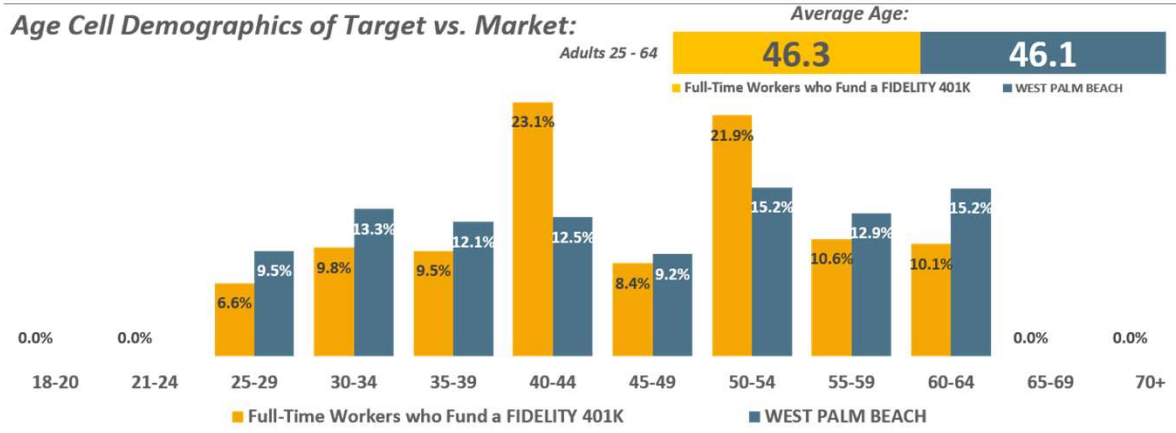
Gender of Target vs. Market: Adults 25 - 64



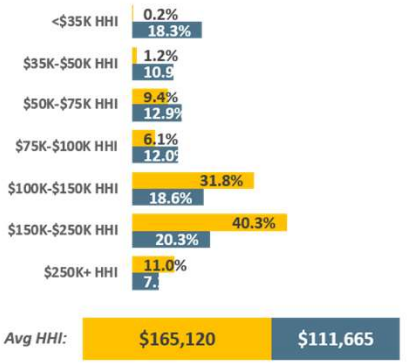
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



WEST PALM BEACH DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 123

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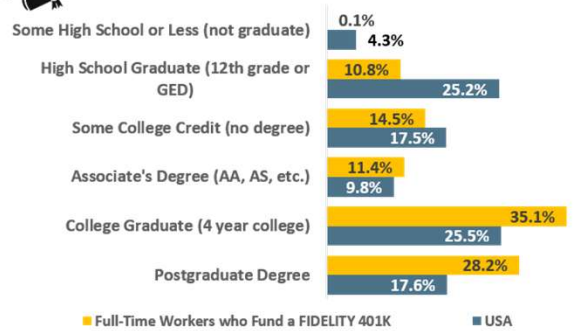
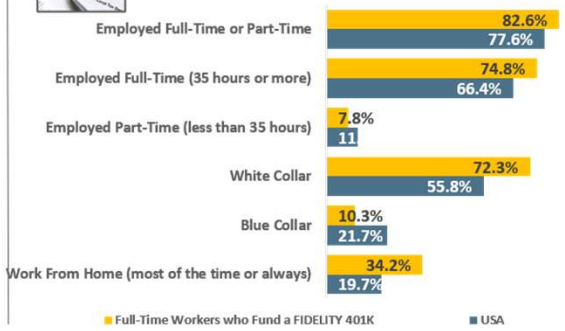
[((Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan) AND Investment institutions use: Fidelity)]

8.9% or 15,827,662 of USA DMA Adults 25 - 64 are Full-Time Workers who Fund a FIDELITY 401K. Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K are 46.7% more likely to be a college graduate, 12.6% more likely to work full-time, 47.7% more likely to be married, 7.8% more likely to be a parent of 1 or more children under 18.

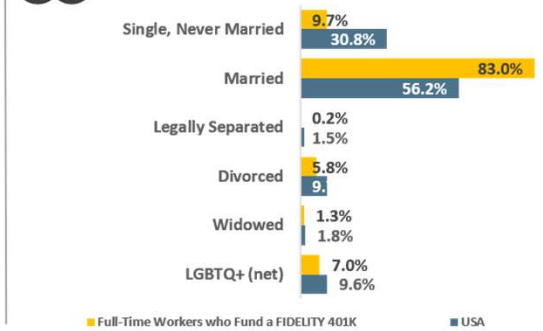
Education Levels: Adults 25 - 64



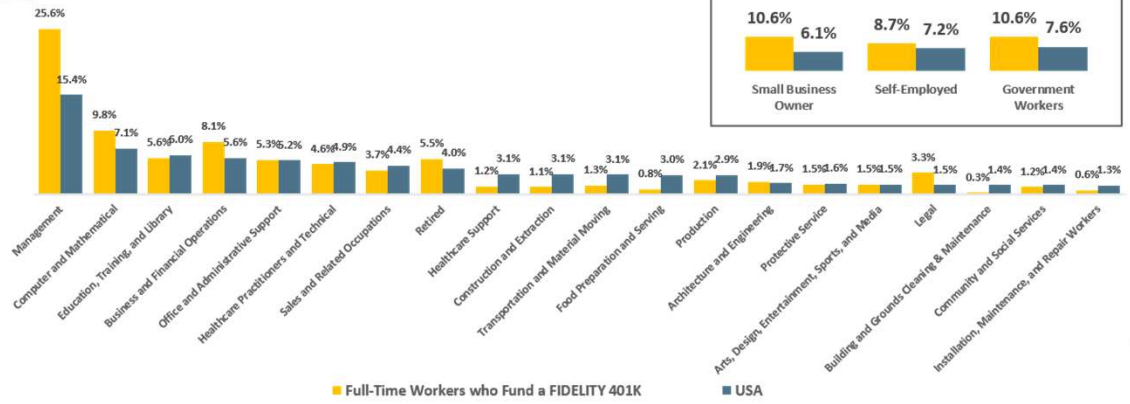
Employment: Adults 25 - 64



Marital Status: Adults 25 - 64

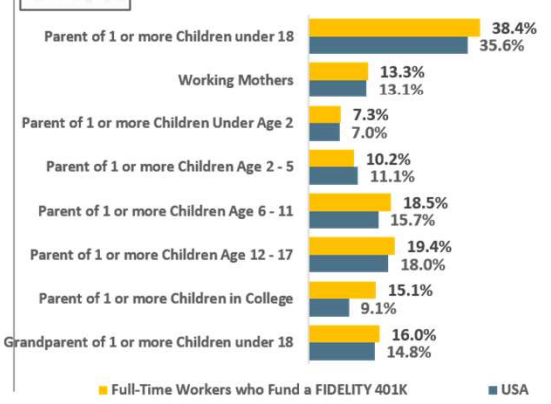


Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Government Workers

Stage in Life: Adults 25 - 64



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 2,613

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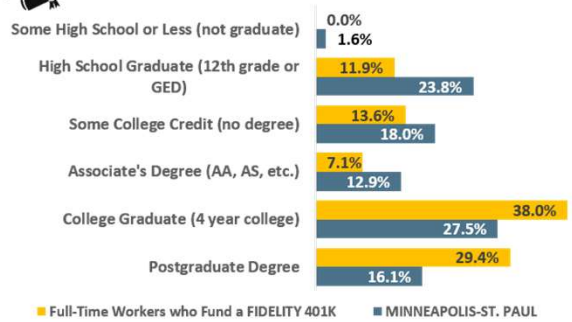
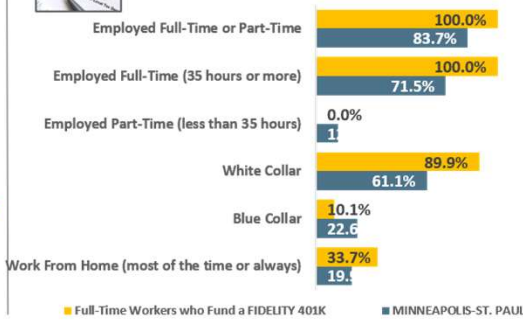
[((Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan) AND Investment institutions use: Fidelity)]

13.5% or 339,279 of MINNEAPOLIS-ST. PAUL DMA Adults 25 - 64 are Full-Time Workers who Fund a FIDELITY... Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K are 54.5% more likely to be a college graduate, 39.8% more likely to work full-time, 24.9% more likely to be married, 2.8% more likely to be a parent of 1 or more children under 18.

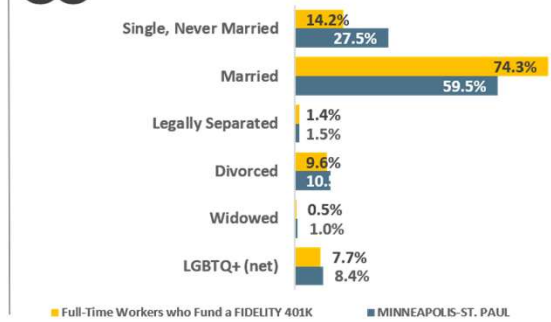
Education Levels: Adults 25 - 64



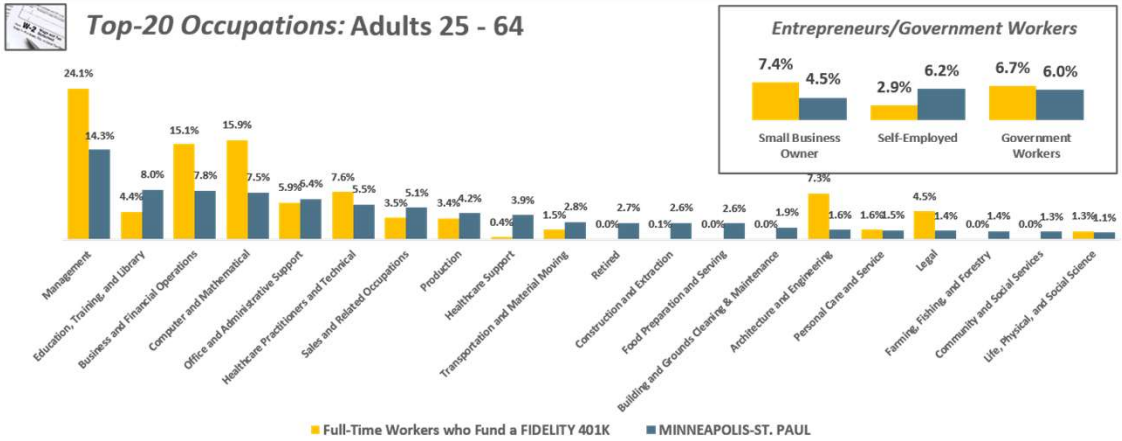
Employment: Adults 25 - 64



Marital Status: Adults 25 - 64

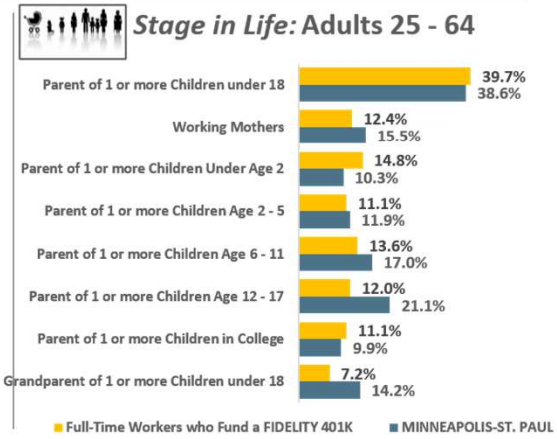


Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Government Workers

Stage in Life: Adults 25 - 64



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 143

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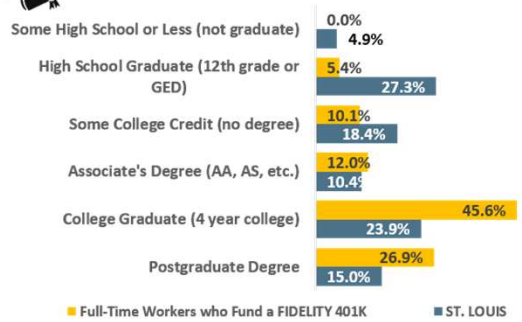
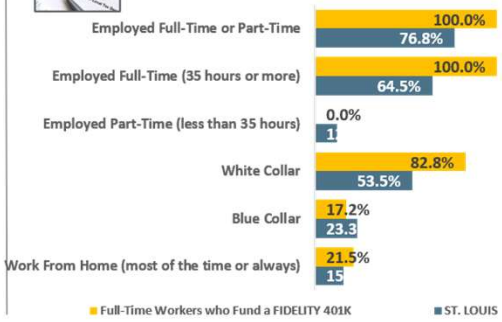
[((Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan) AND Investment institutions use: Fidelity)]

8.9% or 142,619 of ST. LOUIS DMA Adults 25 - 64 are Full-Time Workers who Fund a FIDELITY 401K. Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K are 86.3% more likely to be a college graduate, 55.% more likely to work full-time, 29.7% more likely to be married, 18.7% less likely to be a parent of 1 or more children under 18.

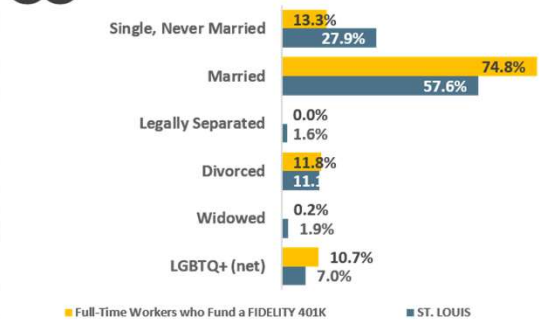
Education Levels: Adults 25 - 64



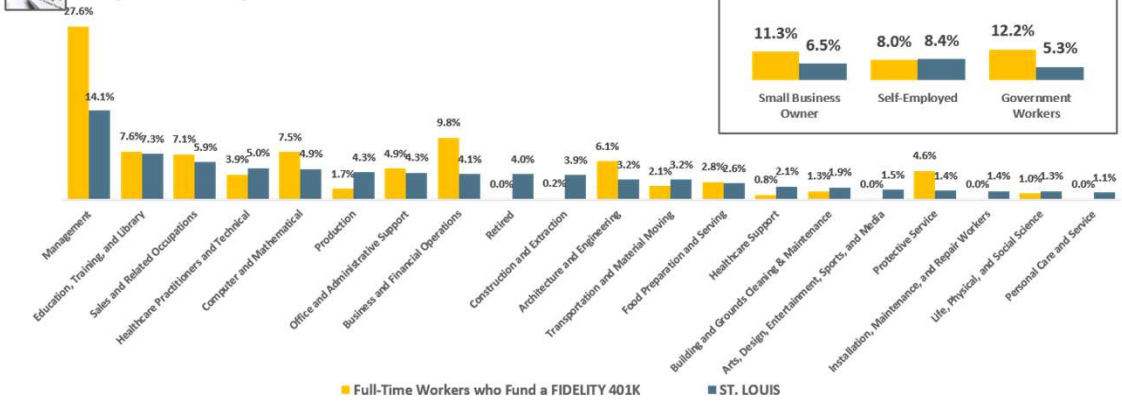
Employment: Adults 25 - 64



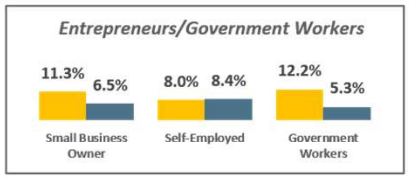
Marital Status: Adults 25 - 64



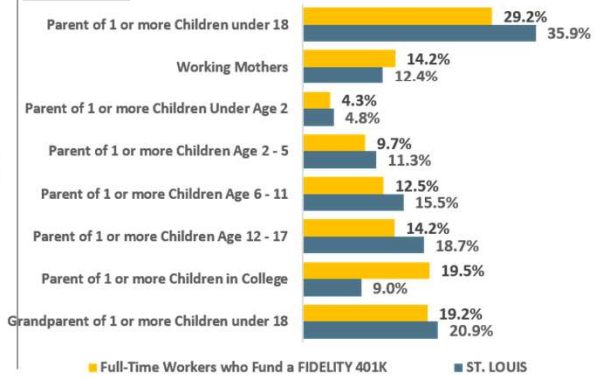
Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Government Workers



Stage in Life: Adults 25 - 64



ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 128

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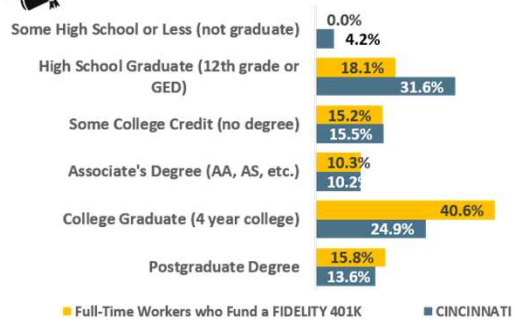
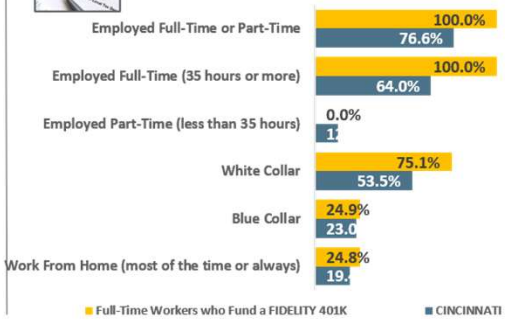
[((Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan) AND Investment institutions use: Fidelity)]

10.5% or 130,502 of CINCINNATI DMA Adults 25 - 64 are Full-Time Workers who Fund a FIDELITY 401K. Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K are 46.2% more likely to be a college graduate, 56.3% more likely to work full-time, 13.5% more likely to be married, 3.% less likely to be a parent of 1 or more children under 18.

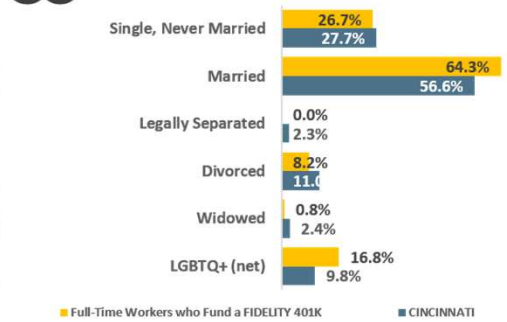
Education Levels: Adults 25 - 64



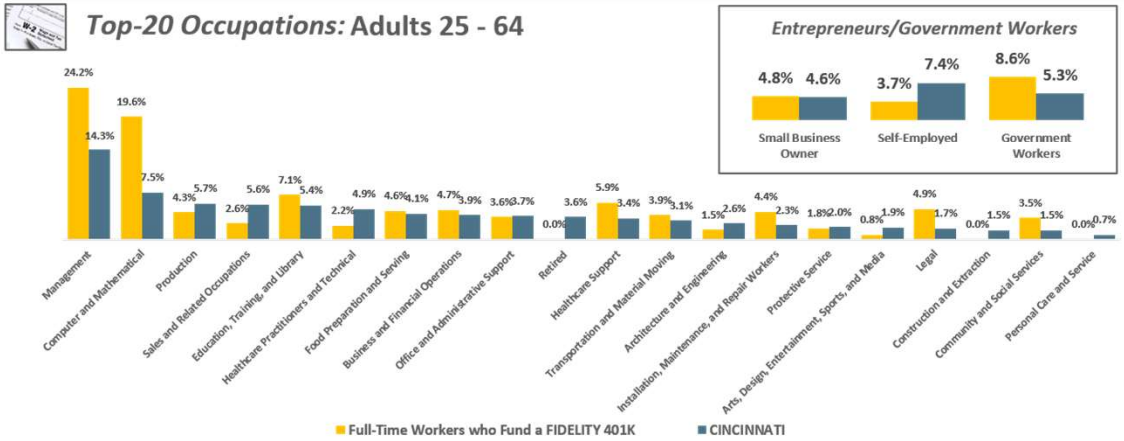
Employment: Adults 25 - 64



Marital Status: Adults 25 - 64

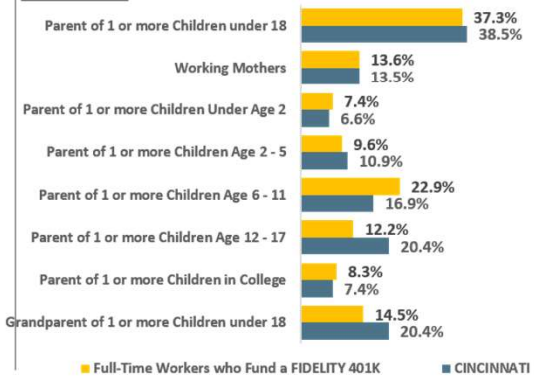


Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Government Workers

Stage in Life: Adults 25 - 64



CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 117

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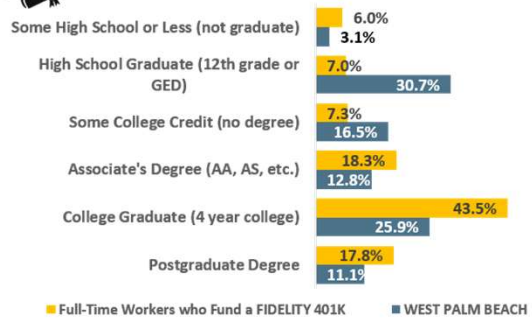
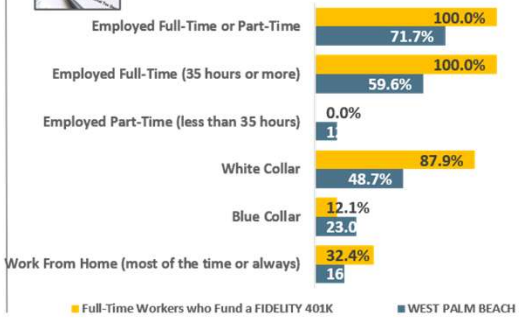
[((Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan) AND Investment institutions use: Fidelity)]

9.5% or 105,370 of WEST PALM BEACH DMA Adults 25 - 64 are Full-Time Workers who Fund a FIDELITY 401K. Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K are 65.9% more likely to be a college graduate, 67.8% more likely to work full-time, 28.% more likely to be married, 11.5% more likely to be a parent of 1 or more children under 18.

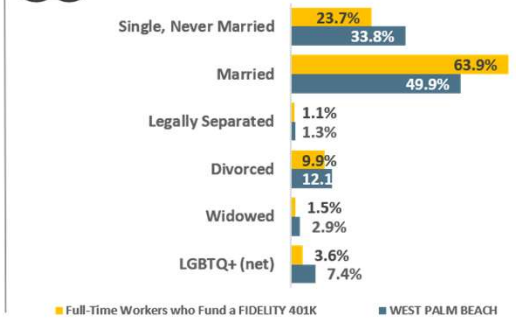
Education Levels: Adults 25 - 64



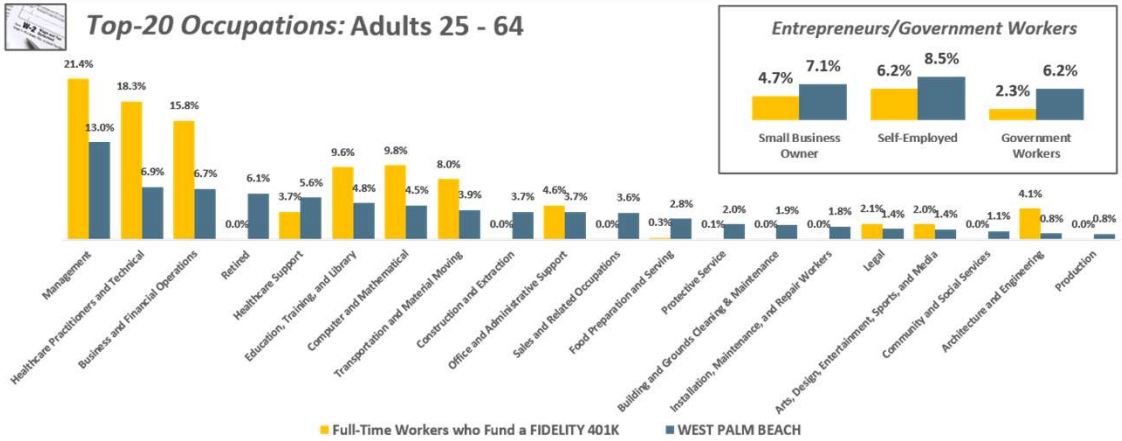
Employment: Adults 25 - 64



Marital Status: Adults 25 - 64

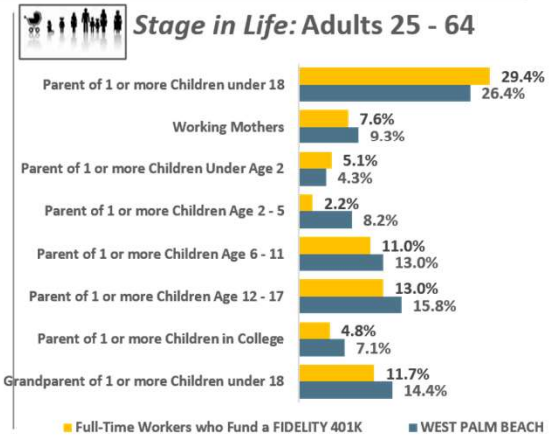


Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Government Workers

Stage in Life: Adults 25 - 64



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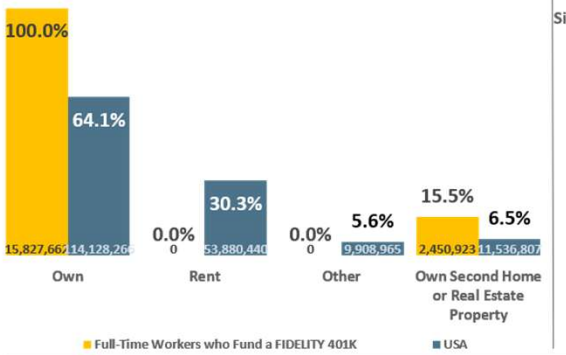
[((Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan) AND Investment institutions use: Fidelity)]

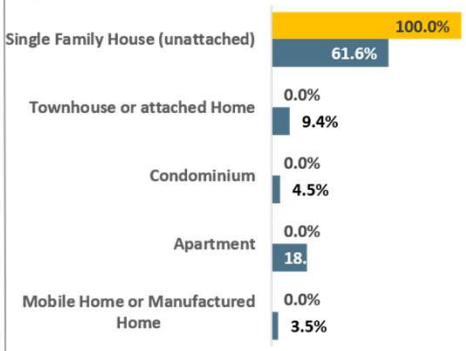
USA

8.9% or 15,827,662 of USA DMA Adults 25 - 64 are Full-Time Workers who Fund a FIDELITY 401K. Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K are 55.9% more likely to own their home, 37.4% more likely to own a higher valued home, 62.2% more likely to have a single-family home, 43.1% more likely to have a dog.

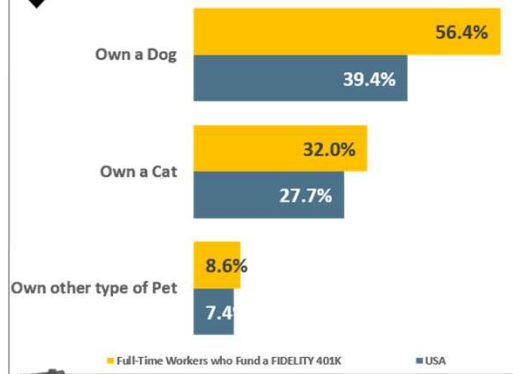
Own/Rent/Other: Adults 25 - 64



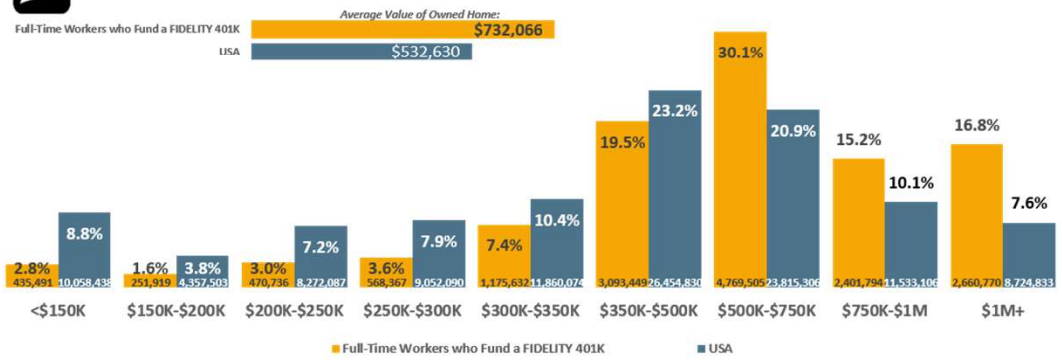
Type of Home: Adults 25 - 64



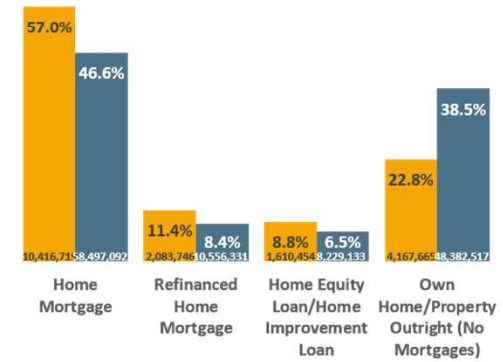
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 2,613

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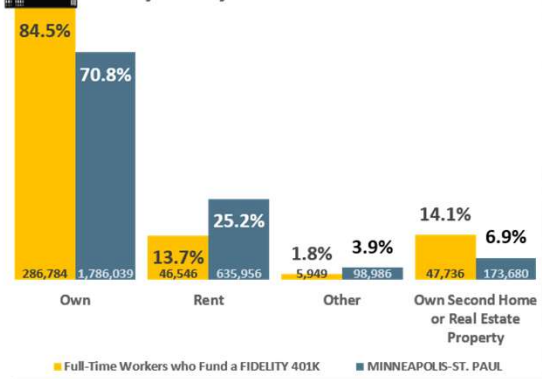
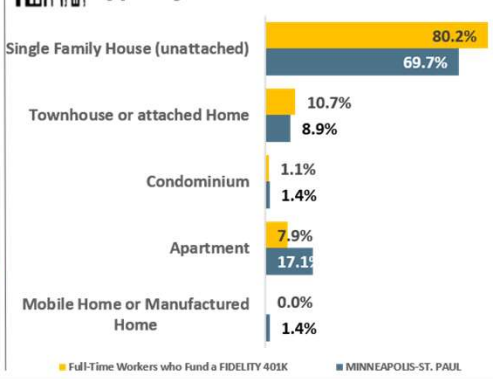
[((Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan) AND Investment institutions use: Fidelity)]

13.5% or 339,279 of MINNEAPOLIS-ST. PAUL DMA Adults 25 - 64 are Full-Time Workers who Fund a FIDELITY… Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K are 19.3% more likely to own their home, 12.2% more likely to own a higher valued home, 15.% more likely to have a single-family home, 23.4% more likely to have a dog.

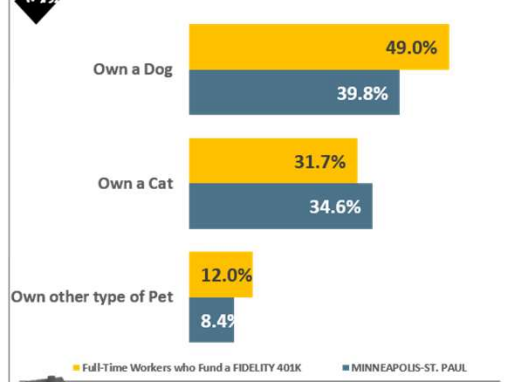
Own/Rent/Other: Adults 25 - 64



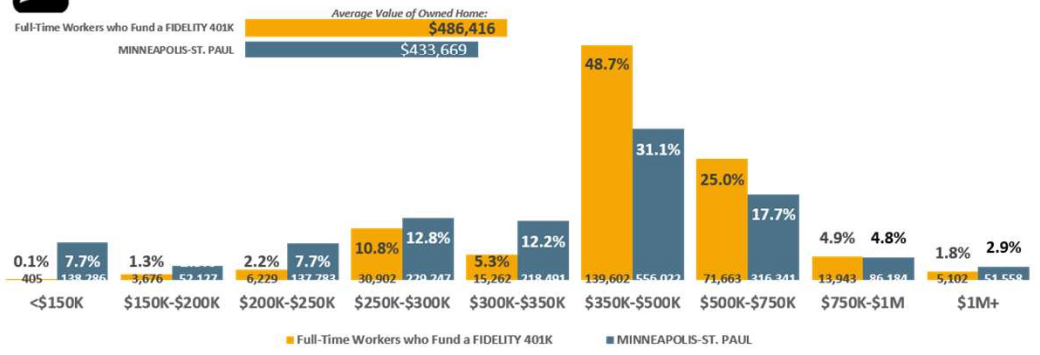
Type of Home: Adults 25 - 64



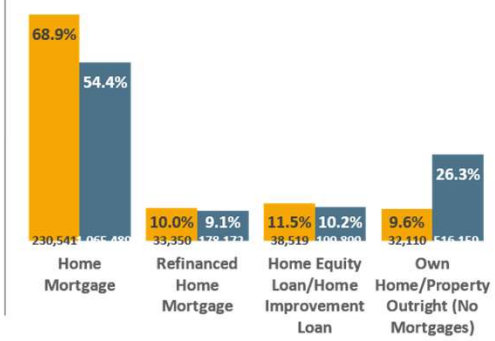
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 143

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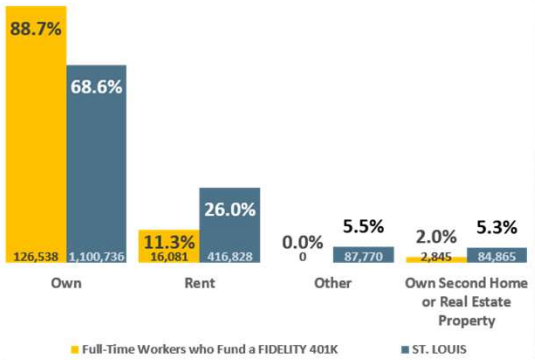
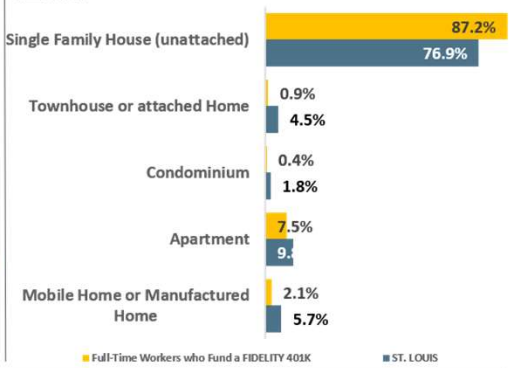
[((Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan) AND Investment institutions use: Fidelity)]

8.9% or 142,619 of ST. LOUIS DMA Adults 25 - 64 are Full-Time Workers who Fund a FIDELITY 401K. Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K are 29.4% more likely to own their home, 14.8% more likely to own a higher valued home, 13.4% more likely to have a single-family home, 10.1% less likely to have a dog.

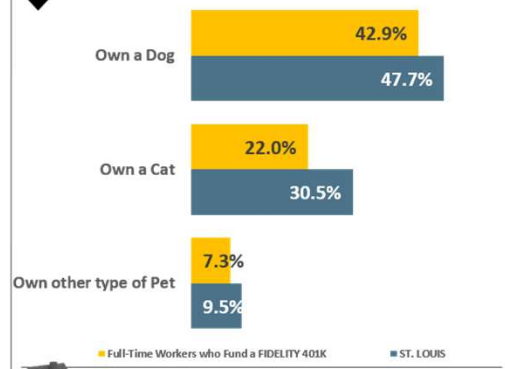
Own/Rent/Other: Adults 25 - 64



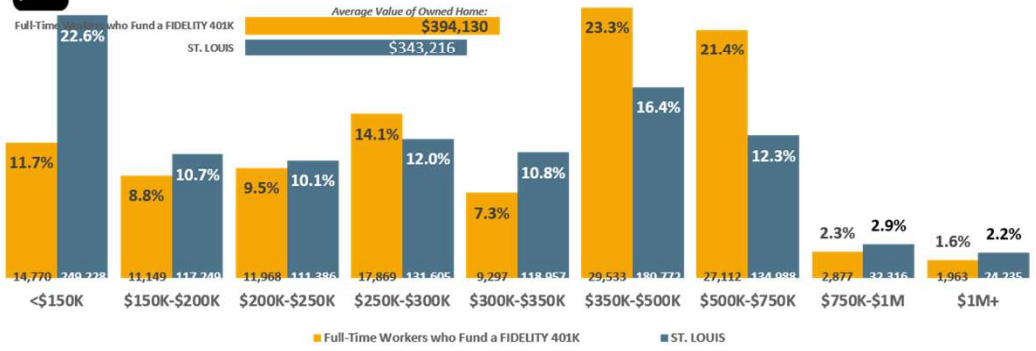
Type of Home: Adults 25 - 64



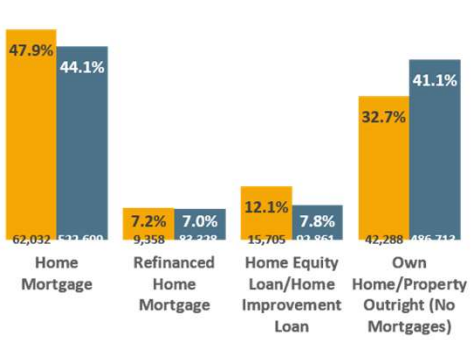
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64



ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 128

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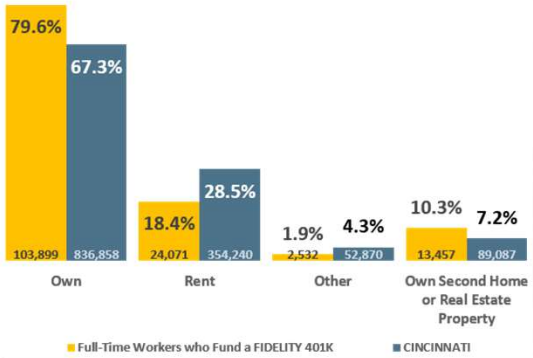
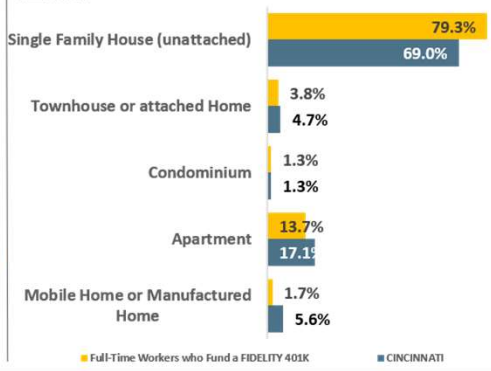
[((Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan) AND Investment institutions use: Fidelity)]

10.5% or 130,502 of CINCINNATI DMA Adults 25 - 64 are Full-Time Workers who Fund a FIDELITY 401K. Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K are 18.3% more likely to own their home, 14.4% more likely to own a higher valued home, 14.9% more likely to have a single-family home, 35.1% more likely to have a dog.

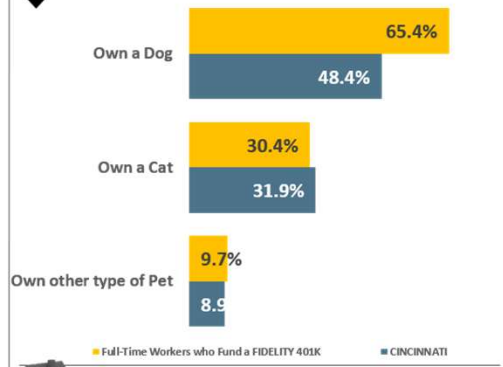
Own/Rent/Other: Adults 25 - 64



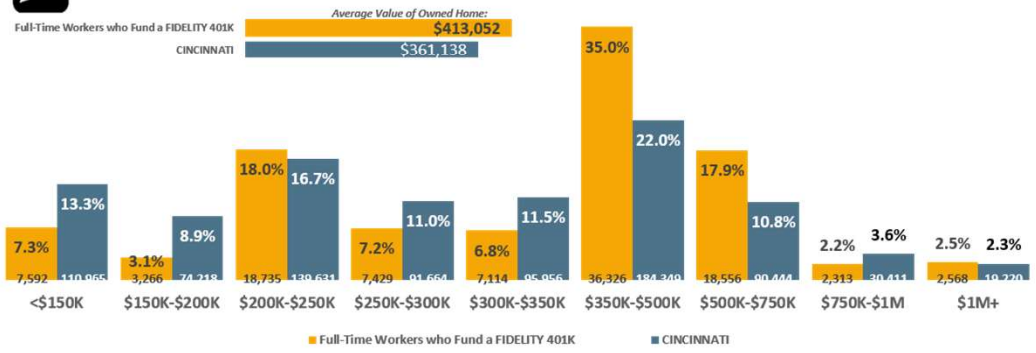
Type of Home: Adults 25 - 64



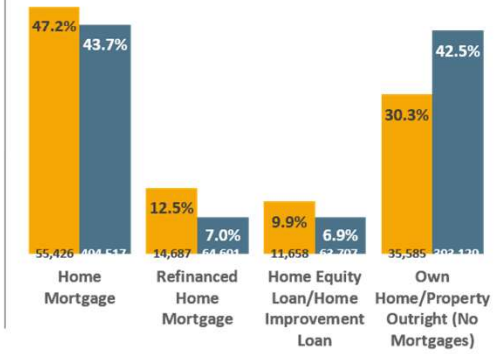
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64



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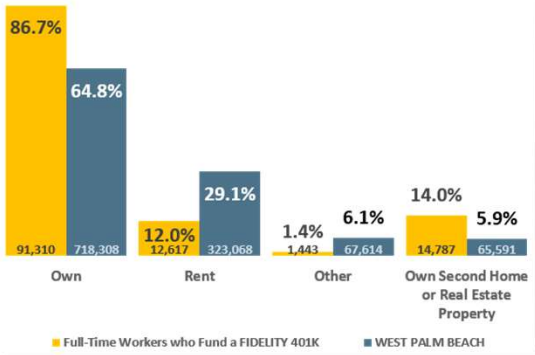
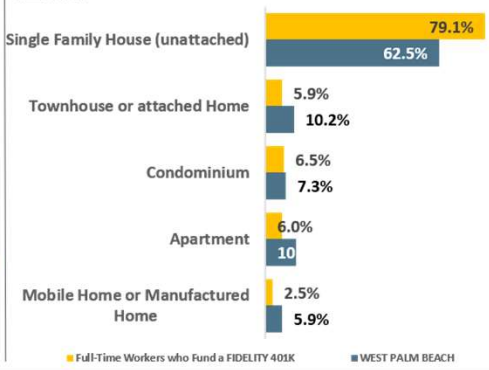
[((Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan) AND Investment institutions use: Fidelity)]

9.5% or 105,370 of WEST PALM BEACH DMA Adults 25 - 64 are Full-Time Workers who Fund a FIDELITY 401K. Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K are 33.8% more likely to own their home, 5.7% more likely to own a higher valued home, 26.6% more likely to have a single-family home, 12.1% more likely to have a dog.

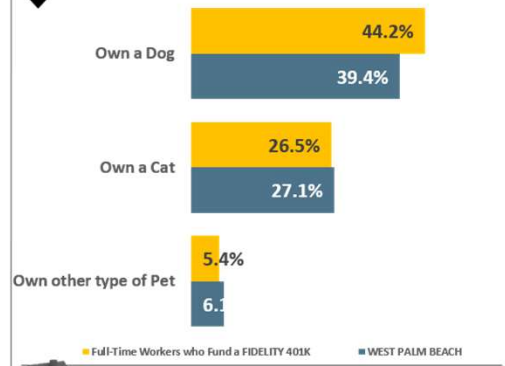
Own/Rent/Other: Adults 25 - 64



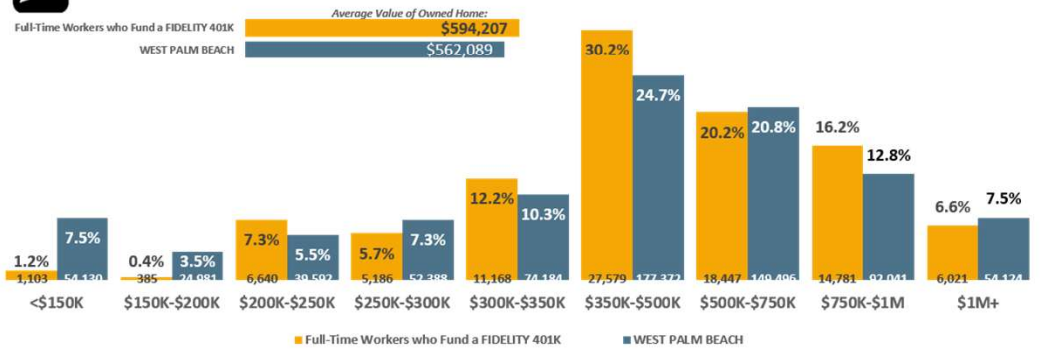
Type of Home: Adults 25 - 64



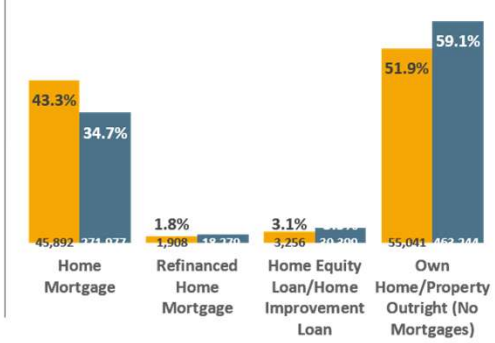
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64



WEST PALM BEACH DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 123

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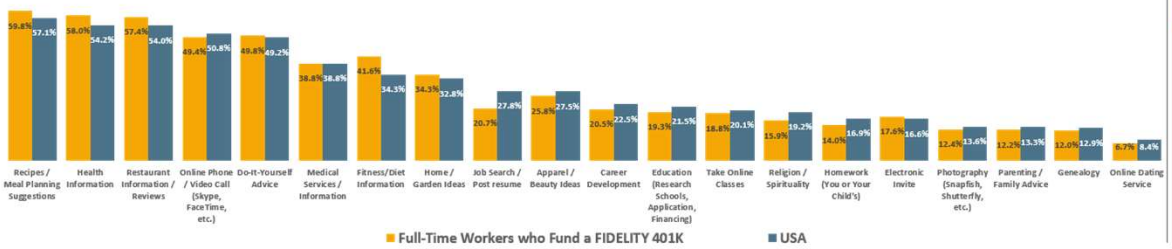
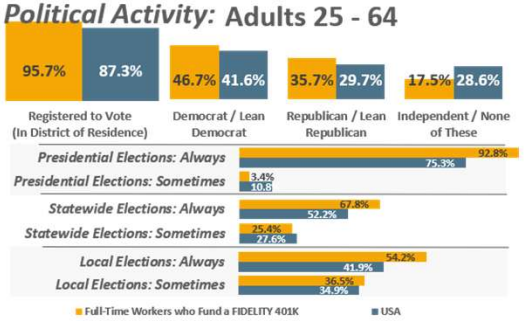
8.9% or 15,827,662 of USA DMA Adults 25 - 64 are Full-Time Workers who Fund a FIDELITY 401K. Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K are 1.2% more likely to look up D-I-Y advice online, 29.3% more likely to always vote in local elections, 27.8% more likely to belong to a gym, 26.5% more likely to fly domestic past yr.

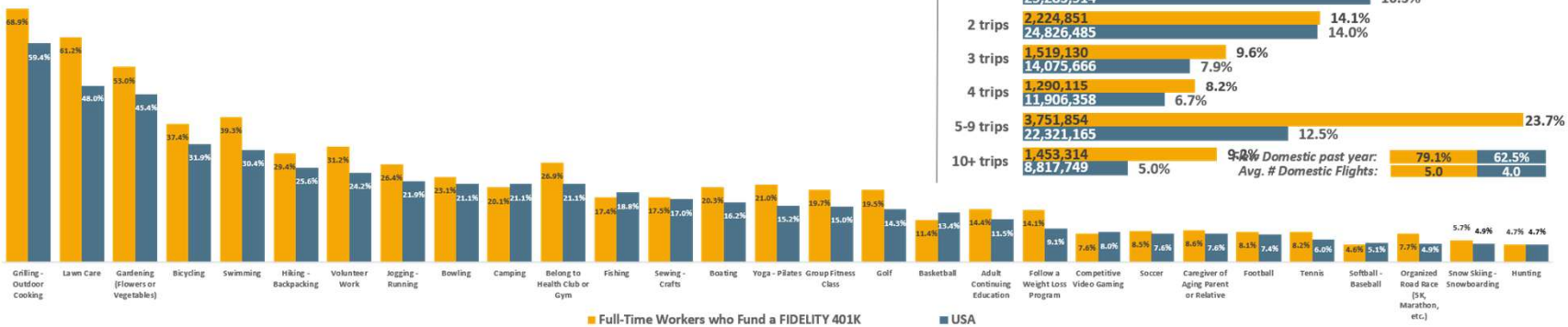
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 64



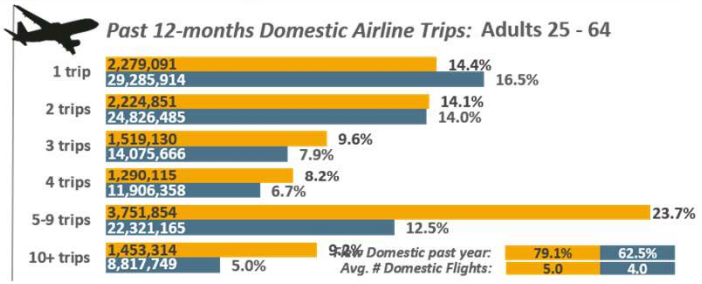
Political Activity: Adults 25 - 64



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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 2,613

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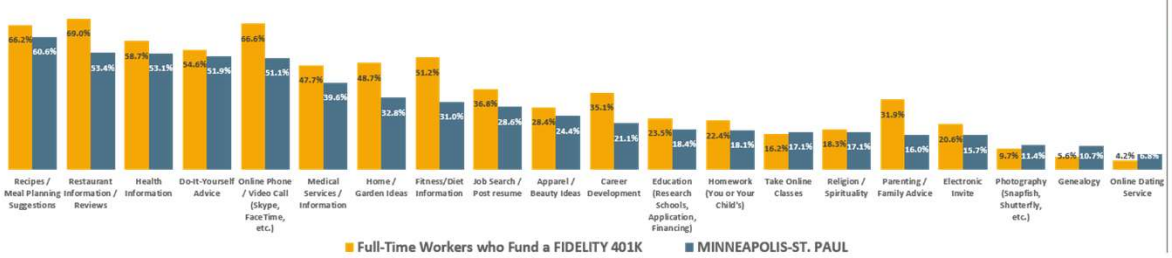
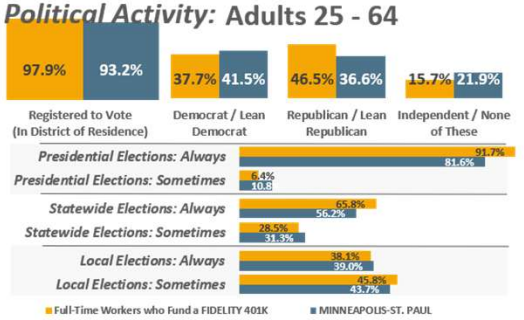
[((Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan) AND Investment institutions use: Fidelity)]

13.5% or 339,279 of MINNEAPOLIS-ST. PAUL DMA Adults 25 - 64 are Full-Time Workers who Fund a FIDELITY… Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K are 5.3% more likely to look up D-I-Y advice online, 2.3% less likely to always vote in local elections, 7.4% more likely to belong to a gym, 25.2% more likely to fly domestic past yr.

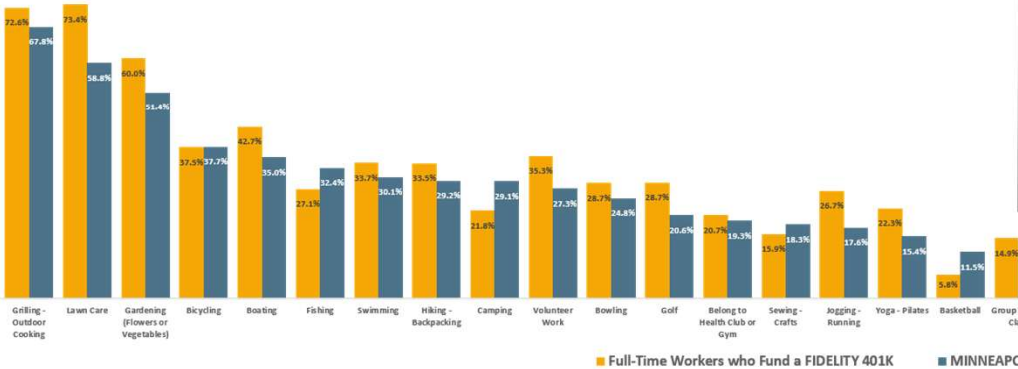
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 64



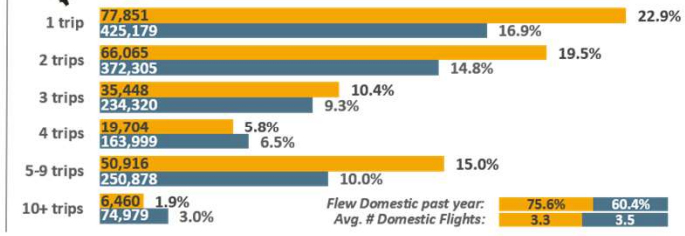
Political Activity: Adults 25 - 64



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



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



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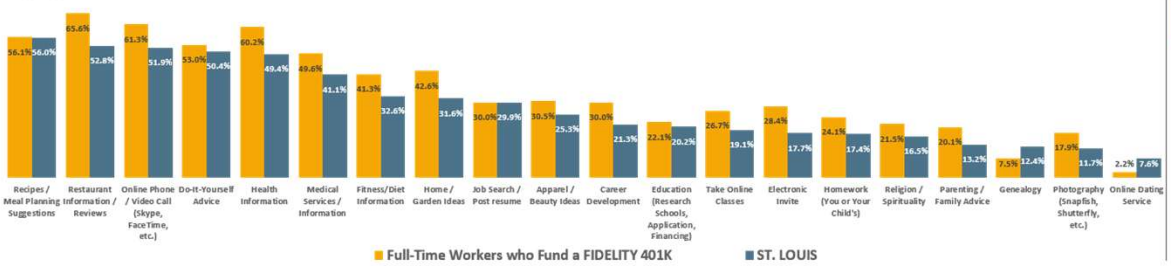
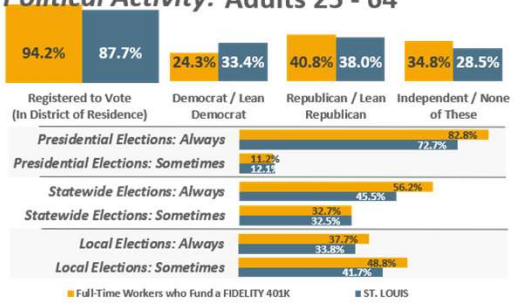
[((Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan) AND Investment institutions use: Fidelity)]

8.9% or 142,619 of ST. LOUIS DMA Adults 25 - 64 are Full-Time Workers who Fund a FIDELITY 401K. Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K are 5.% more likely to look up D-I-Y advice online, 11.6% more likely to always vote in local elections, 63.1% more likely to belong to a gym, 39.8% more likely to fly domestic past yr.

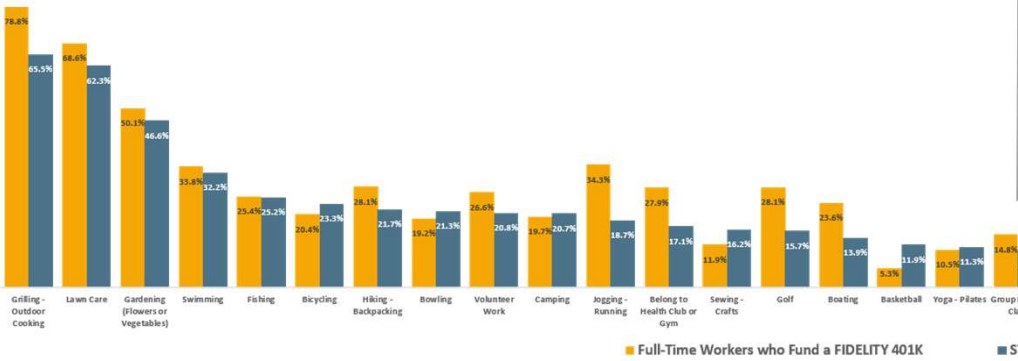
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 64



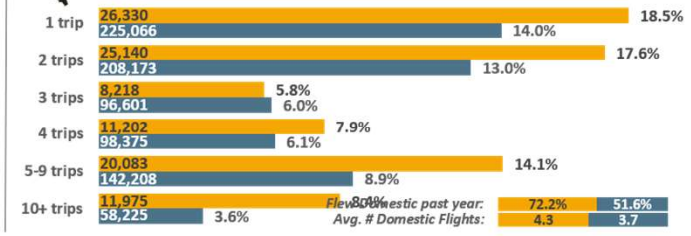
Political Activity: Adults 25 - 64



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



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



ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 128

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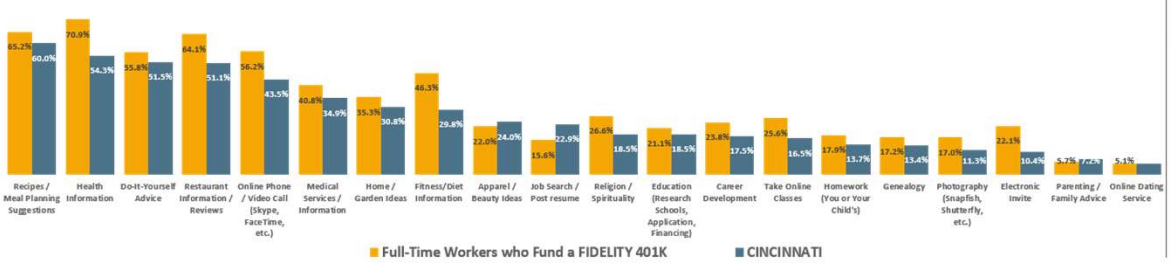
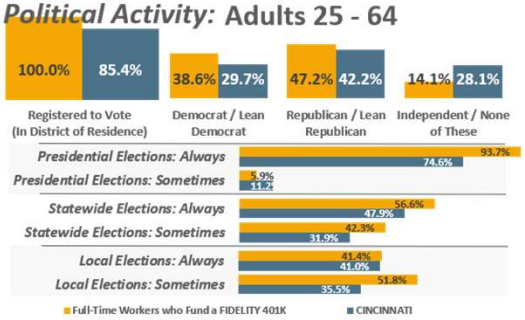
[((Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan) AND Investment institutions use: Fidelity)]

10.5% or 130,502 of CINCINNATI DMA Adults 25 - 64 are Full-Time Workers who Fund a FIDELITY 401K. Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K are 8.5% more likely to look up D-I-Y advice online, 1.% more likely to always vote in local elections, 52.8% more likely to belong to a gym, 22.% more likely to fly domestic past yr.

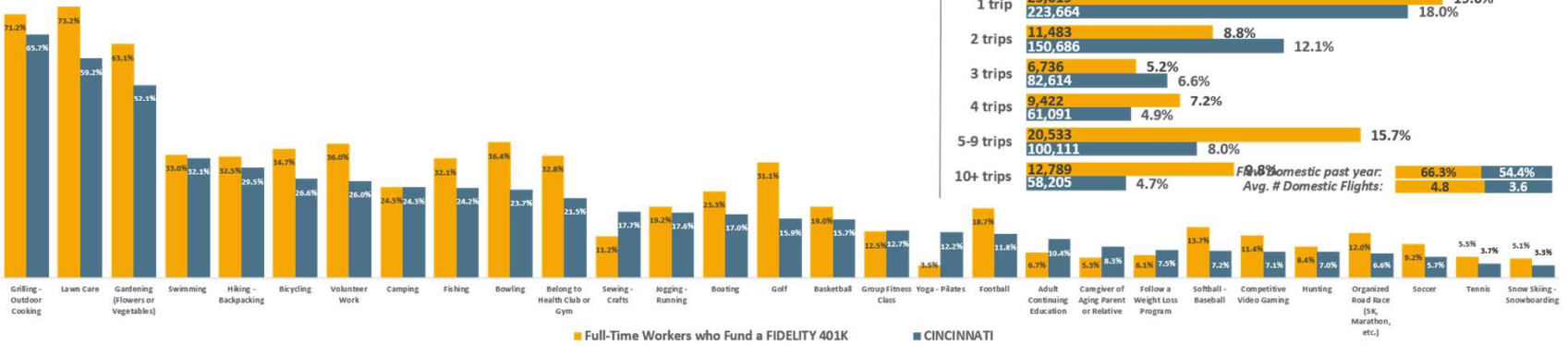
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 64



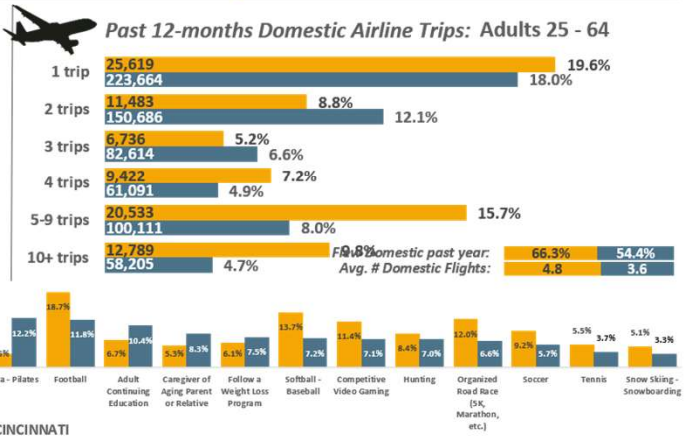
Political Activity: Adults 25 - 64



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



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



CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 117

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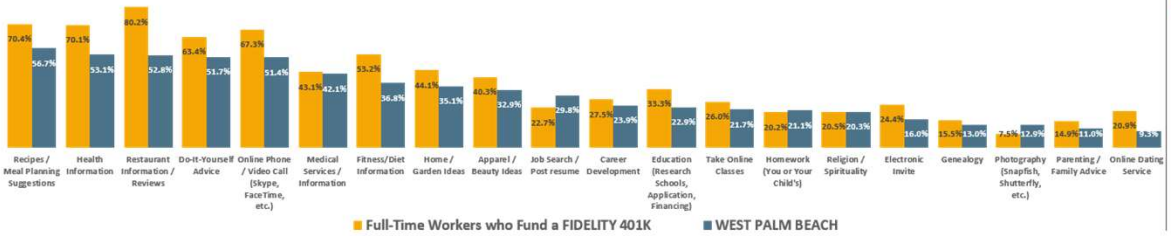
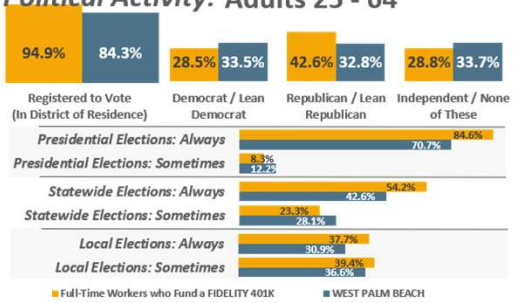
[((Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan) AND Investment institutions use: Fidelity)]

9.5% or 105,370 of WEST PALM BEACH DMA Adults 25 - 64 are Full-Time Workers who Fund a FIDELITY 401K. Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K are 22.7% more likely to look up D-I-Y advice online, 22.1% more likely to always vote in local elections, 20.3% less likely to belong to a gym, 13.1% more likely to fly domestic past yr.

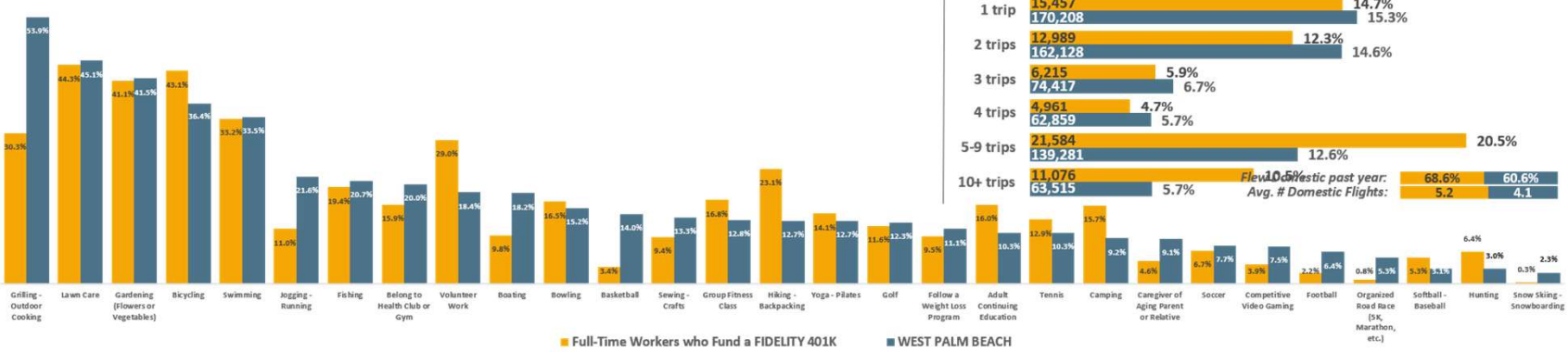
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 64



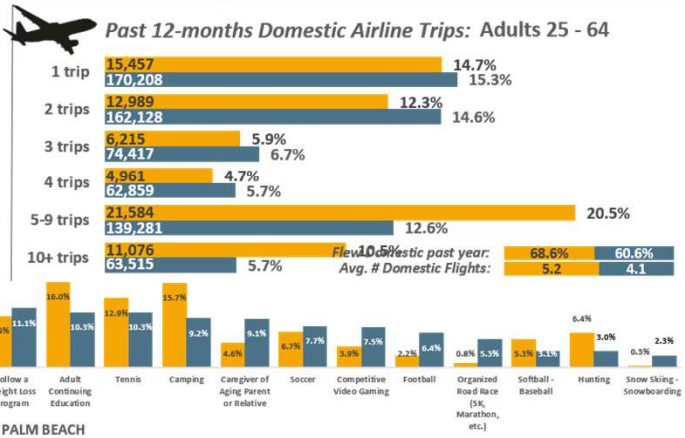
Political Activity: Adults 25 - 64



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



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



WEST PALM BEACH DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 123

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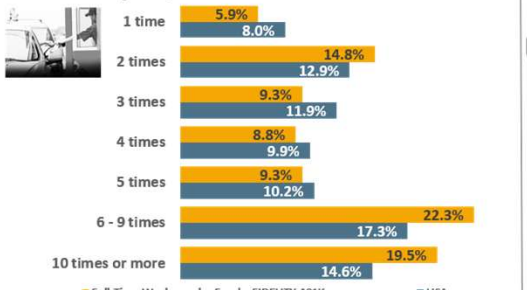
[((Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan) AND Investment institutions use: Fidelity)]

8.9% or 15,827,662 of USA DMA Adults 25 - 64 are Full-Time Workers who Fund a FIDELITY 401K.
Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K are 6.2% more likely to use QSRs past mo., 18.7% more likely to use Sit-Down Restaurants past mo., 5.9% more likely to use Casinos past yr., 62.5% less likely to smoke cigarettes.

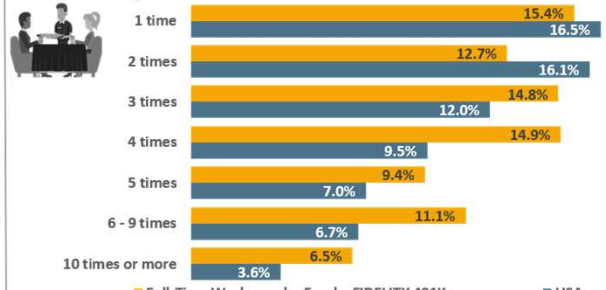
Past 30-days QSR Users: Adults 25 - 64



Total Monthly QSR Users:

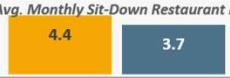
Avg. Monthly QSR Meals:

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



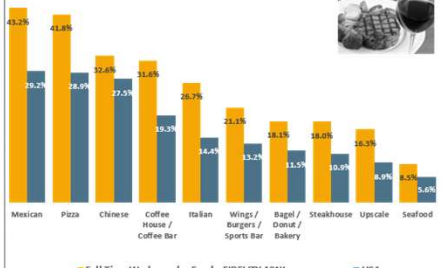
Total Monthly Sit-Down Restaurant Users:

Avg. Monthly Sit-Down Restaurant Meals:



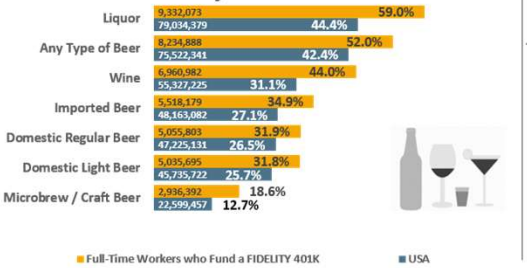
Top-10 Cuisines: Adults 25 - 64

(Sit-Down Restaurants Used Past 30-days)

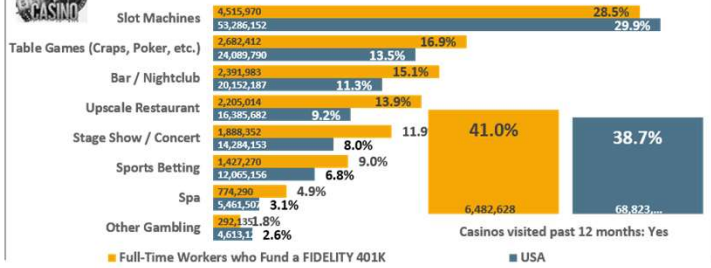


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

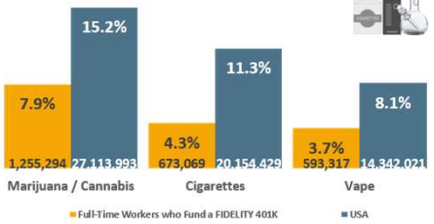
Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64



Used Past 30-days: Adults 25 - 64



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 2,613

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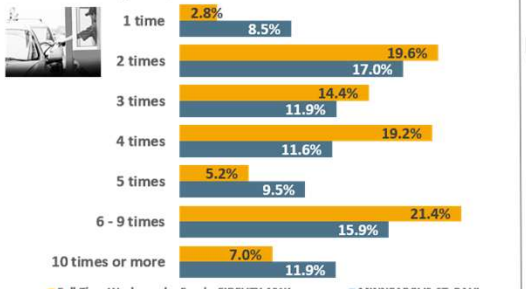
[((Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan) AND Investment institutions use: Fidelity)]

13.5% or 339,279 of MINNEAPOLIS-ST. PAUL DMA Adults 25 - 64 are Full-Time Workers who Fund a FIDELITY 401K. Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K are 4.% more likely to use QSRs past mo., 5.2% more likely to use Sit-Down Restaurants past mo., 1.% less likely to use Casinos past yr., 70.9% less likely to smoke cigarettes.

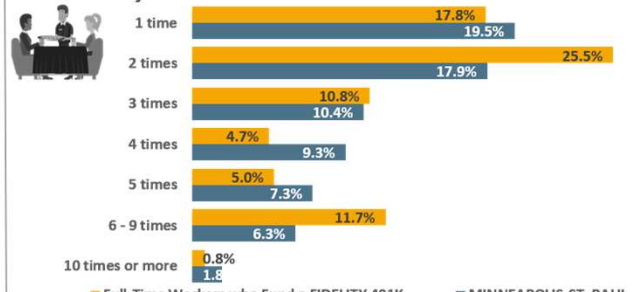
Past 30-days QSR Users: Adults 25 - 64



Total Monthly QSR Users:

Avg. Monthly QSR Meals:

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

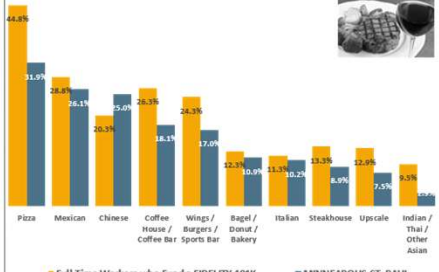


Total Monthly Sit-Down Restaurant Users:

Avg. Monthly Sit-Down Restaurant Meals:

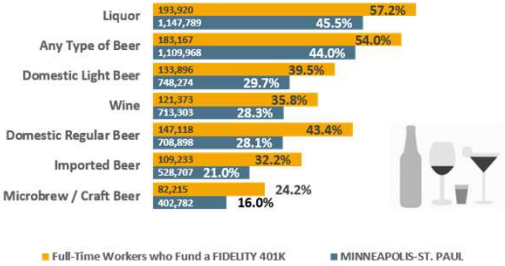
Top-10 Cuisines: Adults 25 - 64

(Sit-Down Restaurants Used Past 30-days)

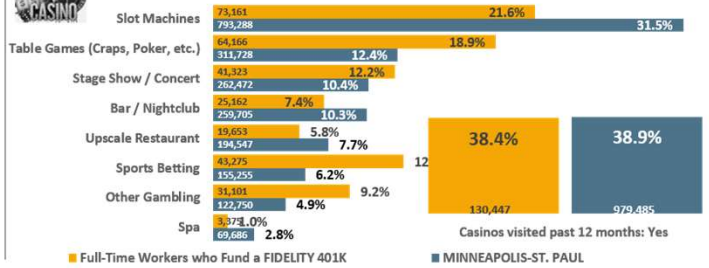


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

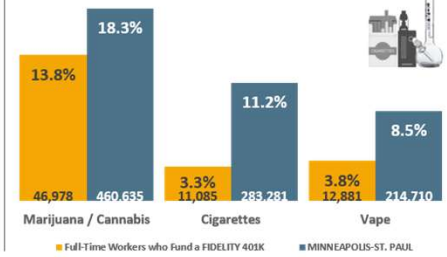
Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64



Used Past 30-days: Adults 25 - 64



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 143

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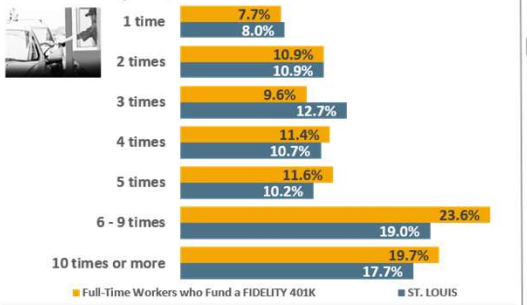
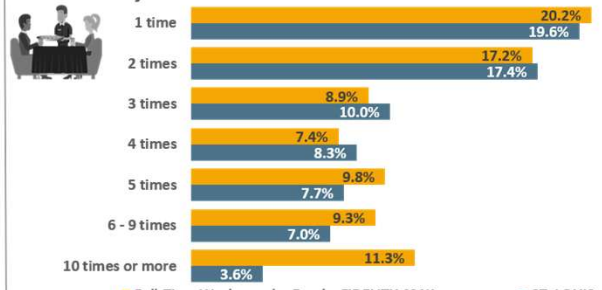
[((Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan) AND Investment institutions use: Fidelity)]

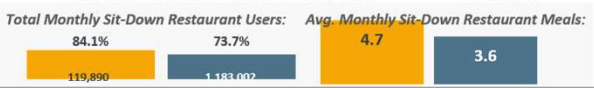
8.9% or 142,619 of ST. LOUIS DMA Adults 25 - 64 are Full-Time Workers who Fund a FIDELITY 401K. Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K are 6.% more likely to use QSRs past mo., 14.1% more likely to use Sit-Down Restaurants past mo., 3.3% more likely to use Casinos past yr., 84.2% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 64



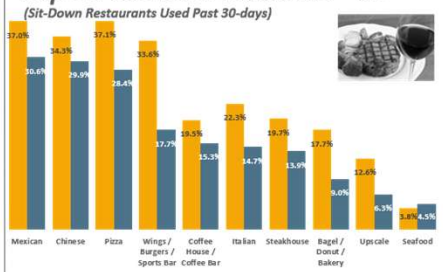
Past 30-days Sit-Down Restaurant Users: Adults 25 - 64



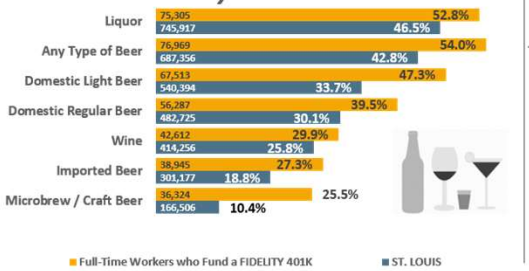


Top-10 Cuisines: Adults 25 - 64

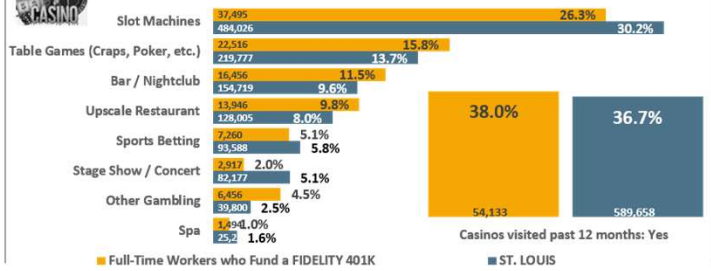
(Sit-Down Restaurants Used Past 30-days)



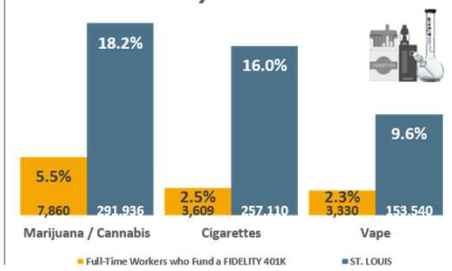
Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64



Used Past 30-days: Adults 25 - 64



ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 128

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[((Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan) AND Investment institutions use: Fidelity)]

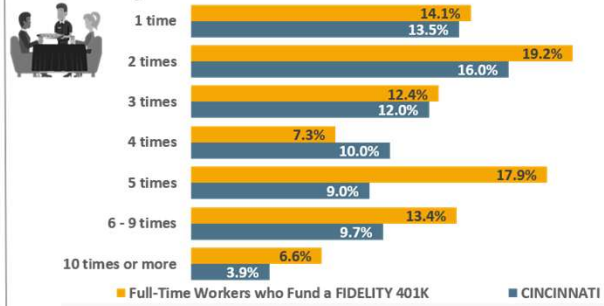
10.5% or 130,502 of CINCINNATI DMA Adults 25 - 64 are Full-Time Workers who Fund a FIDELITY 401K. Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K are 10.2% more likely to use QSRs past mo., 22.9% more likely to use Sit-Down Restaurants past mo., 10.1% less likely to use Casinos past yr., 46.7% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 64

Total Monthly QSR Users:

Avg. Monthly QSR Meals:

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

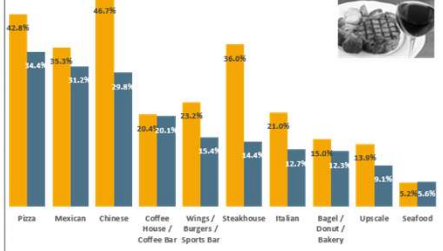


Total Monthly Sit-Down Restaurant Users:

Avg. Monthly Sit-Down Restaurant Meals:

Top-10 Cuisines: Adults 25 - 64

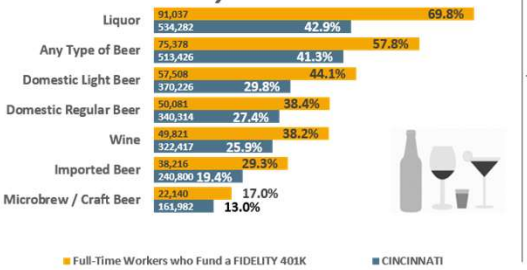
(Sit-Down Restaurants Used Past 30-days)



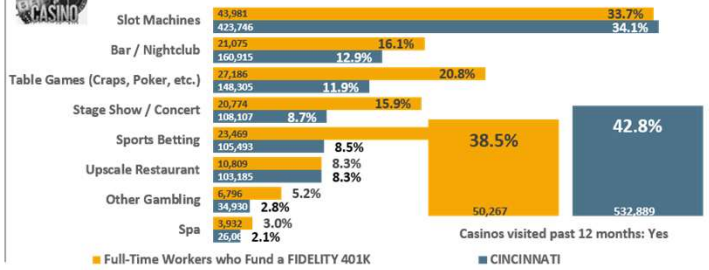
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

Full-Time Workers who Fund a FIDELITY 401K	25,369	19.4%
CINCINNATI	279,915	22.5%

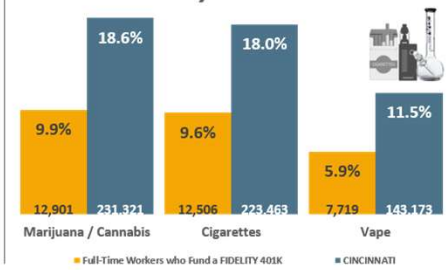
Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64



Used Past 30-days: Adults 25 - 64



CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 117

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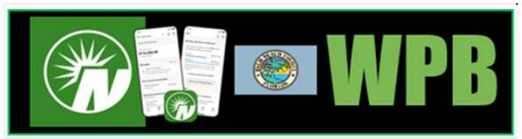
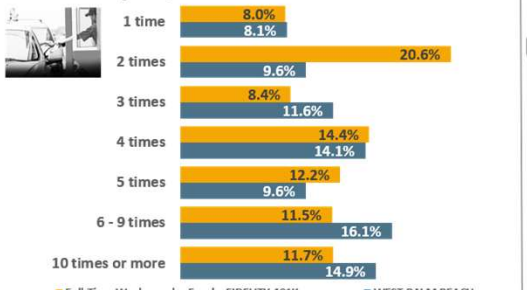
[((Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan) AND Investment institutions use: Fidelity)]



9.5% or 105,370 of WEST PALM BEACH DMA Adults 25 - 64 are Full-Time Workers who Fund a FIDELITY 401K. Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K are 3.4% more likely to use QSRs past mo., 20.7% more likely to use Sit-Down Restaurants past mo., 7.8% more likely to use Casinos past yr., 47.1% less likely to smoke cigarettes.

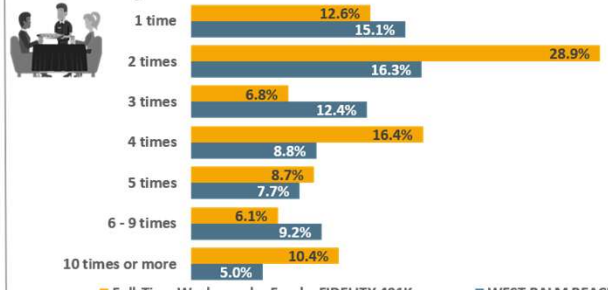
Past 30-days QSR Users: Adults 25 - 64



Total Monthly QSR Users:

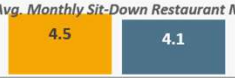
Avg. Monthly QSR Meals:

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



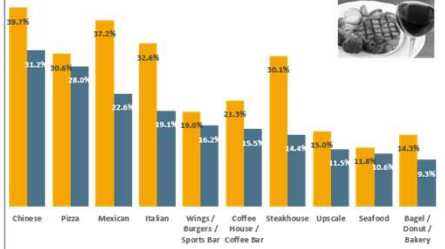
Total Monthly Sit-Down Restaurant Users:

Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 25 - 64

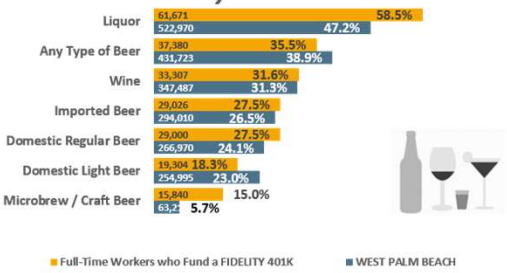
(Sit-Down Restaurants Used Past 30-days)



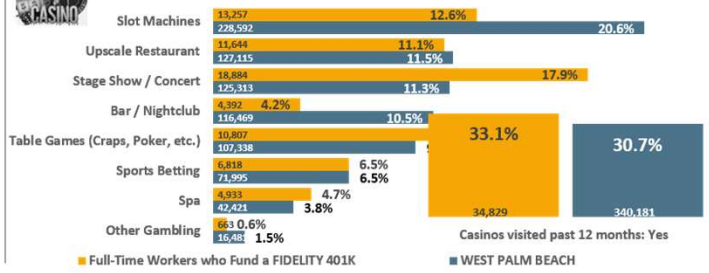
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

Full-Time Workers who Fund a FIDELITY 401K	13,467	12.8%
WEST PALM BEACH	275,770	24.9%

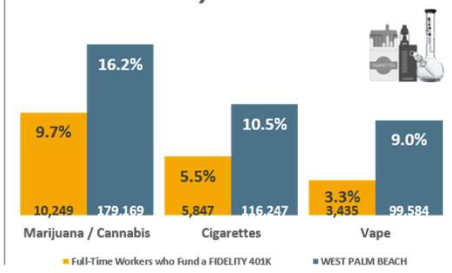
Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64



Used Past 30-days: Adults 25 - 64



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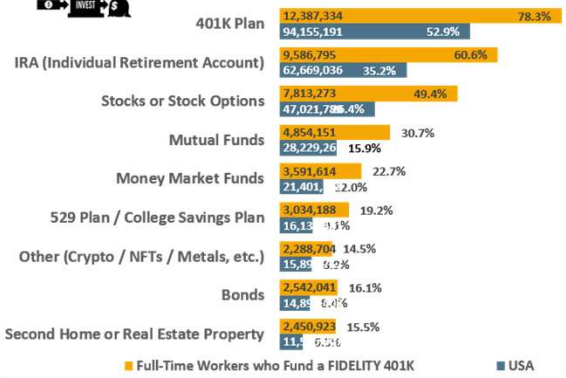
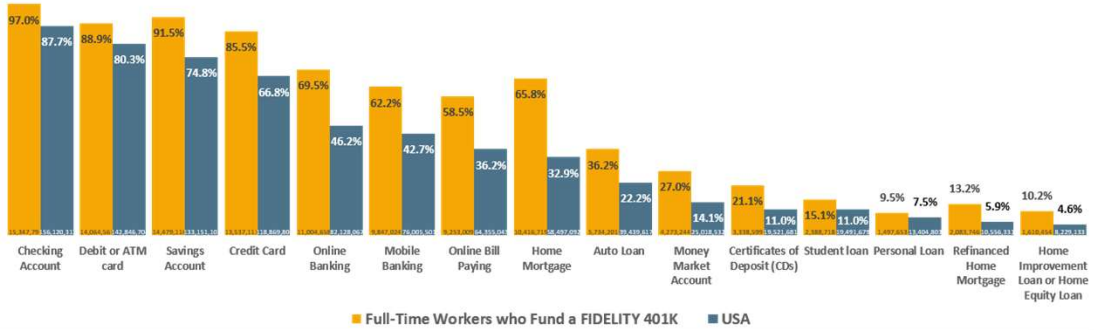
[((Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan) AND Investment institutions use: Fidelity)]

8.9% or 15,827,662 of USA DMA Adults 25 - 64 are Full-Time Workers who Fund a FIDELITY 401K. Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K are 47.9% more likely to have a 401K, 63.4% more likely to have an Auto Loan, 57.4% more likely to Invest/Trade Stocks Online, 6.% less likely to pay with their Debit Card.

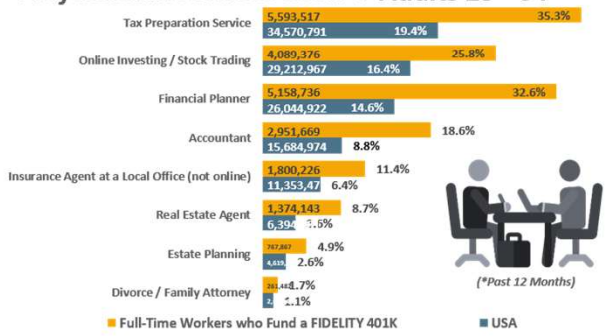
Investments Owned: Adults 25 - 64



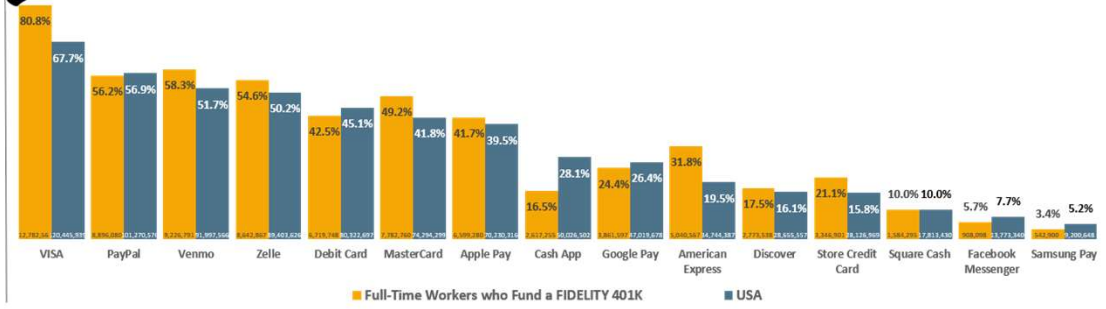
Financial Services Has and/or Uses: Adults 25 - 64



Professional Services Used:* Adults 25 - 64



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 2,613

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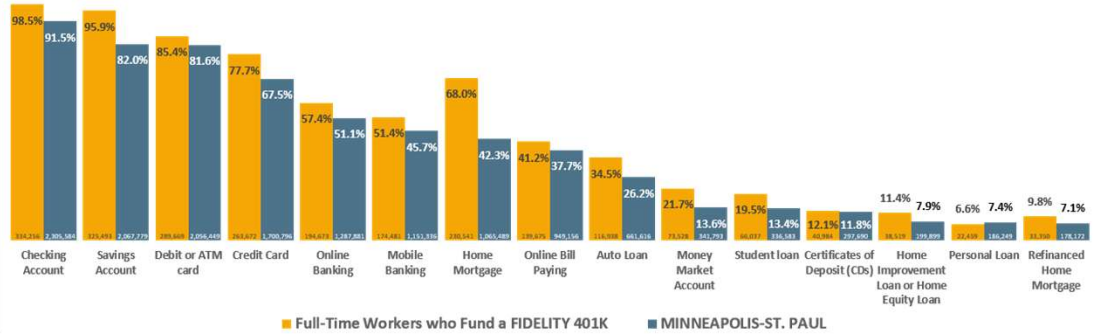
[((Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan) AND Investment institutions use: Fidelity)]

13.5% or 339,279 of MINNEAPOLIS-ST. PAUL DMA Adults 25 - 64 are Full-Time Workers who Fund a FIDELITY... Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K are 60.3% more likely to have a 401K, 31.3% more likely to have an Auto Loan, 97.2% more likely to Invest/Trade Stocks Online, 37.4% less likely to pay with their Debit Card.

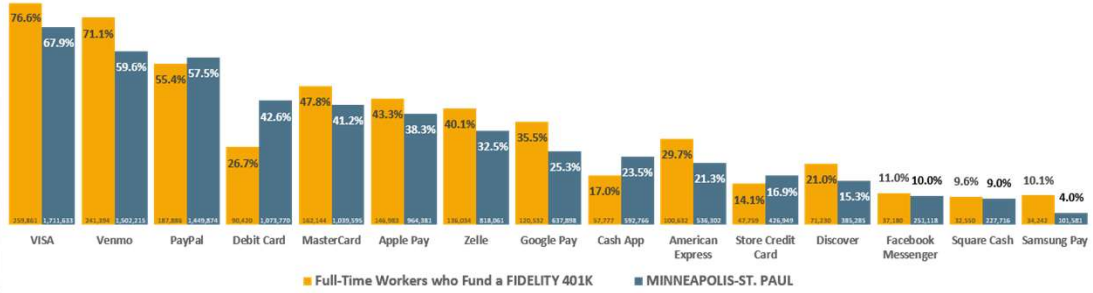
Investments Owned: Adults 25 - 64

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



Professional Services Used:* Adults 25 - 64

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



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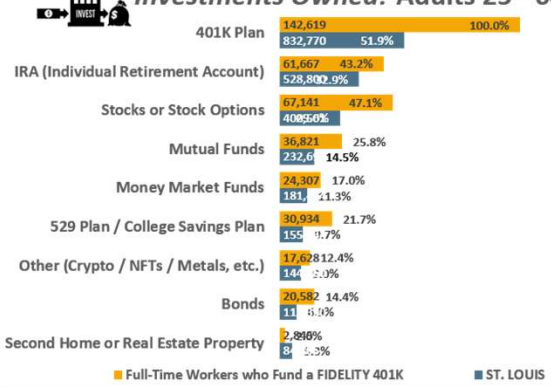
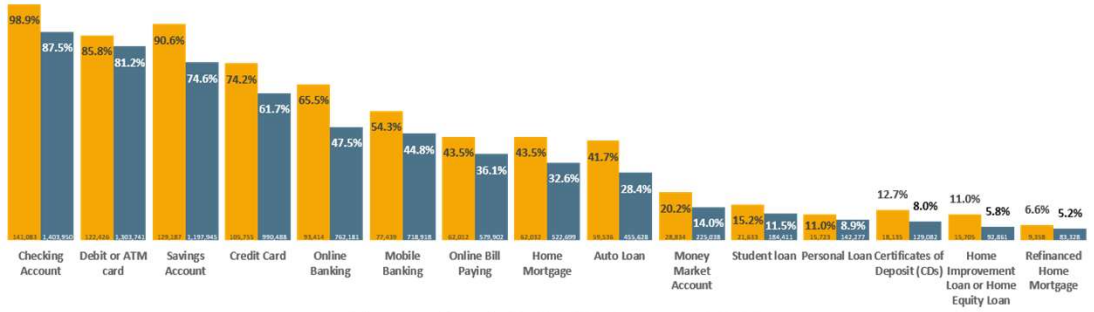
[((Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan) AND Investment institutions use: Fidelity)]

8.9% or 142,619 of ST. LOUIS DMA Adults 25 - 64 are Full-Time Workers who Fund a FIDELITY 401K. Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K are 92.8% more likely to have a 401K, 47.1% more likely to have an Auto Loan, 114.3% more likely to Invest/Trade Stocks Online, 1.1% less likely to pay with their Debit Card.

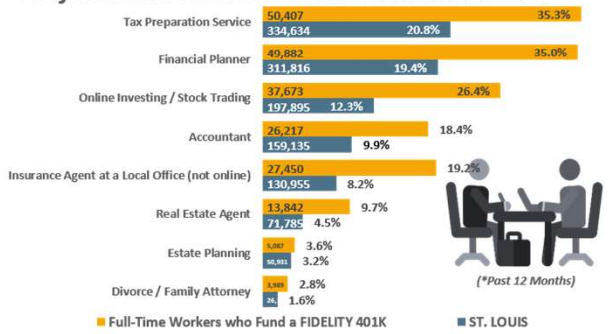
Investments Owned: Adults 25 - 64



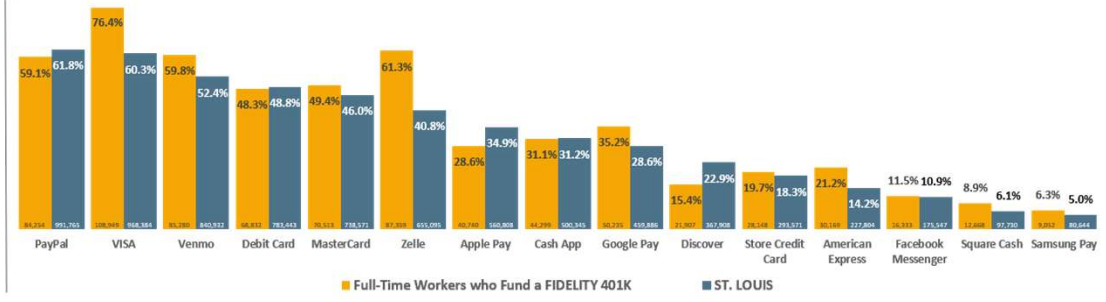
Financial Services Has and/or Uses: Adults 25 - 64



Professional Services Used:* Adults 25 - 64



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



ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 128

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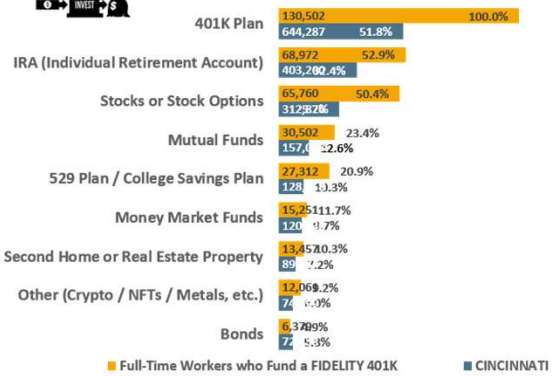
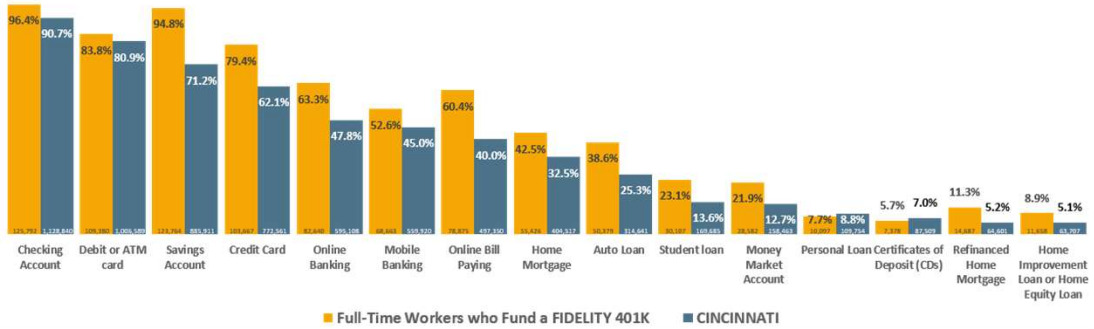
[((Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan) AND Investment institutions use: Fidelity)]

10.5% or 130,502 of CINCINNATI DMA Adults 25 - 64 are Full-Time Workers who Fund a FIDELITY 401K. Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K are 93.1% more likely to have a 401K, 52.6% more likely to have an Auto Loan, 110.% more likely to Invest/Trade Stocks Online, 4.5% less likely to pay with their Debit Card.

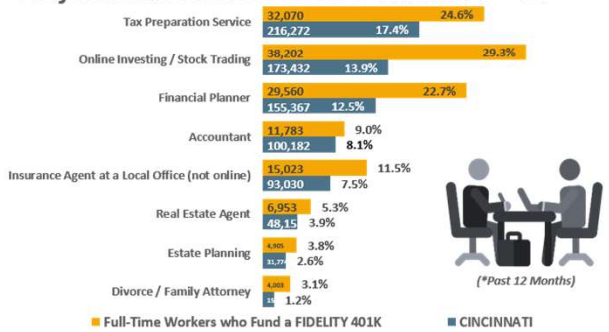
Investments Owned: Adults 25 - 64



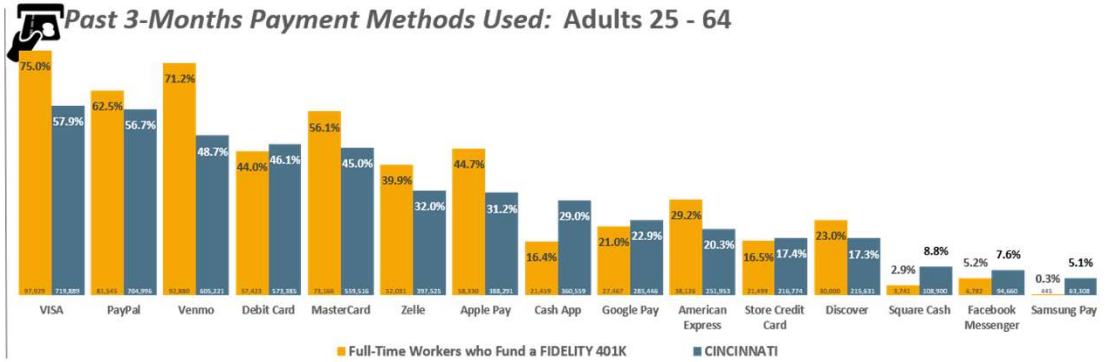
Financial Services Has and/or Uses: Adults 25 - 64



Professional Services Used:* Adults 25 - 64



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



CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 117

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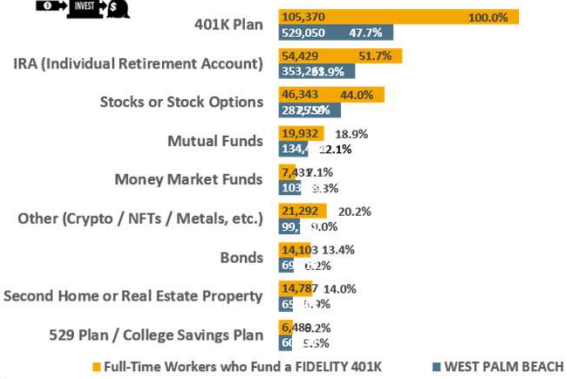
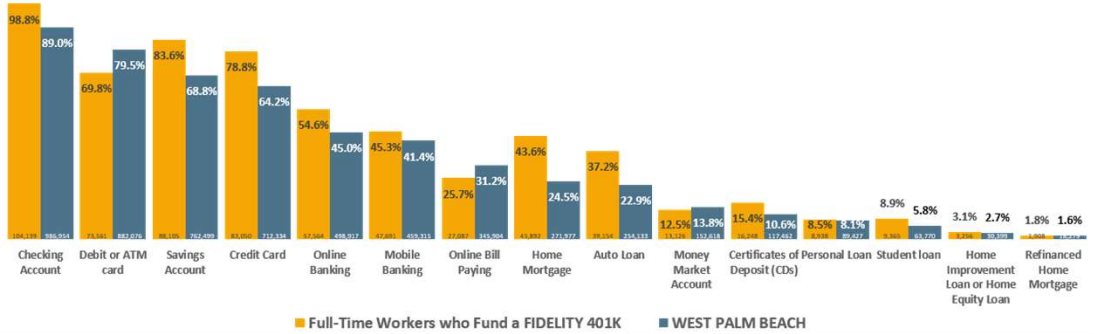
[((Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan) AND Investment institutions use: Fidelity)]

9.5% or 105,370 of WEST PALM BEACH DMA Adults 25 - 64 are Full-Time Workers who Fund a FIDELITY 401K. Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K are 109.6% more likely to have a 401K, 62.2% more likely to have an Auto Loan, 103.8% more likely to Invest/Trade Stocks Online, 35.4% less likely to pay with their Debit Card.

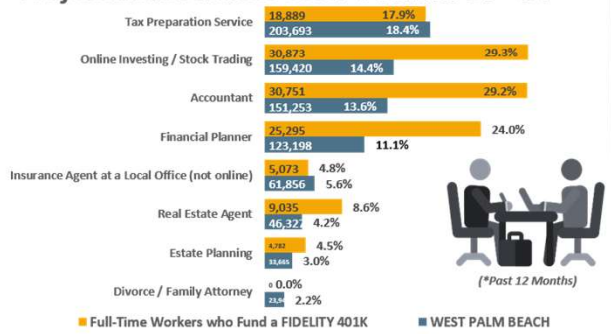
Investments Owned: Adults 25 - 64



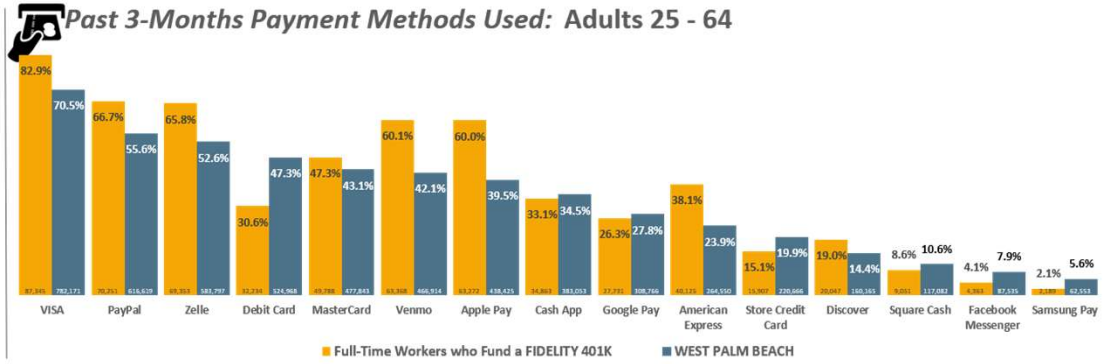
Financial Services Has and/or Uses: Adults 25 - 64



Professional Services Used:* Adults 25 - 64



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



WEST PALM BEACH DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 123

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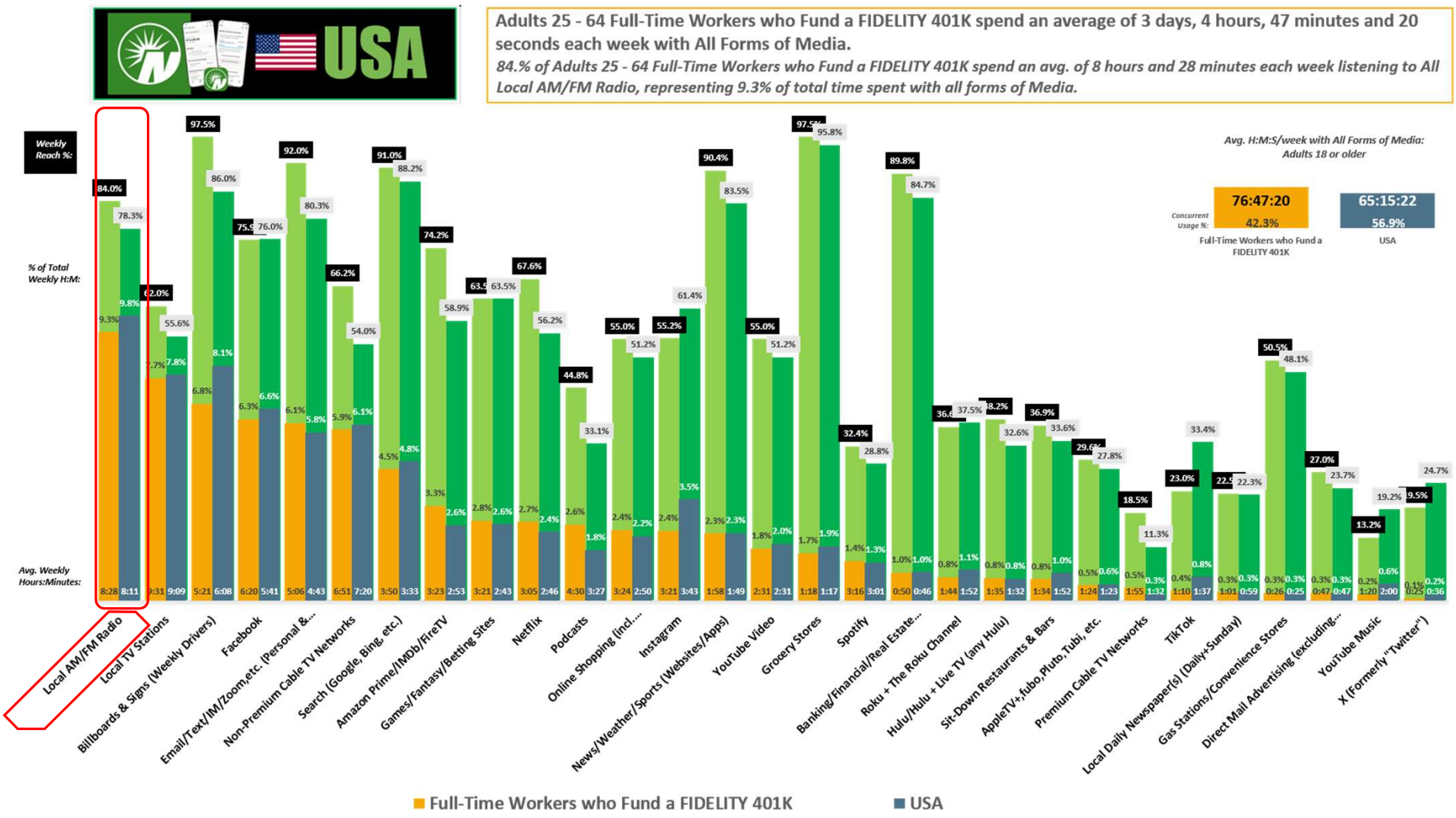
[((Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan) AND Investment institutions use: Fidelity)]



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 2,613 Scarborough R1 2026: Jan25-Mar26 USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 24,33

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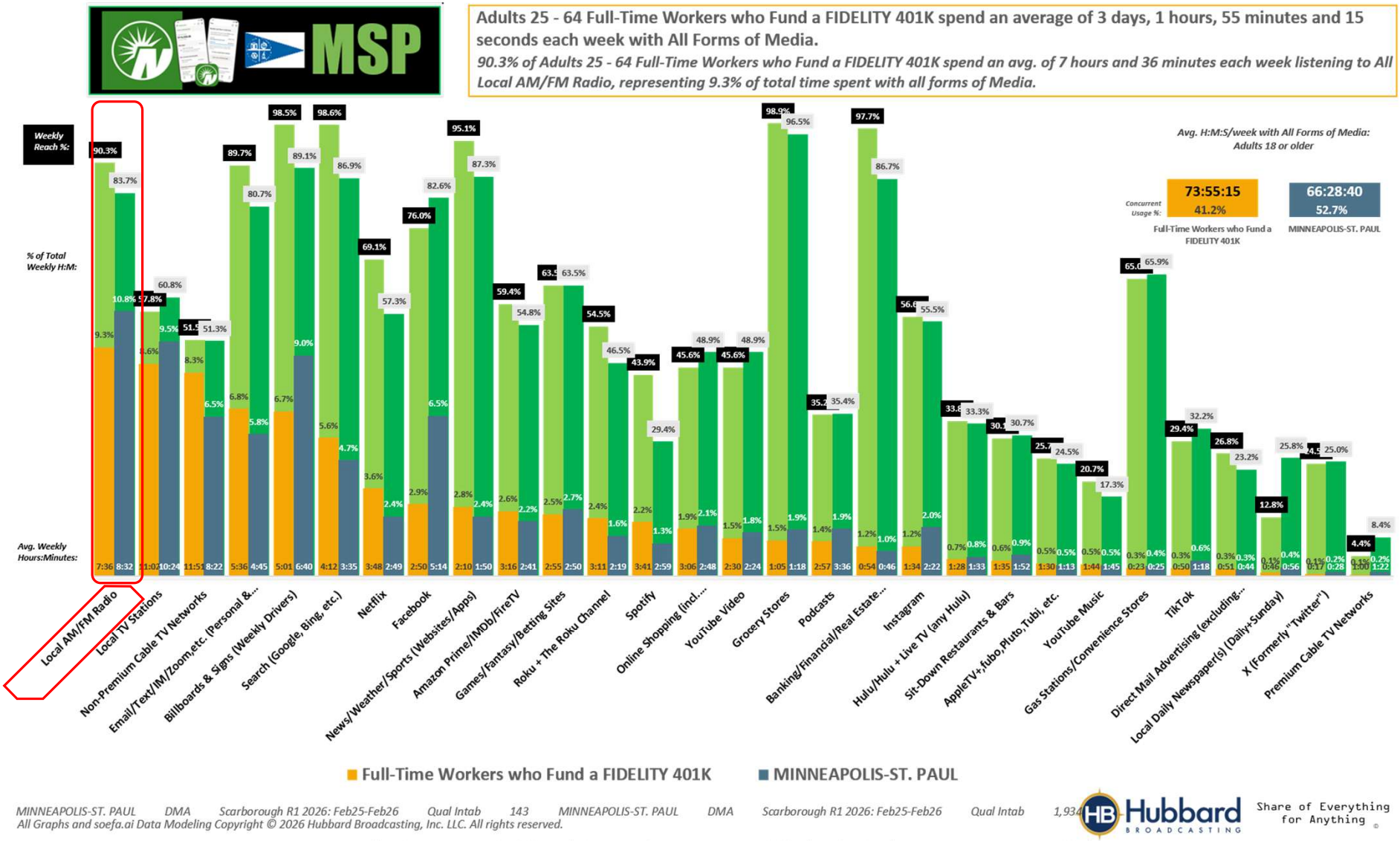
[((Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan) AND Investment institutions use: Fidelity)]



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 143 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,934

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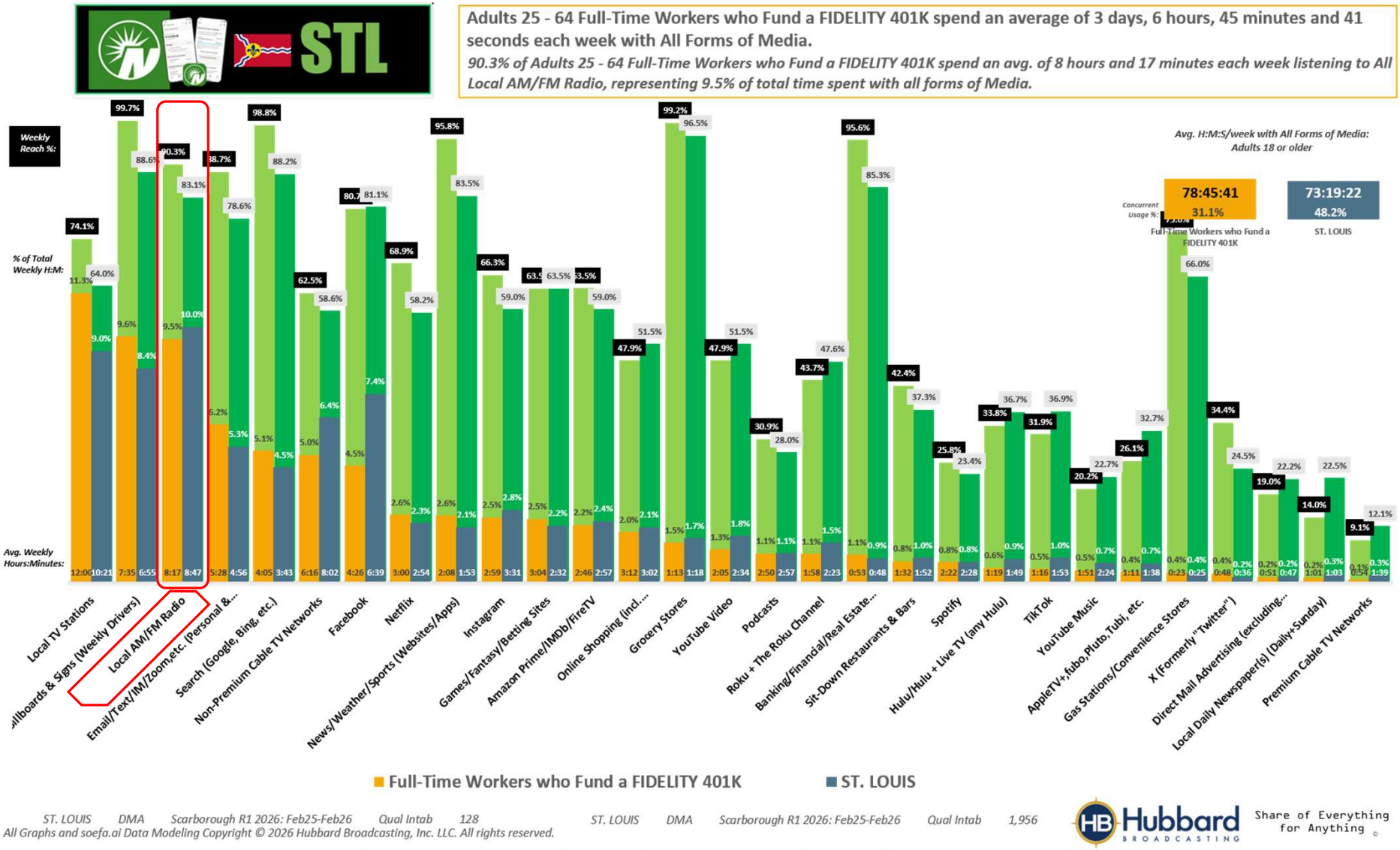
[((Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan) AND Investment institutions use: Fidelity)]



ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 128

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

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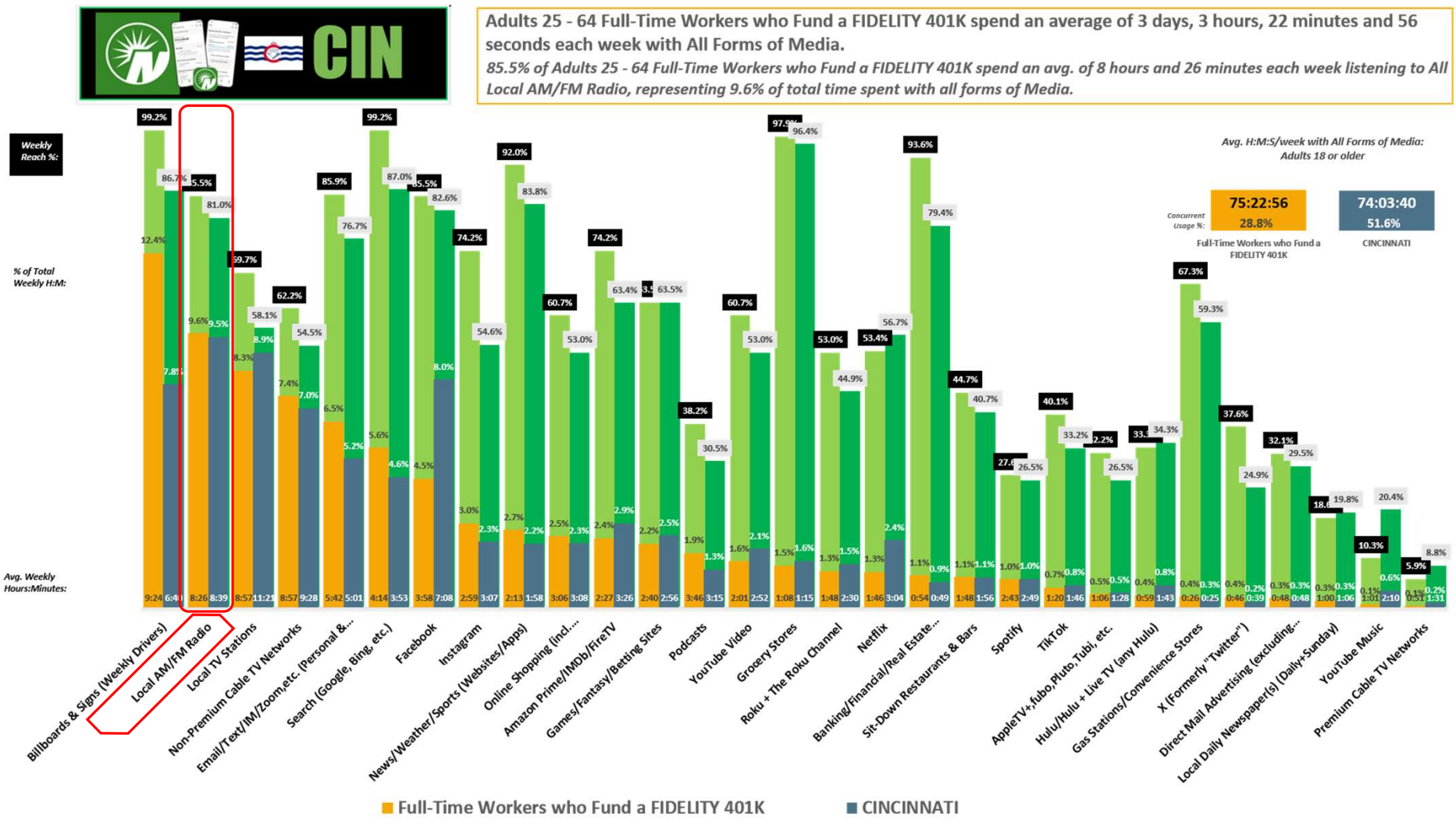
[((Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan) AND Investment institutions use: Fidelity)]



CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 117 CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,900

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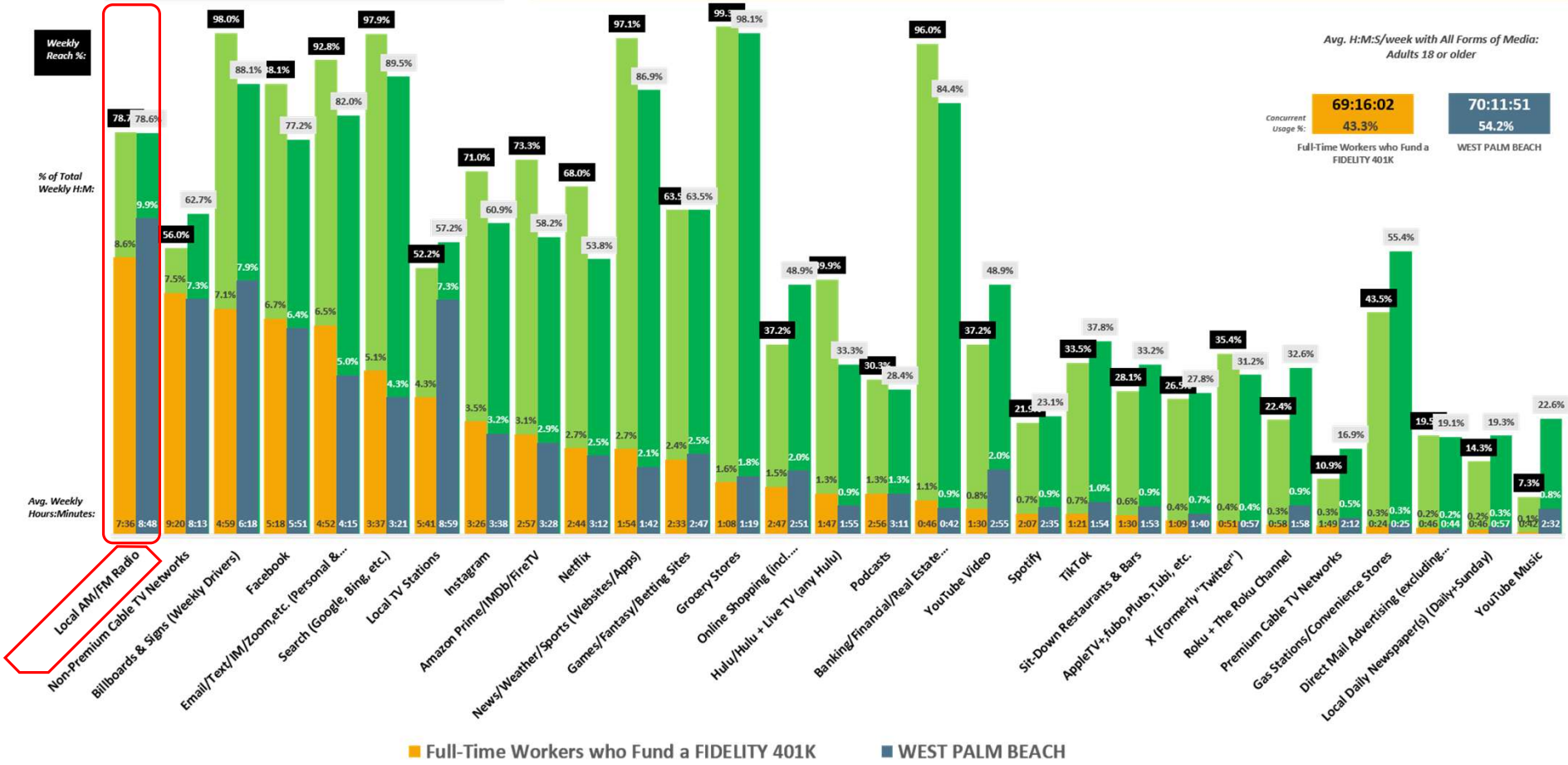
[((Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan) AND Investment institutions use: Fidelity)]

Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K spend an average of 2 days, 21 hours, 16 minutes and 2 seconds each week with All Forms of Media.

78.7% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K spend an avg. of 7 hours and 36 minutes each week listening to All Local AM/FM Radio, representing 8.6% of total time spent with all forms of Media.



WEST PALM BEACH DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 123 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,5

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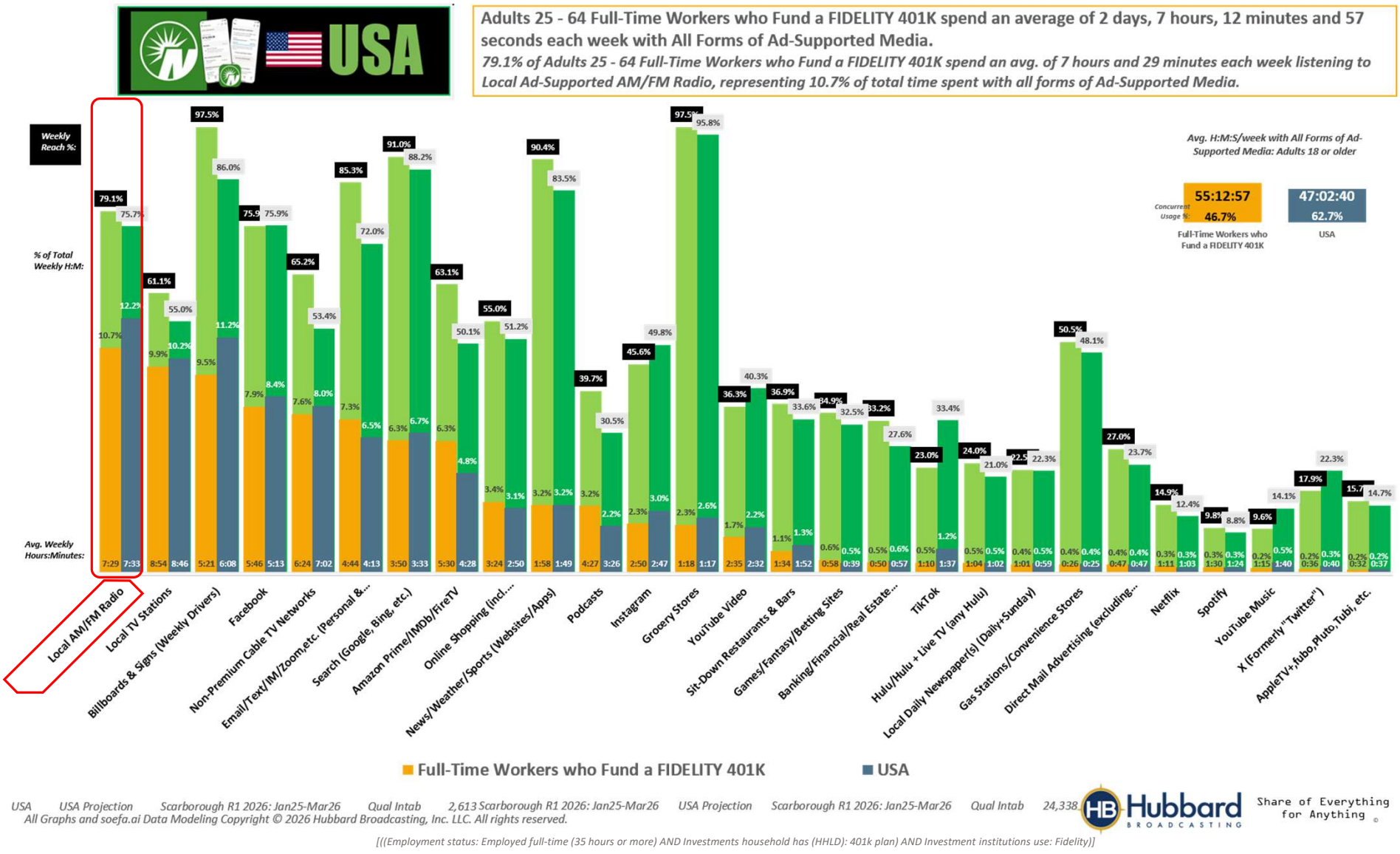
[((Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan) AND Investment institutions use: Fidelity)]



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 2,613 Scarborough R1 2026: Jan25-Mar26 USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 24,338

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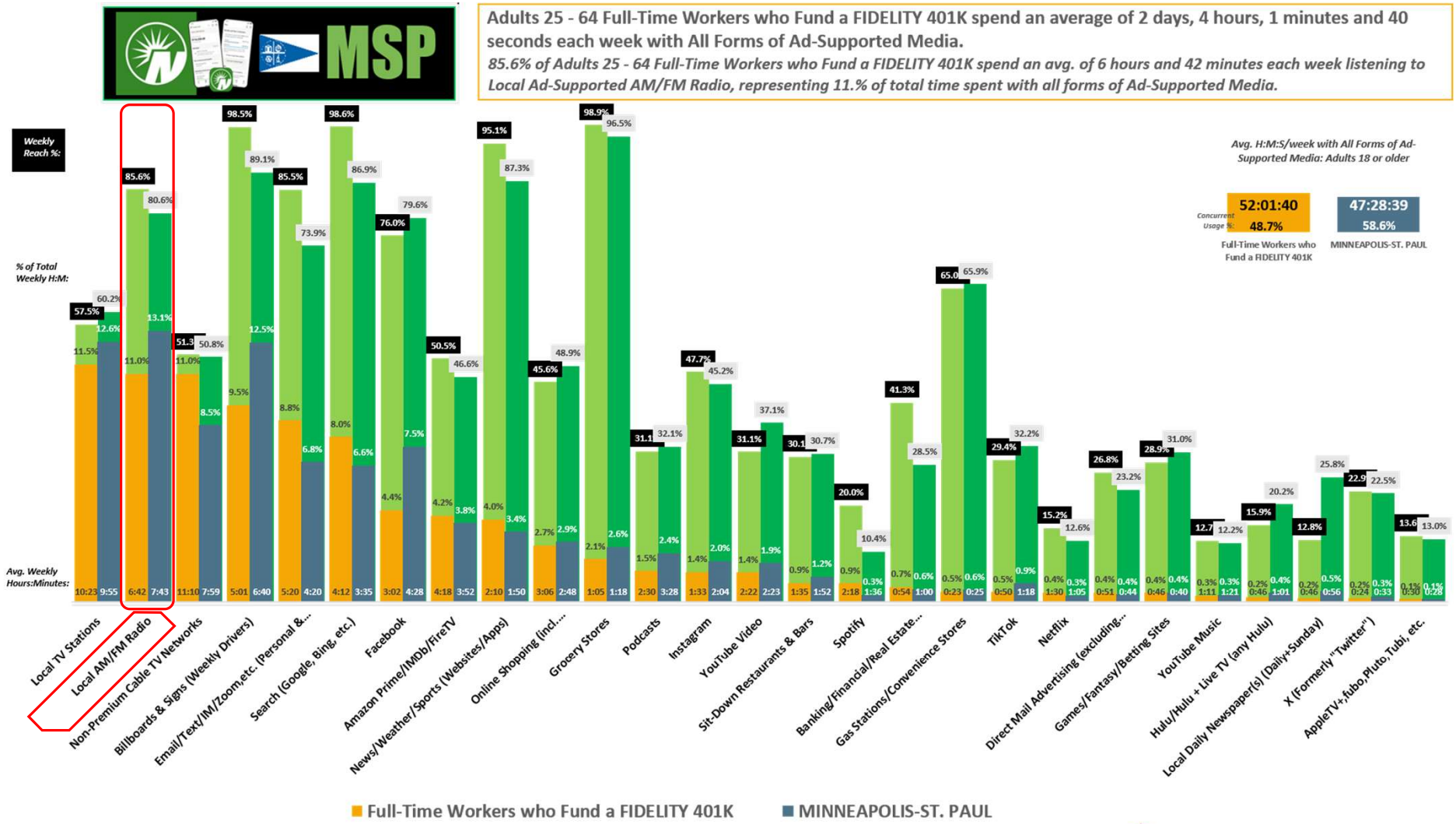

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 143 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab

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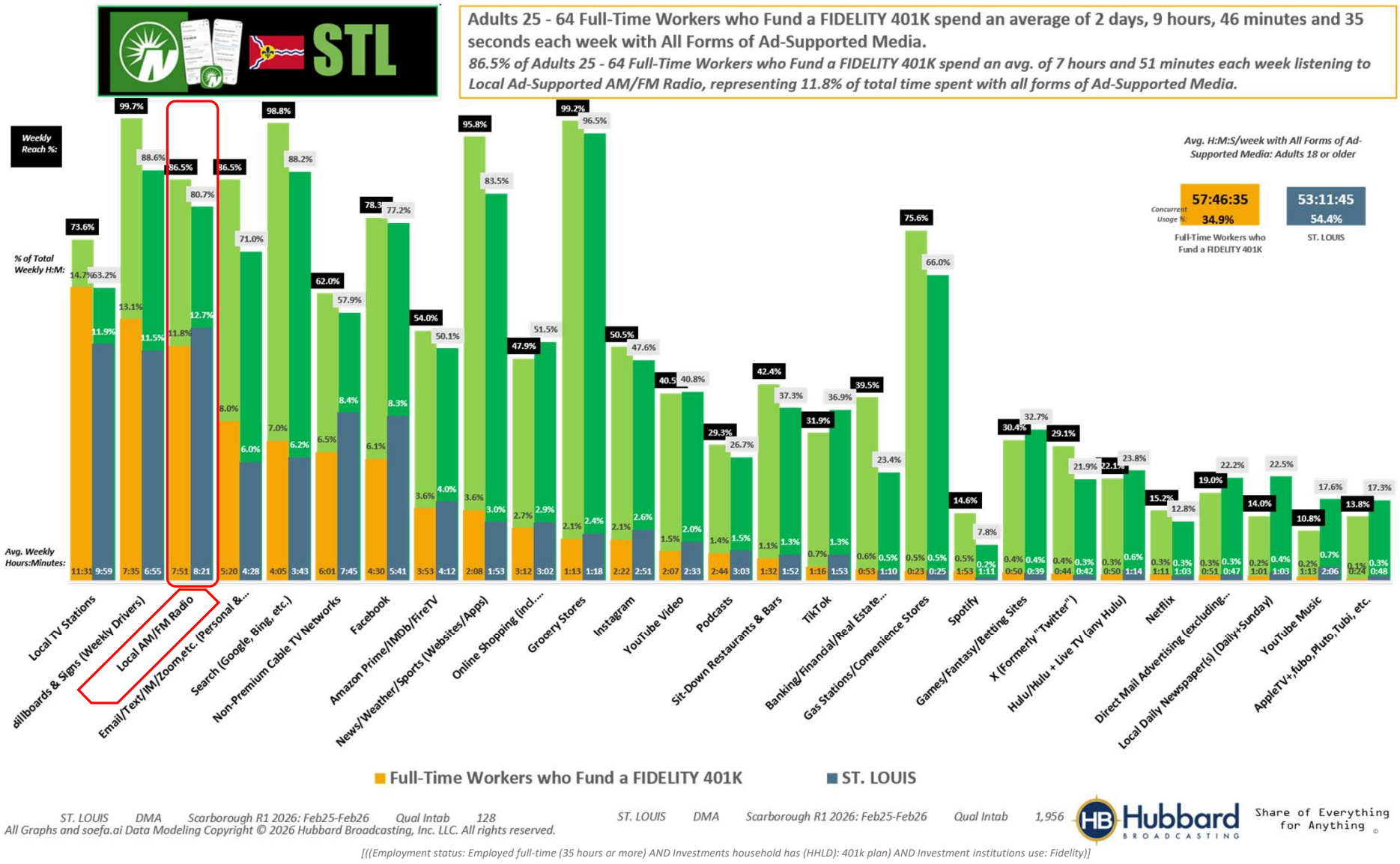
[((Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan) AND Investment institutions use: Fidelity)]


STL
Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K spend an average of 2 days, 9 hours, 46 minutes and 35 seconds each week with All Forms of Ad-Supported Media.
86.5% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K spend an avg. of 7 hours and 51 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.8% of total time spent with all forms of Ad-Supported Media.
Weekly Reach %:
% of Total Weekly H:M:
Avg. Weekly Hours:Minutes:
Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older
Concurrent Usage %:
57:46:35
34.9%
Full-Time Workers who Fund a FIDELITY 401K
53:11:45
54.4%
ST. LOUIS
Local TV Stations
Billboards & Signs (Weekly Drivers)
Local AM/FM Radio
Email/Text/IM/Zoom,etc. (Personal &...
Search (Google, Bing, etc.)
Non-Premium Cable TV Networks
Facebook
Amazon Prime/IMDb/FireTV
News/Weather/Sports (Websites/Apps)
Online Shopping (incl....
Grocery Stores
Instagram
YouTube Video
Podcasts
Sit-Down Restaurants & Bars
TikTok
Banking/Financial/Real Estate...
Gas Stations/Convenience Stores
Spotify
Games/Fantasy/Betting Sites
X (Formerly "Twitter")
Hulu/Hulu + Live TV (any Hulu)
Netflix
Direct Mail Advertising (excluding...
Local Daily Newspaper(s) (Daily+Sunday)
YouTube Music
AppleTV+,fubo,Pluto,Tubi, etc.
Full-Time Workers who Fund a FIDELITY 401K
ST. LOUIS
ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 128
ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,956
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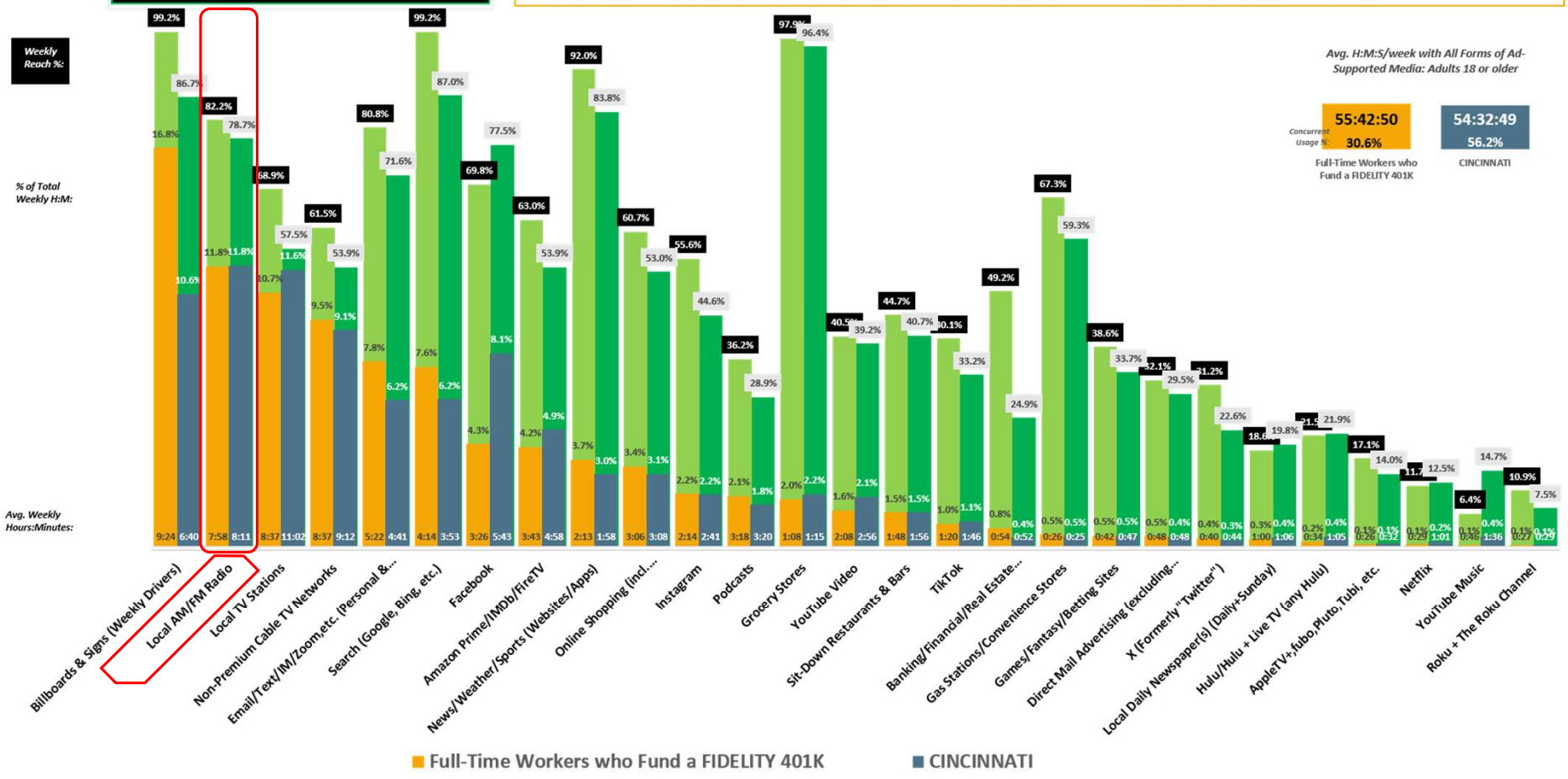
[((Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan) AND Investment institutions use: Fidelity)]

Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K spend an average of 2 days, 7 hours, 42 minutes and 50 seconds each week with All Forms of Ad-Supported Media.

82.2% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K spend an avg. of 7 hours and 58 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.8% of total time spent with all forms of Ad-Supported Media.



CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 117
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CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,900
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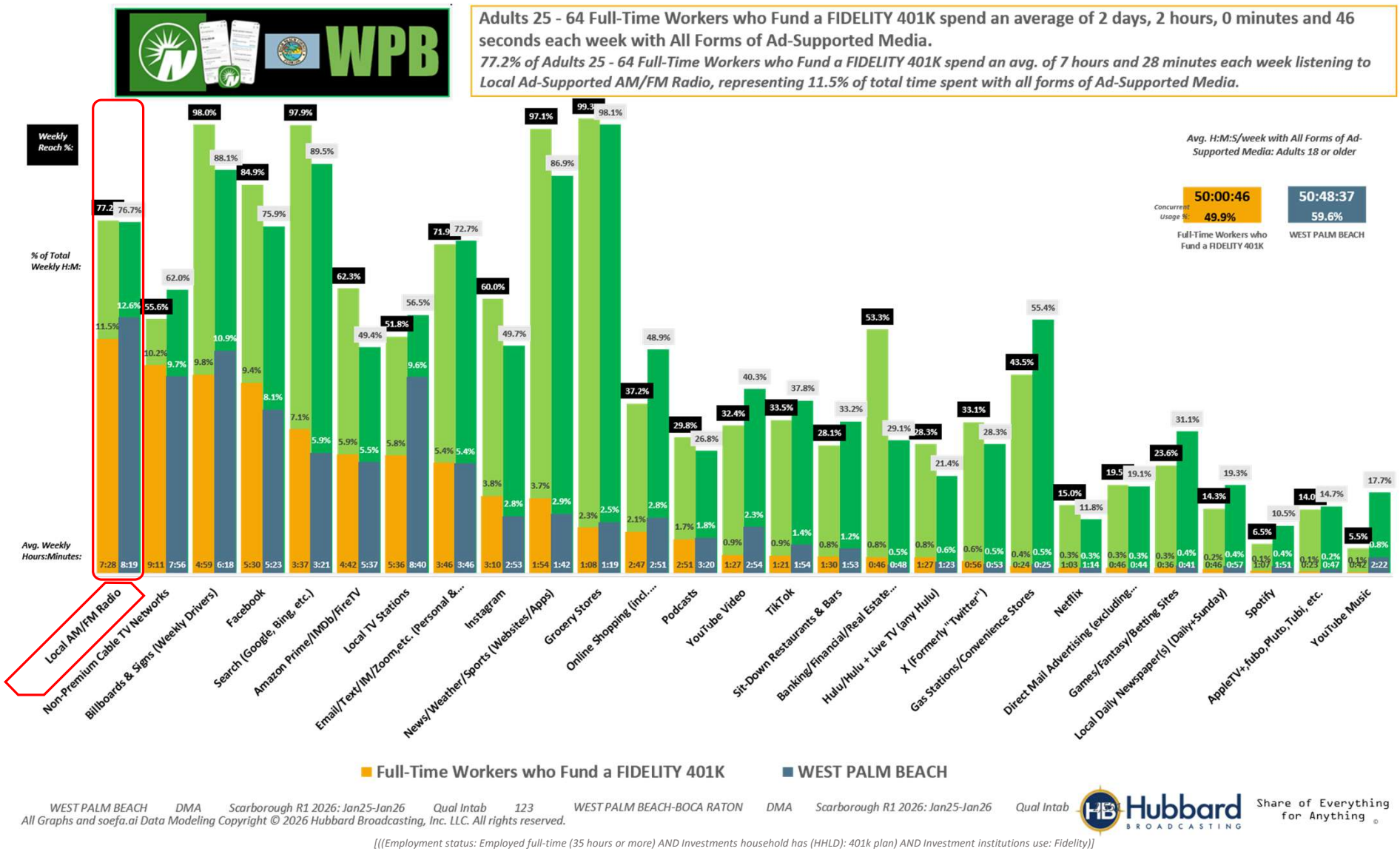
[((Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan) AND Investment institutions use: Fidelity)]



WEST PALM BEACH DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 123 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab
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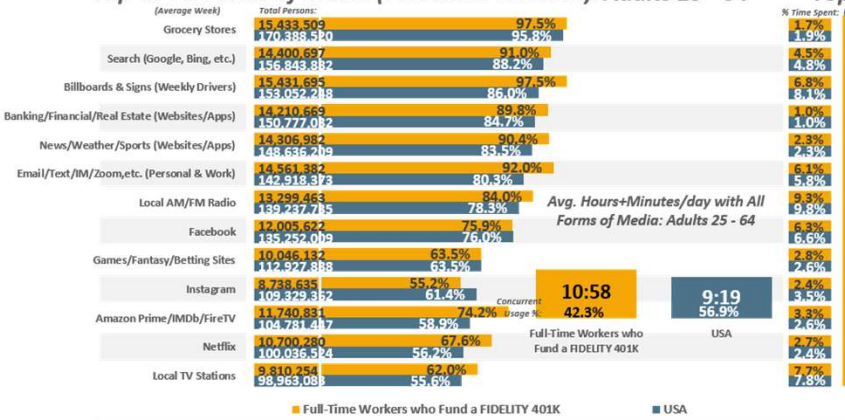
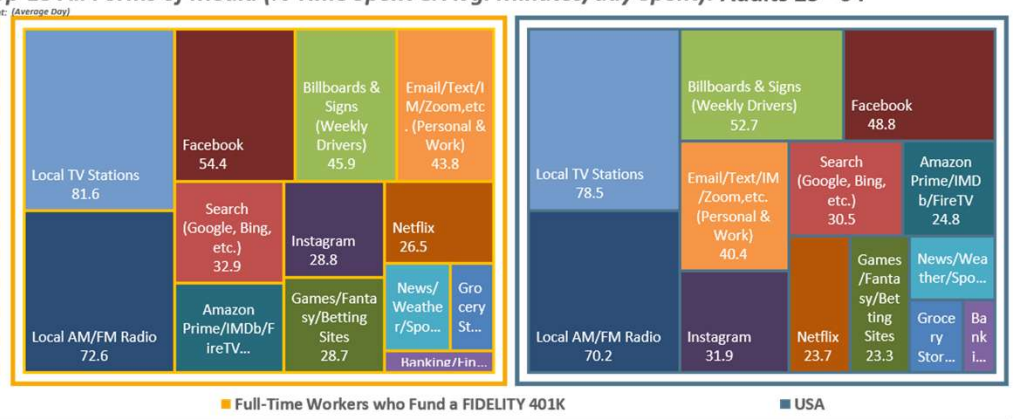
[((Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan) AND Investment institutions use: Fidelity)]

Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K spend an average of 7 hours and 53 minutes each day with All Forms of Ad-Supported Media. 79.1% listen to Local AM/FM Radio for an avg. of 64.2 minutes/day. *(Local Radio delivers 10.7% of Time with Ad-Supported Media.)*

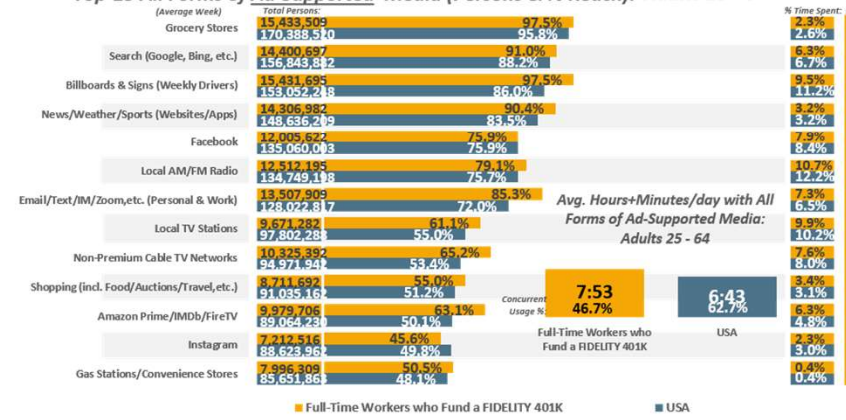
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



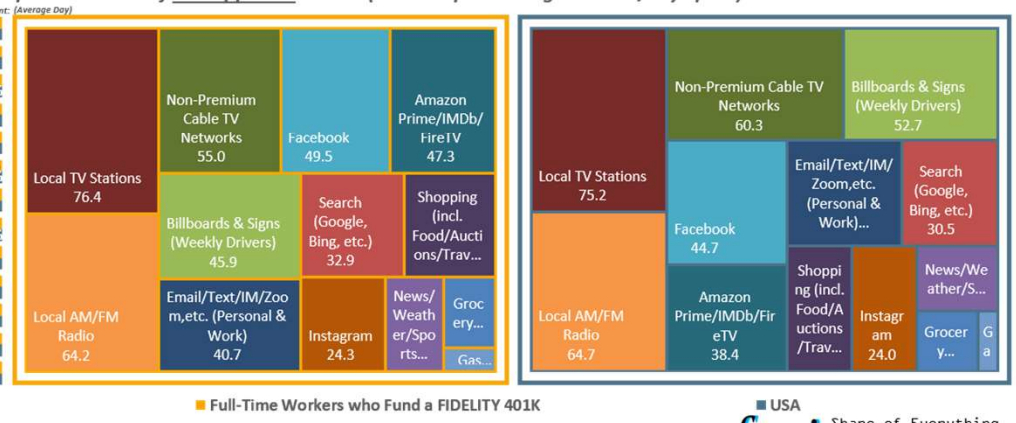
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 2,613

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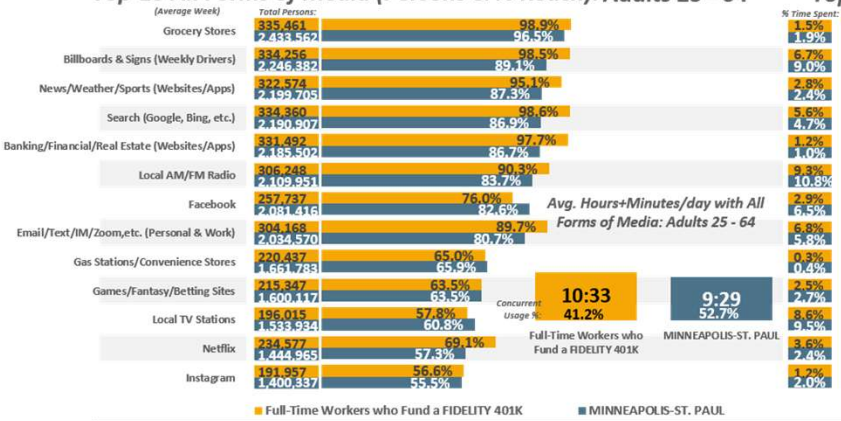
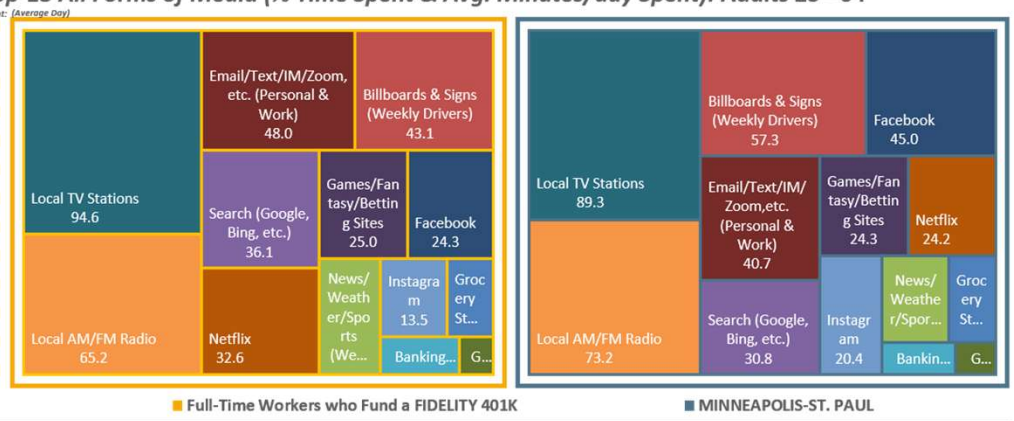
[((Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan) AND Investment institutions use: Fidelity)]

Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K spend an average of 7 hours and 25 minutes each day with All Forms of Ad-Supported Media. 85.6% listen to Local AM/FM Radio for an avg. of 57.5 minutes/day. *(Local Radio delivers 11.% of Time with Ad-Supported Media.)*

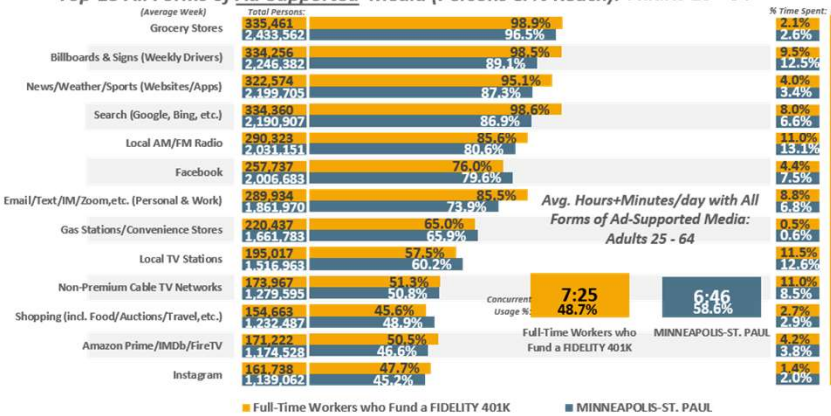
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



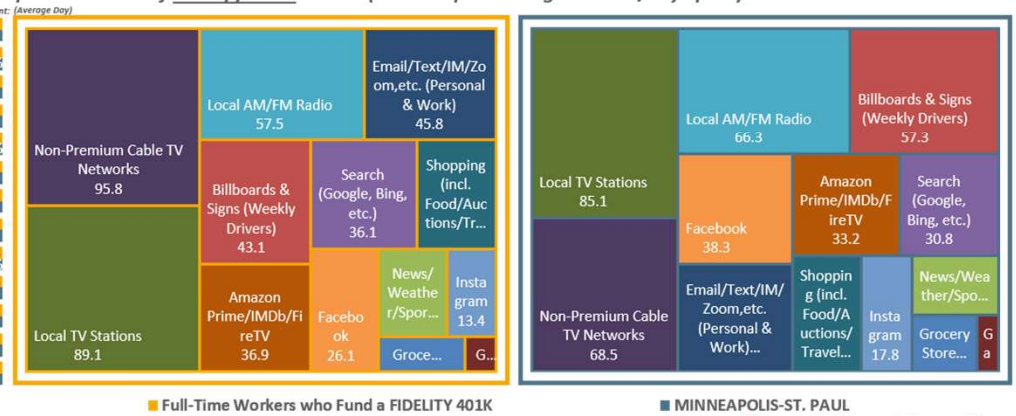
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



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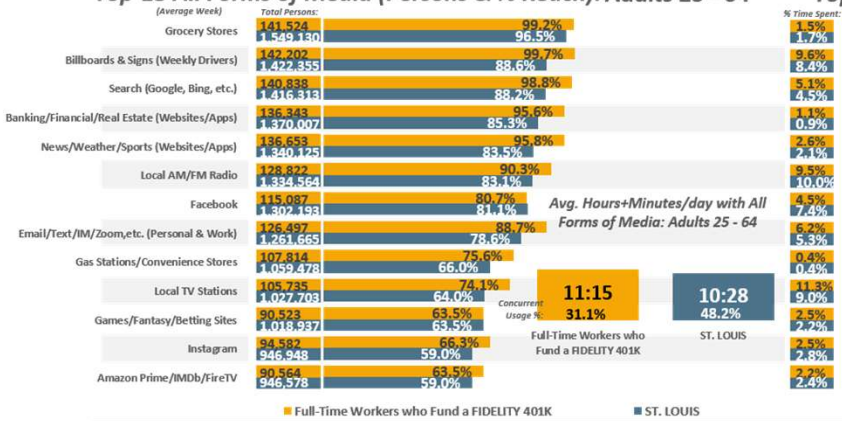
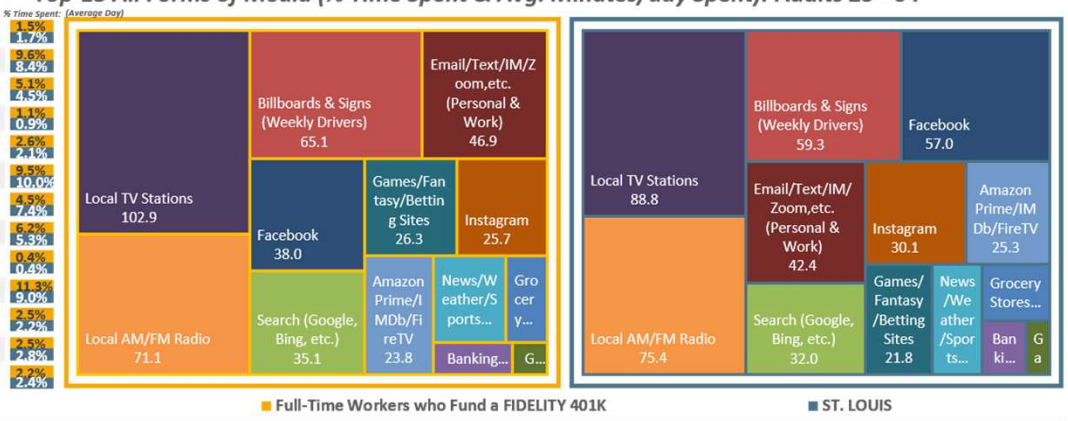
[((Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan) AND Investment institutions use: Fidelity)]

Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K spend an average of 8 hours and 15 minutes each day with All Forms of Ad-Supported Media. 86.5% listen to Local AM/FM Radio for an avg. of 67.3 minutes/day. *(Local Radio delivers 11.8% of Time with Ad-Supported Media.)*

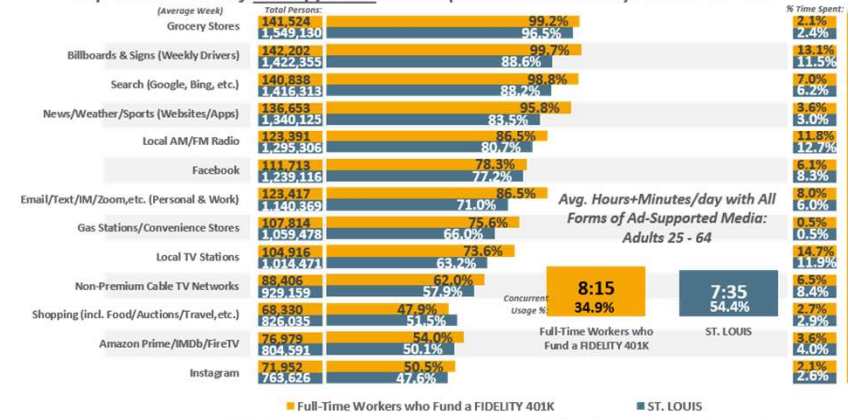
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



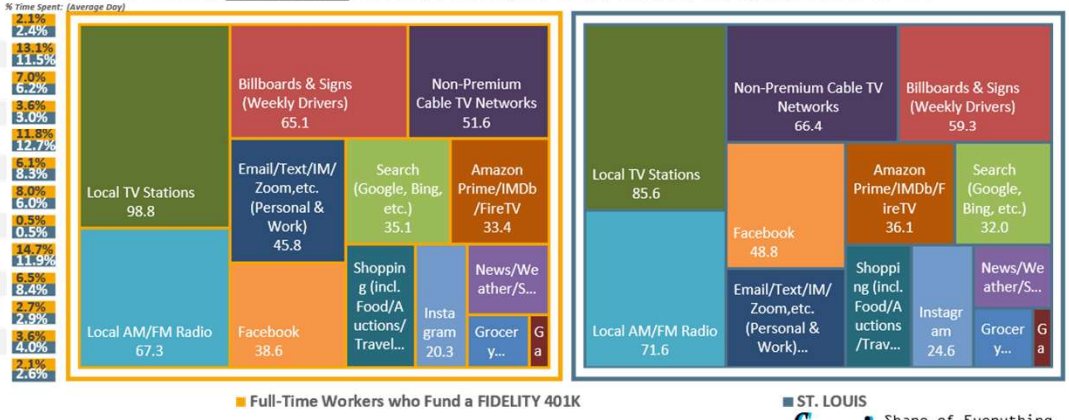
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 128

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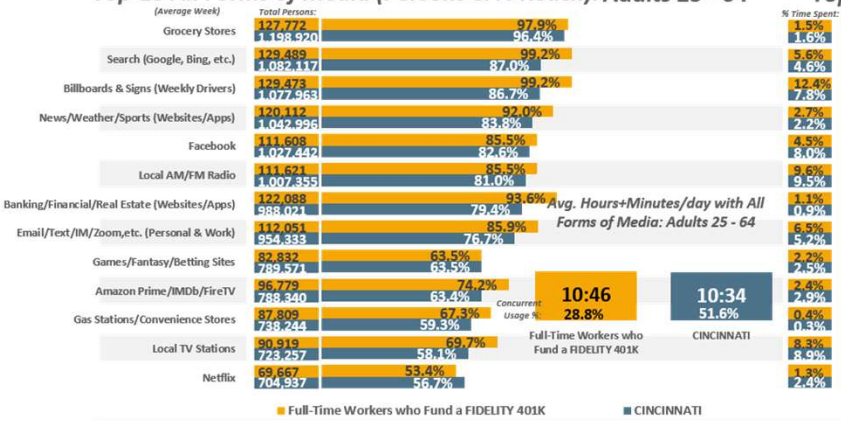
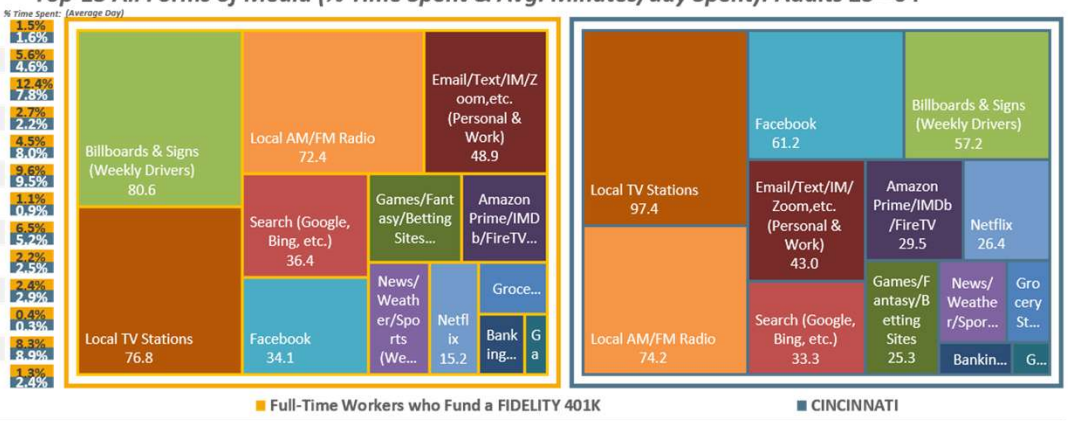
[((Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan) AND Investment institutions use: Fidelity)]

Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K spend an average of 7 hours and 57 minutes each day with All Forms of Ad-Supported Media. 82.2% listen to Local AM/FM Radio for an avg. of 68.3 minutes/day. *(Local Radio delivers 11.8% of Time with Ad-Supported Media.)*

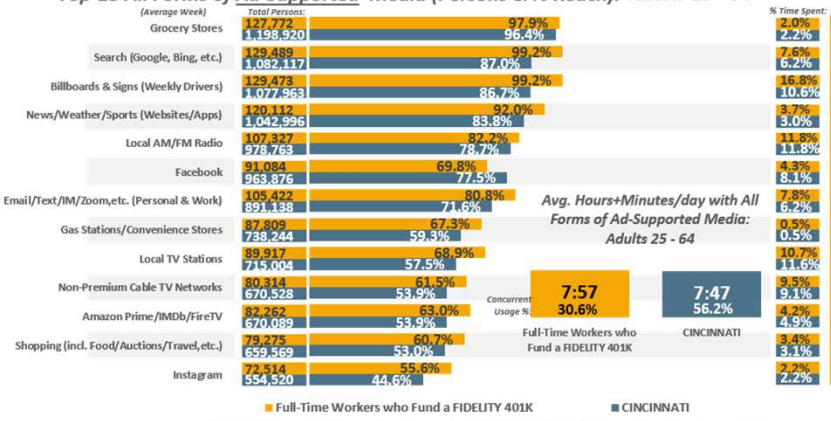
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



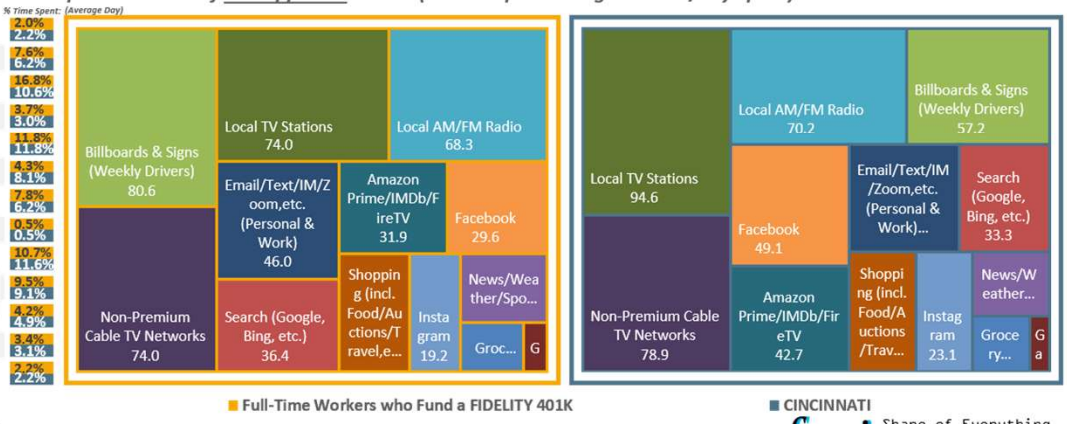
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 117

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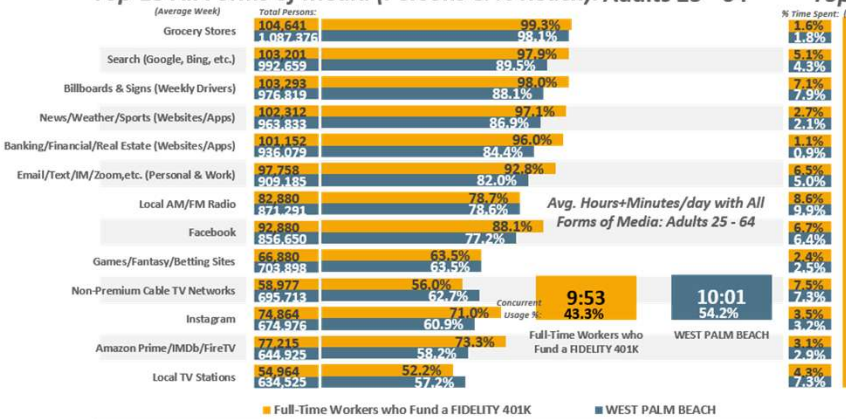
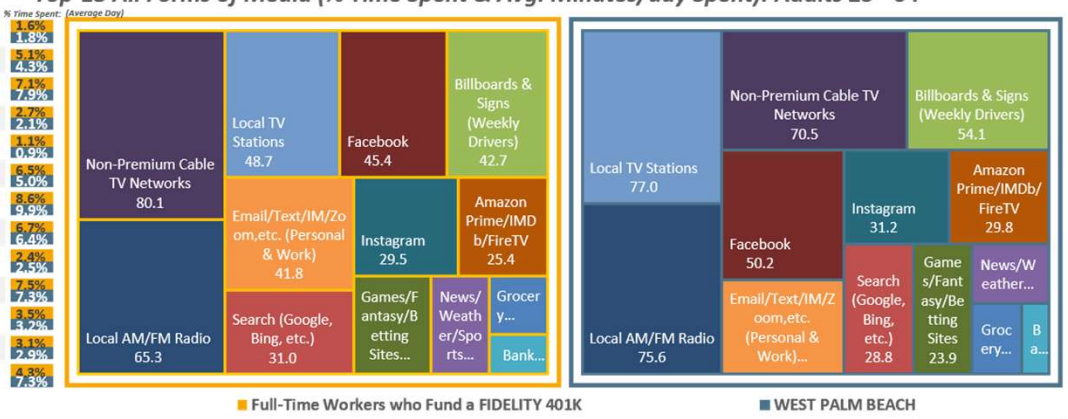
[((Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan) AND Investment institutions use: Fidelity)]

Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K spend an average of 7 hours and 8 minutes each day with All Forms of Ad-Supported Media. 77.2% listen to Local AM/FM Radio for an avg. of 64. minutes/day. *(Local Radio delivers 11.5% of Time with Ad-Supported Media.)*

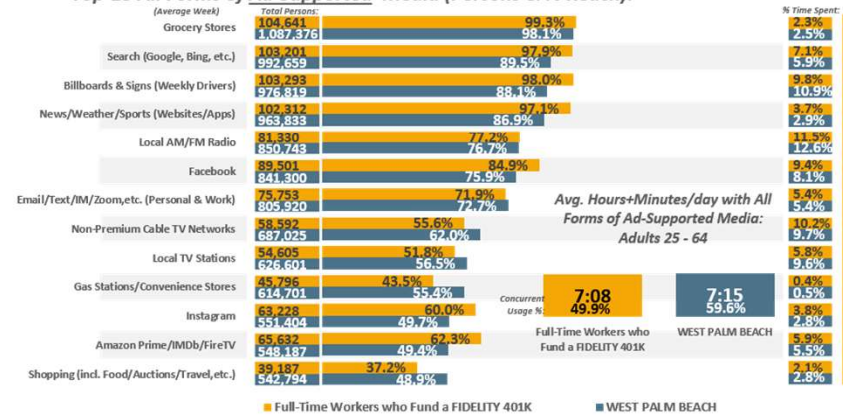
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



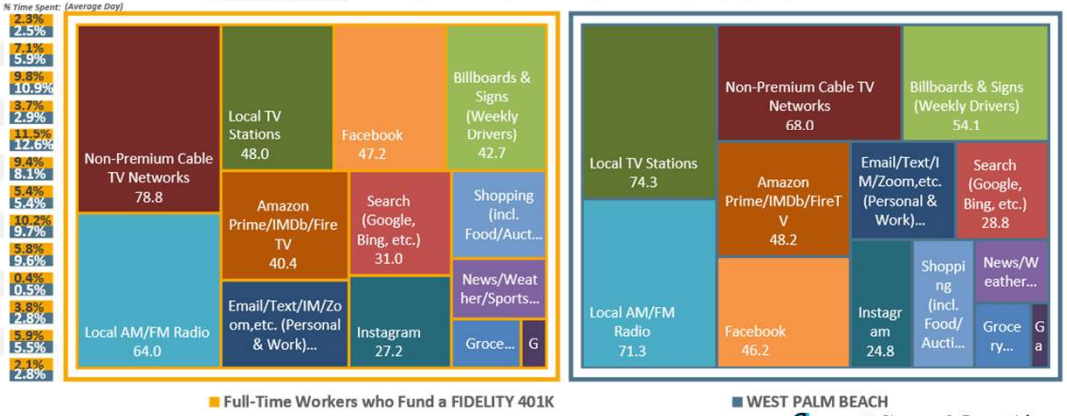
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



WEST PALM BEACH DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 123

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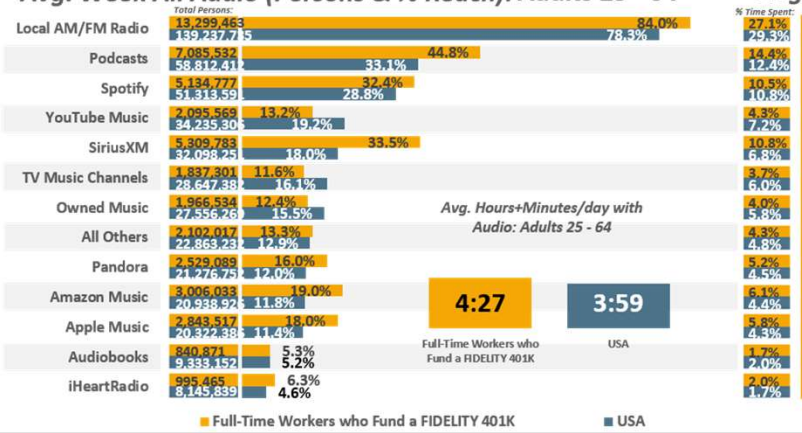
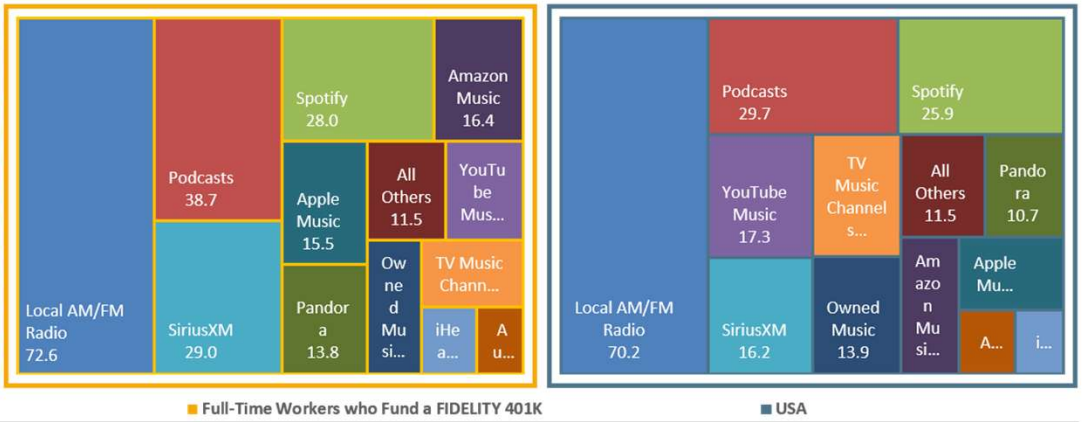
[((Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan) AND Investment institutions use: Fidelity)]

12,512,195 or 79.1% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K listen to Ad-Supported Local AM/FM Radio for an average of 64.2 minutes every day representing 35.2% of all time spent daily with Ad-Supported Audio.

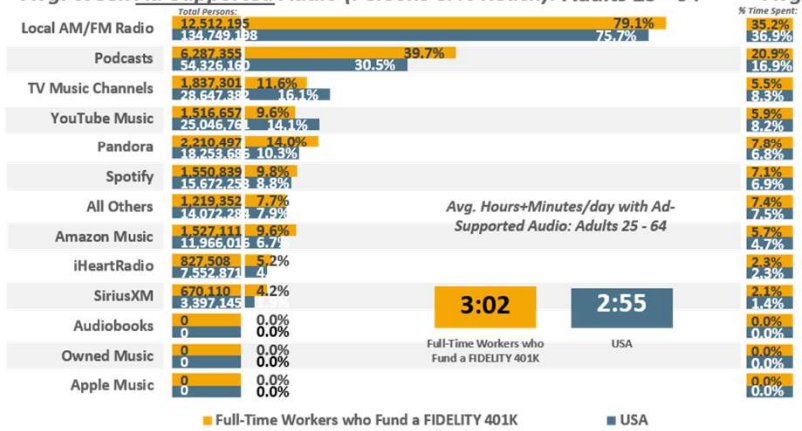
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



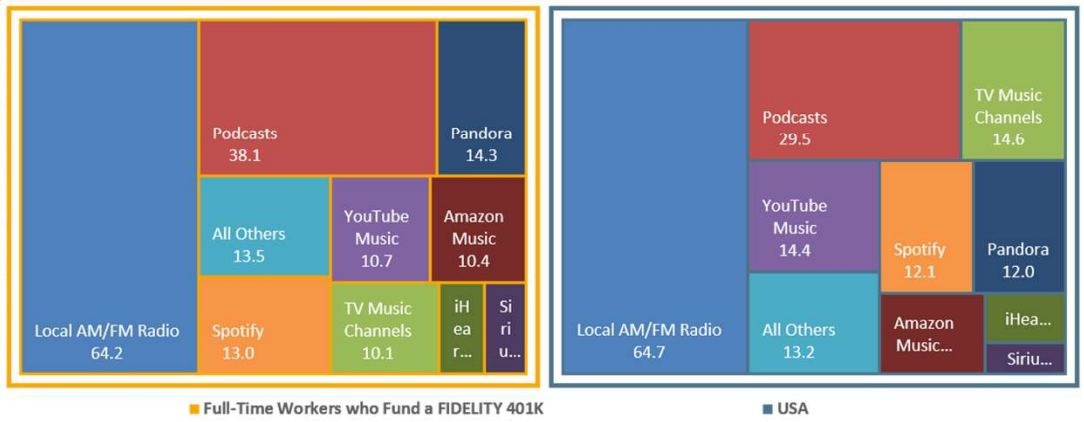
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 2,613

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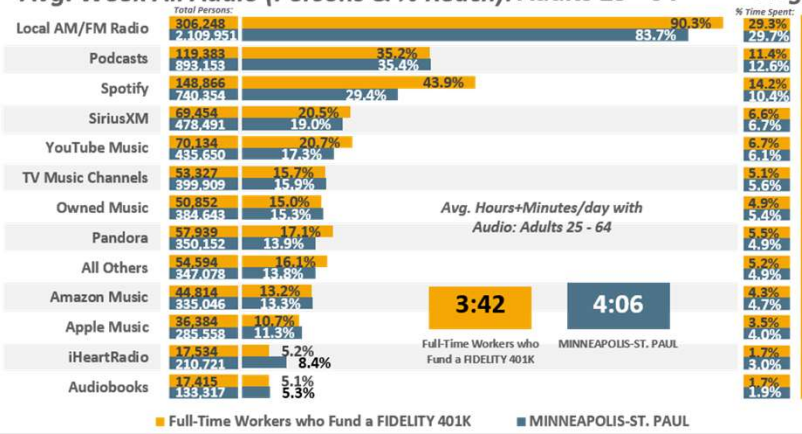
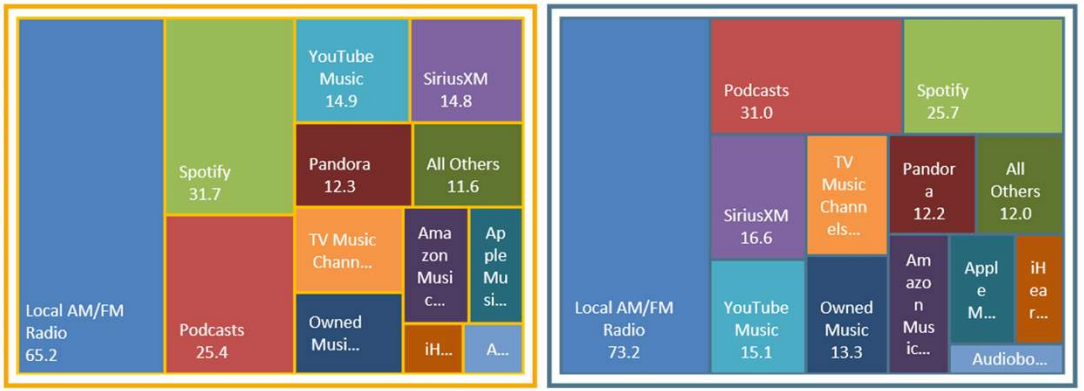
[((Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan) AND Investment institutions use: Fidelity)]

290,323 or 85.6% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K listen to Ad-Supported Local AM/FM Radio for an average of 57.5 minutes every day representing 35.2% of all time spent daily with Ad-Supported Audio.

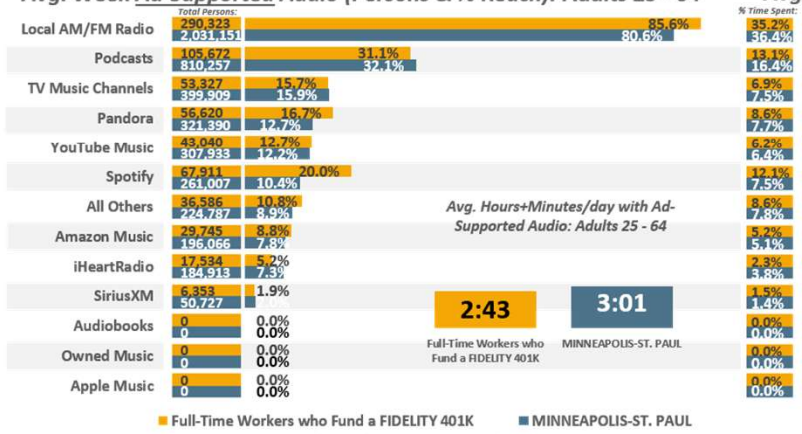
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



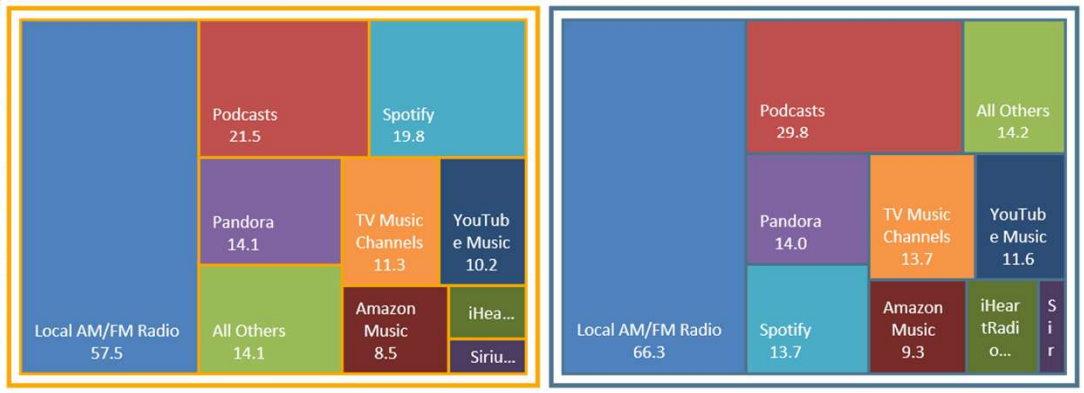
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 143

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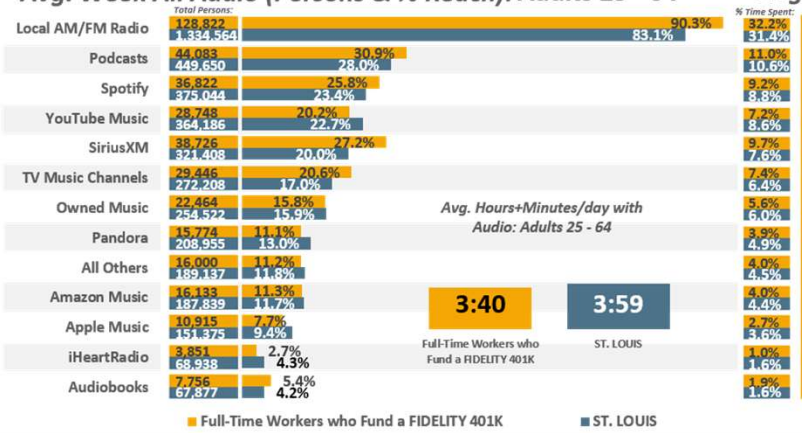
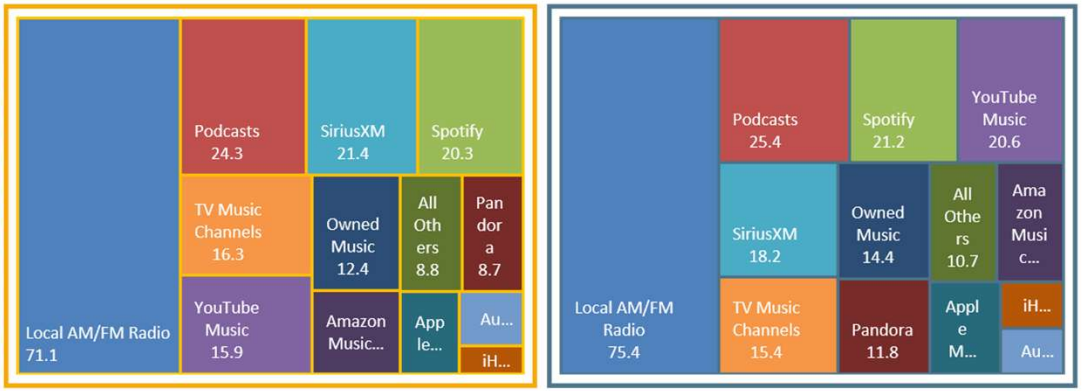
123,391 or 86.5% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K listen to Ad-Supported Local AM/FM Radio for an average of 67.3 minutes every day representing 40.6% of all time spent daily with Ad-Supported Audio.

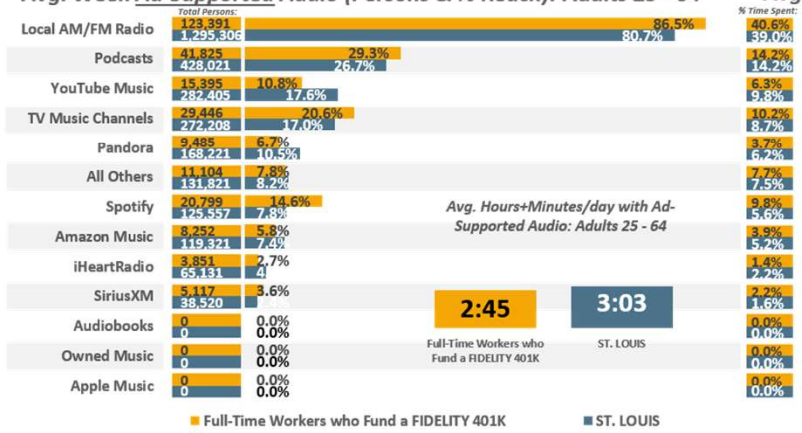
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



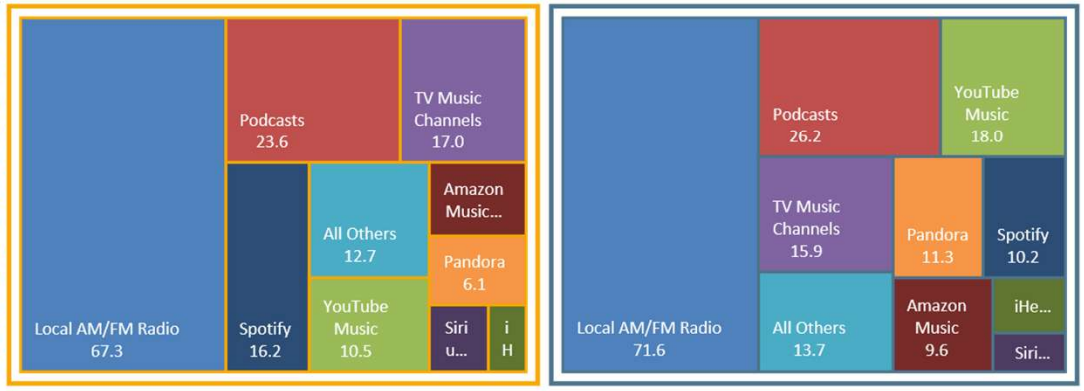
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 128

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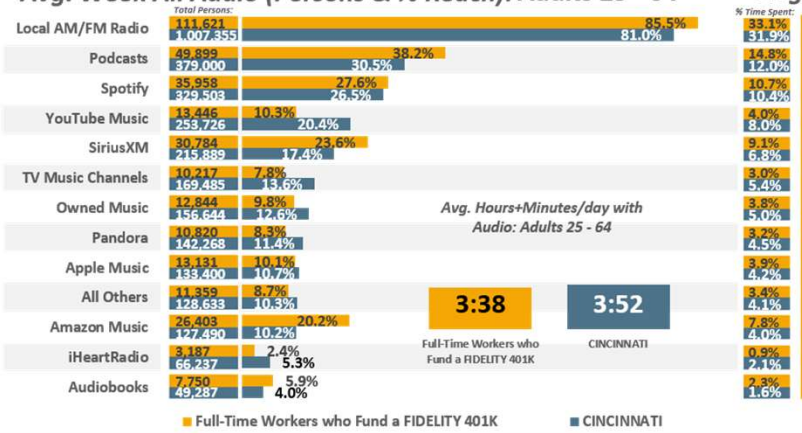
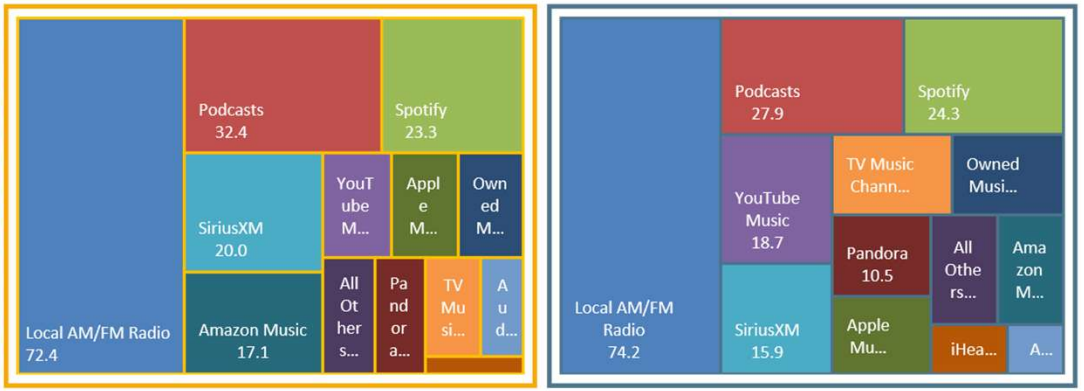
[((Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan) AND Investment institutions use: Fidelity)]

107,327 or 82.2% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K listen to Ad-Supported Local AM/FM Radio for an average of 68.3 minutes every day representing 44.% of all time spent daily with Ad-Supported Audio.

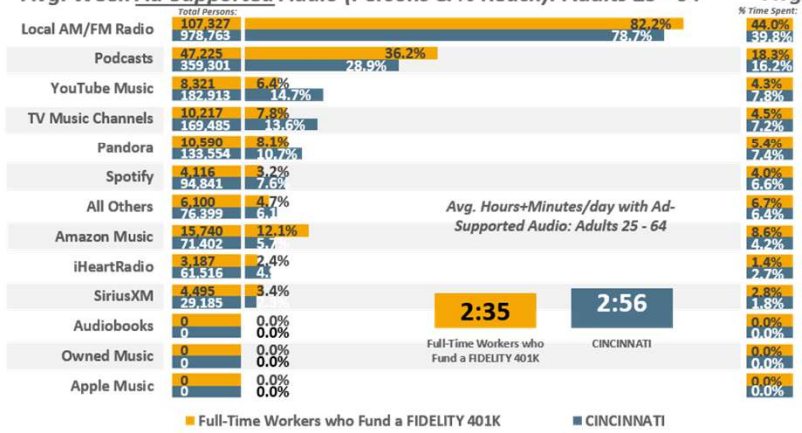
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



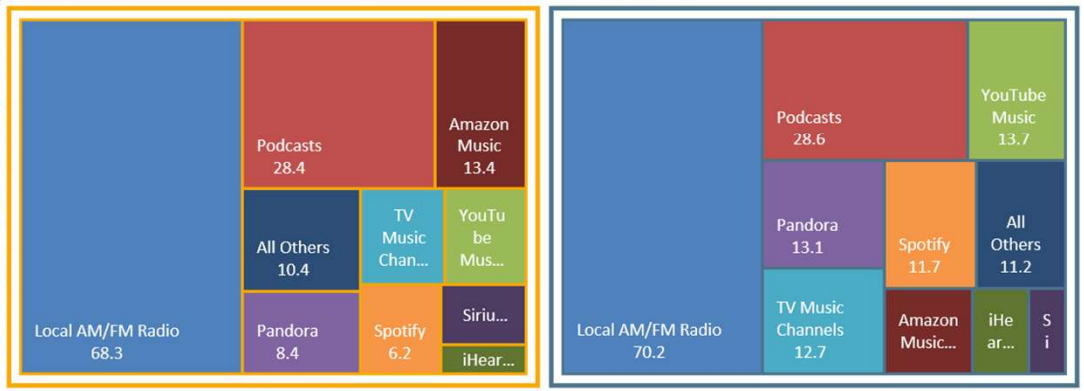
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 117

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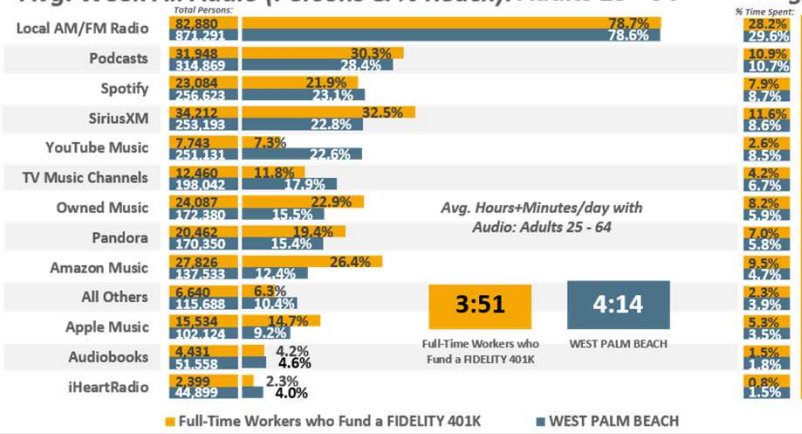
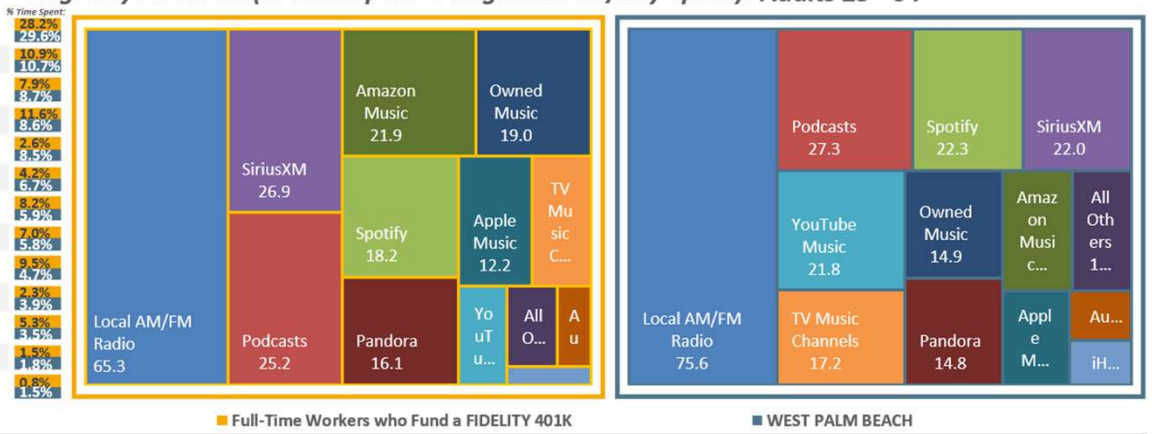
[((Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan) AND Investment institutions use: Fidelity)]

81,330 or 77.2% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K listen to Ad-Supported Local AM/FM Radio for an average of 64. minutes every day representing 38.9% of all time spent daily with Ad-Supported Audio.

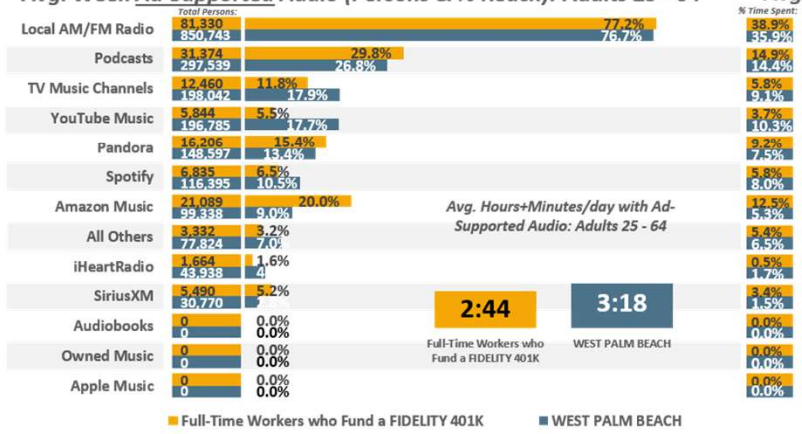
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



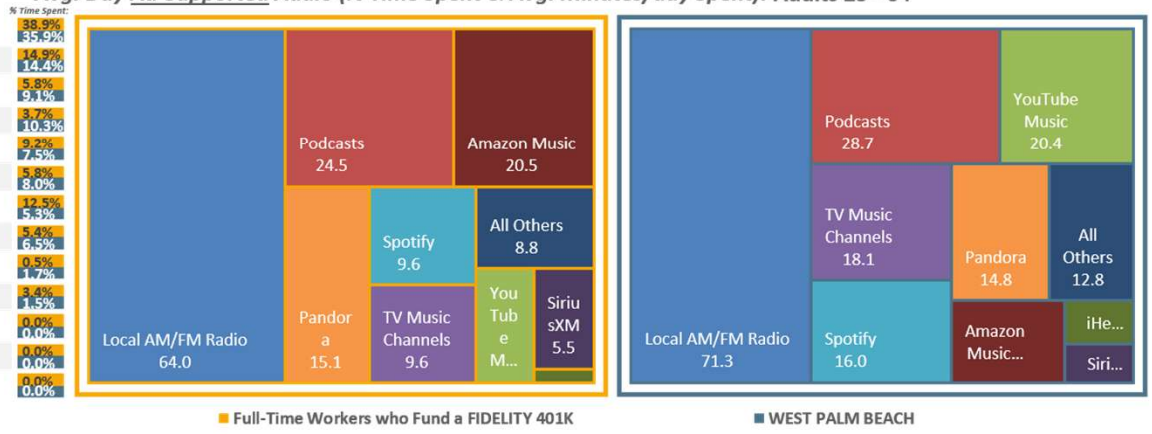
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



WEST PALM BEACH DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 123

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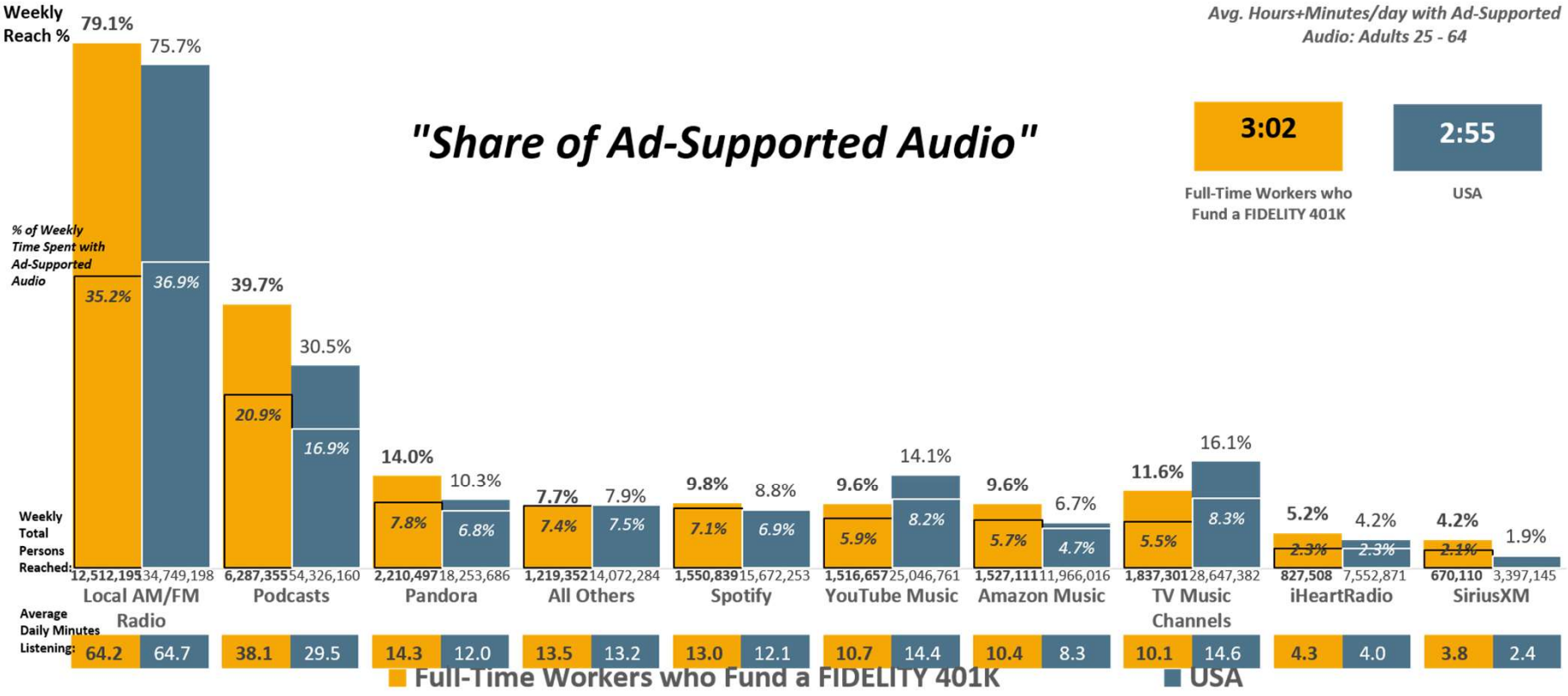
12,512,195 or 79.1% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K listen to Ad-Supported Local AM/FM Radio for an average of 64.2 minutes every day representing 35.2% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 2,613 Scarborough R1 2026: Jan25-Mar26 USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 24,338

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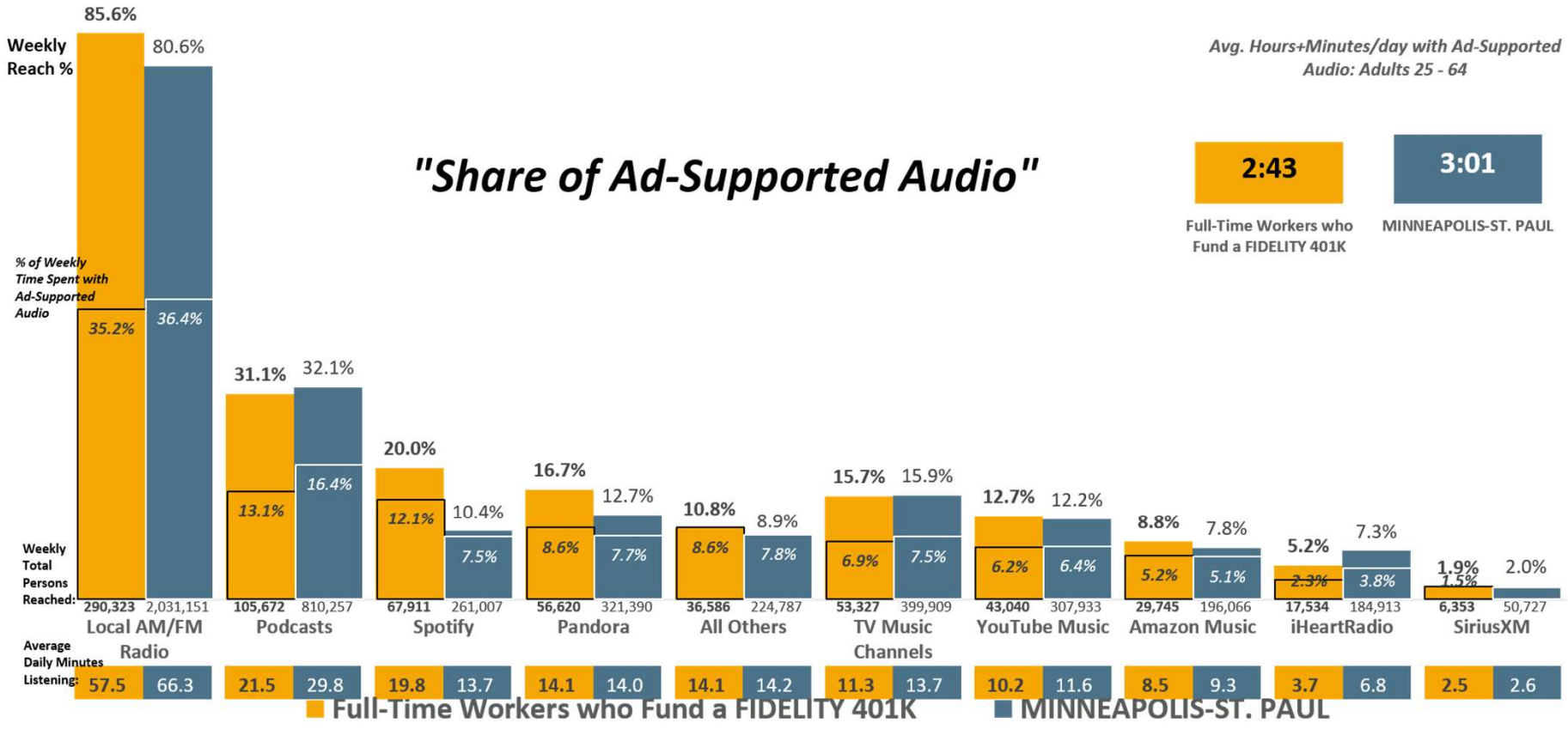
[((Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan) AND Investment institutions use: Fidelity)]

290,323 or 85.6% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K listen to Ad-Supported Local AM/FM Radio for an average of 57.5 minutes every day representing 35.2% of all time spent daily with Ad-Supported Audio.



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 143 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,934

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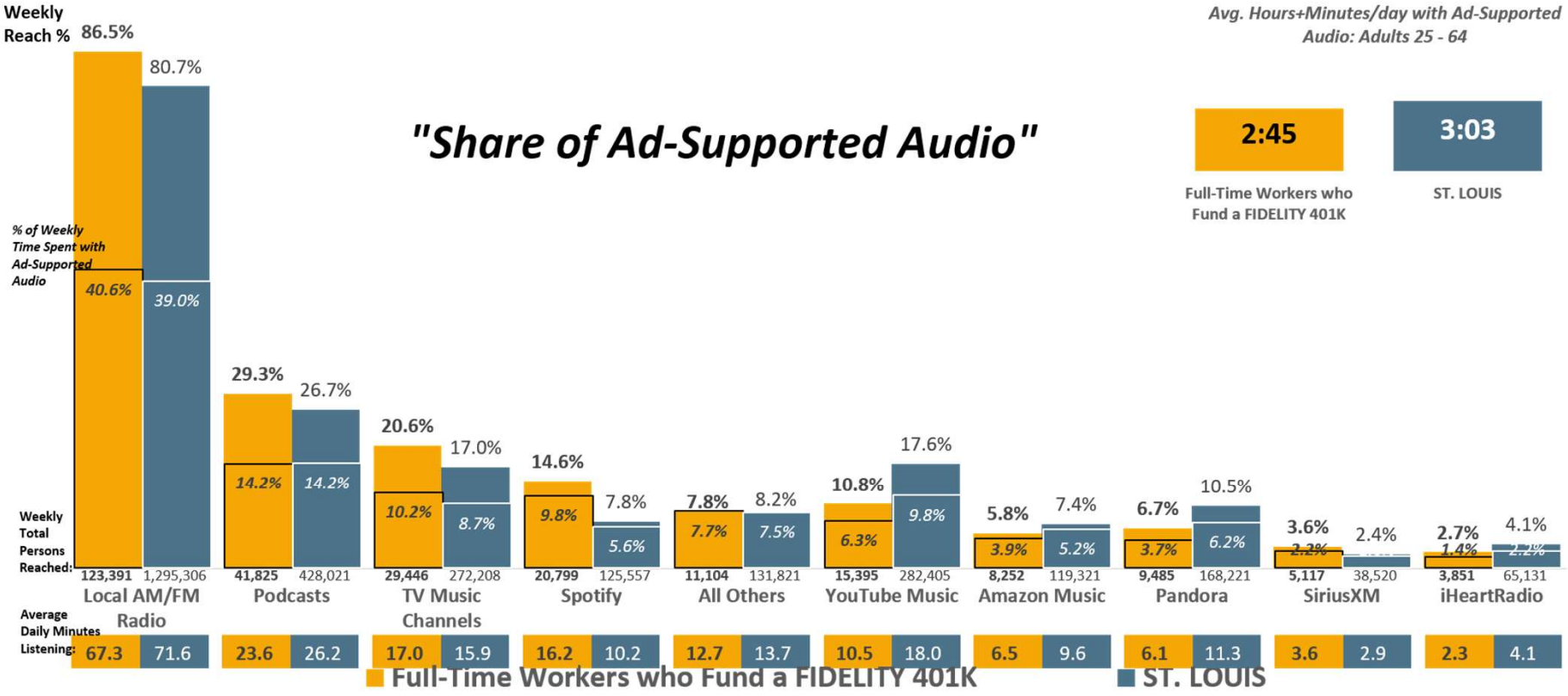
[((Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan) AND Investment institutions use: Fidelity)]

123,391 or 86.5% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K listen to Ad-Supported Local AM/FM Radio for an average of 67.3 minutes every day representing 40.6% of all time spent daily with Ad-Supported Audio.



ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 128 ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,956

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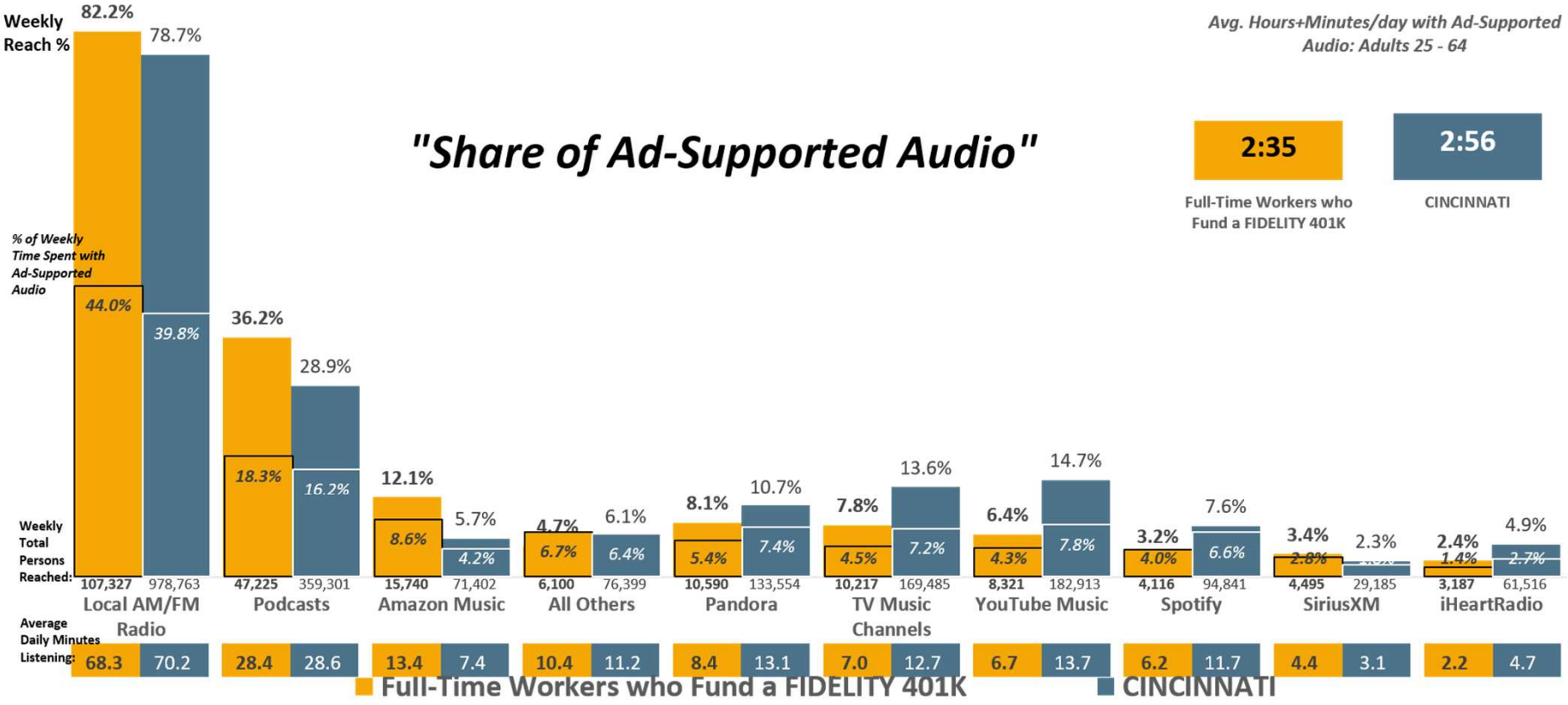
[((Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan) AND Investment institutions use: Fidelity)]

107,327 or 82.2% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K listen to Ad-Supported Local AM/FM Radio for an average of 68.3 minutes every day representing 44.% of all time spent daily with Ad-Supported Audio.



CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 117 CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,900

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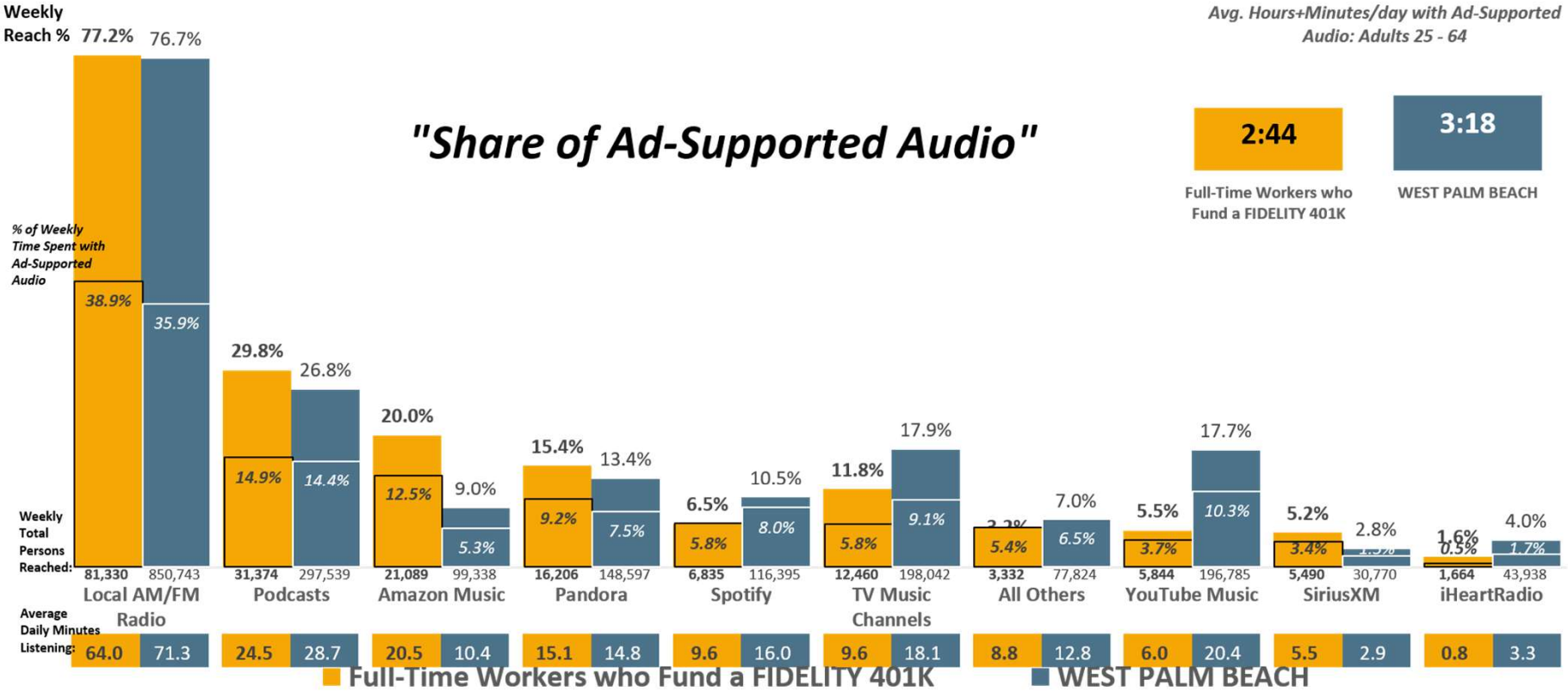
[((Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan) AND Investment institutions use: Fidelity)]

81,330 or 77.2% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K listen to Ad-Supported Local AM/FM Radio for an average of 64. minutes every day representing 38.9% of all time spent daily with Ad-Supported Audio.



WEST PALM BEACH DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 123 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551

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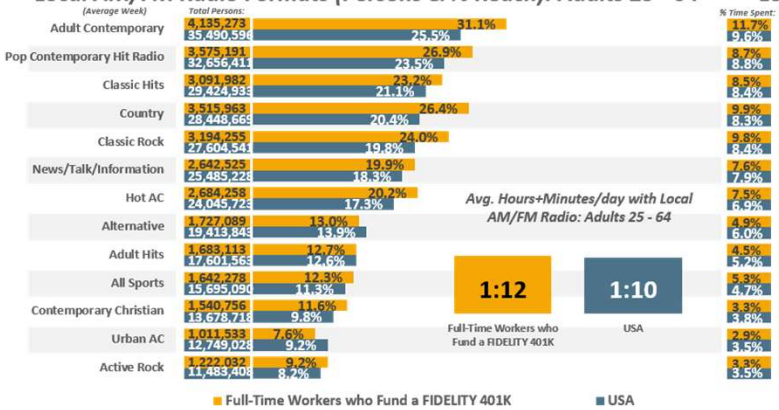
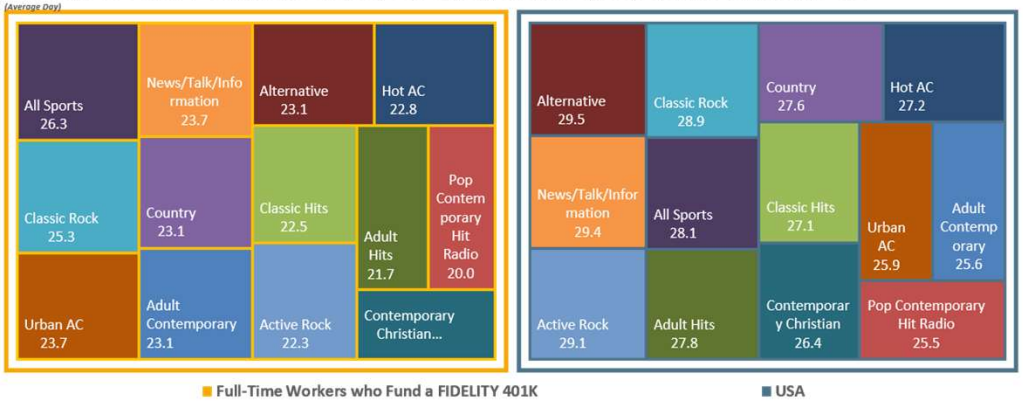
[((Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan) AND Investment institutions use: Fidelity)]

12,512,195 or 79.1% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Country, Classic Rock, and Classic Hits.

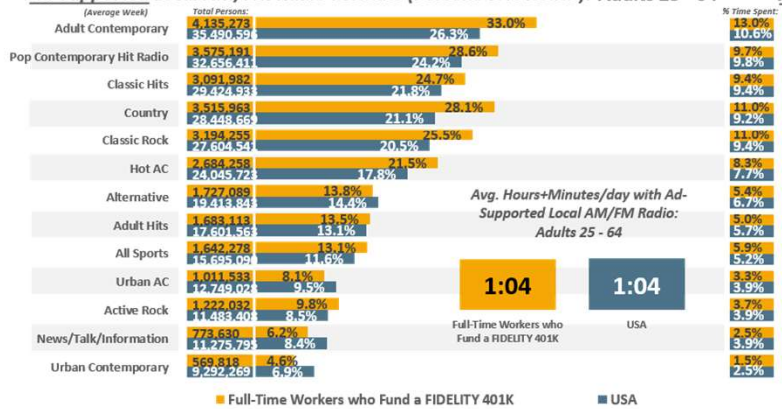
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



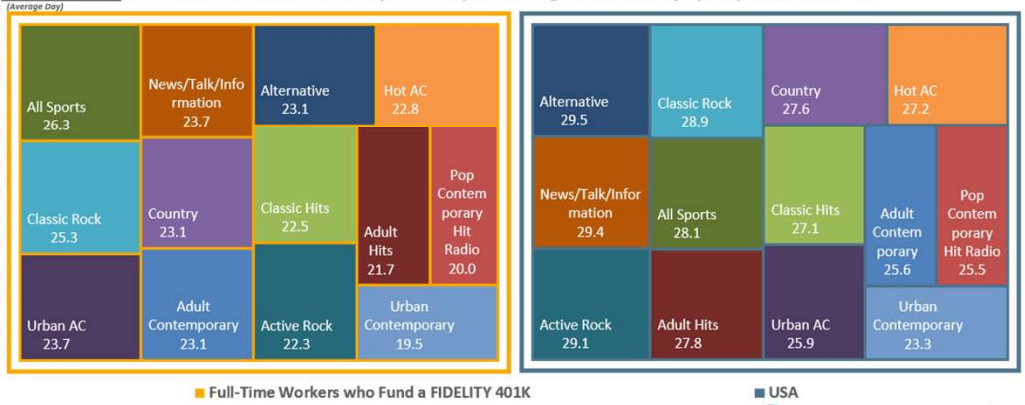
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 2,613

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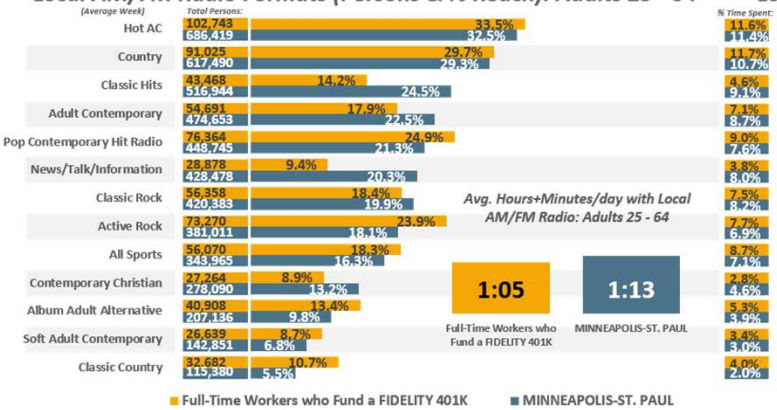
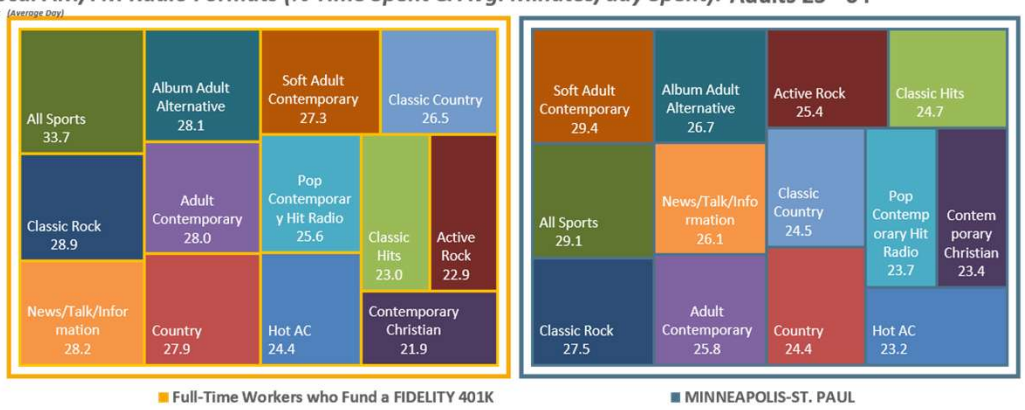
290,323 or 85.6% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Country, Pop Contemporary Hit Radio, Active Rock, and Classic Rock.

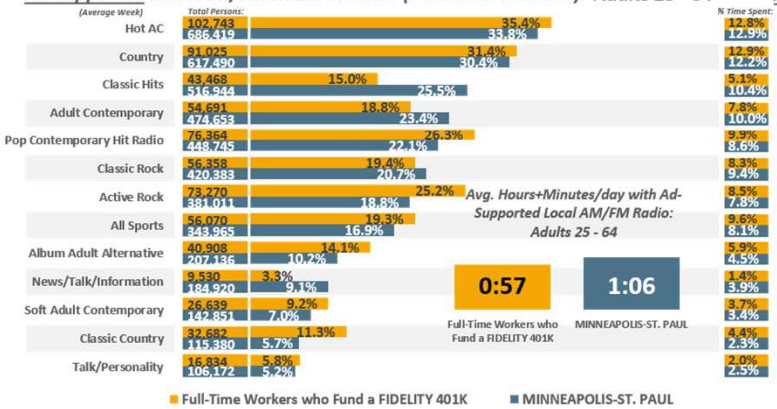
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



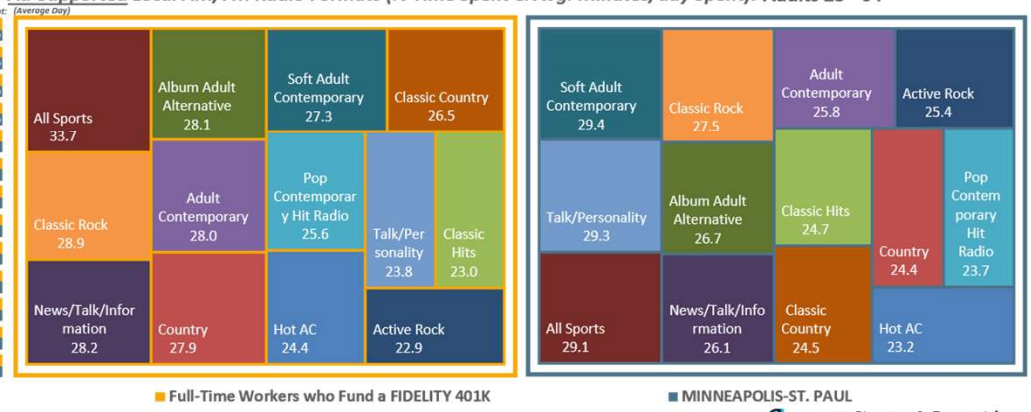
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 143

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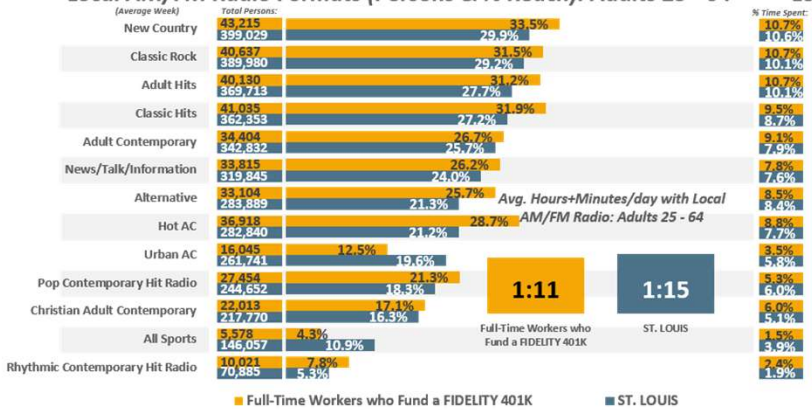
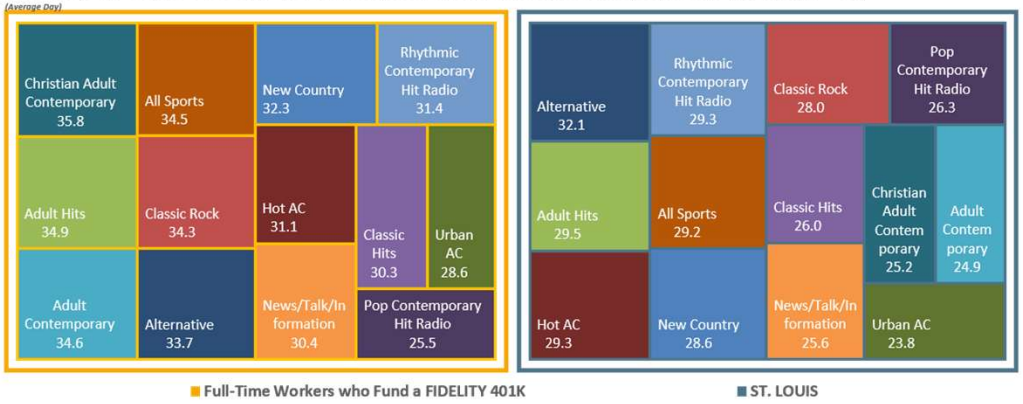
123,391 or 86.5% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are New Country, Classic Hits, Classic Rock, Adult Hits, and Hot AC.

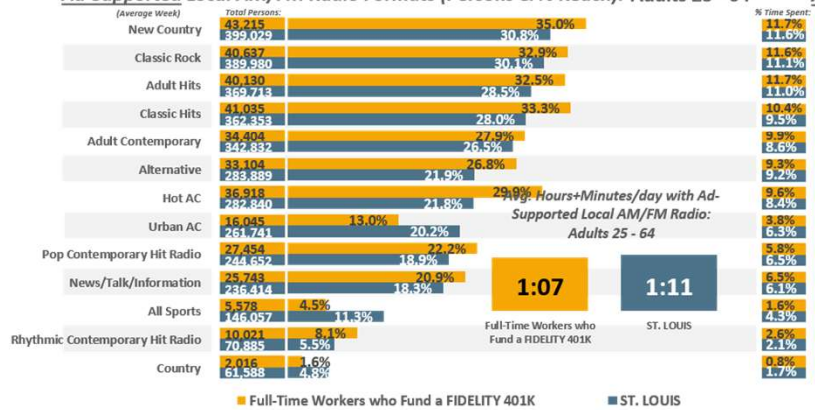
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



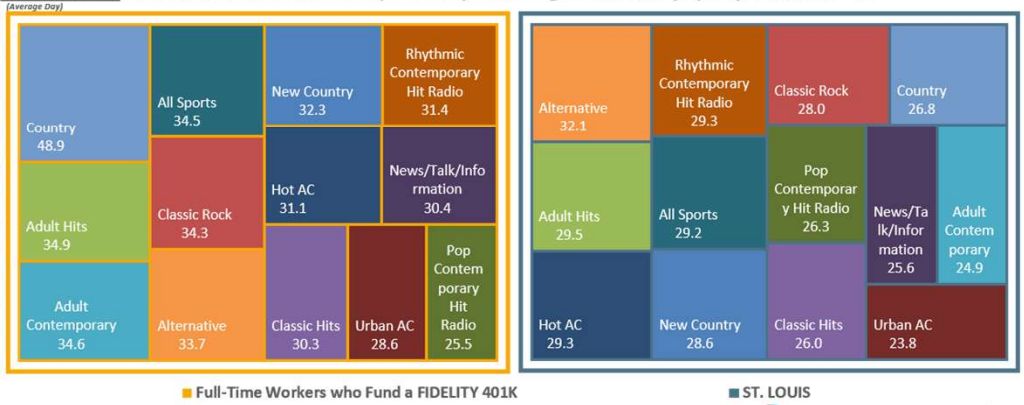
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 128

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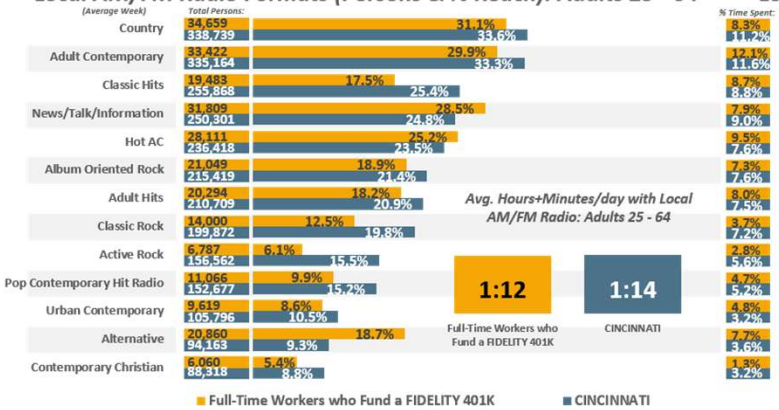
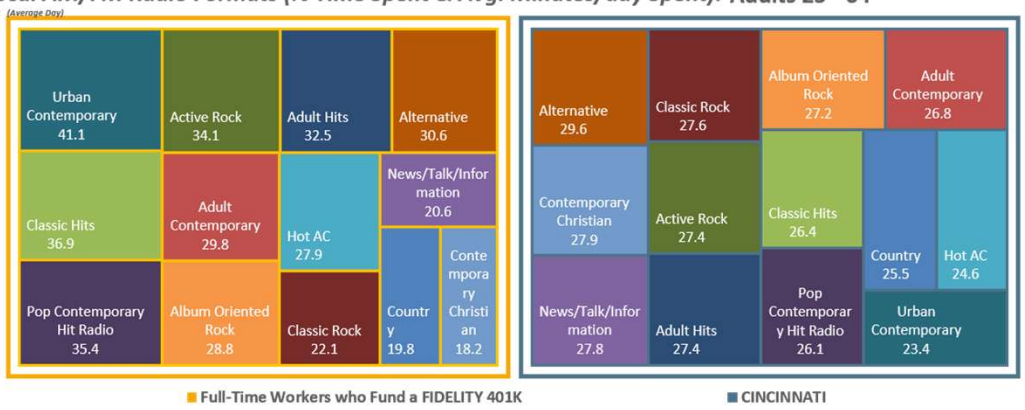
107,327 or 82.2% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, Hot AC, News/Talk/Information, and Album Oriented Rock.

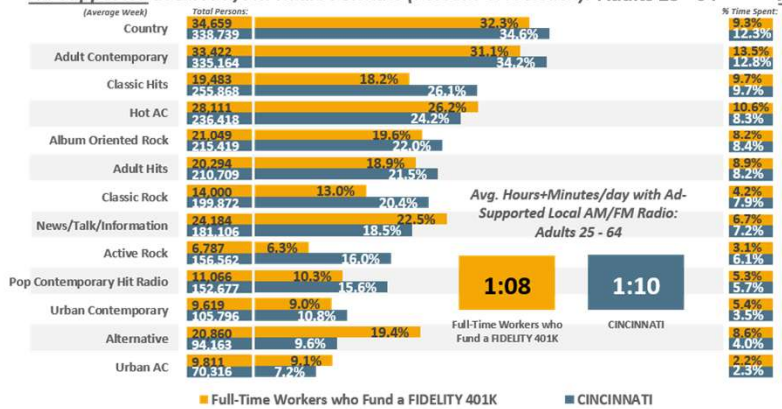
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



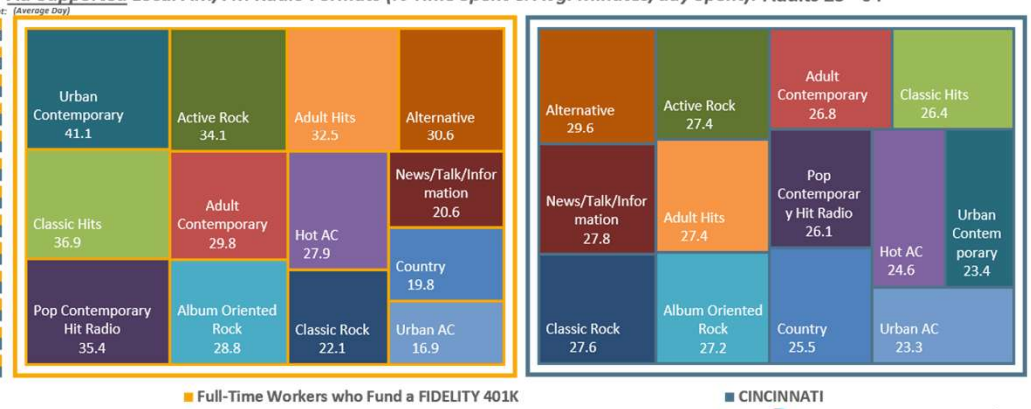
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 117

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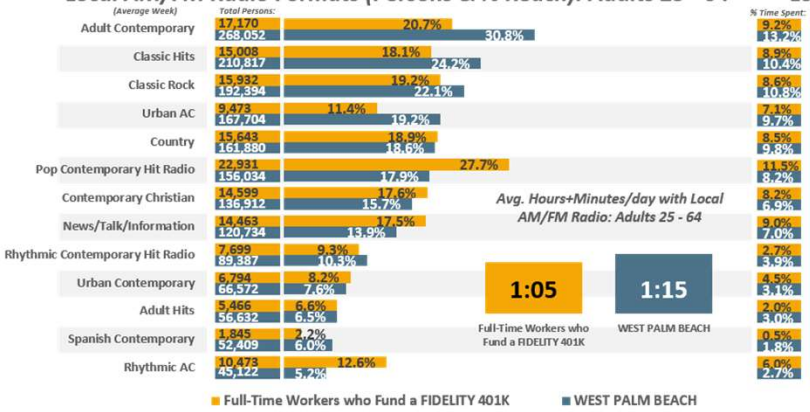
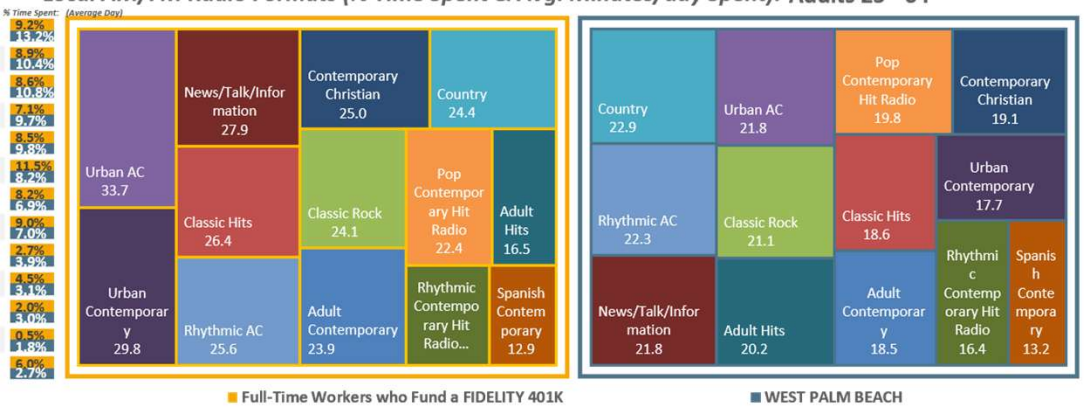
81,330 or 77.2% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Classic Rock, Country, and Classic Hits.

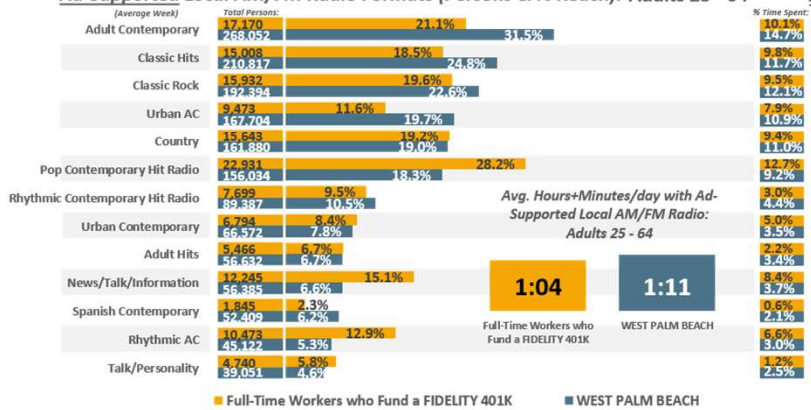
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



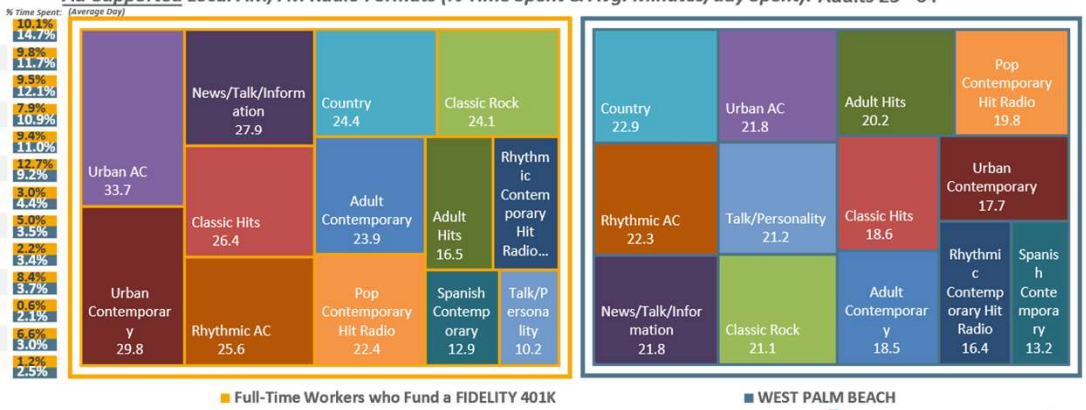
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



WEST PALM BEACH DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 123

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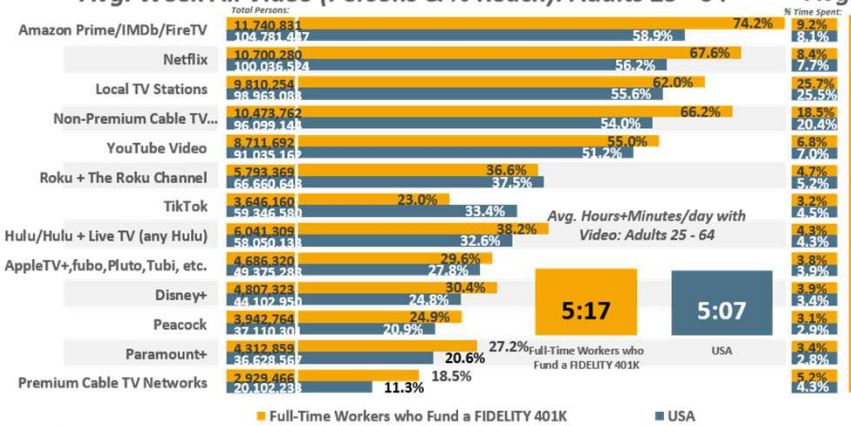
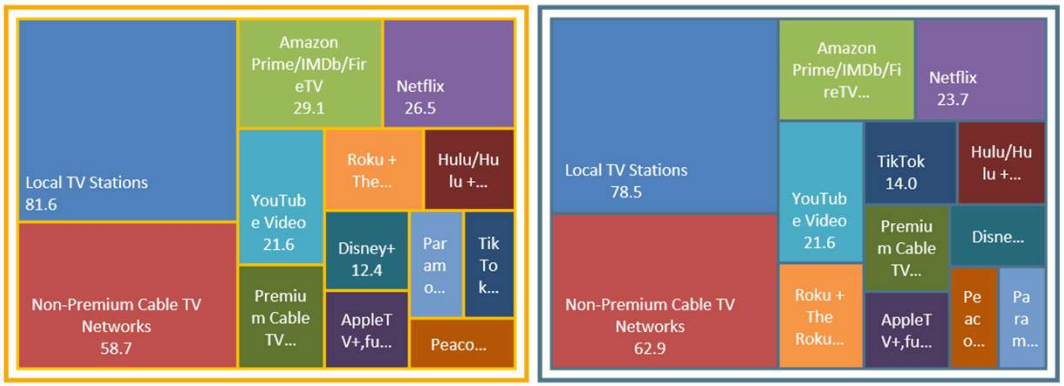
9,671,282 or 61.1% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K watch Ad-Supported Local TV Stations for an average of 76.4 minutes every day representing 30.5% of all time spent daily with Ad-Supported Video.

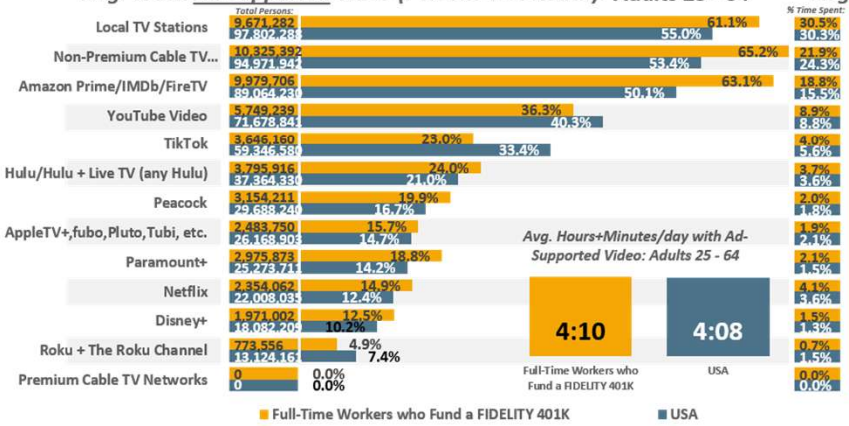
Avg. Week All Video (Persons & % Reach): Adults 25 - 64



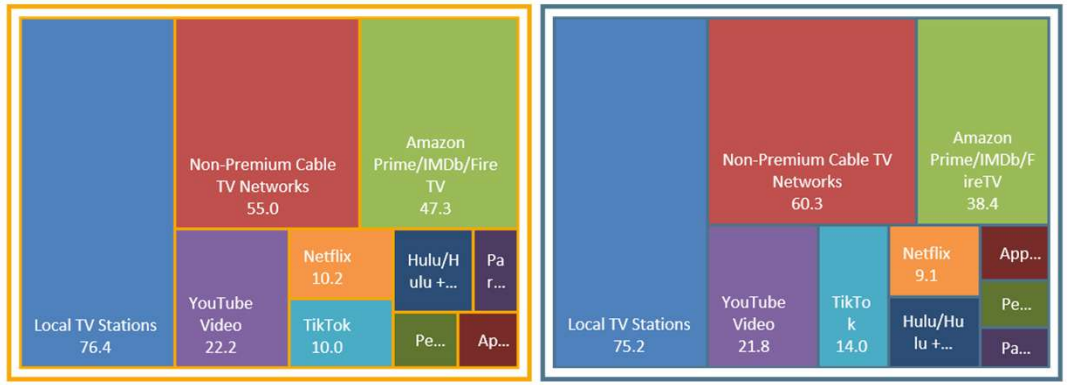
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 2,613

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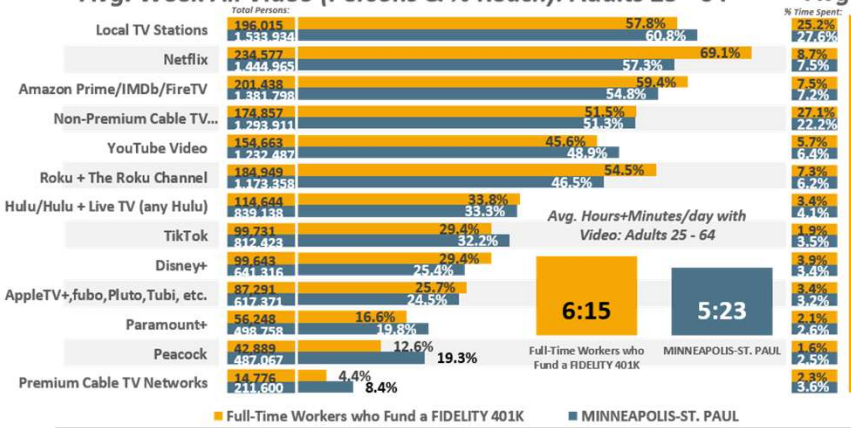
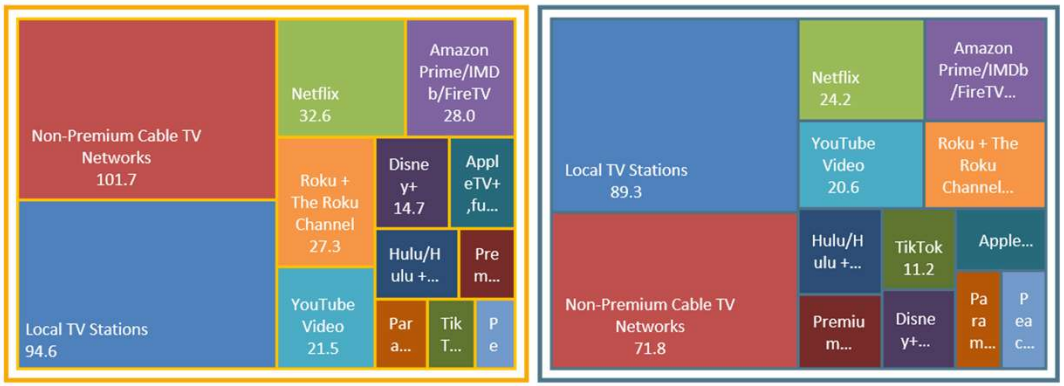
195,017 or 57.5% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K watch Ad-Supported Local TV Stations for an average of 89.1 minutes every day representing 31.5% of all time spent daily with Ad-Supported Video.

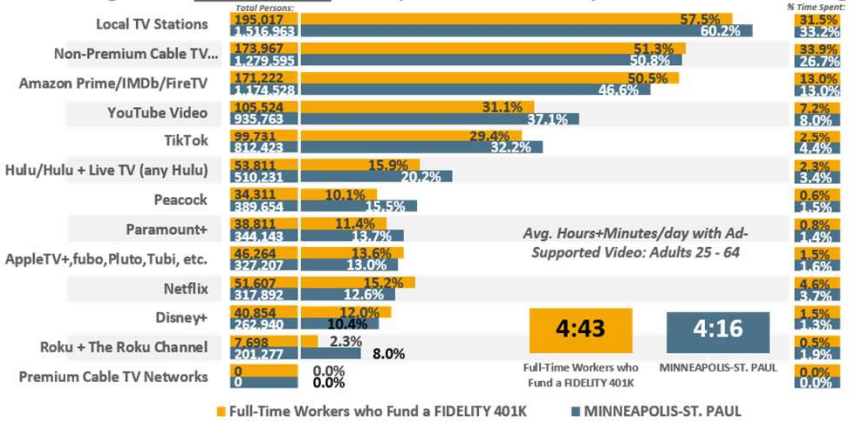
Avg. Week All Video (Persons & % Reach): Adults 25 - 64



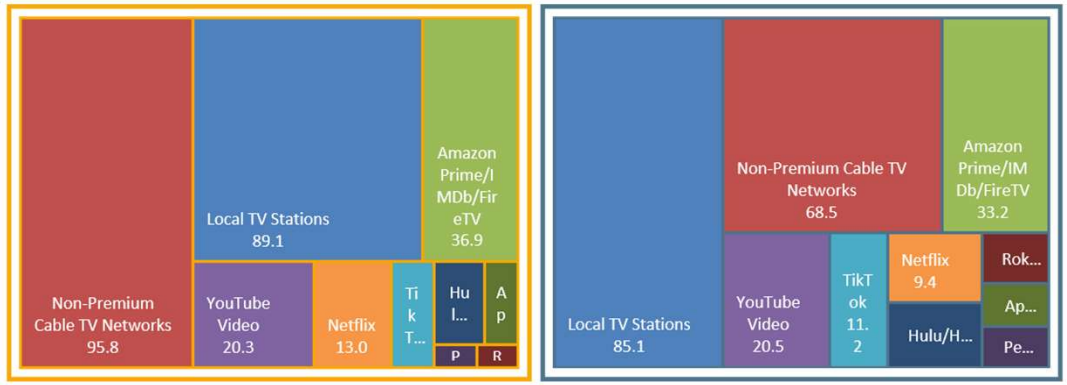
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 143

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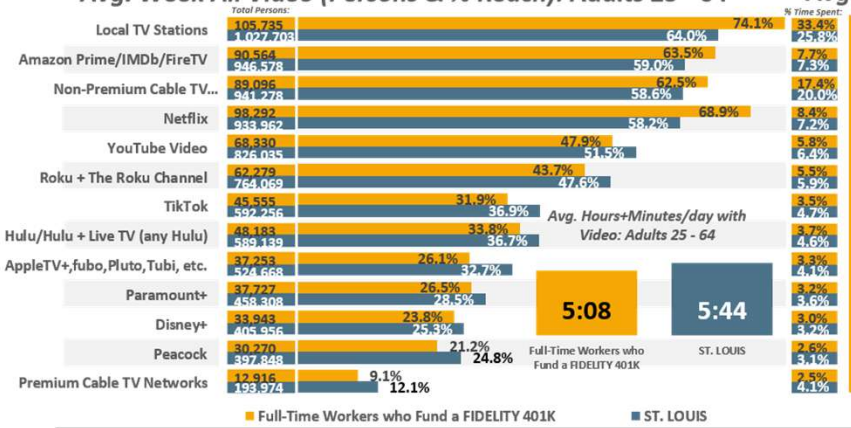
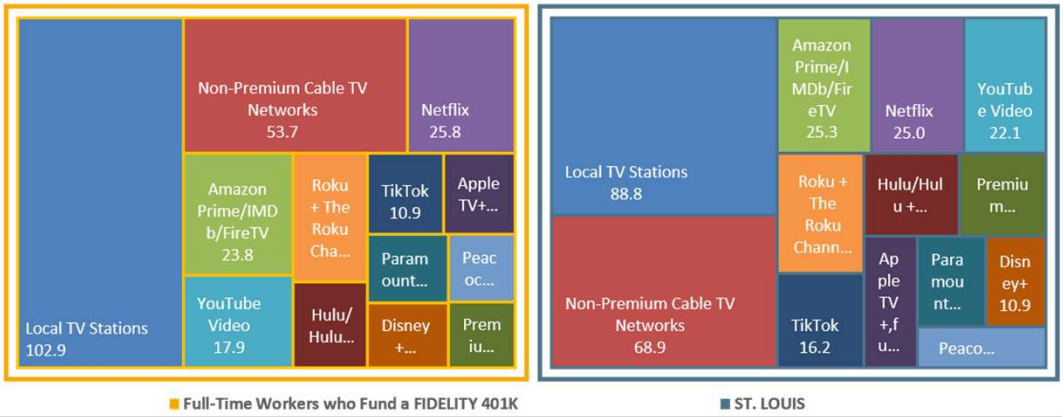
104,916 or 73.6% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K watch Ad-Supported Local TV Stations for an average of 98.8 minutes every day representing 40.3% of all time spent daily with Ad-Supported Video.

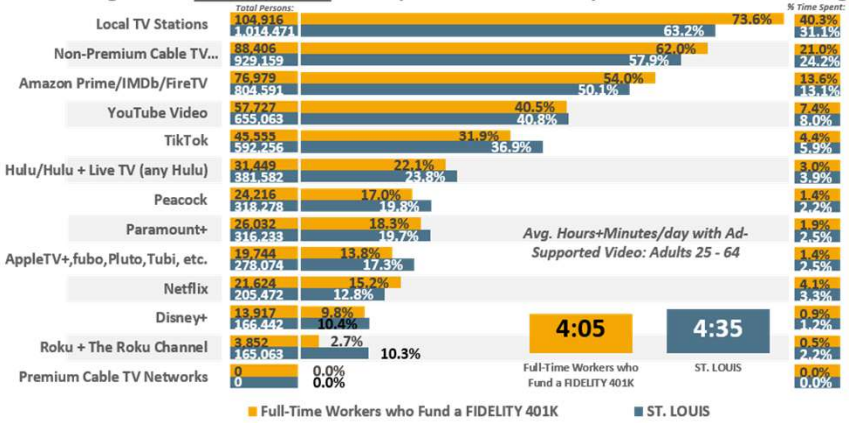
Avg. Week All Video (Persons & % Reach): Adults 25 - 64



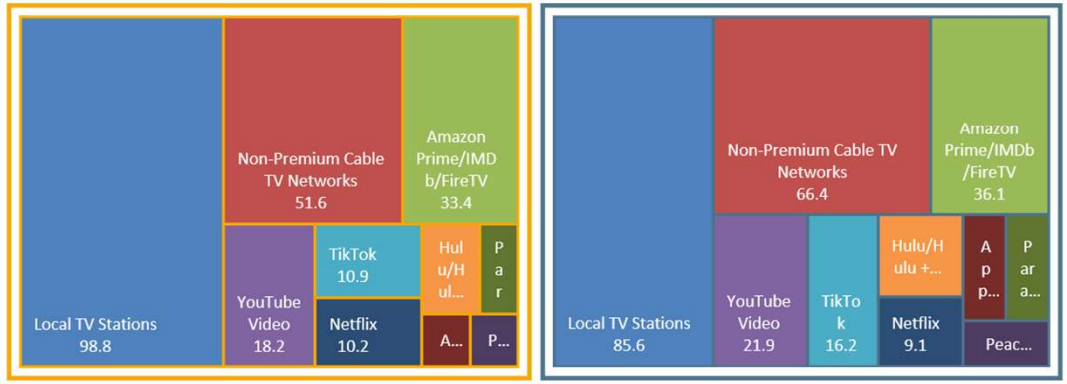
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 128

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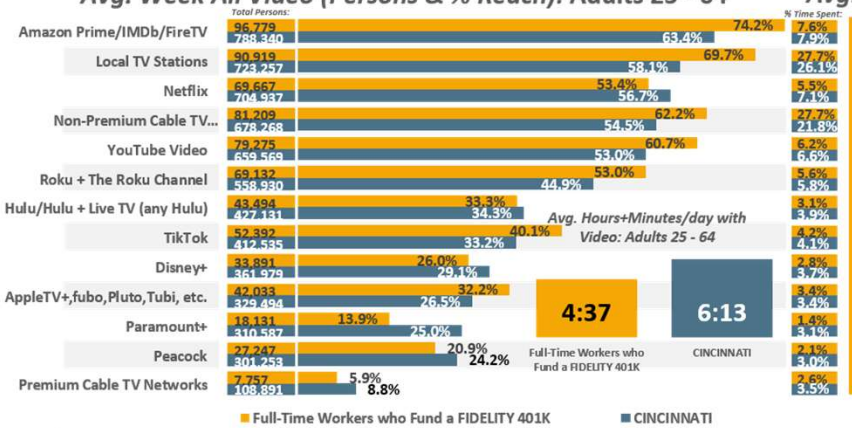
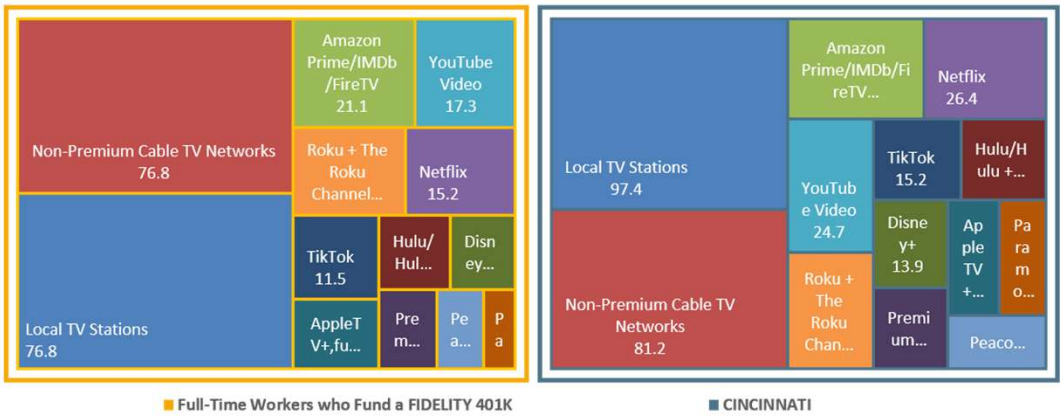
89,917 or 68.9% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K watch Ad-Supported Local TV Stations for an average of 74. minutes every day representing 31.9% of all time spent daily with Ad-Supported Video.

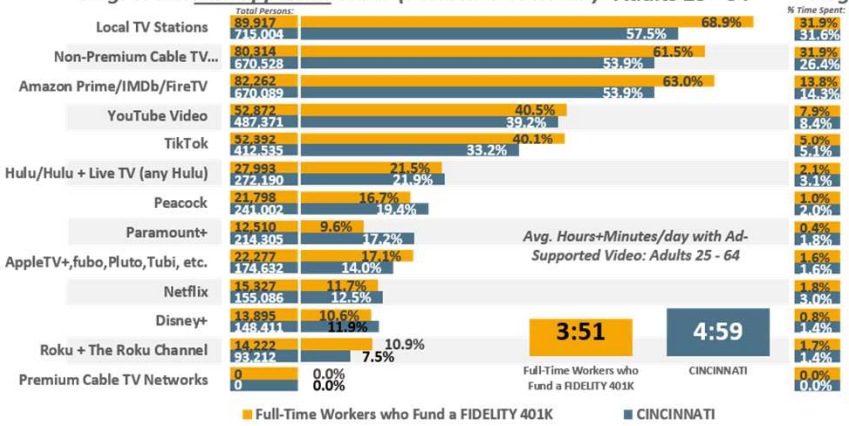
Avg. Week All Video (Persons & % Reach): Adults 25 - 64



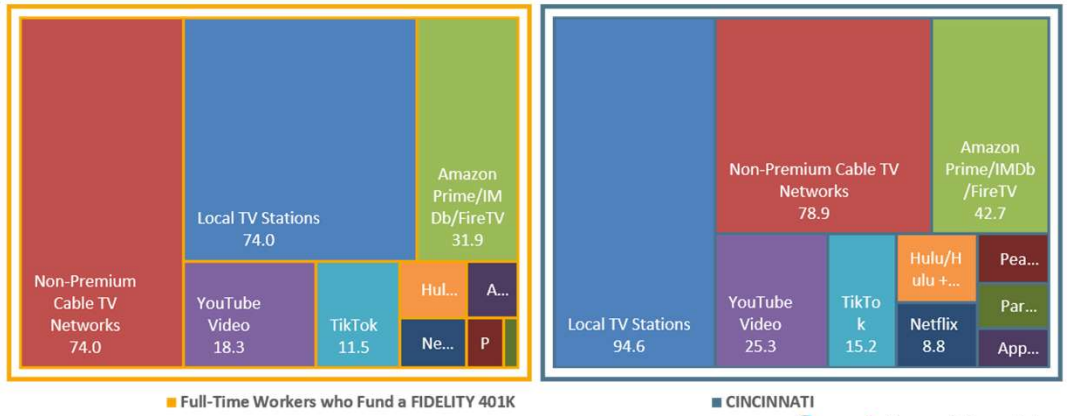
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 117

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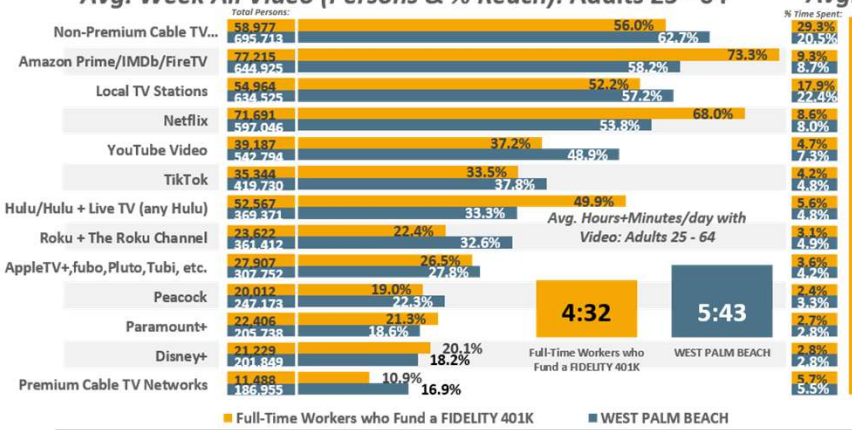
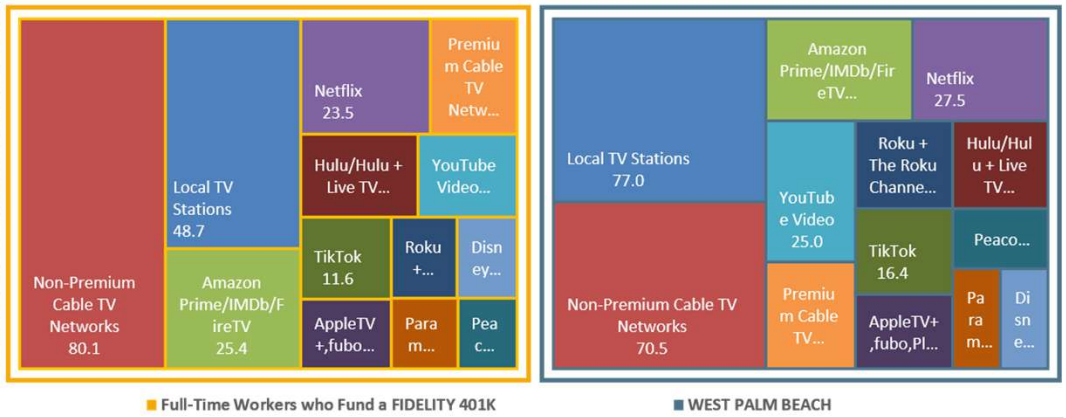
[((Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan) AND Investment institutions use: Fidelity)]

54,605 or 51.8% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K watch Ad-Supported Local TV Stations for an average of 48. minutes every day representing 21.5% of all time spent daily with Ad-Supported Video.

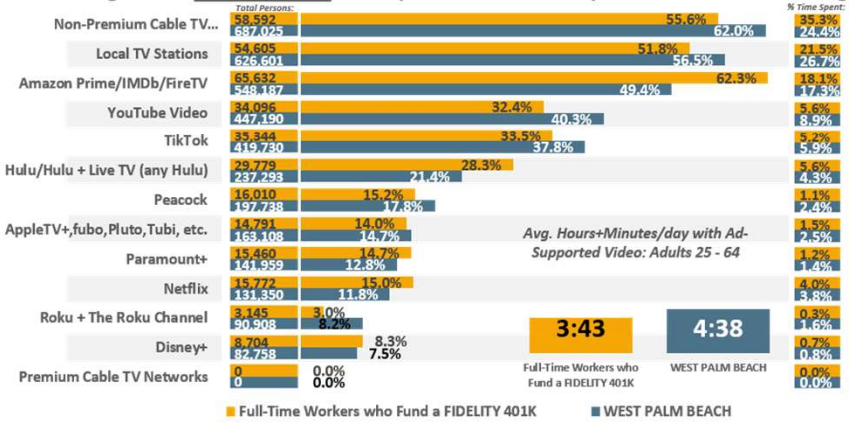
Avg. Week All Video (Persons & % Reach): Adults 25 - 64



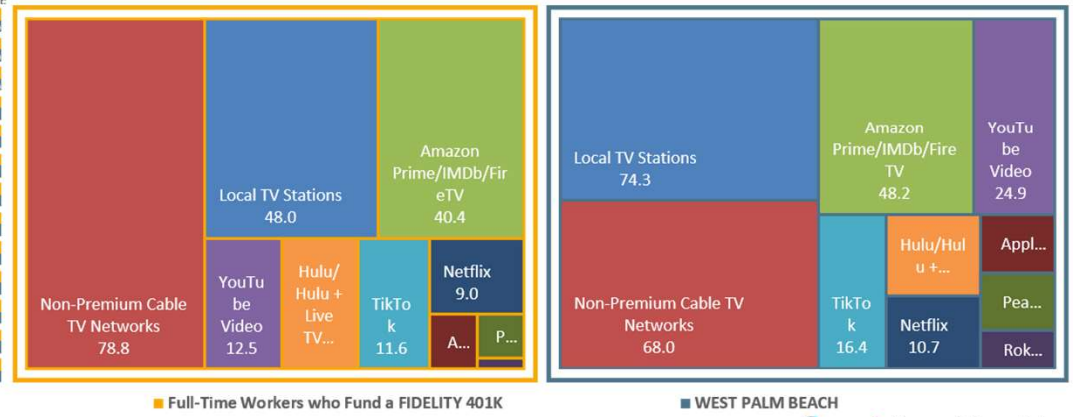
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



WEST PALM BEACH DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 123

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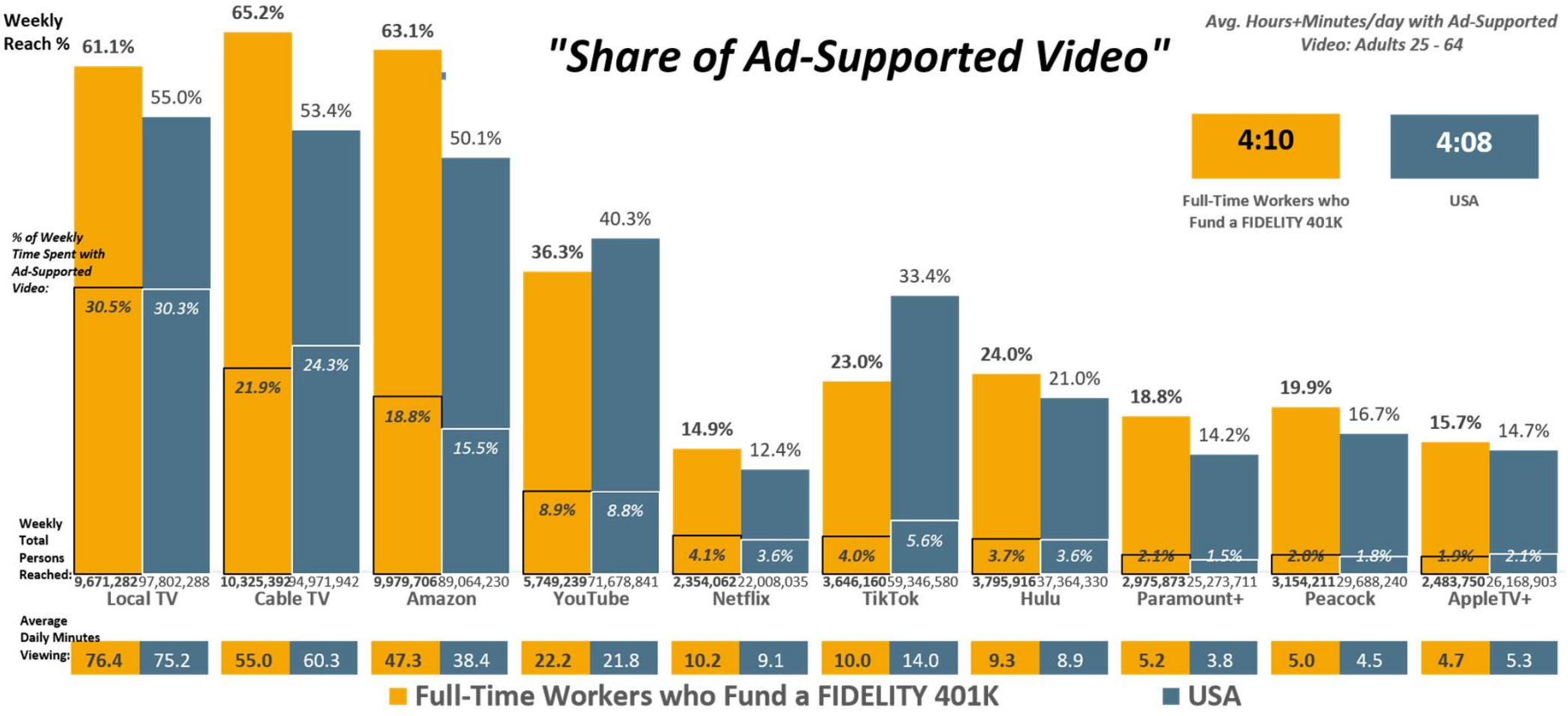
[((Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan) AND Investment institutions use: Fidelity)]

9,671,282 or 61.1% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K watch Ad-Supported Local TV Stations for an average of 76.4 minutes every day representing 30.5% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 2,613 Scarborough R1 2026: Jan25-Mar26 USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 24,338

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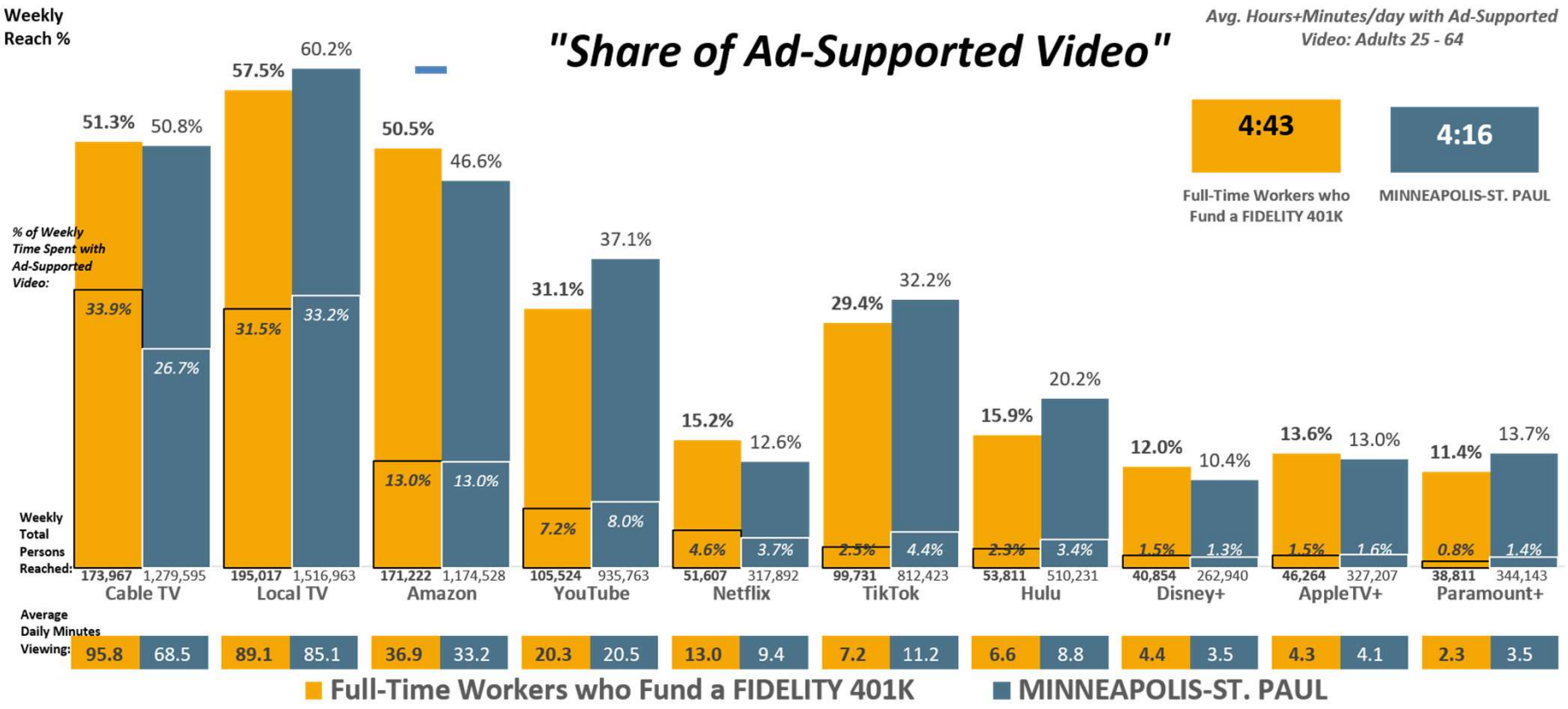
[((Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan) AND Investment institutions use: Fidelity)]

195,017 or 57.5% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K watch Ad-Supported Local TV Stations for an average of 89.1 minutes every day representing 31.5% of all time spent daily with Ad-Supported Video.



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 143 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,934

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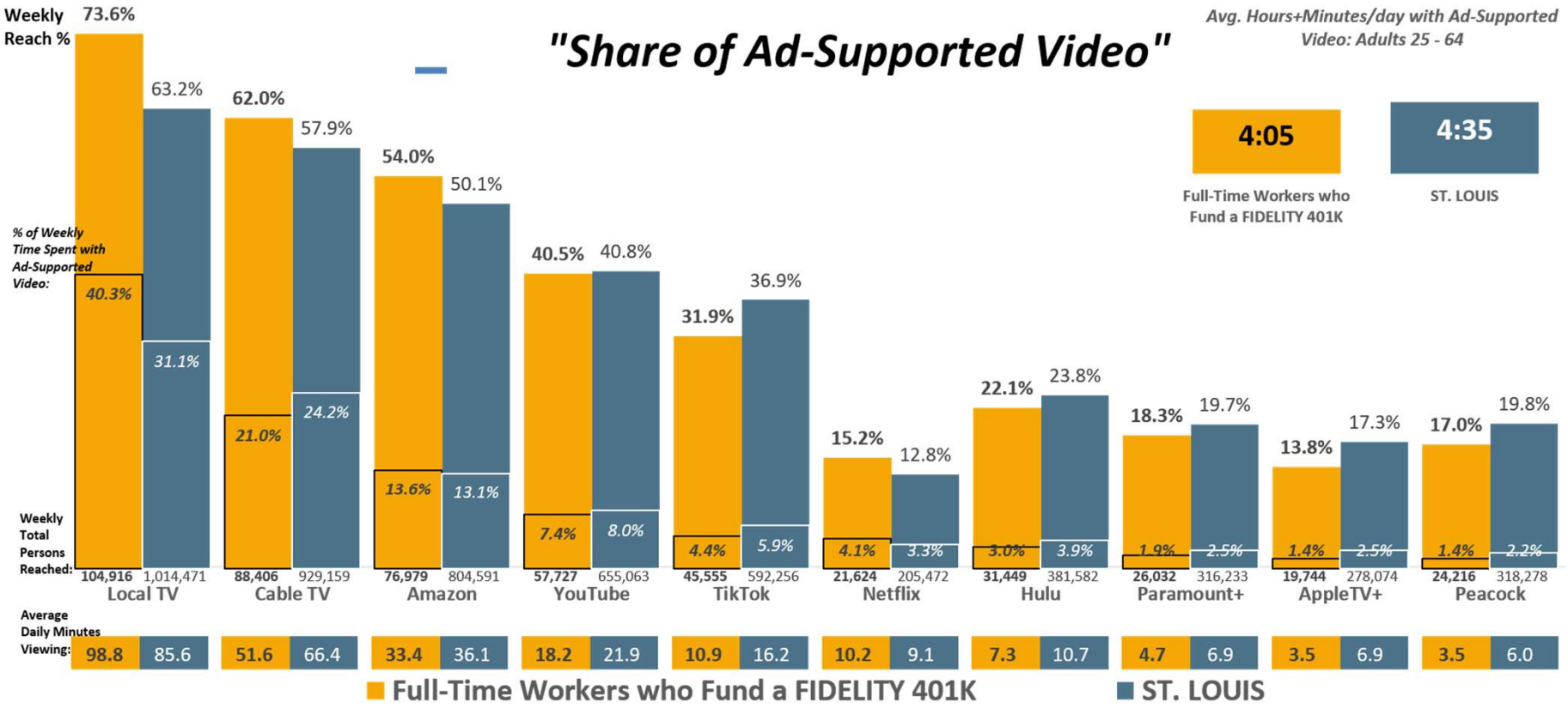
[((Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan) AND Investment institutions use: Fidelity)]

104,916 or 73.6% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K watch Ad-Supported Local TV Stations for an average of 98.8 minutes every day representing 40.3% of all time spent daily with Ad-Supported Video.



ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 128 ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,956

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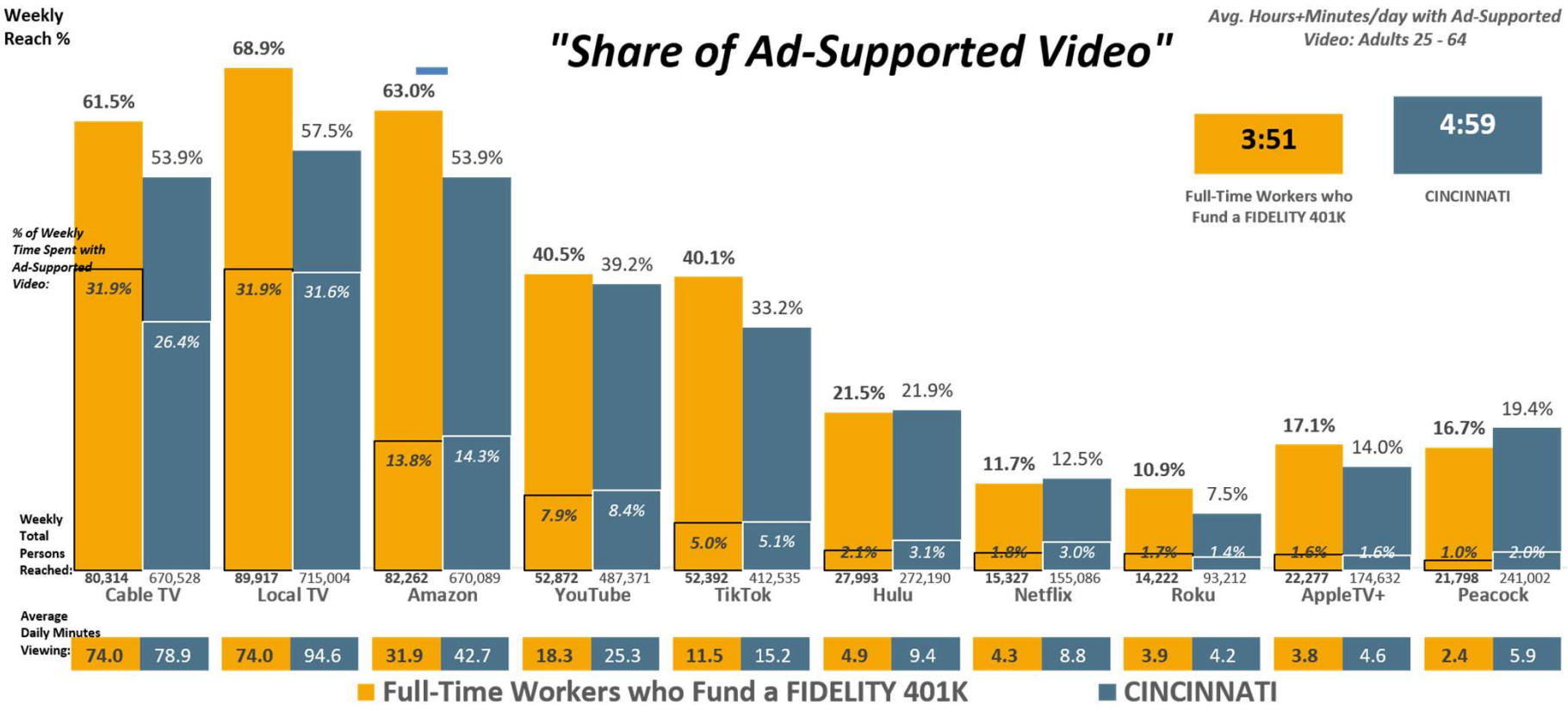
[((Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan) AND Investment institutions use: Fidelity)]

89,917 or 68.9% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K watch Ad-Supported Local TV Stations for an average of 74. minutes every day representing 31.9% of all time spent daily with Ad-Supported Video.



CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 117 CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,900

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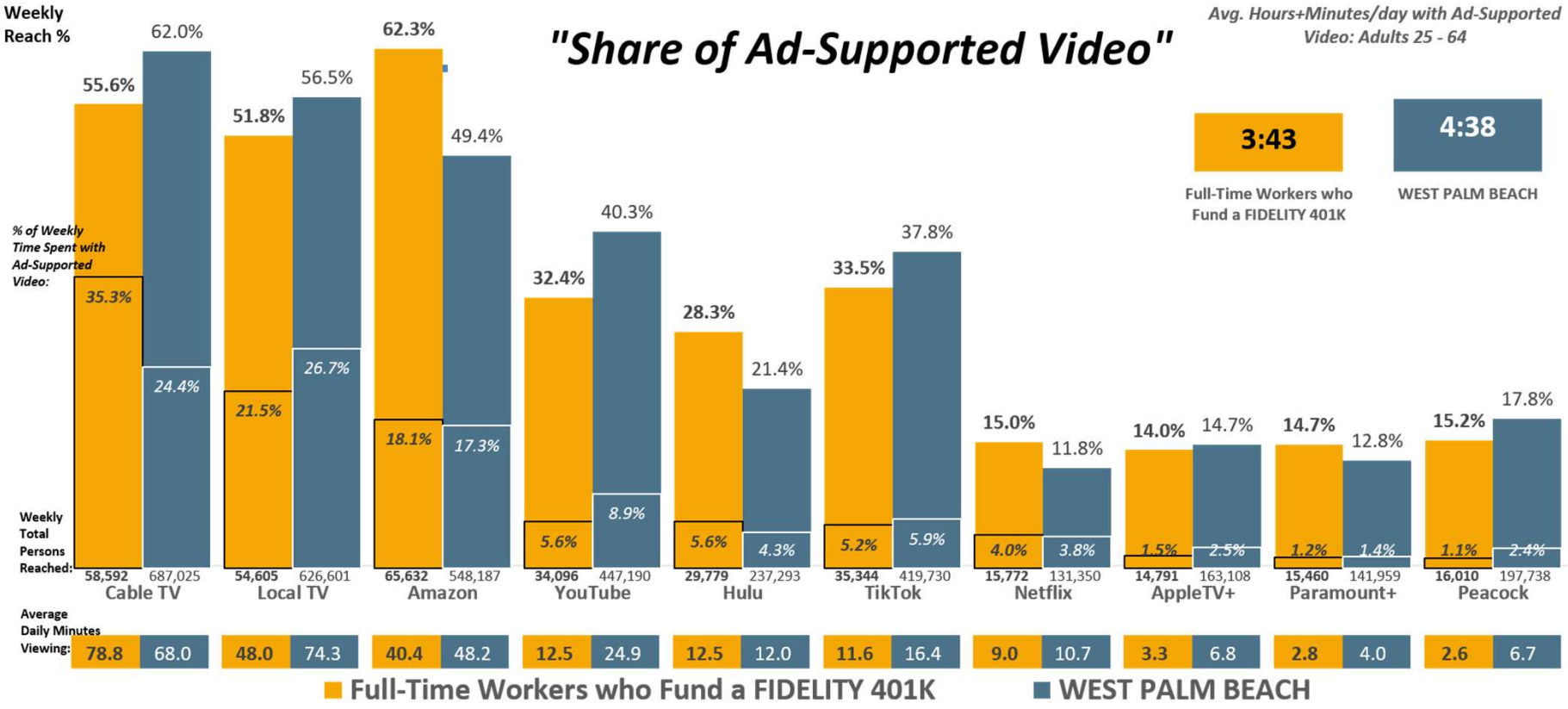
[((Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan) AND Investment institutions use: Fidelity)]

54,605 or 51.8% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K watch Ad-Supported Local TV Stations for an average of 48. minutes every day representing 21.5% of all time spent daily with Ad-Supported Video.



WEST PALM BEACH DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 123 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551

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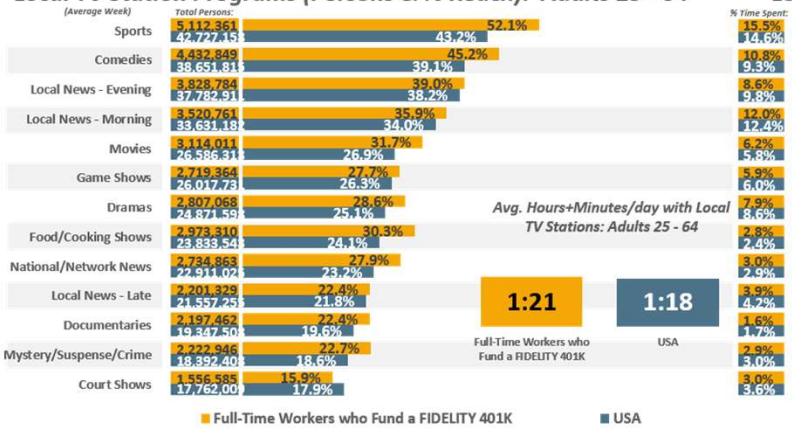
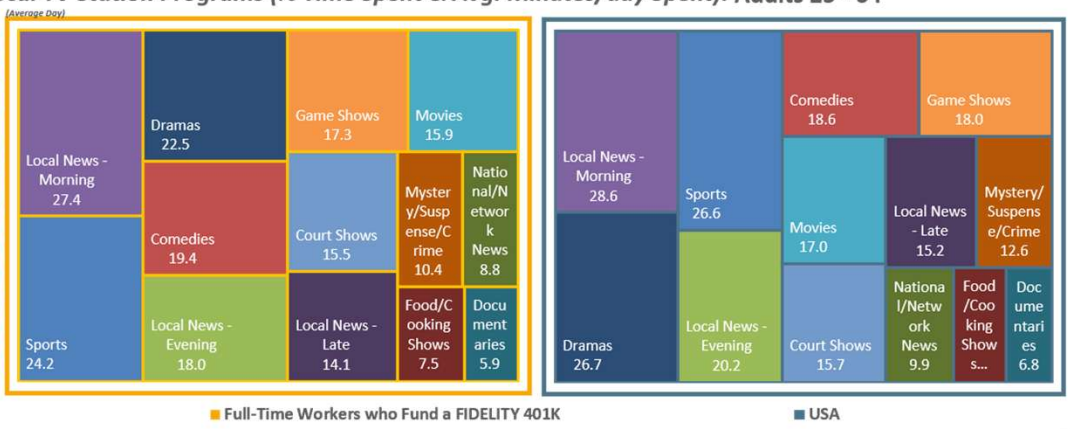
[((Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan) AND Investment institutions use: Fidelity)]

9,671,282 or 61.1% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Local News - Morning, Movies, and Dramas.

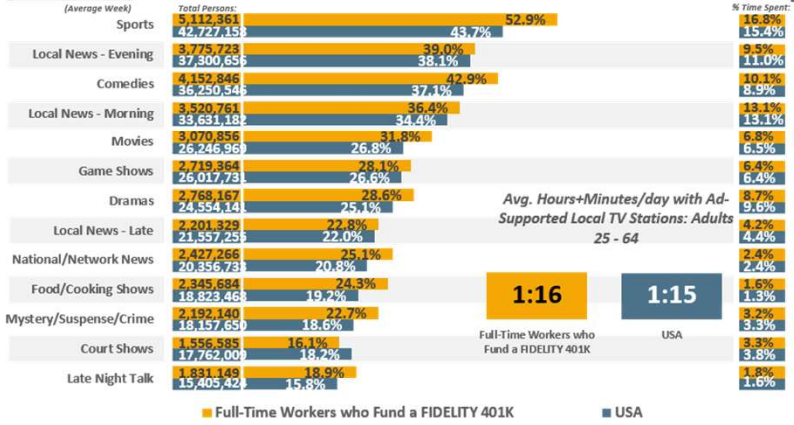
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



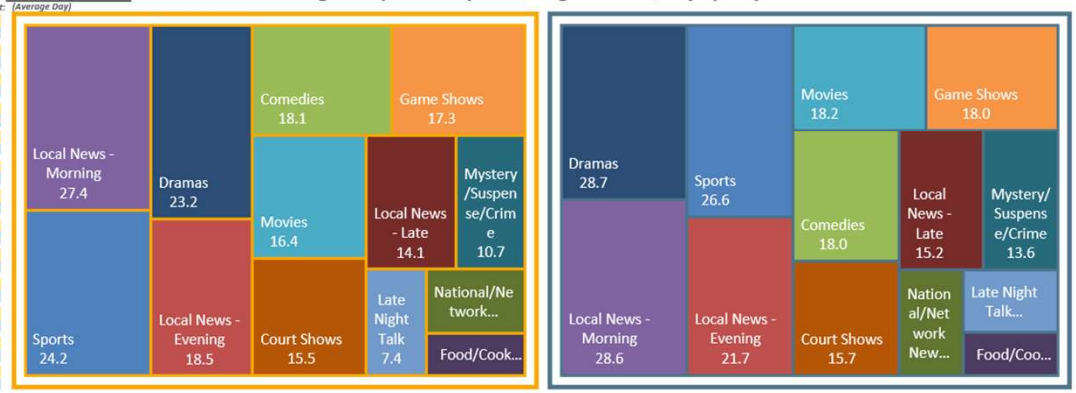
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



USA *USA Projection* *Scarborough R1 2026: Jan25-Mar26* *Qual Intab* *2,613*

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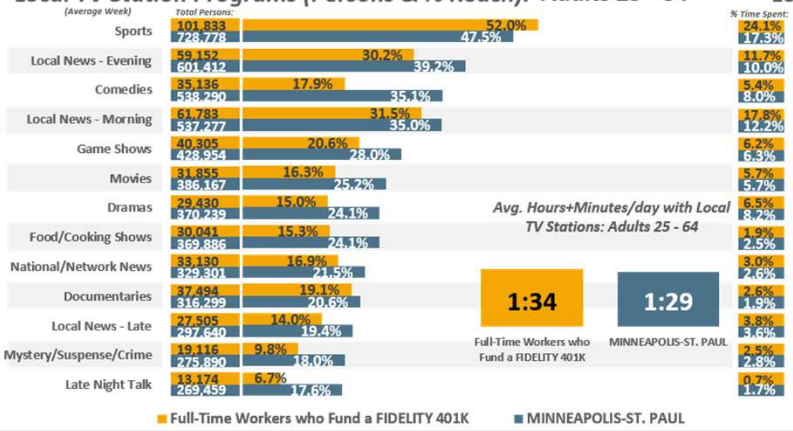
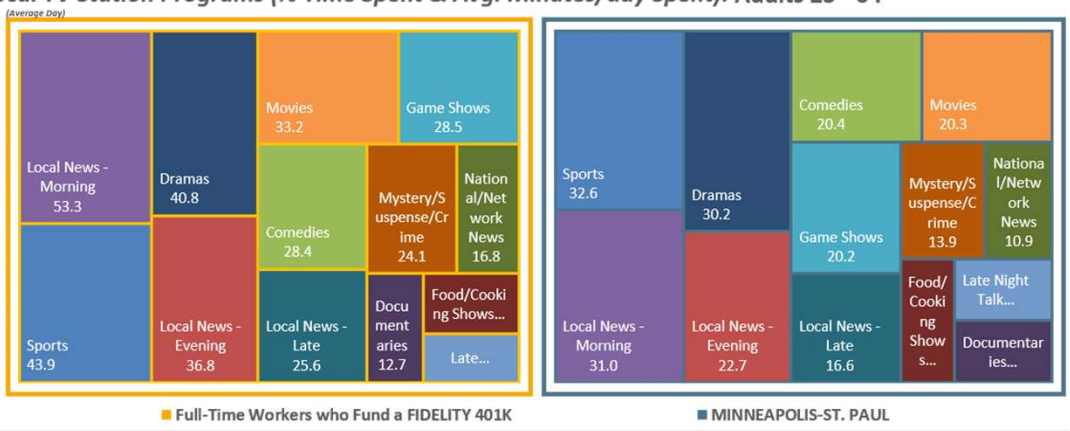
[((Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan) AND Investment institutions use: Fidelity)]

195,017 or 57.5% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Local News - Evening, Game Shows, Comedies, and Movies.

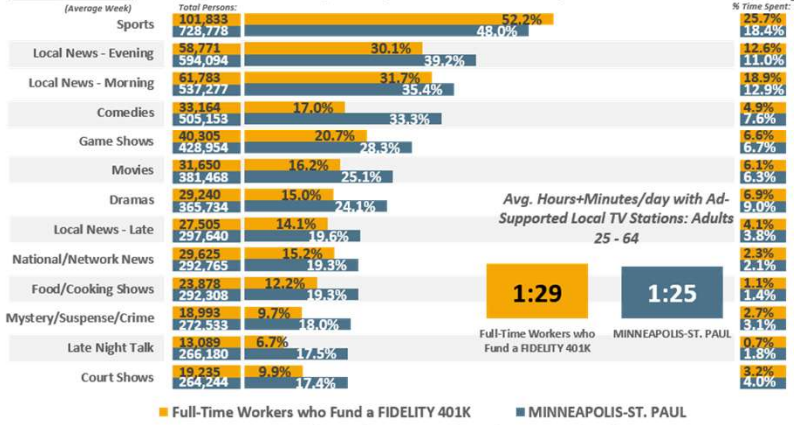
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



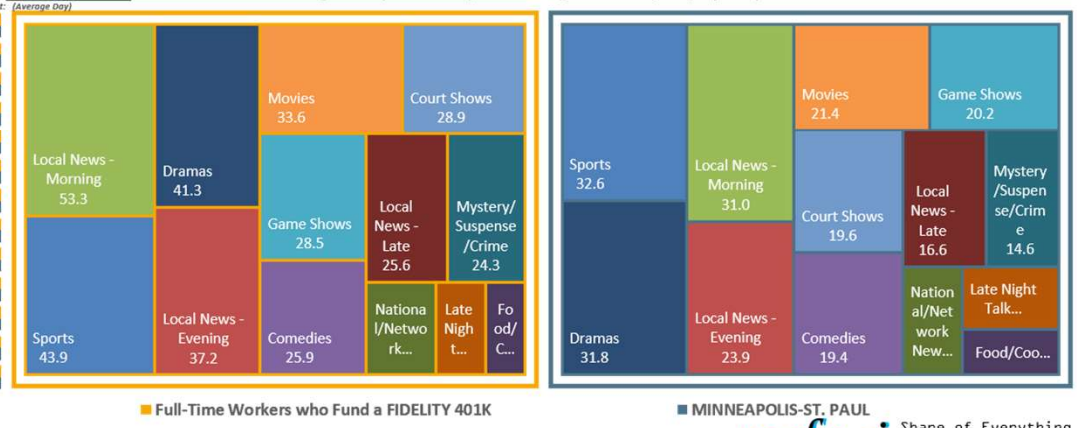
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 143

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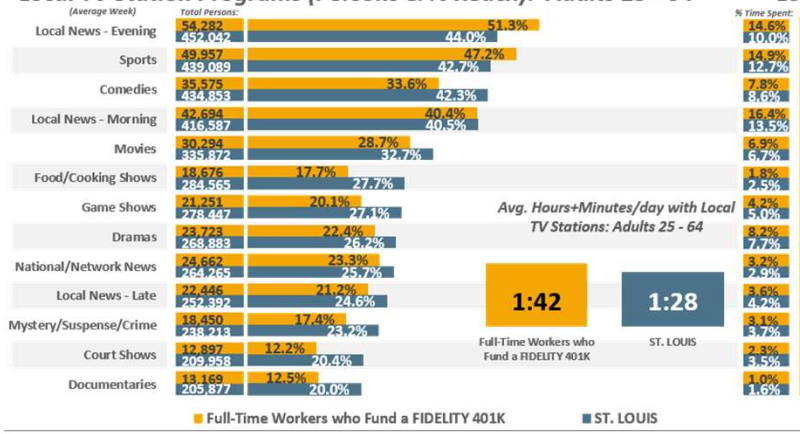
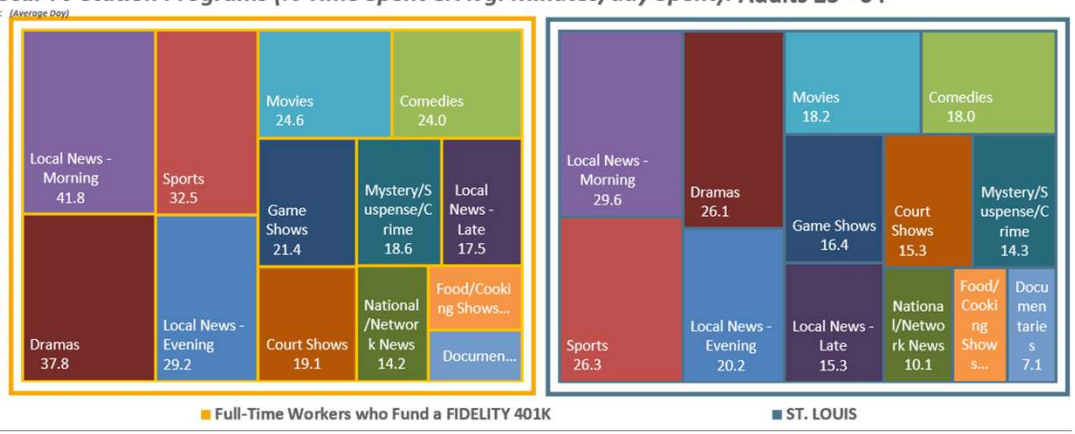
104,916 or 73.6% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Comedies, Movies, and Dramas.

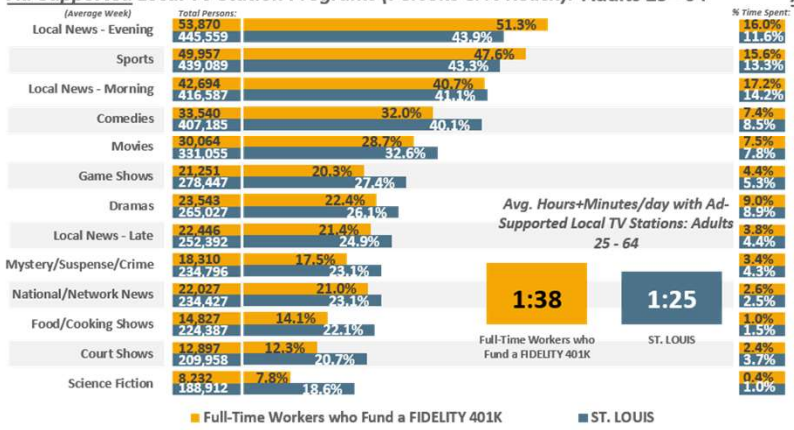
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



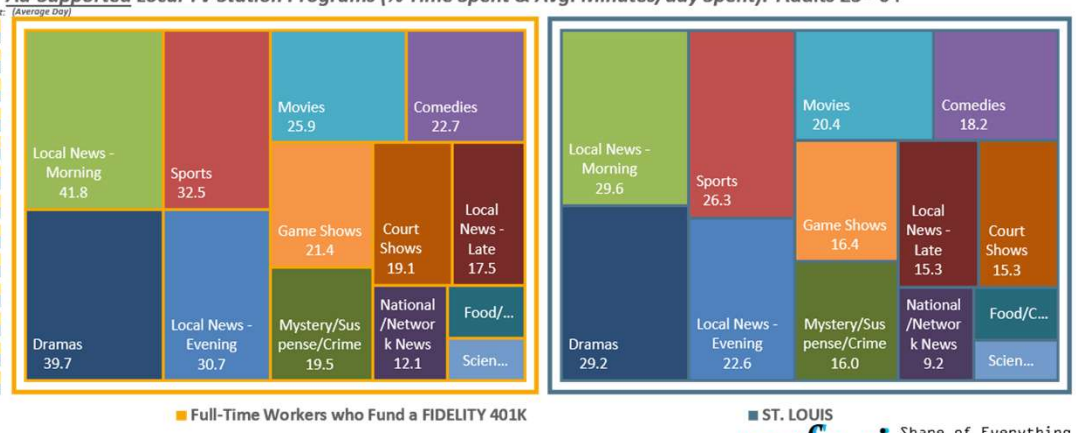
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 128

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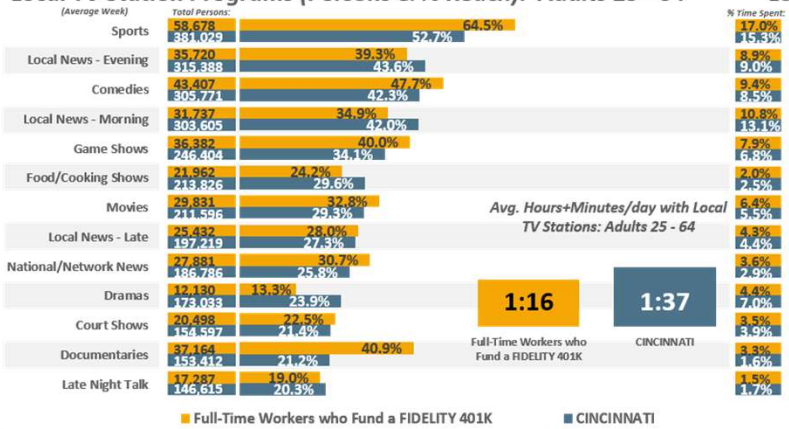
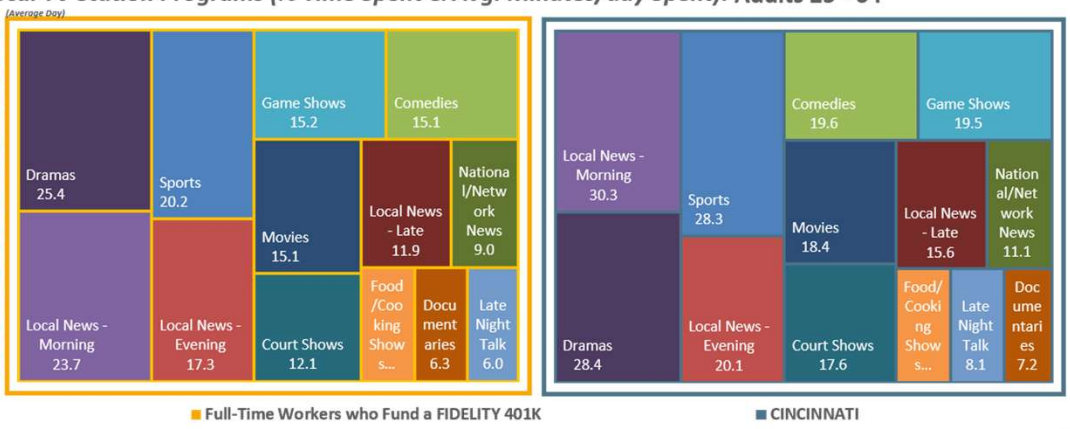
89,917 or 68.9% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Game Shows, Local News - Evening, Local News - Morning, and Movies.

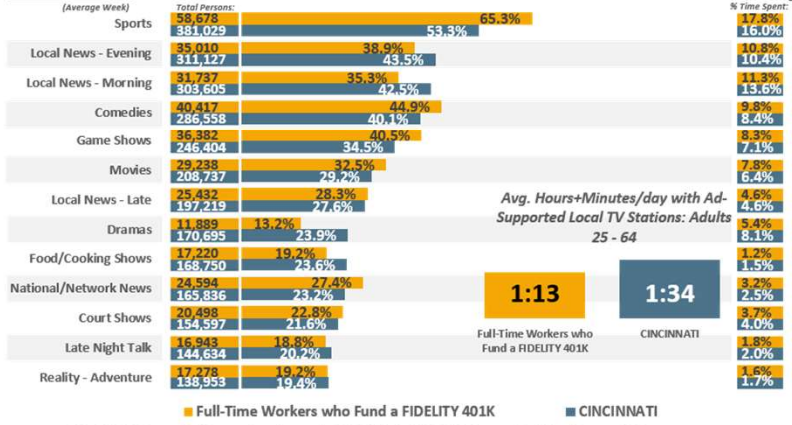
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



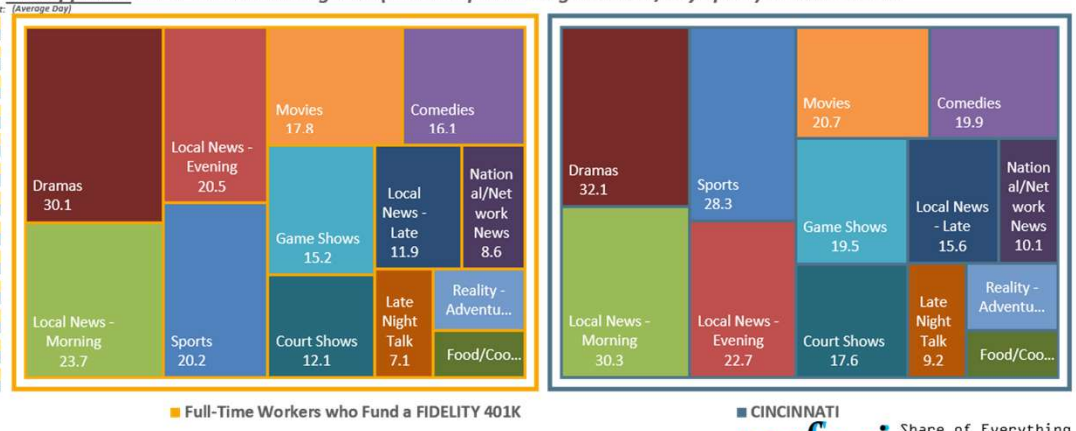
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 117

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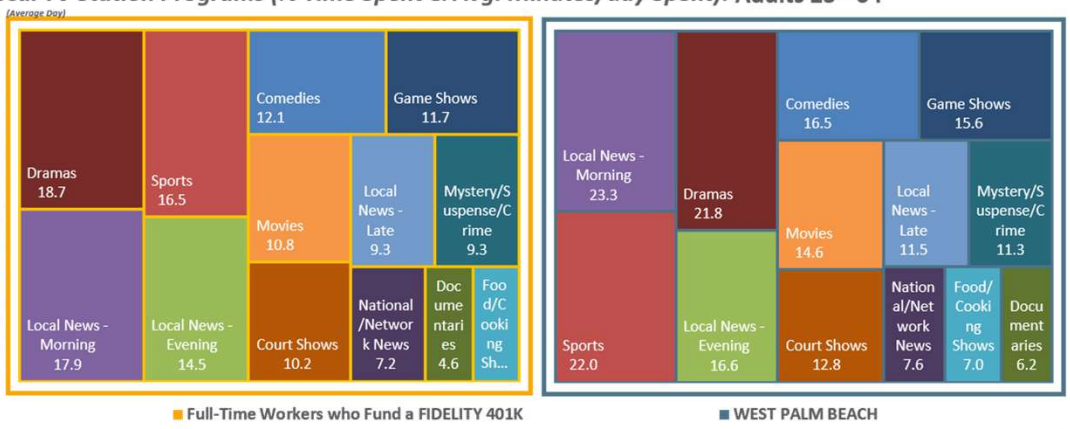
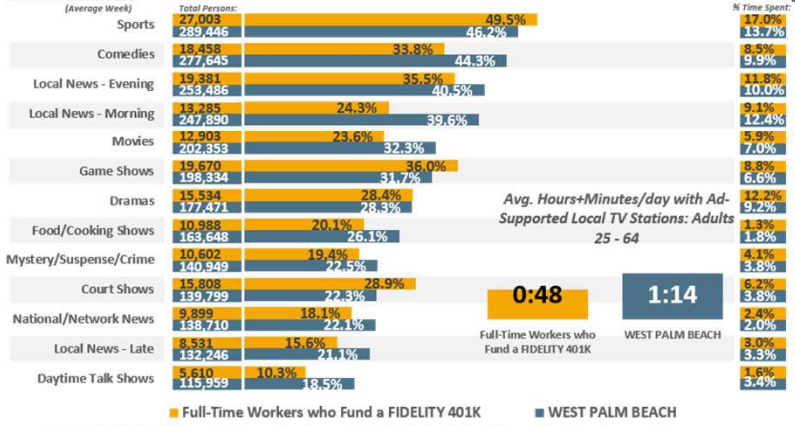
54,605 or 51.8% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Game Shows, Local News - Evening, Comedies, Court Shows, and Dramas.

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

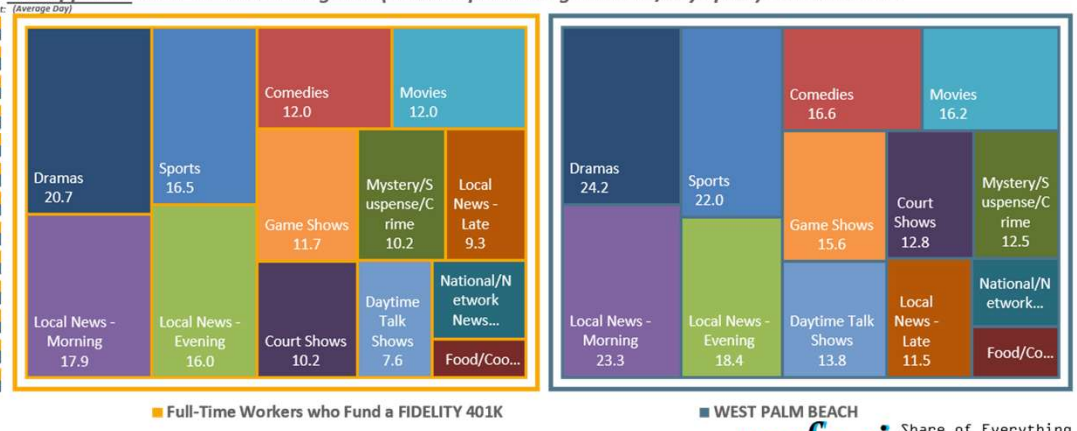
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



WEST PALM BEACH DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 123

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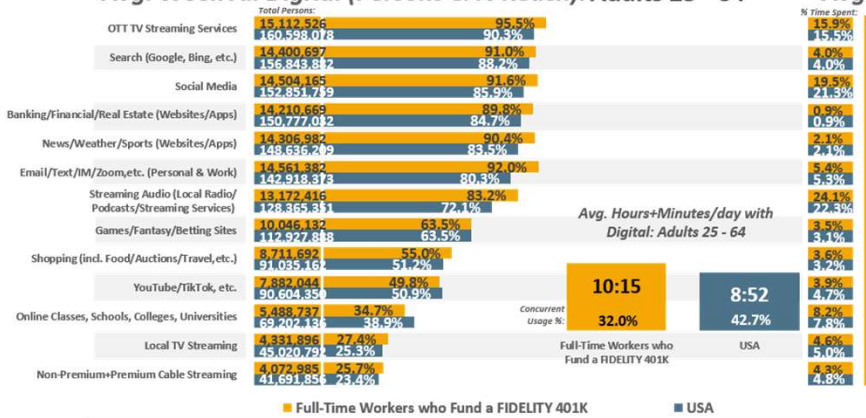
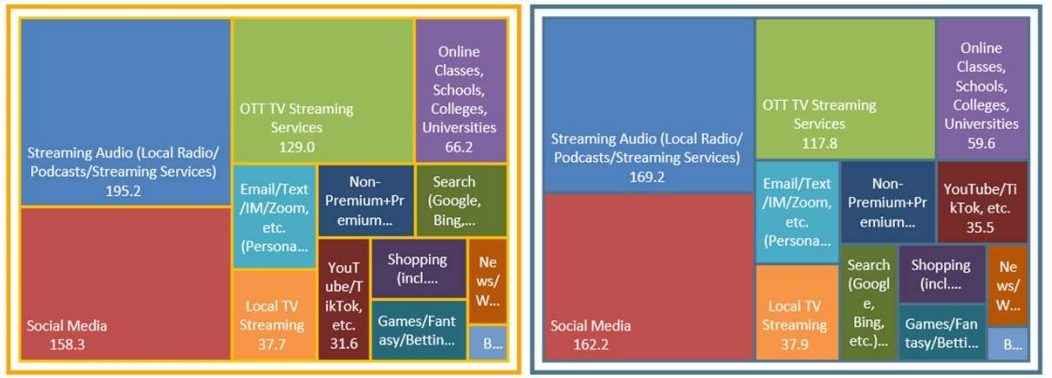
13,049,020 or 82.4% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K use Ad-Supported Social Media for an average of 145.7 minutes every day representing 25.5% of all time spent daily with Ad-Supported Digital Media.

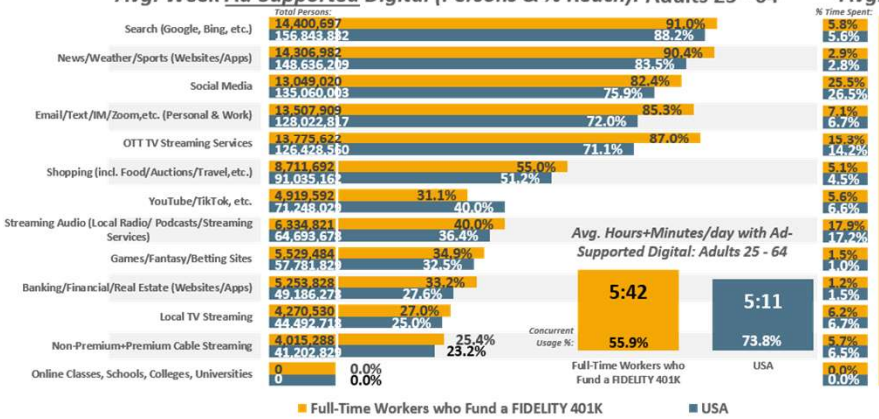
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



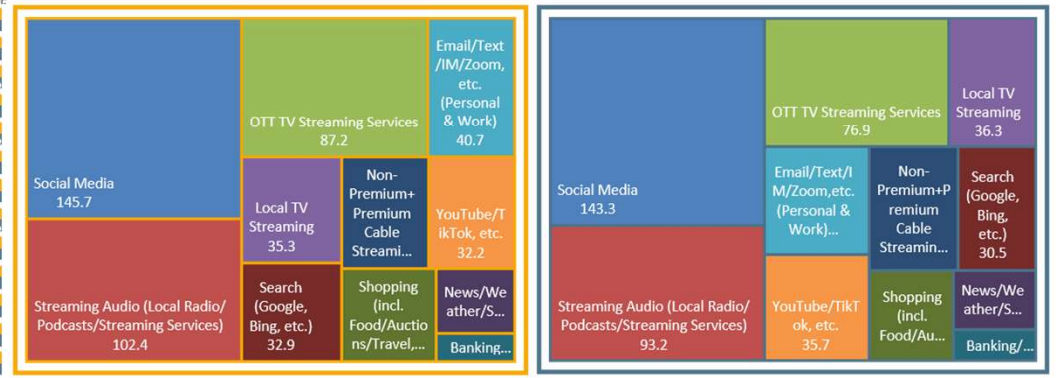
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 2,613

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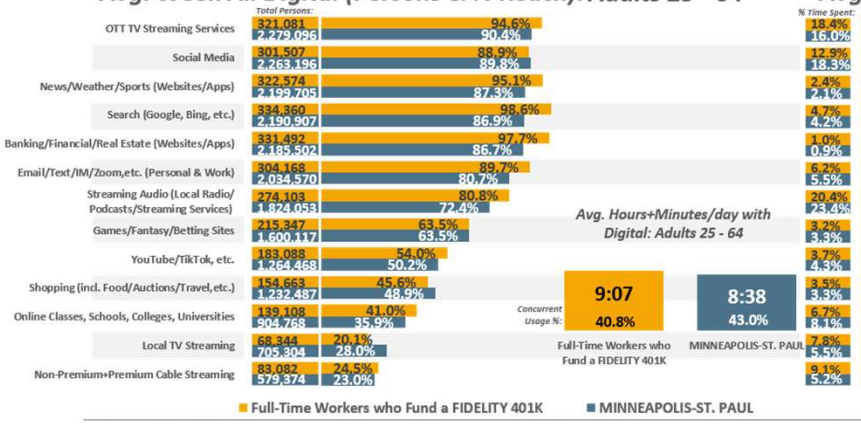
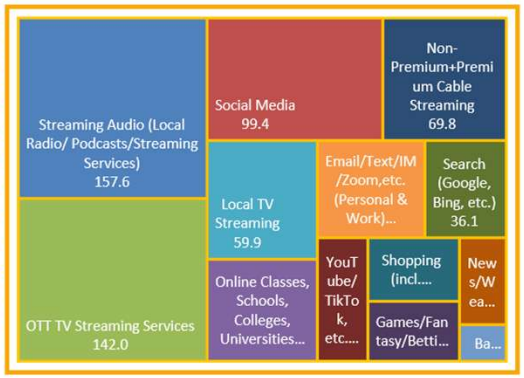
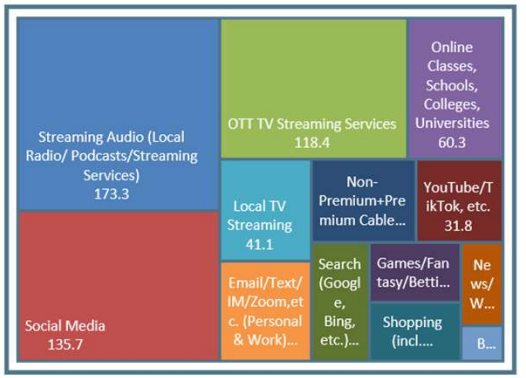
276,916 or 81.6% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K use Ad-Supported Social Media for an average of 91.4 minutes every day representing 16.7% of all time spent daily with Ad-Supported Digital Media.

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

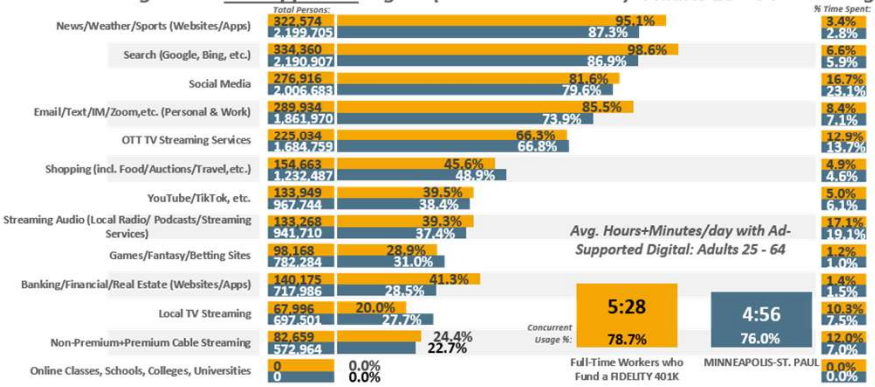


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

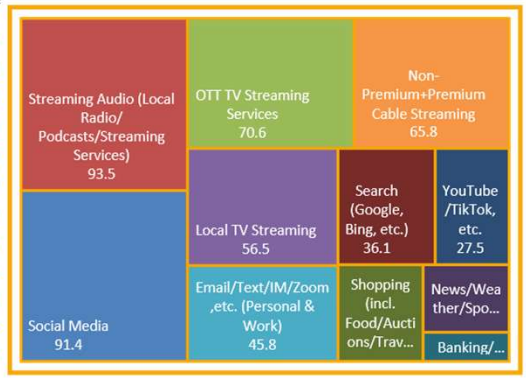


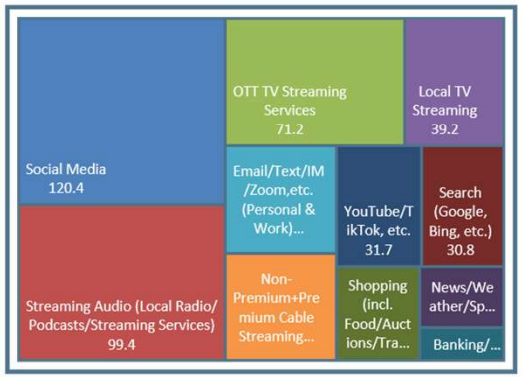


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 64



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





MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 143

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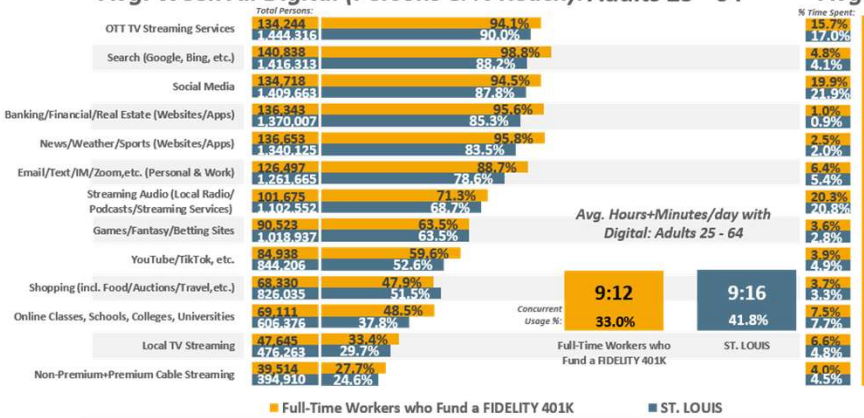
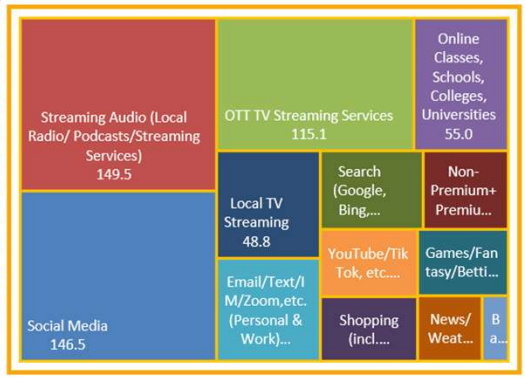
[((Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan) AND Investment institutions use: Fidelity)]

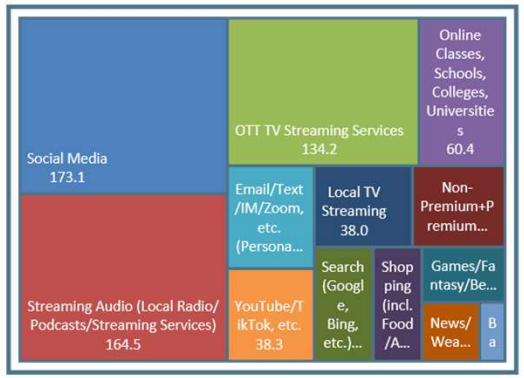
111,713 or 78.3% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K use Ad-Supported Social Media for an average of 134.8 minutes every day representing 25.4% of all time spent daily with Ad-Supported Digital Media.

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

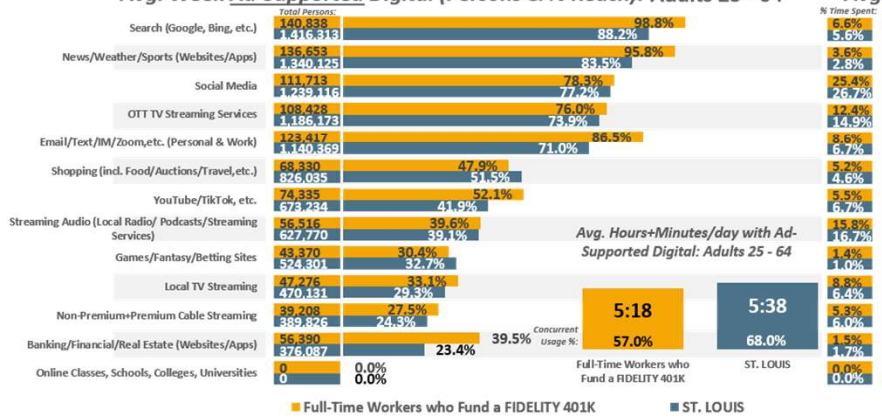


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

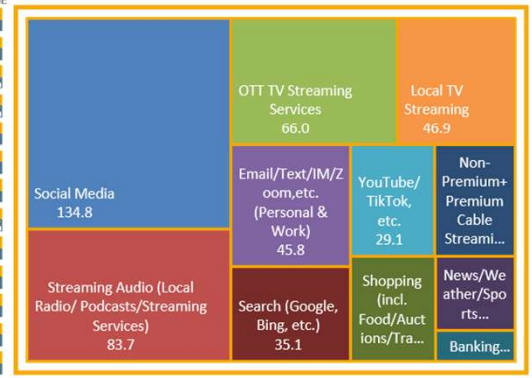


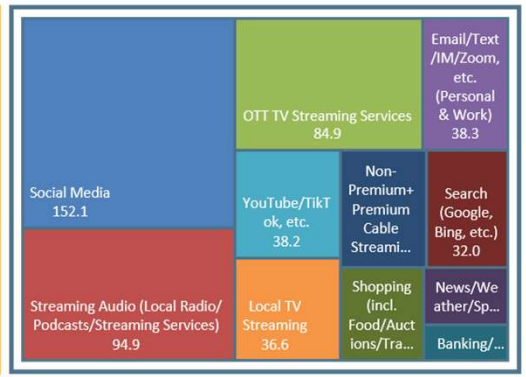


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 64



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





ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 128

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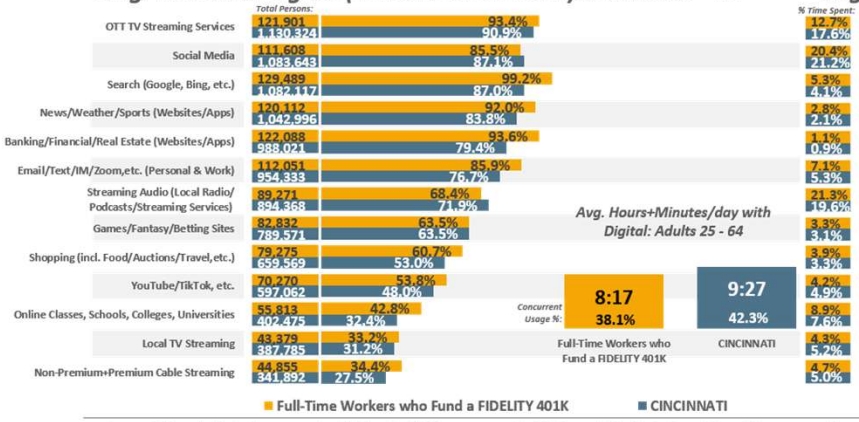
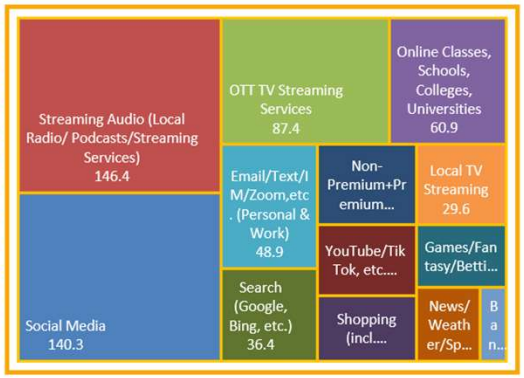
[((Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan) AND Investment institutions use: Fidelity)]

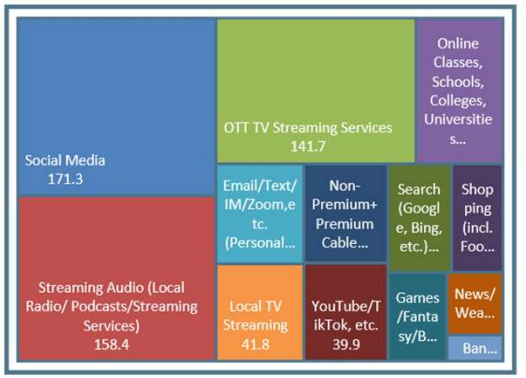
91,084 or 69.8% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K use Ad-Supported Social Media for an average of 129.1 minutes every day representing 26.4% of all time spent daily with Ad-Supported Digital Media.

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



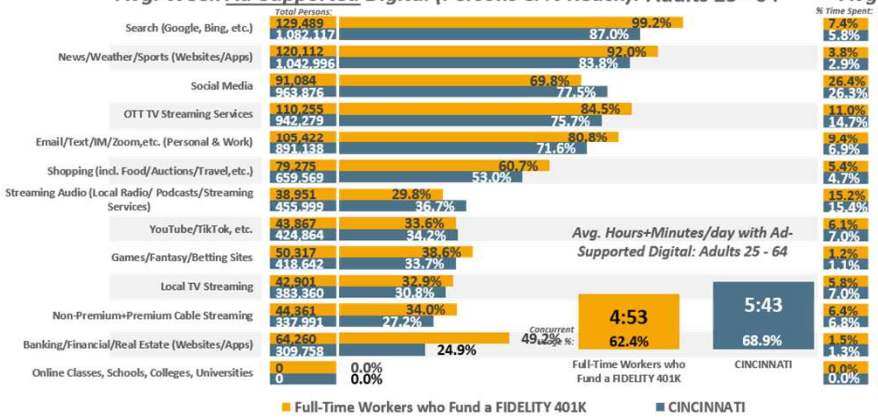
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



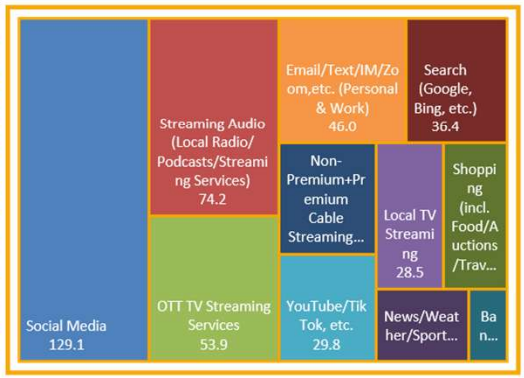


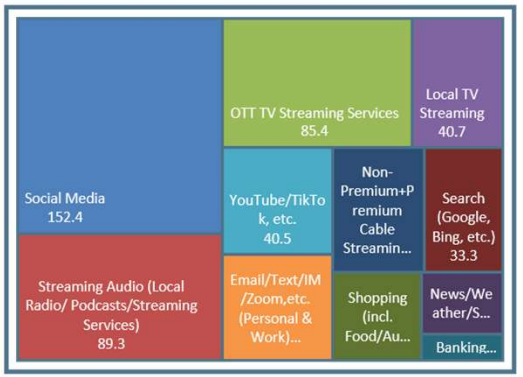
Full-Time Workers who Fund a FIDELITY 401K ■ CINCINNATI

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



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





Full-Time Workers who Fund a FIDELITY 401K ■ CINCINNATI

CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 117

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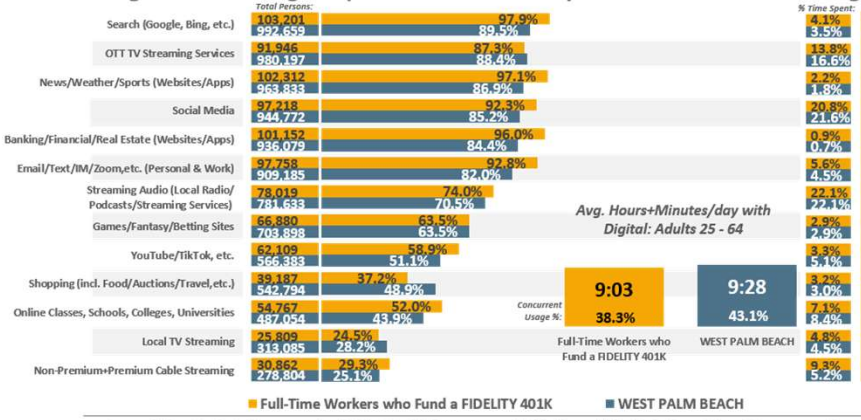
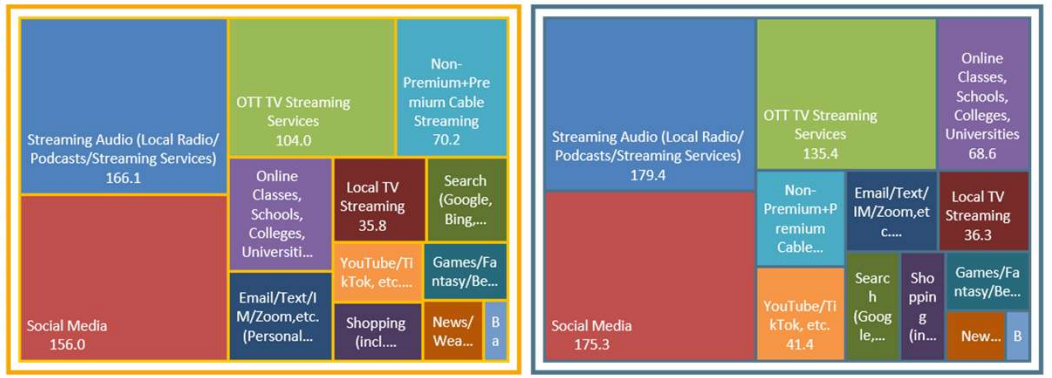
[((Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan) AND Investment institutions use: Fidelity)]

89,501 or 84.9% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K use Ad-Supported Social Media for an average of 143.5 minutes every day representing 26.4% of all time spent daily with Ad-Supported Digital Media.

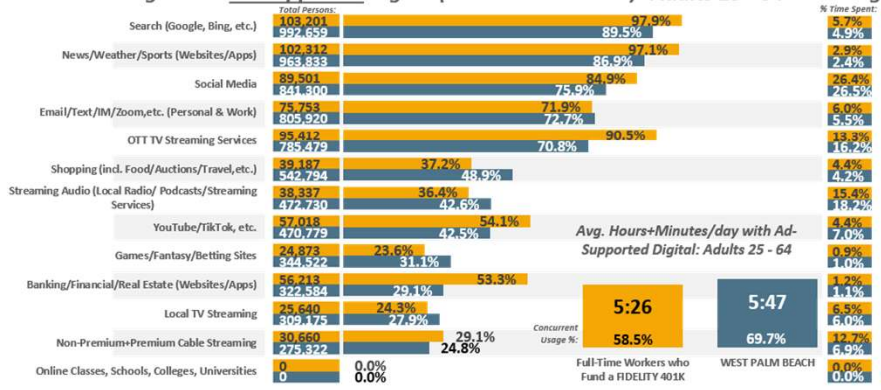
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



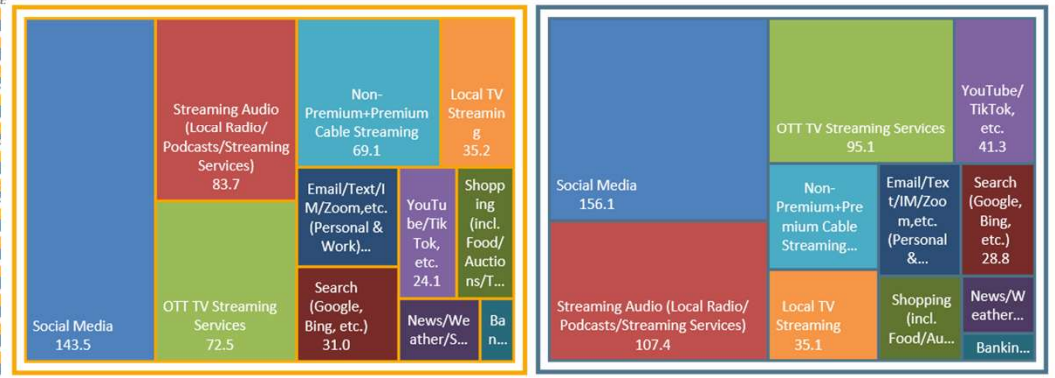
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



WEST PALM BEACH DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 123

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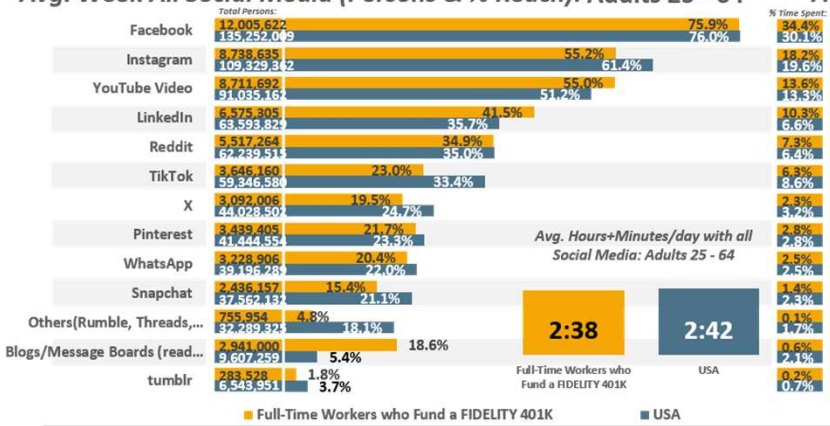
[((Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan) AND Investment institutions use: Fidelity)]

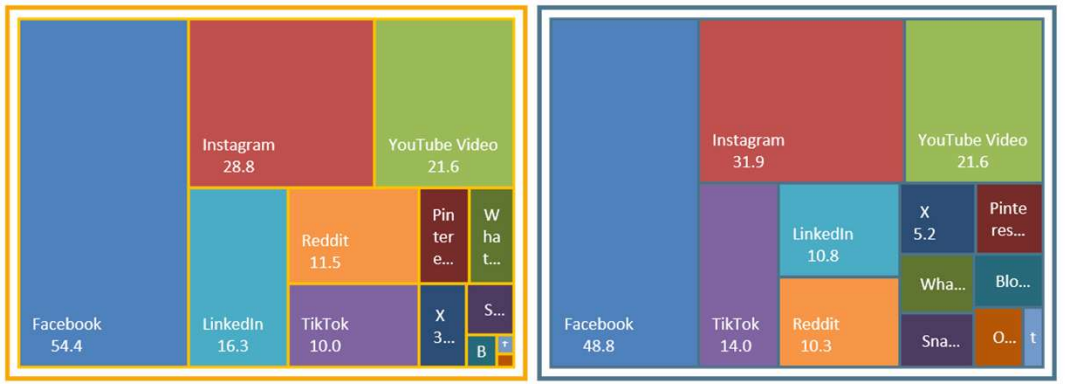
USA

12,005,622 or 75.9% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K use Ad-Supported Facebook for an average of 49.5 minutes every day representing 34.8% of all time spent daily with Ad-Supported Social Media.

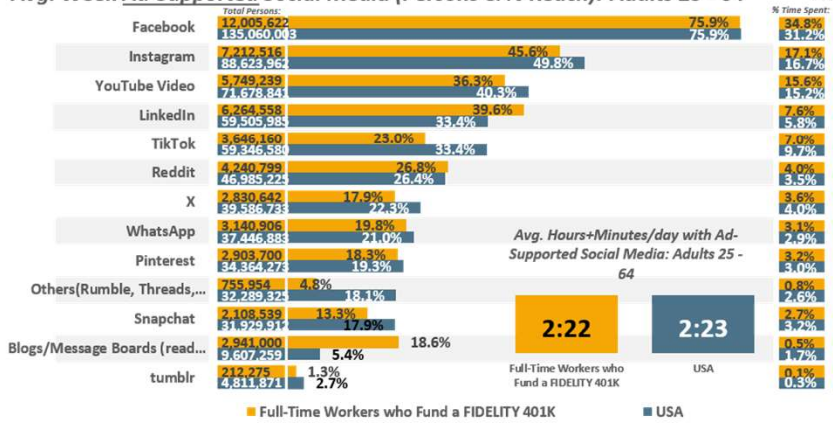
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



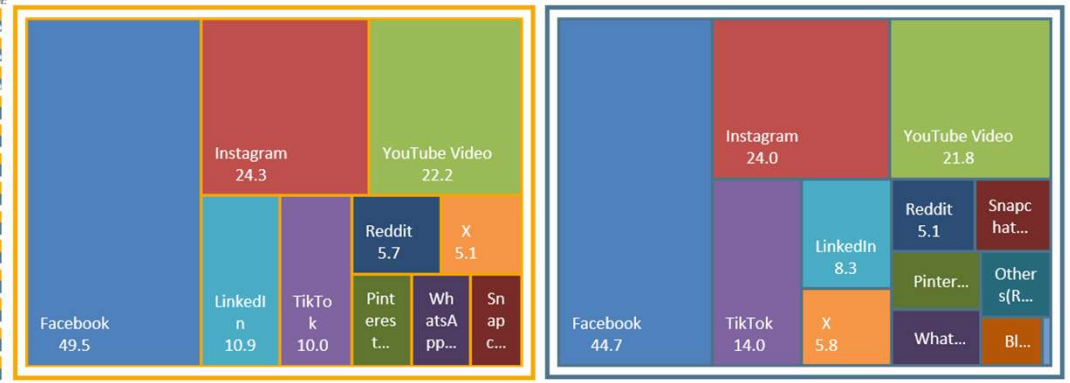
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 2,613

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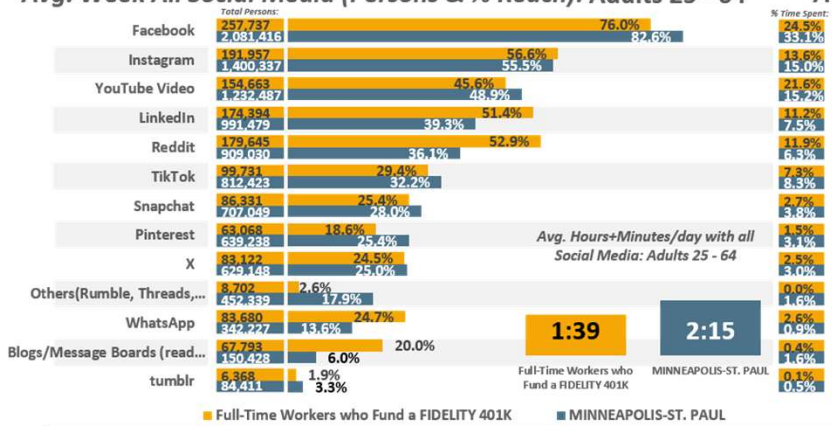
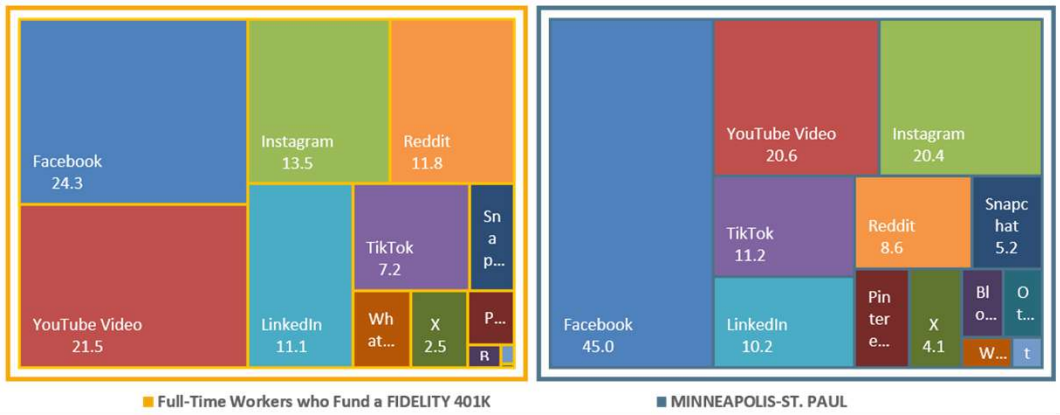
257,737 or 76.% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K use Ad-Supported Facebook for an average of 26.1 minutes every day representing 28.5% of all time spent daily with Ad-Supported Social Media.

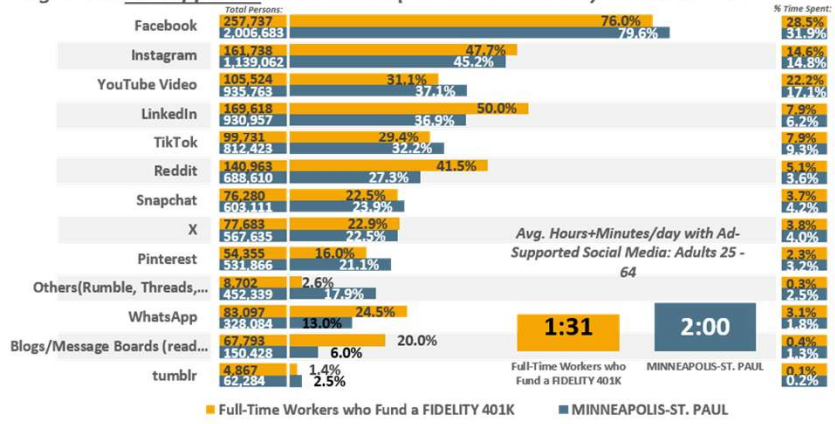
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



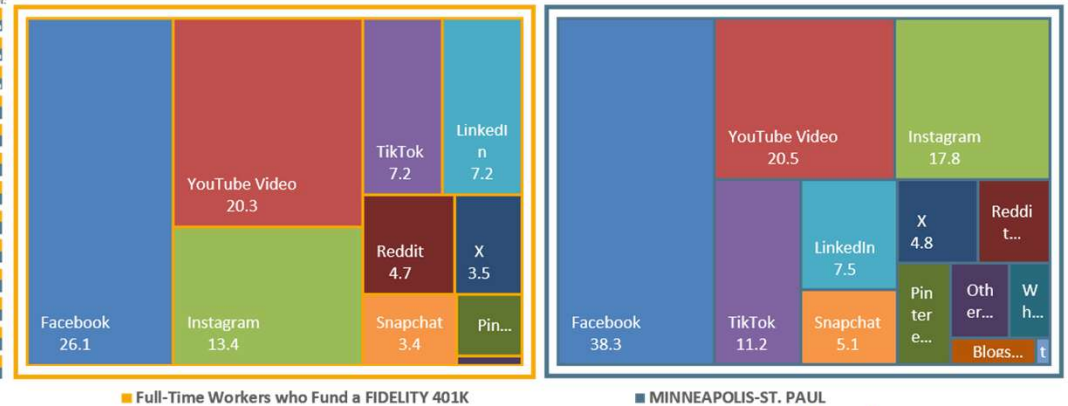
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 143

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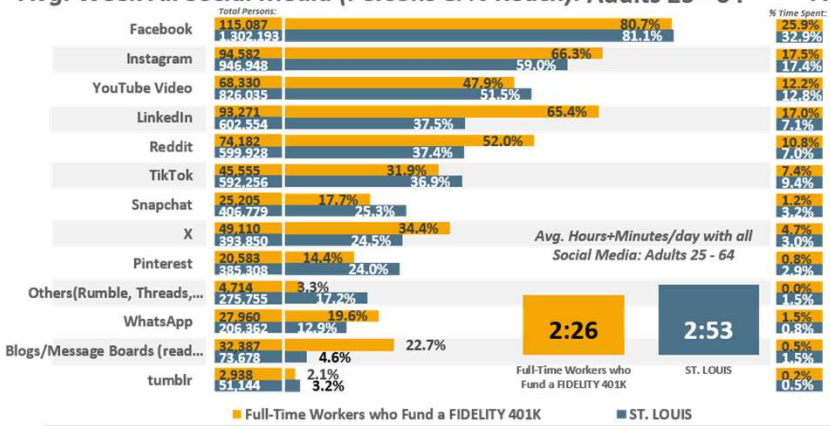
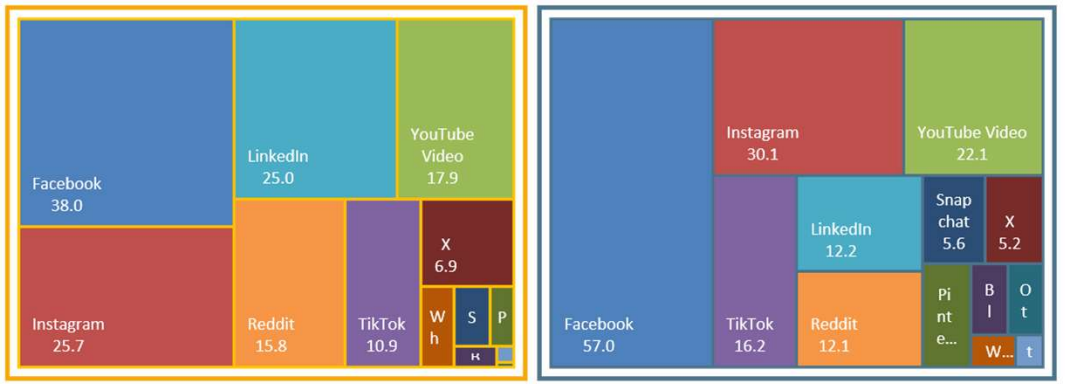
111,713 or 78.3% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K use Ad-Supported Facebook for an average of 38.6 minutes every day representing 31.8% of all time spent daily with Ad-Supported Social Media.

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

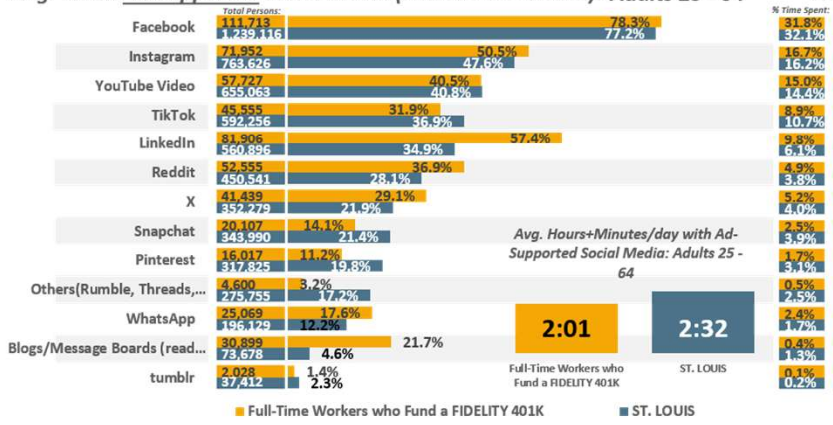


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

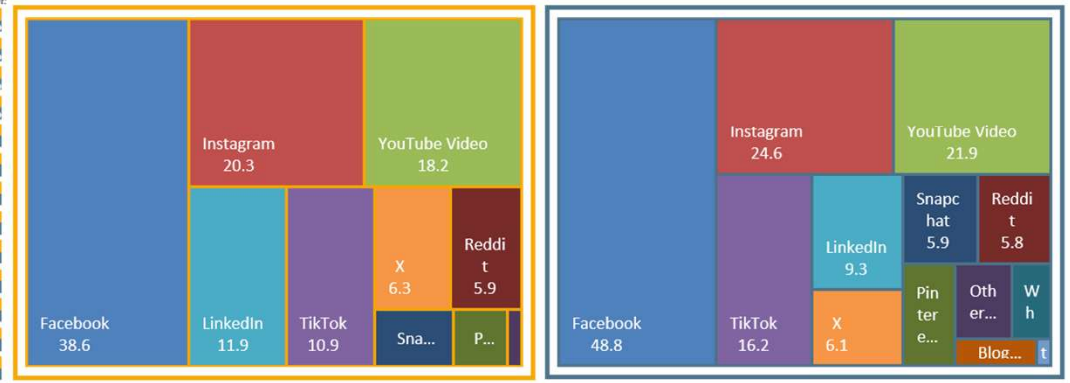


Full-Time Workers who Fund a FIDELITY 401K ■ ST. LOUIS

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



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



Full-Time Workers who Fund a FIDELITY 401K ■ ST. LOUIS

ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 128

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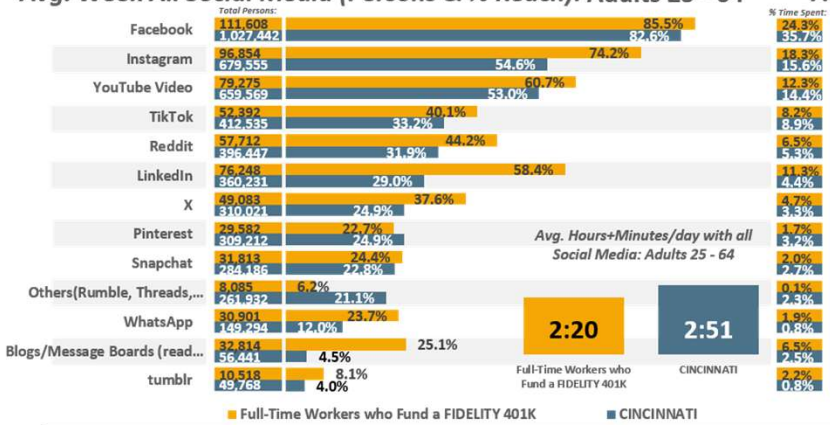
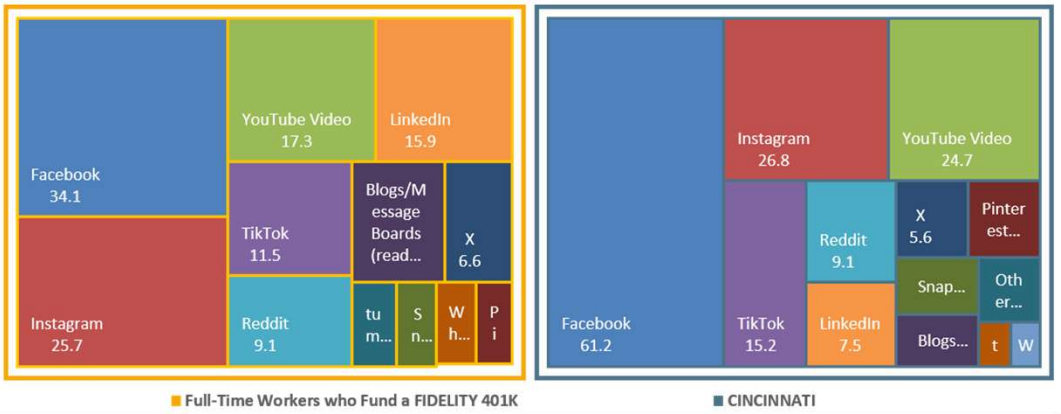
91,084 or 69.8% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K use Ad-Supported Facebook for an average of 29.6 minutes every day representing 25.8% of all time spent daily with Ad-Supported Social Media.

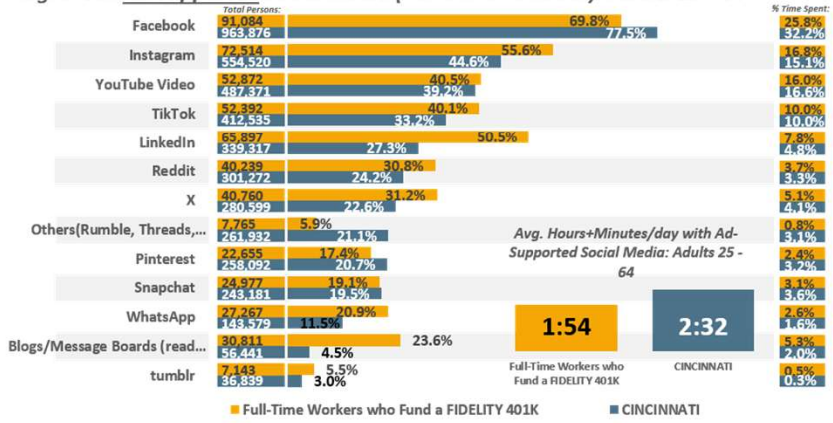
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



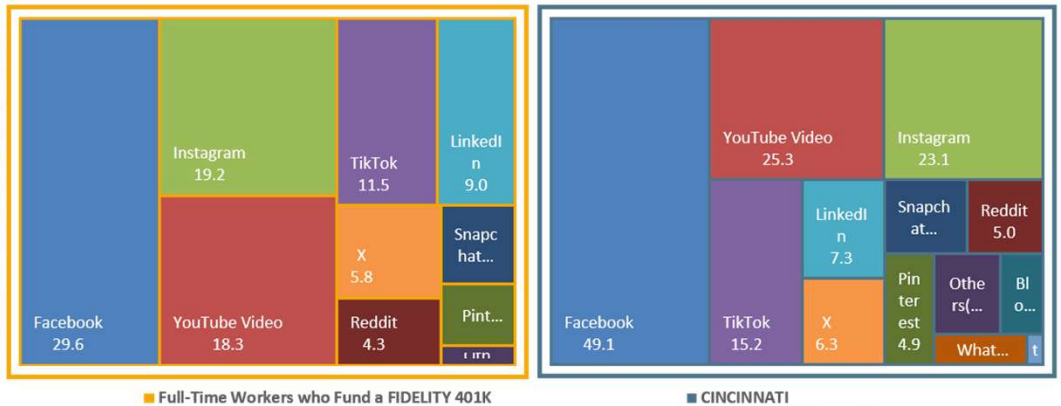
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 117

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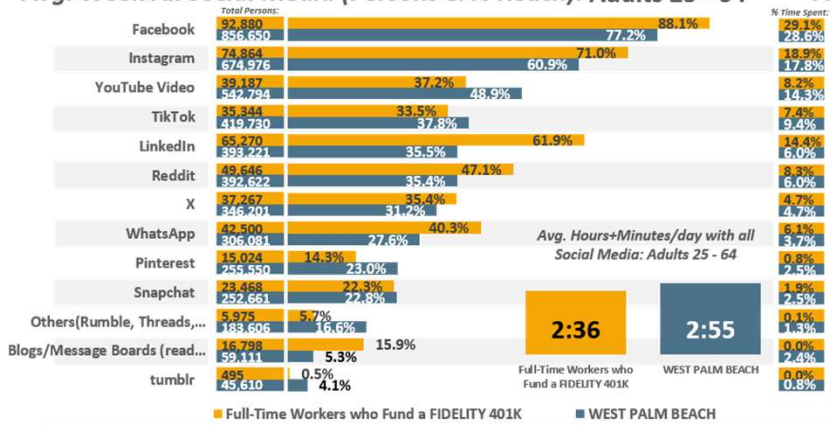
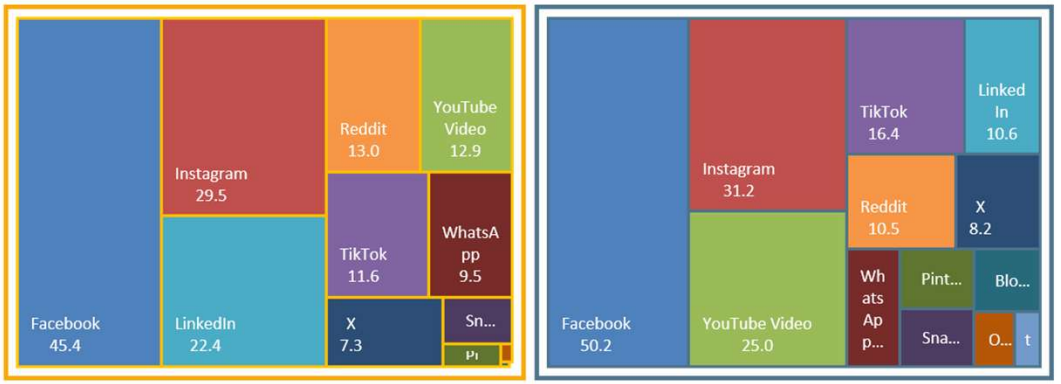
89,501 or 84.9% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K use Ad-Supported Facebook for an average of 47.2 minutes every day representing 32.9% of all time spent daily with Ad-Supported Social Media.

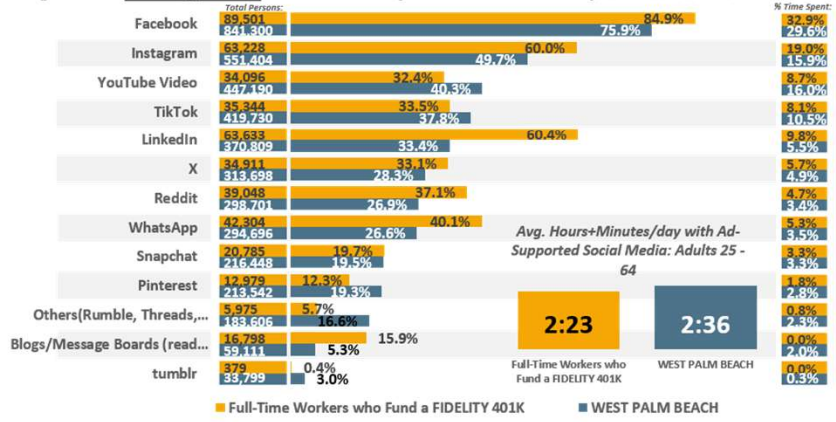
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



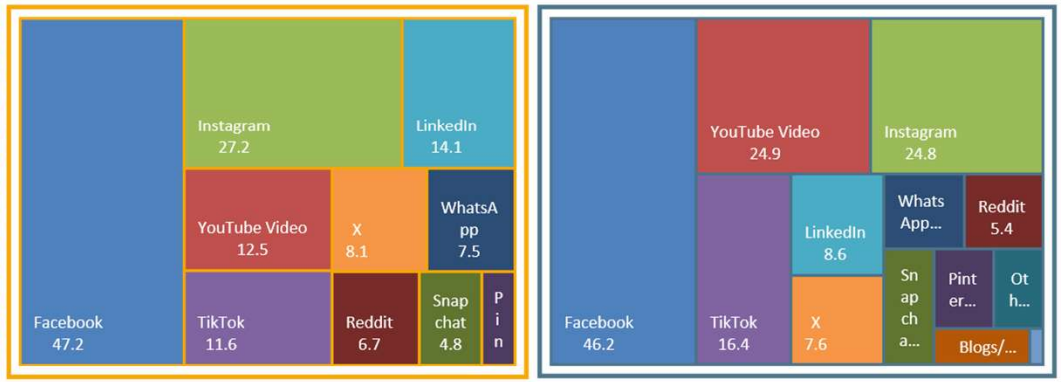
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



WEST PALM BEACH DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 123

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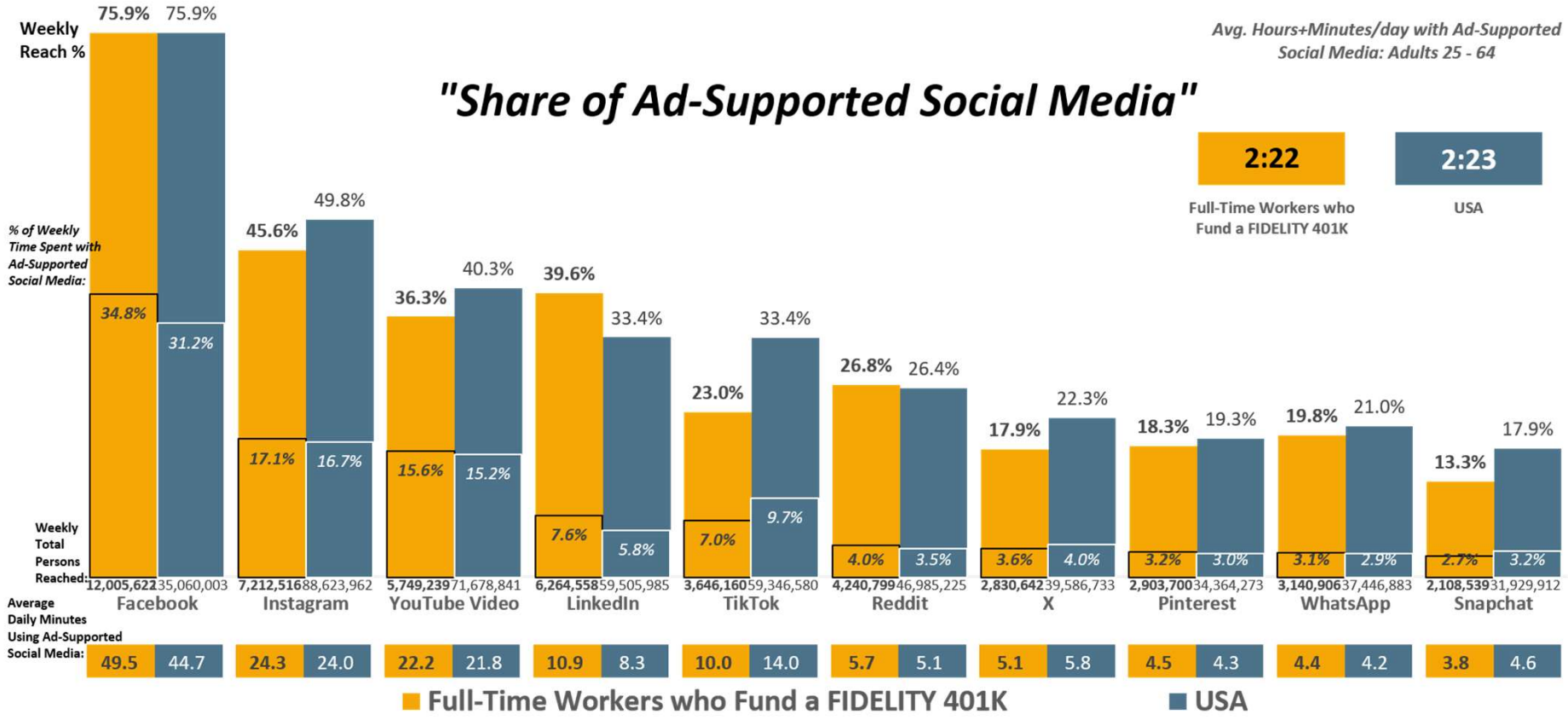
12,005,622 or 75.9% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K use Ad-Supported Facebook for an average of 49.5 minutes every day representing 34.8% of all time spent daily with Ad-Supported Social Media.



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 2,613 Scarborough R1 2026: Jan25-Mar26 USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 24,338

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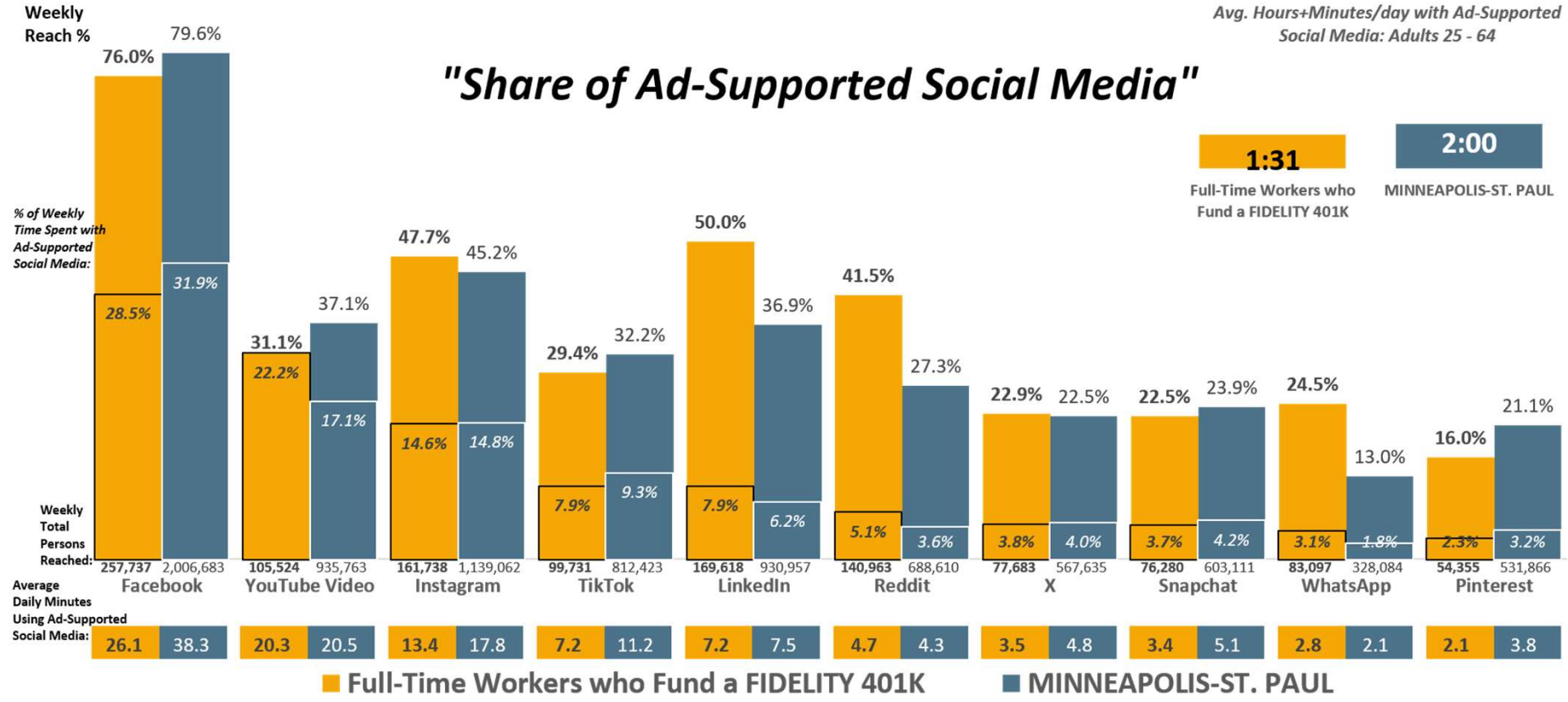
[((Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan) AND Investment institutions use: Fidelity)]

257,737 or 76.% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K use Ad-Supported Facebook for an average of 26.1 minutes every day representing 28.5% of all time spent daily with Ad-Supported Social Media.



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 143 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,934

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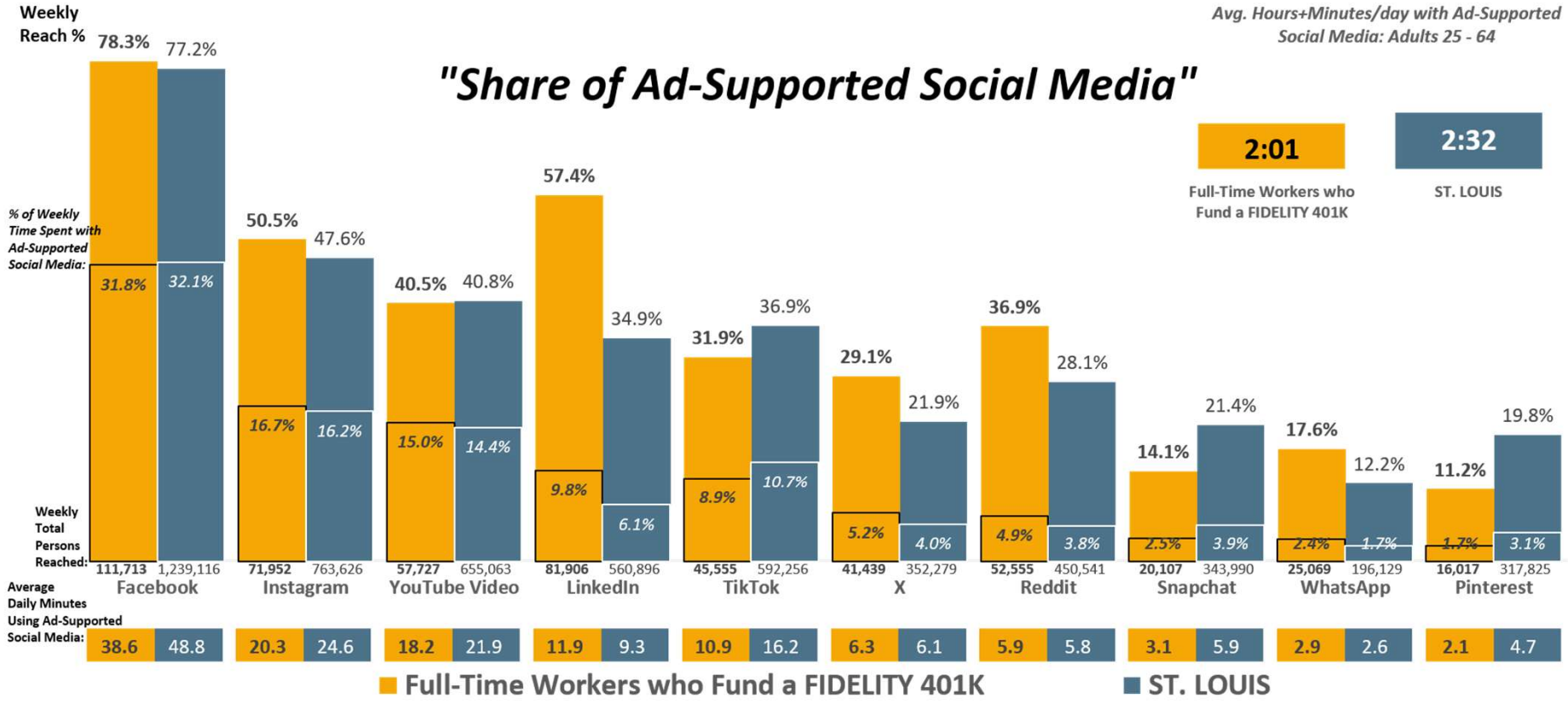
[((Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan) AND Investment institutions use: Fidelity)]

111,713 or 78.3% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K use Ad-Supported Facebook for an average of 38.6 minutes every day representing 31.8% of all time spent daily with Ad-Supported Social Media.



ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 128 ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,956

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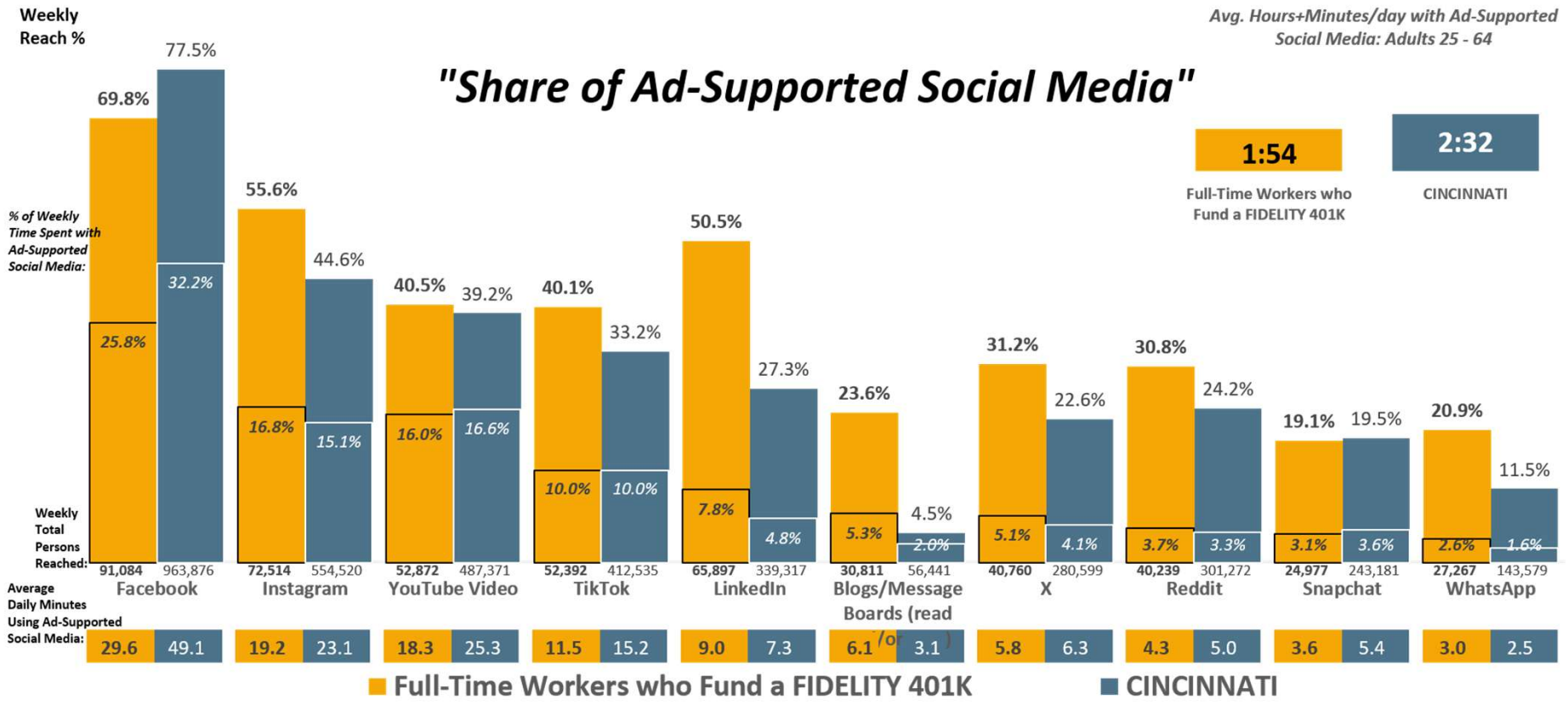
[((Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan) AND Investment institutions use: Fidelity)]

91,084 or 69.8% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K use Ad-Supported Facebook for an average of 29.6 minutes every day representing 25.8% of all time spent daily with Ad-Supported Social Media.



CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 117 CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,900

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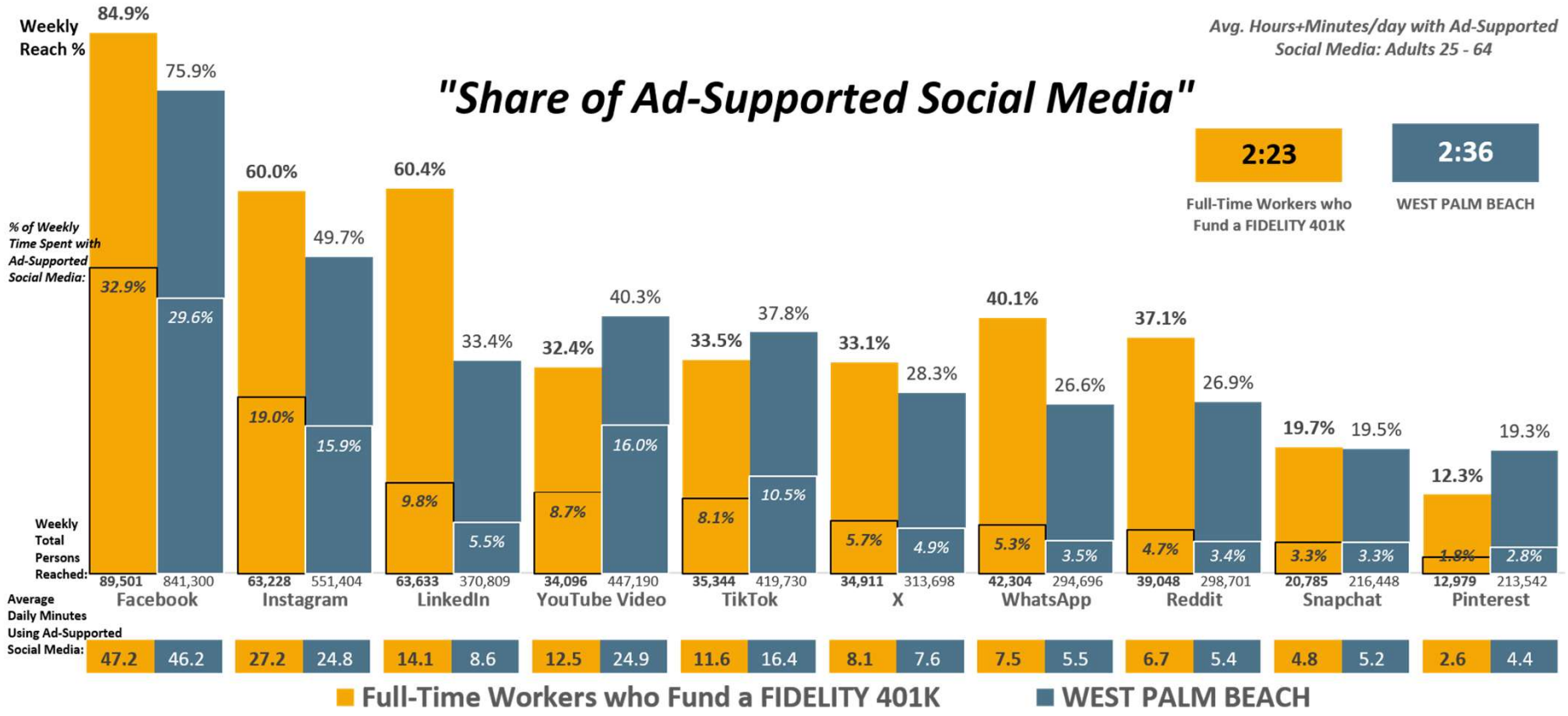
[((Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan) AND Investment institutions use: Fidelity)]

89,501 or 84.9% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K use Ad-Supported Facebook for an average of 47.2 minutes every day representing 32.9% of all time spent daily with Ad-Supported Social Media.



WEST PALM BEACH DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 123 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551

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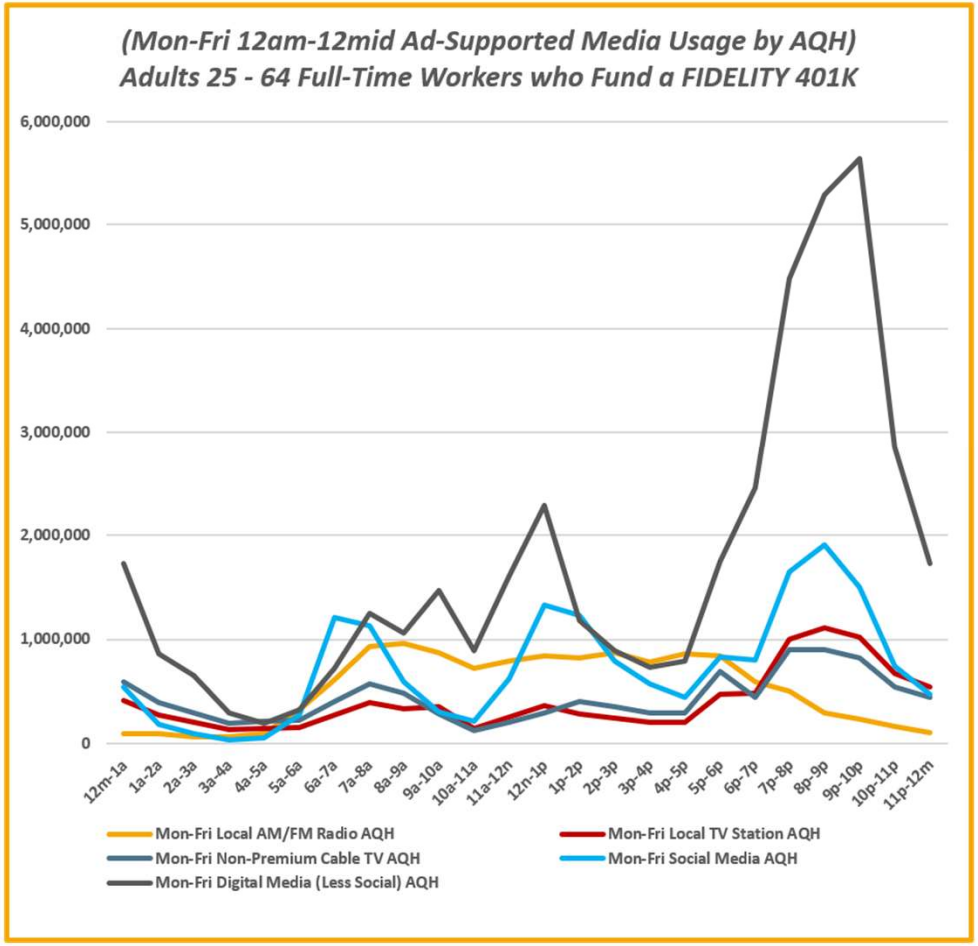
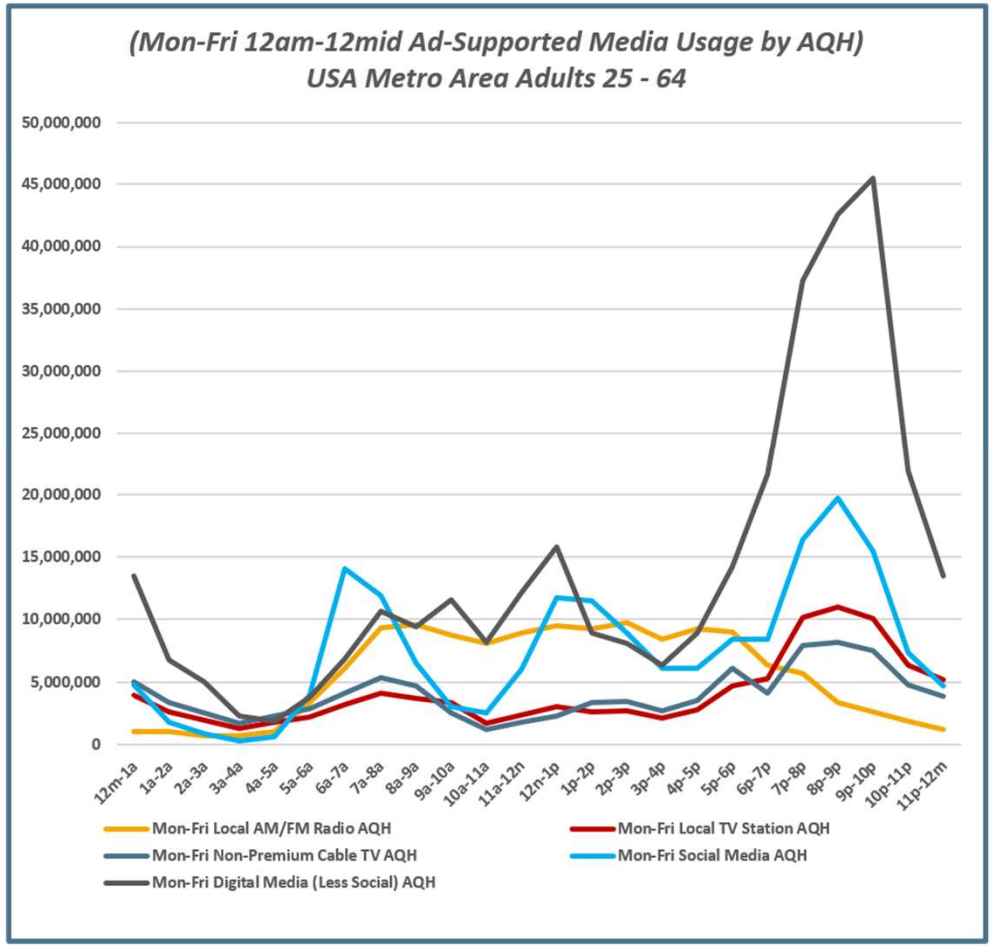
[((Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan) AND Investment institutions use: Fidelity)]

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,316,426; Local Radio: 806,237; Social Media: 774,283; Non-Prem. Cable: 369,887; Local TV: 307,530 reaching Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K.





USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 2,613

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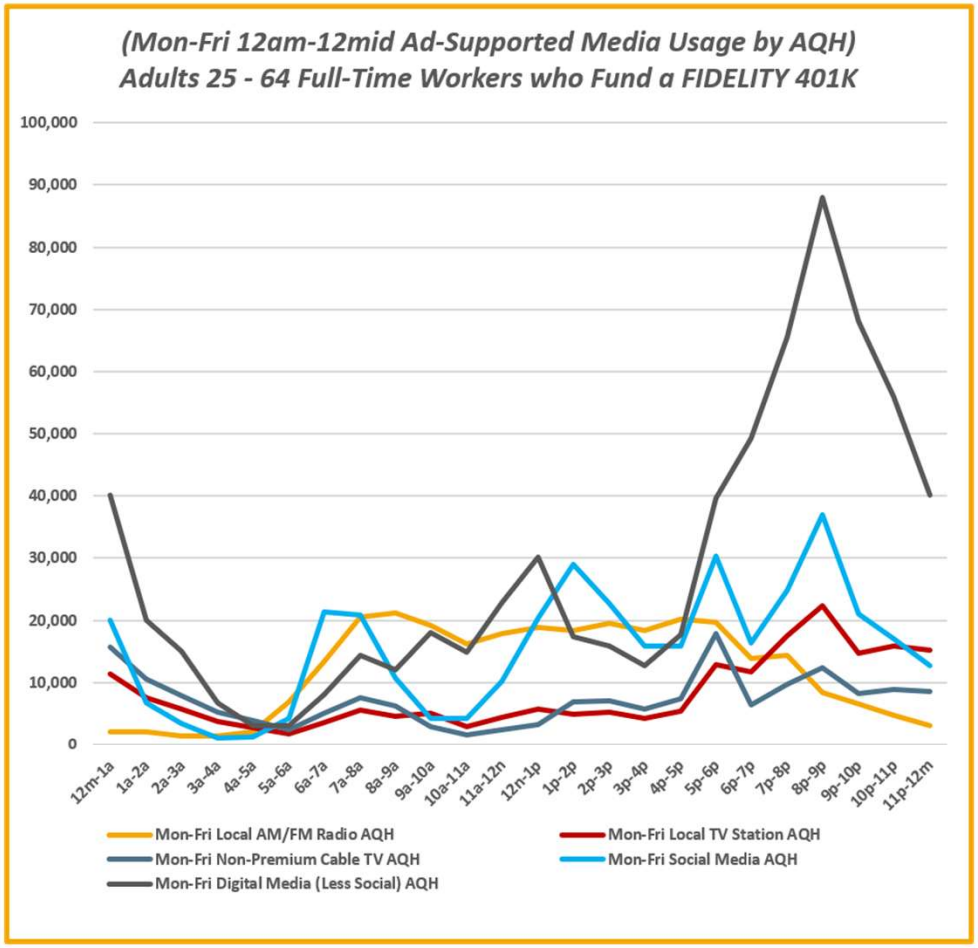
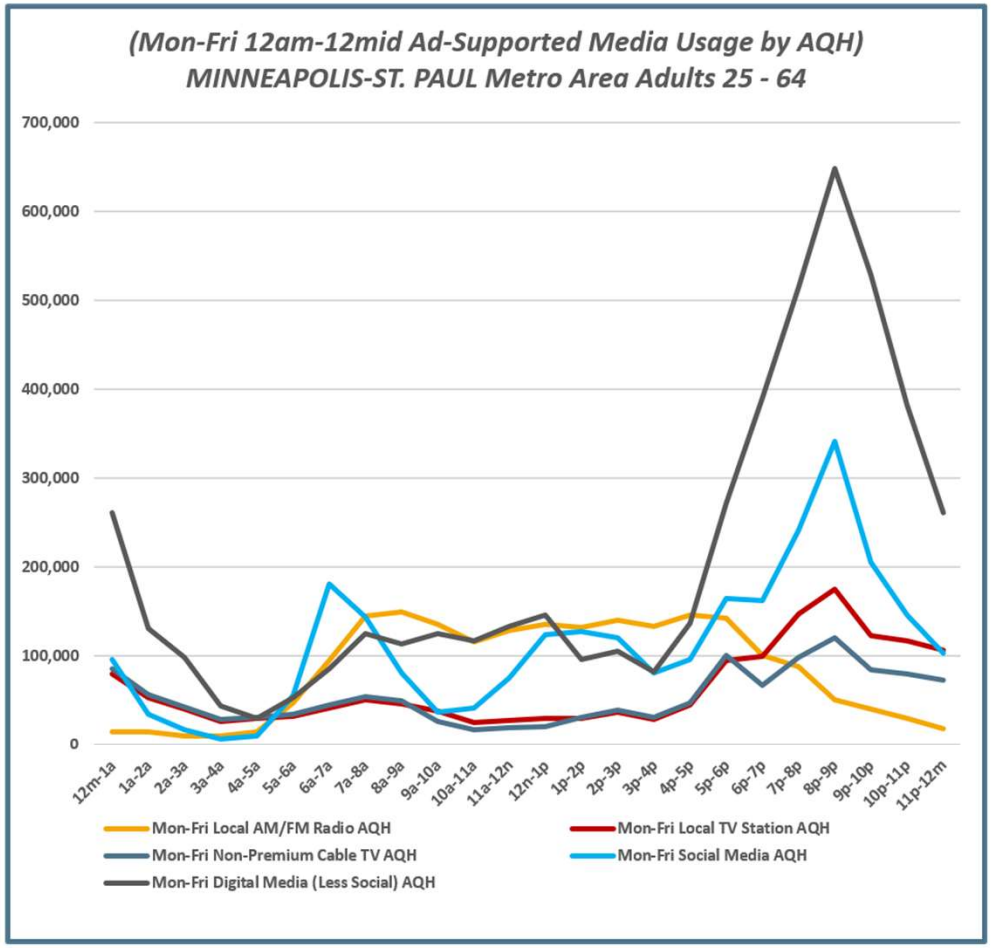
[((Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan) AND Investment institutions use: Fidelity)]

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 20,988; Local Radio: 18,250; Social Media: 17,078; Non-Prem. Cable: 6,187; Local TV: 5,852 reaching Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K.





MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 143

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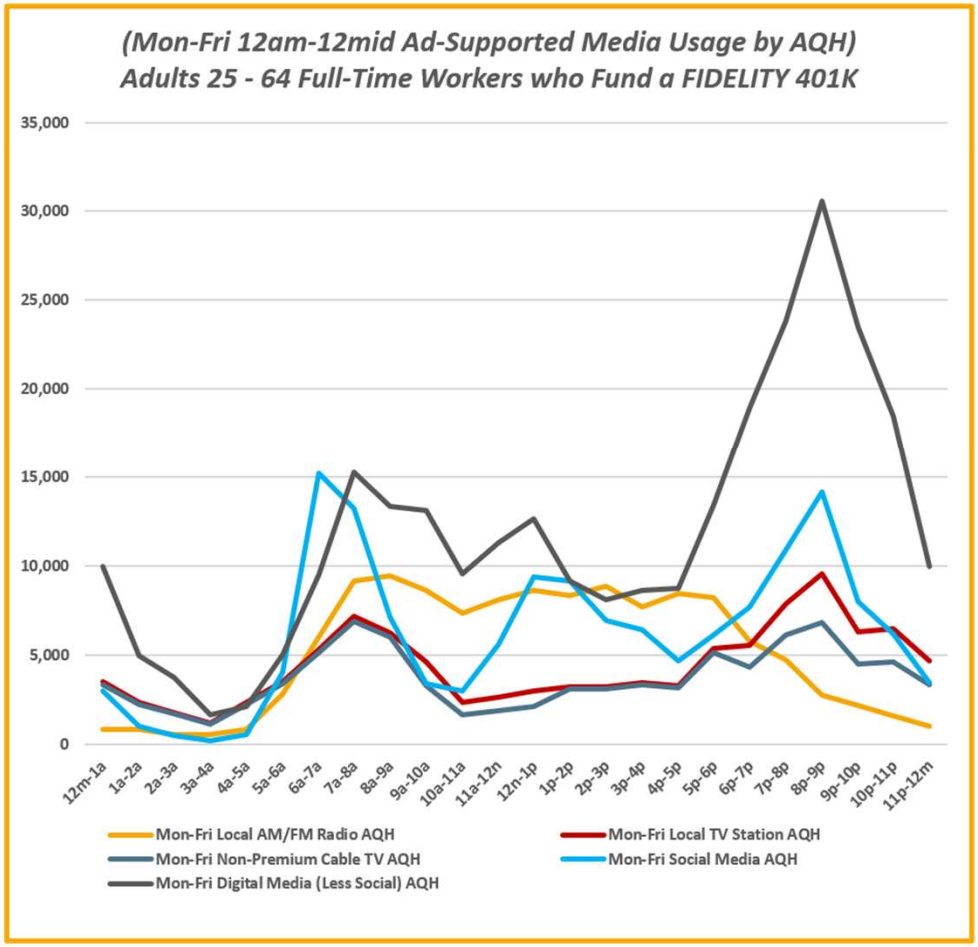
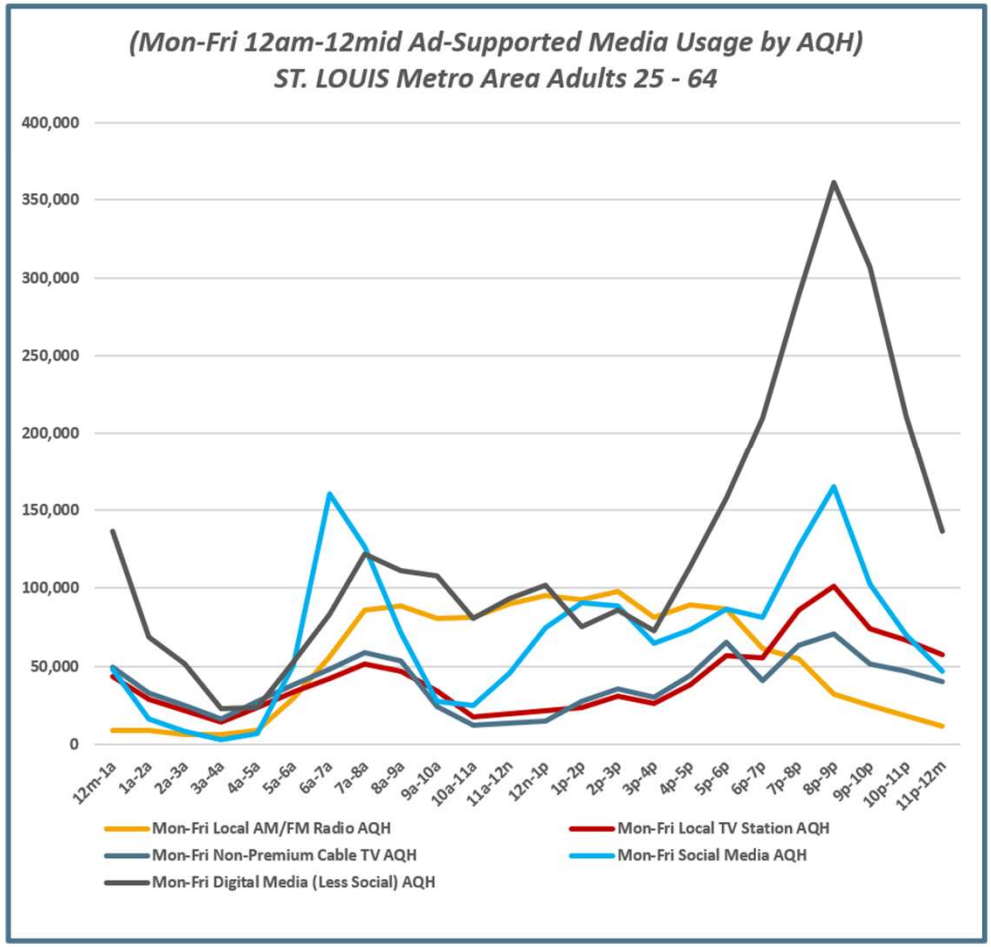
[((Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan) AND Investment institutions use: Fidelity)]

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 11,660; Local Radio: 8,052; Social Media: 7,530; Local TV: 4,263; Non-Prem. Cable: 3,773 reaching Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K.





ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 128

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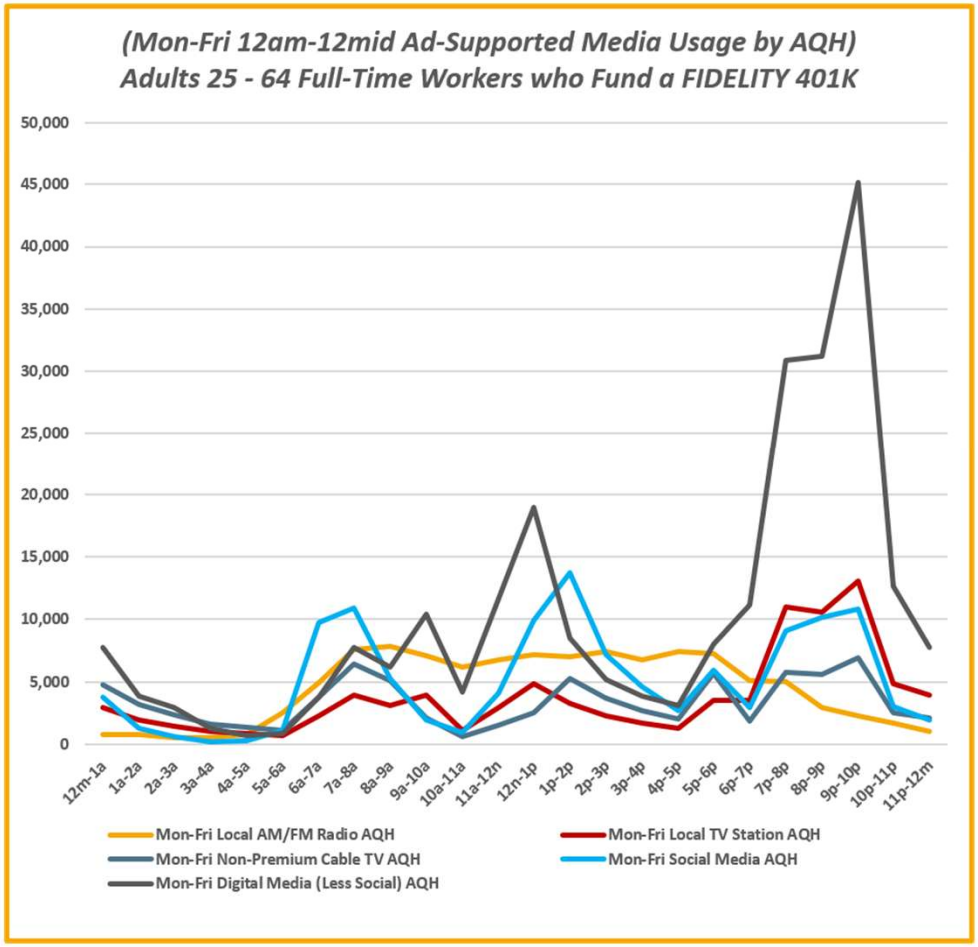
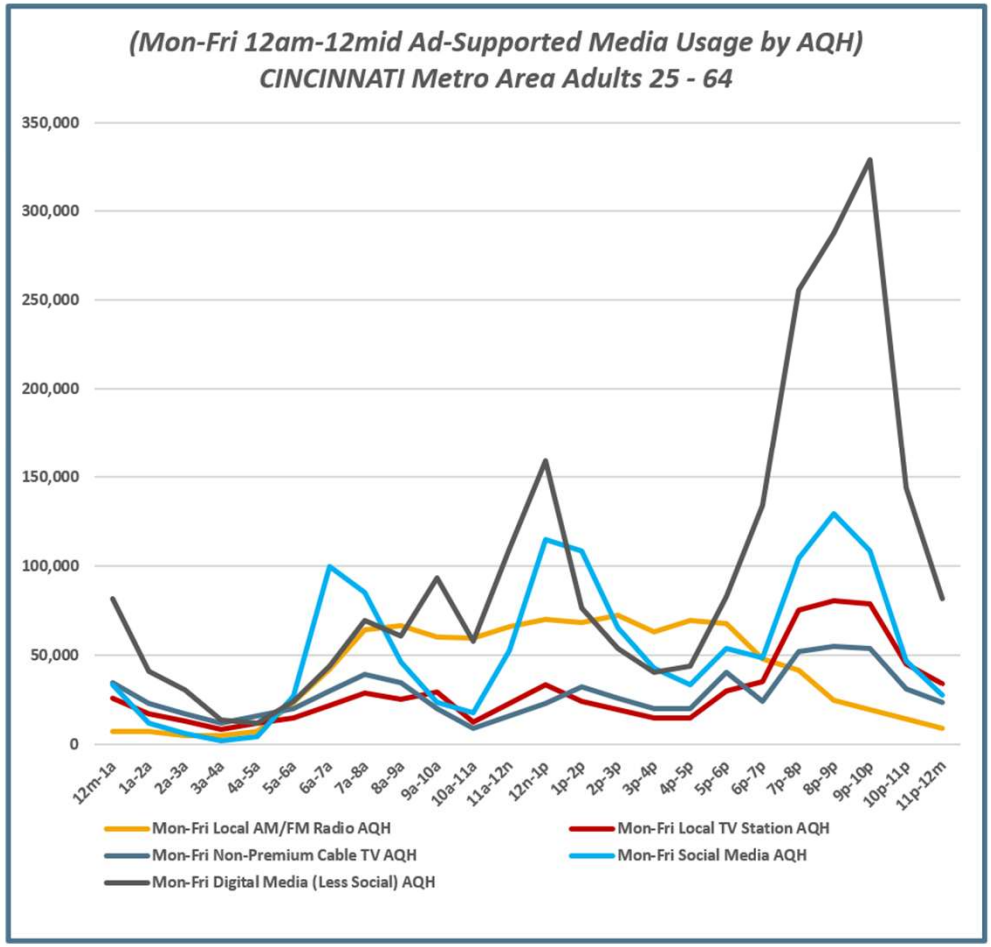
[((Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan) AND Investment institutions use: Fidelity)]

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 7,907; Local Radio: 6,814; Social Media: 6,144; Non-Prem. Cable: 3,317; Local TV: 2,896 reaching Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K.





CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 117

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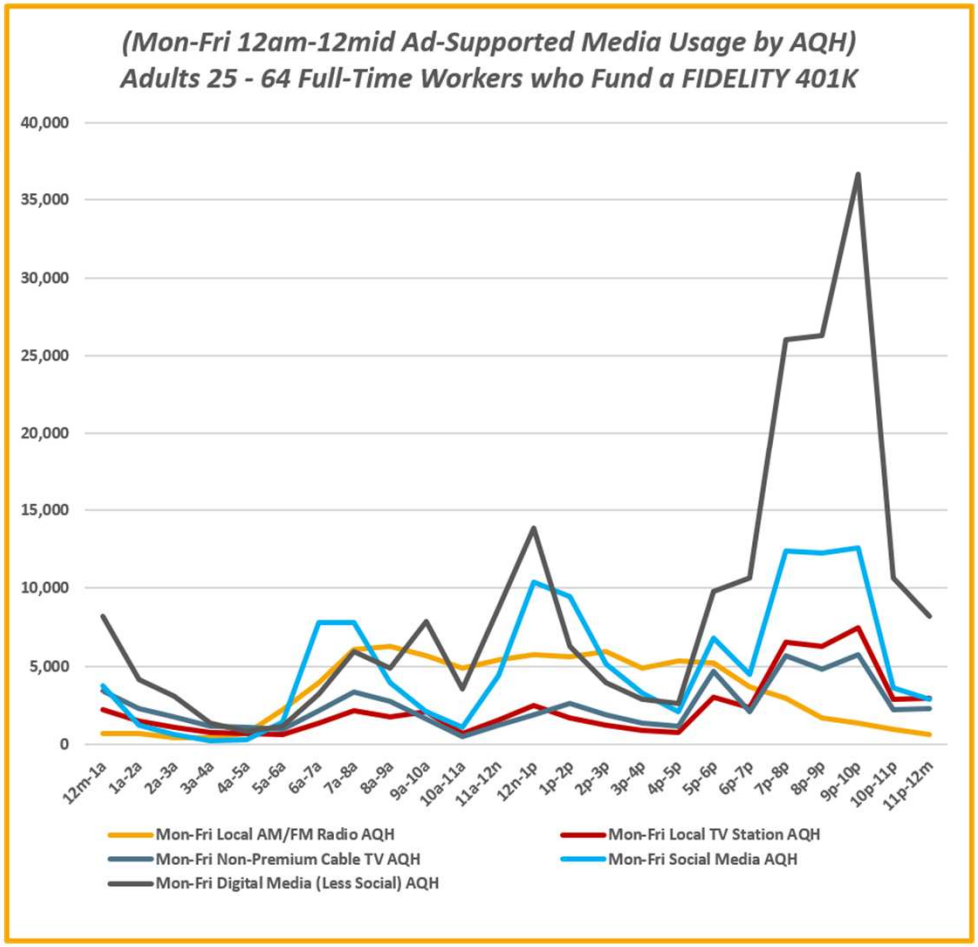
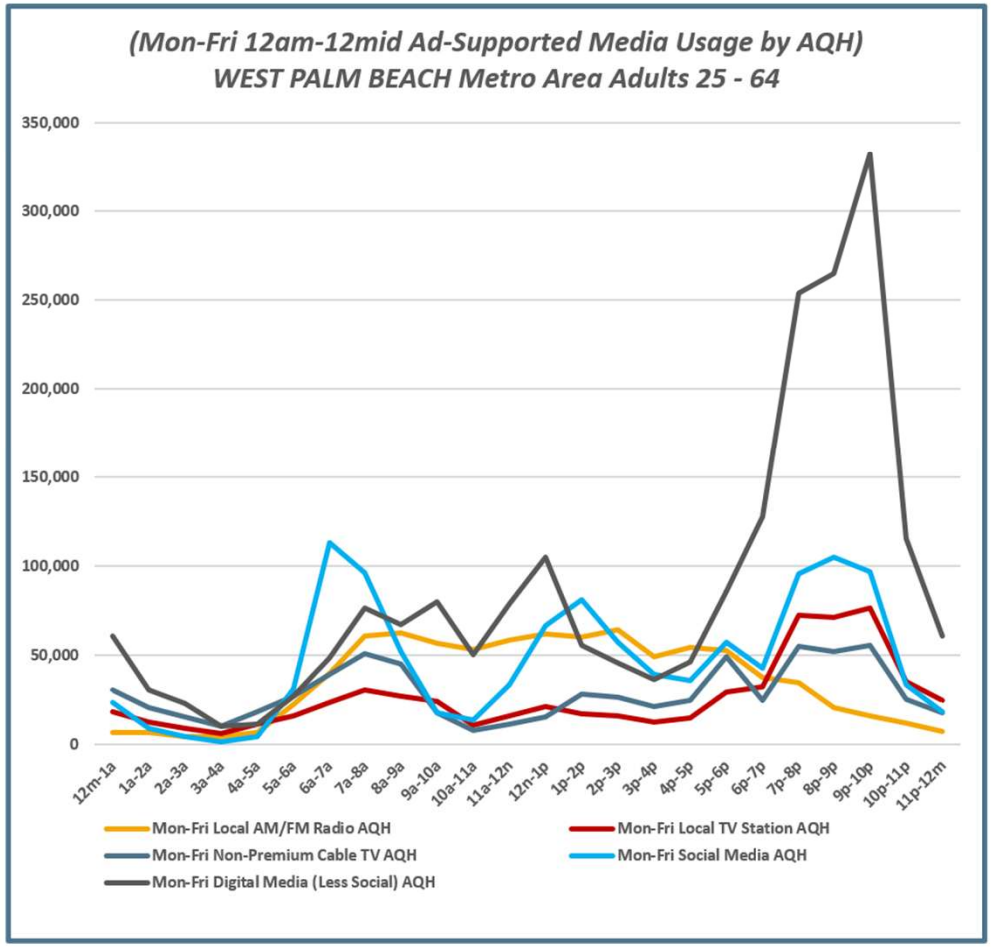
[((Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan) AND Investment institutions use: Fidelity)]

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 6,473; Social Media: 5,286; Local Radio: 5,276; Non-Prem. Cable: 2,093; Local TV: 1,680 reaching Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K.





WEST PALM BEACH DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 123

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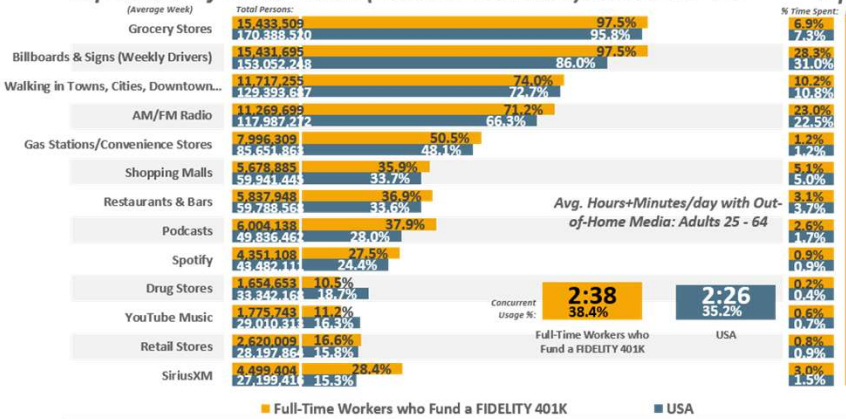
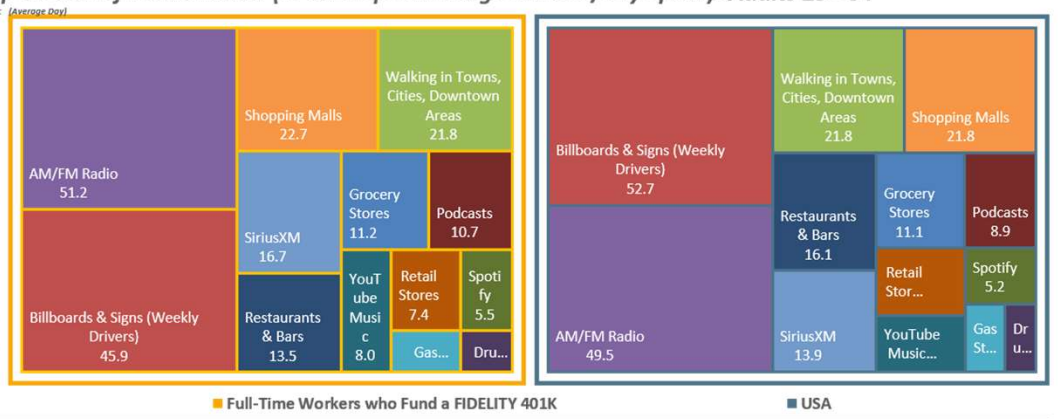
15,431,695 or 97.5% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K spend an average of 45.9 minutes per day driving, seeing Billboards and Signs. 67.% Listen to Local Radio Stations Out-of-Home for an average of 45.3 minutes/day.

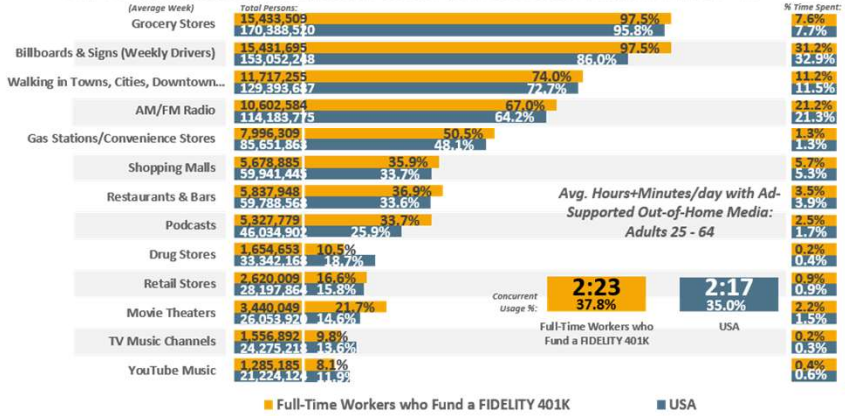
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



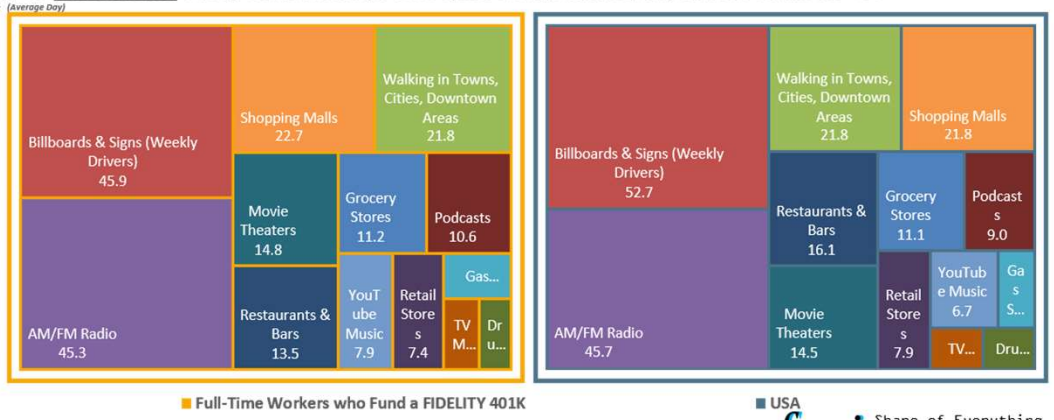
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 2,613

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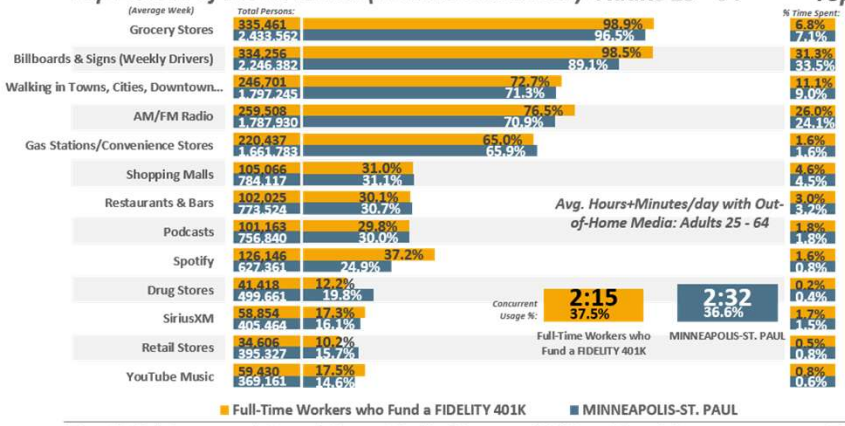
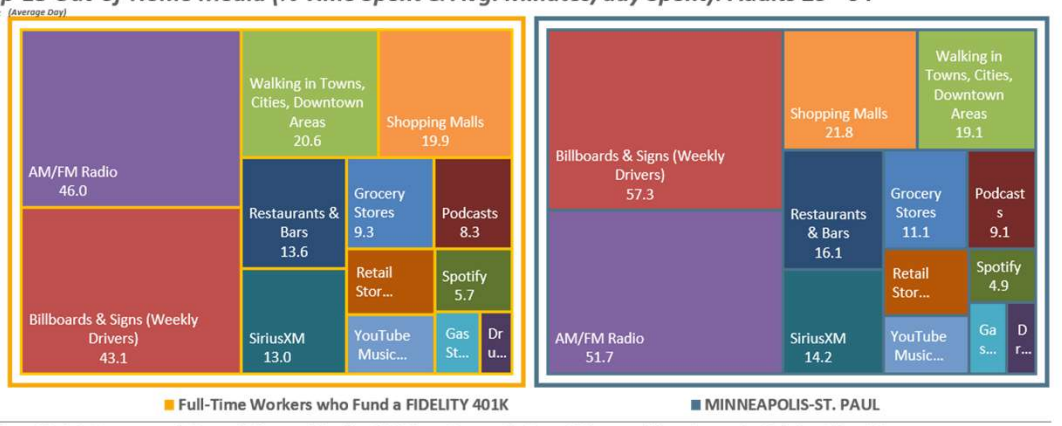
334,256 or 98.5% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K spend an average of 43.1 minutes per day driving, seeing Billboards and Signs. 72.5% Listen to Local Radio Stations Out-of-Home for an average of 40.6 minutes/day.

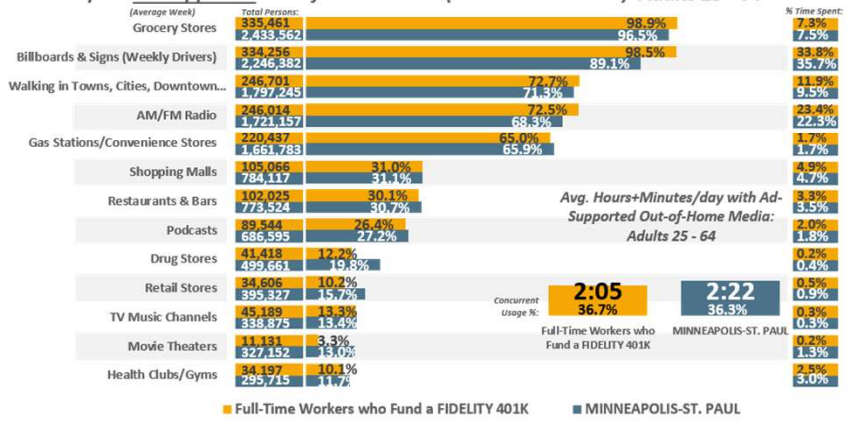
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



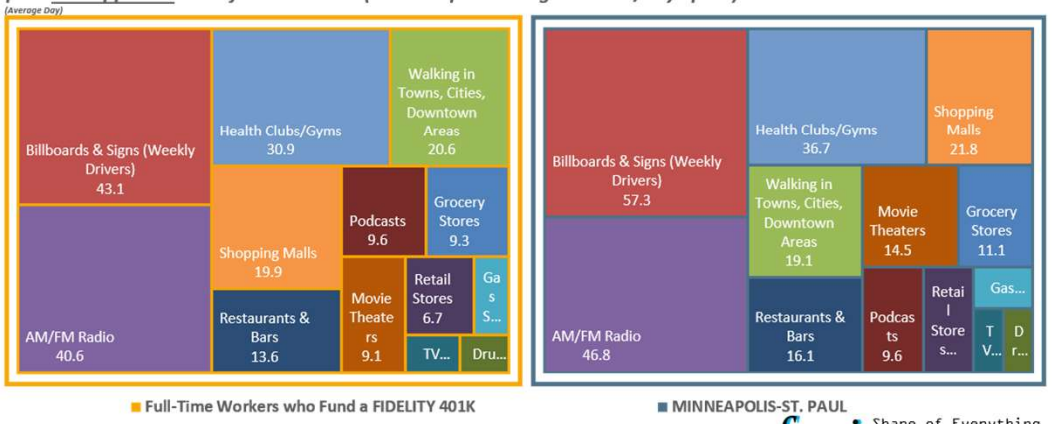
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 143

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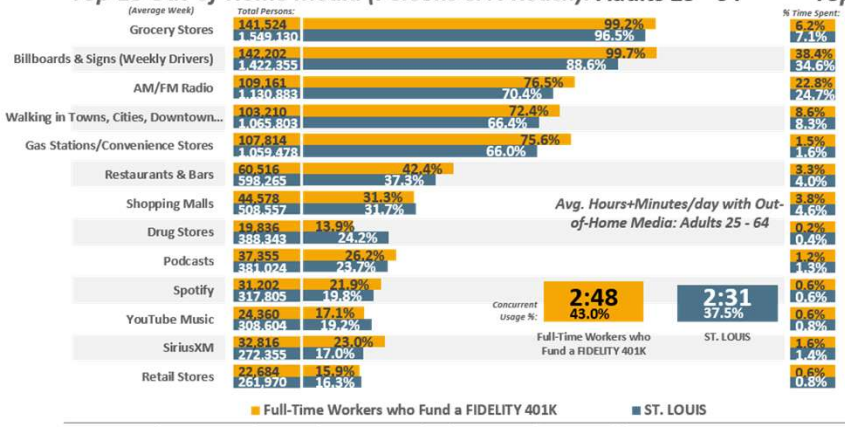
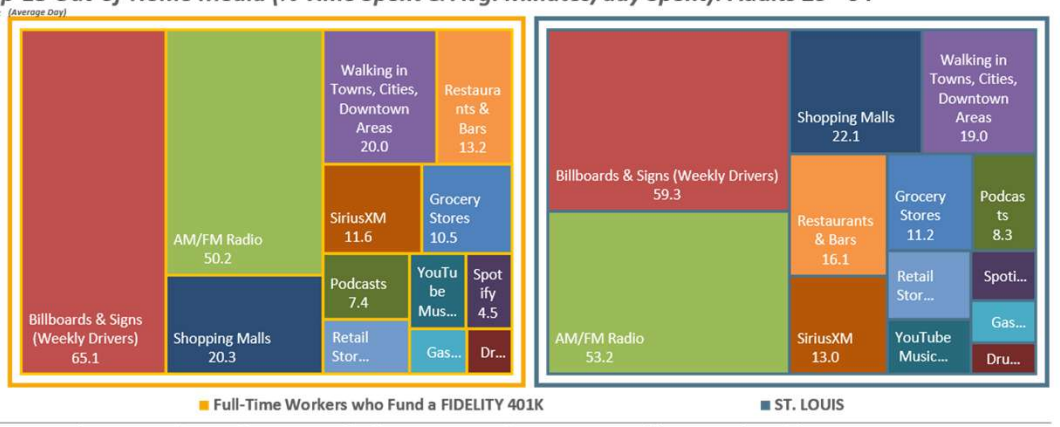
142,202 or 99.7% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K spend an average of 65.1 minutes per day driving, seeing Billboards and Signs. 73.3% Listen to Local Radio Stations Out-of-Home for an average of 47.5 minutes/day.

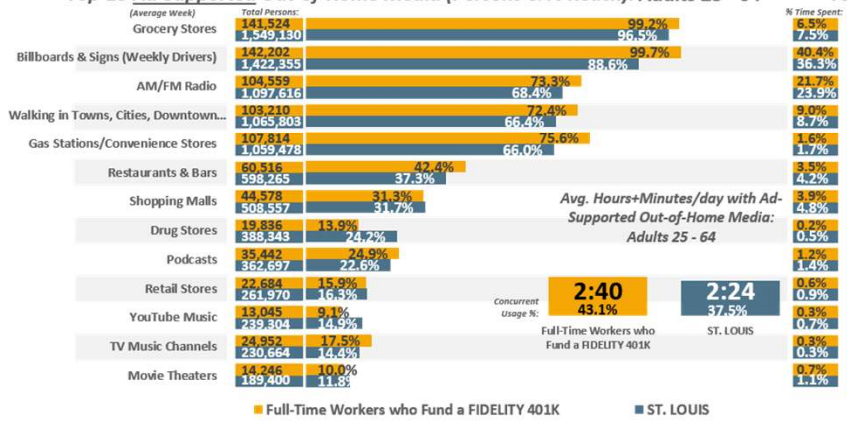
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



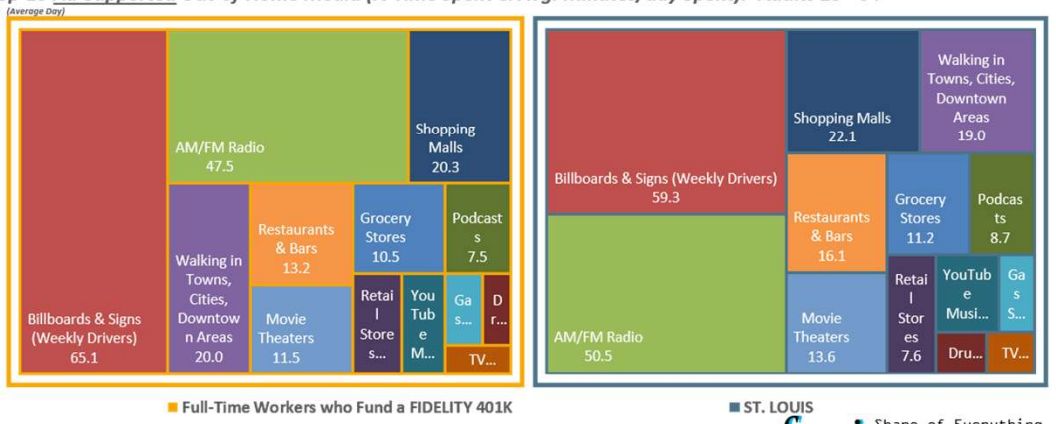
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 128

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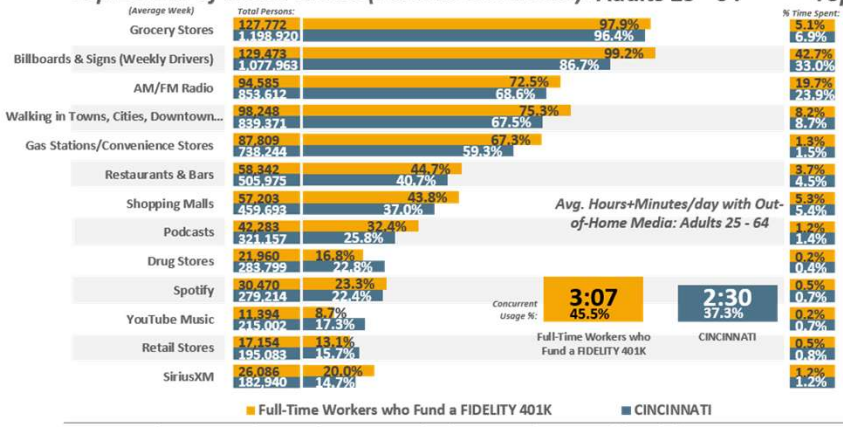
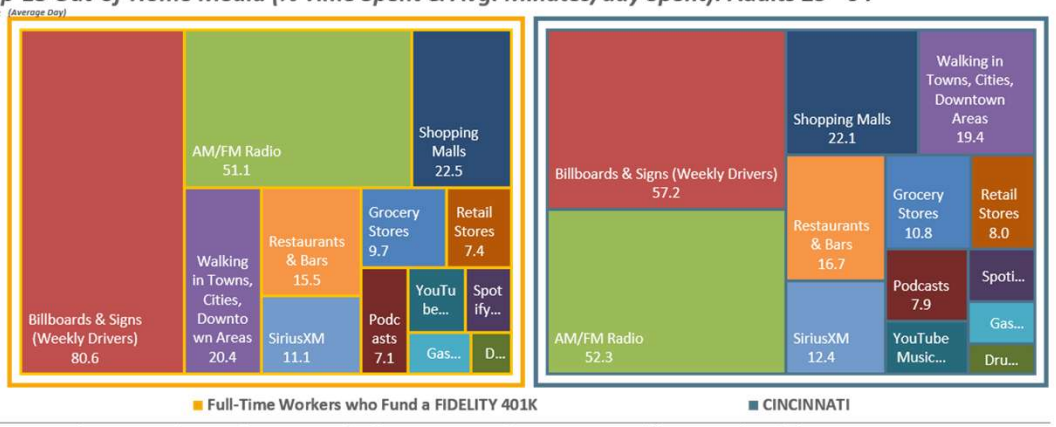
129,473 or 99.2% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K spend an average of 80.6 minutes per day driving, seeing Billboards and Signs. 69.7% Listen to Local Radio Stations Out-of-Home for an average of 48.2 minutes/day.

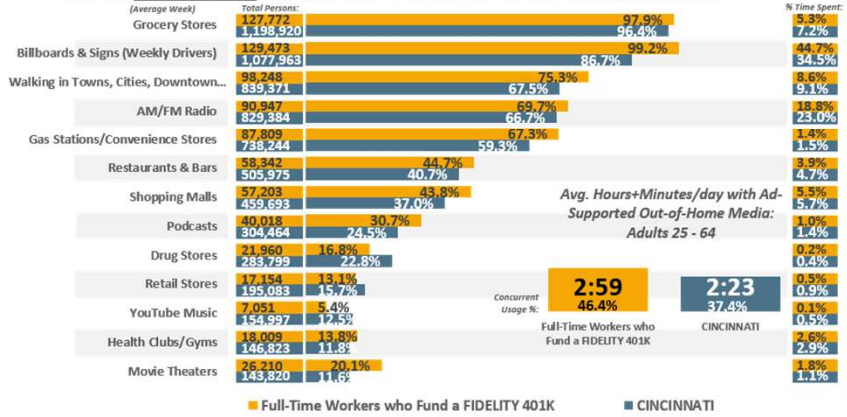
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



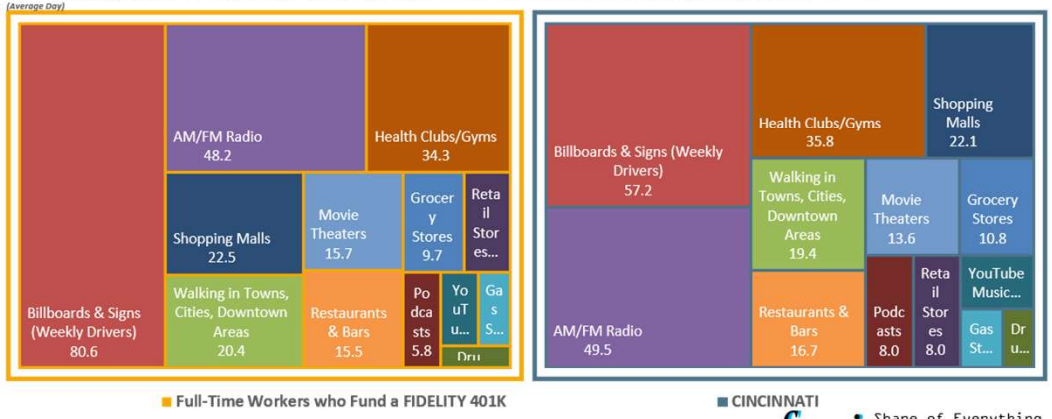
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 117

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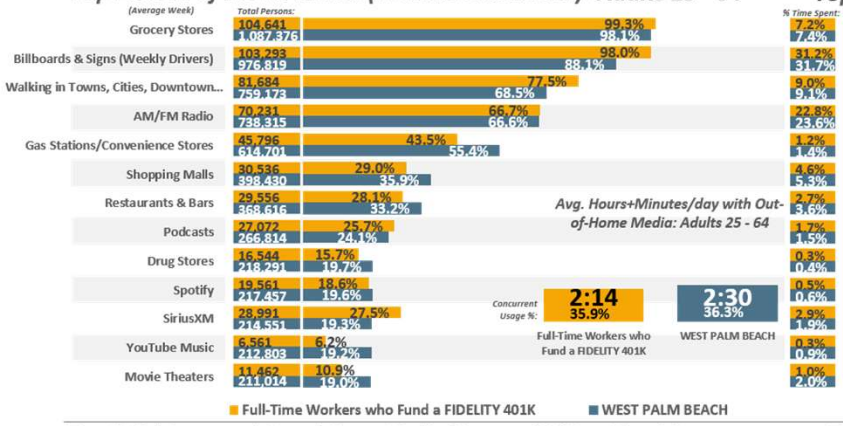
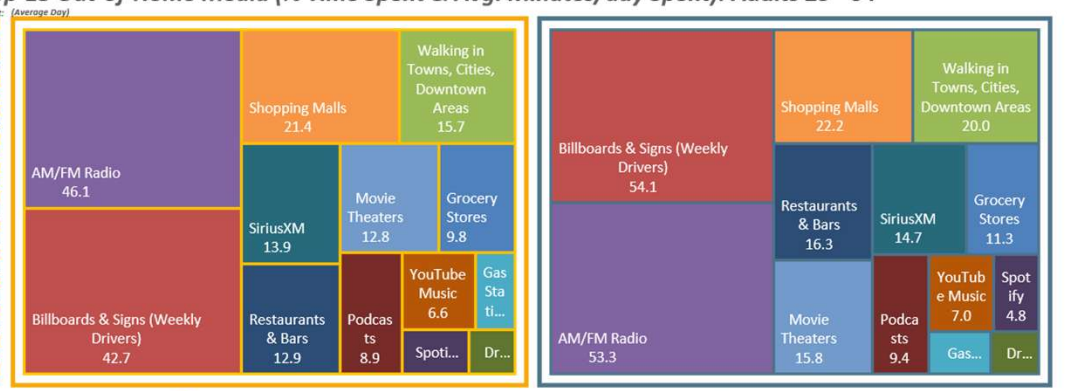
103,293 or 98.% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K spend an average of 42.7 minutes per day driving, seeing Billboards and Signs. 65.4% Listen to Local Radio Stations Out-of-Home for an average of 45.2 minutes/day.

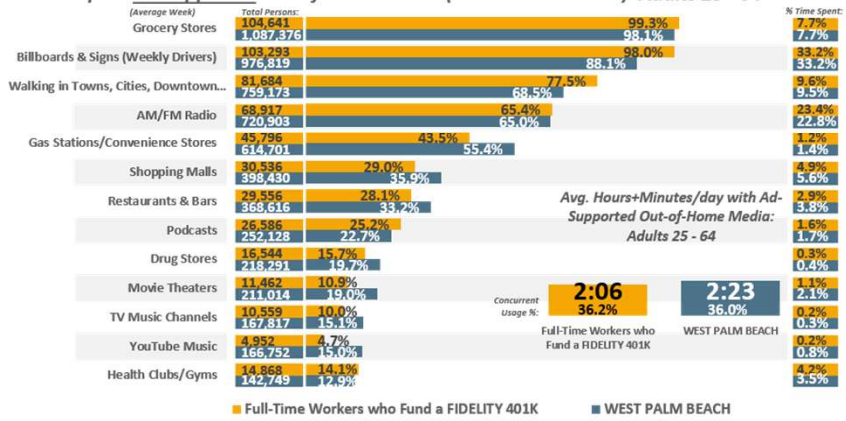
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



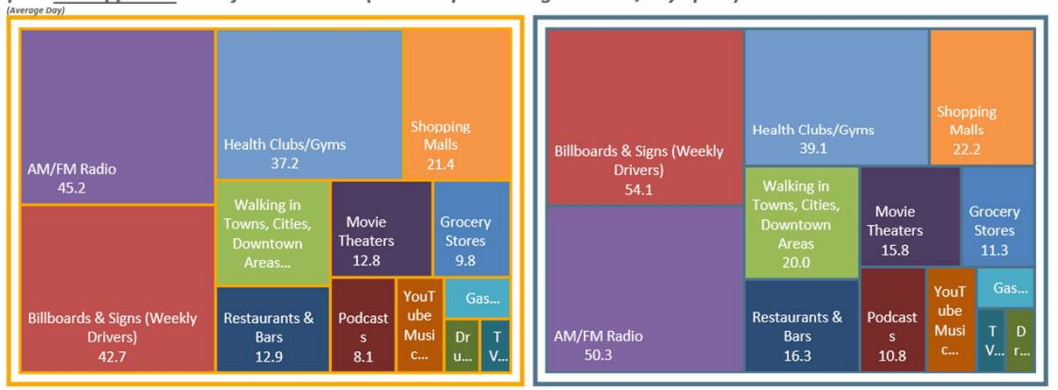
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



WEST PALM BEACH DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 123

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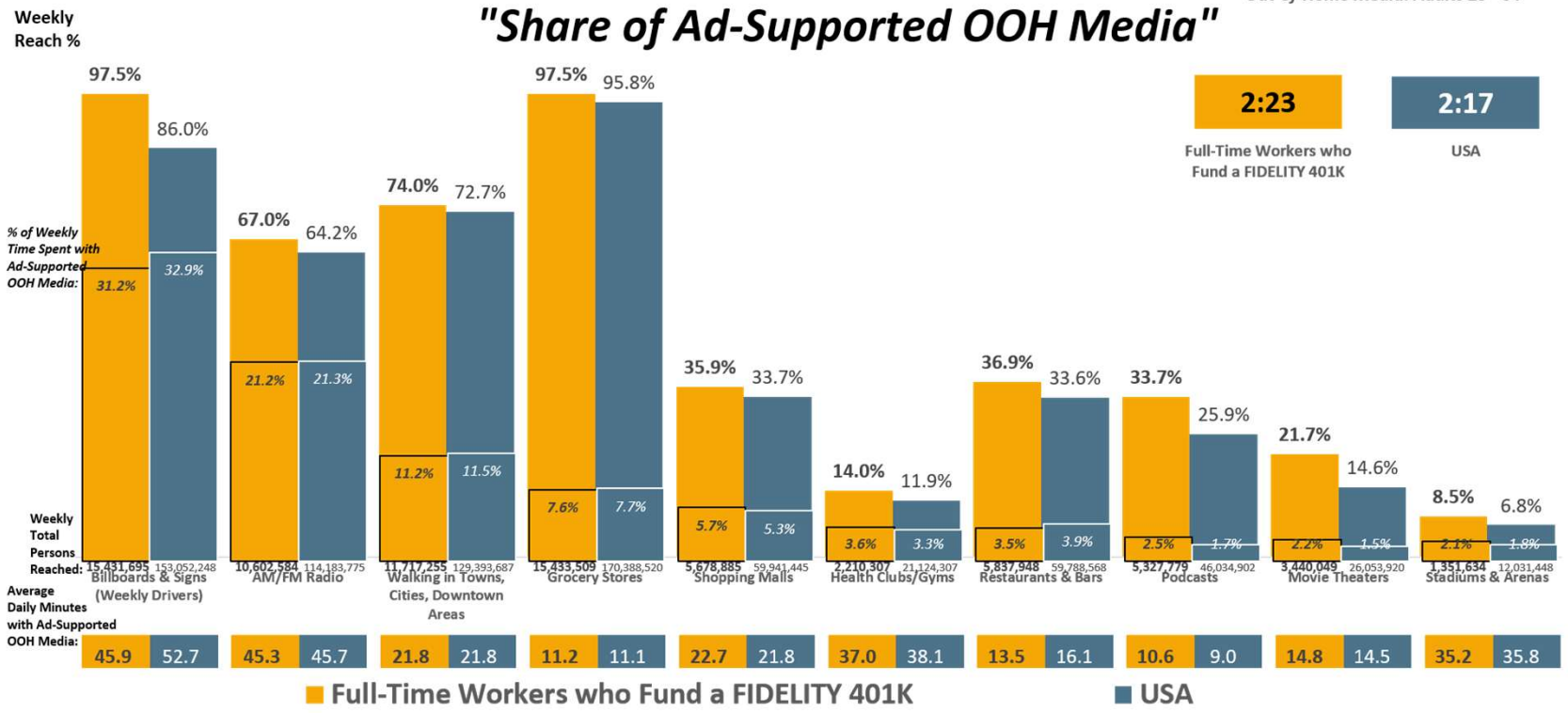
15,431,695 or 97.5% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K spend an average of 45.9 minutes per day driving, seeing Billboards and Signs representing 31.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 2,613 Scarborough R1 2026: Jan25-Mar26 USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 24,338

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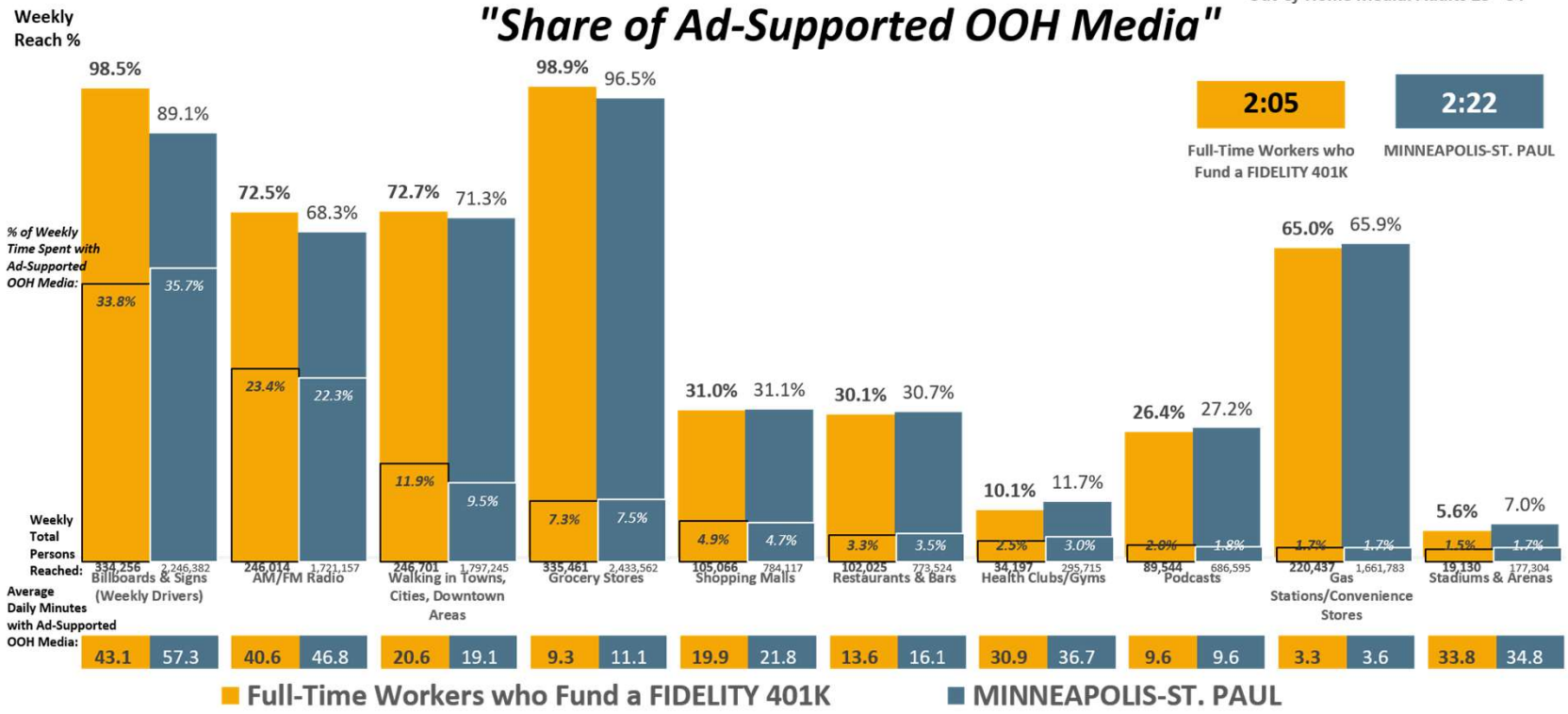
334,256 or 98.5% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K spend an average of 43.1 minutes per day driving, seeing Billboards and Signs representing 33.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 143 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,934

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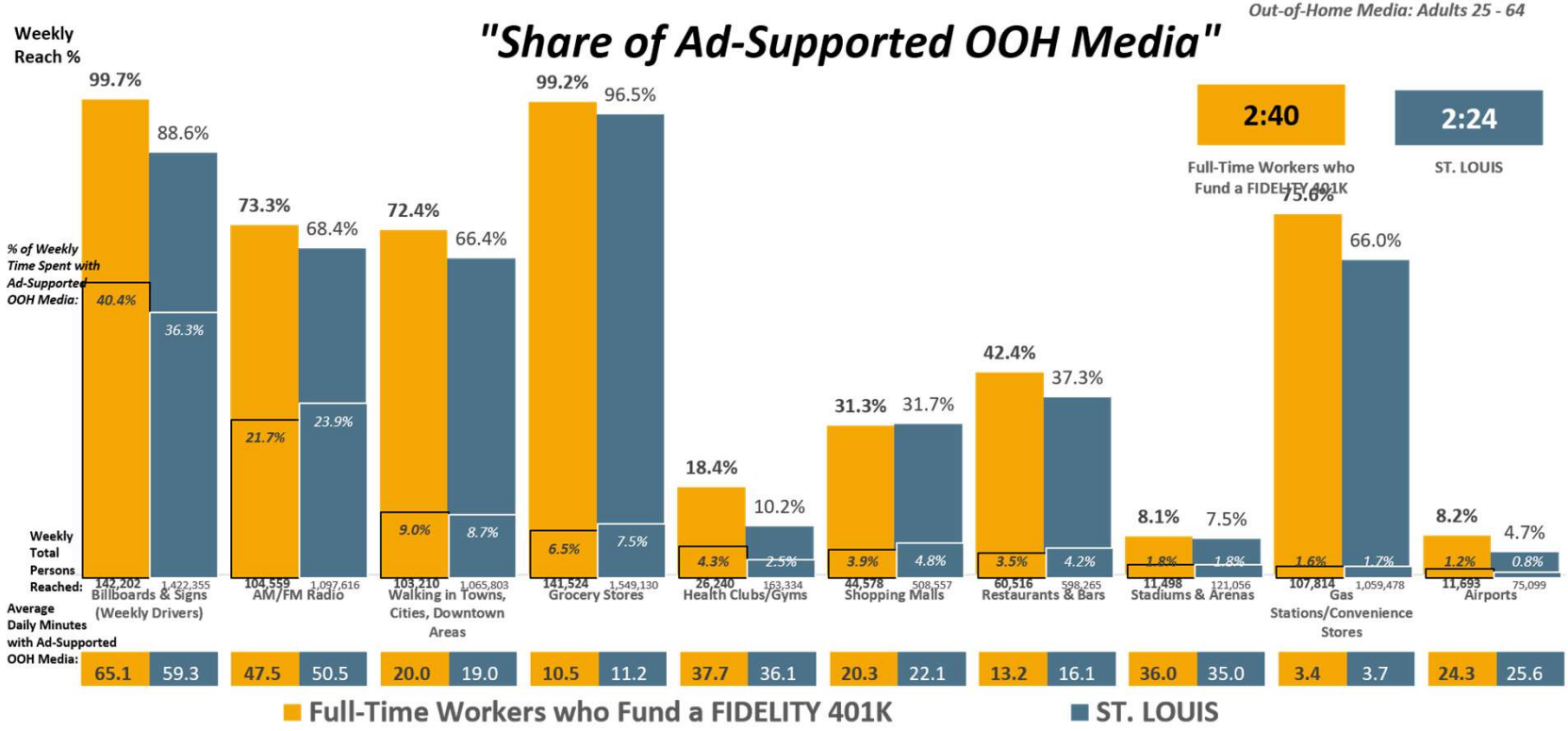
[((Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan) AND Investment institutions use: Fidelity)]

142,202 or 99.7% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K spend an average of 65.1 minutes per day driving, seeing Billboards and Signs representing 40.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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



ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 128 ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,956

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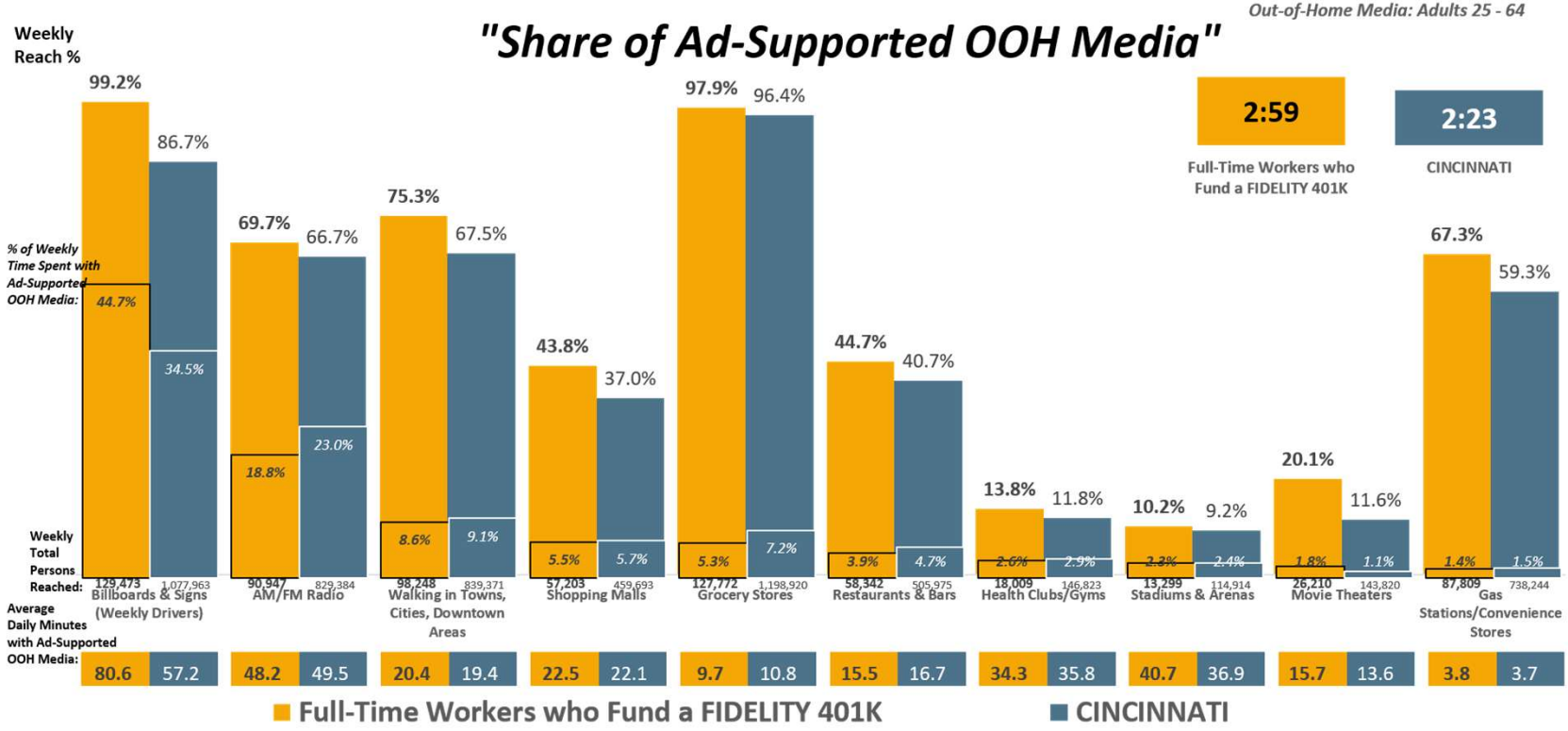
[((Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan) AND Investment institutions use: Fidelity)]

129,473 or 99.2% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K spend an average of 80.6 minutes per day driving, seeing Billboards and Signs representing 44.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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



CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 117 CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,900

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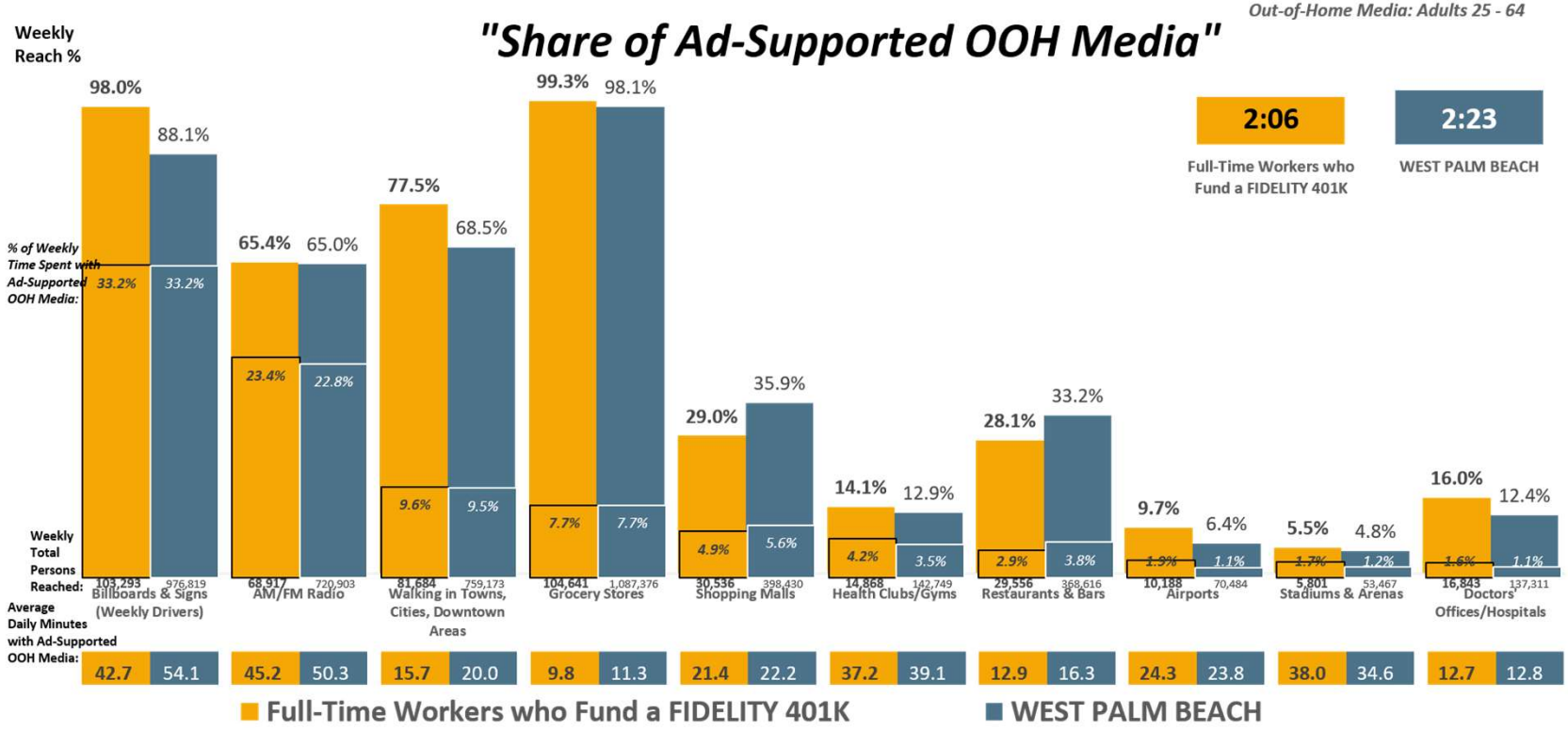
[((Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan) AND Investment institutions use: Fidelity)]

103,293 or 98.% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K spend an average of 42.7 minutes per day driving, seeing Billboards and Signs representing 33.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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



WEST PALM BEACH DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 123 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551

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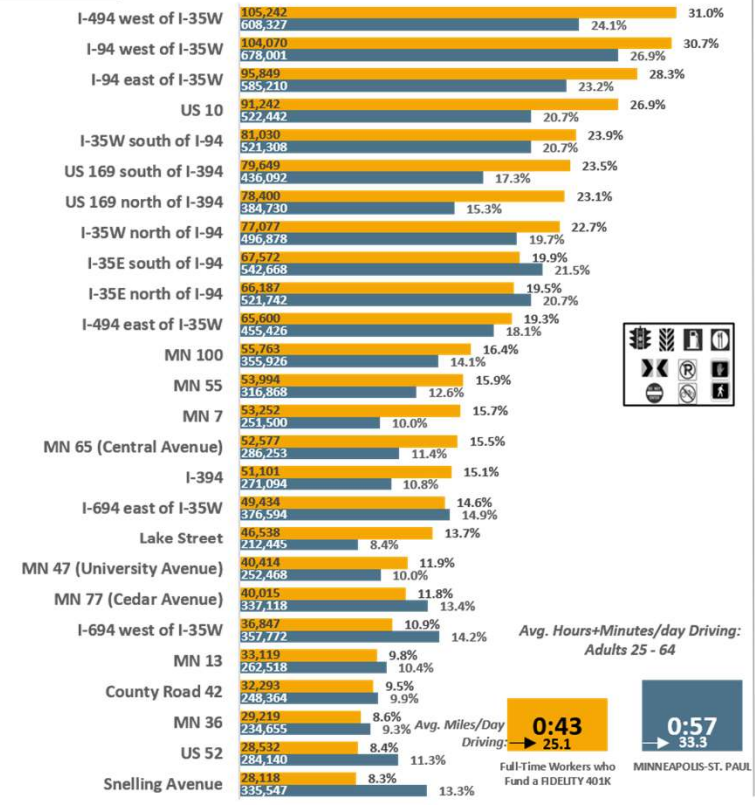
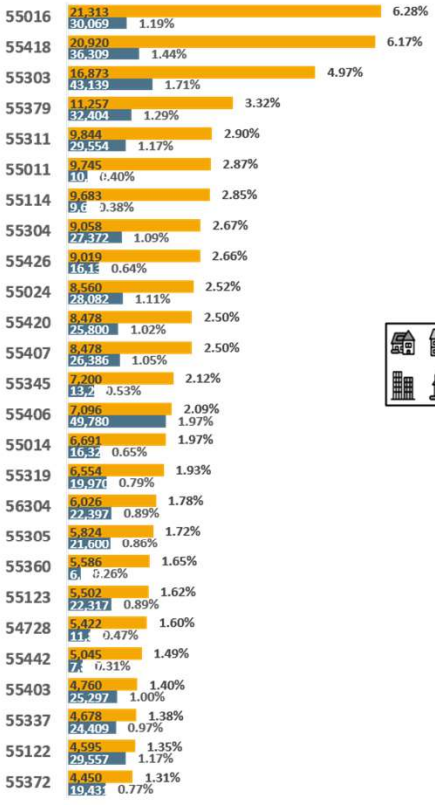
{((Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan) AND Investment institutions use: Fidelity)}

334,256 or 98.5% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K spend an average of 43.1 minutes per day driving an average of 25.1 miles each day and are 62.8% more likely to use Lake Street than the Metro average.

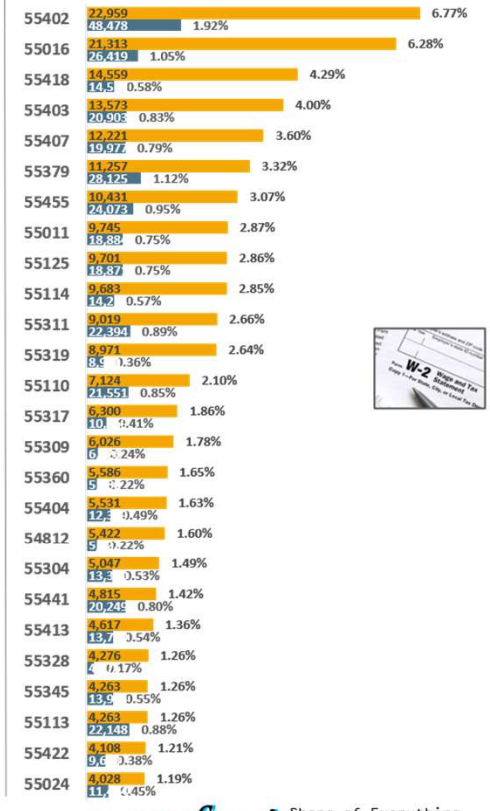
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 - 64



Top-26 Residential Zip Codes: Adults 25 - 64



Top-26 Employment Zip Codes: Adults 25 - 64



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MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 143

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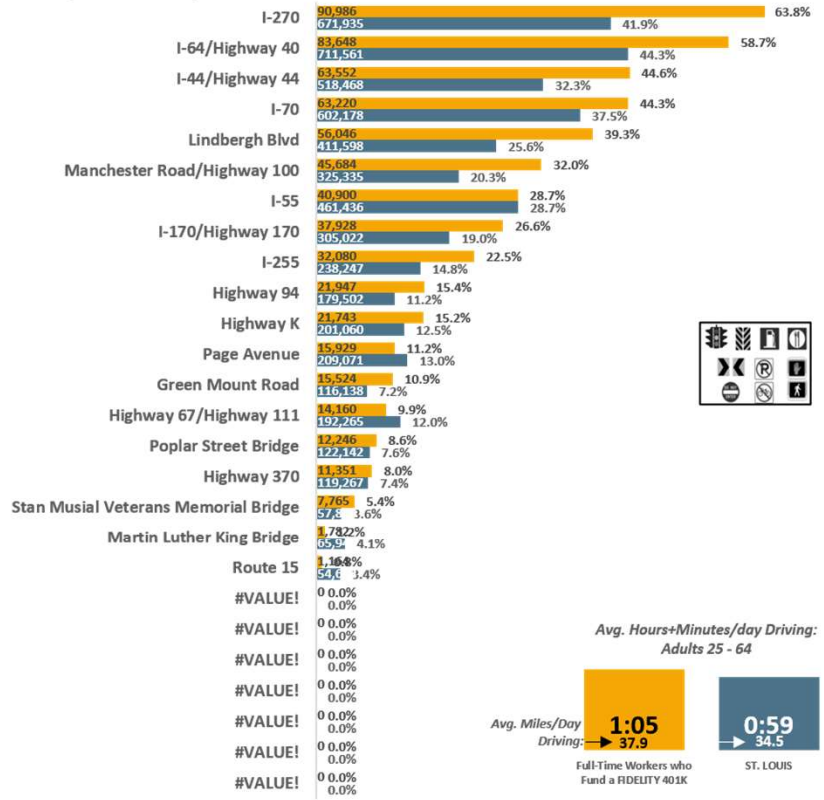
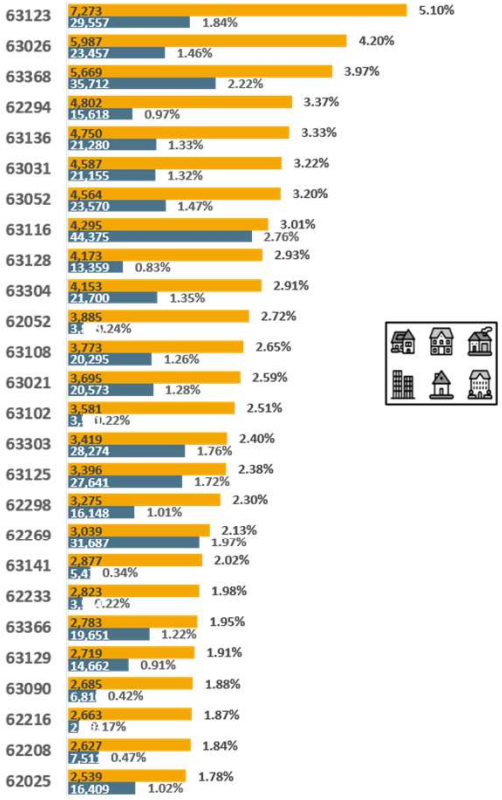
[((Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan) AND Investment institutions use: Fidelity)]

142,202 or 99.7% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K spend an average of 65.1 minutes per day driving an average of 37.9 miles each day and are 58.1% more likely to use Manchester Road/Highway 100 than the Metro average.

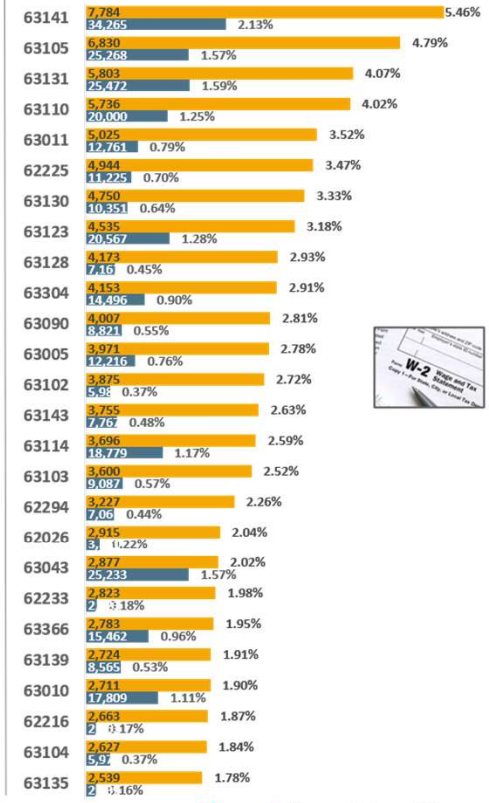
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 - 64



Top-26 Residential Zip Codes: Adults 25 - 64



Top-26 Employment Zip Codes: Adults 25 - 64



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ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 128
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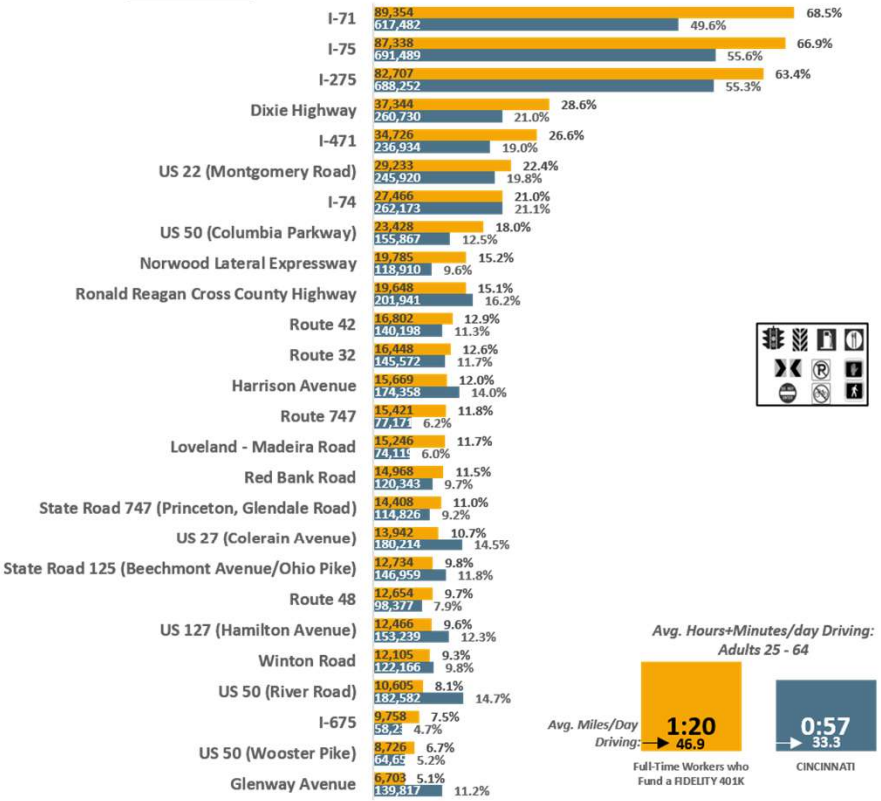
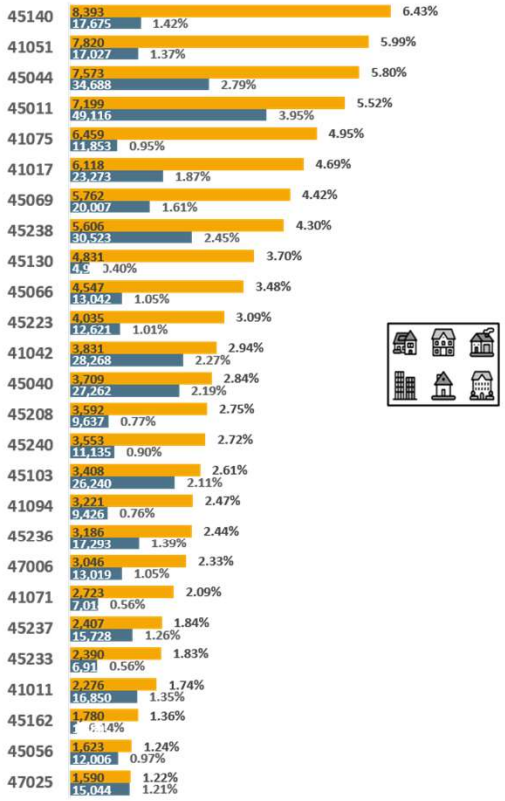
129,473 or 99.2% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K spend an average of 80.6 minutes per day driving an average of 46.9 miles each day and are 96.1% more likely to use Loveland - Madeira Road than the Metro average.

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

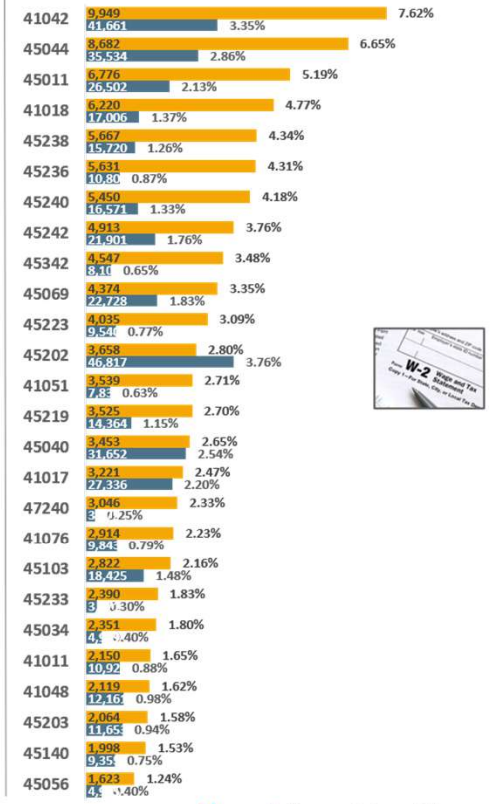


Avg. Hours+Minutes/day Driving: Adults 25 - 64

Top-26 Residential Zip Codes: Adults 25 - 64



Top-26 Employment Zip Codes: Adults 25 - 64



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CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 117

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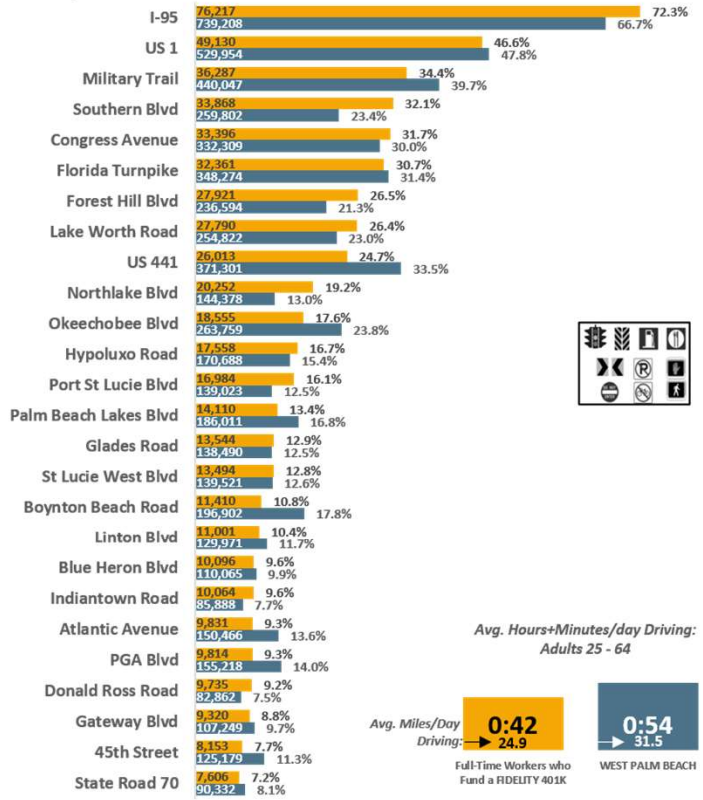
[((Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan) AND Investment institutions use: Fidelity)]

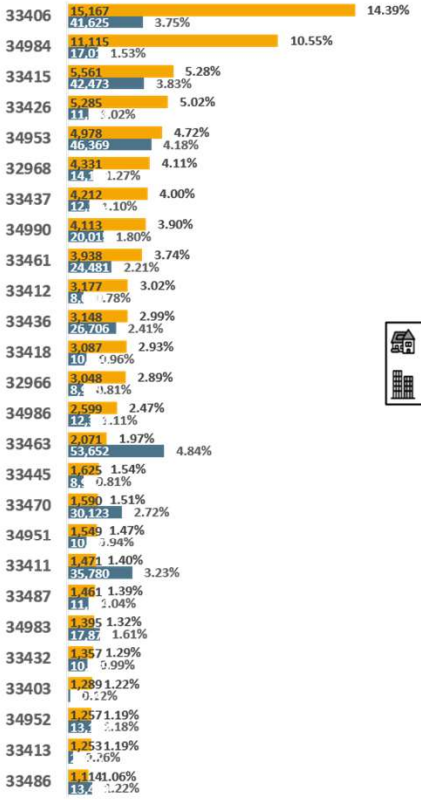
103,293 or 98.% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K spend an average of 42.7 minutes per day driving an average of 24.9 miles each day and are 47.6% more likely to use Northlake Blvd than the Metro average.

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

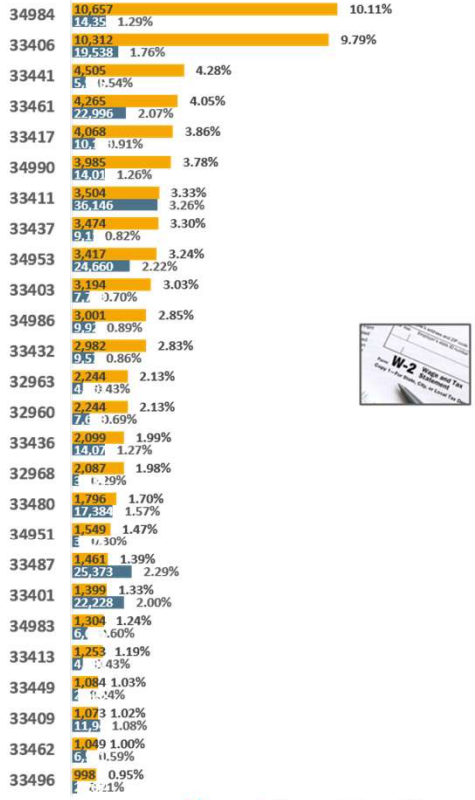


Avg. Hours+Minutes/day Driving: Adults 25 - 64

Top-26 Residential Zip Codes: Adults 25 - 64



Top-26 Employment Zip Codes: Adults 25 - 64



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WEST PALM BEACH DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 123

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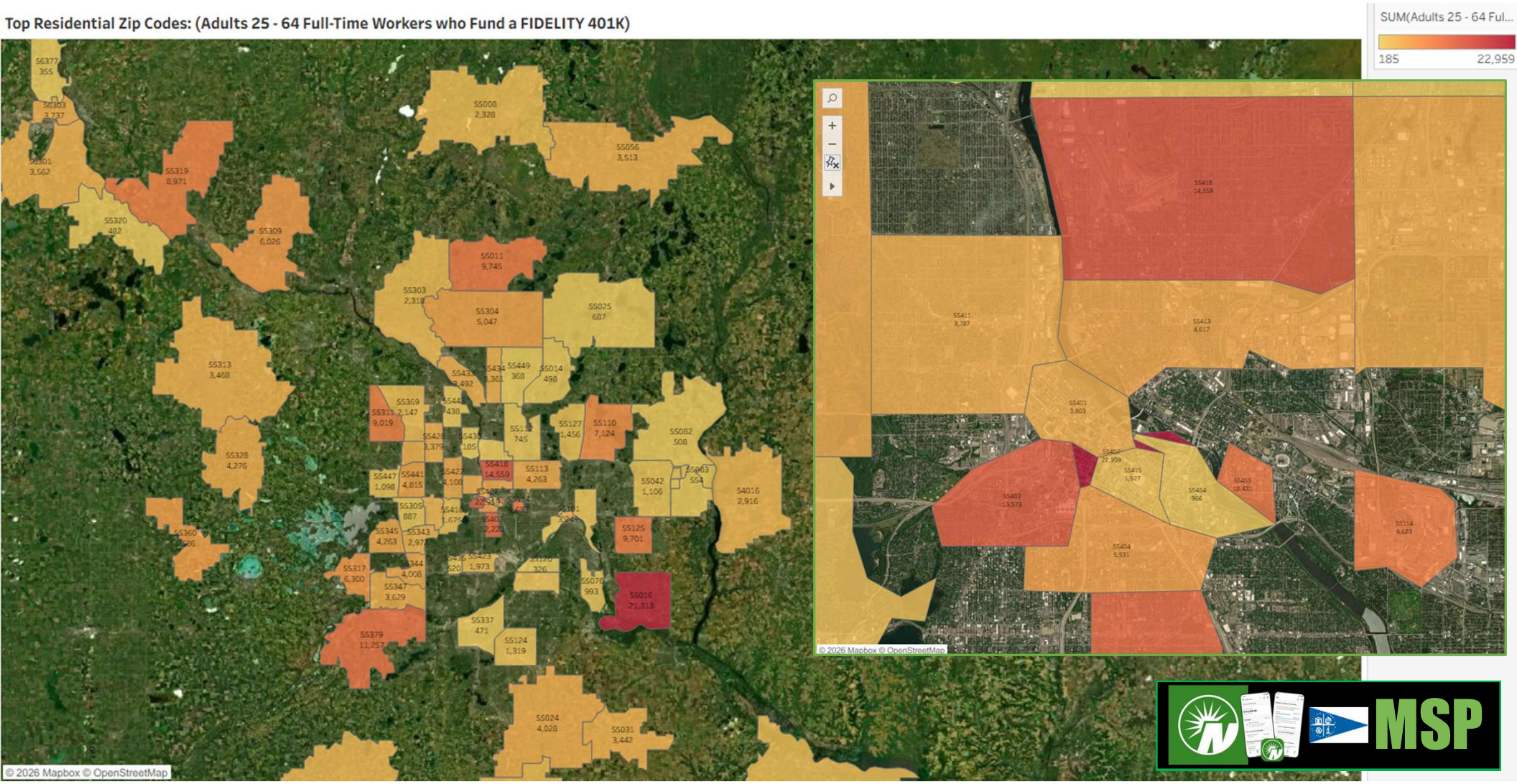
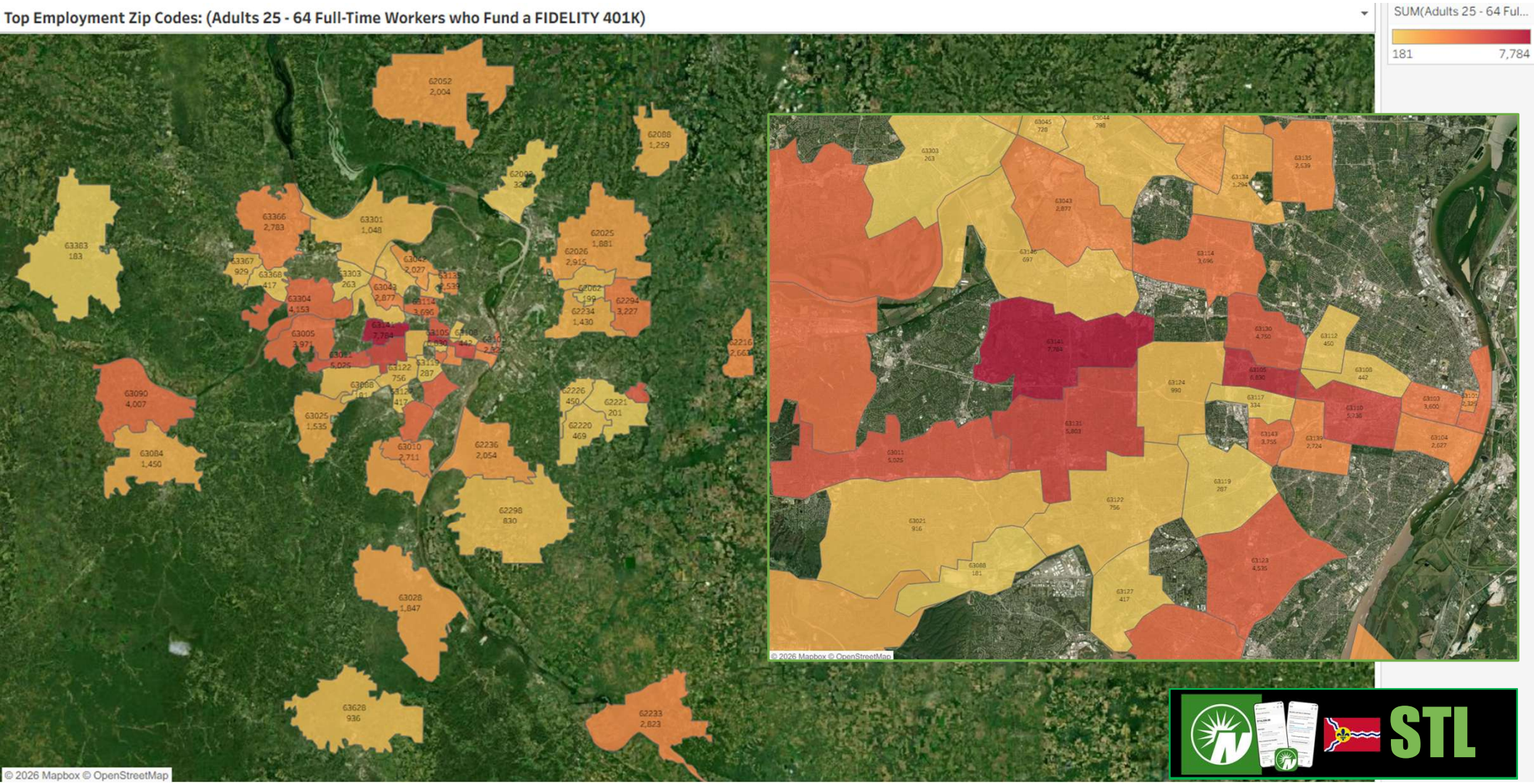
[((Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan) AND Investment institutions use: Fidelity)]

Top Residential Zip Codes: (Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K)

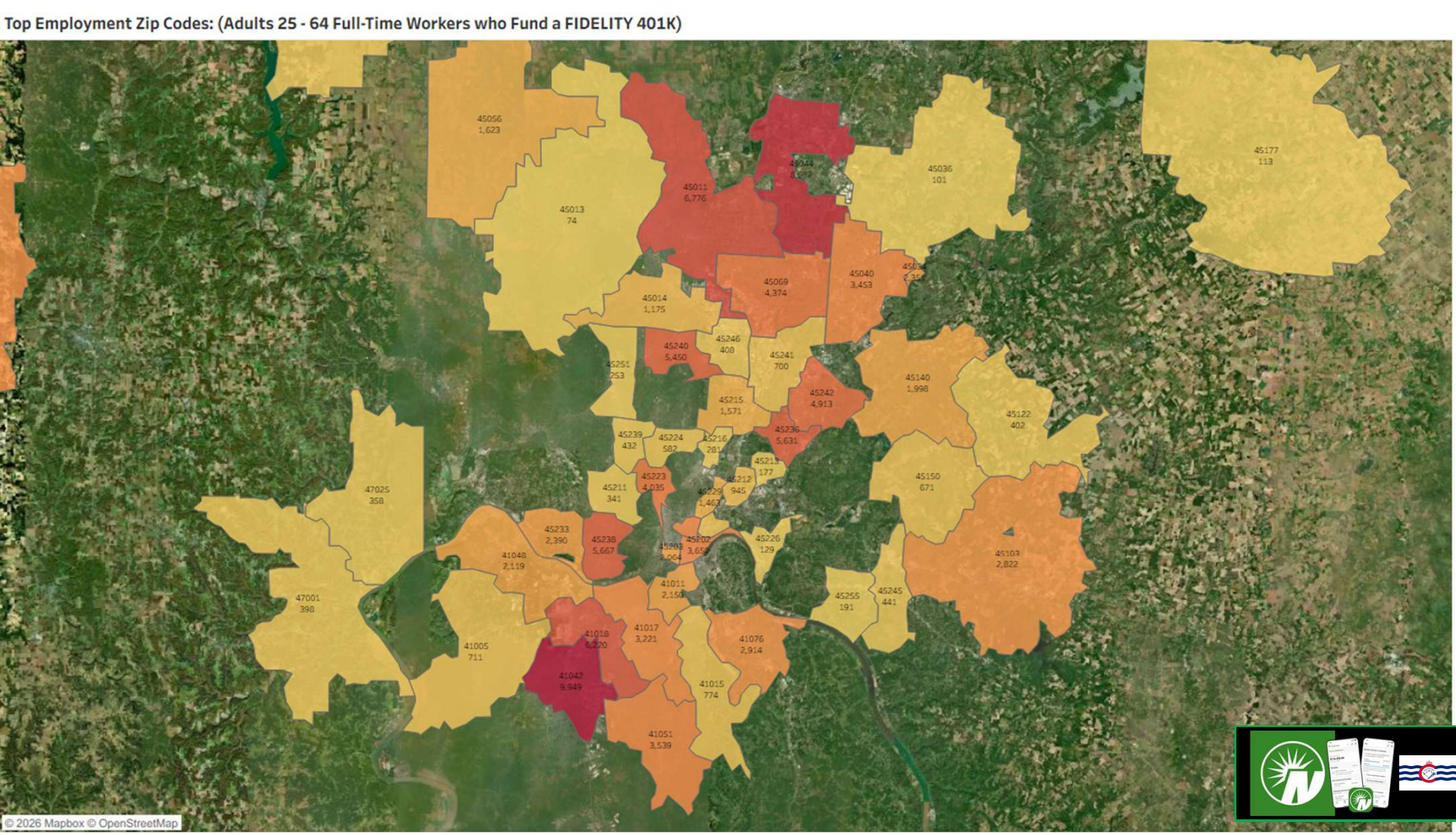


[((Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan) AND Investment institutions use: Fidelity)]



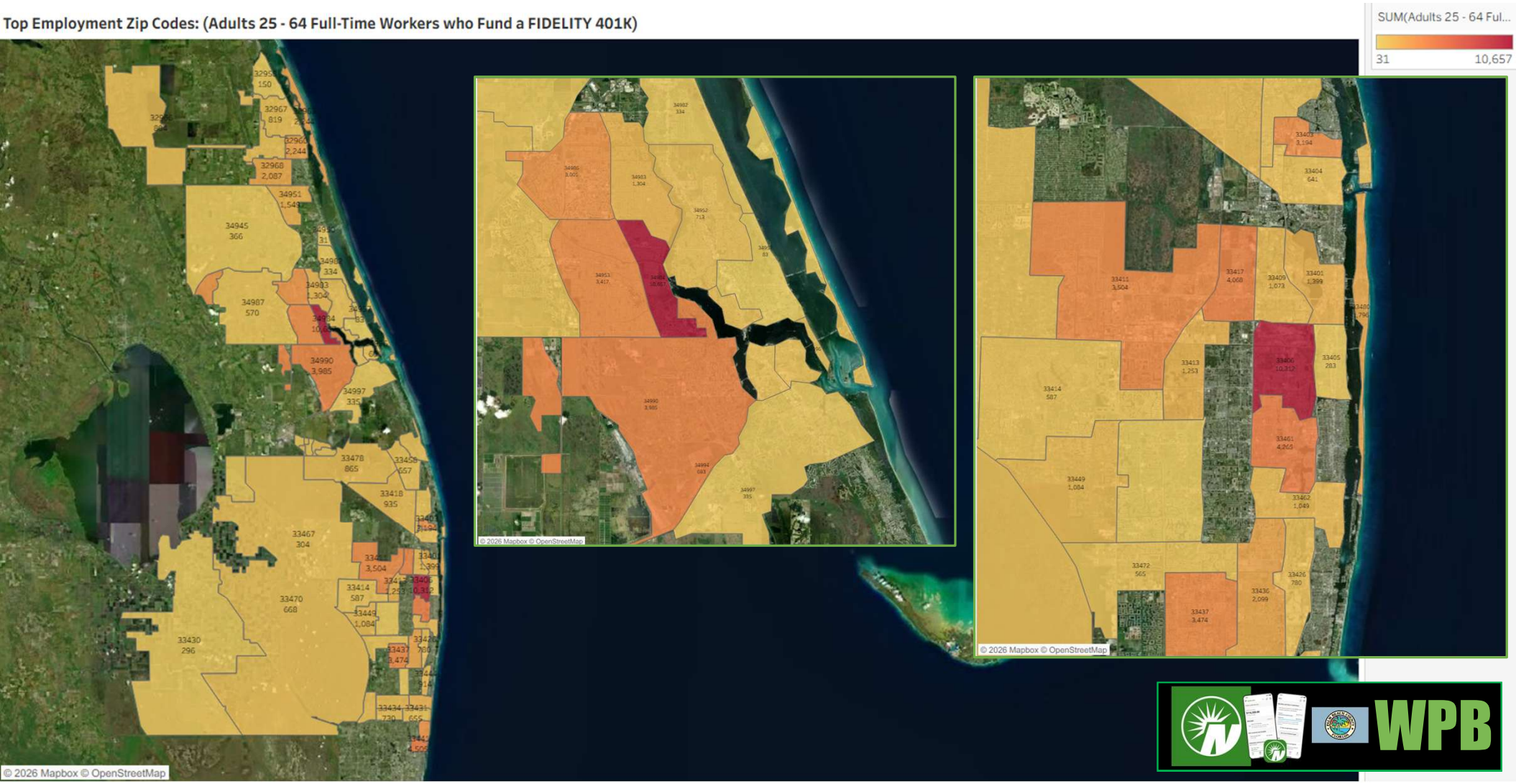
[((Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan) AND Investment institutions use: Fidelity)]

Top Employment Zip Codes: (Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K)



[((Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan) AND Investment institutions use: Fidelity)]

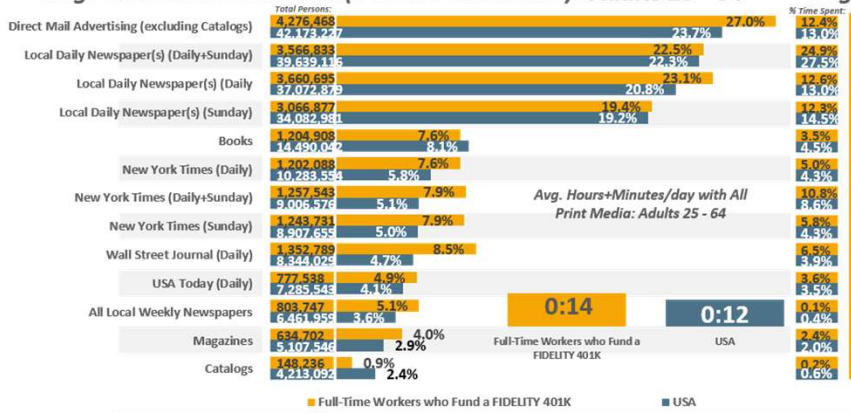
Top Employment Zip Codes: (Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K)



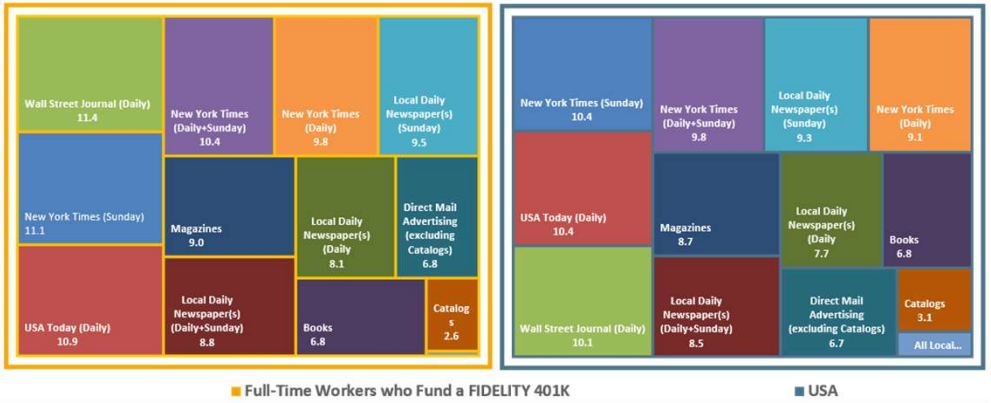
[((Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan) AND Investment institutions use: Fidelity)]

3,566,833 or 22.5% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.8 minutes every day representing 25.8% of all time spent daily with All forms of Print Media.

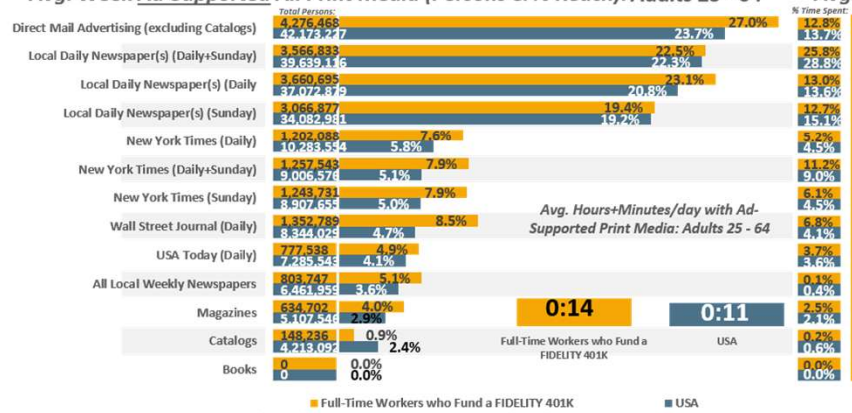
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



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



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



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

USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 2,613

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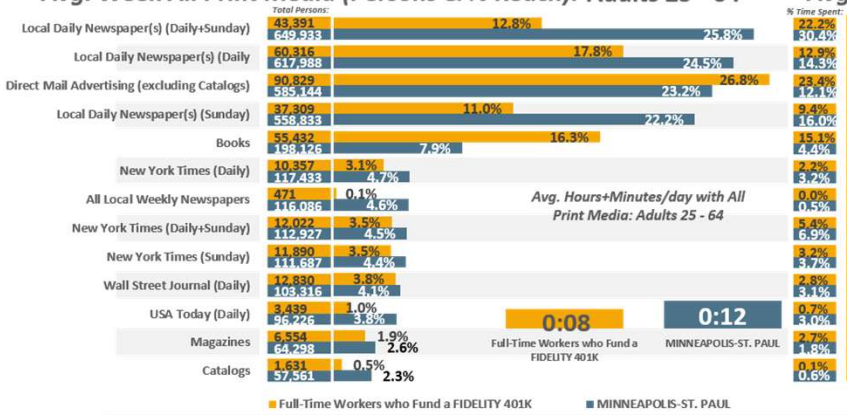
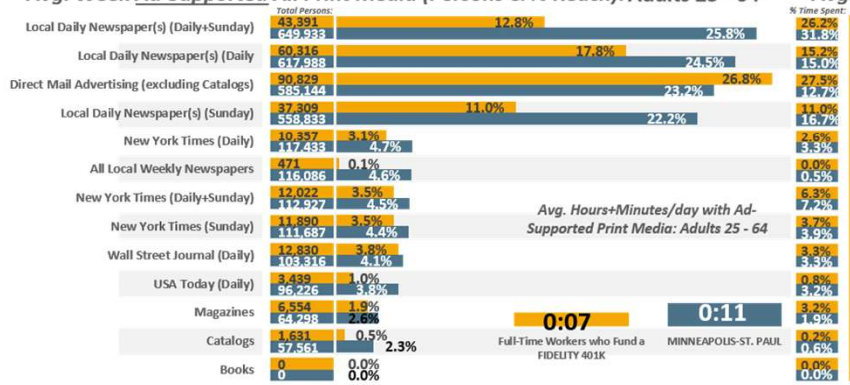
90,829 or 26.8% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K read Direct Mail Advertising (excluding Catalogs) for an average of 7.4 minutes every day representing 27.5% of all time spent daily with All forms of Print Media.

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



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

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



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

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 143

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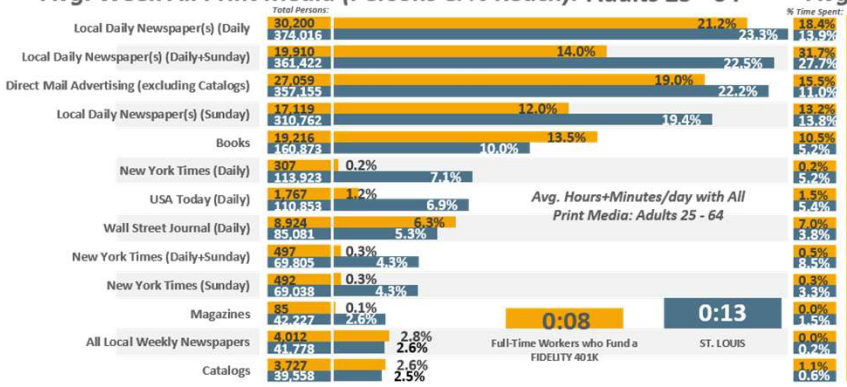
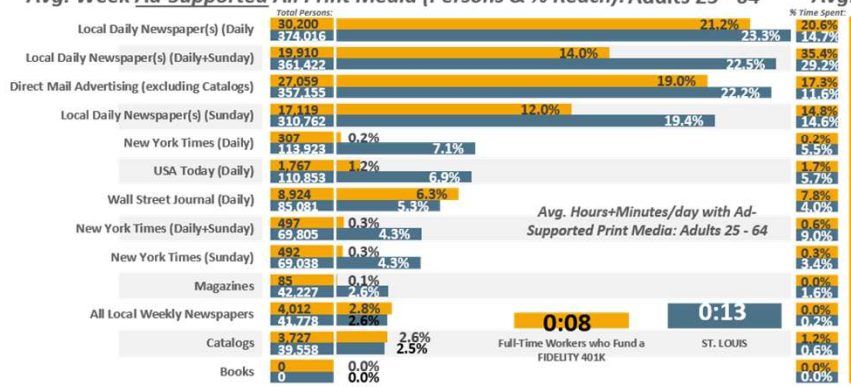
19,910 or 14.% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.8 minutes every day representing 35.4% of all time spent daily with All forms of Print Media.

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



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

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



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

ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 128

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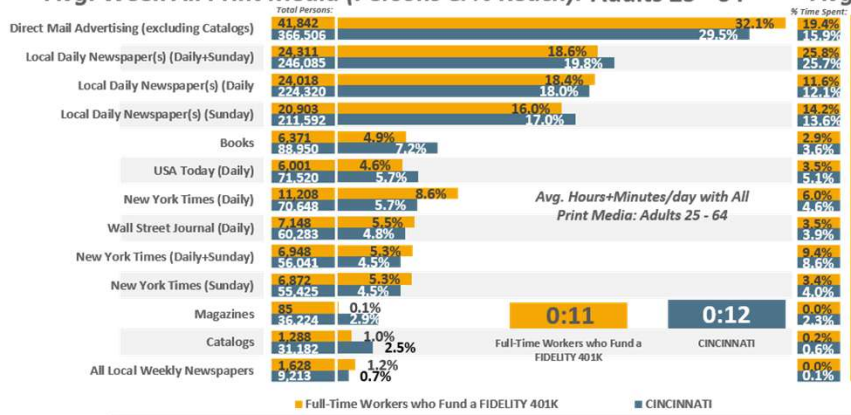
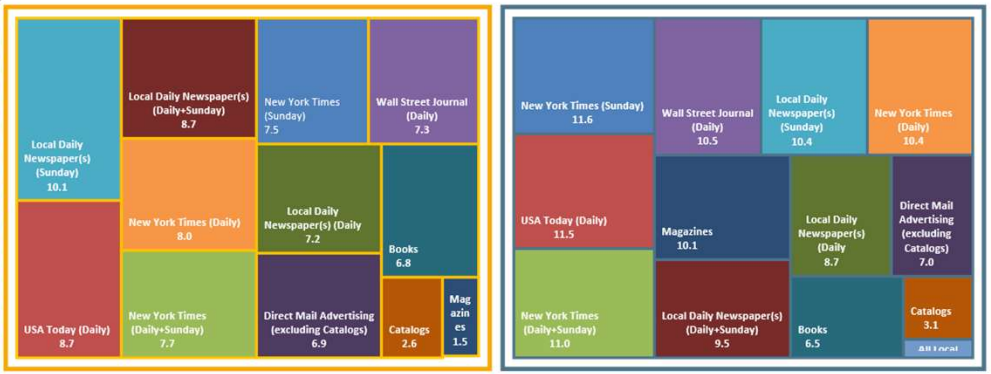
24,311 or 18.6% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.7 minutes every day representing 26.6% of all time spent daily with All forms of Print Media.

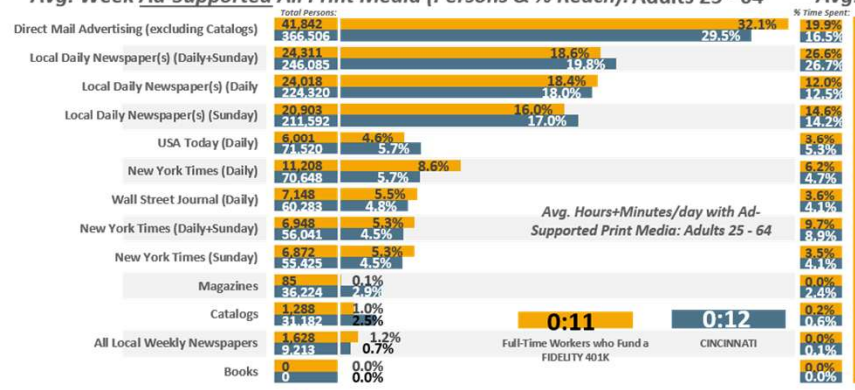
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



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



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



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

CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 117

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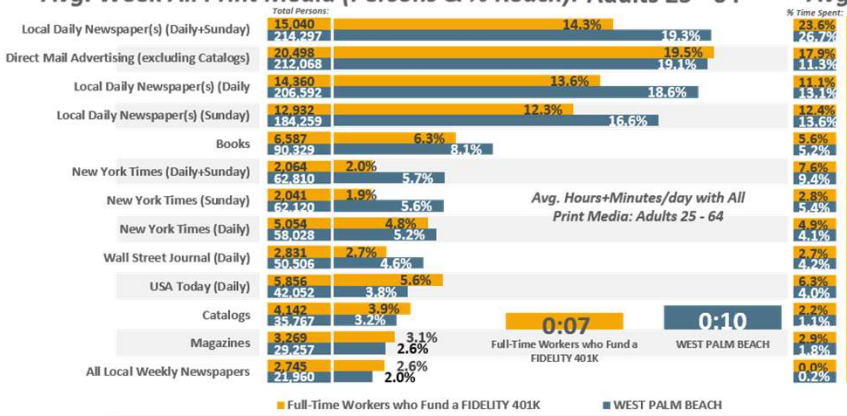
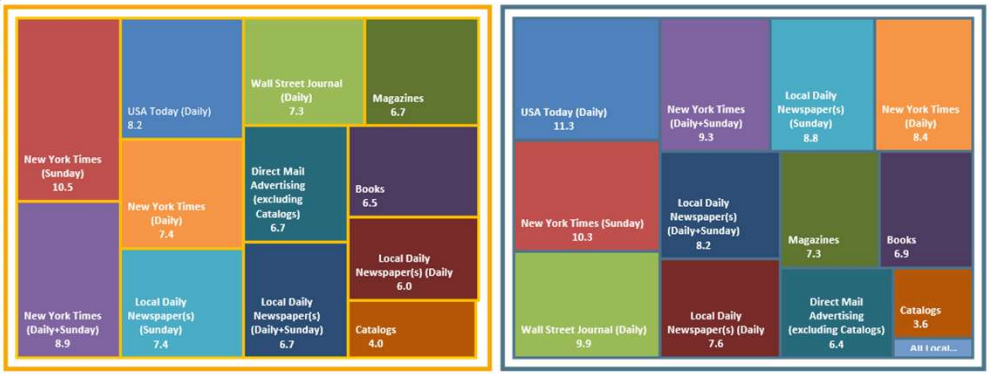
15,040 or 14.3% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K read Local Daily Newspaper(s) (Daily+Sunday) for an average of 6.7 minutes every day representing 25.% of all time spent daily with All forms of Print Media.

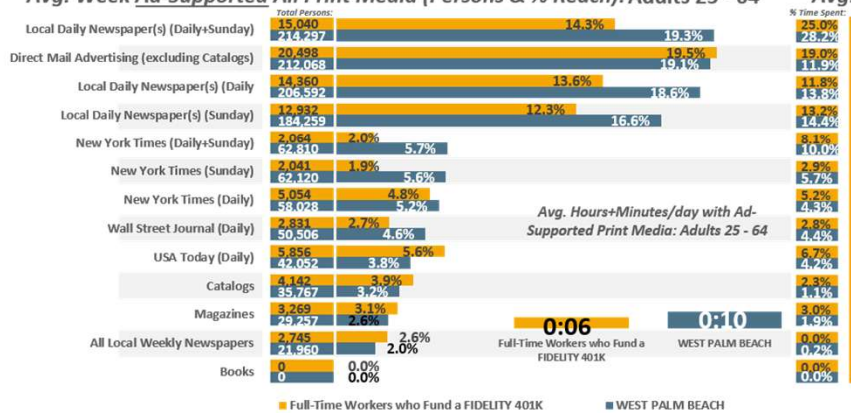
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



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



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



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

WEST PALM BEACH DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 123

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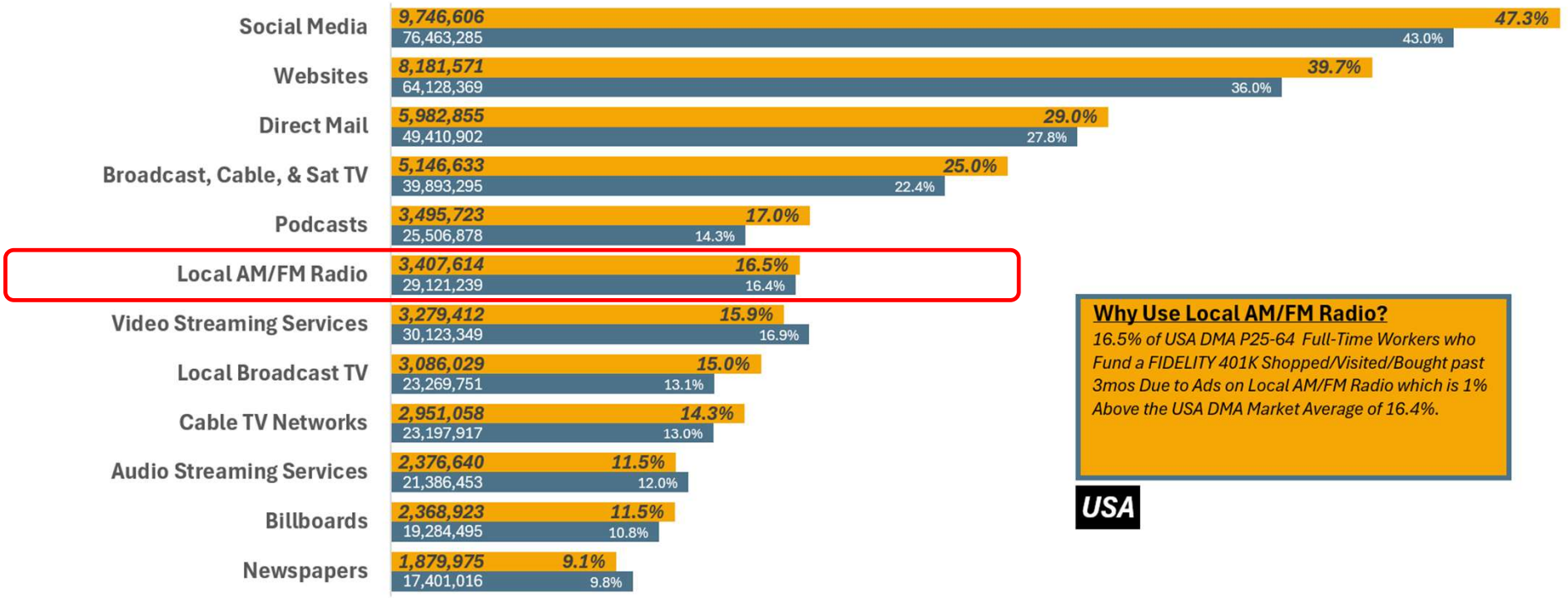
"Advertising Actions"

P25-64 Full-Time Workers who Fund a FIDELITY 401K (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

16.5% of USA DMA P25-64 Full-Time Workers who Fund a FIDELITY 401K Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 1% Above the USA DMA Market Average of 16.4%.

USA

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 1677

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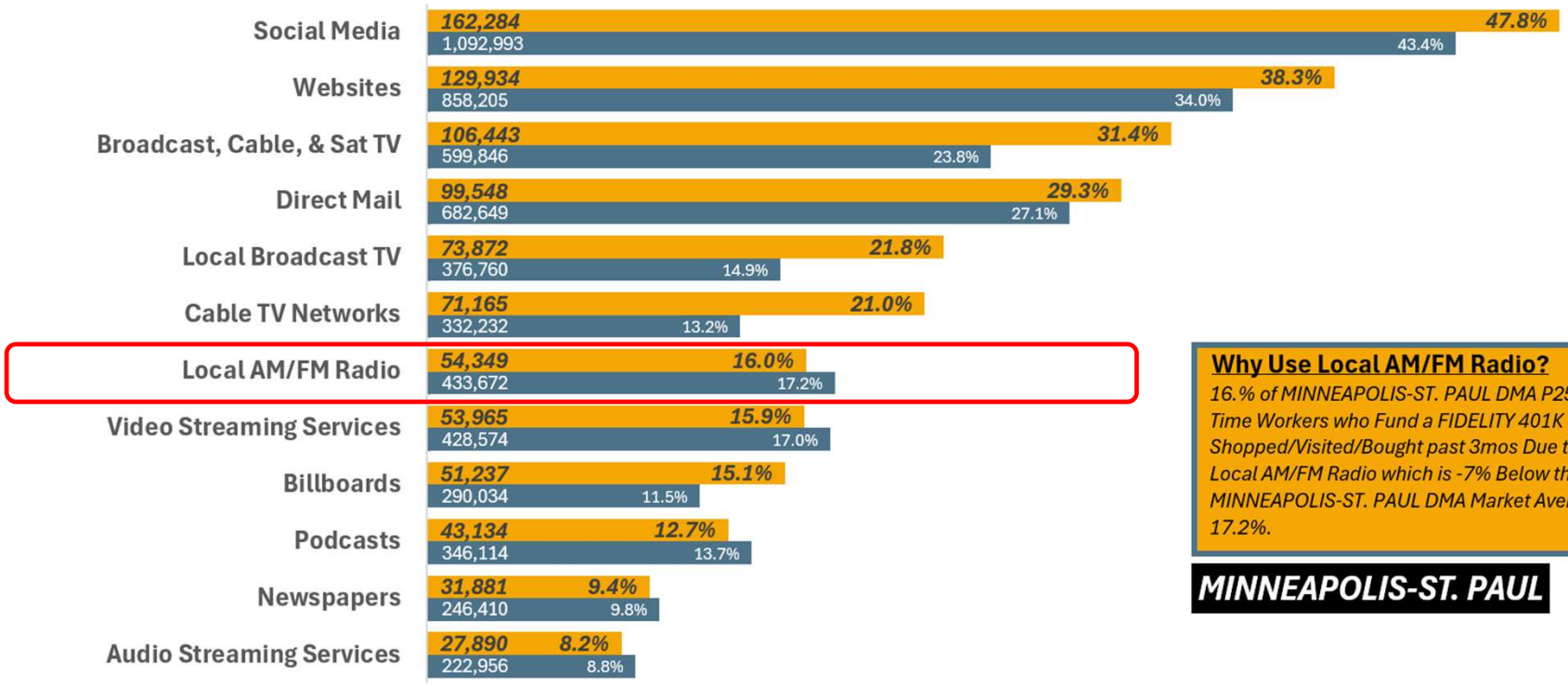
MSP

"Advertising Actions"

P25-64 Full-Time Workers who Fund a FIDELITY 401K (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

16.% of MINNEAPOLIS-ST. PAUL DMA P25-64 Full-Time Workers who Fund a FIDELITY 401K Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -7% Below the MINNEAPOLIS-ST. PAUL DMA Market Average of 17.2%.

MINNEAPOLIS-ST. PAUL

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 128

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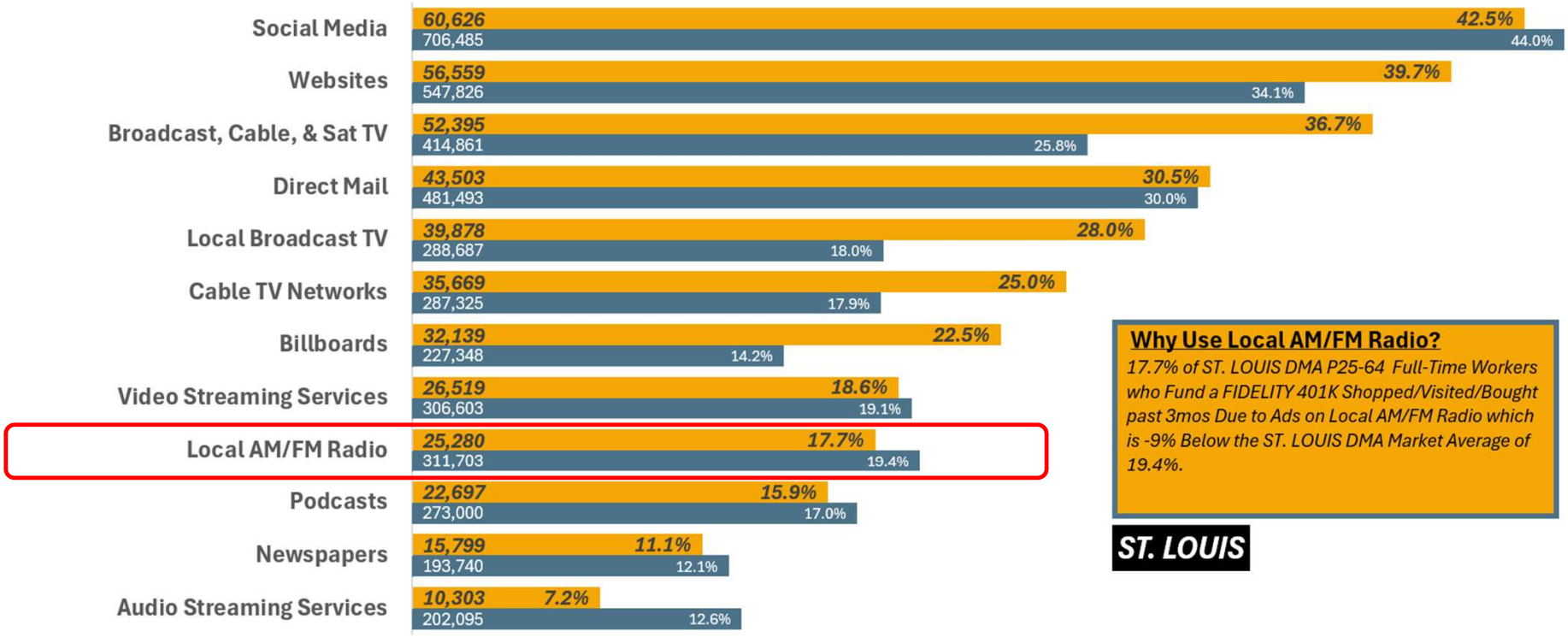
[((Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan) AND Investment institutions use: Fidelity)]

"Advertising Actions"

P25-64 Full-Time Workers who Fund a FIDELITY 401K (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

17.7% of ST. LOUIS DMA P25-64 Full-Time Workers who Fund a FIDELITY 401K Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -9% Below the ST. LOUIS DMA Market Average of 19.4%.

ST. LOUIS

ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 111

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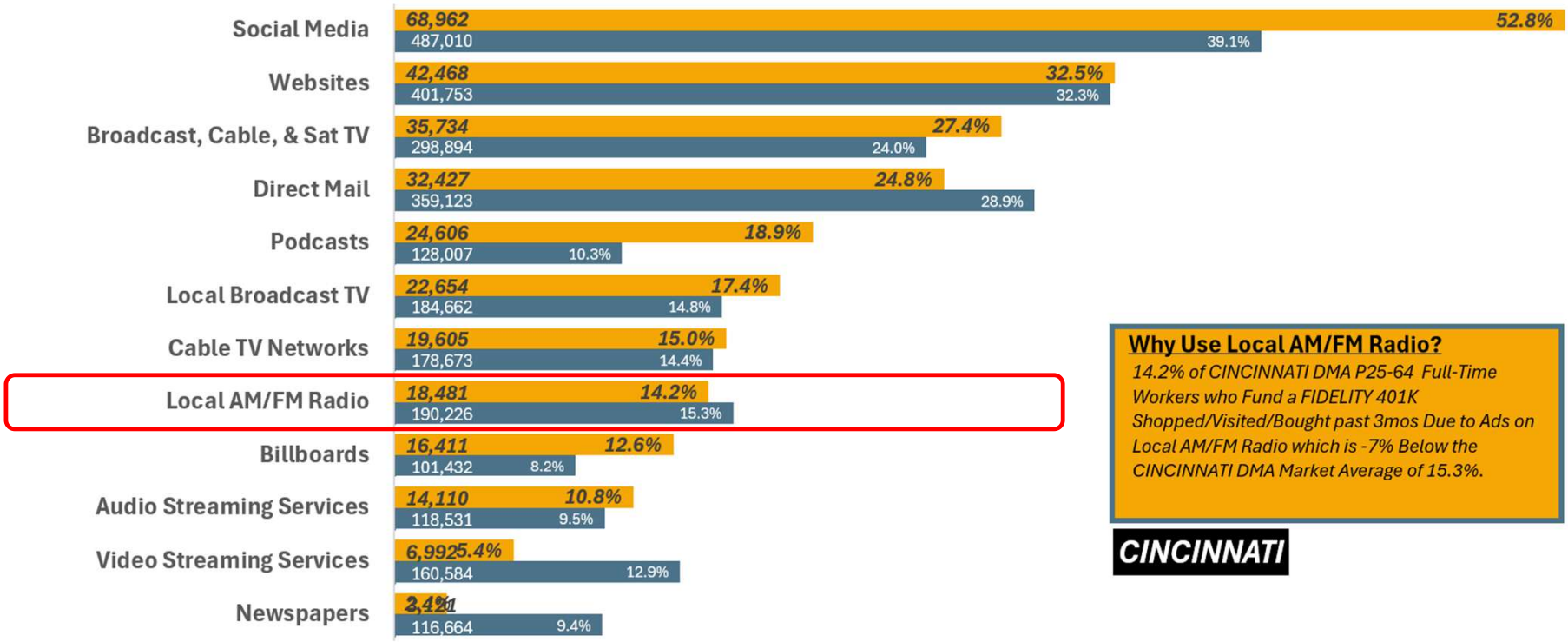
"Advertising Actions"

P25-64 Full-Time Workers who Fund a FIDELITY 401K (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

14.2% of CINCINNATI DMA P25-64 Full-Time Workers who Fund a FIDELITY 401K Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -7% Below the CINCINNATI DMA Market Average of 15.3%.

CINCINNATI

CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 107

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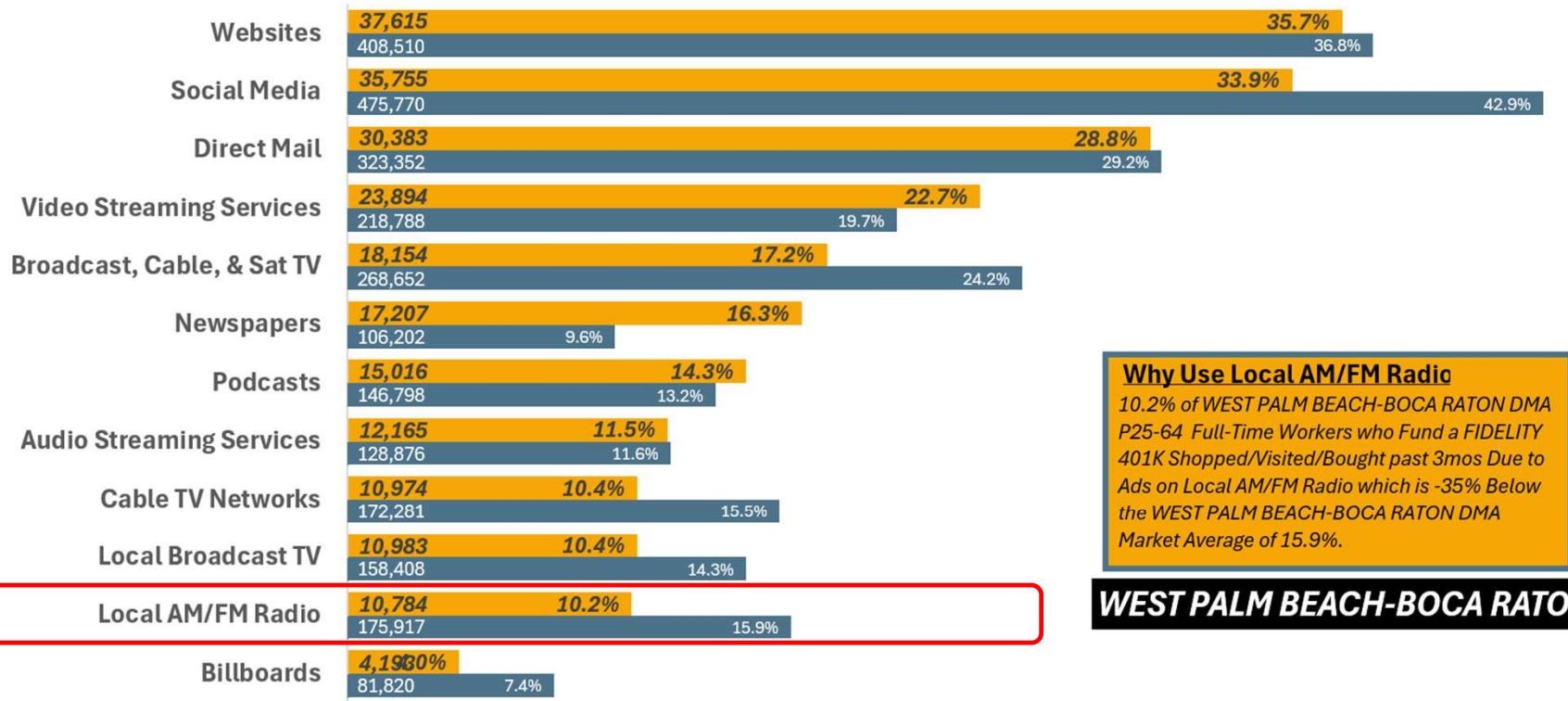
WPB

"Advertising Actions"

P25-64 Full-Time Workers who Fund a FIDELITY 401K (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio

10.2% of WEST PALM BEACH-BOCA RATON DMA P25-64 Full-Time Workers who Fund a FIDELITY 401K Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -35% Below the WEST PALM BEACH-BOCA RATON DMA Market Average of 15.9%.

WEST PALM BEACH-BOCA RATON

P25-64 Full-Time Workers who Fund a FIDELITY 401K (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab: 112

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