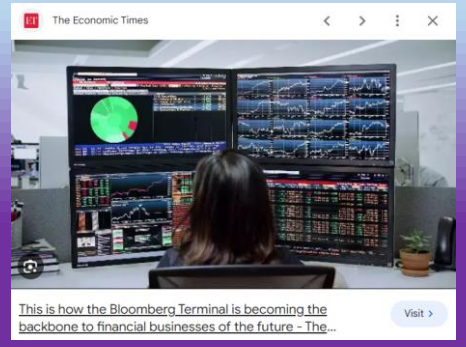
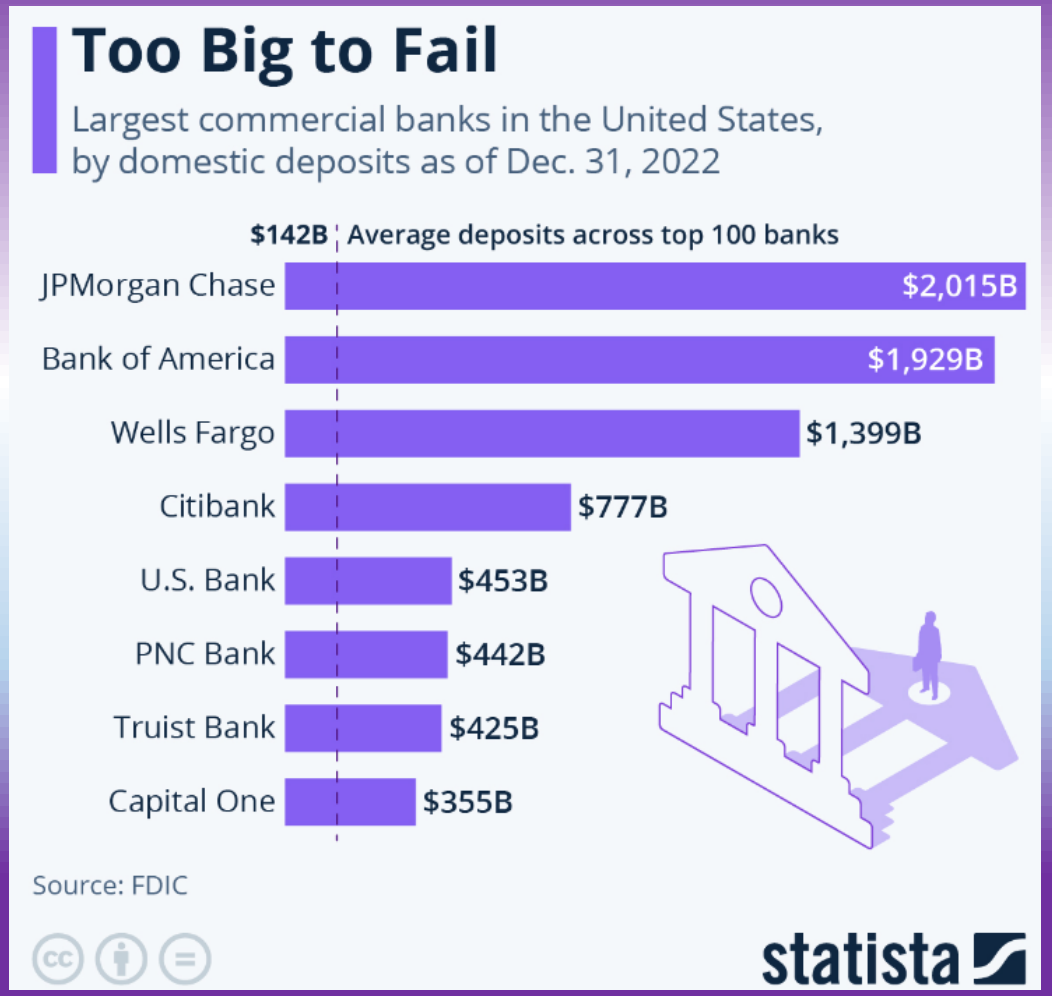
USA – FIVE of AMERICA'S Top "Too Big to Fail" BANKS in 2023

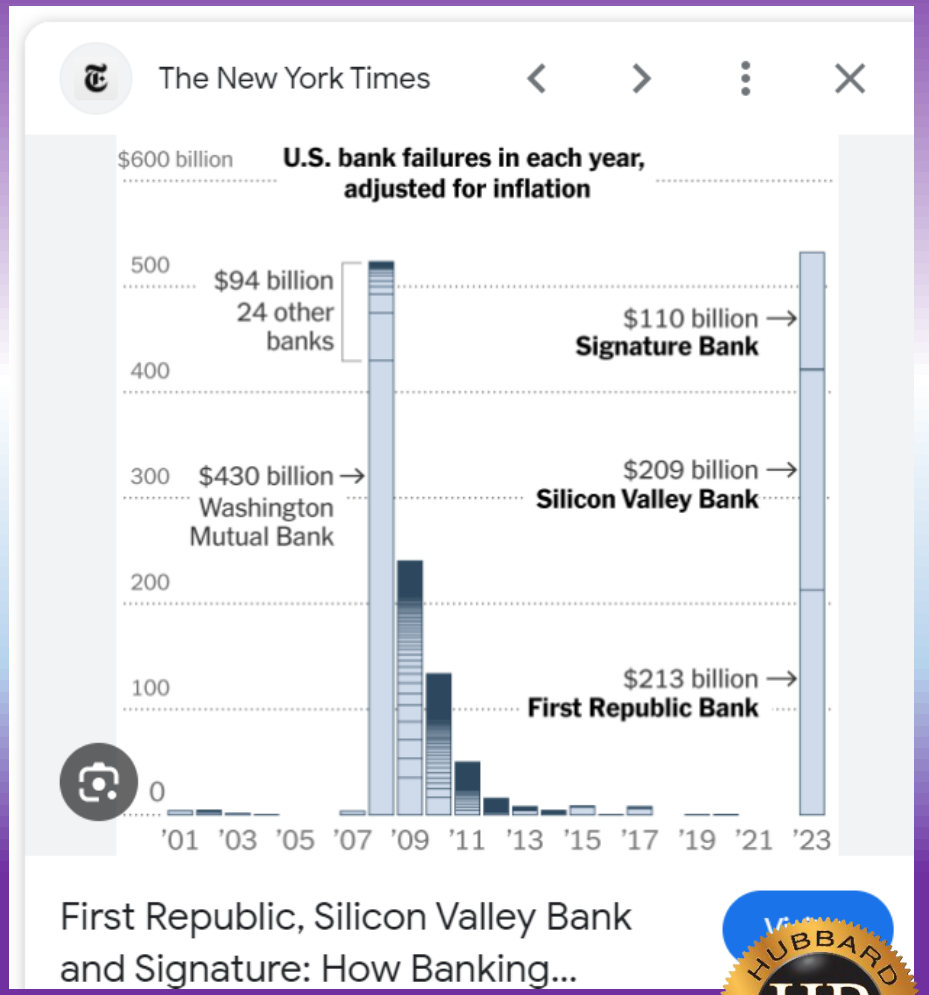
Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of the P25-64 Checking Account and Debit/ATM Card Users of FIVE of the USA's Top "Too Big to Fail" BANKS.





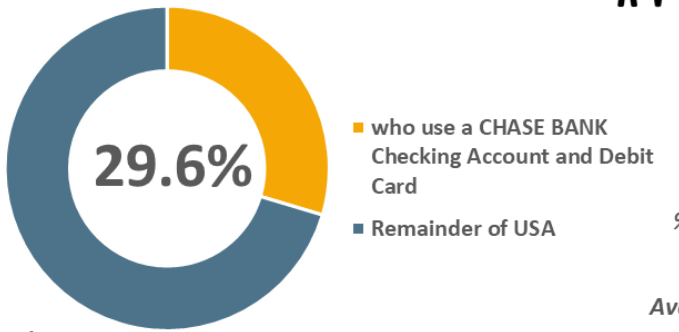


And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

[((Banks HHLD uses (HHLD): Chase AND Financial services HHLD has/use (HHLD): Checking account) AND Financial services HHLD has/use (HHLD): Debit or ATM card)] *[((Banks HHLD uses (HHLD): Bank of America AND Financial services HHLD has/use (HHLD): Checking account) AND Financial services HHLD has/use (HHLD): Debit or ATM card)]*
[((Banks HHLD uses (HHLD): Wells Fargo AND Financial services HHLD has/use (HHLD): Checking account) AND Financial services HHLD has/use (HHLD): Debit or ATM card)] *[((Banks HHLD uses (HHLD): U.S. Bank AND Financial services HHLD has/use (HHLD): Checking account) AND Financial services HHLD has/use (HHLD): Debit or ATM card)]*
[((Banks HHLD uses (HHLD): PNC Bank AND Financial services HHLD has/use (HHLD): Checking account) AND Financial services HHLD has/use (HHLD): Debit or ATM card)]

29.6% or 52,312,696 of USA Adults 25 - 64 use a CHASE BANK Checking Account and Debit Card .
Typical Adults 25 - 64 who use a CHASE BANK Checking Account and Debit Card are 43.2 years old (3.2% younger than average) and have a $111,791 (14.% higher than average) annual household income.

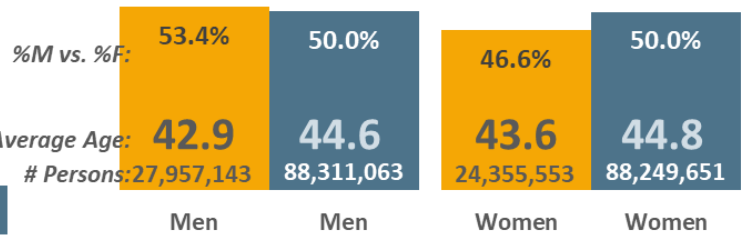
Percent of Market: Adults 25 - 64



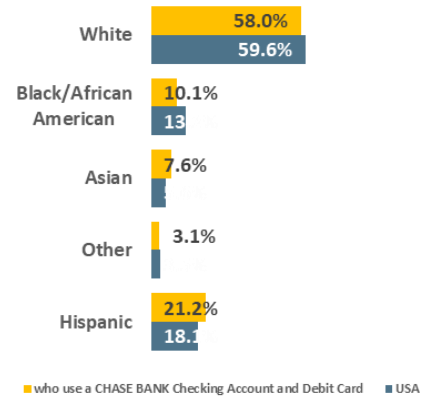
Total Persons:

52,312,696	124,248,019

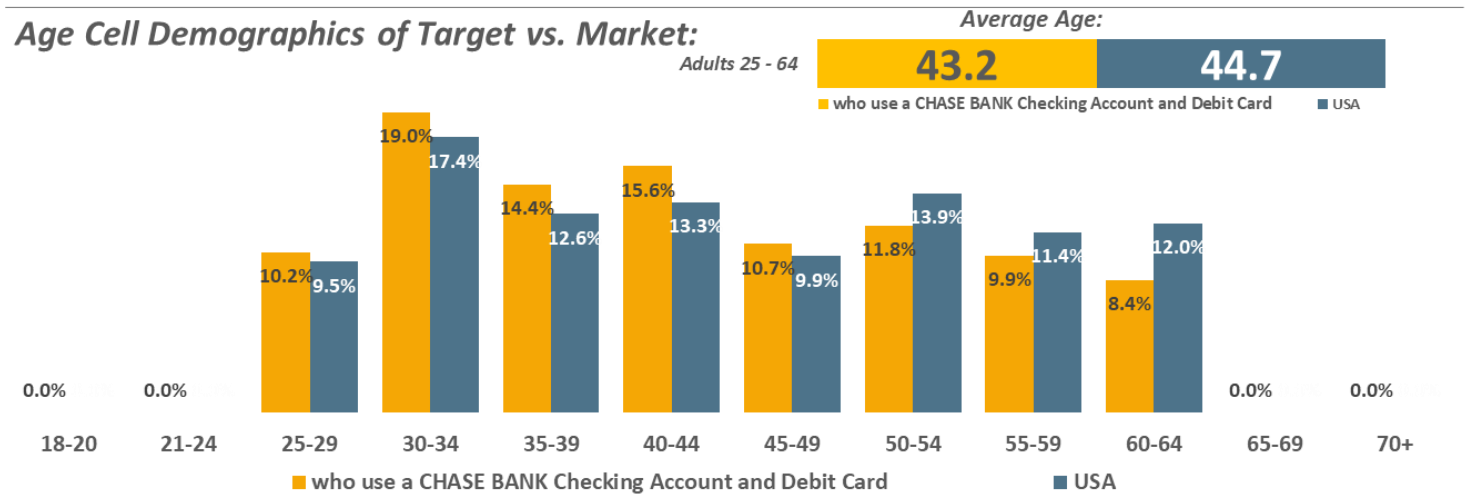
Gender of Target vs. Market: Adults 25 - 64



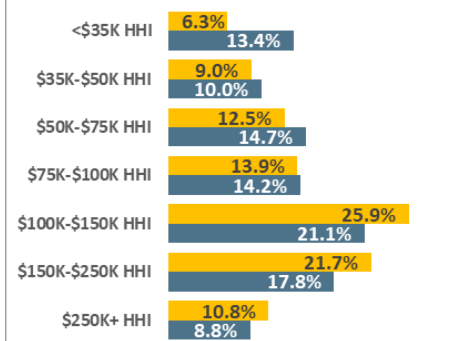
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$111,791	$98,039

USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,348

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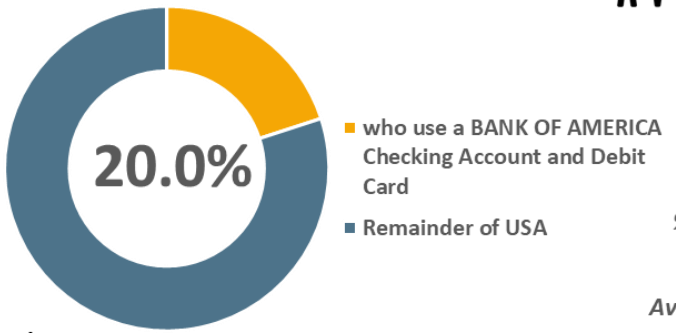
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

[((Banks HHLD uses (HHLD): Chase AND Financial services HHLD has/use (HHLD): Checking account) AND Financial services HHLD has/use (HHLD): Debit or ATM card)]

BANK OF AMERICA

20.% or 35,327,091 of USA Adults 25 - 64 use a BANK OF AMERICA Checking Account and Debit Card .
Typical Adults 25 - 64 who use a BANK OF AMERICA Checking Account and Debit Card are 44.2 years old (1.1% younger than average) and have a $112,562 (14.8% higher than average) annual household income.

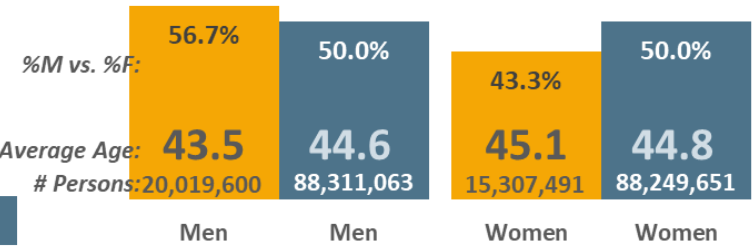
Percent of Market: Adults 25 - 64



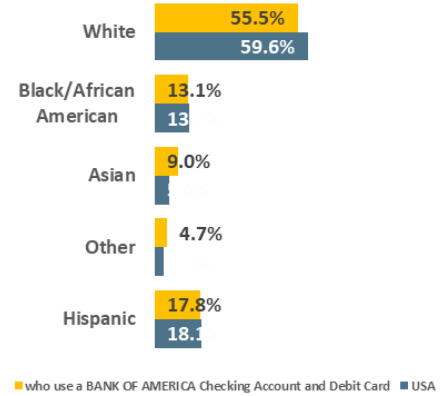
Total Persons:



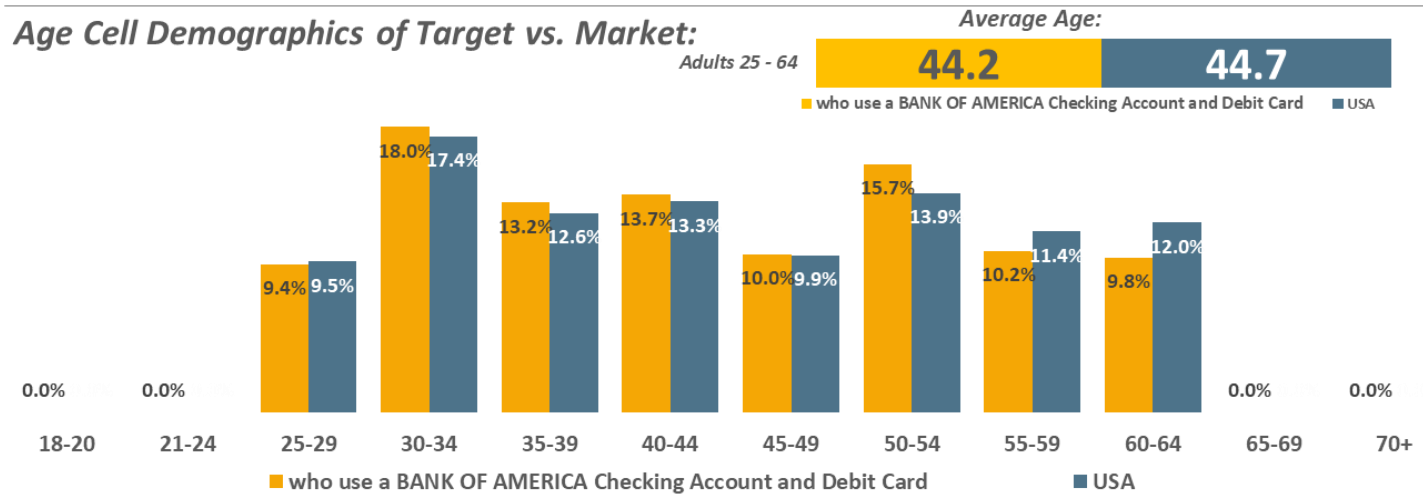
Gender of Target vs. Market: Adults 25 - 64



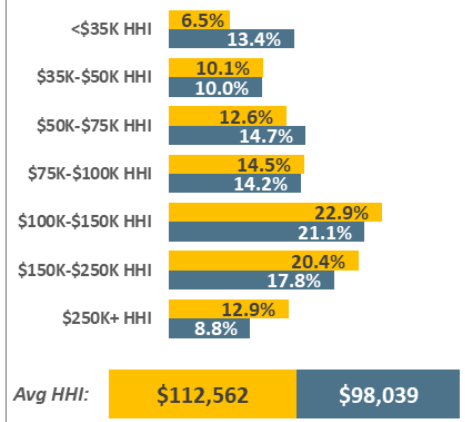
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $112,562 $98,039

USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,955

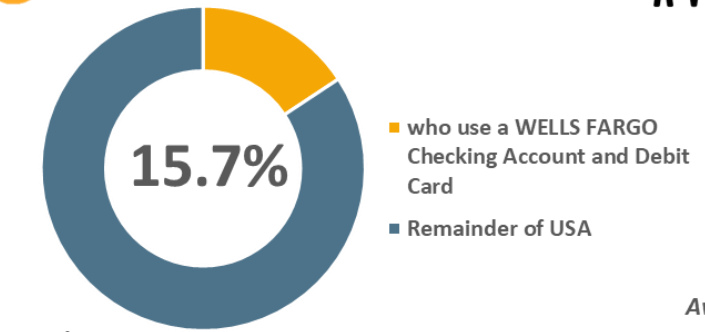
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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

[((Banks HHLD uses (HHLD): Bank of America AND Financial services HHLD has/use (HHLD): Checking account) AND Financial services HHLD has/use (HHLD): Debit or ATM card)]

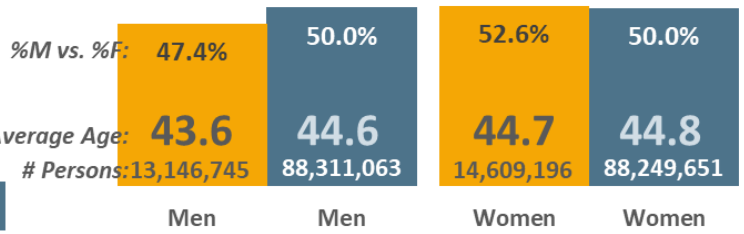
15.7% or 27,755,941 of USA Adults 25 - 64 use a WELLS FARGO Checking Account and Debit Card .
Typical Adults 25 - 64 who use a WELLS FARGO Checking Account and Debit Card are 44.2 years old (1.1% younger than average) and have a $114,246 (16.5% higher than average) annual household income.

Percent of Market: Adults 25 - 64

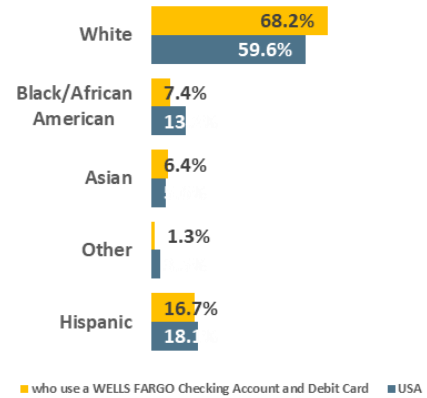


Total Persons:
27,755,941 | 148,804,774

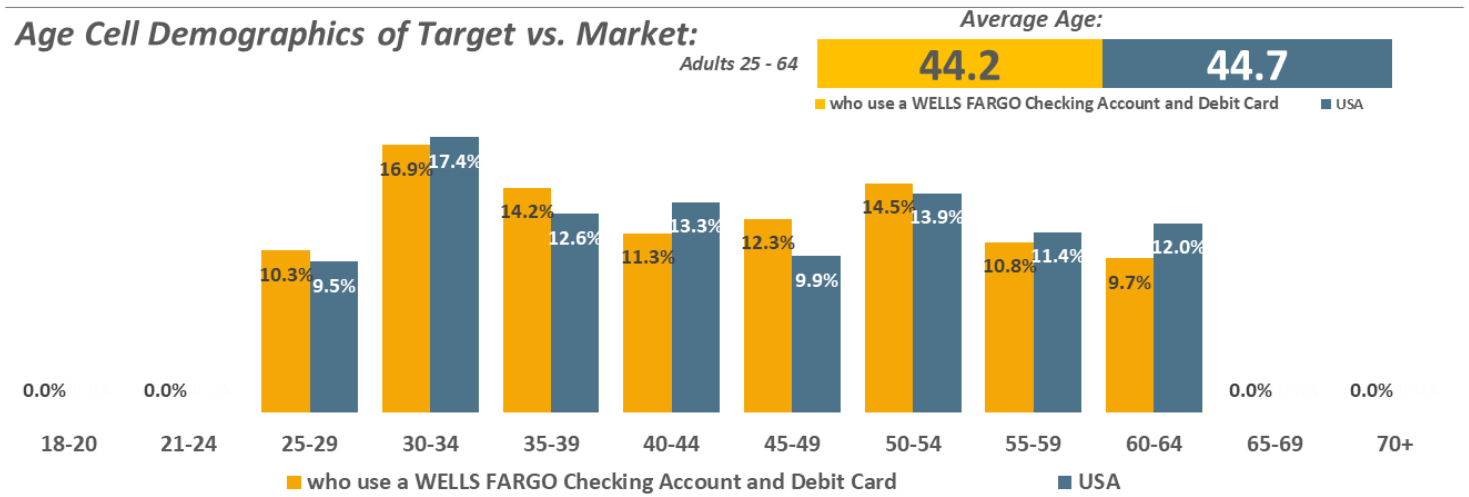
Gender of Target vs. Market: Adults 25 - 64



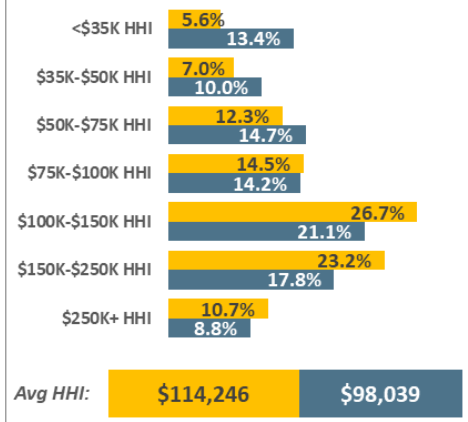
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $114,246 | $98,039

USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,584

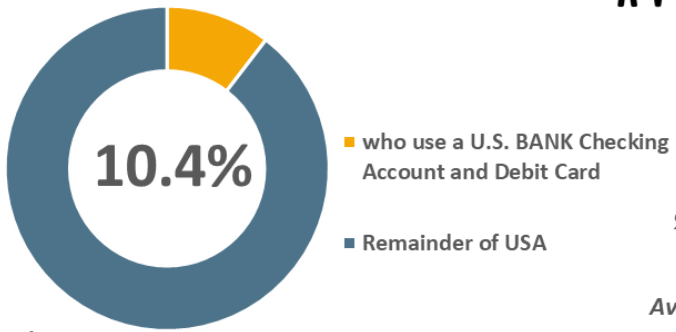
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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

[((Banks HHLD uses (HHLD): Wells Fargo AND Financial services HHLD has/use (HHLD): Checking account) AND Financial services HHLD has/use (HHLD): Debit or ATM card)]

10.4% or 18,420,499 of USA Adults 25 - 64 use a U.S. BANK Checking Account and Debit Card .
Typical Adults 25 - 64 who use a U.S. BANK Checking Account and Debit Card are 45.5 years old (1.9% older than average) and have a $112,831 (15.1% higher than average) annual household income.

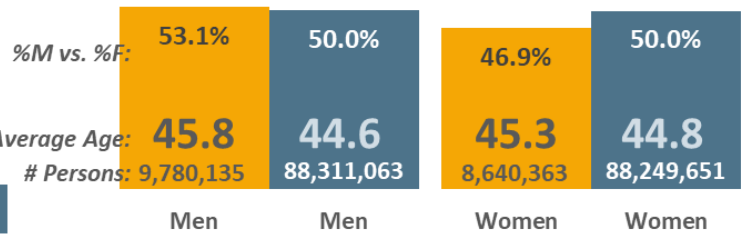
Percent of Market: Adults 25 - 64



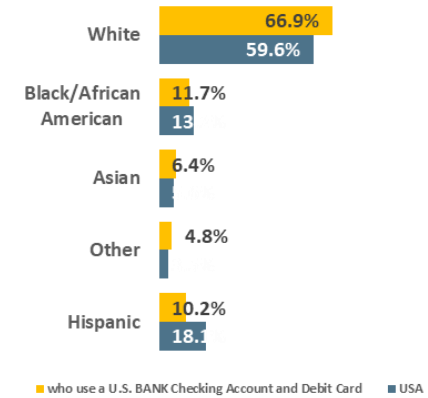
Total Persons:



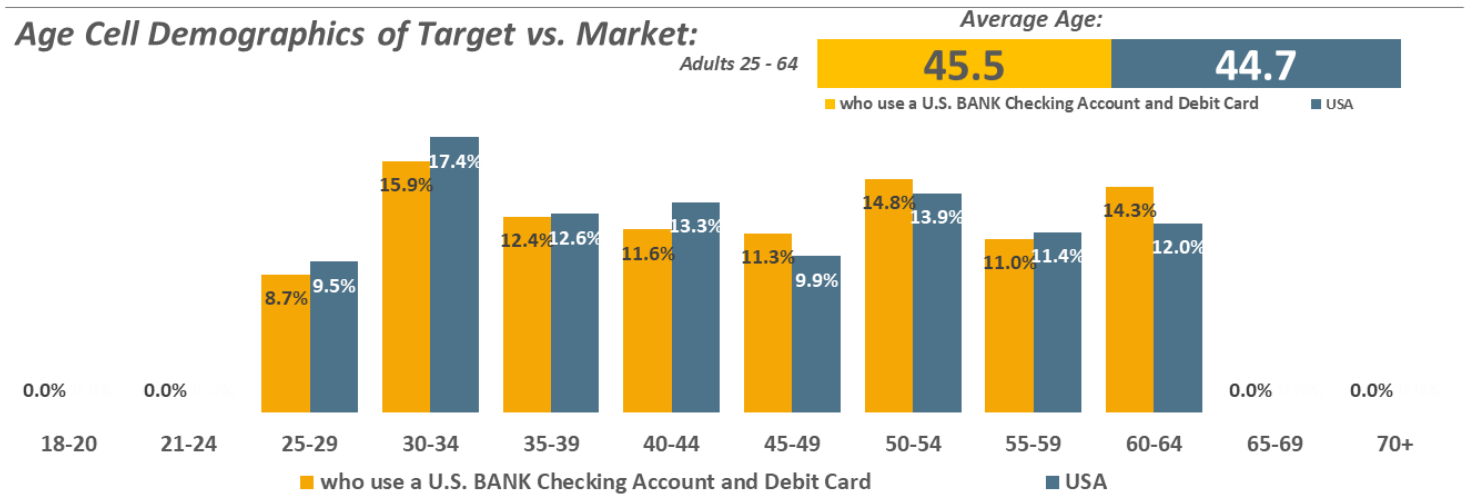
Gender of Target vs. Market: Adults 25 - 64



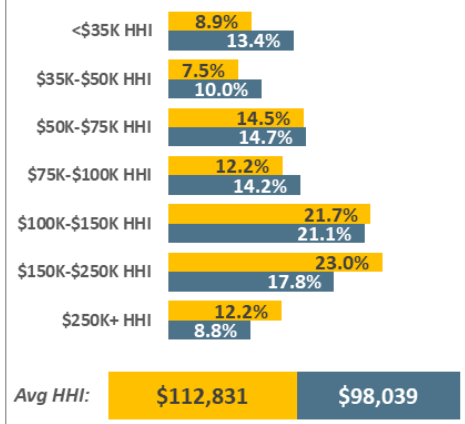
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,100

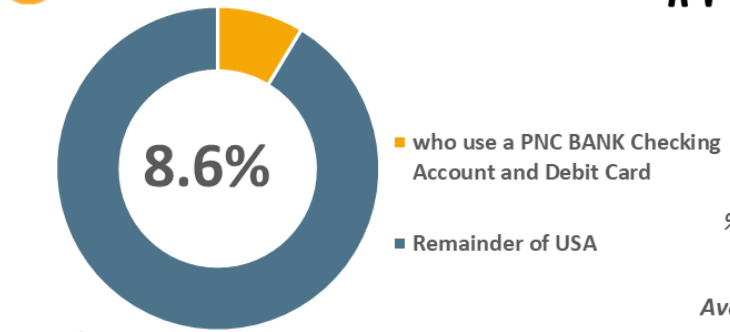
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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

[((Banks HHLD uses (HHLD): U.S. Bank AND Financial services HHLD has/use (HHLD): Checking account) AND Financial services HHLD has/use (HHLD): Debit or ATM card)]

8.6% or 15,253,107 of USA Adults 25 - 64 use a PNC BANK Checking Account and Debit Card .
Typical Adults 25 - 64 who use a PNC BANK Checking Account and Debit Card are 44.9 years old (.6% older than average) and have a $114,807 (17.1% higher than average) annual household income.

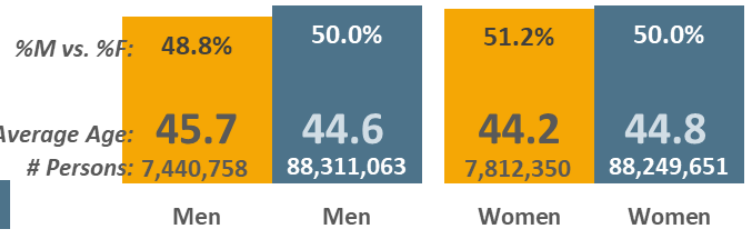
Percent of Market: Adults 25 - 64



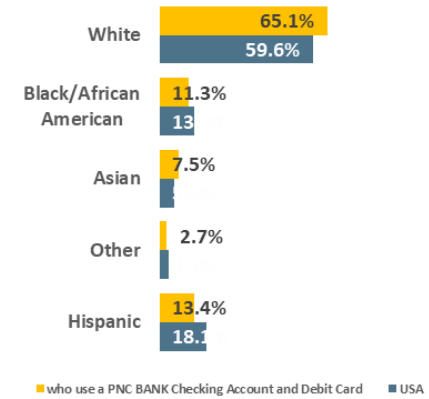
Total Persons:



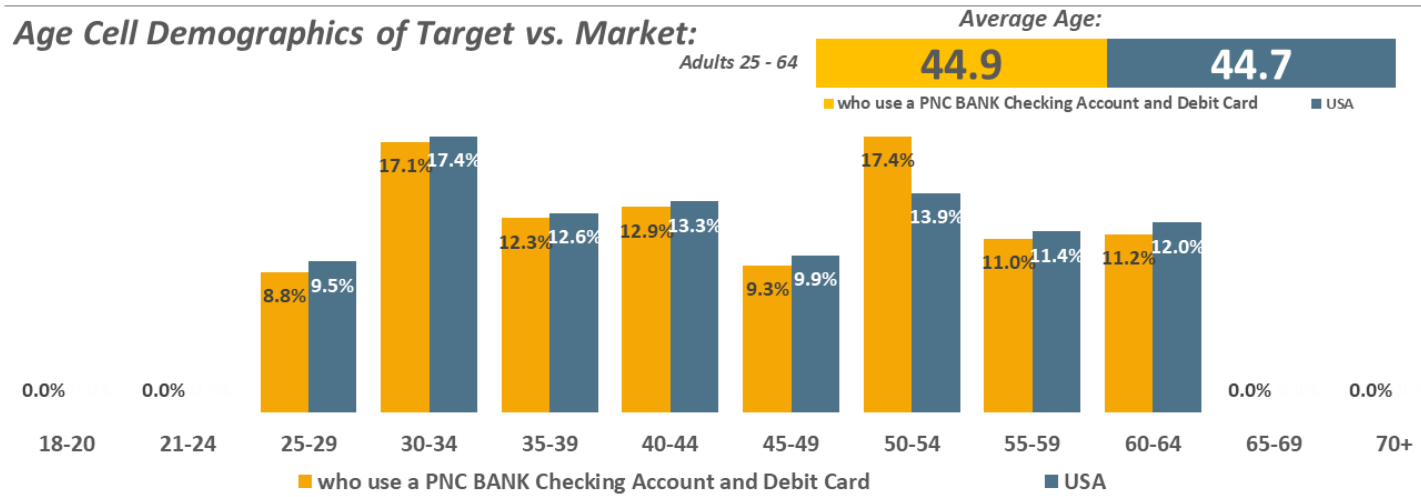
Gender of Target vs. Market: Adults 25 - 64



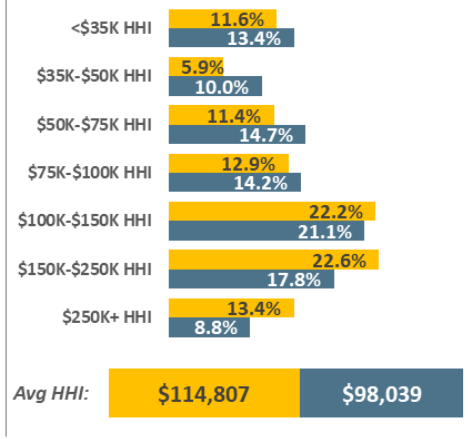
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $114,807 $98,039

USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 949

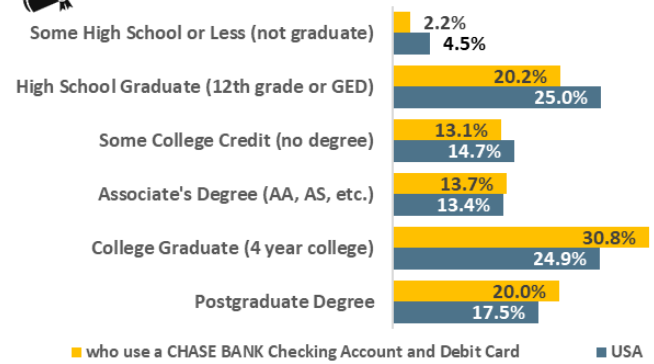
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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

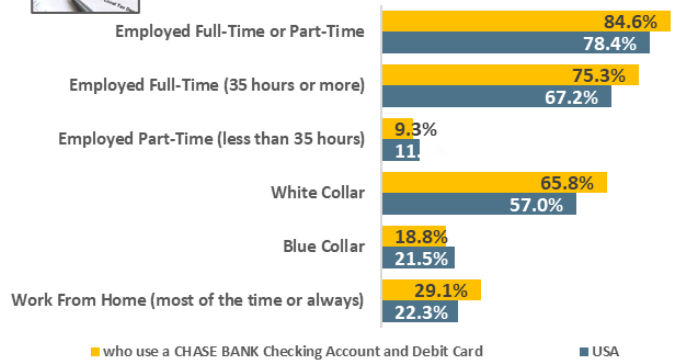
[((Banks HHLD uses (HHLD): PNC Bank AND Financial services HHLD has/use (HHLD): Checking account) AND Financial services HHLD has/use (HHLD): Debit or ATM card)]

29.6% or 52,312,696 of USA Adults 25 - 64 use a CHASE BANK Checking Account and Debit Card .
Adults 25 - 64 who use a CHASE BANK Checking Account and Debit Card are 19.8% more likely to be a college graduate, 12.1% more likely to work full-time, 6.4% more likely to be married, 5.9% more likely to be a parent of 1 or more children under 18.

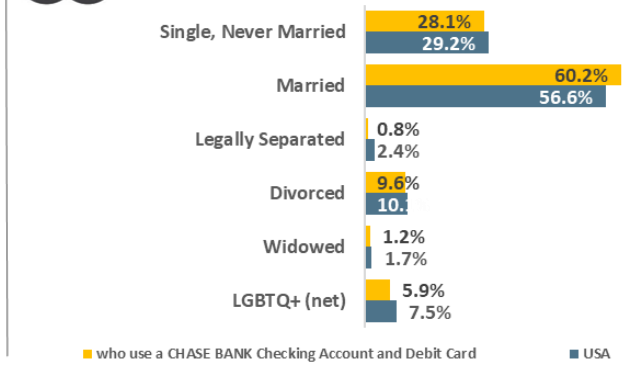
Education Levels: Adults 25 - 64



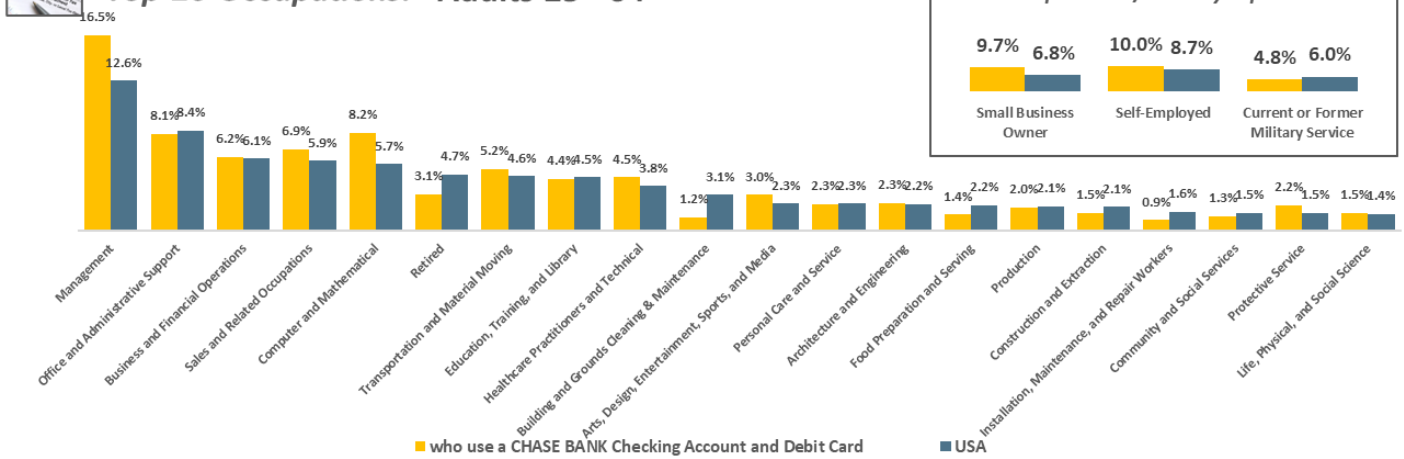
Employment: Adults 25 - 64



Marital Status: Adults 25 - 64

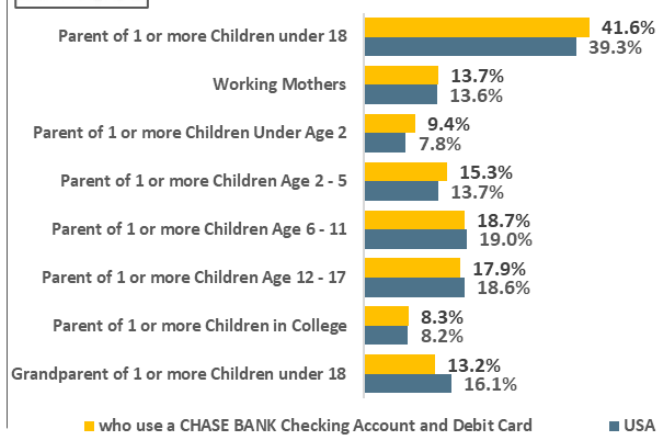


Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 64



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,348

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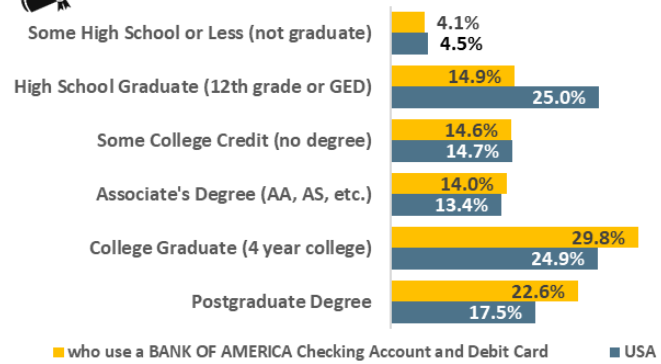
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

[((Banks HHLD uses (HHLD): Chase AND Financial services HHLD has/use (HHLD): Checking account) AND Financial services HHLD has/use (HHLD): Debit or ATM card)]

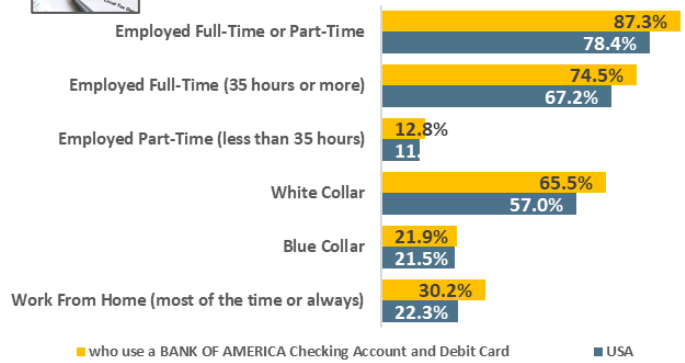
BANK OF AMERICA

20.% or 35,327,091 of USA Adults 25 - 64 use a BANK OF AMERICA Checking Account and Debit Card .
Adults 25 - 64 who use a BANK OF AMERICA Checking Account and Debit Card are 23.7% more likely to be a college graduate, 10.9% more likely to work full-time, 8.6% more likely to be married, 9.% more likely to be a parent of 1 or more children under 18.

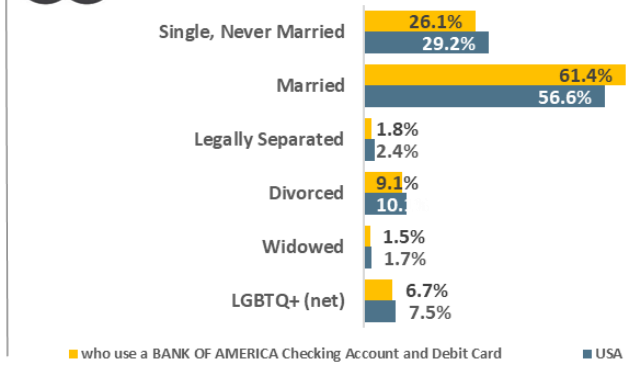
Education Levels: Adults 25 - 64



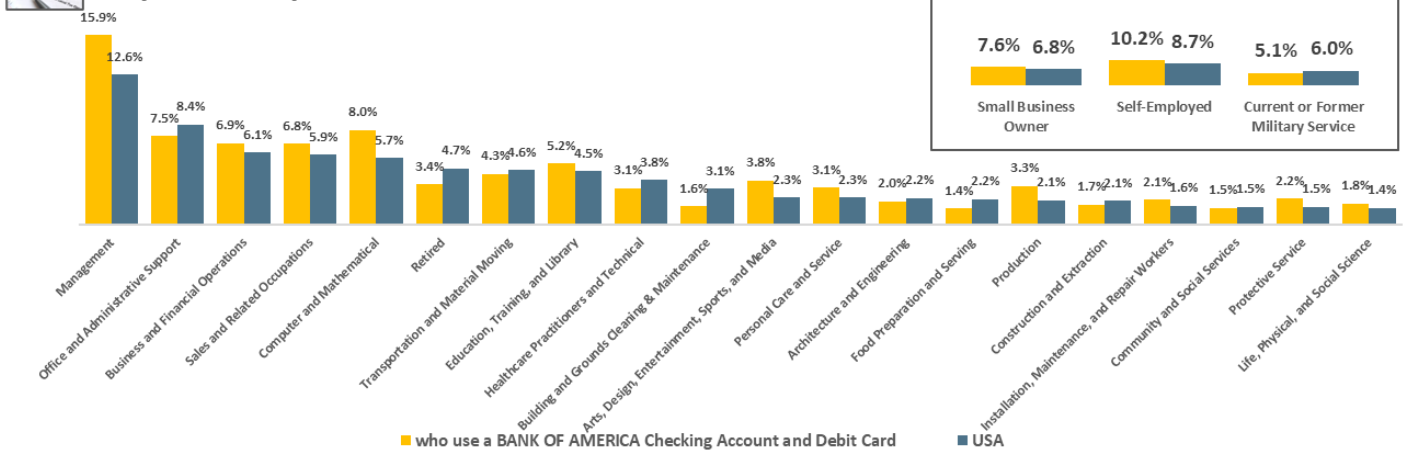
Employment: Adults 25 - 64



Marital Status: Adults 25 - 64

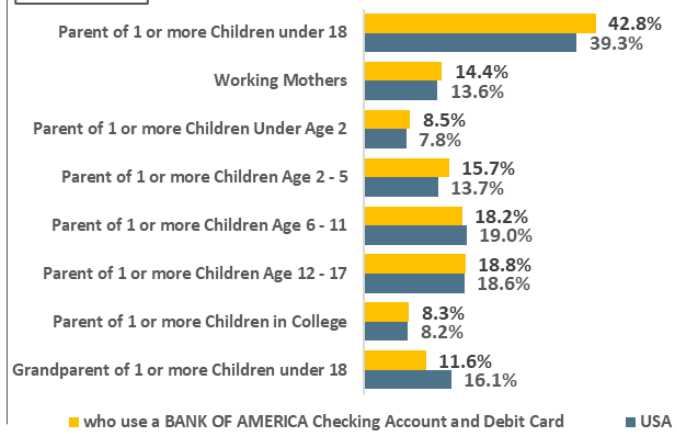


Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 64



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,955

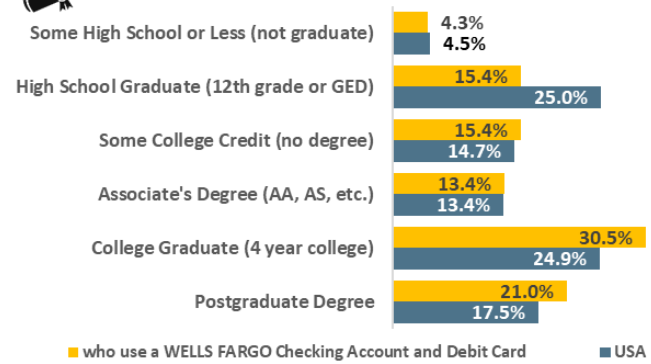
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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

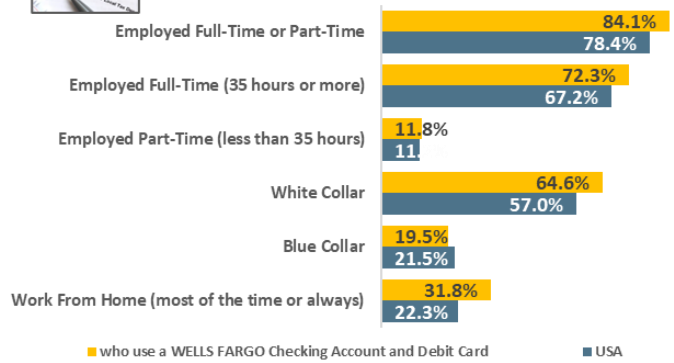
[((Banks HHLD uses (HHLD): Bank of America AND Financial services HHLD has/use (HHLD): Checking account) AND Financial services HHLD has/use (HHLD): Debit or ATM card)]

15.7% or 27,755,941 of USA Adults 25 - 64 use a WELLS FARGO Checking Account and Debit Card .
Adults 25 - 64 who use a WELLS FARGO Checking Account and Debit Card are 21.3% more likely to be a college graduate, 7.6% more likely to work full-time, 6.5% more likely to be married, .6% less likely to be a parent of 1 or more children under 18.

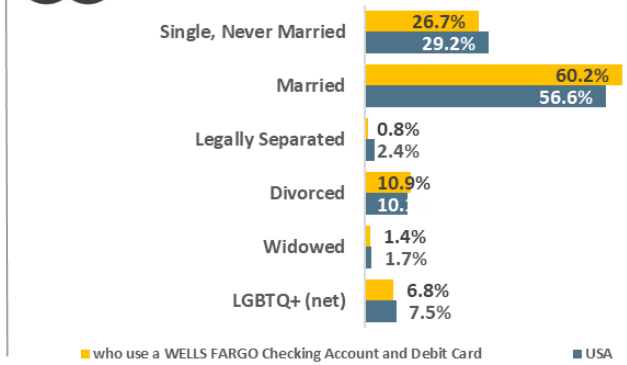
Education Levels: Adults 25 - 64



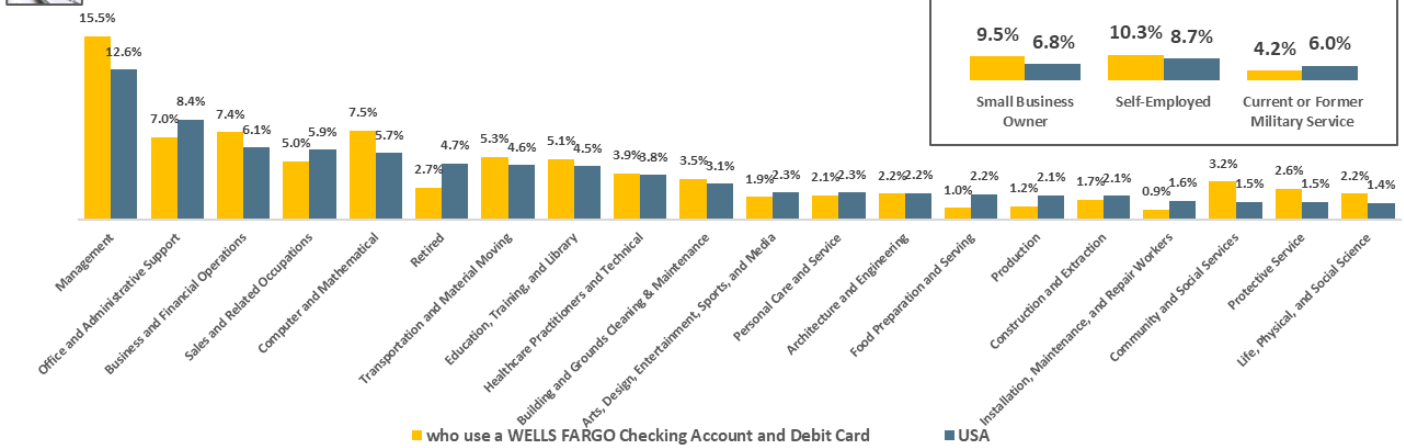
Employment: Adults 25 - 64



Marital Status: Adults 25 - 64

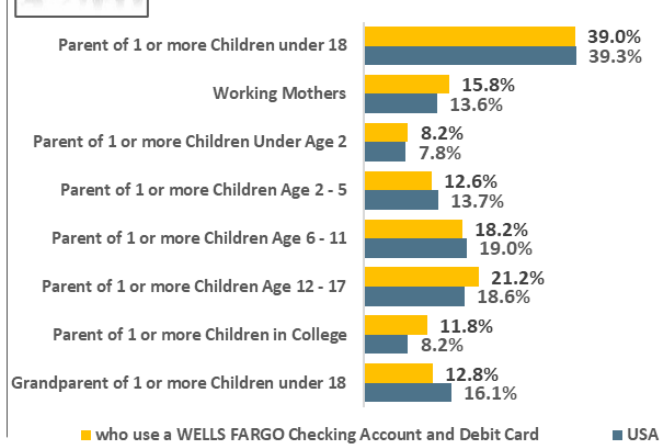


Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 64



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,584

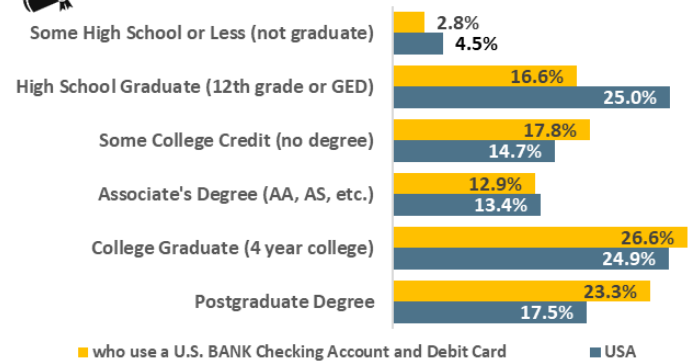
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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

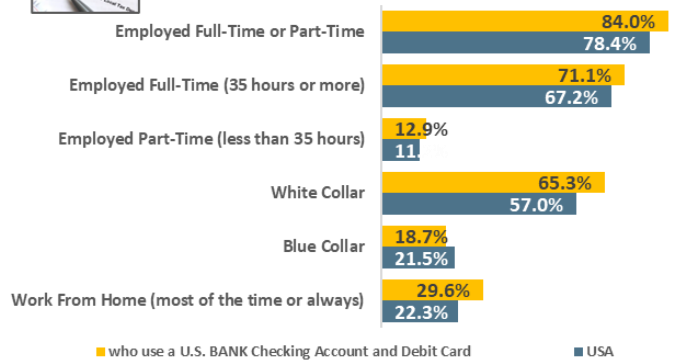
[((Banks HHLD uses (HHLD): Wells Fargo AND Financial services HHLD has/use (HHLD): Checking account) AND Financial services HHLD has/use (HHLD): Debit or ATM card)]

10.4% or 18,420,499 of USA Adults 25 - 64 use a U.S. BANK Checking Account and Debit Card .
Adults 25 - 64 who use a U.S. BANK Checking Account and Debit Card are 17.6% more likely to be a college graduate, 5.9% more likely to work full-time, 4.3% more likely to be married, 1.8% less likely to be a parent of 1 or more children under 18.

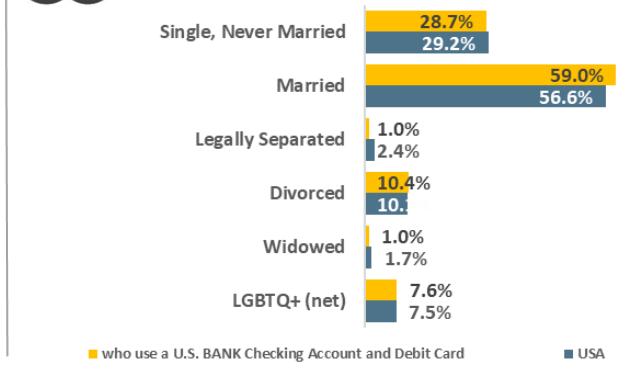
Education Levels: Adults 25 - 64



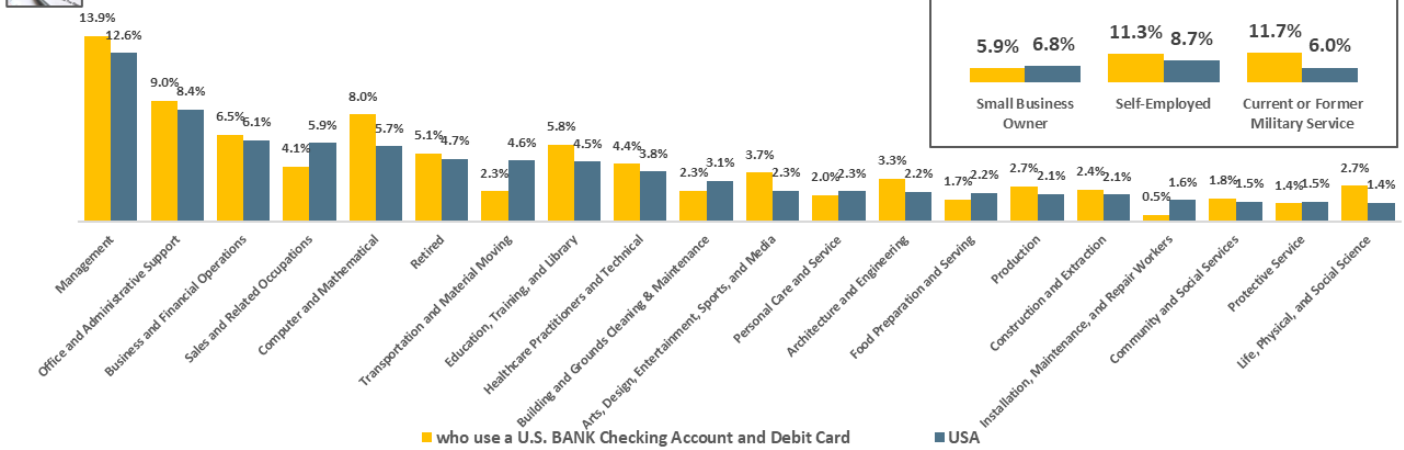
Employment: Adults 25 - 64



Marital Status: Adults 25 - 64

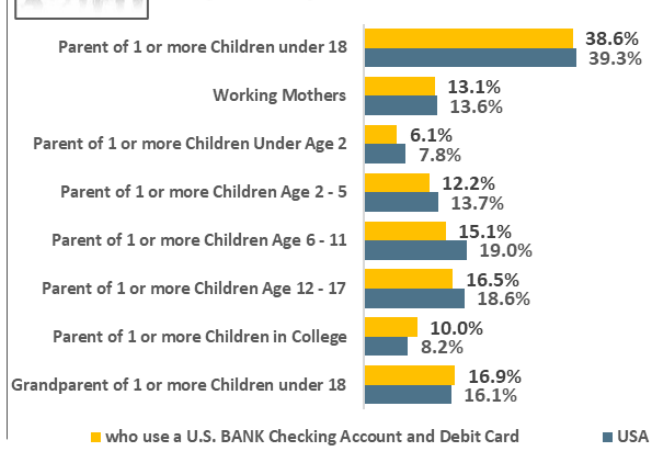


Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 64



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,100

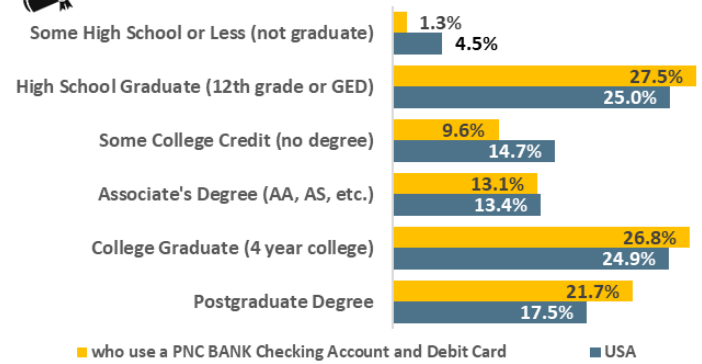
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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

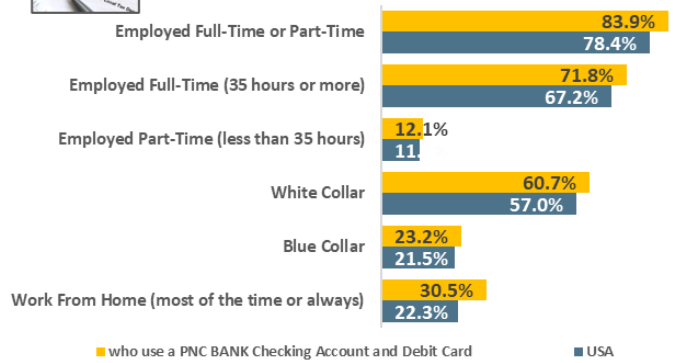
[((Banks HHLD uses (HHLD): U.S. Bank AND Financial services HHLD has/use (HHLD): Checking account) AND Financial services HHLD has/use (HHLD): Debit or ATM card)]

8.6% or 15,253,107 of USA Adults 25 - 64 use a PNC BANK Checking Account and Debit Card .
Adults 25 - 64 who use a PNC BANK Checking Account and Debit Card are 14.4% more likely to be a college graduate, 6.9% more likely to work full-time, 4.1% more likely to be married, 4.3% more likely to be a parent of 1 or more children under 18.

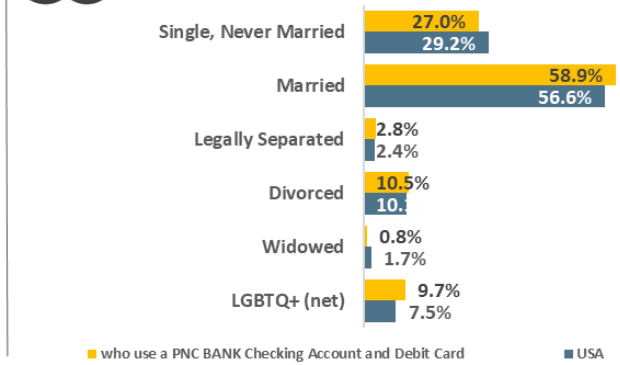
Education Levels: Adults 25 - 64



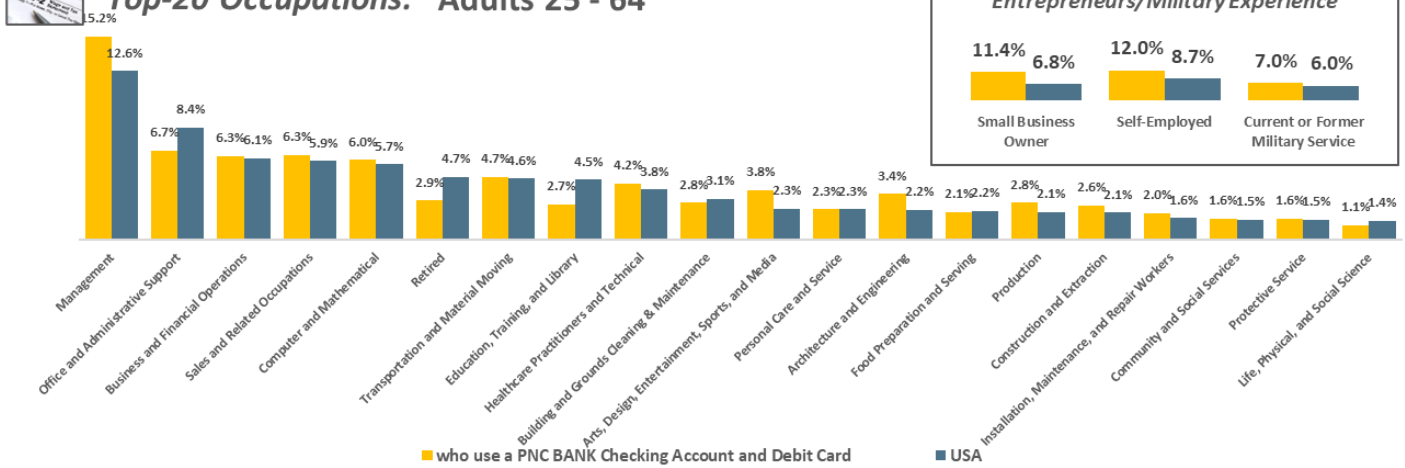
Employment: Adults 25 - 64



Marital Status: Adults 25 - 64

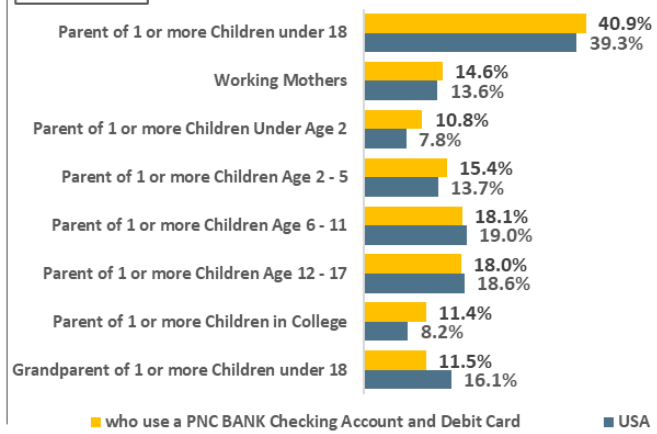


Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 64



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 949

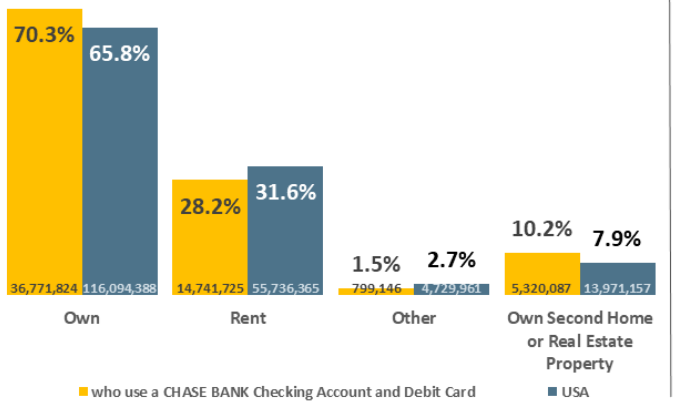
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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

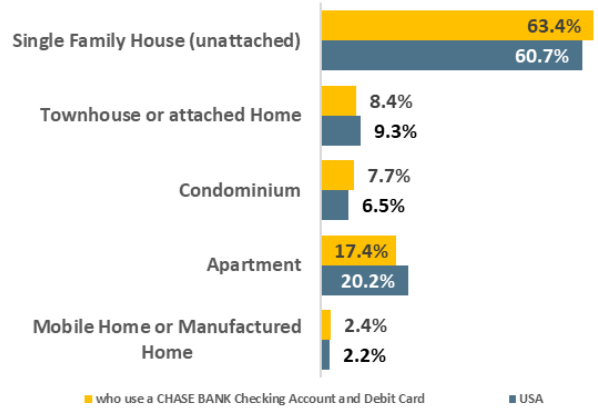
[((Banks HHLD uses (HHLD): PNC Bank AND Financial services HHLD has/use (HHLD): Checking account) AND Financial services HHLD has/use (HHLD): Debit or ATM card)]

29.6% or 52,312,696 of USA Adults 25 - 64 use a CHASE BANK Checking Account and Debit Card .
Adults 25 - 64 who use a CHASE BANK Checking Account and Debit Card are 6.9% more likely to own their home, 3.7% more likely to own a higher valued home, 4.5% more likely to have a single-family home, 8.8% more likely to have a dog.

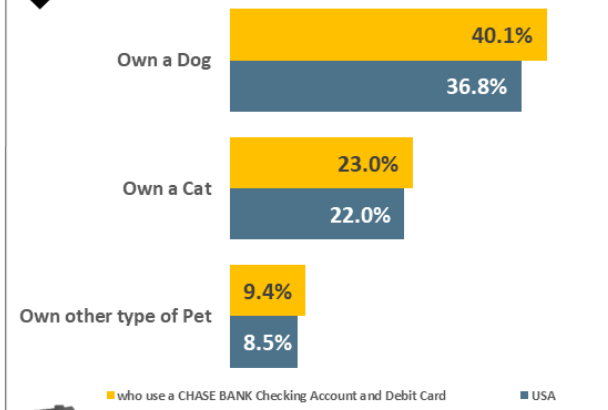
Own/Rent/Other: Adults 25 - 64



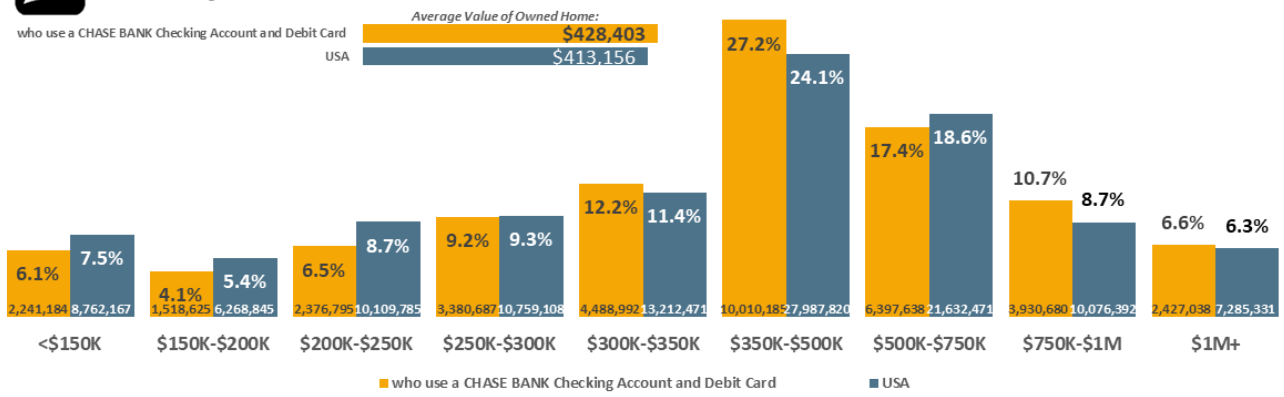
Type of Home: Adults 25 - 64



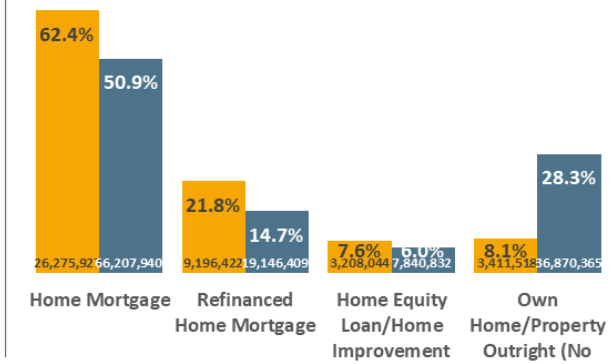
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,348

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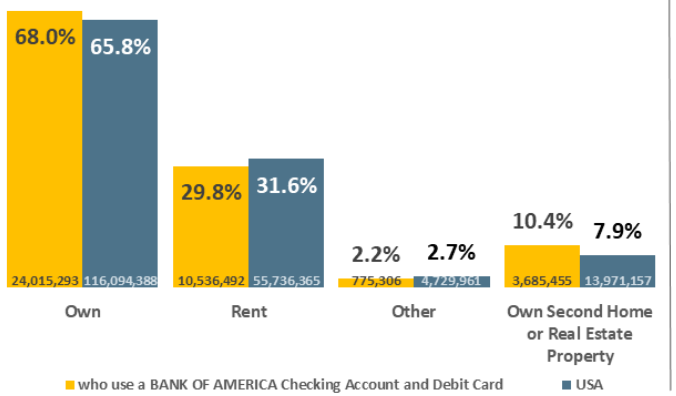
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

[((Banks HHLD uses (HHLD): Chase AND Financial services HHLD has/use (HHLD): Checking account) AND Financial services HHLD has/use (HHLD): Debit or ATM card)]

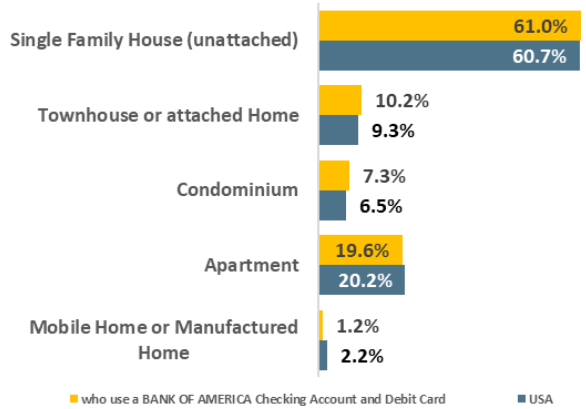
BANK OF AMERICA

20.% or 35,327,091 of USA Adults 25 - 64 use a BANK OF AMERICA Checking Account and Debit Card . Adults 25 - 64 who use a BANK OF AMERICA Checking Account and Debit Card are 3.4% more likely to own their home, 22.5% more likely to own a higher valued home, .6% more likely to have a single-family home, .6% more likely to have a dog.

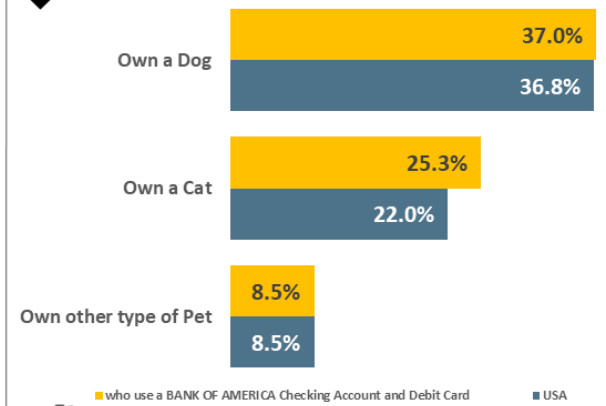
Own/Rent/Other: Adults 25 - 64



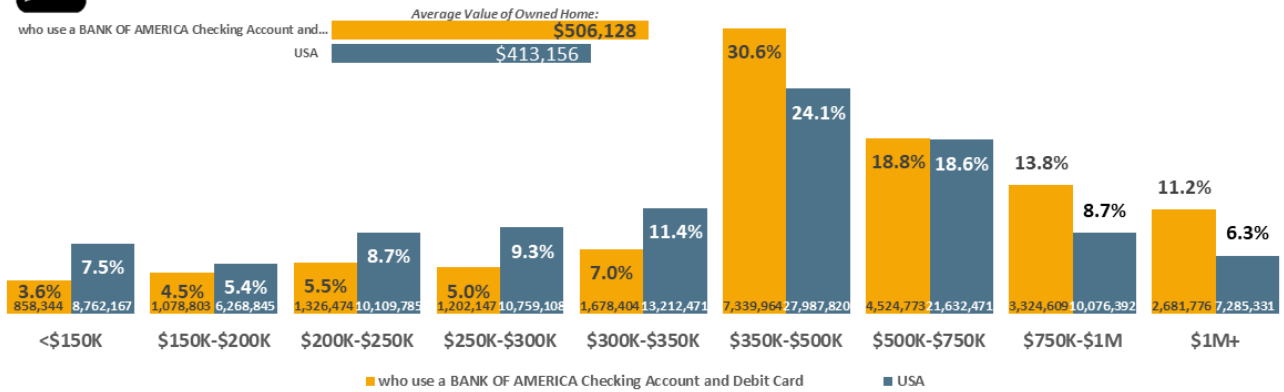
Type of Home: Adults 25 - 64



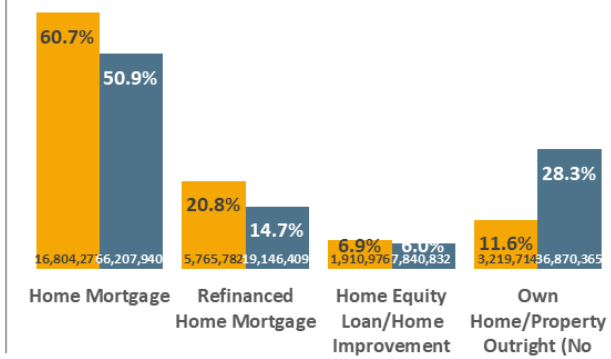
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64



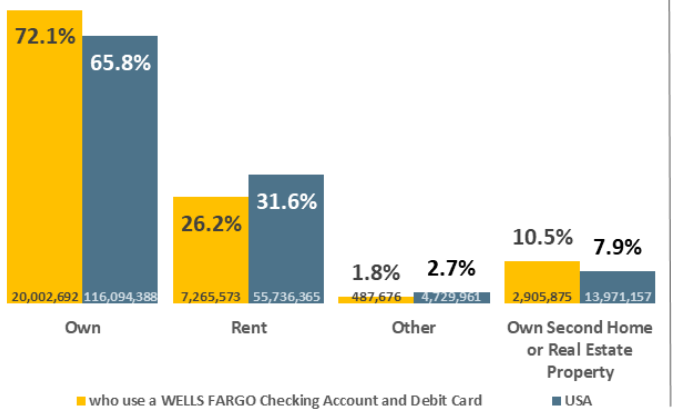
USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,955

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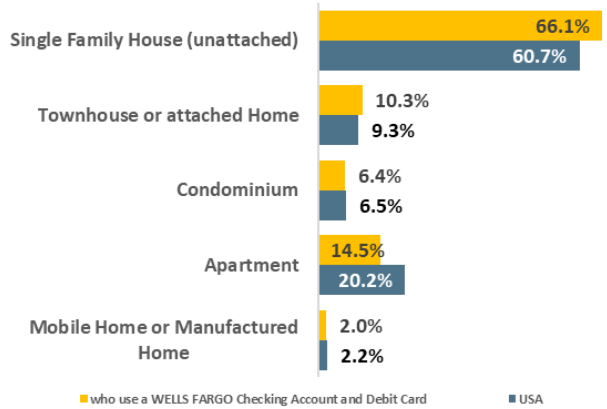
[((Banks HHLD uses (HHLD): Bank of America AND Financial services HHLD has/use (HHLD): Checking account) AND Financial services HHLD has/use (HHLD): Debit or ATM card)]

15.7% or 27,755,941 of USA Adults 25 - 64 use a WELLS FARGO Checking Account and Debit Card .
Adults 25 - 64 who use a WELLS FARGO Checking Account and Debit Card are 9.6% more likely to own their home, 5.6% more likely to own a higher valued home, 8.9% more likely to have a single-family home, 15.2% more likely to have a dog.

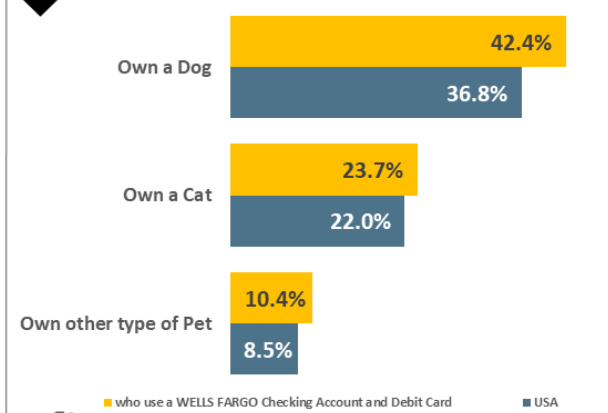
Own/Rent/Other: Adults 25 - 64



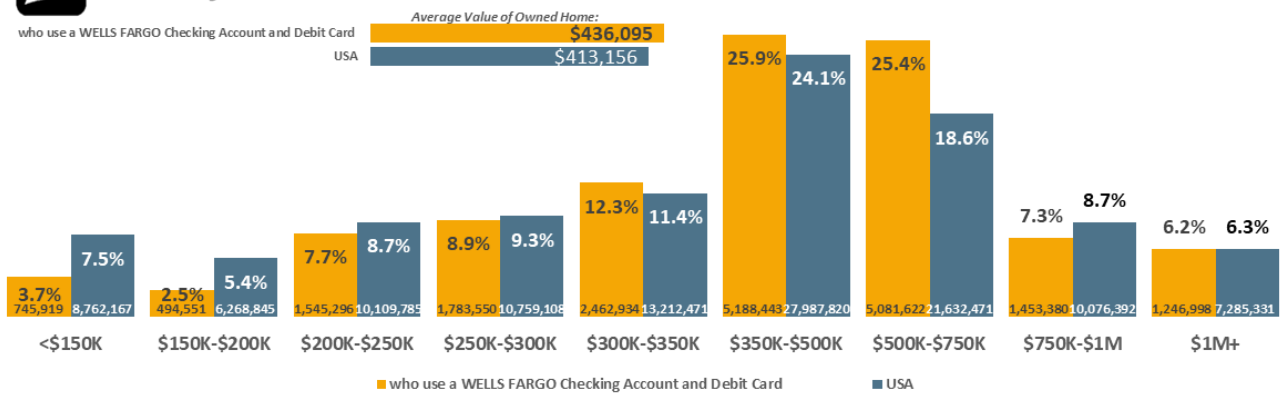
Type of Home: Adults 25 - 64



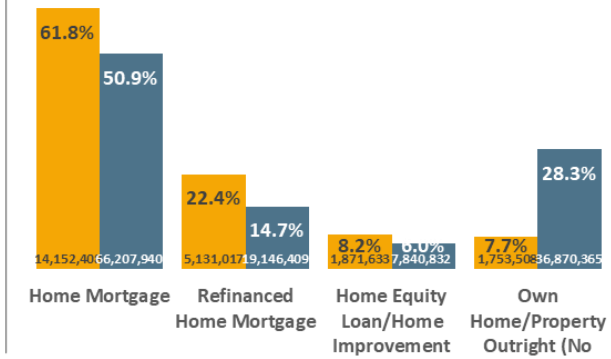
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64



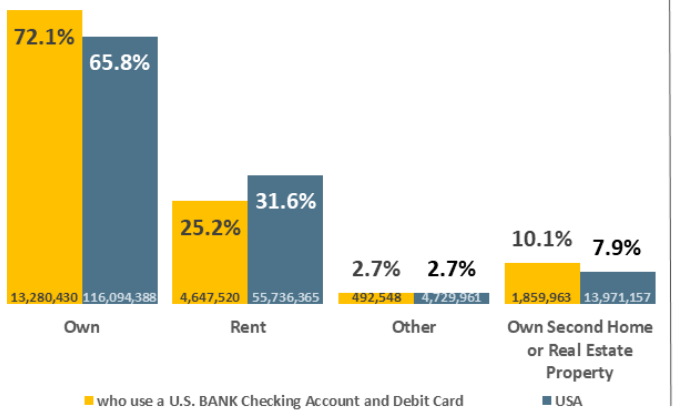
USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *1,584*

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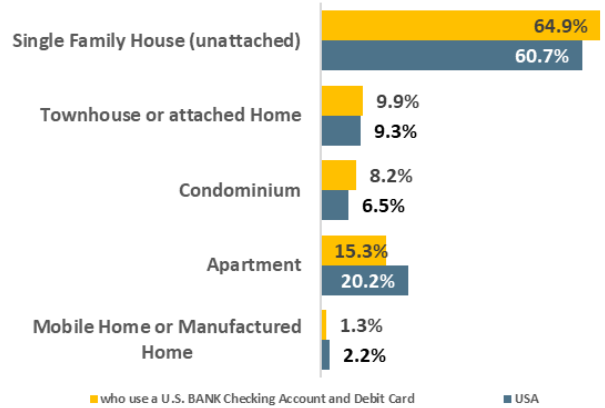
[((Banks HHLD uses (HHLD): Wells Fargo AND Financial services HHLD has/use (HHLD): Checking account) AND Financial services HHLD has/use (HHLD): Debit or ATM card)]

10.4% or 18,420,499 of USA Adults 25 - 64 use a U.S. BANK Checking Account and Debit Card .
Adults 25 - 64 who use a U.S. BANK Checking Account and Debit Card are 9.6% more likely to own their home, 1.3% more likely to own a higher valued home, 7.7% more likely to have a single-family home, 4.7% more likely to have a dog.

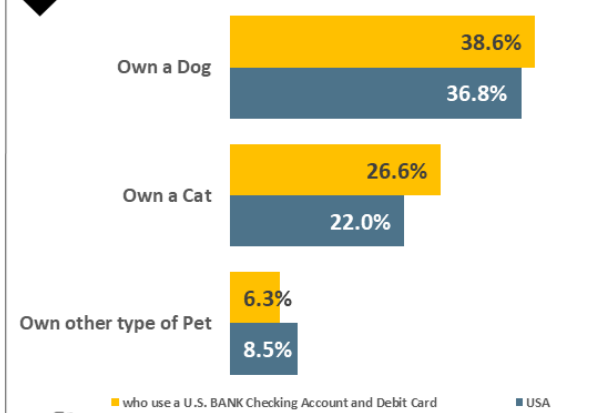
Own/Rent/Other: Adults 25 - 64



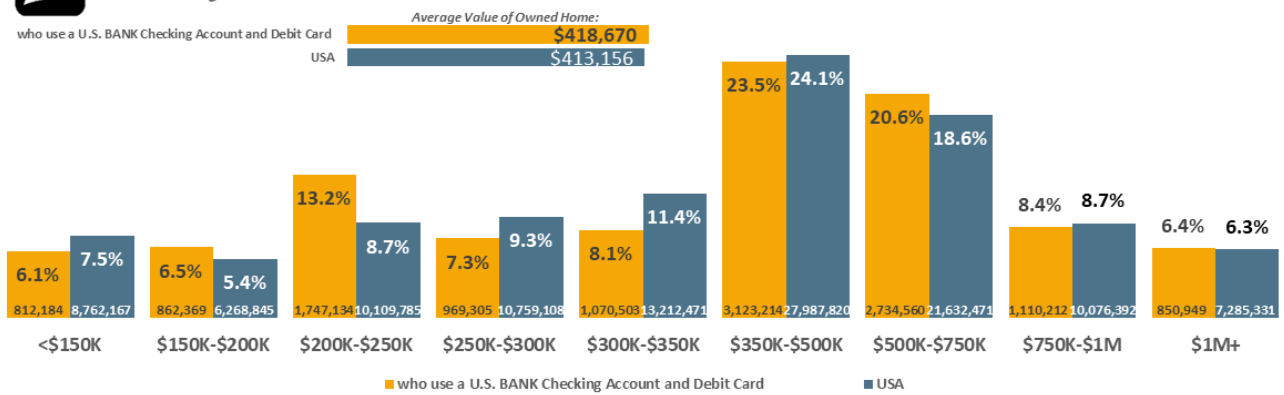
Type of Home: Adults 25 - 64



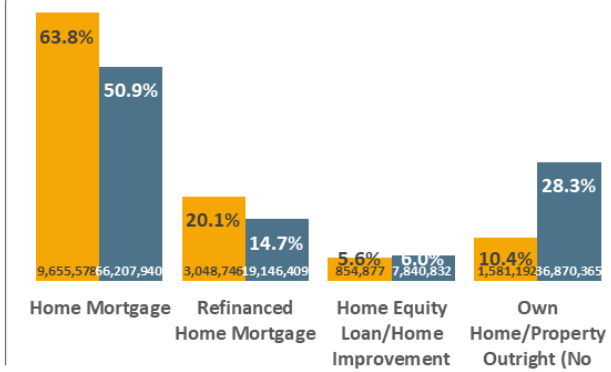
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,100

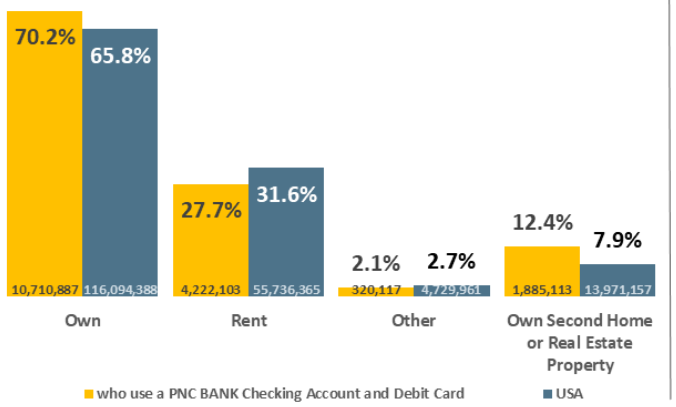
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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

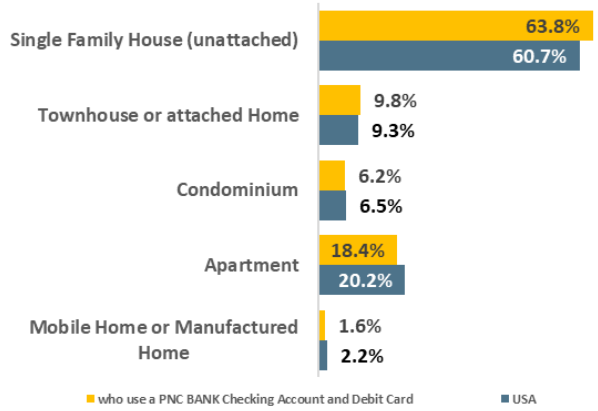
[((Banks HHLD uses (HHLD): U.S. Bank AND Financial services HHLD has/use (HHLD): Checking account) AND Financial services HHLD has/use (HHLD): Debit or ATM card)]

8.6% or 15,253,107 of USA Adults 25 - 64 use a PNC BANK Checking Account and Debit Card .
Adults 25 - 64 who use a PNC BANK Checking Account and Debit Card are 6.8% more likely to own their home, 8.5% more likely to own a higher valued home, 5.2% more likely to have a single-family home, 7.% more likely to have a dog.

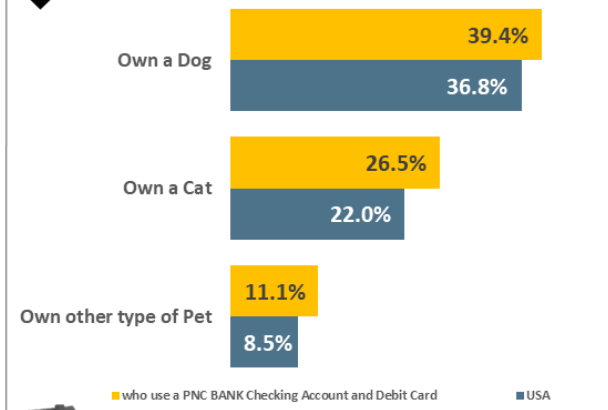
Own/Rent/Other: Adults 25 - 64



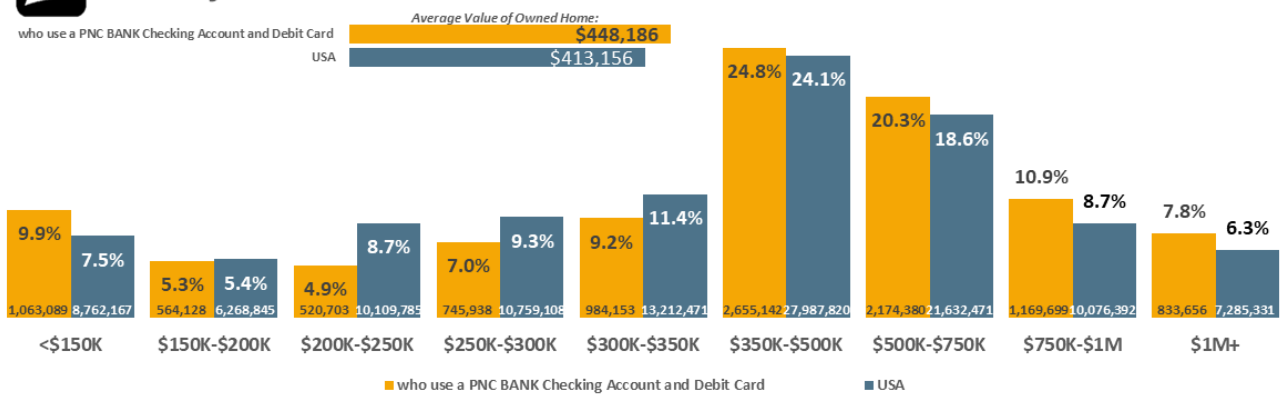
Type of Home: Adults 25 - 64



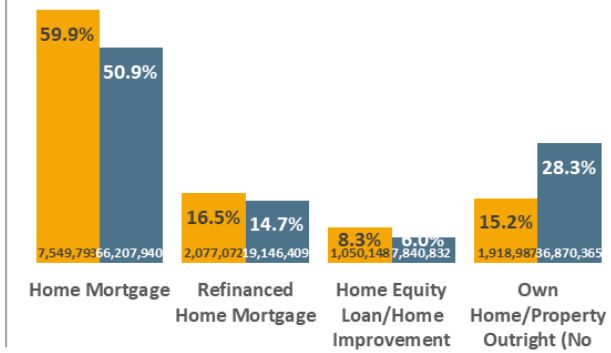
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 949

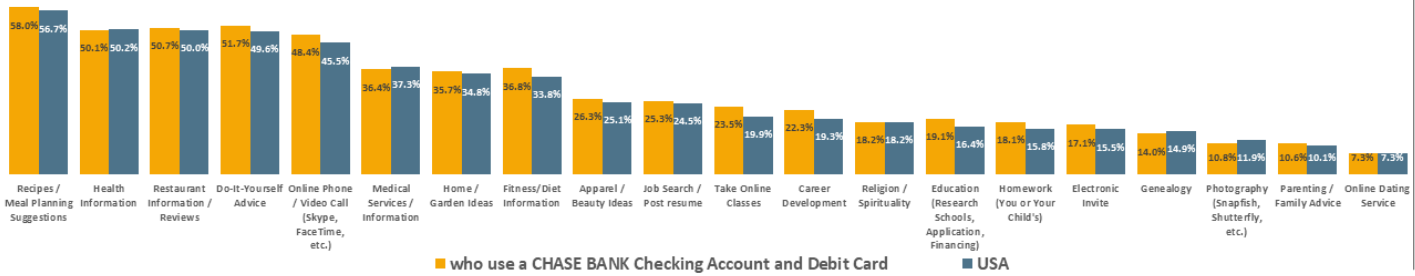
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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

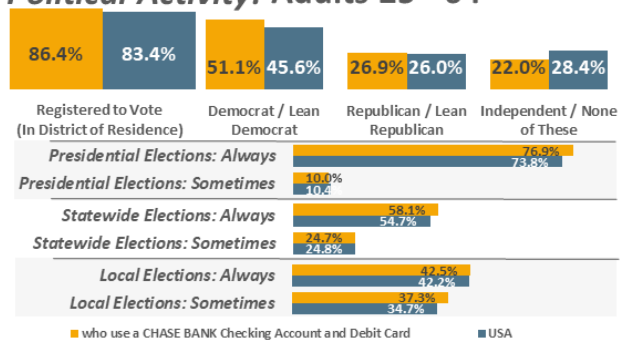
[((Banks HHLD uses (HHLD): PNC Bank AND Financial services HHLD has/use (HHLD): Checking account) AND Financial services HHLD has/use (HHLD): Debit or ATM card)]

29.6% or 52,312,696 of USA Adults 25 - 64 use a CHASE BANK Checking Account and Debit Card .
Adults 25 - 64 who use a CHASE BANK Checking Account and Debit Card are 4.1% more likely to look up D-I-Y advice online, .7% more likely to always vote in local elections, 29.1% more likely to belong to a gym, 11.3% more likely to fly domestic past yr.

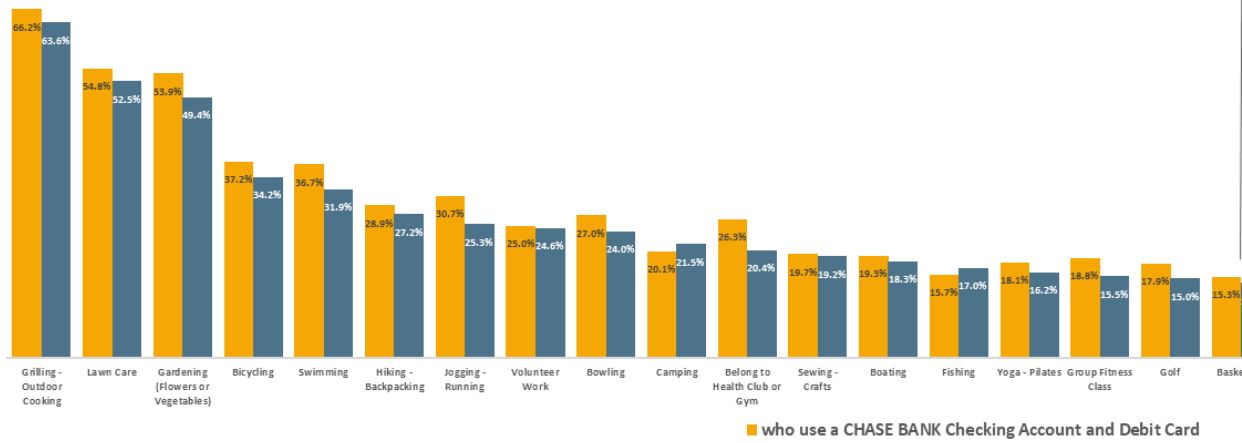
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 64



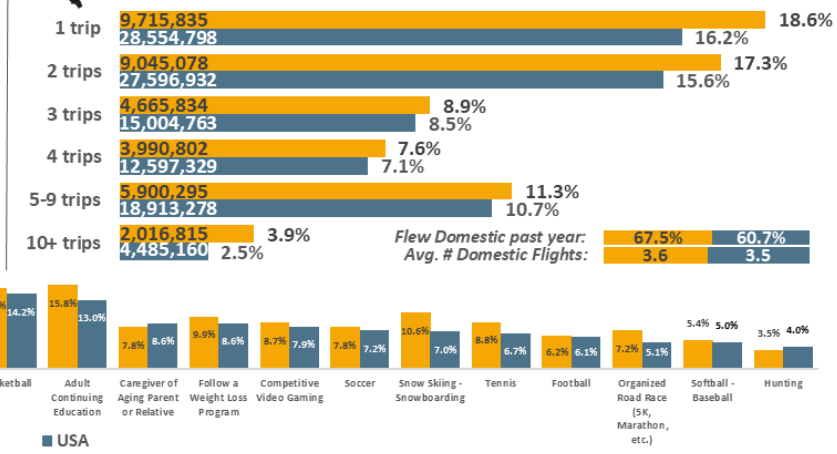
Political Activity: Adults 25 - 64



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,348

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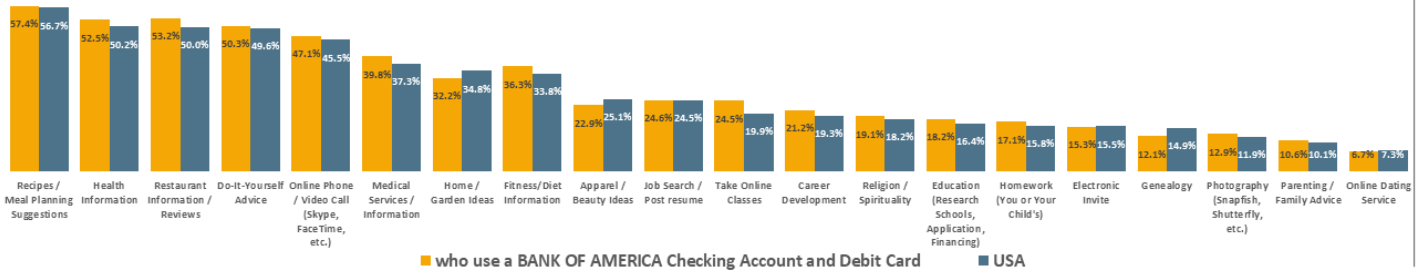
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

[((Banks HHLD uses (HHLD): Chase AND Financial services HHLD has/use (HHLD): Checking account) AND Financial services HHLD has/use (HHLD): Debit or ATM card)]

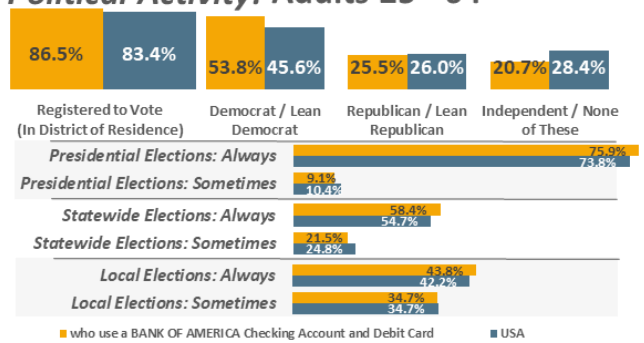
BANK OF AMERICA

20.% or 35,327,091 of USA Adults 25 - 64 use a BANK OF AMERICA Checking Account and Debit Card . Adults 25 - 64 who use a BANK OF AMERICA Checking Account and Debit Card are 1.4% more likely to look up D-I-Y advice online, 3.9% more likely to always vote in local elections, 24.% more likely to belong to a gym, 13.3% more likely to fly domestic past

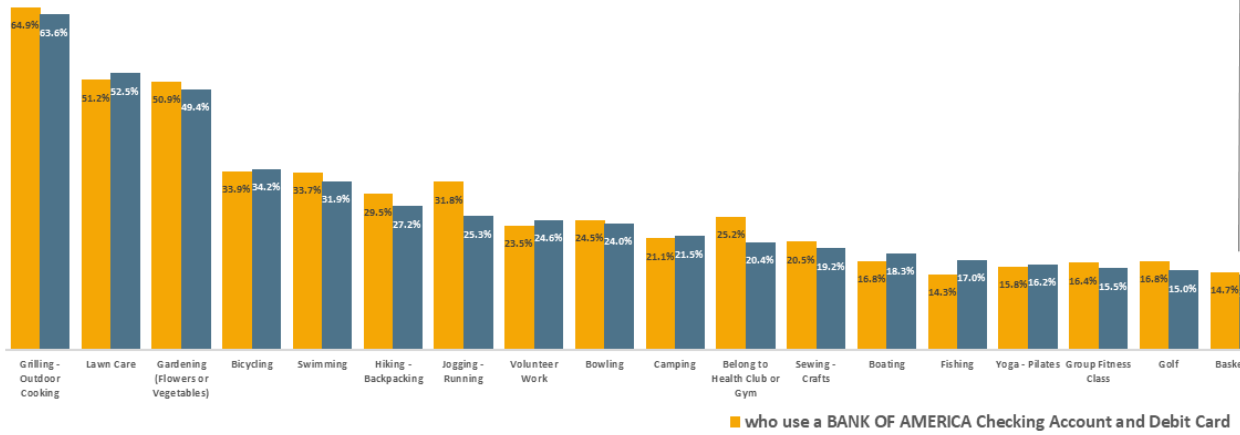
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 64



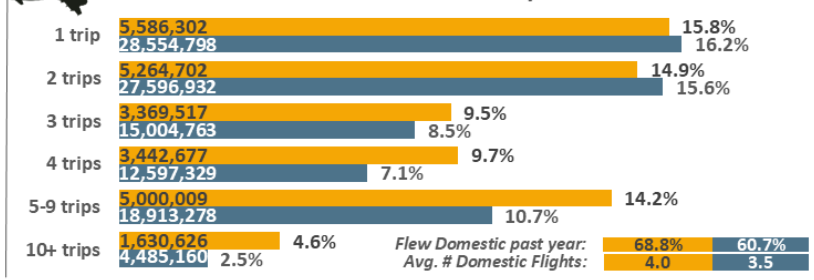
Political Activity: Adults 25 - 64



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,955

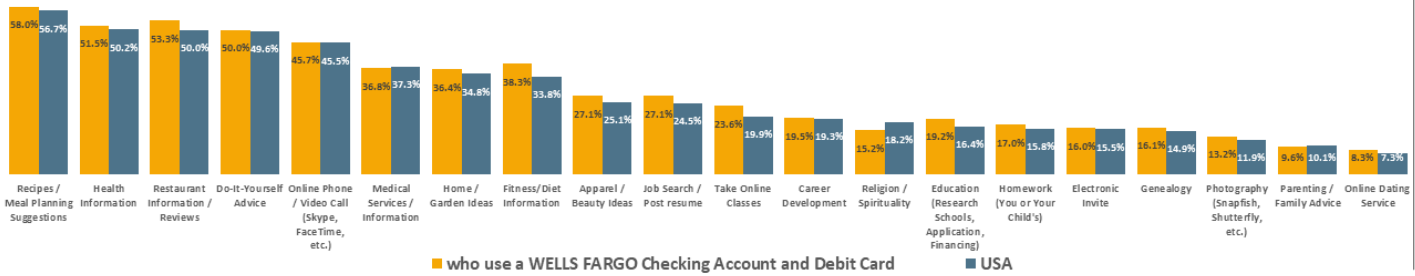
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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

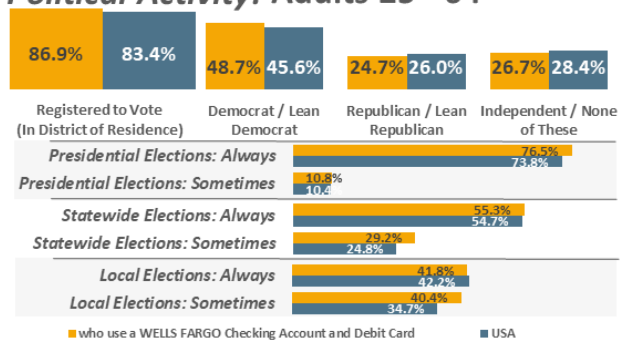
[((Banks HHLD uses (HHLD): Bank of America AND Financial services HHLD has/use (HHLD): Checking account) AND Financial services HHLD has/use (HHLD): Debit or ATM card)]

15.7% or 27,755,941 of USA Adults 25 - 64 use a WELLS FARGO Checking Account and Debit Card .
Adults 25 - 64 who use a WELLS FARGO Checking Account and Debit Card are .8% more likely to look up D-I-Y advice online, 1.% less likely to always vote in local elections, 6.3% more likely to belong to a gym, 13.1% more likely to fly domestic past yr.

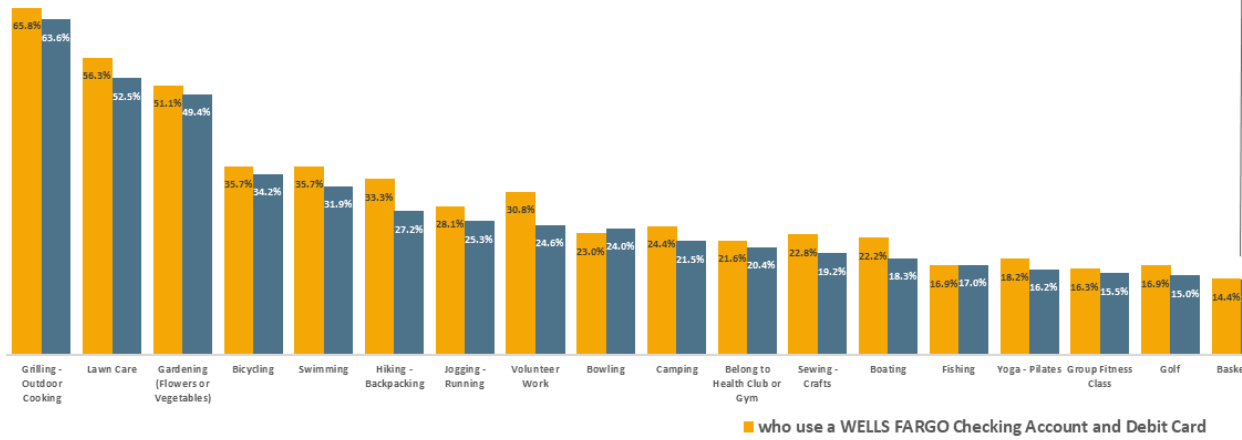
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 64



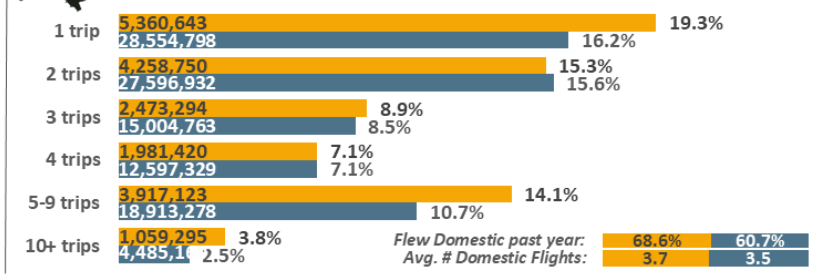
Political Activity: Adults 25 - 64



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,584

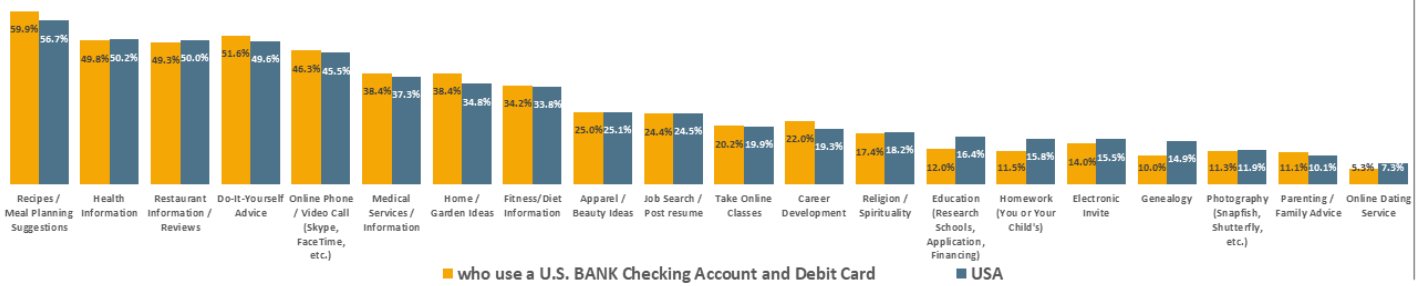
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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

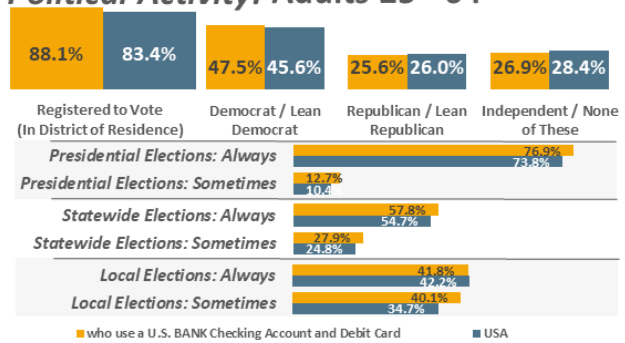
[((Banks HHLD uses (HHLD): Wells Fargo AND Financial services HHLD has/use (HHLD): Checking account) AND Financial services H HLD has/use (HHLD): Debit or ATM card)]

10.4% or 18,420,499 of USA Adults 25 - 64 use a U.S. BANK Checking Account and Debit Card .
Adults 25 - 64 who use a U.S. BANK Checking Account and Debit Card are 4.% more likely to look up D-I-Y advice online, .9% less likely to always vote in local elections, 19.9% more likely to belong to a gym, 12.9% 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 R2 2023: Jan23-Oct23 Qual Intab 1,100

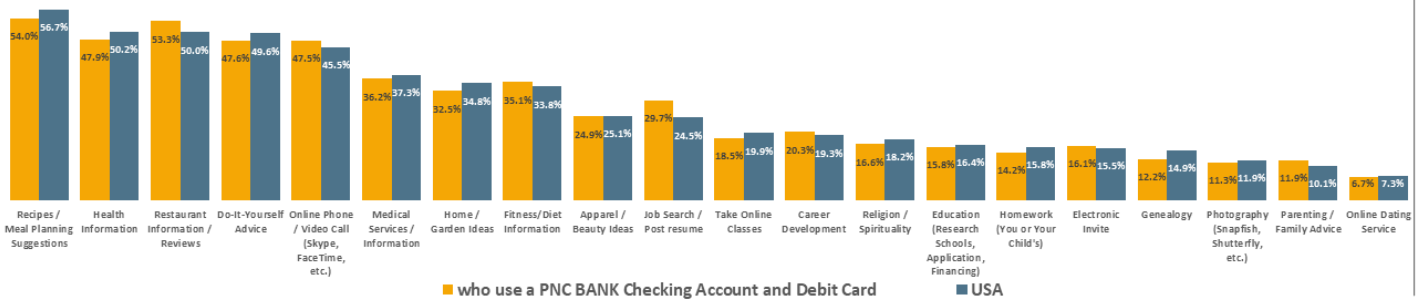
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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

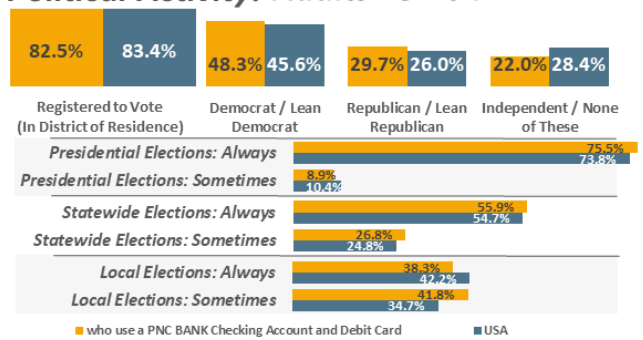
[((Banks HHLD uses (HHLD): U.S. Bank AND Financial services HHLD has/use (HHLD): Checking account) AND Financial services HHLD has/use (HHLD): Debit or ATM card)]

8.6% or 15,253,107 of USA Adults 25 - 64 use a PNC BANK Checking Account and Debit Card .
Adults 25 - 64 who use a PNC BANK Checking Account and Debit Card are 4.1% less likely to look up D-I-Y advice online, 9.3% less likely to always vote in local elections, 47.3% more likely to belong to a gym, 13.2% more likely to fly domestic past yr.

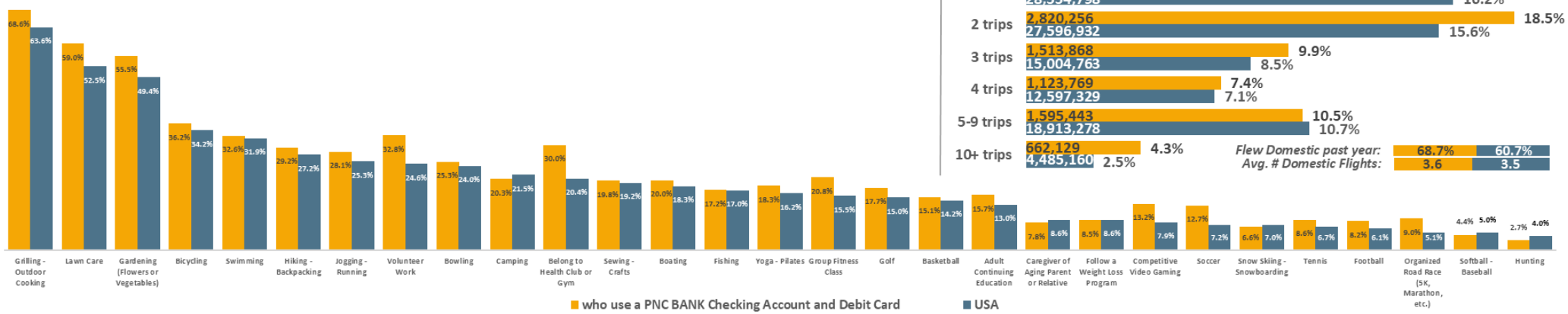
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 64



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

USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 949

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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

[((Banks HHLD uses (HHLD): PNC Bank AND Financial services HHLD has/use (HHLD): Checking account) AND Financial services HHLD has/use (HHLD): Debit or ATM card)]

29.6% or 52,312,696 of USA Adults 25 - 64 use a CHASE BANK Checking Account and Debit Card .
Adults 25 - 64 who use a CHASE BANK Checking Account and Debit Card are 4.6% more likely to use QSRs past mo., 9.5% more likely to use Sit-Down Restaurants past mo., 9.3% more likely to use Casinos past yr., 42.3% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 64



Total Monthly QSR Users: 94.3% 49,356,867 | 90.2% 159,307,507

Avg. Monthly QSR Meals: 7.1 | 6.7

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



Total Monthly Sit-Down Restaurant Users: 84.7% 44,331,362 | 77.4% 136,659,051

Avg. Monthly Sit-Down Restaurant Meals: 4.3 | 4.1

Top-10 Cuisines: Adults 25 - 64

(Sit-Down Restaurants Used Past 30-days)



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

who use a CHASE BANK Checking Account and Debit... 13,689,632 26.2%

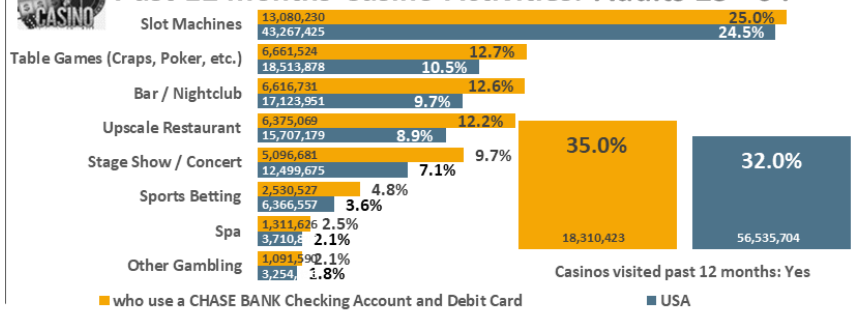
USA 39,315,793 22.3%

Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64



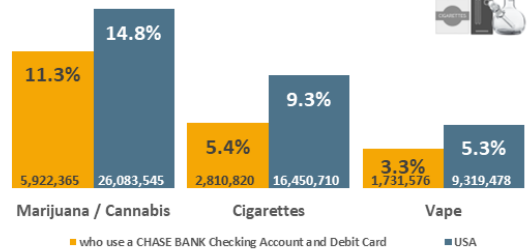


Casinos visited past 12 months: Yes

35.0% 18,310,423 | 32.0% 56,535,704

Used Past 30-days: Adults 25 - 64





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,348

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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

[((Banks HHLD uses (HHLD): Chase AND Financial services HHLD has/use (HHLD): Checking account) AND Financial services HHLD has/use (HHLD): Debit or ATM card)]

BANK OF AMERICA

20.% or 35,327,091 of USA Adults 25 - 64 use a BANK OF AMERICA Checking Account and Debit Card . Adults 25 - 64 who use a BANK OF AMERICA Checking Account and Debit Card are 3.6% more likely to use QSRs past mo., 7.2% more likely to use Sit-Down Restaurants past mo., 5.3% less likely to use Casinos past yr., 58.4% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 64



Total Monthly QSR Users: 93.4% 33,011,188 | 90.2% 159,307,507

Avg. Monthly QSR Meals: 7.0 | 6.7

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



Total Monthly Sit-Down Restaurant Users: 83.0% 29,303,894 | 77.4% 136,659,051

Avg. Monthly Sit-Down Restaurant Meals: 4.2 | 4.1

Top-10 Cuisines: Adults 25 - 64

(Sit-Down Restaurants Used Past 30-days)



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

who use a BANK OF AMERICA Checking Account and... 9,420,753 26.7%

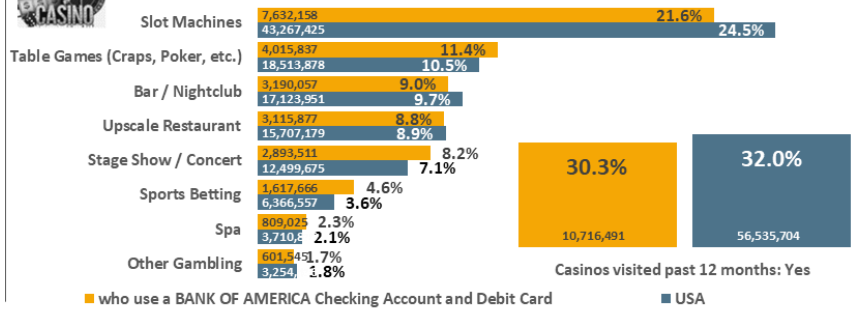
USA 39,315,793 22.3%

Drank Past 30-days: Adults 25 - 64



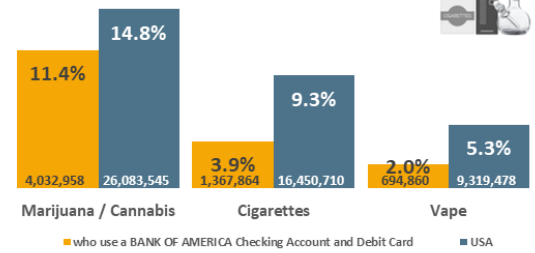
Past 12 months Casino Activities: Adults 25 - 64





Used Past 30-days: Adults 25 - 64





USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *1,955*

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USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

[((Banks HHLD uses (HHLD): Bank of America AND Financial services HHLD has/use (HHLD): Checking account) AND Financial services HHLD has/use (HHLD): Debit or ATM card)]

15.7% or 27,755,941 of USA Adults 25 - 64 use a WELLS FARGO Checking Account and Debit Card .
Adults 25 - 64 who use a WELLS FARGO Checking Account and Debit Card are 3.8% more likely to use QSRs past mo., 11.1% more likely to use Sit-Down Restaurants past mo., 3.1% more likely to use Casinos past yr., 47.2% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 64



	who use a WELLS FARGO Checking Account and Debit Card	USA
1 time	5.7%	7.8%
2 times	10.4%	10.1%
3 times	10.3%	10.3%
4 times	7.7%	10.5%
5 times	13.9%	10.5%
6 - 9 times	25.3%	22.0%
10 times or more	20.5%	19.0%

Total Monthly QSR Users:	who use a WELLS FARGO Checking Account and Debit Card	USA
	93.7%	90.2%
	25,996,290	159,307,507

Avg. Monthly QSR Meals:	who use a WELLS FARGO Checking Account and Debit Card	USA
	7.0	6.7

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



	who use a WELLS FARGO Checking Account and Debit Card	USA
1 time	16.1%	15.8%
2 times	20.6%	16.5%
3 times	15.3%	13.2%
4 times	9.0%	10.0%
5 times	8.7%	7.0%
6 - 9 times	10.7%	9.7%
10 times or more	5.6%	5.1%

Total Monthly Sit-Down Restaurant Users:	who use a WELLS FARGO Checking Account and Debit Card	USA
	86.0%	77.4%
	23,864,777	136,659,051

Avg. Monthly Sit-Down Restaurant Meals:	who use a WELLS FARGO Checking Account and Debit Card	USA
	4.0	4.1

Top-10 Cuisines: Adults 25 - 64

(Sit-Down Restaurants Used Past 30-days)



who use a WELLS FARGO Checking Account and Debit Card | USA

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

who use a WELLS FARGO Checking Account and Debit...	7,044,632	25.4%
USA	39,315,793	22.3%

Drank Past 30-days: Adults 25 - 64



	who use a WELLS FARGO Checking Account and Debit Card		USA	
Liquor	14,055,351	50.6%	83,647,714	47.4%
Any Type of Beer	13,160,283	47.4%	77,595,650	43.9%
Wine	10,858,380	39.1%	59,031,645	33.4%
Domestic Regular Beer	7,047,347	25.4%	43,800,934	24.8%
Imported Beer	6,789,085	24.5%	41,529,015	23.5%
Domestic Light Beer	6,349,745	22.9%	39,521,964	22.4%
Microbrew / Craft Beer	5,197,301	18.7%	23,265,157	13.2%

Past 12 months Casino Activities: Adults 25 - 64

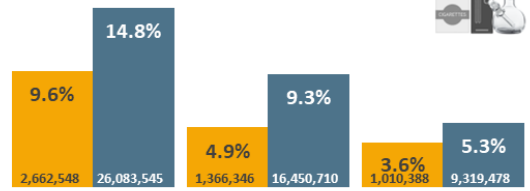


	who use a WELLS FARGO Checking Account and Debit Card		USA	
Slot Machines	6,688,792	24.1%	43,267,425	24.5%
Table Games (Craps, Poker, etc.)	2,860,754	10.3%	18,513,878	10.5%
Bar / Nightclub	2,978,167	10.7%	17,123,951	9.7%
Upscale Restaurant	2,946,681	10.6%	15,707,179	8.9%
Stage Show / Concert	2,242,474	8.1%	12,499,675	7.1%
Sports Betting	1,323,912	4.8%	6,366,557	3.6%
Spa	420,121	1.5%	3,710,8	2.1%
Other Gambling	519,720	1.9%	3,254	1.8%

Casinos visited past 12 months: Yes	who use a WELLS FARGO Checking Account and Debit Card	USA
	33.0%	32.0%
	9,166,265	56,535,704

Used Past 30-days: Adults 25 - 64





who use a WELLS FARGO Checking Account and Debit Card | USA

USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,584

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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

[((Banks HHLD uses (HHLD): Wells Fargo AND Financial services HHLD has/use (HHLD): Checking account) AND Financial services HHLD has/use (HHLD): Debit or ATM card)]

10.4% or 18,420,499 of USA Adults 25 - 64 use a U.S. BANK Checking Account and Debit Card .
Adults 25 - 64 who use a U.S. BANK Checking Account and Debit Card are 2.6% more likely to use QSRs past mo., 5.7% more likely to use Sit-Down Restaurants past mo., 6.% less likely to use Casinos past yr., 42.% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 64



Total Monthly QSR Users:
92.6% 17,057,532
90.2% 159,307,507

Avg. Monthly QSR Meals:
6.9
6.7

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



Total Monthly Sit-Down Restaurant Users:
81.8% 15,075,014
77.4% 136,659,051

Avg. Monthly Sit-Down Restaurant Meals:
4.2
4.1

Top-10 Cuisines: Adults 25 - 64

(Sit-Down Restaurants Used Past 30-days)



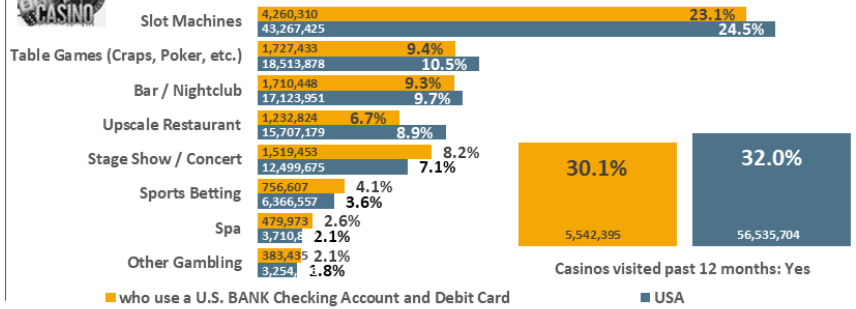
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who use a U.S. BANK Checking Account and Debit Card 4,514,778 24.5%
USA 39,315,793 22.3%

Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64

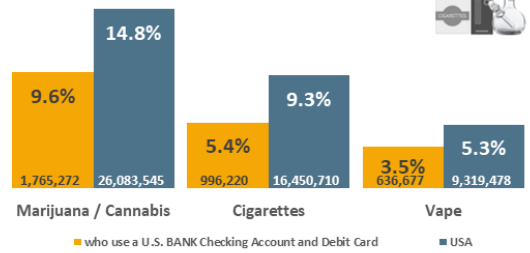




30.1% 5,542,395
32.0% 56,535,704
Casinos visited past 12 months: Yes

Used Past 30-days: Adults 25 - 64





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,100

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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

[((Banks HHLD uses (HHLD): U.S. Bank AND Financial services HHLD has/use (HHLD): Checking account) AND Financial services HHLD has/use (HHLD): Debit or ATM card)]

8.6% or 15,253,107 of USA Adults 25 - 64 use a PNC BANK Checking Account and Debit Card .
Adults 25 - 64 who use a PNC BANK Checking Account and Debit Card are 3.7% more likely to use QSRs past mo., 13.3% more likely to use Sit-Down Restaurants past mo., 2.5% less likely to use Casinos past yr., 36.2% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 64



Total Monthly QSR Users: 93.6% 14,274,732 | 90.2% 159,307,507

Avg. Monthly QSR Meals: 6.6 | 6.7

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



Total Monthly Sit-Down Restaurant Users: 87.7% 13,375,293 | 77.4% 136,659,051

Avg. Monthly Sit-Down Restaurant Meals: 4.1 | 4.1

Top-10 Cuisines: Adults 25 - 64

(Sit-Down Restaurants Used Past 30-days)



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

who use a PNC BANK Checking Account and Debit Card 4,429,160 29.0%

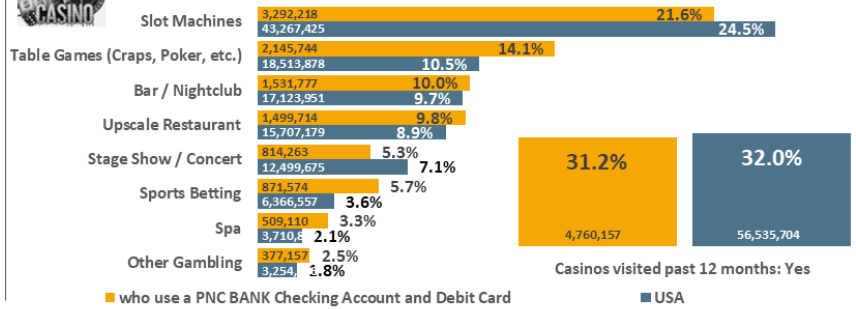
USA 39,315,793 22.3%

Drank Past 30-days: Adults 25 - 64



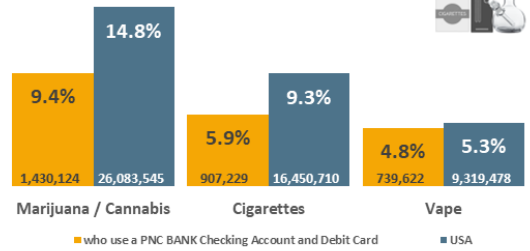
Past 12 months Casino Activities: Adults 25 - 64





Used Past 30-days: Adults 25 - 64





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 949

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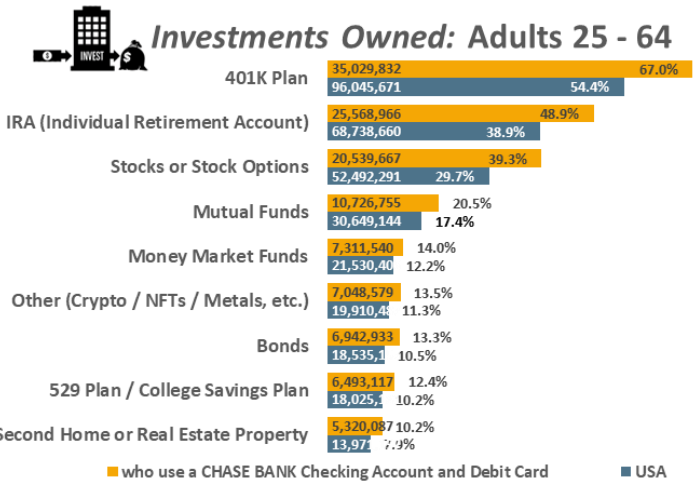
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

[((Banks HHLD uses (HHLD): PNC Bank AND Financial services HHLD has/use (HHLD): Checking account) AND Financial services HHLD has/use (HHLD): Debit or ATM card)]

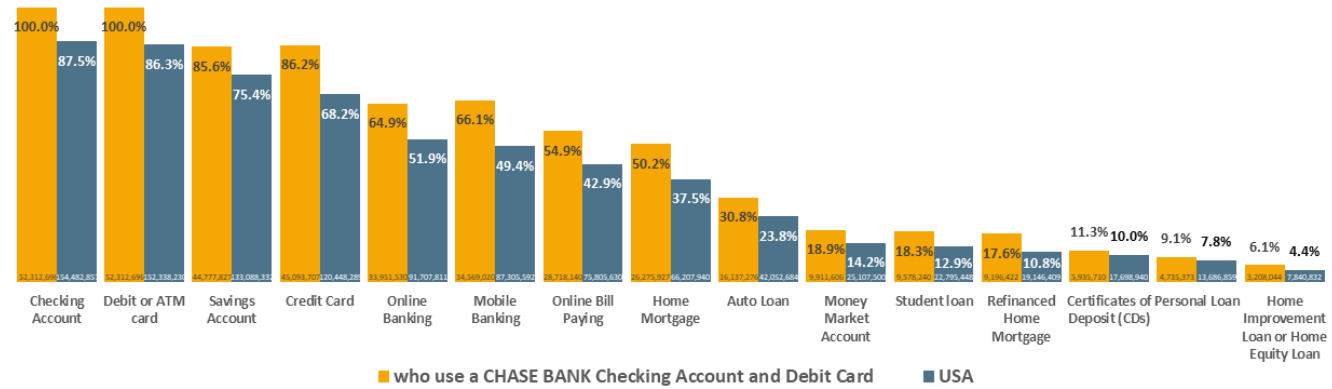
CHASE

29.6% or 52,312,696 of USA Adults 25 - 64 use a CHASE BANK Checking Account and Debit Card .
Adults 25 - 64 who use a CHASE BANK Checking Account and Debit Card are 23.1% more likely to have a 401K, 29.5% more likely to have an Auto Loan, 47.8% more likely to Invest/Trade Stocks Online, 3.2% less likely to pay with their Debit Card.

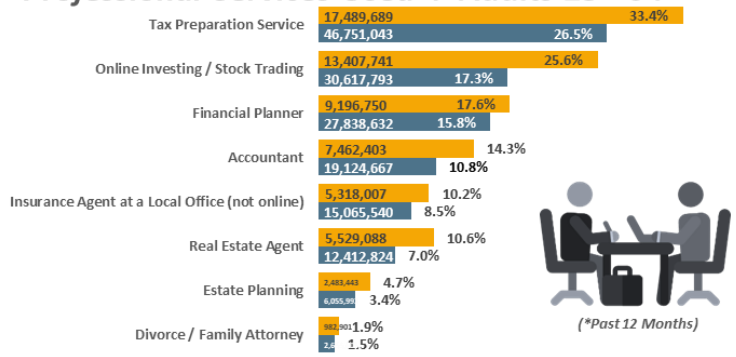
Investments Owned: Adults 25 - 64



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

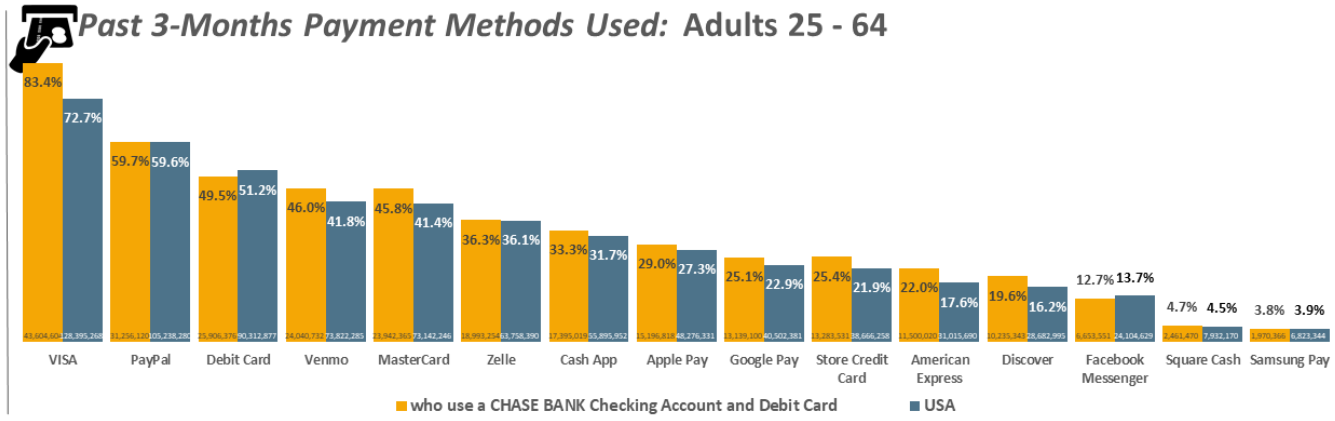


Professional Services Used:* Adults 25 - 64



*(*Past 12 Months)*

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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,348

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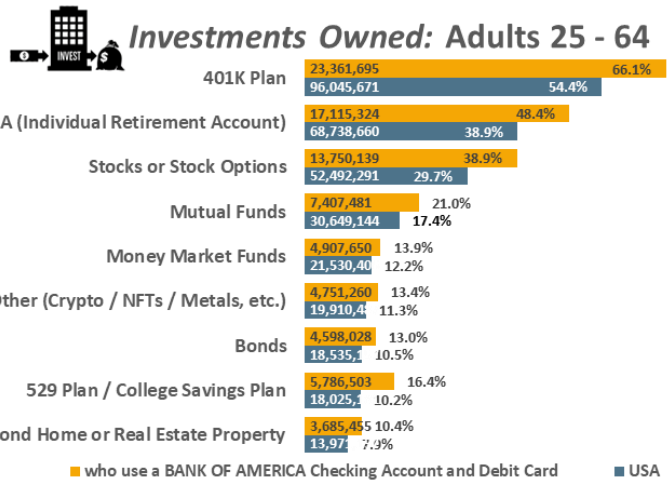
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

[((Banks HHLD uses (HHLD): Chase AND Financial services HHLD has/use (HHLD): Checking account) AND Financial services HHLD has/use (HHLD): Debit or ATM card)]

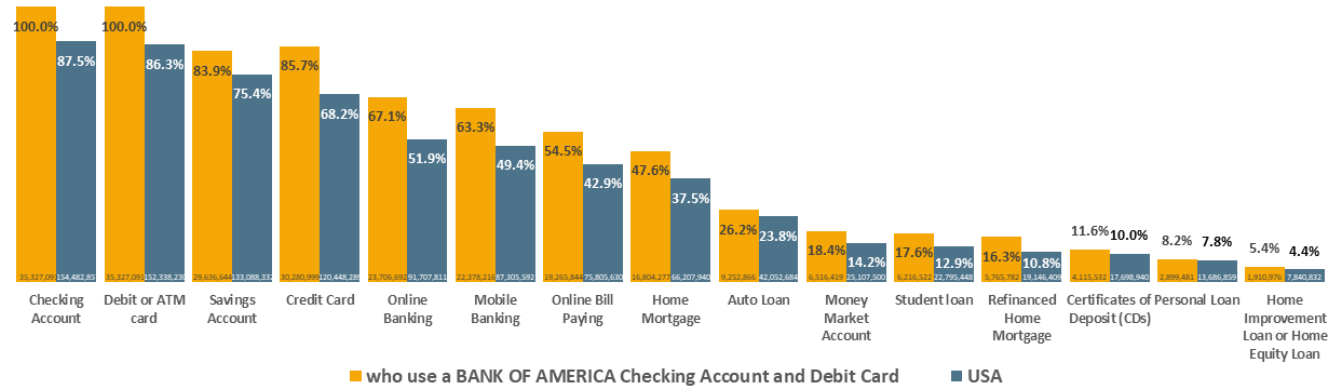
BANK OF AMERICA

20.% or 35,327,091 of USA Adults 25 - 64 use a BANK OF AMERICA Checking Account and Debit Card . Adults 25 - 64 who use a BANK OF AMERICA Checking Account and Debit Card are 21.6% more likely to have a 401K, 10.% more likely to have an Auto Loan, 58.2% more likely to Invest/Trade Stocks Online, 6.3% more likely to pay with their Debit Card.

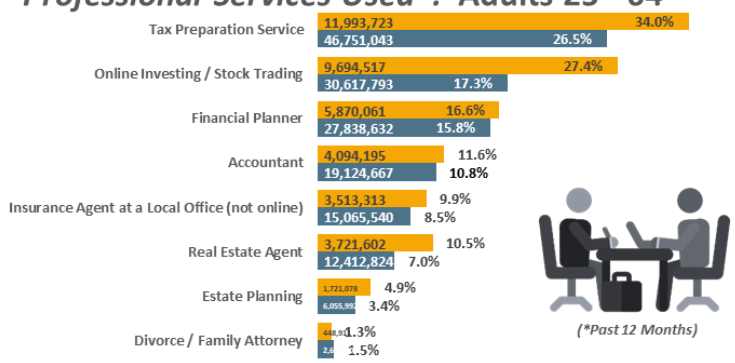
Investments Owned: Adults 25 - 64



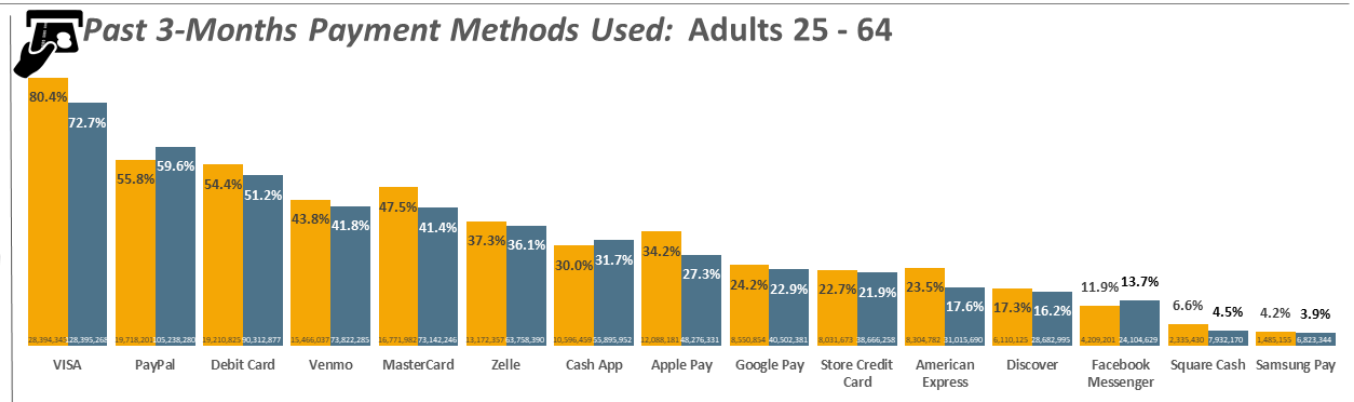
Financial Services Has and/or Uses: Adults 25 - 64



Professional Services Used:* Adults 25 - 64



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,955

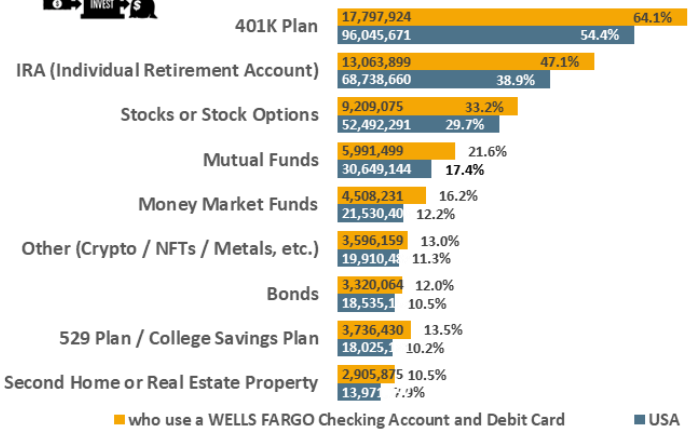
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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

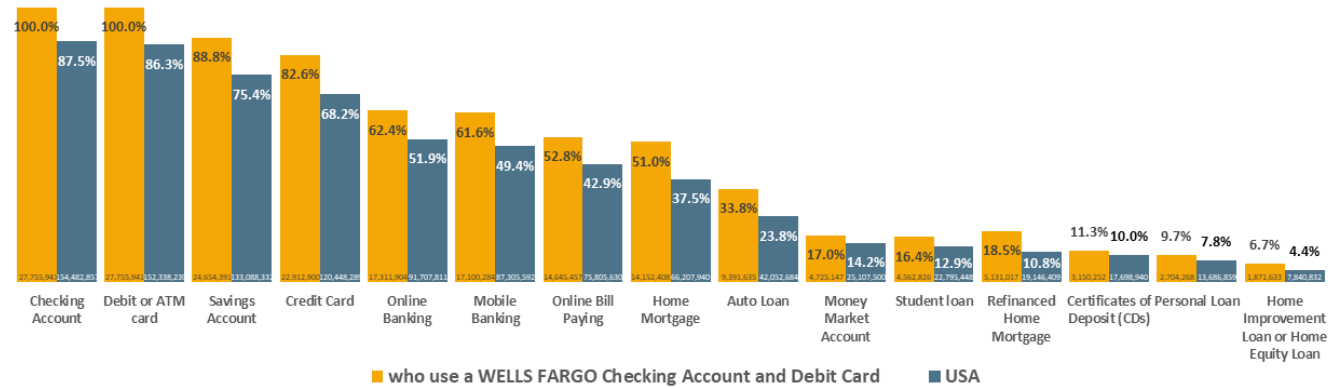
[((Banks HHLD uses (HHLD): Bank of America AND Financial services HHLD has/use (HHLD): Checking account) AND Financial services HHLD has/use (HHLD): Debit or ATM card)]

15.7% or 27,755,941 of USA Adults 25 - 64 use a WELLS FARGO Checking Account and Debit Card .
Adults 25 - 64 who use a WELLS FARGO Checking Account and Debit Card are 17.9% more likely to have a 401K, 42.1% more likely to have an Auto Loan, 31.6% more likely to Invest/Trade Stocks Online, 6.1% more likely to pay with their Debit Card.

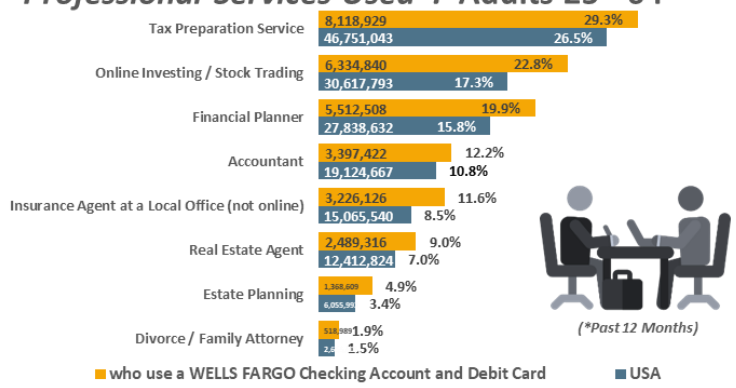
Investments Owned: Adults 25 - 64



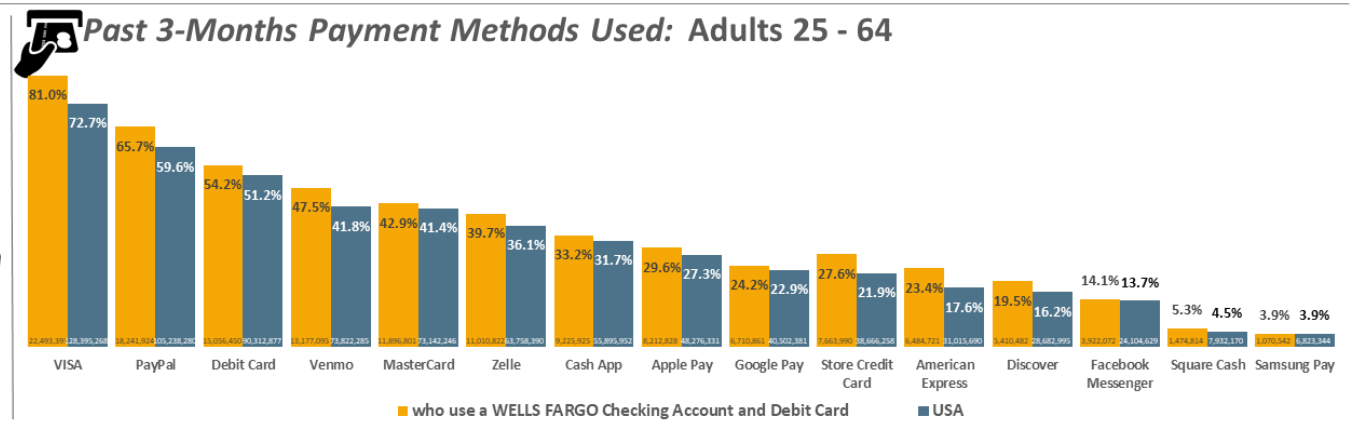
Financial Services Has and/or Uses: Adults 25 - 64



Professional Services Used:* Adults 25 - 64



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,584

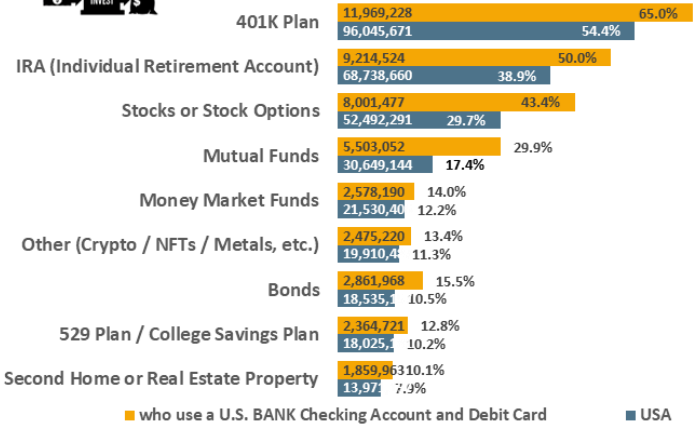
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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

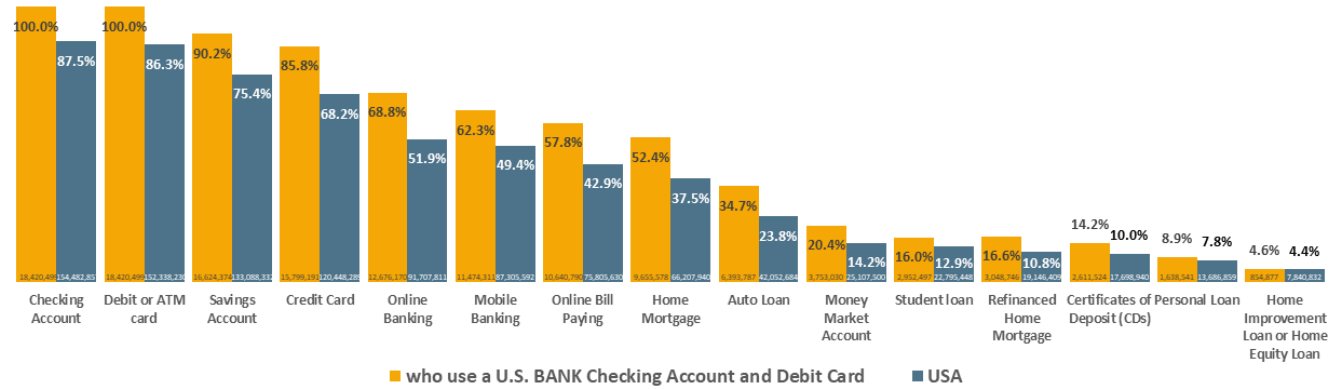
[((Banks HHLD uses (HHLD): Wells Fargo AND Financial services HHLD has/use (HHLD): Checking account) AND Financial services HHLD has/use (HHLD): Debit or ATM card)]

10.4% or 18,420,499 of USA Adults 25 - 64 use a U.S. BANK Checking Account and Debit Card .
Adults 25 - 64 who use a U.S. BANK Checking Account and Debit Card are 19.4% more likely to have a 401K, 45.7% more likely to have an Auto Loan, 42.3% more likely to Invest/Trade Stocks Online, 7.3% more likely to pay with their Debit Card.

Investments Owned: Adults 25 - 64



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

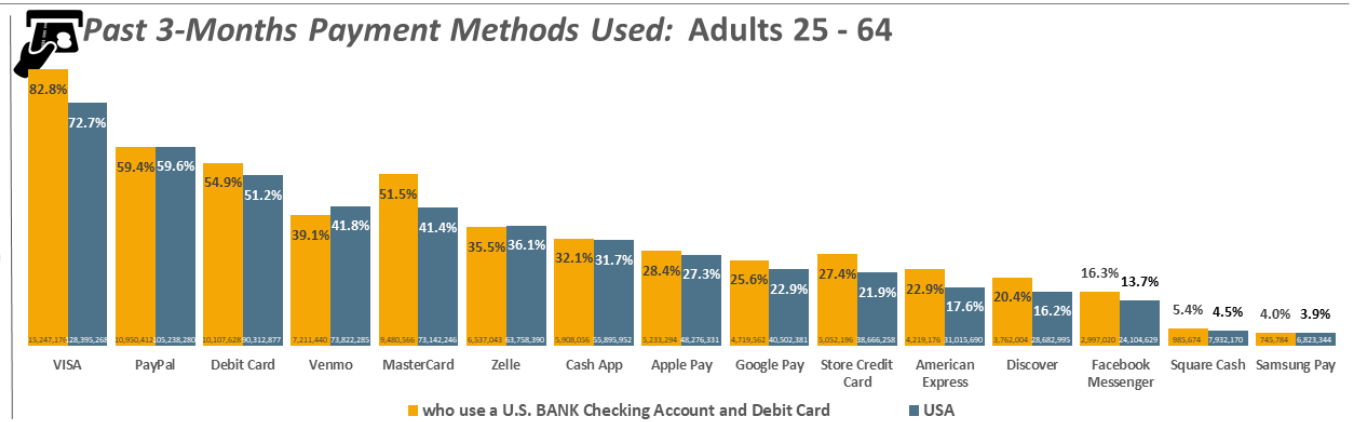


Professional Services Used:* Adults 25 - 64



*(*Past 12 Months)*

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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,100

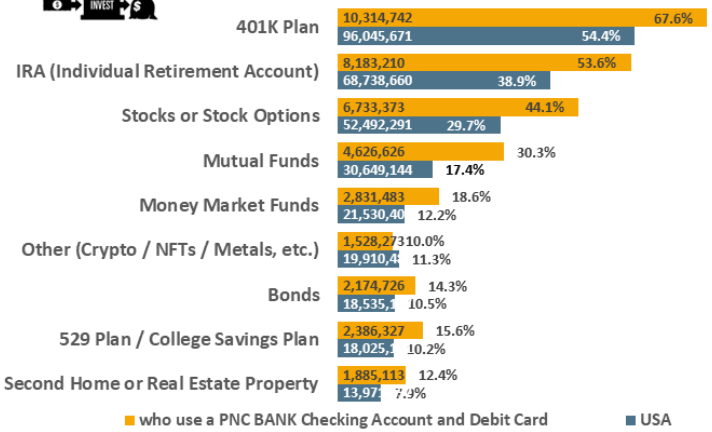
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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

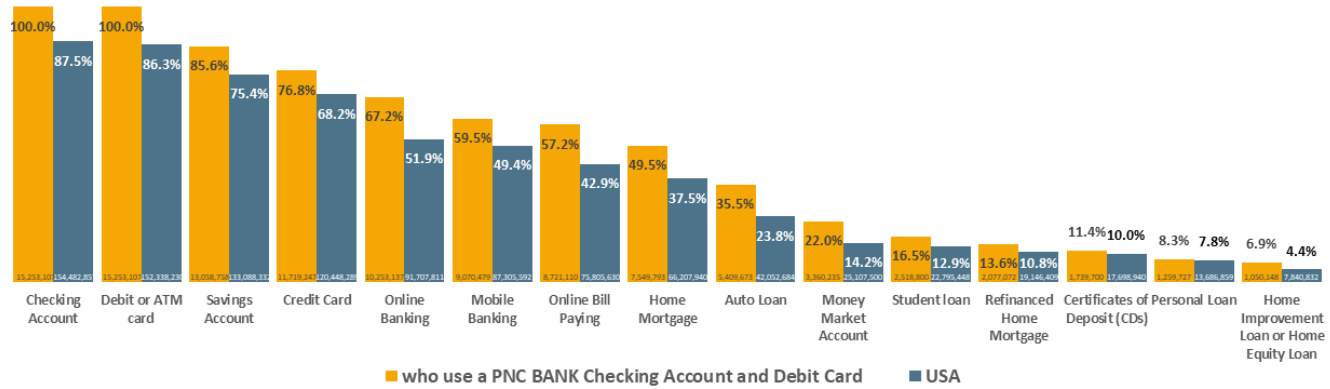
[((Banks HHLD uses (HHLD): U.S. Bank AND Financial services HHLD has/use (HHLD): Checking account) AND Financial services HHLD has/use (HHLD): Debit or ATM card)]

8.6% or 15,253,107 of USA Adults 25 - 64 use a PNC BANK Checking Account and Debit Card .
Adults 25 - 64 who use a PNC BANK Checking Account and Debit Card are 24.3% more likely to have a 401K, 48.9% more likely to have an Auto Loan, 34.% more likely to Invest/Trade Stocks Online, 14.8% more likely to pay with their Debit Card.

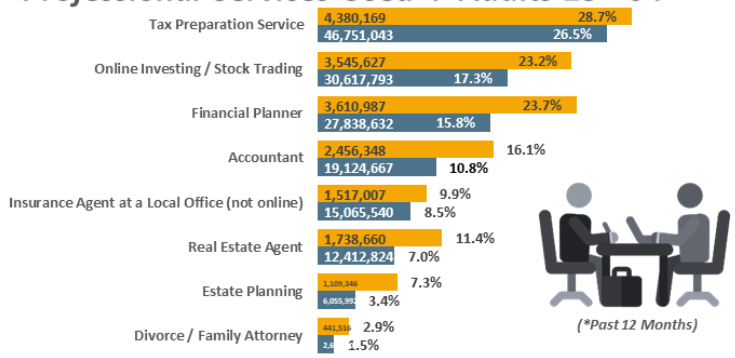
Investments Owned: Adults 25 - 64



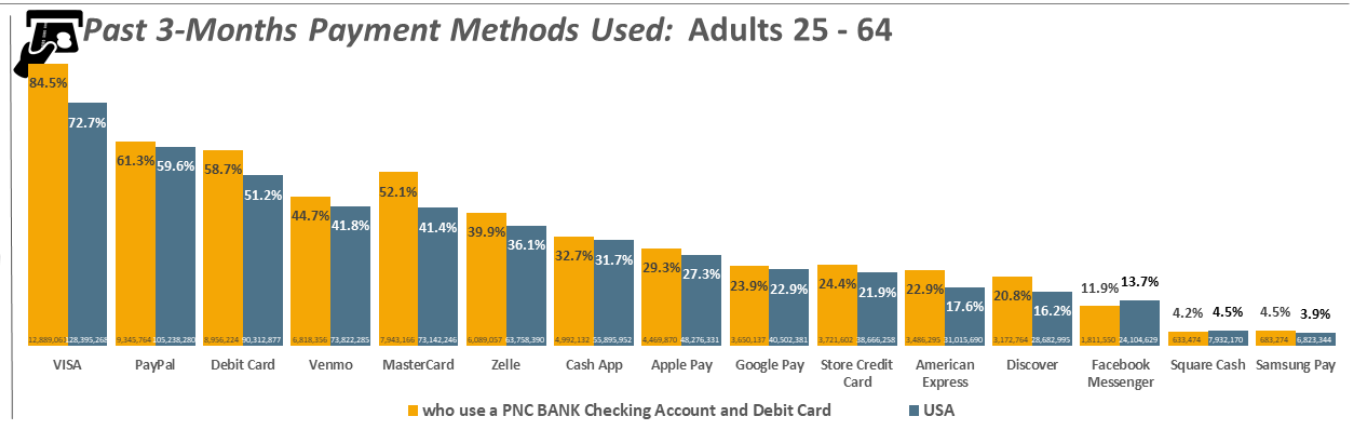
Financial Services Has and/or Uses: Adults 25 - 64



Professional Services Used:* Adults 25 - 64



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 949

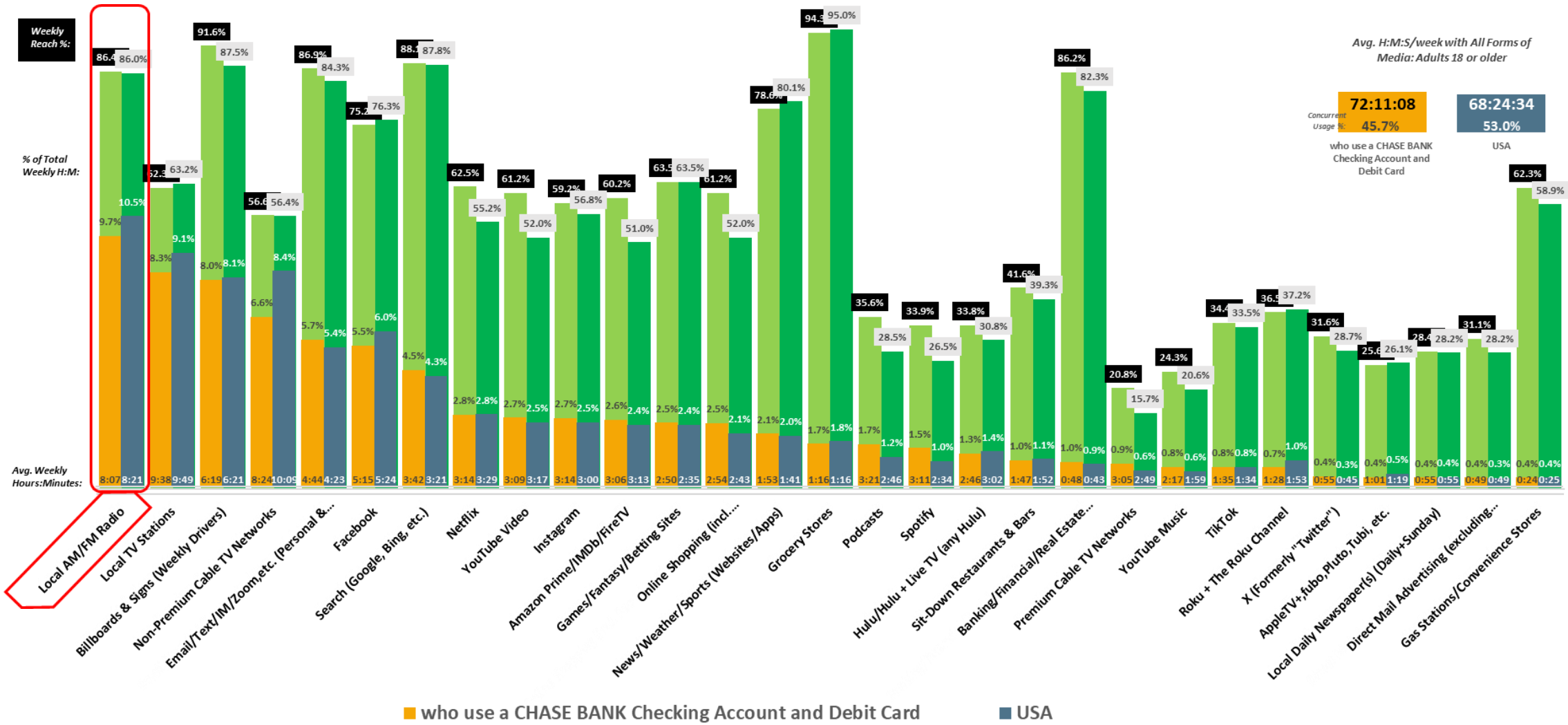
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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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Adults 25 - 64 who use a CHASE BANK Checking Account and Debit Card spend an average of 3 days, 0 hours, 11 minutes and 8 seconds each week with All Forms of Media.

86.4% of Adults 25 - 64 who use a CHASE BANK Checking Account and Debit Card spend an avg. of 8 hours and 7 minutes each week listening to All Local AM/FM Radio, representing 9.7% of total time spent with all forms of Media.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,348 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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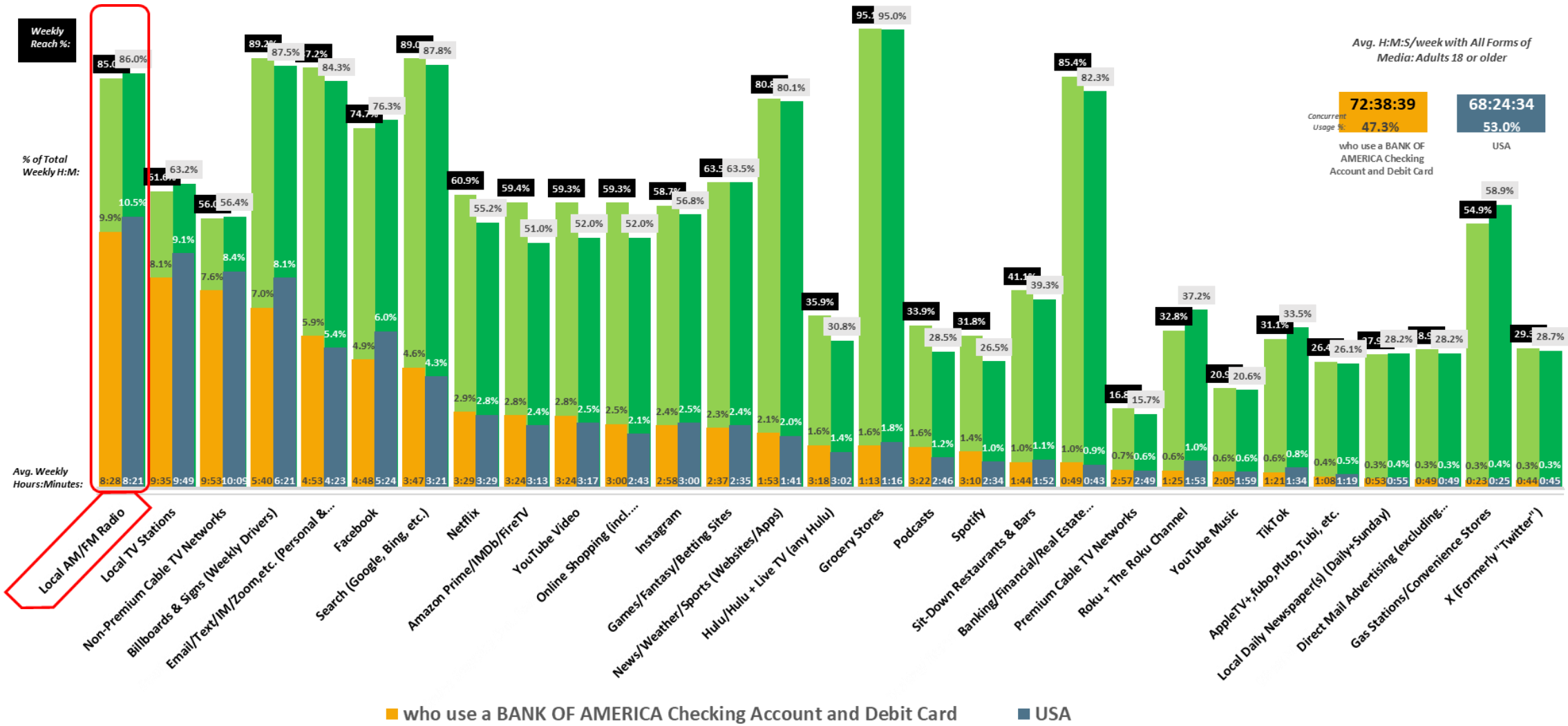
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BANK OF AMERICA

Adults 25 - 64 who use a BANK OF AMERICA Checking Account and Debit Card spend an average of 3 days, 0 hours, 38 minutes and 39 seconds each week with All Forms of Media.

85.% of Adults 25 - 64 who use a BANK OF AMERICA Checking Account and Debit Card spend an avg. of 8 hours and 28 minutes each week listening to All Local AM/FM Radio, representing 9.9% of total time spent with all forms of Media.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,955 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

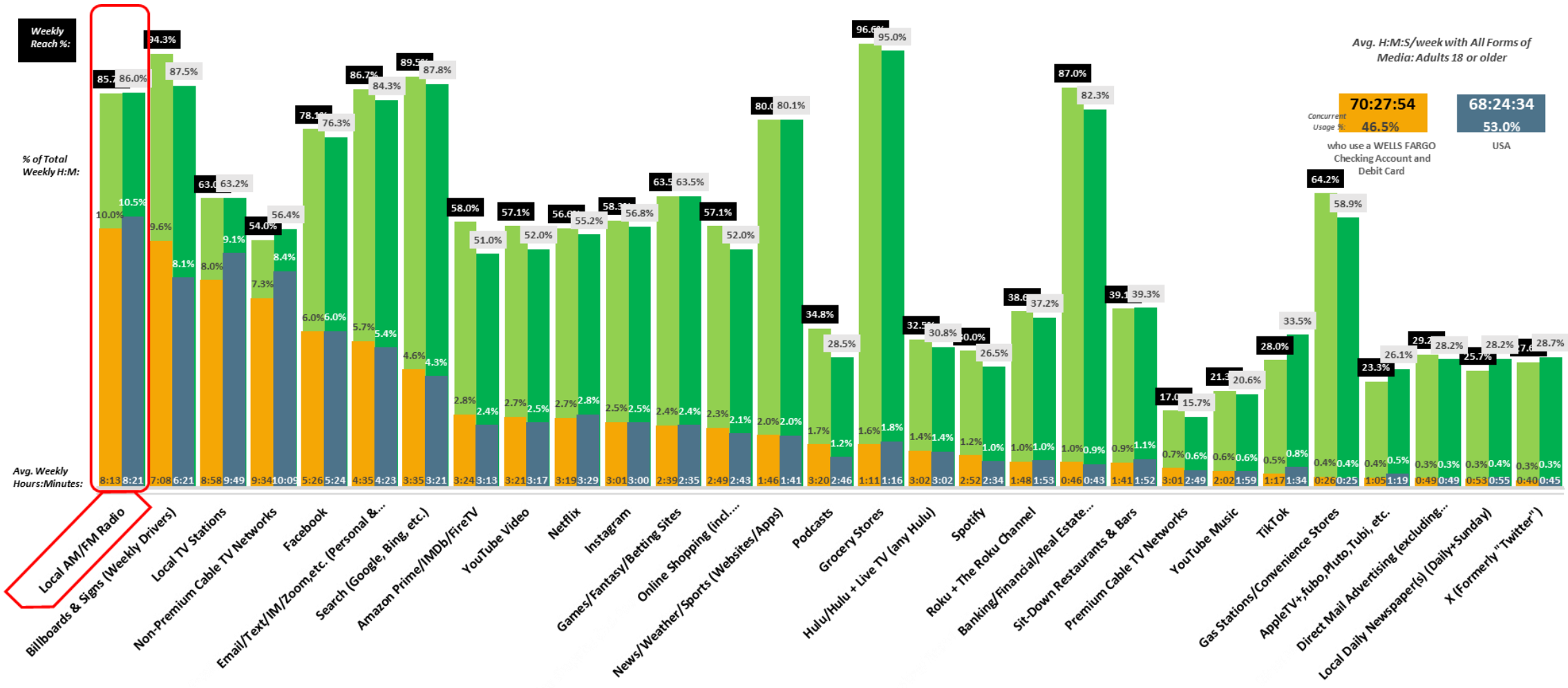
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Adults 25 - 64 who use a WELLS FARGO Checking Account and Debit Card spend an average of 2 days, 22 hours, 27 minutes and 54 seconds each week with All Forms of Media.

85.7% of Adults 25 - 64 who use a WELLS FARGO Checking Account and Debit Card spend an avg. of 8 hours and 13 minutes each week listening to All Local AM/FM Radio, representing 10.% of total time spent with all forms of Media.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,584 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

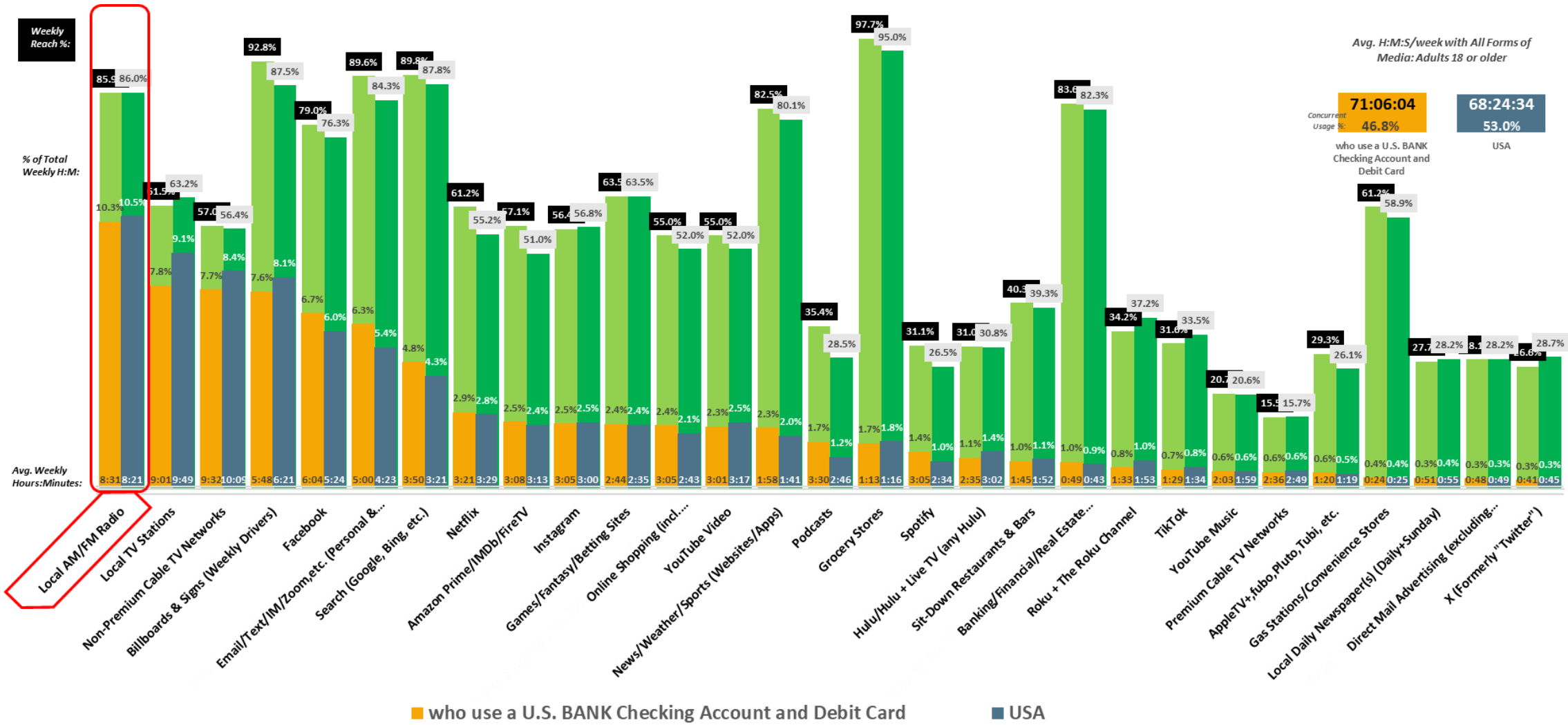
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Adults 25 - 64 who use a U.S. BANK Checking Account and Debit Card spend an average of 2 days, 23 hours, 6 minutes and 4 seconds each week with All Forms of Media.

85.9% of Adults 25 - 64 who use a U.S. BANK Checking Account and Debit Card spend an avg. of 8 hours and 31 minutes each week listening to All Local AM/FM Radio, representing 10.3% of total time spent with all forms of Media.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,100 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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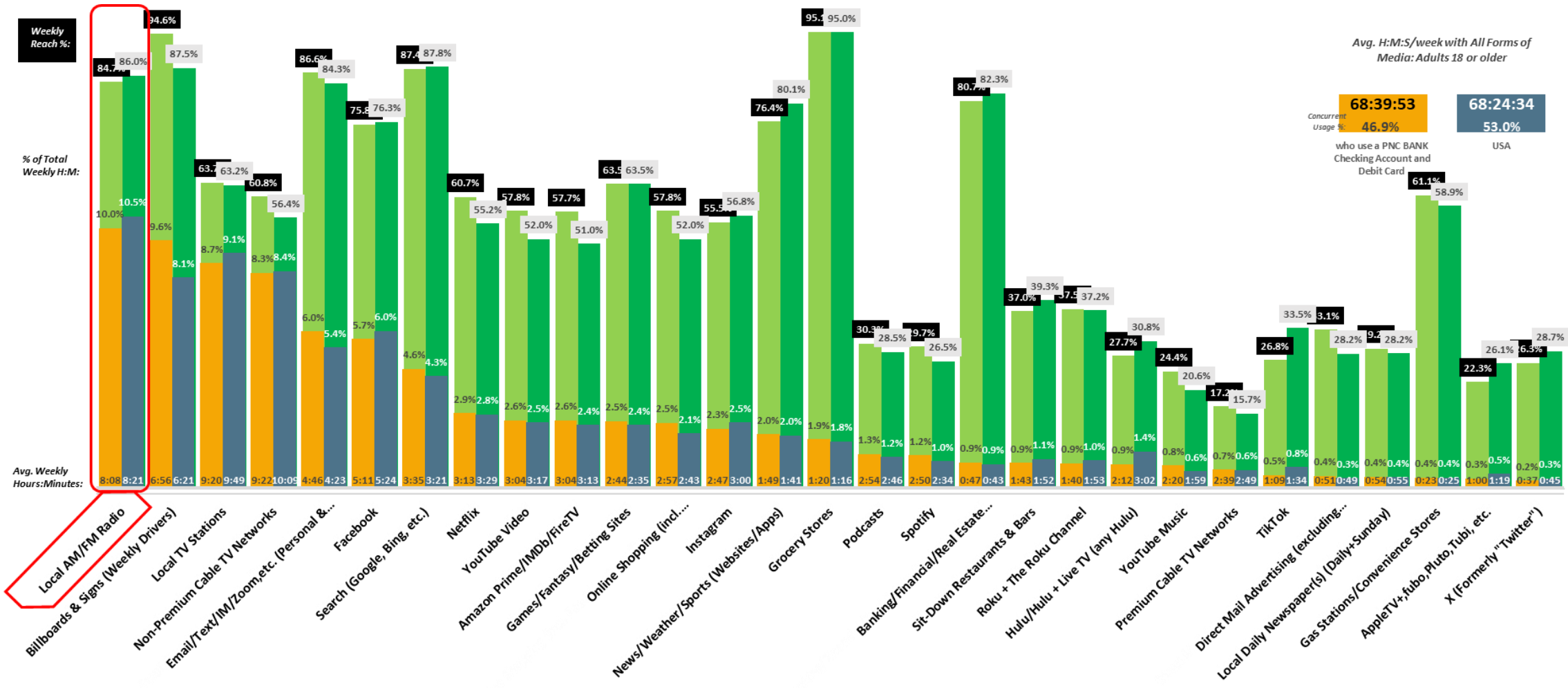
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PNC BANK

Adults 25 - 64 who use a PNC BANK Checking Account and Debit Card spend an average of 2 days, 20 hours, 39 minutes and 53 seconds each week with All Forms of Media.

84.7% of Adults 25 - 64 who use a PNC BANK Checking Account and Debit Card spend an avg. of 8 hours and 8 minutes each week listening to All Local AM/FM Radio, representing 10.% of total time spent with all forms of Media.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 949 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

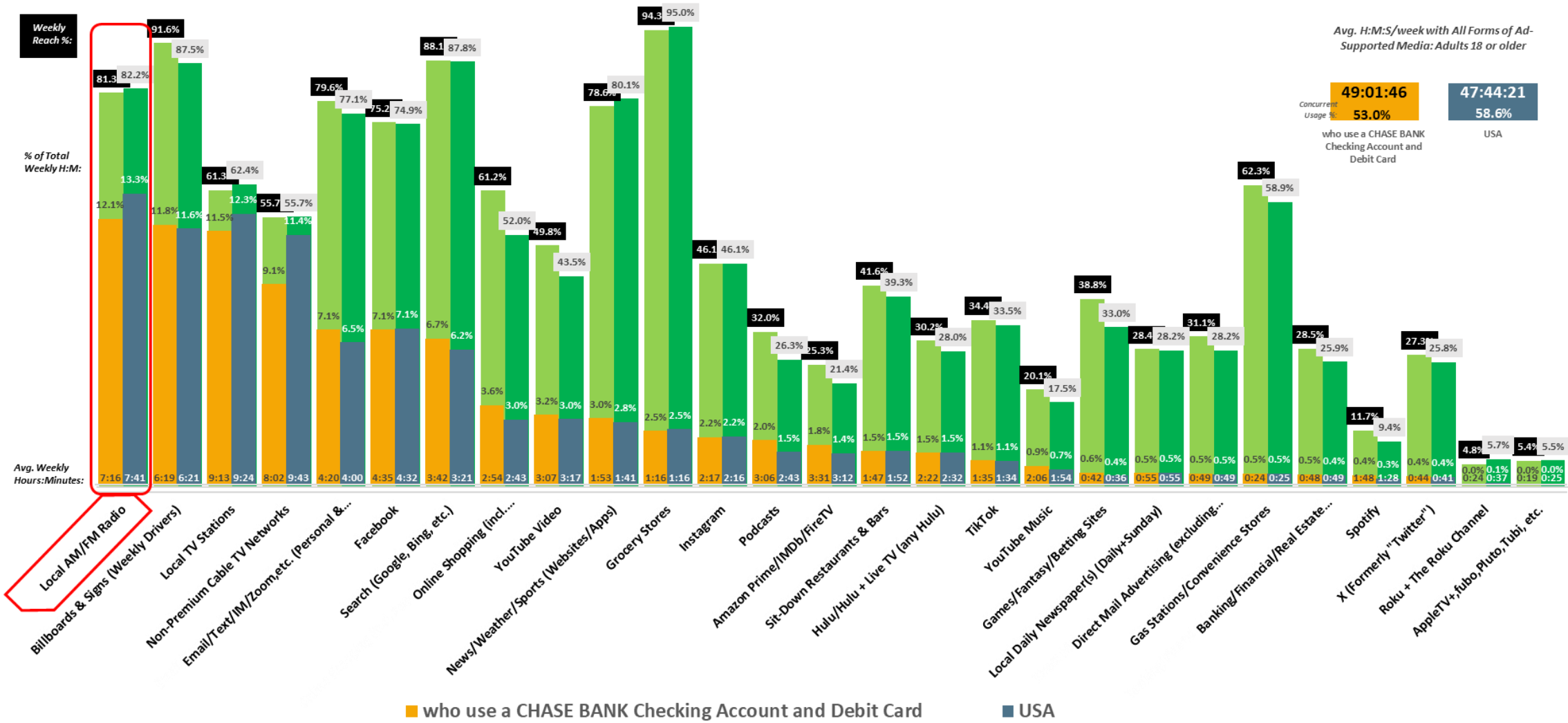
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Adults 25 - 64 who use a CHASE BANK Checking Account and Debit Card spend an average of 2 days, 1 hours, 1 minutes and 46 seconds each week with All Forms of Ad-Supported Media.

81.3% of Adults 25 - 64 who use a CHASE BANK Checking Account and Debit Card spend an avg. of 7 hours and 16 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.1% of total time spent with all forms of Ad-Supported Media.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,348 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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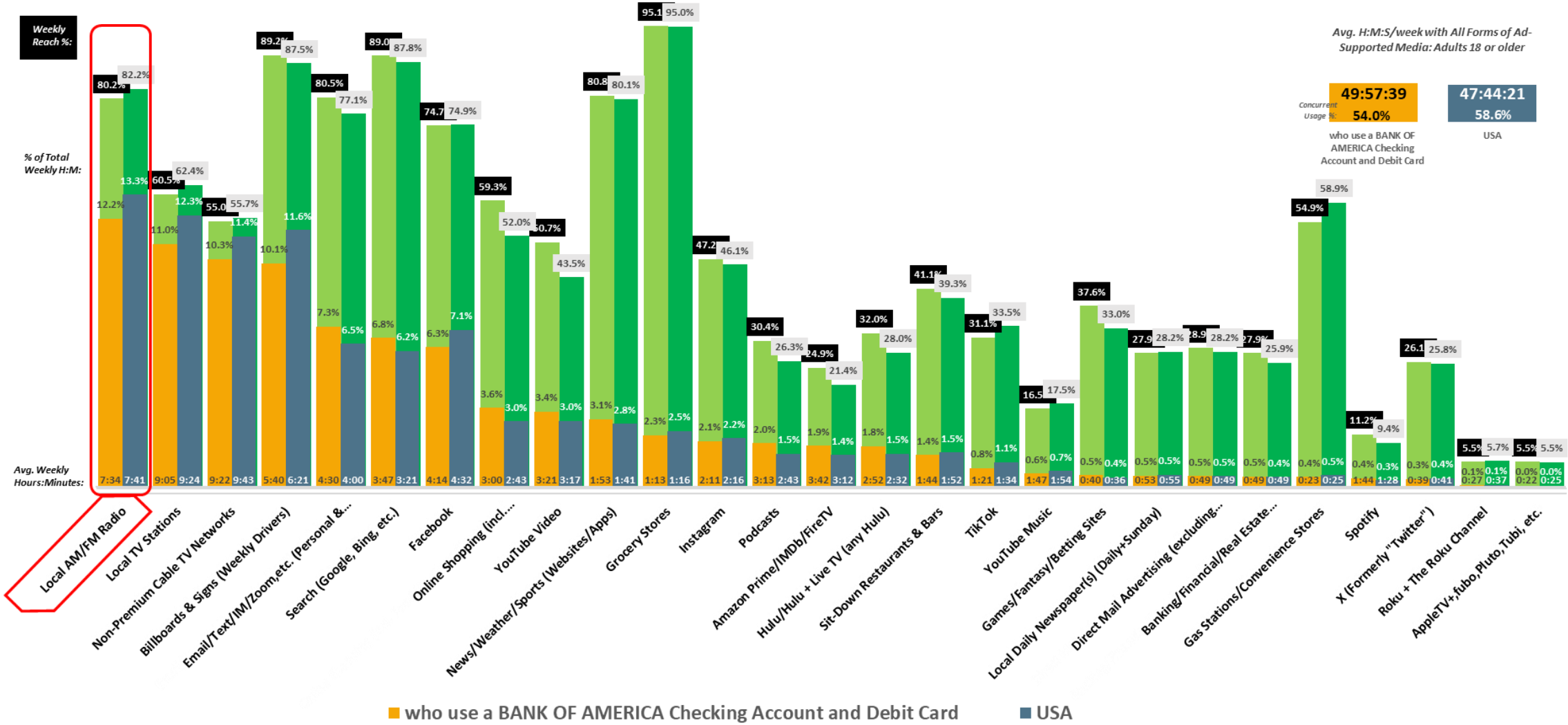
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BANK OF AMERICA

Adults 25 - 64 who use a BANK OF AMERICA Checking Account and Debit Card spend an average of 2 days, 1 hours, 57 minutes and 39 seconds each week with All Forms of Ad-Supported Media.

80.2% of Adults 25 - 64 who use a BANK OF AMERICA Checking Account and Debit Card spend an avg. of 7 hours and 34 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.2% of total time spent with all forms of Ad-Supported Media.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,955 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

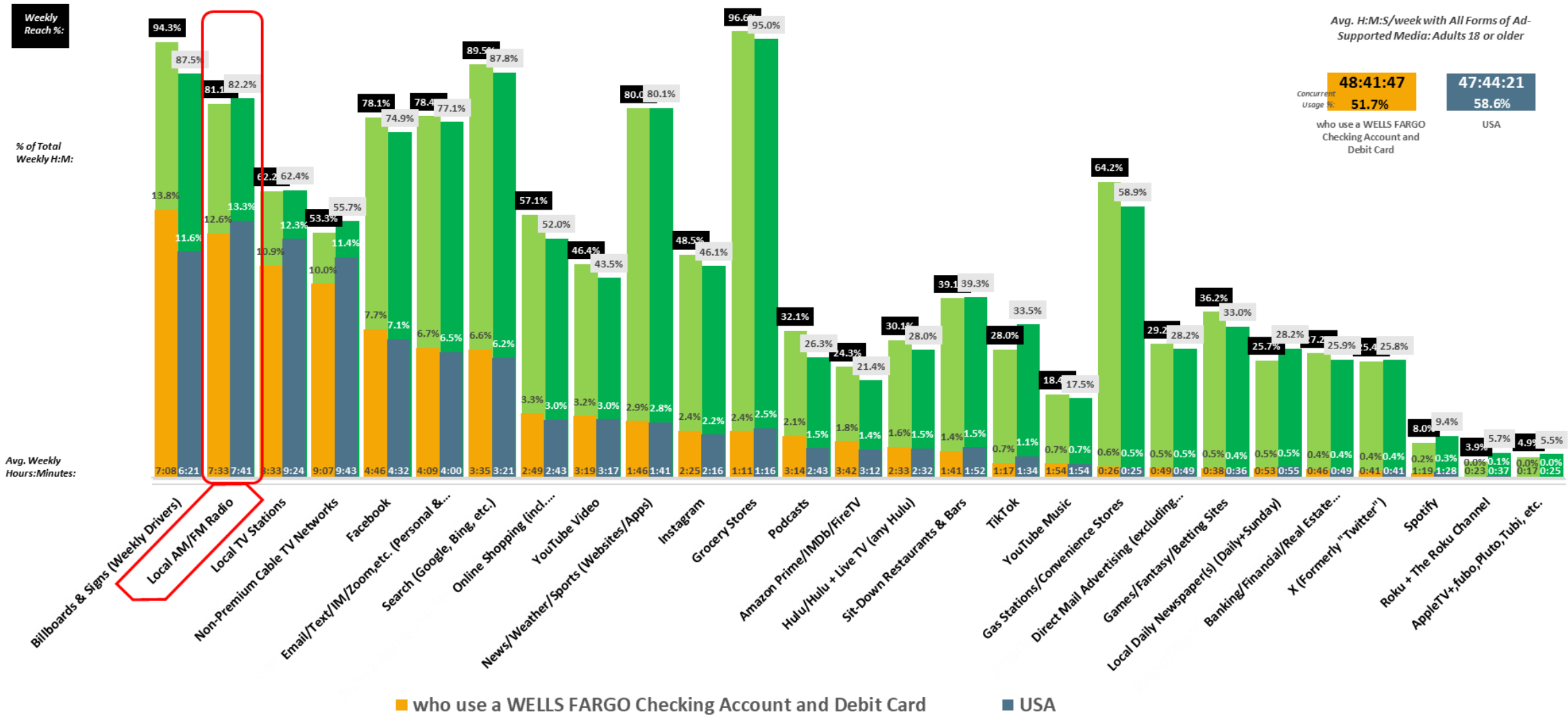
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Adults 25 - 64 who use a WELLS FARGO Checking Account and Debit Card spend an average of 2 days, 0 hours, 41 minutes and 47 seconds each week with All Forms of Ad-Supported Media.

81.1% of Adults 25 - 64 who use a WELLS FARGO Checking Account and Debit Card spend an avg. of 7 hours and 33 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.6% of total time spent with all forms of Ad-Supported Media.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,584 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

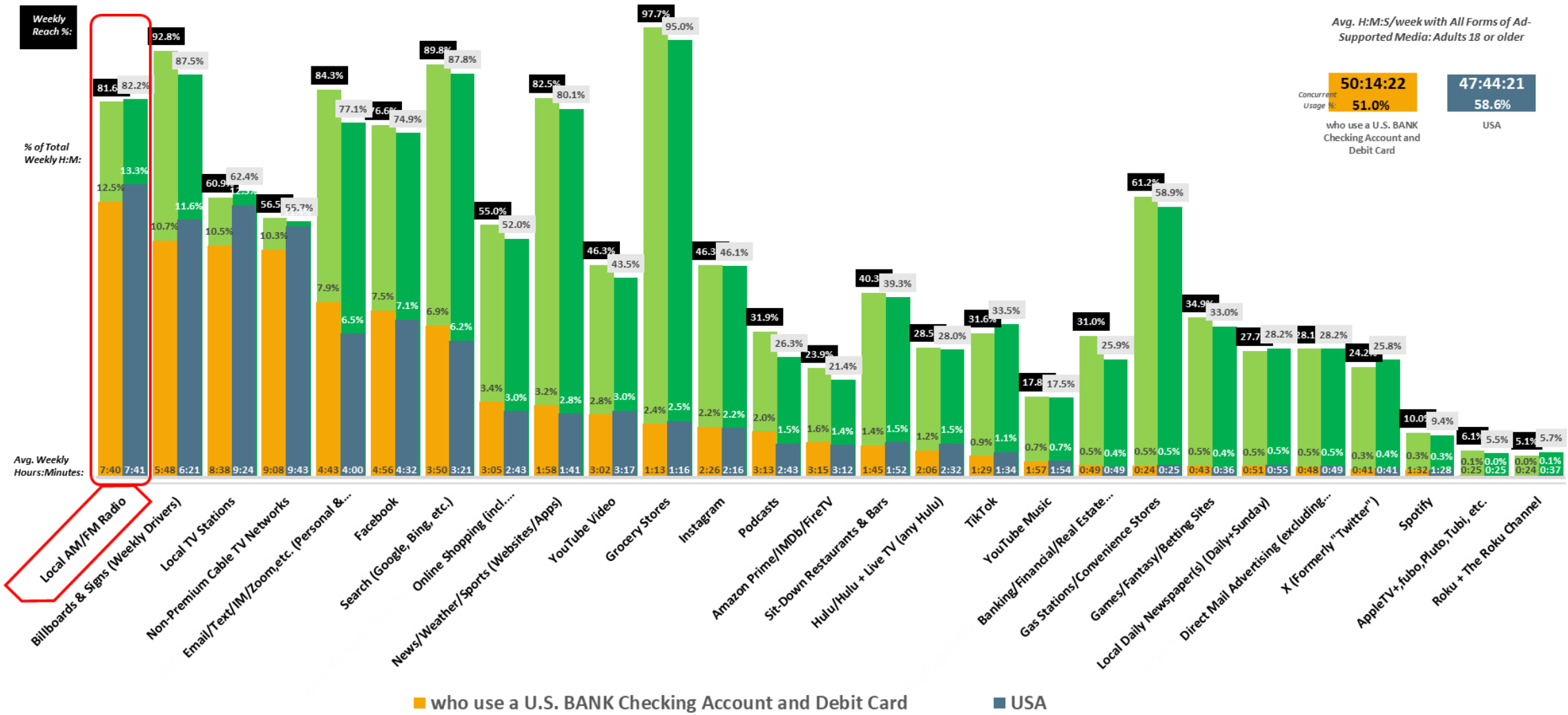
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Adults 25 - 64 who use a U.S. BANK Checking Account and Debit Card spend an average of 2 days, 2 hours, 14 minutes and 22 seconds each week with All Forms of Ad-Supported Media.

81.6% of Adults 25 - 64 who use a U.S. BANK Checking Account and Debit Card spend an avg. of 7 hours and 40 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.5% of total time spent with all forms of Ad-Supported Media.



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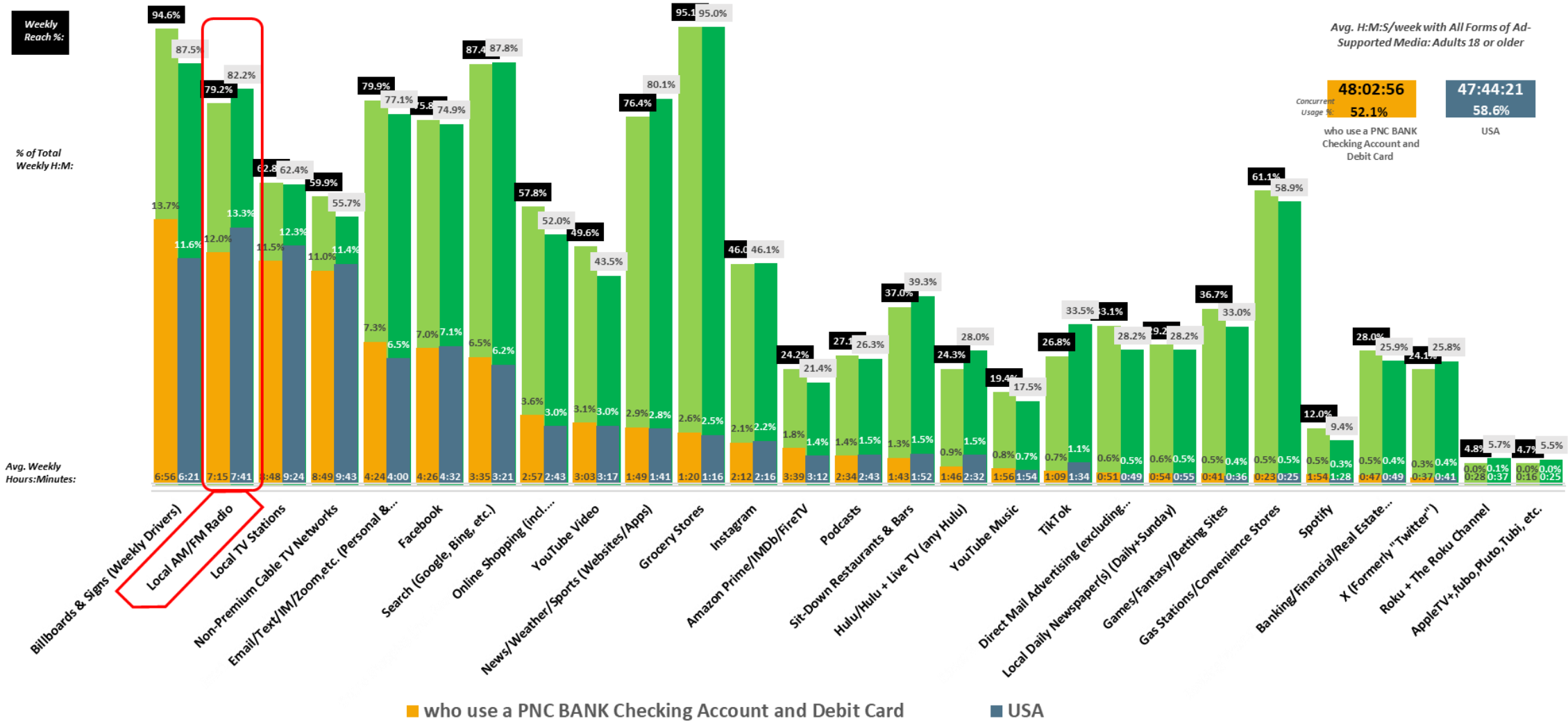
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PNC BANK

Adults 25 - 64 who use a PNC BANK Checking Account and Debit Card spend an average of 2 days, 0 hours, 2 minutes and 56 seconds each week with All Forms of Ad-Supported Media.

79.2% of Adults 25 - 64 who use a PNC BANK Checking Account and Debit Card spend an avg. of 7 hours and 15 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.% of total time spent with all forms of Ad-Supported Media.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 949 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

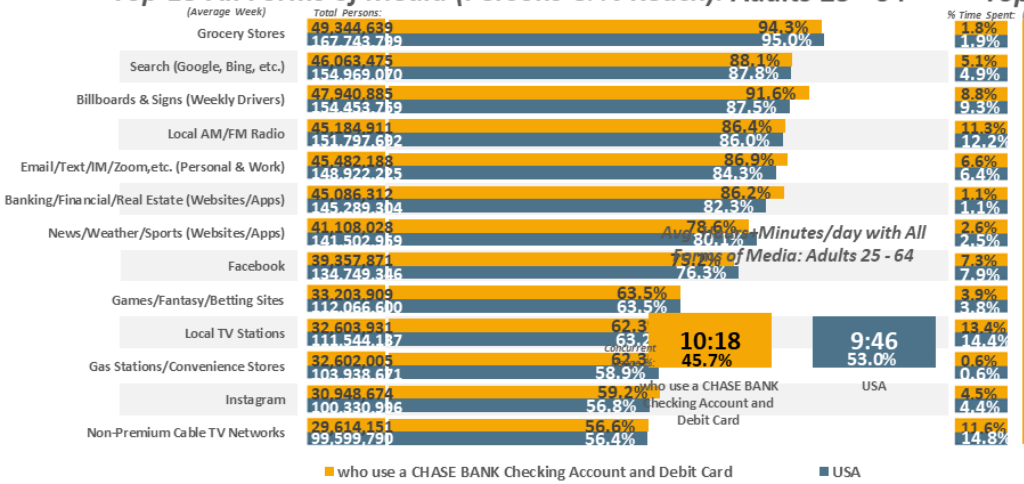
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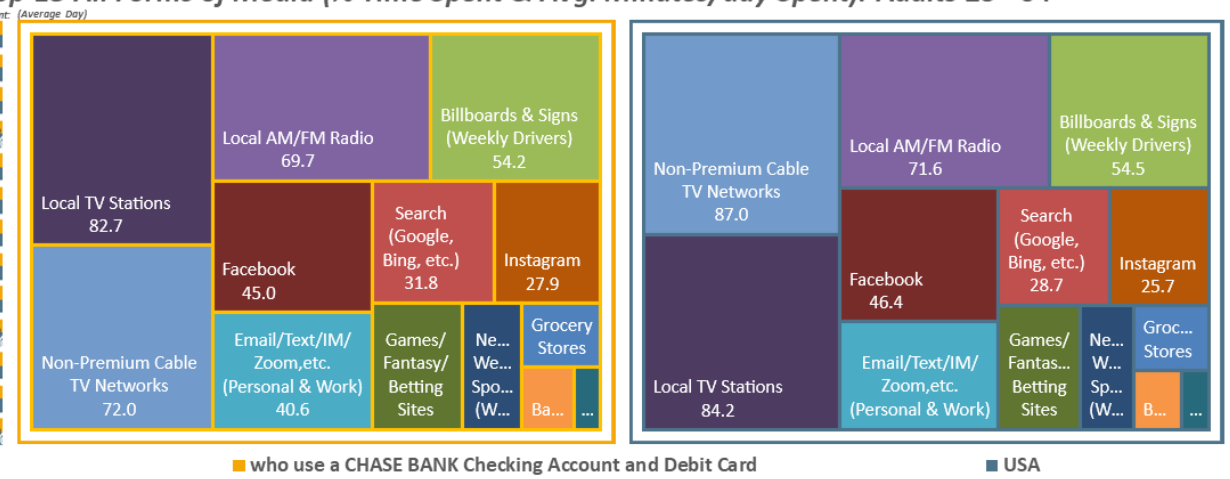
[((Banks HHLD uses (HHLD): PNC Bank AND Financial services HHLD has/use (HHLD): Checking account) AND Financial services HHLD has/use (HHLD): Debit or ATM card)]

Adults 25 - 64 who use a CHASE BANK Checking Account and Debit Card spend an average of 7 hours and 0 minutes each day with All Forms of Ad-Supported Media. 81.3% listen to Local AM/FM Radio for an avg. of 62.4 minutes/day. *(Local Radio delivers 12.1% of Time with Ad-Supported Media.)*

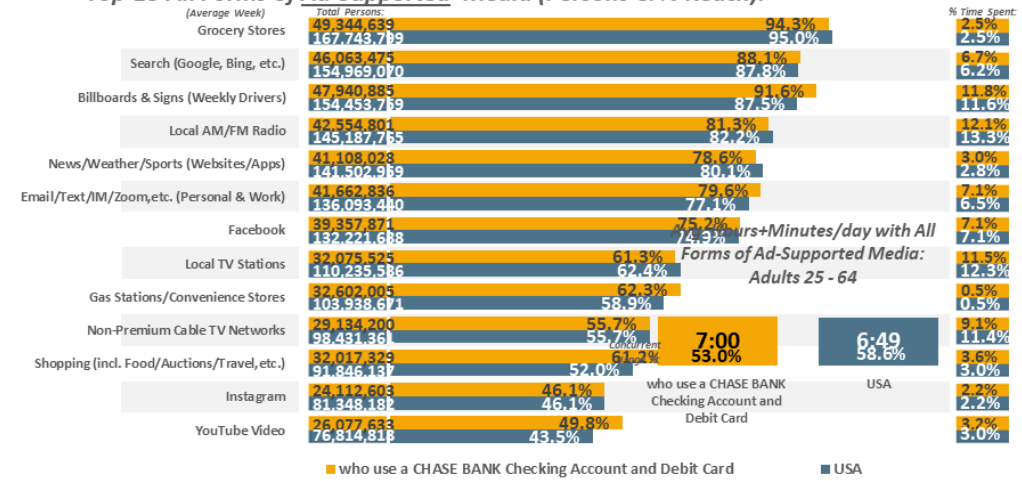
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



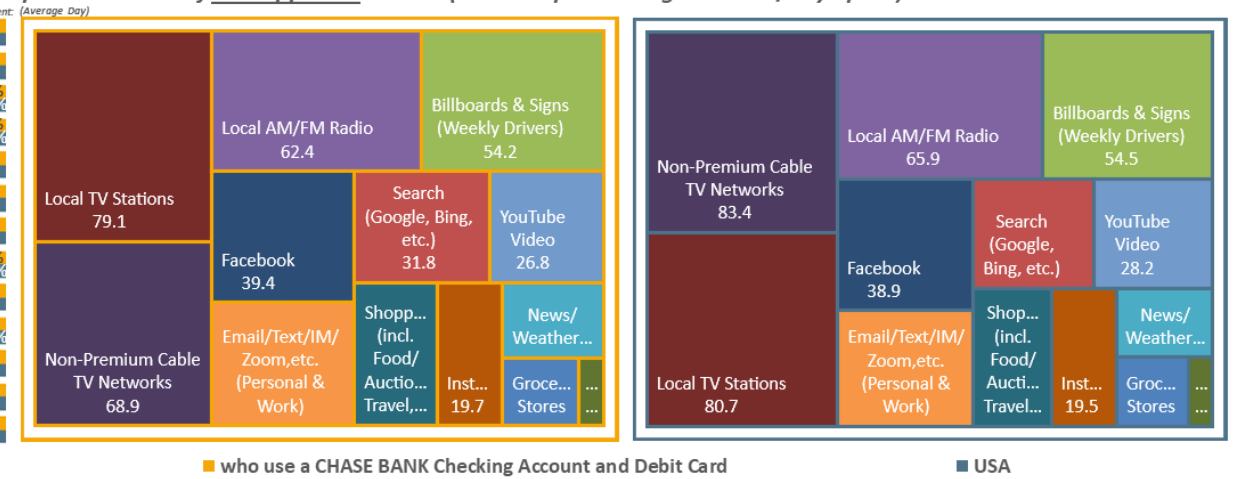
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,348

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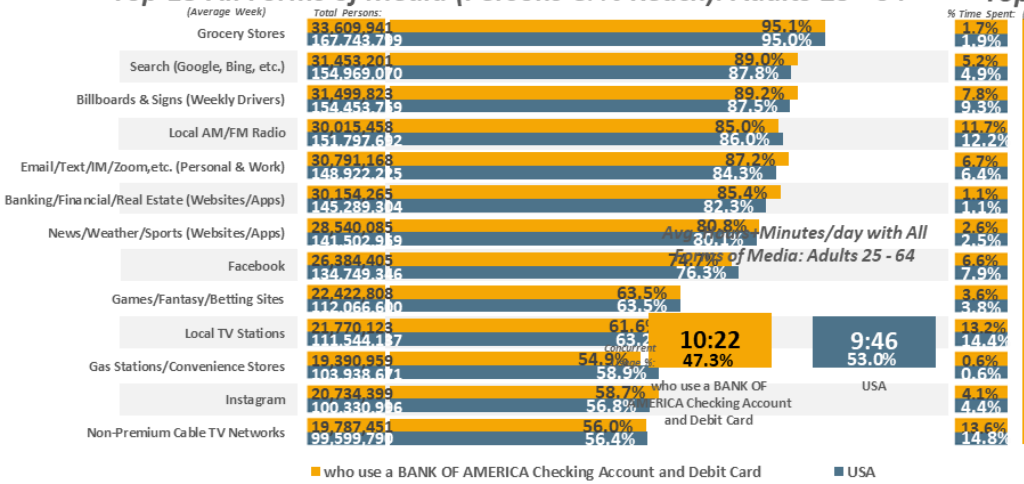
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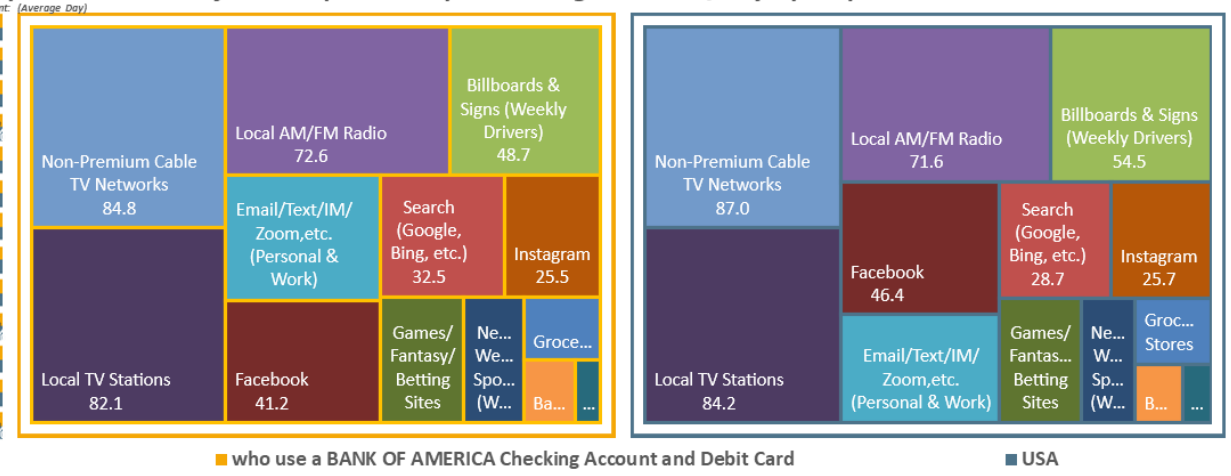
BANK OF AMERICA

Adults 25 - 64 who use a BANK OF AMERICA Checking Account and Debit Card spend an average of 7 hours and 8 minutes each day with All Forms of Ad-Supported Media. 80.2% listen to Local AM/FM Radio for an avg. of 64.9 minutes/day. *(Local Radio delivers 12.2% of Time with Ad-Supported Media.)*

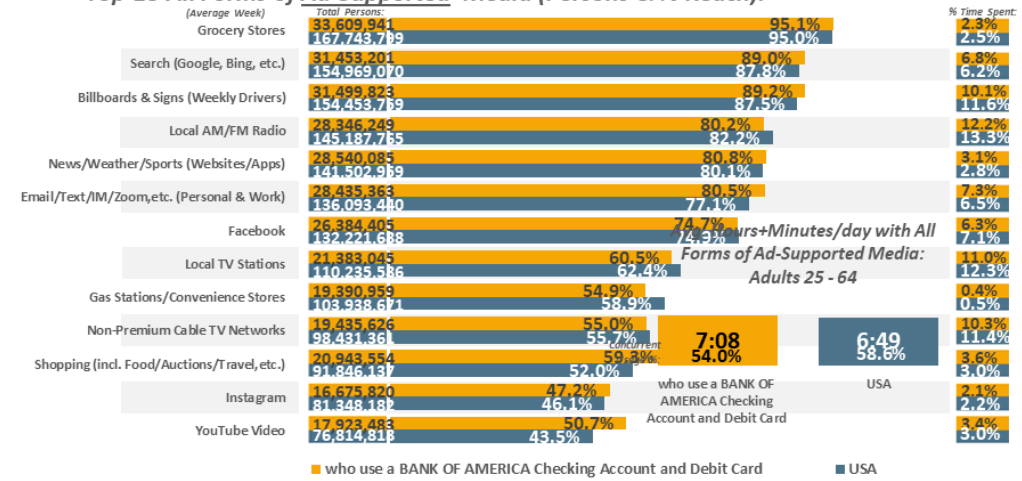
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



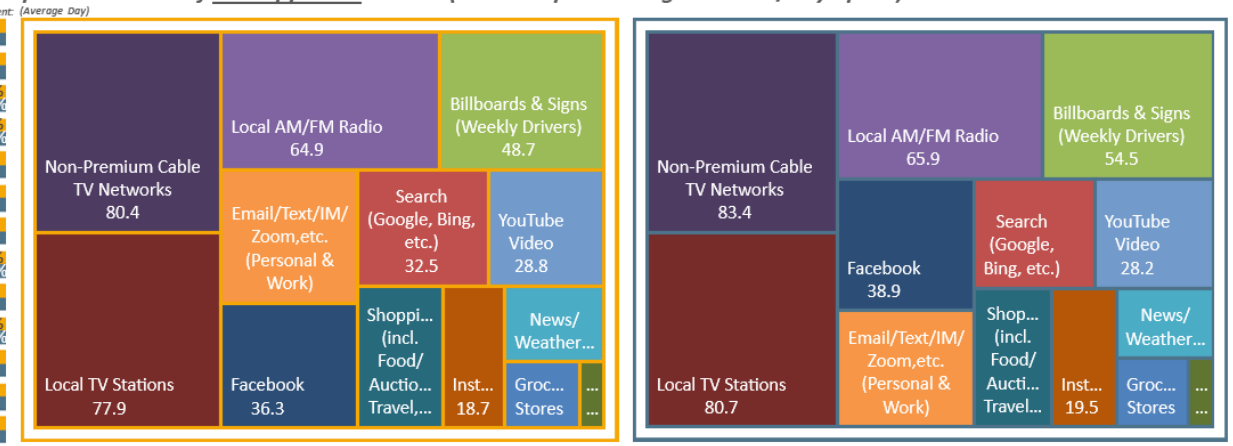
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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 R2 2023: Jan23-Oct23 Qual Intab 1,955

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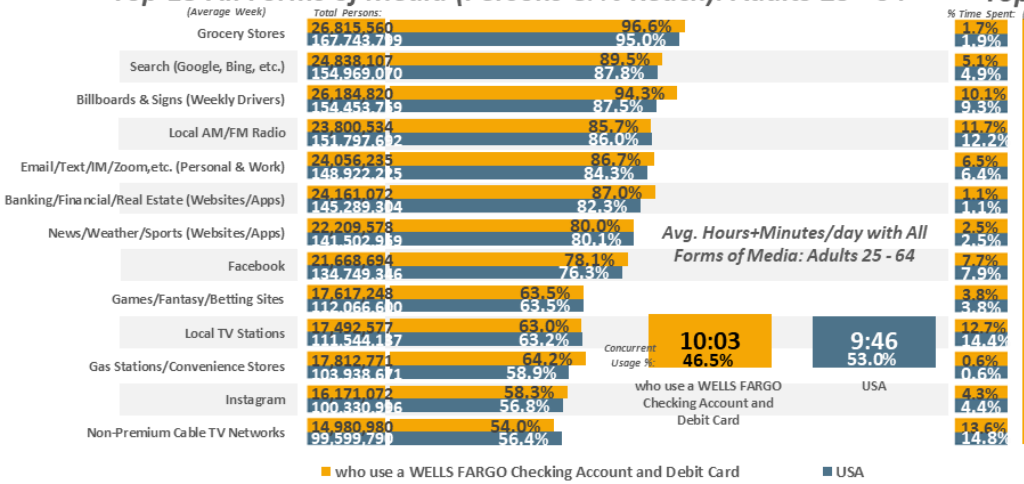
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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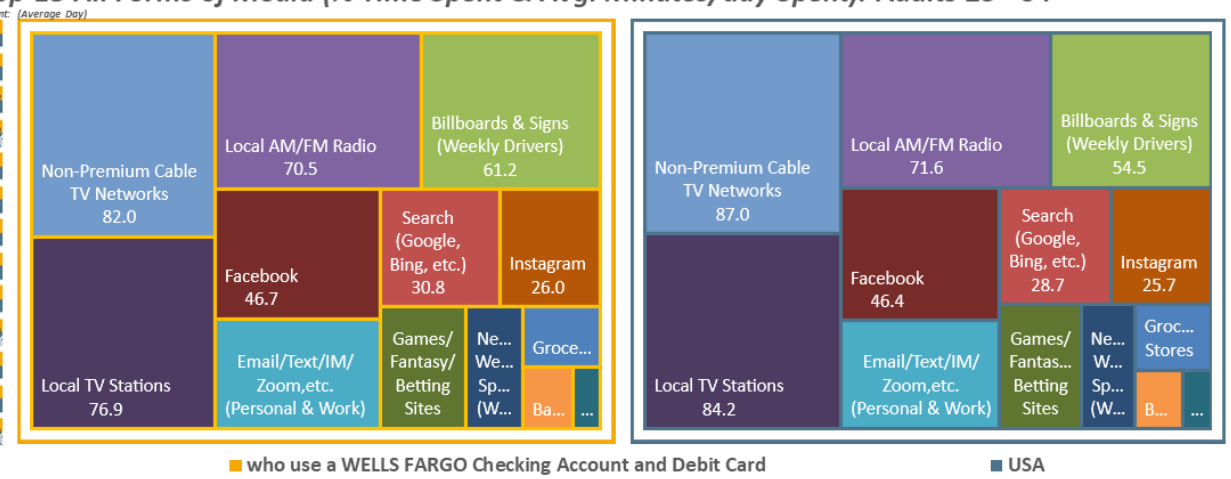
[((Banks HHLD uses (HHLD): Bank of America AND Financial services HHLD has/use (HHLD): Checking account) AND Financial services HHLD has/use (HHLD): Debit or ATM card)]

Adults 25 - 64 who use a WELLS FARGO Checking Account and Debit Card spend an average of 6 hours and 57 minutes each day with All Forms of Ad-Supported Media. 81.1% listen to Local AM/FM Radio for an avg. of 64.8 minutes/day. *(Local Radio delivers 12.6% of Time with Ad-Supported Media.)*

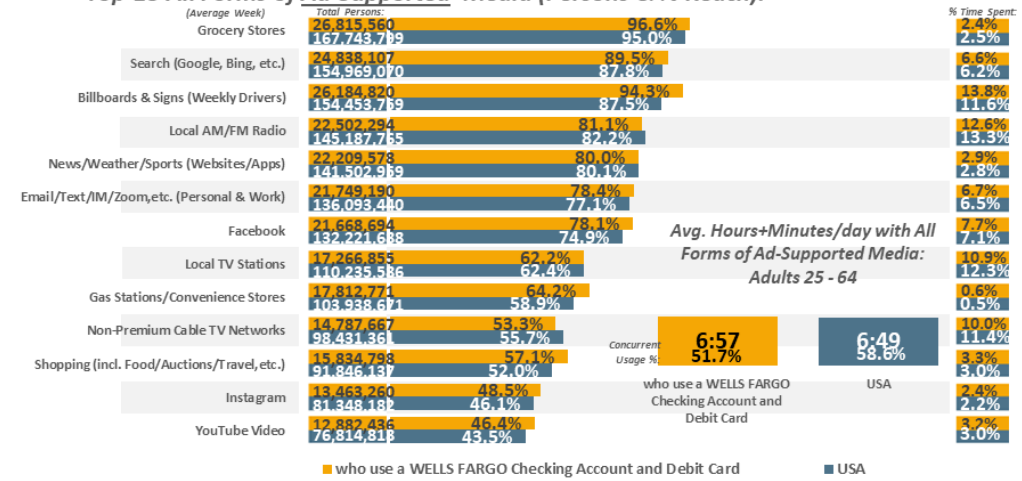
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



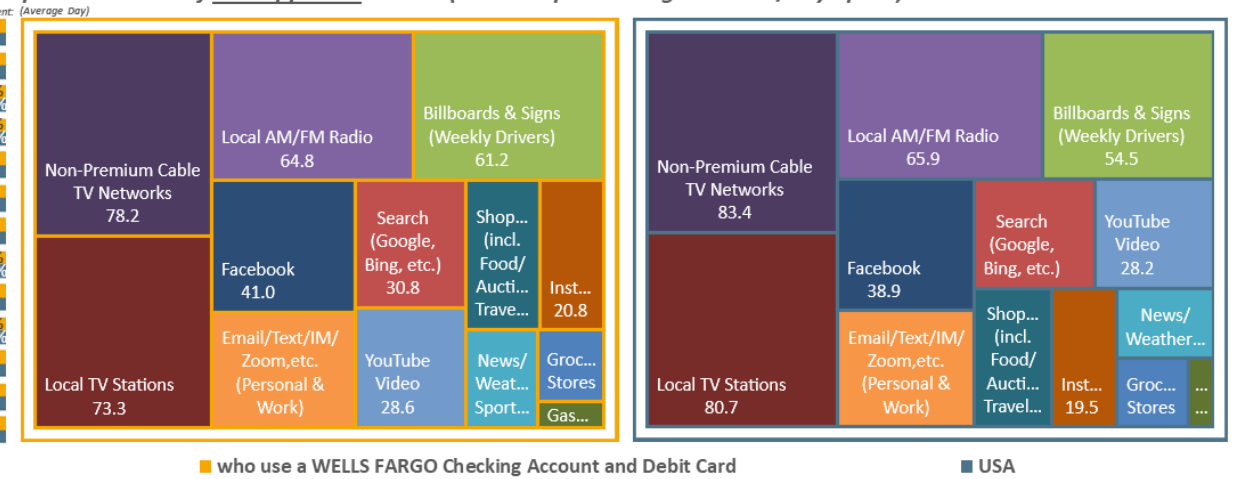
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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 R2 2023: Jan23-Oct23 Qual Intab 1,584

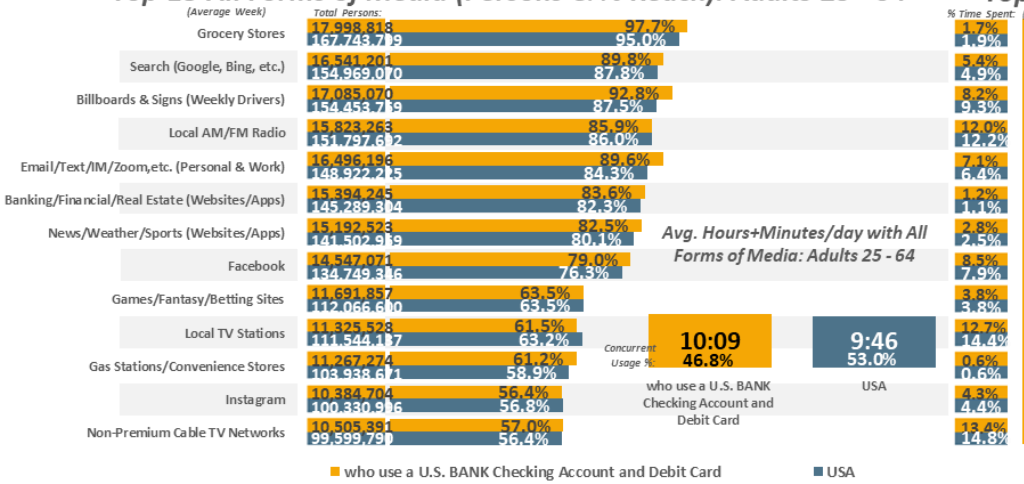
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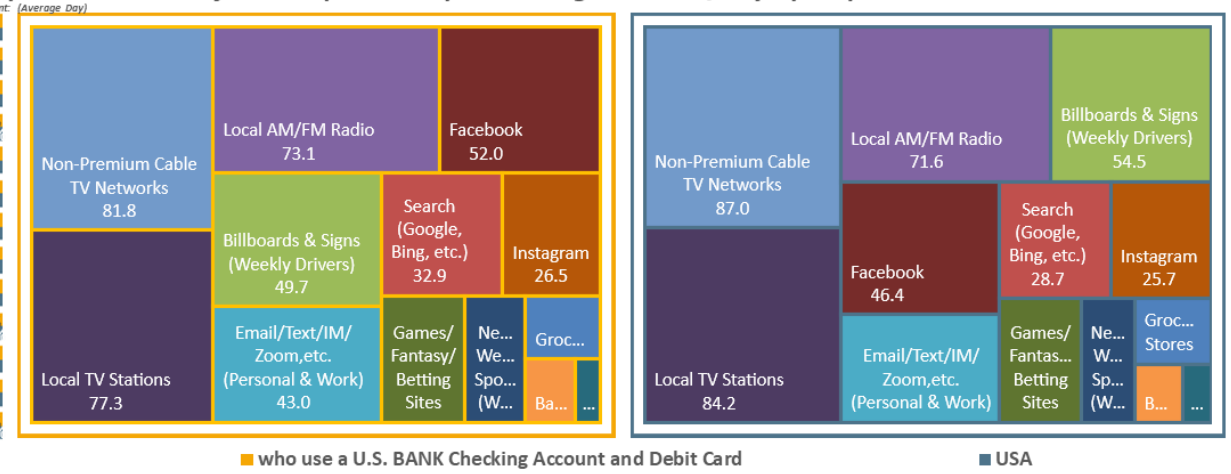
[((Banks HHLD uses (HHLD): Wells Fargo AND Financial services HHLD has/use (HHLD): Checking account) AND Financial services H HLD has/use (HHLD): Debit or ATM card)]

Adults 25 - 64 who use a U.S. BANK Checking Account and Debit Card spend an average of 7 hours and 10 minutes each day with All Forms of Ad-Supported Media. 81.6% listen to Local AM/FM Radio for an avg. of 65.7 minutes/day. *(Local Radio delivers 12.5% of Time with Ad-Supported Media.)*

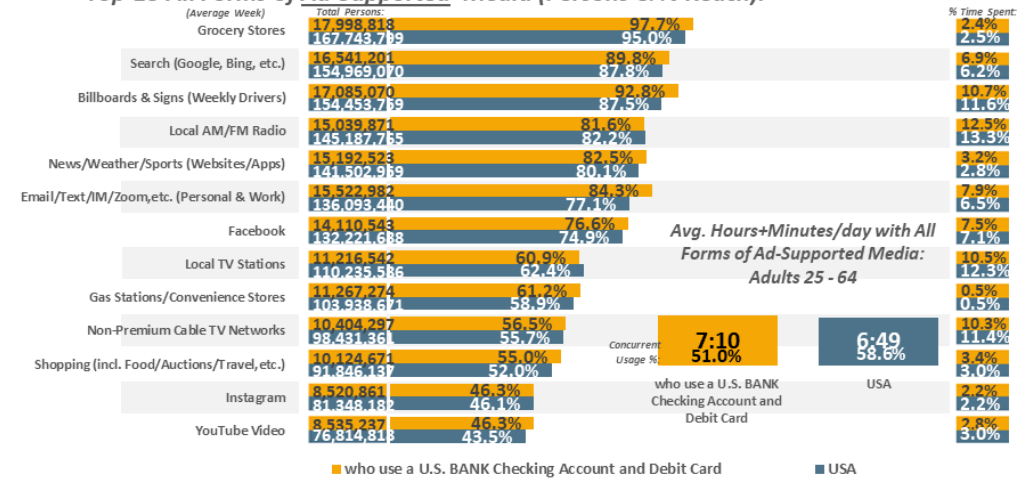
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



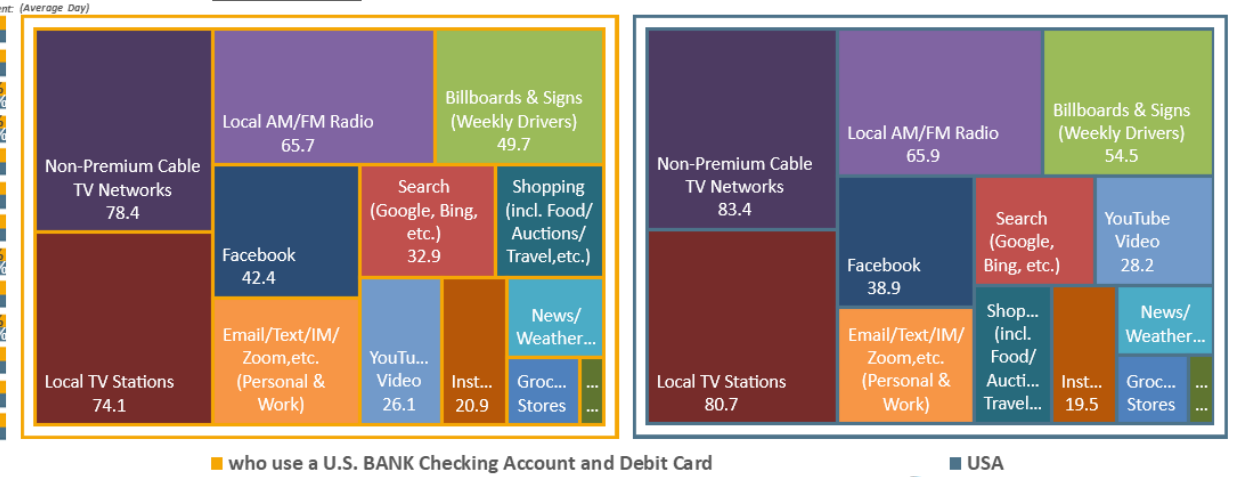
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,100

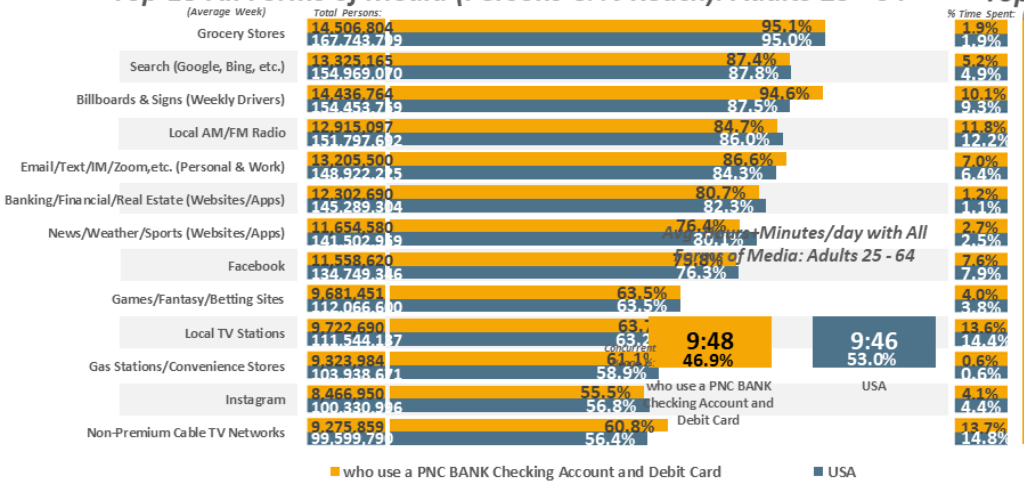
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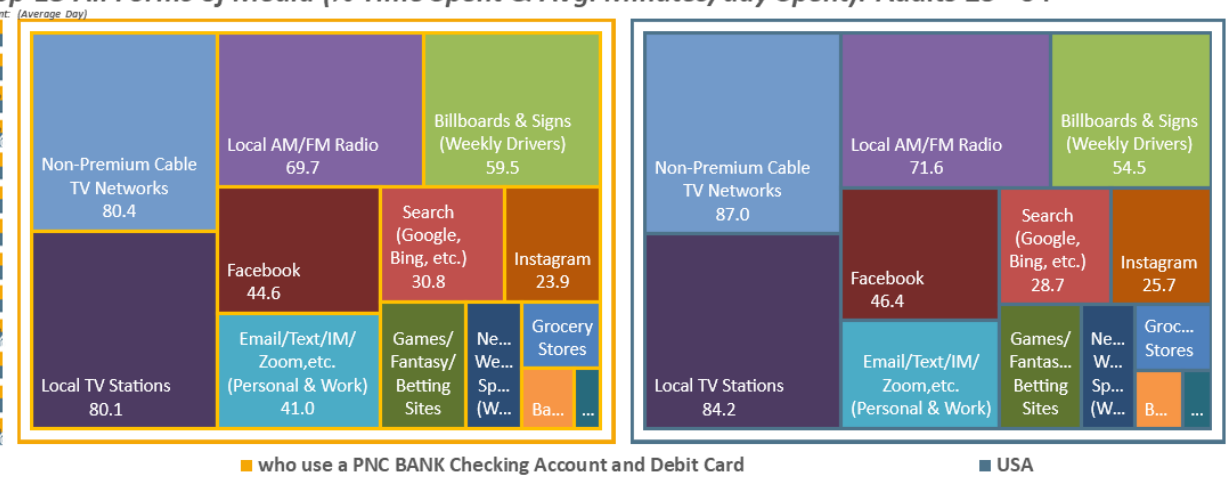
[((Banks HHLD uses (HHLD): U.S. Bank AND Financial services HHLD has/use (HHLD): Checking account) AND Financial services HHLD has/use (HHLD): Debit or ATM card)]

Adults 25 - 64 who use a PNC BANK Checking Account and Debit Card spend an average of 6 hours and 51 minutes each day with All Forms of Ad-Supported Media. 79.2% listen to Local AM/FM Radio for an avg. of 62.2 minutes/day. *(Local Radio delivers 12.% of Time with Ad-Supported Media.)*

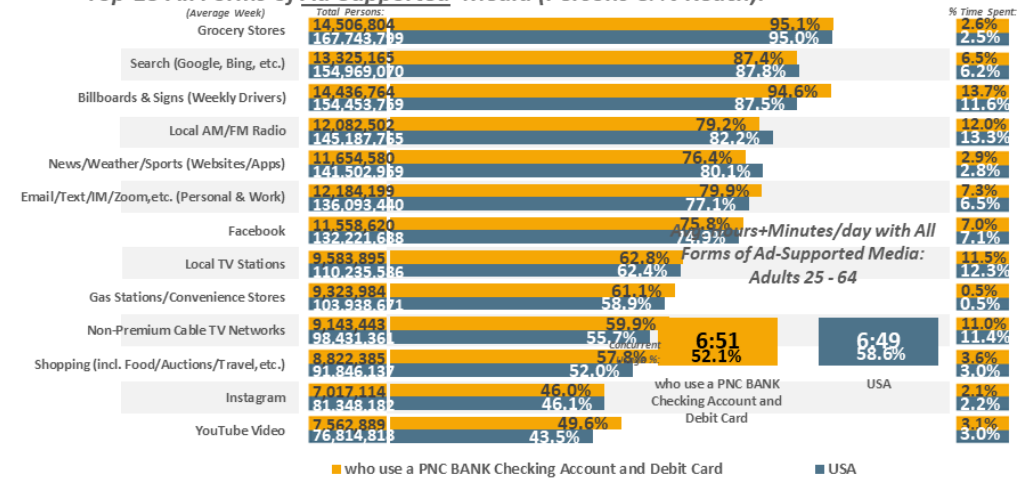
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



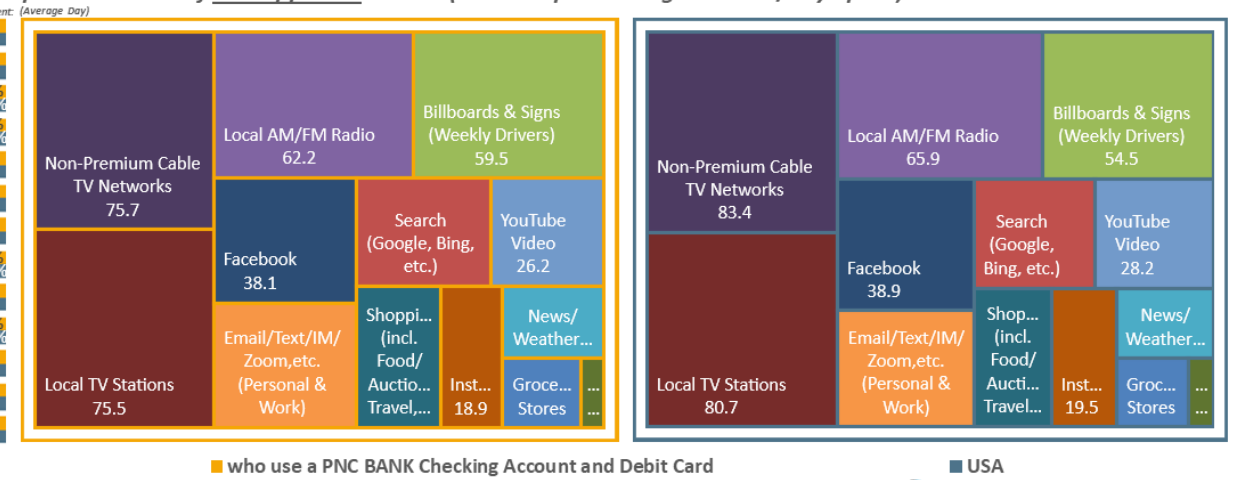
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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 R2 2023: Jan23-Oct23 Qual Intab 949

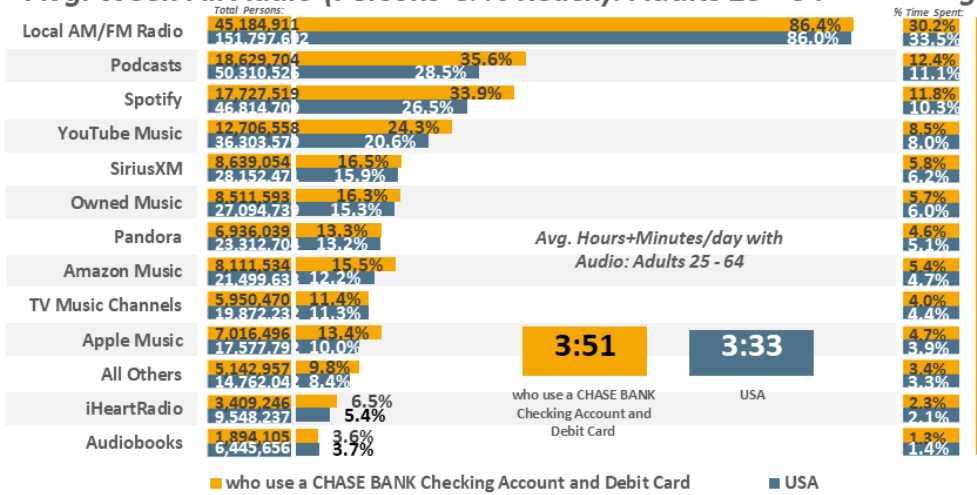
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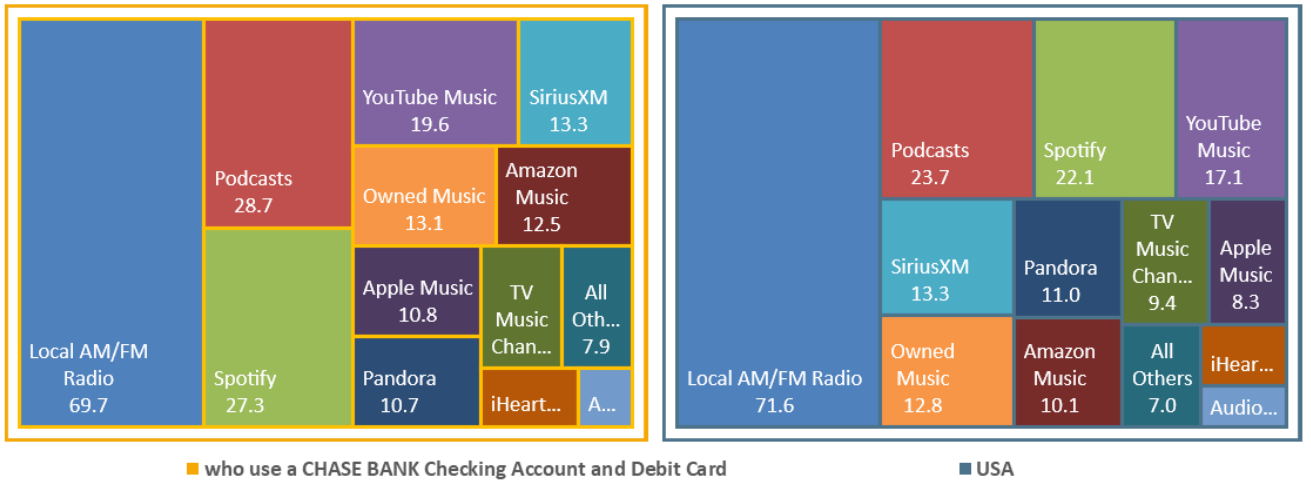
[((Banks HHLD uses (HHLD): PNC Bank AND Financial services HHLD has/use (HHLD): Checking account) AND Financial services HHLD has/use (HHLD): Debit or ATM card)]

42,554,801 or 81.3% of Adults 25 - 64 who use a CHASE BANK Checking Account and Debit Card listen to Ad-Supported Local AM/FM Radio for an average of 62.4 minutes every day representing 36.3% of all time spent daily with Ad-Supported Audio.

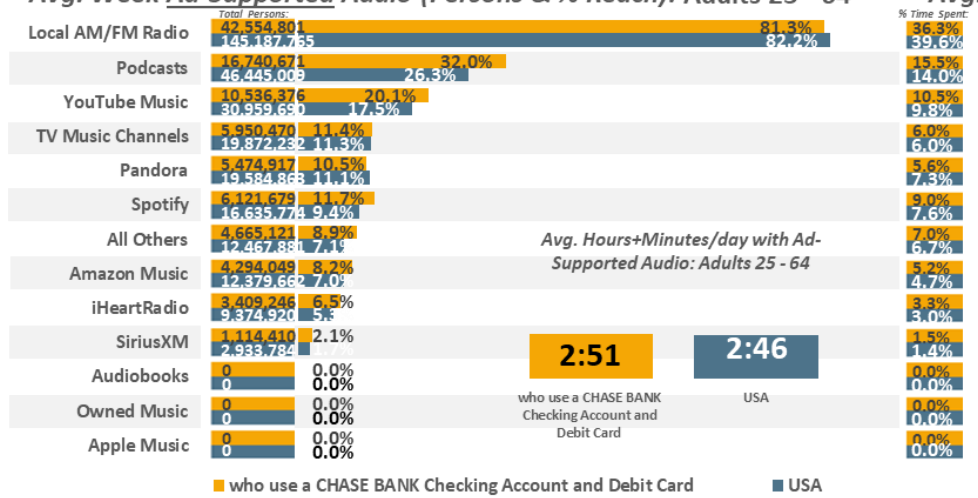
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



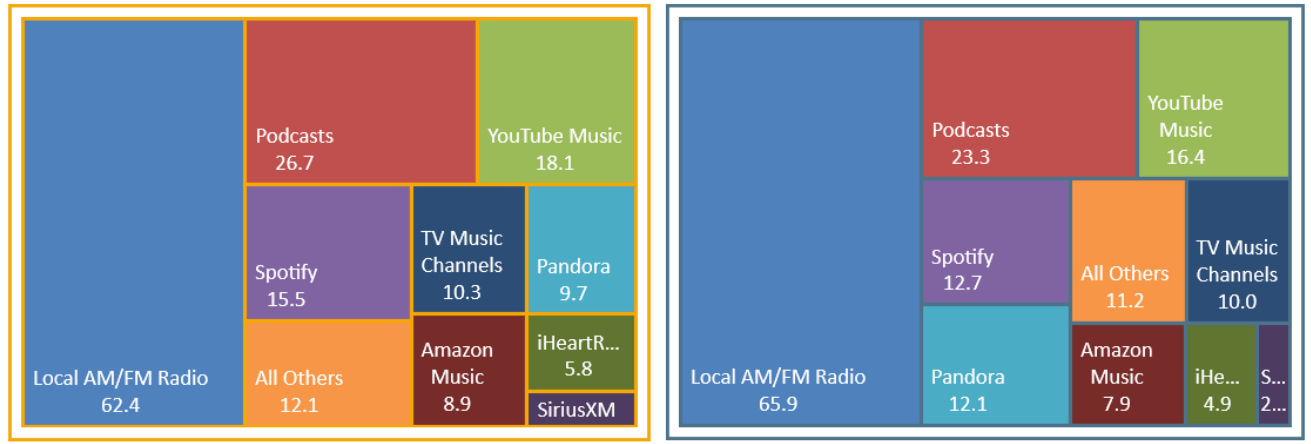
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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 R2 2023: Jan23-Oct23 Qual Intab 2,348

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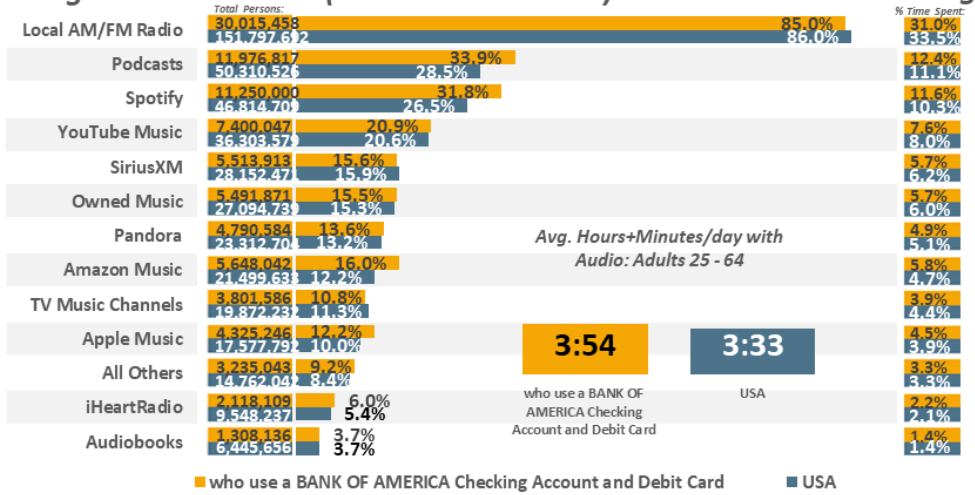
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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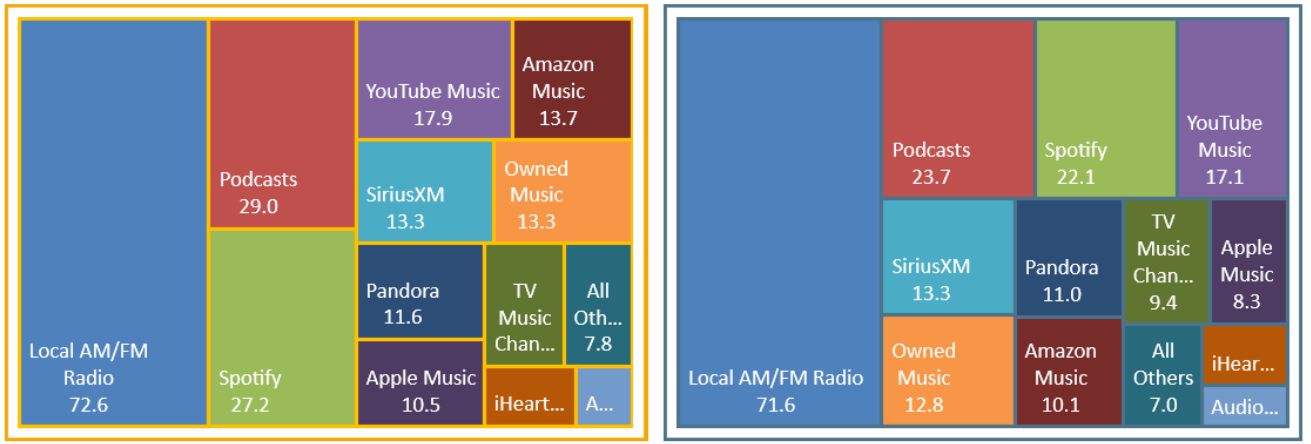
[((Banks HHLD uses (HHLD): Chase AND Financial services HHLD has/use (HHLD): Checking account) AND Financial services HHLD has/use (HHLD): Debit or ATM card)]

28,346,249 or 80.2% of Adults 25 - 64 who use a BANK OF AMERICA Checking Account and Debit Card listen to Ad-Supported Local AM/FM Radio for an average of 64.9 minutes every day representing 37.3% of all time spent daily with Ad-Supported Audio.

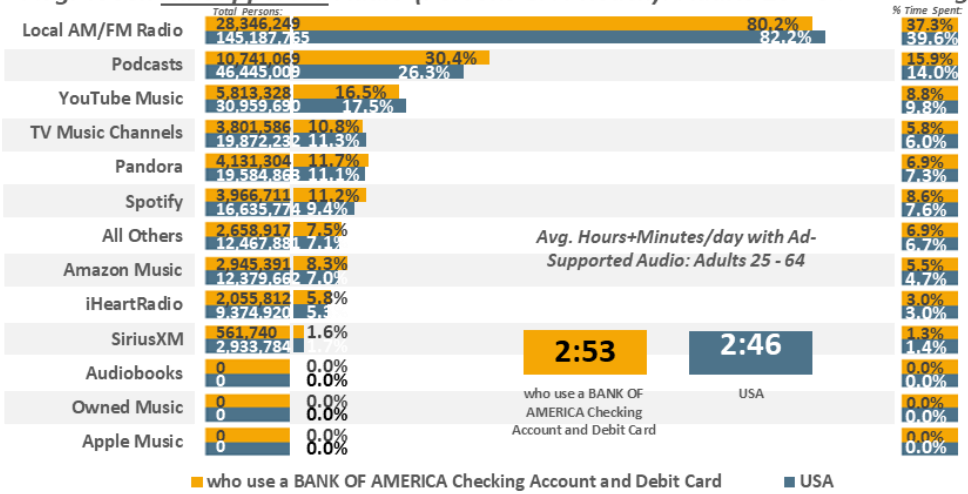
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



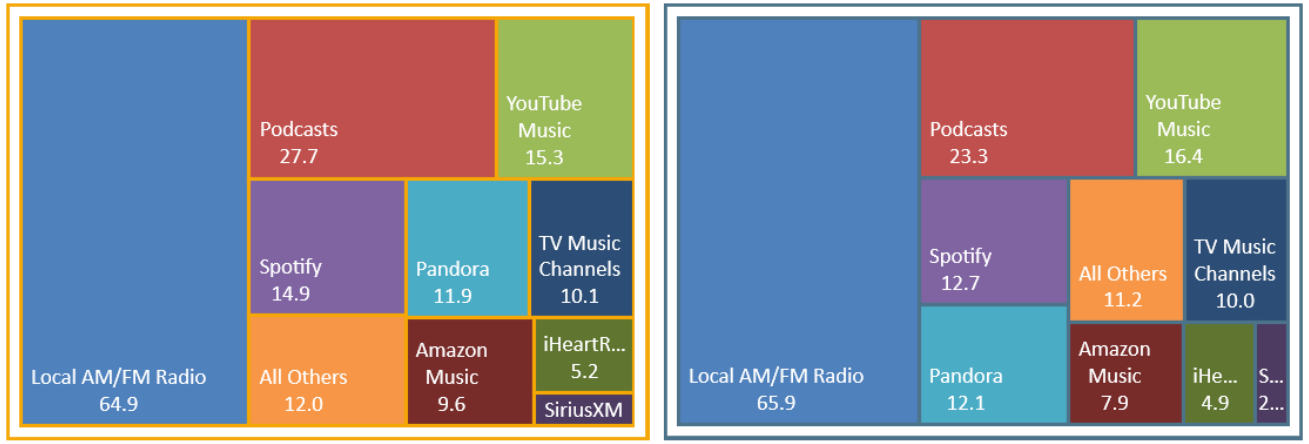
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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 R2 2023: Jan23-Oct23 Qual Intab 1,955

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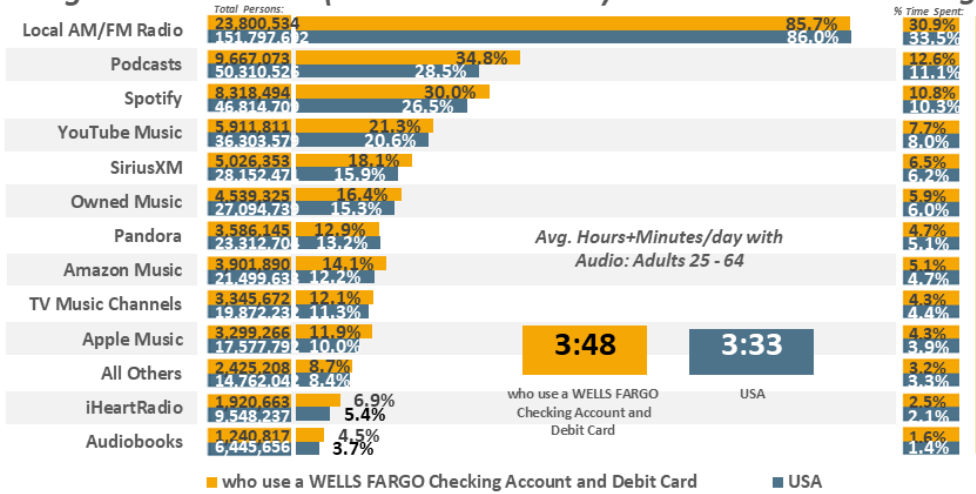
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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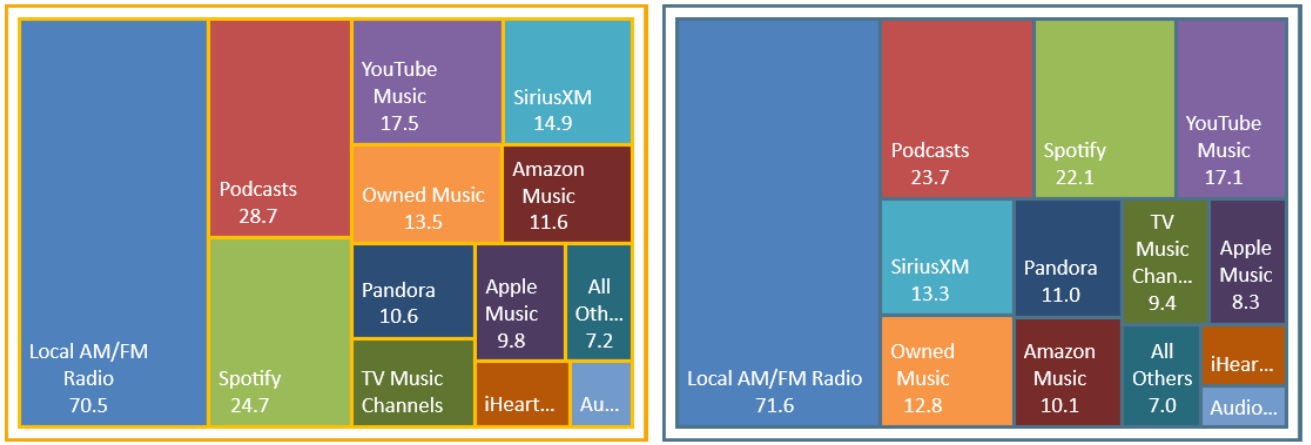
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22,502,294 or 81.1% of Adults 25 - 64 who use a WELLS FARGO Checking Account and Debit Card listen to Ad-Supported Local AM/FM Radio for an average of 64.8 minutes every day representing 38.5% of all time spent daily with Ad-Supported Audio.

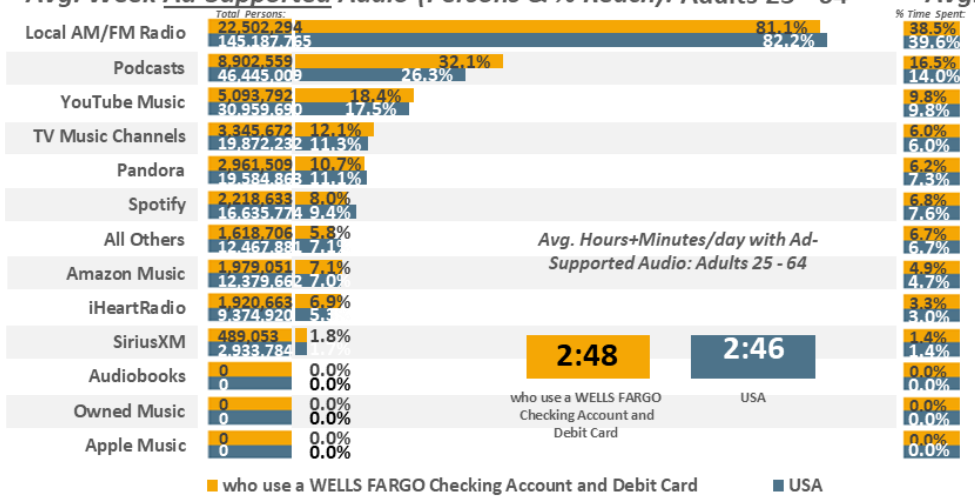
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



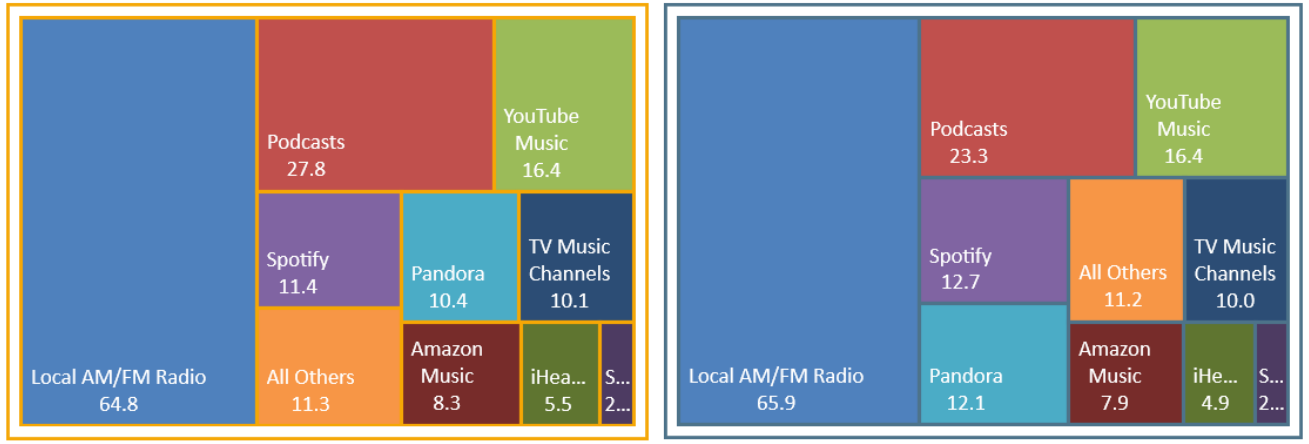
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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 R2 2023: Jan23-Oct23 Qual Intab 1,584

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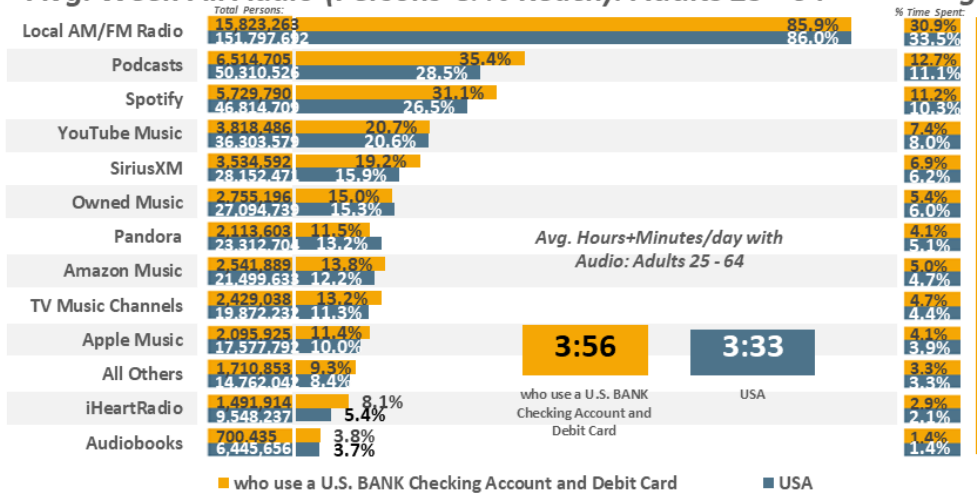
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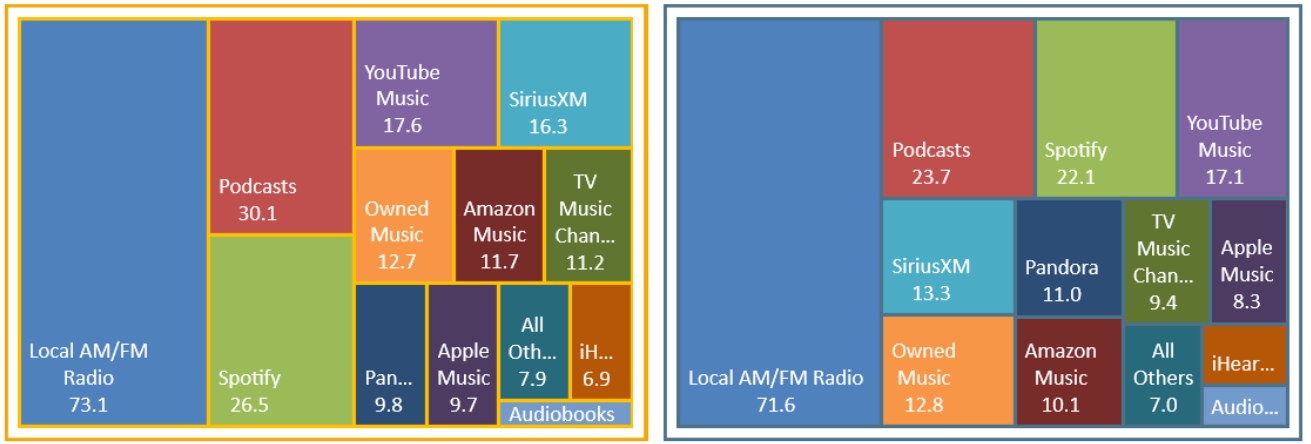
[((Banks HHLD uses (HHLD): Wells Fargo AND Financial services HHLD has/use (HHLD): Checking account) AND Financial services H HLD has/use (HHLD): Debit or ATM card)]

15,039,871 or 81.6% of Adults 25 - 64 who use a U.S. BANK Checking Account and Debit Card listen to Ad-Supported Local AM/FM Radio for an average of 65.7 minutes every day representing 37.3% of all time spent daily with Ad-Supported Audio.

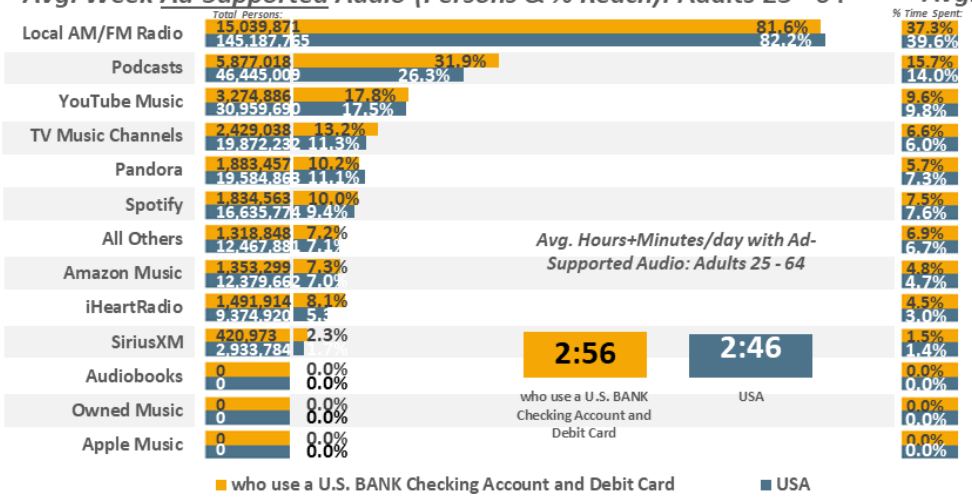
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



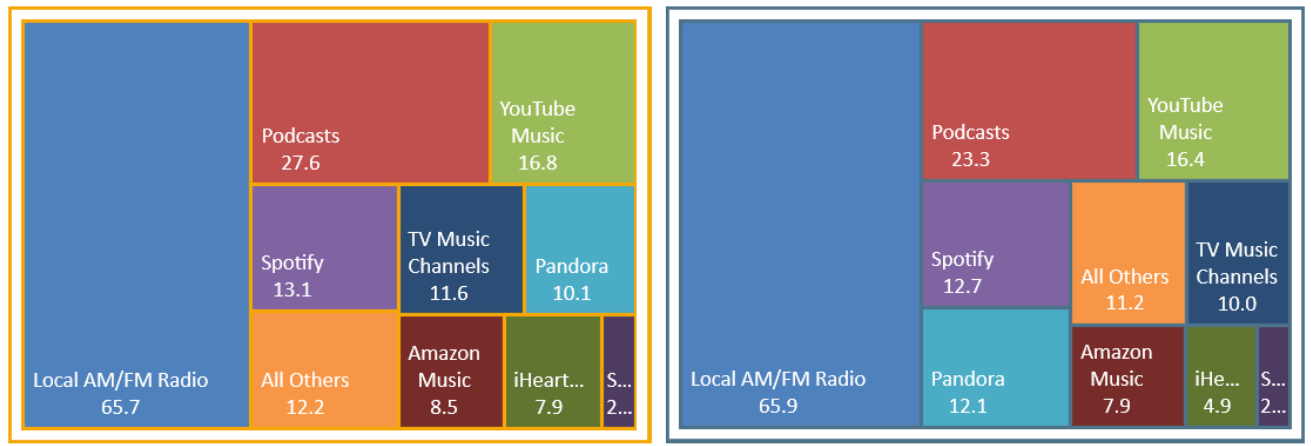
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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 R2 2023: Jan23-Oct23 Qual Intab 1,100

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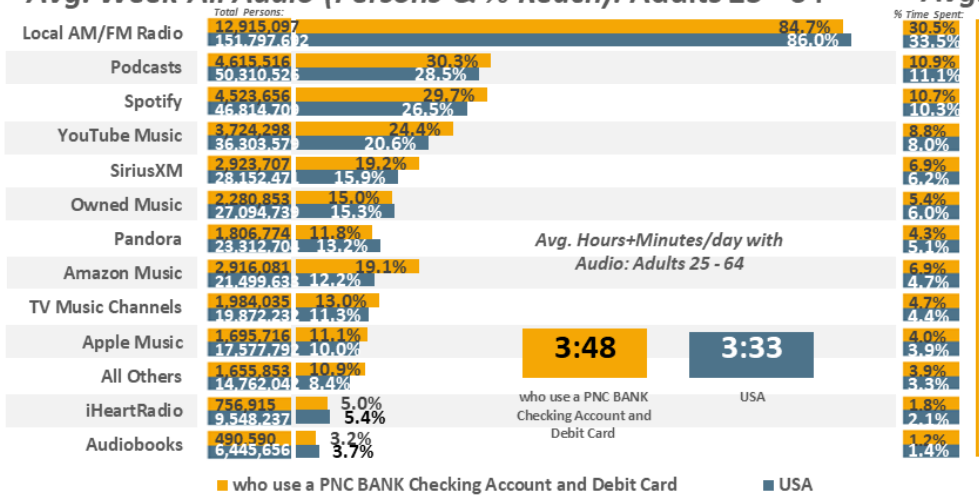
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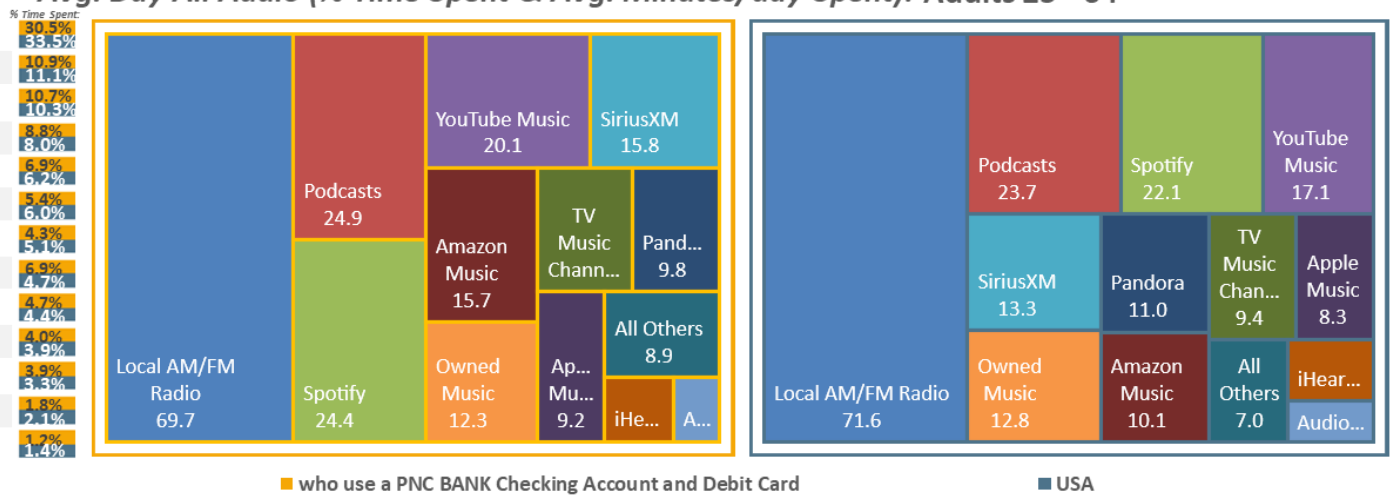
[((Banks HHLD uses (HHLD): U.S. Bank AND Financial services HHLD has/use (HHLD): Checking account) AND Financial services HHLD has/use (HHLD): Debit or ATM card)]

12,082,502 or 79.2% of Adults 25 - 64 who use a PNC BANK Checking Account and Debit Card listen to Ad-Supported Local AM/FM Radio for an average of 62.2 minutes every day representing 36.1% of all time spent daily with Ad-Supported Audio.

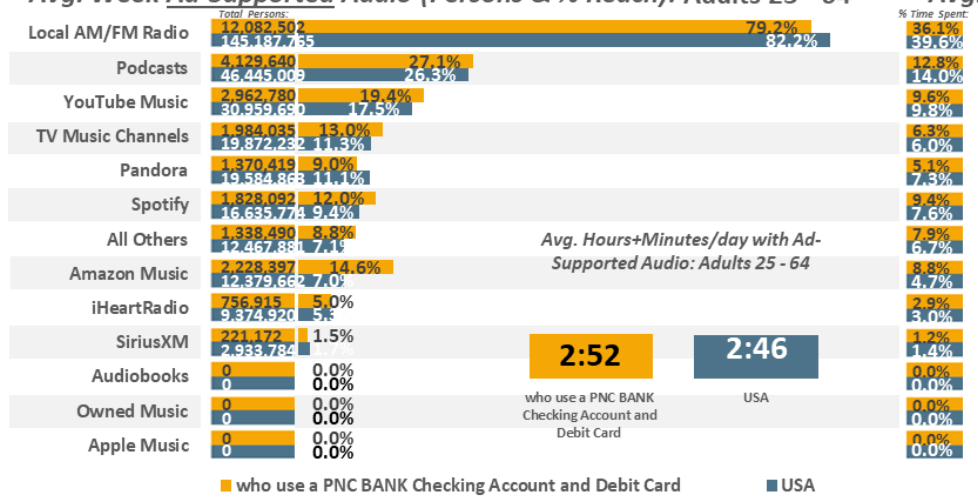
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



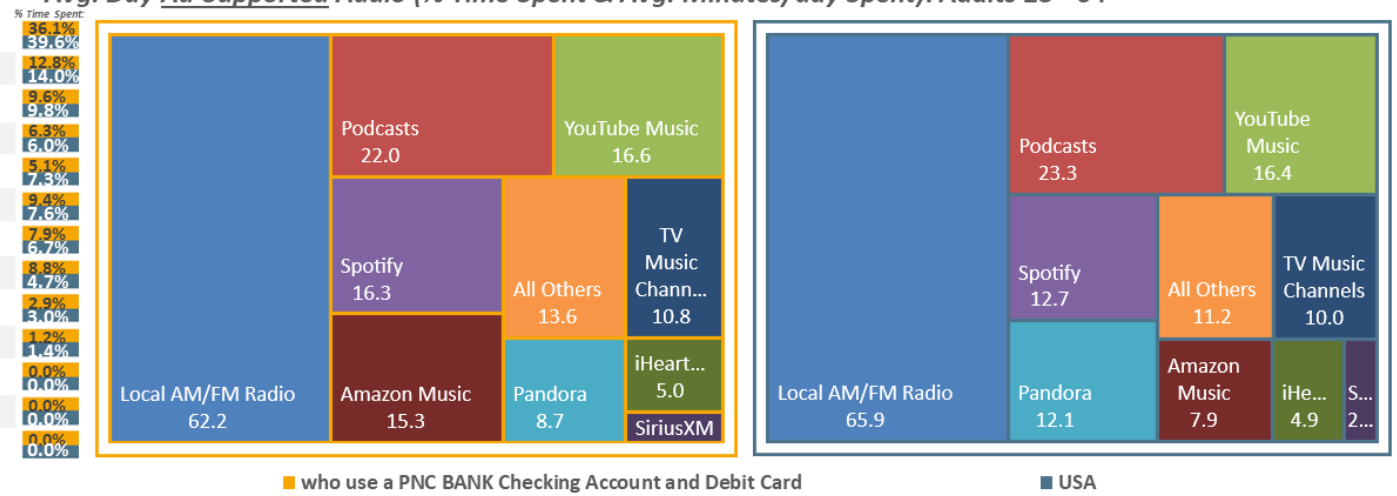
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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 R2 2023: Jan23-Oct23 Qual Intab 949

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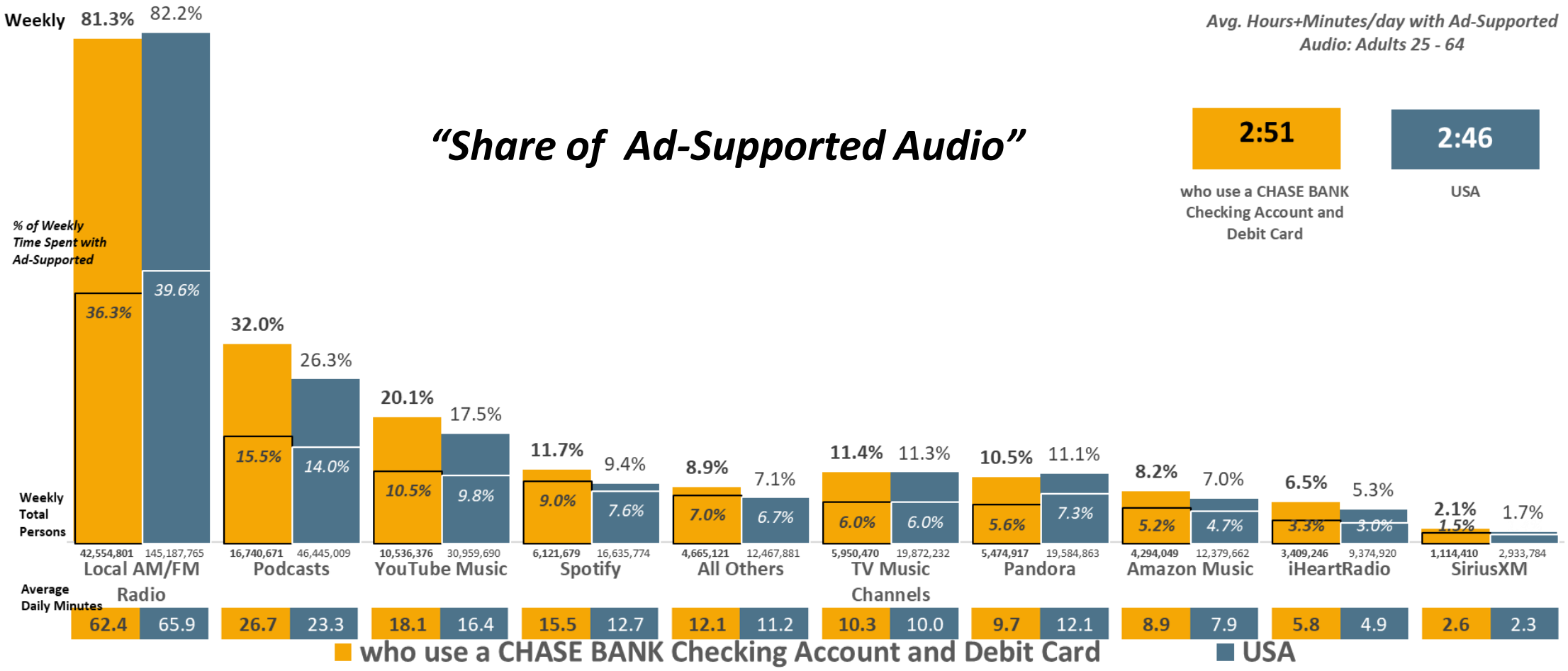
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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[((Banks HHLD uses (HHLD): PNC Bank AND Financial services HHLD has/use (HHLD): Checking account) AND Financial services HHLD has/use (HHLD): Debit or ATM card)]

42,554,801 or 81.3% of Adults 25 - 64 who use a CHASE BANK Checking Account and Debit Card listen to Ad-Supported Local AM/FM Radio for an average of 62.4 minutes every day representing 36.3% of all time spent daily with Ad-Supported Audio.

"Share of Ad-Supported Audio"



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,348

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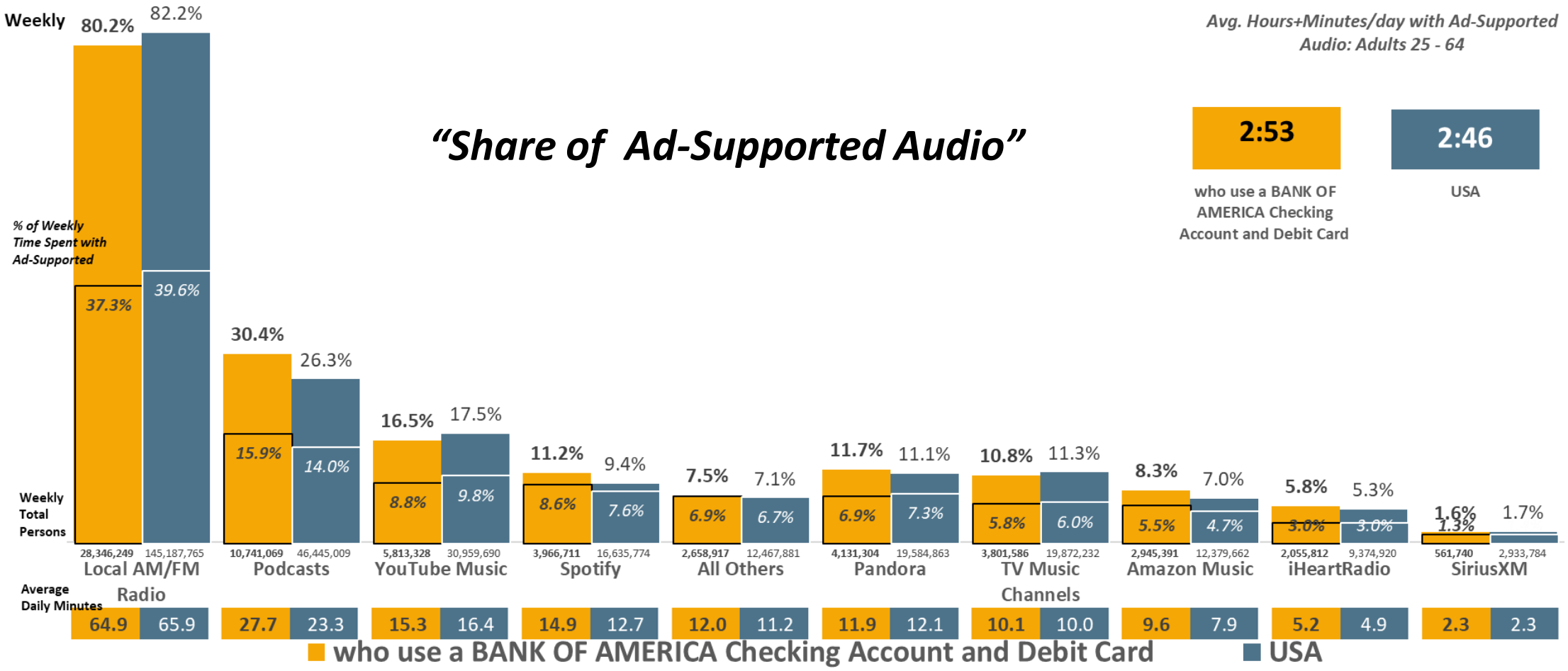
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[((Banks HHLD uses (HHLD): Chase AND Financial services HHLD has/use (HHLD): Checking account) AND Financial services HHLD has/use (HHLD): Debit or ATM card)]

BANK OF AMERICA

28,346,249 or 80.2% of Adults 25 - 64 who use a BANK OF AMERICA Checking Account and Debit Card listen to Ad-Supported Local AM/FM Radio for an average of 64.9 minutes every day representing 37.3% of all time spent daily with Ad-Supported Audio.

"Share of Ad-Supported Audio"



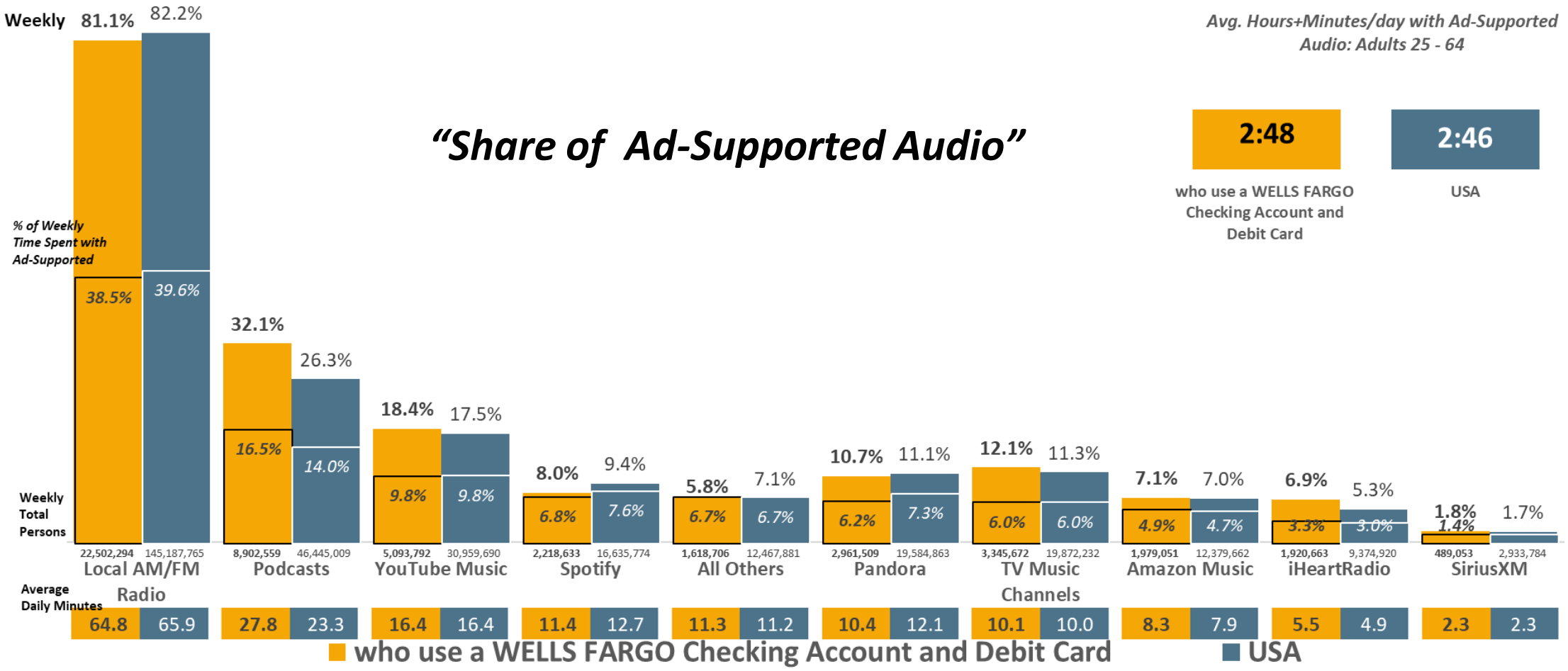
USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,955

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[((Banks HHLD uses (HHLD): Bank of America AND Financial services HHLD has/use (HHLD): Checking account) AND Financial services HHLD has/use (HHLD): Debit or ATM card)]

22,502,294 or 81.1% of Adults 25 - 64 who use a WELLS FARGO Checking Account and Debit Card listen to Ad-Supported Local AM/FM Radio for an average of 64.8 minutes every day representing 38.5% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,584

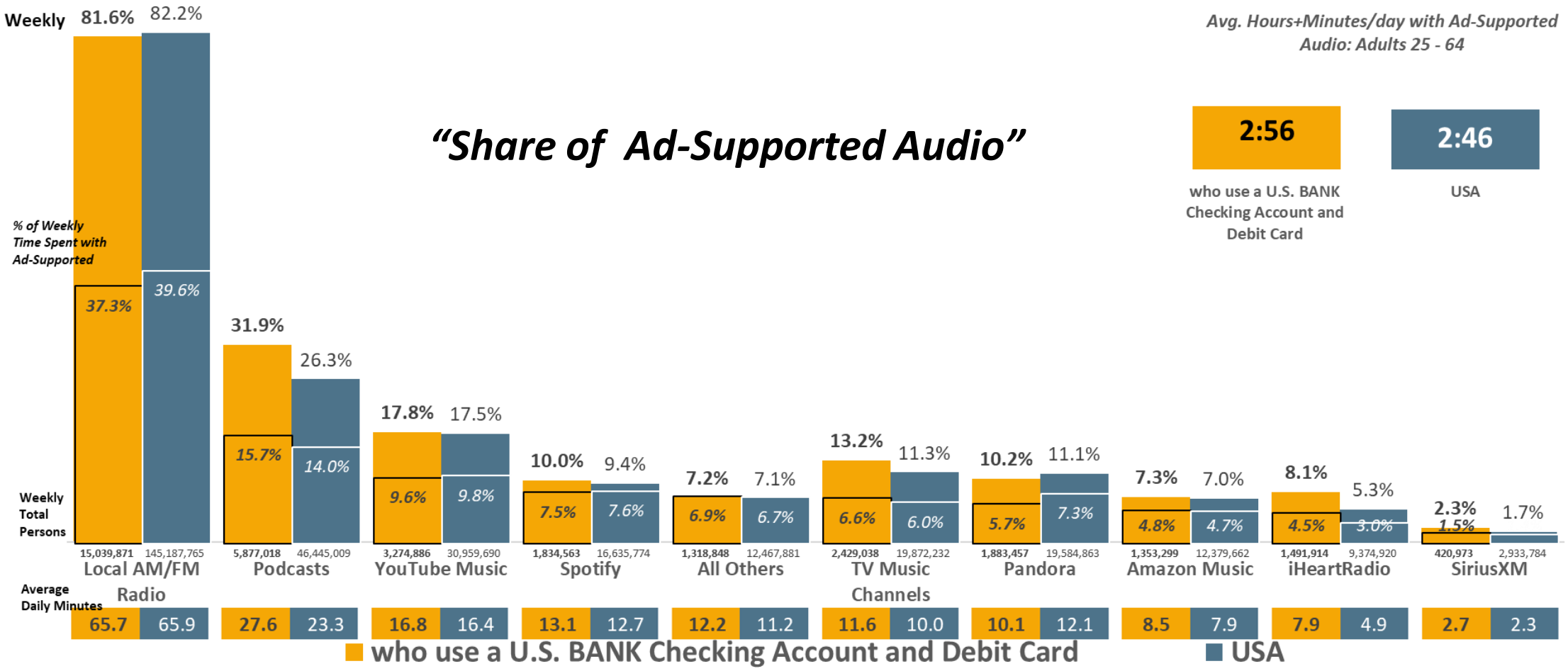
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15,039,871 or 81.6% of Adults 25 - 64 who use a U.S. BANK Checking Account and Debit Card listen to Ad-Supported Local AM/FM Radio for an average of 65.7 minutes every day representing 37.3% of all time spent daily with Ad-Supported Audio.

"Share of Ad-Supported Audio"



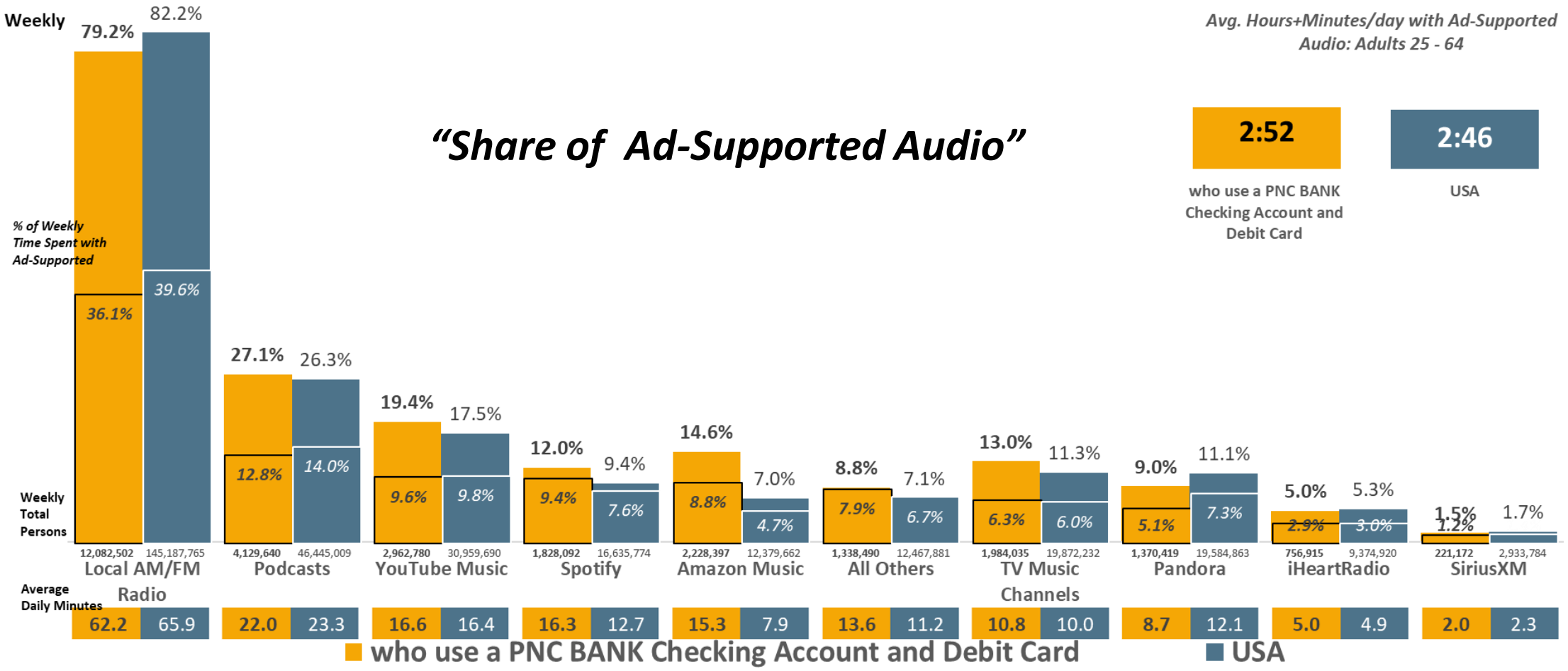
USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,100

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12,082,502 or 79.2% of Adults 25 - 64 who use a PNC BANK Checking Account and Debit Card listen to Ad-Supported Local AM/FM Radio for an average of 62.2 minutes every day representing 36.1% of all time spent daily with Ad-Supported Audio.



"Share of Ad-Supported Audio"

USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 949

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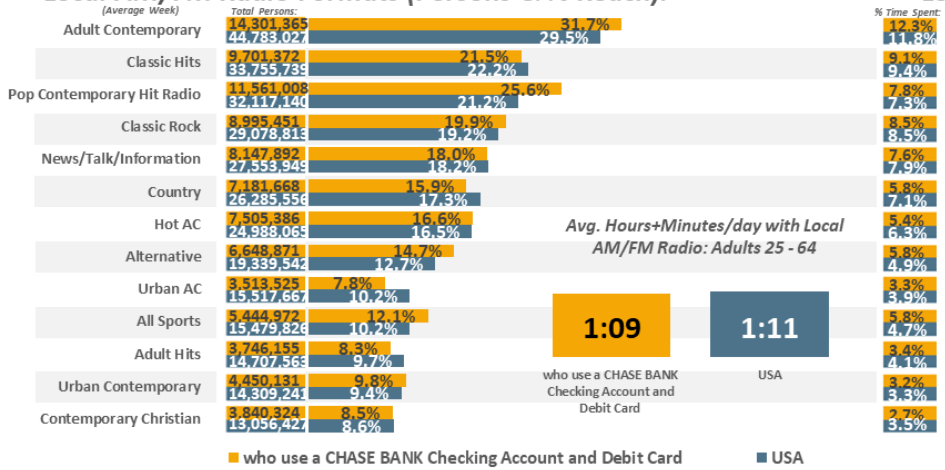
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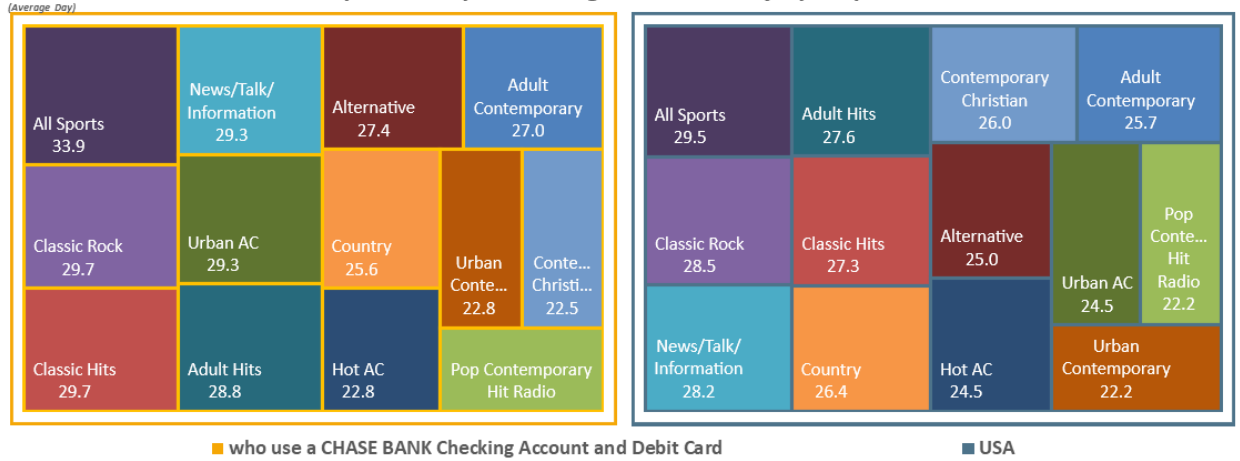
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42,554,801 or 81.3% of Adults 25 - 64 who use a CHASE BANK Checking Account and Debit Card listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Classic Rock, and Hot AC.

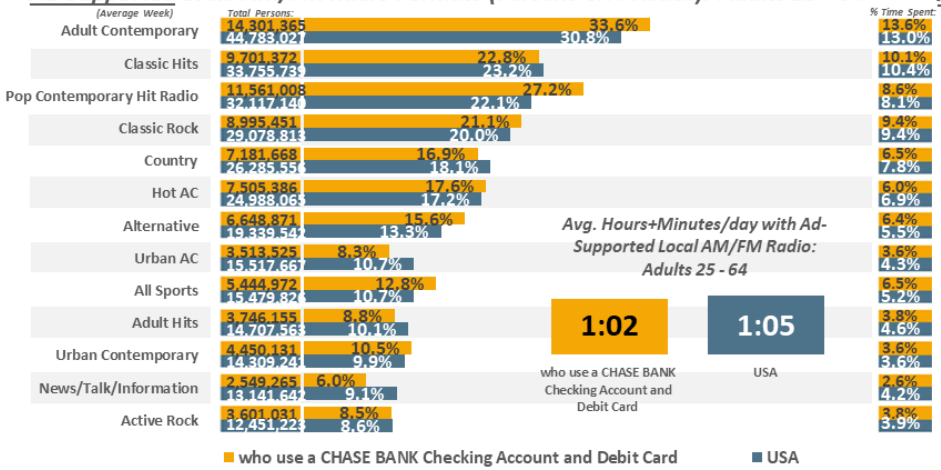
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



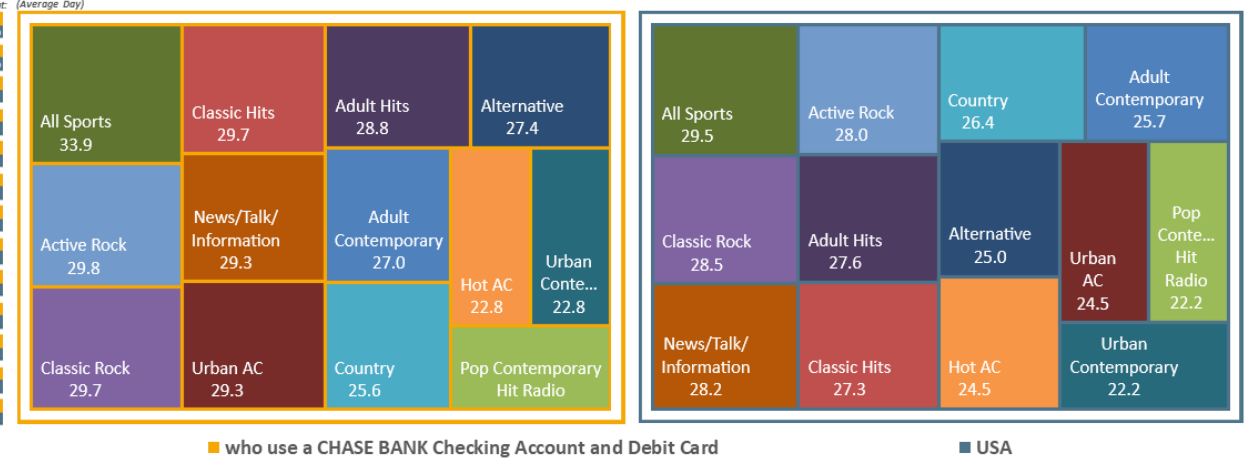
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,348

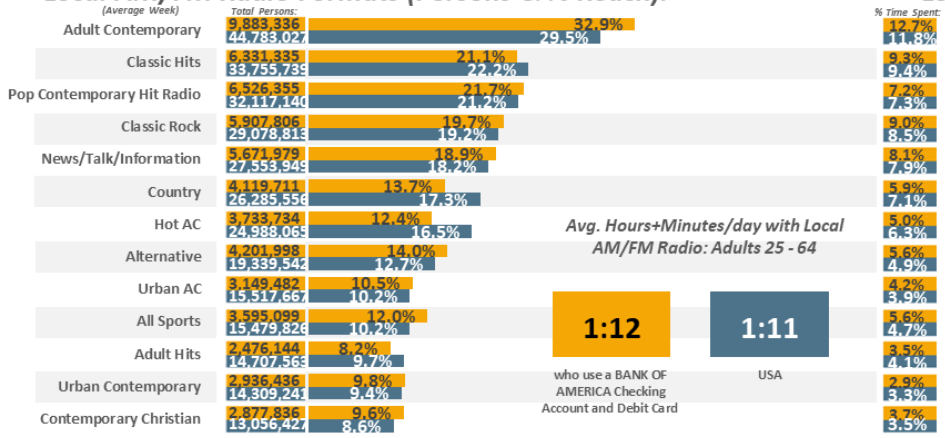
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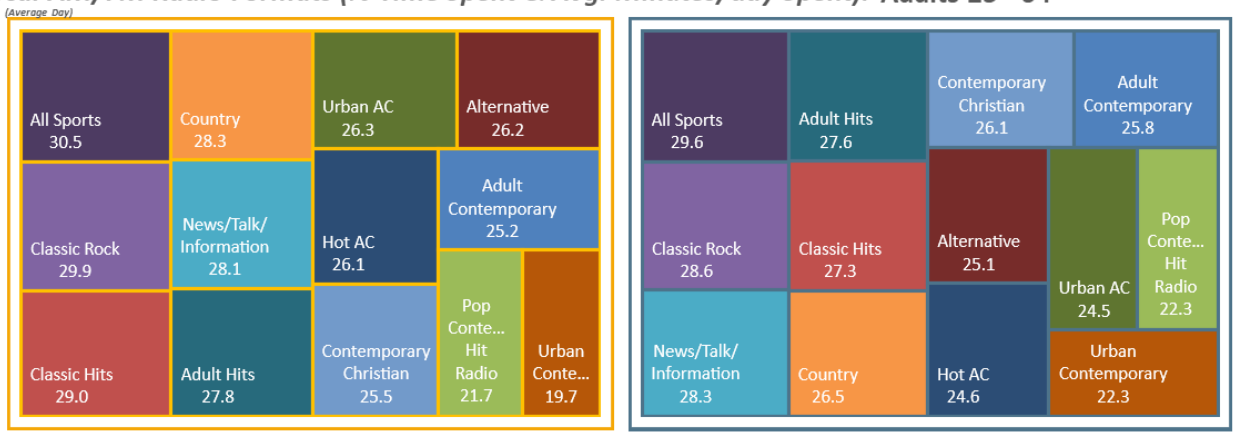
[((Banks HHLD uses (HHLD): Chase AND Financial services HHLD has/use (HHLD): Checking account) AND Financial services HHLD has/use (HHLD): Debit or ATM card)]

28,346,249 or 80.2% of Adults 25 - 64 who use a BANK OF AMERICA Checking Account and Debit Card listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Classic Rock, and Alternative.

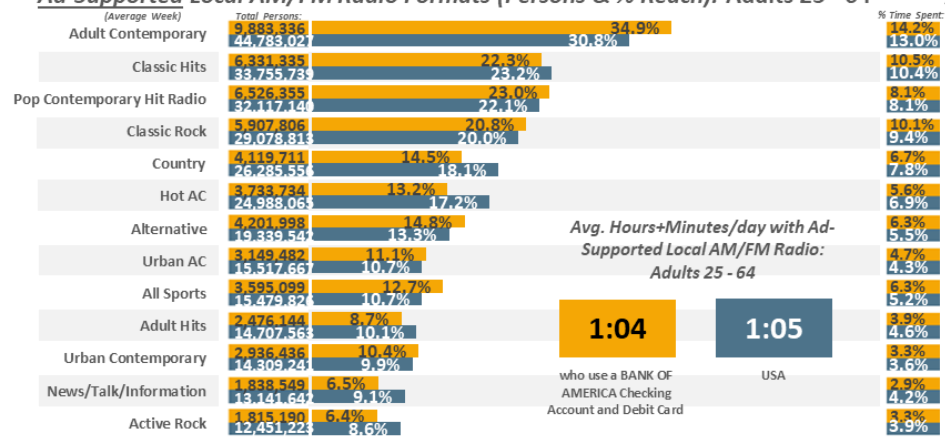
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



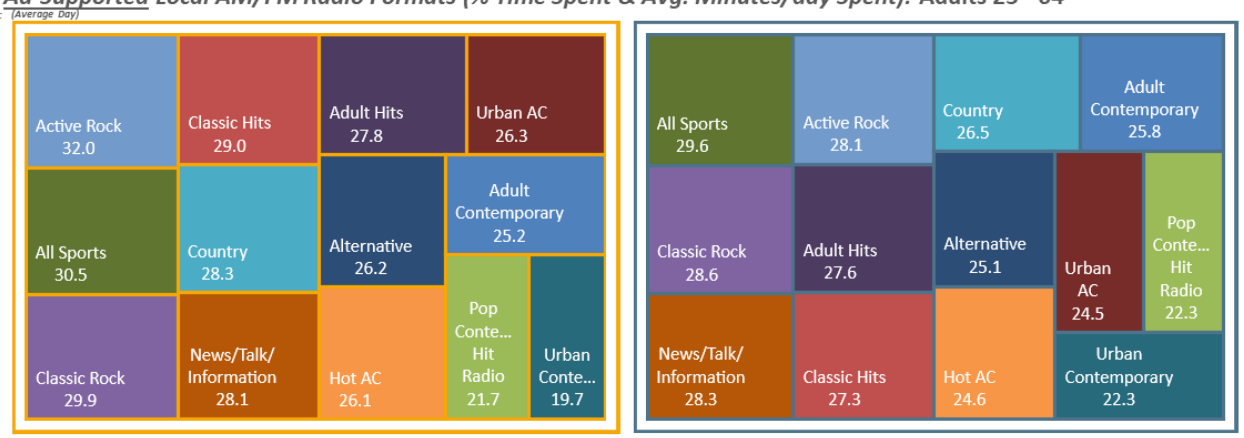
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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 R2 2023: Jan23-Oct23 Qual Intab 1,955

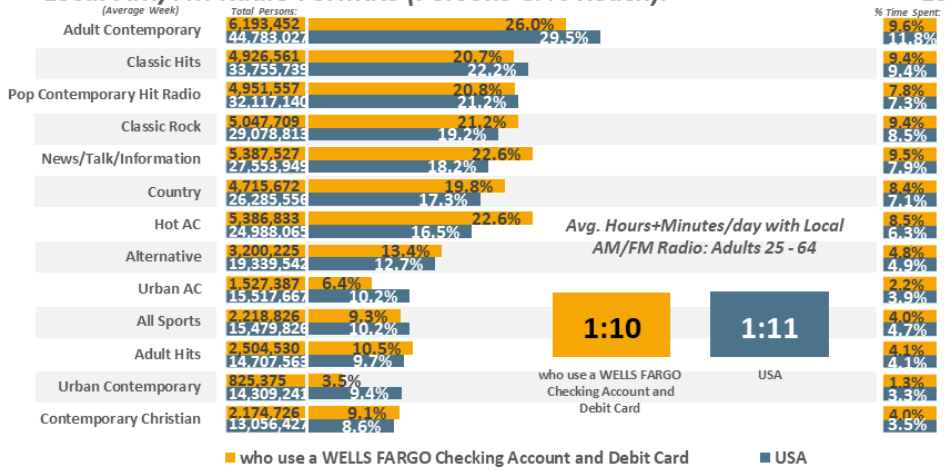
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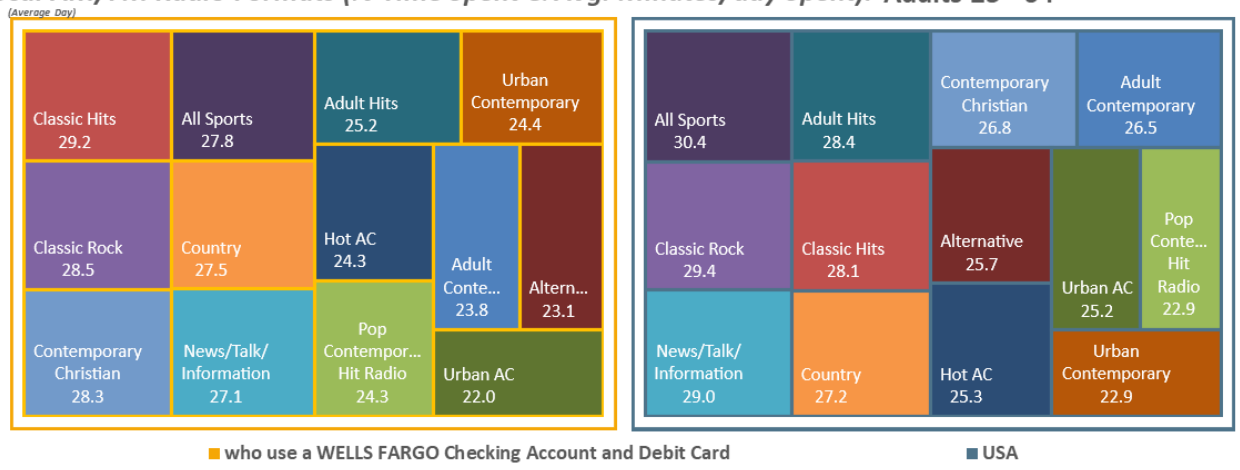
[((Banks HHLD uses (HHLD): Bank of America AND Financial services HHLD has/use (HHLD): Checking account) AND Financial services HHLD has/use (HHLD): Debit or ATM card)]

22,502,294 or 81.1% of Adults 25 - 64 who use a WELLS FARGO Checking Account and Debit Card listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Hot AC, Classic Rock, Pop Contemporary Hit Radio, and Classic Hits.

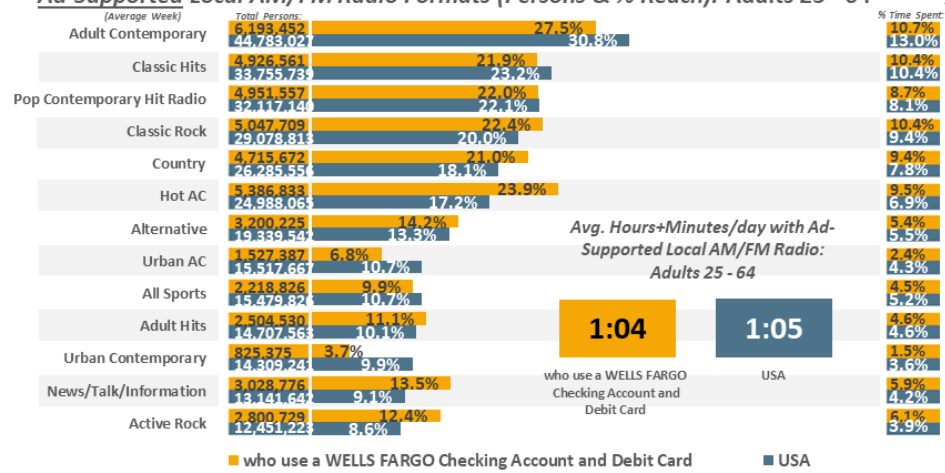
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



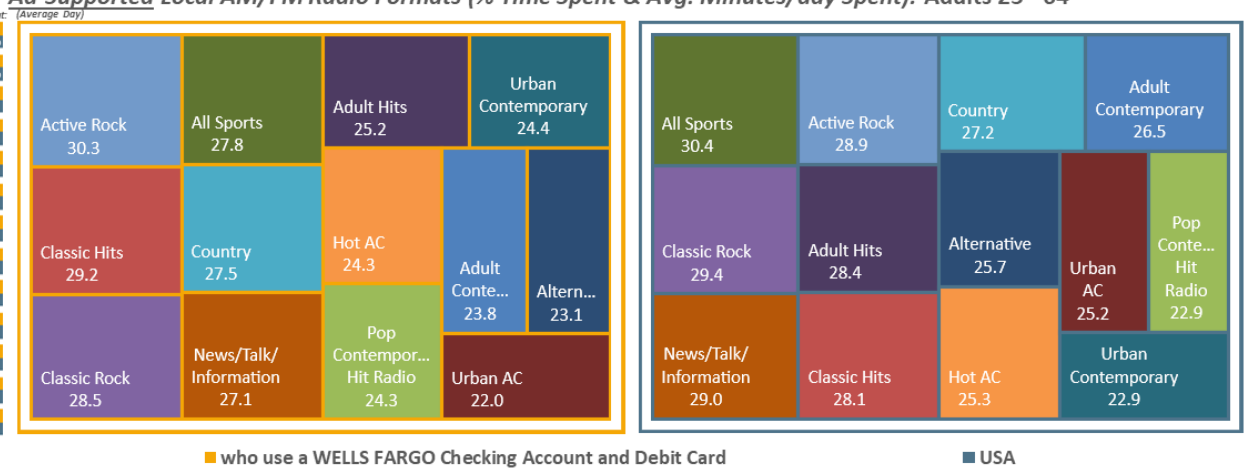
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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 R2 2023: Jan23-Oct23 Qual Intab 1,584

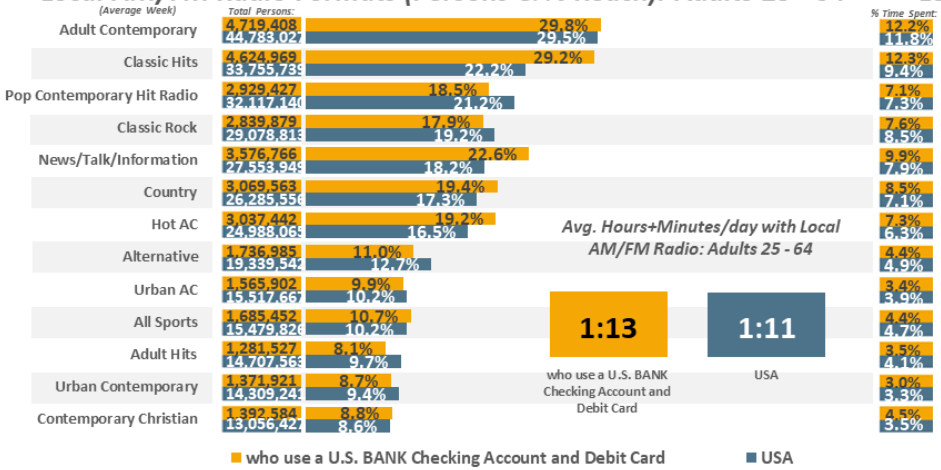
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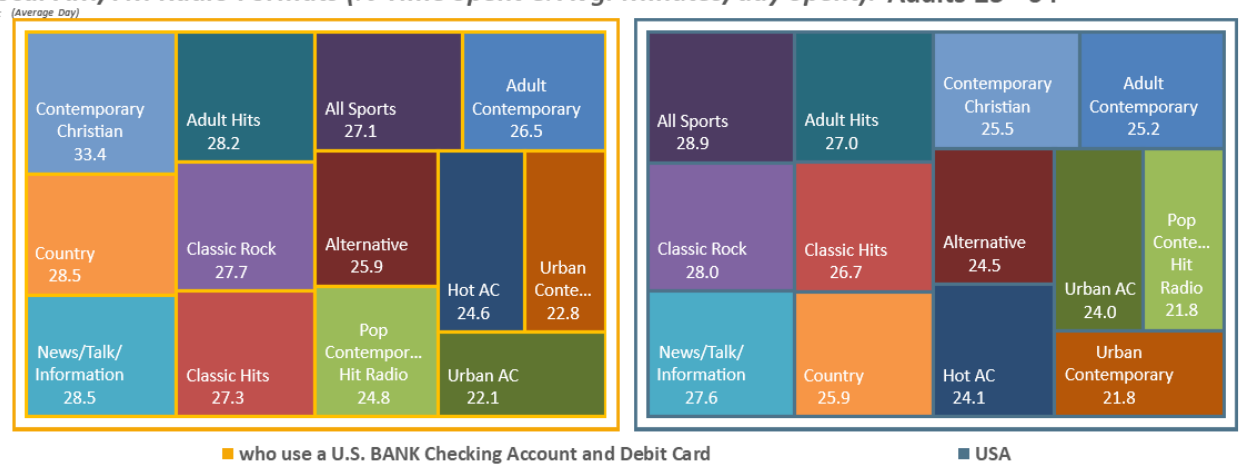
[((Banks HHLD uses (HHLD): Wells Fargo AND Financial services HHLD has/use (HHLD): Checking account) AND Financial services H HLD has/use (HHLD): Debit or ATM card)]

15,039,871 or 81.6% of Adults 25 - 64 who use a U.S. BANK Checking Account and Debit Card listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Country, Hot AC, and Pop Contemporary Hit Radio.

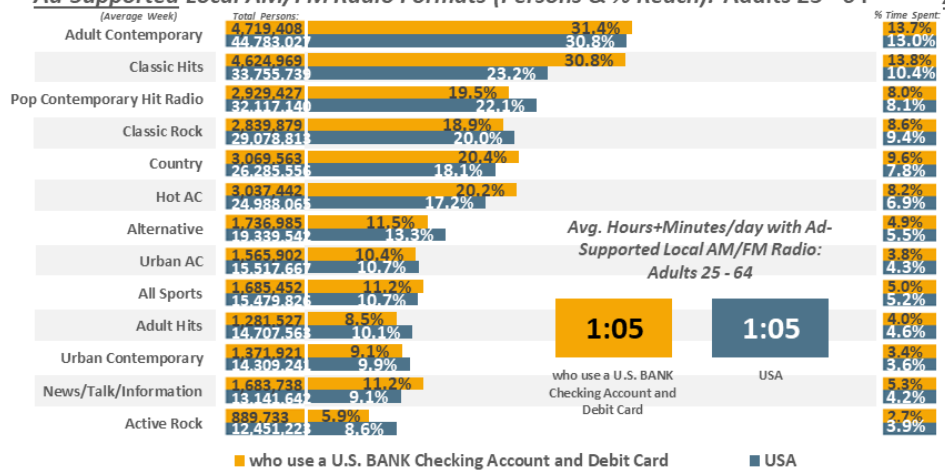
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



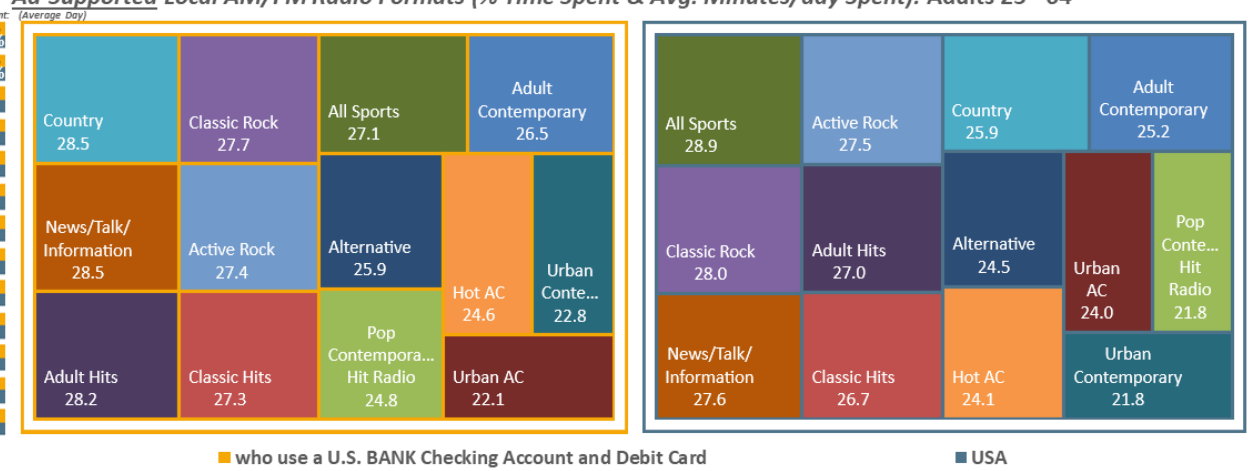
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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 R2 2023: Jan23-Oct23 Qual Intab 1,100

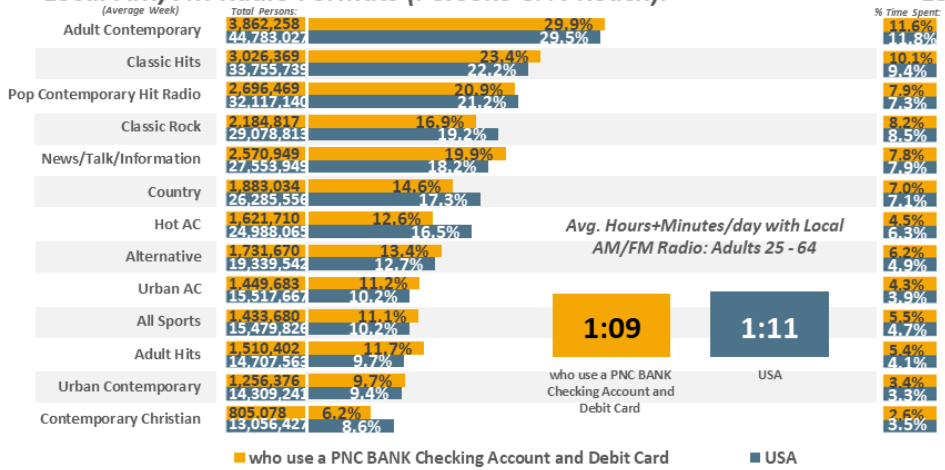
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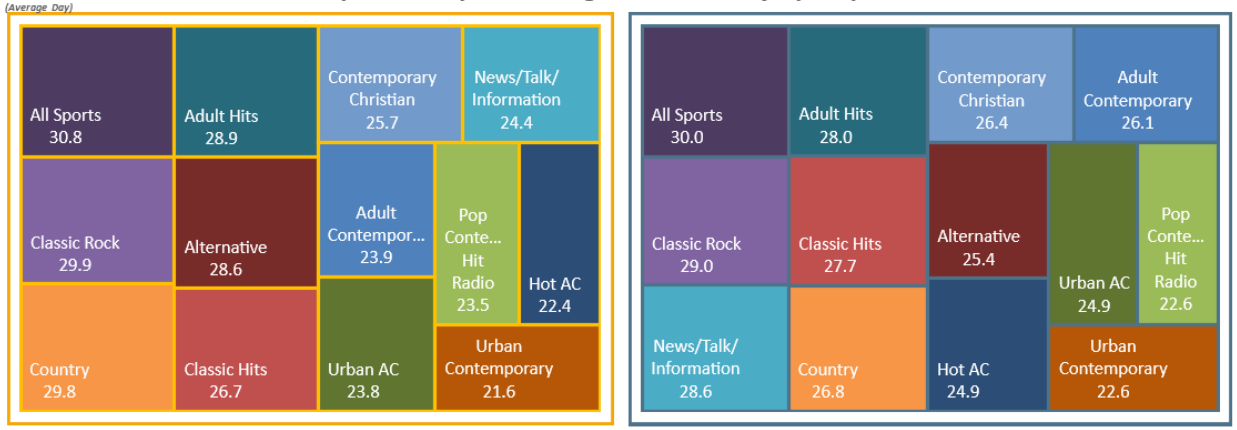
[((Banks HHLD uses (HHLD): U.S. Bank AND Financial services HHLD has/use (HHLD): Checking account) AND Financial services HHLD has/use (HHLD): Debit or ATM card)]

12,082,502 or 79.2% of Adults 25 - 64 who use a PNC BANK Checking Account and Debit Card listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Pop Contemporary Hit Radio, Classic Rock, and Country.

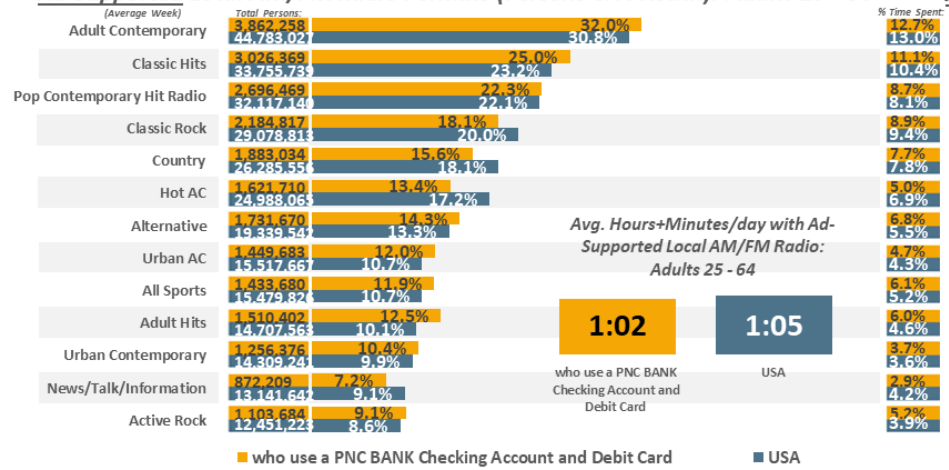
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



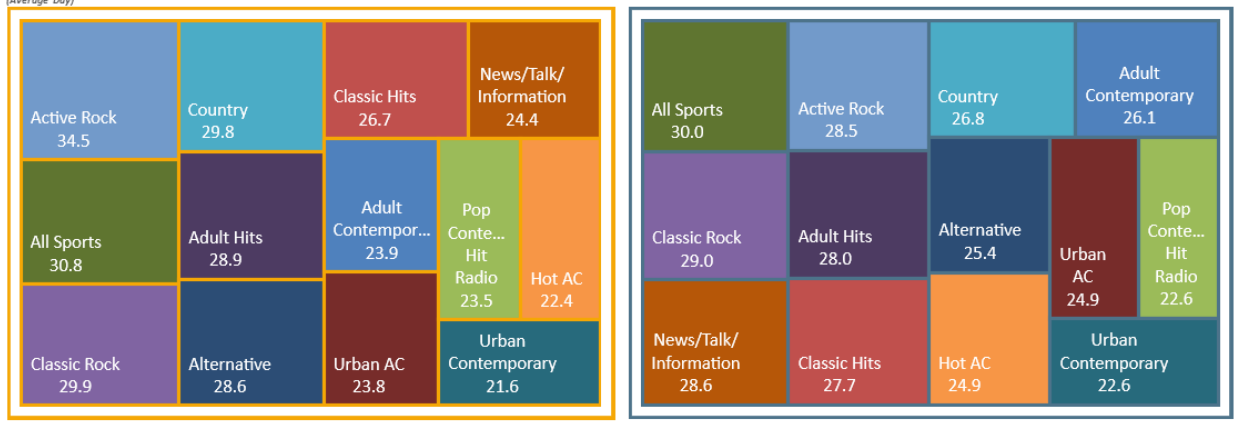
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 949

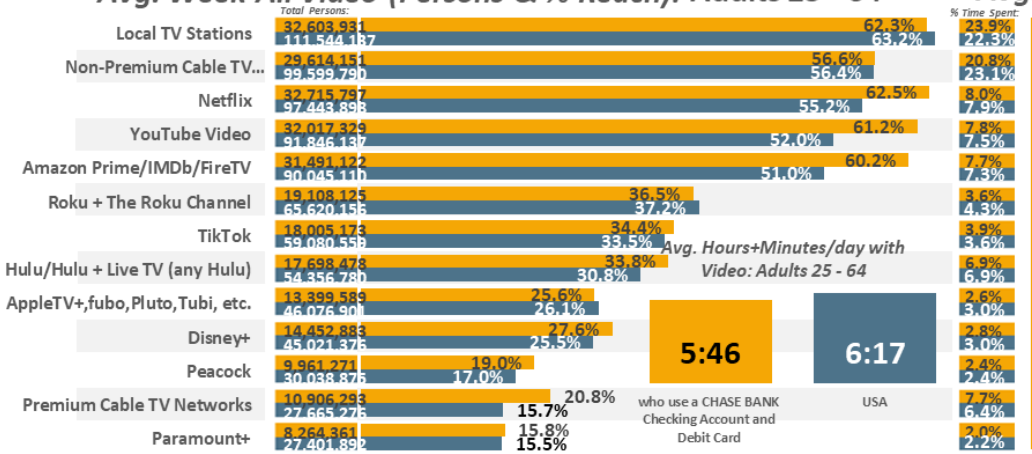
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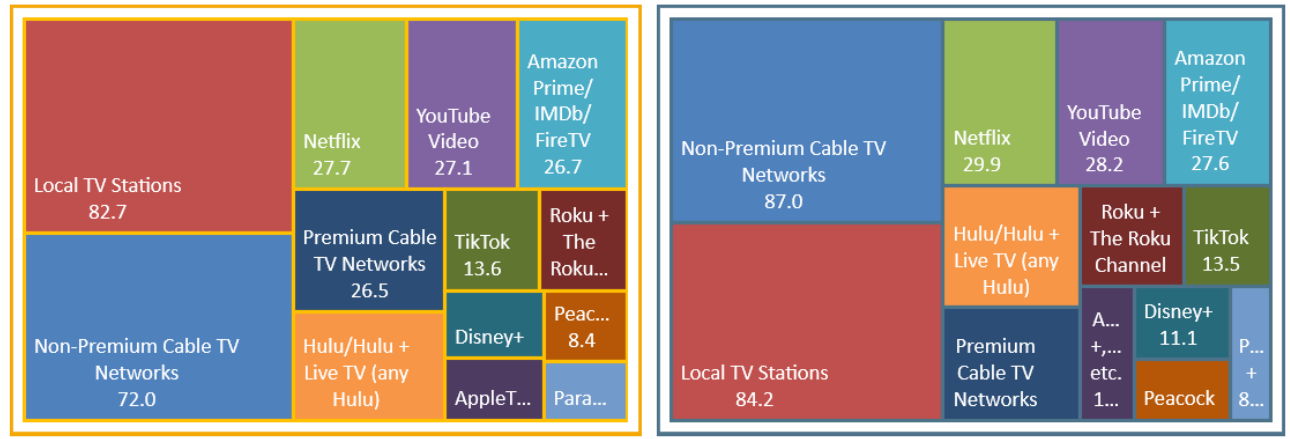
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32,075,525 or 61.3% of Adults 25 - 64 who use a CHASE BANK Checking Account and Debit Card watch Ad-Supported Local TV Stations for an average of 79.1 minutes every day representing 30.7% of all time spent daily with Ad-Supported Video.

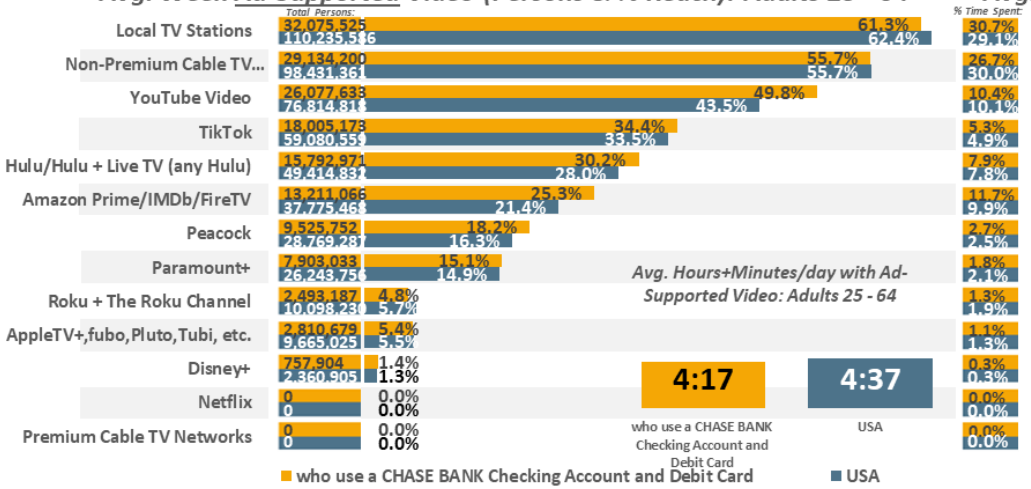
Avg. Week All Video (Persons & % Reach): Adults 25 - 64



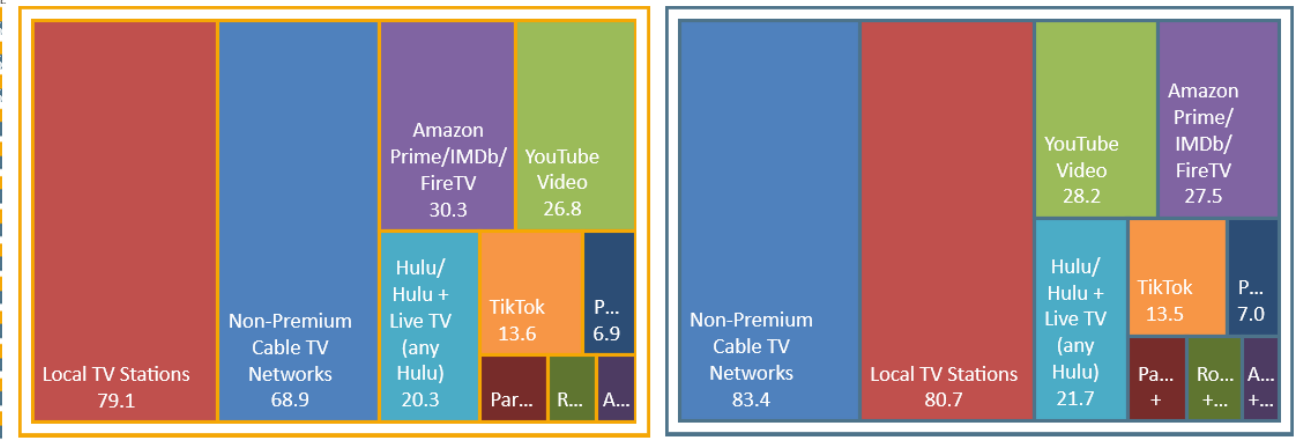
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,348

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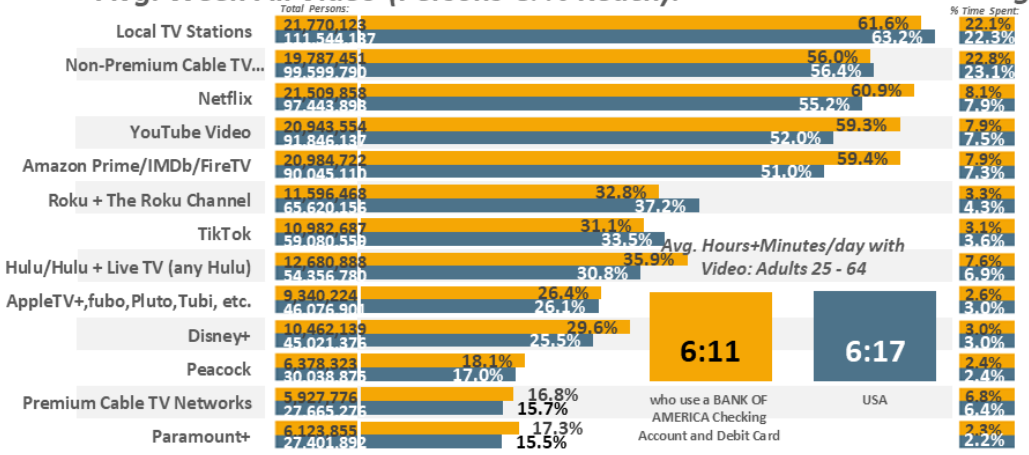
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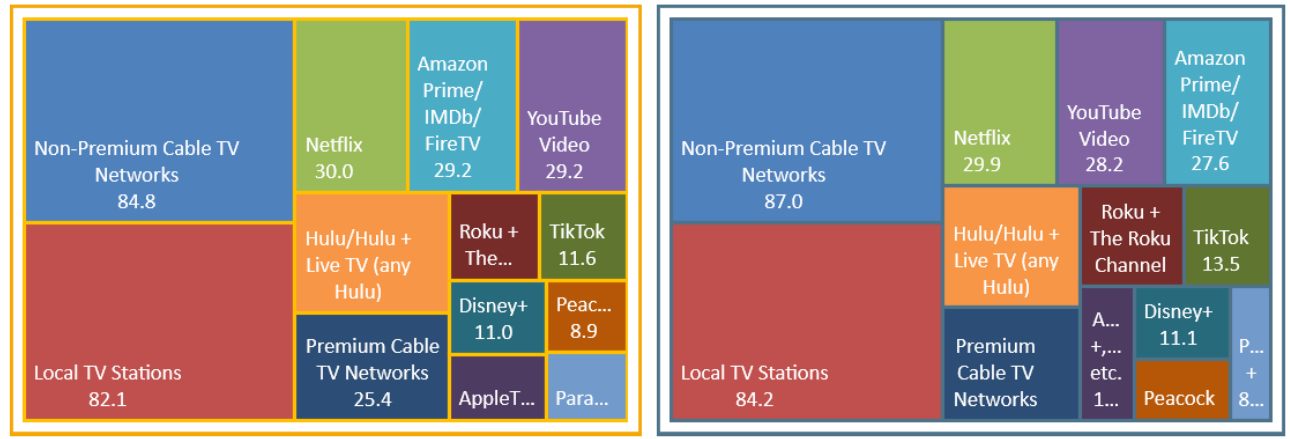
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21,383,045 or 60.5% of Adults 25 - 64 who use a BANK OF AMERICA Checking Account and Debit Card watch Ad-Supported Local TV Stations for an average of 77.9 minutes every day representing 28.2% of all time spent daily with Ad-Supported Video.

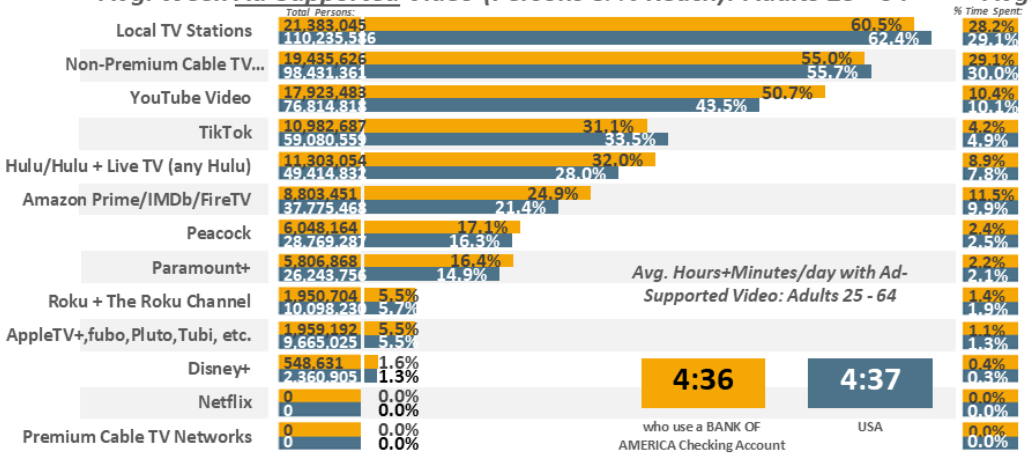
Avg. Week All Video (Persons & % Reach): Adults 25 - 64



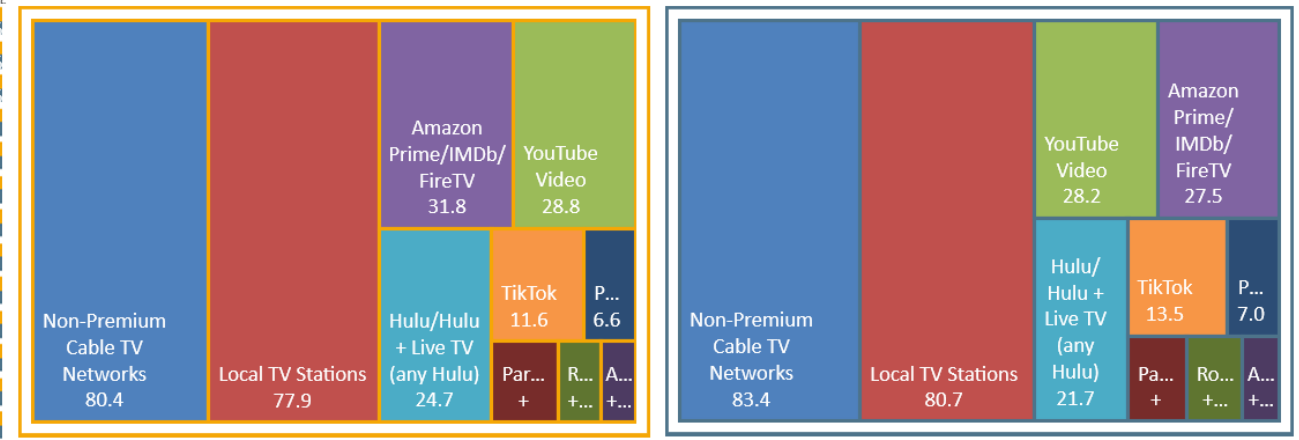
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,955

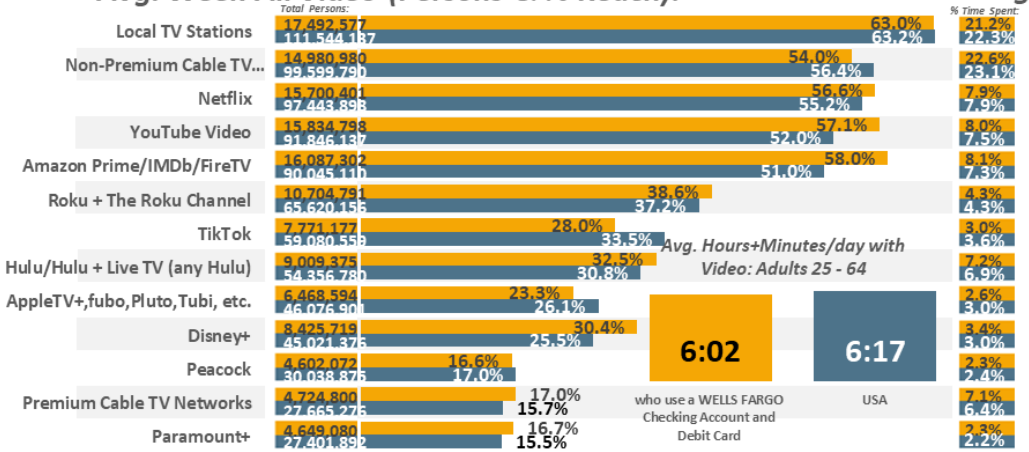
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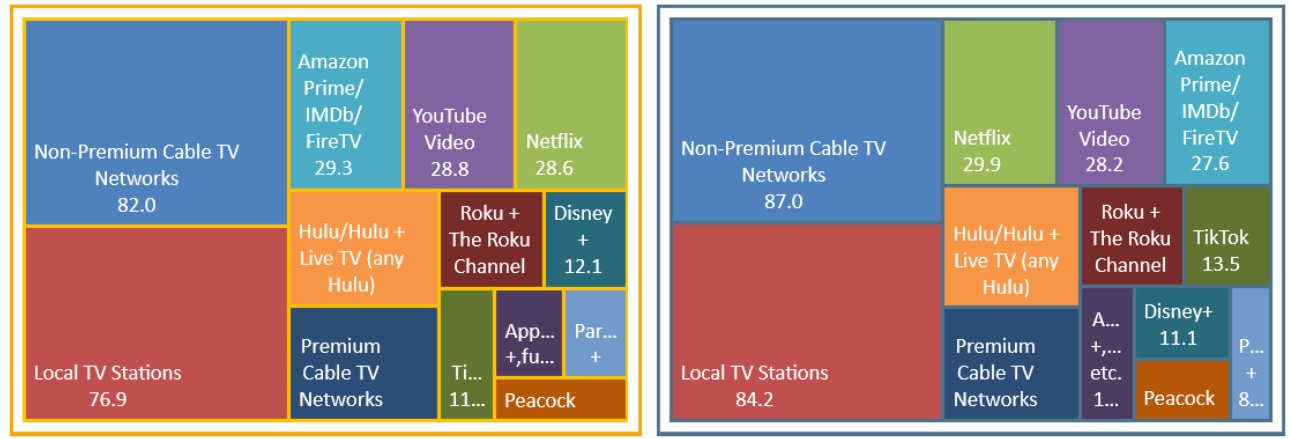
[((Banks HHLD uses (HHLD): Bank of America AND Financial services HHLD has/use (HHLD): Checking account) AND Financial services HHLD has/use (HHLD): Debit or ATM card)]

17,266,855 or 62.2% of Adults 25 - 64 who use a WELLS FARGO Checking Account and Debit Card watch Ad-Supported Local TV Stations for an average of 73.3 minutes every day representing 27.8% of all time spent daily with Ad-Supported Video.

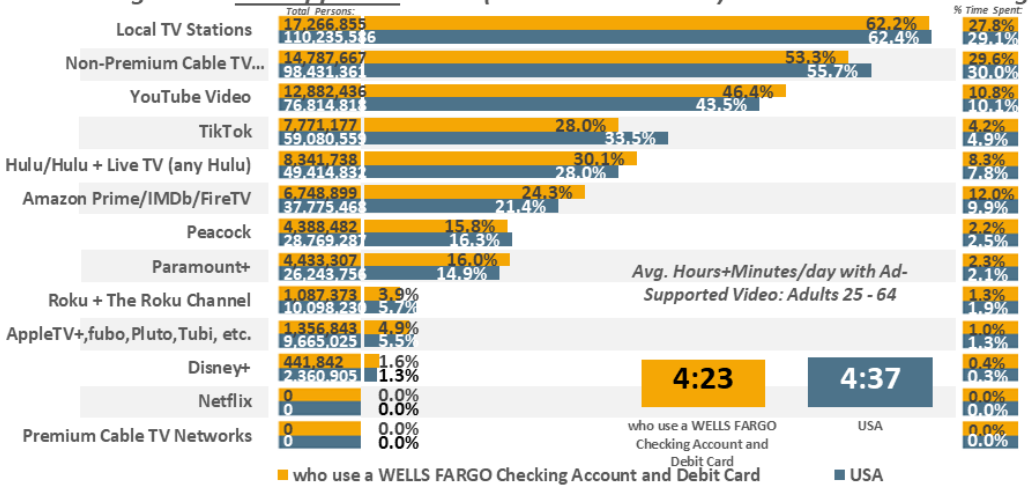
Avg. Week All Video (Persons & % Reach): Adults 25 - 64



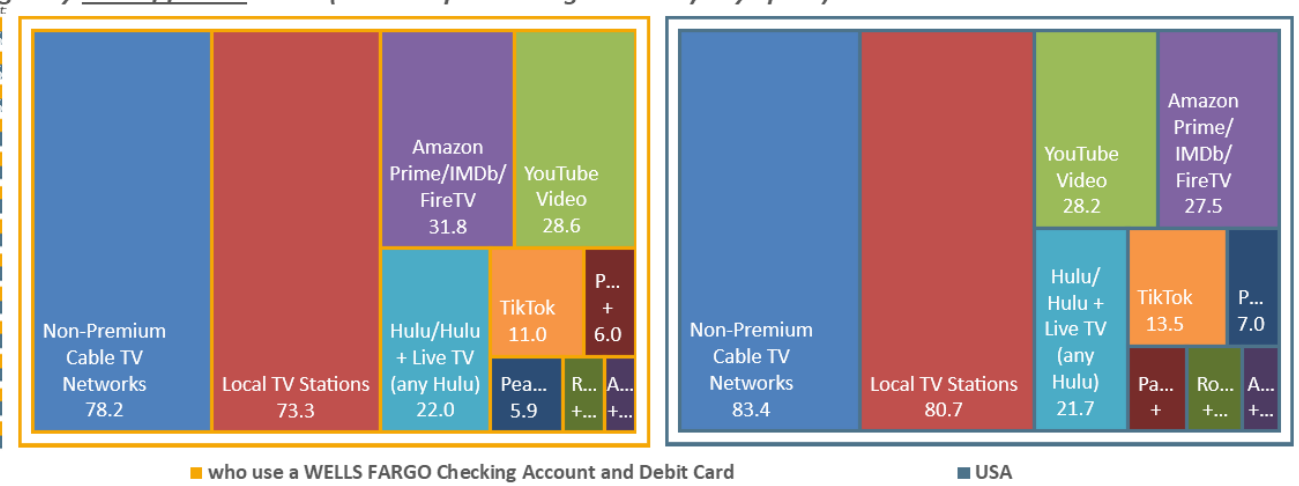
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,584

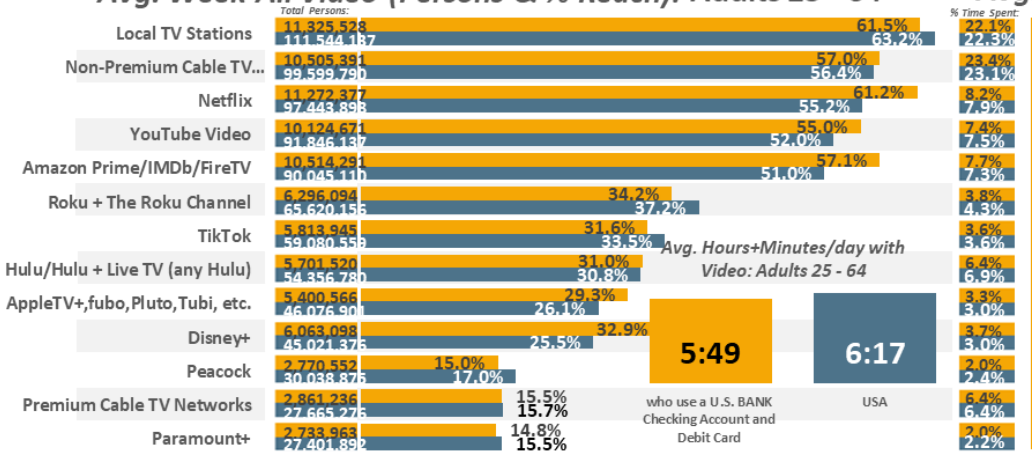
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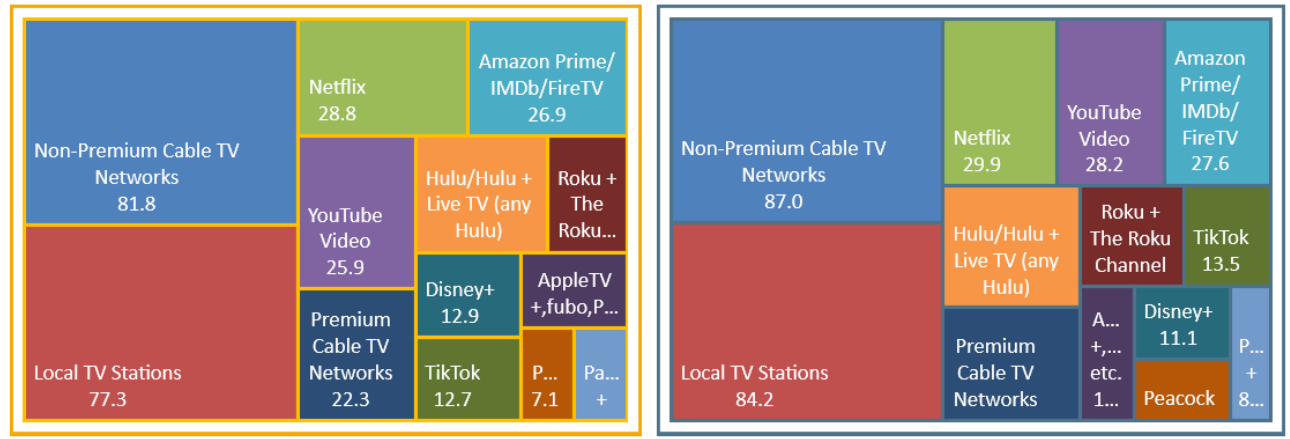
[((Banks HHLD uses (HHLD): Wells Fargo AND Financial services HHLD has/use (HHLD): Checking account) AND Financial services H HLD has/use (HHLD): Debit or ATM card)]

11,216,542 or 60.9% of Adults 25 - 64 who use a U.S. BANK Checking Account and Debit Card watch Ad-Supported Local TV Stations for an average of 74.1 minutes every day representing 29.1% of all time spent daily with Ad-Supported Video.

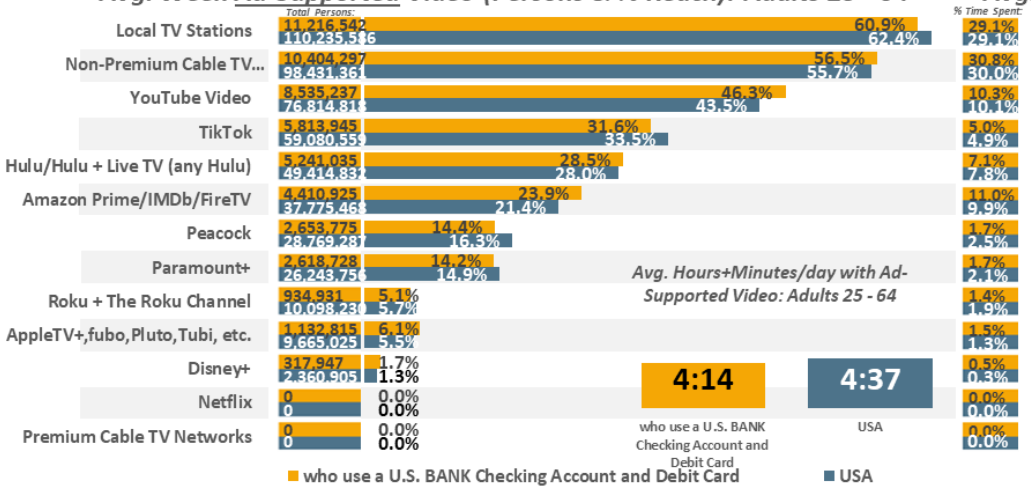
Avg. Week All Video (Persons & % Reach): Adults 25 - 64



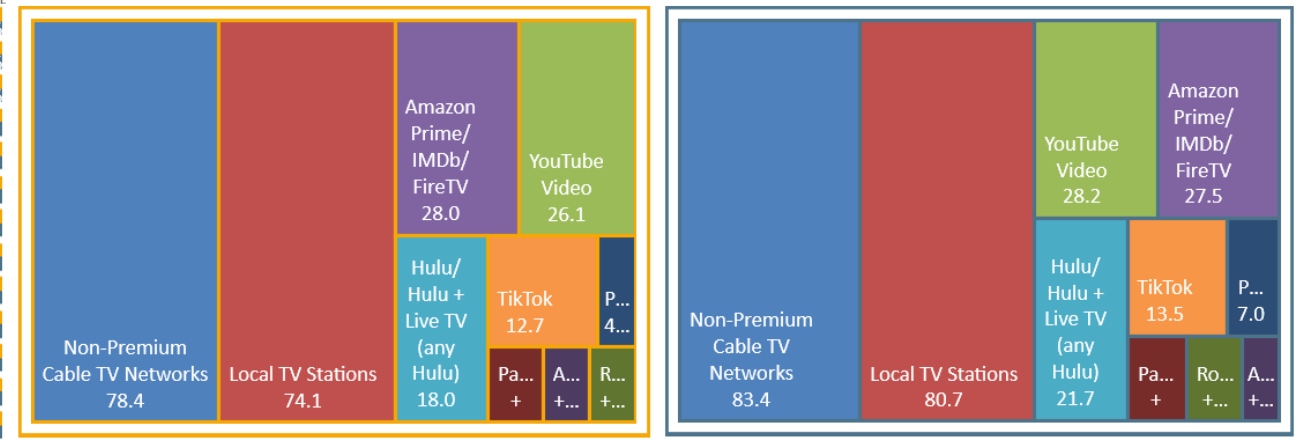
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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 R2 2023: Jan23-Oct23 Qual Intab 1,100

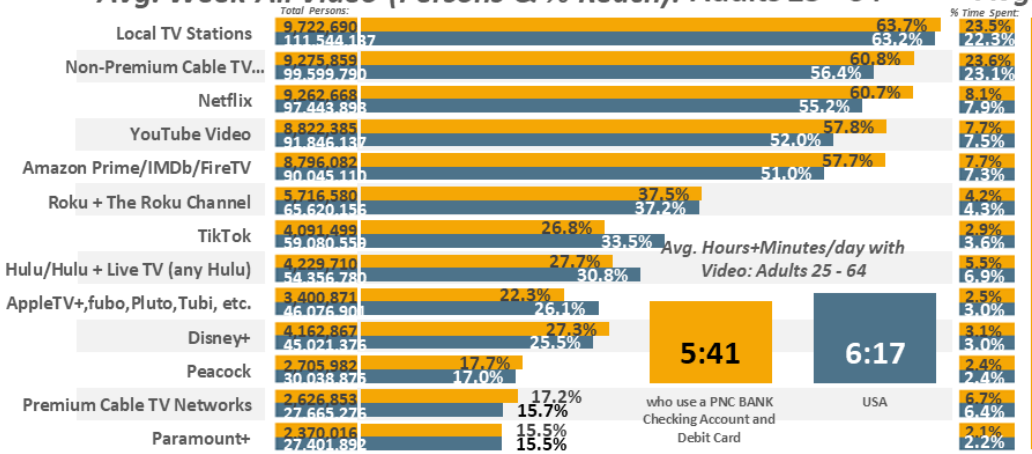
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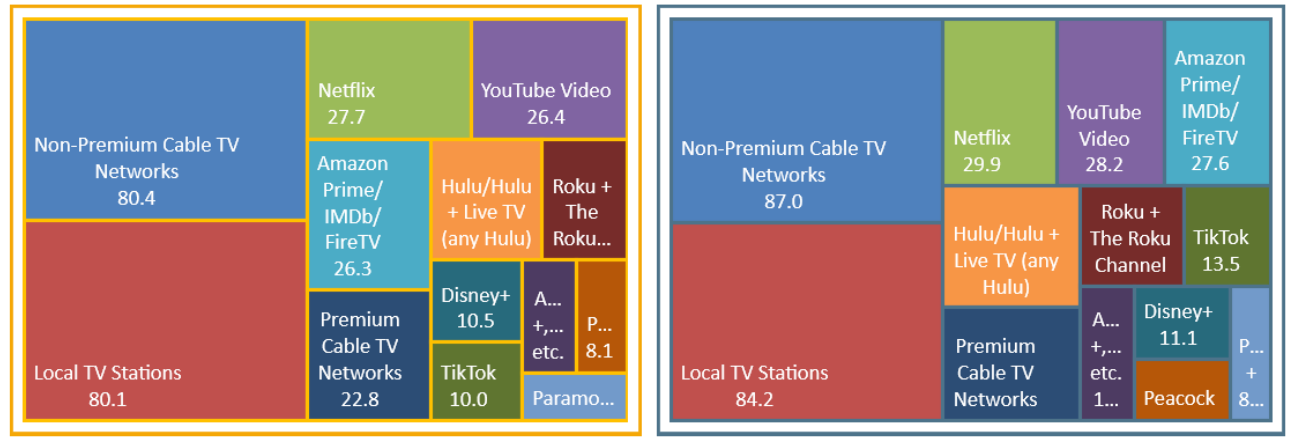
[((Banks HHLD uses (HHLD): U.S. Bank AND Financial services HHLD has/use (HHLD): Checking account) AND Financial services HHLD has/use (HHLD): Debit or ATM card)]

9,583,895 or 62.8% of Adults 25 - 64 who use a PNC BANK Checking Account and Debit Card watch Ad-Supported Local TV Stations for an average of 75.5 minutes every day representing 29.8% of all time spent daily with Ad-Supported Video.

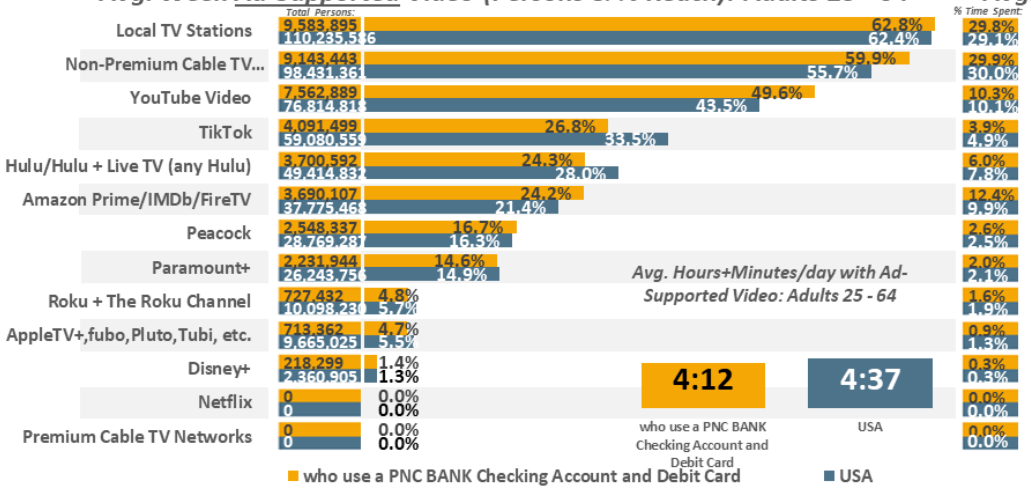
Avg. Week All Video (Persons & % Reach): Adults 25 - 64



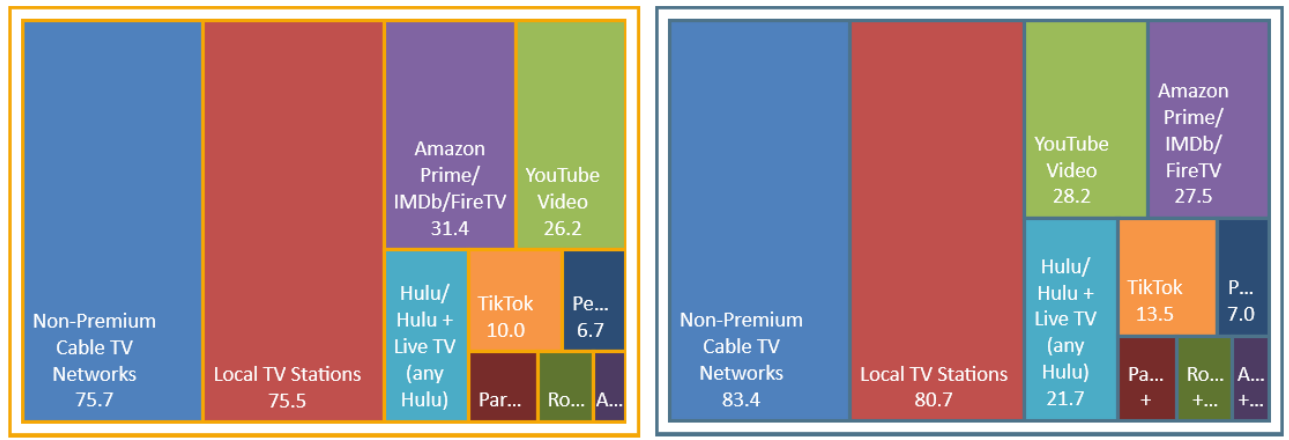
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 949

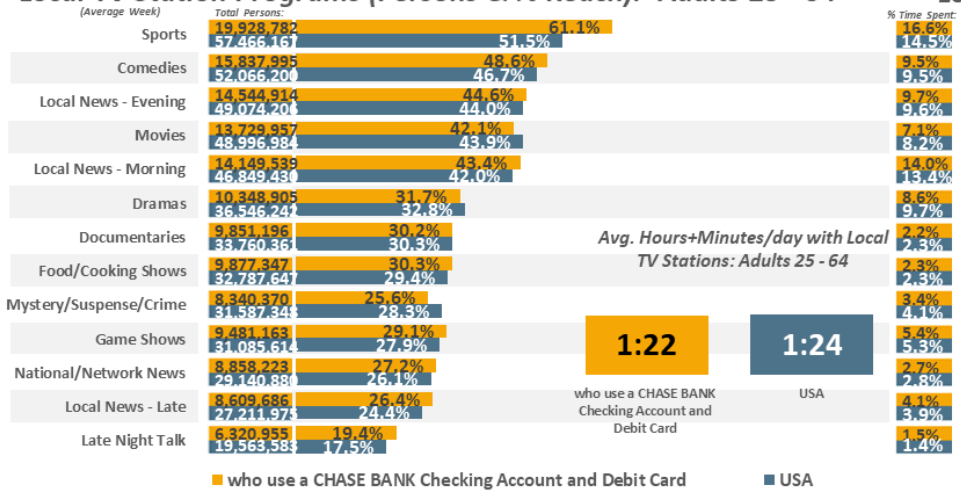
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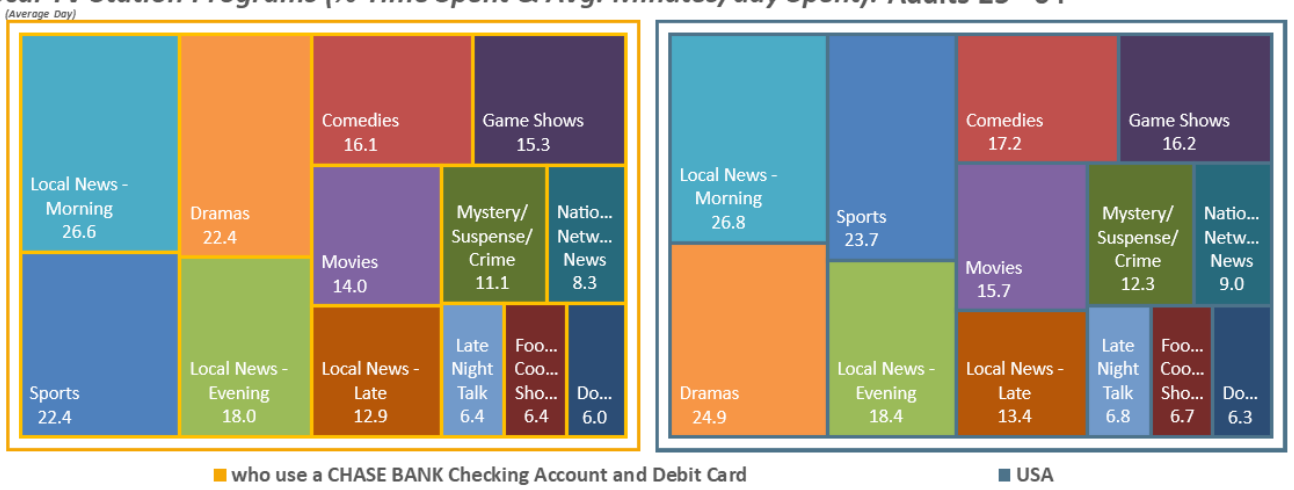
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32,075,525 or 61.3% of Adults 25 - 64 who use a CHASE BANK Checking Account and Debit Card watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Local News - Morning, Movies, and Dramas.

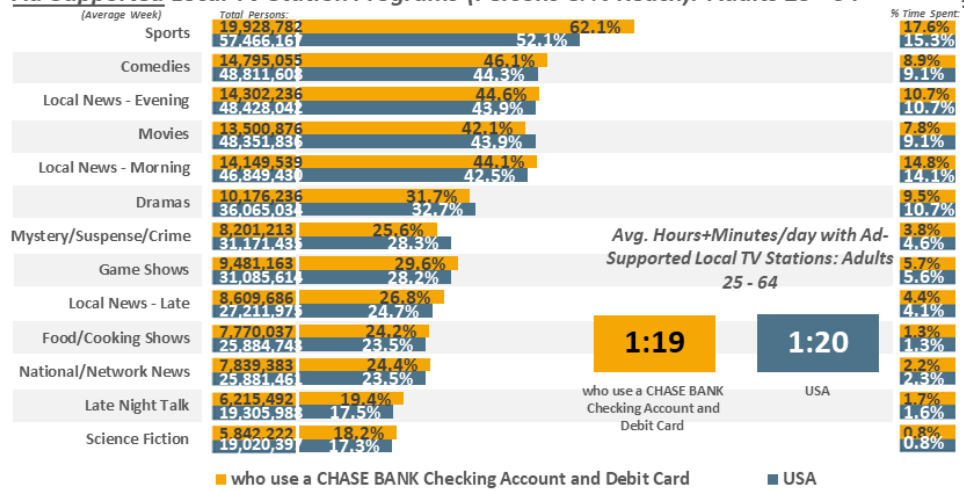
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



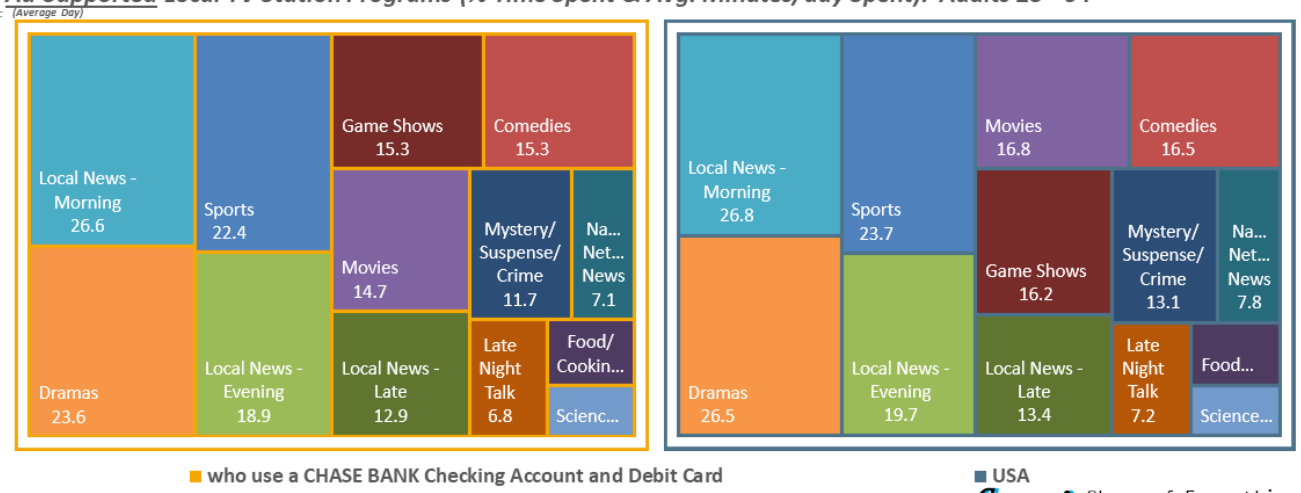
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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 R2 2023: Jan23-Oct23 Qual Intab 2,348

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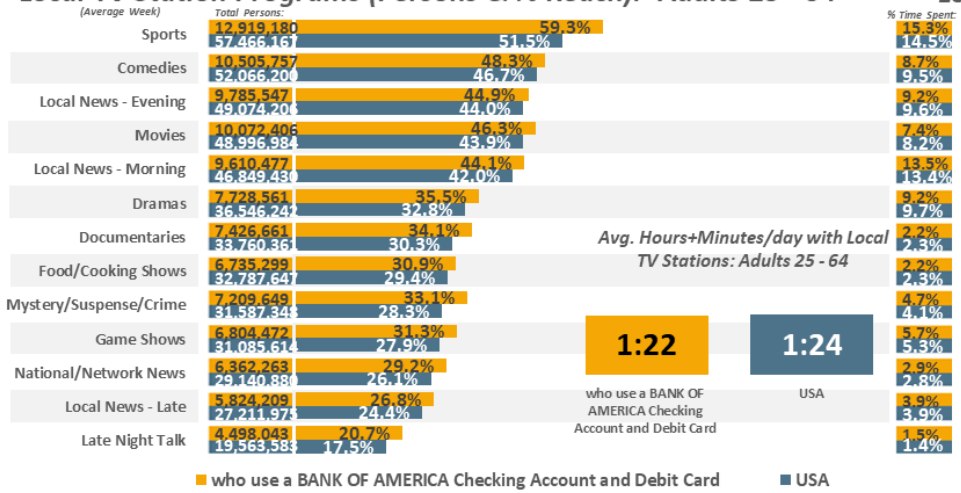
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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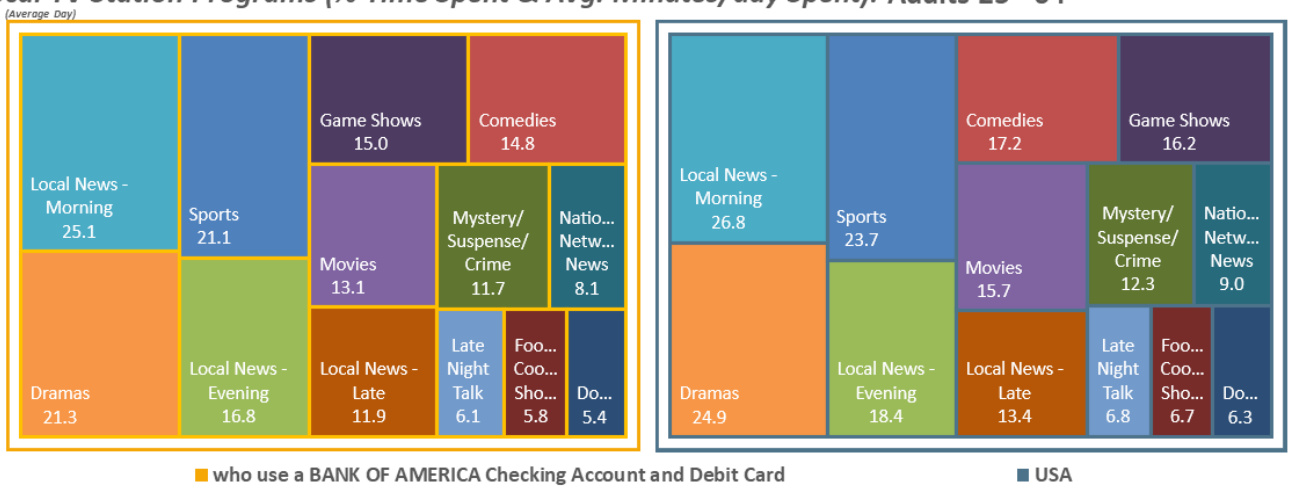
[((Banks HHLD uses (HHLD): Chase AND Financial services HHLD has/use (HHLD): Checking account) AND Financial services HHLD has/use (HHLD): Debit or ATM card)]

21,383,045 or 60.5% of Adults 25 - 64 who use a BANK OF AMERICA Checking Account and Debit Card watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Comedies, Local News - Morning, Local News - Evening, and Dramas.

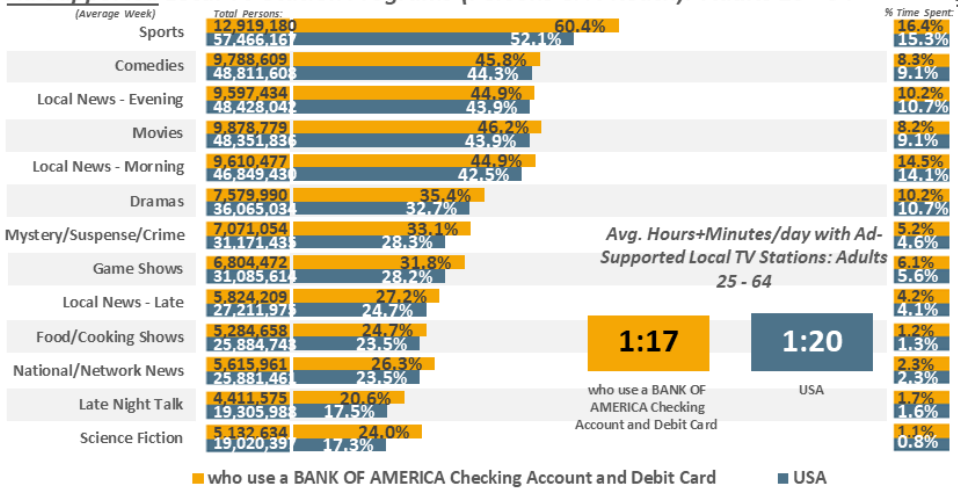
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



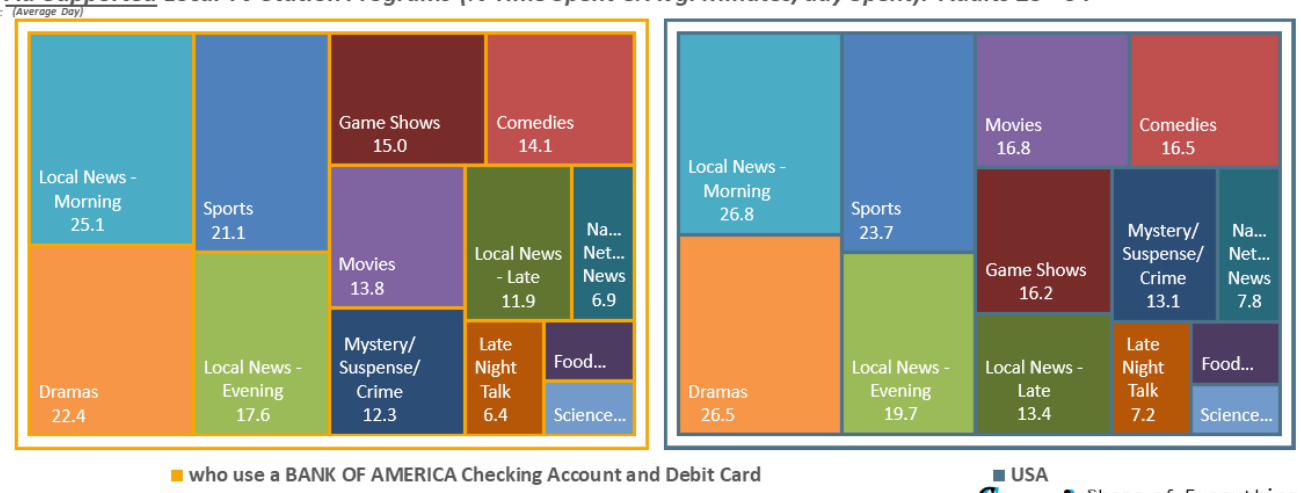
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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 R2 2023: Jan23-Oct23 Qual Intab 1,955

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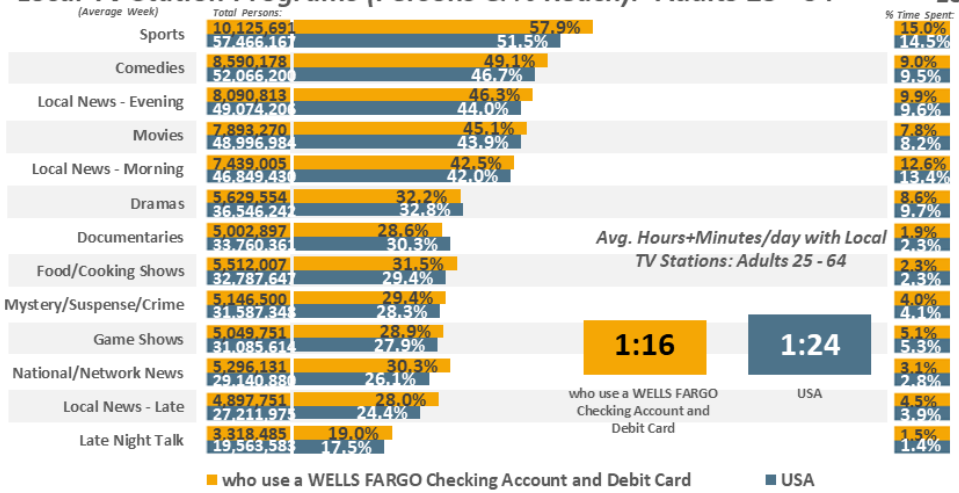
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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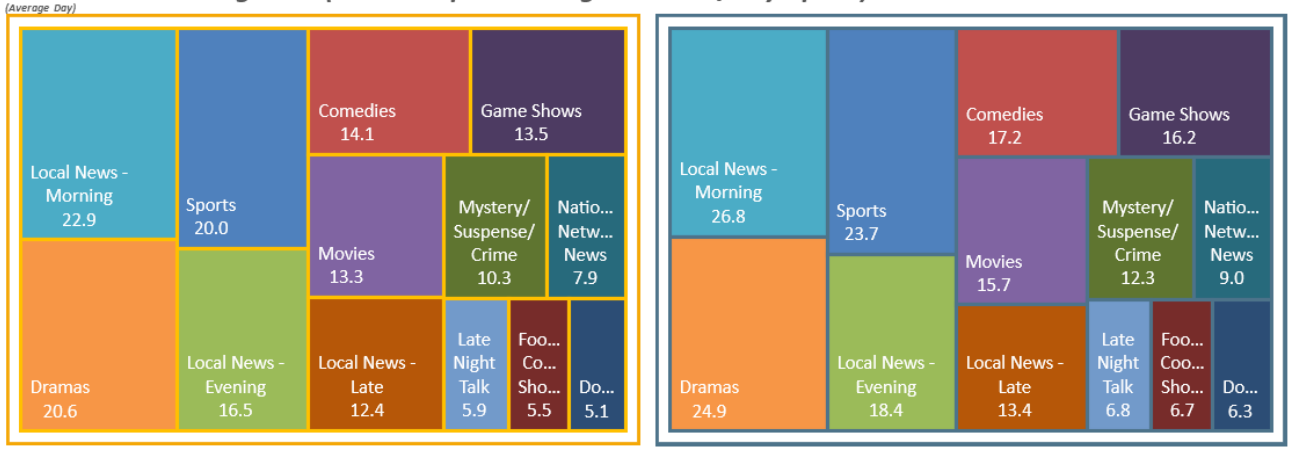
[((Banks HHLD uses (HHLD): Bank of America AND Financial services HHLD has/use (HHLD): Checking account) AND Financial services HHLD has/use (HHLD): Debit or ATM card)]

17,266,855 or 62.2% of Adults 25 - 64 who use a WELLS FARGO Checking Account and Debit Card watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Movies, Local News - Morning, and Dramas.

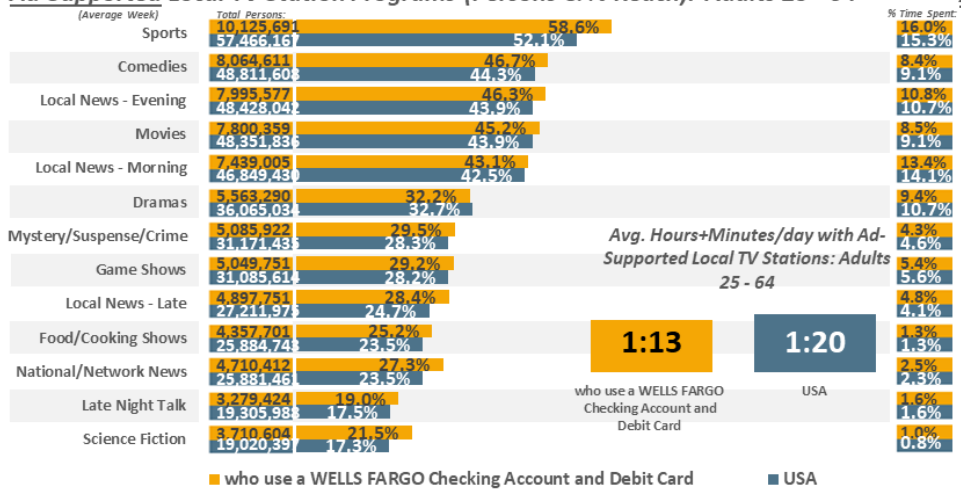
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



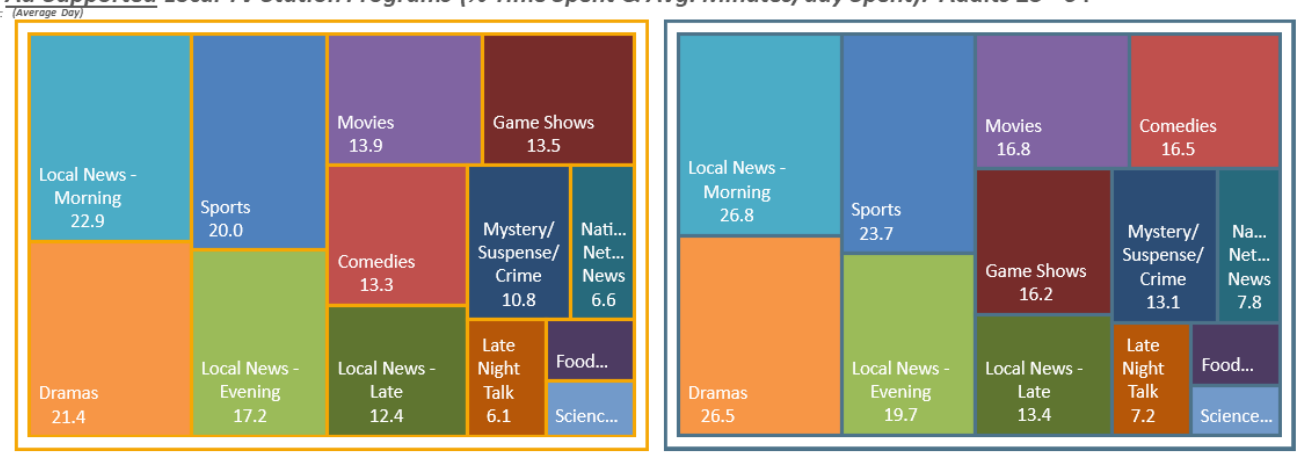
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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 R2 2023: Jan23-Oct23 Qual Intab 1,584

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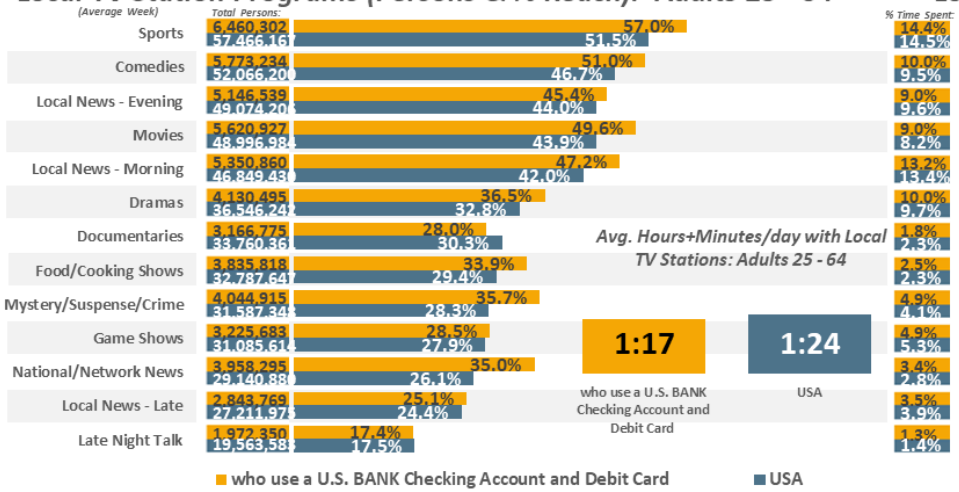
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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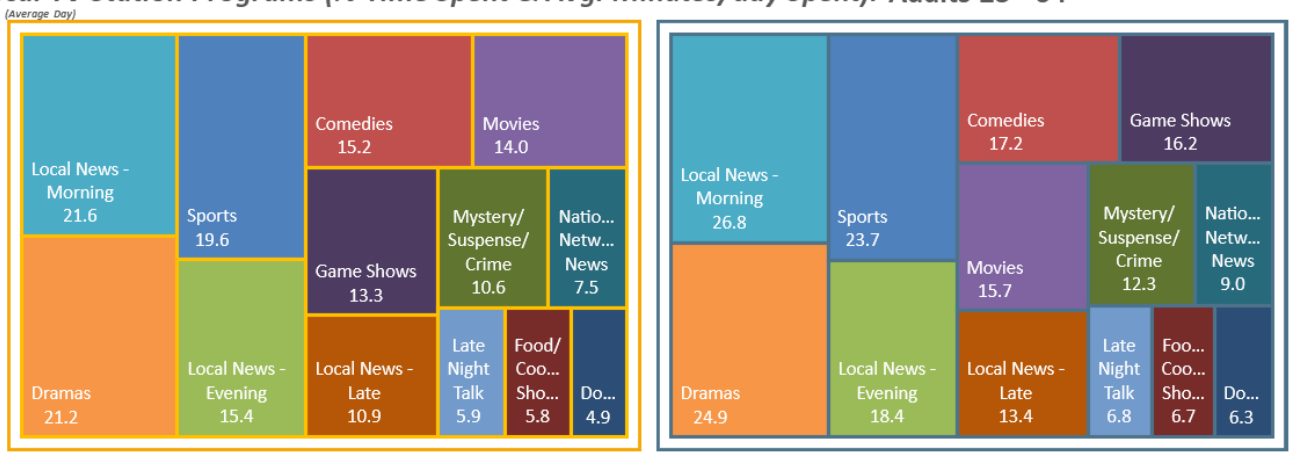
[((Banks HHLD uses (HHLD): Wells Fargo AND Financial services HHLD has/use (HHLD): Checking account) AND Financial services H HLD has/use (HHLD): Debit or ATM card)]

11,216,542 or 60.9% of Adults 25 - 64 who use a U.S. BANK Checking Account and Debit Card watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Comedies, Local News - Morning, Local News - Evening, and Dramas.

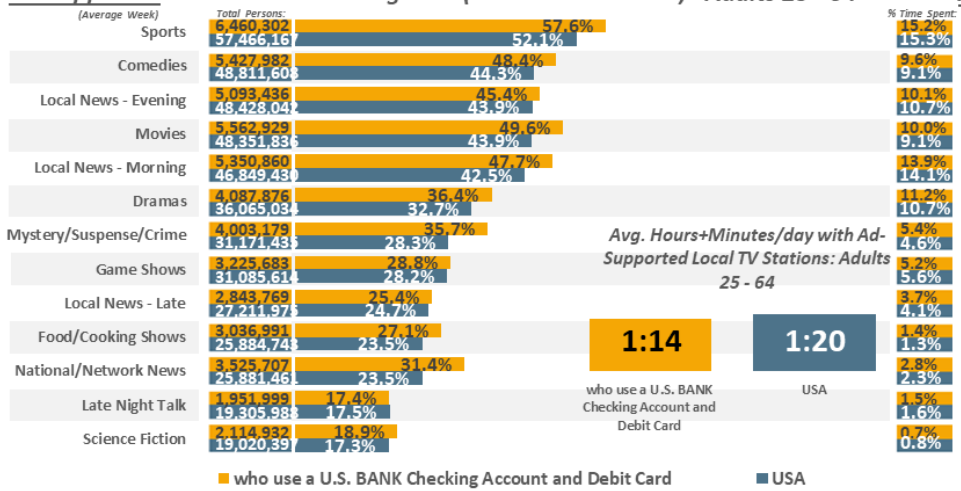
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



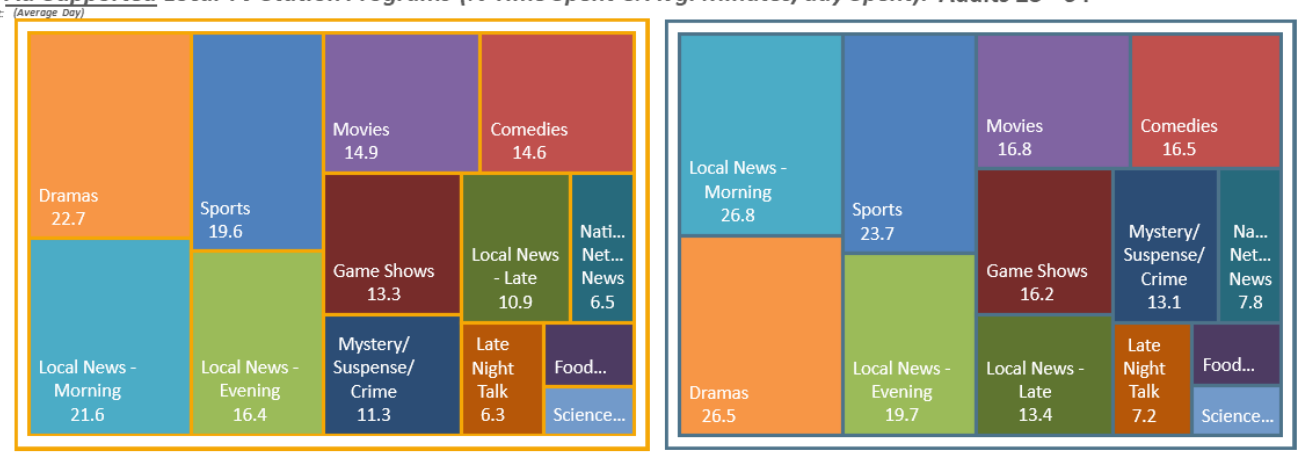
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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 R2 2023: Jan23-Oct23 Qual Intab 1,100

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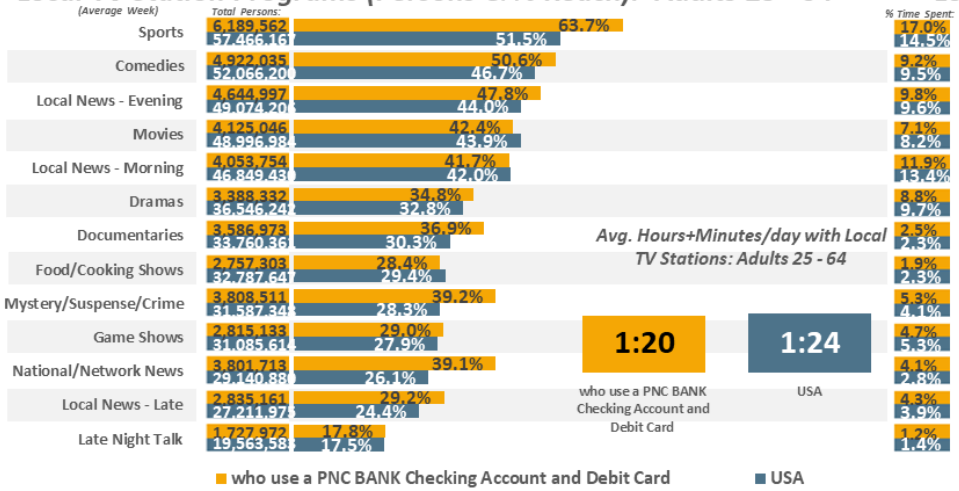
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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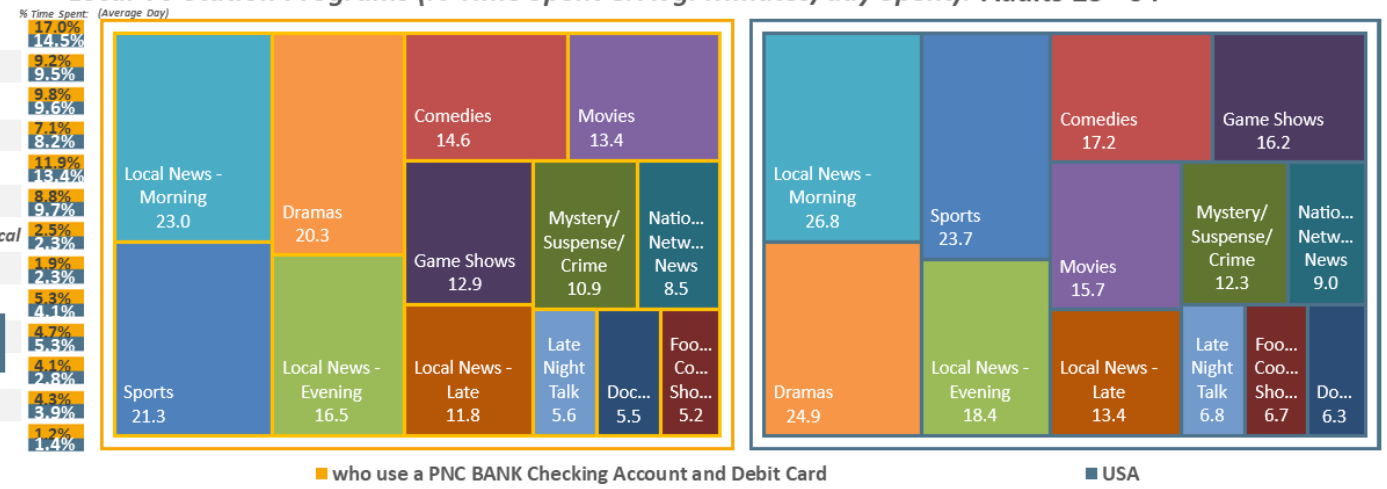
[((Banks HHLD uses (HHLD): U.S. Bank AND Financial services HHLD has/use (HHLD): Checking account) AND Financial services HHLD has/use (HHLD): Debit or ATM card)]

9,583,895 or 62.8% of Adults 25 - 64 who use a PNC BANK Checking Account and Debit Card watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Movies, Local News - Morning, and Mystery/Suspense/Crime.

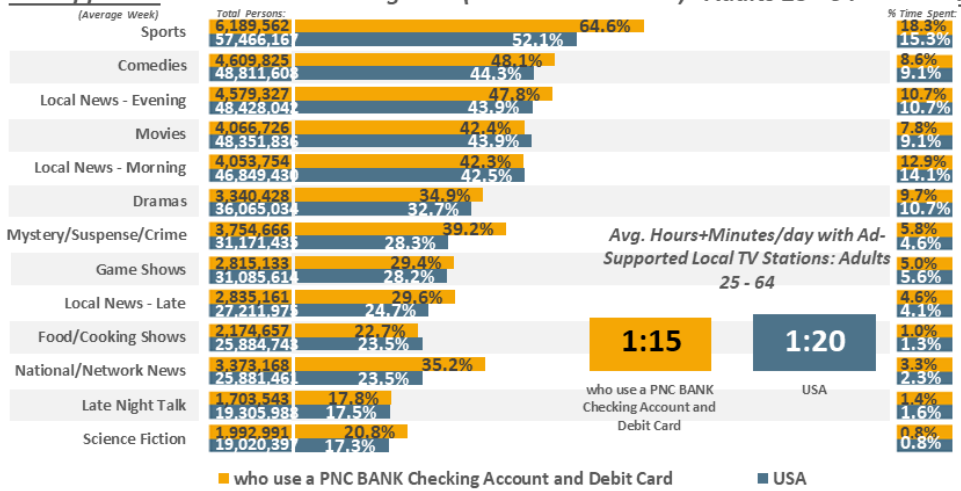
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



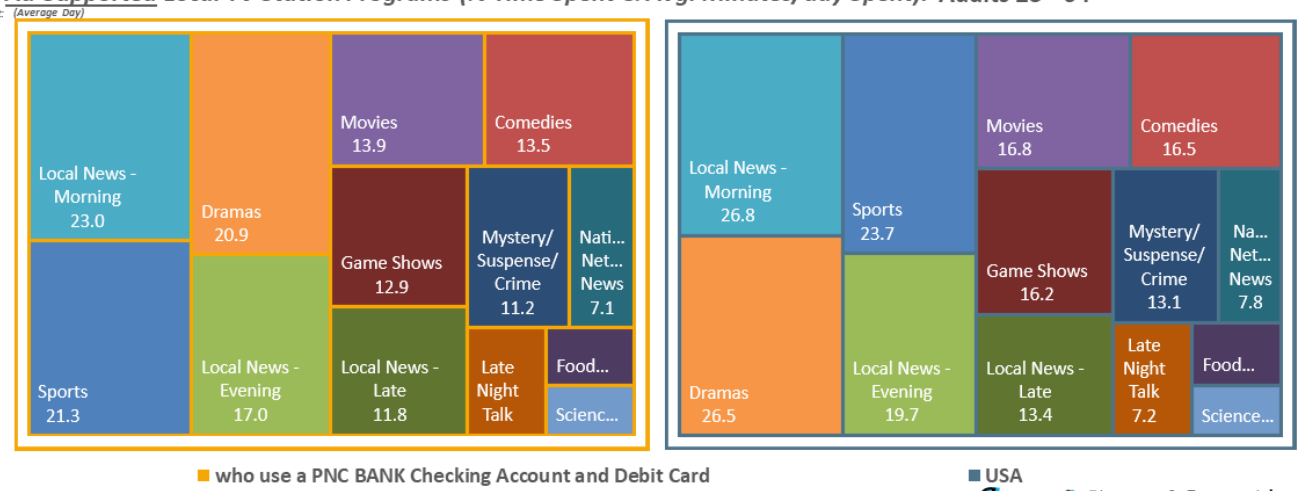
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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 R2 2023: Jan23-Oct23 Qual Intab 949

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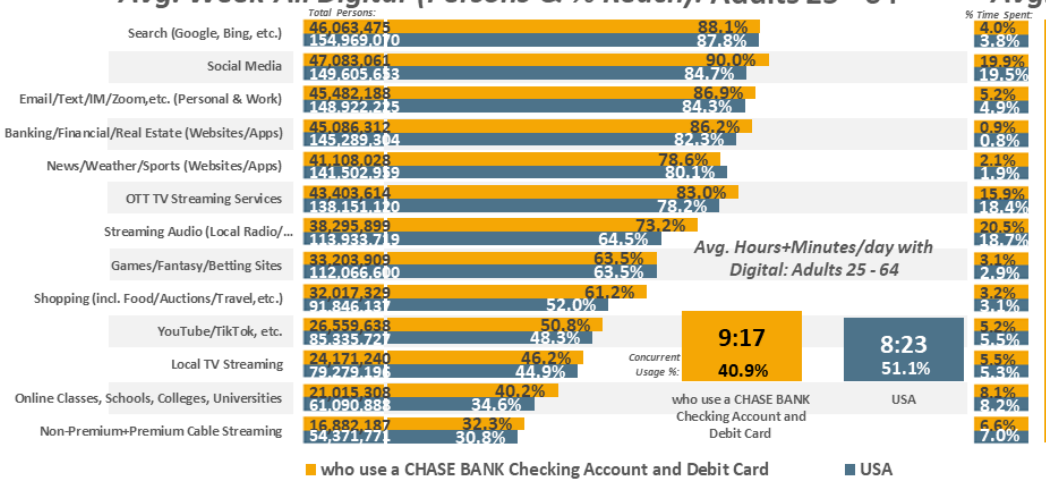
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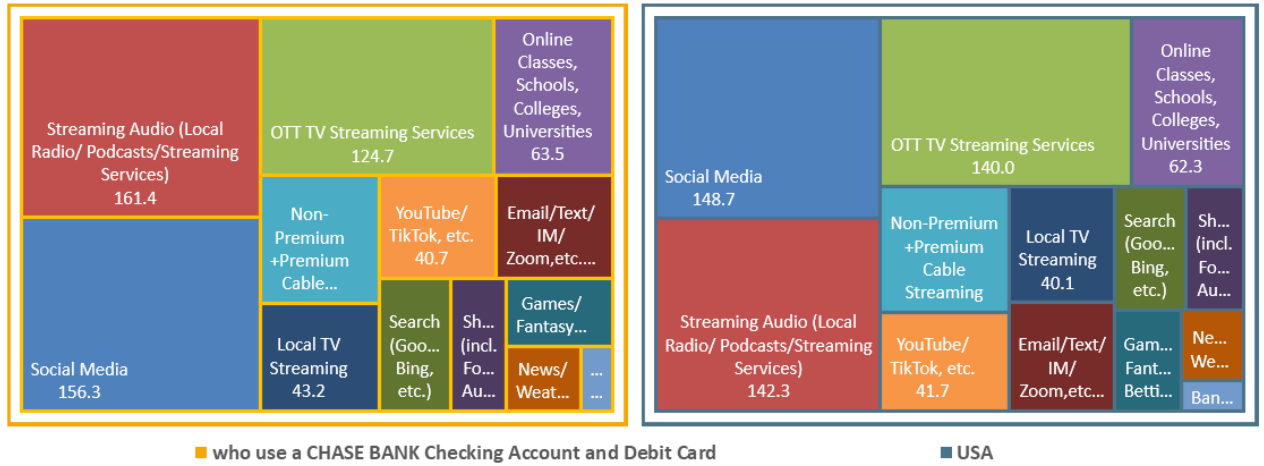
[((Banks HHLD uses (HHLD): PNC Bank AND Financial services HHLD has/use (HHLD): Checking account) AND Financial services HHLD has/use (HHLD): Debit or ATM card)]

39,986,069 or 76.4% of Adults 25 - 64 who use a CHASE BANK Checking Account and Debit Card use Ad-Supported Social Media for an average of 143.8 minutes every day representing 25.6% of all time spent daily with Ad-Supported Digital Media.

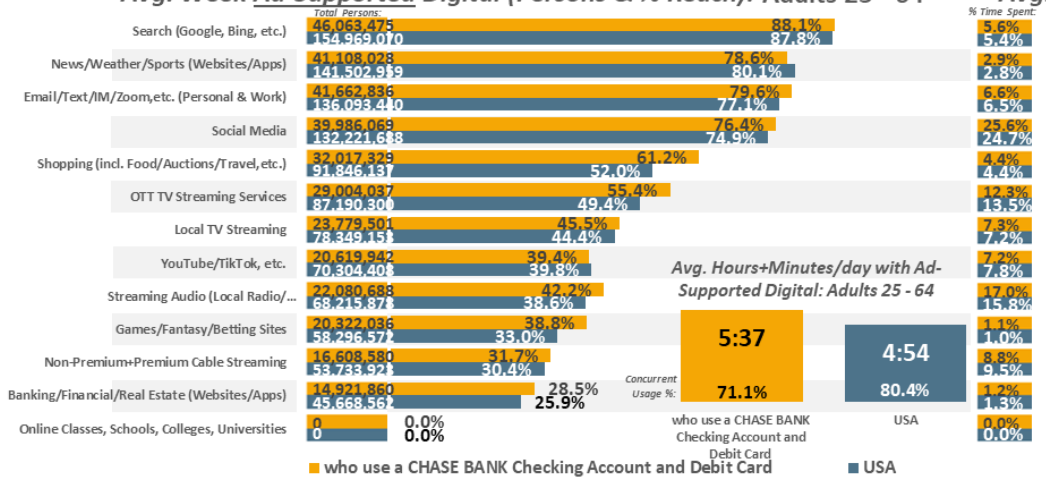
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



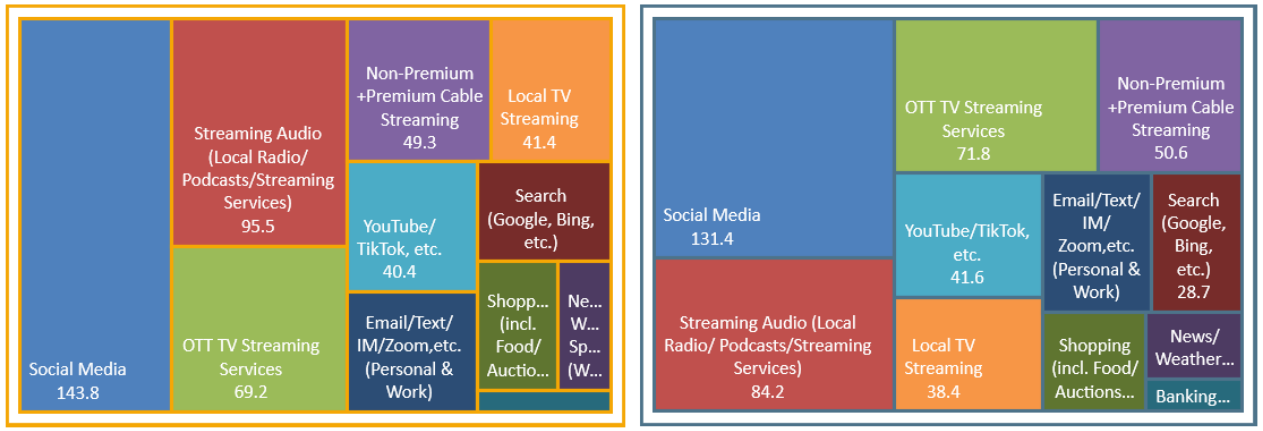
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,348

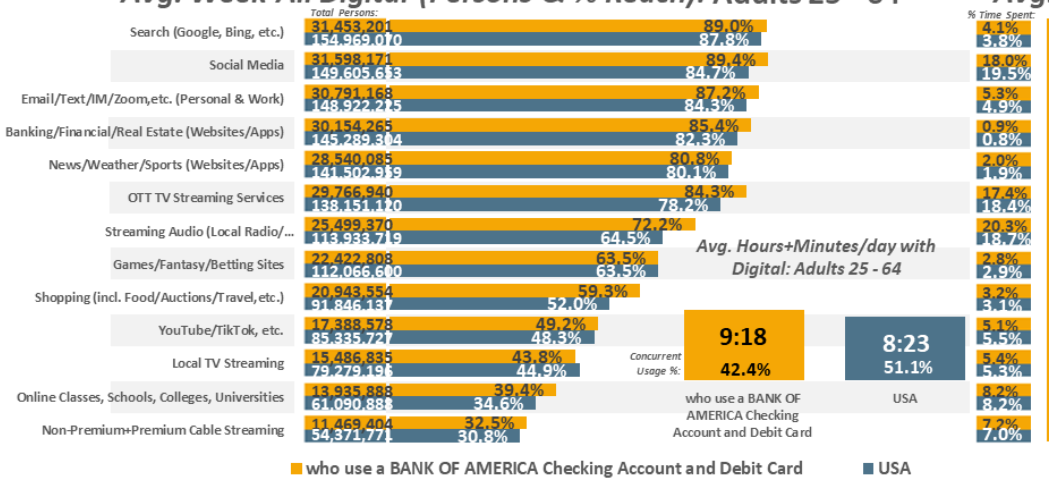
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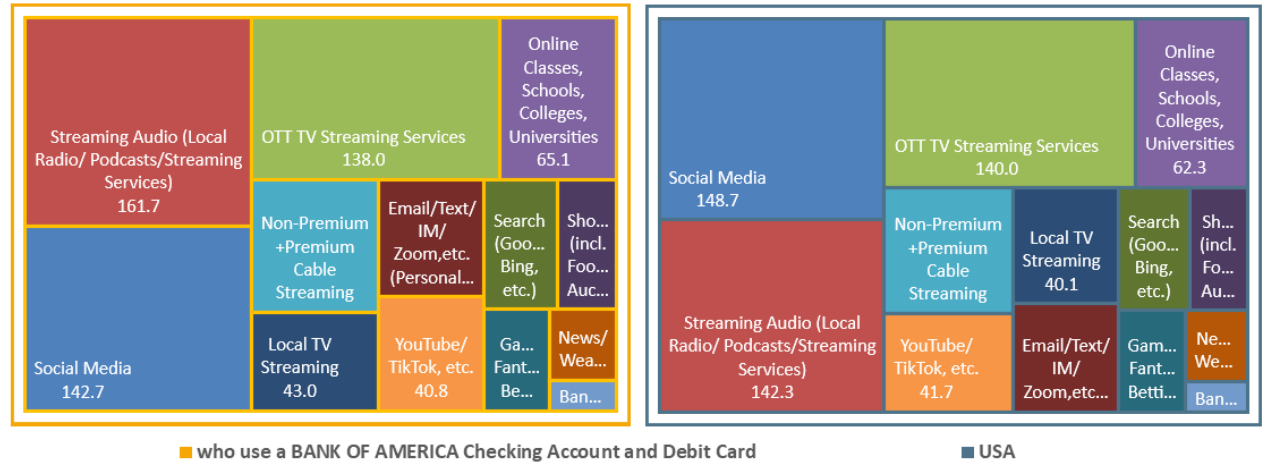
[((Banks HHLD uses (HHLD): Chase AND Financial services HHLD has/use (HHLD): Checking account) AND Financial services HHLD has/use (HHLD): Debit or ATM card)]

27,701,269 or 78.4% of Adults 25 - 64 who use a BANK OF AMERICA Checking Account and Debit Card use Ad-Supported Social Media for an average of 131.3 minutes every day representing 23.3% of all time spent daily with Ad-Supported Digital Media.

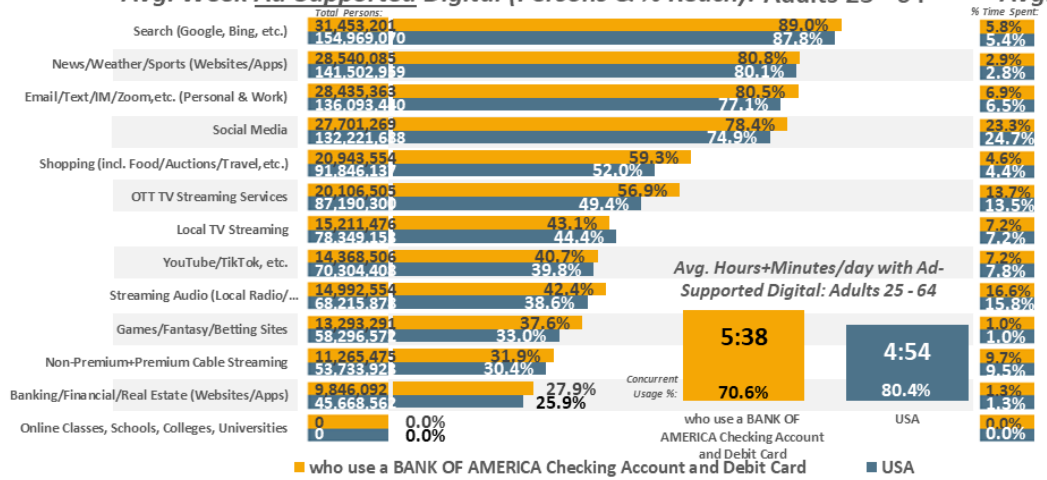
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



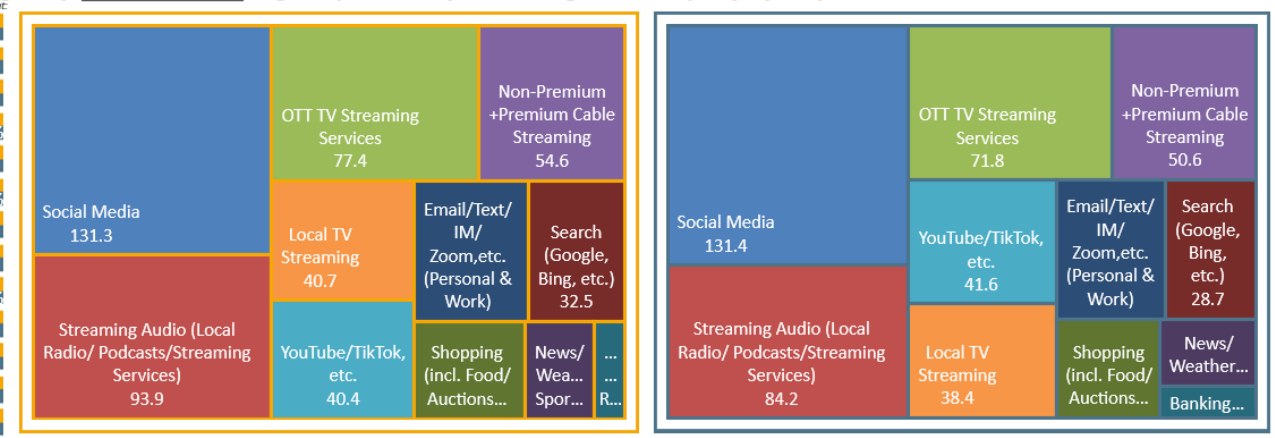
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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 R2 2023: Jan23-Oct23 Qual Intab 1,955

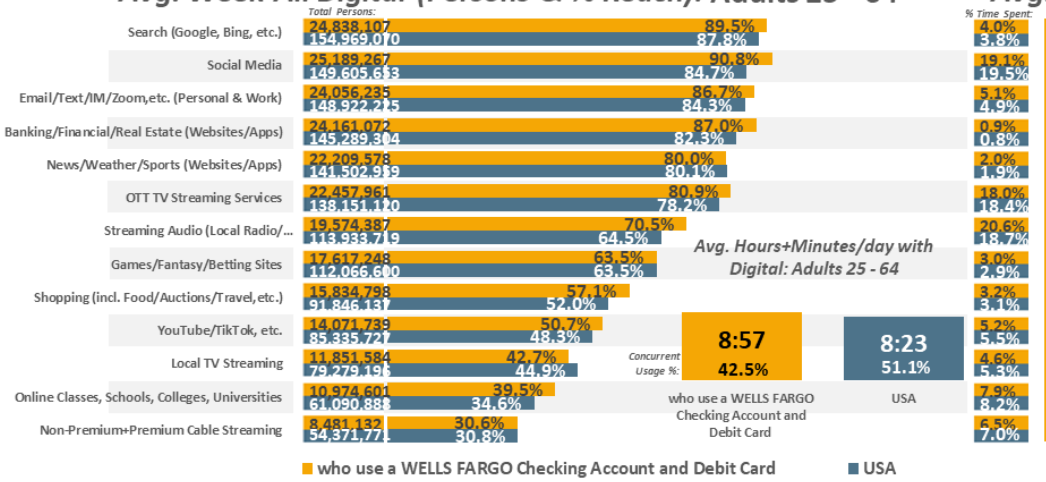
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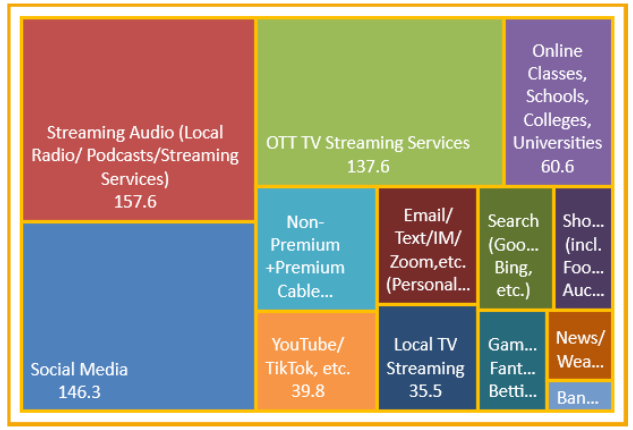
[((Banks HHLD uses (HHLD): Bank of America AND Financial services HHLD has/use (HHLD): Checking account) AND Financial services HHLD has/use (HHLD): Debit or ATM card)]

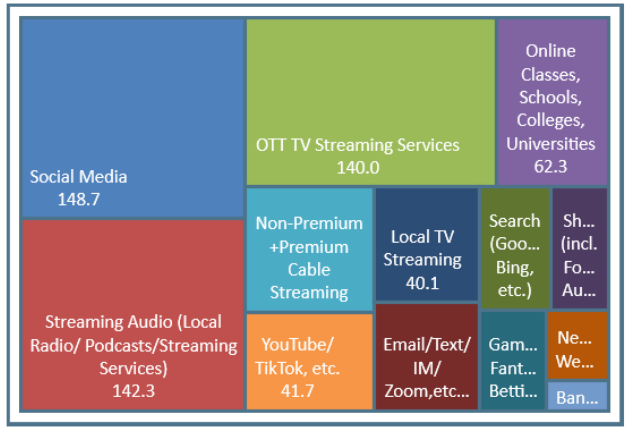
22,859,614 or 82.4% of Adults 25 - 64 who use a WELLS FARGO Checking Account and Debit Card use Ad-Supported Social Media for an average of 134.6 minutes every day representing 25.1% of all time spent daily with Ad-Supported Digital Media.

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

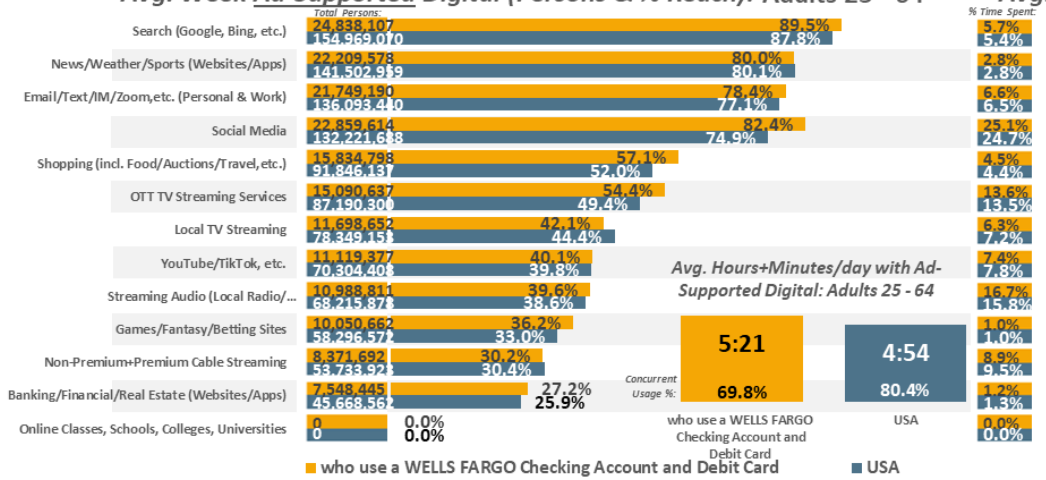


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

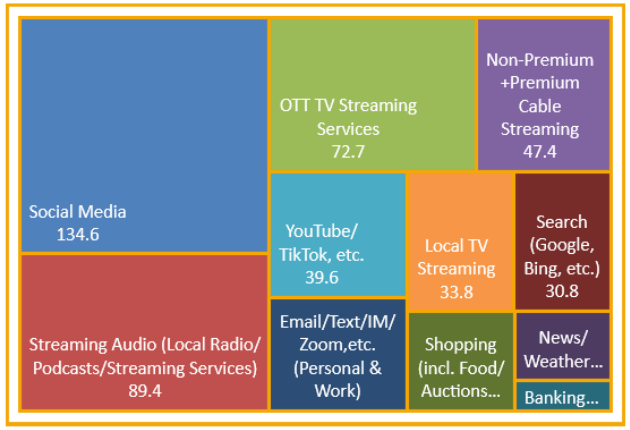


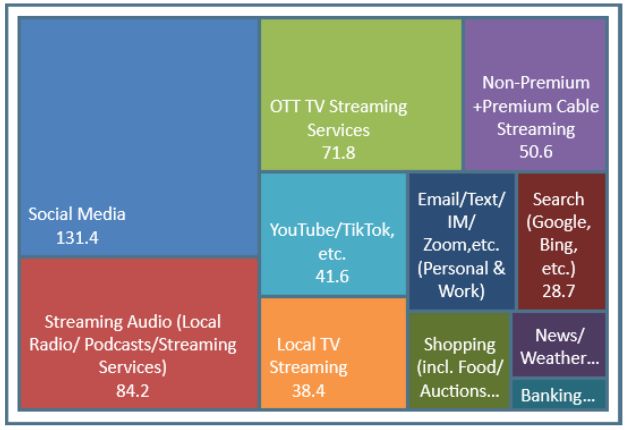


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 64



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





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,584

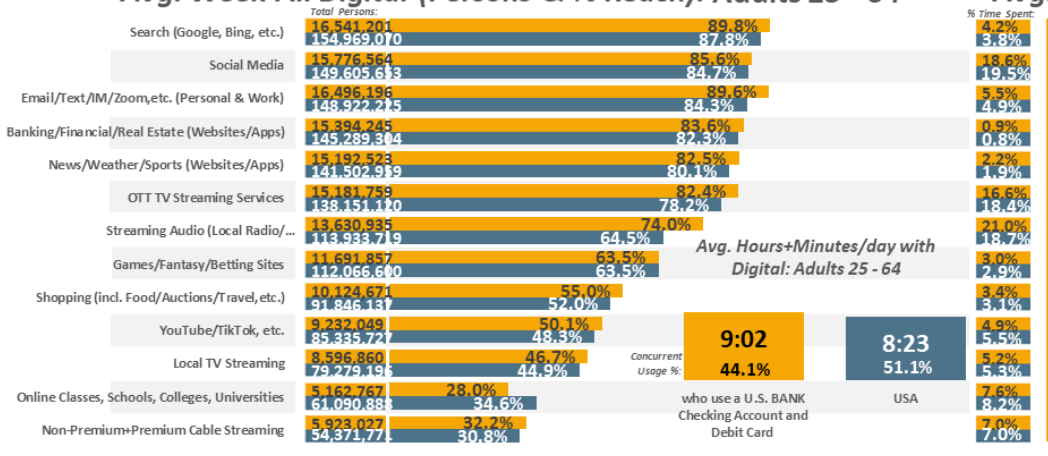
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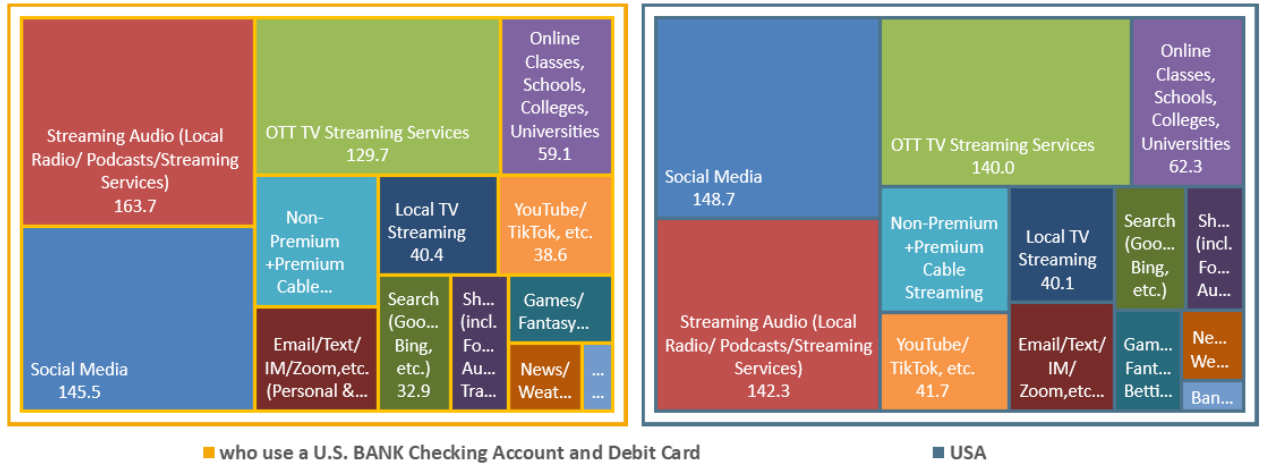
[((Banks HHLD uses (HHLD): Wells Fargo AND Financial services HHLD has/use (HHLD): Checking account) AND Financial services HHLD has/use (HHLD): Debit or ATM card)]

14,110,543 or 76.6% of Adults 25 - 64 who use a U.S. BANK Checking Account and Debit Card use Ad-Supported Social Media for an average of 133.8 minutes every day representing 24.2% of all time spent daily with Ad-Supported Digital Media.

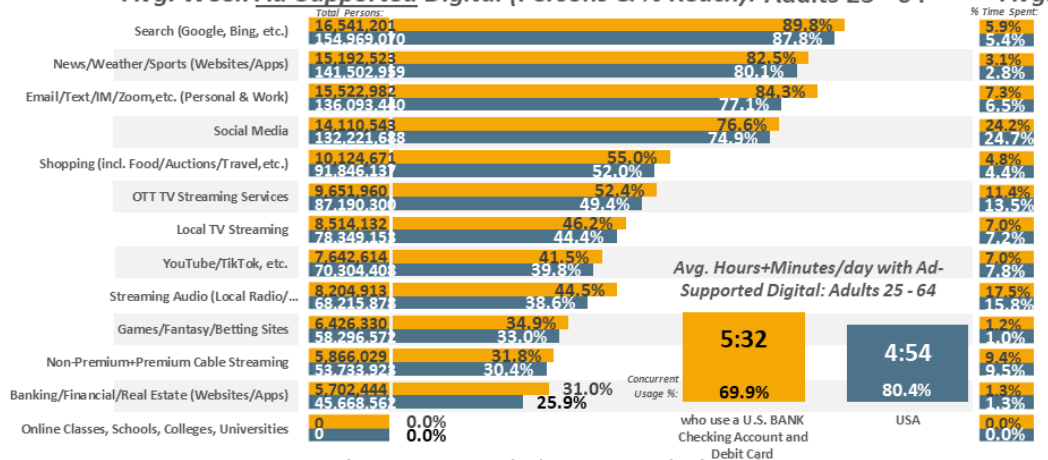
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



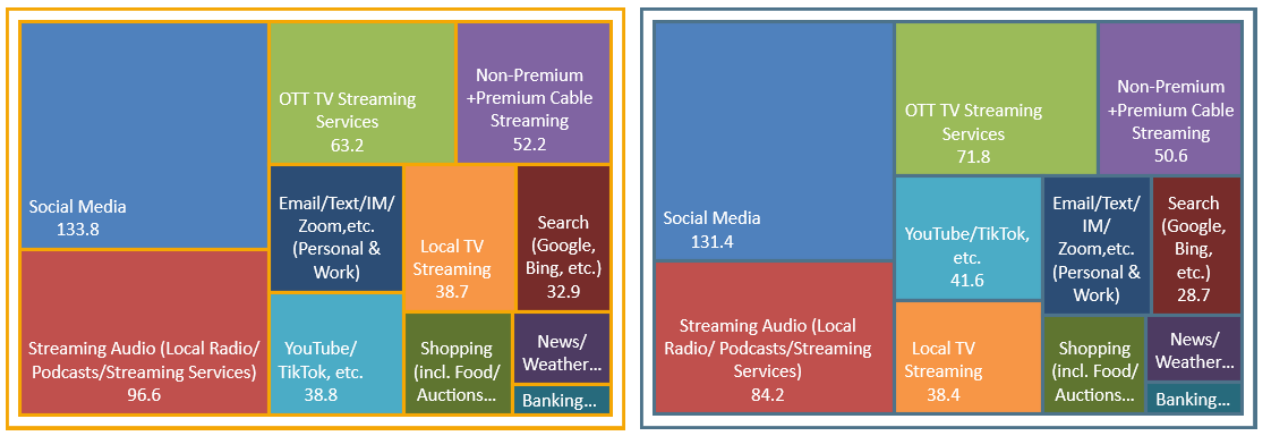
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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 R2 2023: Jan23-Oct23 Qual Intab 1,100

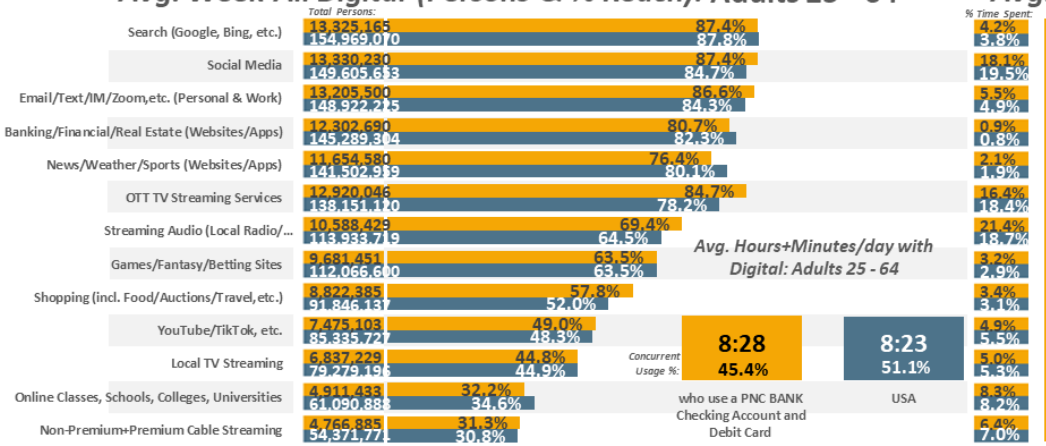
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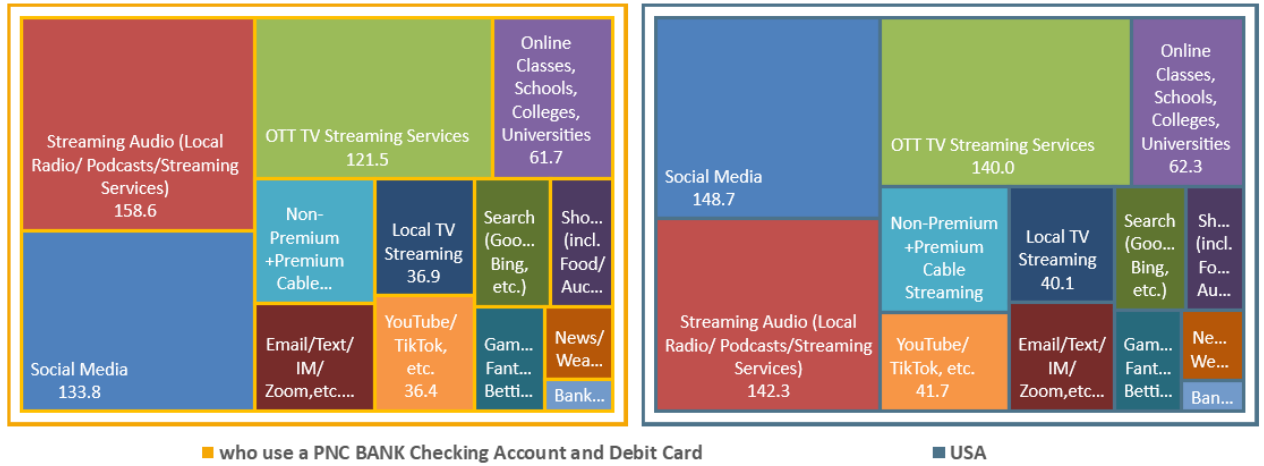
[((Banks HHLD uses (HHLD): U.S. Bank AND Financial services HHLD has/use (HHLD): Checking account) AND Financial services HHLD has/use (HHLD): Debit or ATM card)]

12,042,349 or 79.% of Adults 25 - 64 who use a PNC BANK Checking Account and Debit Card use Ad-Supported Social Media for an average of 123.1 minutes every day representing 23.5% of all time spent daily with Ad-Supported Digital Media.

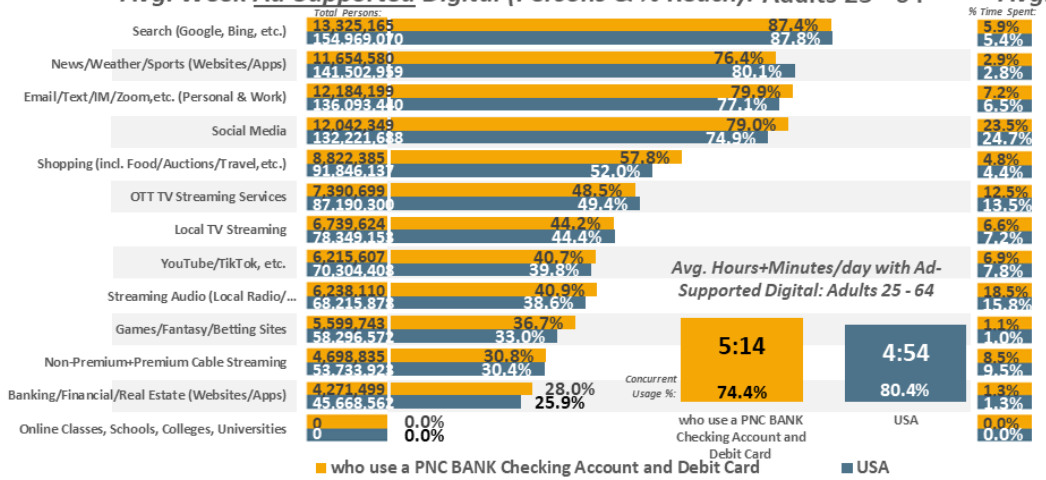
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



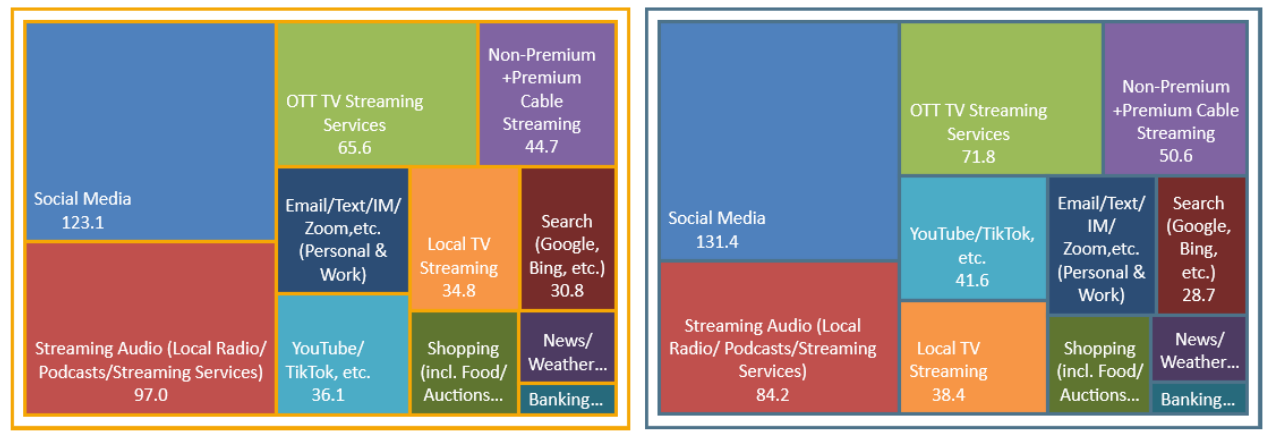
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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 R2 2023: Jan23-Oct23 Qual Intab 949

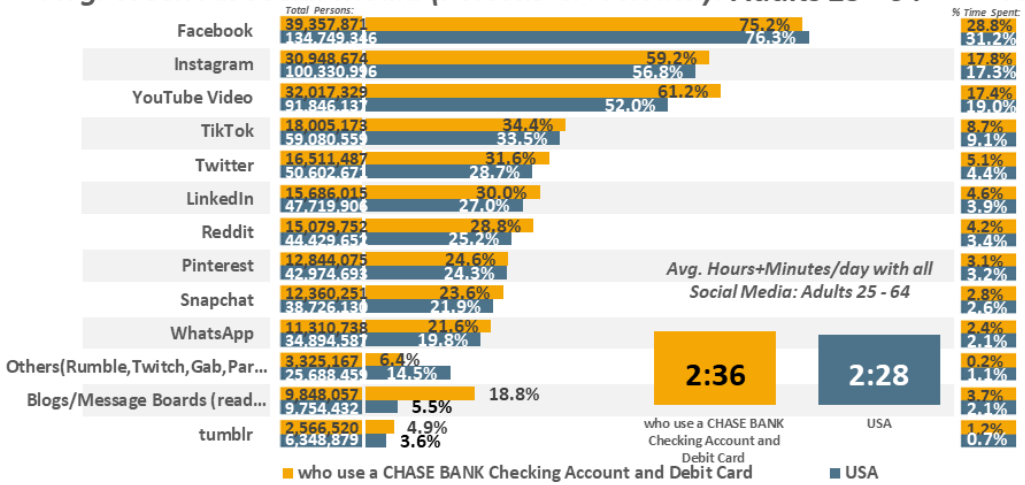
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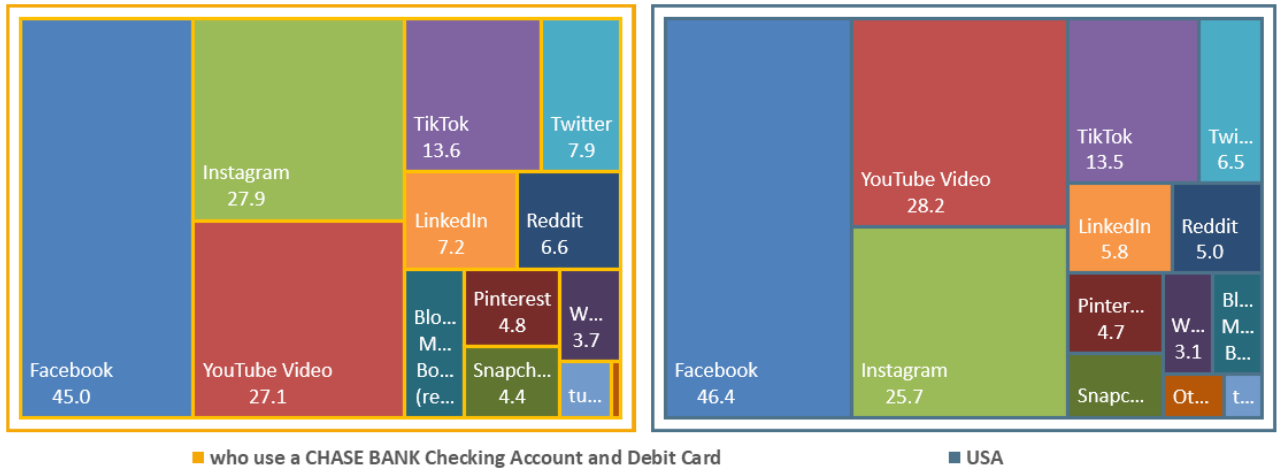
[((Banks HHLD uses (HHLD): PNC Bank AND Financial services HHLD has/use (HHLD): Checking account) AND Financial services HHLD has/use (HHLD): Debit or ATM card)]

39,357,871 or 75.2% of Adults 25 - 64 who use a CHASE BANK Checking Account and Debit Card use Ad-Supported Facebook for an average of 39.4 minutes every day representing 29.7% of all time spent daily with Ad-Supported Social Media.

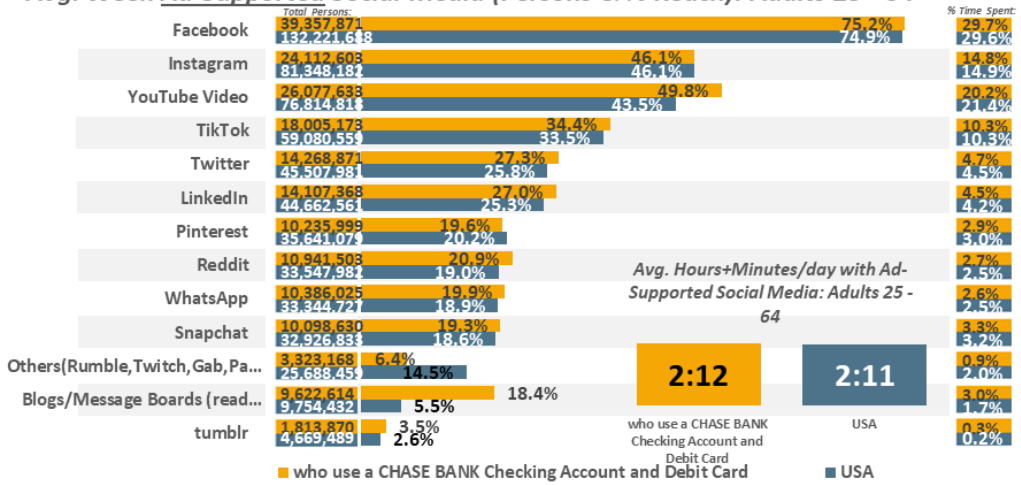
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



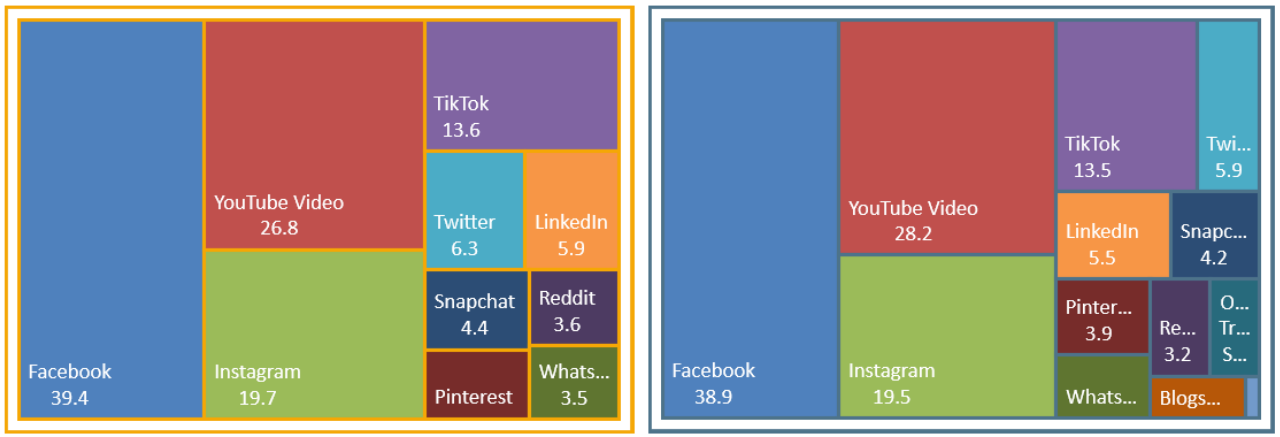
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,348

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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

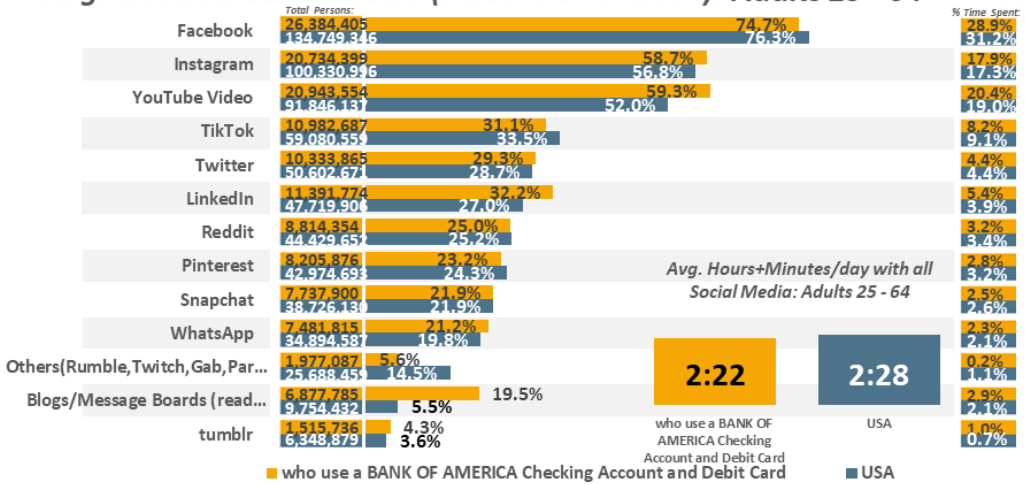
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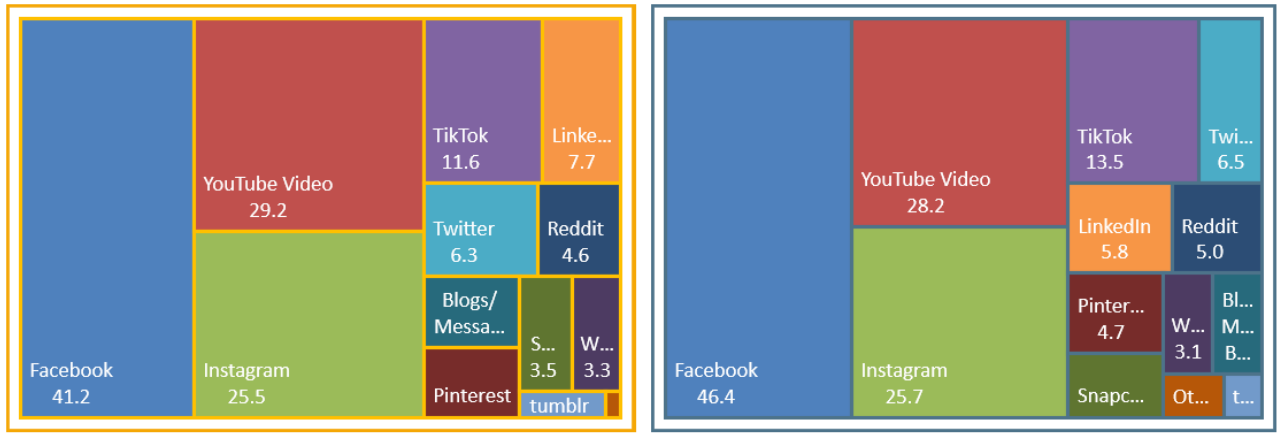
BANK OF AMERICA

26,384,405 or 74.7% of Adults 25 - 64 who use a BANK OF AMERICA Checking Account and Debit Card use Ad-Supported Facebook for an average of 36.3 minutes every day representing 29.% of all time spent daily with Ad-Supported Social Media.

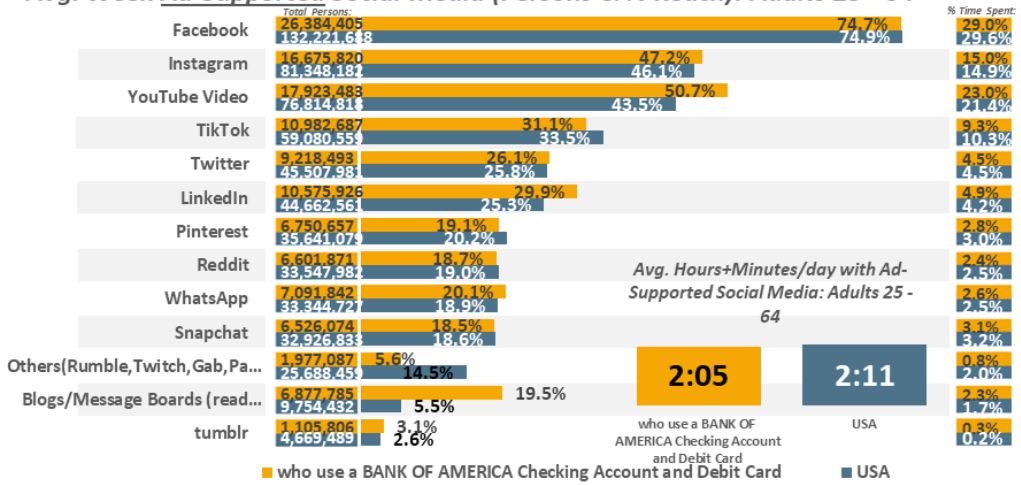
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



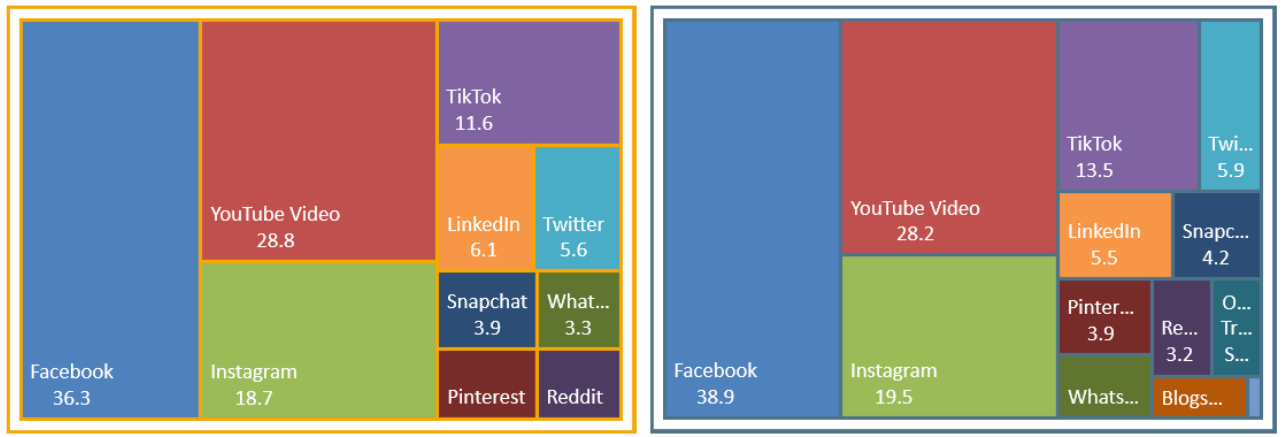
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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 R2 2023: Jan23-Oct23 Qual Intab 1,955

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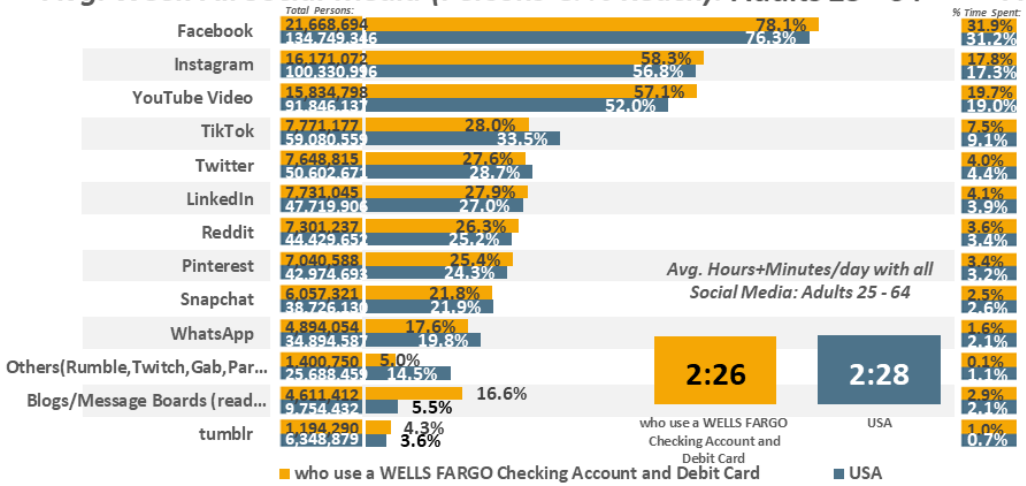
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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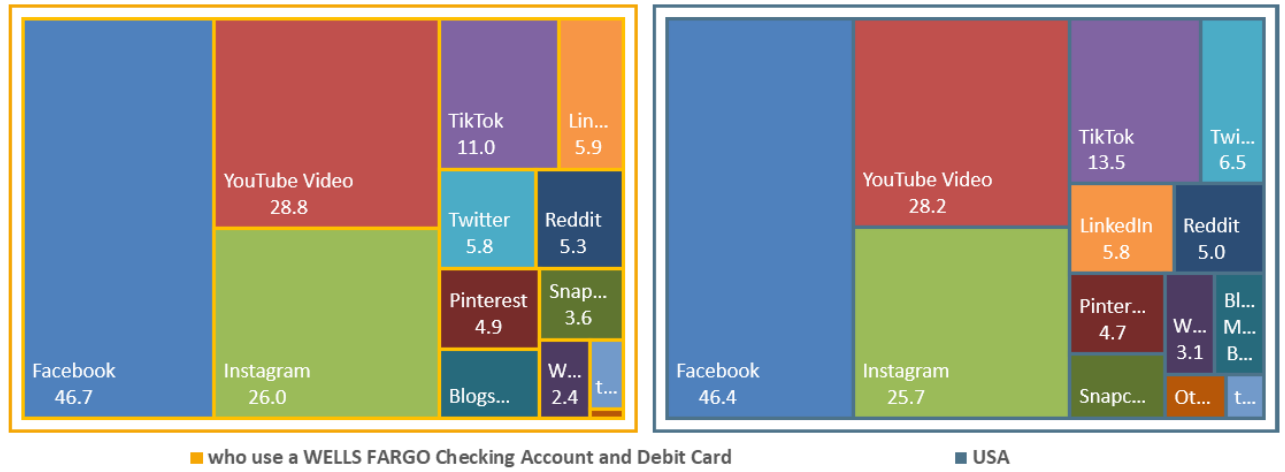
[((Banks HHLD uses (HHLD): Bank of America AND Financial services HHLD has/use (HHLD): Checking account) AND Financial services HHLD has/use (HHLD): Debit or ATM card)]

21,668,694 or 78.1% of Adults 25 - 64 who use a WELLS FARGO Checking Account and Debit Card use Ad-Supported Facebook for an average of 41. minutes every day representing 30.8% of all time spent daily with Ad-Supported Social Media.

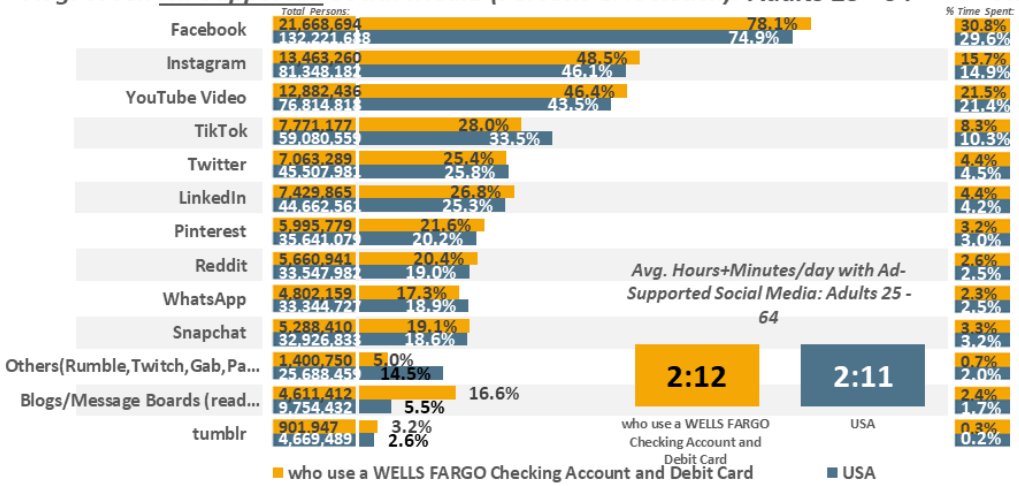
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



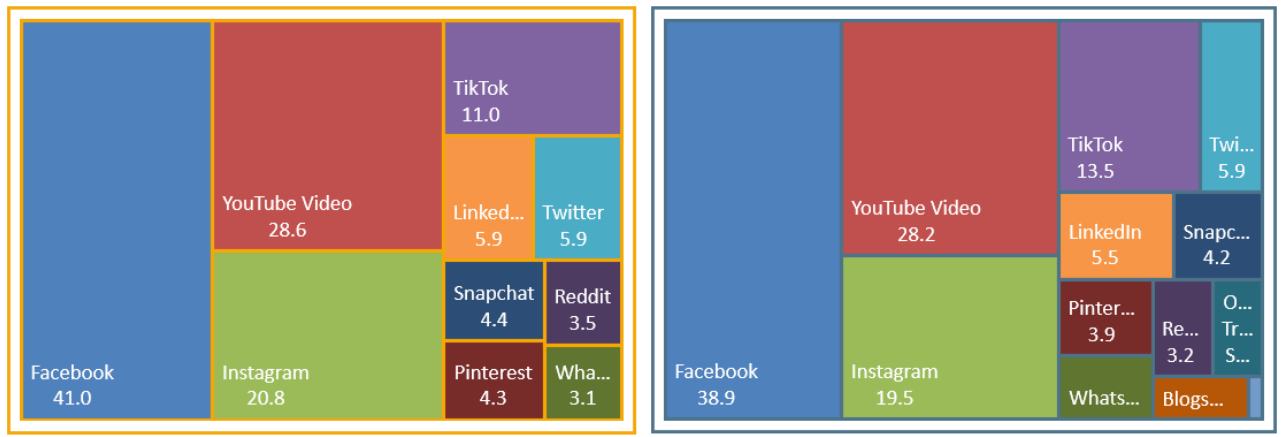
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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 R2 2023: Jan23-Oct23 Qual Intab 1,584

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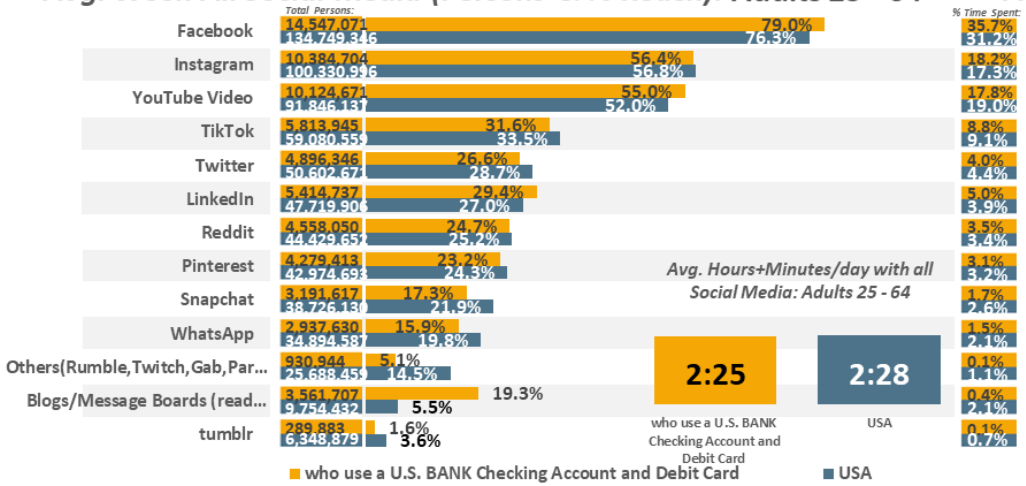
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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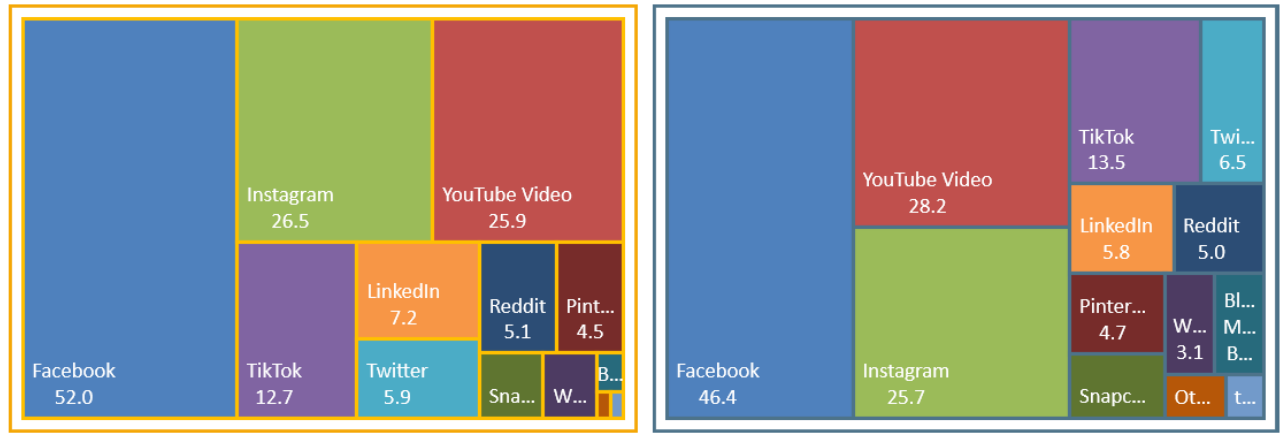
[((Banks HHLD uses (HHLD): Wells Fargo AND Financial services HHLD has/use (HHLD): Checking account) AND Financial services H HLD has/use (HHLD): Debit or ATM card)]

14,110,543 or 76.6% of Adults 25 - 64 who use a U.S. BANK Checking Account and Debit Card use Ad-Supported Facebook for an average of 42.4 minutes every day representing 32.6% of all time spent daily with Ad-Supported Social Media.

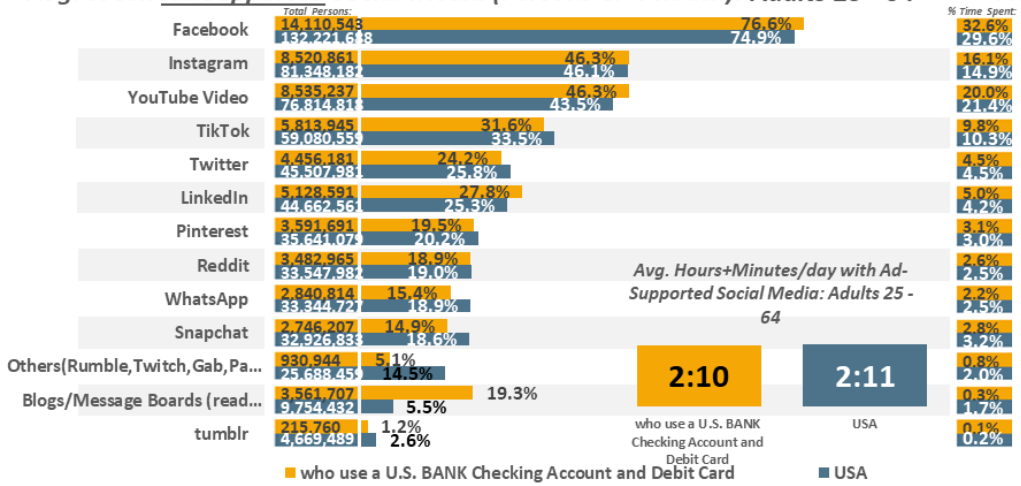
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



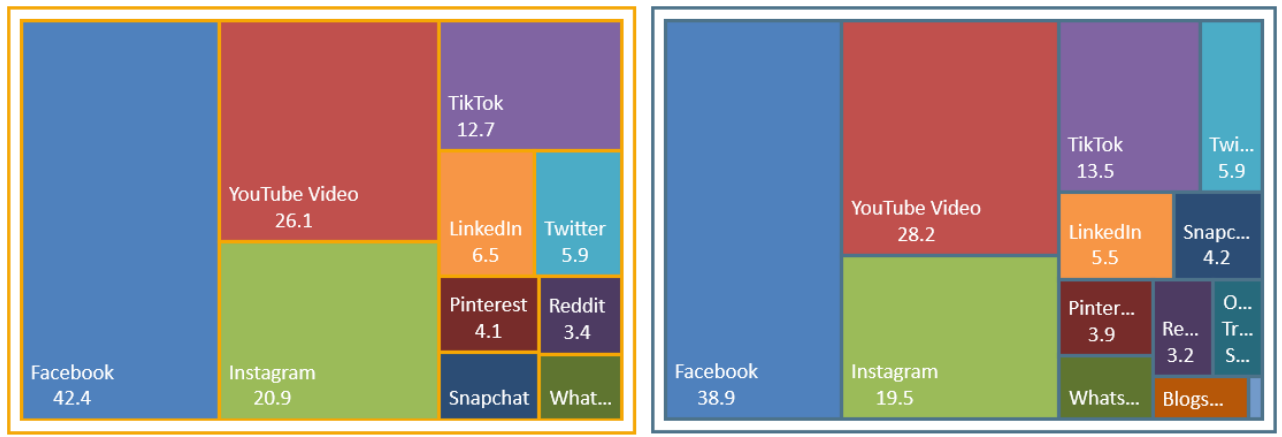
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,100

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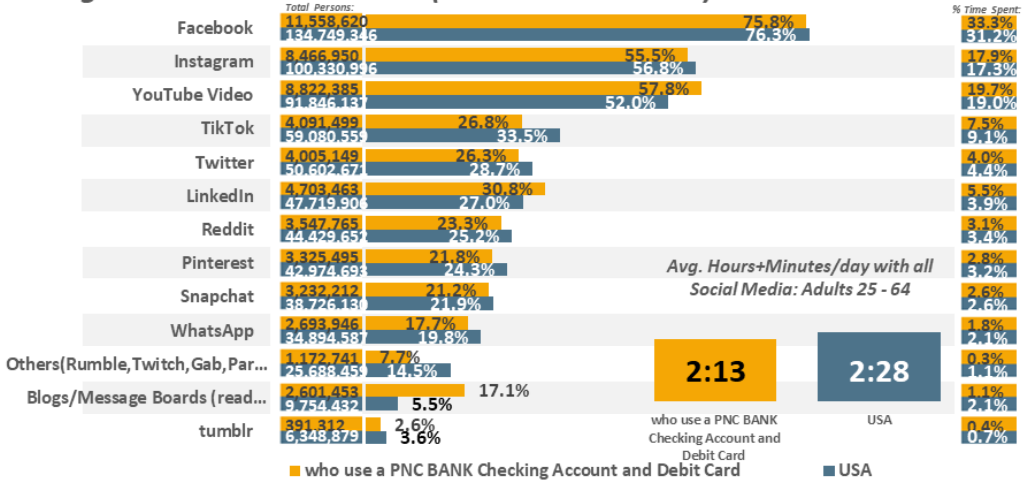
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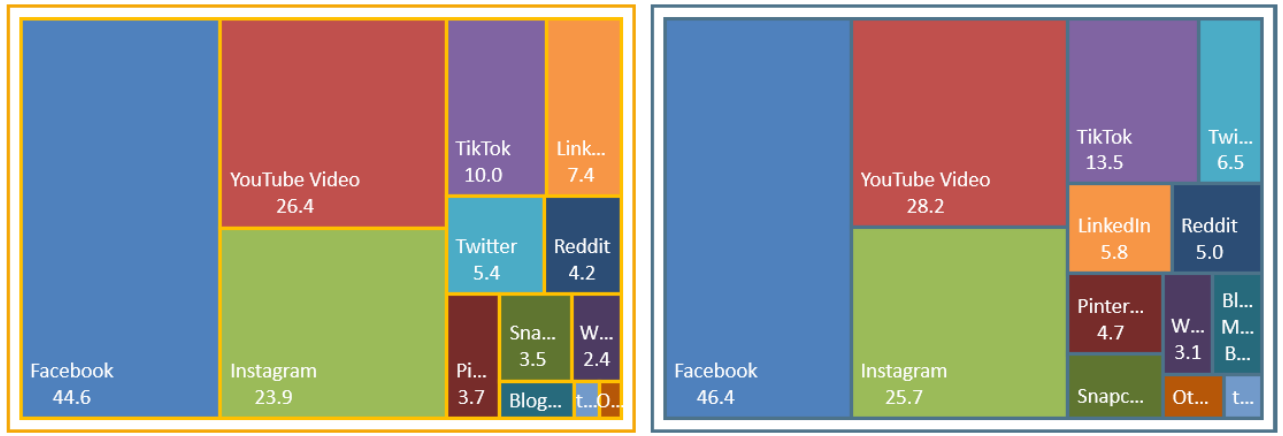
[((Banks HHLD uses (HHLD): U.S. Bank AND Financial services HHLD has/use (HHLD): Checking account) AND Financial services HHLD has/use (HHLD): Debit or ATM card)]

11,558,620 or 75.8% of Adults 25 - 64 who use a PNC BANK Checking Account and Debit Card use Ad-Supported Facebook for an average of 38.1 minutes every day representing 31.5% of all time spent daily with Ad-Supported Social Media.

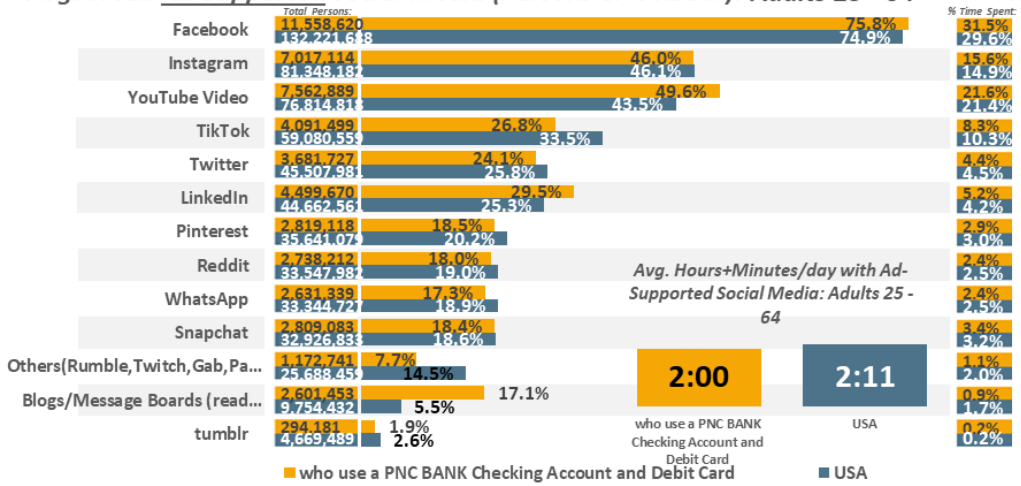
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



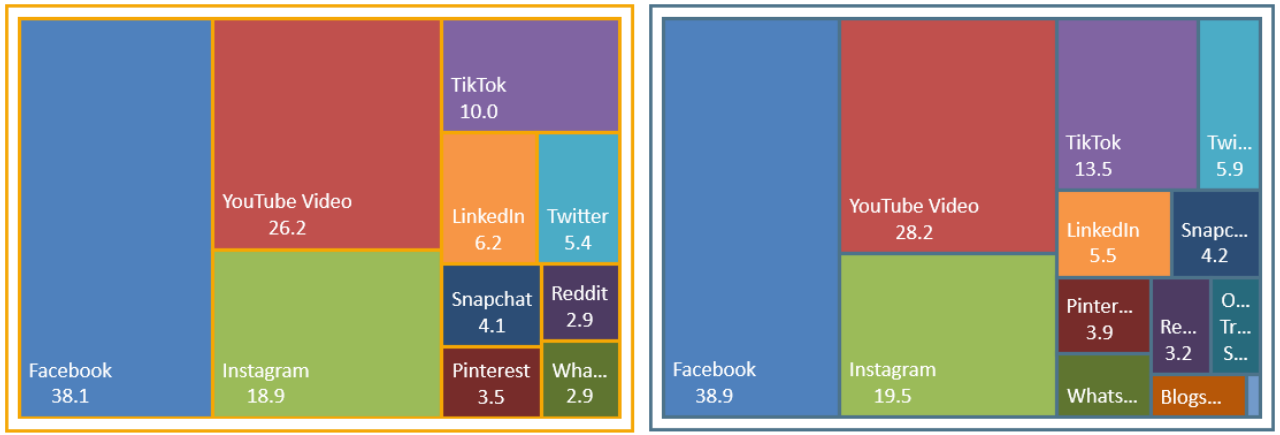
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 949

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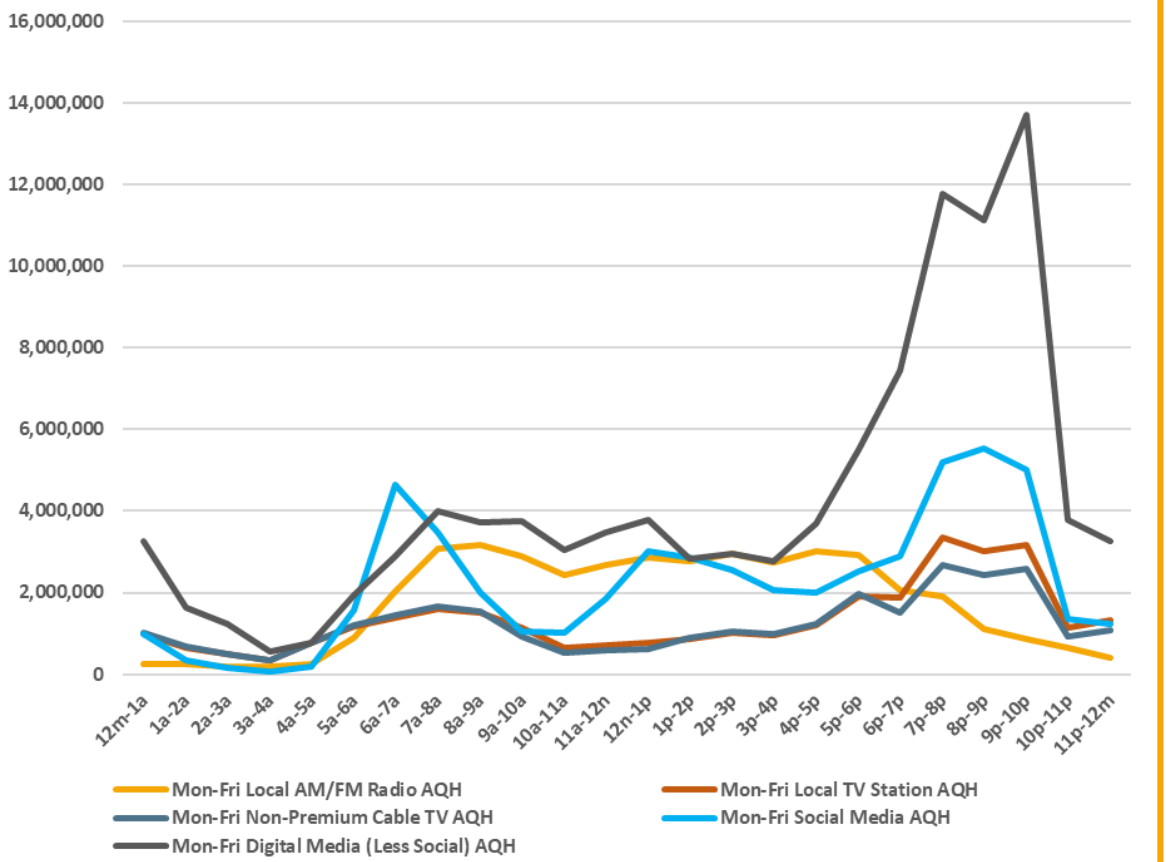
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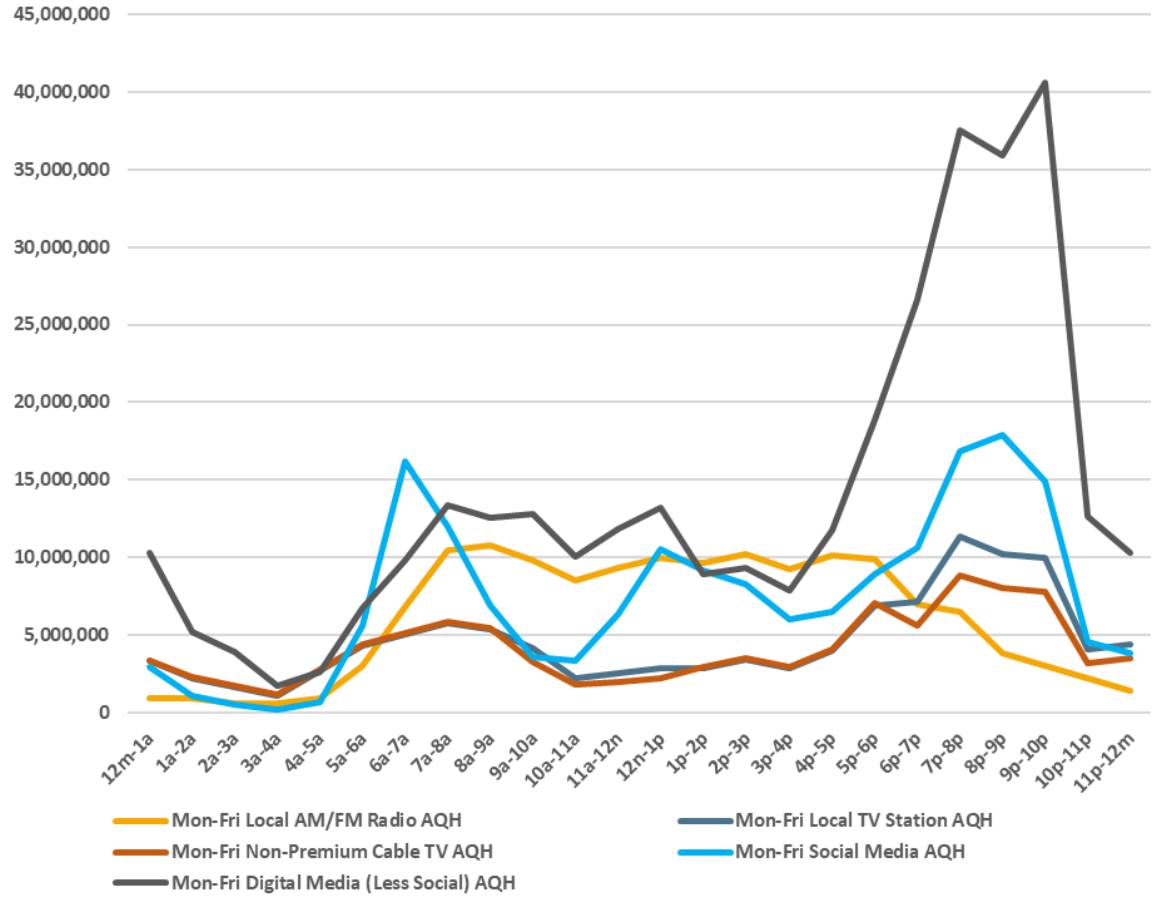
[((Banks HHLD uses (HHLD): PNC Bank AND Financial services HHLD has/use (HHLD): Checking account) AND Financial services HHLD has/use (HHLD): Debit or ATM card)]

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 3,833,002; Local Radio: 2,739,323; Social Media: 2,458,902; Local TV: 1,201,644; Non-Prem. Cable: 1,145,016 reaching Adults 25 - 64 who use a CHASE BANK Checking Account

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 25 - 64 who use a CHASE BANK Checking Account and Debit Card



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,348

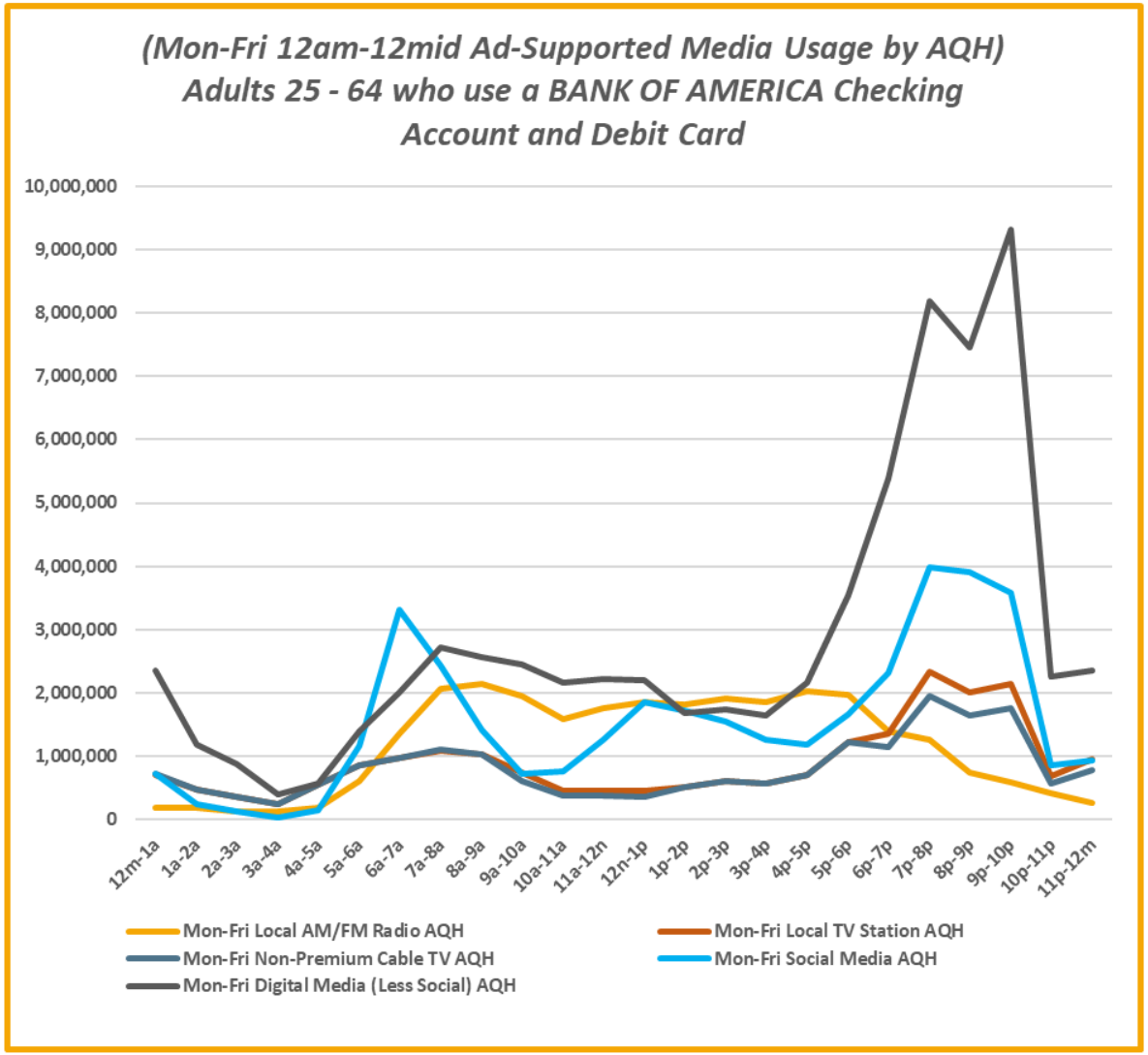
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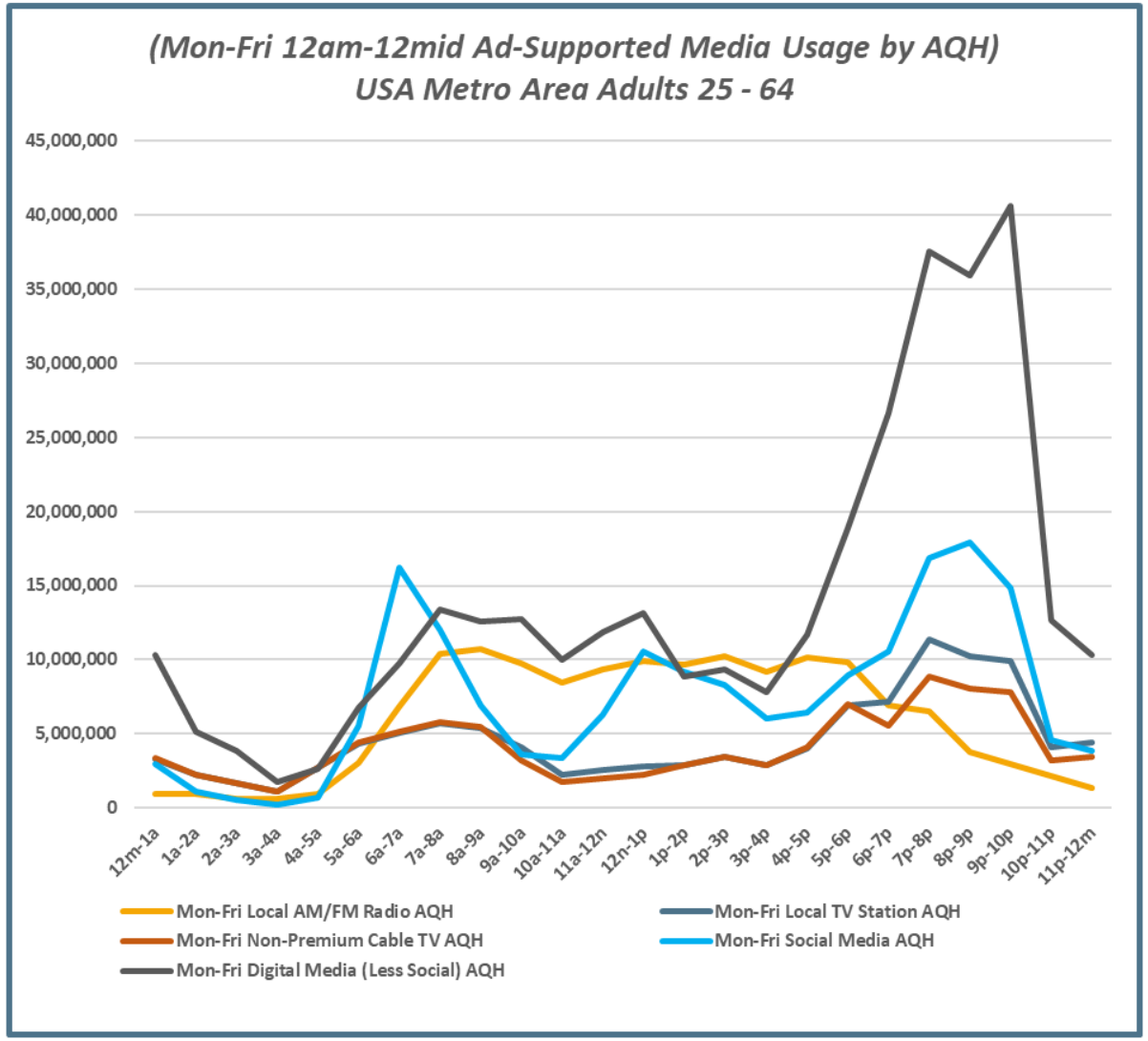
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BANK OF AMERICA

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,494,803; Local Radio: 1,821,577; Social Media: 1,648,464; Local TV: 778,220; Non-Prem. Cable: 735,543 reaching Adults 25 - 64 who use a BANK OF AMERICA Checking Account





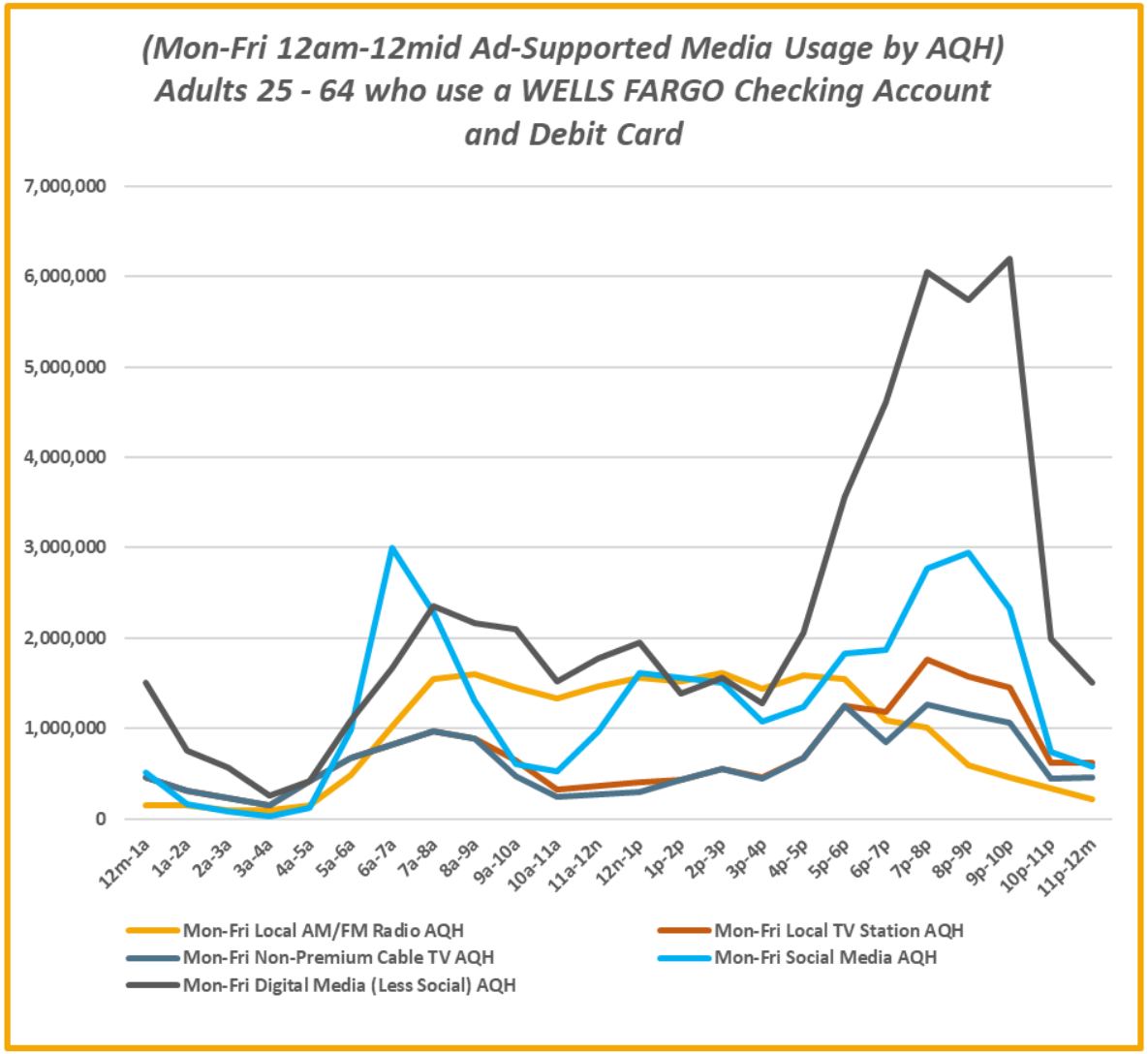
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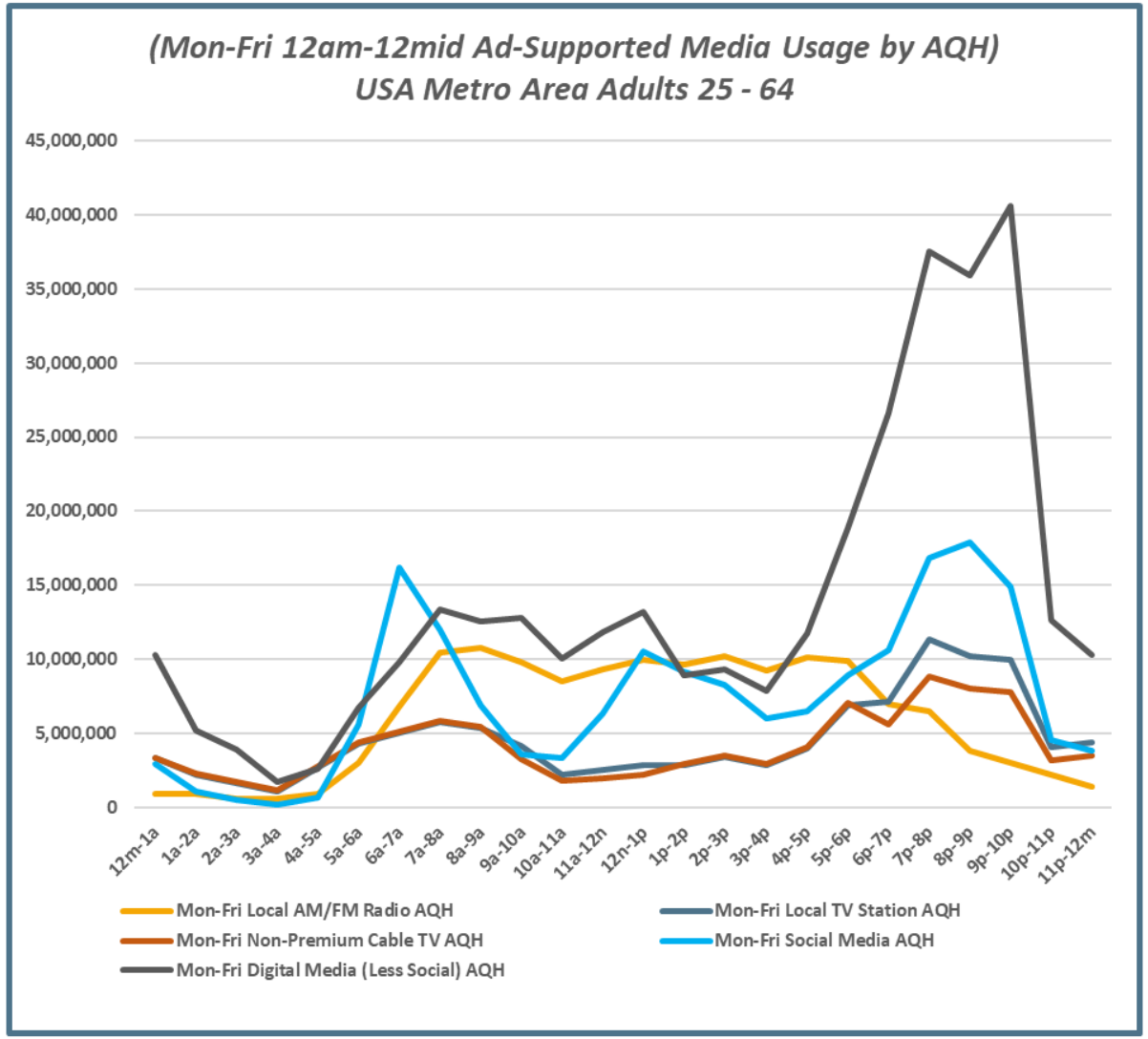
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M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,153,018; Social Media: 1,490,326; Local Radio: 1,445,685; Local TV: 691,151; Non-Prem. Cable: 627,709 reaching Adults 25 - 64 who use a WELLS FARGO Checking Account and





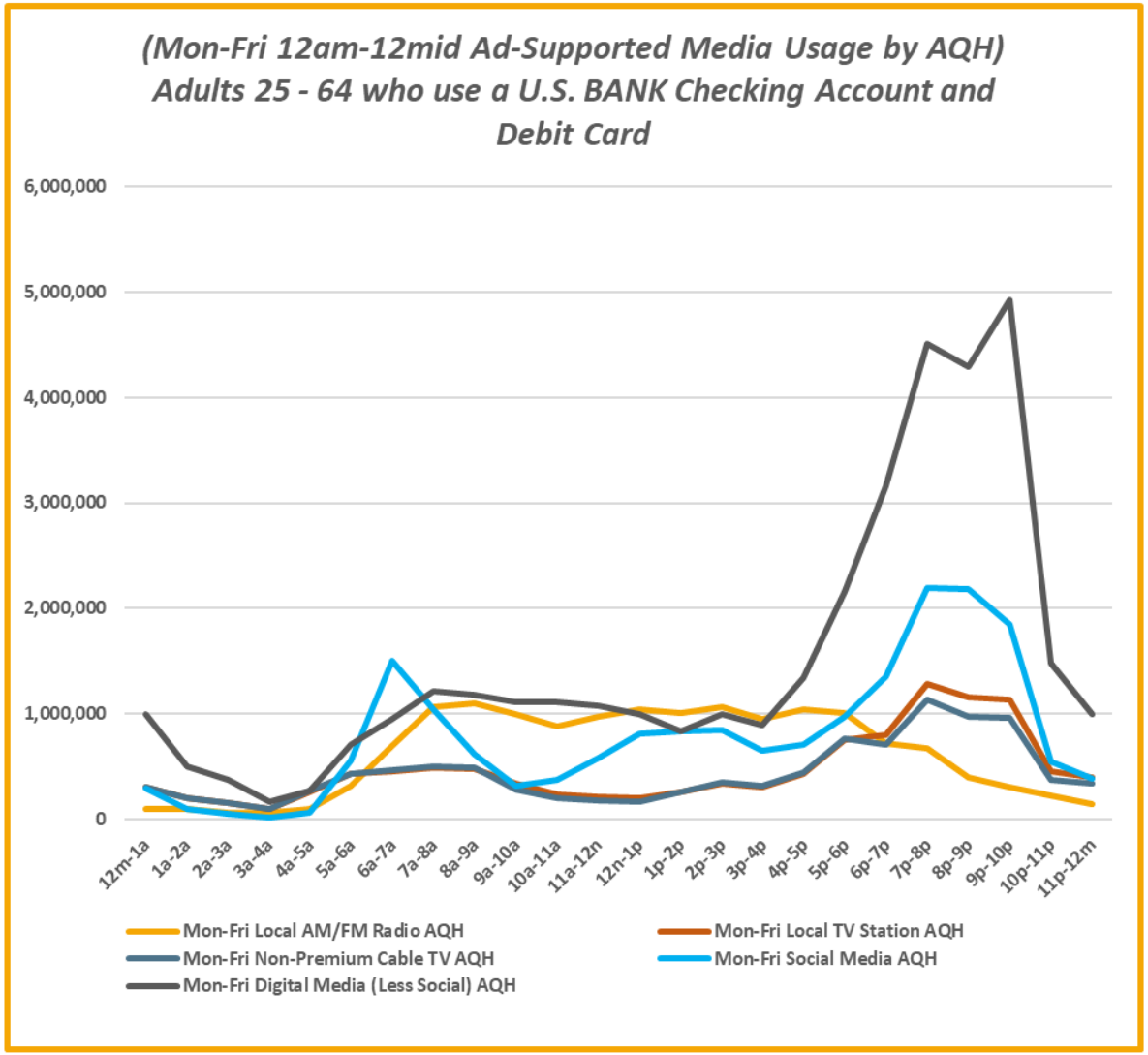
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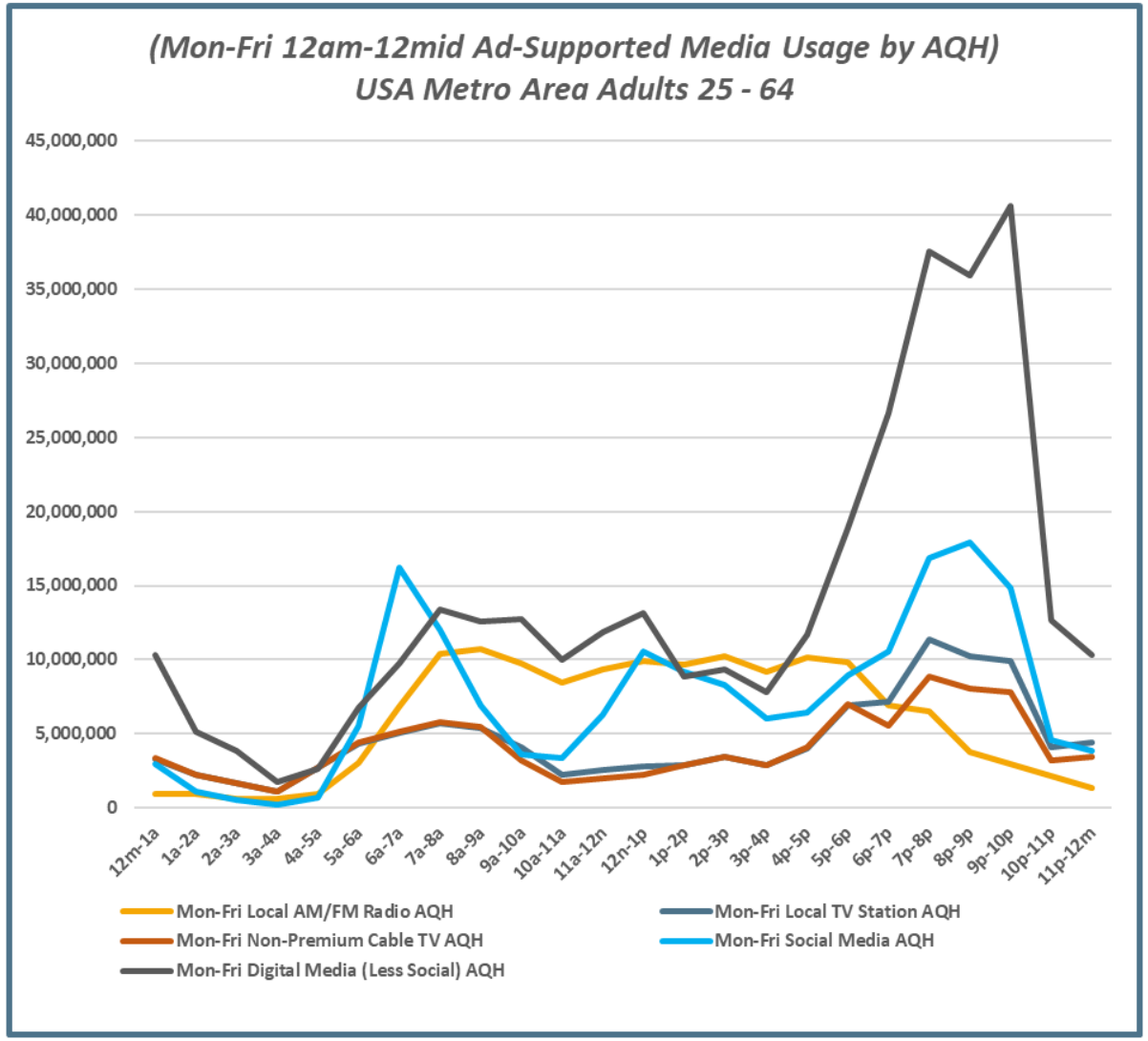
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[((Banks HHLD uses (HHLD): Wells Fargo AND Financial services HHLD has/use (HHLD): Checking account) AND Financial services HHLD has/use (HHLD): Debit or ATM card)]

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,309,464; Local Radio: 965,885; Social Media: 819,914; Local TV: 409,198; Non-Prem. Cable: 394,679 reaching Adults 25 - 64 who use a U.S. BANK Checking Account and Debit





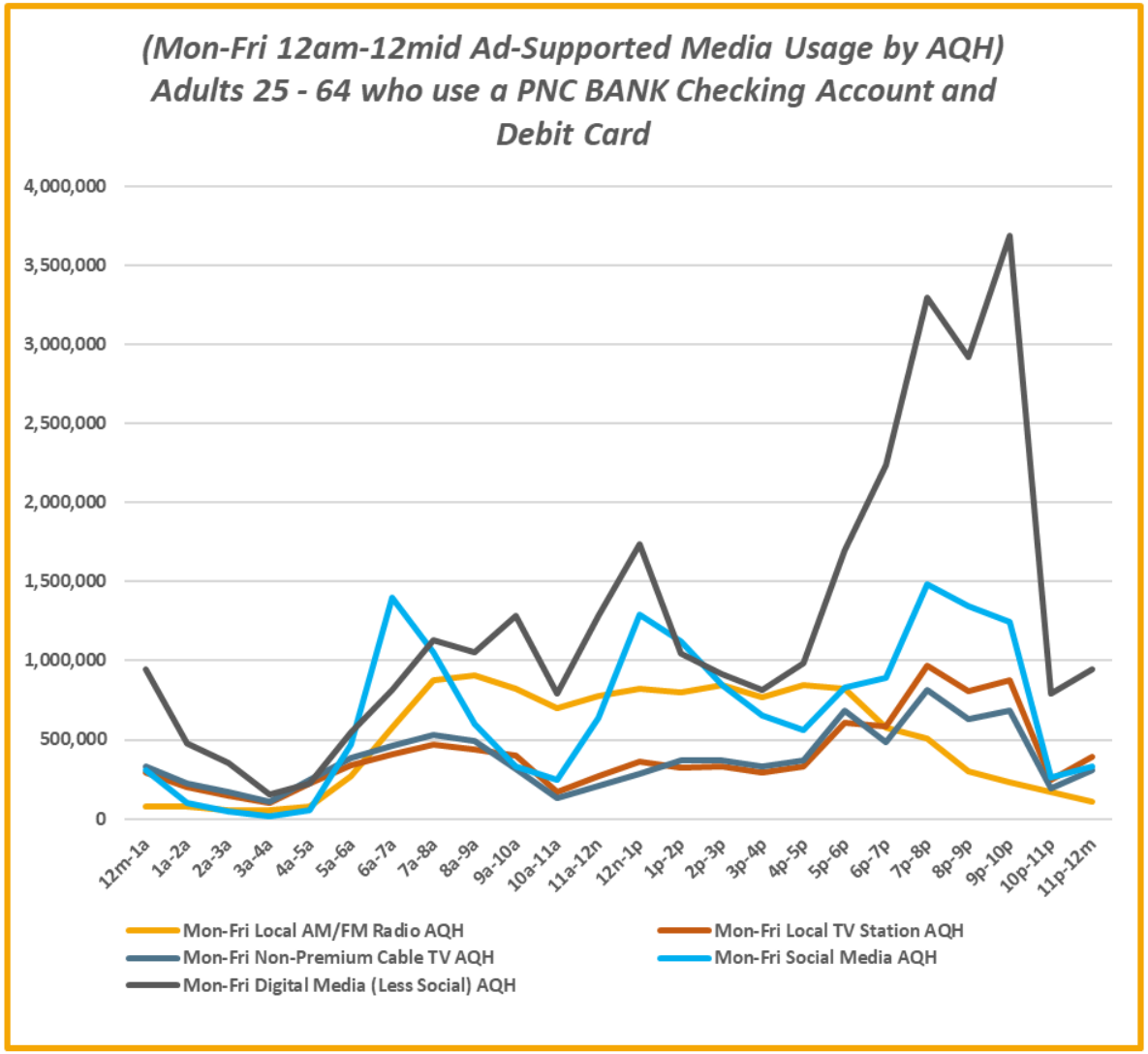
USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,100

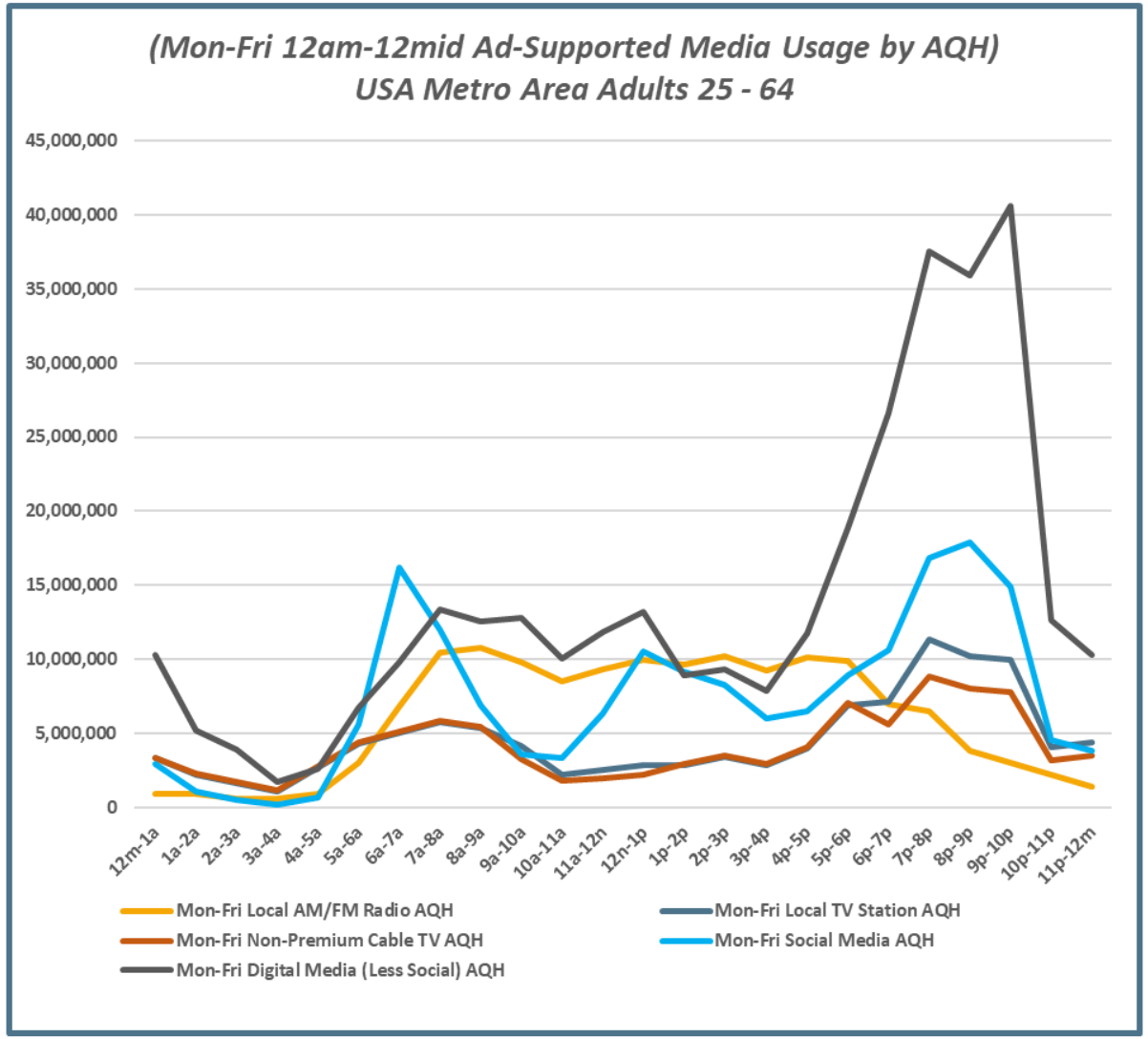
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[((Banks HHLD uses (HHLD): U.S. Bank AND Financial services HHLD has/use (HHLD): Checking account) AND Financial services HHLD has/use (HHLD): Debit or ATM card)]

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,215,483; Social Media: 804,643; Local Radio: 779,730; Non-Prem. Cable: 387,696; Local TV: 383,315 reaching Adults 25 - 64 who use a PNC BANK Checking Account and Debit





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 949

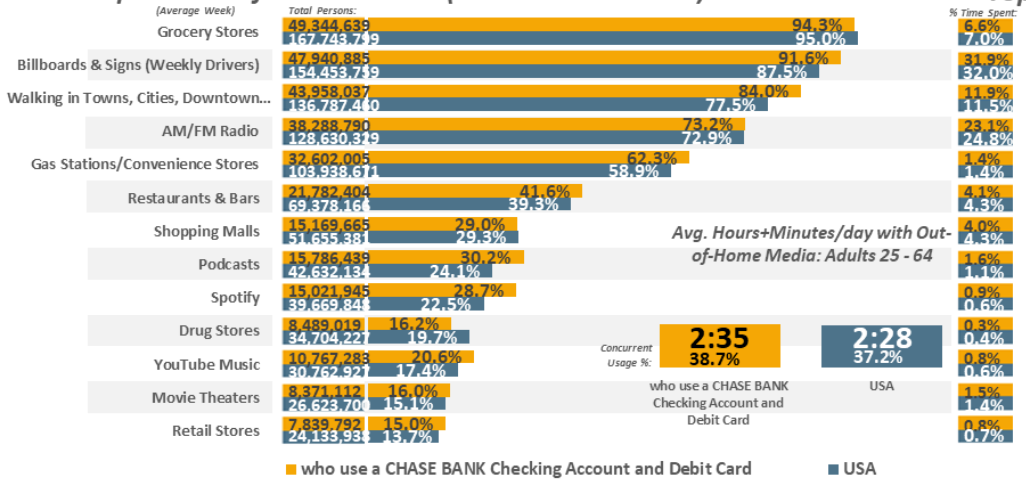
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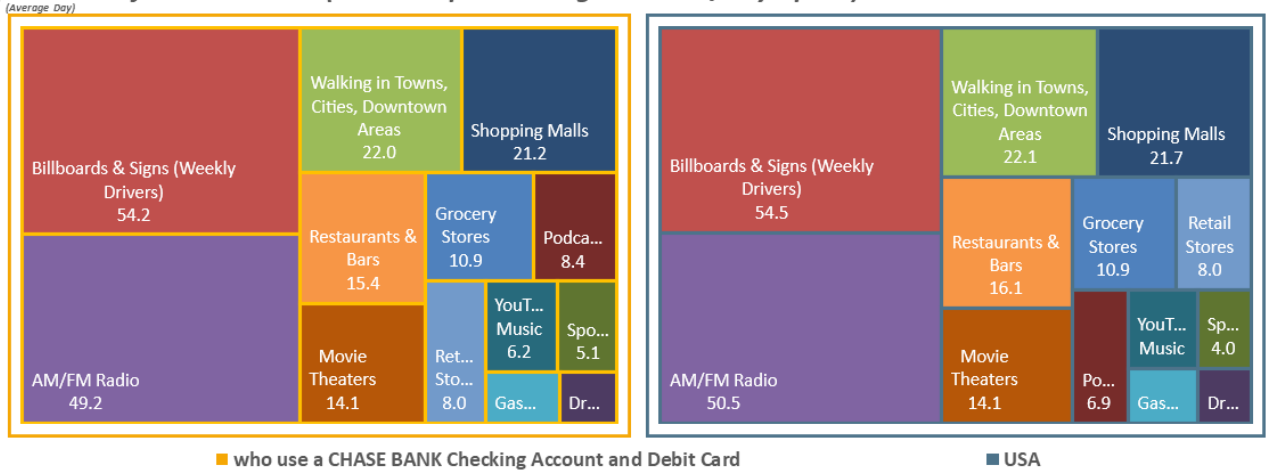
[((Banks HHLD uses (HHLD): PNC Bank AND Financial services HHLD has/use (HHLD): Checking account) AND Financial services HHLD has/use (HHLD): Debit or ATM card)]

47,940,885 or 91.6% of Adults 25 - 64 who use a CHASE BANK Checking Account and Debit Card spend an average of 54.2 minutes per day driving, seeing Billboards and Signs. 68.9% Listen to Local Radio Stations Out-of-Home for an average of 44. minutes/day.

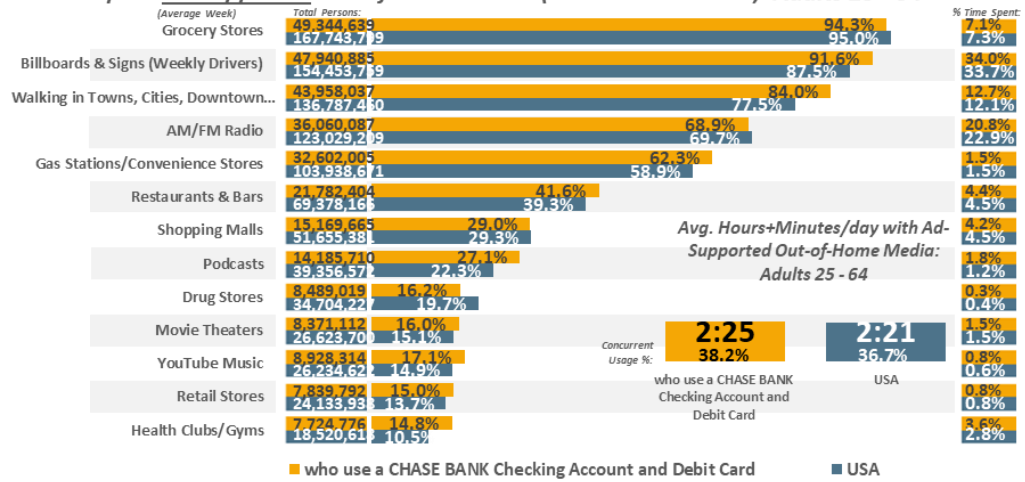
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



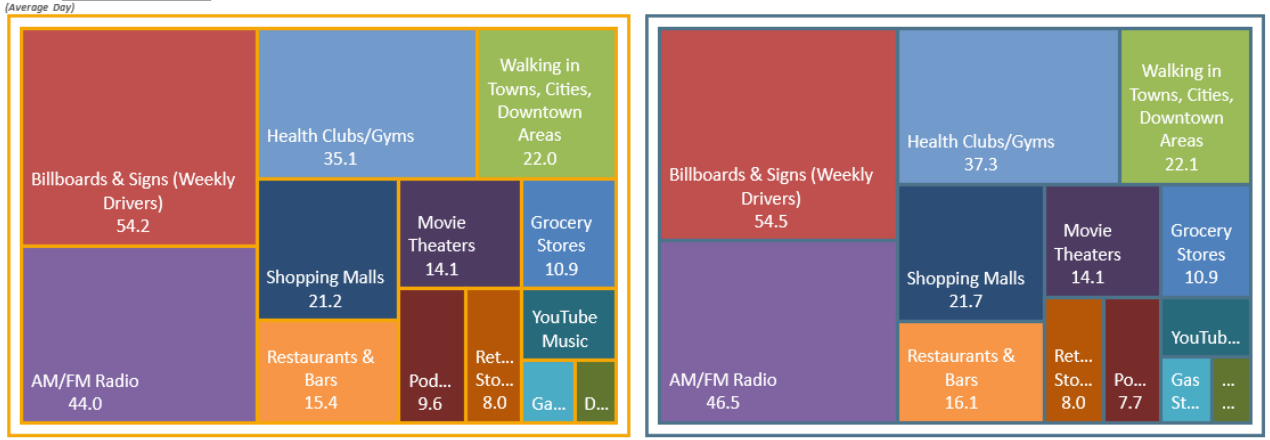
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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 R2 2023: Jan23-Oct23 Qual Intab 2,348

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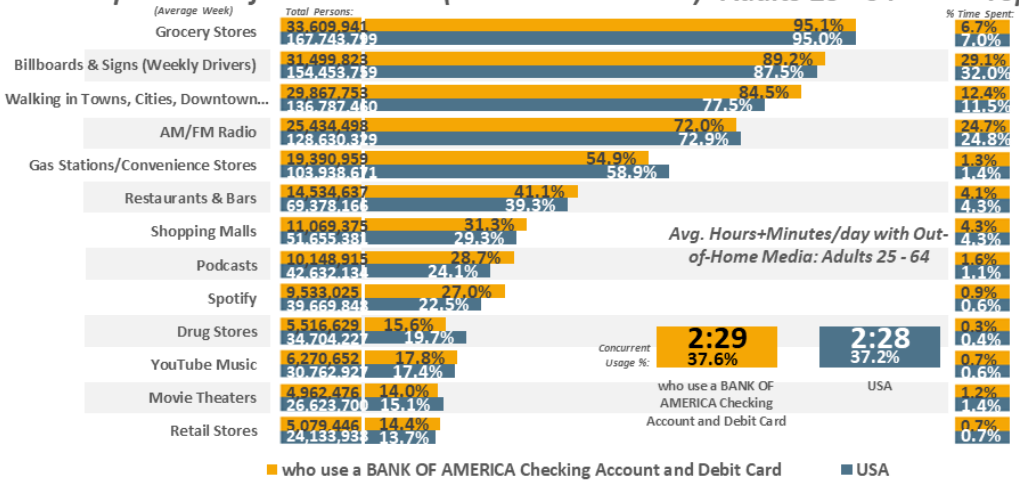
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[((Banks HHLD uses (HHLD): Chase AND Financial services HHLD has/use (HHLD): Checking account) AND Financial services HHLD has/use (HHLD): Debit or ATM card)]

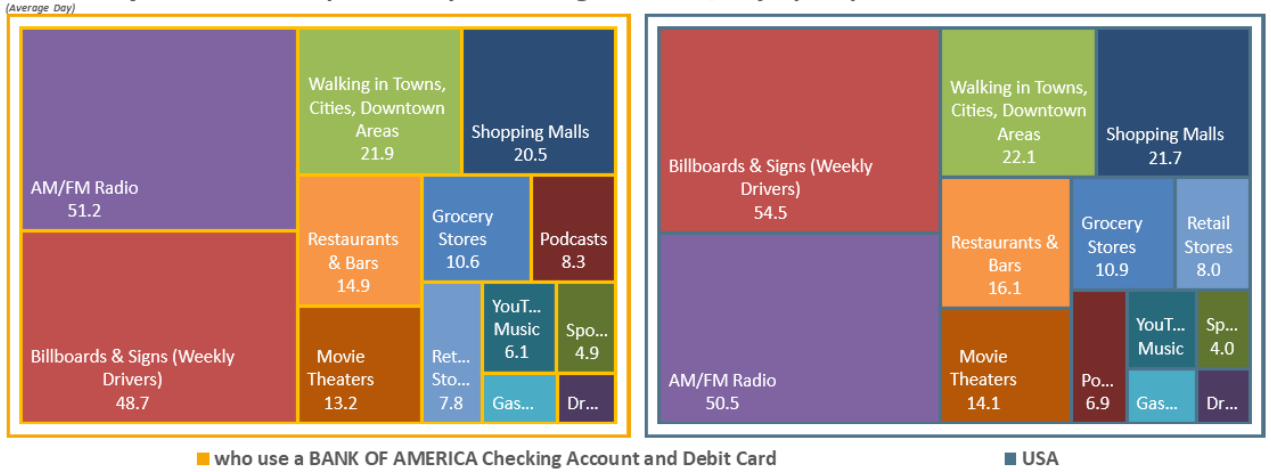
BANK OF AMERICA

31,499,823 or 89.2% of Adults 25 - 64 who use a BANK OF AMERICA Checking Account and Debit Card spend an average of 48.7 minutes per day driving, seeing Billboards and Signs. 68.% Listen to Local Radio Stations Out-of-Home for an average of 45.8 minutes/

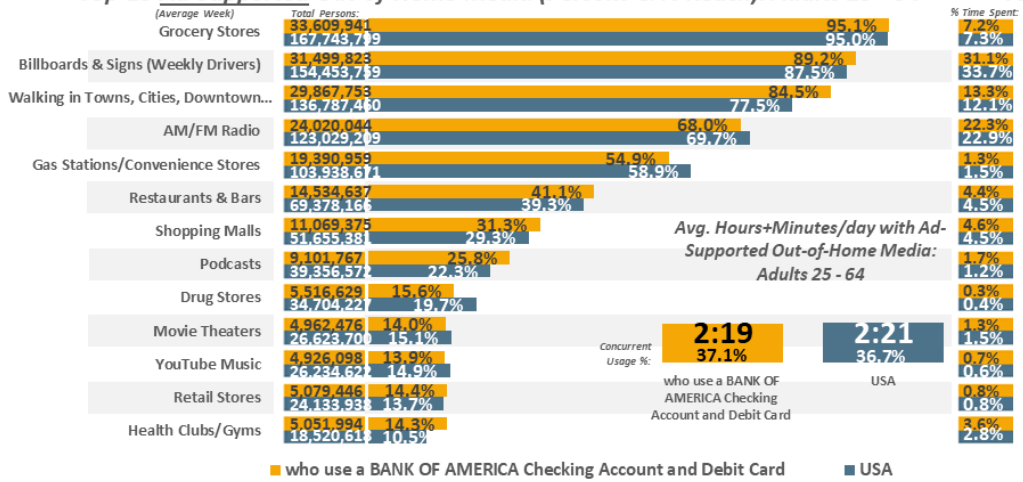
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



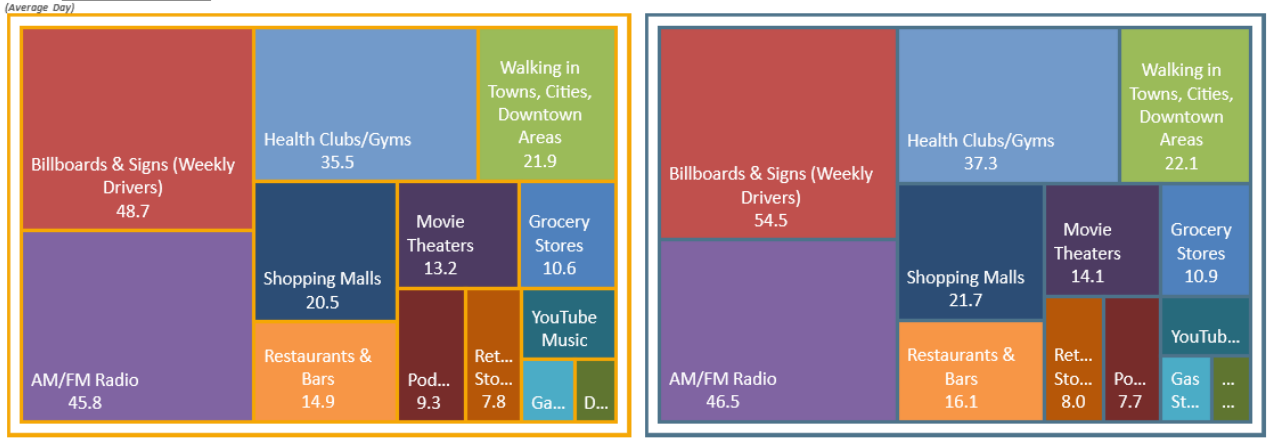
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,955

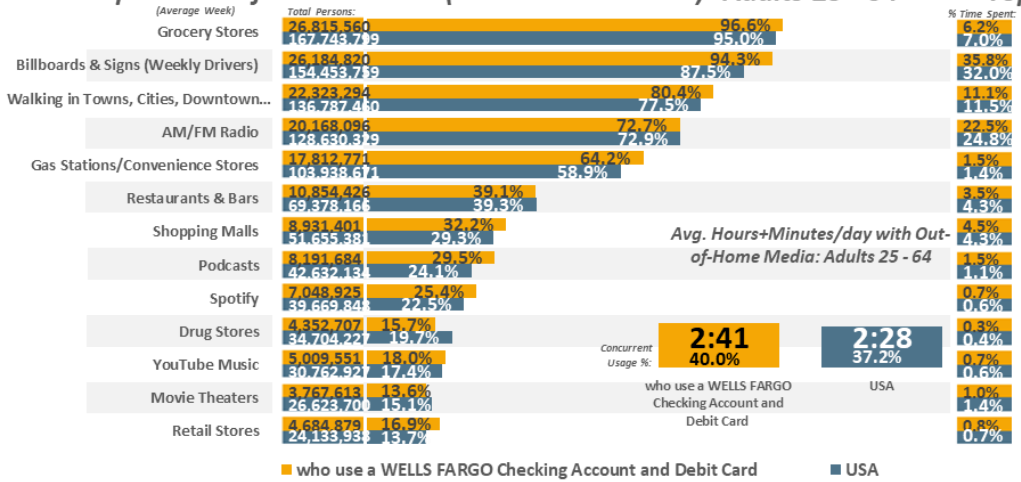
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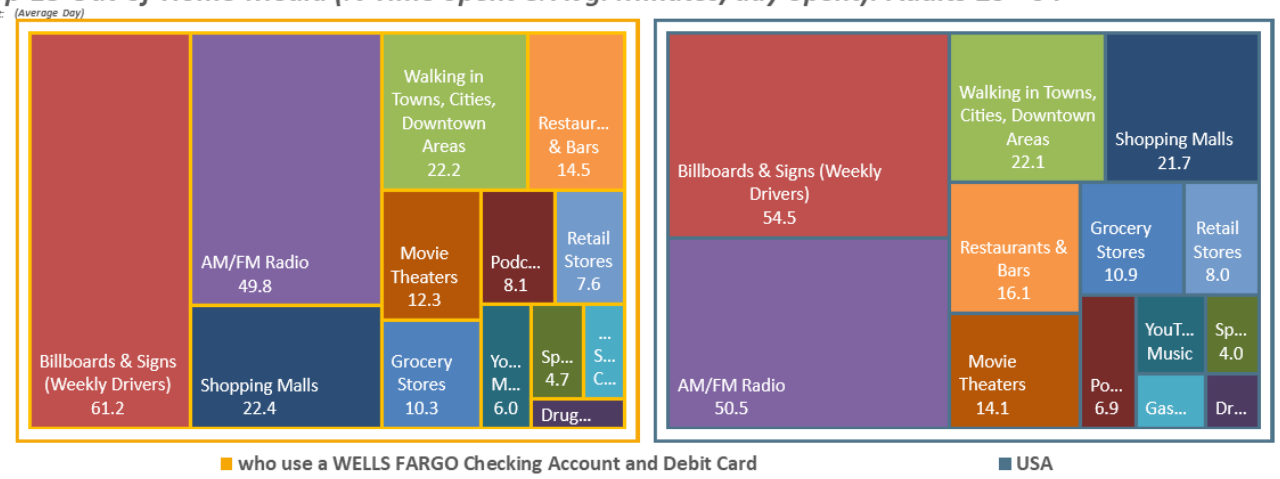
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[((Banks HHLD uses (HHLD): Bank of America AND Financial services HHLD has/use (HHLD): Checking account) AND Financial services HHLD has/use (HHLD): Debit or ATM card)]

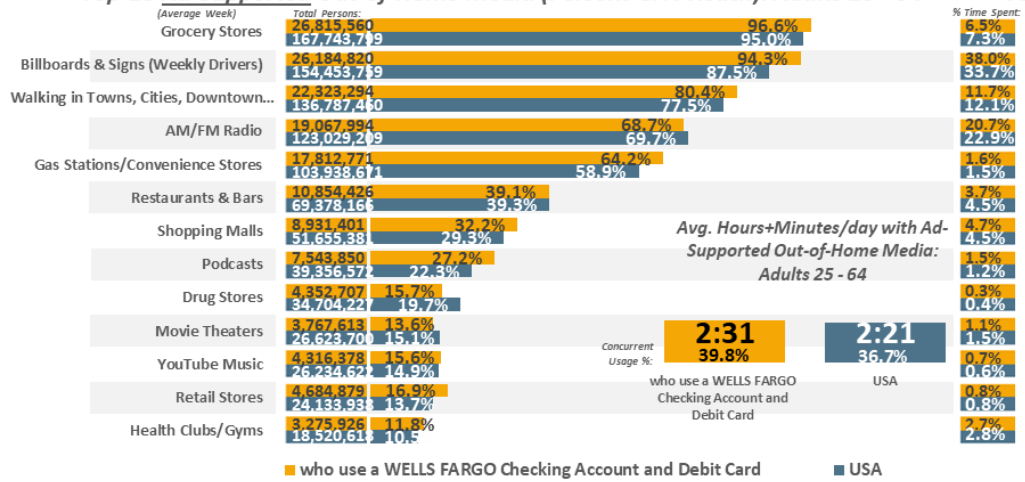
26,184,820 or 94.3% of Adults 25 - 64 who use a WELLS FARGO Checking Account and Debit Card spend an average of 61.2 minutes per day driving, seeing Billboards and Signs. 68.7% Listen to Local Radio Stations Out-of-Home for an average of 45.7 minutes/day

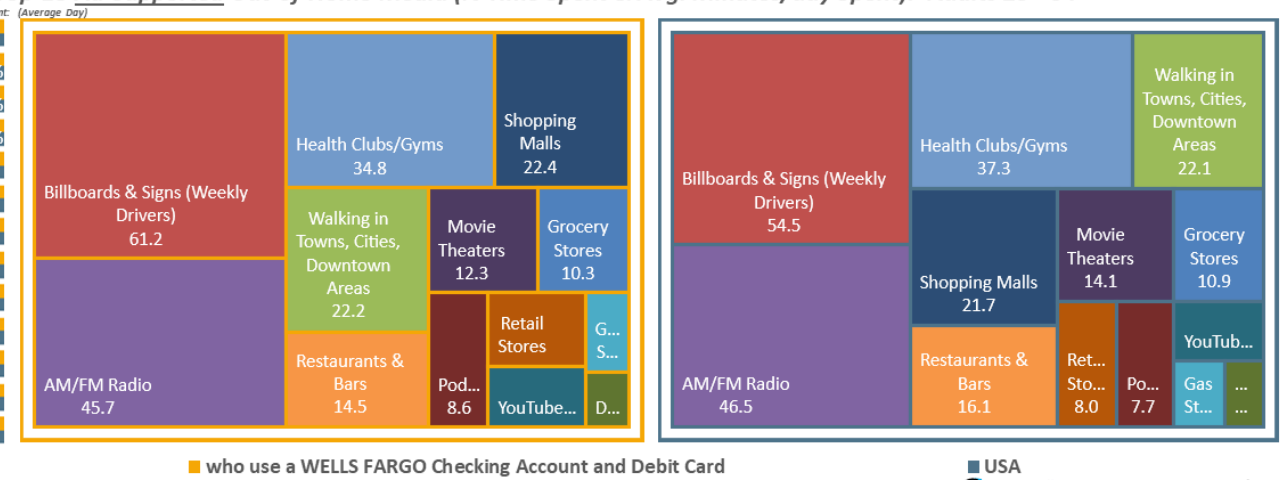
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64





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





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,584

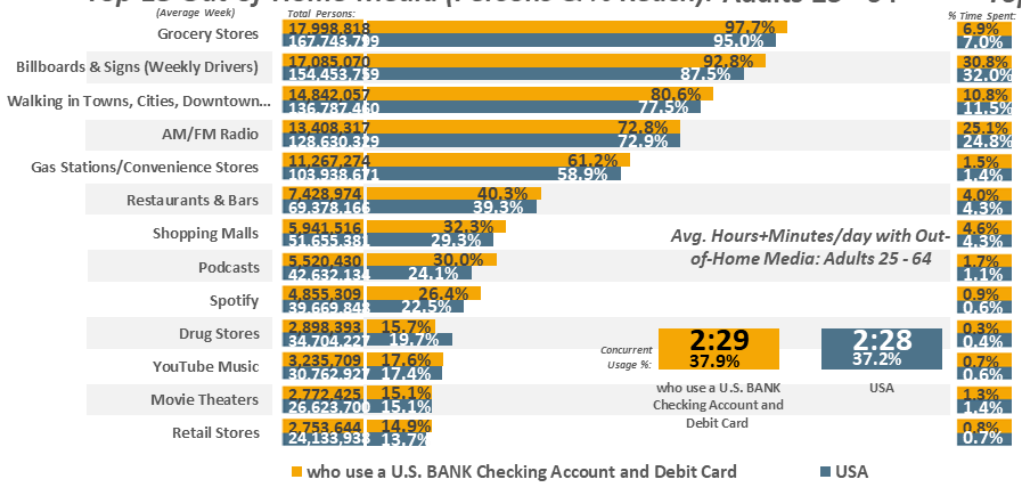
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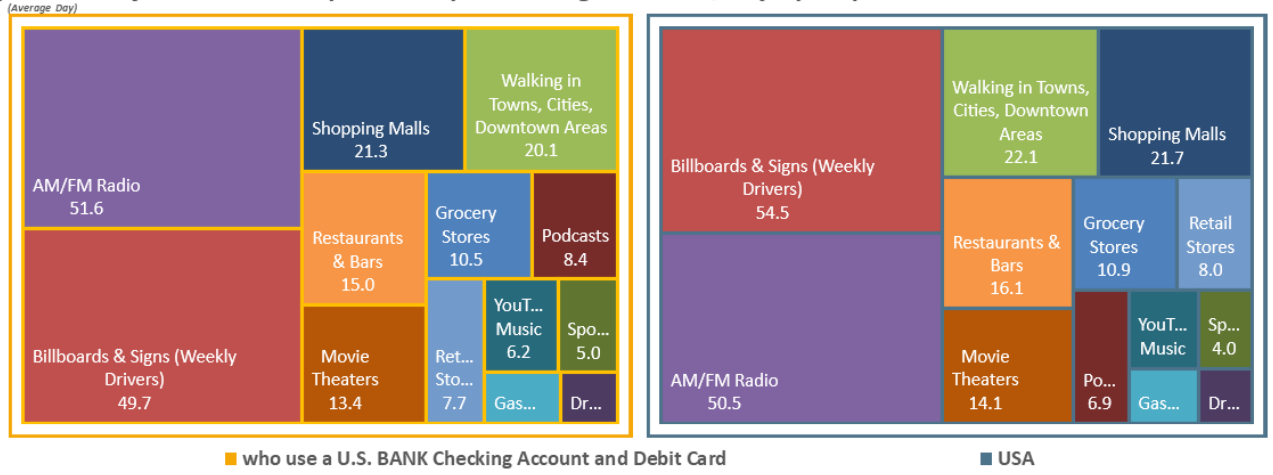
[((Banks HHLD uses (HHLD): Wells Fargo AND Financial services HHLD has/use (HHLD): Checking account) AND Financial services H HLD has/use (HHLD): Debit or ATM card)]

17,085,070 or 92.8% of Adults 25 - 64 who use a U.S. BANK Checking Account and Debit Card spend an average of 49.7 minutes per day driving, seeing Billboards and Signs. 69.2% Listen to Local Radio Stations Out-of-Home for an average of 46.4 minutes/day.

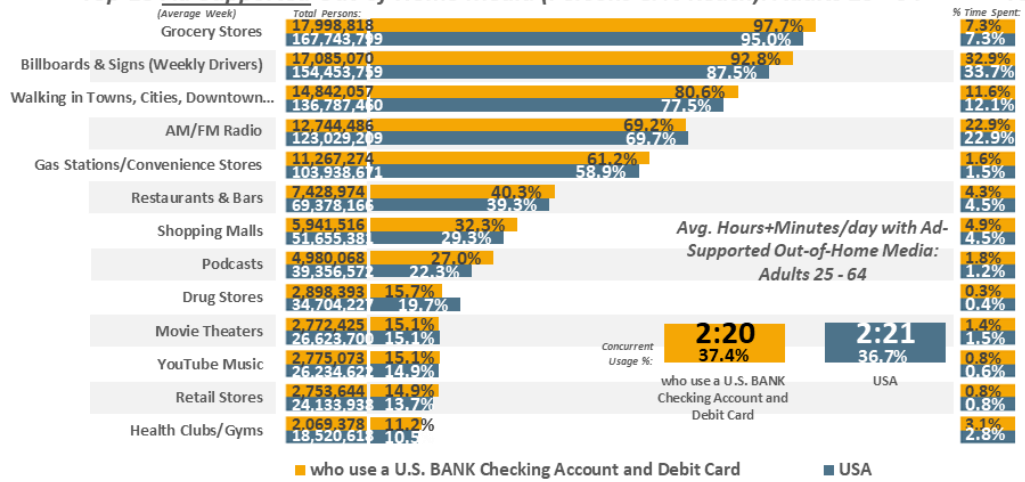
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



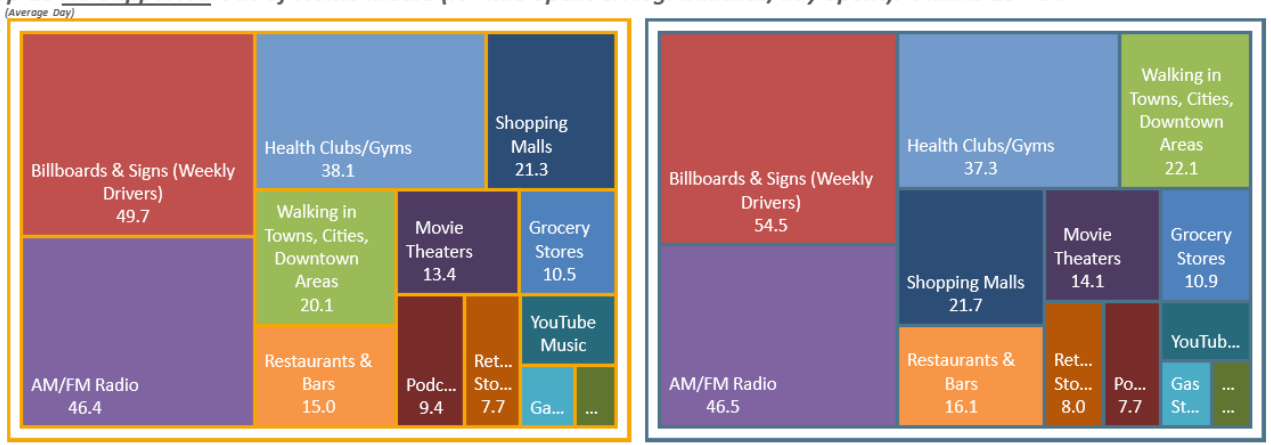
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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 R2 2023: Jan23-Oct23 Qual Intab 1,100

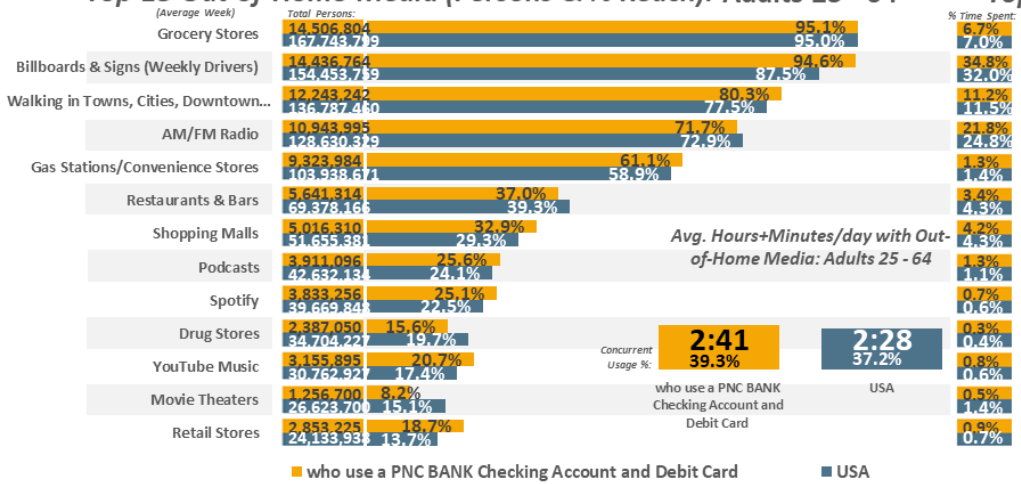
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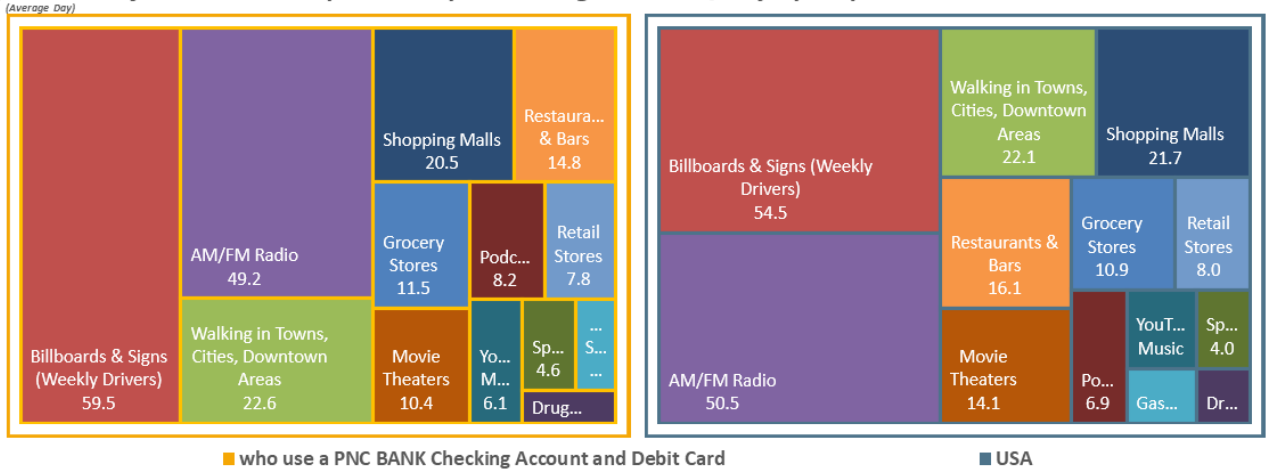
[((Banks HHLD uses (HHLD): U.S. Bank AND Financial services HHLD has/use (HHLD): Checking account) AND Financial services HHLD has/use (HHLD): Debit or ATM card)]

14,436,764 or 94.6% of Adults 25 - 64 who use a PNC BANK Checking Account and Debit Card spend an average of 59.5 minutes per day driving, seeing Billboards and Signs. 67.1% Listen to Local Radio Stations Out-of-Home for an average of 43.9 minutes/day.

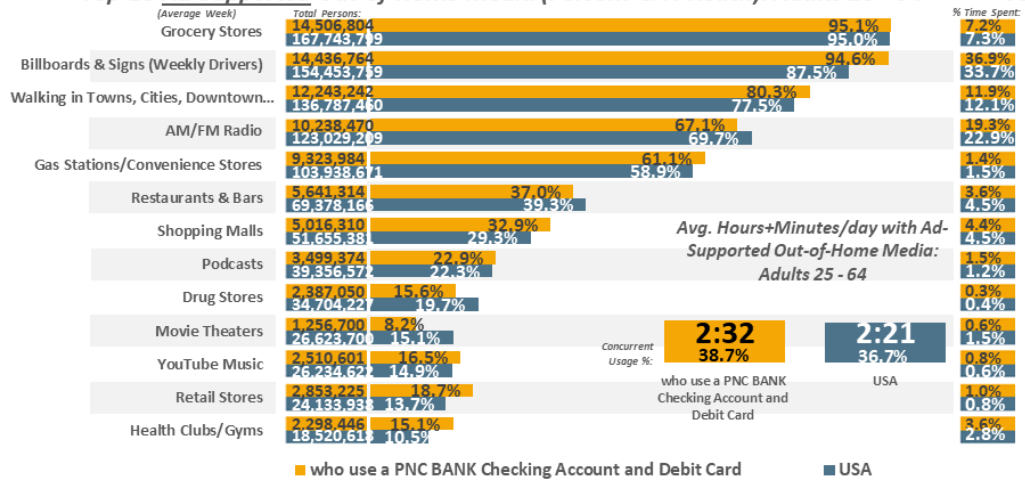
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



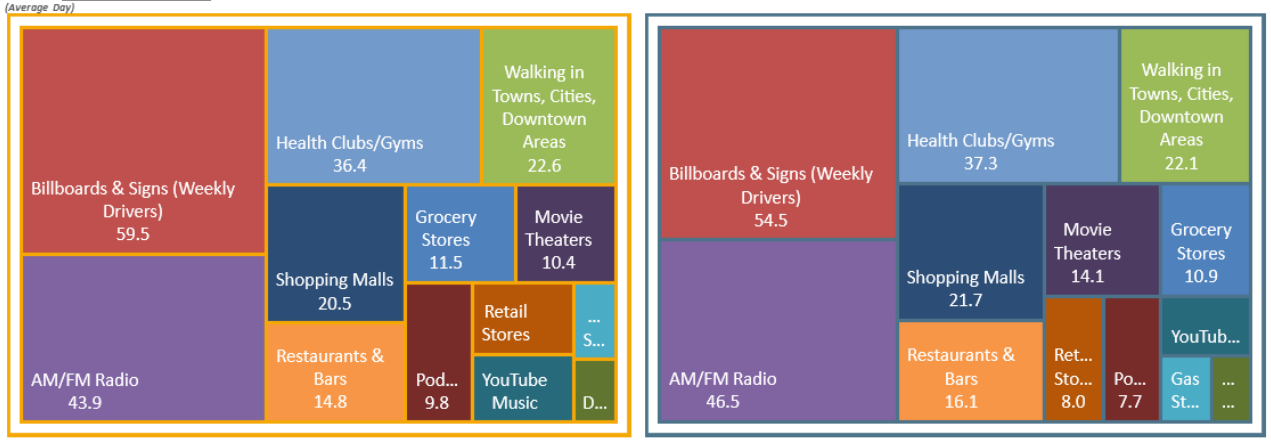
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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 R2 2023: Jan23-Oct23 Qual Intab 949

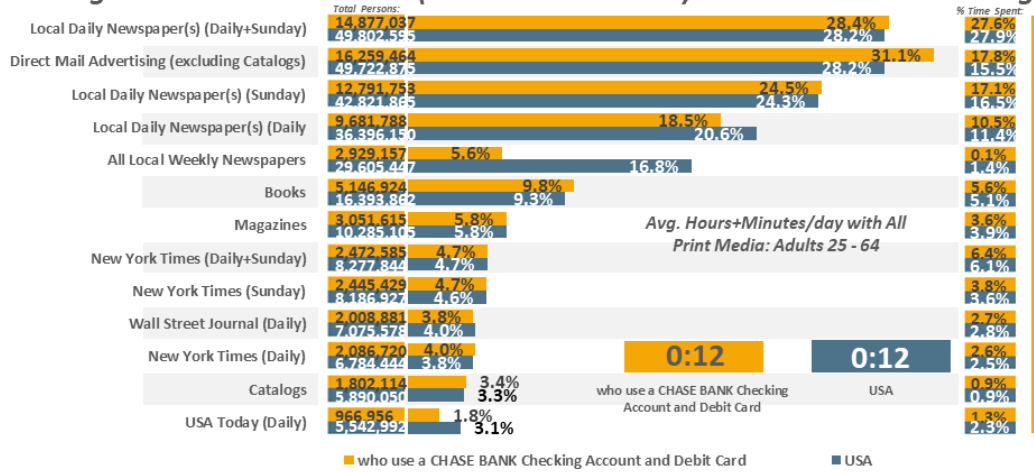
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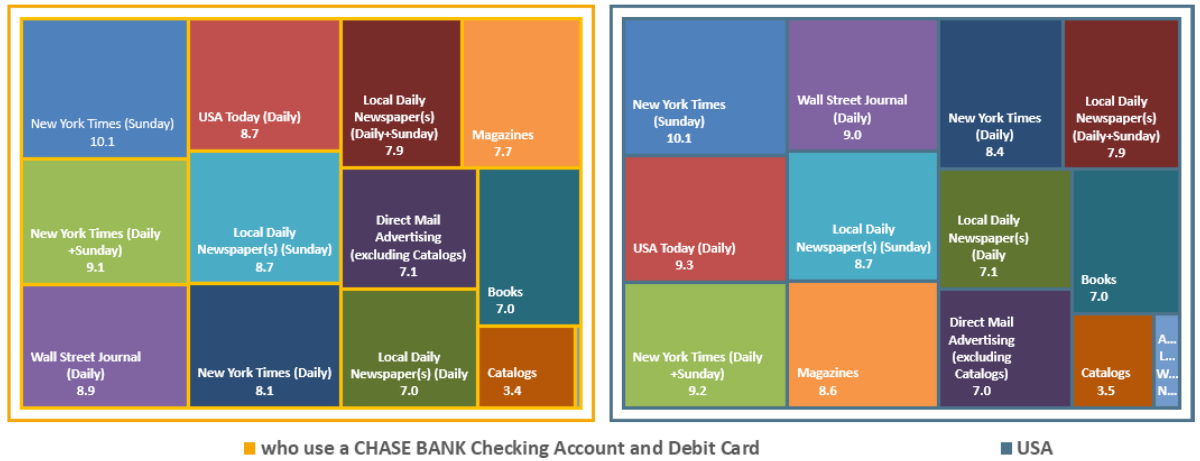
[((Banks HHLD uses (HHLD): PNC Bank AND Financial services HHLD has/use (HHLD): Checking account) AND Financial services HHLD has/use (HHLD): Debit or ATM card)]

14,877,037 or 28.4% of Adults 25 - 64 who use a CHASE BANK Checking Account and Debit Card read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.9 minutes every day representing 29.2% of all time spent daily with All forms of Print Media.

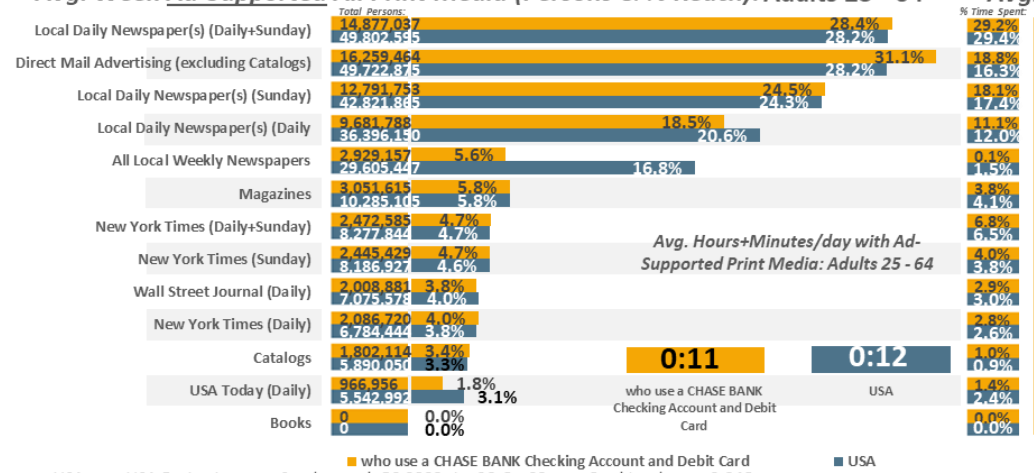
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



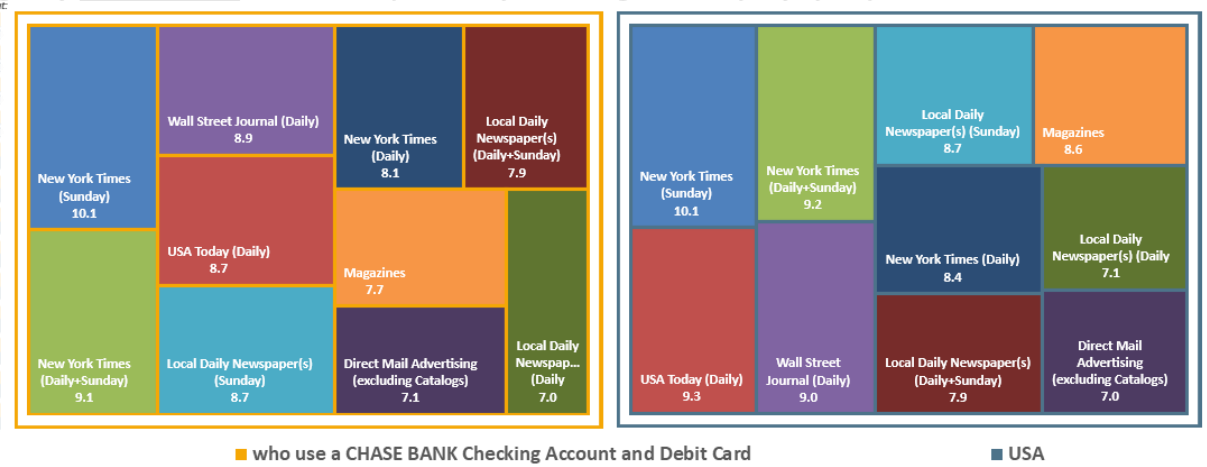
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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 R2 2023: Jan23-Oct23 Qual Intab 2,348

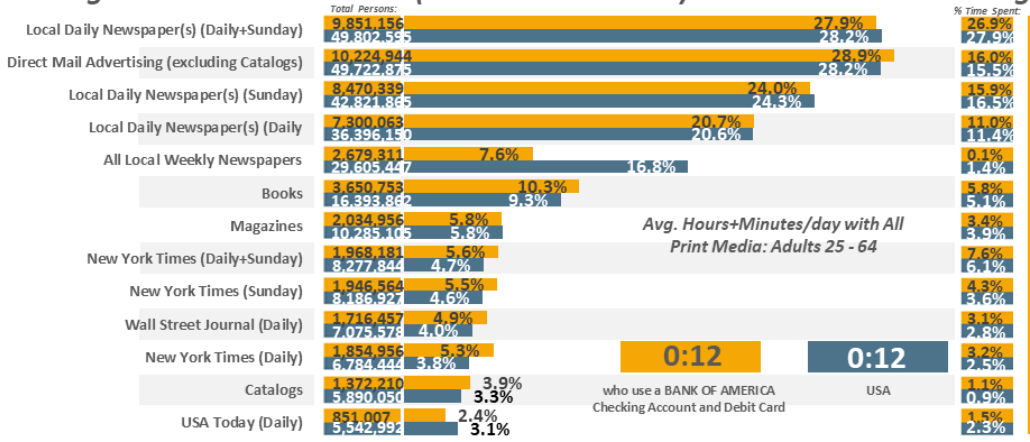
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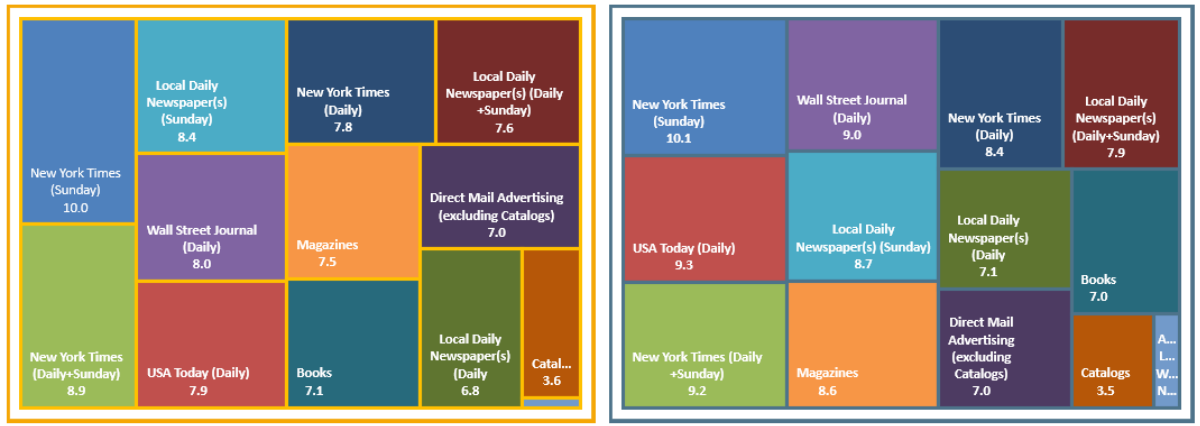
[((Banks HHLD uses (HHLD): Chase AND Financial services HHLD has/use (HHLD): Checking account) AND Financial services HHLD has/use (HHLD): Debit or ATM card)]

9,851,156 or 27.9% of Adults 25 - 64 who use a BANK OF AMERICA Checking Account and Debit Card read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.6 minutes every day representing 28.6% of all time spent daily with All forms of Print Media.

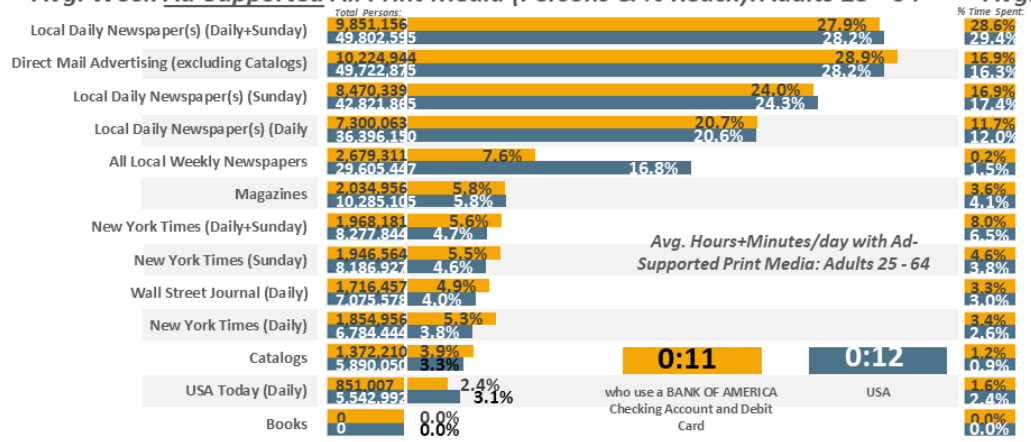
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,955

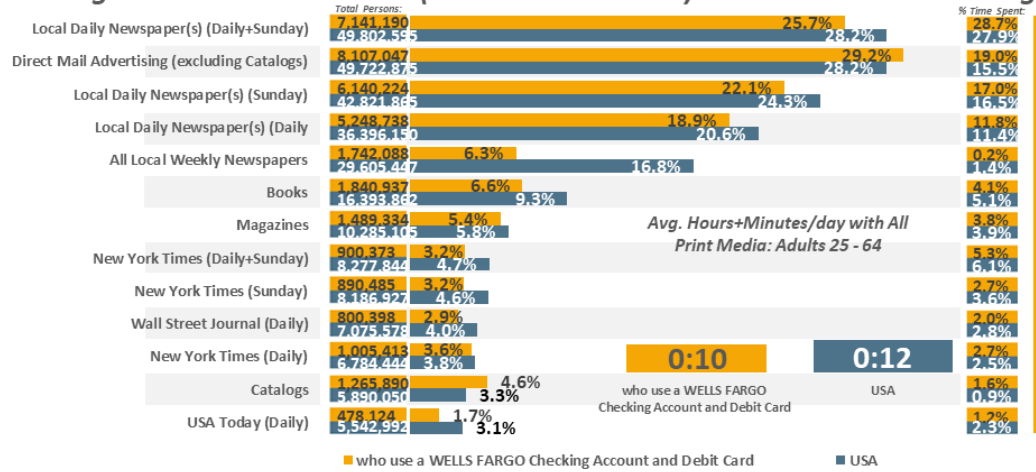
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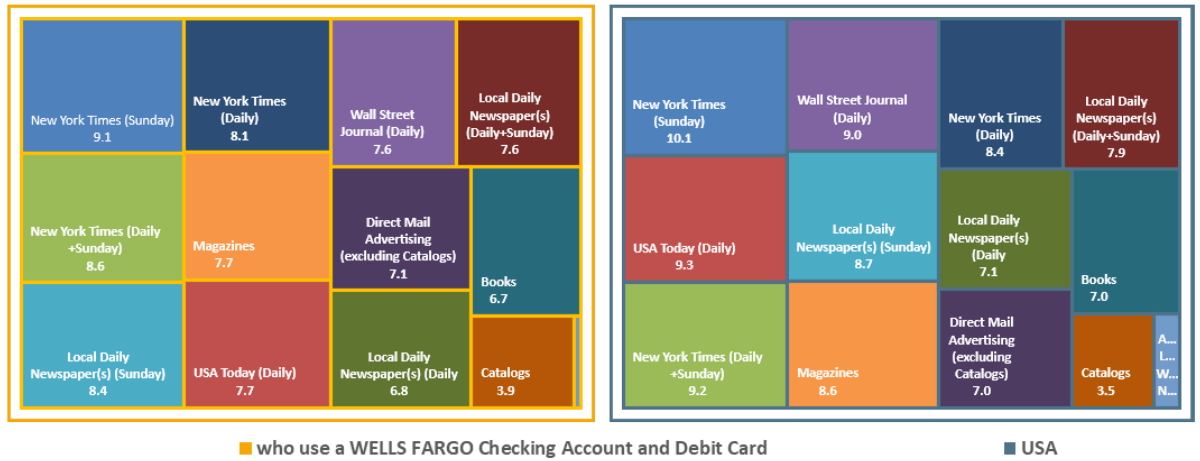
[((Banks HHLD uses (HHLD): Bank of America AND Financial services HHLD has/use (HHLD): Checking account) AND Financial services HHLD has/use (HHLD): Debit or ATM card)]

7,141,190 or 25.7% of Adults 25 - 64 who use a WELLS FARGO Checking Account and Debit Card read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.6 minutes every day representing 29.9% of all time spent daily with All forms of Print Media.

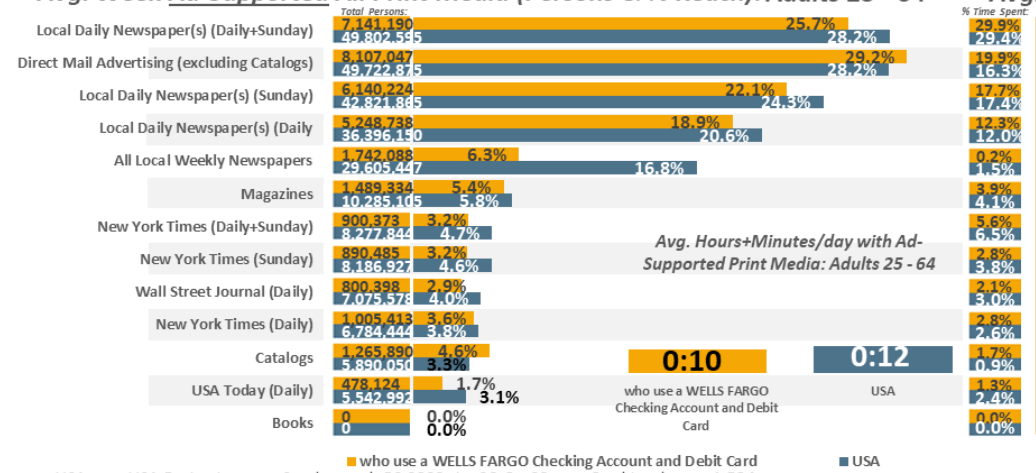
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



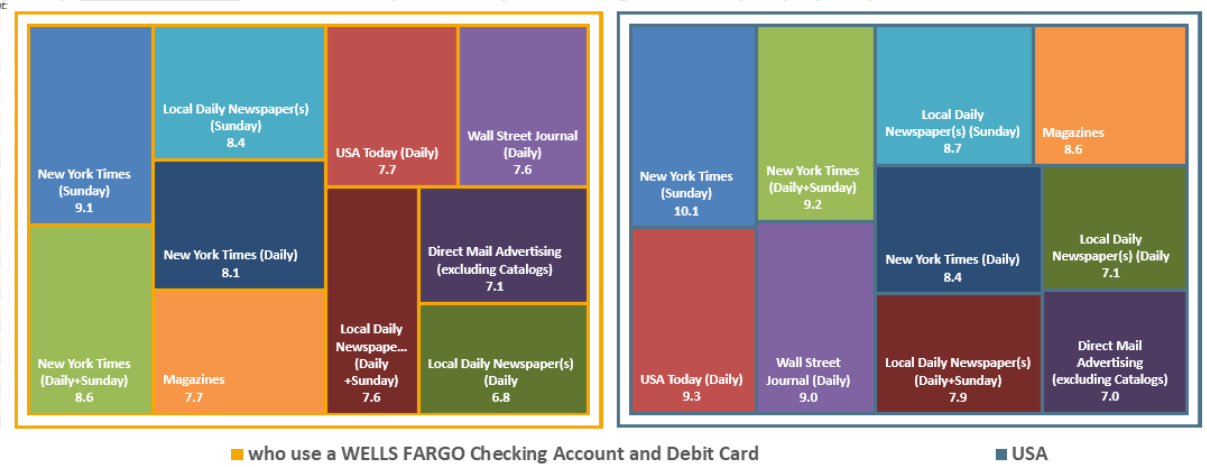
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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 R2 2023: Jan23-Oct23 Qual Intab 1,584

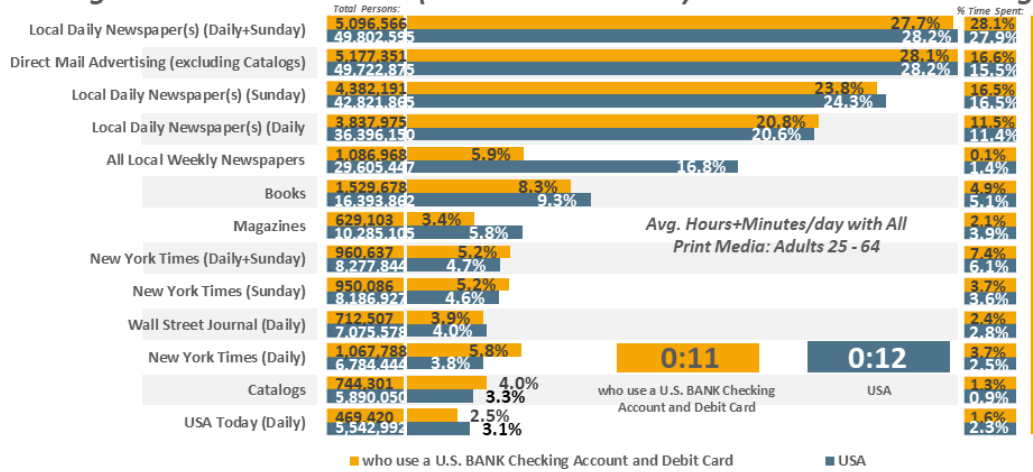
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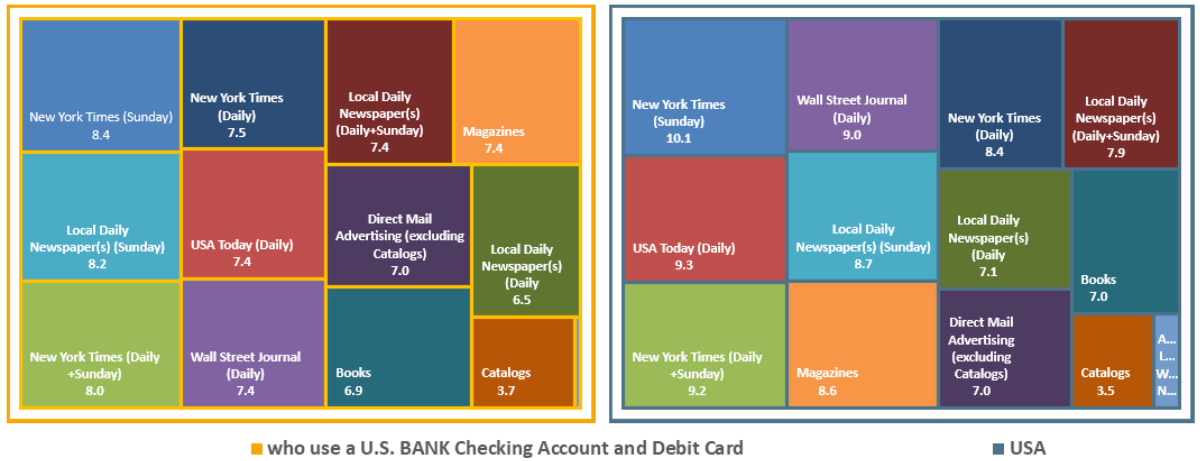
[((Banks HHLD uses (HHLD): Wells Fargo AND Financial services HHLD has/use (HHLD): Checking account) AND Financial services H HLD has/use (HHLD): Debit or ATM card)]

5,096,566 or 27.7% of Adults 25 - 64 who use a U.S. BANK Checking Account and Debit Card read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.4 minutes every day representing 29.5% of all time spent daily with All forms of Print Media.

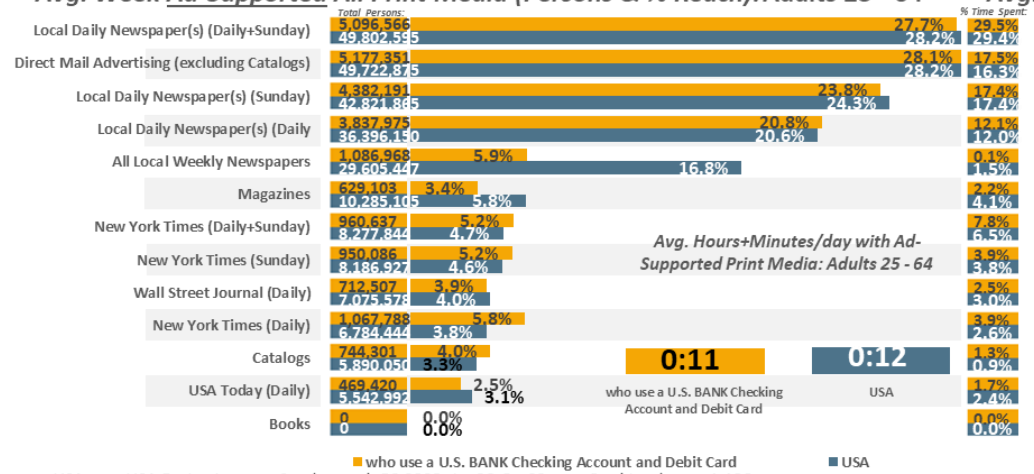
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



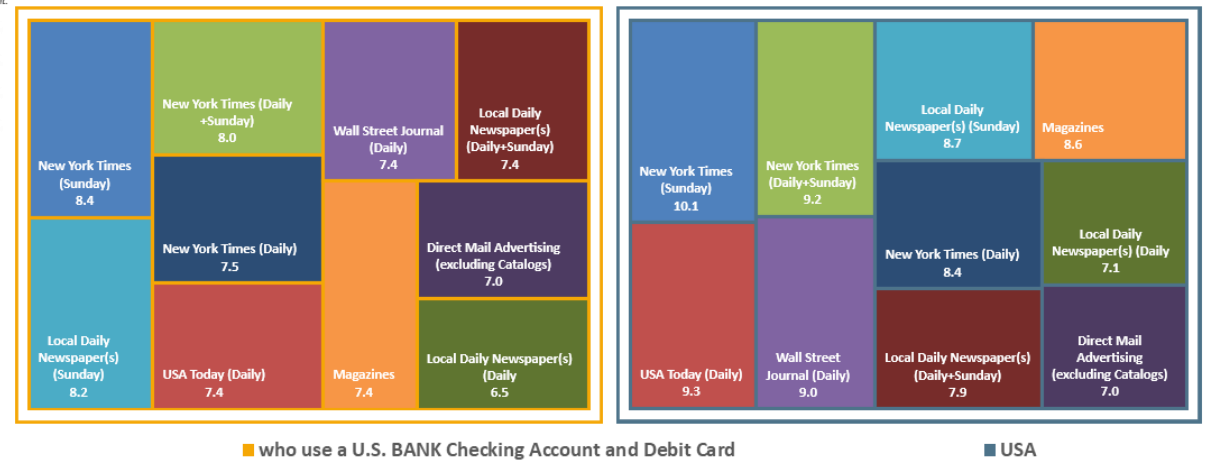
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,100

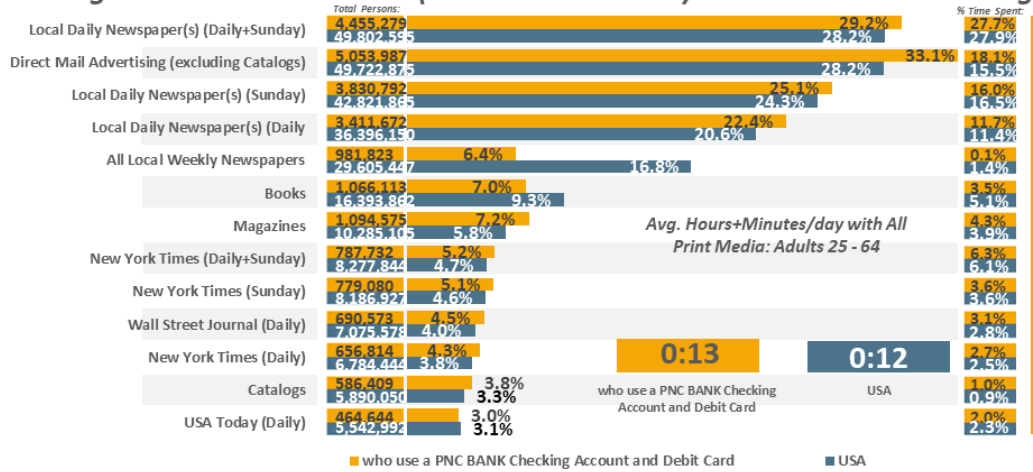
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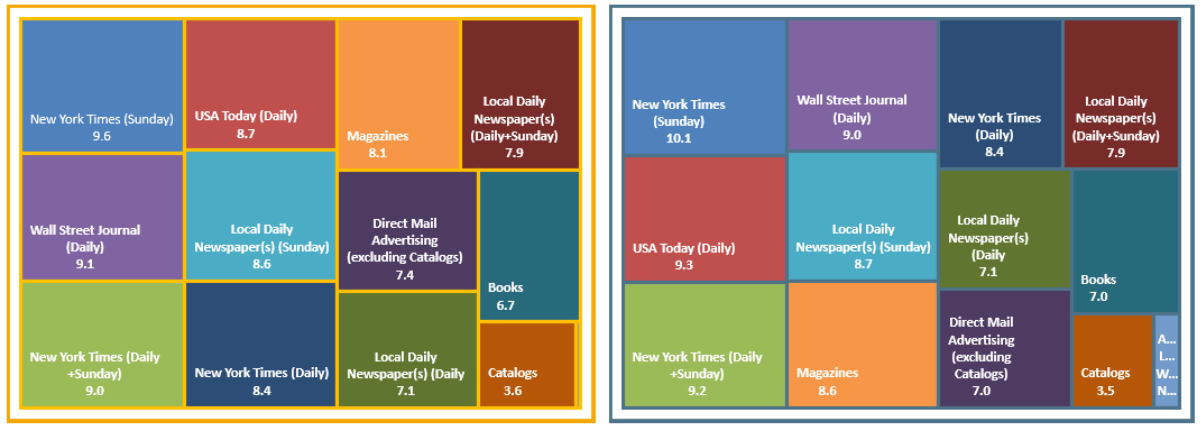
[((Banks HHLD uses (HHLD): U.S. Bank AND Financial services HHLD has/use (HHLD): Checking account) AND Financial services HHLD has/use (HHLD): Debit or ATM card)]

4,455,279 or 29.2% of Adults 25 - 64 who use a PNC BANK Checking Account and Debit Card read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.9 minutes every day representing 28.7% of all time spent daily with All forms of Print Media.

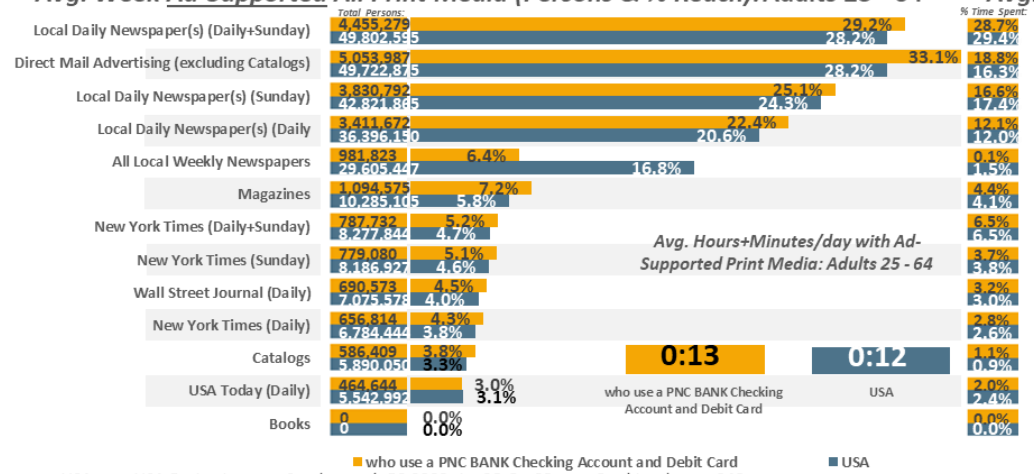
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



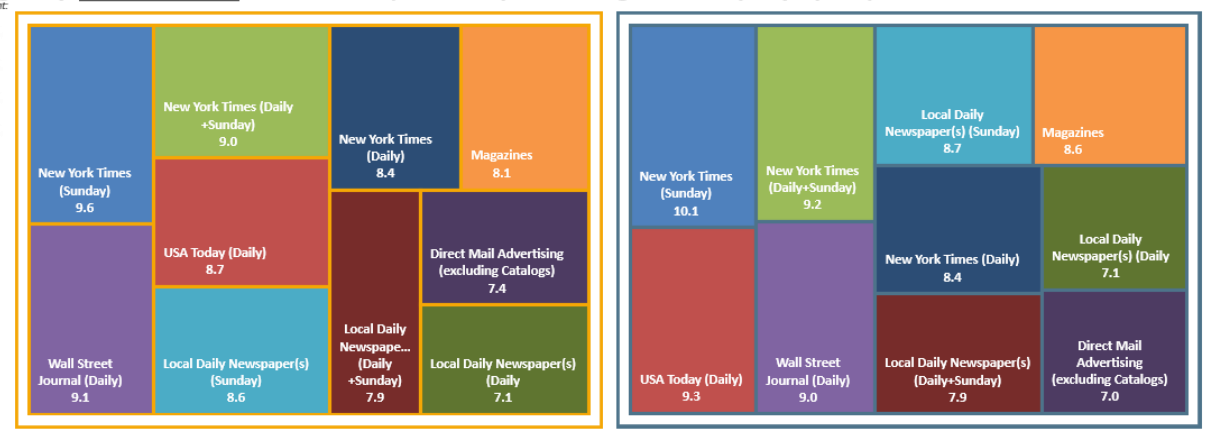
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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 R2 2023: Jan23-Oct23 Qual Intab 949

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