USA –P18+ Online Investors and past 7 days Viewers of 3 FINANCIAL Cable Networks!

Complete Demographic & Media Use Profiles

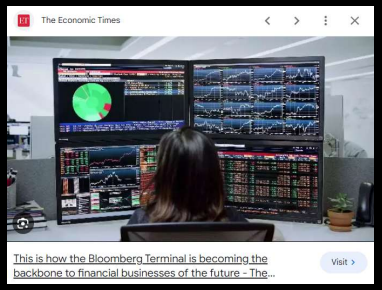


Bloomberg TELEVISION

CNBC

FOX BUSINESS

Complete Demographic, Psychographic, and Total Media Usage Profiles of USA P18+ who watched BLOOMBERG TELEVISION, CNBC, FOX BUSINESS NETWORK in the past 7 days or participated in ONLINE INVESTING past 30 days or past 12mos as of April 2024!







P18+

Cable networks/stations watched past 7 days: Bloomberg Television
Cable networks/stations watched past 7 days: CNBC
Cable networks/stations watched past 7 days: FOX Business Network
Ways used Internet/apps past 30 days on any device:Finance/Legal/Real estate: Online investing/stock trading
Professional services used by HHLD past 12 months (HHLD): Online investing/stock trading

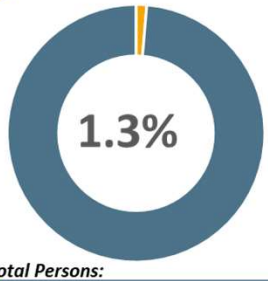
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

HUBBARD BROADCASTING INC. HB INC.

Bloomberg TELEVISION

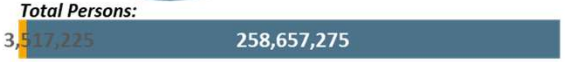
1.3% or 3,517,225 of USA Adults 18 or older watched BLOOMBERG TELEVISION in the past 7 days.
Typical Adults 18 or older who watched BLOOMBERG TELEVISION in the past 7 days are 47.5 years old (2.8% younger than average) and have a $141,897 (58.2% higher than average) annual household income.

Percent of Market: Adults 18 or older

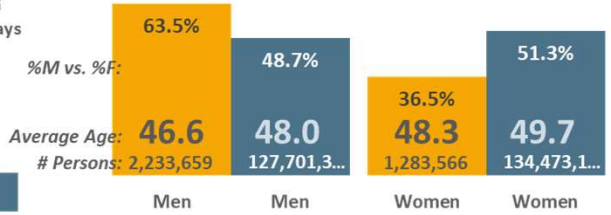


- who watched BLOOMBERG TELEVISION in the past 7 days
- Remainder of USA Metro

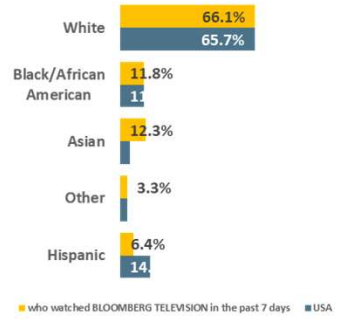
Total Persons:



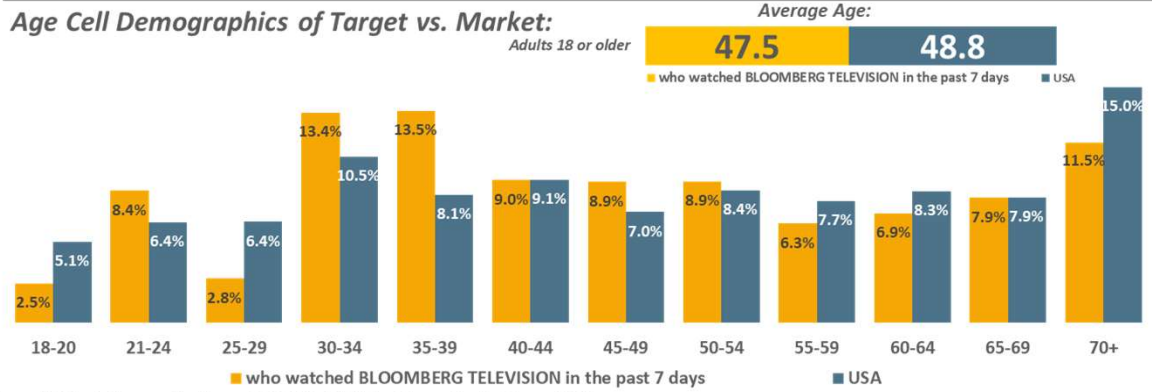
Gender of Target vs. Market: Adults 18 or older



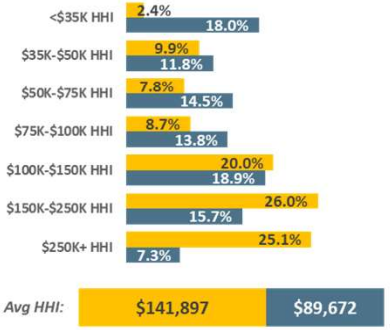
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

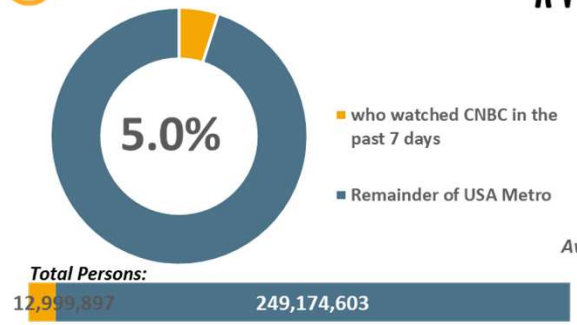


USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 9,881

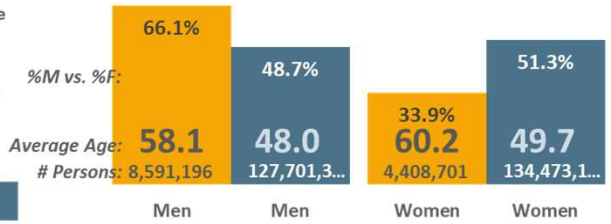
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5.% or 12,999,897 of USA Adults 18 or older watched CNBC in the past 7 days.
Typical Adults 18 or older who watched CNBC in the past 7 days are 59.2 years old (21.1% older than average) and have a $103,259 (15.2% higher than average) annual household income.

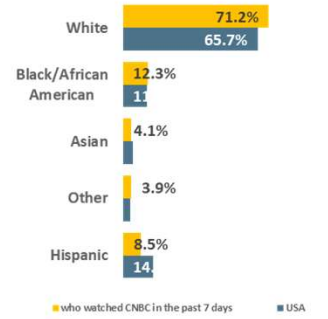
Percent of Market: Adults 18 or older



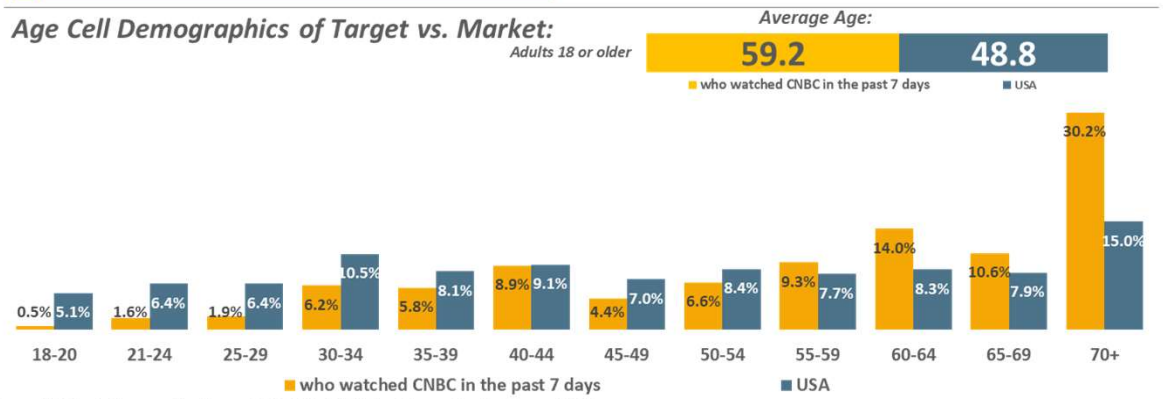
Gender of Target vs. Market: Adults 18 or older



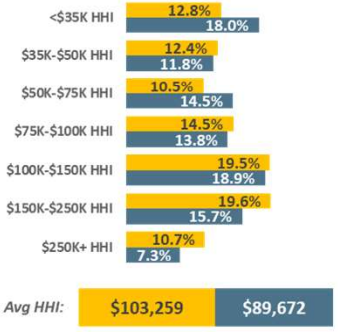
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

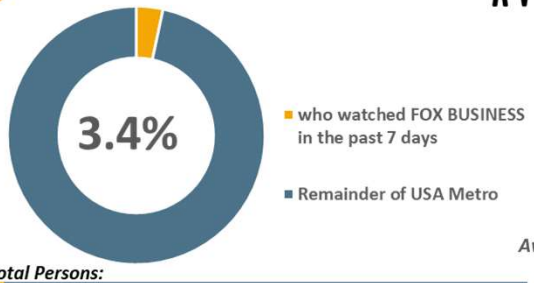


USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 9,881

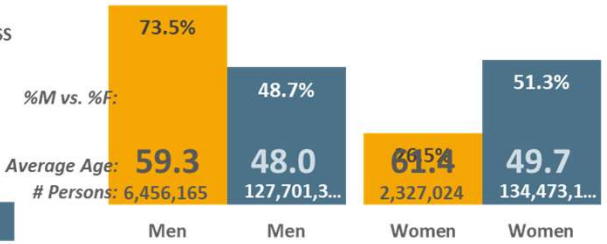
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3.4% or 8,783,189 of USA Adults 18 or older watched FOX BUSINESS in the past 7 days.
Typical Adults 18 or older who watched FOX BUSINESS in the past 7 days are 60.4 years old (23.6% older than average) and have a $105,096 (17.2% higher than average) annual household income.

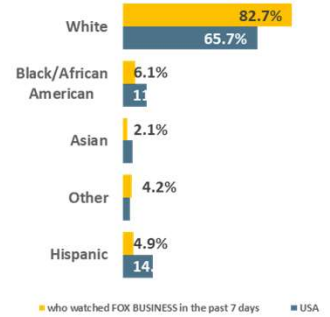
Percent of Market: Adults 18 or older



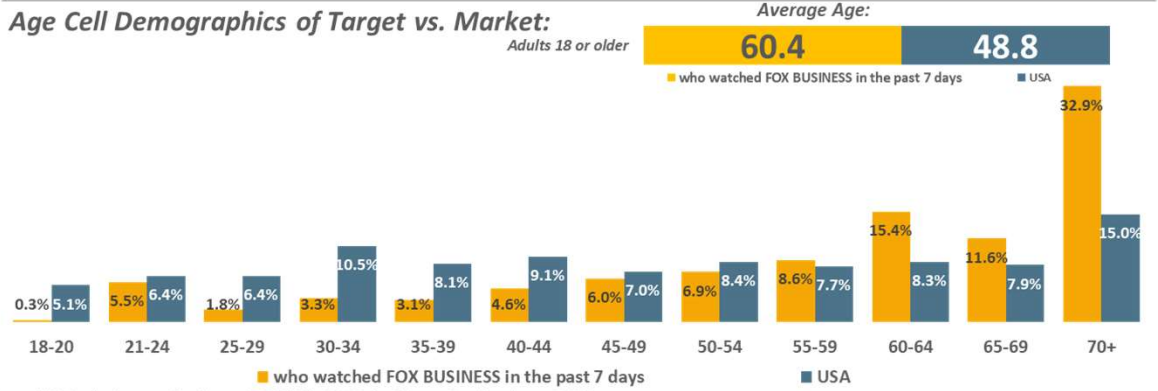
Gender of Target vs. Market: Adults 18 or older



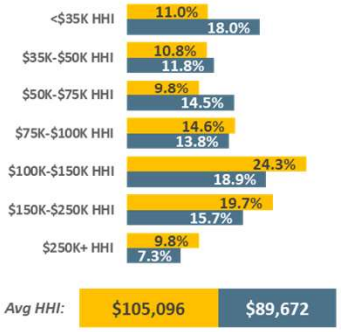
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 9,881

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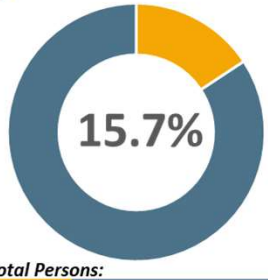
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333



Past 30 days Online INVESTORS

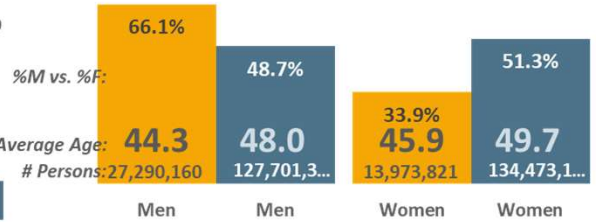
15.7% or 41,263,981 of USA Adults 18 or older made ONLINE INVESTMENTS in the past 30 days.
Typical Adults 18 or older who made ONLINE INVESTMENTS in the past 30 days are 45.1 years old (7.7% younger than average) and have a $125,911 (40.4% higher than average) annual household income.

Percent of Market: Adults 18 or older

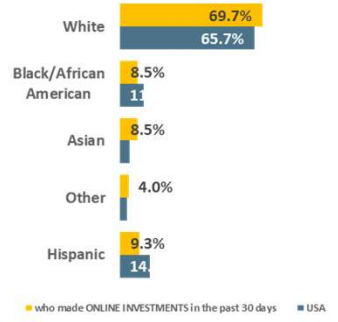


Total Persons:
41,263,981 | 220,910,519

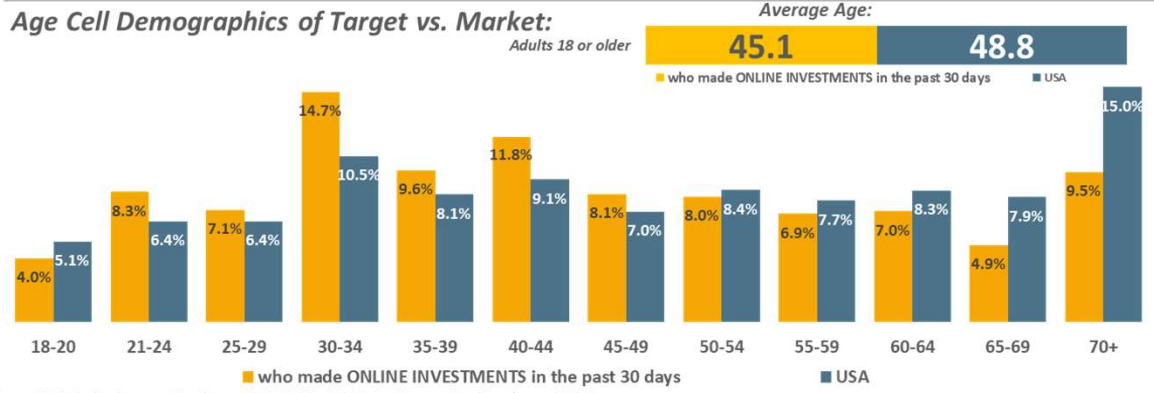
Gender of Target vs. Market: Adults 18 or older



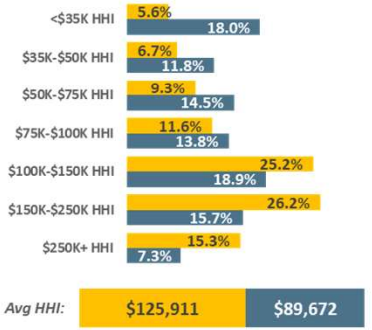
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



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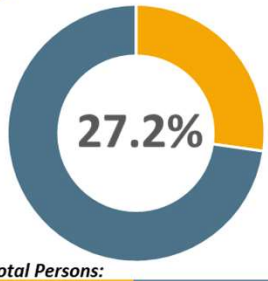
Ways used Internet/apps past 30 days on any device:Finance/Legal/Real estate: Online investing/stock trading



Past 12 mos Online INVESTORS

27.2% or 71,396,870 of USA Adults 18 or older made ONLINE INVESTMENTS in the past 12 mos.
Typical Adults 18 or older who made ONLINE INVESTMENTS in the past 12 mos are 47. years old (3.7% younger than average) and have a $113,826 (26.9% higher than average) annual household income.

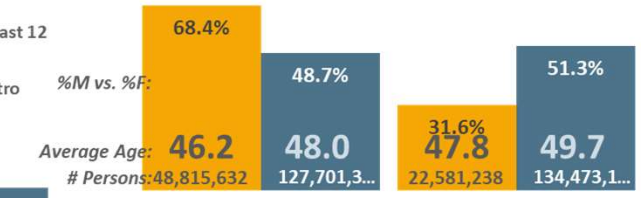
Percent of Market: Adults 18 or older



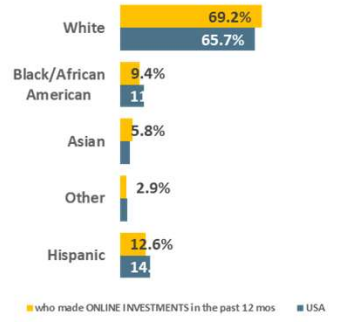
Total Persons:

who made ONLINE INVESTMENTS in the past 12 mos	Remainder of USA Metro
71,396,870	190,777,630

Gender of Target vs. Market: Adults 18 or older



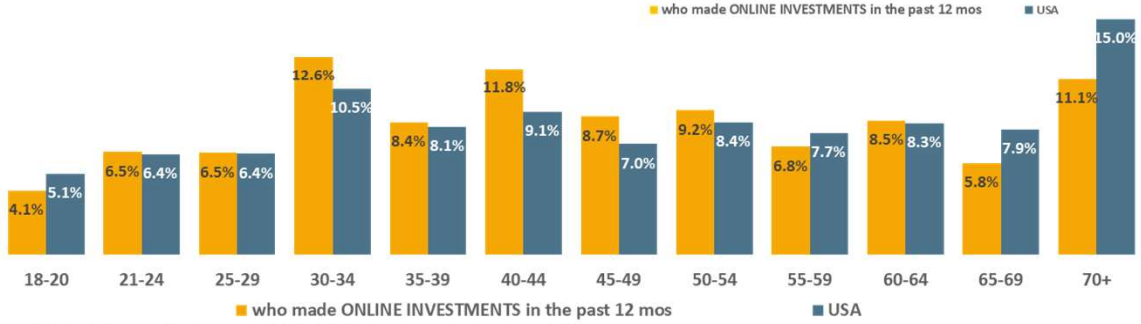
Ethnicity of Target vs. Market:



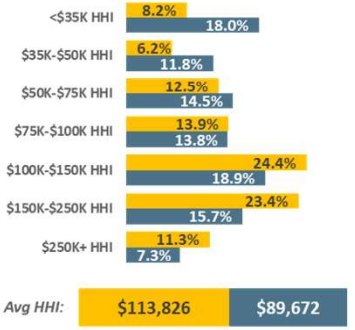
Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older	who made ONLINE INVESTMENTS in the past 12 mos	USA
Average Age:	47.0	48.8



HHI of Target vs. Market:



Avg HHI:	$113,826	$89,672

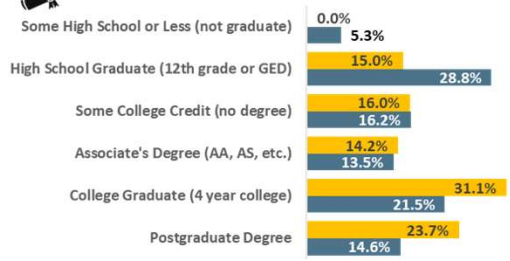
USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 9,881

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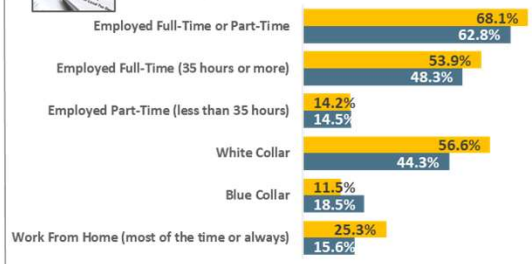
Bloomberg TELEVISION

1.3% or 3,517,225 of USA Adults 18 or older watched BLOOMBERG TELEVISION in the past 7 days.
Adults 18 or older who watched BLOOMBERG TELEVISION in the past 7 days are 51.6% more likely to be a college graduate, 11.6% more likely to work full-time, 38.9% more likely to be married, 26.6% more likely to be a parent of 1 or more children under 18.

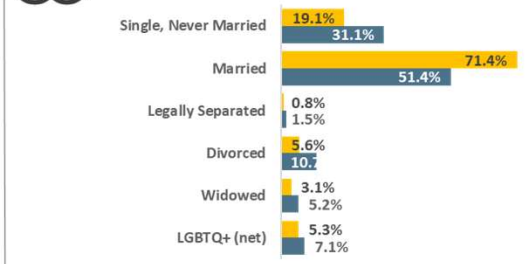
Education Levels: Adults 18 or older



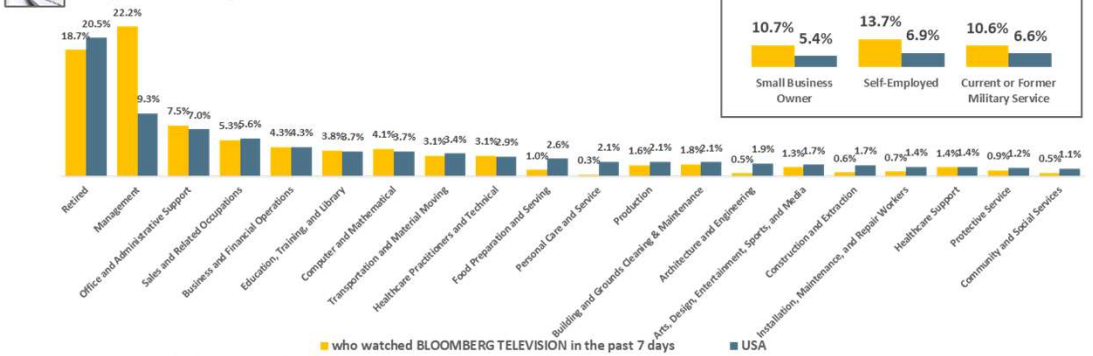
Employment: Adults 18 or older



Marital Status: Adults 18 or older

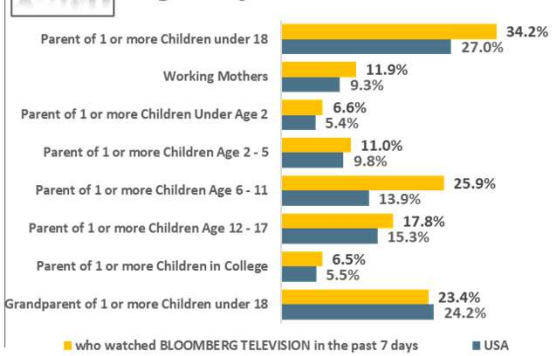


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



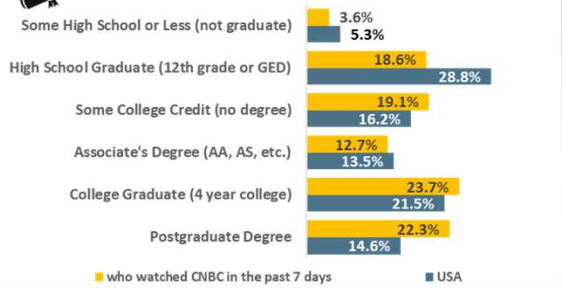
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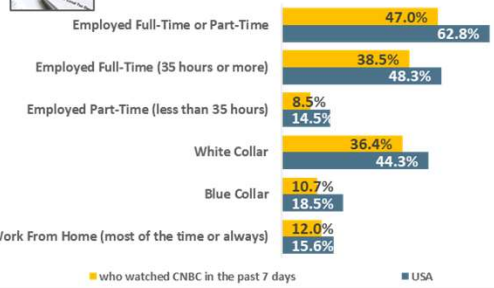
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

5.% or 12,999,897 of USA Adults 18 or older watched CNBC in the past 7 days.
Adults 18 or older who watched CNBC in the past 7 days are 27.4% more likely to be a college graduate, 20.3% less likely to work full-time, 17.2% more likely to be married, 35.9% less likely to be a parent of 1 or more children under 18.

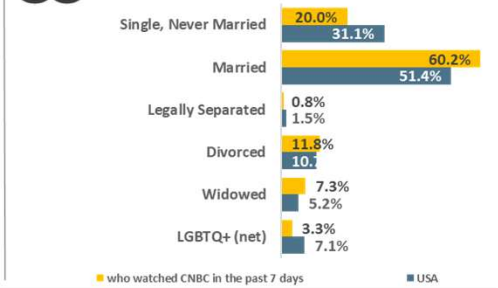
Education Levels: Adults 18 or older



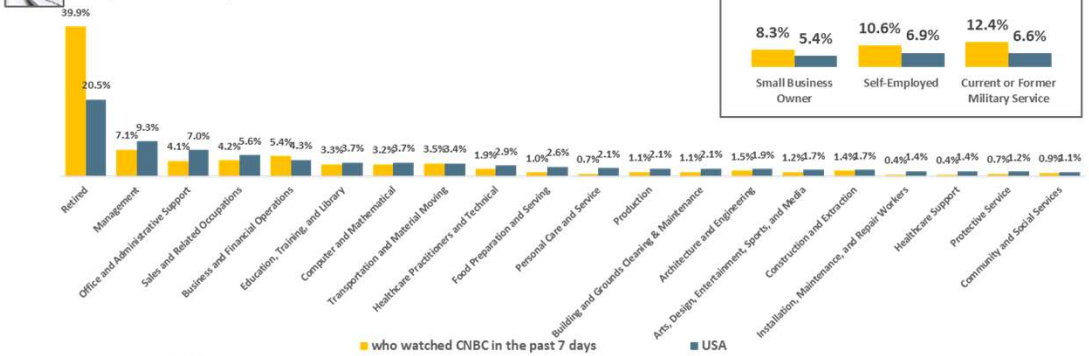
Employment: Adults 18 or older



Marital Status: Adults 18 or older

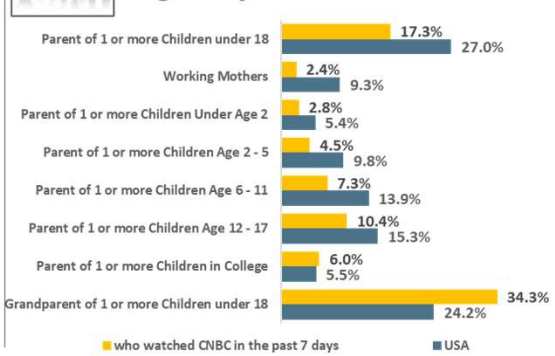


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



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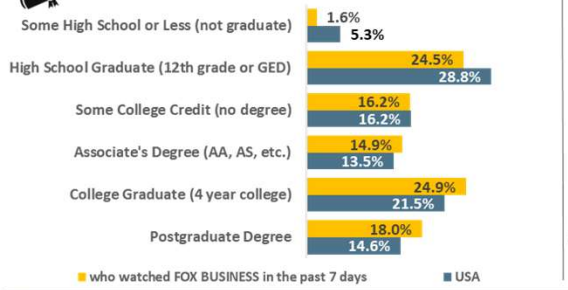
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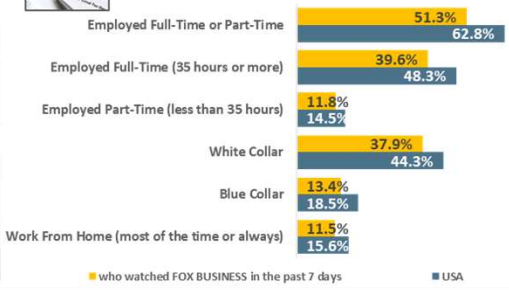
Cable networks/stations watched past 7 days: CNBC

3.4% or 8,783,189 of USA Adults 18 or older watched FOX BUSINESS in the past 7 days.
Adults 18 or older who watched FOX BUSINESS in the past 7 days are 18.6% more likely to be a college graduate, 18.1% less likely to work full-time, 27.7% more likely to be married, 42.8% less likely to be a parent of 1 or more children under 18.

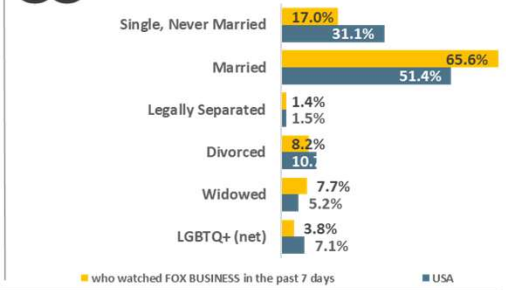
Education Levels: Adults 18 or older



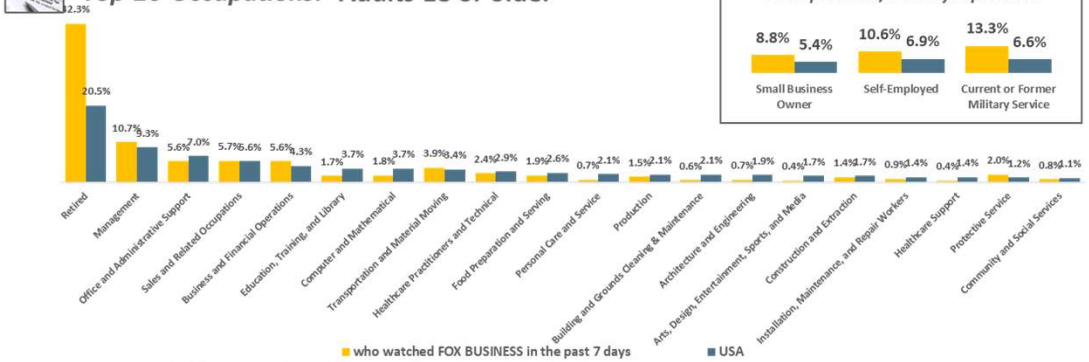
Employment: Adults 18 or older



Marital Status: Adults 18 or older

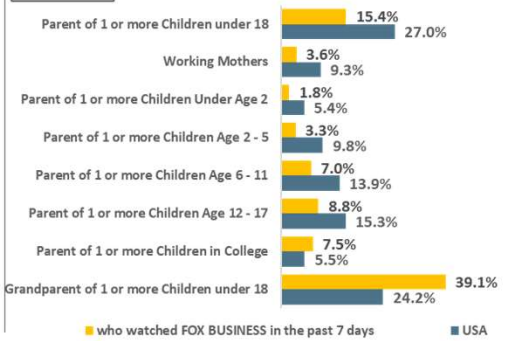


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 9,881

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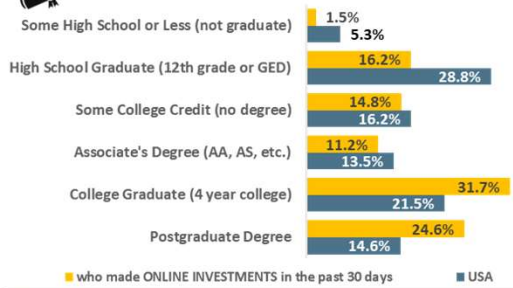
Cable networks/stations watched past 7 days: FOX Business Network



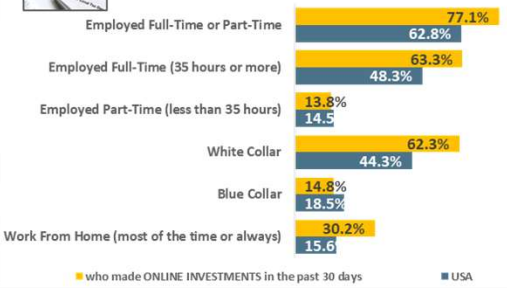
Past 30 days Online INVESTORS

15.7% or 41,263,981 of USA Adults 18 or older made ONLINE INVESTMENTS in the past 30 days.
Adults 18 or older who made ONLINE INVESTMENTS in the past 30 days are 55.8% more likely to be a college graduate, 31.1% more likely to work full-time, 15.6% more likely to be married, 9.1% more likely to be a parent of 1 or more children under 18.

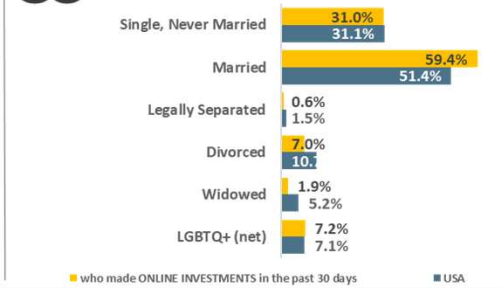
Education Levels: Adults 18 or older



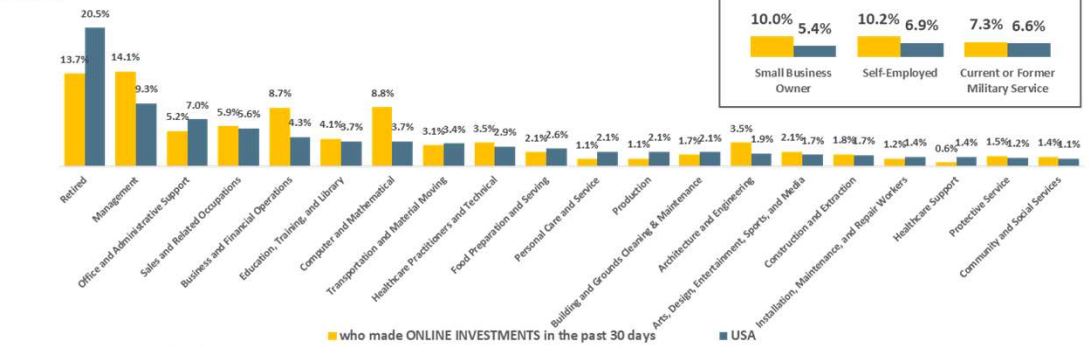
Employment: Adults 18 or older



Marital Status: Adults 18 or older

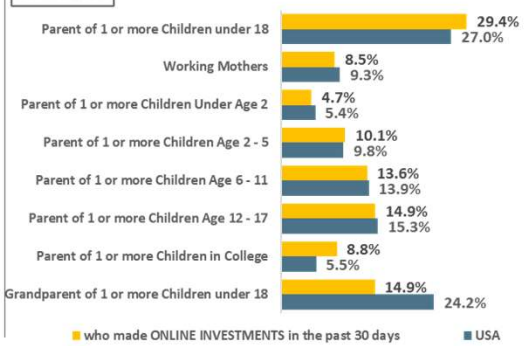


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 9,881

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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

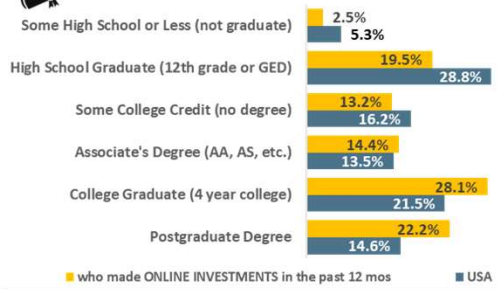
Ways used Internet/apps past 30 days on any device:Finance/Legal/Real estate: Online investing/stock trading



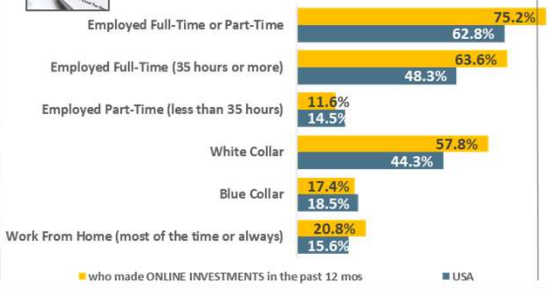
Past 12 mos Online INVESTORS

27.2% or 71,396,870 of USA Adults 18 or older made ONLINE INVESTMENTS in the past 12 mos.
Adults 18 or older who made ONLINE INVESTMENTS in the past 12 mos are 39.3% more likely to be a college graduate, 31.6% more likely to work full-time, 19.3% more likely to be married, 13.8% more likely to be a parent of 1 or more children under 18.

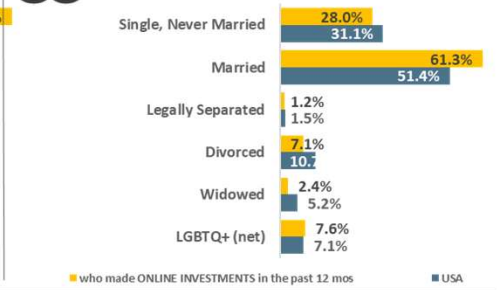
Education Levels: Adults 18 or older



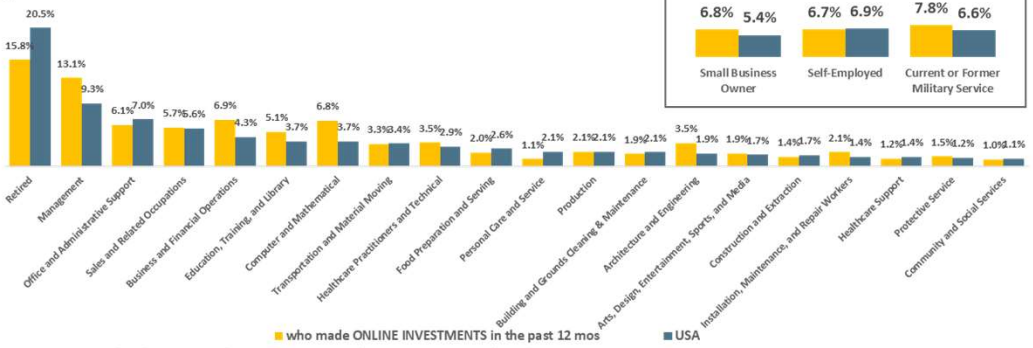
Employment: Adults 18 or older



Marital Status: Adults 18 or older

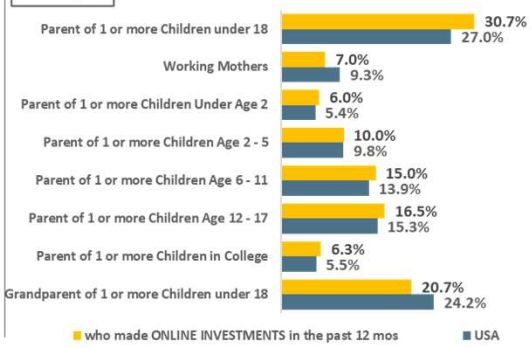


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 9,881

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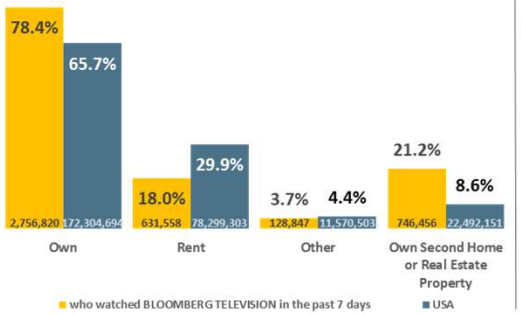
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

Professional services used by HHLD past 12 months (HHLD): Online investing/stock trading

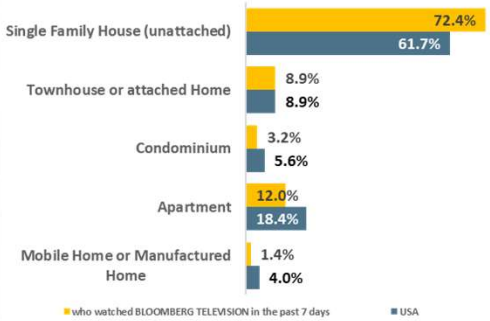
Bloomberg TELEVISION

1.3% or 3,517,225 of USA Adults 18 or older watched BLOOMBERG TELEVISION in the past 7 days.
Adults 18 or older who watched BLOOMBERG TELEVISION in the past 7 days are 19.3% more likely to own their home, 65.3% more likely to own a higher valued home, 17.3% more likely to have a single-family home, 34.1% more likely to have a dog.

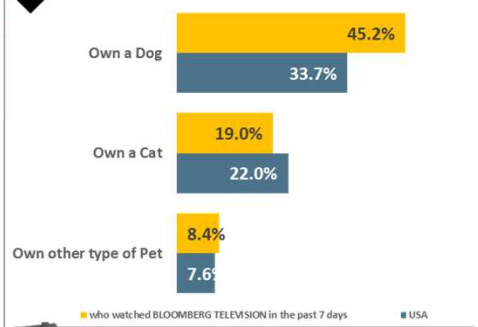
Own/Rent/Other: Adults 18 or older



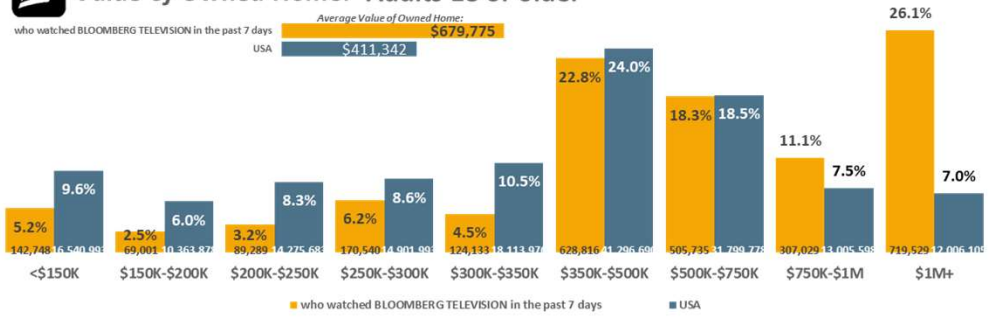
Type of Home: Adults 18 or older



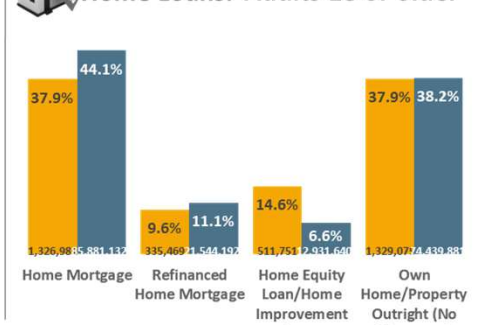
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 9,881

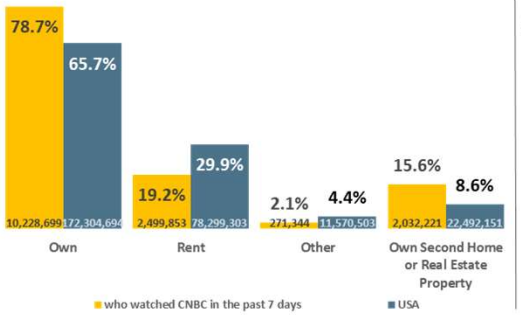
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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

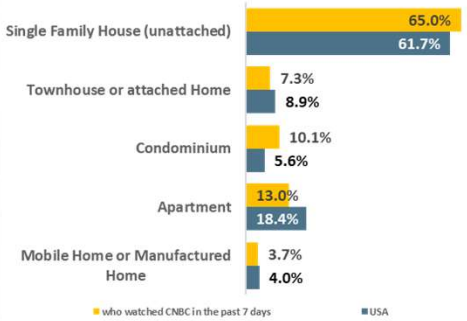
Cable networks/stations watched past 7 days: Bloomberg Television

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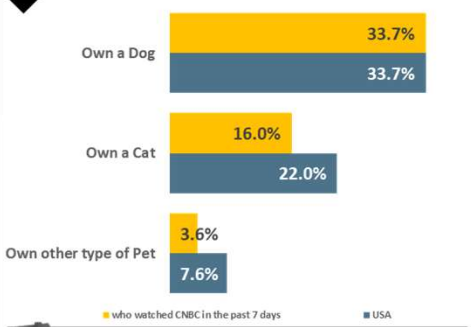
Own/Rent/Other: Adults 18 or older



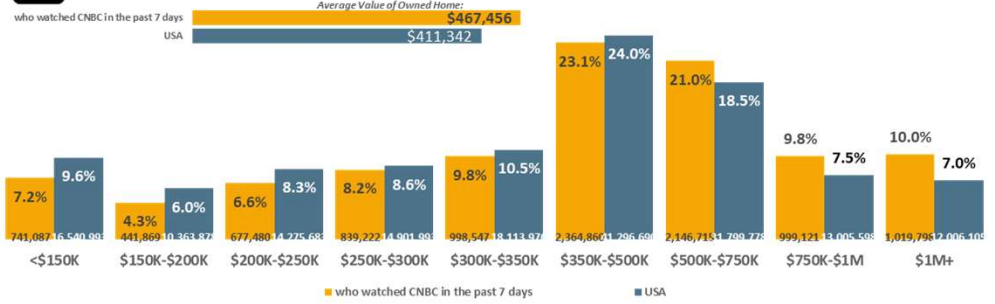
Type of Home: Adults 18 or older



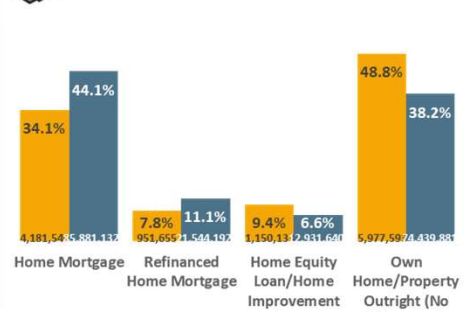
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *9,881*

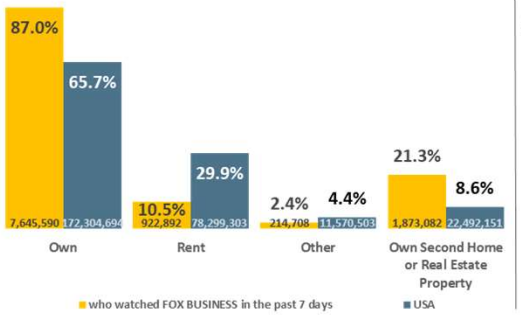
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USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

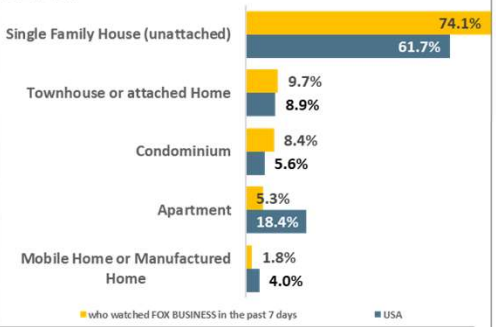
Cable networks/stations watched past 7 days: CNBC

3.4% or 8,783,189 of USA Adults 18 or older watched FOX BUSINESS in the past 7 days.
Adults 18 or older who watched FOX BUSINESS in the past 7 days are 32.5% more likely to own their home, 19.4% more likely to own a higher valued home, 20.% more likely to have a single-family home, 10.1% less likely to have a dog.

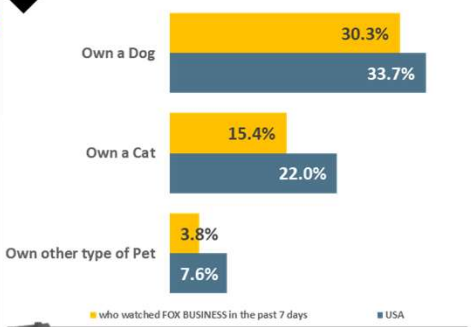
Own/Rent/Other: Adults 18 or older



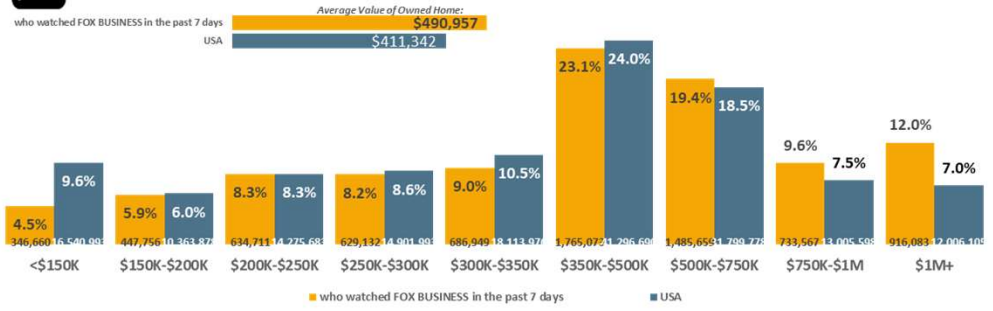
Type of Home: Adults 18 or older



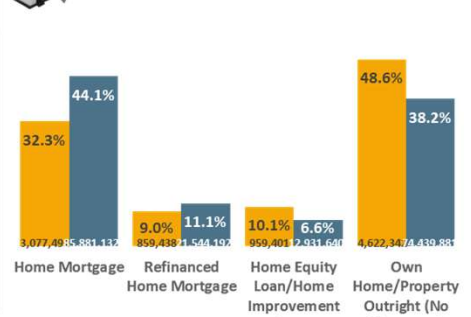
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *9,881*

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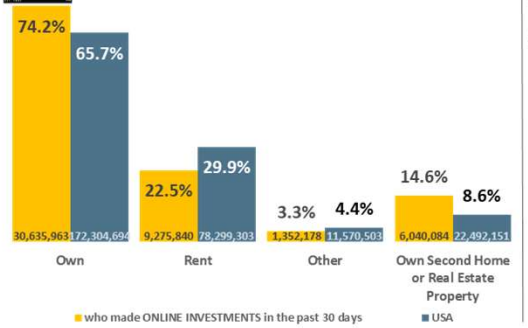
Cable networks/stations watched past 7 days: FOX Business Network



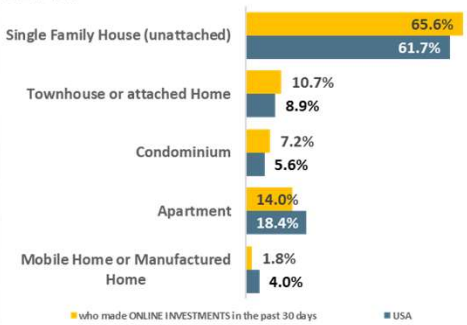
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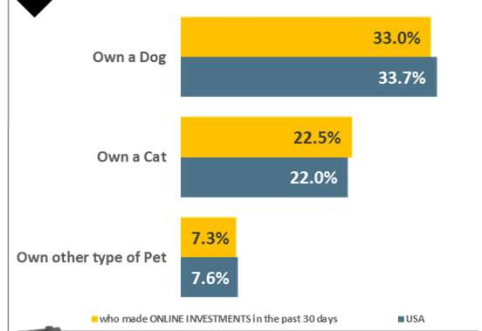
Own/Rent/Other: Adults 18 or older



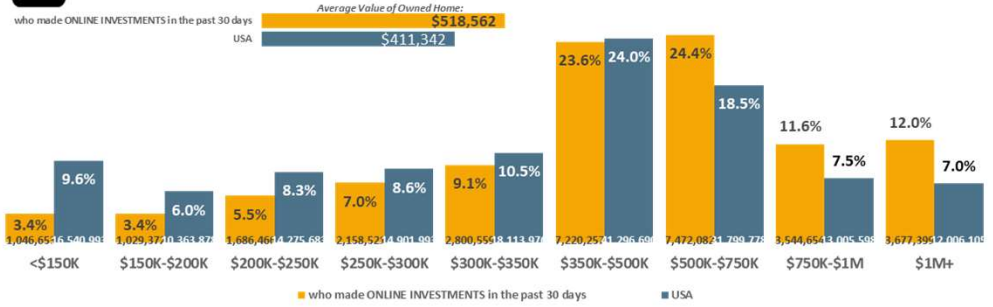
Type of Home: Adults 18 or older



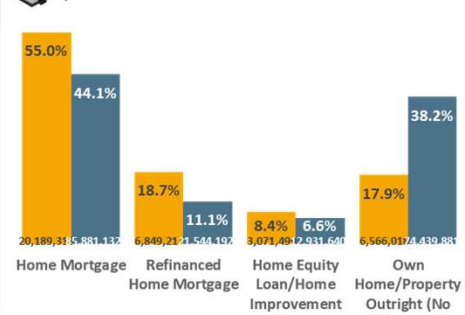
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 9,881

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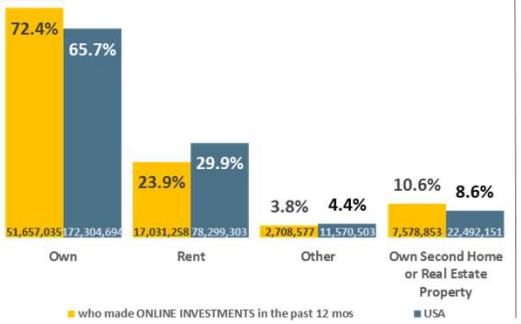
Ways used Internet/apps past 30 days on any device:Finance/Legal/Real estate: Online investing/stock trading



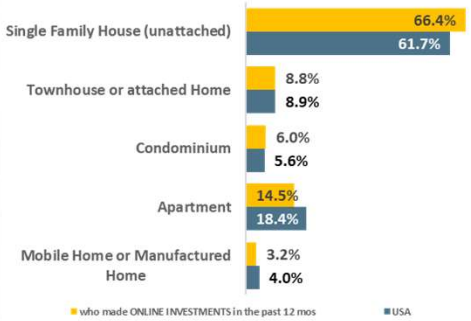
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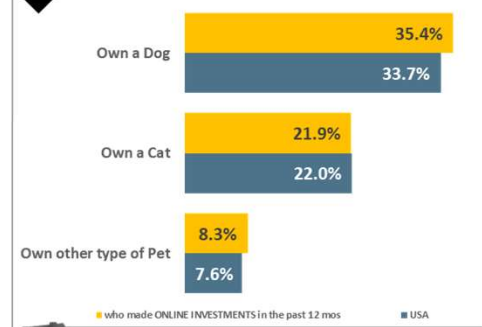
Own/Rent/Other: Adults 18 or older



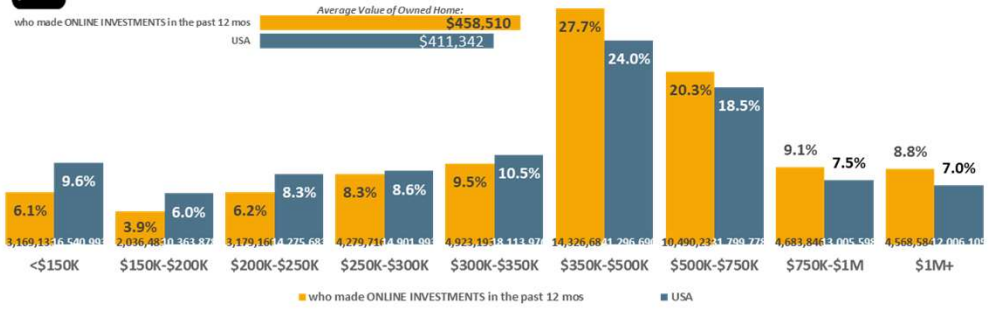
Type of Home: Adults 18 or older



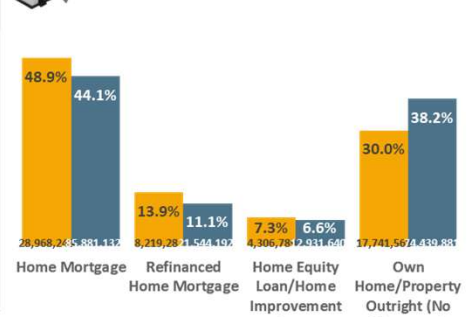
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *9,881*

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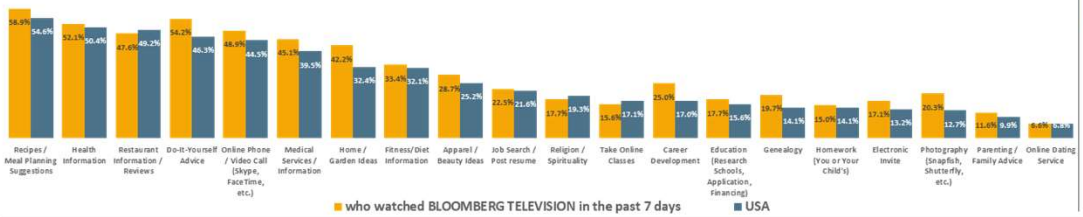
USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

Professional services used by HHLD past 12 months (HHLD): Online investing/stock trading

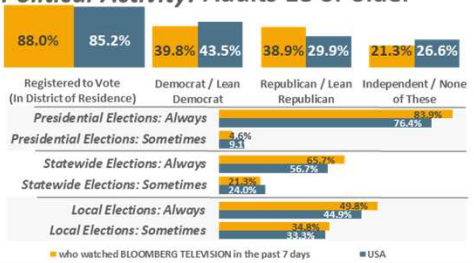
Bloomberg TELEVISION

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Adults 18 or older who watched BLOOMBERG TELEVISION in the past 7 days are 17.1% more likely to look up D-I-Y advice online, 11.% more likely to always vote in local elections, 32.2% more likely to belong to a gym, 43.2% more likely to fly domestic past y

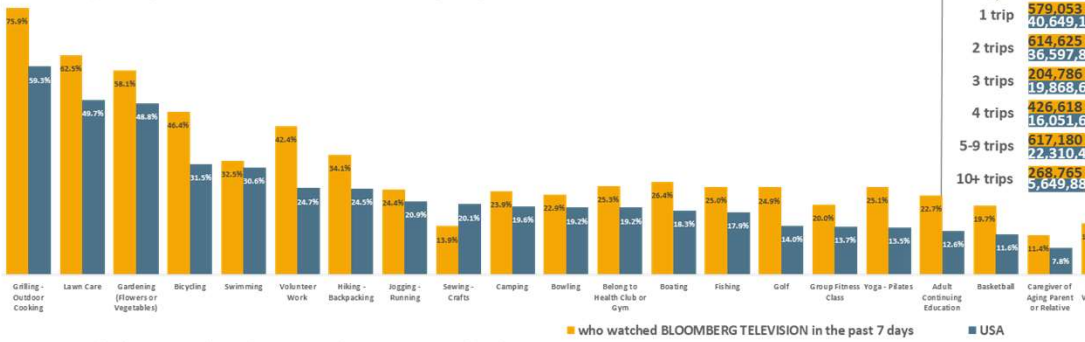
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



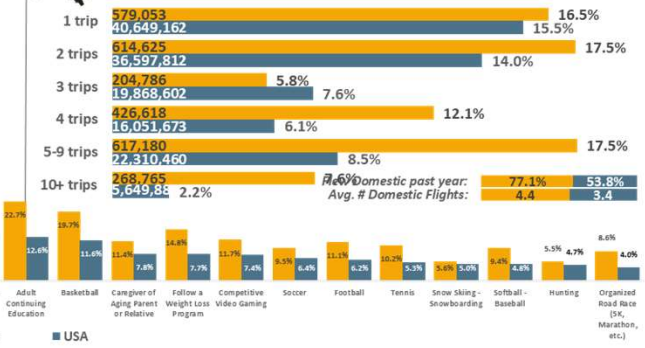
Political Activity: Adults 18 or older



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



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



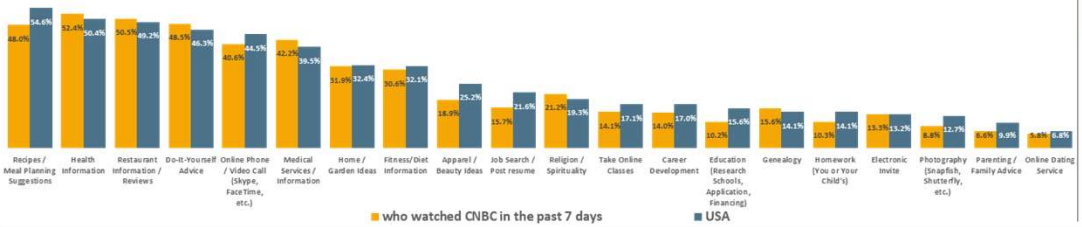
USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *9,881*

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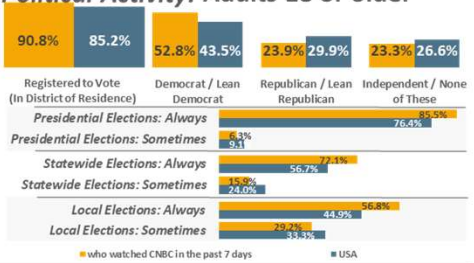
Cable networks/stations watched past 7 days: Bloomberg Television

5.% or 12,999,897 of USA Adults 18 or older watched CNBC in the past 7 days.
Adults 18 or older who watched CNBC in the past 7 days are 4.7% more likely to look up D-I-Y advice online, 26.5% more likely to always vote in local elections, 40.4% more likely to belong to a gym, 11.4% more likely to fly domestic past yr.

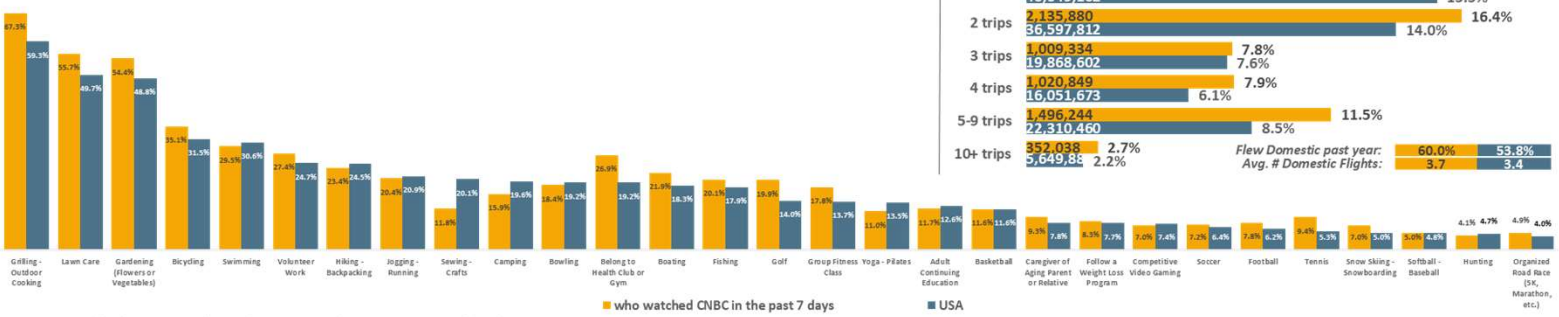
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

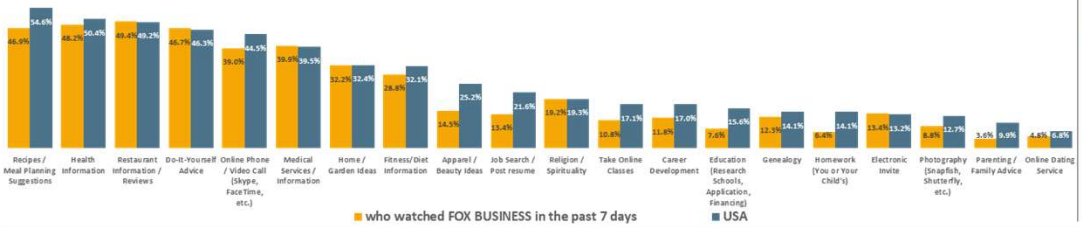
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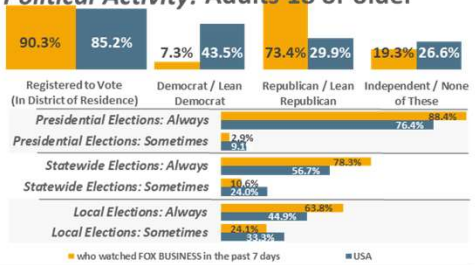
Cable networks/stations watched past 7 days: CNBC

3.4% or 8,783,189 of USA Adults 18 or older watched FOX BUSINESS in the past 7 days.
Adults 18 or older who watched FOX BUSINESS in the past 7 days are .9% more likely to look up D-I-Y advice online, 42.3% more likely to always vote in local elections, 2.9% more likely to belong to a gym, 19.7% more likely to fly domestic past yr.

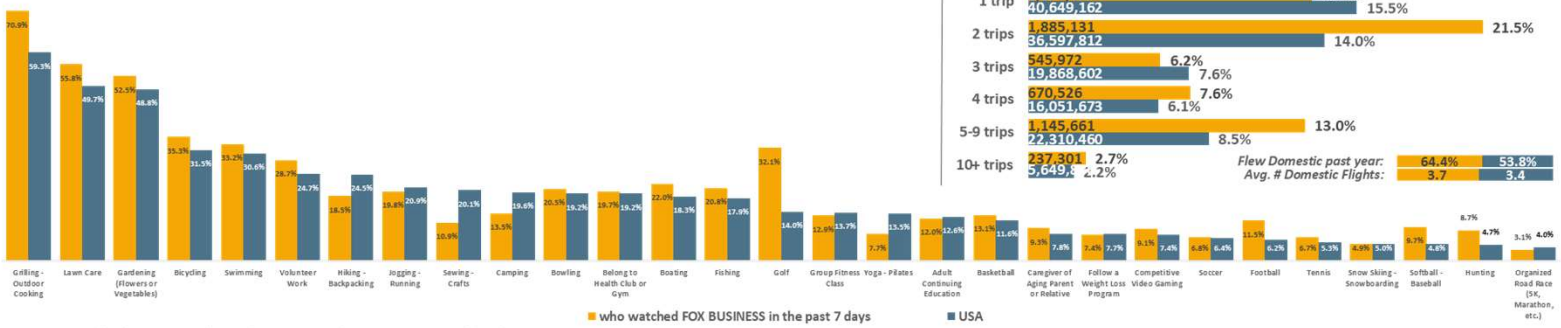
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 9,881

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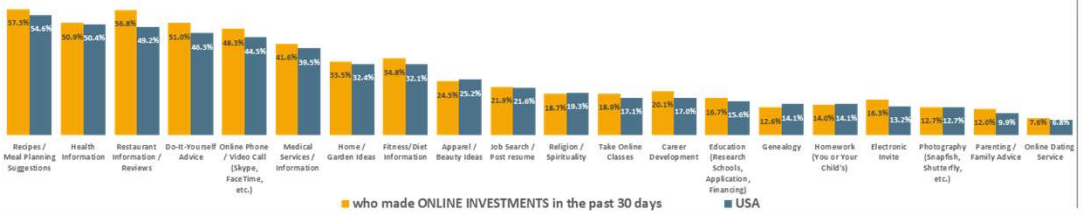
Cable networks/stations watched past 7 days: FOX Business Network



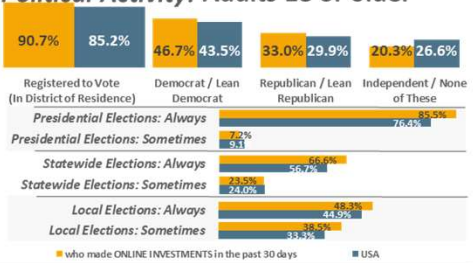
Past 30 days Online INVESTORS

15.7% or 41,263,981 of USA Adults 18 or older made ONLINE INVESTMENTS in the past 30 days.
Adults 18 or older who made ONLINE INVESTMENTS in the past 30 days are 10.% more likely to look up D-I-Y advice online, 7.7% more likely to always vote in local elections, 30.2% more likely to belong to a gym, 31.1% more likely to fly domestic past yr.

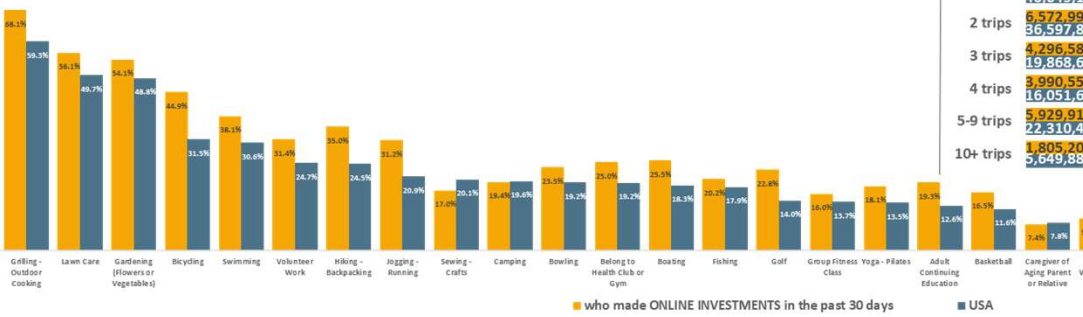
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



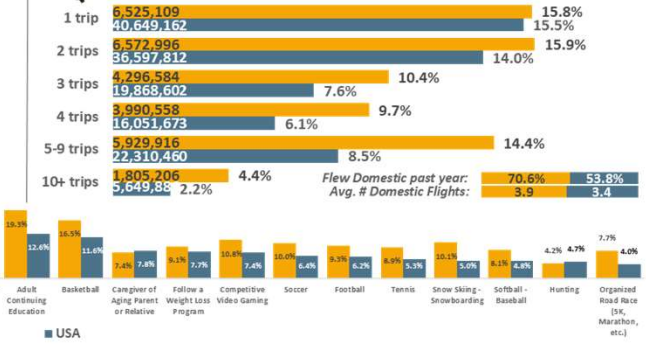
Political Activity: Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 9,881

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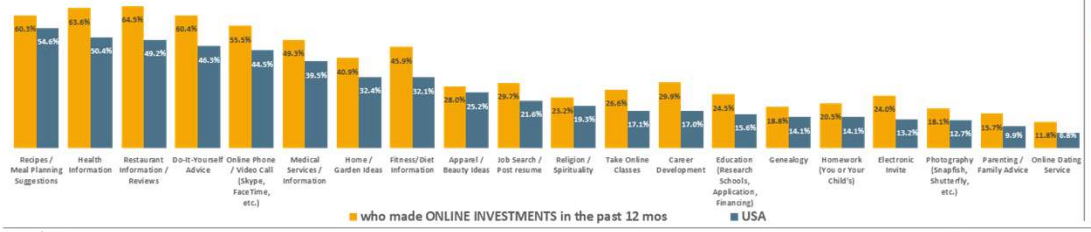
Ways used Internet/apps past 30 days on any device:Finance/Legal/Real estate: Online investing/stock trading



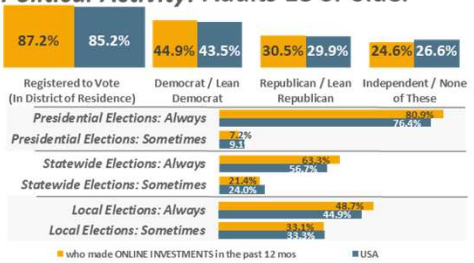
Past 12 mos Online INVESTORS

27.2% or 71,396,870 of USA Adults 18 or older made ONLINE INVESTMENTS in the past 12 mos.
Adults 18 or older who made ONLINE INVESTMENTS in the past 12 mos are 30.5% more likely to look up D-I-Y advice online, 8.5% more likely to always vote in local elections, 15.8% more likely to belong to a gym, 15.8% more likely to fly domestic past yr.

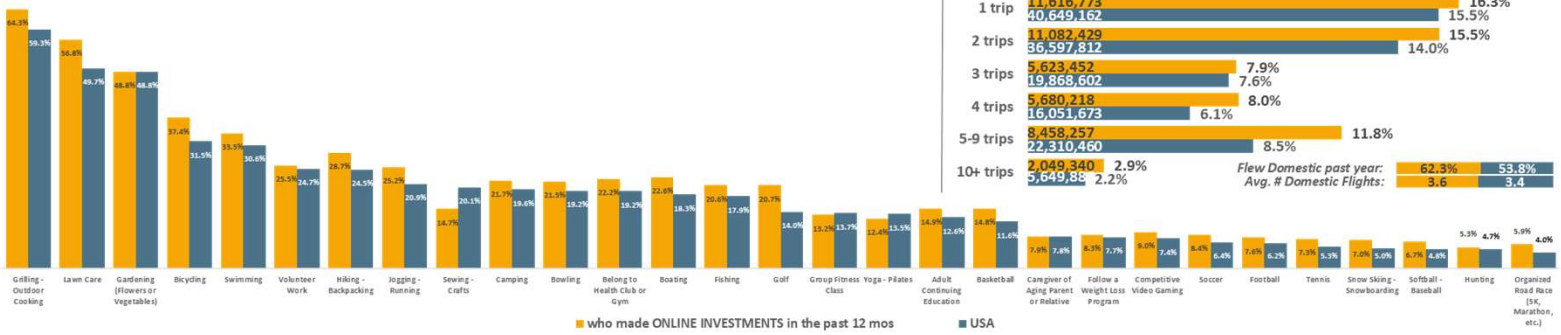
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 9,881

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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

Professional services used by HHLD past 12 months (HHLD): Online investing/stock trading

Bloomberg TELEVISION

1.3% or 3,517,225 of USA Adults 18 or older watched BLOOMBERG TELEVISION in the past 7 days. Adults 18 or older who watched BLOOMBERG TELEVISION in the past 7 days are 3.3% more likely to use QSRs past mo., 18.1% more likely to use Sit-Down Restaurants past mo., 5.3% more likely to use Casinos past yr., 33.8% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:

Avg. Monthly Sit-Down Restaurant Meals:

Top-10 Cuisines: Adults 18 or older

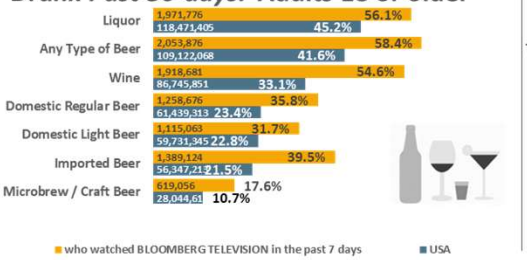
(Sit-Down Restaurants Used Past 30-days)



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

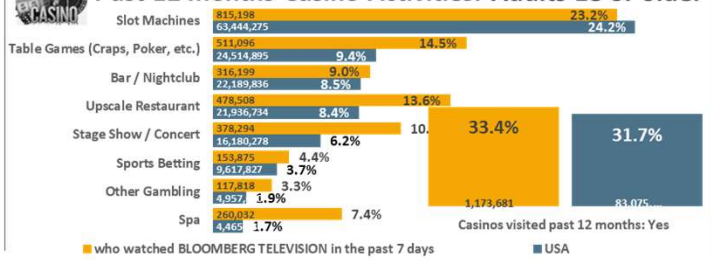


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 9,881

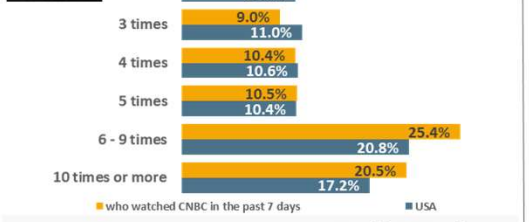
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Cable networks/stations watched past 7 days: Bloomberg Television

5.% or 12,999,897 of USA Adults 18 or older watched CNBC in the past 7 days.
Adults 18 or older who watched CNBC in the past 7 days are 3.6% more likely to use QSRs past mo., 8.7% more likely to use Sit-Down Restaurants past mo., 25.3% more likely to use Casinos past yr., 3.% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older





Total Monthly QSR Users:

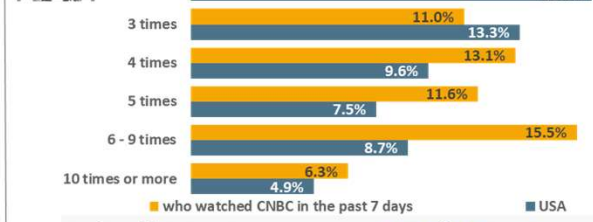


Avg. Monthly QSR Meals:



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





Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

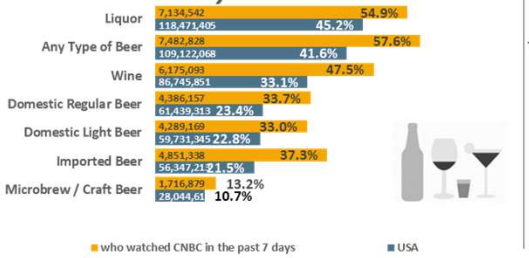
(Sit-Down Restaurants Used Past 30-days)



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

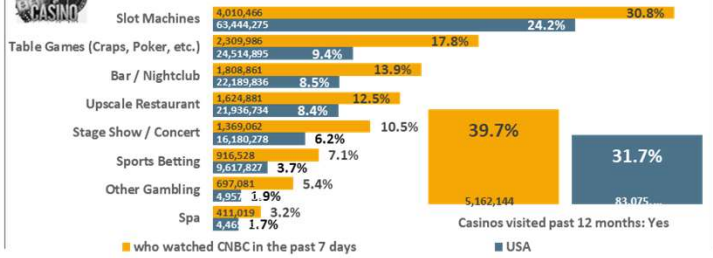


Drank Past 30-days: Adults 18 or older



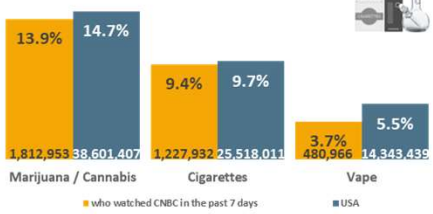
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 9,881

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Cable networks/stations watched past 7 days: CNBC

FOX BUSINESS

3.4% or 8,783,189 of USA Adults 18 or older watched FOX BUSINESS in the past 7 days.
Adults 18 or older who watched FOX BUSINESS in the past 7 days are .8% less likely to use QSRs past mo., 12.7% more likely to use Sit-Down Restaurants past mo., 35.6% more likely to use Casinos past yr., 54.9% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 88.0% 88.7% 7,727,407 232,489,8 36

Avg. Monthly QSR Meals: 7.4 6.4

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



Total Monthly Sit-Down Restaurant Users: 85.7% 76.1% 7,525,686 199,395,8 18

Avg. Monthly Sit-Down Restaurant Meals: 4.9 4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who watched FOX BUSINESS in the past 7 days 1,378,410 15.7%

USA 17.4%

Drank Past 30-days: Adults 18 or older

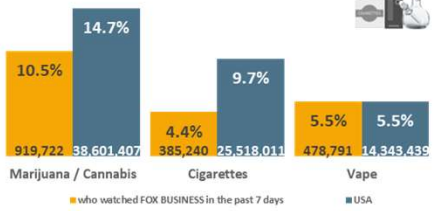


Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older





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Cable networks/stations watched past 7 days: FOX Business Network



Past 30 days Online INVESTORS

15.7% or 41,263,981 of USA Adults 18 or older made ONLINE INVESTMENTS in the past 30 days.
Adults 18 or older who made ONLINE INVESTMENTS in the past 30 days are 3.9% more likely to use QSRs past mo., 14.4% more likely to use Sit-Down Restaurants past mo., 7.% more likely to use Casinos past yr., 41.7% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 92.2% 88.7% 38,030,222 232,489,836

Avg. Monthly QSR Meals: 6.9 6.4

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



Total Monthly Sit-Down Restaurant Users: 87.0% 76.1% 35,893,332 199,395,818

Avg. Monthly Sit-Down Restaurant Meals: 4.4 4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who made ONLINE INVESTMENTS in the past 30 days 10,159,497 24.6%

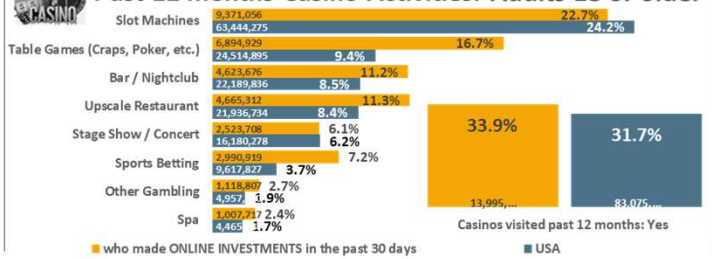
USA 17.4%

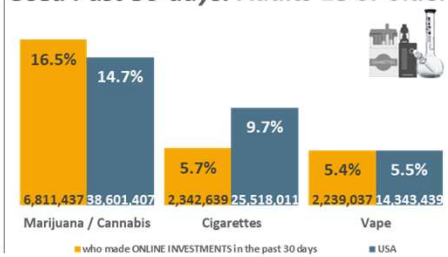
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older







Used Past 30-days: Adults 18 or older

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 9,881

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Ways used Internet/apps past 30 days on any device:Finance/Legal/Real estate: Online investing/stock trading



Past 12 mos Online INVESTORS

27.2% or 71,396,870 of USA Adults 18 or older made ONLINE INVESTMENTS in the past 12 mos.
Adults 18 or older who made ONLINE INVESTMENTS in the past 12 mos are 1.9% more likely to use QSRs past mo., 6.3% more likely to use Sit-Down Restaurants past mo., .5% more likely to use Casinos past yr., 26.% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 90.3% 88.7% — 64,498,383 — 232,489,836

Avg. Monthly QSR Meals: 6.6 — 6.4

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



Total Monthly Sit-Down Restaurant Users: 80.9% 76.1% — 57,747,852 — 199,395,818

Avg. Monthly Sit-Down Restaurant Meals: 4.1 — 4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who made ONLINE INVESTMENTS in the past 12 mos 14,264,945 — 20.0%

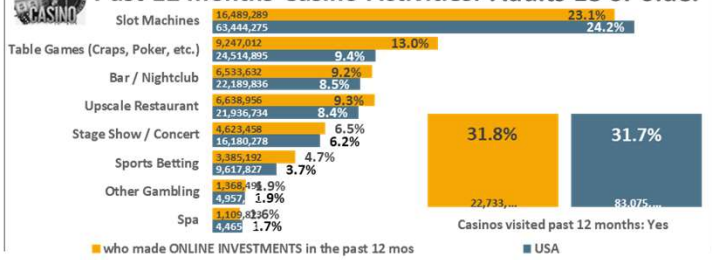
USA [illegible] — 17.4%

Drank Past 30-days: Adults 18 or older



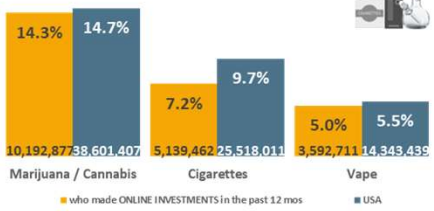
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *9,881*

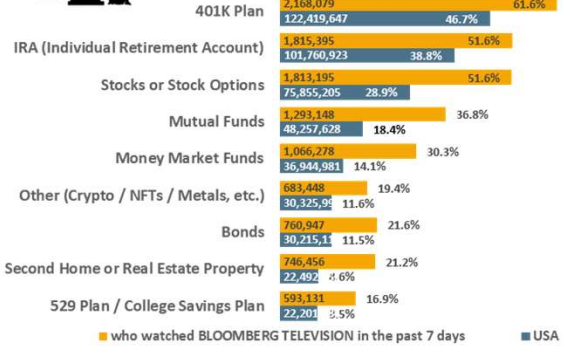
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Professional services used by HHLD past 12 months (HHLD): Online investing/stock trading

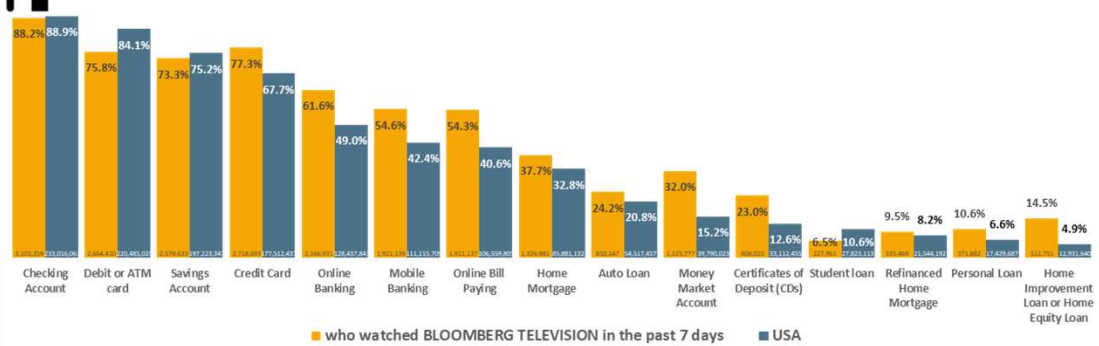
Bloomberg TELEVISION

1.3% or 3,517,225 of USA Adults 18 or older watched BLOOMBERG TELEVISION in the past 7 days. Adults 18 or older who watched BLOOMBERG TELEVISION in the past 7 days are 32.% more likely to have a 401K, 16.2% more likely to have an Auto Loan, 111.% more likely to Invest/Trade Stocks Online, 14.1% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



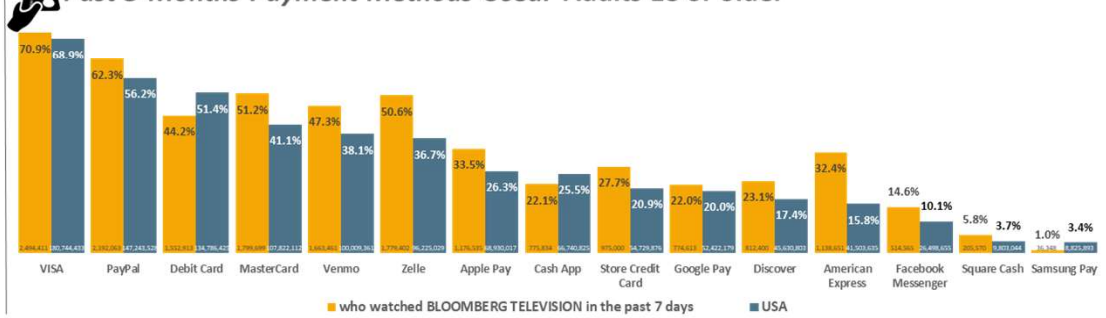
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



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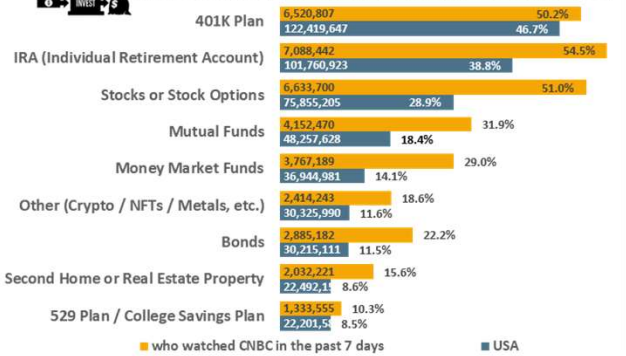
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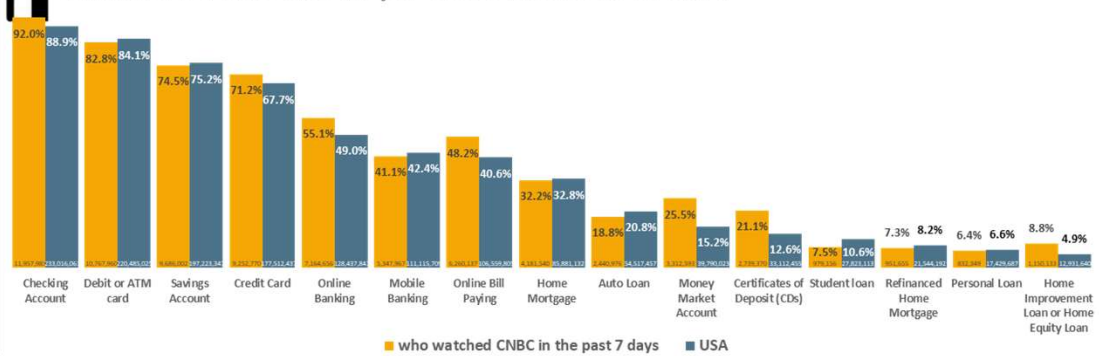
Cable networks/stations watched past 7 days: Bloomberg Television

5.% or 12,999,897 of USA Adults 18 or older watched CNBC in the past 7 days.
Adults 18 or older who watched CNBC in the past 7 days are 7.4% more likely to have a 401K, 9.7% less likely to have an Auto Loan, 81.7% more likely to Invest/Trade Stocks Online, 3.% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



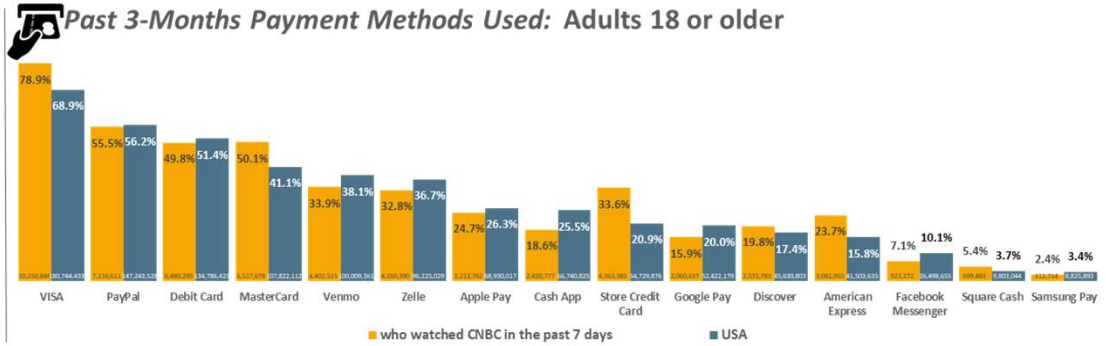
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

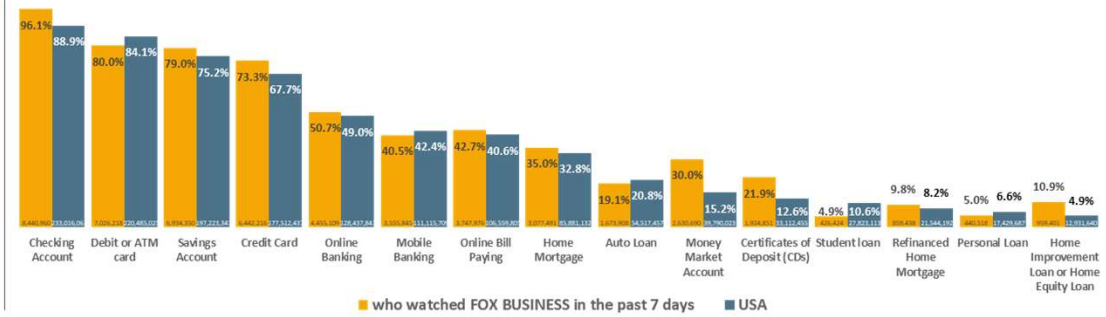
Cable networks/stations watched past 7 days: CNBC

3.4% or 8,783,189 of USA Adults 18 or older watched FOX BUSINESS in the past 7 days.
Adults 18 or older who watched FOX BUSINESS in the past 7 days are 6.9% more likely to have a 401K, 8.3% less likely to have an Auto Loan, 115.8% more likely to Invest/Trade Stocks Online, 10.% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



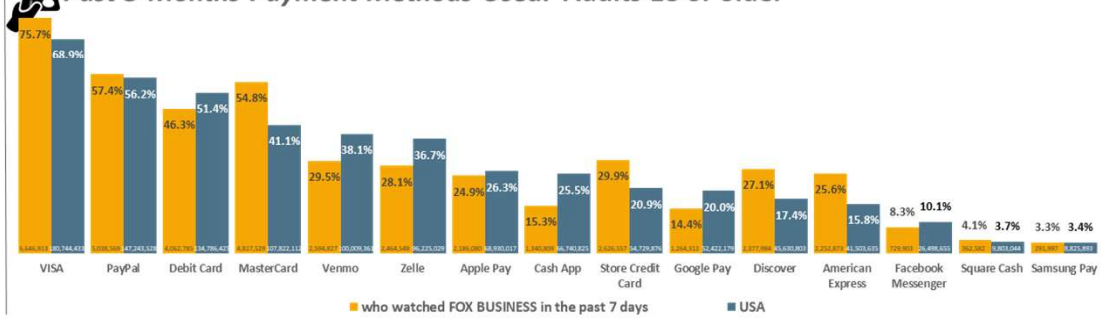
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

Cable networks/stations watched past 7 days: FOX Business Network

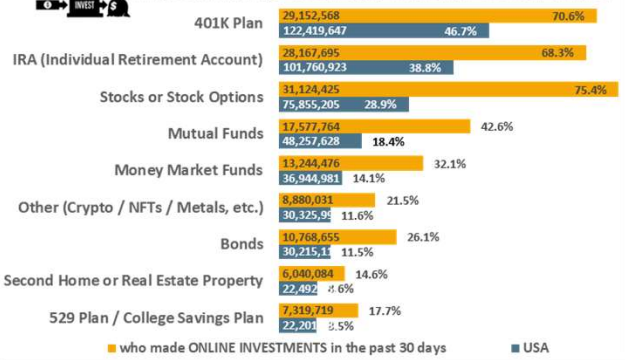


Past 30 days Online INVESTORS

15.7% or 41,263,981 of USA Adults 18 or older made ONLINE INVESTMENTS in the past 30 days.
Adults 18 or older who made ONLINE INVESTMENTS in the past 30 days are 51.3% more likely to have a 401K, 31.2% more likely to have an Auto Loan, 535.4% more likely to Invest/Trade Stocks Online, 11.7% less likely to pay with their Debit Card.

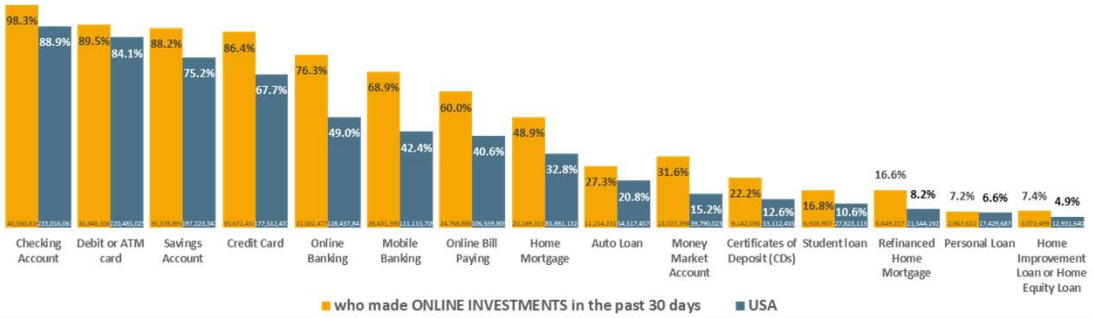
Investments Owned: Adults 18 or older





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





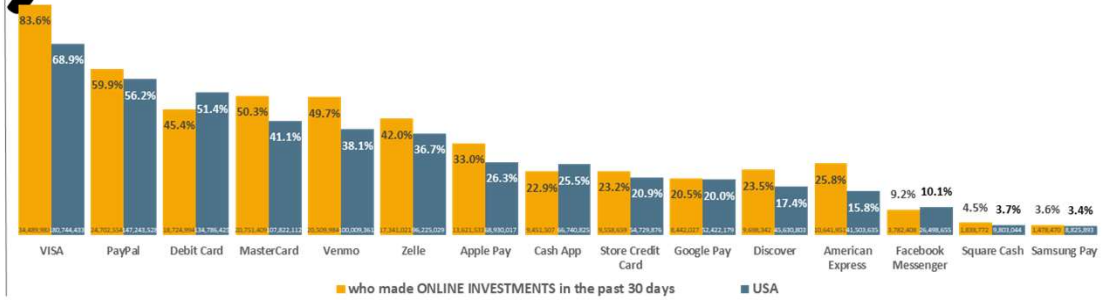
Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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





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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

Ways used Internet/apps past 30 days on any device:Finance/Legal/Real estate: Online investing/stock trading

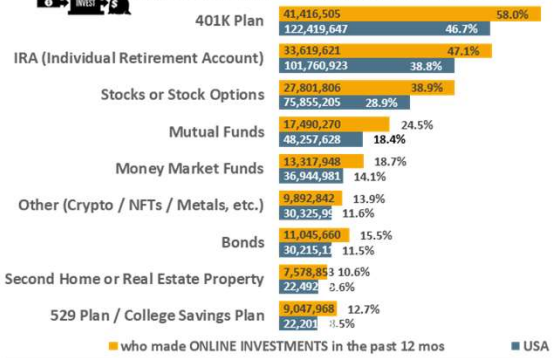


Past 12 mos Online INVESTORS

27.2% or 71,396,870 of USA Adults 18 or older made ONLINE INVESTMENTS in the past 12 mos.
Adults 18 or older who made ONLINE INVESTMENTS in the past 12 mos are 24.2% more likely to have a 401K, 19.% more likely to have an Auto Loan, 49.3% more likely to Invest/Trade Stocks Online, 5.4% less likely to pay with their Debit Card.

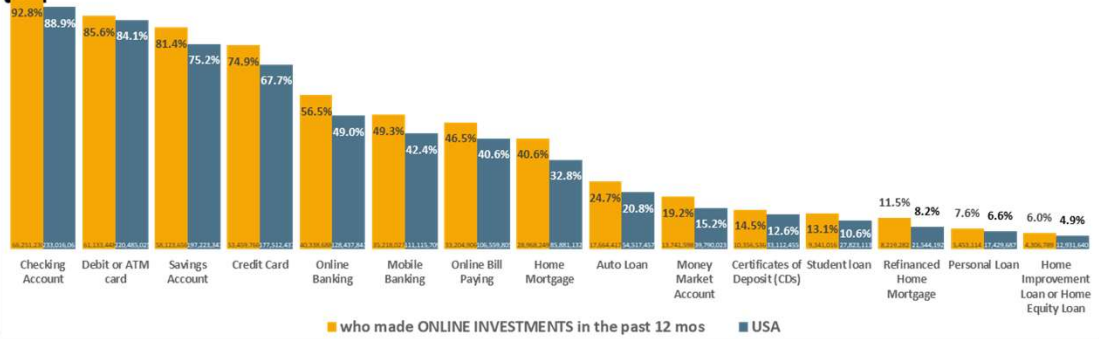
Investments Owned: Adults 18 or older





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





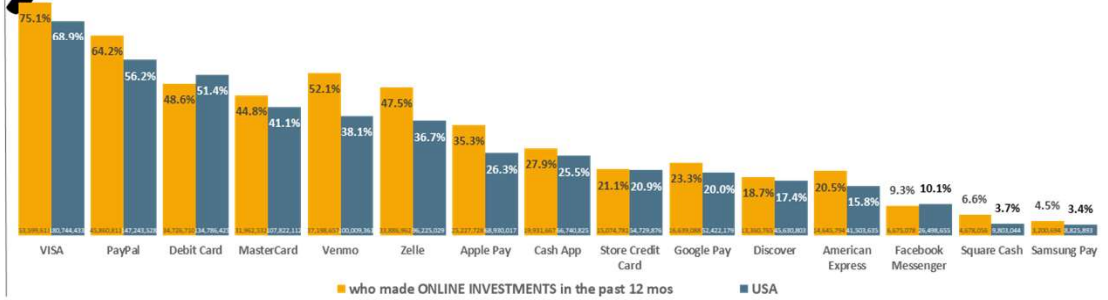
Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 9,881

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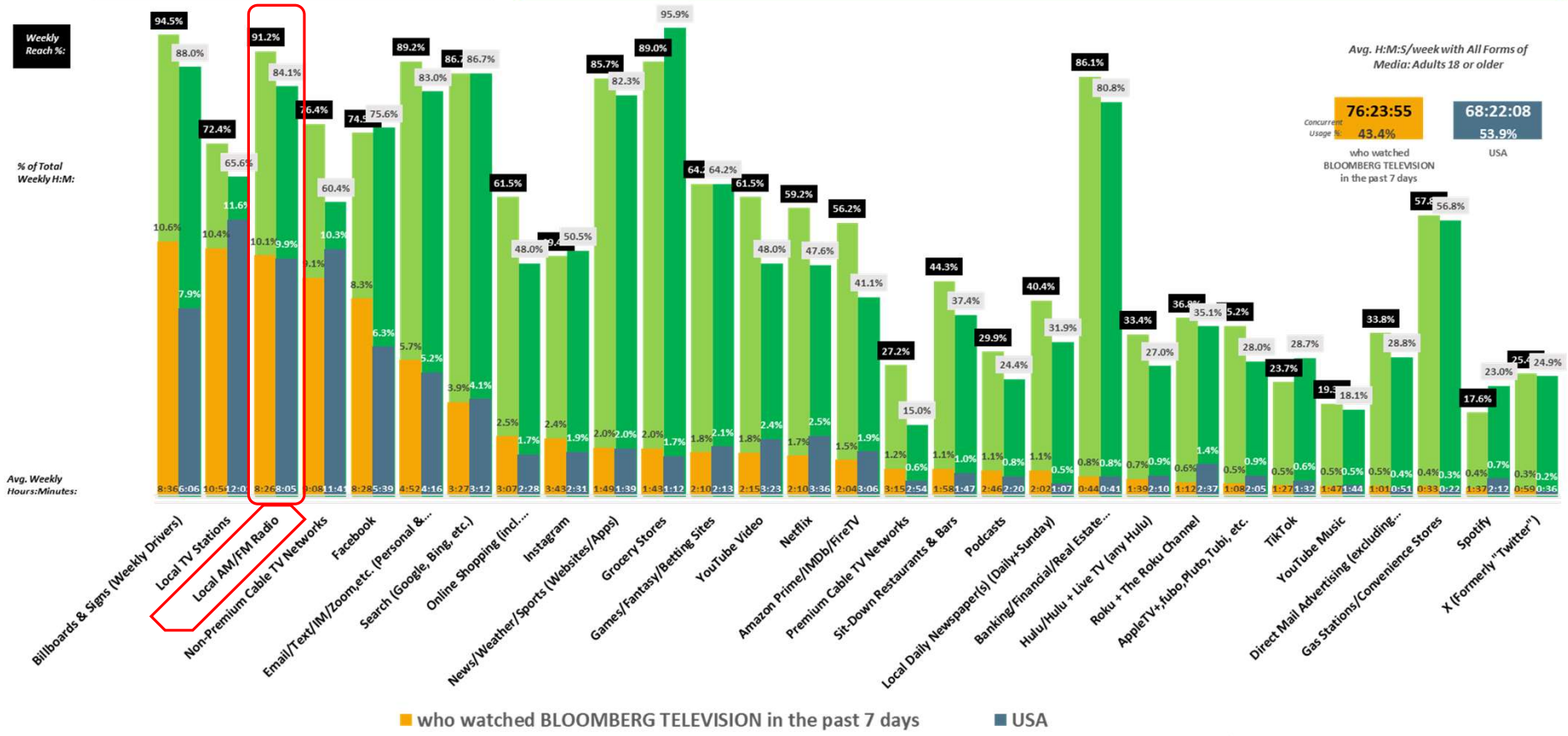
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

Professional services used by HHLD past 12 months (HHLD): Online investing/stock trading

Bloomberg TELEVISION

Adults 18 or older who watched BLOOMBERG TELEVISION in the past 7 days spend an average of 3 days, 4 hours, 23 minutes and 55 seconds each week with All Forms of Media.

91.2% of Adults 18 or older who watched BLOOMBERG TELEVISION in the past 7 days spend an avg. of 8 hours and 26 minutes each week listening to All Local AM/FM Radio, representing 10.1% of total time spent with all forms of Media.

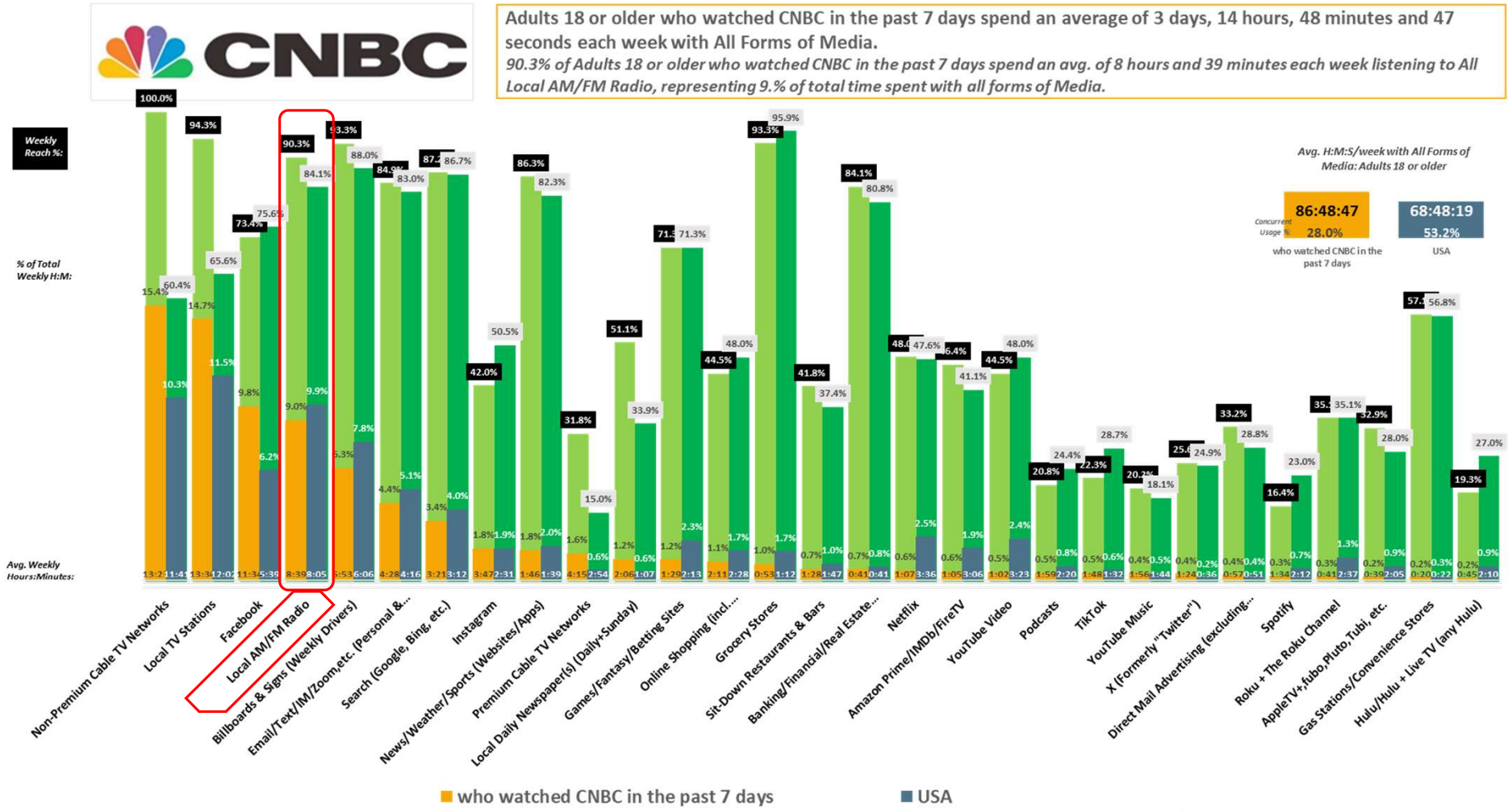


USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 9,881USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

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Cable networks/stations watched past 7 days: Bloomberg Television

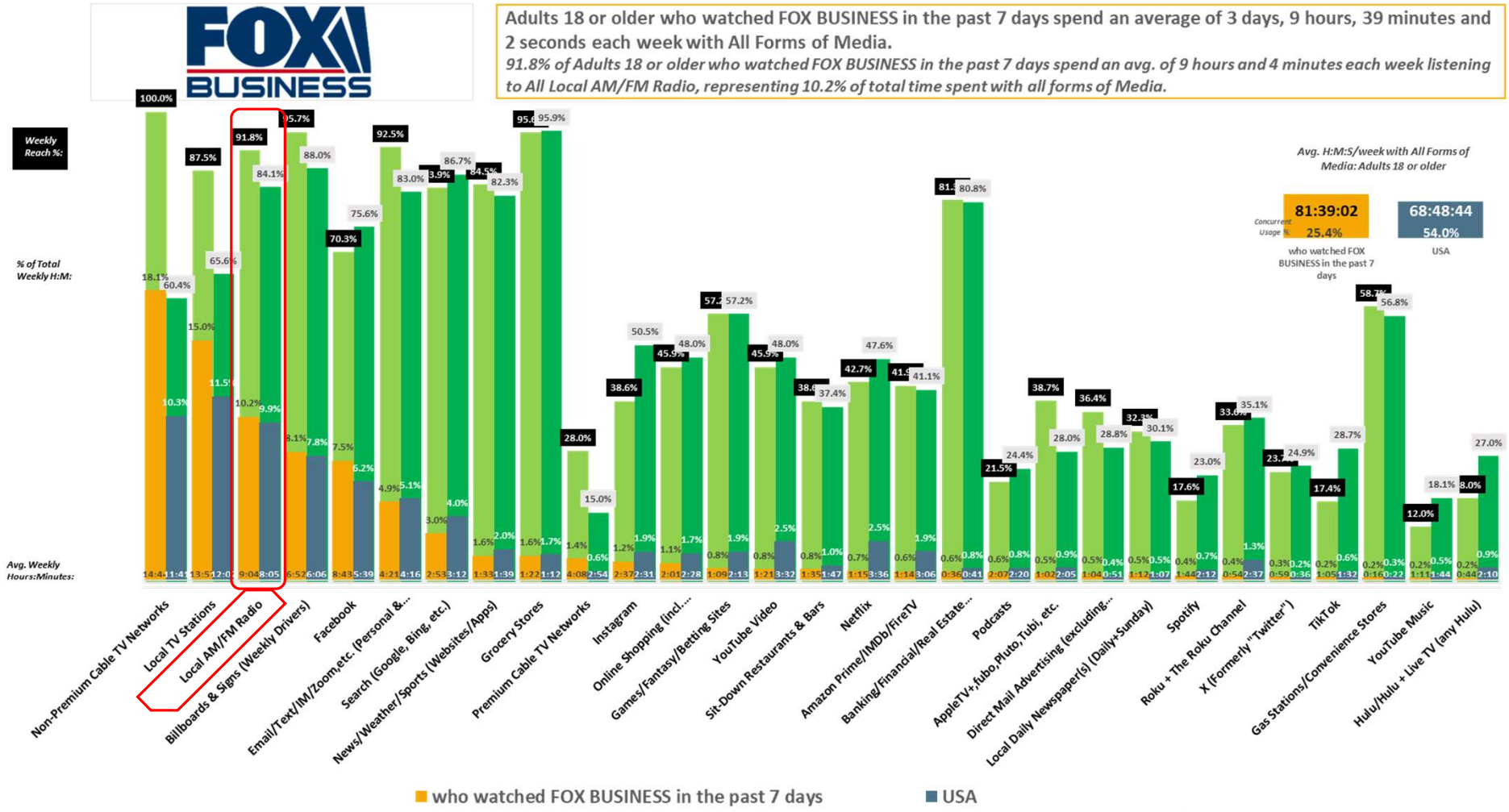


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Cable networks/stations watched past 7 days: CNBC



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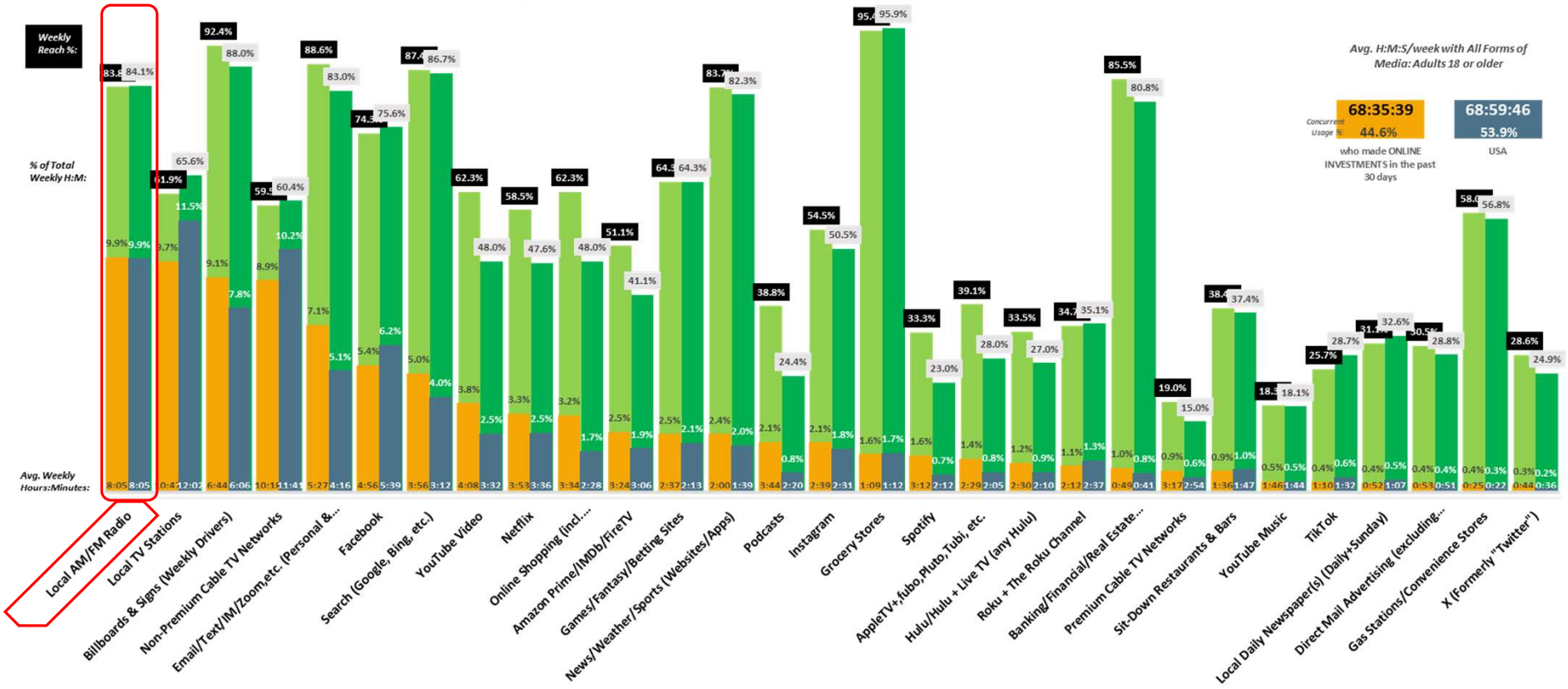
Cable networks/stations watched past 7 days: FOX Business Network



Past 30 days Online INVESTORS

Adults 18 or older who made ONLINE INVESTMENTS in the past 30 days spend an average of 2 days, 20 hours, 35 minutes and 39 seconds each week with All Forms of Media.

83.8% of Adults 18 or older who made ONLINE INVESTMENTS in the past 30 days spend an avg. of 8 hours and 5 minutes each week listening to All Local AM/FM Radio, representing 9.9% of total time spent with all forms of Media.



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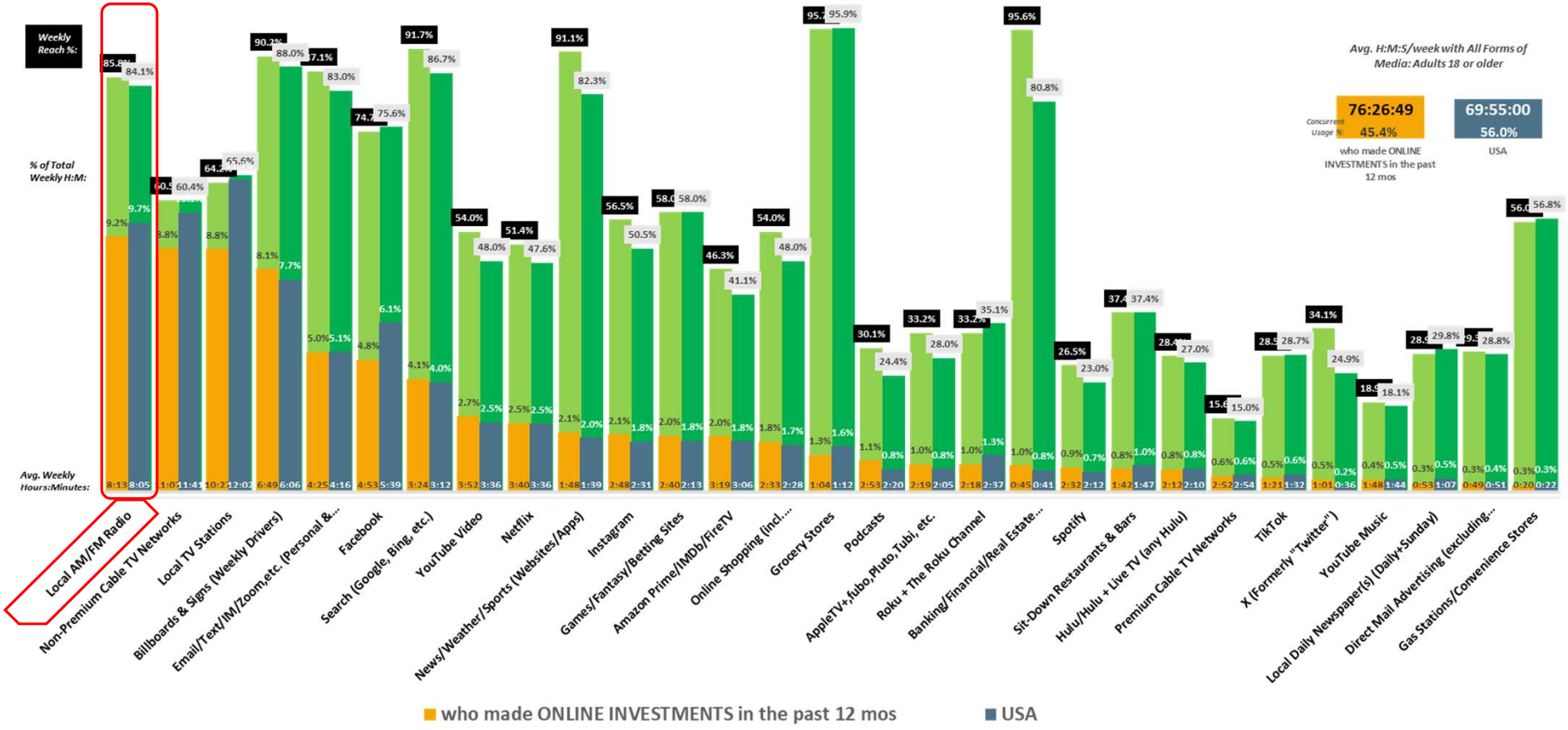
Ways used Internet/apps past 30 days on any device:Finance/Legal/Real estate: Online investing/stock trading



Past 12 mos Online INVESTORS

Adults 18 or older who made ONLINE INVESTMENTS in the past 12 mos spend an average of 3 days, 4 hours, 26 minutes and 49 seconds each week with All Forms of Media.

85.8% of Adults 18 or older who made ONLINE INVESTMENTS in the past 12 mos spend an avg. of 8 hours and 13 minutes each week listening to All Local AM/FM Radio, representing 9.2% of total time spent with all forms of Media.



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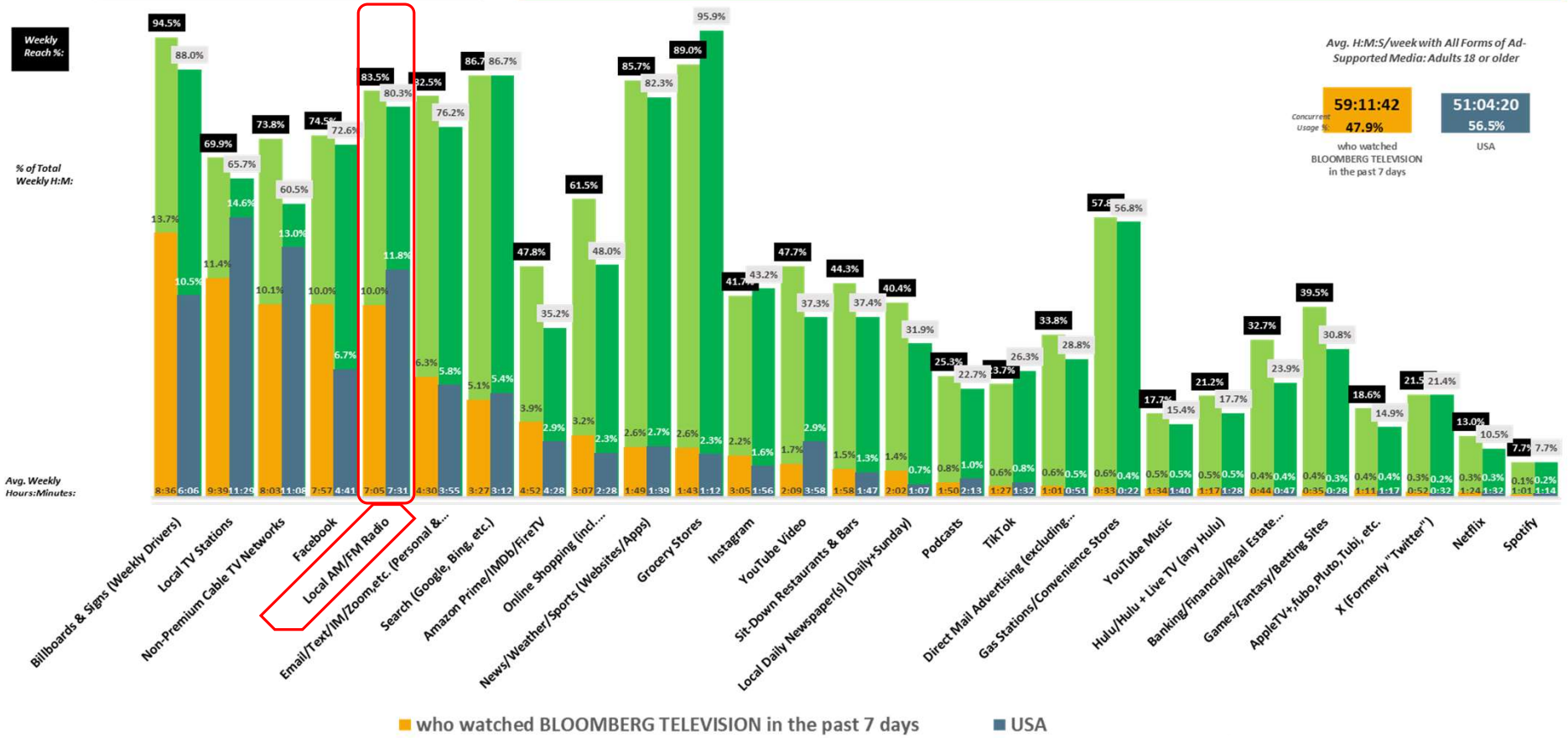
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Professional services used by HHLD past 12 months (HHLD): Online investing/stock trading

Bloomberg TELEVISION

Adults 18 or older who watched BLOOMBERG TELEVISION in the past 7 days spend an average of 2 days, 11 hours, 11 minutes and 42 seconds each week with All Forms of Ad-Supported Media.

83.5% of Adults 18 or older who watched BLOOMBERG TELEVISION in the past 7 days spend an avg. of 7 hours and 5 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.% of total time spent with all forms of Ad-Supported Media.

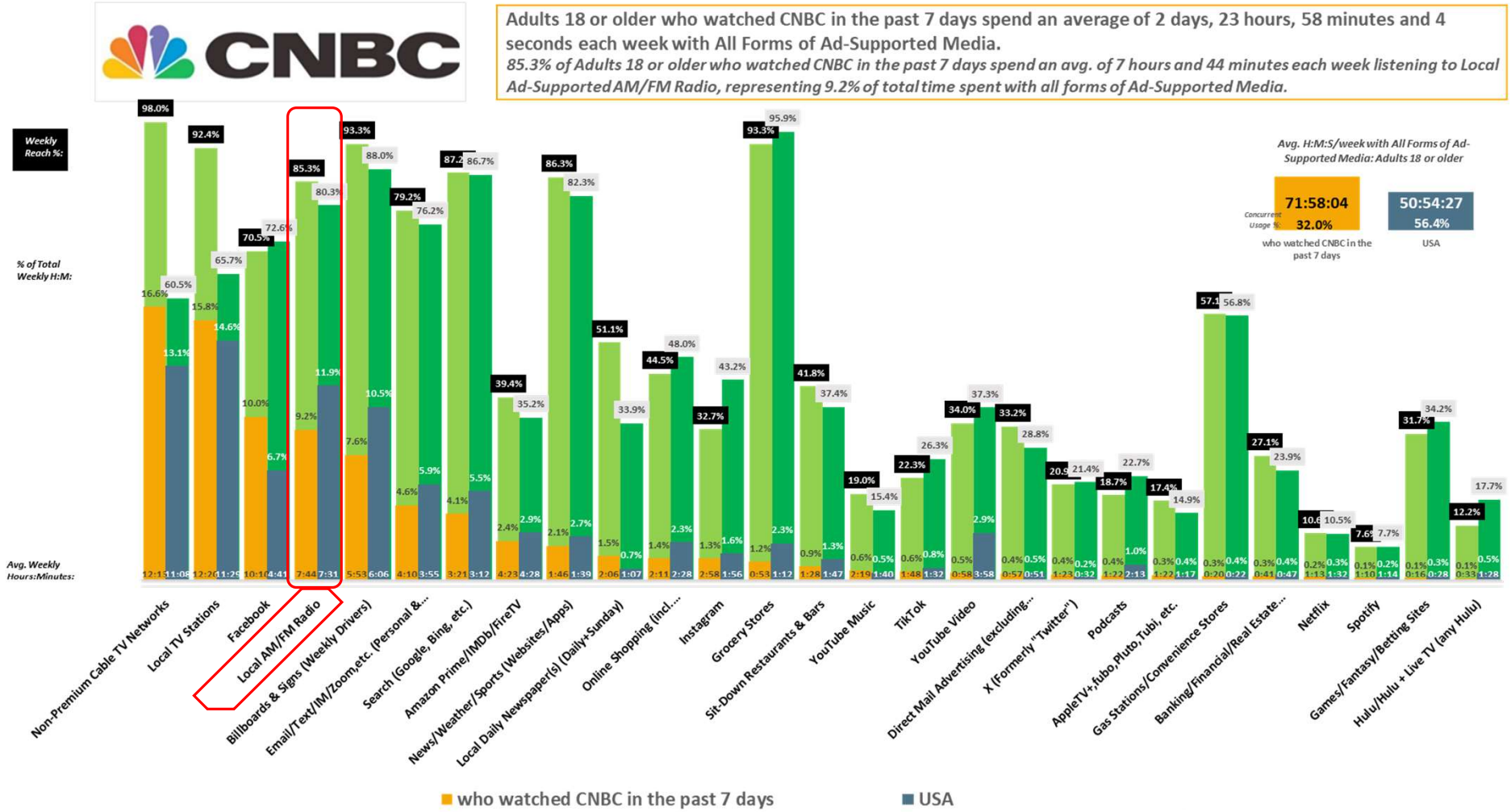


USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 9,881 USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

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Cable networks/stations watched past 7 days: Bloomberg Television

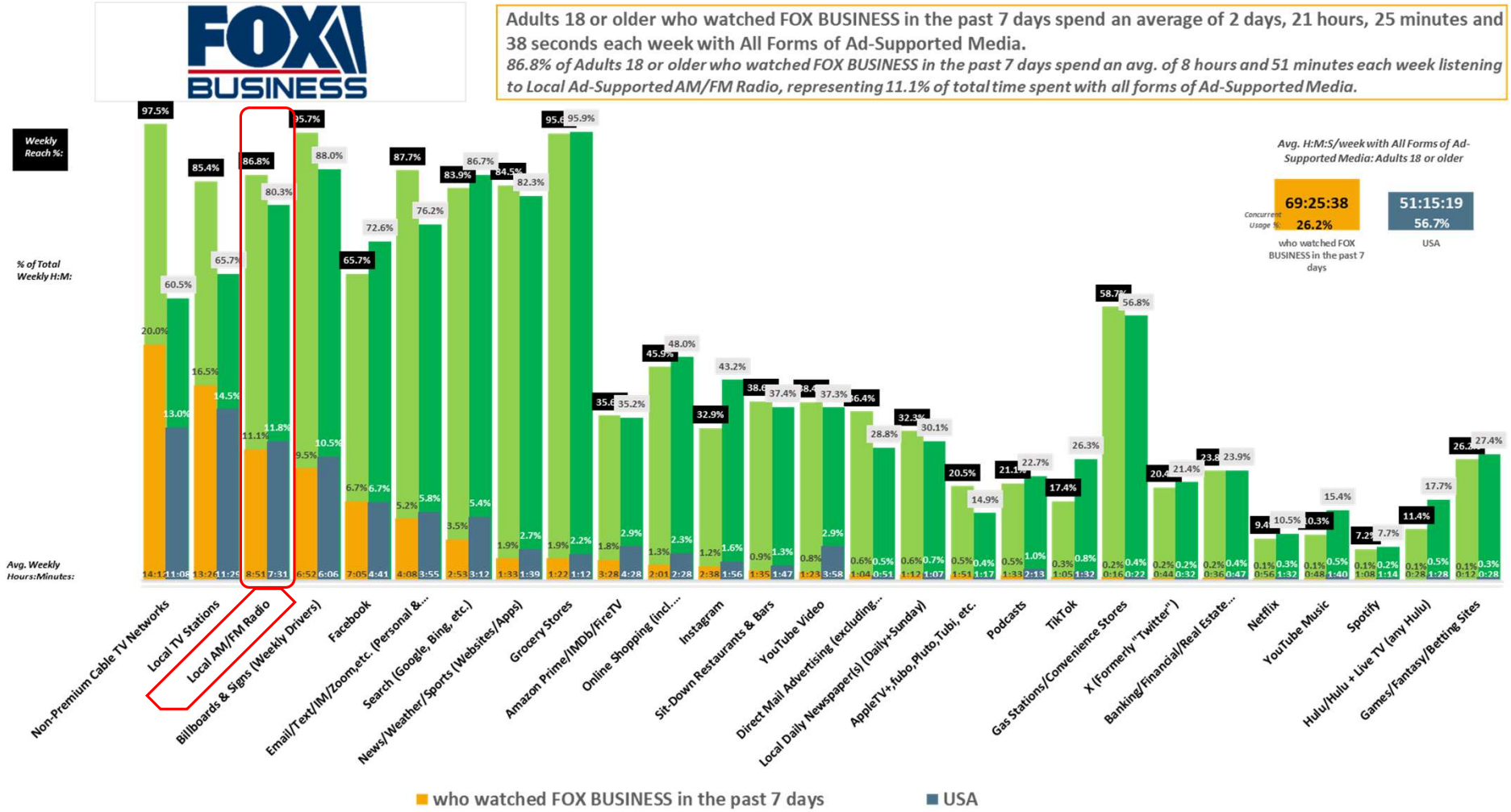


USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 9,881 USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

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Cable networks/stations watched past 7 days: CNBC



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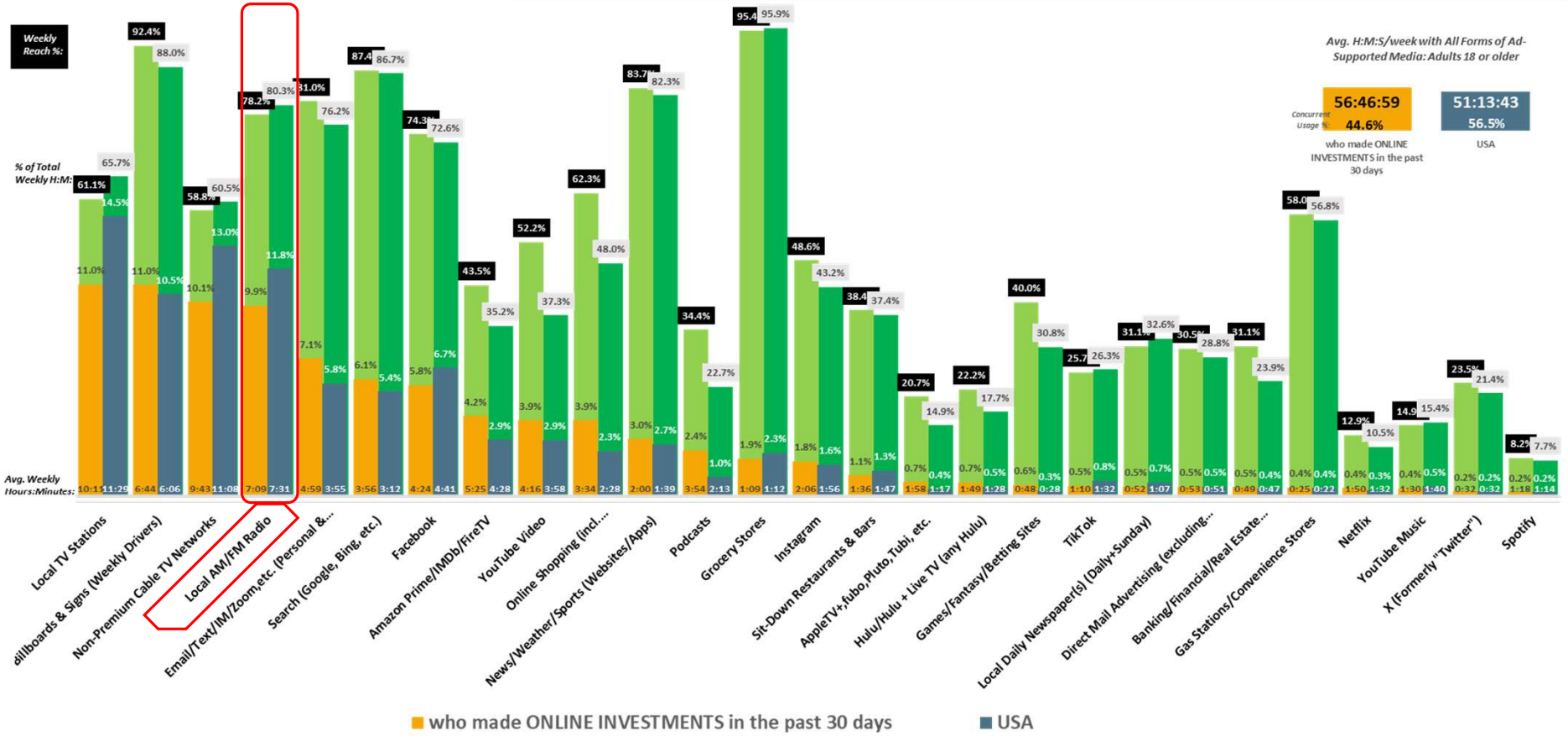
Cable networks/stations watched past 7 days: FOX Business Network



Past 30 days Online INVESTORS

Adults 18 or older who made ONLINE INVESTMENTS in the past 30 days spend an average of 2 days, 8 hours, 46 minutes and 59 seconds each week with All Forms of Ad-Supported Media.

78.2% of Adults 18 or older who made ONLINE INVESTMENTS in the past 30 days spend an avg. of 7 hours and 9 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.9% of total time spent with all forms of Ad-Supported Media.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 9,881 USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

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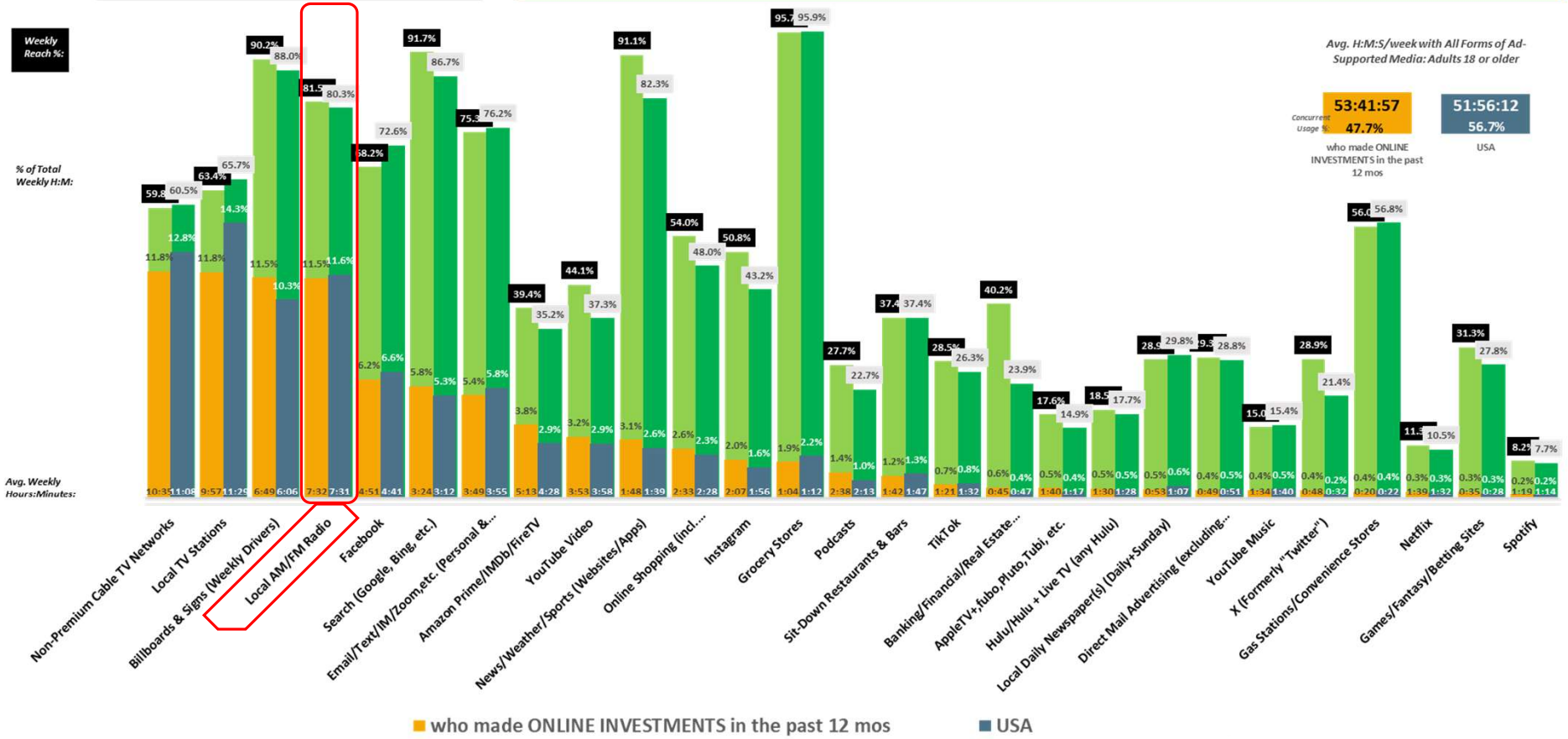
Ways used Internet/apps past 30 days on any device:Finance/Legal/Real estate: Online investing/stock trading



Past 12 mos Online INVESTORS

Adults 18 or older who made ONLINE INVESTMENTS in the past 12 mos spend an average of 2 days, 5 hours, 41 minutes and 57 seconds each week with All Forms of Ad-Supported Media.

81.5% of Adults 18 or older who made ONLINE INVESTMENTS in the past 12 mos spend an avg. of 7 hours and 32 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.5% of total time spent with all forms of Ad-Supported Media.



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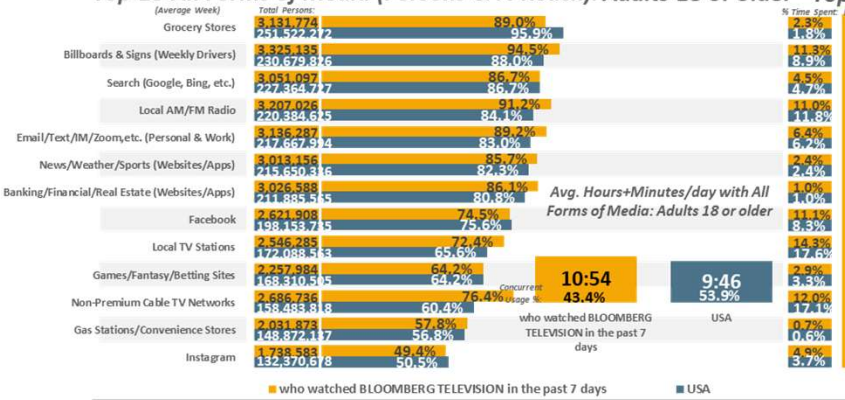
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Professional services used by HHLD past 12 months (HHLD): Online investing/stock trading

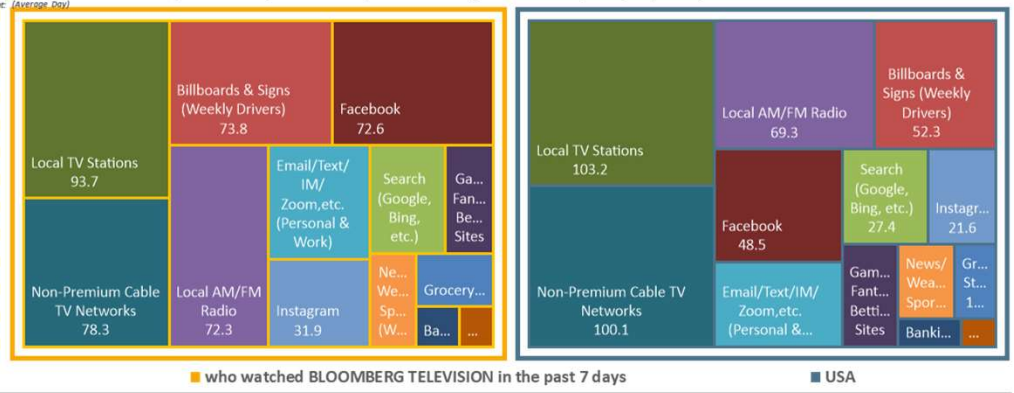
Bloomberg TELEVISION

Adults 18 or older who watched BLOOMBERG TELEVISION in the past 7 days spend an average of 8 hours and 27 minutes each day with All Forms of Ad-Supported Media. 83.5% listen to Local AM/FM Radio for an avg. of 60.8 minutes/day. *(Local Radio delivers 10.% of Time with Ad-Supported Media.)*

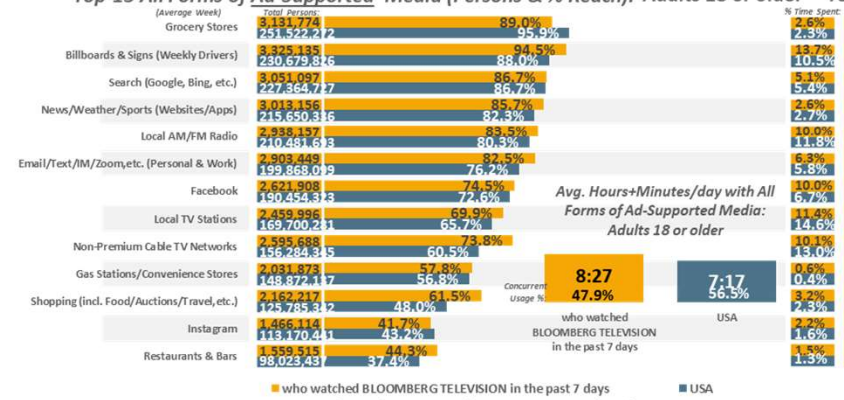
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



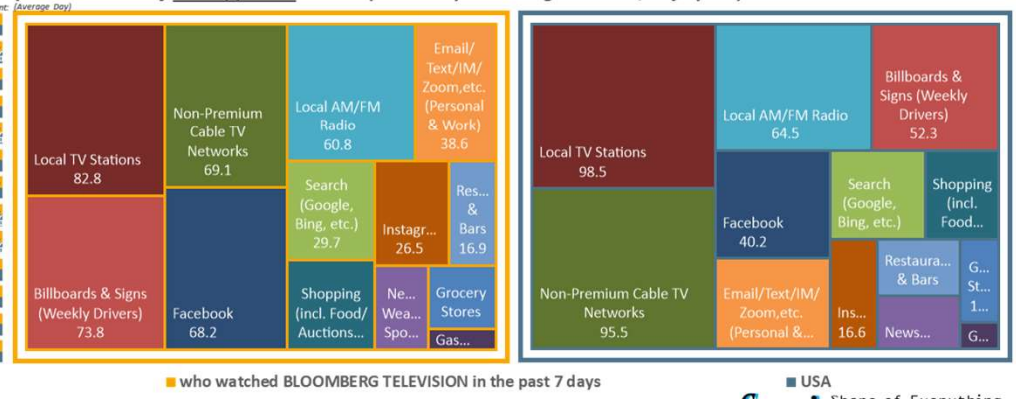
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



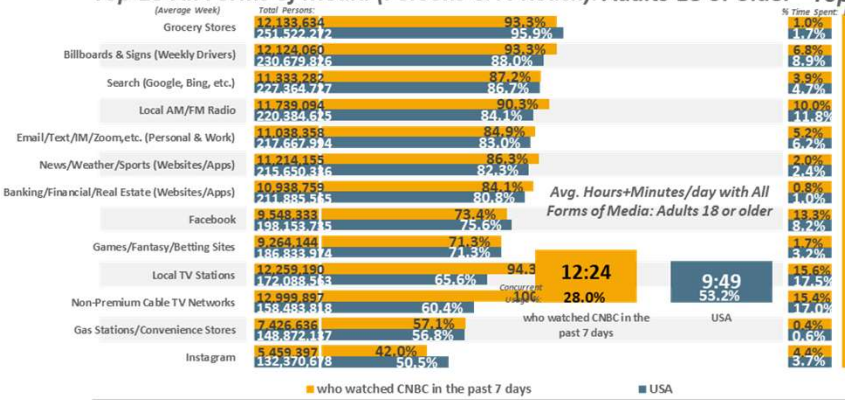
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



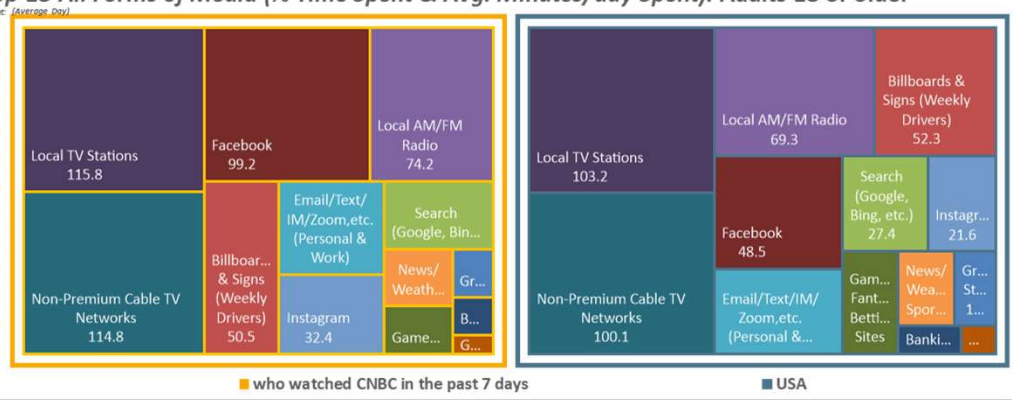
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Adults 18 or older who watched CNBC in the past 7 days spend an average of 10 hours and 16 minutes each day with All Forms of Ad-Supported Media. 85.3% listen to Local AM/FM Radio for an avg. of 66.3 minutes/day. *(Local Radio delivers 9.2% of Time with Ad-Supported Media.)*

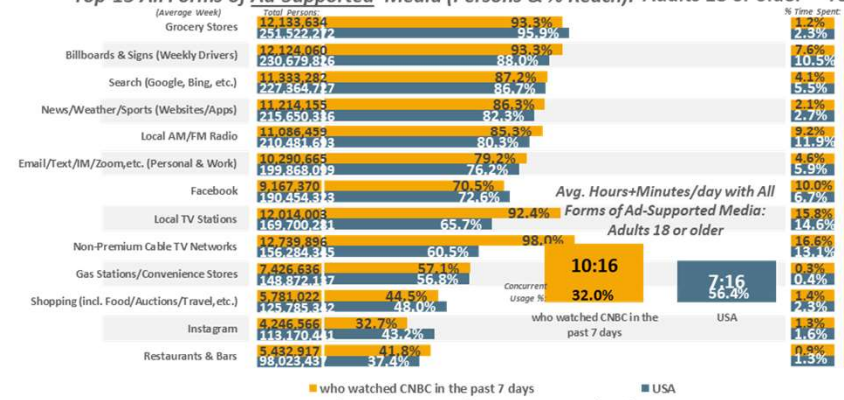
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



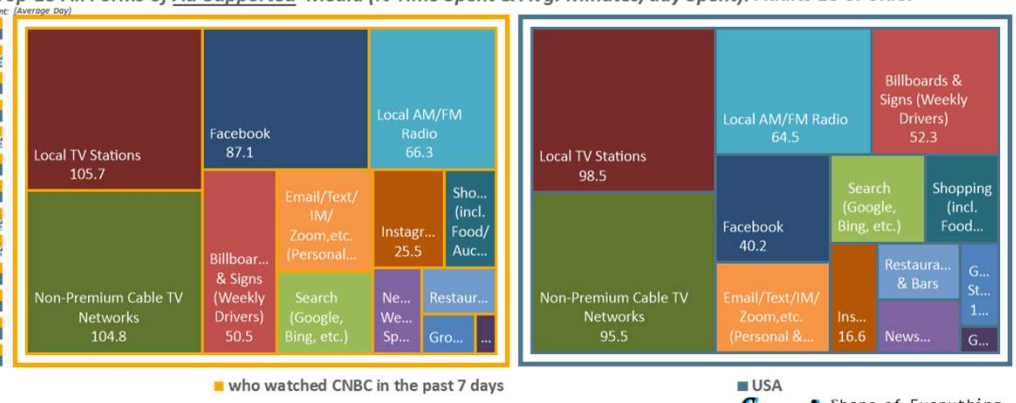
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 9,881

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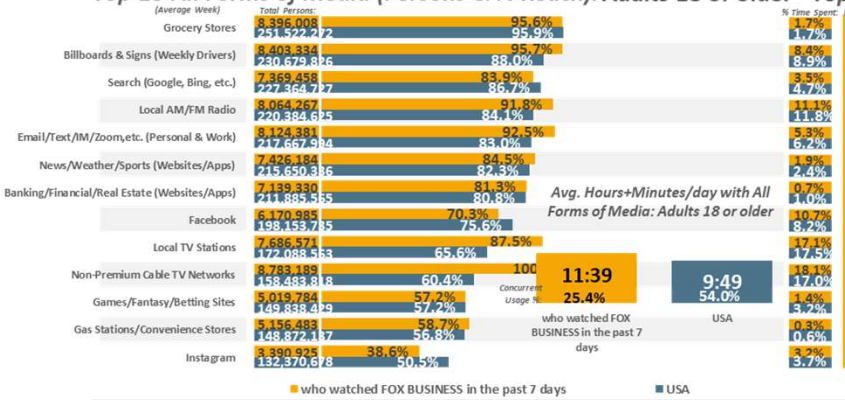
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

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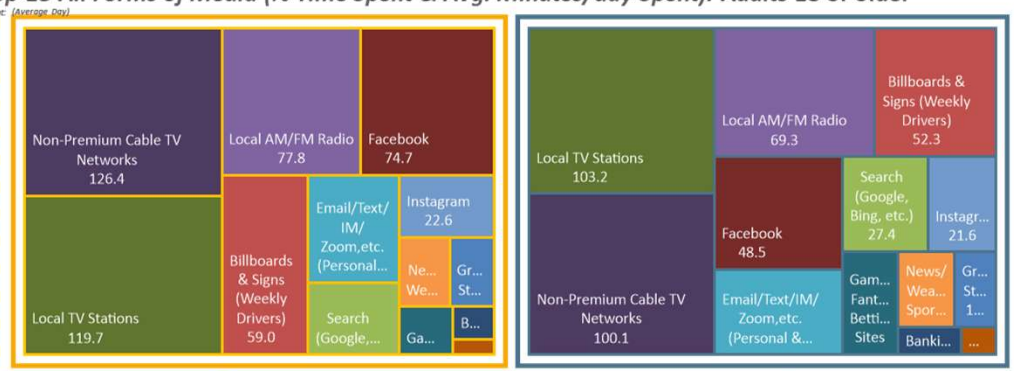
Cable networks/stations watched past 7 days: CNBC

Adults 18 or older who watched FOX BUSINESS in the past 7 days spend an average of 9 hours and 55 minutes each day with All Forms of Ad-Supported Media. 86.8% listen to Local AM/FM Radio for an avg. of 76. minutes/day. *(Local Radio delivers 11.1% of Time with Ad-Supported Media.)*

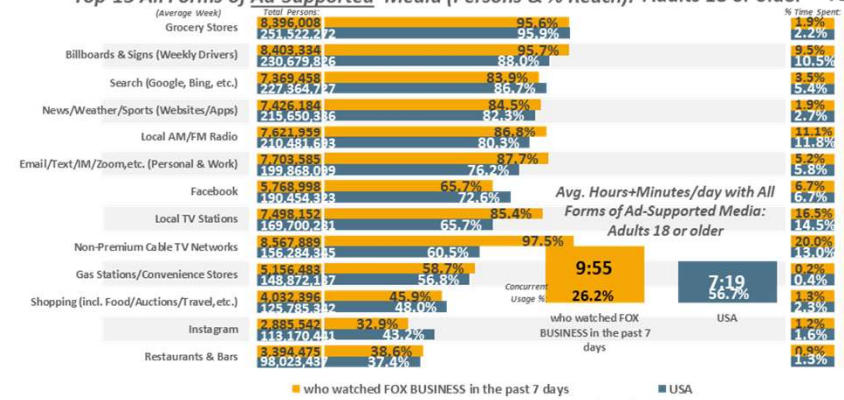
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



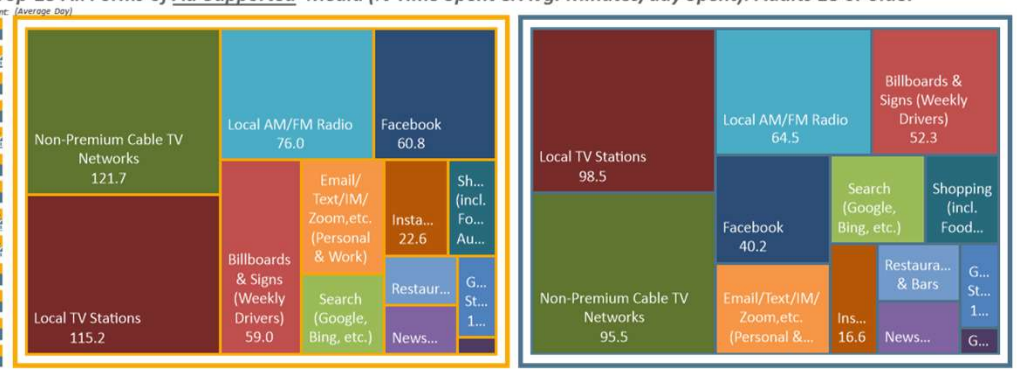
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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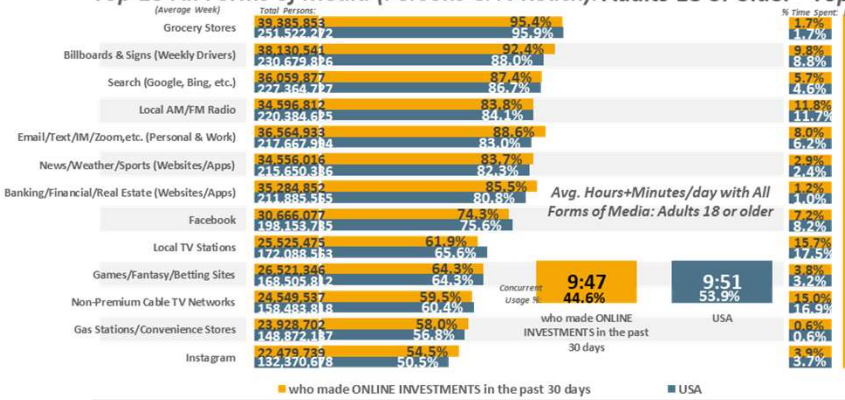
Cable networks/stations watched past 7 days: FOX Business Network



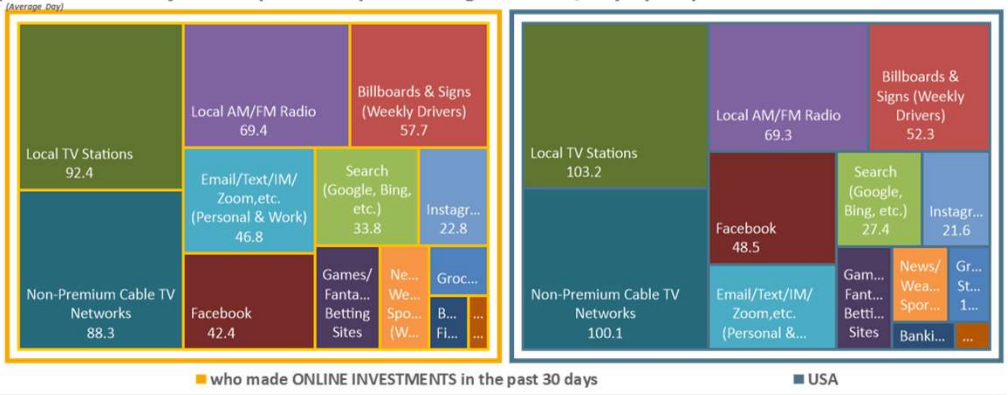
Past 30 days Online INVESTORS

Adults 18 or older who made ONLINE INVESTMENTS in the past 30 days spend an average of 8 hours and 6 minutes each day with All Forms of Ad-Supported Media. 78.2% listen to Local AM/FM Radio for an avg. of 61.4 minutes/day. *(Local Radio delivers 9.9% of Time with Ad-Supported Media.)*

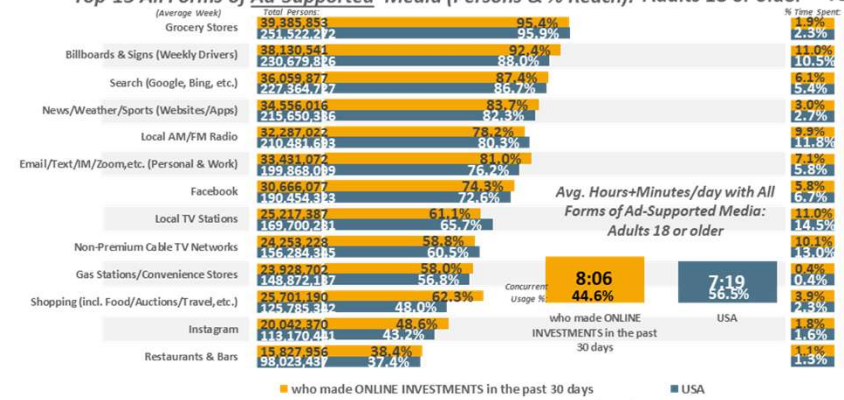
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



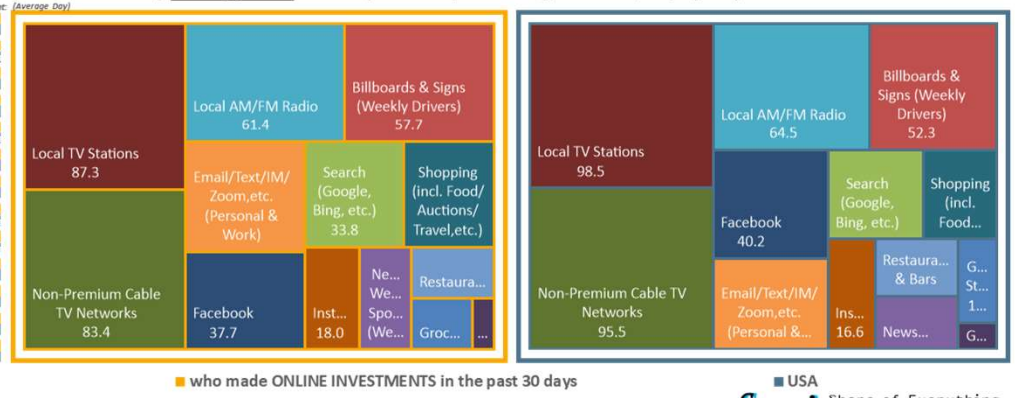
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 9,881

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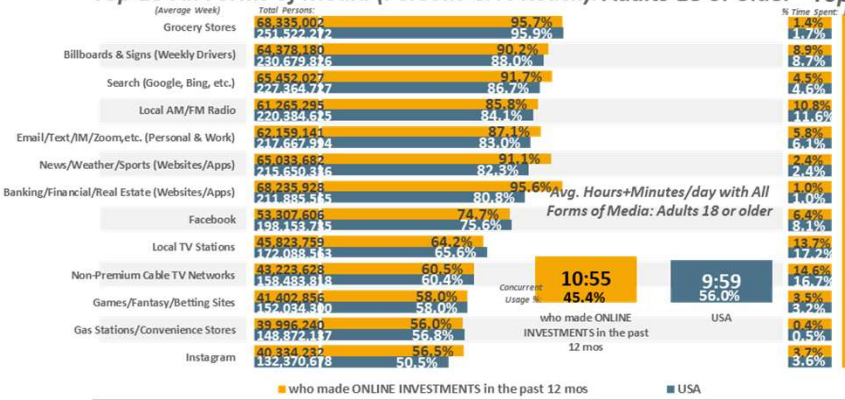
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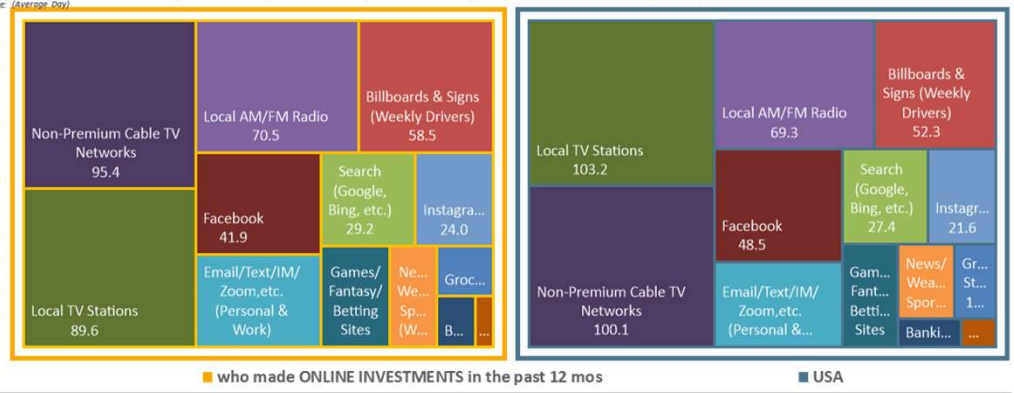
Past 12 mos Online INVESTORS

Adults 18 or older who made ONLINE INVESTMENTS in the past 12 mos spend an average of 7 hours and 40 minutes each day with All Forms of Ad-Supported Media. 81.5% listen to Local AM/FM Radio for an avg. of 64.7 minutes/day. *(Local Radio delivers 11.5% of Time with Ad-Supported Media.)*

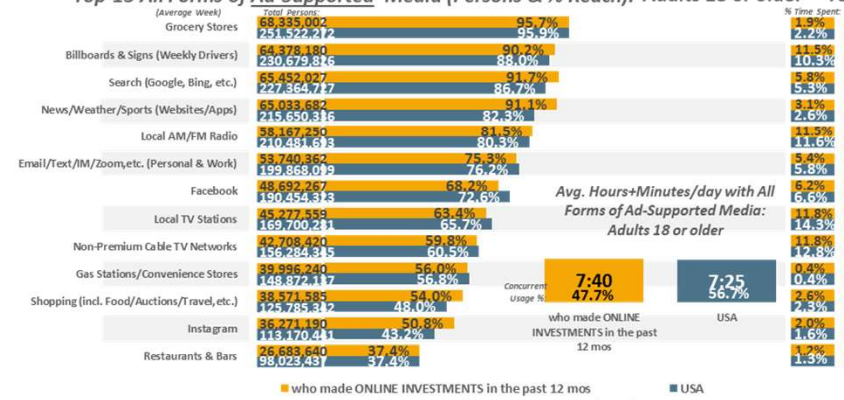
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



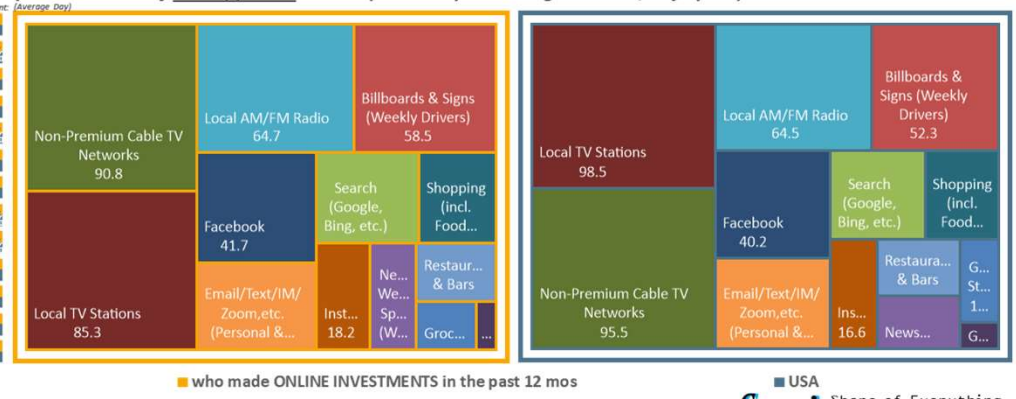
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 9,881

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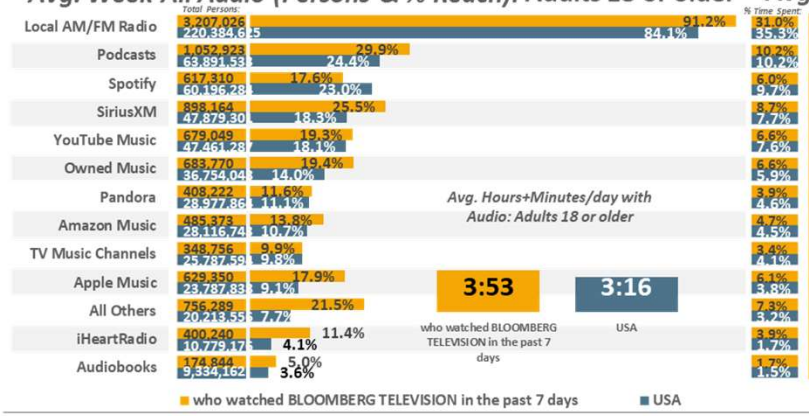
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Professional services used by HHLD past 12 months (HHLD): Online investing/stock trading

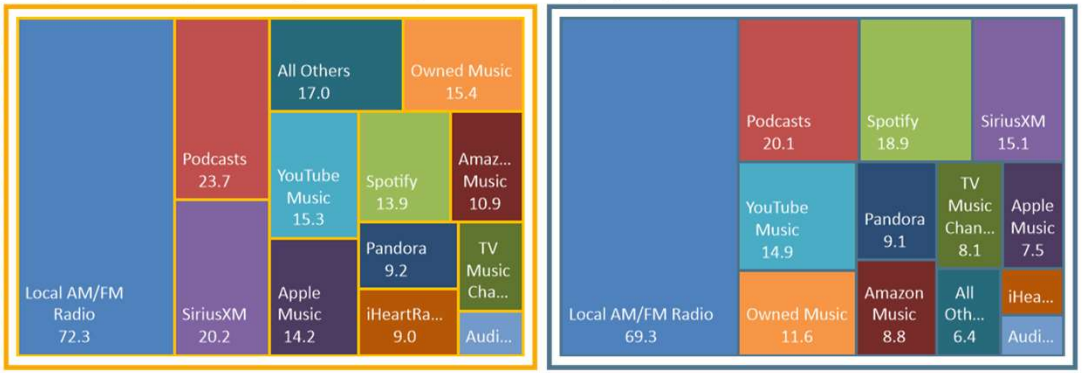
Bloomberg TELEVISION

2,938,157 or 83.5% of Adults 18 or older who watched BLOOMBERG TELEVISION in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 60.8 minutes every day representing 37.5% of all time spent daily with Ad-Supported Audio.

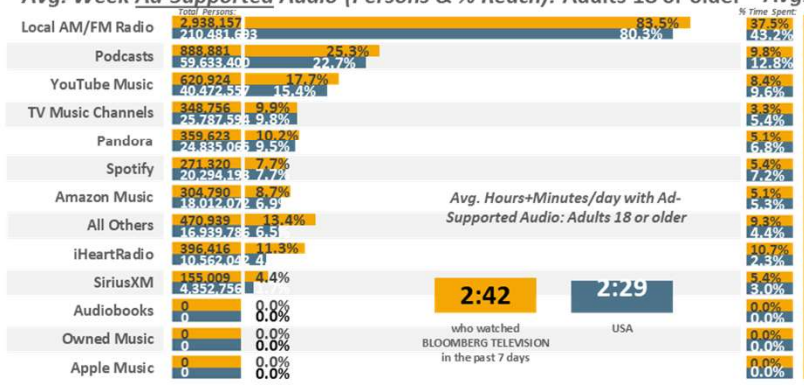
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



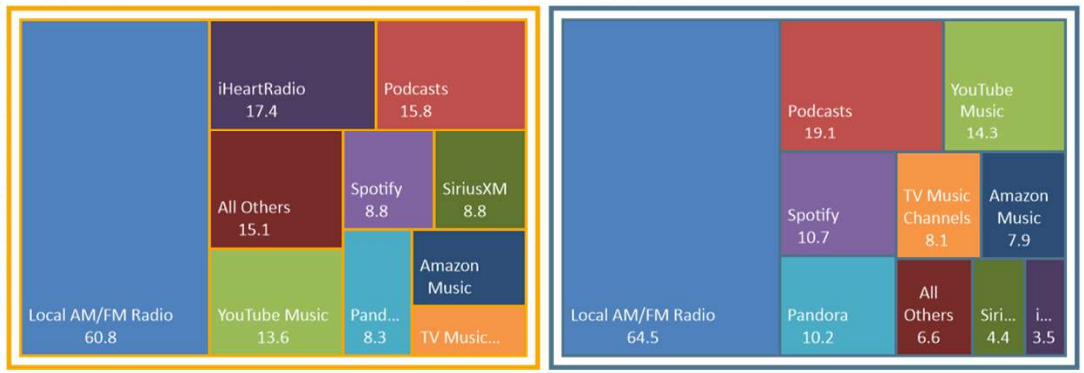
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 9,881

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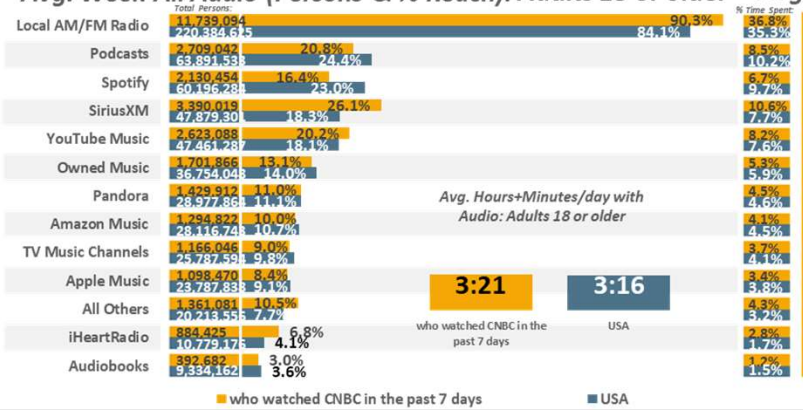
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

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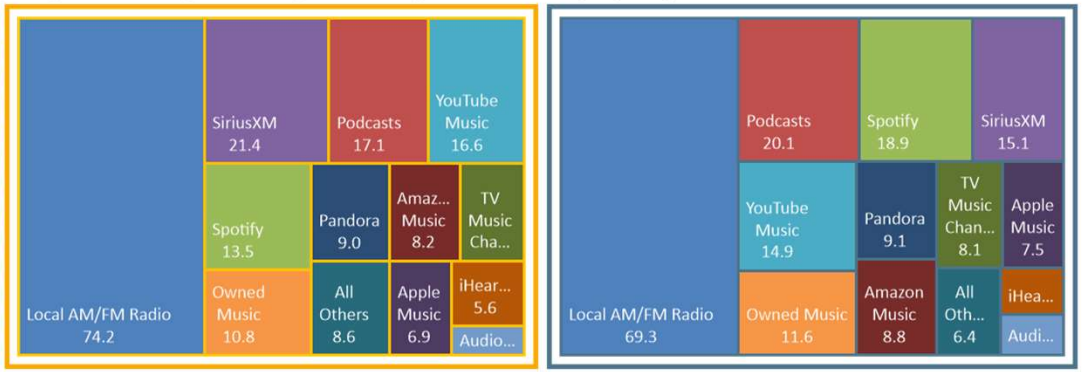
Cable networks/stations watched past 7 days: Bloomberg Television

11,086,459 or 85.3% of Adults 18 or older who watched CNBC in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 66.3 minutes every day representing 42.6% of all time spent daily with Ad-Supported Audio.

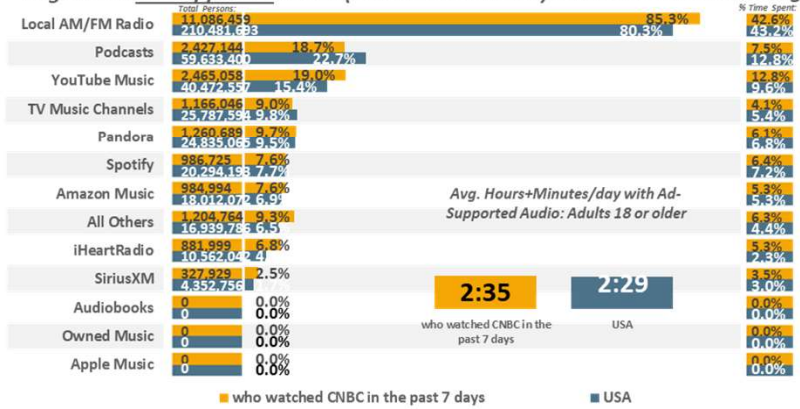
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



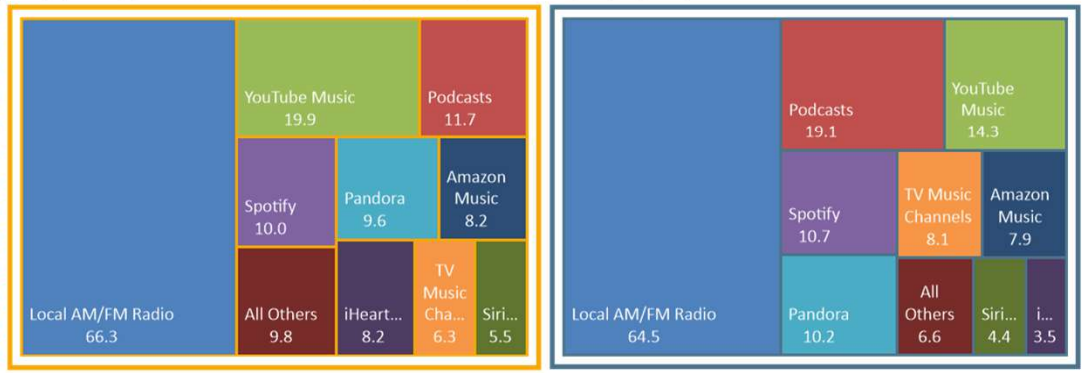
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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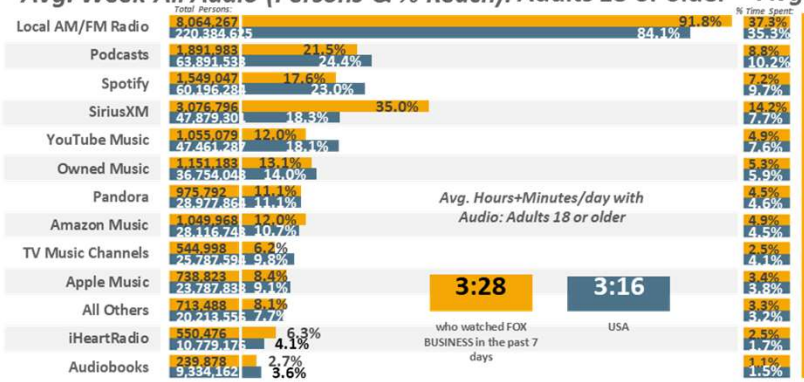
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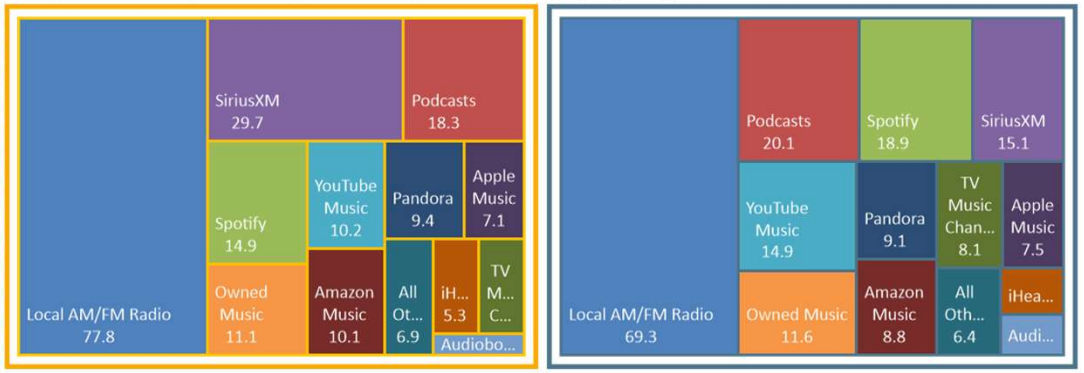
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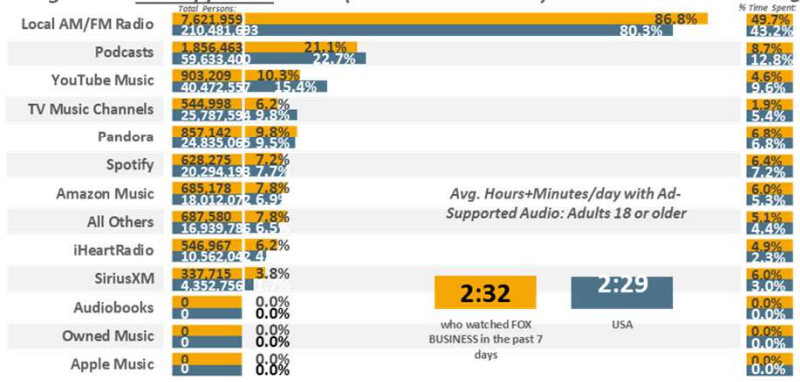
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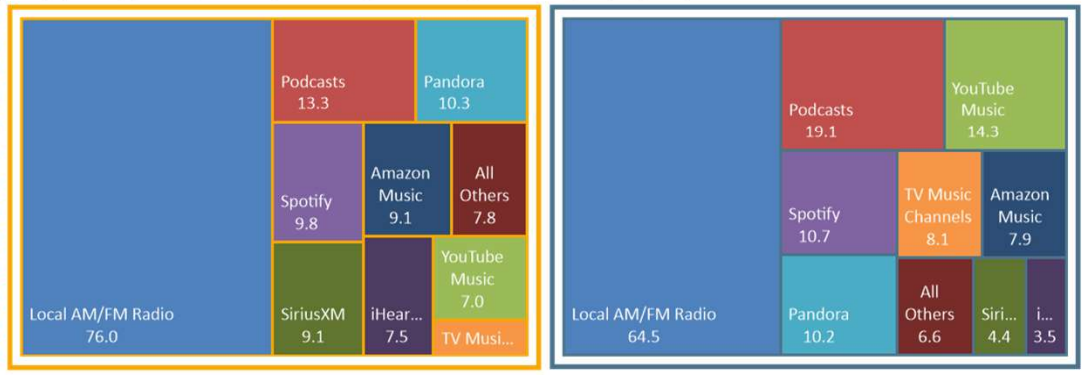
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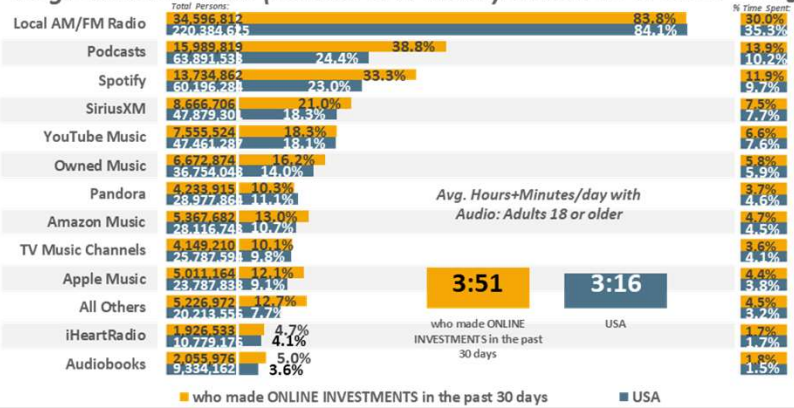
Cable networks/stations watched past 7 days: FOX Business Network



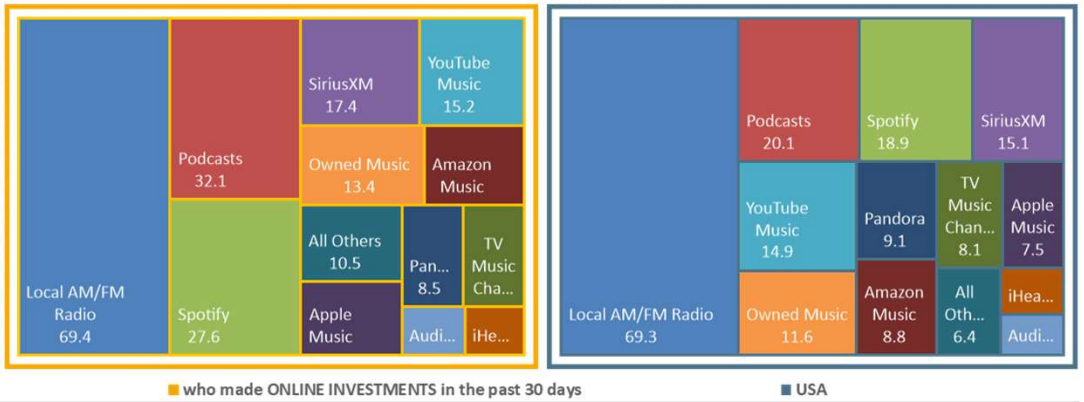
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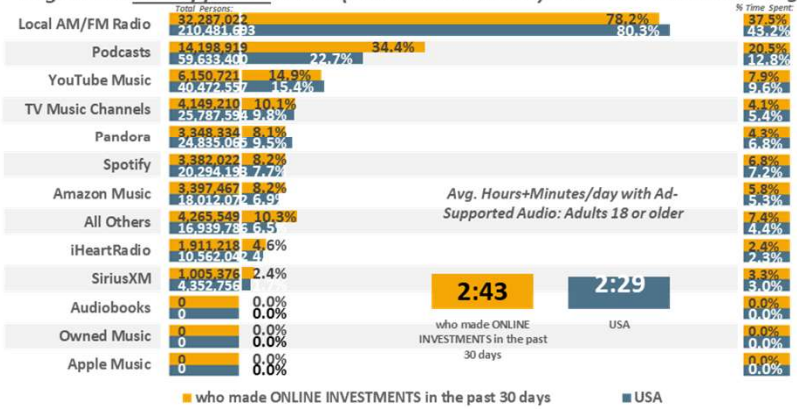
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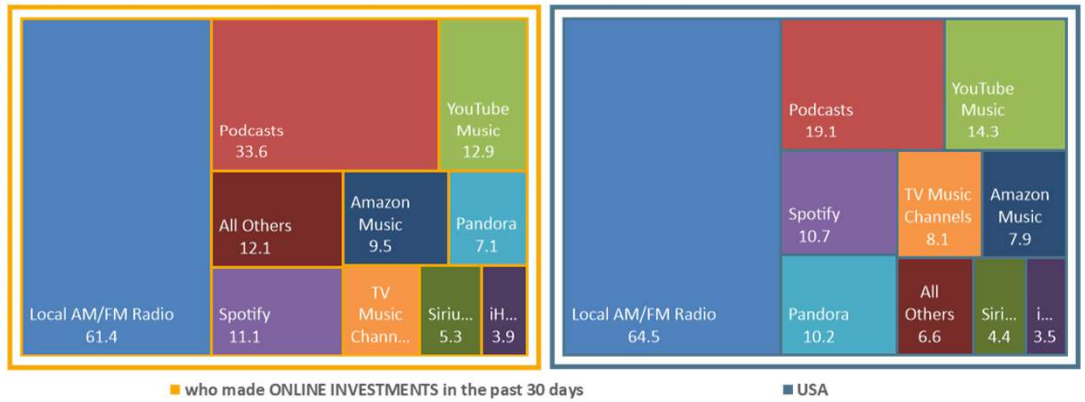
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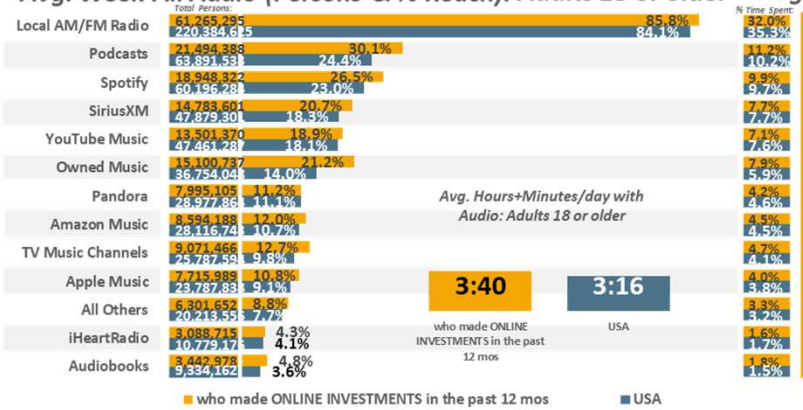
Ways used Internet/apps past 30 days on any device:Finance/Legal/Real estate: Online investing/stock trading



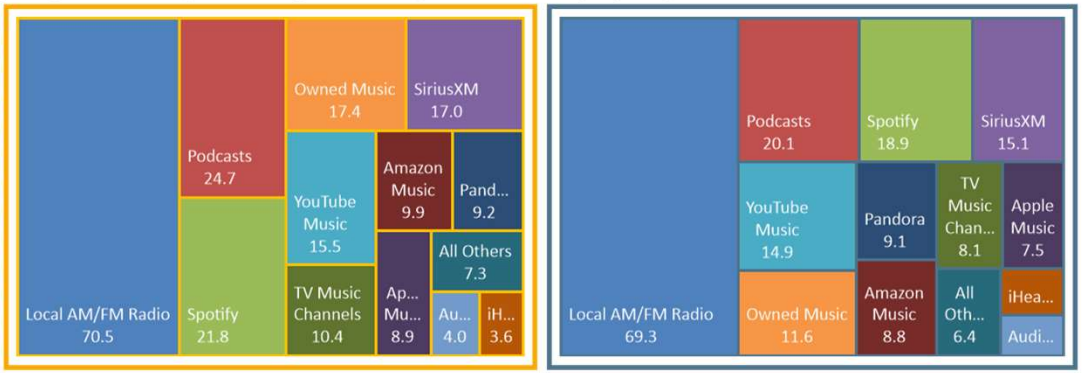
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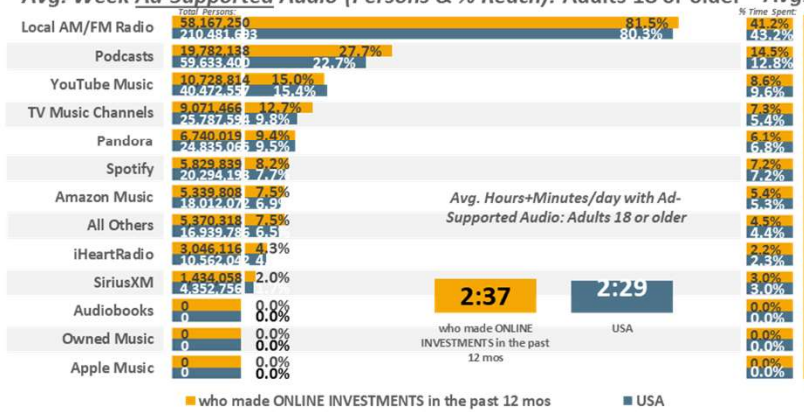
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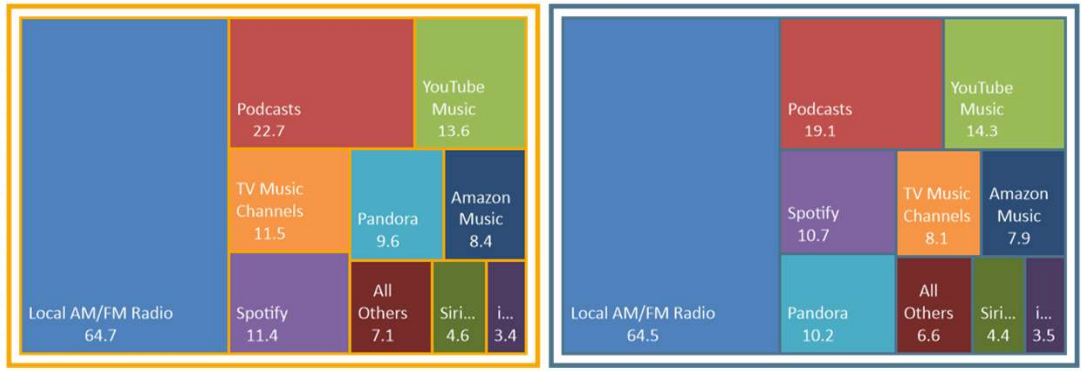
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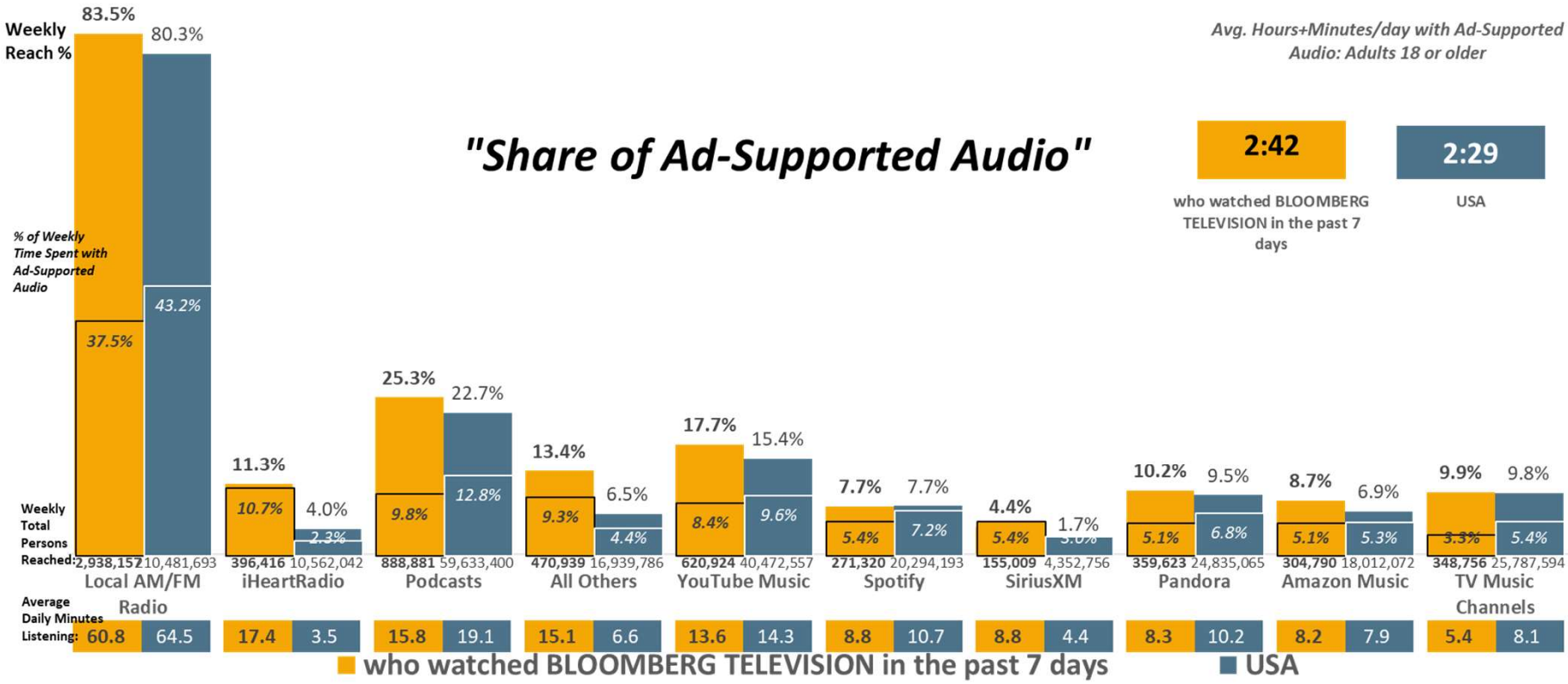
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Professional services used by HHLD past 12 months (HHLD): Online investing/stock trading

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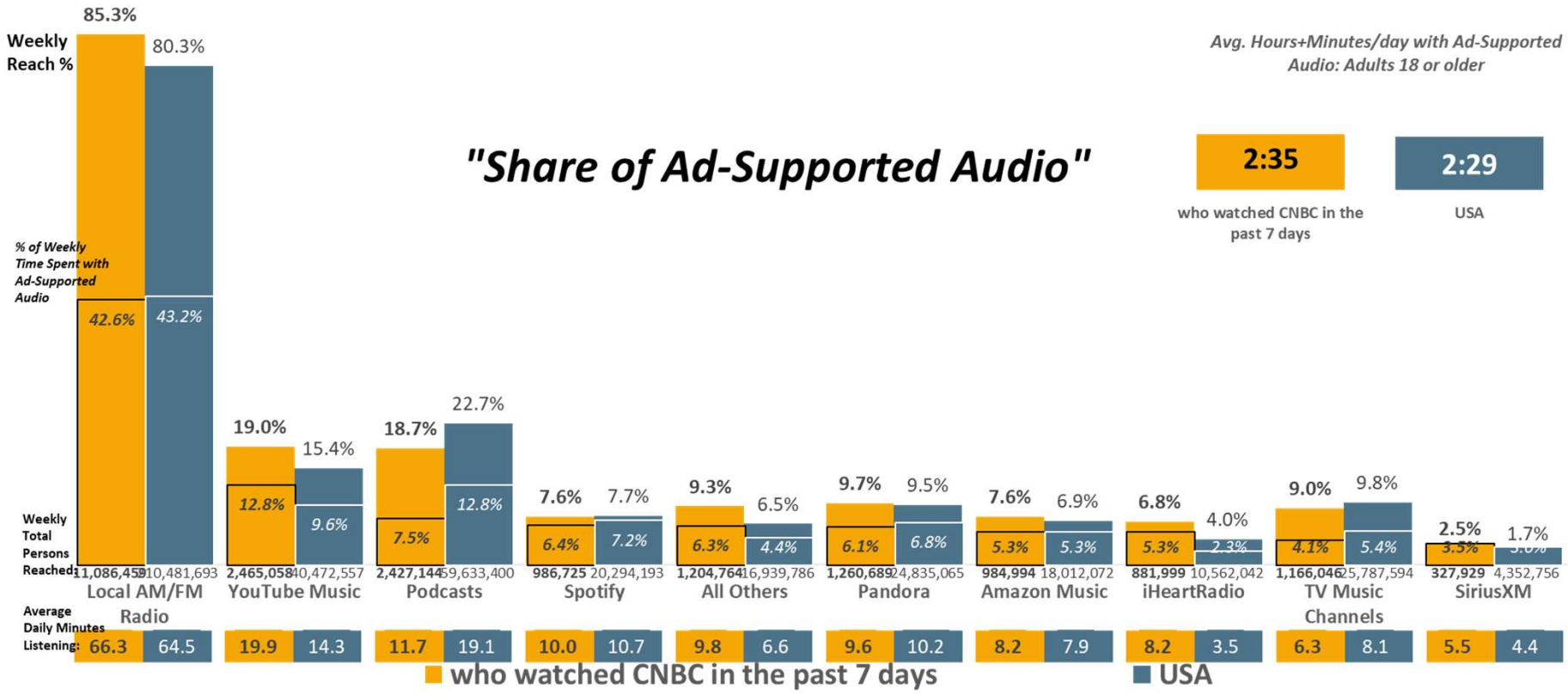
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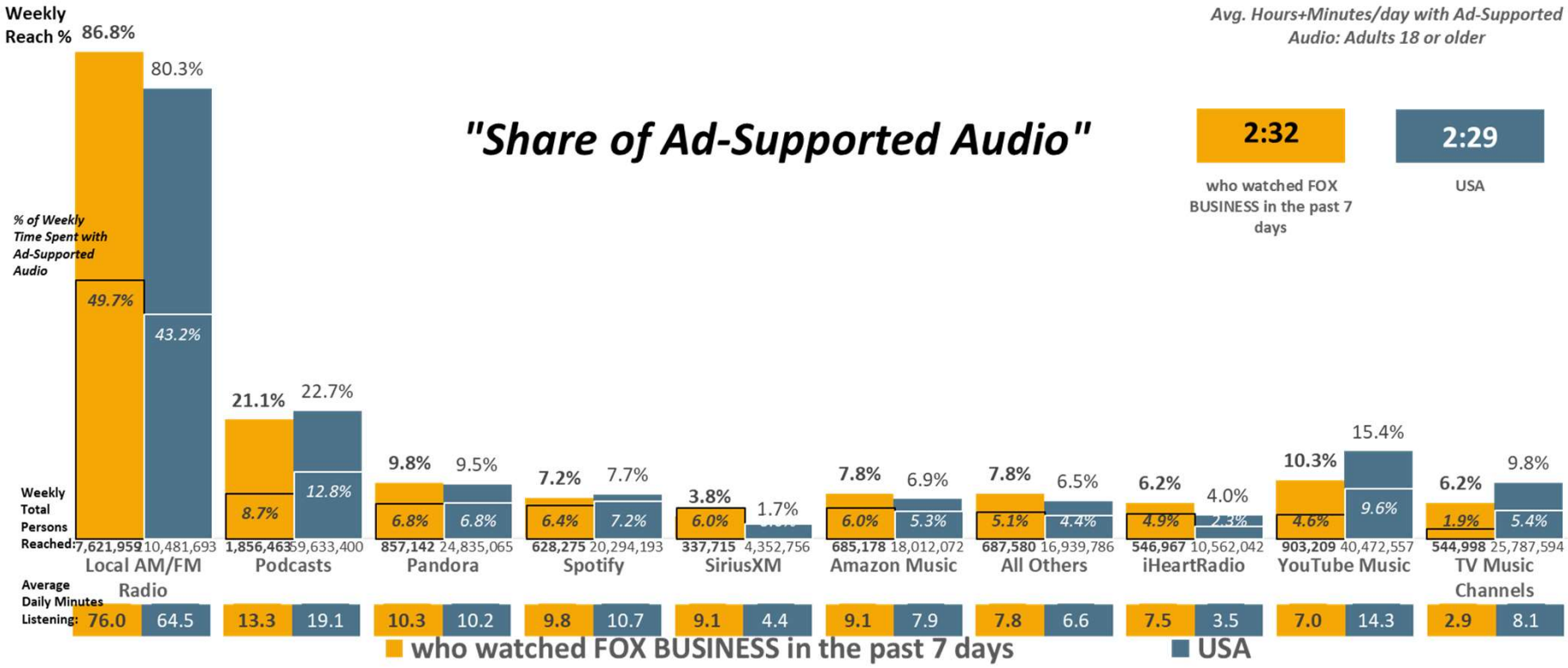
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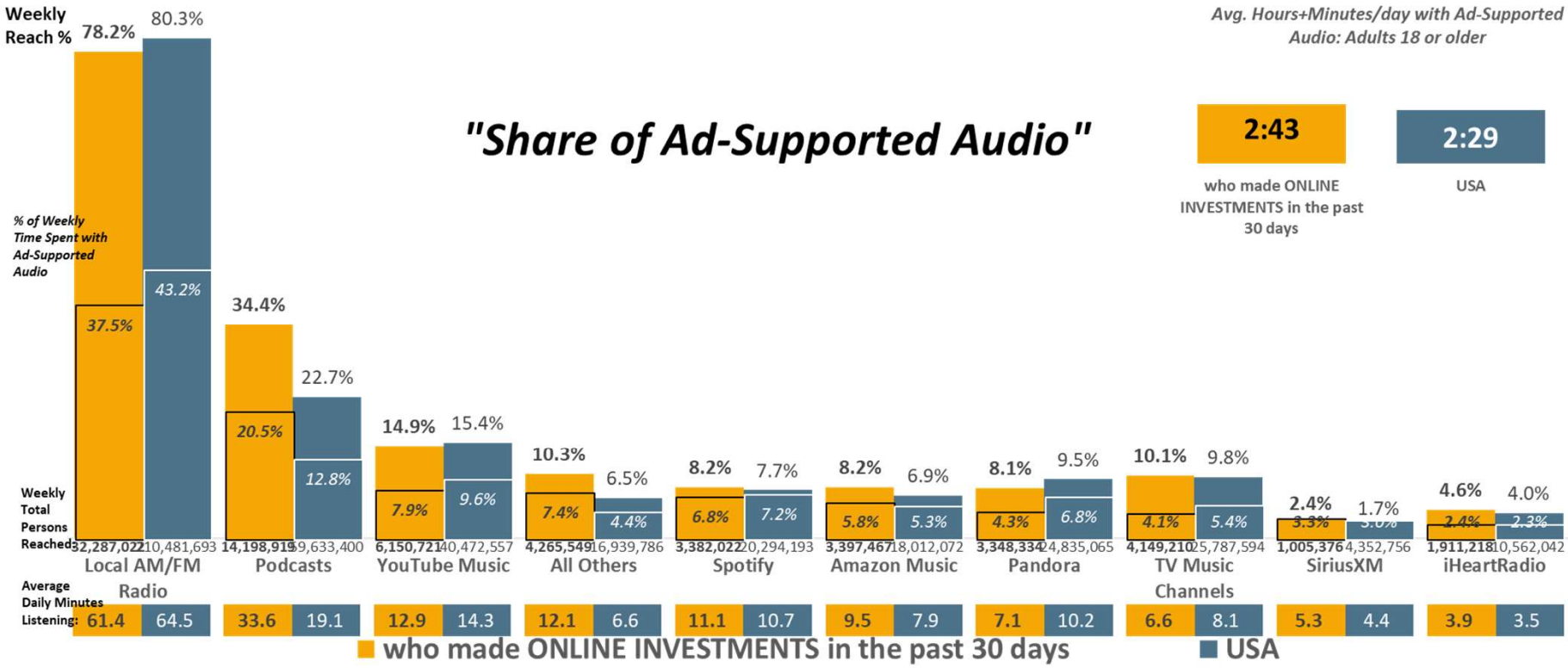
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Past 30 days Online INVESTORS

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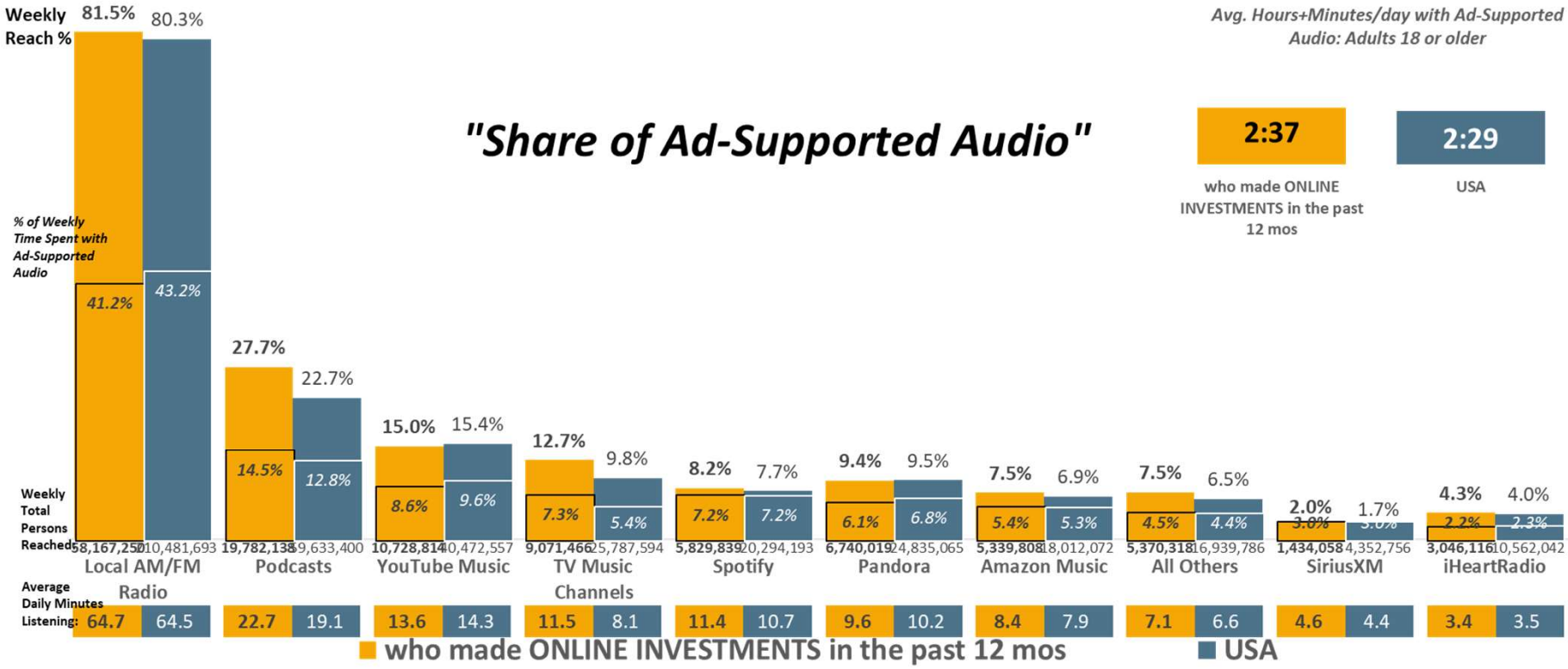
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Ways used Internet/apps past 30 days on any device:Finance/Legal/Real estate: Online investing/stock trading



Past 12 mos Online INVESTORS

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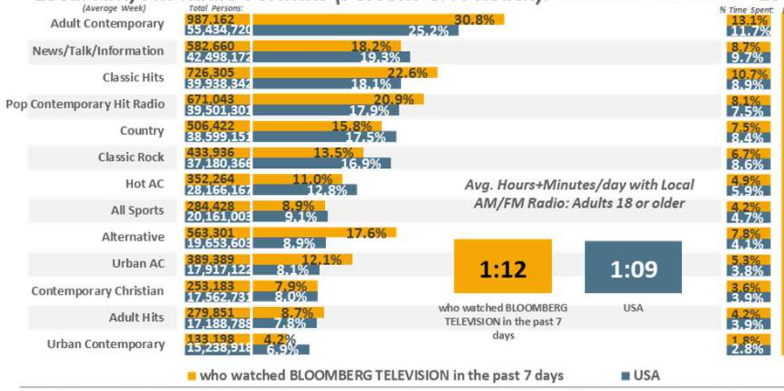
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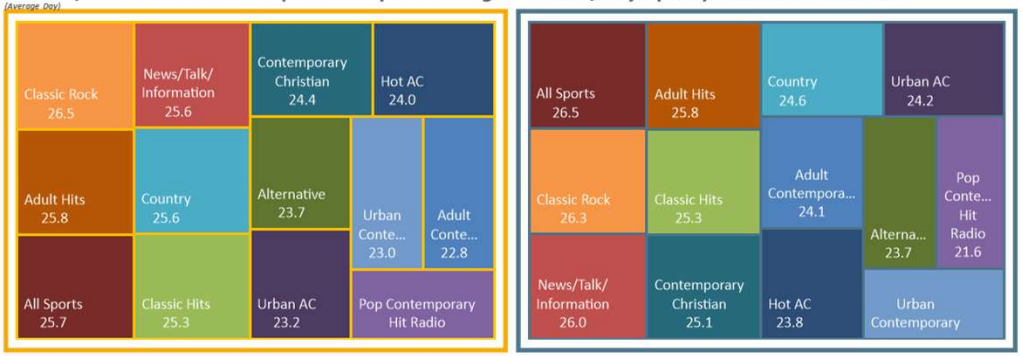
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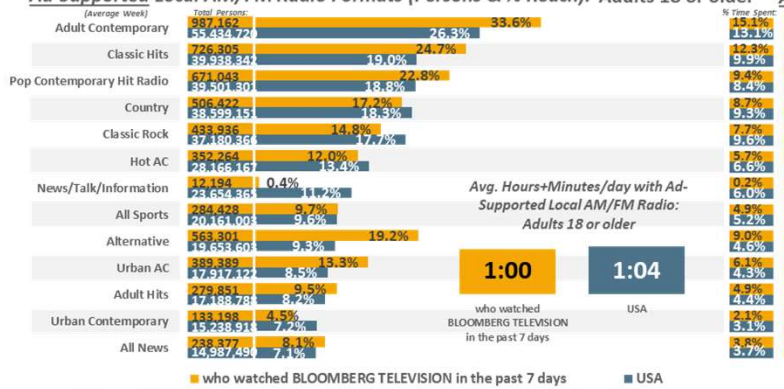
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



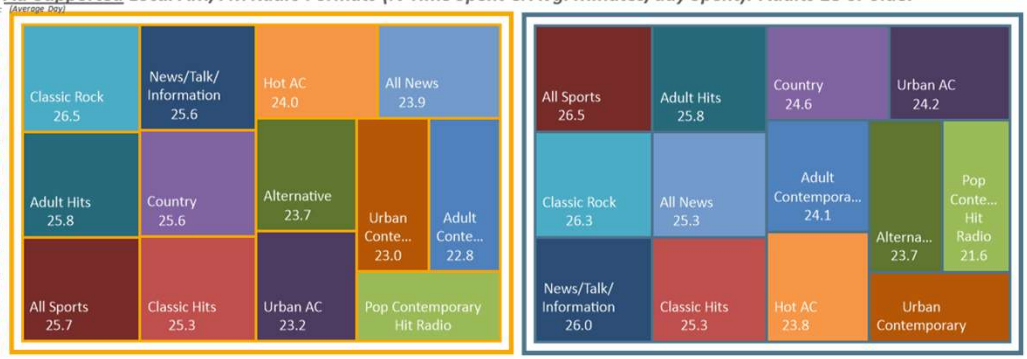
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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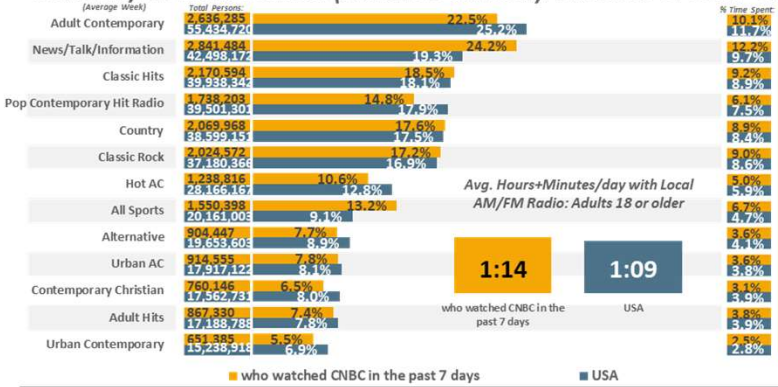
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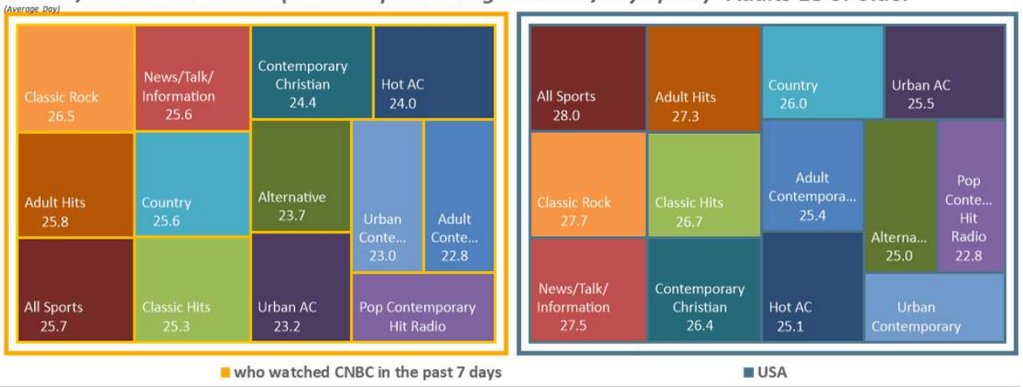
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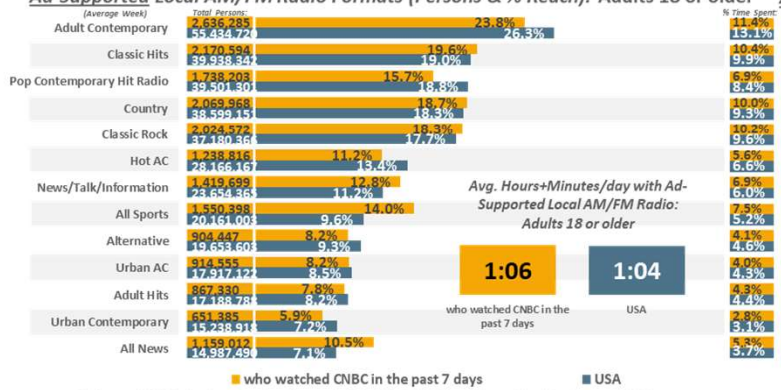
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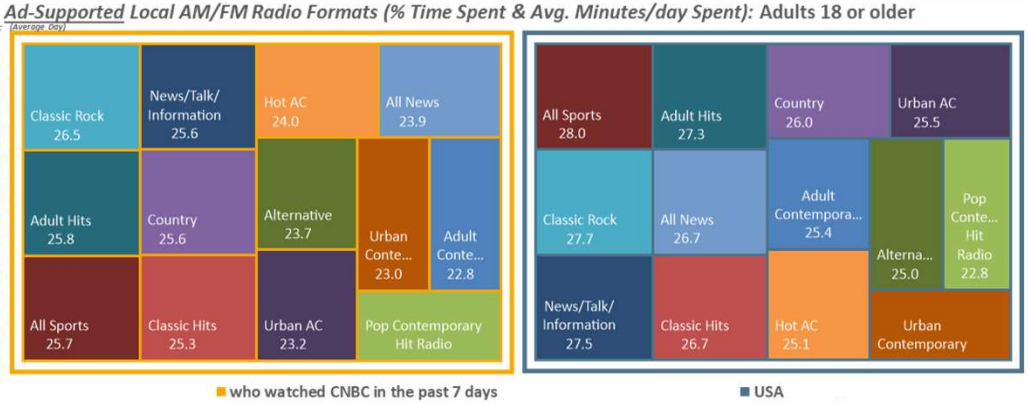
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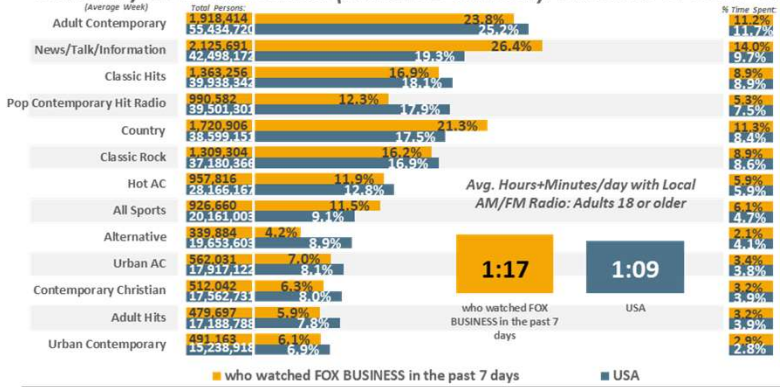
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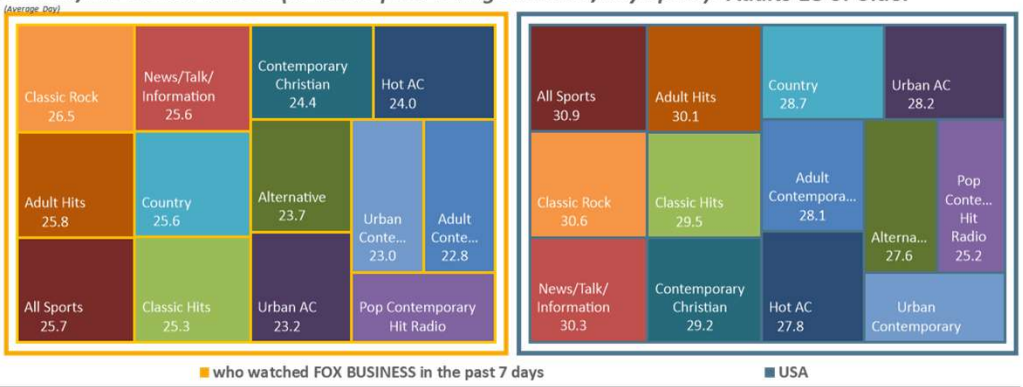
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Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



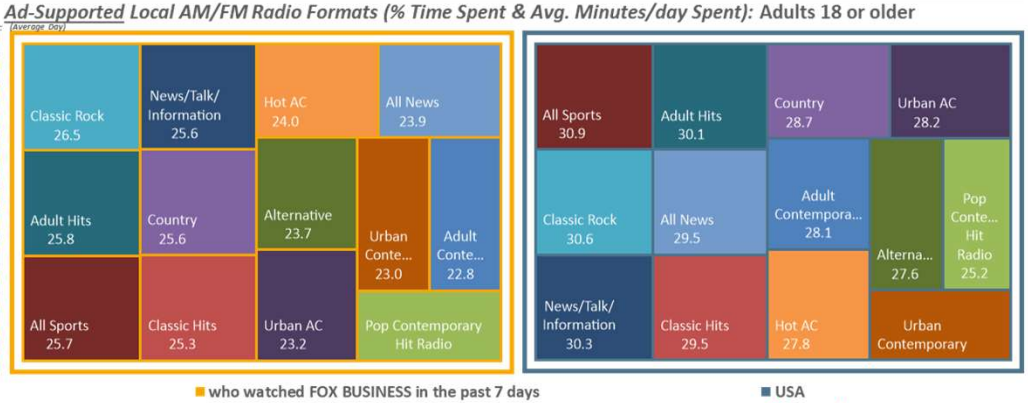
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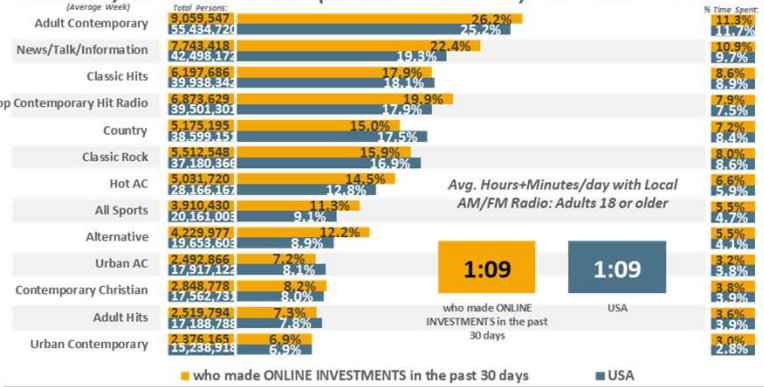
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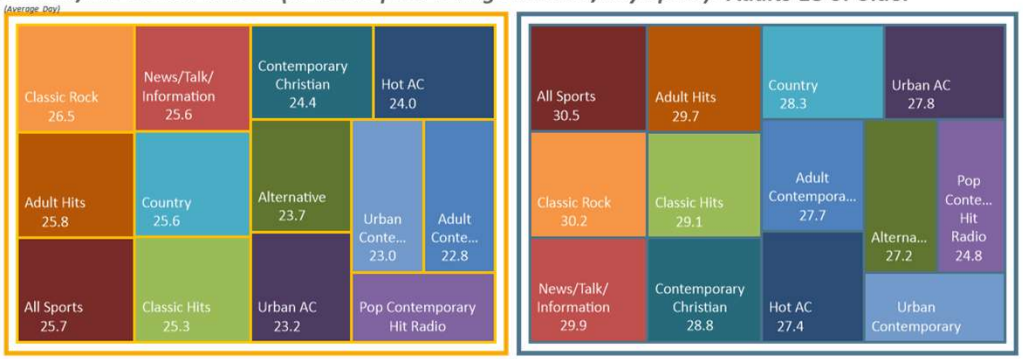
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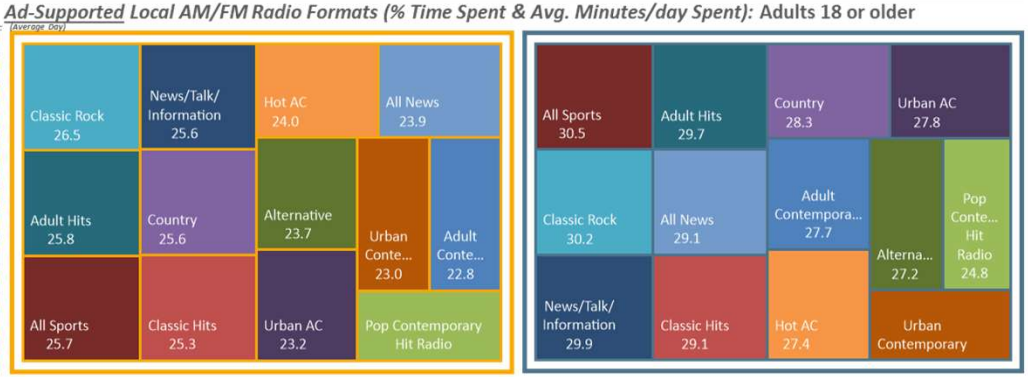
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Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 9,881

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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

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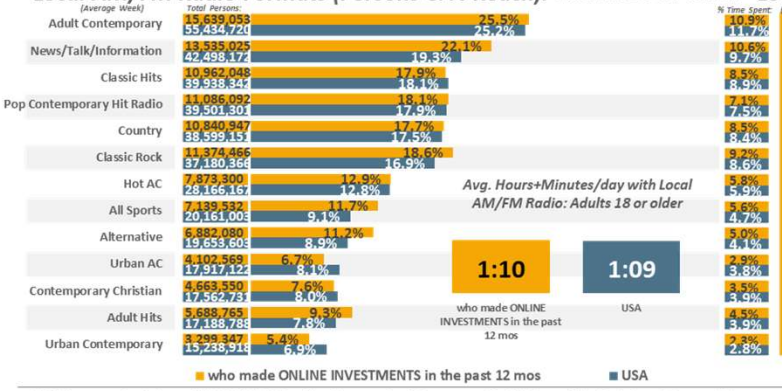
Ways used Internet/apps past 30 days on any device:Finance/Legal/Real estate: Online investing/stock trading



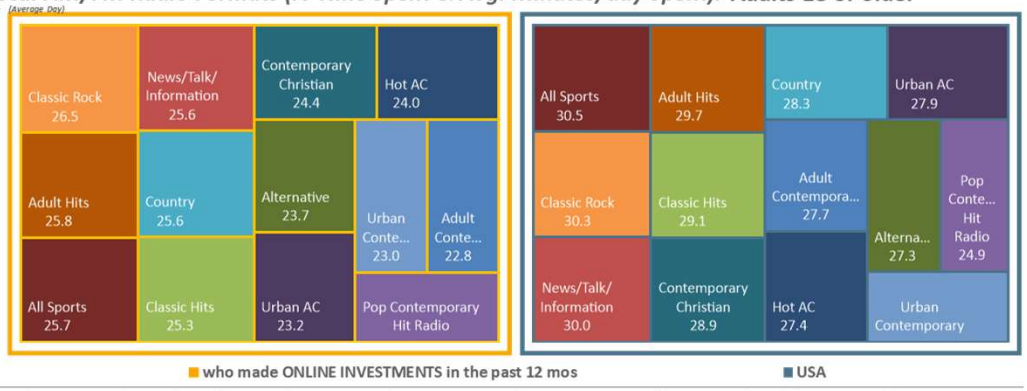
Past 12 mos Online INVESTORS

58,167,250 or 81.5% of Adults 18 or older who made ONLINE INVESTMENTS in the past 12 mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Rock, Pop Contemporary Hit Radio, Classic Hits, and Country.

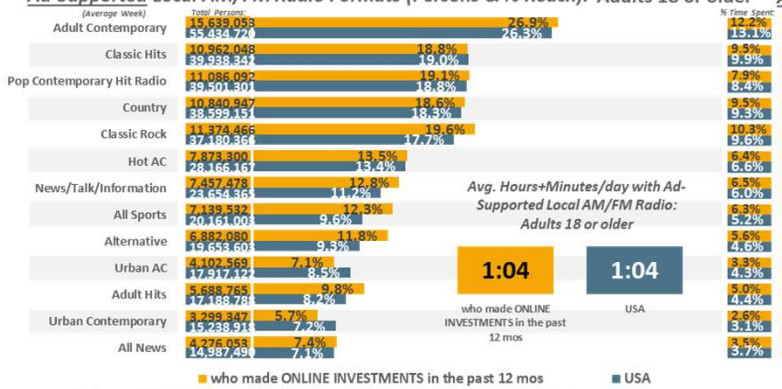
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



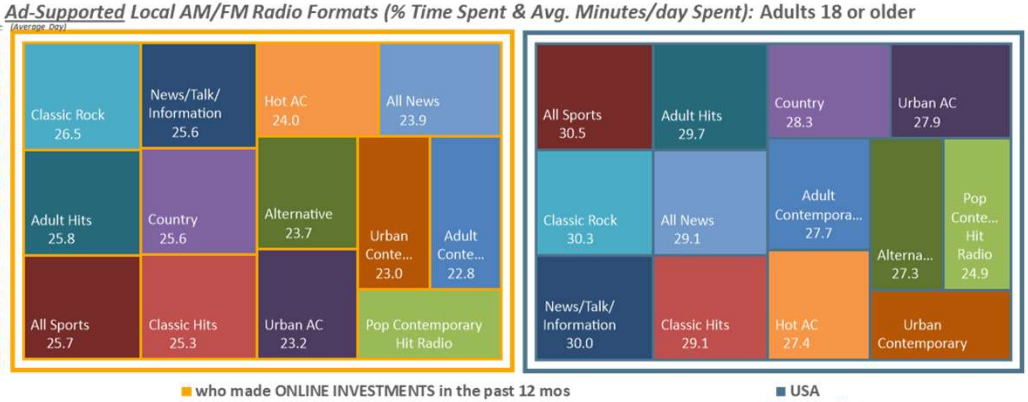
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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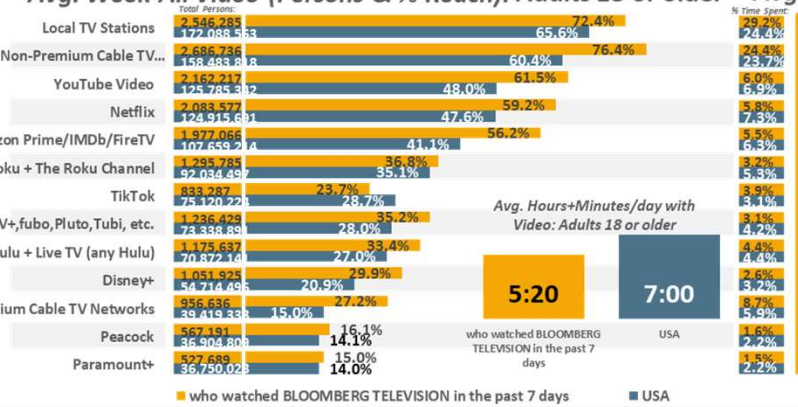
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Professional services used by HHLD past 12 months (HHLD): Online investing/stock trading

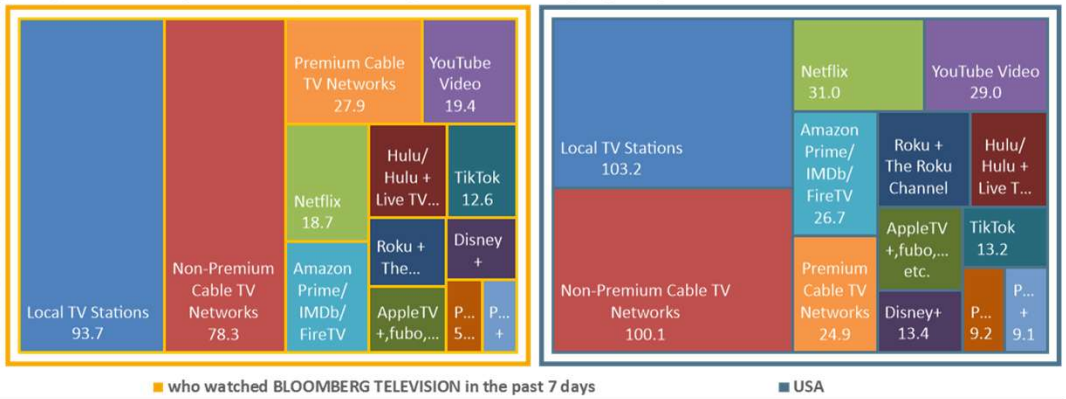
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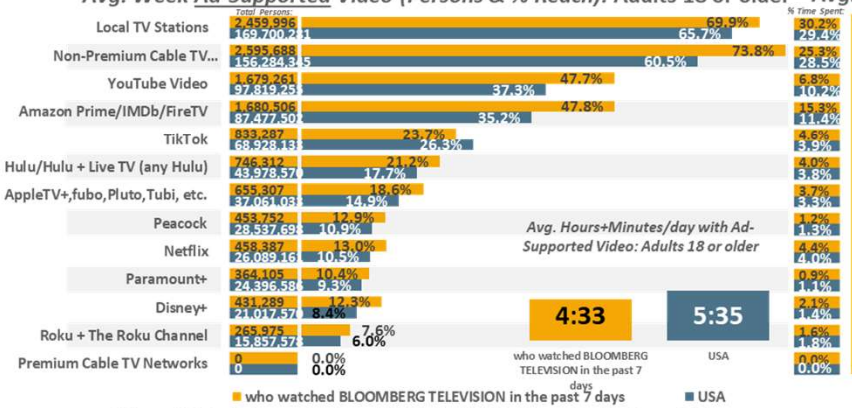
Avg. Week All Video (Persons & % Reach): Adults 18 or older



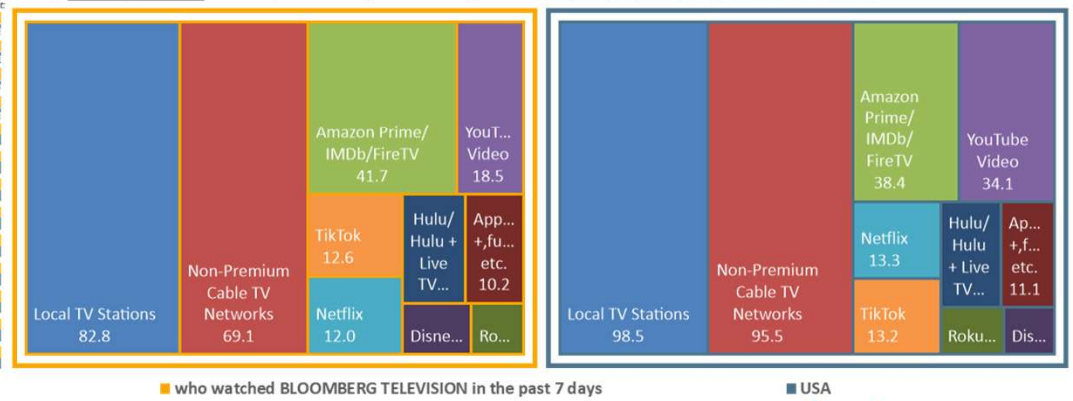
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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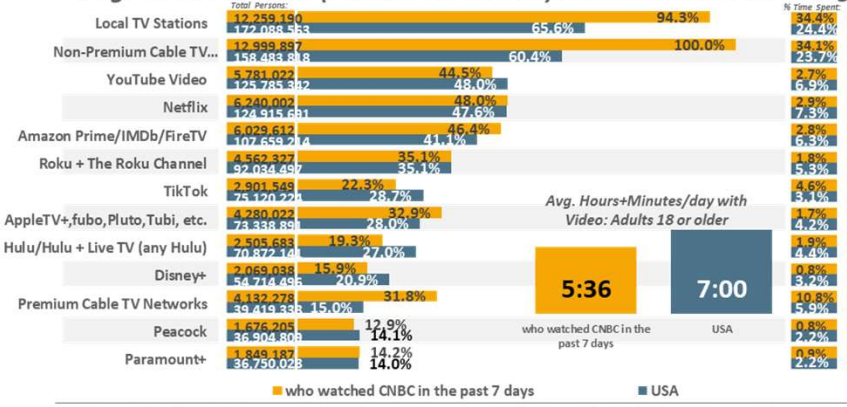
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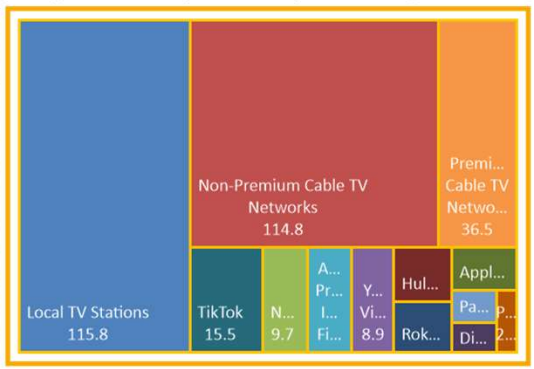
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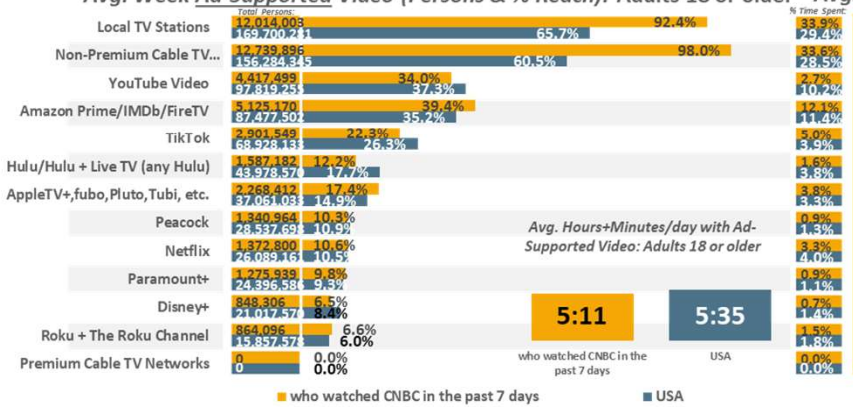
Avg. Week All Video (Persons & % Reach): Adults 18 or older



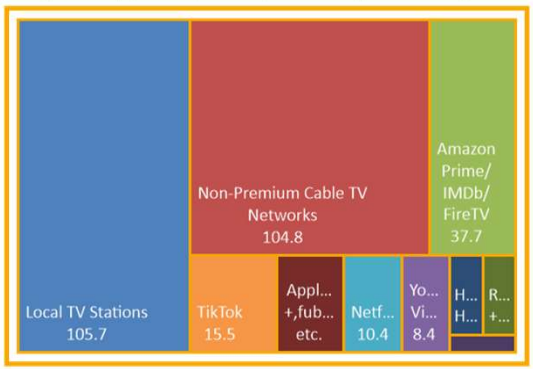
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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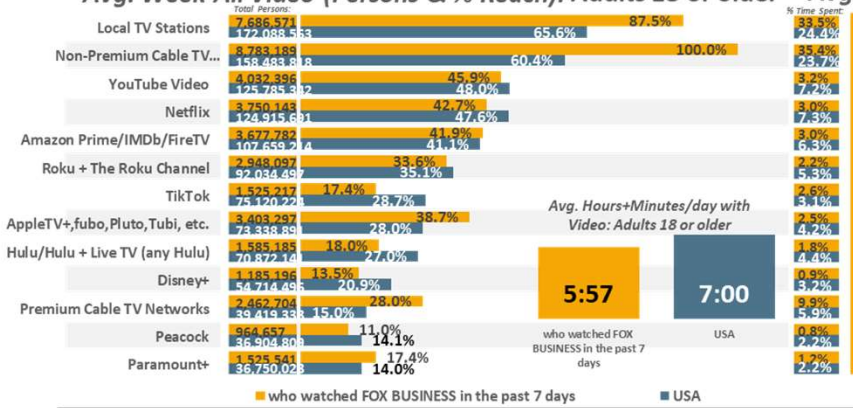
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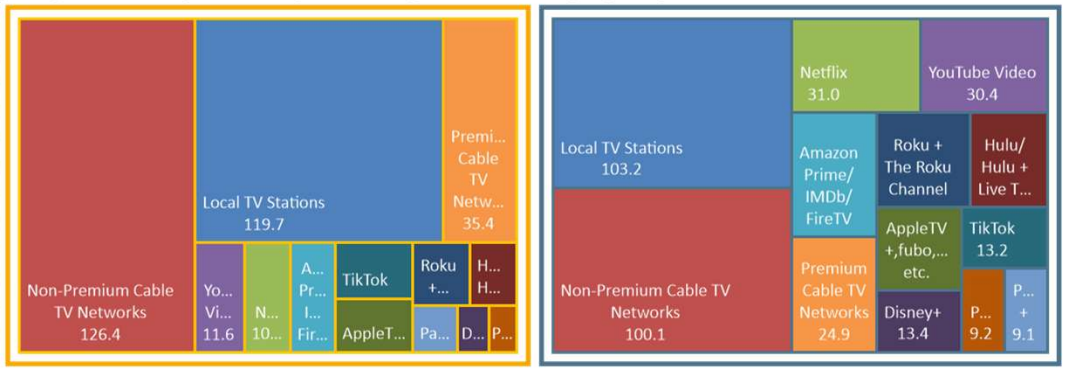
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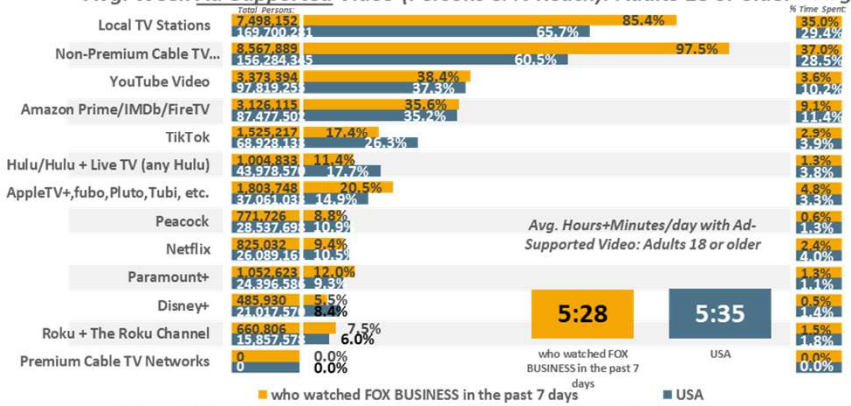
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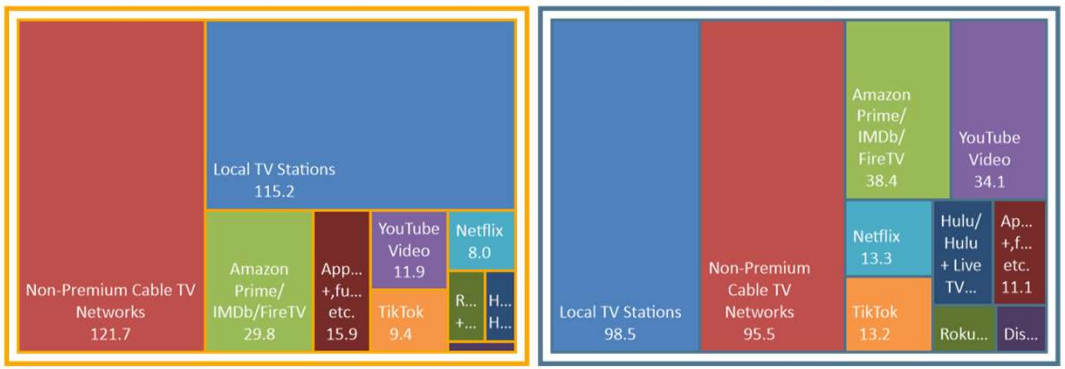
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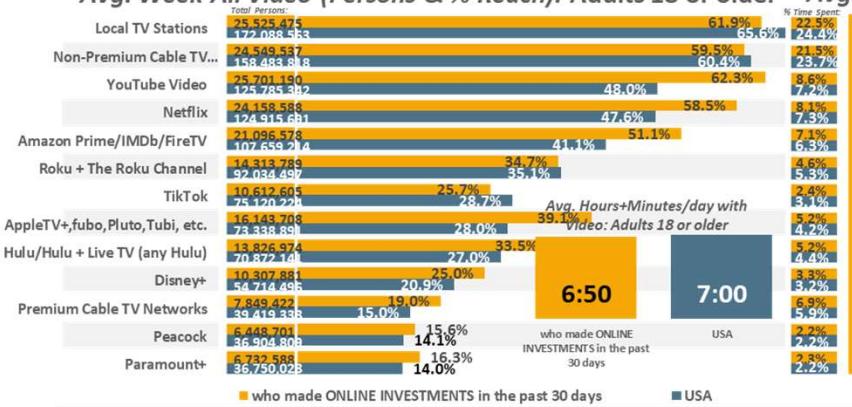
Cable networks/stations watched past 7 days: FOX Business Network



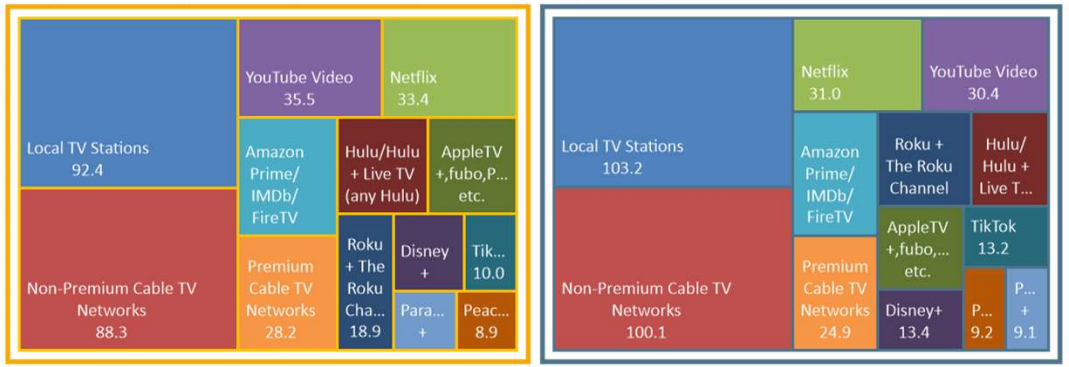
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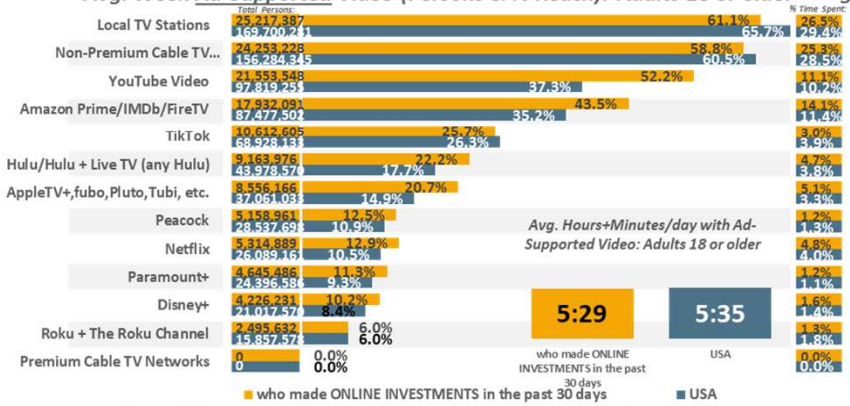
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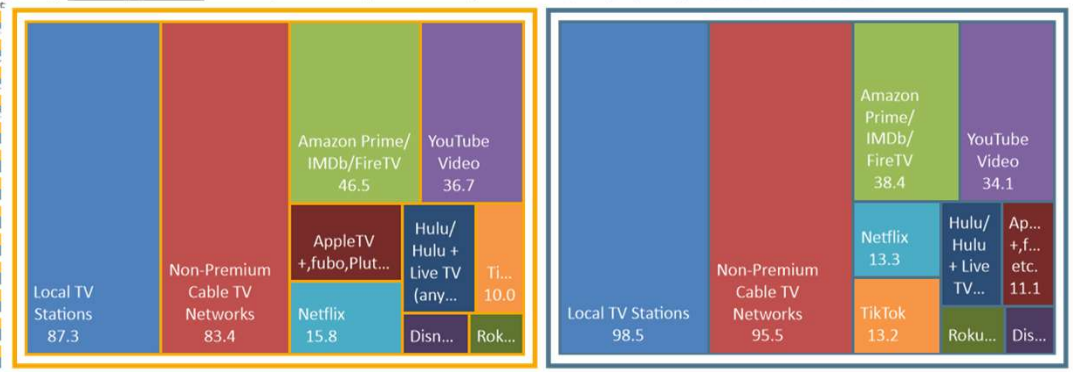
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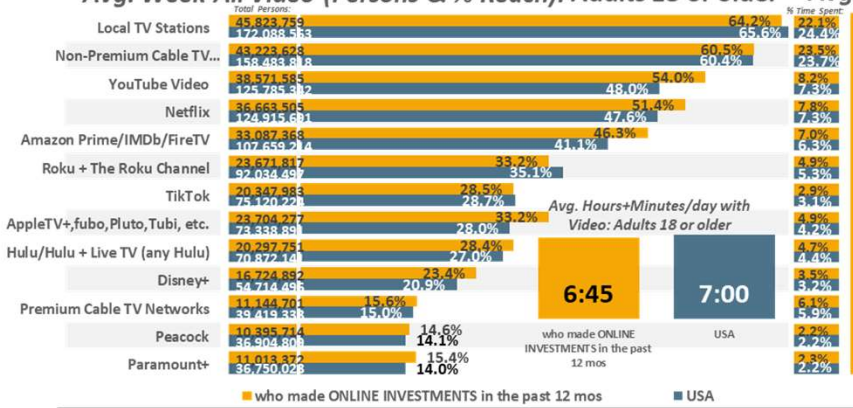
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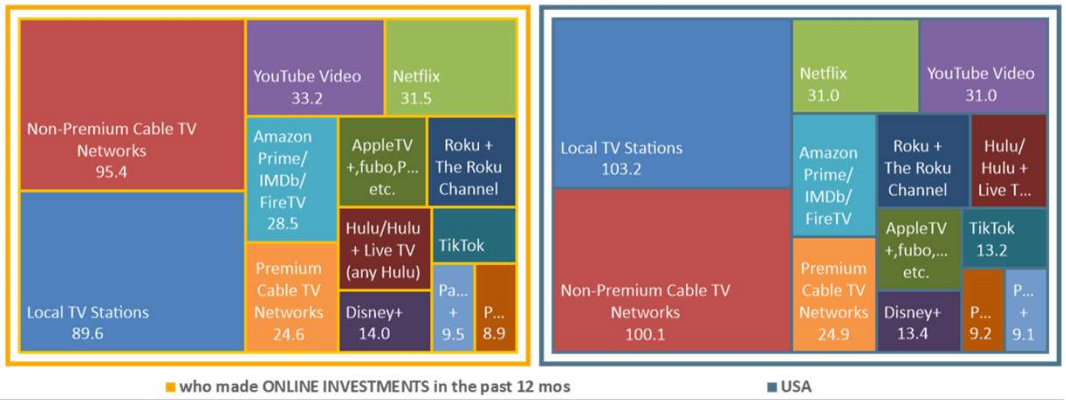
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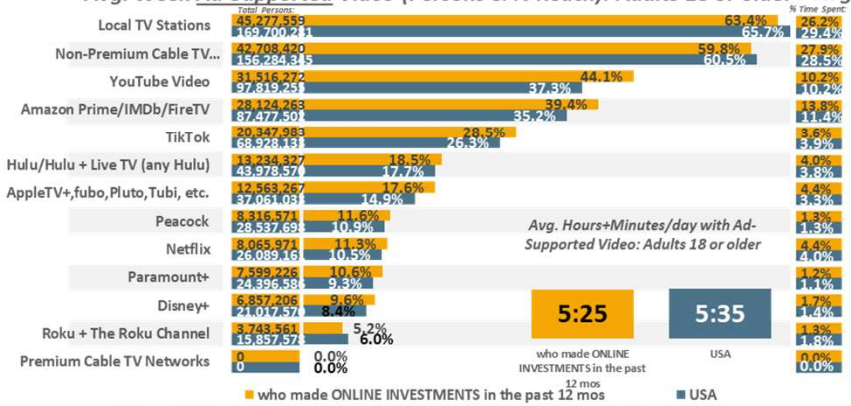
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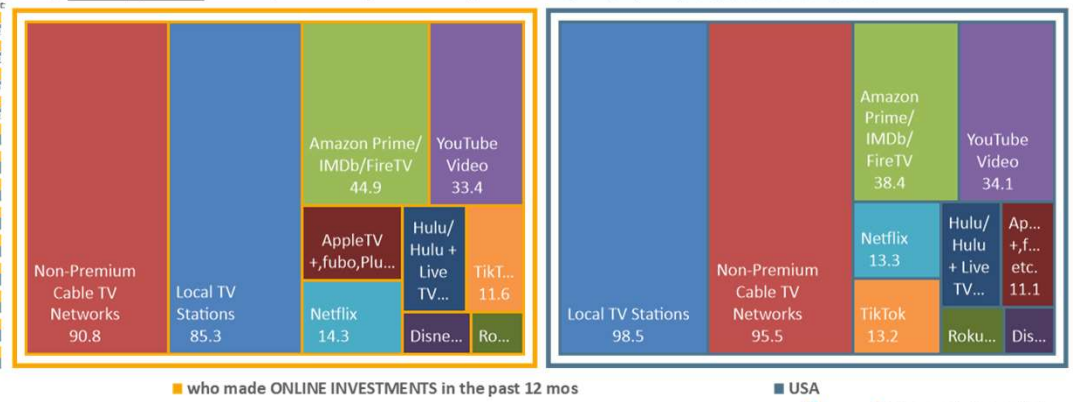
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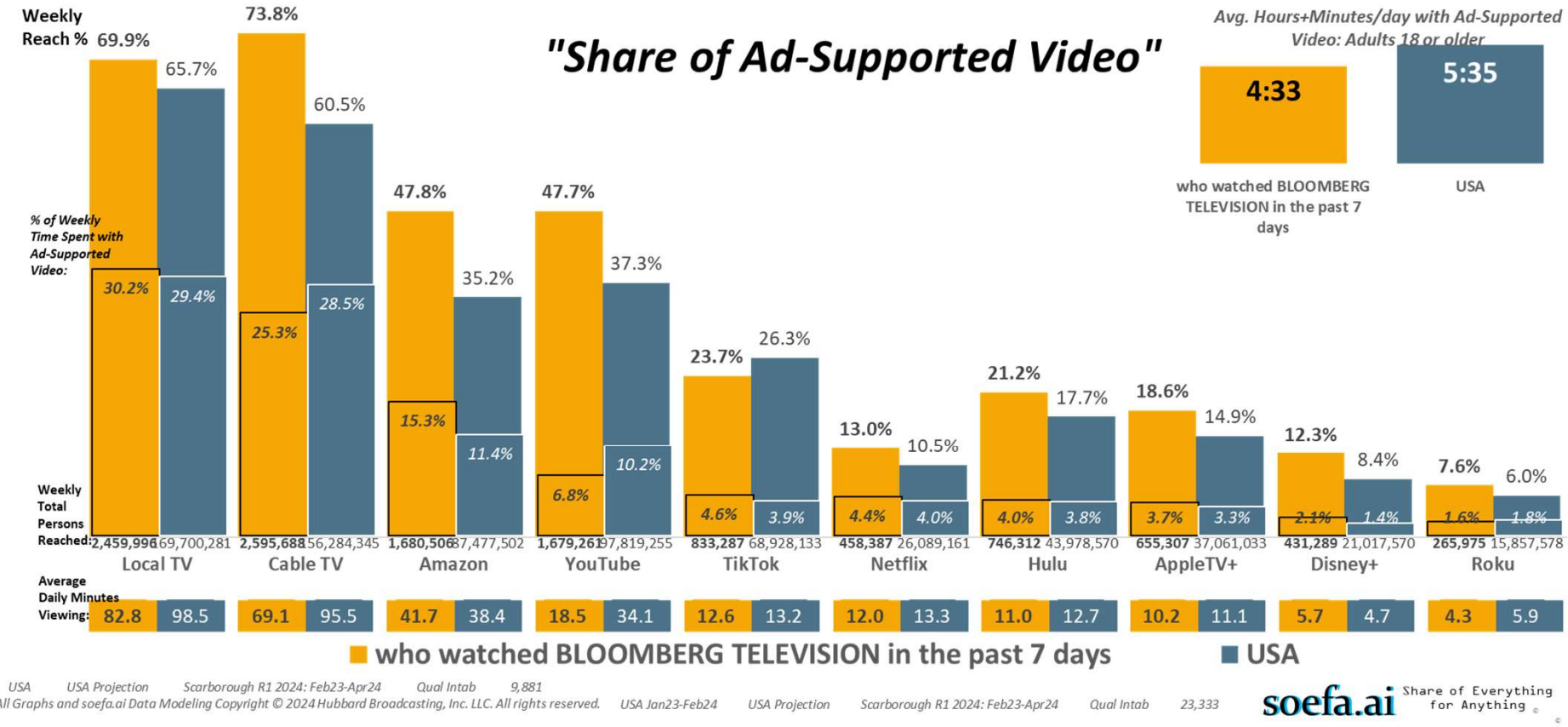
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Professional services used by HHLD past 12 months (HHLD): Online investing/stock trading

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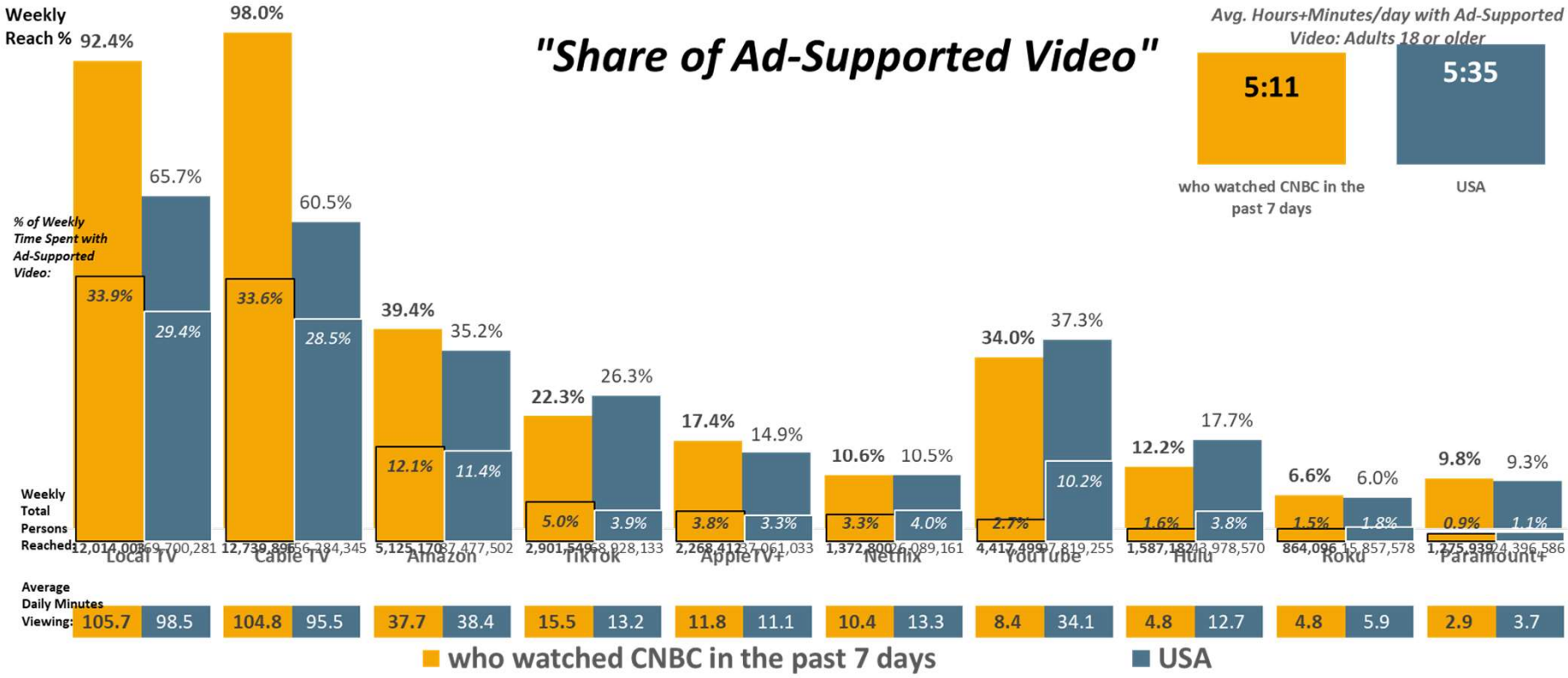
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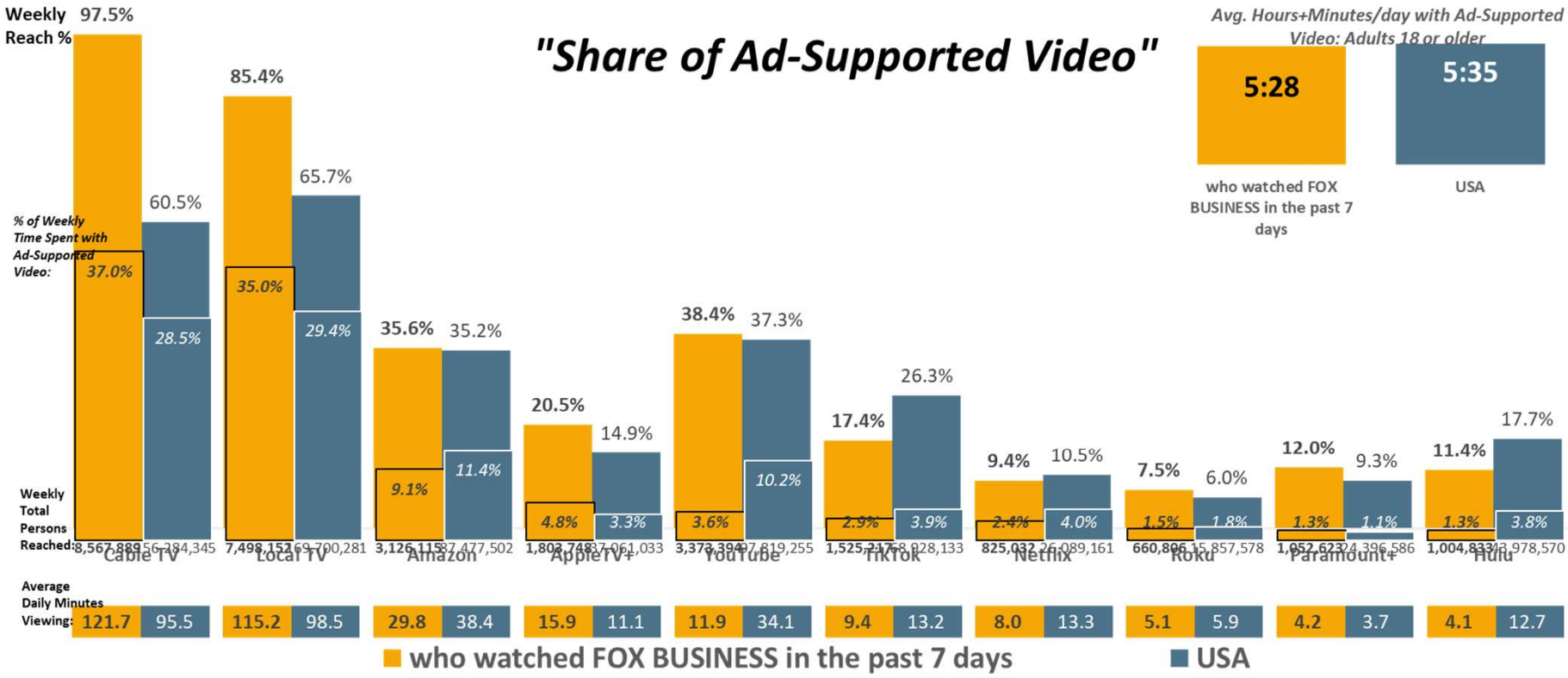
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"Share of Ad-Supported Video"

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

	who made ONLINE INVESTMENTS in the past 30 days	USA
Avg. Hours+Minutes/day with Ad-Supported Video	5:29	5:35

	Local TV	Cable TV	Amazon	YouTube	AppleTV+	Netflix	Hulu	TikTok	Disney+	Roku
Weekly Reach %	61.1% / 65.7%	58.8% / 60.5%	43.5% / 35.2%	52.3% / 37.3%	20.7% / 14.9%	12.9% / 10.5%	22.2% / 17.7%	25.7% / 26.3%	10.2% / 8.4%	6.0% / 6.0%
% of Weekly Time Spent with Ad-Supported Video:	26.5% / 29.4%	25.3% / 28.5%	14.1% / 11.4%	11.1% / 10.2%	5.1% / 3.3%	4.8% / 4.0%	4.7% / 3.8%	3.0% / 3.9%	1.6% / 1.4%	1.3% / 1.8%
Weekly Total Persons Reached	25,217,387 / 69,700,281	24,253,228 / 56,284,345	17,932,091 / 37,477,502	21,553,548 / 37,819,255	8,556,166 / 27,061,033	5,314,889 / 26,089,161	9,163,976 / 18,978,570	10,612,605 / 18,928,133	4,226,231 / 21,017,570	2,495,632 / 15,857,578
Average Daily Minutes Viewing:	87.3 / 98.5	83.4 / 95.5	46.5 / 38.4	36.7 / 34.1	17.0 / 11.1	15.8 / 13.3	15.6 / 12.7	10.0 / 13.2	5.4 / 4.7	4.4 / 5.9

■ who made ONLINE INVESTMENTS in the past 30 days ■ USA

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Ways used Internet/apps past 30 days on any device:Finance/Legal/Real estate: Online investing/stock trading



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

	who made ONLINE INVESTMENTS in the past 12 mos	USA
	5:25	5:35

	who made ONLINE INVESTMENTS in the past 12 mos	USA
Weekly Reach %	59.8%	60.5%
% of Weekly Time Spent with Ad-Supported Video:	27.9%	28.5%
Weekly Total Persons Reached:	42,708,420	56,284,345
Average Daily Minutes Viewing:	90.8	95.5

	who made ONLINE INVESTMENTS in the past 12 mos	USA
Weekly Reach %	63.4%	65.7%
% of Weekly Time Spent with Ad-Supported Video:	26.2%	29.4%
Weekly Total Persons Reached:	45,277,559	69,700,281
Average Daily Minutes Viewing:	85.3	98.5

	who made ONLINE INVESTMENTS in the past 12 mos	USA
Weekly Reach %	39.4%	35.2%
% of Weekly Time Spent with Ad-Supported Video:	13.8%	11.4%
Weekly Total Persons Reached:	28,124,263	37,477,502
Average Daily Minutes Viewing:	44.9	38.4

	who made ONLINE INVESTMENTS in the past 12 mos	USA
Weekly Reach %	44.1%	37.3%
% of Weekly Time Spent with Ad-Supported Video:	10.2%	10.2%
Weekly Total Persons Reached:	31,516,278	37,819,255
Average Daily Minutes Viewing:	33.4	34.1

	who made ONLINE INVESTMENTS in the past 12 mos	USA
Weekly Reach %	17.6%	14.9%
% of Weekly Time Spent with Ad-Supported Video:	4.4%	3.3%
Weekly Total Persons Reached:	12,563,267	17,061,033
Average Daily Minutes Viewing:	14.4	11.1

	who made ONLINE INVESTMENTS in the past 12 mos	USA
Weekly Reach %	11.3%	10.5%
% of Weekly Time Spent with Ad-Supported Video:	4.4%	4.0%
Weekly Total Persons Reached:	8,065,971	12,089,161
Average Daily Minutes Viewing:	14.3	13.3

	who made ONLINE INVESTMENTS in the past 12 mos	USA
Weekly Reach %	18.5%	17.7%
% of Weekly Time Spent with Ad-Supported Video:	4.0%	3.8%
Weekly Total Persons Reached:	13,234,327	18,978,570
Average Daily Minutes Viewing:	12.9	12.7

	who made ONLINE INVESTMENTS in the past 12 mos	USA
Weekly Reach %	28.5%	26.3%
% of Weekly Time Spent with Ad-Supported Video:	3.6%	3.9%
Weekly Total Persons Reached:	20,347,985	28,928,133
Average Daily Minutes Viewing:	11.6	13.2

	who made ONLINE INVESTMENTS in the past 12 mos	USA
Weekly Reach %	9.6%	8.4%
% of Weekly Time Spent with Ad-Supported Video:	1.7%	1.4%
Weekly Total Persons Reached:	6,857,206	11,017,570
Average Daily Minutes Viewing:	5.5	4.7

	who made ONLINE INVESTMENTS in the past 12 mos	USA
Weekly Reach %	5.2%	6.0%
% of Weekly Time Spent with Ad-Supported Video:	1.3%	1.8%
Weekly Total Persons Reached:	3,743,561	5,857,578
Average Daily Minutes Viewing:	4.3	5.9

Cable TV | Local TV | Amazon | YouTube | AppleTV+ | Netflix | Hulu | TikTok | Disney+ | Roku

■ who made ONLINE INVESTMENTS in the past 12 mos ■ USA

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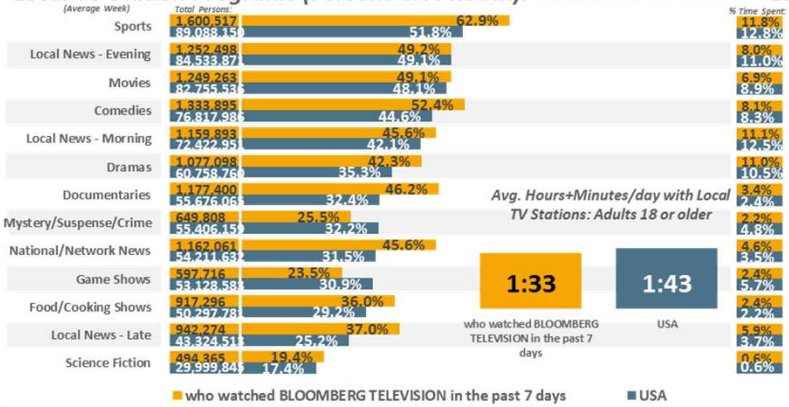
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Professional services used by HHLD past 12 months (HHLD): Online investing/stock trading

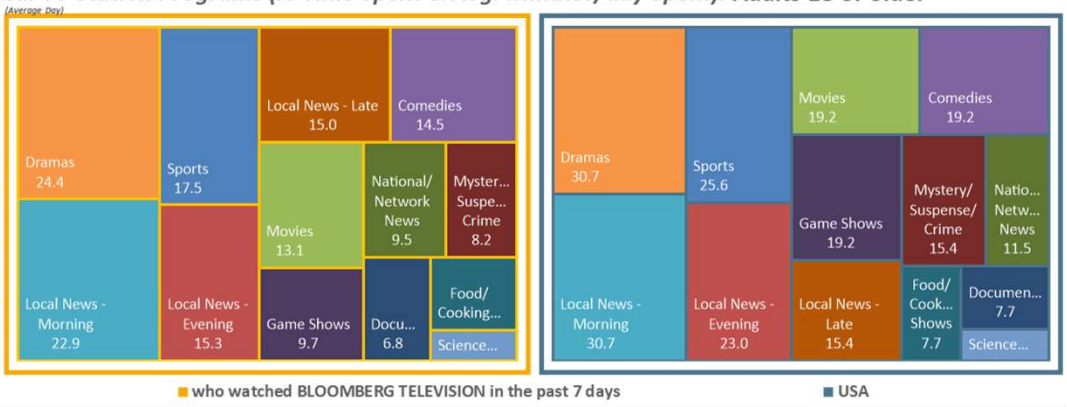
Bloomberg TELEVISION

2,459,996 or 69.9% of Adults 18 or older who watched BLOOMBERG TELEVISION in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Movies, Local News - Morning, and Dramas.

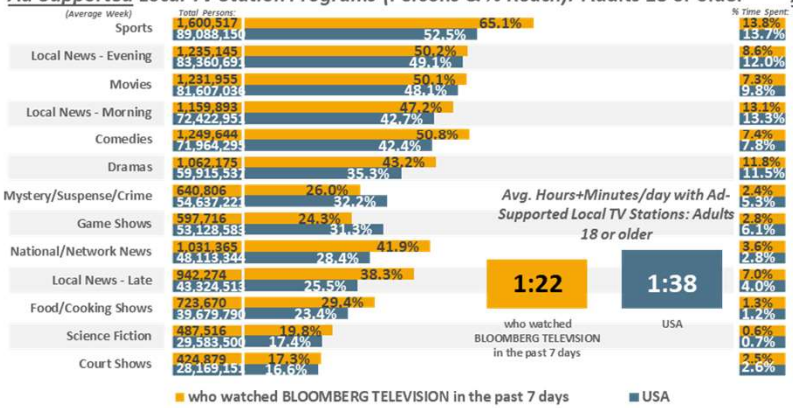
Local TV Station Programs (Persons & % Reach): Adults 18 or older



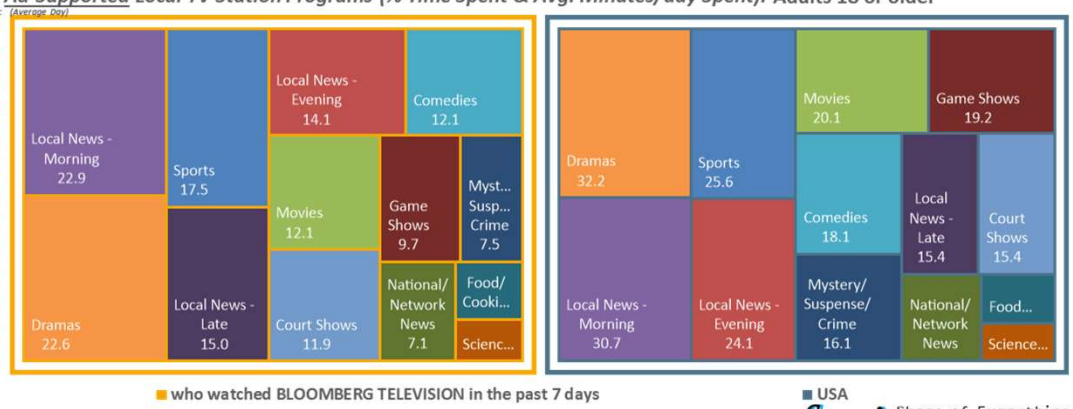
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 9,881

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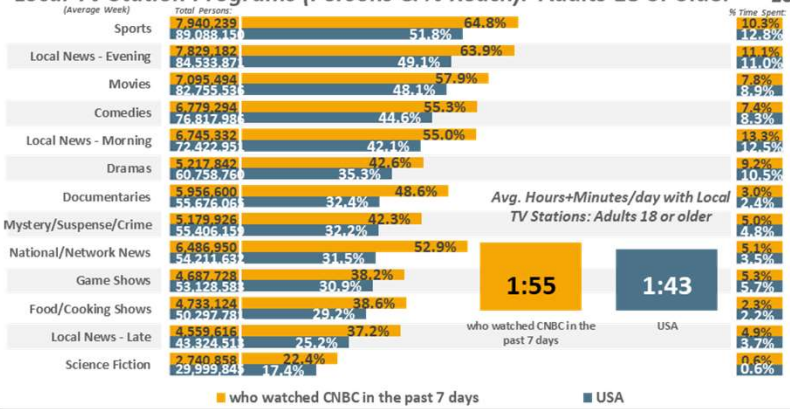
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

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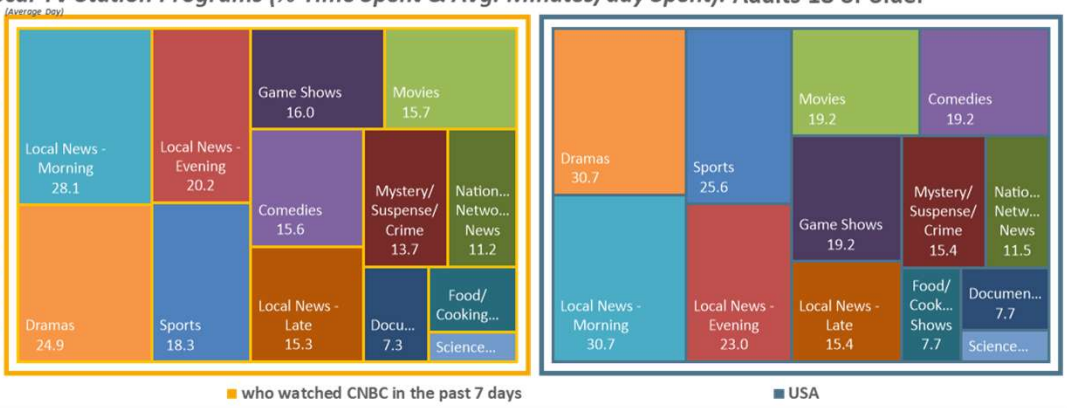
Cable networks/stations watched past 7 days: Bloomberg Television

12,014,003 or 92.4% of Adults 18 or older who watched CNBC in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Local News - Morning, Comedies, and National/Network News.

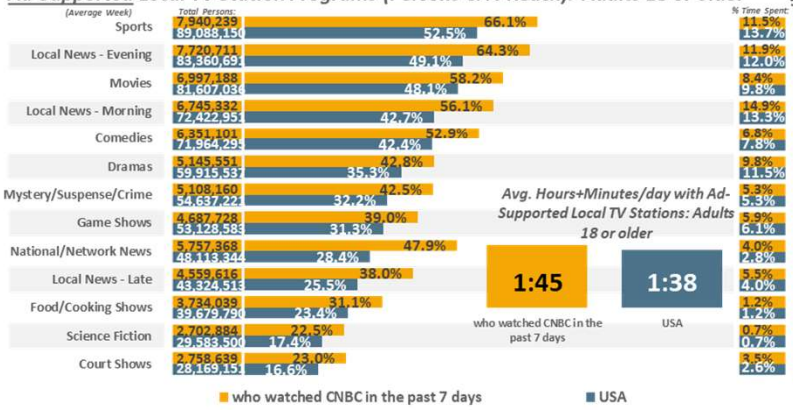
Local TV Station Programs (Persons & % Reach): Adults 18 or older



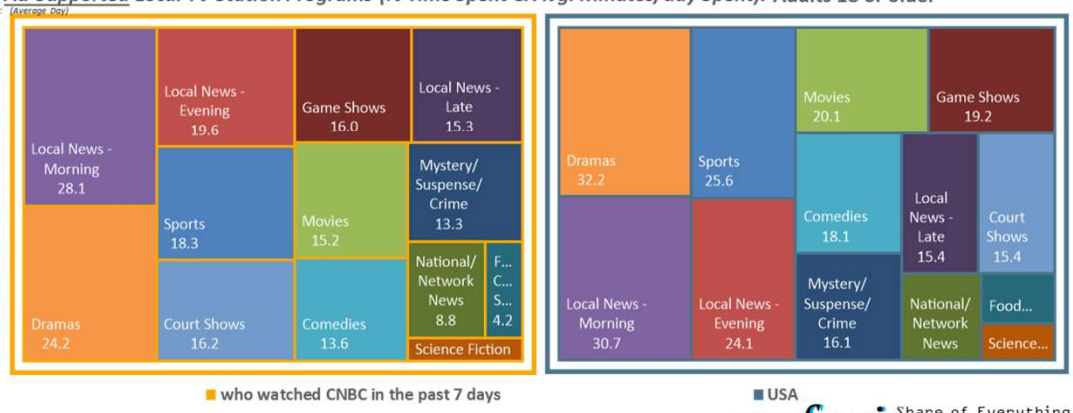
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 9,881

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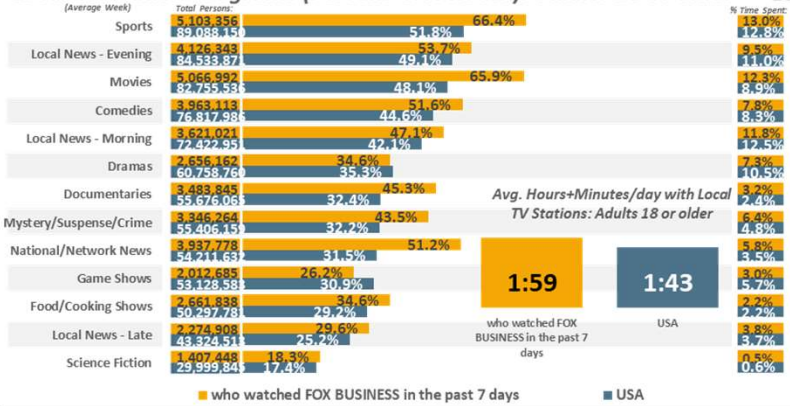
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

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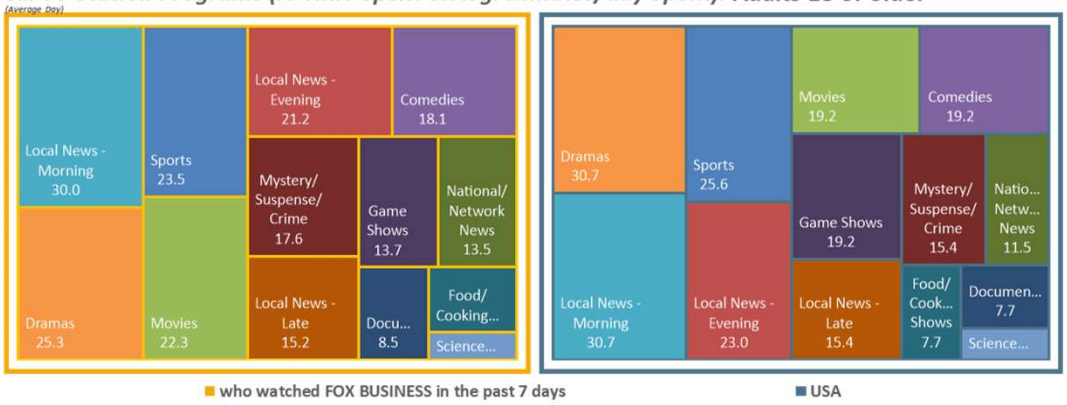
Cable networks/stations watched past 7 days: CNBC

7,498,152 or 85.4% of Adults 18 or older who watched FOX BUSINESS in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Local News - Evening, Comedies, Local News - Morning, and National/Network News.

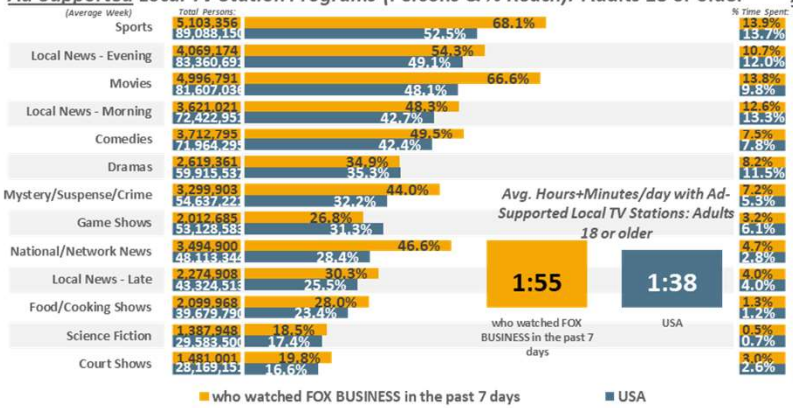
Local TV Station Programs (Persons & % Reach): Adults 18 or older



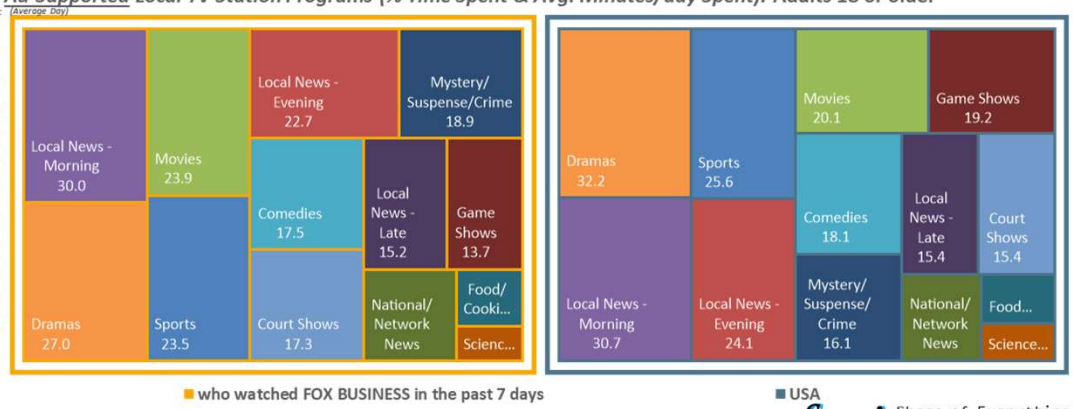
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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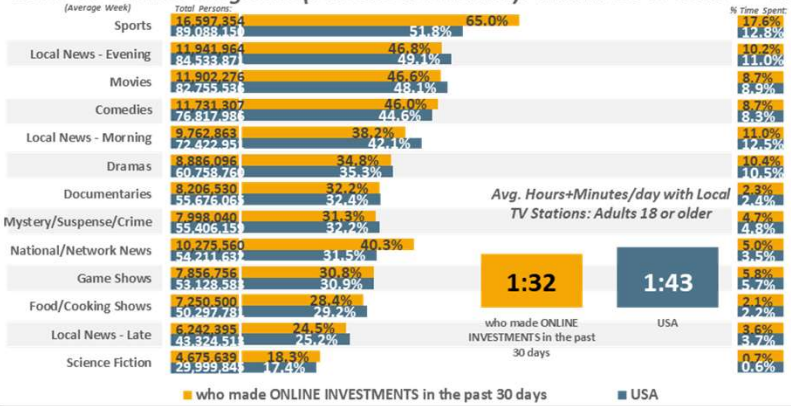
Cable networks/stations watched past 7 days: FOX Business Network



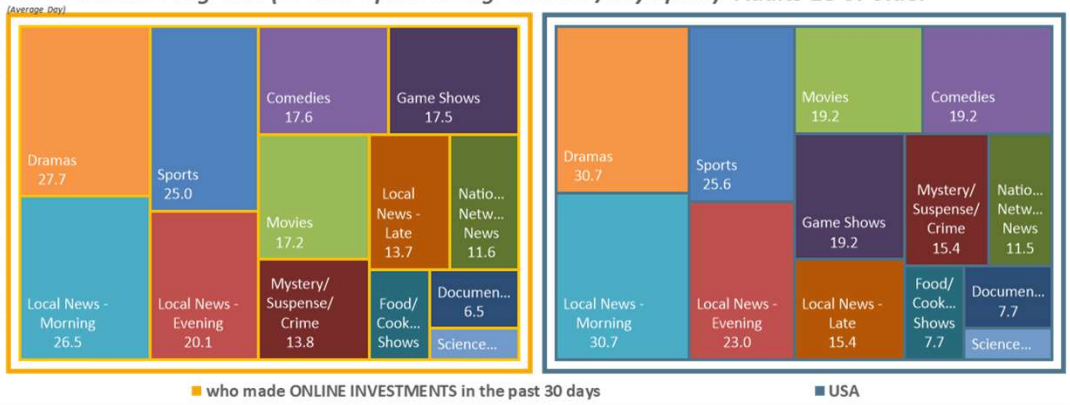
Past 30 days Online INVESTORS

25,217,387 or 61.1% of Adults 18 or older who made ONLINE INVESTMENTS in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Comedies, Local News - Morning, and National/Network News.

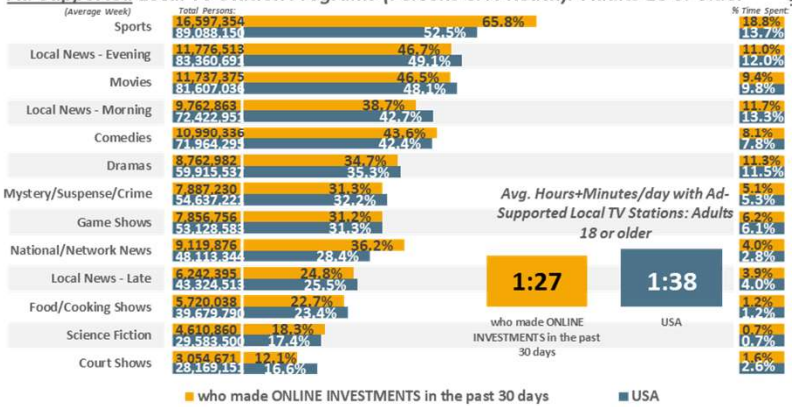
Local TV Station Programs (Persons & % Reach): Adults 18 or older



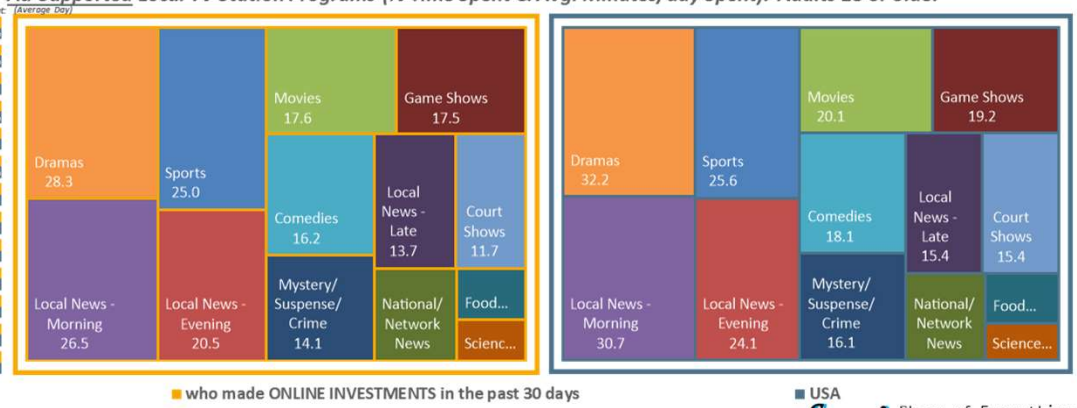
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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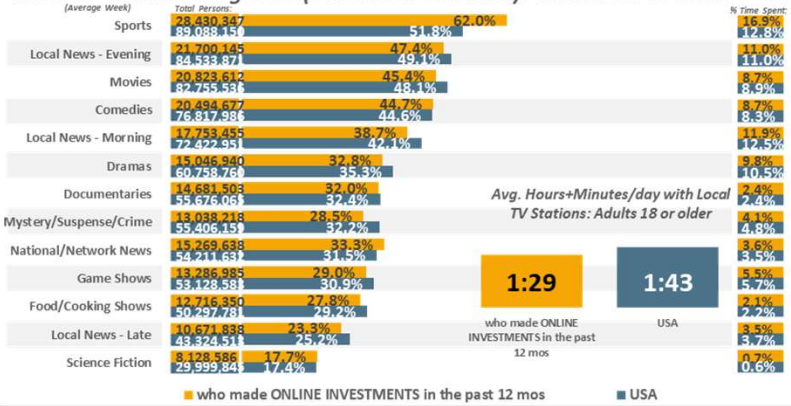
Ways used Internet/apps past 30 days on any device:Finance/Legal/Real estate: Online investing/stock trading



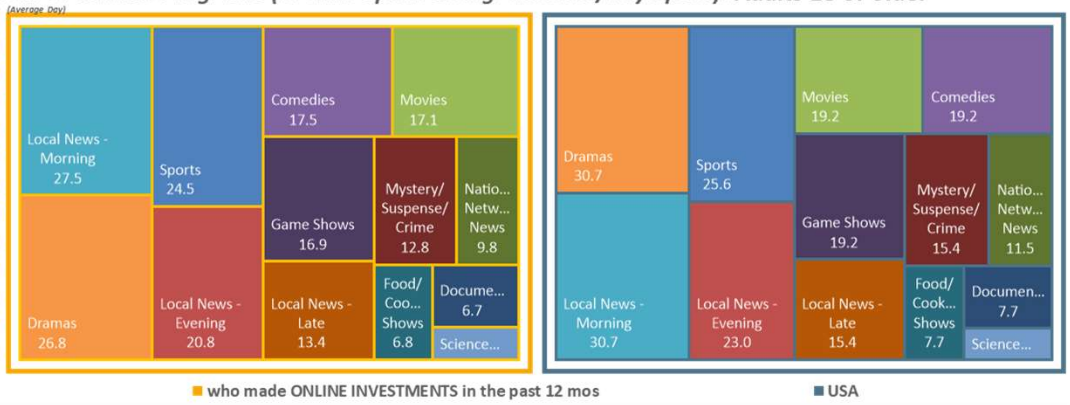
Past 12 mos Online INVESTORS

45,277,559 or 63.4% of Adults 18 or older who made ONLINE INVESTMENTS in the past 12 mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Comedies, Local News - Morning, and Dramas.

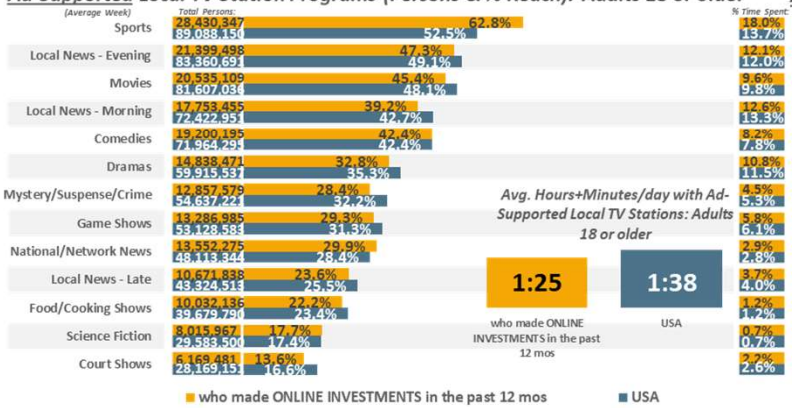
Local TV Station Programs (Persons & % Reach): Adults 18 or older



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



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



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



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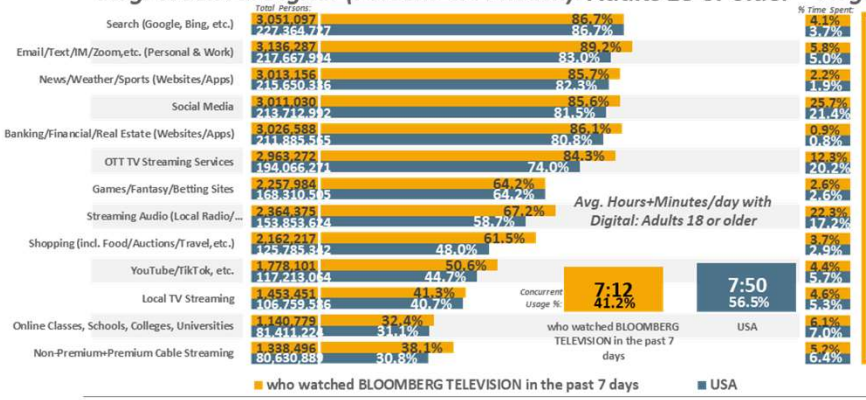
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Professional services used by HHLD past 12 months (HHLD): Online investing/stock trading

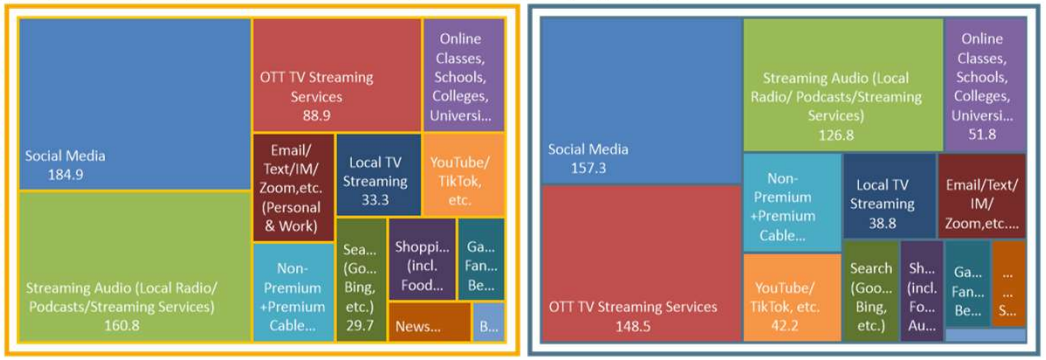
Bloomberg TELEVISION

2,737,623 or 77.8% of Adults 18 or older who watched BLOOMBERG TELEVISION in the past 7 days use Ad-Supported Social Media for an average of 170.1 minutes every day representing 29.8% of all time spent daily with Ad-Supported Digital Media.

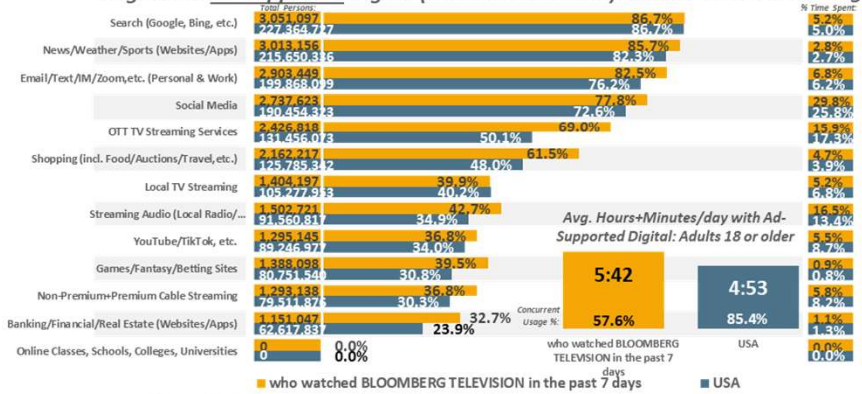
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



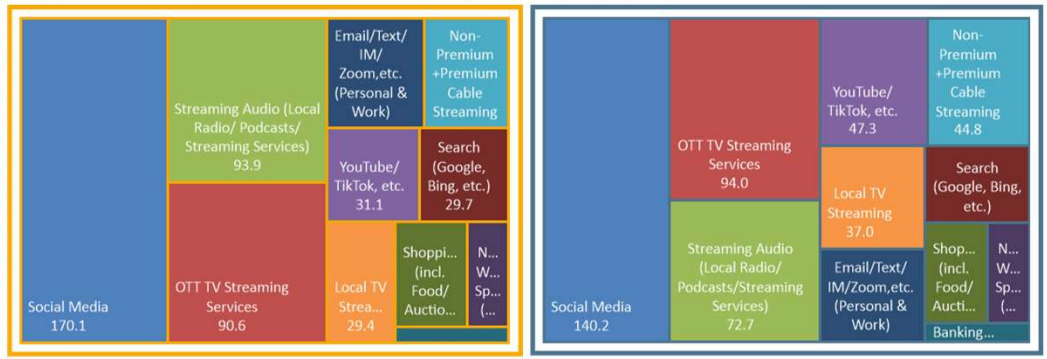
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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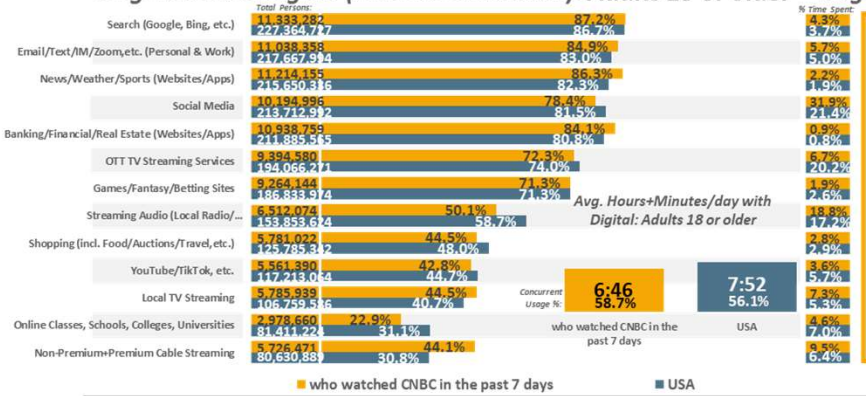
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

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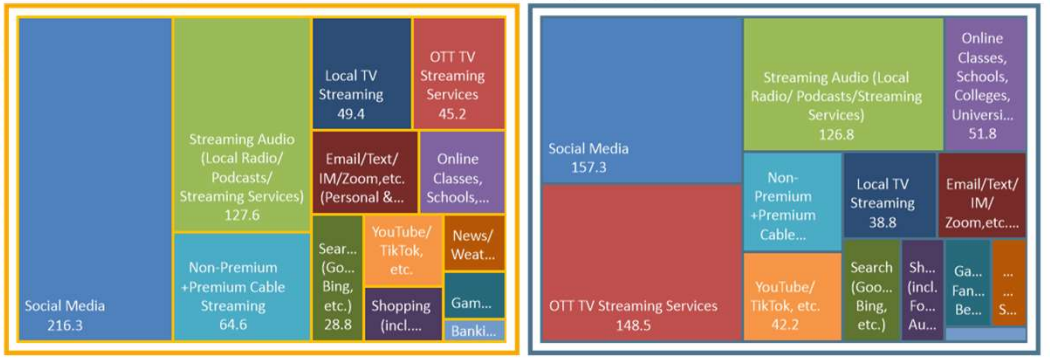
Cable networks/stations watched past 7 days: Bloomberg Television

9,167,370 or 70.5% of Adults 18 or older who watched CNBC in the past 7 days use Ad-Supported Social Media for an average of 199. minutes every day representing 33.7% of all time spent daily with Ad-Supported Digital Media.

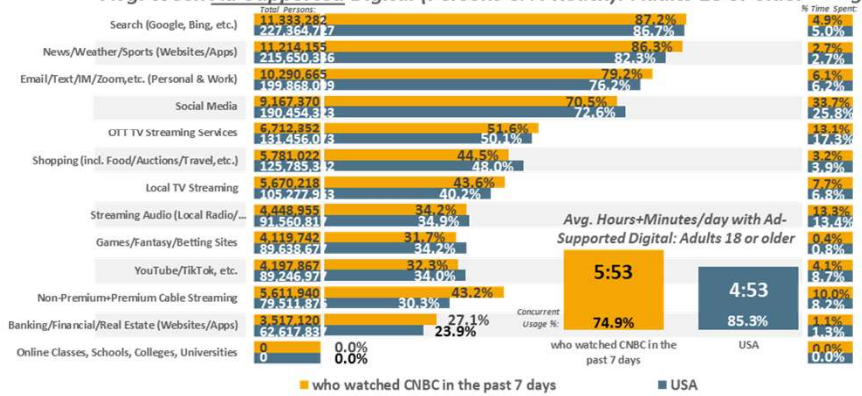
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



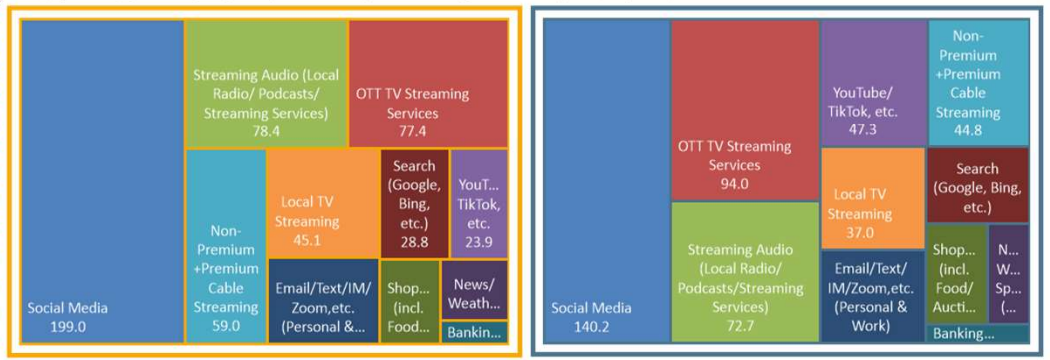
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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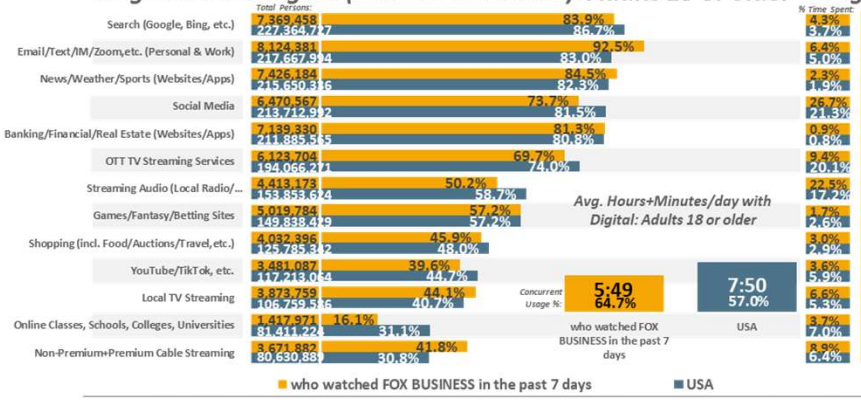
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

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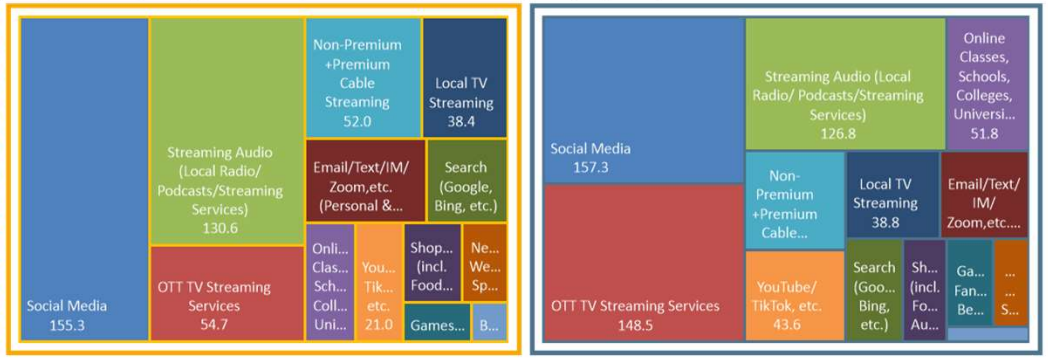
Cable networks/stations watched past 7 days: CNBC

5,768,998 or 65.7% of Adults 18 or older who watched FOX BUSINESS in the past 7 days use Ad-Supported Social Media for an average of 142.9 minutes every day representing 29.1% of all time spent daily with Ad-Supported Digital Media.

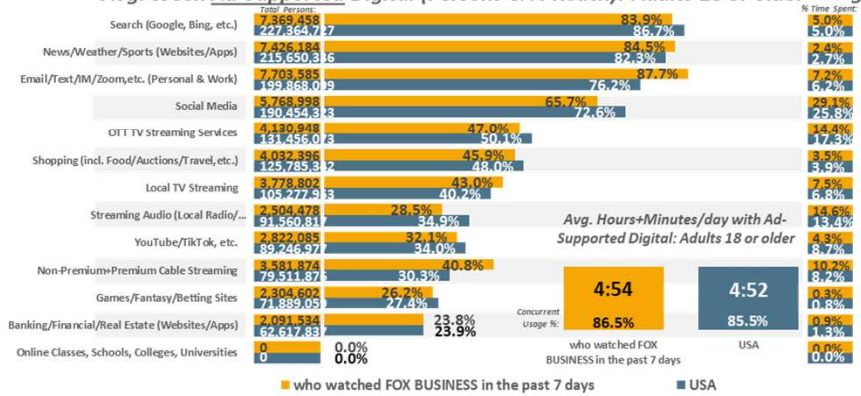
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



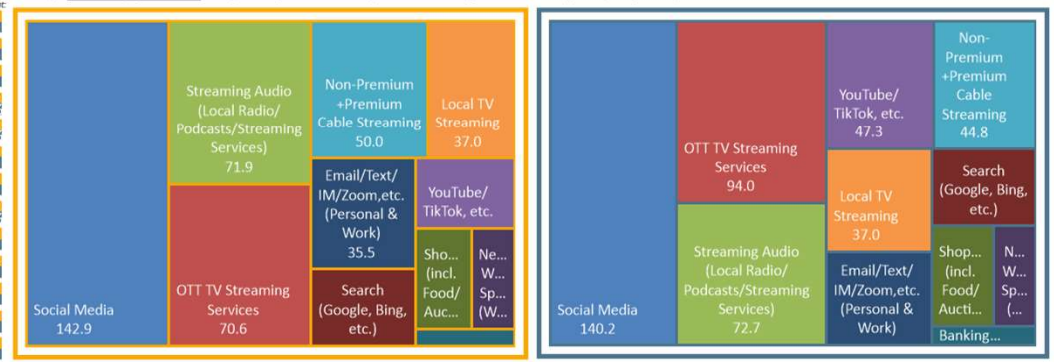
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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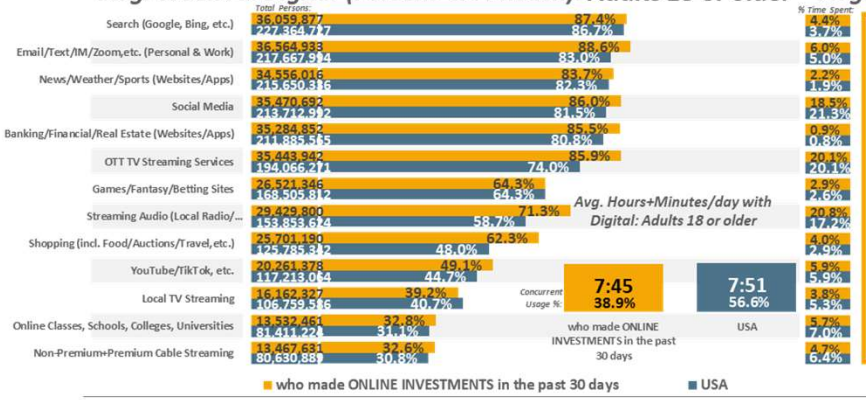
Cable networks/stations watched past 7 days: FOX Business Network



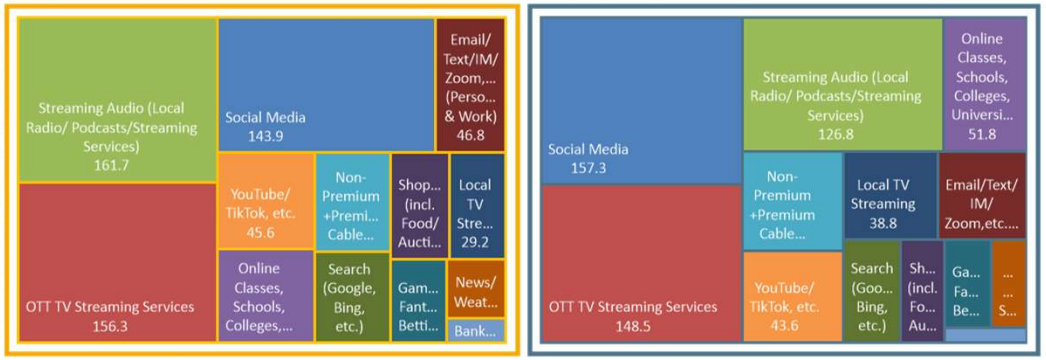
Past 30 days Online INVESTORS

30,796,396 or 74.6% of Adults 18 or older who made ONLINE INVESTMENTS in the past 30 days use Ad-Supported Social Media for an average of 132.4 minutes every day representing 22.7% of all time spent daily with Ad-Supported Digital Media.

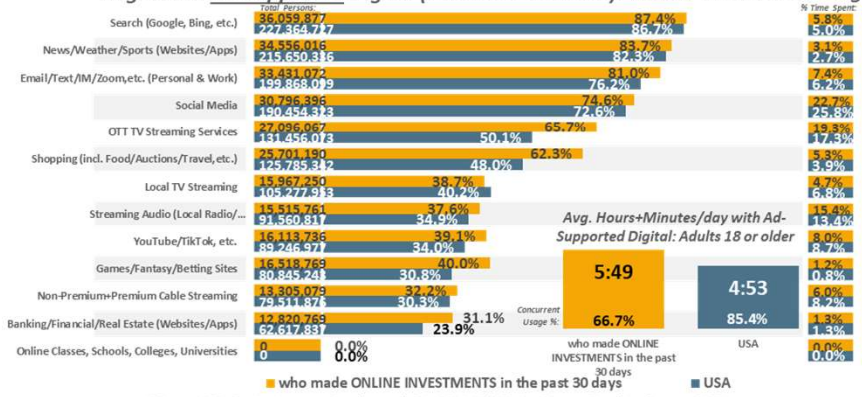
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



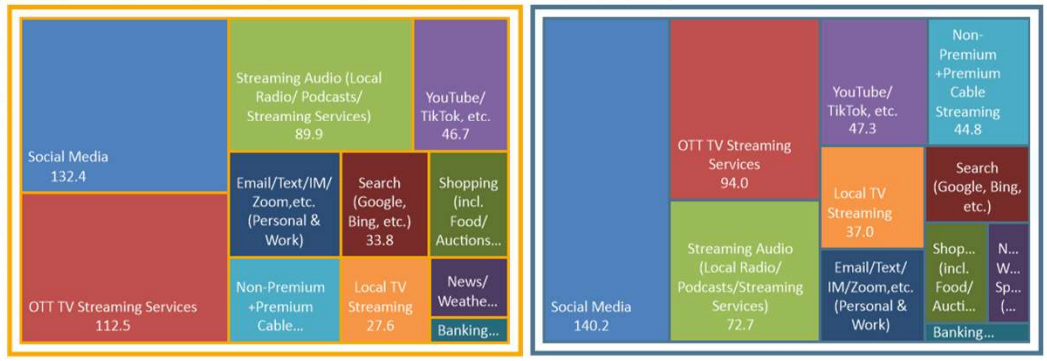
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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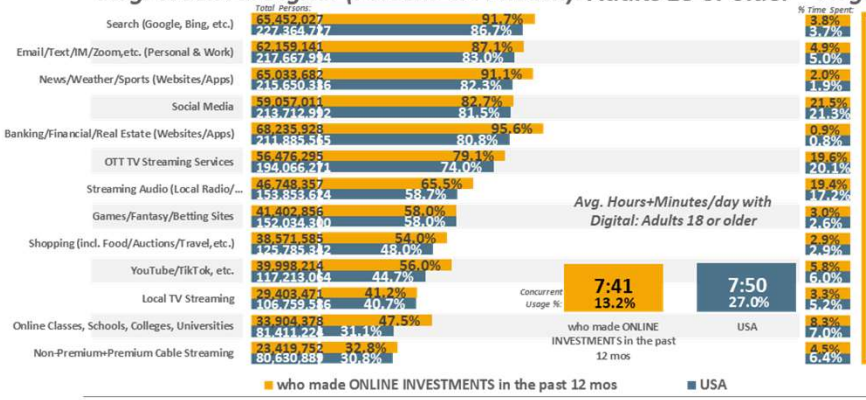
Ways used Internet/apps past 30 days on any device:Finance/Legal/Real estate: Online investing/stock trading



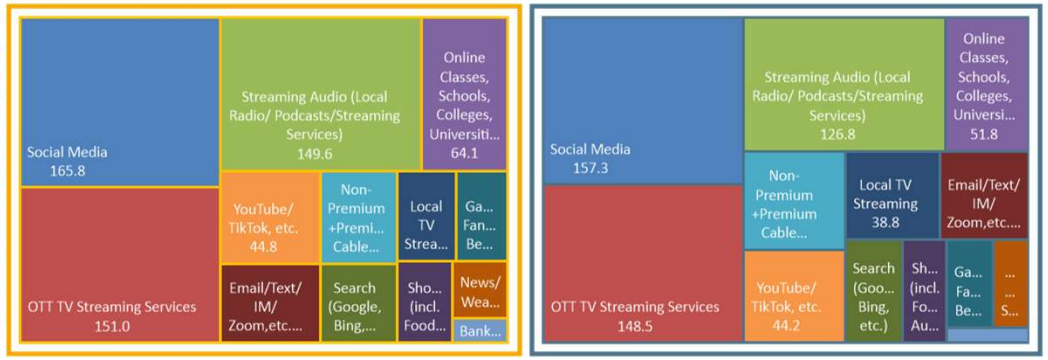
Past 12 mos Online INVESTORS

48,692,267 or 68.2% of Adults 18 or older who made ONLINE INVESTMENTS in the past 12 mos use Ad-Supported Social Media for an average of 136.7 minutes every day representing 25.5% of all time spent daily with Ad-Supported Digital Media.

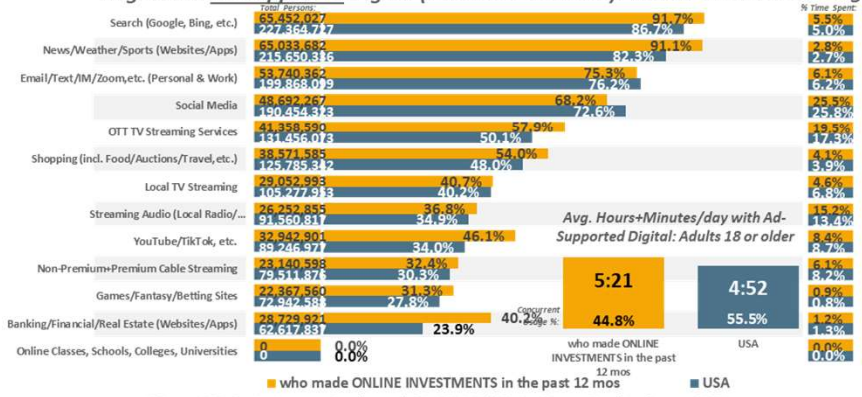
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



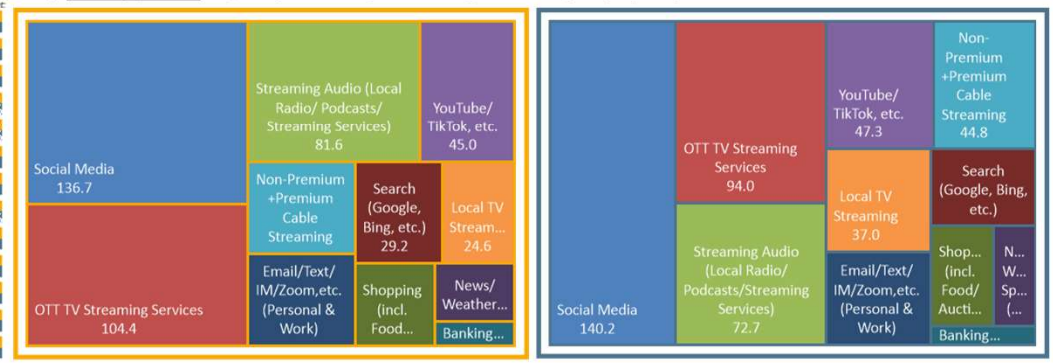
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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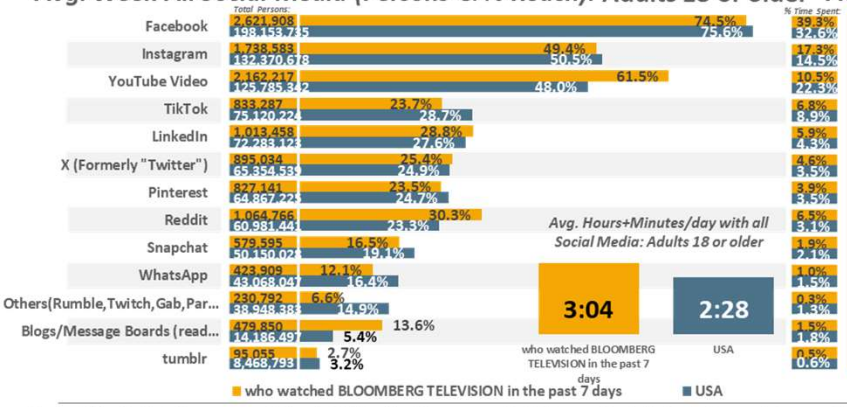
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Professional services used by HHLD past 12 months (HHLD): Online investing/stock trading

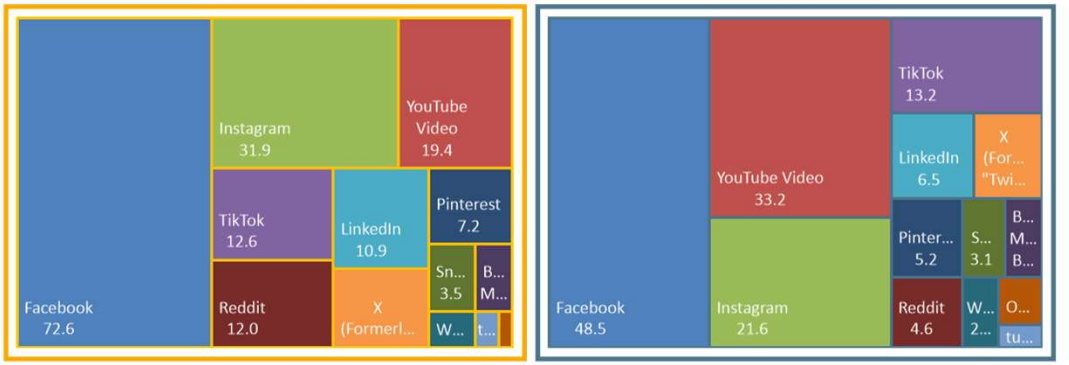
Bloomberg TELEVISION

2,621,908 or 74.5% of Adults 18 or older who watched BLOOMBERG TELEVISION in the past 7 days use Ad-Supported Facebook for an average of 68.2 minutes every day representing 40.6% of all time spent daily with Ad-Supported Social Media.

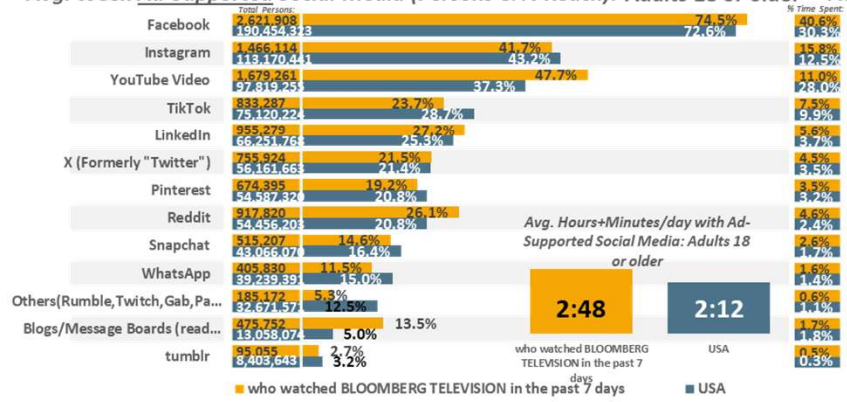
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



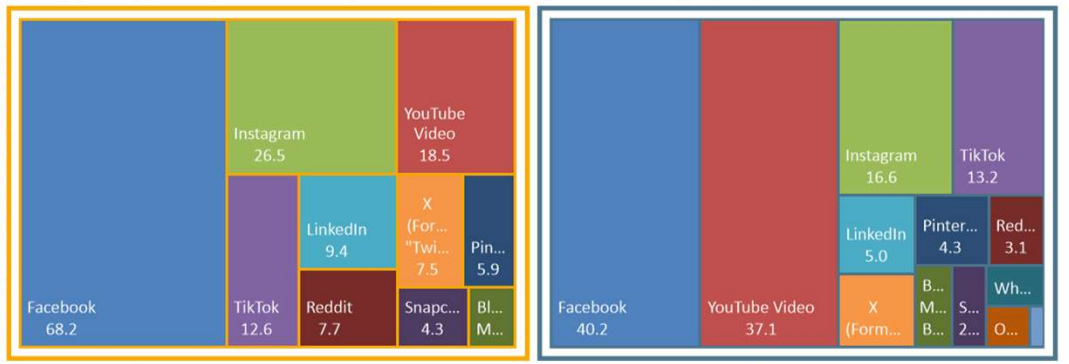
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 9,881

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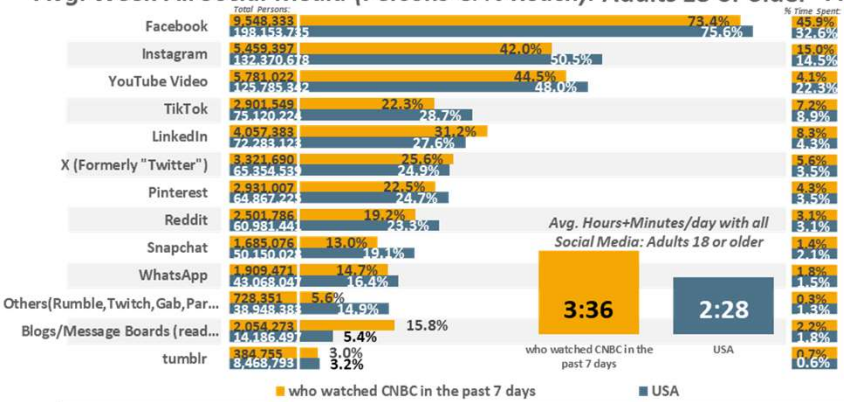
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

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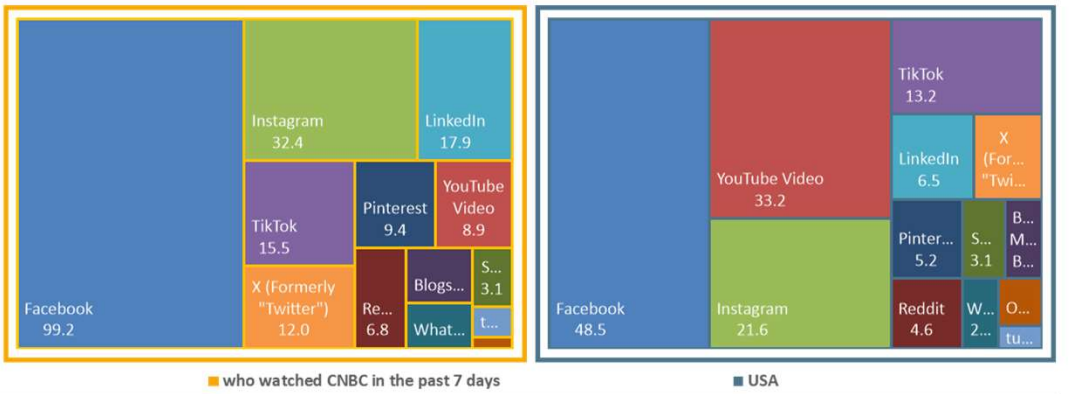
Cable networks/stations watched past 7 days: Bloomberg Television

9,167,370 or 70.5% of Adults 18 or older who watched CNBC in the past 7 days use Ad-Supported Facebook for an average of 87.1 minutes every day representing 44.8% of all time spent daily with Ad-Supported Social Media.

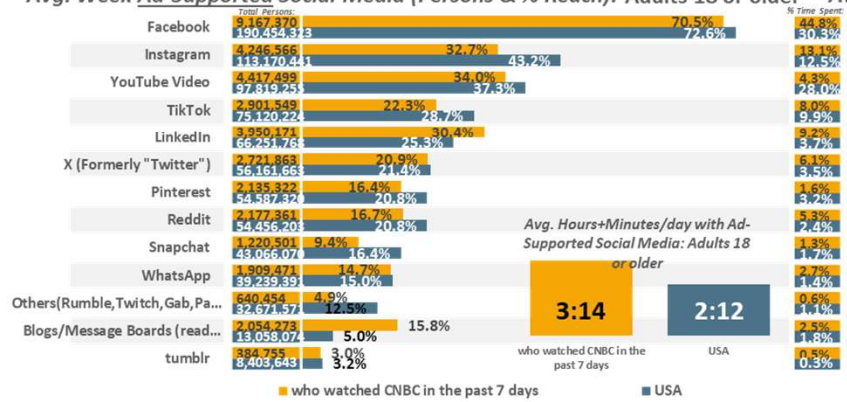
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



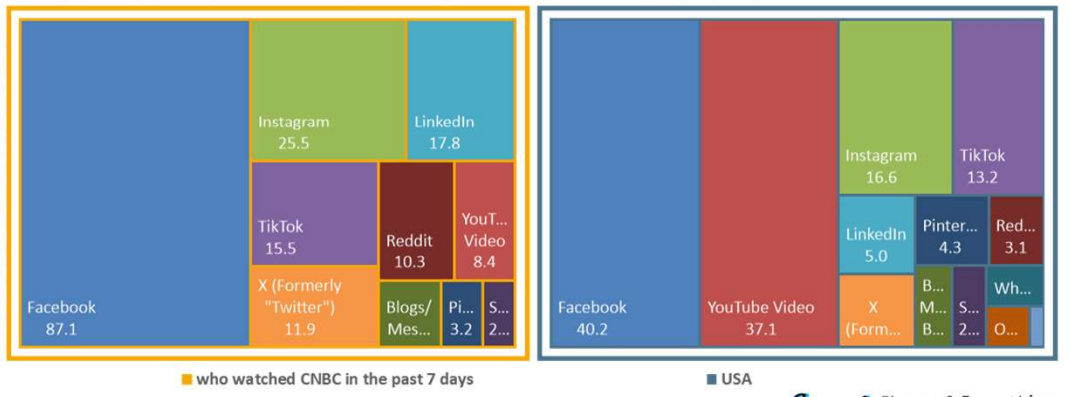
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 9,881

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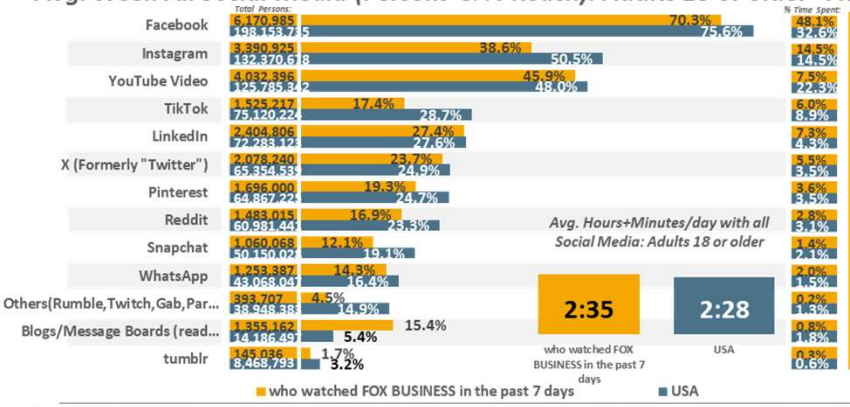
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

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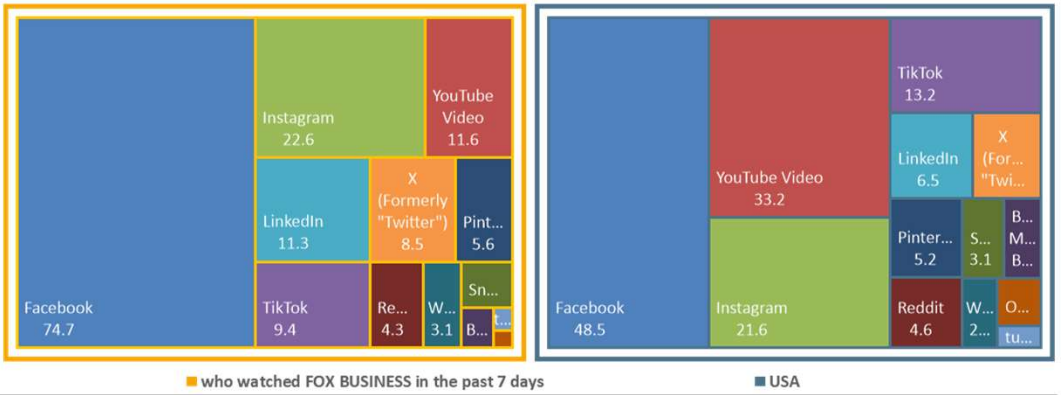
Cable networks/stations watched past 7 days: CNBC

5,768,998 or 65.7% of Adults 18 or older who watched FOX BUSINESS in the past 7 days use Ad-Supported Facebook for an average of 60.8 minutes every day representing 43.9% of all time spent daily with Ad-Supported Social Media.

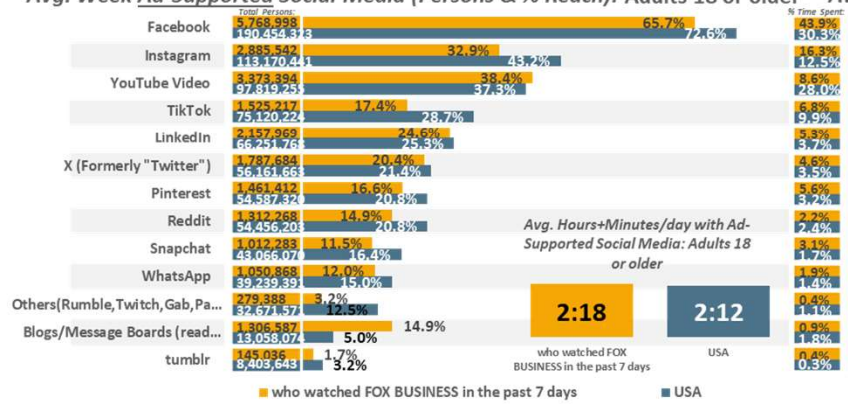
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



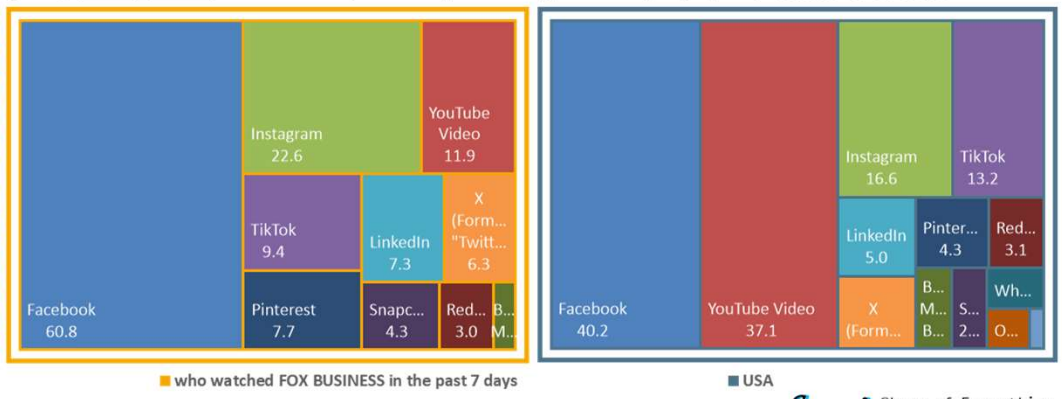
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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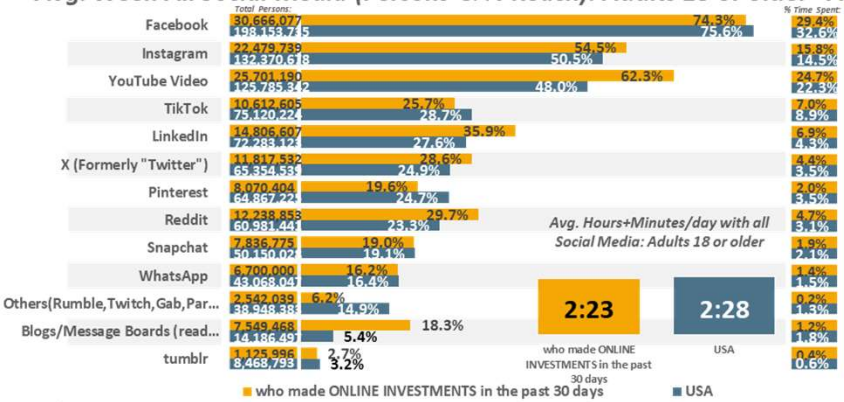
Cable networks/stations watched past 7 days: FOX Business Network



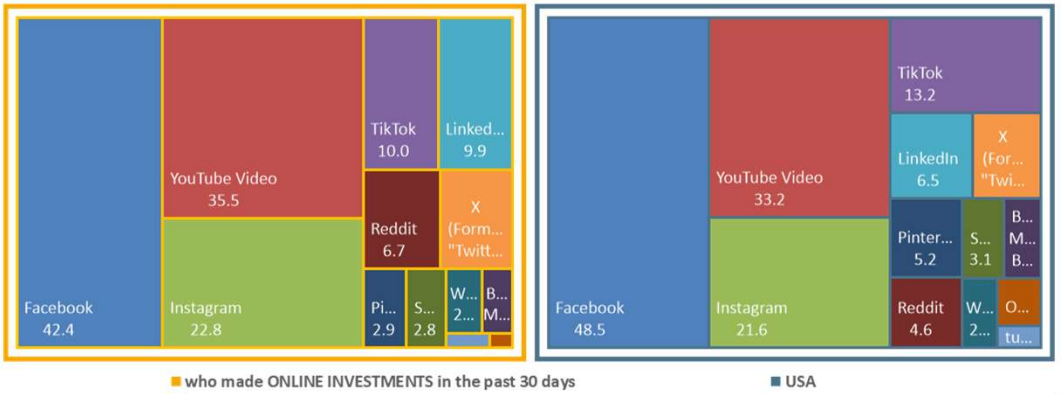
Past 30 days Online INVESTORS

30,666,077 or 74.3% of Adults 18 or older who made ONLINE INVESTMENTS in the past 30 days use Ad-Supported Facebook for an average of 37.7 minutes every day representing 30.4% of all time spent daily with Ad-Supported Social Media.

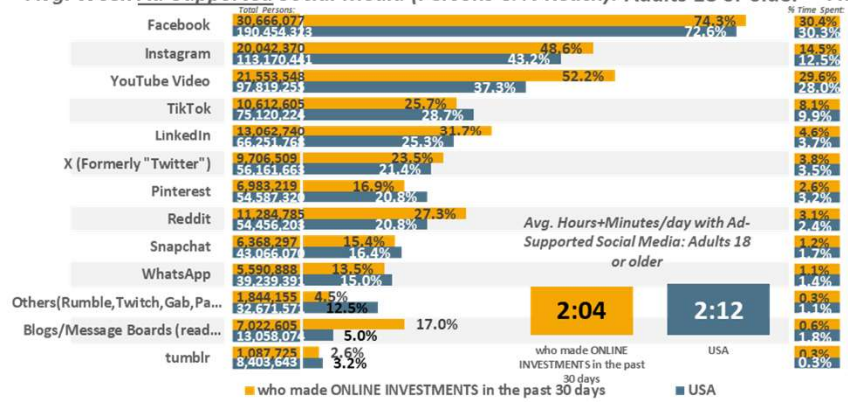
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



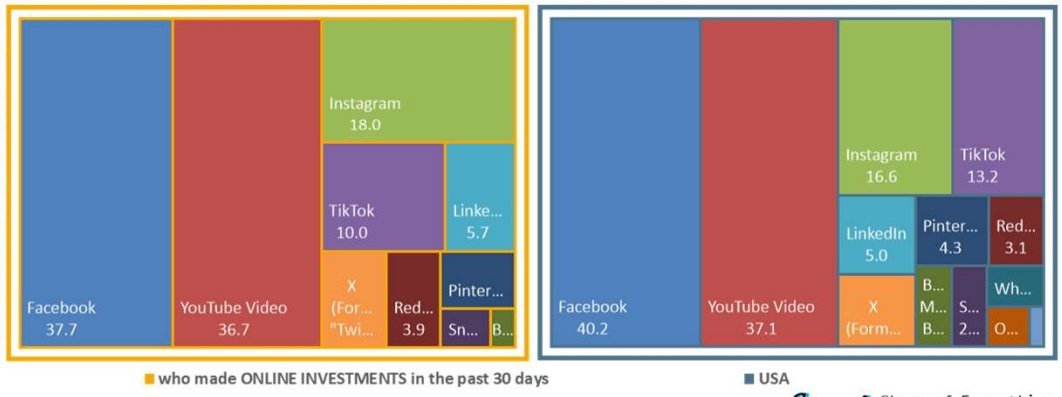
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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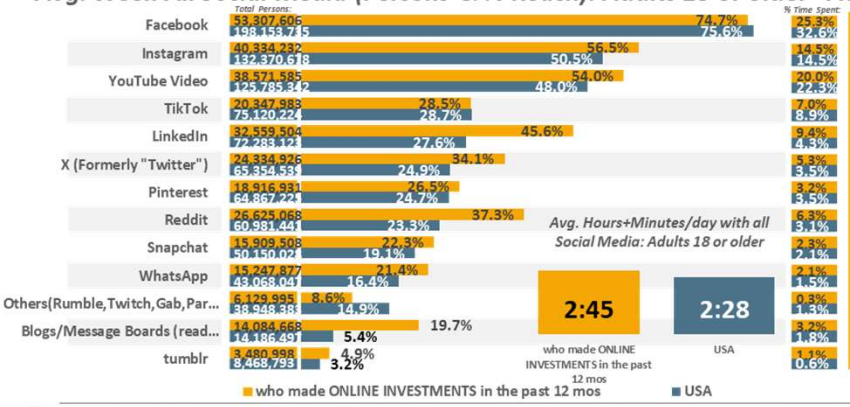
Ways used Internet/apps past 30 days on any device:Finance/Legal/Real estate: Online investing/stock trading



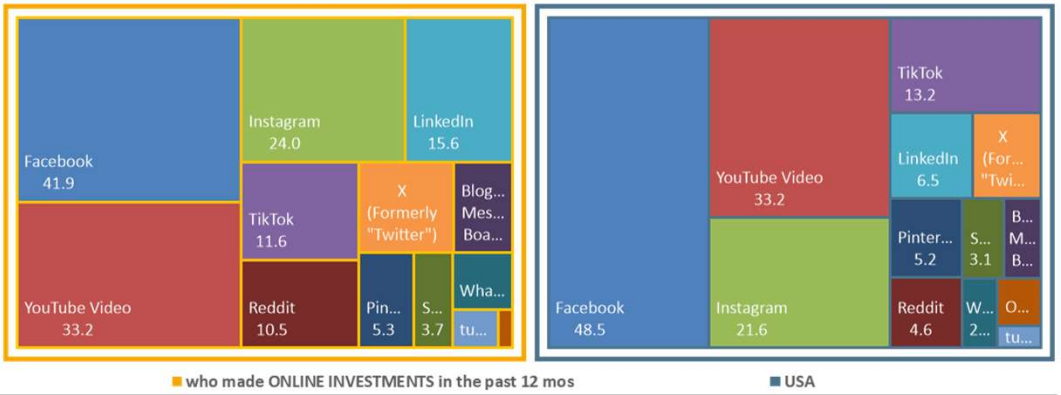
Past 12 mos Online INVESTORS

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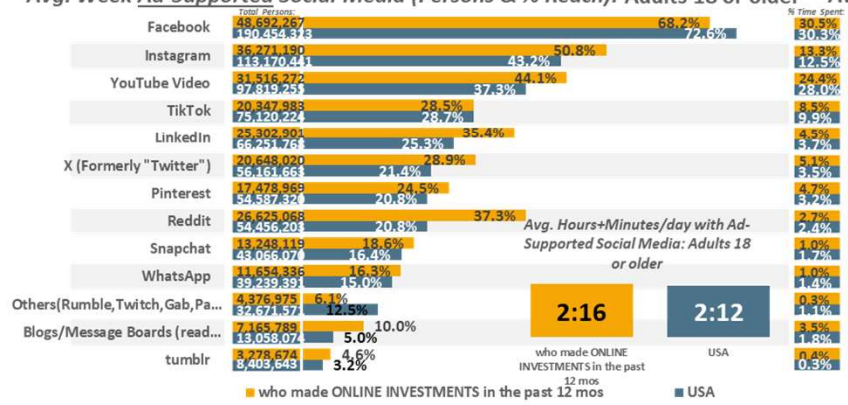
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



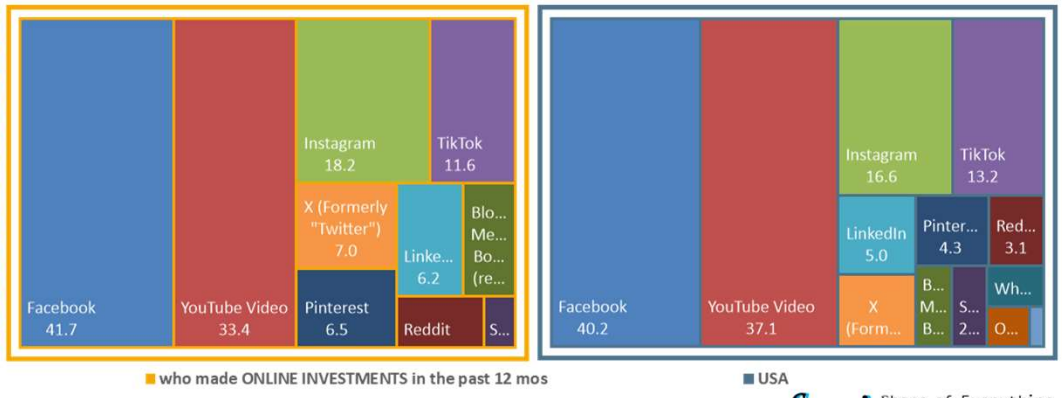
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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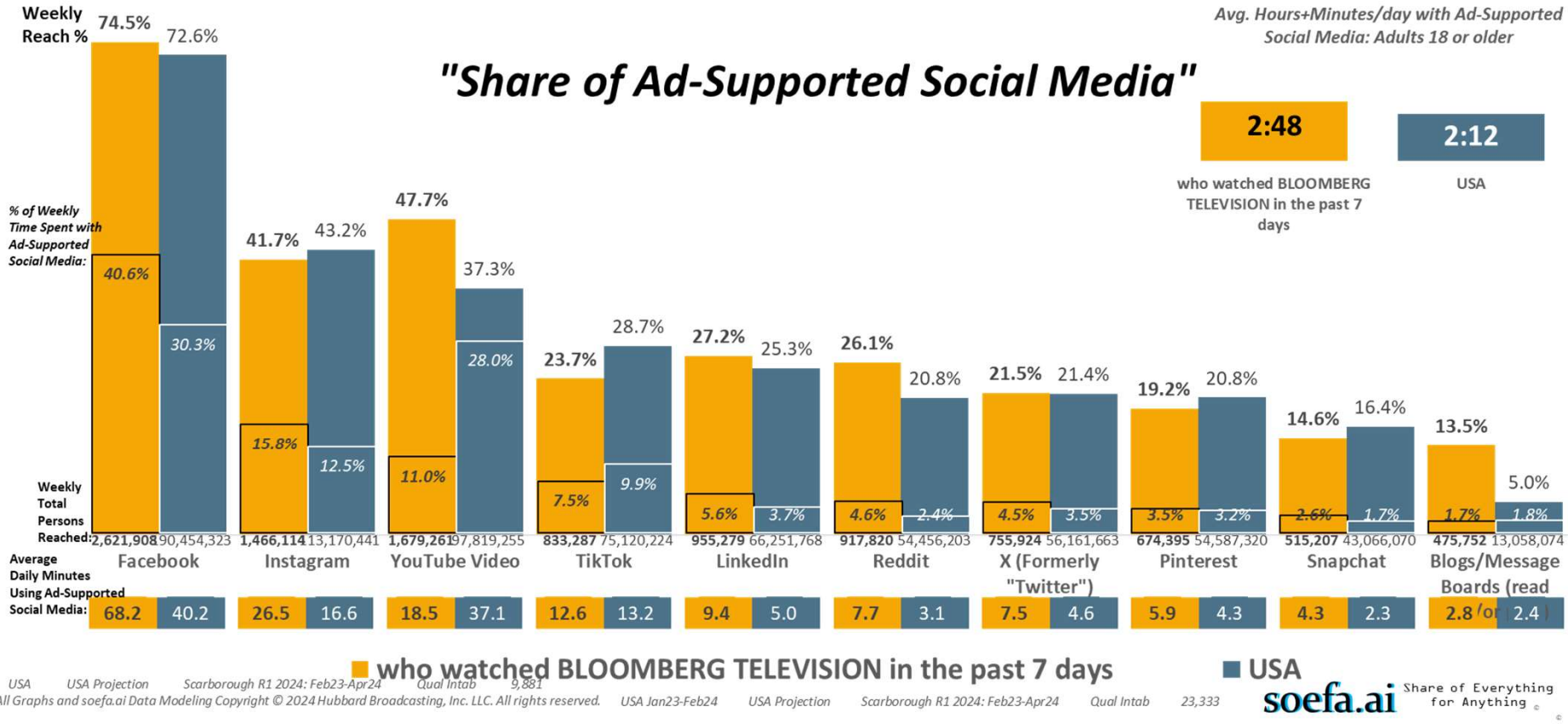
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Professional services used by HHLD past 12 months (HHLD): Online investing/stock trading

Bloomberg TELEVISION

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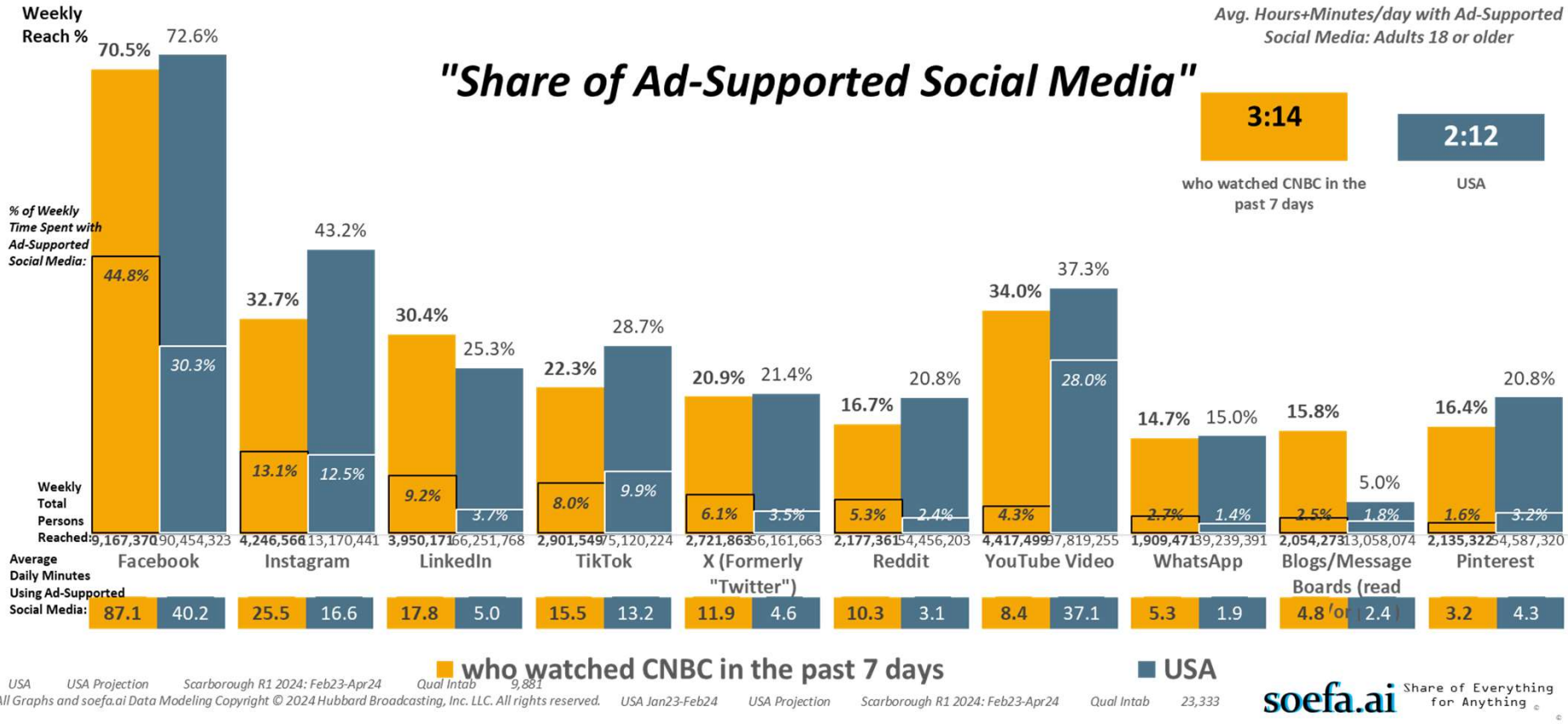
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Cable networks/stations watched past 7 days: Bloomberg Television

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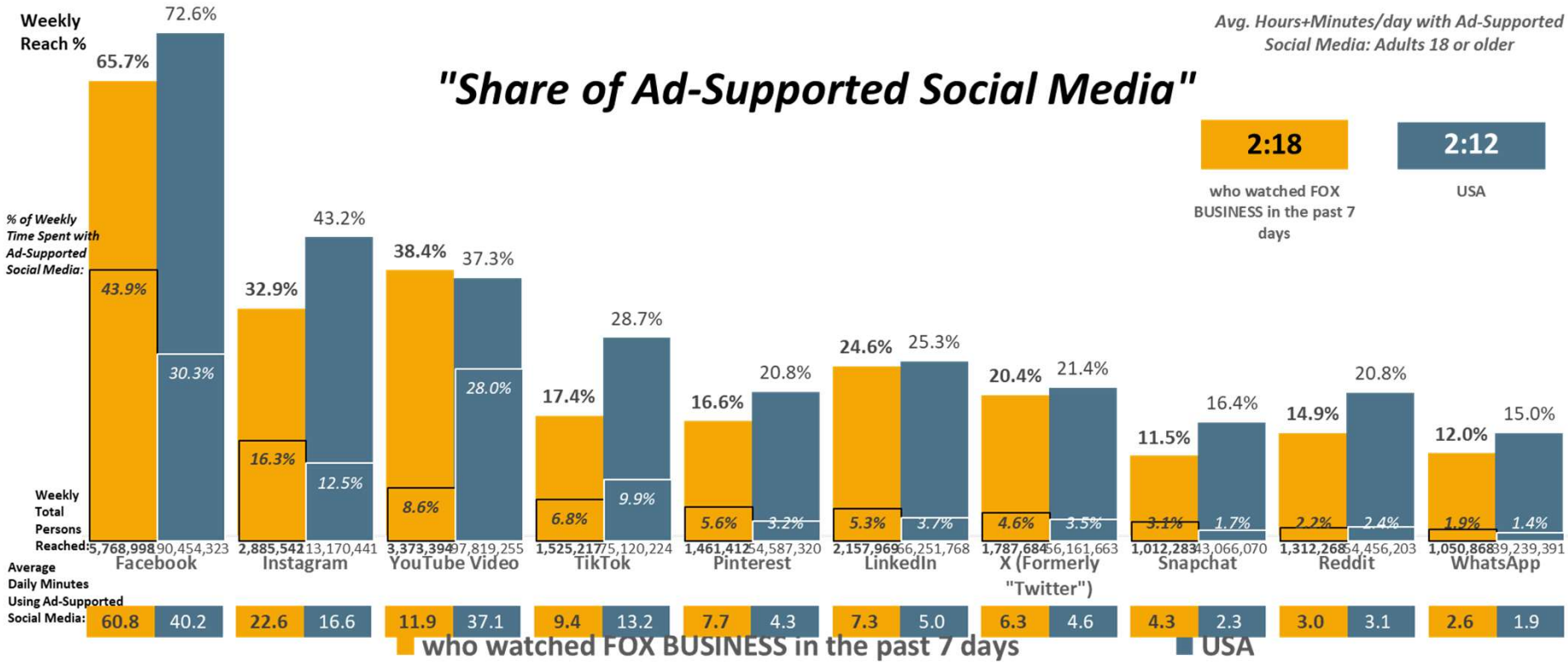
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Cable networks/stations watched past 7 days: FOX Business Network



Past 30 days Online INVESTORS

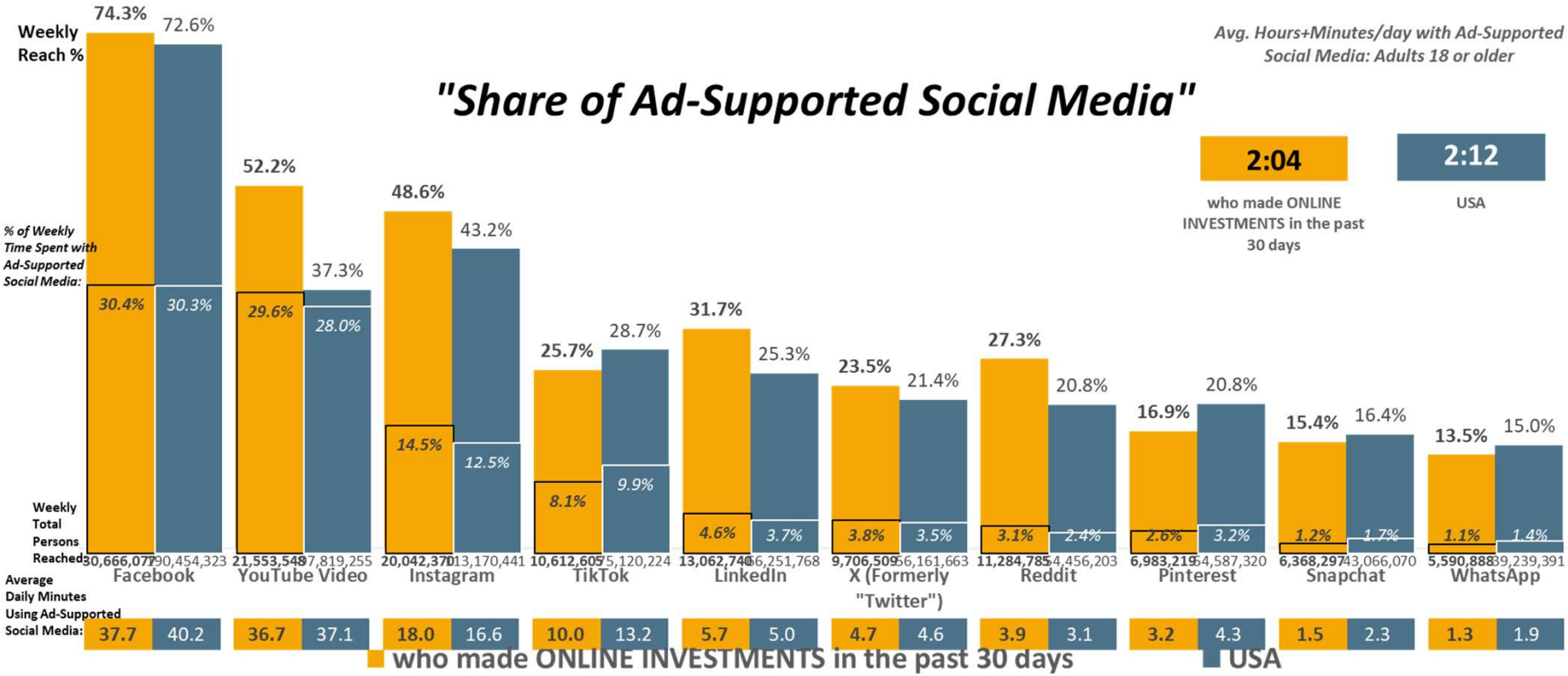
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"Share of Ad-Supported Social Media"

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

2:04 who made ONLINE INVESTMENTS in the past 30 days

2:12 USA



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 9,881

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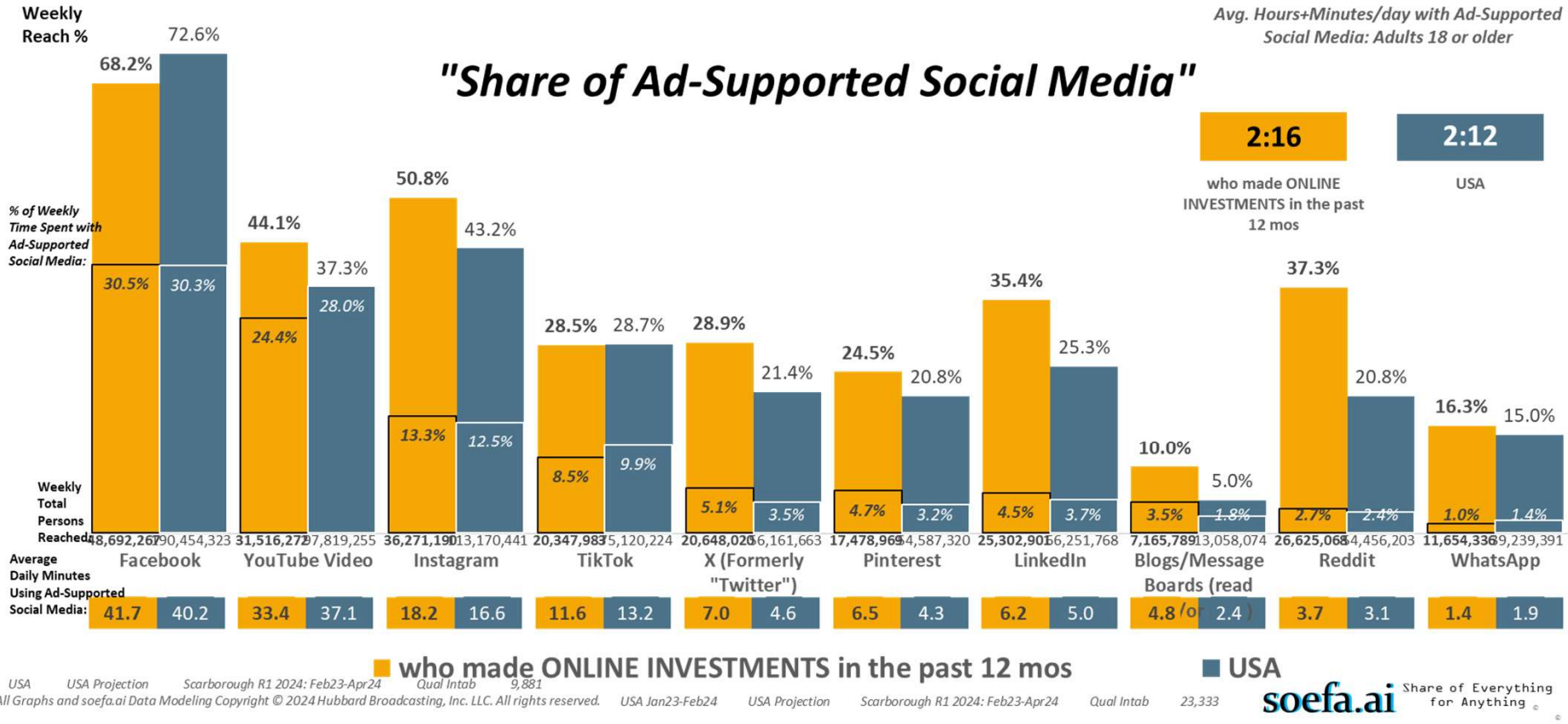
Ways used Internet/apps past 30 days on any device:Finance/Legal/Real estate: Online investing/stock trading



Past 12 mos Online

INVESTORS

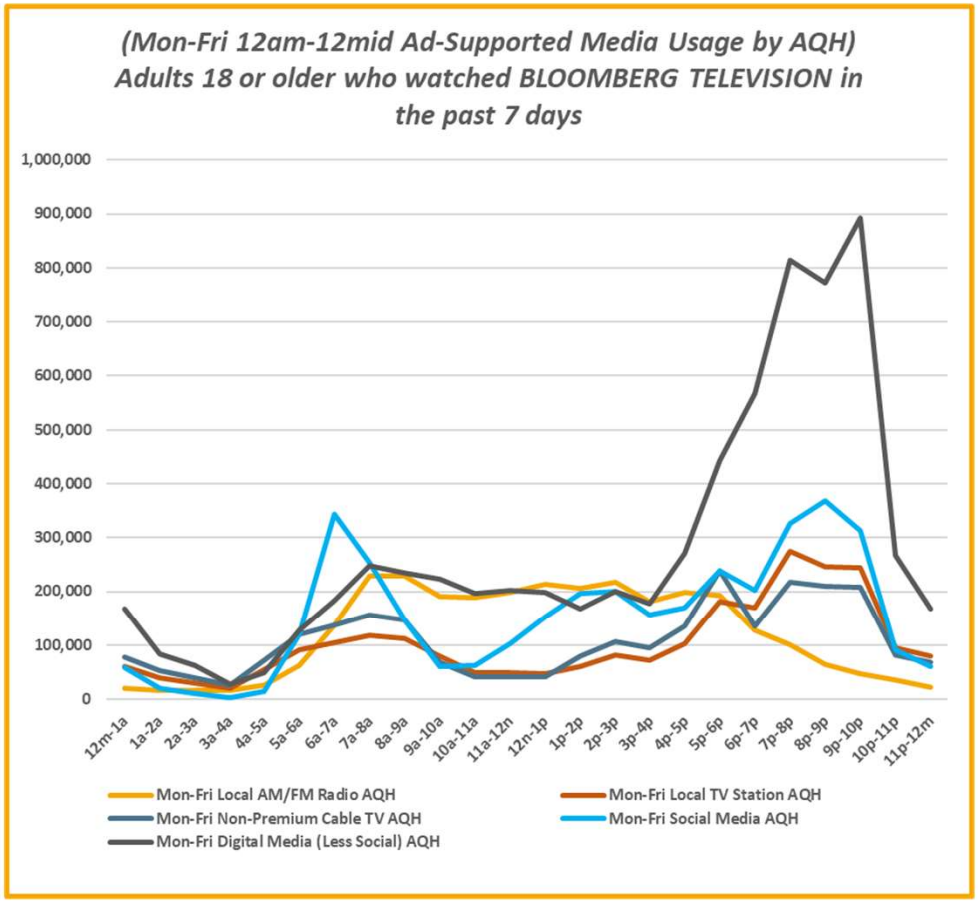
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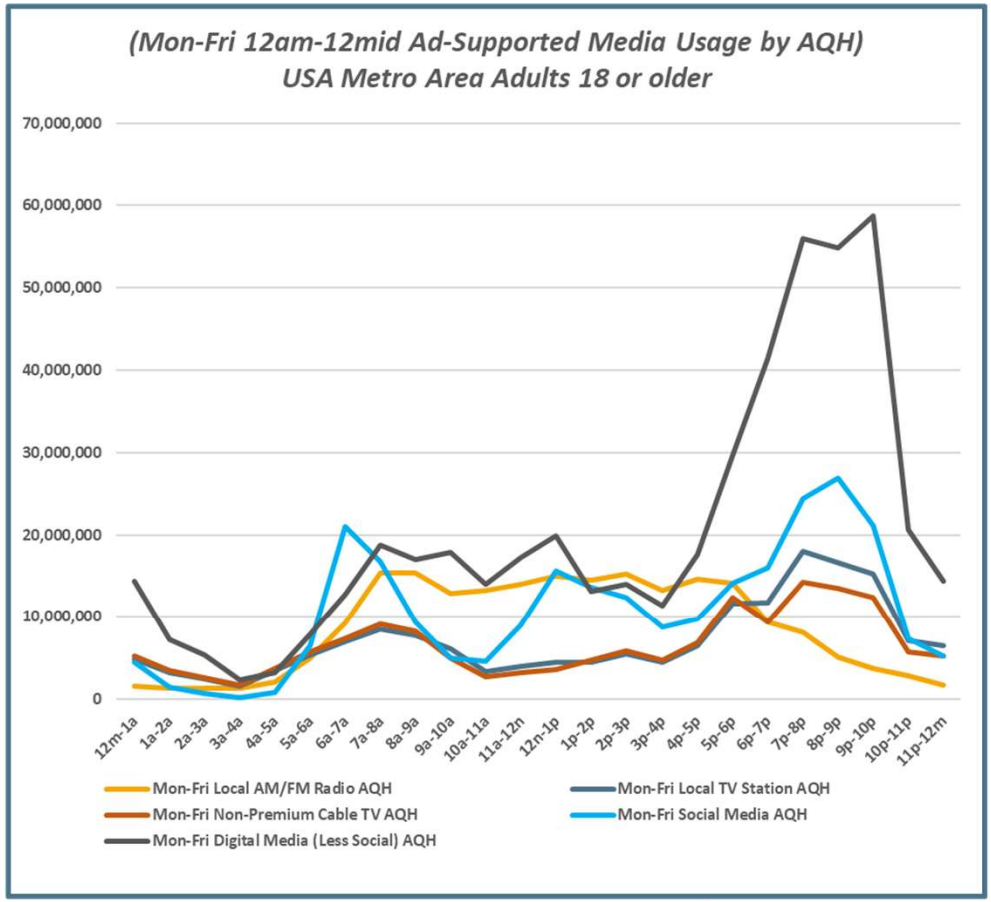


Professional services used by HHLD past 12 months (HHLD): Online investing/stock trading

Bloomberg TELEVISION

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 254,687; Local Radio: 193,170; Social Media: 175,643; Non-Prem. Cable: 109,267; Local TV: 94,330 reaching Adults 18 or older who watched BLOOMBERG TELEVISION in the past





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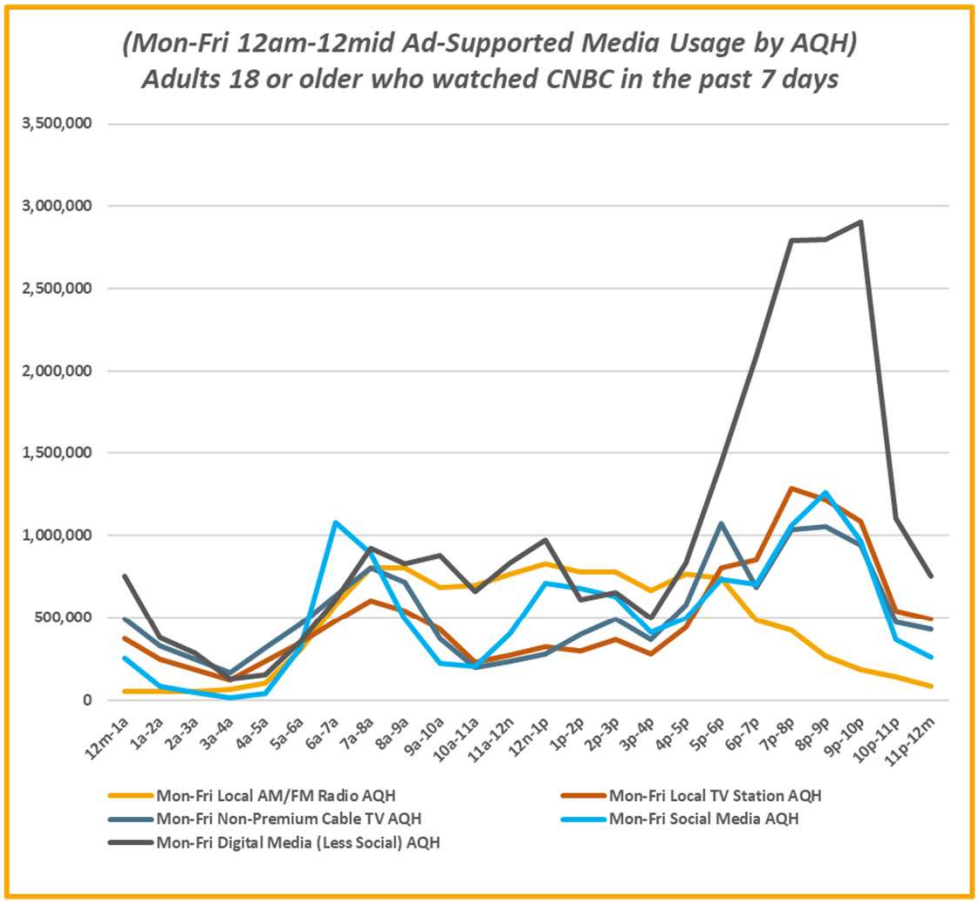
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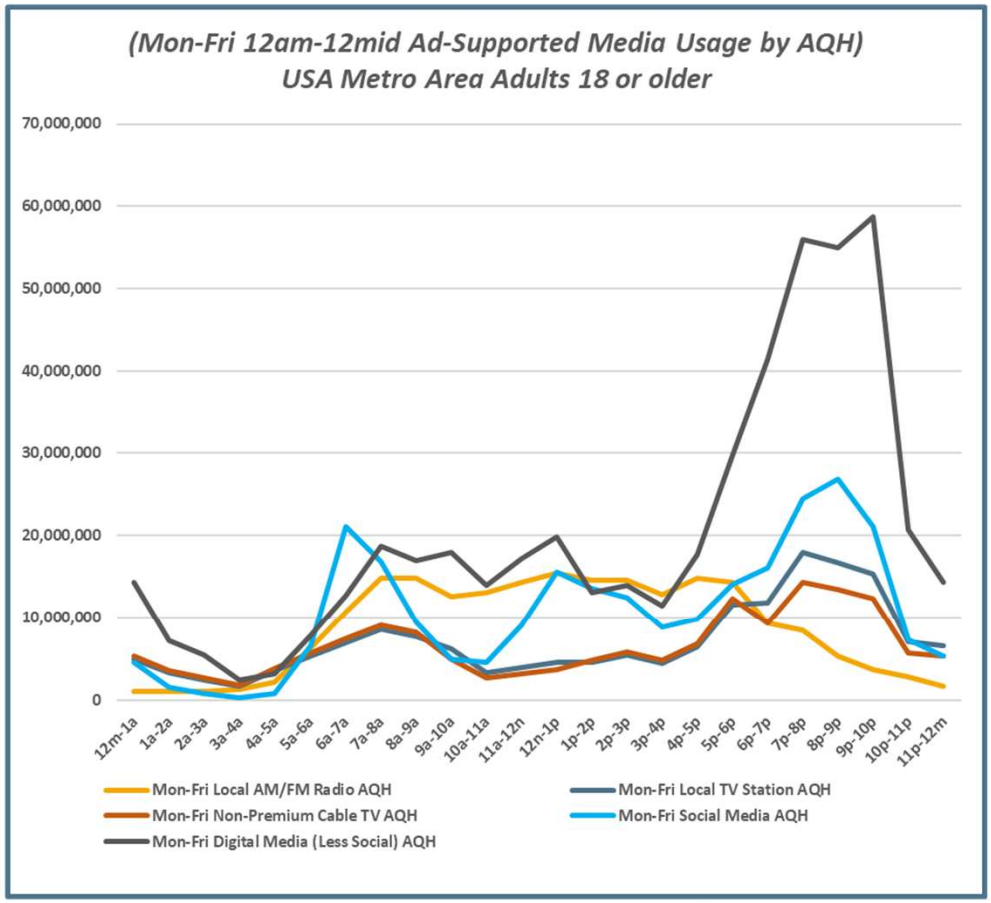
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Cable networks/stations watched past 7 days: Bloomberg Television

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 909,437; Local Radio: 721,053; Social Media: 587,075; Non-Prem. Cable: 524,367; Local TV: 453,423 reaching Adults 18 or older who watched CNBC in the past 7 days.





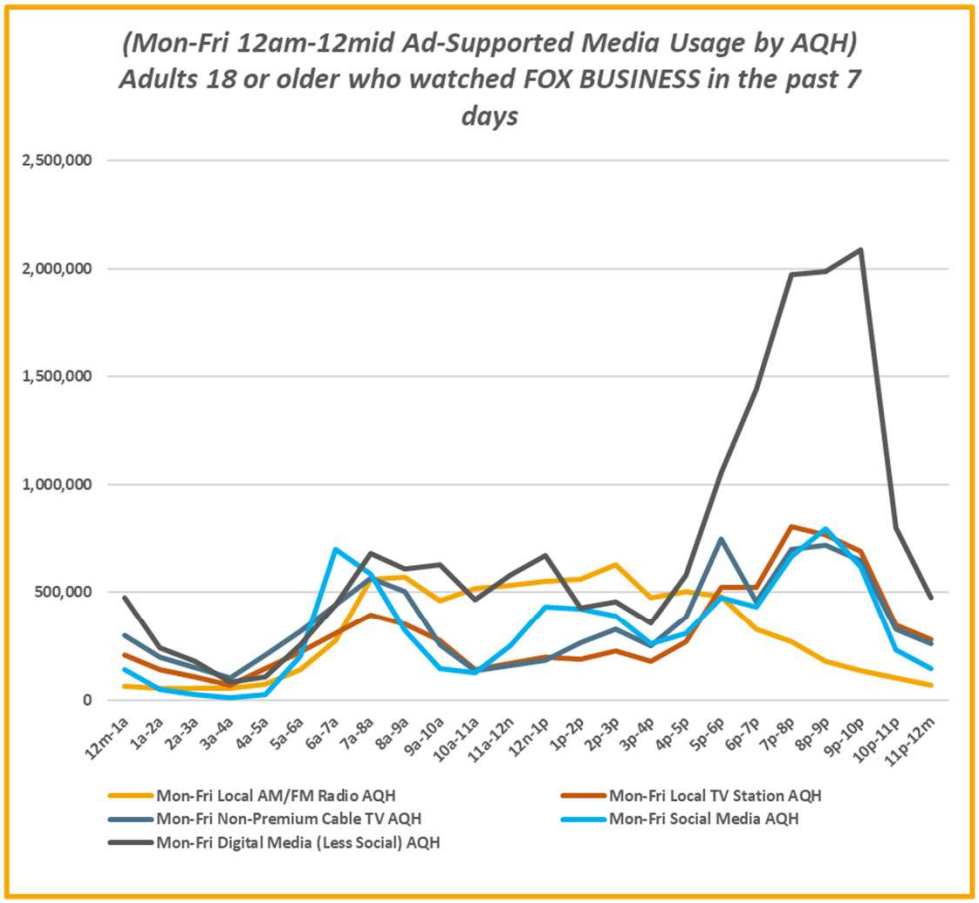
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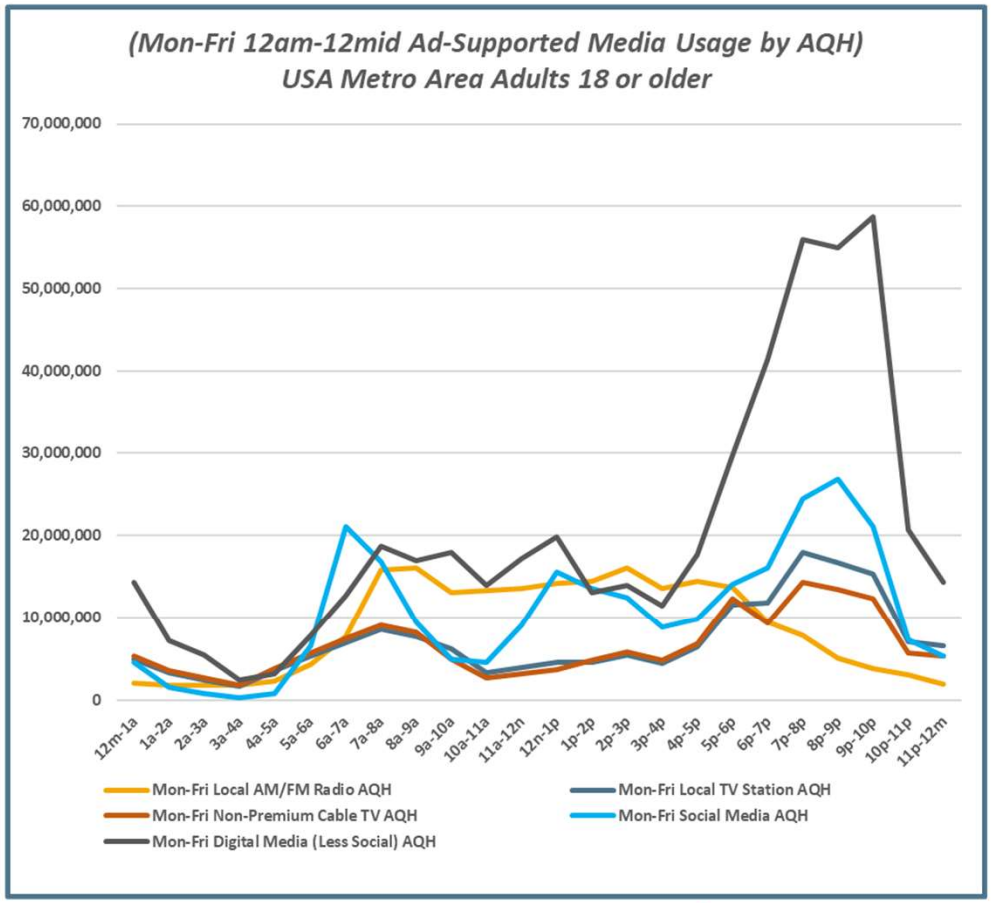
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Cable networks/stations watched past 7 days: CNBC

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 644,585; Local Radio: 495,109; Social Media: 371,569; Non-Prem. Cable: 358,429; Local TV: 286,832 reaching Adults 18 or older who watched FOX BUSINESS in the past 7 days.





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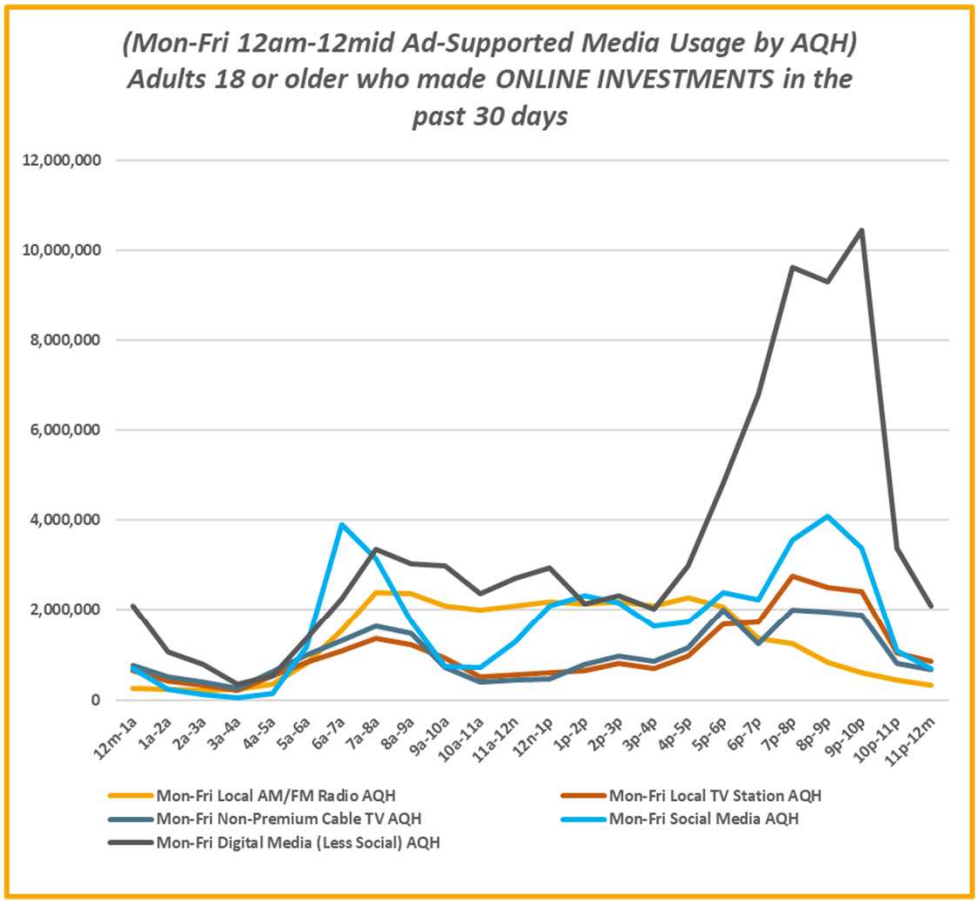
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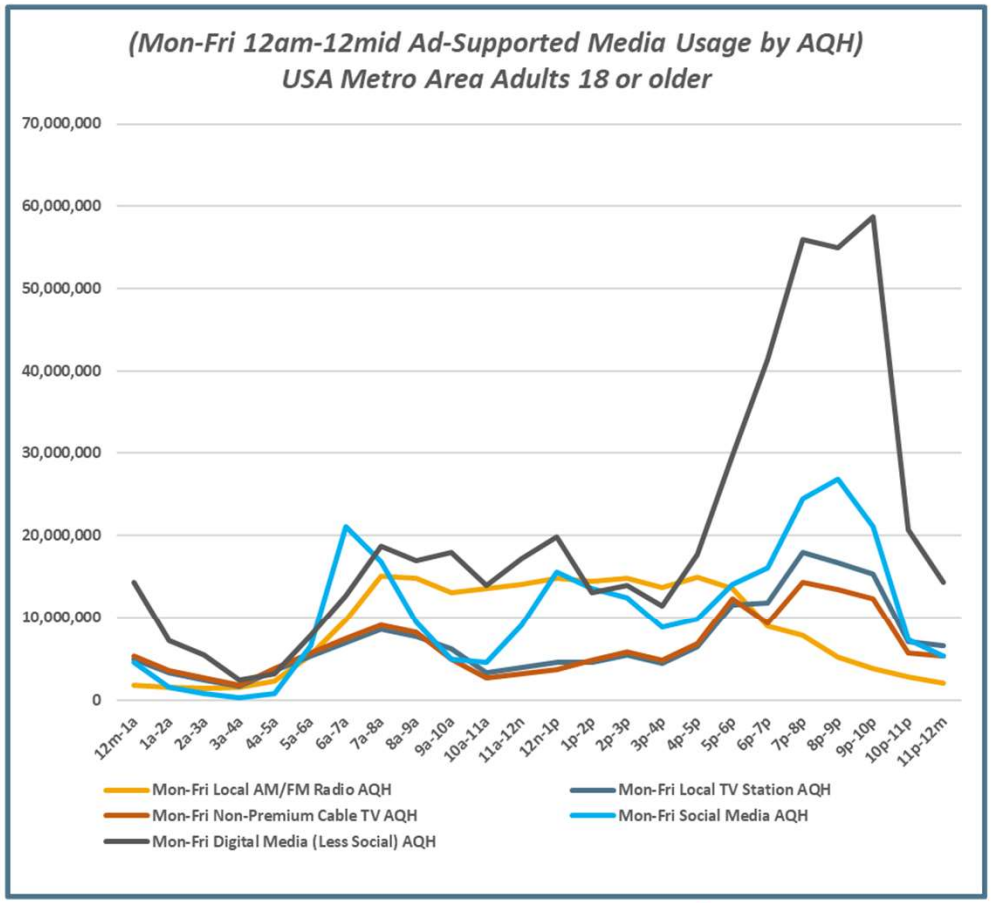
Cable networks/stations watched past 7 days: FOX Business Network



Past 30 days Online INVESTORS

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 3,134,779; Local Radio: 2,058,615; Social Media: 2,004,703; Non-Prem. Cable: 1,030,954; Local TV: 979,456 reaching Adults 18 or older who made ONLINE INVESTMENTS in the p





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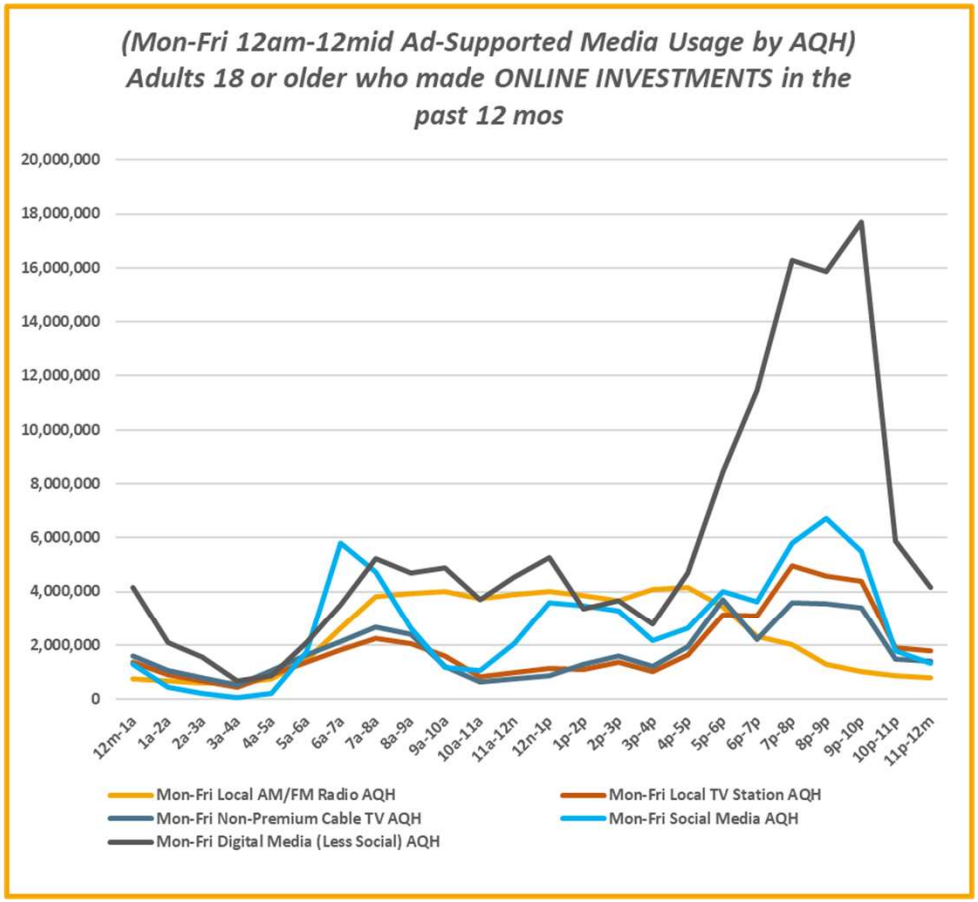
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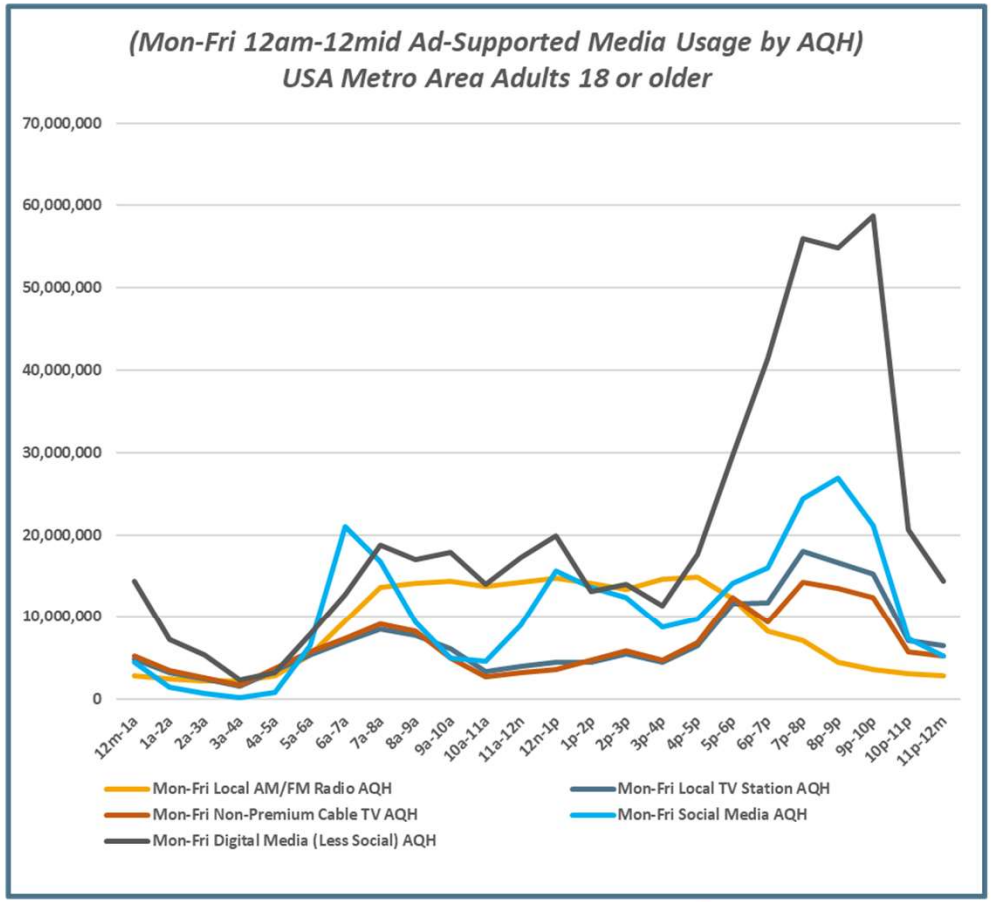
Ways used Internet/apps past 30 days on any device:Finance/Legal/Real estate: Online investing/stock trading



Past 12 mos Online INVESTORS

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 5,091,362; Local Radio: 3,648,860; Social Media: 3,087,647; Non-Prem. Cable: 1,746,462; Local TV: 1,692,432 reaching Adults 18 or older who made ONLINE INVESTMENTS in the





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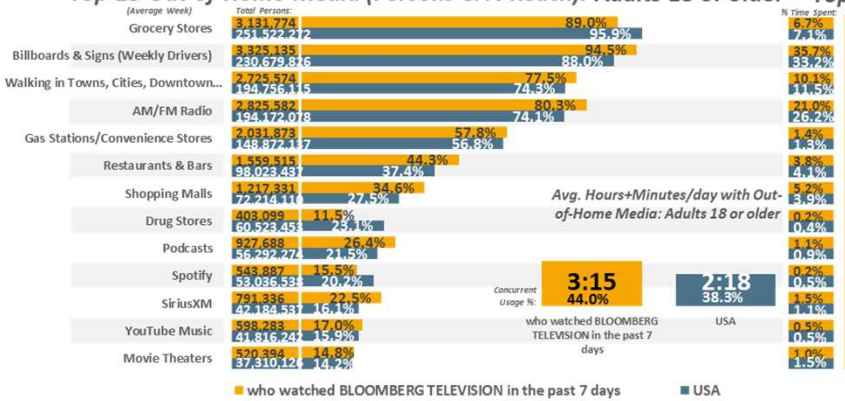
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Professional services used by HHLD past 12 months (HHLD): Online investing/stock trading

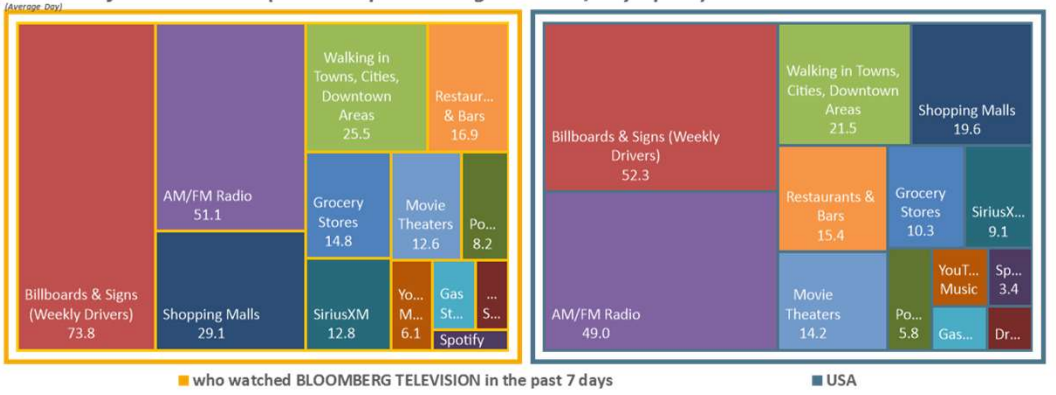
Bloomberg TELEVISION

3,325,135 or 94.5% of Adults 18 or older who watched BLOOMBERG TELEVISION in the past 7 days spend an average of 73.8 minutes per day driving, seeing Billboards and Signs. 73.6% Listen to Local Radio Stations Out-of-Home for an average of 43. minutes/day.

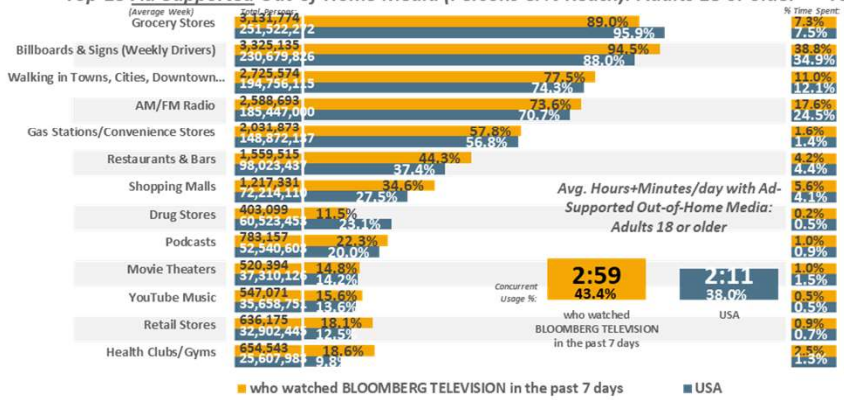
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



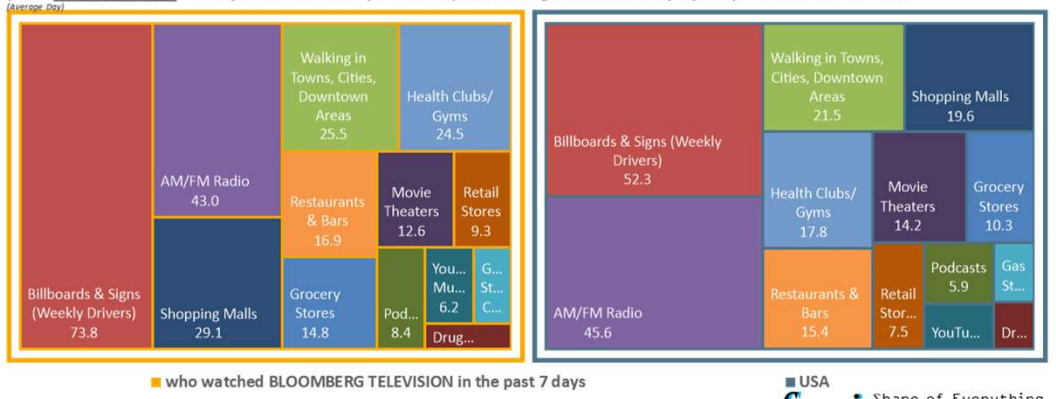
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 9,881

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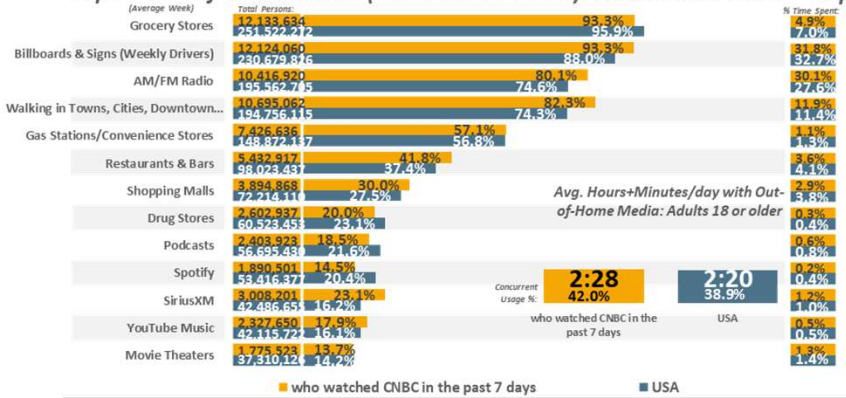
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

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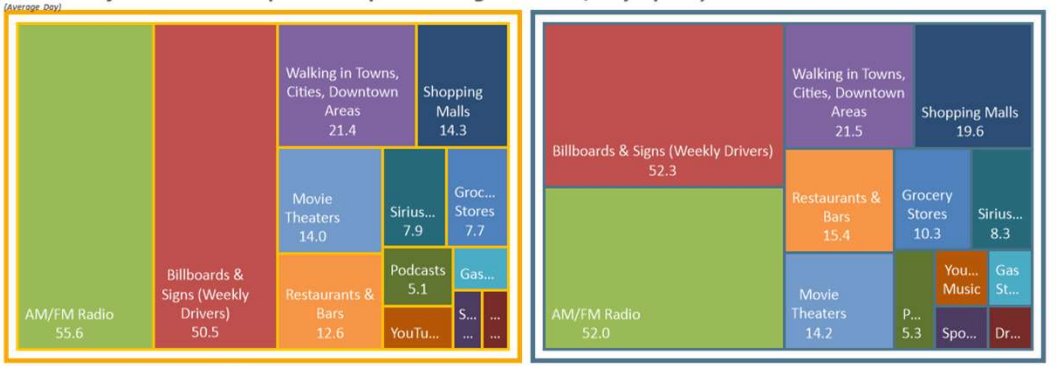
Cable networks/stations watched past 7 days: Bloomberg Television

12,124,060 or 93.3% of Adults 18 or older who watched CNBC in the past 7 days spend an average of 50.5 minutes per day driving, seeing Billboards and Signs. 75.7% Listen to Local Radio Stations Out-of-Home for an average of 49.7 minutes/day.

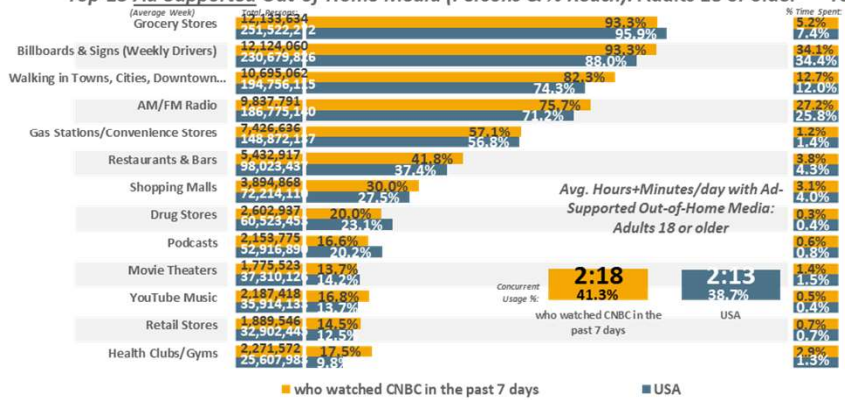
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



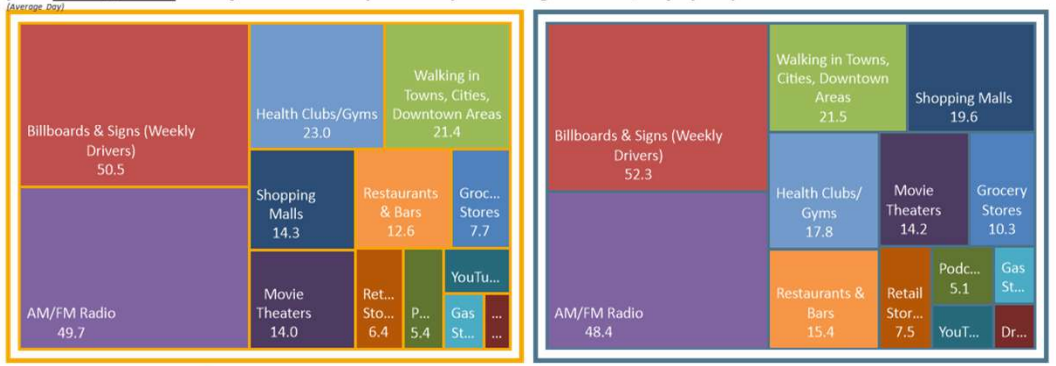
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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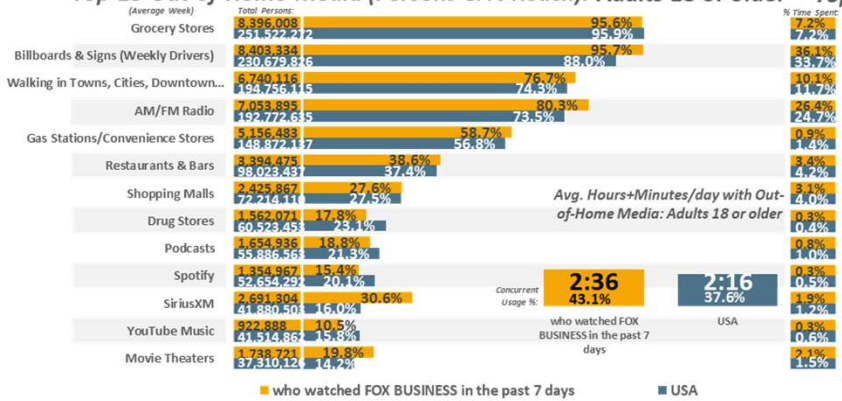
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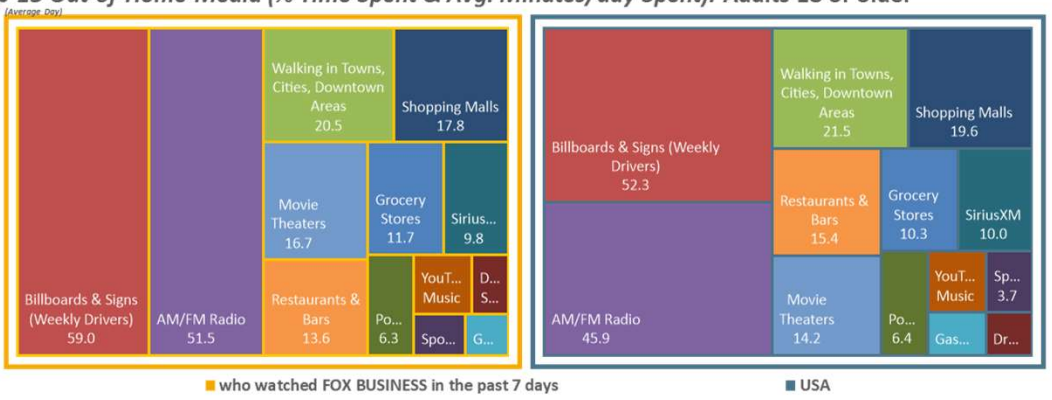
Cable networks/stations watched past 7 days: CNBC

8,403,334 or 95.7% of Adults 18 or older who watched FOX BUSINESS in the past 7 days spend an average of 59. minutes per day driving, seeing Billboards and Signs. 75.9% Listen to Local Radio Stations Out-of-Home for an average of 50.3 minutes/day.

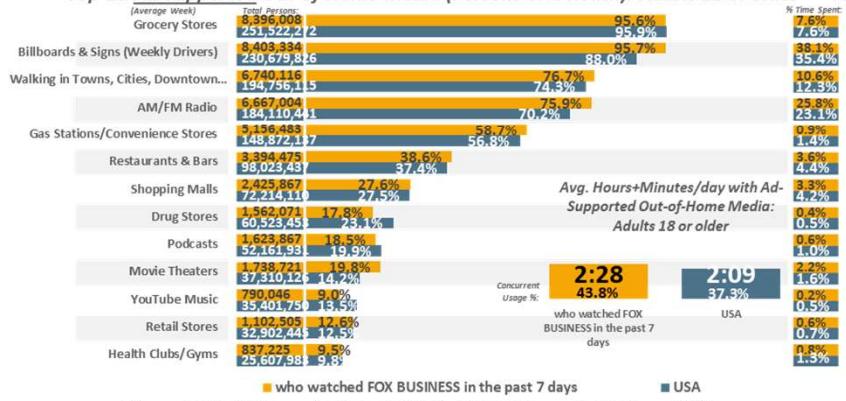
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



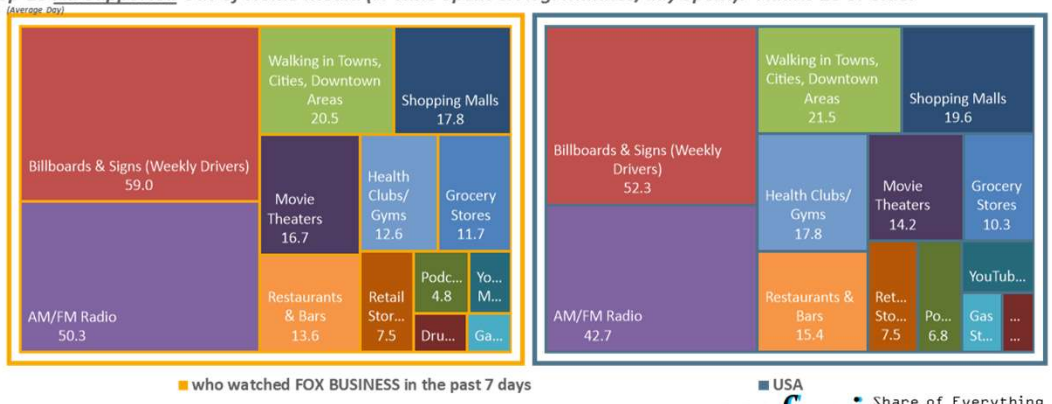
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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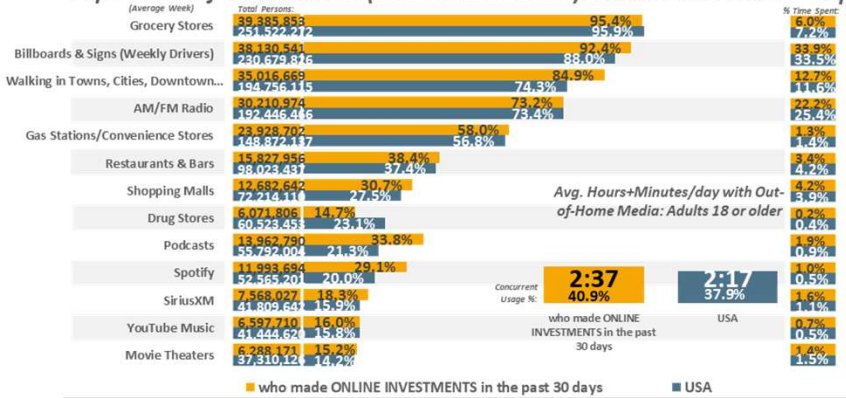
Cable networks/stations watched past 7 days: FOX Business Network



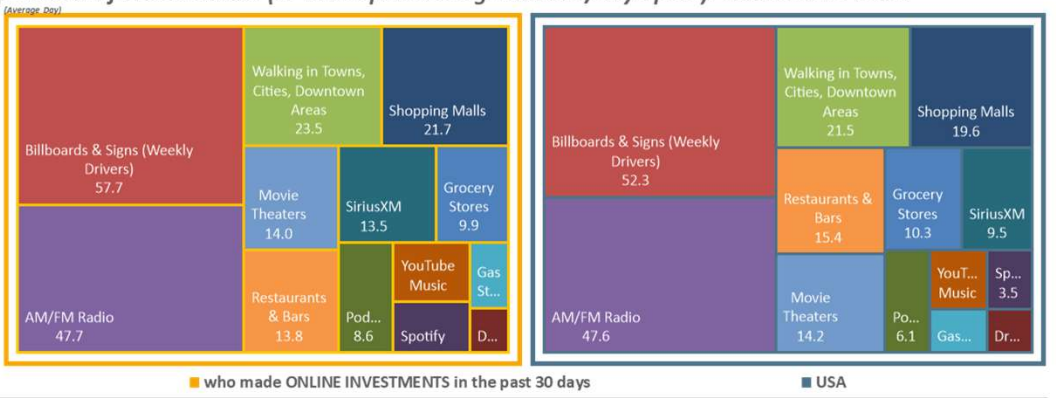
Past 30 days Online INVESTORS

38,130,541 or 92.4% of Adults 18 or older who made ONLINE INVESTMENTS in the past 30 days spend an average of 57.7 minutes per day driving, seeing Billboards and Signs. 68.3% Listen to Local Radio Stations Out-of-Home for an average of 42.2 minutes/day.

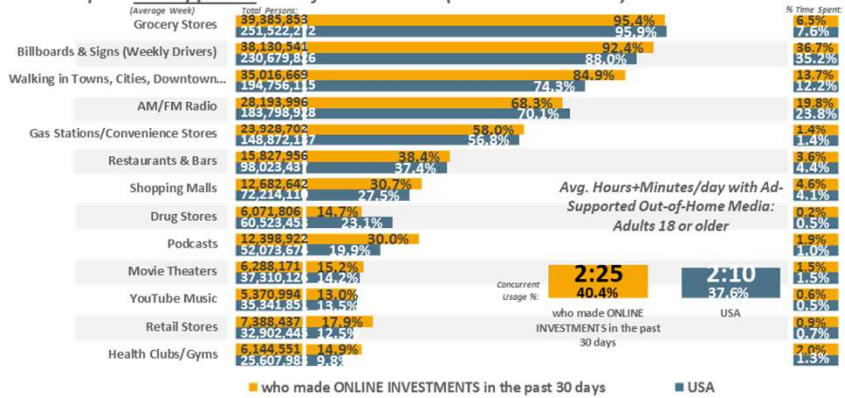
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



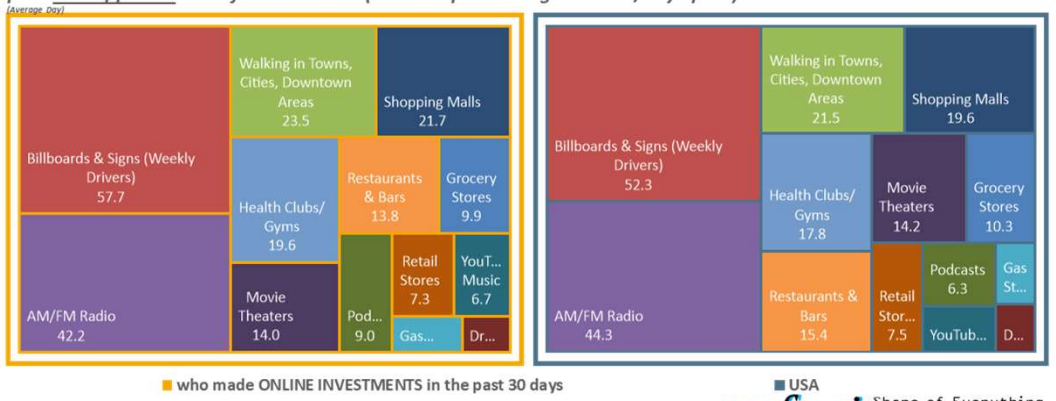
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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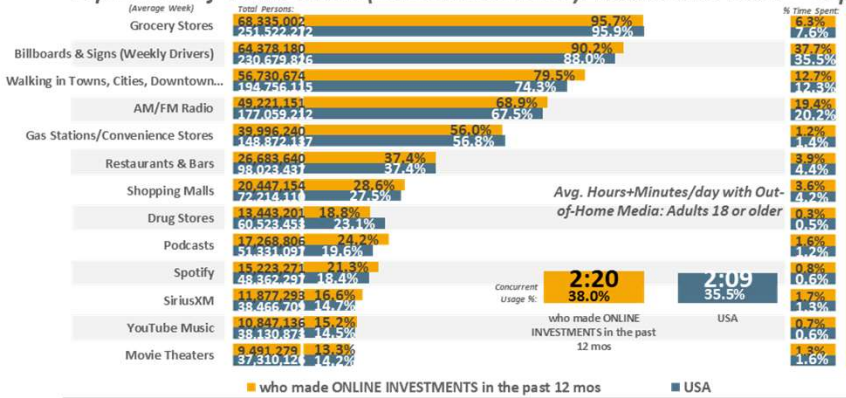
Ways used Internet/apps past 30 days on any device:Finance/Legal/Real estate: Online investing/stock trading



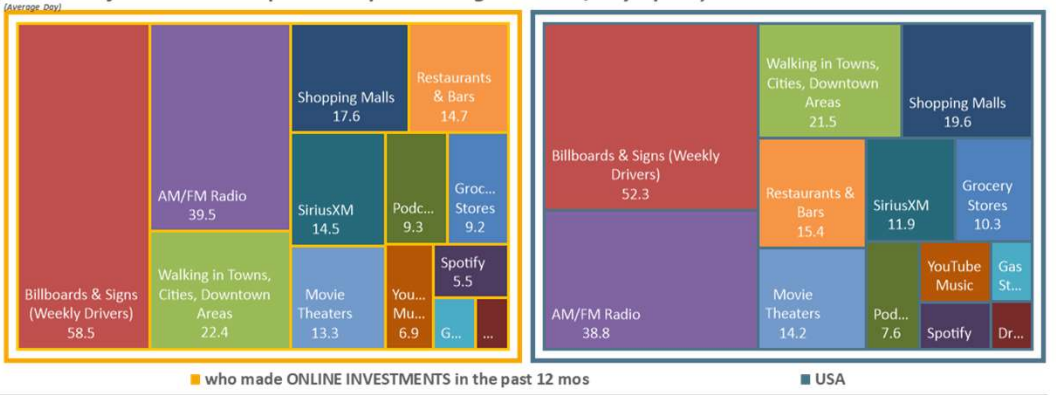
Past 12 mos Online INVESTORS

64,378,180 or 90.2% of Adults 18 or older who made ONLINE INVESTMENTS in the past 12 mos spend an average of 58.5 minutes per day driving, seeing Billboards and Signs. 65.5% Listen to Local Radio Stations Out-of-Home for an average of 36.2 minutes/day.

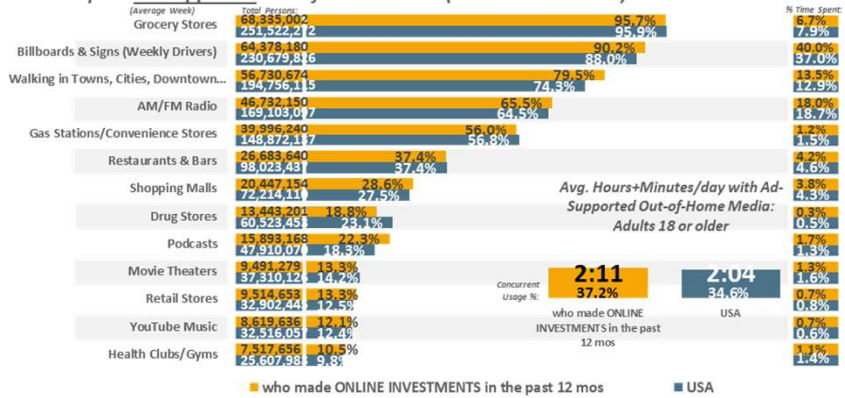
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



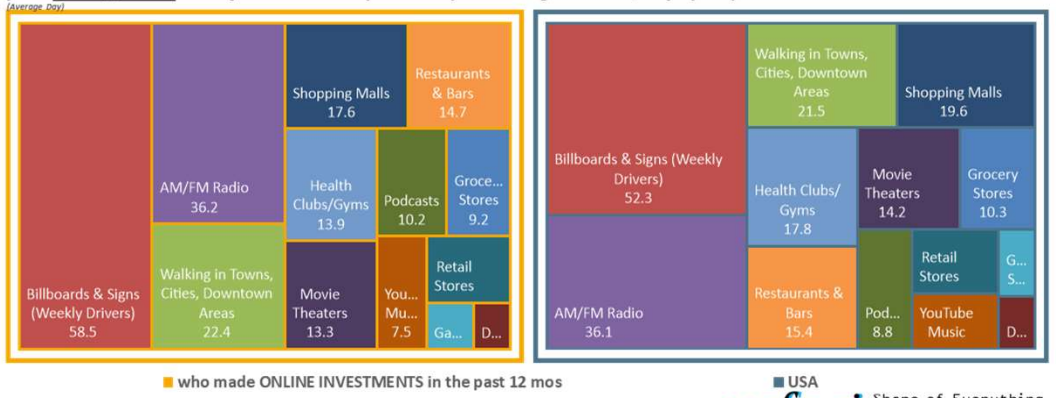
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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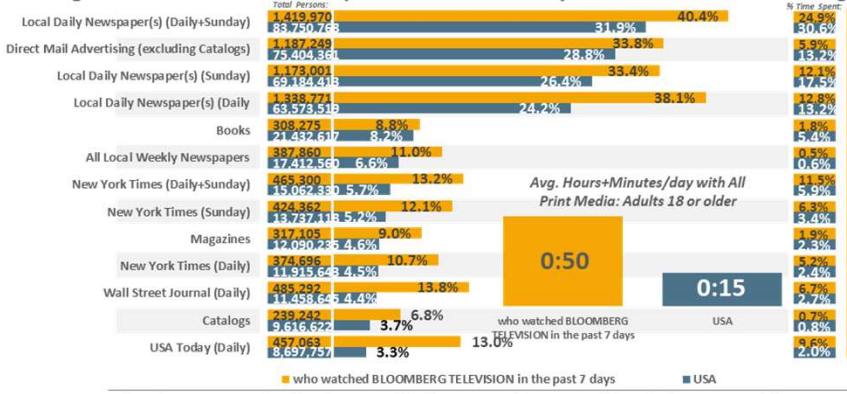
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Professional services used by HHLD past 12 months (HHLD): Online investing/stock trading

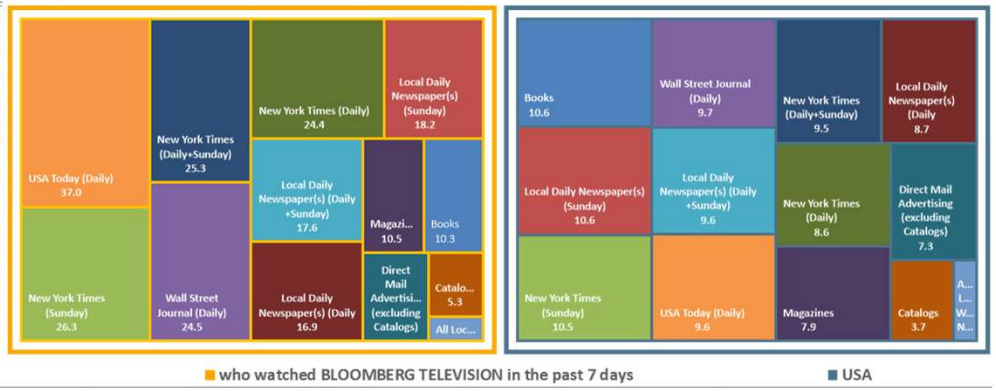
Bloomberg TELEVISION

1,419,970 or 40.4% of Adults 18 or older who watched BLOOMBERG TELEVISION in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 17.6 minutes every day representing 25.4% of all time spent daily with All forms of Print Media.

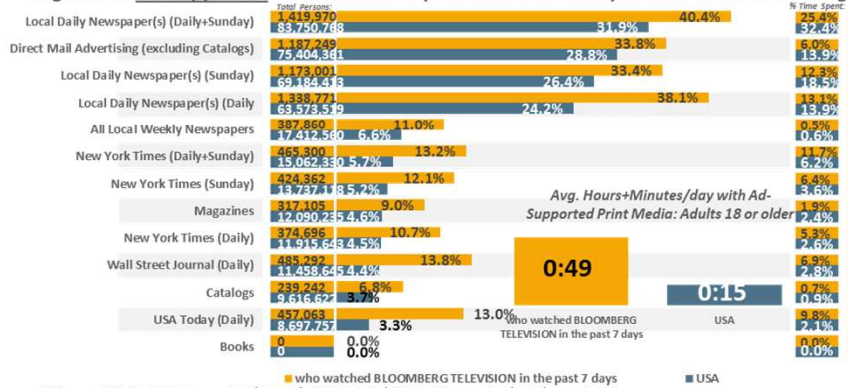
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



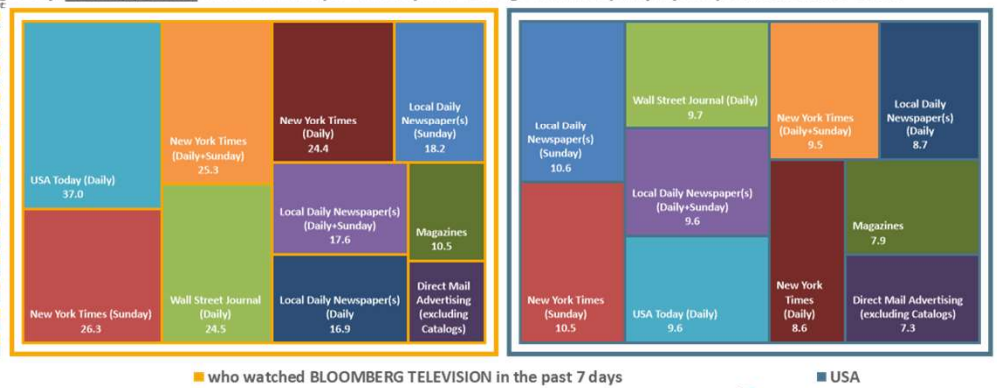
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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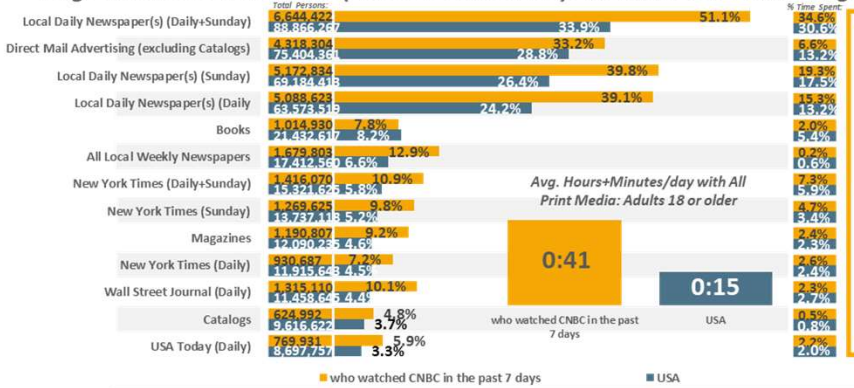
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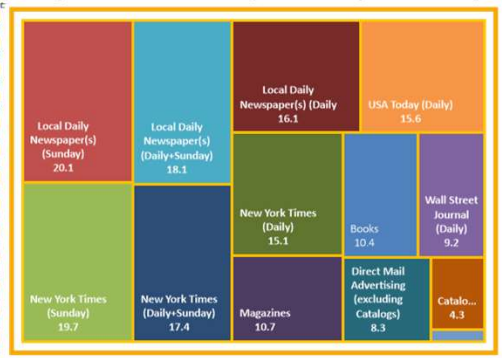
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Cable networks/stations watched past 7 days: Bloomberg Television

6,644,422 or 51.1% of Adults 18 or older who watched CNBC in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 18.1 minutes every day representing 35.3% of all time spent daily with All forms of Print Media.

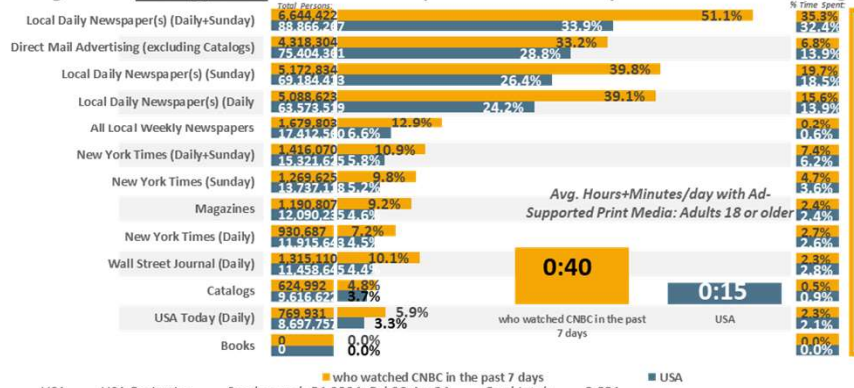
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older

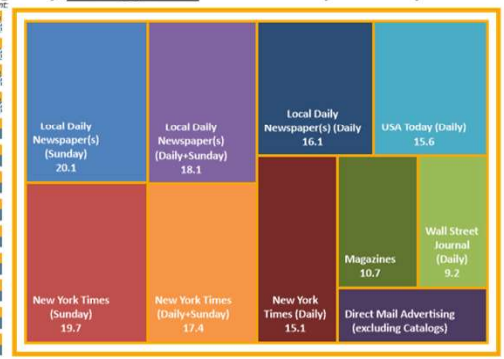


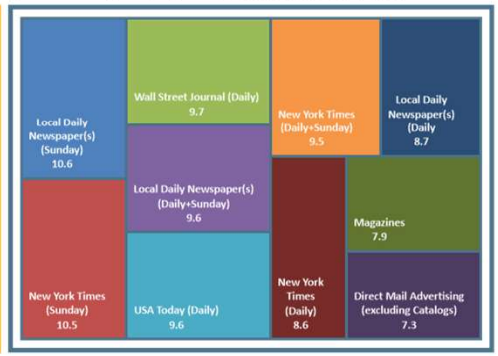




Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older







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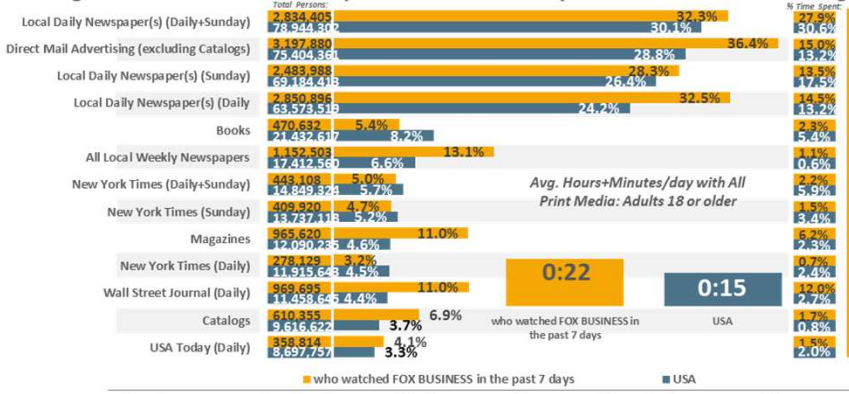
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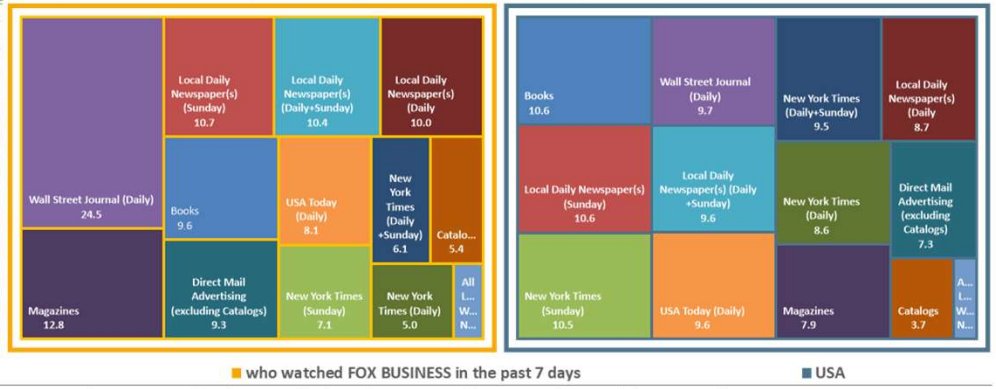
Cable networks/stations watched past 7 days: CNBC

2,834,405 or 32.3% of Adults 18 or older who watched FOX BUSINESS in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.4 minutes every day representing 28.6% of all time spent daily with All forms of Print Media.

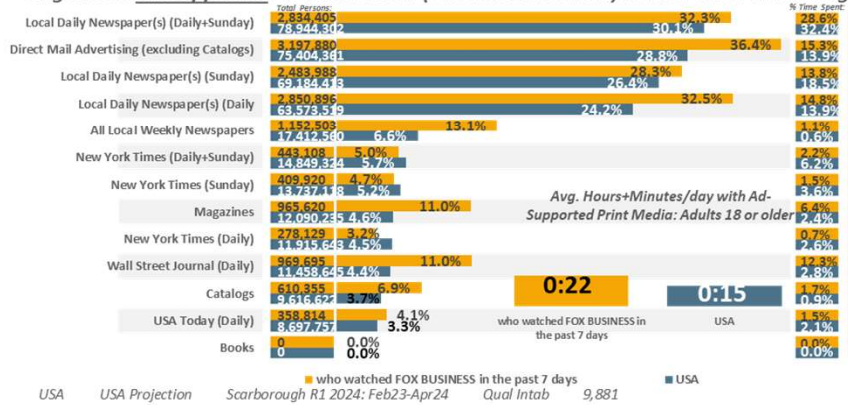
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



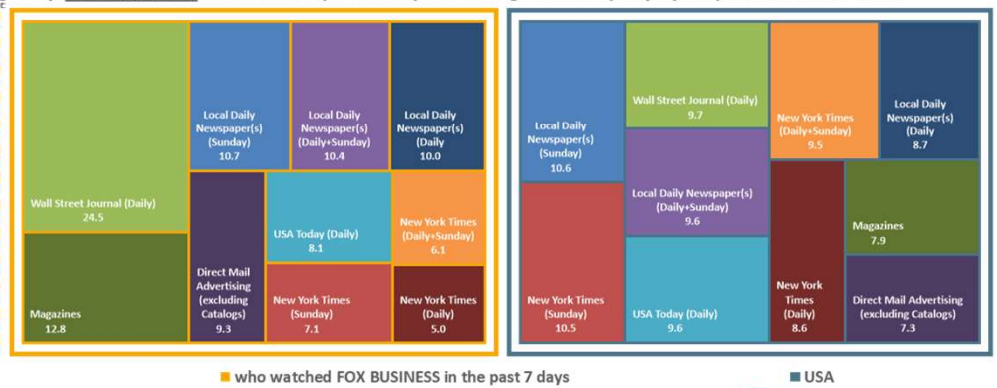
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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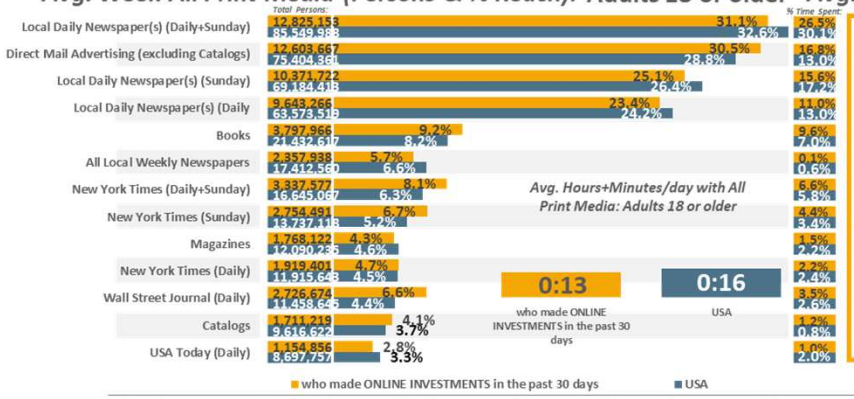
Cable networks/stations watched past 7 days: FOX Business Network



Past 30 days Online INVESTORS

12,825,153 or 31.1% of Adults 18 or older who made ONLINE INVESTMENTS in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.6 minutes every day representing 29.4% of all time spent daily with All forms of Print Media.

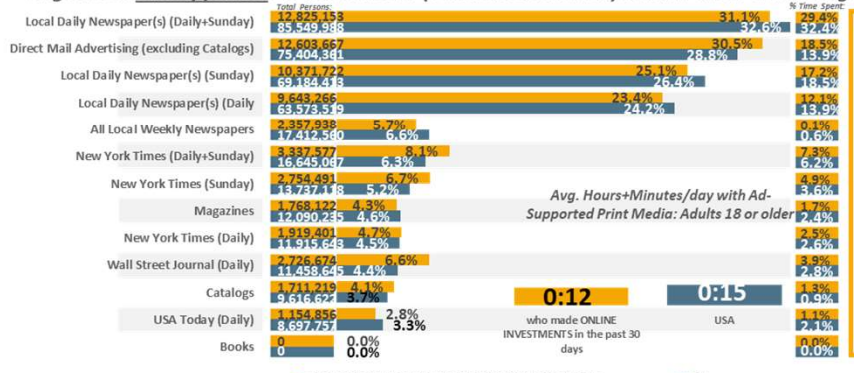
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



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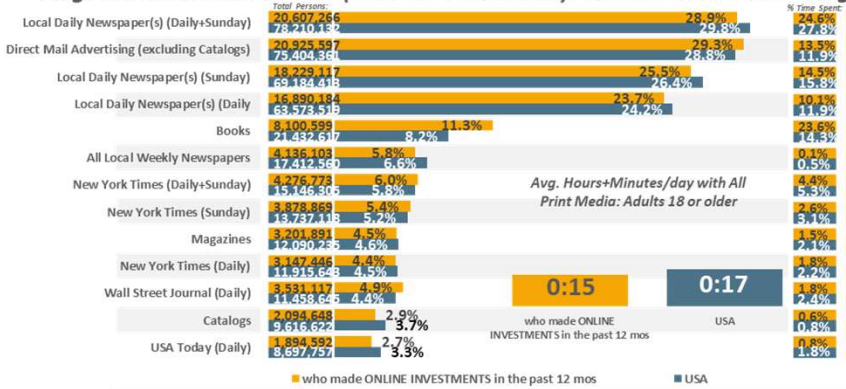
Ways used Internet/apps past 30 days on any device:Finance/Legal/Real estate: Online investing/stock trading



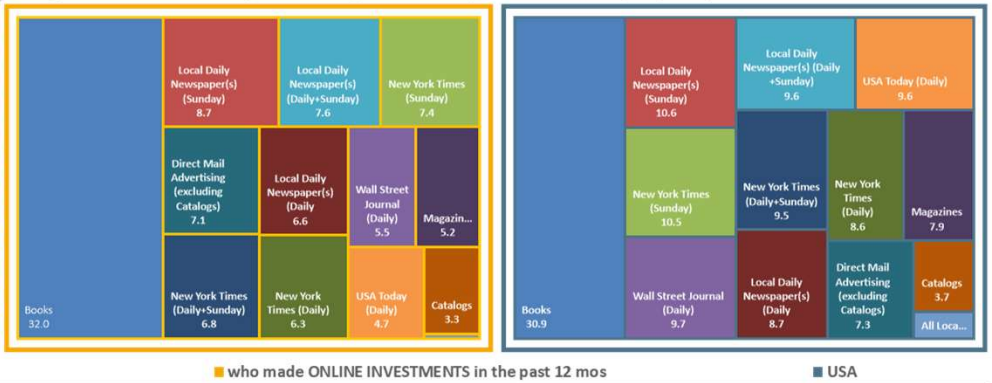
Past 12 mos Online INVESTORS

20,607,266 or 28.9% of Adults 18 or older who made ONLINE INVESTMENTS in the past 12 mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.6 minutes every day representing 32.2% of all time spent daily with All forms of Print Media.

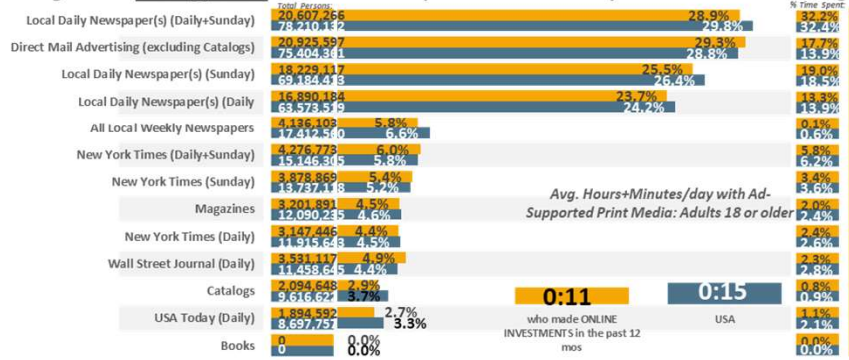
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



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Professional services used by HHLD past 12 months (HHLD): Online investing/stock trading