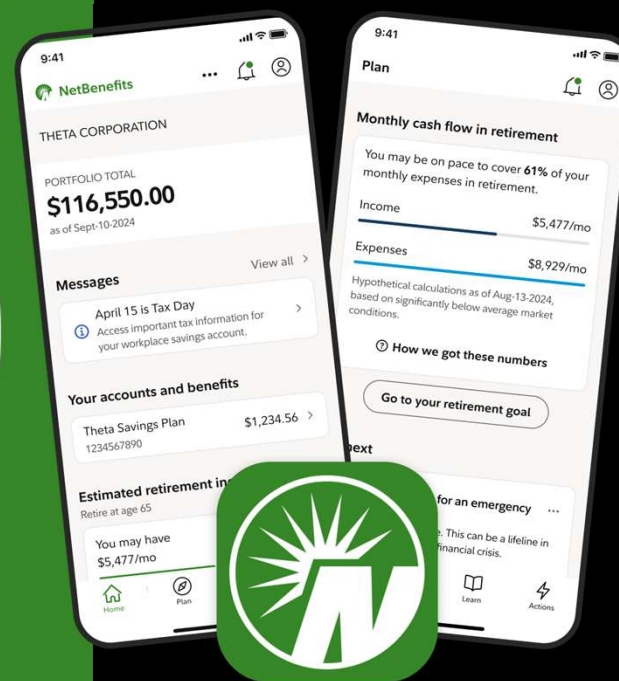
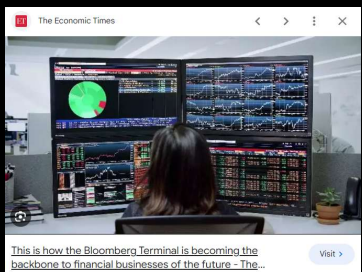


USA+4 DMAs – P25-64 Full-Time Workers who Fund a FIDELITY 401K!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA and PHOENIX DMA P25-64 Full-Time Workers who Fund a FIDELITY 401K as of March 31, 2026.**



P25-64

The Johnson Family



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

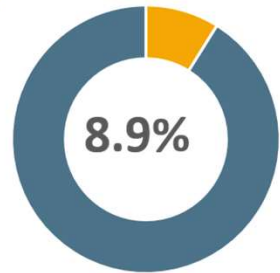
(((Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan) AND Investment institutions use: Fidelity)))





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

Percent of Market: Adults 25 - 64



■ Full-Time Workers who Fund a FIDELITY 401K
 ■ Remainder of USA DMA

Total Persons:
 15,827,662 (Full-Time Workers who Fund a FIDELITY 401K)
 162,090,010 (Remainder of USA DMA)



Gender of Target vs. Market: Adults 25 - 64

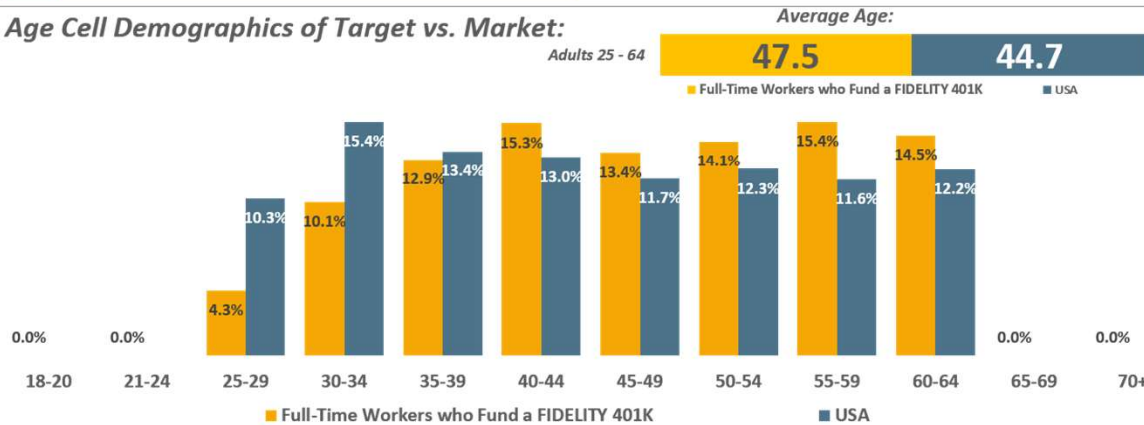
	Men	Men	Women	Women
%M vs. %F:	51.1%	50.2%	48.9%	49.8%
Average Age:	47.1	44.7	48.0	44.8
# Persons:	8,081,516	89,402,216	7,746,146	88,515,455

Ethnicity of Target vs. Market:

White	77.4%	62.4%
Black/African American	5.8%	12.1%
Asian	5.3%	5.3%
Other	0.6%	0.6%
Hispanic	10.9%	17.4%

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

Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

<\$35K HHI	1.8%	15.3%
\$35K-\$50K HHI	2.5%	8.4%
\$50K-\$75K HHI	4.3%	11.3%
\$75K-\$100K HHI	7.0%	12.0%
\$100K-\$150K HHI	18.0%	19.8%
\$150K-\$250K HHI	21.8%	34.6%
\$250K+ HHI	11.3%	31.7%

Avg HHI:
 \$197,171 (Full-Time Workers who Fund a FIDELITY 401K) vs \$126,288 (USA)

USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 2,613
 All Graphs and HBI AI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

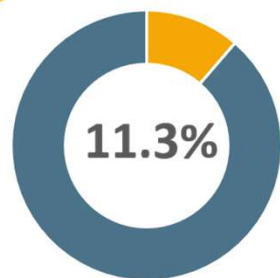
[[[Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan] AND Investment institutions use: Fidelity]]



11.3% or 571,416 of CHICAGO DMA Adults 25 - 64 are Full-Time Workers who Fund a FIDELITY 401K.
Typical Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K are 42.5 years old (5.1% younger than average) and have a \$183,309 (51.9% higher than average) annual household income.



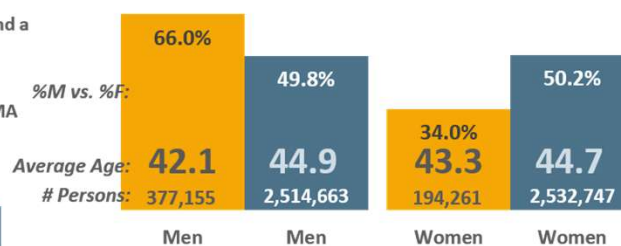
Percent of Market: Adults 25 - 64



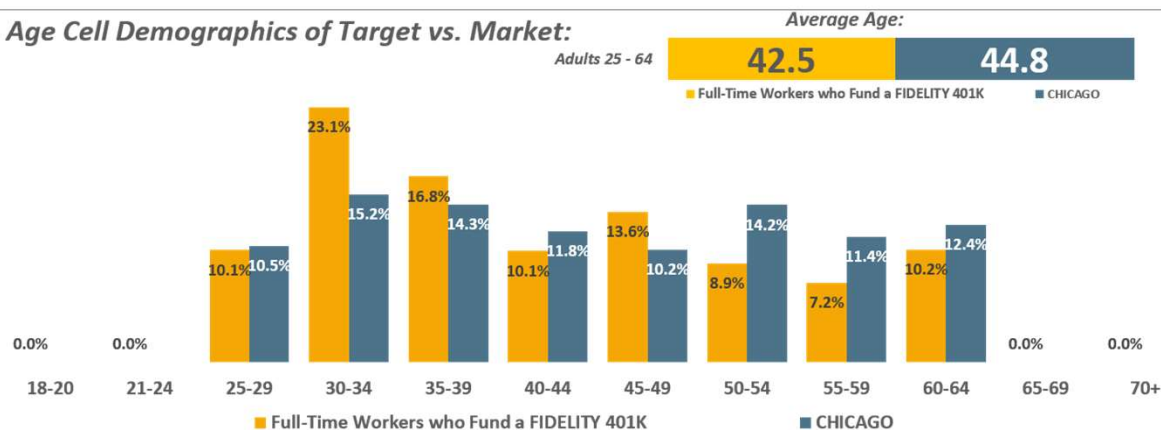
Total Persons:



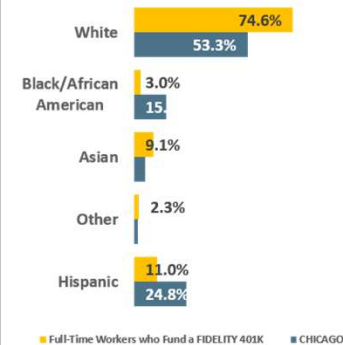
Gender of Target vs. Market: Adults 25 - 64



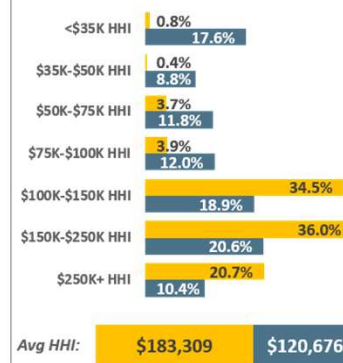
Age Cell Demographics of Target vs. Market:



Ethnicity of Target vs. Market:



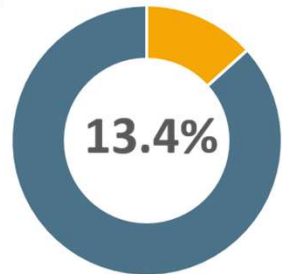
HHI of Target vs. Market:





13.4% or 522,400 of WASHINGTON, DC DMA Adults 25 - 64 are Full-Time Workers who Fund a FIDELITY 401K. Typical Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K are 45.8 years old (2.4% older than average) and have a \$203,990 (37.6% higher than average) annual household income.

Percent of Market: Adults 25 - 64



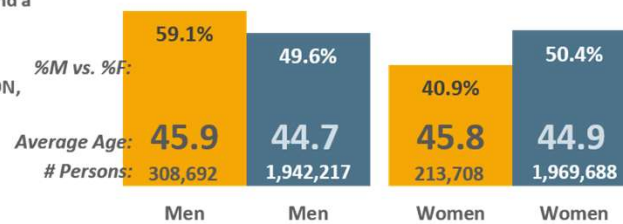
■ Full-Time Workers who Fund a FIDELITY 401K
■ Remainder of WASHINGTON, DC DMA

Total Persons:

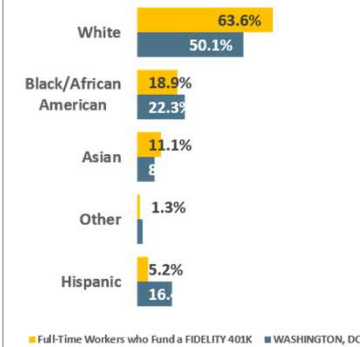
522,400 3,389,505



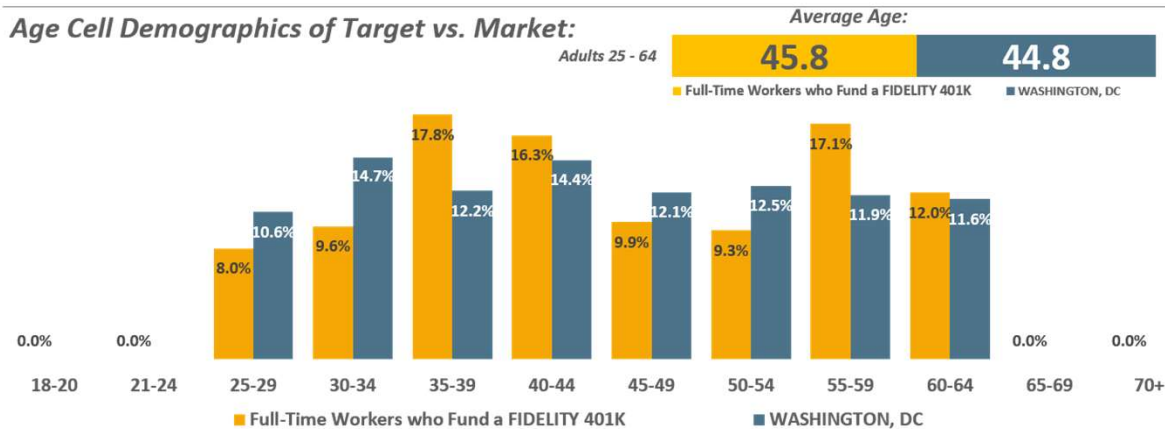
Gender of Target vs. Market: Adults 25 - 64



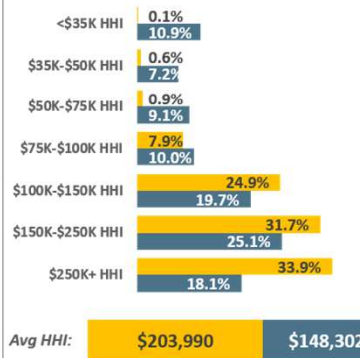
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



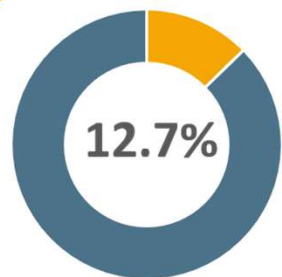
HHI of Target vs. Market:





12.7% or 390,837 of SEATTLE-TACOMA DMA Adults 25 - 64 are Full-Time Workers who Fund a FIDELITY 401K. Typical Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K are 43.1 years old (2.% younger than average) and have a \$187,003 (36.5% higher than average) annual household income.

Percent of Market: Adults 25 - 64



■ Full-Time Workers who Fund a FIDELITY 401K
■ Remainder of SEATTLE-TACOMA DMA

Total Persons:

390,837 2,685,947

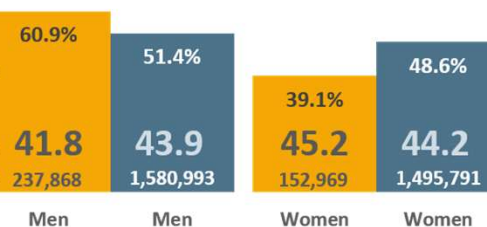


Gender of Target vs. Market: Adults 25 - 64

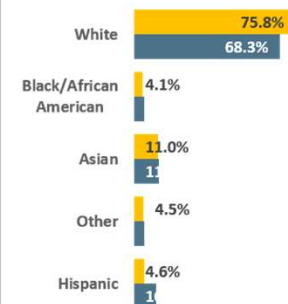
%M vs. %F:

Average Age:

Persons:



Ethnicity of Target vs. Market:



■ Full-Time Workers who Fund a FIDELITY 401K ■ SEATTLE-TACOMA

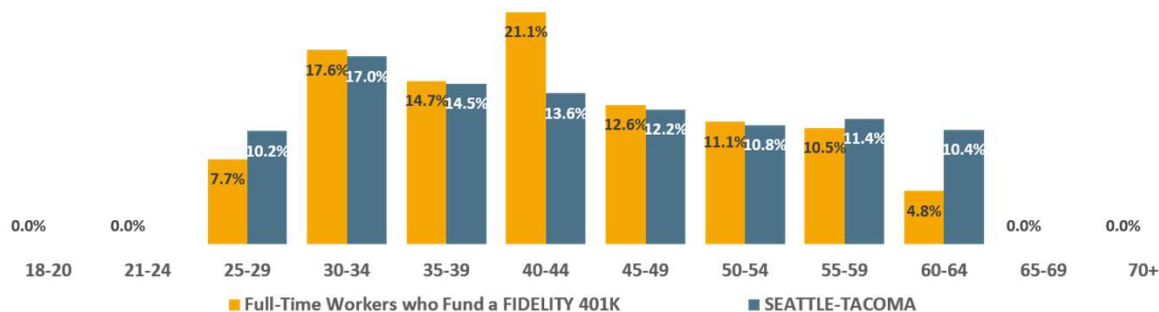
Age Cell Demographics of Target vs. Market:

Adults 25 - 64

Average Age:



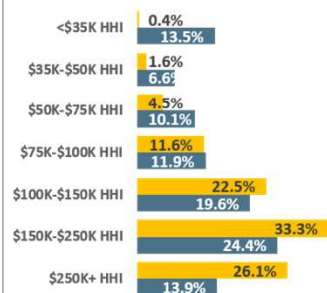
■ Full-Time Workers who Fund a FIDELITY 401K ■ SEATTLE-TACOMA



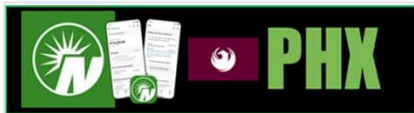
■ Full-Time Workers who Fund a FIDELITY 401K

■ SEATTLE-TACOMA

HHI of Target vs. Market:



Avg HHI: \$187,003 \$137,025



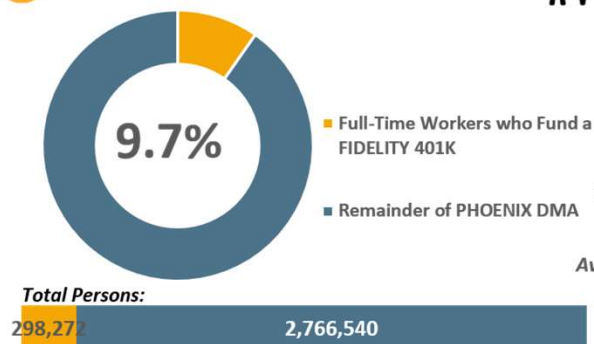
9.7% or 298,272 of PHOENIX DMA Adults 25 - 64 are Full-Time Workers who Fund a FIDELITY 401K.
 Typical Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K are 43.7 years old (1.3% younger than average) and have a \$184,738 (61.2% higher than average) annual household income.

Percent of Market: Adults 25 - 64



Gender of Target vs. Market: Adults 25 - 64

Ethnicity of Target vs. Market:

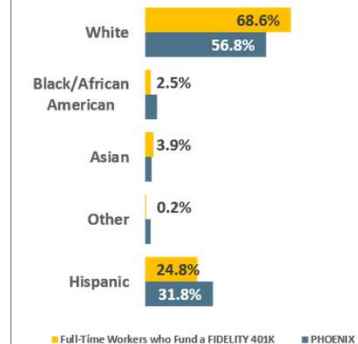
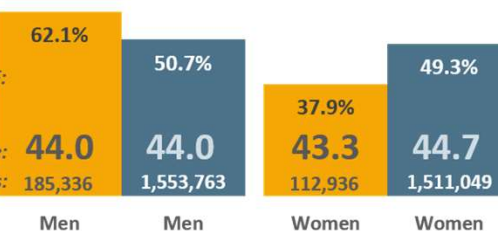


%M vs. %F:

Average Age:

Persons:

Adults 25 - 64



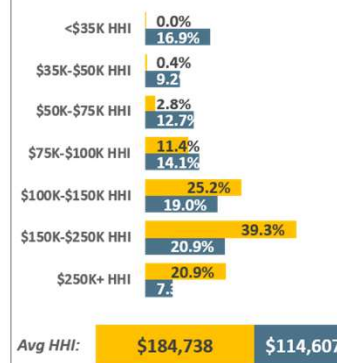
Age Cell Demographics of Target vs. Market:

Average Age:

Adults 25 - 64



HHI of Target vs. Market:

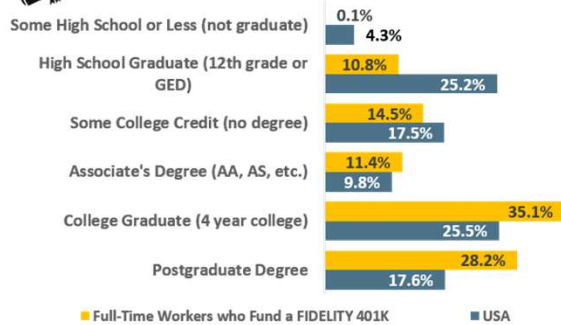




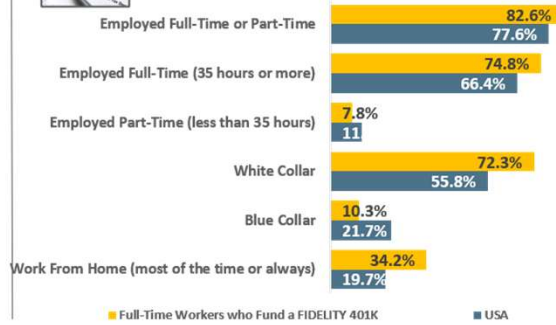
8.9% or 15,827,662 of USA DMA Adults 25 - 64 are Full-Time Workers who Fund a FIDELITY 401K. Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K are 46.7% more likely to be a college graduate, 12.6% more likely to work full-time, 47.7% more likely to be married, 7.8% more likely to be a parent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



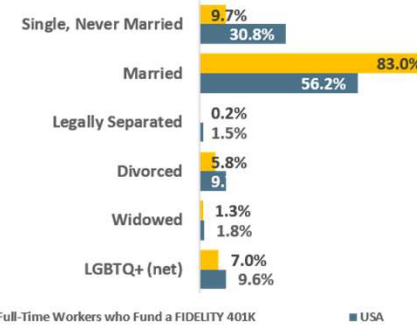
Education Levels: Adults 25 - 64



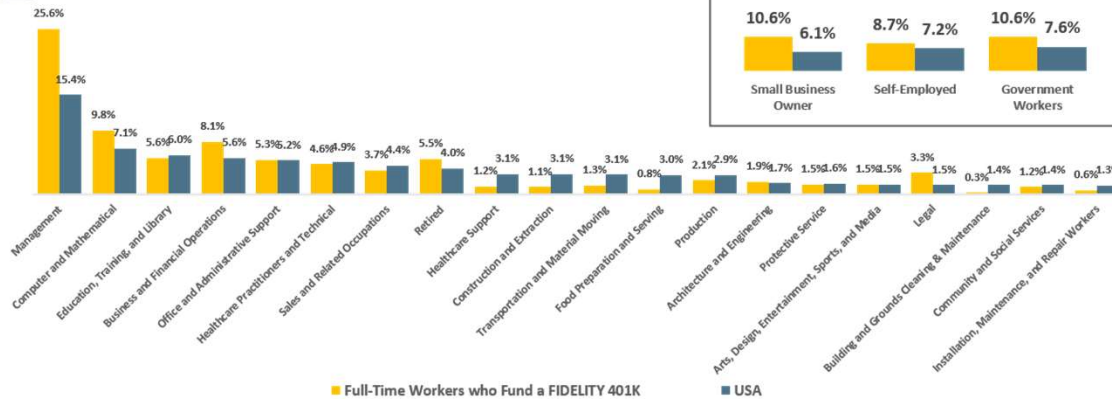
Employment: Adults 25 - 64



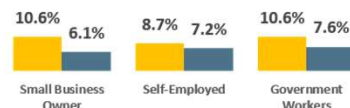
Marital Status: Adults 25 - 64



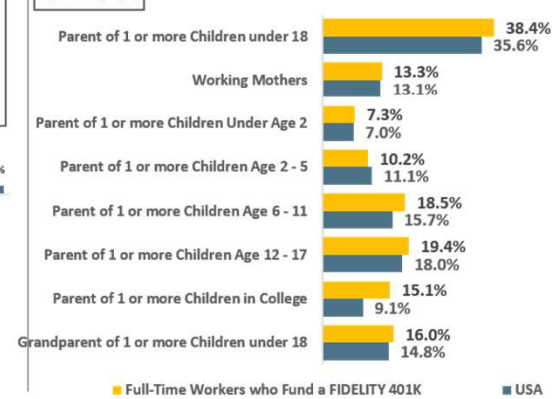
Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Government Workers



Stage in Life: Adults 25 - 64



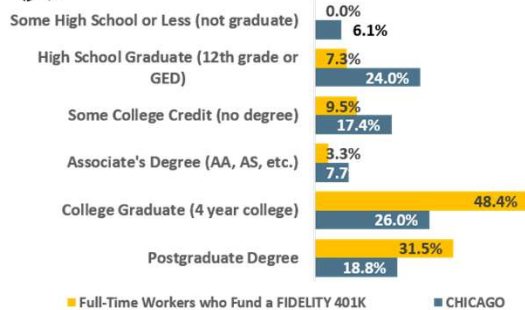
USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 2,613
All Graphs and HBI AI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved

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

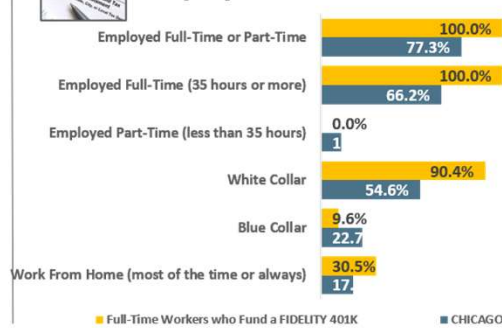


11.3% or 571,416 of CHICAGO DMA Adults 25 - 64 are Full-Time Workers who Fund a FIDELITY 401K. Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K are 78.4% more likely to be a college graduate, 51.1% more likely to work full-time, 23.7% more likely to be married, .9% less likely to be a parent of 1 or more children under 18.

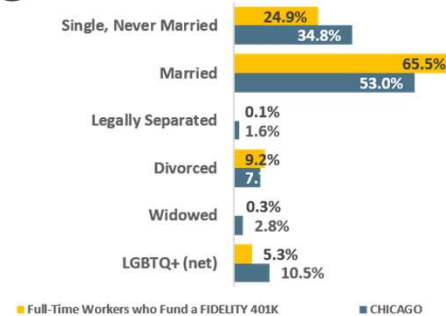
Education Levels: Adults 25 - 64



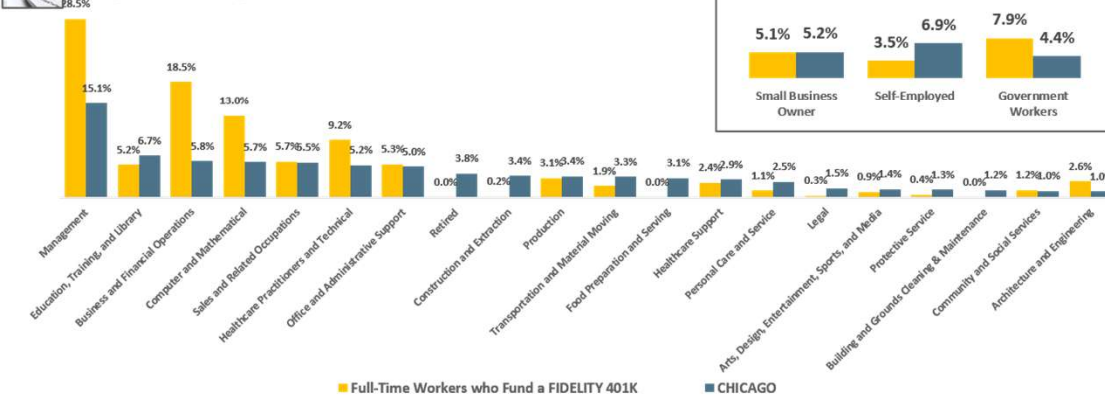
Employment: Adults 25 - 64



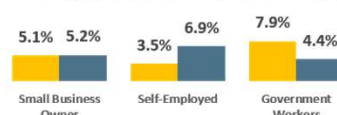
Marital Status: Adults 25 - 64



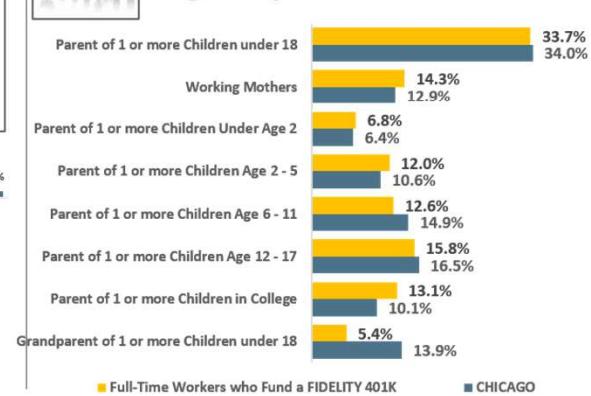
Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Government Workers



Stage in Life: Adults 25 - 64

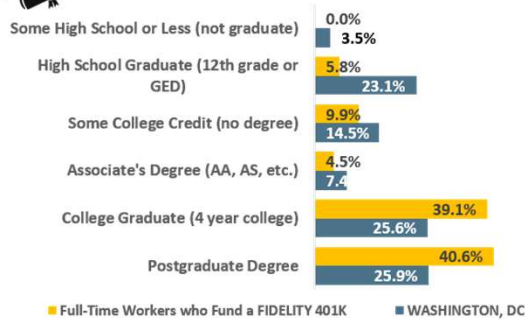




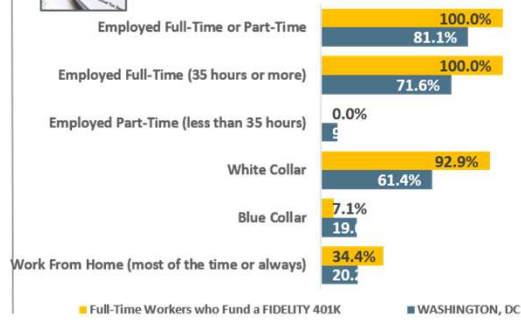
13.4% or 522,400 of WASHINGTON, DC DMA Adults 25 - 64 are Full-Time Workers who Fund a FIDELITY 401K. Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K are 54.8% more likely to be a college graduate, 39.6% more likely to work full-time, 17.7% more likely to be married, 19.5% less likely to be a parent of 1 or more children under 18.



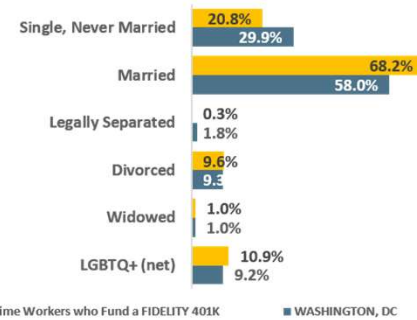
Education Levels: Adults 25 - 64



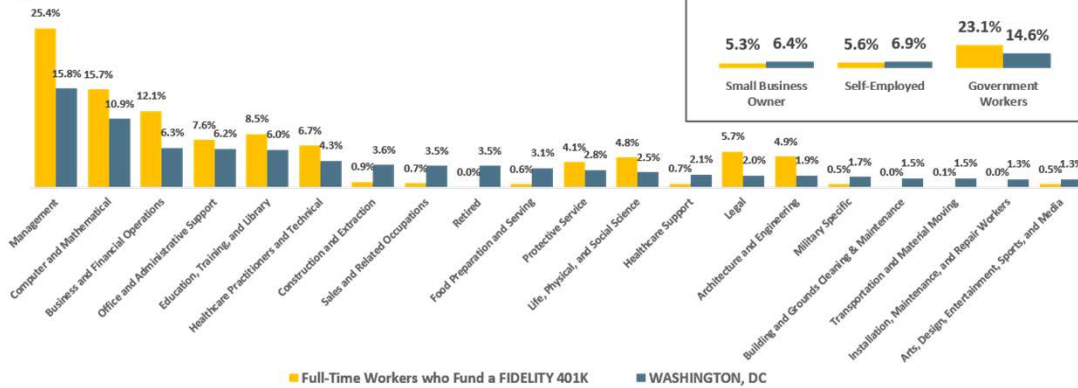
Employment: Adults 25 - 64



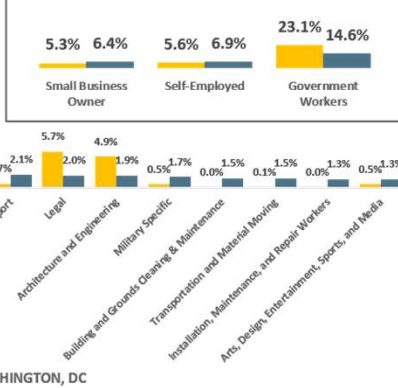
Marital Status: Adults 25 - 64



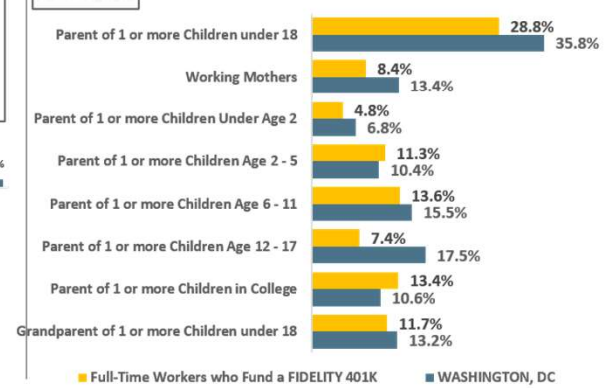
Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Government Workers



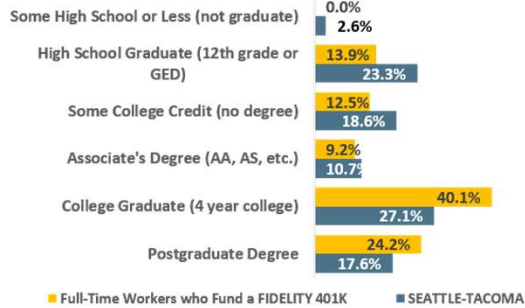
Stage in Life: Adults 25 - 64



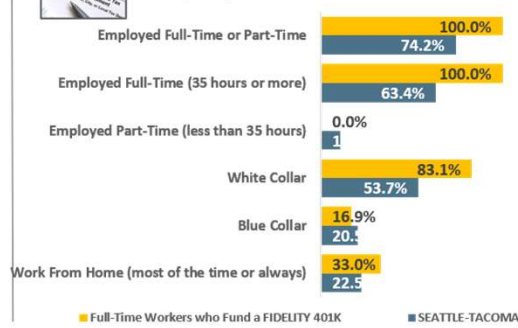


12.7% or 390,837 of SEATTLE-TACOMA DMA Adults 25 - 64 are Full-Time Workers who Fund a FIDELITY 401K. Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K are 43.8% more likely to be a college graduate, 57.8% more likely to work full-time, 18.6% more likely to be married, .5% less likely to be a parent of 1 or more children under 18.

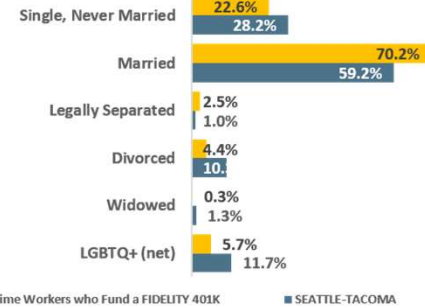
Education Levels: Adults 25 - 64



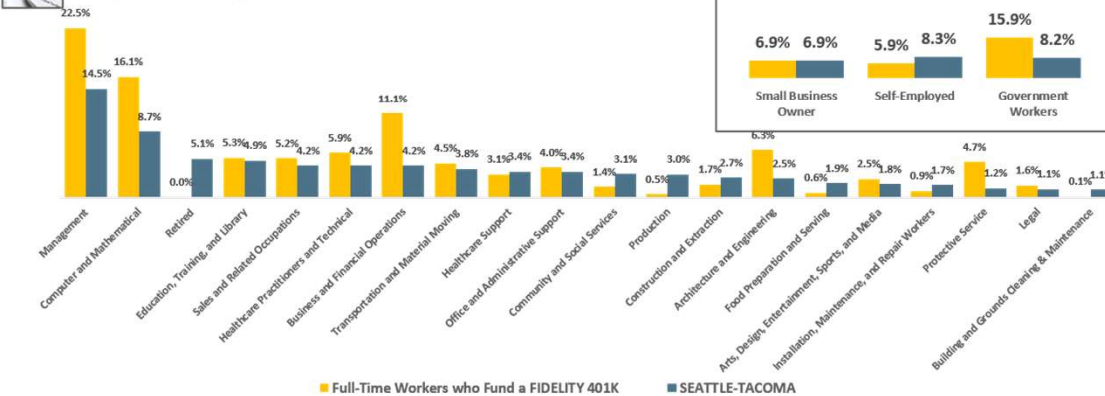
Employment: Adults 25 - 64



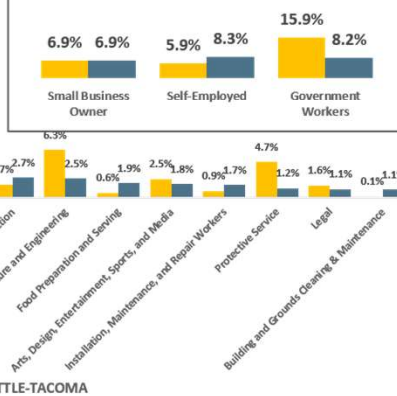
Marital Status: Adults 25 - 64



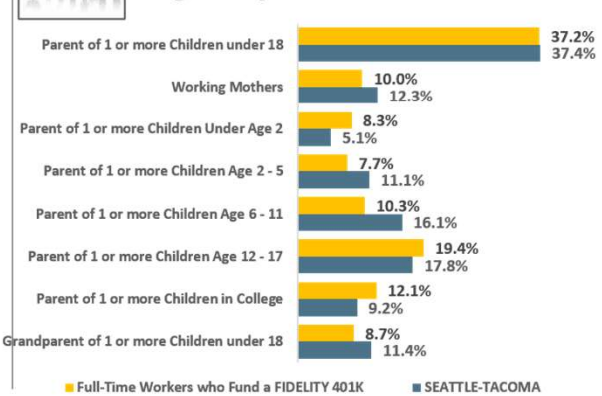
Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Government Workers



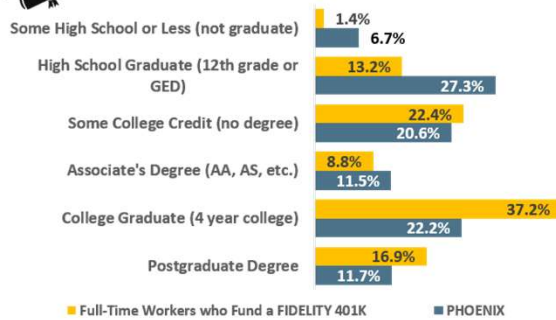
Stage in Life: Adults 25 - 64



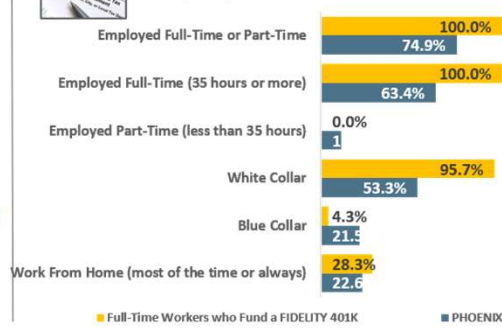


9.7% or 298,272 of PHOENIX DMA Adults 25 - 64 are Full-Time Workers who Fund a FIDELITY 401K. Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K are 59.9% more likely to be a college graduate, 57.7% more likely to work full-time, 36.1% more likely to be married, 14.4% less likely to be a parent of 1 or more children under 18.

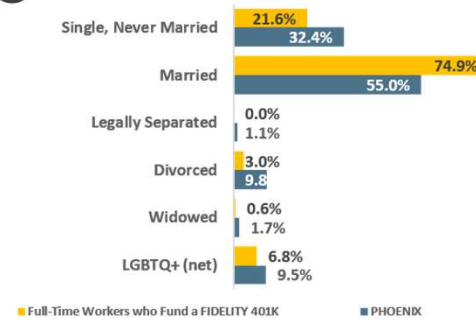
Education Levels: Adults 25 - 64



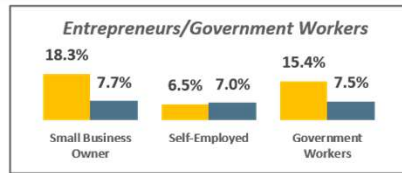
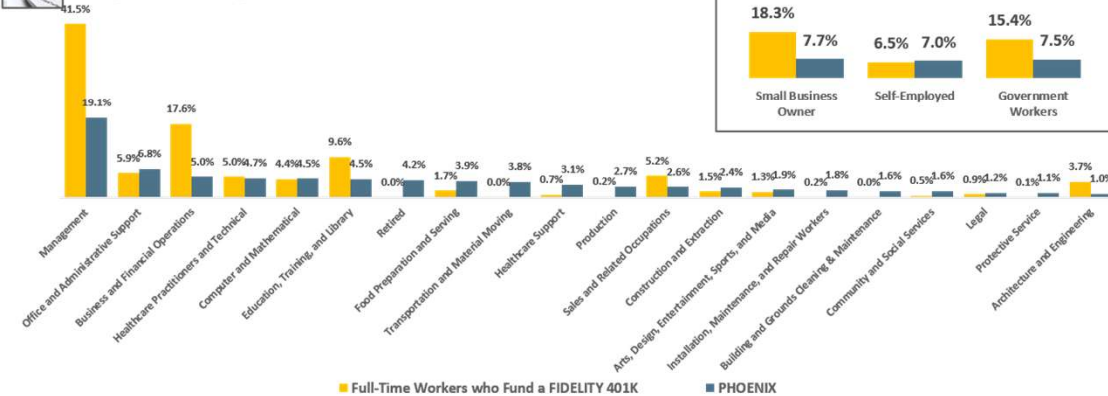
Employment: Adults 25 - 64



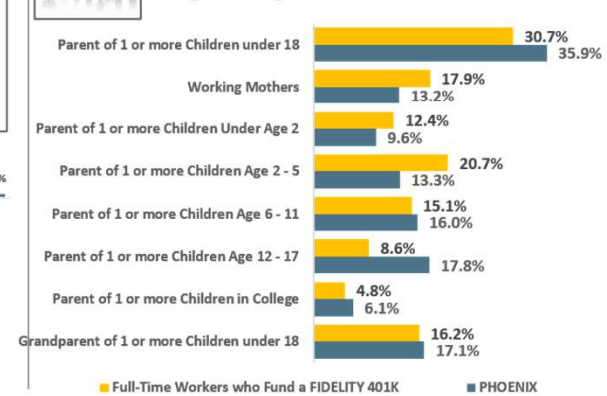
Marital Status: Adults 25 - 64



Top-20 Occupations: Adults 25 - 64



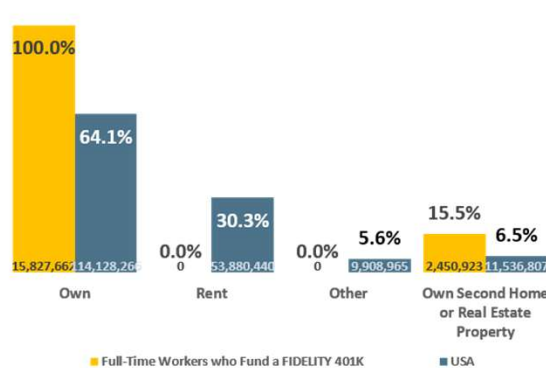
Stage in Life: Adults 25 - 64



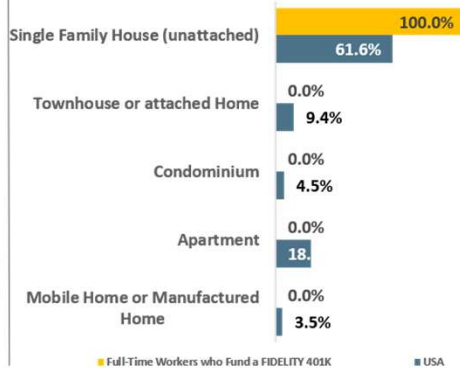


8.9% or 15,827,662 of USA DMA Adults 25 - 64 are Full-Time Workers who Fund a FIDELITY 401K. Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K are 55.9% more likely to own their home, 37.4% more likely to own a higher valued home, 62.2% more likely to have a single-family home, 43.1% more likely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

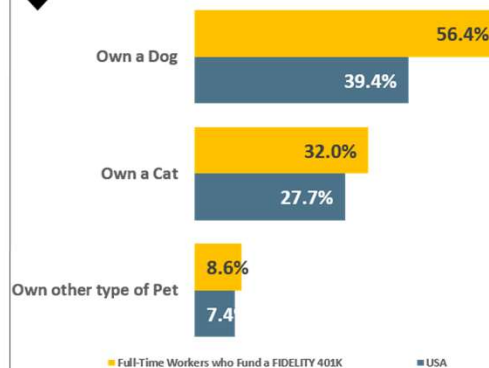
Own/Rent/Other:Adults 25 - 64



Type of Home:Adults 25 - 64



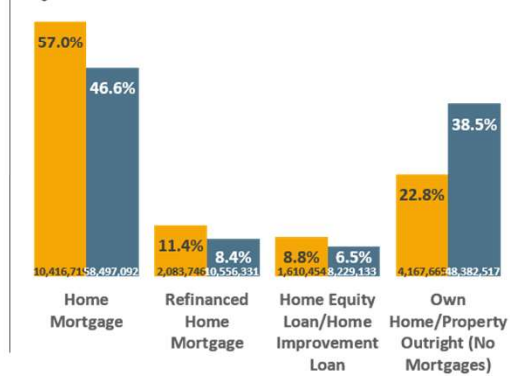
Pets in Home:Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64

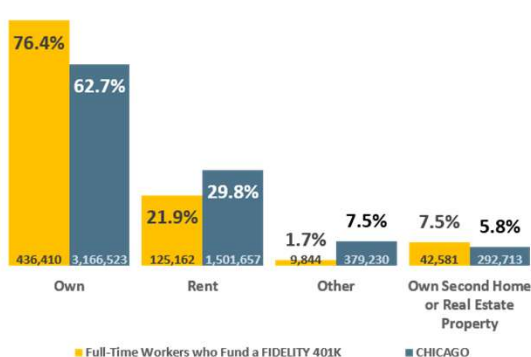




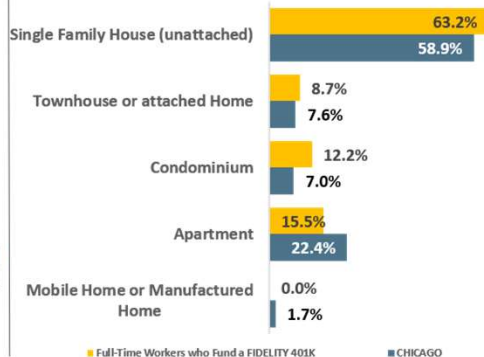
11.3% or 571,416 of CHICAGO DMA Adults 25 - 64 are Full-Time Workers who Fund a FIDELITY 401K. Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K are 21.7% more likely to own their home, 7.5% more likely to own a higher valued home, 7.4% more likely to have a single-family home, 13.3% more likely to have a dog.



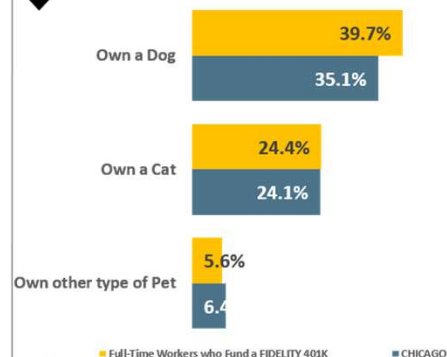
Own/Rent/Other:Adults 25 - 64



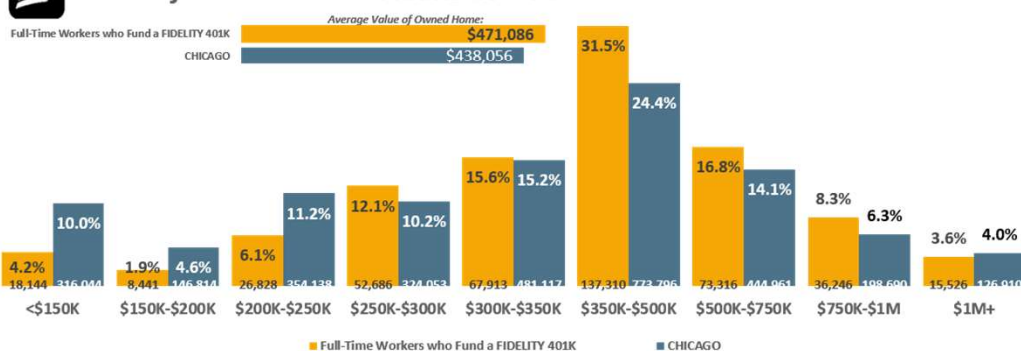
Type of Home:Adults 25 - 64



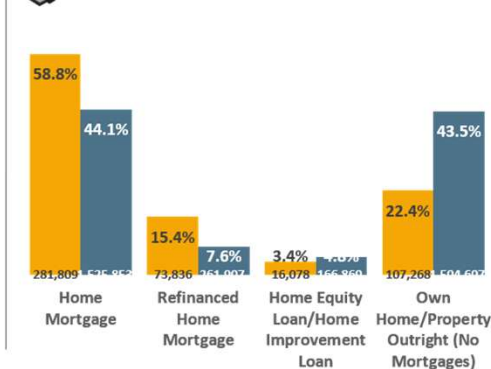
Pets in Home:Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64

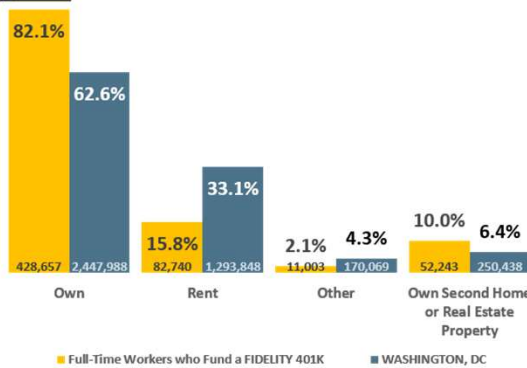




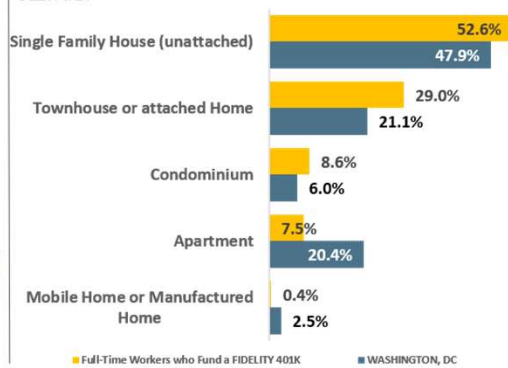
13.4% or 522,400 of WASHINGTON, DC DMA Adults 25 - 64 are Full-Time Workers who Fund a FIDELITY 401K. Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K are 31.1% more likely to own their home, 3.6% more likely to own a higher valued home, 9.9% more likely to have a single-family home, 37.% more likely to have a dog.



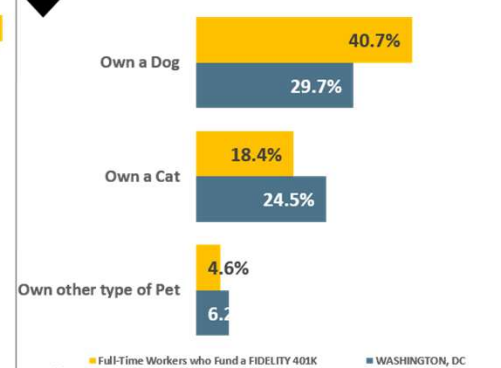
Own/Rent/Other: Adults 25 - 64



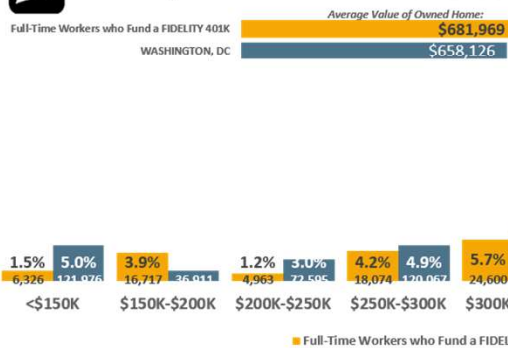
Type of Home: Adults 25 - 64



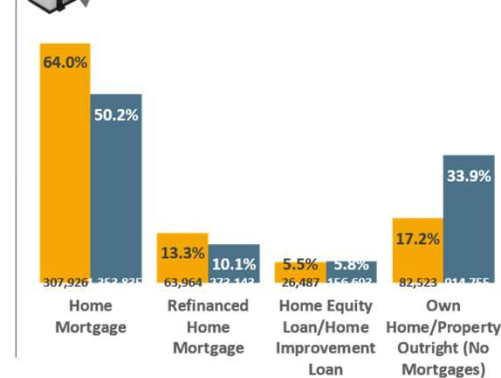
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



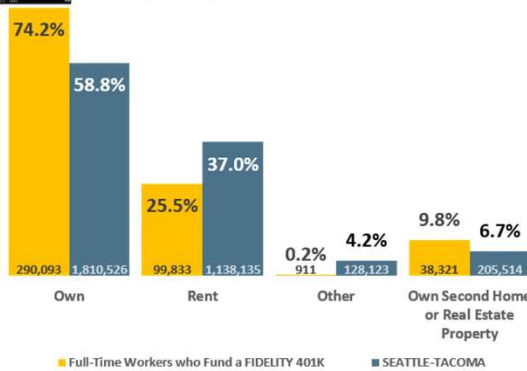
Home Loans: Adults 25 - 64



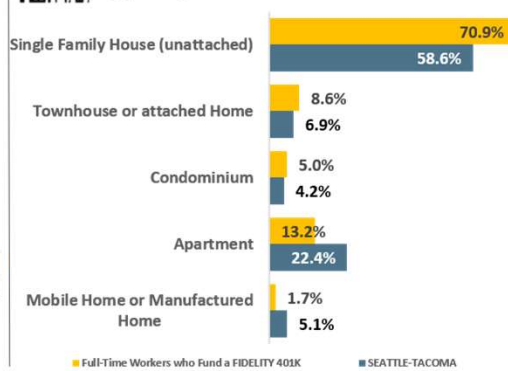


12.7% or 390,837 of SEATTLE-TACOMA DMA Adults 25 - 64 are Full-Time Workers who Fund a FIDELITY 401K. Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K are 26.1% more likely to own their home, 2.3% more likely to own a higher valued home, 21.1% more likely to have a single-family home, 5.3% more likely to have a dog.

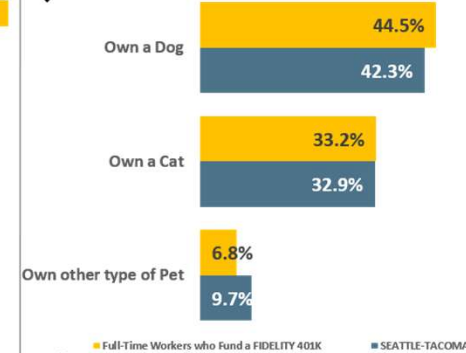
Own/Rent/Other: Adults 25 - 64



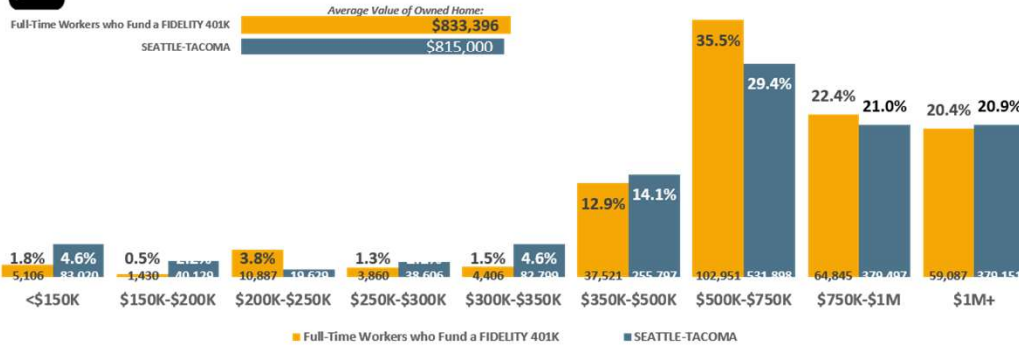
Type of Home: Adults 25 - 64



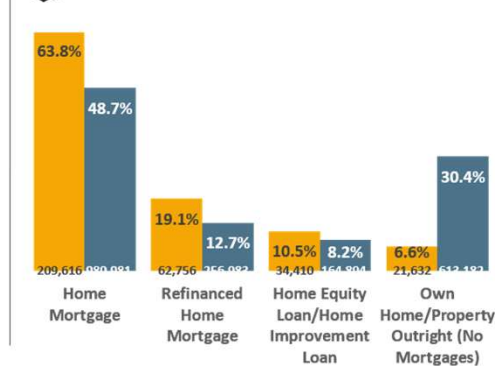
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64

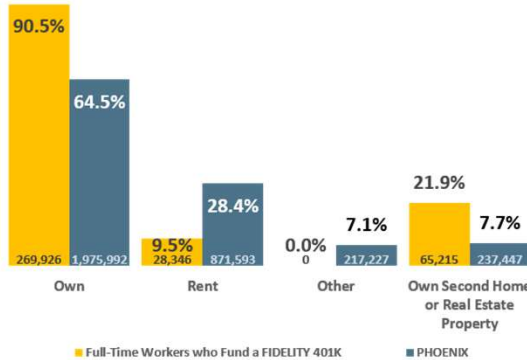




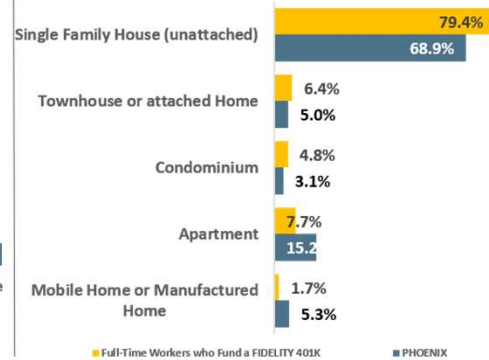
9.7% or 298,272 of PHOENIX DMA Adults 25 - 64 are Full-Time Workers who Fund a FIDELITY 401K. Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K are 40.4% more likely to own their home, 22.1% more likely to own a higher valued home, 15.4% more likely to have a single-family home, 22.3% more likely to have a dog.



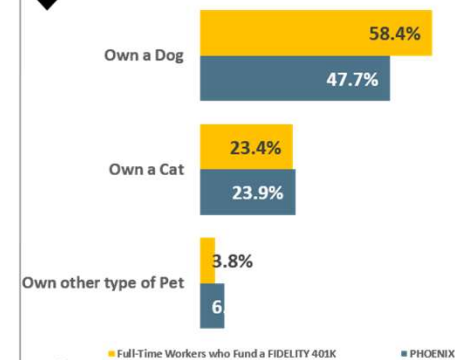
Own/Rent/Other:Adults 25 - 64



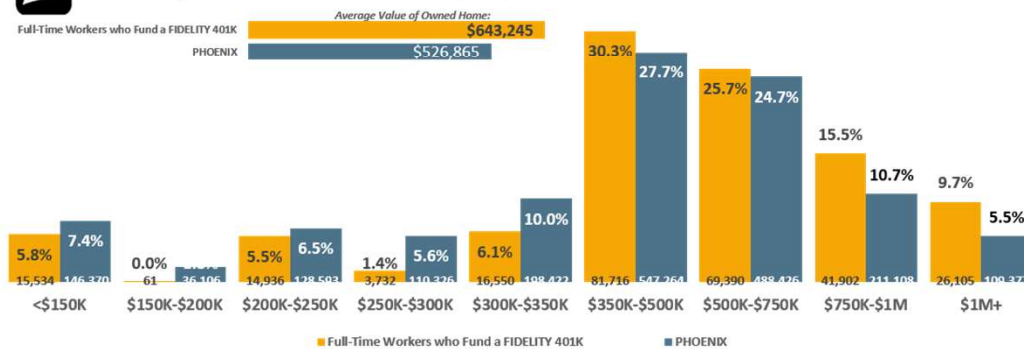
Type of Home:Adults 25 - 64



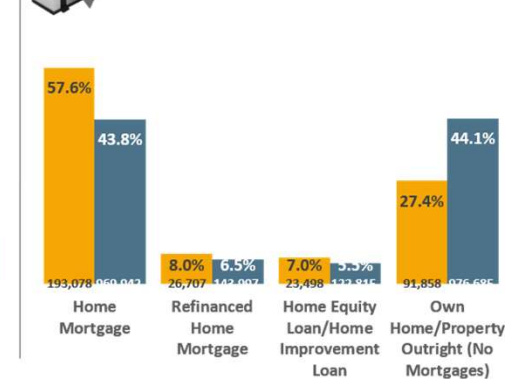
Pets in Home:Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64

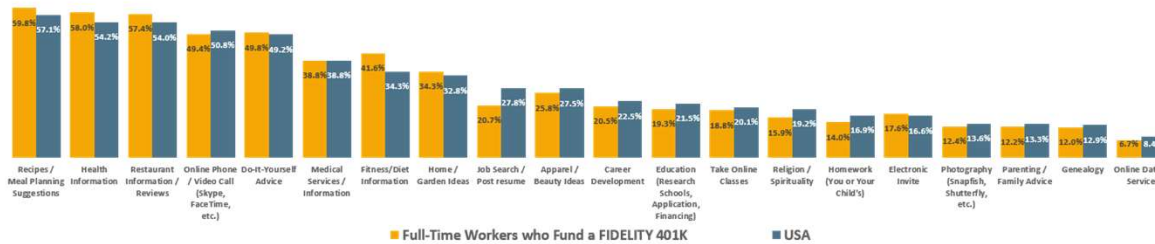




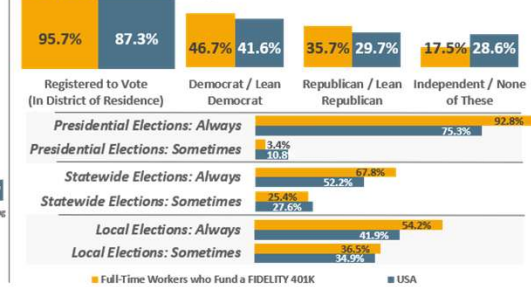
8.9% or 15,827,662 of USA DMA Adults 25 - 64 are Full-Time Workers who Fund a FIDELITY 401K.
 Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K are 1.2% more likely to look up D-I-Y advice online, 29.3% more likely to always vote in local elections, 27.8% more likely to belong to a gym, 26.5%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



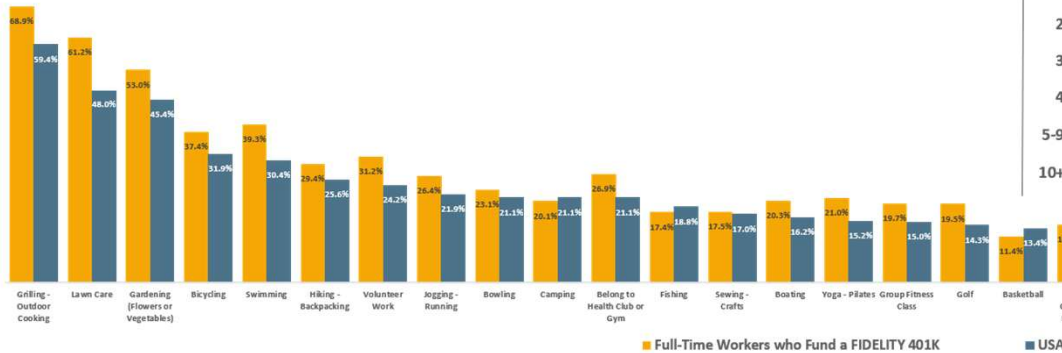
Top-20 past 30-days Online Lifestyle Activities: Adults 25 - 64



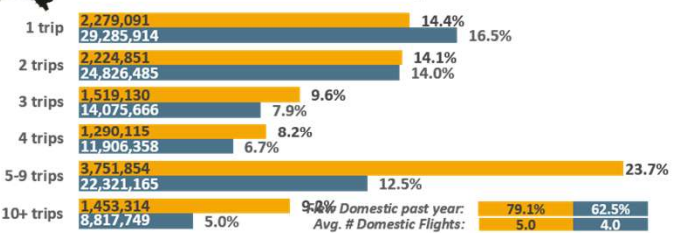
Political Activity: Adults 25 - 64



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



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



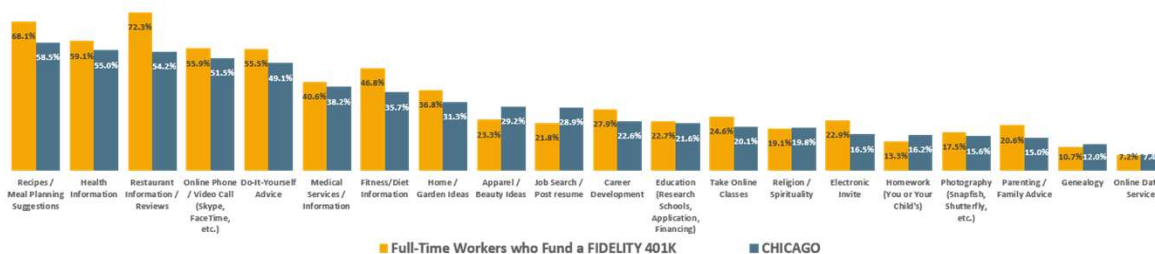
Domestic past year: 79.1%
 Avg. # Domestic Flights: 5.0



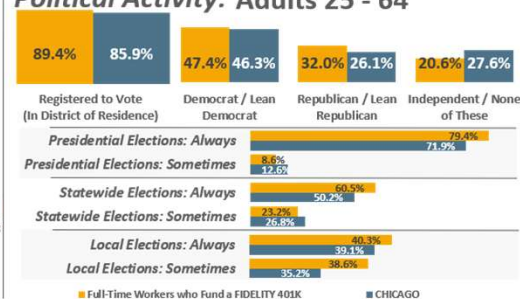
11.3% or 571,416 of CHICAGO DMA Adults 25 - 64 are Full-Time Workers who Fund a FIDELITY 401K. Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K are 13.1% more likely to look up D-I-Y advice online, 3.1% more likely to always vote in local elections, 38.4% more likely to belong to a gym, 22.% more likely to fly domestic past yr.



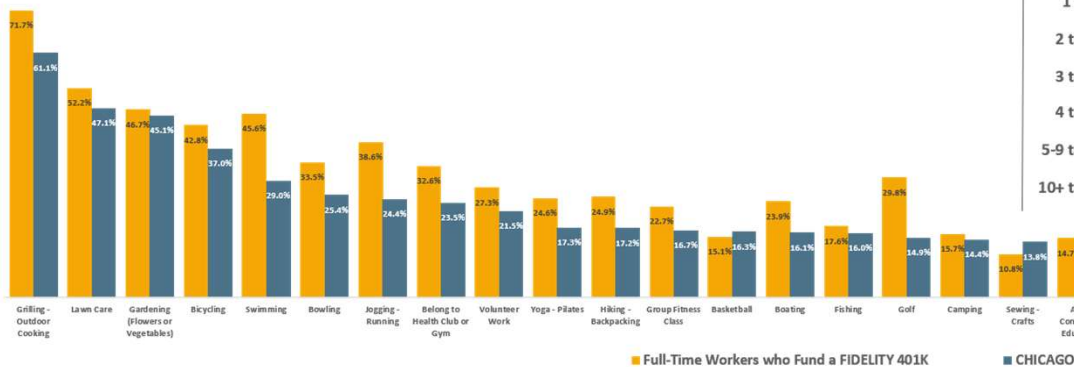
Top-20 past 30-days Online Lifestyle Activities: Adults 25 - 64



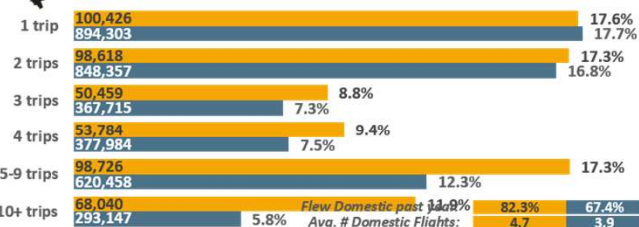
Political Activity: Adults 25 - 64



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



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

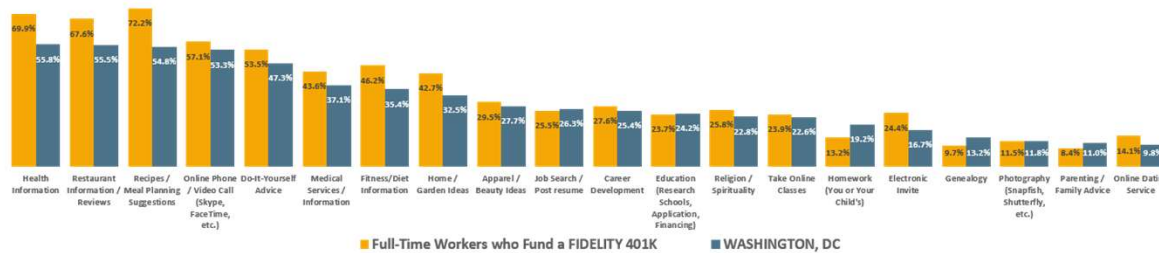




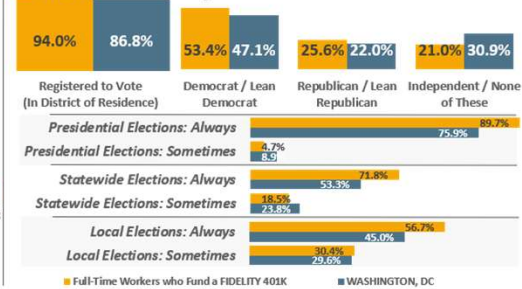
13.4% or 522,400 of WASHINGTON, DC DMA Adults 25 - 64 are Full-Time Workers who Fund a FIDELITY 401K. Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K are 13.2% more likely to look up D-I-Y advice online, 25.9% more likely to always vote in local elections, 43.3% more likely to belong to a gym, 18.8% more likely to fly domestic past yr.



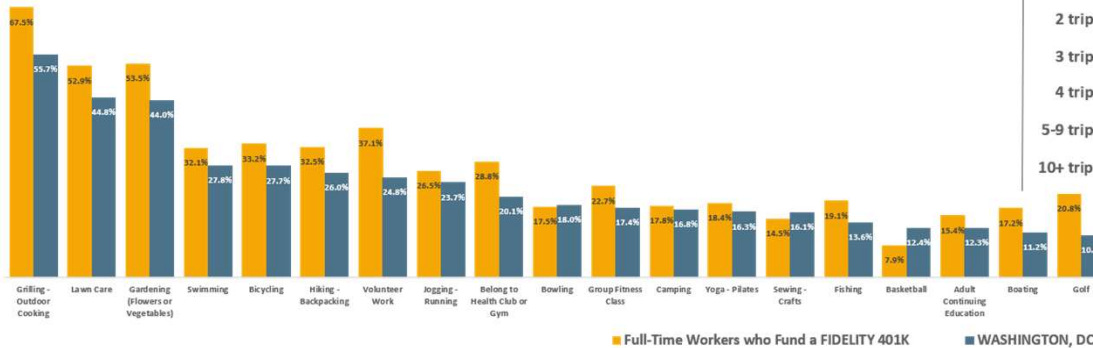
Top-20 past 30-days Online Lifestyle Activities: Adults 25 - 64



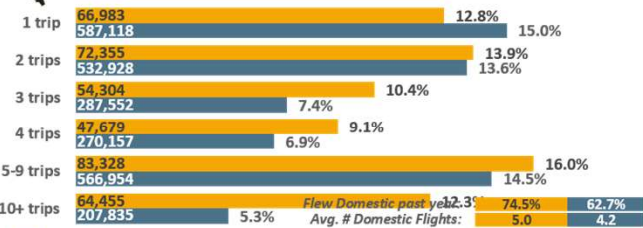
Political Activity: Adults 25 - 64



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



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

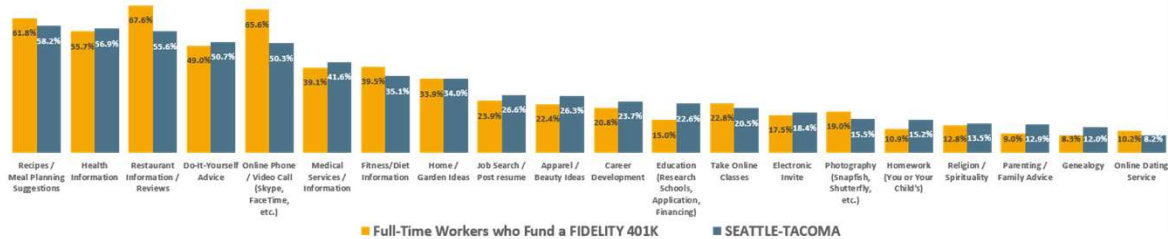




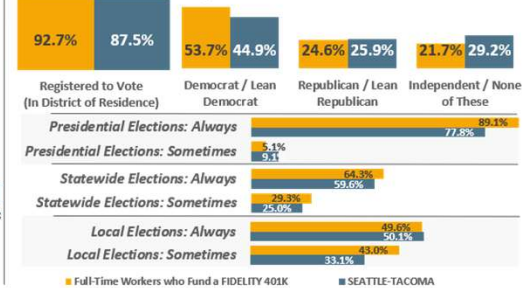
12.7% or 390,837 of SEATTLE-TACOMA DMA Adults 25 - 64 are Full-Time Workers who Fund a FIDELITY 401K. Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K are 3.4% less likely to look up D-I-Y advice online, 1.1% less likely to always vote in local elections, 60.6% more likely to belong to a gym, 16.2% more likely to fly domestic past yr.



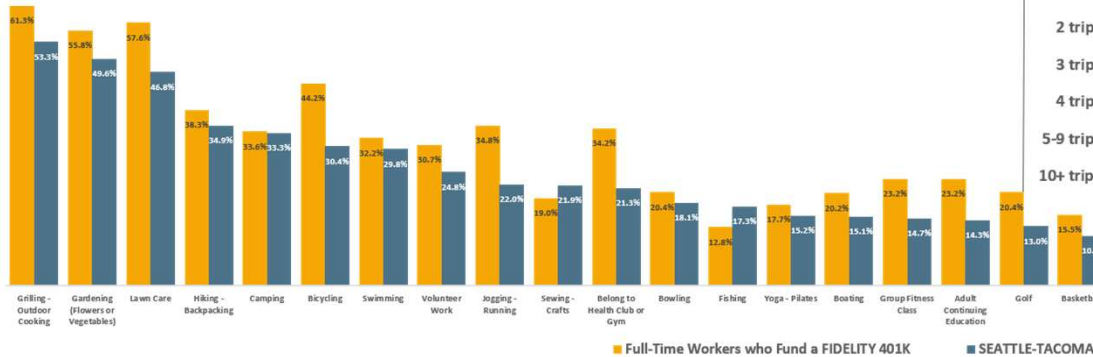
Top-20 past 30-days Online Lifestyle Activities: Adults 25 - 64



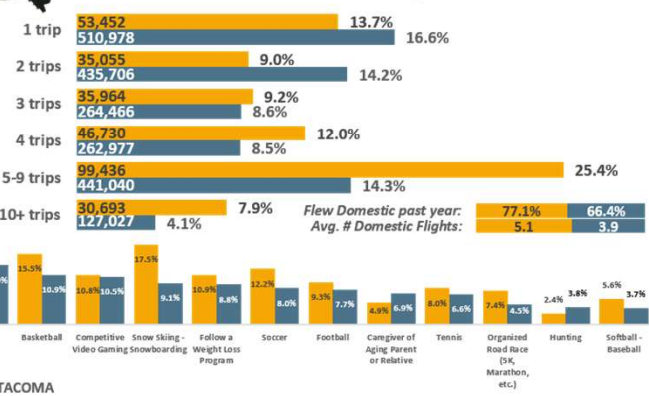
Political Activity: Adults 25 - 64



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



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

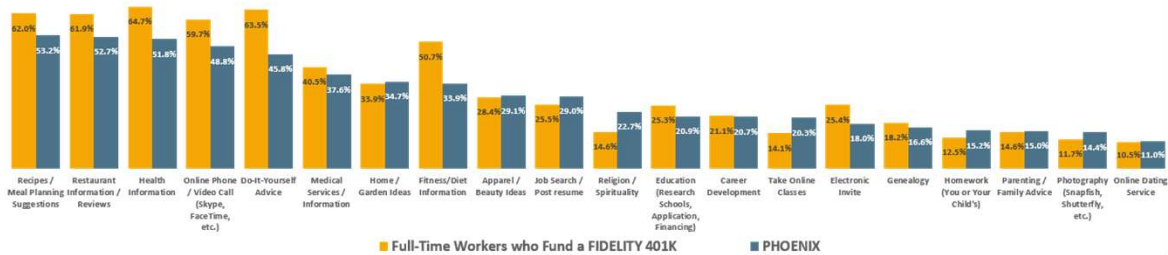




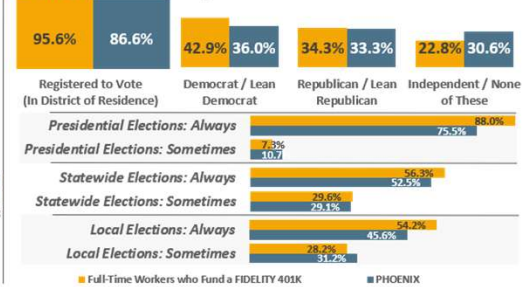
9.7% or 298,272 of PHOENIX DMA Adults 25 - 64 are Full-Time Workers who Fund a FIDELITY 401K. Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K are 38.8% more likely to look up D-I-Y advice online, 18.8% more likely to always vote in local elections, 60.9% more likely to belong to a gym, 26.6% more likely to fly domestic past yr.



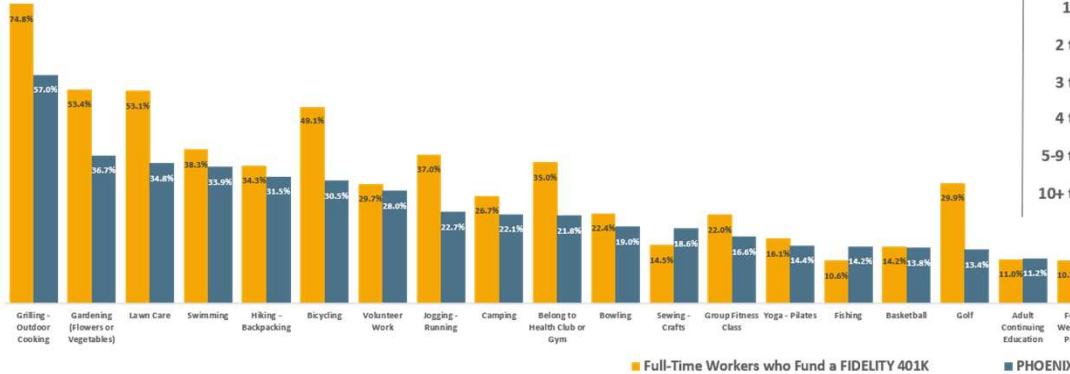
Top-20 past 30-days Online Lifestyle Activities: Adults 25 - 64



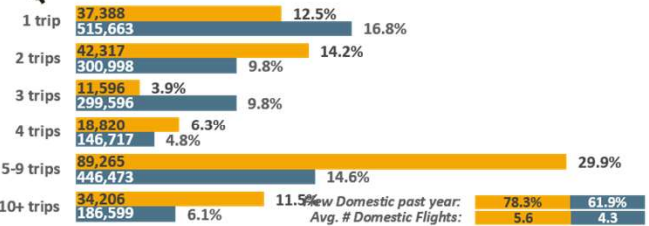
Political Activity: Adults 25 - 64

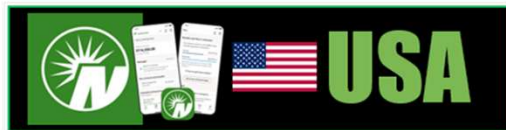


Top-30 past 12-months Active Lifestyle Activities: Adults 25 - 64



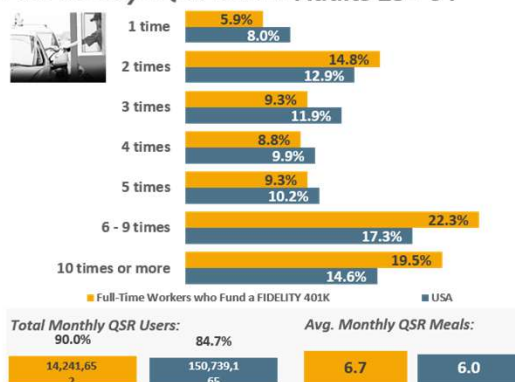
Past 12-months Domestic Airline Trips: Adults 25 - 64



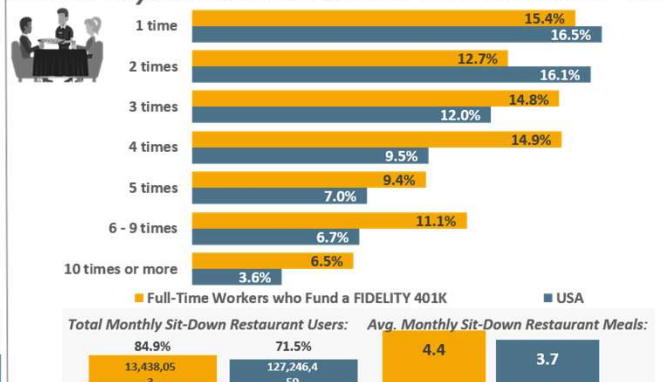


8.9% or 15,827,662 of USA DMA Adults 25 - 64 are Full-Time Workers who Fund a FIDELITY 401K.
 Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K are 6.2% more likely to use QSRs past mo.,
 18.7% more likely to use Sit-Down Restaurants past mo., 5.9% more likely to use Casinos past yr., 62.5% less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

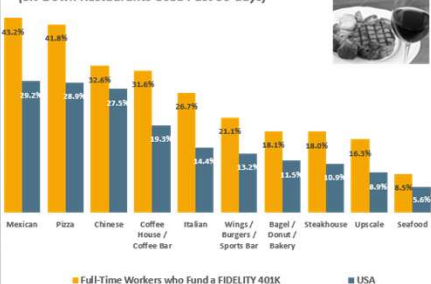
Past 30-days QSR Users: Adults 25 - 64



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



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

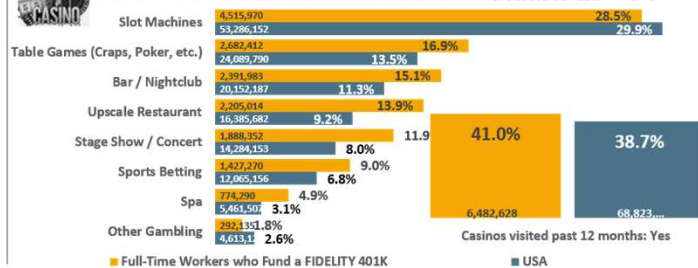


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
 Full-Time Workers who Fund a FIDELITY 401K: 4,425,163 (28.0%)
 USA: 39,983,069 (22.5%)

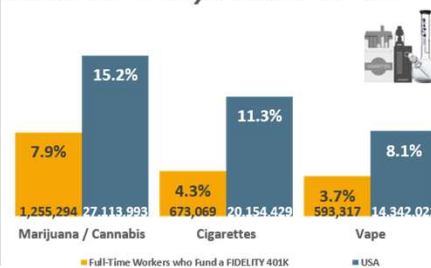
Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64



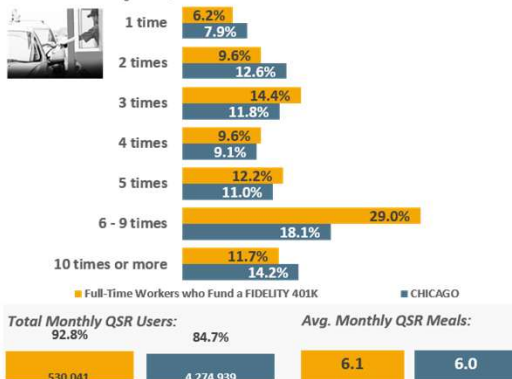
Used Past 30-days: Adults 25 - 64



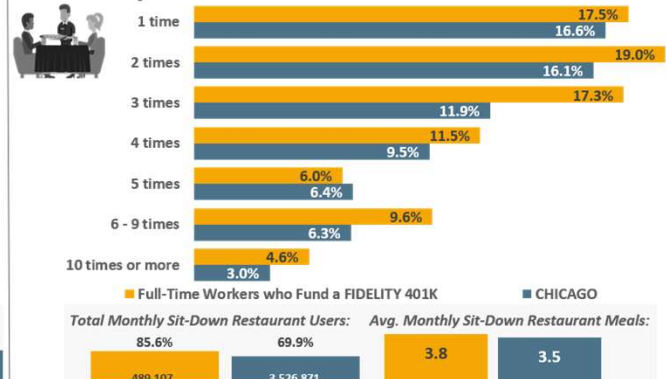


11.3% or 571,416 of CHICAGO DMA Adults 25 - 64 are Full-Time Workers who Fund a FIDELITY 401K. Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K are 9.5% more likely to use QSRs past mo., 22.5% more likely to use Sit-Down Restaurants past mo., 16.4% less likely to use Casinos past yr., 83.3% less likely to smoke cigarettes.

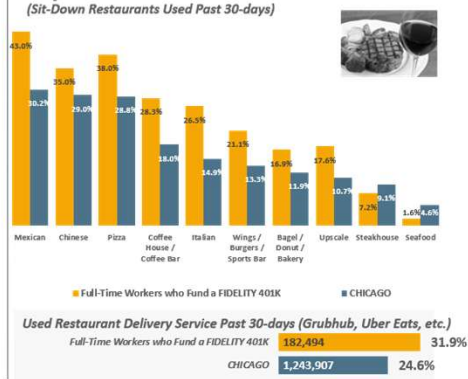
Past 30-days QSR Users: Adults 25 - 64



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



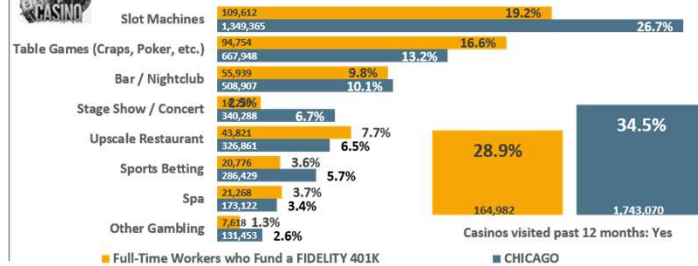
Top-10 Cuisines: Adults 25 - 64



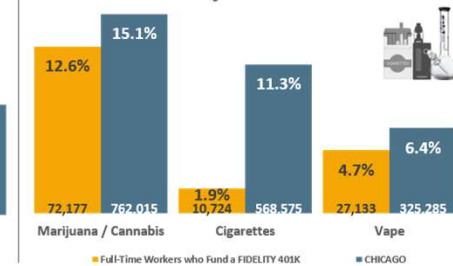
Drank Past 30-days: Adults 25 - 64

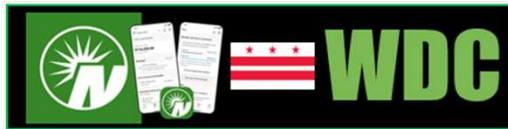


Past 12 months Casino Activities: Adults 25 - 64



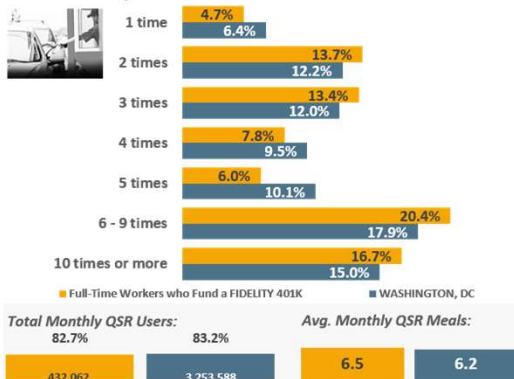
Used Past 30-days: Adults 25 - 64



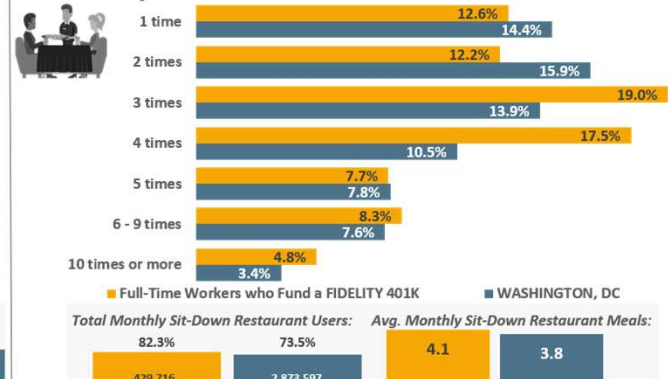


13.4% or 522,400 of WASHINGTON, DC DMA Adults 25 - 64 are Full-Time Workers who Fund a FIDELITY 401K. Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K are .6% less likely to use QSRs past mo., 12.% more likely to use Sit-Down Restaurants past mo., 4.% more likely to use Casinos past yr., 52.4% less likely to smoke cigarettes.

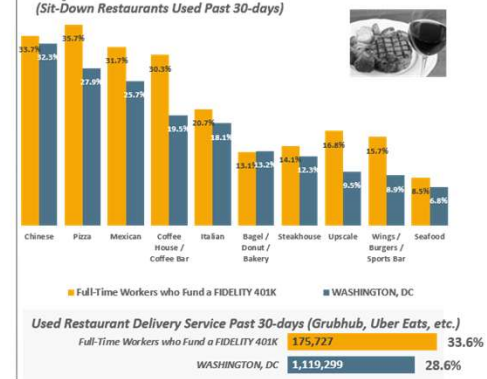
Past 30-days QSR Users: Adults 25 - 64



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



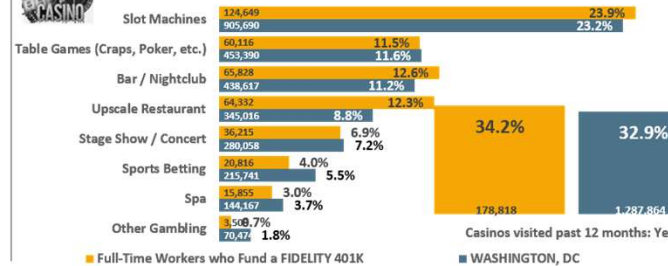
Top-10 Cuisines: Adults 25 - 64 (Sit-Down Restaurants Used Past 30-days)



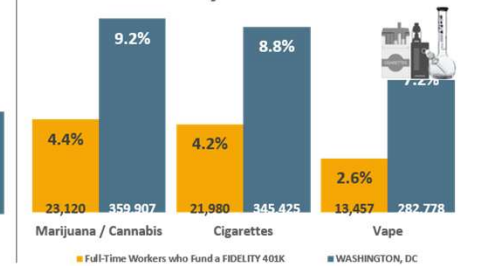
Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64



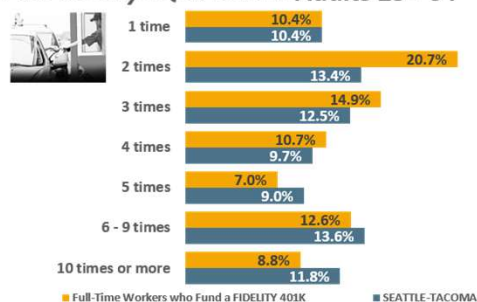
Used Past 30-days: Adults 25 - 64



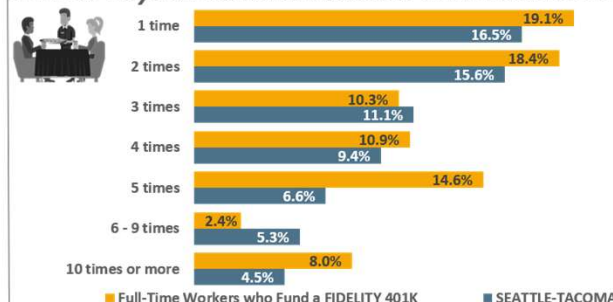


12.7% or 390,837 of SEATTLE-TACOMA DMA Adults 25 - 64 are Full-Time Workers who Fund a FIDELITY 401K. Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K are 5.8% more likely to use QSRs past mo., 21.1% more likely to use Sit-Down Restaurants past mo., 12.6% less likely to use Casinos past yr., 52.1% less likely to smoke cigarettes.

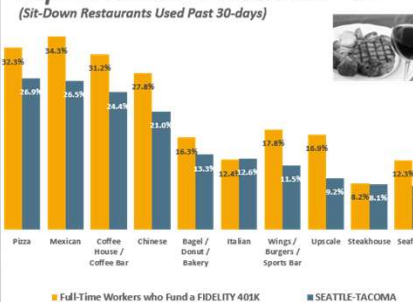
Past 30-days QSR Users: Adults 25 - 64



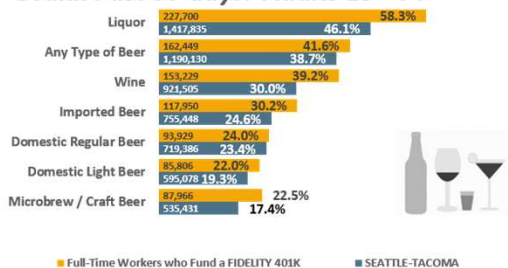
Past 30-days Sit-Down Restaurant Users: Adults 25 - 64



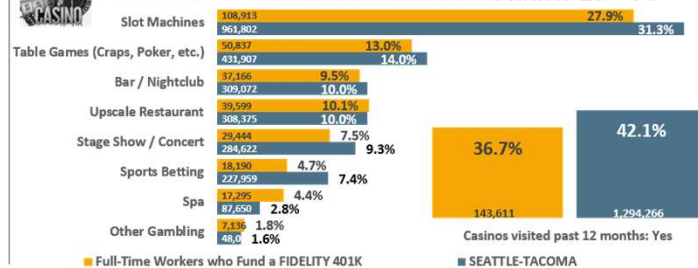
Top-10 Cuisines: Adults 25 - 64



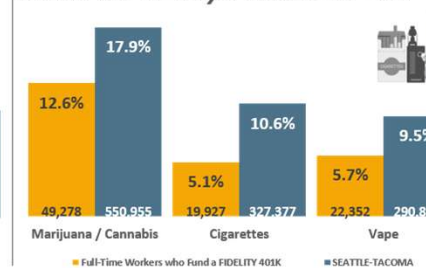
Drank Past 30-days: Adults 25 - 64

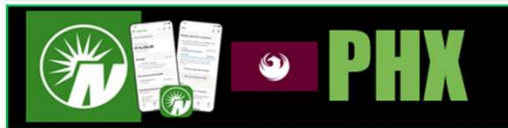


Past 12 months Casino Activities: Adults 25 - 64



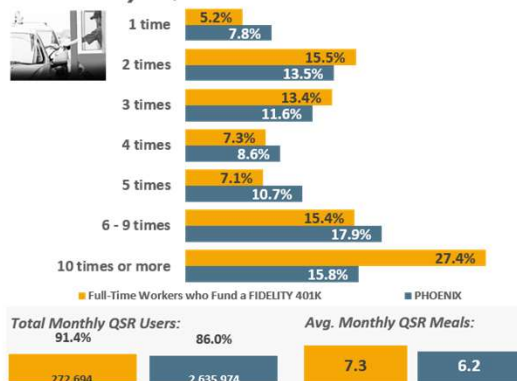
Used Past 30-days: Adults 25 - 64



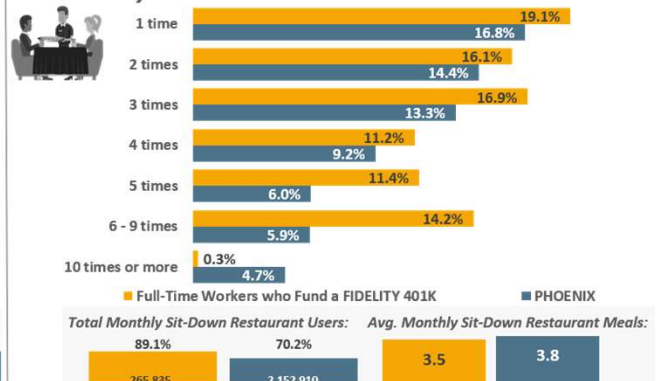


9.7% or 298,272 of PHOENIX DMA Adults 25 - 64 are Full-Time Workers who Fund a FIDELITY 401K. Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K are 6.3% more likely to use QSRs past mo., 26.9% more likely to use Sit-Down Restaurants past mo., 26.5% more likely to use Casinos past yr., 16.7% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 64



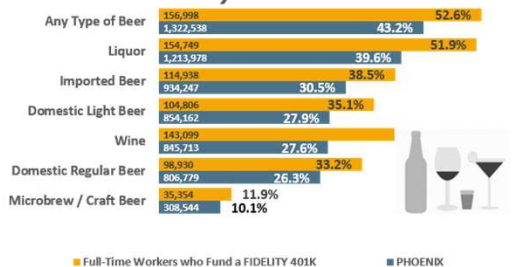
Past 30-days Sit-Down Restaurant Users: Adults 25 - 64



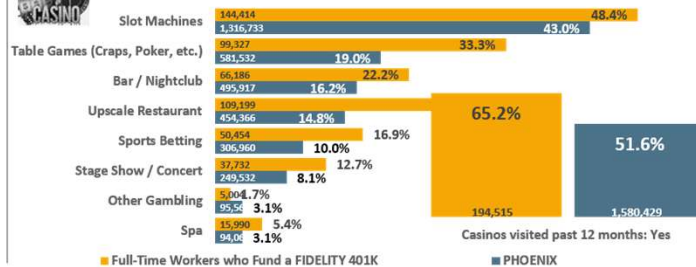
Top-10 Cuisines: Adults 25 - 64 (Sit-Down Restaurants Used Past 30-days)



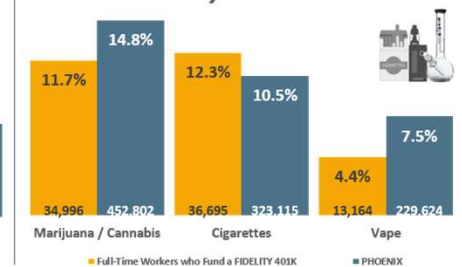
Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64



Used Past 30-days: Adults 25 - 64





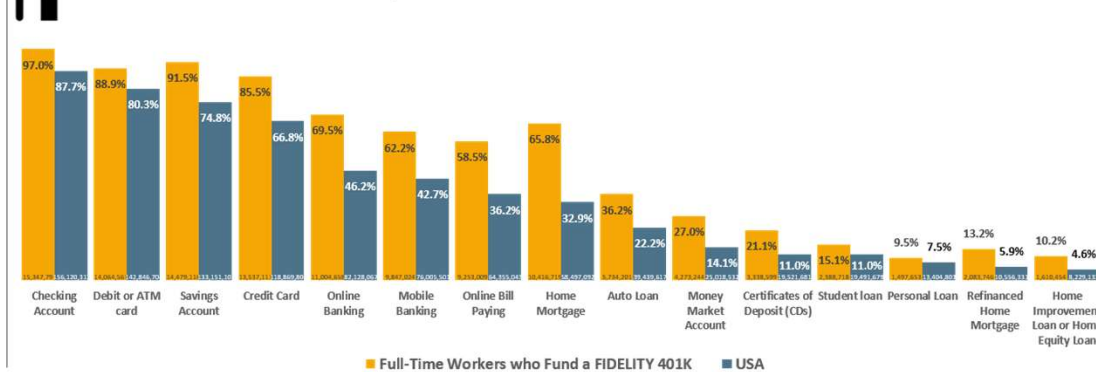
8.9% or 15,827,662 of USA DMA Adults 25 - 64 are Full-Time Workers who Fund a FIDELITY 401K.
 Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K are 47.9% more likely to have a 401K, 63.4% more likely to have an Auto Loan, 57.4% more likely to Invest/Trade Stocks Online, 6.6% less likely to pay with their Debit Card.



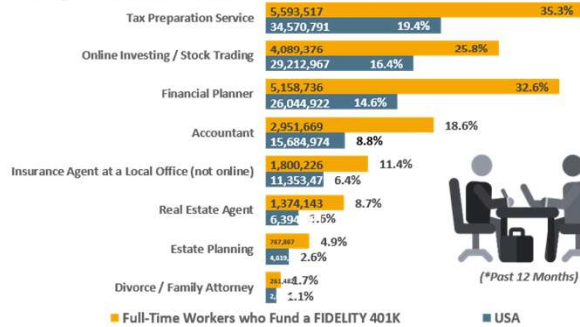
Investments Owned: Adults 25 - 64



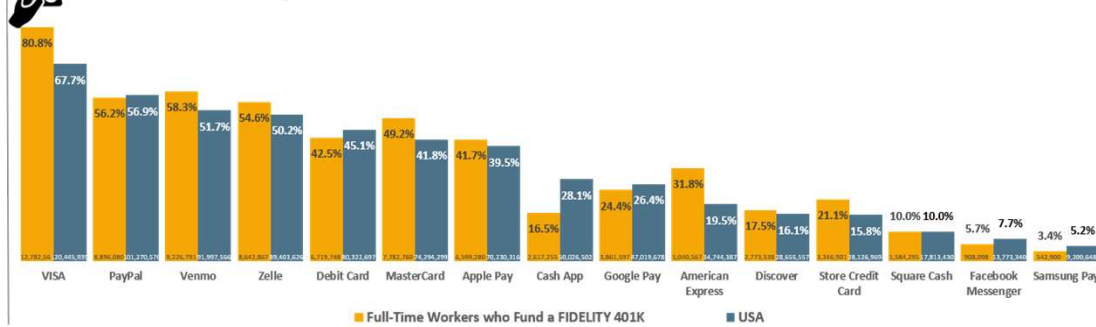
Financial Services Has and/or Uses: Adults 25 - 64



Professional Services Used*: Adults 25 - 64



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 2,613
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[[[Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan] AND Investment institutions use: Fidelity]]



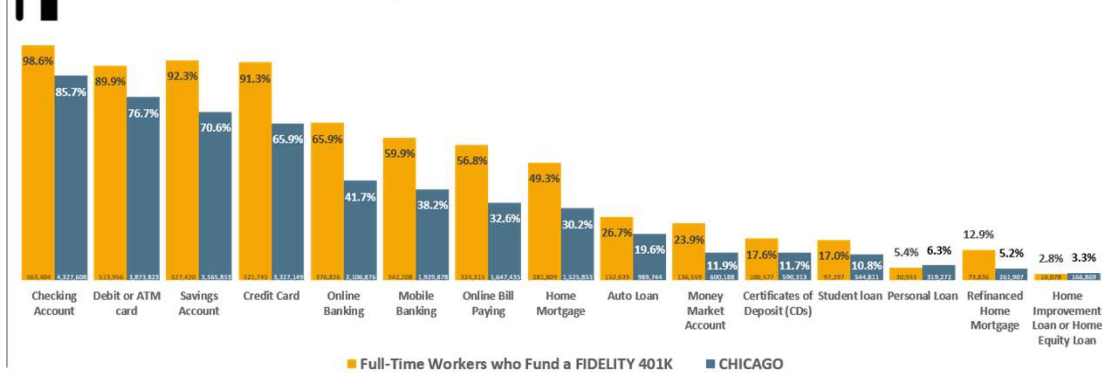
11.3% or 571,416 of CHICAGO DMA Adults 25 - 64 are Full-Time Workers who Fund a FIDELITY 401K. Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K are 95.6% more likely to have a 401K, 36.2% more likely to have an Auto Loan, 84.9% more likely to Invest/Trade Stocks Online, 4.3% less likely to pay with their Debit Card.



Investments Owned: Adults 25 - 64



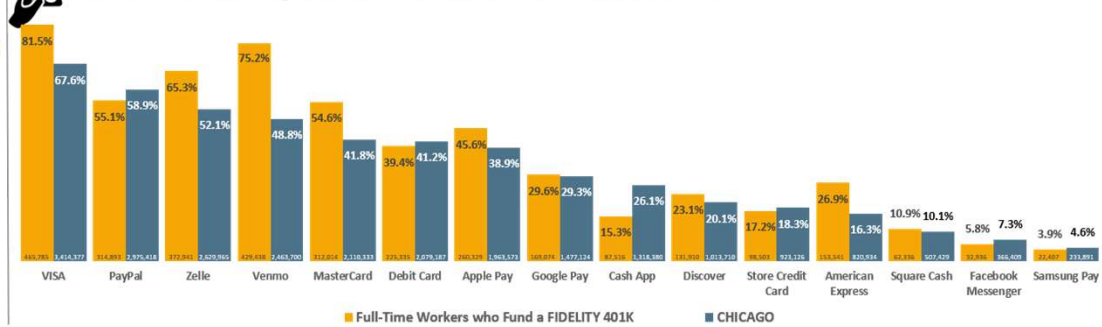
Financial Services Has and/or Uses: Adults 25 - 64



Professional Services Used*: Adults 25 - 64



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

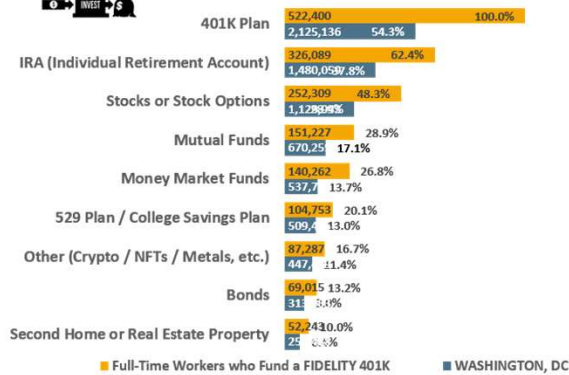




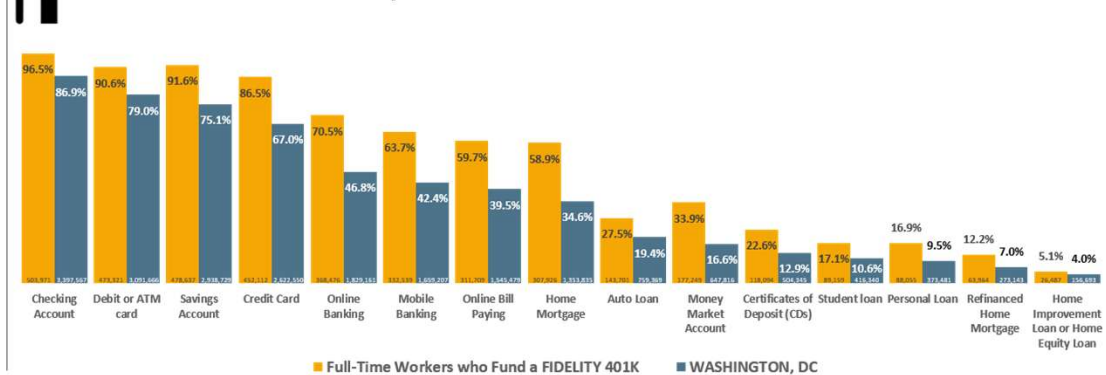
13.4% or 522,400 of WASHINGTON, DC DMA Adults 25 - 64 are Full-Time Workers who Fund a FIDELITY 401K. Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K are 84.1% more likely to have a 401K, 41.7% more likely to have an Auto Loan, 75.8% more likely to Invest/Trade Stocks Online, 18.6% less likely to pay with their Debit Card.



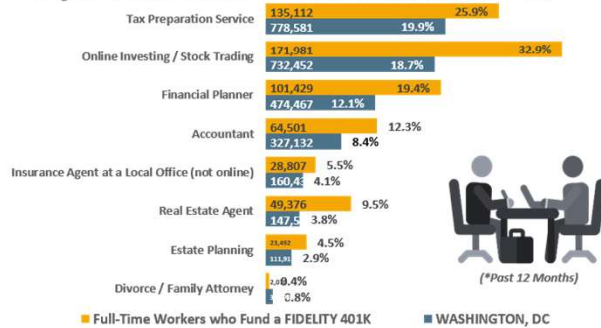
Investments Owned: Adults 25 - 64



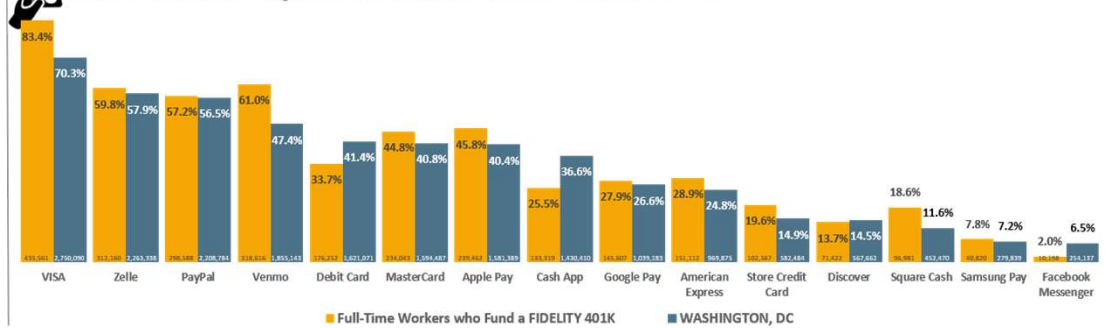
Financial Services Has and/or Uses: Adults 25 - 64



Professional Services Used*: Adults 25 - 64



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

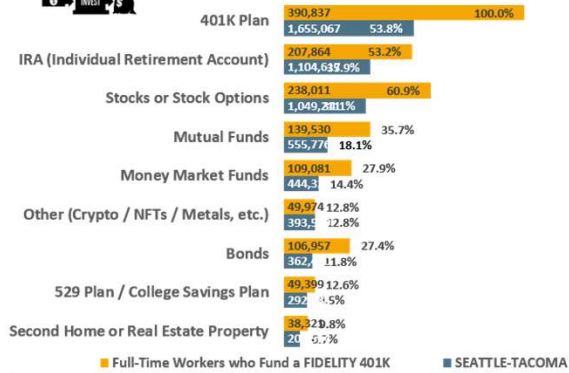




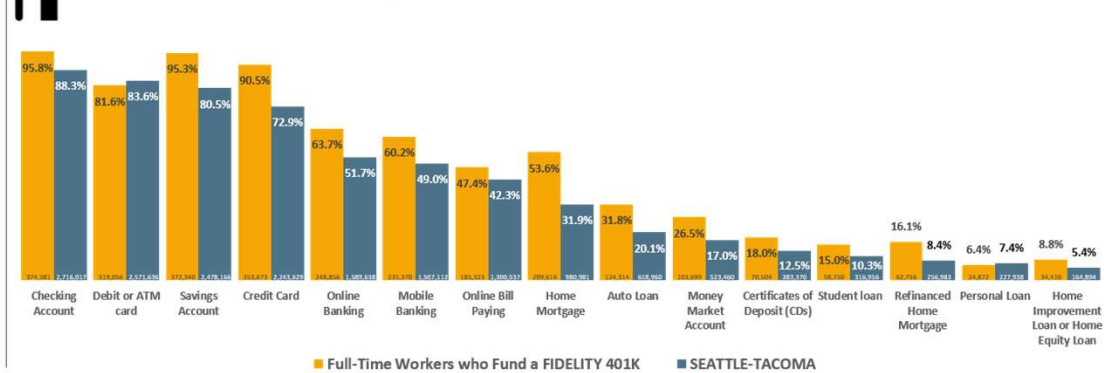
12.7% or 390,837 of SEATTLE-TACOMA DMA Adults 25 - 64 are Full-Time Workers who Fund a FIDELITY 401K. Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K are 85.9% more likely to have a 401K, 58.1% more likely to have an Auto Loan, 29.9% more likely to Invest/Trade Stocks Online, 23.6% less likely to pay with their Debit Card.



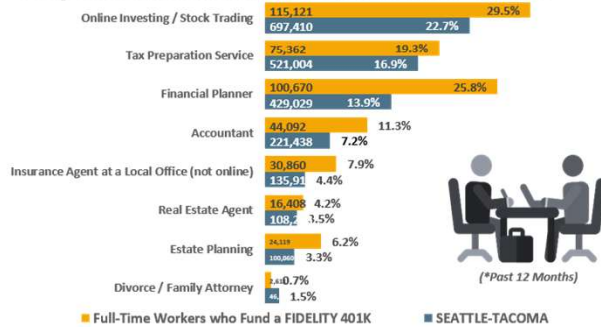
Investments Owned: Adults 25 - 64



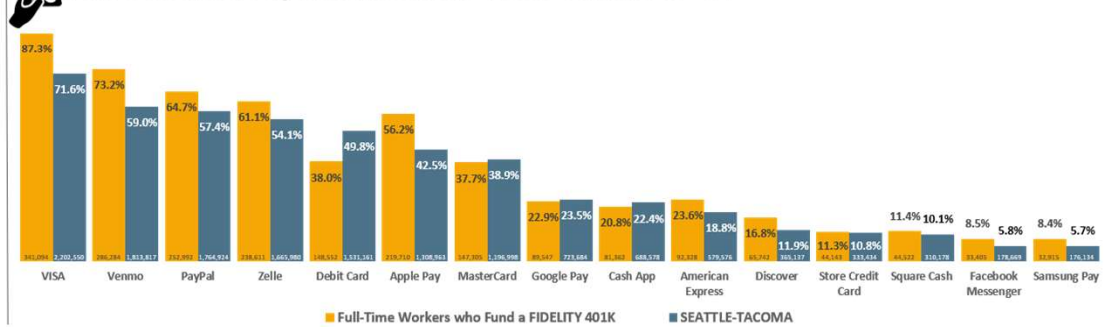
Financial Services Has and/or Uses: Adults 25 - 64

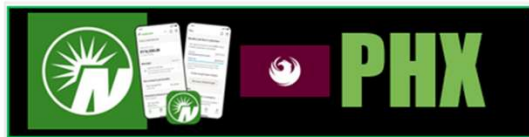


Professional Services Used*: Adults 25 - 64



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





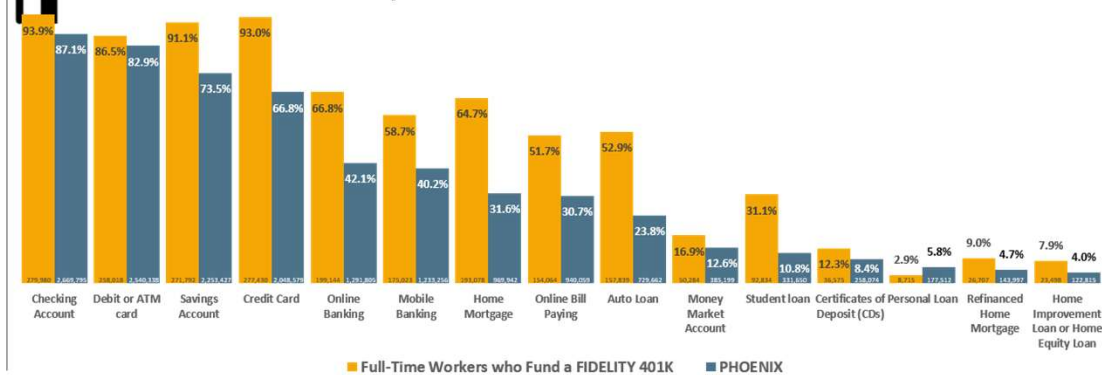
9.7% or 298,272 of PHOENIX DMA Adults 25 - 64 are Full-Time Workers who Fund a FIDELITY 401K. Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K are 106.9% more likely to have a 401K, 122.3% more likely to have an Auto Loan, 107.1% more likely to Invest/Trade Stocks Online, 18.7% less likely to pay with their Debit Card.



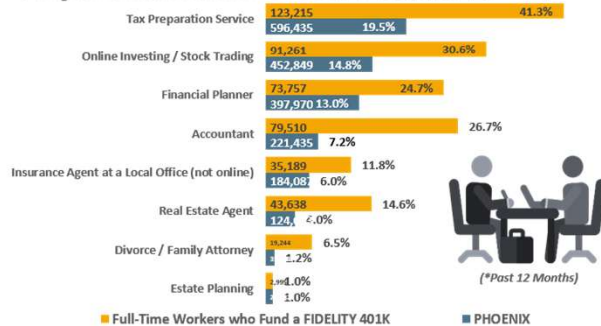
Investments Owned: Adults 25 - 64



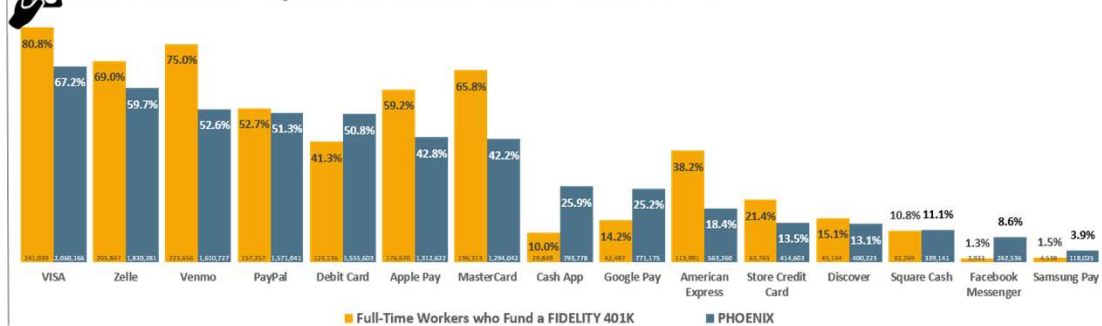
Financial Services Has and/or Uses: Adults 25 - 64



Professional Services Used*: Adults 25 - 64

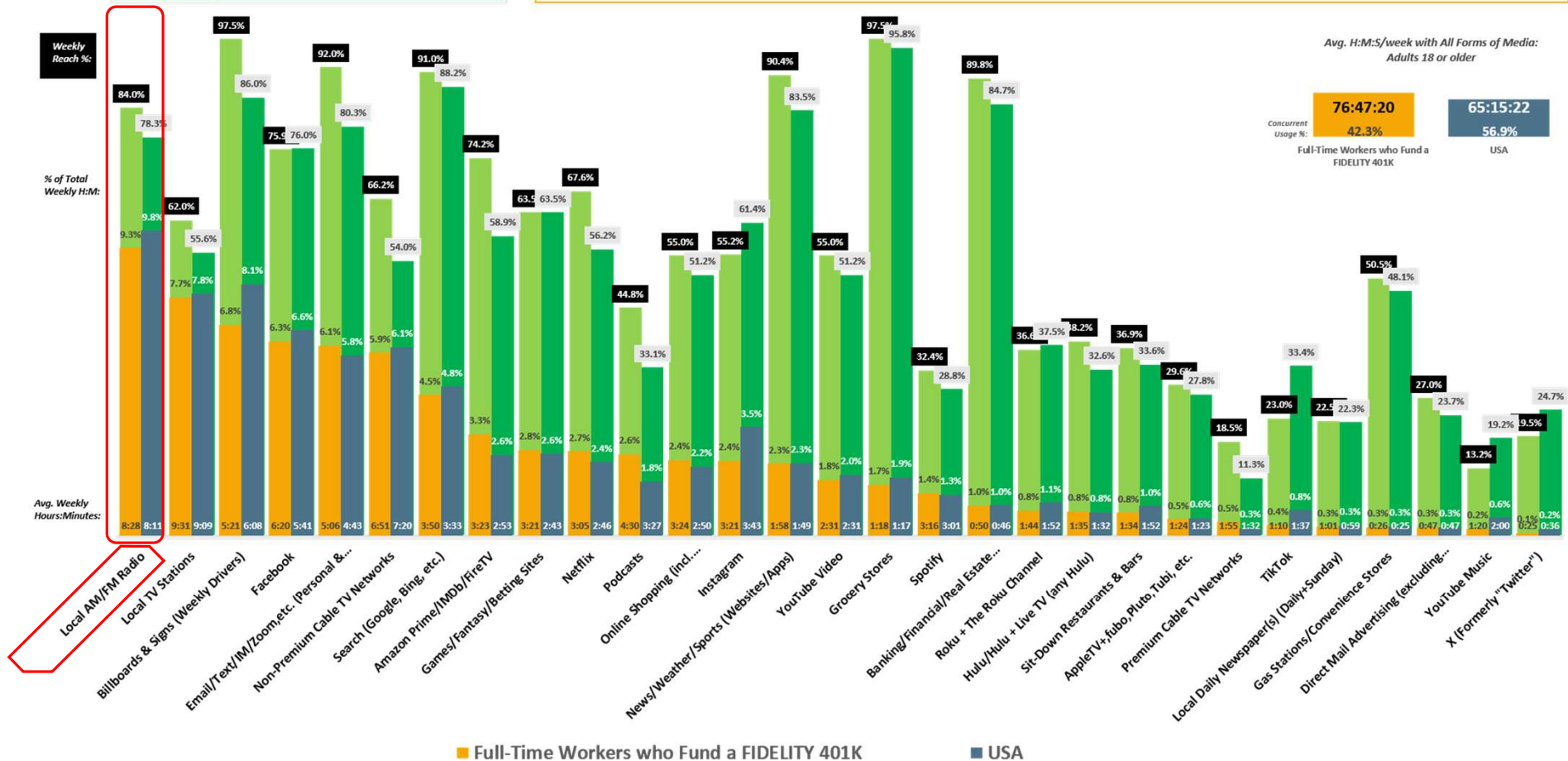


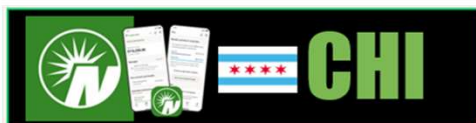
Past 3-Months Payment Methods Used: Adults 25 - 64



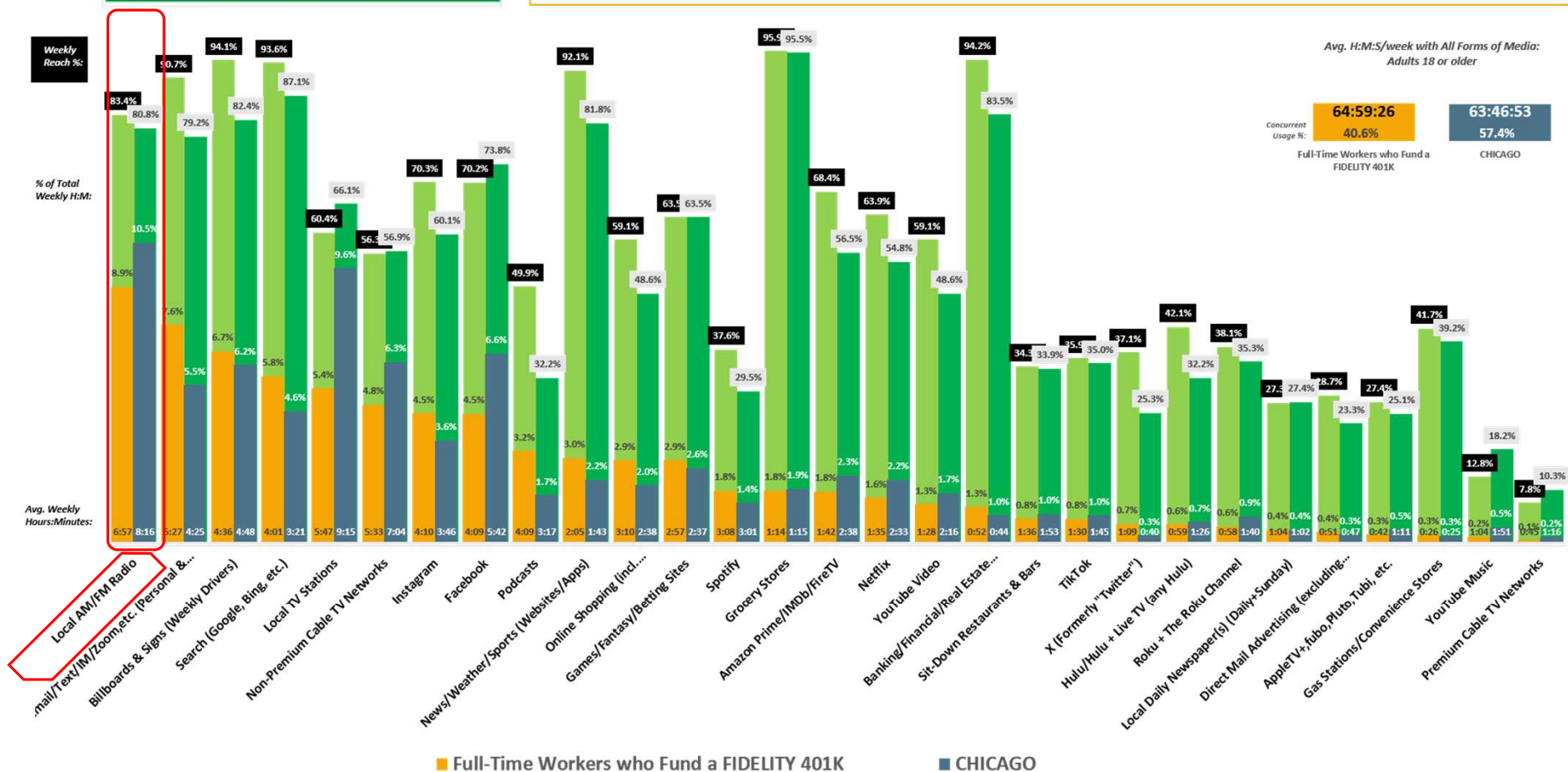


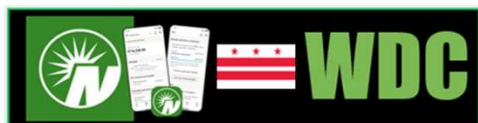
Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K spend an average of 3 days, 4 hours, 47 minutes and 20 seconds each week with All Forms of Media.
 84.4% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K spend an avg. of 8 hours and 28 minutes each week listening to All Local AM/FM Radio, representing 9.3% of total time spent with all forms of Media.



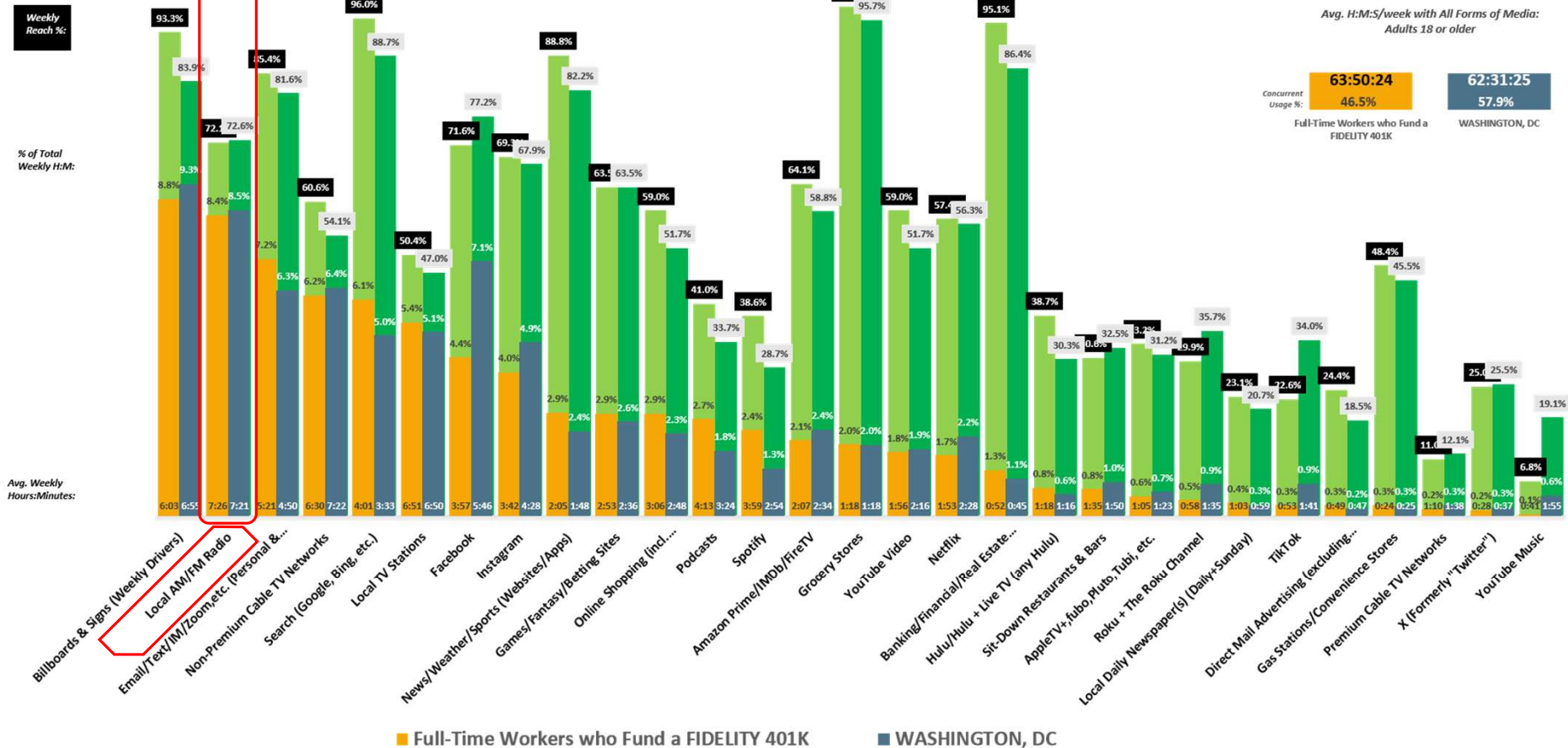


Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K spend an average of 2 days, 16 hours, 59 minutes and 26 seconds each week with All Forms of Media.
83.4% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K spend an avg. of 6 hours and 57 minutes each week listening to All Local AM/FM Radio, representing 8.9% of total time spent with all forms of Media.



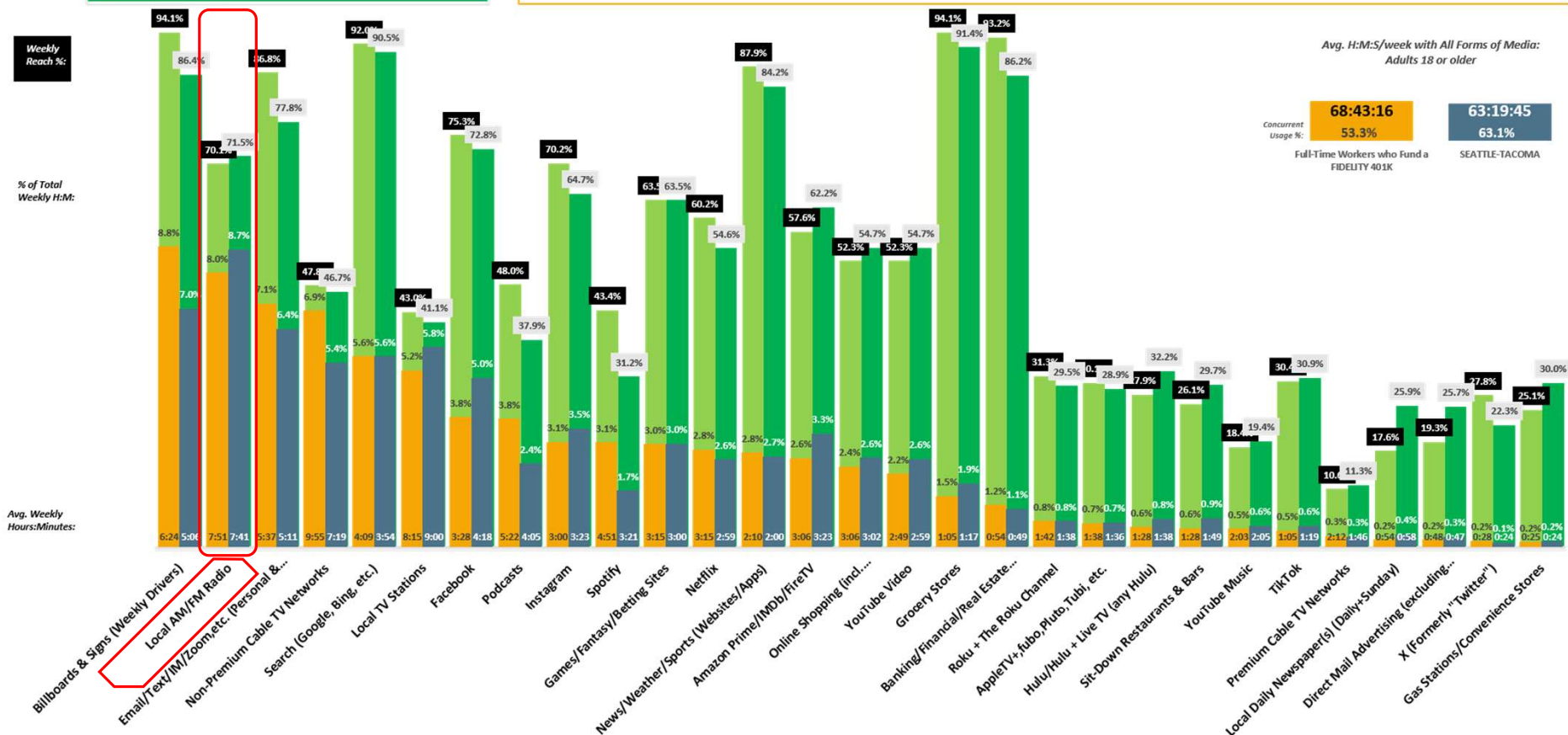


Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K spend an average of 2 days, 15 hours, 50 minutes and 24 seconds each week with All Forms of Media.
 72.1% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K spend an avg. of 7 hours and 26 minutes each week listening to All Local AM/FM Radio, representing 8.4% of total time spent with all forms of Media.

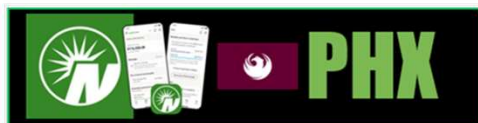




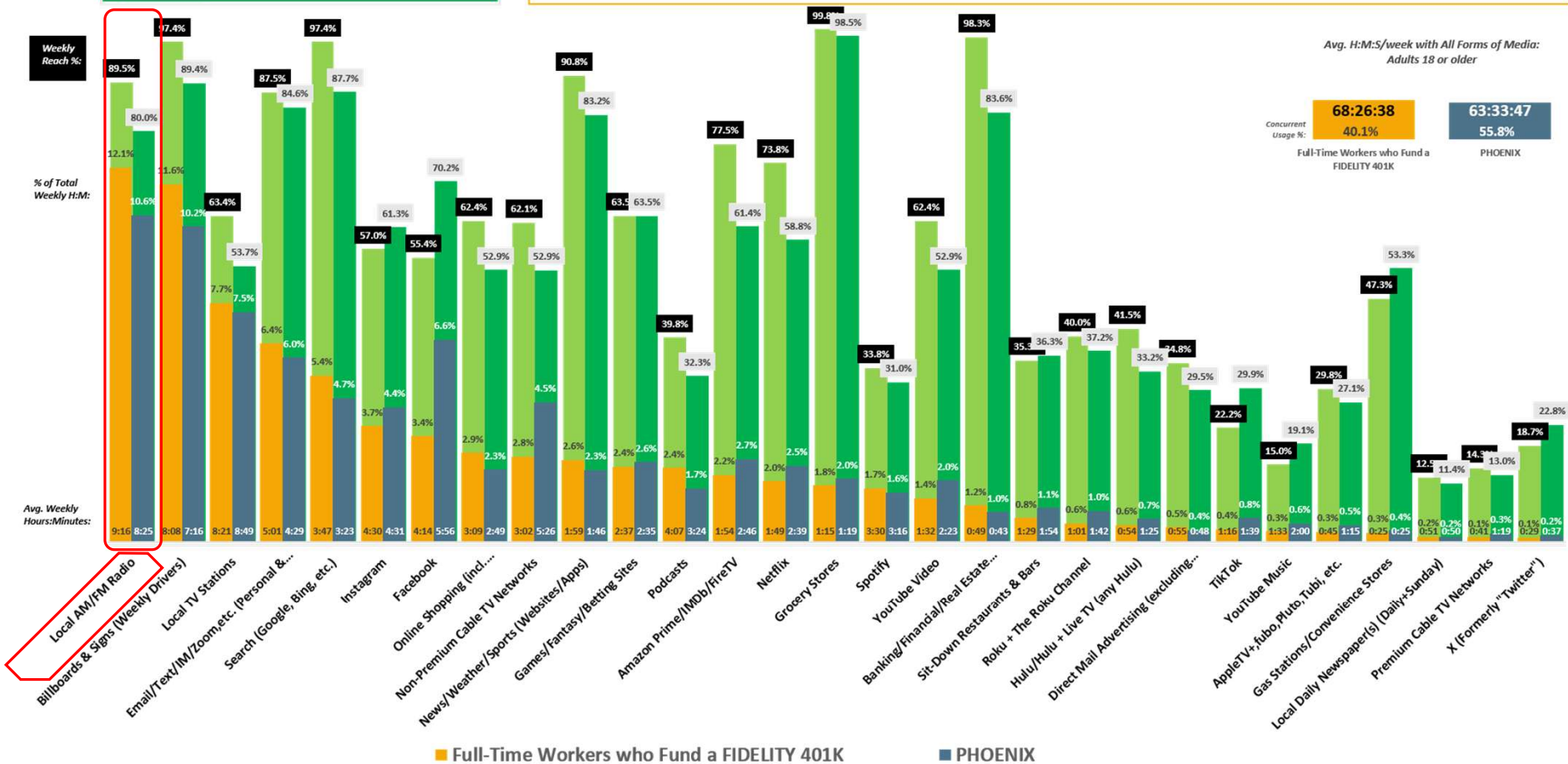
Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K spend an average of 2 days, 20 hours, 43 minutes and 16 seconds each week with All Forms of Media.
 70.1% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K spend an avg. of 7 hours and 51 minutes each week listening to All Local AM/FM Radio, representing 8.% of total time spent with all forms of Media.



Full-Time Workers who Fund a FIDELITY 401K SEATTLE-TACOMA

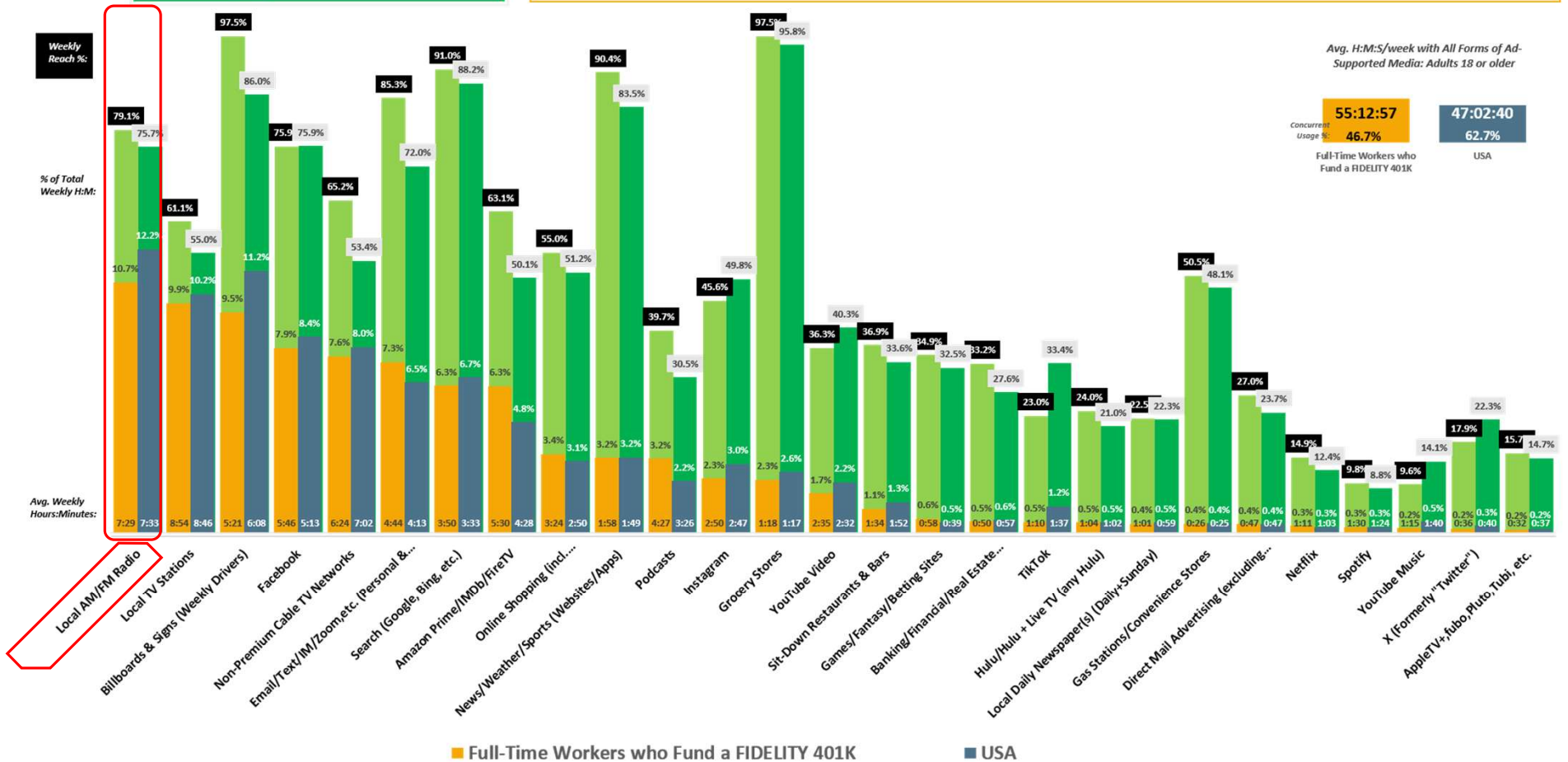


Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K spend an average of 2 days, 20 hours, 26 minutes and 38 seconds each week with All Forms of Media.
 89.5% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K spend an avg. of 9 hours and 16 minutes each week listening to All Local AM/FM Radio, representing 12.1% of total time spent with all forms of Media.



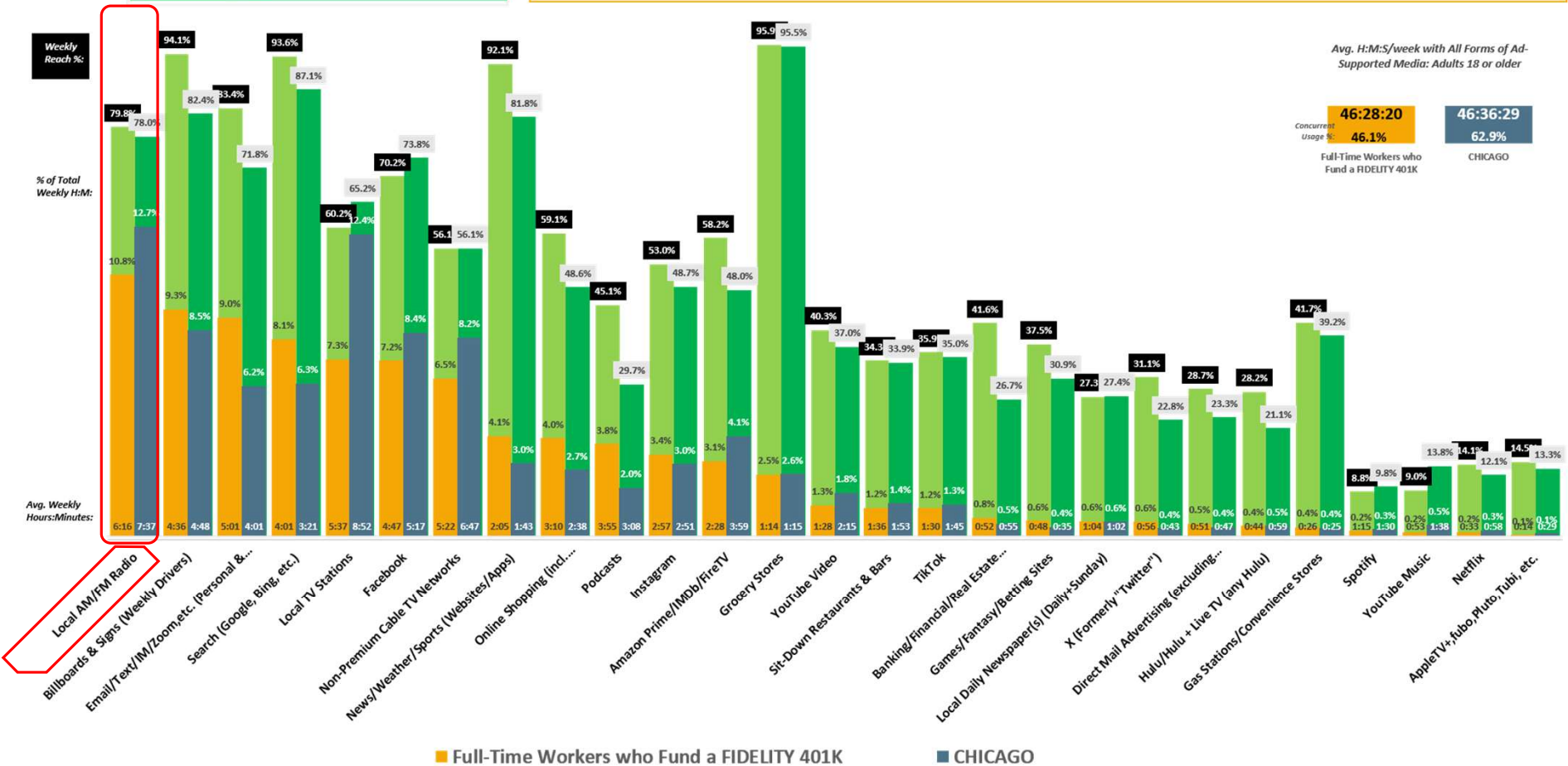


Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K spend an average of 2 days, 7 hours, 12 minutes and 57 seconds each week with All Forms of Ad-Supported Media.
 79.1% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K spend an avg. of 7 hours and 29 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.7% of total time spent with all forms of Ad-Supported Media.



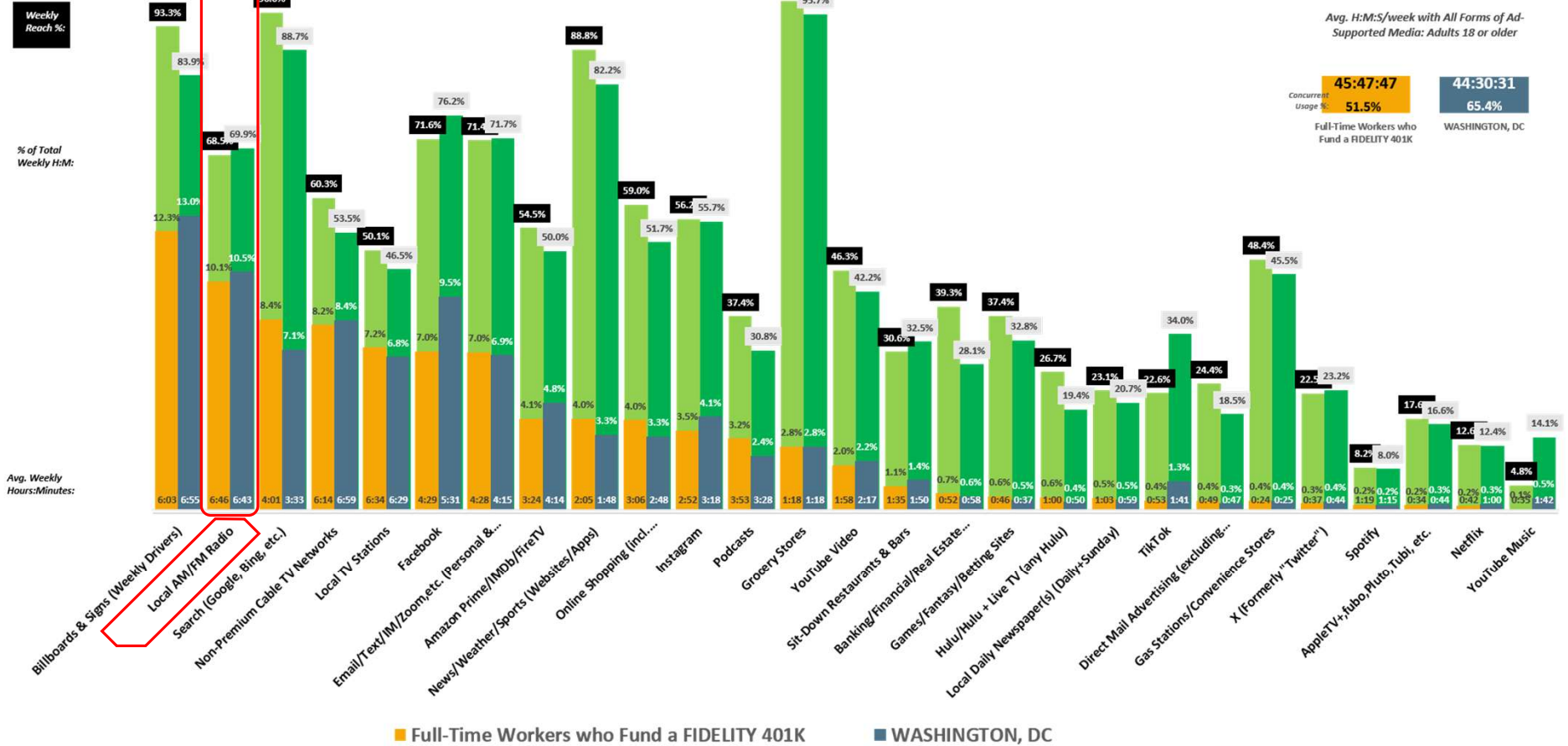


Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K spend an average of 1 days, 22 hours, 28 minutes and 20 seconds each week with All Forms of Ad-Supported Media.
 79.8% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K spend an avg. of 6 hours and 16 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.8% of total time spent with all forms of Ad-Supported Media.



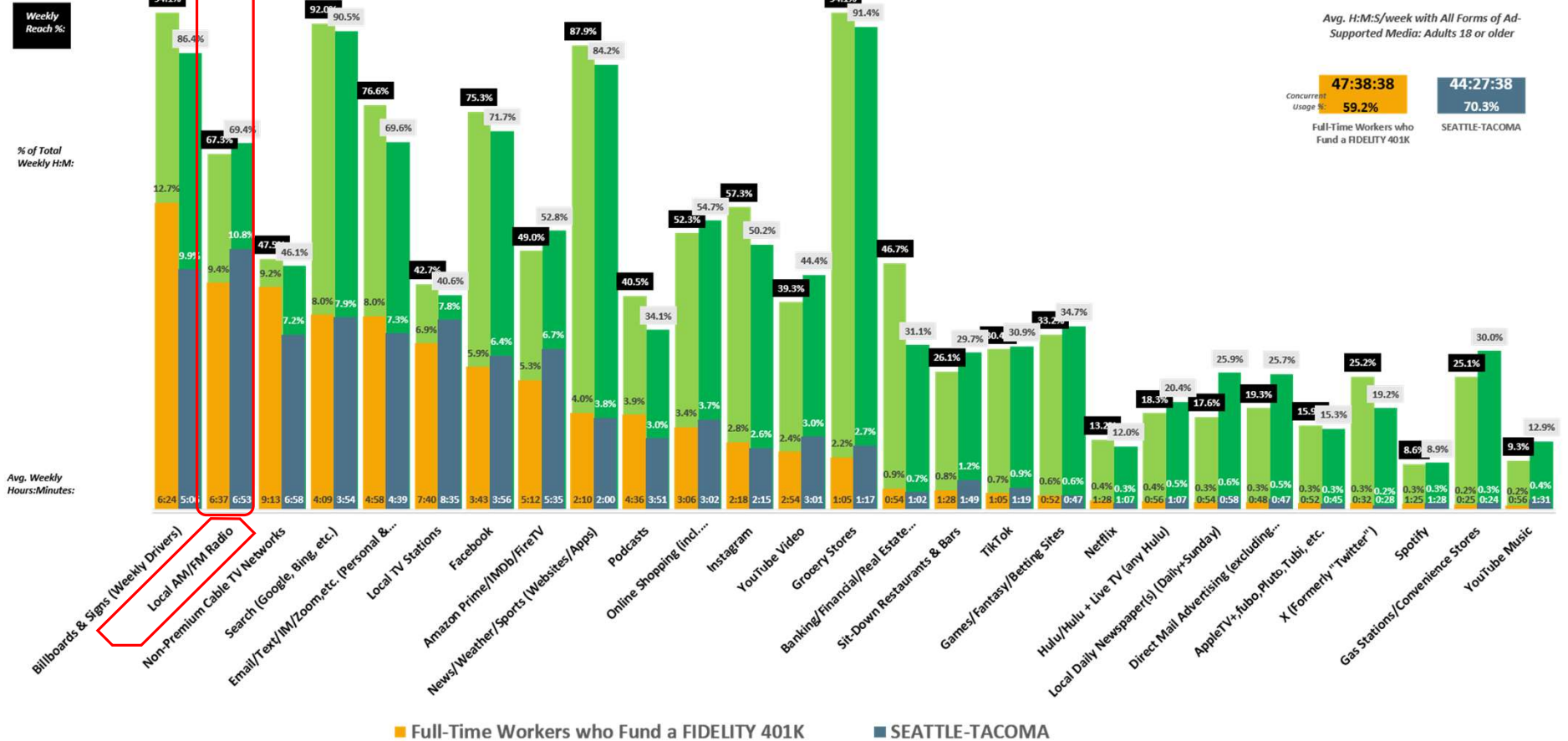


Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K spend an average of 1 days, 21 hours, 47 minutes and 47 seconds each week with All Forms of Ad-Supported Media.
 68.5% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K spend an avg. of 6 hours and 46 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.1% of total time spent with all forms of Ad-Supported Media.





Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K spend an average of 1 days, 23 hours, 38 minutes and 38 seconds each week with All Forms of Ad-Supported Media.
 67.3% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K spend an avg. of 6 hours and 37 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.4% of total time spent with all forms of Ad-Supported Media.

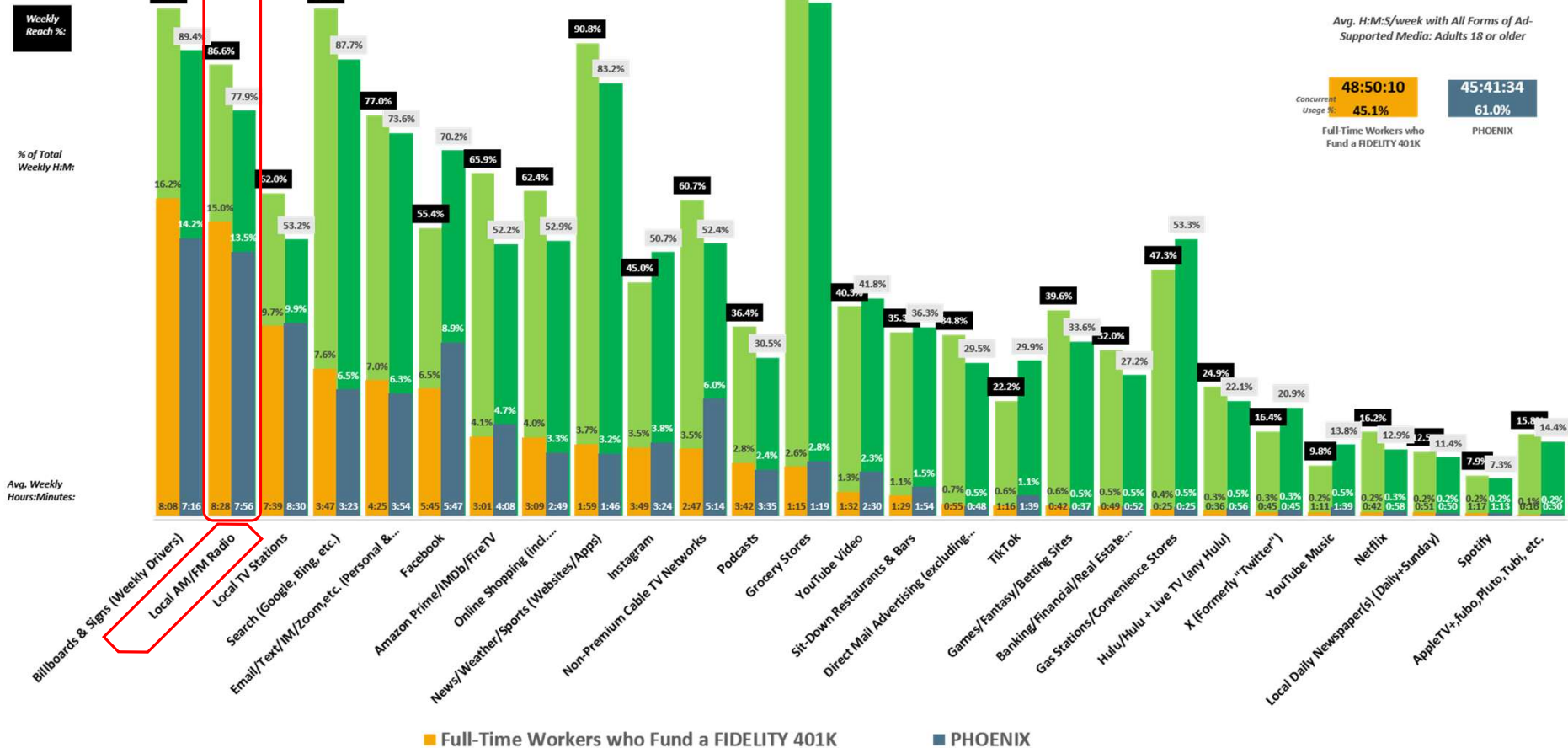


Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

47:38:38	44:27:38
Concurrent Usage %: 59.2%	70.3%
Full-Time Workers who Fund a FIDELITY 401K	SEATTLE-TACOMA



Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K spend an average of 2 days, 0 hours, 50 minutes and 10 seconds each week with All Forms of Ad-Supported Media.
86.6% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K spend an avg. of 8 hours and 28 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 15.% of total time spent with all forms of Ad-Supported Media.

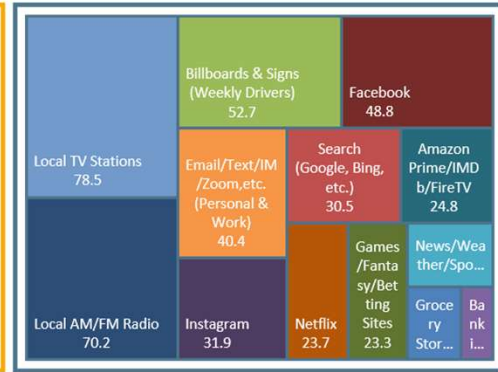
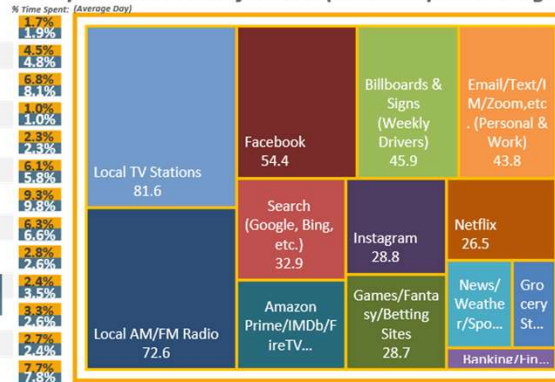
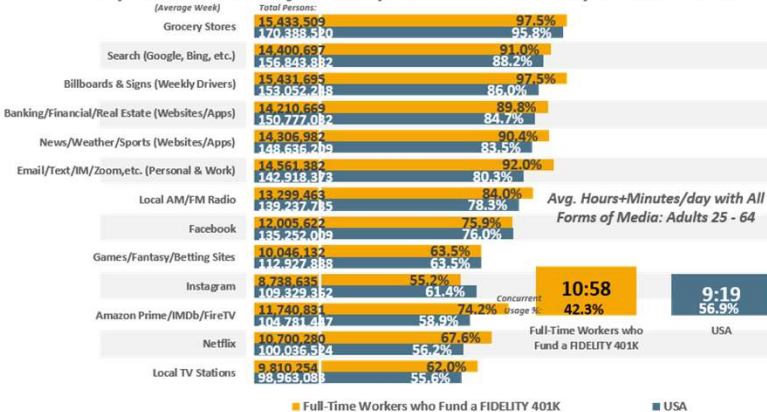




Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K spend an average of 7 hours and 53 minutes each day with All Forms of Ad-Supported Media. 79.1% listen to Local AM/FM Radio for an avg. of 64.2 minutes/day. (Local Radio delivers 10.7% of Time with Ad-Supported Media.)

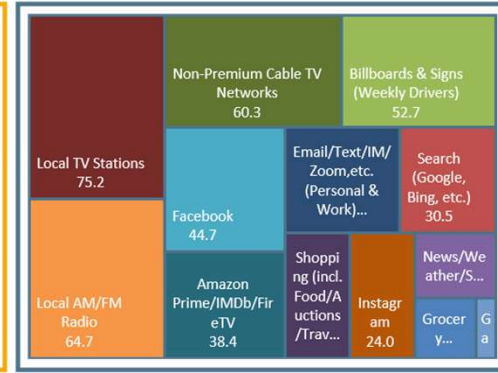
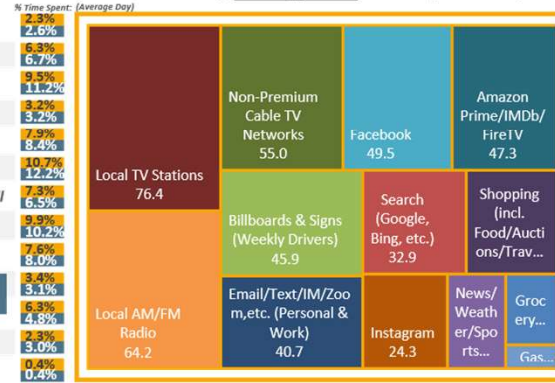
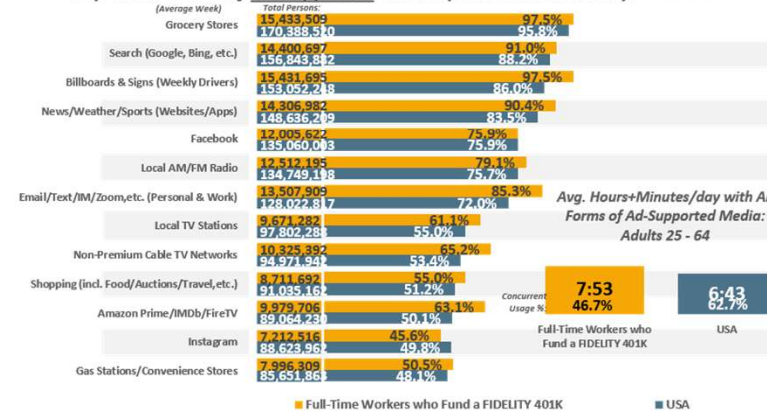
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64

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



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

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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 2,613
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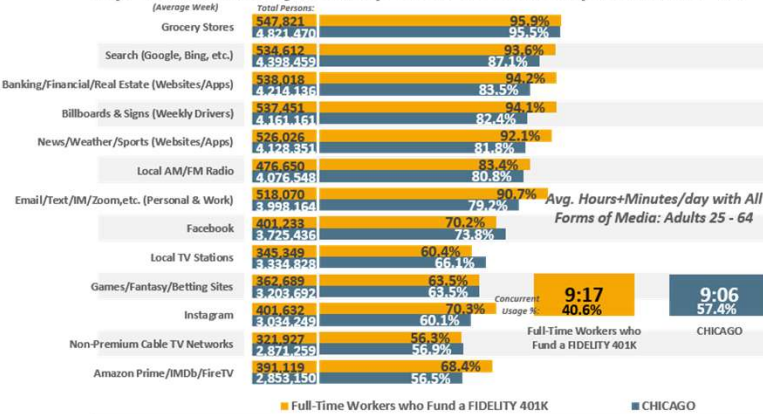
soefa.ai Share of Everything for Anything

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

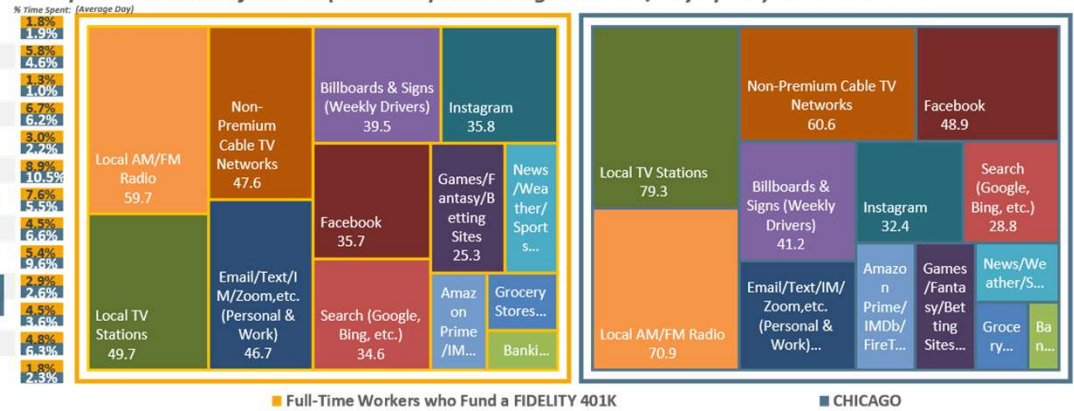


Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K spend an average of 6 hours and 38 minutes each day with All Forms of Ad-Supported Media. 79.8% listen to Local AM/FM Radio for an avg. of 53.7 minutes/day.
(Local Radio delivers 10.8% of Time with Ad-Supported Media.)

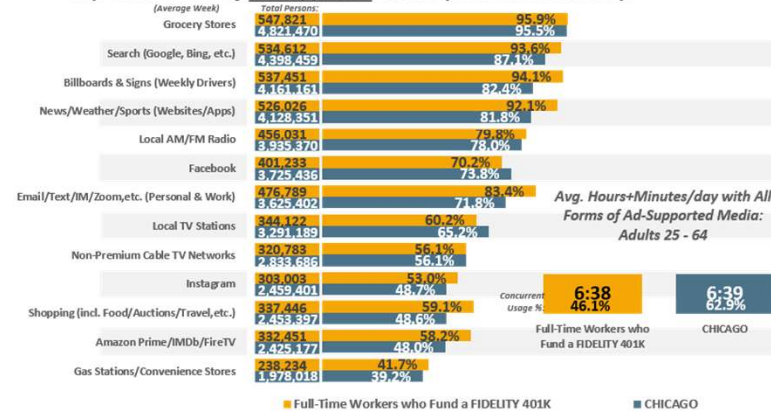
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



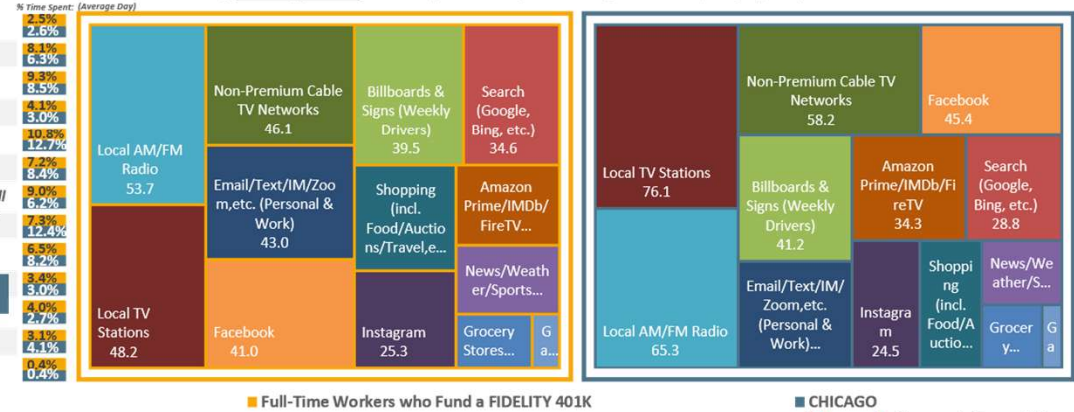
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 281
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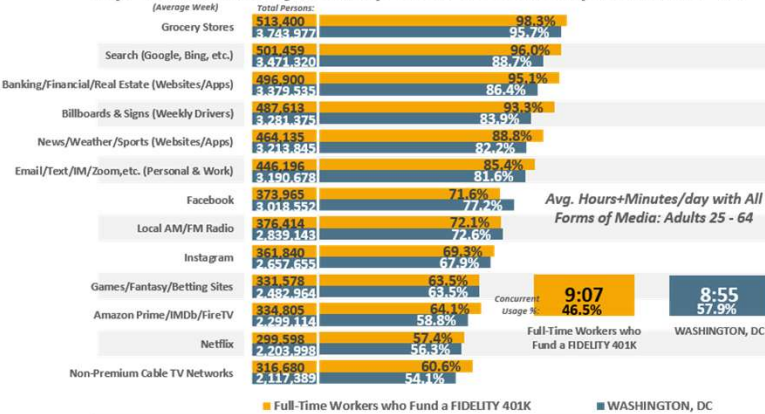
soefa.ai Share of Everything for Anything

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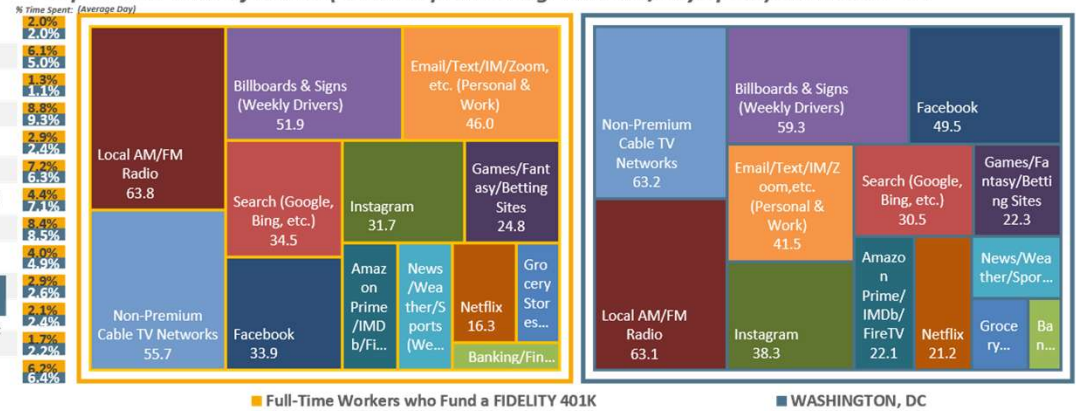


Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K spend an average of 6 hours and 32 minutes each day with All Forms of Ad-Supported Media. 68.5% listen to Local AM/FM Radio for an avg. of 58. minutes/day.
(Local Radio delivers 10.1% of Time with Ad-Supported Media.)

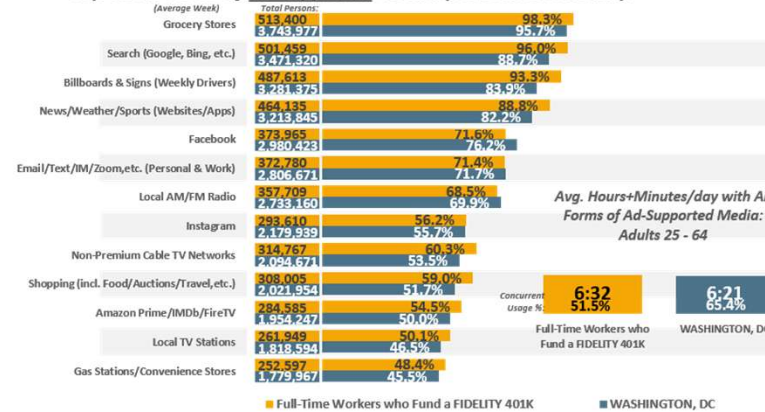
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



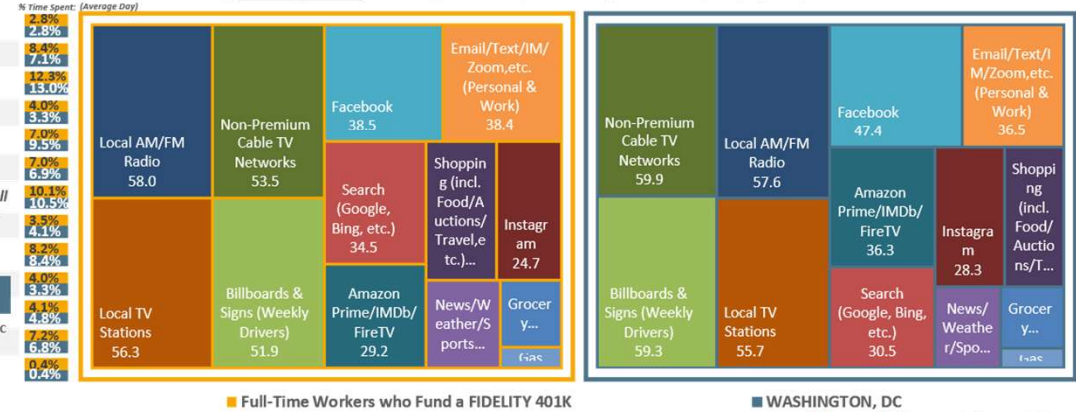
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 558
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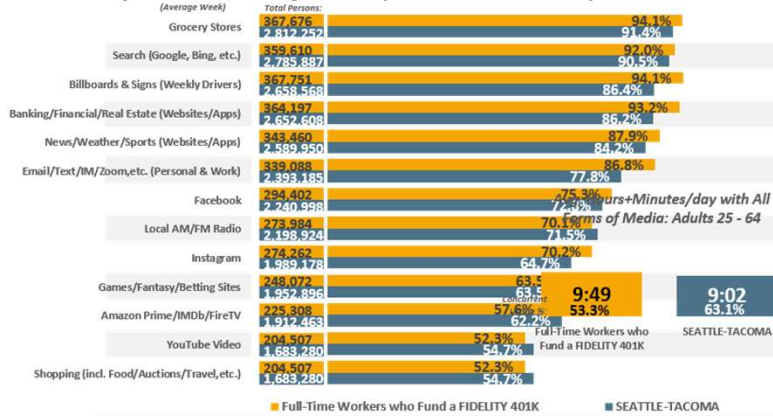
WASHINGTON, DC
soefa.ai Share of Everything for Anything

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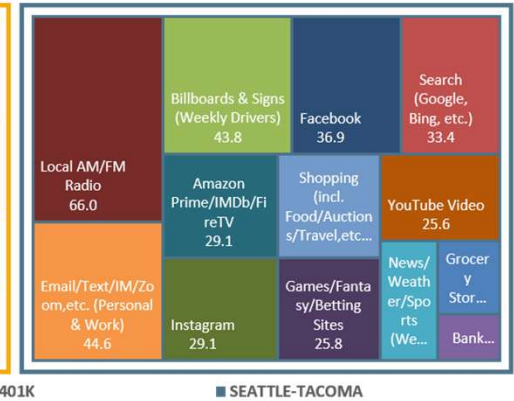
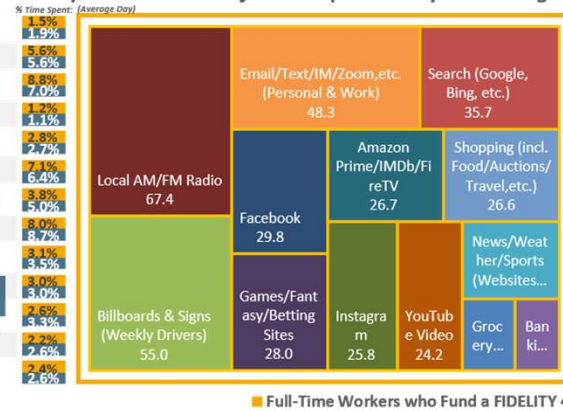


Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K spend an average of 6 hours and 48 minutes each day with All Forms of Ad-Supported Media. 67.3% listen to Local AM/FM Radio for an avg. of 56.7 minutes/day. *(Local Radio delivers 9.4% of Time with Ad-Supported Media.)*

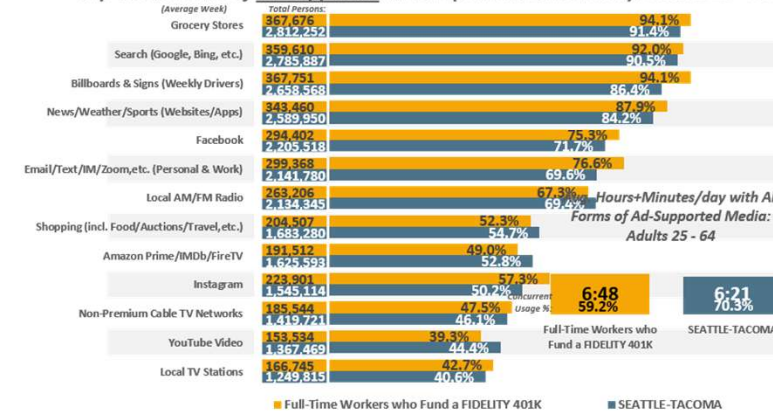
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



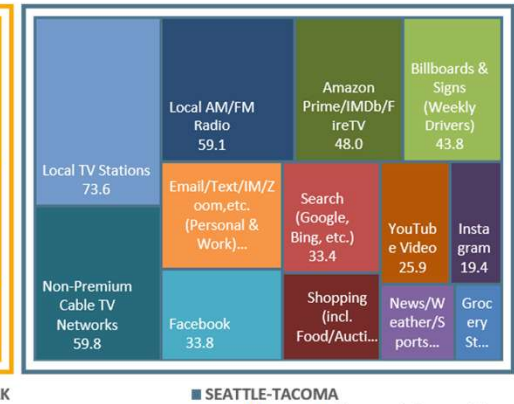
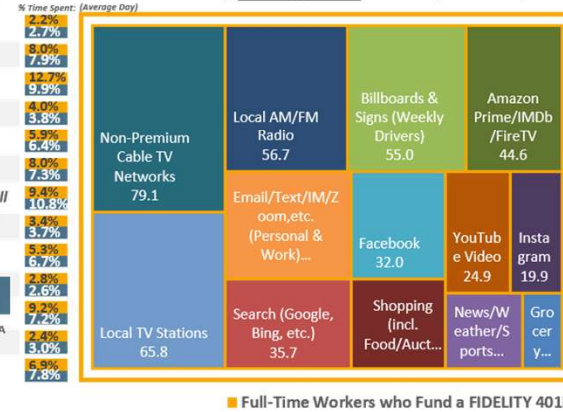
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



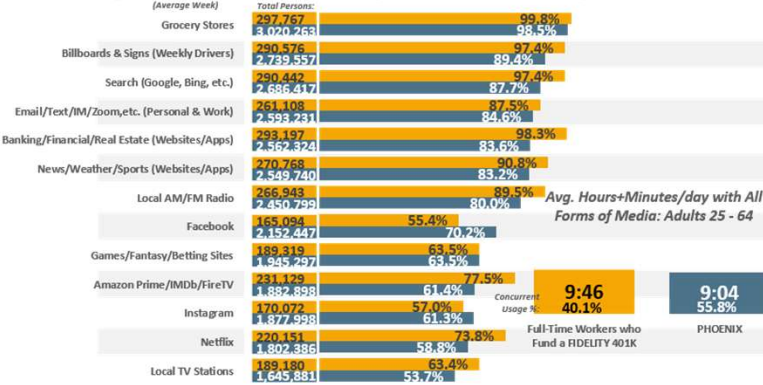
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



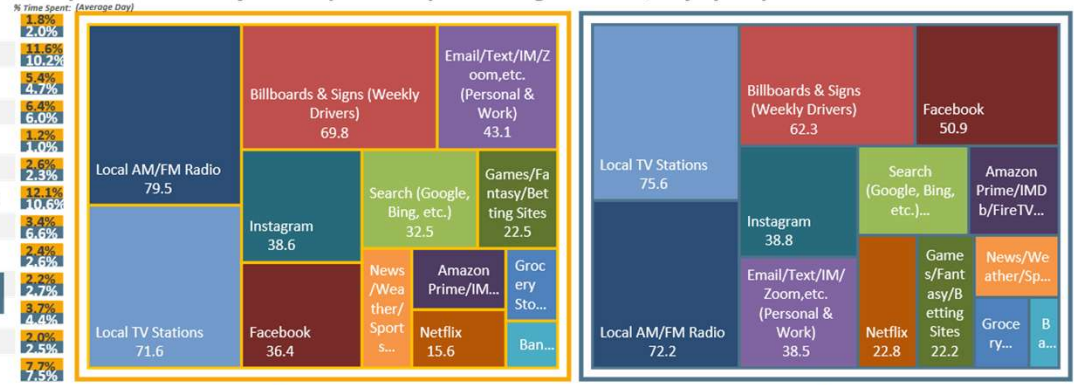


Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K spend an average of 6 hours and 58 minutes each day with All Forms of Ad-Supported Media. 86.6% listen to Local AM/FM Radio for an avg. of 72.7 minutes/day. *(Local Radio delivers 15.% of Time with Ad-Supported Media.)*

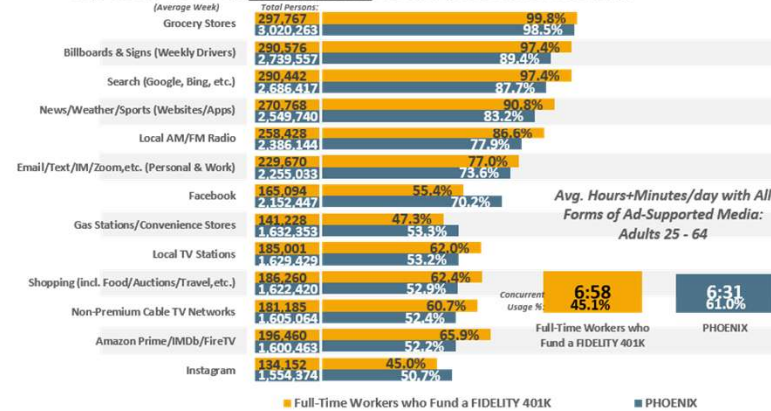
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



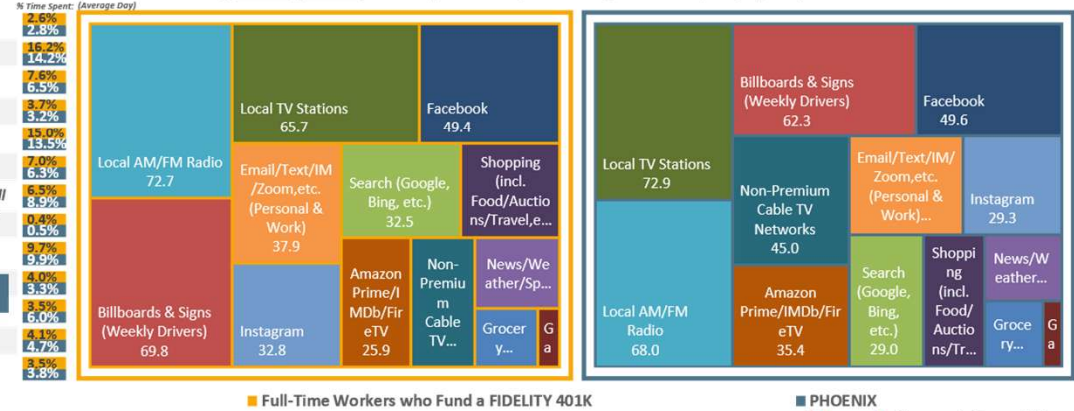
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 148
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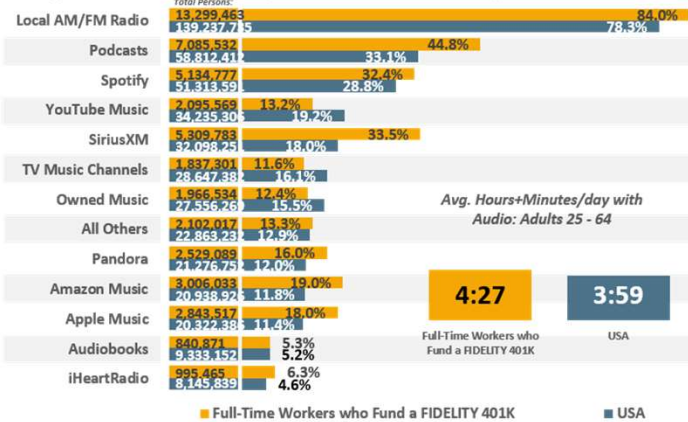
soefa.ai Share of Everything for Anything

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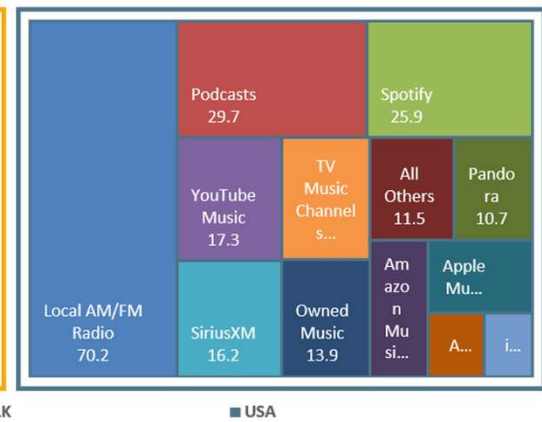
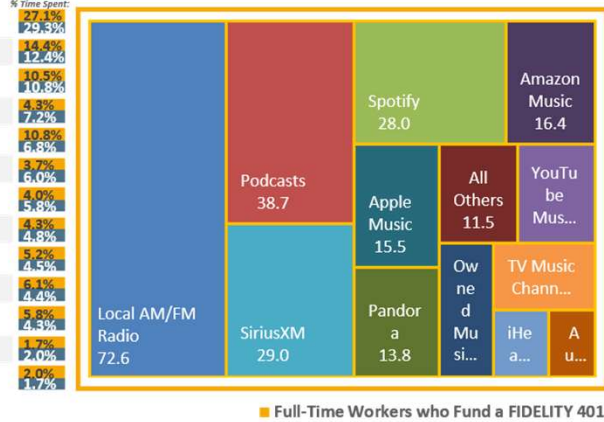


12,512,195 or 79.1% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K listen to Ad-Supported Local AM/FM Radio for an average of 64.2 minutes every day representing 35.2% of all time spent daily with Ad-Supported Audio.

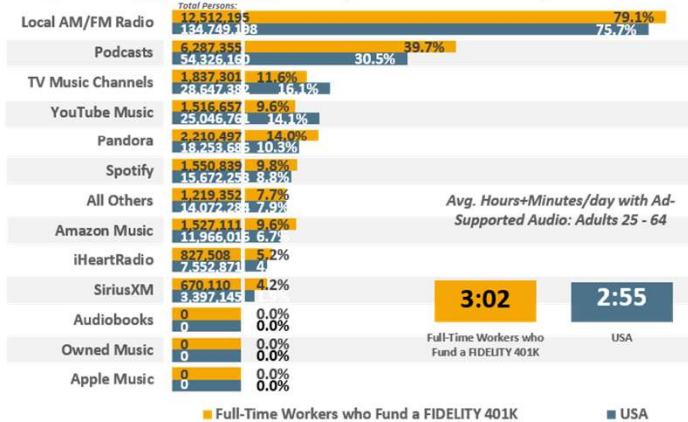
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



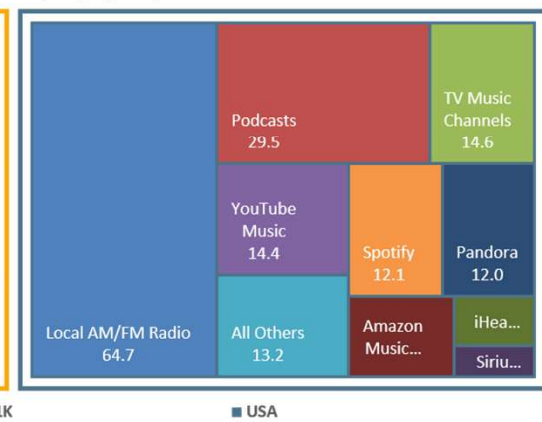
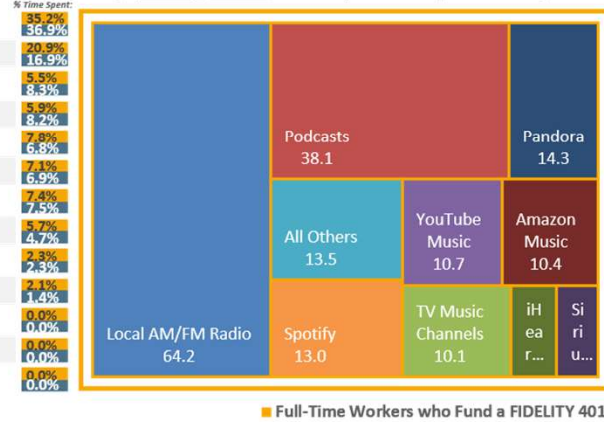
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



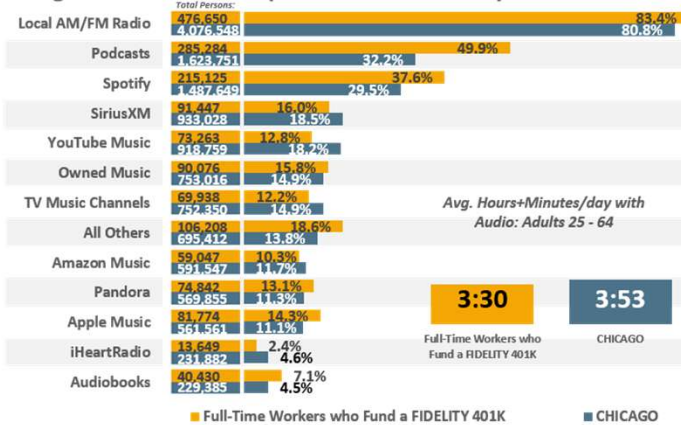
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



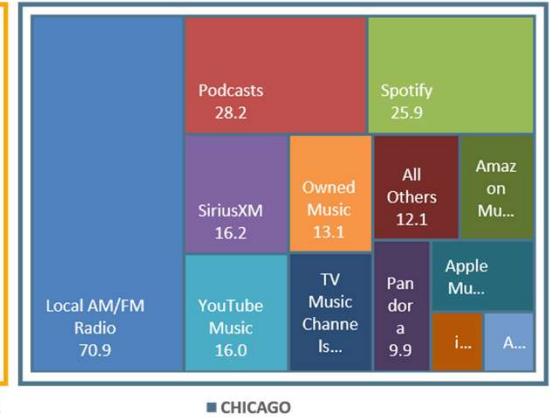
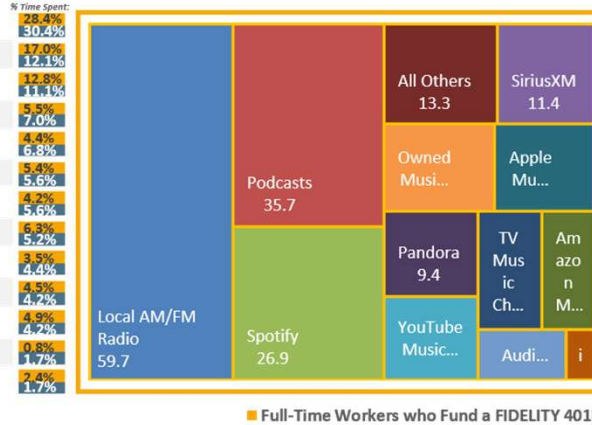


456,031 or 79.8% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K listen to Ad-Supported Local AM/FM Radio for an average of 53.7 minutes every day representing 36.9% of all time spent daily with Ad-Supported Audio.

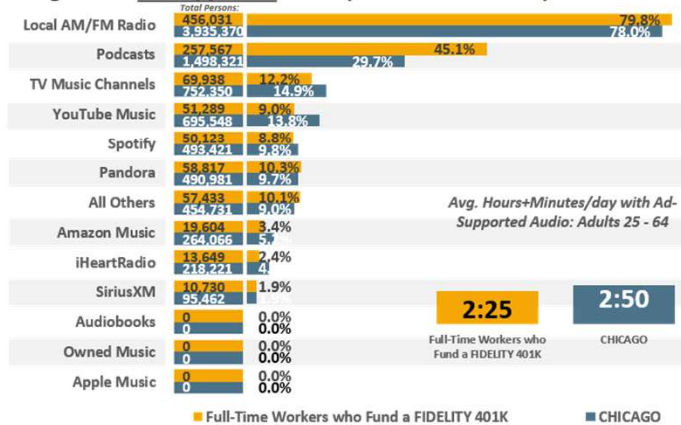
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



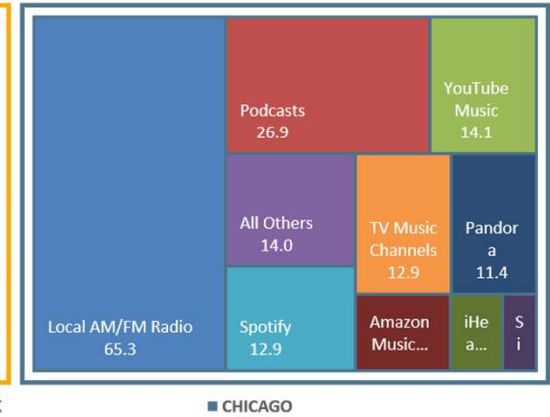
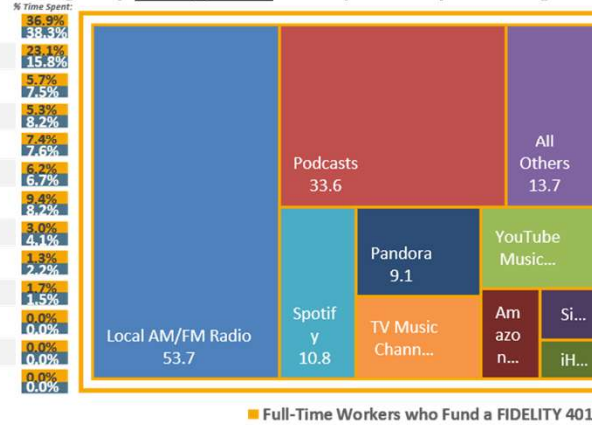
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

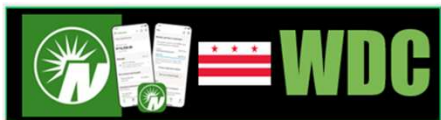


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 64



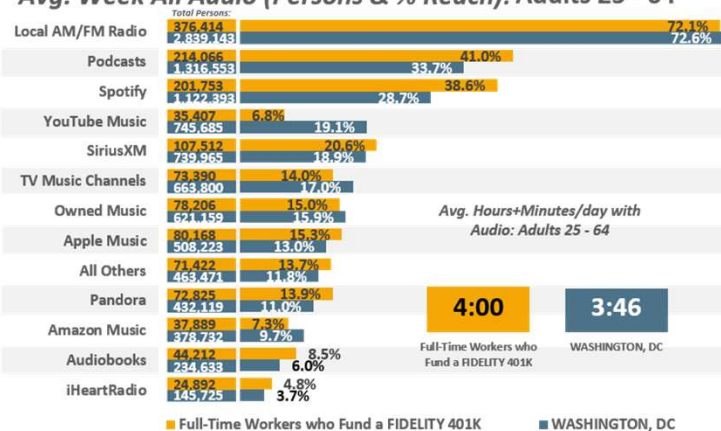
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



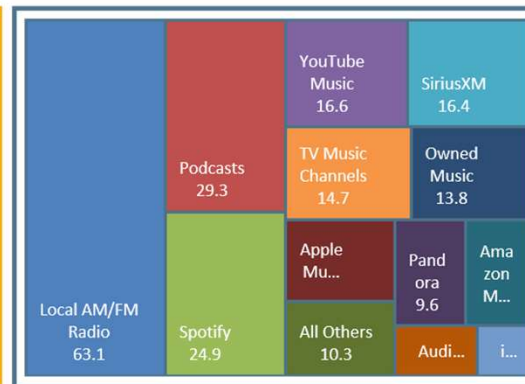
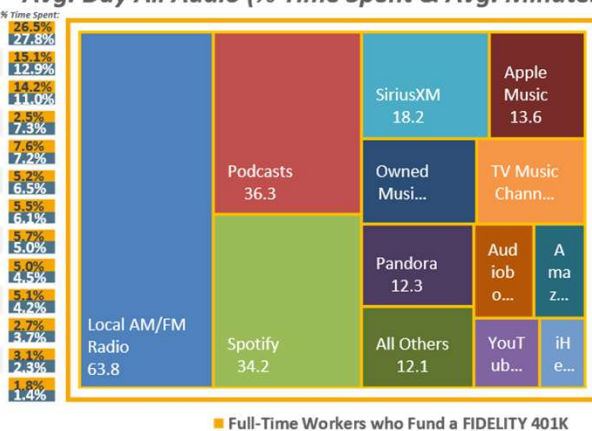


357,709 or 68.5% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K listen to Ad-Supported Local AM/FM Radio for an average of 58. minutes every day representing 37.1% of all time spent daily with Ad-Supported Audio.

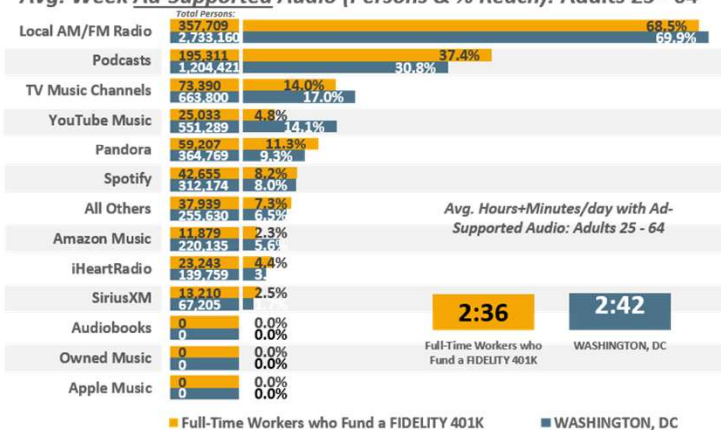
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



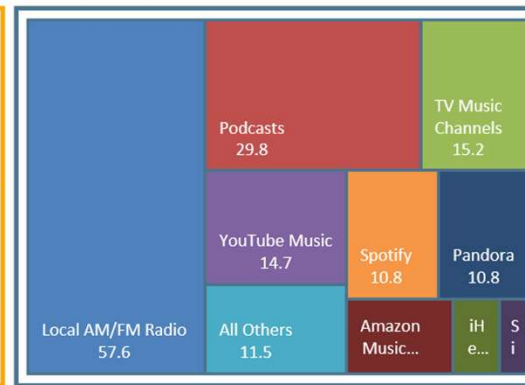
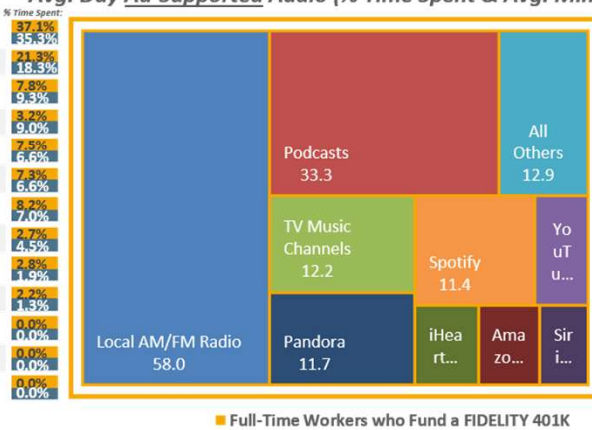
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



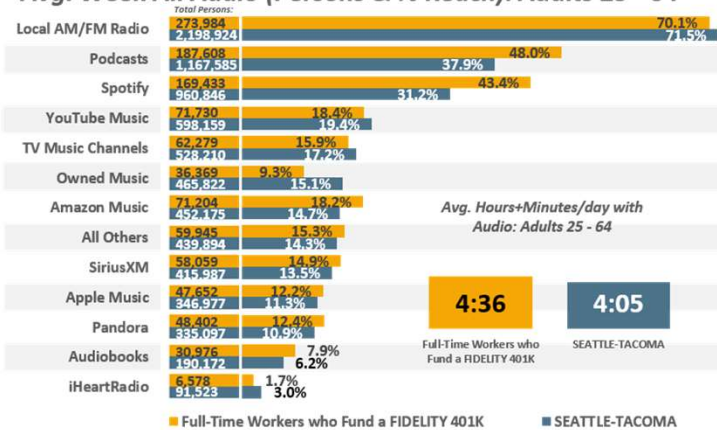
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



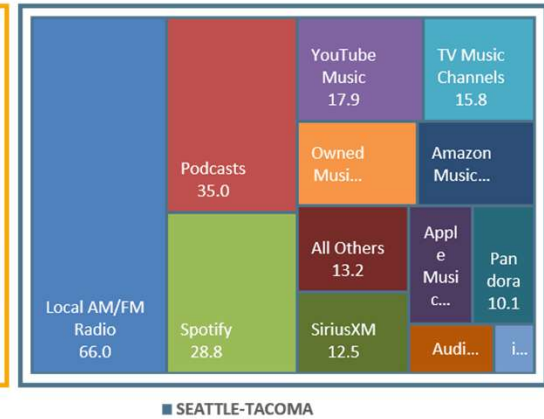
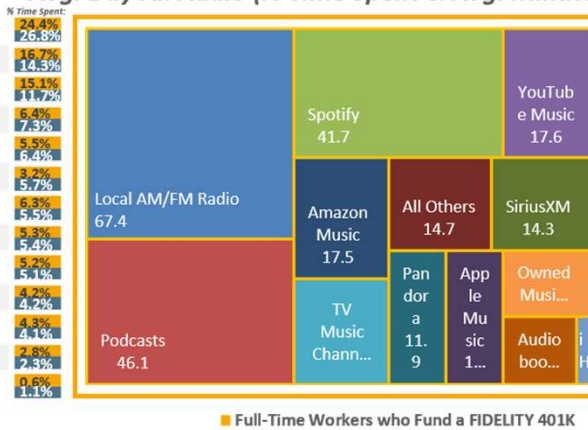


263,206 or 67.3% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K listen to Ad-Supported Local AM/FM Radio for an average of 56.7 minutes every day representing 32.0% of all time spent daily with Ad-Supported Audio.

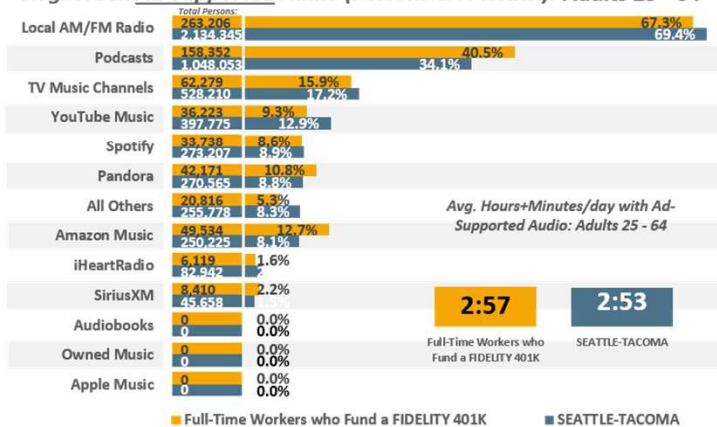
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



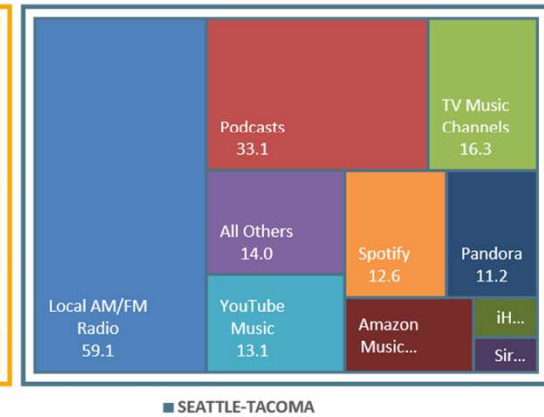
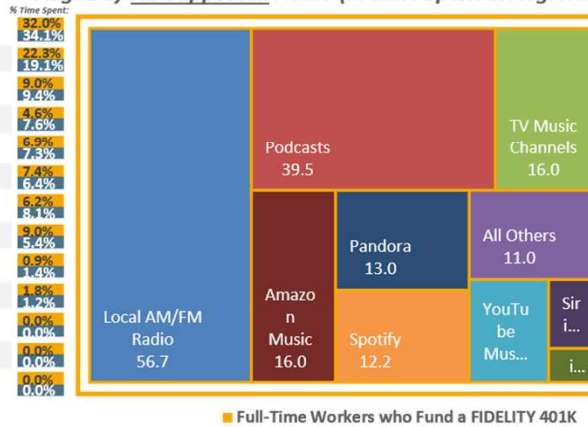
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



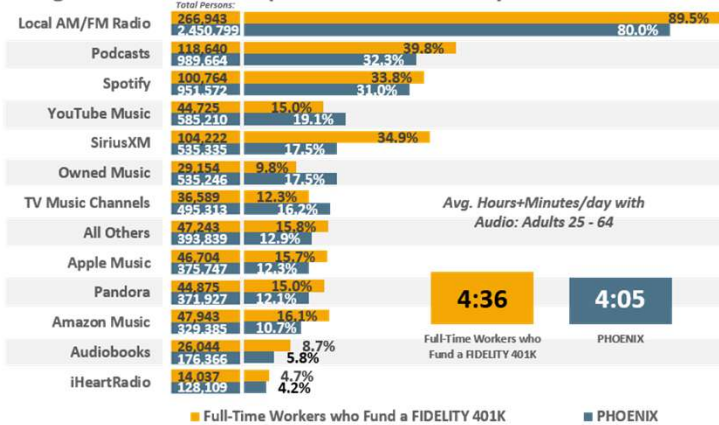
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



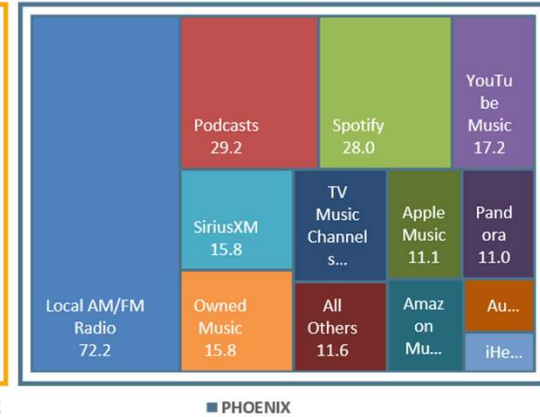
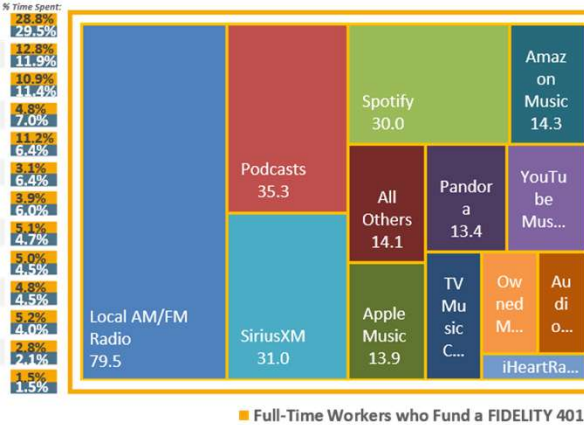


258,428 or 86.6% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K listen to Ad-Supported Local AM/FM Radio for an average of 72.7 minutes every day representing 38.8% of all time spent daily with Ad-Supported Audio.

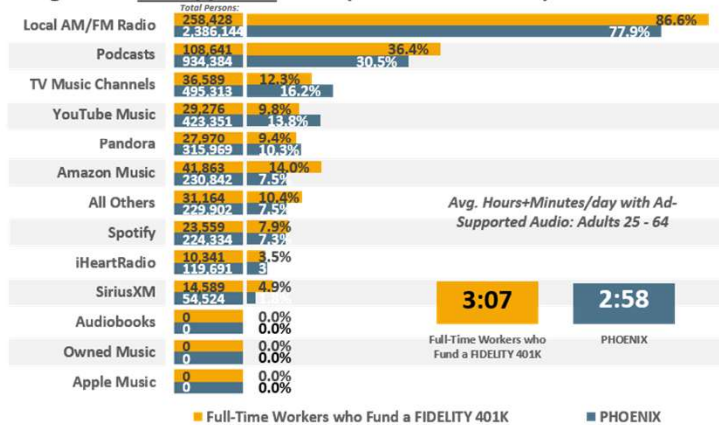
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



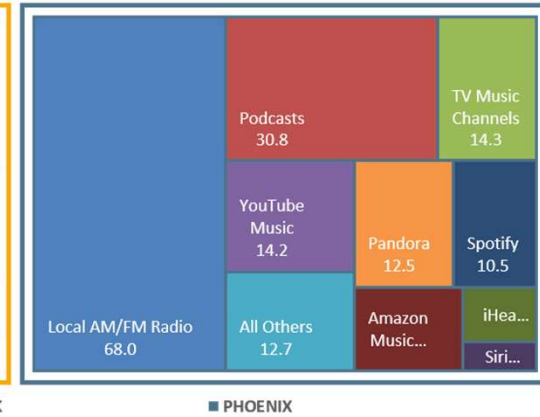
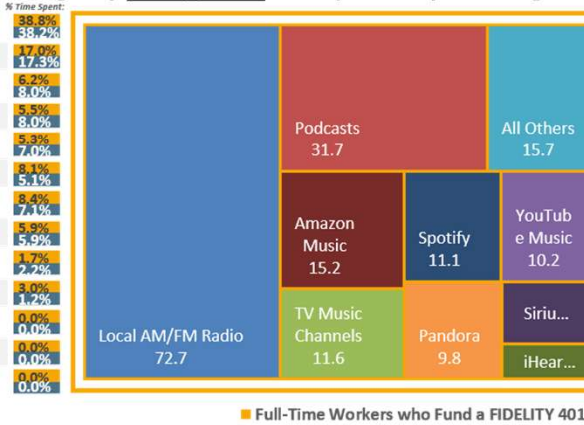
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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

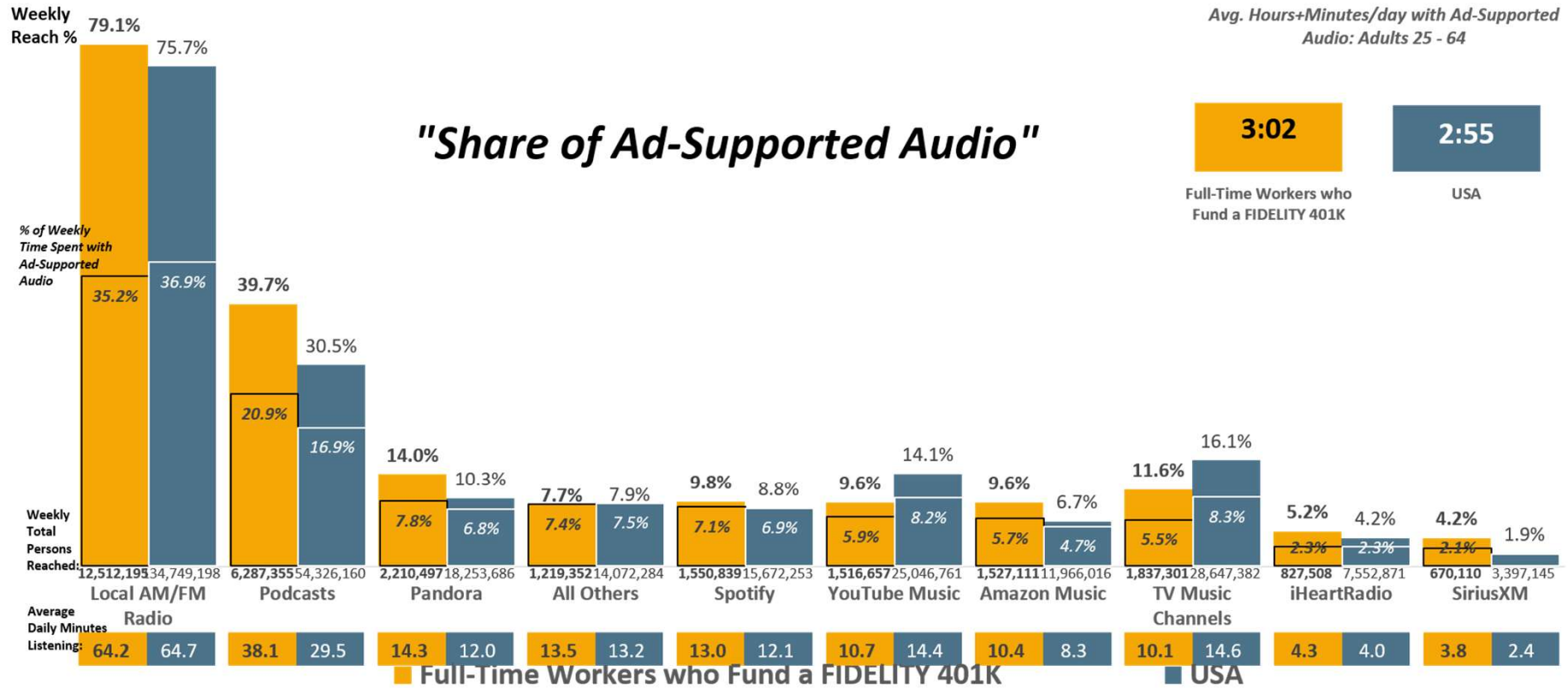


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



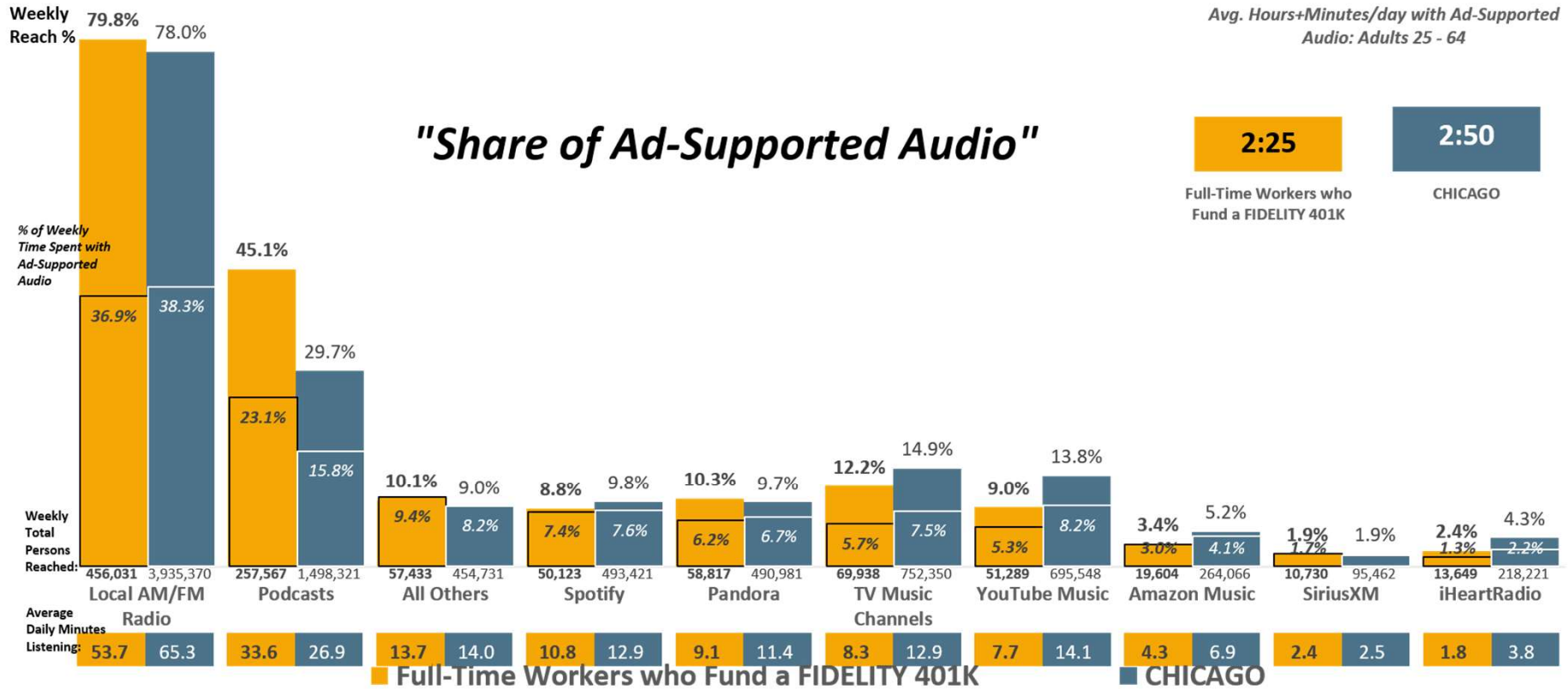


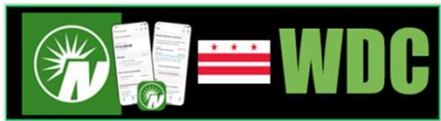
12,512,195 or 79.1% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K listen to Ad-Supported Local AM/FM Radio for an average of 64.2 minutes every day representing 35.2% of all time spent daily with Ad-Supported Audio.



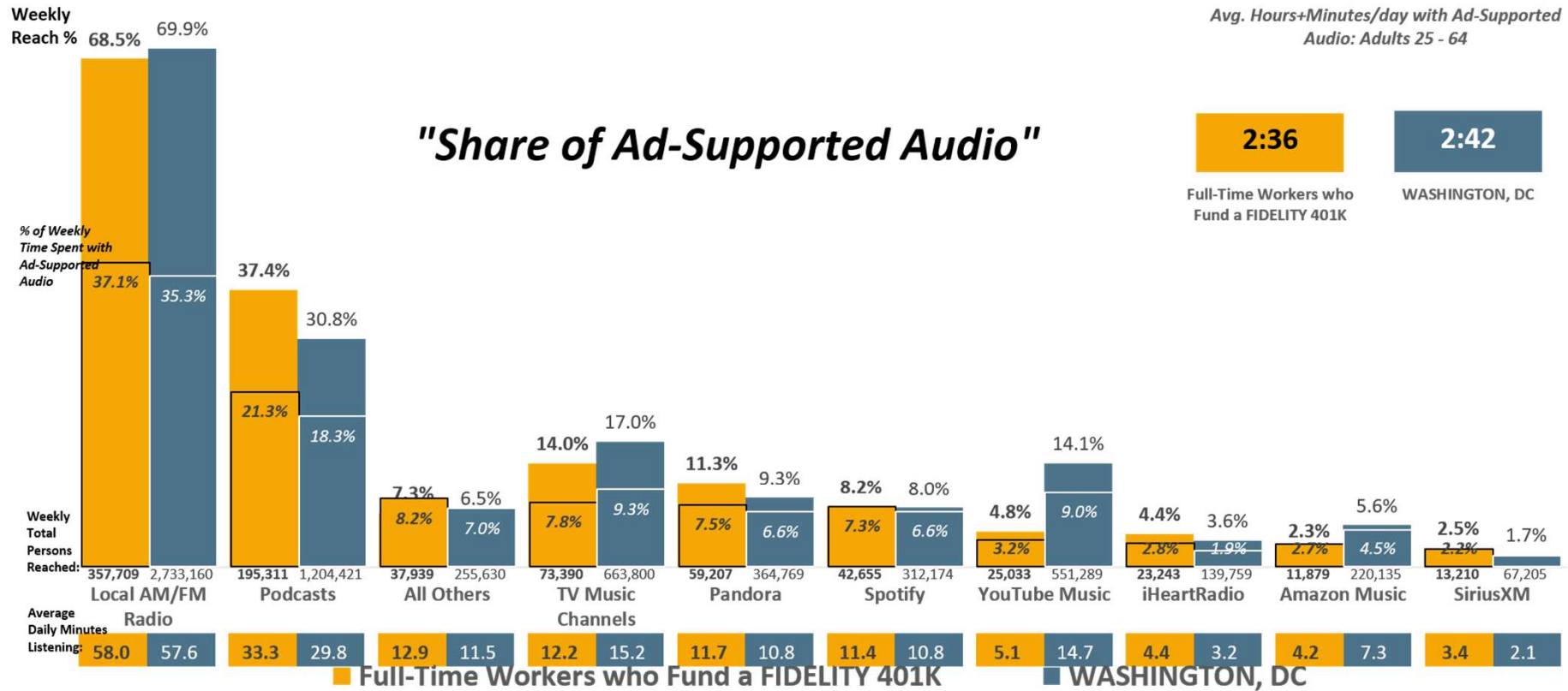


456,031 or 79.8% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K listen to Ad-Supported Local AM/FM Radio for an average of 53.7 minutes every day representing 36.9% of all time spent daily with Ad-Supported Audio.



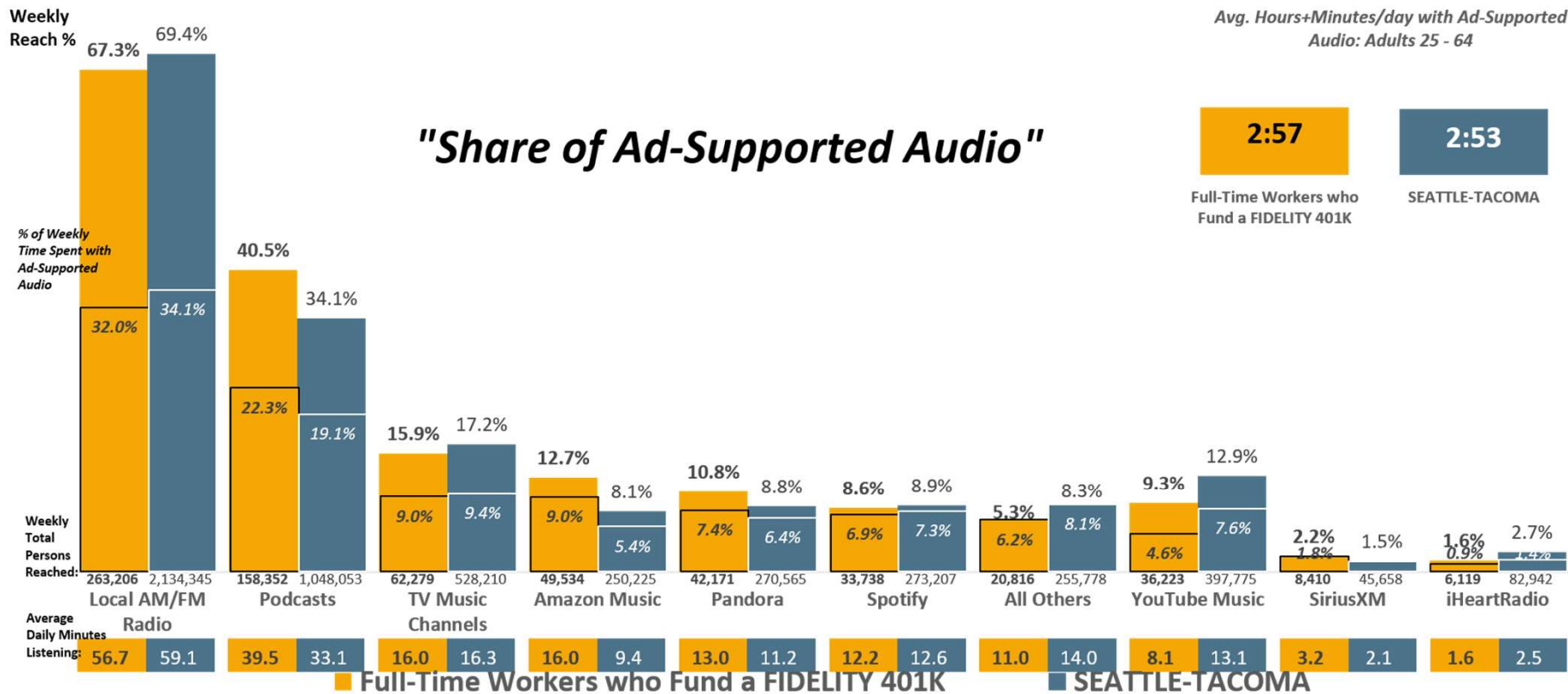


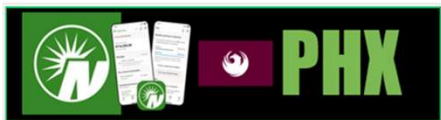
357,709 or 68.5% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K listen to Ad-Supported Local AM/FM Radio for an average of 58. minutes every day representing 37.1% of all time spent daily with Ad-Supported Audio.





263,206 or 67.3% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K listen to Ad-Supported Local AM/FM Radio for an average of 56.7 minutes every day representing 32.0% of all time spent daily with Ad-Supported Audio.





258,428 or 86.6% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K listen to Ad-Supported Local AM/FM Radio for an average of 72.7 minutes every day representing 38.8% of all time spent daily with Ad-Supported Audio.

Weekly
Reach % 86.6%

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

"Share of Ad-Supported Audio"

3:07

2:58

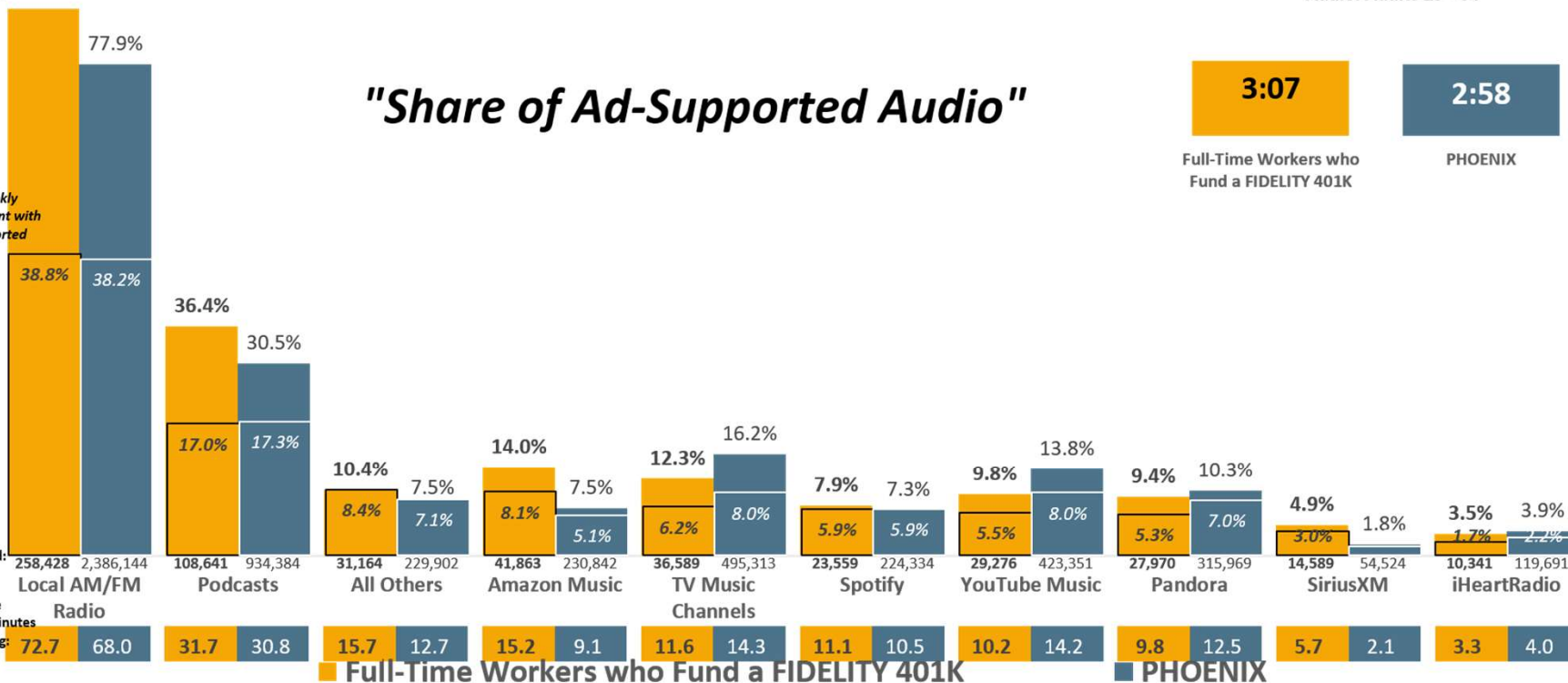
Full-Time Workers who
Fund a FIDELITY 401K

PHOENIX

% of Weekly
Time Spent with
Ad-Supported
Audio

Weekly
Total
Persons
Reached:

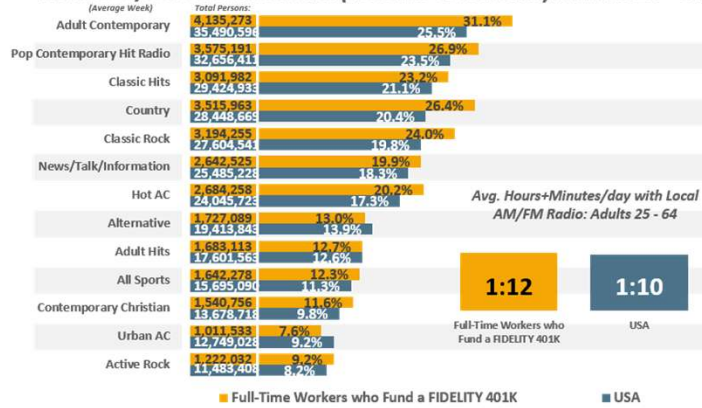
Average
Daily Minutes
Listening:



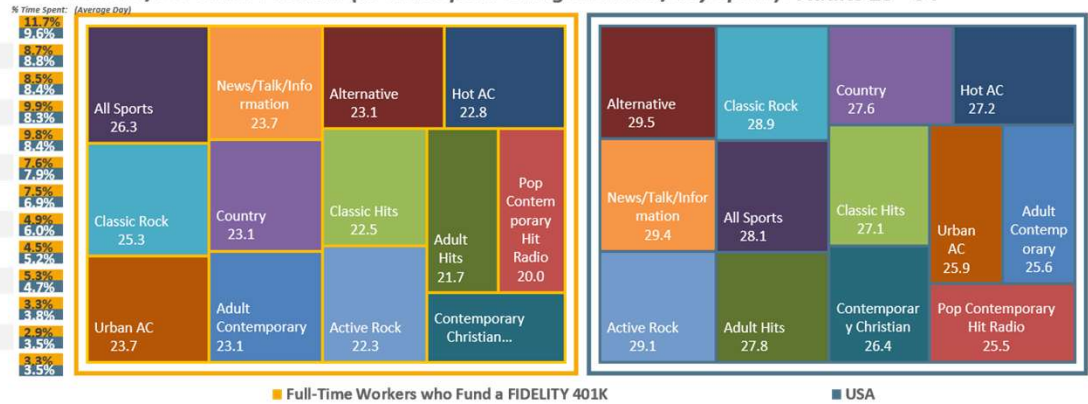


12,512,195 or 79.1% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Country, Classic Rock, and Classic Hits.

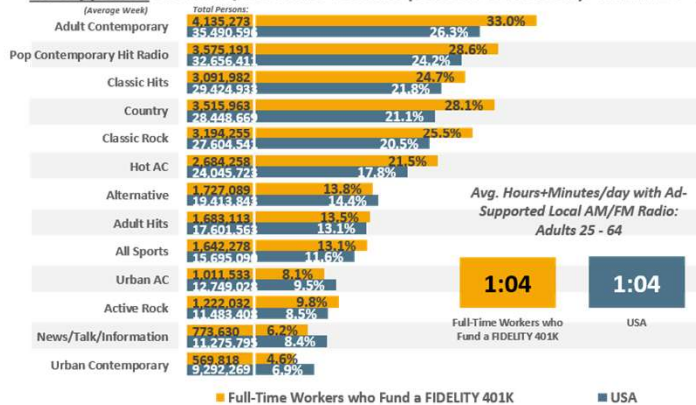
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



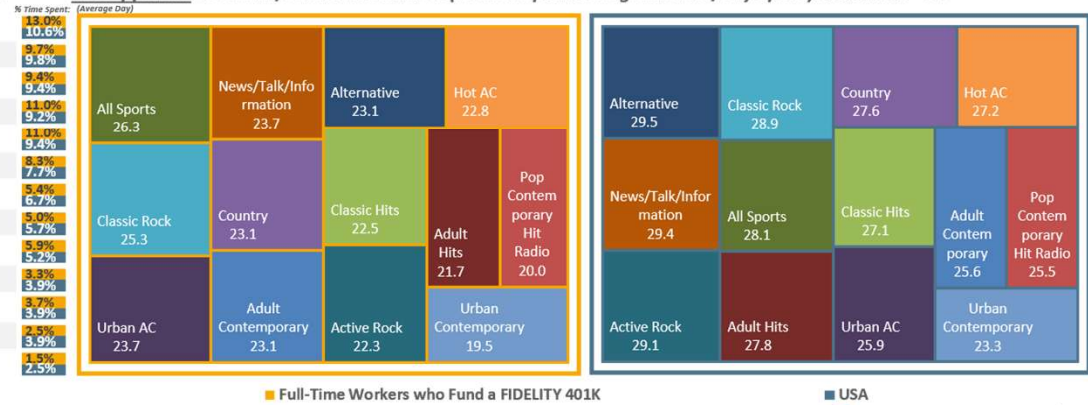
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



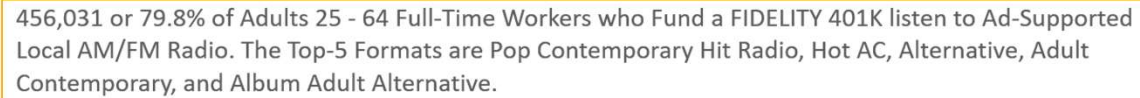
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



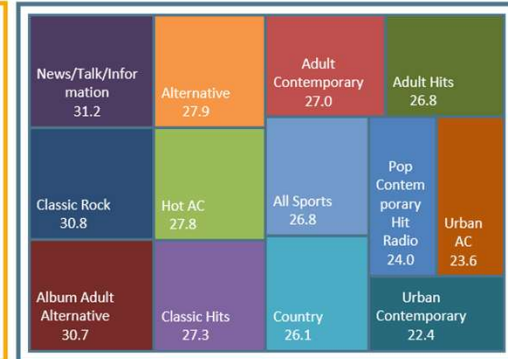
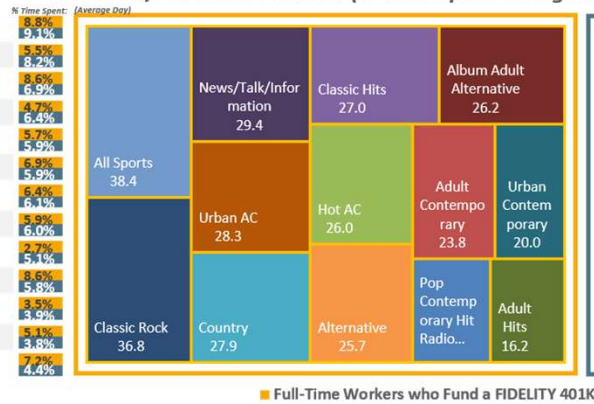
USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 2,613
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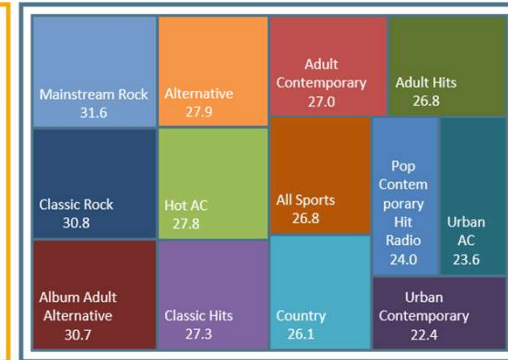
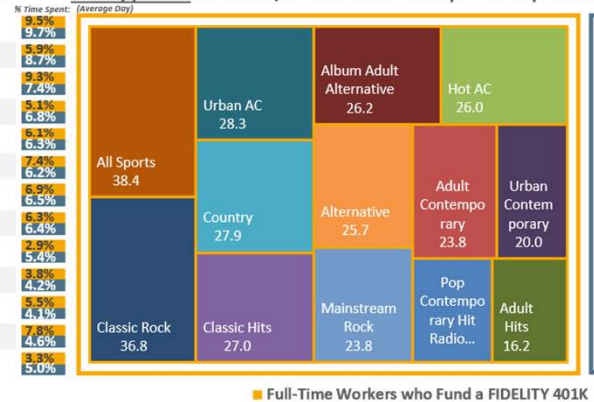
[[[Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan] AND Investment institutions use: Fidelity]]



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



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



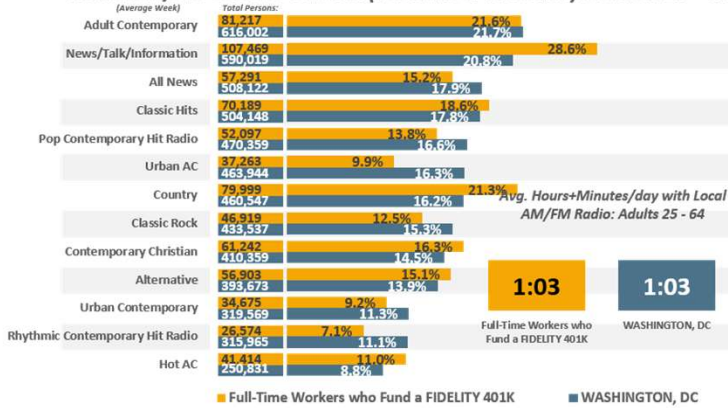
■ CHICAGO
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for Anything ®

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

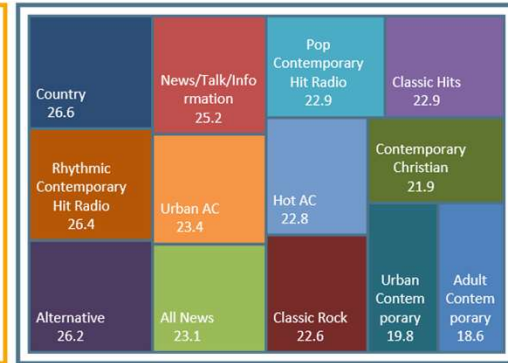
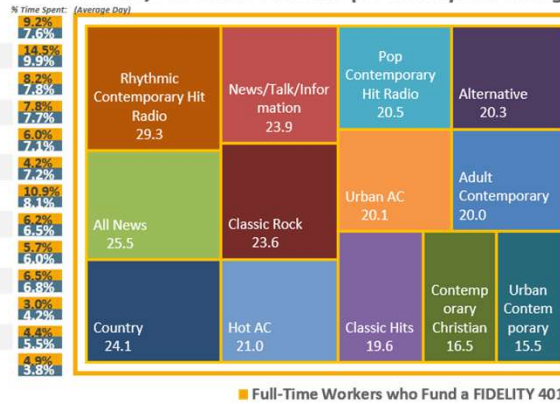


357,709 or 68.5% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Classic Hits, News/Talk/Information, and All News.

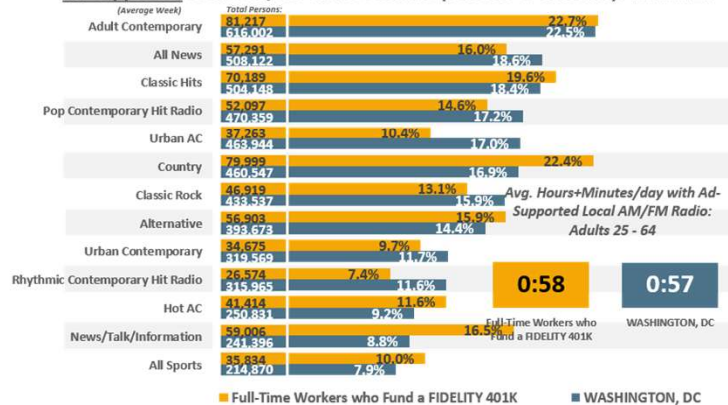
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



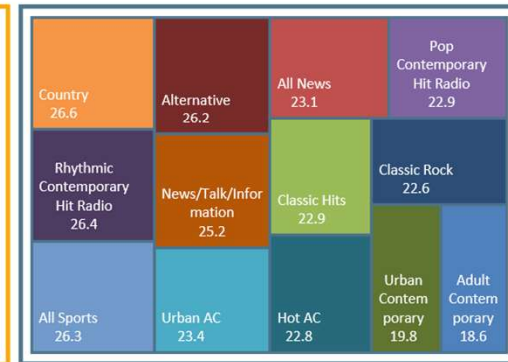
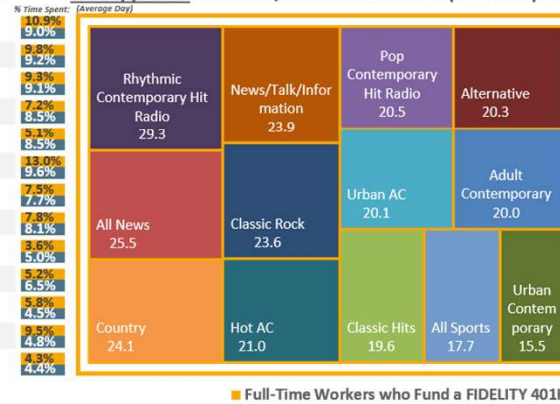
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 558
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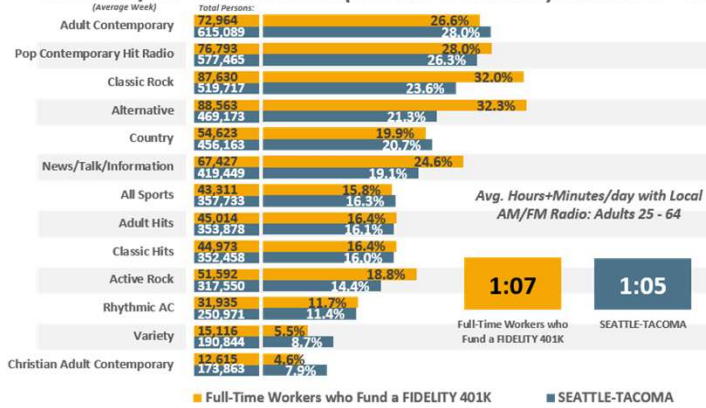
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[[[Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan] AND Investment institutions use: Fidelity]]

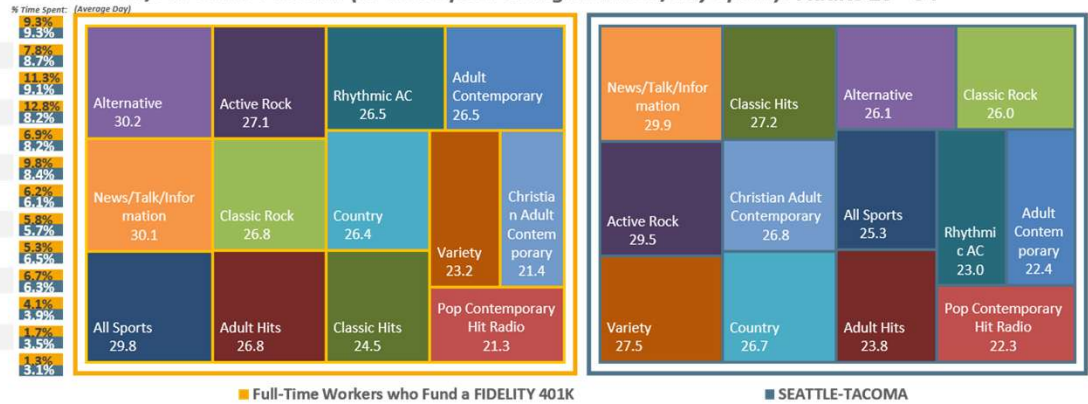


263,206 or 67.3% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Alternative, Classic Rock, Pop Contemporary Hit Radio, Adult Contemporary, and Country.

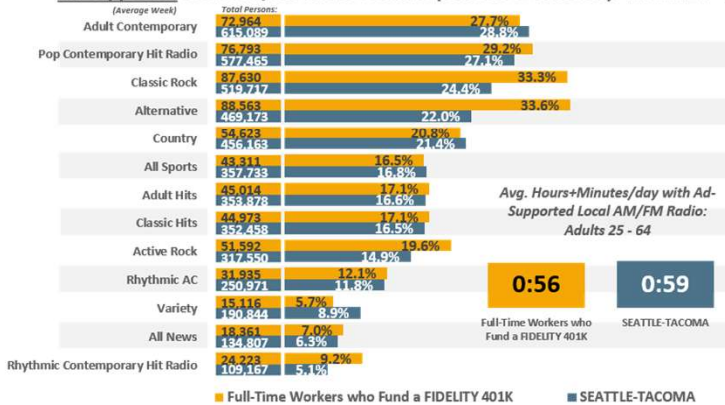
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



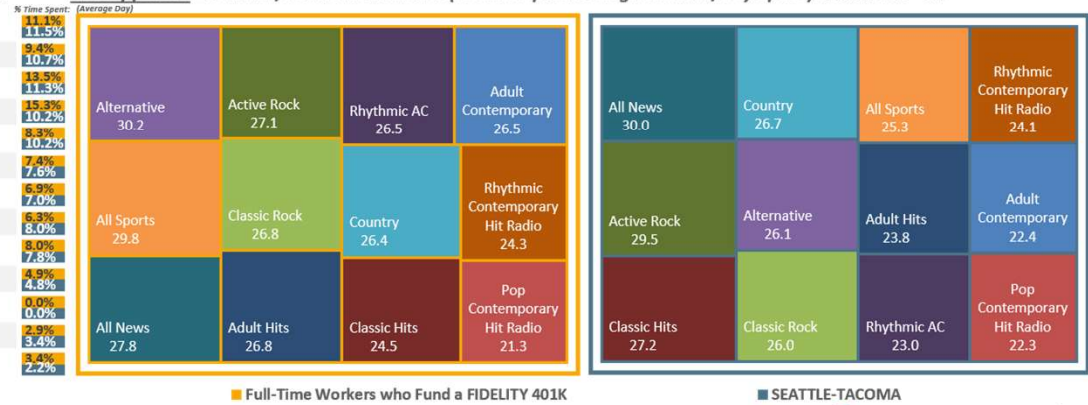
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 349
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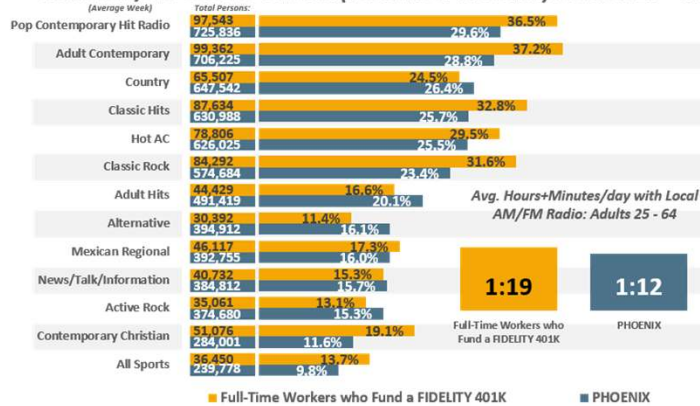
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[[[Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan] AND Investment institutions use: Fidelity]]

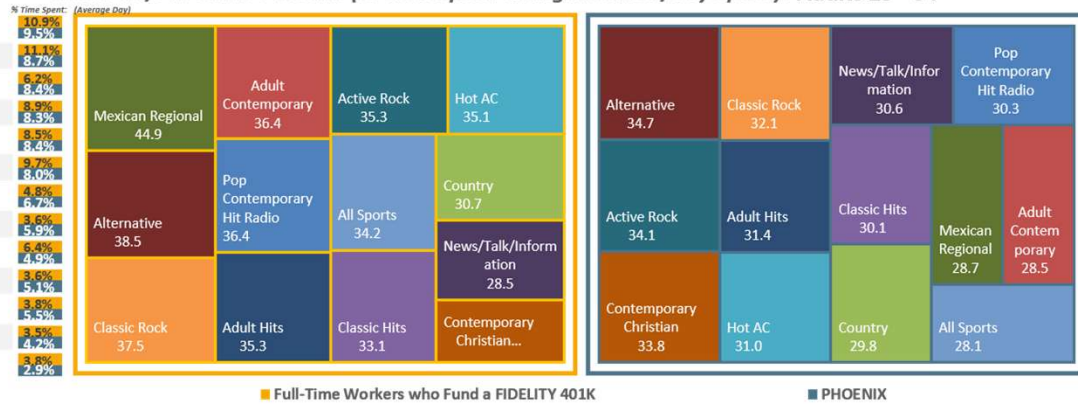


258,428 or 86.6% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Classic Rock, and Hot AC.

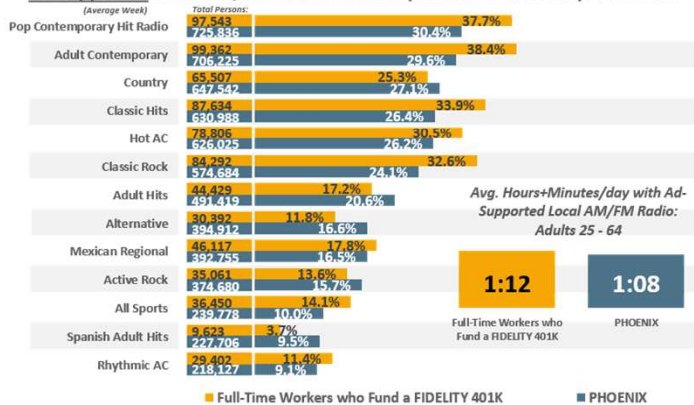
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



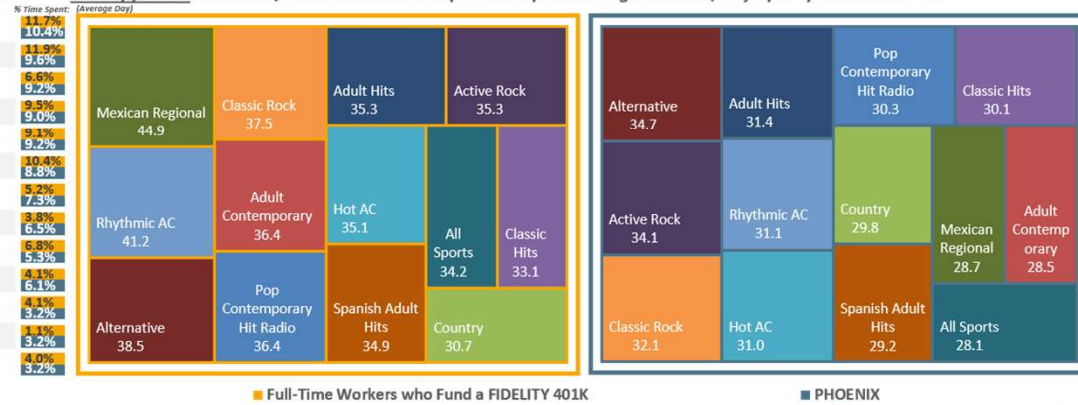
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 148
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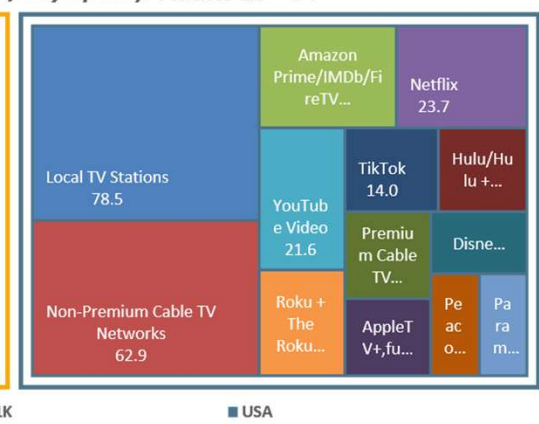
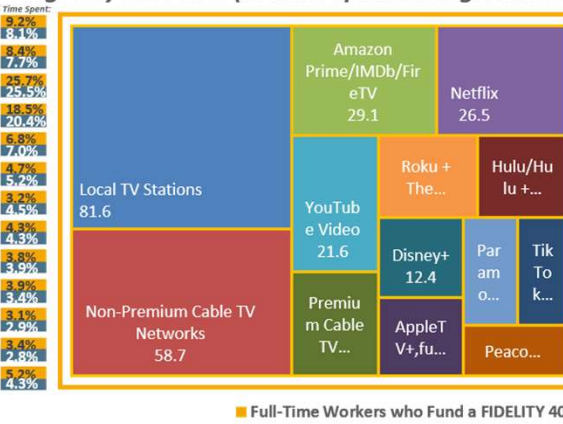
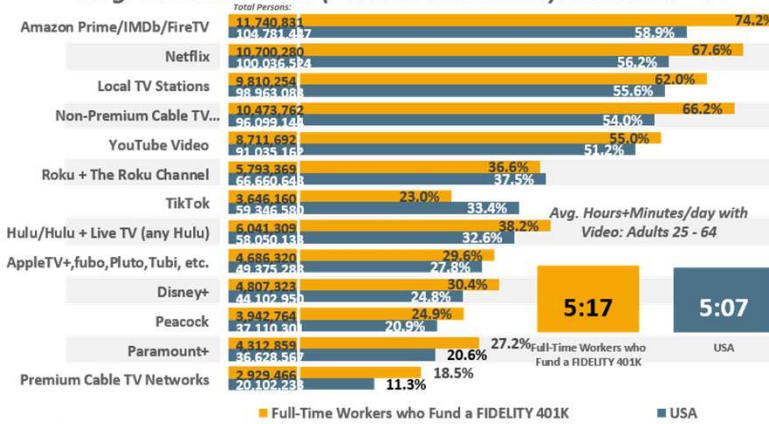
[[[Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan] AND Investment institutions use: Fidelity]]



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

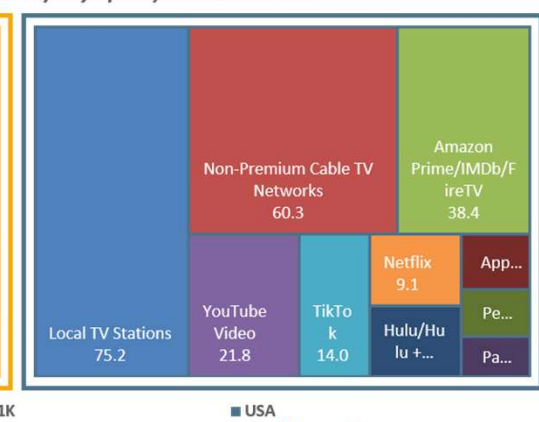
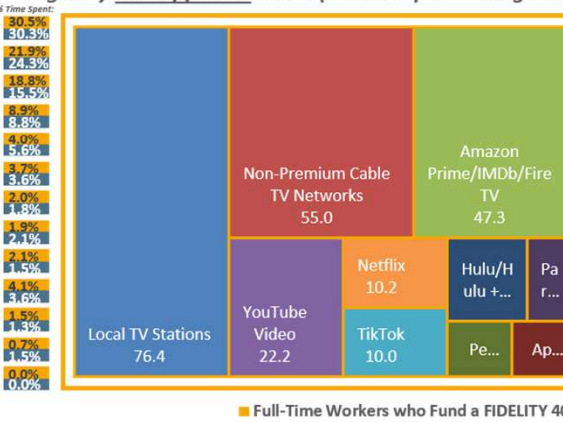
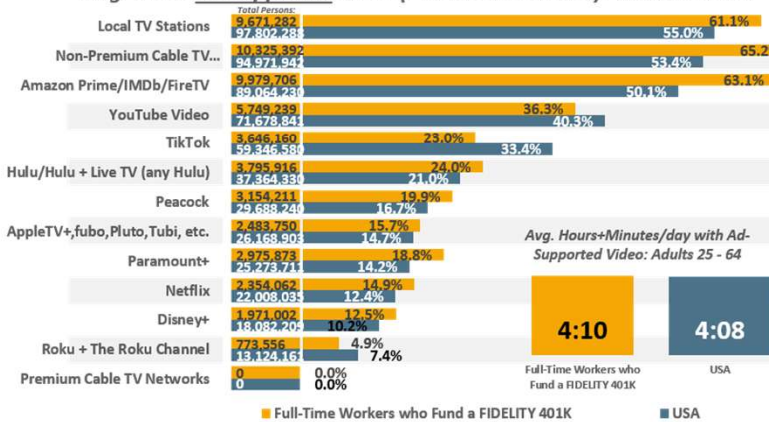
Avg. Week All Video (Persons & % Reach): Adults 25 - 64

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



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

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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 2,613
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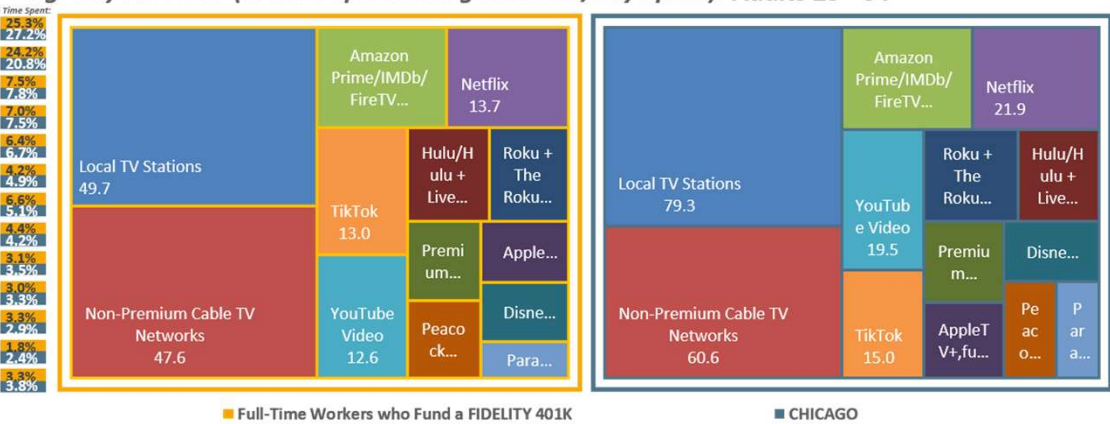
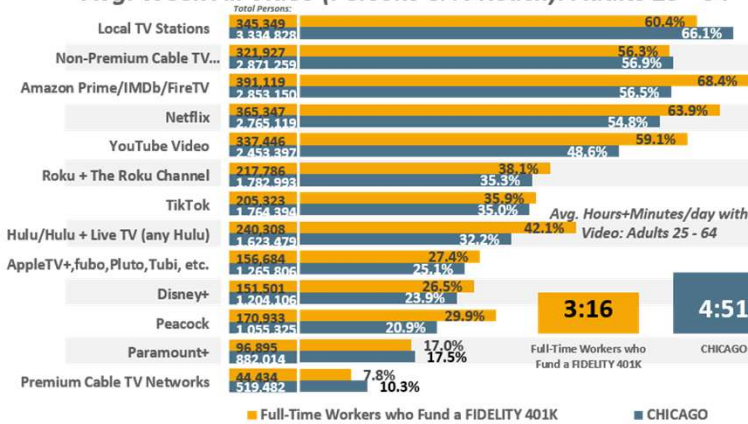
[[[Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan] AND Investment institutions use: Fidelity]]



344,122 or 60.2% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K watch Ad-Supported Local TV Stations for an average of 48.2 minutes every day representing 29.7% of all time spent daily with Ad-Supported Video.

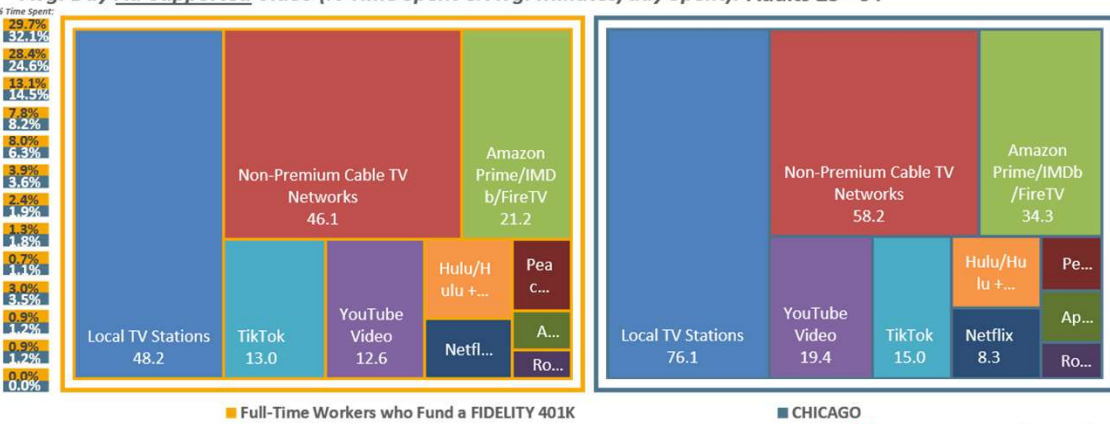
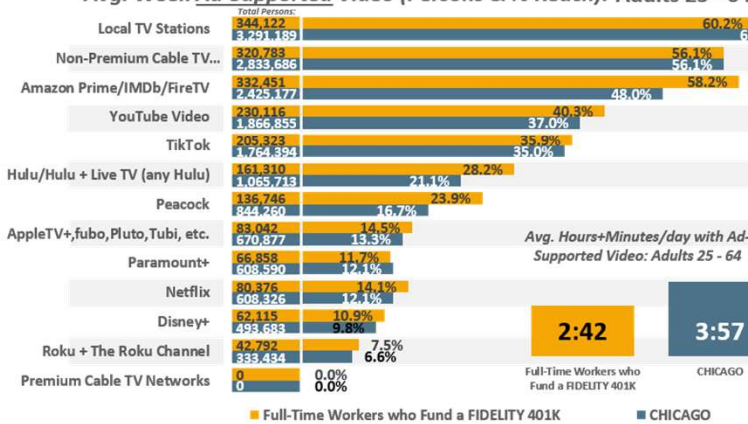
Avg. Week All Video (Persons & % Reach): Adults 25 - 64

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



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

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



CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 281
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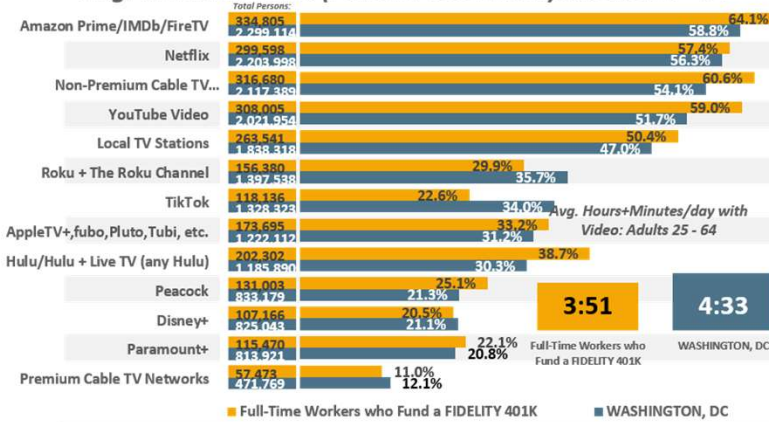
soefa.ai Share of Everything for Anything

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

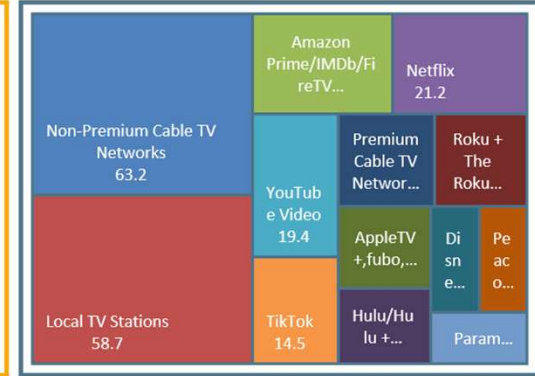
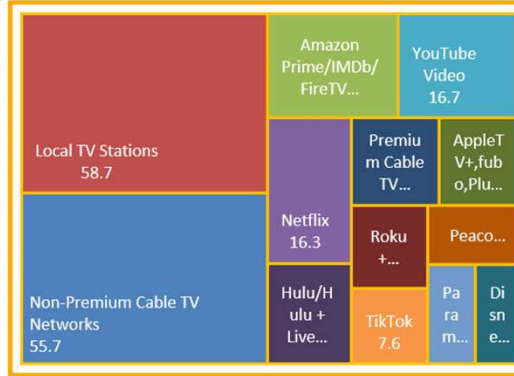


261,949 or 50.1% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K watch Ad-Supported Local TV Stations for an average of 56.3 minutes every day representing 29.2% of all time spent daily with Ad-Supported Video.

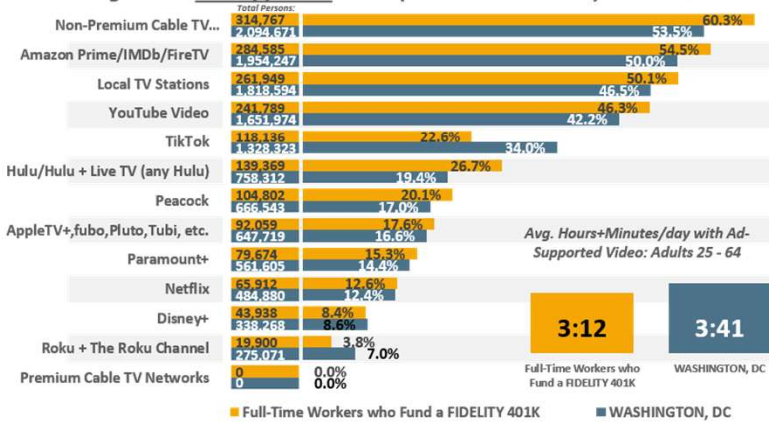
Avg. Week All Video (Persons & % Reach): Adults 25 - 64



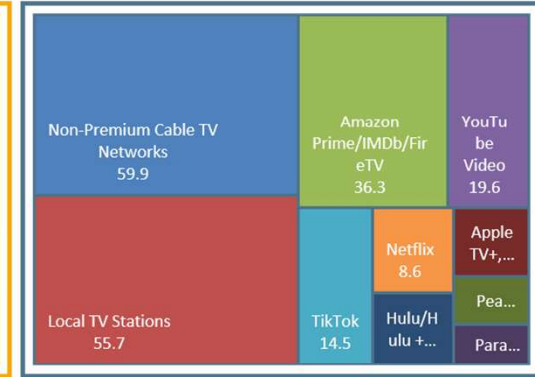
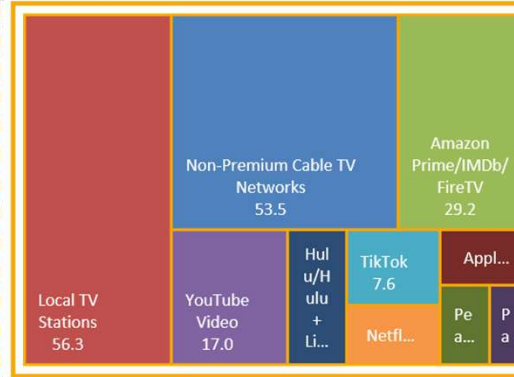
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 558
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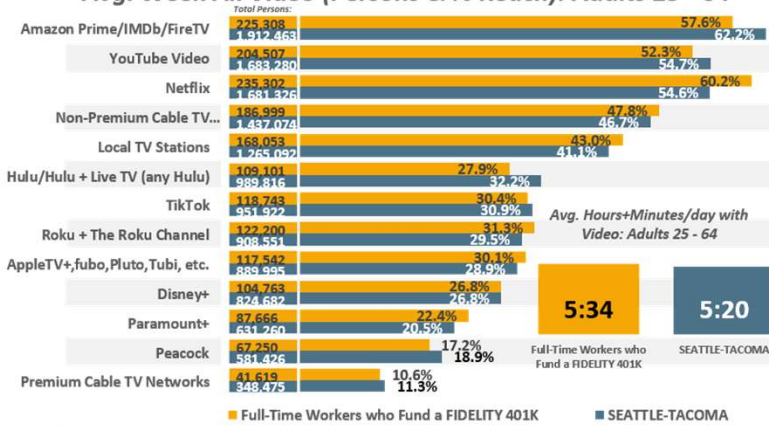
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[[[Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan] AND Investment institutions use: Fidelity]]

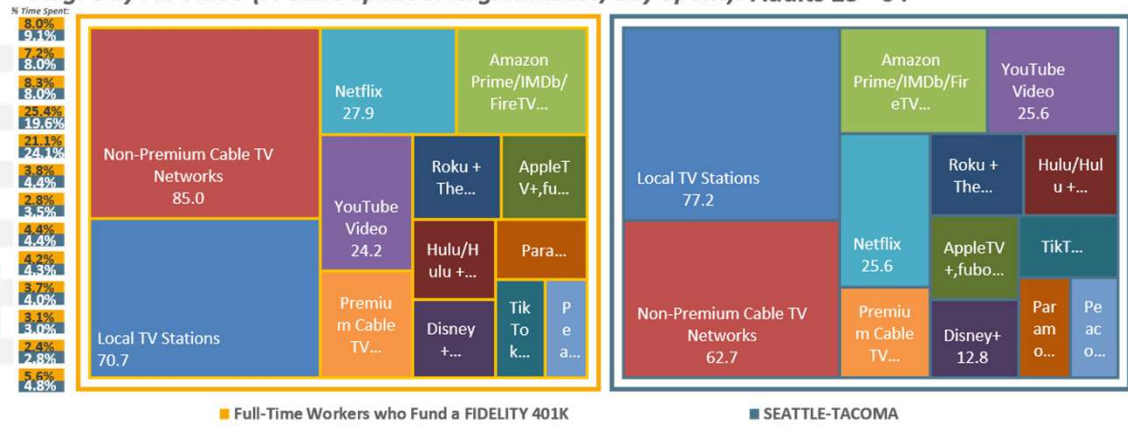


166,745 or 42.7% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K watch Ad-Supported Local TV Stations for an average of 65.8 minutes every day representing 24.6% of all time spent daily with Ad-Supported Video.

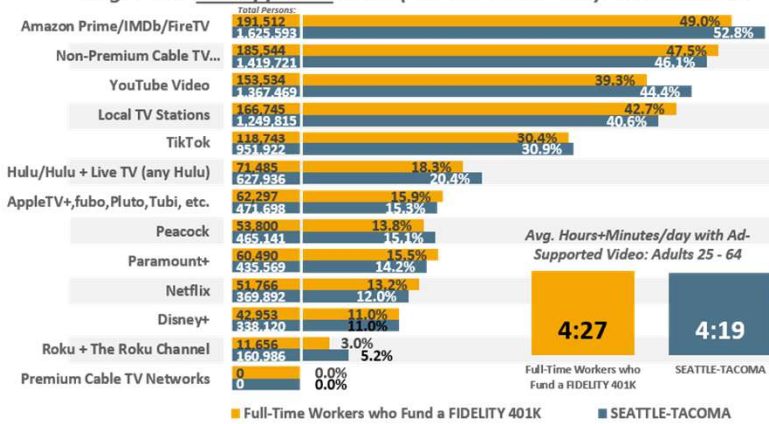
Avg. Week All Video (Persons & % Reach): Adults 25 - 64



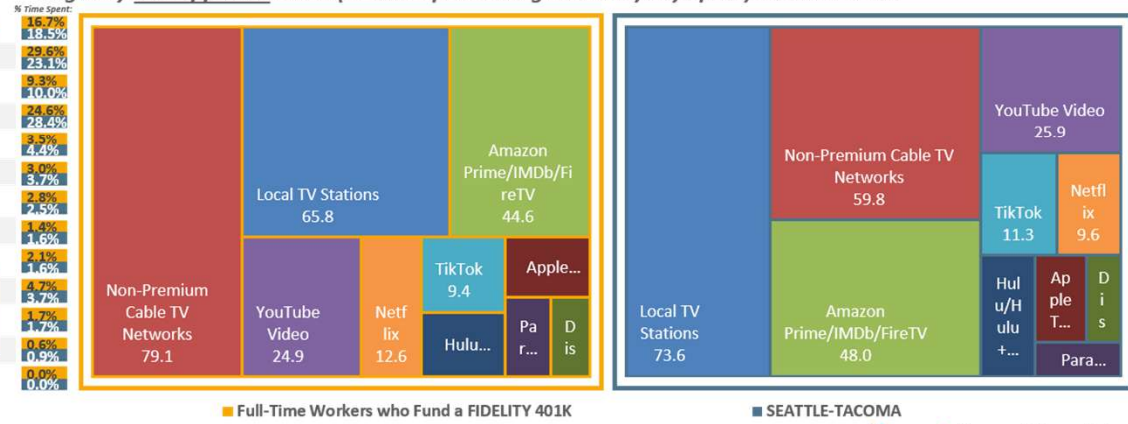
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



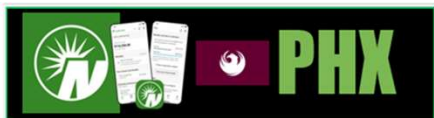
Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 349
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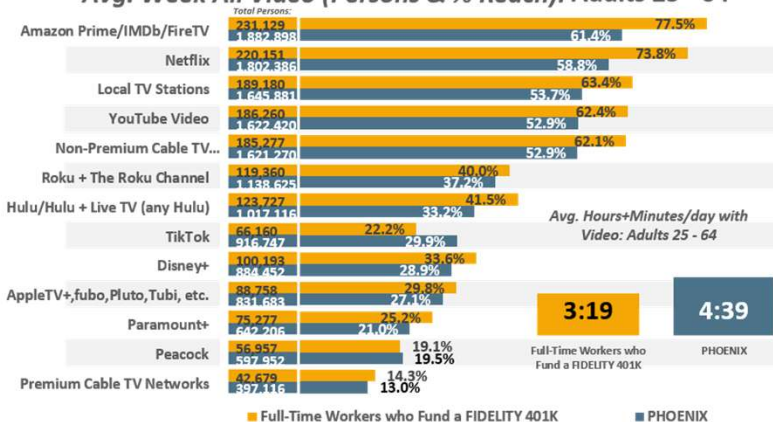
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[[[Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan] AND Investment institutions use: Fidelity]]

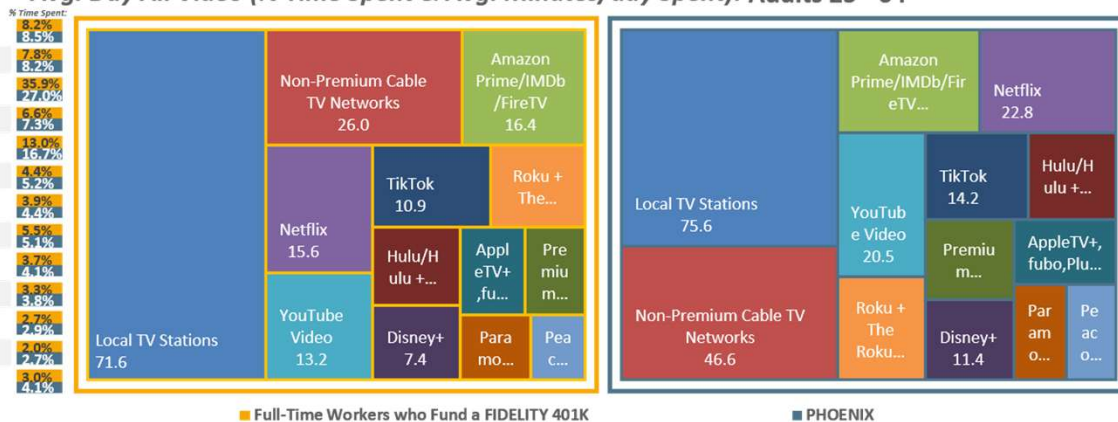


185,001 or 62.% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K watch Ad-Supported Local TV Stations for an average of 65.7 minutes every day representing 40.7% of all time spent daily with Ad-Supported Video.

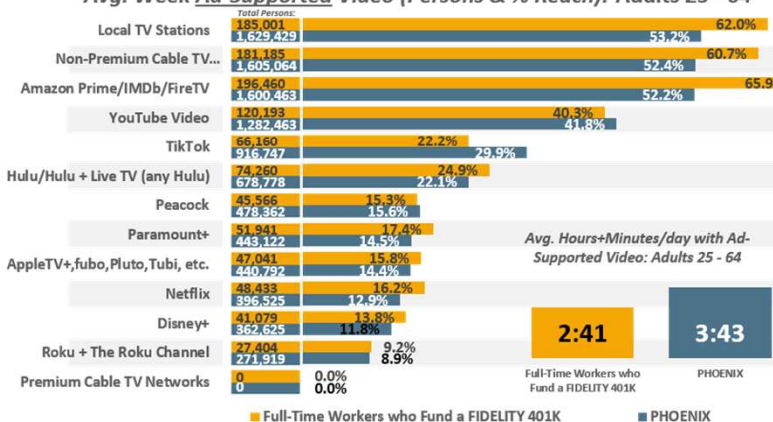
Avg. Week All Video (Persons & % Reach): Adults 25 - 64



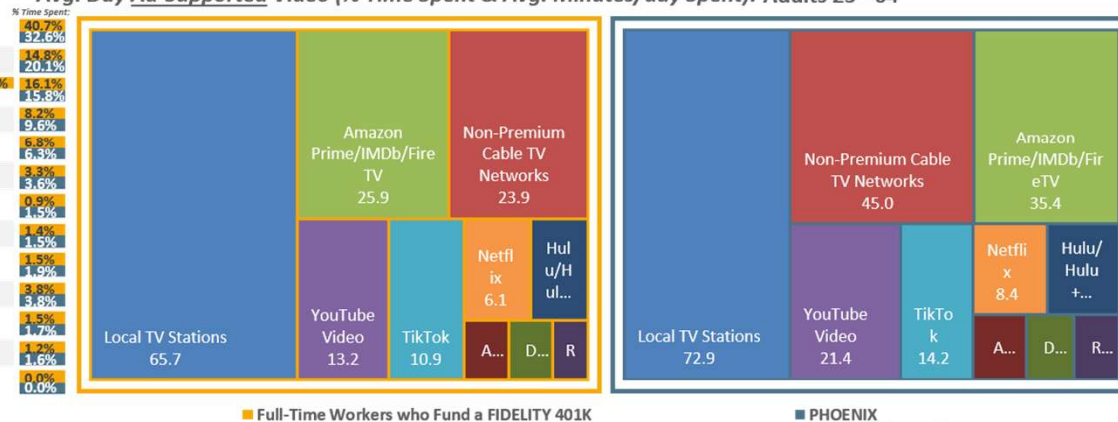
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 148
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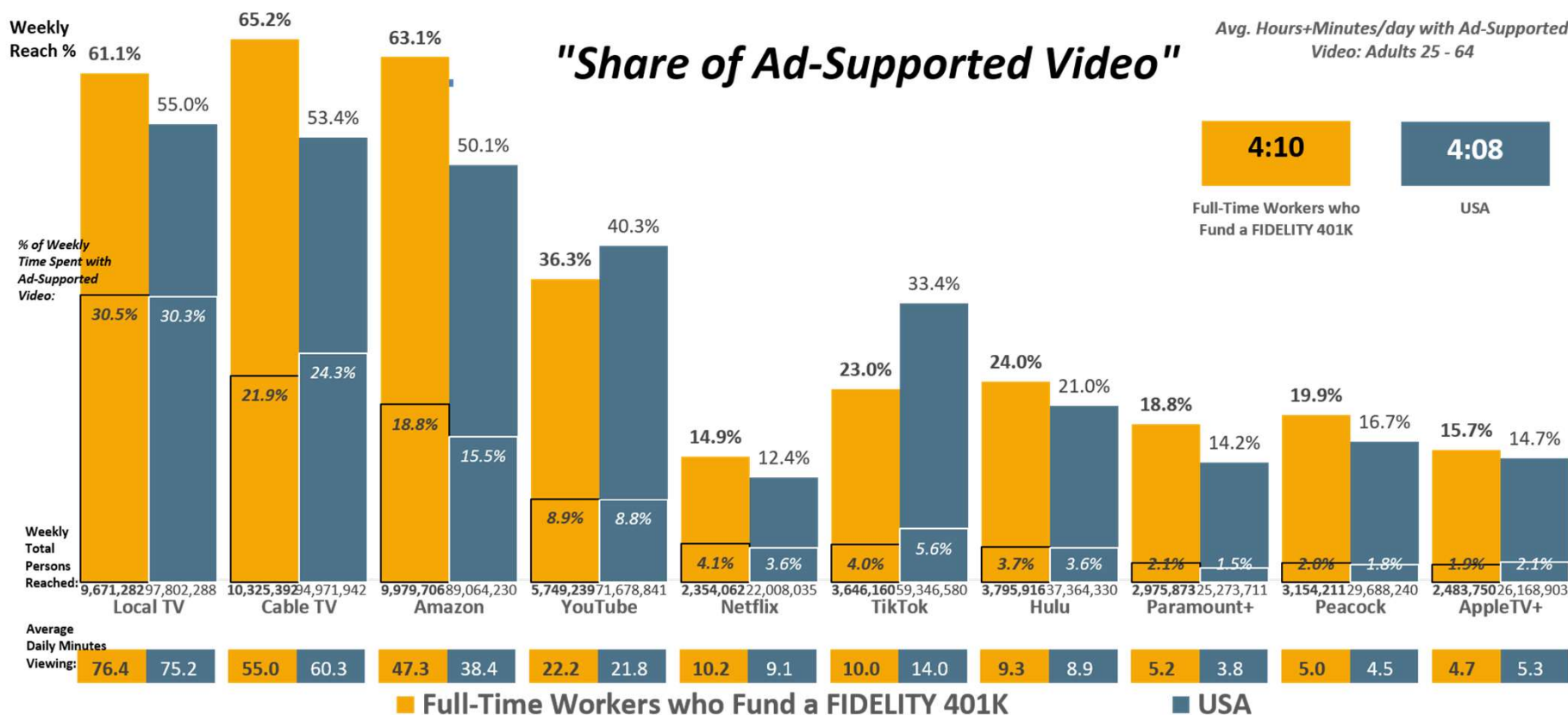
PHOENIX
soefa.ai Share of Everything for Anything

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



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

"Share of Ad-Supported Video"



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

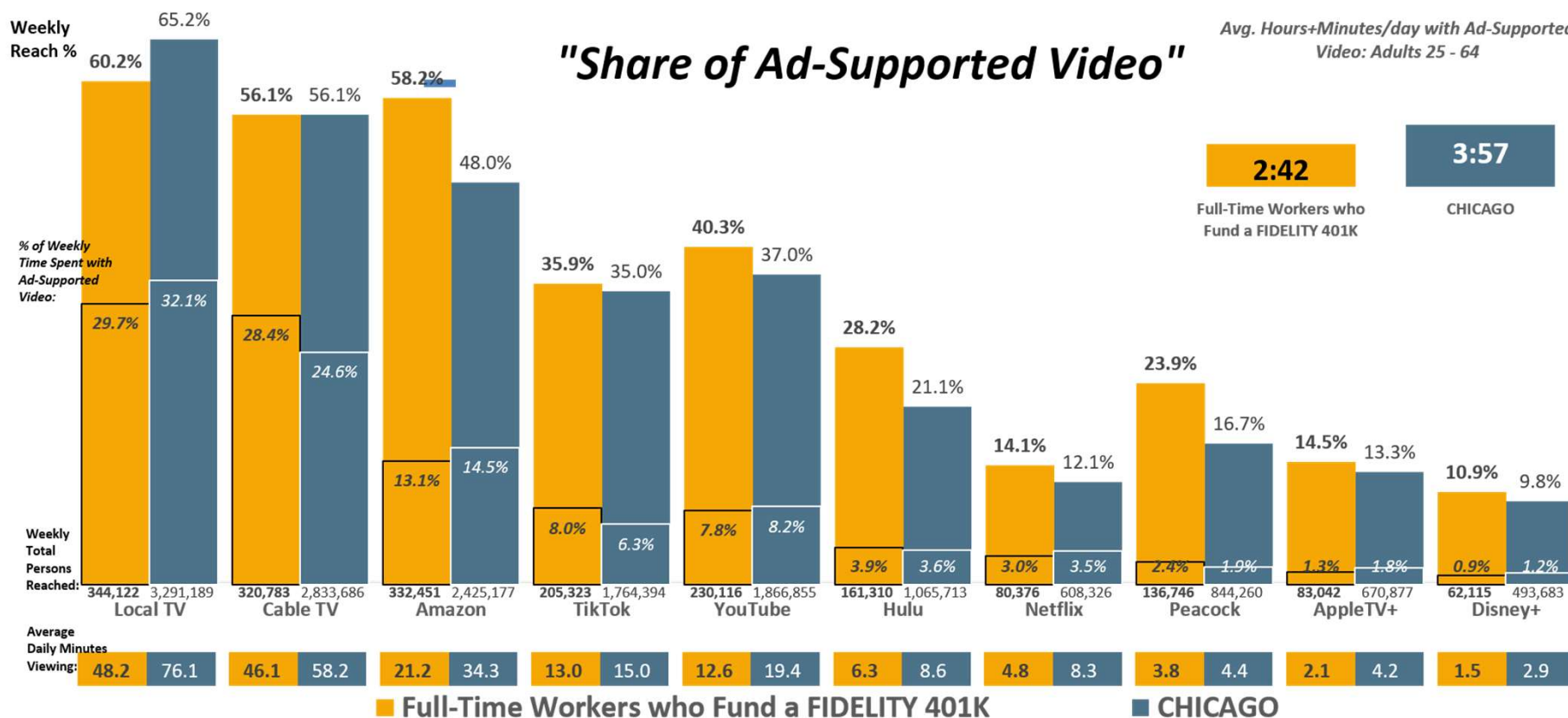
soefa.ai Share of Everything for Anything

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



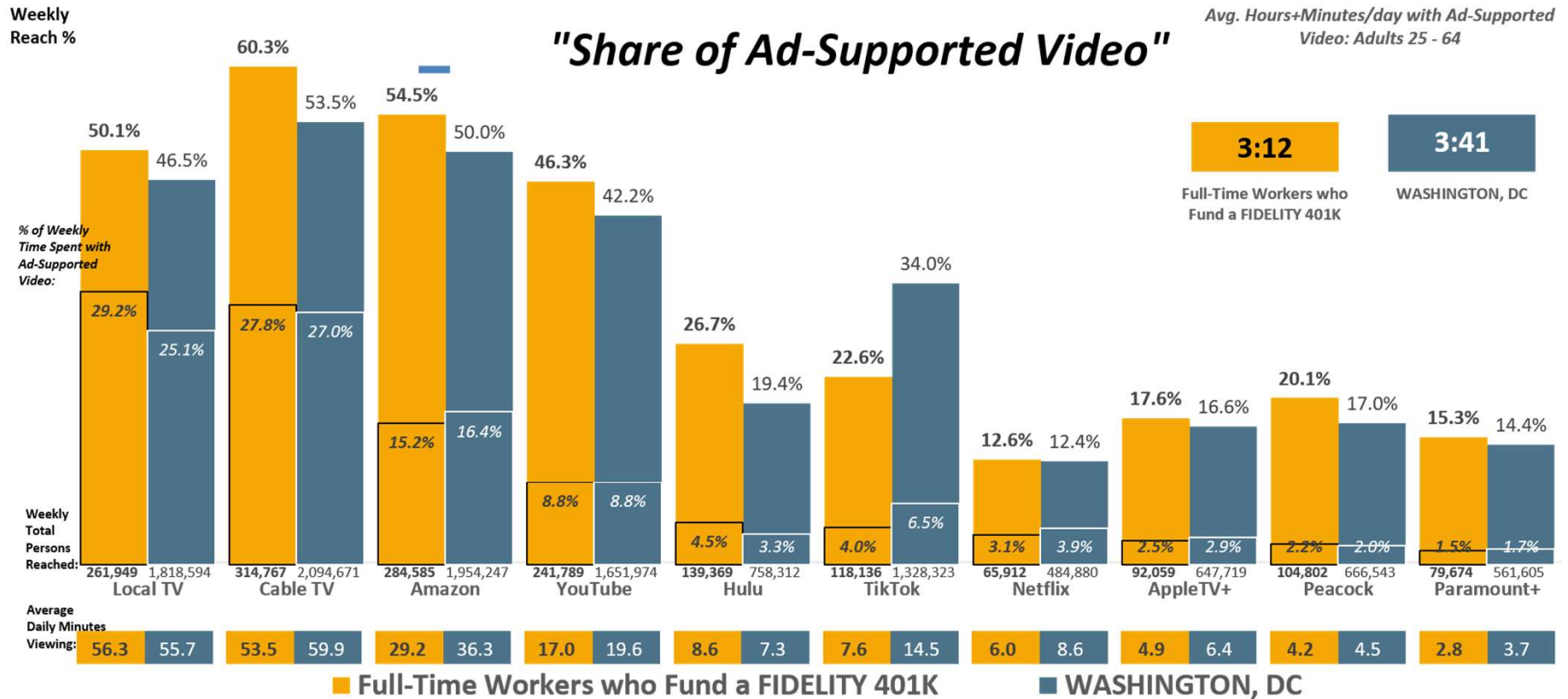
344,122 or 60.2% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K watch Ad-Supported Local TV Stations for an average of 48.2 minutes every day representing 29.7% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"





261,949 or 50.1% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K watch Ad-Supported Local TV Stations for an average of 56.3 minutes every day representing 29.2% of all time spent daily with Ad-Supported Video.



WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 558 WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703
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[[[Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan] AND Investment institutions use: Fidelity]]

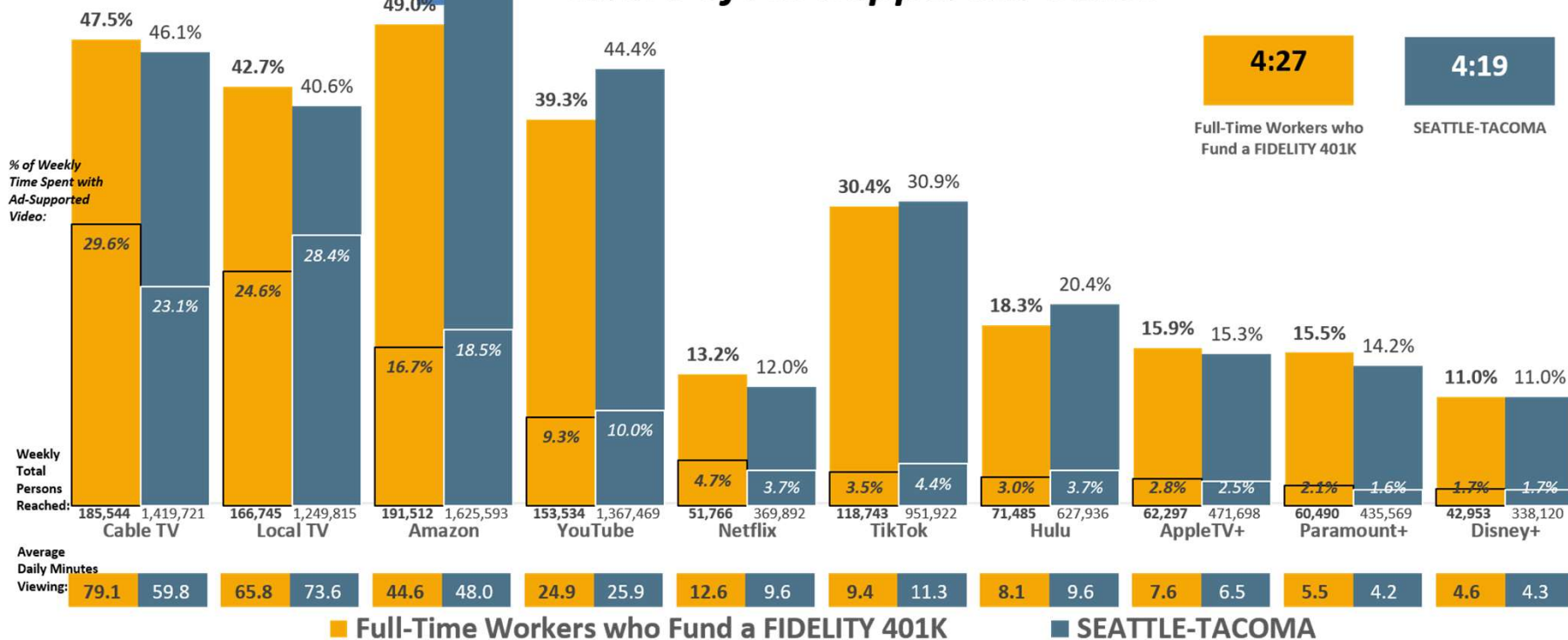


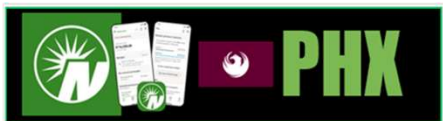
166,745 or 42.7% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K watch Ad-Supported Local TV Stations for an average of 65.8 minutes every day representing 24.6% of all time spent daily with Ad-Supported Video.

Weekly
Reach %

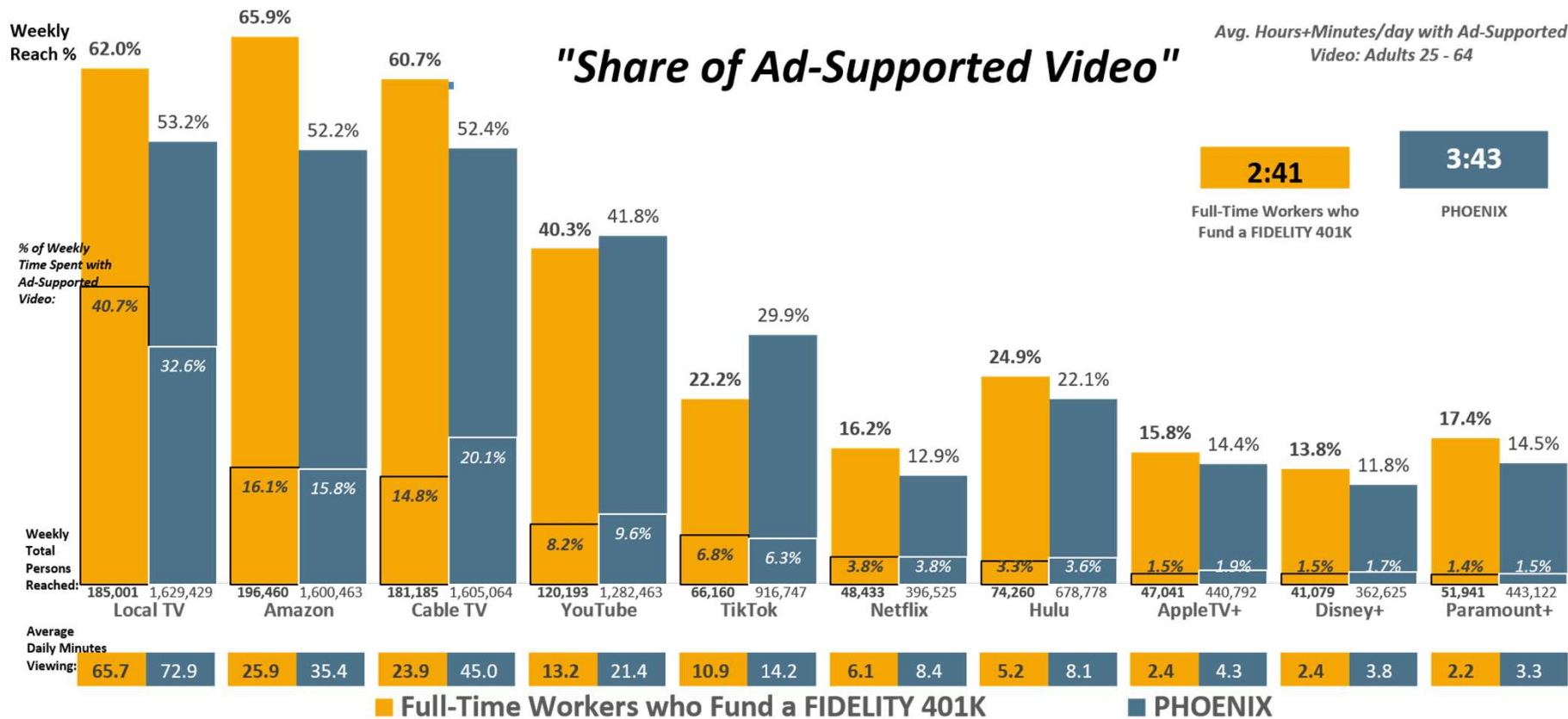
"Share of Ad-Supported Video"

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





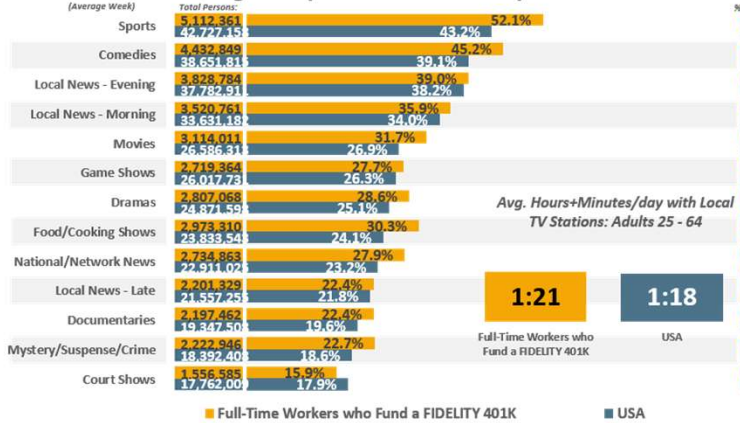
185,001 or 62.% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K watch Ad-Supported Local TV Stations for an average of 65.7 minutes every day representing 40.7% of all time spent daily with Ad-Supported Video.



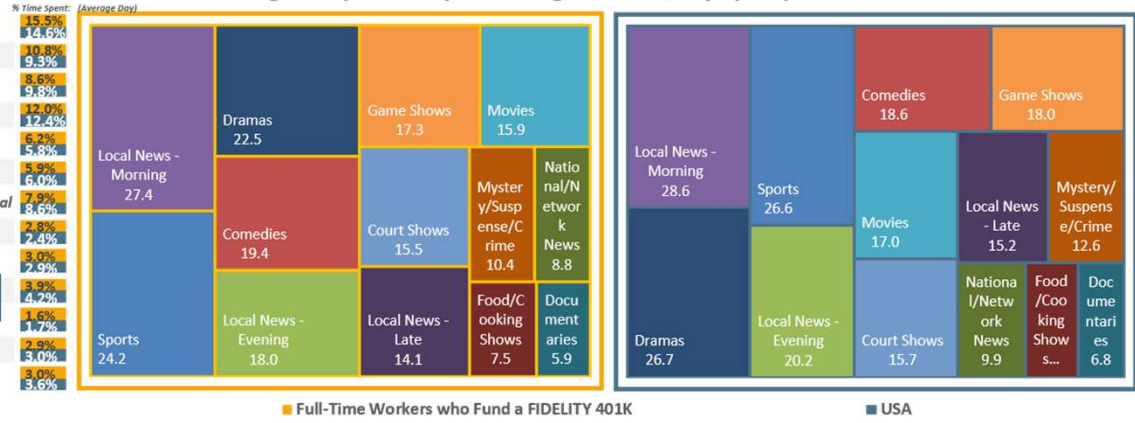


9,671,282 or 61.1% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Local News - Morning, Movies, and Dramas.

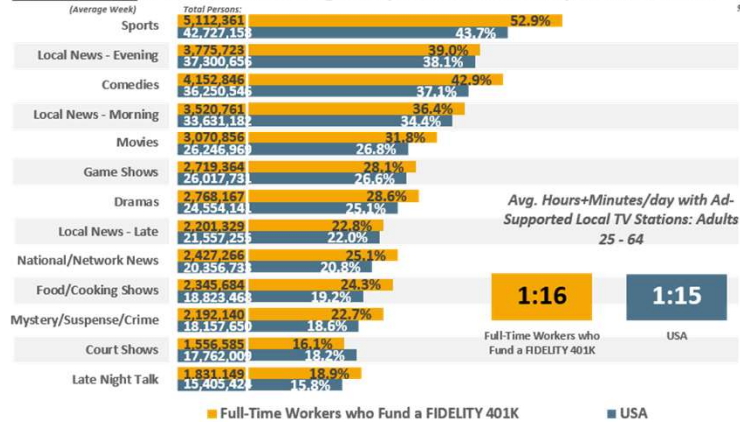
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



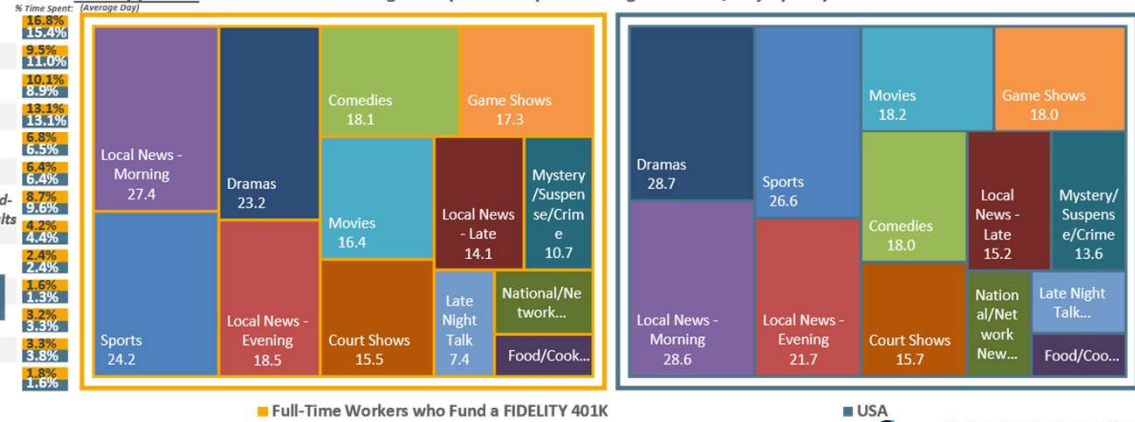
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 2,613
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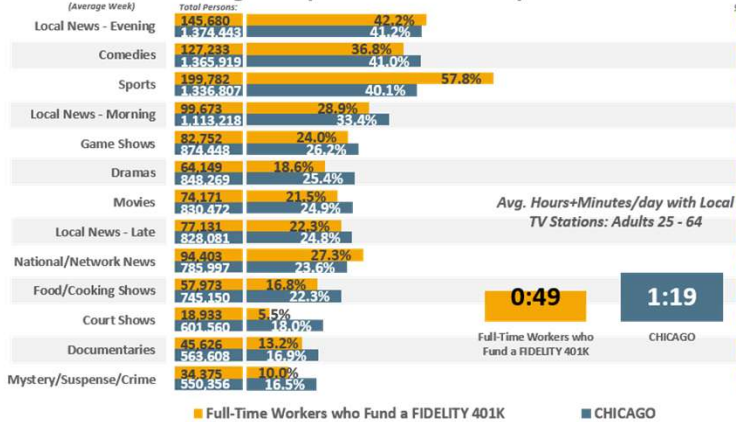
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[[[Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan] AND Investment institutions use: Fidelity]]

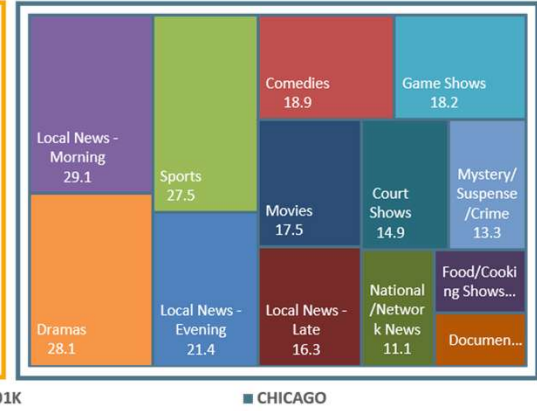
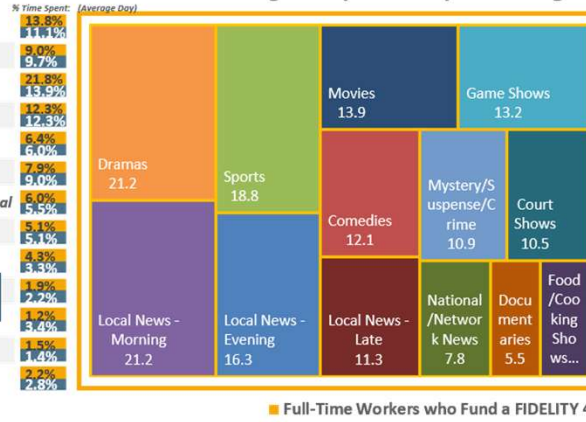


344,122 or 60.2% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, National/Network News, and Game Shows.

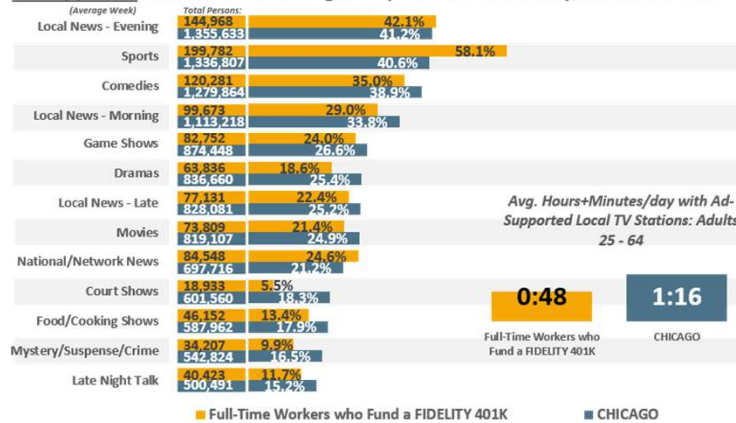
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



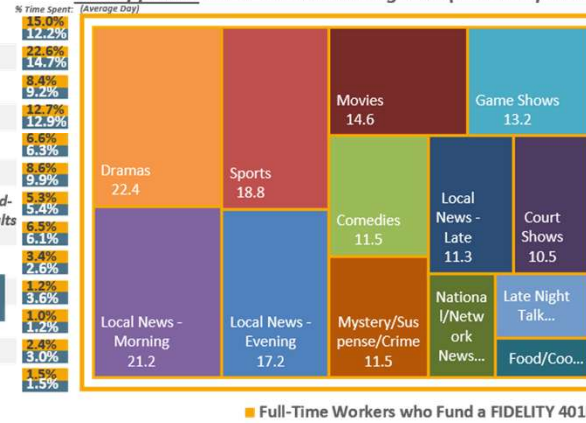
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 281
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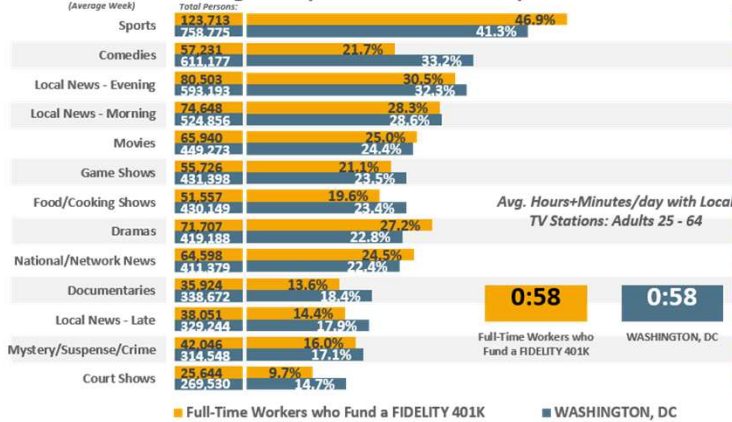
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[[[Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan] AND Investment institutions use: Fidelity]]

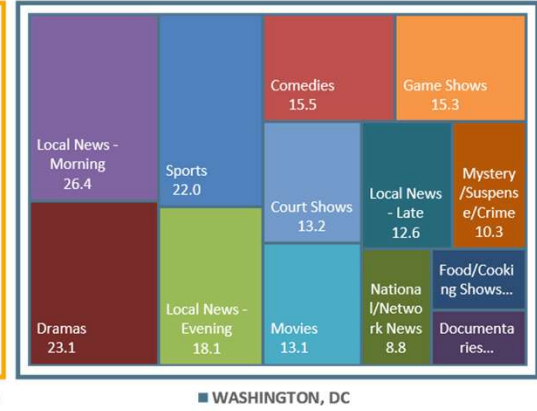
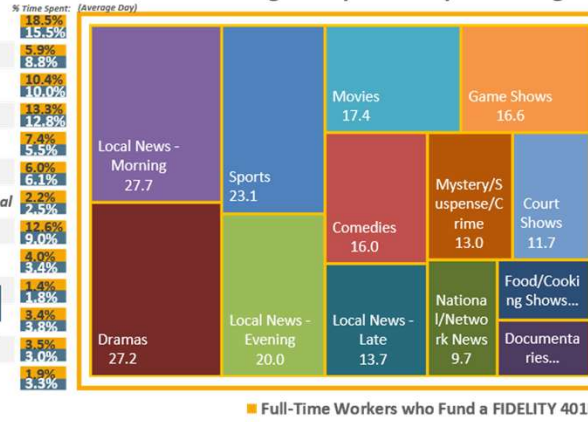


261,949 or 50.1% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Dramas, Movies, and National/Network News.

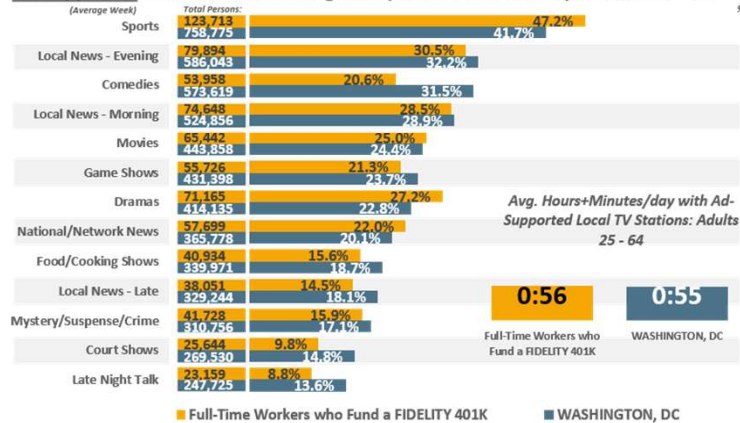
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



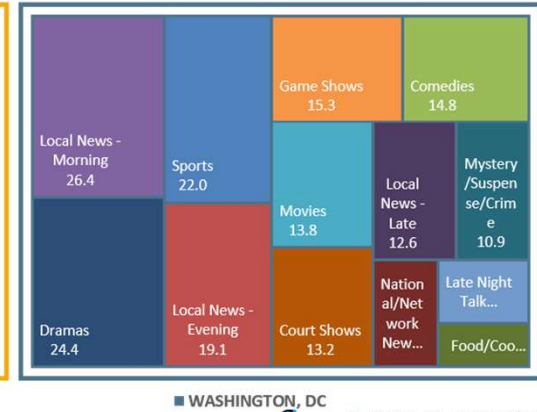
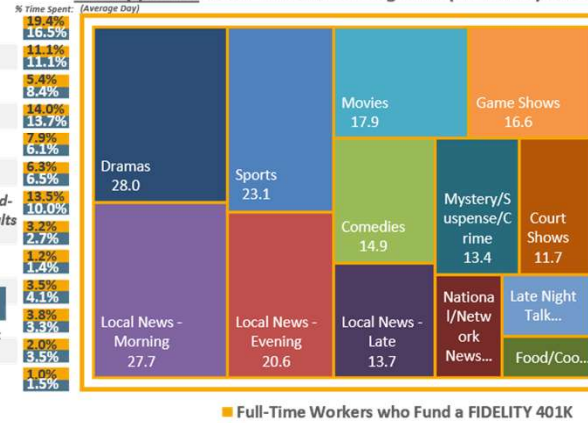
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



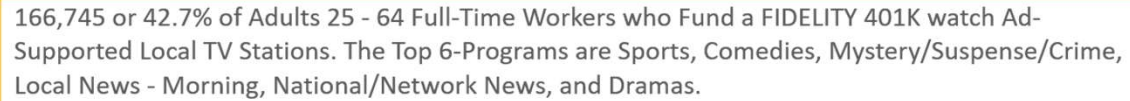
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 558
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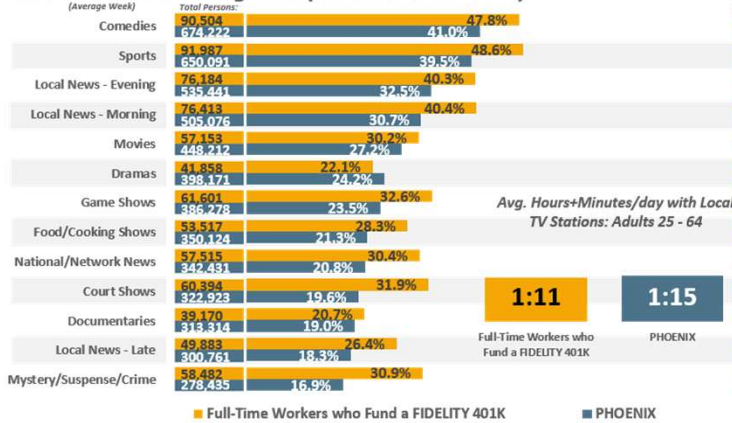
[[[Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan] AND Investment institutions use: Fidelity]]



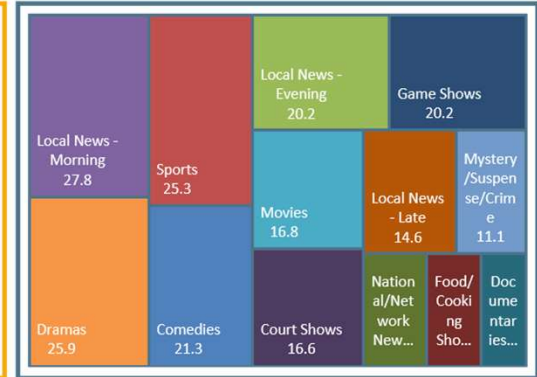
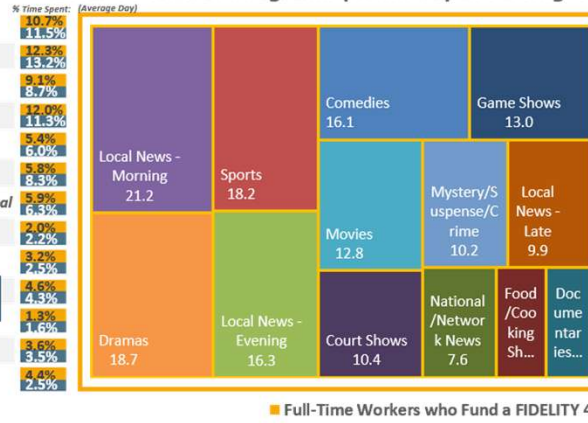


185,001 or 62.% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Morning, Local News - Evening, Game Shows, and Court Shows.

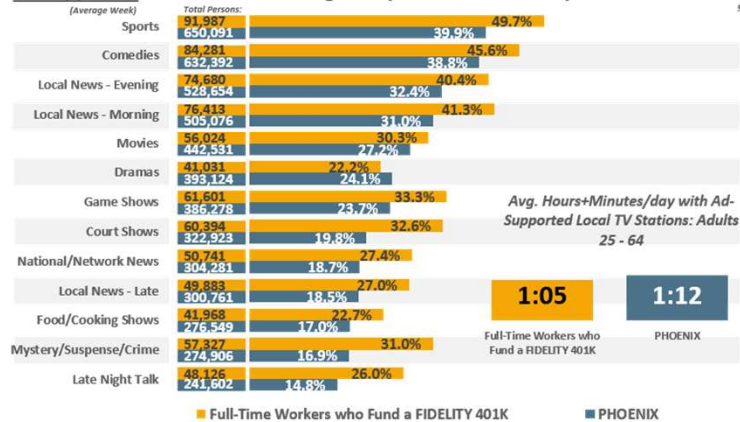
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



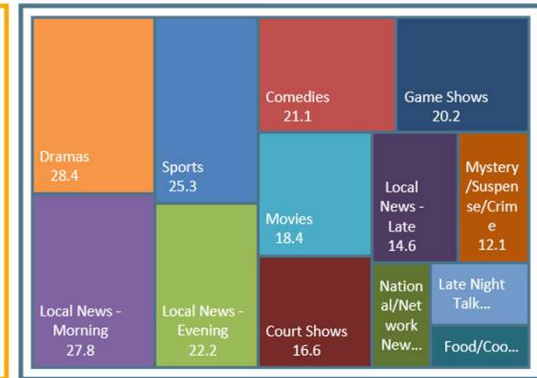
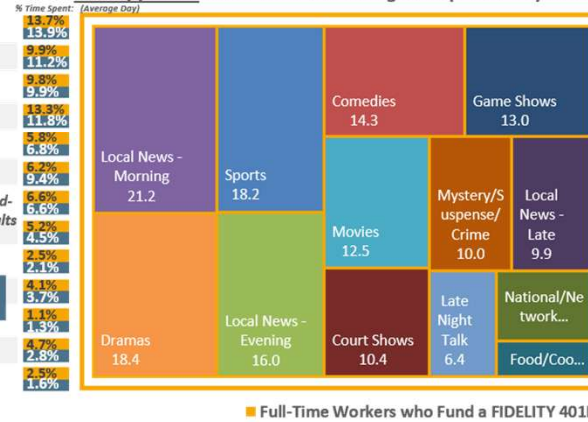
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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

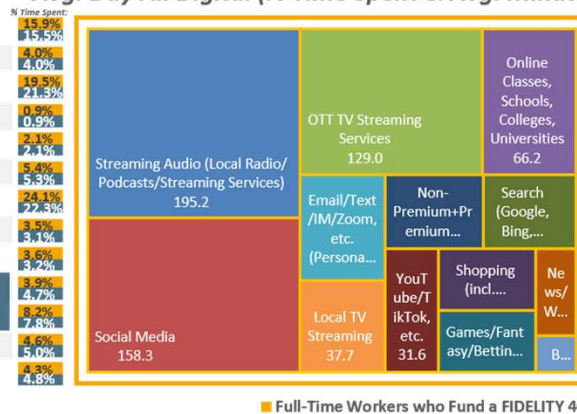


Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

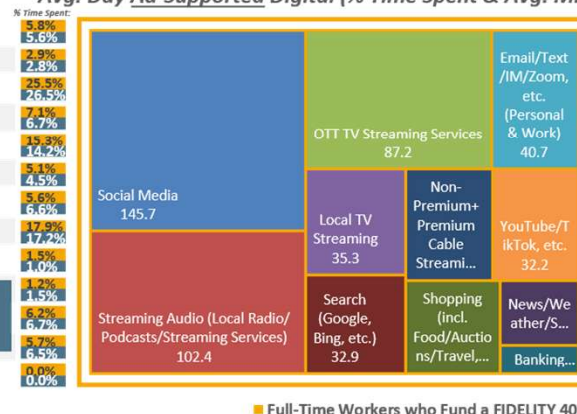




Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



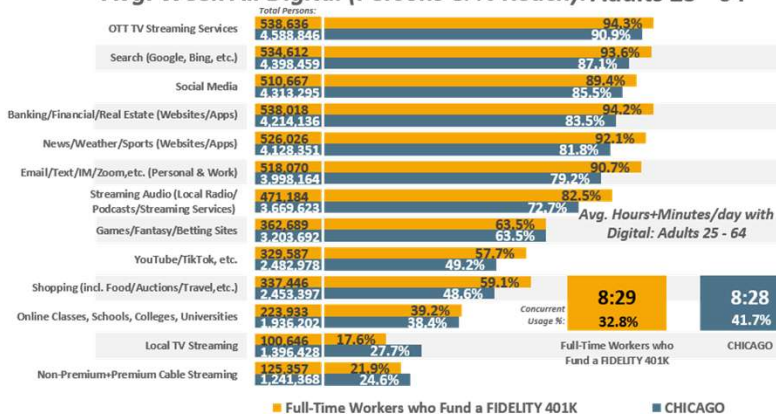
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(((Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan) AND Investment institutions use: Fidelity))

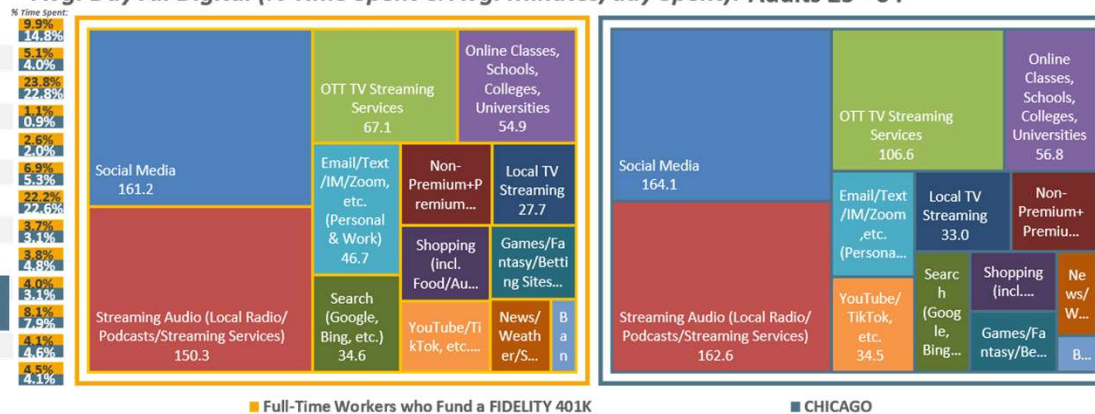


419,951 or 73.5% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K use Ad-Supported Social Media for an average of 148.3 minutes every day representing 30.5% of all time spent daily with Ad-Supported Digital Media.

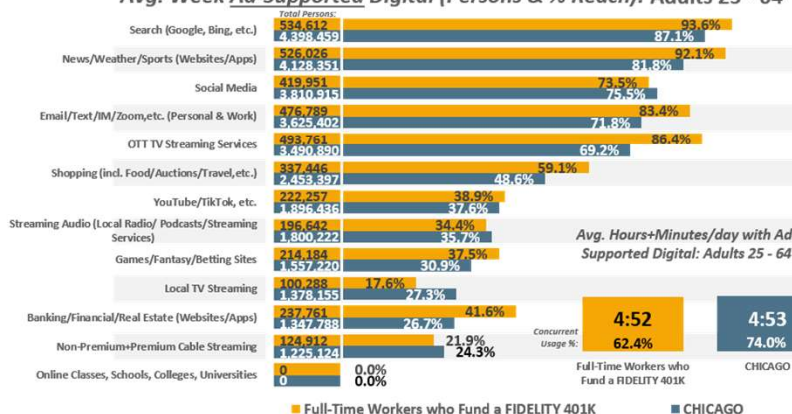
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



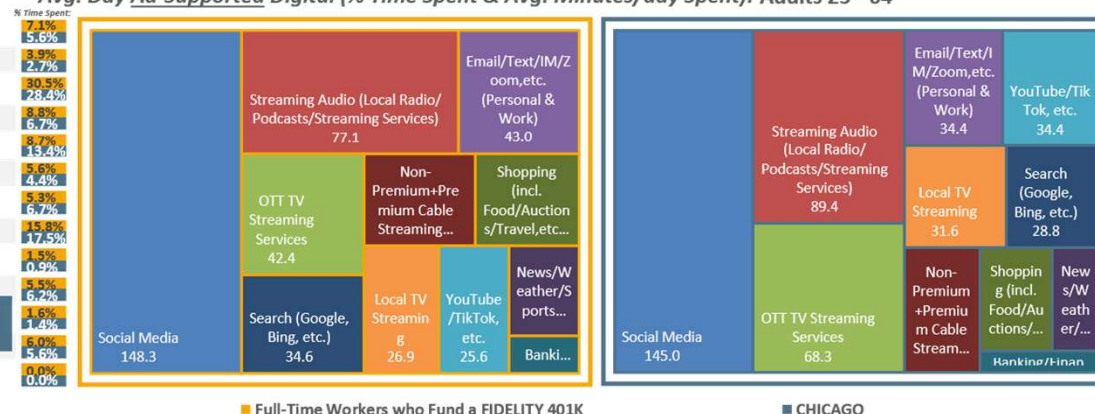
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



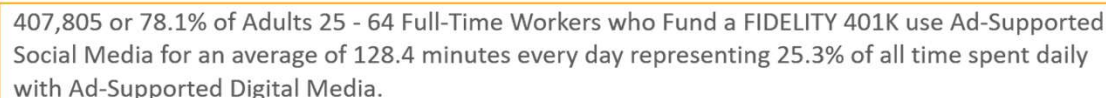
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



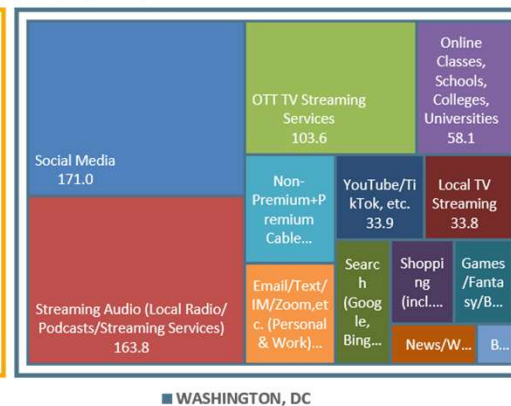
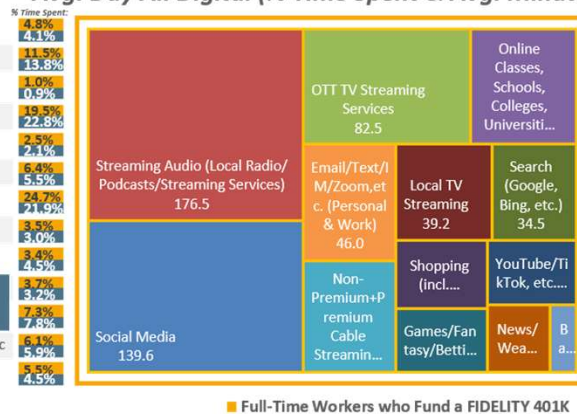
CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 281
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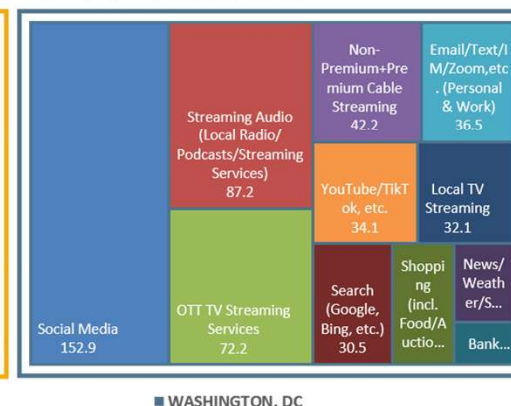
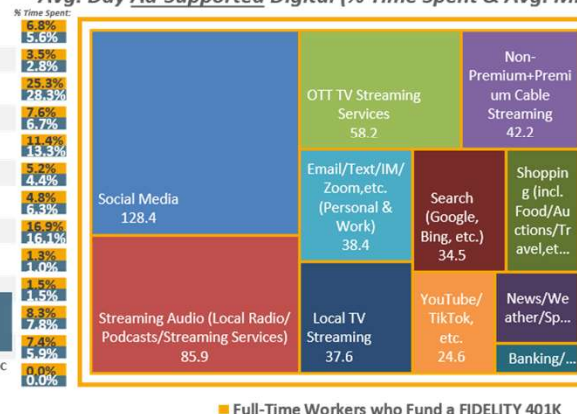
[[[Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan] AND Investment institutions use: Fidelity]]



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



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



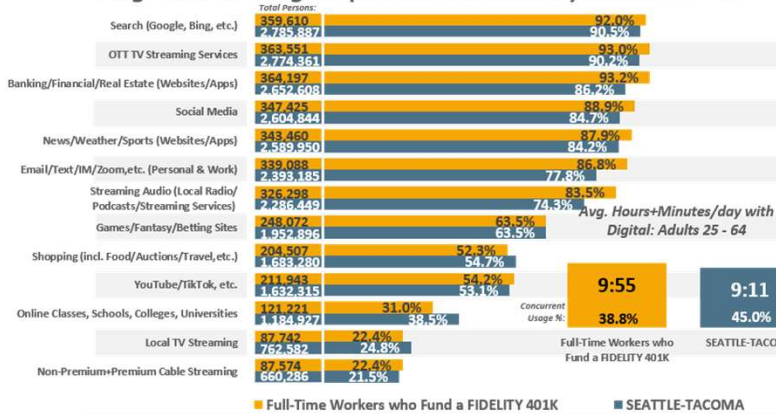
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for Anything.

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

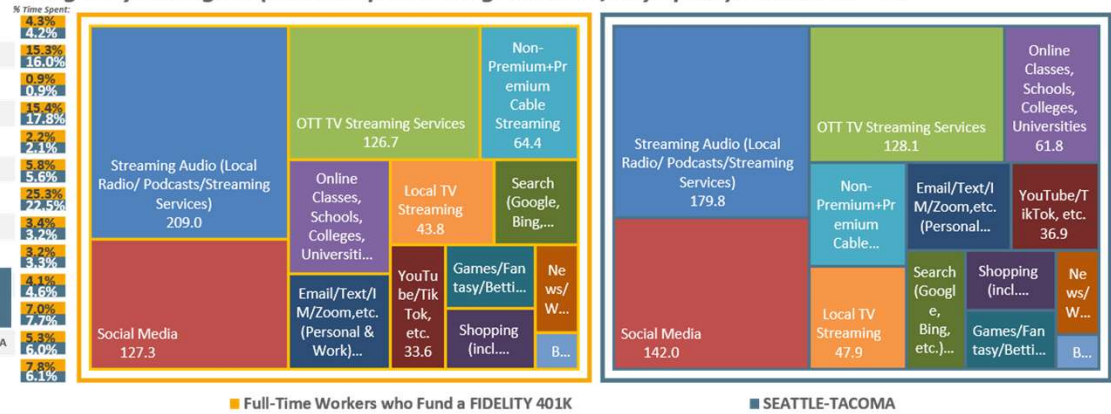


309,167 or 79.1% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K use Ad-Supported Social Media for an average of 117.1 minutes every day representing 20.0% of all time spent daily with Ad-Supported Digital Media.

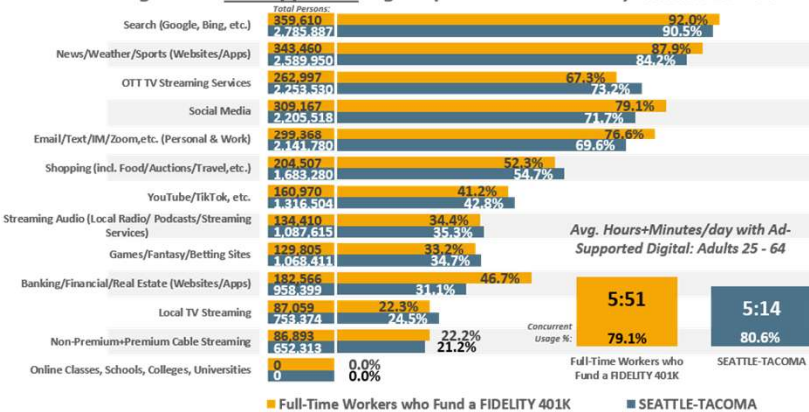
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



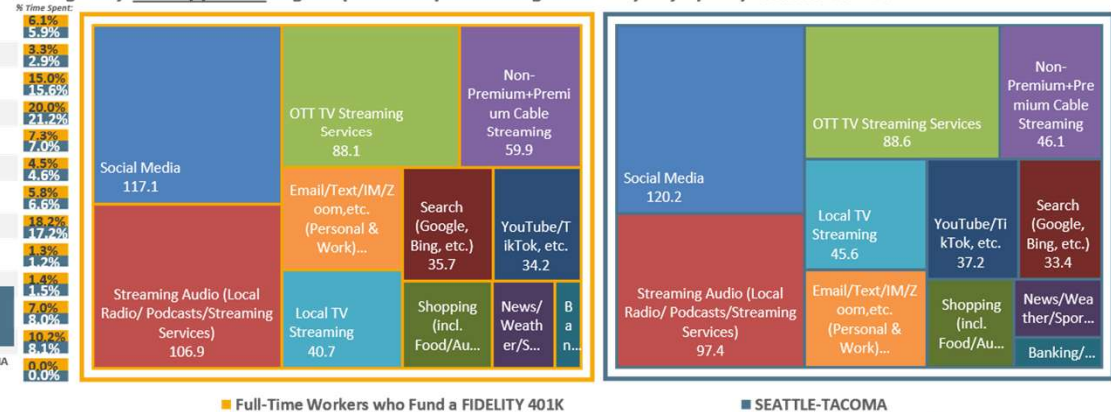
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 349
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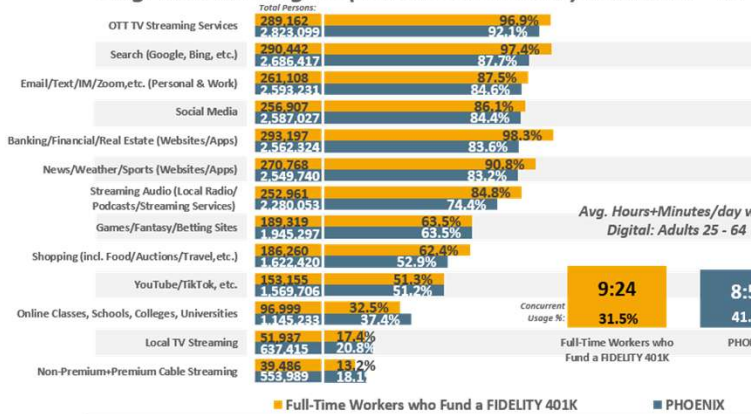
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[[[Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan] AND Investment institutions use: Fidelity]]

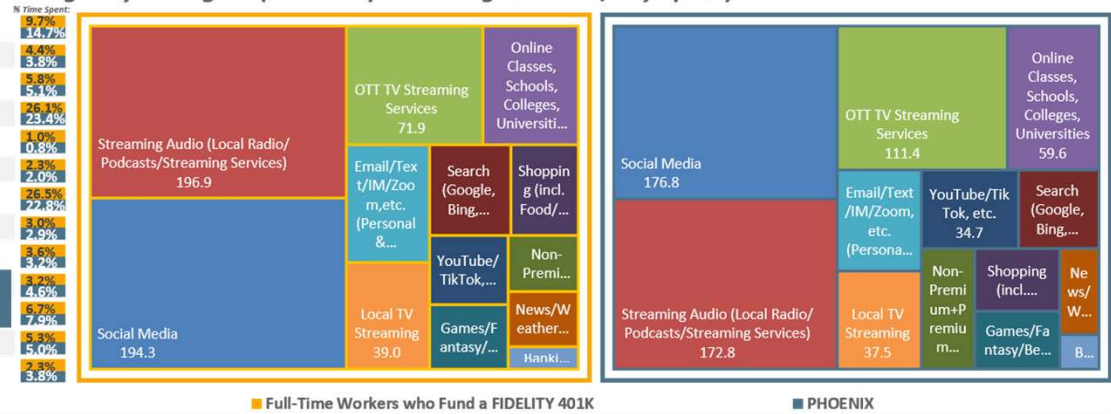


220,893 or 74.1% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K use Ad-Supported Social Media for an average of 178.8 minutes every day representing 33.8% of all time spent daily with Ad-Supported Digital Media.

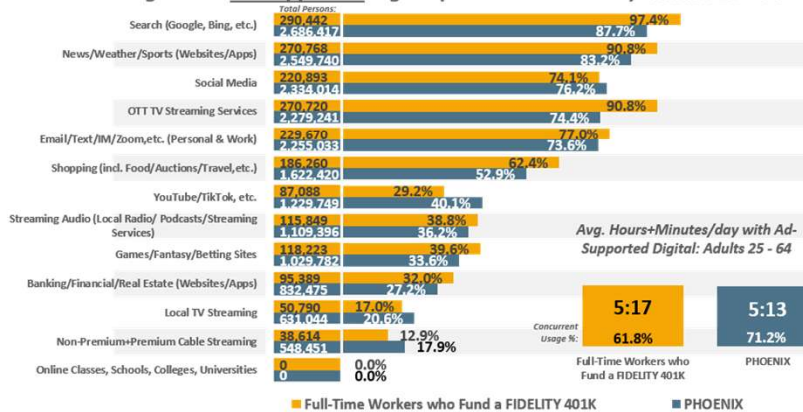
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



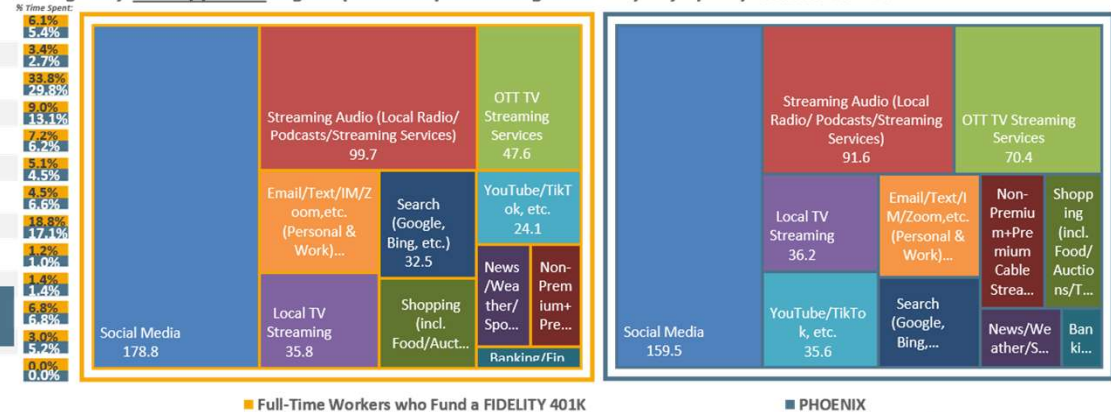
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 148
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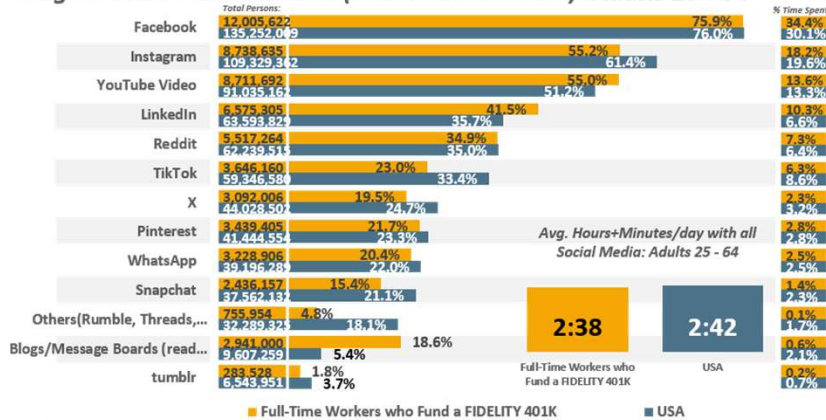
soefa.ai Share of Everything for Anything

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

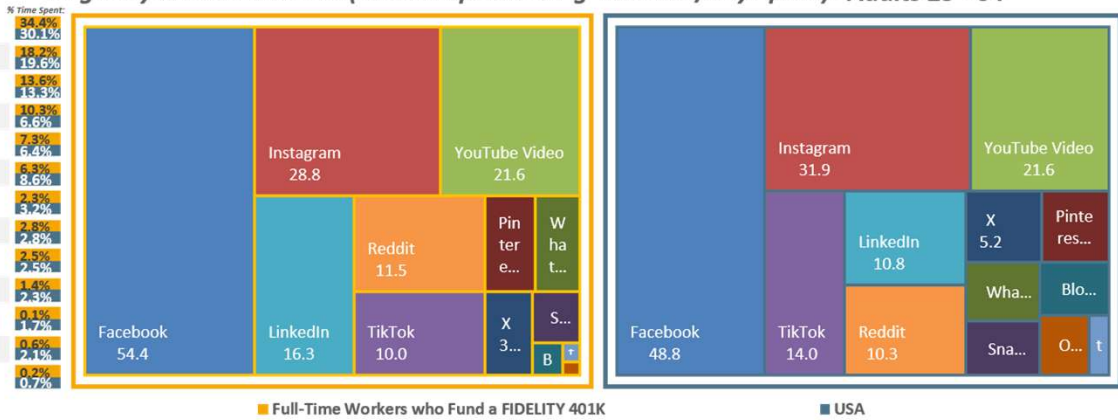


12,005,622 or 75.9% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K use Ad-Supported Facebook for an average of 49.5 minutes every day representing 34.8% of all time spent daily with Ad-Supported Social Media.

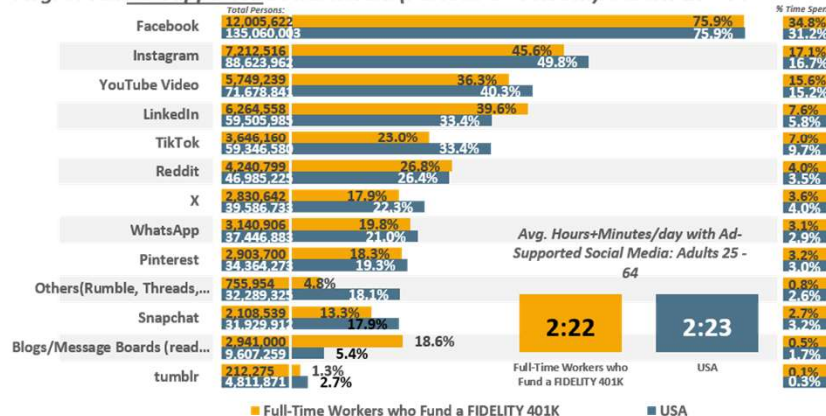
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



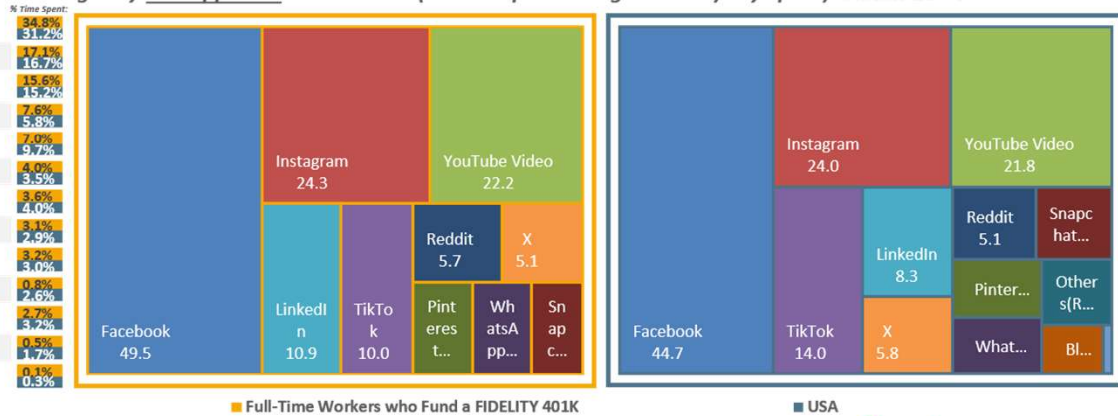
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 2,613
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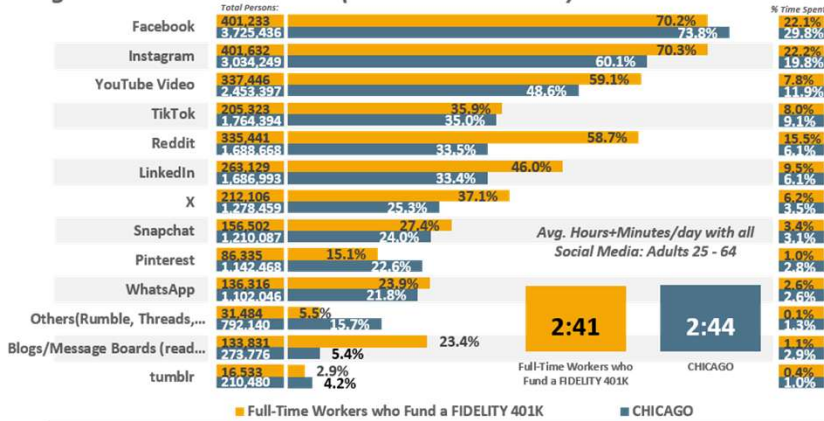
soefa.ai Share of Everything for Anything

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

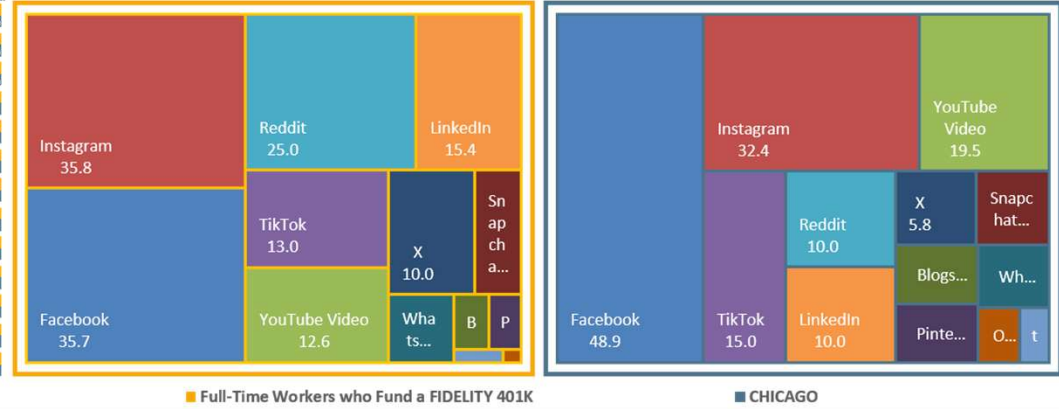


401,233 or 70.2% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K use Ad-Supported Facebook for an average of 41. minutes every day representing 31.1% of all time spent daily with Ad-Supported Social Media.

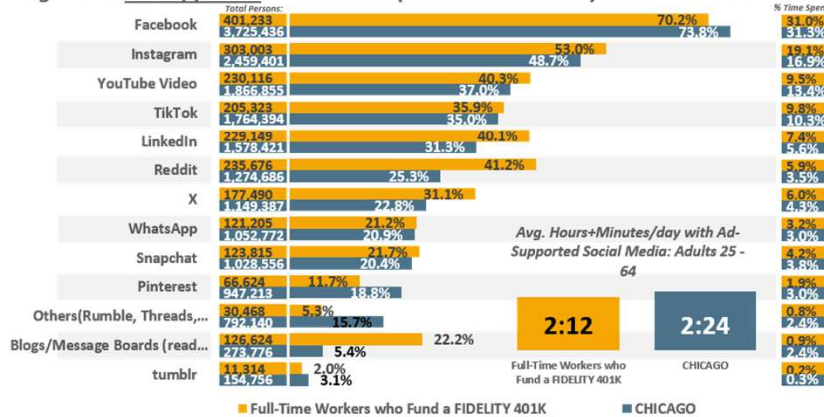
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



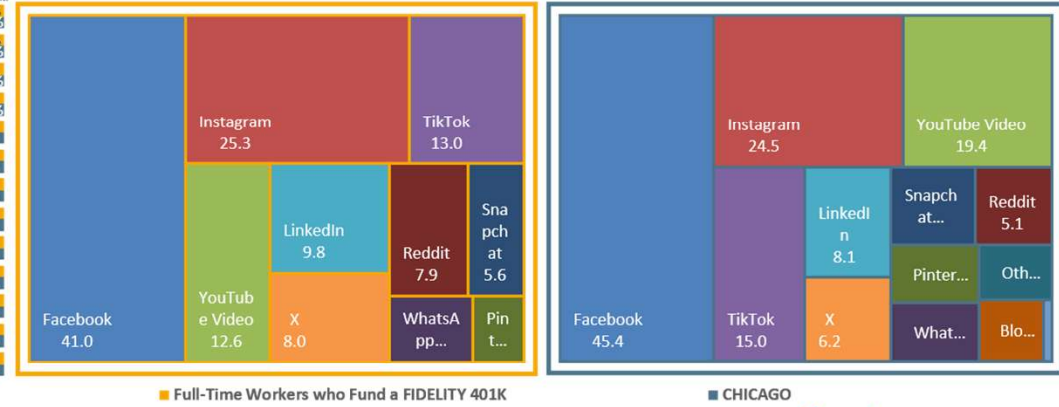
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



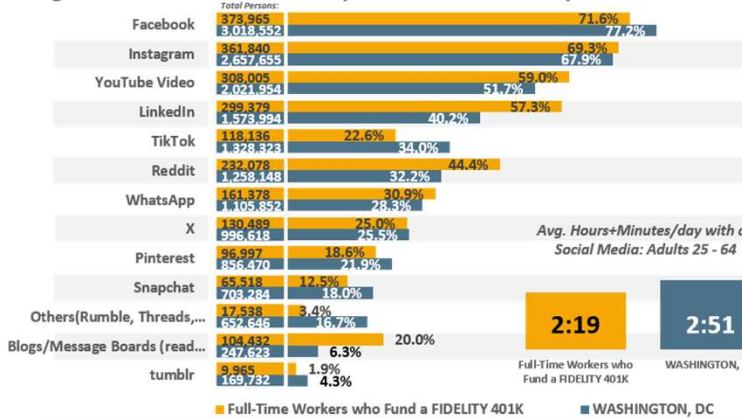
Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



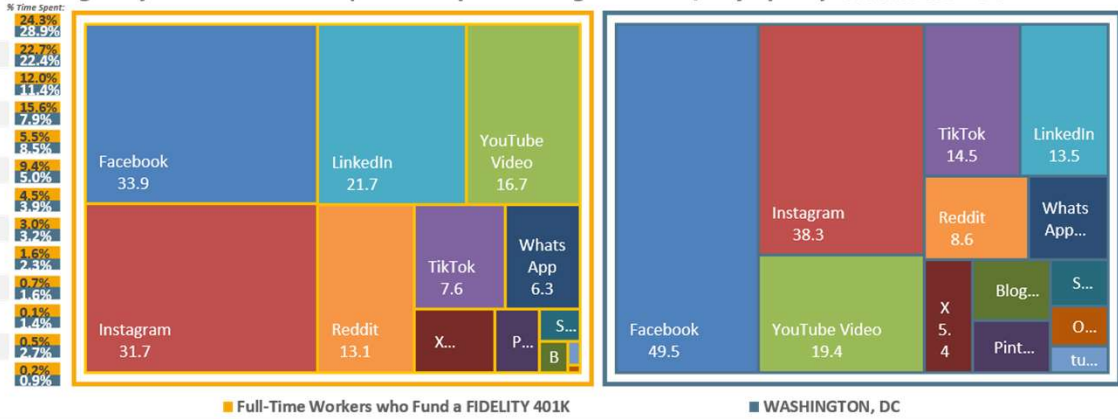


373,965 or 71.6% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K use Ad-Supported Facebook for an average of 38.5 minutes every day representing 31.2% of all time spent daily with Ad-Supported Social Media.

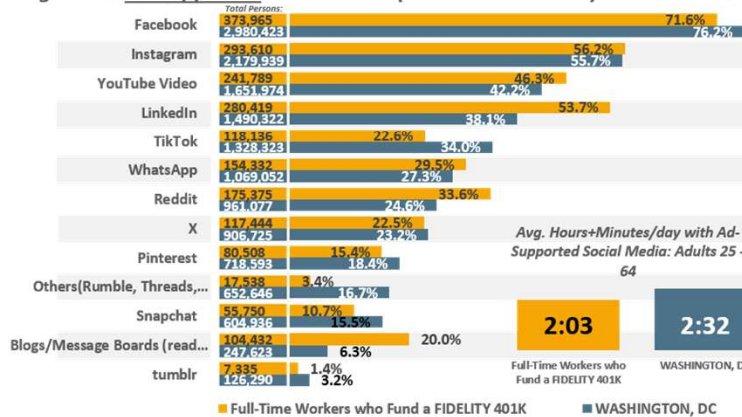
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



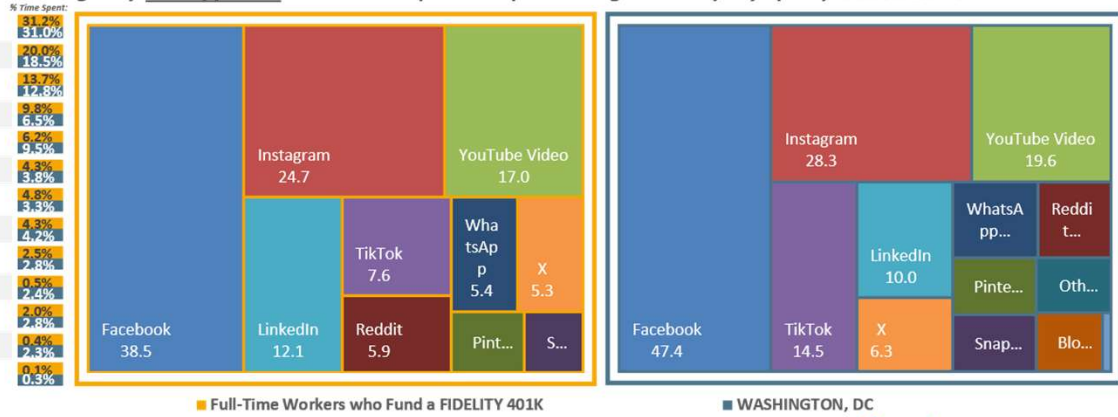
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 558
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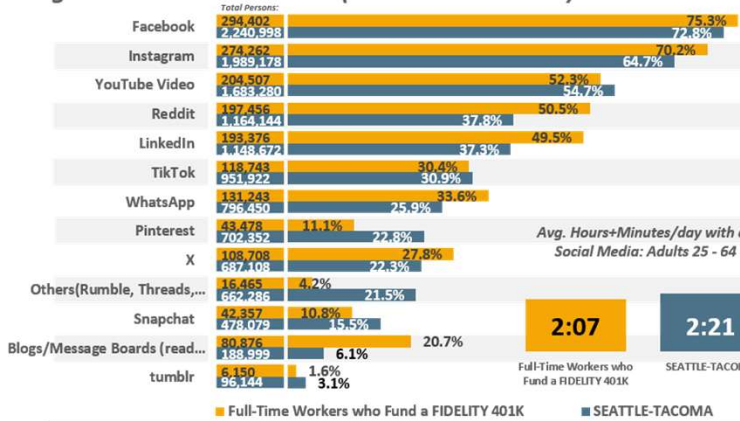
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[[[Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan] AND Investment institutions use: Fidelity]]

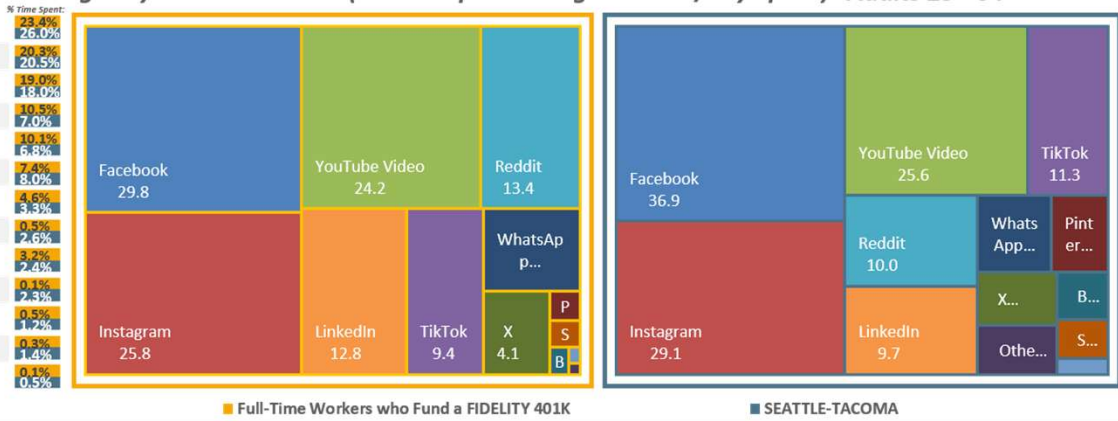


294,402 or 75.3% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K use Ad-Supported Facebook for an average of 32. minutes every day representing 28.2% of all time spent daily with Ad-Supported Social Media.

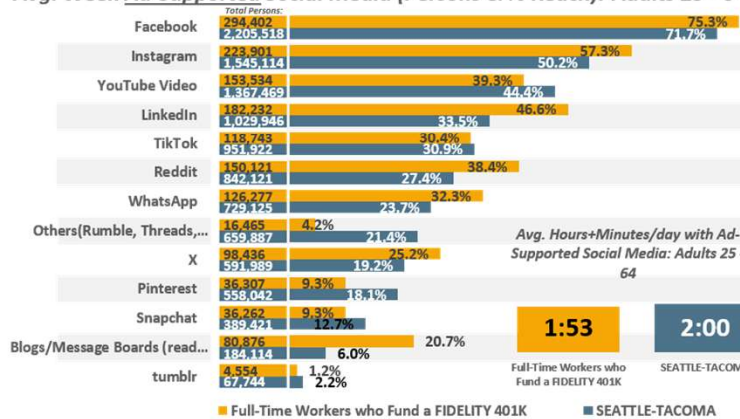
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



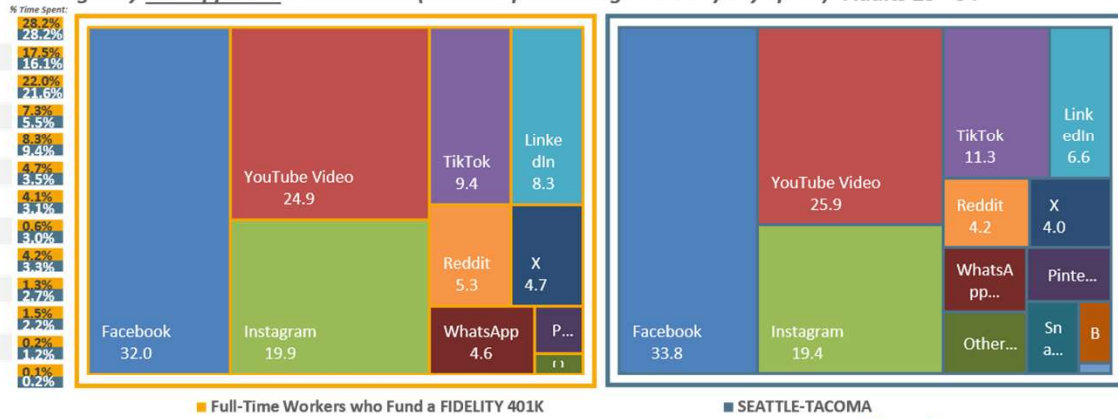
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



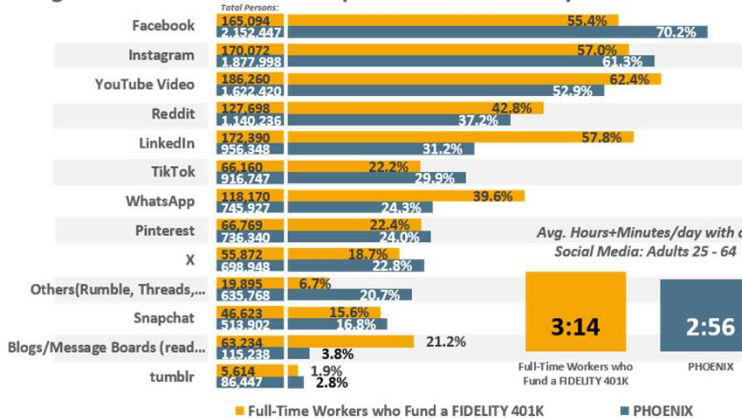
Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



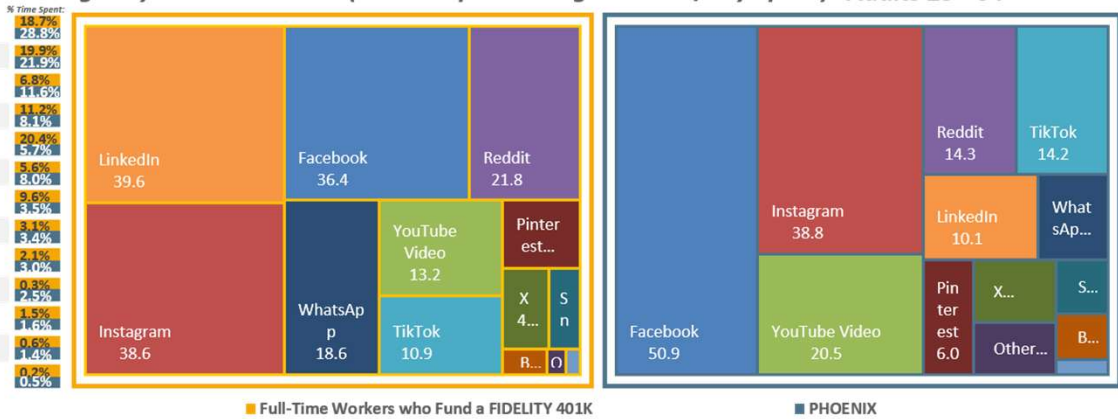


165,094 or 55.4% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K use Ad-Supported Facebook for an average of 49.4 minutes every day representing 29.6% of all time spent daily with Ad-Supported Social Media.

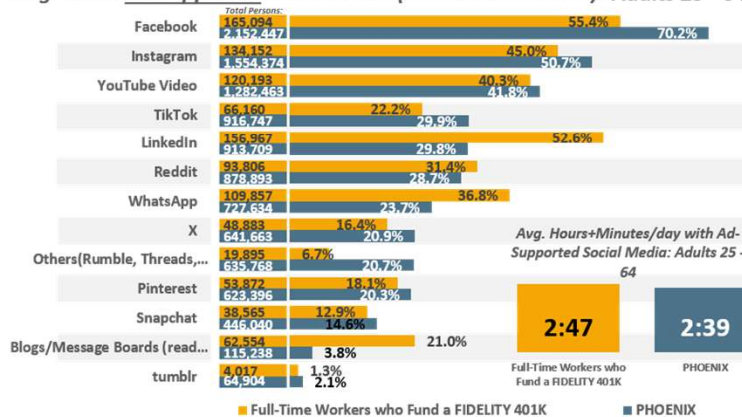
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



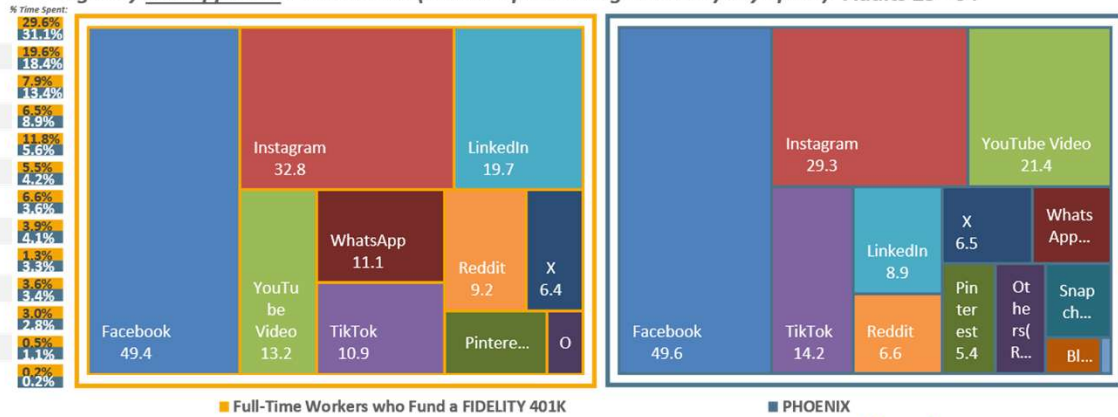
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



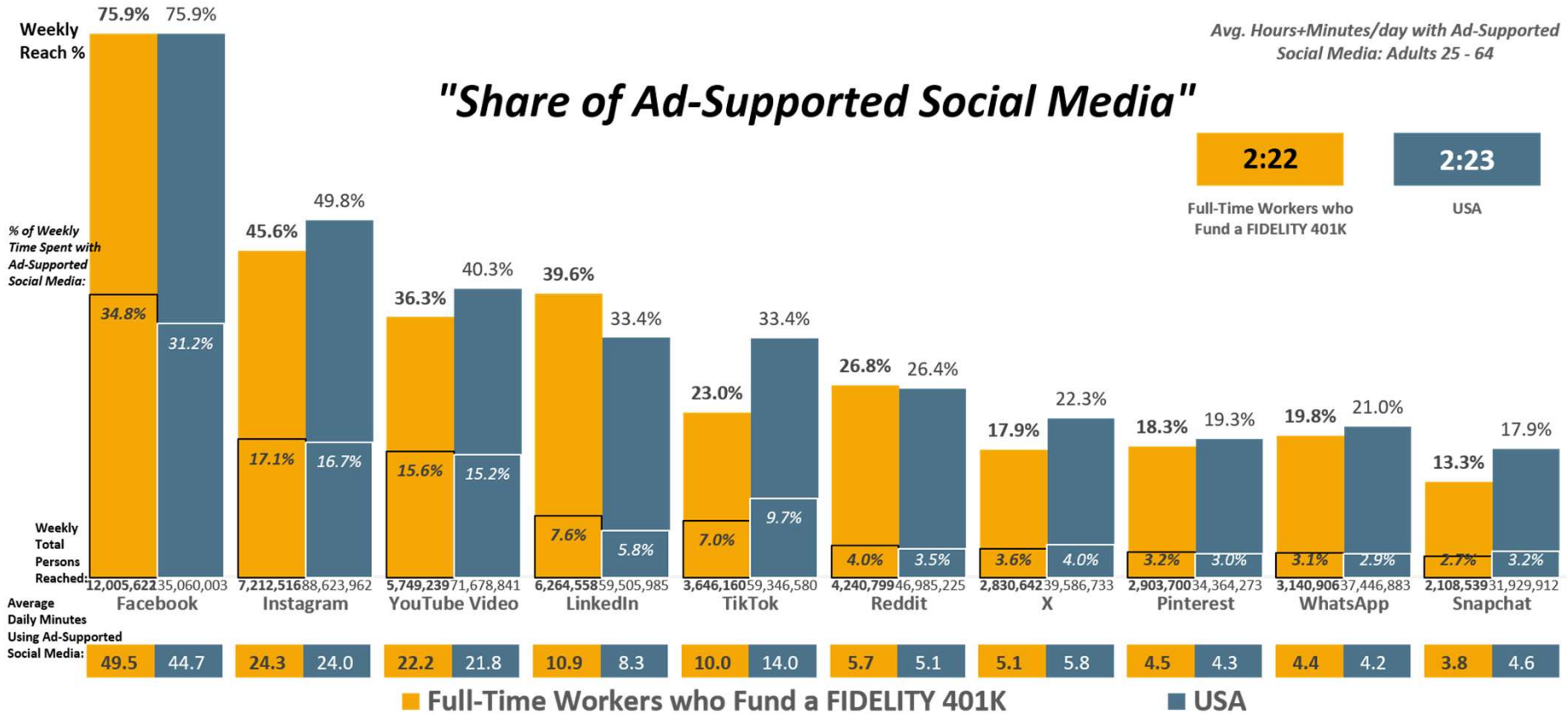
Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64





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

"Share of Ad-Supported Social Media"



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

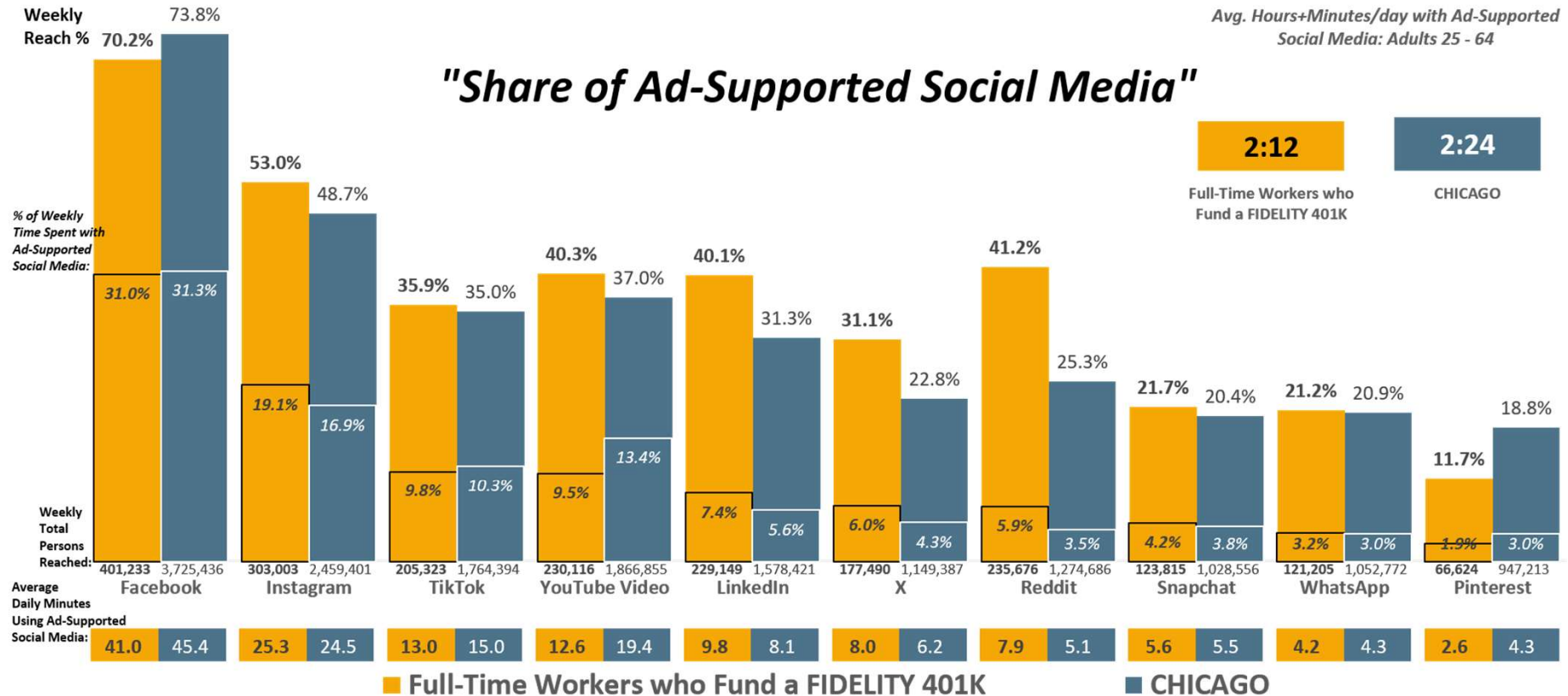
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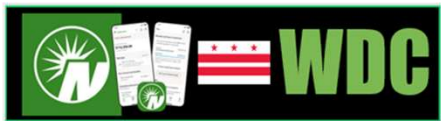
(((Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan) AND Investment institutions use: Fidelity)))



401,233 or 70.2% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K use Ad-Supported Facebook for an average of 41. minutes every day representing 31.% of all time spent daily with Ad-Supported Social Media.

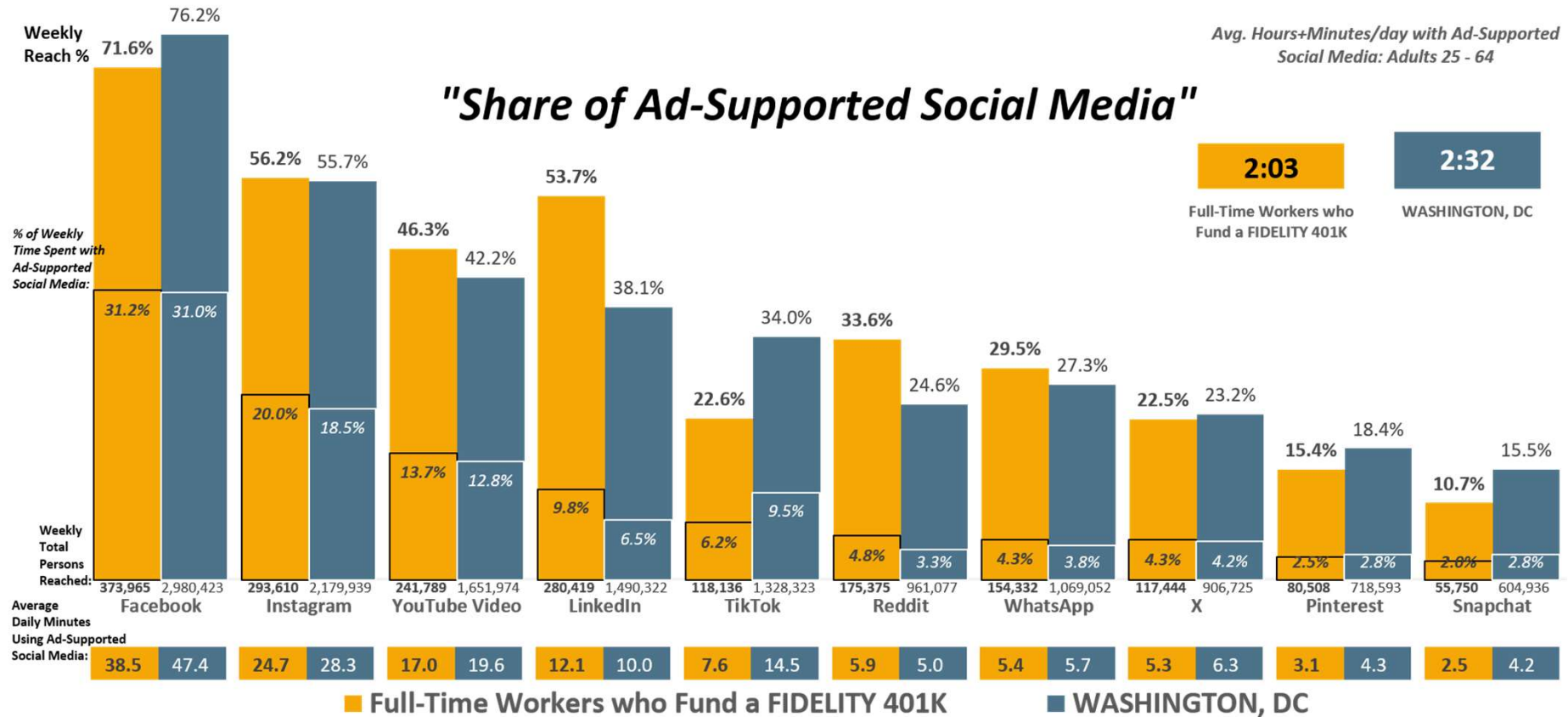
"Share of Ad-Supported Social Media"





373,965 or 71.6% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K use Ad-Supported Facebook for an average of 38.5 minutes every day representing 31.2% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 558 WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703
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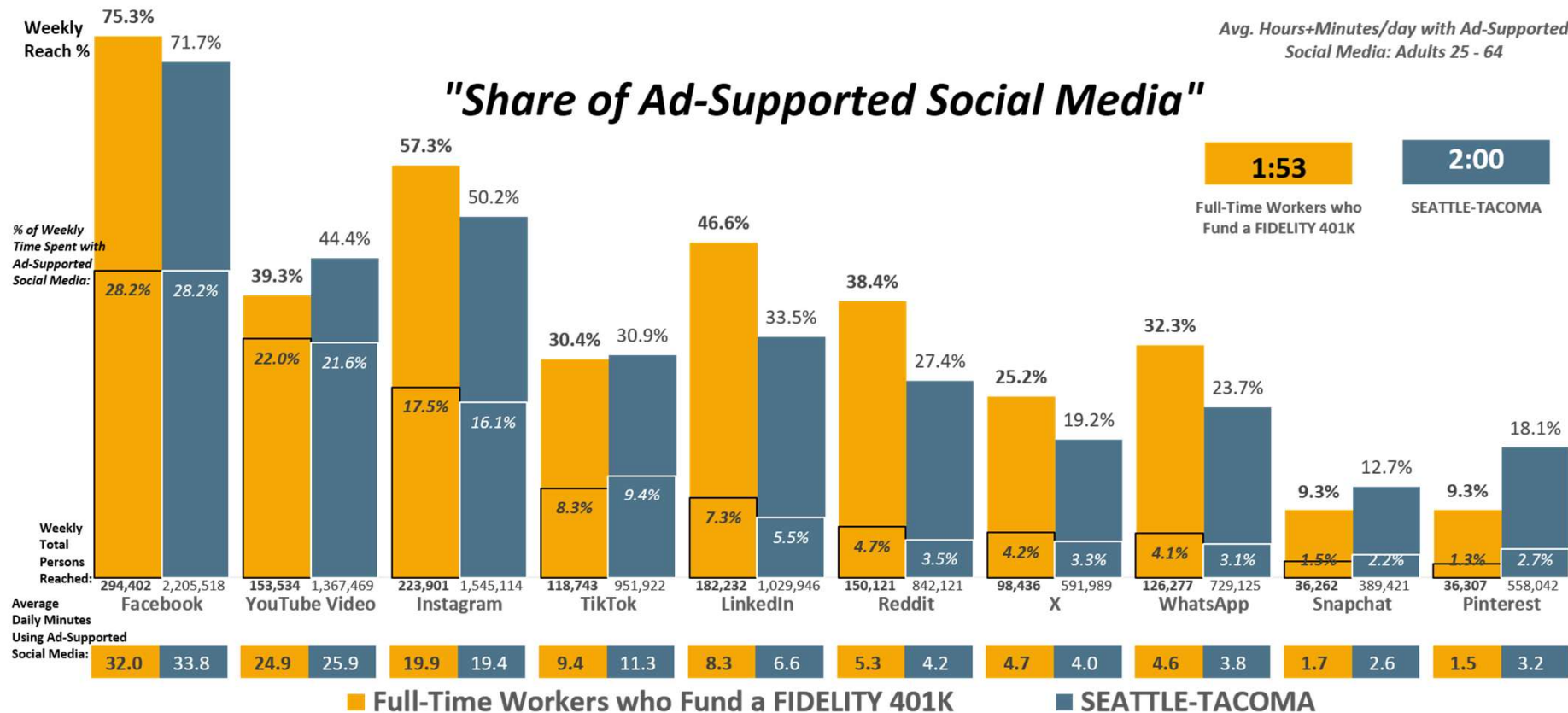
soefa.ai Share of Everything for Anything

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



294,402 or 75.3% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K use Ad-Supported Facebook for an average of 32. minutes every day representing 28.2% of all time spent daily with Ad-Supported Social Media.

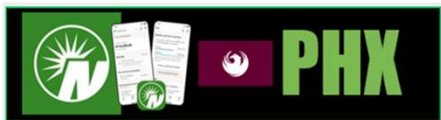
"Share of Ad-Supported Social Media"



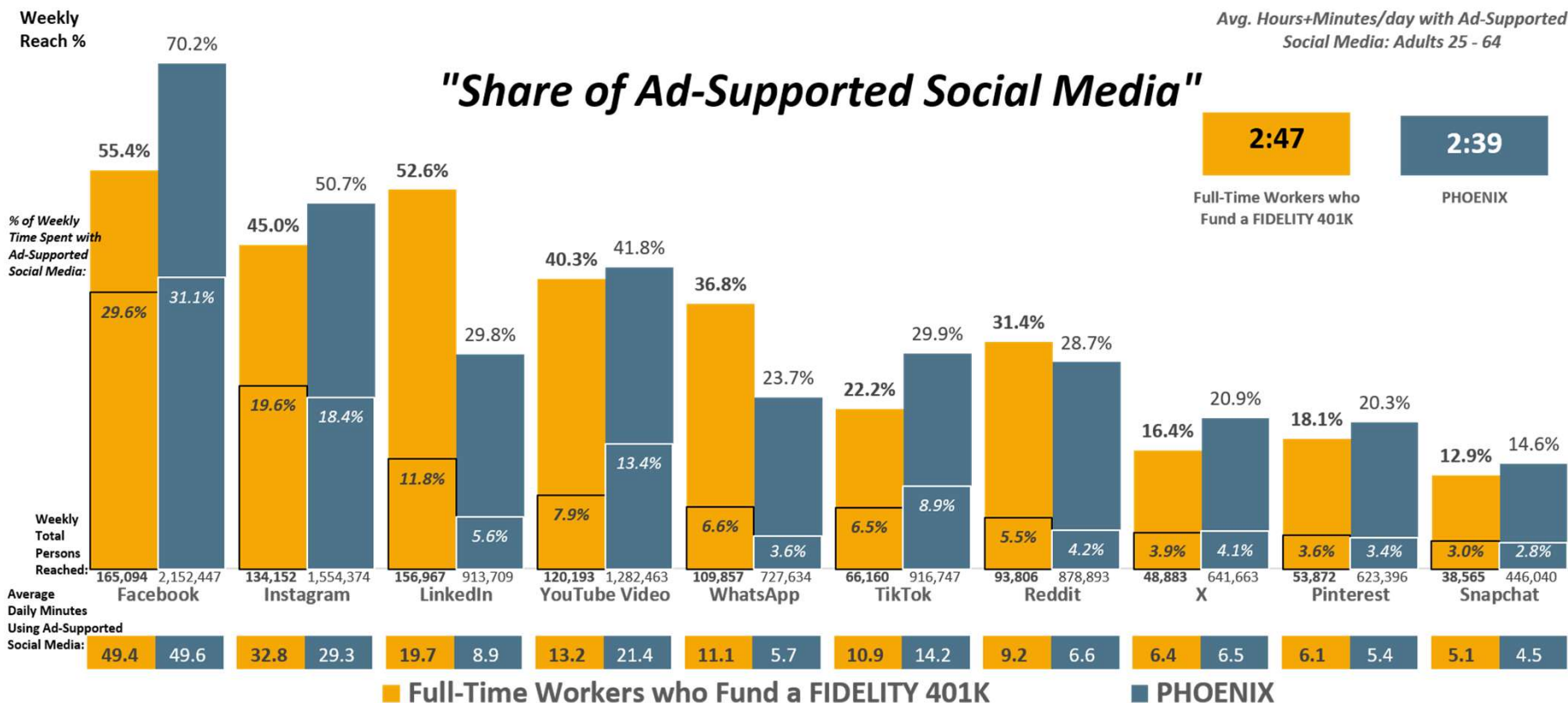
SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 349 SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887
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[[[Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan] AND Investment institutions use: Fidelity]]



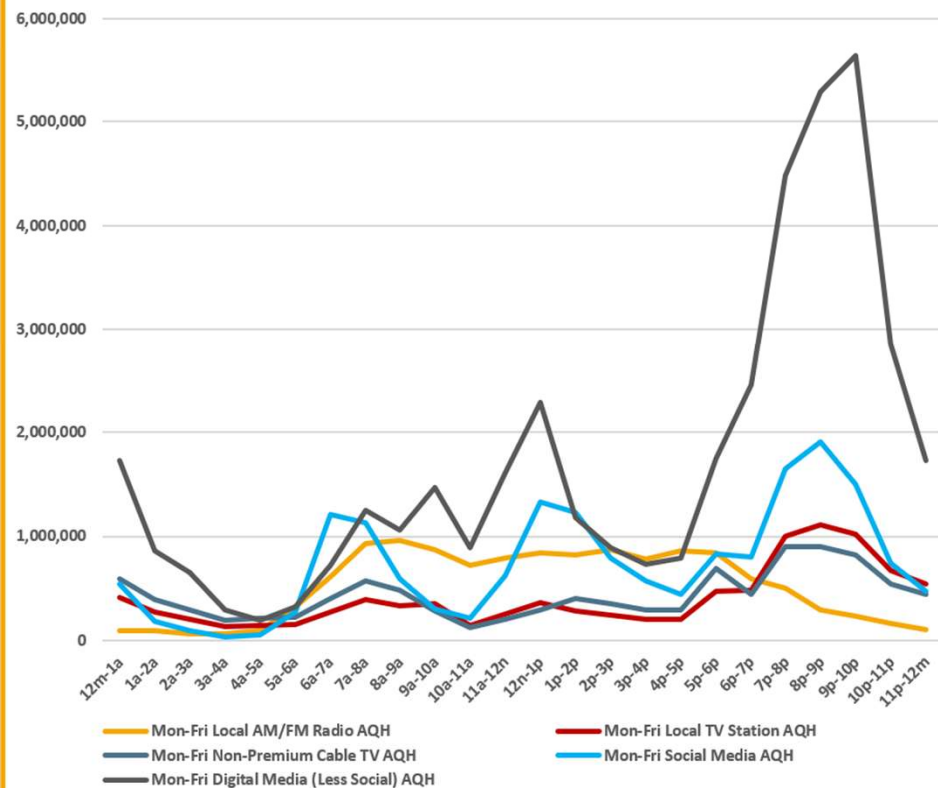
165,094 or 55.4% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K use Ad-Supported Facebook for an average of 49.4 minutes every day representing 29.6% of all time spent daily with Ad-Supported Social Media.



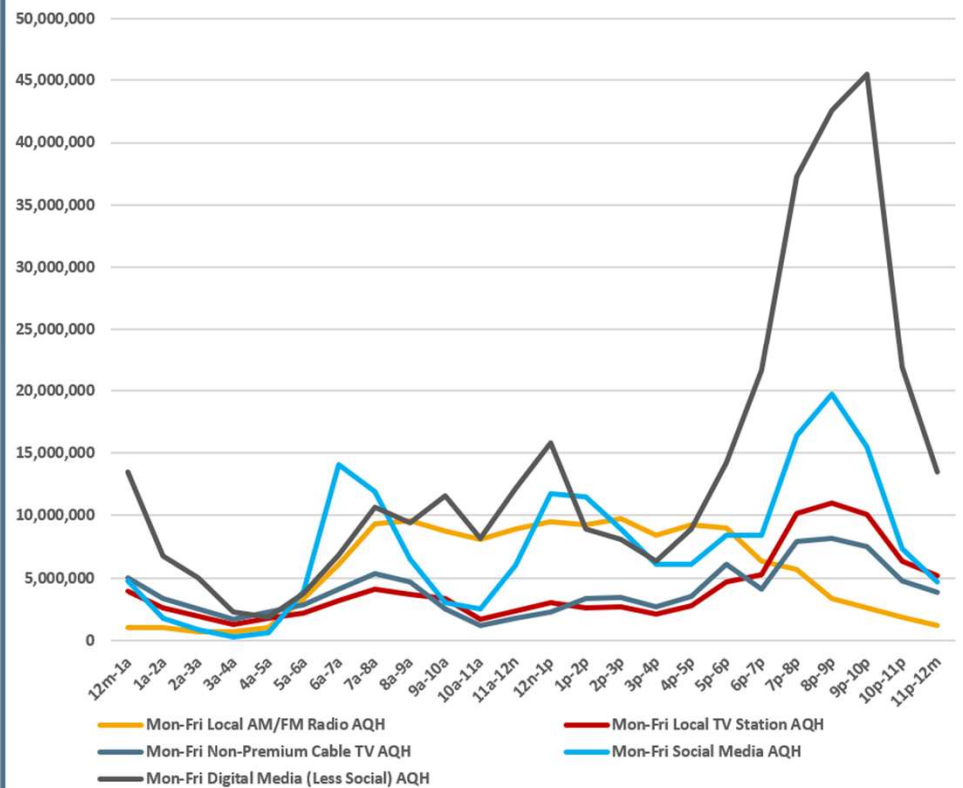


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,316,426;
Local Radio: 806,237; Social Media: 774,283; Non-Prem. Cable: 369,887; Local TV: 307,530
reaching Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K



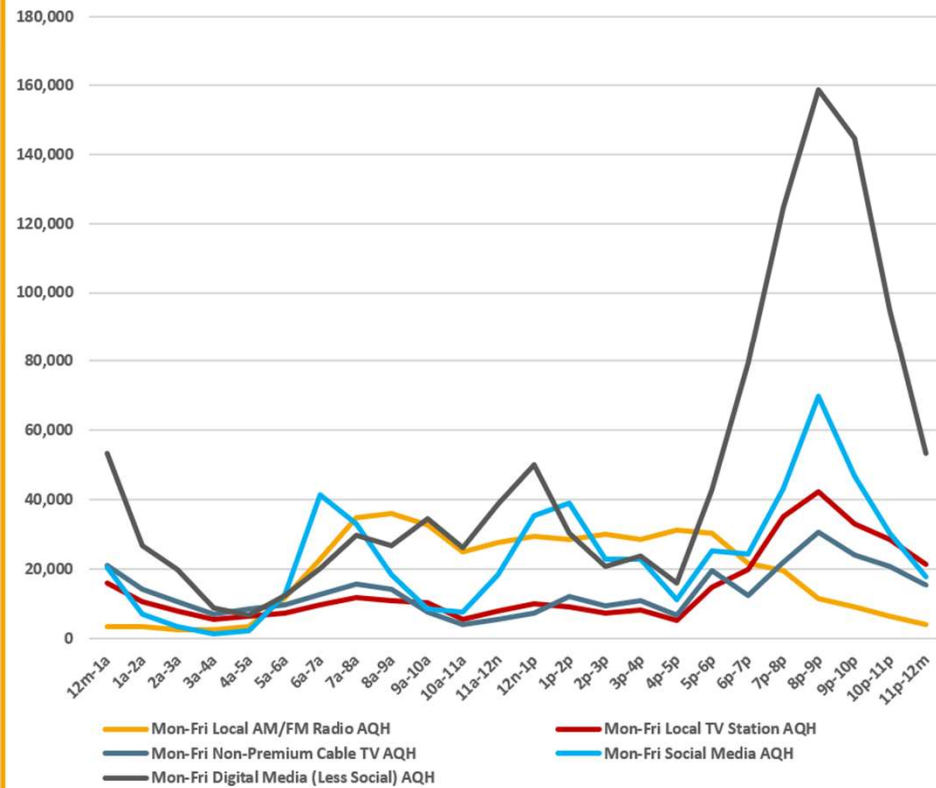
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA Metro Area Adults 25 - 64



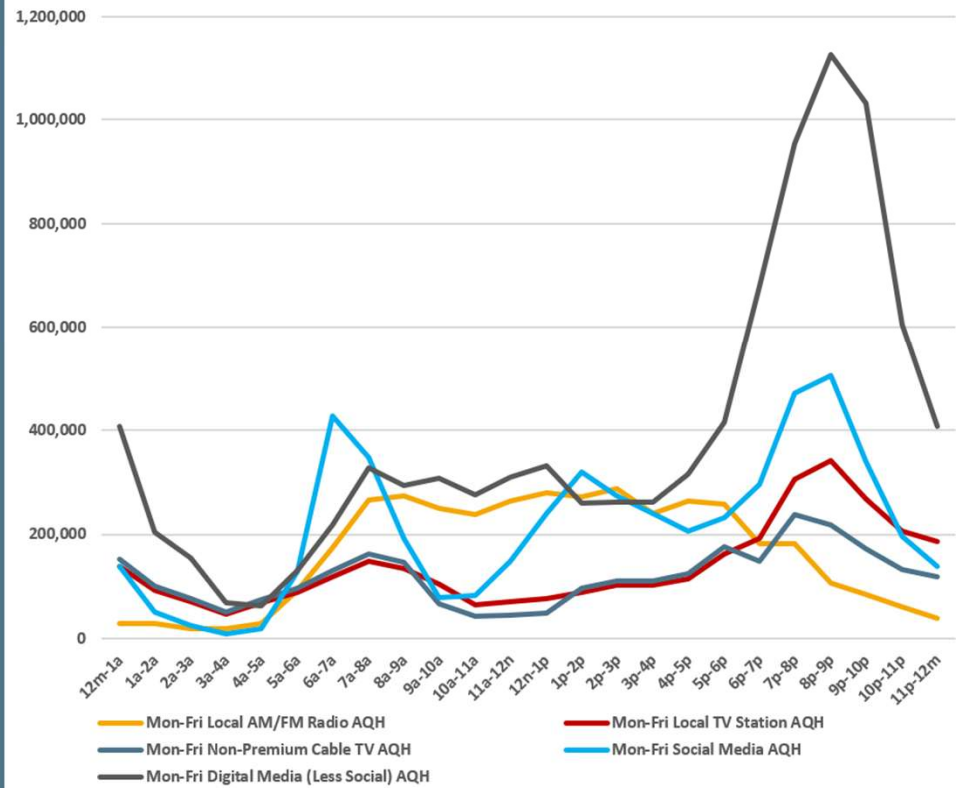


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 33,775;
Local Radio: 29,124; Social Media: 23,724; Non-Prem. Cable: 10,573; Local TV: 9,995
reaching Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K



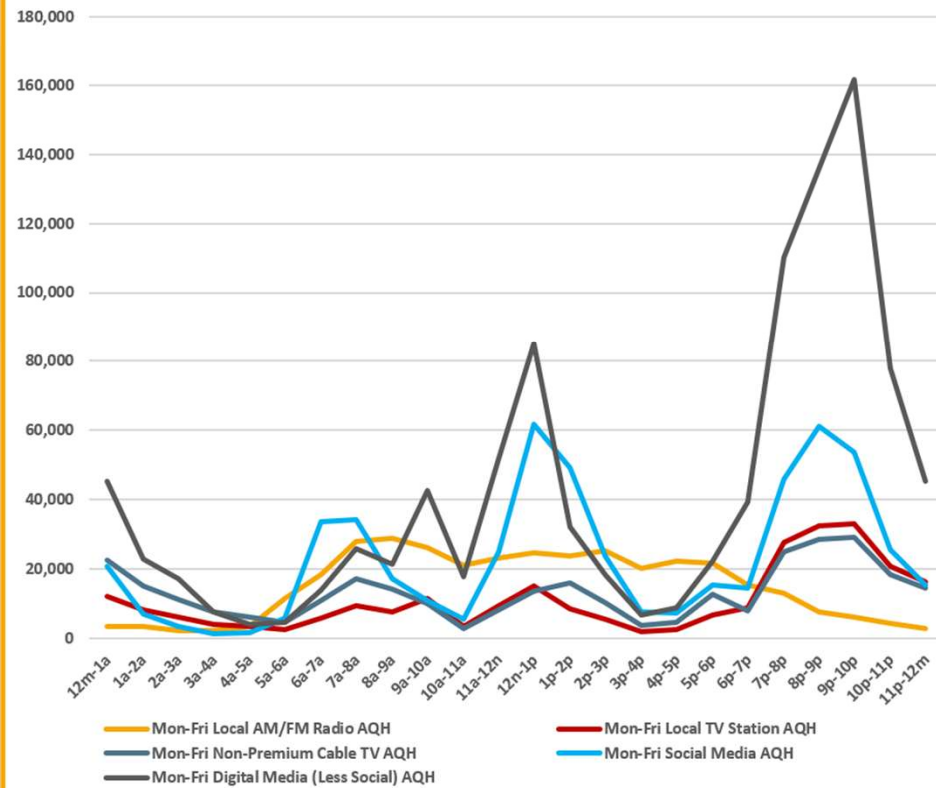
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CHICAGO Metro Area Adults 25 - 64



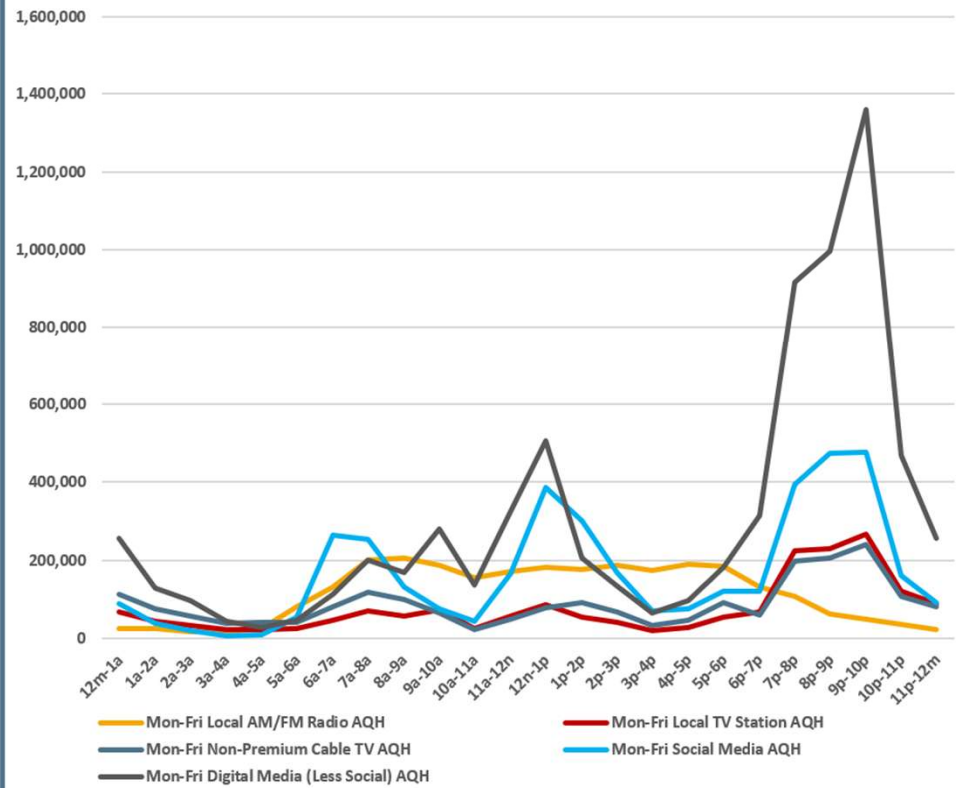


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 29,650;
Social Media: 23,506; Local Radio: 22,875; Non-Prem. Cable: 10,164; Local TV: 7,381
reaching Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K



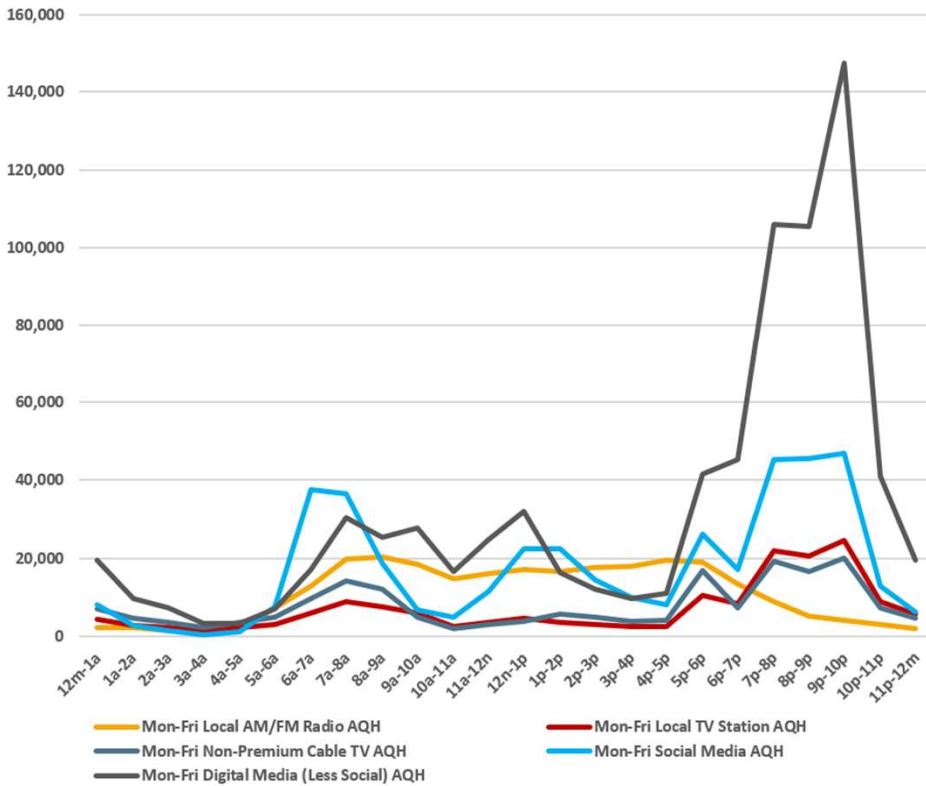
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WASHINGTON, DC Metro Area Adults 25 - 64



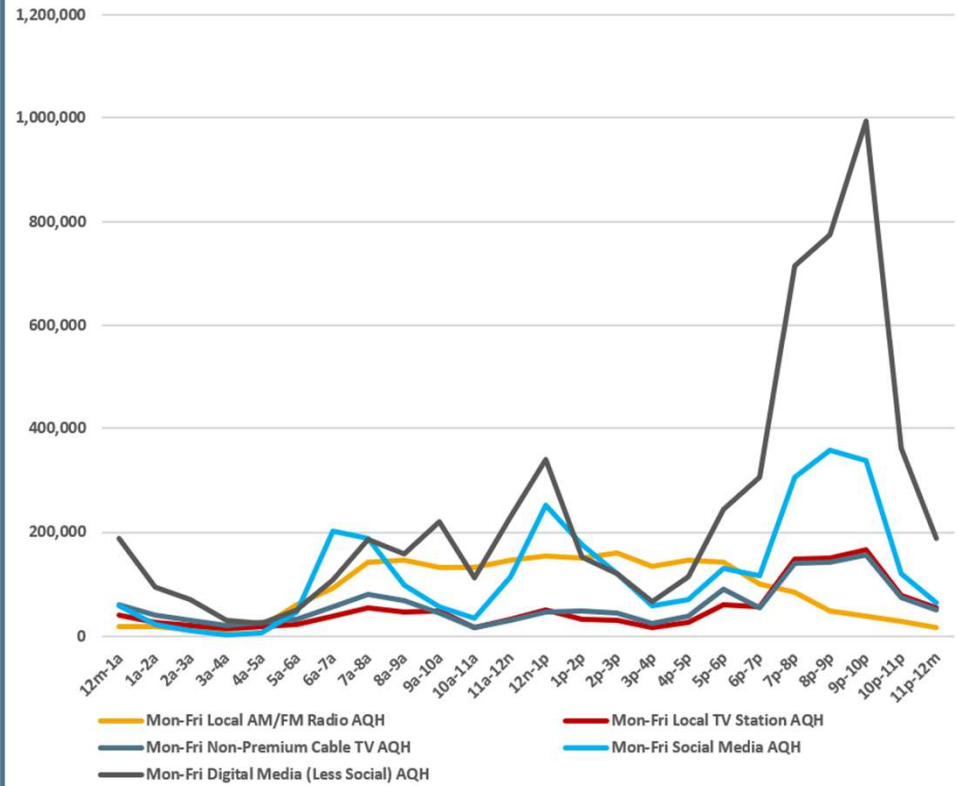


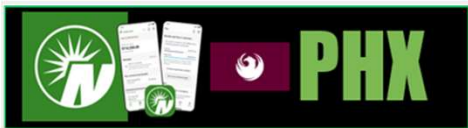
M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 23,803;
Social Media: 18,156; Local Radio: 17,194; Non-Prem. Cable: 7,087; Local TV: 5,327
reaching Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K



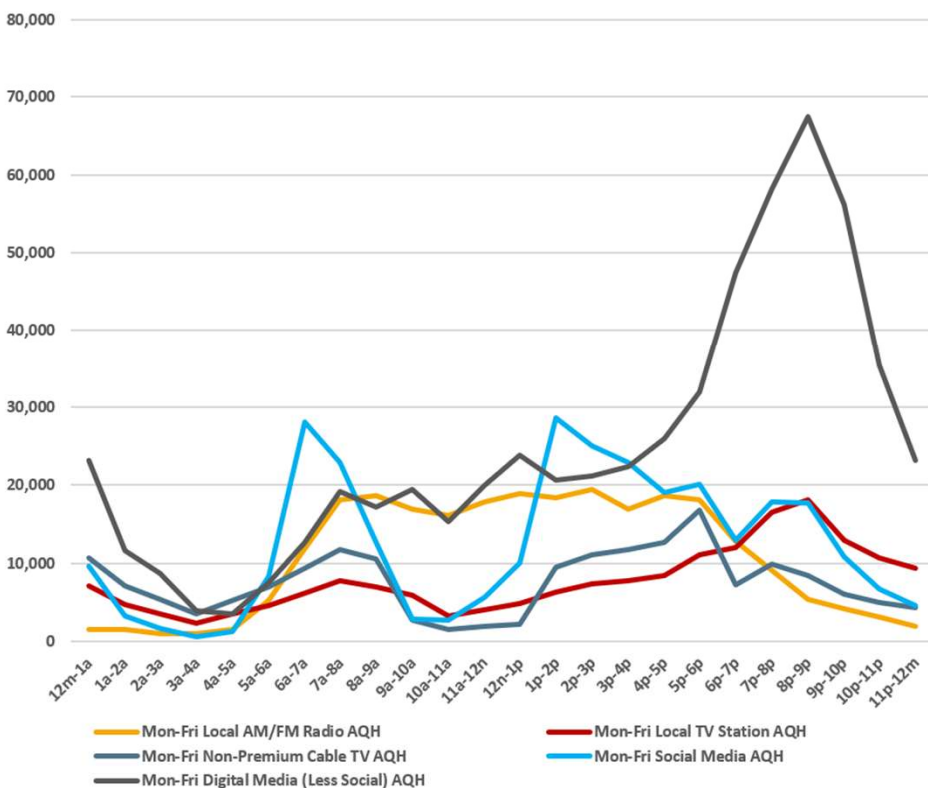
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
SEATTLE-TACOMA Metro Area Adults 25 - 64



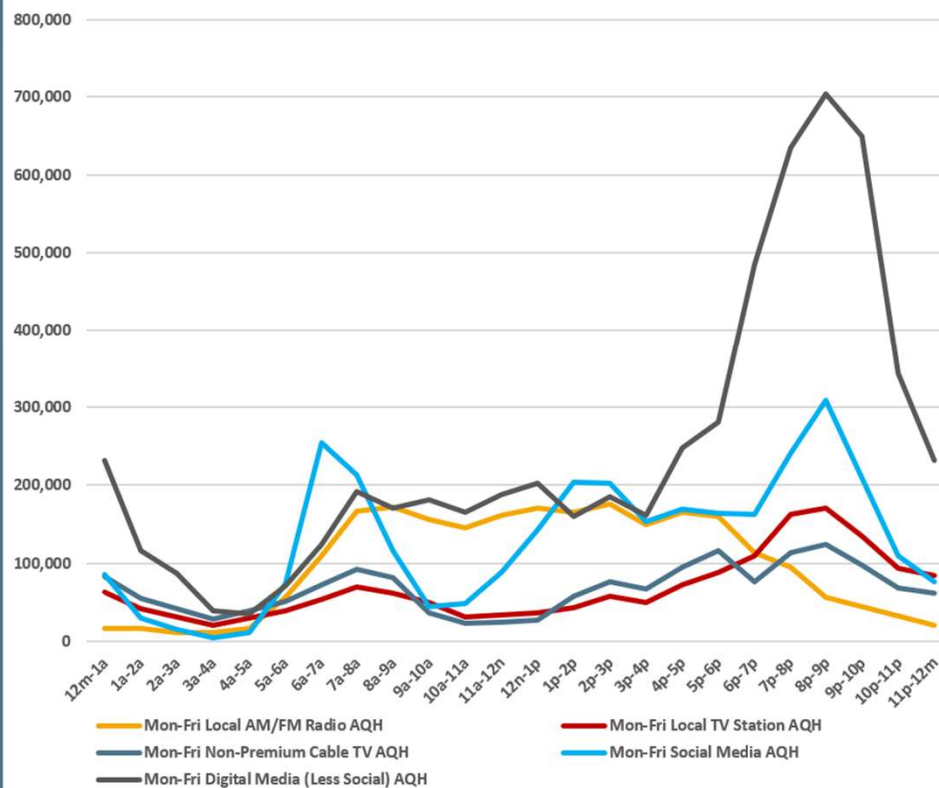


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 22,850;
Local Radio: 17,153; Social Media: 16,447; Non-Prem. Cable: 8,373; Local TV: 7,045
reaching Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K



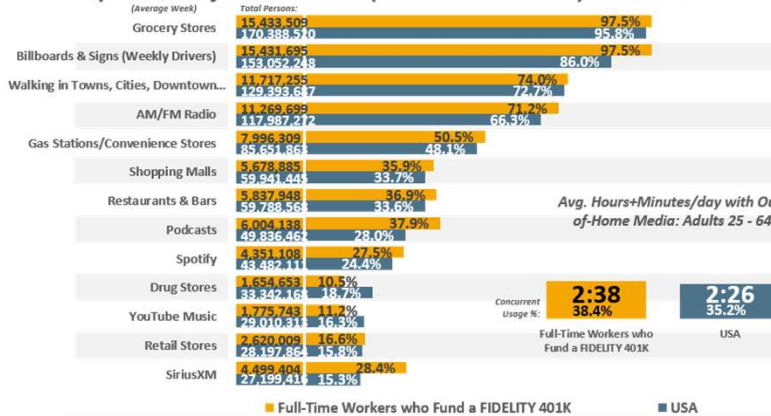
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
PHOENIX Metro Area Adults 25 - 64



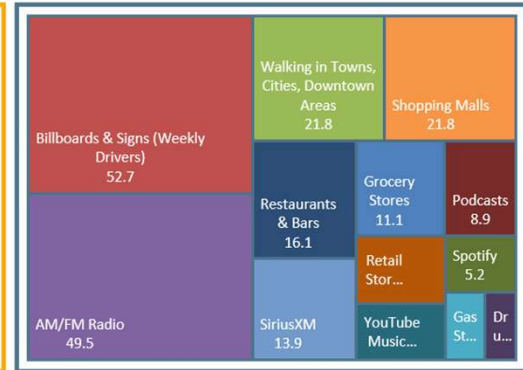
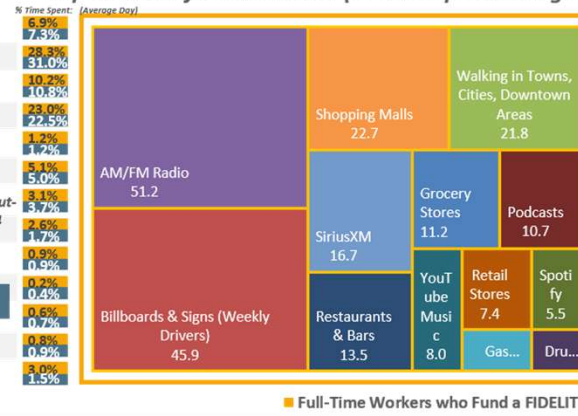


15,431,695 or 97.5% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K spend an average of 45.9 minutes per day driving, seeing Billboards and Signs. 67.% Listen to Local Radio Stations Out-of-Home for an average of 45.3 minutes/day.

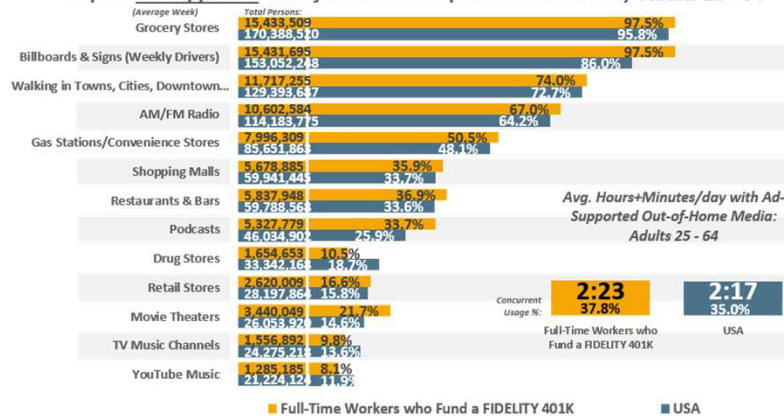
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



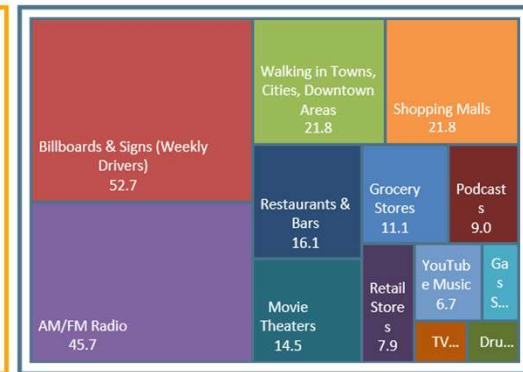
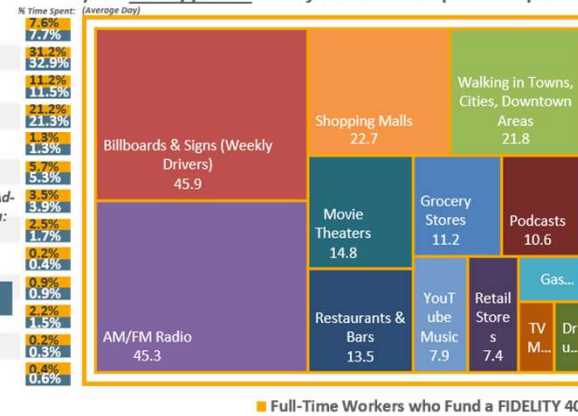
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 2,613
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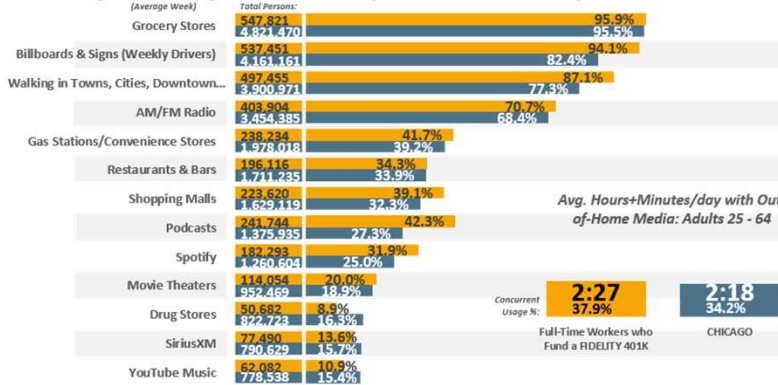
soefa.ai Share of Everything for Anything

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

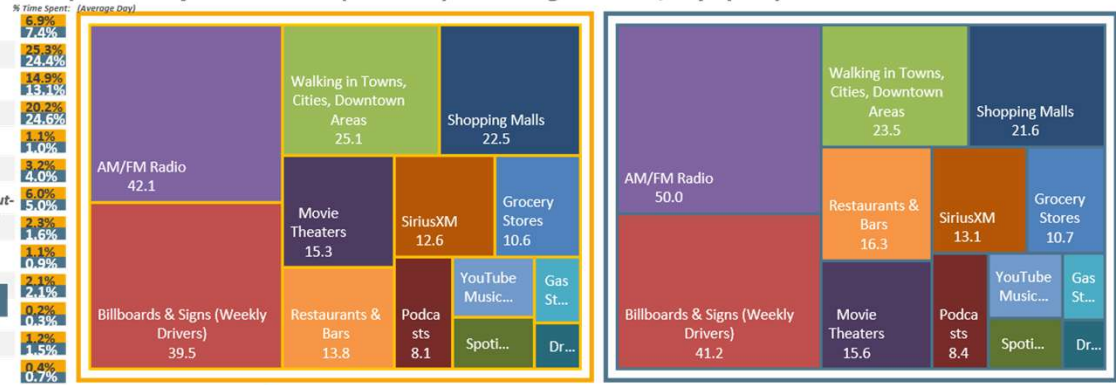


537,451 or 94.1% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K spend an average of 39.5 minutes per day driving, seeing Billboards and Signs. 67.6% Listen to Local Radio Stations Out-of-Home for an average of 37.9 minutes/day.

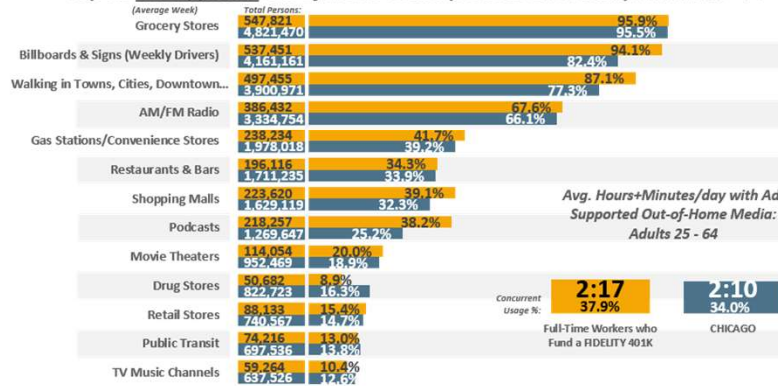
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



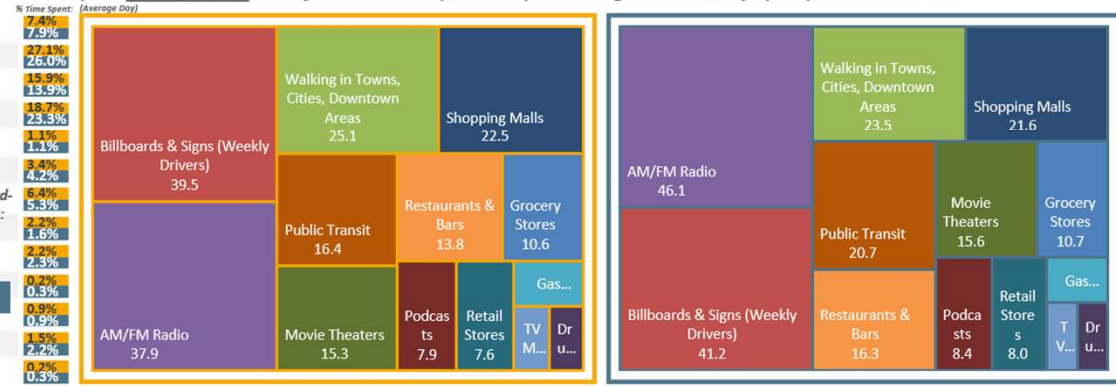
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



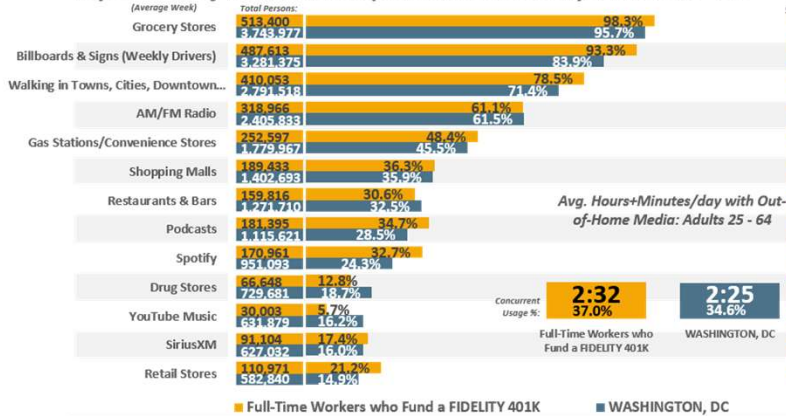
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



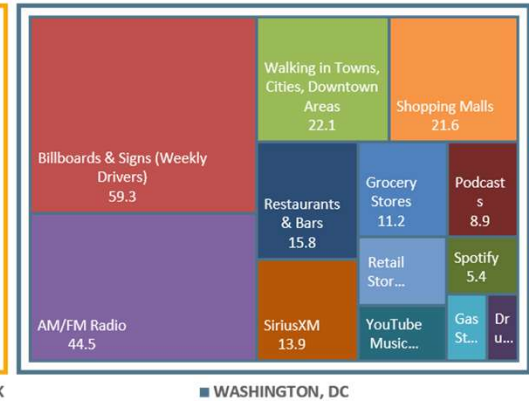
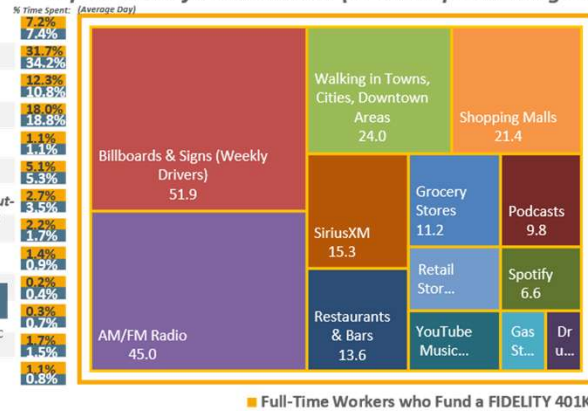


487,613 or 93.3% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K spend an average of 51.9 minutes per day driving, seeing Billboards and Signs. 58.% Listen to Local Radio Stations Out-of-Home for an average of 40.9 minutes/day.

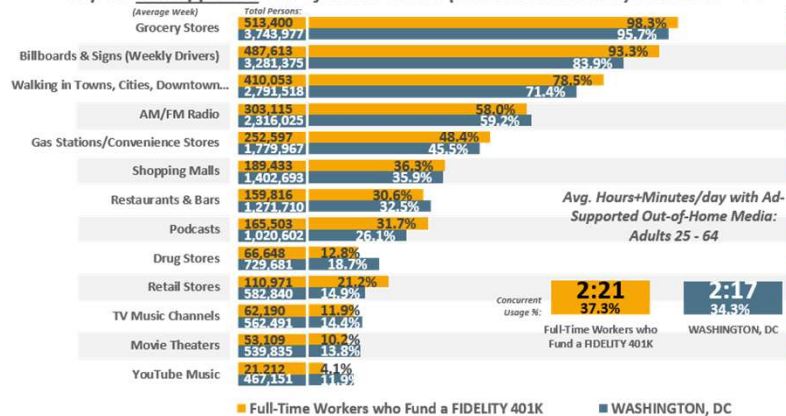
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



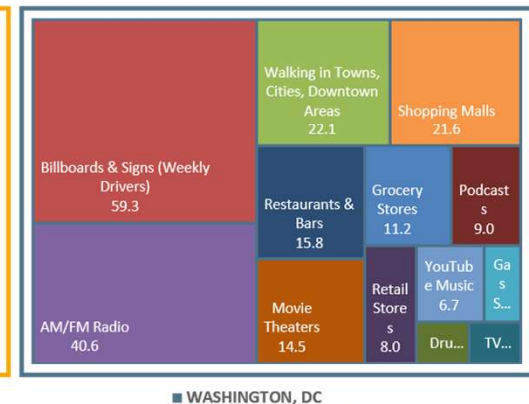
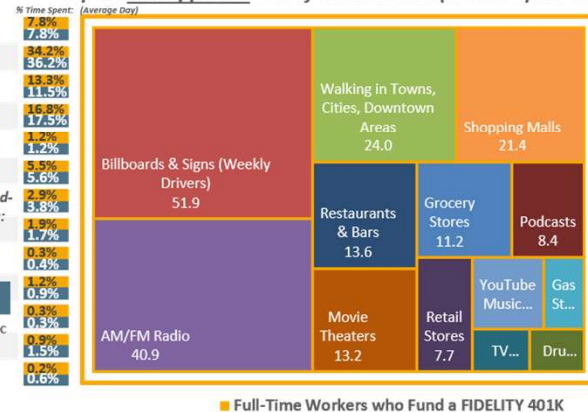
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

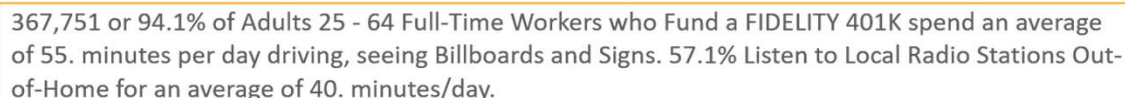


Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 64

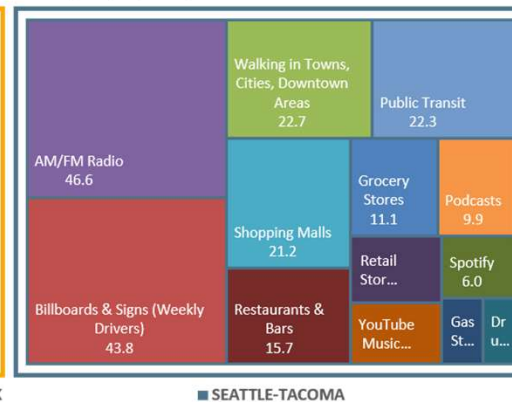
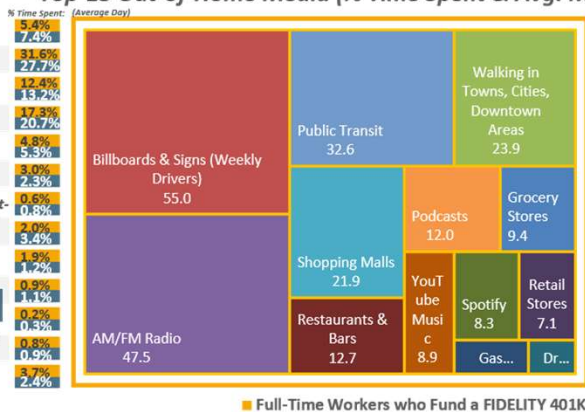


Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

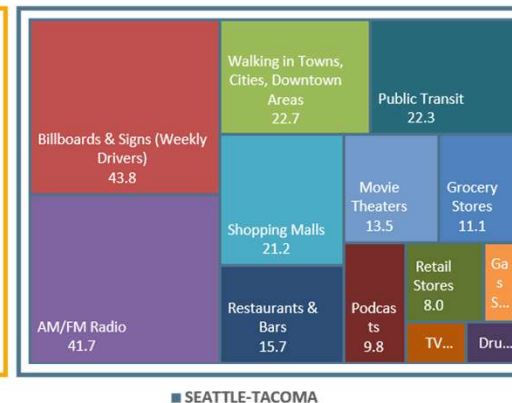
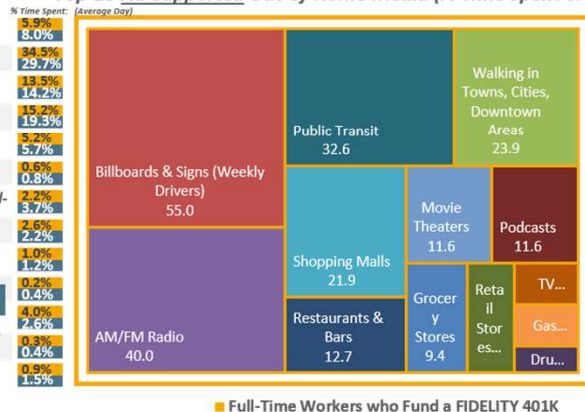


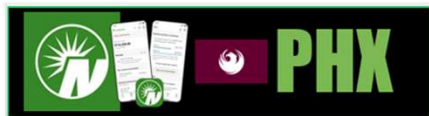


Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



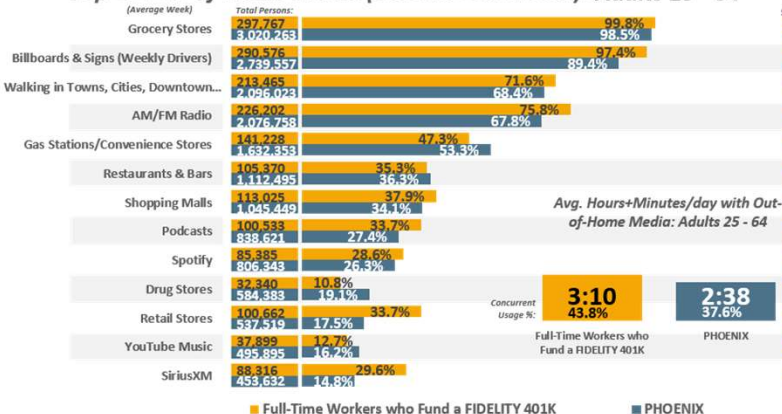
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



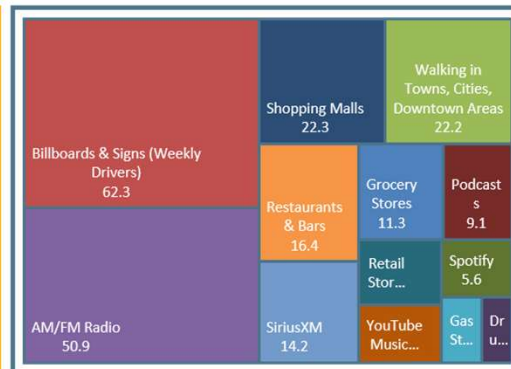
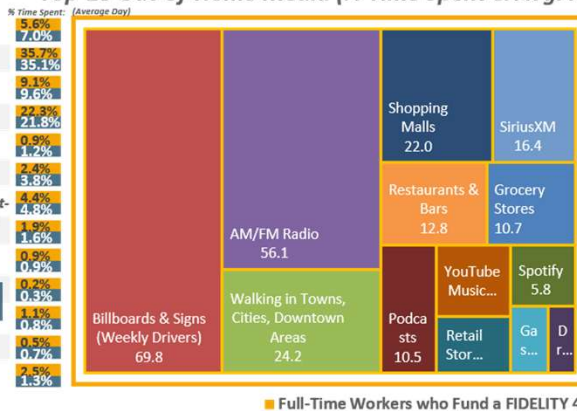


290,576 or 97.4% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K spend an average of 69.8 minutes per day driving, seeing Billboards and Signs. 73.4% Listen to Local Radio Stations Out-of-Home for an average of 51.3 minutes/day.

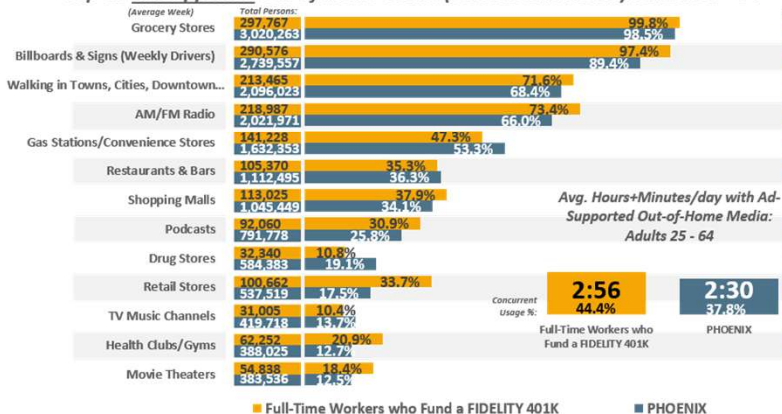
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



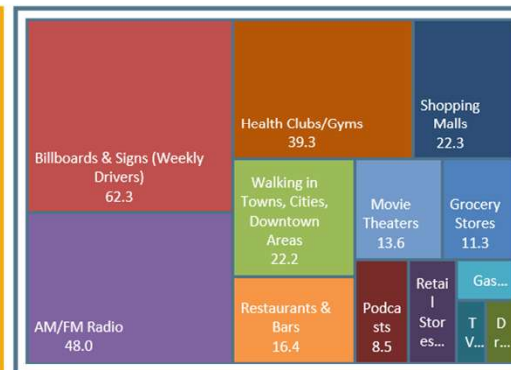
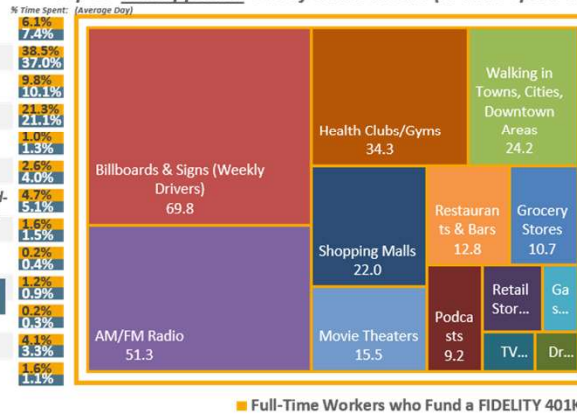
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



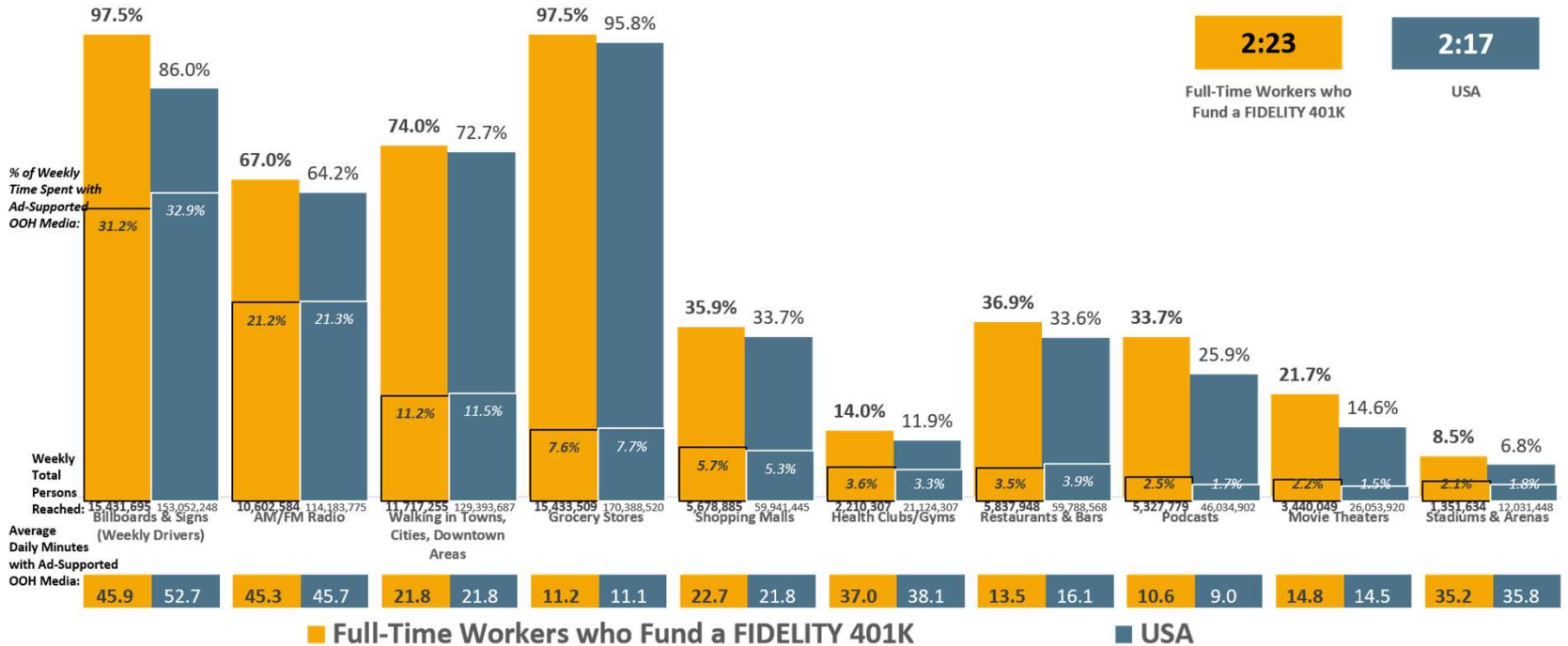


15,431,695 or 97.5% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K spend an average of 45.9 minutes per day driving, seeing Billboards and Signs representing 31.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly
Reach %

"Share of Ad-Supported OOH Media"



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

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

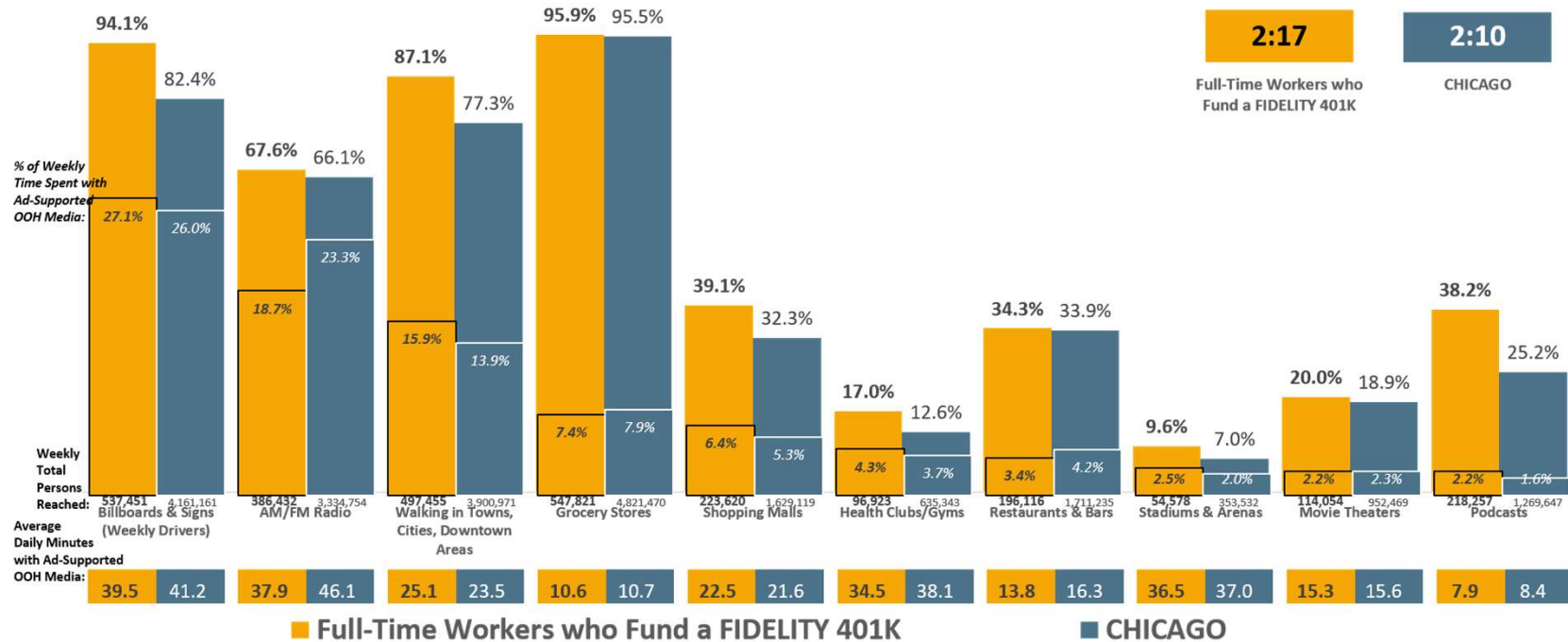


537,451 or 94.1% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K spend an average of 39.5 minutes per day driving, seeing Billboards and Signs representing 27.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly
Reach %

"Share of Ad-Supported OOH Media"



CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 281
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CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 4,001

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

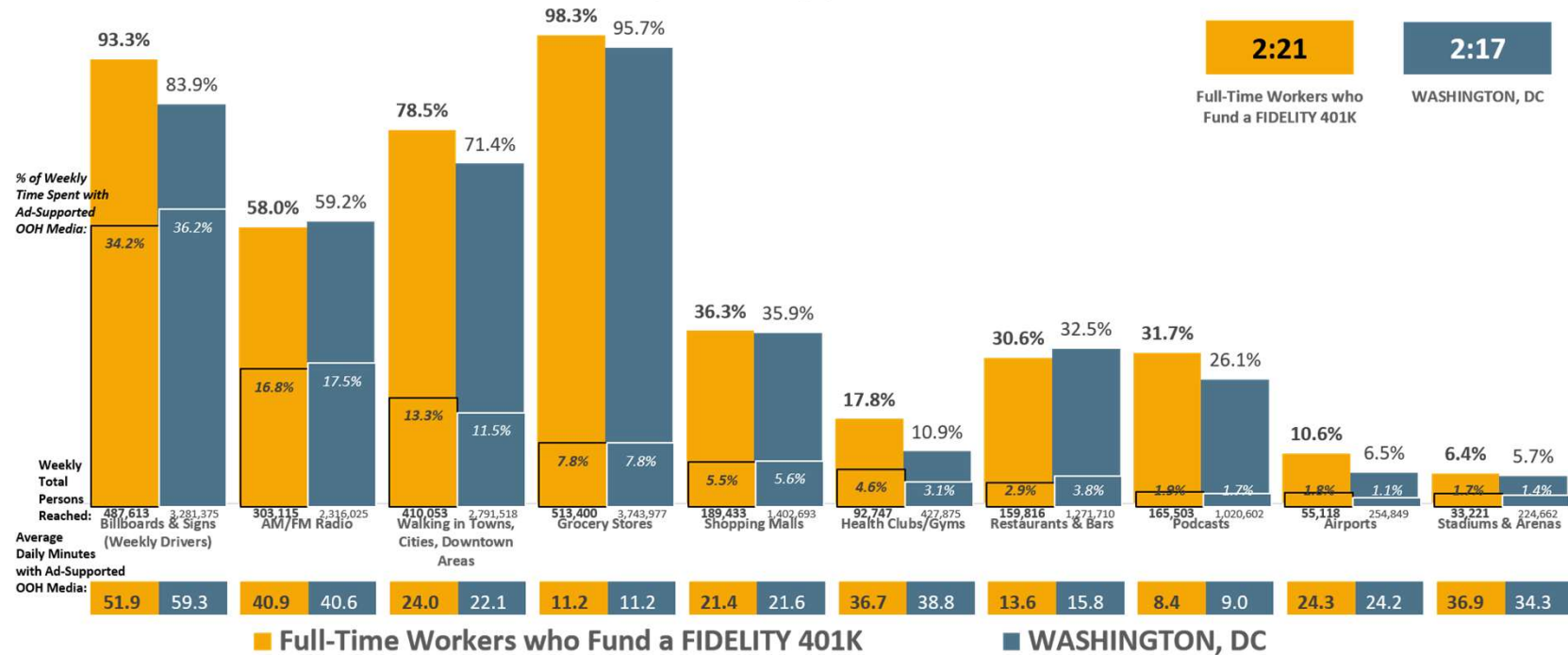


487,613 or 93.3% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K spend an average of 51.9 minutes per day driving, seeing Billboards and Signs representing 34.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly
Reach %

"Share of Ad-Supported OOH Media"



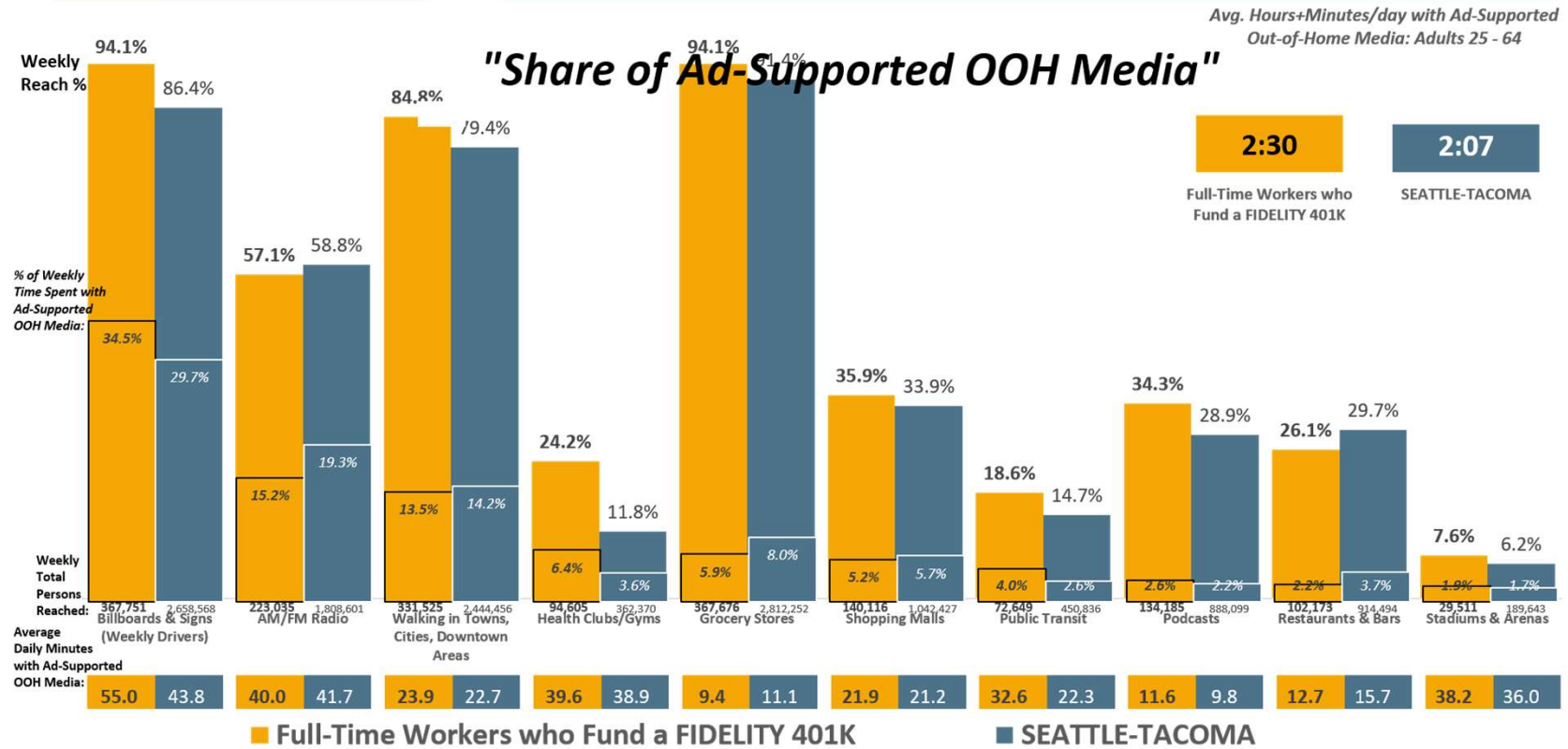
WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 558 WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703
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for Anything

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



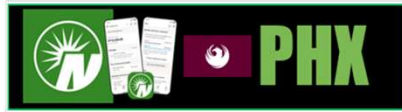
367,751 or 94.1% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K spend an average of 55. minutes per day driving, seeing Billboards and Signs representing 34.5% of all Time Spent with Ad-Supported Out-of-Home Media.



SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 349 SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887
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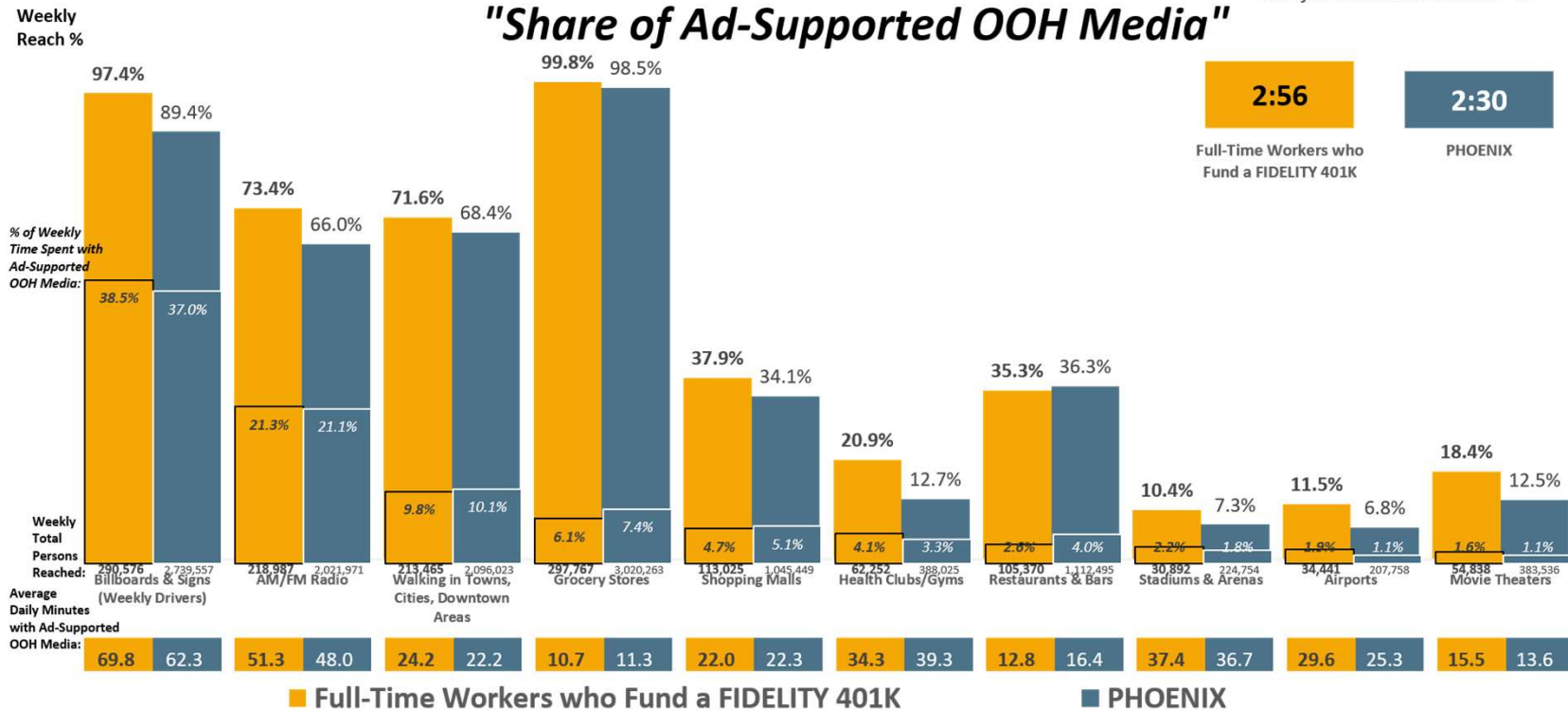
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(((Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan) AND Investment institutions use: Fidelity))



290,576 or 97.4% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K spend an average of 69.8 minutes per day driving, seeing Billboards and Signs representing 38.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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



PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 148
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PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 2,406

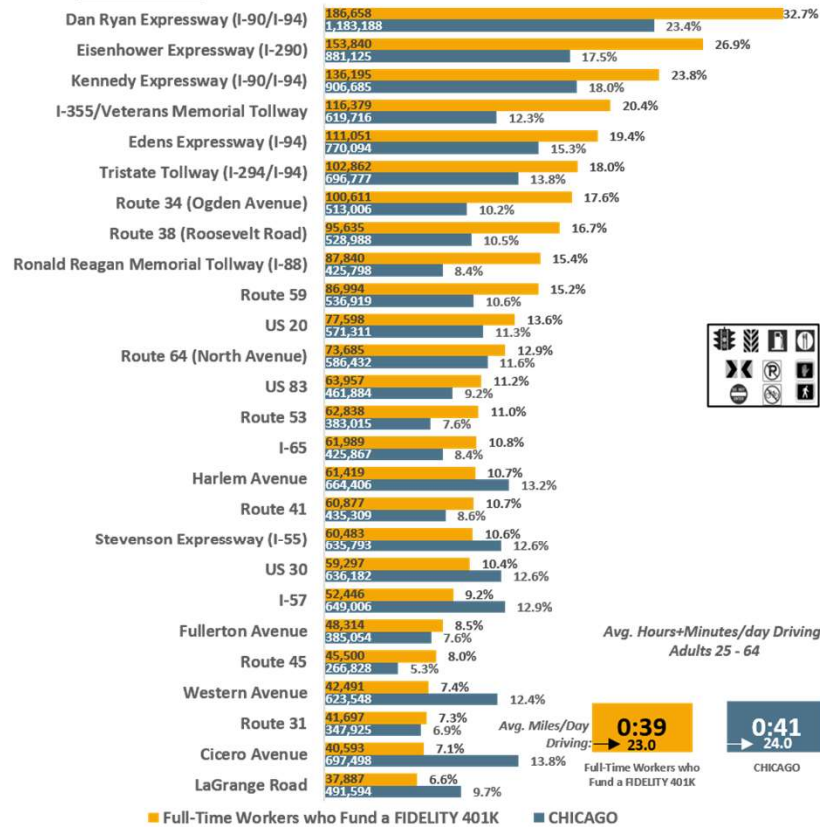
soefa.ai Share of Everything for Anything

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

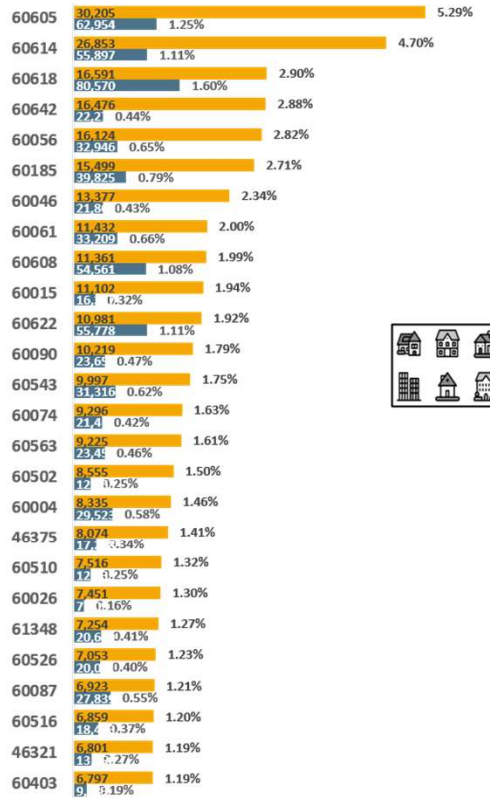


537,451 or 94.1% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K spend an average of 39.5 minutes per day driving an average of 23. miles each day and are 82.2% more likely to use Ronald Reagan Memorial Tollway (I-88) than the Metro average.

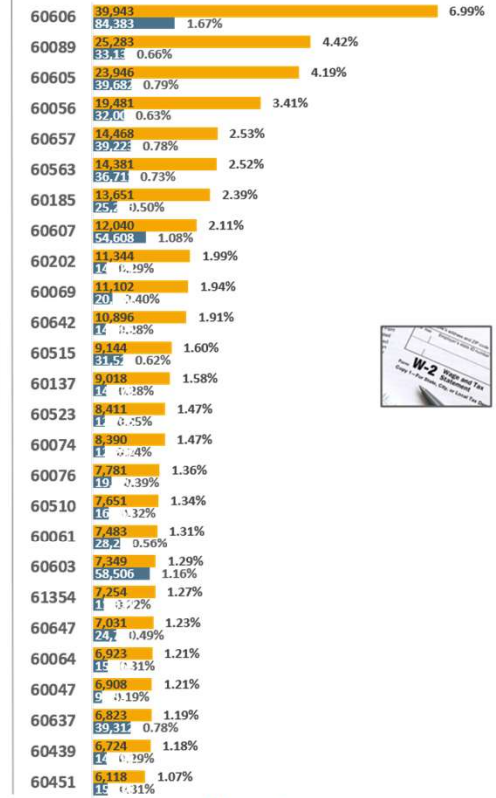
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 - 64



Top-26 Residential Zip Codes: Adults 25 - 64



Top-26 Employment Zip Codes: Adults 25 - 64

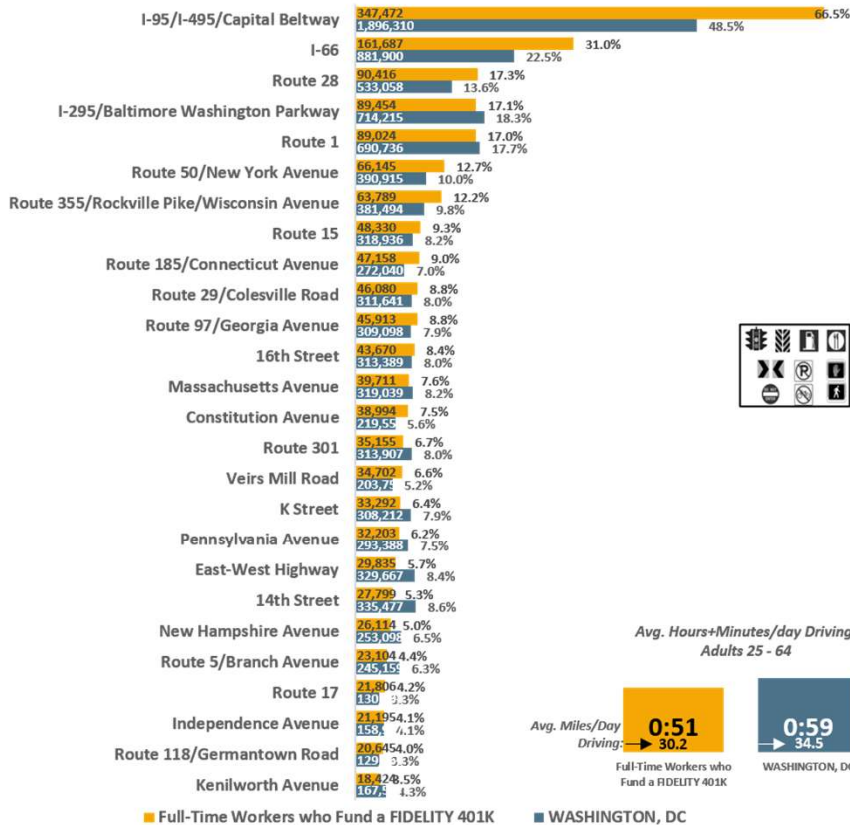


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487,613 or 93.3% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K spend an average of 51.9 minutes per day driving an average of 30.2 miles each day and are 37.3% more likely to use I-66 than the Metro average.

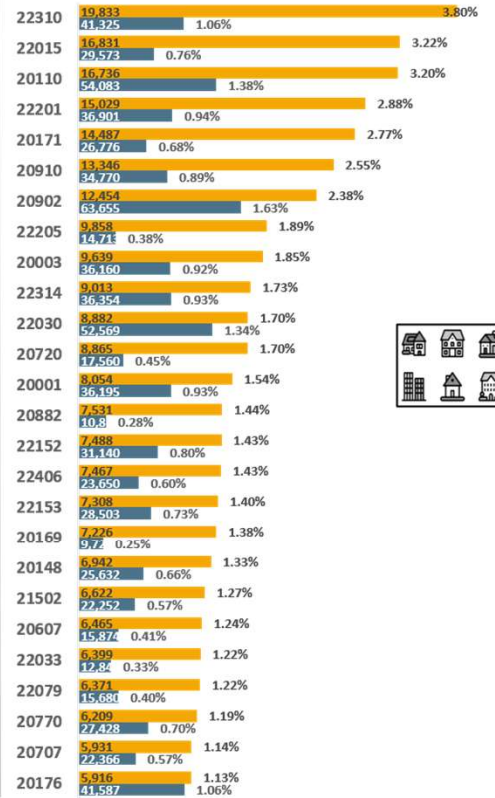
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 - 64



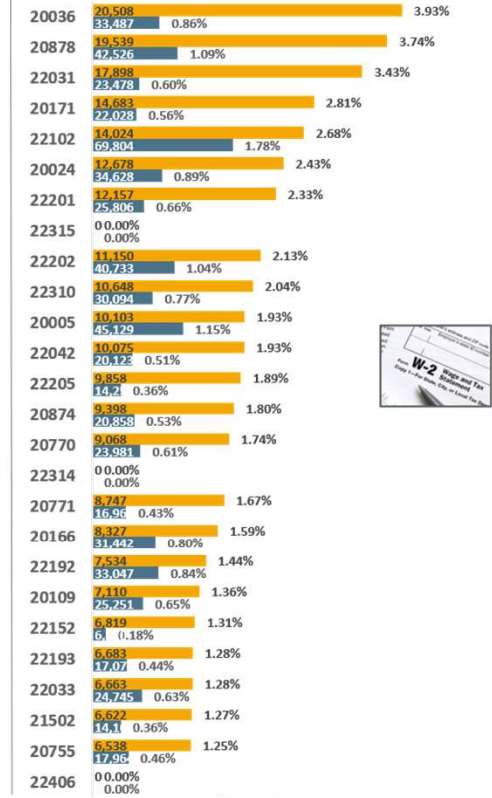
Avg. Hours+Minutes/day Driving:
Adults 25 - 64



Top-26 Residential Zip Codes: Adults 25 - 64



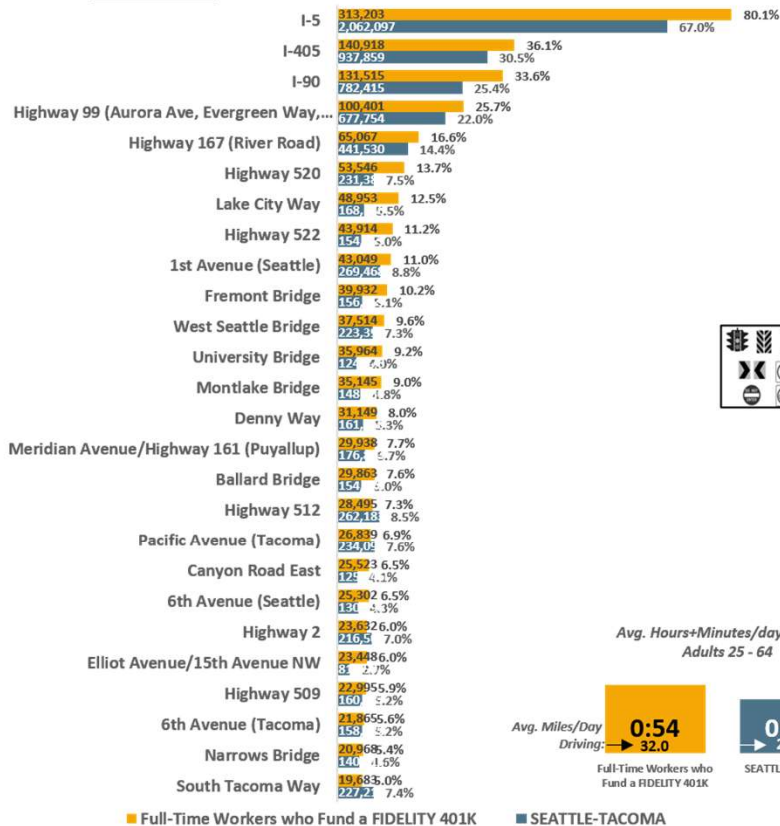
Top-26 Employment Zip Codes: Adults 25 - 64



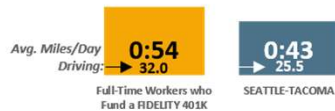


367,751 or 94.1% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K spend an average of 55. minutes per day driving an average of 32. miles each day and are 129.2% more likely to use Lake City Way than the Metro average.

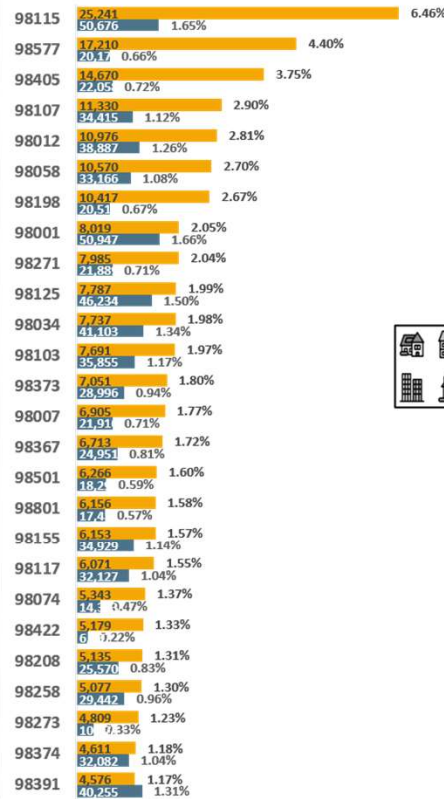
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 - 64



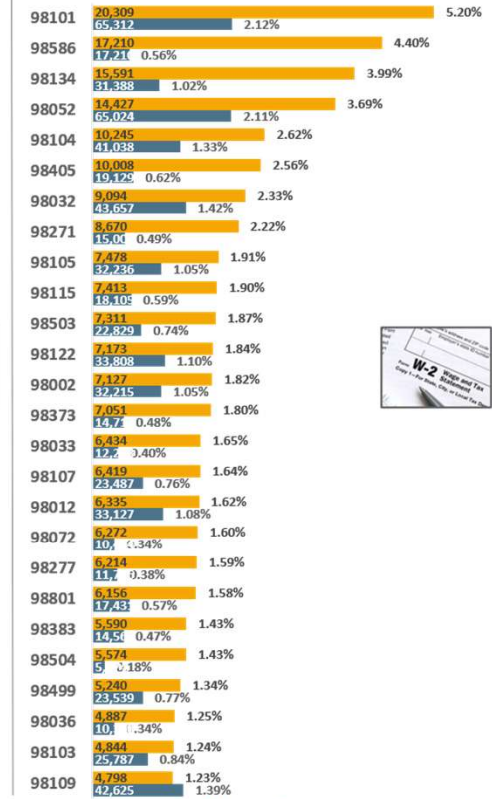
Avg. Hours+Minutes/day Driving:
Adults 25 - 64



Top-26 Residential Zip Codes: Adults 25 - 64



Top-26 Employment Zip Codes: Adults 25 - 64

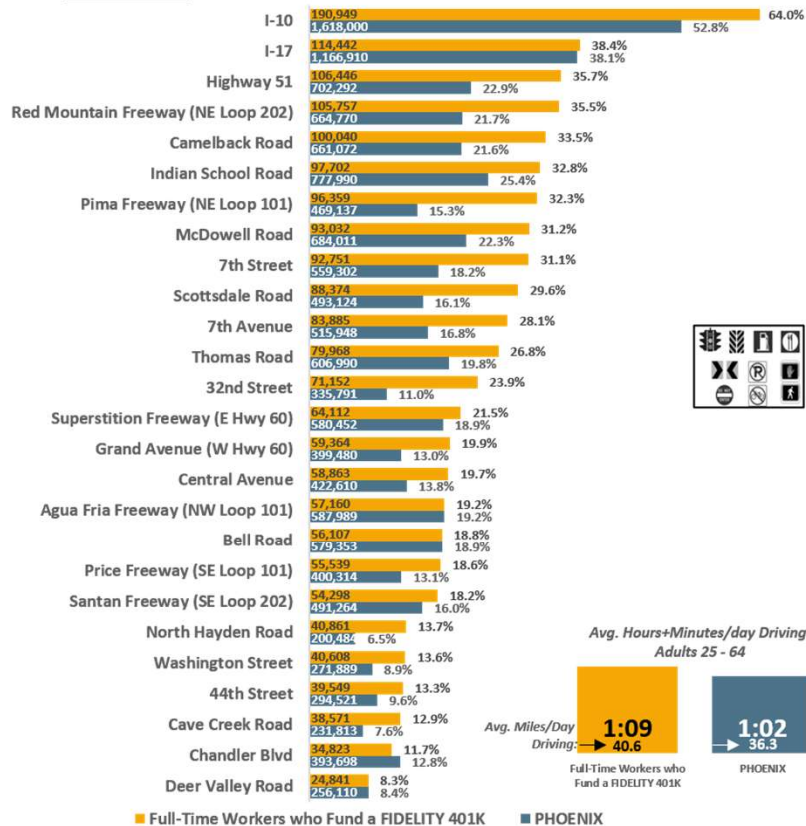


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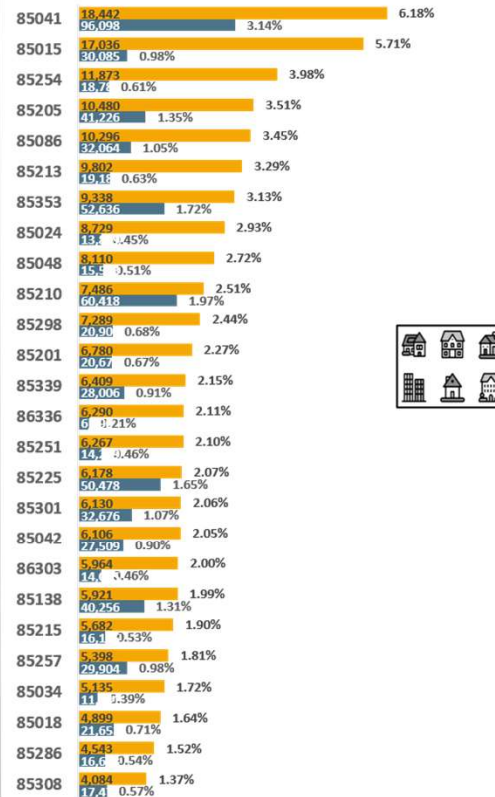


290,576 or 97.4% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K spend an average of 69.8 minutes per day driving an average of 40.6 miles each day and are 117.7% more likely to use 32nd Street than the Metro average.

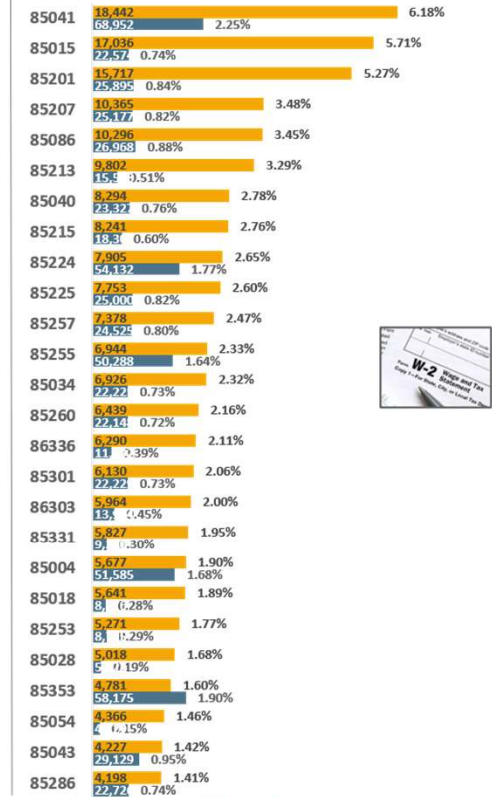
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 - 64



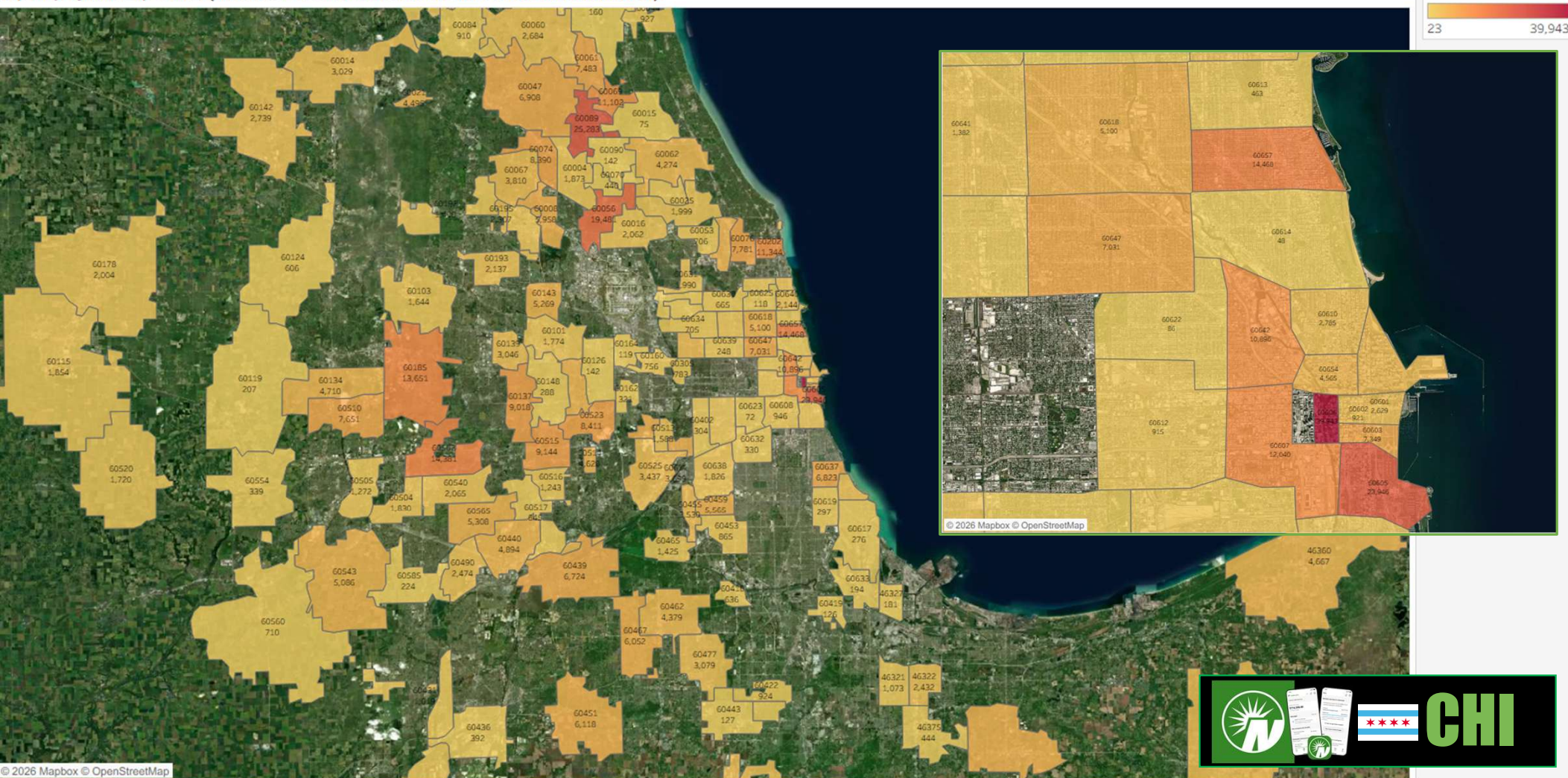
Top-26 Residential Zip Codes: Adults 25 - 64



Top-26 Employment Zip Codes: Adults 25 - 64

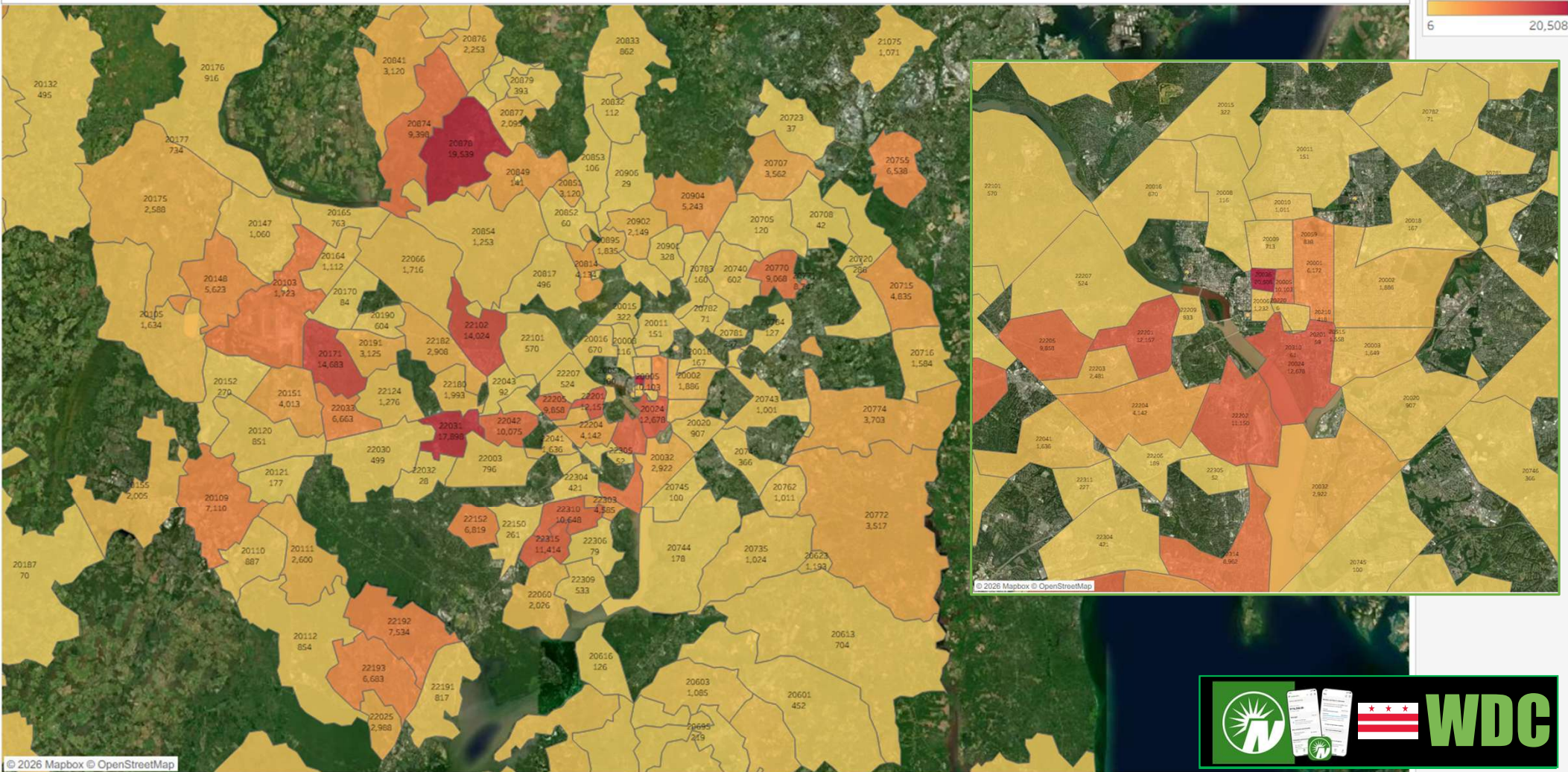


Top Employment Zip Codes: (Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K)



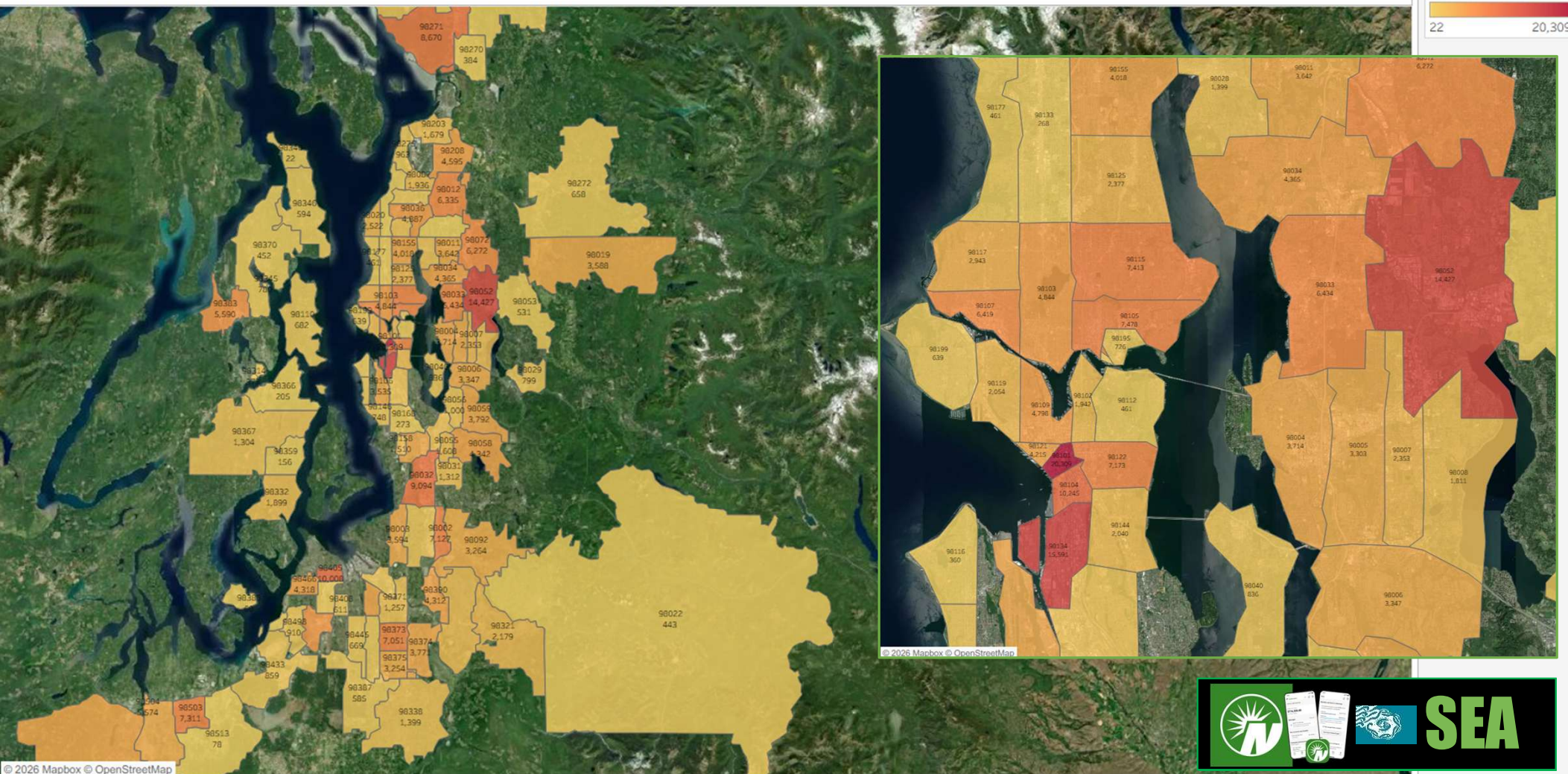
[[[Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan] AND Investment institutions use: Fidelity]]

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



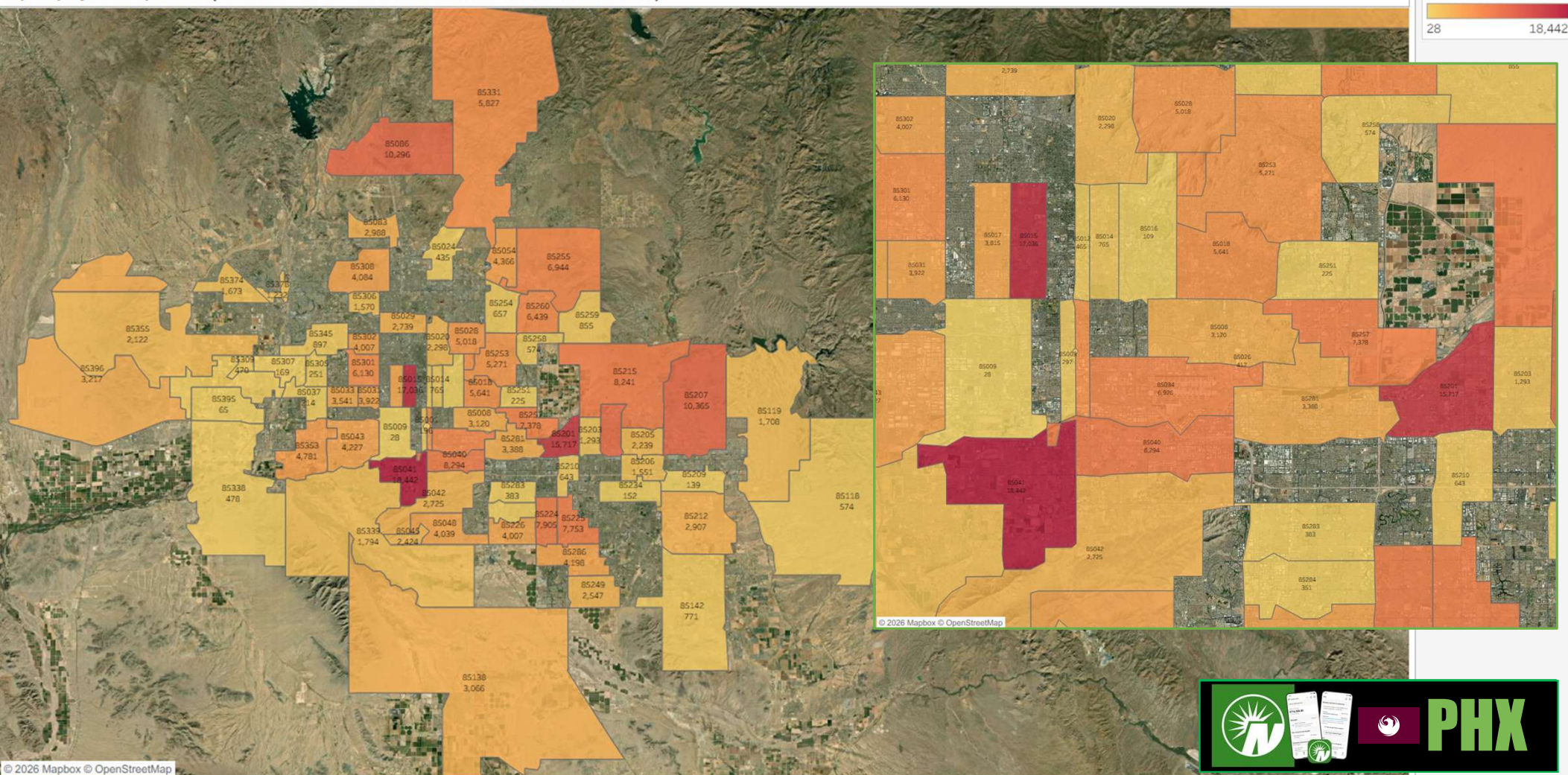
[[[Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan] AND Investment institutions use: Fidelity]]

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



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

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

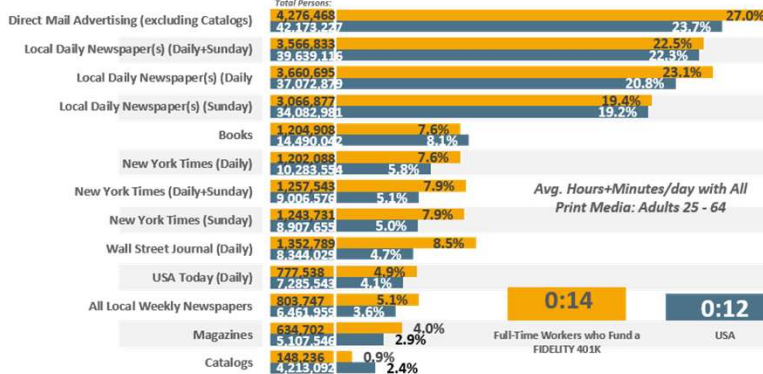


[[[Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan] AND Investment institutions use: Fidelity]]



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

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



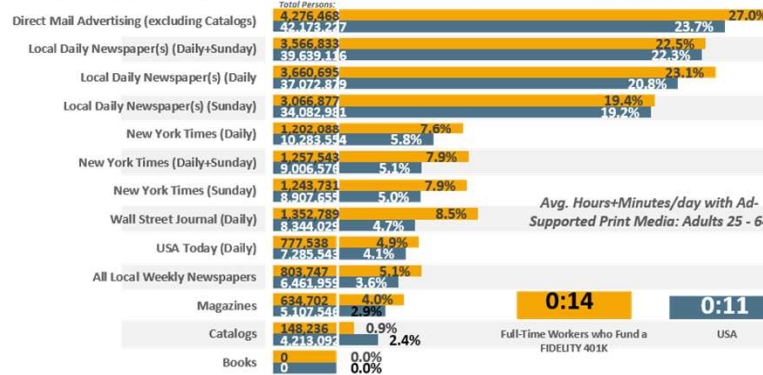
Avg. Hours+Minutes/day with All Print Media: Adults 25 - 64

0:14 0:12

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



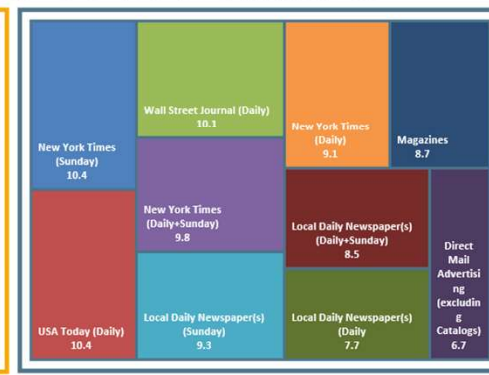
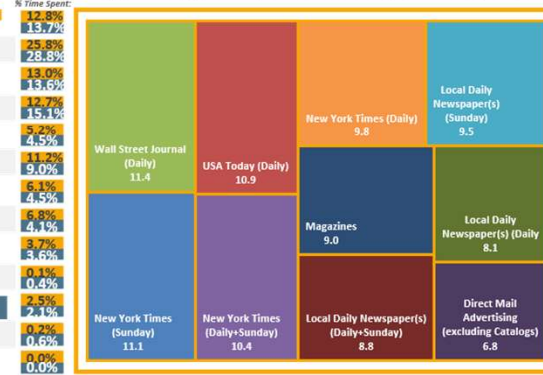
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 64



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

0:14 0:11

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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 2,613
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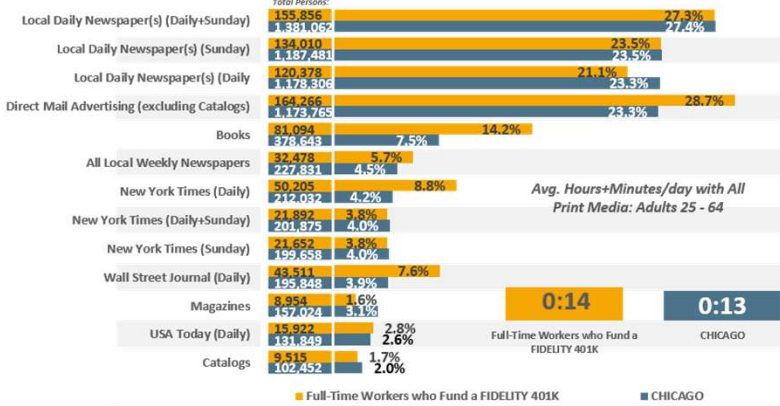
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[[[Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan] AND Investment institutions use: Fidelity]]

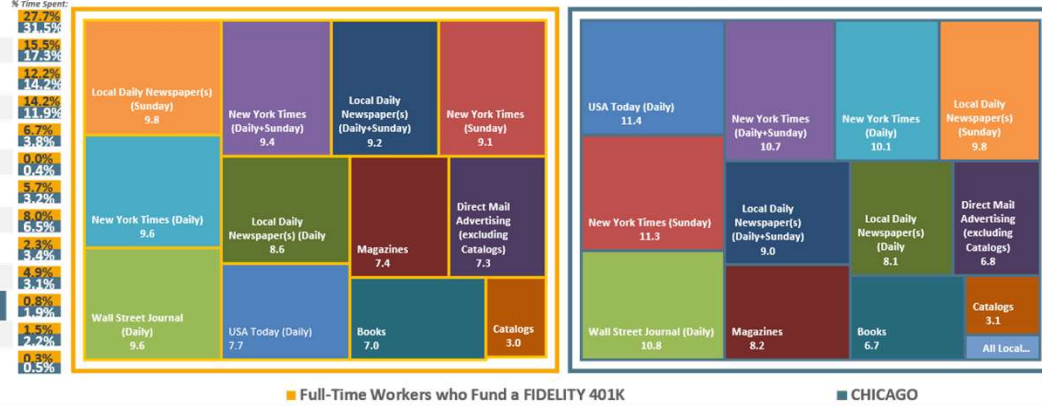


155,856 or 27.3% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.2 minutes every day representing 29.7% of all time spent daily with All forms of Print Media.

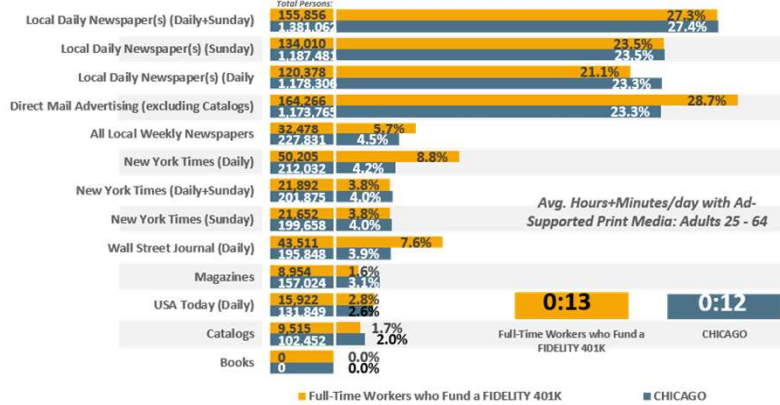
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



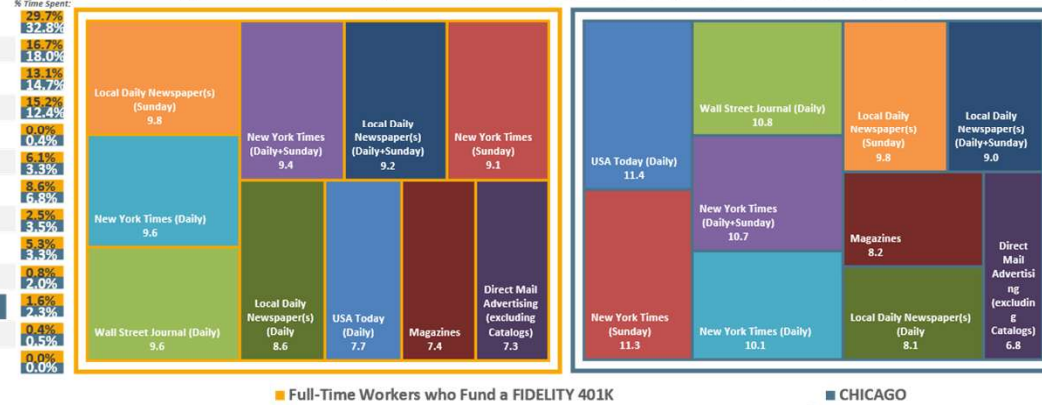
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 281
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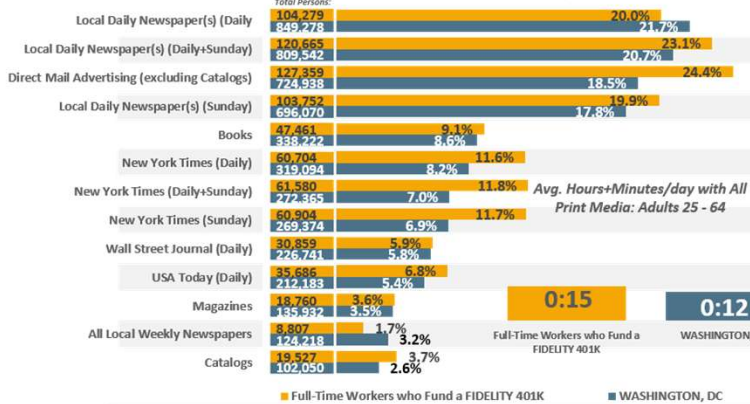
soefa.ai Share of Everything for Anything

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

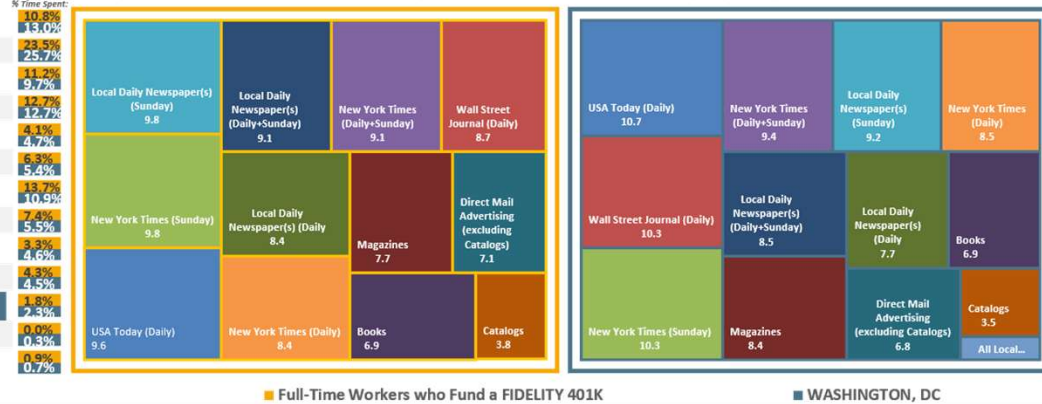


120,665 or 23.1% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.1 minutes every day representing 24.5% of all time spent daily with All forms of Print Media.

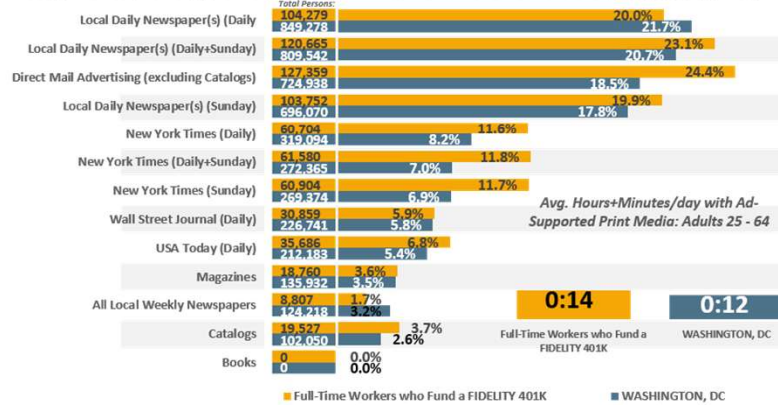
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



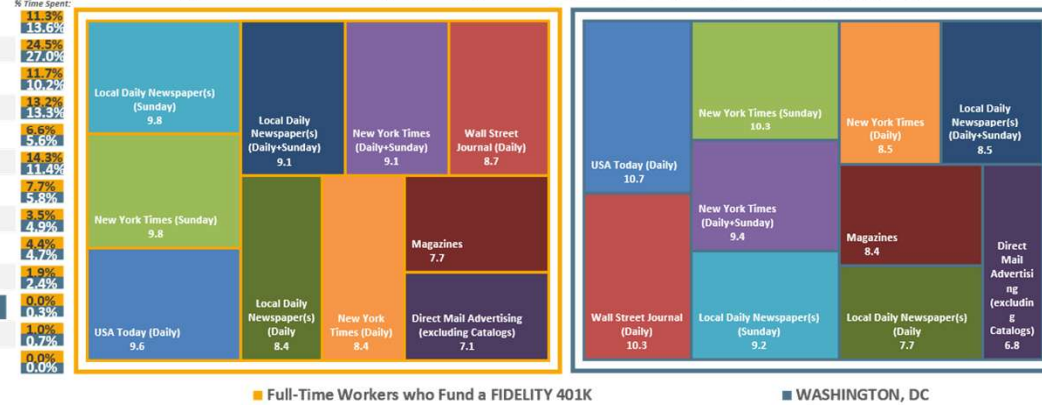
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 558
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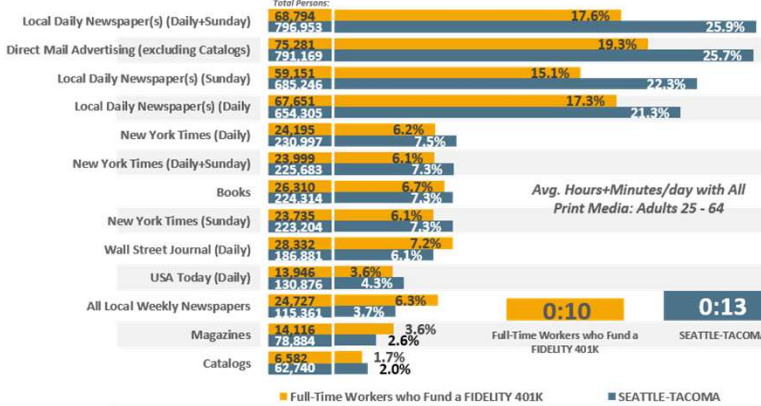
soefa.ai Share of Everything for Anything

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

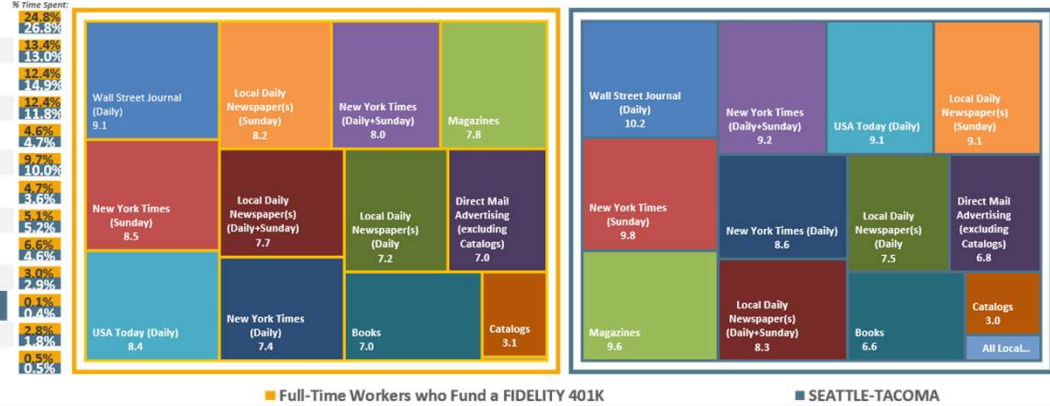


68,794 or 17.6% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.7 minutes every day representing 26.% of all time spent daily with All forms of Print Media.

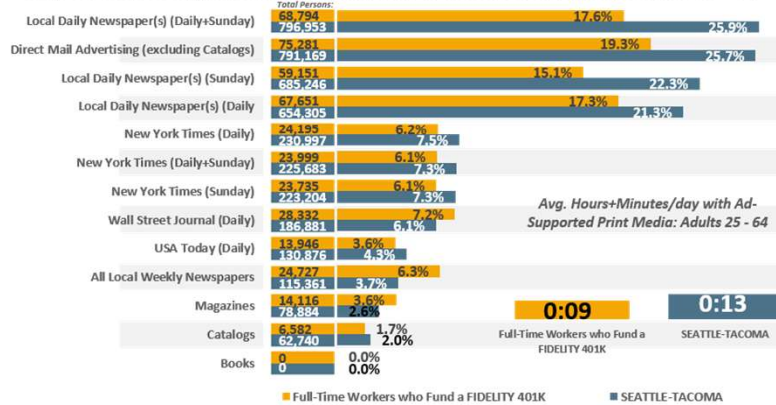
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



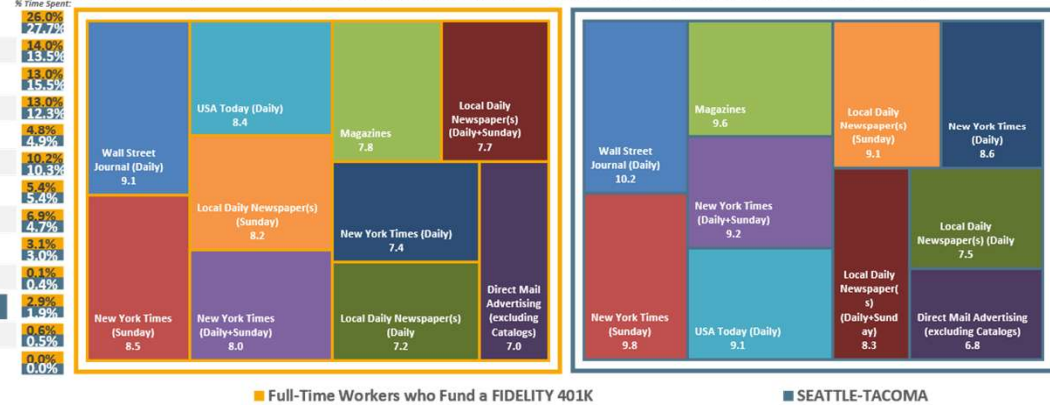
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



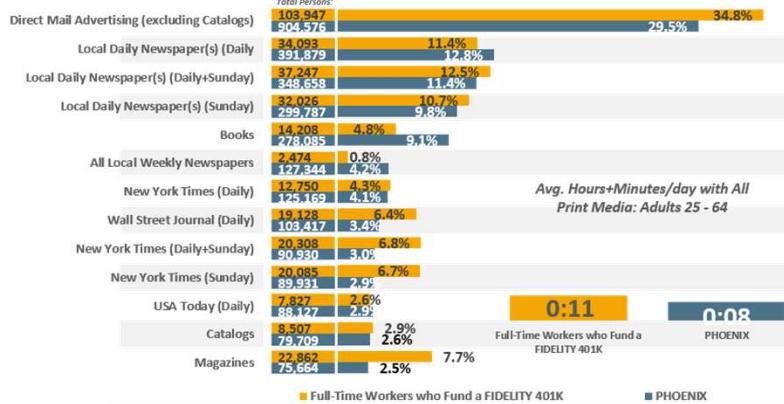
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



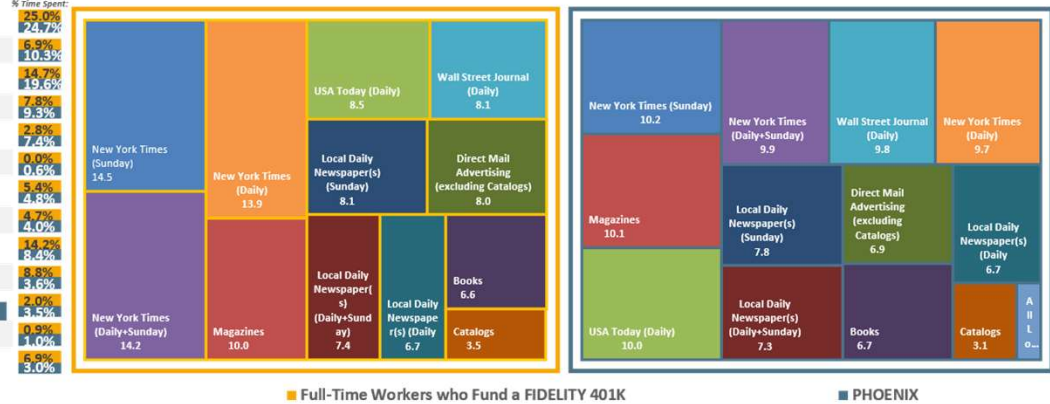


103,947 or 34.8% of Adults 25 - 64 Full-Time Workers who Fund a FIDELITY 401K read Direct Mail Advertising (excluding Catalogs) for an average of 8. minutes every day representing 25.7% of all time spent daily with All forms of Print Media.

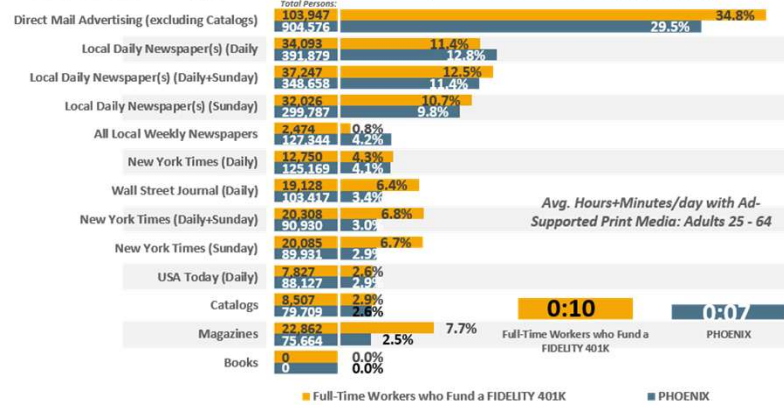
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



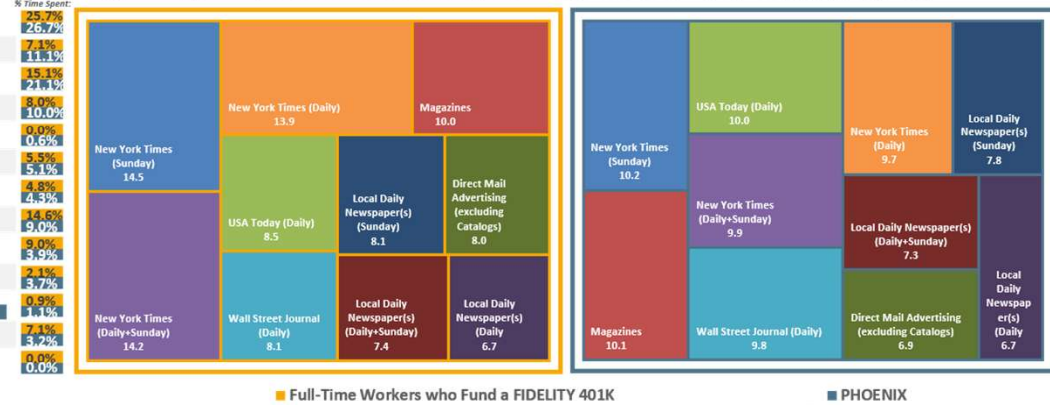
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



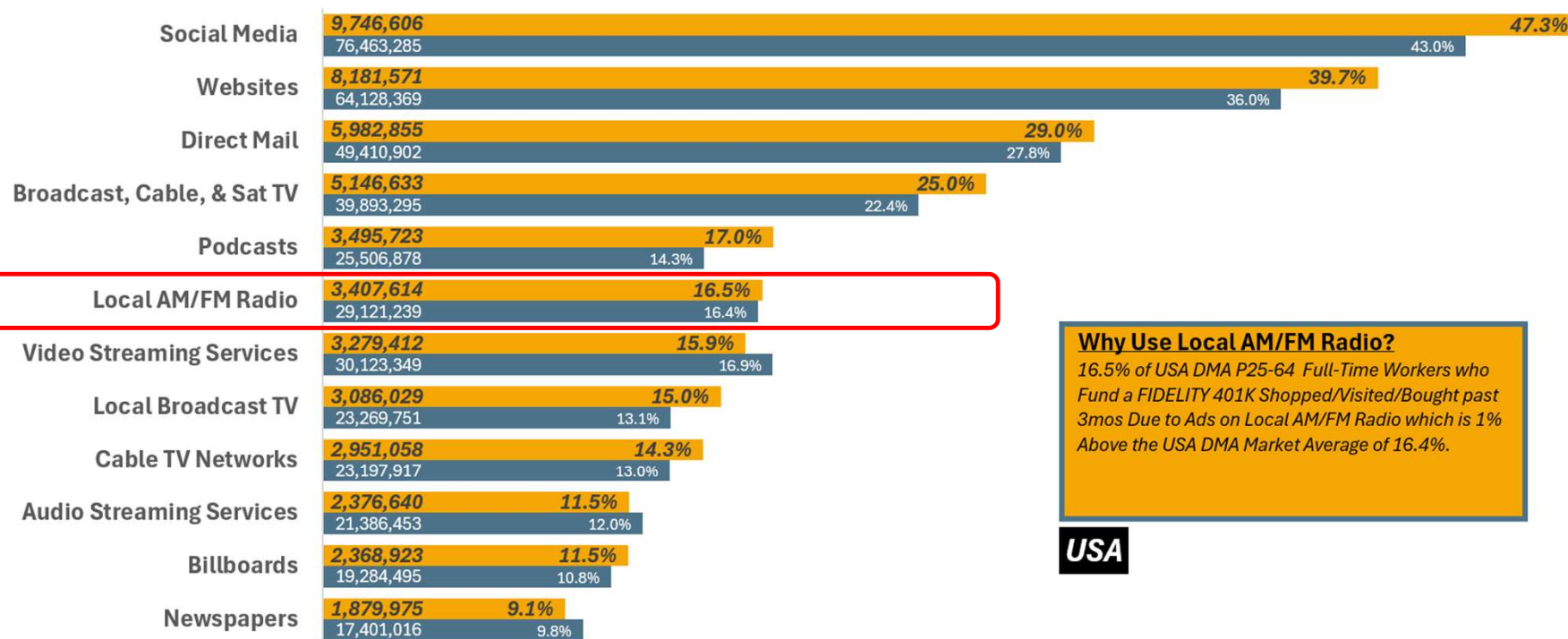
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64





"Advertising Actions"

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



Why Use Local AM/FM Radio?

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

USA

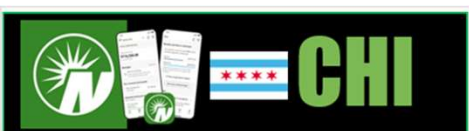
■ P25-64 Full-Time Workers who Fund a FIDELITY 401K (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 1677
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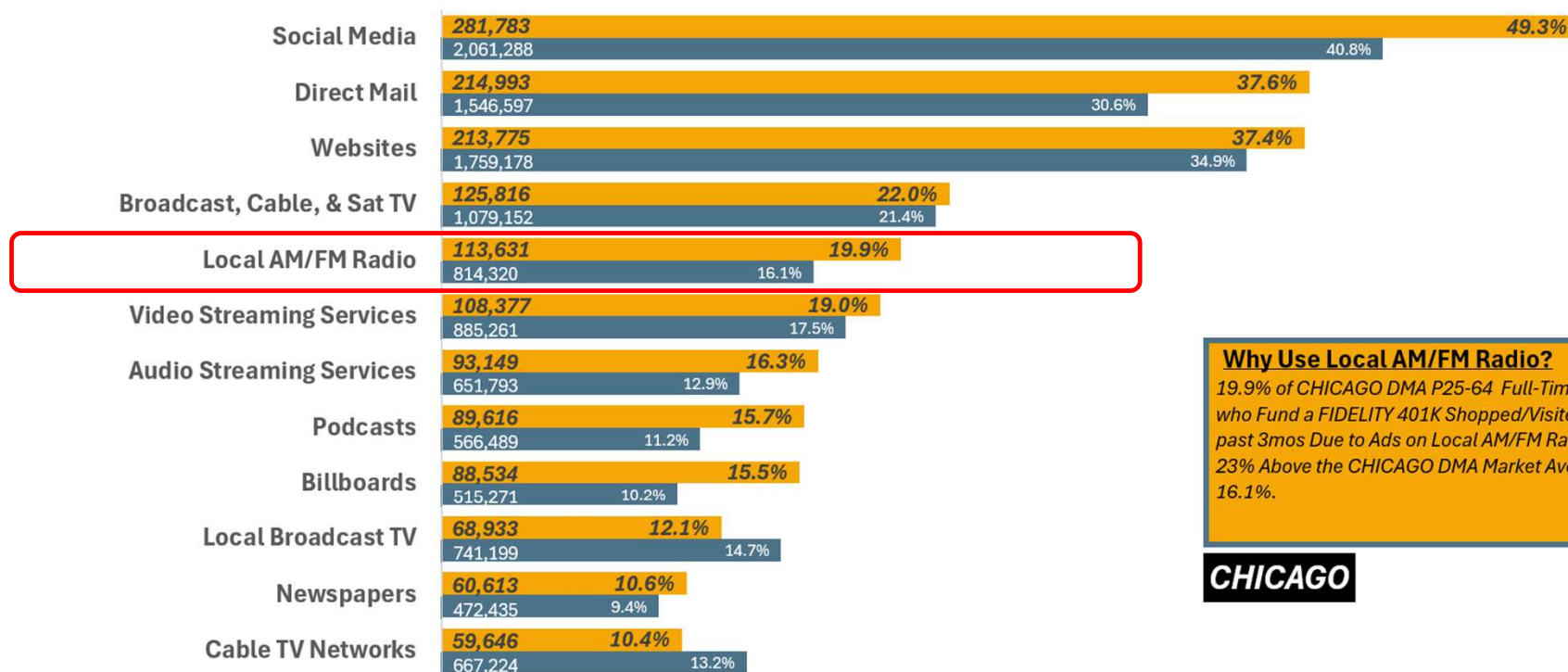
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[[[Employment status: Employed full-time (35 hours or more) AND Investments household has (HHLD): 401k plan] AND Investment institutions use: Fidelity]]



"Advertising Actions"

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



Why Use Local AM/FM Radio?

19.9% of CHICAGO DMA P25-64 Full-Time Workers who Fund a FIDELITY 401K Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 23% Above the CHICAGO DMA Market Average of 16.1%.

CHICAGO

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

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

CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 254
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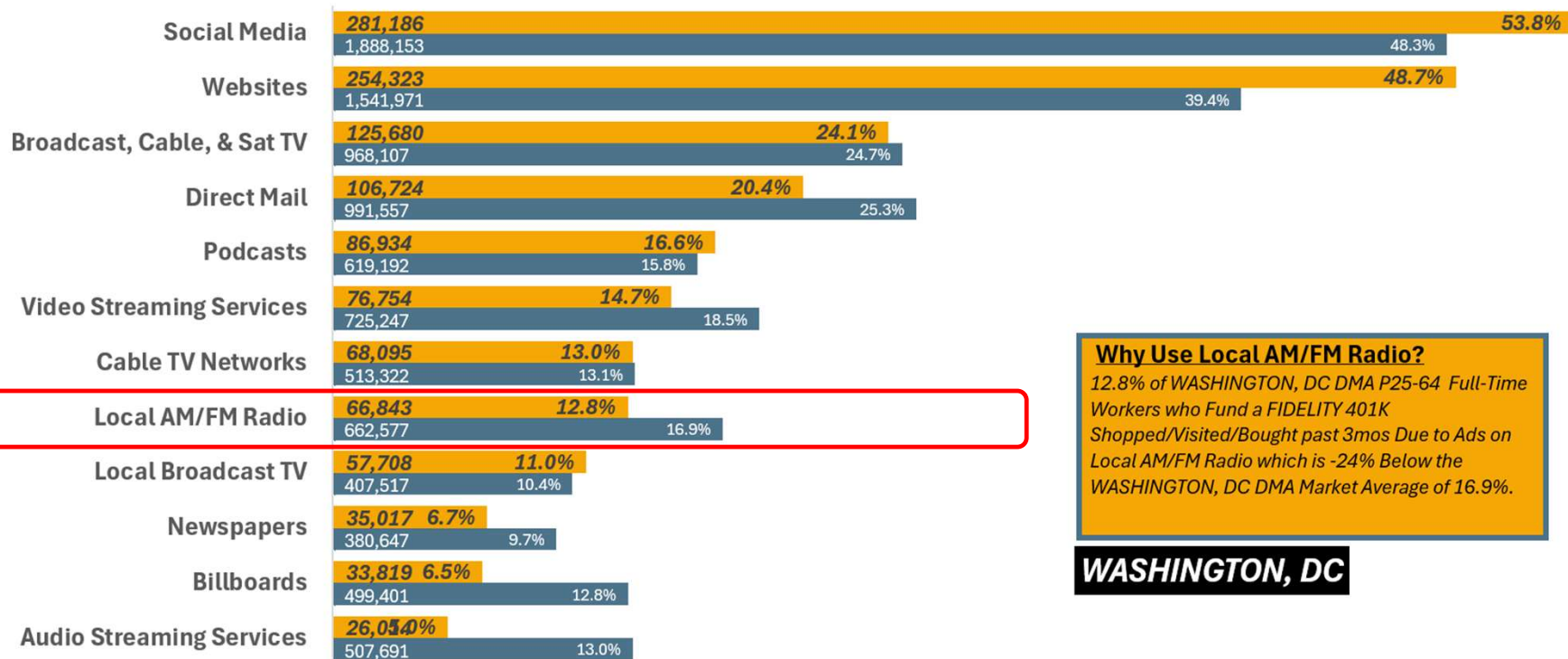
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[[[Employment status: Employed full-time (35 hours or more) AND Investments household has (HHL): 401k plan] AND Investment institutions use: Fidelity]]



"Advertising Actions"

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



Why Use Local AM/FM Radio?

12.8% of WASHINGTON, DC DMA P25-64 Full-Time Workers who Fund a FIDELITY 401K Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -24% Below the WASHINGTON, DC DMA Market Average of 16.9%.

WASHINGTON, DC

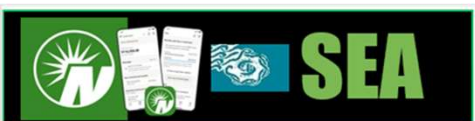
■ P25-64 Full-Time Workers who Fund a FIDELITY 401K (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 518
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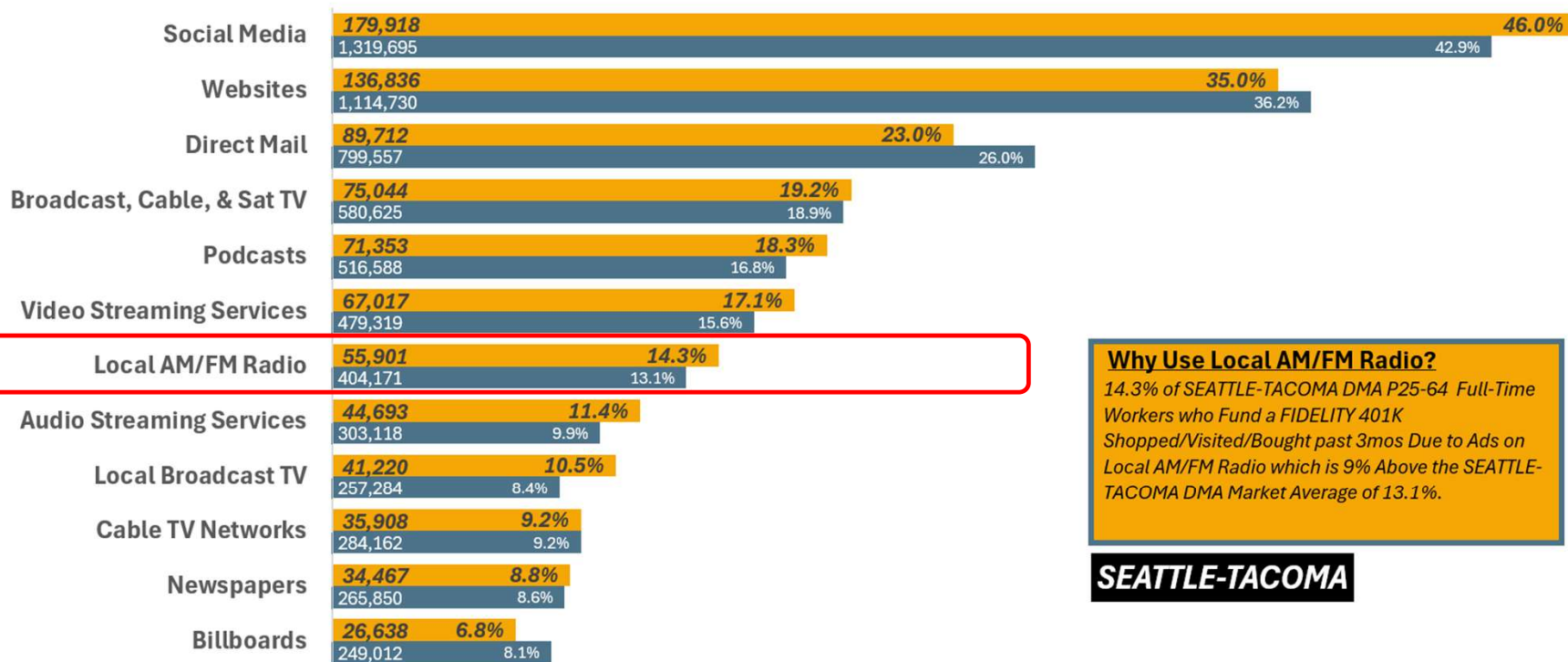
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"Advertising Actions"

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



Why Use Local AM/FM Radio?

14.3% of SEATTLE-TACOMA DMA P25-64 Full-Time Workers who Fund a FIDELITY 401K Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 9% Above the SEATTLE-TACOMA DMA Market Average of 13.1%.

SEATTLE-TACOMA

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

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

SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 311
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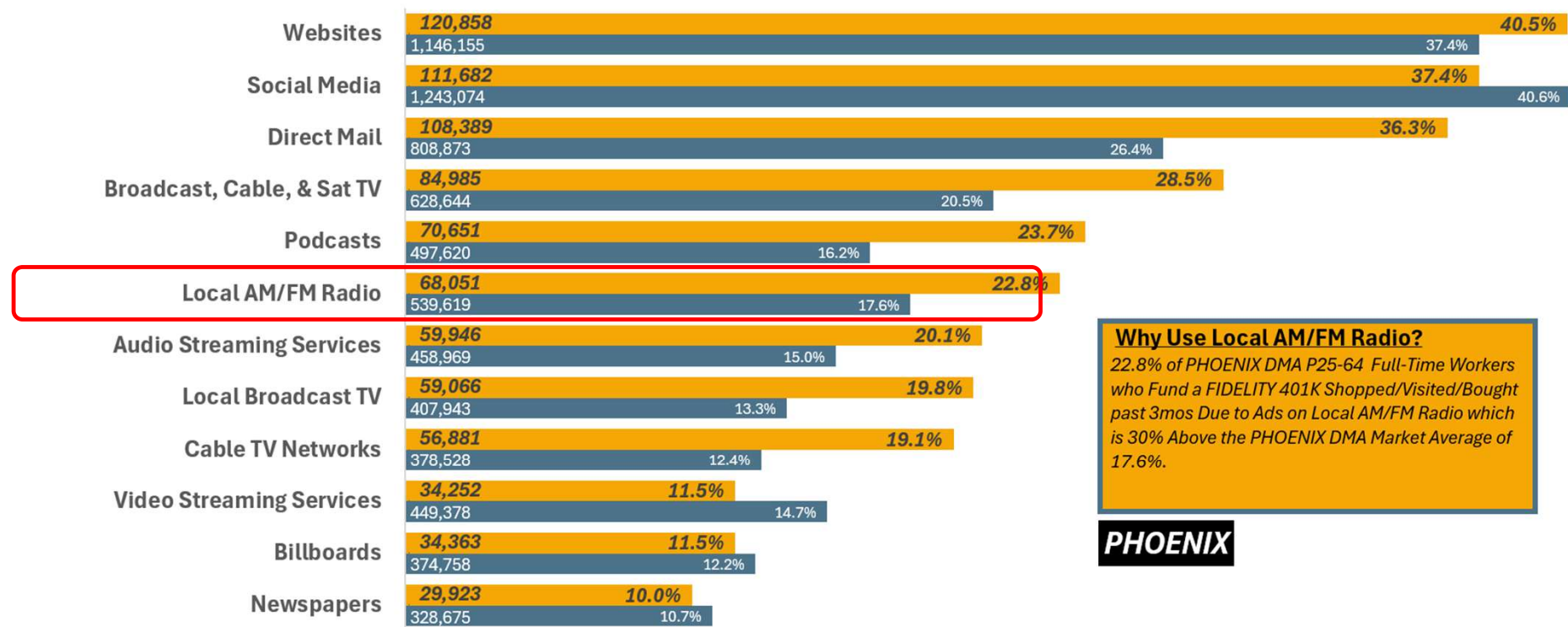
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"Advertising Actions"

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



Why Use Local AM/FM Radio?
22.8% of PHOENIX DMA P25-64 Full-Time Workers who Fund a FIDELITY 401K Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 30% Above the PHOENIX DMA Market Average of 17.6%.

PHOENIX

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

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

PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 136
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