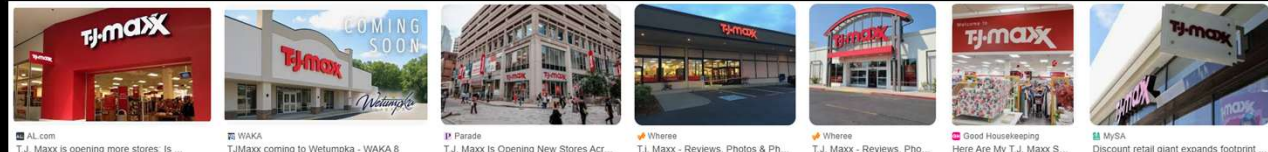


# USA+4 More DMAs – P18+ who Purchased Items In-Store at TJ MAXX in the past 3 mos!

## Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI, and WEST PALM BEACH DMA** P18+ who Purchased Items In-Store at TJ MAXX in the past 3 months as of August 31, 2025.



**USA**

**MSP**

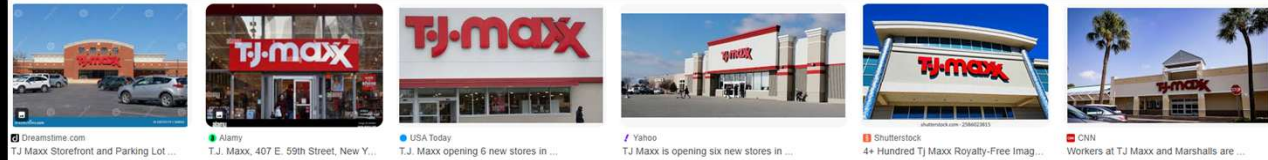
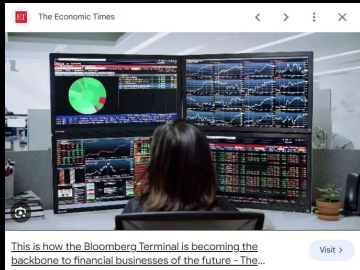
**STL**

**CIN**

**WPB**



**P18+**



**TJX** THE TJX COMPANIES, INC. **Vanguard** **BlackRock** **STATE STREET**

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

[[Major stores shopped in-store past 3 months: TJ Maxx AND Major stores bought past 3 months: TJ Maxx]]





11.8% or 30,935,674 of USA Adults 18 or older Purchased Items In-Store at TJ MAXX in the past 3 months. Typical Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months are 47.1 years old (3.4% younger than average) and have a \$108,143 (13.4% higher than average) annual household income.

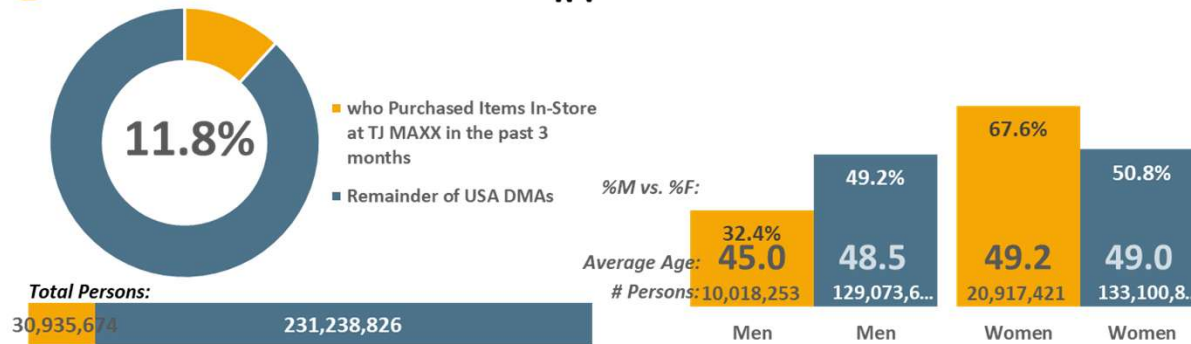


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,385  
All Graphs and HBI AI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection

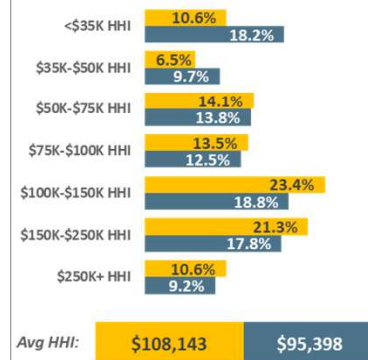
Scarborough R2 2025: Sep24-Aug25

Qual Intab

25,507



HHI of Target vs. Market:



[(Major stores shopped in-store past 3 months: TJ Maxx AND Major stores bought past 3 months: TJ Maxx)]



11.6% or 449,984 of MSP DMA Adults 18 or older Purchased Items In-Store at TJ MAXX in the past 3 months. Typical Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months are 44.7 years old (8.5% younger than average) and have a \$125,041 (13.4% higher than average) annual household income.

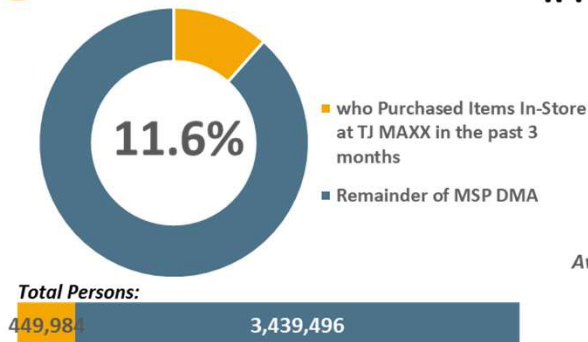


## Percent of Market: Adults 18 or older



## Gender of Target vs. Market: Adults 18 or older

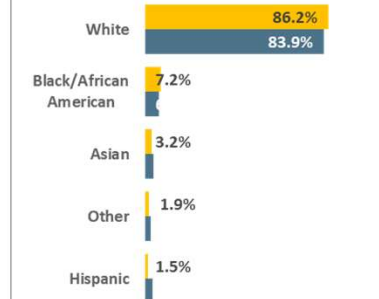
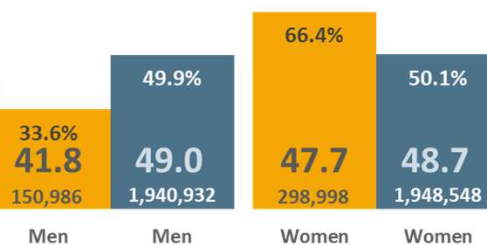
## Ethnicity of Target vs. Market:



%M vs. %F:

Average Age:

# Persons:



## Age Cell Demographics of Target vs. Market:

Average Age:

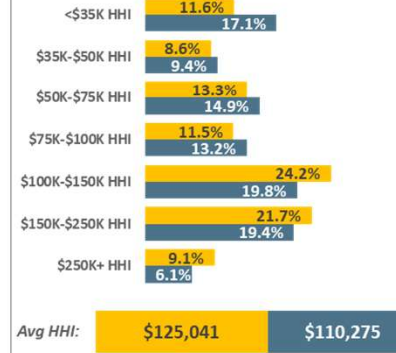
Adults 18 or older

who Purchased Items In-Store at TJ MAXX in the past 3 months

MSP



## HHI of Target vs. Market:





9.4% or 235,523 of STL DMA Adults 18 or older Purchased Items In-Store at TJ MAXX in the past 3 months. Typical Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months are 48.2 years old (2.3% younger than average) and have a \$141,287 (40.7% higher than average) annual household income.

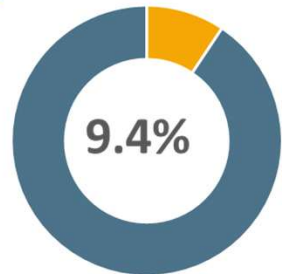


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



■ who Purchased Items In-Store at TJ MAXX in the past 3 months  
■ Remainder of STL DMA

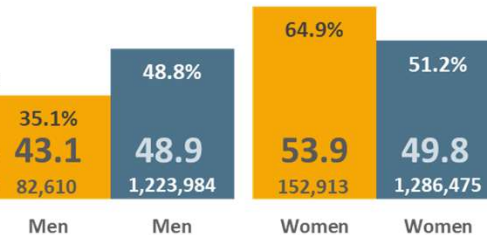
Total Persons:

235,523 2,274,936

%M vs. %F:

Average Age:

# Persons:



Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older

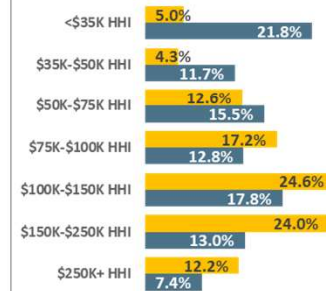
48.2

49.4

■ who Purchased Items In-Store at TJ MAXX in the past 3 months ■ STL



HHI of Target vs. Market:



Avg HHI:

\$141,287 \$100,426





13.7% or 265,399 of CIN DMA Adults 18 or older Purchased Items In-Store at TJ MAXX in the past 3 months. Typical Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months are 46.5 years old (4.4% younger than average) and have a \$124,704 (24.2% higher than average) annual household income.

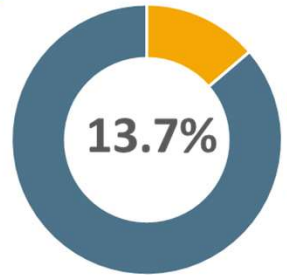


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



■ who Purchased Items In-Store at TJ MAXX in the past 3 months  
■ Remainder of CIN DMA

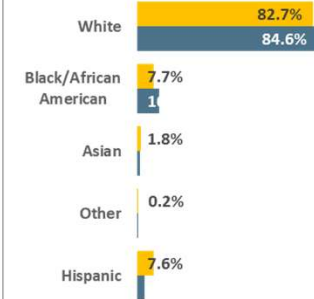
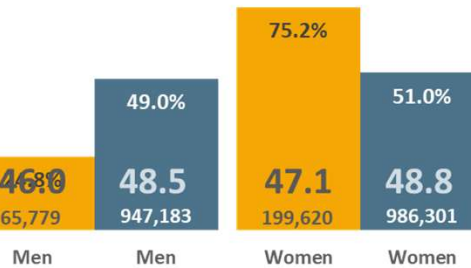
Total Persons:

265,399 1,668,085

%M vs. %F:

Average Age:

# Persons:



■ who Purchased Items In-Store at TJ MAXX in the past 3 months ■ CIN

Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older

46.5 48.7

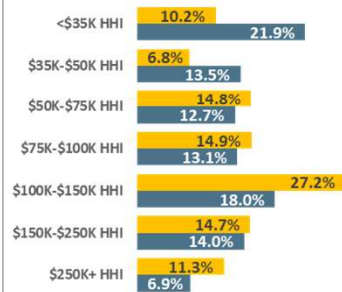
■ who Purchased Items In-Store at TJ MAXX in the past 3 months ■ CIN



■ who Purchased Items In-Store at TJ MAXX in the past 3 months

■ CIN

HHI of Target vs. Market:



Avg HHI:

\$124,704 \$100,373



18.3% or 349,897 of WPB DMA Adults 18 or older Purchased Items In-Store at TJ MAXX in the past 3 months. Typical Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months are 50.3 years old (5.1% younger than average) and have a \$107,964 (6.1% higher than average) annual household income.

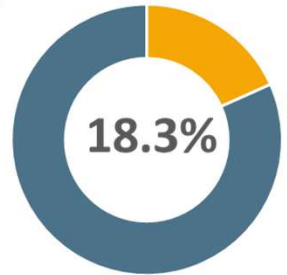


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



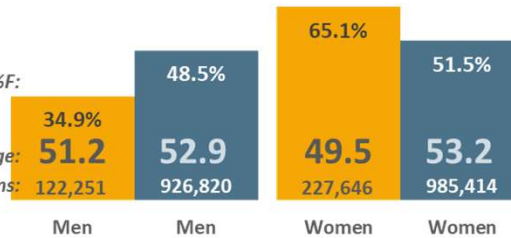
■ who Purchased Items In-Store at TJ MAXX in the past 3 months  
■ Remainder of WPB DMA

Total Persons:

349,897 1,562,337

%M vs. %F:

Average Age:  
# Persons:

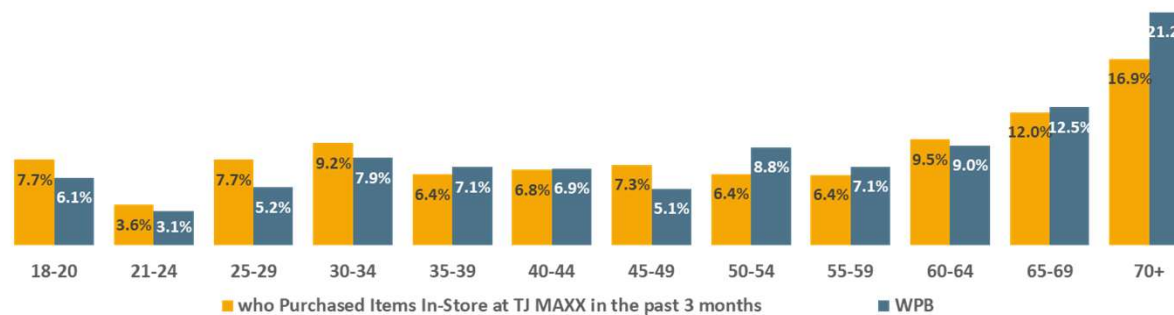


Age Cell Demographics of Target vs. Market:

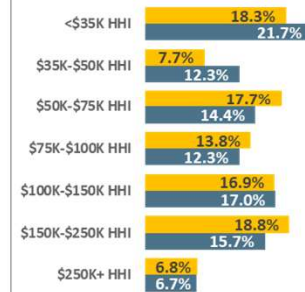
Average Age:

Adults 18 or older

■ who Purchased Items In-Store at TJ MAXX in the past 3 months ■ WPB



HHI of Target vs. Market:



Avg HHI:

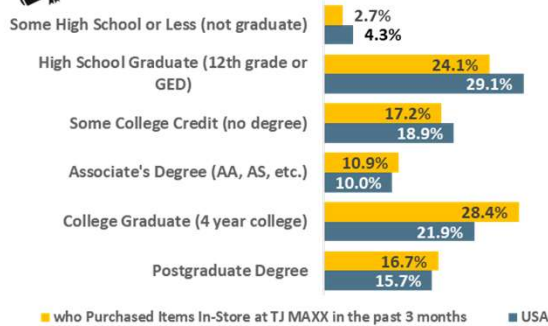
\$107,964 \$101,757



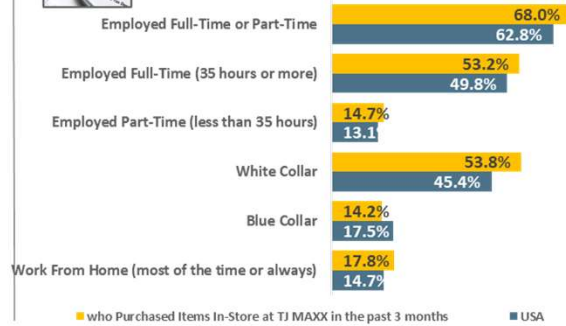
11.8% or 30,935,674 of USA Adults 18 or older Purchased Items In-Store at TJ MAXX in the past 3 months. Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months are 19.7% more likely to be a college graduate, 6.9% more likely to work full-time, 10.4% more likely to be married, 10.3% more likely to be a parent of 1 or more children und



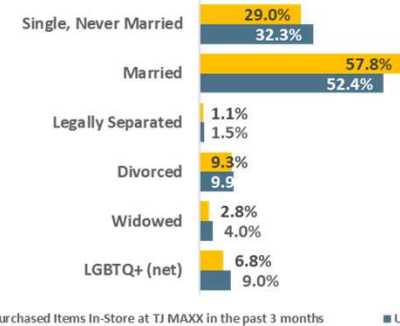
### Education Levels: Adults 18 or older



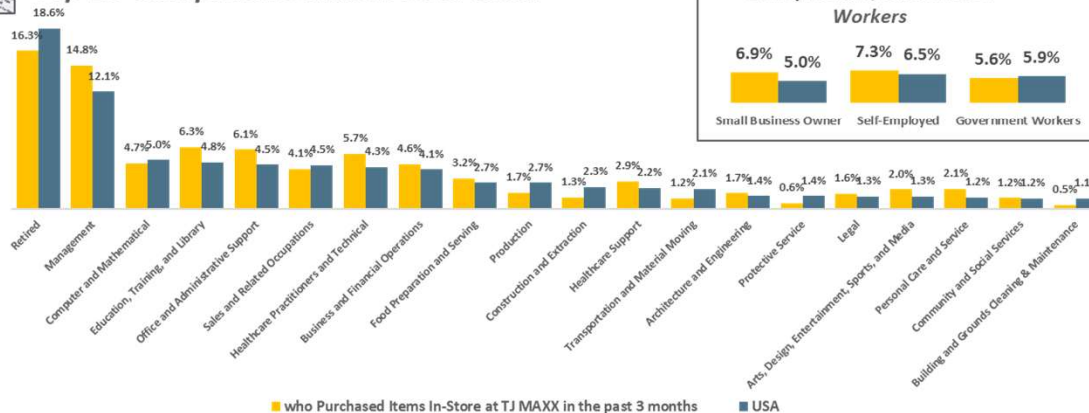
### Employment: Adults 18 or older



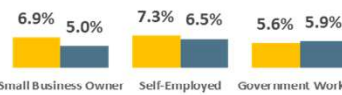
### Marital Status: Adults 18 or older



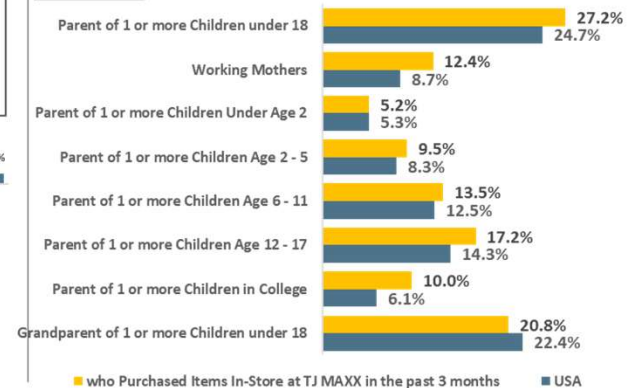
### Top-20 Occupations: Adults 18 or older



#### Entrepreneurs/Government Workers



### Stage in Life: Adults 18 or older

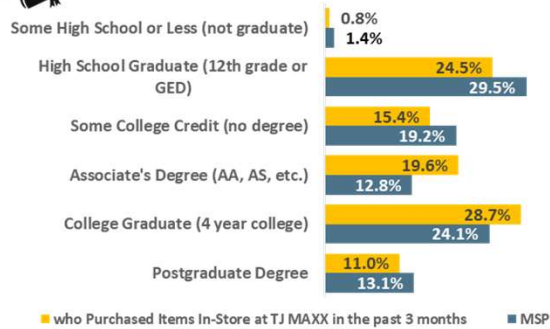




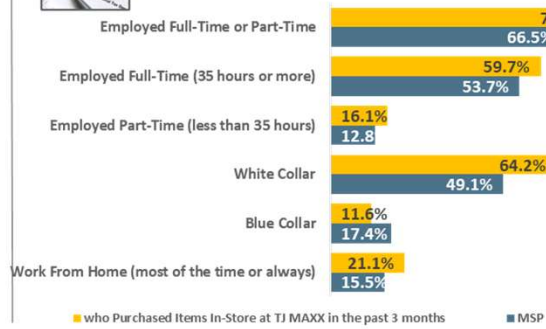
11.6% or 449,984 of MSP DMA Adults 18 or older Purchased Items In-Store at TJ MAXX in the past 3 months. Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months are 6.8% more likely to be a college graduate, 11.2% more likely to work full-time, .% less likely to be married, 17.1% more likely to be a parent of 1 or more children under



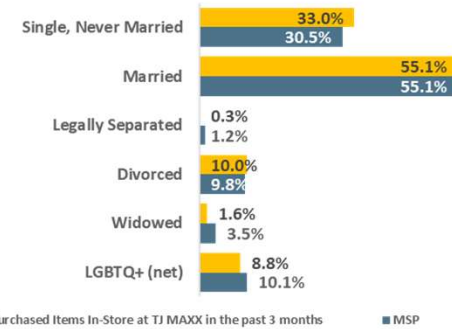
### Education Levels: Adults 18 or older



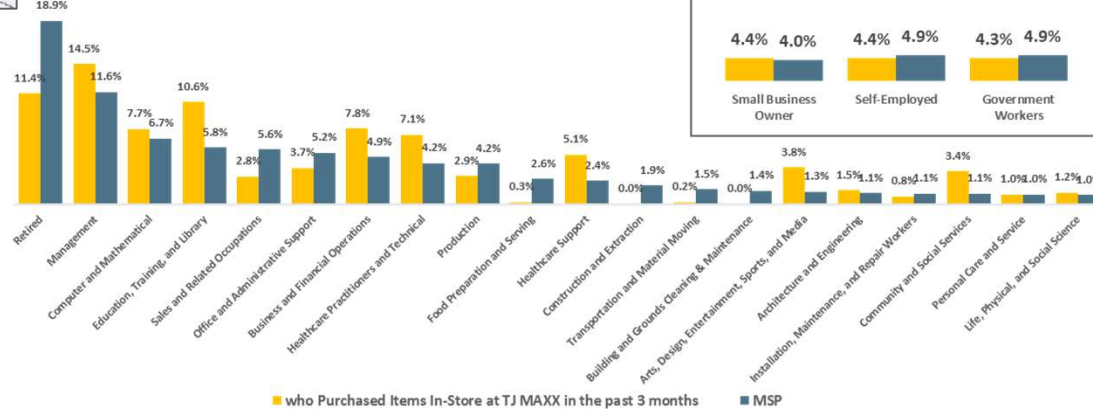
### Employment: Adults 18 or older



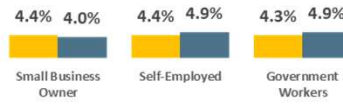
### Marital Status: Adults 18 or older



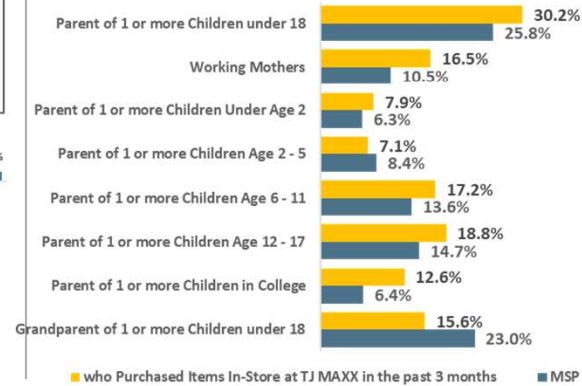
### Top-20 Occupations: Adults 18 or older



### Entrepreneurs/Government Workers



### Stage in Life: Adults 18 or older



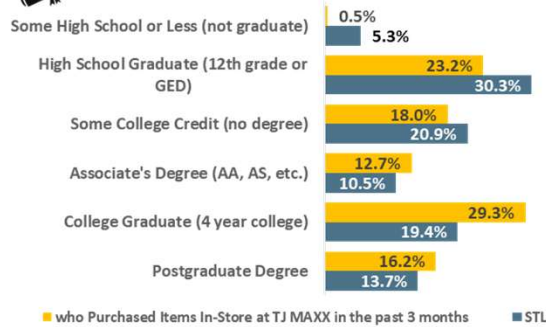




9.4% or 235,523 of STL DMA Adults 18 or older Purchased Items In-Store at TJ MAXX in the past 3 months. Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months are 37.8% more likely to be a college graduate, 8.4% more likely to work full-time, 16.8% more likely to be married, 28.1% more likely to be a parent of 1 or more children und



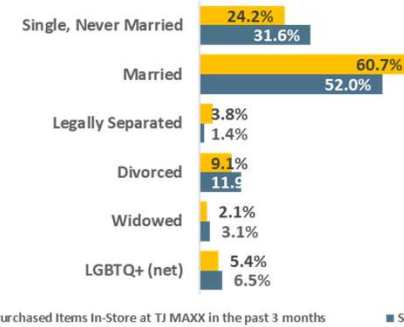
### Education Levels: Adults 18 or older



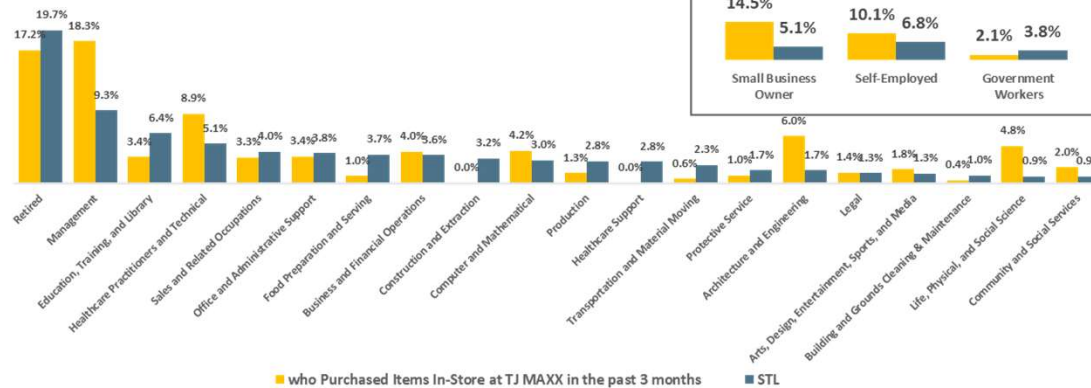
### Employment: Adults 18 or older



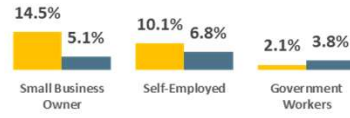
### Marital Status: Adults 18 or older



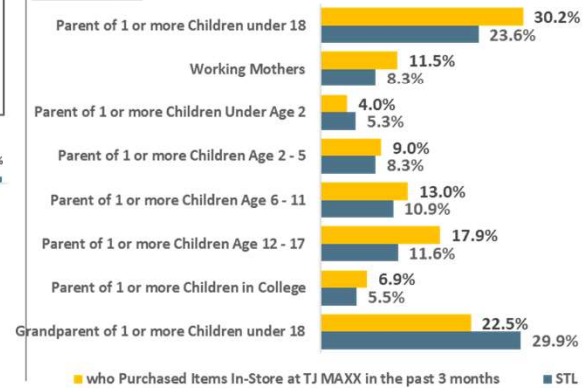
### Top-20 Occupations: Adults 18 or older



### Entrepreneurs/Government Workers



### Stage in Life: Adults 18 or older

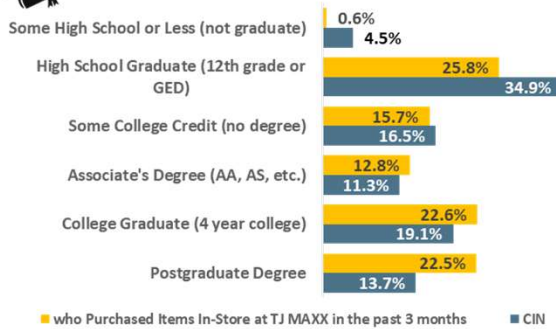




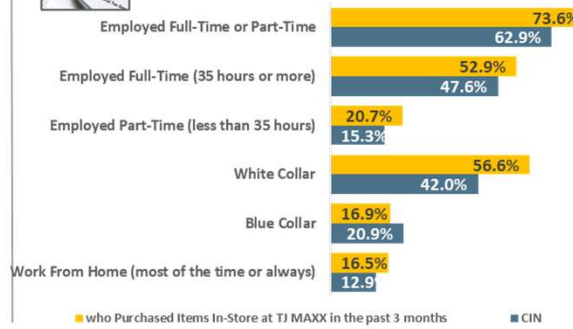
13.7% or 265,399 of CIN DMA Adults 18 or older Purchased Items In-Store at TJ MAXX in the past 3 months. Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months are 37.9% more likely to be a college graduate, 11.2% more likely to work full-time, 9.8% more likely to be married, 24.% more likely to be a parent of 1 or more children unde



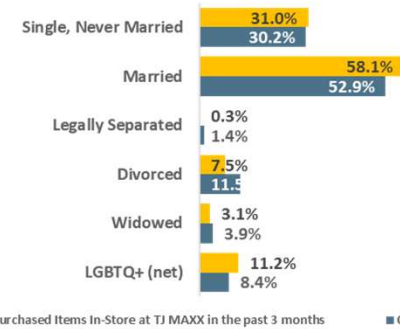
## Education Levels: Adults 18 or older



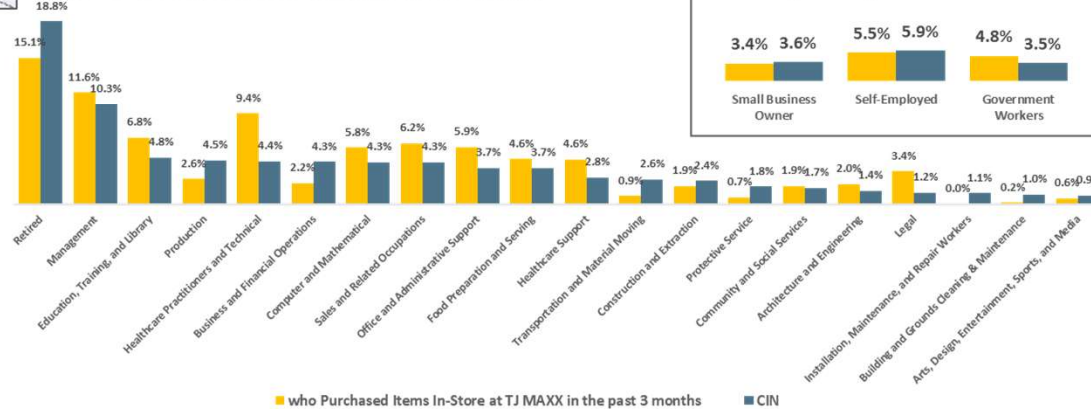
## Employment: Adults 18 or older



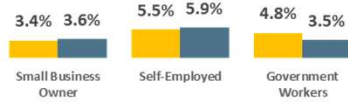
## Marital Status: Adults 18 or older



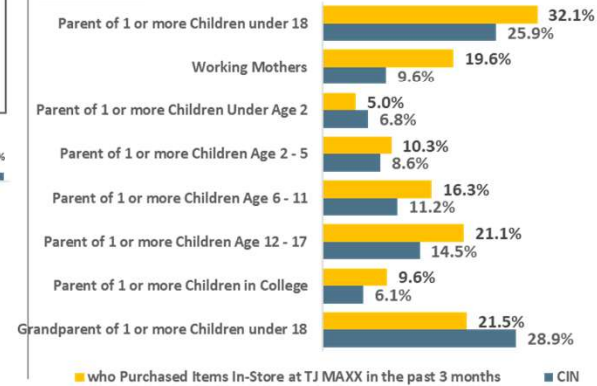
## Top-20 Occupations: Adults 18 or older



## Entrepreneurs/Government Workers



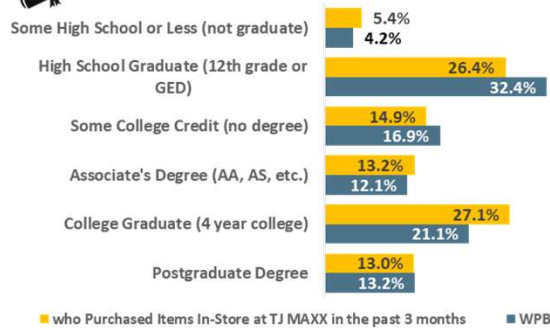
## Stage in Life: Adults 18 or older



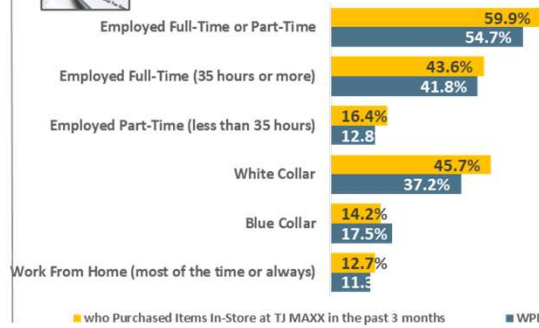


18.3% or 349,897 of WPB DMA Adults 18 or older Purchased Items In-Store at TJ MAXX in the past 3 months. Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months are 16.9% more likely to be a college graduate, 4.1% more likely to work full-time, 12.7% more likely to be married, 36.7% more likely to be a parent of 1 or more children und

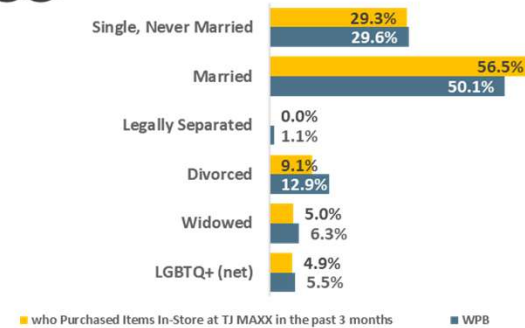
## Education Levels: Adults 18 or older



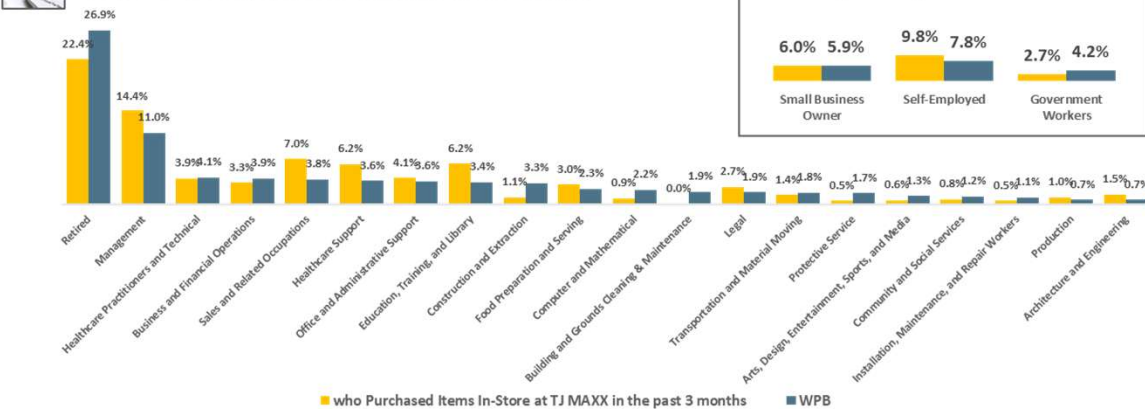
## Employment: Adults 18 or older



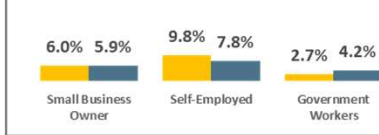
## Marital Status: Adults 18 or older



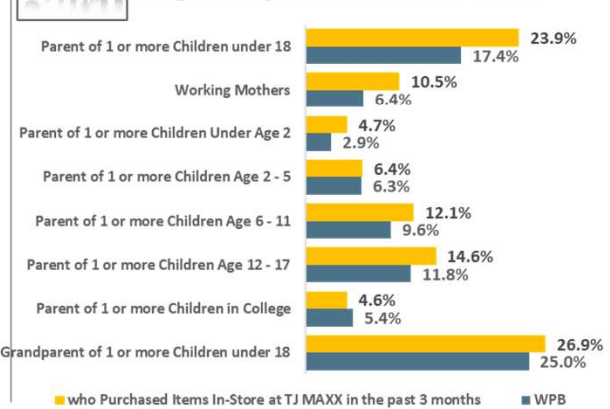
## Top-20 Occupations: Adults 18 or older



## Entrepreneurs/Government Workers



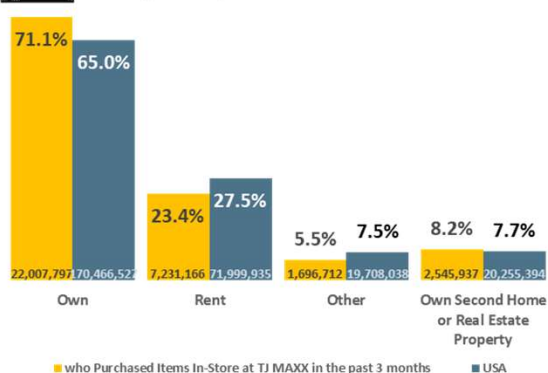
## Stage in Life: Adults 18 or older



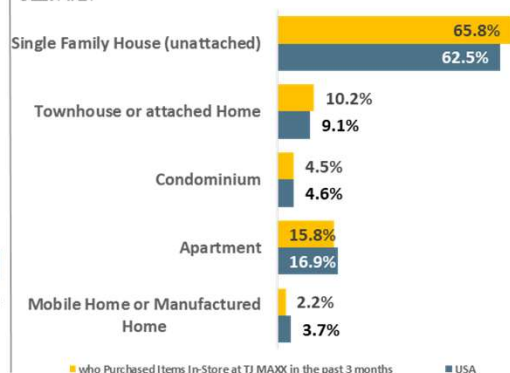


11.8% or 30,935,674 of USA Adults 18 or older Purchased Items In-Store at TJ MAXX in the past 3 months. Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months are 9.4% more likely to own their home, 18.1% more likely to own a higher valued home, 5.2% more likely to have a single-family home, 17.% more likely to have a dog.

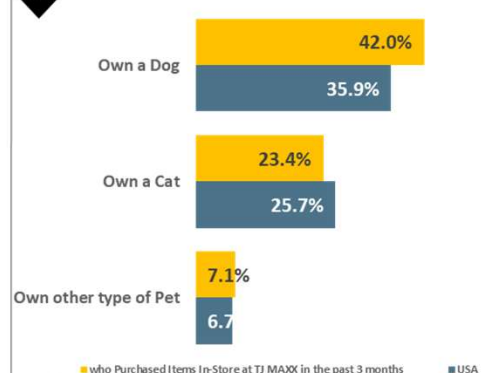
### Own/Rent/Other: Adults 18 or older



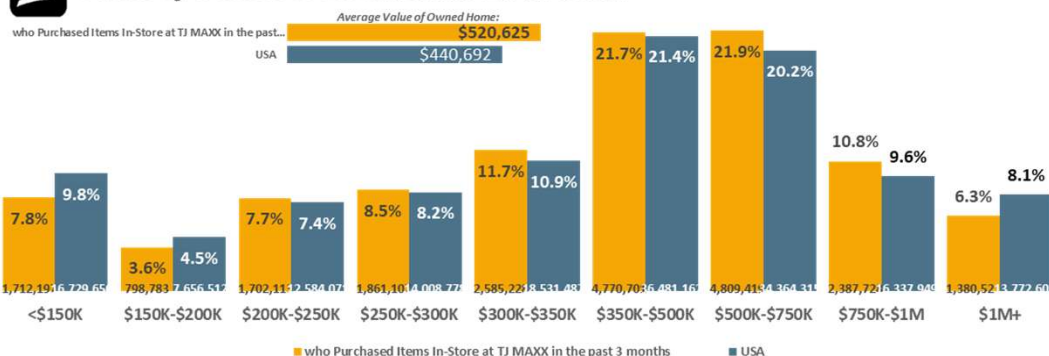
### Type of Home: Adults 18 or older



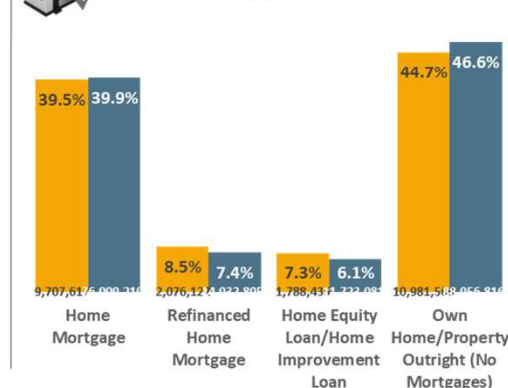
### Pets in Home: Adults 18 or older



### Value of Owned Home: Adults 18 or older



### Home Loans: Adults 18 or older



USA    USA Projection    Scarborough R2 2025: Sep24-Aug25    Qual Intab    3,385  
 All Graphs and HBI AI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.    USA Projection    Scarborough R2 2025: Sep24-Aug25    Qual Intab    25,507

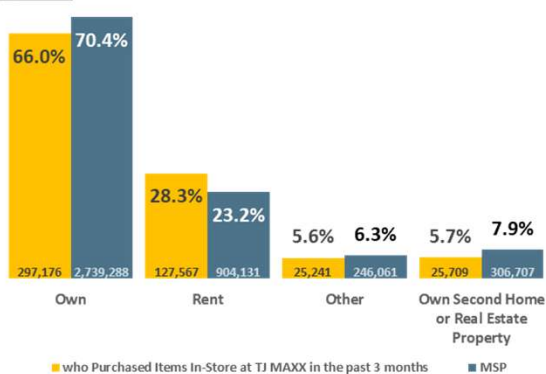
[[Major stores shopped in-store past 3 months: TJ Maxx AND Major stores bought past 3 months: TJ Maxx]]



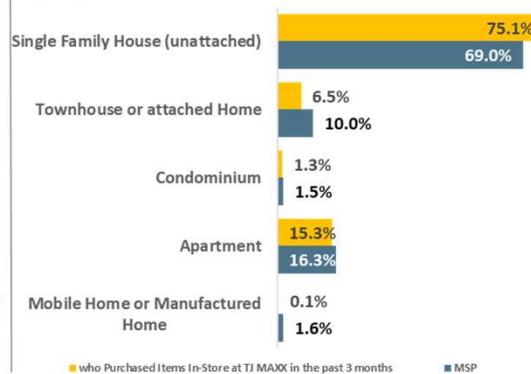


11.6% or 449,984 of MSP DMA Adults 18 or older Purchased Items In-Store at TJ MAXX in the past 3 months. Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months are 6.2% less likely to own their home, 8.4% more likely to own a higher valued home, 8.9% more likely to have a single-family home, 30.1% more likely to have a dog.

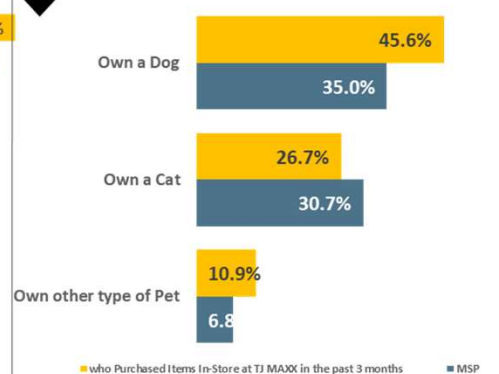
### Own/Rent/Other: Adults 18 or older



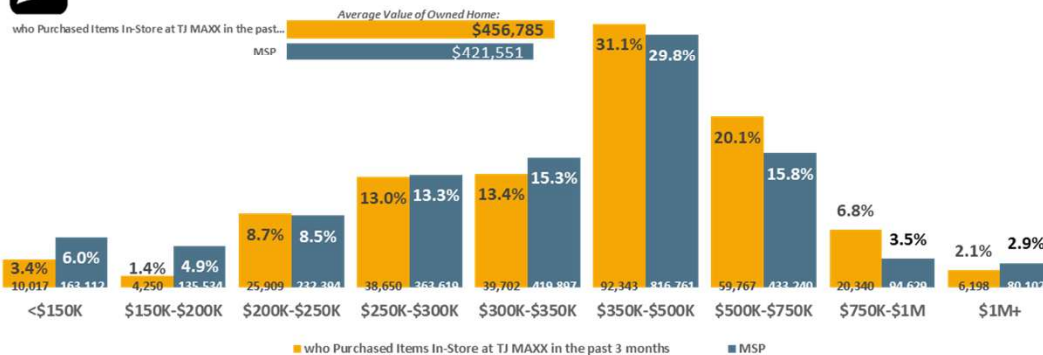
### Type of Home: Adults 18 or older



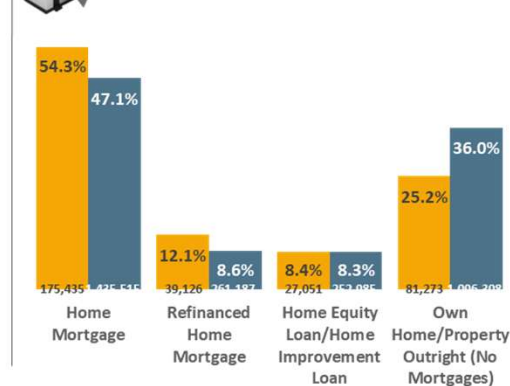
### Pets in Home: Adults 18 or older



### Value of Owned Home: Adults 18 or older



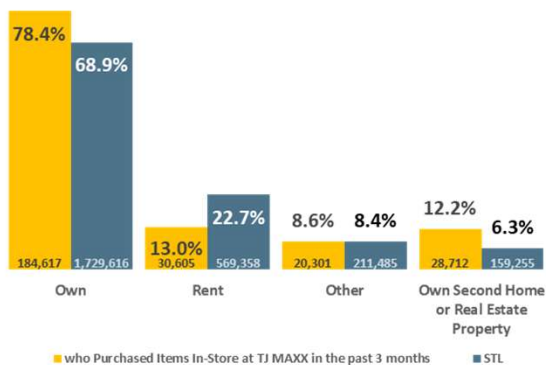
### Home Loans: Adults 18 or older



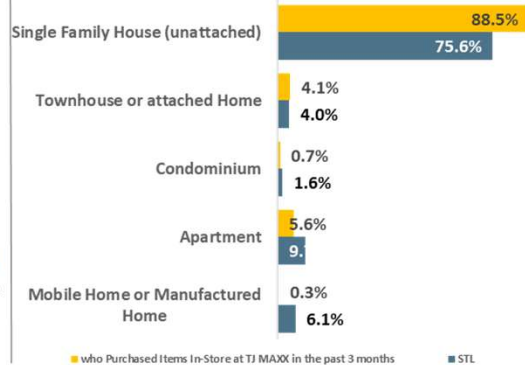


9.4% or 235,523 of STL DMA Adults 18 or older Purchased Items In-Store at TJ MAXX in the past 3 months. Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months are 13.8% more likely to own their home, 23.4% more likely to own a higher valued home, 17.1% more likely to have a single-family home, 10.5% less likely to have a dog.

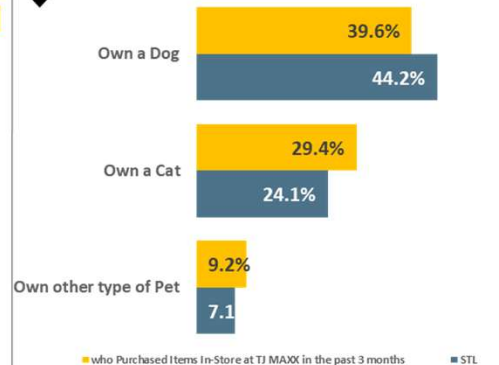
### Own/Rent/Other: Adults 18 or older



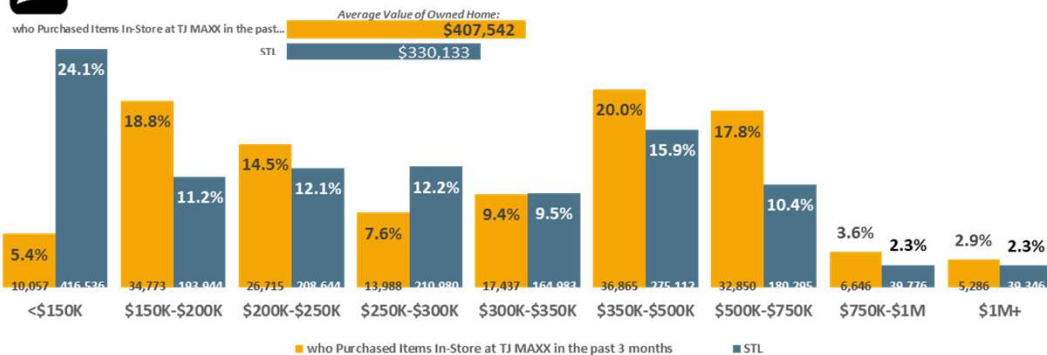
### Type of Home: Adults 18 or older



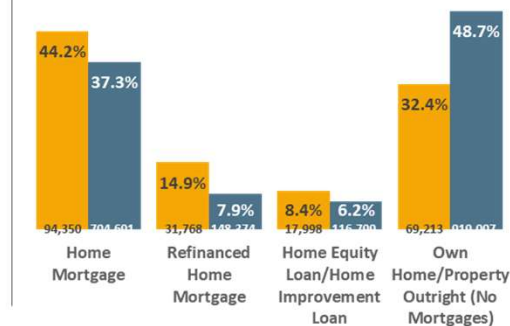
### Pets in Home: Adults 18 or older



### Value of Owned Home: Adults 18 or older



### Home Loans: Adults 18 or older

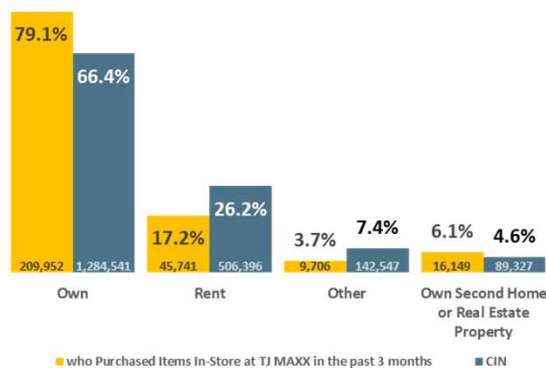




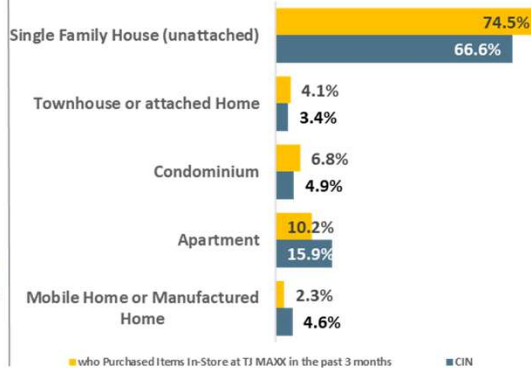
13.7% or 265,399 of CIN DMA Adults 18 or older Purchased Items In-Store at TJ MAXX in the past 3 months. Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months are 19.1% more likely to own their home, 2.3% more likely to own a higher valued home, 12.% more likely to have a single-family home, 36.7% more likely to have a dog.



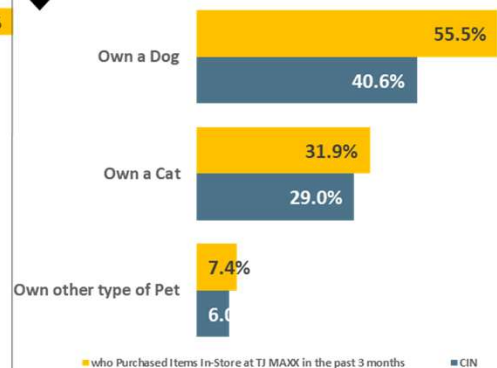
### Own/Rent/Other: Adults 18 or older



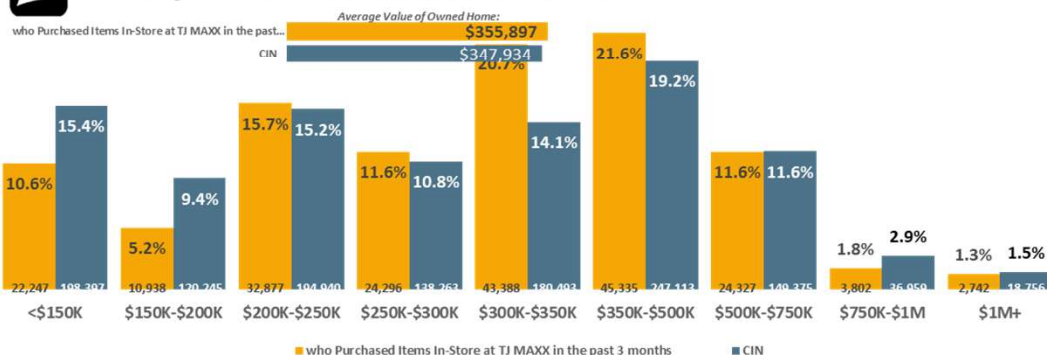
### Type of Home: Adults 18 or older



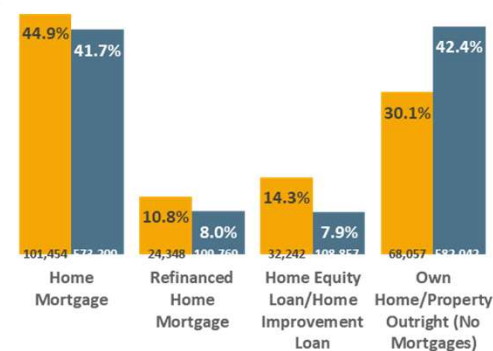
### Pets in Home: Adults 18 or older



### Value of Owned Home: Adults 18 or older



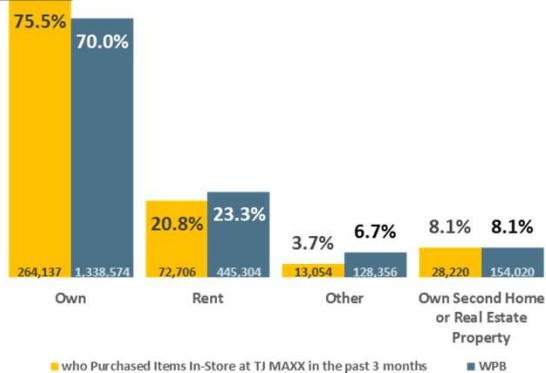
### Home Loans: Adults 18 or older



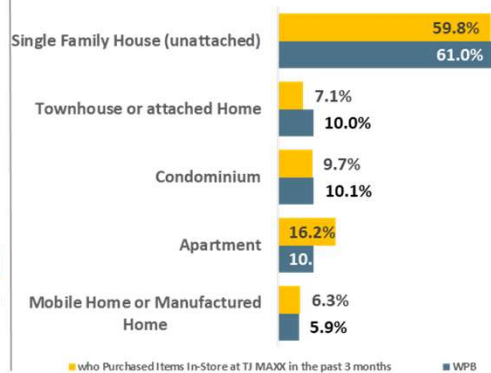


18.3% or 349,897 of WPB DMA Adults 18 or older Purchased Items In-Store at TJ MAXX in the past 3 months. Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months are 7.8% more likely to own their home, 10.1% more likely to own a higher valued home, 2.% less likely to have a single-family home, .8% less likely to have a dog.

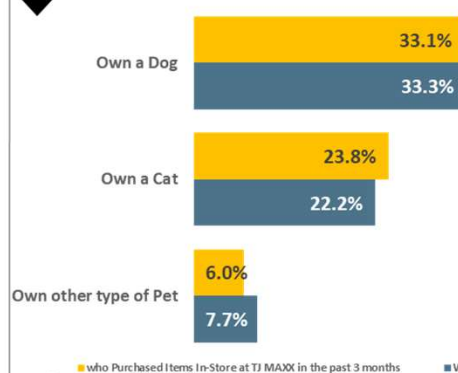
### Own/Rent/Other: Adults 18 or older



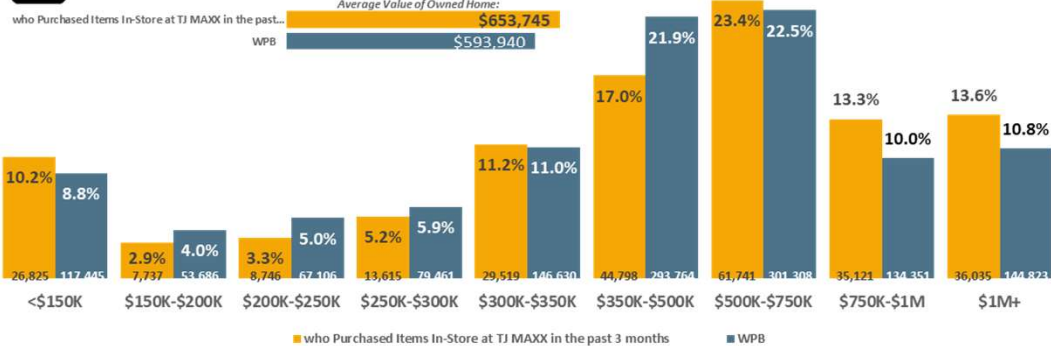
### Type of Home: Adults 18 or older



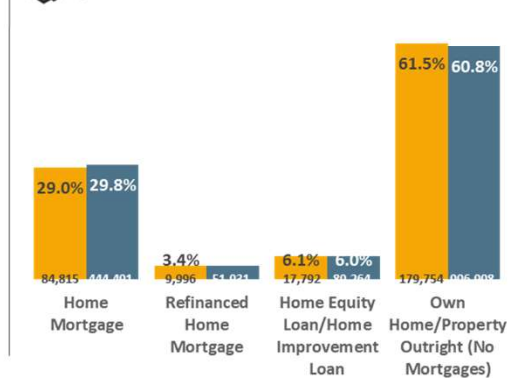
### Pets in Home: Adults 18 or older



### Value of Owned Home: Adults 18 or older



### Home Loans: Adults 18 or older



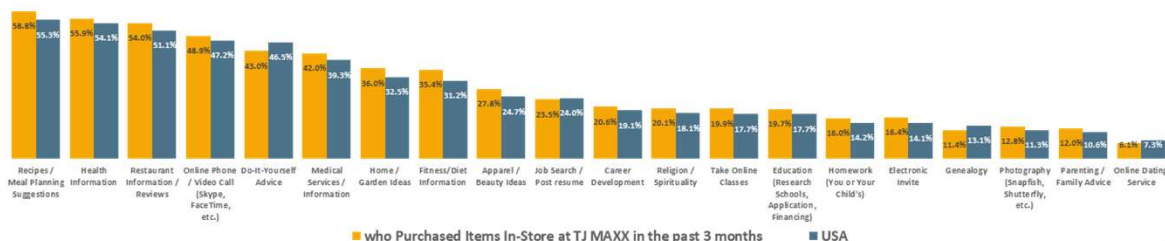




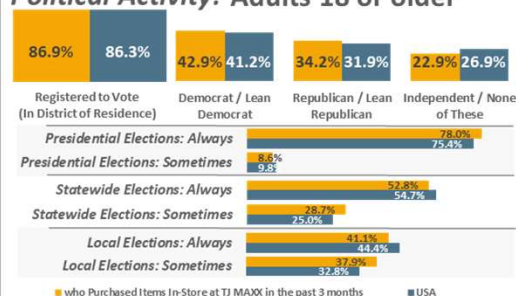
11.8% or 30,935,674 of USA Adults 18 or older Purchased Items In-Store at TJ MAXX in the past 3 months. Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months are 7.5% less likely to look up D-I-Y advice online, 7.3% less likely to always vote in local elections, 40.% more likely to belong to a gym, 18.5% more likely to fly domestic



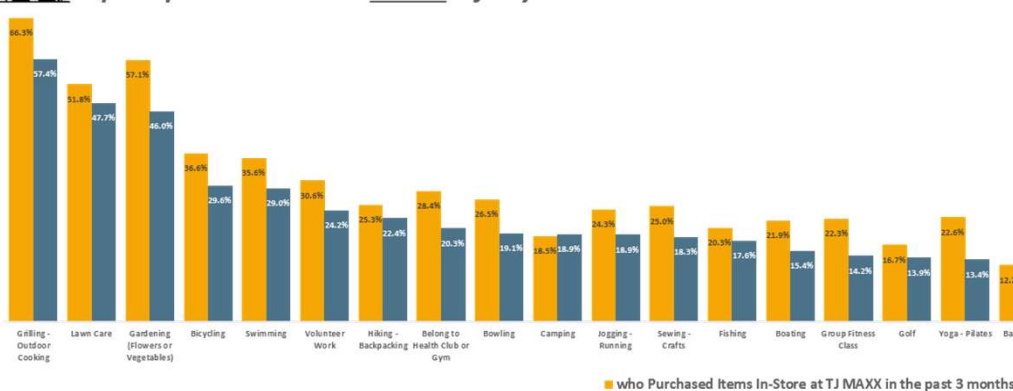
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



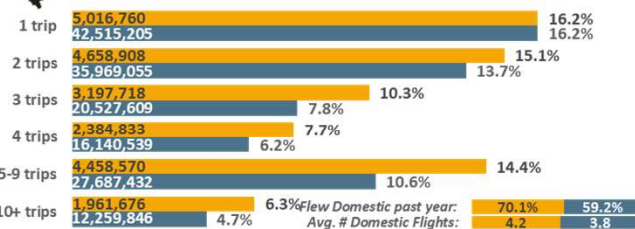
### Political Activity: Adults 18 or older



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



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



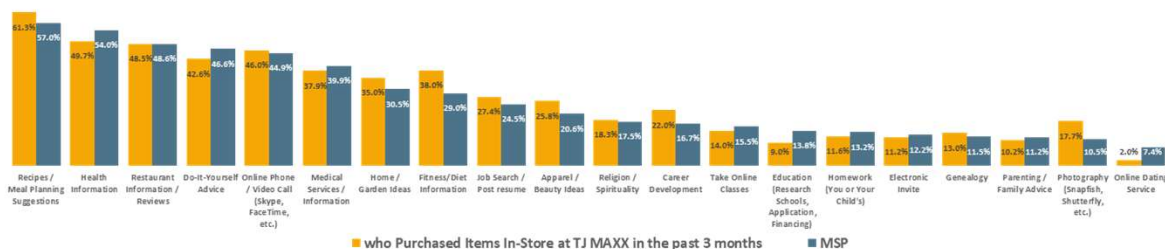
Few Domestic past year: 70.1%  
Avg. # Domestic Flights: 4.2



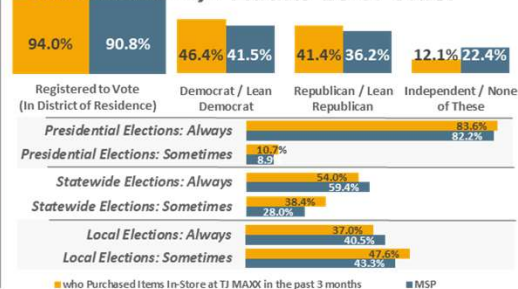
11.6% or 449,984 of MSP DMA Adults 18 or older Purchased Items In-Store at TJ MAXX in the past 3 months. Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months are 8.4% less likely to look up D-I-Y advice online, 8.5% less likely to always vote in local elections, 43.% more likely to belong to a gym, 28.6% more likely to fly domestic



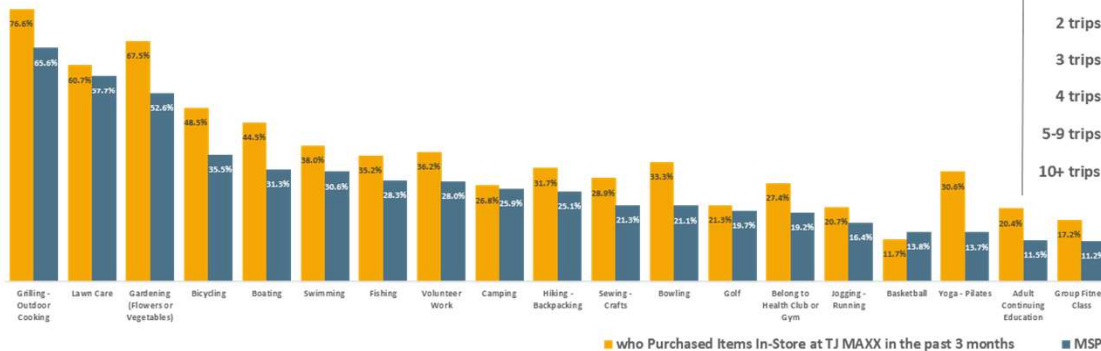
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



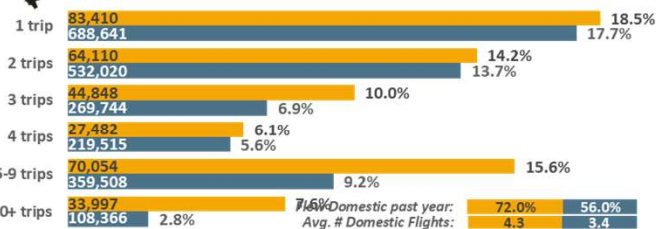
### Political Activity: Adults 18 or older



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



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



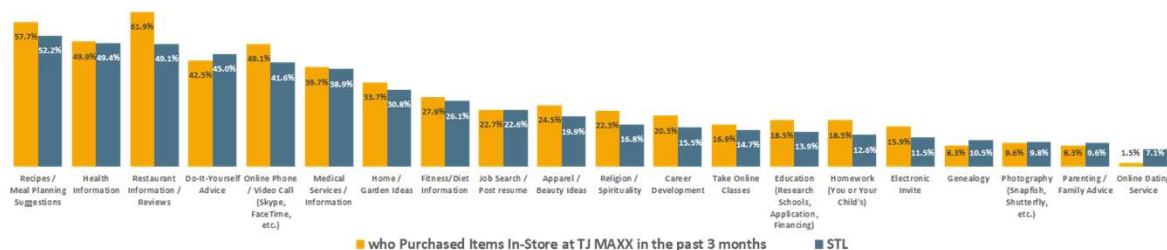
Domestic past year: 72.0% Domestic past year: 56.0%  
Avg. # Domestic Flights: 4.3 Avg. # Domestic Flights: 3.4



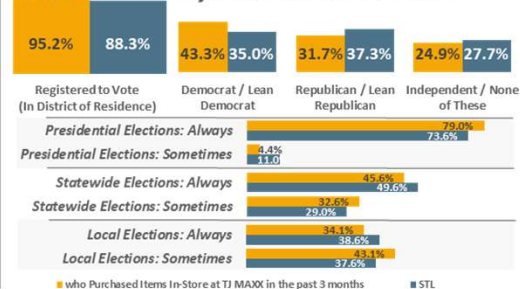
9.4% or 235,523 of STL DMA Adults 18 or older Purchased Items In-Store at TJ MAXX in the past 3 months. Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months are 5.5% less likely to look up D-I-Y advice online, 11.6% less likely to always vote in local elections, 50.% more likely to belong to a gym, 25.7% more likely to fly domesti



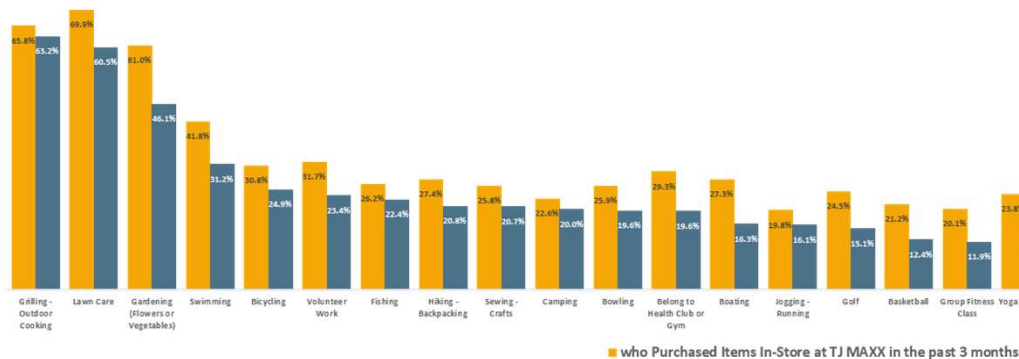
### Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



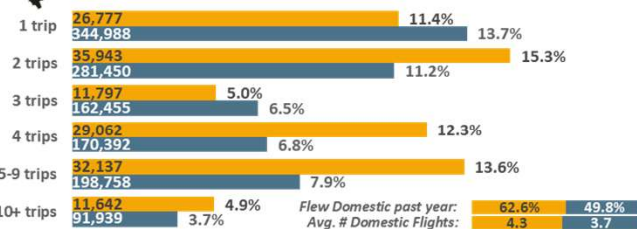
### Political Activity: Adults 18 or older



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



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



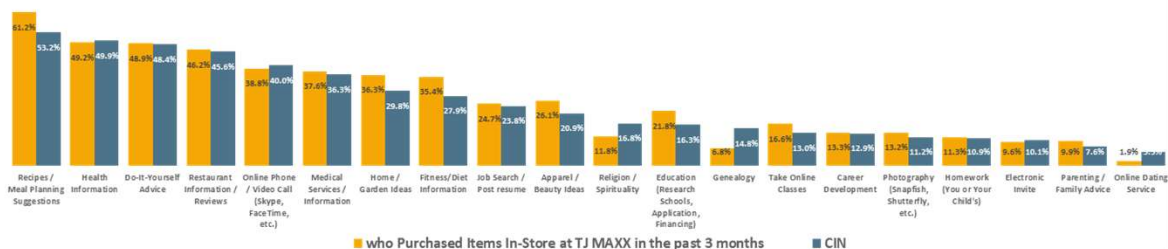
Flew Domestic past year: 62.6%  
Avg. # Domestic Flights: 4.3



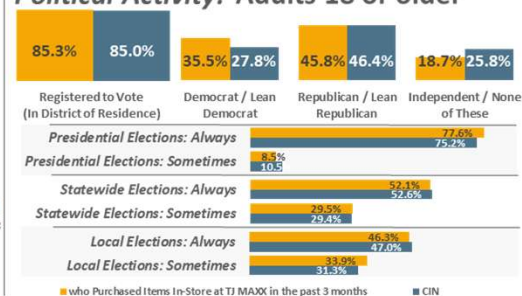
13.7% or 265,399 of CIN DMA Adults 18 or older Purchased Items In-Store at TJ MAXX in the past 3 months. Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months are .9% more likely to look up D-I-Y advice online, 1.5% less likely to always vote in local elections, 52.9% more likely to belong to a gym, 32.5% more likely to fly domestic



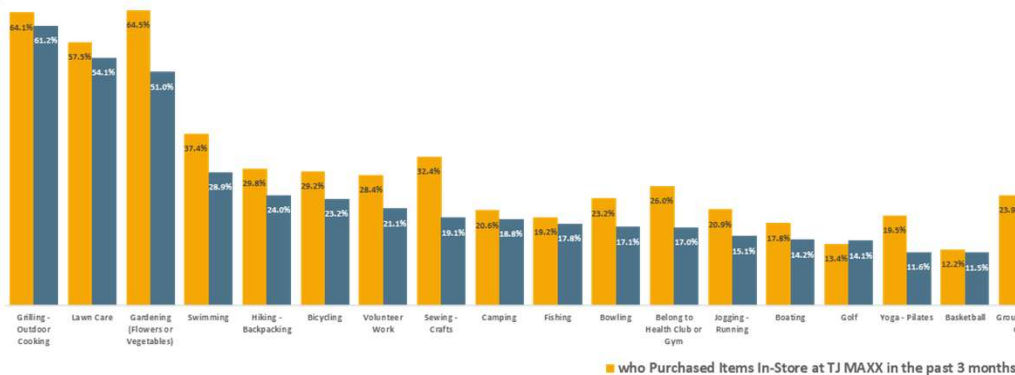
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



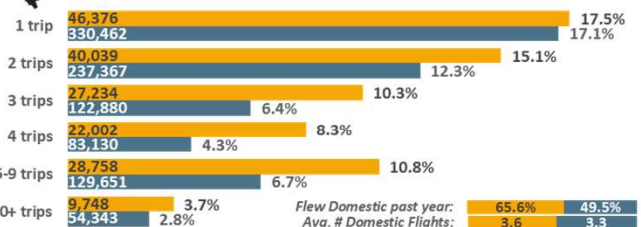
### Political Activity: Adults 18 or older



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



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



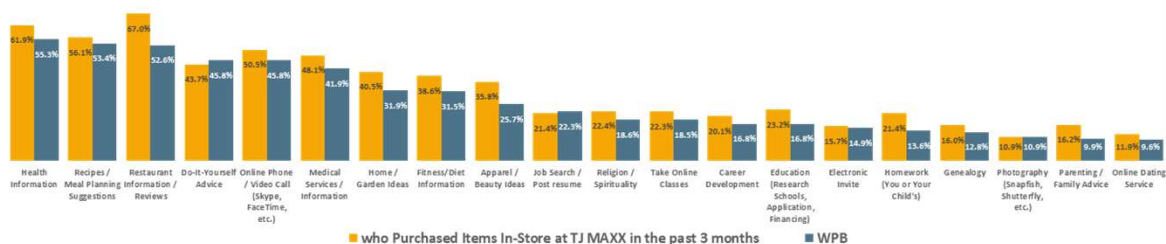




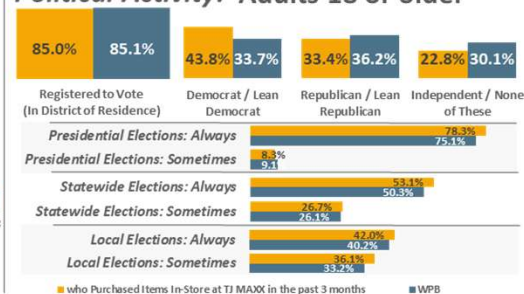
18.3% or 349,897 of WPB DMA Adults 18 or older Purchased Items In-Store at TJ MAXX in the past 3 months. Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months are 4.5% less likely to look up D-I-Y advice online, 4.5% more likely to always vote in local elections, 21.4% more likely to belong to a gym, 18.6% more likely to fly domesti



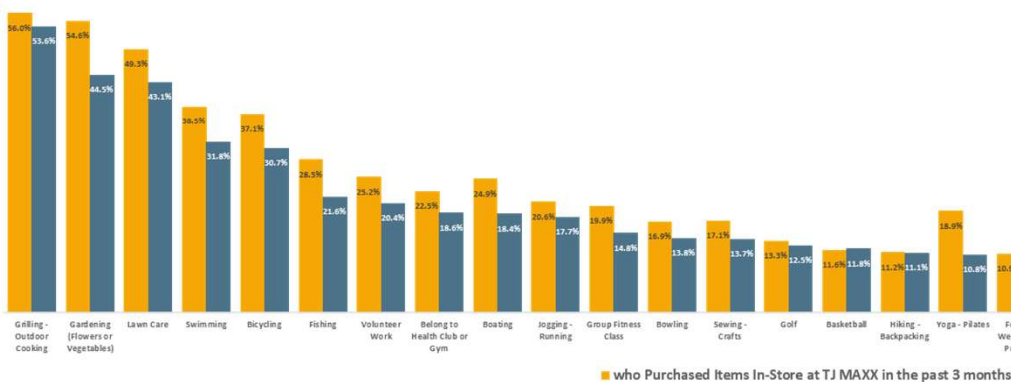
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



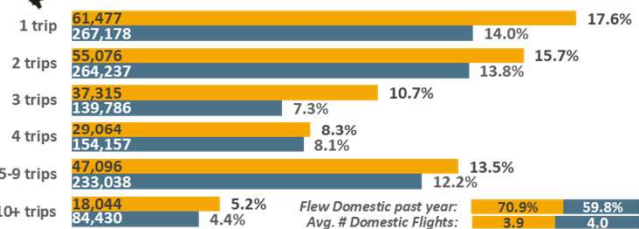
### Political Activity: Adults 18 or older



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



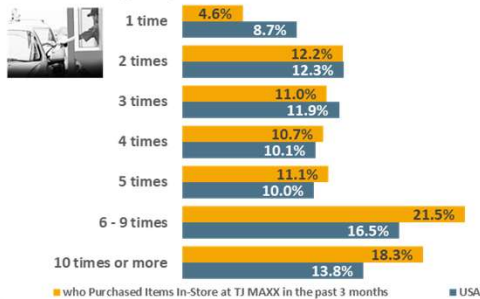
### Past 12-months Domestic Airline Trips: Adults 18 or older





11.8% or 30,935,674 of USA Adults 18 or older Purchased Items In-Store at TJ MAXX in the past 3 months. Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months are 7.2% more likely to use QSRs past mo., 16.2% more likely to use Sit-Down Restaurants past mo., 15.9% more likely to use Casinos past yr., 34.1% less likely to smoke cigare

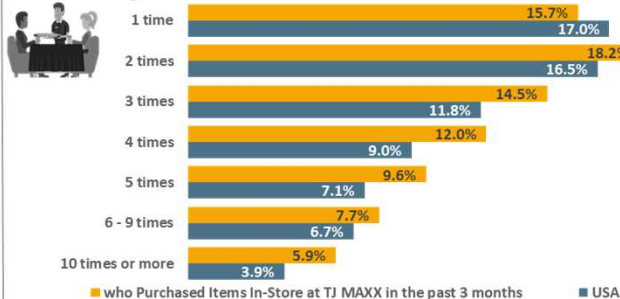
### Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 89.5%  
27,673,573

Avg. Monthly QSR Meals: 6.7  
218,723,595

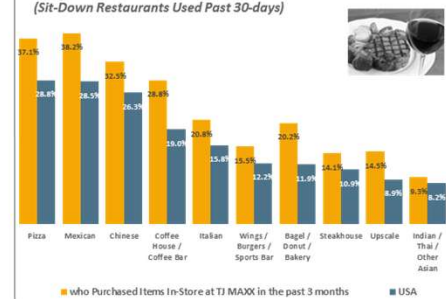
### Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users: 83.6%  
25,869,256

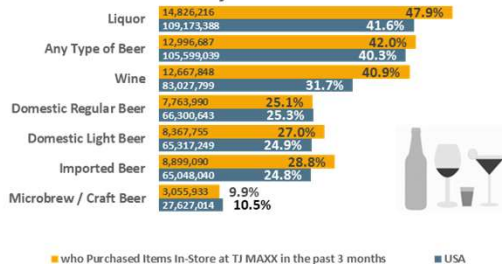
Avg. Monthly Sit-Down Restaurant Meals: 4.0  
188,675,722

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



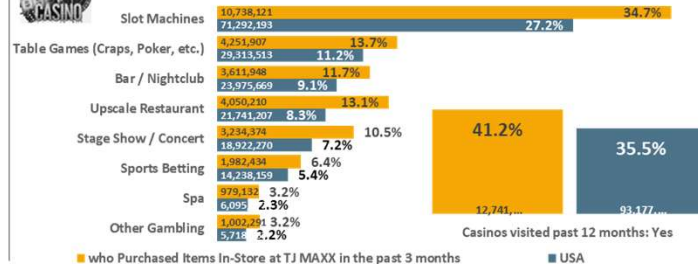
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)  
who Purchased Items In-Store at TJ MAXX in the past 3 months: 19.2%  
USA: 19.5%

### Drank Past 30-days: Adults 18 or older



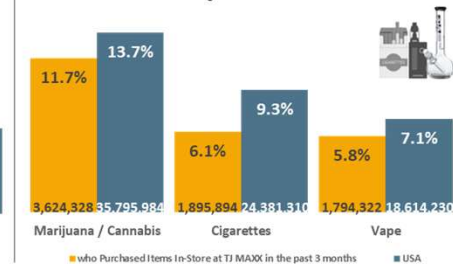
USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,385  
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### Past 12 months Casino Activities: Adults 18 or older



Casinos visited past 12 months: Yes  
12,741,100 (TJ MAXX) vs 93,177,000 (USA)

### Used Past 30-days: Adults 18 or older

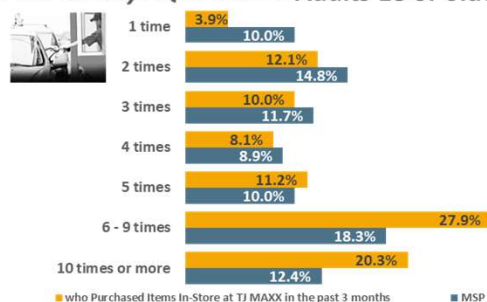


[[Major stores shopped in-store past 3 months: TJ Maxx AND Major stores bought past 3 months: TJ Maxx]]

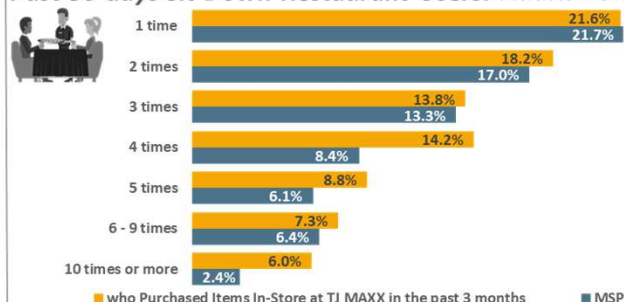


11.6% or 449,984 of MSP DMA Adults 18 or older Purchased Items In-Store at TJ MAXX in the past 3 months. Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months are 8.4% more likely to use QSRs past mo., 19.4% more likely to use Sit-Down Restaurants past mo., 38.4% more likely to use Casinos past yr., 22.9% less likely to smoke cigare

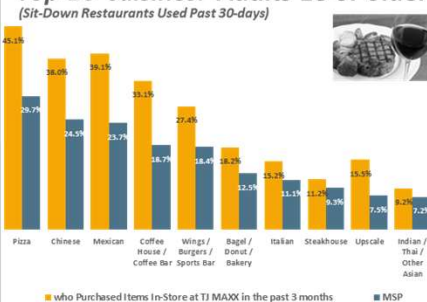
### Past 30-days QSR Users: Adults 18 or older



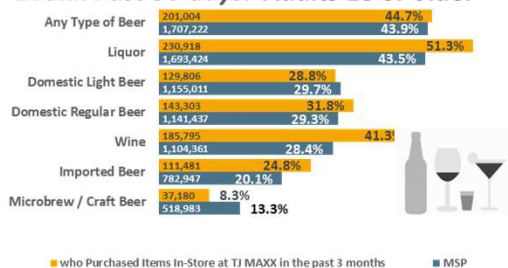
### Past 30-days Sit-Down Restaurant Users: Adults 18 or older



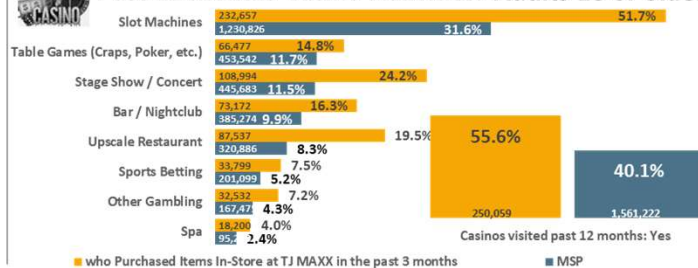
### Top-10 Cuisines: Adults 18 or older



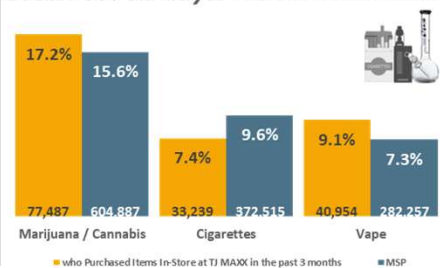
### Drank Past 30-days: Adults 18 or older



### Past 12 months Casino Activities: Adults 18 or older



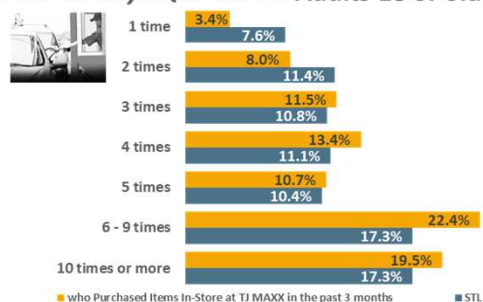
### Used Past 30-days: Adults 18 or older





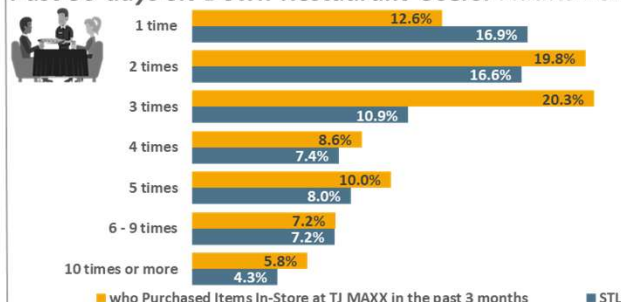
9.4% or 235,523 of STL DMA Adults 18 or older Purchased Items In-Store at TJ MAXX in the past 3 months. Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months are 3.5% more likely to use QSRs past mo., 18.2% more likely to use Sit-Down Restaurants past mo., 18.2% more likely to use Casinos past yr., 40.7% less likely to smoke cigare

### Past 30-days QSR Users: Adults 18 or older



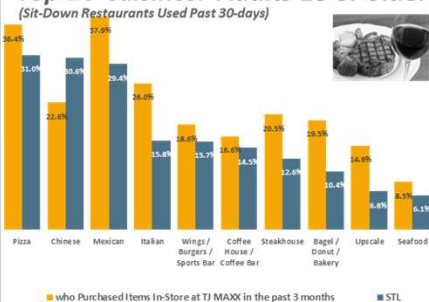
Total Monthly QSR Users: 88.9%  
 Avg. Monthly QSR Meals: 7.0

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



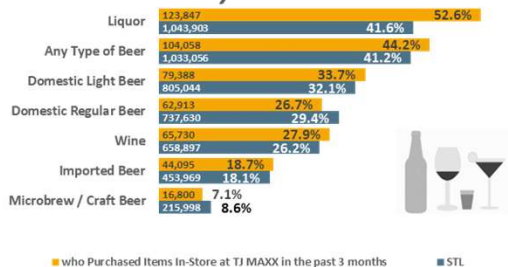
Total Monthly Sit-Down Restaurant Users: 84.2%  
 Avg. Monthly Sit-Down Restaurant Meals: 4.0

### Top-10 Cuisines: Adults 18 or older

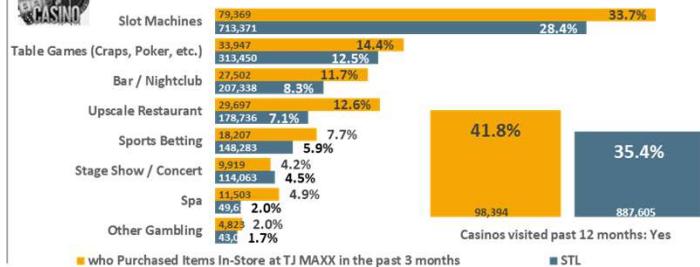


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)  
 who Purchased Items In-Store at TJ MAXX in the past 3 months: 28,086  
 STL: 451,148 (18.0%)

### Drank Past 30-days: Adults 18 or older

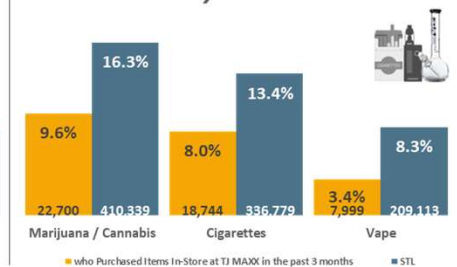


### Past 12 months Casino Activities: Adults 18 or older



Casinos visited past 12 months: Yes  
 98,394 (41.8%)  
 887,605 (35.4%)

### Used Past 30-days: Adults 18 or older

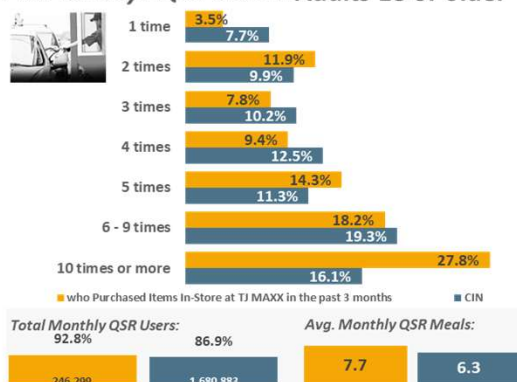




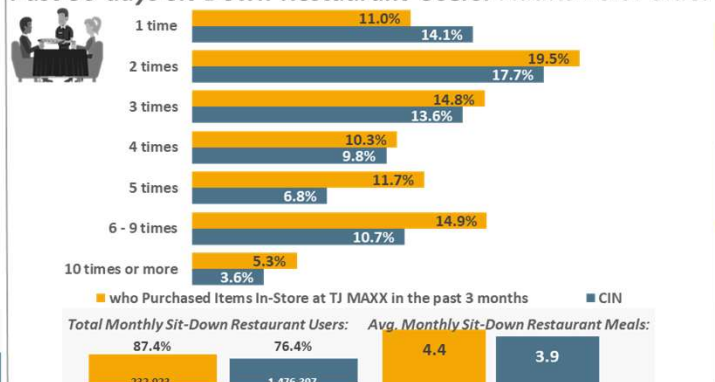


13.7% or 265,399 of CIN DMA Adults 18 or older Purchased Items In-Store at TJ MAXX in the past 3 months. Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months are 6.7% more likely to use QSRs past mo., 14.5% more likely to use Sit-Down Restaurants past mo., 1.7% more likely to use Casinos past yr., 44.4% less likely to smoke cigarette

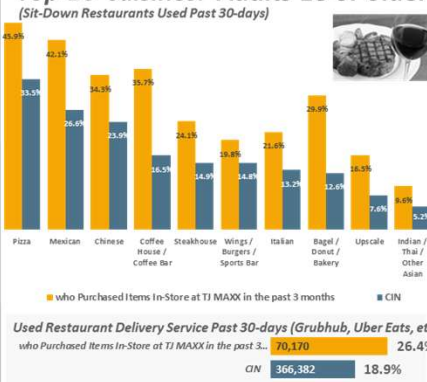
### Past 30-days QSR Users: Adults 18 or older



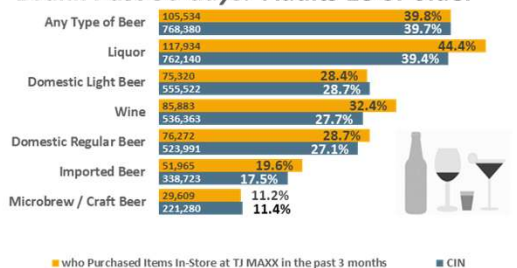
### Past 30-days Sit-Down Restaurant Users: Adults 18 or older



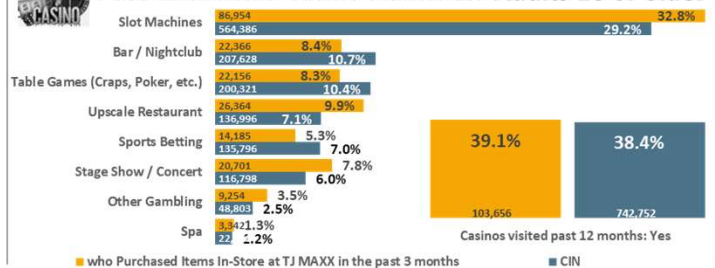
### Top-10 Cuisines: Adults 18 or older



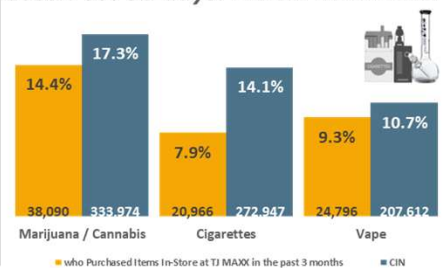
### Drank Past 30-days: Adults 18 or older



### Past 12 months Casino Activities: Adults 18 or older



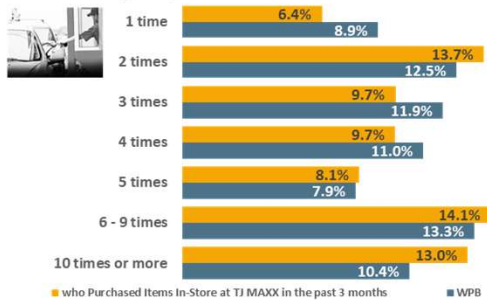
### Used Past 30-days: Adults 18 or older



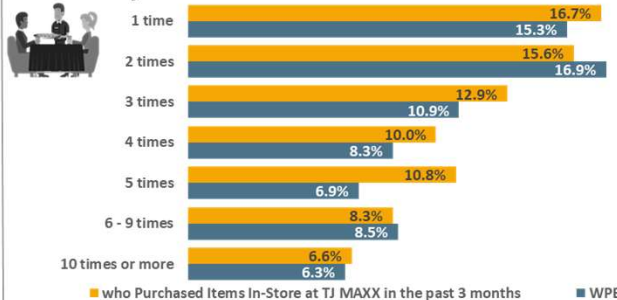


18.3% or 349,897 of WPB DMA Adults 18 or older Purchased Items In-Store at TJ MAXX in the past 3 months. Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months are 1.5% less likely to use QSRs past mo., 10.5% more likely to use Sit-Down Restaurants past mo., .2% less likely to use Casinos past yr., 37.9% less likely to smoke cigarett

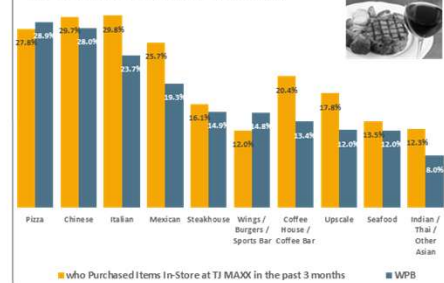
### Past 30-days QSR Users: Adults 18 or older



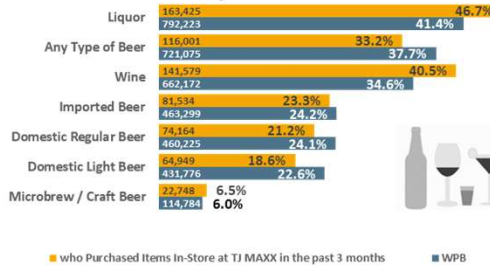
### Past 30-days Sit-Down Restaurant Users: Adults 18 or older



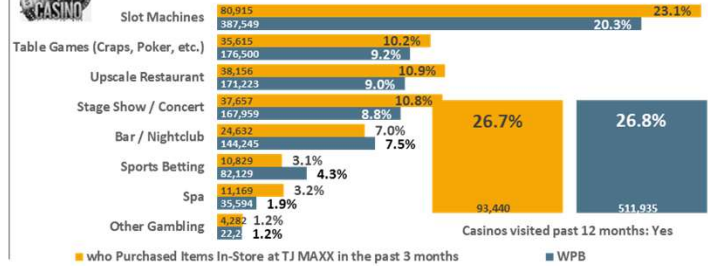
### Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



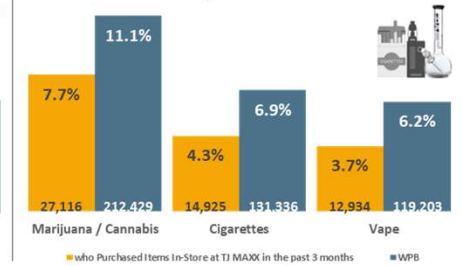
### Drank Past 30-days: Adults 18 or older



### Past 12 months Casino Activities: Adults 18 or older



### Used Past 30-days: Adults 18 or older





11.8% or 30,935,674 of USA Adults 18 or older Purchased Items In-Store at TJ MAXX in the past 3 months. Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months are 12.6% more likely to have a 401K, 21.6% more likely to have an Auto Loan, 10.2% more likely to Invest/Trade Stocks Online, 6.7% more likely to pay with their Debit Card.



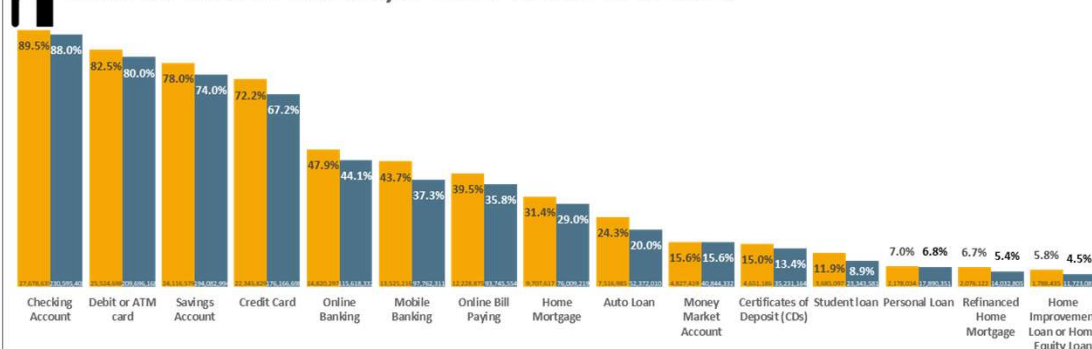
### Investments Owned: Adults 18 or older



who Purchased Items In-Store at TJ MAXX in the past 3 months USA



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



who Purchased Items In-Store at TJ MAXX in the past 3 months USA

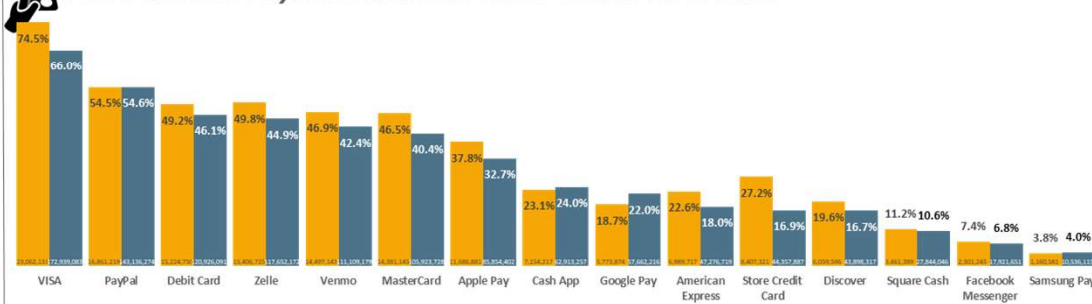
### Professional Services Used\*: Adults 18 or older



who Purchased Items In-Store at TJ MAXX in the past 3 months USA



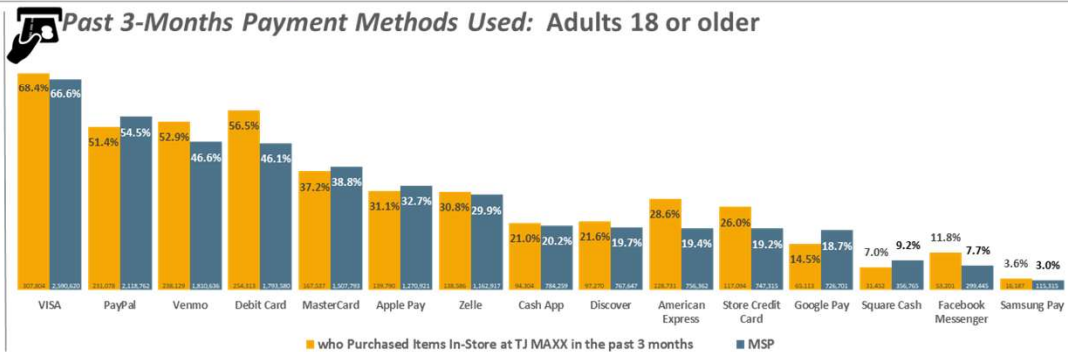
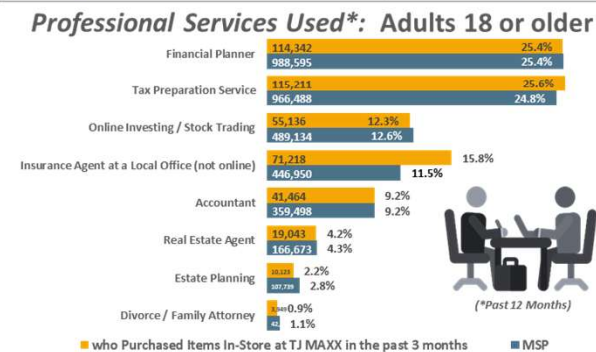
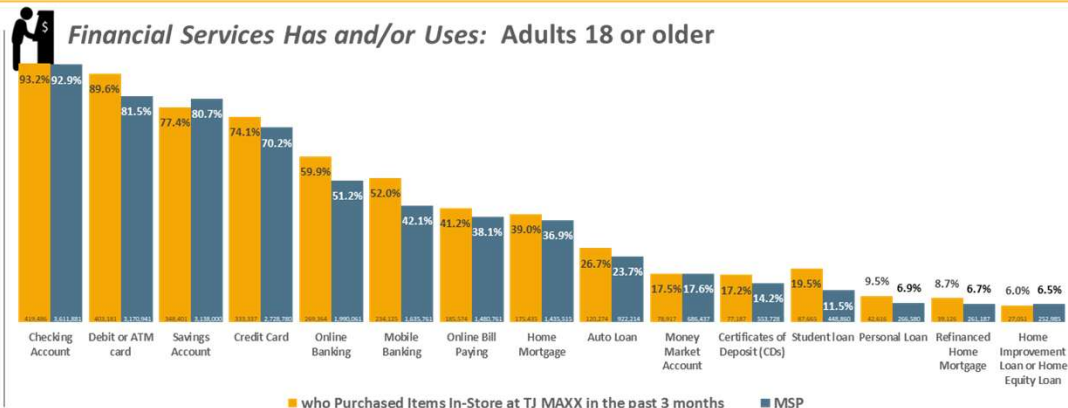
### Past 3-Months Payment Methods Used: Adults 18 or older



who Purchased Items In-Store at TJ MAXX in the past 3 months USA



11.6% or 449,984 of MSP DMA Adults 18 or older Purchased Items In-Store at TJ MAXX in the past 3 months. Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months are 10.6% more likely to have a 401K, 12.7% more likely to have an Auto Loan, 2.6% less likely to Invest/Trade Stocks Online, 22.6% more likely to pay with their Debit Card.







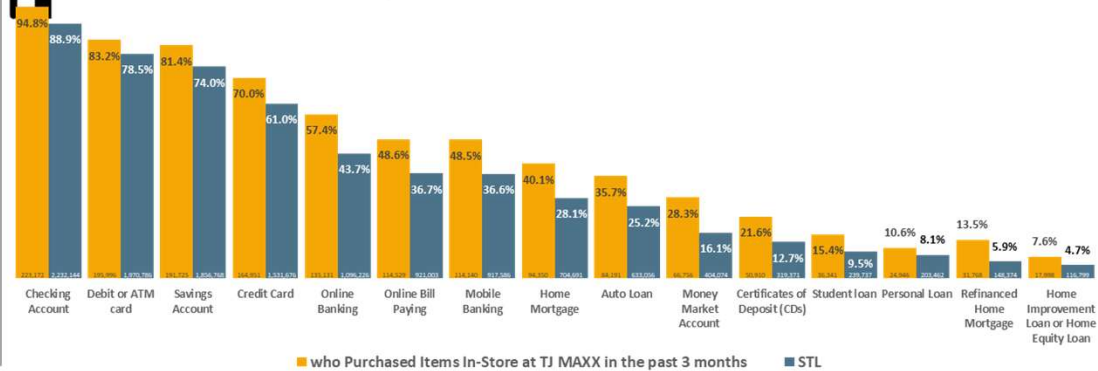
9.4% or 235,523 of STL DMA Adults 18 or older Purchased Items In-Store at TJ MAXX in the past 3 months. Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months are 28% more likely to have a 401K, 41.8% more likely to have an Auto Loan, 16.6% more likely to Invest/Trade Stocks Online, 11.9% less likely to pay with their Debit Card.



### Investments Owned: Adults 18 or older



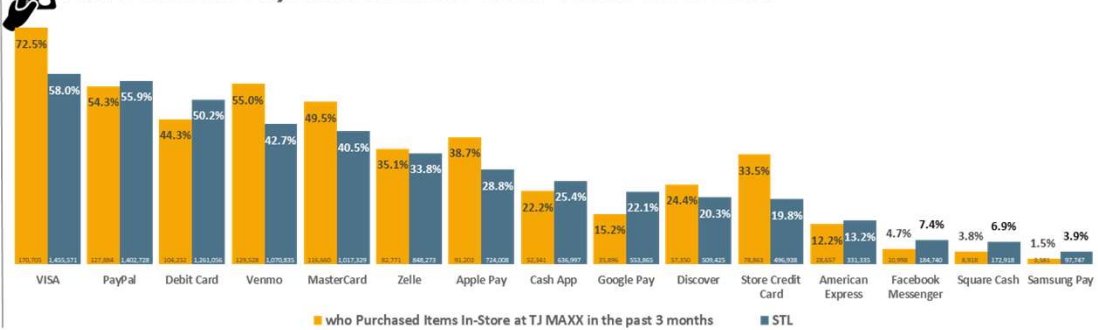
### Financial Services Has and/or Uses: Adults 18 or older



### Professional Services Used\*: Adults 18 or older



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

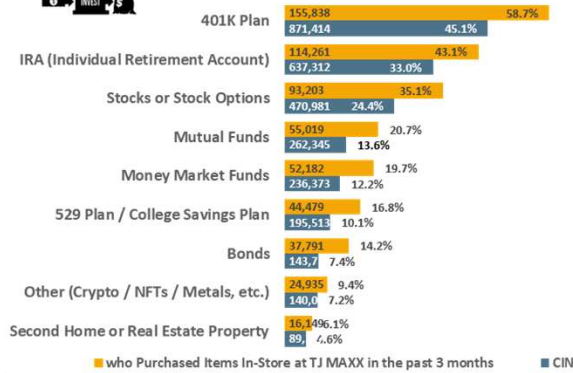




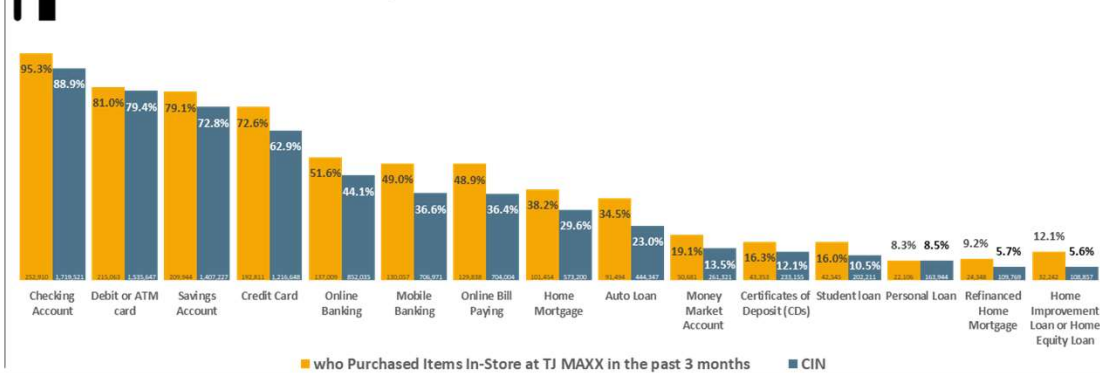
13.7% or 265,399 of CIN DMA Adults 18 or older Purchased Items In-Store at TJ MAXX in the past 3 months. Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months are 30.3% more likely to have a 401K, 50.% more likely to have an Auto Loan, 48.5% more likely to Invest/Trade Stocks Online, 9.5% less likely to pay with their Debit Card.



### Investments Owned: Adults 18 or older



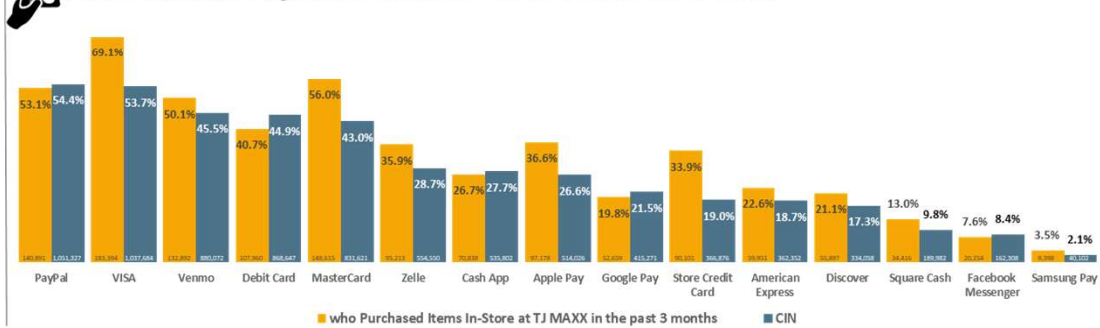
### Financial Services Has and/or Uses: Adults 18 or older



### Professional Services Used\*: Adults 18 or older



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

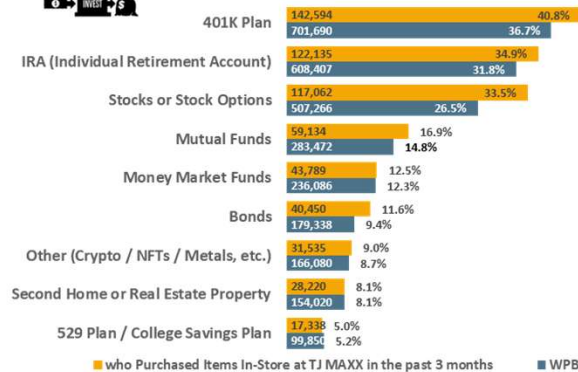




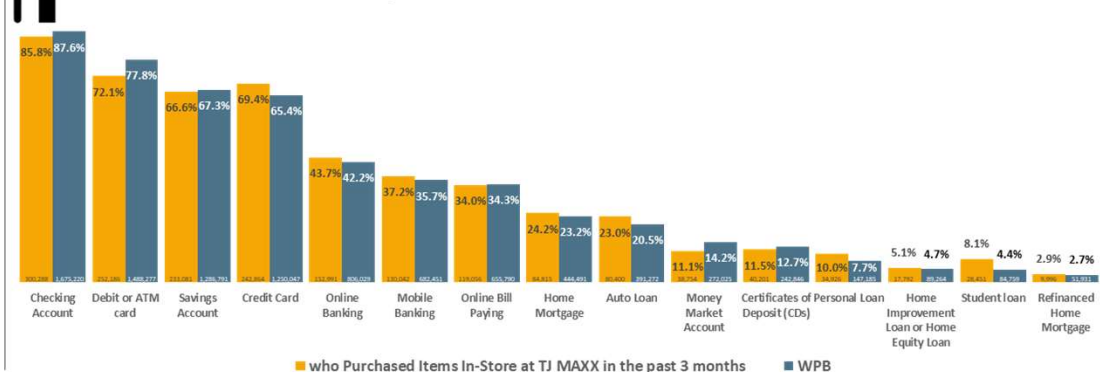
18.3% or 349,897 of WPB DMA Adults 18 or older Purchased Items In-Store at TJ MAXX in the past 3 months. Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months are 11.1% more likely to have a 401K, 12.3% more likely to have an Auto Loan, 15.6% more likely to Invest/Trade Stocks Online, 11.1% less likely to pay with their Debit Card.



### Investments Owned: Adults 18 or older



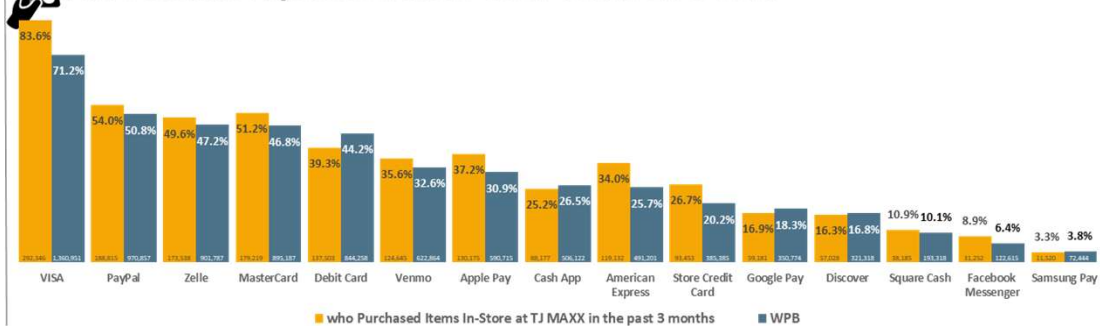
### Financial Services Has and/or Uses: Adults 18 or older



### Professional Services Used\*: Adults 18 or older

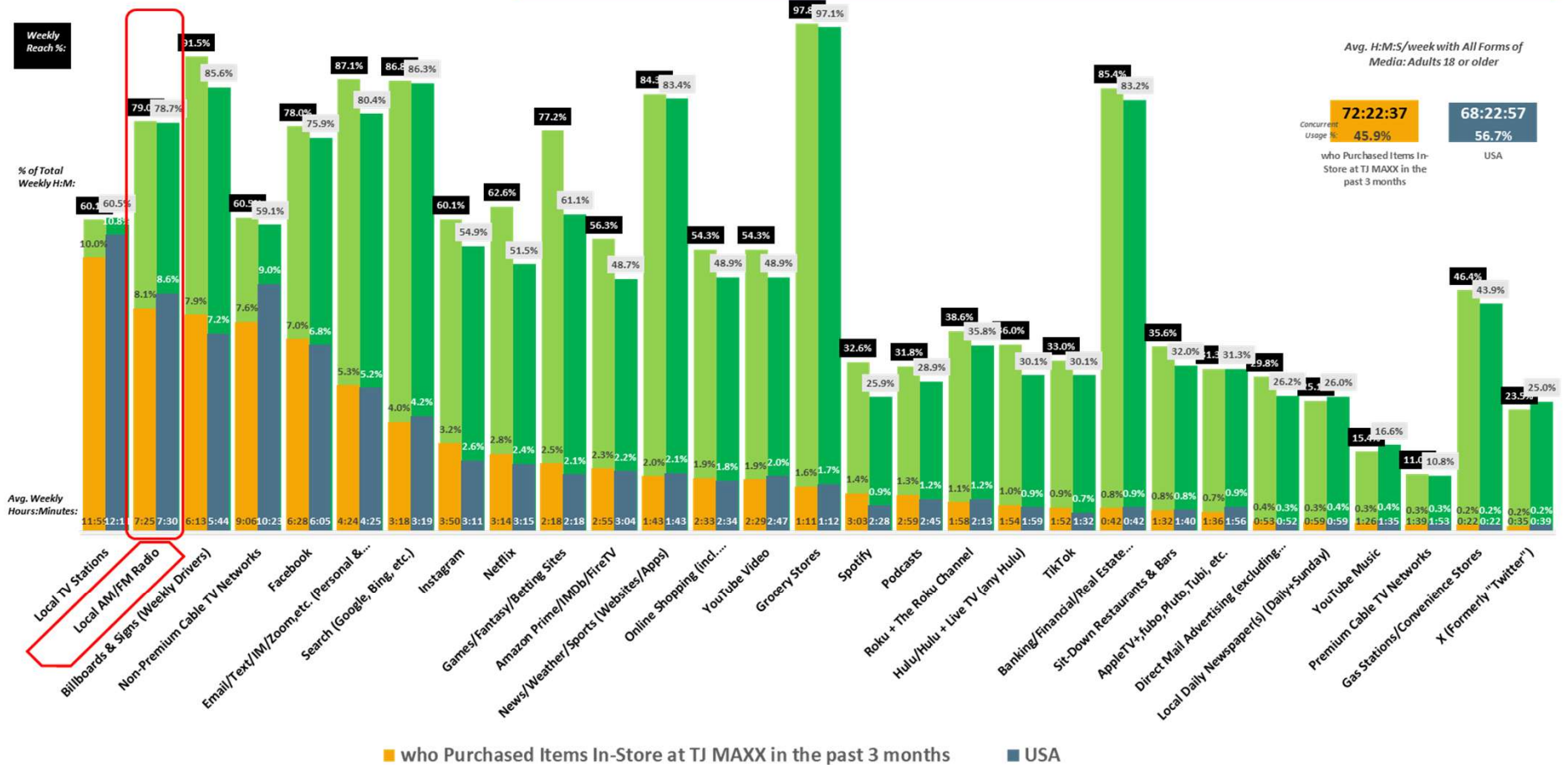


### Past 3-Months Payment Methods Used: Adults 18 or older





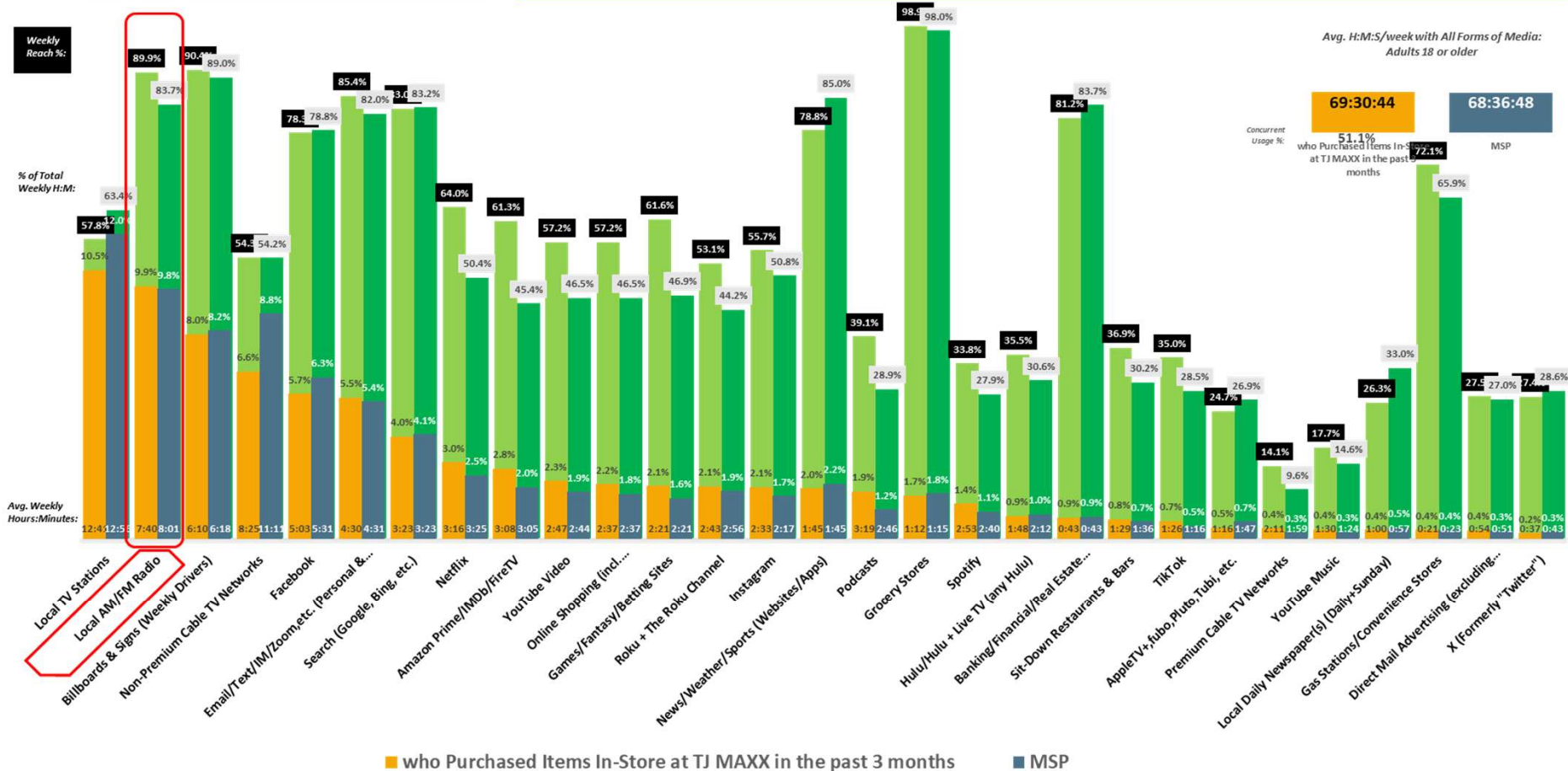
Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months spend an average of 3 days, 0 hours, 22 minutes and 37 seconds each week with All Forms of Media.  
 79.% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months spend an avg. of 7 hours and 25 minutes each week listening to All Local AM/FM Radio, representing 8.1% of total time spent with all forms of Media.







Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months spend an average of 2 days, 21 hours, 30 minutes and 44 seconds each week with All Forms of Media.  
 89.9% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months spend an avg. of 7 hours and 40 minutes each week listening to All Local AM/FM Radio, representing 9.9% of total time spent with all forms of Media.

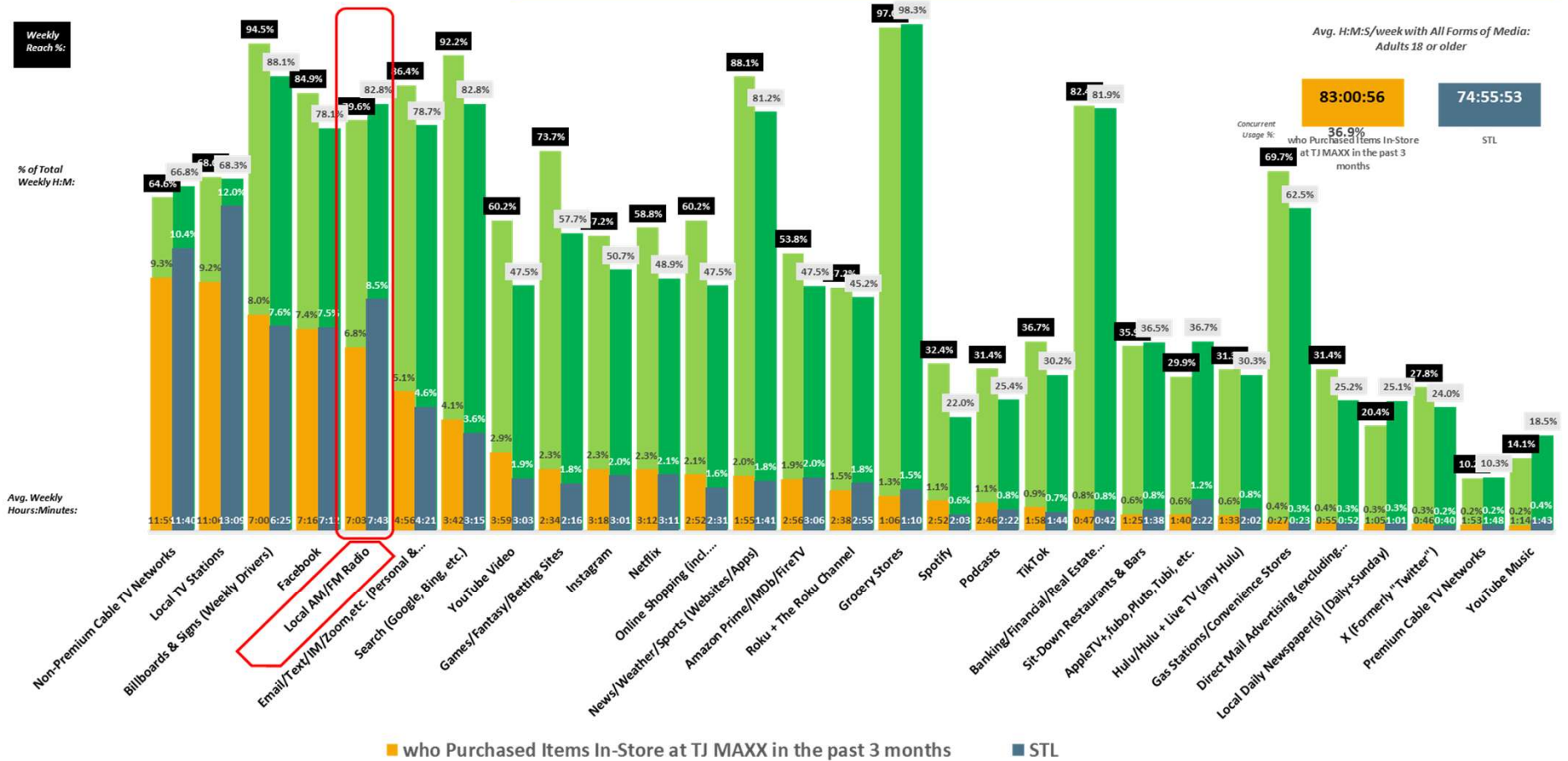


Avg. H:M:S/week with All Forms of Media:  
 Adults 18 or older

Concurrent Usage %:  
 who Purchased Items In-Store at TJ MAXX in the past 3 months: 51.1%  
 MSP: 68:36:48

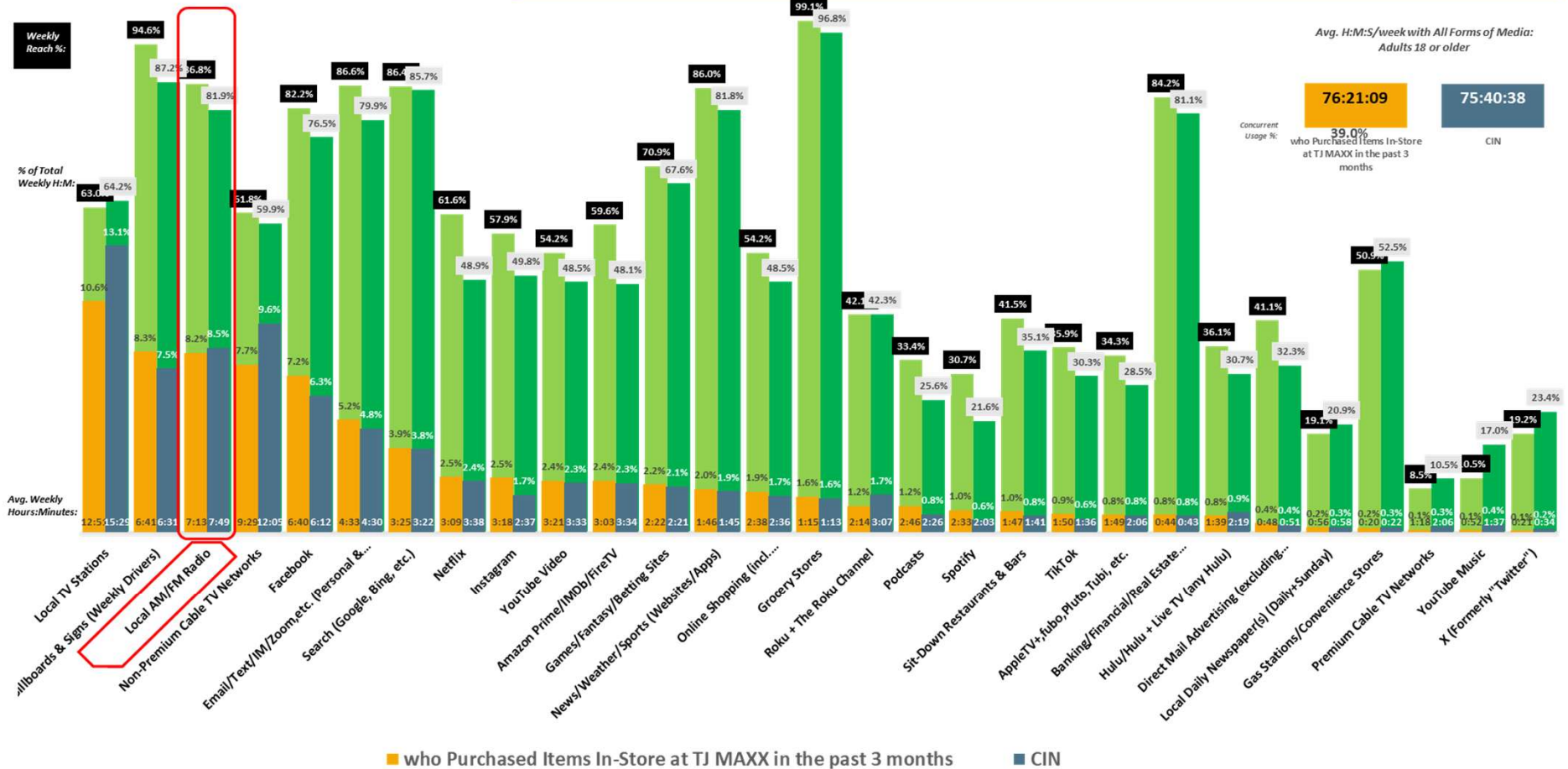


Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months spend an average of 3 days, 11 hours, 0 minutes and 56 seconds each week with All Forms of Media.  
 79.6% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months spend an avg. of 7 hours and 3 minutes each week listening to All Local AM/FM Radio, representing 6.8% of total time spent with all forms of Media.



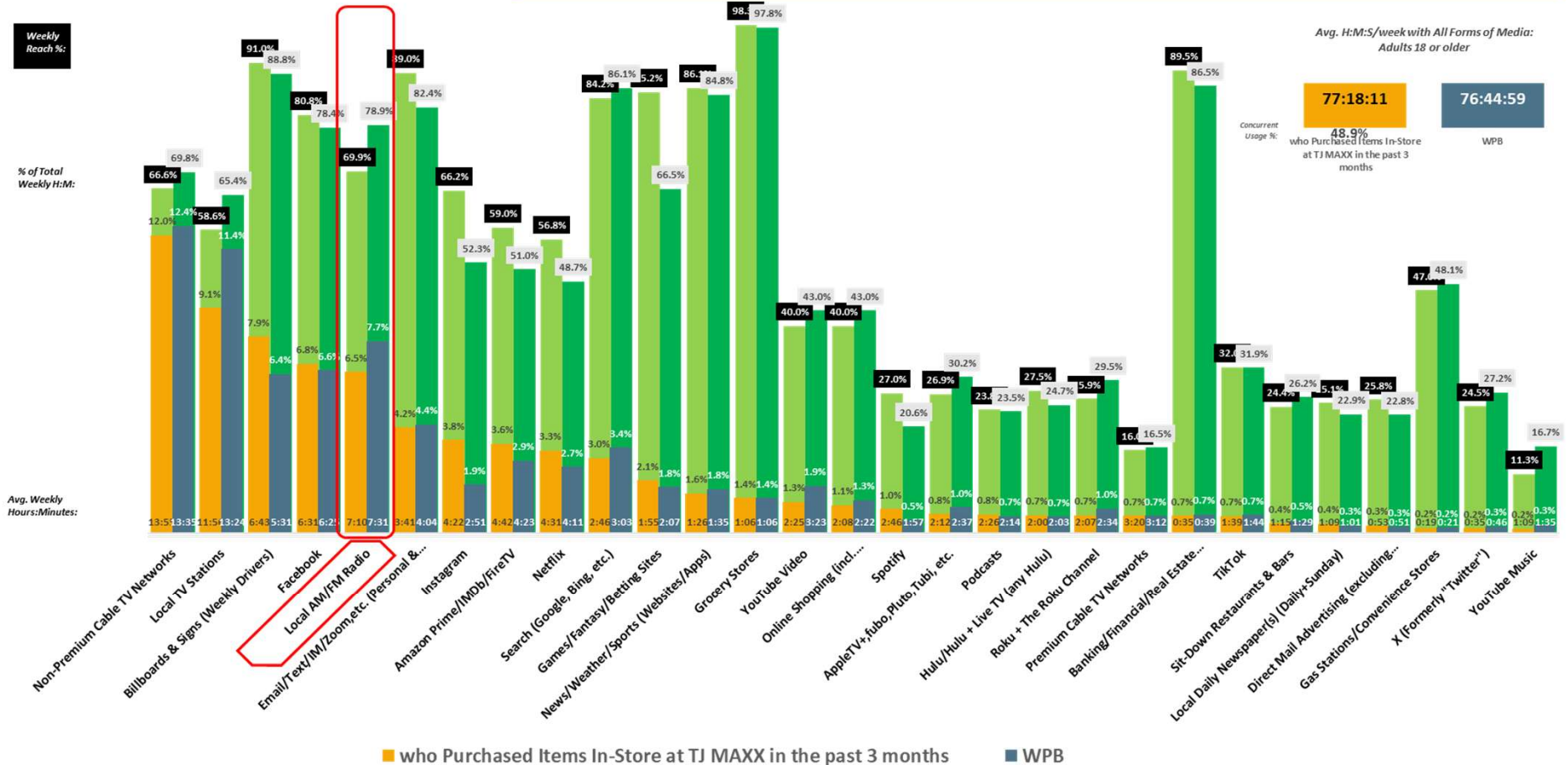


Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months spend an average of 3 days, 4 hours, 21 minutes and 9 seconds each week with All Forms of Media.  
 86.8% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months spend an avg. of 7 hours and 13 minutes each week listening to All Local AM/FM Radio, representing 8.2% of total time spent with all forms of Media.





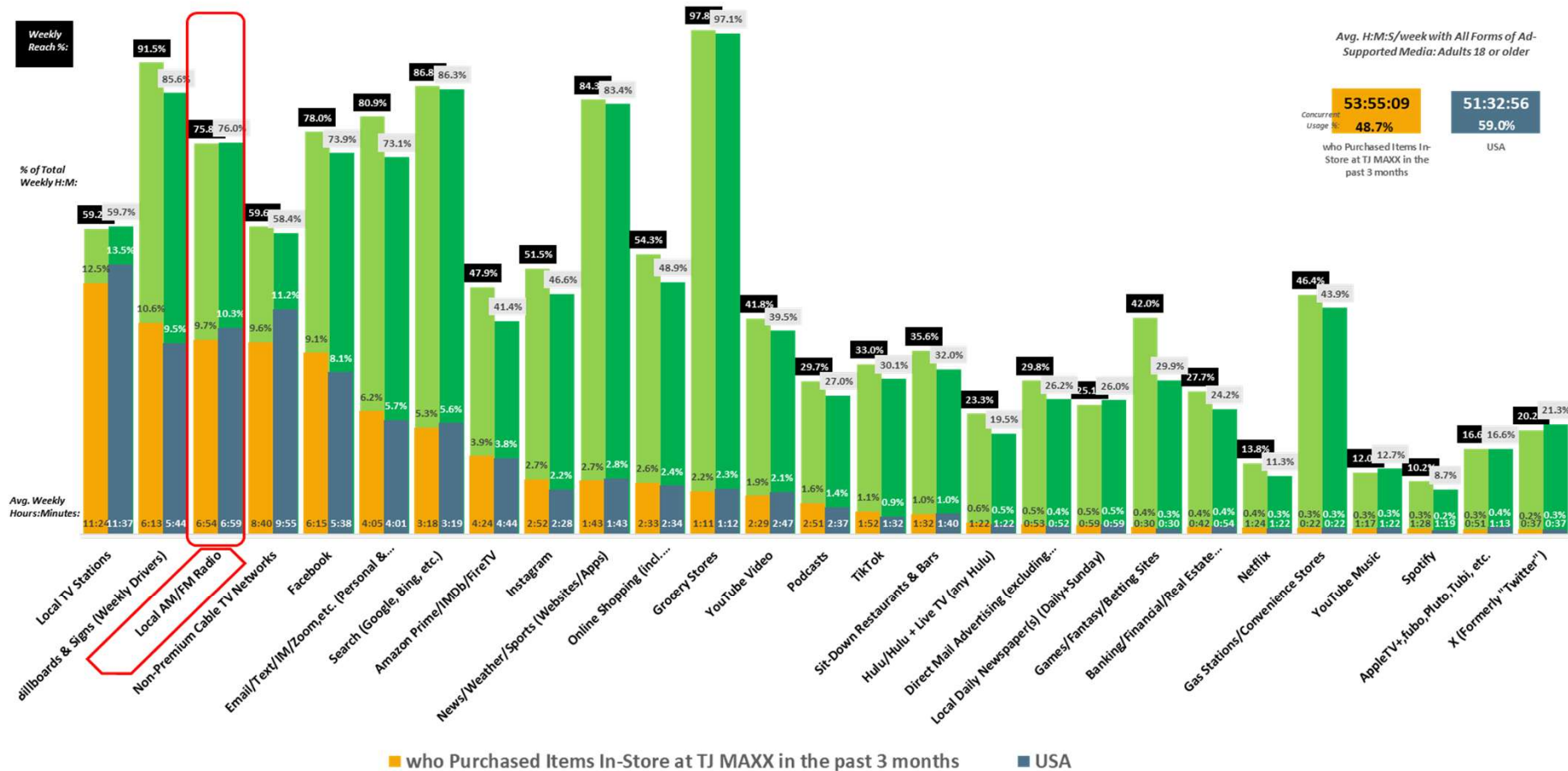
Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months spend an average of 3 days, 5 hours, 18 minutes and 11 seconds each week with All Forms of Media.  
 69.9% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months spend an avg. of 7 hours and 10 minutes each week listening to All Local AM/FM Radio, representing 6.5% of total time spent with all forms of Media.





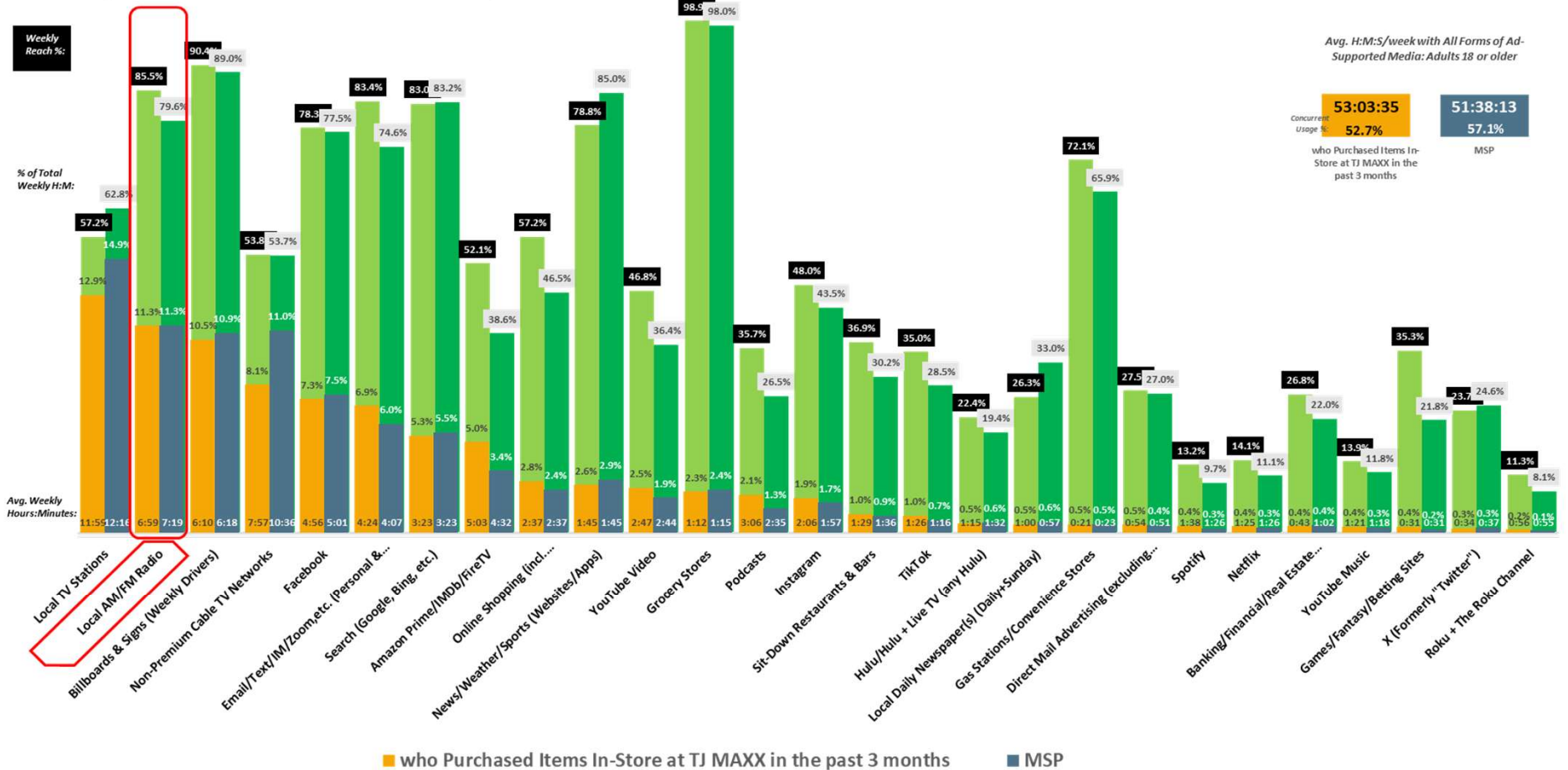


Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months spend an average of 2 days, 5 hours, 55 minutes and 9 seconds each week with All Forms of Ad-Supported Media.  
 75.8% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months spend an avg. of 6 hours and 54 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.7% of total time spent with all forms of Ad-Supported Media





Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months spend an average of 2 days, 5 hours, 3 minutes and 35 seconds each week with All Forms of Ad-Supported Media.  
 85.5% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months spend an avg. of 6 hours and 59 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.3% of total time spent with all forms of Ad-Supported M



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

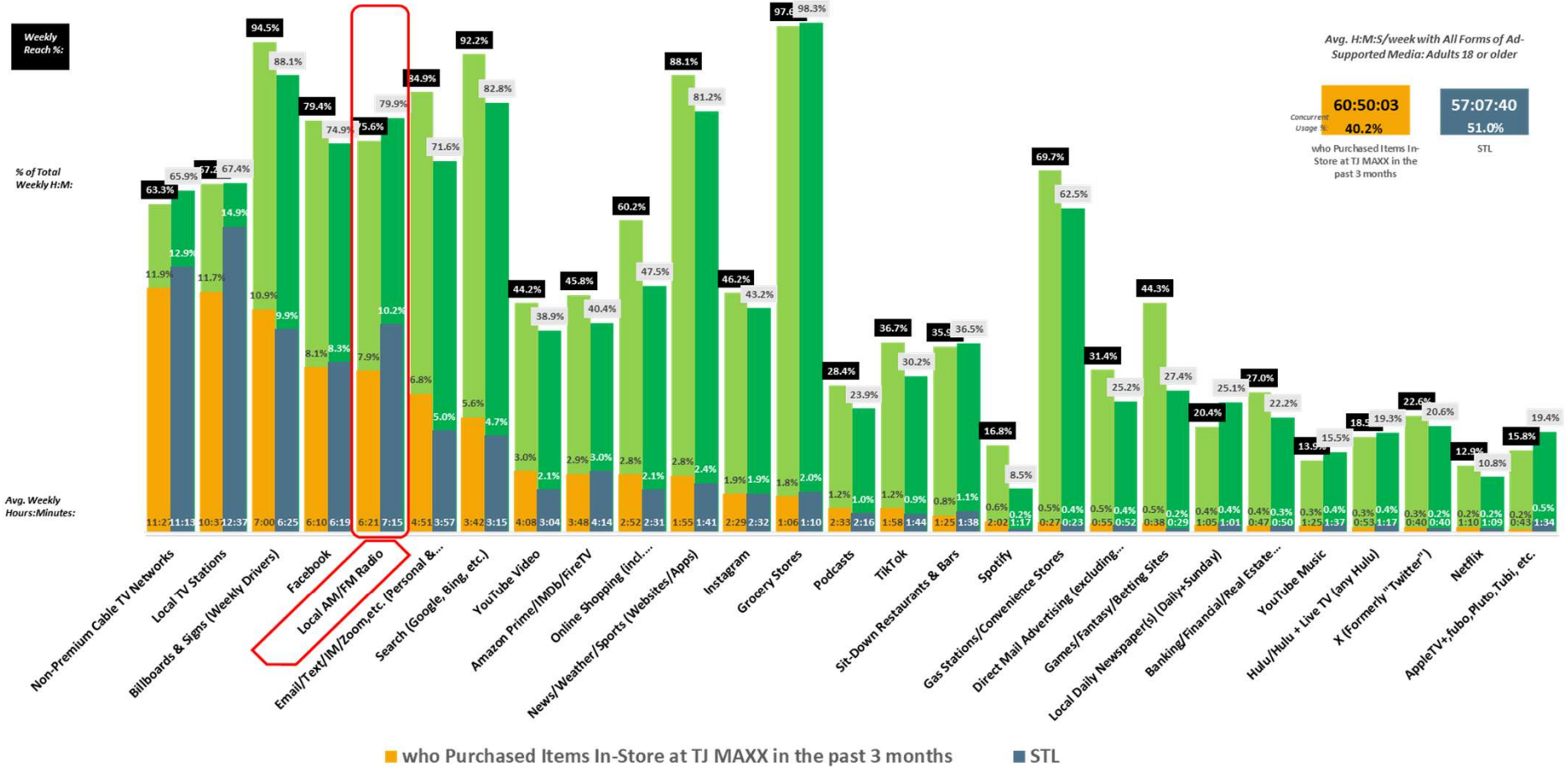
Concurrent Usage %: 53:03:35 (52.7%)

who Purchased Items In-Store at TJ MAXX in the past 3 months

MSP: 51:38:13 (57.1%)



Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months spend an average of 2 days, 12 hours, 50 minutes and 3 seconds each week with All Forms of Ad-Supported Media.  
 75.6% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months spend an avg. of 6 hours and 21 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 7.9% of total time spent with all forms of Ad-Supported Me



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

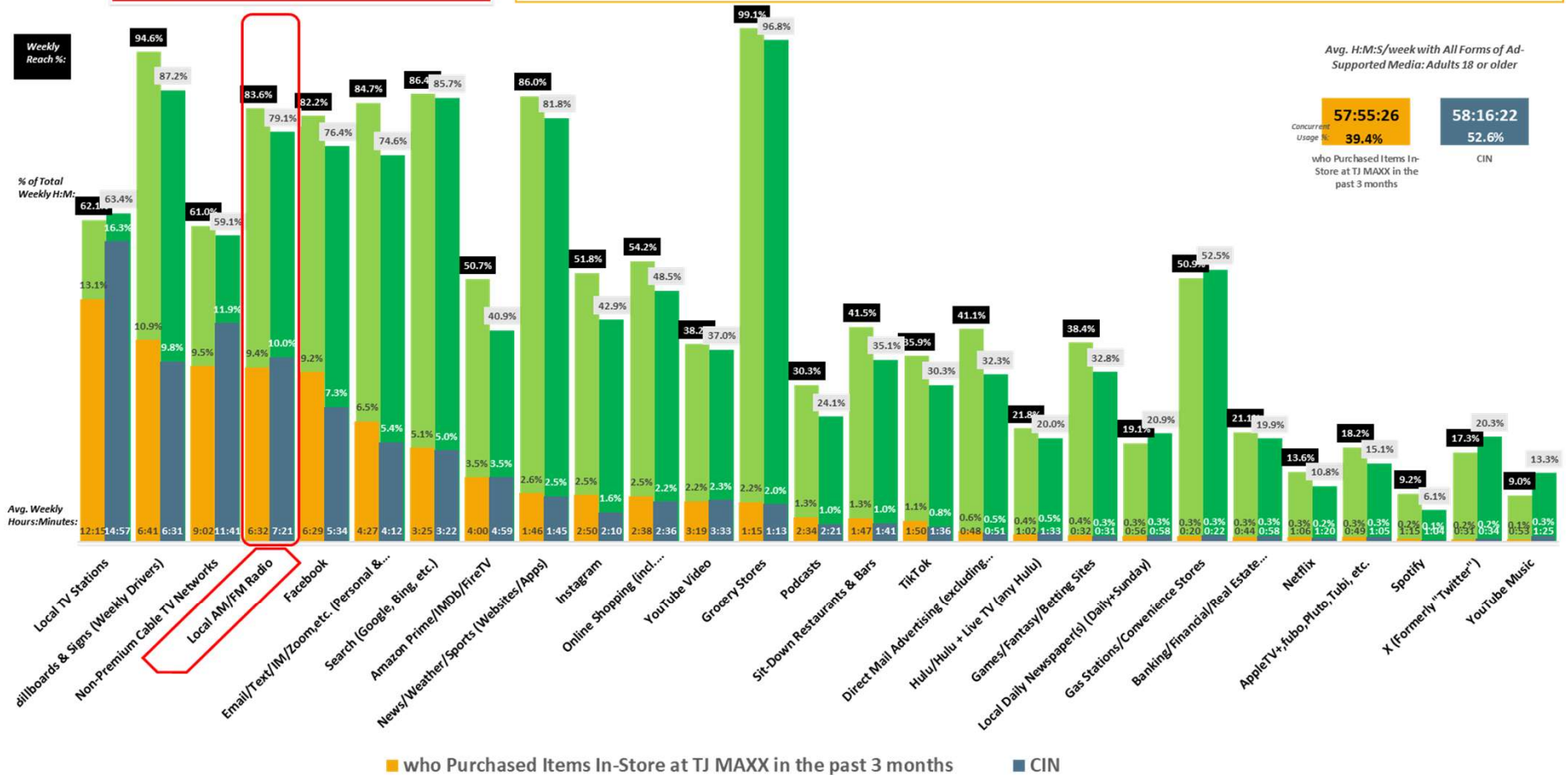
**60:50:03**  
 Concurrent Usage %  
 40.2%  
 who Purchased Items In-Store at TJ MAXX in the past 3 months

**57:07:40**  
 STL



Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months spend an average of 2 days, 9 hours, 55 minutes and 26 seconds each week with All Forms of Ad-Supported Media.

83.6% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months spend an avg. of 6 hours and 32 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.4% of total time spent with all forms of Ad-Supported Me



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

Concurrent Usage %: 57:55:26 (39.4%)

CIN: 58:16:22 (52.6%)

who Purchased Items In-Store at TJ MAXX in the past 3 months

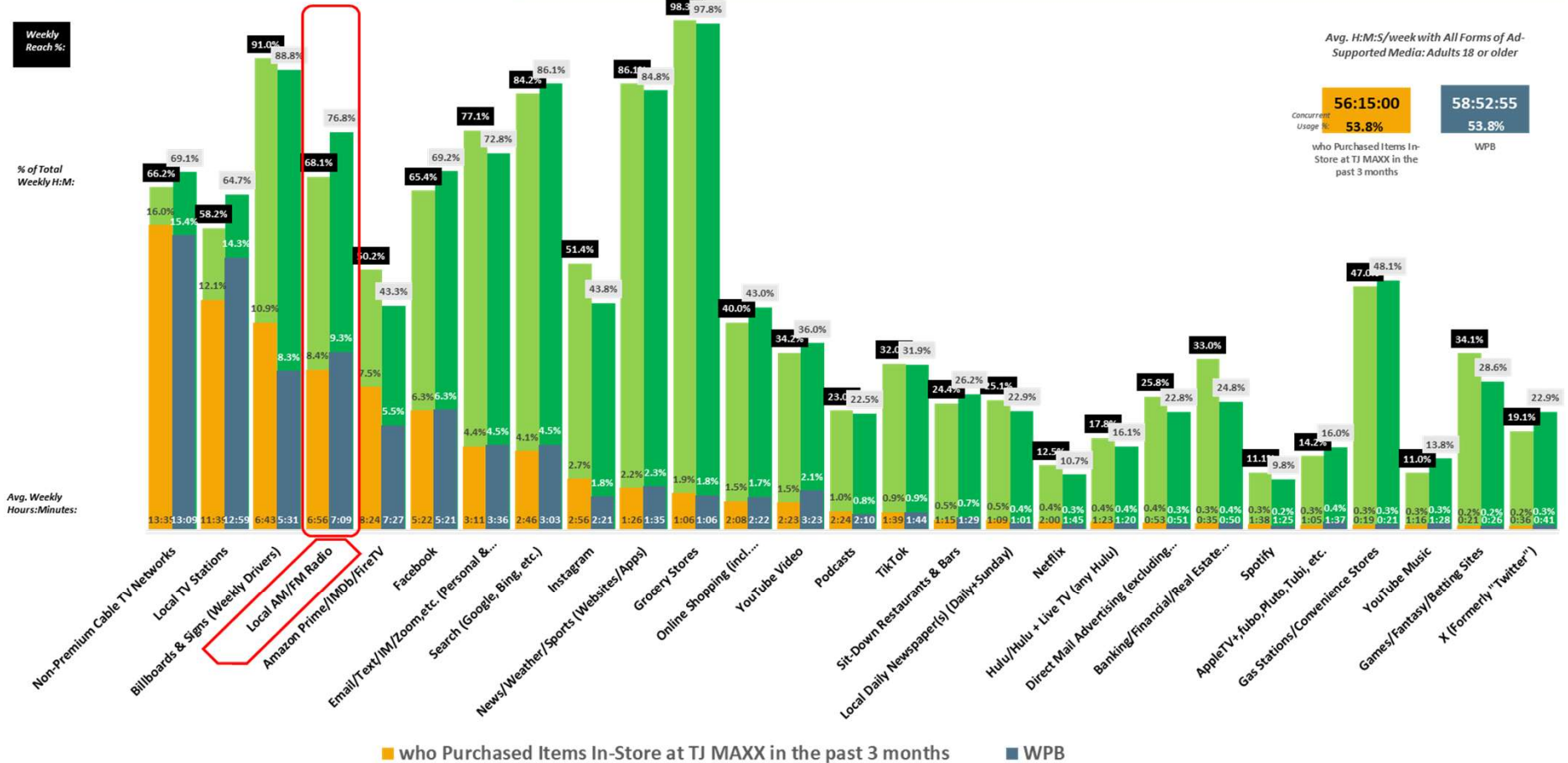


Share of Everything for Anything.





Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months spend an average of 2 days, 8 hours, 15 minutes and 0 seconds each week with All Forms of Ad-Supported Media.  
 68.1% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months spend an avg. of 6 hours and 56 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.4% of total time spent with all forms of Ad-Supported Media

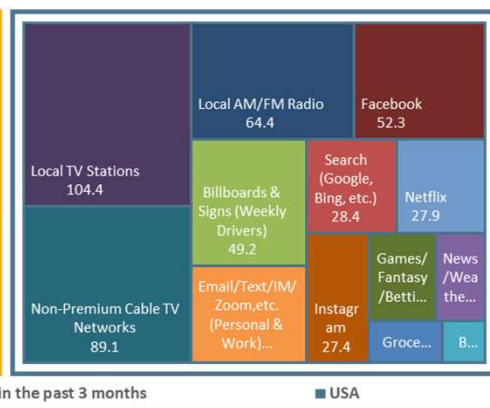
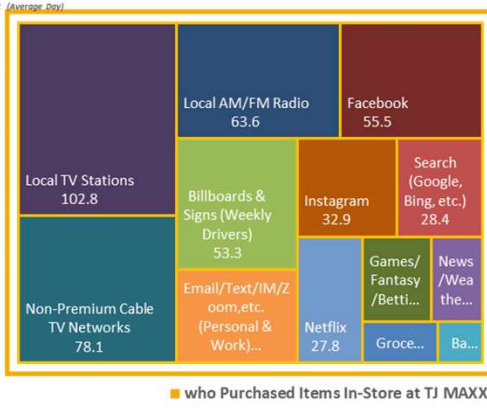
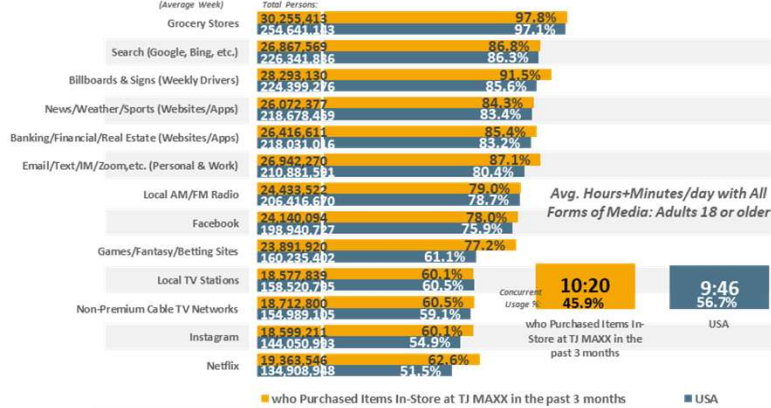




Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months spend an average of 7 hours and 42 minutes each day with All Forms of Ad-Supported Media. 75.8% listen to Local AM/FM Radio for an avg. of 59.3 minutes/day. (Local Radio delivers 9.7% of Time with Ad-Supported Media.)

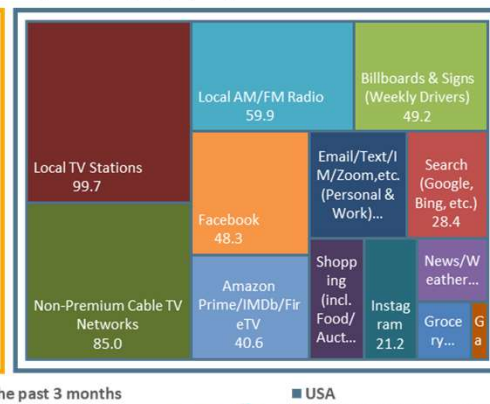
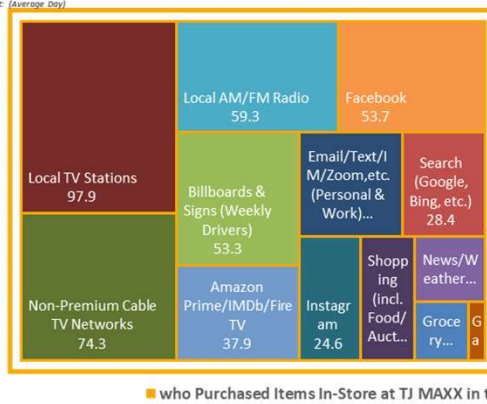
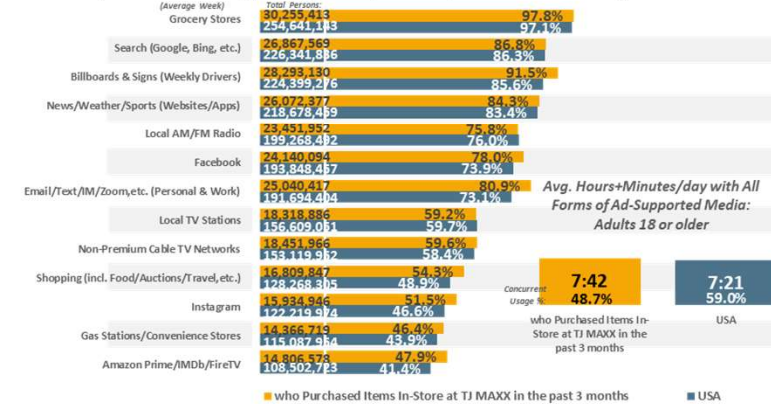
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,385  
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

soefa.ai Share of Everything for Anything

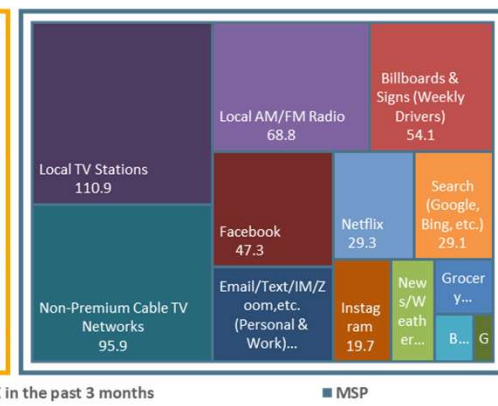
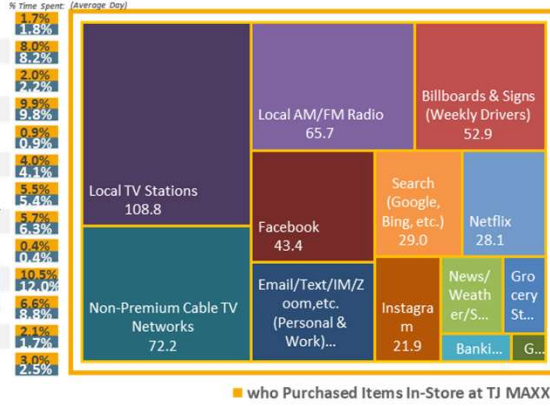
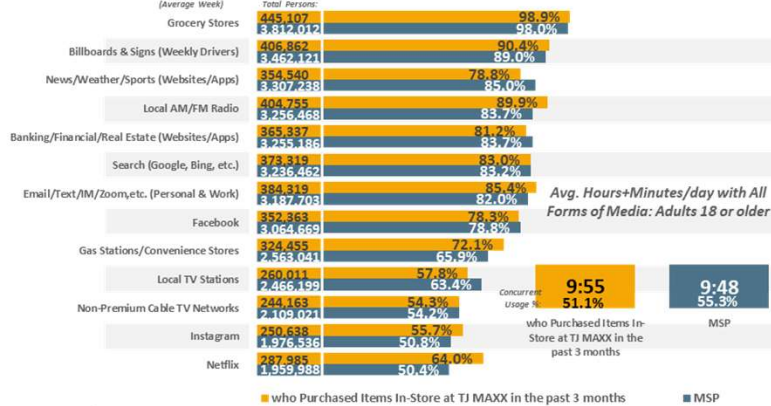
[[Major stores shopped in-store past 3 months: TJ Maxx AND Major stores bought past 3 months: TJ Maxx]]



Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months spend an average of 7 hours and 34 minutes each day with All Forms of Ad-Supported Media. 85.5% listen to Local AM/FM Radio for an avg. of 59.9 minutes/day. (Local Radio delivers 11.3% of Time with Ad-Supported Media.)

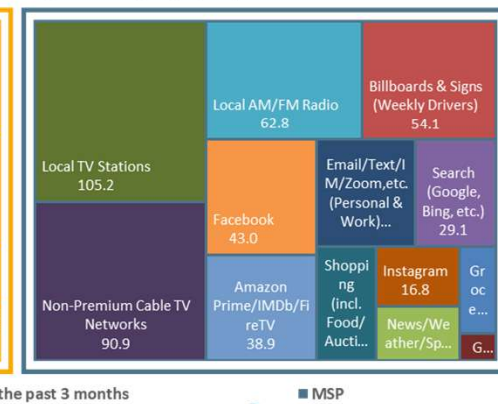
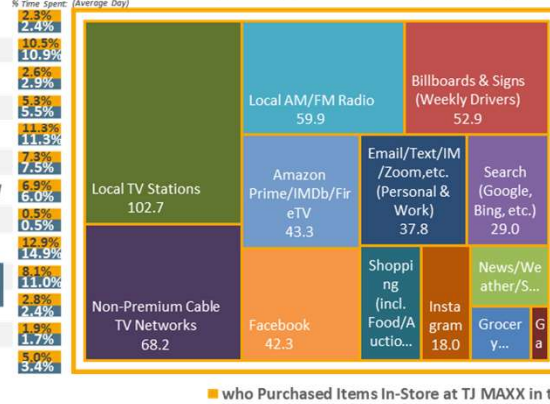
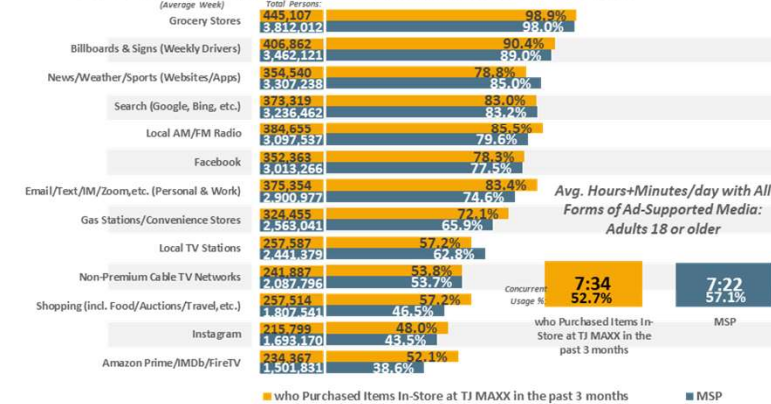
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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



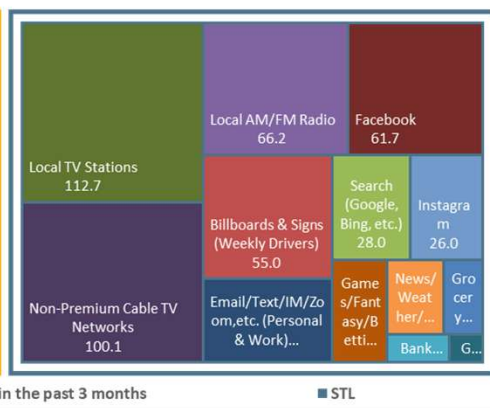
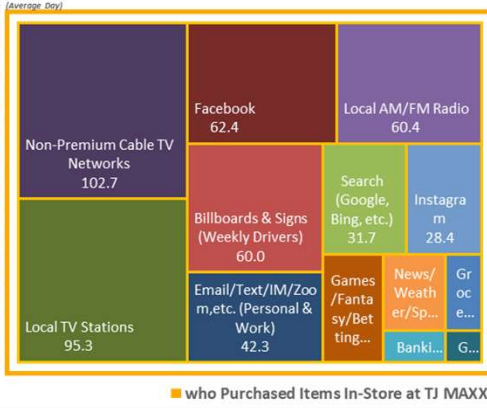
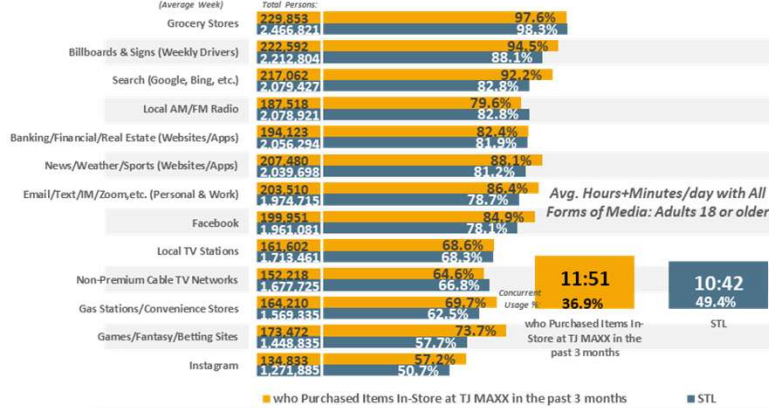




Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months spend an average of 8 hours and 41 minutes each day with All Forms of Ad-Supported Media. 75.6% listen to Local AM/FM Radio for an avg. of 54.5 minutes/day. (Local Radio delivers 7.9% of Time with Ad-Supported Media.)

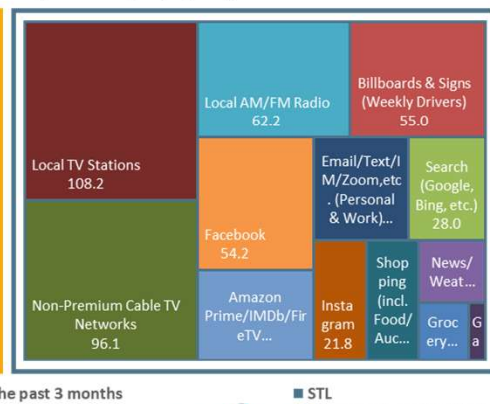
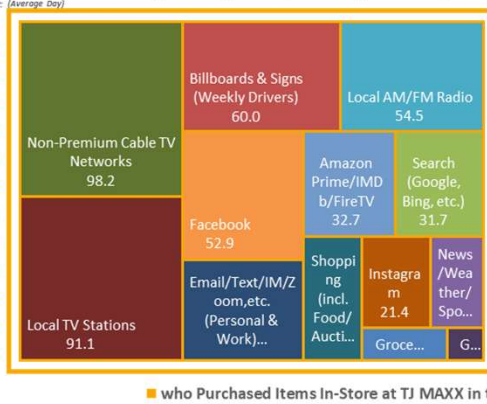
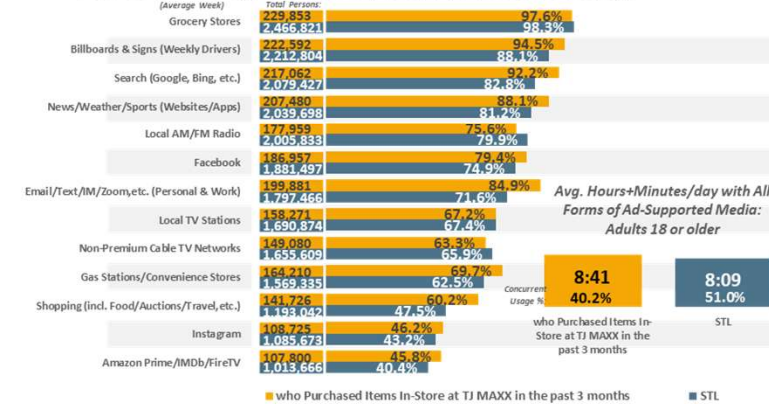
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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



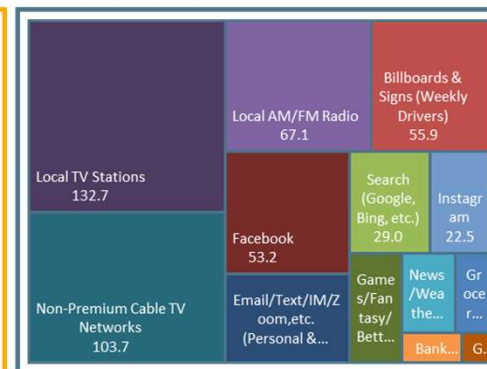
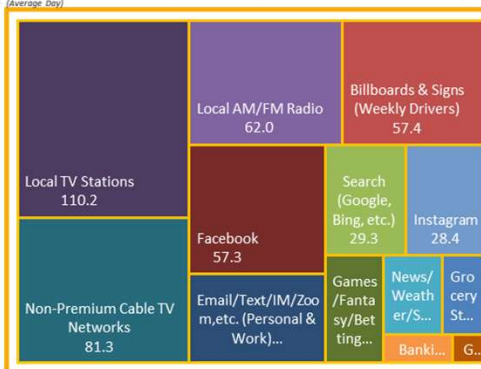
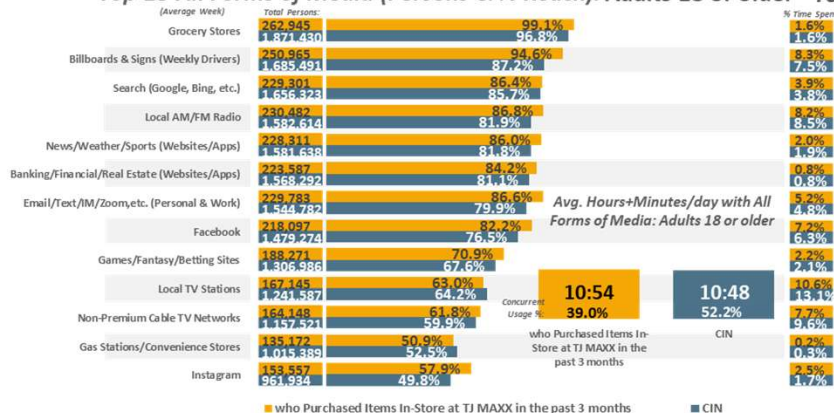




Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months spend an average of 8 hours and 16 minutes each day with All Forms of Ad-Supported Media. 83.6% listen to Local AM/FM Radio for an avg. of 56. minutes/day. (Local Radio delivers 9.4% of Time with Ad-Supported Media.)

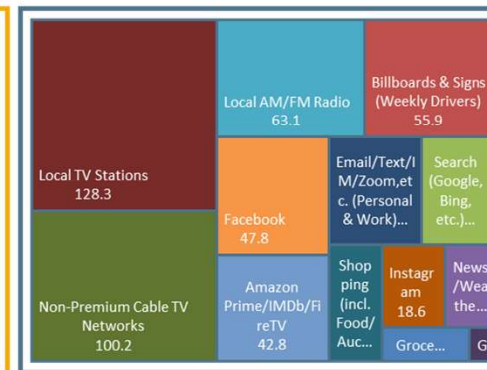
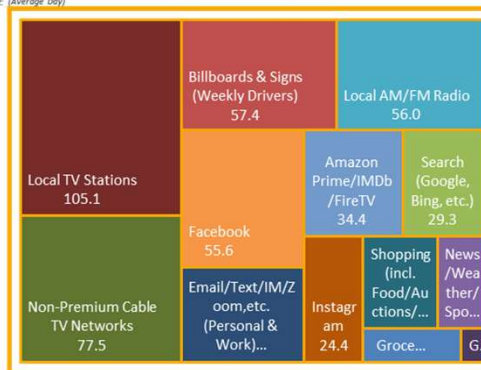
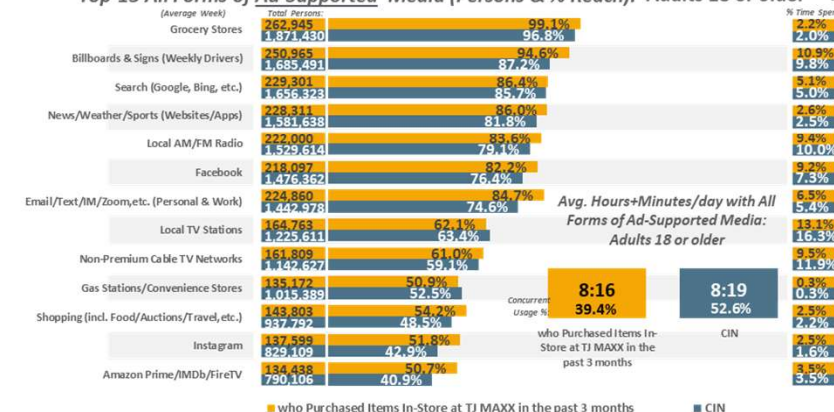
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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

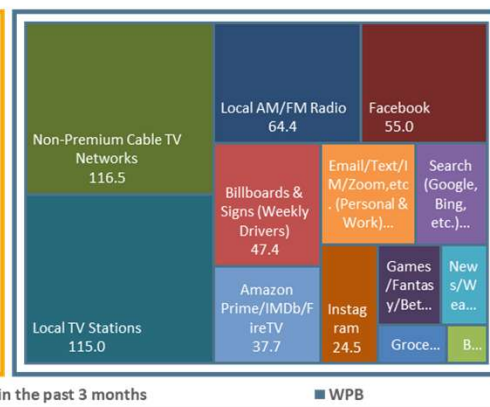
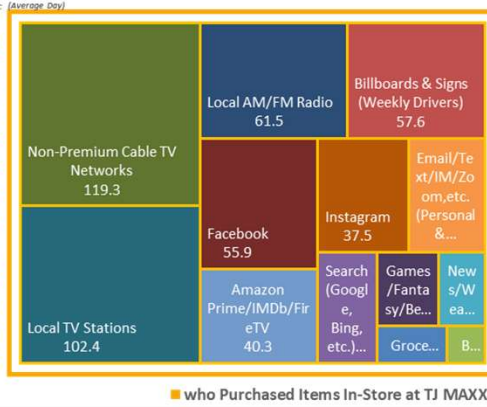
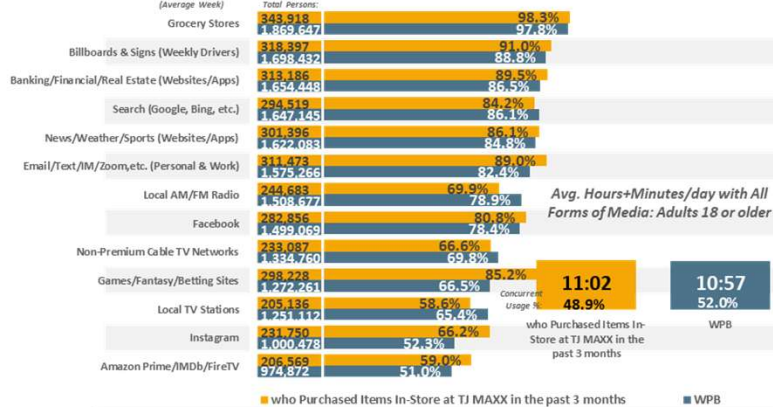




Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months spend an average of 8 hours and 2 minutes each day with All Forms of Ad-Supported Media. 68.1% listen to Local AM/FM Radio for an avg. of 59.4 minutes/day. (Local Radio delivers 8.4% of Time with Ad-Supported Media.)

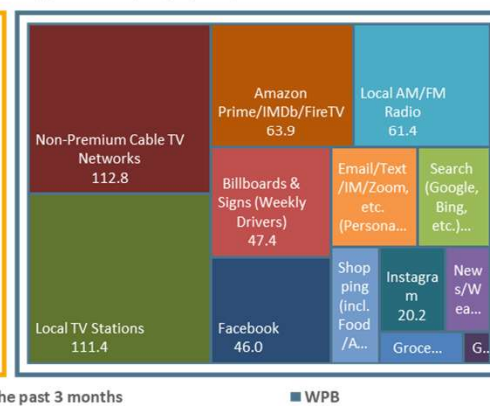
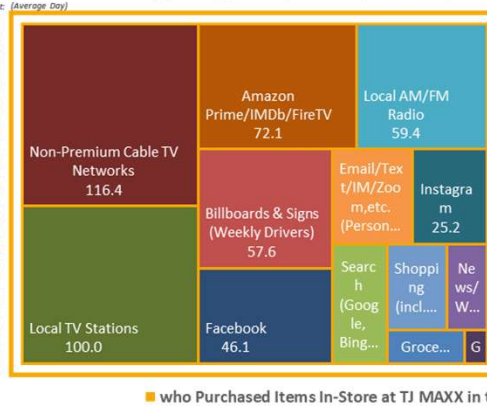
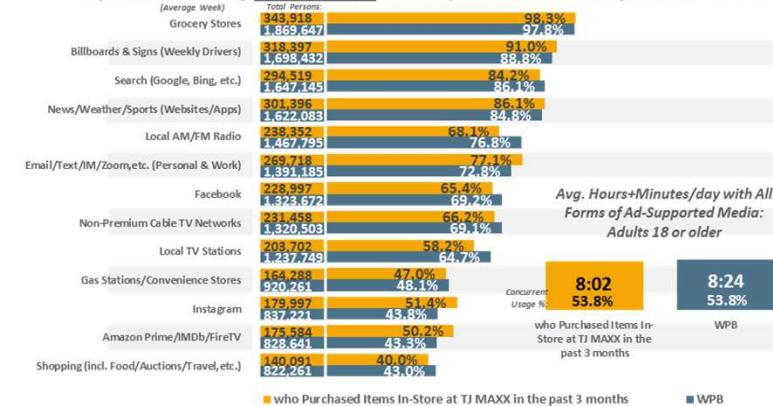
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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

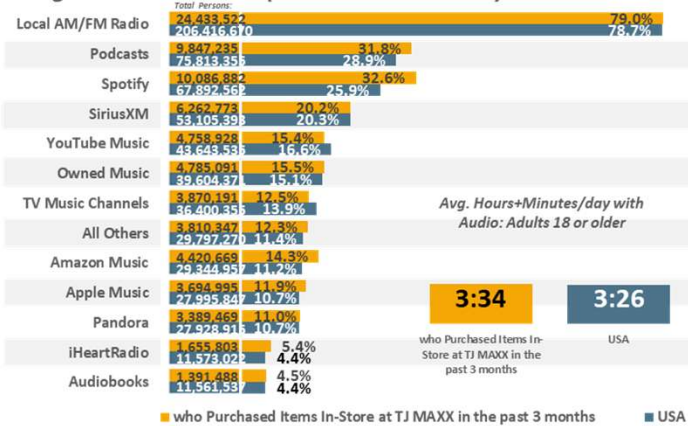




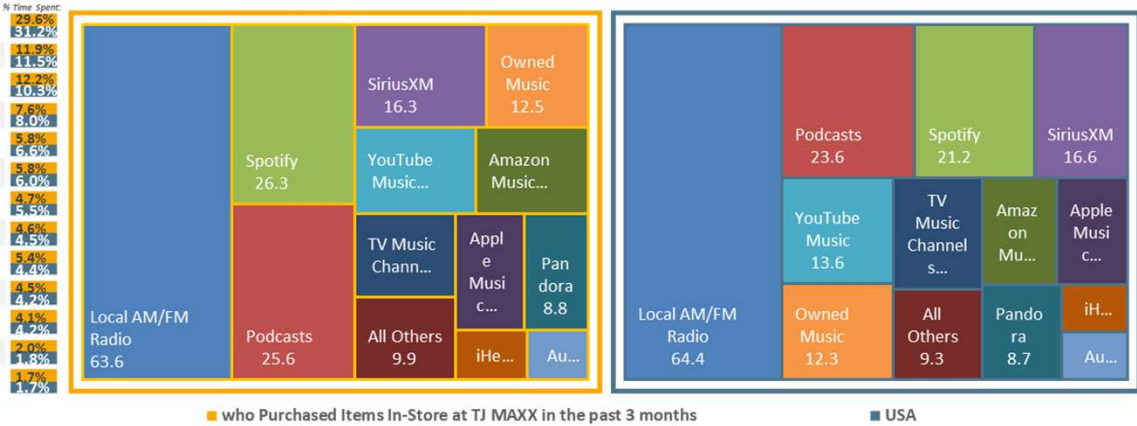


23,451,952 or 75.8% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 59.3 minutes every day representing 39.9% of all time spent daily with Ad-Supported Audio.

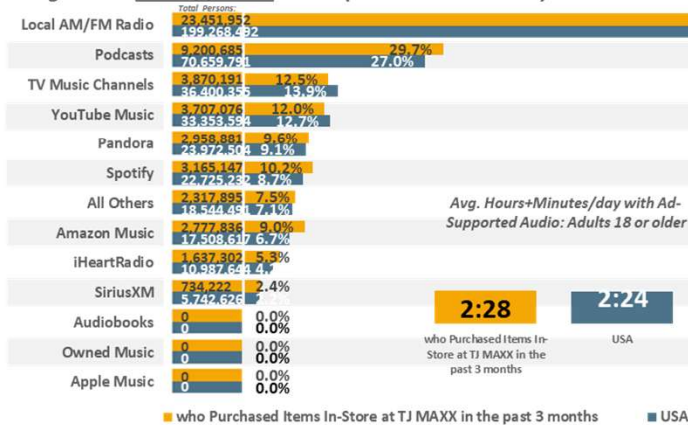
**Avg. Week All Audio (Persons & % Reach): Adults 18 or older**



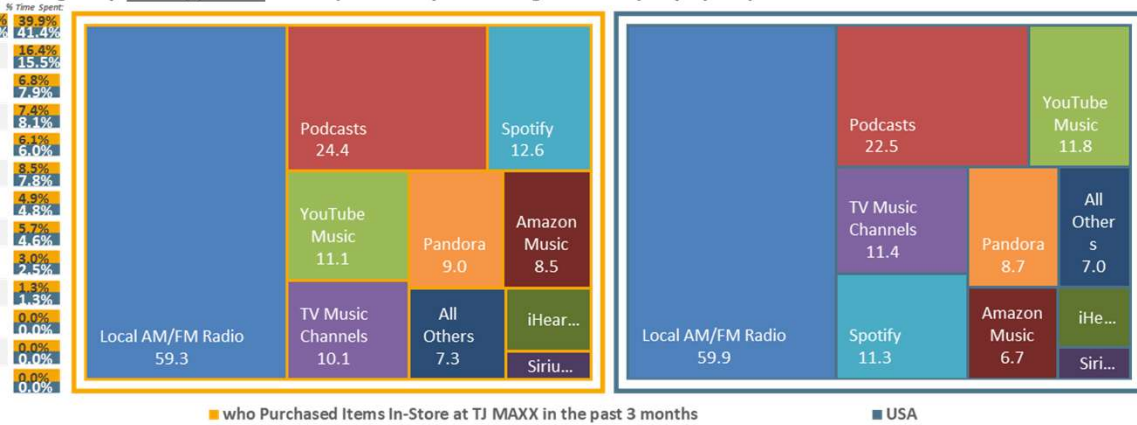
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,385  
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Scarborough R2 2025: Sep24-Aug25 USA Projection

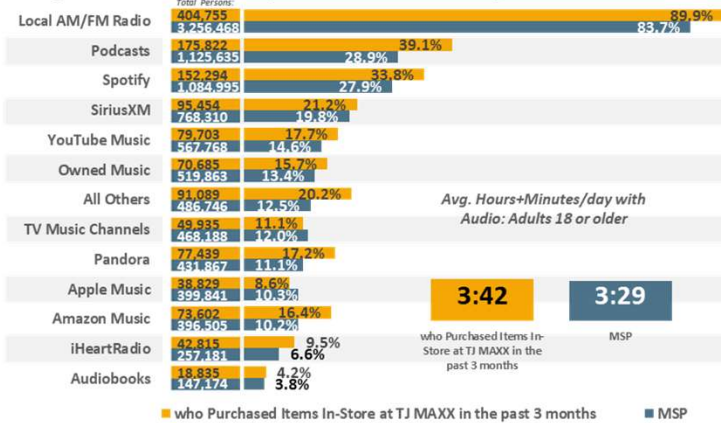
soefa.ai Share of Everything for Anything

[[Major stores shopped in-store past 3 months: TJ Maxx AND Major stores bought past 3 months: TJ Maxx]]

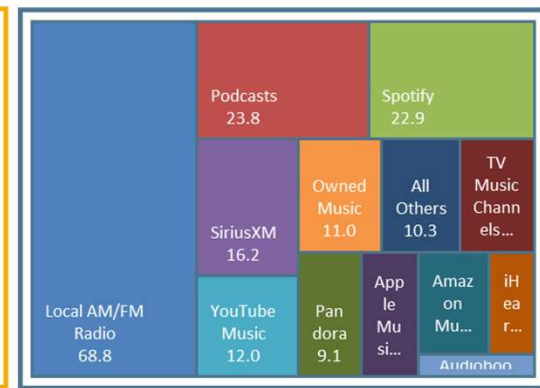
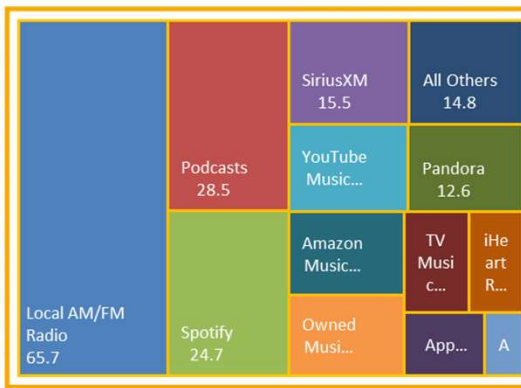


384,655 or 85.5% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 59.9 minutes every day representing 36.3% of all time spent daily with Ad-Supported Audio.

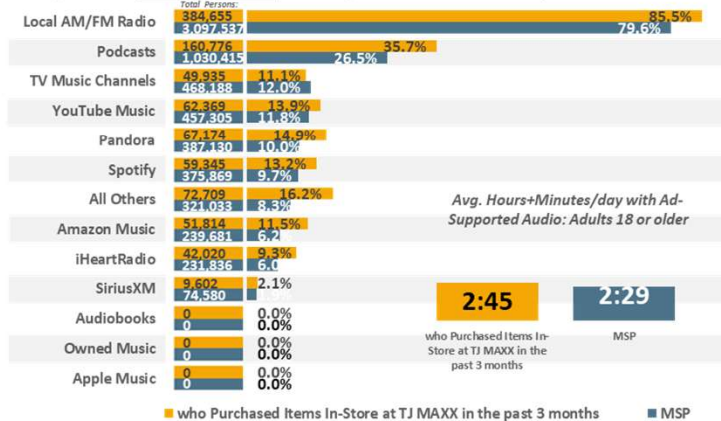
#### Avg. Week All Audio (Persons & % Reach): Adults 18 or older



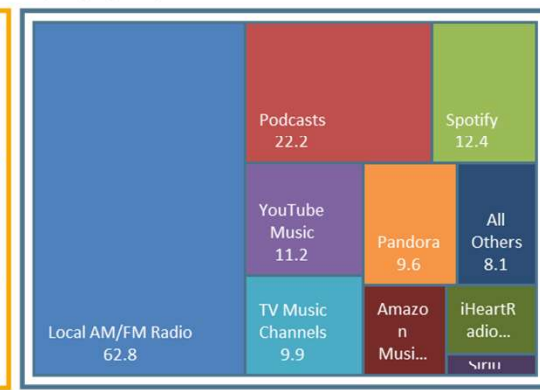
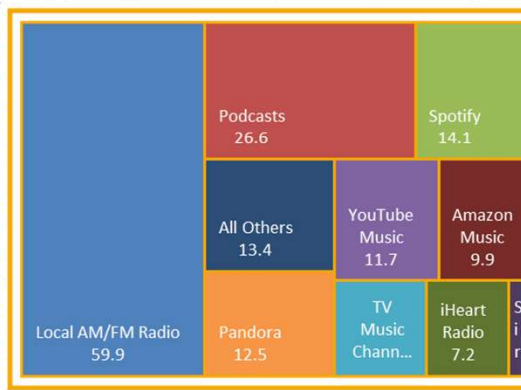
#### Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

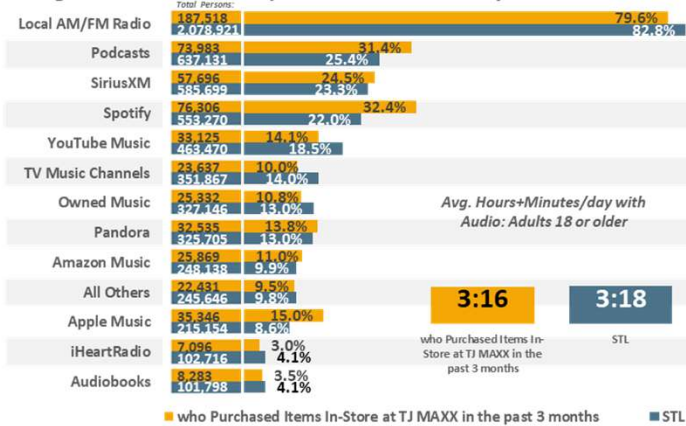




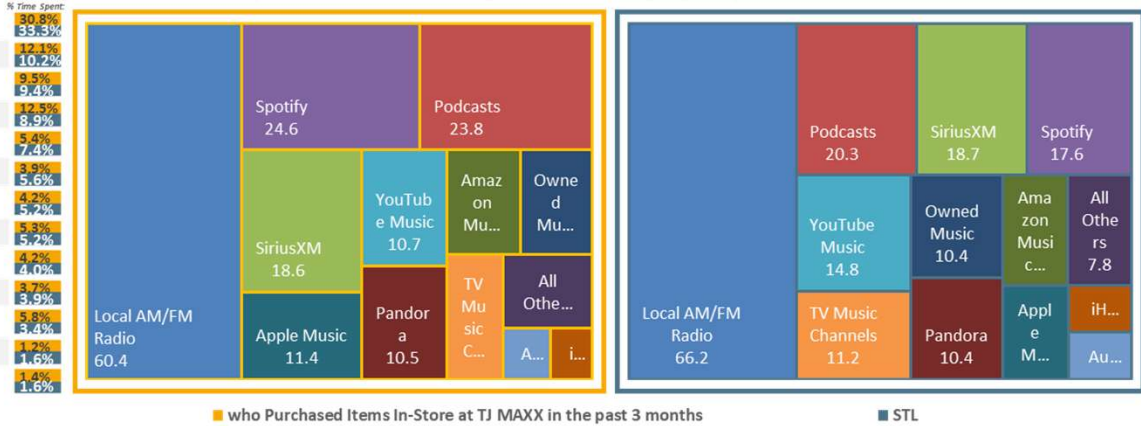


177,959 or 75.6% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 54.5 minutes every day representing 38.6% of all time spent daily with Ad-Supported Audio.

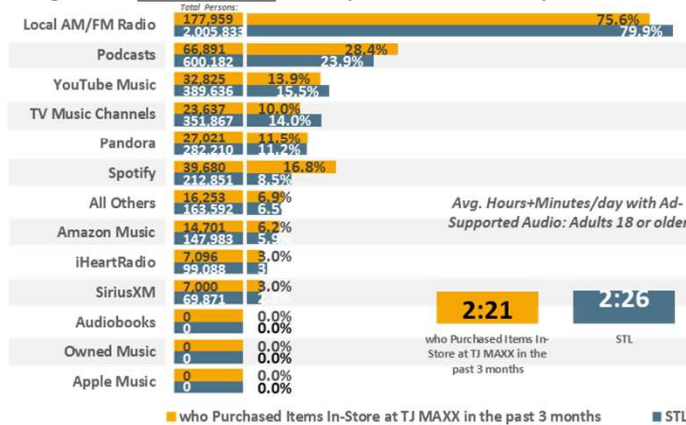
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



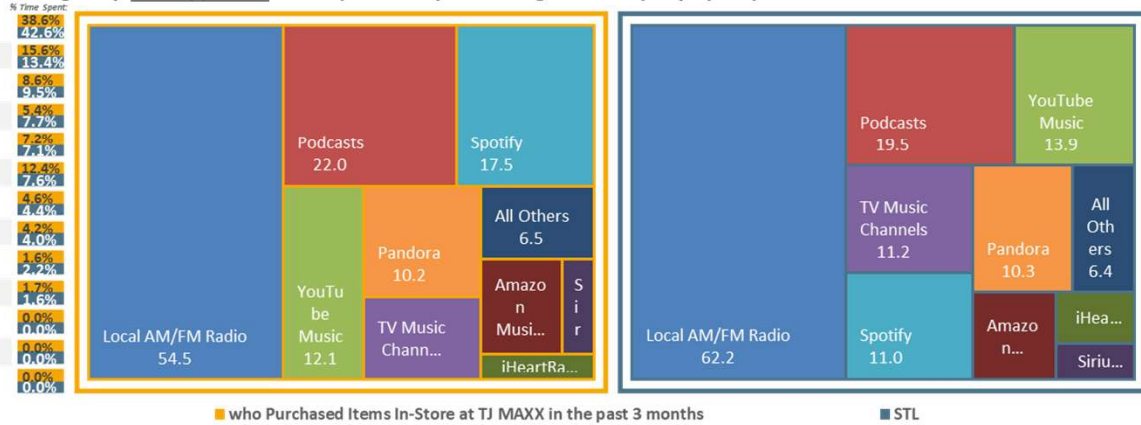
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



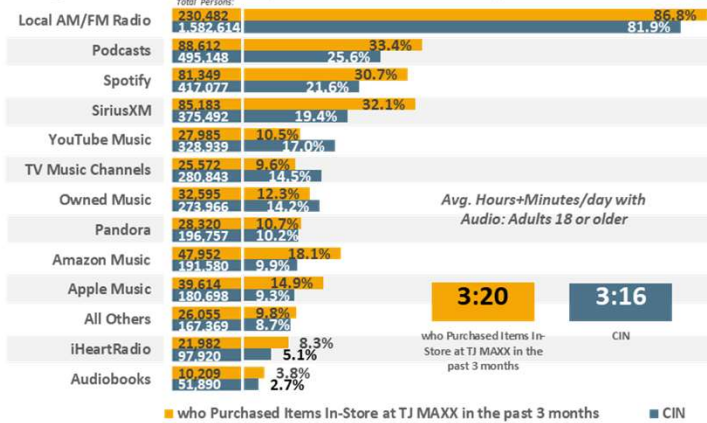
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



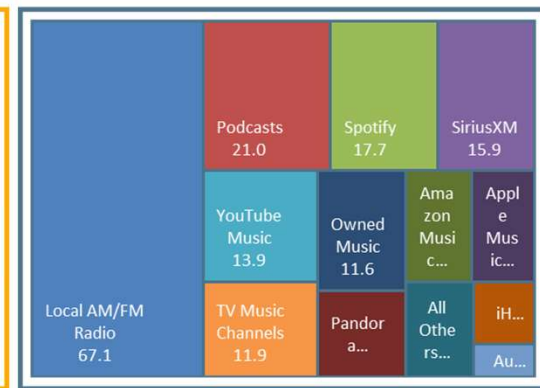
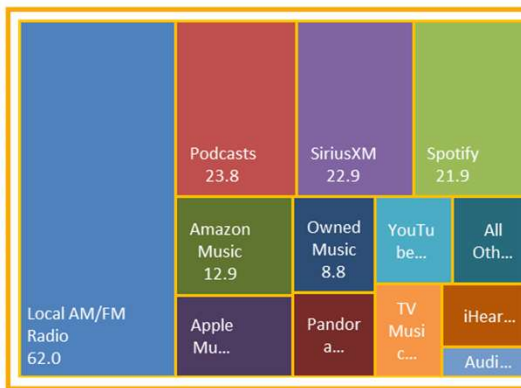


222,000 or 83.6% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 56. minutes every day representing 43.2% of all time spent daily with Ad-Supported Audio.

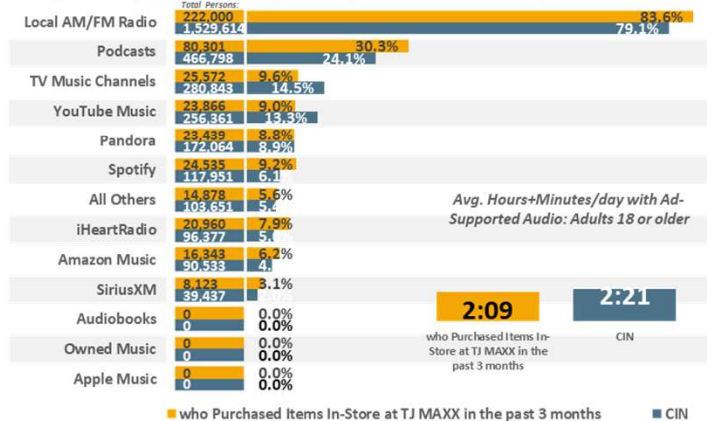
**Avg. Week All Audio (Persons & % Reach): Adults 18 or older**



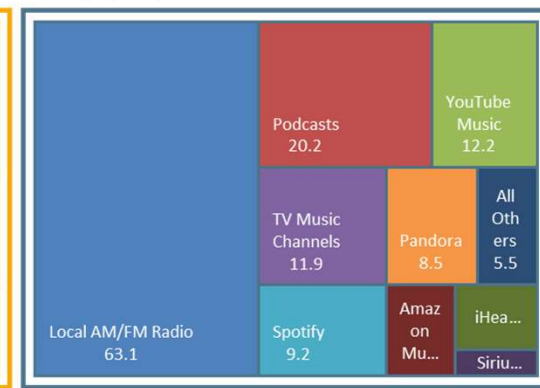
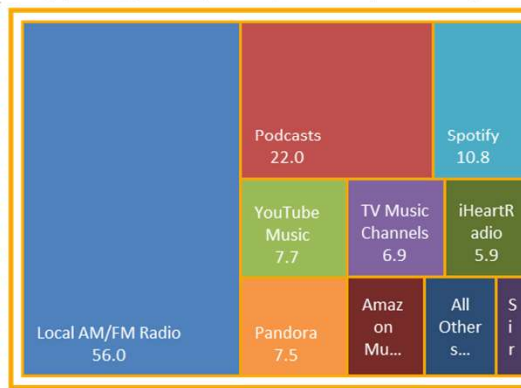
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



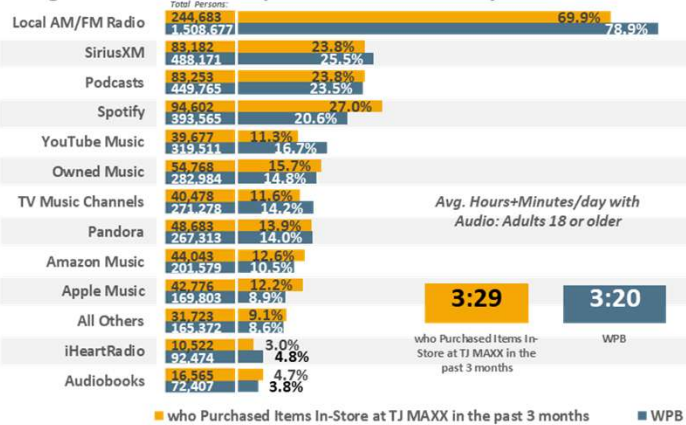
**Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



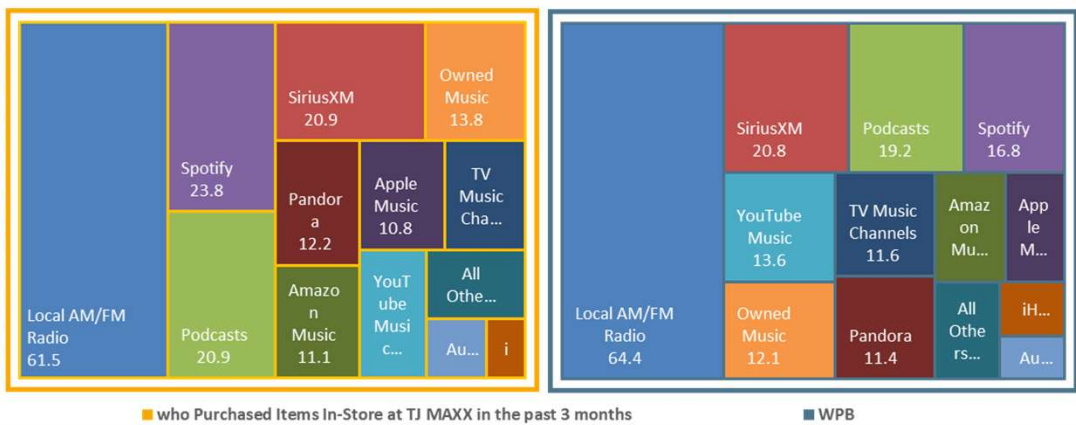


238,352 or 68.1% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 59.4 minutes every day representing 40.4% of all time spent daily with Ad-Supported Audio.

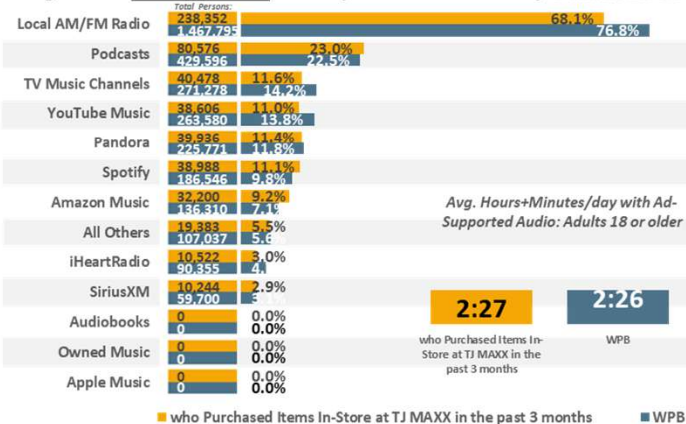
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



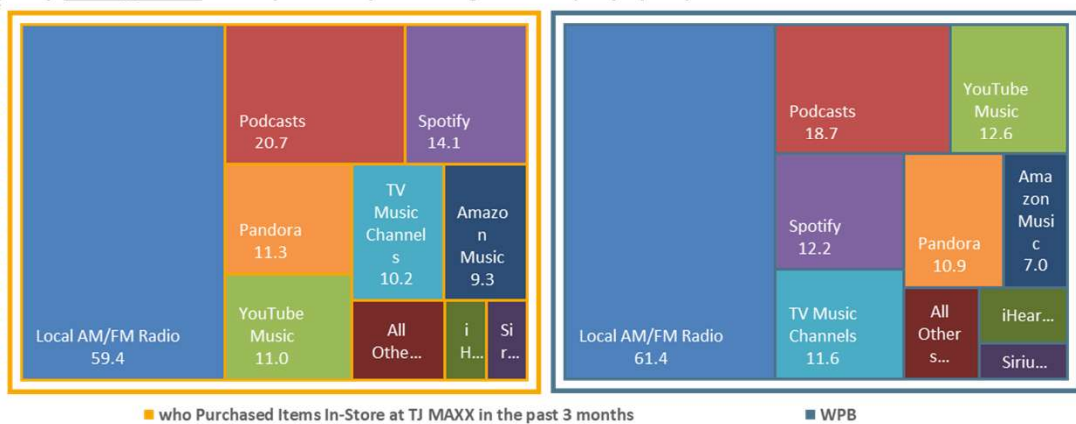
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 510  
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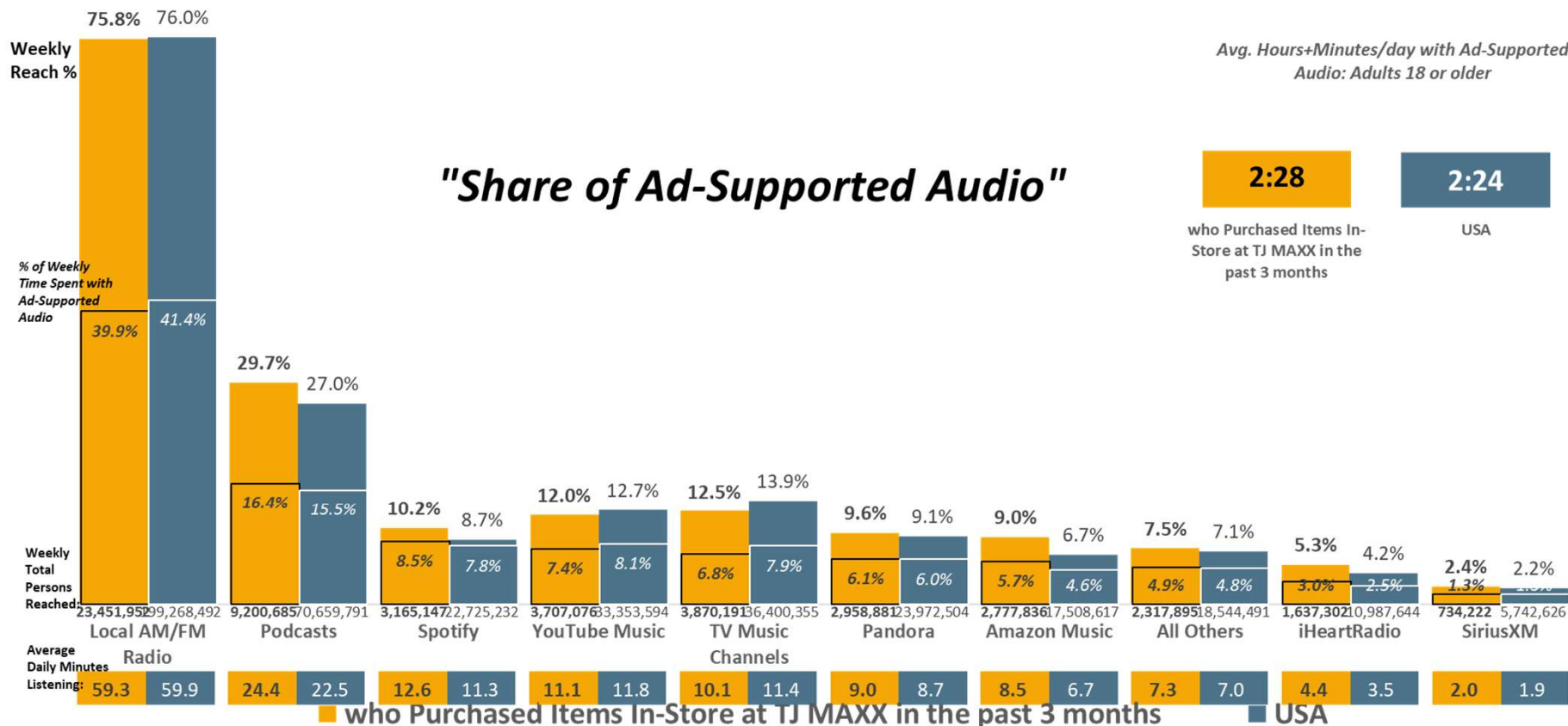
soefa.ai Share of Everything for Anything

[[Major stores shopped in-store past 3 months: TJ Maxx AND Major stores bought past 3 months: TJ Maxx]]





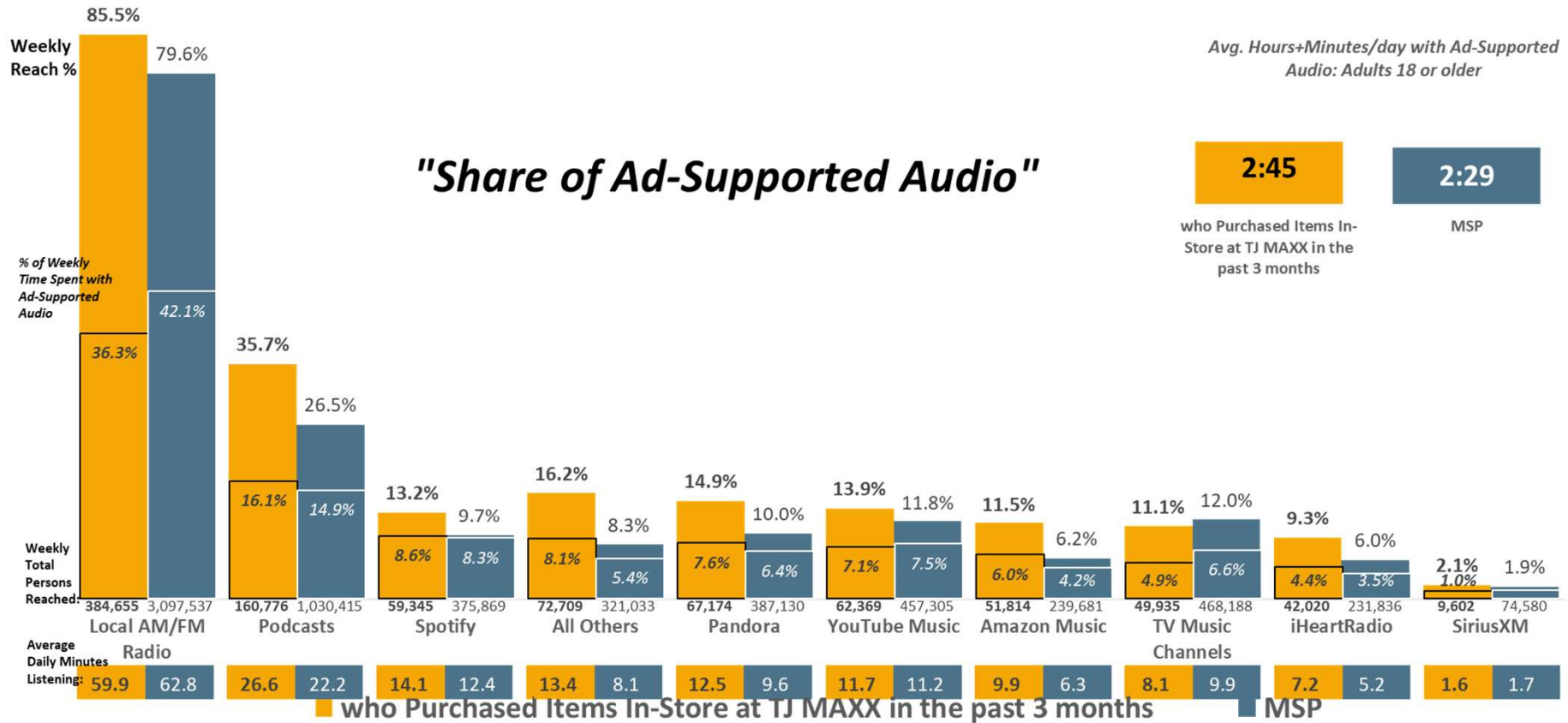
23,451,952 or 75.8% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 59.3 minutes every day representing 39.9% of all time spent daily with Ad-Supported Audio.





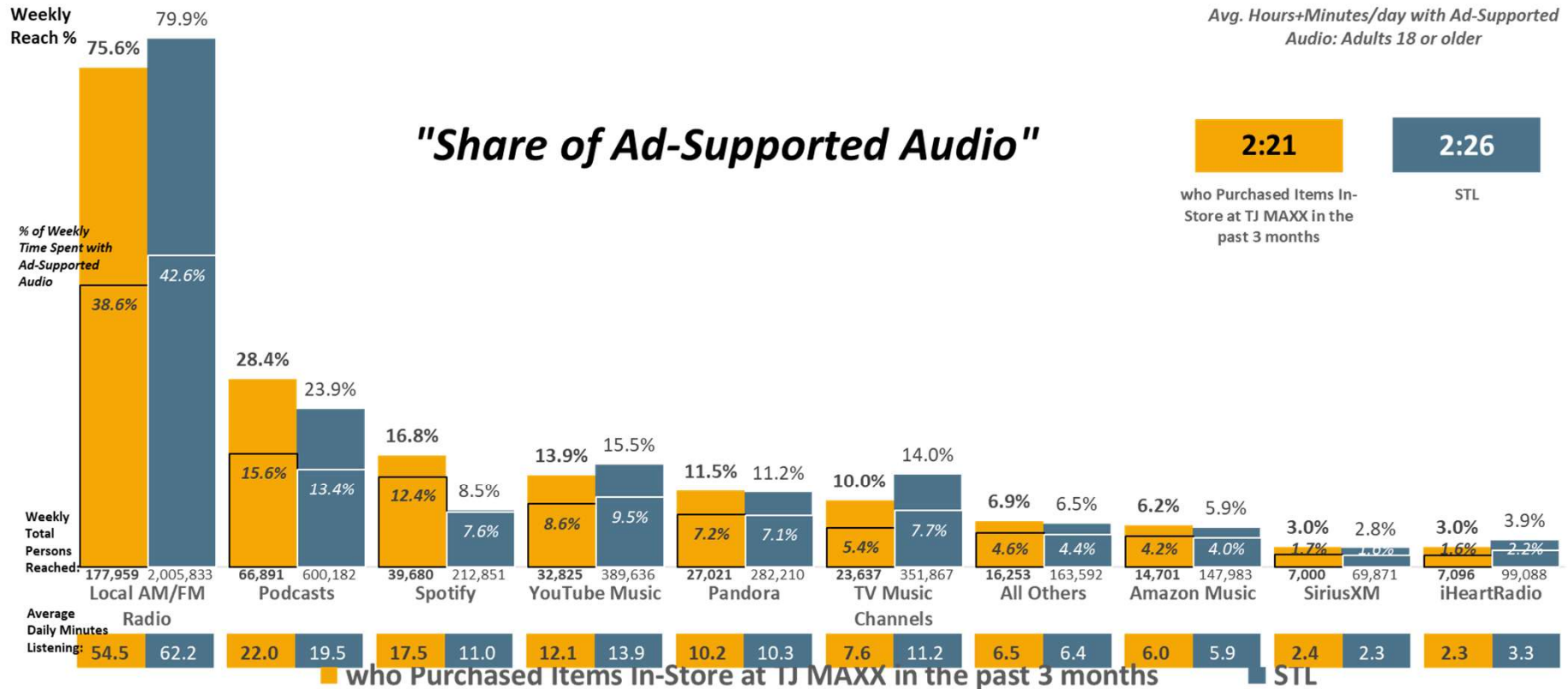


384,655 or 85.5% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 59.9 minutes every day representing 36.3% of all time spent daily with Ad-Supported Audio.



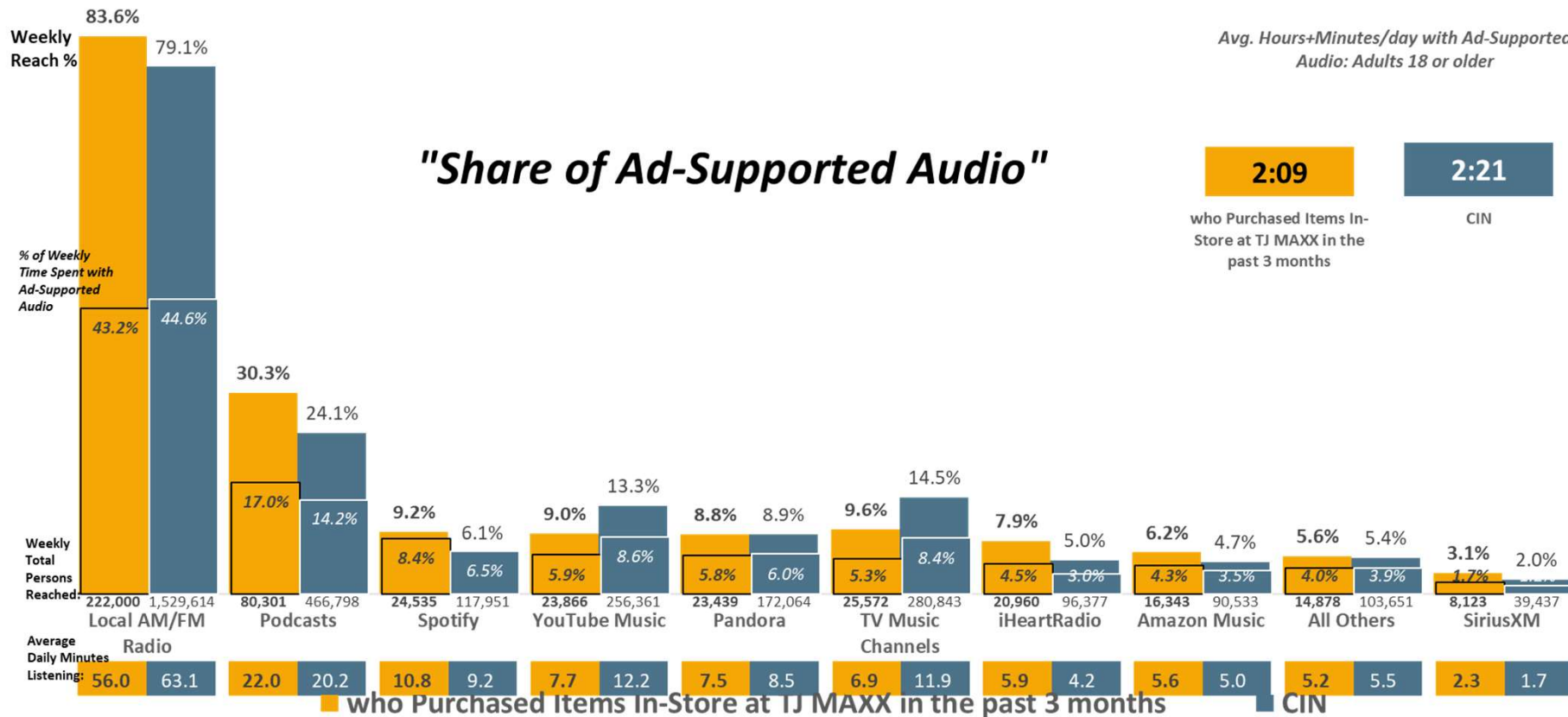


177,959 or 75.6% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 54.5 minutes every day representing 38.6% of all time spent daily with Ad-Supported Audio.





222,000 or 83.6% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 56. minutes every day representing 43.2% of all time spent daily with Ad-Supported Audio.





238,352 or 68.1% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 59.4 minutes every day representing 40.4% of all time spent daily with Ad-Supported Audio.

Weekly  
Reach %

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

## "Share of Ad-Supported Audio"

% of Weekly  
Time Spent with  
Ad-Supported  
Audio

2:27

2:26

who Purchased Items In-  
Store at TJ MAXX in the  
past 3 months

WPB

Weekly  
Total  
Persons  
Reached

Average  
Daily Minutes  
Listening

who Purchased Items In-Store at TJ MAXX in the past 3 months

WPB

WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 510 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687  
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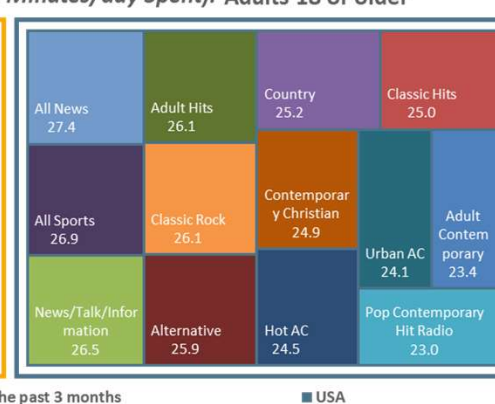
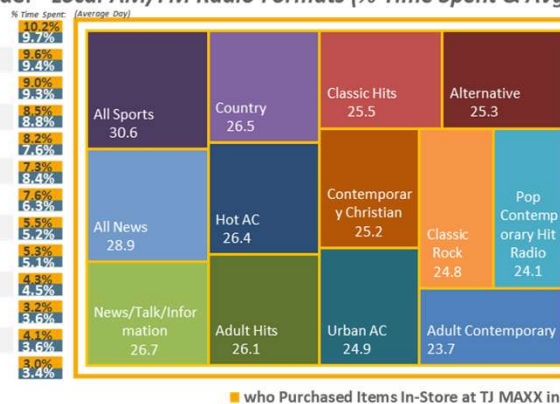
soefa.ai Share of Everything  
for Anything

[[Major stores shopped in-store past 3 months: TJ Maxx AND Major stores bought past 3 months: TJ Maxx]]

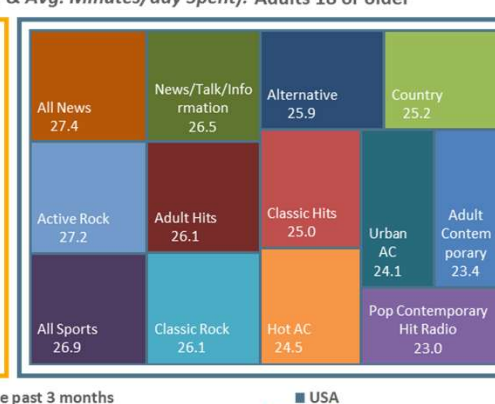
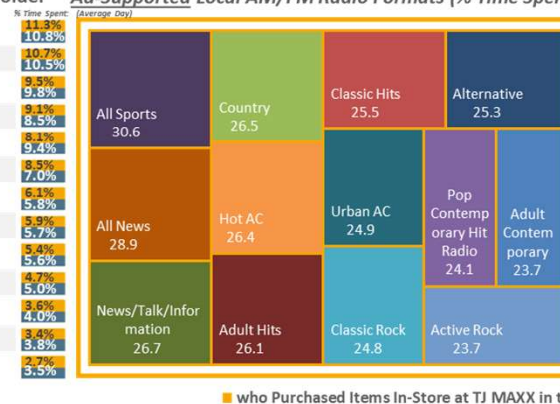




**Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



USA Projection	Scarborough R2 2025: Sep24-Aug25	Qual Intab	25.507
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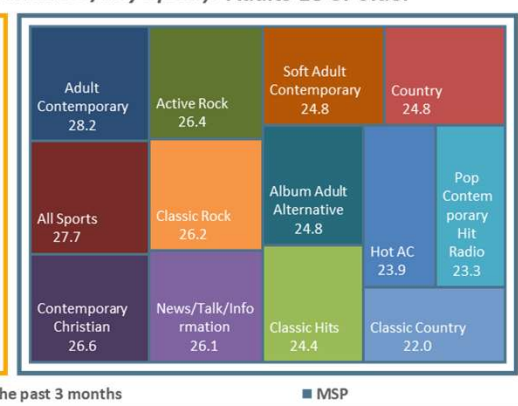
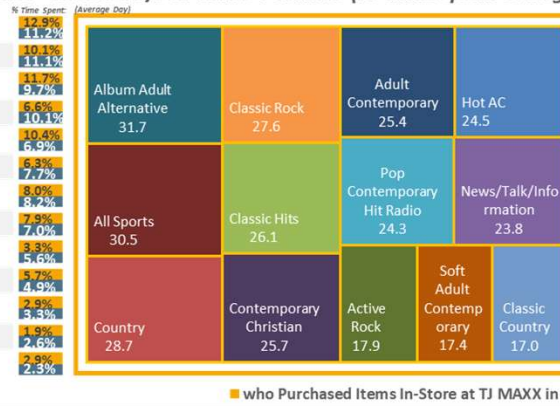
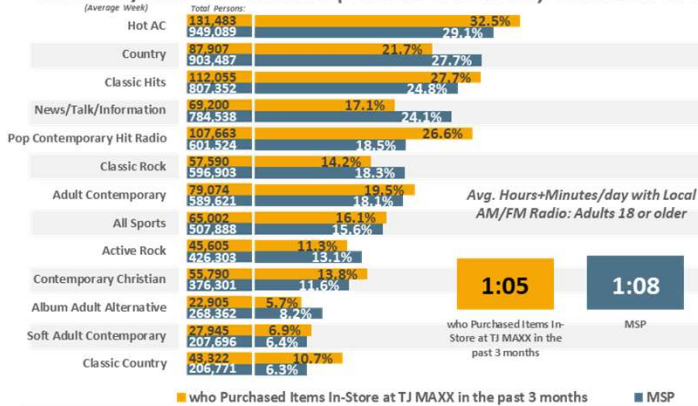
■ USA  
soefa.ai Share of Everything  
for Anything

*[(Major stores shopped in-store past 3 months: TJ Maxx AND Major stores bought past 3 months: TJ Maxx)]*

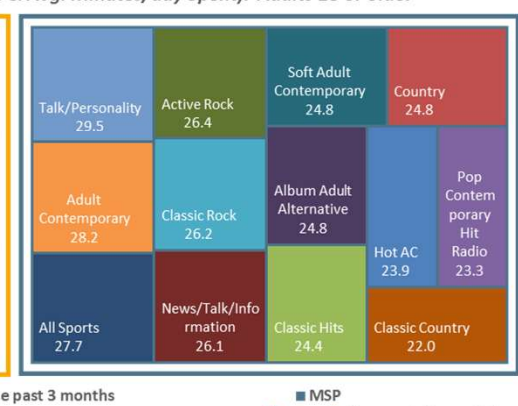
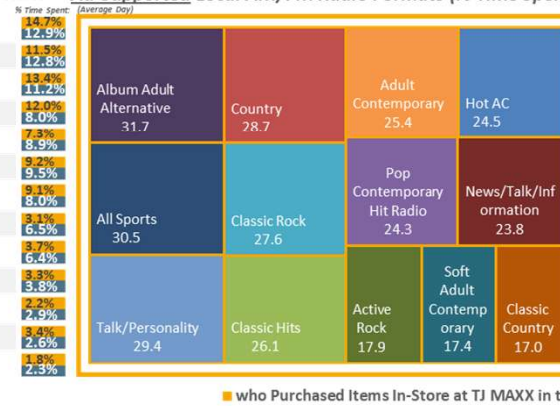
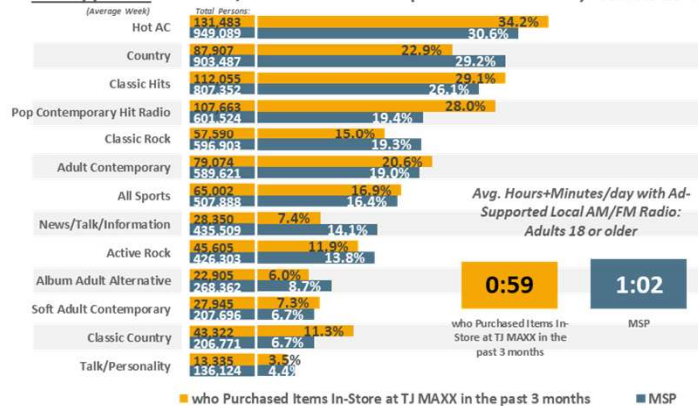


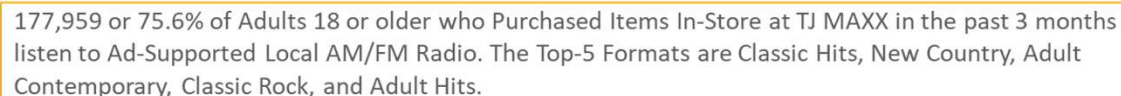
384,655 or 85.5% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Classic Hits, Pop Contemporary Hit Radio, Country, and Adult Contemporary.

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

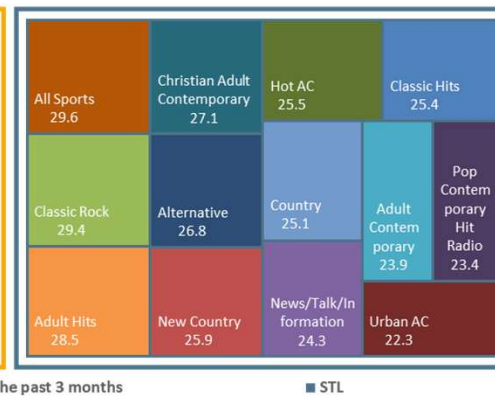
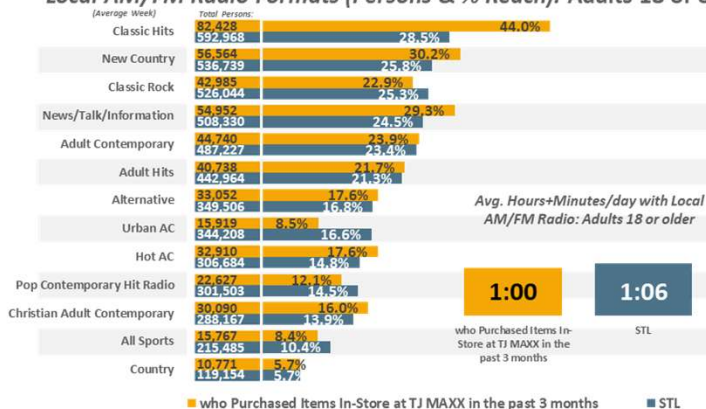


**Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older** **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**

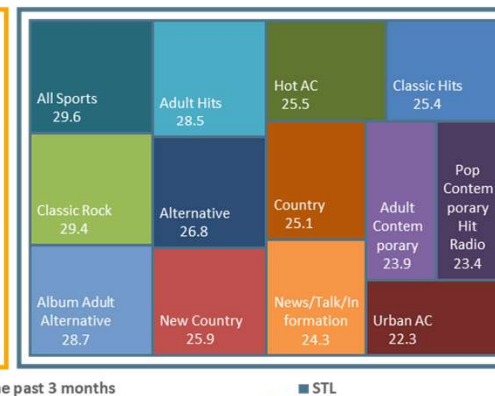
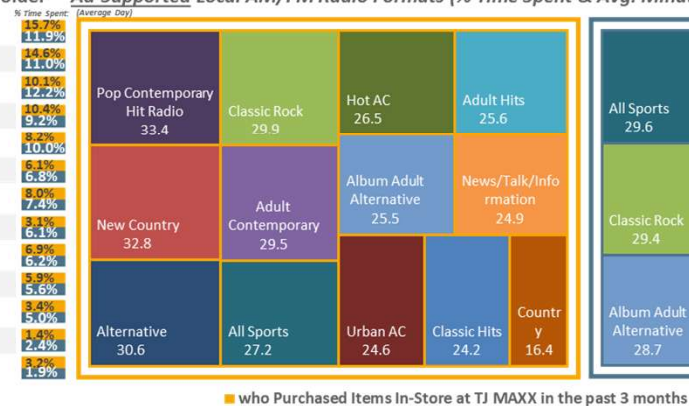
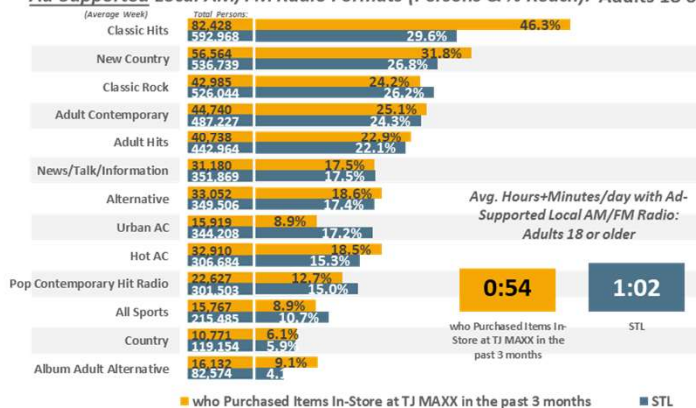




**Local AM/FM Radio Formats (Persons & % Reach):** Adults 18 or older    **Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent):** Adults 18 or older



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



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 227  
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for Anything

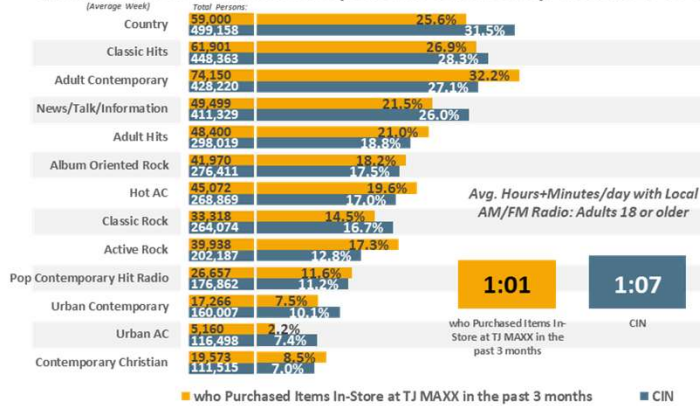
[(Major stores shopped in-store past 3 months: TJ Maxx AND Major stores bought past 3 months: TJ Maxx)]





222,000 or 83.6% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Country, Adult Hits, and Hot AC.

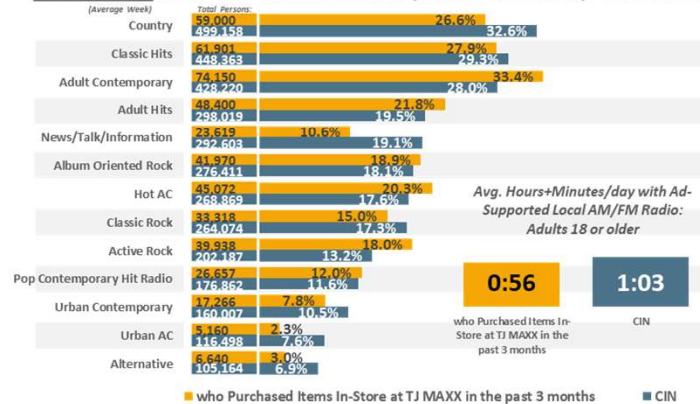
### Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



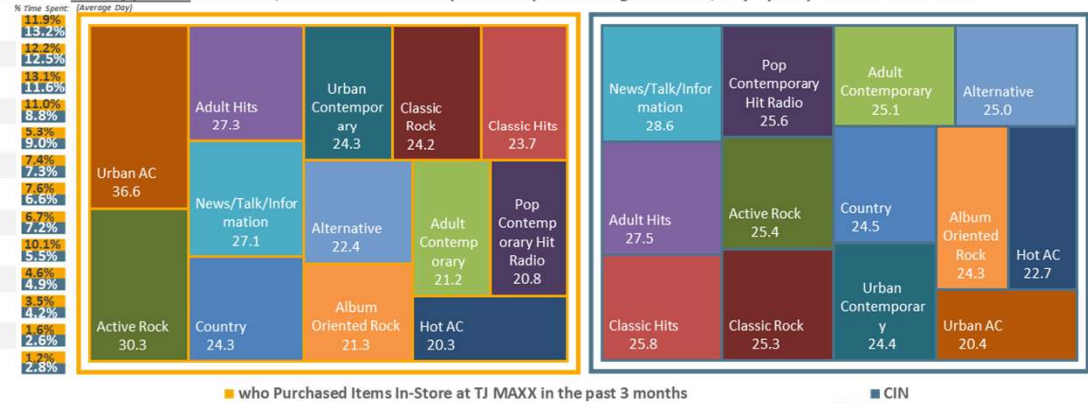
### Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

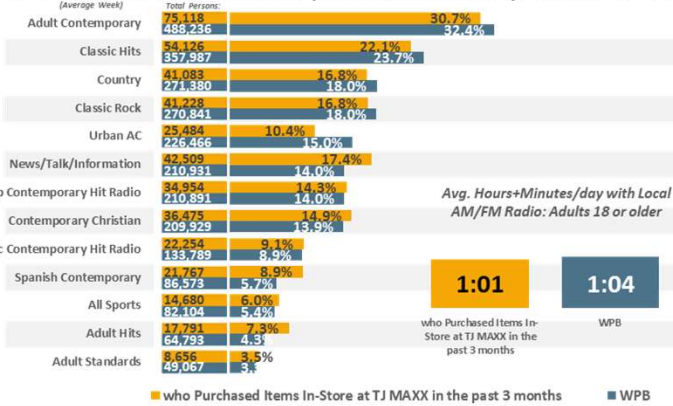




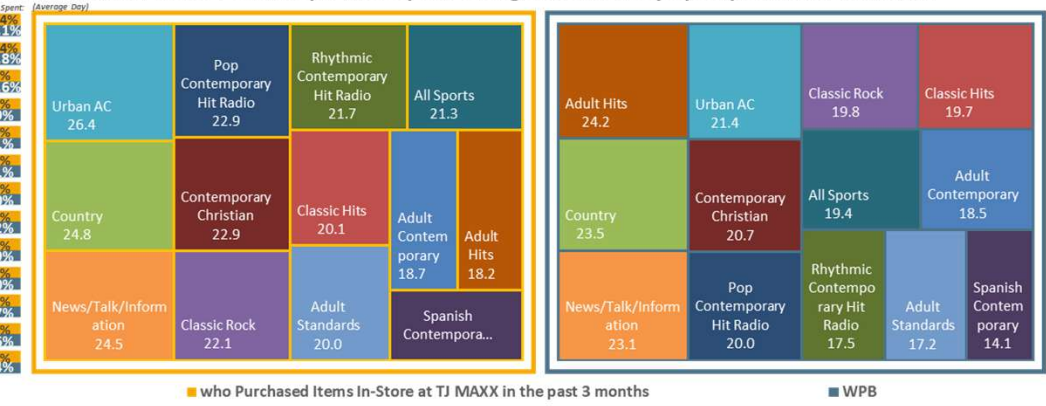


238,352 or 68.1% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Classic Rock, Country, and Pop Contemporary Hit Radio.

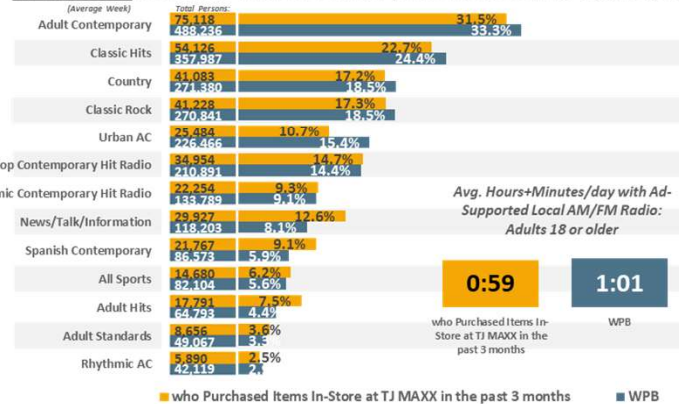
### Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



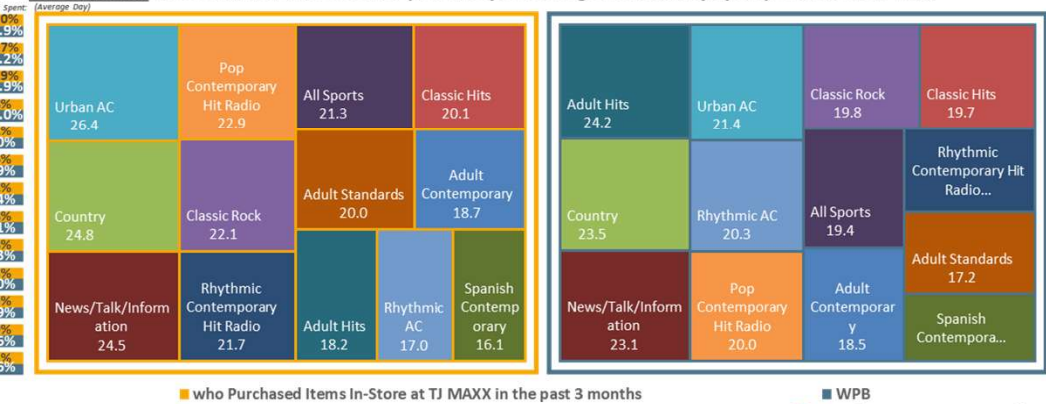
### Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

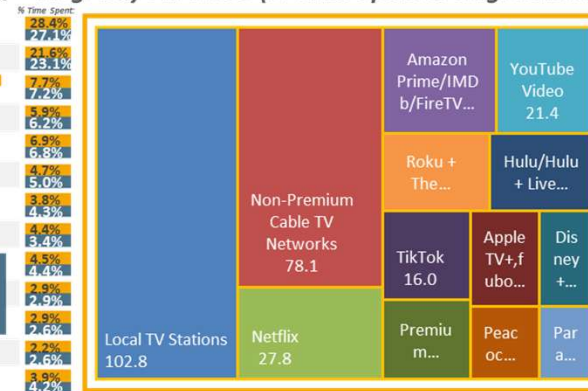
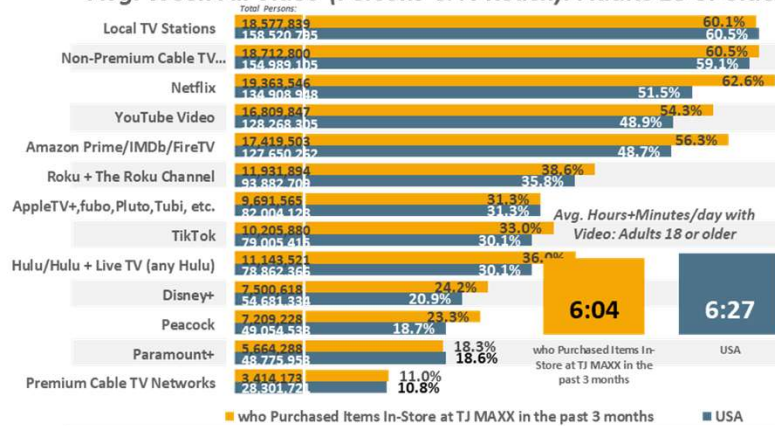




18,318,886 or 59.2% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months watch Ad-Supported Local TV Stations for an average of 97.9 minutes every day representing 33.2% of all time spent daily with Ad-Supported Video.

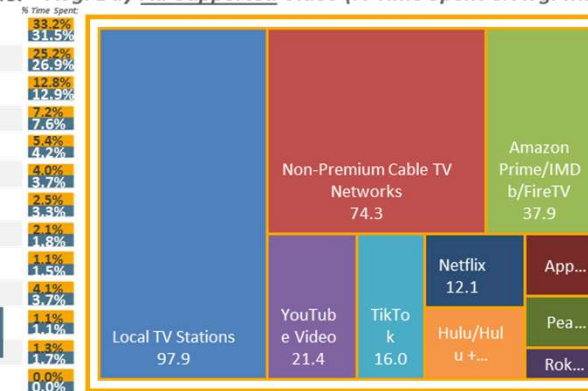
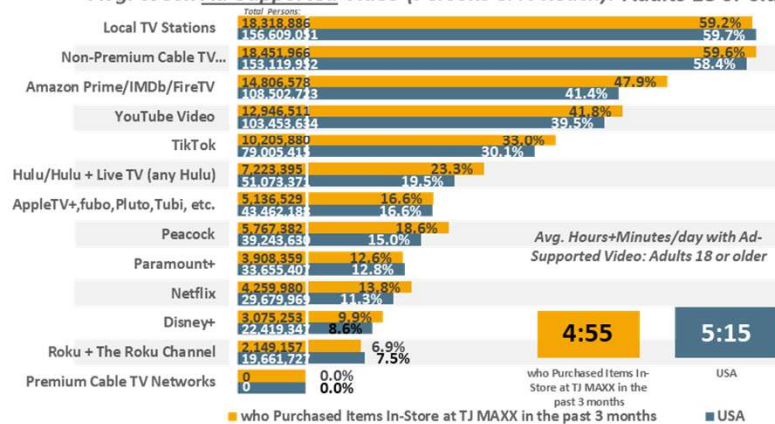
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,385  
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

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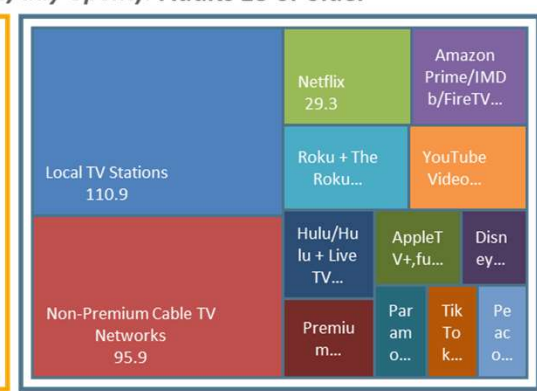
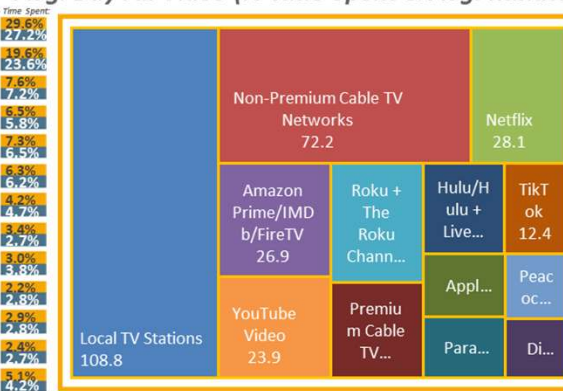
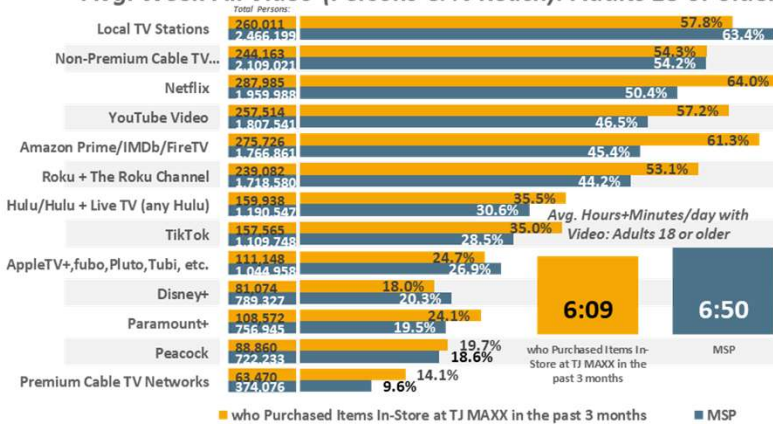
[[Major stores shopped in-store past 3 months: TJ Maxx AND Major stores bought past 3 months: TJ Maxx]]



257,587 or 57.2% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months watch Ad-Supported Local TV Stations for an average of 102.7 minutes every day representing 34.5% of all time spent daily with Ad-Supported Video.

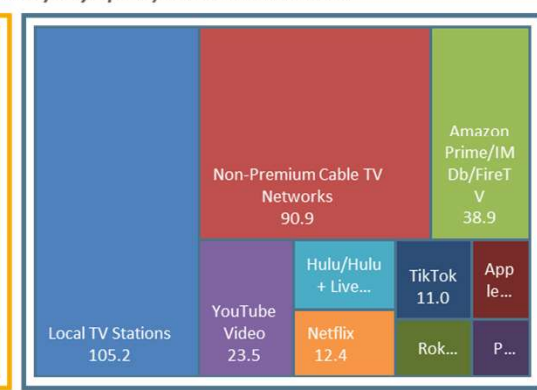
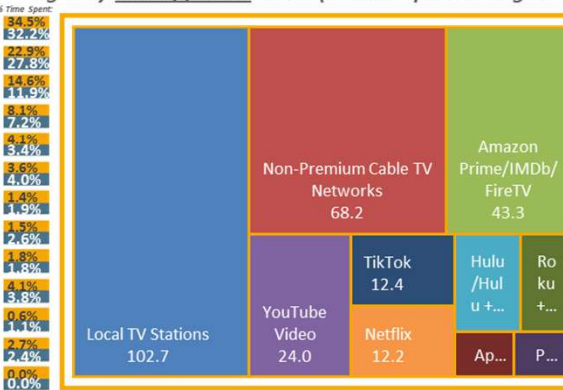
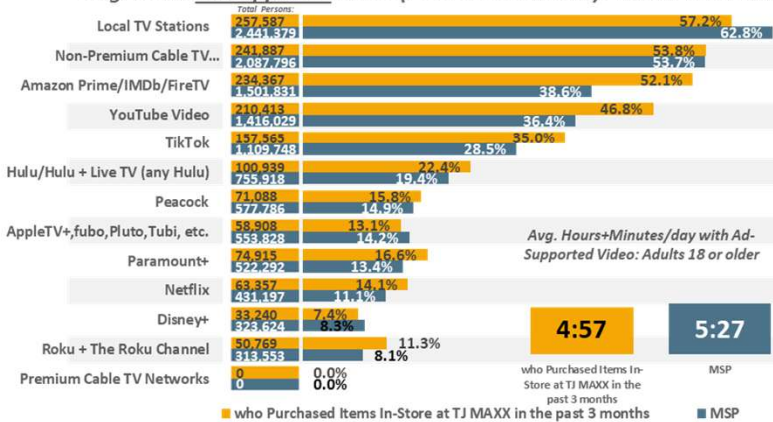
**Avg. Week All Video (Persons & % Reach): Adults 18 or older**

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



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

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



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 245  
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[[Major stores shopped in-store past 3 months: TJ Maxx AND Major stores bought past 3 months: TJ Maxx]]

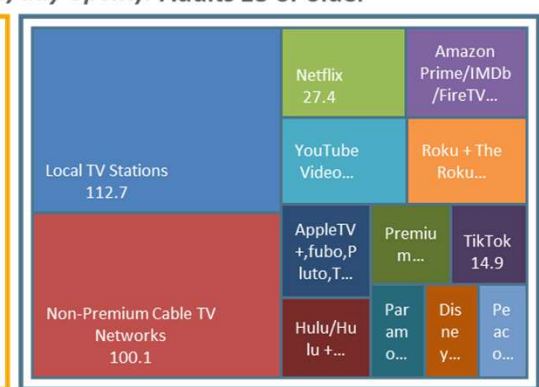
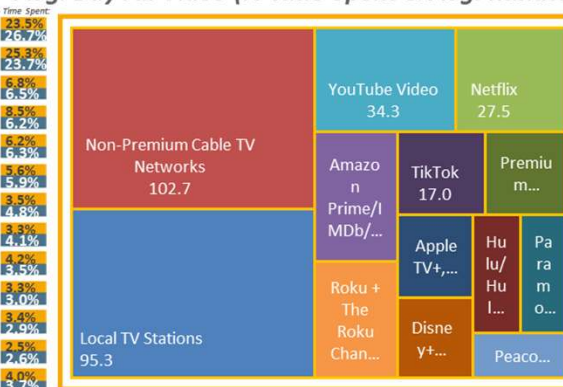
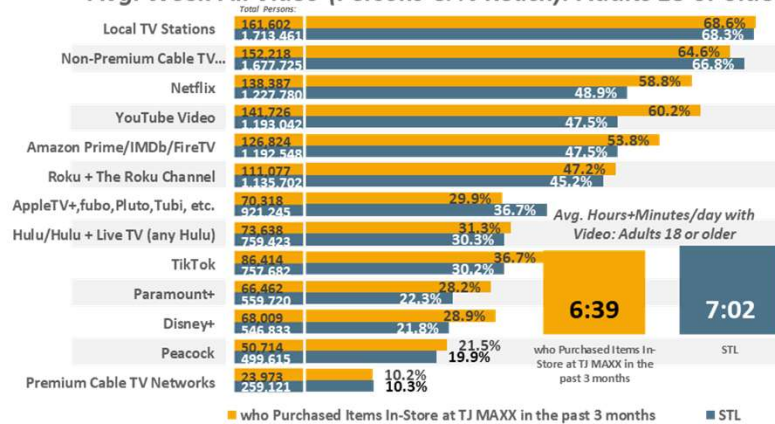




158,271 or 67.2% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months watch Ad-Supported Local TV Stations for an average of 91.1 minutes every day representing 28.3% of all time spent daily with Ad-Supported Video.

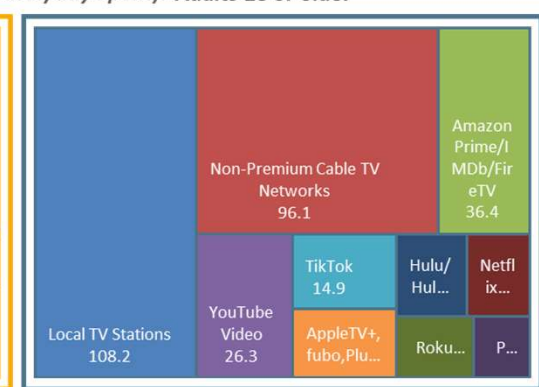
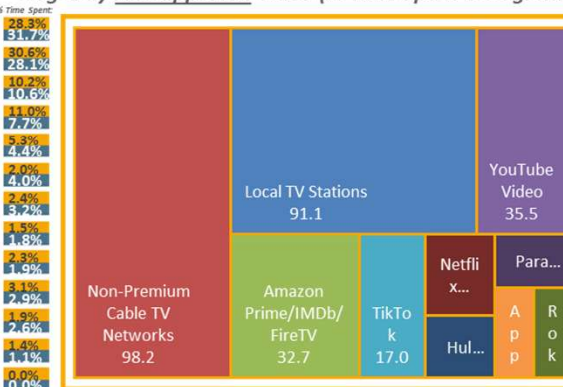
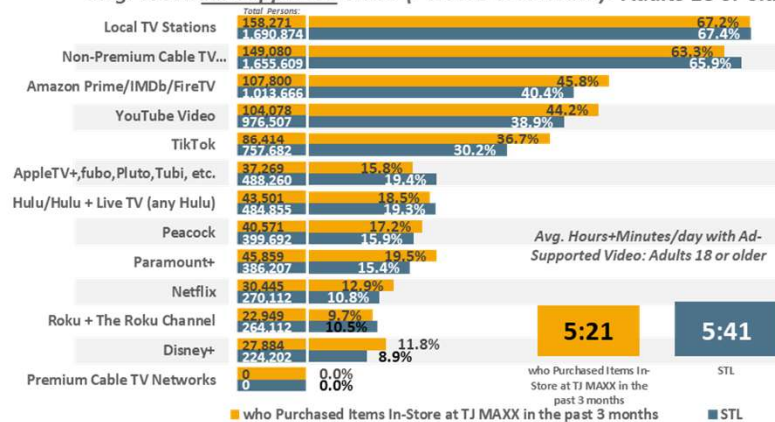
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 227  
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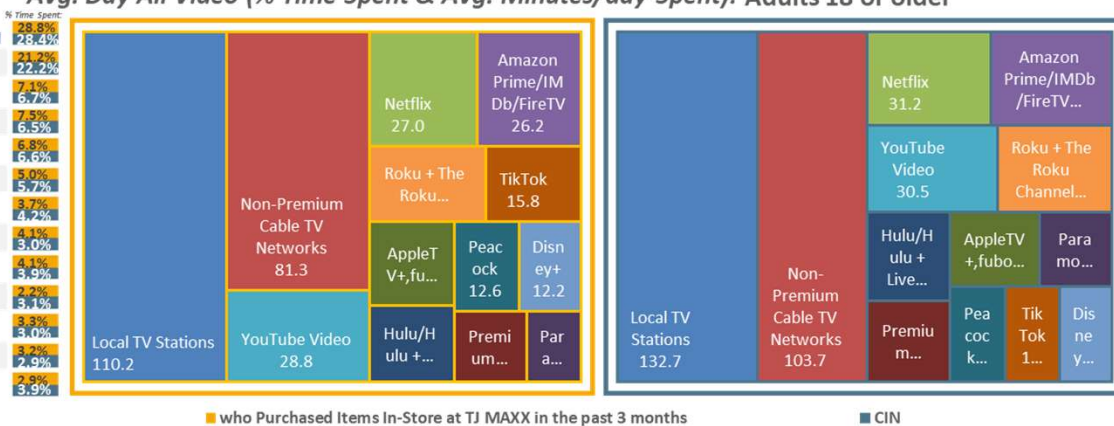
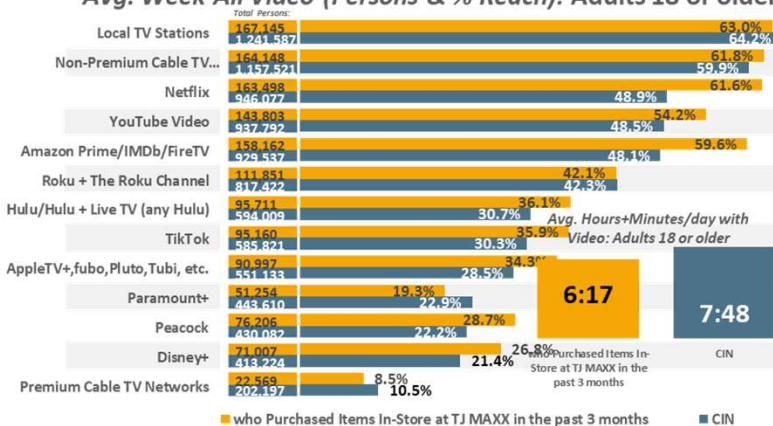
[[Major stores shopped in-store past 3 months: TJ Maxx AND Major stores bought past 3 months: TJ Maxx]]



164,763 or 62.1% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months watch Ad-Supported Local TV Stations for an average of 105.1 minutes every day representing 34.5% of all time spent daily with Ad-Supported Video.

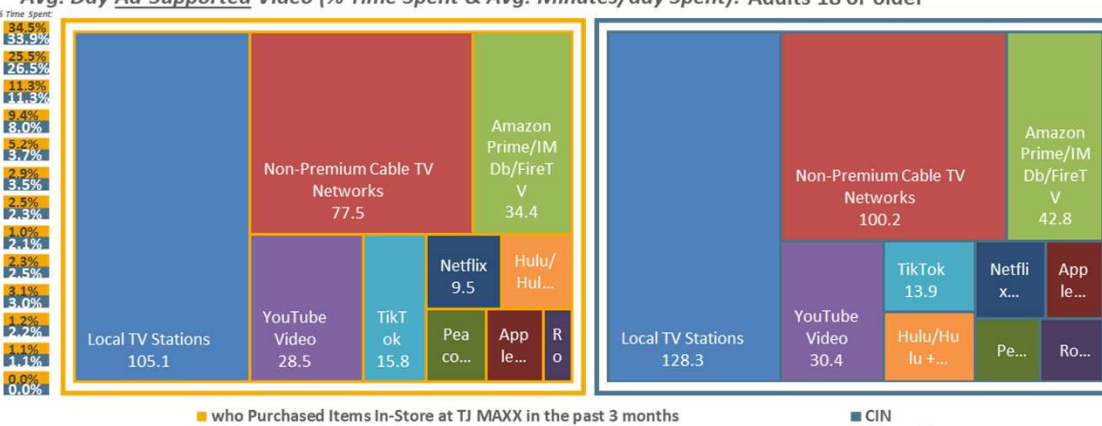
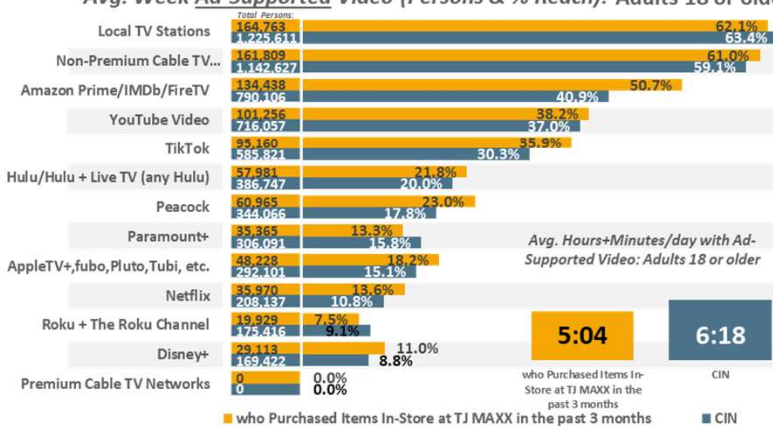
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 325  
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[[Major stores shopped in-store past 3 months: TJ Maxx AND Major stores bought past 3 months: TJ Maxx]]

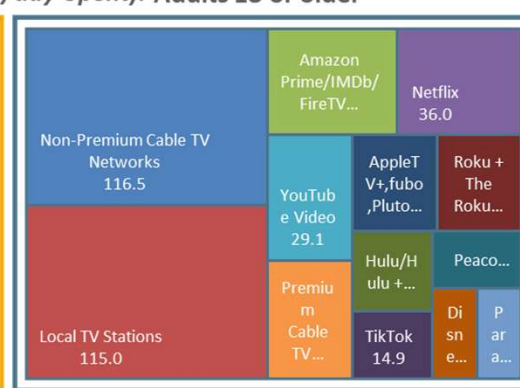
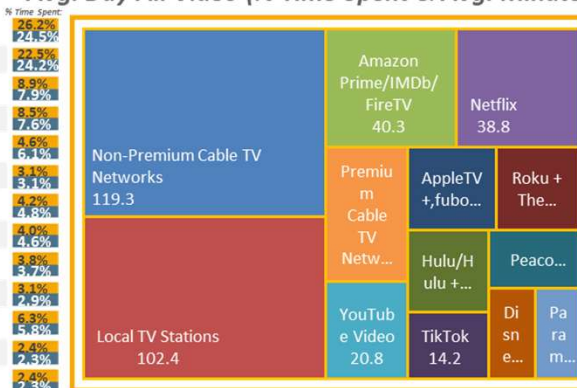
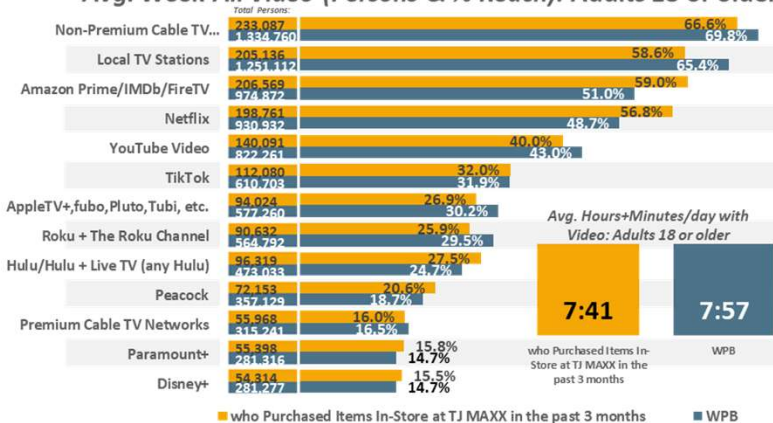
soefa.ai Share of Everything for Anything



203,702 or 58.2% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months watch Ad-Supported Local TV Stations for an average of 100. minutes every day representing 26.4% of all time spent daily with Ad-Supported Video.

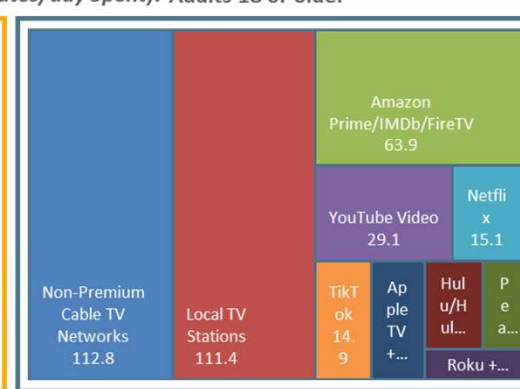
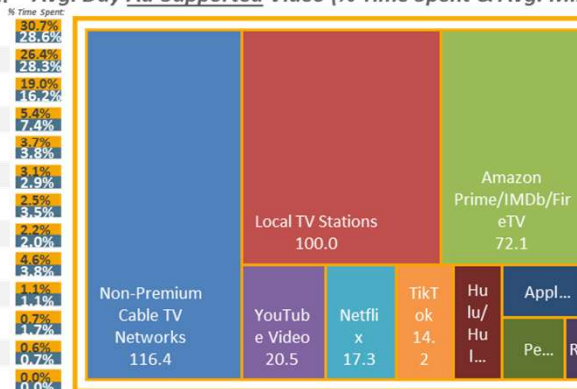
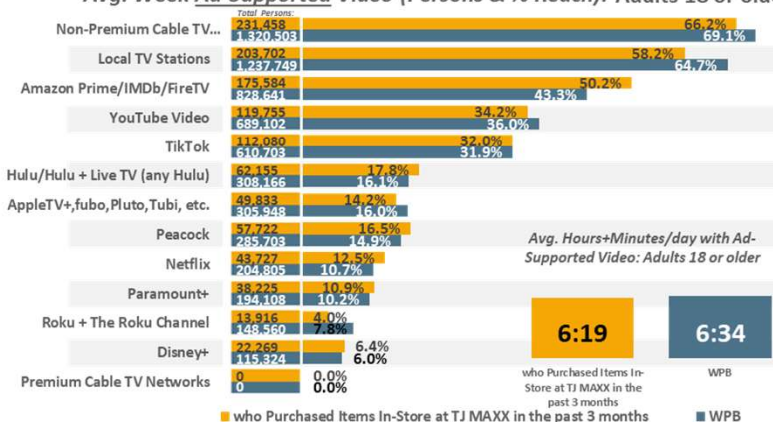
**Avg. Week All Video (Persons & % Reach): Adults 18 or older**

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



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

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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 510  
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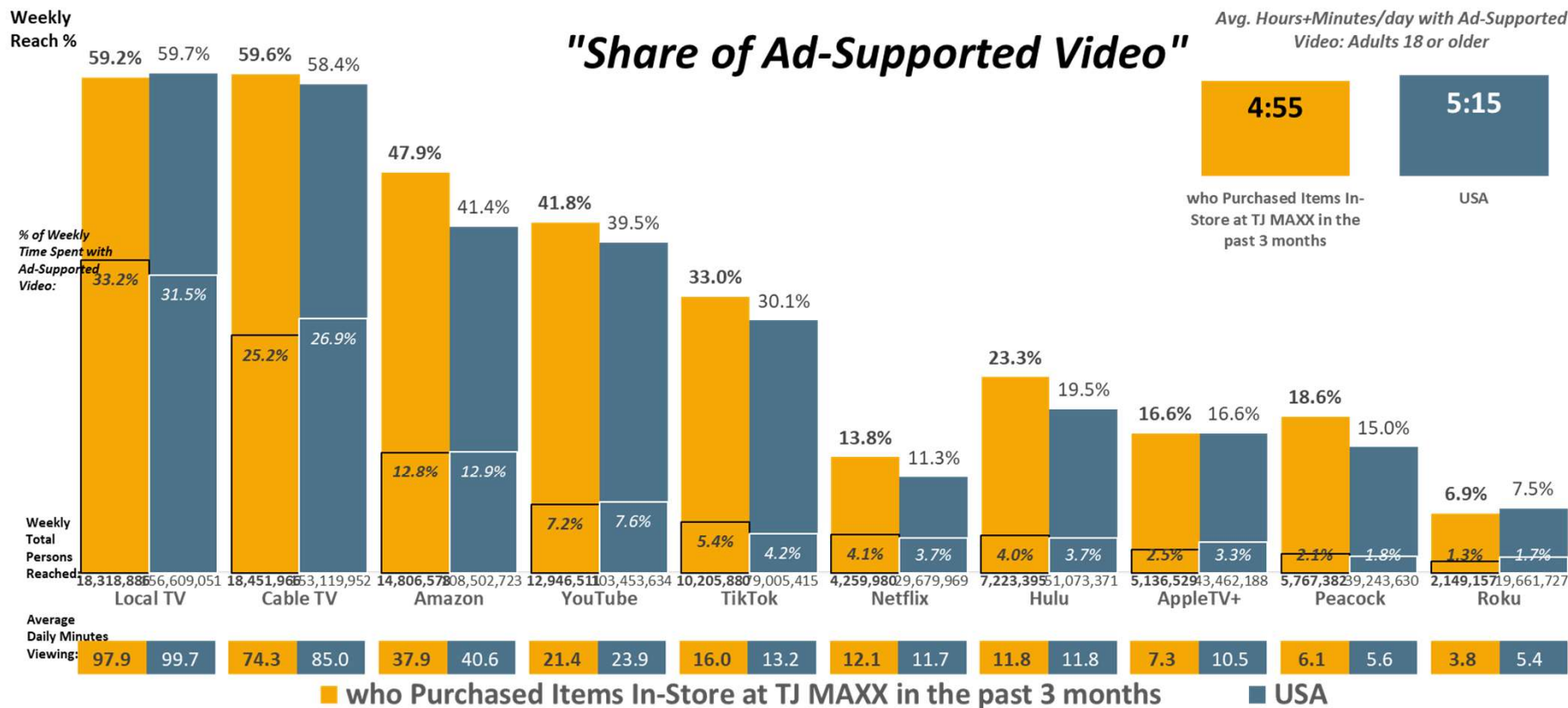
[[Major stores shopped in-store past 3 months: TJ Maxx AND Major stores bought past 3 months: TJ Maxx]]





18,318,886 or 59.2% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months watch Ad-Supported Local TV Stations for an average of 97.9 minutes every day representing 33.2% of all time spent daily with Ad-Supported Video.

# "Share of Ad-Supported Video"

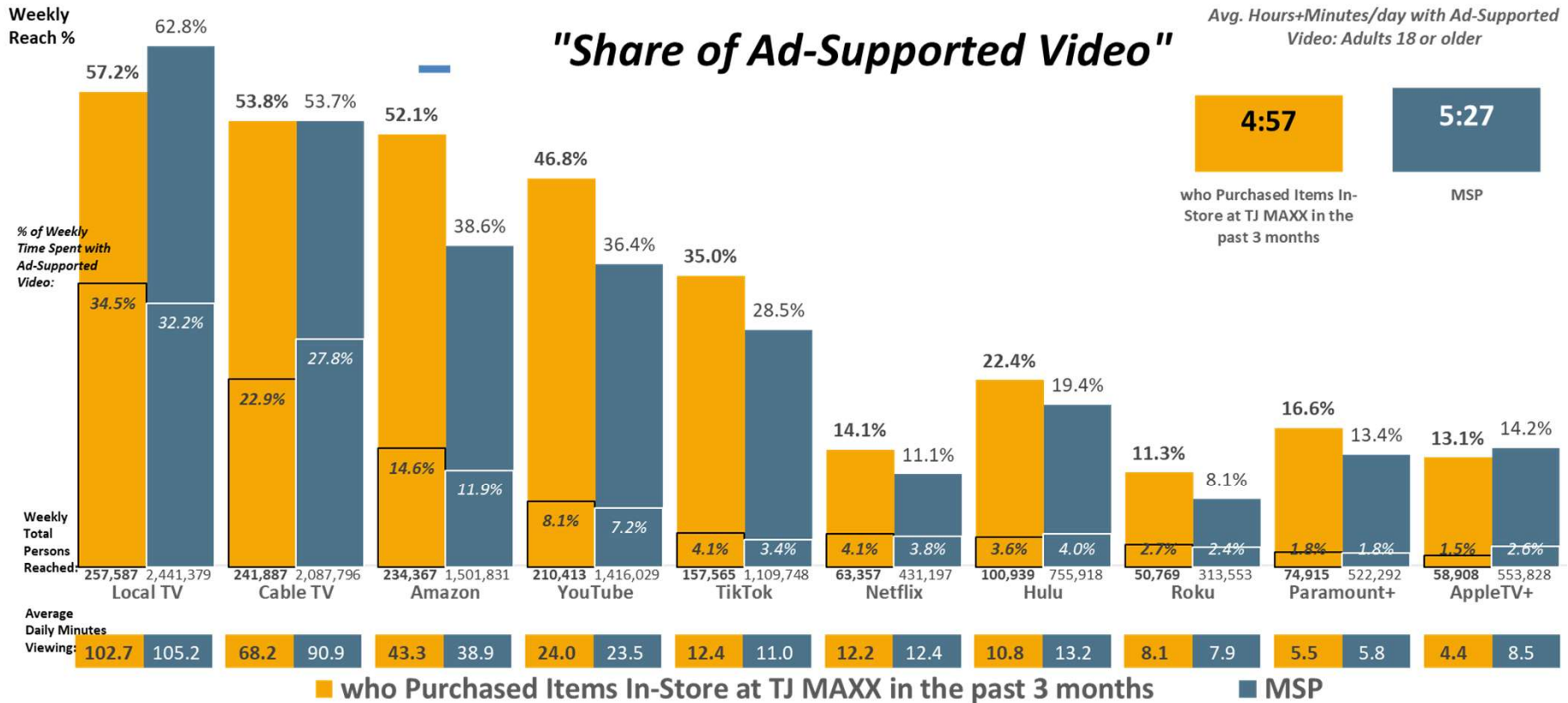


■ who Purchased Items In-Store at TJ MAXX in the past 3 months ■ USA



257,587 or 57.2% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months watch Ad-Supported Local TV Stations for an average of 102.7 minutes every day representing 34.5% of all time spent daily with Ad-Supported Video.

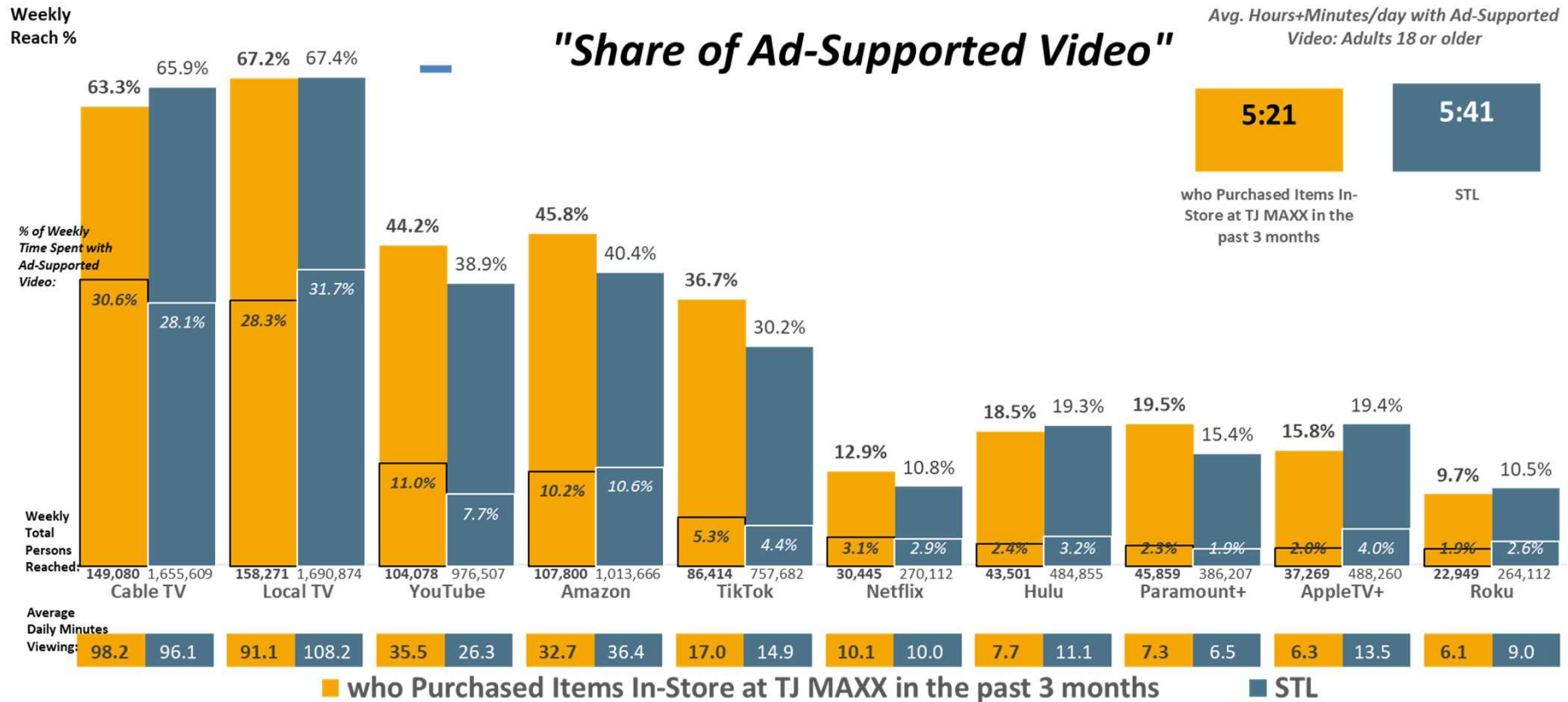
## "Share of Ad-Supported Video"





158,271 or 67.2% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months watch Ad-Supported Local TV Stations for an average of 91.1 minutes every day representing 28.3% of all time spent daily with Ad-Supported Video.

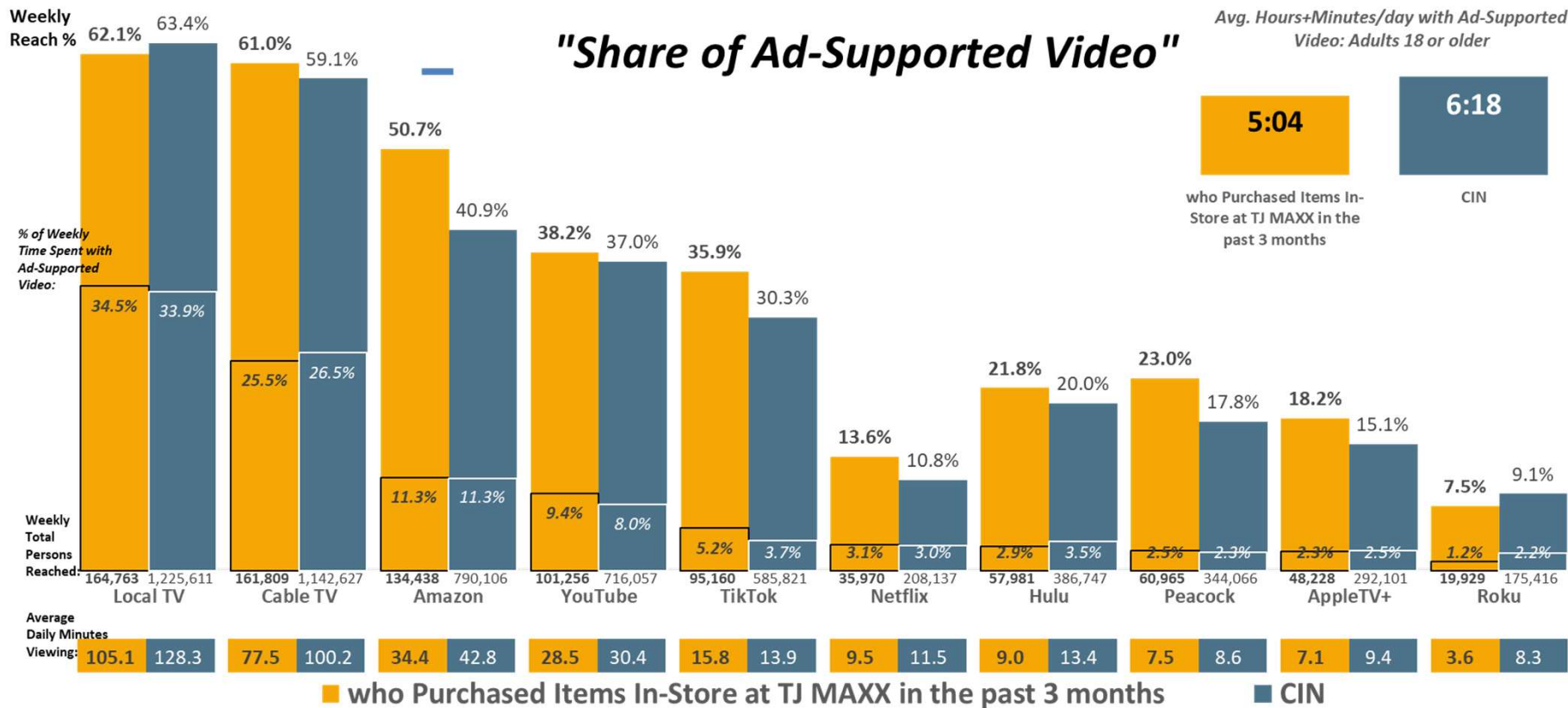
## "Share of Ad-Supported Video"





164,763 or 62.1% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months watch Ad-Supported Local TV Stations for an average of 105.1 minutes every day representing 34.5% of all time spent daily with Ad-Supported Video.

## "Share of Ad-Supported Video"

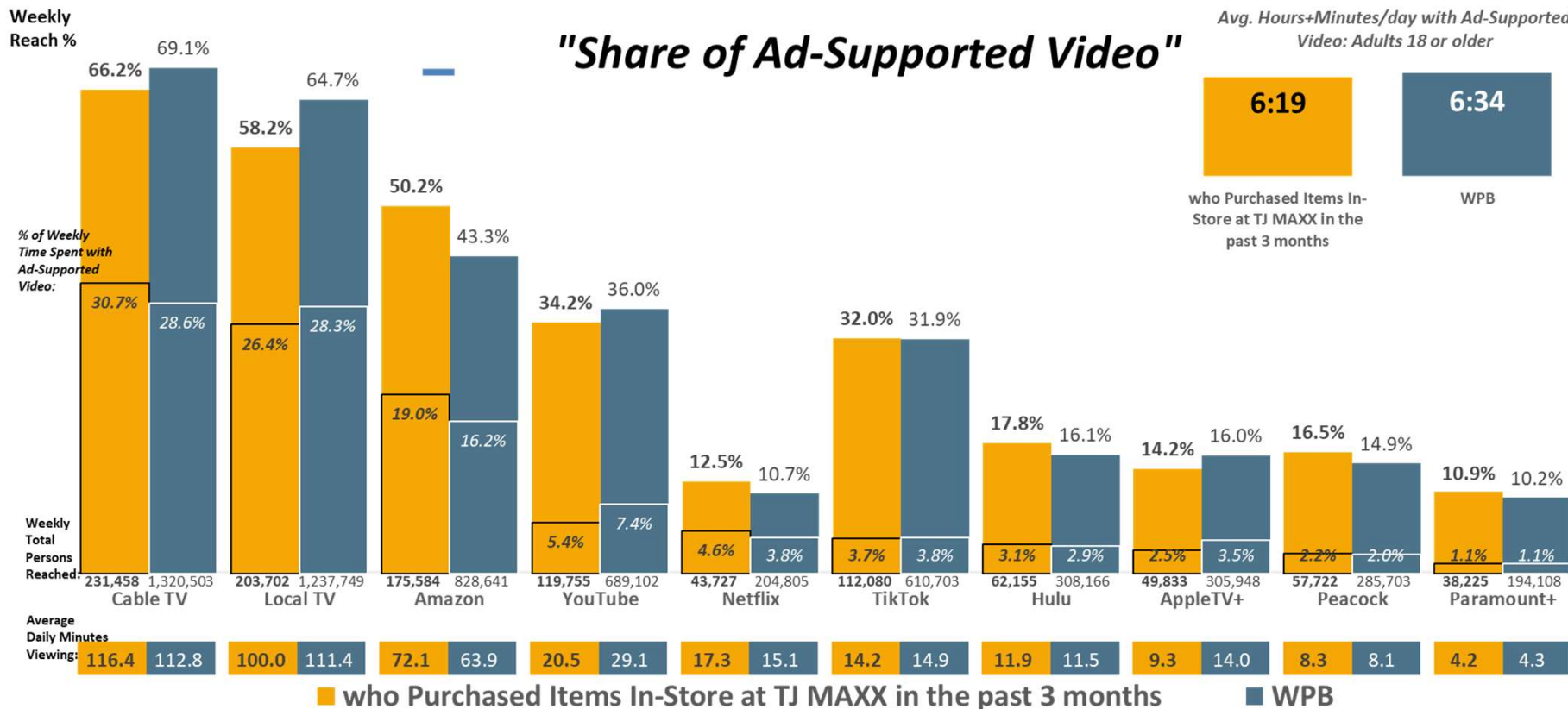






203,702 or 58.2% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months watch Ad-Supported Local TV Stations for an average of 100. minutes every day representing 26.4% of all time spent daily with Ad-Supported Video.

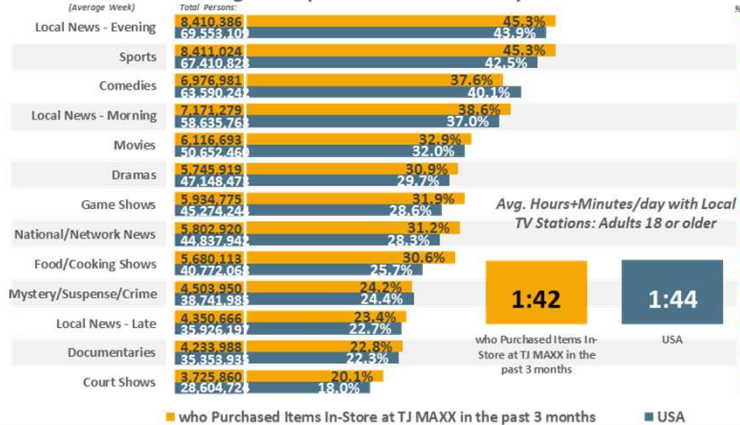
## "Share of Ad-Supported Video"



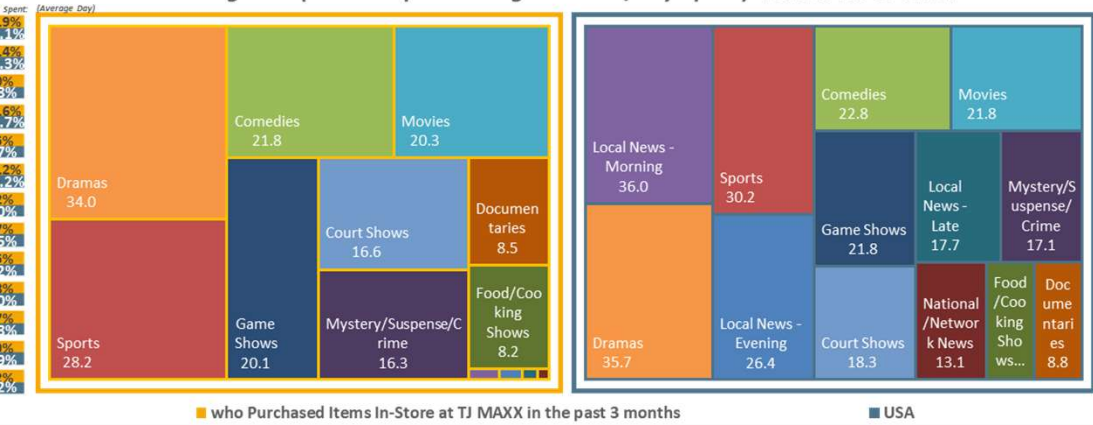


18,318,886 or 59.2% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Movies, and Game Shows.

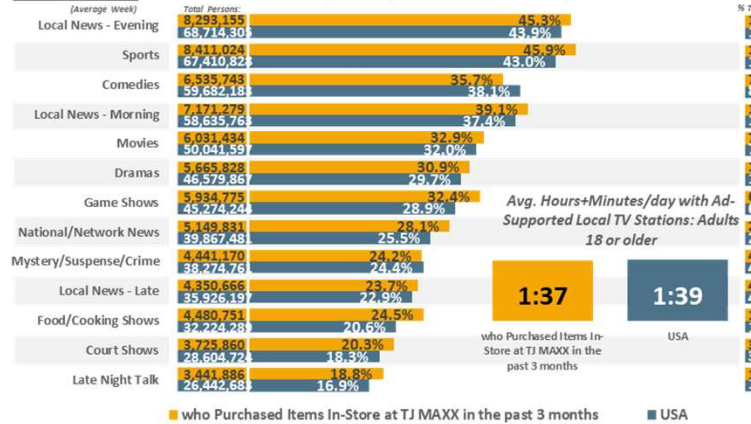
Local TV Station Programs (Persons & % Reach): Adults 18 or older



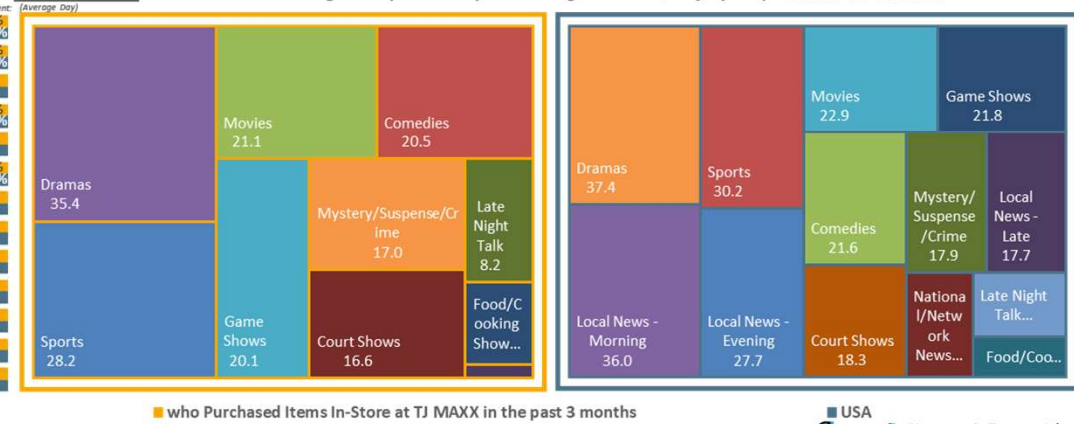
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



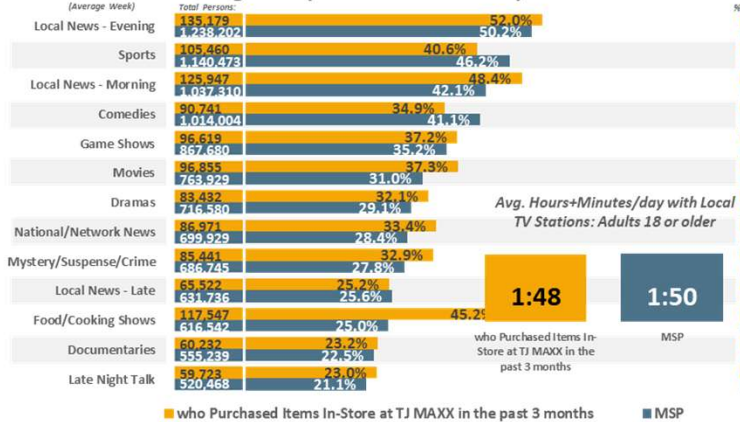
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



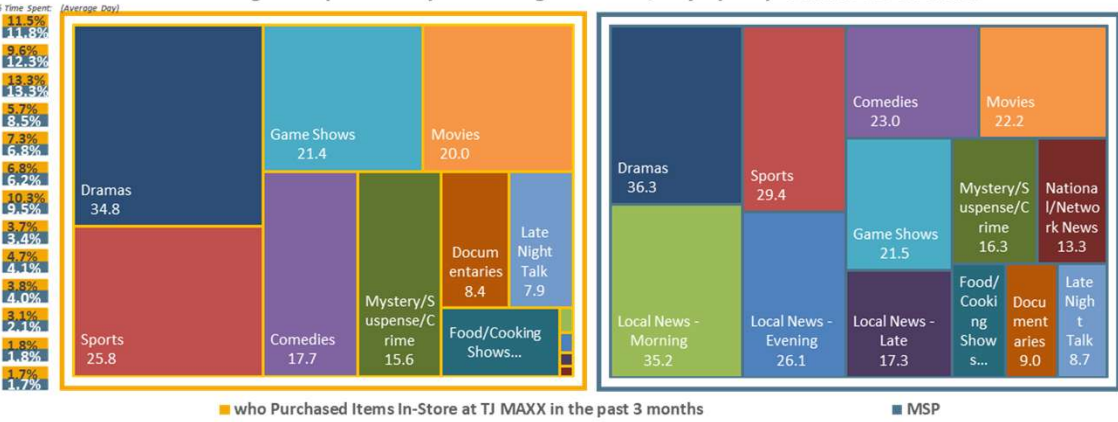


257,587 or 57.2% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Sports, Game Shows, Movies, and Food/Cooking Shows

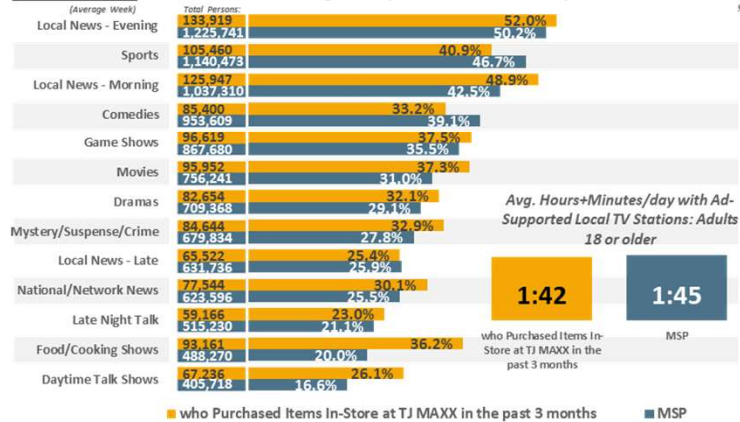
Local TV Station Programs (Persons & % Reach): Adults 18 or older



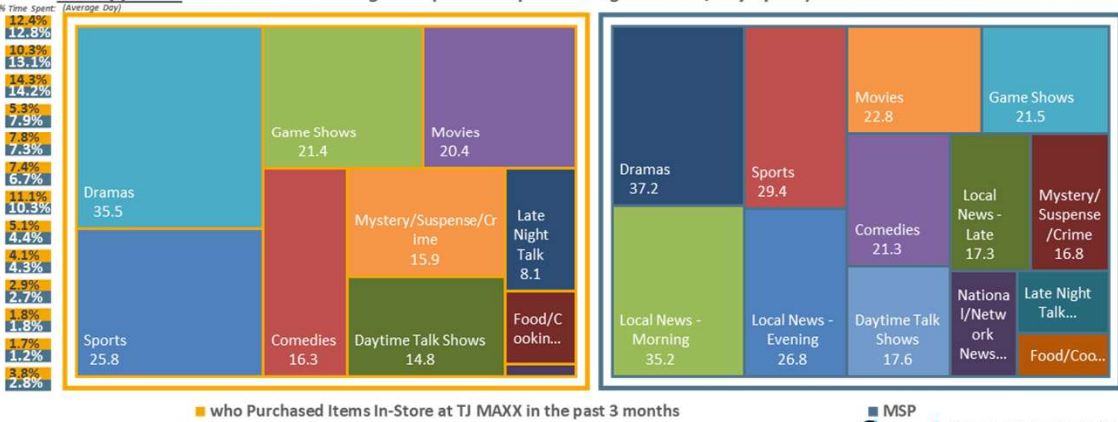
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

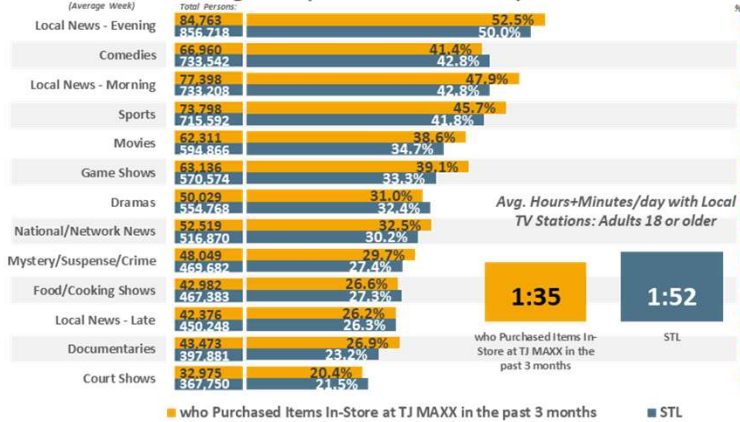




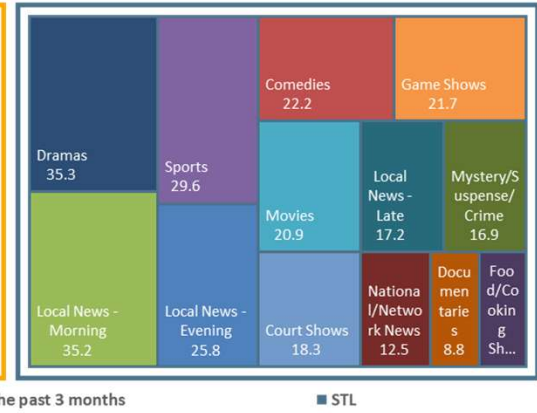
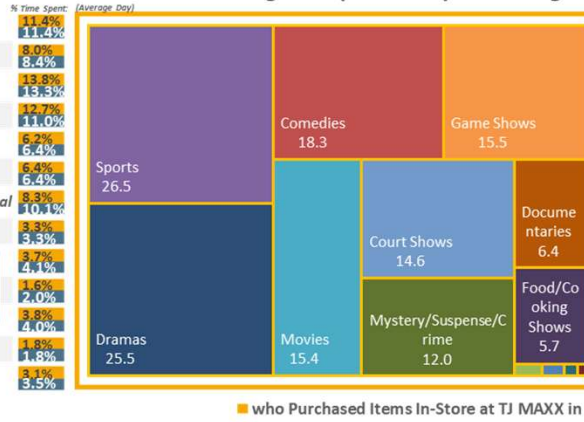


158,271 or 67.2% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Sports, Game Shows, Comedies, and Movies.

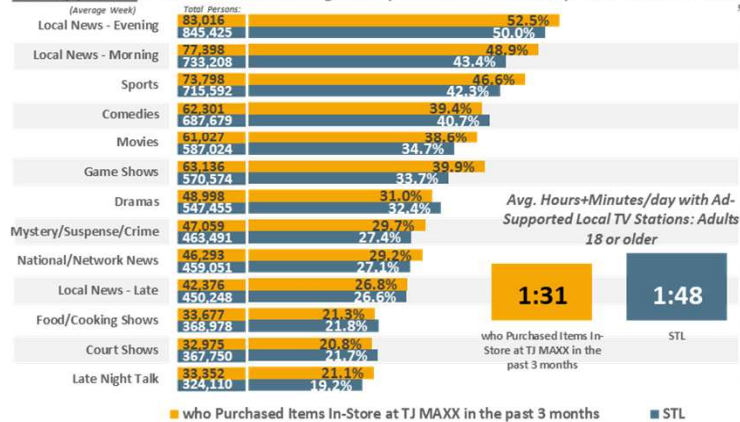
Local TV Station Programs (Persons & % Reach): Adults 18 or older



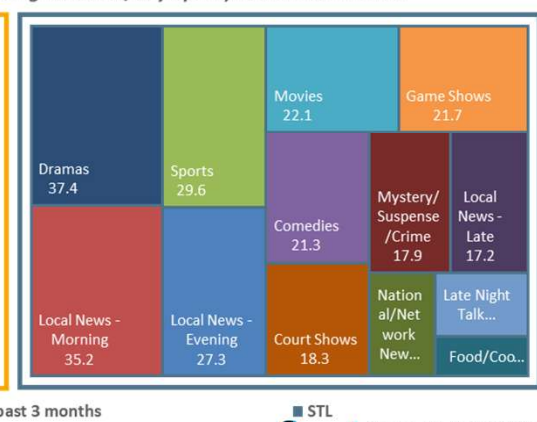
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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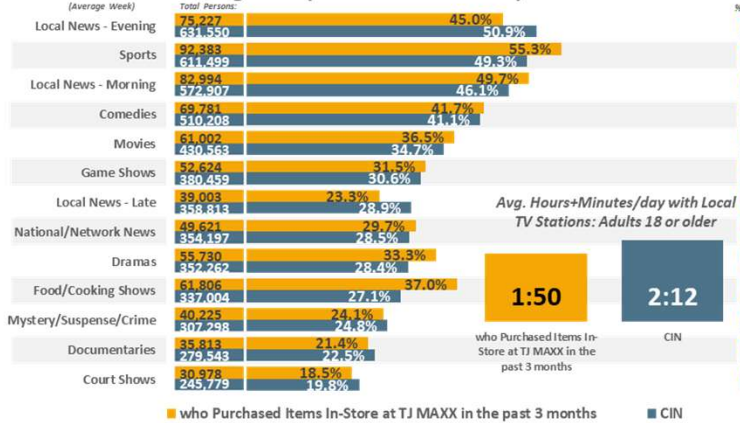
soefa.ai Share of Everything for Anything

[[Major stores shopped in-store past 3 months: TJ Maxx AND Major stores bought past 3 months: TJ Maxx]]

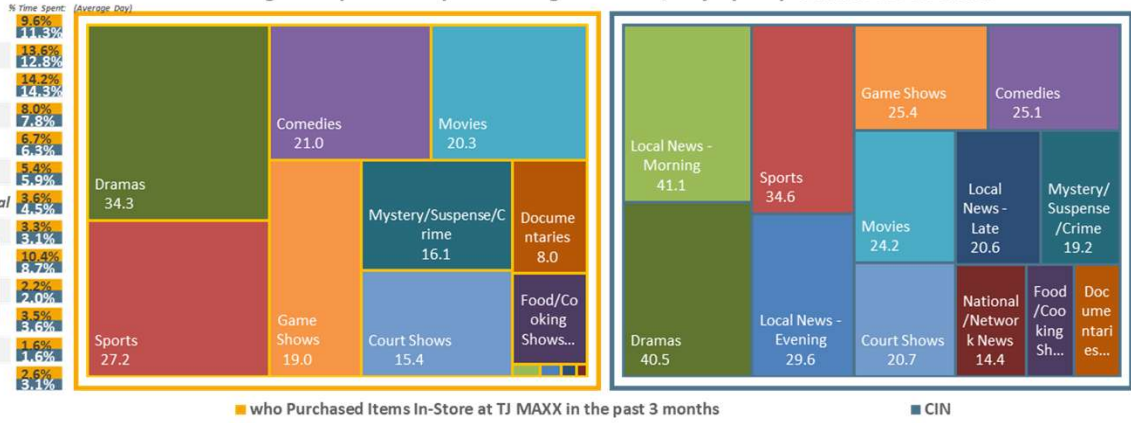


164,763 or 62.1% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Local News - Evening, Comedies, Movies, and Dramas.

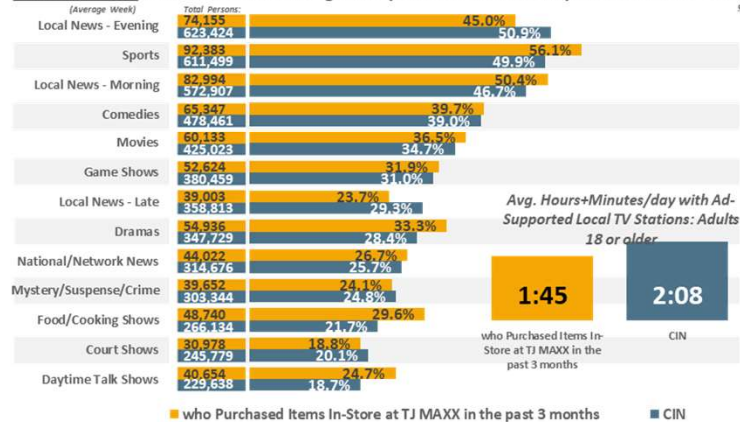
**Local TV Station Programs (Persons & % Reach): Adults 18 or older**



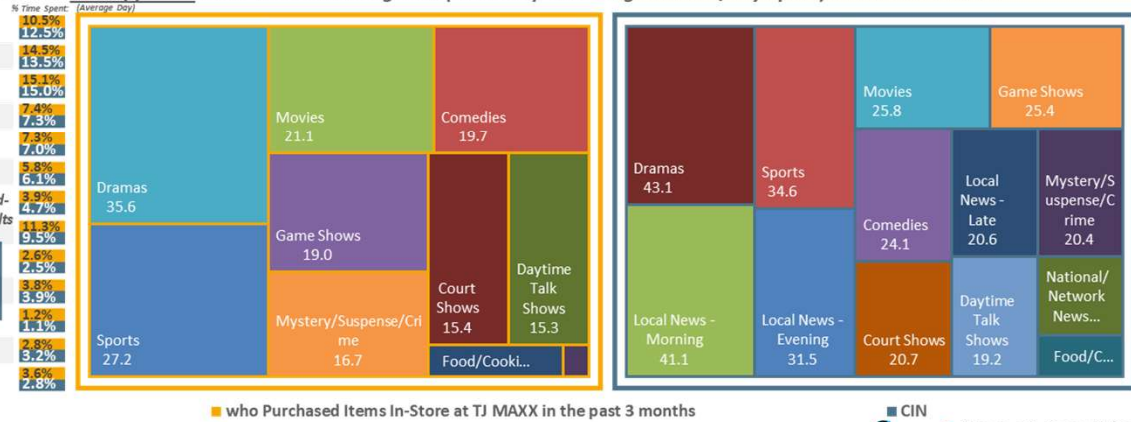
**Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



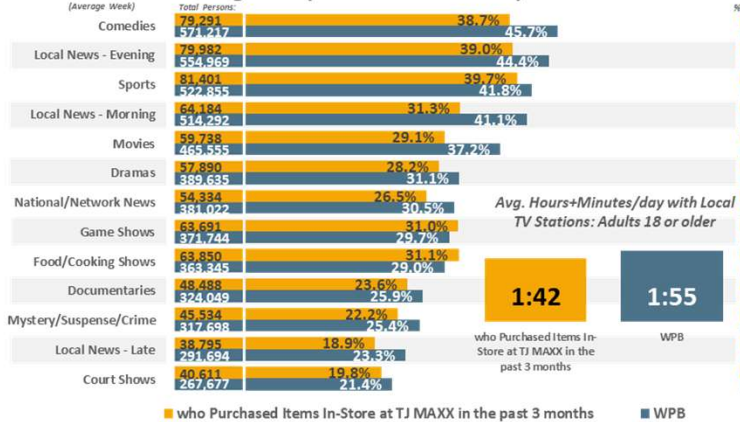
**Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



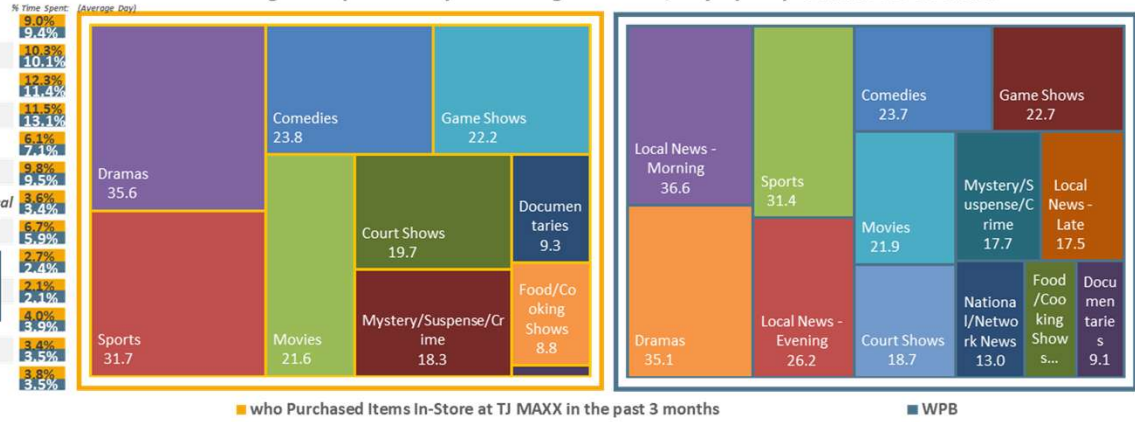


203,702 or 58.2% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Game Shows, and Movies.

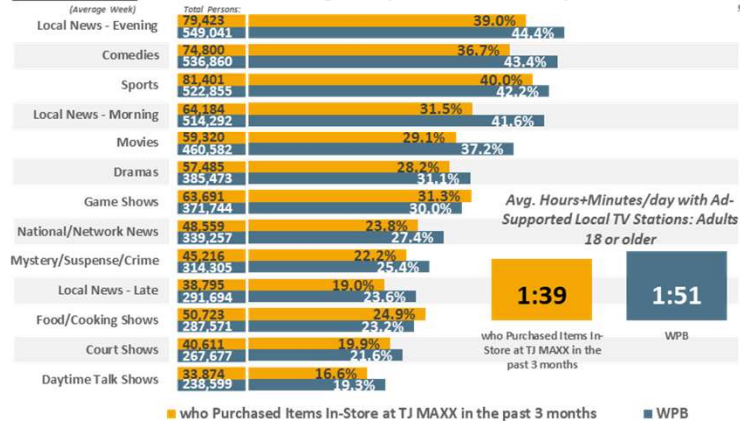
Local TV Station Programs (Persons & % Reach): Adults 18 or older



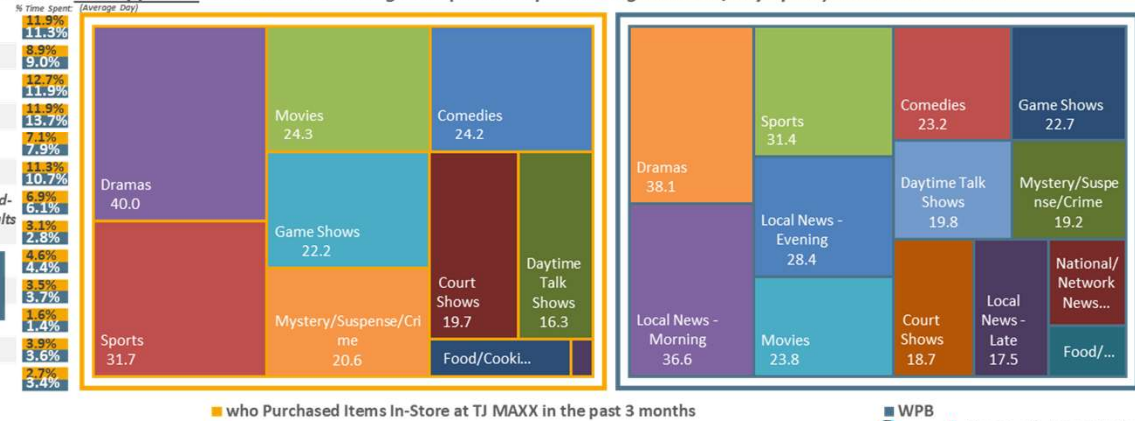
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



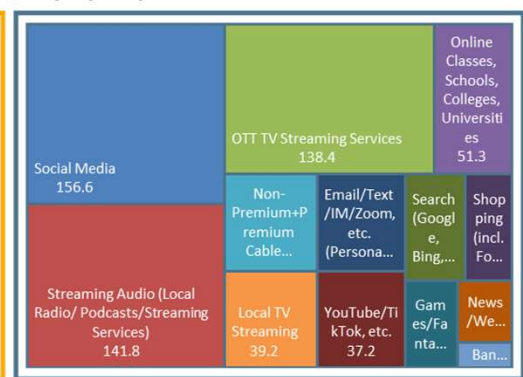
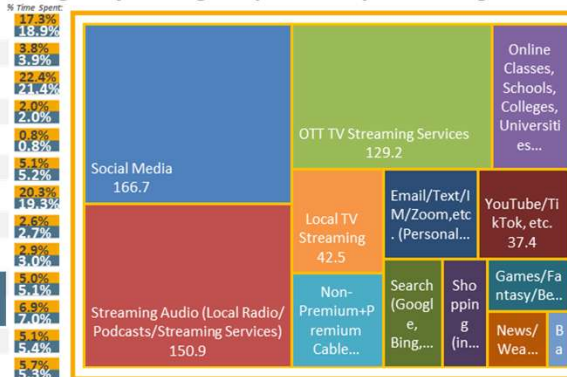
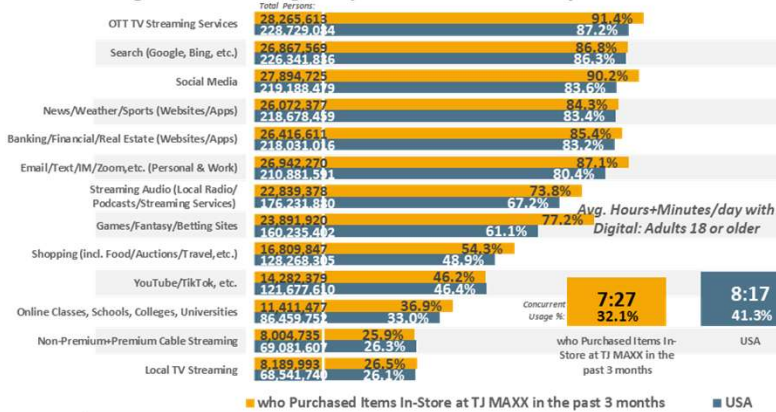




24,911,327 or 80.5% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months use Ad-Supported Social Media for an average of 148.9 minutes every day representing 27.5% of all time spent daily with Ad-Supported Digital Media.

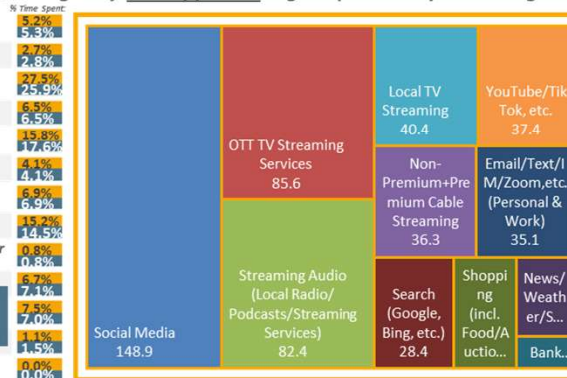
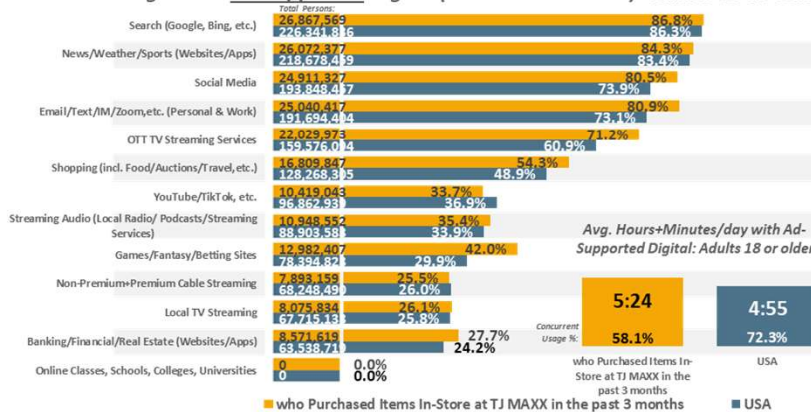
### Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,385  
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

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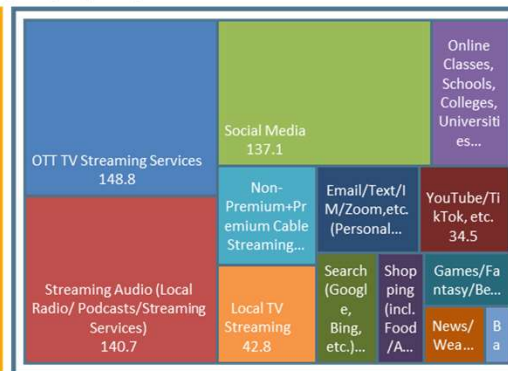
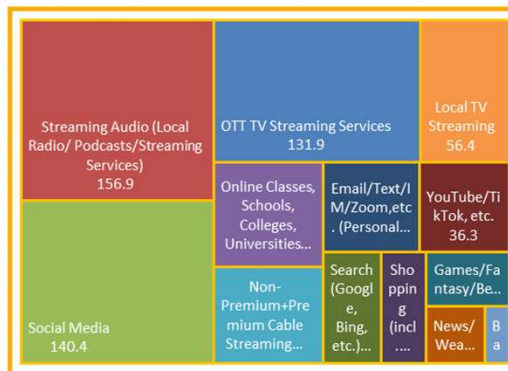
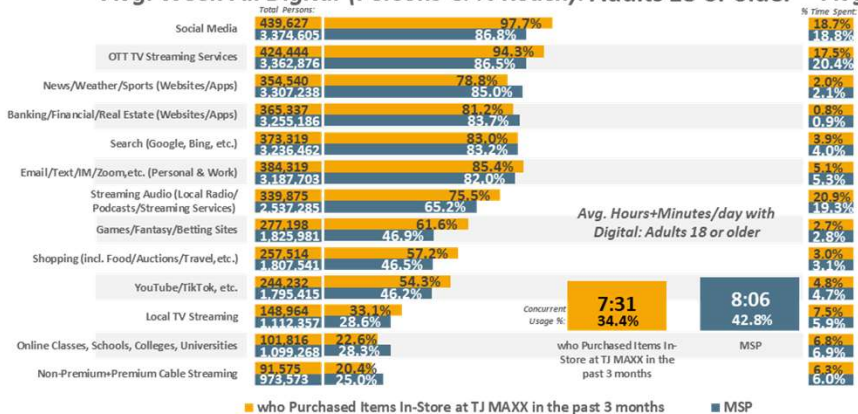
[[Major stores shopped in-store past 3 months: TJ Maxx AND Major stores bought past 3 months: TJ Maxx]]



394,554 or 87.7% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months use Ad-Supported Social Media for an average of 126. minutes every day representing 22.3% of all time spent daily with Ad-Supported Digital Media.

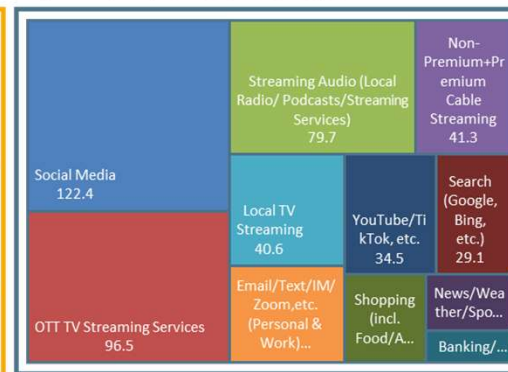
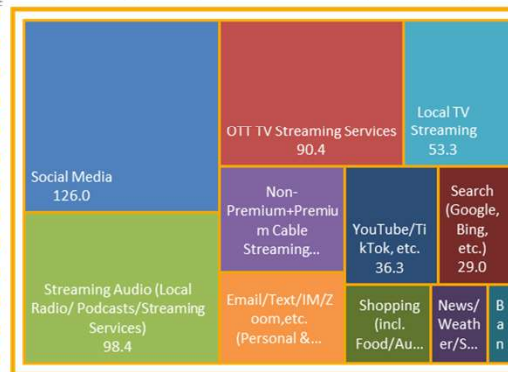
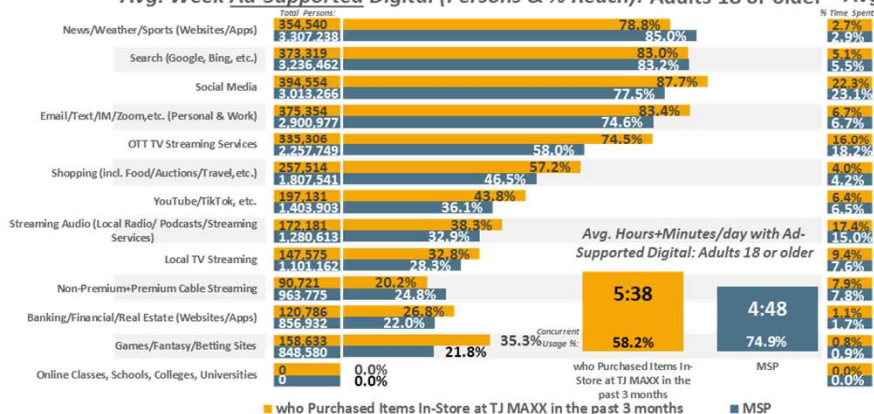
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 245  
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[[Major stores shopped in-store past 3 months: TJ Maxx AND Major stores bought past 3 months: TJ Maxx]]

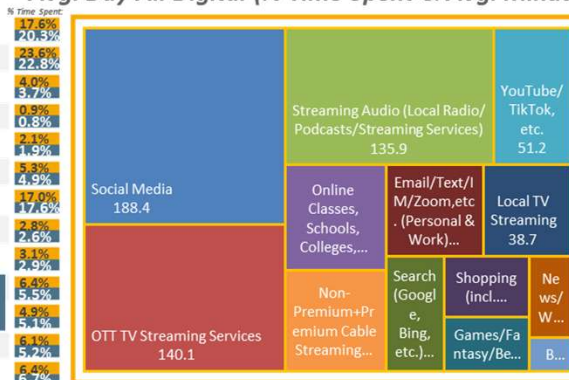
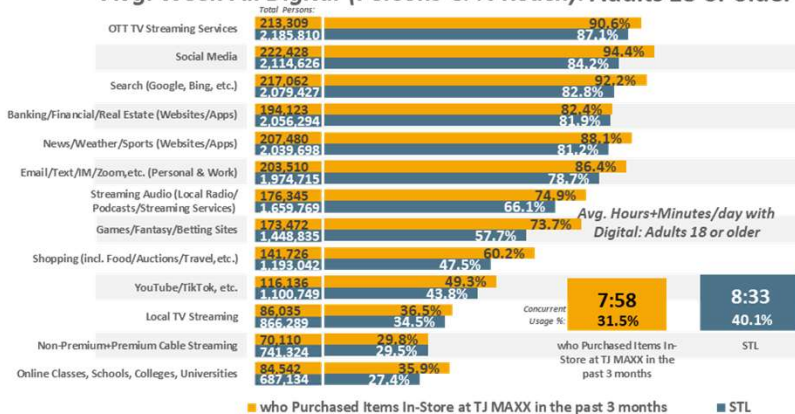




186,957 or 79.4% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months use Ad-Supported Social Media for an average of 158.3 minutes every day representing 27.3% of all time spent daily with Ad-Supported Digital Media.

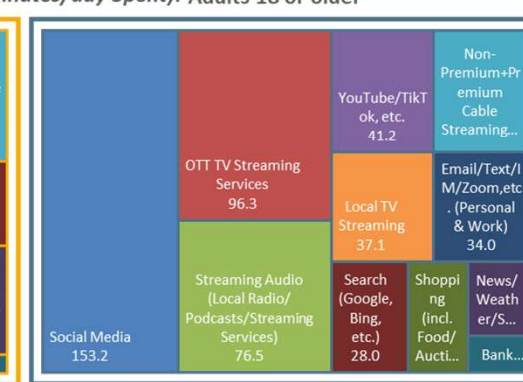
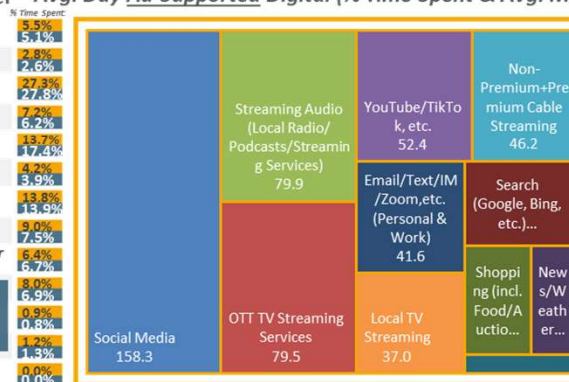
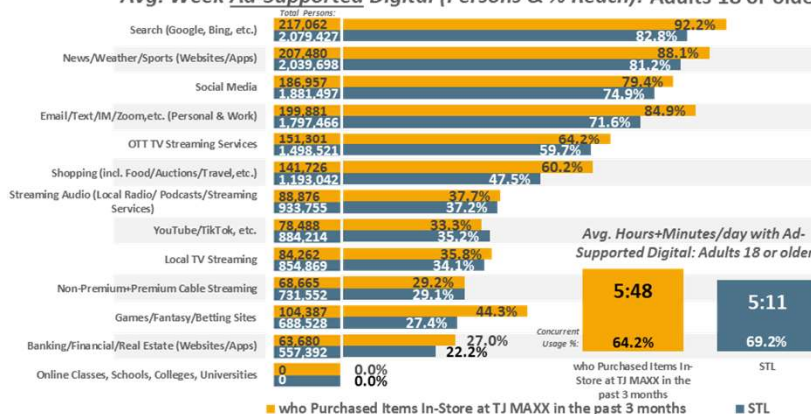
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 227  
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[[Major stores shopped in-store past 3 months: TJ Maxx AND Major stores bought past 3 months: TJ Maxx]]

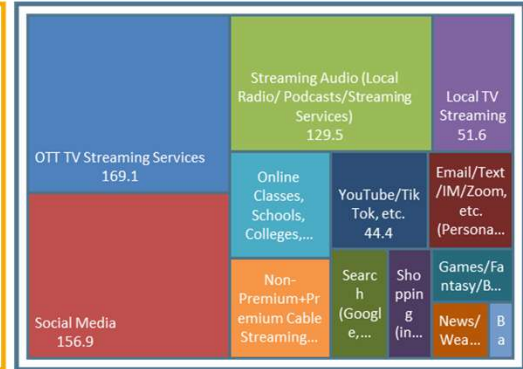
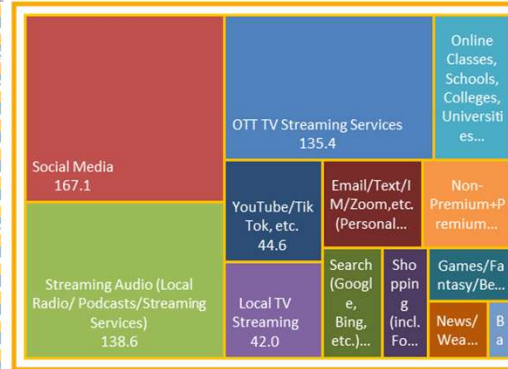
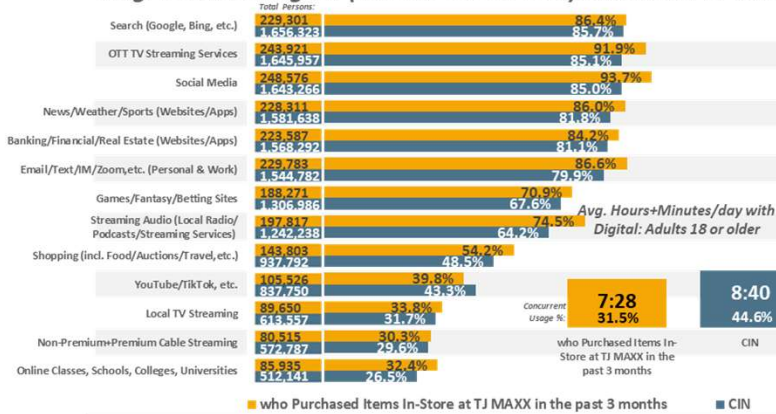




232,179 or 87.5% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months use Ad-Supported Social Media for an average of 156.1 minutes every day representing 29.2% of all time spent daily with Ad-Supported Digital Media.

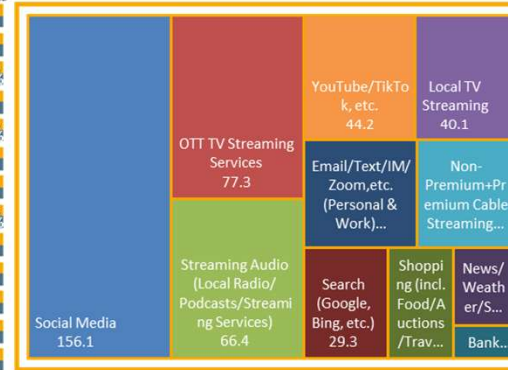
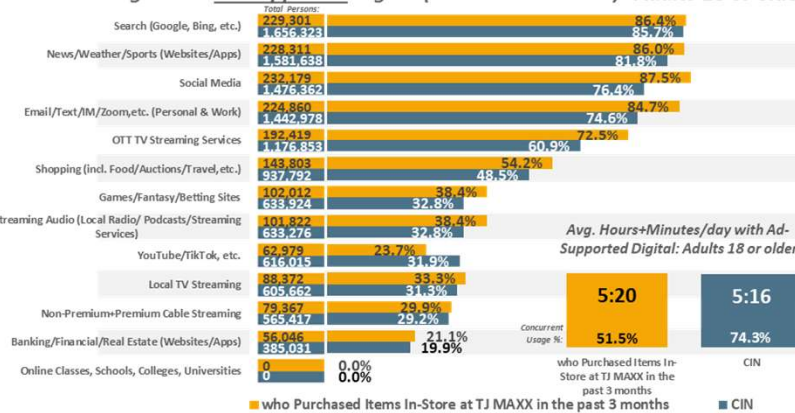
### Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 325  
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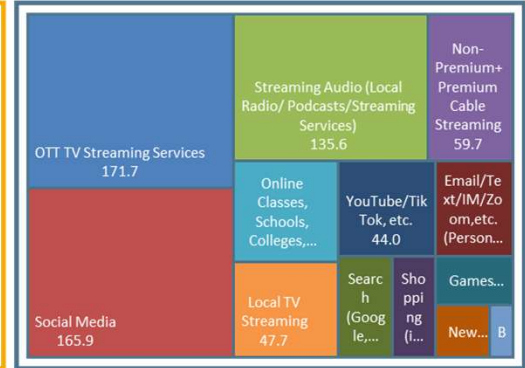
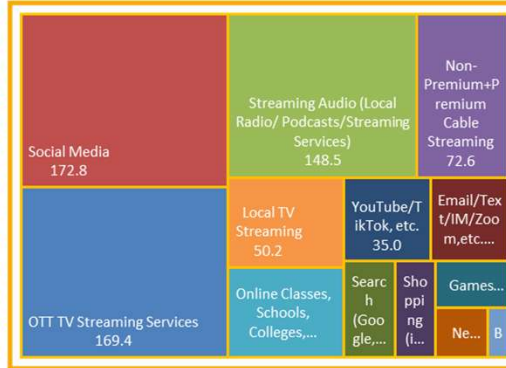
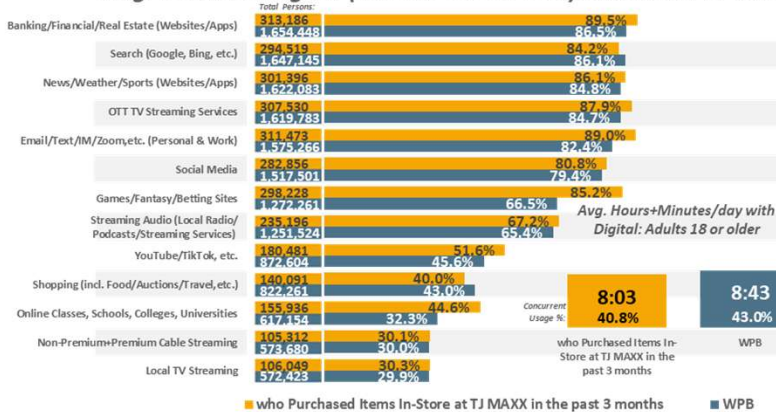
[[Major stores shopped in-store past 3 months: TJ Maxx AND Major stores bought past 3 months: TJ Maxx]]



228,997 or 65.4% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months use Ad-Supported Social Media for an average of 139.9 minutes every day representing 23.6% of all time spent daily with Ad-Supported Digital Media.

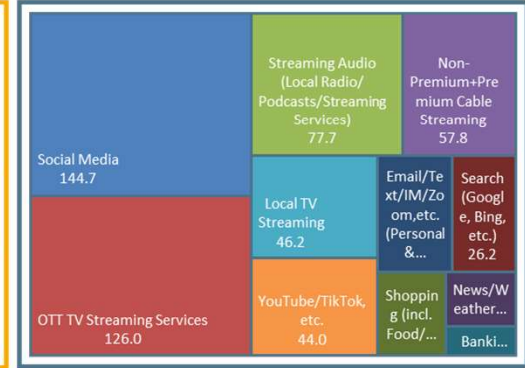
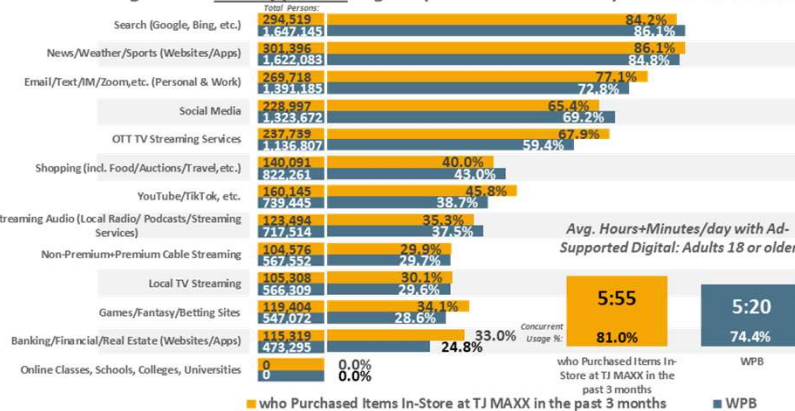
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 510  
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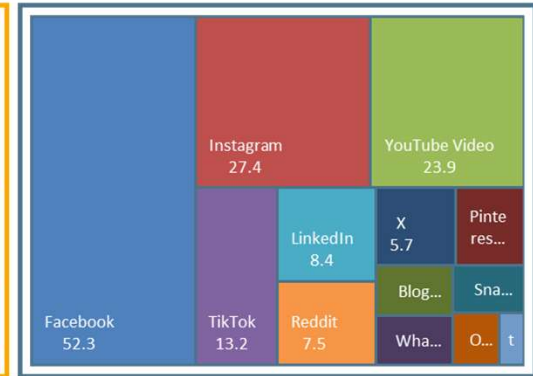
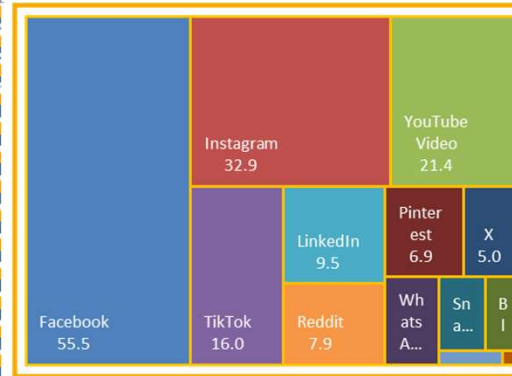
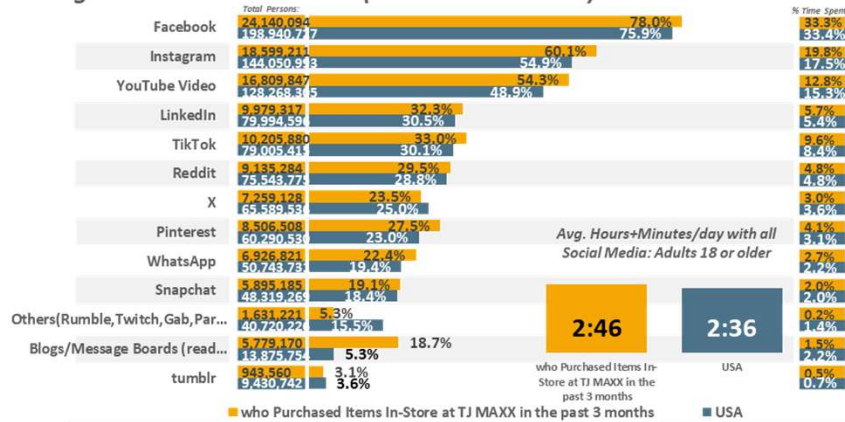
[[Major stores shopped in-store past 3 months: TJ Maxx AND Major stores bought past 3 months: TJ Maxx]]



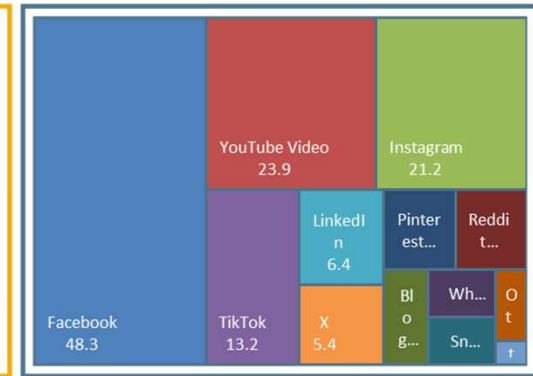
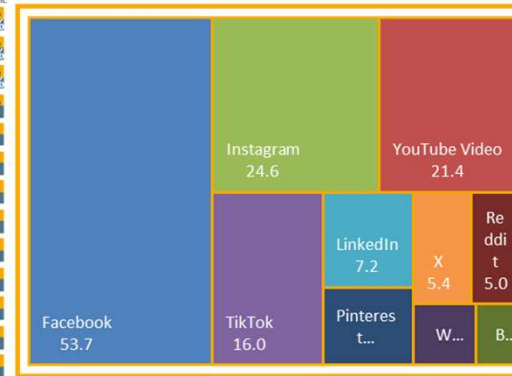
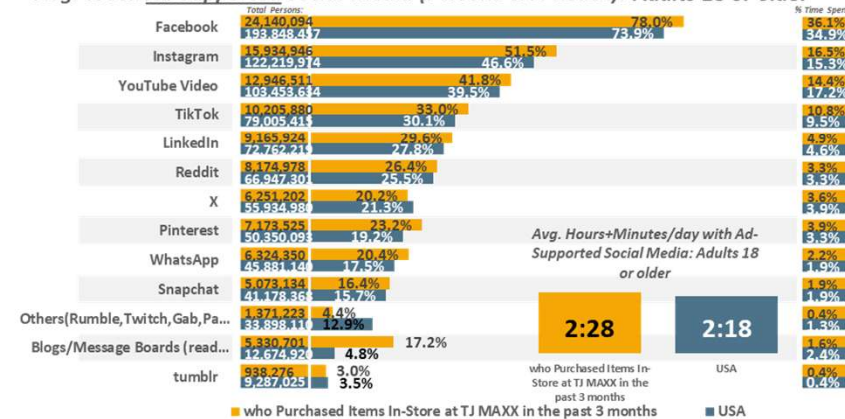


24,140,094 or 78.% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months use Ad-Supported Facebook for an average of 53.7 minutes every day representing 36.1% of all time spent daily with Ad-Supported Social Media.

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



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



USA      USA Projection      Scarborough R2 2025: Sep24-Aug25      Qual Intab      3,385  
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USA Projection      Scarborough R2 2025: Sep24-Aug25      Qual Intab      25,507

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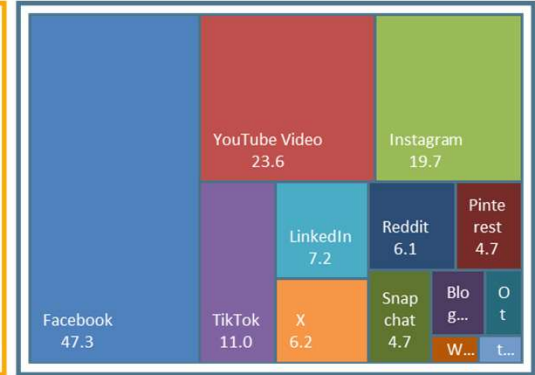
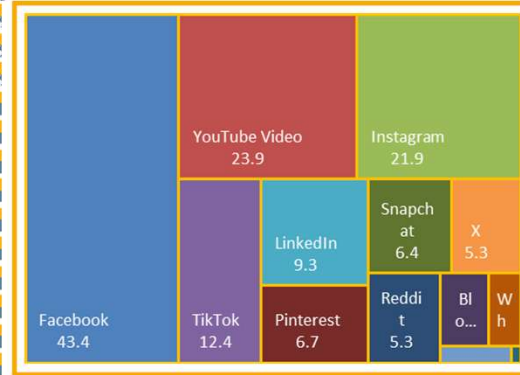
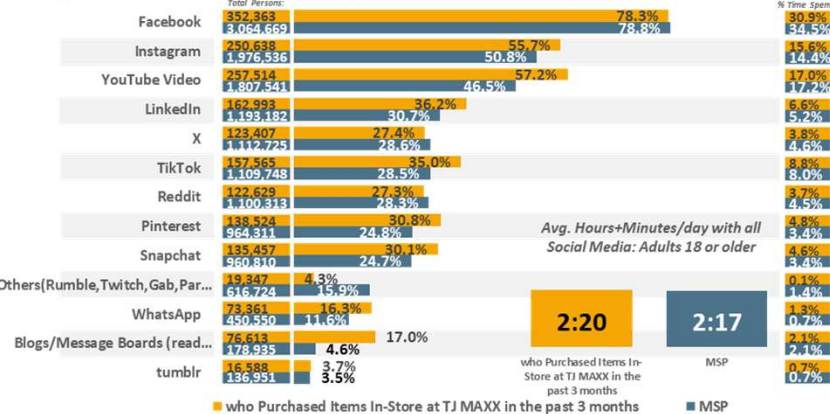
[[Major stores shopped in-store past 3 months: TJ Maxx AND Major stores bought past 3 months: TJ Maxx]]



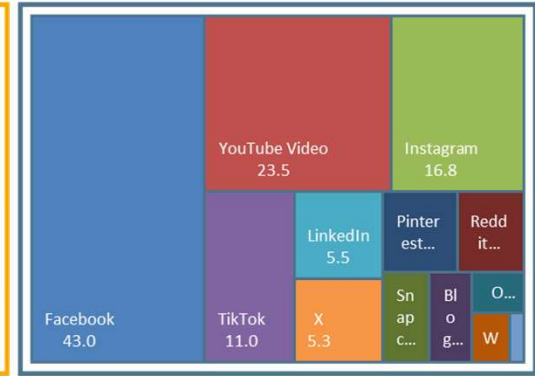
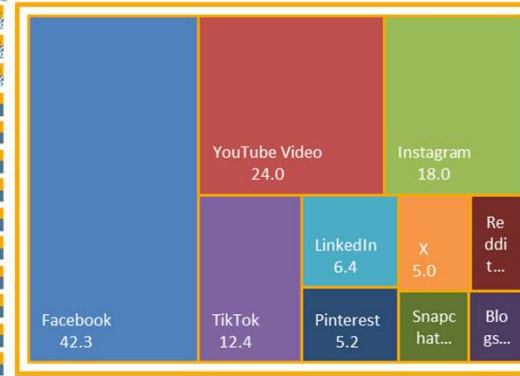
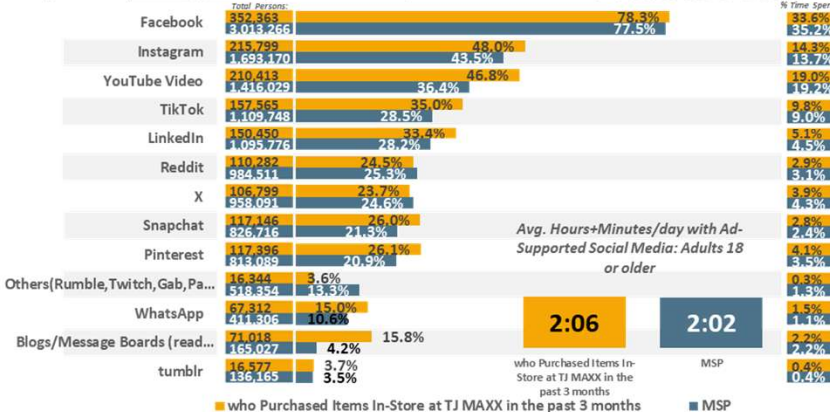


352,363 or 78.3% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months use Ad-Supported Facebook for an average of 42.3 minutes every day representing 33.6% of all time spent daily with Ad-Supported Social Media.

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



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

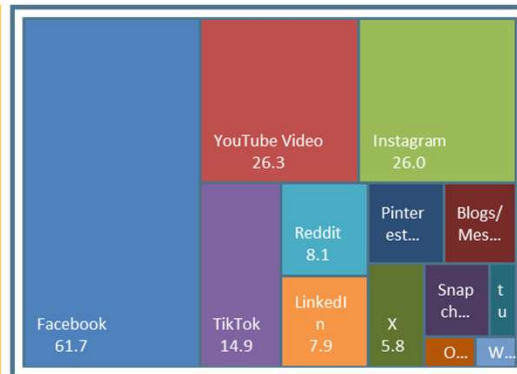
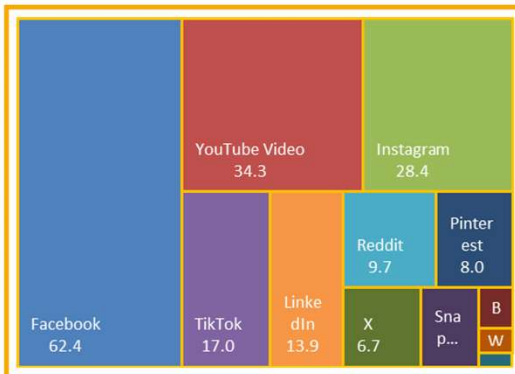
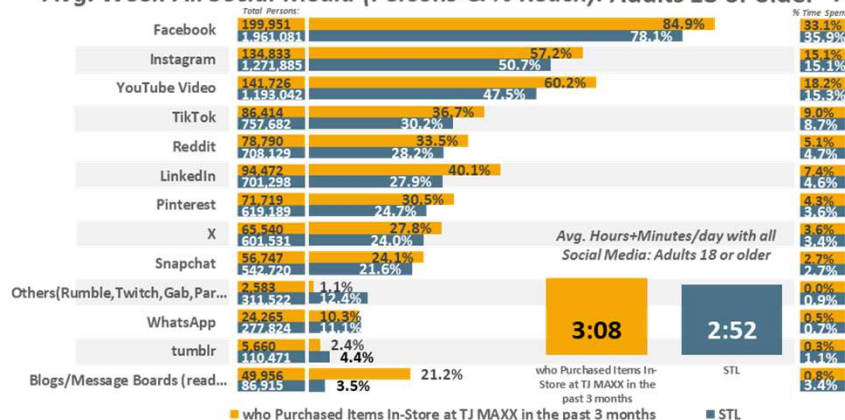




186,957 or 79.4% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months use Ad-Supported Facebook for an average of 52.9 minutes every day representing 33.4% of all time spent daily with Ad-Supported Social Media.

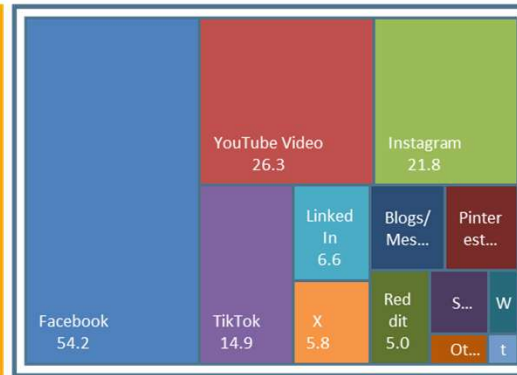
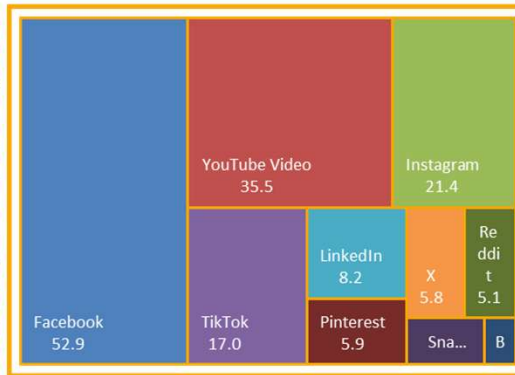
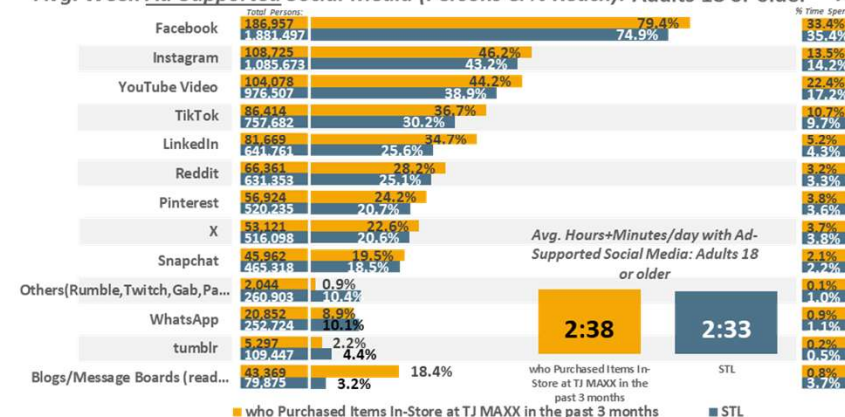
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older

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



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

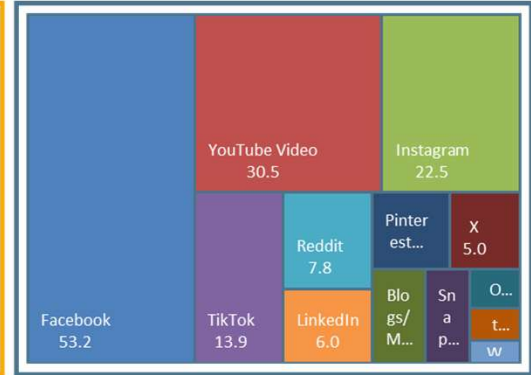
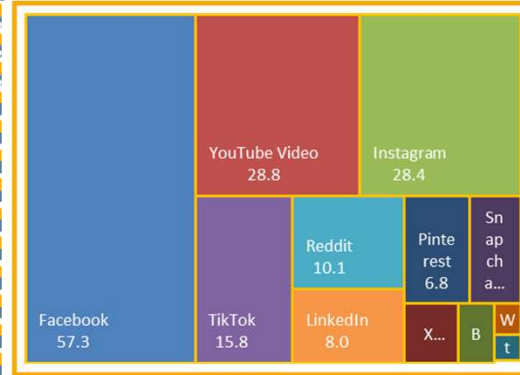
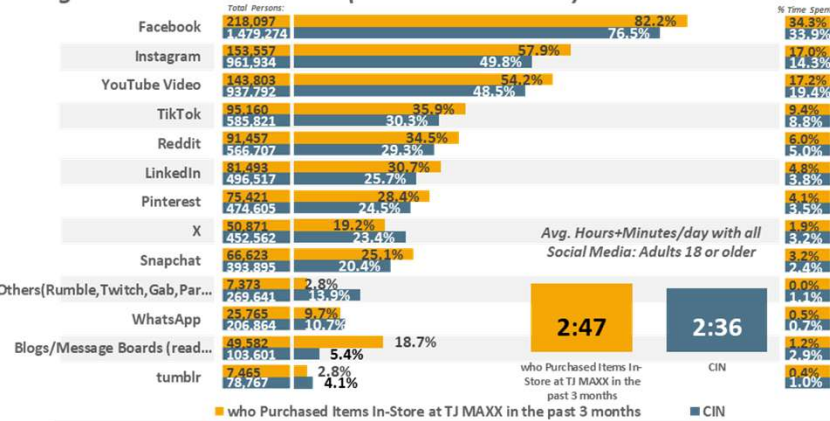
Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



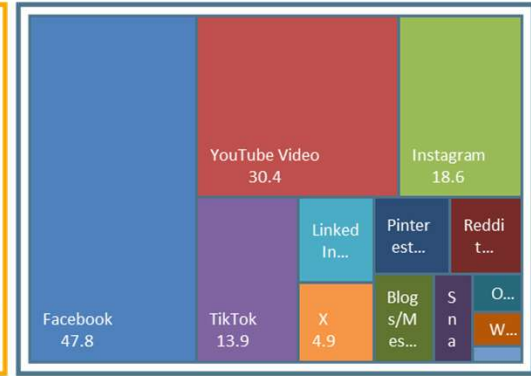
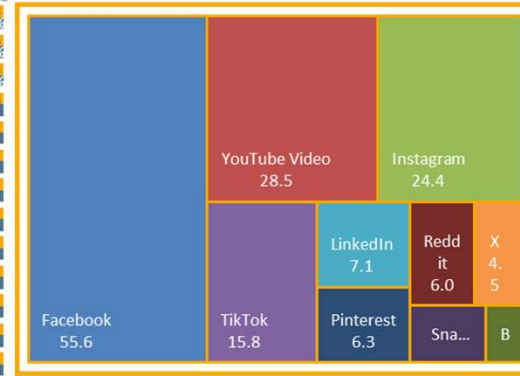
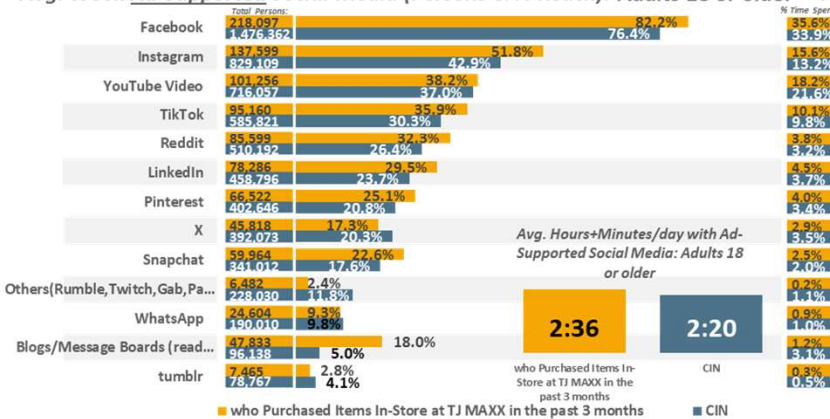


218,097 or 82.2% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months use Ad-Supported Facebook for an average of 55.6 minutes every day representing 35.6% of all time spent daily with Ad-Supported Social Media.

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



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

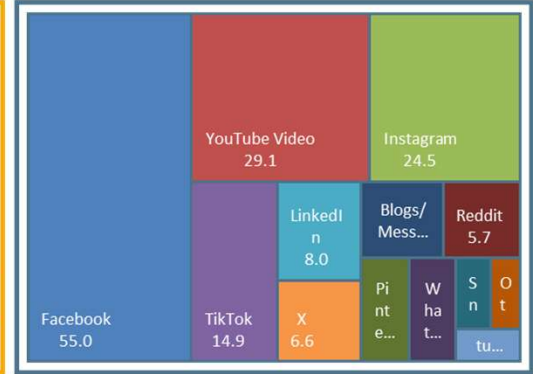
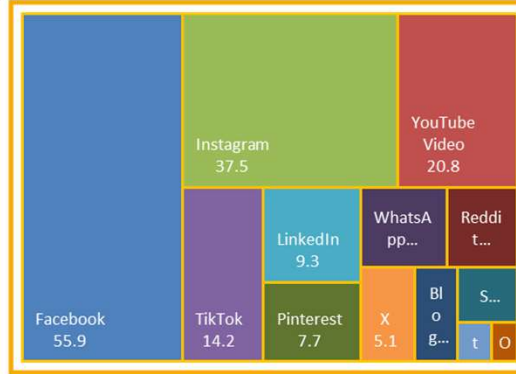
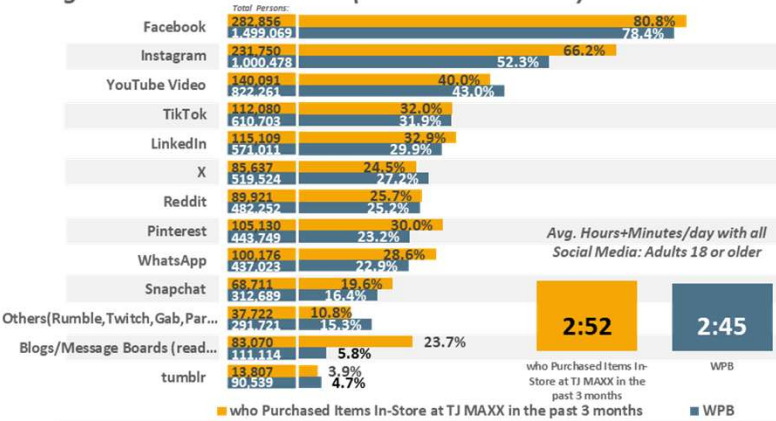




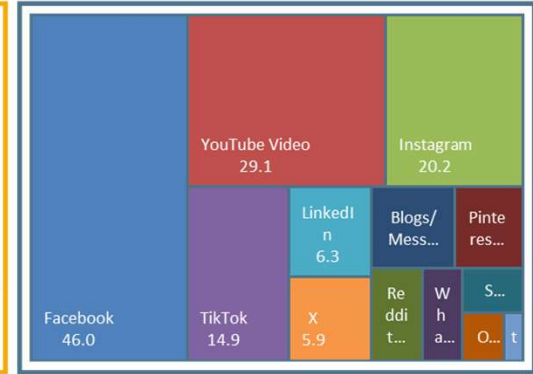
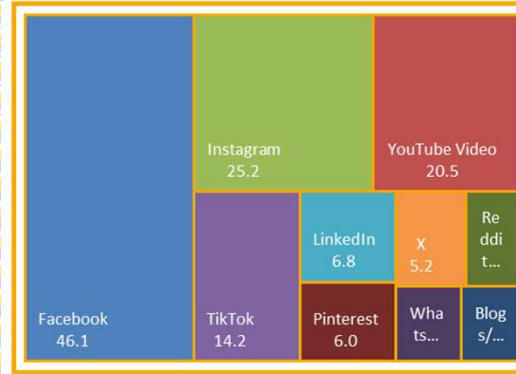
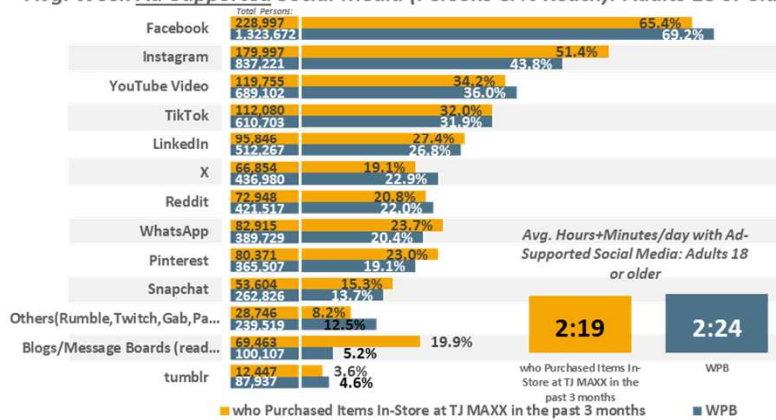


228,997 or 65.4% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months use Ad-Supported Facebook for an average of 46.1 minutes every day representing 32.9% of all time spent daily with Ad-Supported Social Media.

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

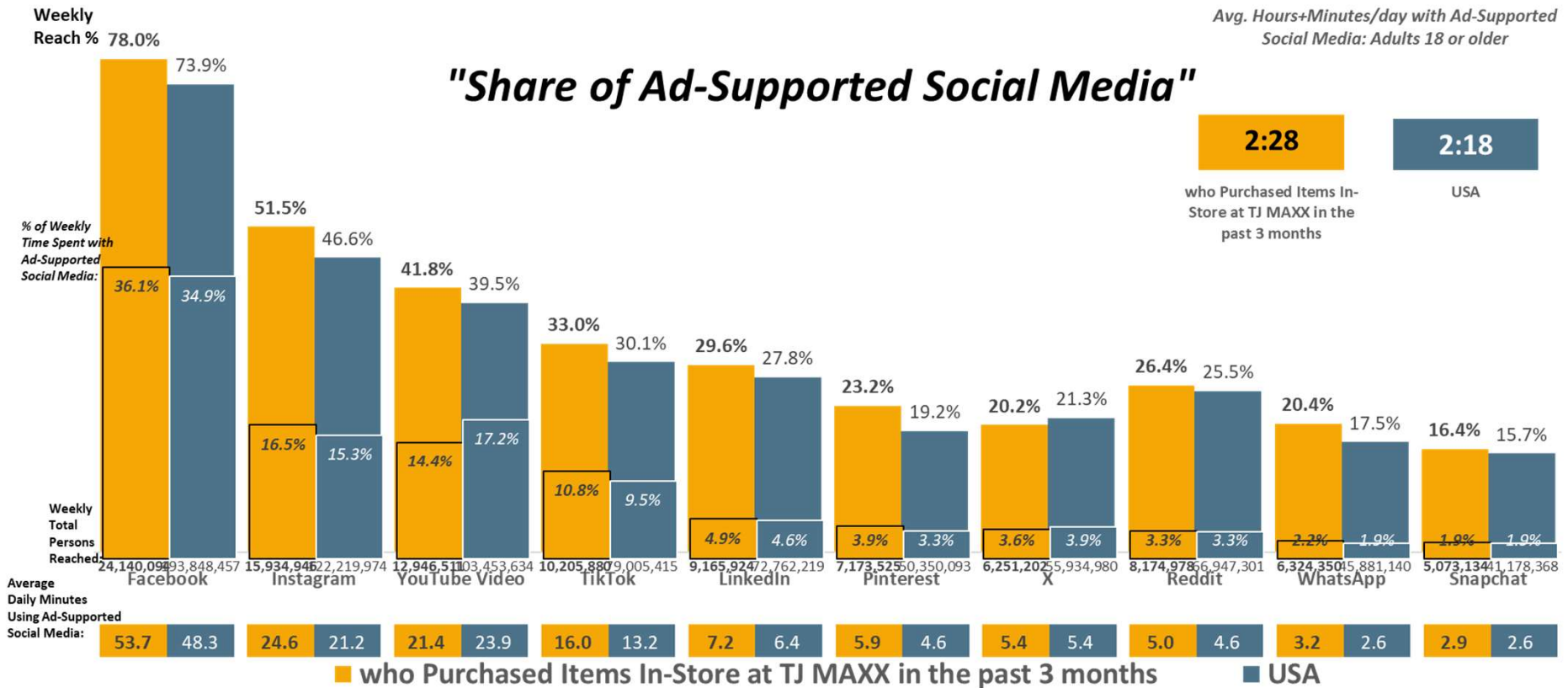


**Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older**      **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





24,140,094 or 78.0% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months use Ad-Supported Facebook for an average of 53.7 minutes every day representing 36.1% of all time spent daily with Ad-Supported Social Media.



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,385  
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

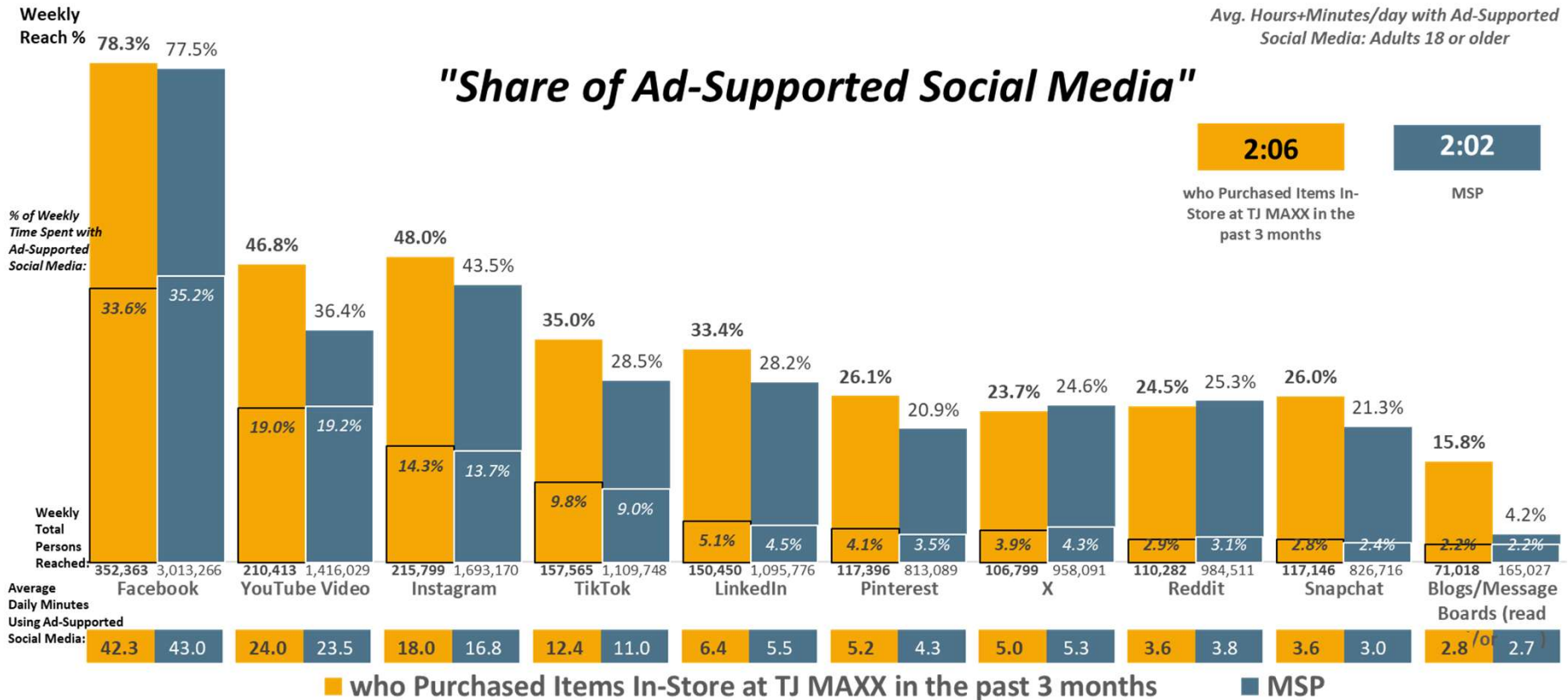
soefa.ai Share of Everything for Anything

[[Major stores shopped in-store past 3 months: TJ Maxx AND Major stores bought past 3 months: TJ Maxx]]



352,363 or 78.3% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months use Ad-Supported Facebook for an average of 42.3 minutes every day representing 33.6% of all time spent daily with Ad-Supported Social Media.

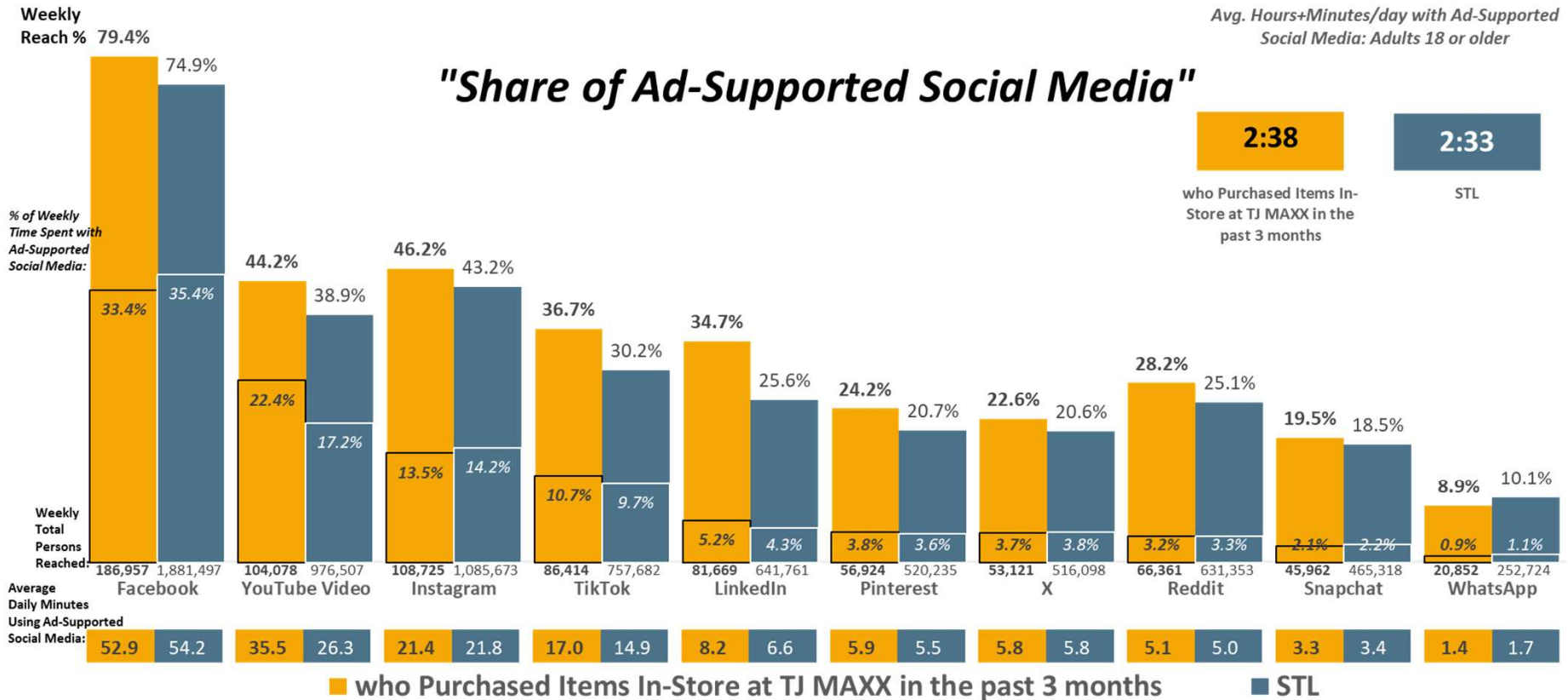
## "Share of Ad-Supported Social Media"







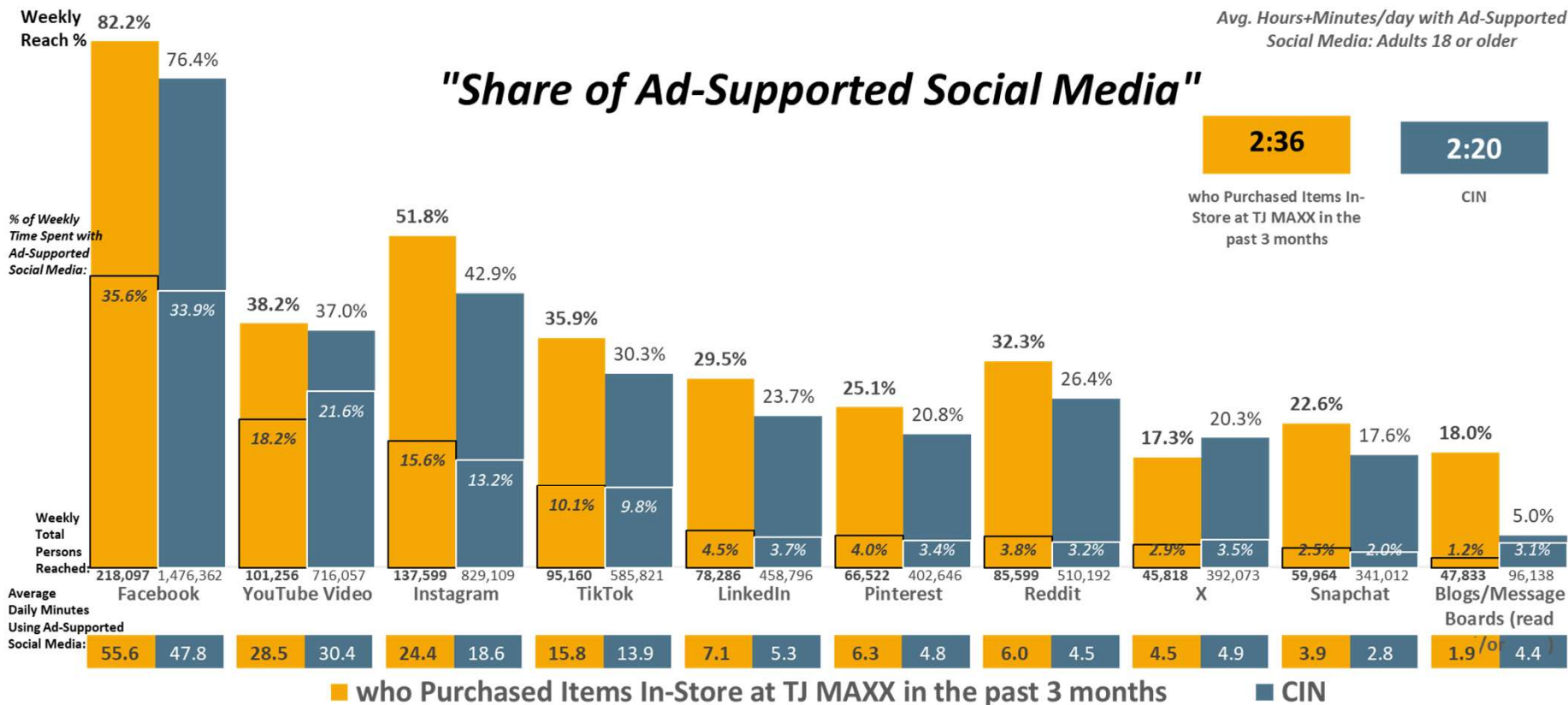
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## "Share of Ad-Supported Social Media"



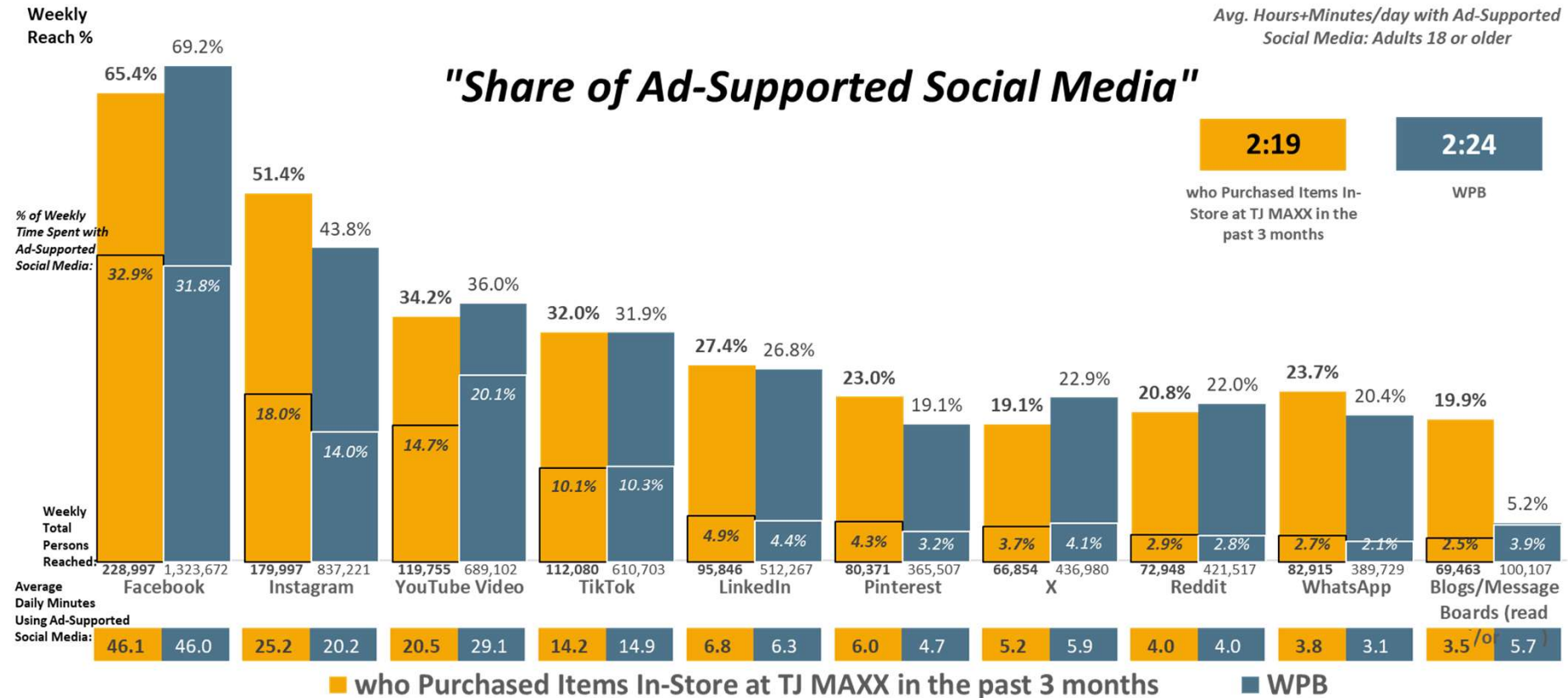
CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 325 CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033  
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[(Major stores shopped in-store past 3 months: TJ Maxx AND Major stores bought past 3 months: TJ Maxx)]



228,997 or 65.4% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months use Ad-Supported Facebook for an average of 46.1 minutes every day representing 32.9% of all time spent daily with Ad-Supported Social Media.

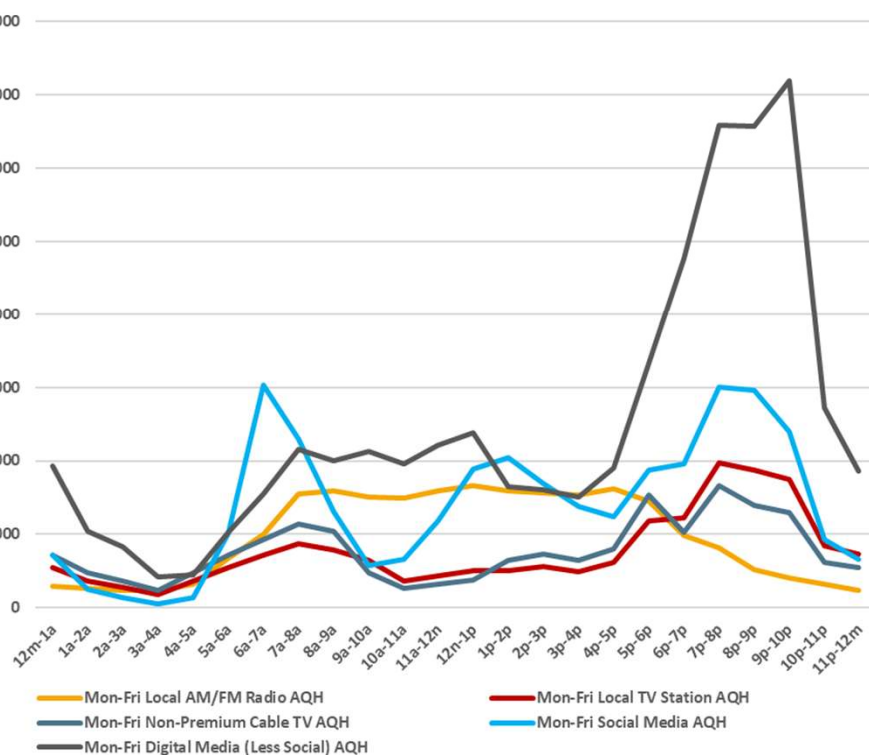




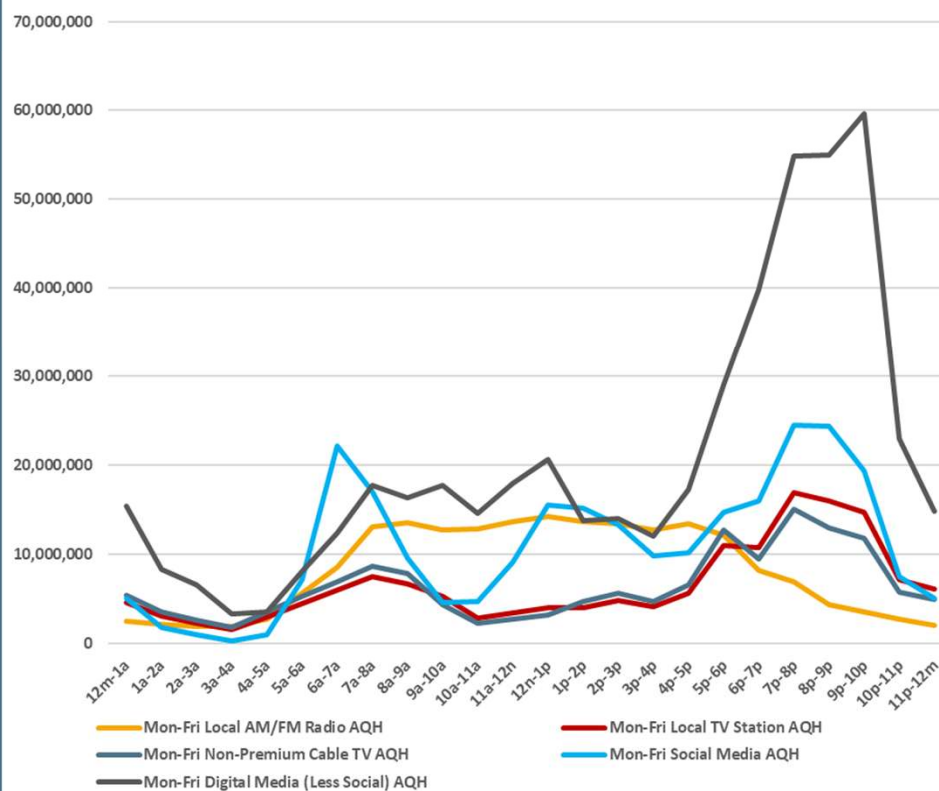


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,242,804;  
Social Media: 1,625,552; Local Radio: 1,472,777; Non-Prem. Cable: 765,296; Local TV:  
682,927 reaching Adults 18 or older who Purchased Items In-Store at TJ MAXX

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
Adults 18 or older who Purchased Items In-Store at TJ MAXX  
in the past 3 months*



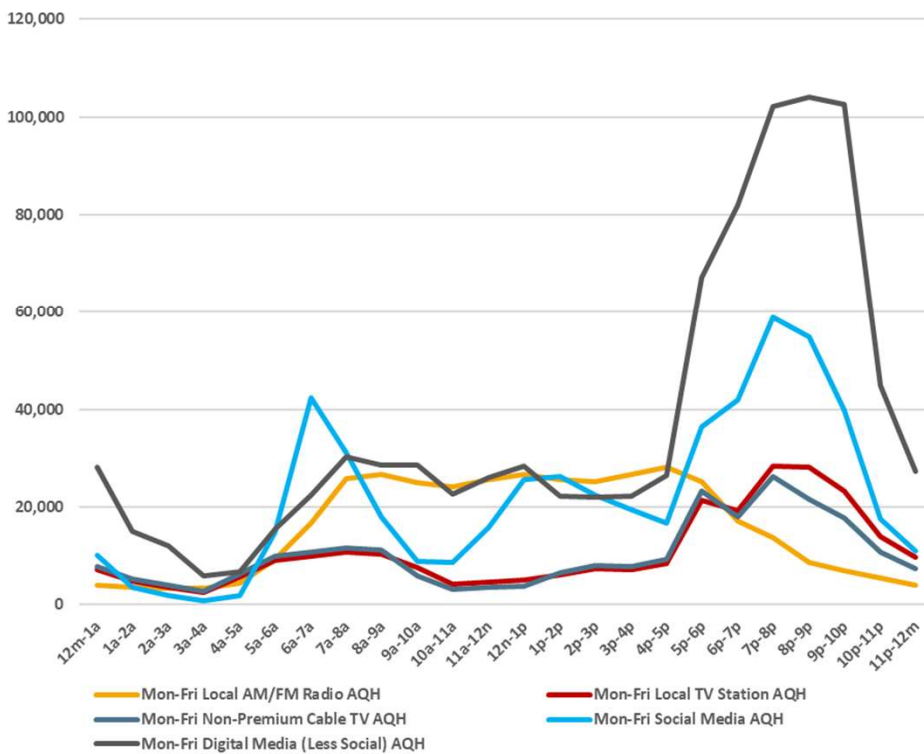
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
USA 210 DMA Adults 18 or older*



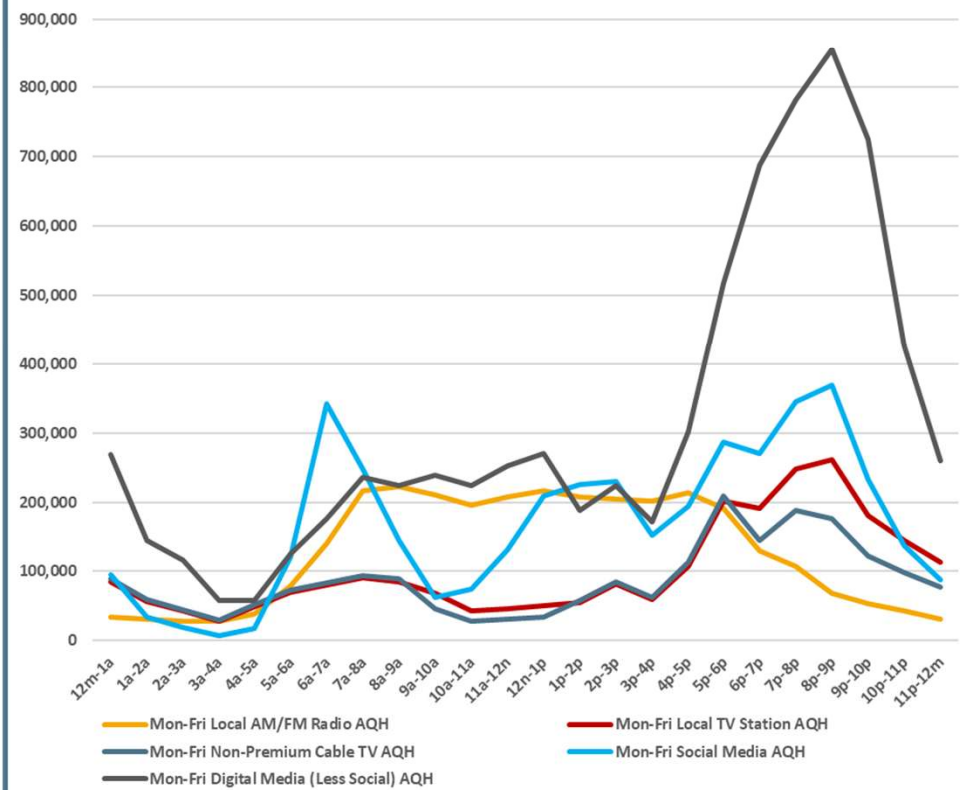


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 32,970;  
Local Radio: 24,466; Social Media: 24,130; Non-Prem. Cable: 9,431; Local TV: 9,361  
reaching Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
Adults 18 or older who Purchased Items In-Store at TJ MAXX  
in the past 3 months*



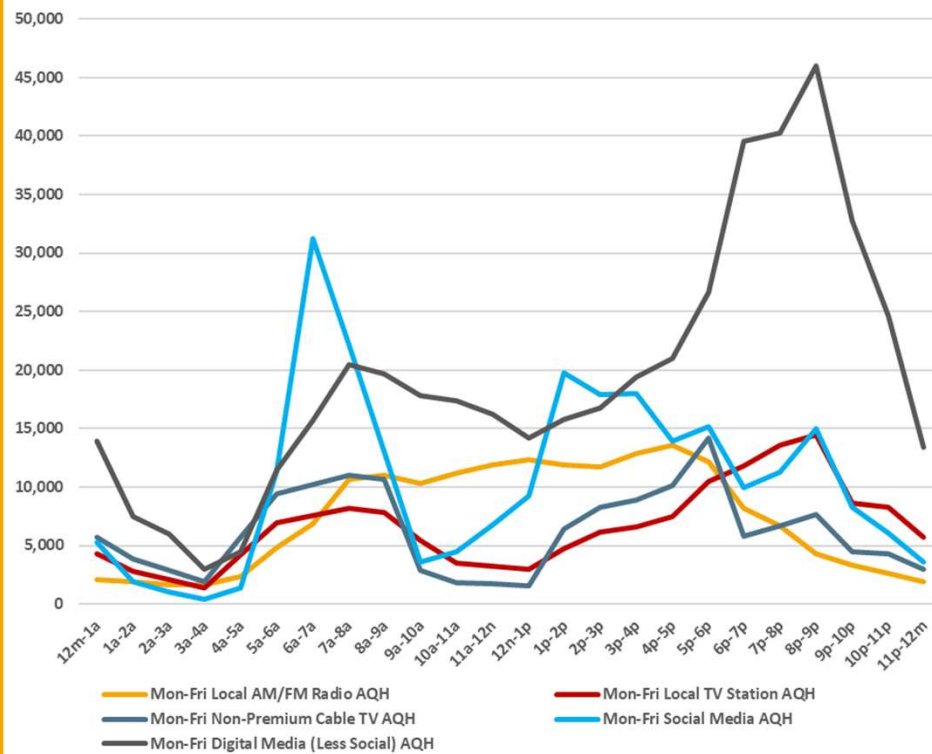
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
MSP Metro Area Adults 18 or older*



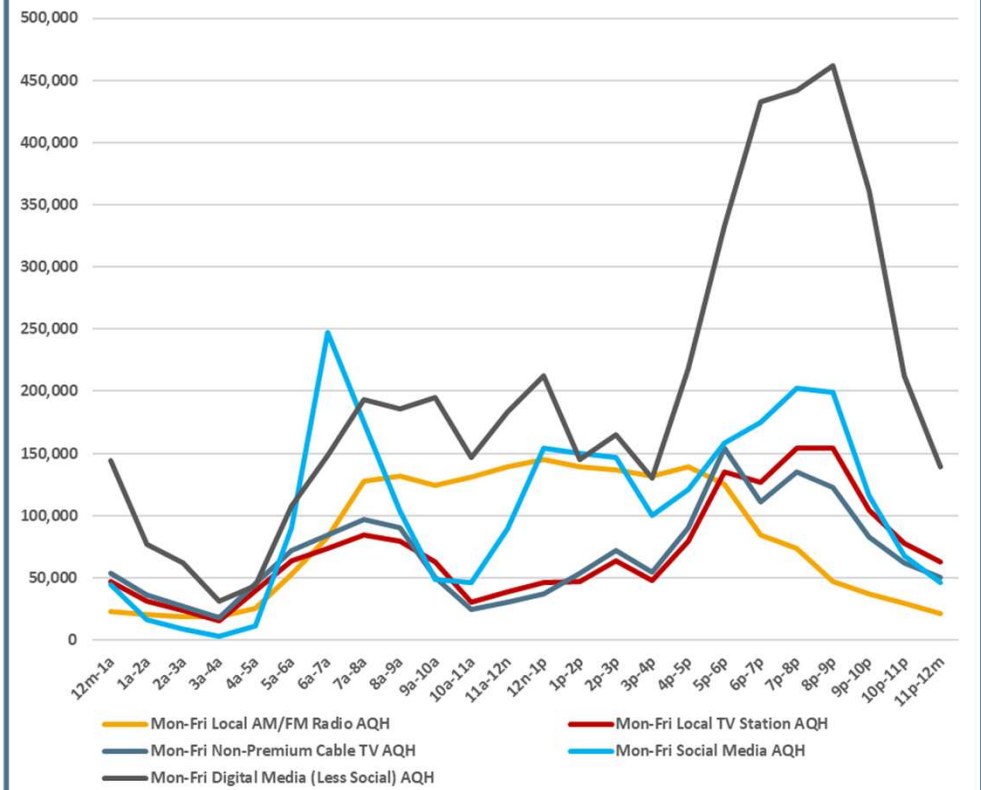


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 20,042;  
Social Media: 14,243; Local Radio: 11,119; Non-Prem. Cable: 7,192; Local TV: 6,608  
reaching Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
Adults 18 or older who Purchased Items In-Store at TJ MAXX  
in the past 3 months*



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

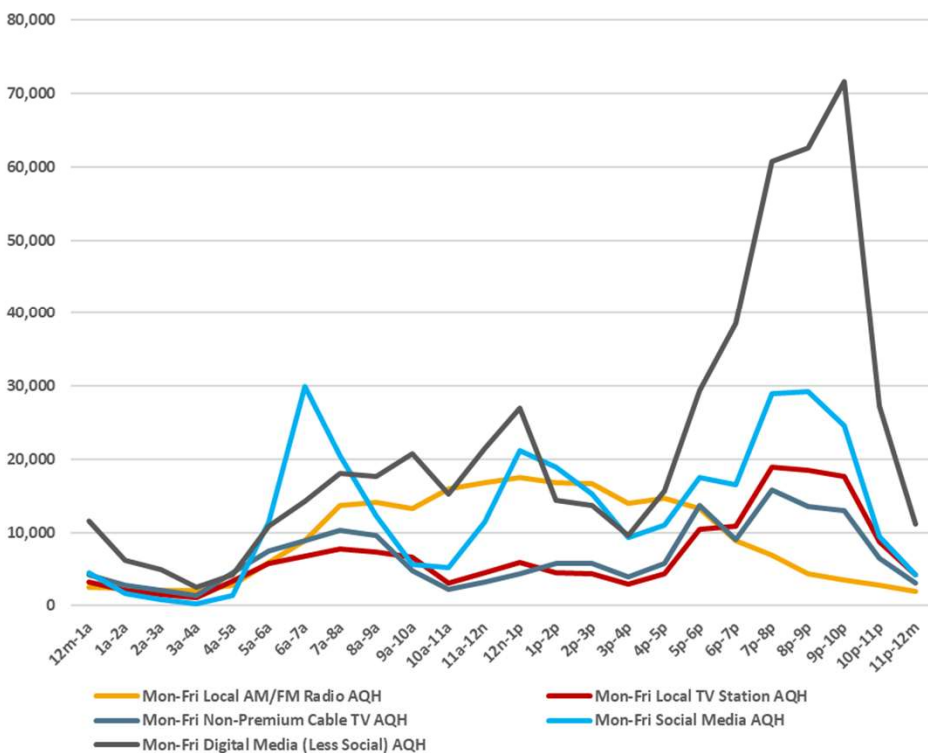




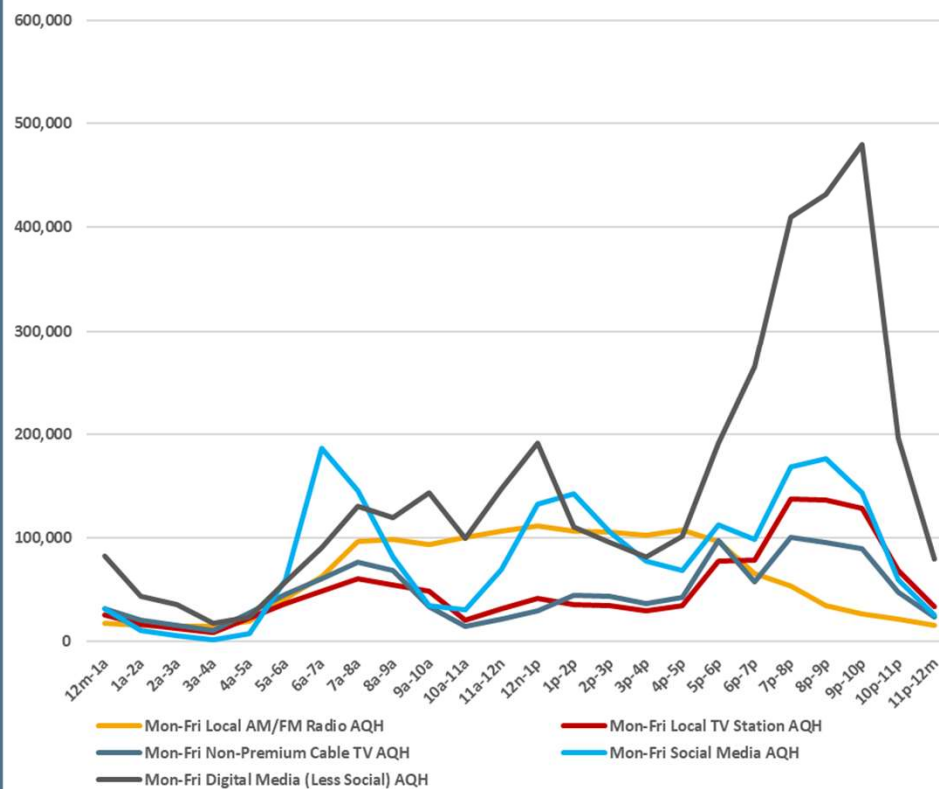


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 19,665;  
Social Media: 14,975; Local Radio: 14,200; Non-Prem. Cable: 6,725; Local TV: 6,112  
reaching Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
Adults 18 or older who Purchased Items In-Store at TJ MAXX  
in the past 3 months*



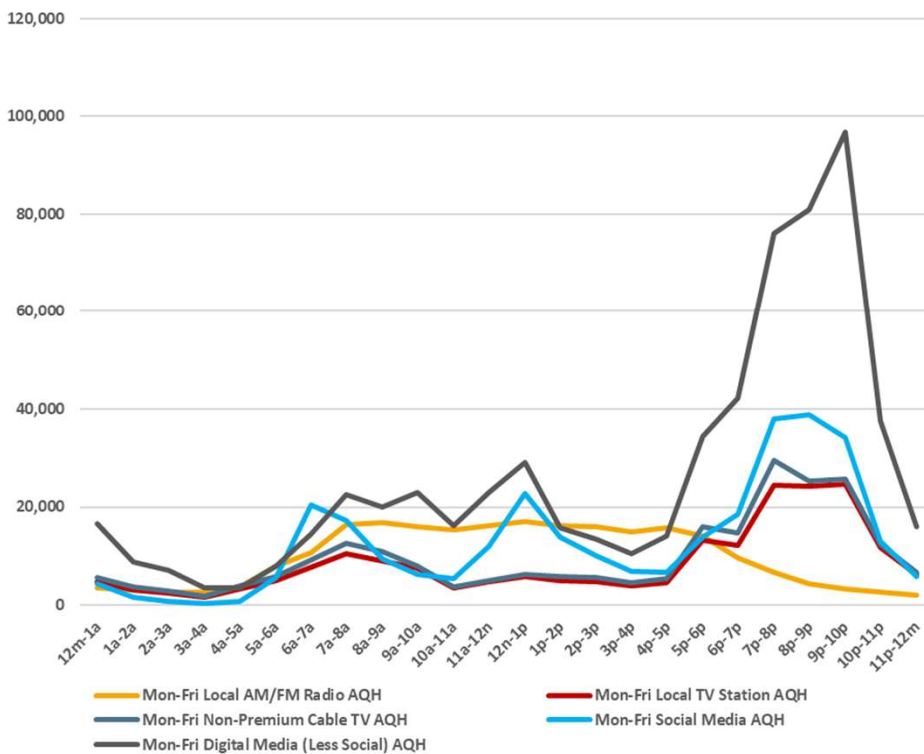
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
CIN Metro Area Adults 18 or older*



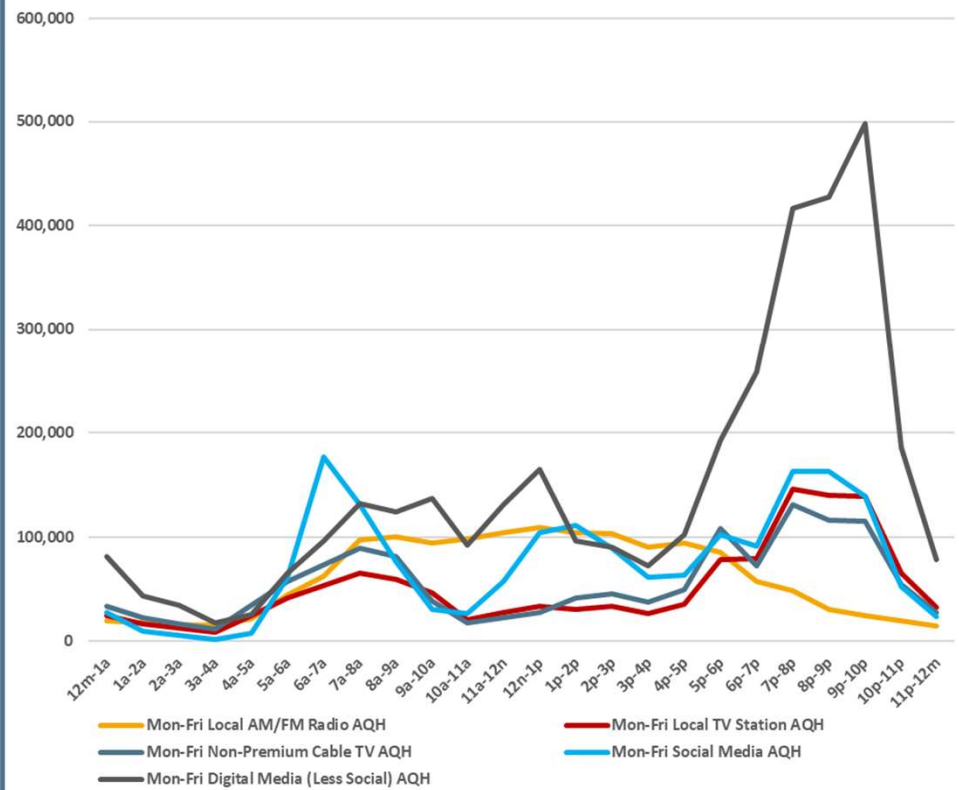


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 21,409;  
Local Radio: 15,037; Social Media: 12,572; Non-Prem. Cable: 8,290; Local TV: 7,101  
reaching Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
Adults 18 or older who Purchased Items In-Store at TJ MAXX  
in the past 3 months*



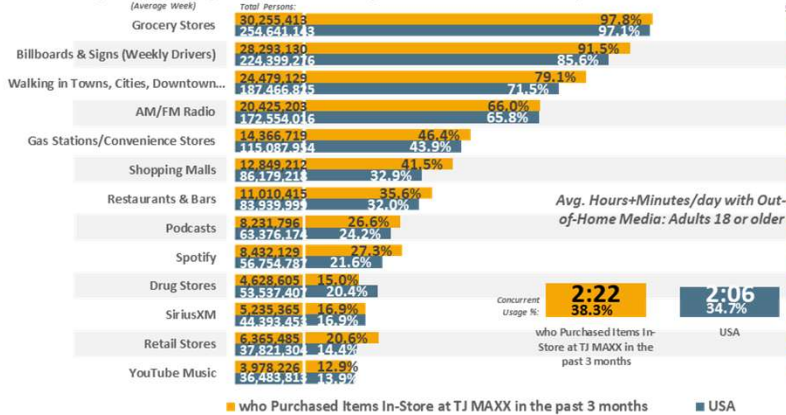
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
WPB Metro Area Adults 18 or older*



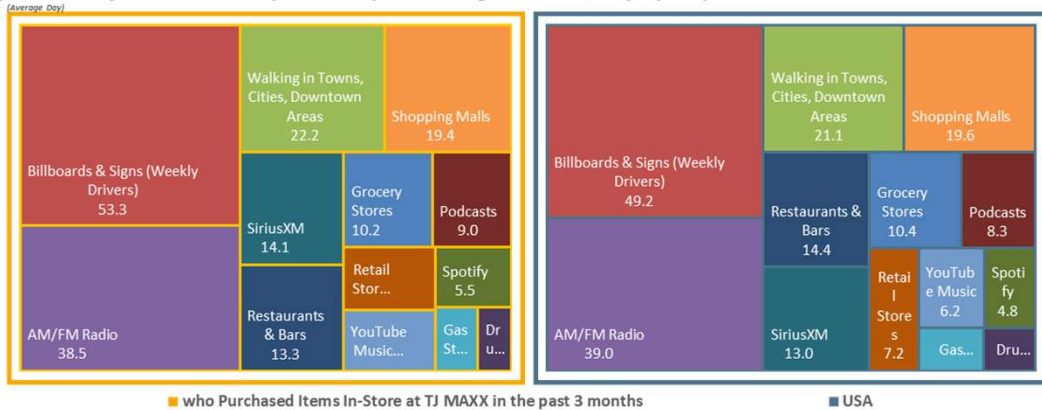


28,293,130 or 91.5% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months spend an average of 53.3 minutes per day driving, seeing Billboards and Signs. 63.4% Listen to Local Radio Stations Out-of-Home for an average of 35.9 m

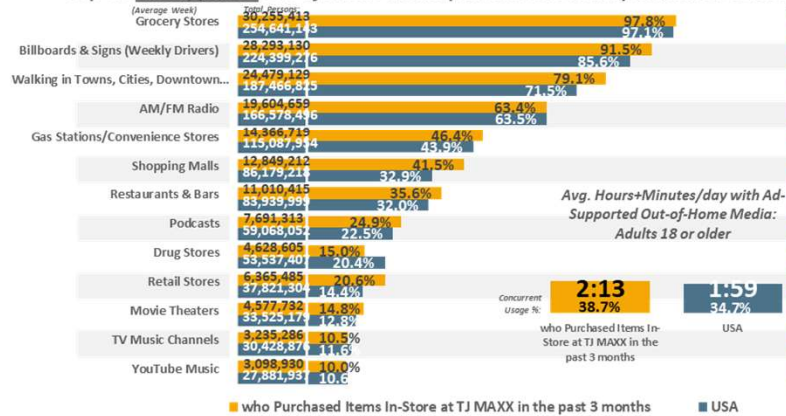
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



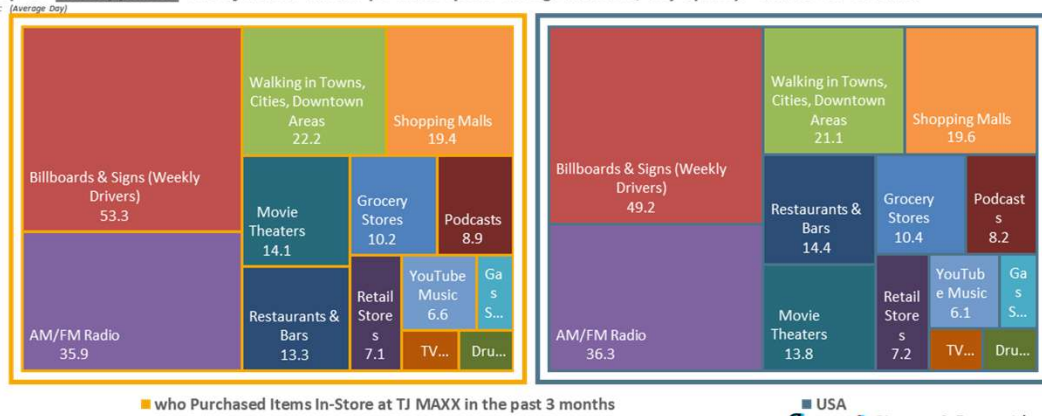
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,385  
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

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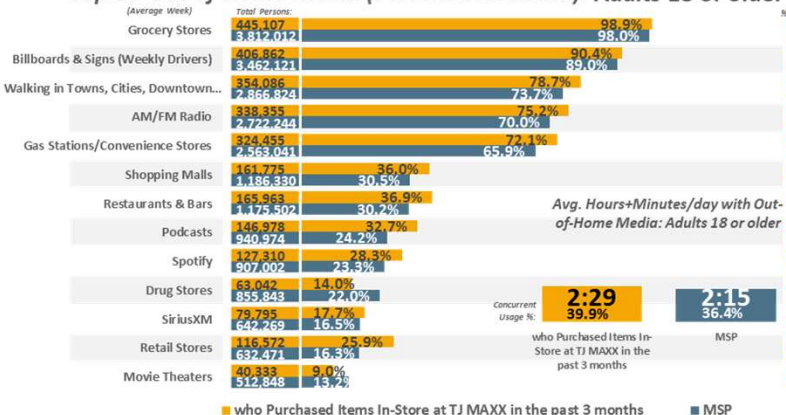
[[Major stores shopped in-store past 3 months: TJ Maxx AND Major stores bought past 3 months: TJ Maxx]]



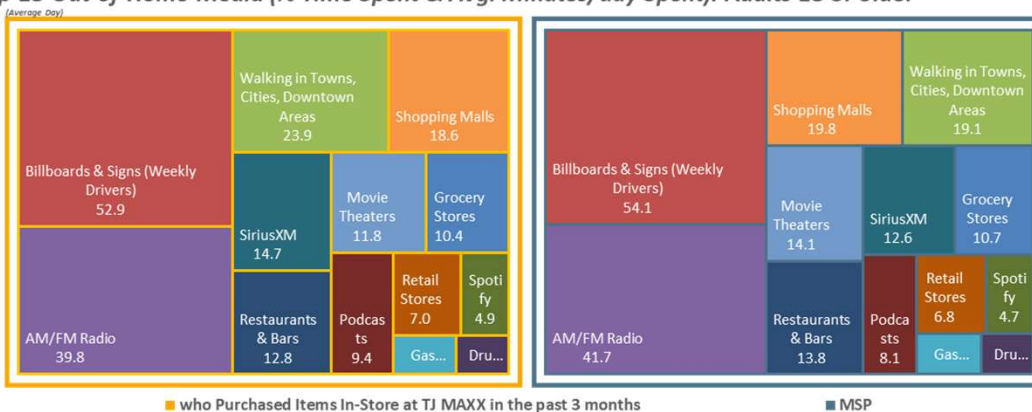


406,862 or 90.4% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months spend an average of 52.9 minutes per day driving, seeing Billboards and Signs. 71.5% Listen to Local Radio Stations Out-of-Home for an average of 36.3 minutes

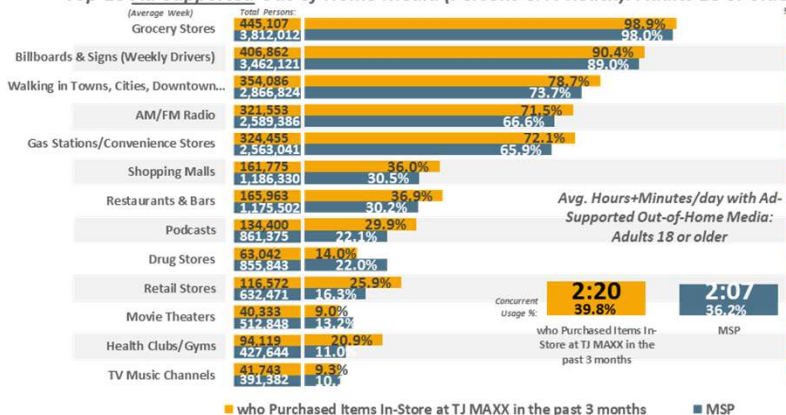
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



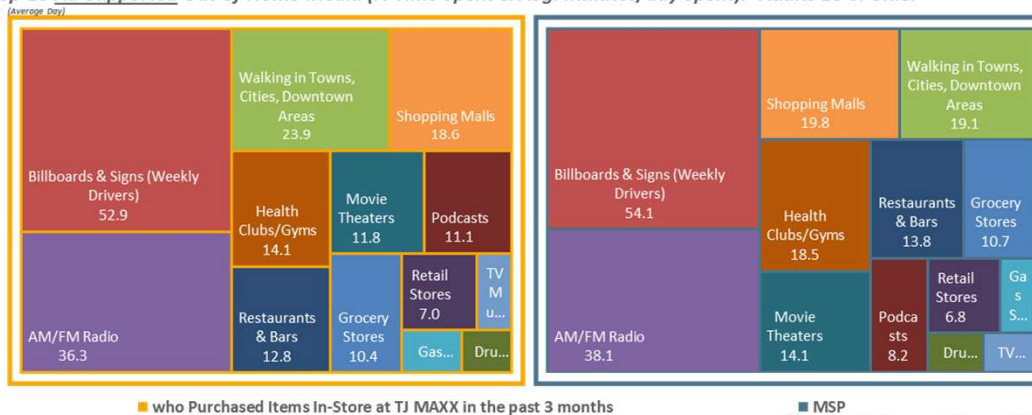
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 245  
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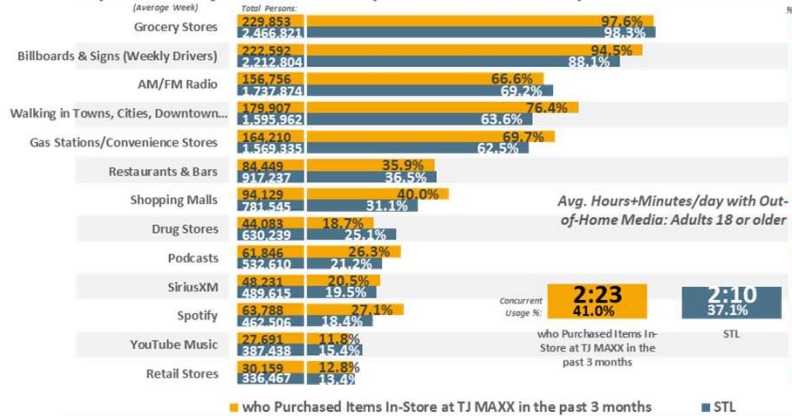
soefa.ai Share of Everything for Anything

[[Major stores shopped in-store past 3 months: TJ Maxx AND Major stores bought past 3 months: TJ Maxx]]

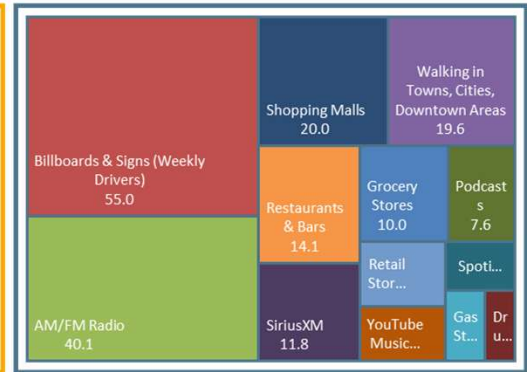
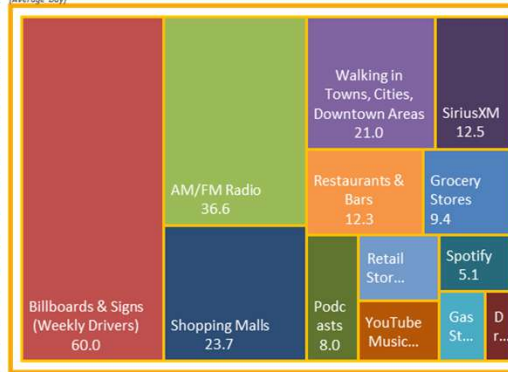


222,592 or 94.5% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months spend an average of 60. minutes per day driving, seeing Billboards and Signs. 63.2% Listen to Local Radio Stations Out-of-Home for an average of 33. minute

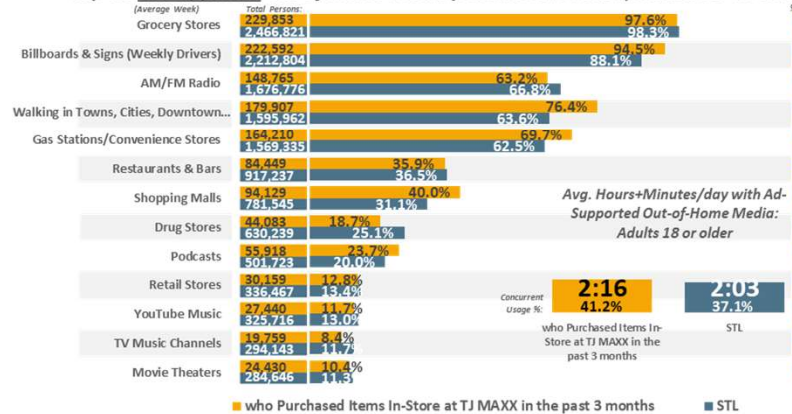
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



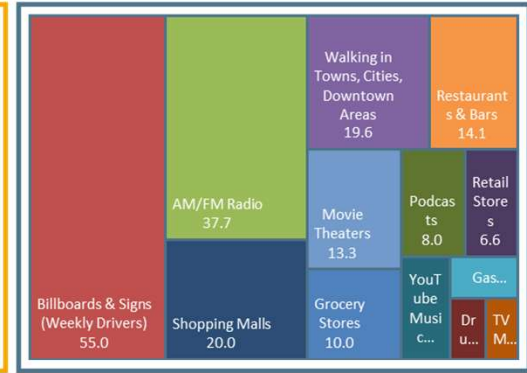
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

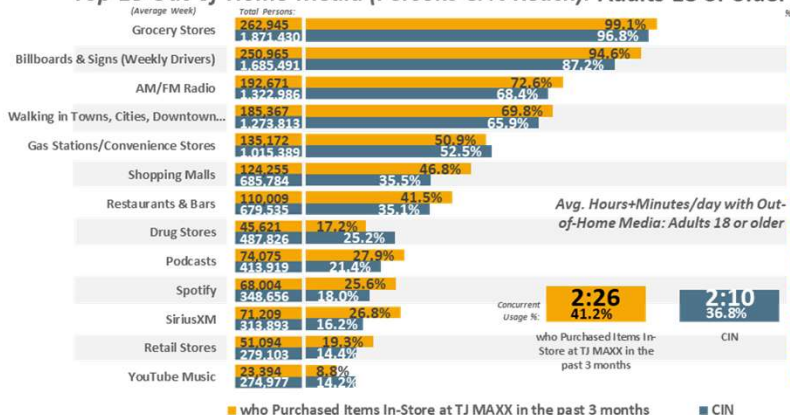




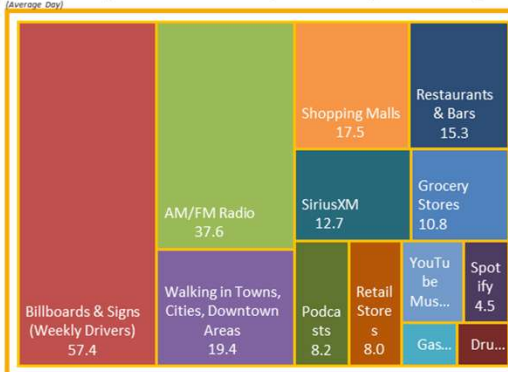


250,965 or 94.6% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months spend an average of 57.4 minutes per day driving, seeing Billboards and Signs. 69.9% Listen to Local Radio Stations Out-of-Home for an average of 34. minut

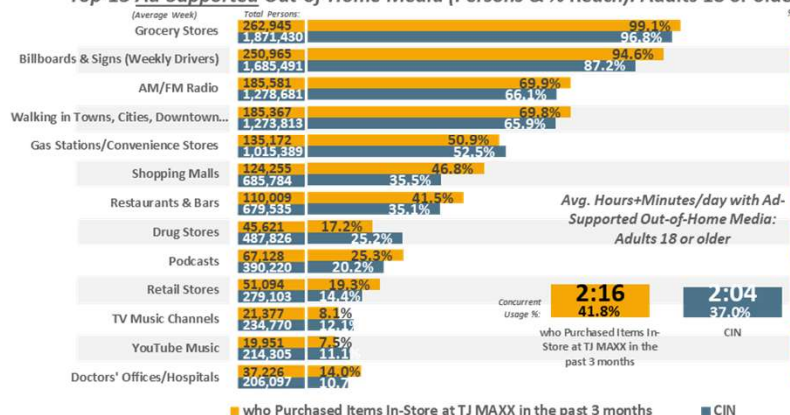
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



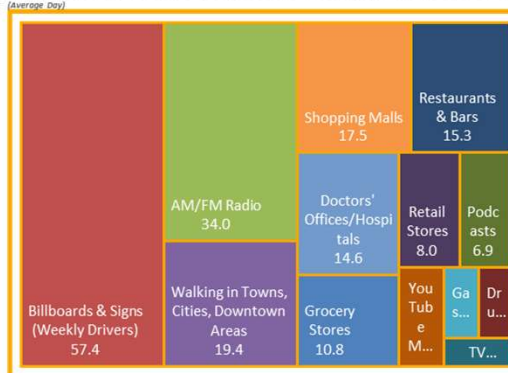
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

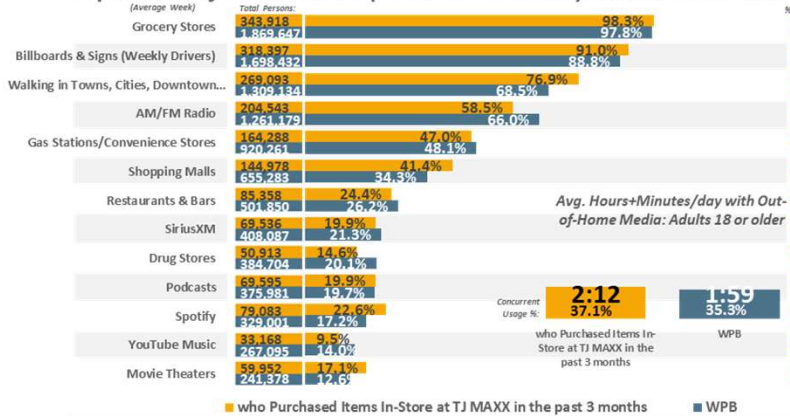




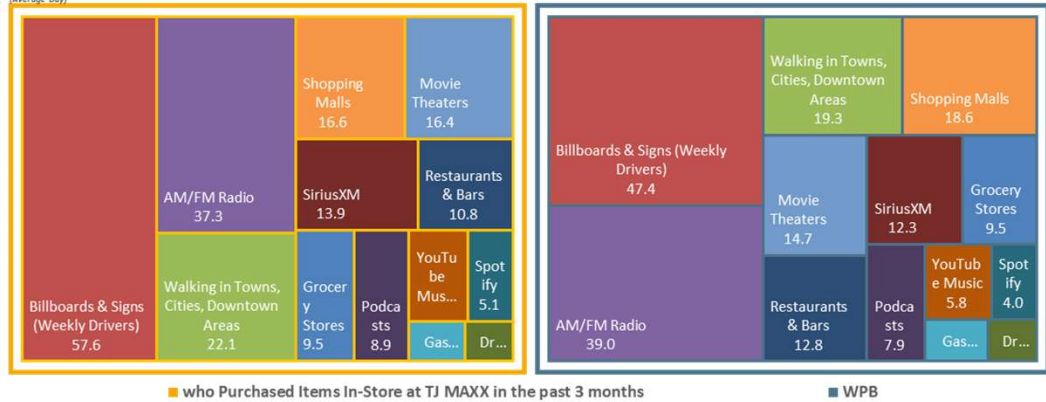


318,397 or 91.% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months spend an average of 57.6 minutes per day driving, seeing Billboards and Signs. 56.9% Listen to Local Radio Stations Out-of-Home for an average of 36. minute

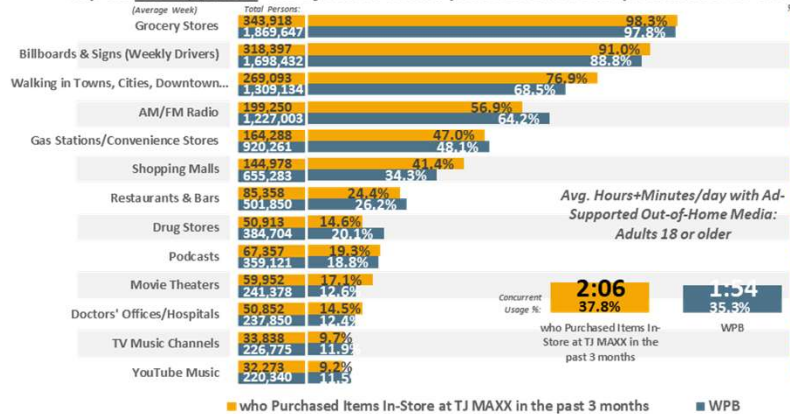
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



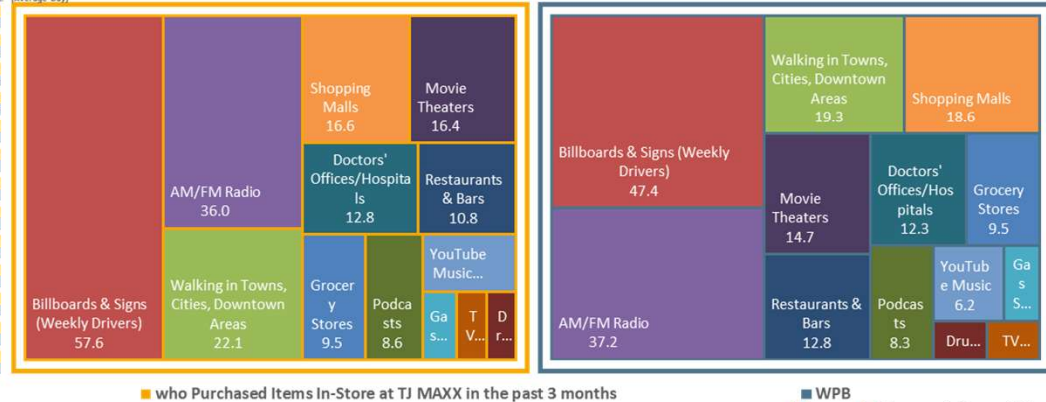
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 510  
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[[Major stores shopped in-store past 3 months: TJ Maxx AND Major stores bought past 3 months: TJ Maxx]]

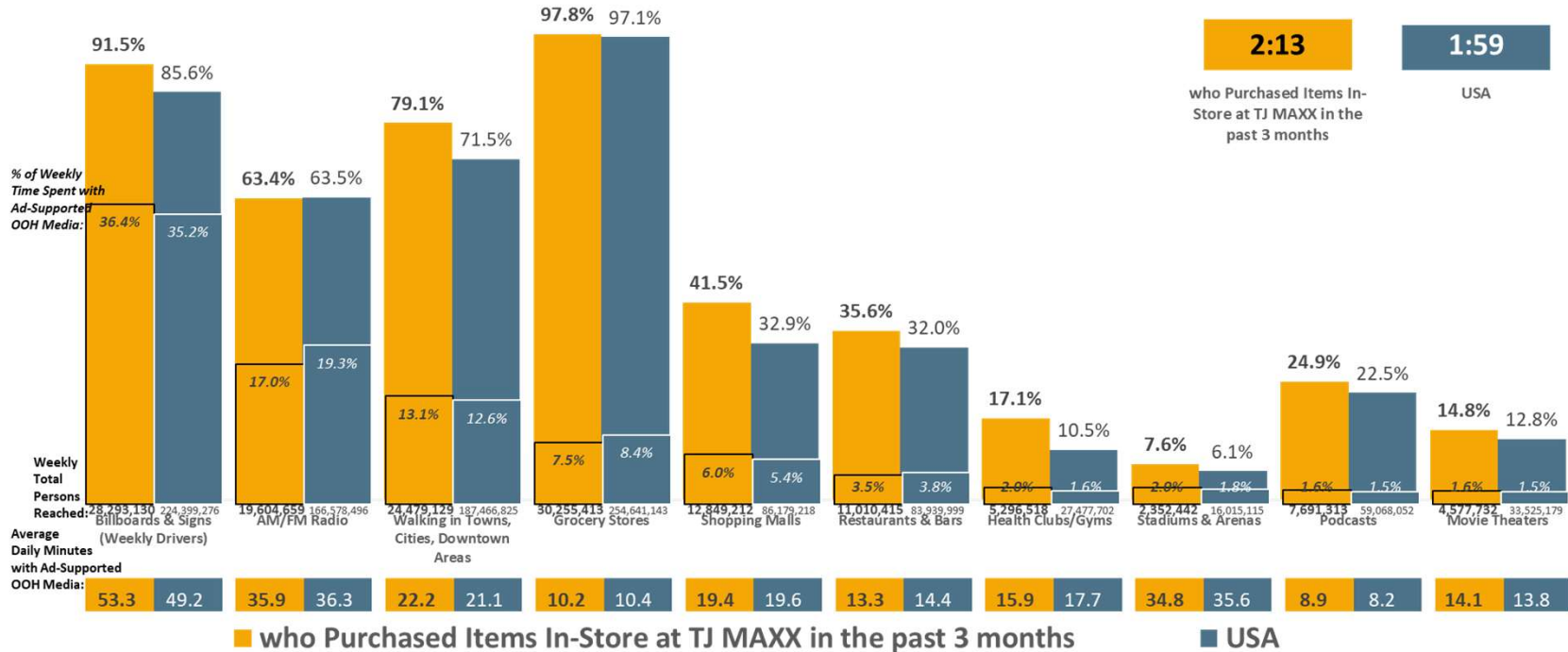


28,293,130 or 91.5% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months spend an average of 53.3 minutes per day driving, seeing Billboards and Signs representing 36.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,385

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USA Projection

Scarborough R2 2025: Sep24-Aug25

Qual Intab

25,507

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[(Major stores shopped in-store past 3 months: TJ Maxx AND Major stores bought past 3 months: TJ Maxx)]

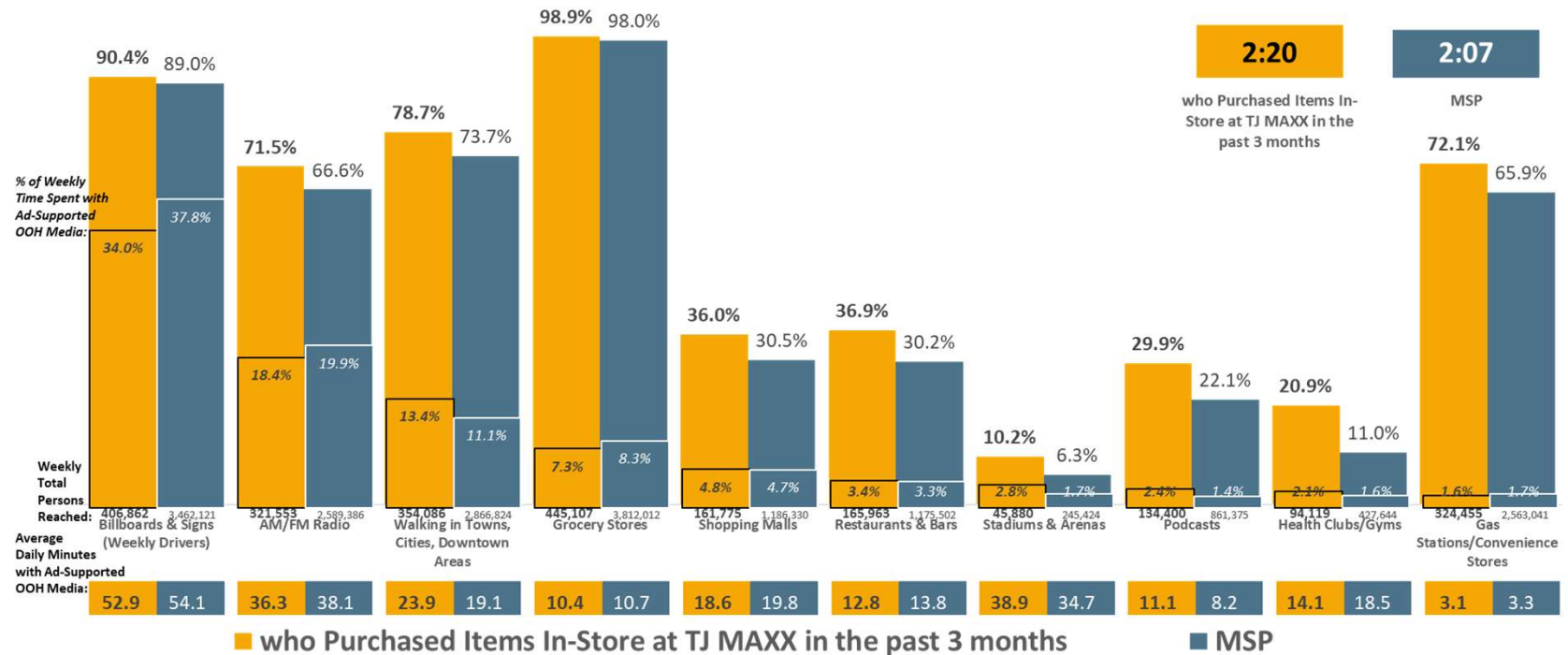


406,862 or 90.4% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months spend an average of 52.9 minutes per day driving, seeing Billboards and Signs representing 34.% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 245 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081  
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[(Major stores shopped in-store past 3 months: TJ Maxx AND Major stores bought past 3 months: TJ Maxx)]





222,592 or 94.5% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months spend an average of 60. minutes per day driving, seeing Billboards and Signs representing 41.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 227  
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ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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[(Major stores shopped in-store past 3 months: TJ Maxx AND Major stores bought past 3 months: TJ Maxx)]

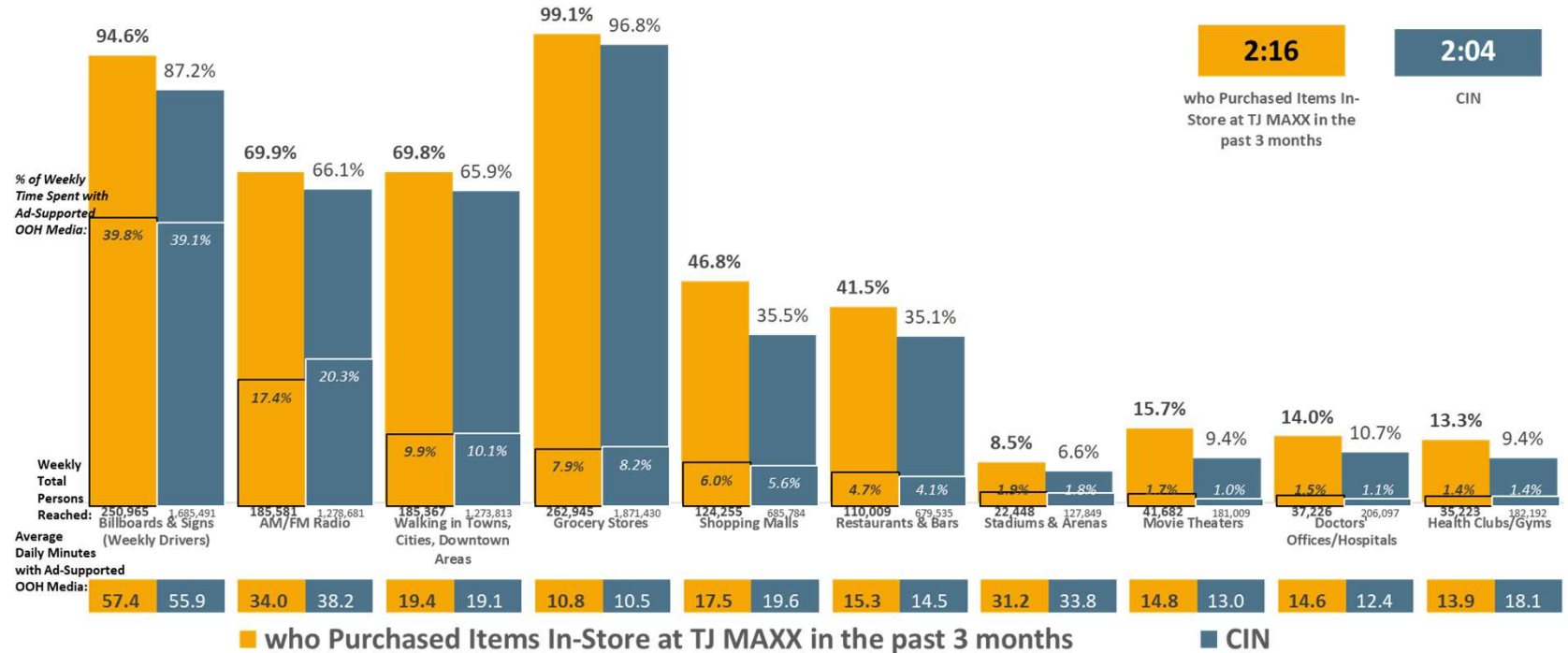


250,965 or 94.6% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months spend an average of 57.4 minutes per day driving, seeing Billboards and Signs representing 39.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 325 CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033  
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[(Major stores shopped in-store past 3 months: TJ Maxx AND Major stores bought past 3 months: TJ Maxx)]

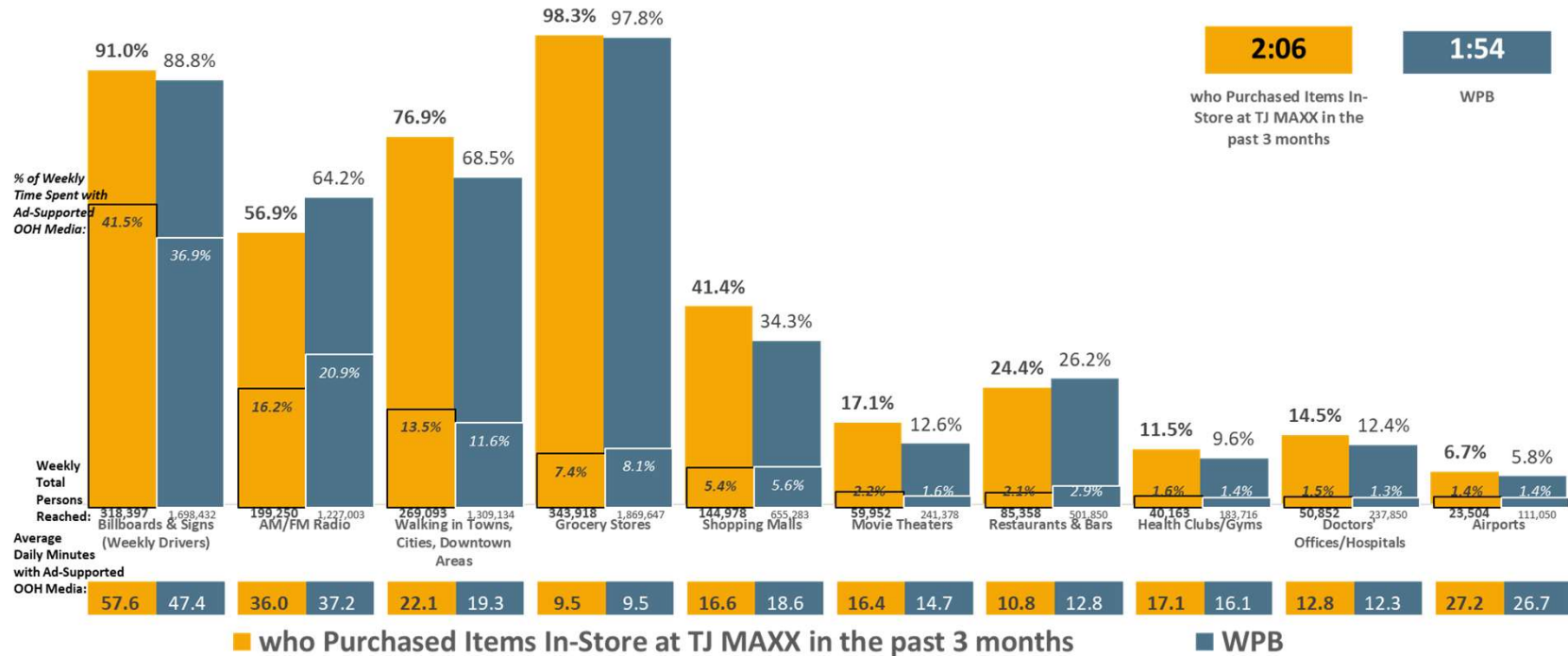


318,397 or 91.0% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months spend an average of 57.6 minutes per day driving, seeing Billboards and Signs representing 41.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



2:06

who Purchased Items In-Store at TJ MAXX in the past 3 months

1:54

WPB

WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 510 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687  
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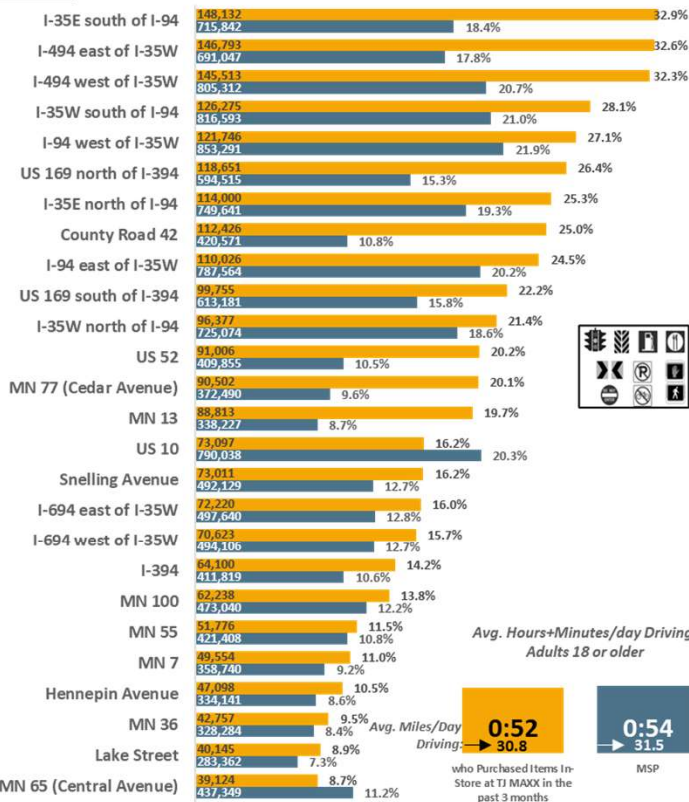
{{Major stores shopped in-store past 3 months: TJ Maxx AND Major stores bought past 3 months: TJ Maxx}}



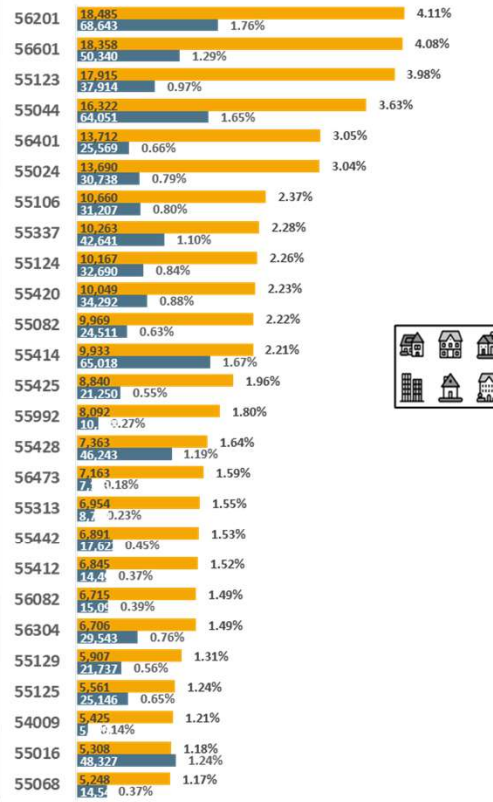


406,862 or 90.4% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months spend an average of 52.9 minutes per day driving an average of 30.8 miles each day and are 131.1% more likely to use County Road 42 than the Metro average.

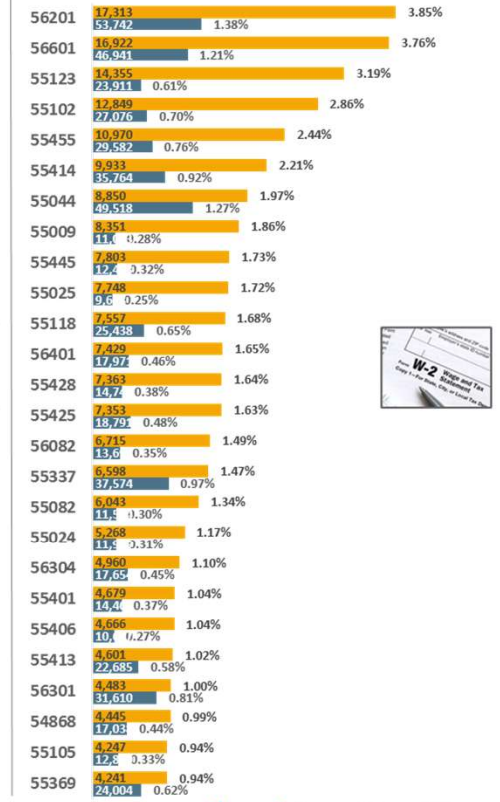
#### Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



#### Top-26 Residential Zip Codes: Adults 18 or older



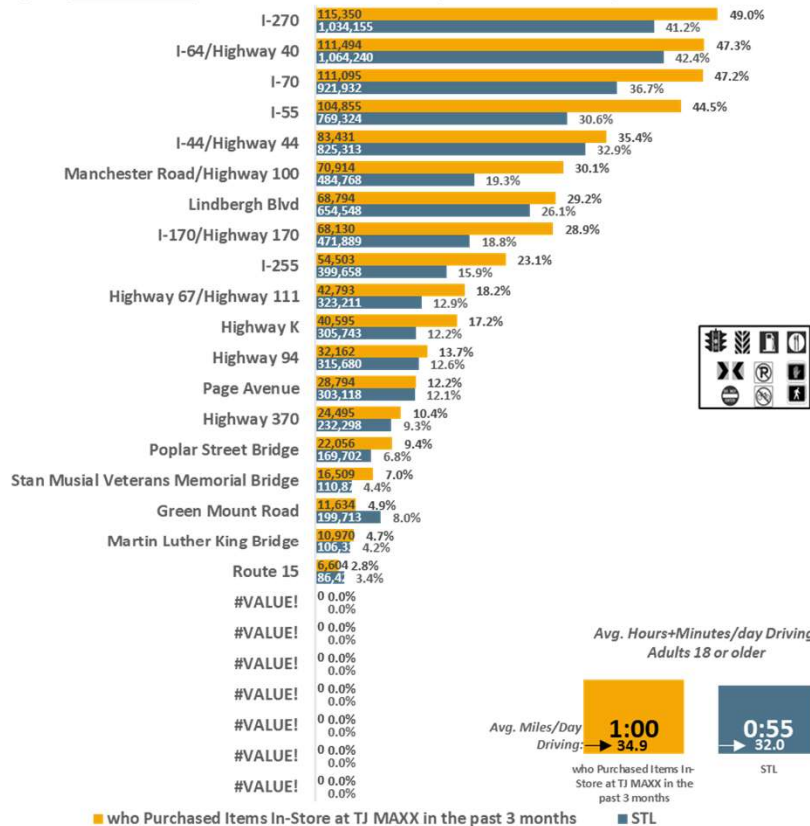
#### Top-26 Employment Zip Codes: Adults 18 or older



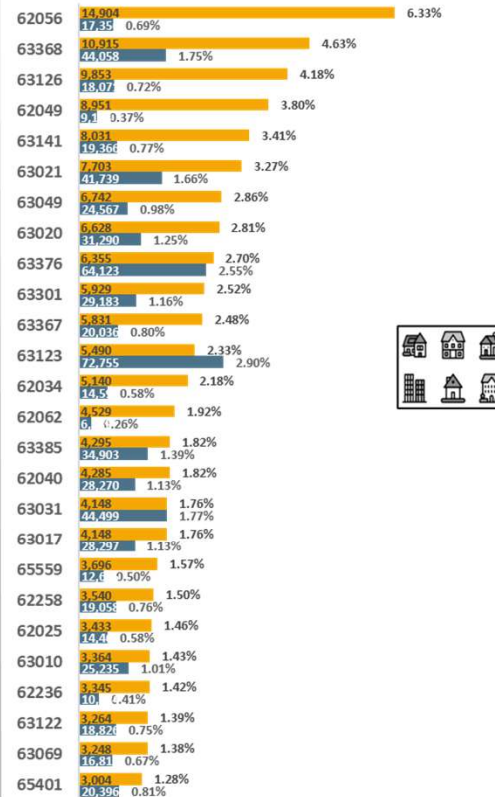


222,592 or 94.5% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months spend an average of 60. minutes per day driving an average of 34.9 miles each day and are 58.7% more likely to use Stan Musial Veterans Memorial Bridge tha

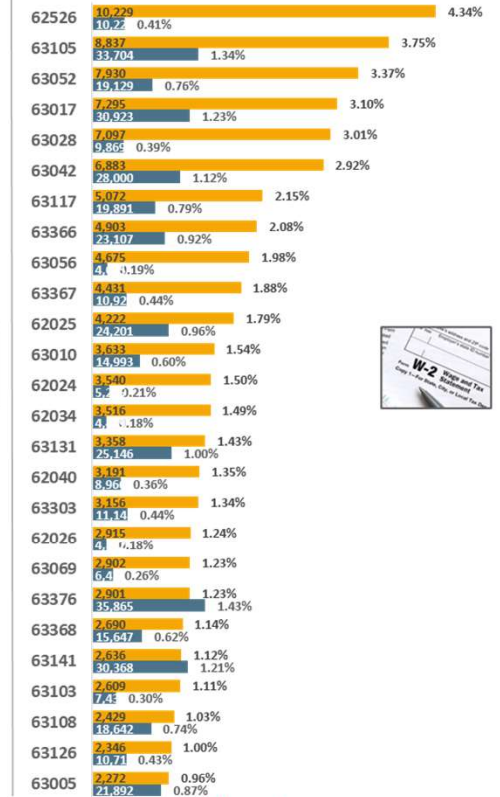
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



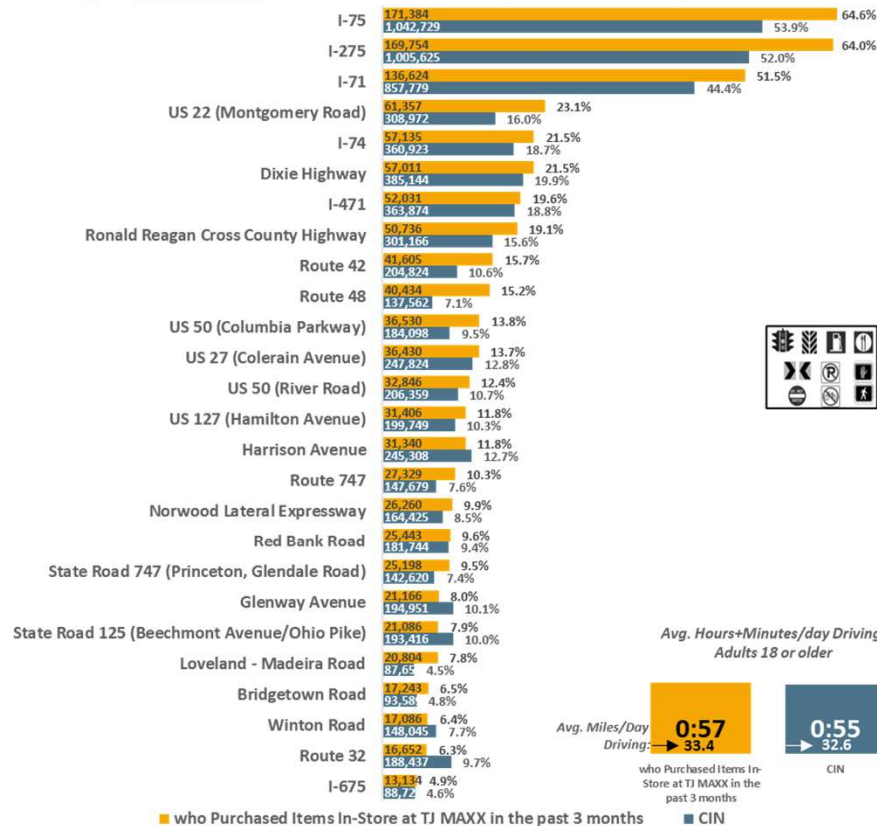
Top-26 Employment Zip Codes: Adults 18 or older





250,965 or 94.6% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months spend an average of 57.4 minutes per day driving an average of 33.4 miles each day and are 114.1% more likely to use Route 48 than the Metro average.

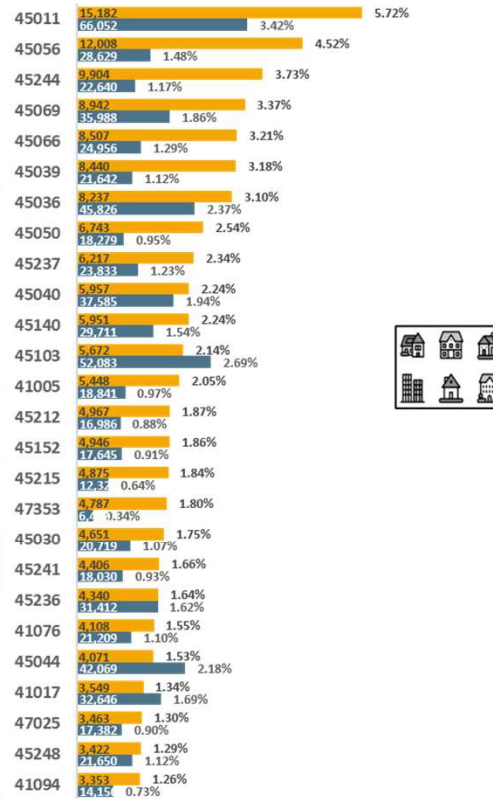
#### Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



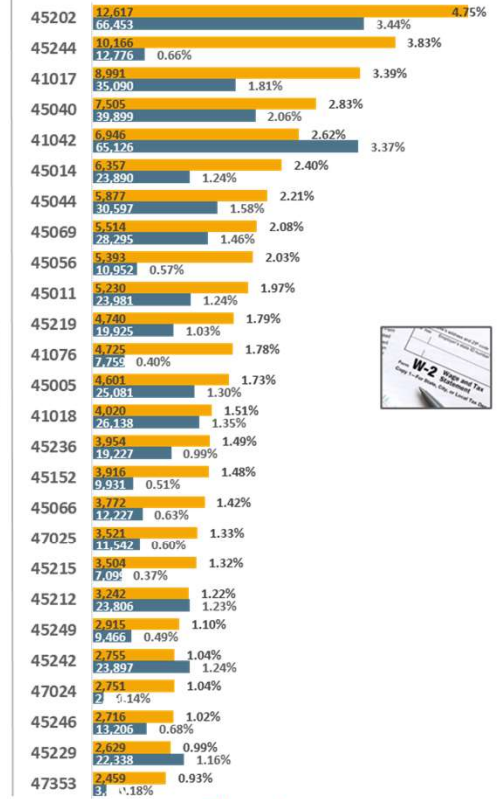
Avg. Hours+Minutes/day Driving:  
Adults 18 or older



#### Top-26 Residential Zip Codes: Adults 18 or older



#### Top-26 Employment Zip Codes: Adults 18 or older

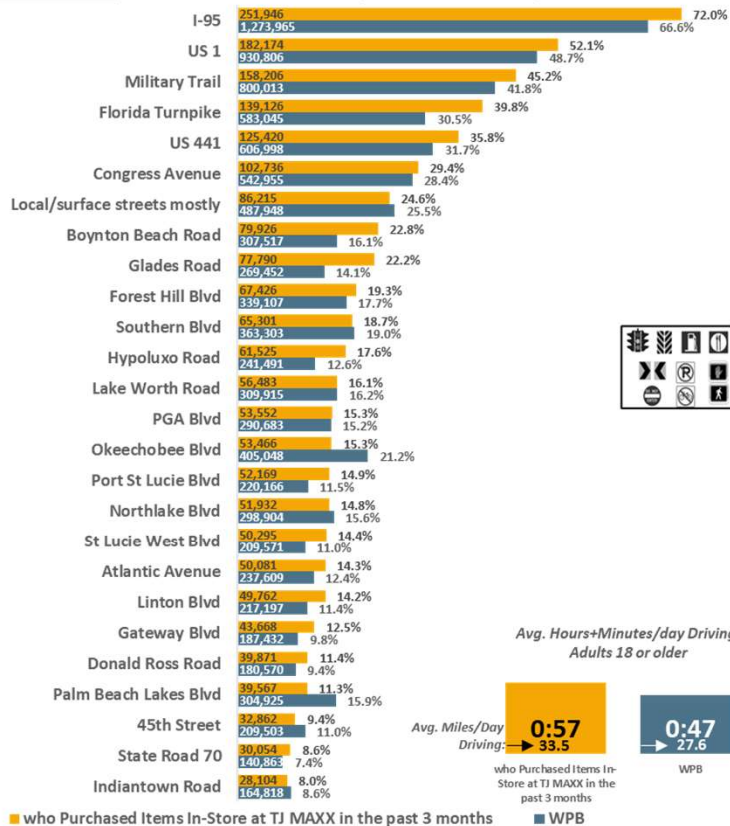




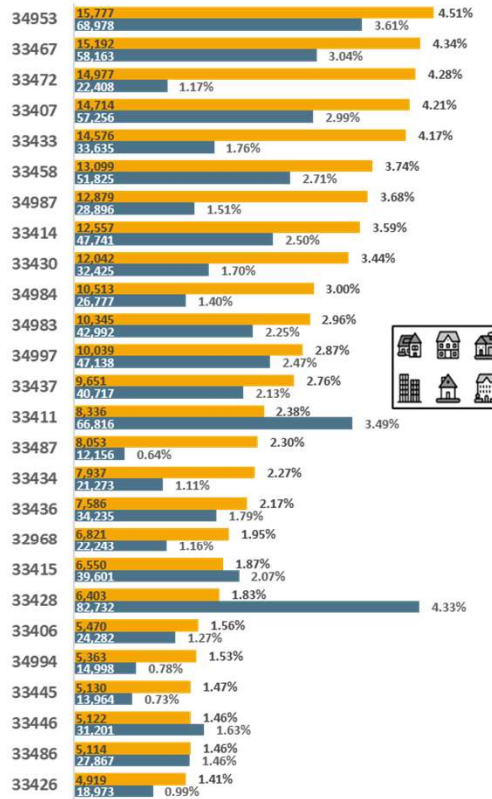


318,397 or 91.% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months spend an average of 57.6 minutes per day driving an average of 33.5 miles each day and are 57.8% more likely to use Glades Road than the Metro average.

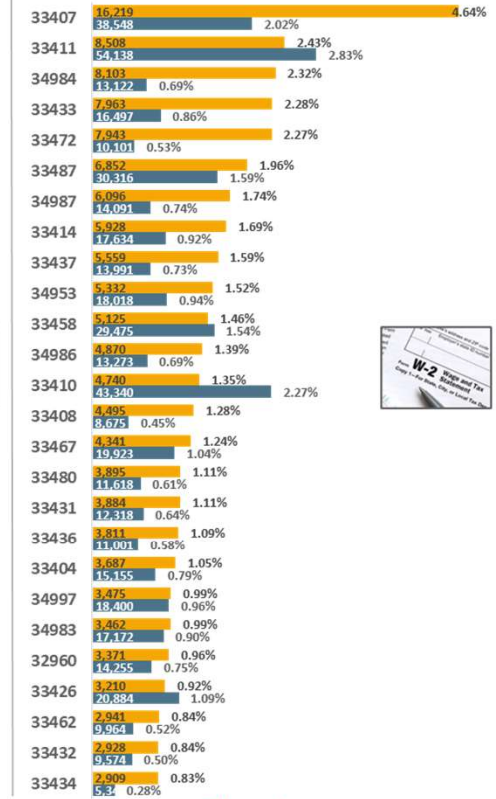
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older

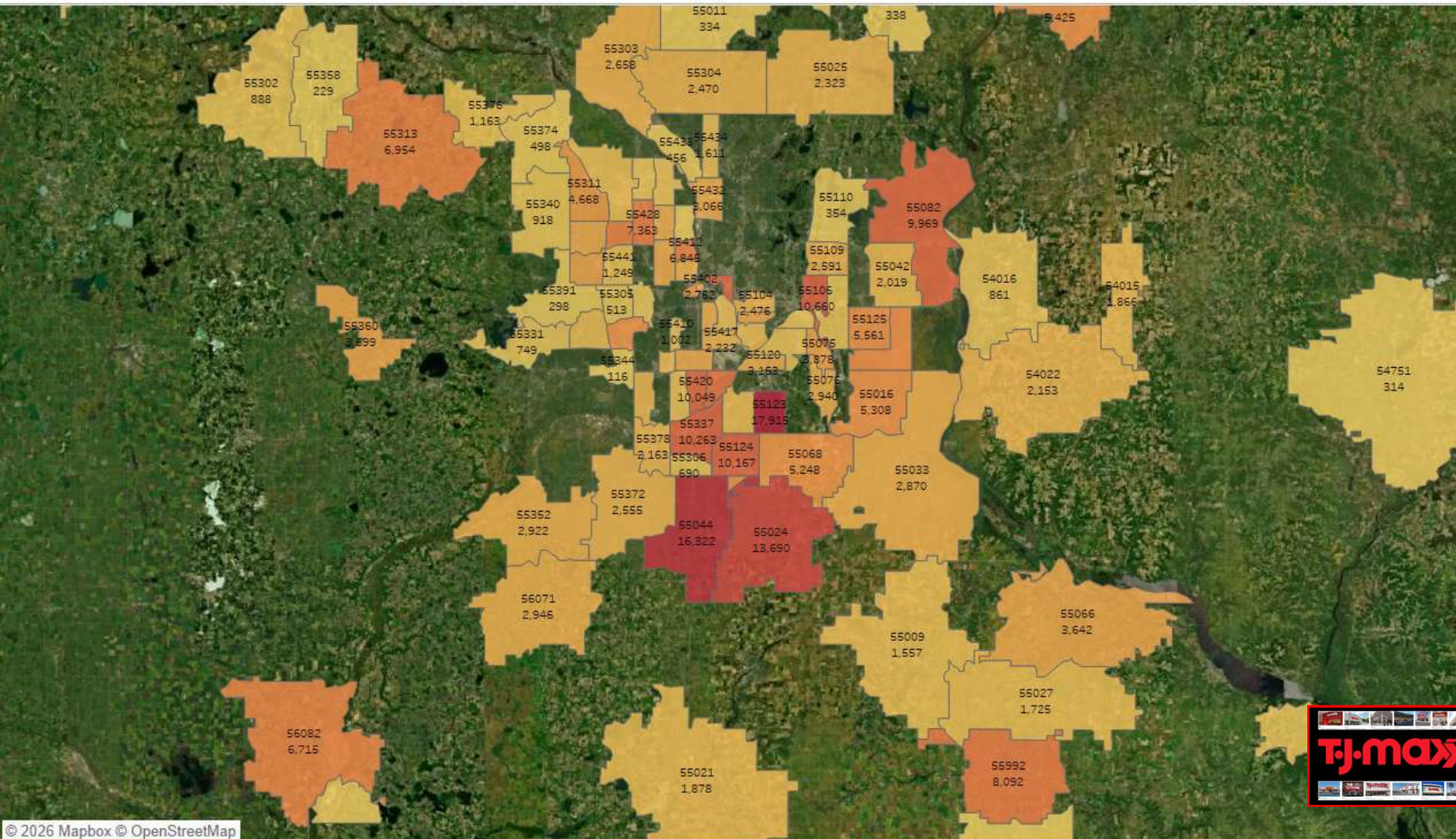


Top-26 Employment Zip Codes: Adults 18 or older





# Top Residential Zip Codes: (Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months)



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MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 245

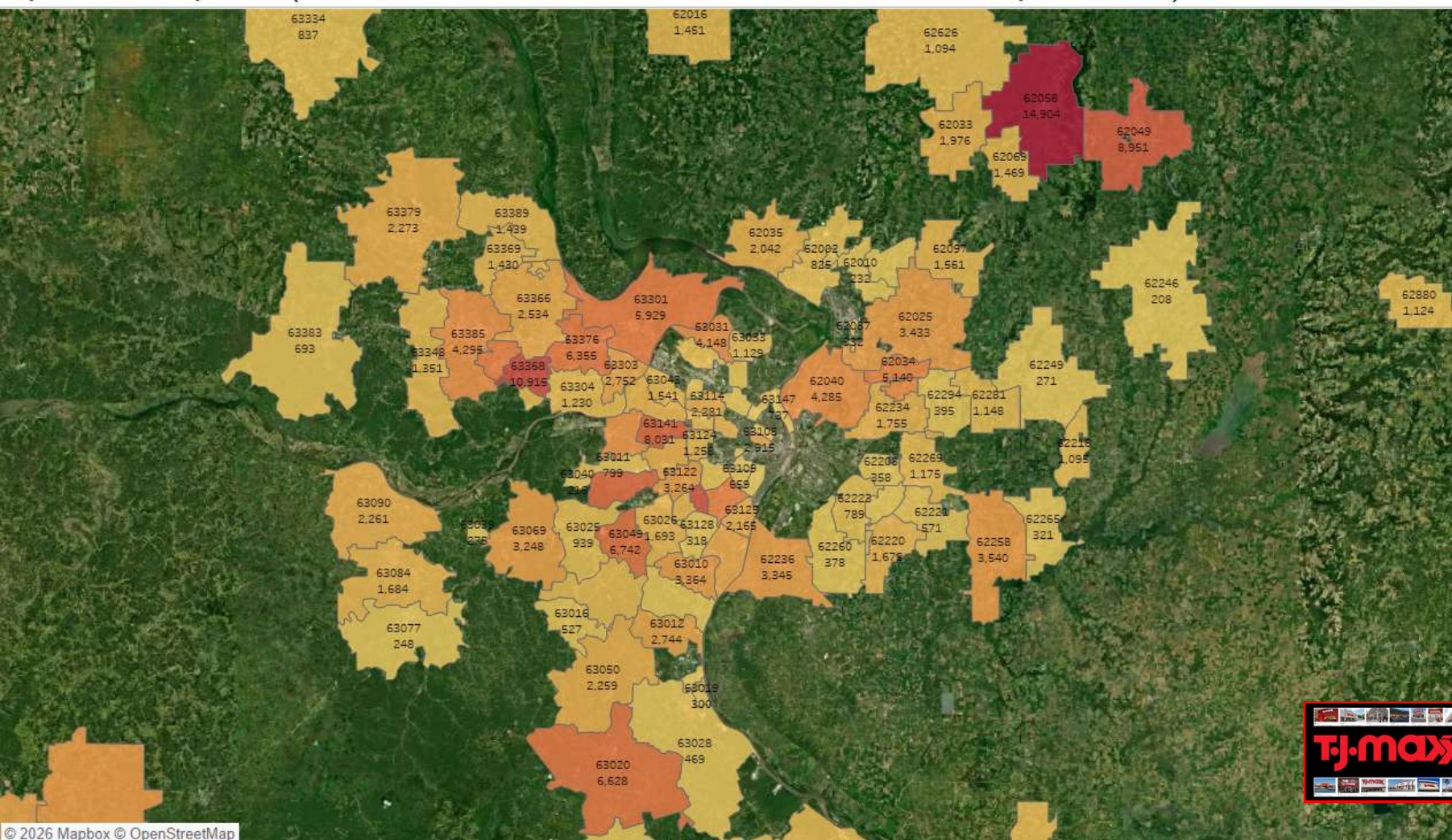
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[[Major stores shopped in-store past 3 months: TJ Maxx AND Major stores bought past 3 months: TJ Maxx]]



# Top Residential Zip Codes: (Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months)



SUM(Adults 18 or older ...



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STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 227

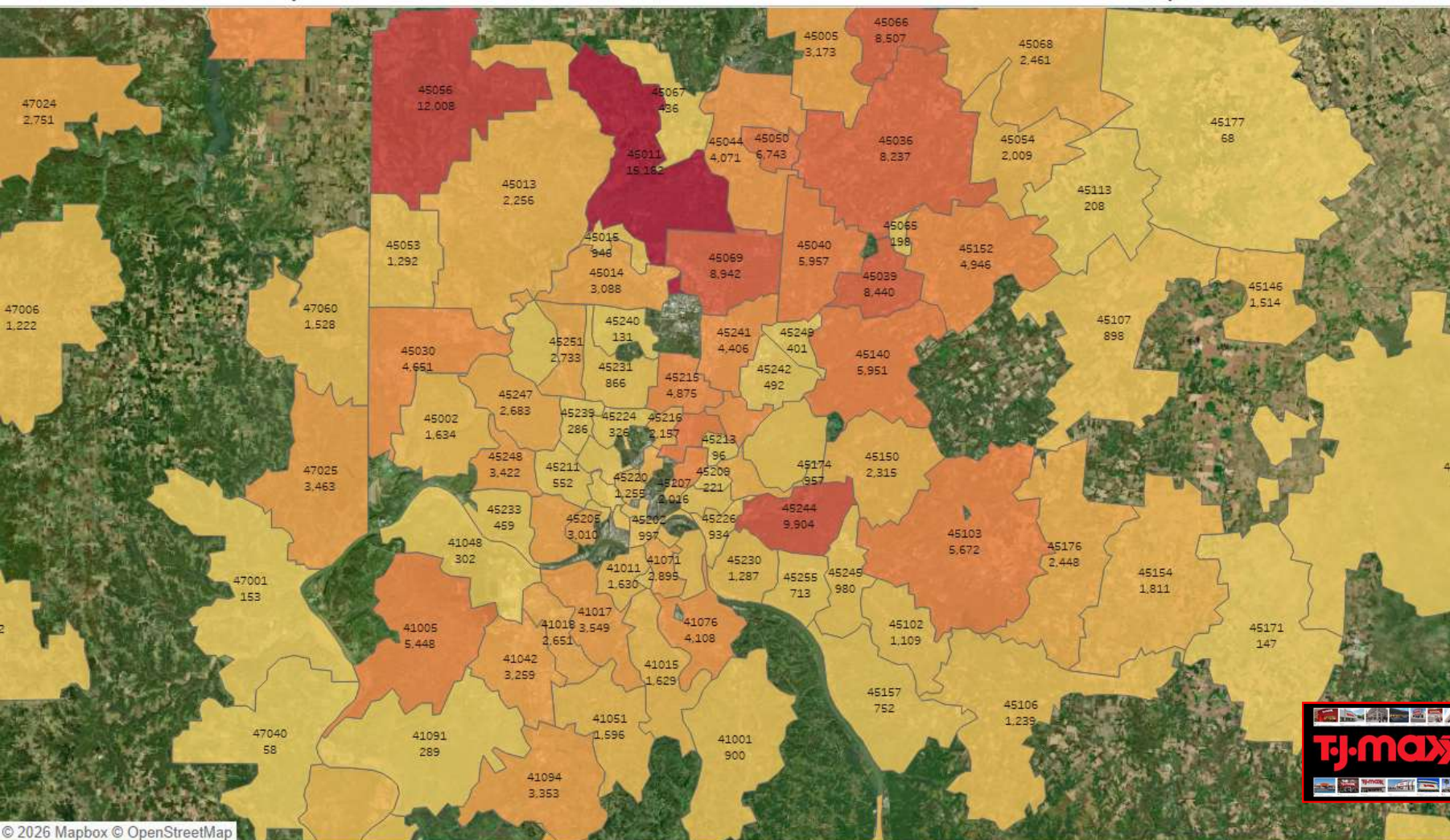
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[[Major stores shopped in-store past 3 months: TJ Maxx AND Major stores bought past 3 months: TJ Maxx]]

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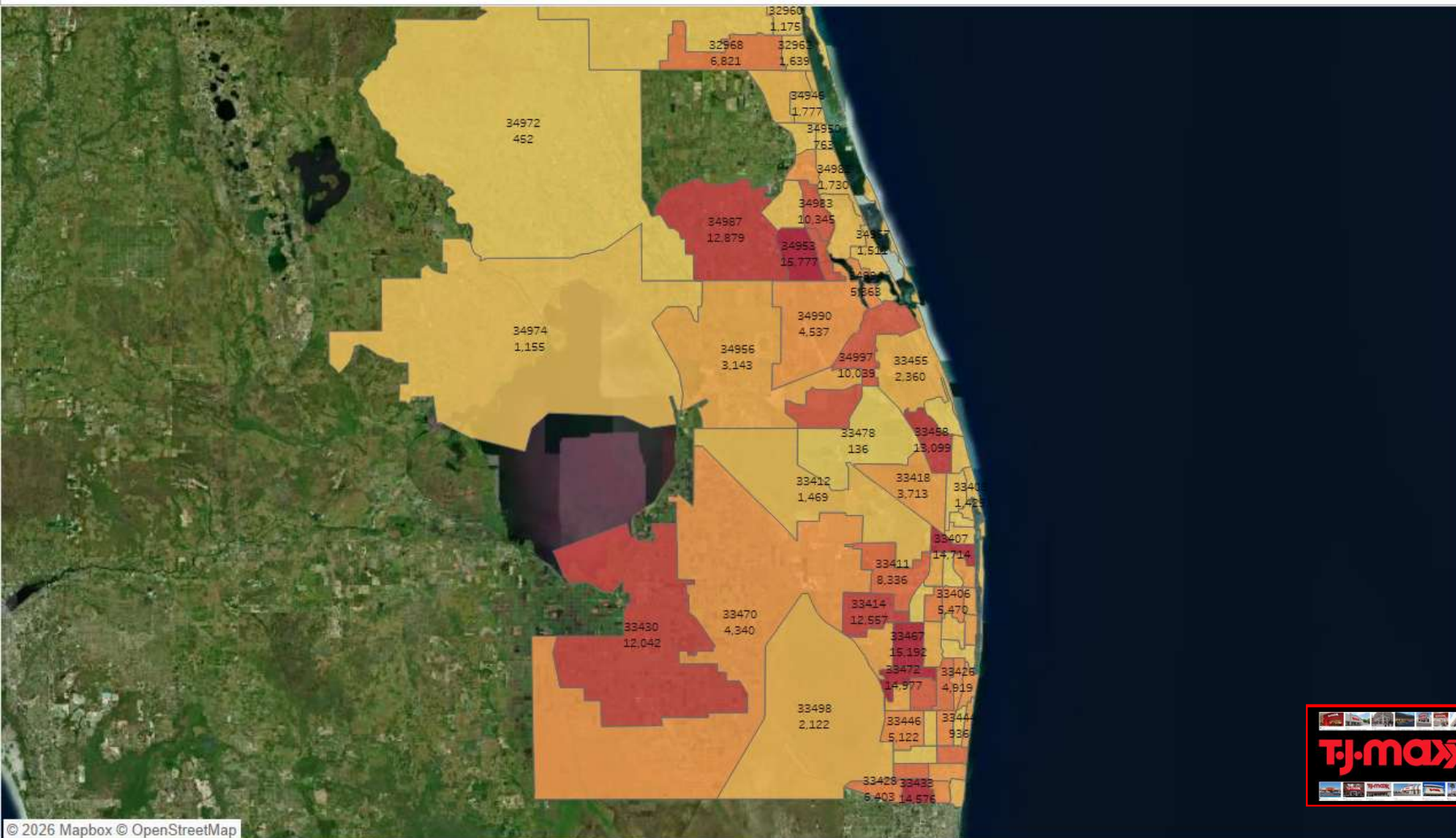
# Top Residential Zip Codes: (Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months)





# Top Residential Zip Codes: (Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months)

SUM(Adults 18 or older ...



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WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 510

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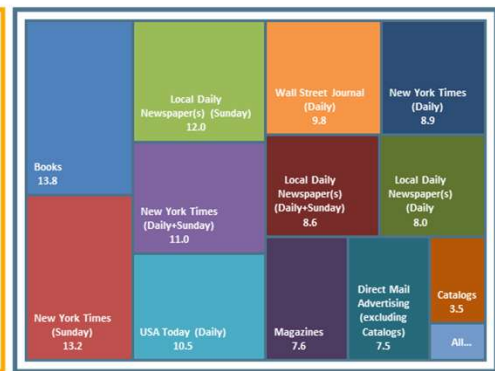
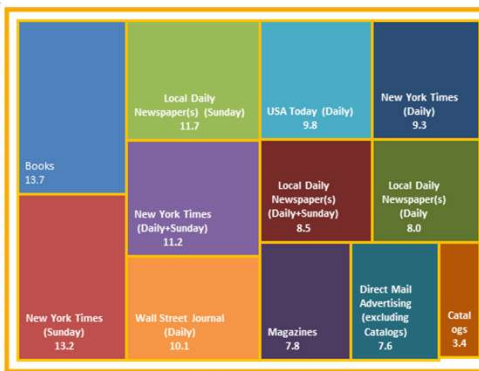
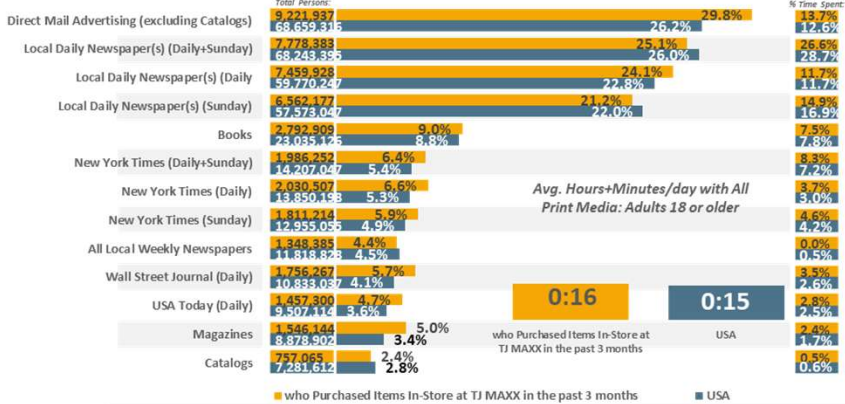
soefa.ai Share of Everything for Anything

[[Major stores shopped in-store past 3 months: TJ Maxx AND Major stores bought past 3 months: TJ Maxx]]

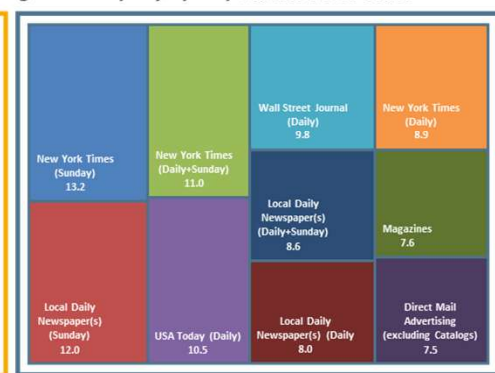
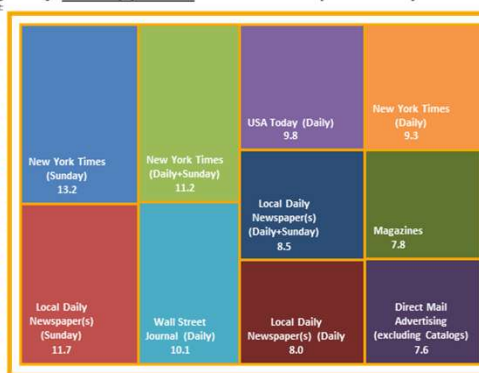
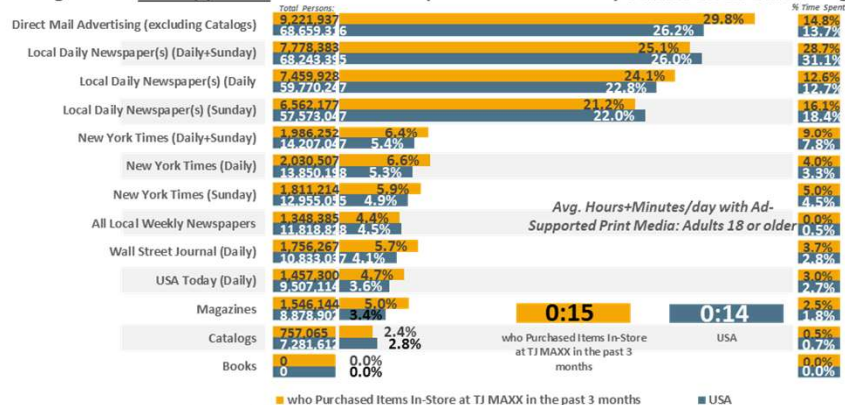


7,778,383 or 25.1% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.5 minutes every day representing 28.7% of all time spent daily with All forms of Print

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



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

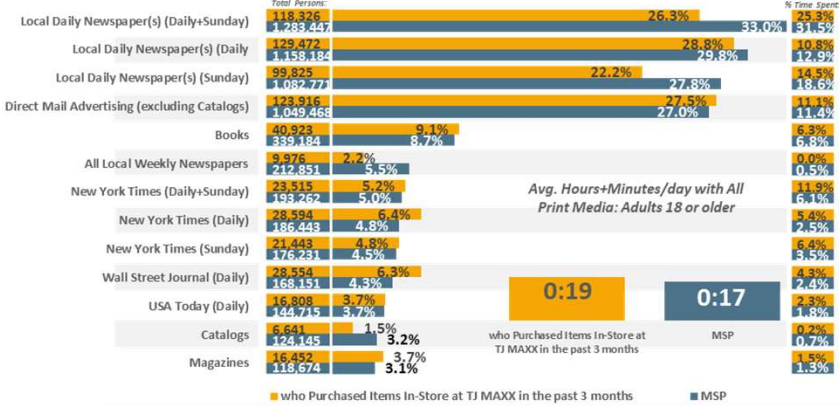






118,326 or 26.3% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.6 minutes every day representing 27.% of all time spent daily with All forms of Print Med

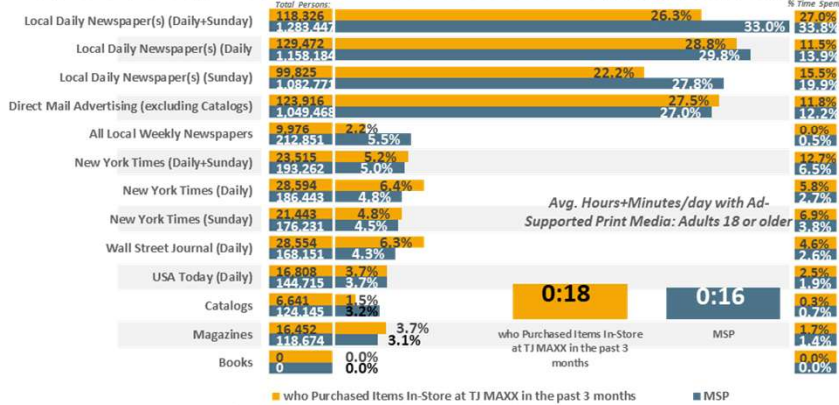
**Avg. Week All Print Media (Persons & % Reach): Adults 18 or older**



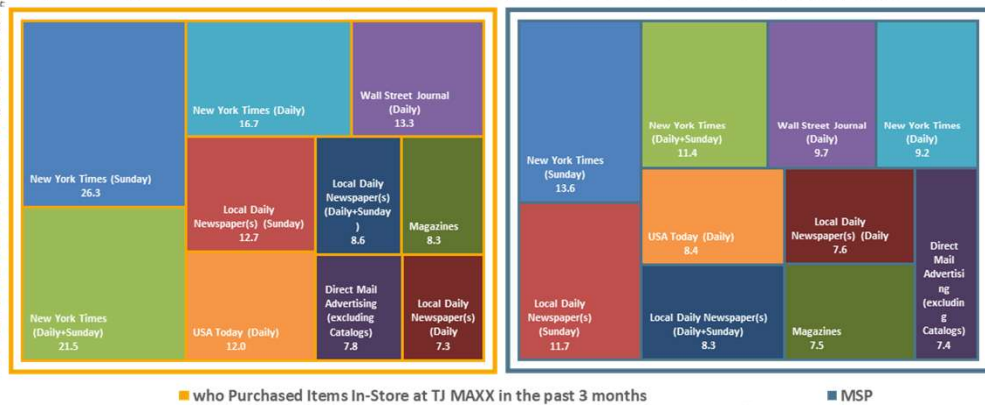
**Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



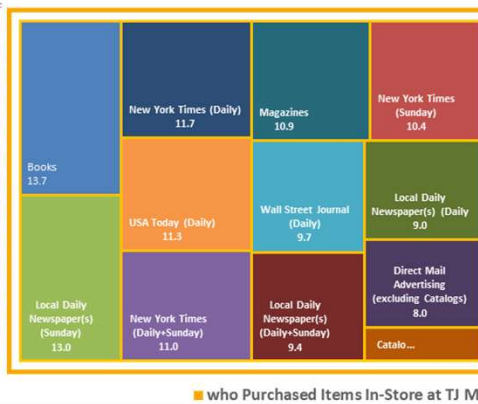
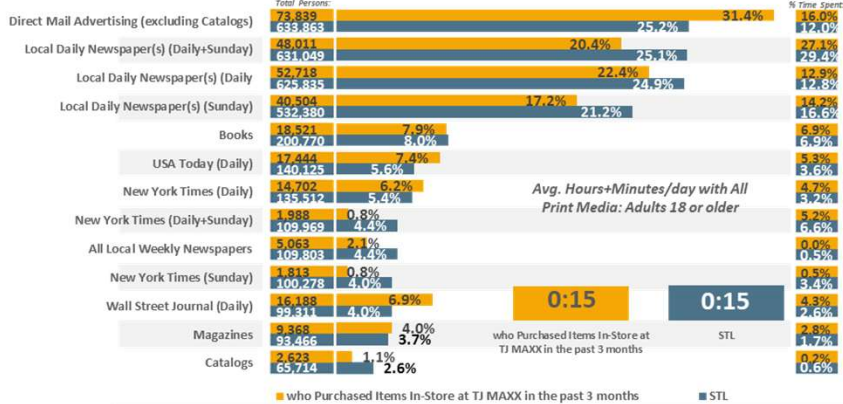
**Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



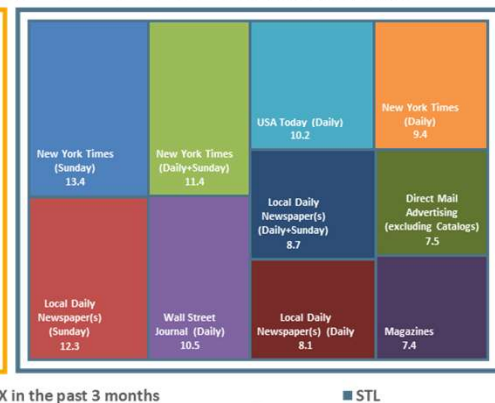
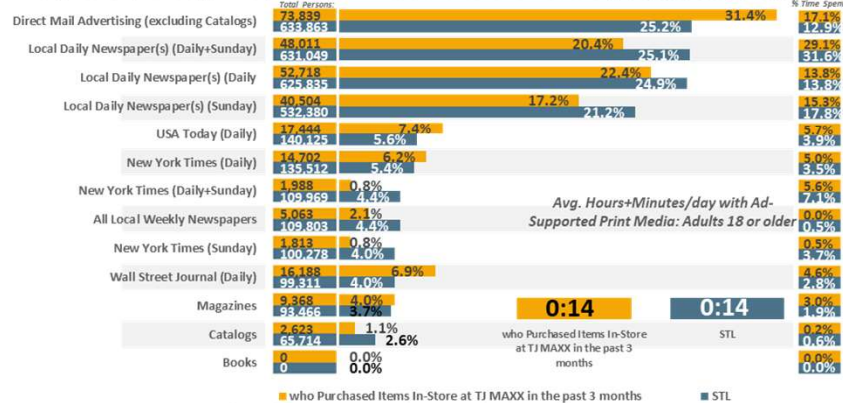


48,011 or 20.4% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.4 minutes every day representing 29.1% of all time spent daily with All forms of Print Med

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



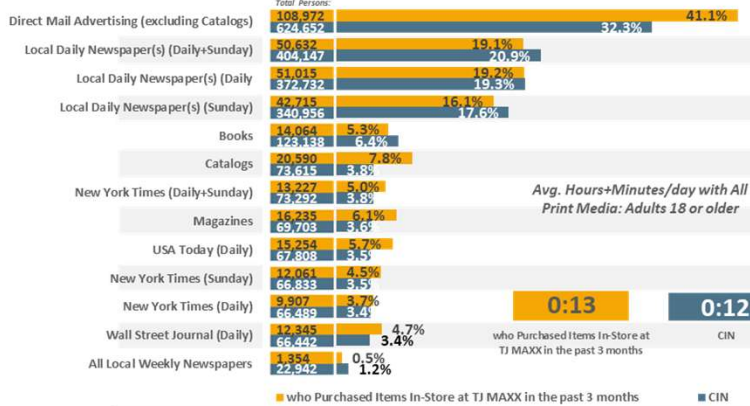
**Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older** **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





50,632 or 19.1% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8. minutes every day representing 25.7% of all time spent daily with All forms of Print Medi

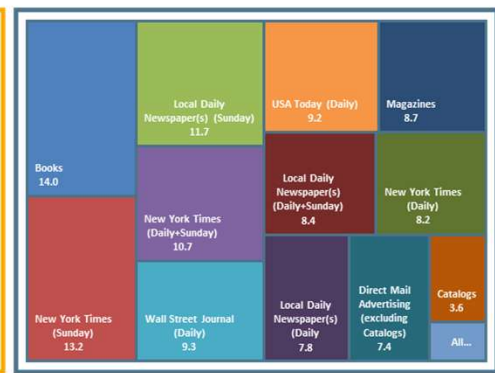
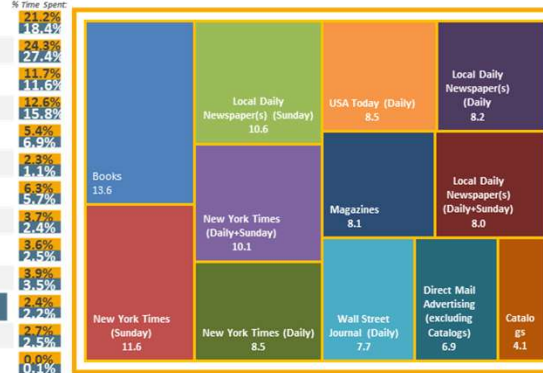
### Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



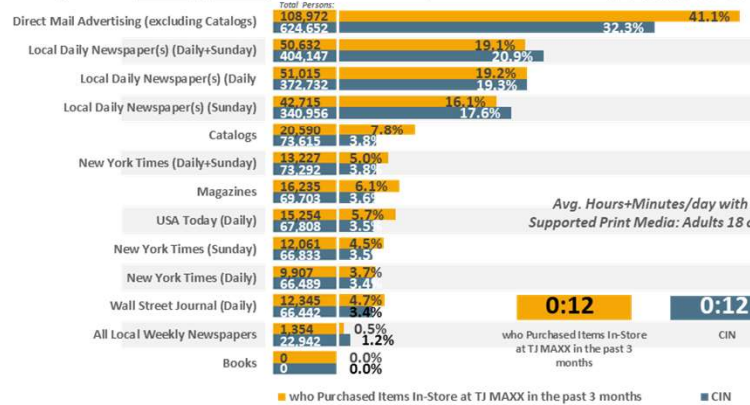
Avg. Hours+Minutes/day with All Print Media: Adults 18 or older

0:13 0:12

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



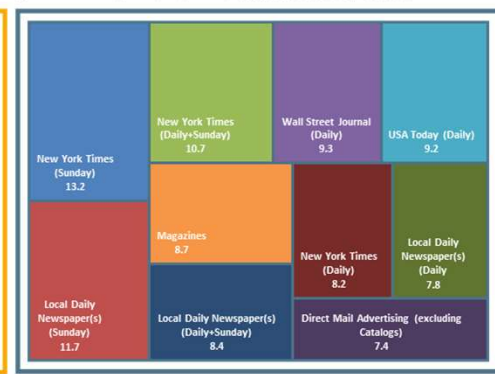
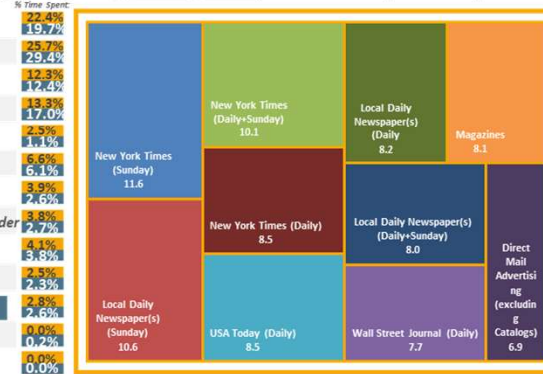
### Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



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

0:12 0:12

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

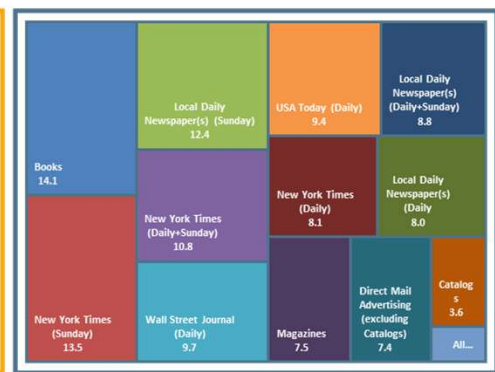
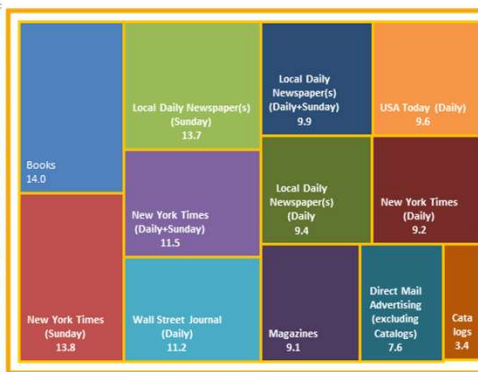
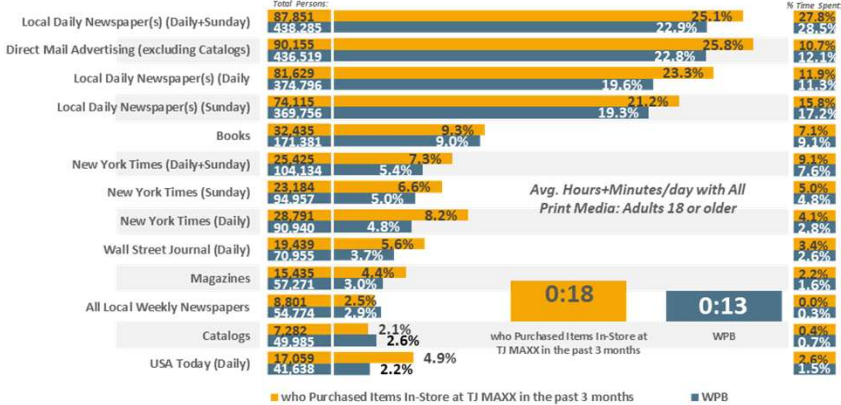




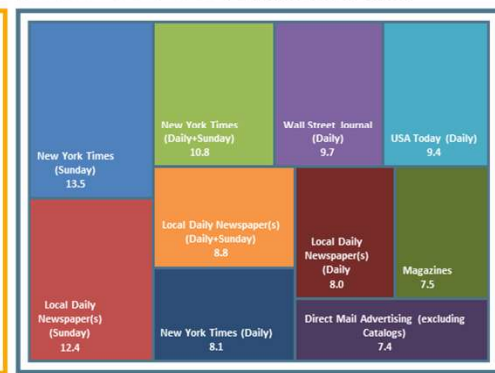
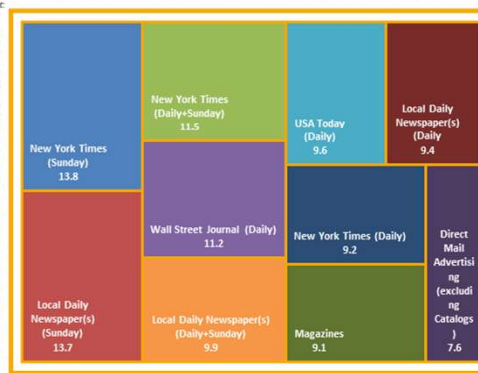
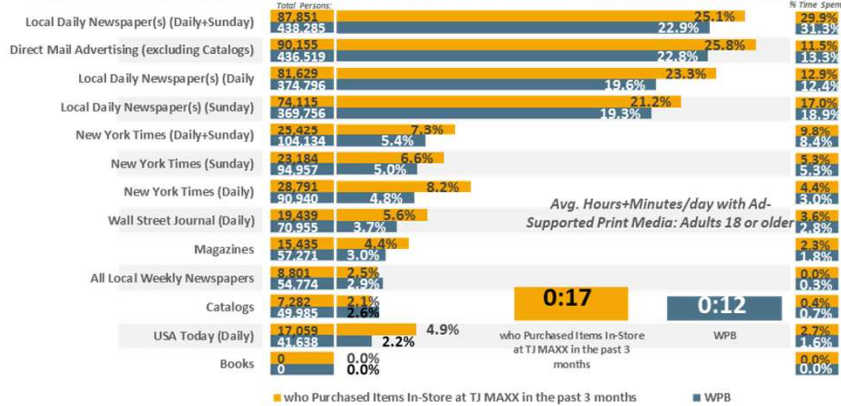


87,851 or 25.1% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.9 minutes every day representing 29.9% of all time spent daily with All forms of Print Med

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



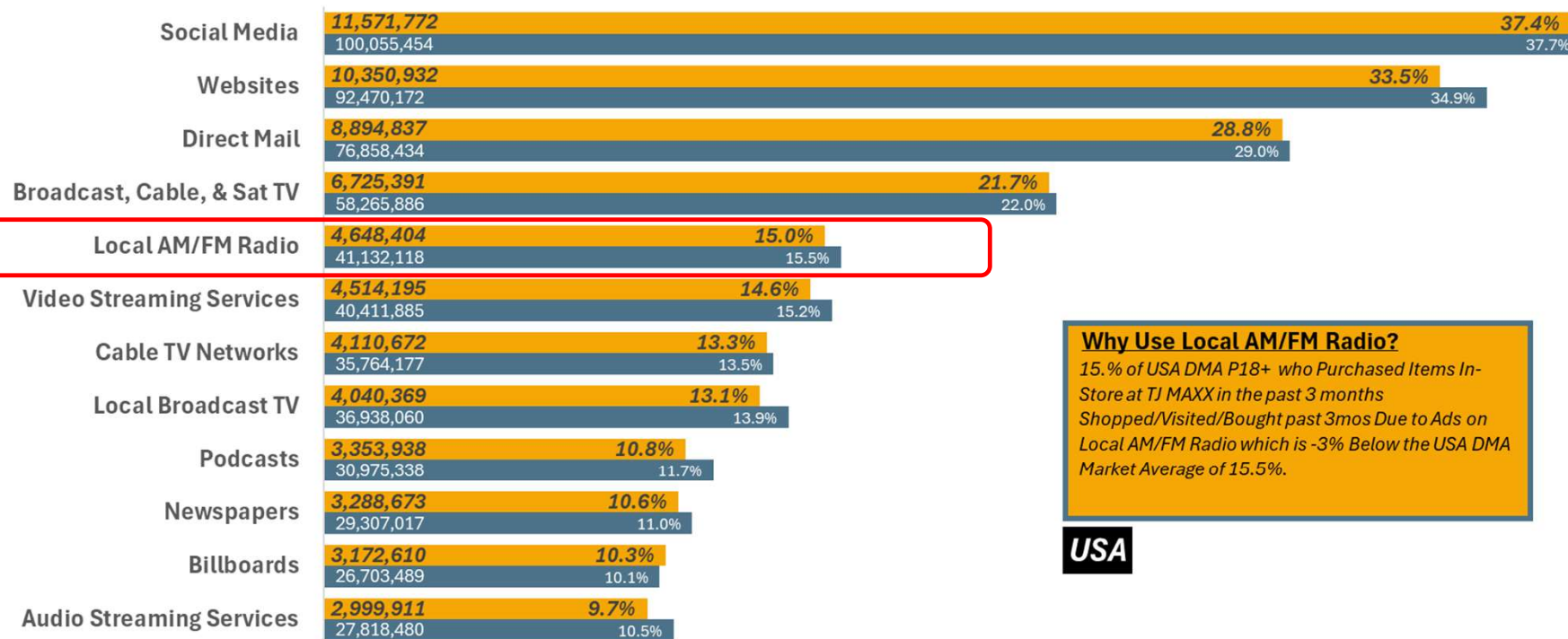
**Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older** **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





## "Advertising Actions"

P18+ who Purchased Items In-Store at TJ MAXX in the past 3 months  
(Shopped/Visited/Bought past 3mos Due to Ads on %)



### Why Use Local AM/FM Radio?

15.0% of USA DMA P18+ who Purchased Items In-Store at TJ MAXX in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is ~3% Below the USA DMA Market Average of 15.5%.

USA

■ P18+ who Purchased Items In-Store at TJ MAXX in the past 3 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

USA DMA Scarborough R2 2025: Sep 24-Aug 25 Qual Intab: 3385  
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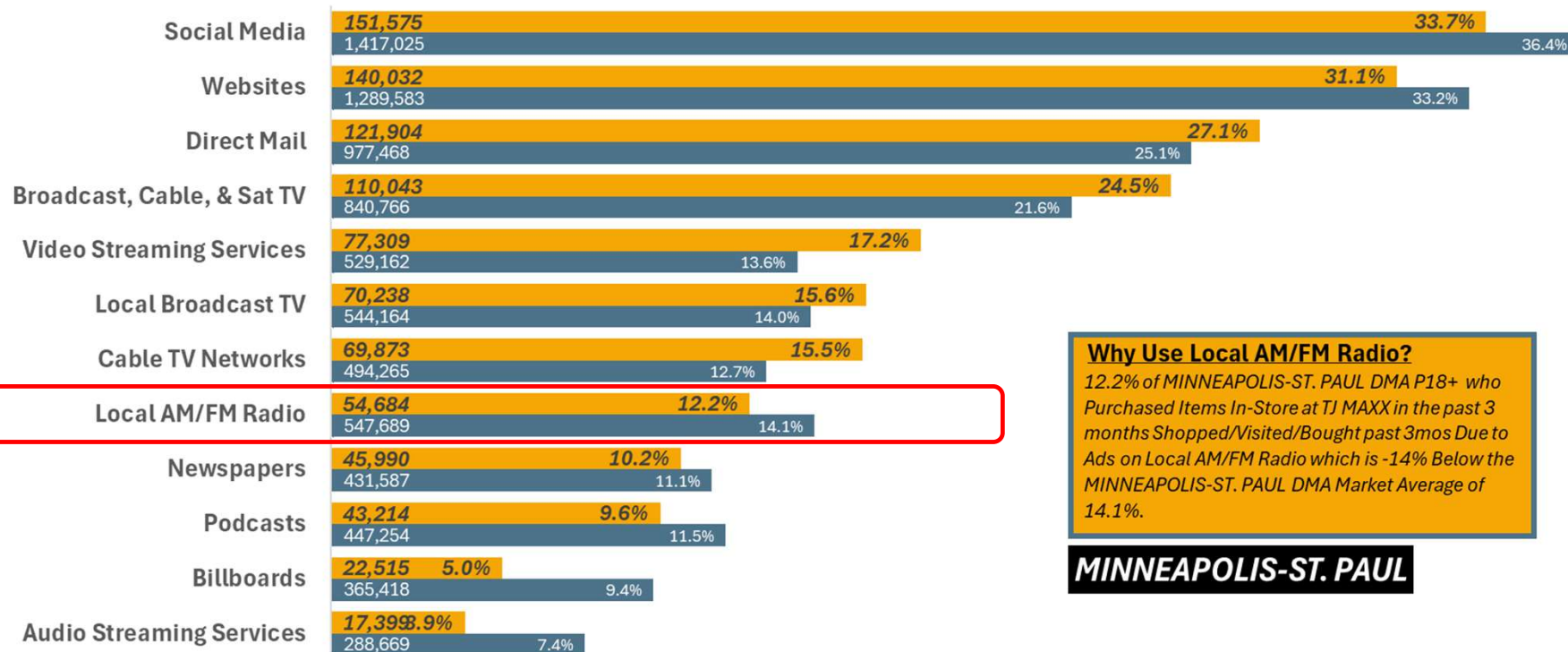
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[[Major stores shopped in-store past 3 months: TJ Maxx AND Major stores bought past 3 months: TJ Maxx]]



## "Advertising Actions"

**P18+ who Purchased Items In-Store at TJ MAXX in the past 3 months  
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



### Why Use Local AM/FM Radio?

12.2% of MINNEAPOLIS-ST. PAUL DMA P18+ who Purchased Items In-Store at TJ MAXX in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -14% Below the MINNEAPOLIS-ST. PAUL DMA Market Average of 14.1%.

**MINNEAPOLIS-ST. PAUL**

■ P18+ who Purchased Items In-Store at TJ MAXX in the past 3 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ MINNEAPOLIS-ST. PAUL AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab: 245  
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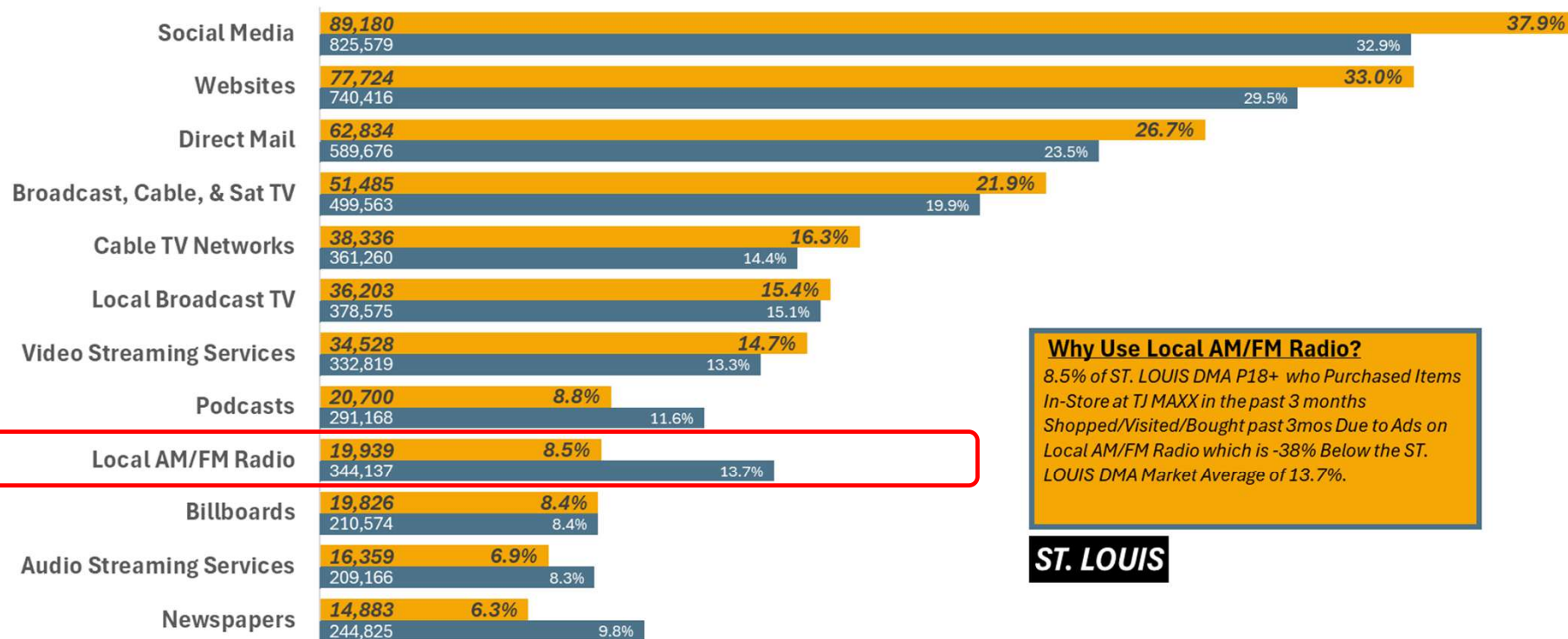
[[Major stores shopped in-store past 3 months: TJ Maxx AND Major stores bought past 3 months: TJ Maxx]]





## "Advertising Actions"

**P18+ who Purchased Items In-Store at TJ MAXX in the past 3 months  
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



### Why Use Local AM/FM Radio?

8.5% of ST. LOUIS DMA P18+ who Purchased Items In-Store at TJ MAXX in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -38% Below the ST. LOUIS DMA Market Average of 13.7%.

**ST. LOUIS**

■ P18+ who Purchased Items In-Store at TJ MAXX in the past 3 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

ST. LOUIS DMA ScarboroughR2 2025: Aug24-Jul25 Qual Intab: 227  
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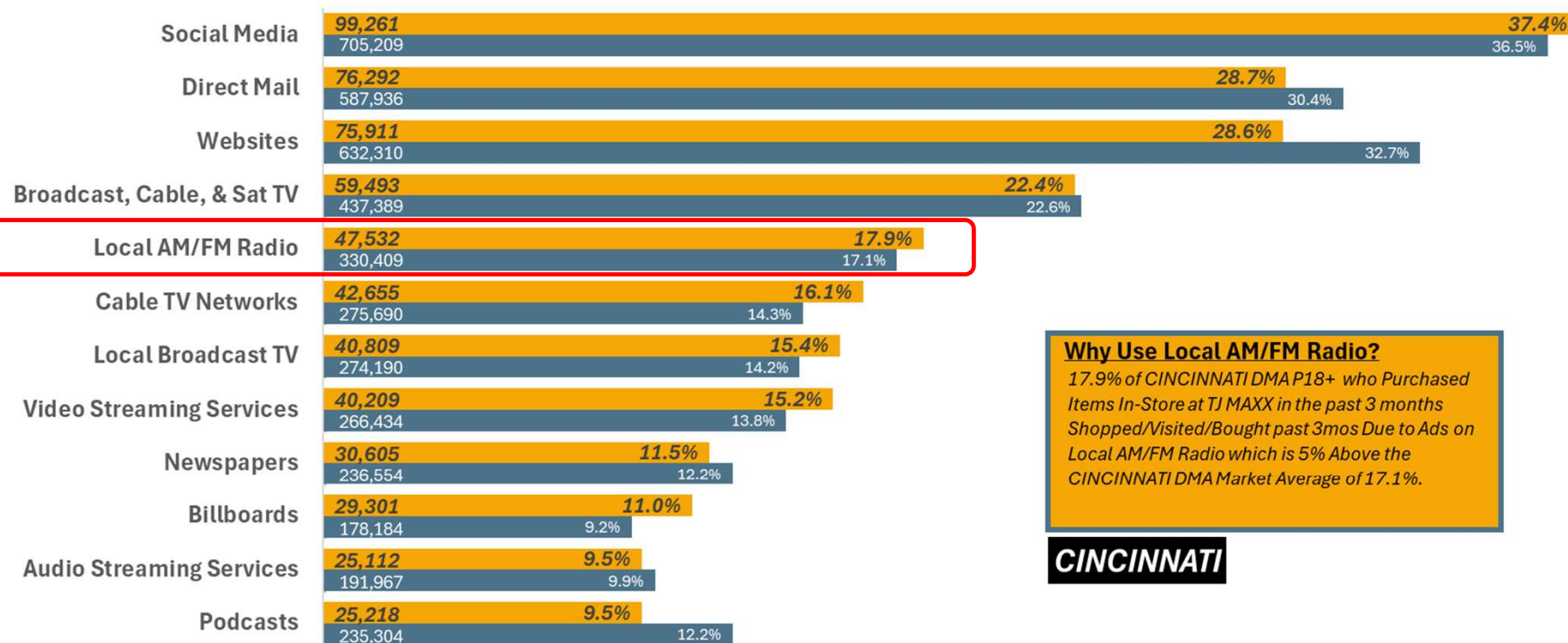
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[(Major stores shopped in-store past 3 months: TJ Maxx AND Major stores bought past 3 months: TJ Maxx)]



## "Advertising Actions"

**P18+ who Purchased Items In-Store at TJ MAXX in the past 3 months  
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



### Why Use Local AM/FM Radio?

17.9% of CINCINNATI DMA P18+ who Purchased Items In-Store at TJ MAXX in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 5% Above the CINCINNATI DMA Market Average of 17.1%.

**CINCINNATI**

■ P18+ who Purchased Items In-Store at TJ MAXX in the past 3 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 325

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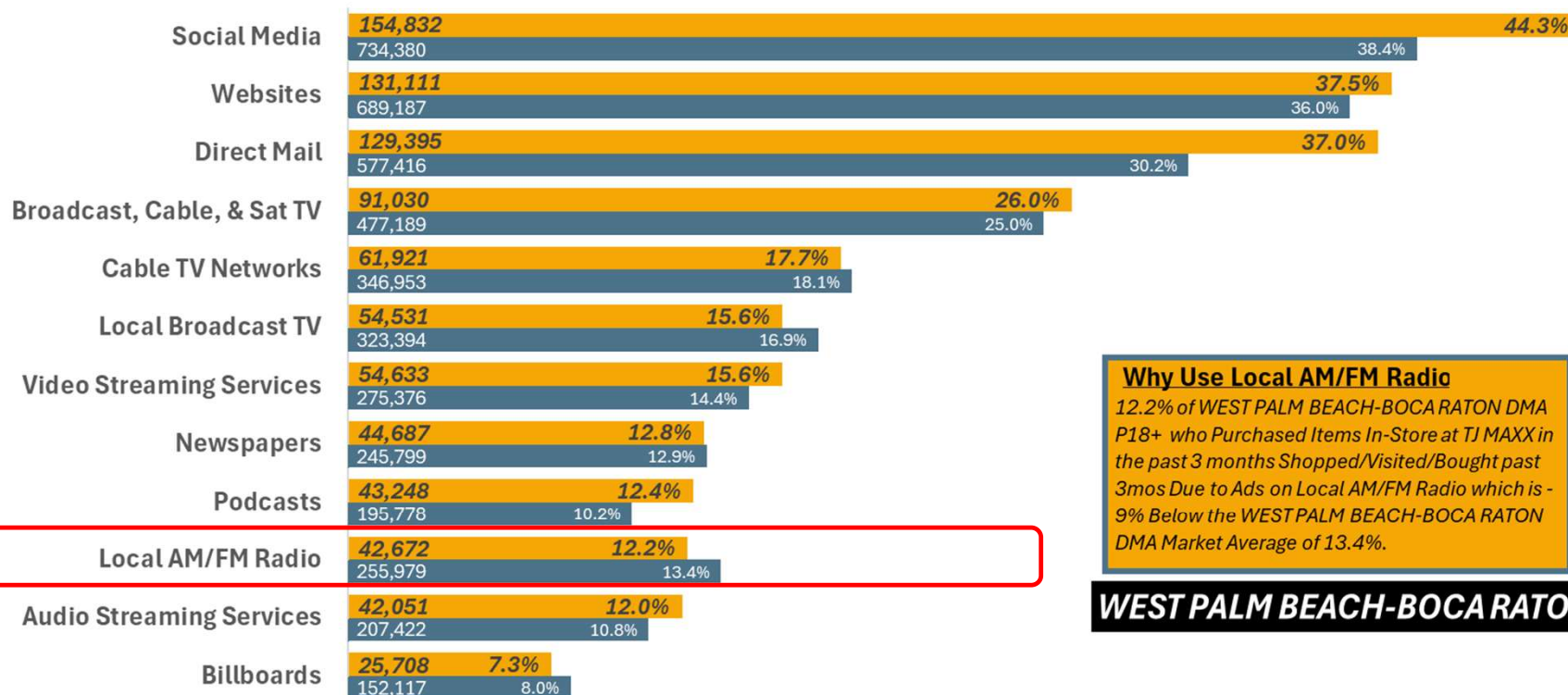
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[(Major stores shopped in-store past 3 months: TJ Maxx AND Major stores bought past 3 months: TJ Maxx)]



## "Advertising Actions"

**P18+ who Purchased Items In-Store at TJ MAXX in the past 3 months  
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



### Why Use Local AM/FM Radio

12.2% of WEST PALM BEACH-BOCA RATON DMA P18+ who Purchased Items In-Store at TJ MAXX in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is - 9% Below the WEST PALM BEACH-BOCA RATON DMA Market Average of 13.4%.

**WEST PALM BEACH-BOCA RATON**

■ P18+ who Purchased Items In-Store at TJ MAXX in the past 3 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ WEST PALM BEACH-BOCA RATON AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab: 510

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[(Major stores shopped in-store past 3 months: TJ Maxx AND Major stores bought past 3 months: TJ Maxx)]