USA+4More DMAs – P18+ past 12mos users of TAX PREPARATION Services!

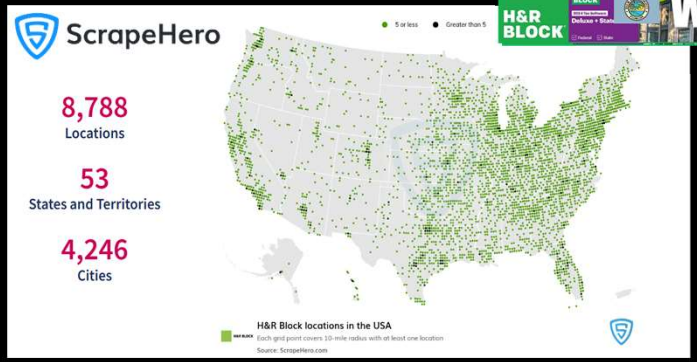
Complete Demographic & Media Use Profiles

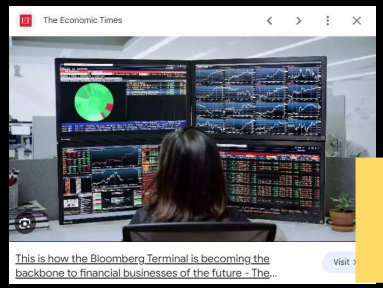


Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI, and WEST PALM BEACH DMA P18+ who used a TAX PREPARATION Service in the past 12 months as of SEPTEMBER 2024.

H&R BLOCK







Ameriprise Financial®

P18+

Vanguard®

BLACKROCK

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

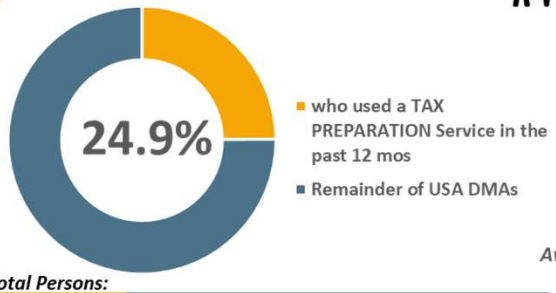
HUBBARD BROADCASTING INC. HB INC.

Professional services used by HHLD past 12 months (HHLD): Tax preparation service



24.9% or 65,238,403 of USA Adults 18 or older used a TAX PREPARATION Service in the past 12 mos.
Typical Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos are 51.6 years old (5.7% older than average) and have a $107,439 (16.2% higher than average) annual household income.

Percent of Market: Adults 18 or older



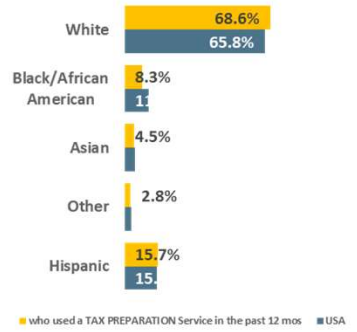
Total Persons:

65,238,403	196,936,097

Gender of Target vs. Market: Adults 18 or older

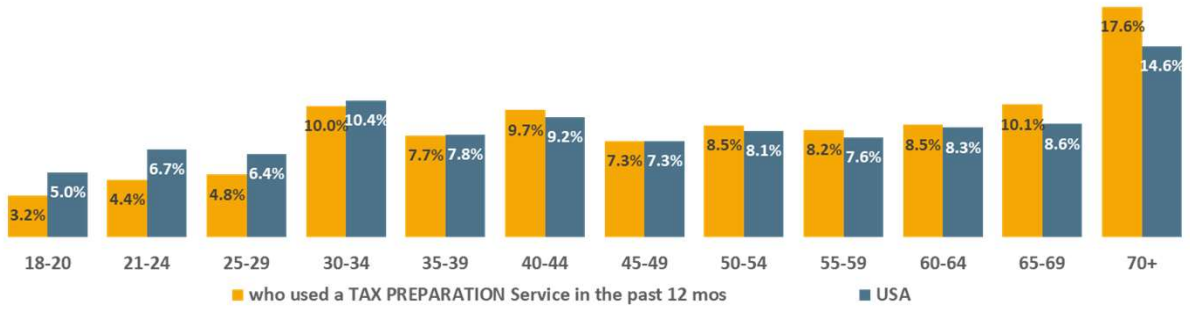
	Men	Men	Women	Women
%M vs. %F:	49.8%	48.6%	50.2%	51.4%
Average Age:	52.2	48.9	51.0	48.8
# Persons:	32,473,256	127,356,8...	32,765,147	134,817,6...

Ethnicity of Target vs. Market:

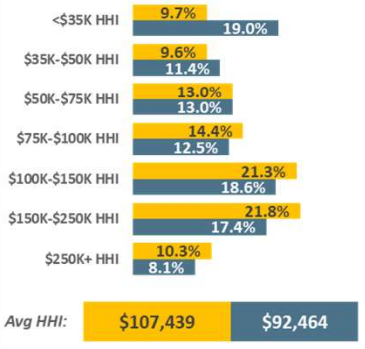


Age Cell Demographics of Target vs. Market:

Adults 18 or older	*Average Age:*	
	51.6	48.8



HHI of Target vs. Market:



Avg HHI:	$107,439	$92,464

USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 5,928

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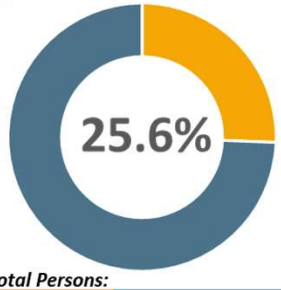
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

Professional services used by HHLD past 12 months (HHLD): Tax preparation service



25.6% or 990,539 of MINNEAPOLIS DMA Adults 18 or older used a TAX PREPARATION Service in the past 12 mos. Typical Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos are 53.6 years old (9.9% older than average) and have a $126,201 (17.9% higher than average) annual household income.

Percent of Market: Adults 18 or older



- who used a TAX PREPARATION Service in the past 12 mos
- Remainder of MINNEAPOLIS DMA

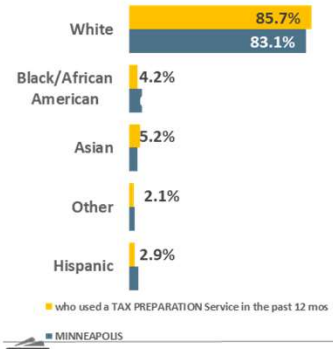
Total Persons:

990,539	2,874,287

Gender of Target vs. Market: Adults 18 or older

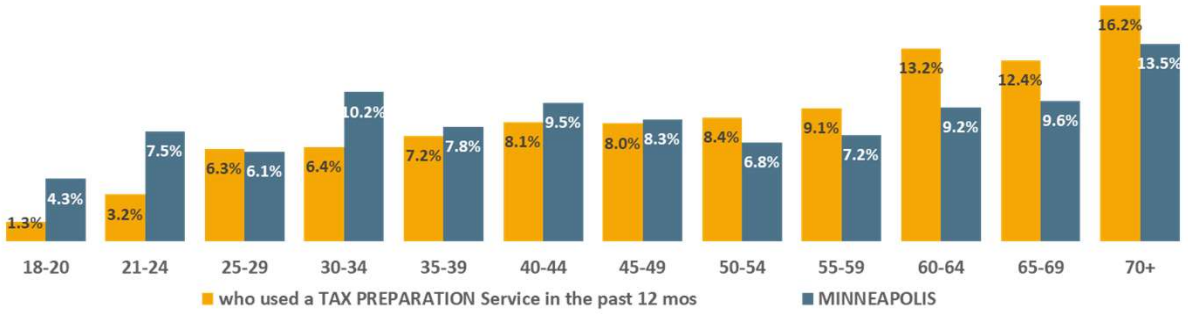
	Men	Men	Women	Women
%M vs. %F:	52.3%	49.2%	47.7%	50.8%
Average Age:	54.3	48.9	52.9	48.7
# Persons:	518,383	1,902,350	472,156	1,962,476

Ethnicity of Target vs. Market:

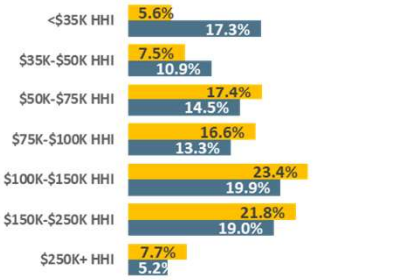


Age Cell Demographics of Target vs. Market:

Average Age:	who used a TAX PREPARATION Service in the past 12 mos	MINNEAPOLIS
Adults 18 or older	53.6	48.8



HHI of Target vs. Market:



Avg HHI:	$126,201	$107,041

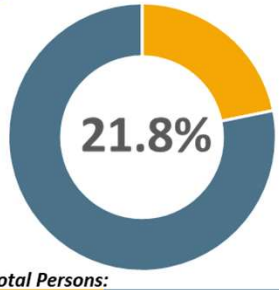
MINNEAPOLIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 504

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21.8% or 547,059 of ST. LOUIS DMA Adults 18 or older used a TAX PREPARATION Service in the past 12 mos. Typical Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos are 56.4 years old (13.9% older than average) and have a $120,681 (27.8% higher than average) annual household income.

Percent of Market: Adults 18 or older



- who used a TAX PREPARATION Service in the past 12 mos
- Remainder of ST. LOUIS DMA

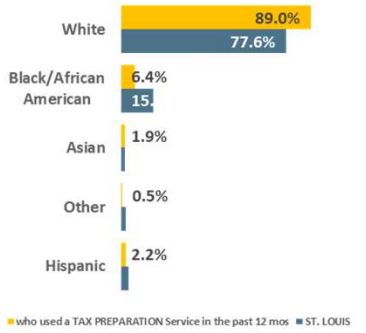
Total Persons:

547,059	1,960,851

Gender of Target vs. Market: Adults 18 or older

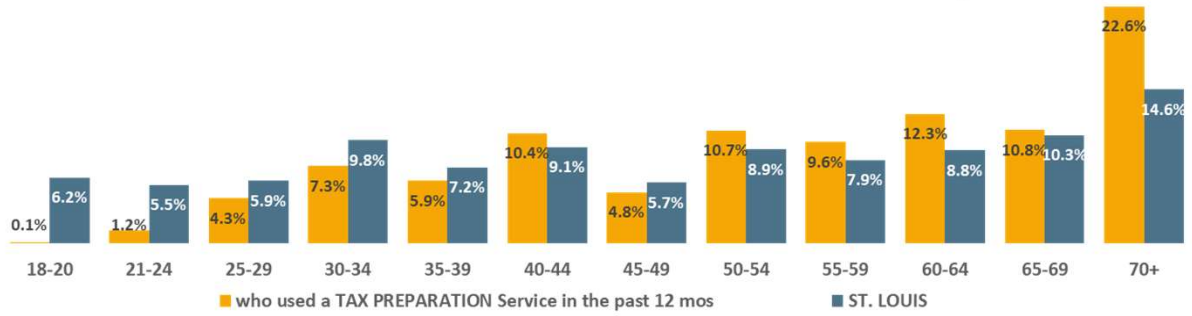
	Men	Men	Women	Women
%M vs. %F:	53.0%	48.3%	47.0%	51.7%
Average Age:	58.3	49.3	54.1	49.7
# Persons:	289,863	1,212,126	257,196	1,295,784

Ethnicity of Target vs. Market:

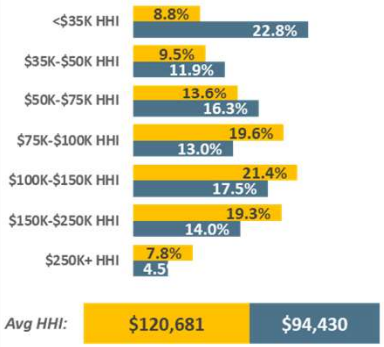


Age Cell Demographics of Target vs. Market:

Average Age:	who used a TAX PREPARATION Service in the past 12 mos	ST. LOUIS
Adults 18 or older	56.4	49.5



HHI of Target vs. Market:



Avg HHI:	$120,681	$94,430

ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 486

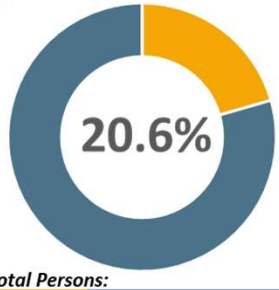
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Professional services used by HHLD past 12 months (HHLD): Tax preparation service



20.6% or 393,479 of CINCINNATI DMA Adults 18 or older used a TAX PREPARATION Service in the past 12 mos.
Typical Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos are 53.9 years old (10.4% older than average) and have a $121,999 (27.6% higher than average) annual household income.

Percent of Market: Adults 18 or older



- who used a TAX PREPARATION Service in the past 12 mos
- Remainder of CINCINNATI DMA

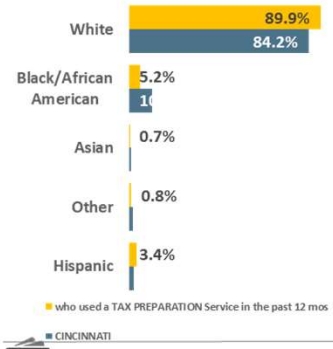
Total Persons:

393,479	1,519,878

Gender of Target vs. Market: Adults 18 or older

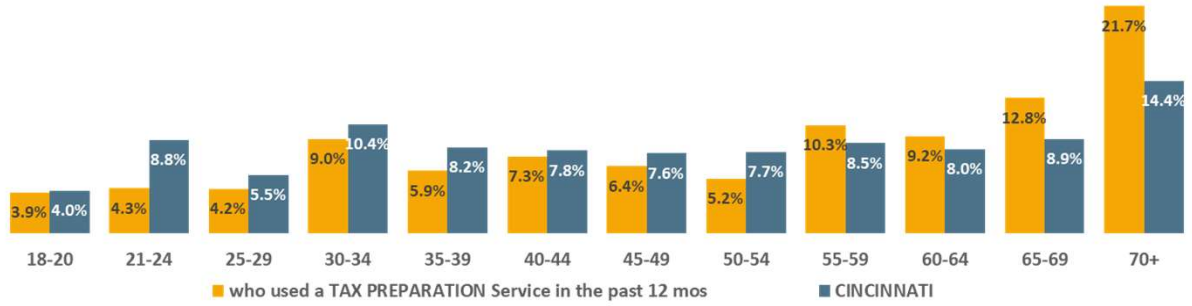
	Men	Men	Women	Women
%M vs. %F:	45.7%	48.5%	54.3%	51.5%
Average Age:	55.7	49.1	52.5	48.6
# Persons:	179,998	928,066	213,481	985,291

Ethnicity of Target vs. Market:

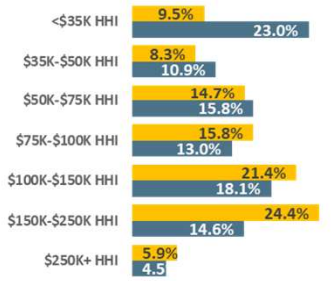


Age Cell Demographics of Target vs. Market:

	Average Age:	
Adults 18 or older	53.9	48.8
	who used a TAX PREPARATION Service in the past 12 mos	CINCINNATI



HHI of Target vs. Market:



Avg HHI:	$121,999	$95,581

CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 415

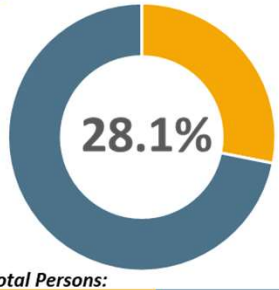
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Professional services used by HHLD past 12 months (HHLD): Tax preparation service



28.1% or 528,721 of WEST PALM DMA Adults 18 or older used a TAX PREPARATION Service in the past 12 mos. Typical Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos are 54.4 years old (1.5% older than average) and have a $108,428 (11.9% higher than average) annual household income.

Percent of Market: Adults 18 or older



- who used a TAX PREPARATION Service in the past 12 mos
- Remainder of WEST PALM DMA

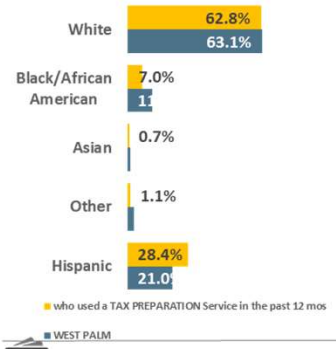
Total Persons:

528,721	1,350,274

Gender of Target vs. Market: Adults 18 or older

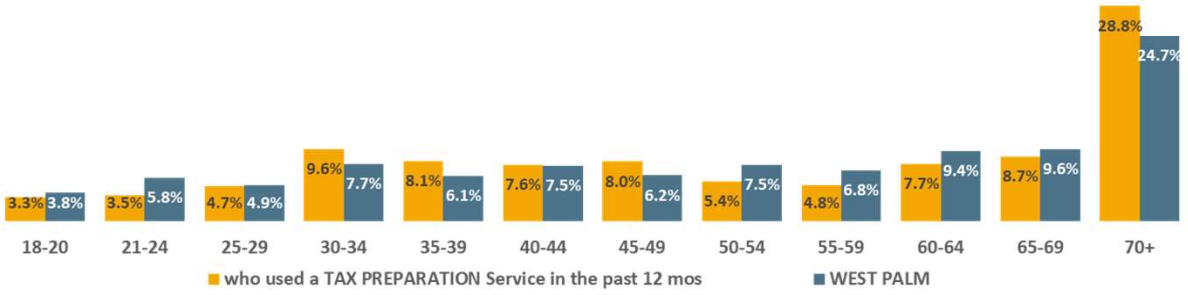
	Men	Men	Women	Women
%M vs. %F:	55.1%	47.6%	44.9%	52.4%
Average Age:	53.9	53.6	55.2	53.7
# Persons:	291,549	893,972	237,172	985,023

Ethnicity of Target vs. Market:

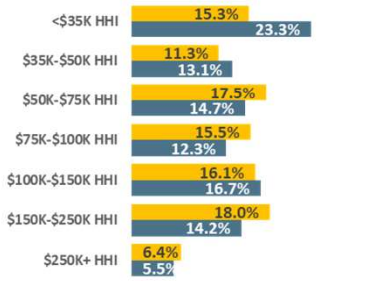


Age Cell Demographics of Target vs. Market:

Average Age:	Adults 18 or older	54.4	53.6



HHI of Target vs. Market:



Avg HHI:	$108,428	$96,915

WEST PALM DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 715

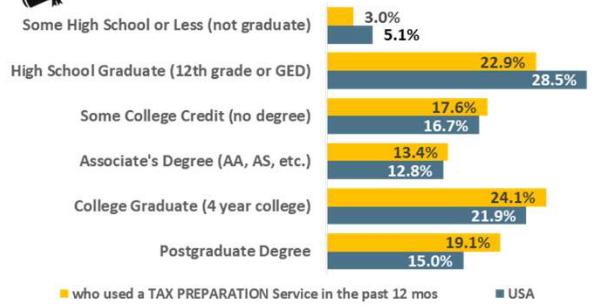
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Professional services used by HHLD past 12 months (HHLD): Tax preparation service

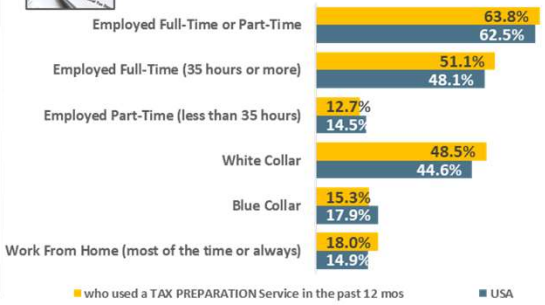


24.9% or 65,238,403 of USA Adults 18 or older used a TAX PREPARATION Service in the past 12 mos. Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos are 17.% more likely to be a college graduate, 6.3% more likely to work full-time, 15.6% more likely to be married, 2.3% more likely to be a parent of 1 or more children under 18.

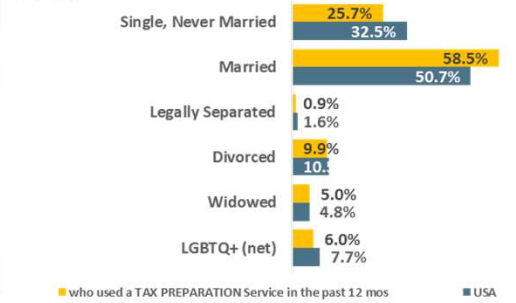
Education Levels: Adults 18 or older



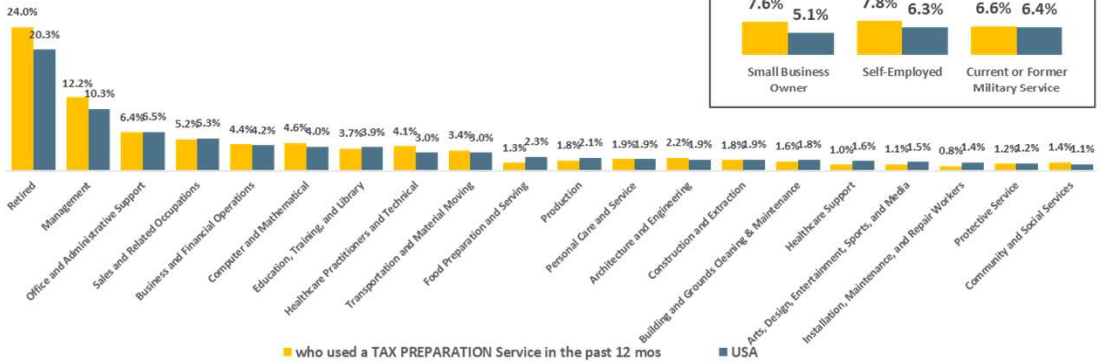
Employment: Adults 18 or older



Marital Status: Adults 18 or older

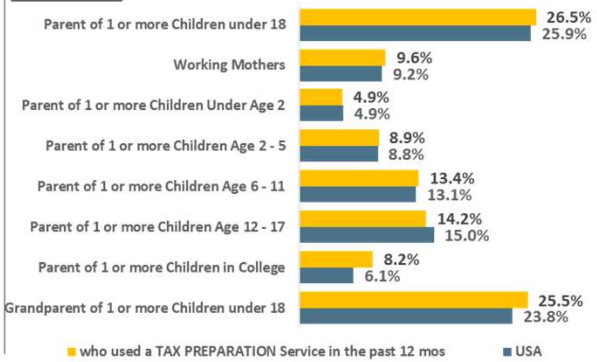


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 5,928

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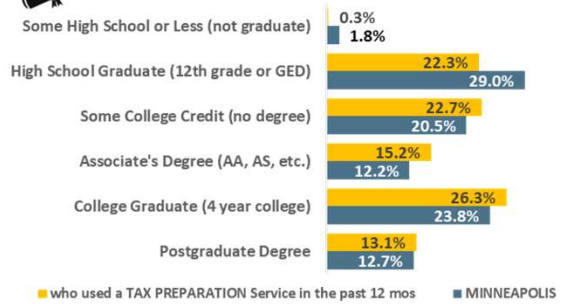
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

Professional services used by HHLD past 12 months (HHLD): Tax preparation service

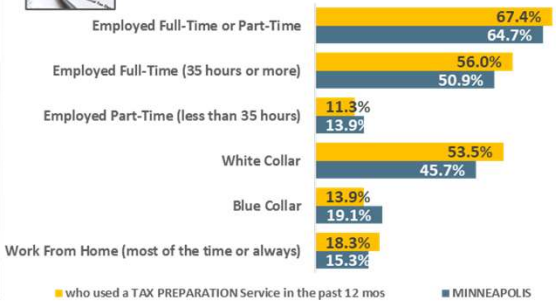


25.6% or 990,539 of MINNEAPOLIS DMA Adults 18 or older used a TAX PREPARATION Service in the past 12 mos. Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos are 7.9% more likely to be a college graduate, 10.2% more likely to work full-time, 21.2% more likely to be married, 1.3% less likely to be a parent of 1 or more children under 18.

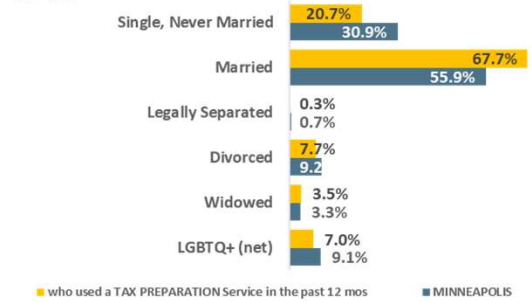
Education Levels: Adults 18 or older



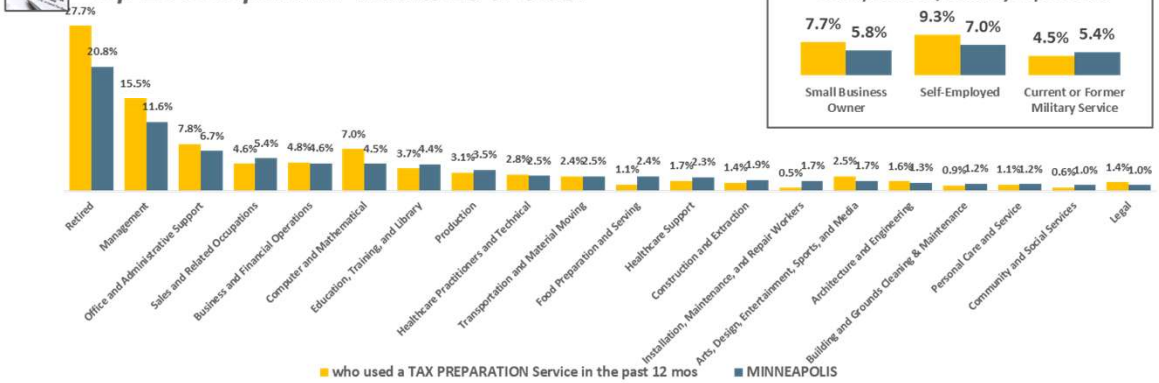
Employment: Adults 18 or older



Marital Status: Adults 18 or older

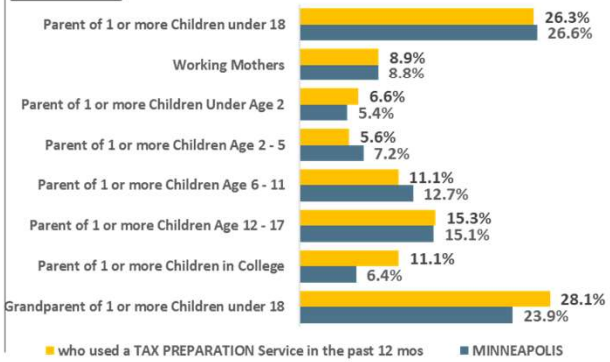


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



MINNEAPOLIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 504

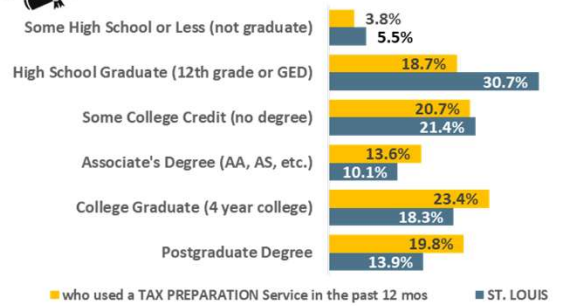
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Professional services used by HHLD past 12 months (HHLD): Tax preparation service

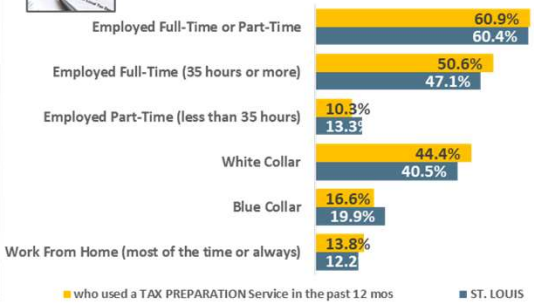


21.8% or 547,059 of ST. LOUIS DMA Adults 18 or older used a TAX PREPARATION Service in the past 12 mos. Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos are 34.3% more likely to be a college graduate, 7.5% more likely to work full-time, 31.3% more likely to be married, 8.9% less likely to be a parent of 1 or more children under 18.

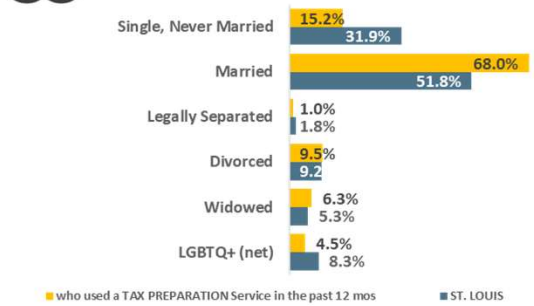
Education Levels: Adults 18 or older



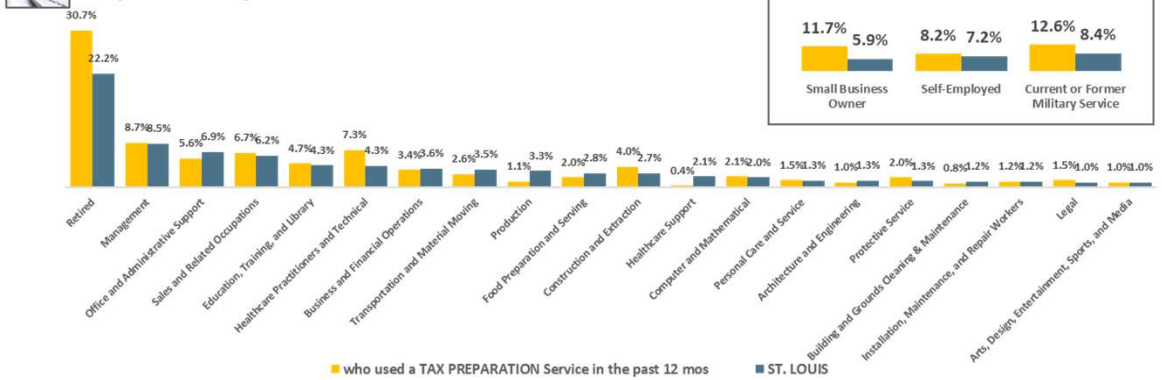
Employment: Adults 18 or older



Marital Status: Adults 18 or older

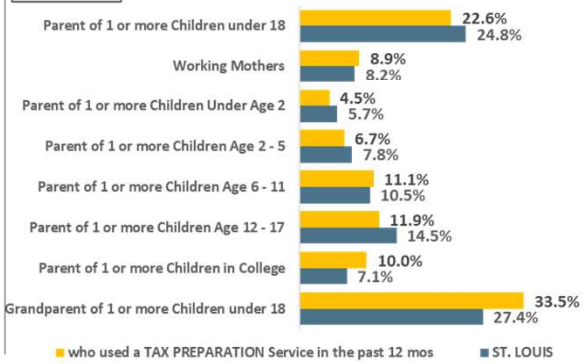


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 486

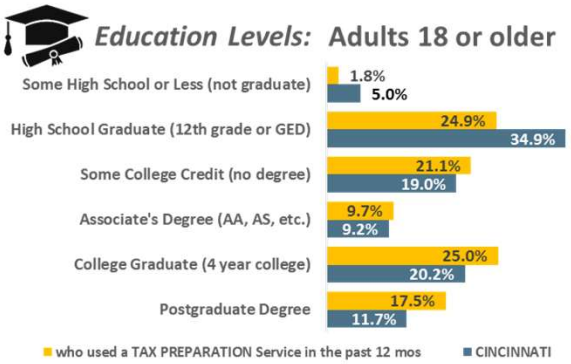
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Professional services used by HHLD past 12 months (HHLD): Tax preparation service

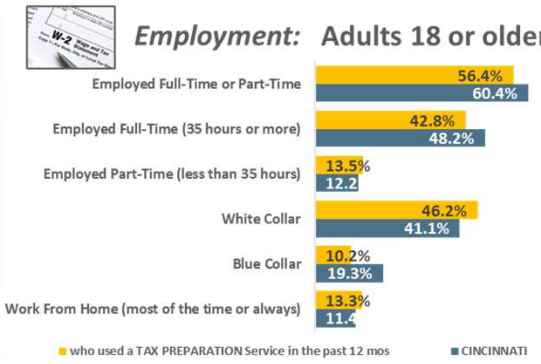


20.6% or 393,479 of CINCINNATI DMA Adults 18 or older used a TAX PREPARATION Service in the past 12 mos. Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos are 33.1% more likely to be a college graduate, 11.1% less likely to work full-time, 24.1% more likely to be married, 14.% less likely to be a parent of 1 or more children under 18.

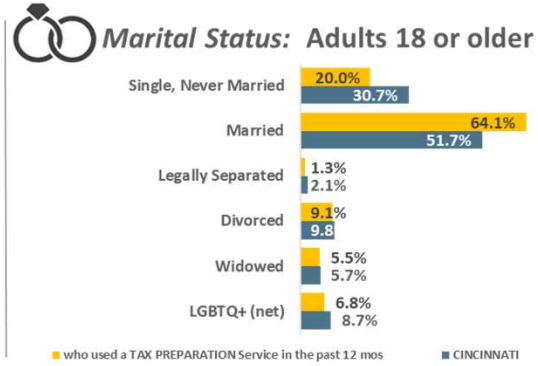
Education Levels: Adults 18 or older



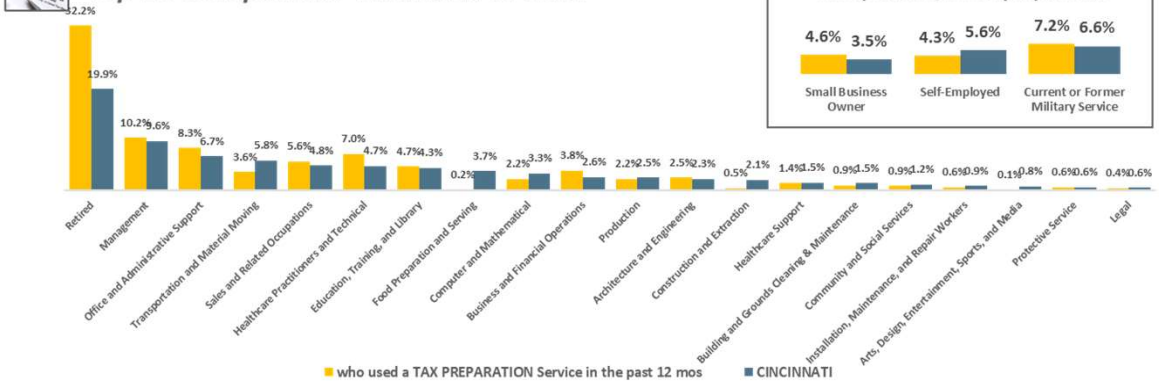
Employment: Adults 18 or older



Marital Status: Adults 18 or older

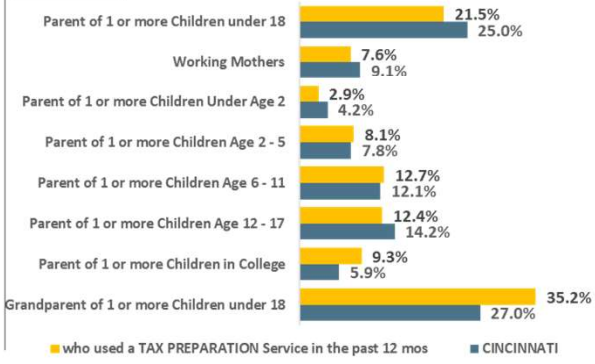


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 415

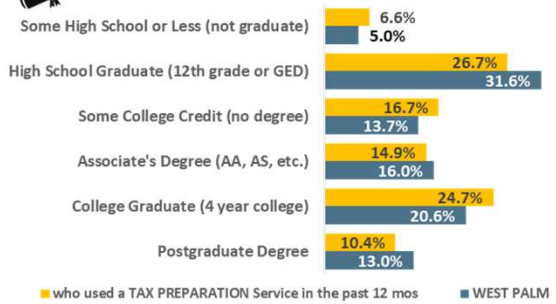
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Professional services used by HHLD past 12 months (HHLD): Tax preparation service

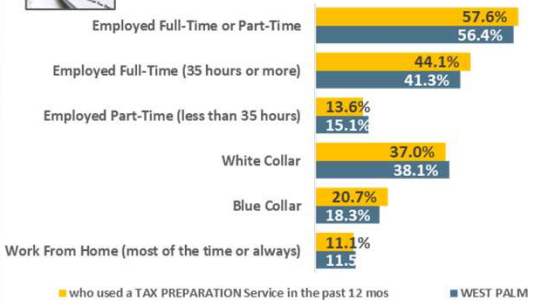


28.1% or 528,721 of WEST PALM DMA Adults 18 or older used a TAX PREPARATION Service in the past 12 mos. Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos are 4.4% more likely to be a college graduate, 6.8% more likely to work full-time, 17.8% more likely to be married, 19.9% more likely to be a parent of 1 or more children under 18.

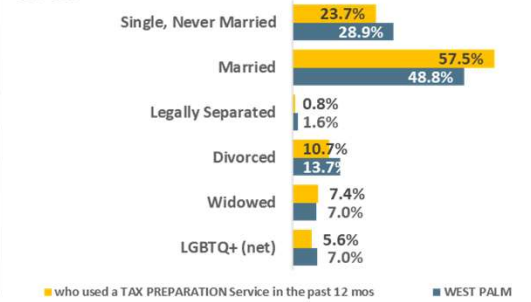
Education Levels: Adults 18 or older



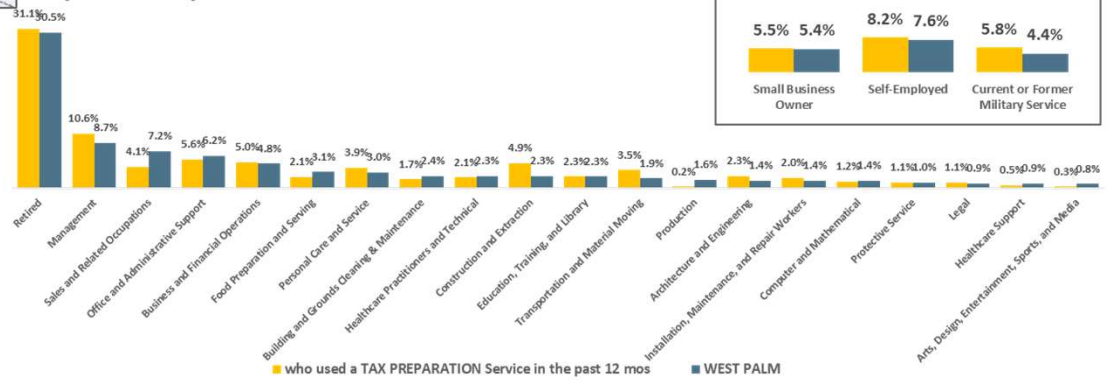
Employment: Adults 18 or older



Marital Status: Adults 18 or older

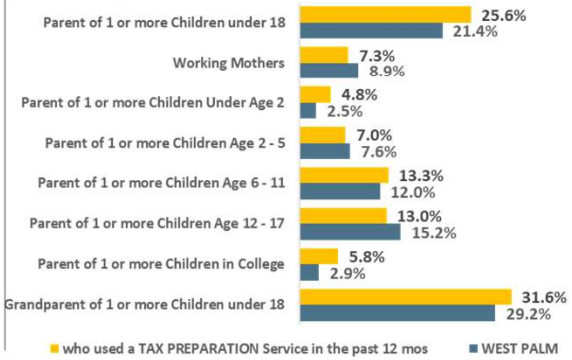


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



WEST PALM DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 715

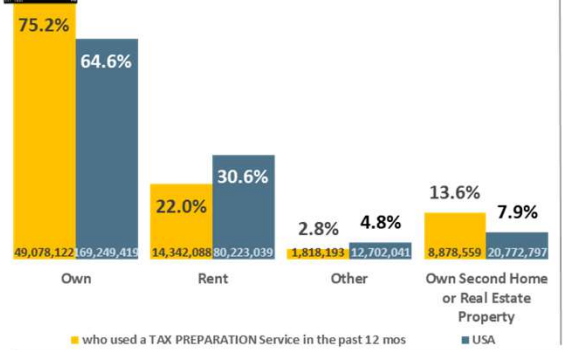
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Professional services used by HHLD past 12 months (HHLD): Tax preparation service

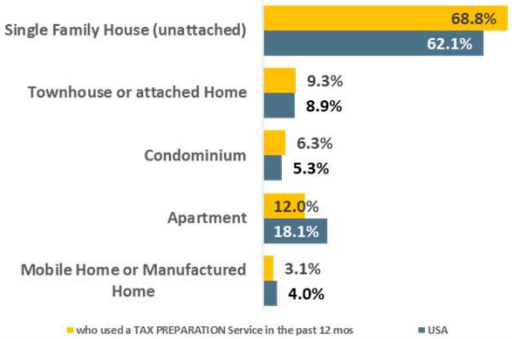


24.9% or 65,238,403 of USA Adults 18 or older used a TAX PREPARATION Service in the past 12 mos. Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos are 16.5% more likely to own their home, 26.9% more likely to own a higher valued home, 10.9% more likely to have a single-family home, 5.% more likely to have a dog.

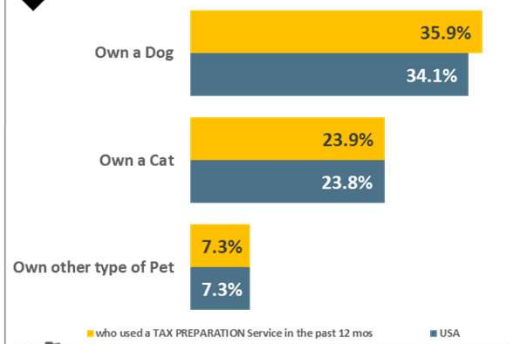
Own/Rent/Other: Adults 18 or older



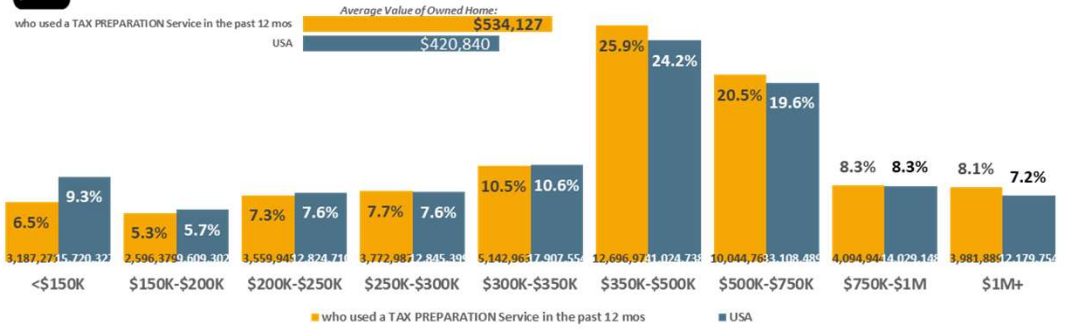
Type of Home: Adults 18 or older



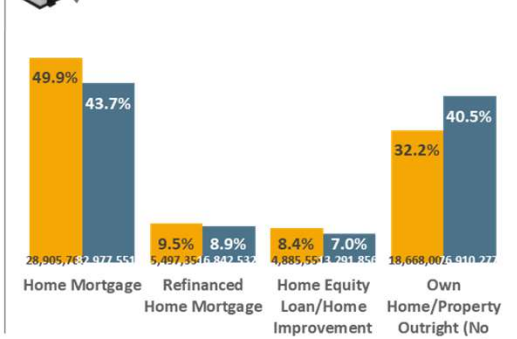
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *5,928*

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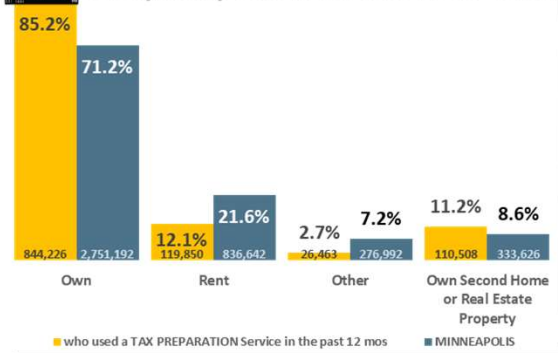
USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *23,243*

Professional services used by HHLD past 12 months (HHLD): Tax preparation service

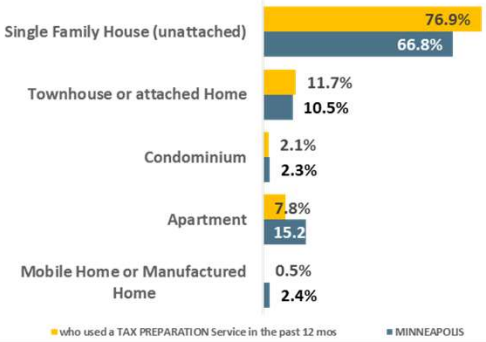


25.6% or 990,539 of MINNEAPOLIS DMA Adults 18 or older used a TAX PREPARATION Service in the past 12 mos. Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos are 19.7% more likely to own their home, 9.% more likely to own a higher valued home, 15.% more likely to have a single-family home, 6.1% more likely to have a dog.

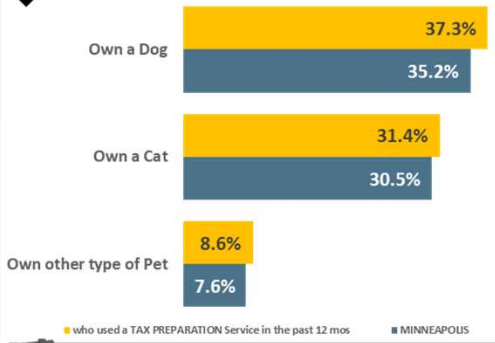
Own/Rent/Other: Adults 18 or older



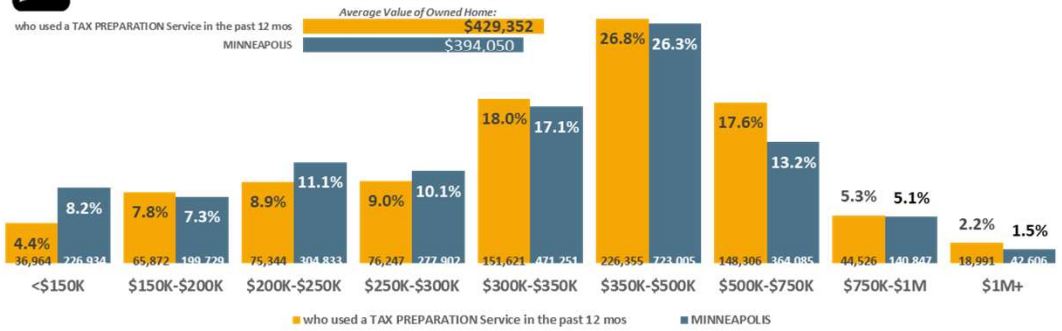
Type of Home: Adults 18 or older



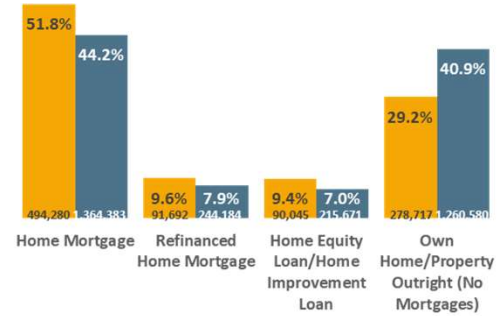
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



MINNEAPOLIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 504

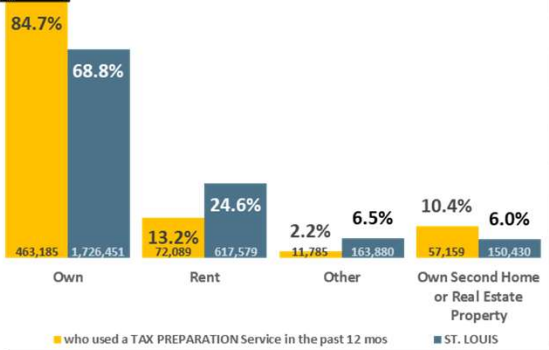
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Professional services used by HHLD past 12 months (HHLD): Tax preparation service

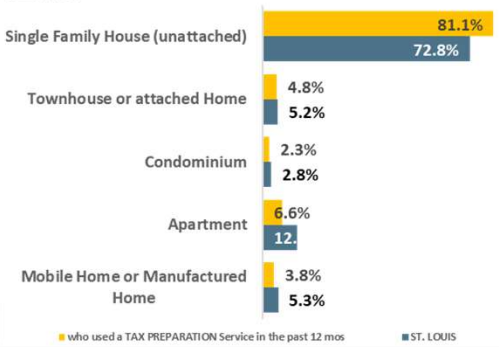


21.8% or 547,059 of ST. LOUIS DMA Adults 18 or older used a TAX PREPARATION Service in the past 12 mos. Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos are 23.% more likely to own their home, 11.2% more likely to own a higher valued home, 11.5% more likely to have a single-family home, 6.1% more likely to have a dog.

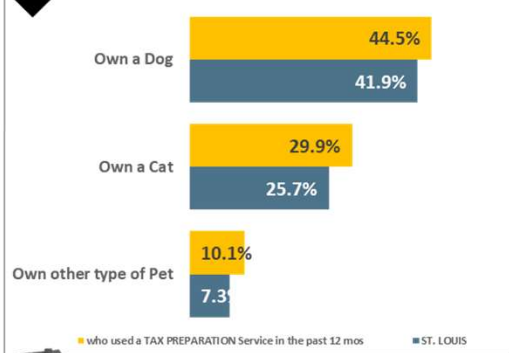
Own/Rent/Other: Adults 18 or older



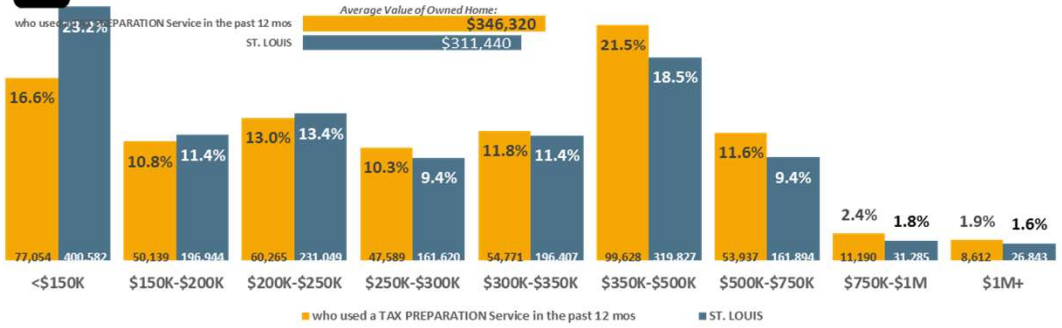
Type of Home: Adults 18 or older



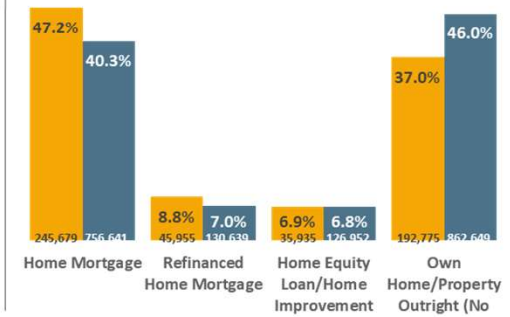
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 486

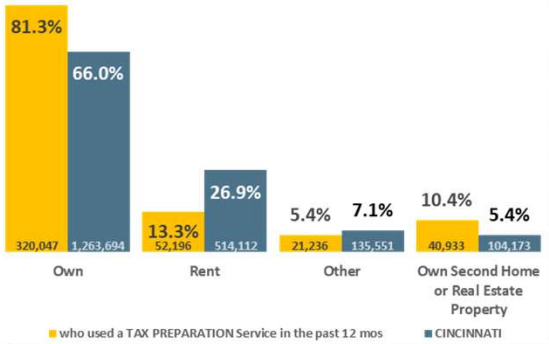
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Professional services used by HHLD past 12 months (HHLD): Tax preparation service

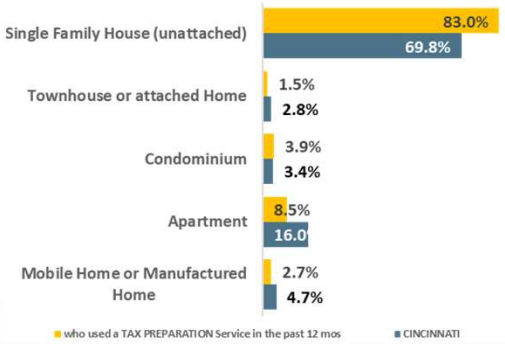


20.6% or 393,479 of CINCINNATI DMA Adults 18 or older used a TAX PREPARATION Service in the past 12 mos. Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos are 23.2% more likely to own their home, 9.7% more likely to own a higher valued home, 18.9% more likely to have a single-family home, 9.% more likely to have a dog.

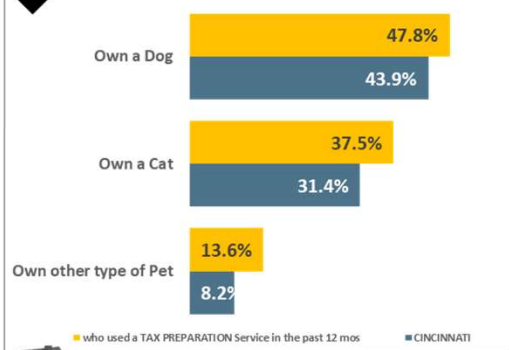
Own/Rent/Other: Adults 18 or older



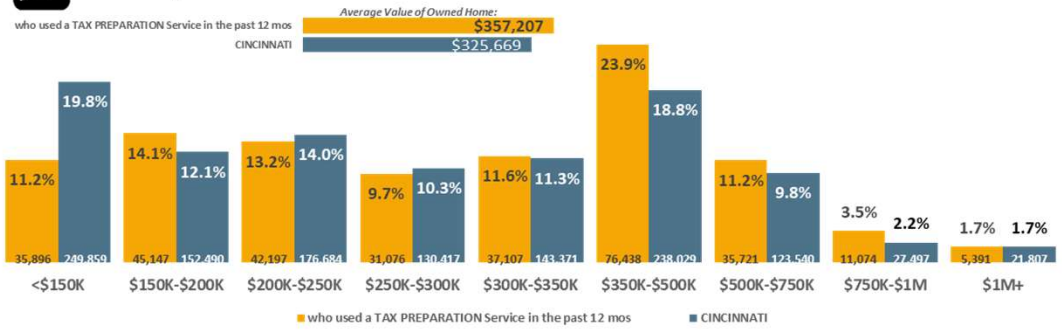
Type of Home: Adults 18 or older



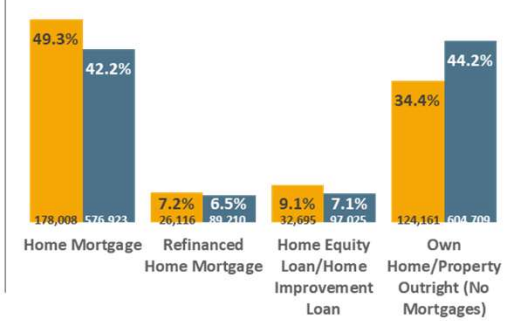
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 415

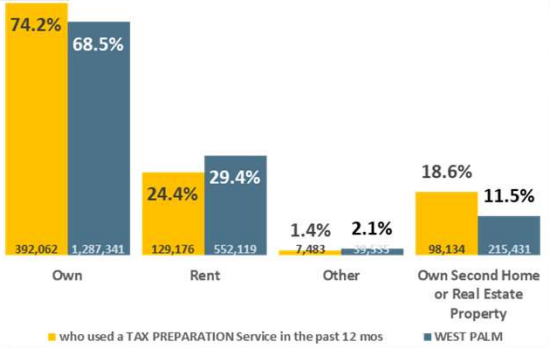
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Professional services used by HHLD past 12 months (HHLD): Tax preparation service

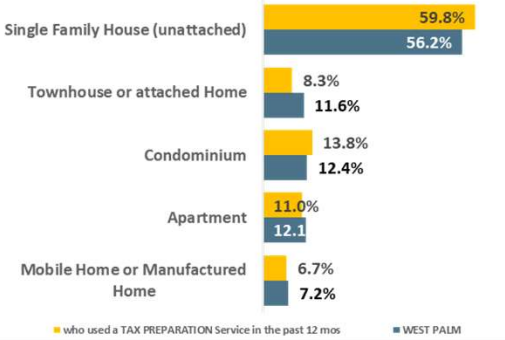


28.1% or 528,721 of WEST PALM DMA Adults 18 or older used a TAX PREPARATION Service in the past 12 mos. Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos are 8.2% more likely to own their home, 10.1% more likely to own a higher valued home, 6.4% more likely to have a single-family home, 8.9% more likely to have a dog.

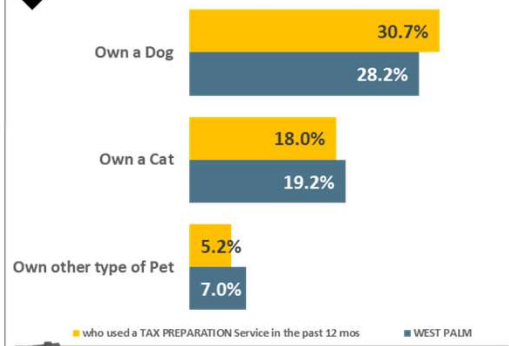
Own/Rent/Other: Adults 18 or older



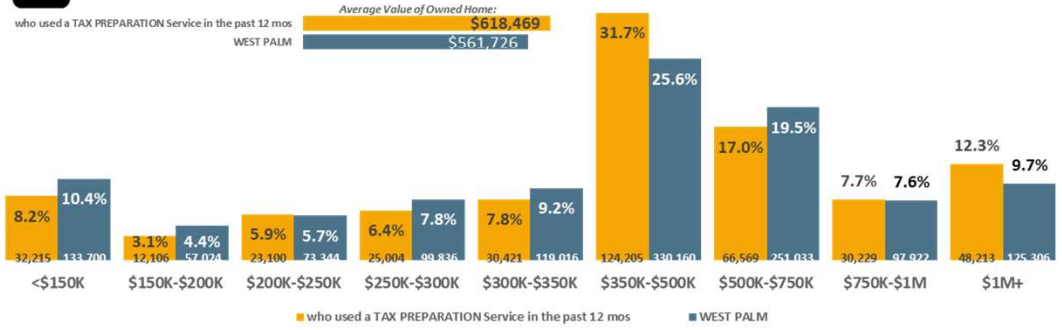
Type of Home: Adults 18 or older



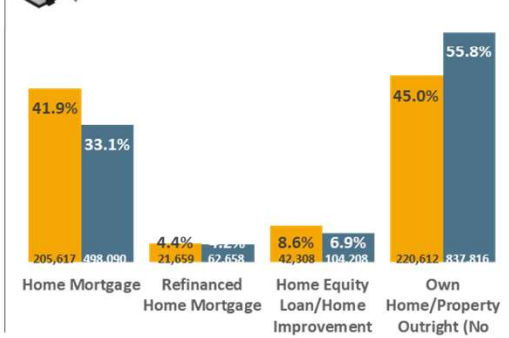
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WEST PALM DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 715

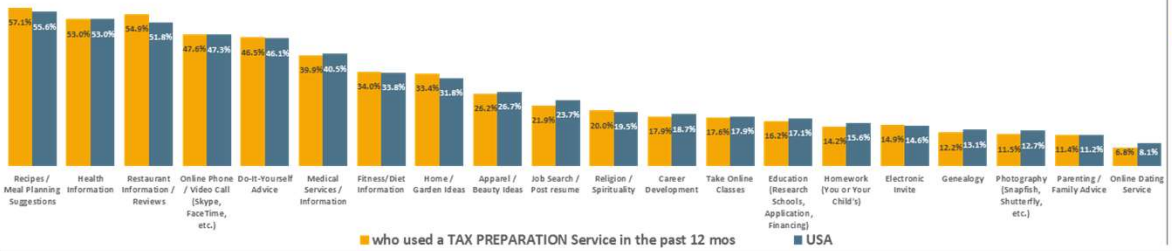
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Professional services used by HHLD past 12 months (HHLD): Tax preparation service

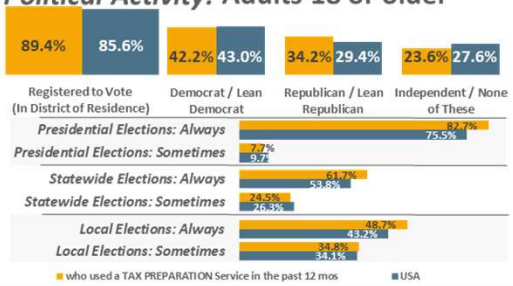


24.9% or 65,238,403 of USA Adults 18 or older used a TAX PREPARATION Service in the past 12 mos. Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos are .8% more likely to look up D-I-Y advice online, 12.5% more likely to always vote in local elections, 21.9% more likely to belong to a gym, 9.2% more likely to fly domestic past y

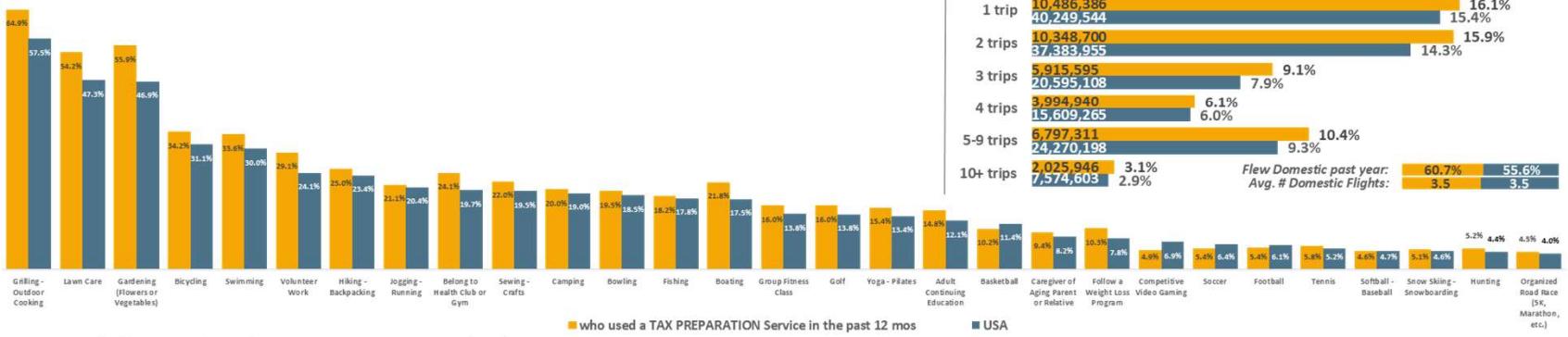
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA *USA Projection* *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *5,928*

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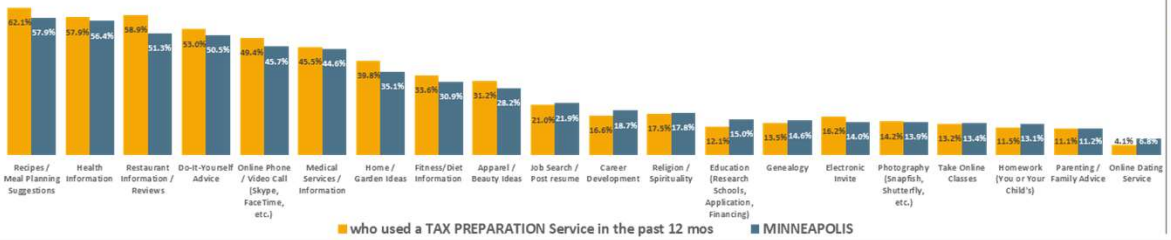
USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *23,243*

Professional services used by HHLD past 12 months (HHLD): Tax preparation service

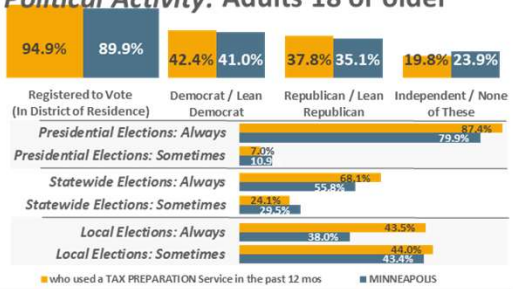


25.6% or 990,539 of MINNEAPOLIS DMA Adults 18 or older used a TAX PREPARATION Service in the past 12… Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos are 5.% more likely to look up D-I-Y advice online, 14.5% more likely to always vote in local elections, 24.4% more likely to belong to a gym, 4.8% more likely to fly domestic past y

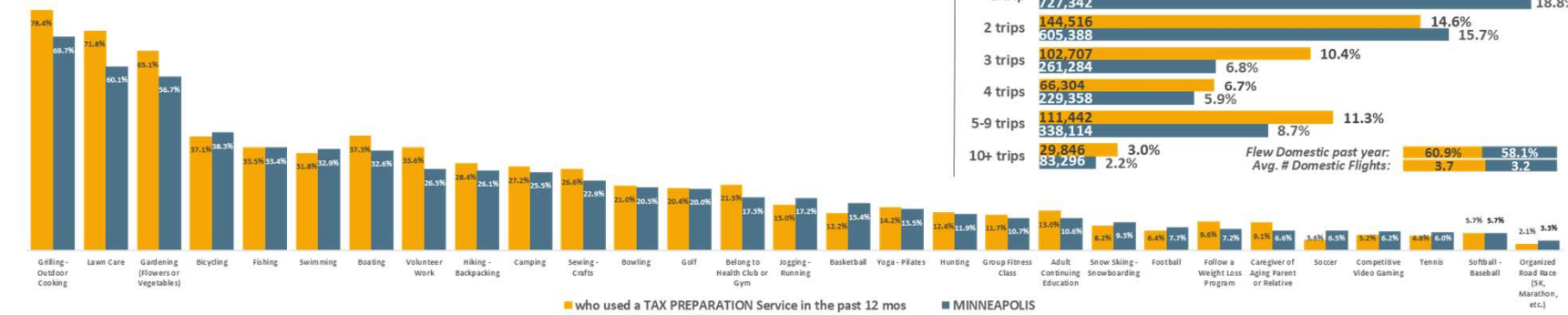
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

MINNEAPOLIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 504

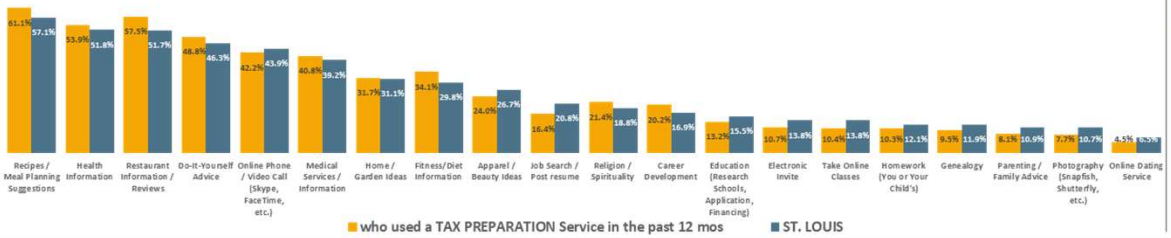
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Professional services used by HHLD past 12 months (HHLD): Tax preparation service

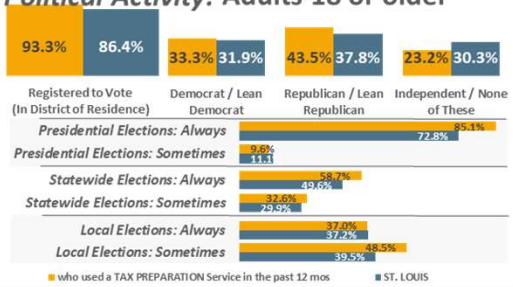


21.8% or 547,059 of ST. LOUIS DMA Adults 18 or older used a TAX PREPARATION Service in the past 12 mos. Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos are 5.4% more likely to look up D-I-Y advice online, .6% less likely to always vote in local elections, 12.3% more likely to belong to a gym, 11.5% more likely to fly domestic past y

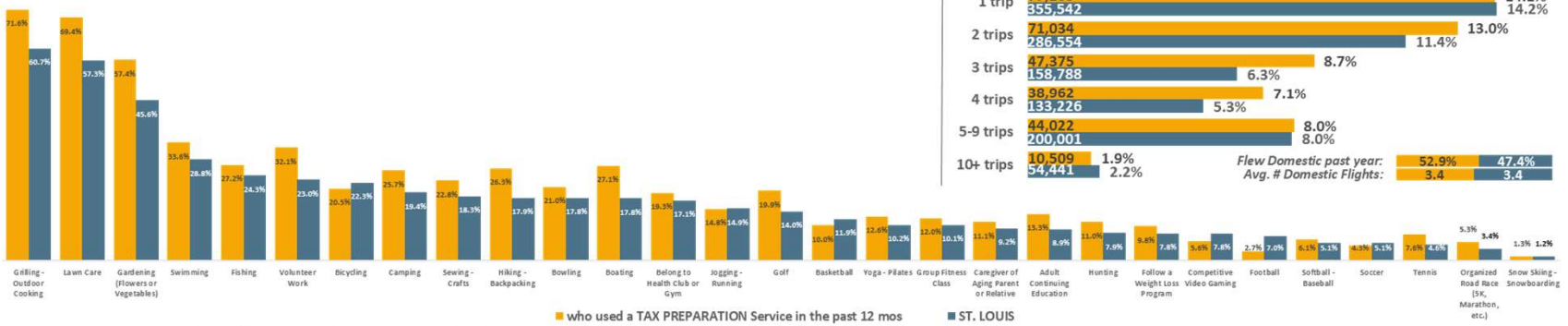
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 486

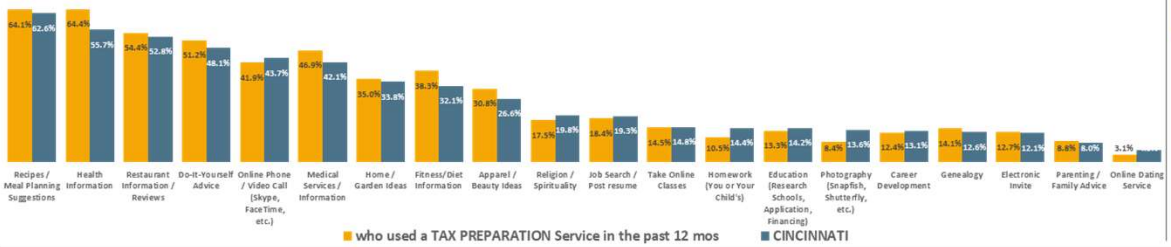
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Professional services used by HHLD past 12 months (HHLD): Tax preparation service

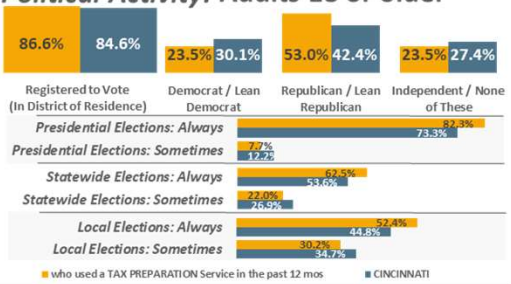


20.6% or 393,479 of CINCINNATI DMA Adults 18 or older used a TAX PREPARATION Service in the past 12 mos. Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos are 6.5% more likely to look up D-I-Y advice online, 17.% more likely to always vote in local elections, 30.3% more likely to belong to a gym, 17.9% more likely to fly domestic past

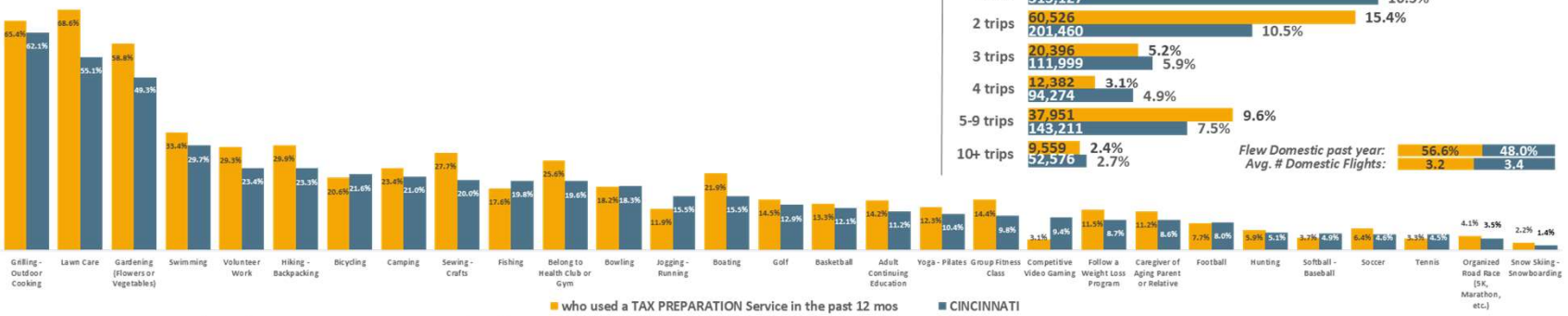
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 415

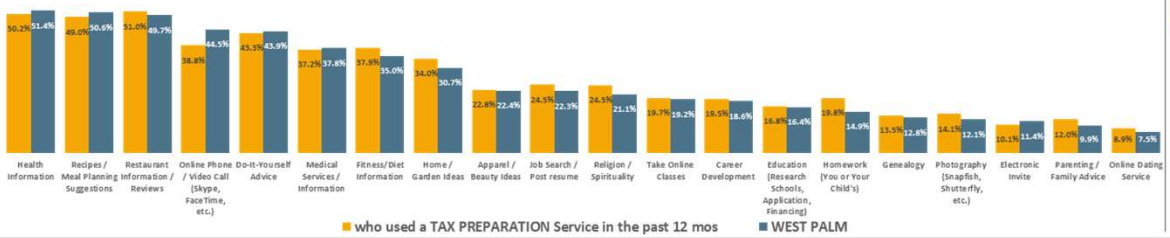
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Professional services used by HHLD past 12 months (HHLD): Tax preparation service

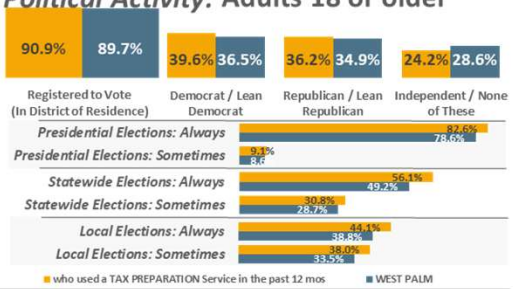


28.1% or 528,721 of WEST PALM DMA Adults 18 or older used a TAX PREPARATION Service in the past 12 mos. Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos are 1.4% less likely to look up D-I-Y advice online, 13.7% more likely to always vote in local elections, 24.9% more likely to belong to a gym, 8.% more likely to fly domestic past y

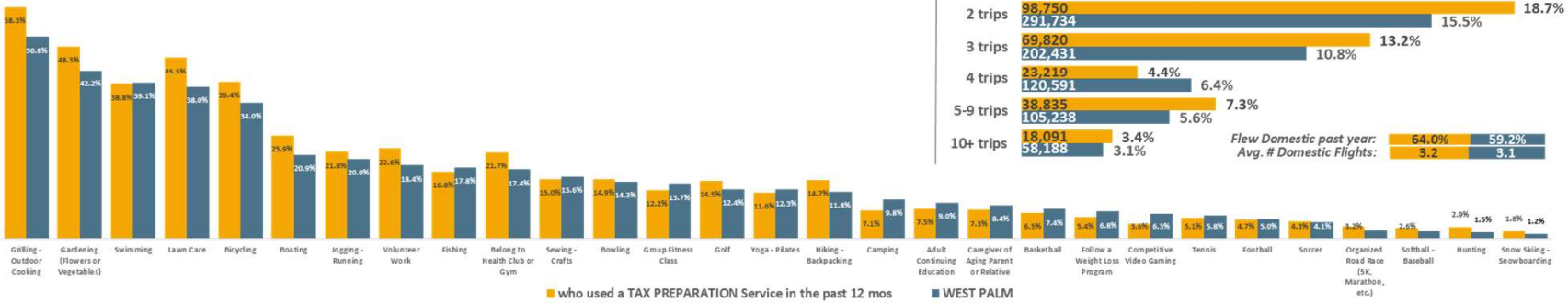
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

WEST PALM DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 715

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Professional services used by HHLD past 12 months (HHLD): Tax preparation service



24.9% or 65,238,403 of USA Adults 18 or older used a TAX PREPARATION Service in the past 12 mos. Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos are 4.1% more likely to use QSRs past mo., 11.7% more likely to use Sit-Down Restaurants past mo., .7% more likely to use Casinos past yr., 14.3% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



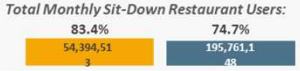
Avg. Monthly QSR Meals:



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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

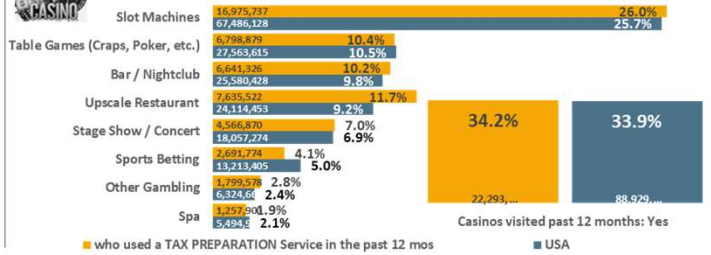


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 5,928

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

Professional services used by HHLD past 12 months (HHLD): Tax preparation service



25.6% or 990,539 of MINNEAPOLIS DMA Adults 18 or older used a TAX PREPARATION Service in the past 12 mos. Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos are 5.6% more likely to use QSRs past mo., 12.% more likely to use Sit-Down Restaurants past mo., 3.8% less likely to use Casinos past yr., 36.1% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 90.6% 85.7% 897,113 3,313,829

Avg. Monthly QSR Meals: 6.2 5.4

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



Total Monthly Sit-Down Restaurant Users: 81.9% 73.1% 811,063 2,825,334

Avg. Monthly Sit-Down Restaurant Meals: 3.9 3.4

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 used a TAX PREPARATION Service in the past 12... 131,342 13.3%

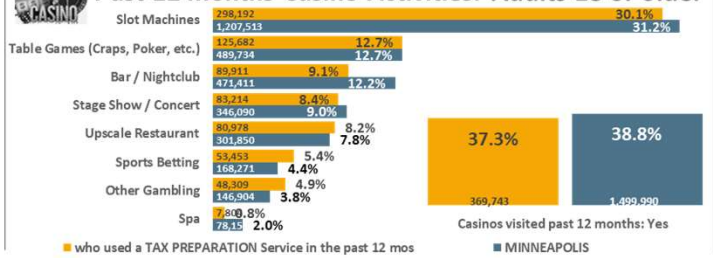
MINNEAPOLIS 461,358 11.9%

Drank Past 30-days: Adults 18 or older



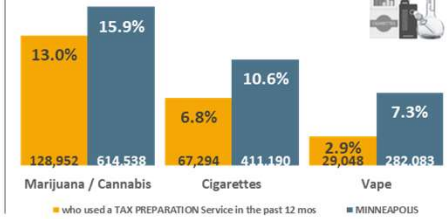
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





MINNEAPOLIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 504

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Professional services used by HHLD past 12 months (HHLD): Tax preparation service



21.8% or 547,059 of ST. LOUIS DMA Adults 18 or older used a TAX PREPARATION Service in the past 12 mos. Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos are 3.7% more likely to use QSRs past mo., 12.3% more likely to use Sit-Down Restaurants past mo., 2.8% less likely to use Casinos past yr., 7.1% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:

Avg. Monthly Sit-Down Restaurant Meals:

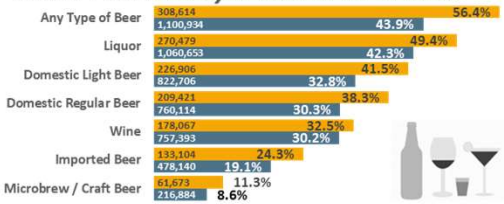
Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



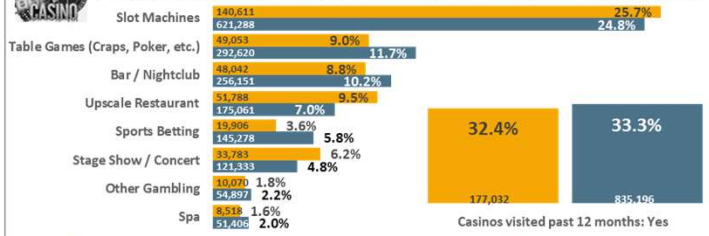
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

Drank Past 30-days: Adults 18 or older



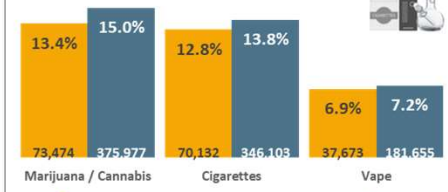
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 486

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Professional services used by HHLD past 12 months (HHLD): Tax preparation service



20.6% or 393,479 of CINCINNATI DMA Adults 18 or older used a TAX PREPARATION Service in the past 12 mos. Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos are 4.6% more likely to use QSRs past mo., 16.3% more likely to use Sit-Down Restaurants past mo., 4.2% less likely to use Casinos past yr., 47.5% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

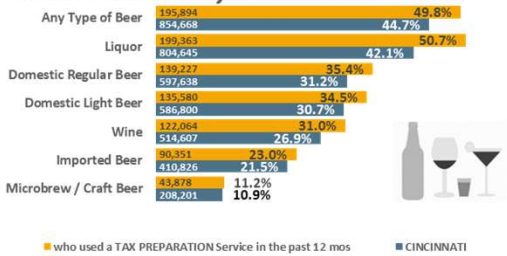
(Sit-Down Restaurants Used Past 30-days)



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

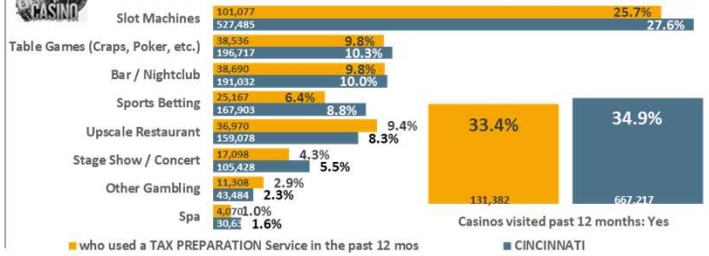


Drank Past 30-days: Adults 18 or older



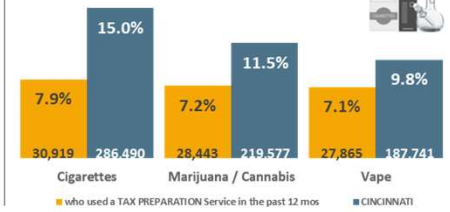
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





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Professional services used by HHLD past 12 months (HHLD): Tax preparation service



28.1% or 528,721 of WEST PALM DMA Adults 18 or older used a TAX PREPARATION Service in the past 12 mos. Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos are 4.5% more likely to use QSRs past mo., 9.4% more likely to use Sit-Down Restaurants past mo., 7.2% more likely to use Casinos past yr., 13.2% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 88.0% 84.2% — 465,094 — 1,581,371

Avg. Monthly QSR Meals: 5.9 — 6.1

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



Total Monthly Sit-Down Restaurant Users: 85.8% 78.4% — 453,585 — 1,473,029

Avg. Monthly Sit-Down Restaurant Meals: 5.2 — 4.8

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 used a TAX PREPARATION Service in the past 12... 92,631 — 17.5%

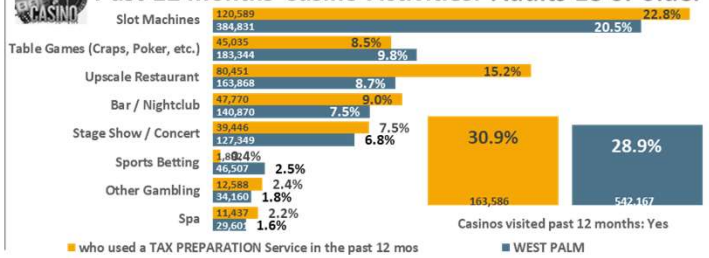
WEST PALM 321,552 — 17.1%

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



WEST PALM DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 715

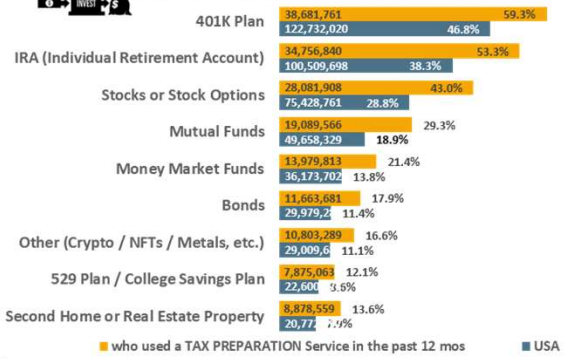
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Professional services used by HHLD past 12 months (HHLD): Tax preparation service

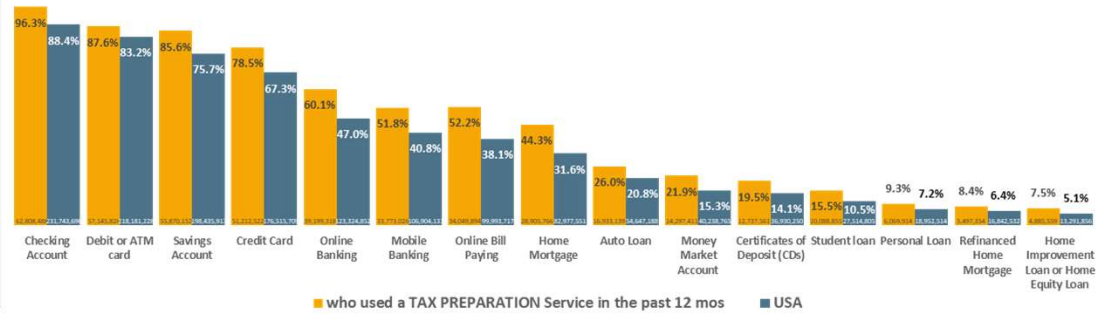


24.9% or 65,238,403 of USA Adults 18 or older used a TAX PREPARATION Service in the past 12 mos. Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos are 26.7% more likely to have a 401K, 24.5% more likely to have an Auto Loan, 49.7% more likely to Invest/Trade Stocks Online, 4.2% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



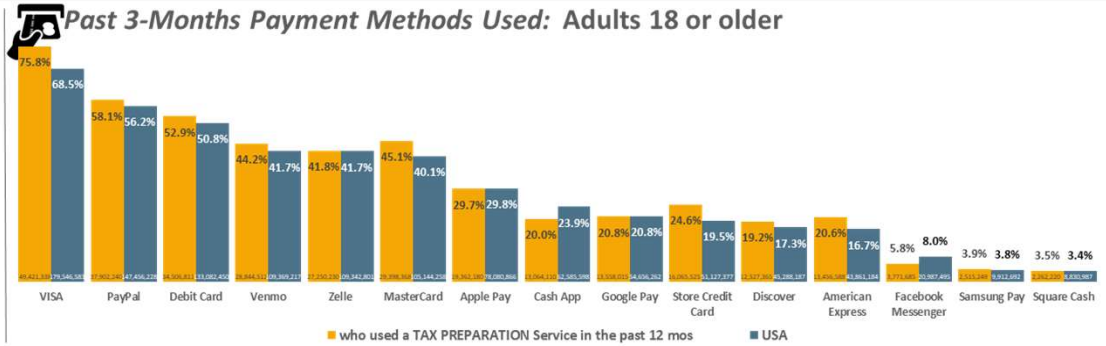
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA *USA Projection* *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *5,928*

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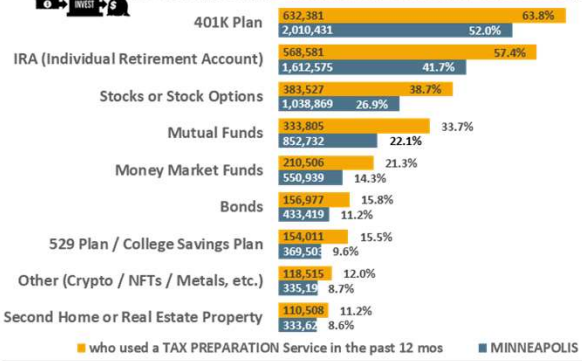
USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *23,243*

Professional services used by HHLD past 12 months (HHLD): Tax preparation service

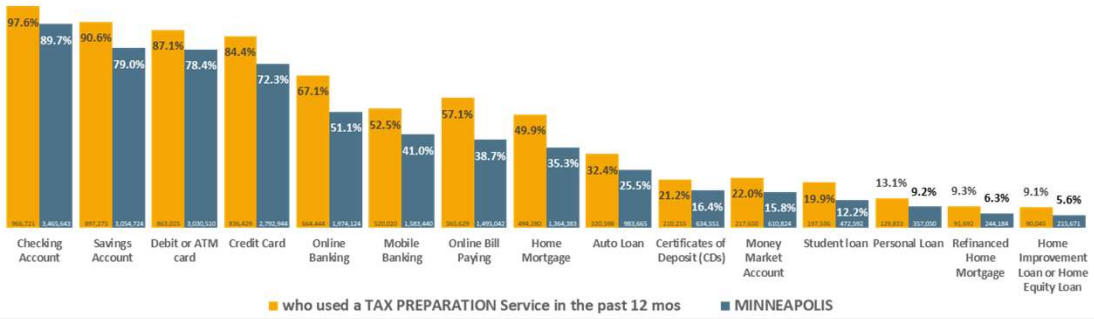


25.6% or 990,539 of MINNEAPOLIS DMA Adults 18 or older used a TAX PREPARATION Service in the past 12... Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos are 22.7% more likely to have a 401K, 27.2% more likely to have an Auto Loan, 39.6% more likely to Invest/Trade Stocks Online, 15.8% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

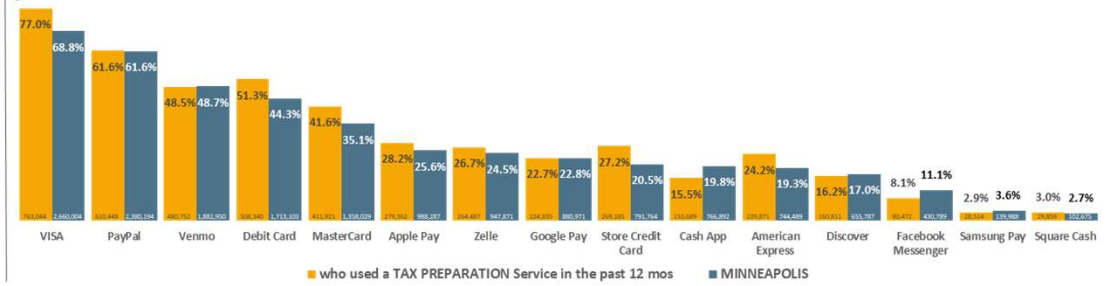


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



MINNEAPOLIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 504

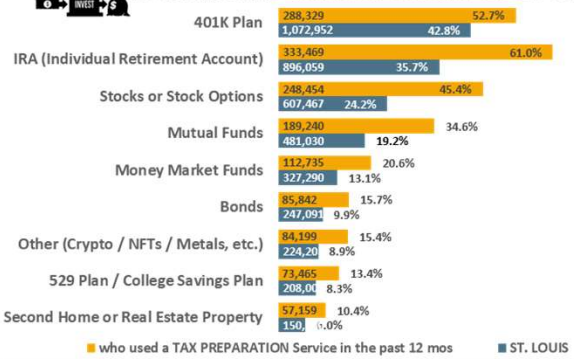
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Professional services used by HHLD past 12 months (HHLD): Tax preparation service

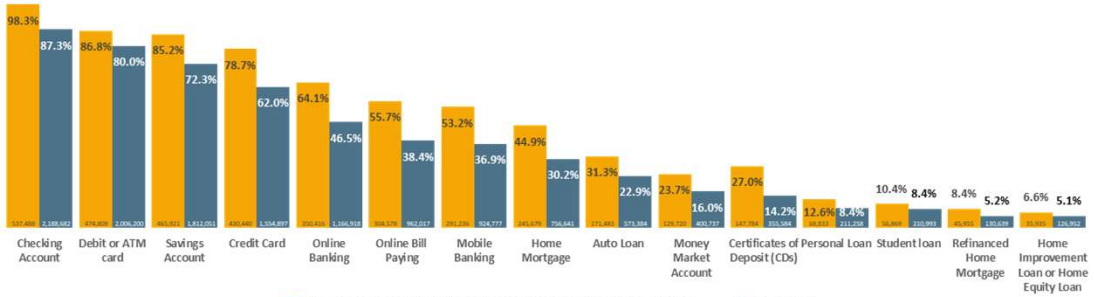


21.8% or 547,059 of ST. LOUIS DMA Adults 18 or older used a TAX PREPARATION Service in the past 12 mos. Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos are 23.2% more likely to have a 401K, 37.1% more likely to have an Auto Loan, 48.1% more likely to Invest/Trade Stocks Online, 3.4% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



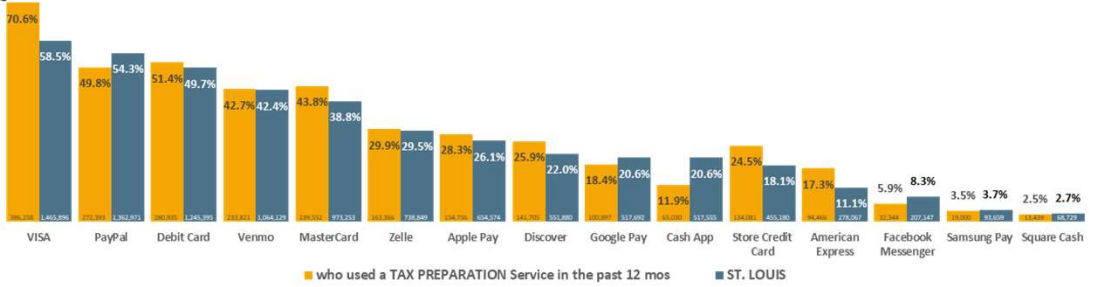
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 486

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Professional services used by HHLD past 12 months (HHLD): Tax preparation service

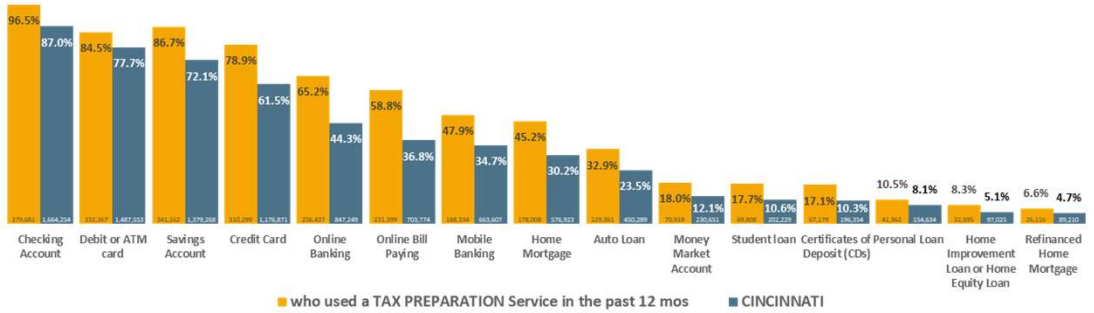


20.6% or 393,479 of CINCINNATI DMA Adults 18 or older used a TAX PREPARATION Service in the past 12 mos. Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos are 39.9% more likely to have a 401K, 39.7% more likely to have an Auto Loan, 53.4% more likely to Invest/Trade Stocks Online, 9.9% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

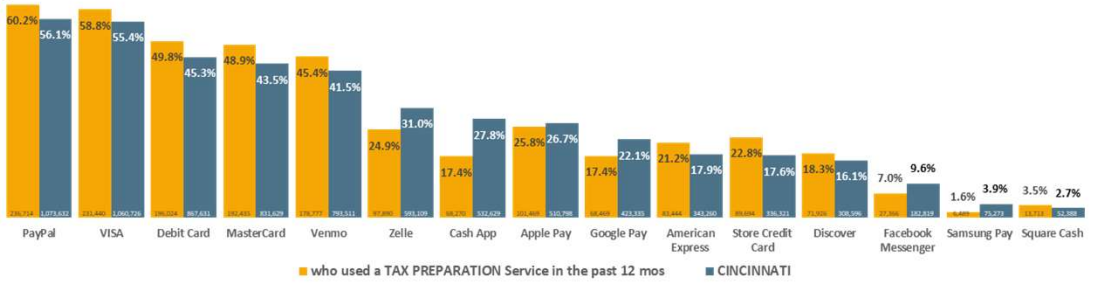


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 415

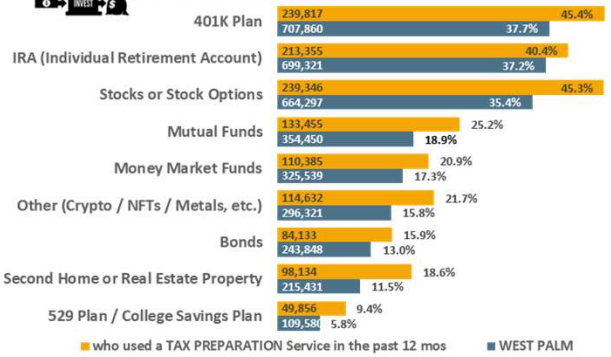
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Professional services used by HHLD past 12 months (HHLD): Tax preparation service

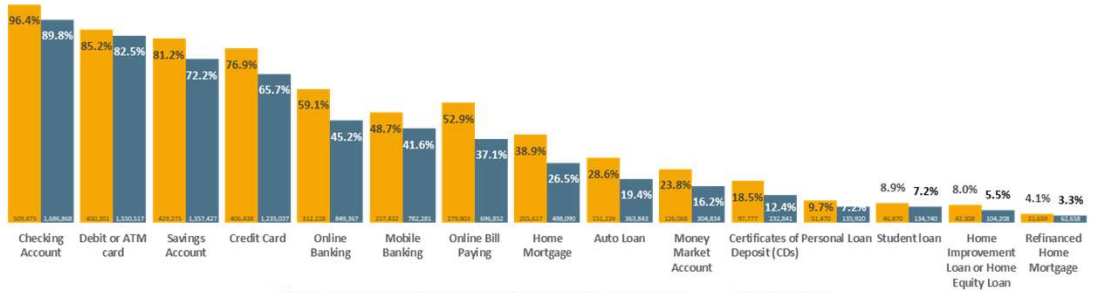


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Investments Owned: Adults 18 or older



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

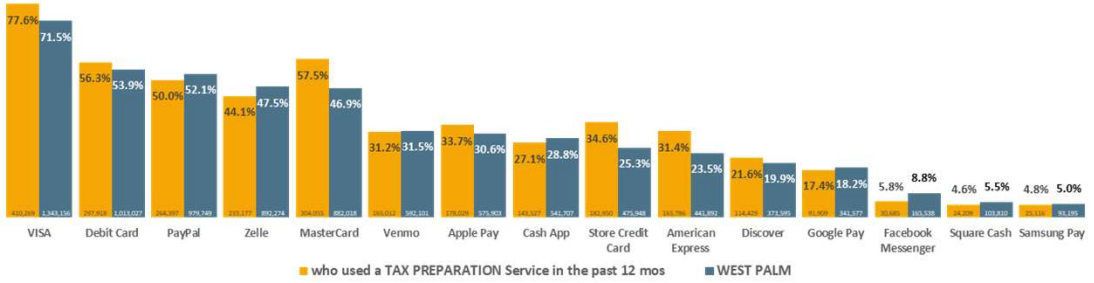


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



WEST PALM DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 715

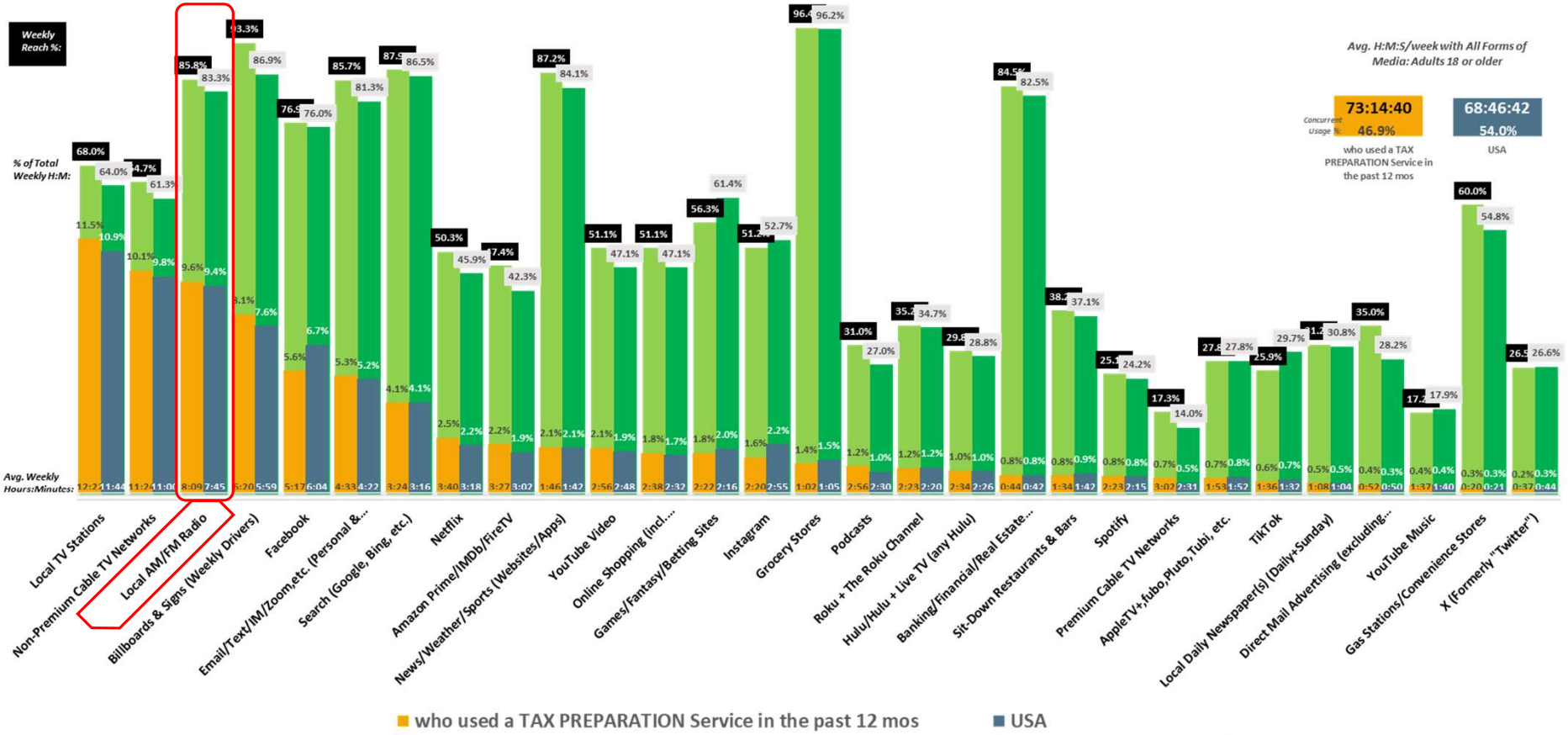
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Professional services used by HHLD past 12 months (HHLD): Tax preparation service



Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos spend an average of 3 days, 1 hours, 14 minutes and 40 seconds each week with All Forms of Media.

85.8% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos spend an avg. of 8 hours and 9 minutes each week listening to All Local AM/FM Radio, representing 9.6% of total time spent with all forms of Media.



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 5,928 USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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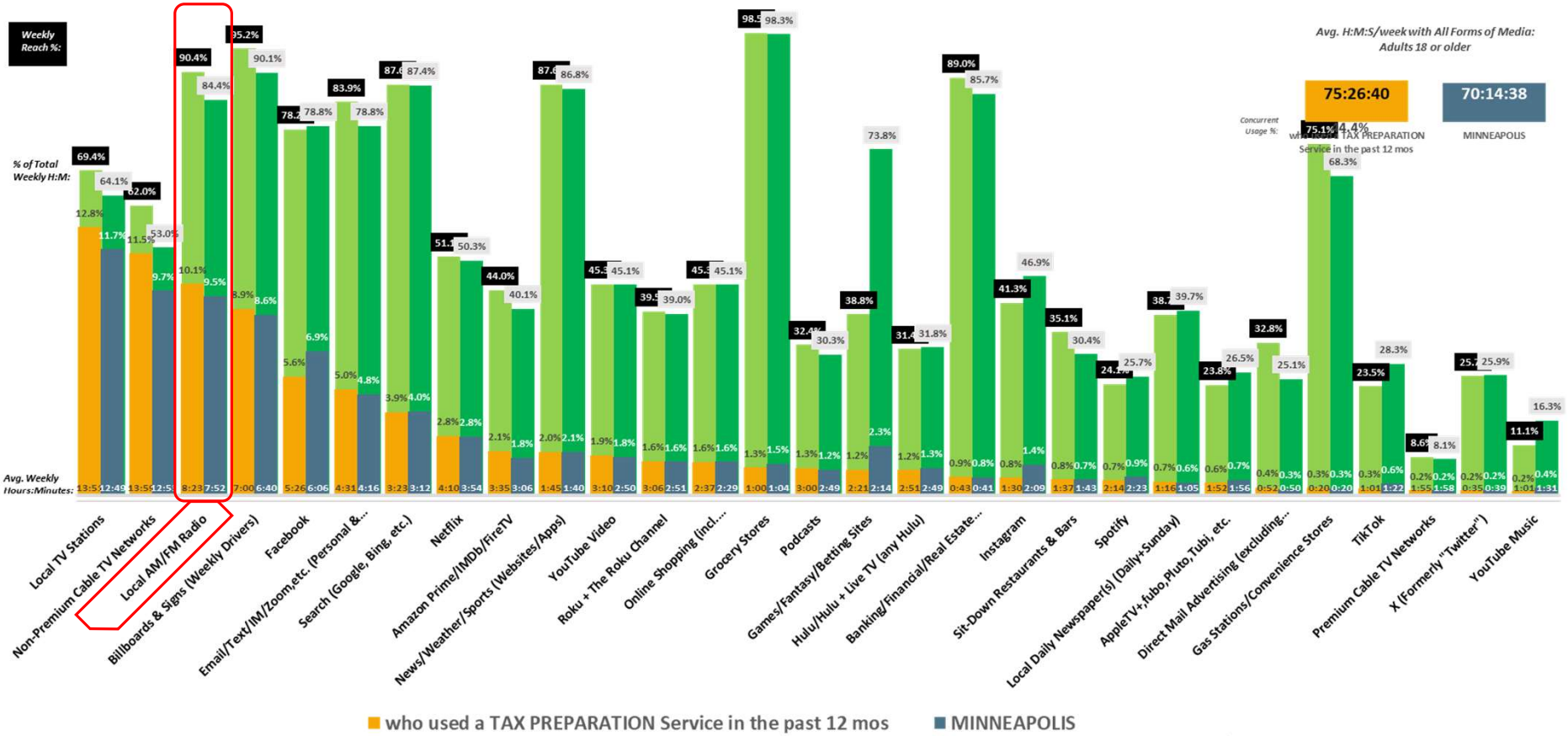
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Professional services used by HHLD past 12 months (HHLD): Tax preparation service



Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos spend an average of 3 days, 3 hours, 26 minutes and 40 seconds each week with All Forms of Media.

90.4% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos spend an avg. of 8 hours and 23 minutes each week listening to All Local AM/FM Radio, representing 10.1% of total time spent with all forms of Media.



MINNEAPOLIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 504 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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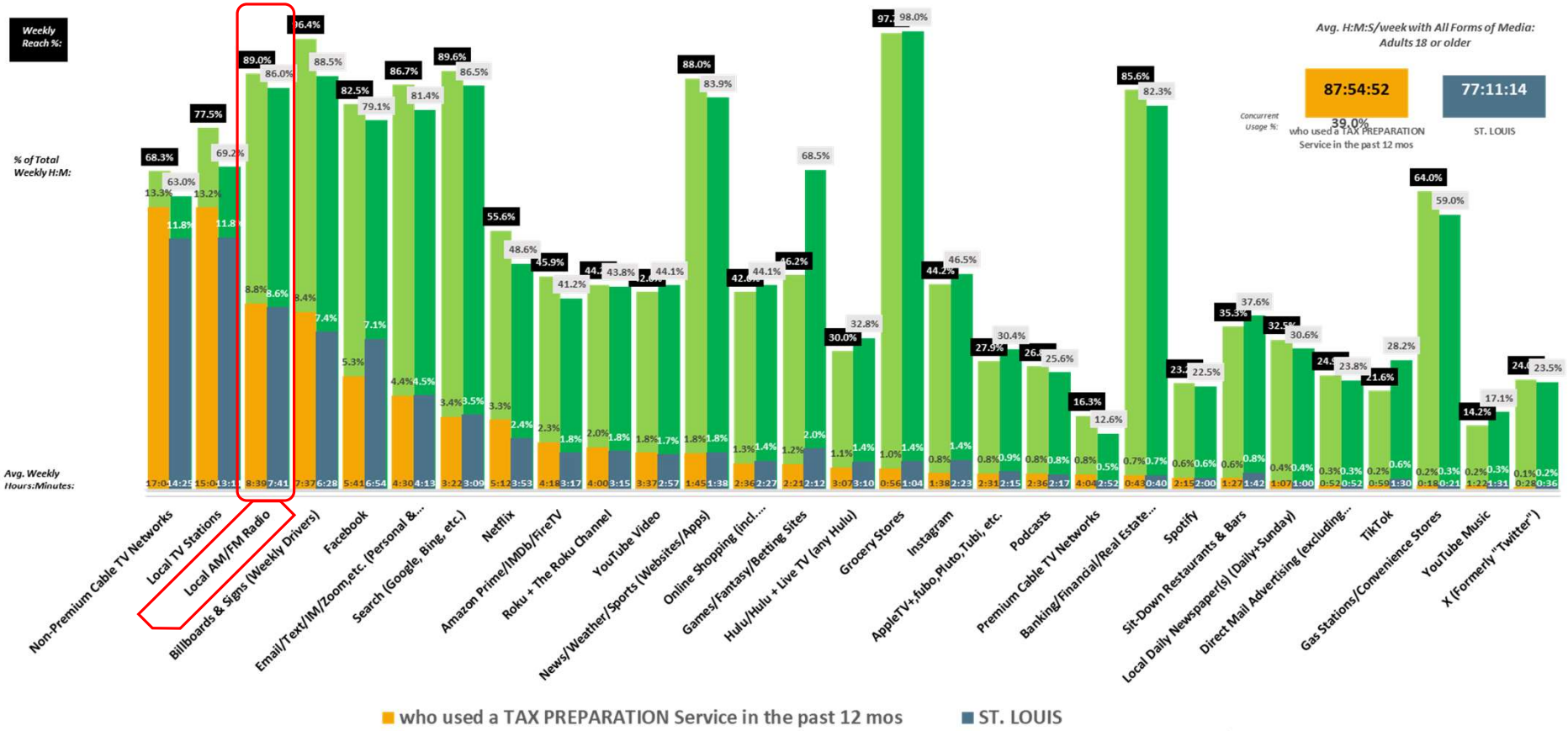
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Professional services used by HHLD past 12 months (HHLD): Tax preparation service



Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos spend an average of 3 days, 15 hours, 54 minutes and 52 seconds each week with All Forms of Media.

89.% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos spend an avg. of 8 hours and 39 minutes each week listening to All Local AM/FM Radio, representing 8.8% of total time spent with all forms of Media.



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 486 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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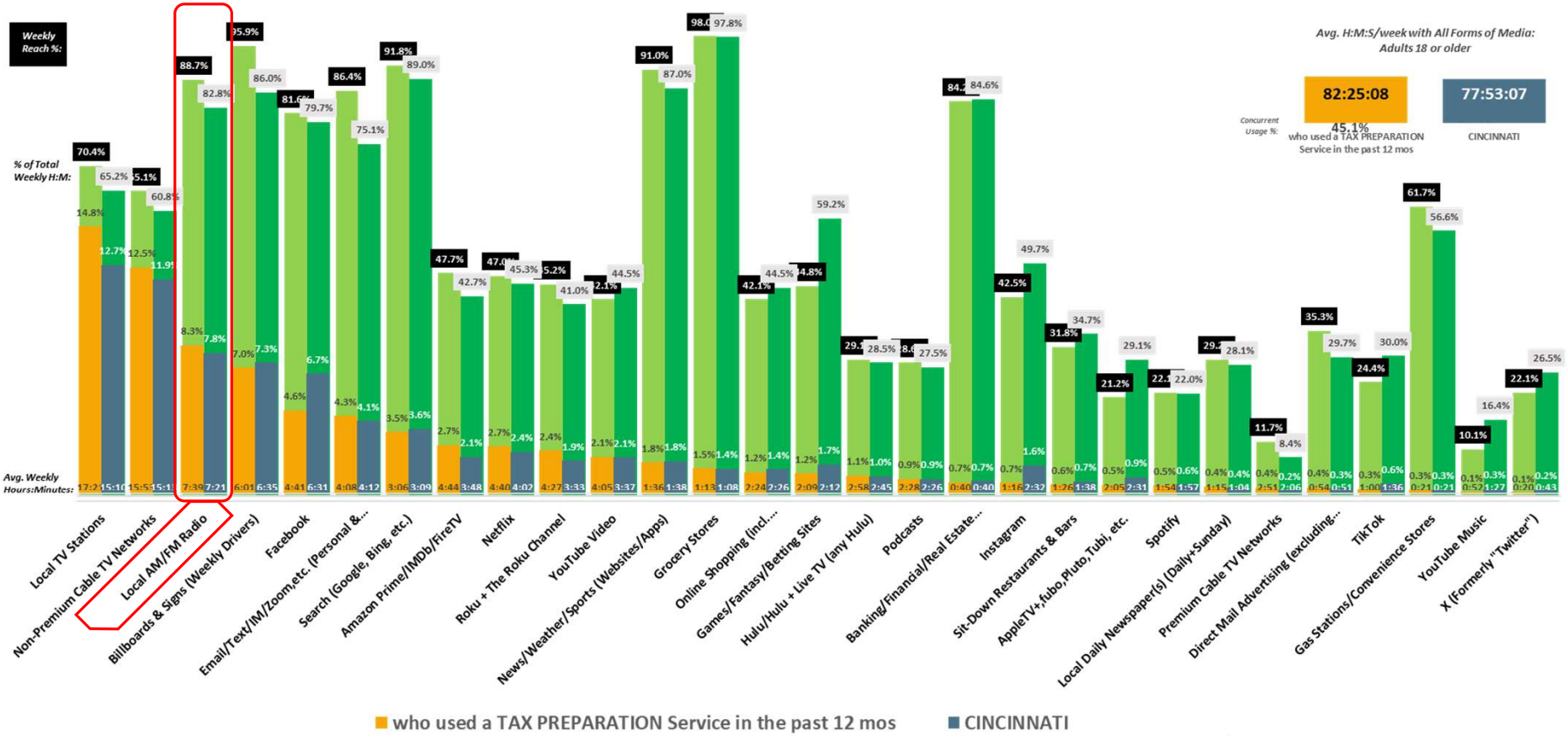
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Professional services used by HHLD past 12 months (HHLD): Tax preparation service



Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos spend an average of 3 days, 10 hours, 25 minutes and 8 seconds each week with All Forms of Media.

88.7% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos spend an avg. of 7 hours and 39 minutes each week listening to All Local AM/FM Radio, representing 8.3% of total time spent with all forms of Media.



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 415 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

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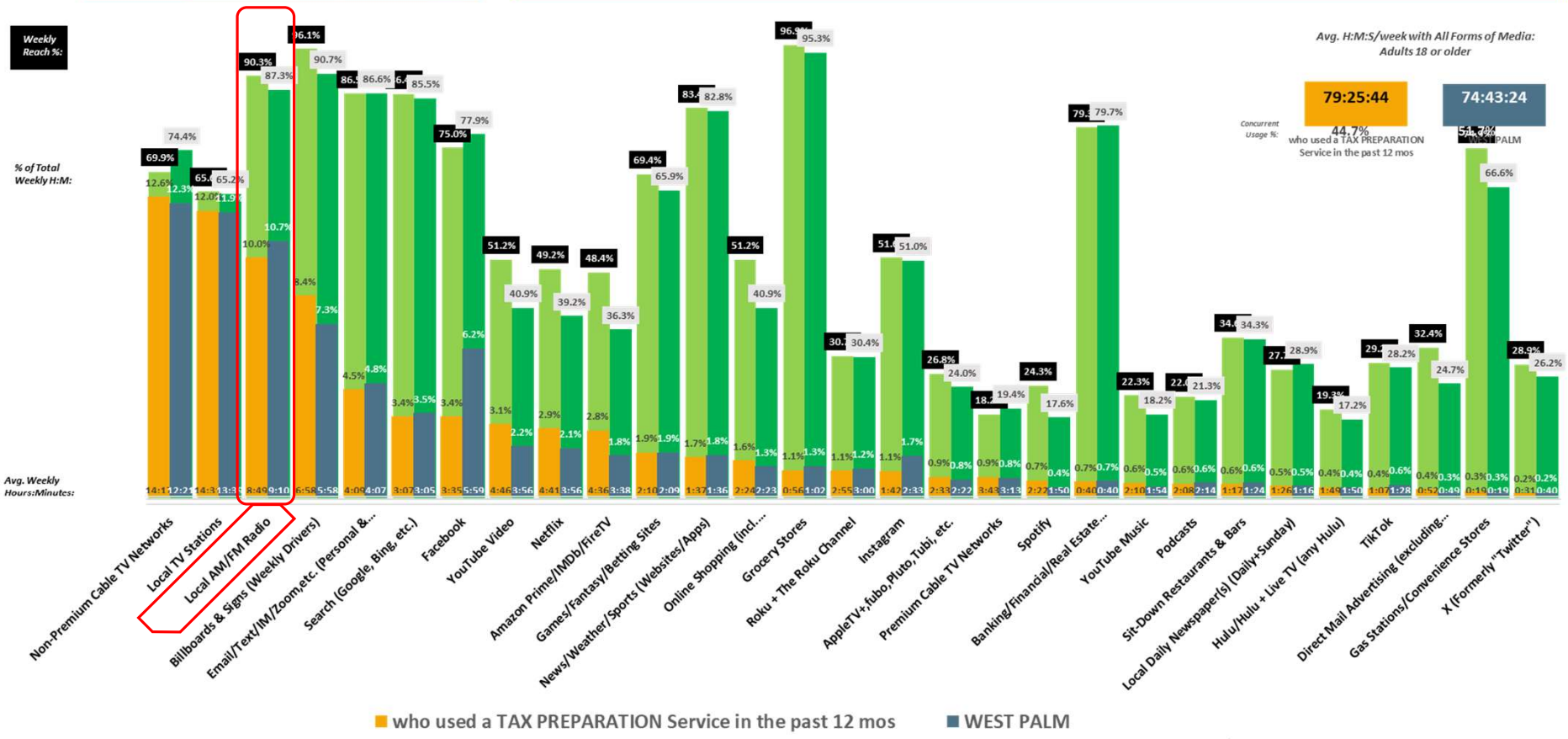
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Professional services used by HHLD past 12 months (HHLD): Tax preparation service



Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos spend an average of 3 days, 7 hours, 25 minutes and 44 seconds each week with All Forms of Media.

90.3% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos spend an avg. of 8 hours and 49 minutes each week listening to All Local AM/FM Radio, representing 10.% of total time spent with all forms of Media.



WEST PALM DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 715 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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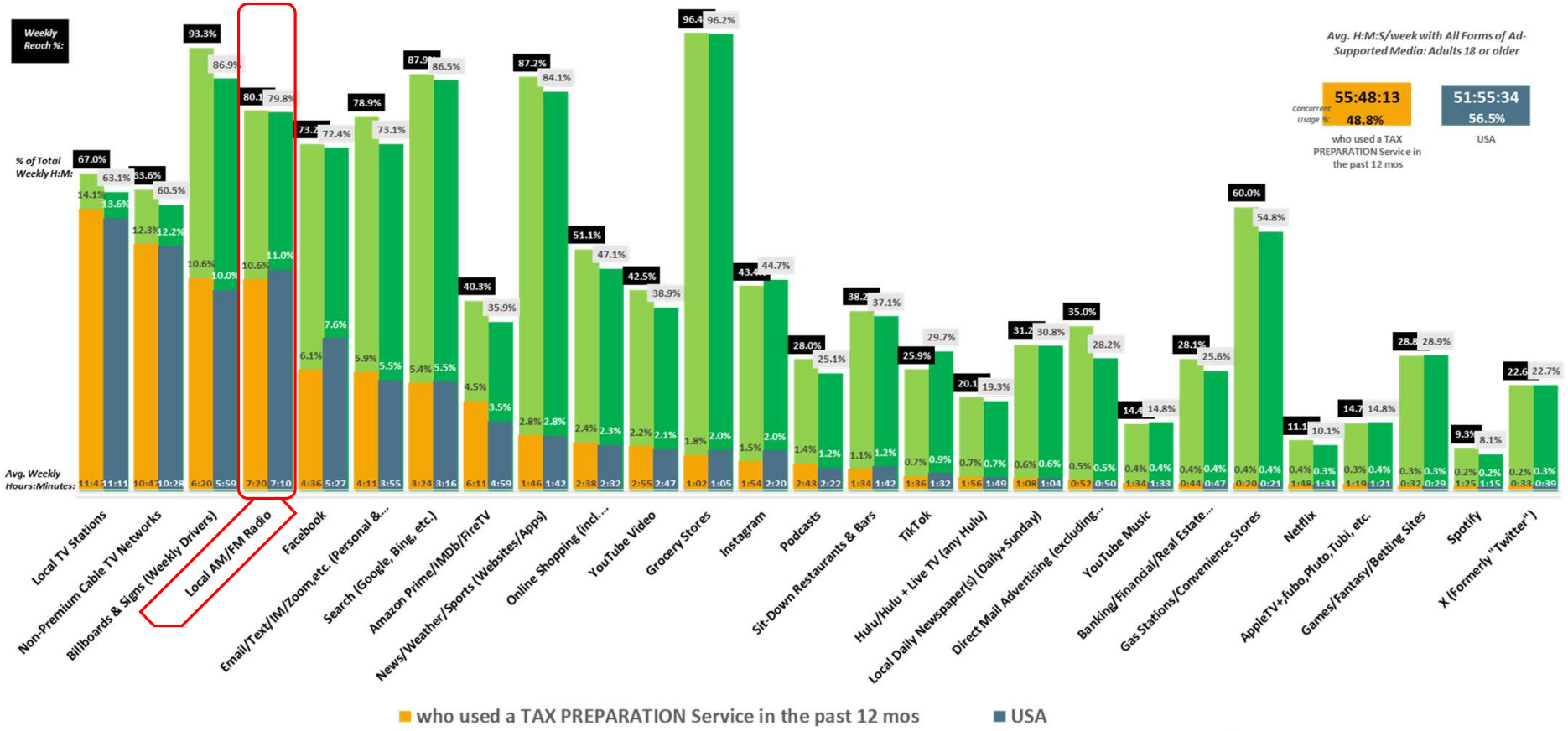
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Professional services used by HHLD past 12 months (HHLD): Tax preparation service



Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos spend an average of 2 days, 7 hours, 48 minutes and 13 seconds each week with All Forms of Ad-Supported Media.

80.1% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos spend an avg. of 7 hours and 20 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.6% of total time spent with all forms of Ad-Supported Media.



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 5,928 USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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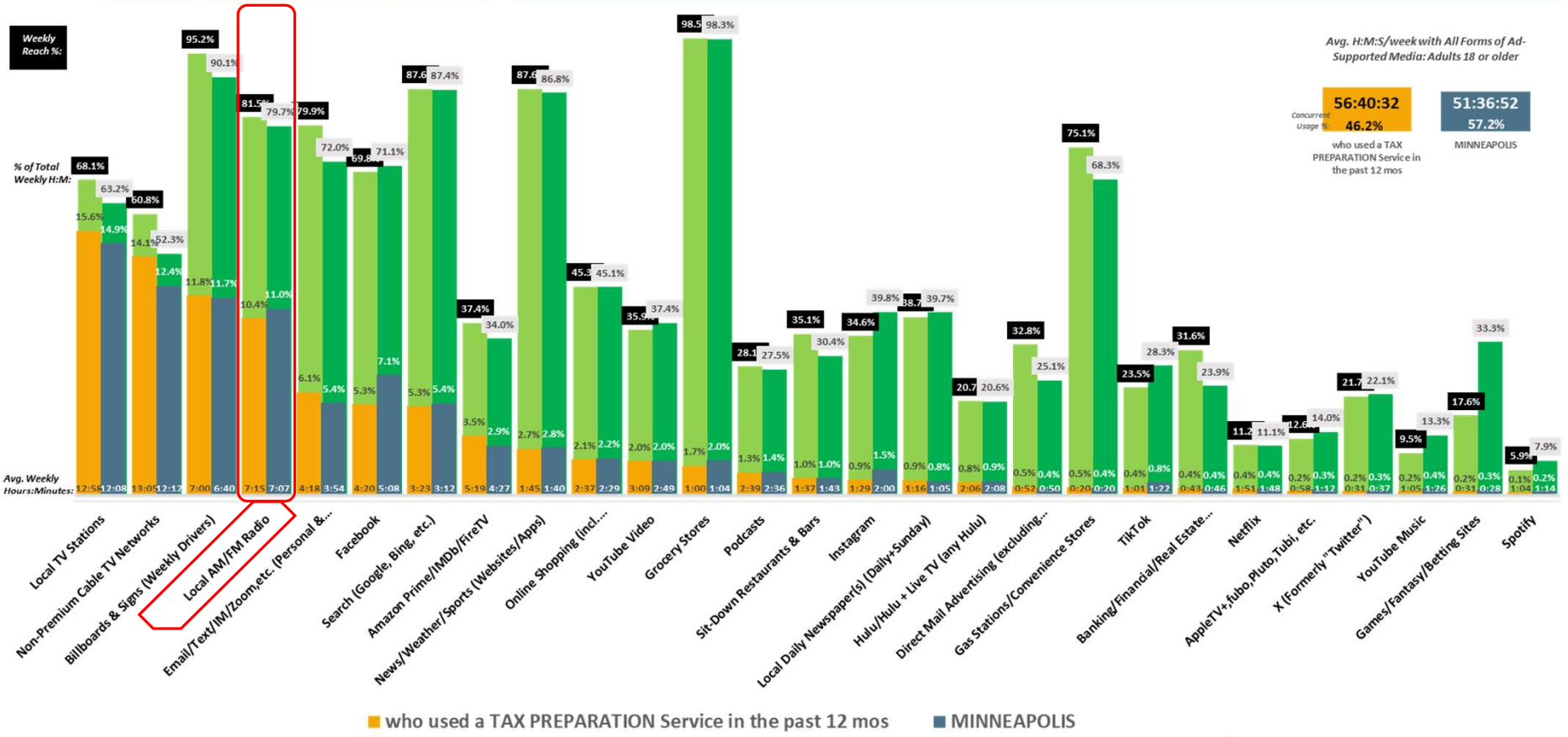
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Professional services used by HHLD past 12 months (HHLD): Tax preparation service



Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos spend an average of 2 days, 8 hours, 40 minutes and 32 seconds each week with All Forms of Ad-Supported Media.

81.5% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos spend an avg. of 7 hours and 15 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.4% of total time spent with all forms of Ad-Supported Media.



MINNEAPOLIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 504 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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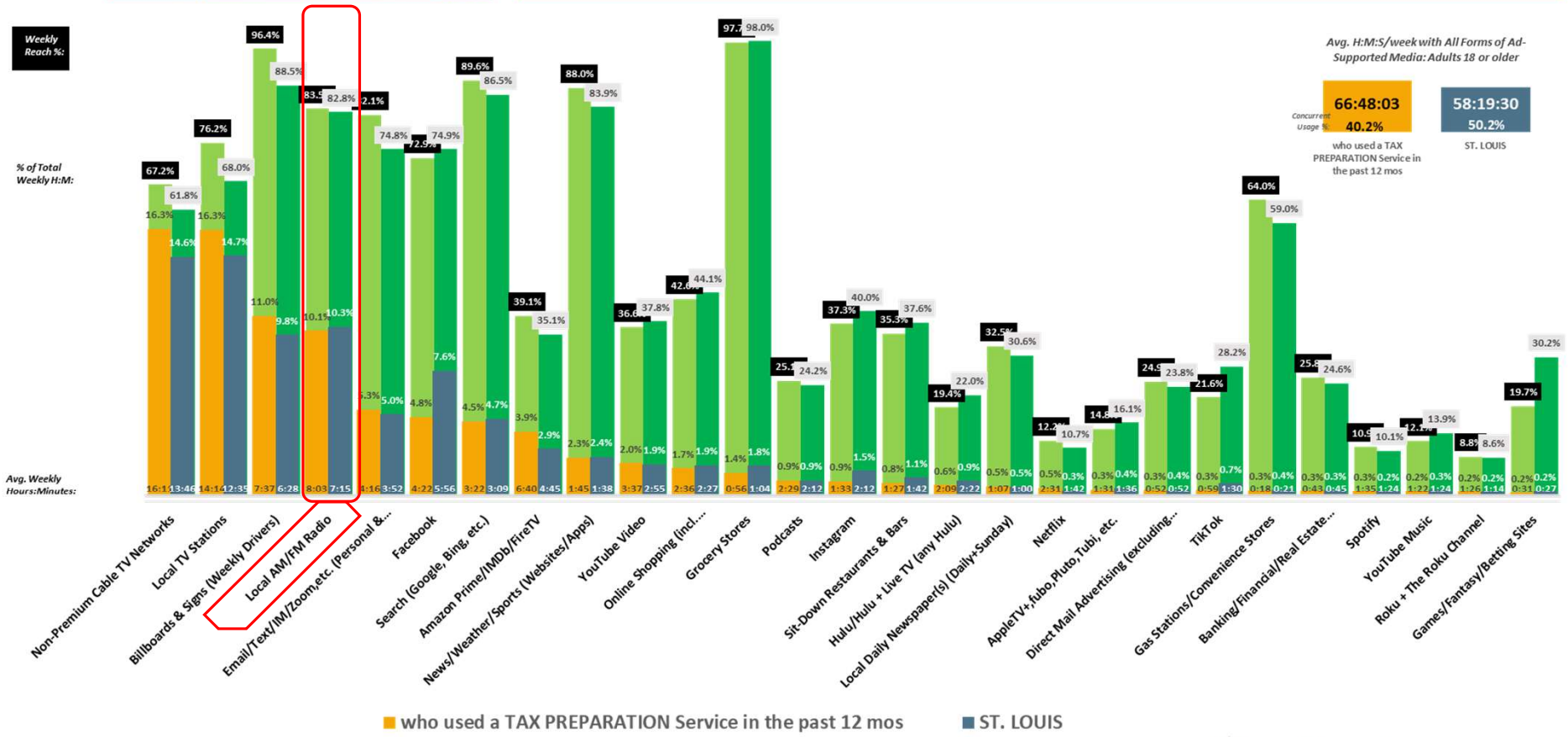
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Professional services used by HHLD past 12 months (HHLD): Tax preparation service



Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos spend an average of 2 days, 18 hours, 48 minutes and 3 seconds each week with All Forms of Ad-Supported Media.

83.5% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos spend an avg. of 8 hours and 3 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.1% of total time spent with all forms of Ad-Supported Media.



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 486 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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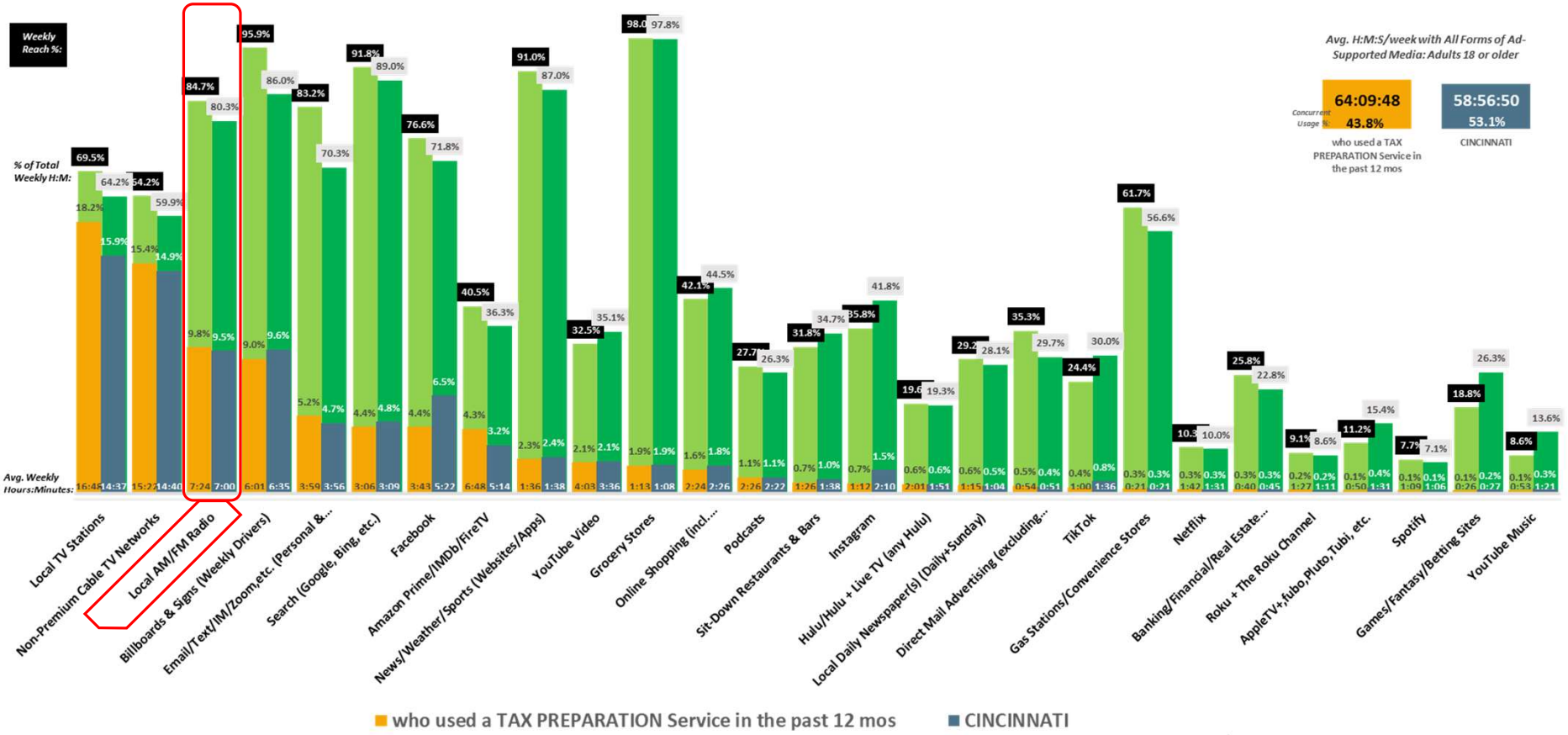
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Professional services used by HHLD past 12 months (HHLD): Tax preparation service



Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos spend an average of 2 days, 16 hours, 9 minutes and 48 seconds each week with All Forms of Ad-Supported Media.

84.7% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos spend an avg. of 7 hours and 24 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.8% of total time spent with all forms of Ad-Supported Media.



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 415 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879
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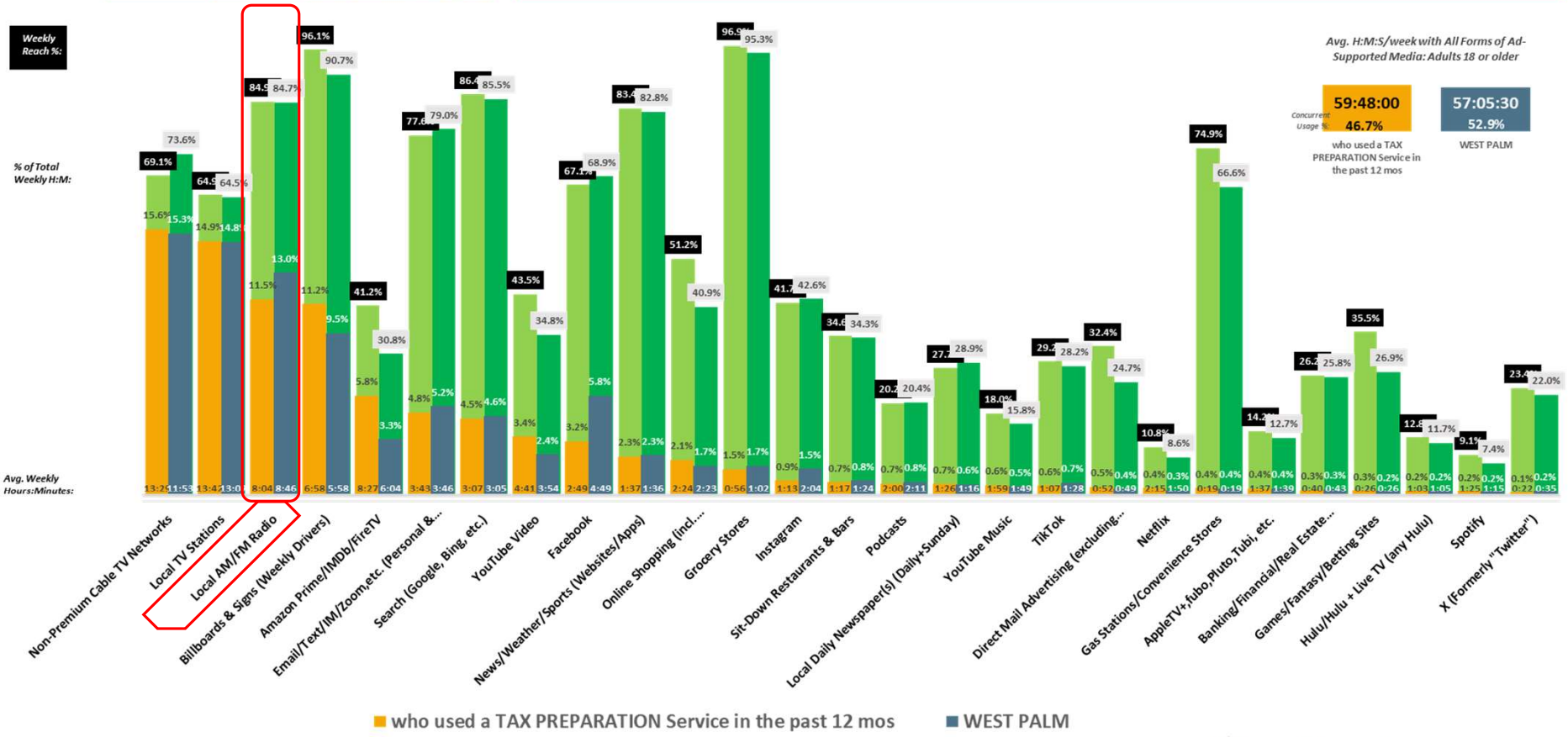
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Professional services used by HHLD past 12 months (HHLD): Tax preparation service



Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos spend an average of 2 days, 11 hours, 48 minutes and 0 seconds each week with All Forms of Ad-Supported Media.

84.9% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos spend an avg. of 8 hours and 4 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.5% of total time spent with all forms of Ad-Supported Media.



WEST PALM DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 715 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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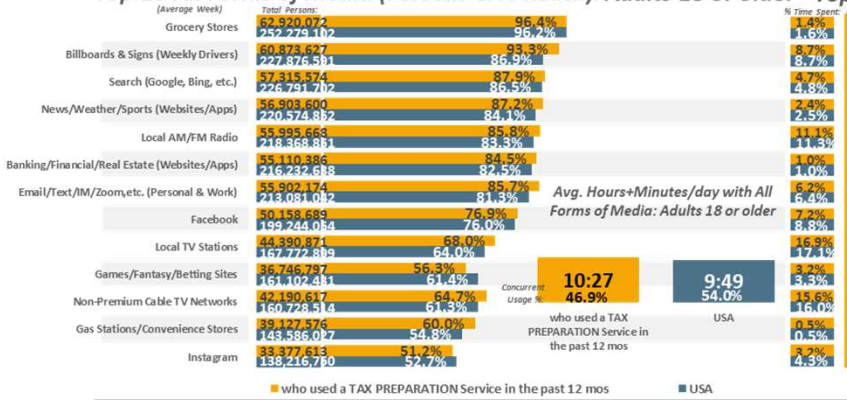
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Professional services used by HHLD past 12 months (HHLD): Tax preparation service

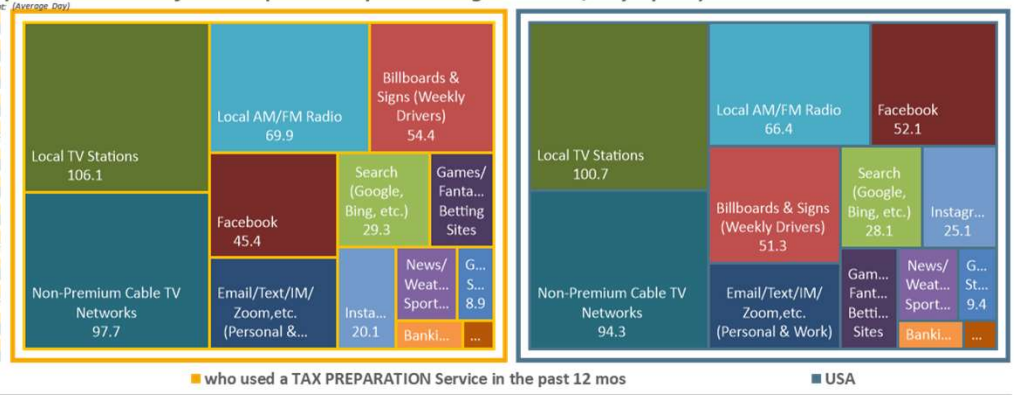


Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos spend an average of 7 hours and 58 minutes each day with All Forms of Ad-Supported Media. 80.1% listen to Local AM/FM Radio for an avg. of 63. minutes/day. *(Local Radio delivers 10.6% of Time with Ad-Supported Media.)*

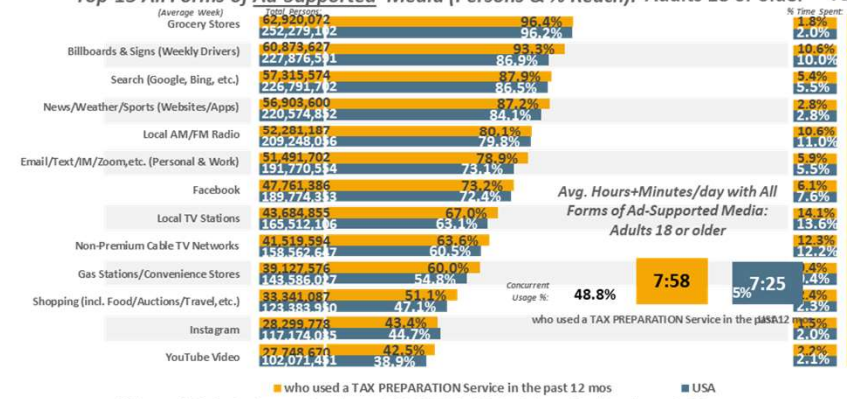
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



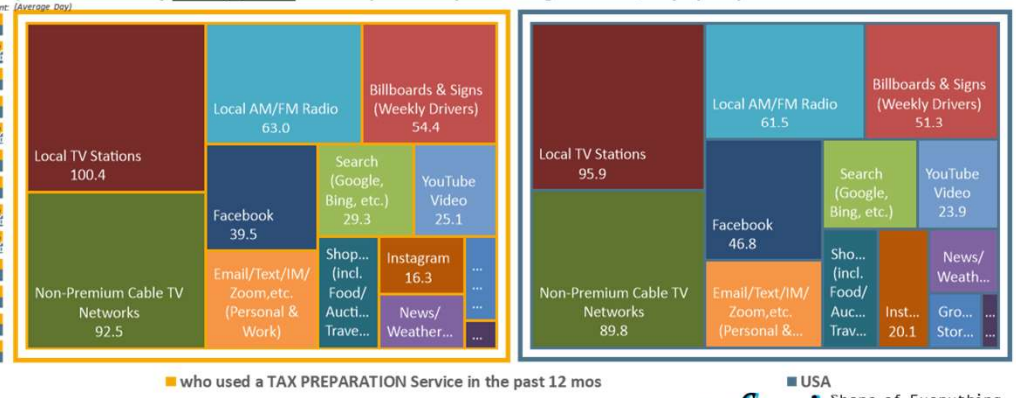
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 5,928

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

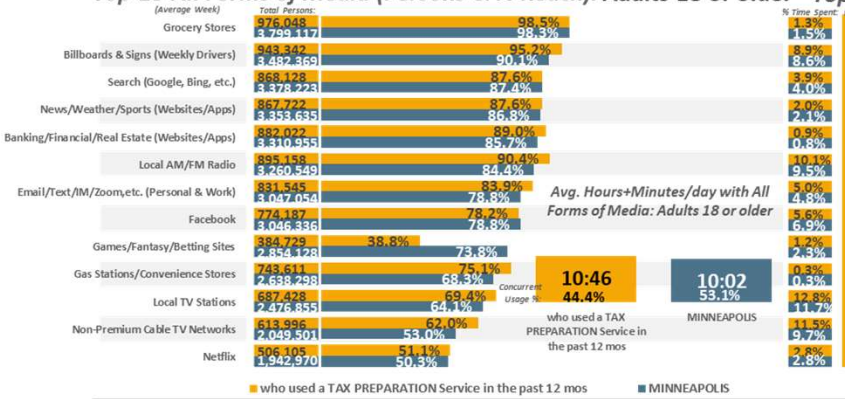
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Professional services used by HHLD past 12 months (HHLD): Tax preparation service

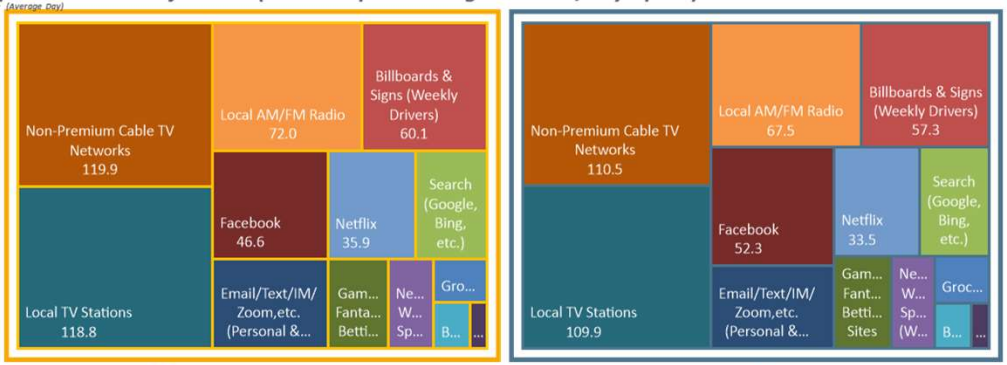


Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos spend an average of 8 hours and 5 minutes each day with All Forms of Ad-Supported Media. 81.5% listen to Local AM/FM Radio for an avg. of 62.2 minutes/day. *(Local Radio delivers 10.4% of Time with Ad-Supported Media.)*

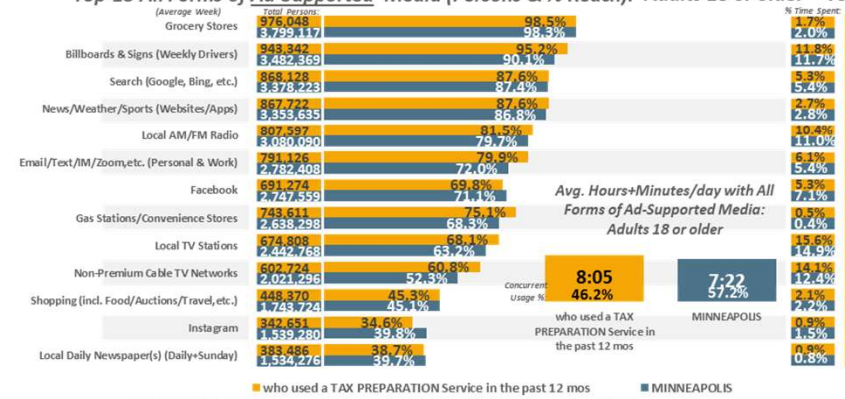
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



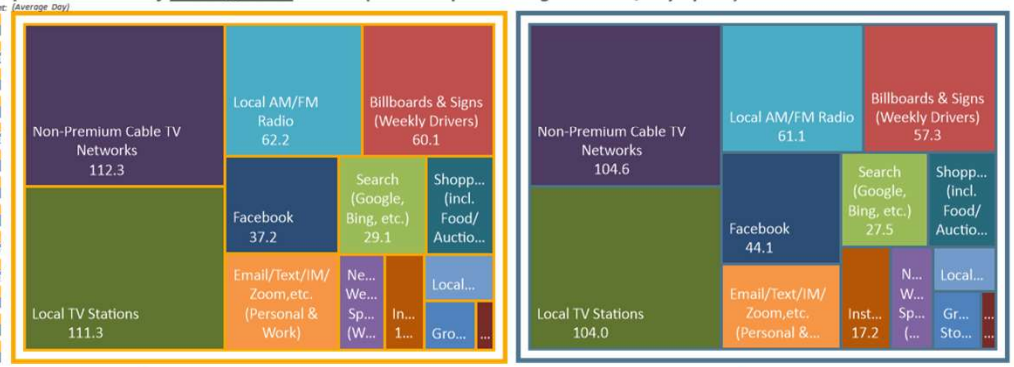
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MINNEAPOLIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 504

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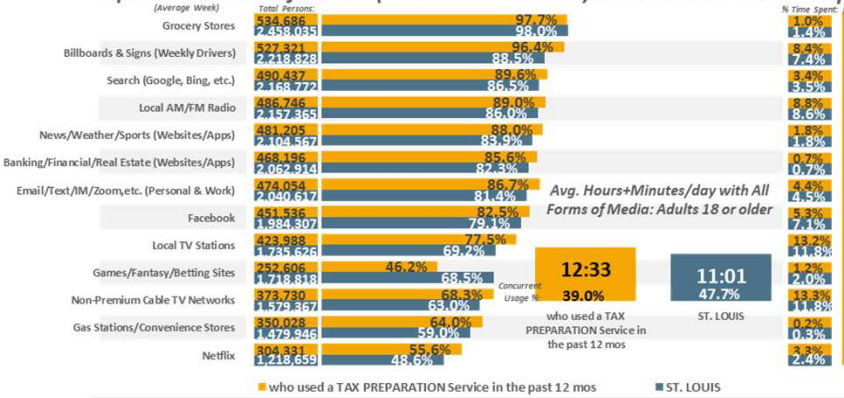
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Professional services used by HHLD past 12 months (HHLD): Tax preparation service

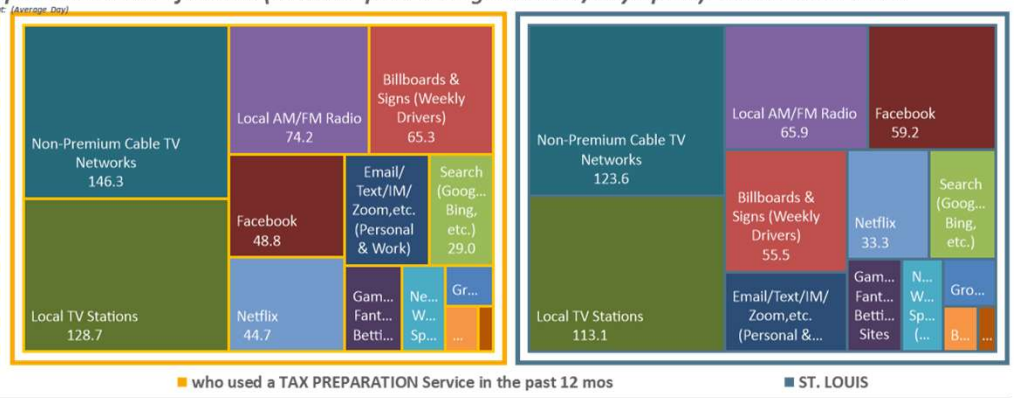


Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos spend an average of 9 hours and 32 minutes each day with All Forms of Ad-Supported Media. 83.5% listen to Local AM/FM Radio for an avg. of 69.1 minutes/day. *(Local Radio delivers 10.1% of Time with Ad-Supported Media.)*

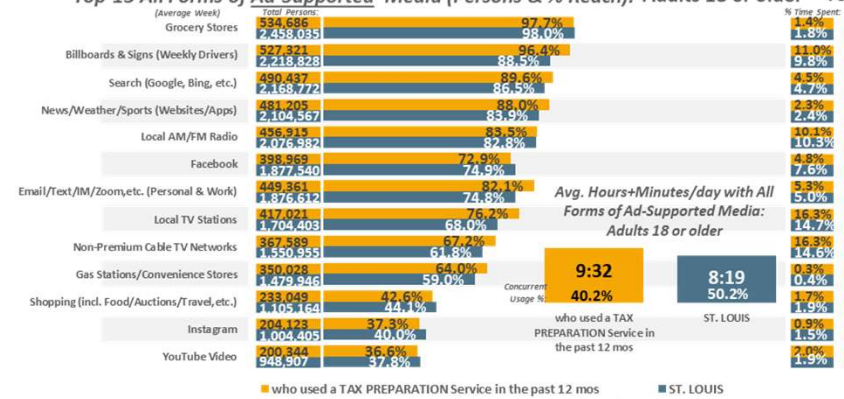
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



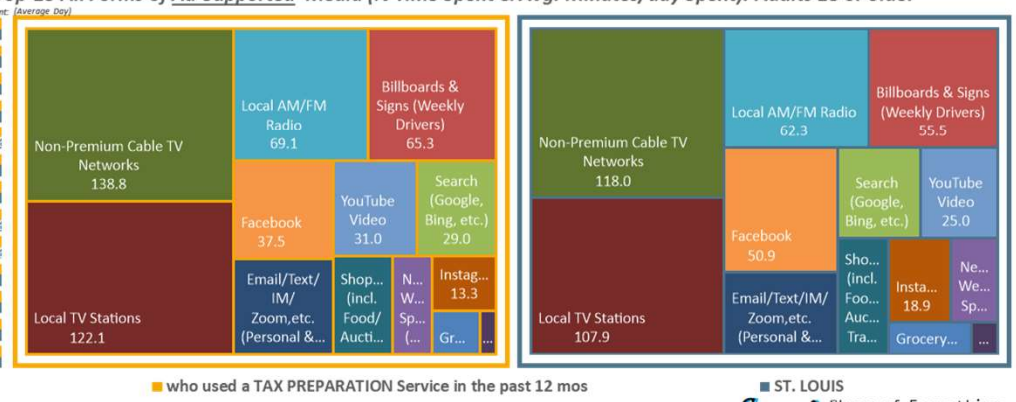
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 486

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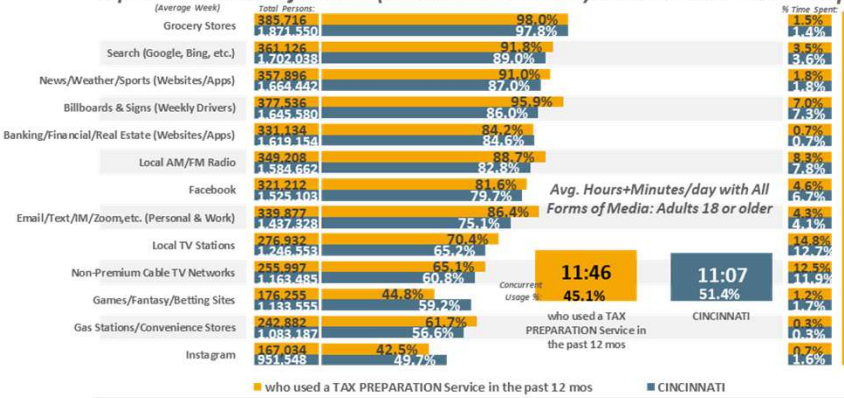
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Professional services used by HHLD past 12 months (HHLD): Tax preparation service

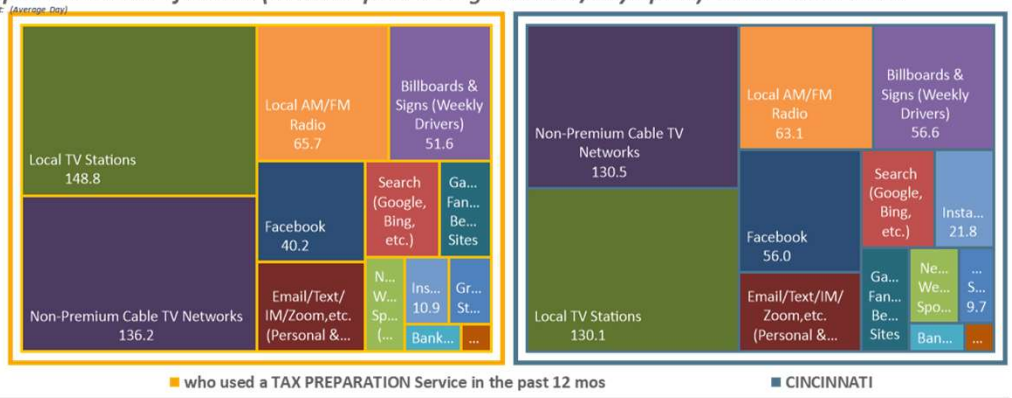


Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos spend an average of 9 hours and 9 minutes each day with All Forms of Ad-Supported Media. 84.7% listen to Local AM/FM Radio for an avg. of 63.5 minutes/day. *(Local Radio delivers 9.8% of Time with Ad-Supported Media.)*

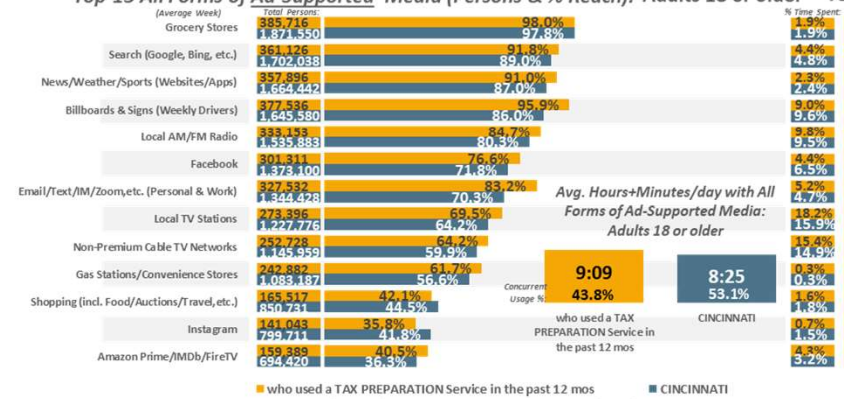
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



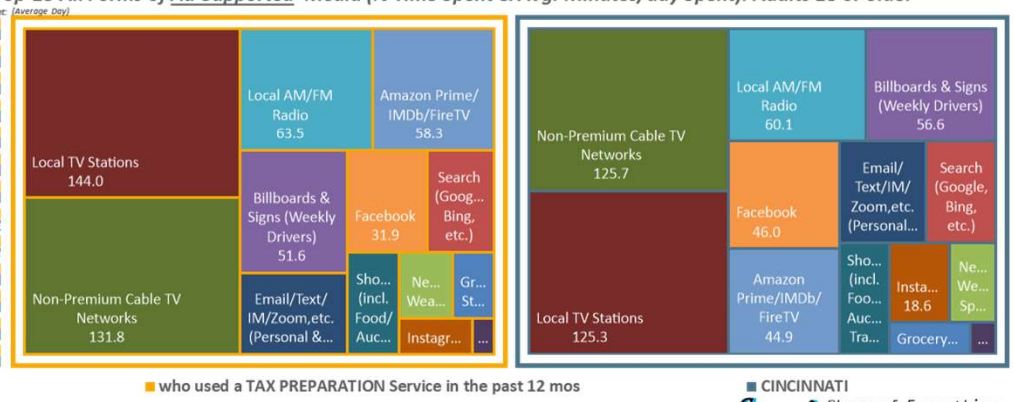
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 415

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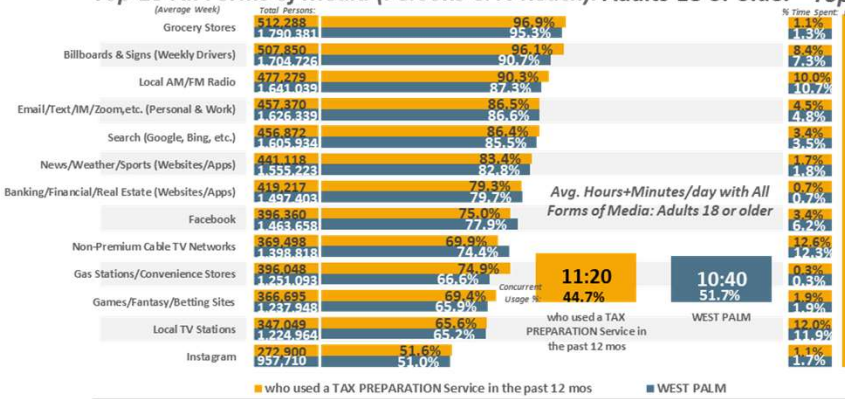
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Professional services used by HHLD past 12 months (HHLD): Tax preparation service

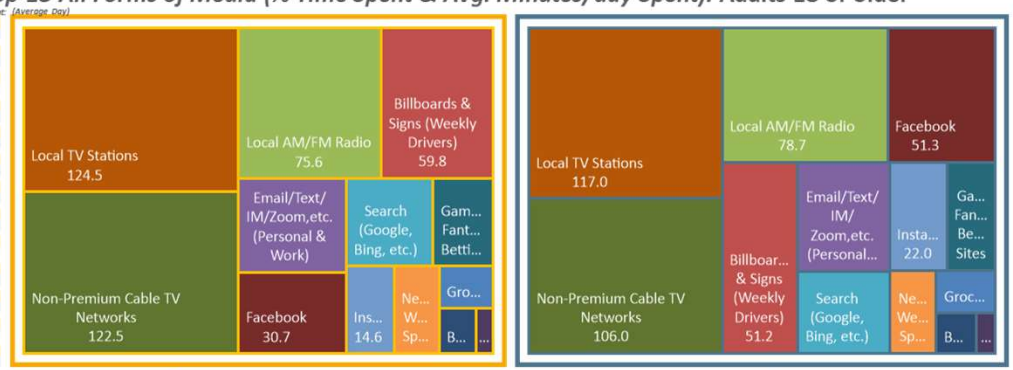


Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos spend an average of 8 hours and 32 minutes each day with All Forms of Ad-Supported Media. 84.9% listen to Local AM/FM Radio for an avg. of 69.2 minutes/day. *(Local Radio delivers 11.5% of Time with Ad-Supported Media.)*

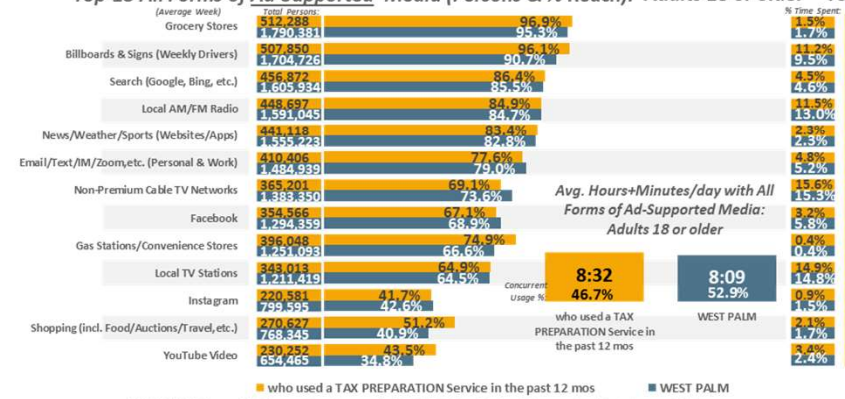
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



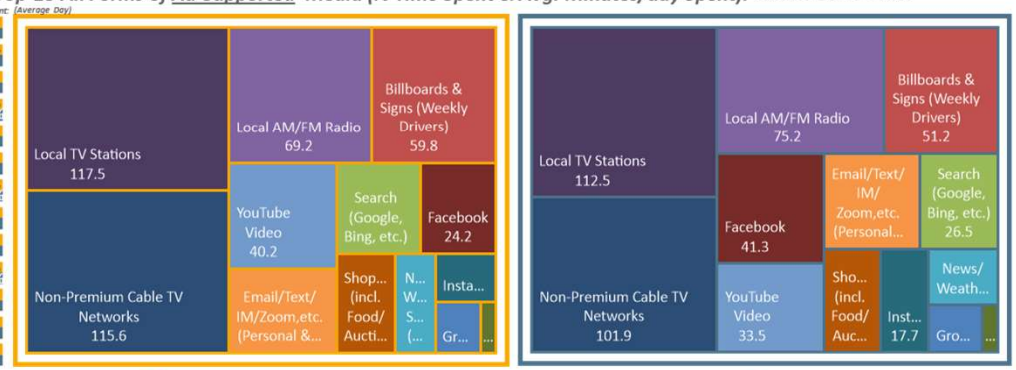
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 715

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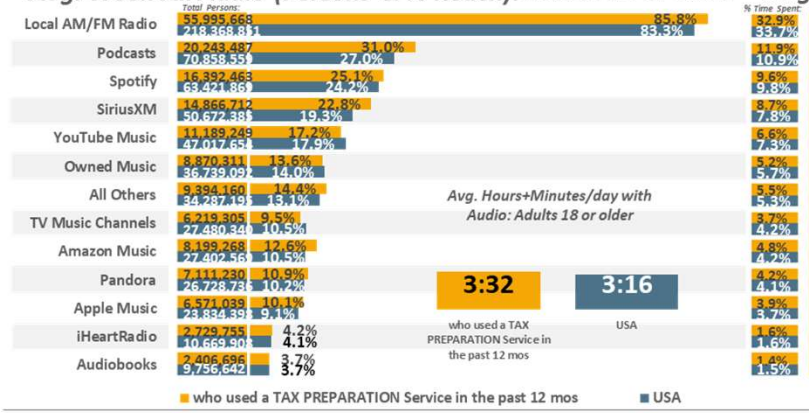
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Professional services used by HHLD past 12 months (HHLD): Tax preparation service

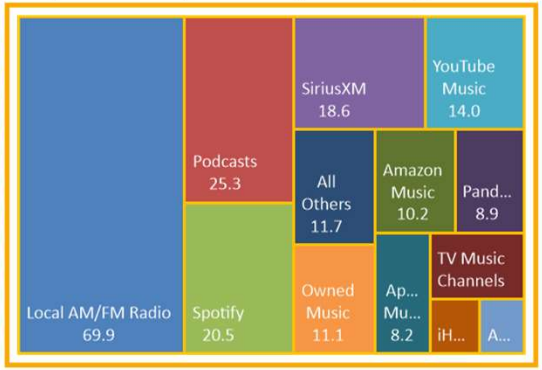


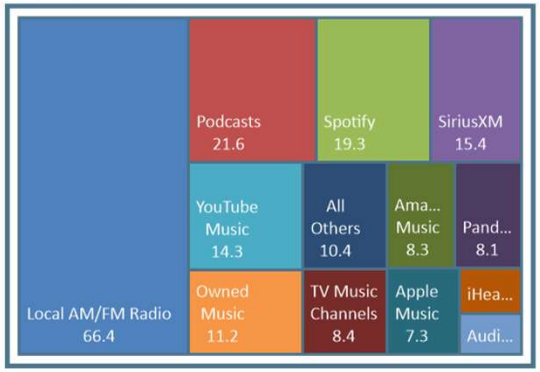
52,281,187 or 80.1% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos listen to Ad-Supported Local AM/FM Radio for an average of 63. minutes every day representing 41.% of all time spent daily with Ad-Supported Audio.

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



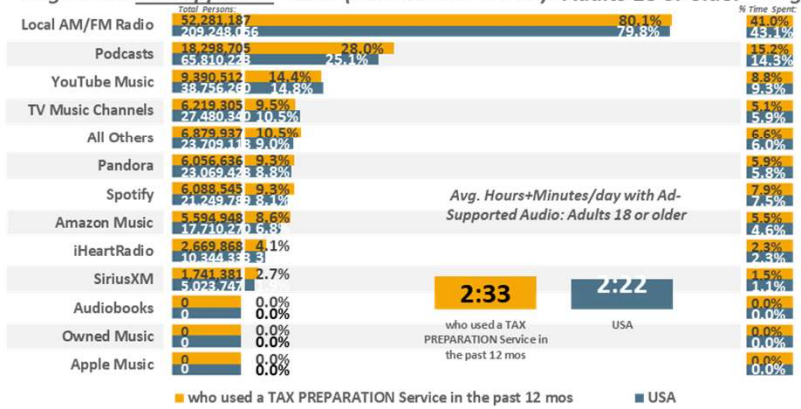
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



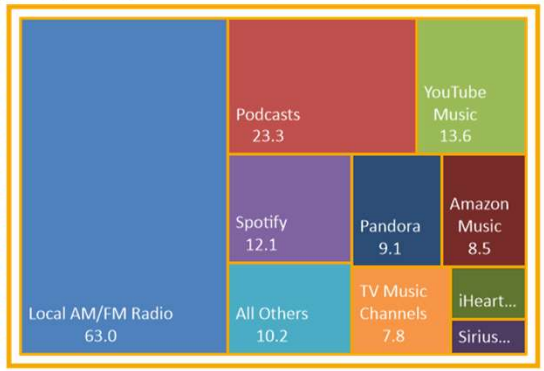


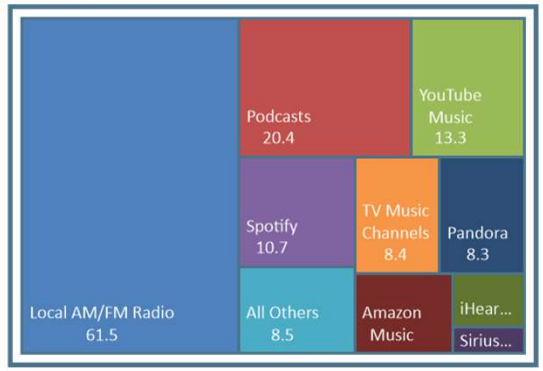
■ who used a TAX PREPARATION Service in the past 12 mos ■ USA

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





■ who used a TAX PREPARATION Service in the past 12 mos ■ USA

USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 5,928

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Scarborough R1 2024: Jan23-Aug24 USA Projection Scarborough R1 2024: Jan23-Aug24

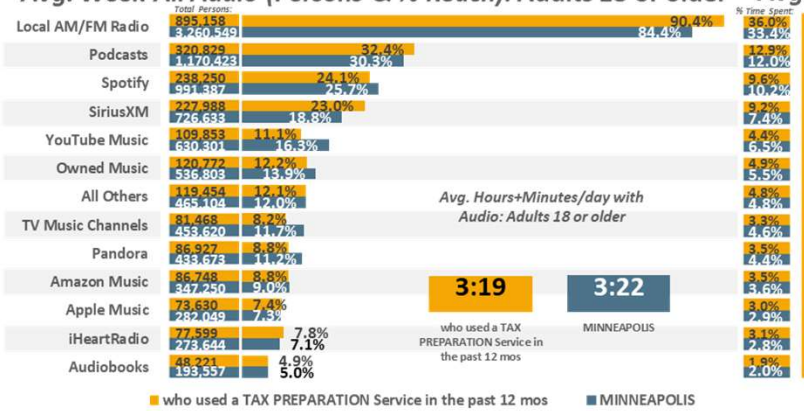
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Professional services used by HHLD past 12 months (HHLD): Tax preparation service

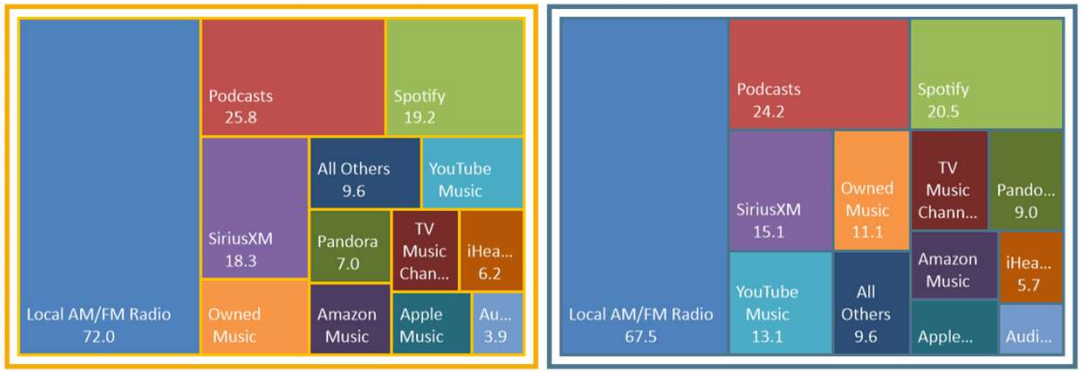


807,597 or 81.5% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos listen to Ad-Supported Local AM/FM Radio for an average of 62.2 minutes every day representing 44.% of all time spent daily with Ad-Supported Audio.

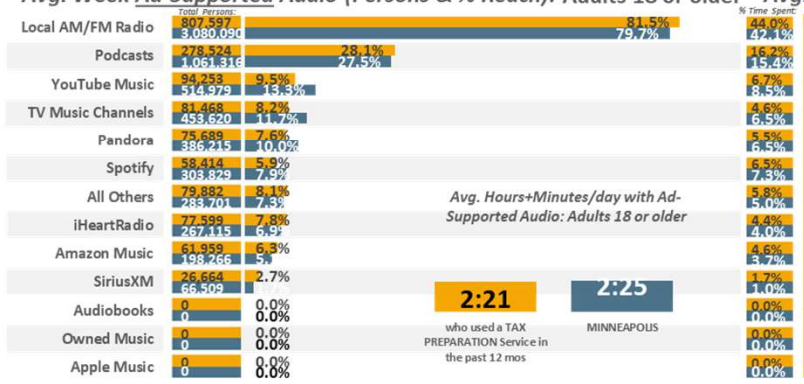
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



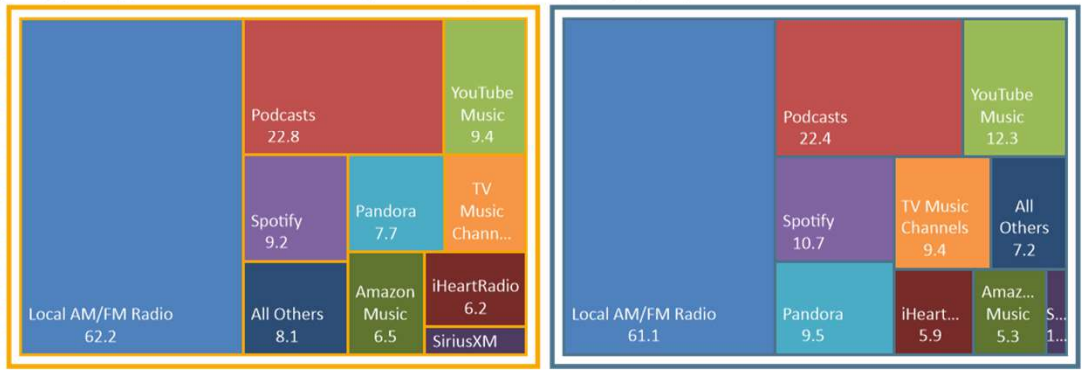
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MINNEAPOLIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 504

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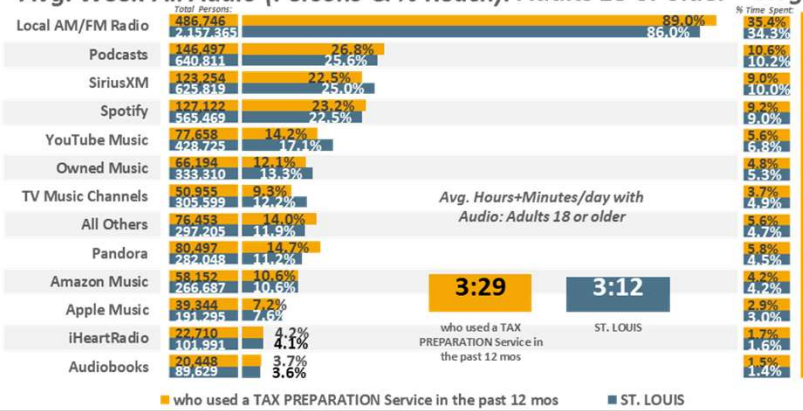
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Professional services used by HHLD past 12 months (HHLD): Tax preparation service

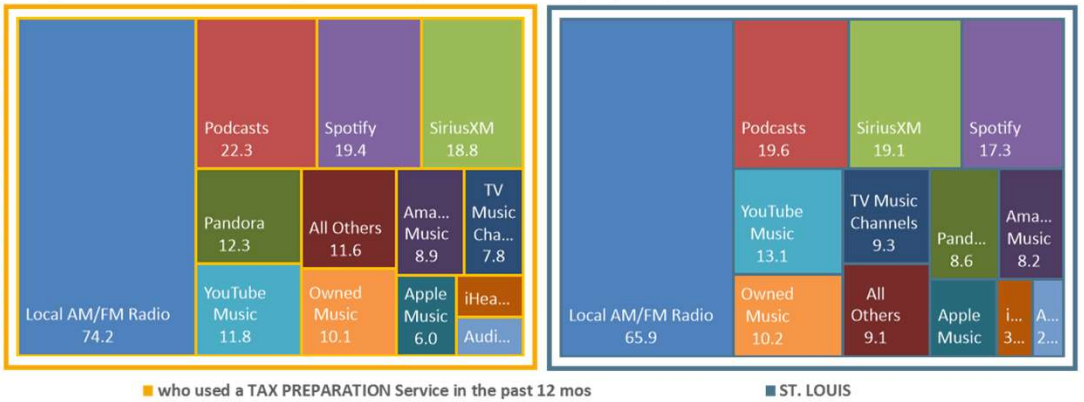


456,915 or 83.5% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos listen to Ad-Supported Local AM/FM Radio for an average of 69.1 minutes every day representing 43.1% of all time spent daily with Ad-Supported Audio.

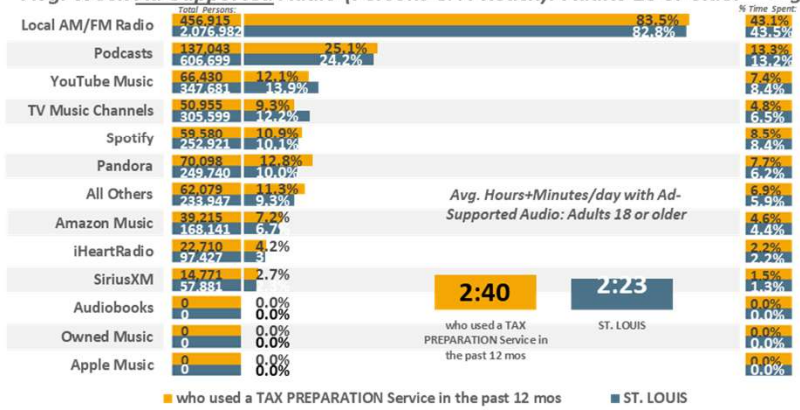
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



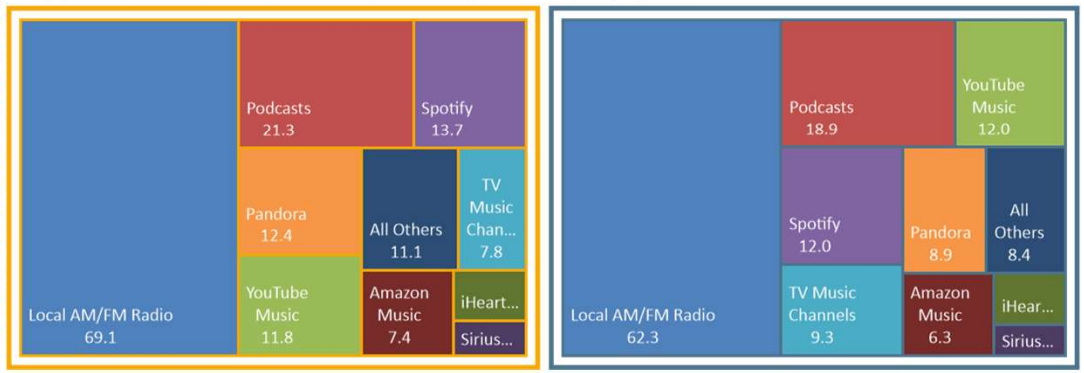
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 486

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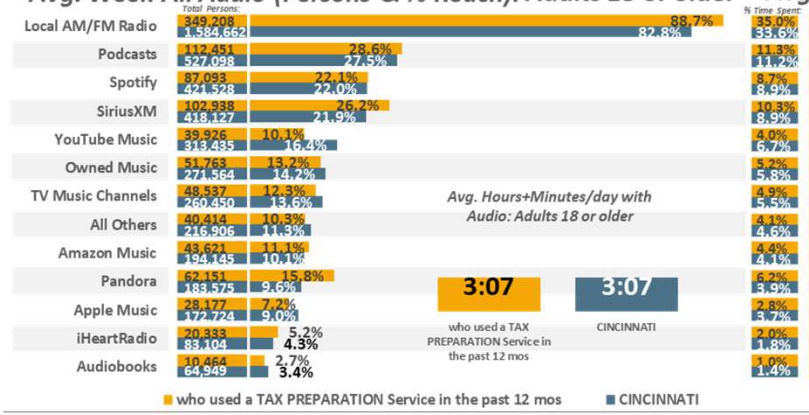
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Professional services used by HHLD past 12 months (HHLD): Tax preparation service

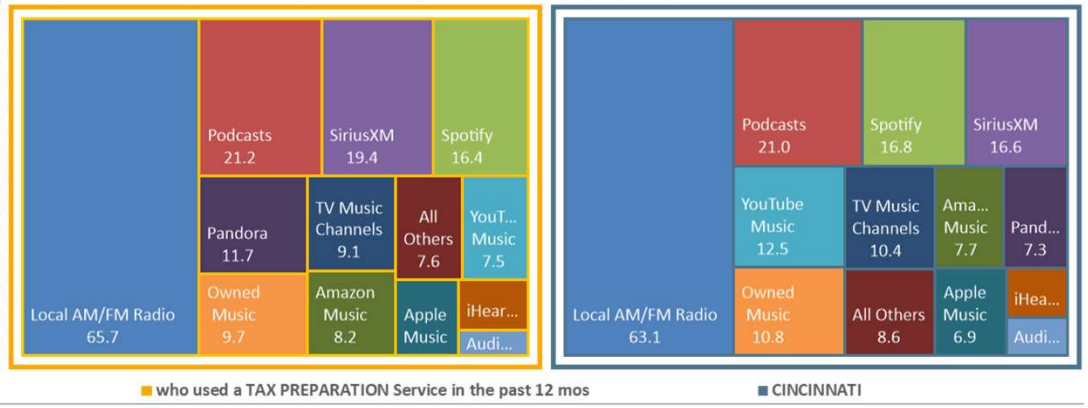


333,153 or 84.7% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos listen to Ad-Supported Local AM/FM Radio for an average of 63.5 minutes every day representing 44.4% of all time spent daily with Ad-Supported Audio.

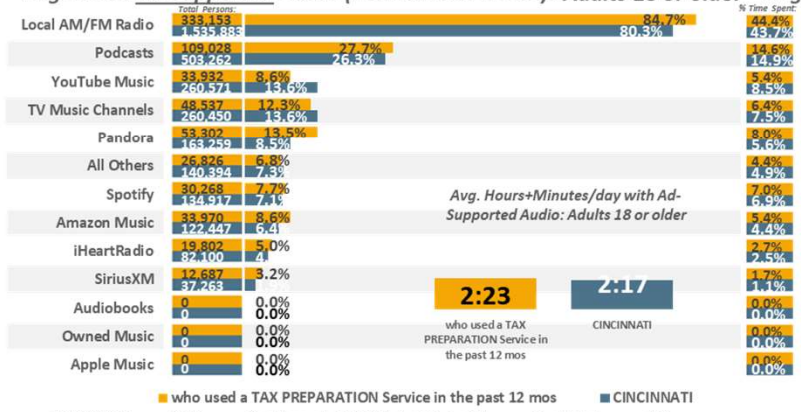
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



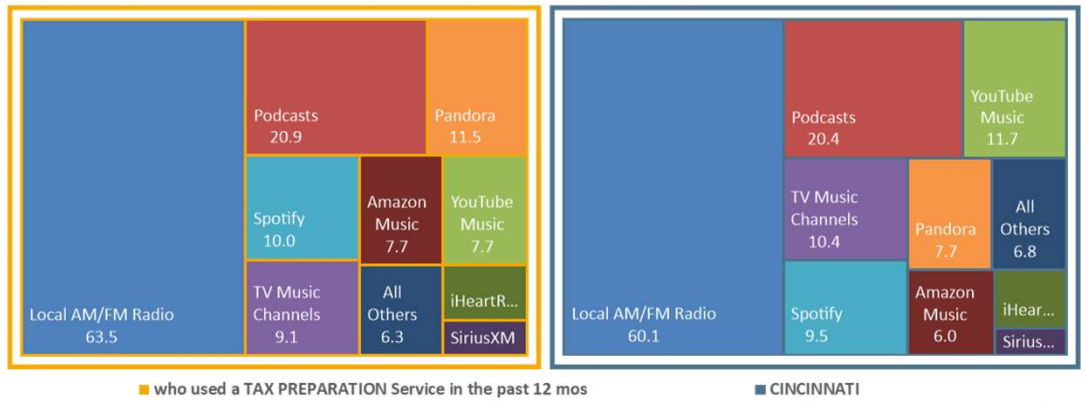
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 415

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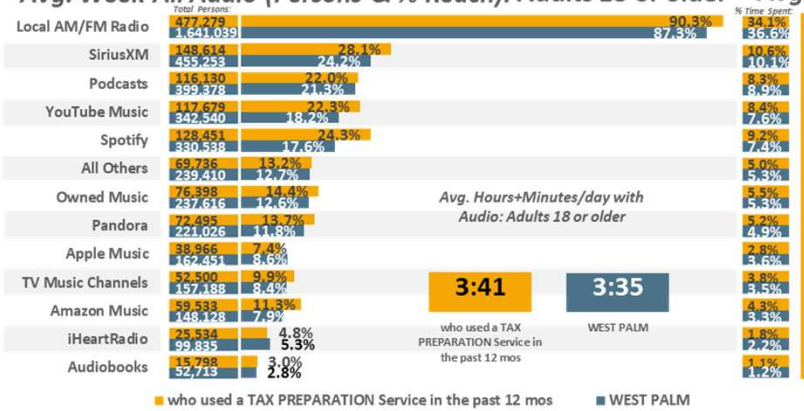
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Professional services used by HHLD past 12 months (HHLD): Tax preparation service

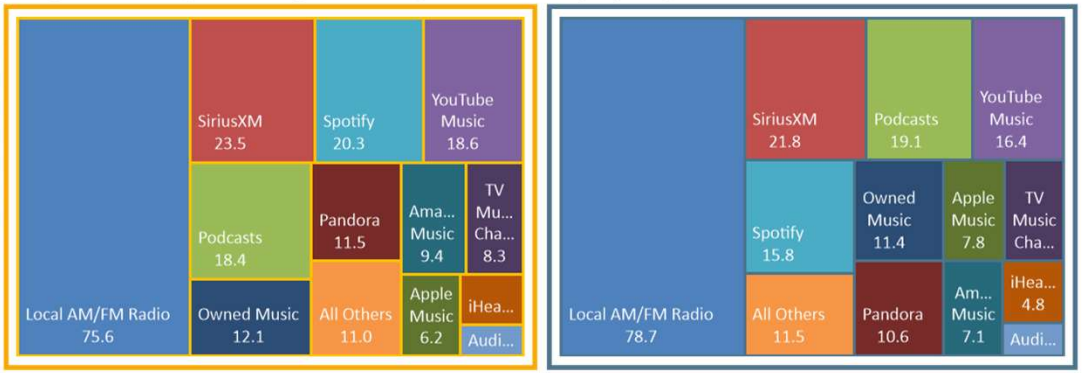


448,697 or 84.9% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos listen to Ad-Supported Local AM/FM Radio for an average of 69.2 minutes every day representing 43.% of all time spent daily with Ad-Supported Audio.

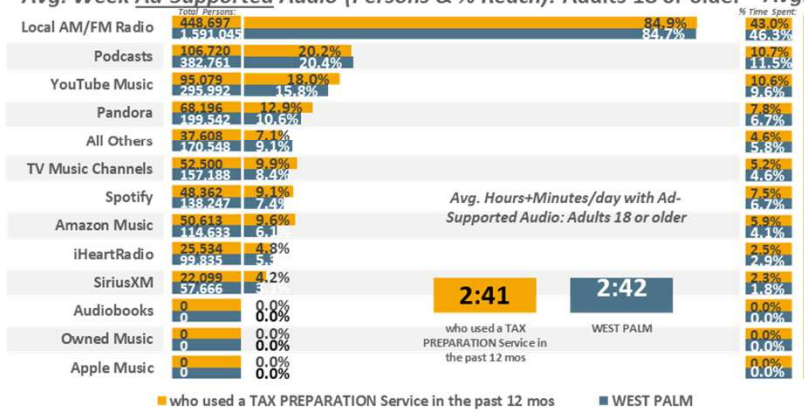
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



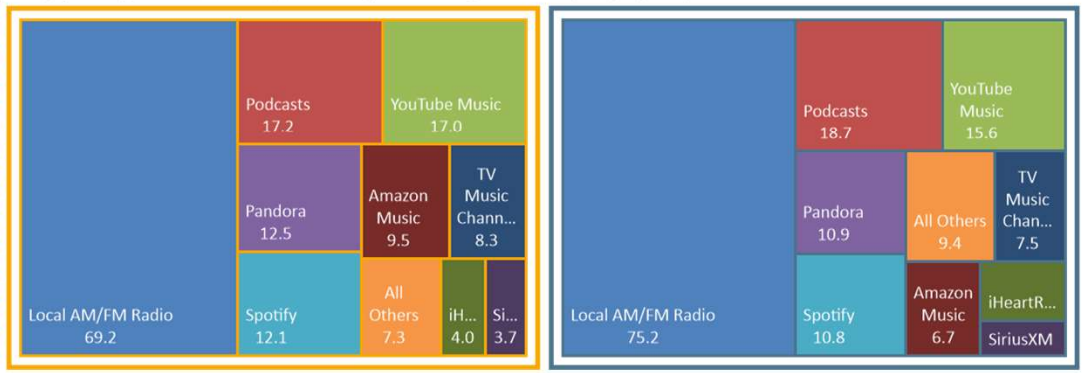
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WEST PALM DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 715

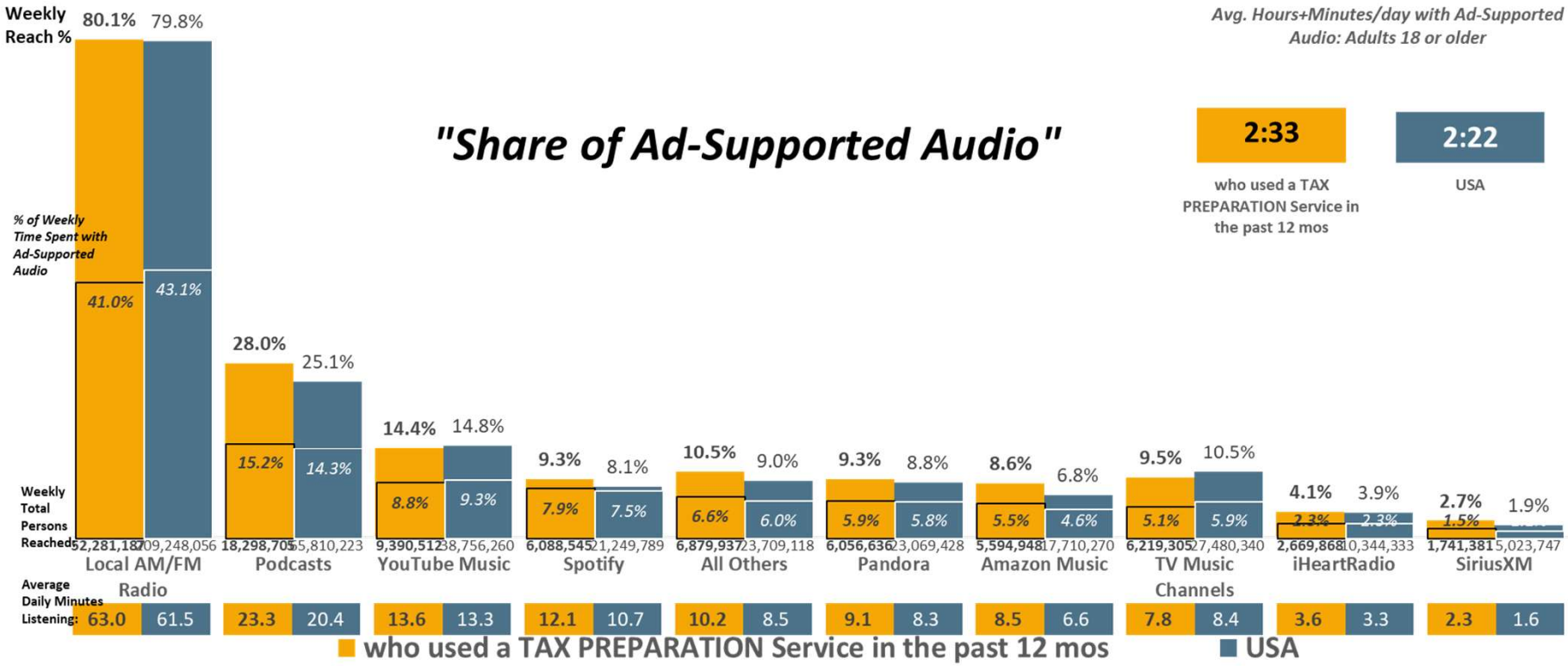
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Professional services used by HHLD past 12 months (HHLD): Tax preparation service



52,281,187 or 80.1% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos listen to Ad-Supported Local AM/FM Radio for an average of 63. minutes every day representing 41.% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 5,928

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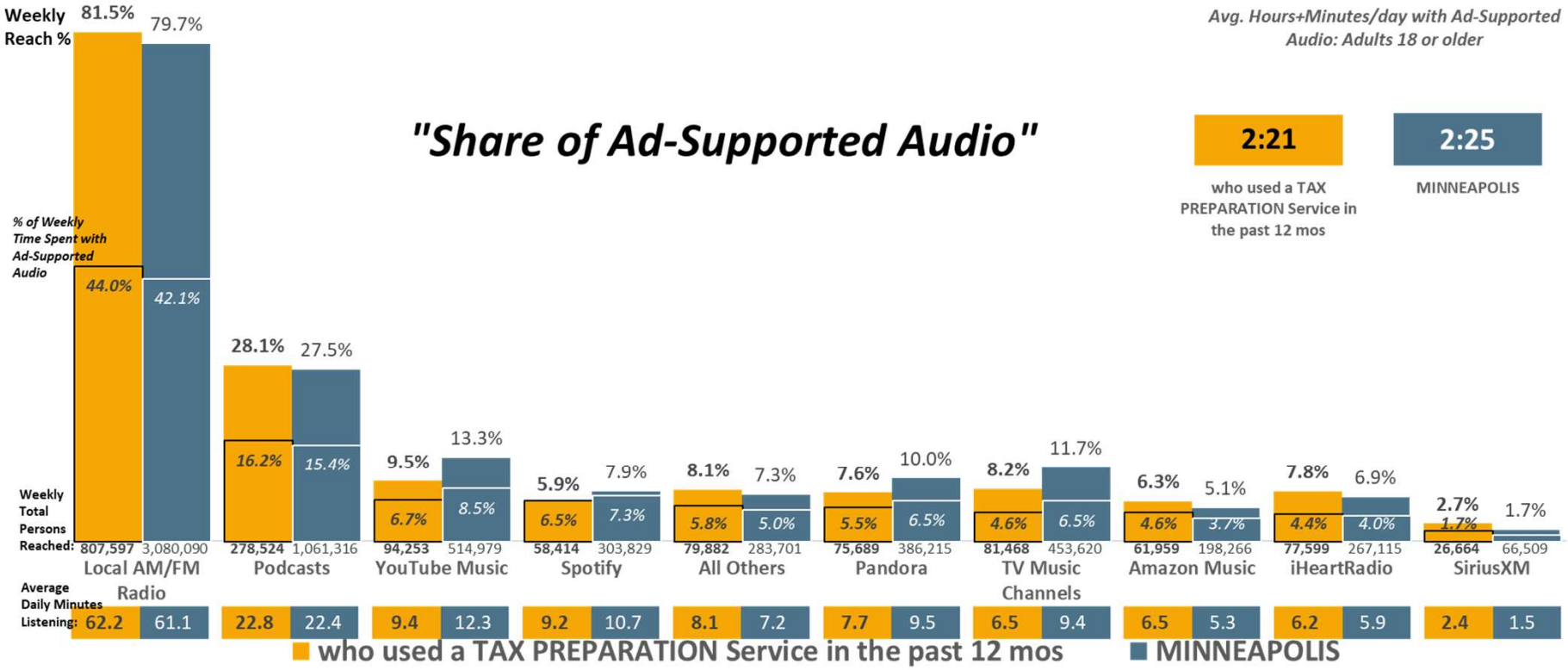
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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Professional services used by HHLD past 12 months (HHLD): Tax preparation service



807,597 or 81.5% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos listen to Ad-Supported Local AM/FM Radio for an average of 62.2 minutes every day representing 44.4% of all time spent daily with Ad-Supported Audio.



MINNEAPOLIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 504 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

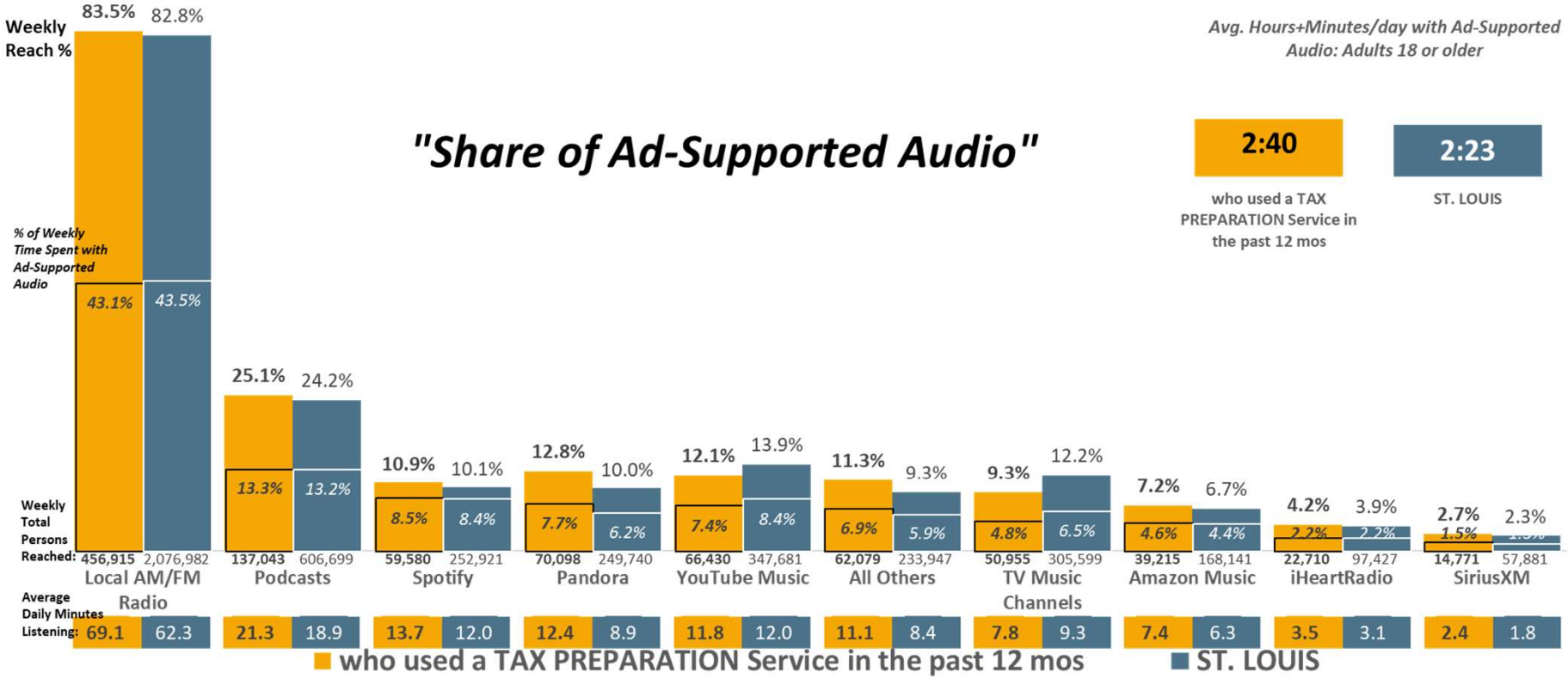
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Professional services used by HHLD past 12 months (HHLD): Tax preparation service



456,915 or 83.5% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos listen to Ad-Supported Local AM/FM Radio for an average of 69.1 minutes every day representing 43.1% of all time spent daily with Ad-Supported Audio.



	Local AM/FM Radio	Podcasts	Spotify	Pandora	YouTube Music	All Others	TV Music Channels	Amazon Music	iHeartRadio	SiriusXM
Weekly Reach %	83.5% / 82.8%	25.1% / 24.2%	10.9% / 10.1%	12.8% / 10.0%	12.1% / 13.9%	11.3% / 9.3%	9.3% / 12.2%	7.2% / 6.7%	4.2% / 3.9%	2.7% / 2.3%
% of Weekly Time Spent with Ad-Supported Audio	43.1% / 43.5%	13.3% / 13.2%	8.5% / 8.4%	7.7% / 6.2%	7.4% / 8.4%	6.9% / 5.9%	4.8% / 6.5%	4.6% / 4.4%	2.2% / 2.2%	1.5% / 1.5%
Weekly Total Persons Reached:	456,915 / 2,076,982	137,043 / 606,699	59,580 / 252,921	70,098 / 249,740	66,430 / 347,681	62,079 / 233,947	50,955 / 305,599	39,215 / 168,141	22,710 / 97,427	14,771 / 57,881
Average Daily Minutes Listening:	69.1 / 62.3	21.3 / 18.9	13.7 / 12.0	12.4 / 8.9	11.8 / 12.0	11.1 / 8.4	7.8 / 9.3	7.4 / 6.3	3.5 / 3.1	2.4 / 1.8

■ who used a TAX PREPARATION Service in the past 12 mos ■ ST. LOUIS

ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 486 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

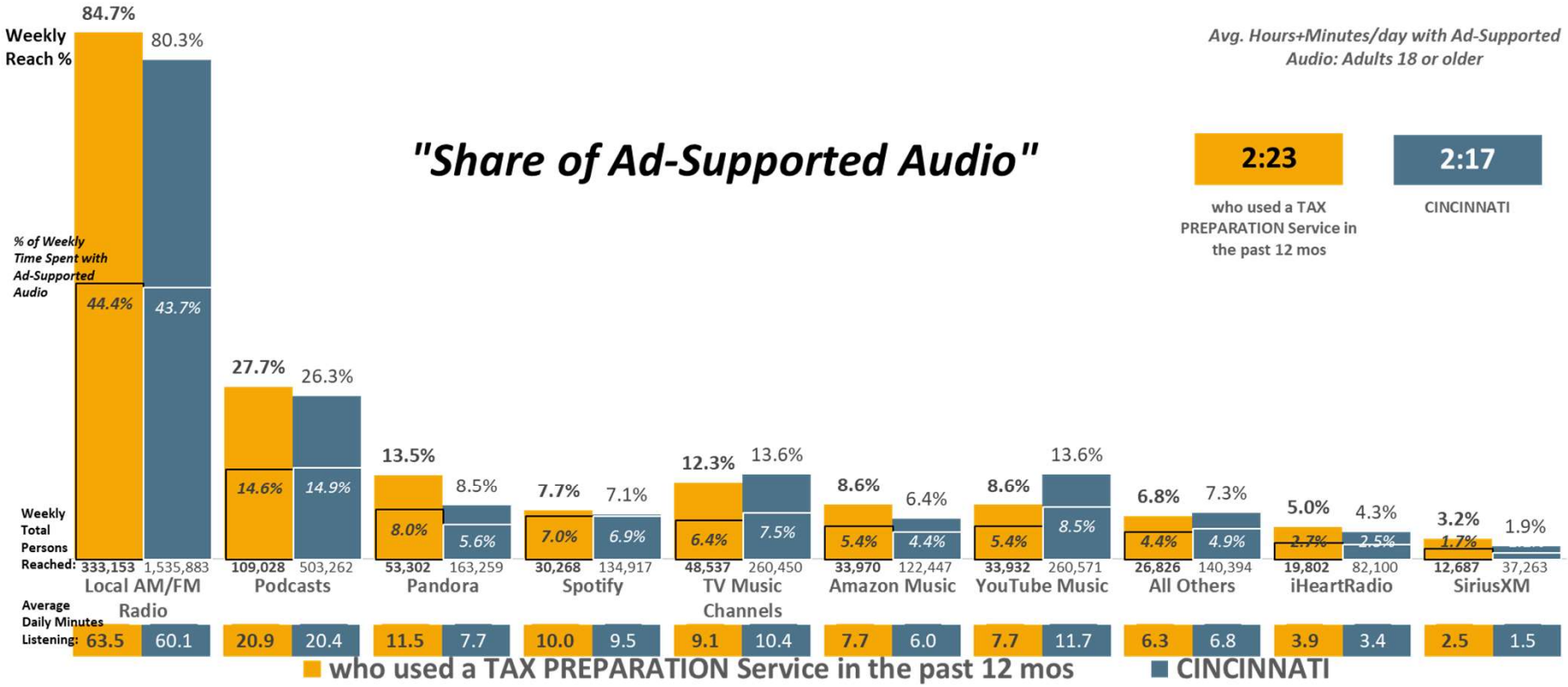
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Professional services used by HHLD past 12 months (HHLD): Tax preparation service



333,153 or 84.7% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos listen to Ad-Supported Local AM/FM Radio for an average of 63.5 minutes every day representing 44.4% of all time spent daily with Ad-Supported Audio.



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 415 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

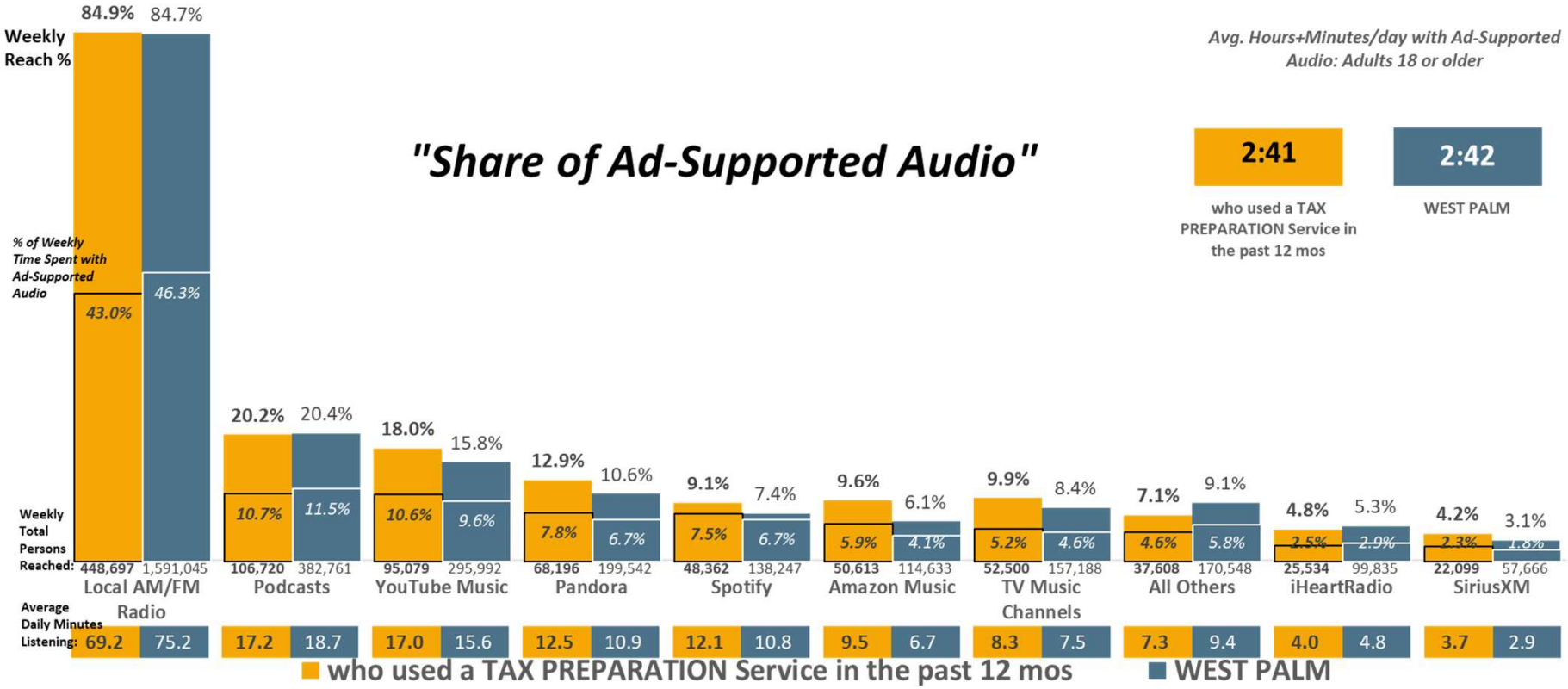
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Professional services used by HHLD past 12 months (HHLD): Tax preparation service



448,697 or 84.9% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos listen to Ad-Supported Local AM/FM Radio for an average of 69.2 minutes every day representing 43.% of all time spent daily with Ad-Supported Audio.



WEST PALM DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 715 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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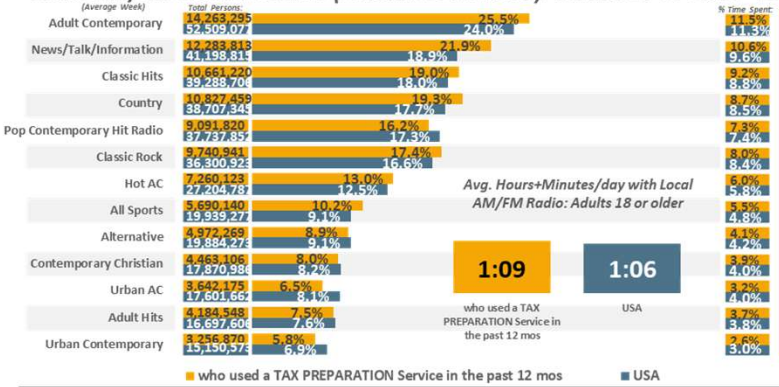
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Professional services used by HHLD past 12 months (HHLD): Tax preparation service

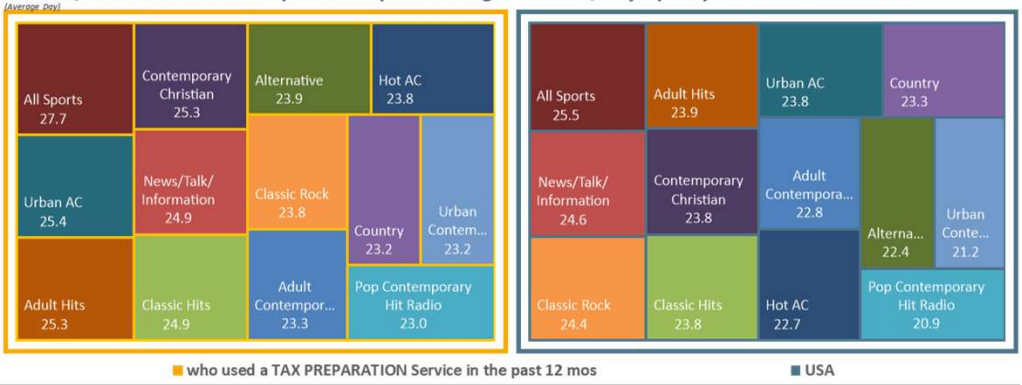


52,281,187 or 80.1% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Classic Hits, Classic Rock, and Pop Contemporary Hit Radio.

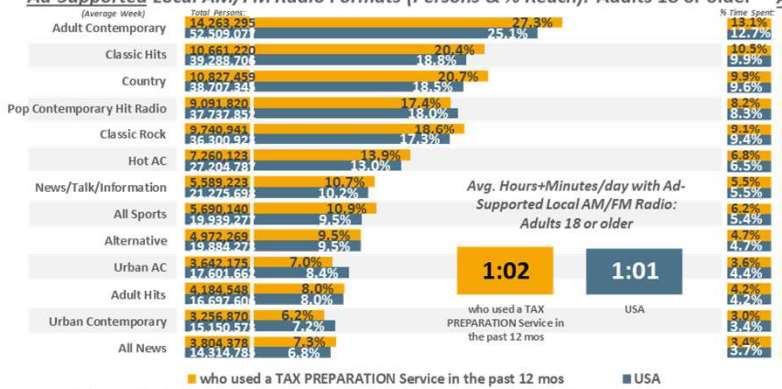
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



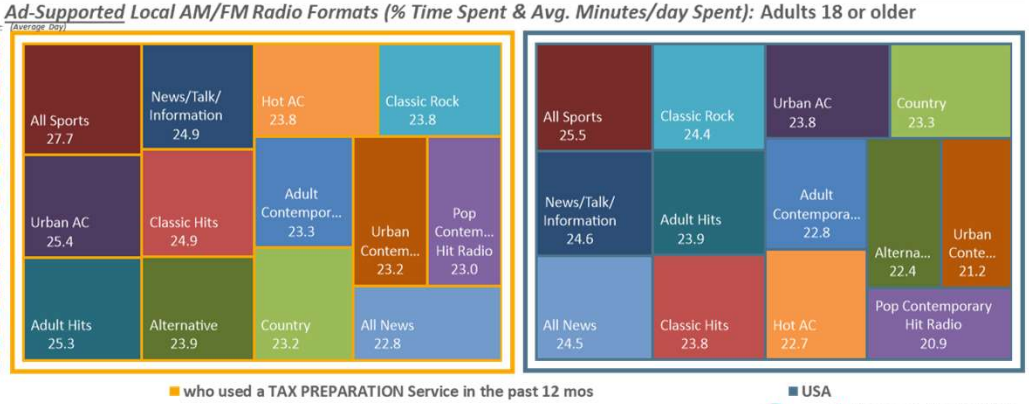
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 5,928

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

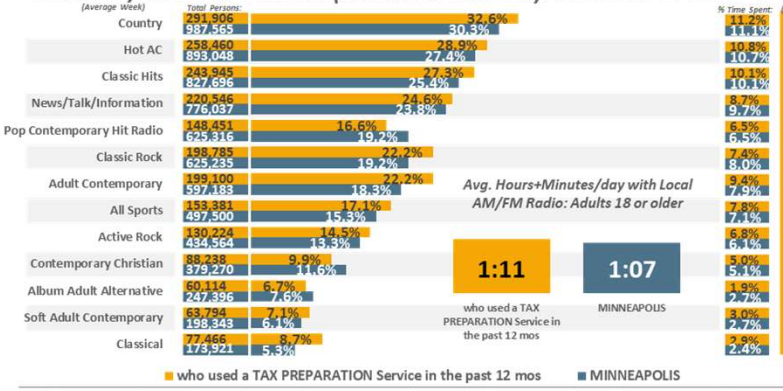
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Professional services used by HHLD past 12 months (HHLD): Tax preparation service

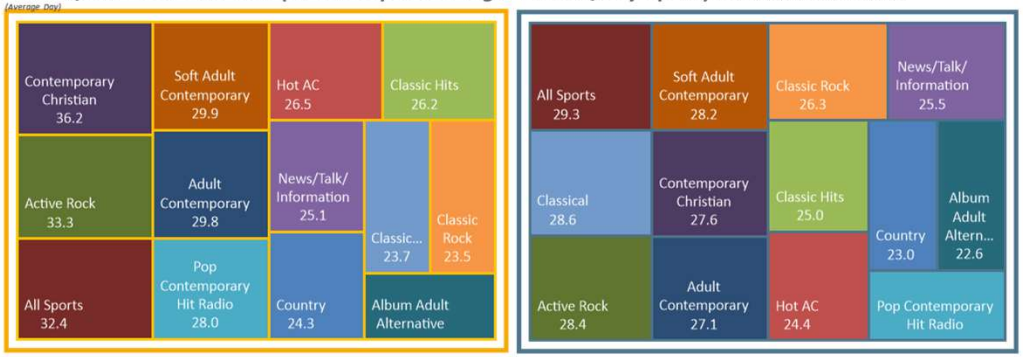


807,597 or 81.5% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Hot AC, Classic Hits, Adult Contemporary, and Classic Rock.

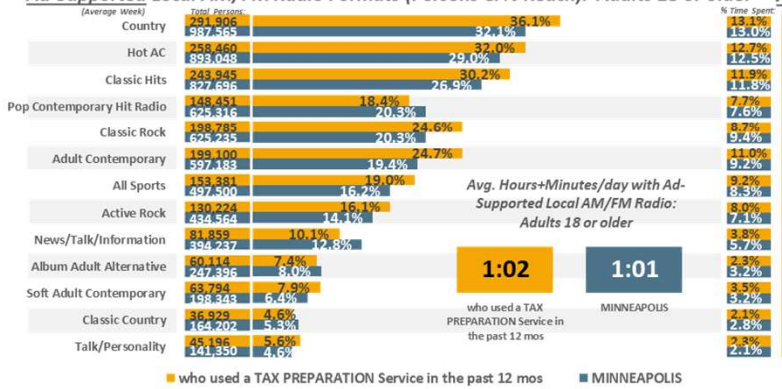
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



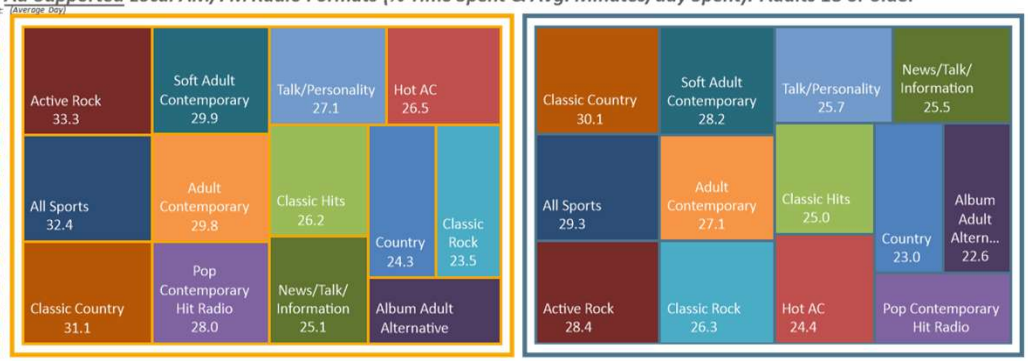
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MINNEAPOLIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 504

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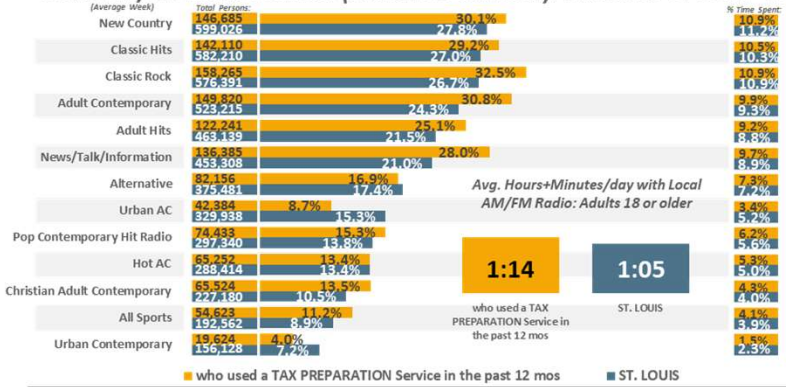
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Professional services used by HHLD past 12 months (HHLD): Tax preparation service

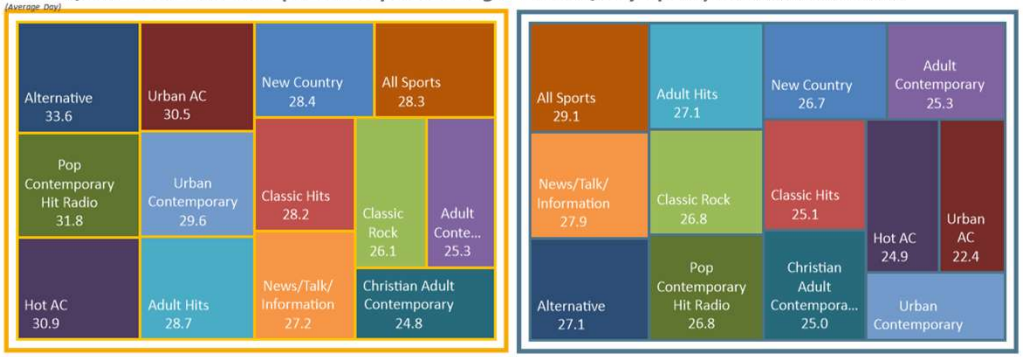


456,915 or 83.5% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Adult Contemporary, New Country, Classic Hits, and Adult Hits.

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



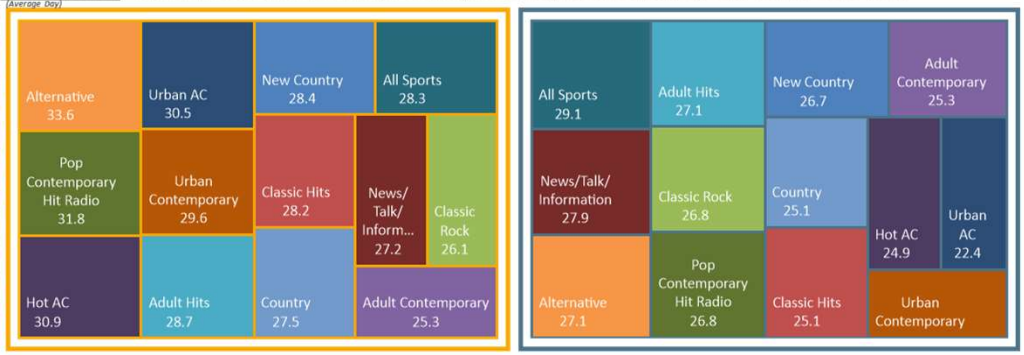
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 486

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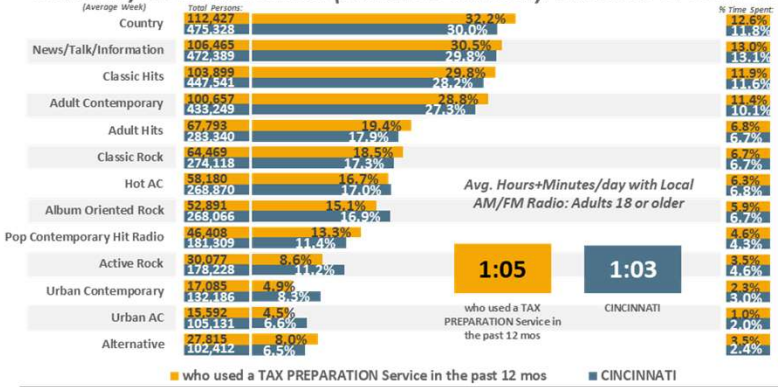
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Professional services used by HHLD past 12 months (HHLD): Tax preparation service

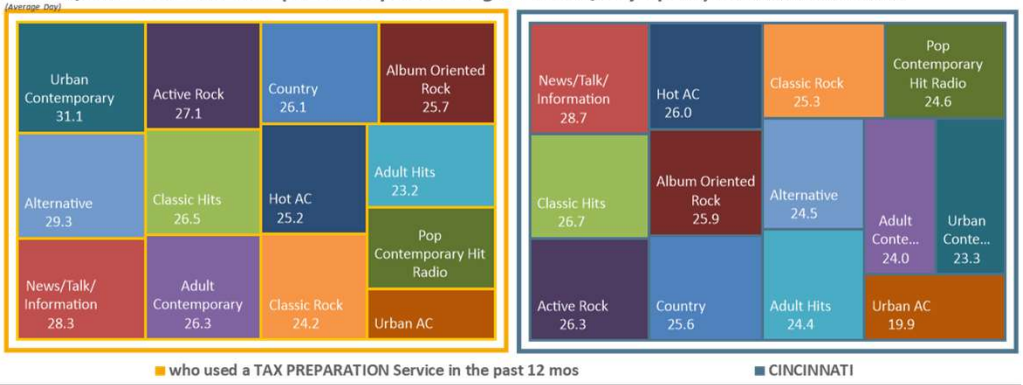


333,153 or 84.7% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Classic Hits, Adult Contemporary, News/Talk/Information, and Adult Hits.

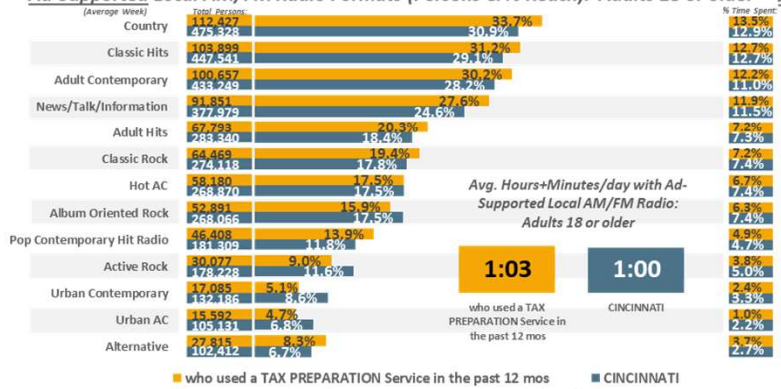
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



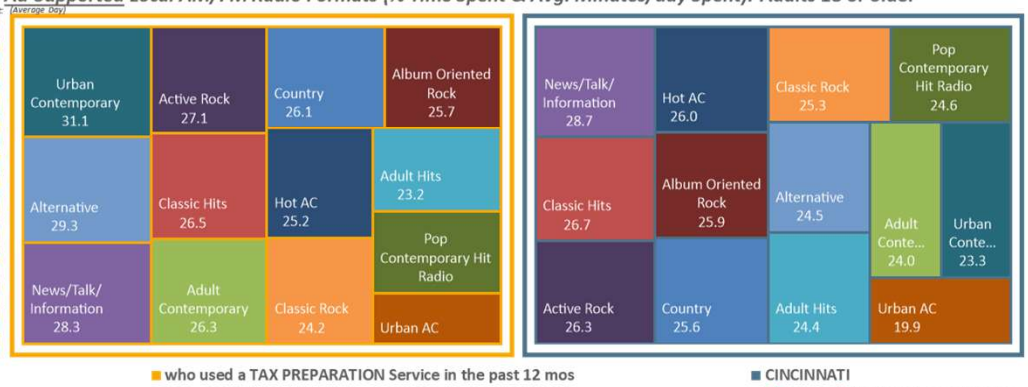
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 415

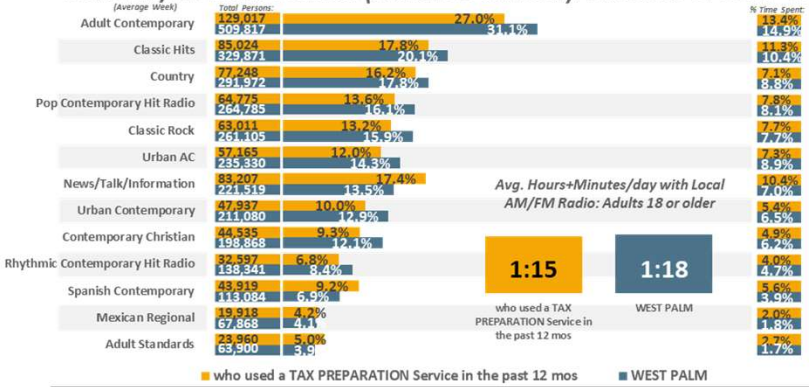
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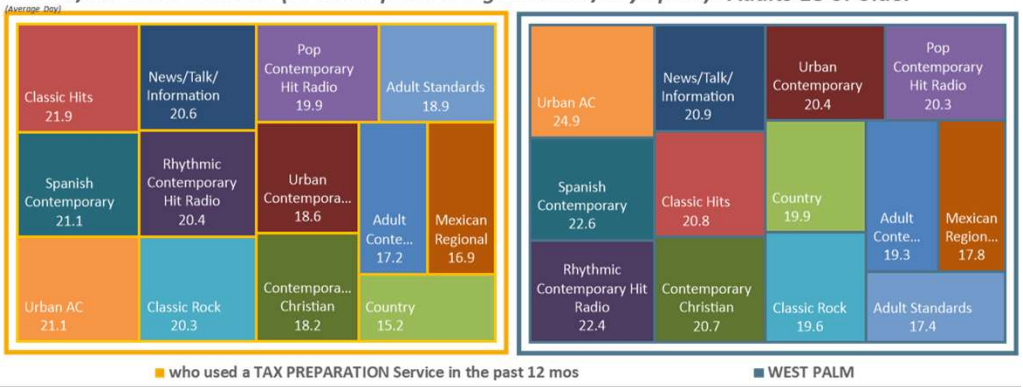


448,697 or 84.9% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Country, Pop Contemporary Hit Radio, and Classic Rock.

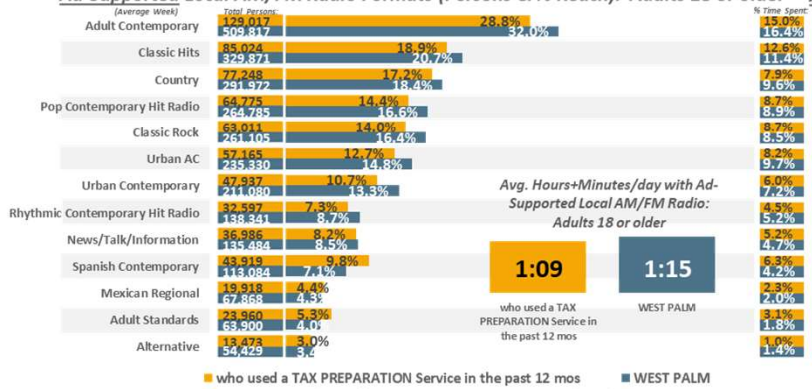
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



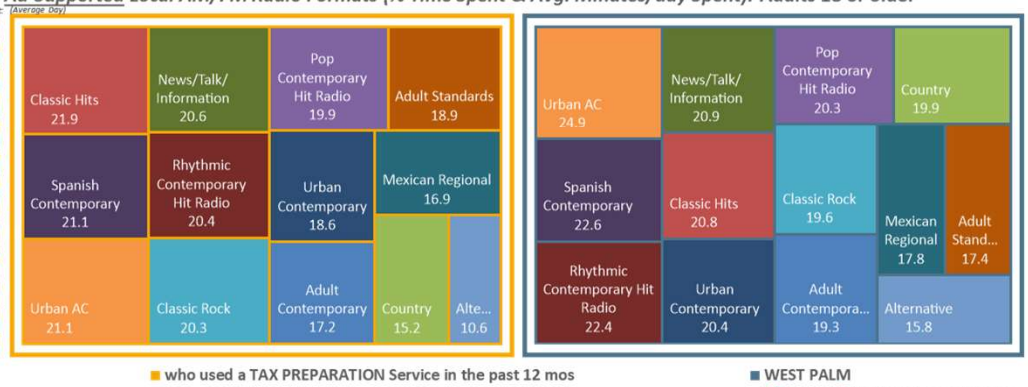
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WEST PALM DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 715

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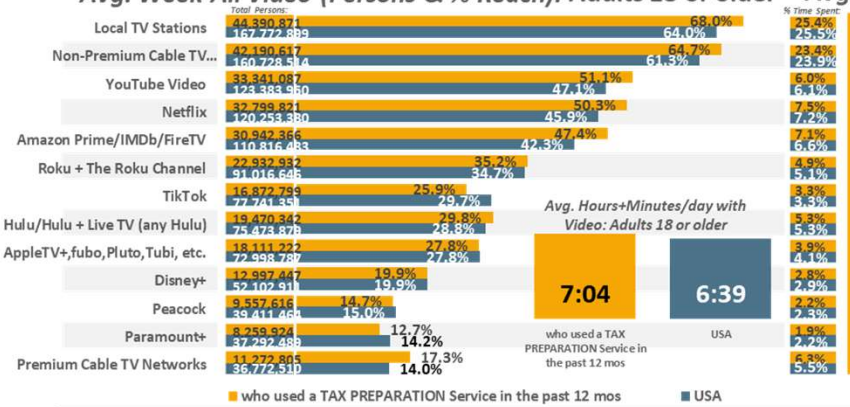
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Professional services used by HHLD past 12 months (HHLD): Tax preparation service

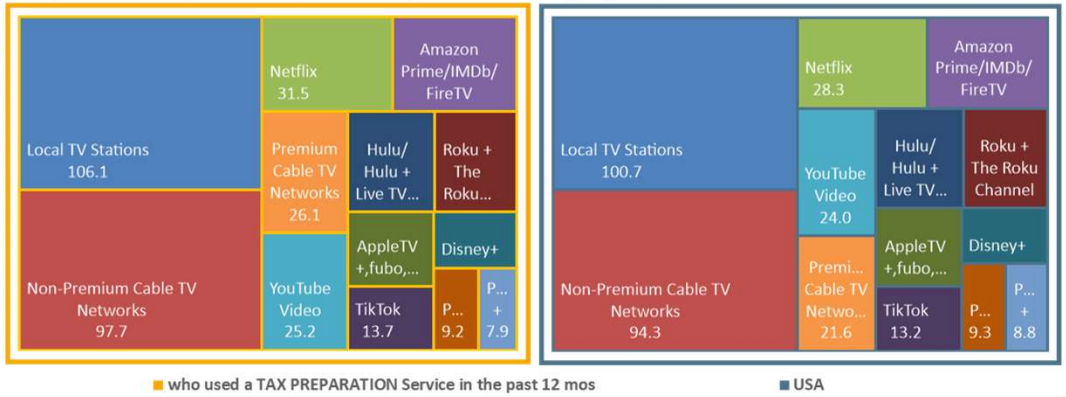


43,684,855 or 67.% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos watch Ad-Supported Local TV Stations for an average of 100.4 minutes every day representing 28.9% of all time spent daily with Ad-Supported Video.

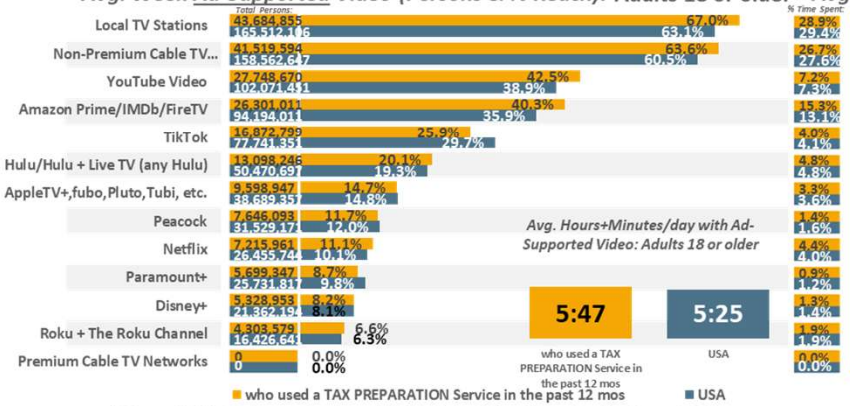
Avg. Week All Video (Persons & % Reach): Adults 18 or older



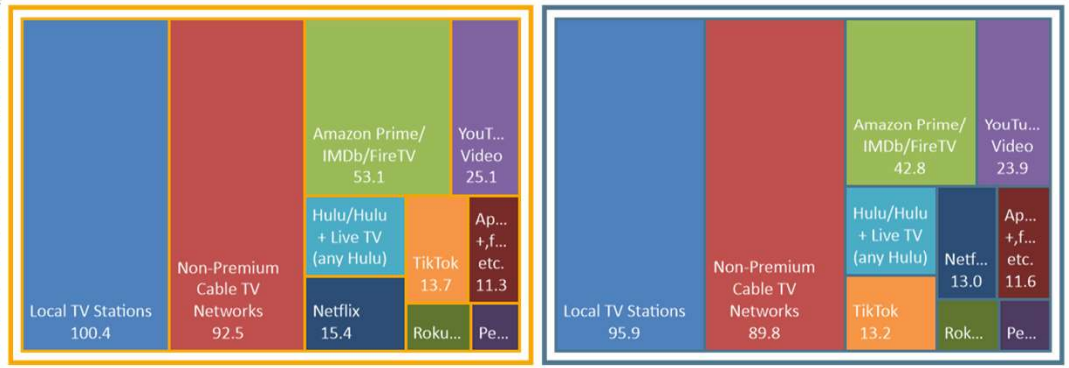
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R1 2024: Jan23-Aug24 Qual Intab 5,928

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

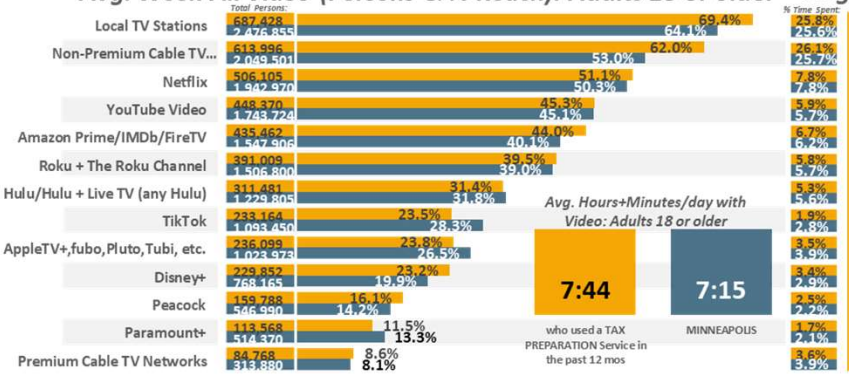
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Professional services used by HHLD past 12 months (HHLD): Tax preparation service

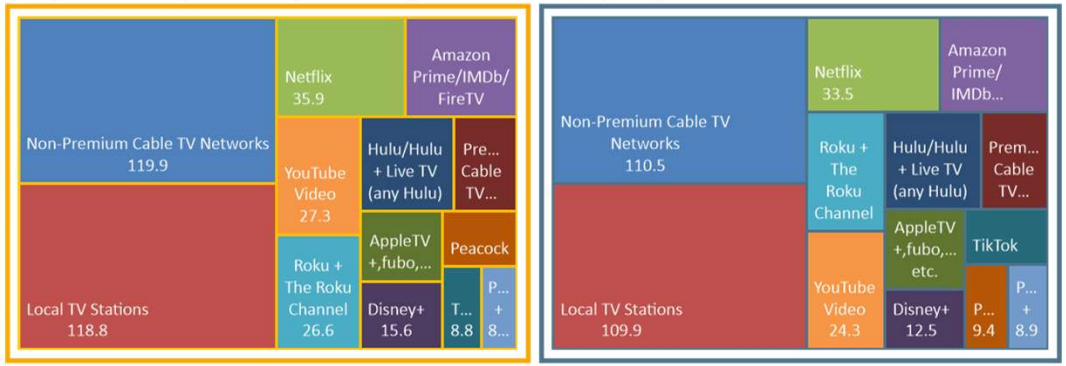


674,808 or 68.1% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos watch Ad-Supported Local TV Stations for an average of 111.3 minutes every day representing 30.1% of all time spent daily with Ad-Supported Video.

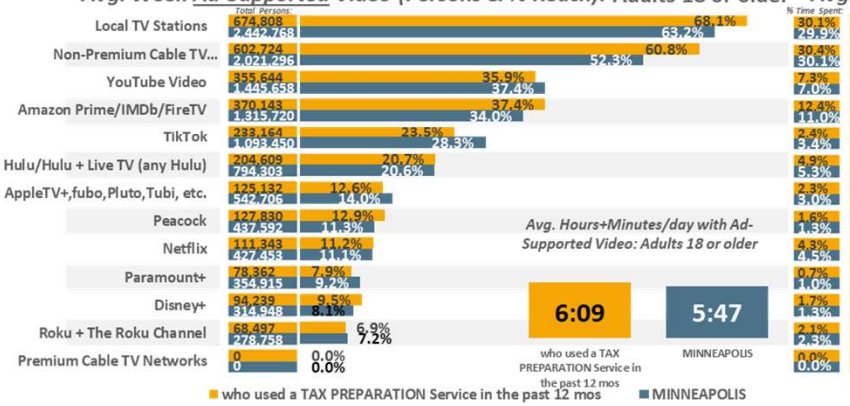
Avg. Week All Video (Persons & % Reach): Adults 18 or older



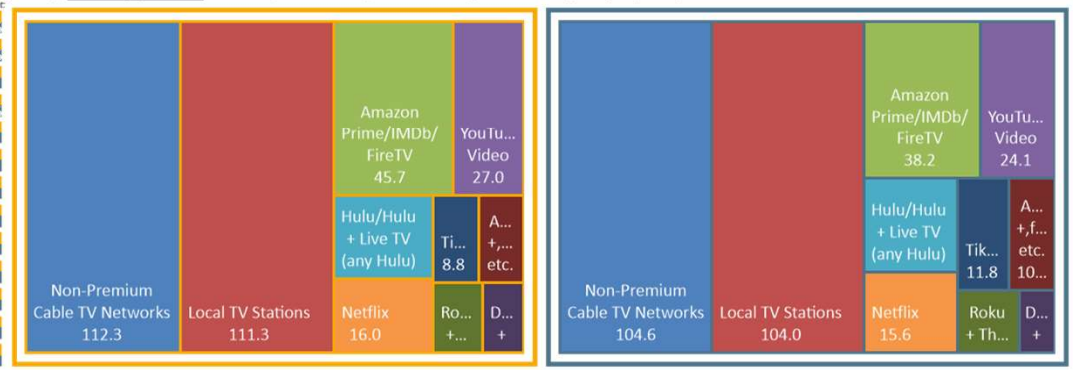
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MINNEAPOLIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 504

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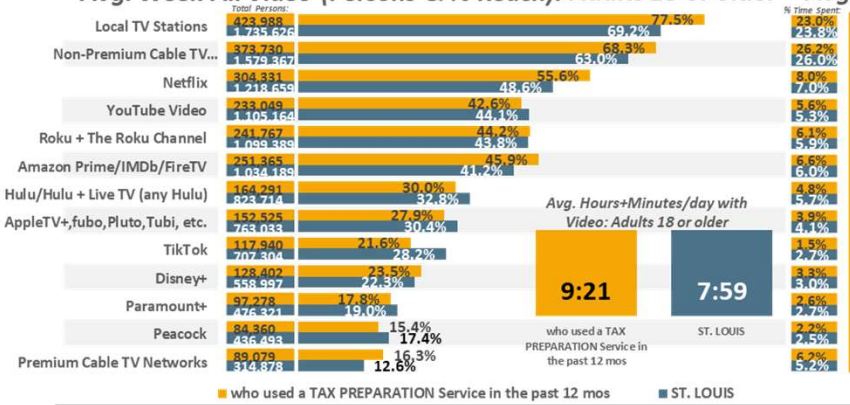
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Professional services used by HHLD past 12 months (HHLD): Tax preparation service

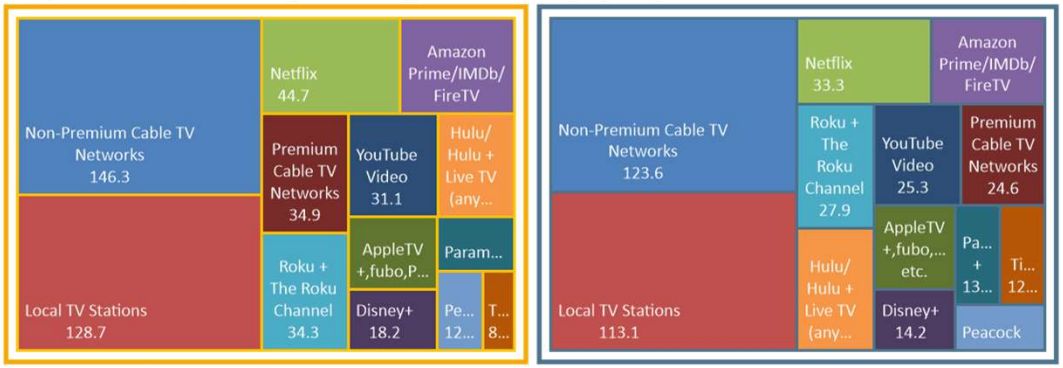


417,021 or 76.2% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos watch Ad-Supported Local TV Stations for an average of 122.1 minutes every day representing 27.5% of all time spent daily with Ad-Supported Video.

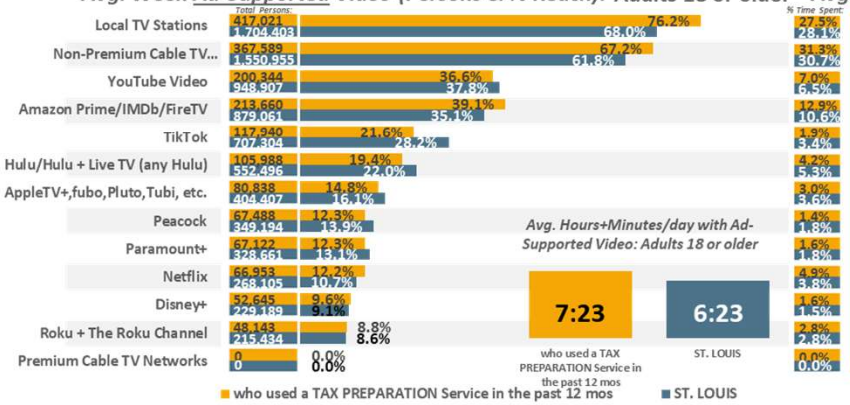
Avg. Week All Video (Persons & % Reach): Adults 18 or older



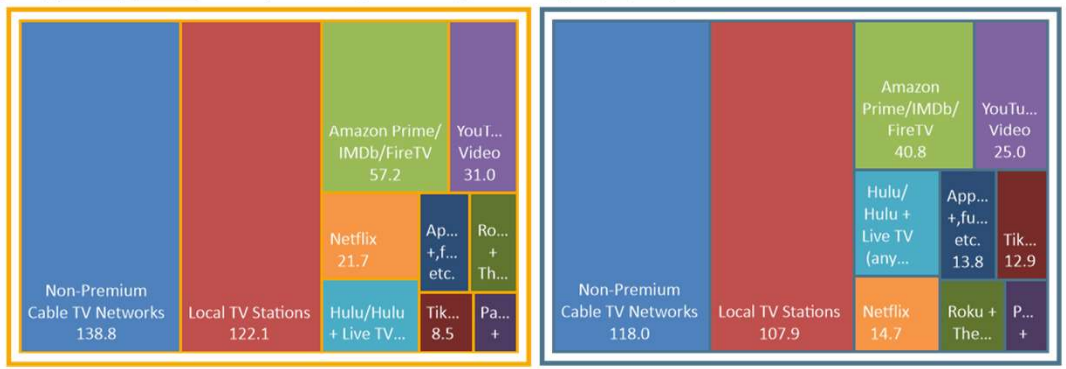
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 486

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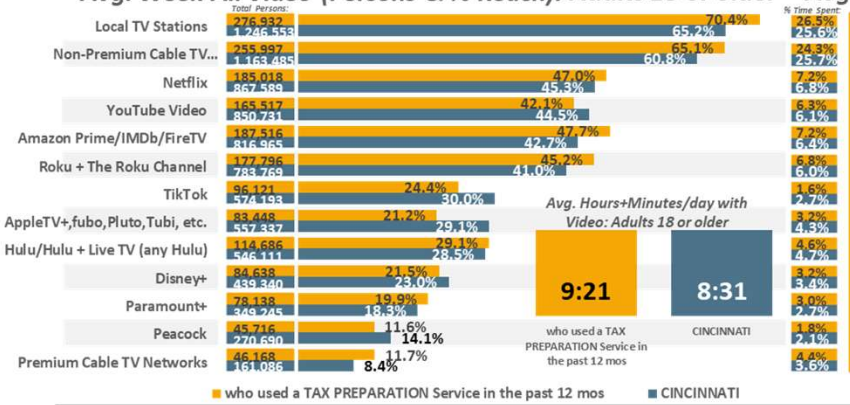
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Professional services used by HHLD past 12 months (HHLD): Tax preparation service

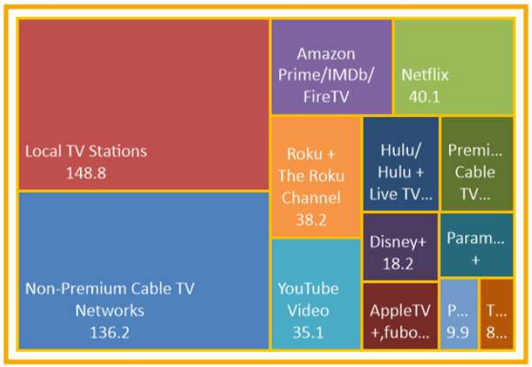


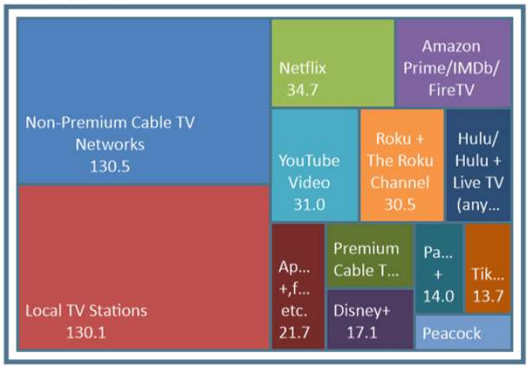
273,396 or 69.5% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos watch Ad-Supported Local TV Stations for an average of 144. minutes every day representing 32.3% of all time spent daily with Ad-Supported Video.

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



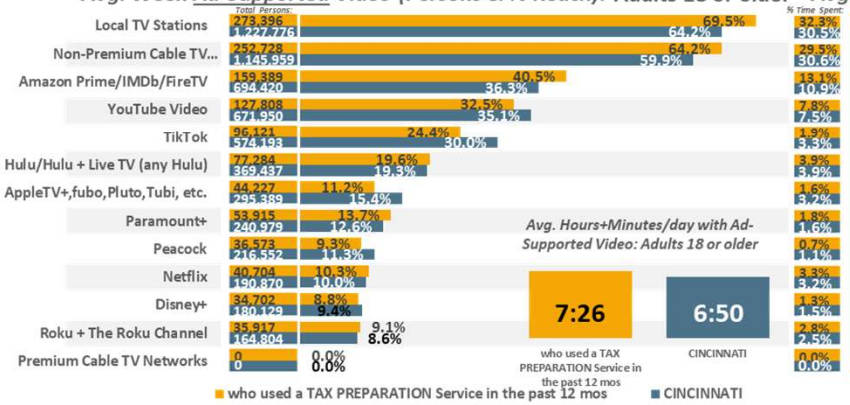
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



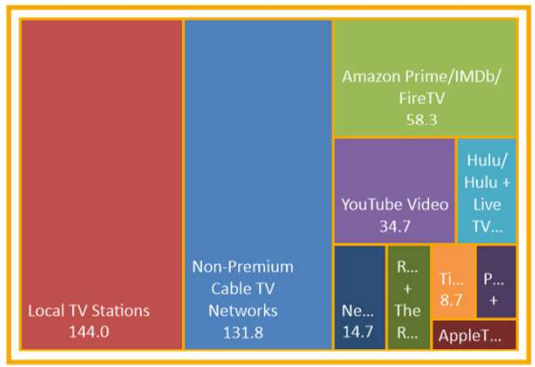


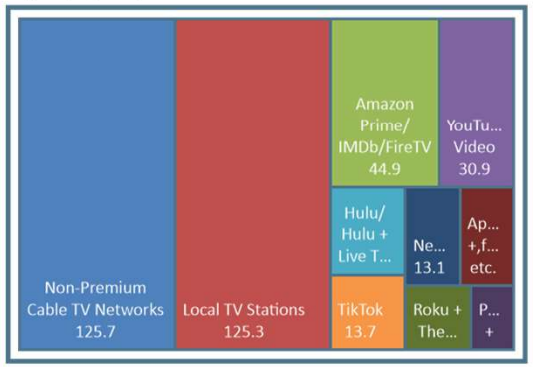
who used a TAX PREPARATION Service in the past 12 mos ■ CINCINNATI

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





who used a TAX PREPARATION Service in the past 12 mos ■ CINCINNATI

CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 415

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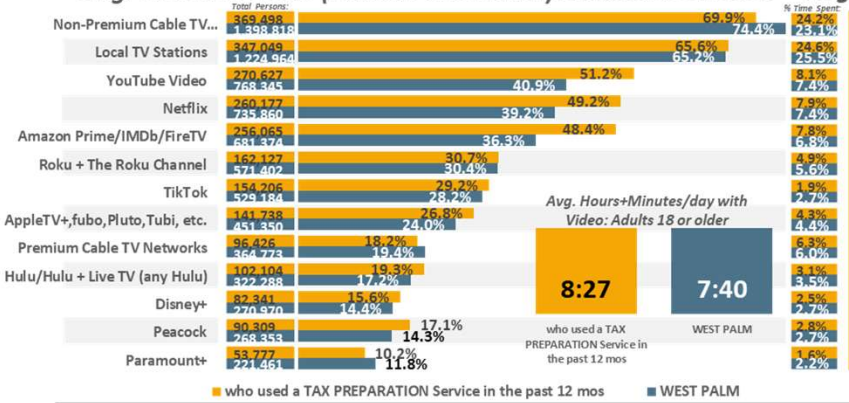
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Professional services used by HHLD past 12 months (HHLD): Tax preparation service

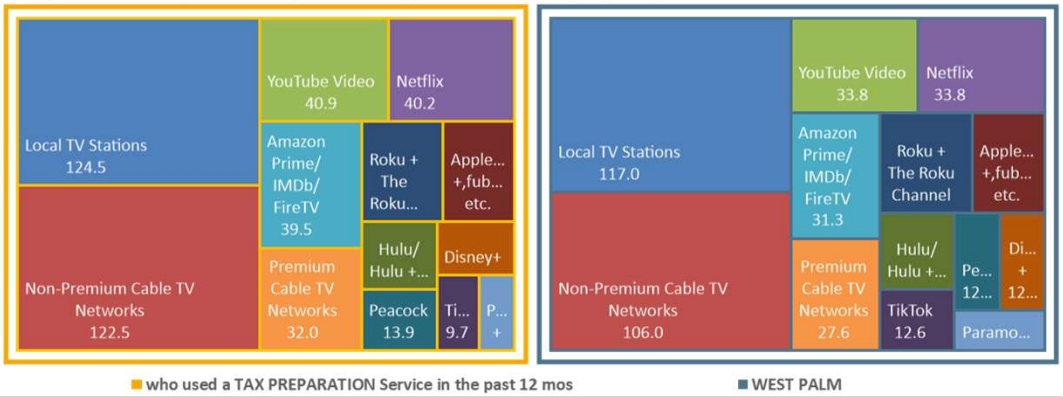


343,013 or 64.9% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos watch Ad-Supported Local TV Stations for an average of 117.5 minutes every day representing 28.1% of all time spent daily with Ad-Supported Video.

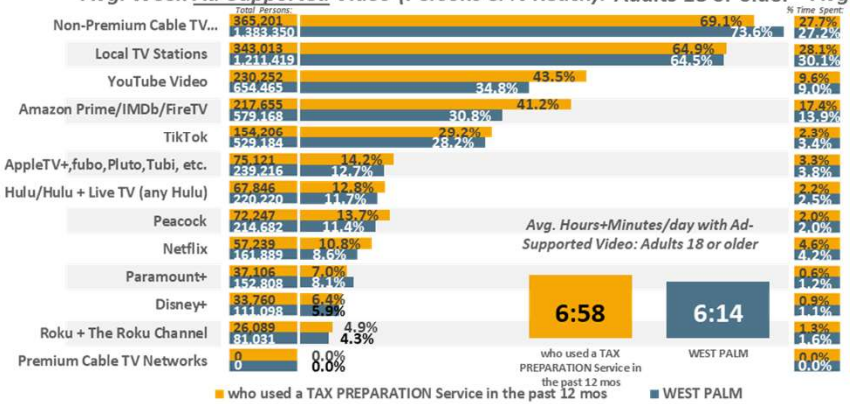
Avg. Week All Video (Persons & % Reach): Adults 18 or older



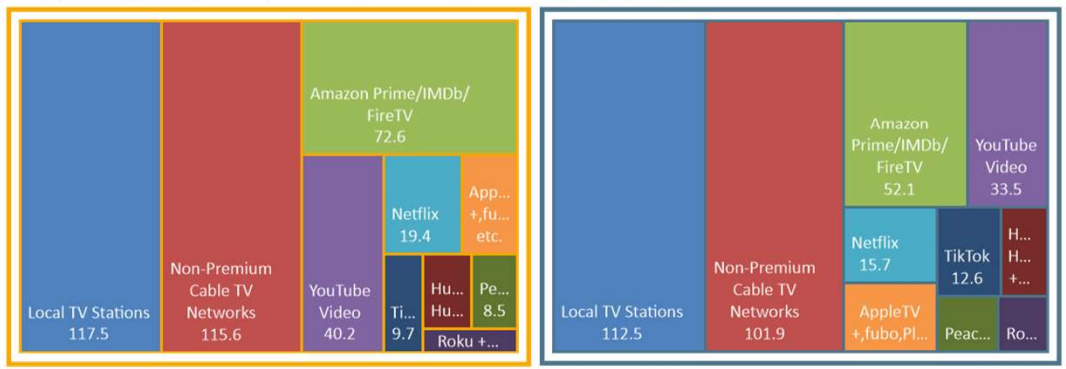
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WEST PALM DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 715

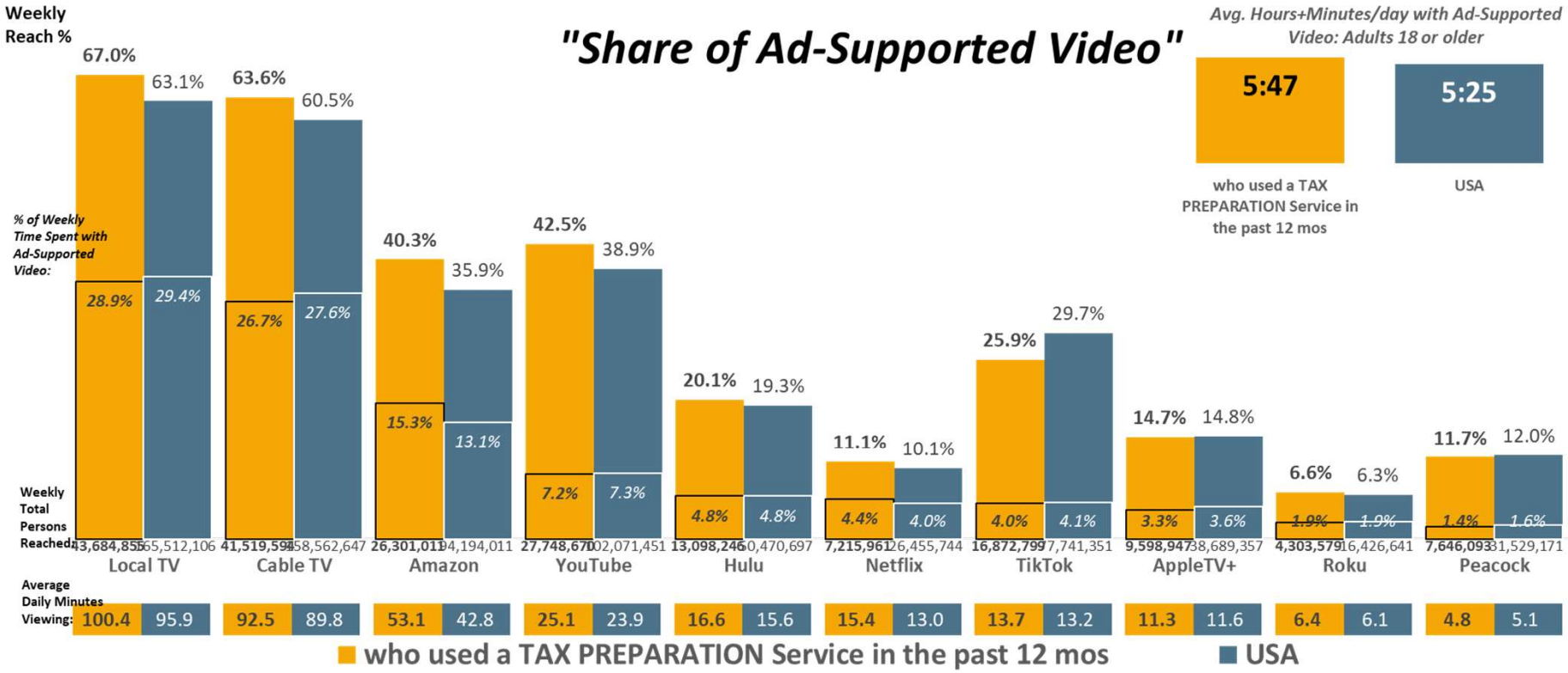
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Professional services used by HHLD past 12 months (HHLD): Tax preparation service



43,684,855 or 67.% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos watch Ad-Supported Local TV Stations for an average of 100.4 minutes every day representing 28.9% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 5,928

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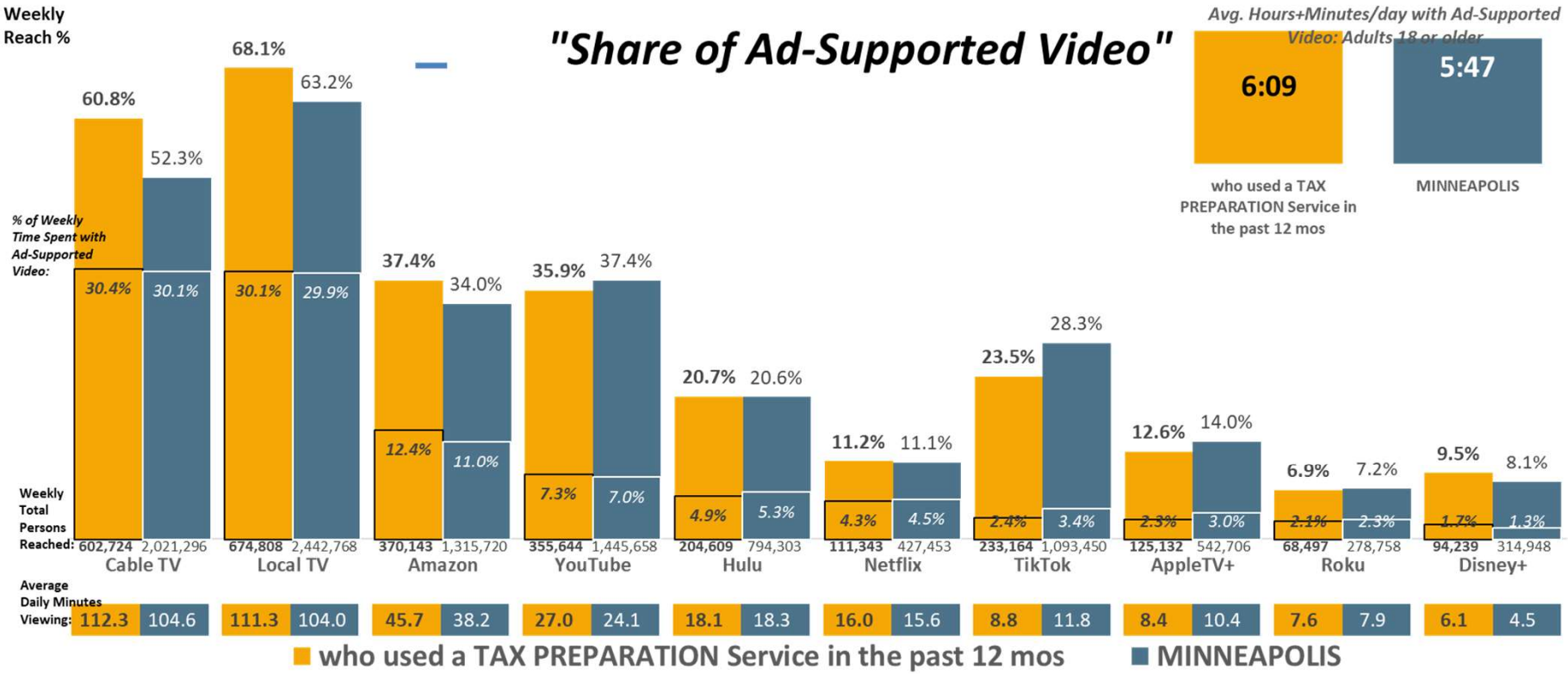
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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Professional services used by HHLD past 12 months (HHLD): Tax preparation service



674,808 or 68.1% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos watch Ad-Supported Local TV Stations for an average of 111.3 minutes every day representing 30.1% of all time spent daily with Ad-Supported Video.



MINNEAPOLIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 504 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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Professional services used by HHLD past 12 months (HHLD): Tax preparation service



417,021 or 76.2% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos watch Ad-Supported Local TV Stations for an average of 122.1 minutes every day representing 27.5% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"

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

who used a TAX PREPARATION Service in the past 12 mos	ST. LOUIS
7:23	6:23

	Cable TV	Local TV	Amazon	YouTube	Netflix	Hulu	AppleTV+	Roku	TikTok	Disney+
Weekly Reach %	67.2% / 61.8%	76.2% / 68.0%	39.1% / 35.1%	36.6% / 37.8%	12.2% / 10.7%	19.4% / 22.0%	14.8% / 16.1%	8.8% / 8.6%	21.6% / 28.2%	9.6% / 9.1%
% of Weekly Time Spent with Ad-Supported Video:	31.3% / 30.7%	27.5% / 28.1%	12.9% / 10.6%	7.0% / 6.5%	4.9% / 3.8%	4.2% / 5.3%	3.0% / 3.6%	2.8% / 2.8%	1.9% / 3.4%	1.6% / 1.5%
Weekly Total Persons Reached:	367,589 / 1,550,955	417,021 / 1,704,403	213,660 / 879,061	200,344 / 948,907	66,953 / 268,105	105,988 / 552,496	80,838 / 404,407	48,143 / 215,434	117,940 / 707,304	52,645 / 229,189
Average Daily Minutes Viewing:	138.8 / 118.0	122.1 / 107.9	57.2 / 40.8	31.0 / 25.0	21.7 / 14.7	18.6 / 20.4	13.1 / 13.8	12.4 / 10.6	8.5 / 12.9	7.2 / 5.7

■ who used a TAX PREPARATION Service in the past 12 mos ■ ST. LOUIS

ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 486 | ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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Professional services used by HHLD past 12 months (HHLD): Tax preparation service



273,396 or 69.5% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos watch Ad-Supported Local TV Stations for an average of 144. minutes every day representing 32.3% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"

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

who used a TAX PREPARATION Service in the past 12 mos	CINCINNATI
7:26	6:50

	Local TV	Cable TV	Amazon	YouTube	Hulu	Netflix	Roku	TikTok	Paramount+	AppleTV+
Weekly Reach %	69.5% / 64.2%	64.2% / 59.9%	40.5% / 36.3%	32.5% / 35.1%	19.6% / 19.3%	10.3% / 10.0%	9.1% / 8.6%	24.4% / 30.0%	13.7% / 12.6%	11.2% / 15.4%
% of Weekly Time Spent with Ad-Supported Video:	32.3% / 30.5%	29.5% / 30.6%	13.1% / 10.9%	7.8% / 7.5%	3.9% / 3.9%	3.3% / 3.2%	2.8% / 2.5%	1.9% / 3.3%	1.8% / 1.6%	1.6% / 3.2%
Weekly Total Persons Reached:	273,396 / 1,227,776	252,728 / 1,145,959	159,389 / 694,420	127,808 / 671,950	77,284 / 369,437	40,704 / 190,870	35,917 / 164,804	96,121 / 574,193	53,915 / 240,979	44,227 / 295,389
Average Daily Minutes Viewing:	144.0 / 125.3	131.8 / 125.7	58.3 / 44.9	34.7 / 30.9	17.3 / 16.0	14.7 / 13.1	12.5 / 10.2	8.7 / 13.7	8.2 / 6.7	7.2 / 13.0

■ who used a TAX PREPARATION Service in the past 12 mos ■ CINCINNATI

CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 415 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

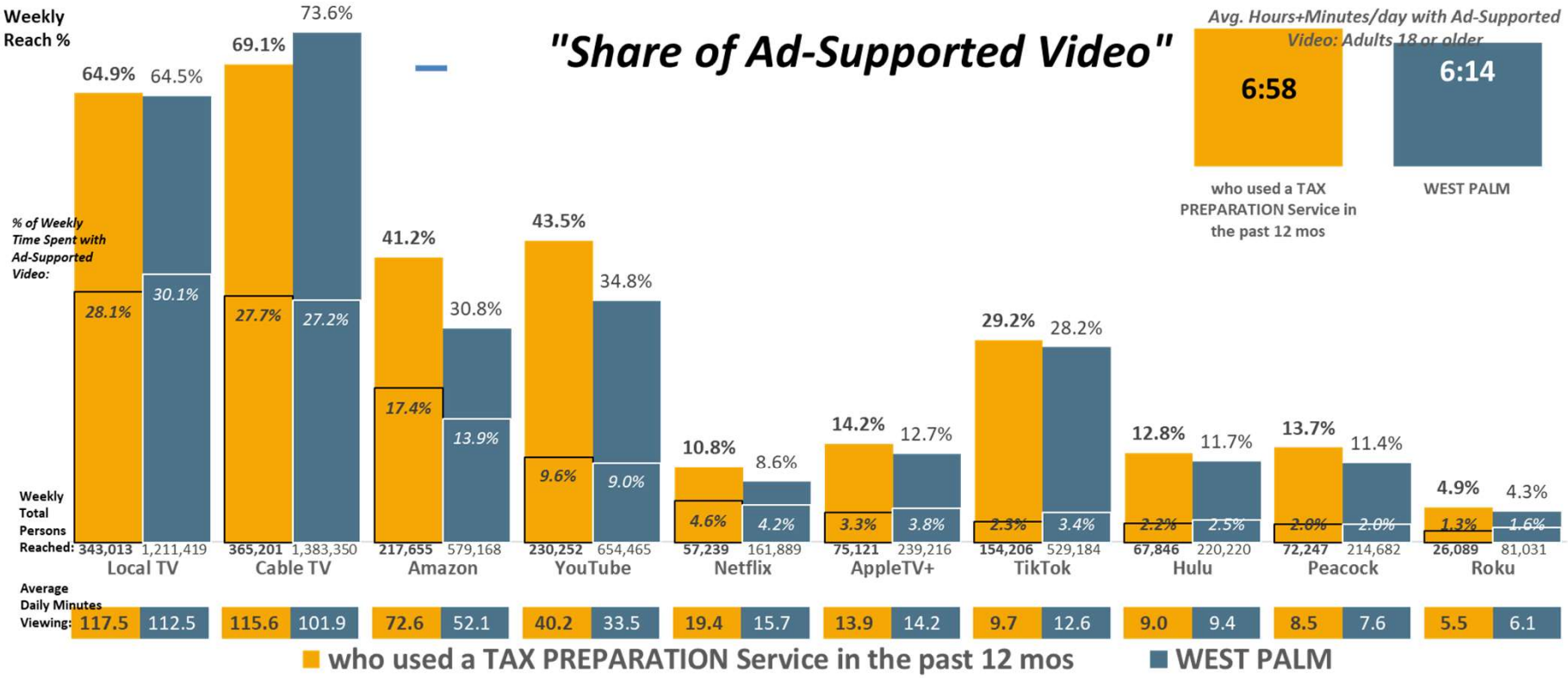
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Professional services used by HHLD past 12 months (HHLD): Tax preparation service



343,013 or 64.9% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos watch Ad-Supported Local TV Stations for an average of 117.5 minutes every day representing 28.1% of all time spent daily with Ad-Supported Video.



WEST PALM DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 715 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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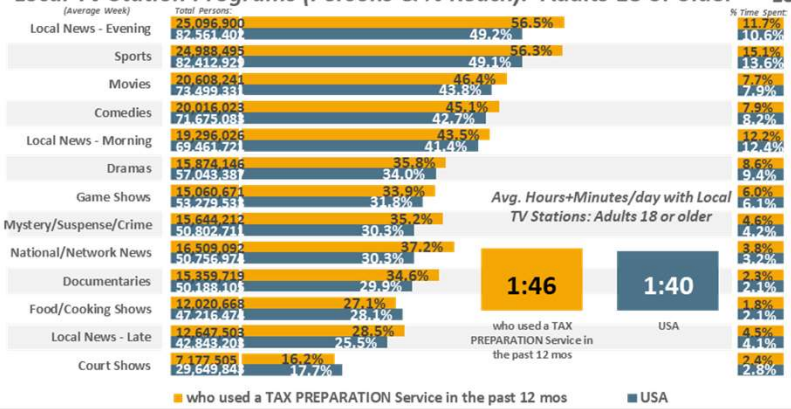
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Professional services used by HHLD past 12 months (HHLD): Tax preparation service

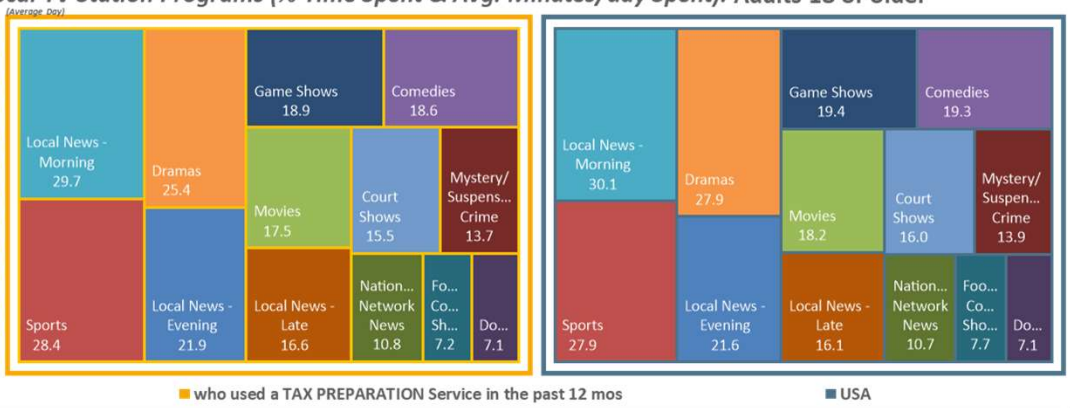


43,684,855 or 67.% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Local News - Morning, Comedies, and Dramas.

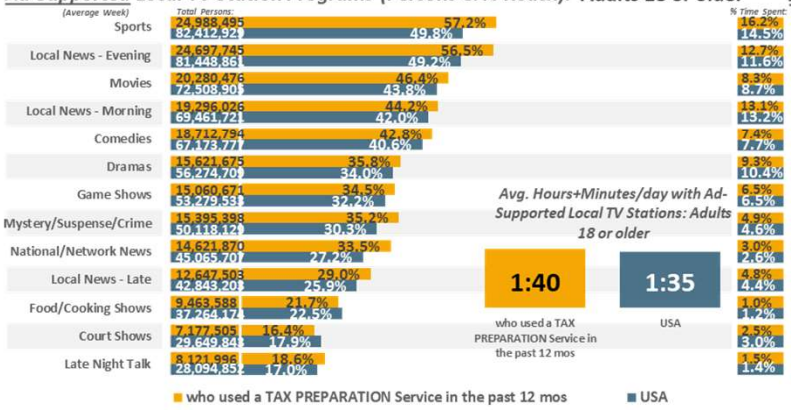
Local TV Station Programs (Persons & % Reach): Adults 18 or older



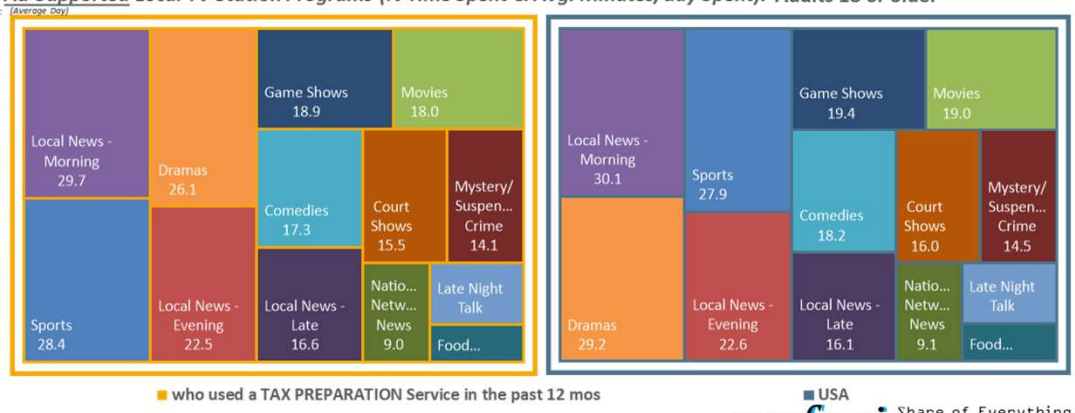
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 5,928

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

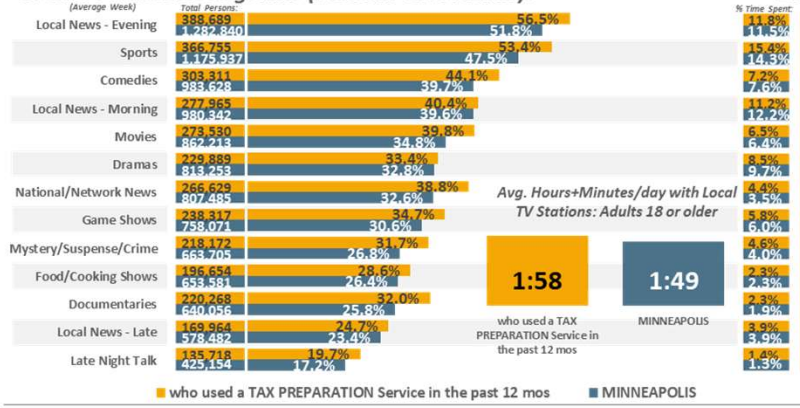
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Professional services used by HHLD past 12 months (HHLD): Tax preparation service

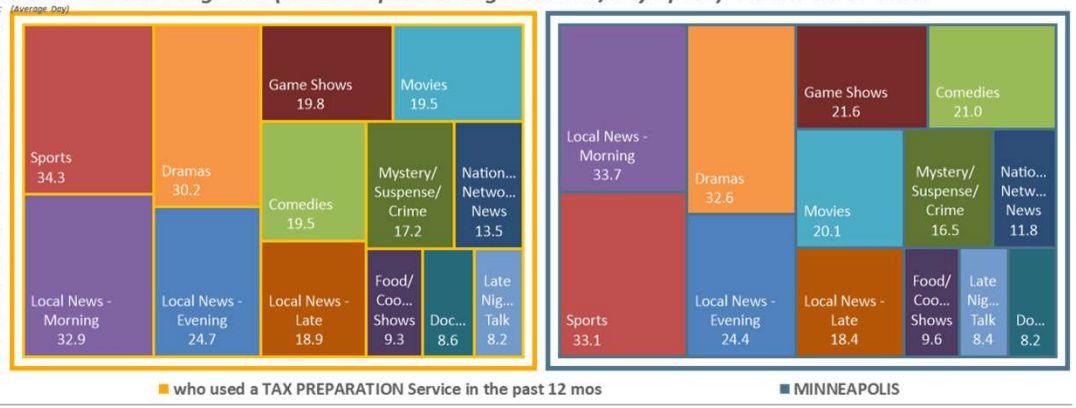


674,808 or 68.1% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Comedies, Local News - Morning, Movies, and Game Shows.

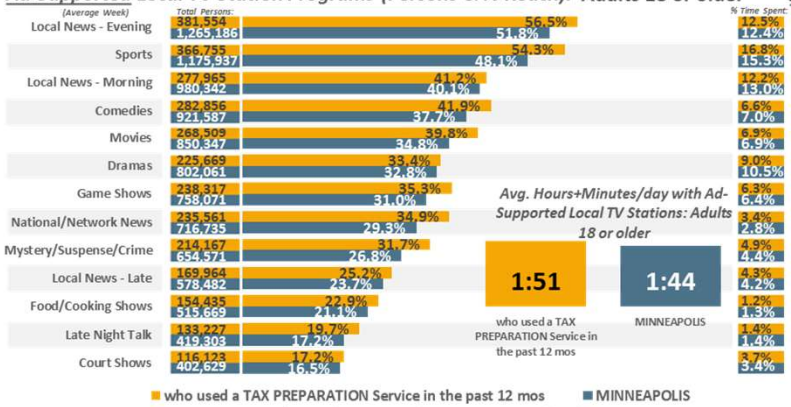
Local TV Station Programs (Persons & % Reach): Adults 18 or older



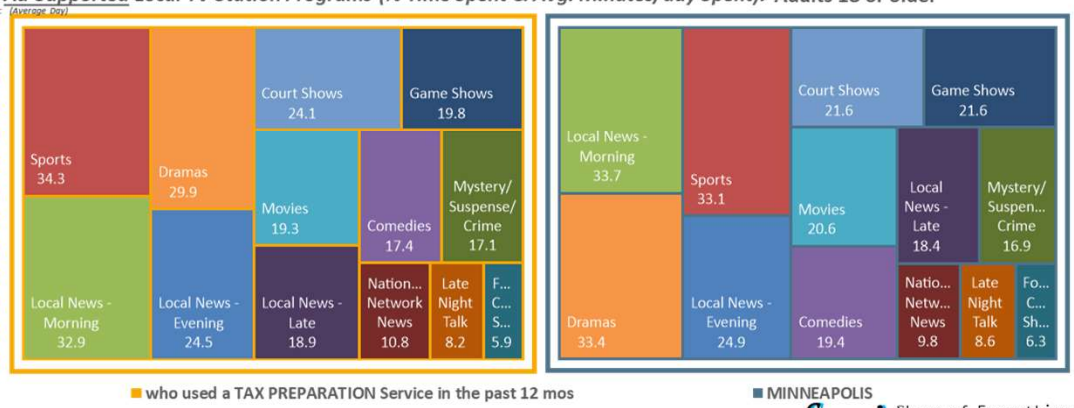
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MINNEAPOLIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 504

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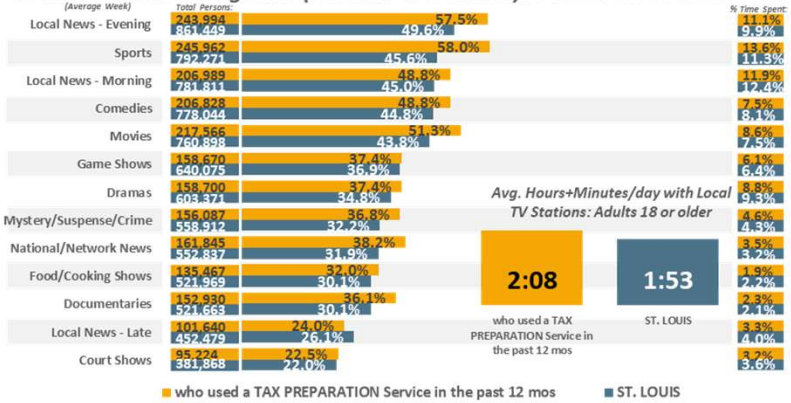
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Professional services used by HHLD past 12 months (HHLD): Tax preparation service

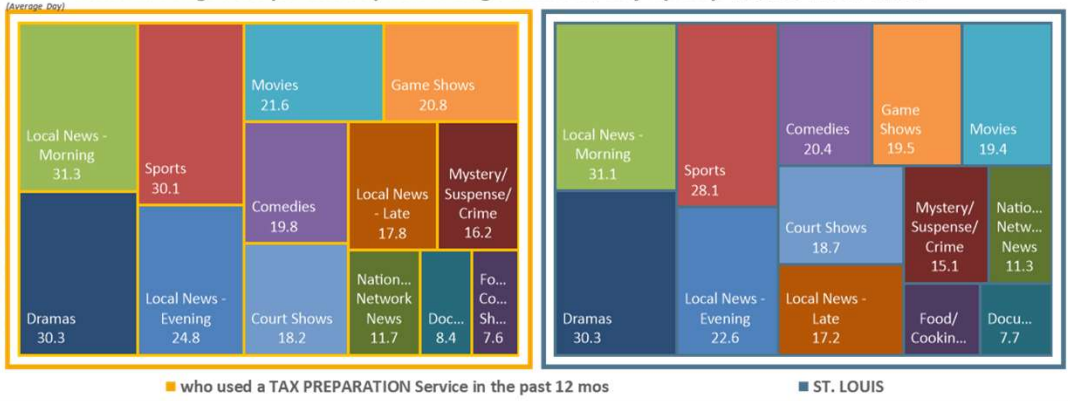


417,021 or 76.2% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Local News - Morning, Comedies, and Game Shows.

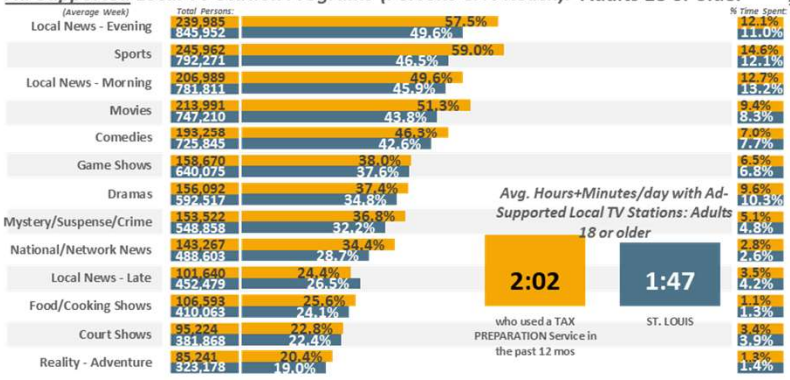
Local TV Station Programs (Persons & % Reach): Adults 18 or older



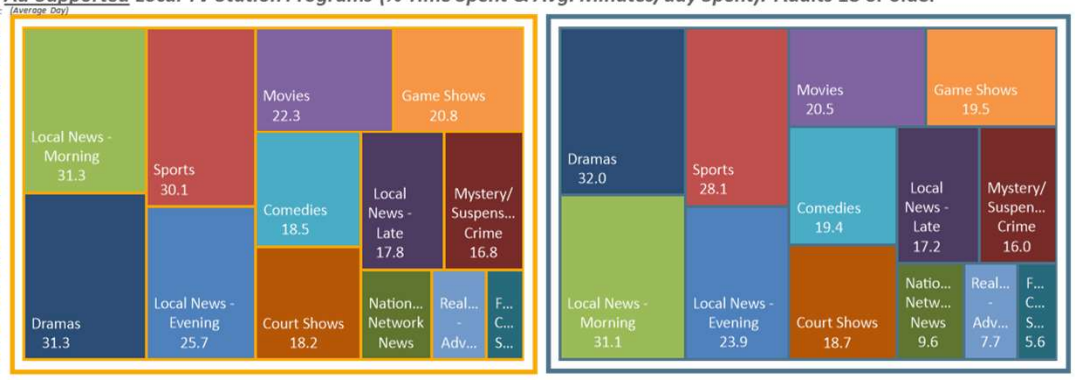
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 486

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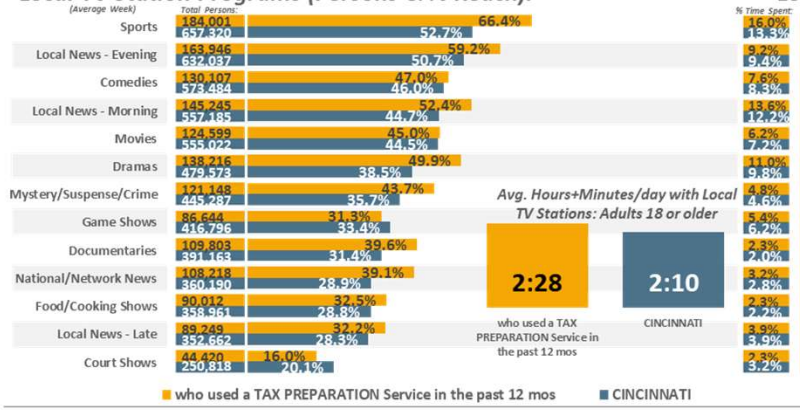
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Professional services used by HHLD past 12 months (HHLD): Tax preparation service

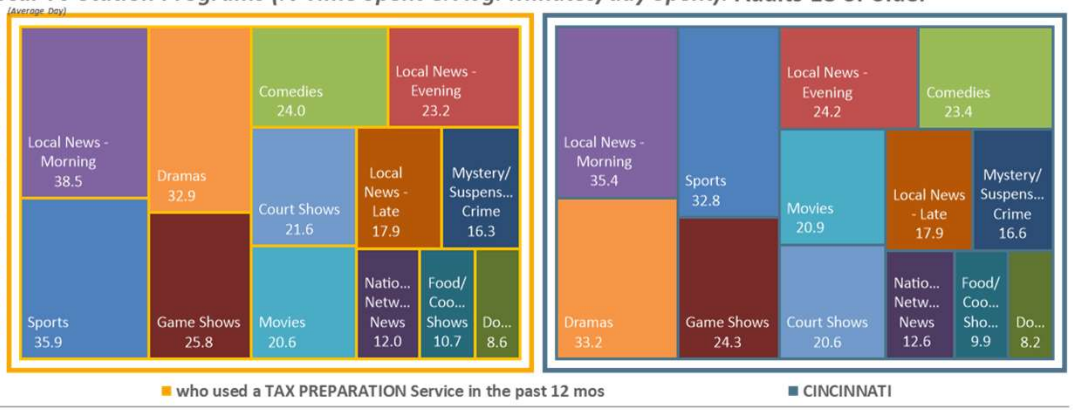


273,396 or 69.5% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Dramas, Movies, and Comedies.

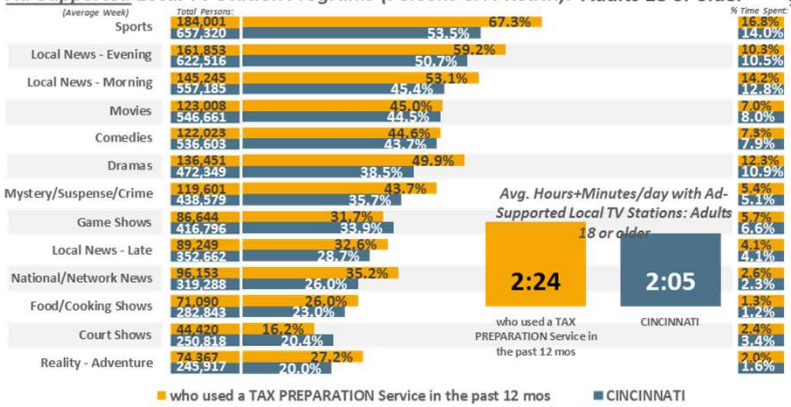
Local TV Station Programs (Persons & % Reach): Adults 18 or older



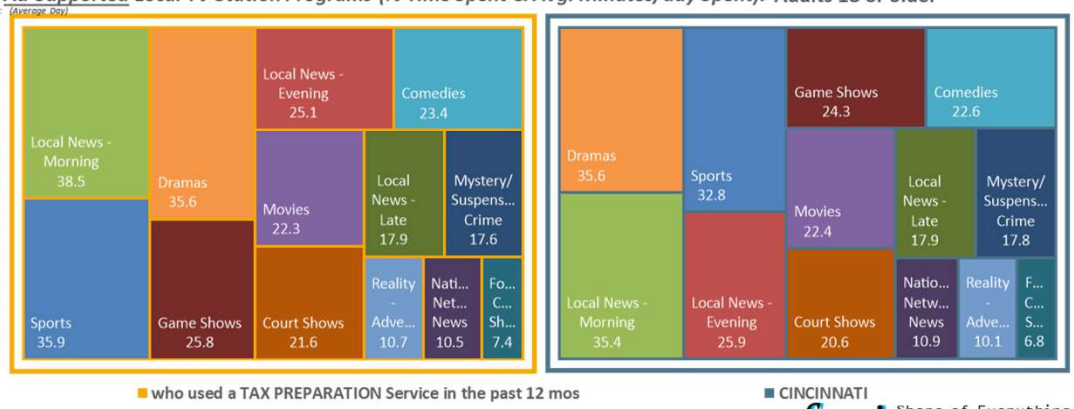
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 415

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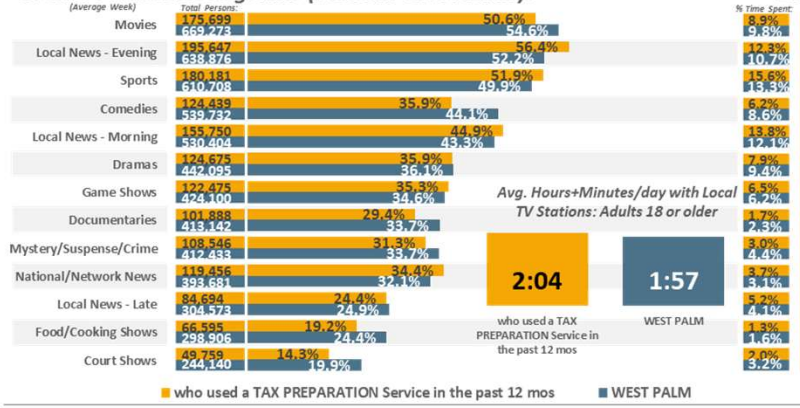
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Professional services used by HHLD past 12 months (HHLD): Tax preparation service

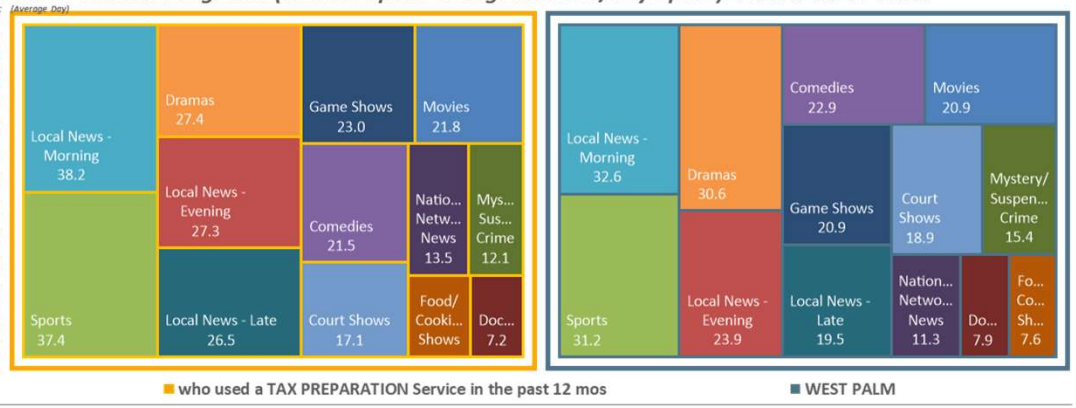


343,013 or 64.9% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Movies, Local News - Morning, Dramas, and Game Shows.

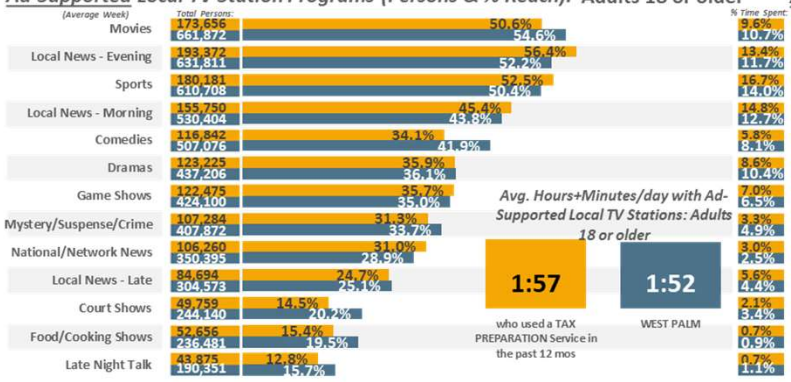
Local TV Station Programs (Persons & % Reach): Adults 18 or older



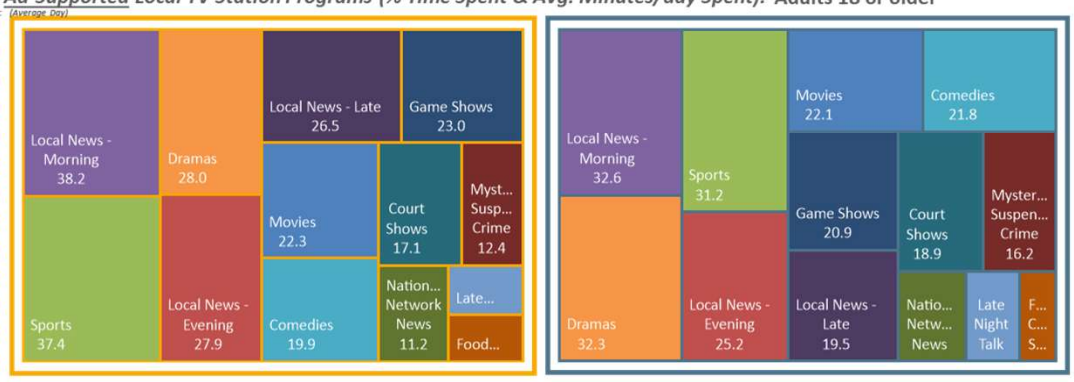
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WEST PALM DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 715

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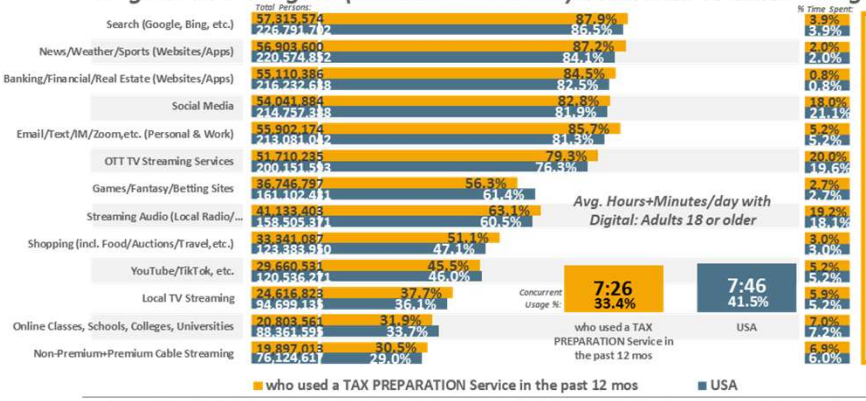
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Professional services used by HHLD past 12 months (HHLD): Tax preparation service

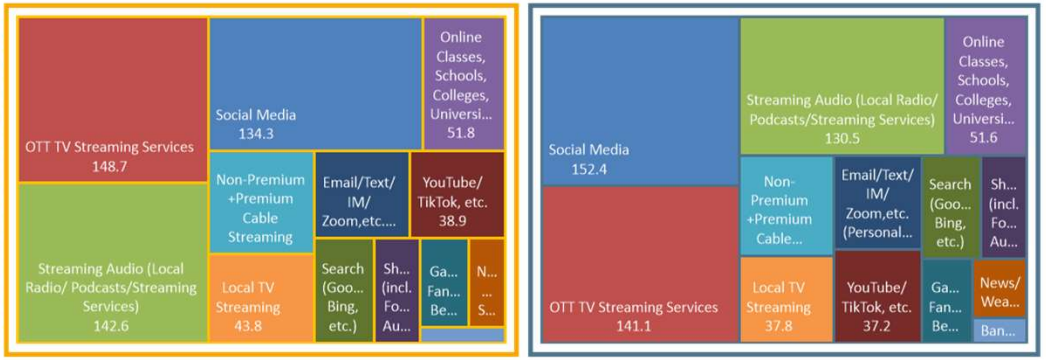


47,761,386 or 73.2% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos use Ad-Supported Social Media for an average of 118.7 minutes every day representing 21.2% of all time spent daily with Ad-Supported Digital Media.

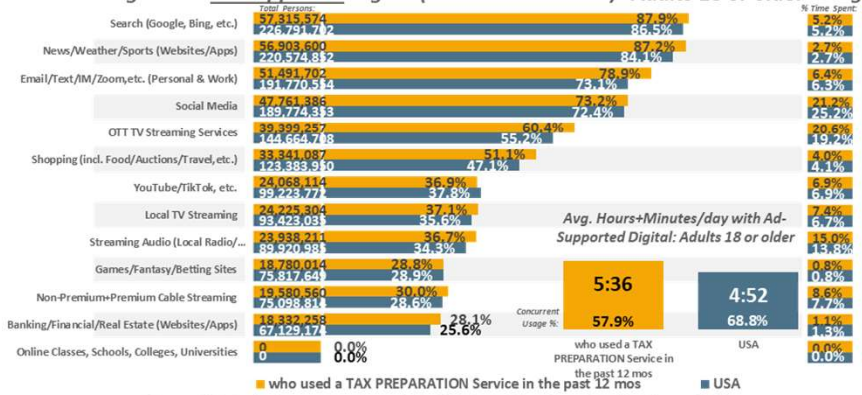
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



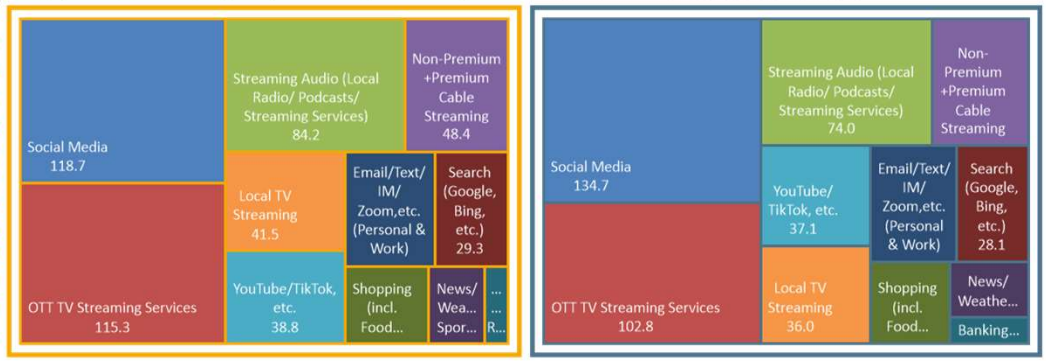
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 5,928

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

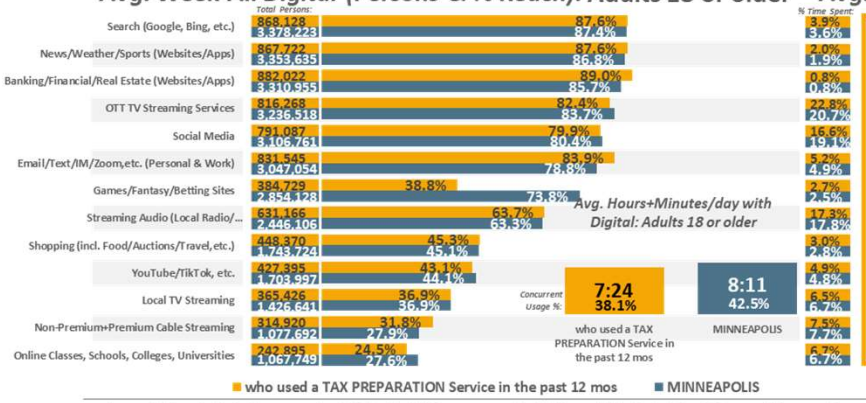
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Professional services used by HHLD past 12 months (HHLD): Tax preparation service

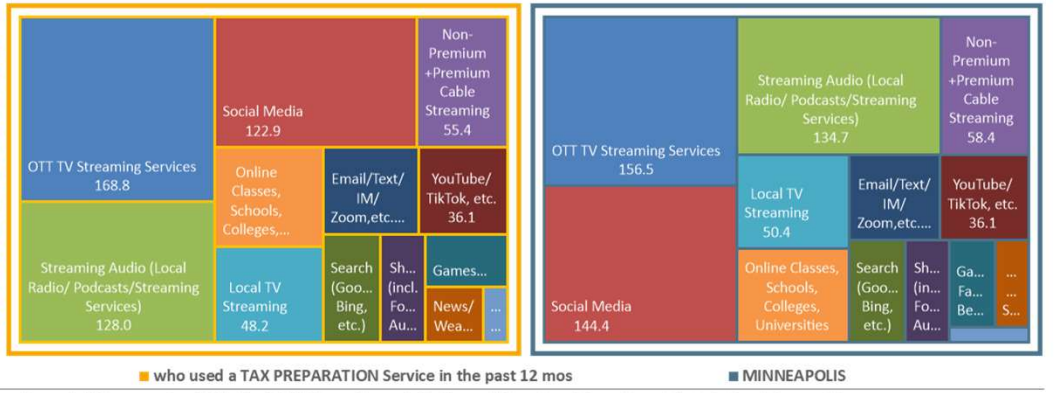


691,274 or 69.8% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos use Ad-Supported Social Media for an average of 107.4 minutes every day representing 19.9% of all time spent daily with Ad-Supported Digital Media.

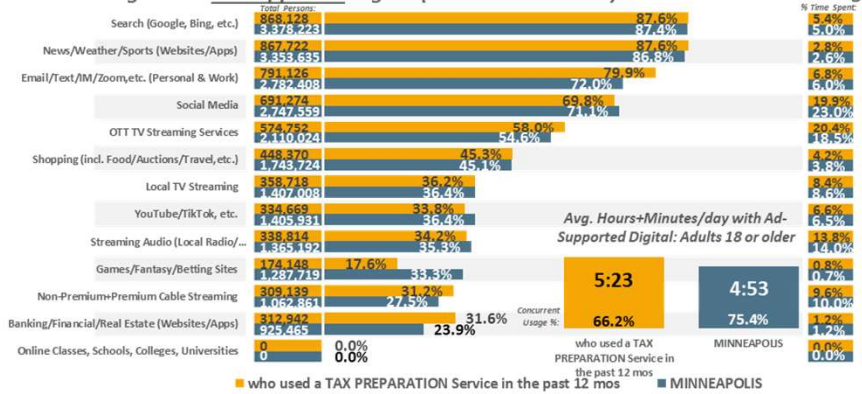
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



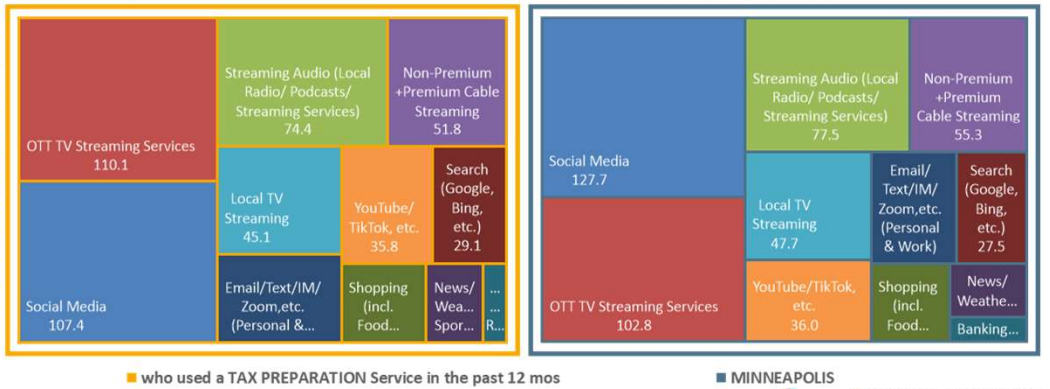
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MINNEAPOLIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 504

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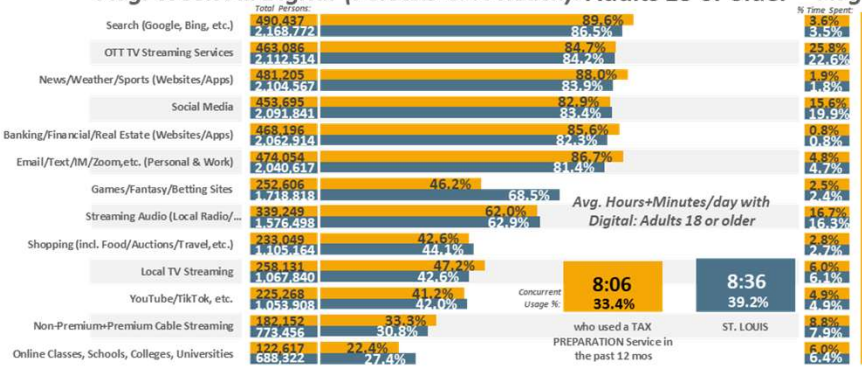
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Professional services used by HHLD past 12 months (HHLD): Tax preparation service

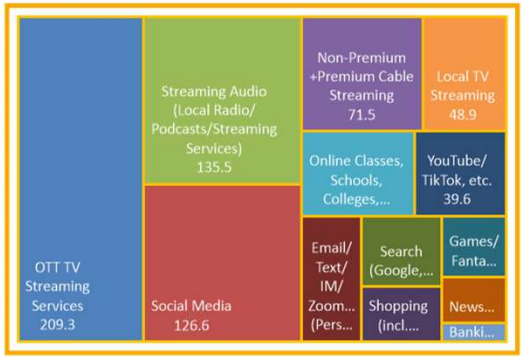


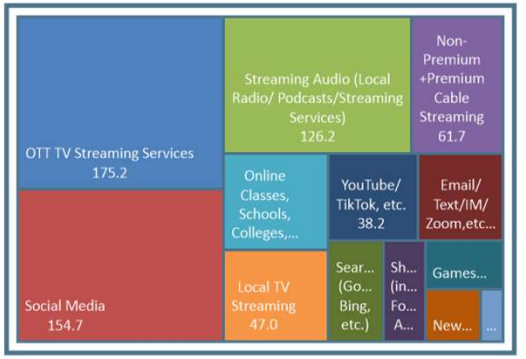
398,969 or 72.9% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos use Ad-Supported Social Media for an average of 111.3 minutes every day representing 18.3% of all time spent daily with Ad-Supported Digital Media.

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

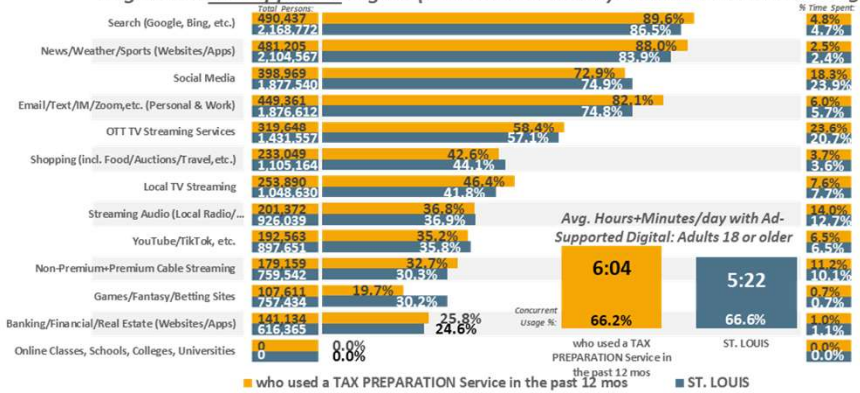


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

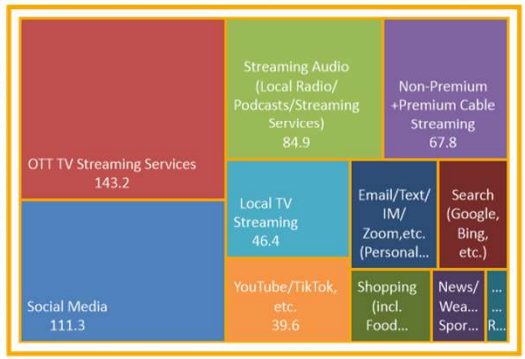


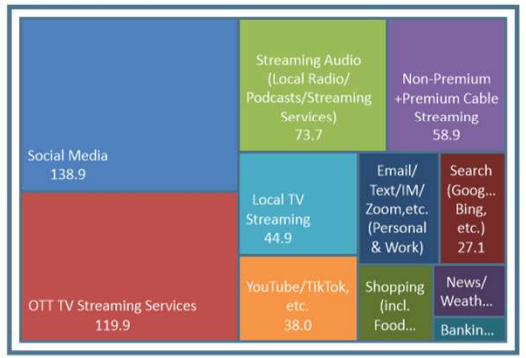


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 486

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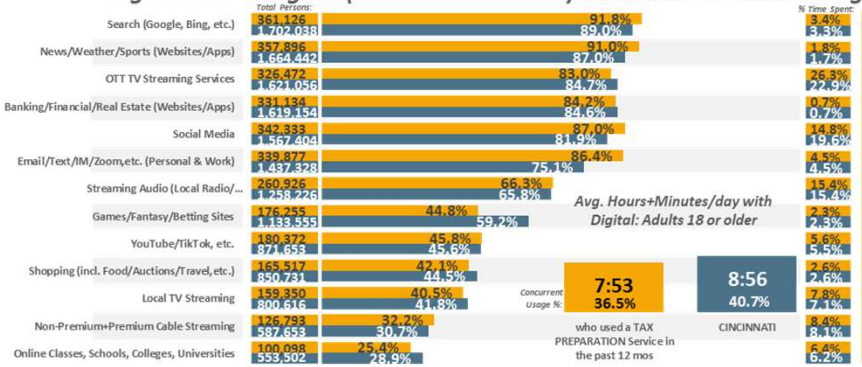
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Professional services used by HHLD past 12 months (HHLD): Tax preparation service

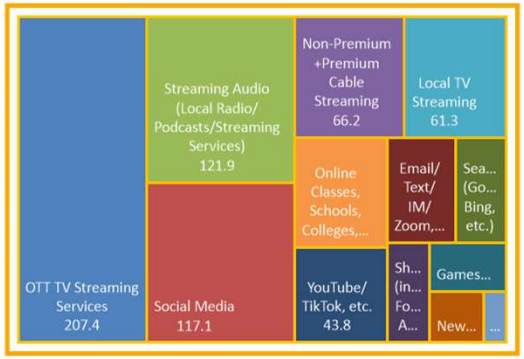


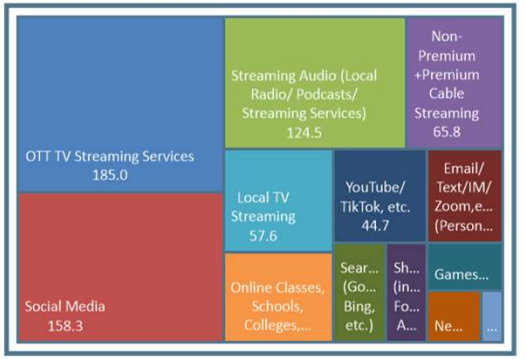
301,311 or 76.6% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos use Ad-Supported Social Media for an average of 103. minutes every day representing 17.9% of all time spent daily with Ad-Supported Digital Media.

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

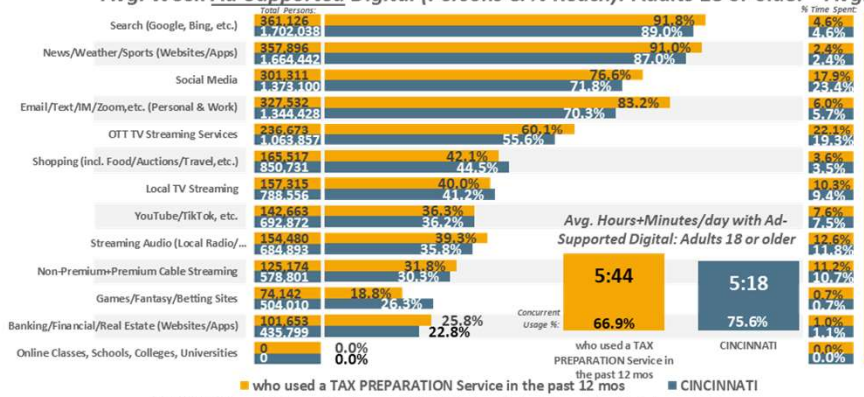


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

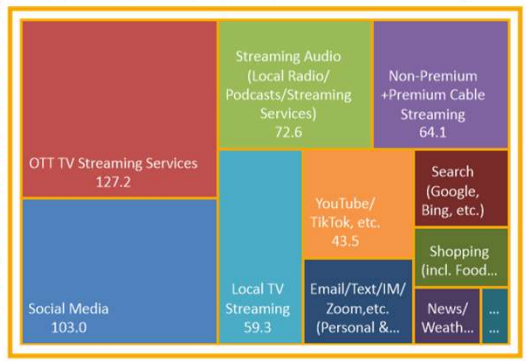


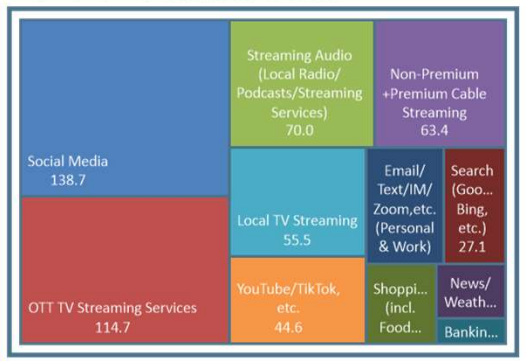


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 415

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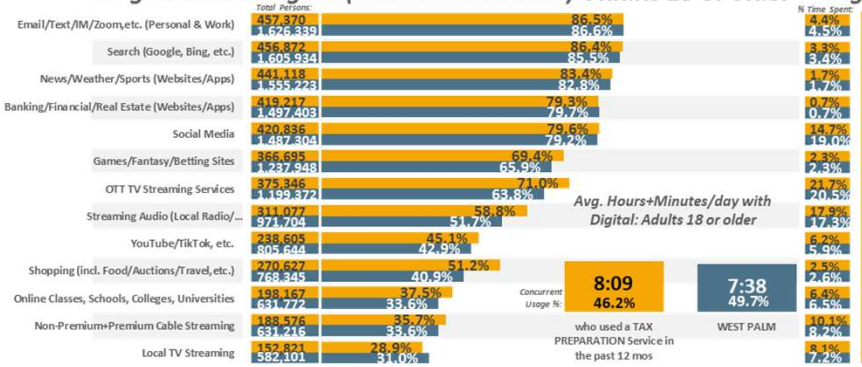
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Professional services used by HHLD past 12 months (HHLD): Tax preparation service

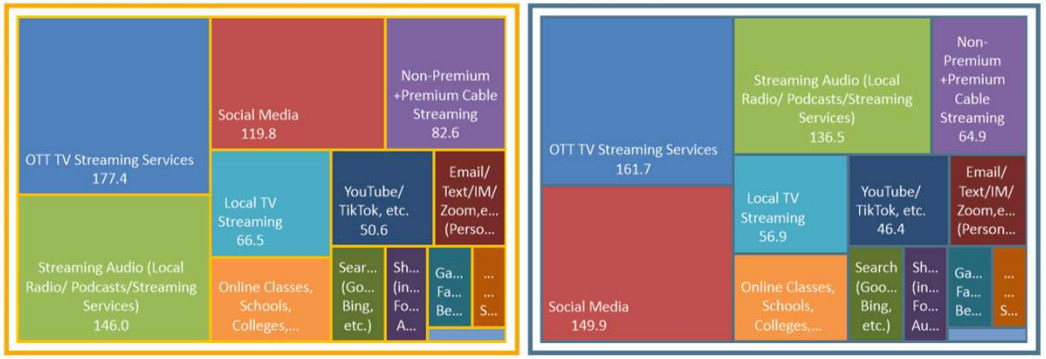


354,566 or 67.1% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos use Ad-Supported Social Media for an average of 100.9 minutes every day representing 16.4% of all time spent daily with Ad-Supported Digital Media.

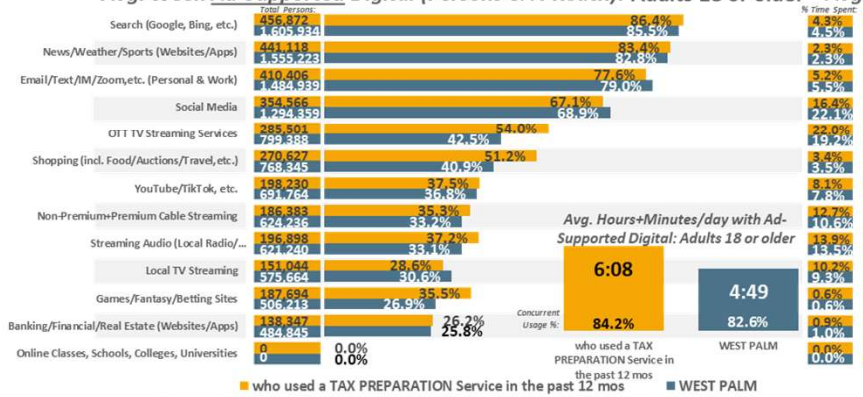
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



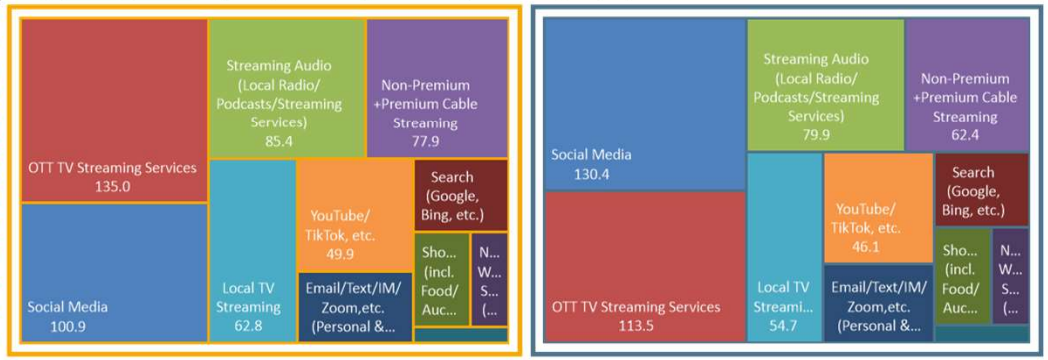
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WEST PALM DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 715

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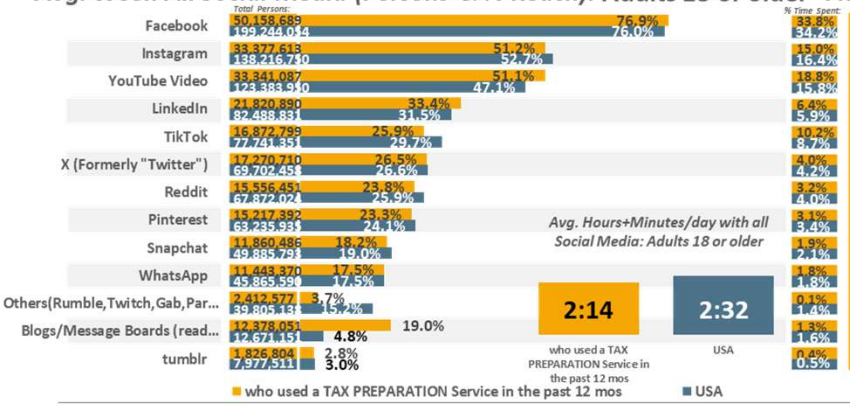
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Professional services used by HHLD past 12 months (HHLD): Tax preparation service

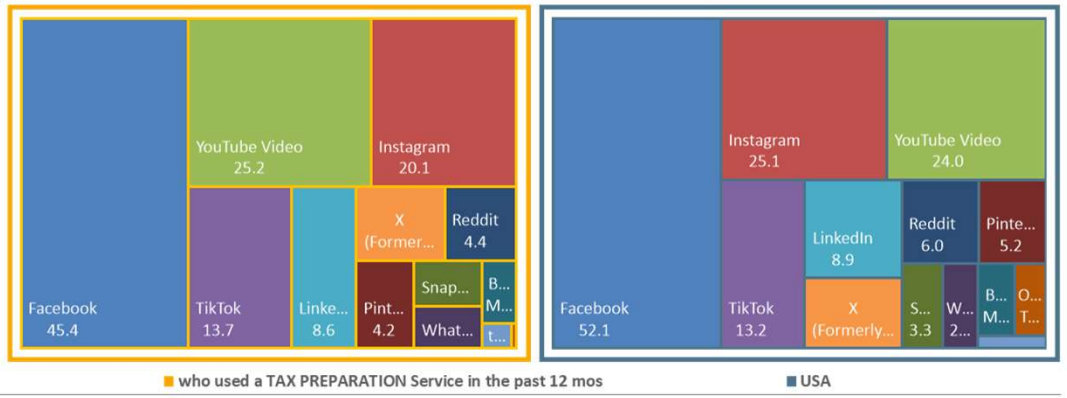


47,761,386 or 73.2% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos use Ad-Supported Facebook for an average of 39.5 minutes every day representing 33.3% of all time spent daily with Ad-Supported Social Media.

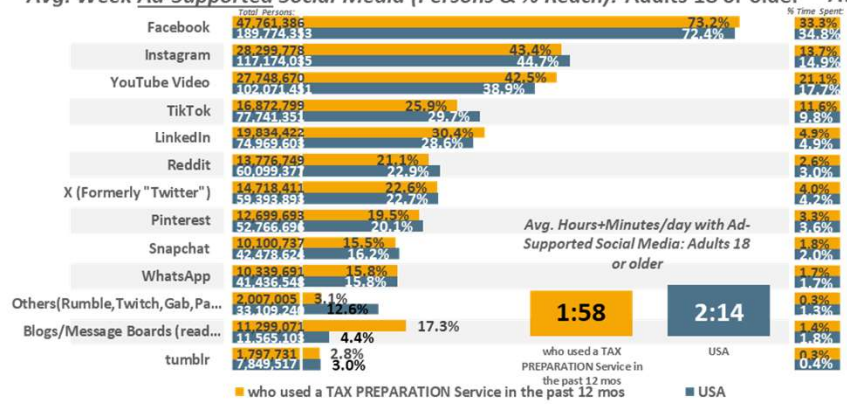
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



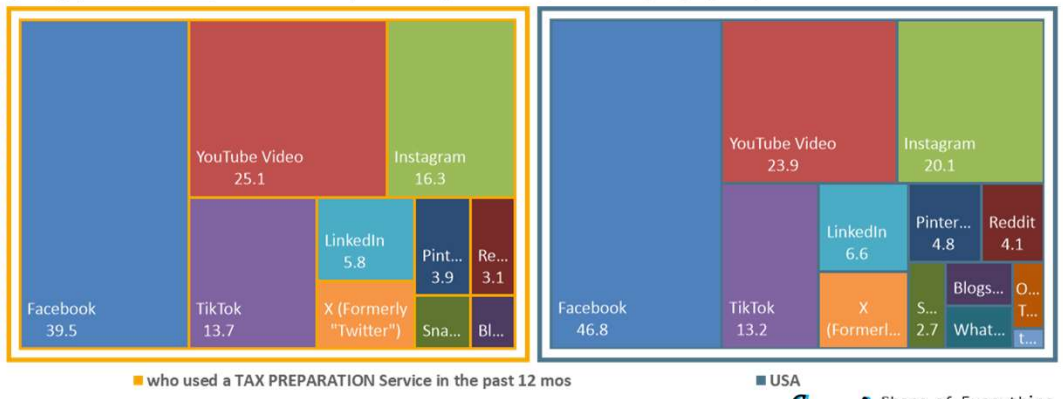
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 5,928

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

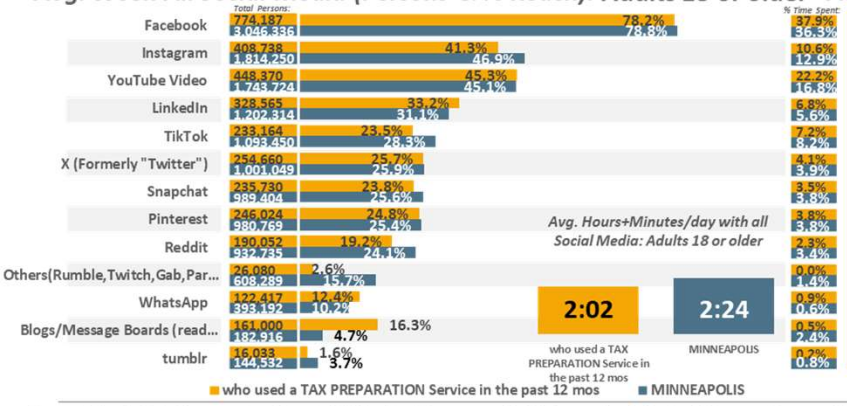
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Professional services used by HHLD past 12 months (HHLD): Tax preparation service

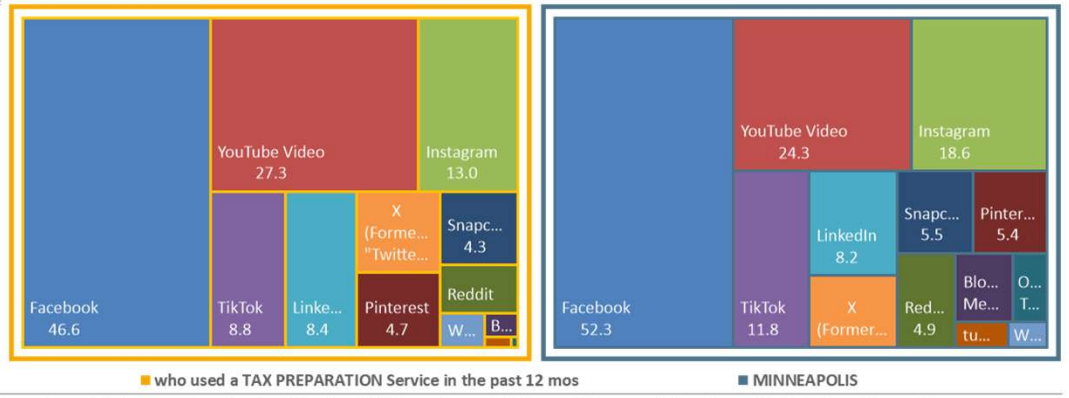


691,274 or 69.8% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos use Ad-Supported Facebook for an average of 37.2 minutes every day representing 34.6% of all time spent daily with Ad-Supported Social Media.

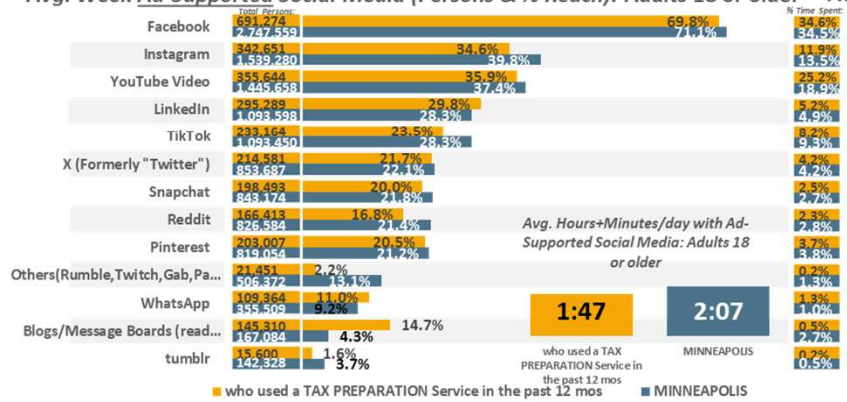
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



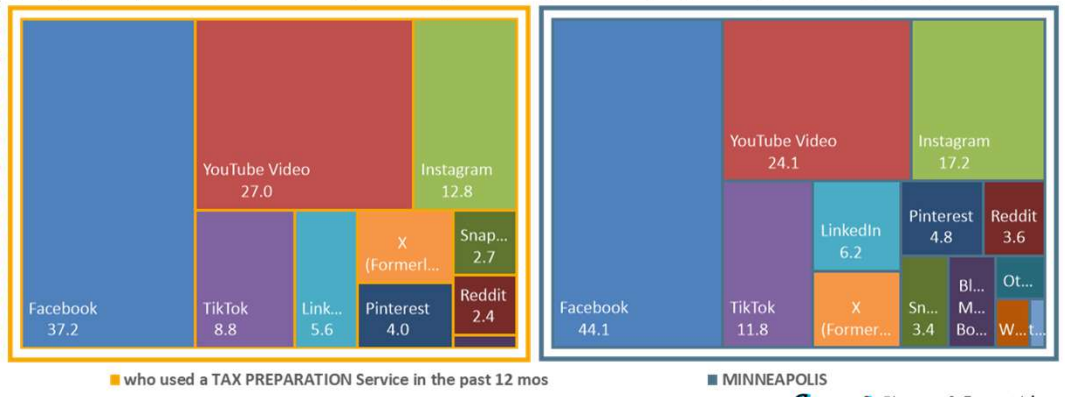
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MINNEAPOLIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 504

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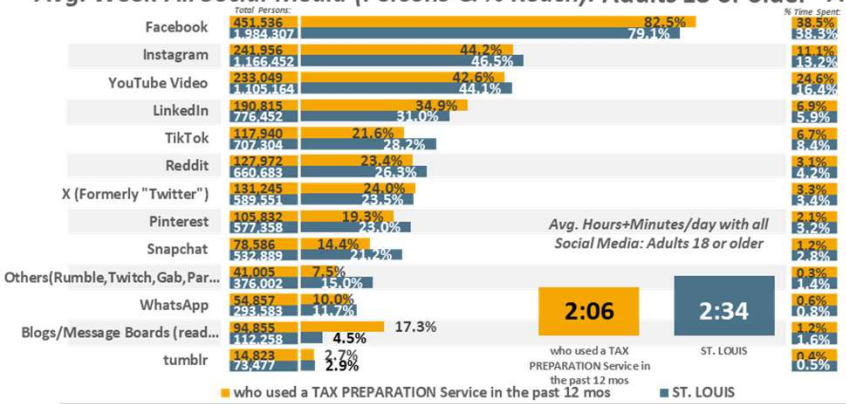
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Professional services used by HHLD past 12 months (HHLD): Tax preparation service

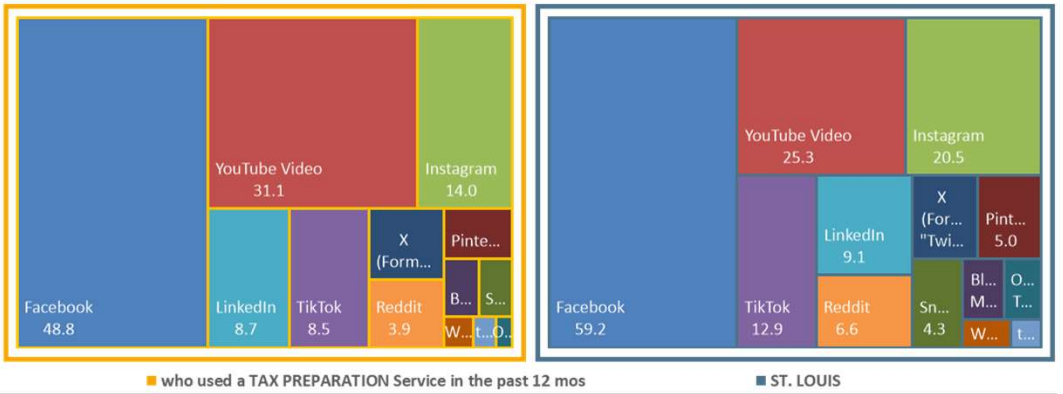


398,969 or 72.9% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos use Ad-Supported Facebook for an average of 37.5 minutes every day representing 33.7% of all time spent daily with Ad-Supported Social Media.

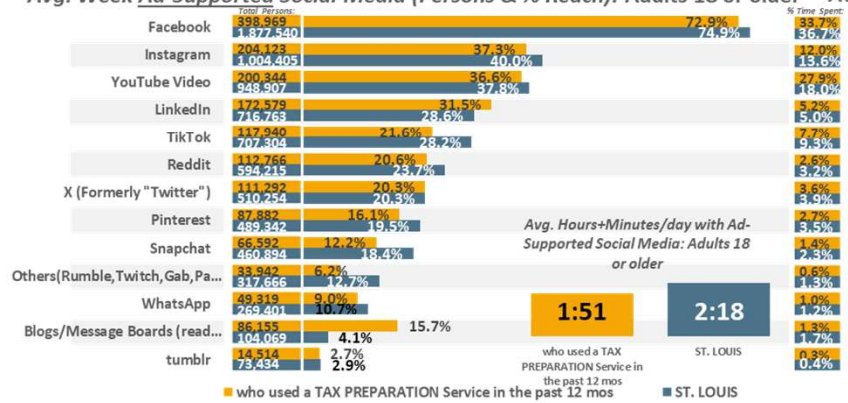
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



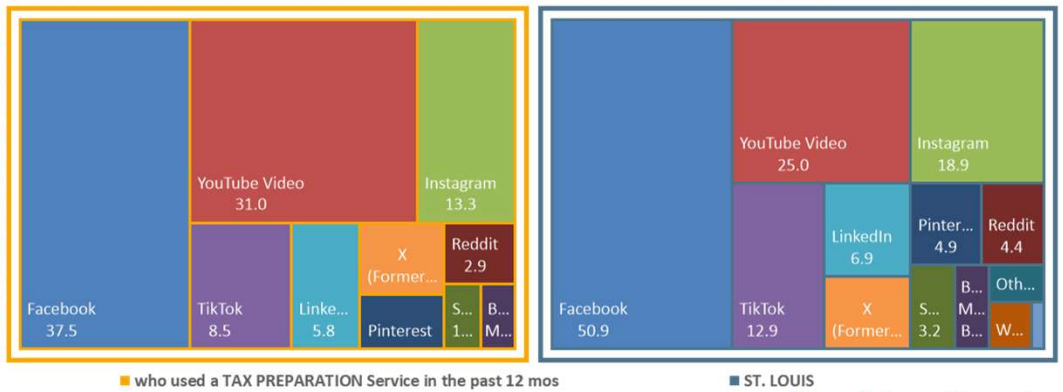
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 486

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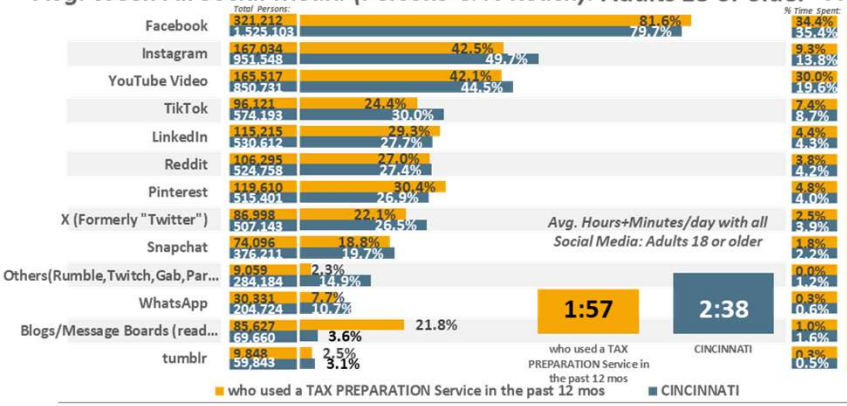
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Professional services used by HHLD past 12 months (HHLD): Tax preparation service

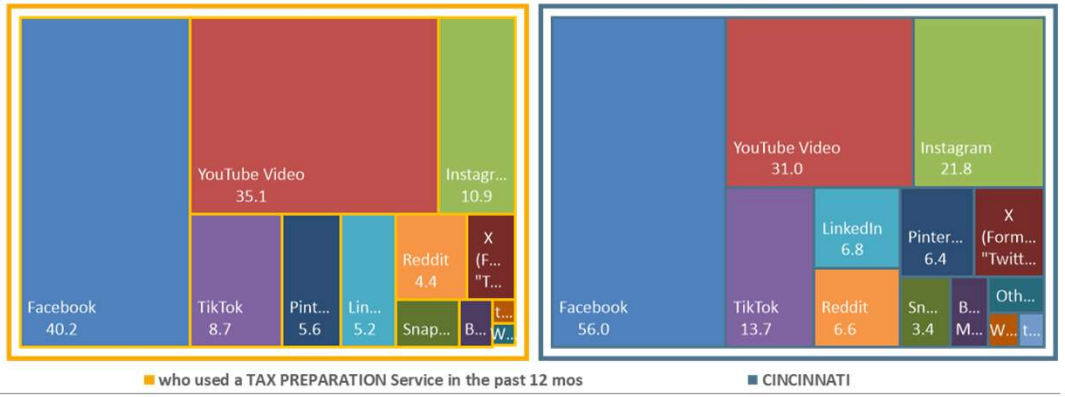


127,808 or 32.5% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos use Ad-Supported YouTube Video for an average of 34.7 minutes every day representing 33.7% of all time spent daily with Ad-Supported Social Media.

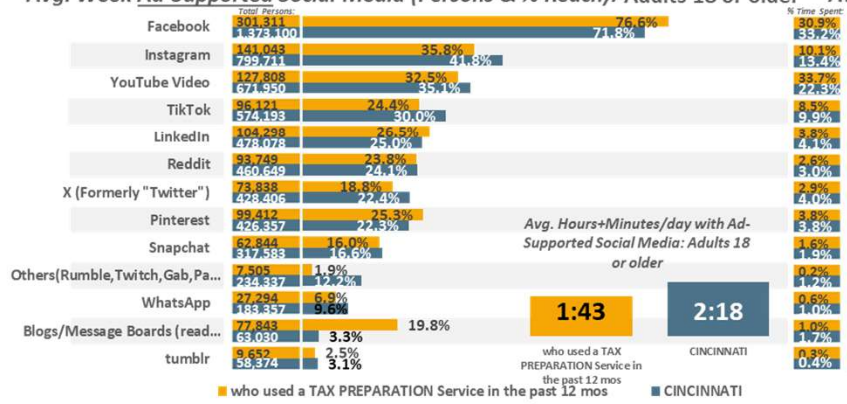
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



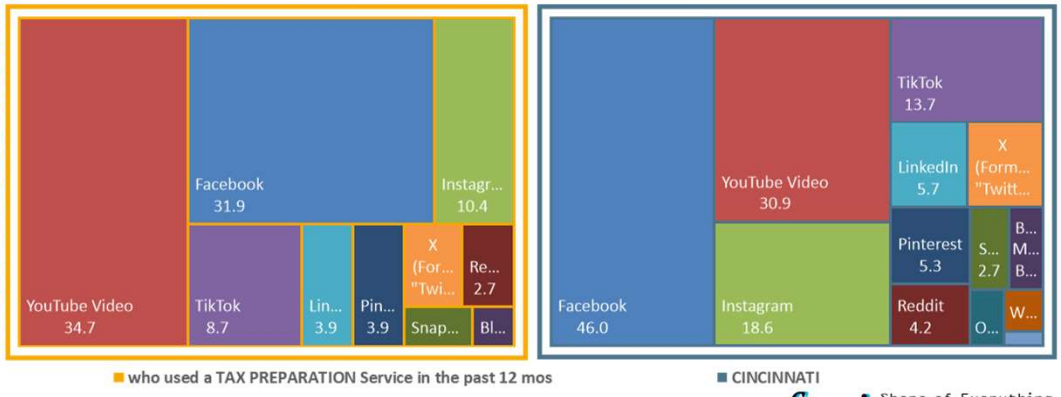
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 415

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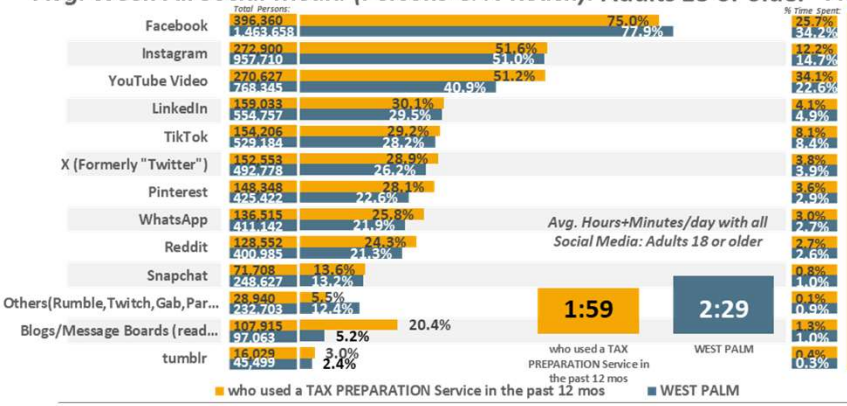
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Professional services used by HHLD past 12 months (HHLD): Tax preparation service

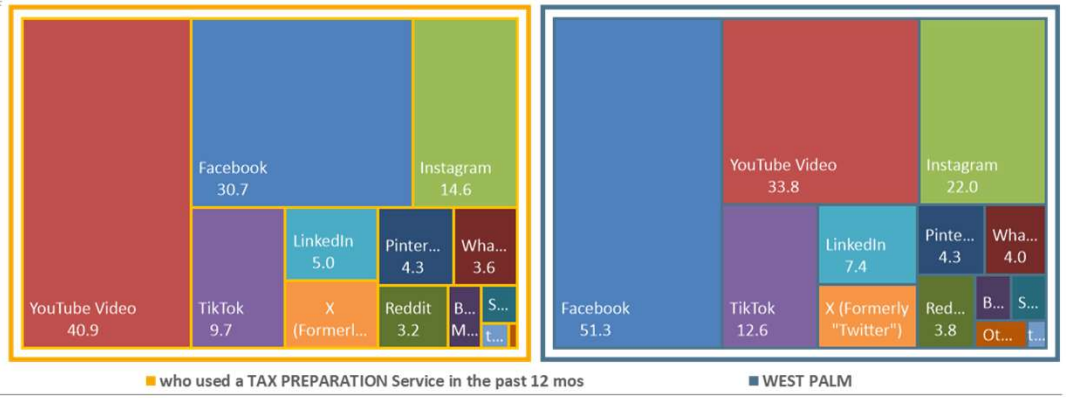


230,252 or 43.5% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos use Ad-Supported YouTube Video for an average of 40.2 minutes every day representing 39.9% of all time spent daily with Ad-Supported Social Media.

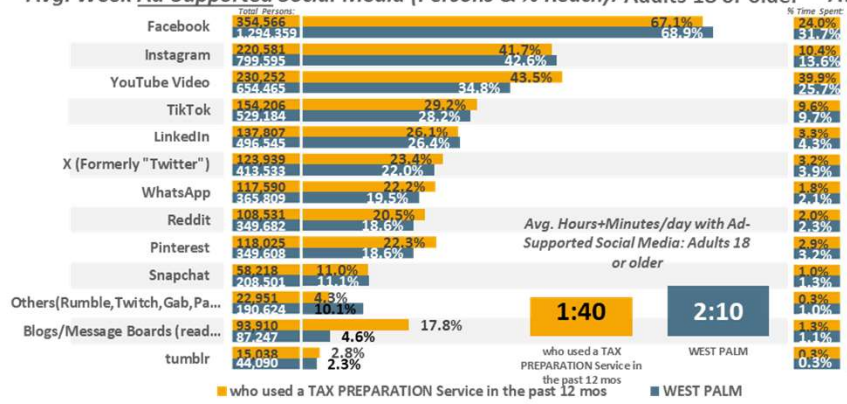
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



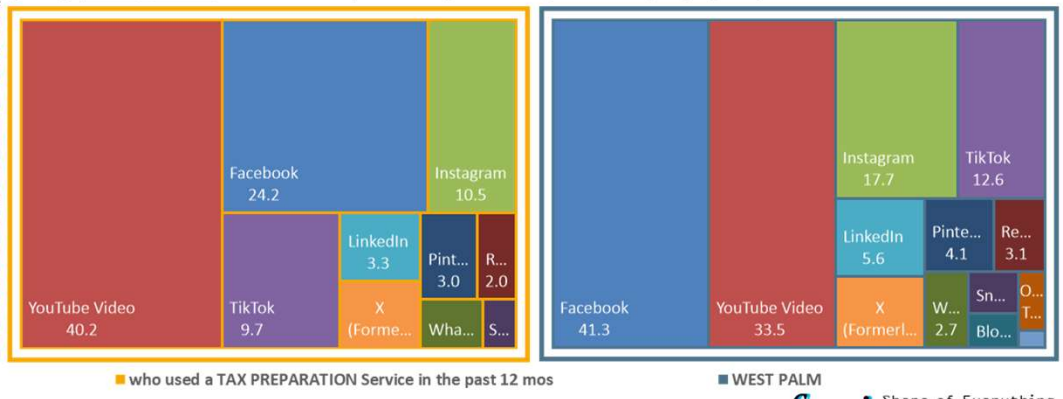
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WEST PALM DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 715

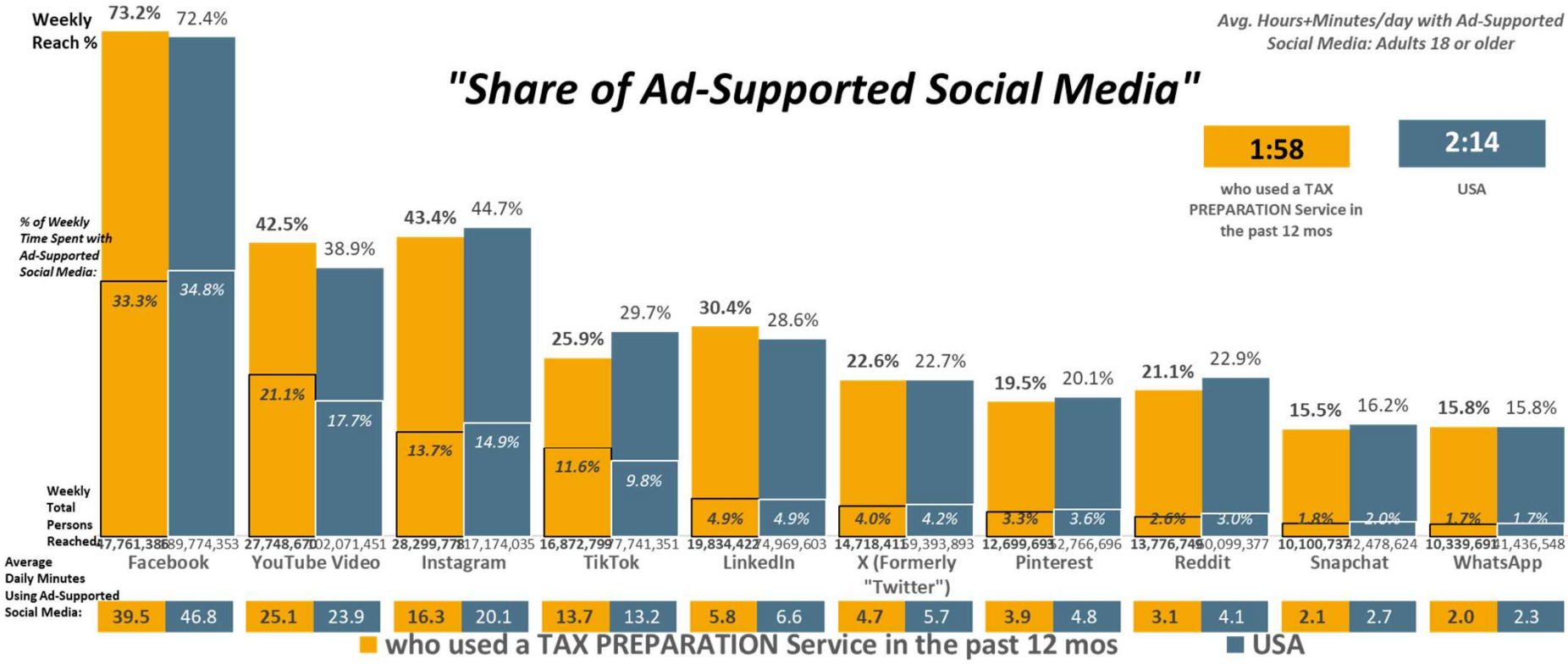
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Professional services used by HHLD past 12 months (HHLD): Tax preparation service



47,761,386 or 73.2% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos use Ad-Supported Facebook for an average of 39.5 minutes every day representing 33.3% of all time spent daily with Ad-Supported Social Media.



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 5,928

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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Professional services used by HHLD past 12 months (HHLD): Tax preparation service



691,274 or 69.8% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos use Ad-Supported Facebook for an average of 37.2 minutes every day representing 34.6% of all time spent daily with Ad-Supported Social Media.

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

"Share of Ad-Supported Social Media"

1:47 who used a TAX PREPARATION Service in the past 12 mos

2:07 MINNEAPOLIS

	Facebook	YouTube Video	Instagram	TikTok	LinkedIn	X (Formerly "Twitter")	Pinterest	Snapchat	Reddit	WhatsApp
Weekly Reach %	69.8% / 71.1%	35.9% / 37.4%	34.6% / 39.8%	23.5% / 28.3%	29.8% / 28.3%	21.7% / 22.1%	20.5% / 21.2%	20.0% / 21.8%	16.8% / 21.4%	11.0% / 9.2%
% of Weekly Time Spent with Ad-Supported Social Media:	34.6% / 34.5%	25.2% / 18.9%	11.9% / 13.5%	8.2% / 9.3%	5.2% / 4.9%	4.2% / 4.2%	3.7% / 3.8%	2.5% / 2.7%	2.3% / 2.8%	1.3% / 1.0%
Weekly Total Persons Reached:	691,274 / 2,747,559	355,644 / 1,445,658	342,651 / 1,539,280	233,164 / 1,093,450	295,289 / 1,093,598	214,581 / 853,687	203,007 / 819,054	198,493 / 843,174	166,413 / 826,584	109,364 / 355,509
Average Daily Minutes Using Ad-Supported Social Media:	37.2 / 44.1	27.0 / 24.1	12.8 / 17.2	8.8 / 11.8	5.6 / 6.2	4.5 / 5.3	4.0 / 4.8	2.7 / 3.4	2.4 / 3.6	1.4 / 1.3

■ who used a TAX PREPARATION Service in the past 12 mos ■ MINNEAPOLIS

MINNEAPOLIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 504 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

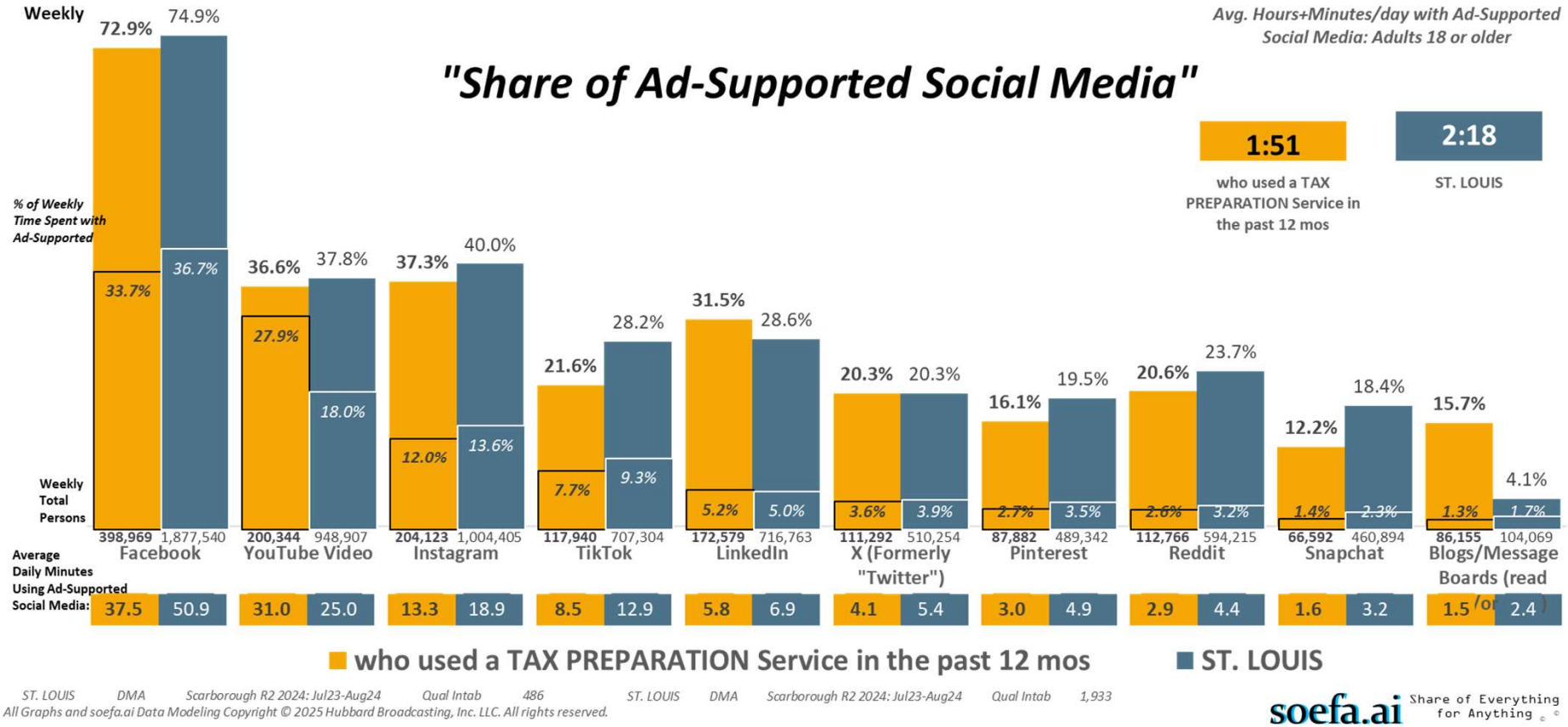
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Professional services used by HHLD past 12 months (HHLD): Tax preparation service



398,969 or 72.9% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos use Ad-Supported Facebook for an average of 37.5 minutes every day representing 33.7% of all time spent daily with Ad-Supported Social Media.



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 486 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

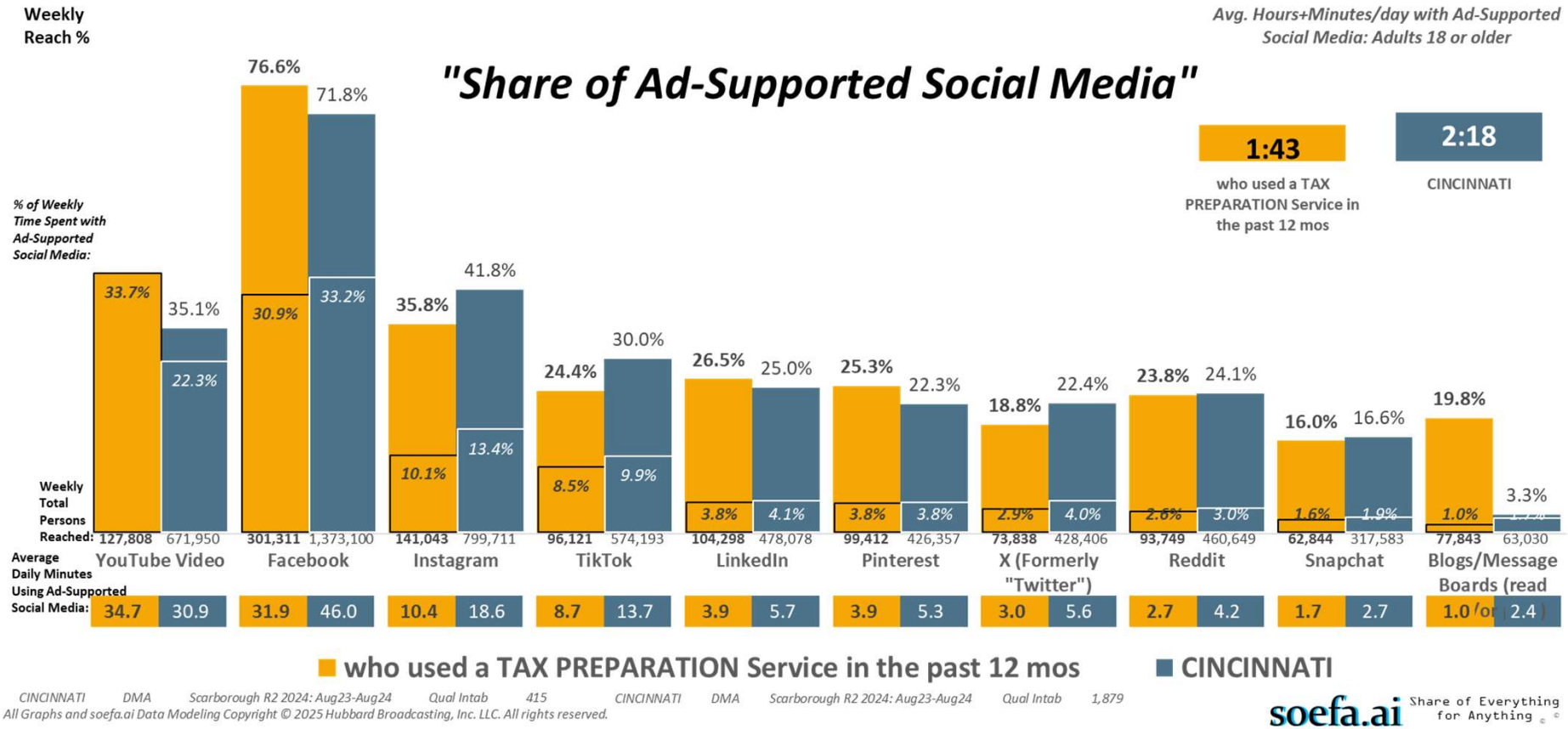
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Professional services used by HHLD past 12 months (HHLD): Tax preparation service



127,808 or 32.5% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos use Ad-Supported YouTube Video for an average of 34.7 minutes every day representing 33.7% of all time spent daily with Ad-Supported Social Media.



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 415 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

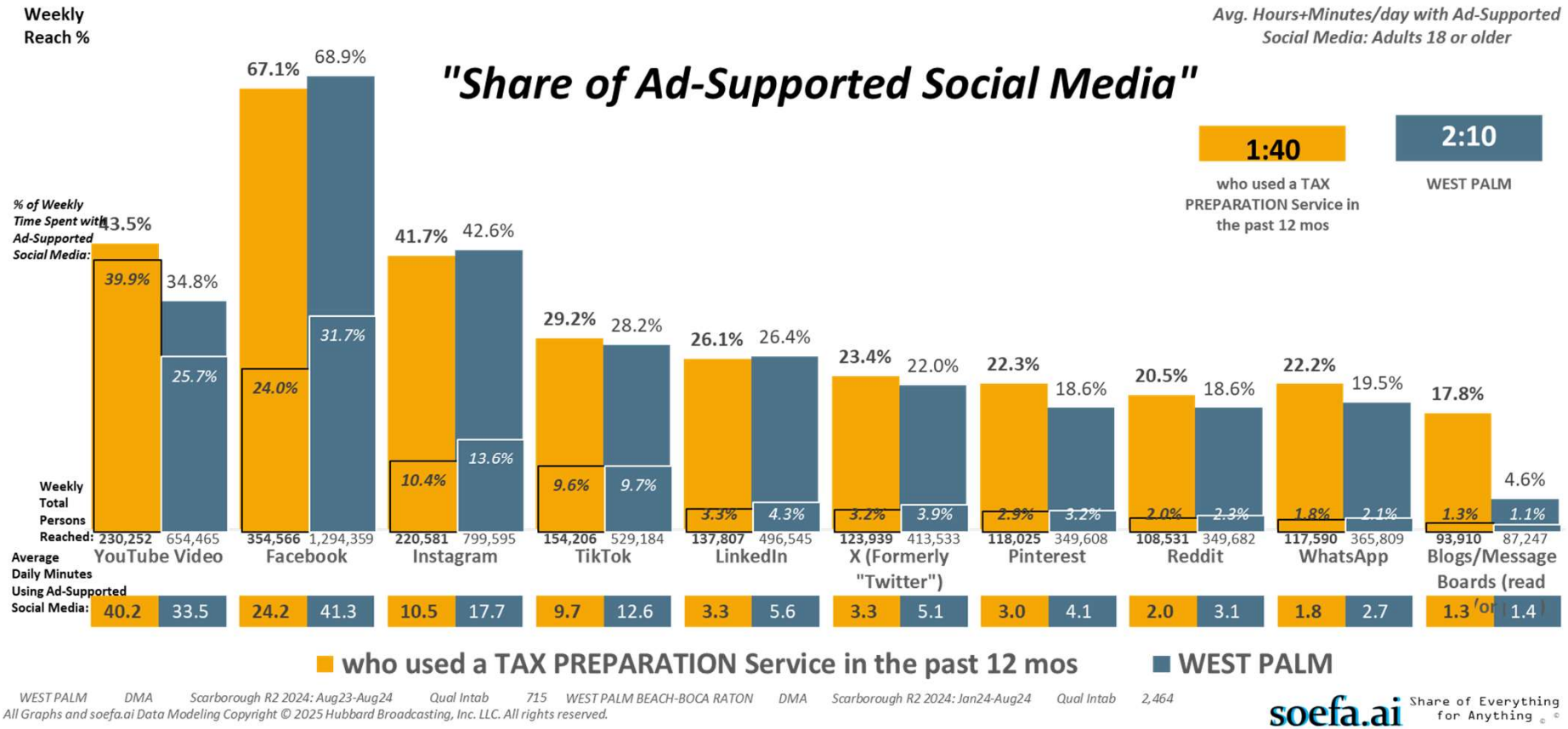
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Professional services used by HHLD past 12 months (HHLD): Tax preparation service



230,252 or 43.5% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos use Ad-Supported YouTube Video for an average of 40.2 minutes every day representing 39.9% of all time spent daily with Ad-Supported Social Media.



WEST PALM DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 715 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

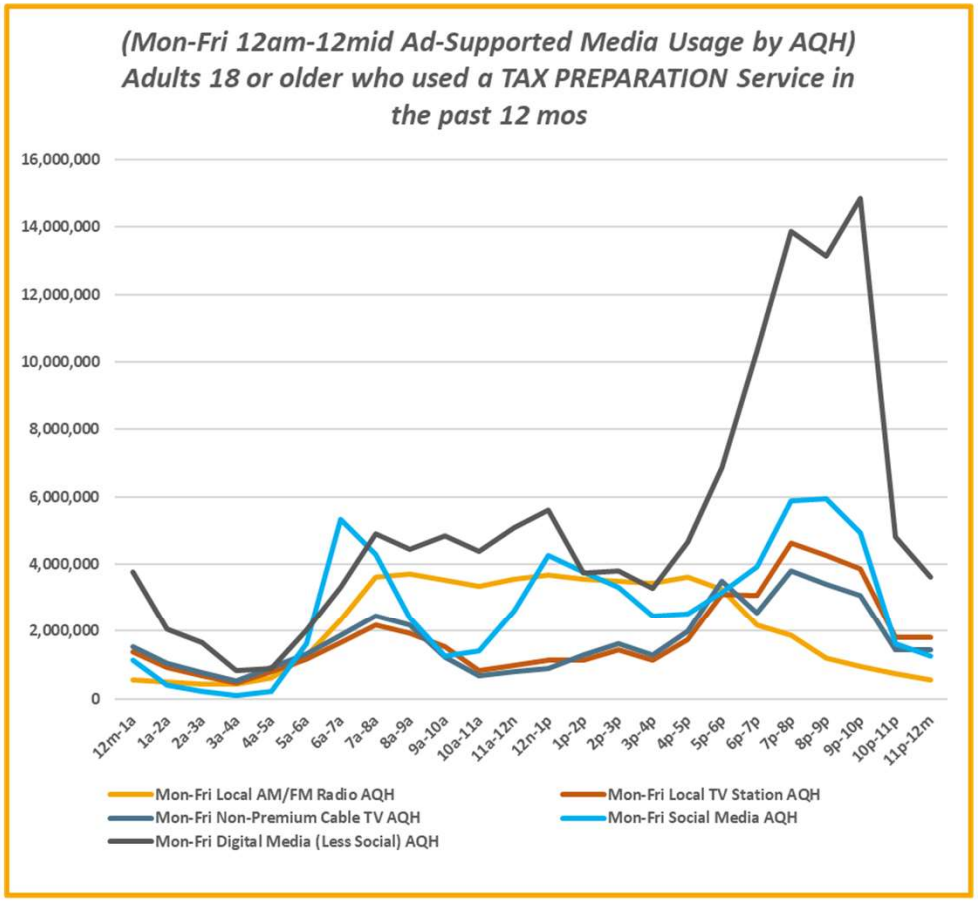
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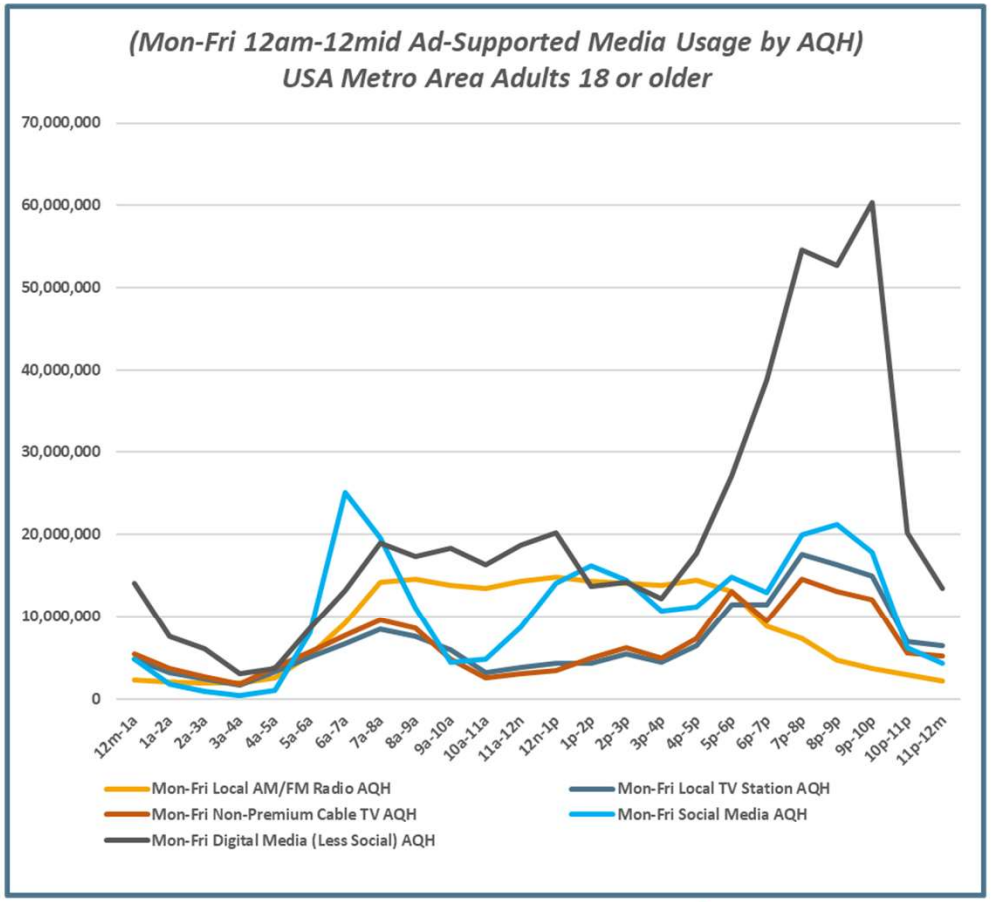
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Professional services used by HHLD past 12 months (HHLD): Tax preparation service



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 5,022,328; Local Radio: 3,326,864; Social Media: 3,128,782; Non-Prem. Cable: 1,714,719; Local TV: 1,685,432 reaching Adults 18 or older who used a TAX PREPARATION Service





USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 5,928

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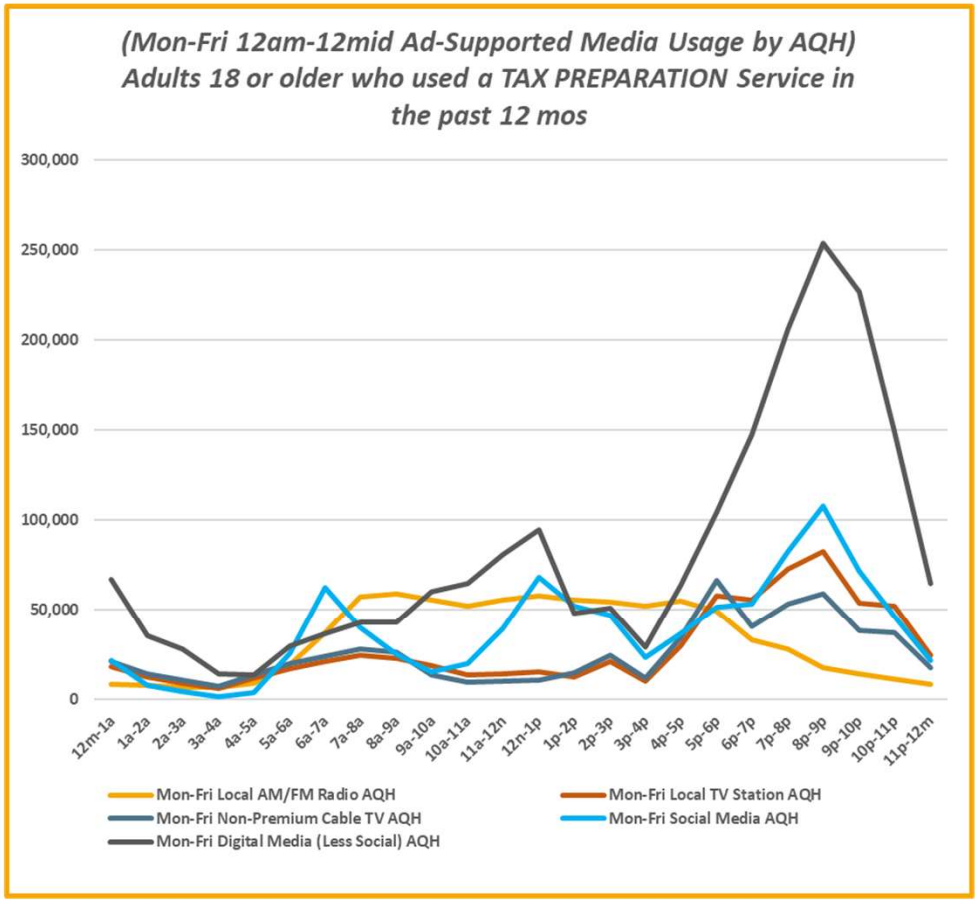
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

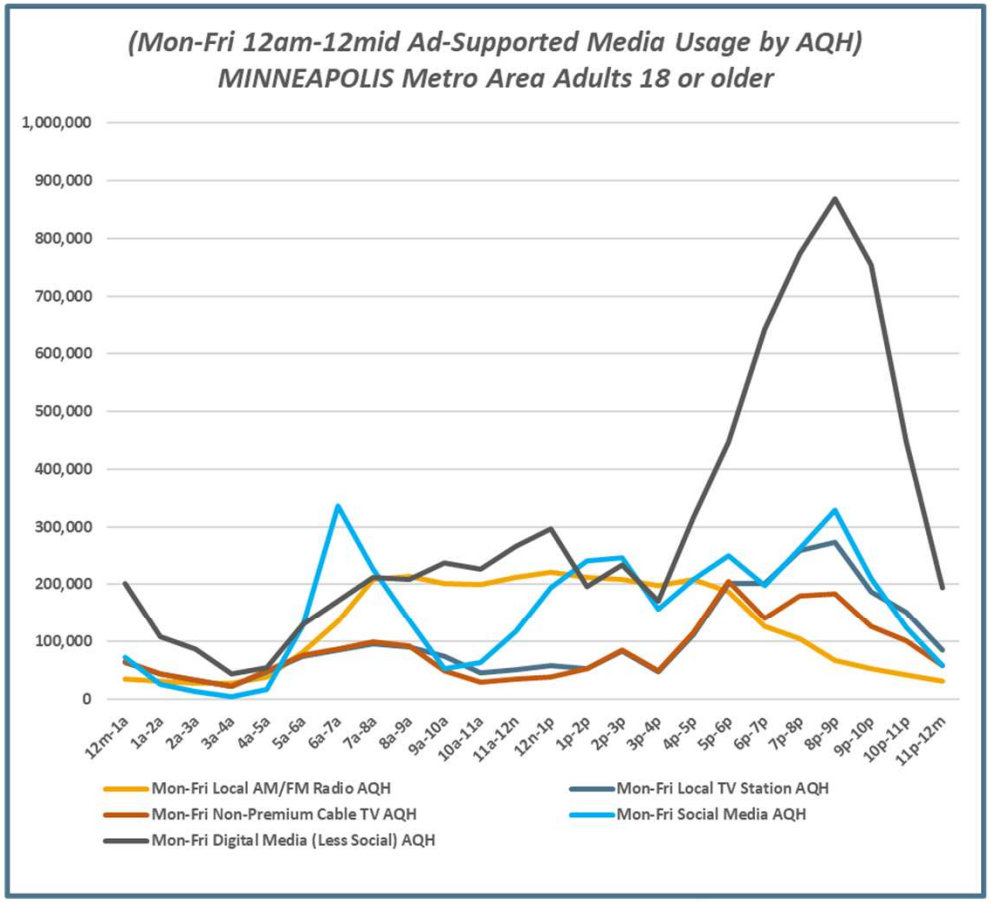
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Professional services used by HHLD past 12 months (HHLD): Tax preparation service



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 66,582; Local Radio: 51,667; Social Media: 40,981; Local TV: 24,255; Non-Prem. Cable: 24,050 reaching Adults 18 or older who used a TAX PREPARATION Service in the past 12





MINNEAPOLIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 504

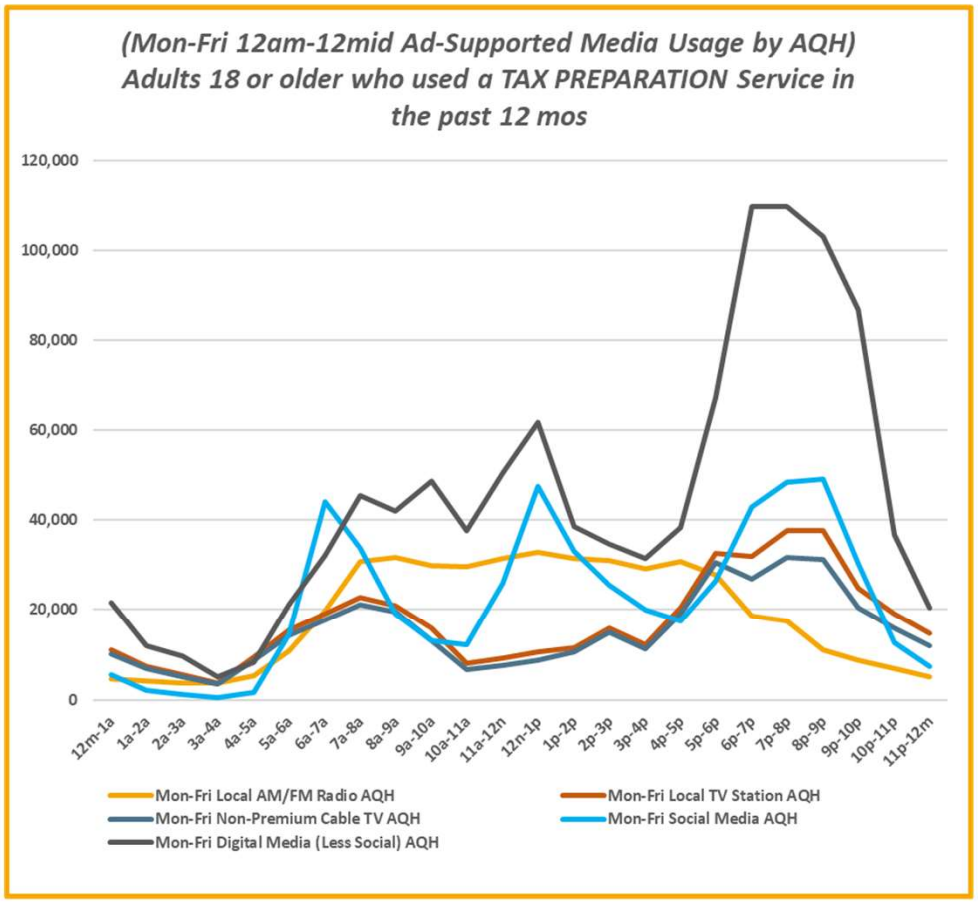
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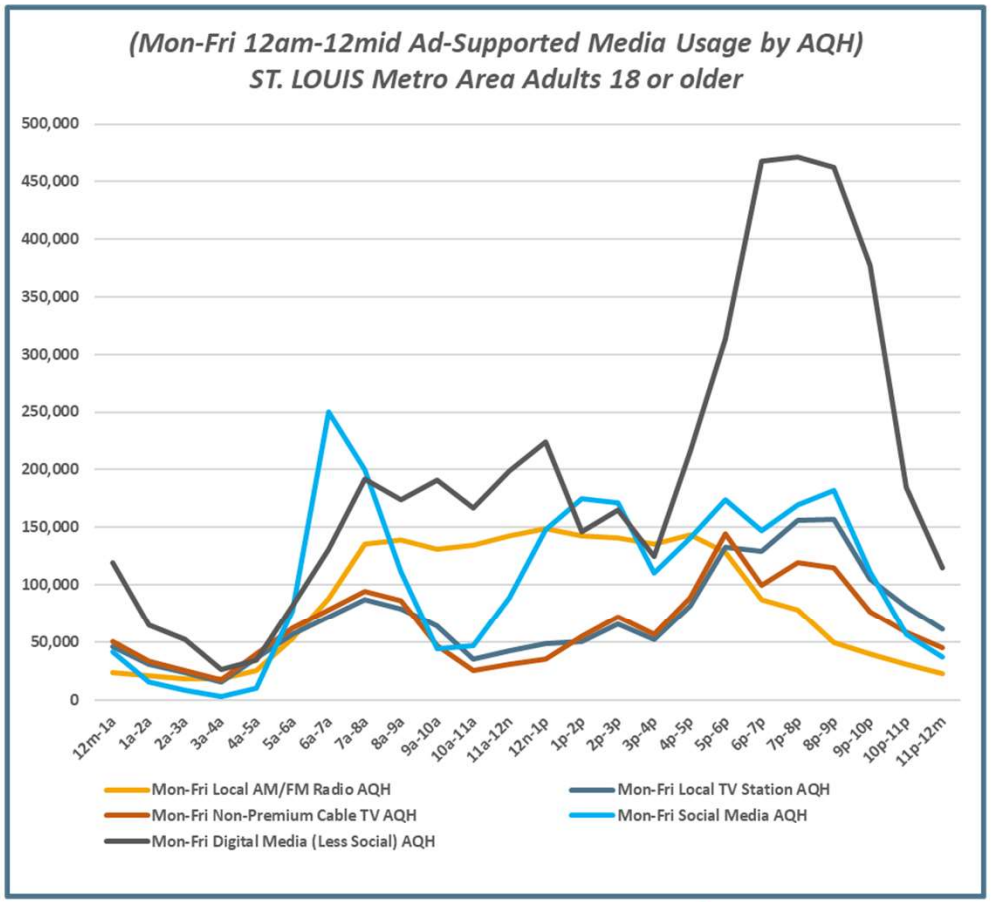
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Professional services used by HHLD past 12 months (HHLD): Tax preparation service



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 49,121; Local Radio: 28,851; Social Media: 27,786; Local TV: 17,764; Non-Prem. Cable: 15,975 reaching Adults 18 or older who used a TAX PREPARATION Service in the past 12





ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 486

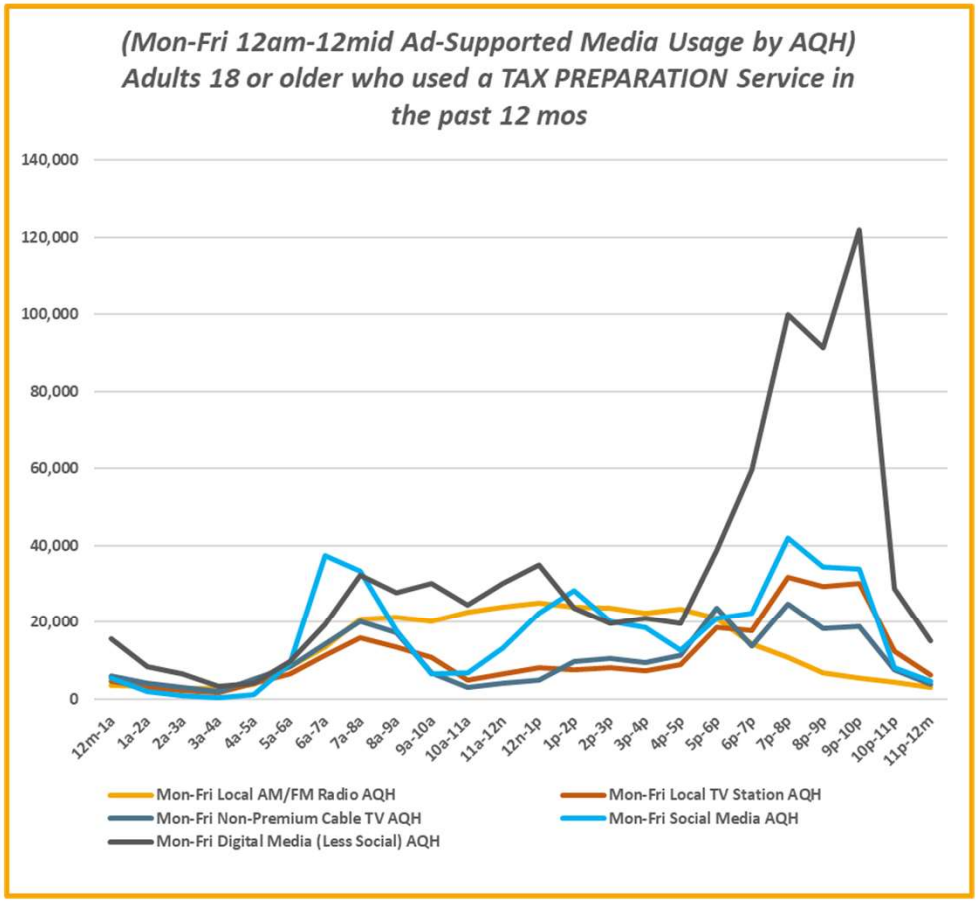
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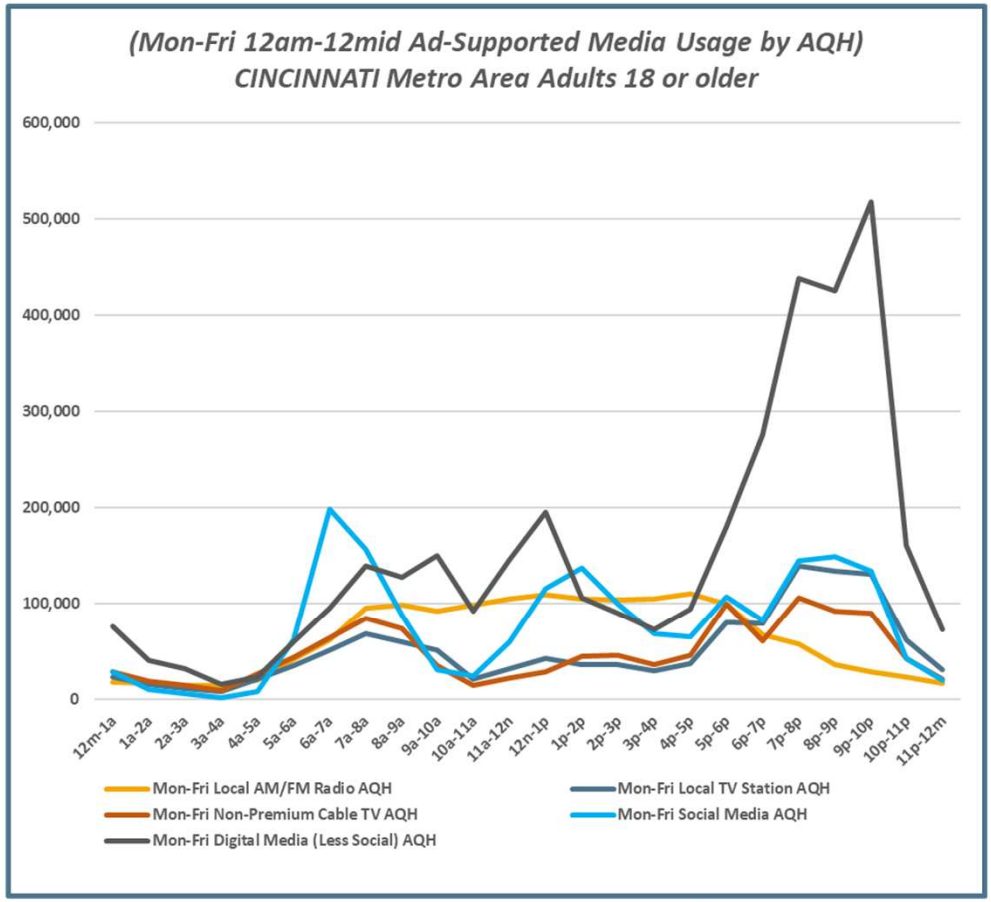
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Professional services used by HHLD past 12 months (HHLD): Tax preparation service



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 29,373; Local Radio: 21,333; Social Media: 20,082; Non-Prem. Cable: 11,538; Local TV: 10,794 reaching Adults 18 or older who used a TAX PREPARATION Service in the past 12





CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 415

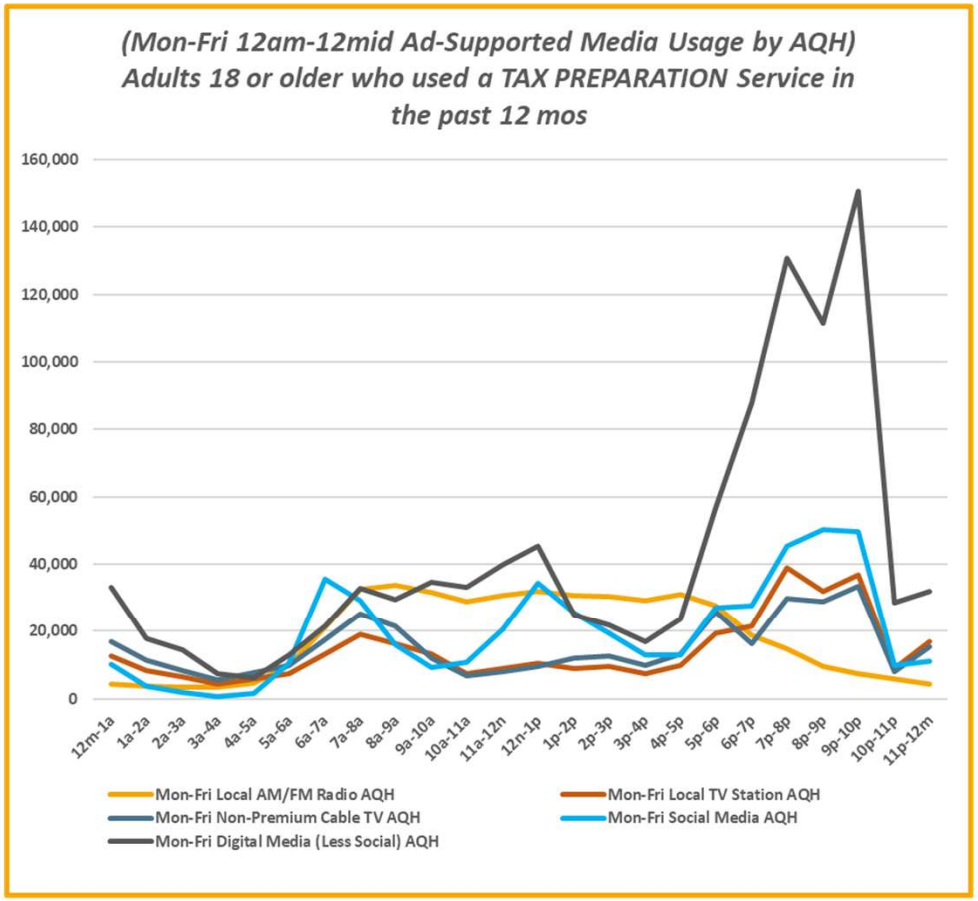
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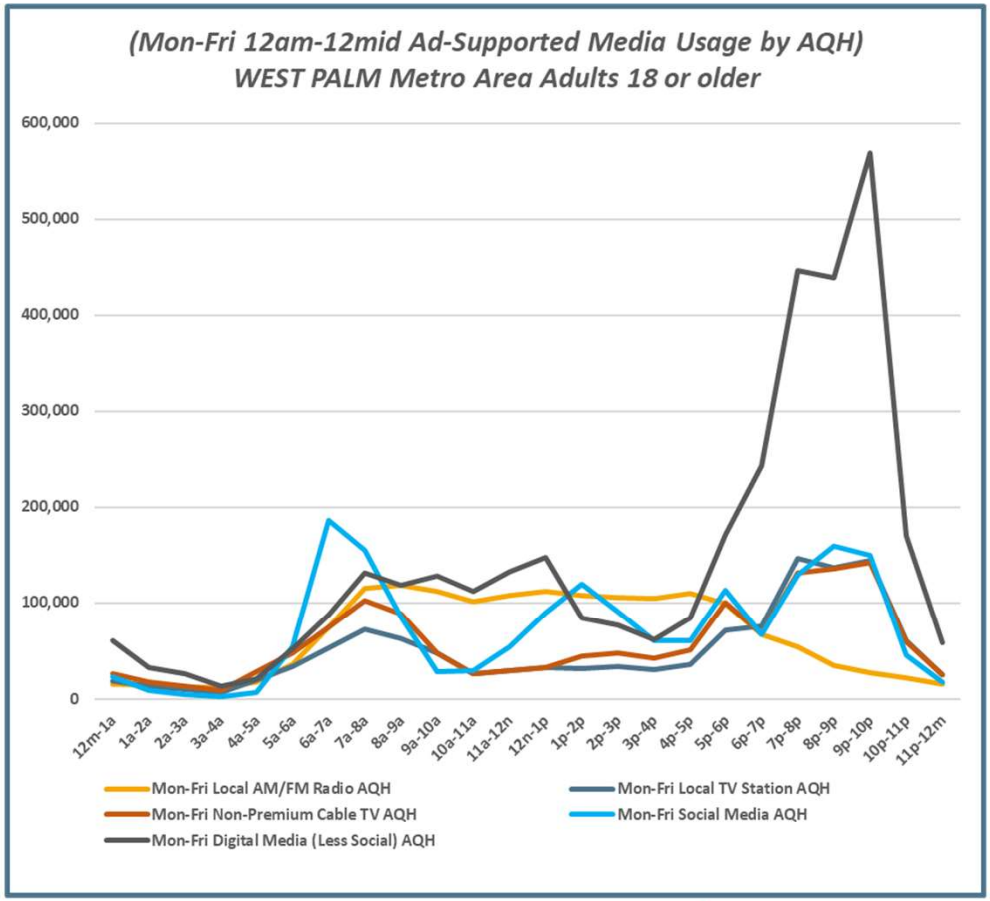
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Professional services used by HHLD past 12 months (HHLD): Tax preparation service



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 36,005; Local Radio: 29,061; Social Media: 21,571; Non-Prem. Cable: 14,636; Local TV: 12,685 reaching Adults 18 or older who used a TAX PREPARATION Service in the past 12





WEST PALM DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 715

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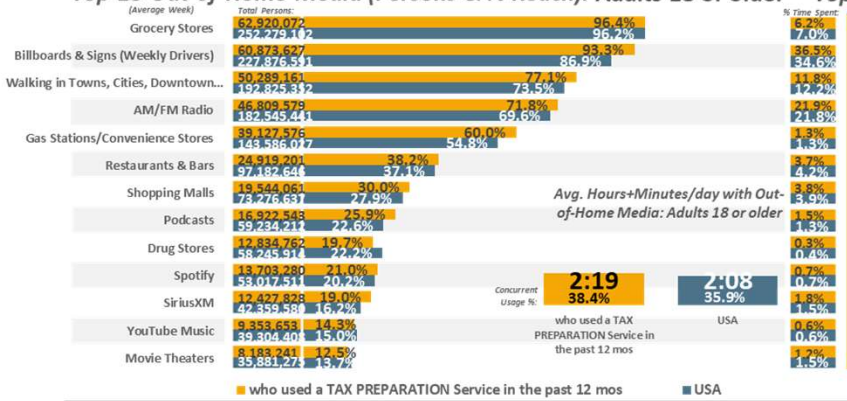
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Professional services used by HHLD past 12 months (HHLD): Tax preparation service

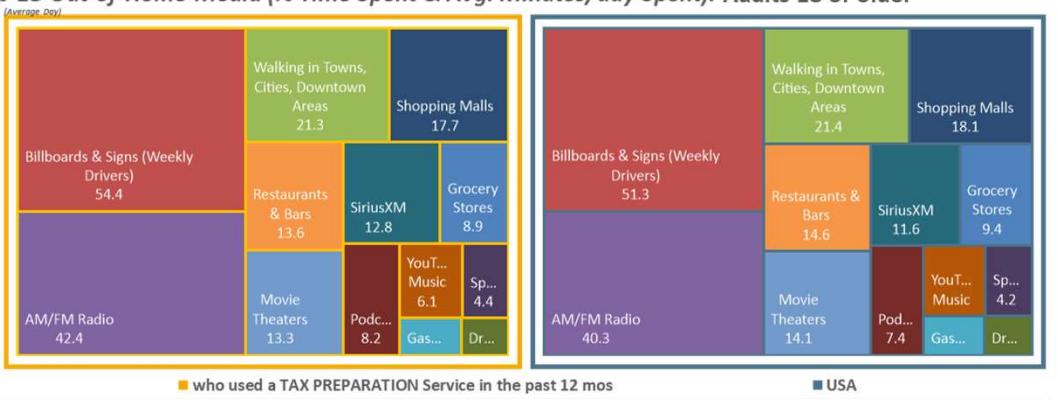


60,873,627 or 93.3% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos spend an average of 54.4 minutes per day driving, seeing Billboards and Signs. 67.% Listen to Local Radio Stations Out-of-Home for an average of 38.2 minutes/d

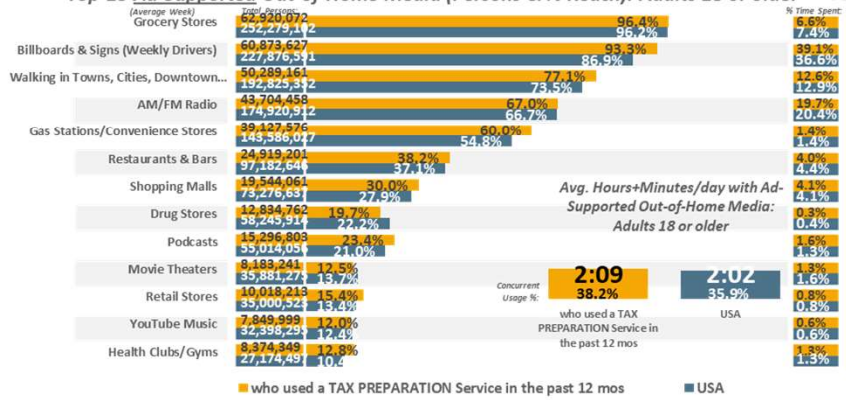
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



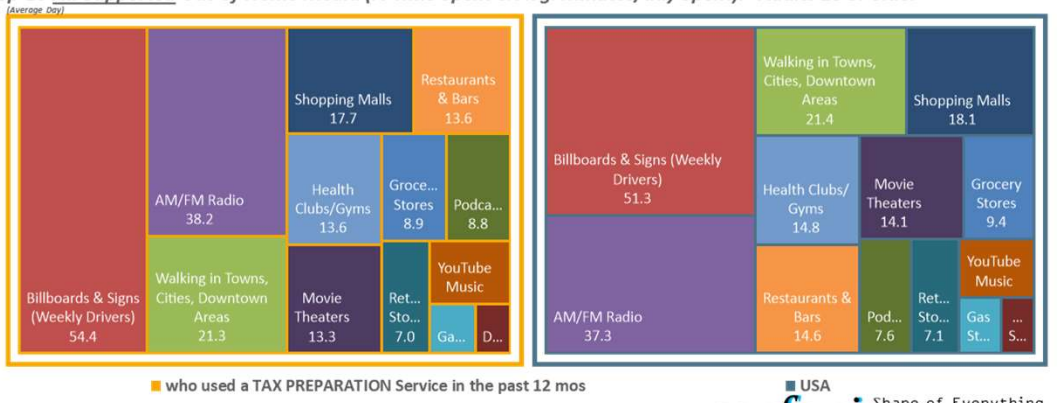
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 5,928

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

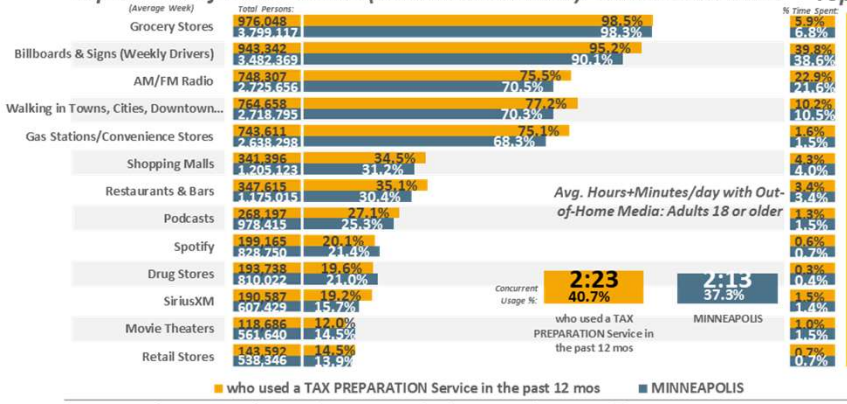
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Professional services used by HHLD past 12 months (HHLD): Tax preparation service

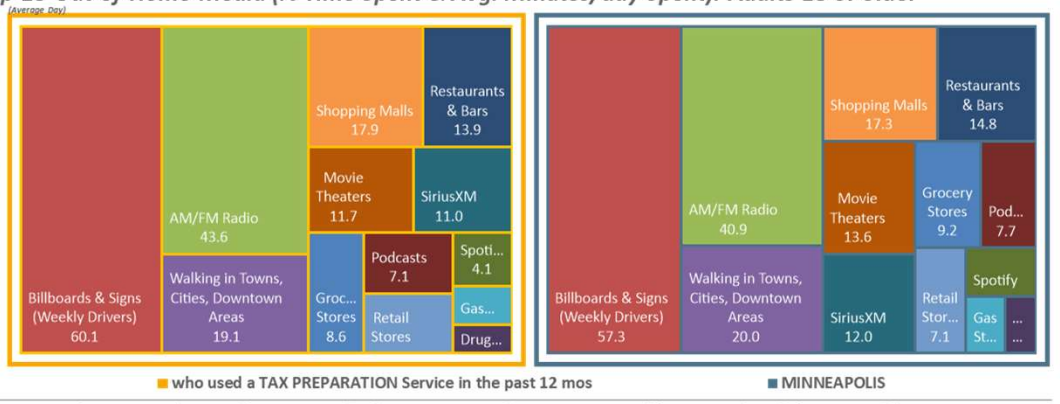


943,342 or 95.2% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos spend an average of 60.1 minutes per day driving, seeing Billboards and Signs. 68.2% Listen to Local Radio Stations Out-of-Home for an average of 37.7 minutes/day

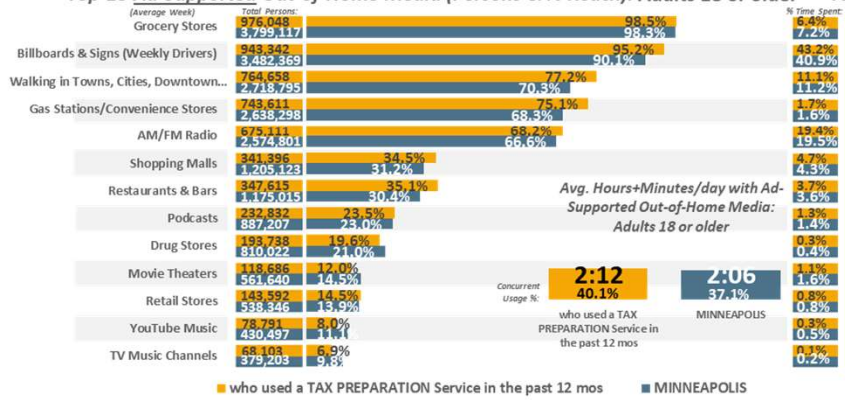
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



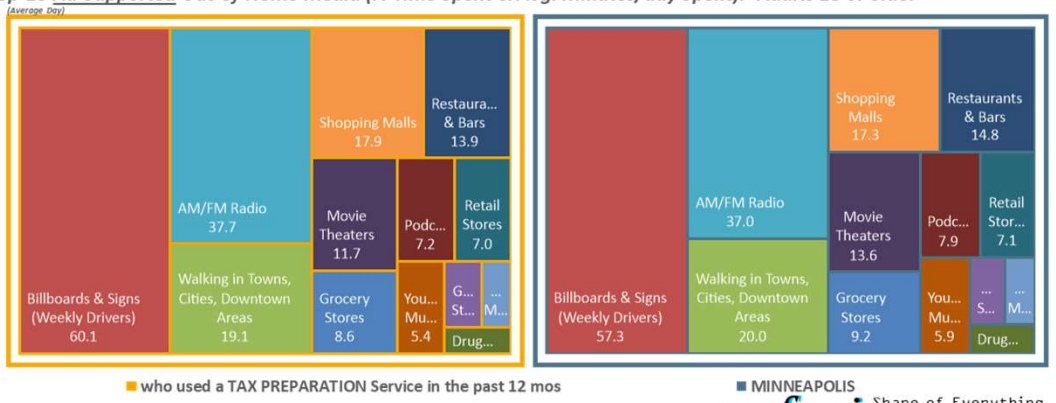
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 504

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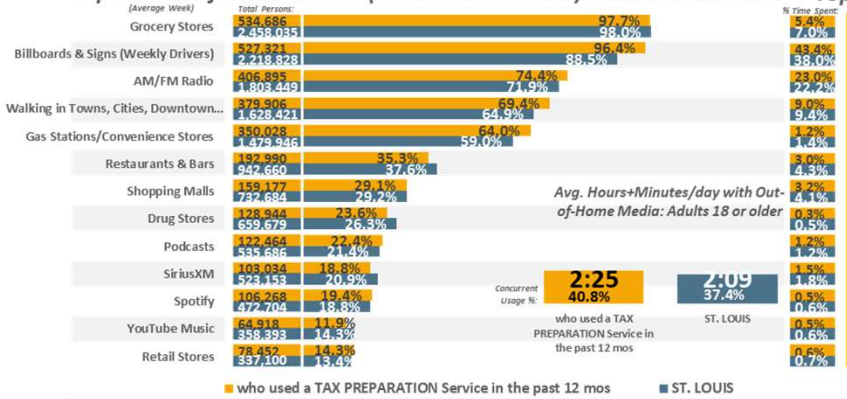
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Professional services used by HHLD past 12 months (HHLD): Tax preparation service

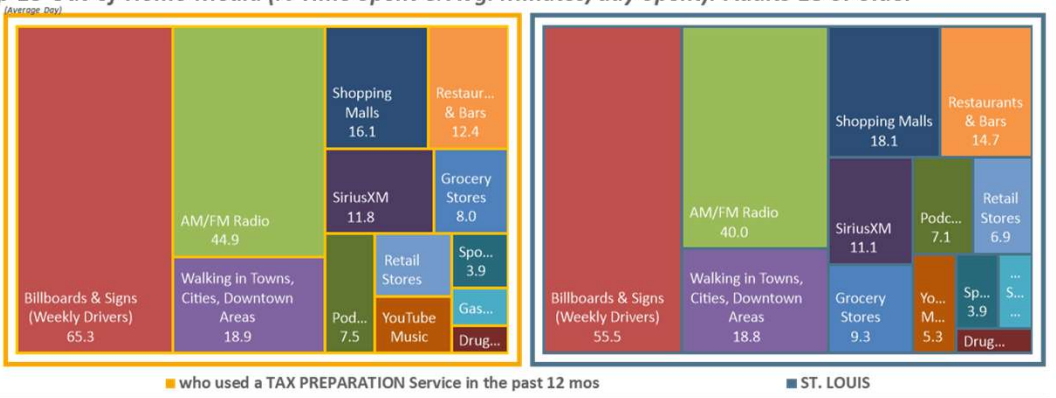


527,321 or 96.4% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos spend an average of 65.3 minutes per day driving, seeing Billboards and Signs. 69.8% Listen to Local Radio Stations Out-of-Home for an average of 41.9 minutes/day

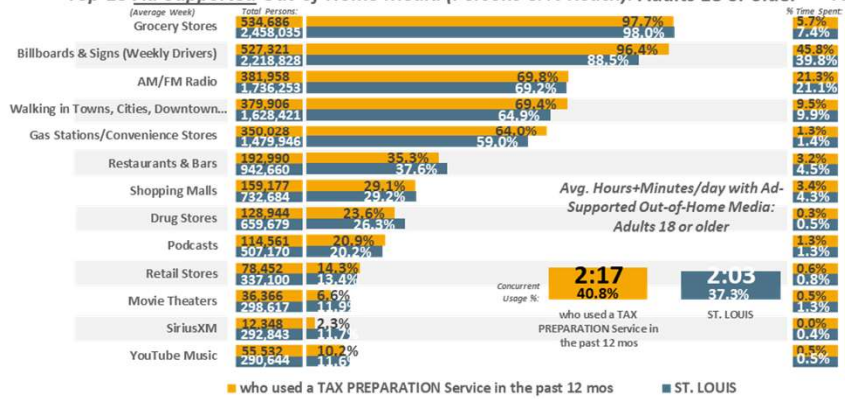
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



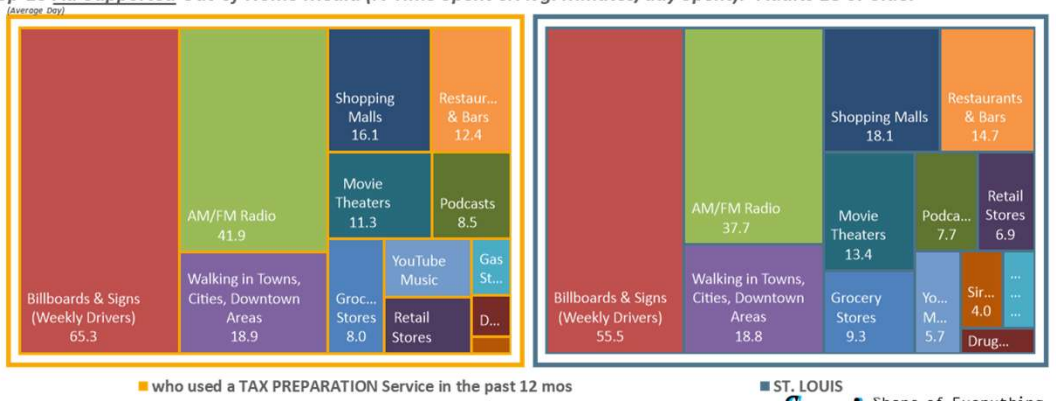
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 486

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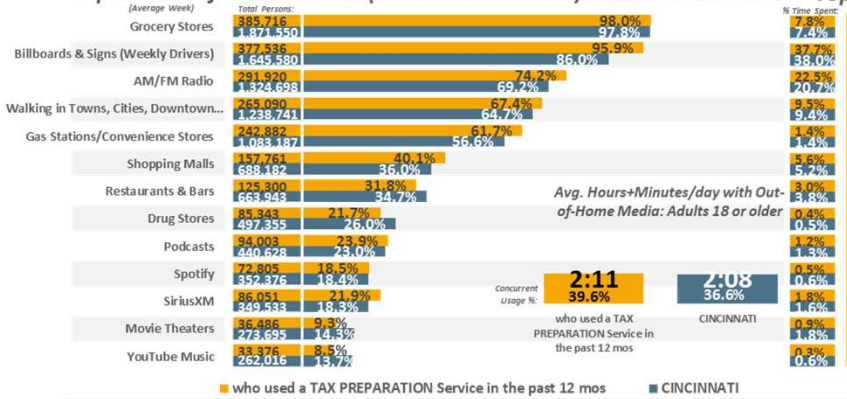
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Professional services used by HHLD past 12 months (HHLD): Tax preparation service

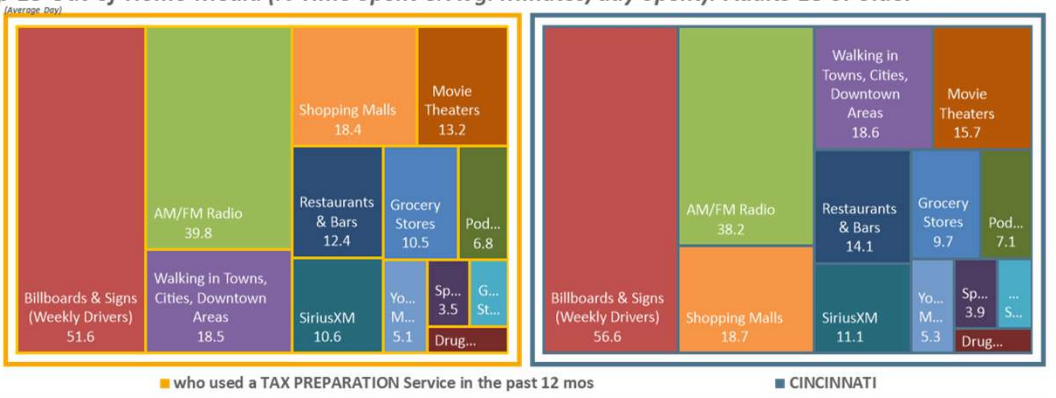


377,536 or 95.9% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos spend an average of 51.6 minutes per day driving, seeing Billboards and Signs. 70.8% Listen to Local Radio Stations Out-of-Home for an average of 38.5 minutes/day

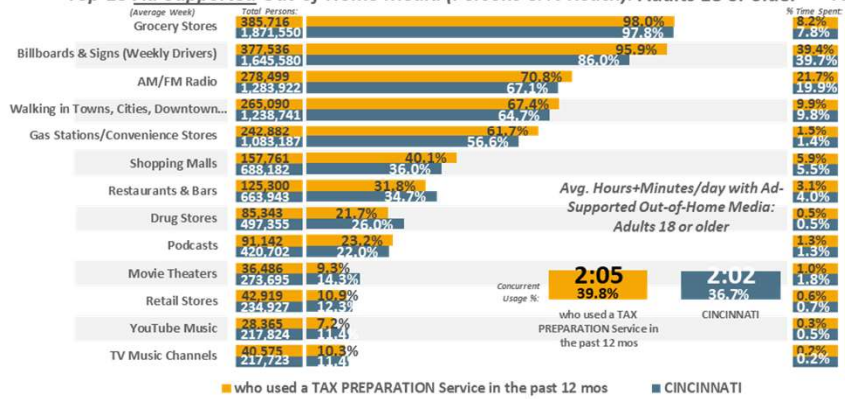
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



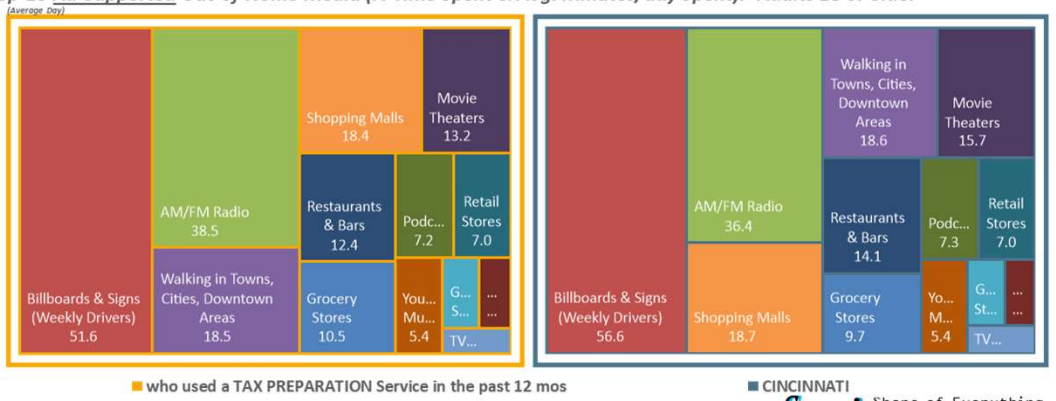
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 415

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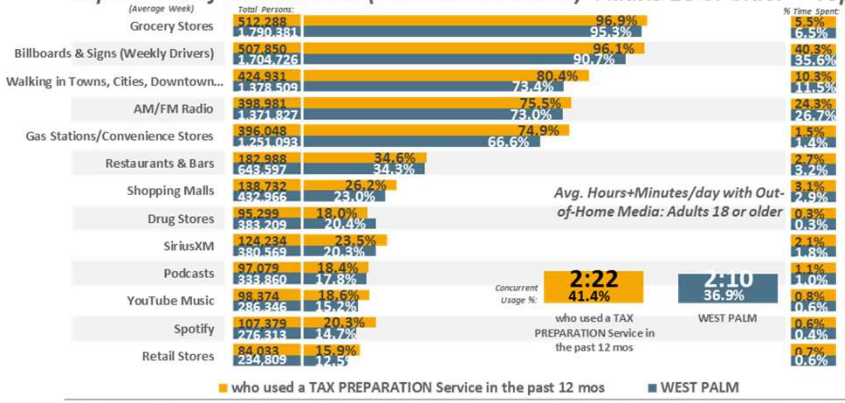
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Professional services used by HHLD past 12 months (HHLD): Tax preparation service

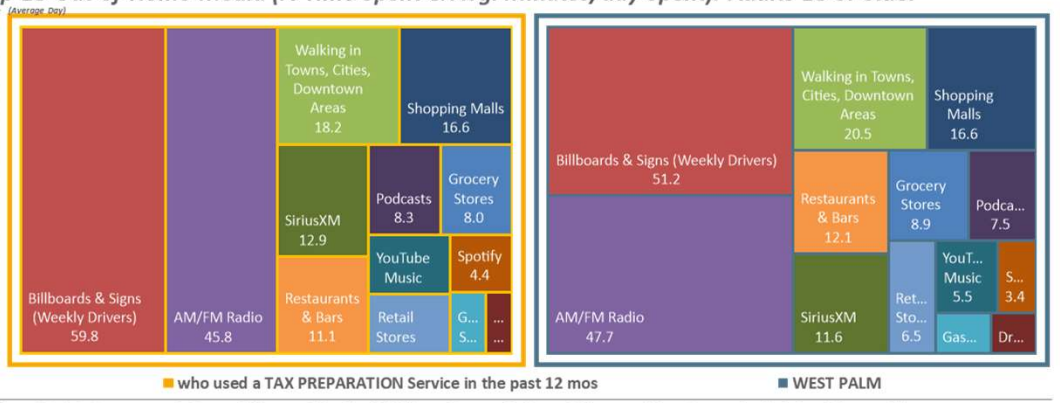


507,850 or 96.1% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos spend an average of 59.8 minutes per day driving, seeing Billboards and Signs. 70.9% Listen to Local Radio Stations Out-of-Home for an average of 42. minutes/day.

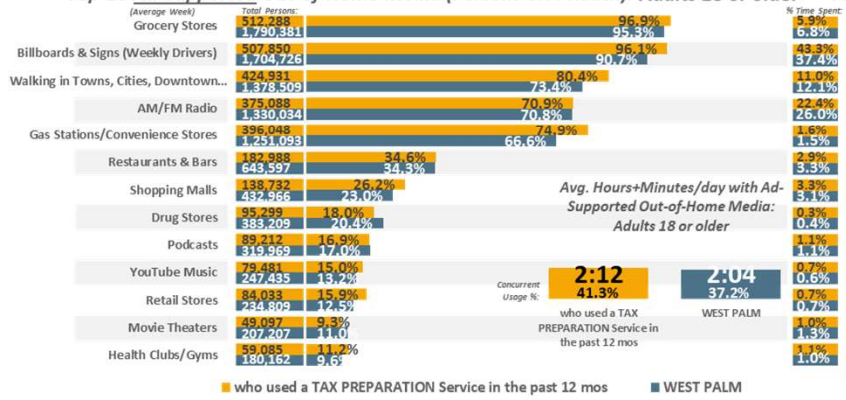
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



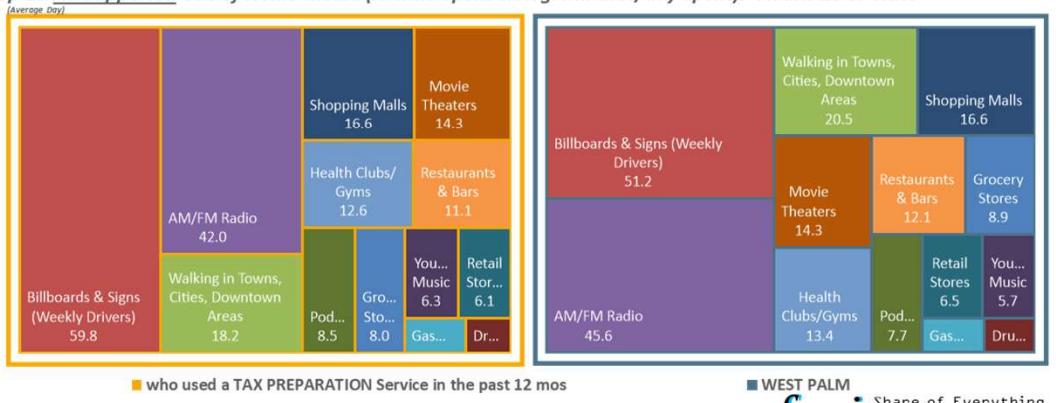
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 715

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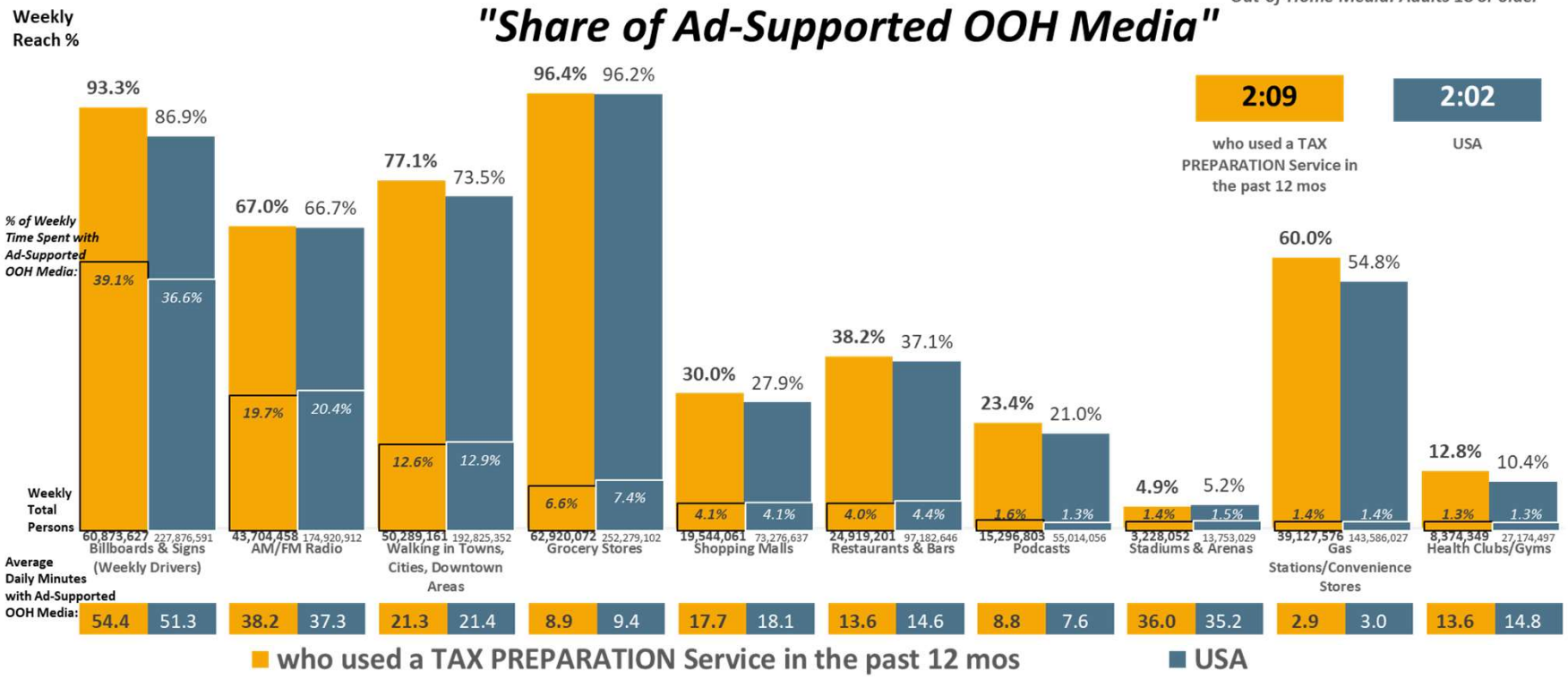
Professional services used by HHLD past 12 months (HHLD): Tax preparation service



60,873,627 or 93.3% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos spend an average of 54.4 minutes per day driving, seeing Billboards and Signs representing 39.1% 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

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 5,928

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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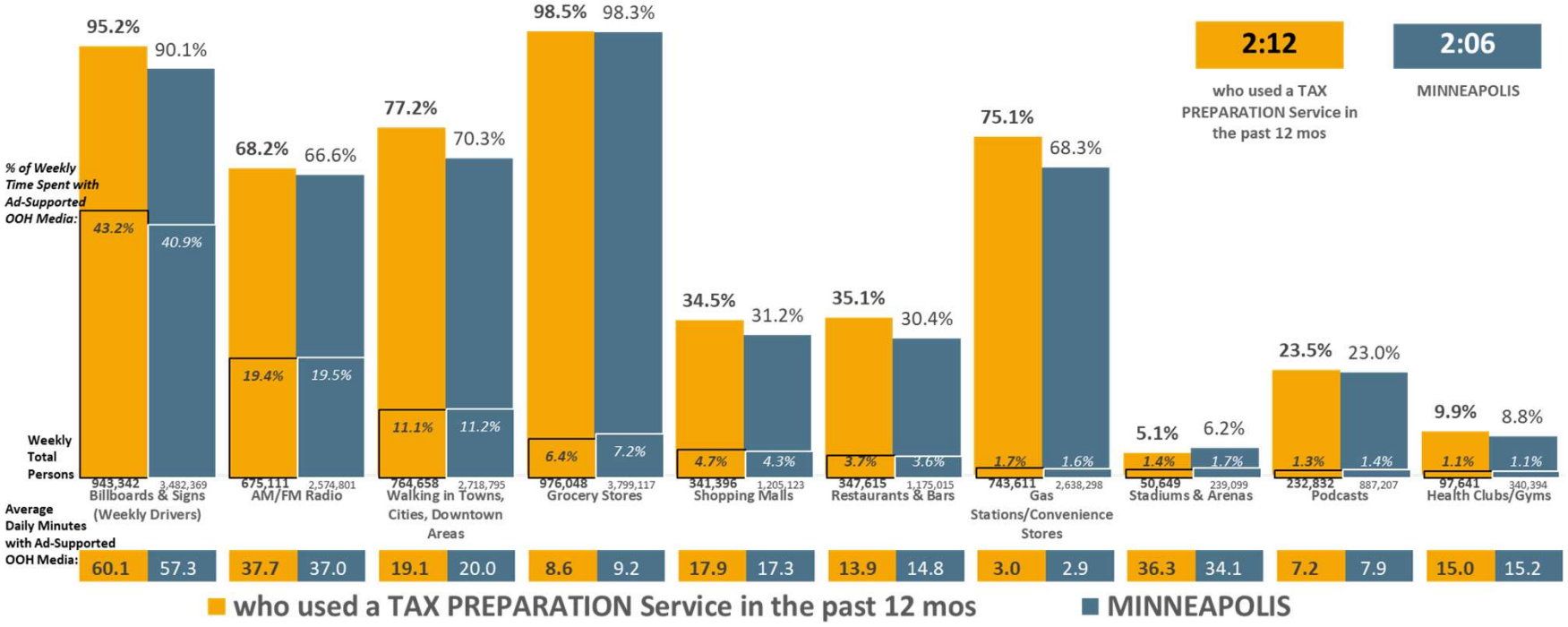
Professional services used by HHLD past 12 months (HHLD): Tax preparation service



943,342 or 95.2% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos spend an average of 60.1 minutes per day driving, seeing Billboards and Signs representing 43.2% 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

"Share of Ad-Supported OOH Media"



MINNEAPOLIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 504 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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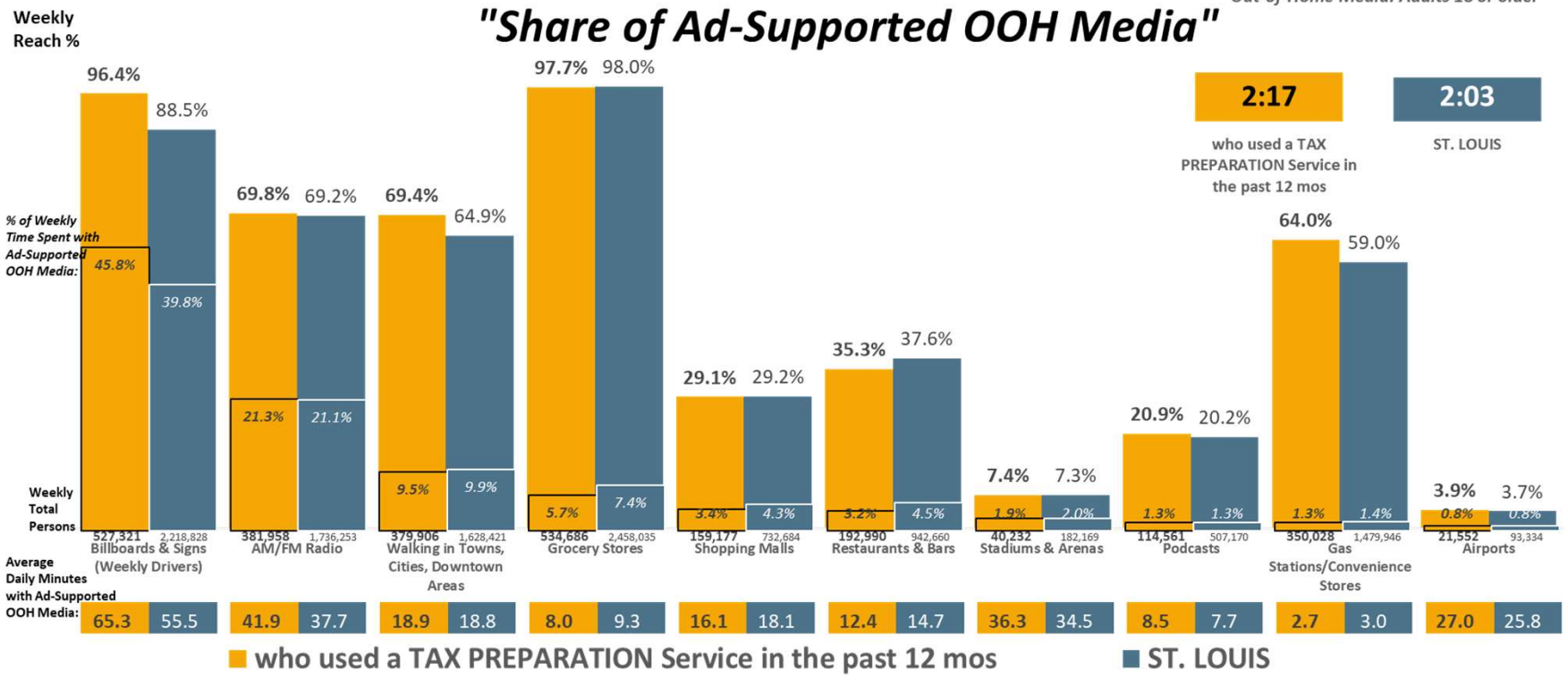
Professional services used by HHLD past 12 months (HHLD): Tax preparation service



527,321 or 96.4% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos spend an average of 65.3 minutes per day driving, seeing Billboards and Signs representing 45.8% 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

"Share of Ad-Supported OOH Media"



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 486 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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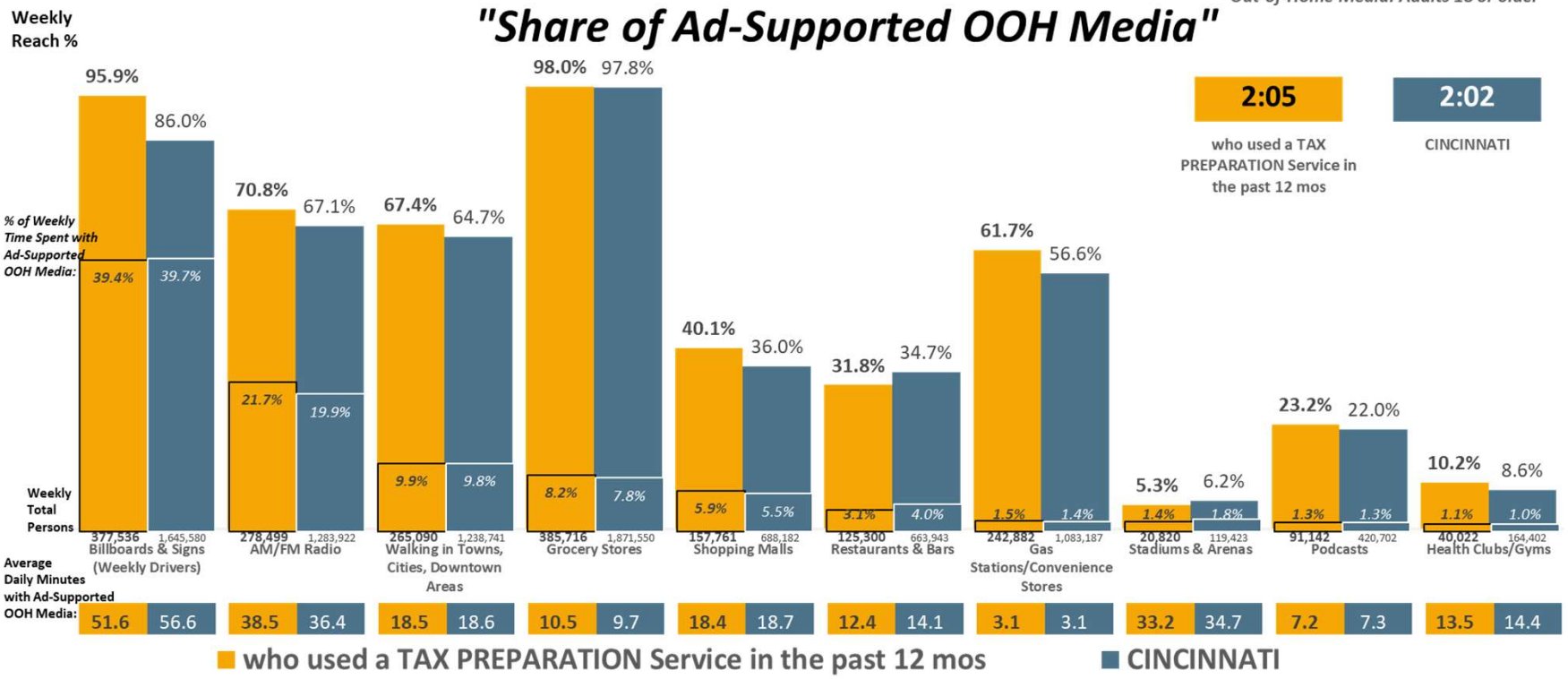
Professional services used by HHLD past 12 months (HHLD): Tax preparation service



377,536 or 95.9% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos spend an average of 51.6 minutes per day driving, seeing Billboards and Signs representing 39.4% 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

"Share of Ad-Supported OOH Media"



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 415 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

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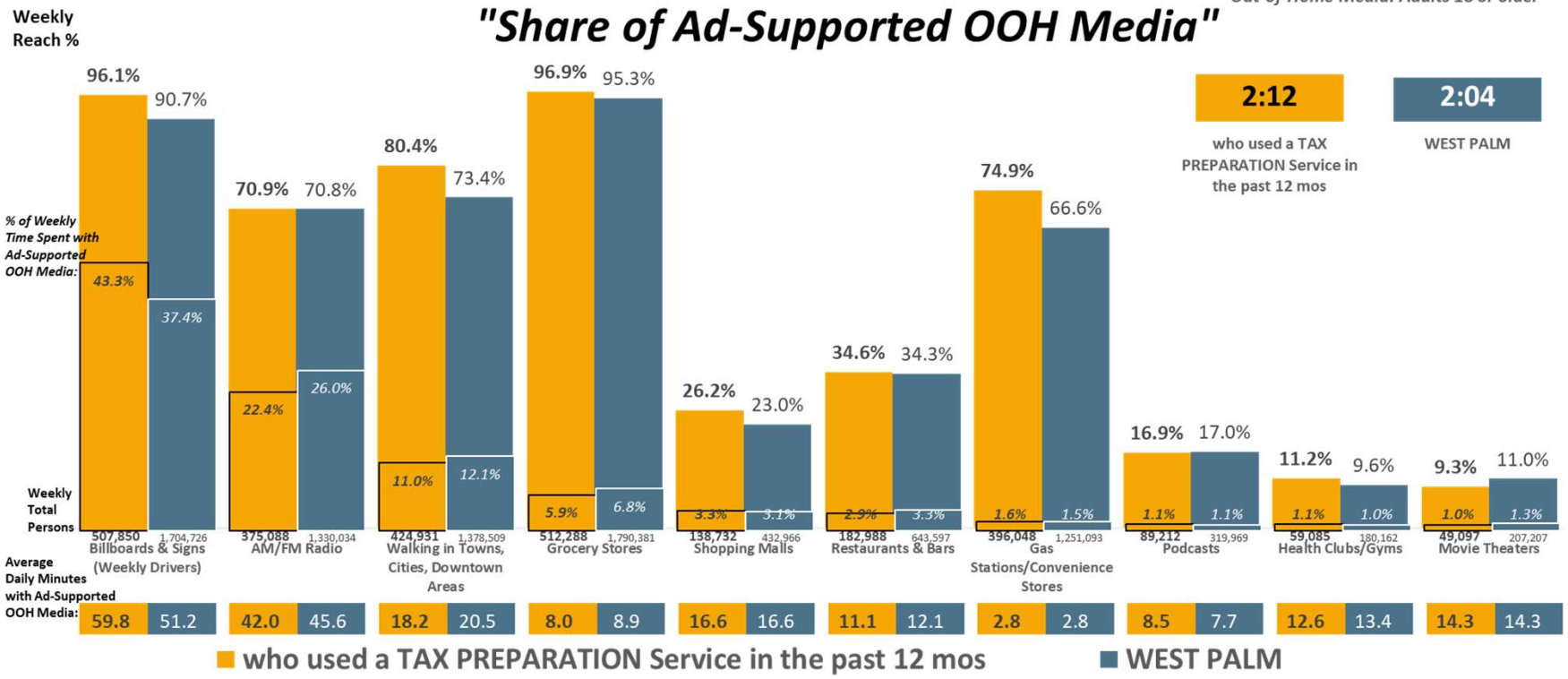
Professional services used by HHLD past 12 months (HHLD): Tax preparation service



507,850 or 96.1% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos spend an average of 59.8 minutes per day driving, seeing Billboards and Signs representing 43.3% 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

"Share of Ad-Supported OOH Media"



WEST PALM DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 715 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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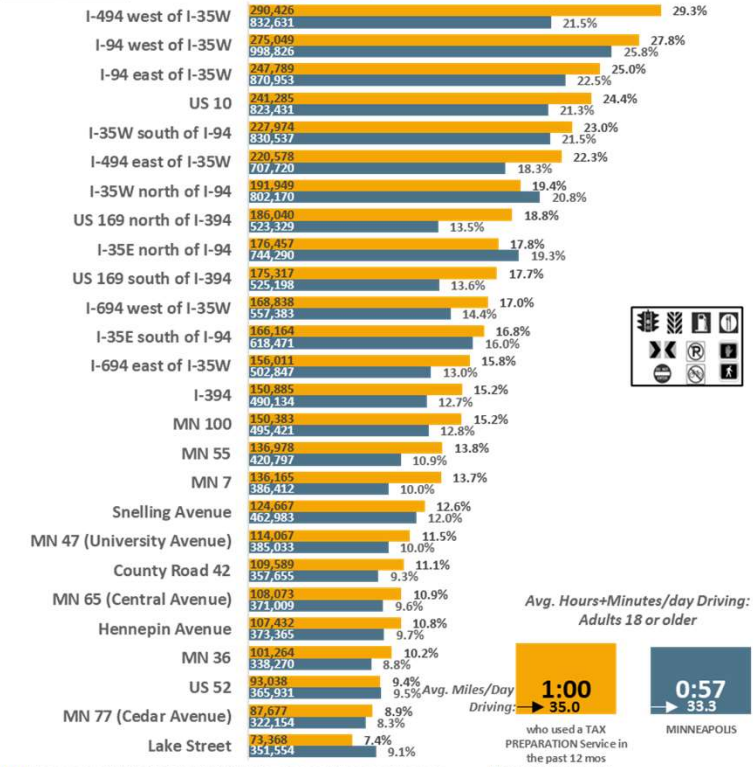
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Professional services used by HHLD past 12 months (HHLD): Tax preparation service



943,342 or 95.2% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos spend an average of 60.1 minutes per day driving an average of 35. miles each day and are 38.7% more likely to use US 169 north of I-394 than the Metro average.

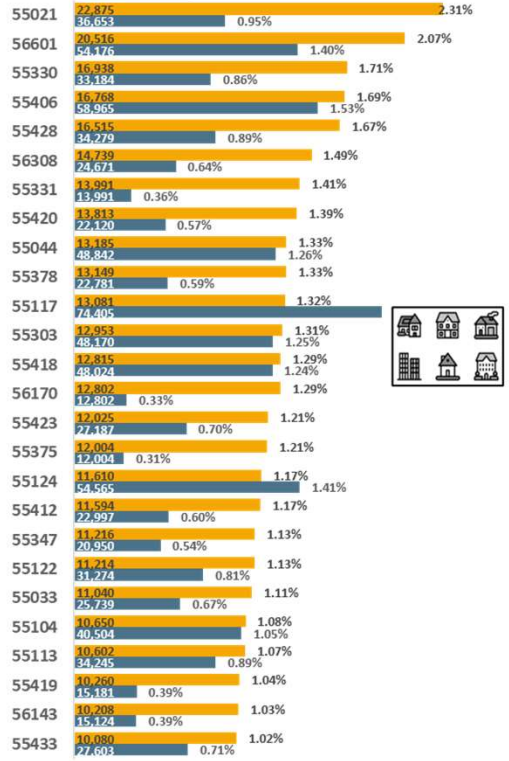
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



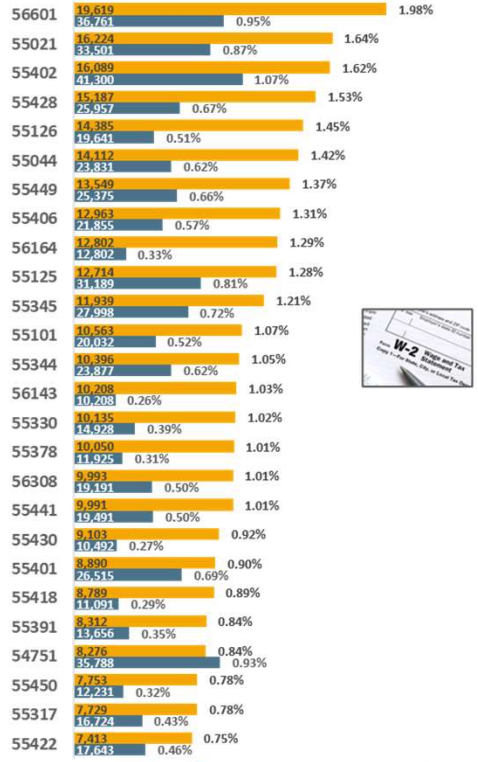
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: 1:00 (35.0) who used a TAX PREPARATION Service in the past 12 mos; 0:57 (33.3) MINNEAPOLIS

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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MINNEAPOLIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 504

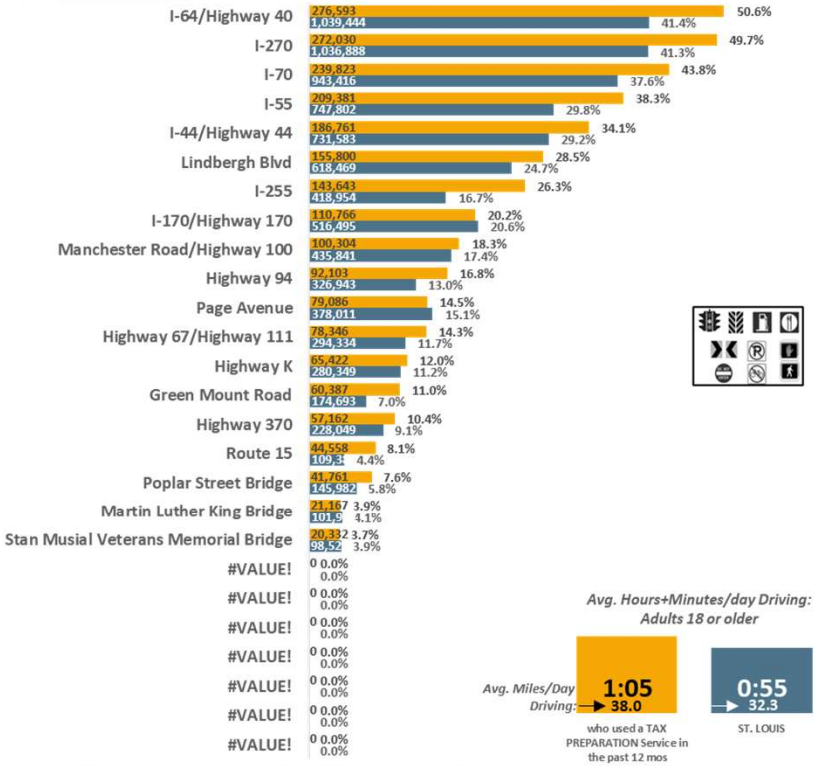
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Professional services used by HHLD past 12 months (HHLD): Tax preparation service



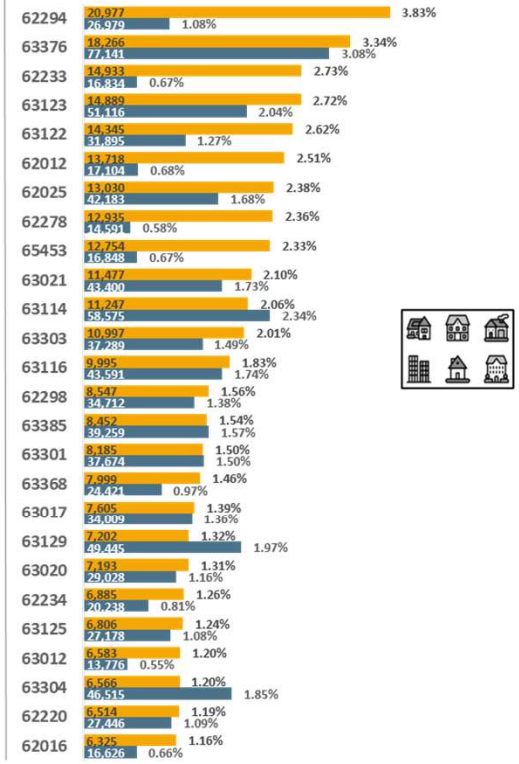
527,321 or 96.4% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos spend an average of 65.3 minutes per day driving an average of 38. miles each day and are 86.7% more likely to use Route 15 than the Metro average.

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

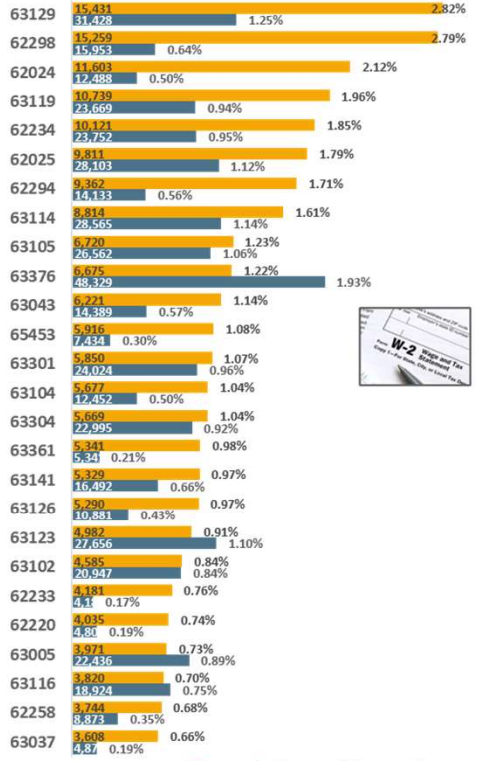


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 486

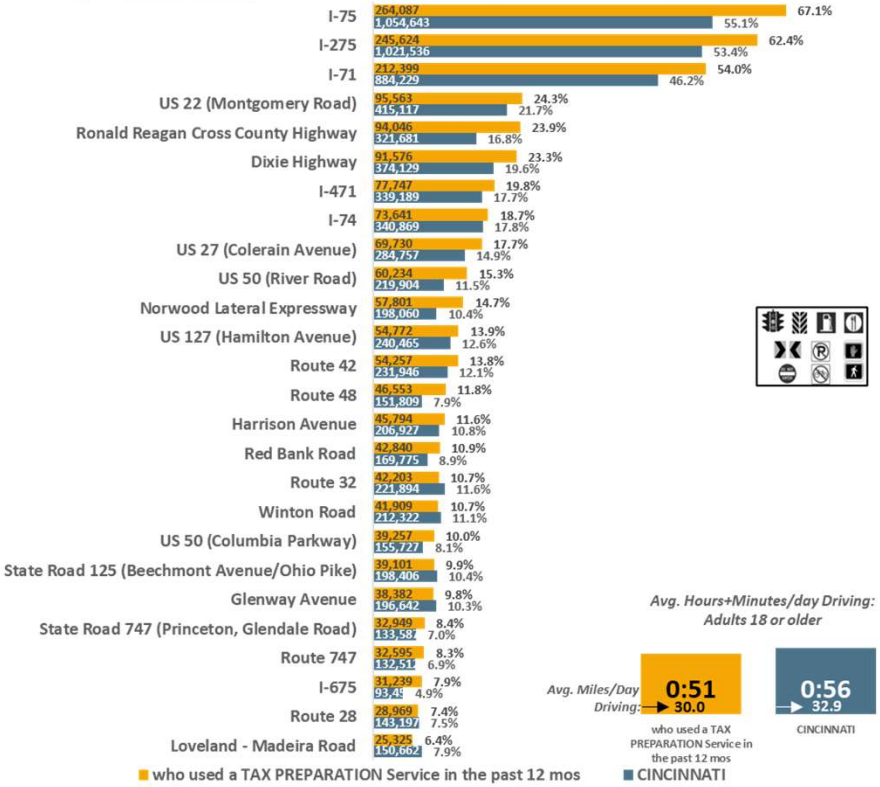
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Professional services used by HHLD past 12 months (HHLD): Tax preparation service



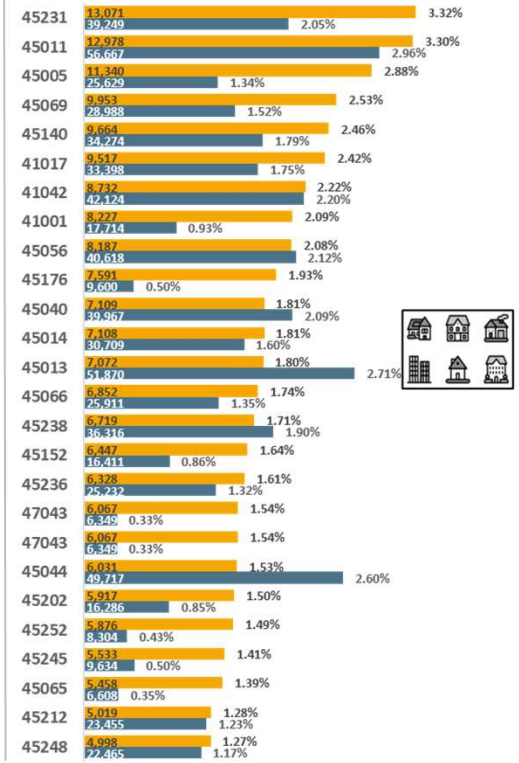
377,536 or 95.9% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos spend an average of 51.6 minutes per day driving an average of 30. miles each day and are 49.1% more likely to use Route 48 than the Metro average.

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

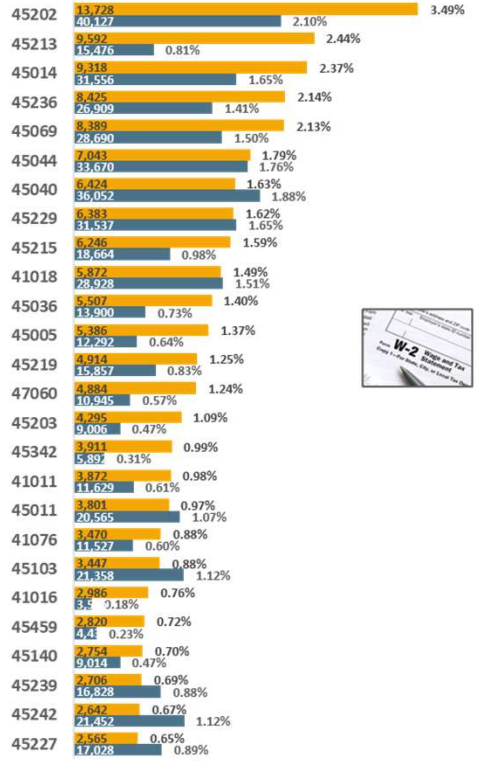


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 415

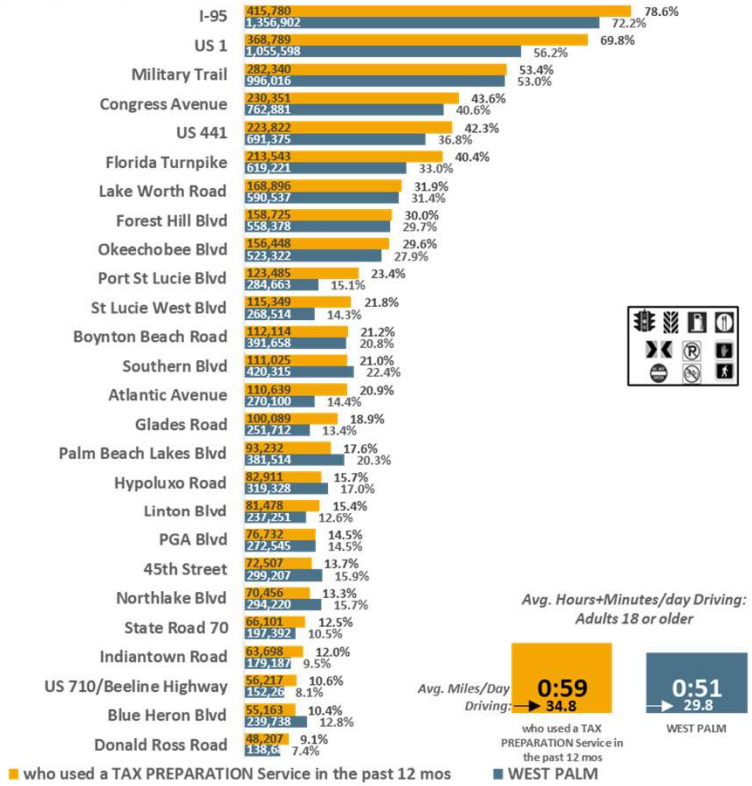
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Professional services used by HHLD past 12 months (HHLD): Tax preparation service



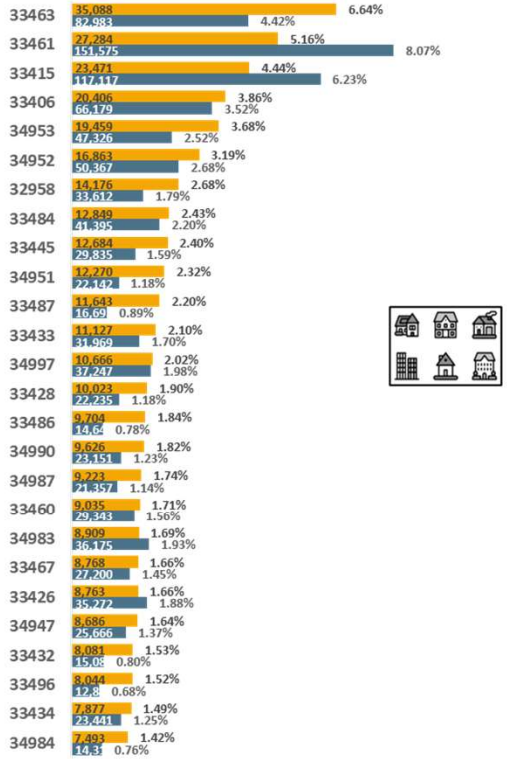
507,850 or 96.1% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos spend an average of 59.8 minutes per day driving an average of 34.8 miles each day and are 54.2% more likely to use Port St Lucie Blvd than the Metro average.

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

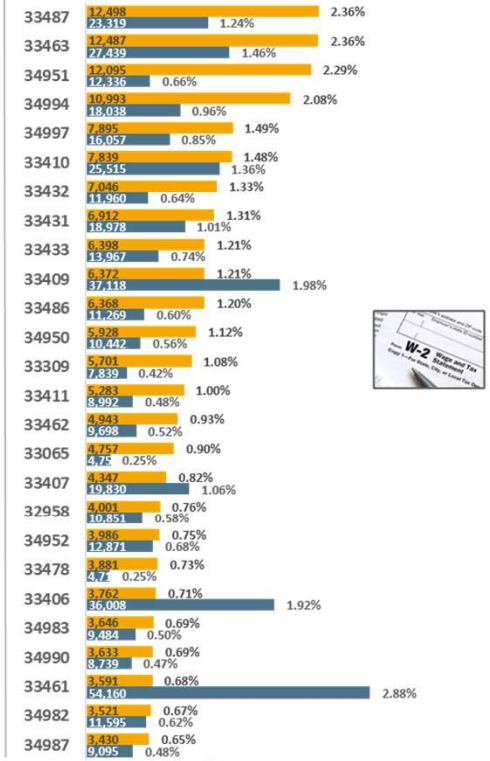


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



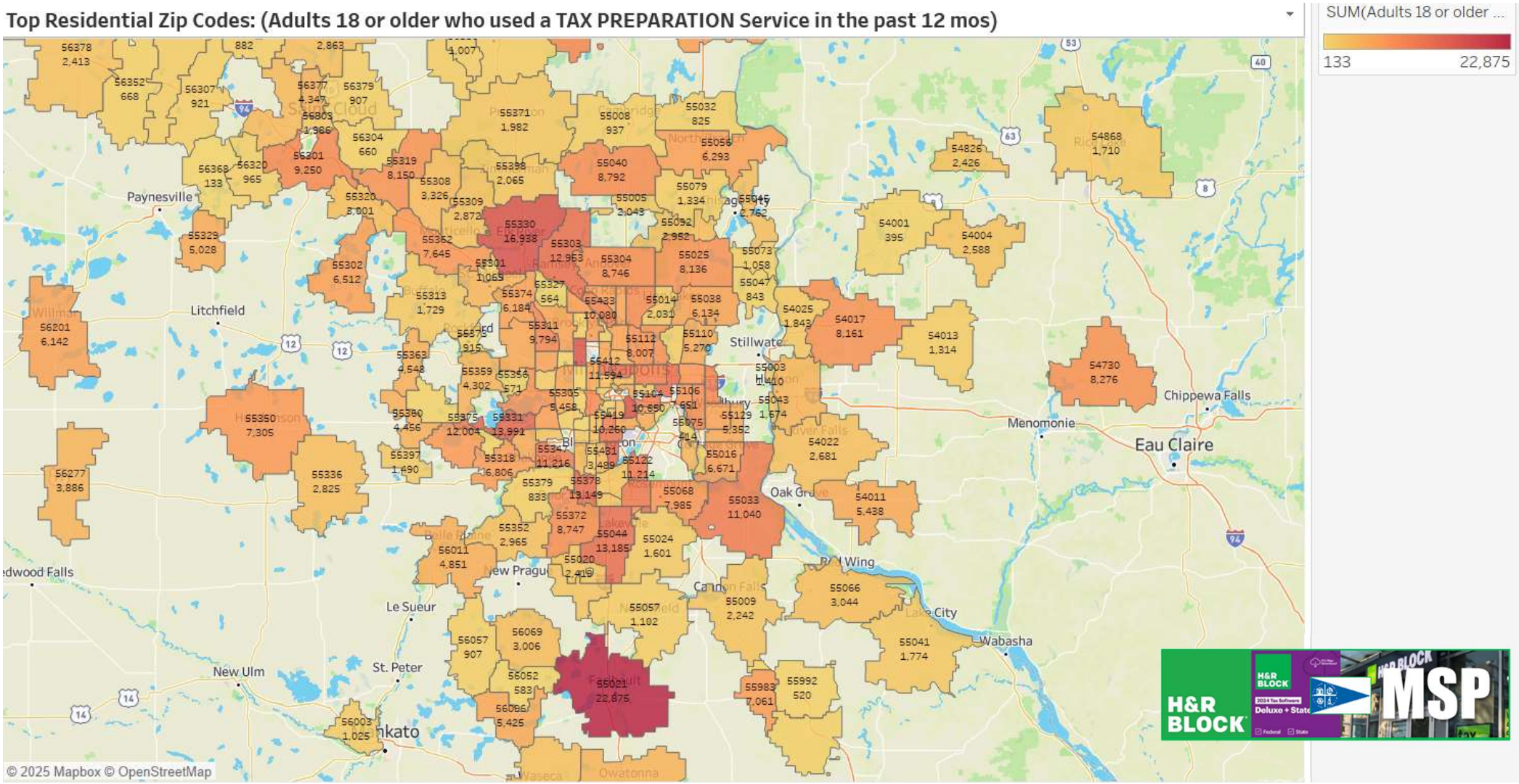
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WEST PALM DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 715

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Professional services used by HHLD past 12 months (HHLD): Tax preparation service

Top Residential Zip Codes: (Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos)

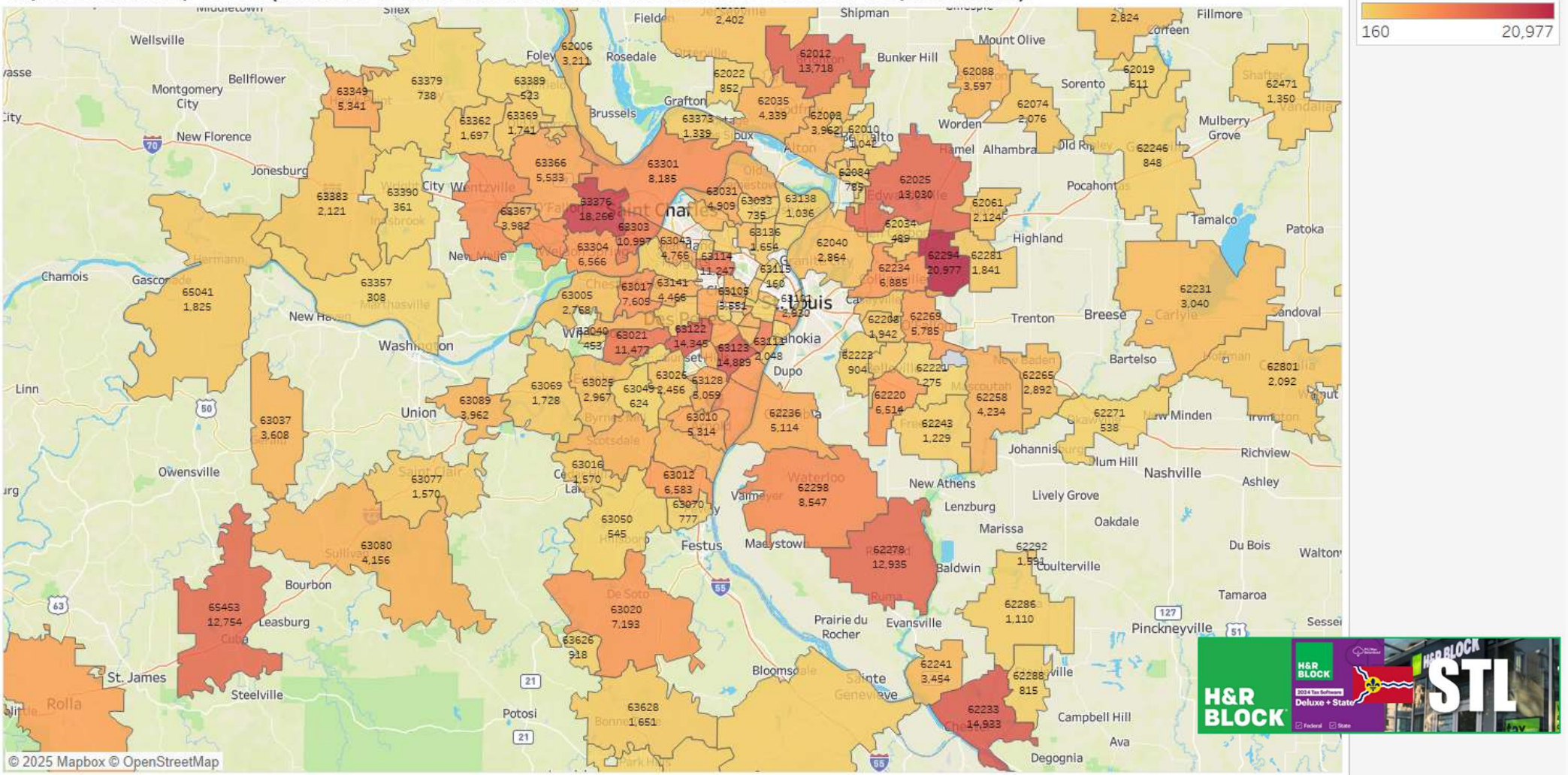


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Professional services used by HHLD past 12 months (HHLD): Tax preparation service

Top Residential Zip Codes: (Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos)

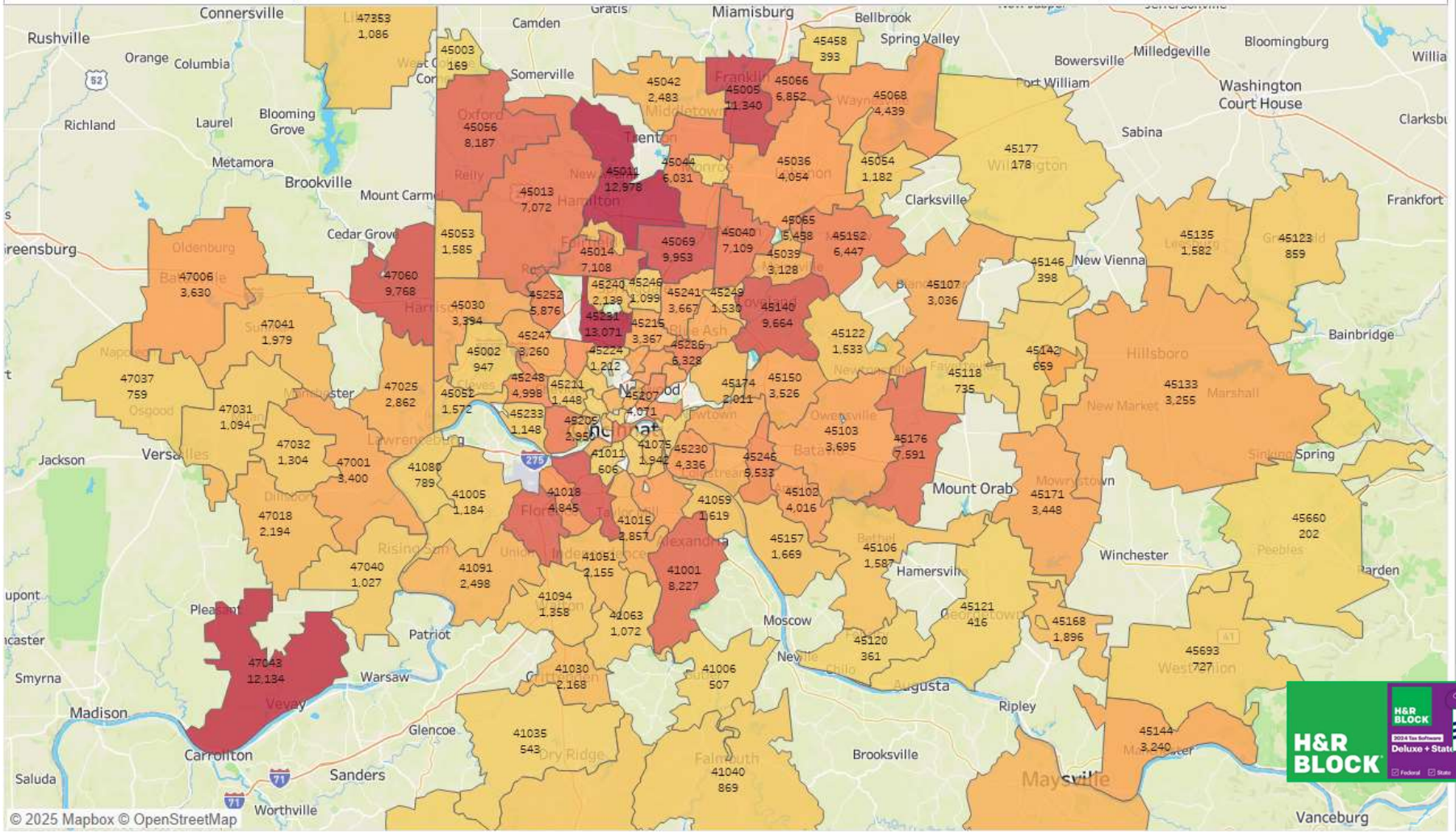


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Professional services used by HHLD past 12 months (HHLD): Tax preparation service

Top Residential Zip Codes: (Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos)



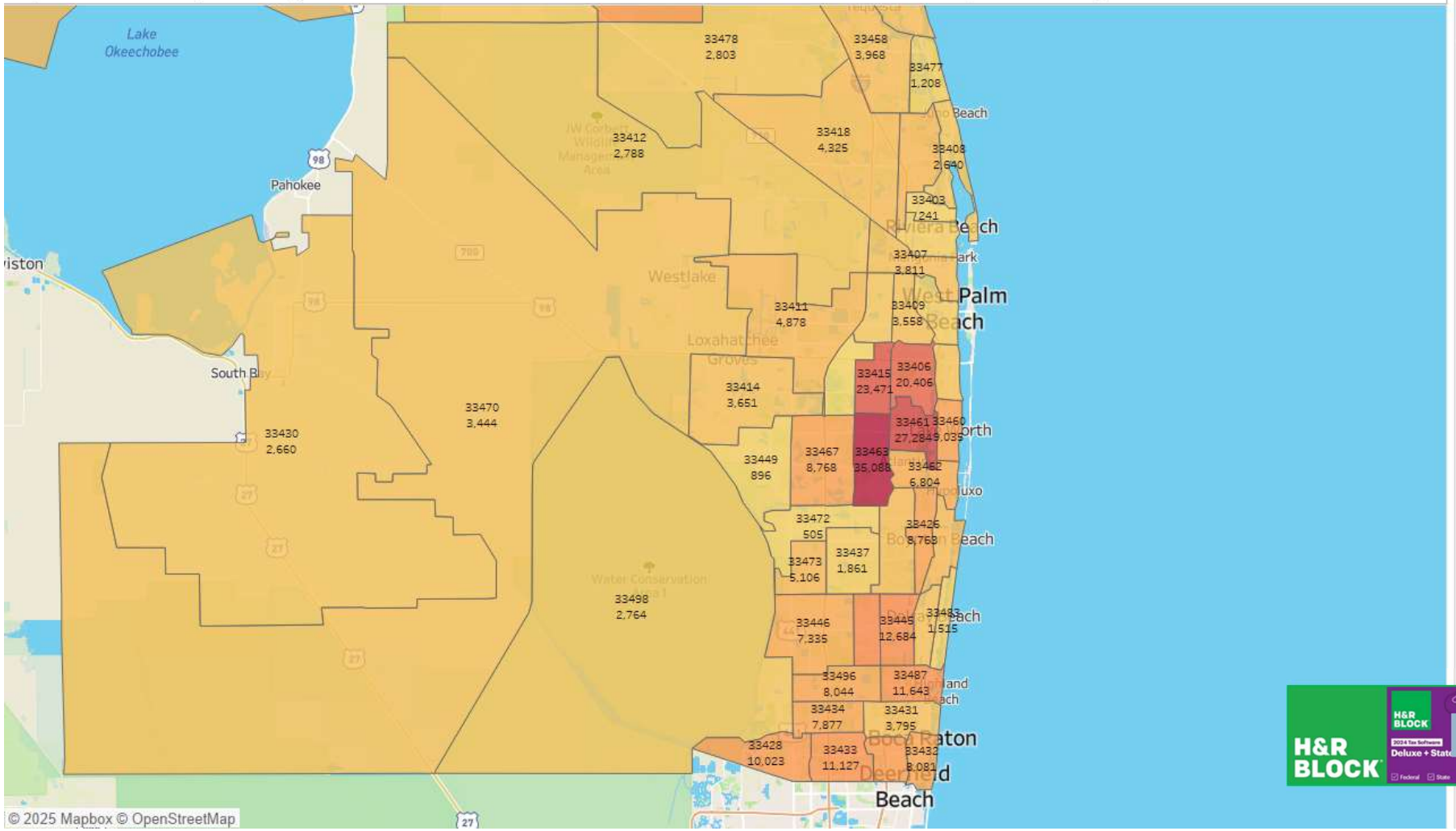


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Professional services used by HHLD past 12 months (HHLD): Tax preparation service

Top Residential Zip Codes: (Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos)





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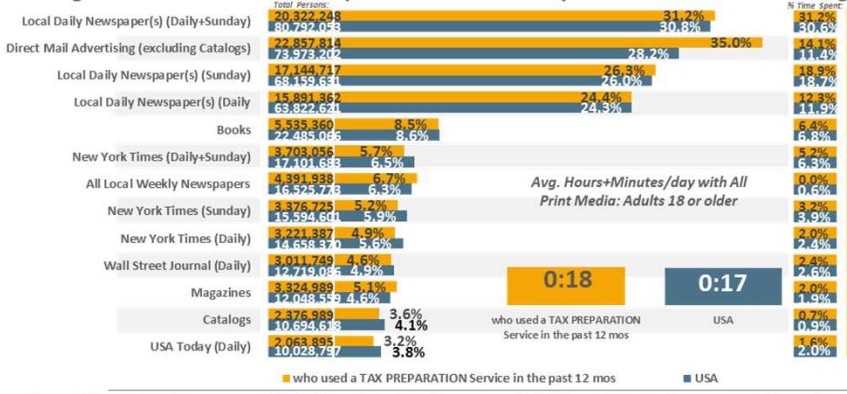
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Professional services used by HHLD past 12 months (HHLD): Tax preparation service

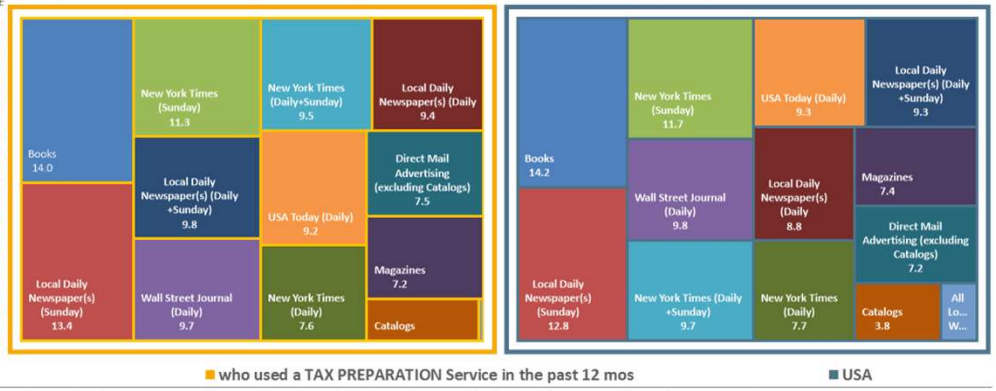


20,322,248 or 31.2% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.8 minutes every day representing 33.3% of all time spent daily with All forms of Print Media.

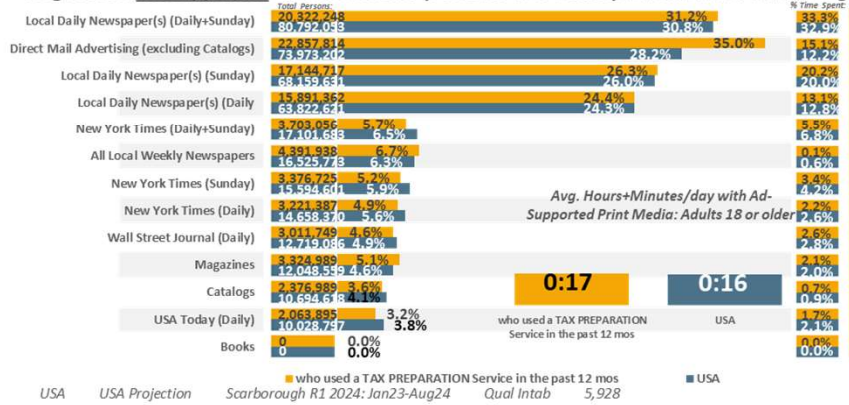
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



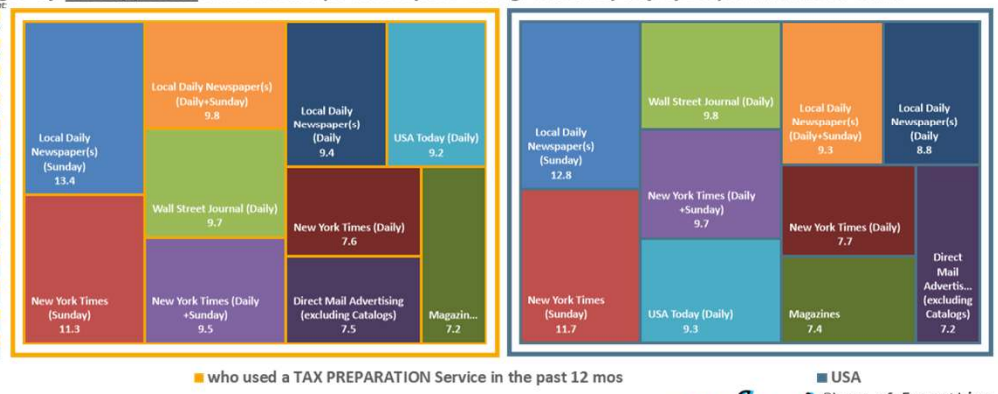
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 5,928

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

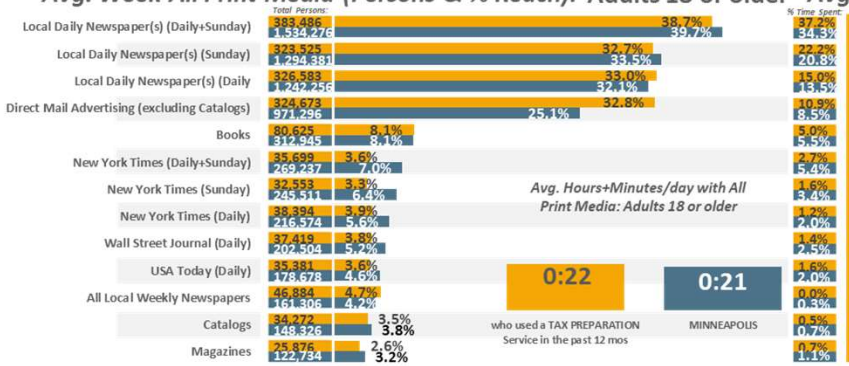
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Professional services used by HHLD past 12 months (HHLD): Tax preparation service

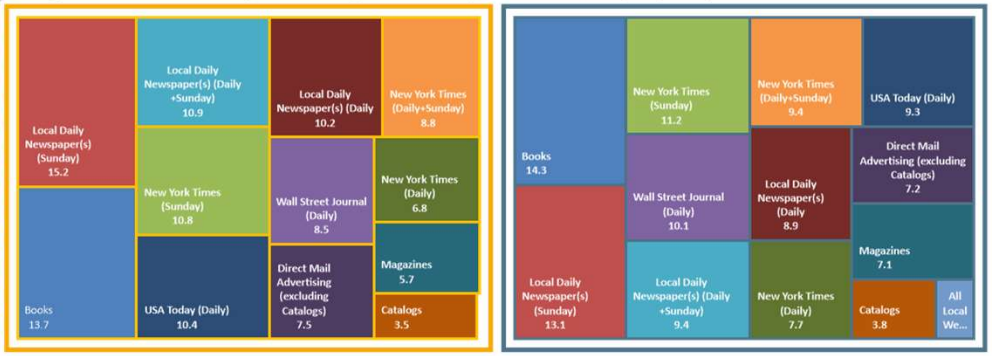


383,486 or 38.7% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.9 minutes every day representing 39.1% of all time spent daily with All forms of Print Media.

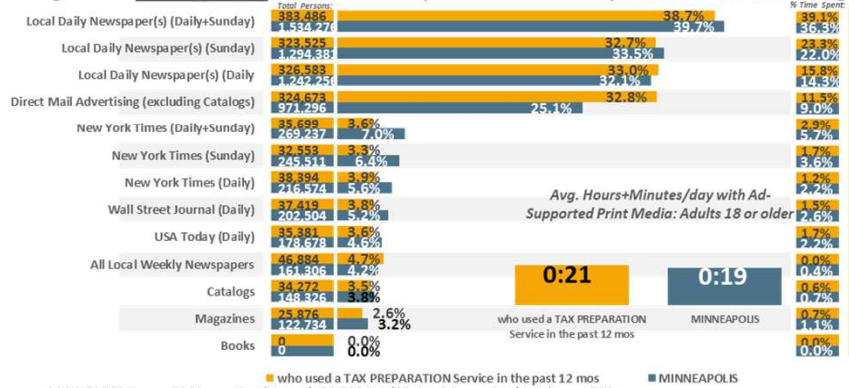
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



MINNEAPOLIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 504

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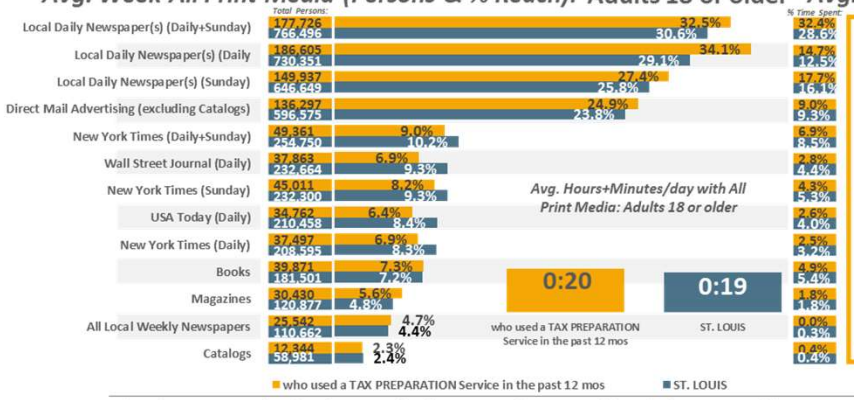
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Professional services used by HHLD past 12 months (HHLD): Tax preparation service

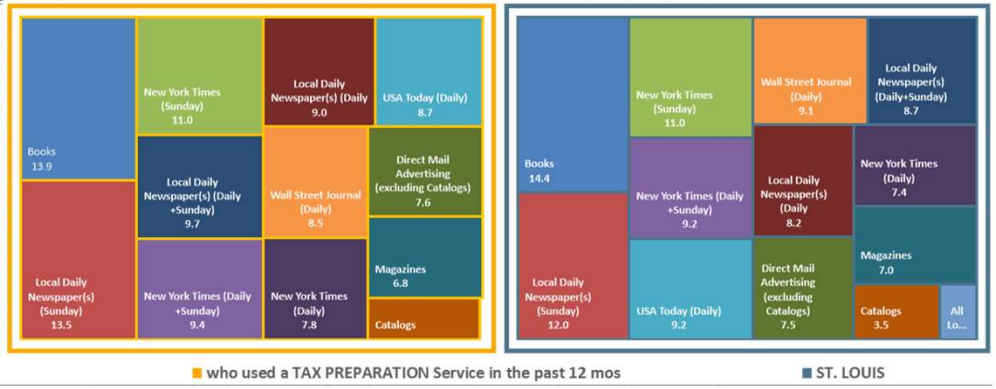


177,726 or 32.5% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.7 minutes every day representing 34.% of all time spent daily with All forms of Print Media.

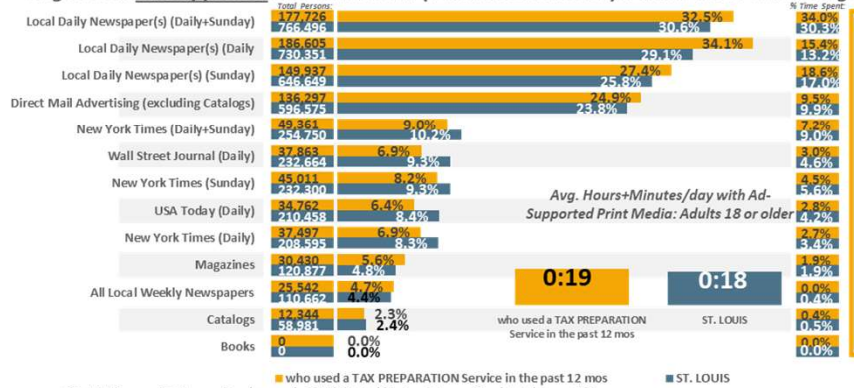
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



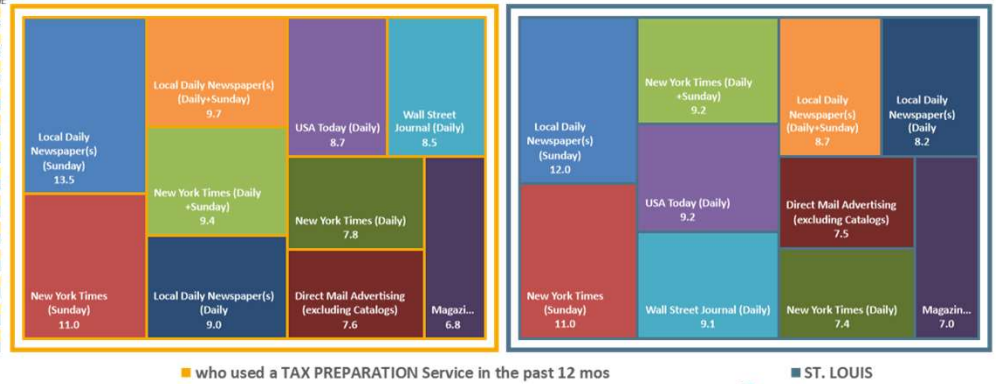
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 486

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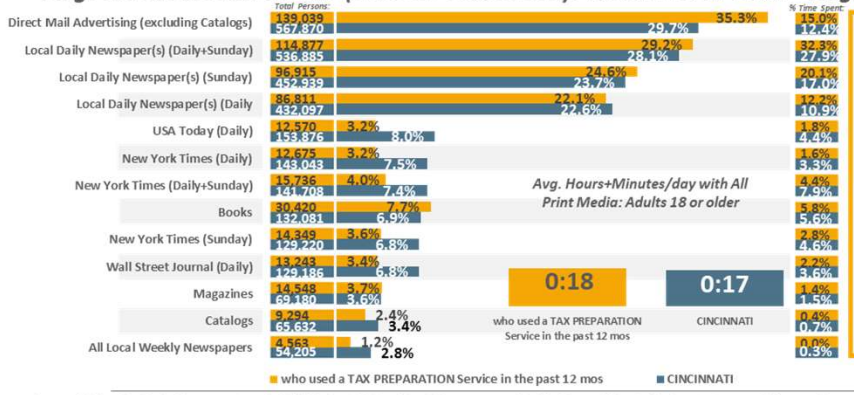
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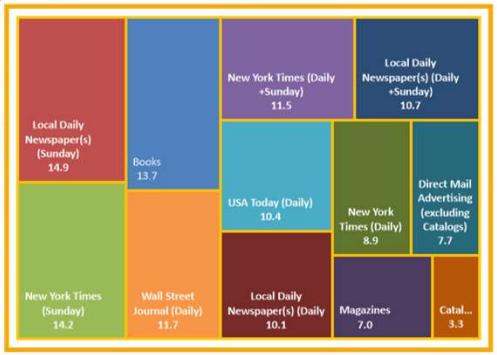
Professional services used by HHLD past 12 months (HHLD): Tax preparation service

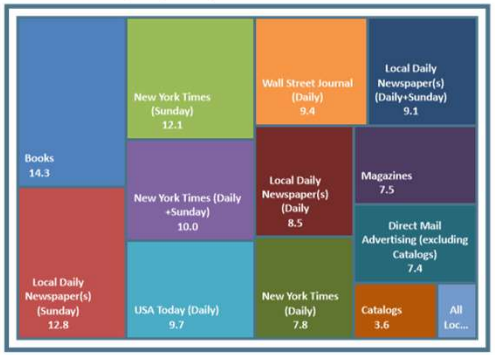


114,877 or 29.2% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.7 minutes every day representing 34.3% of all time spent daily with All forms of Print Media.

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

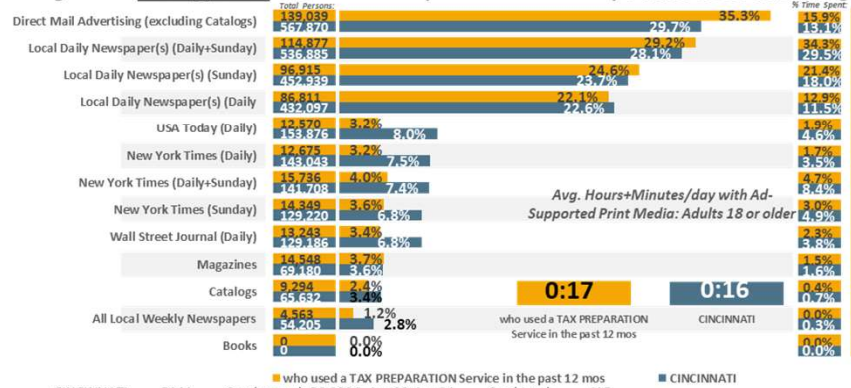


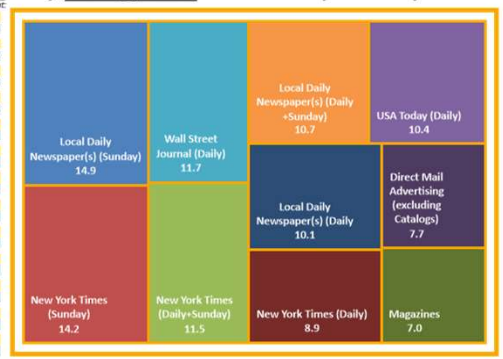


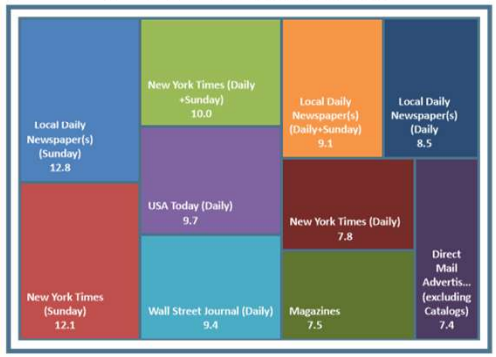


who used a TAX PREPARATION Service in the past 12 mos ■ CINCINNATI

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







who used a TAX PREPARATION Service in the past 12 mos ■ CINCINNATI

CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 415

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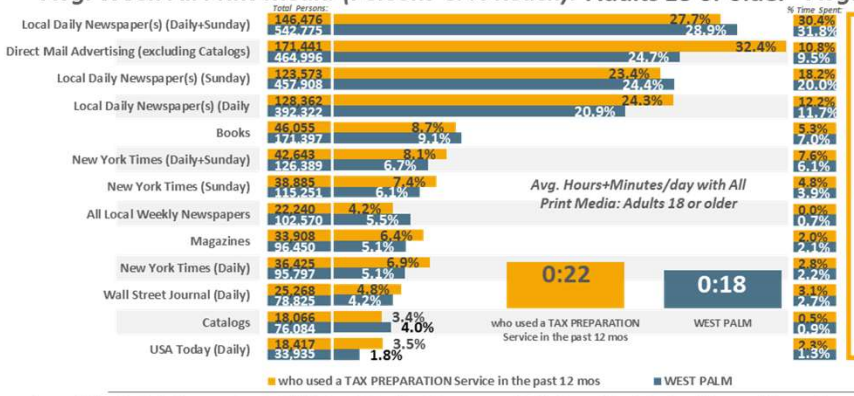
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Professional services used by HHLD past 12 months (HHLD): Tax preparation service

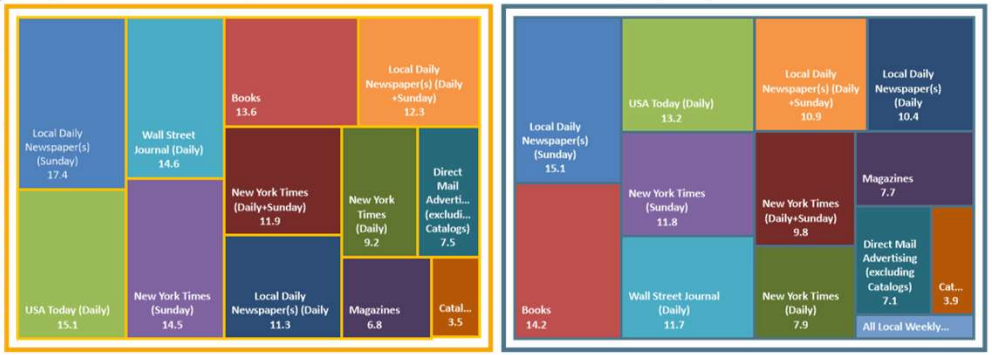


146,476 or 27.7% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 12.3 minutes every day representing 32.1% of all time spent daily with All forms of Print Media.

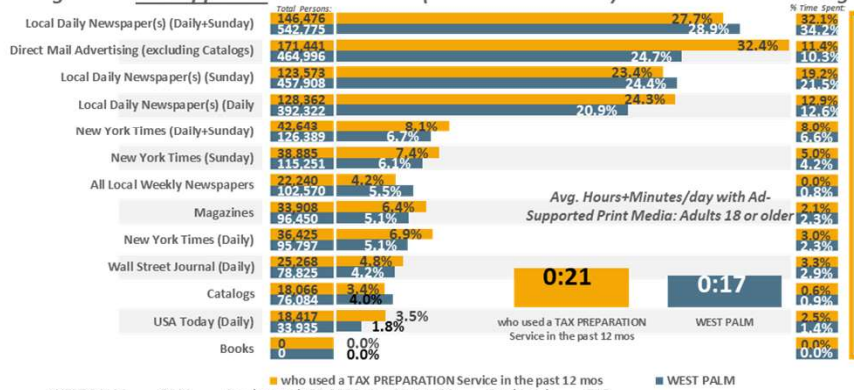
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



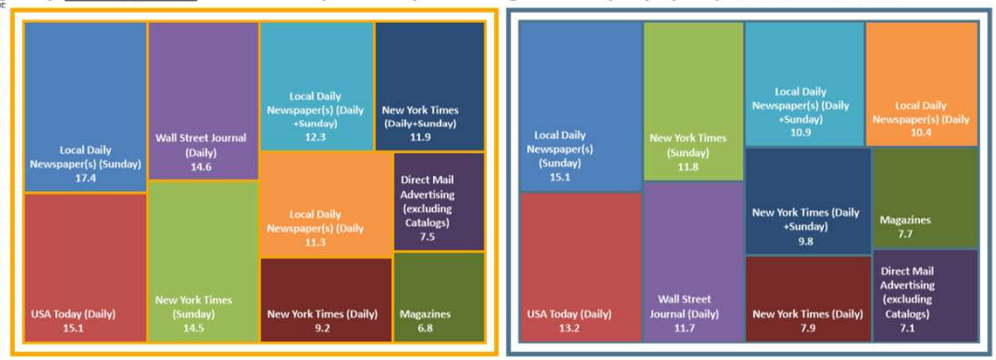
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 715

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Professional services used by HHLD past 12 months (HHLD): Tax preparation service