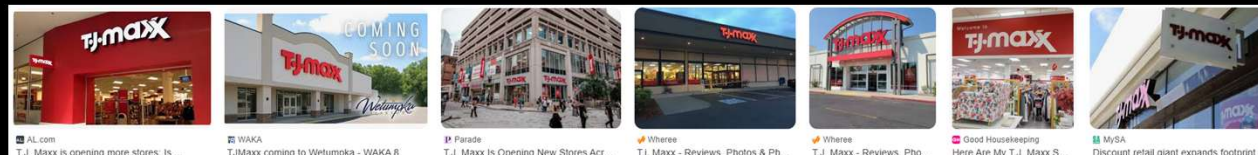


USA+4 DMAs – P18+ who Purchased Items In-Store at TJ MAXX in the past 3 mos!

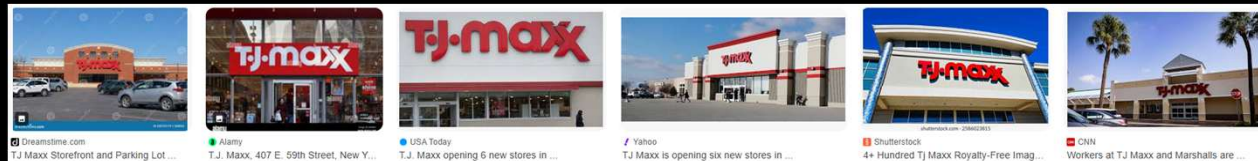
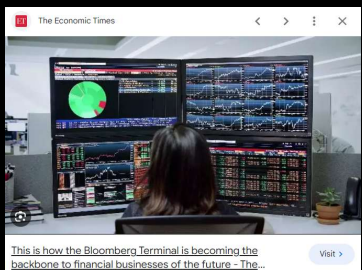
Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA, and PHOENIX DMA P18+ who Purchased Items In-Store at TJ MAXX in the past 3 months as of August 31, 2025.



P18+



Vanguard BlackRock



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

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



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

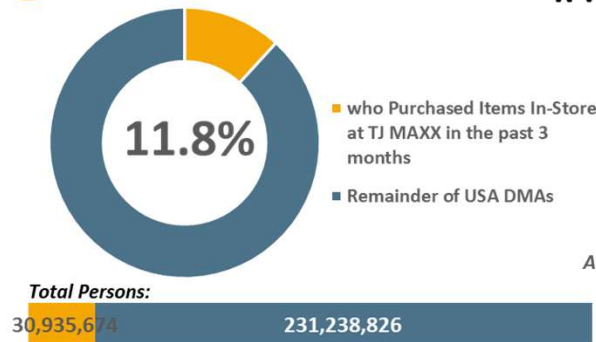


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



%M vs. %F:

Average Age:

Persons:

32.4%

45.0

10,018,253

48.5

129,073,6...

Men

Men

67.6%

49.2

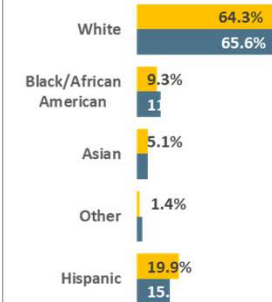
20,917,421

49.0

133,100,8...

Women

Women



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

Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older

47.1

48.7

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



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

USA

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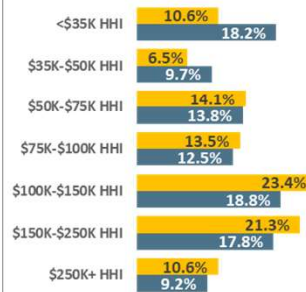
USA Projection

Scarborough R2 2025: Sep24-Aug25

Qual Intab

25,507

HHI of Target vs. Market:



Avg HHI:

\$108,143

\$95,398

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



14.2% or 1,071,716 of CHI DMA Adults 18 or older Purchased Items In-Store at TJ MAXX in the past 3 months. Typical Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months are 48.2 years old (.3% younger than average) and have a \$121,514 (13.% higher than average) annual household income.

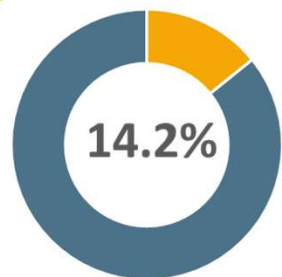


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



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

Total Persons:

1,071,716

6,480,594

%M vs. %F:

Average Age:

Persons:

31.8%

47.0

340,867

48.7%

48.3

3,680,479

68.2%

49.5

730,849

51.3%

48.3

3,871,831

Men

Men

Women

Women

Age Cell Demographics of Target vs. Market:

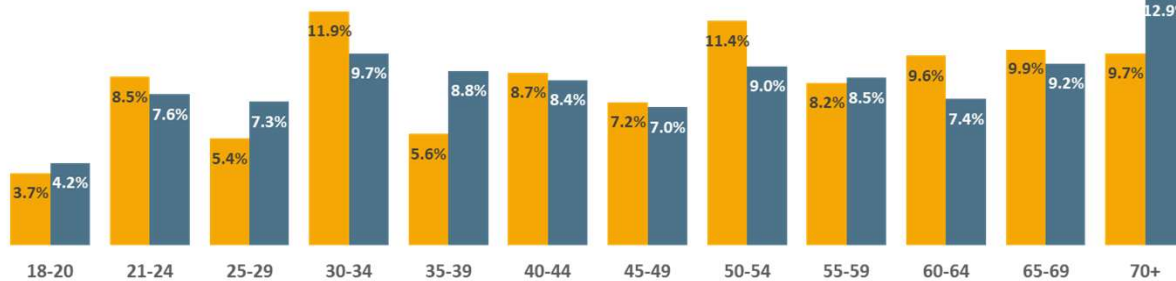
Average Age:

Adults 18 or older

48.2

48.3

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



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

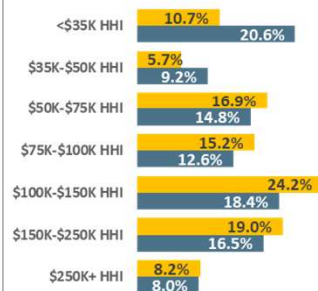
■ CHI

CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 626

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HHI of Target vs. Market:



Avg HHI:

\$121,514

\$107,489

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



12.0% or 683,503 of WDC DMA Adults 18 or older Purchased Items In-Store at TJ MAXX in the past 3 months. Typical Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months are 46.2 years old (3.5% younger than average) and have a \$152,123 (11.1% higher than average) annual household income.

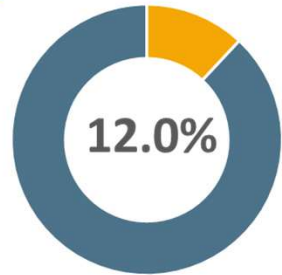


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



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

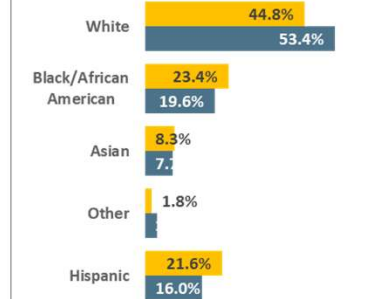
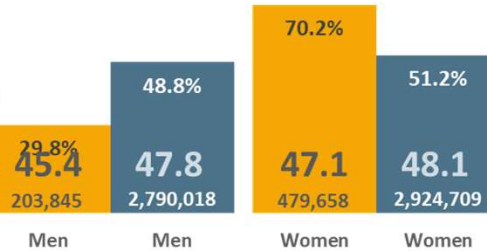
Total Persons:

683,503 5,031,224

%M vs. %F:

Average Age:

Persons:



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

Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older

46.2 47.9

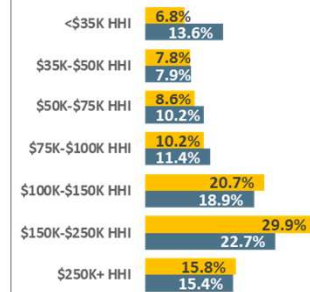
■ who Purchased Items In-Store at TJ MAXX in the past 3 months ■ WDC



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

■ WDC

HHI of Target vs. Market:



Avg HHI:

\$152,123 \$137,019



6.0% or 273,323 of SEA DMA Adults 18 or older Purchased Items In-Store at TJ MAXX in the past 3 months. Typical Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months are 47. years old (2.6% younger than average) and have a \$130,996 (4.9% higher than average) annual household income.

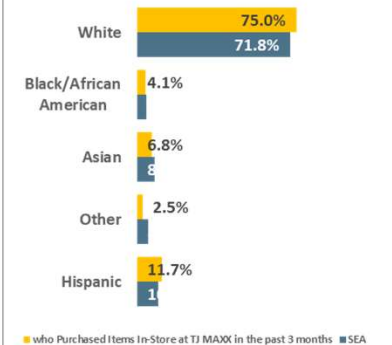


Percent of Market: Adults 18 or older

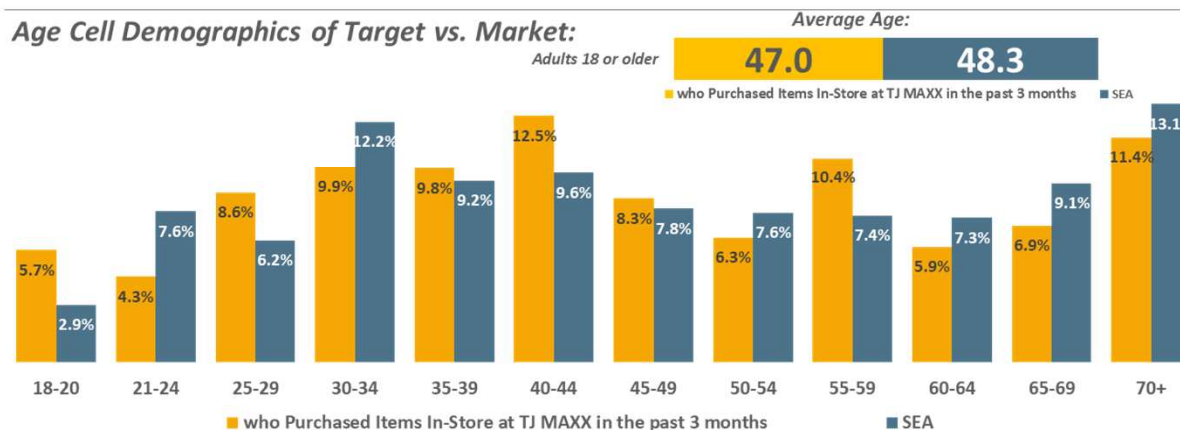


Gender of Target vs. Market: Adults 18 or older

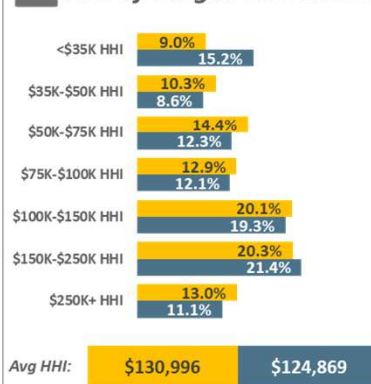
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:





10.4% or 496,336 of PHX DMA Adults 18 or older Purchased Items In-Store at TJ MAXX in the past 3 months. Typical Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months are 45.4 years old (6.7% younger than average) and have a \$126,743 (20.3% higher than average) annual household income.

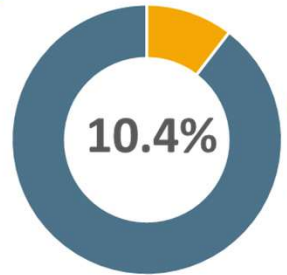


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



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

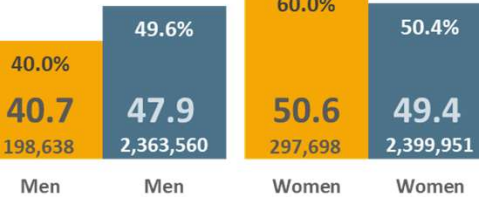
Total Persons:

496,336 4,267,175

%M vs. %F:

Average Age:

Persons:



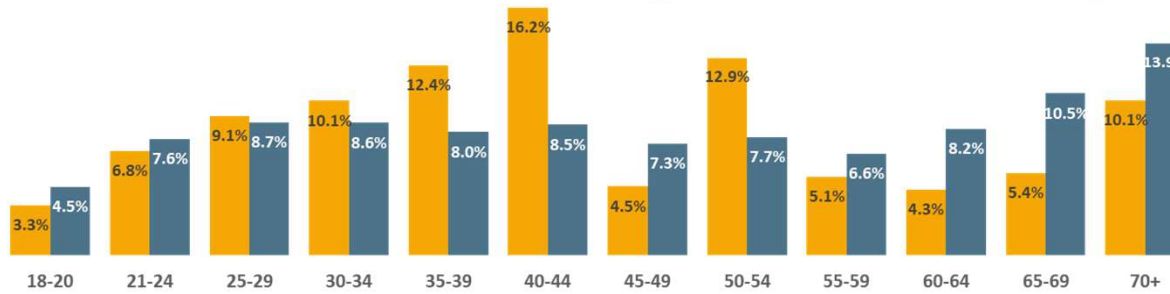
Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older



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

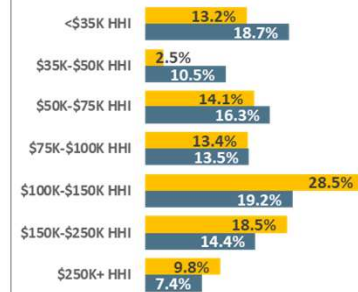


■ who Purchased Items In-Store at TJ MAXX in the past 3 months

■ PHX



HHI of Target vs. Market:



Avg HHI:

\$126,743

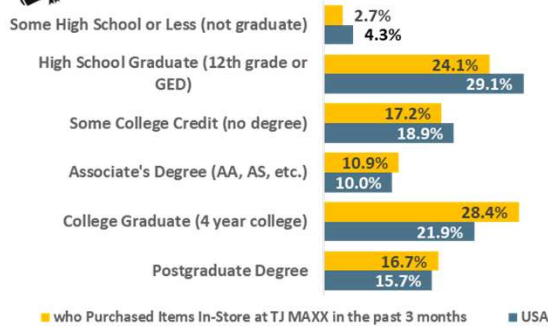
\$105,341



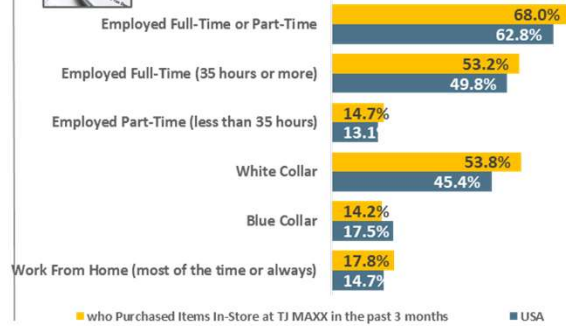
11.8% or 30,935,674 of USA Adults 18 or older Purchased Items In-Store at TJ MAXX in the past 3 months. Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months are 19.7% more likely to be a college graduate, 6.9% more likely to work full-time, 10.4% more likely to be married,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



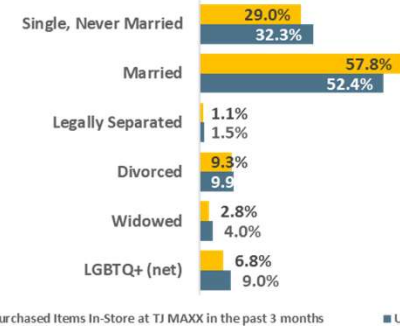
Education Levels: Adults 18 or older



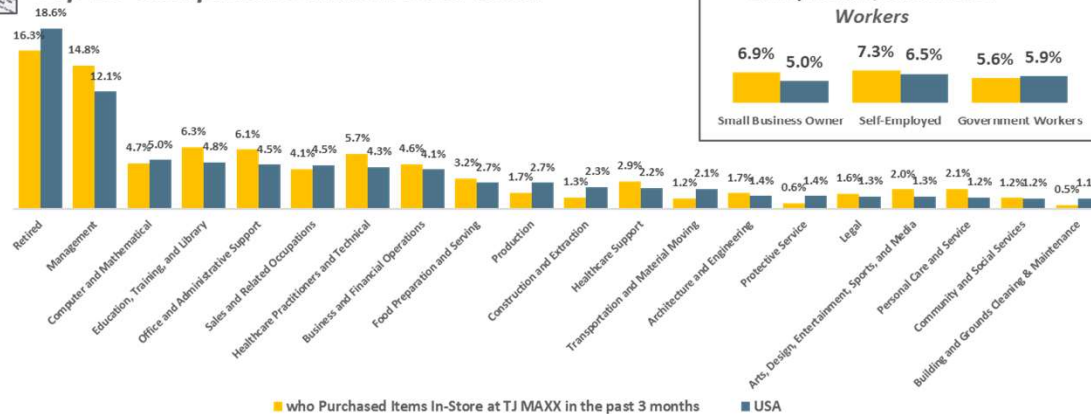
Employment: Adults 18 or older



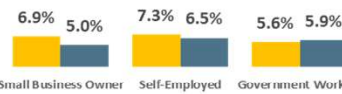
Marital Status: Adults 18 or older



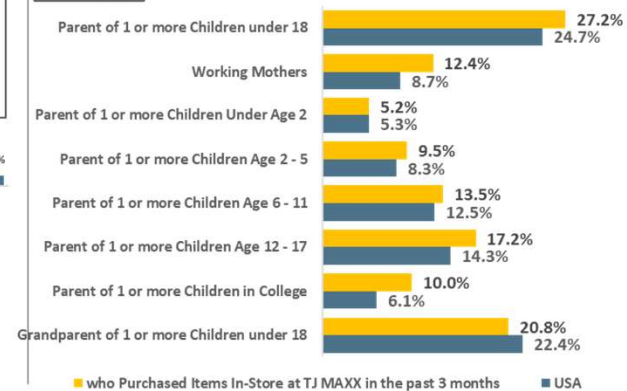
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



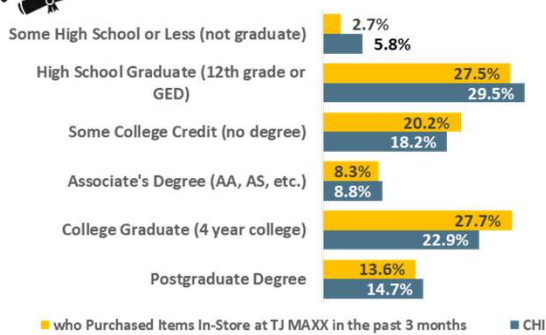
Stage in Life: Adults 18 or older



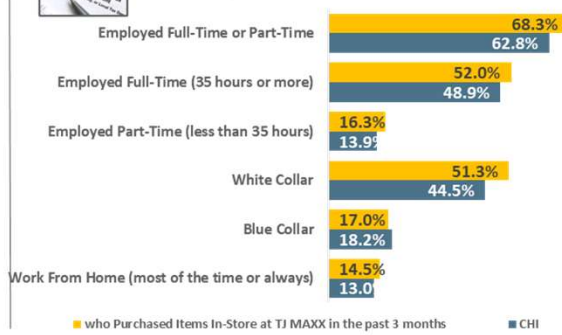


14.2% or 1,071,716 of CHI DMA Adults 18 or older Purchased Items In-Store at TJ MAXX in the past 3 months. Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months are 9.8% more likely to be a college graduate, 6.3% more likely to work full-time, 18.4% more likely to be married, .2% more likely to be a parent of 1 or more children under

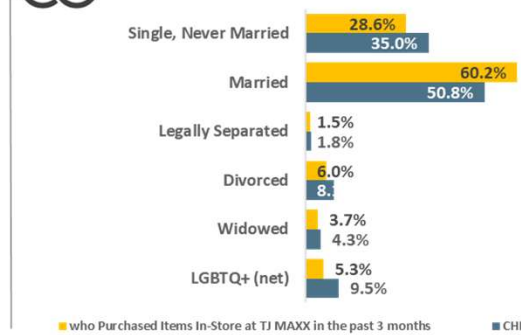
Education Levels: Adults 18 or older



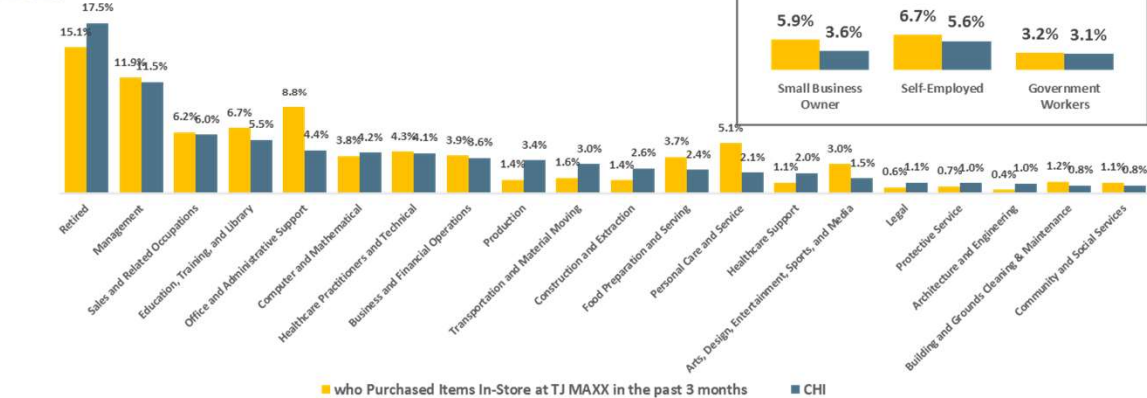
Employment: Adults 18 or older



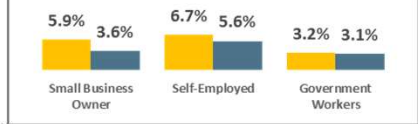
Marital Status: Adults 18 or older



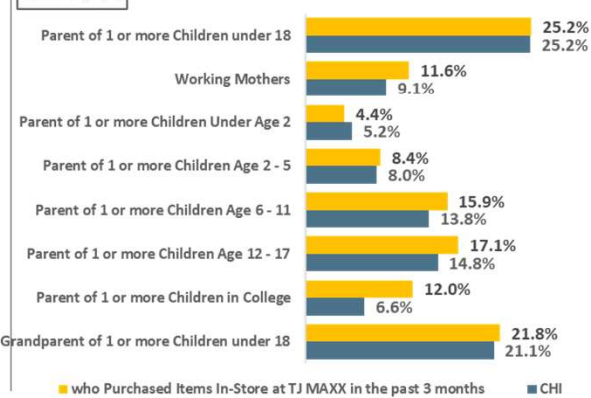
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

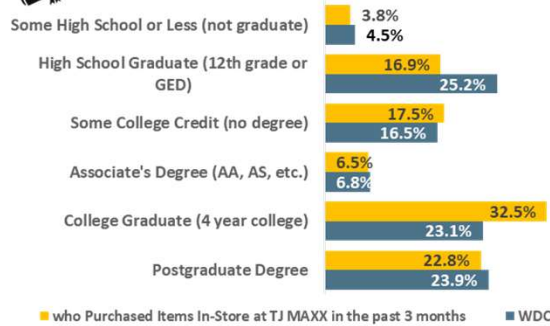




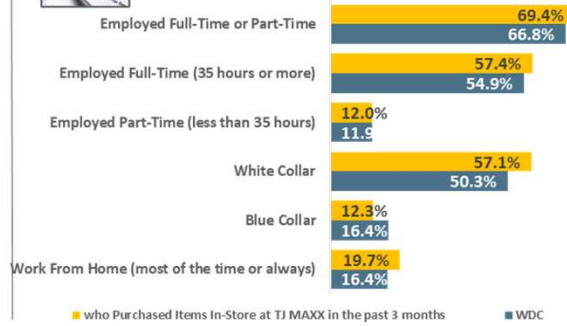
12.2% or 683,503 of WDC DMA Adults 18 or older Purchased Items In-Store at TJ MAXX in the past 3 months. Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months are 17.6% more likely to be a college graduate, 4.5% more likely to work full-time, 3.4% more likely to be married, 5.8% less likely to be a parent of 1 or more children under



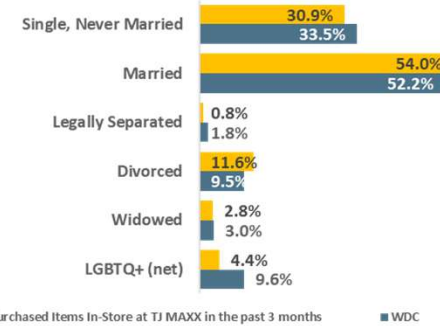
Education Levels: Adults 18 or older



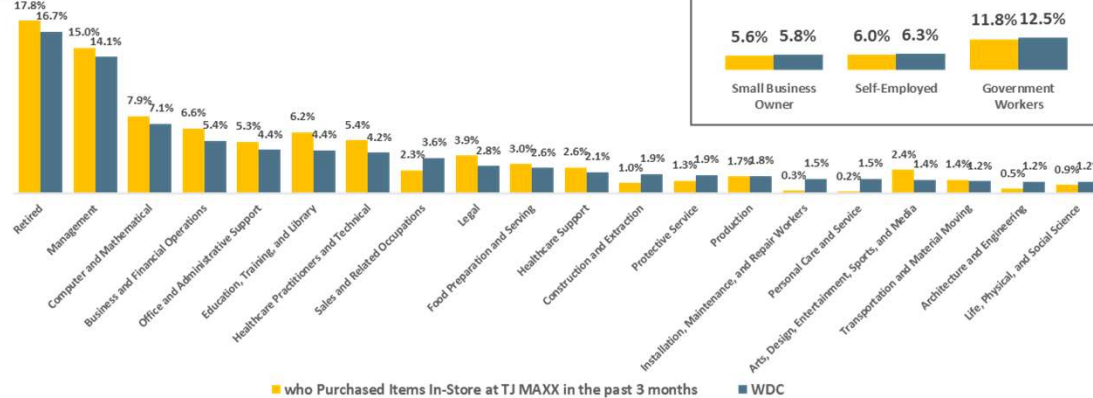
Employment: Adults 18 or older



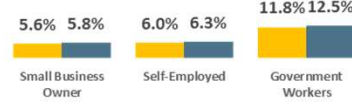
Marital Status: Adults 18 or older



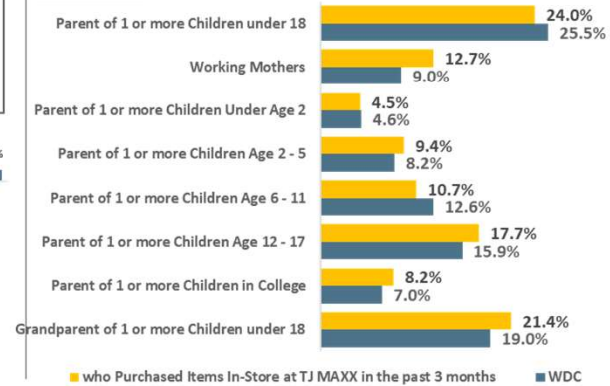
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



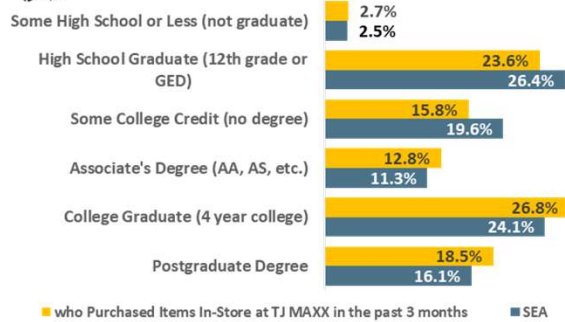
Stage in Life: Adults 18 or older



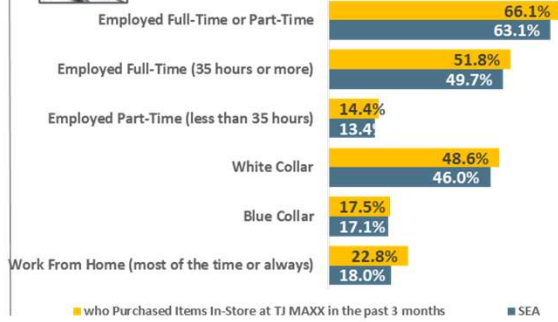


6.0% or 273,323 of SEA DMA Adults 18 or older Purchased Items In-Store at TJ MAXX in the past 3 months. Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months are 12.4% more likely to be a college graduate, 4.1% more likely to work full-time, 11.1% more likely to be married, 13.8% more likely to be a parent of 1 or more children unde

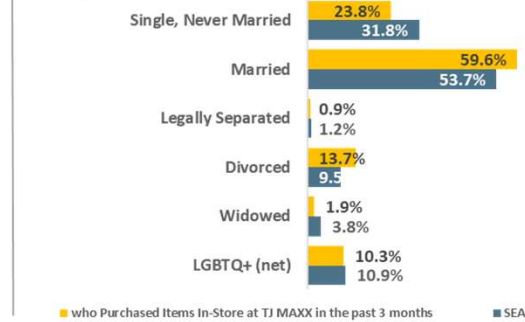
Education Levels: Adults 18 or older



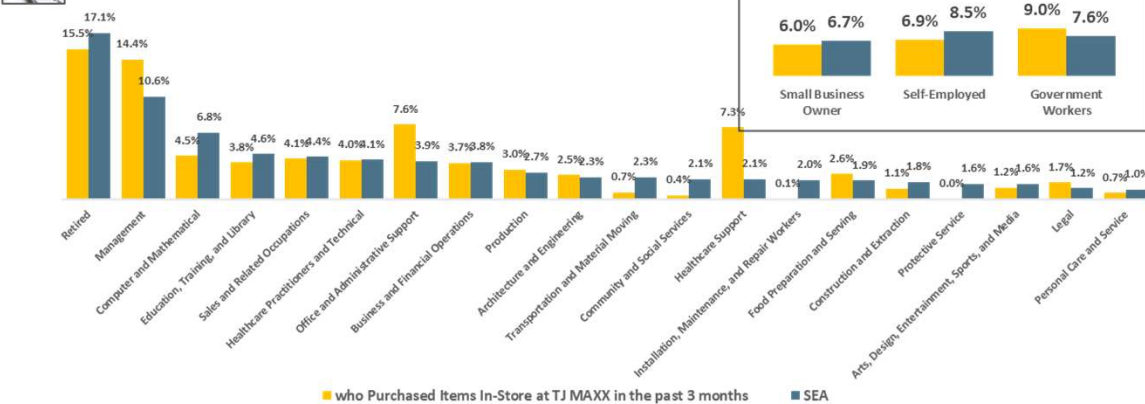
Employment: Adults 18 or older



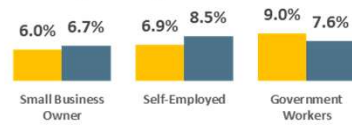
Marital Status: Adults 18 or older



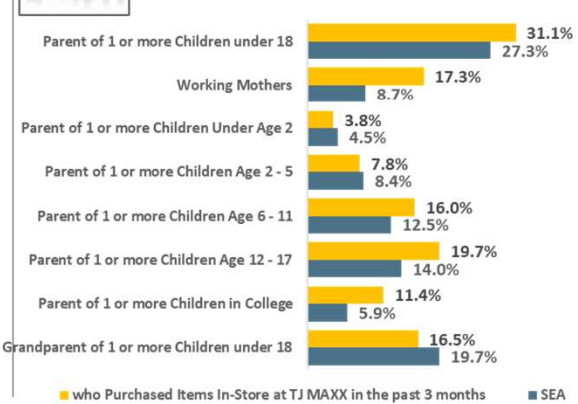
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



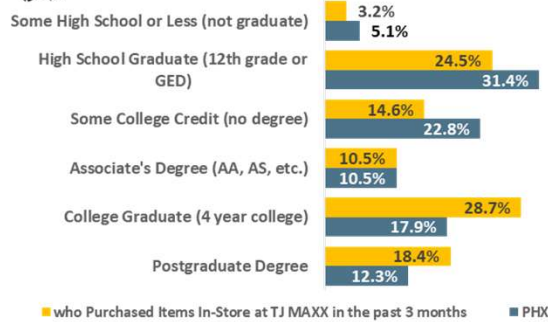
Stage in Life: Adults 18 or older



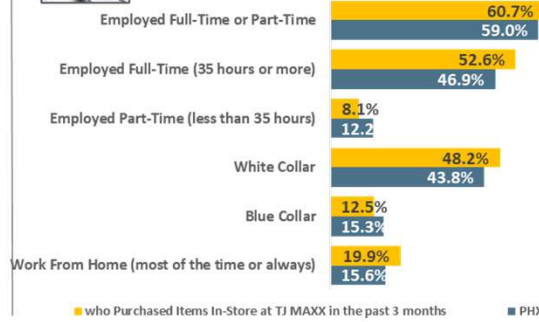


10.4% or 496,336 of PHX DMA Adults 18 or older Purchased Items In-Store at TJ MAXX in the past 3 months. Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months are 56.1% more likely to be a college graduate, 12.2% more likely to work full-time, 12.% more likely to be married, 31.3% more likely to be a parent of 1 or more children und

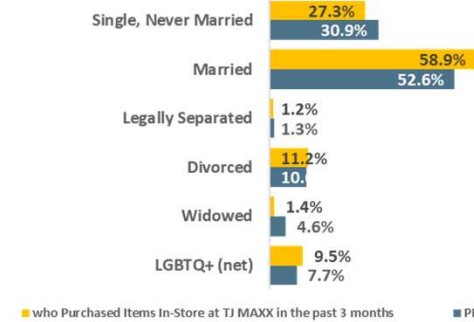
Education Levels: Adults 18 or older



Employment: Adults 18 or older



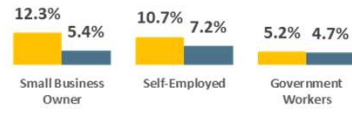
Marital Status: Adults 18 or older



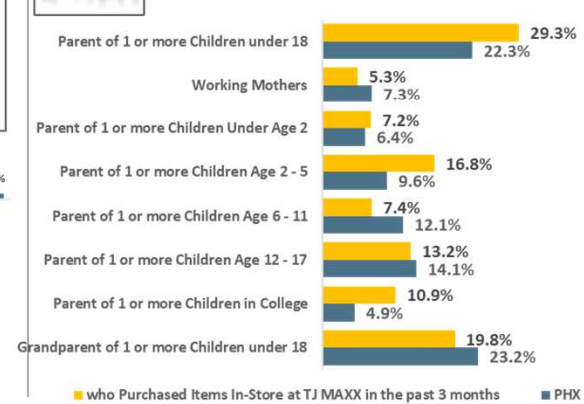
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



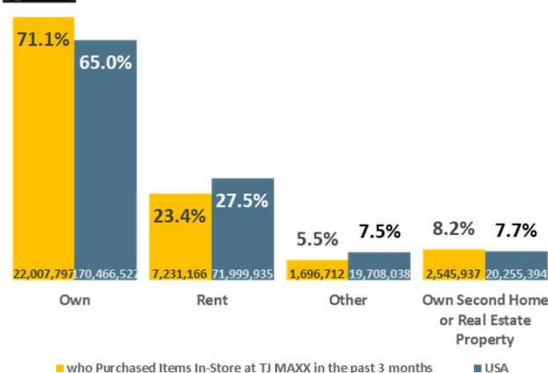
Stage in Life: Adults 18 or older



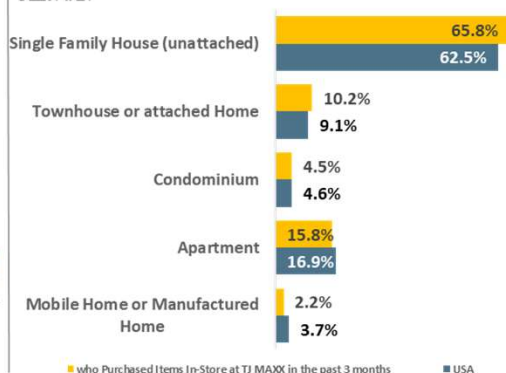


11.8% or 30,935,674 of USA Adults 18 or older Purchased Items In-Store at TJ MAXX in the past 3 months. Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months are 9.4% more likely to own their home, 18.1% more likely to own a higher valued home, 5.2% more likely to have a single-family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

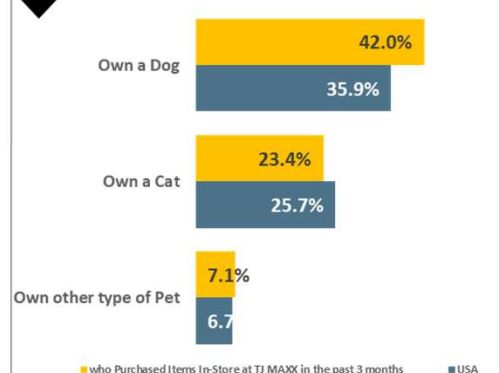
Own/Rent/Other: Adults 18 or older



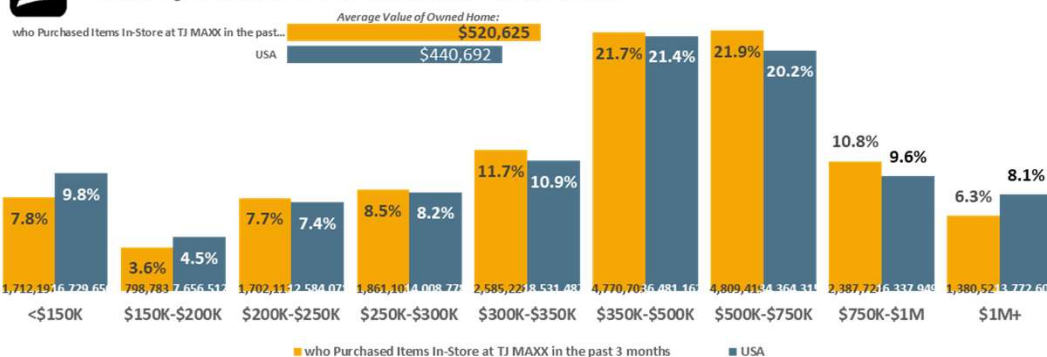
Type of Home: Adults 18 or older



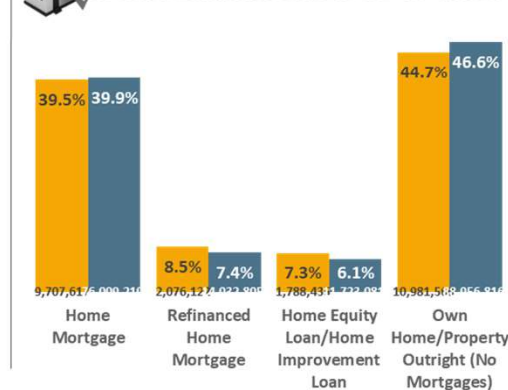
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



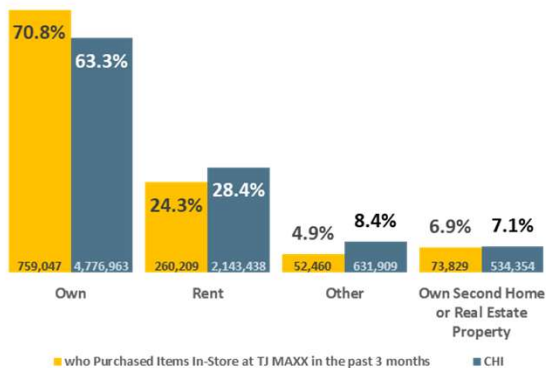
USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,385
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[[Major stores shopped in-store past 3 months: TJ Maxx AND Major stores bought past 3 months: TJ Maxx]]

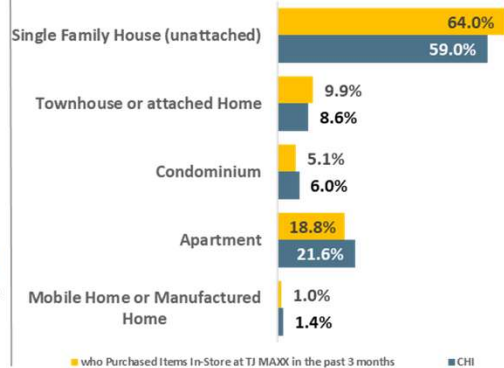


14.2% or 1,071,716 of CHI DMA Adults 18 or older Purchased Items In-Store at TJ MAXX in the past 3 months. Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months are 12.% more likely to own their home, 1.2% more likely to own a lower valued home, 8.5% more likely to have a single-family home, 27.7% more likely to have a dog.

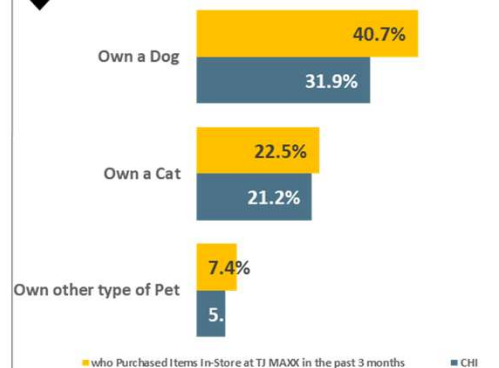
Own/Rent/Other: Adults 18 or older



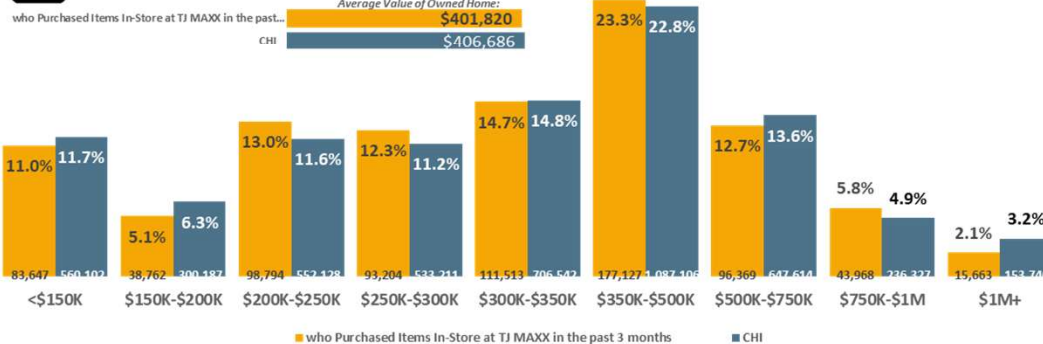
Type of Home: Adults 18 or older



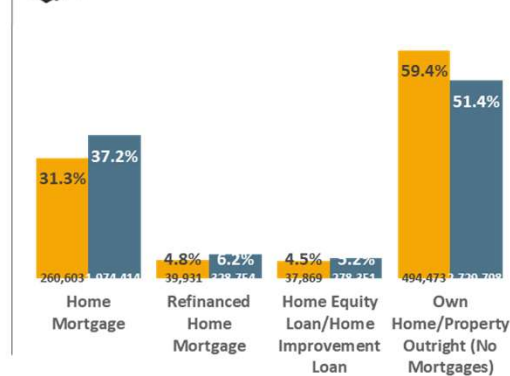
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



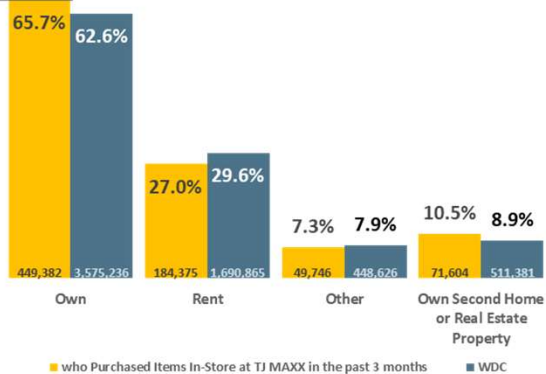
Home Loans: Adults 18 or older



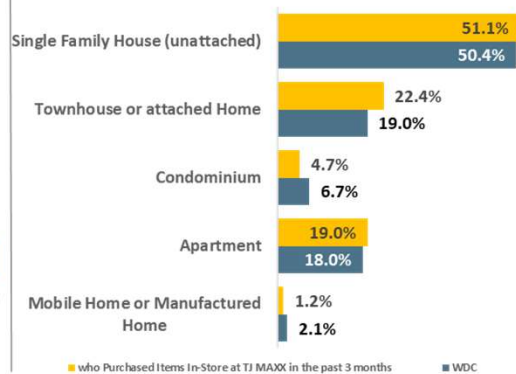


12.2% or 683,503 of WDC DMA Adults 18 or older Purchased Items In-Store at TJ MAXX in the past 3 months. Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months are 5.1% more likely to own their home, 2.1% more likely to own a higher valued home, 1.4% more likely to have a single-family home, 9.2% more likely to have a dog.

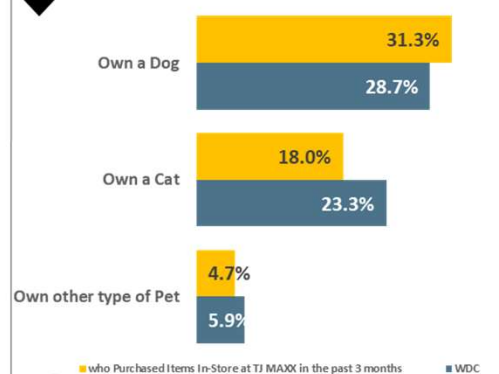
Own/Rent/Other: Adults 18 or older



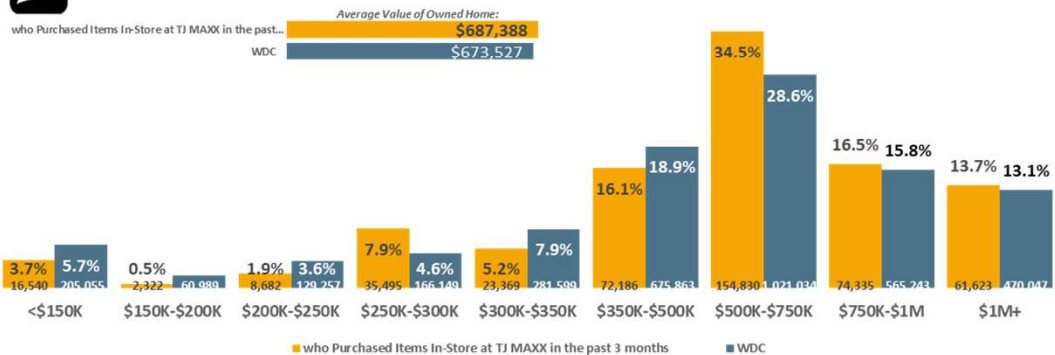
Type of Home: Adults 18 or older



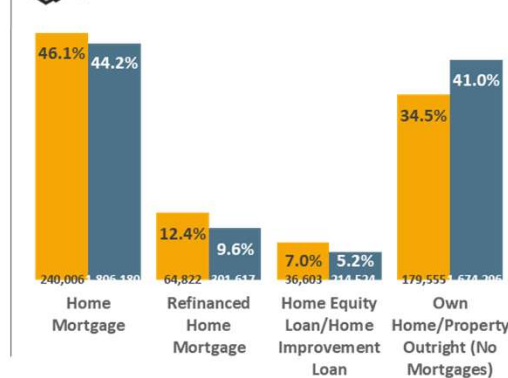
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

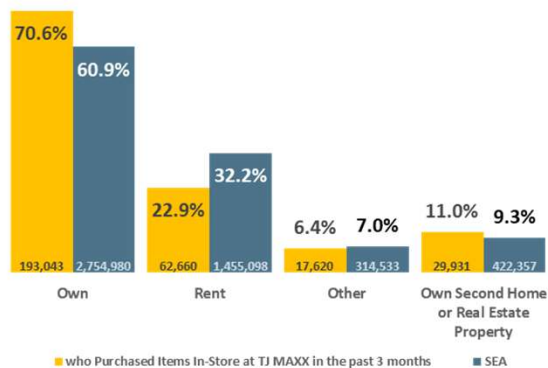




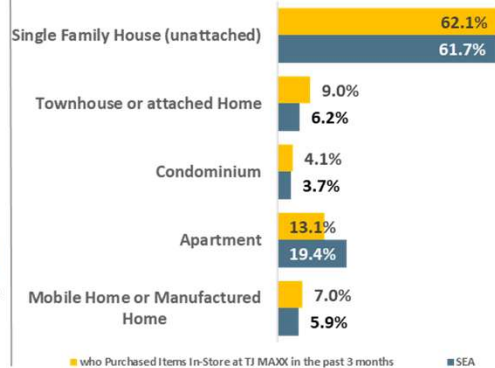
6.1% or 273,323 of SEA DMA Adults 18 or older Purchased Items In-Store at TJ MAXX in the past 3 months. Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months are 16.1% more likely to own their home, 6.1% more likely to own a lower valued home, .6% more likely to have a single-family home, 21.7% more likely to have a dog.



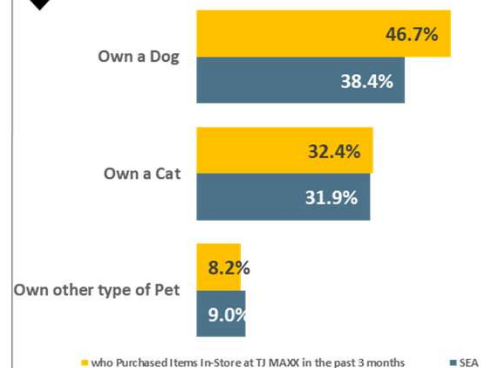
Own/Rent/Other: Adults 18 or older



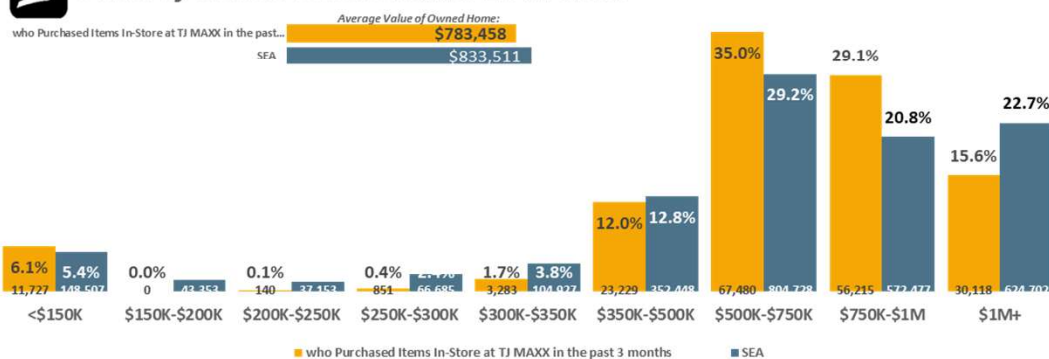
Type of Home: Adults 18 or older



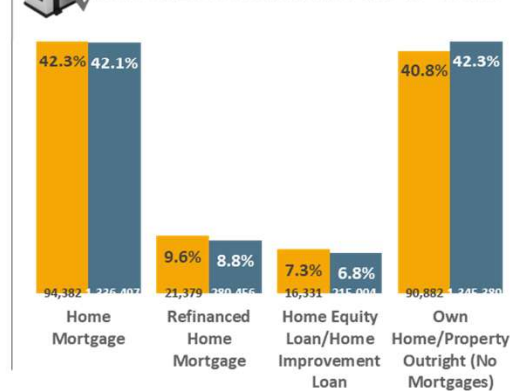
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



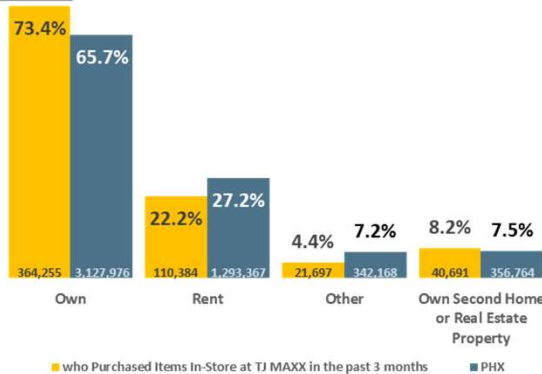
Home Loans: Adults 18 or older



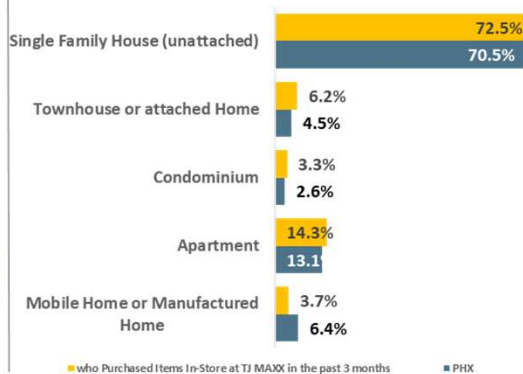


10.4% or 496,336 of PHX DMA Adults 18 or older Purchased Items In-Store at TJ MAXX in the past 3 months. Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months are 11.8% more likely to own their home, 3.2% more likely to own a lower valued home, 2.9% more likely to have a single-family home, 22.1% more likely to have a dog.

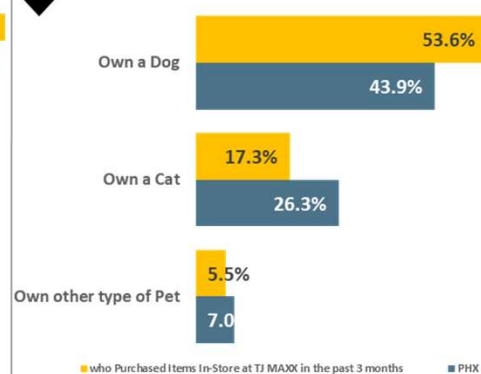
Own/Rent/Other: Adults 18 or older



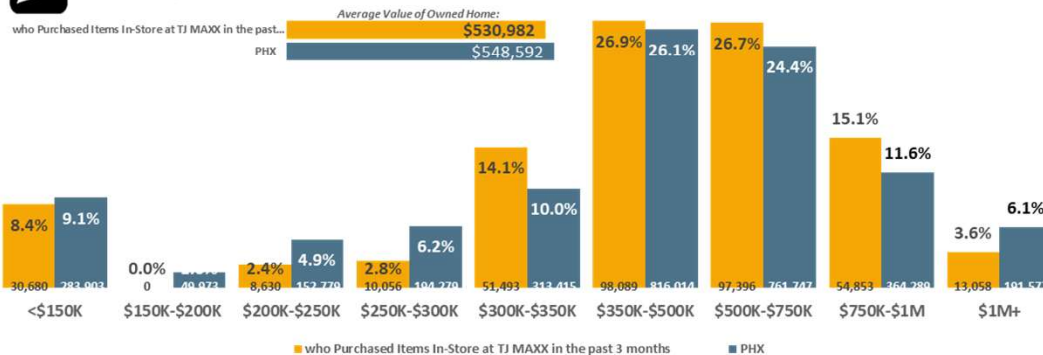
Type of Home: Adults 18 or older



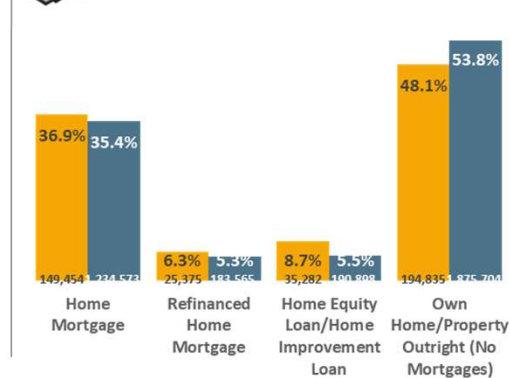
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

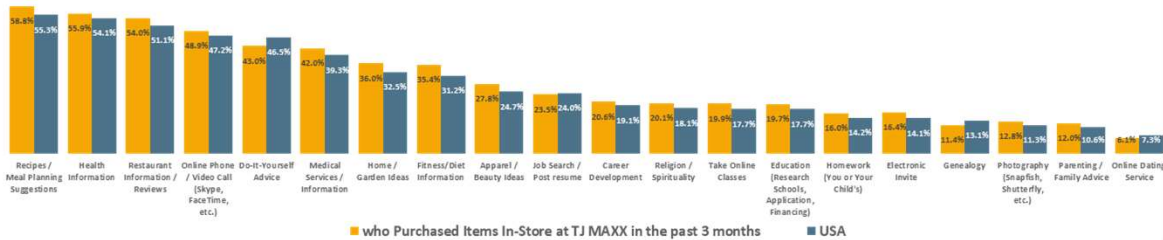




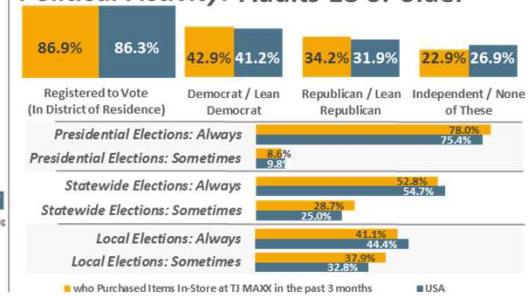
11.8% or 30,935,674 of USA Adults 18 or older Purchased Items In-Store at TJ MAXX in the past 3 months. Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months are 7.5% less likely to look up D-I-Y advice online, 7.3% less likely to always vote in local elections, 40.% more likely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



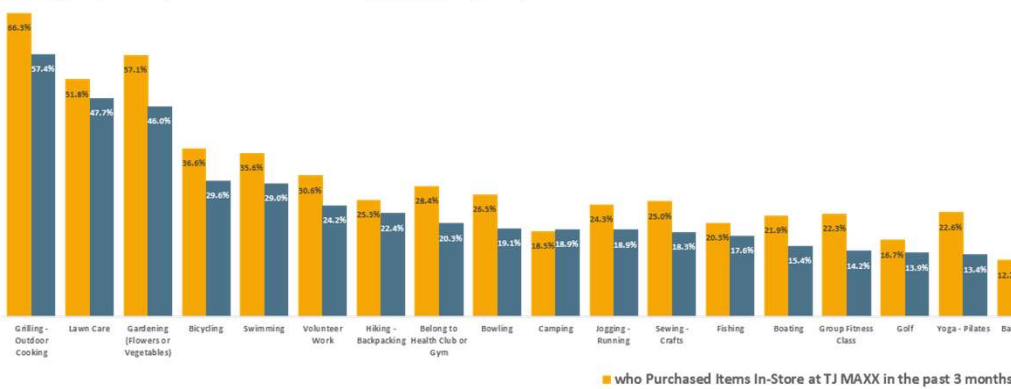
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



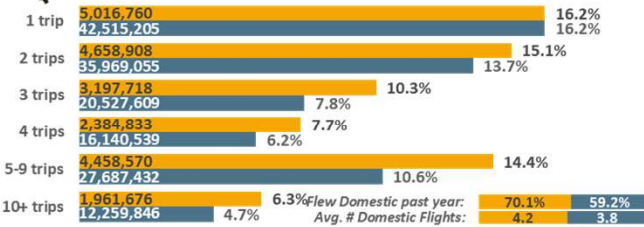
Political Activity: Adults 18 or older



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



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

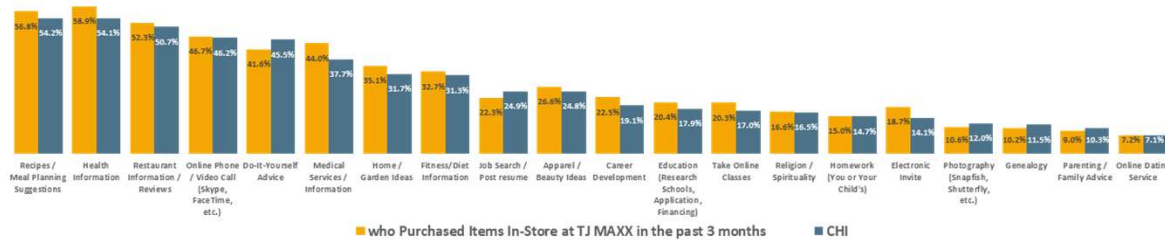




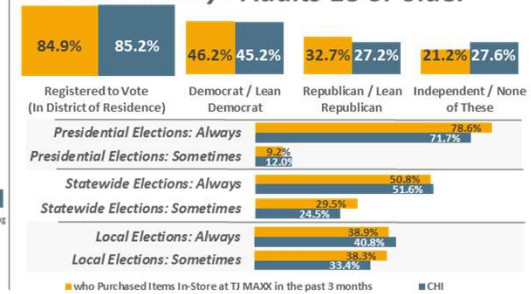
14.2% or 1,071,716 of CHI DMA Adults 18 or older Purchased Items In-Store at TJ MAXX in the past 3 months. Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months are 8.6% less likely to look up D-I-Y advice online, 4.7% less likely to always vote in local elections, 29.% more likely to belong to a gym, 13.1% more likely to fly domestic



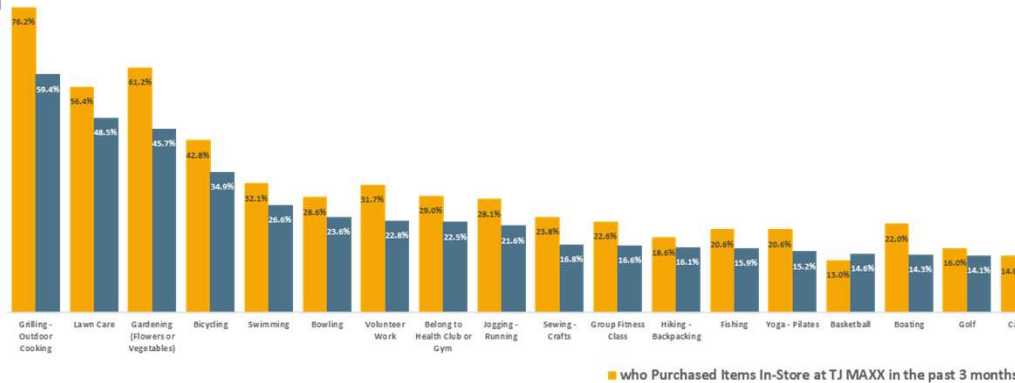
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



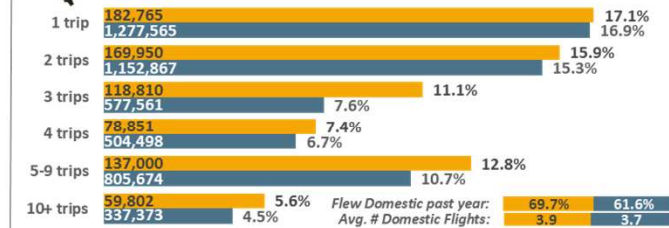
Political Activity: Adults 18 or older



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



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

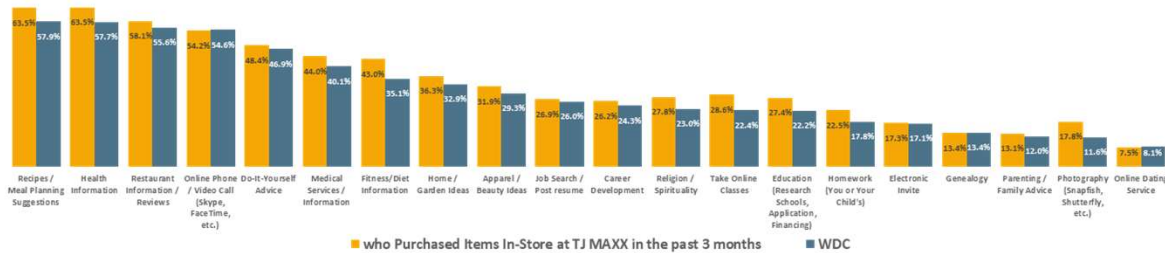




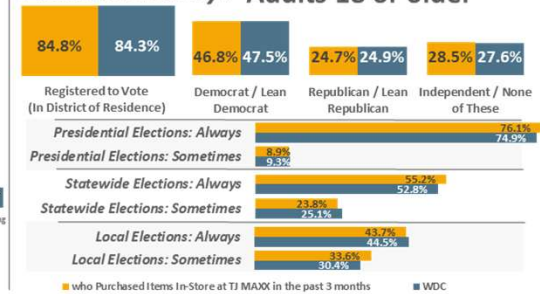
12.2% or 683,503 of WDC DMA Adults 18 or older Purchased Items In-Store at TJ MAXX in the past 3 months. Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months are 3.1% more likely to look up D-I-Y advice online, 1.7% less likely to always vote in local elections, 36.8% more likely to belong to a gym, 10.5% more likely to fly domestic



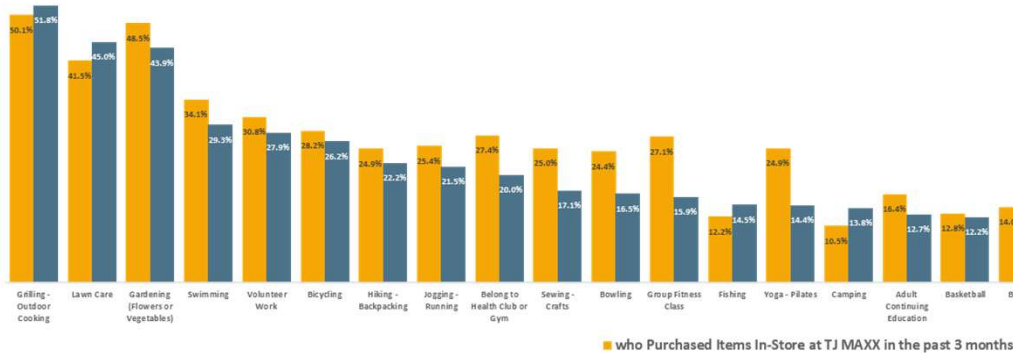
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



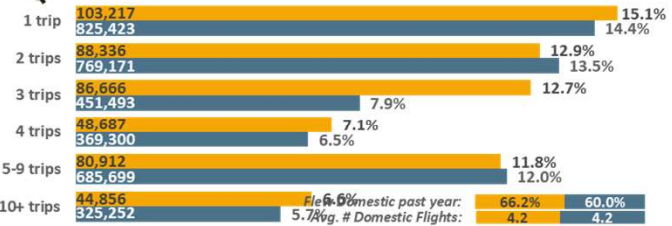
Political Activity: Adults 18 or older



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



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

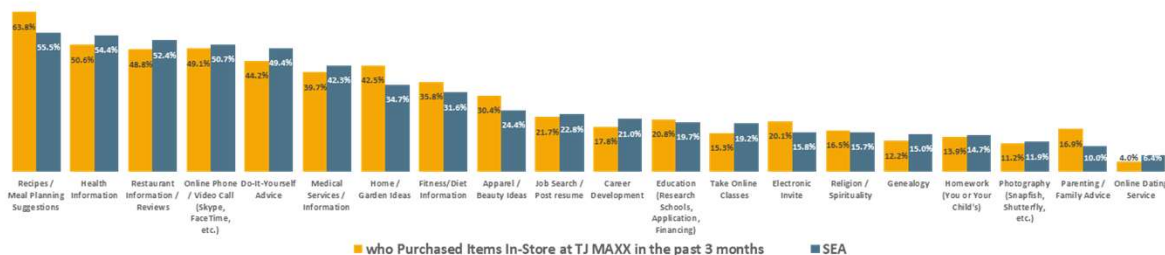




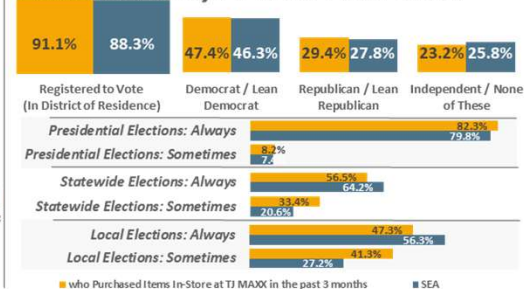
6.6% or 273,323 of SEA DMA Adults 18 or older Purchased Items In-Store at TJ MAXX in the past 3 months. Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months are 10.5% less likely to look up D-I-Y advice online, 16.1% less likely to always vote in local elections, 49.4% more likely to belong to a gym, 29.3% more likely to fly domes



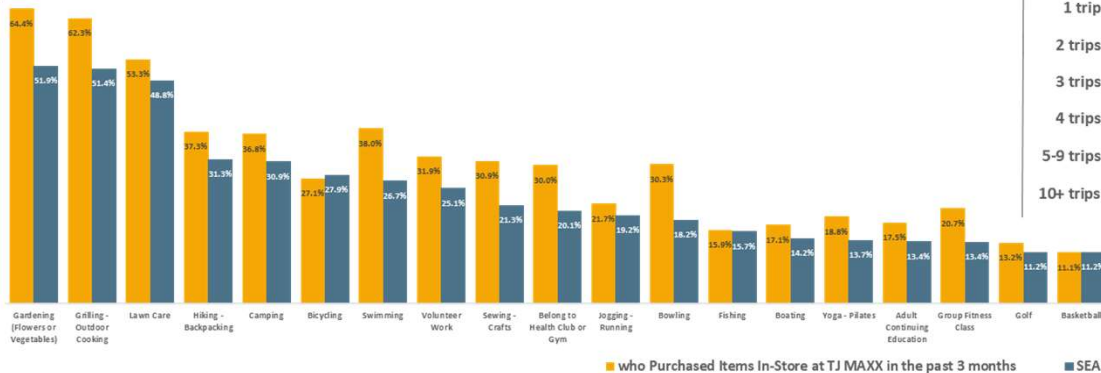
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



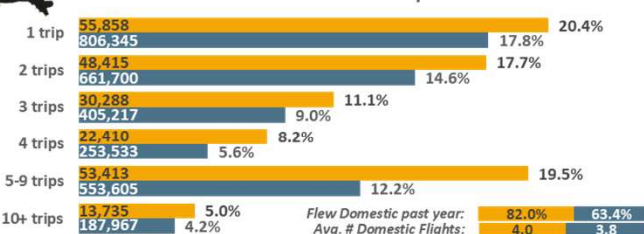
Political Activity: Adults 18 or older



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



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

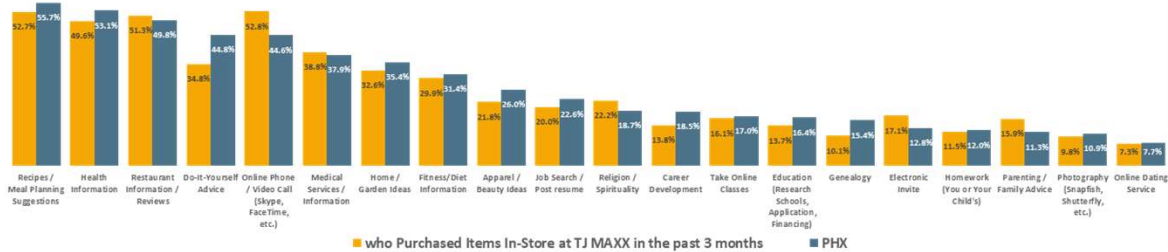




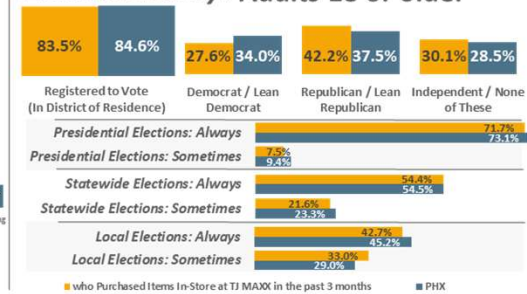
10.4% or 496,336 of PHX DMA Adults 18 or older Purchased Items In-Store at TJ MAXX in the past 3 months. Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months are 22.4% less likely to look up D-I-Y advice online, 5.6% less likely to always vote in local elections, 62.1% more likely to belong to a gym, 19.2% more likely to fly domestic



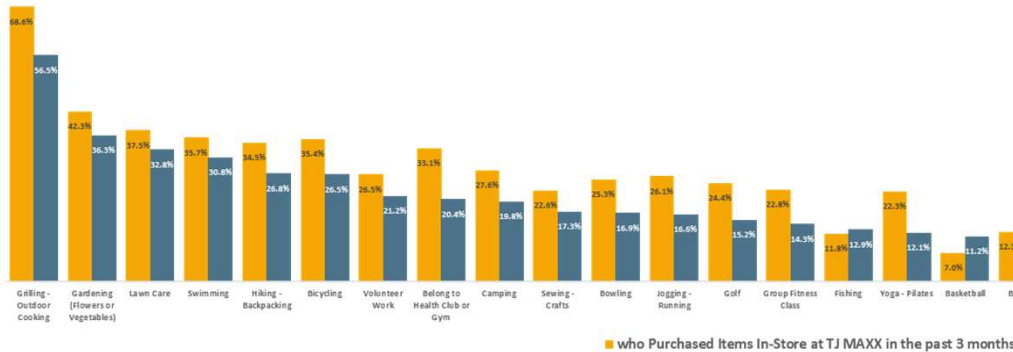
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



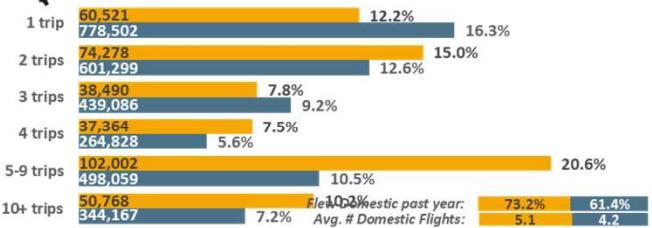
Political Activity: Adults 18 or older



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



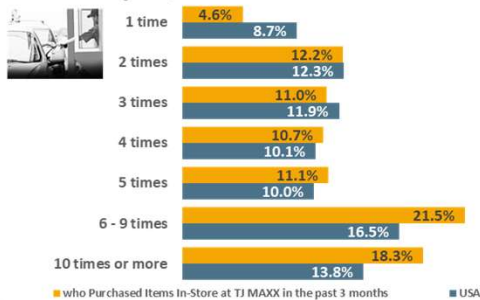
Past 12-months Domestic Airline Trips: Adults 18 or older





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

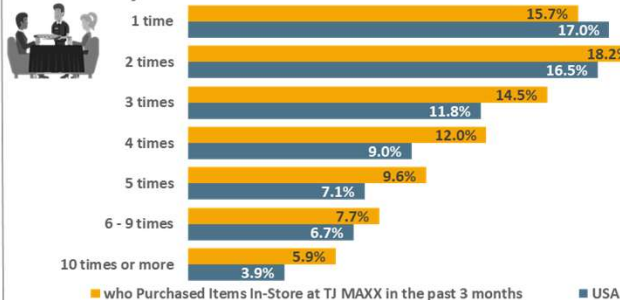
Past 30-days QSR Users: Adults 18 or older



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

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

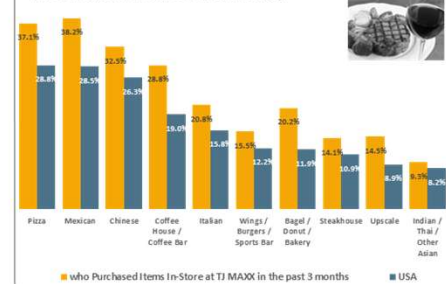
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



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

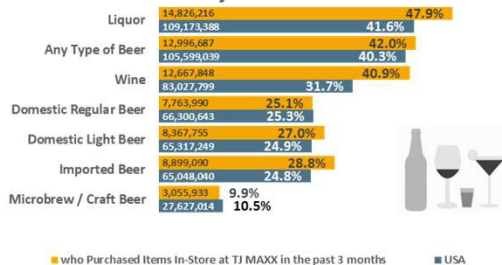
Avg. Monthly Sit-Down Restaurant Meals: 4.0
188,675,722

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



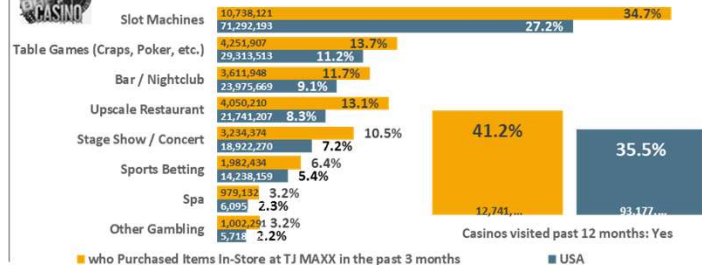
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Purchased Items In-Store at TJ MAXX in the past 3 months: 19.2%
USA: 19.5%

Drank Past 30-days: Adults 18 or older



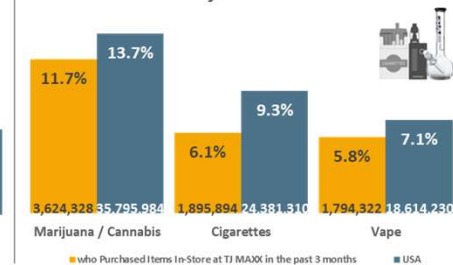
USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,385
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Past 12 months Casino Activities: Adults 18 or older



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

Used Past 30-days: Adults 18 or older

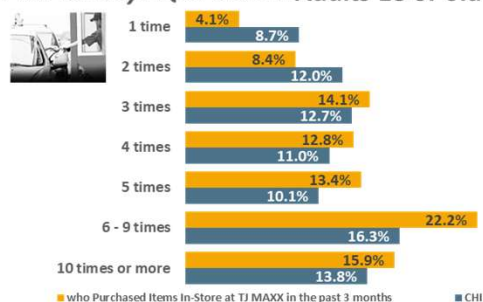


[[Major stores shopped in-store past 3 months: TJ Maxx AND Major stores bought past 3 months: TJ Maxx]]

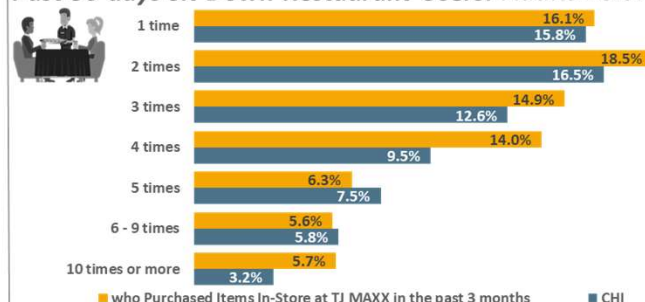


14.2% or 1,071,716 of CHI DMA Adults 18 or older Purchased Items In-Store at TJ MAXX in the past 3 months. Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months are 7.5% more likely to use QSRs past mo., 14.3% more likely to use Sit-Down Restaurants past mo., 26.8% more likely to use Casinos past yr., 32.3% less likely to smoke cigare

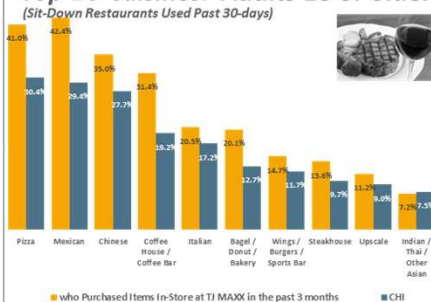
Past 30-days QSR Users: Adults 18 or older



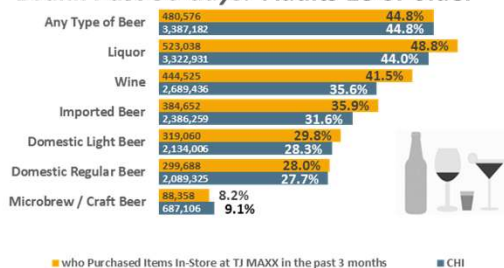
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



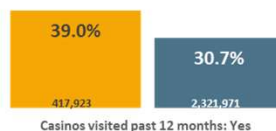
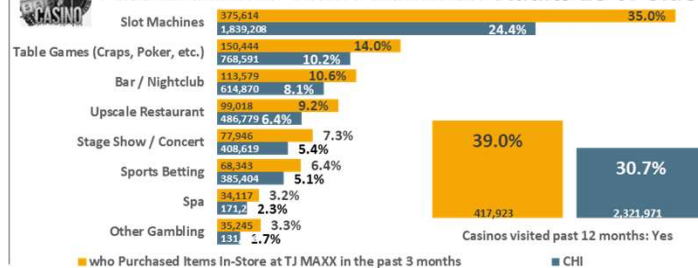
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



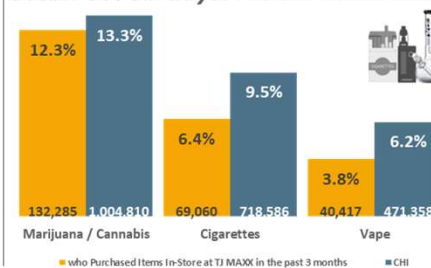
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



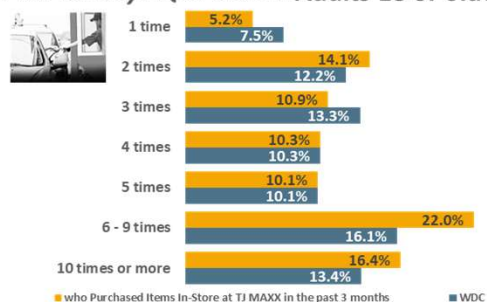
Used Past 30-days: Adults 18 or older





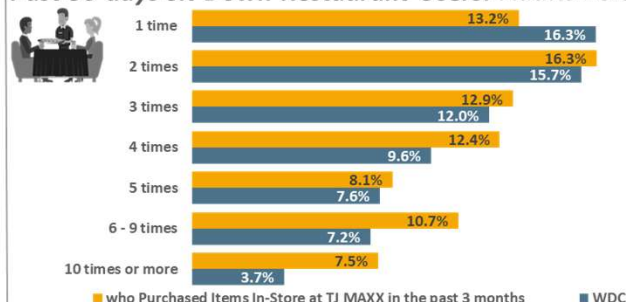
12.2% or 683,503 of WDC DMA Adults 18 or older Purchased Items In-Store at TJ MAXX in the past 3 months. Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months are 7.2% more likely to use QSRs past mo., 12.6% more likely to use Sit-Down Restaurants past mo., 11.3% more likely to use Casinos past yr., 41.1% less likely to smoke cigare

Past 30-days QSR Users: Adults 18 or older



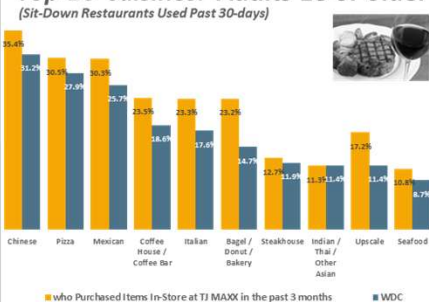
Total Monthly QSR Users: 88.8% (TJ MAXX) vs 82.8% (WDC)
Avg. Monthly QSR Meals: 6.4 (TJ MAXX) vs 5.9 (WDC)

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



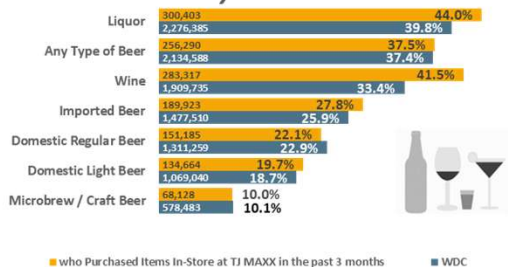
Total Monthly Sit-Down Restaurant Users: 81.1% (TJ MAXX) vs 72.1% (WDC)
Avg. Monthly Sit-Down Restaurant Meals: 4.5 (TJ MAXX) vs 3.7 (WDC)

Top-10 Cuisines: Adults 18 or older

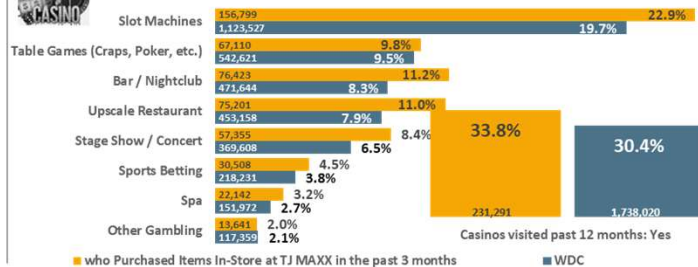


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
 who Purchased Items In-Store at TJ MAXX in the past 3 months: 156,300 (22.9%)
 WDC: 1,397,483 (24.5%)

Drank Past 30-days: Adults 18 or older

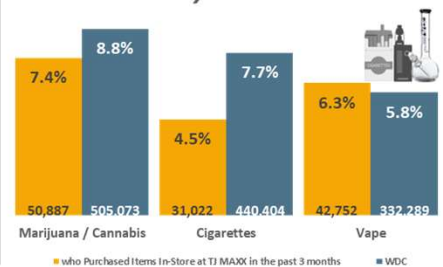


Past 12 months Casino Activities: Adults 18 or older



Casinos visited past 12 months: Yes
 33.8% (TJ MAXX) vs 30.4% (WDC)

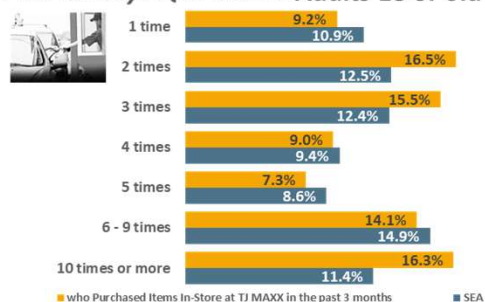
Used Past 30-days: Adults 18 or older



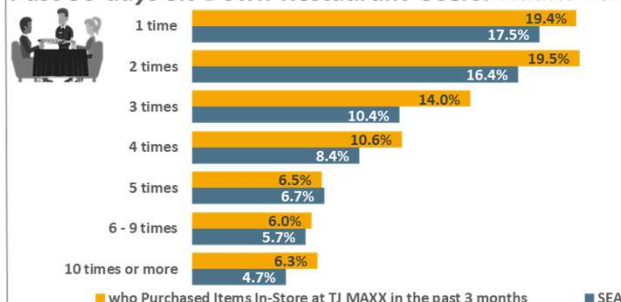


6.6% or 273,323 of SEA DMA Adults 18 or older Purchased Items In-Store at TJ MAXX in the past 3 months. Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months are 9.9% more likely to use QSRs past mo., 17.8% more likely to use Sit-Down Restaurants past mo., 24.8% more likely to use Casinos past yr., 16.3% less likely to smoke cigare

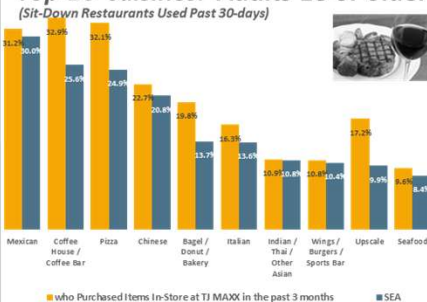
Past 30-days QSR Users: Adults 18 or older



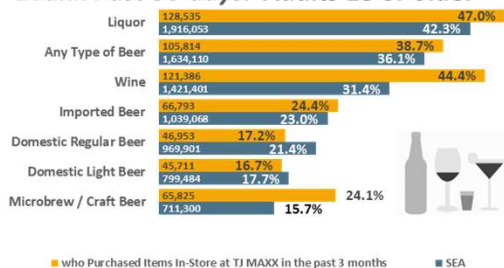
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Top-10 Cuisines: Adults 18 or older



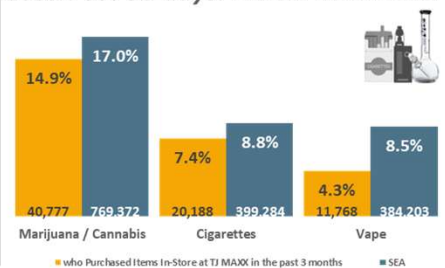
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



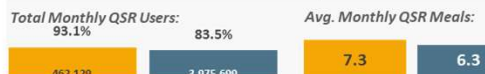
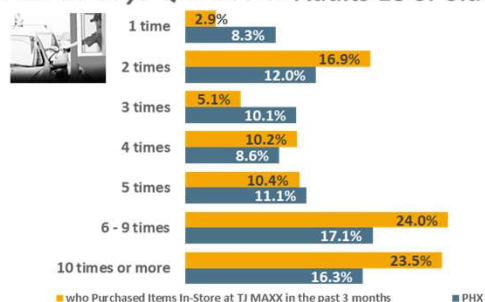
Used Past 30-days: Adults 18 or older



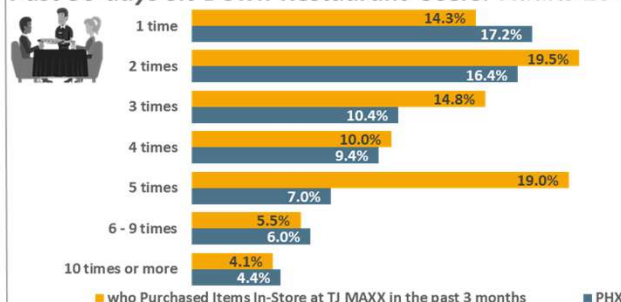


10.4% or 496,336 of PHX DMA Adults 18 or older Purchased Items In-Store at TJ MAXX in the past 3 months. Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months are 11.6% more likely to use QSRs past mo., 23.1% more likely to use Sit-Down Restaurants past mo., 12.4% more likely to use Casinos past yr., 33.3% less likely to smoke cigar

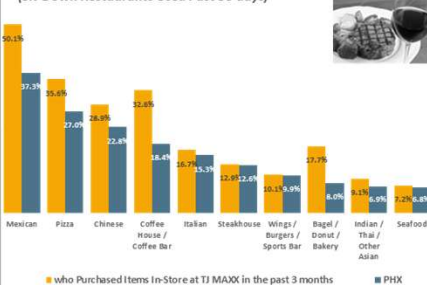
Past 30-days QSR Users: Adults 18 or older



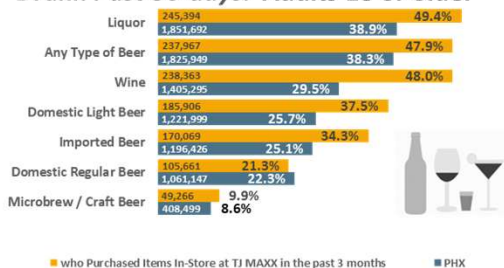
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



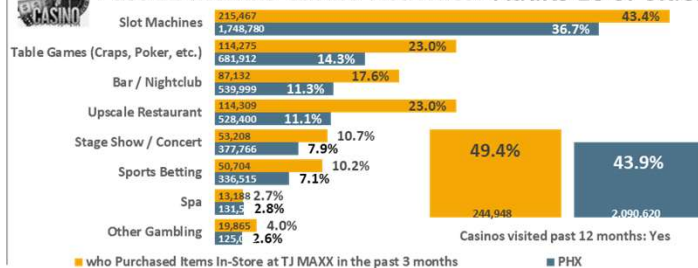
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



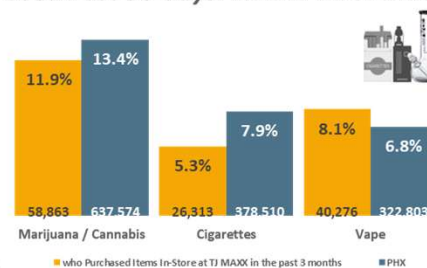
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older





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



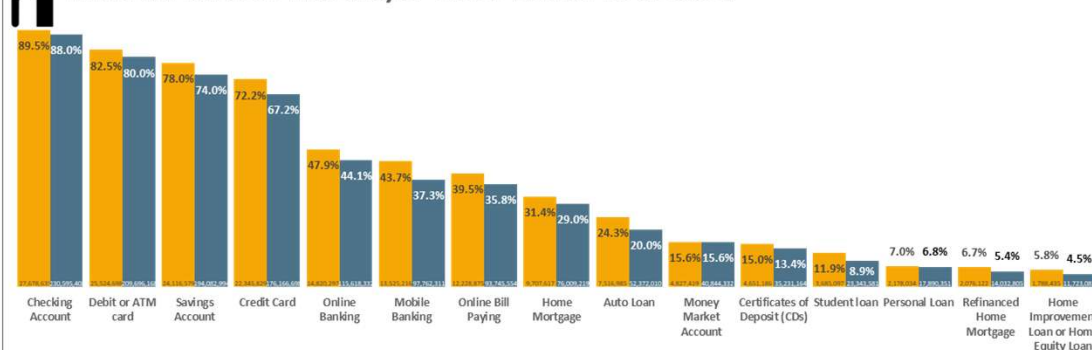
Investments Owned: Adults 18 or older



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



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



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

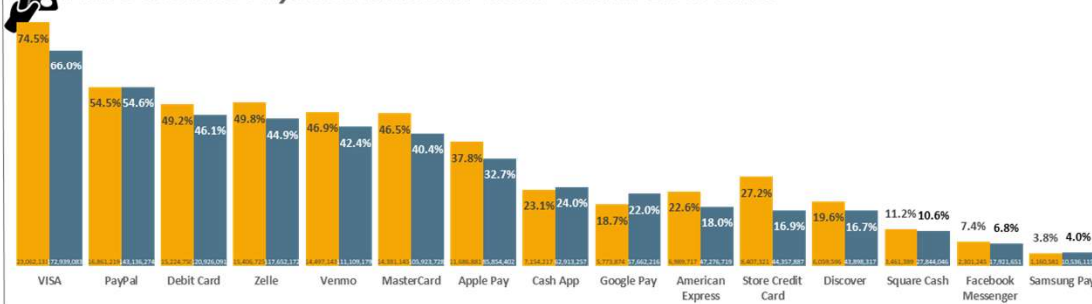
Professional Services Used*: Adults 18 or older



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



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



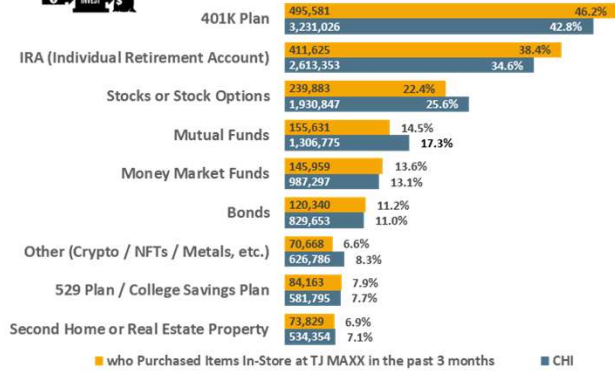
who Purchased Items In-Store at TJ MAXX in the past 3 months USA



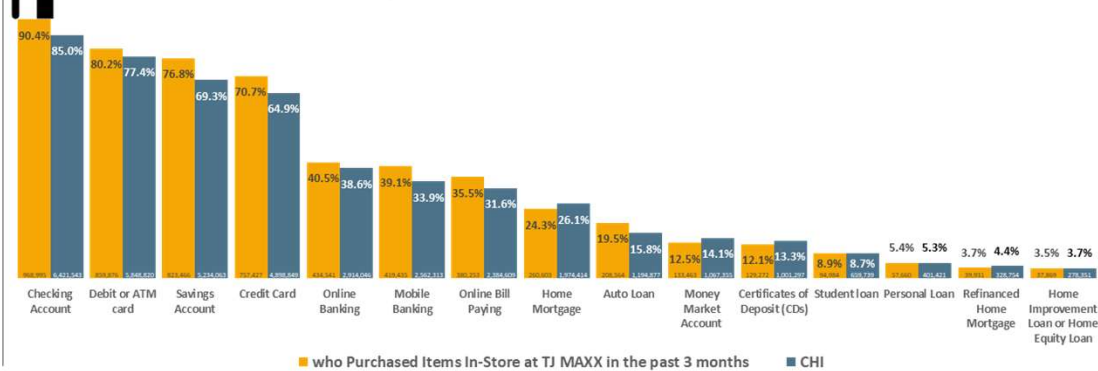
14.2% or 1,071,716 of CHI DMA Adults 18 or older Purchased Items In-Store at TJ MAXX in the past 3 months. Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months are 8.1% more likely to have a 401K, 23.% more likely to have an Auto Loan, .6% less likely to Invest/Trade Stocks Online, 20.9% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



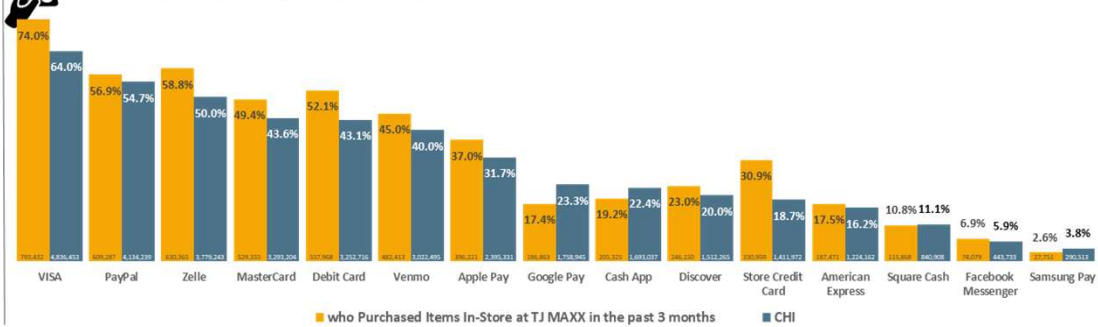
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

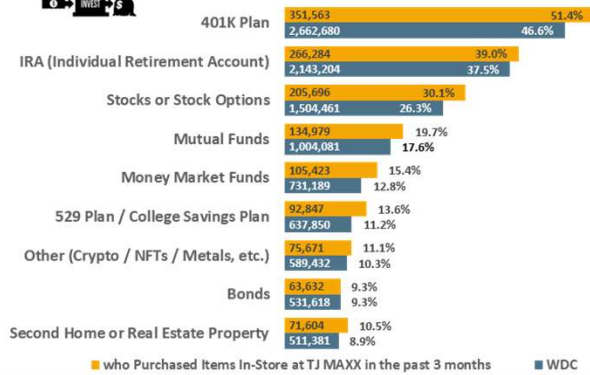




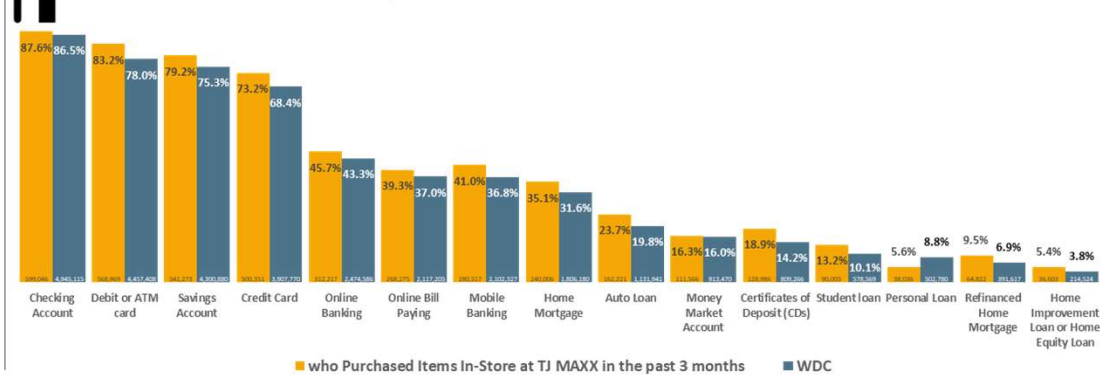
12.1% or 683,503 of WDC DMA Adults 18 or older Purchased Items In-Store at TJ MAXX in the past 3 months. Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months are 10.4% more likely to have a 401K, 19.8% more likely to have an Auto Loan, .8% more likely to Invest/Trade Stocks Online, 7.4% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



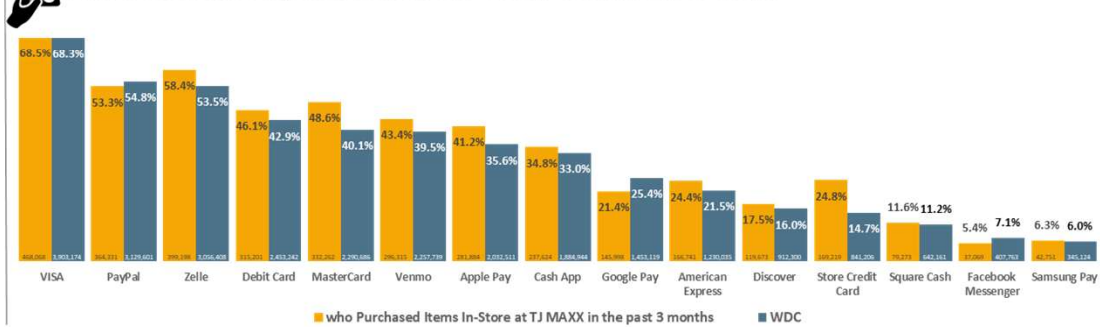
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

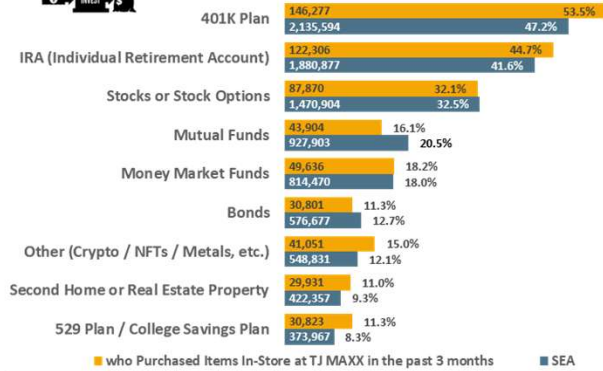




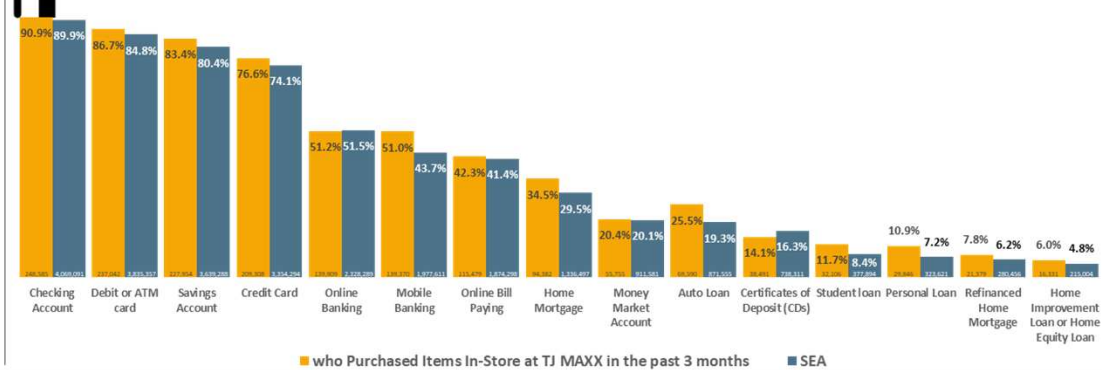
6.6% or 273,323 of SEA DMA Adults 18 or older Purchased Items In-Store at TJ MAXX in the past 3 months. Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months are 13.4% more likely to have a 401K, 32.2% more likely to have an Auto Loan, 5.7% less likely to Invest/Trade Stocks Online, 8.6% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



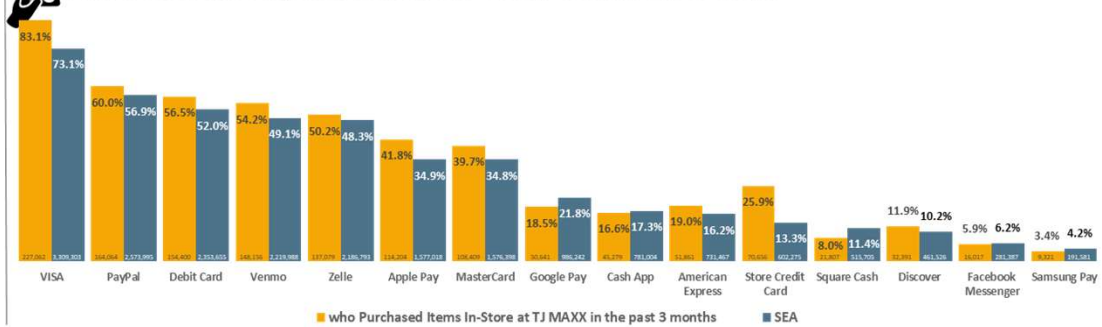
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

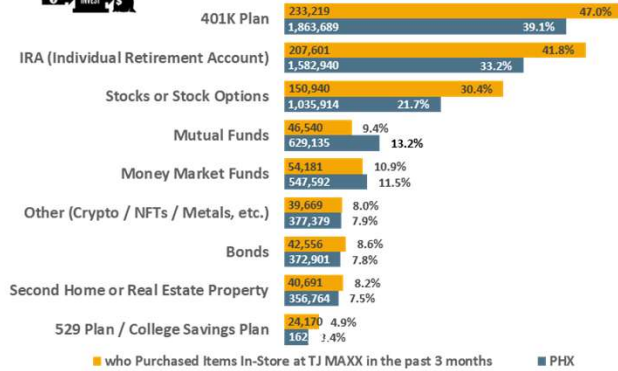




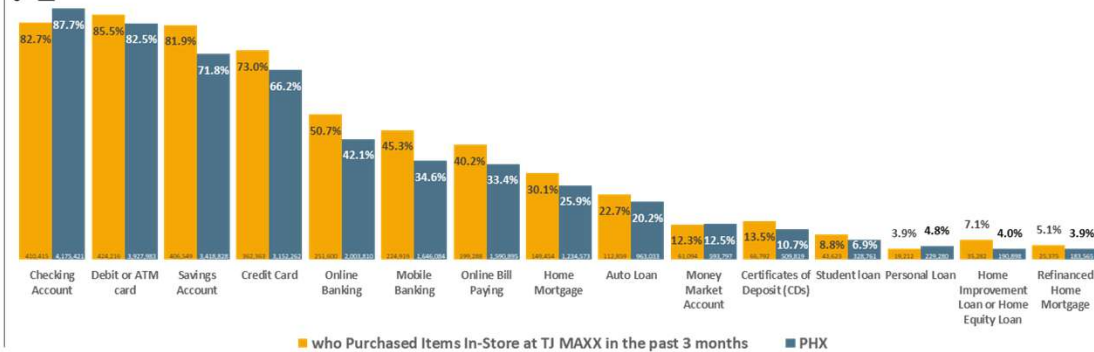
10.4% or 496,336 of PHX DMA Adults 18 or older Purchased Items In-Store at TJ MAXX in the past 3 months. Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months are 20.1% more likely to have a 401K, 12.5% more likely to have an Auto Loan, 76.3% more likely to Invest/Trade Stocks Online, 4.7% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



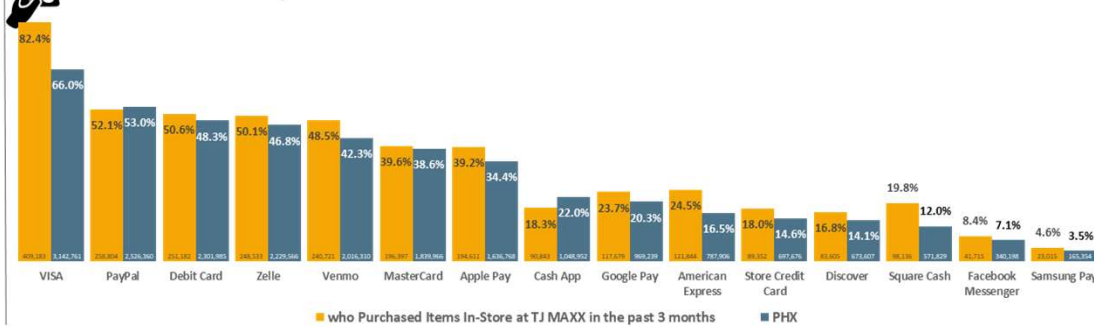
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older

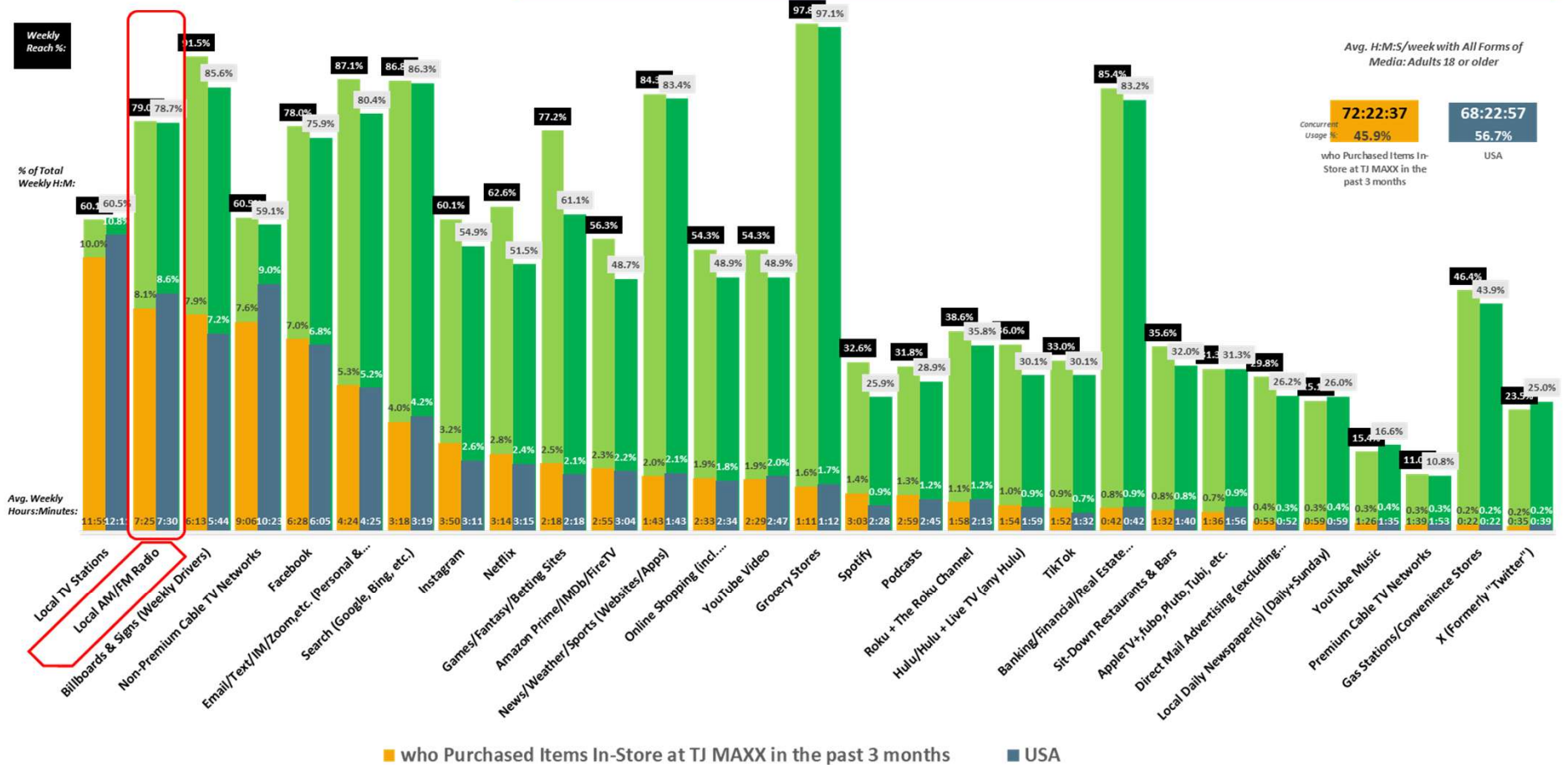


Past 3-Months Payment Methods Used: Adults 18 or older



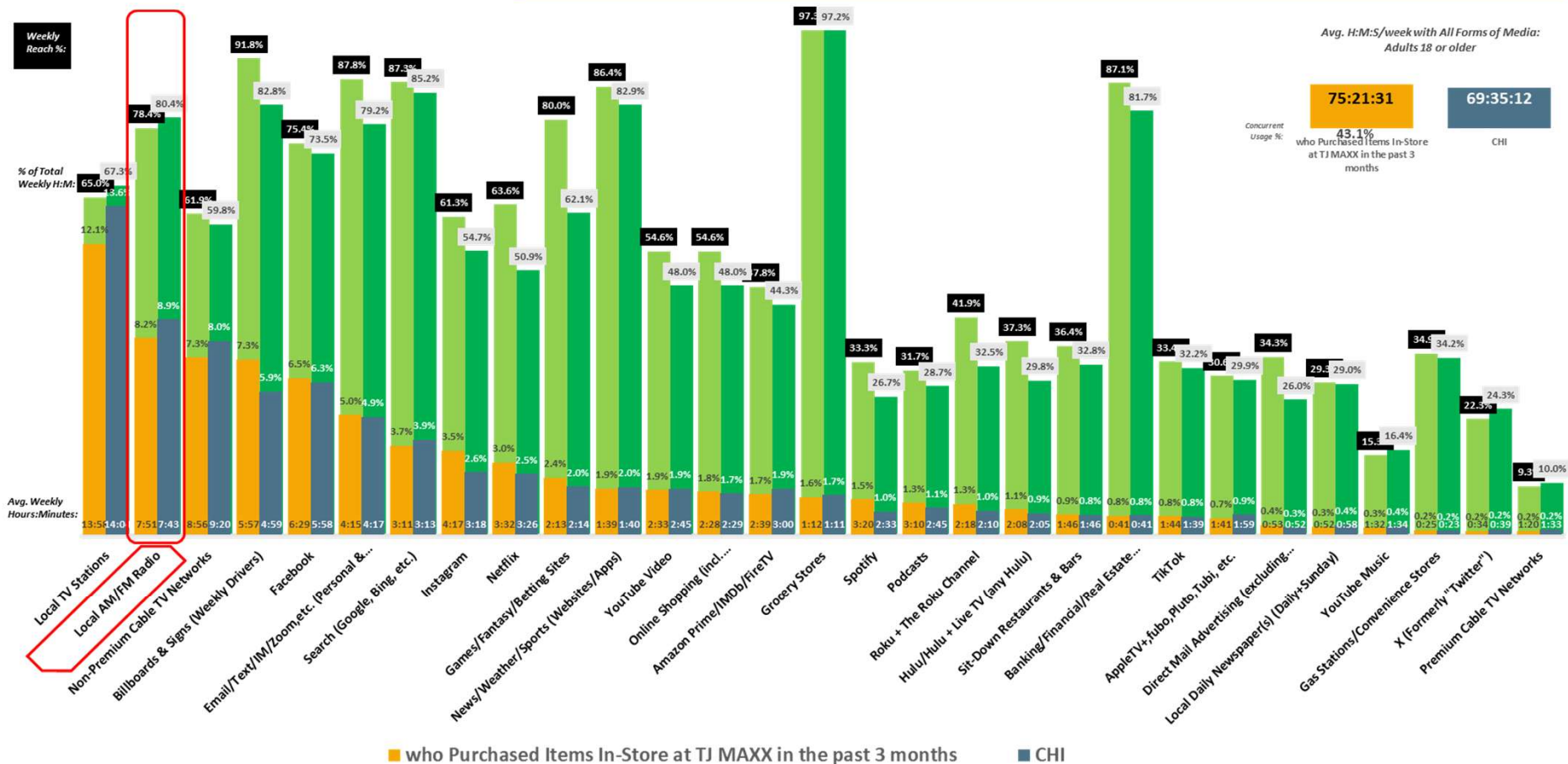


Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months spend an average of 3 days, 0 hours, 22 minutes and 37 seconds each week with All Forms of Media.
 79.% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months spend an avg. of 7 hours and 25 minutes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



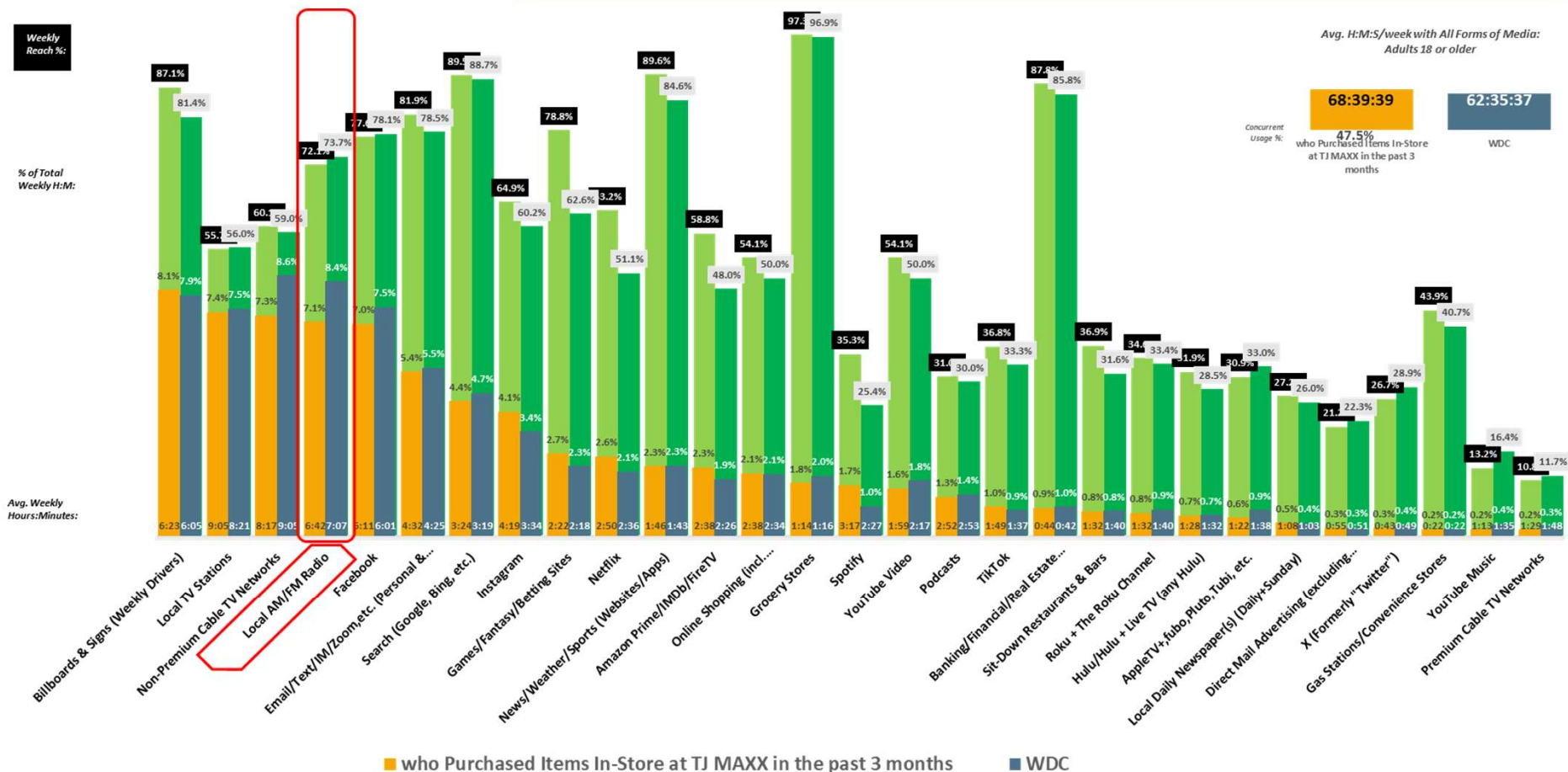


Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months spend an average of 3 days, 3 hours, 21 minutes and 31 seconds each week with All Forms of Media.
 78.4% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months spend an avg. of 7 hours and 51 minutes each week listening to All Local AM/FM Radio, representing 8.2% of total time spent with all forms of Media.



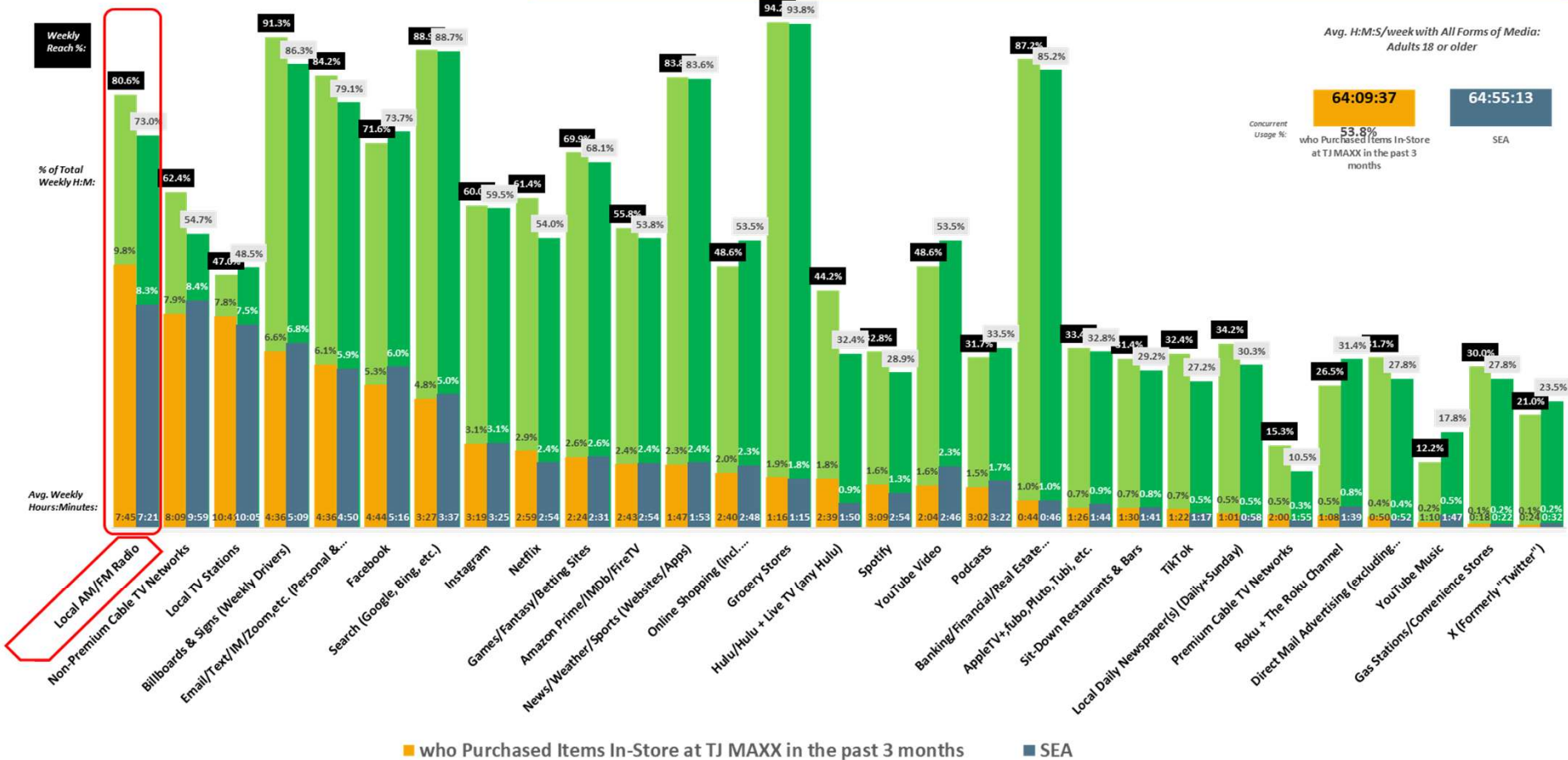


Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months spend an average of 2 days, 20 hours, 39 minutes and 39 seconds each week with All Forms of Media.
 72.1% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months spend an avg. of 6 hours and 42 minutes each week listening to All Local AM/FM Radio, representing 7.1% of total time spent with all forms of Media.



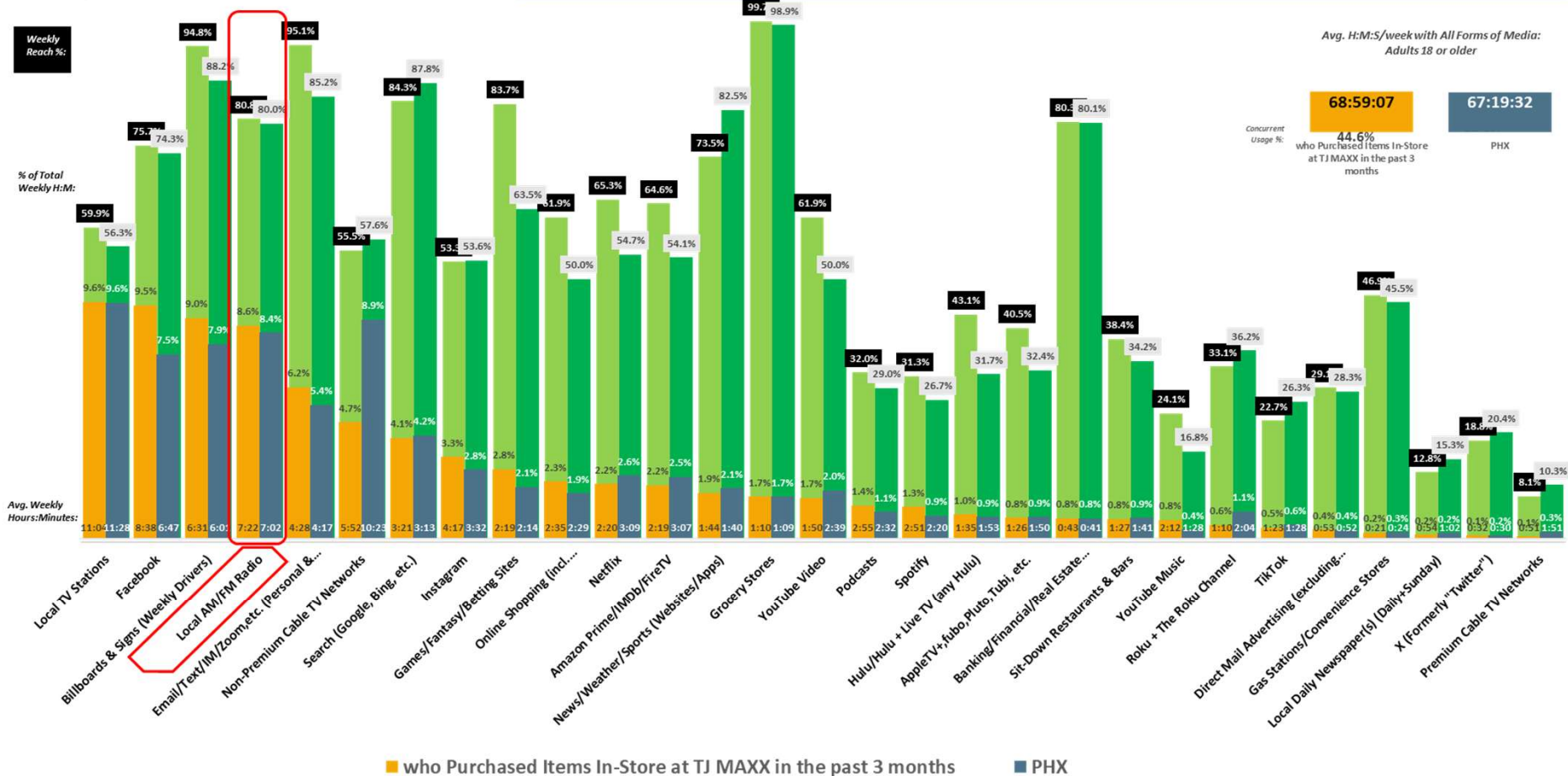


Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months spend an average of 2 days, 16 hours, 9 minutes and 37 seconds each week with All Forms of Media.
80.6% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months spend an avg. of 7 hours and 45 minutes each week listening to All Local AM/FM Radio, representing 9.8% of total time spent with all forms of Media.



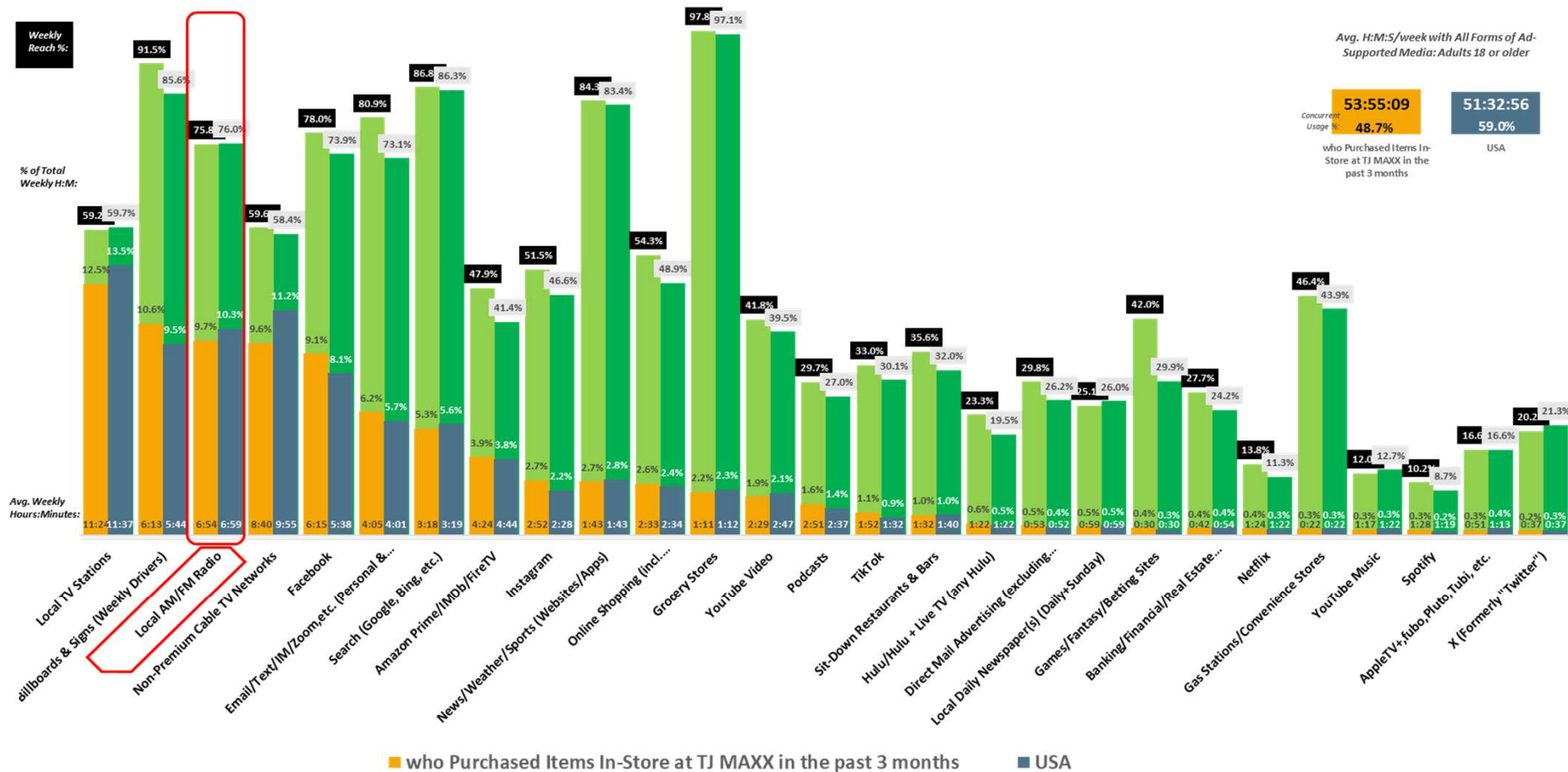


Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months spend an average of 2 days, 20 hours, 59 minutes and 7 seconds each week with All Forms of Media.
80.8% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months spend an avg. of 7 hours and 22 minutes each week listening to All Local AM/FM Radio, representing 8.6% of total time spent with all forms of Media.



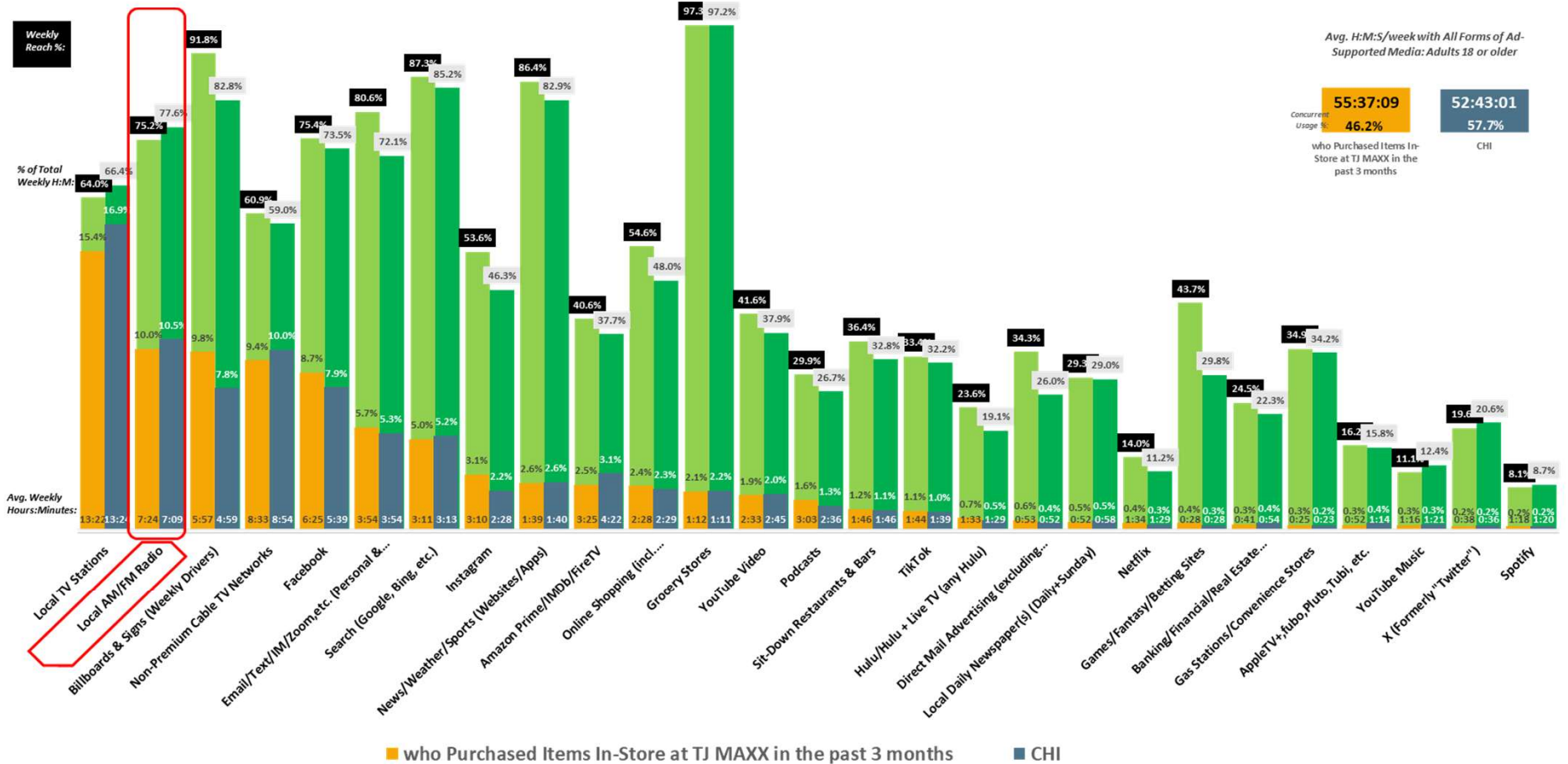


Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months spend an average of 2 days, 5 hours, 55 minutes and 9 seconds each week with All Forms of Ad-Supported Media.
 75.8% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months spend an avg. of 6 hours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





Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months spend an average of 2 days, 7 hours, 37 minutes and 9 seconds each week with All Forms of Ad-Supported Media.
 75.2% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months spend an avg. of 7 hours and 24 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.% of total time spent with all forms of Ad-Supported Me



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

Concurrent Usage %

55:37:09

46.2%

52:43:01

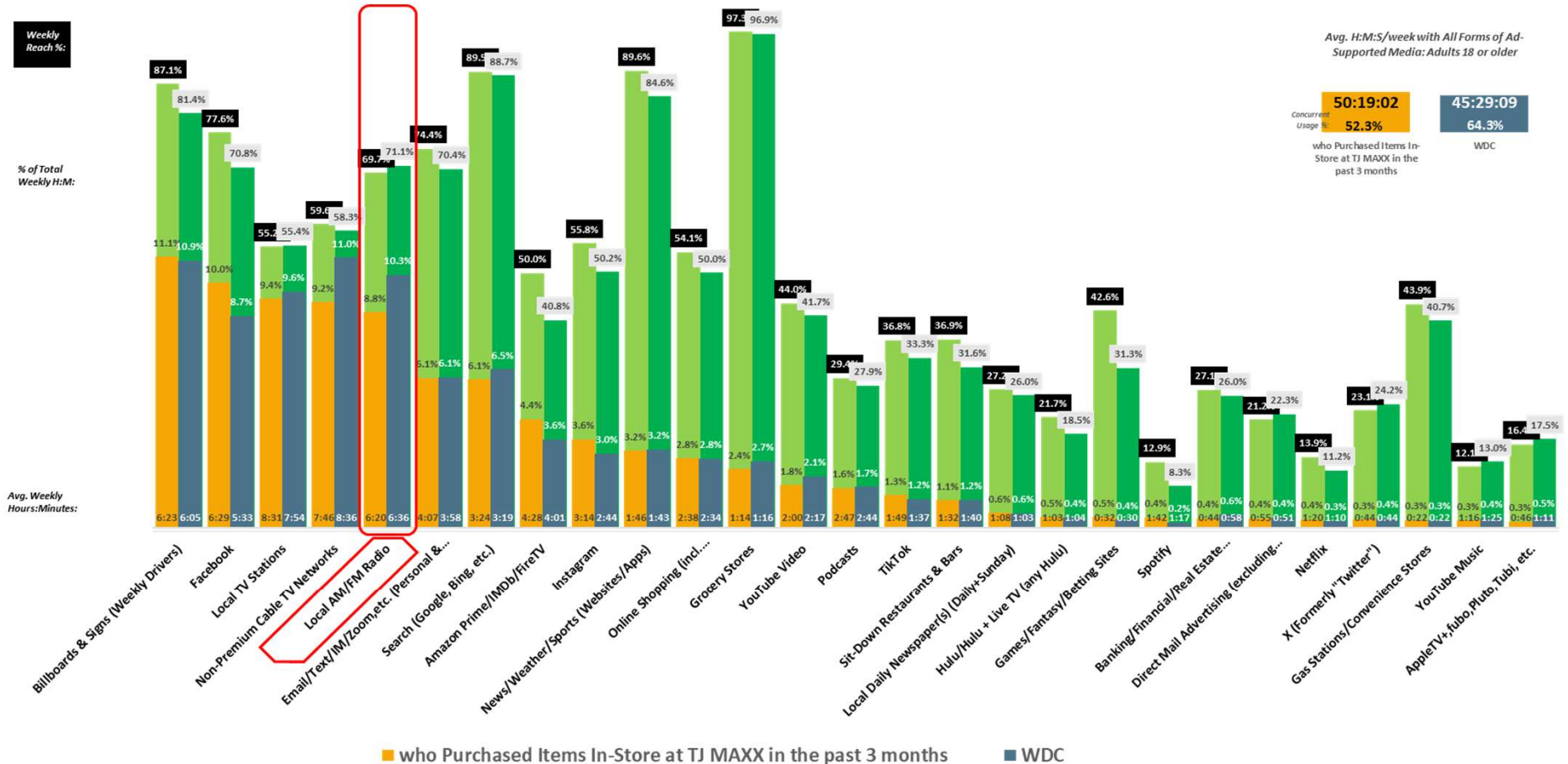
57.7%

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

CHI

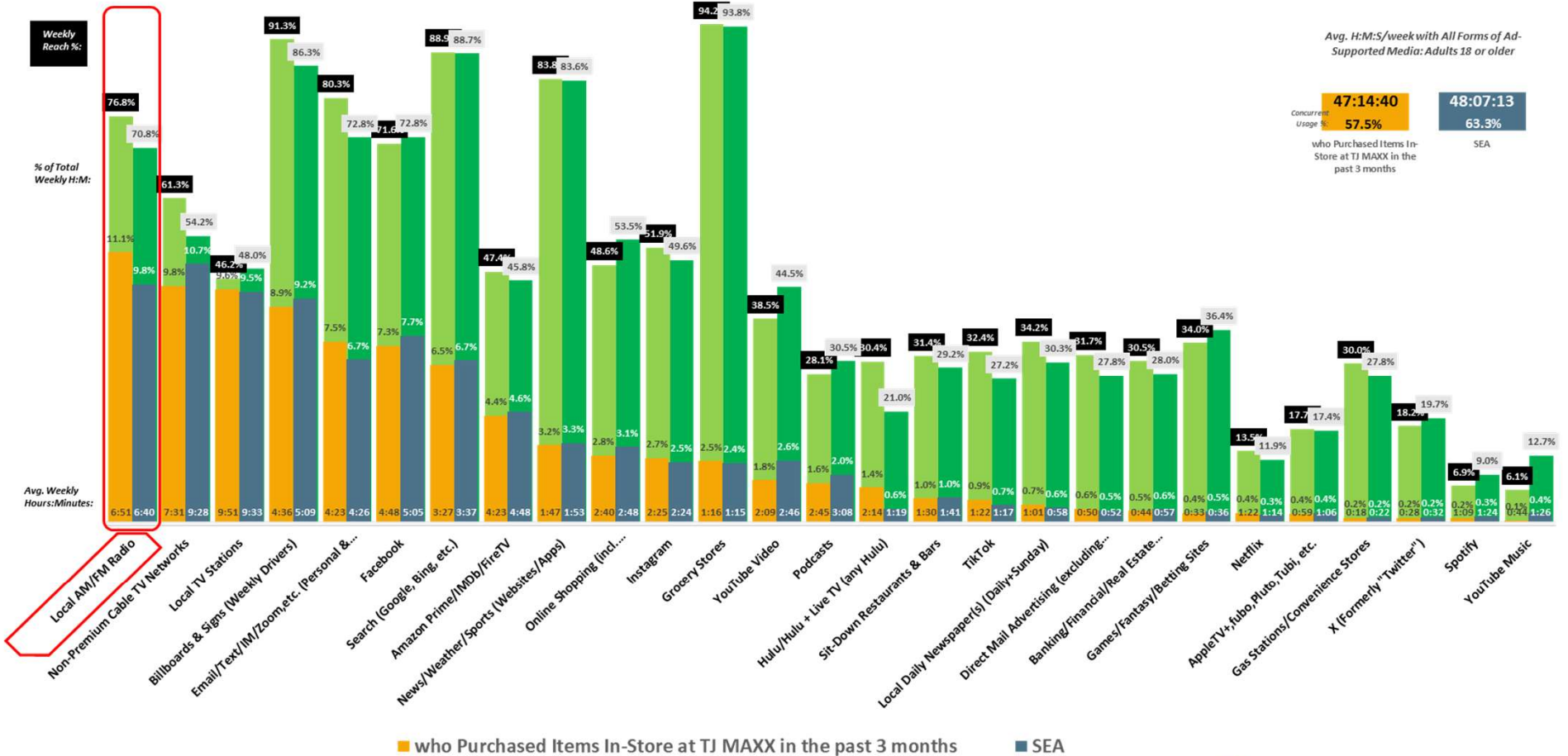


Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months spend an average of 2 days, 2 hours, 19 minutes and 2 seconds each week with All Forms of Ad-Supported Media.
 69.7% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months spend an avg. of 6 hours and 20 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.8% of total time spent with all forms of Ad-Supported Me



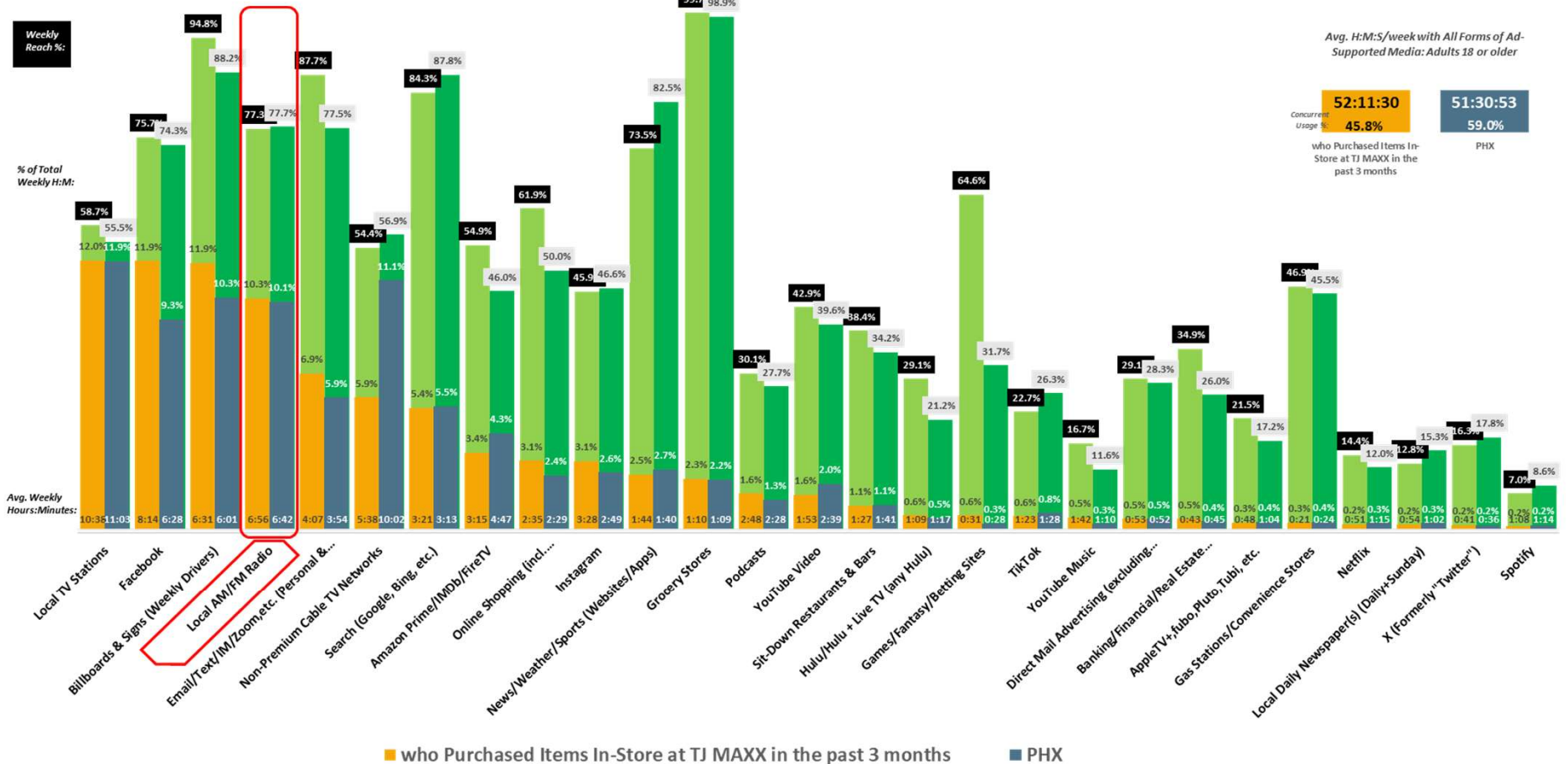


Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months spend an average of 1 days, 23 hours, 14 minutes and 40 seconds each week with All Forms of Ad-Supported Media.
76.8% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months spend an avg. of 6 hours and 51 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.1% of total time spent with all forms of Ad-Supported M





Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months spend an average of 2 days, 4 hours, 11 minutes and 30 seconds each week with All Forms of Ad-Supported Media.
 77.3% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months spend an avg. of 6 hours and 56 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.3% of total time spent with all forms of Ad-Supported M

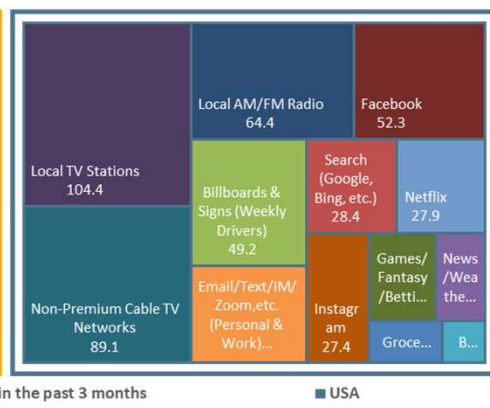
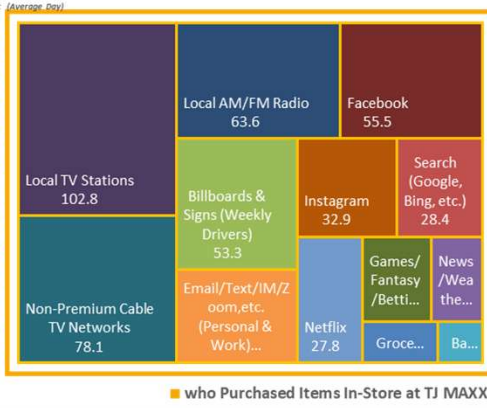
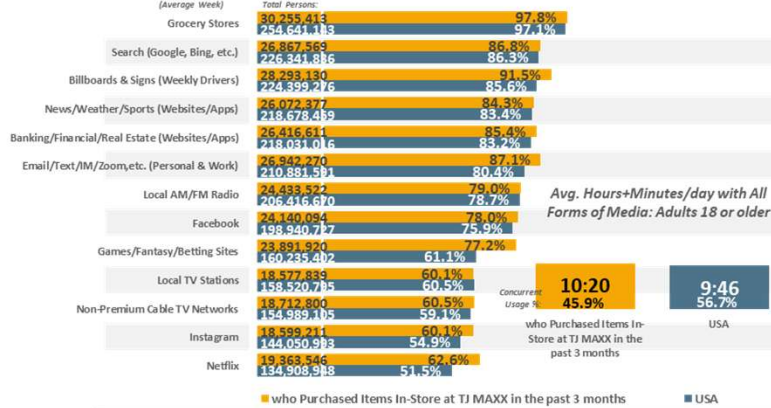




Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months spend an average of 7 hours and 42 minutes each day with All Forms of Ad-Supported Media. 75.8% listen to Local AM/FM Radio for an avg. of 59.3 minutes/day. (Local Radio delivers 9.7% of Time with Ad-Supported Media.)

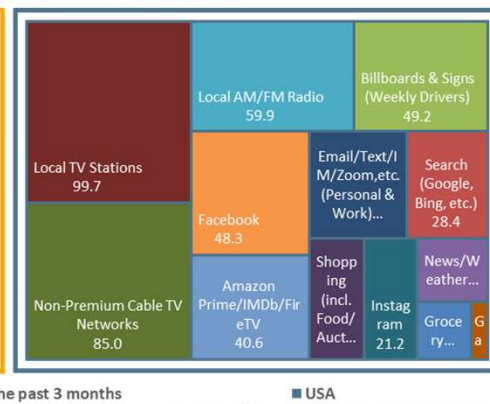
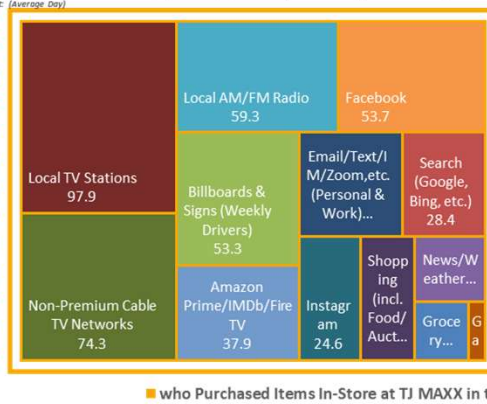
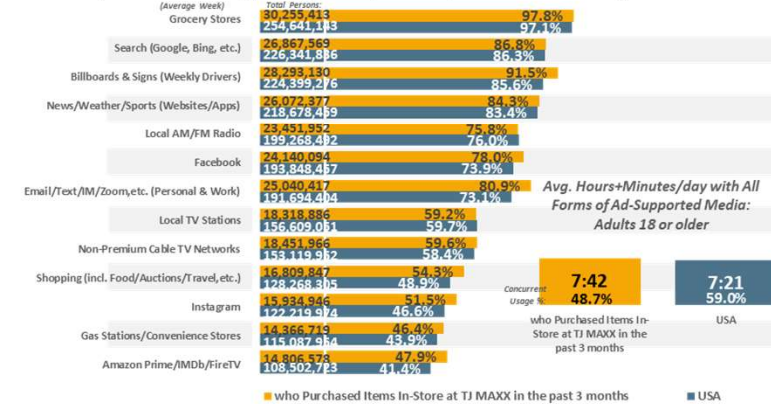
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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



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

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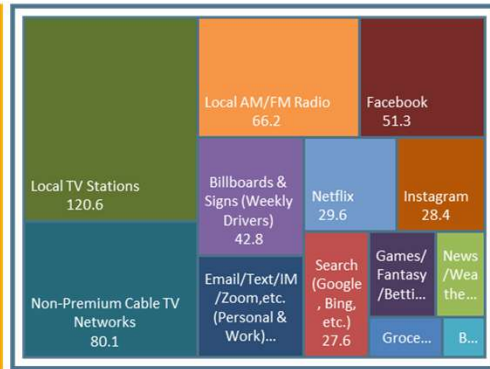
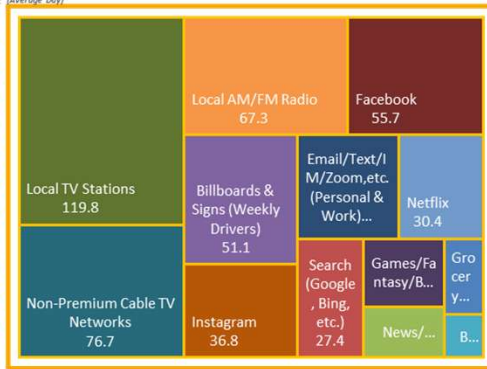
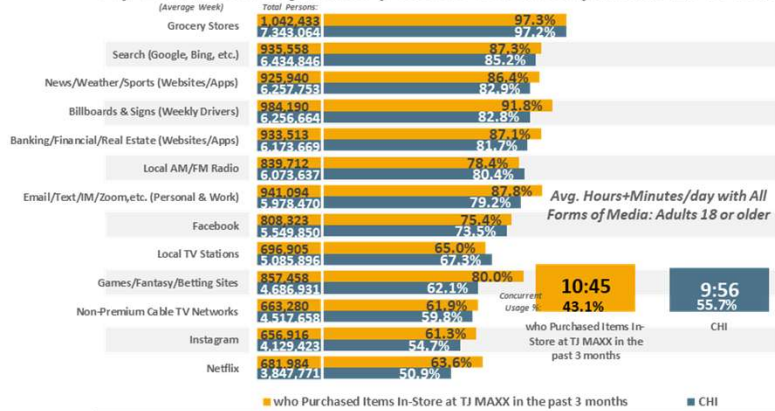
[[Major stores shopped in-store past 3 months: TJ Maxx AND Major stores bought past 3 months: TJ Maxx]]



Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months spend an average of 7 hours and 56 minutes each day with All Forms of Ad-Supported Media. 75.2% listen to Local AM/FM Radio for an avg. of 63.5 minutes/day. (Local Radio delivers 10.% of Time with Ad-Supported Media.)

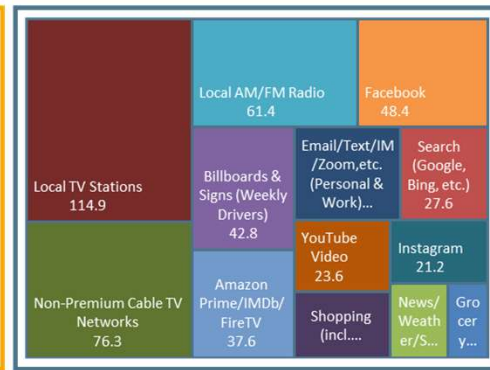
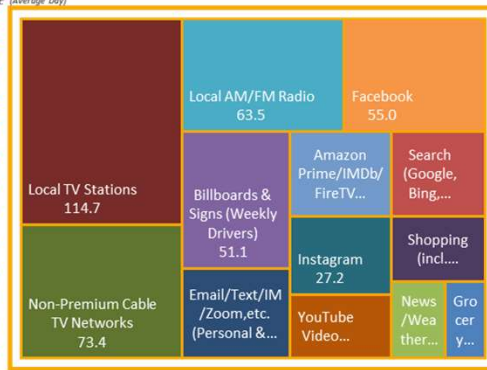
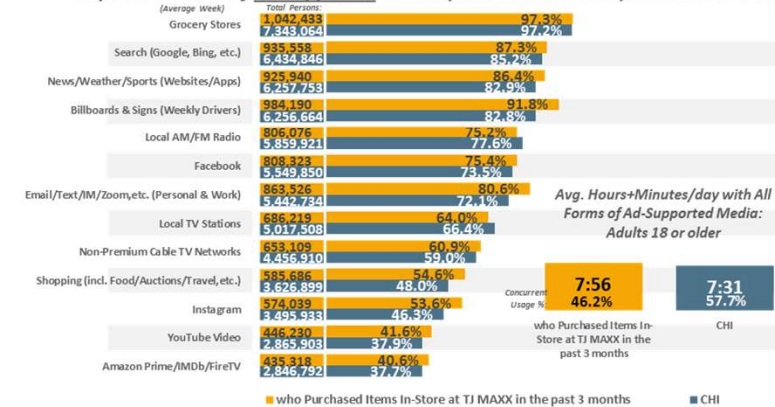
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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

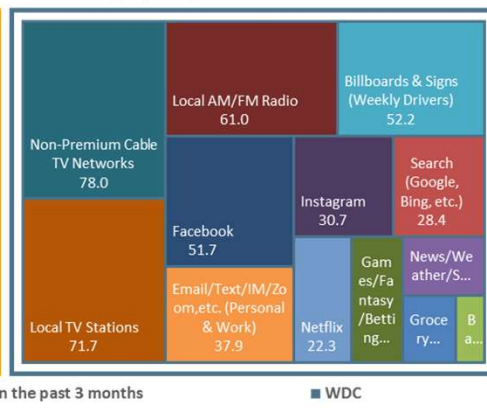
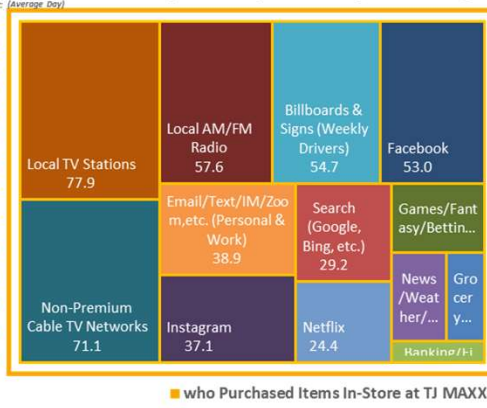
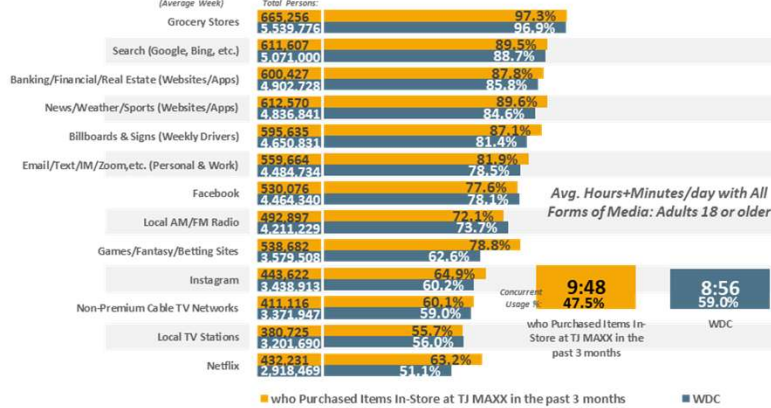




Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months spend an average of 7 hours and 11 minutes each day with All Forms of Ad-Supported Media. 69.7% listen to Local AM/FM Radio for an avg. of 54.4 minutes/day. (Local Radio delivers 8.8% of Time with Ad-Supported Media.)

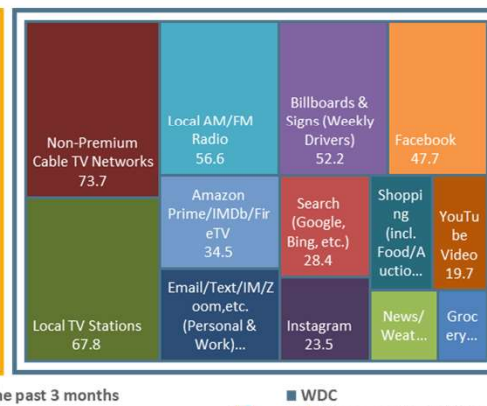
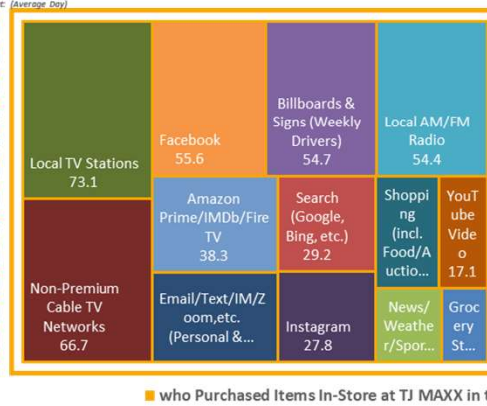
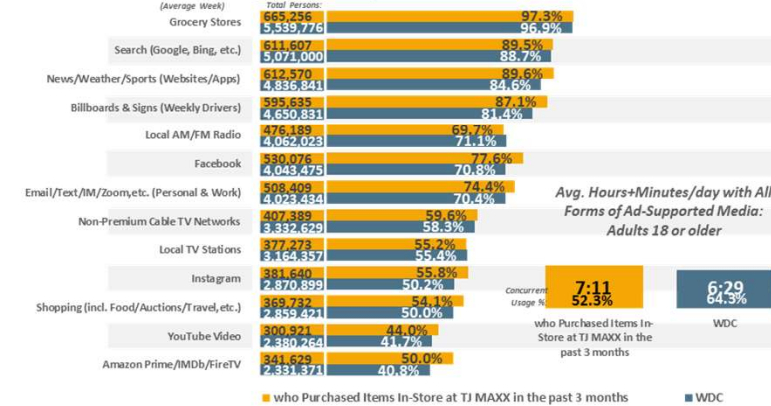
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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

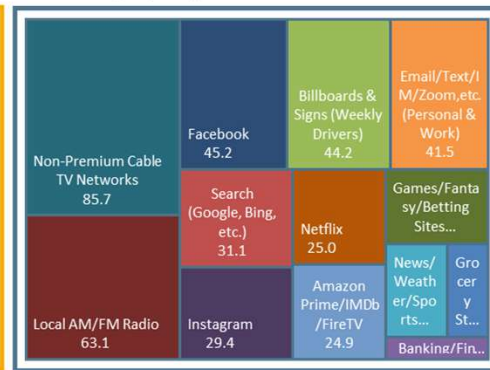
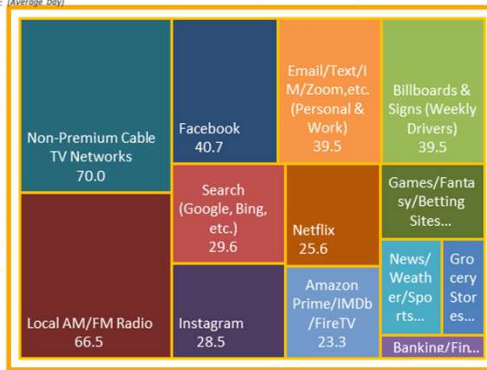
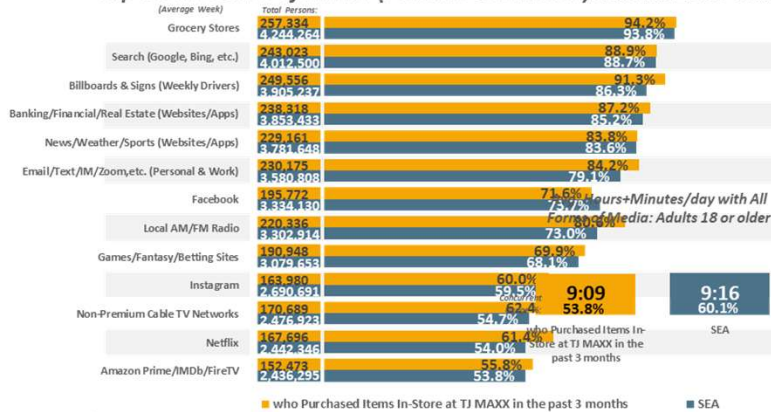




Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months spend an average of 6 hours and 44 minutes each day with All Forms of Ad-Supported Media. 76.8% listen to Local AM/FM Radio for an avg. of 58.8 minutes/day. (Local Radio delivers 11.1% of Time with Ad-Supported Media.)

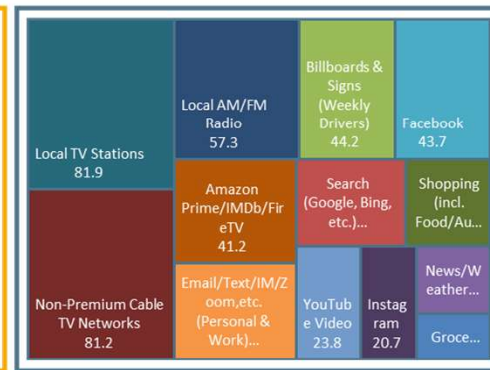
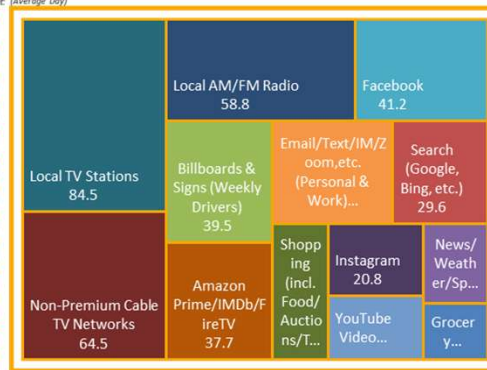
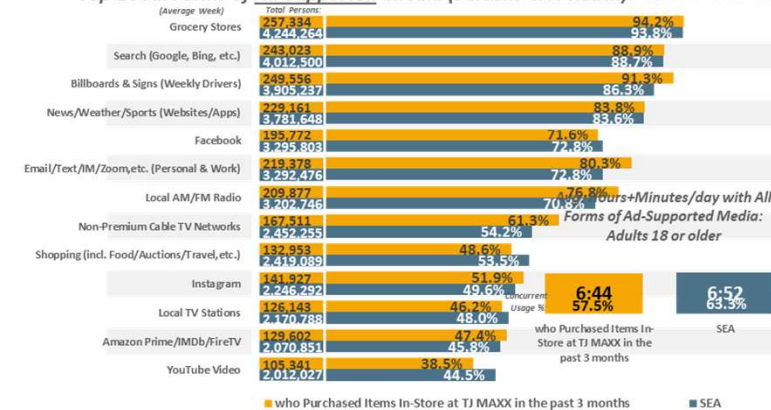
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

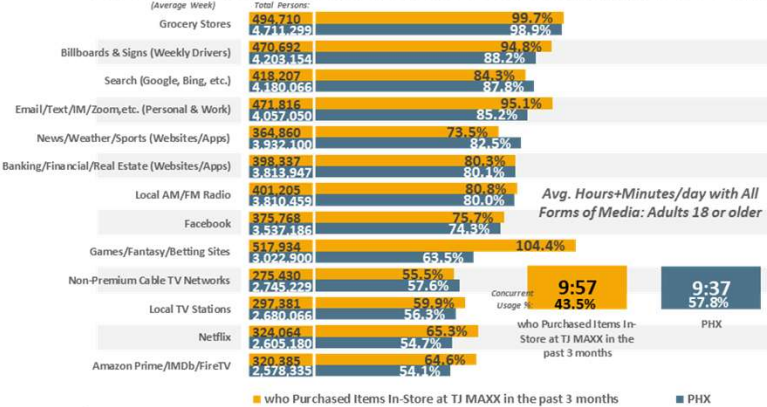
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



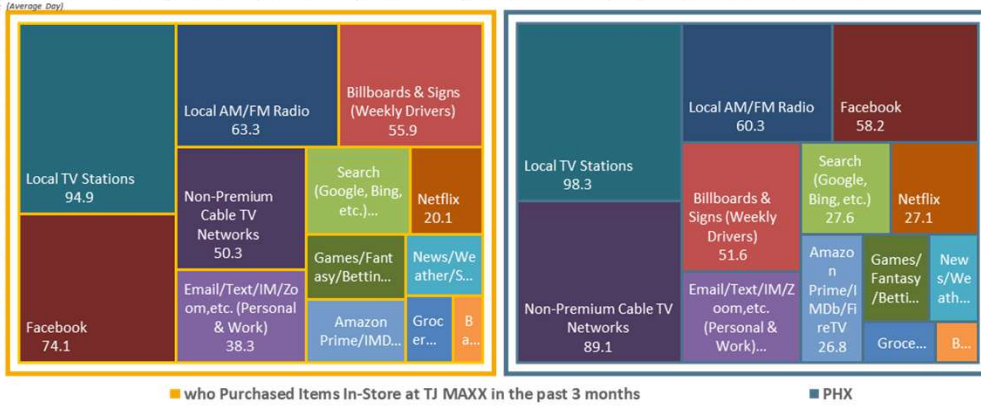


Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months spend an average of 7 hours and 27 minutes each day with All Forms of Ad-Supported Media. 77.3% listen to Local AM/FM Radio for an avg. of 59.4 minutes/day. (Local Radio delivers 10.3% of Time with Ad-Supported Media.)

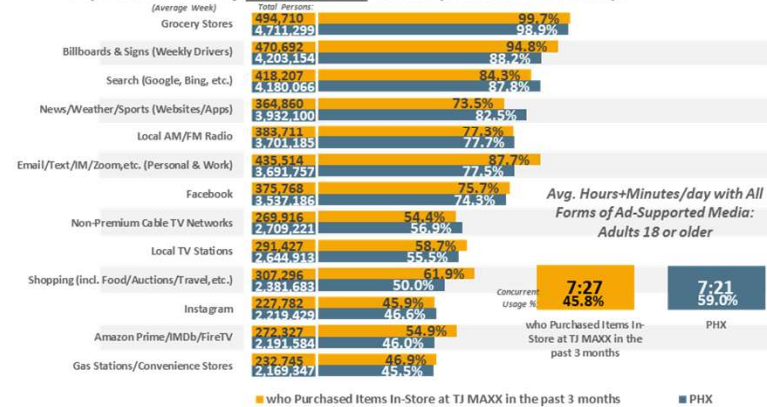
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



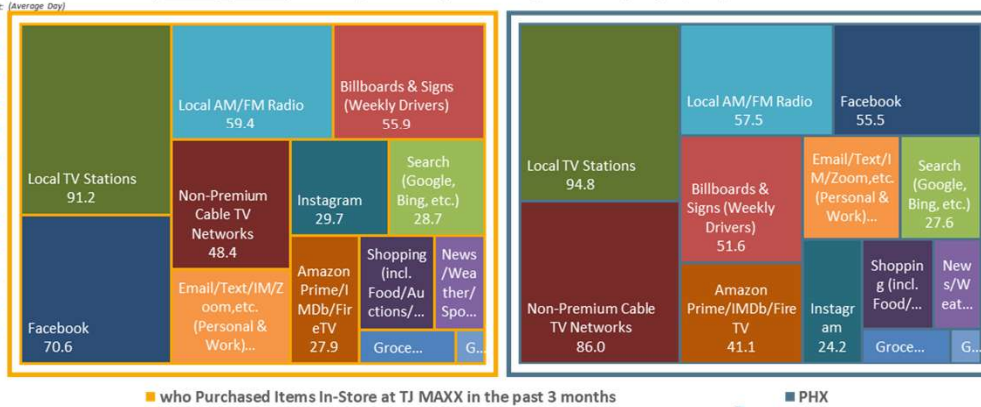
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 257
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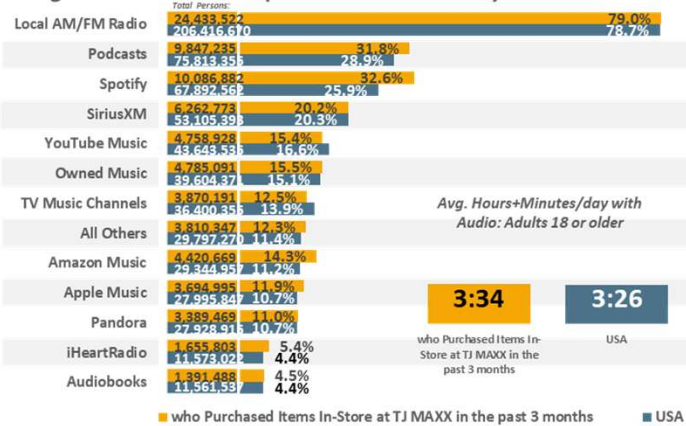
soefa.ai Share of Everything for Anything

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

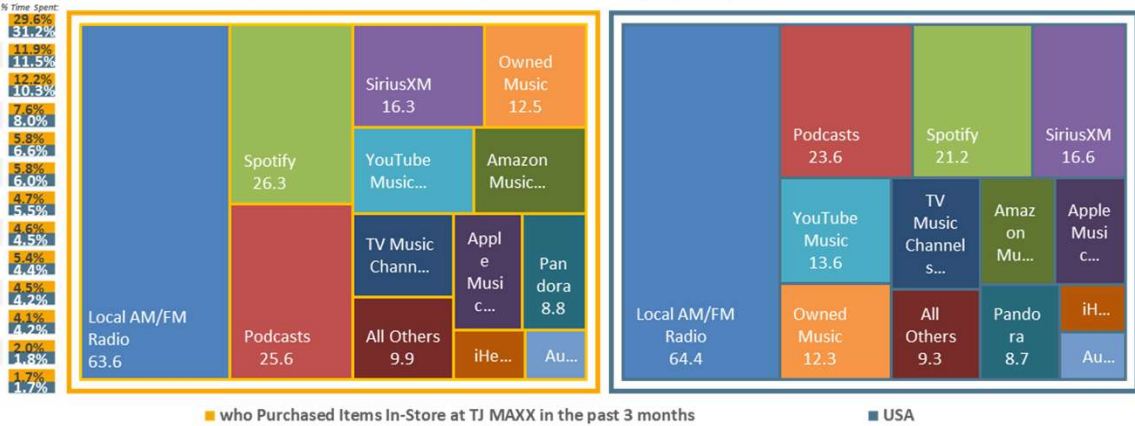


23,451,952 or 75.8% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 59.3 minutes every day representing 39.9% of all time spent daily with Ad-Supported Audio.

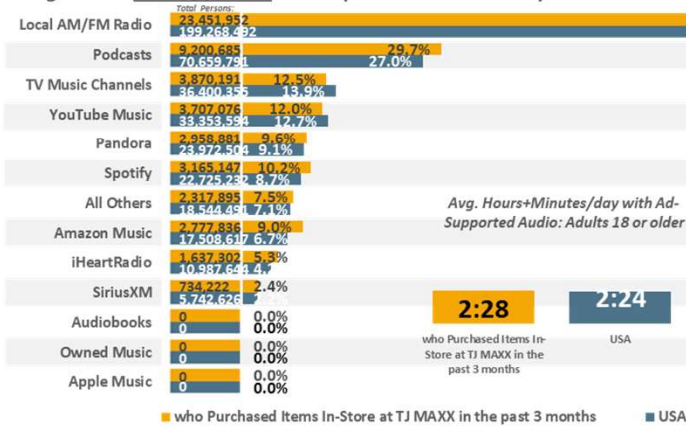
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



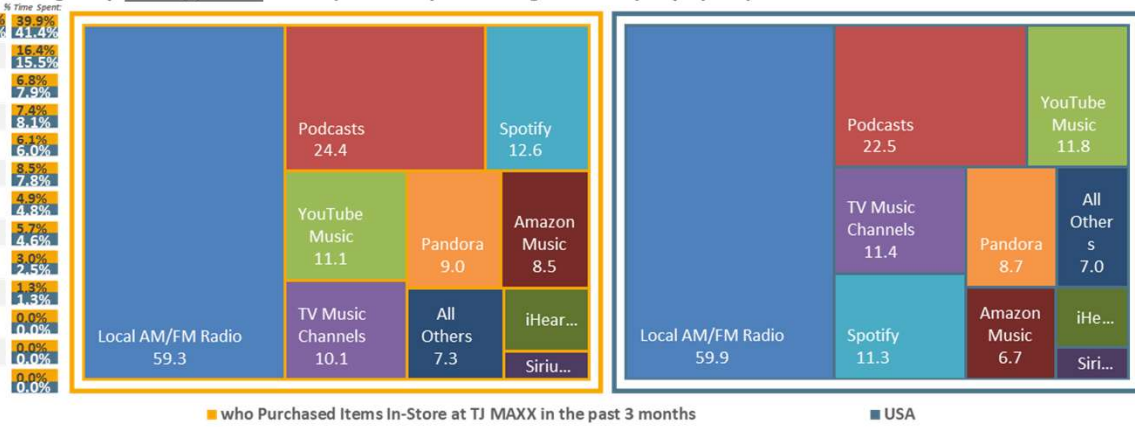
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

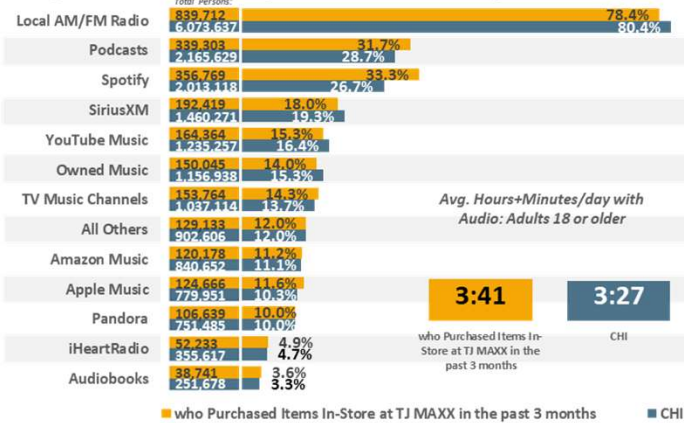
soefa.ai Share of Everything for Anything

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

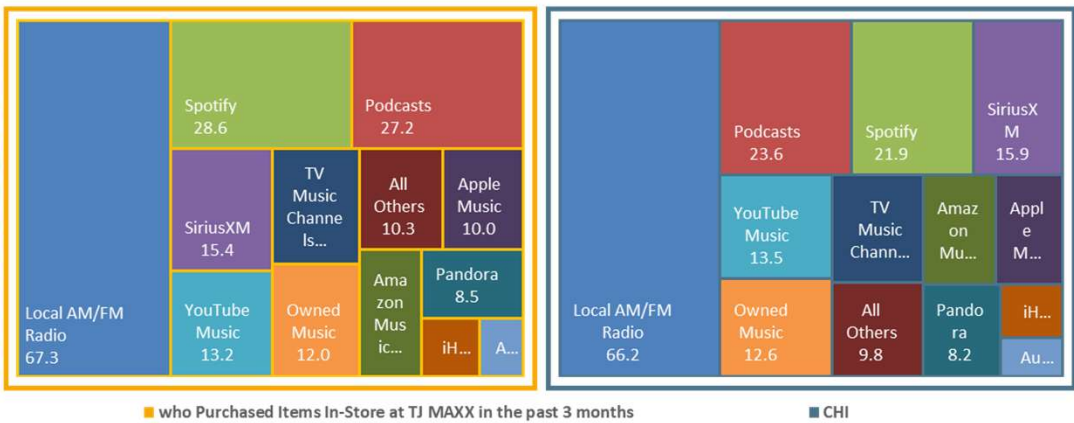


806,076 or 75.2% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 63.5 minutes every day representing 41.6% of all time spent daily with Ad-Supported Audio.

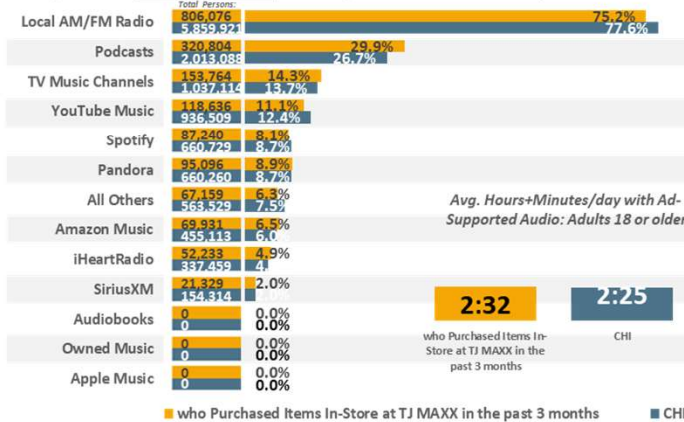
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



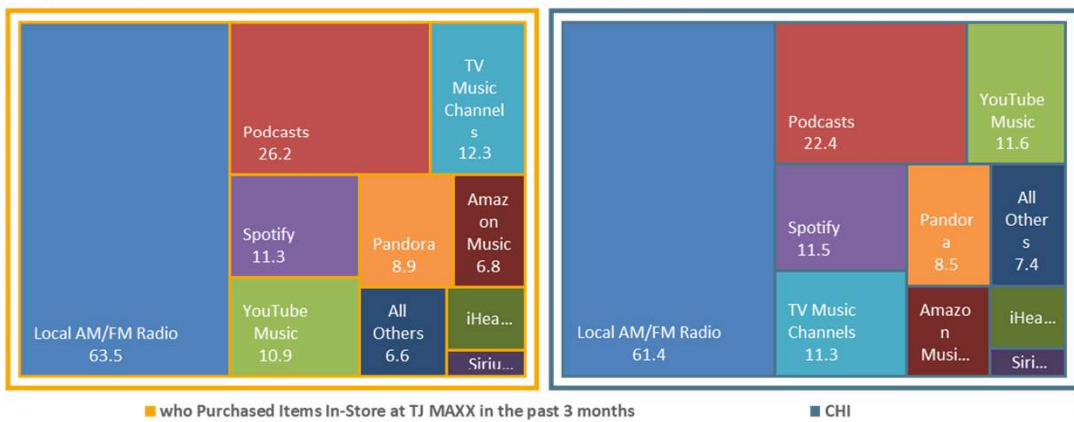
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



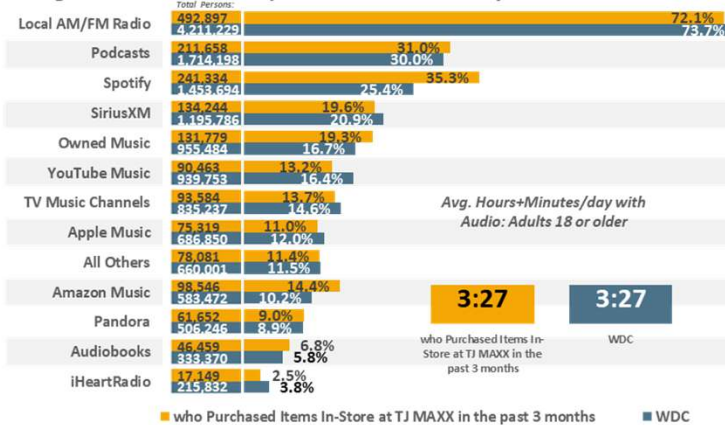
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



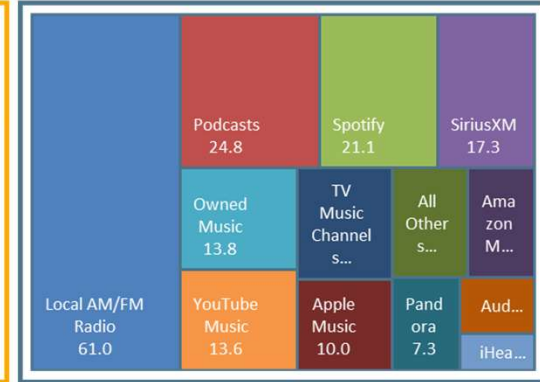
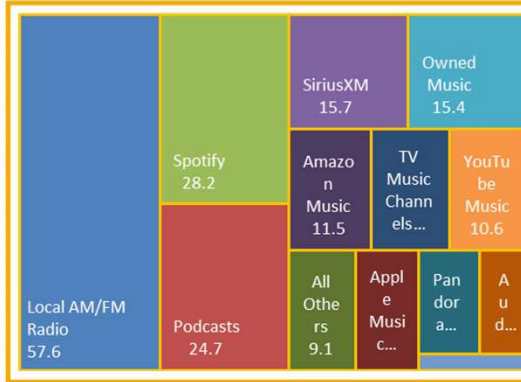


476,189 or 69.7% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 54.4 minutes every day representing 38.2% of all time spent daily with Ad-Supported Audio.

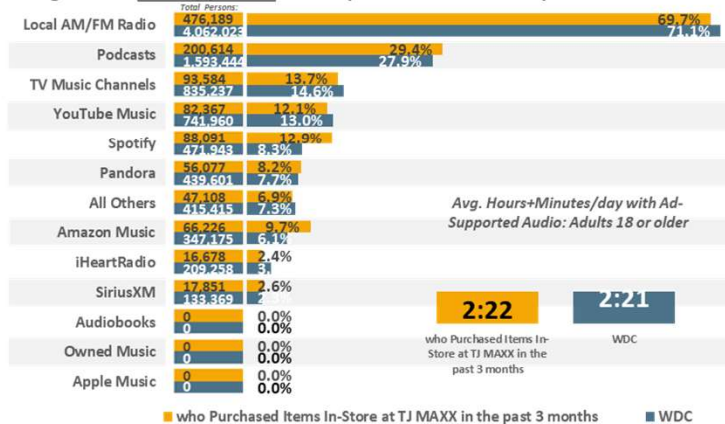
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



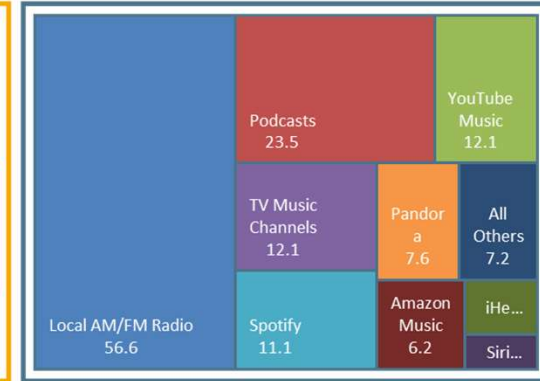
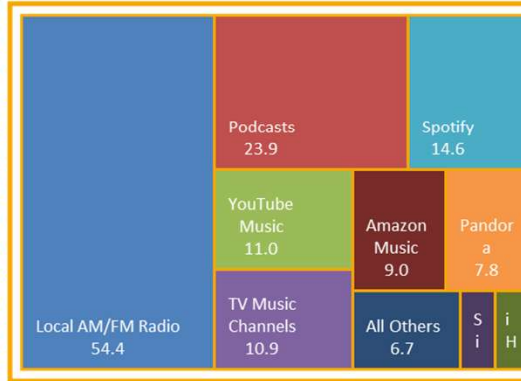
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Mar25 Qual Intab 877
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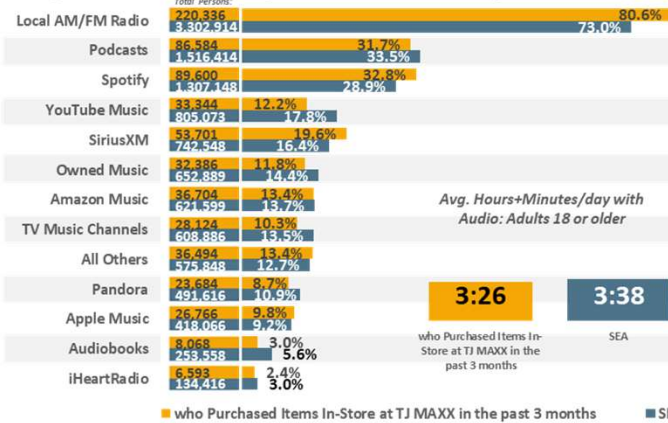
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[[Major stores shopped in-store past 3 months: TJ Maxx AND Major stores bought past 3 months: TJ Maxx]]

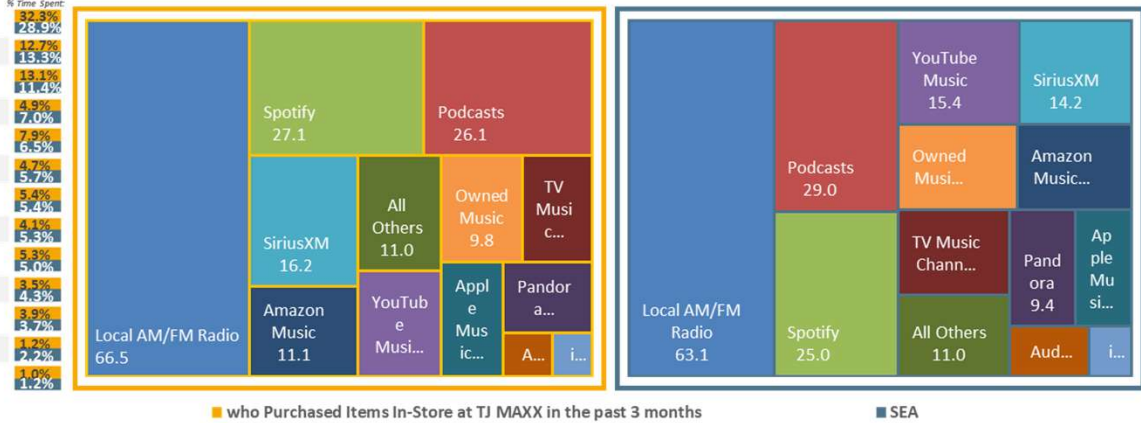


209,877 or 76.8% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 58.8 minutes every day representing 44.% of all time spent daily with Ad-Supported Audio.

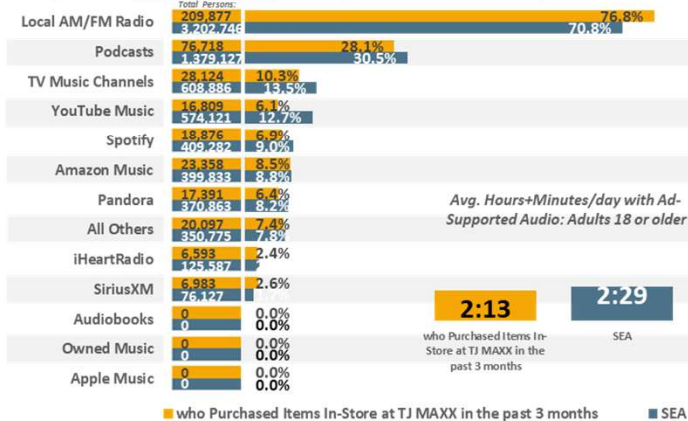
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



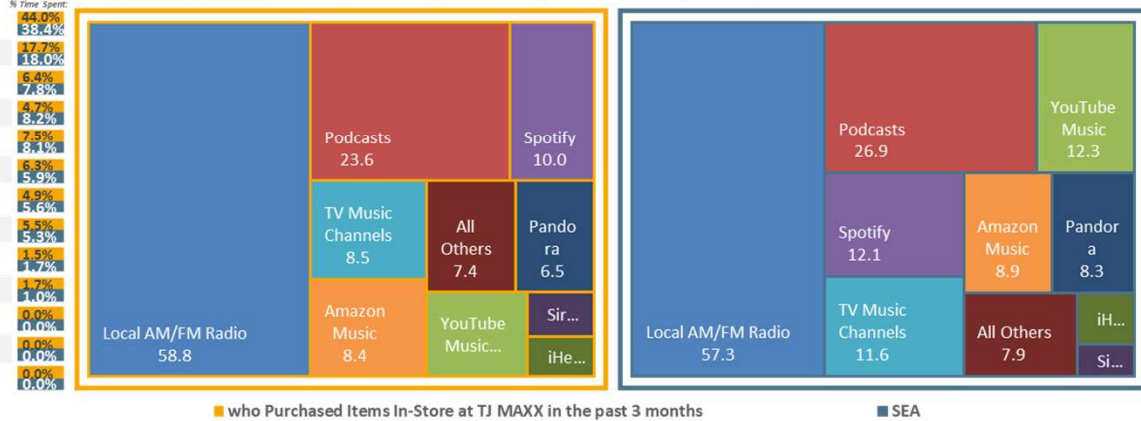
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 318
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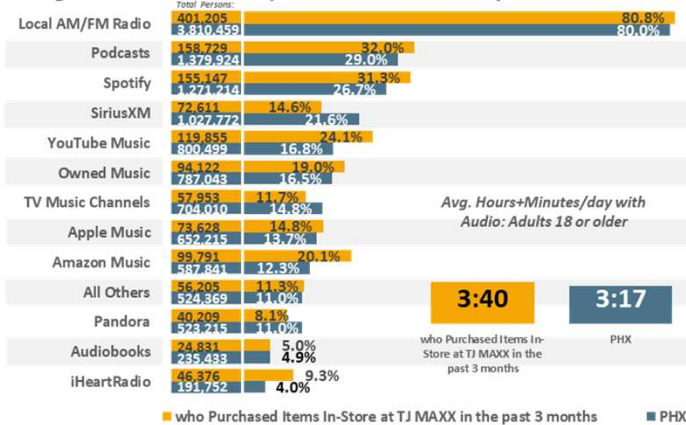
soefa.ai Share of Everything for Anything

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

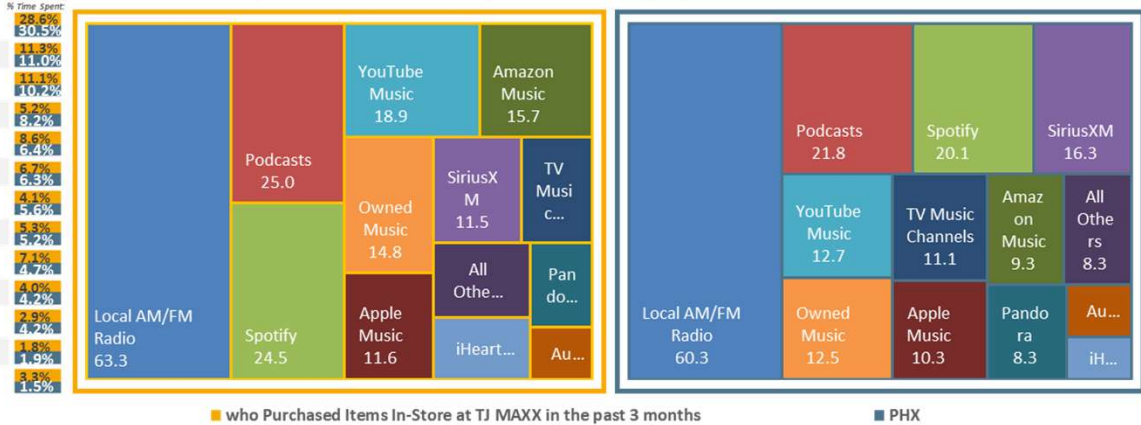


383,711 or 77.3% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 59.4 minutes every day representing 39.2% of all time spent daily with Ad-Supported Audio.

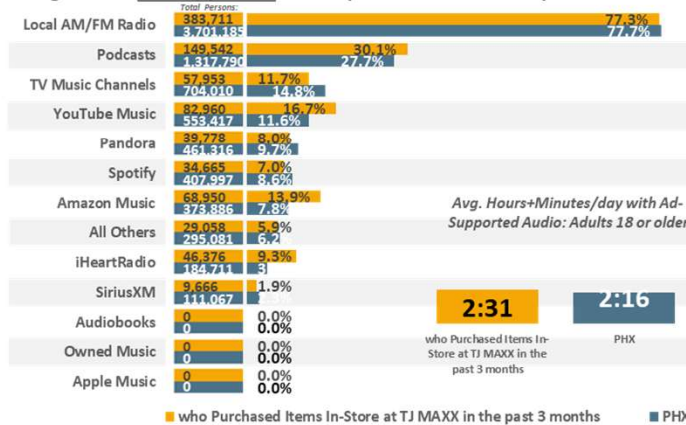
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



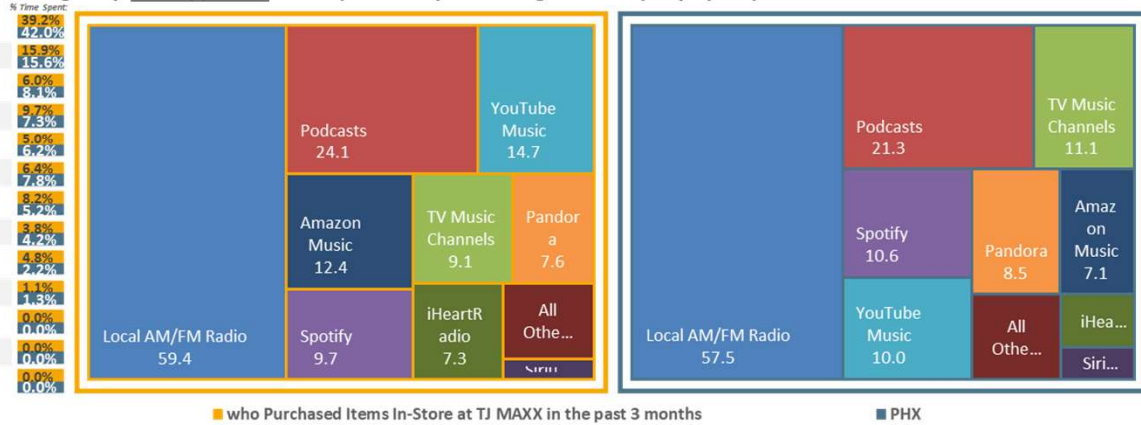
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

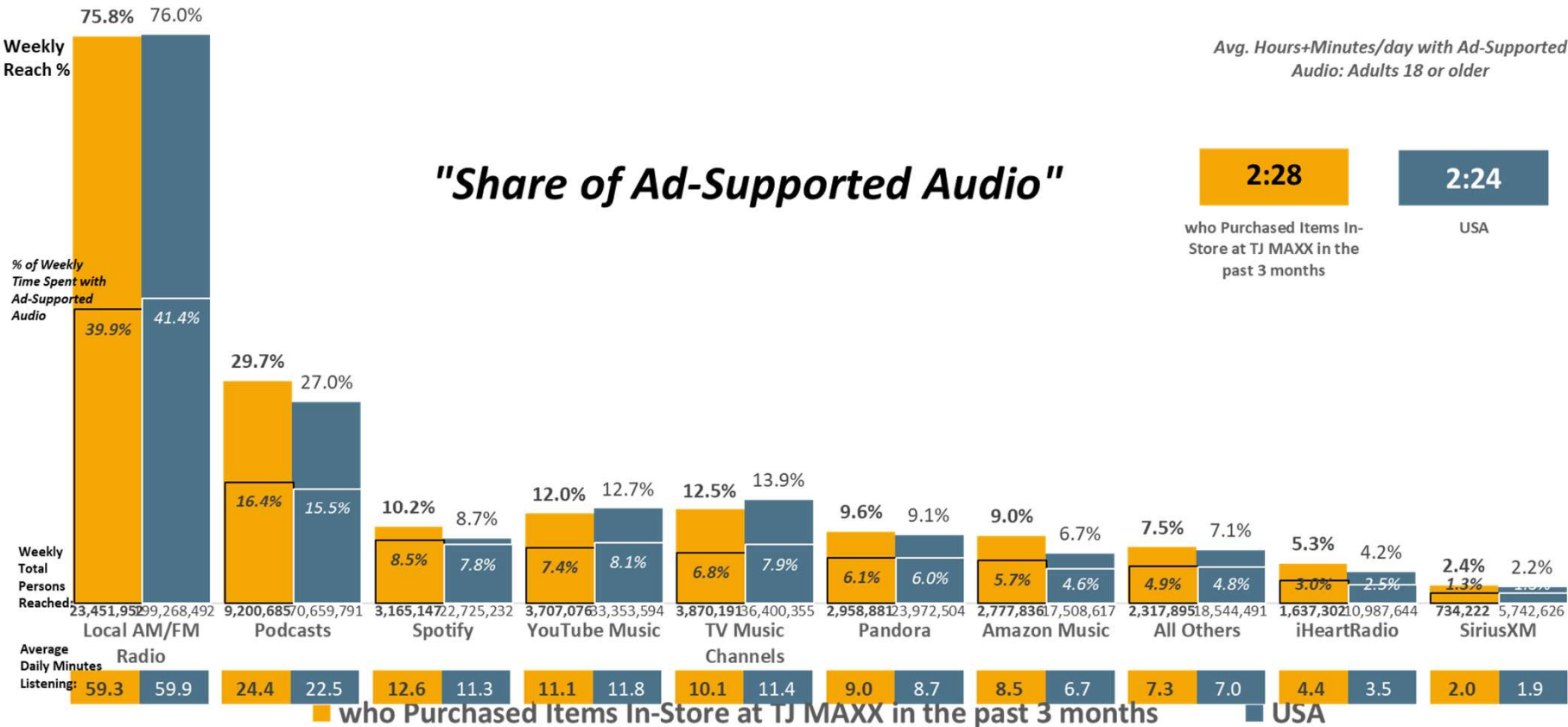


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



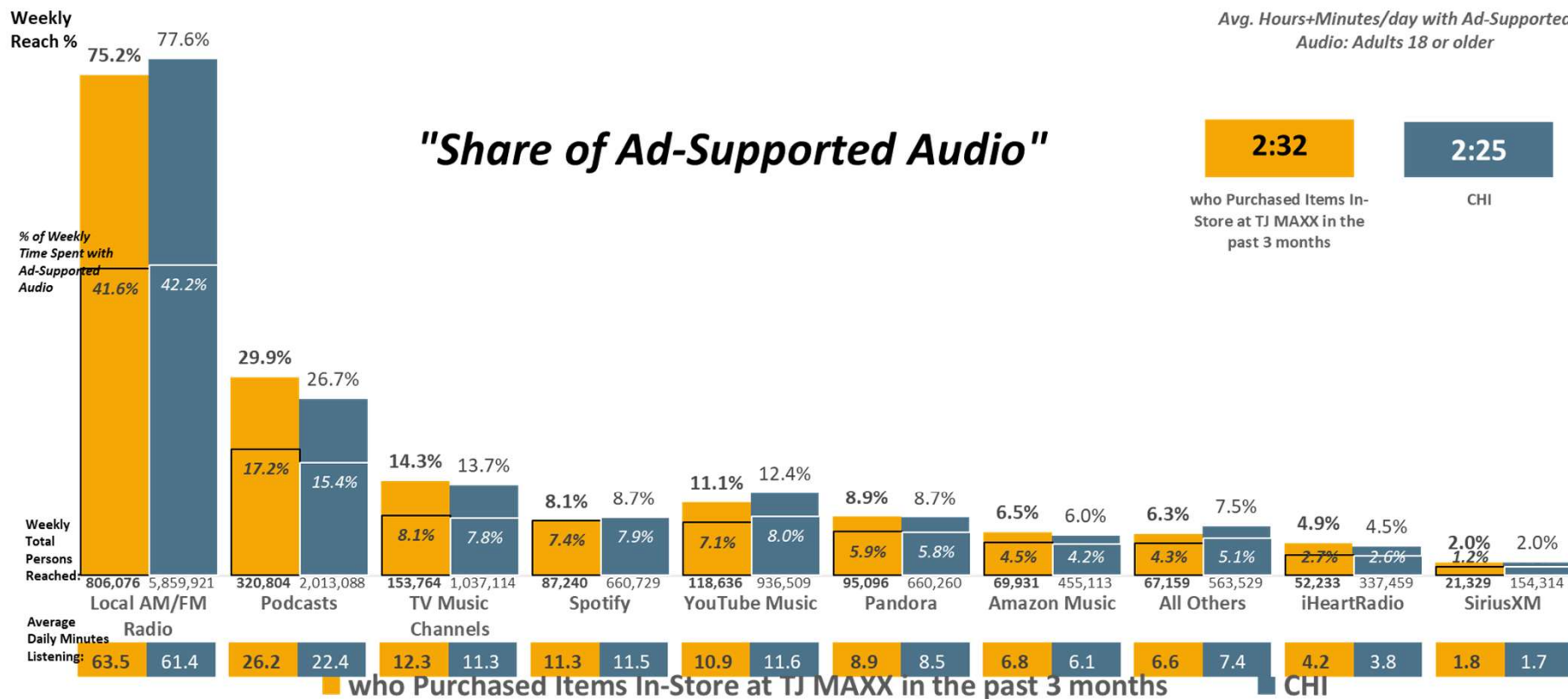


23,451,952 or 75.8% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 59.3 minutes every day representing 39.9% of all time spent daily with Ad-Supported Audio.



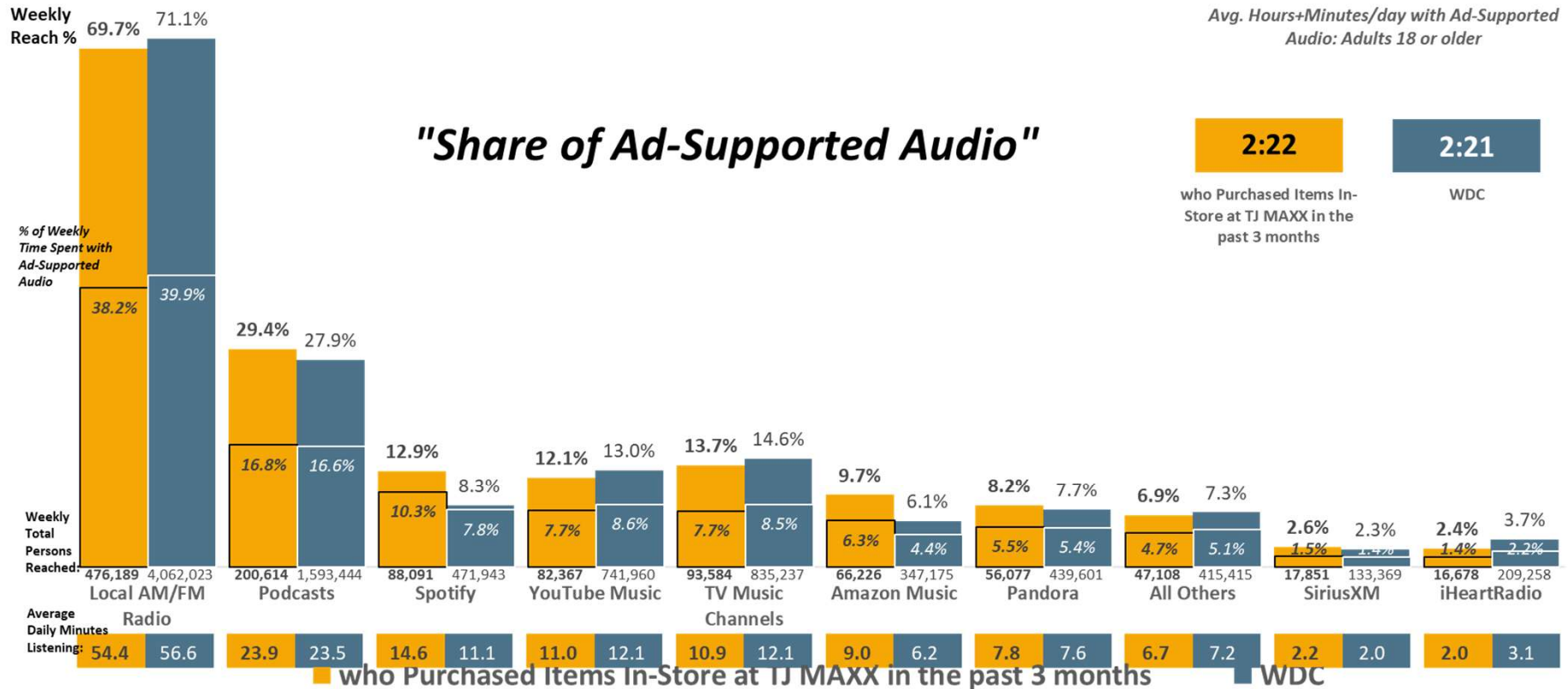


806,076 or 75.2% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 63.5 minutes every day representing 41.6% of all time spent daily with Ad-Supported Audio.





476,189 or 69.7% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 54.4 minutes every day representing 38.2% of all time spent daily with Ad-Supported Audio.





209,877 or 76.8% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 58.8 minutes every day representing 44.0% of all time spent daily with Ad-Supported Audio.

Weekly
Reach % 76.8%

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

"Share of Ad-Supported Audio"

2:13

2:29

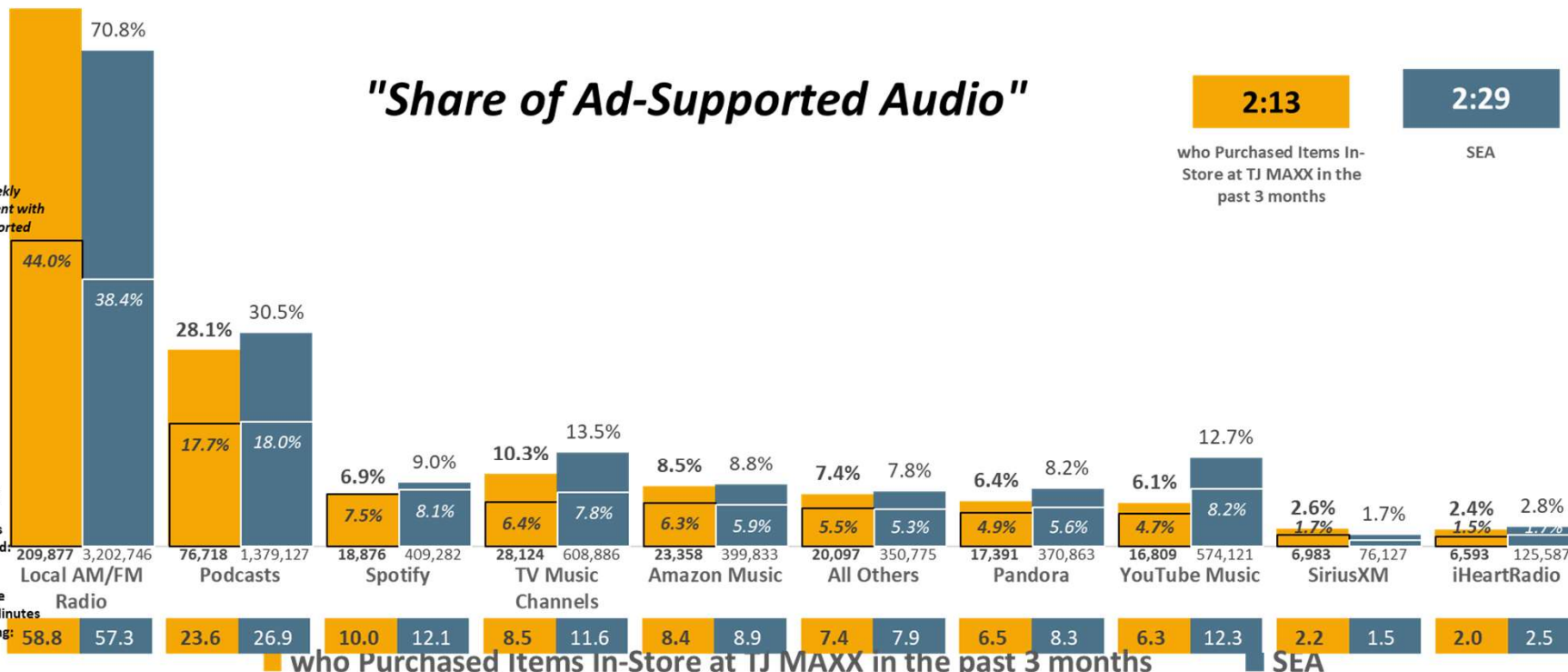
who Purchased Items In-
Store at TJ MAXX in the
past 3 months

SEA

% of Weekly
Time Spent with
Ad-Supported
Audio

Weekly
Total
Persons
Reached

Average
Daily Minutes
Listening





383,711 or 77.3% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 59.4 minutes every day representing 39.2% of all time spent daily with Ad-Supported Audio.

Weekly Reach % 77.3% 77.7%

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

"Share of Ad-Supported Audio"

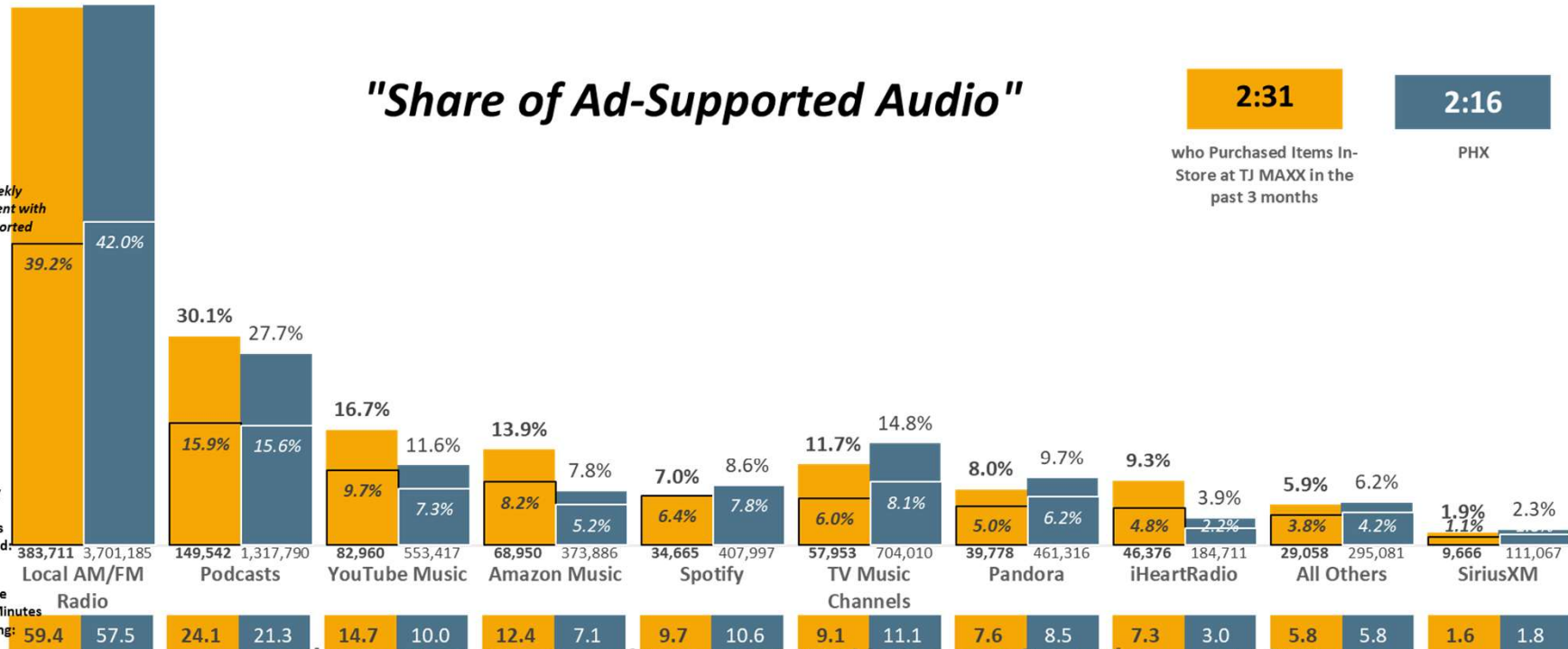
2:31
who Purchased Items In-Store at TJ MAXX in the past 3 months

2:16
PHX

% of Weekly Time Spent with Ad-Supported Audio

Weekly Total Persons Reached

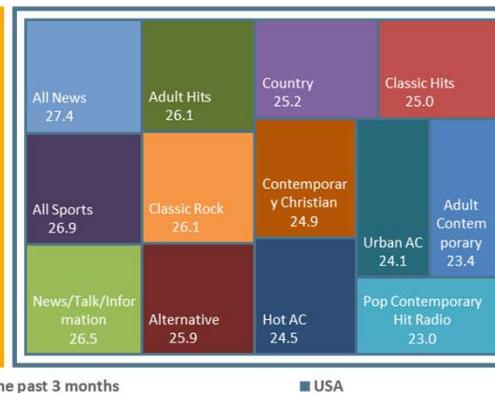
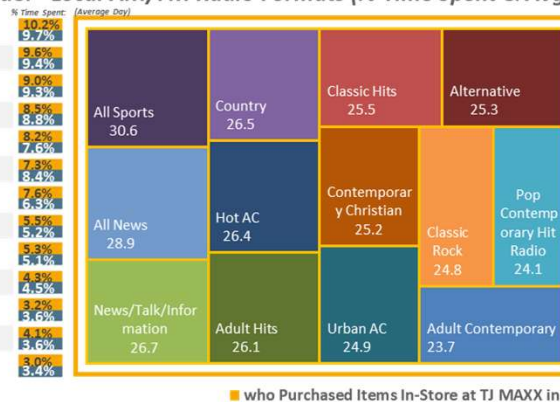
Average Daily Minutes Listening



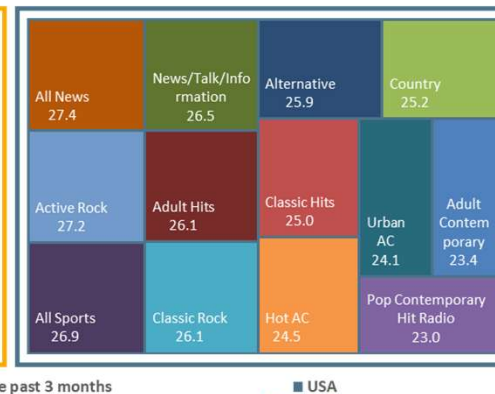
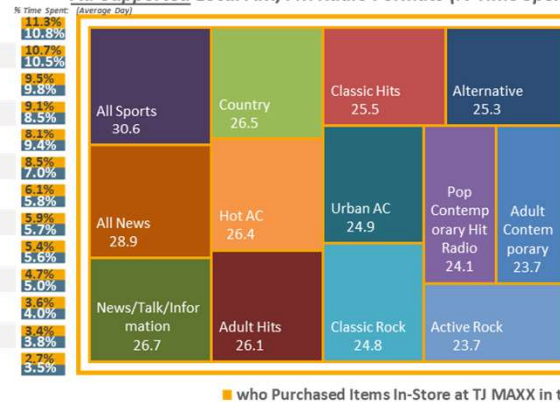
who Purchased Items In-Store at TJ MAXX in the past 3 months PHX



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



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



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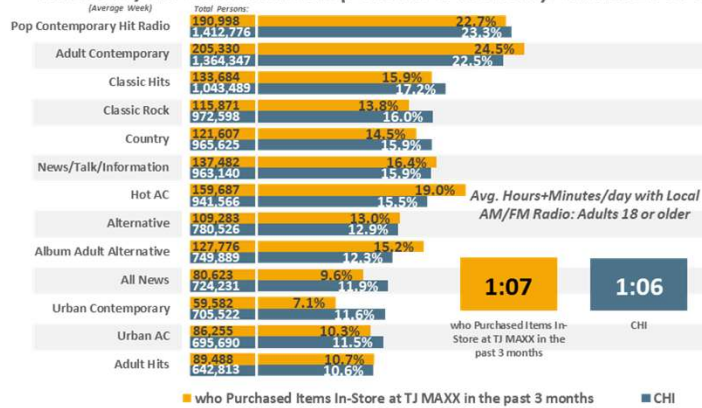
■ USA
soefa.ai Share of Everything
for Anything

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



806,076 or 75.2% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Contemporary Hit Radio, Hot AC, Classic Hits, and Album Adult Alter

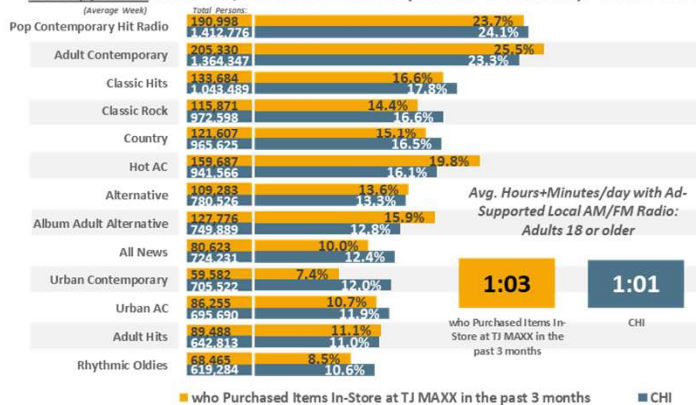
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



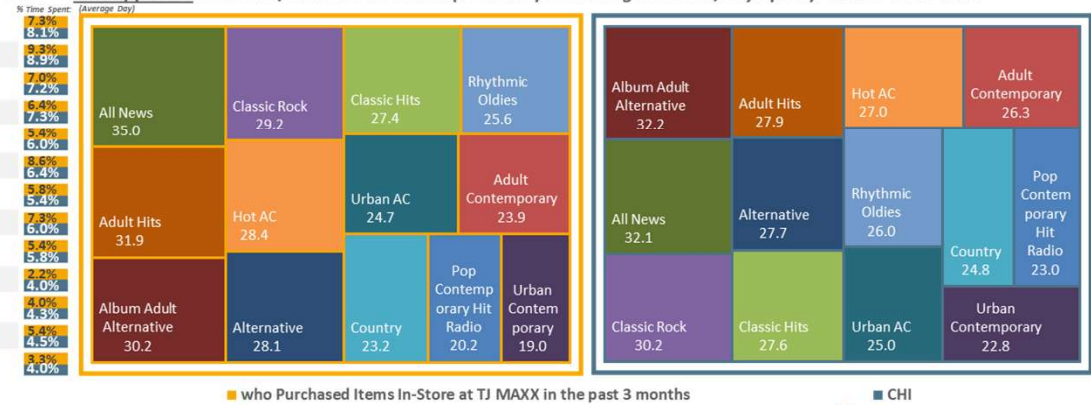
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



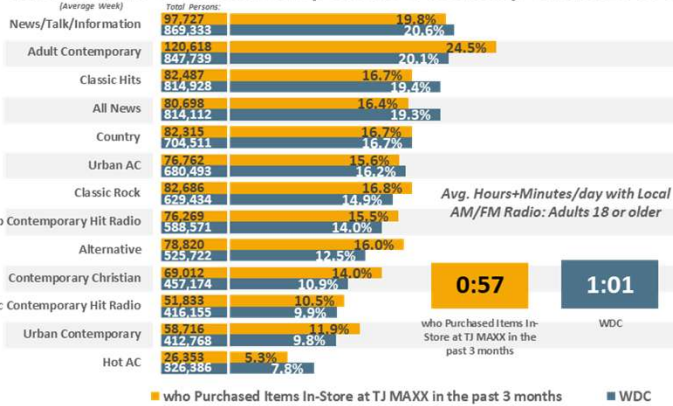
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



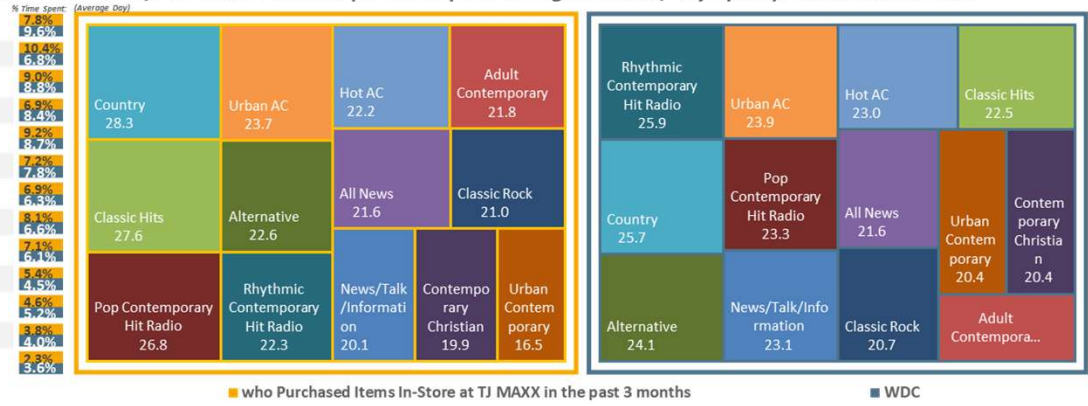


476,189 or 69.7% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Rock, Classic Hits, Country, and All News.

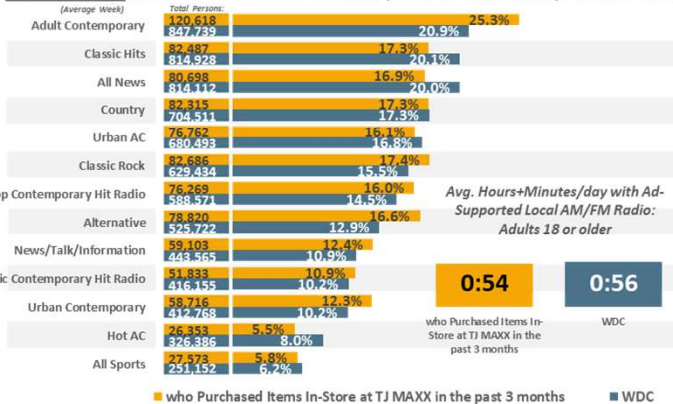
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



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



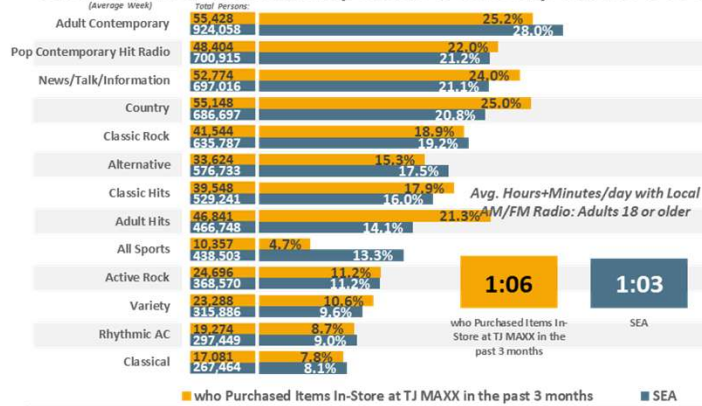
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



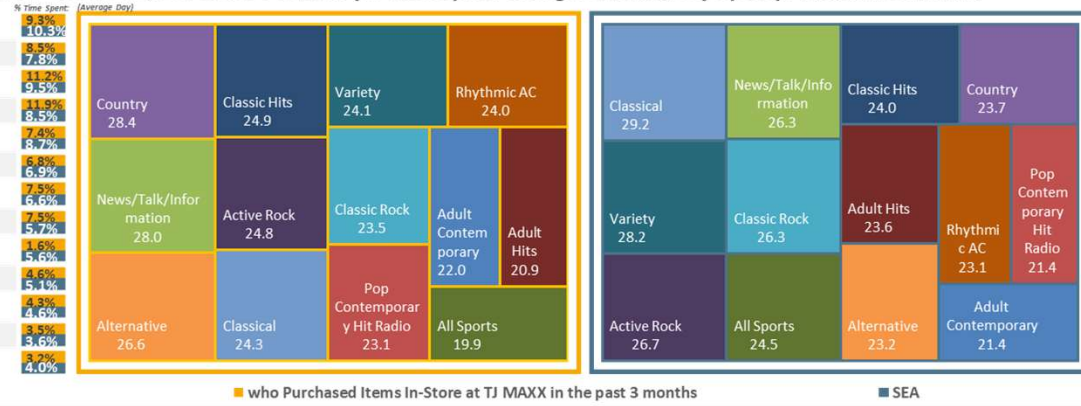


209,877 or 76.8% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Pop Contemporary Hit Radio, Adult Hits, and Classic Rock.

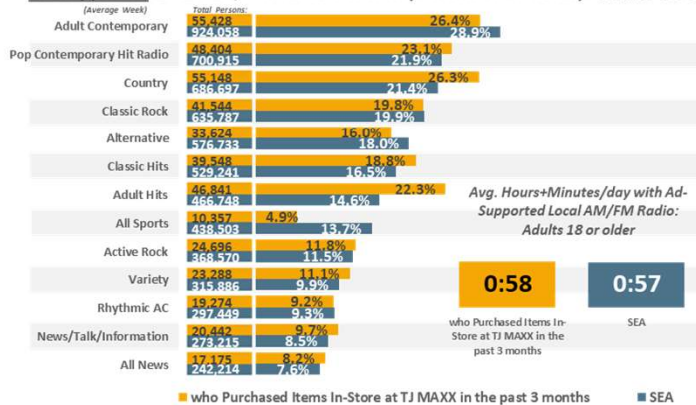
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



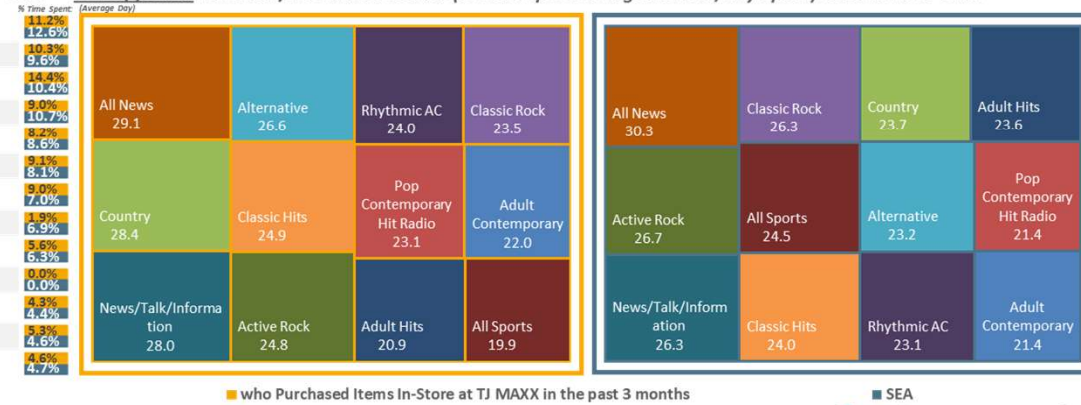
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



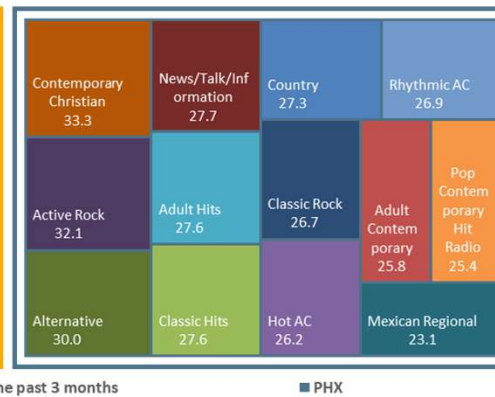
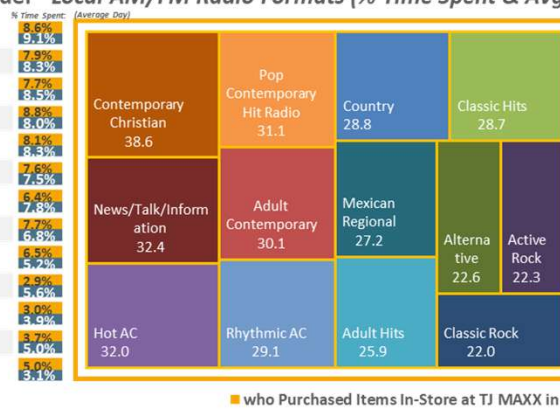
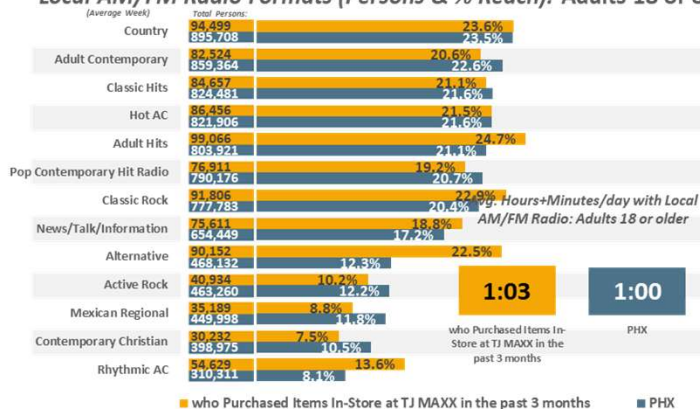
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



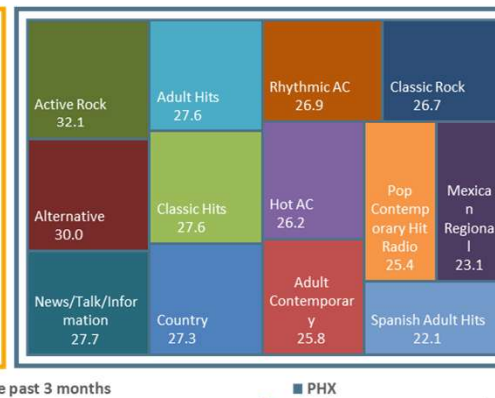
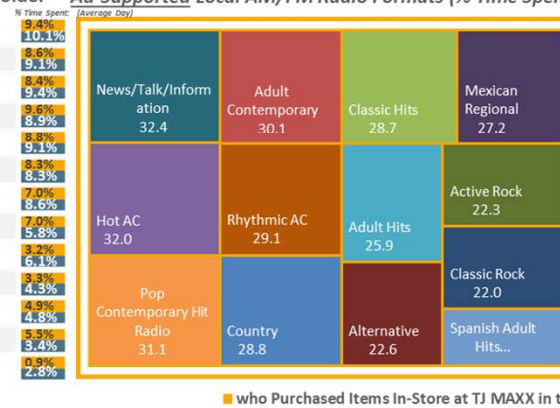
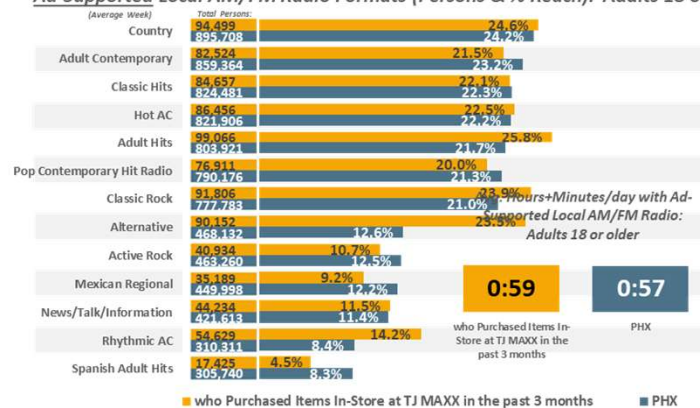


383,711 or 77.3% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Hits, Country, Classic Rock, Alternative, and Hot AC.

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



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

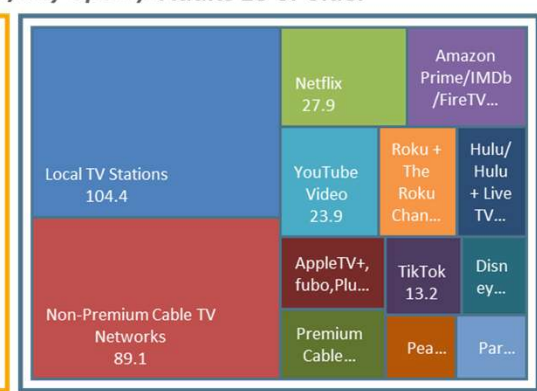
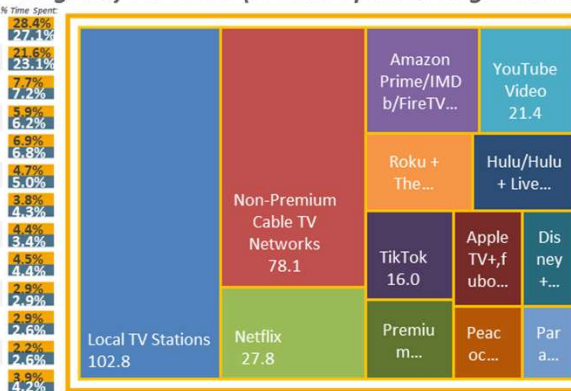
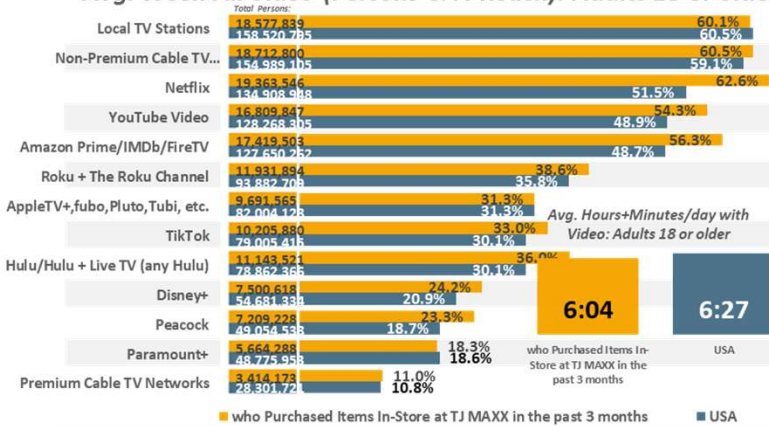




18,318,886 or 59.2% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months watch Ad-Supported Local TV Stations for an average of 97.9 minutes every day representing 33.2% of all time spent daily with Ad-Supported Video.

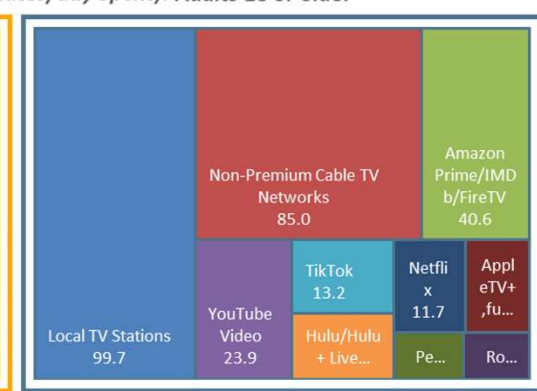
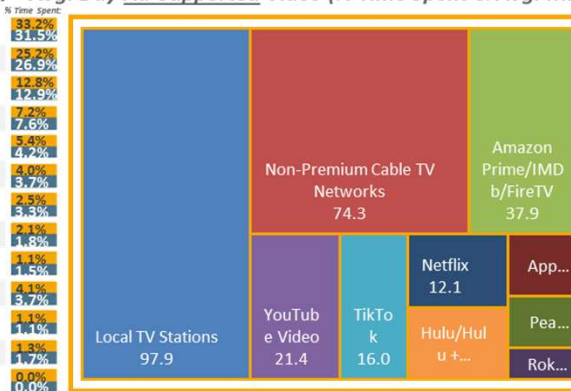
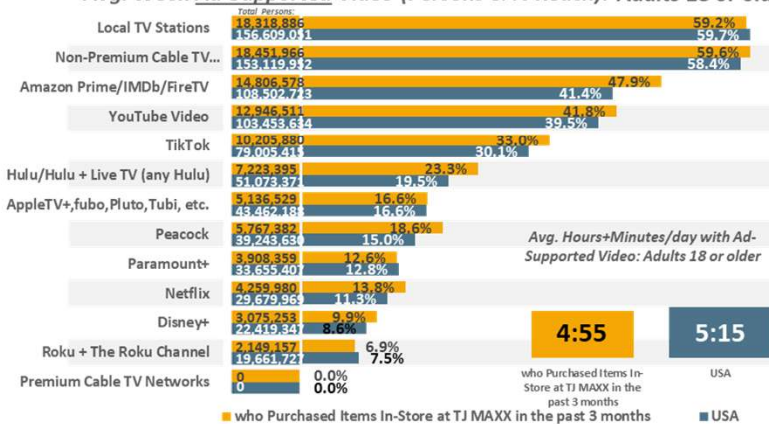
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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

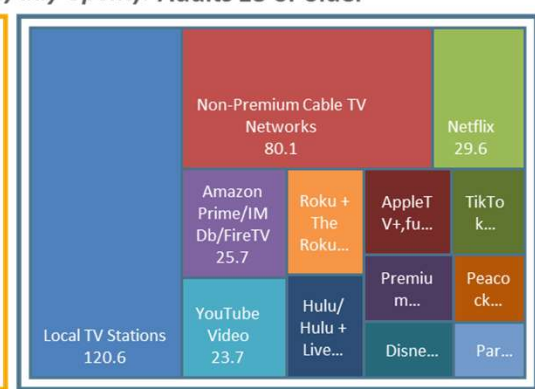
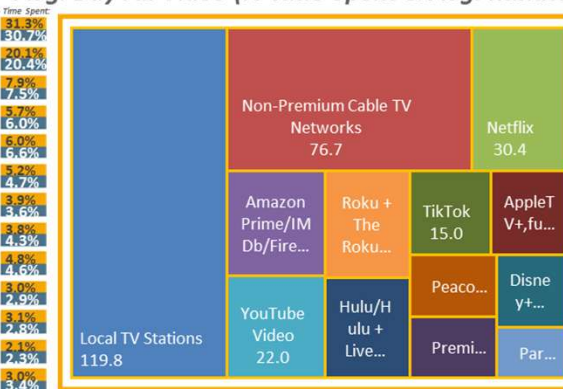
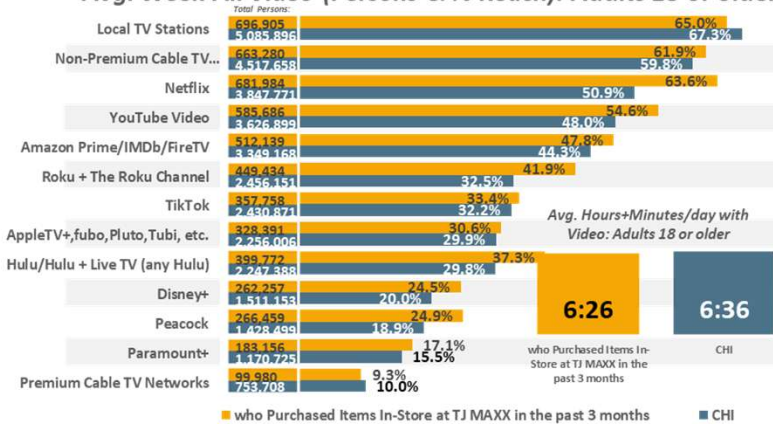




686,219 or 64.% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months watch Ad-Supported Local TV Stations for an average of 114.7 minutes every day representing 37.2% of all time spent daily with Ad-Supported Video.

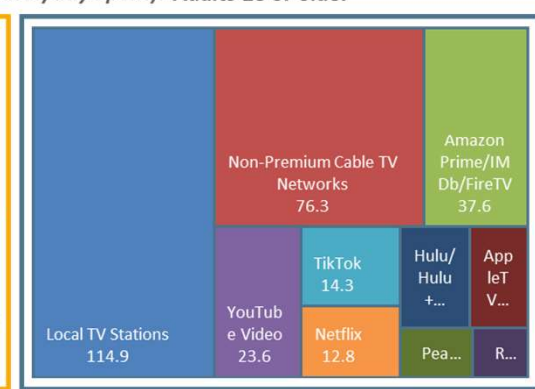
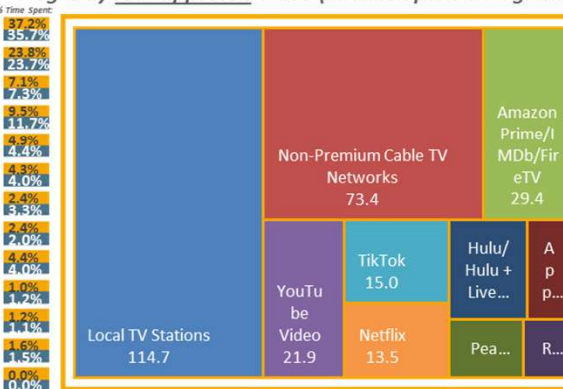
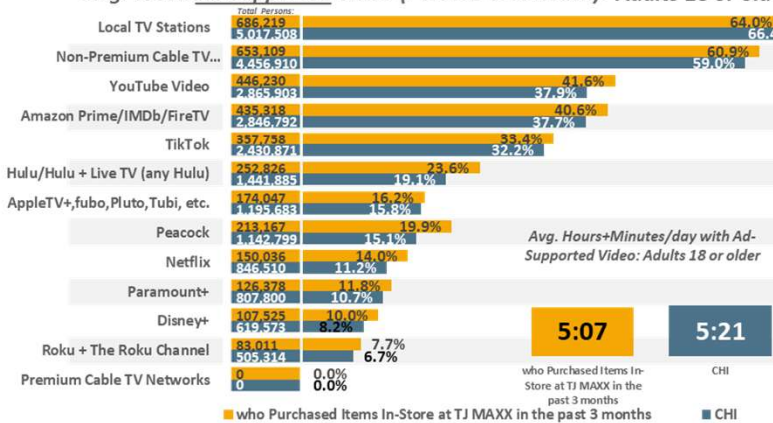
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 626
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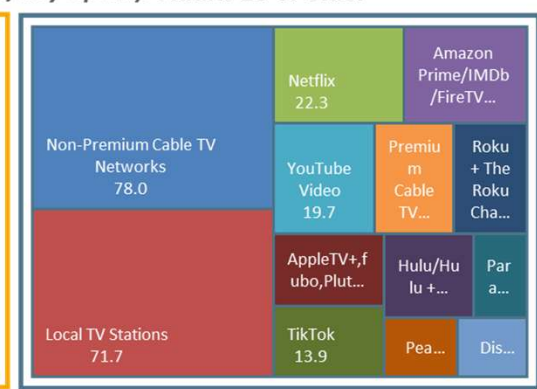
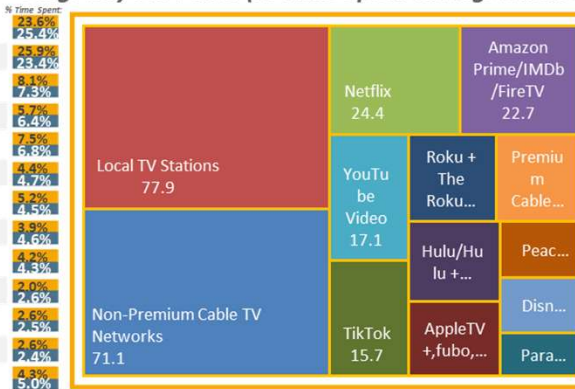
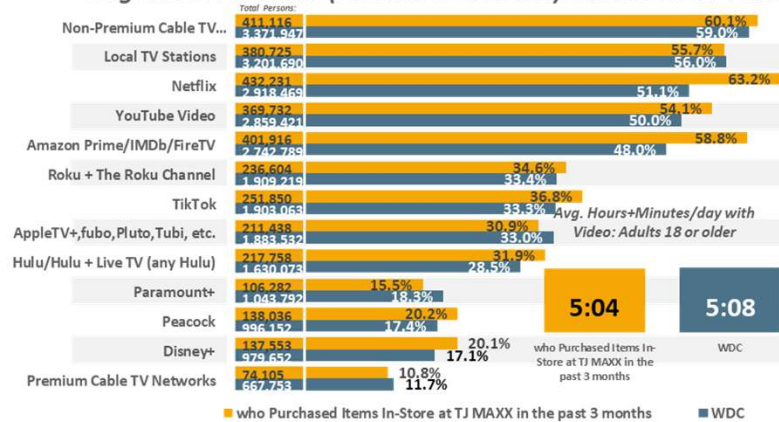
[[Major stores shopped in-store past 3 months: TJ Maxx AND Major stores bought past 3 months: TJ Maxx]]



377,273 or 55.2% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months watch Ad-Supported Local TV Stations for an average of 73.1 minutes every day representing 29.3% of all time spent daily with Ad-Supported Video.

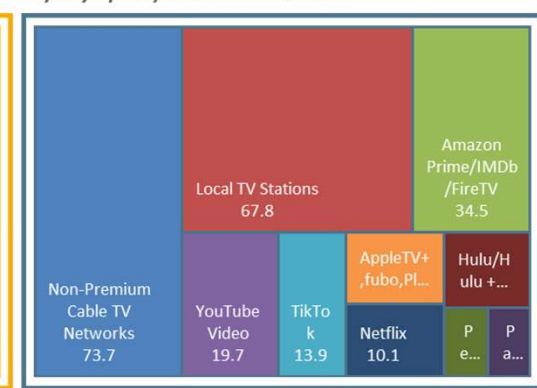
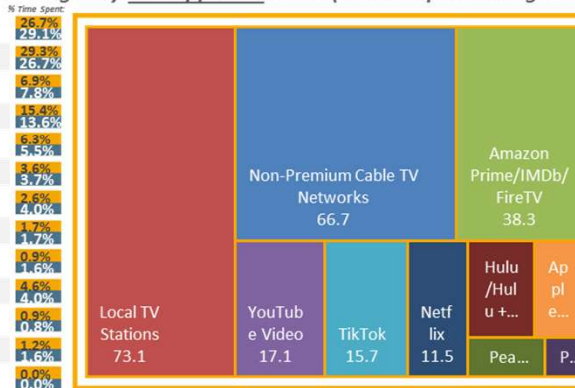
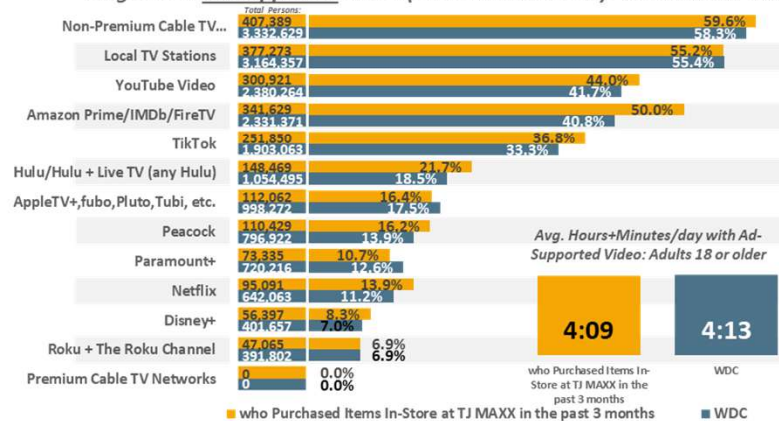
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



WDC DMA Scarborough R2 2025: Oct24-Mar25 Qual Intab 877
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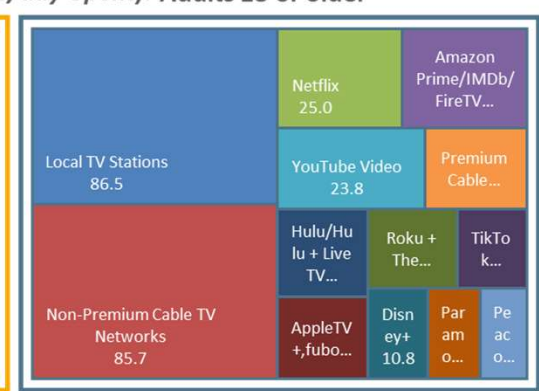
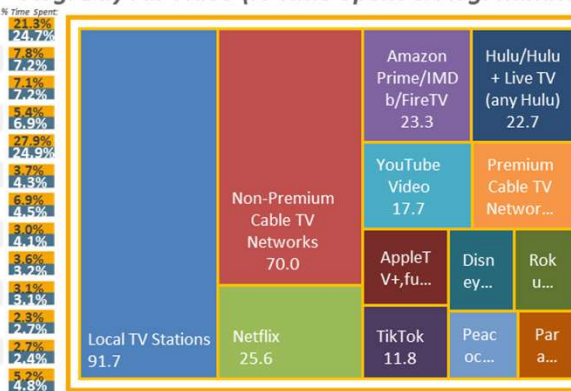
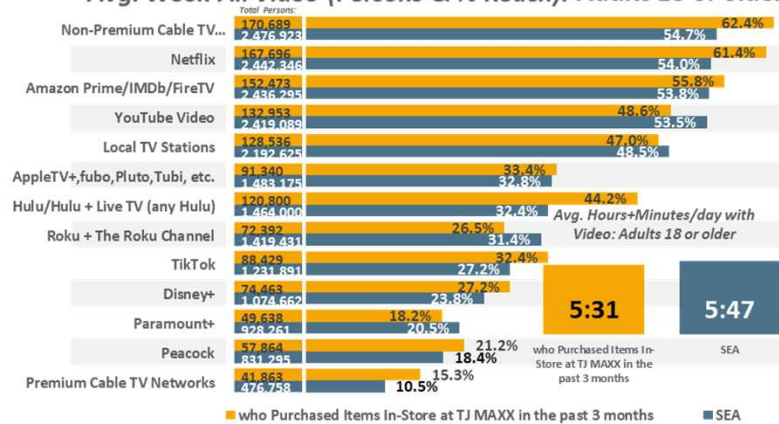
[[Major stores shopped in-store past 3 months: TJ Maxx AND Major stores bought past 3 months: TJ Maxx]]



126,143 or 46.2% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months watch Ad-Supported Local TV Stations for an average of 84.5 minutes every day representing 31.2% of all time spent daily with Ad-Supported Video.

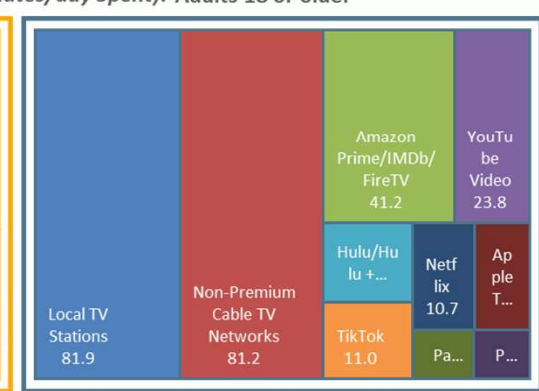
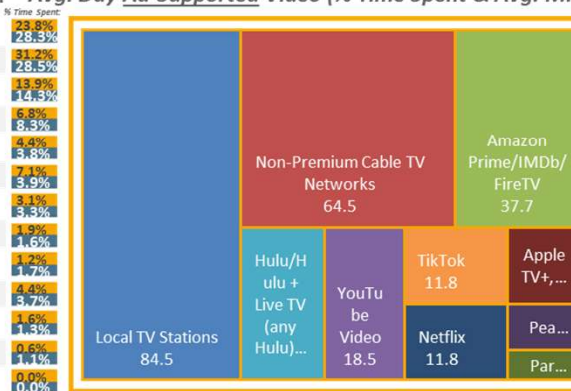
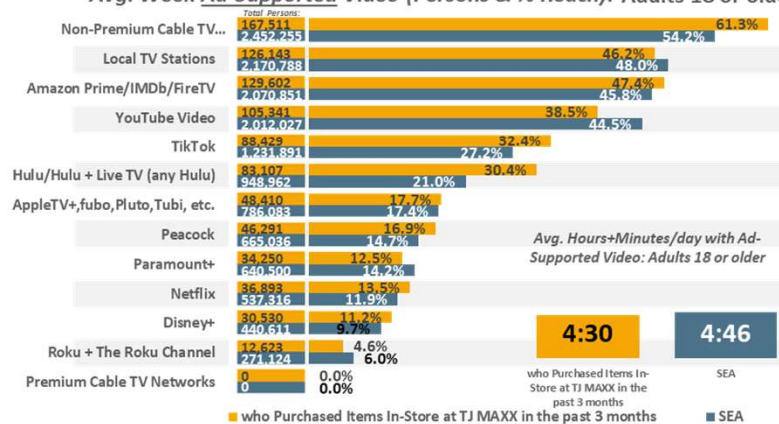
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

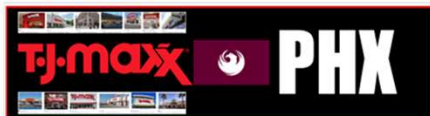
Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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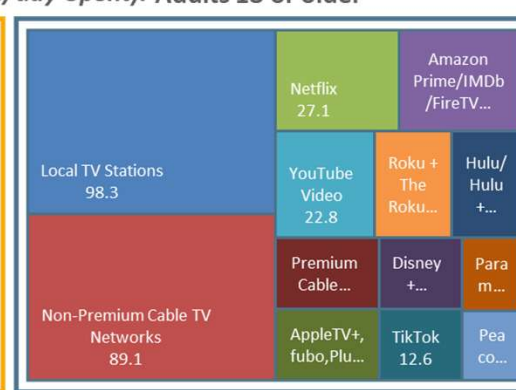
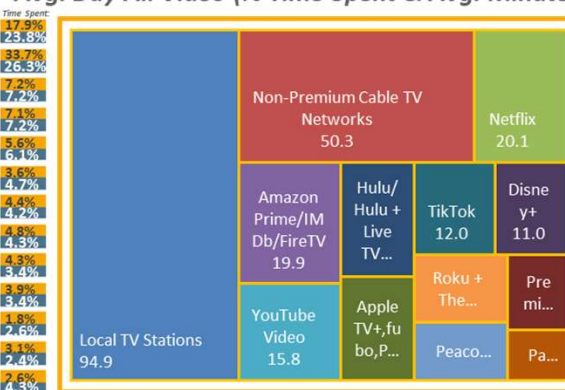
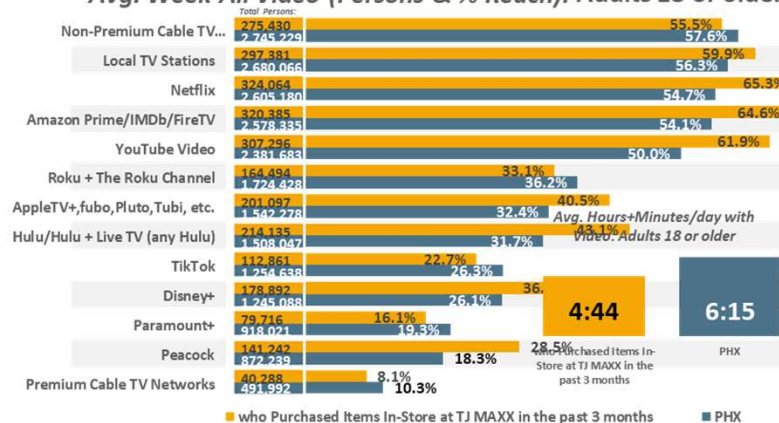
[[Major stores shopped in-store past 3 months: TJ Maxx AND Major stores bought past 3 months: TJ Maxx]]



291,427 or 58.7% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months watch Ad-Supported Local TV Stations for an average of 91.2 minutes every day representing 39.4% of all time spent daily with Ad-Supported Video.

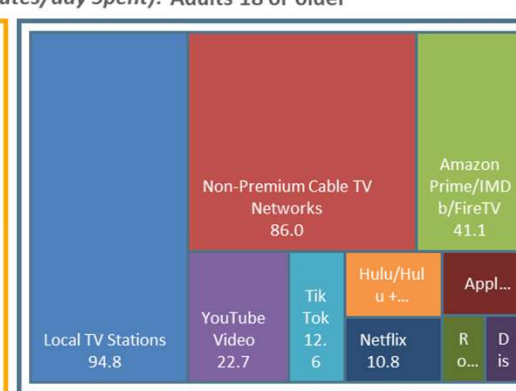
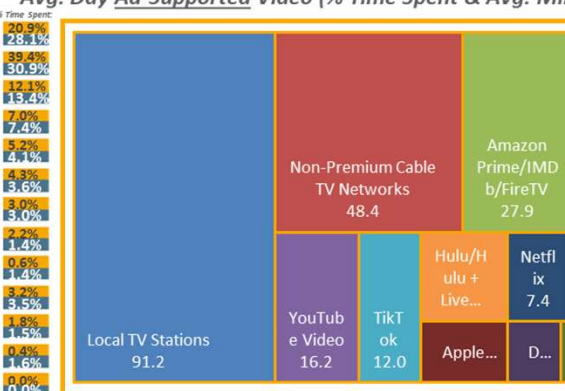
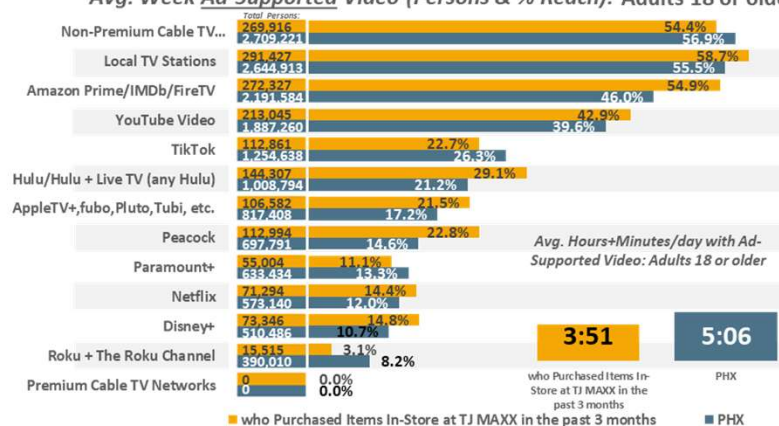
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 257
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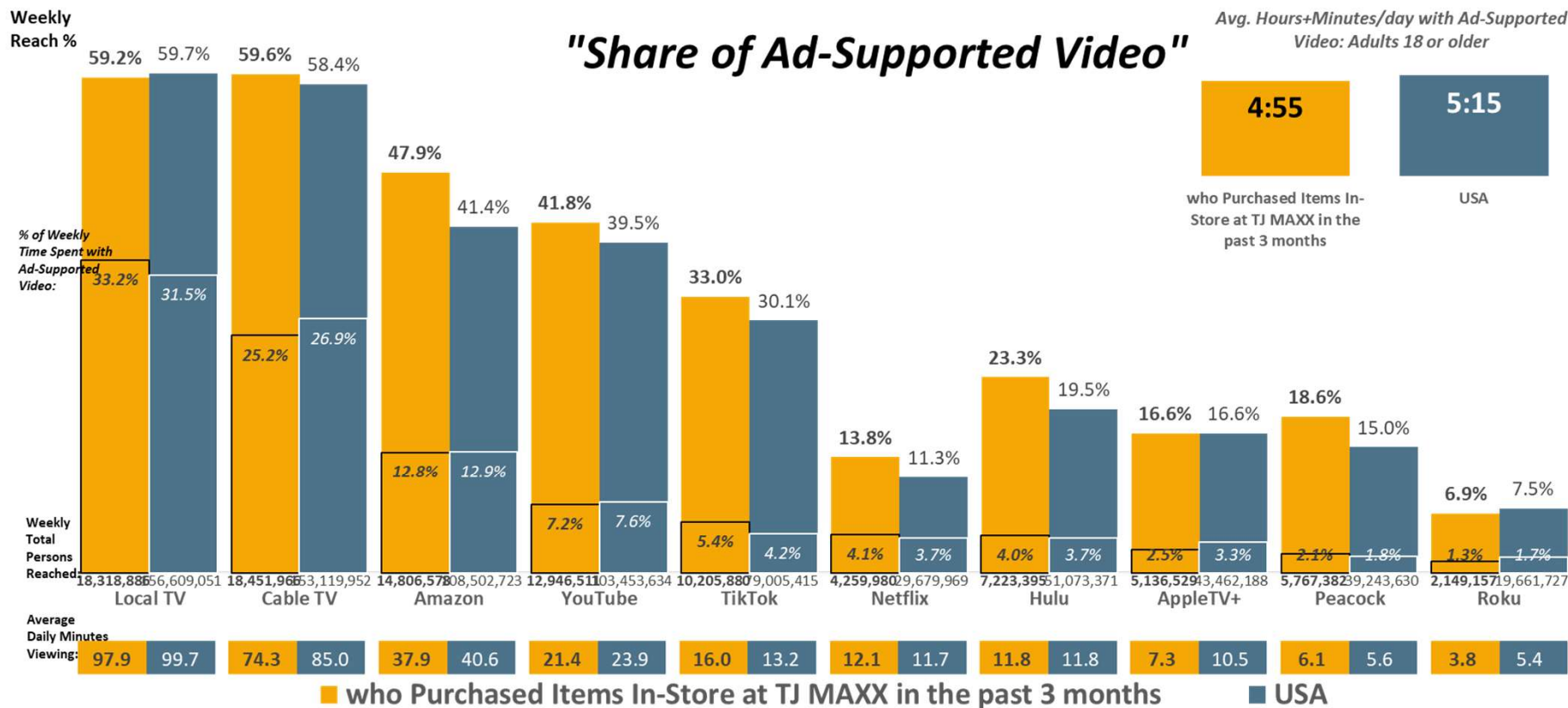
soefa.ai Share of Everything for Anything

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



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

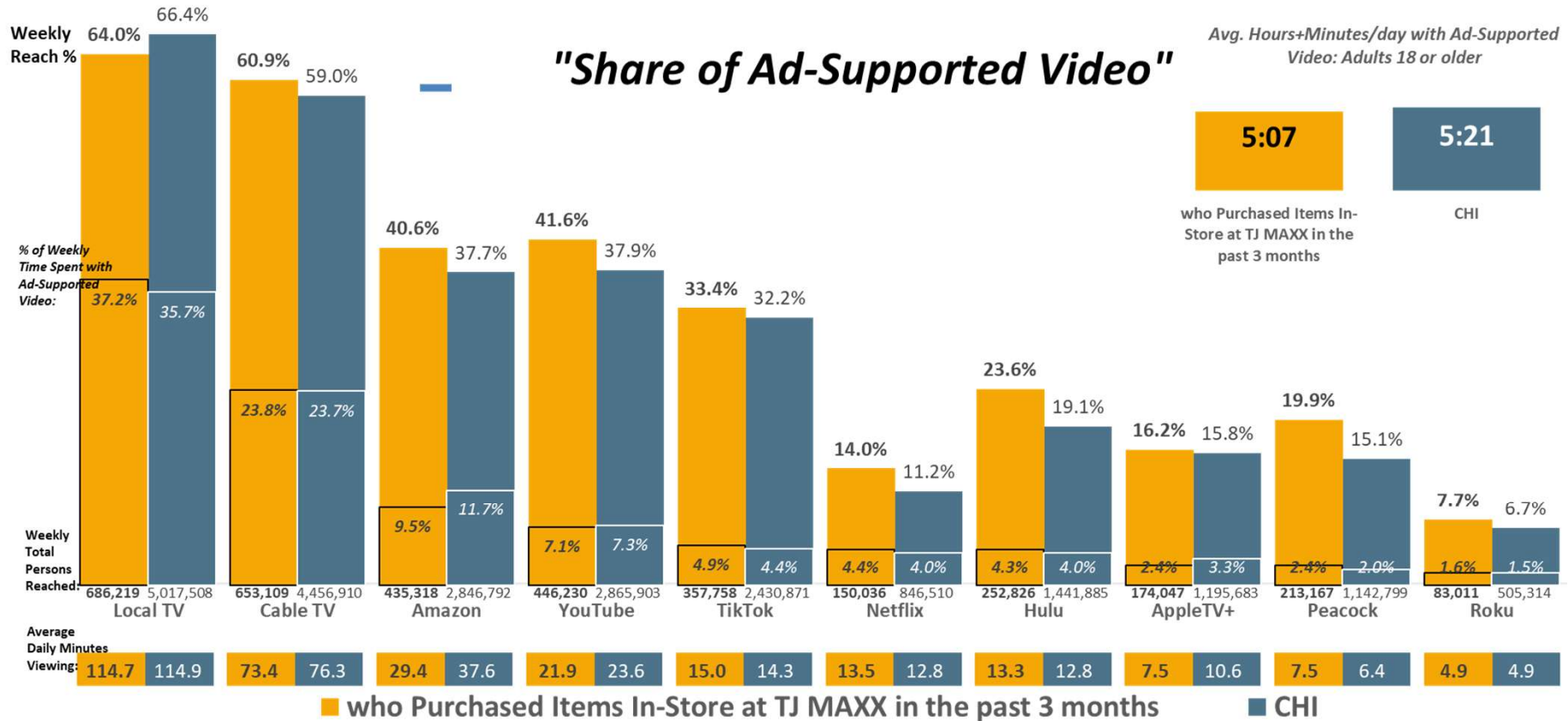
"Share of Ad-Supported Video"





686,219 or 64.% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months watch Ad-Supported Local TV Stations for an average of 114.7 minutes every day representing 37.2% of all time spent daily with Ad-Supported Video.

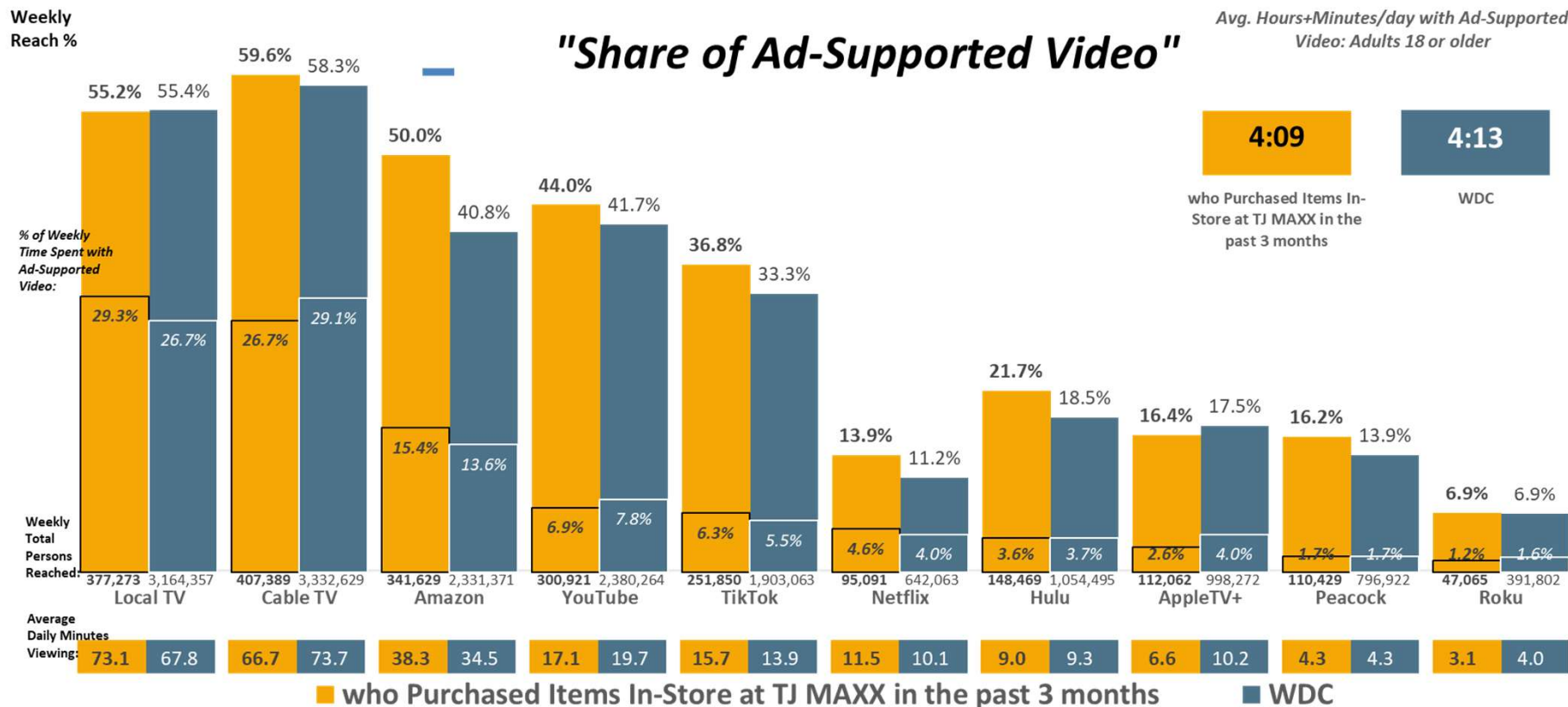
"Share of Ad-Supported Video"





377,273 or 55.2% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months watch Ad-Supported Local TV Stations for an average of 73.1 minutes every day representing 29.3% of all time spent daily with Ad-Supported Video.

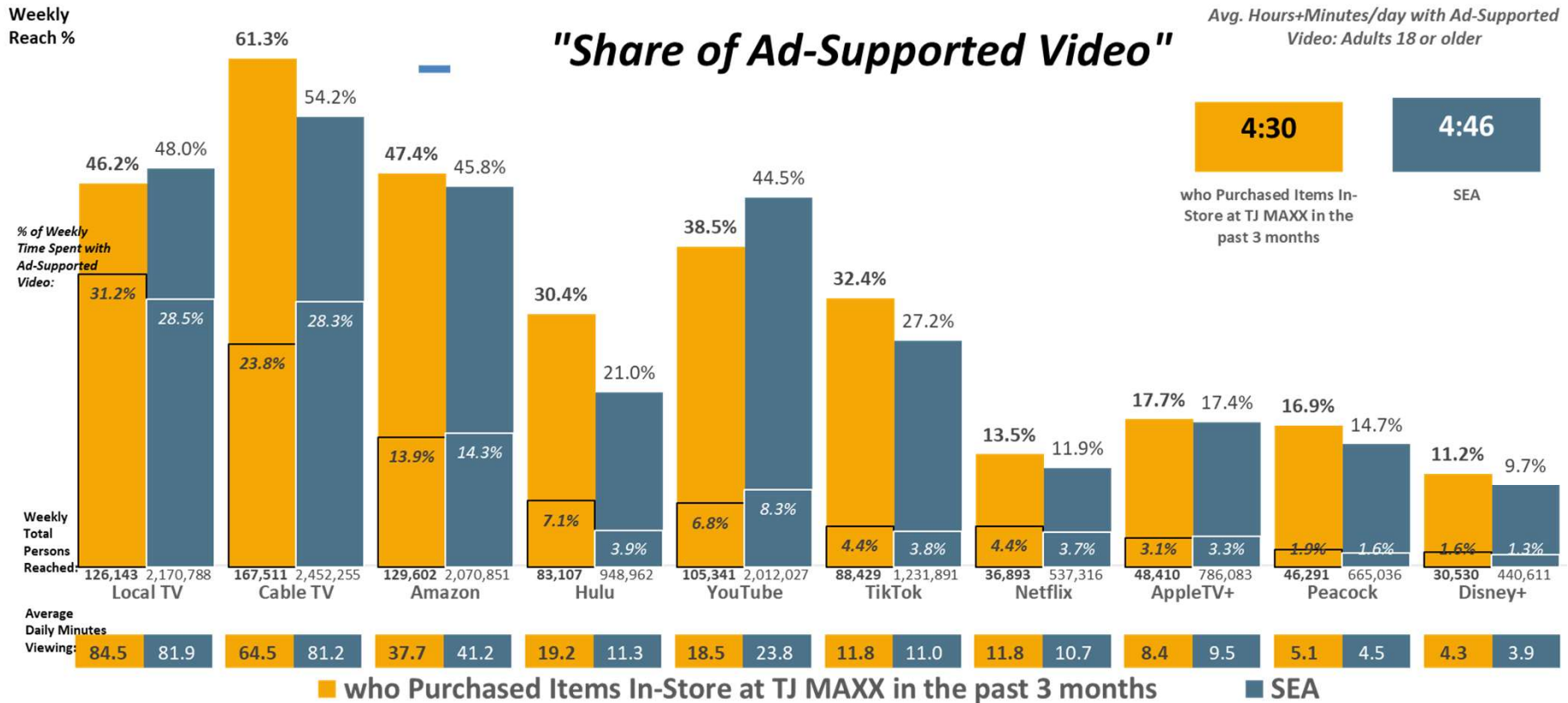
"Share of Ad-Supported Video"





126,143 or 46.2% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months watch Ad-Supported Local TV Stations for an average of 84.5 minutes every day representing 31.2% of all time spent daily with Ad-Supported Video.

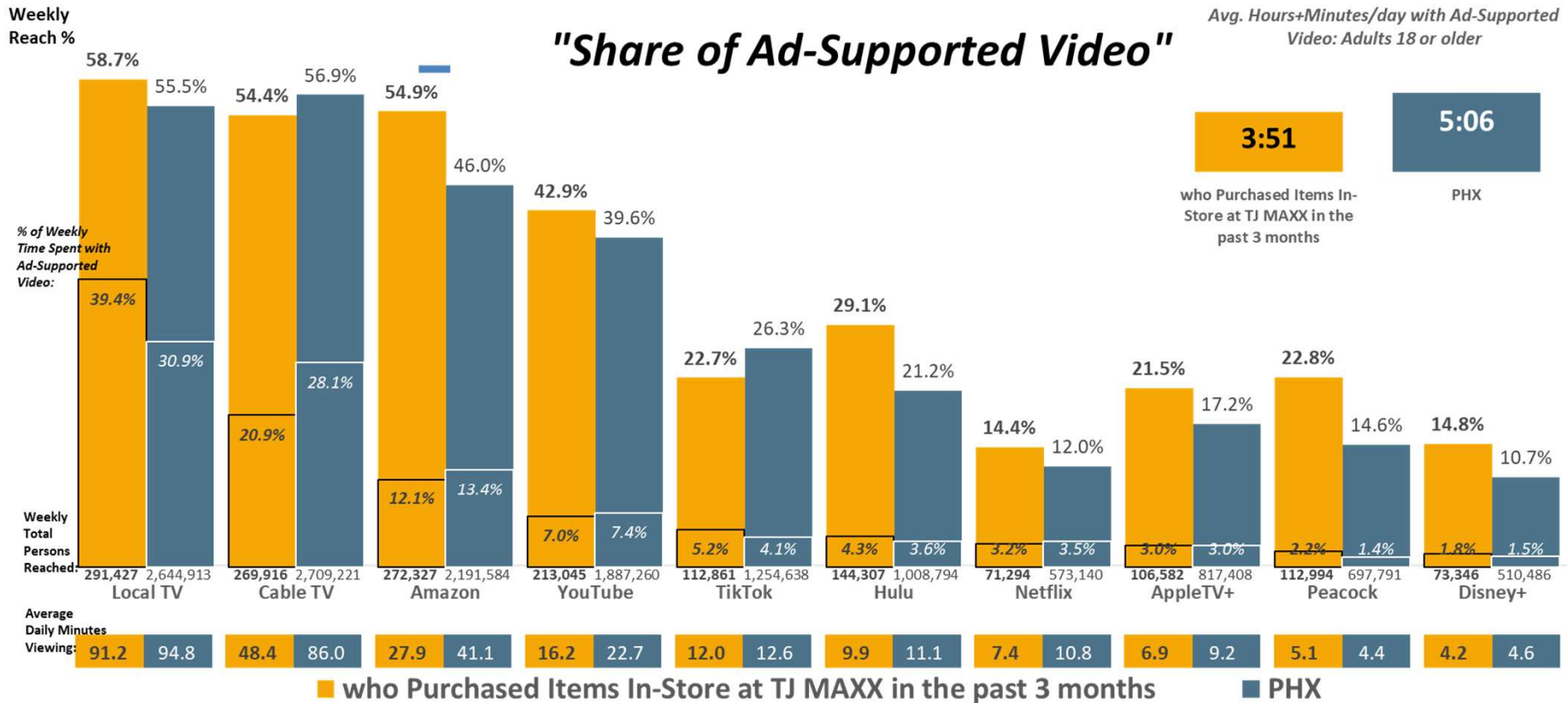
"Share of Ad-Supported Video"





291,427 or 58.7% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months watch Ad-Supported Local TV Stations for an average of 91.2 minutes every day representing 39.4% of all time spent daily with Ad-Supported Video.

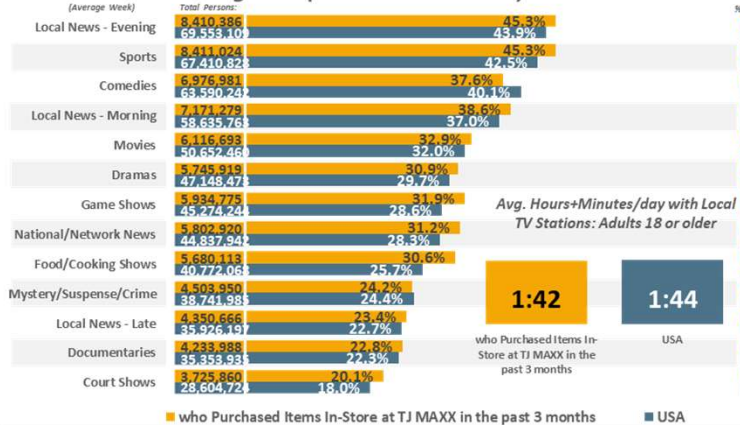
"Share of Ad-Supported Video"





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

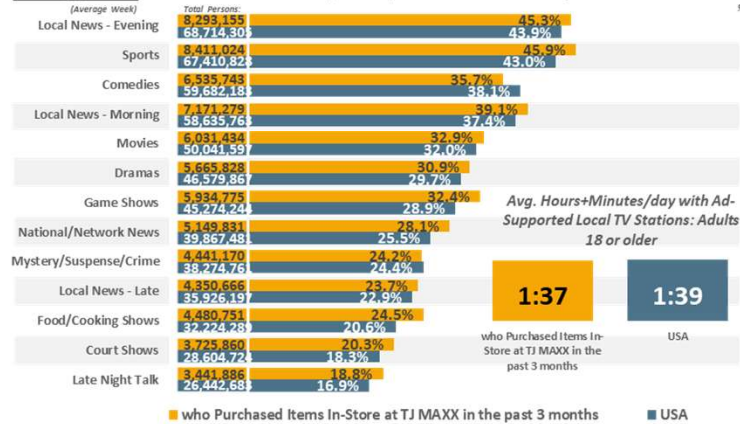
Local TV Station Programs (Persons & % Reach): Adults 18 or older



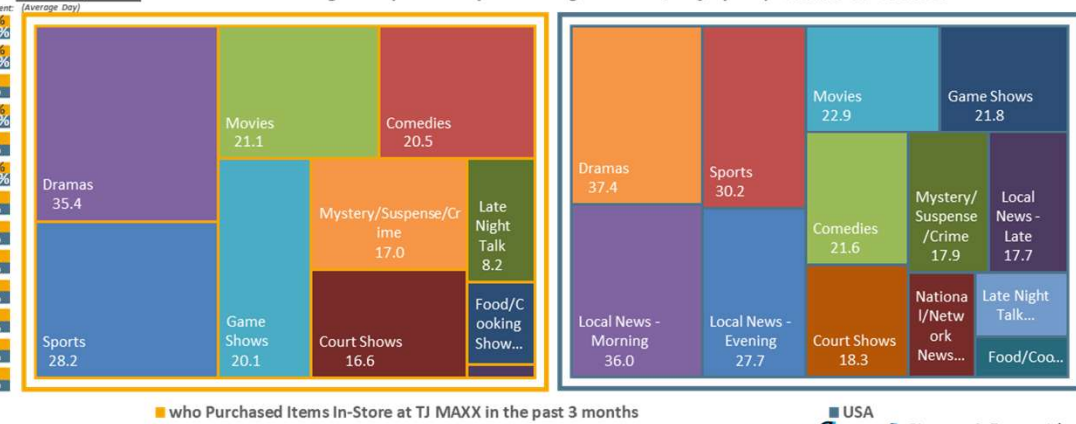
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



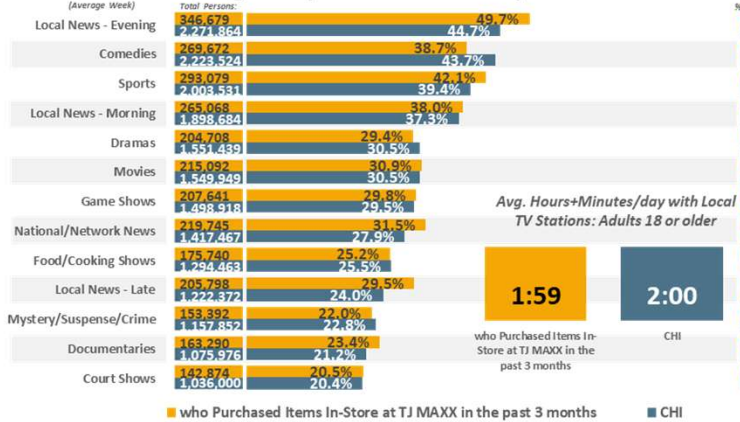
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



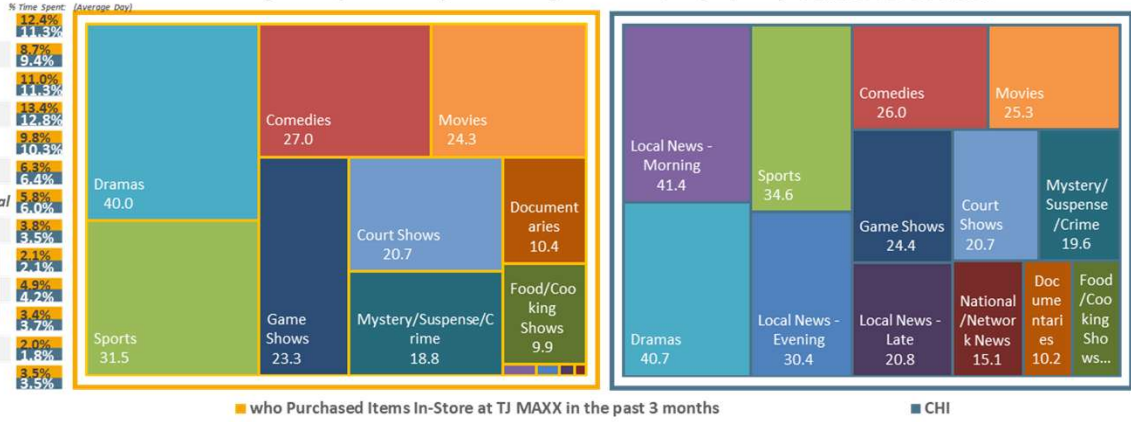


686,219 or 64.% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Comedies, Movies, and Game Shows.

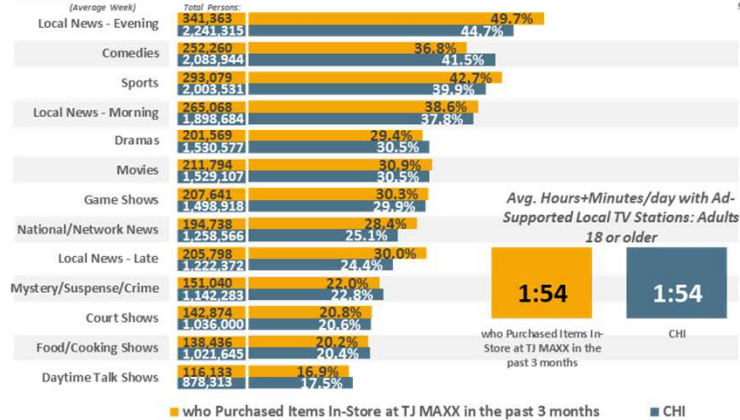
Local TV Station Programs (Persons & % Reach): Adults 18 or older



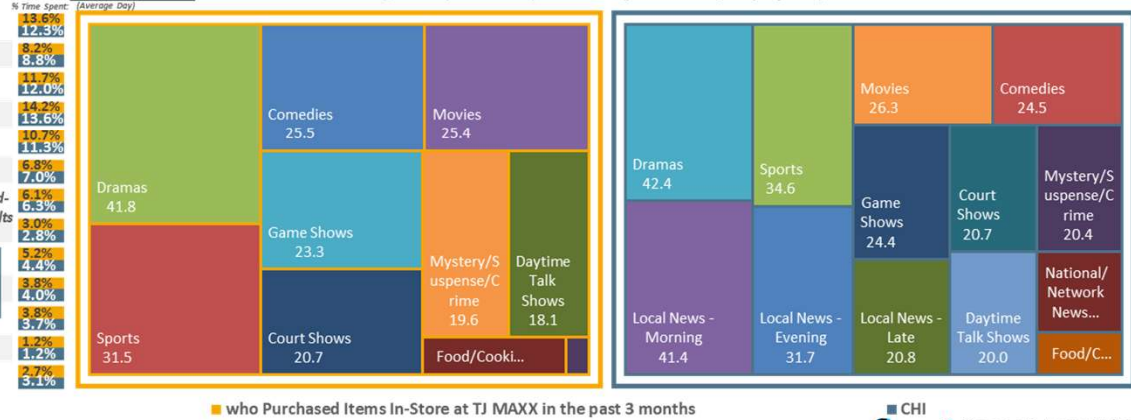
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



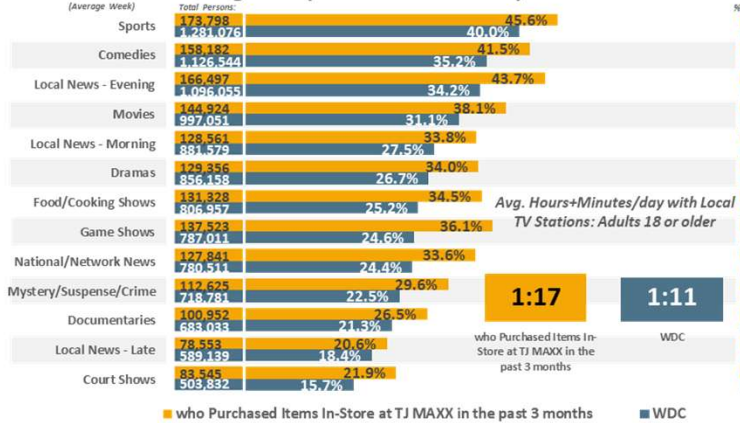
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



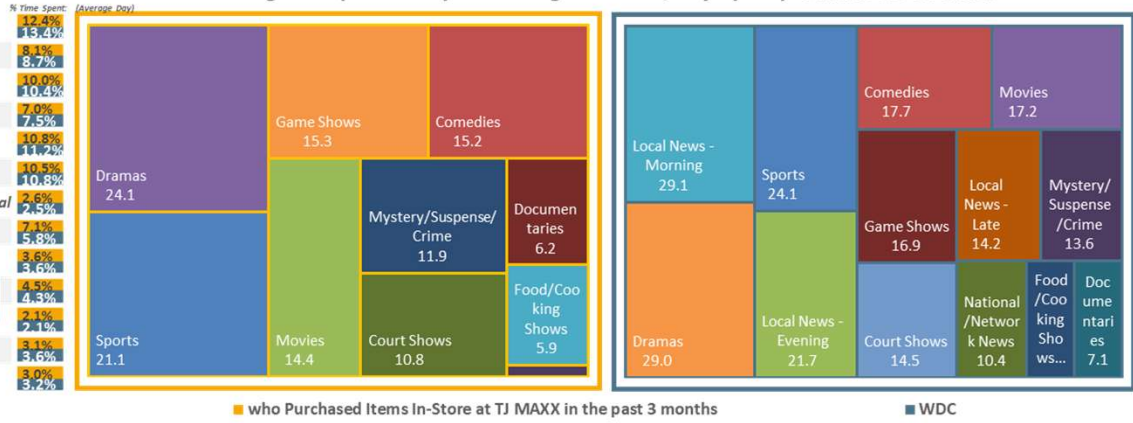


377,273 or 55.2% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Movies, Game Shows, and Local News - Morning.

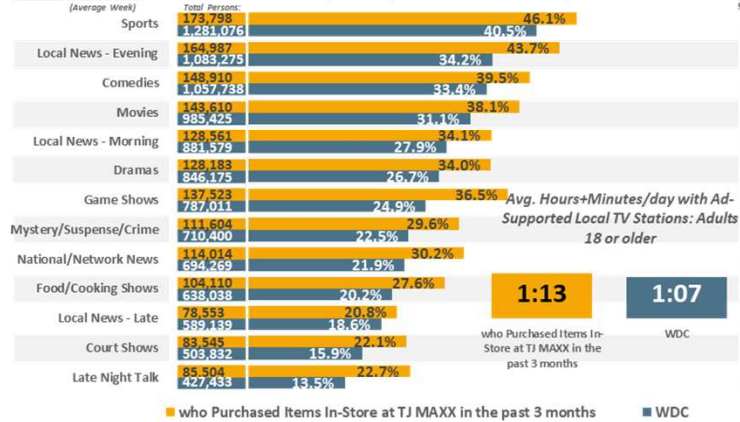
Local TV Station Programs (Persons & % Reach): Adults 18 or older



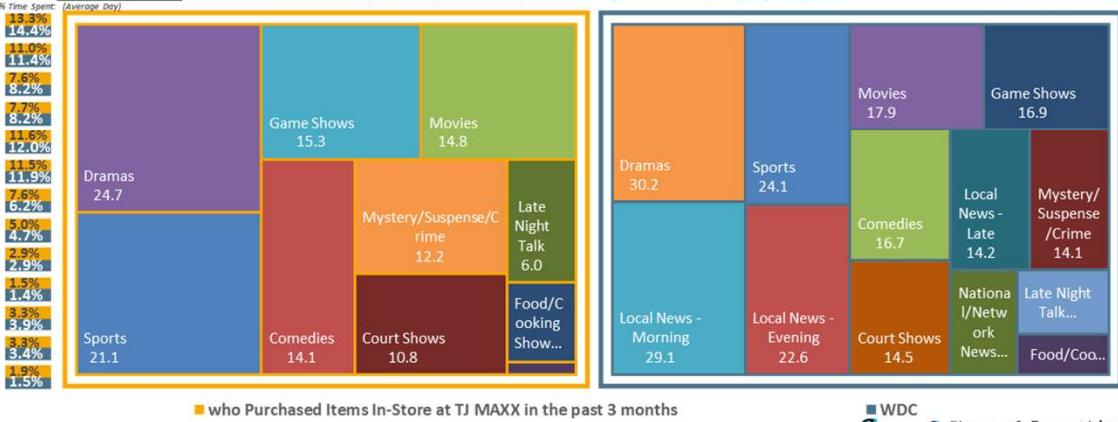
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WDC DMA Scarborough R2 2025: Oct24-Mar25 Qual Intab 877
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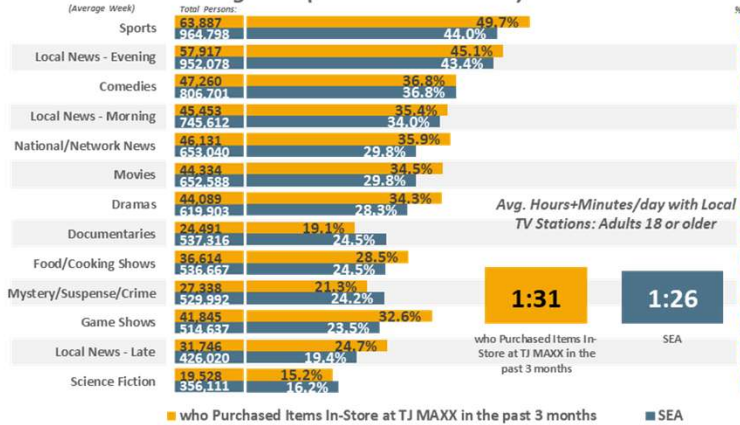
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[[Major stores shopped in-store past 3 months: TJ Maxx AND Major stores bought past 3 months: TJ Maxx]]

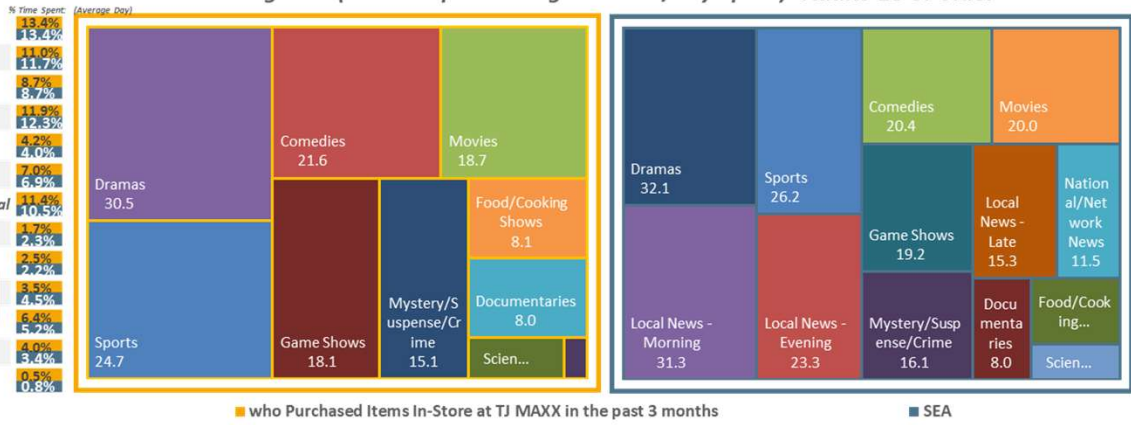


126,143 or 46.2% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Movies, and Dramas.

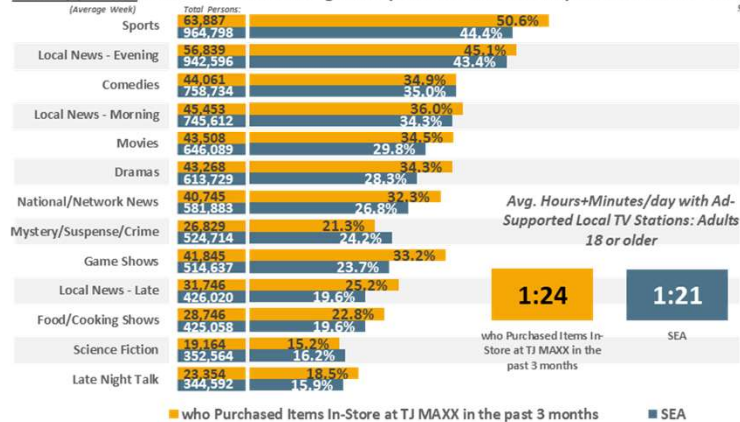
Local TV Station Programs (Persons & % Reach): Adults 18 or older



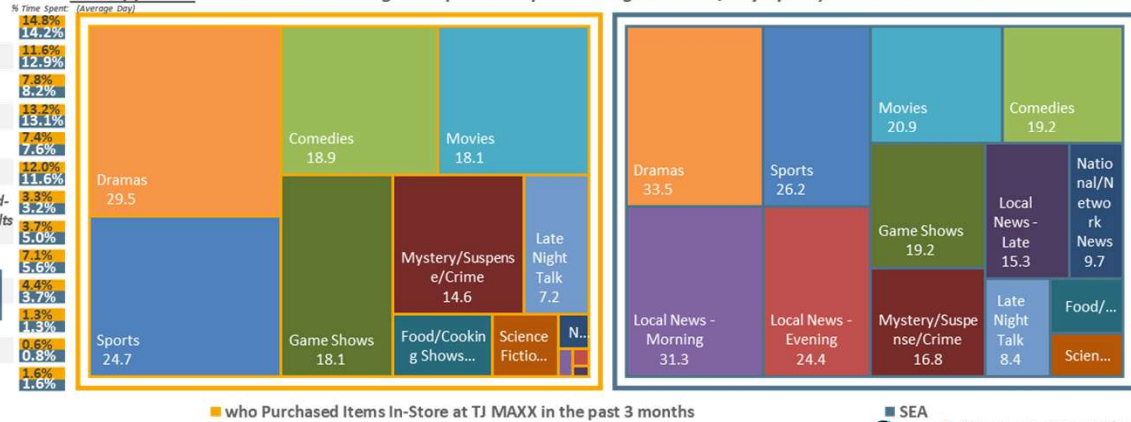
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



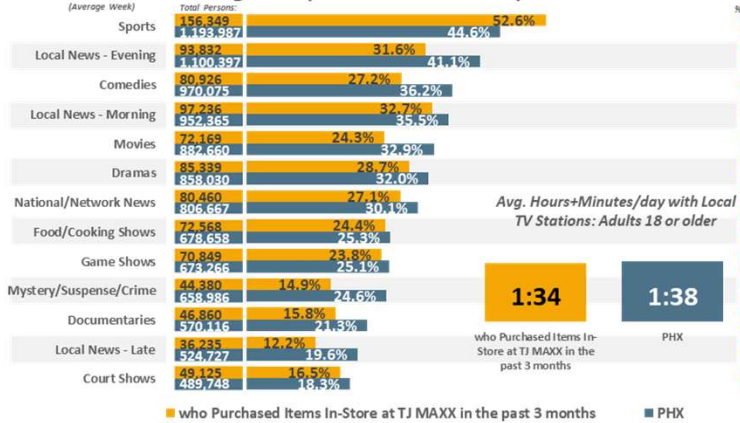
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



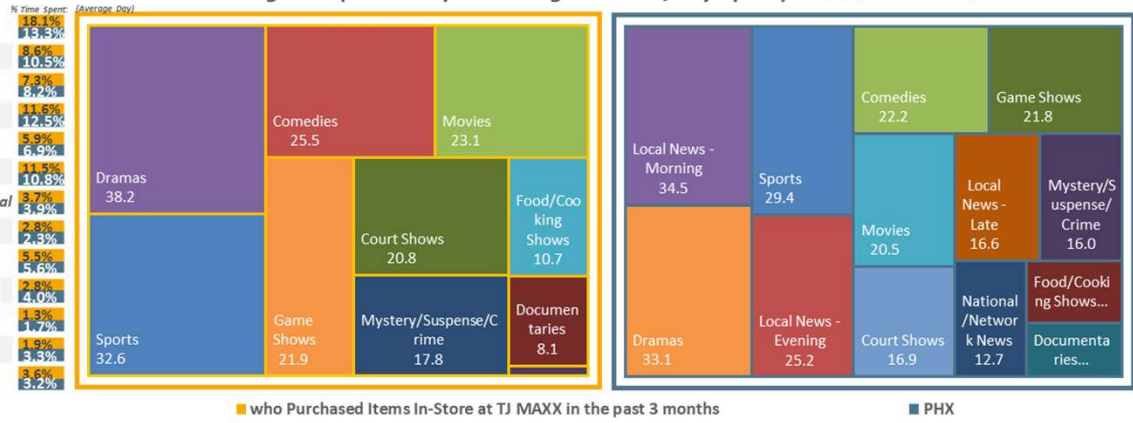


291,427 or 58.7% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Local News - Evening, Dramas, Comedies, and National/Network New

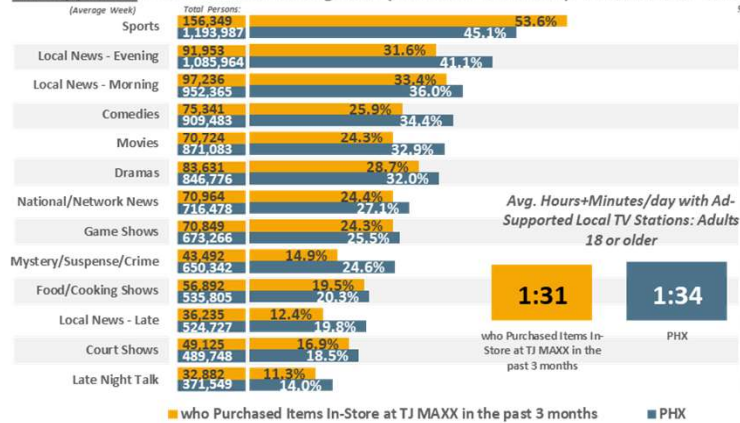
Local TV Station Programs (Persons & % Reach): Adults 18 or older



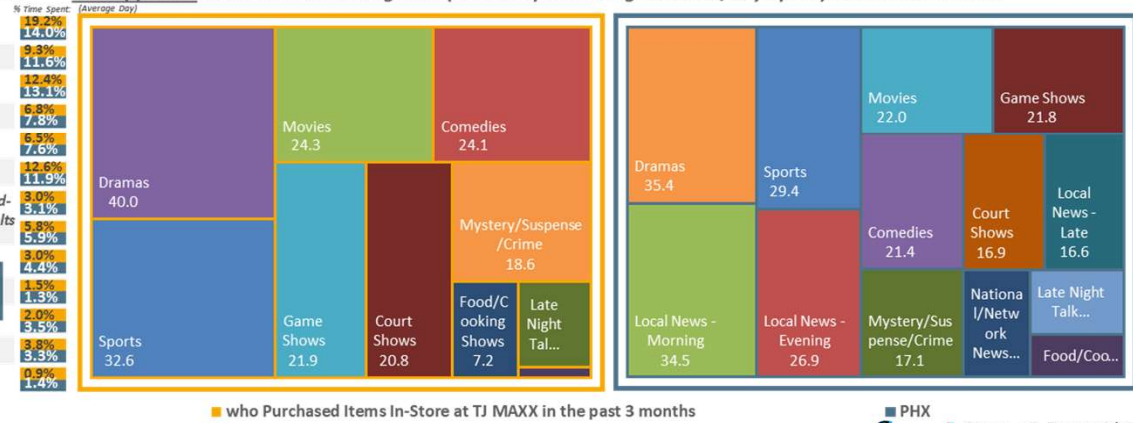
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

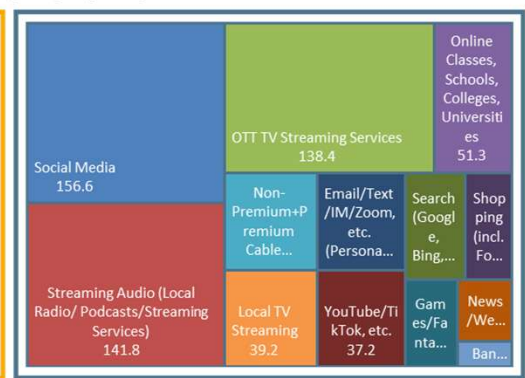
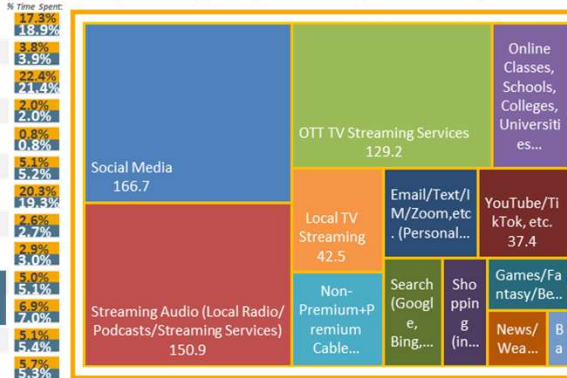
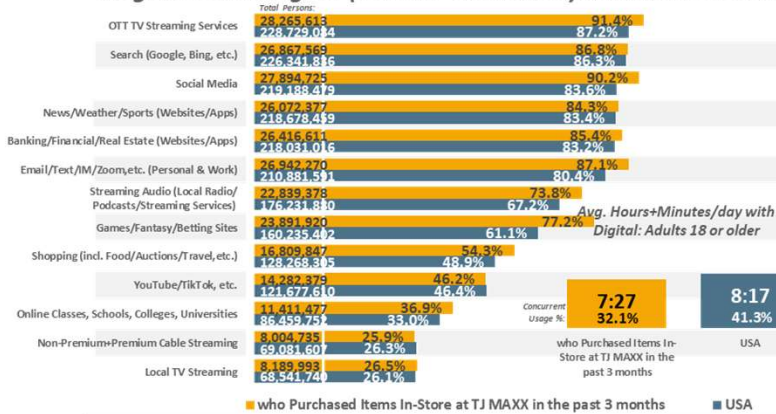




24,911,327 or 80.5% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months use Ad-Supported Social Media for an average of 148.9 minutes every day representing 27.5% of all time spent daily with Ad-Supported Digital Media.

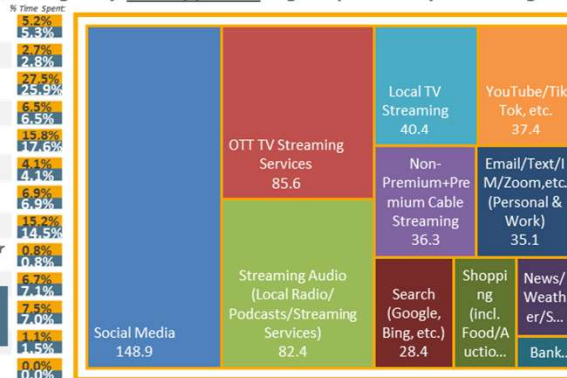
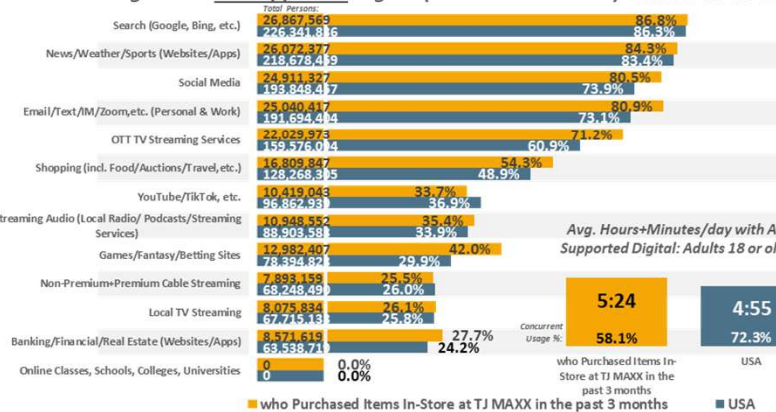
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



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

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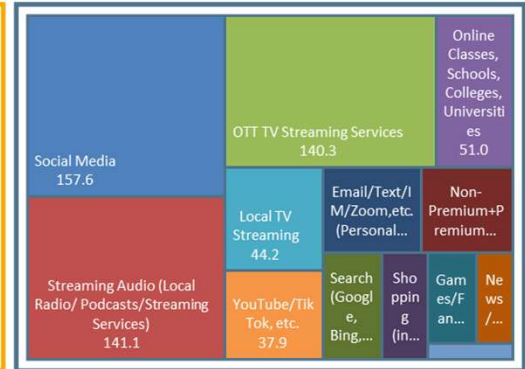
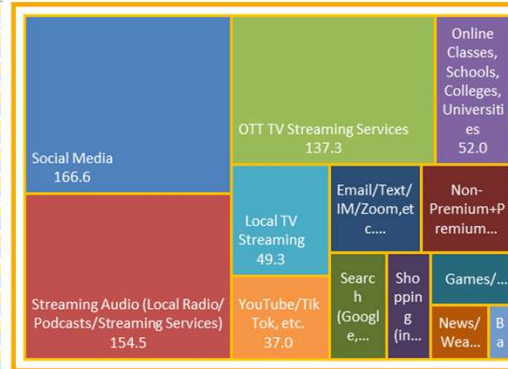
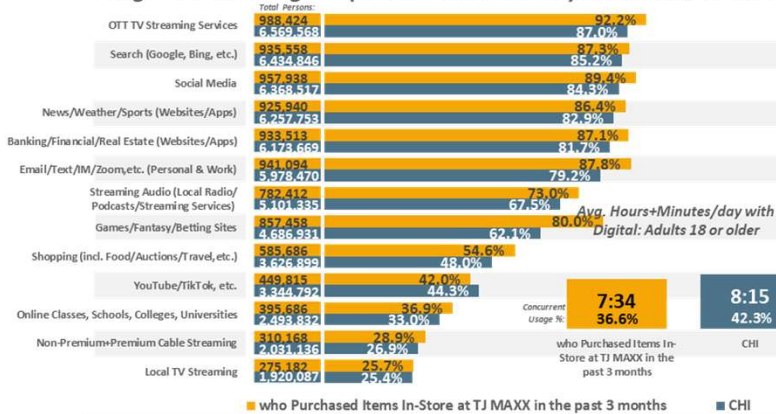
[[Major stores shopped in-store past 3 months: TJ Maxx AND Major stores bought past 3 months: TJ Maxx]]



872,545 or 81.4% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months use Ad-Supported Social Media for an average of 151.7 minutes every day representing 28.7% of all time spent daily with Ad-Supported Digital Media.

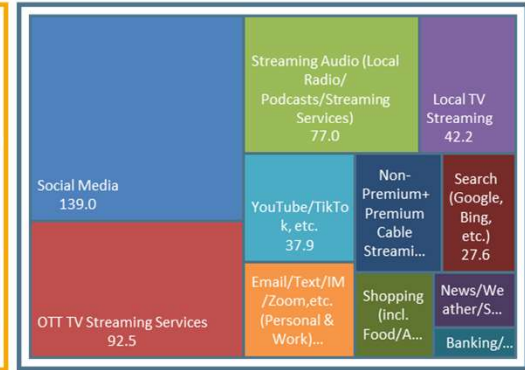
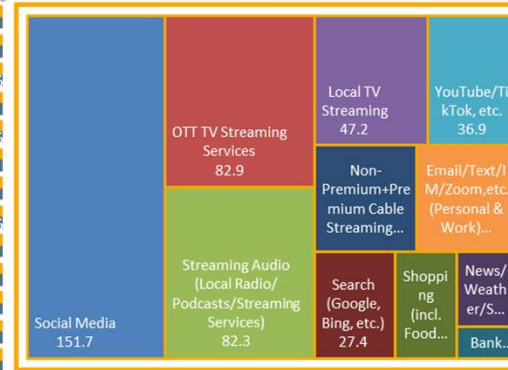
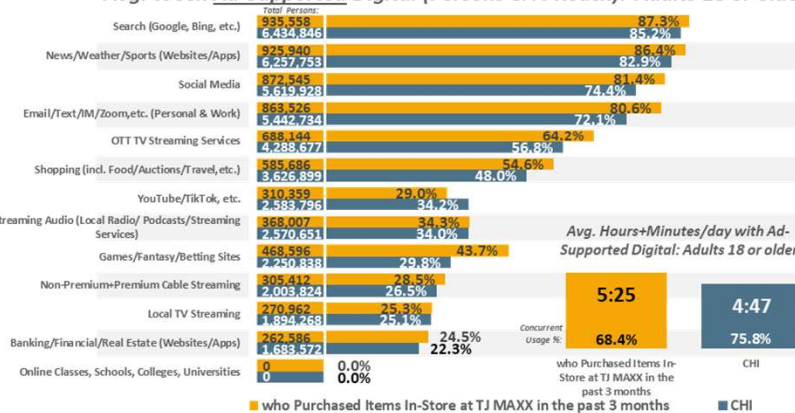
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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

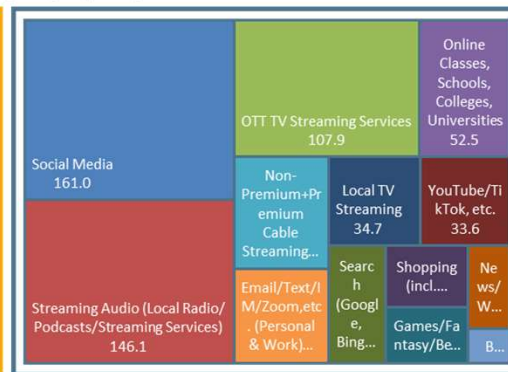
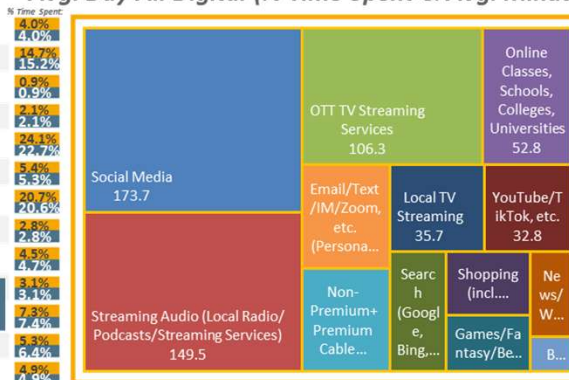
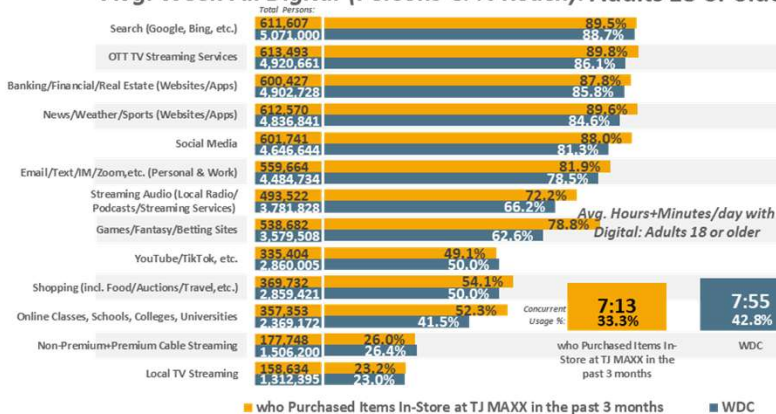




539,597 or 78.9% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months use Ad-Supported Social Media for an average of 155.8 minutes every day representing 29.4% of all time spent daily with Ad-Supported Digital Media.

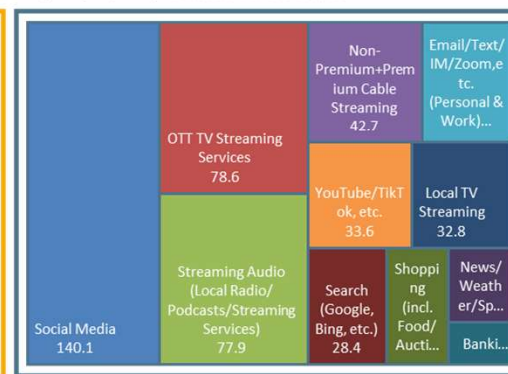
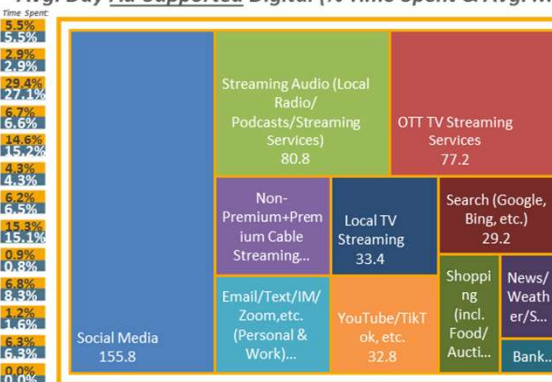
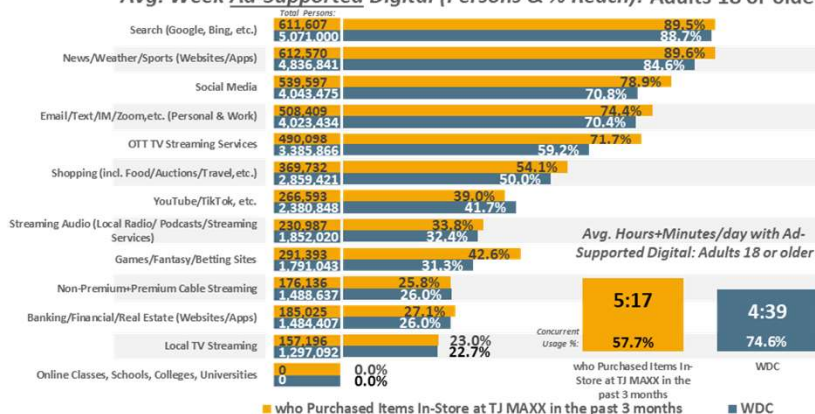
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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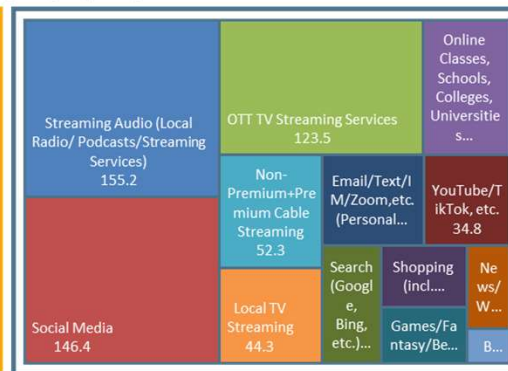
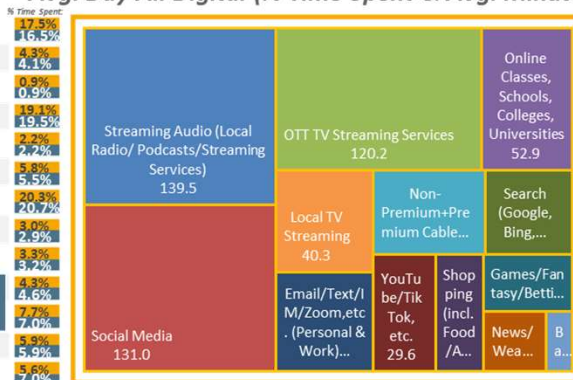
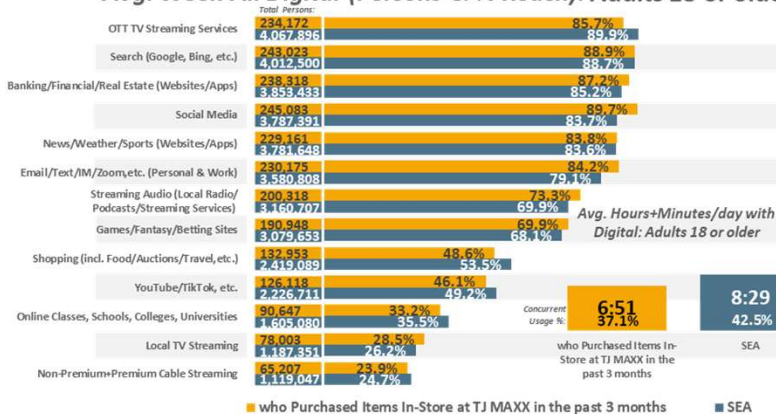
[[Major stores shopped in-store past 3 months: TJ Maxx AND Major stores bought past 3 months: TJ Maxx]]



221,109 or 80.9% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months use Ad-Supported Social Media for an average of 118.2 minutes every day representing 23.8% of all time spent daily with Ad-Supported Digital Media.

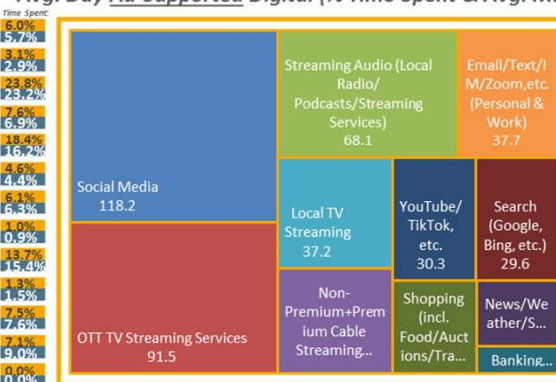
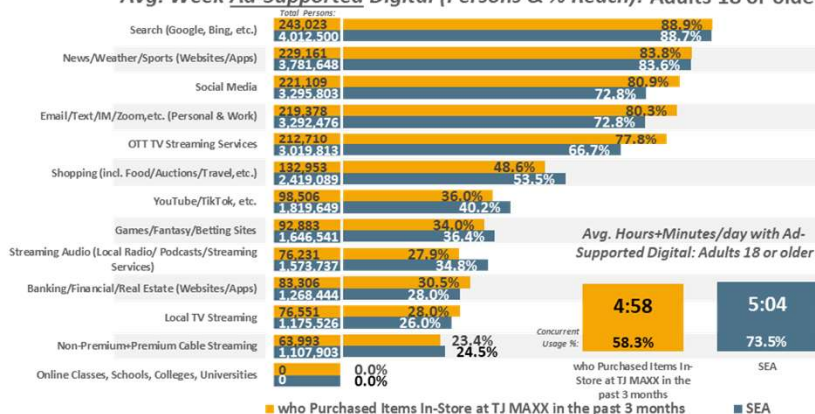
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 318
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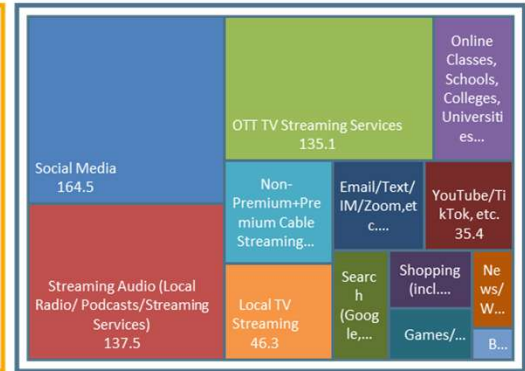
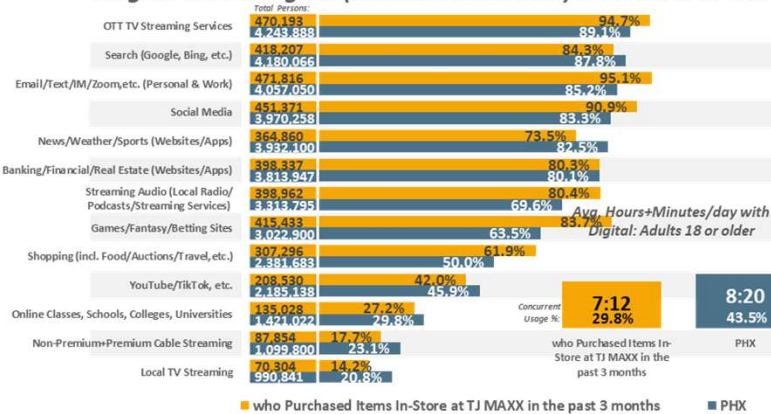
[[Major stores shopped in-store past 3 months: TJ Maxx AND Major stores bought past 3 months: TJ Maxx]]



404,738 or 81.5% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months use Ad-Supported Social Media for an average of 168.5 minutes every day representing 32.3% of all time spent daily with Ad-Supported Digital Media.

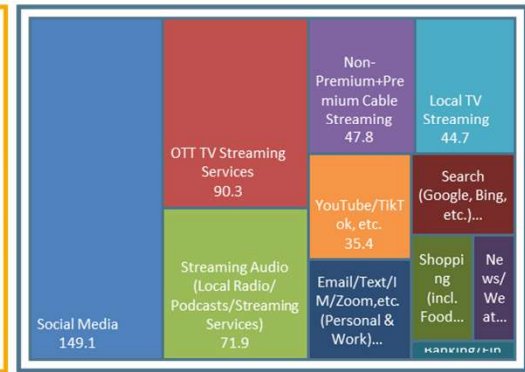
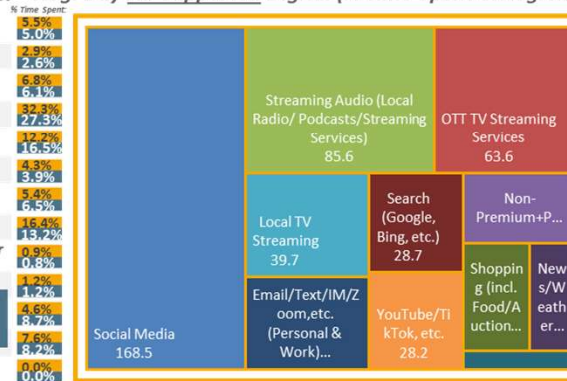
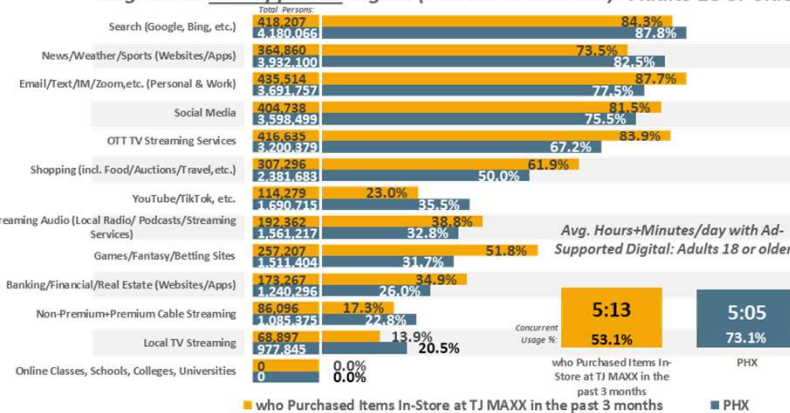
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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

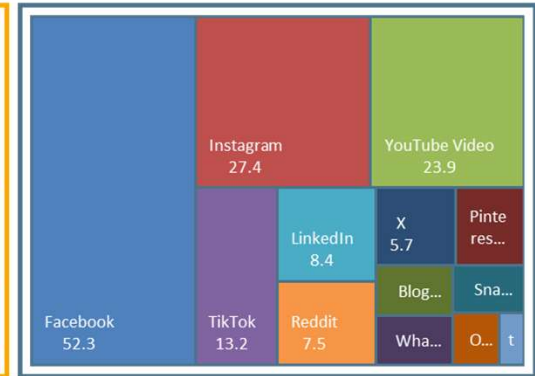
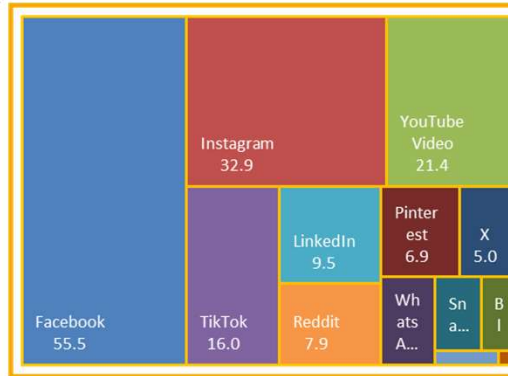
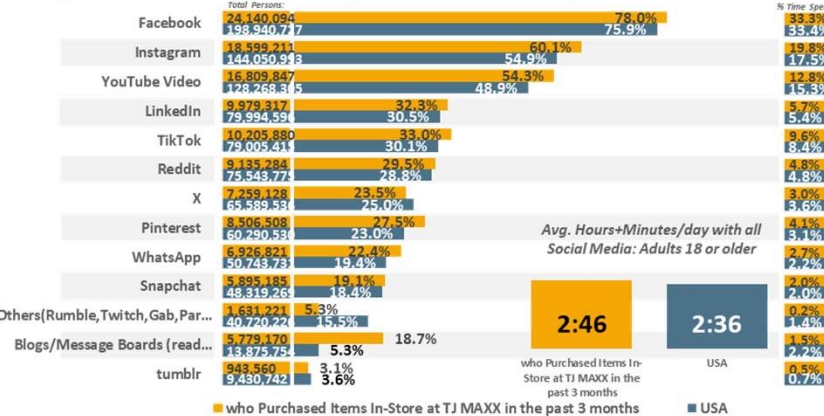




24,140,094 or 78.% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months use Ad-Supported Facebook for an average of 53.7 minutes every day representing 36.1% of all time spent daily with Ad-Supported Social Media.

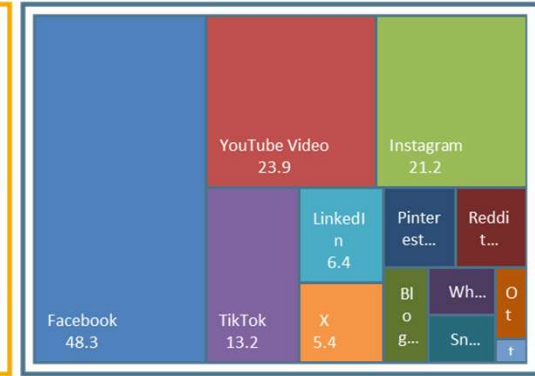
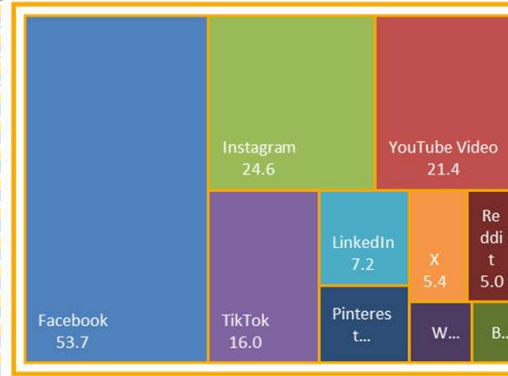
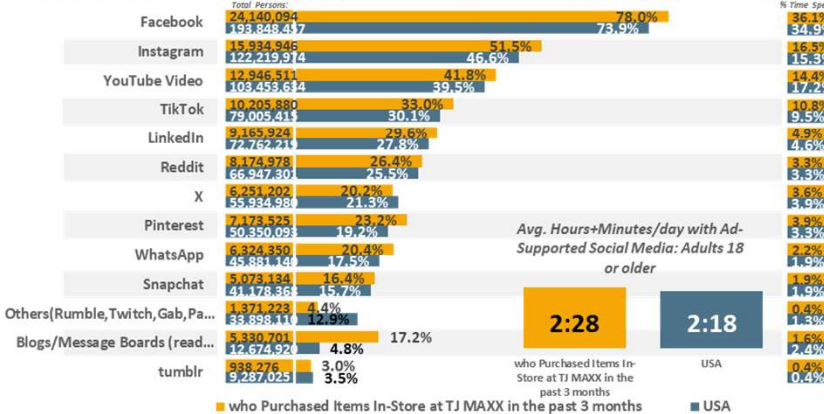
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older

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



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

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



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

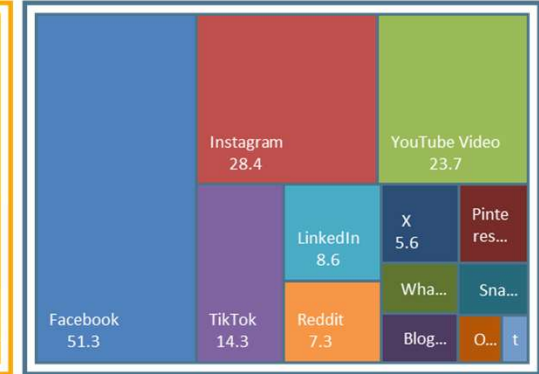
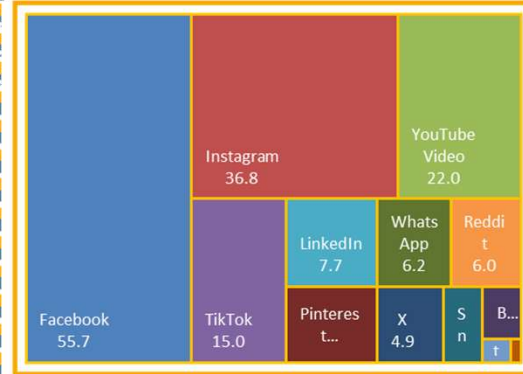
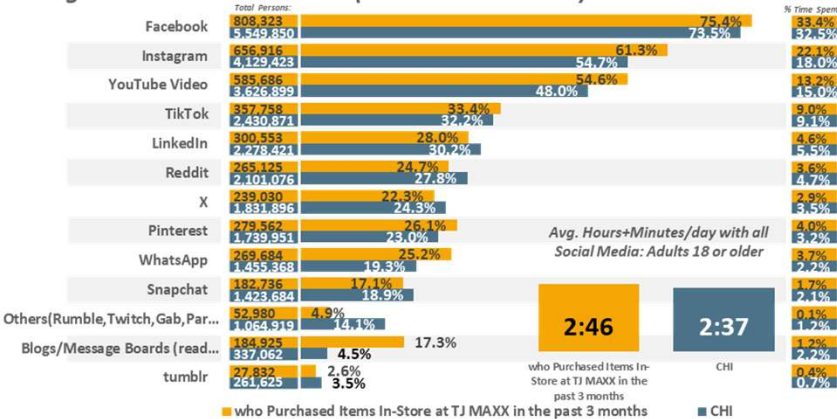
soefa.ai Share of Everything for Anything

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

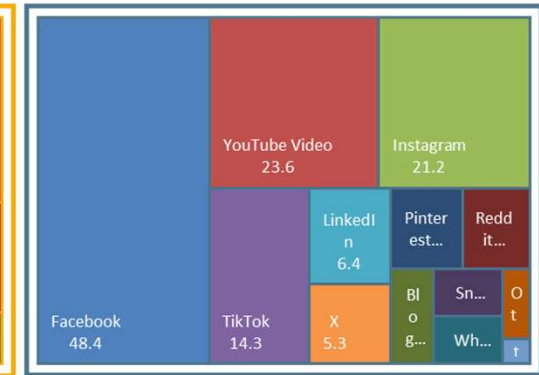
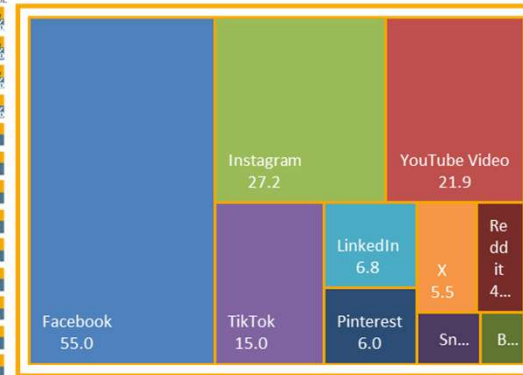
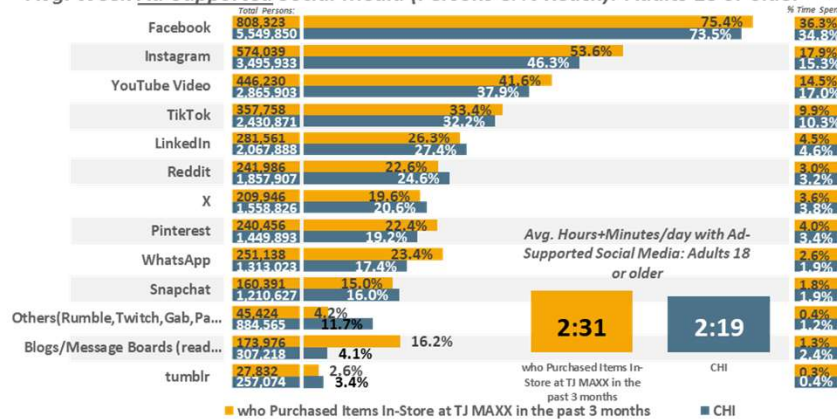


808,323 or 75.4% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months use Ad-Supported Facebook for an average of 55. minutes every day representing 36.3% of all time spent daily with Ad-Supported Social Media.

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



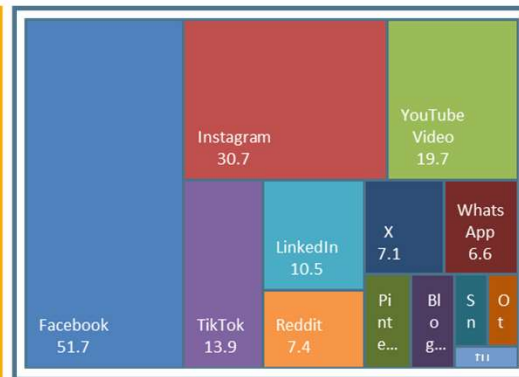
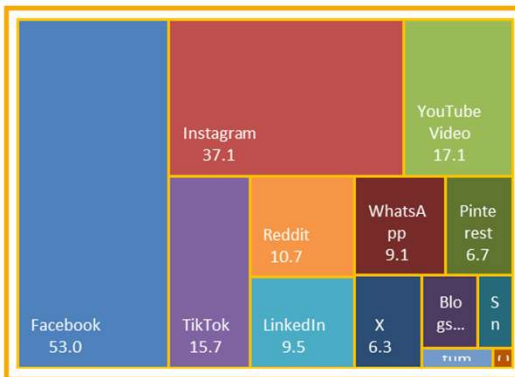
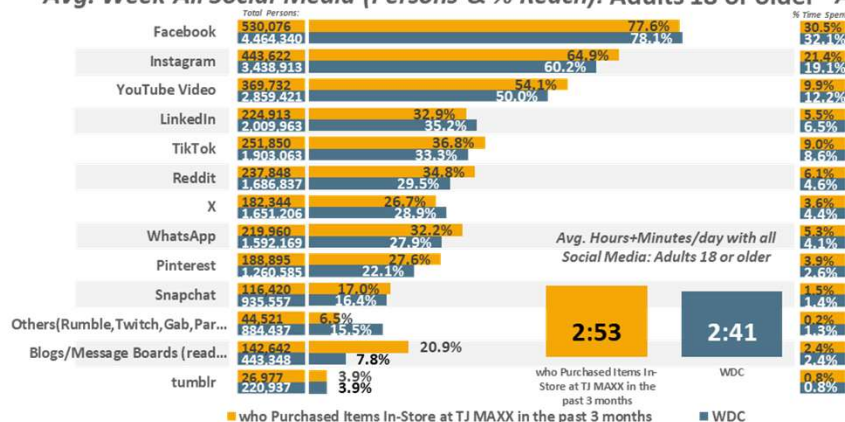
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



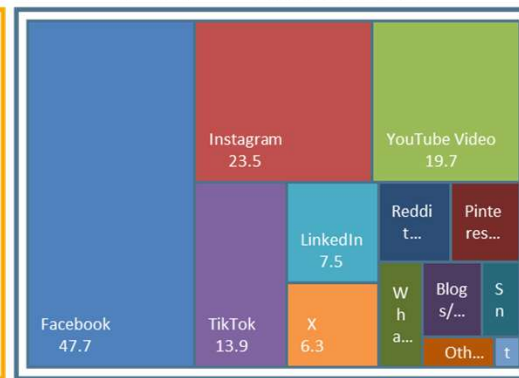
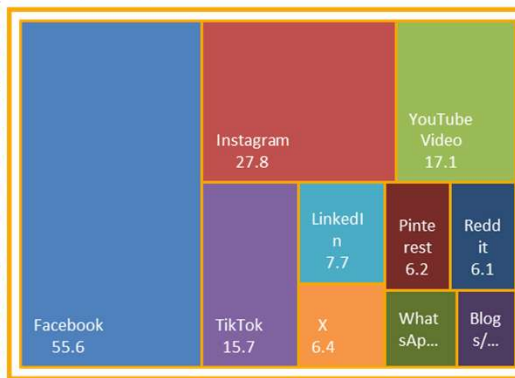
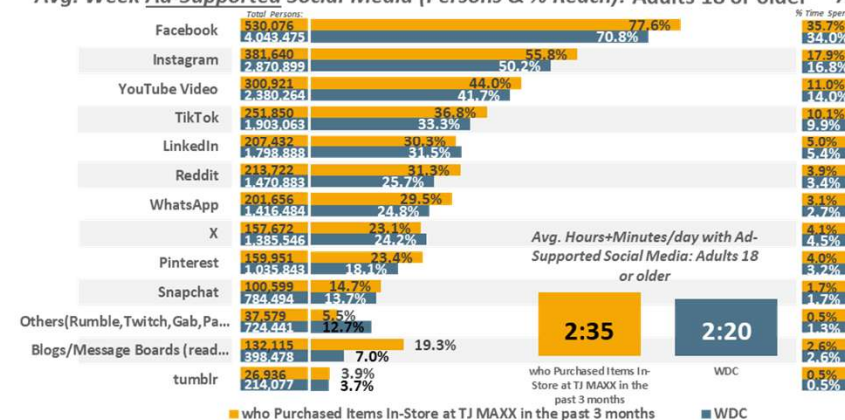


530,076 or 77.6% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months use Ad-Supported Facebook for an average of 55.6 minutes every day representing 35.7% of all time spent daily with Ad-Supported Social Media.

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**



WDC DMA Scarborough R2 2025: Oct24-Mar25 Qual Intab 877
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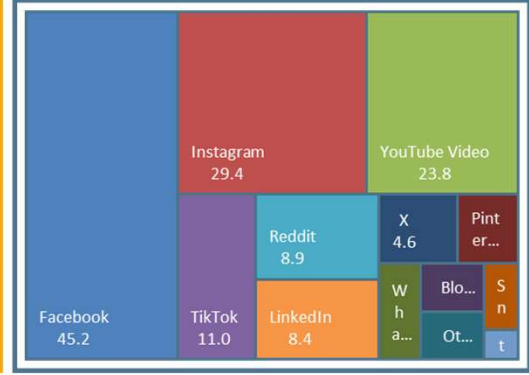
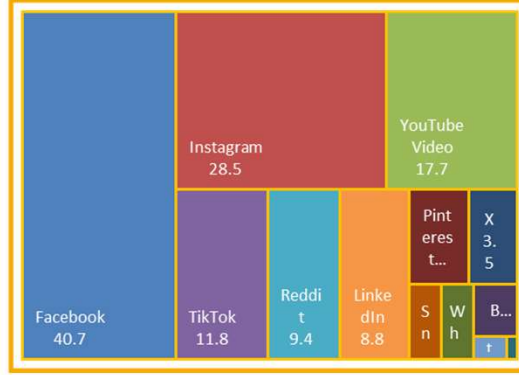
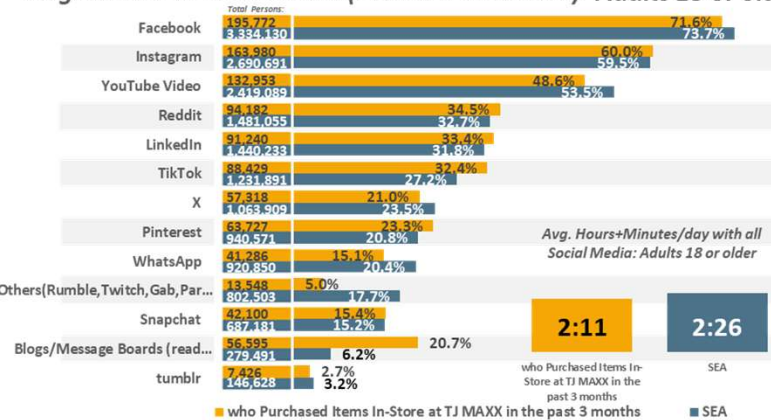
soefa.ai Share of Everything for Anything

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

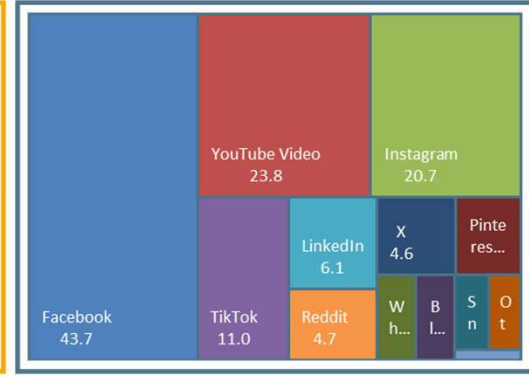
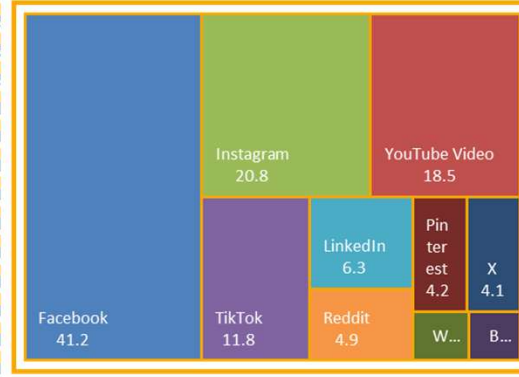
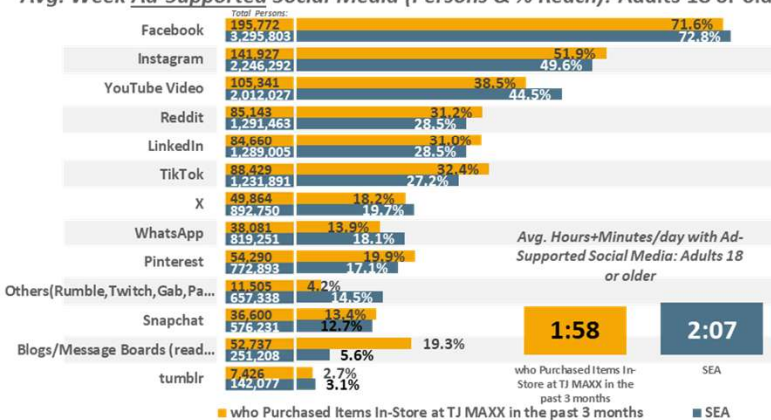


195,772 or 71.6% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months use Ad-Supported Facebook for an average of 41.2 minutes every day representing 34.9% of all time spent daily with Ad-Supported Social Media.

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**



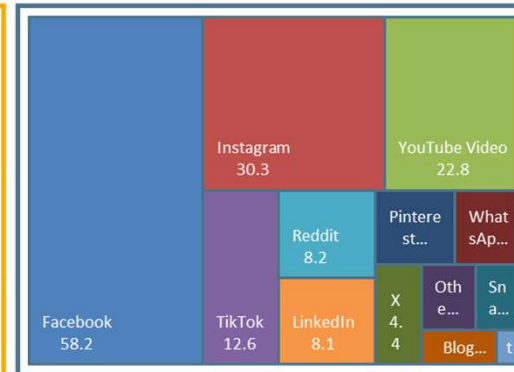
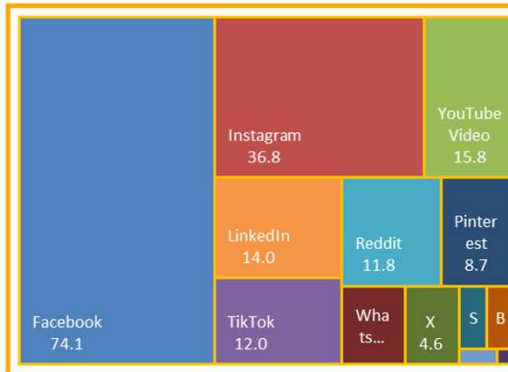
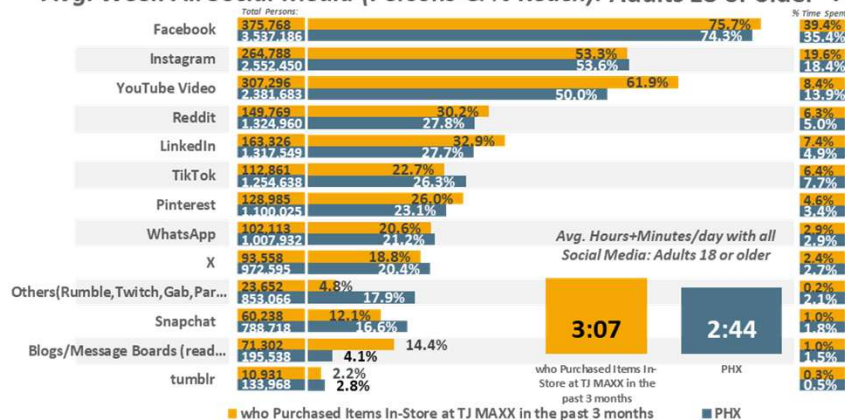
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



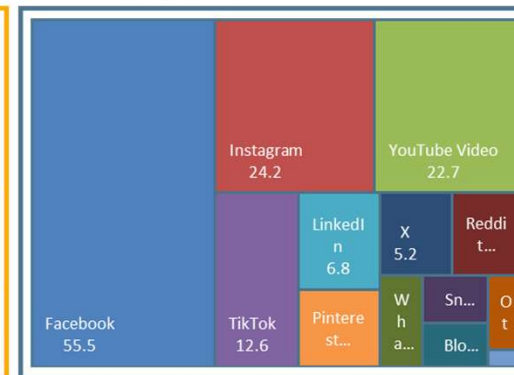
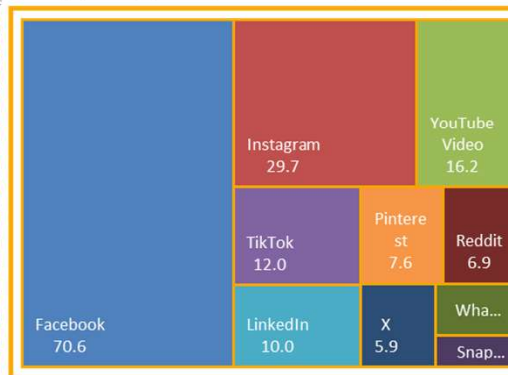
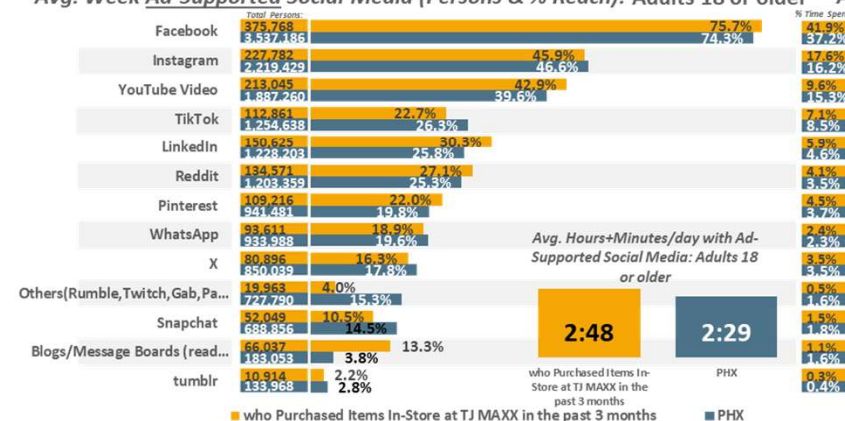


375,768 or 75.7% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months use Ad-Supported Facebook for an average of 70.6 minutes every day representing 41.9% of all time spent daily with Ad-Supported Social Media.

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**



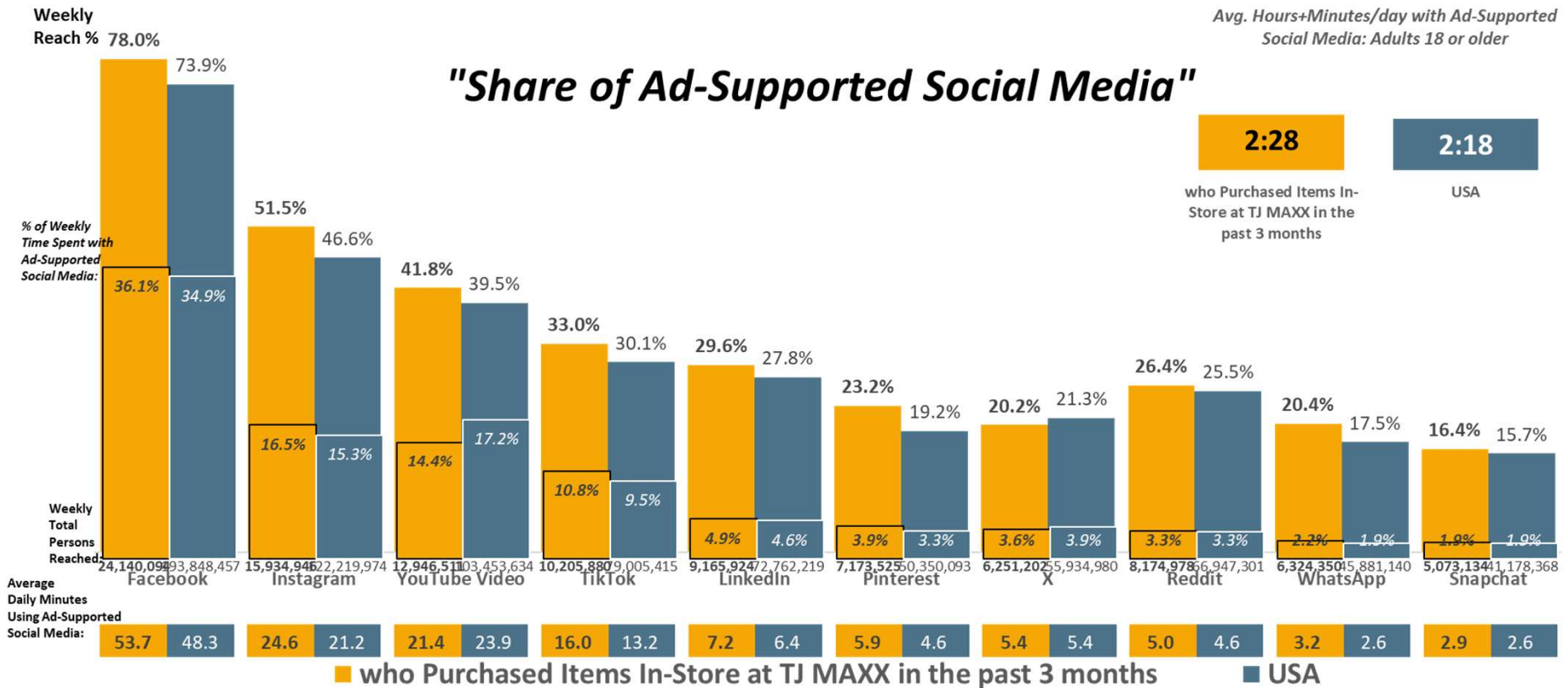
PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 257
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[[Major stores shopped in-store past 3 months: TJ Maxx AND Major stores bought past 3 months: TJ Maxx]]



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



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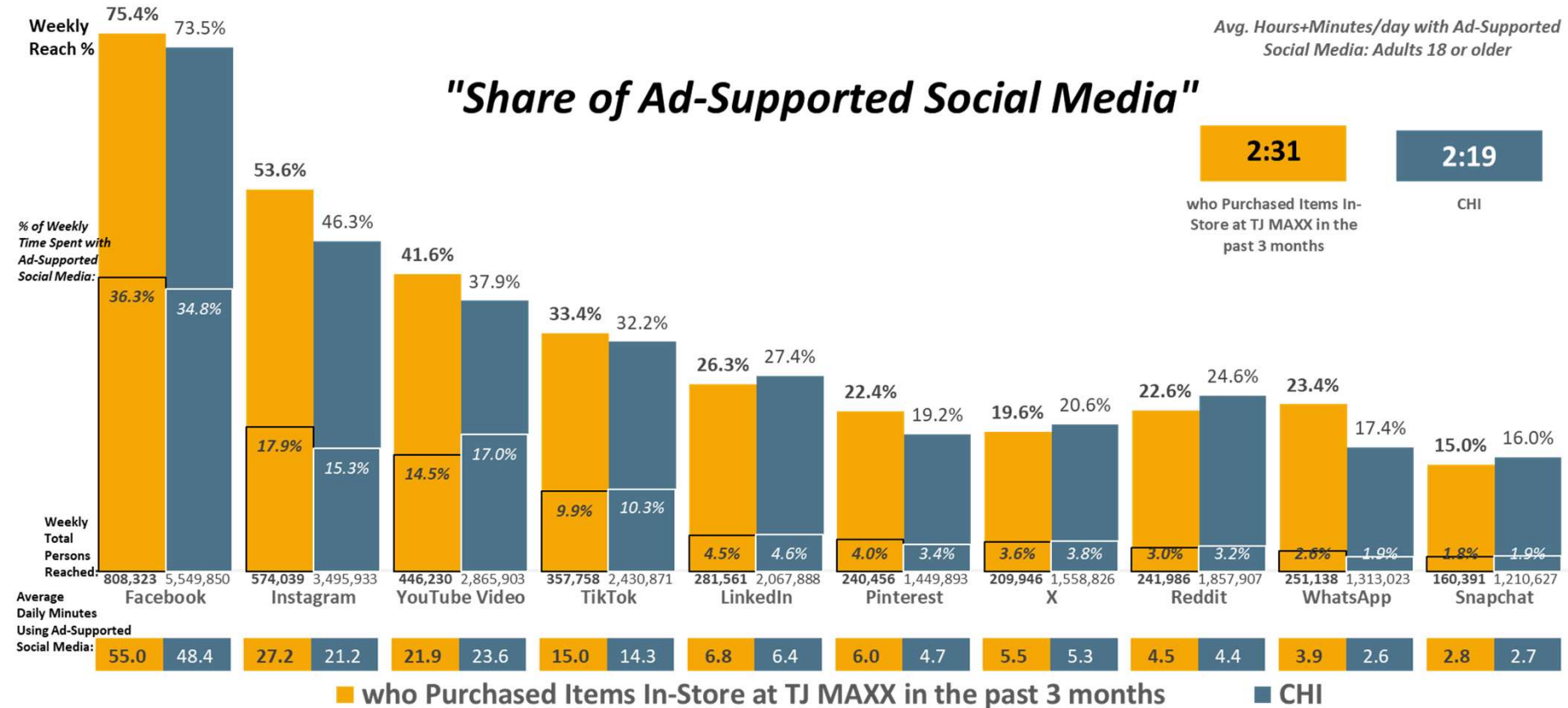
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

soefa.ai Share of Everything for Anything

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

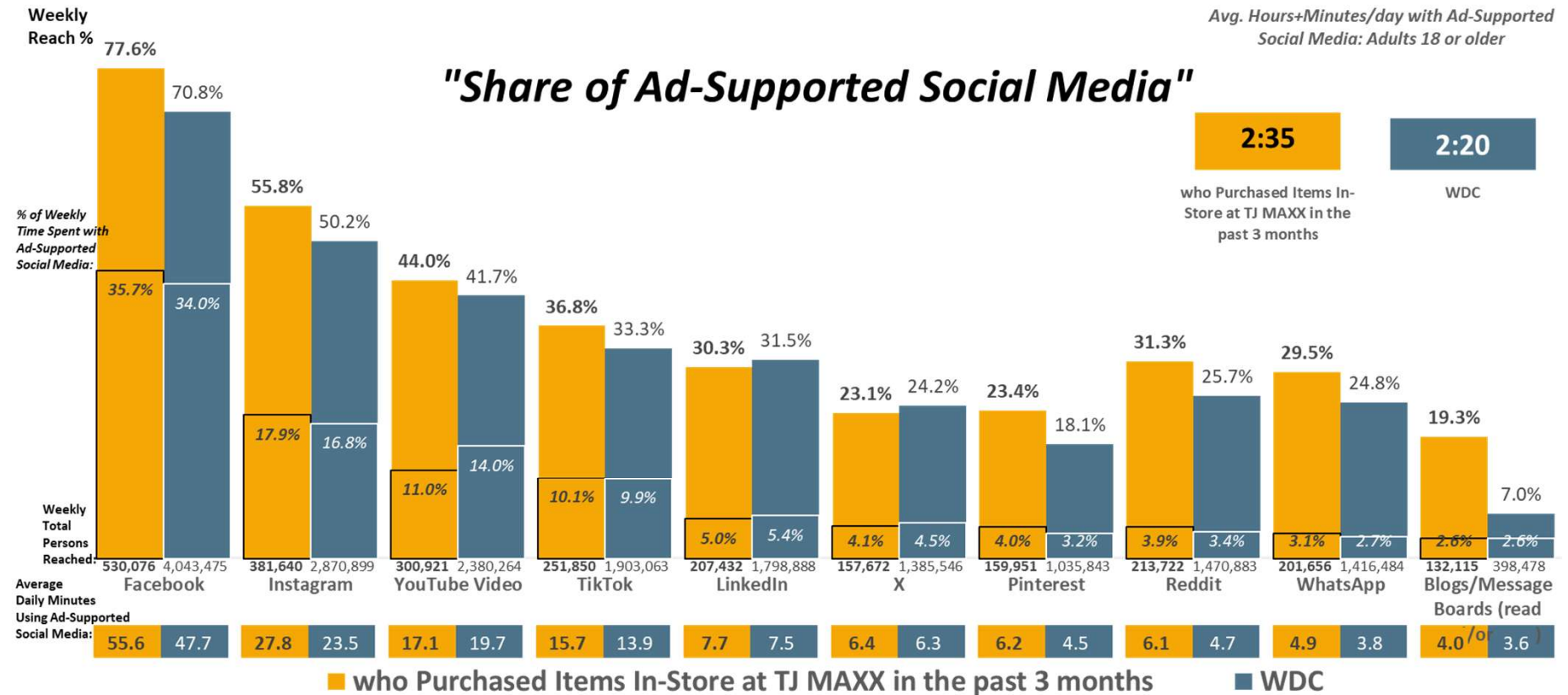


808,323 or 75.4% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months use Ad-Supported Facebook for an average of 55. minutes every day representing 36.3% of all time spent daily with Ad-Supported Social Media.





530,076 or 77.6% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months use Ad-Supported Facebook for an average of 55.6 minutes every day representing 35.7% of all time spent daily with Ad-Supported Social Media.



WDC DMA Scarborough R2 2025: Oct24-Mar25 Qual Intab 877 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919
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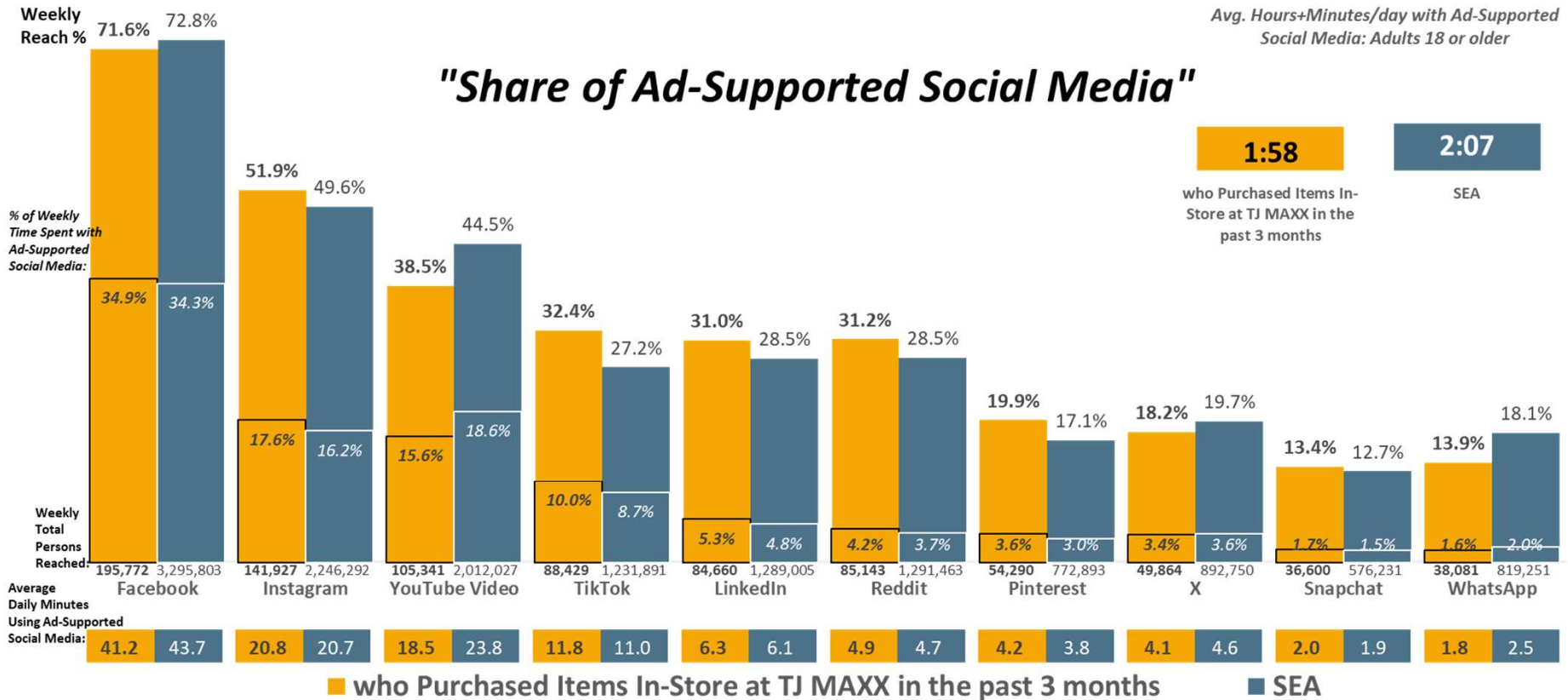
soefa.ai Share of Everything for Anything

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



195,772 or 71.6% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months use Ad-Supported Facebook for an average of 41.2 minutes every day representing 34.9% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



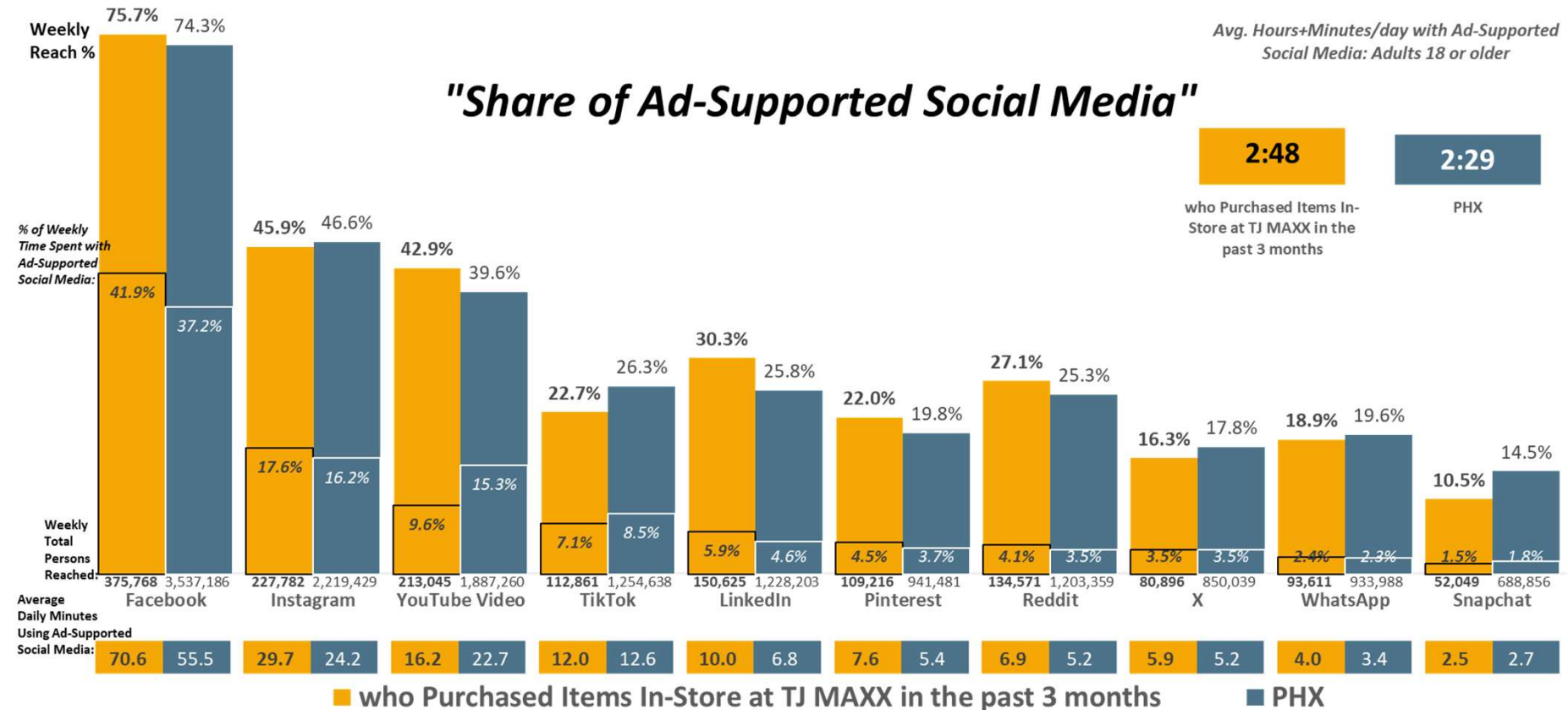
SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 318 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986
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[(Major stores shopped in-store past 3 months: TJ Maxx AND Major stores bought past 3 months: TJ Maxx)]



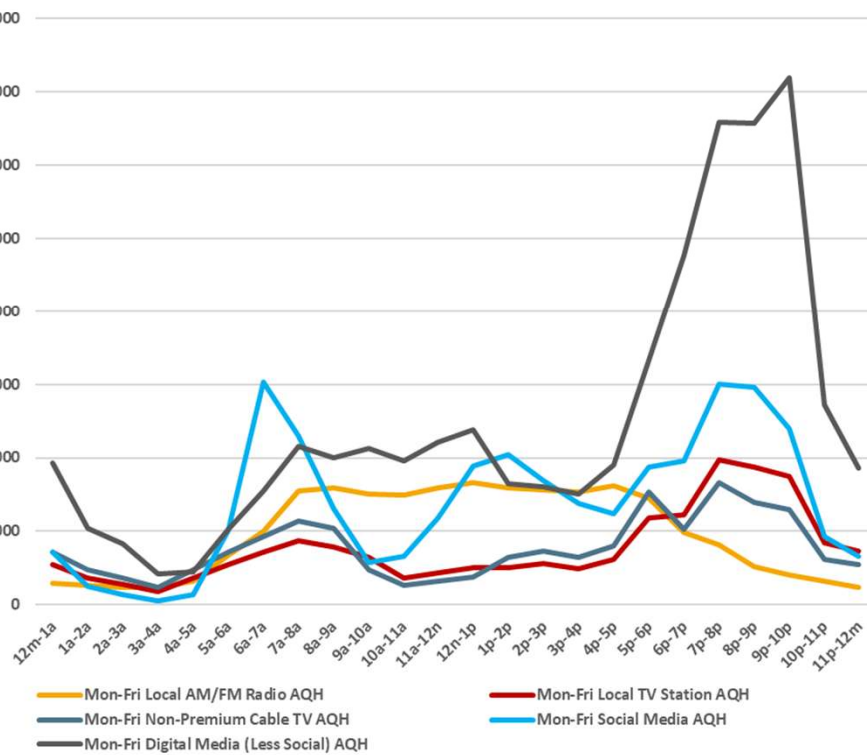
375,768 or 75.7% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months use Ad-Supported Facebook for an average of 70.6 minutes every day representing 41.9% of all time spent daily with Ad-Supported Social Media.



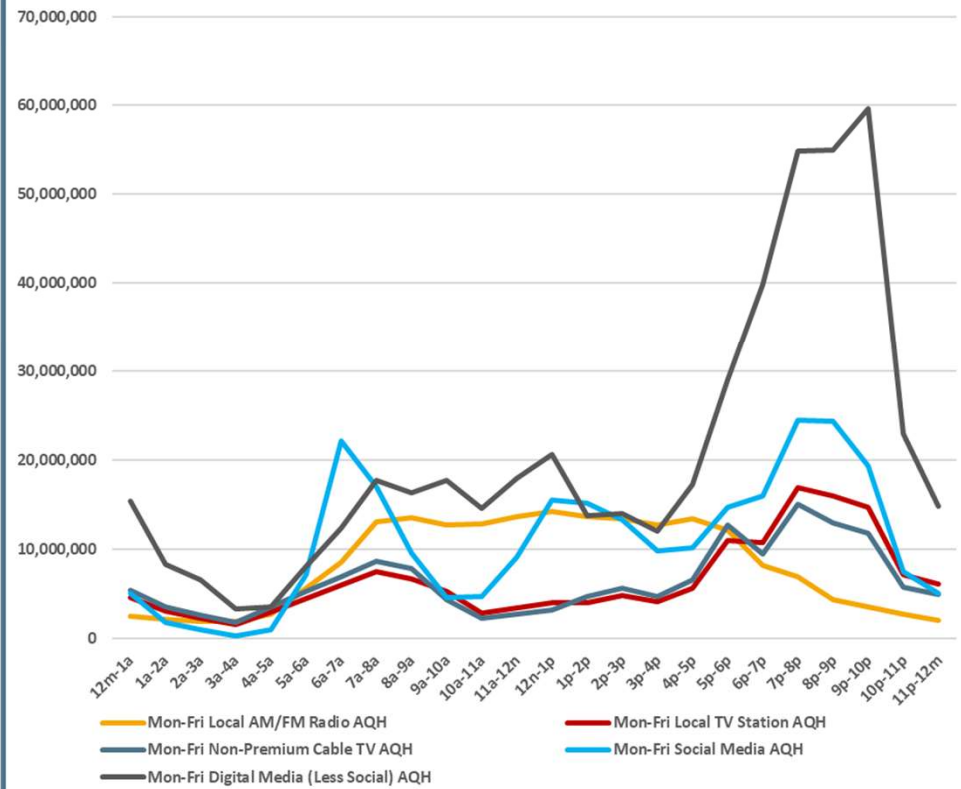


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,242,804;
 Social Media: 1,625,552; Local Radio: 1,472,777; Non-Prem. Cable: 765,296; Local TV:
 682,927 reaching Adults 18 or older who Purchased Items In-Store at TJ MAXX

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



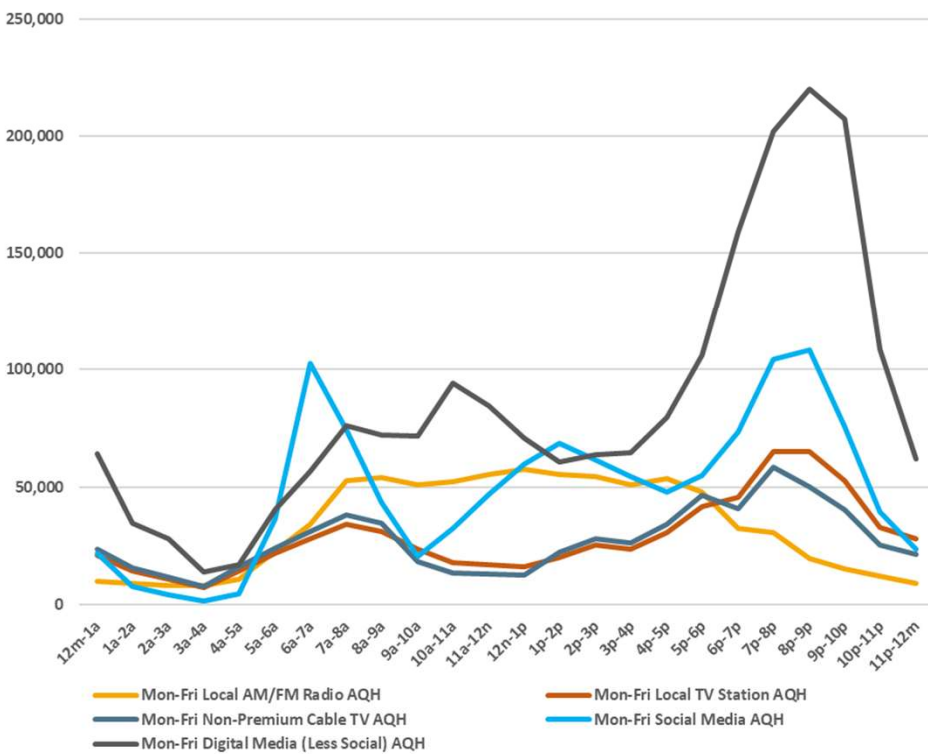
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
 USA 210 DMA Adults 18 or older*



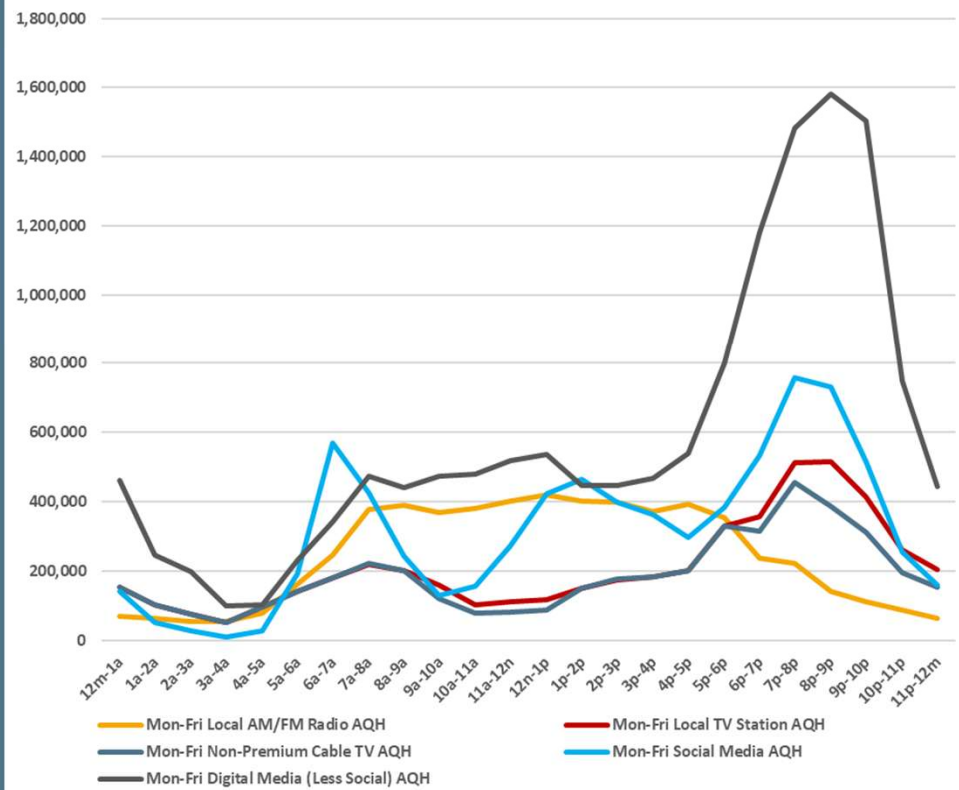


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 81,524; Social Media: 57,006; Local Radio: 50,103; Non-Prem. Cable: 27,588; Local TV: 27,188 reaching Adults 18 or older who Purchased Items In-Store at TJ MAXX in the pa

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



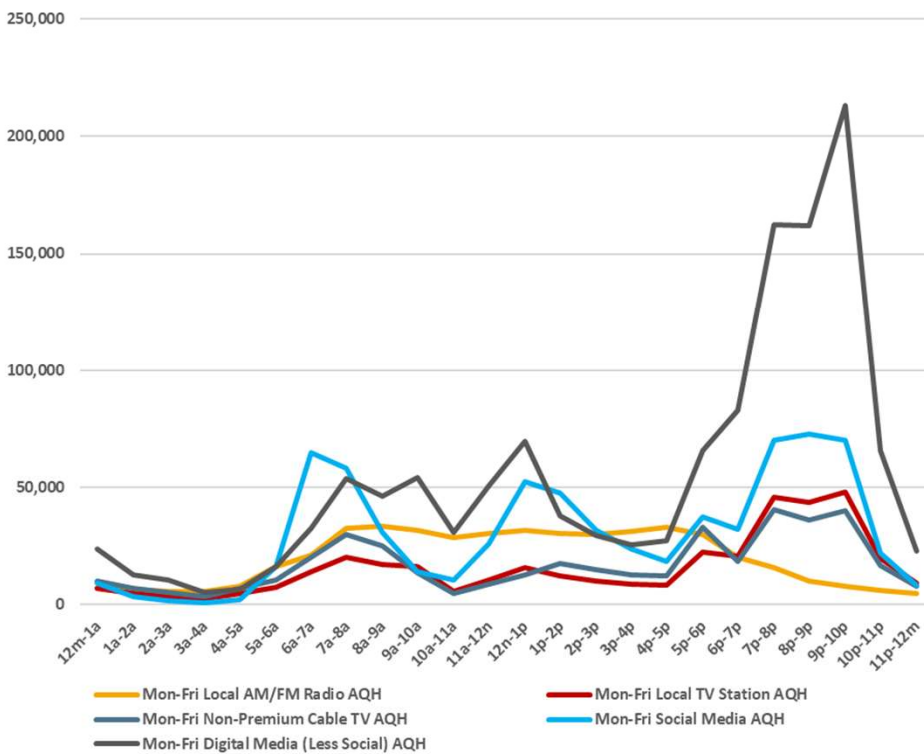
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CHI Metro Area Adults 18 or older*



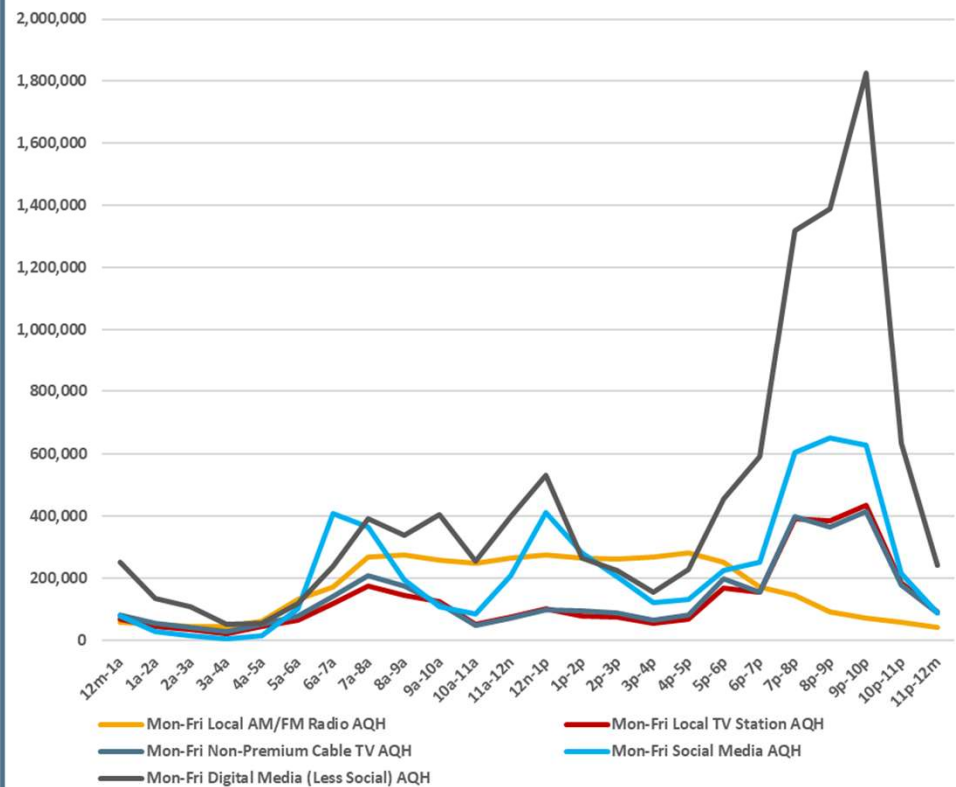


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 46,504;
Social Media: 34,427; Local Radio: 29,491; Non-Prem. Cable: 17,218; Local TV: 13,948
reaching Adults 18 or older who Purchased Items In-Store at TJ MAXX in the pa

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



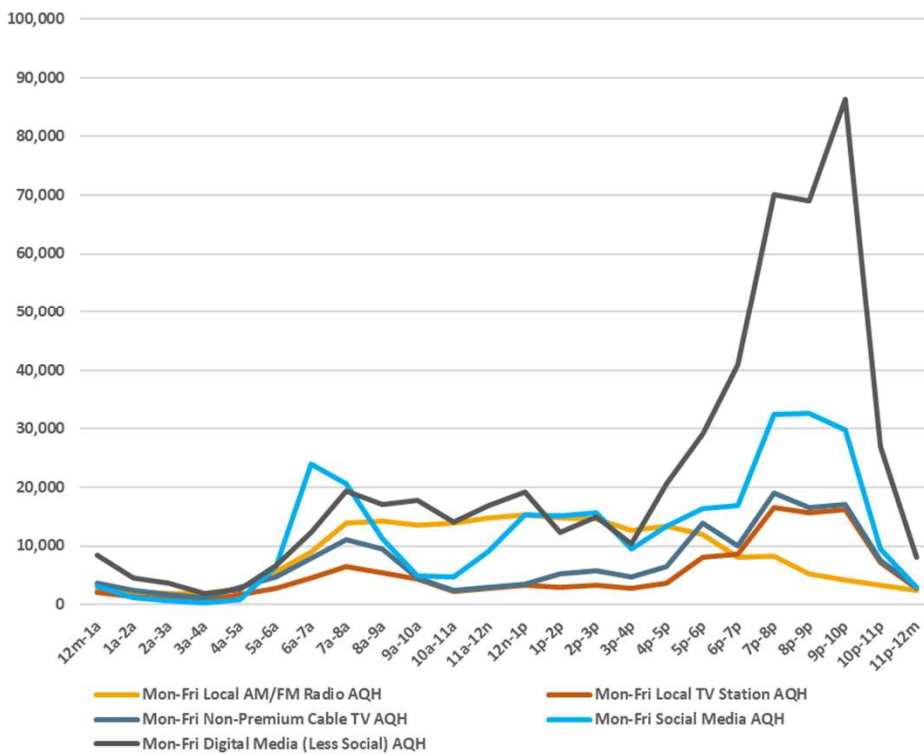
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WDC DMA Adults 18 or older



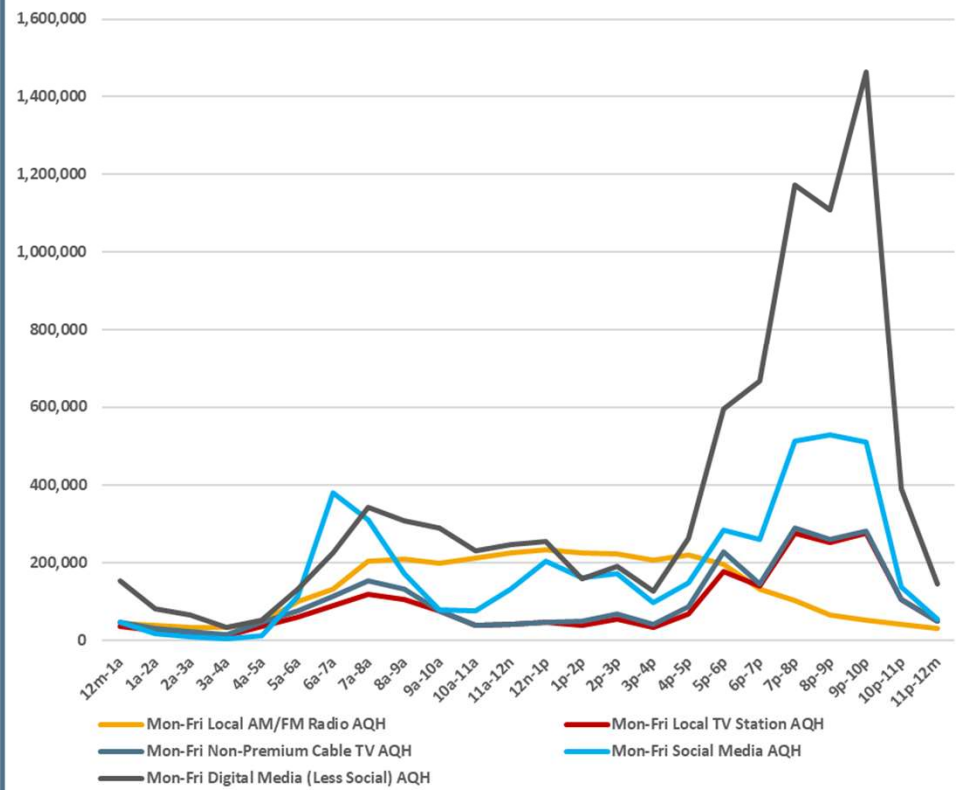


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 18,840;
Social Media: 13,597; Local Radio: 13,074; Non-Prem. Cable: 6,751; Local TV: 4,484
reaching Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past

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



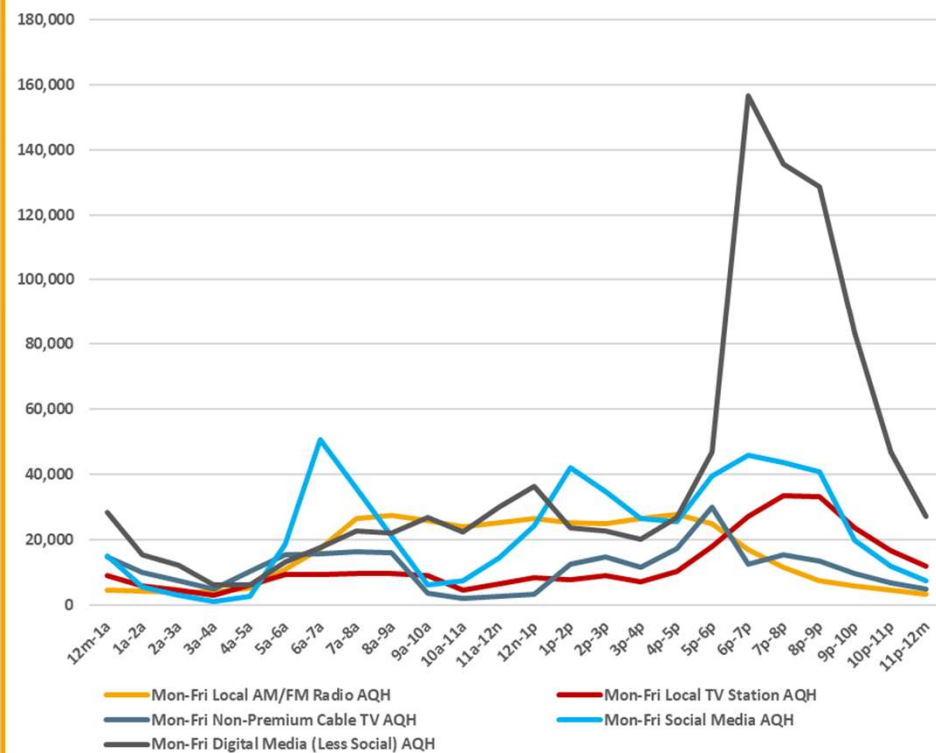
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
SEA Metro Area Adults 18 or older*



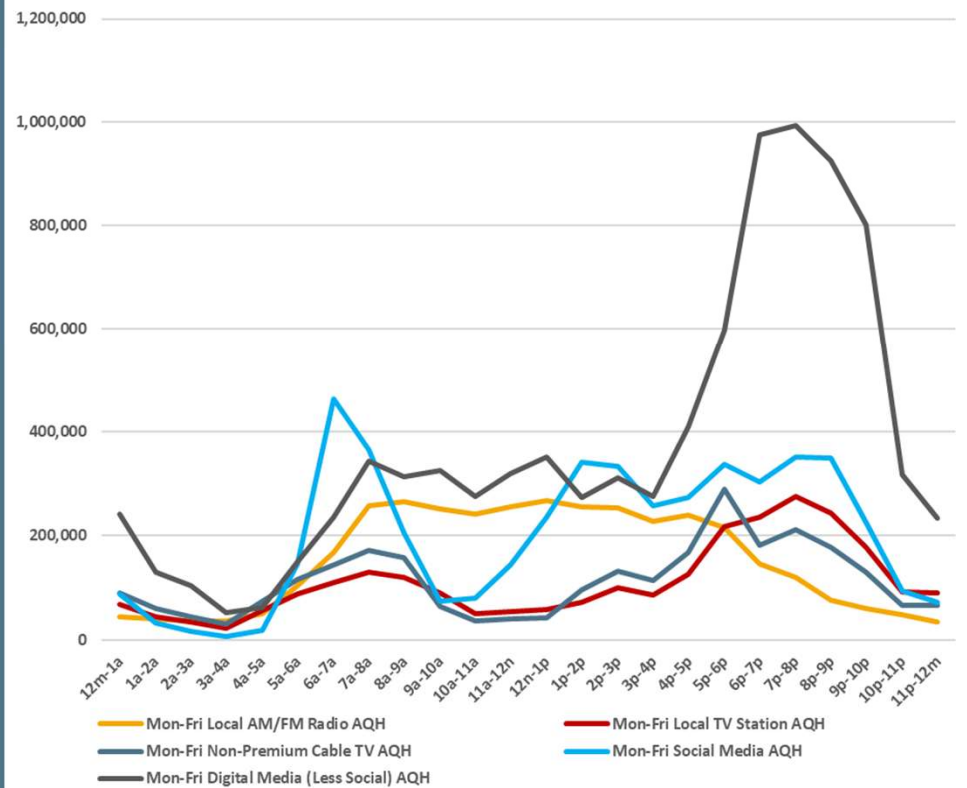


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 36,470;
Social Media: 28,735; Local Radio: 24,534; Non-Prem. Cable: 12,107; Local TV: 10,388
reaching Adults 18 or older who Purchased Items In-Store at TJ MAXX in the pa

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



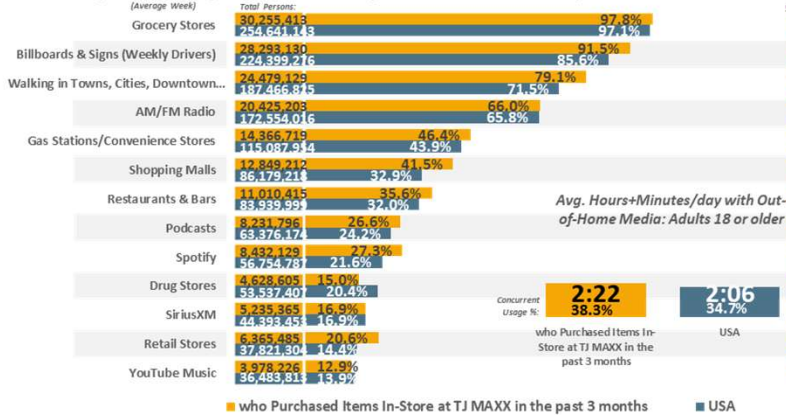
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
PHX Metro Area Adults 18 or older*



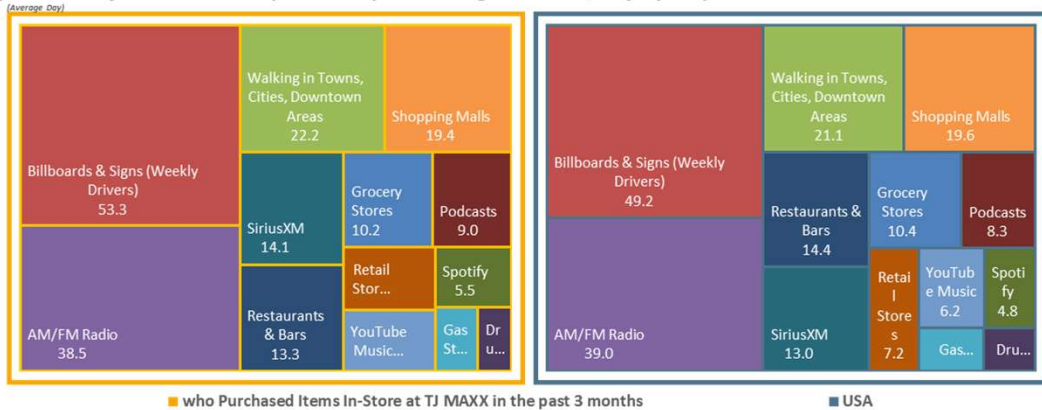


28,293,130 or 91.5% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months spend an average of 53.3 minutes per day driving, seeing Billboards and Signs. 63.4% Listen to Local Radio Stations Out-of-Home for an average of 35.9 m

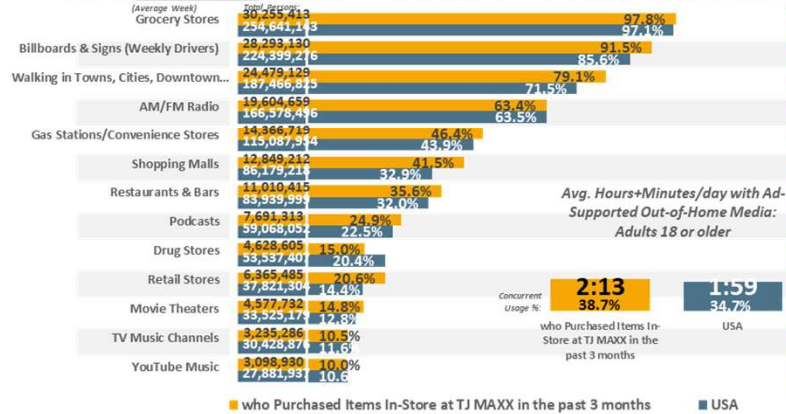
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



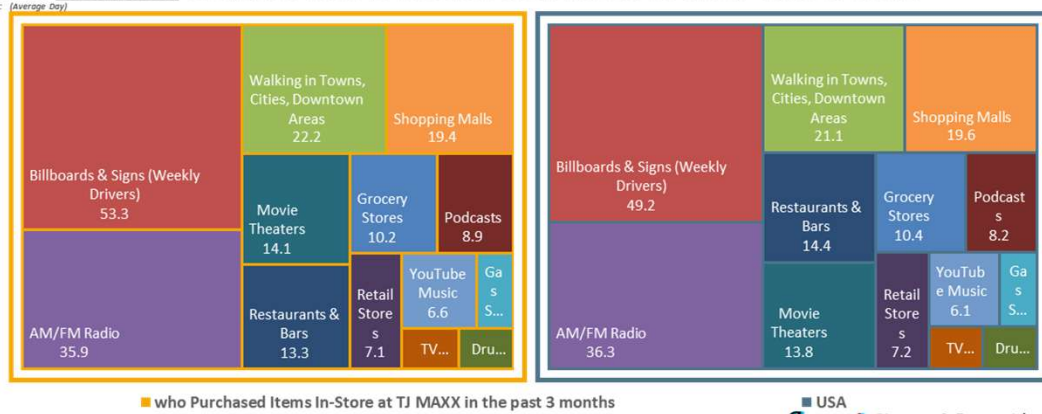
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

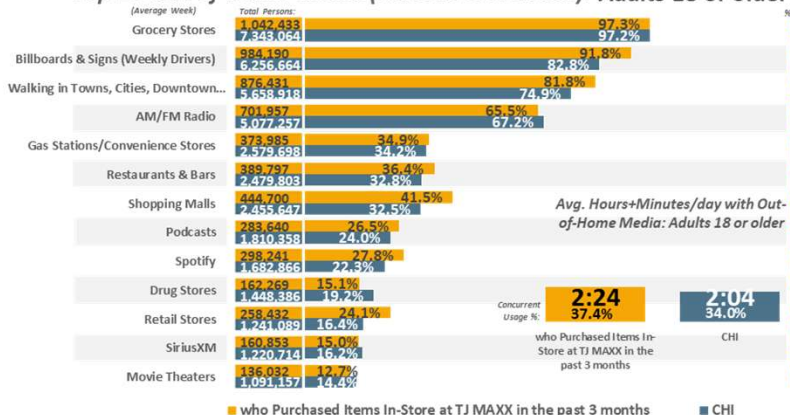
soefa.ai Share of Everything for Anything

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

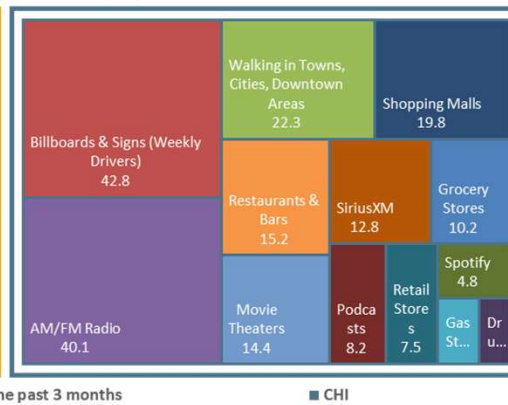
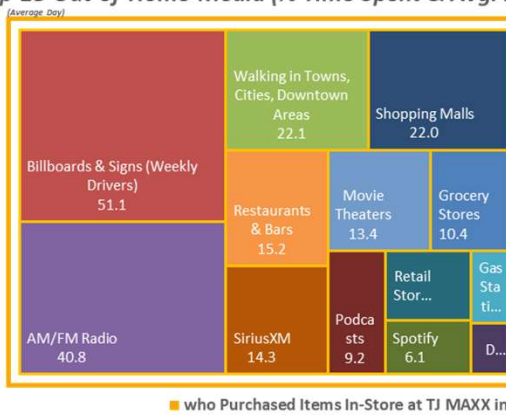


984,190 or 91.8% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months spend an average of 51.1 minutes per day driving, seeing Billboards and Signs. 62.9% Listen to Local Radio Stations Out-of-Home for an average of 38.5 minutes

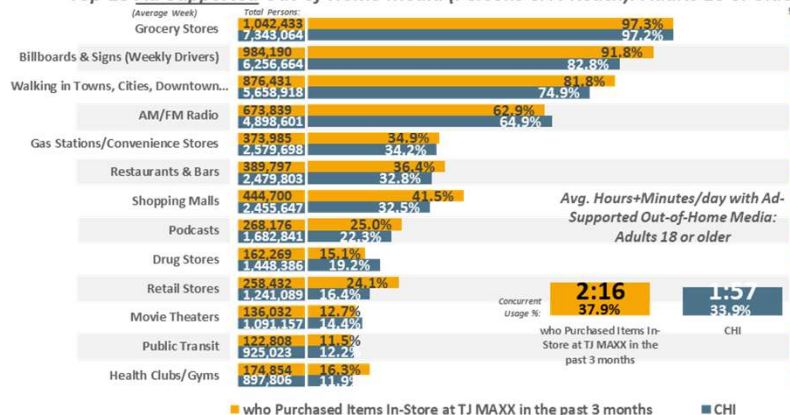
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



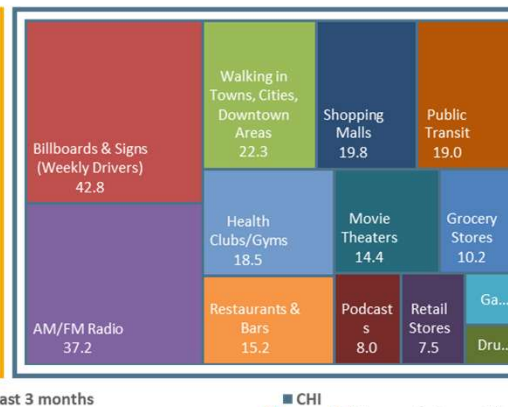
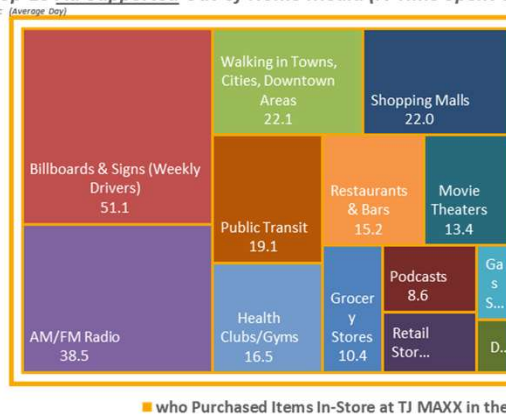
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 626
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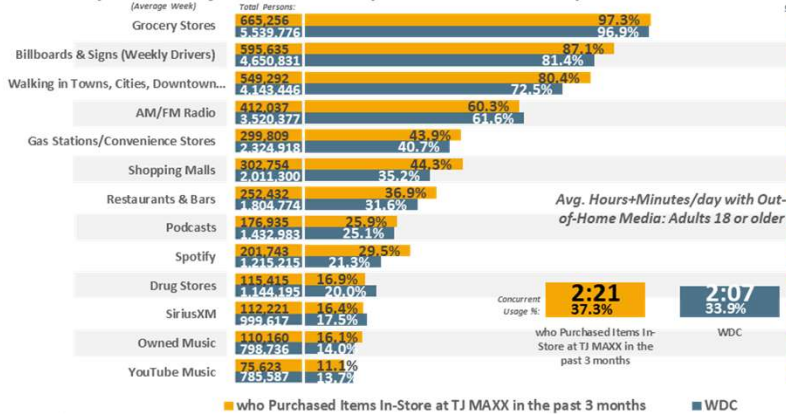
soefa.ai Share of Everything for Anything

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

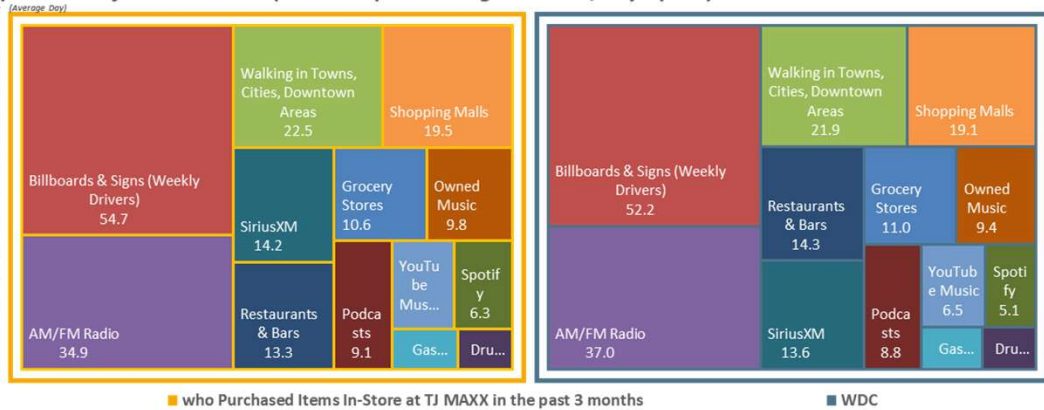


595,635 or 87.1% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months spend an average of 54.7 minutes per day driving, seeing Billboards and Signs. 58.2% Listen to Local Radio Stations Out-of-Home for an average of 33. minut

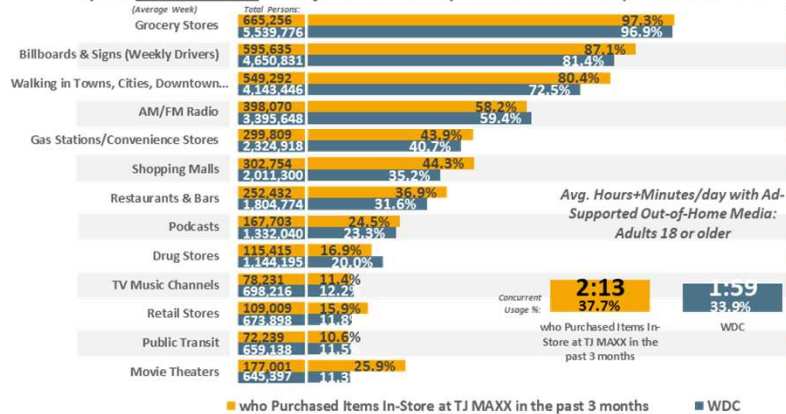
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



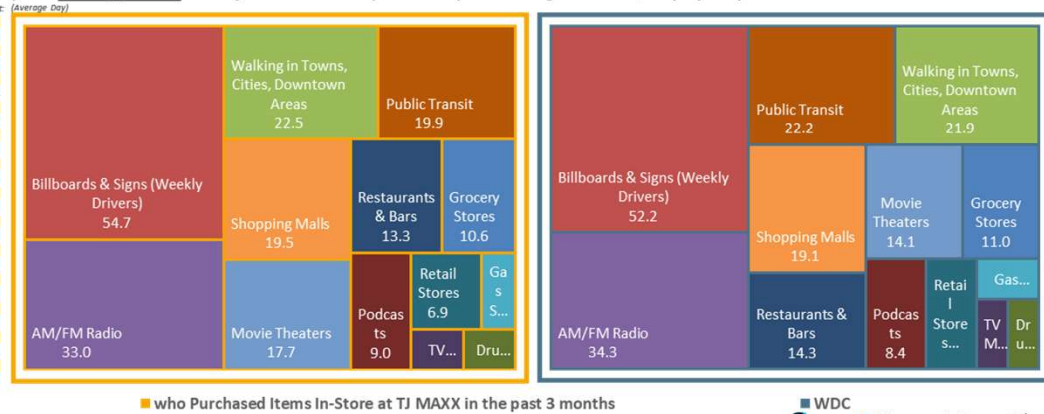
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Mar25 Qual Intab 877
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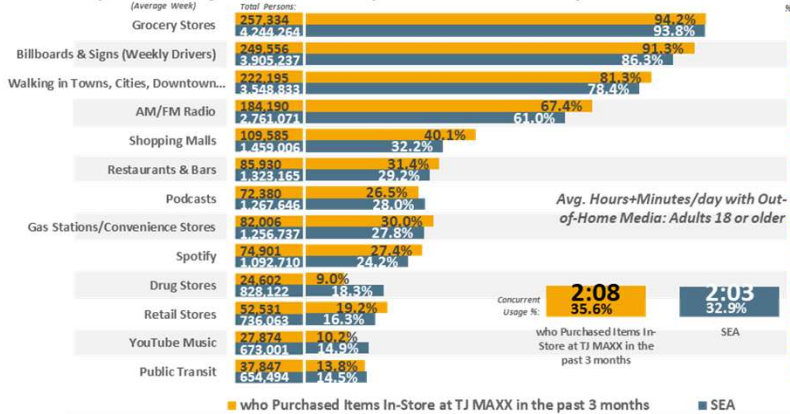
[[Major stores shopped in-store past 3 months: TJ Maxx AND Major stores bought past 3 months: TJ Maxx]]

soefa.ai Share of Everything for Anything

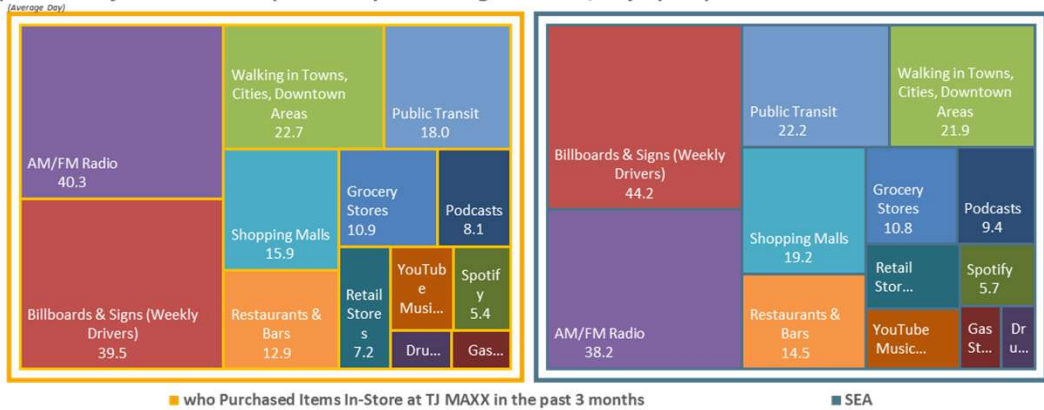


249,556 or 91.3% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months spend an average of 39.5 minutes per day driving, seeing Billboards and Signs. 64.2% Listen to Local Radio Stations Out-of-Home for an average of 35.6 minutes

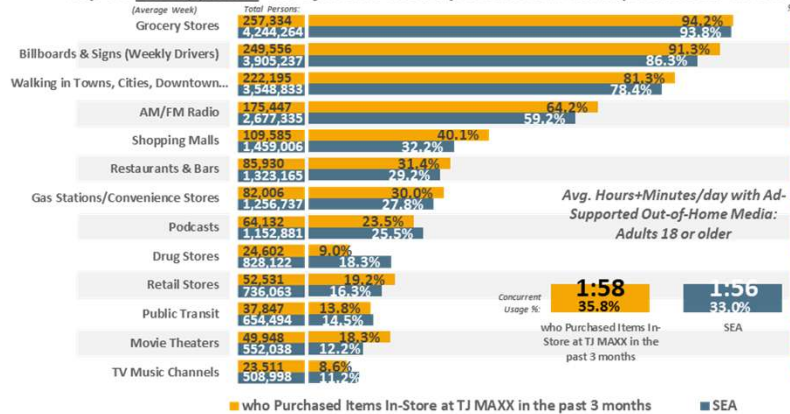
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



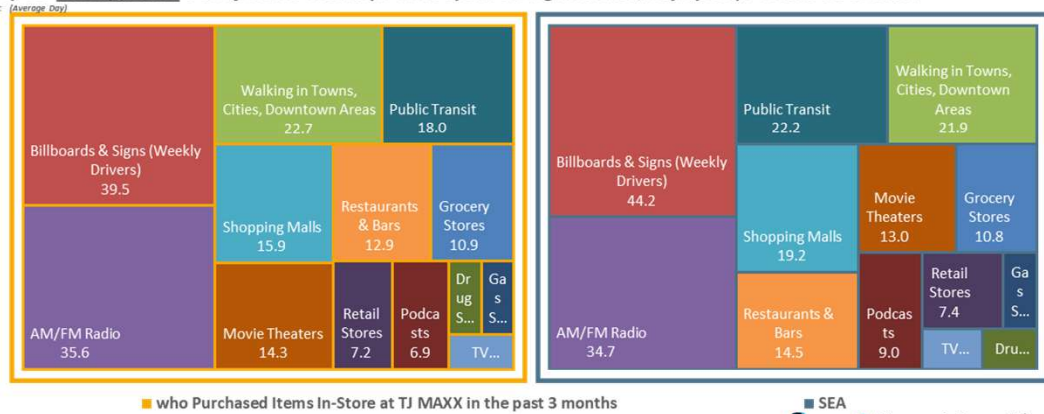
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



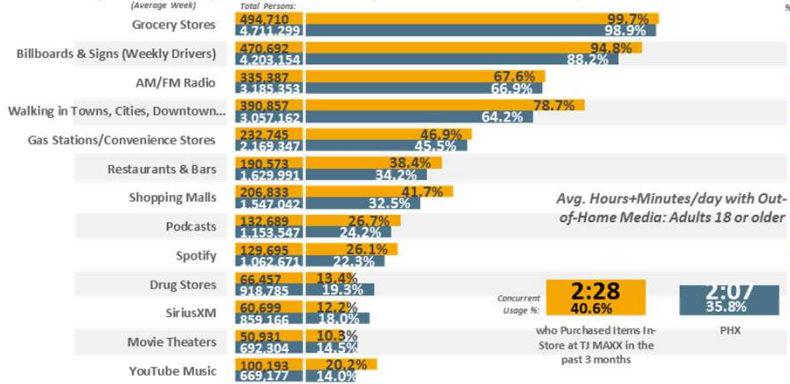
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



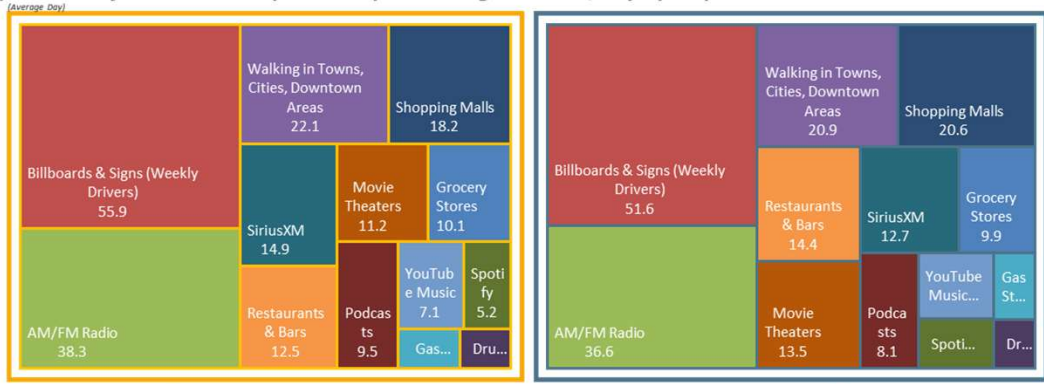


470,692 or 94.8% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months spend an average of 55.9 minutes per day driving, seeing Billboards and Signs. 64.6% Listen to Local Radio Stations Out-of-Home for an average of 36. minut

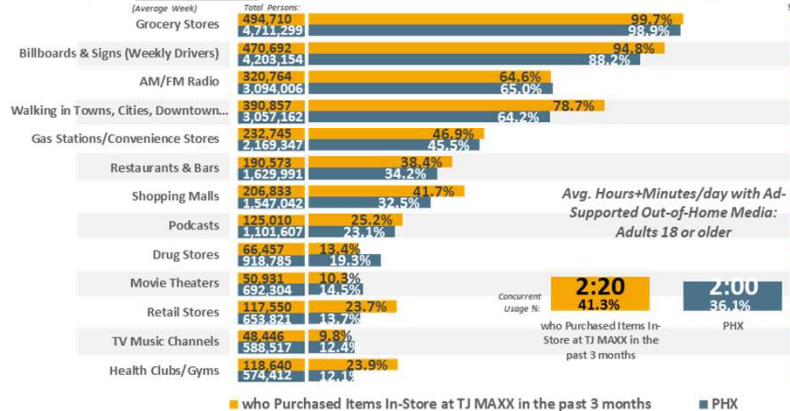
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



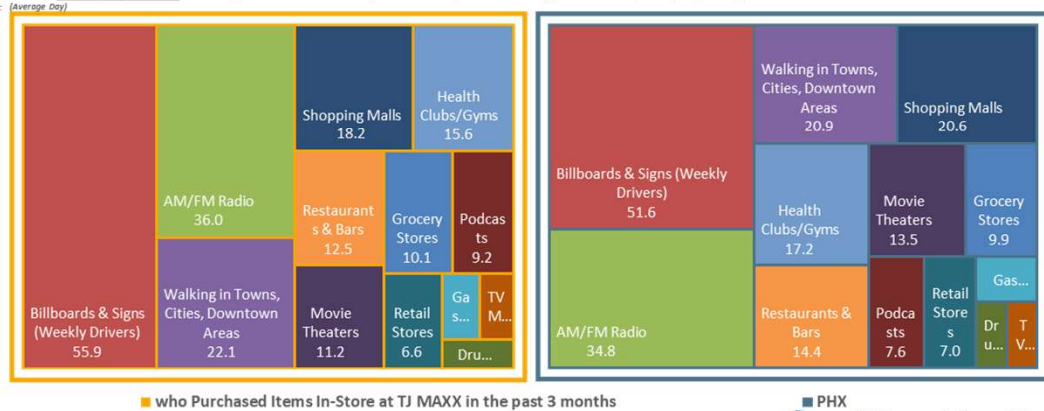
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 257
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[[Major stores shopped in-store past 3 months: TJ Maxx AND Major stores bought past 3 months: TJ Maxx]]



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

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



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

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

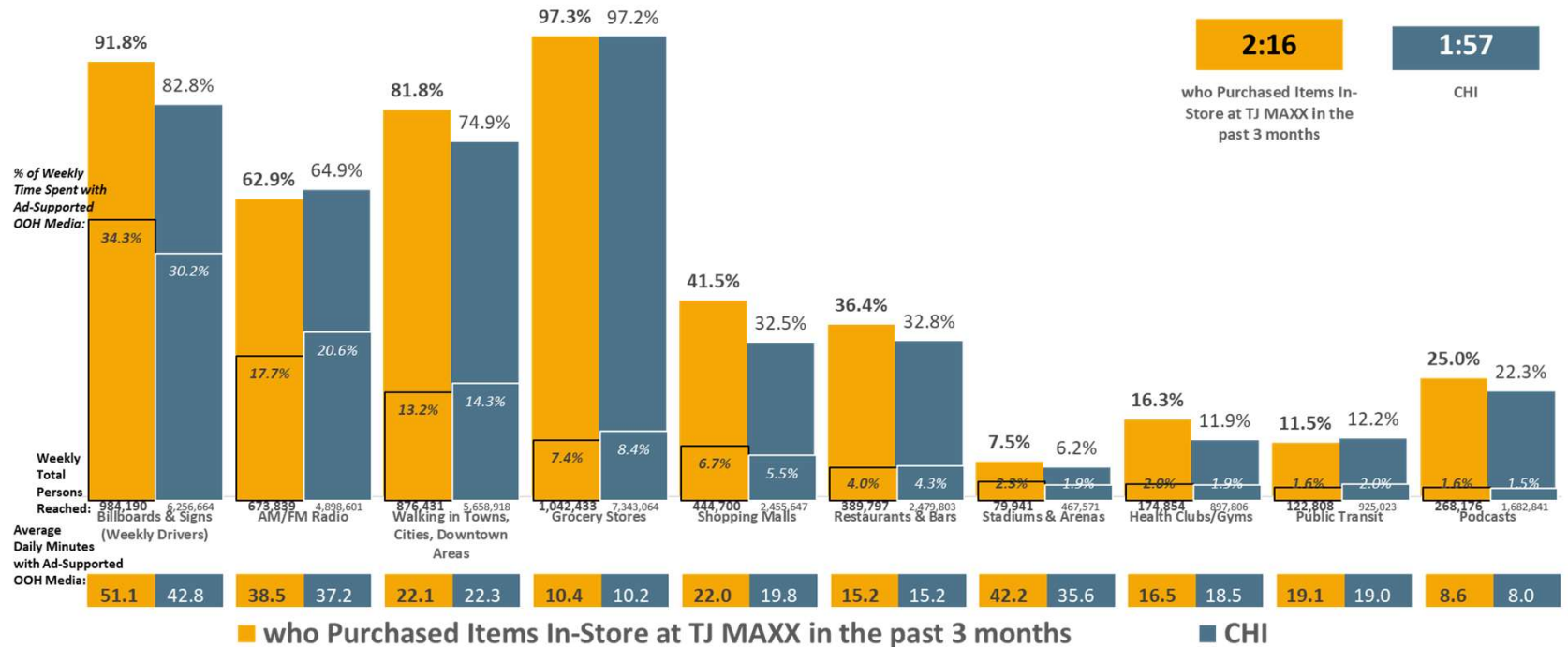


984,190 or 91.8% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months spend an average of 51.1 minutes per day driving, seeing Billboards and Signs representing 34.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 626
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CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

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

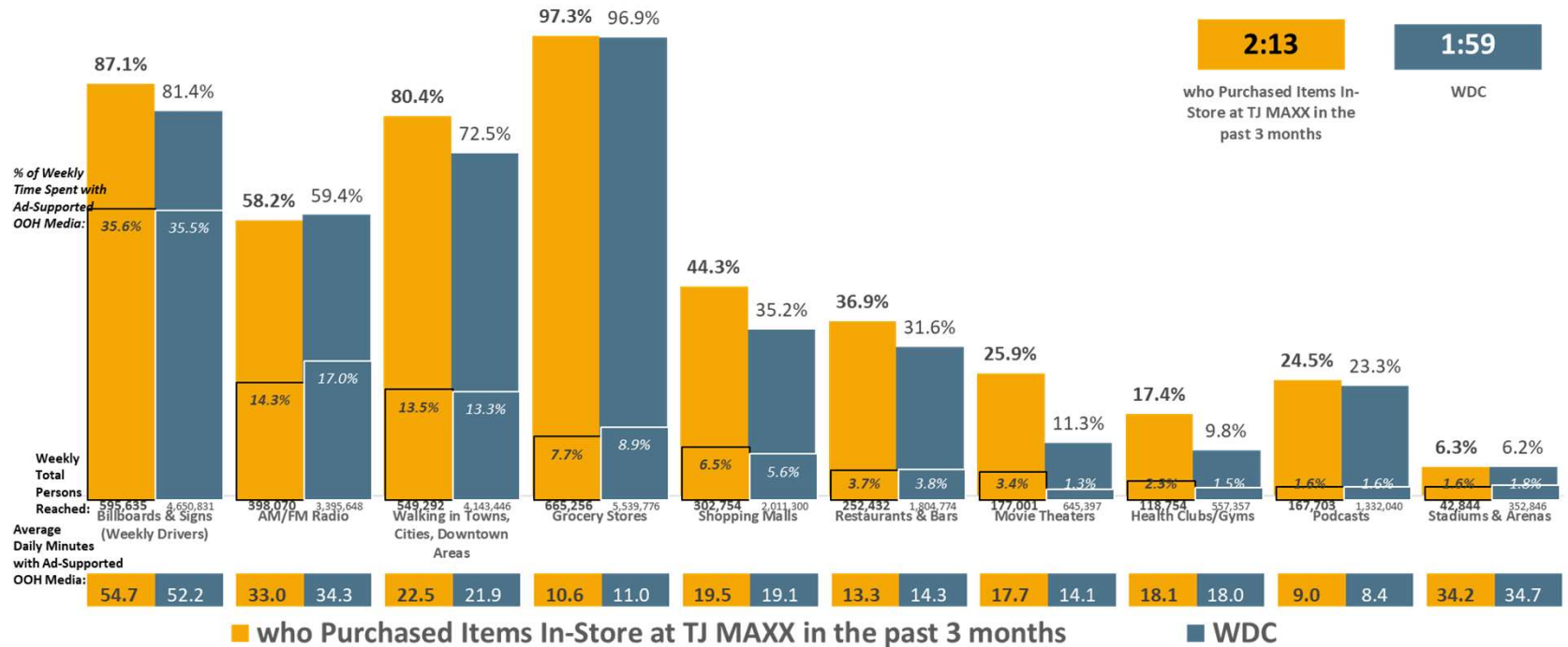


595,635 or 87.1% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months spend an average of 54.7 minutes per day driving, seeing Billboards and Signs representing 35.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



2:13

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

1:59

WDC

WDC DMA Scarborough R2 2025: Oct24-Mar25 Qual Intab 877 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919
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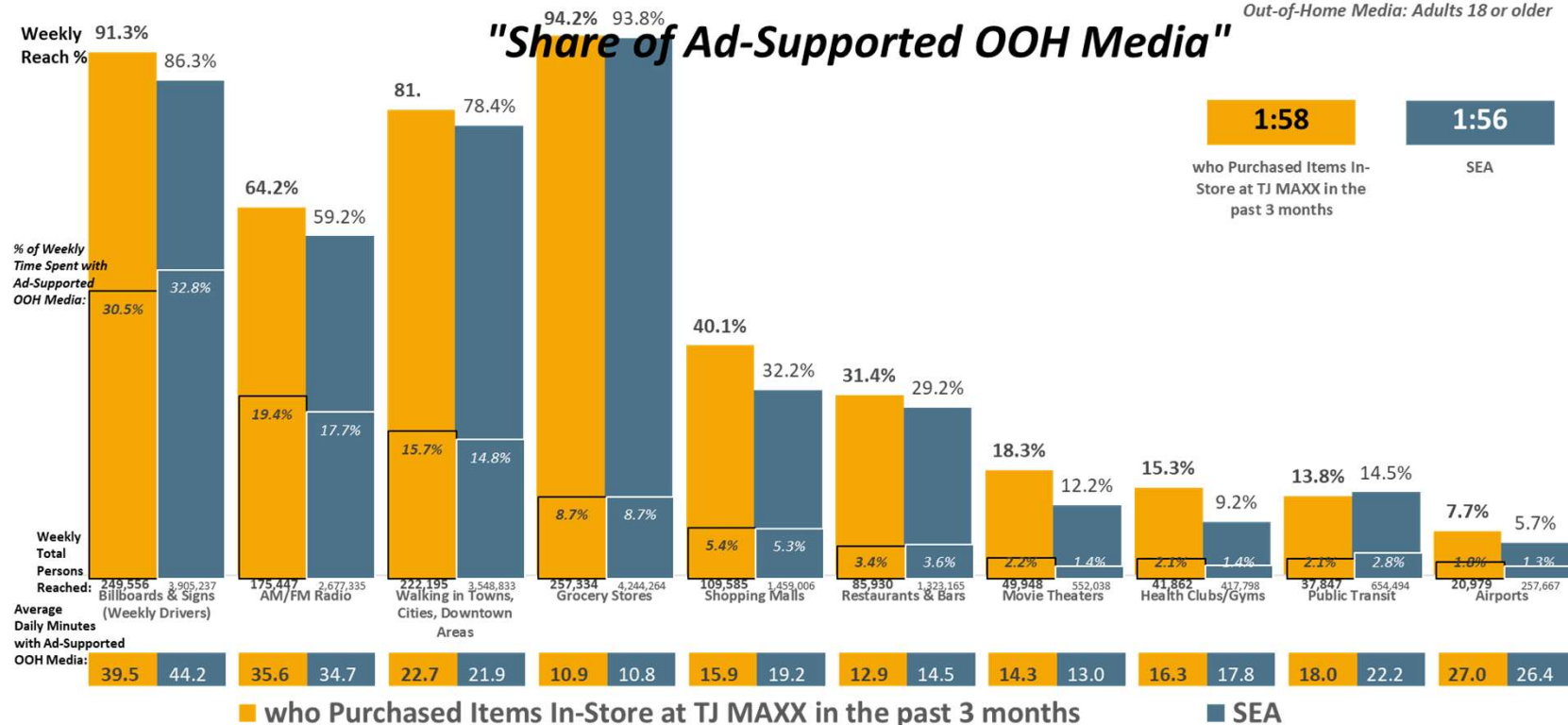
soefa.ai Share of Everything for Anything

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



249,556 or 91.3% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months spend an average of 39.5 minutes per day driving, seeing Billboards and Signs representing 30.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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



1:58

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

1:56

SEA

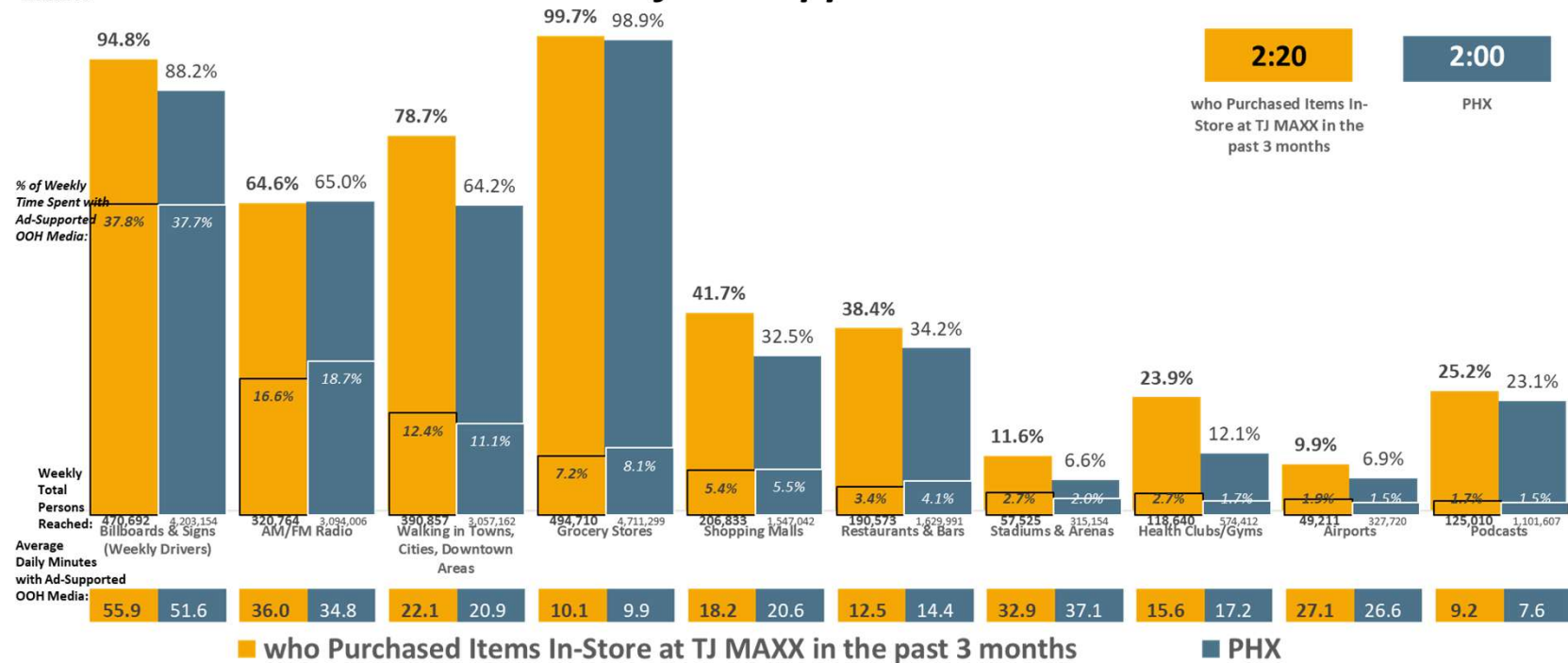


470,692 or 94.8% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months spend an average of 55.9 minutes per day driving, seeing Billboards and Signs representing 37.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 257
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PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

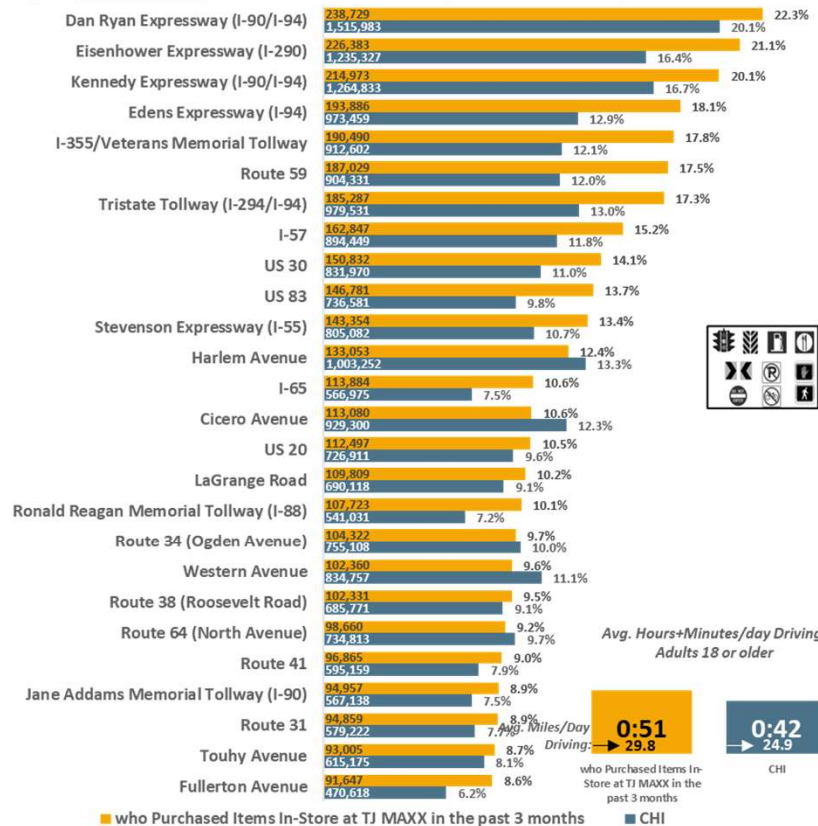
soefa.ai Share of Everything for Anything

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

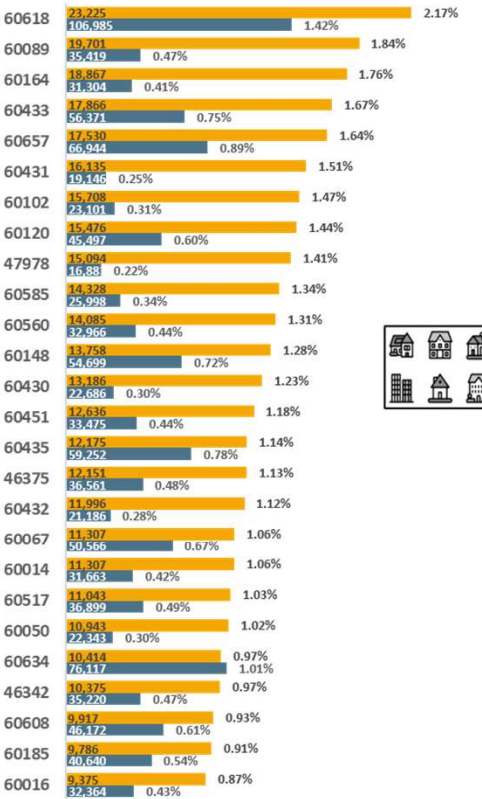


984,190 or 91.8% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months spend an average of 51.1 minutes per day driving an average of 29.8 miles each day and are 47.1% more likely to use I-355/Veterans Memorial Tollway than th

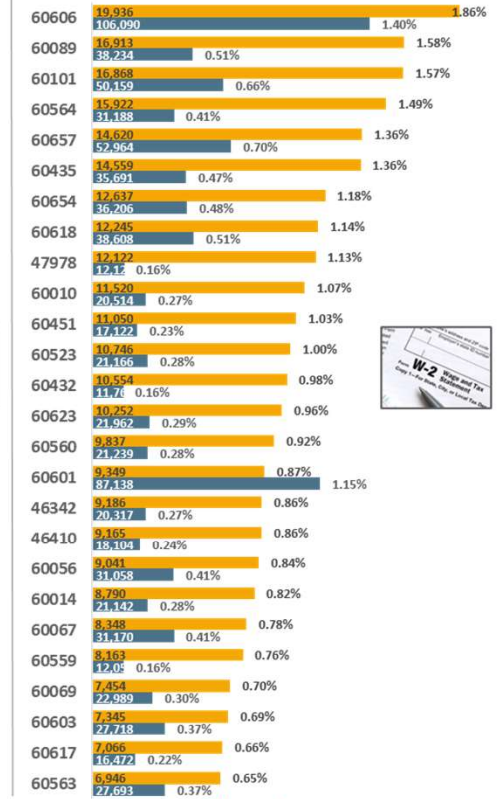
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



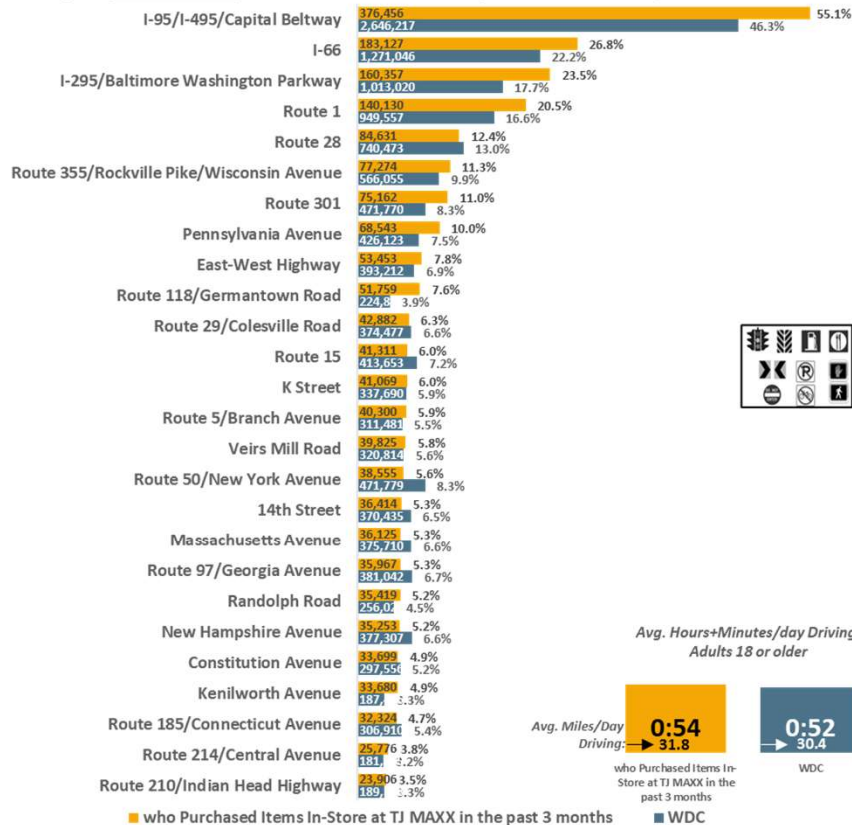
Top-26 Employment Zip Codes: Adults 18 or older



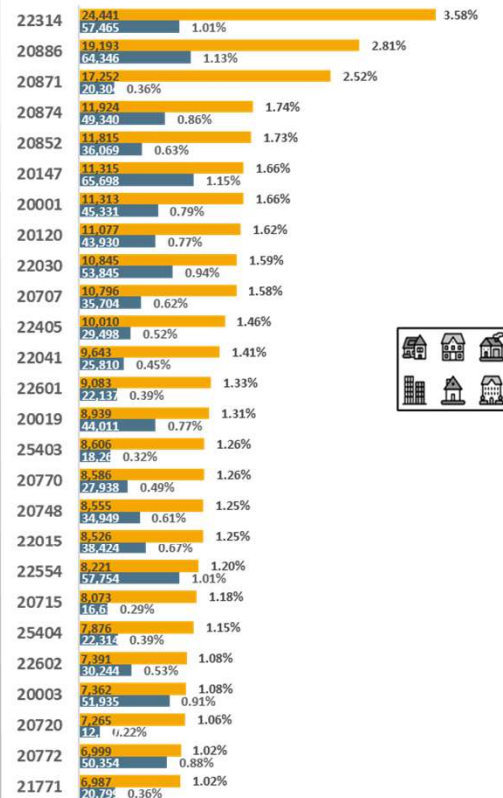


595,635 or 87.1% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months spend an average of 54.7 minutes per day driving an average of 31.8 miles each day and are 92.4% more likely to use Route 118/Germantown Road than the Metr

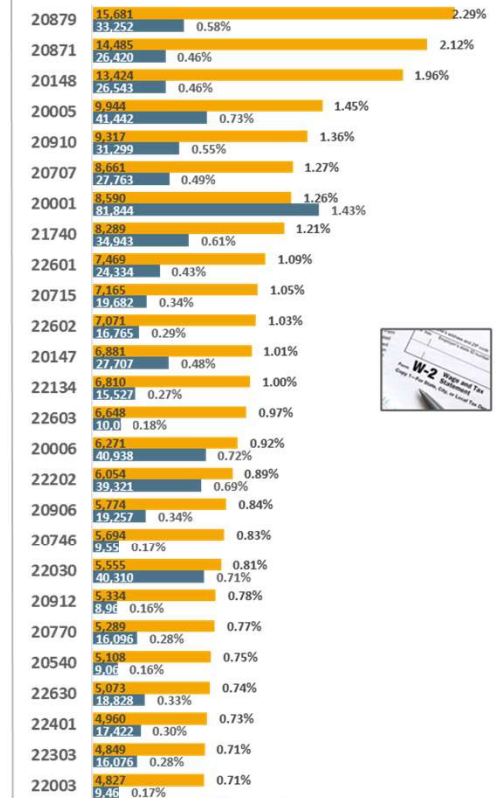
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



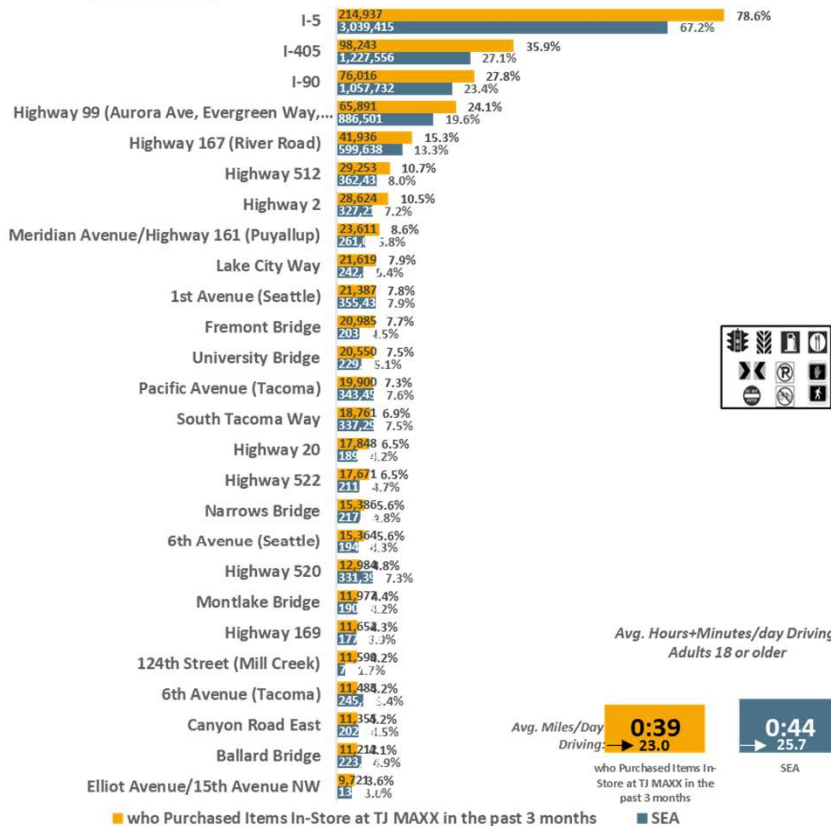
Top-26 Employment Zip Codes: Adults 18 or older





249,556 or 91.3% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months spend an average of 39.5 minutes per day driving an average of 23. miles each day and are 70.8% more likely to use Fremont Bridge than the Metro average.

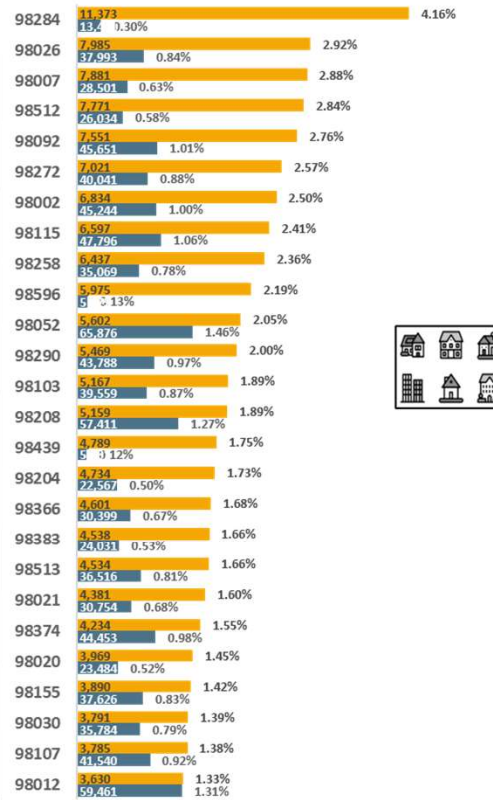
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



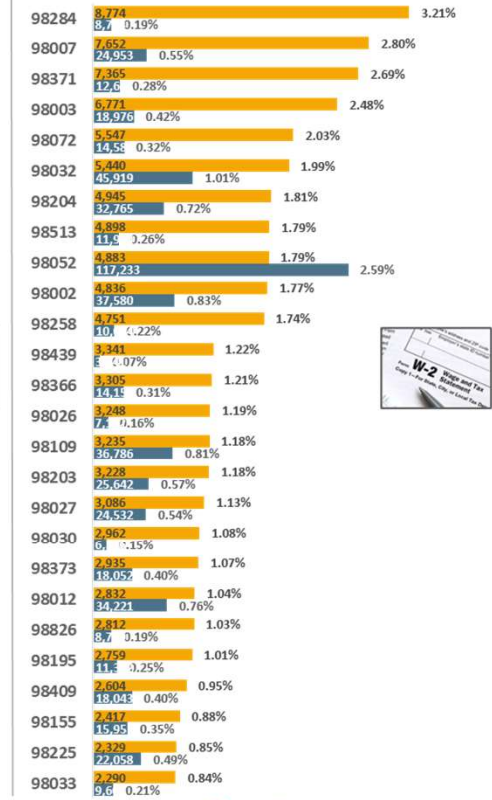
Avg. Hours+Minutes/day Driving:
Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

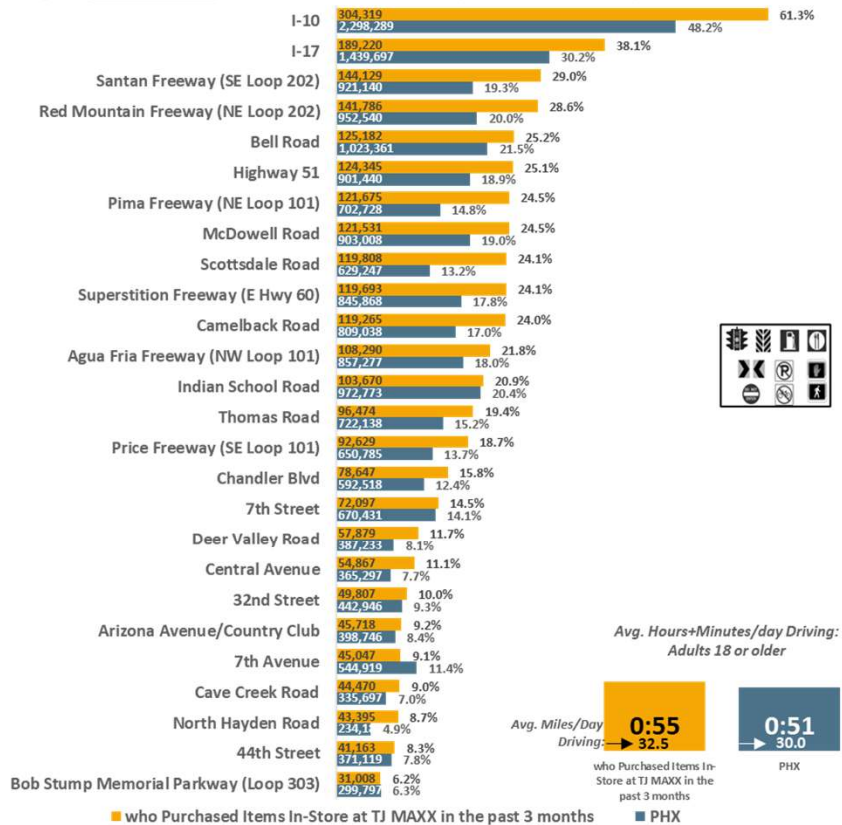


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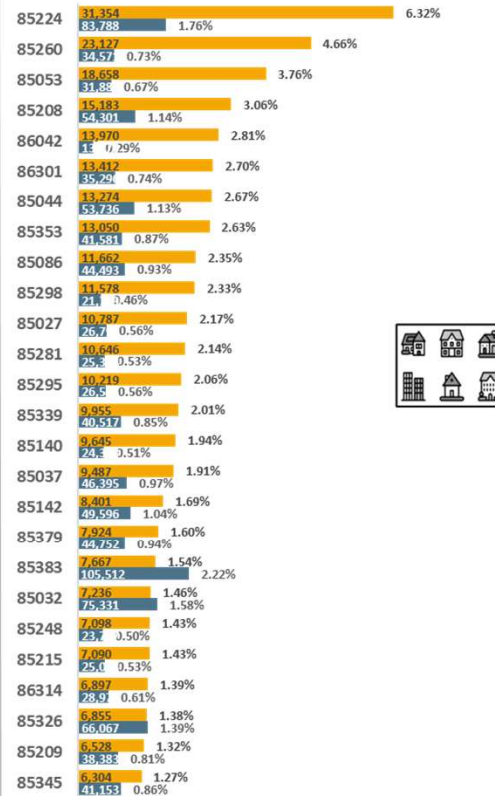


470,692 or 94.8% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months spend an average of 55.9 minutes per day driving an average of 32.5 miles each day and are 82.7% more likely to use Scottsdale Road than the Metro average.

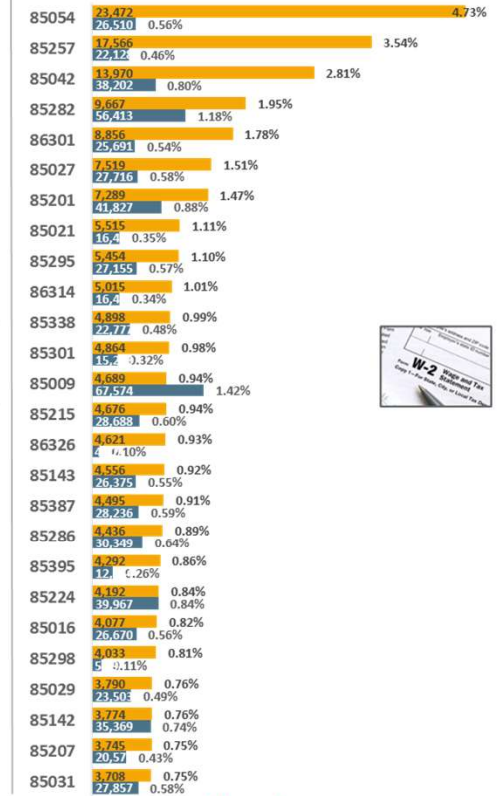
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older

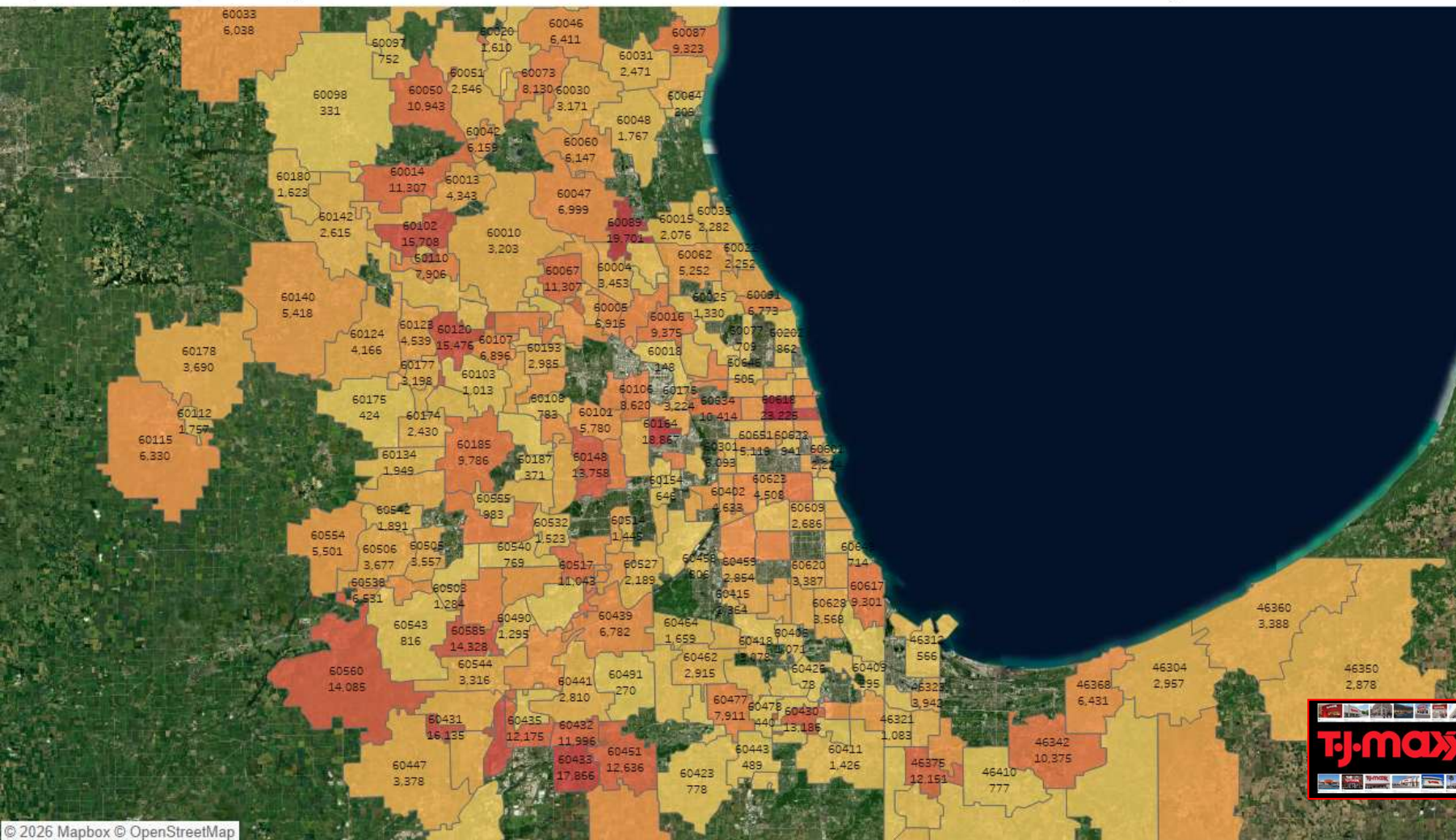


Top-26 Employment Zip Codes: Adults 18 or older



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

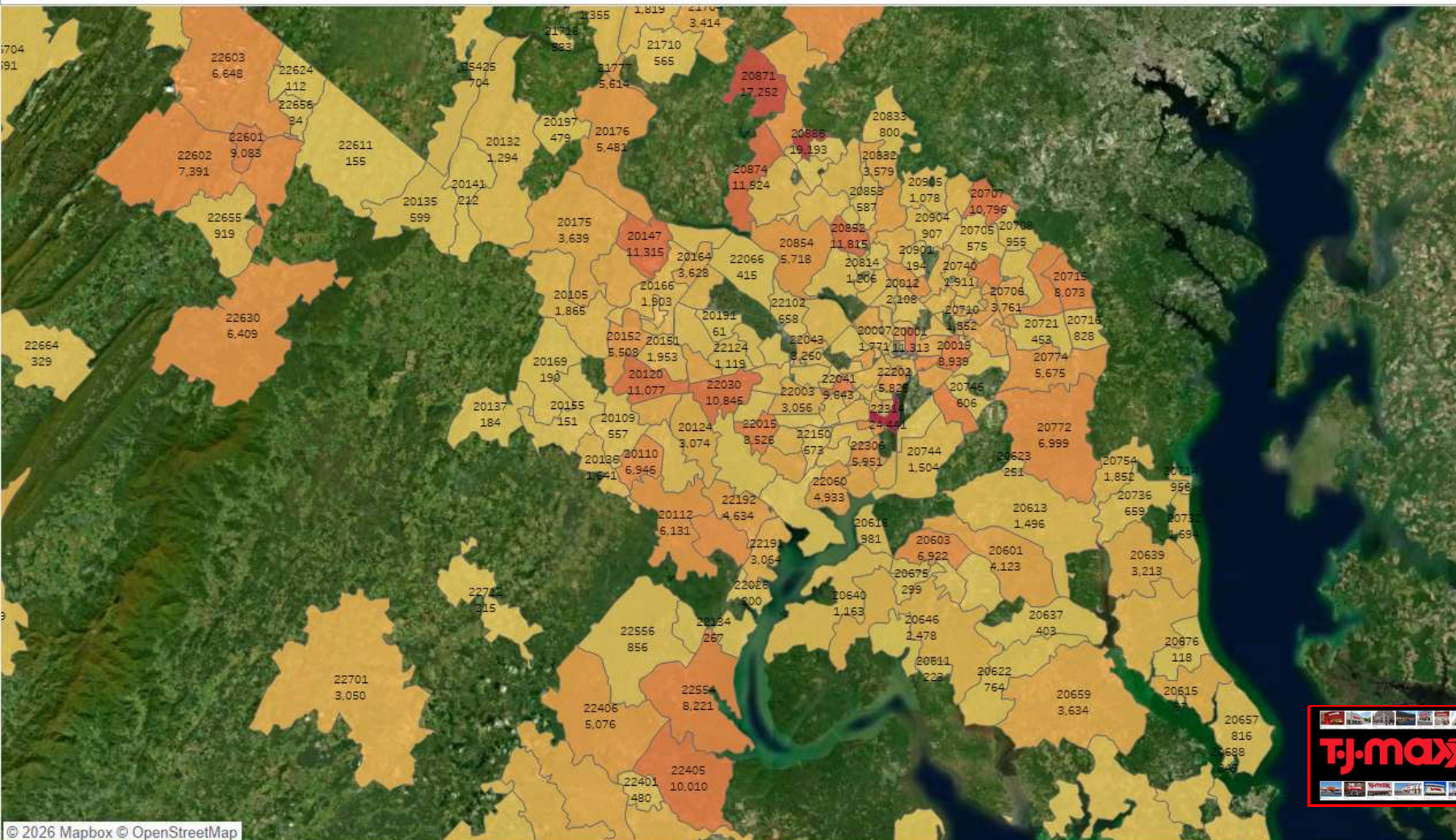


CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 626
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[[Major stores shopped in-store past 3 months: TJ Maxx AND Major stores bought past 3 months: TJ Maxx]]

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



SUM(Adults 18 or older ...

5	24,441
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WDC DMA Scarborough R2 2025: Oct24-Mar25 Qual Intab 877

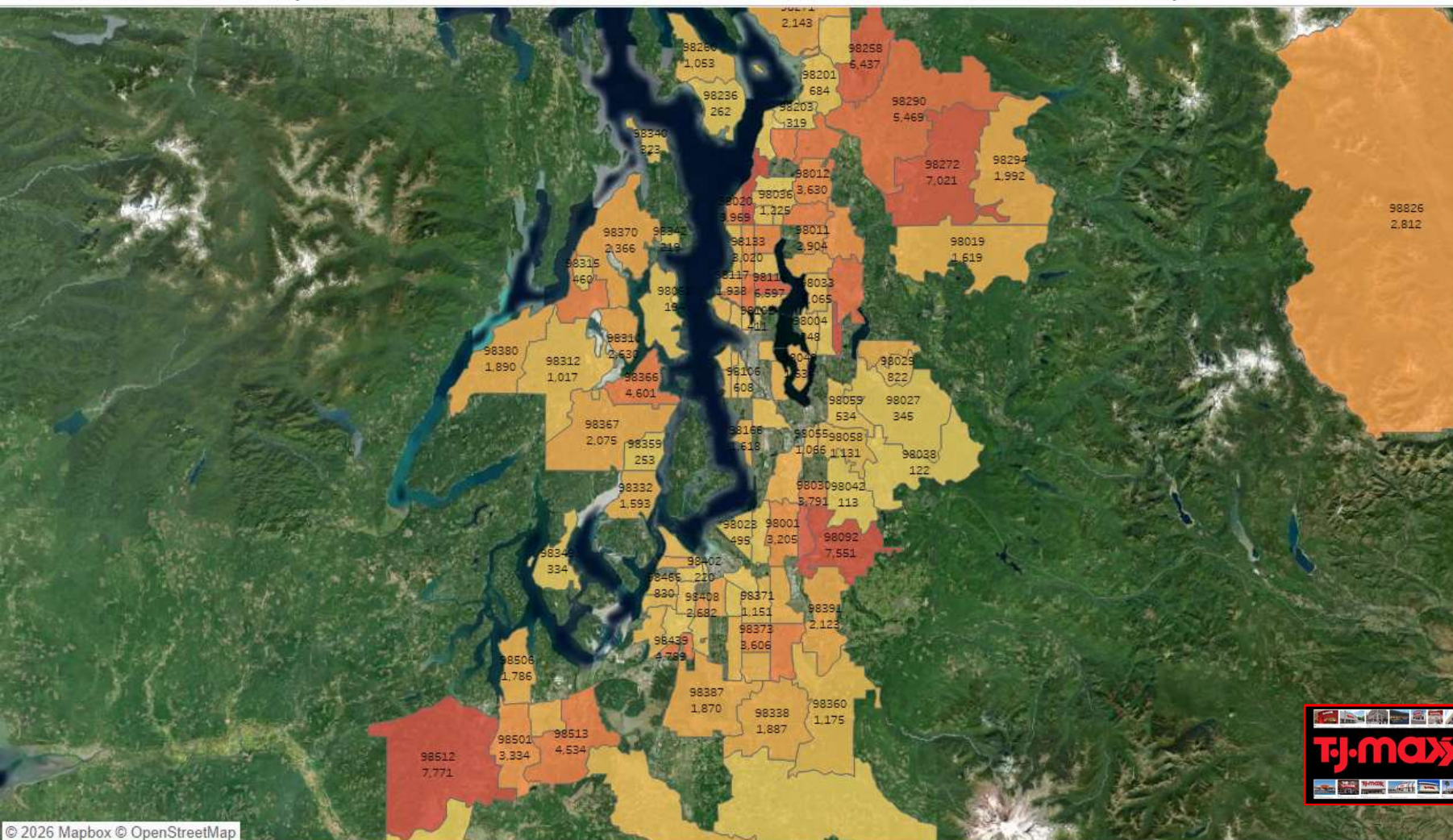
WDC DMA Scarborough R2 2025: Oct24-Mar25 Qual Intab 877
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for Anything.

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

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

SUM(Adults 18 or older ...



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SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 318
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[[Major stores shopped in-store past 3 months: TJ Maxx AND Major stores bought past 3 months: TJ Maxx]]

42



1 unknown

PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intob 257

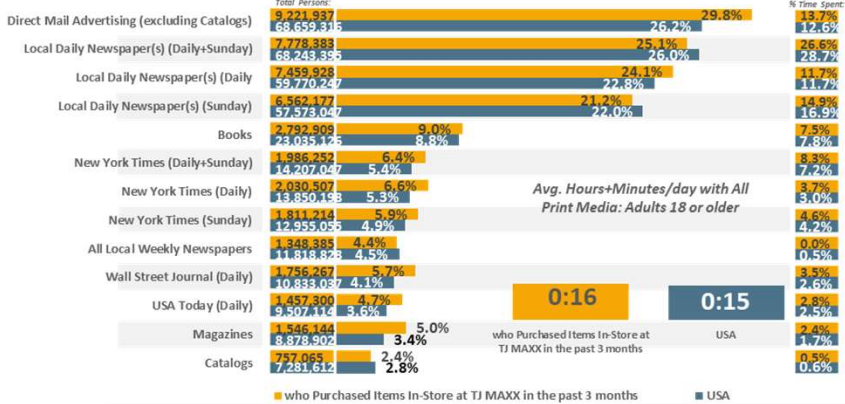
[(Major stores shopped in-store past 3 months: TJ Maxx AND Major stores bought past 3 months: TJ Maxx)]

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for Anything.

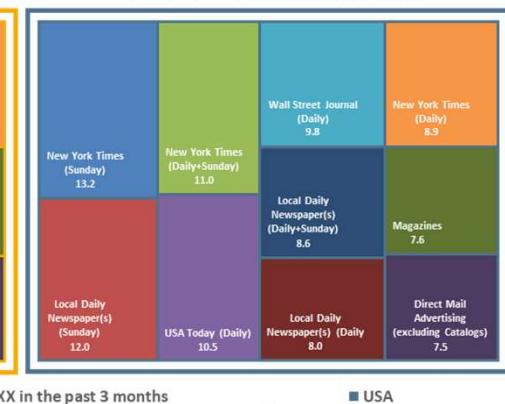
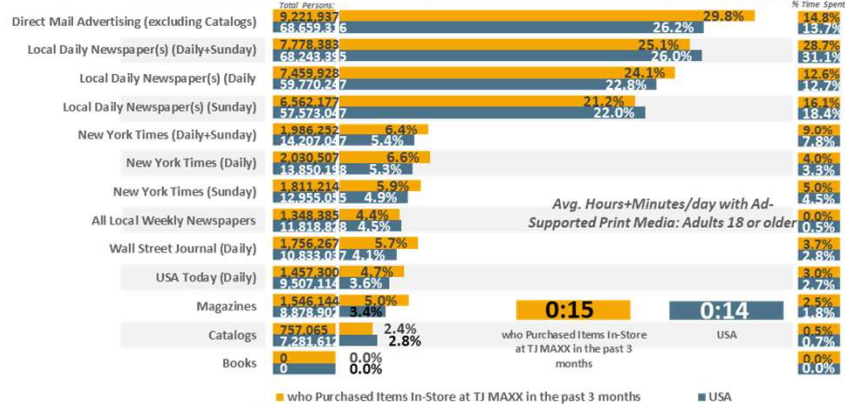


7,778,383 or 25.1% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.5 minutes every day representing 28.7% of all time spent daily with All forms of Print

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



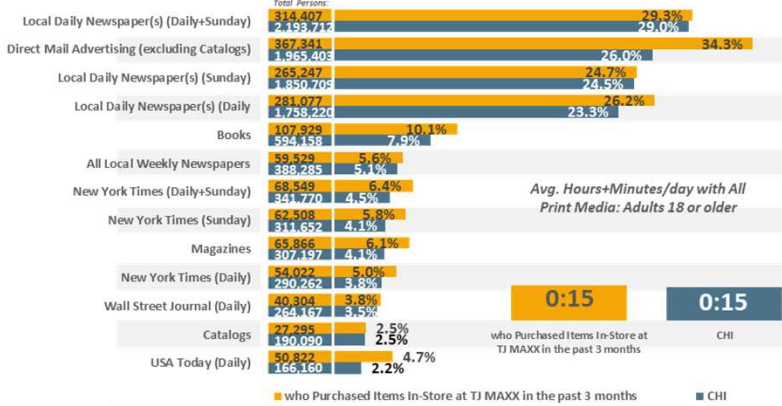
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



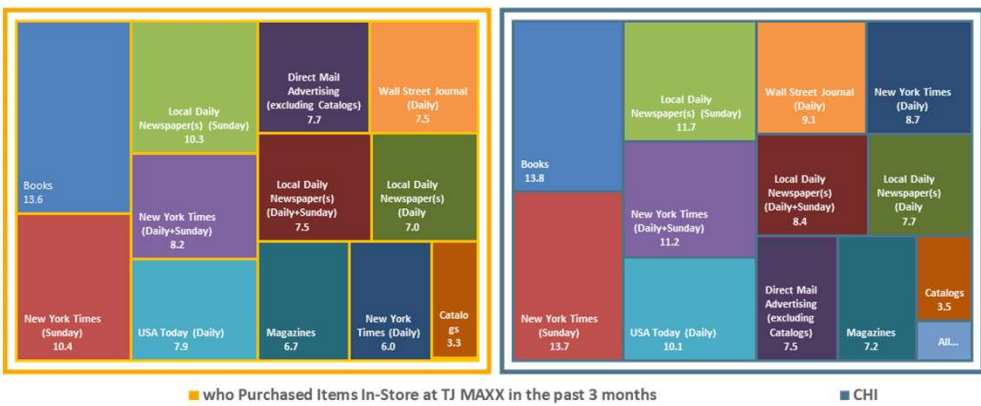


314,407 or 29.3% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.5 minutes every day representing 30.6% of all time spent daily with All forms of Print Me

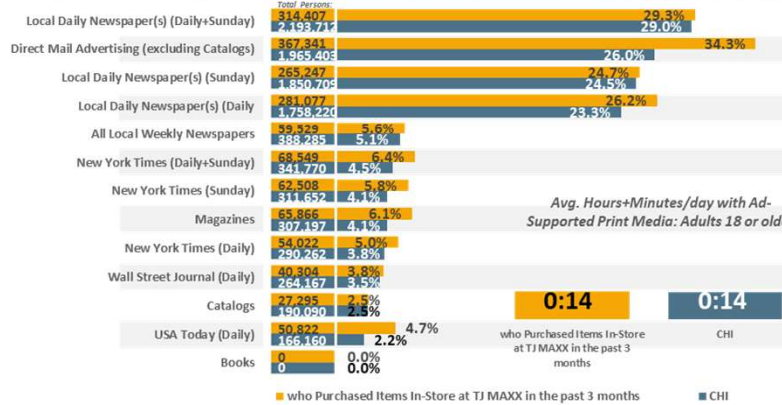
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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

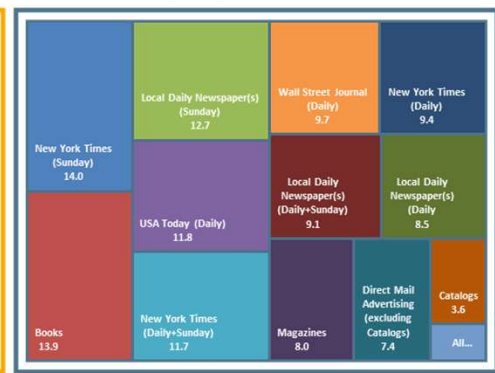
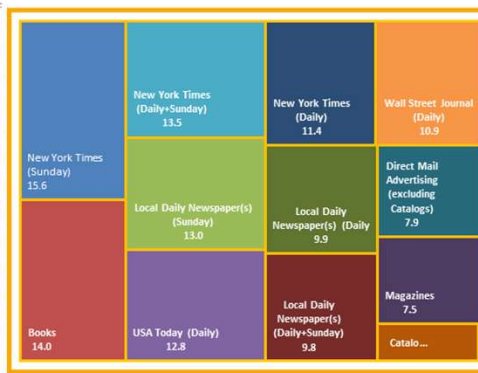
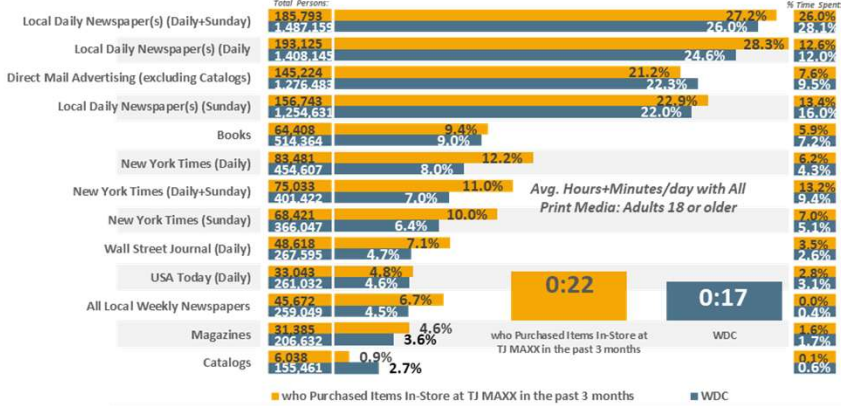


[[Major stores shopped in-store past 3 months: TJ Maxx AND Major stores bought past 3 months: TJ Maxx]]

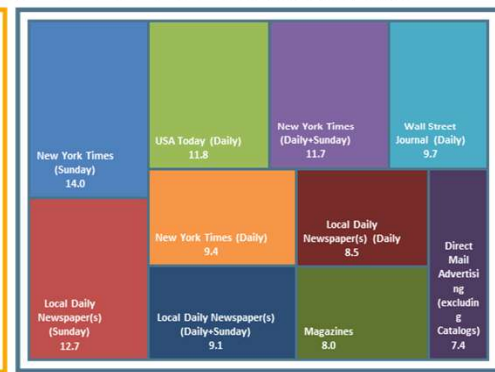
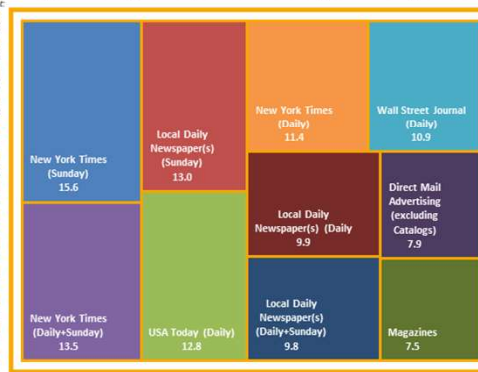
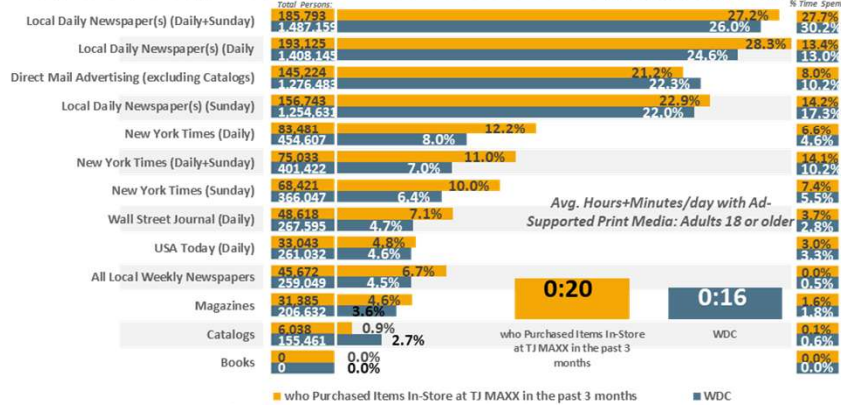


185,793 or 27.2% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.8 minutes every day representing 27.7% of all time spent daily with All forms of Print Media

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**



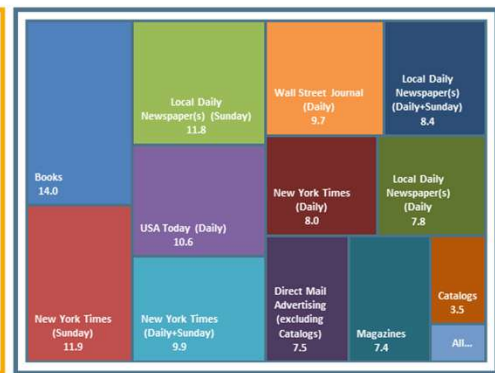
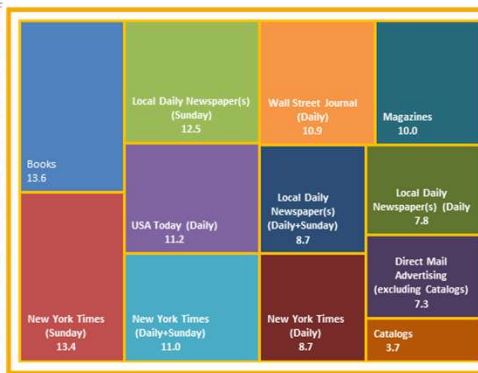
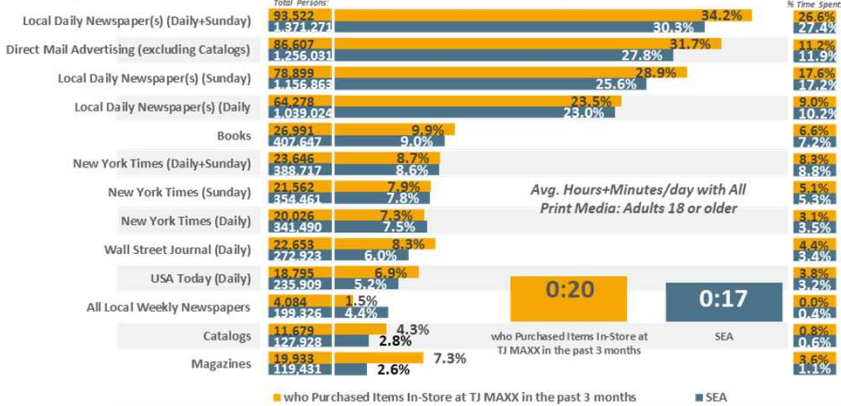
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



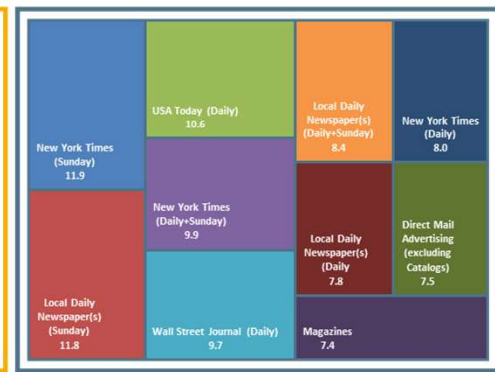
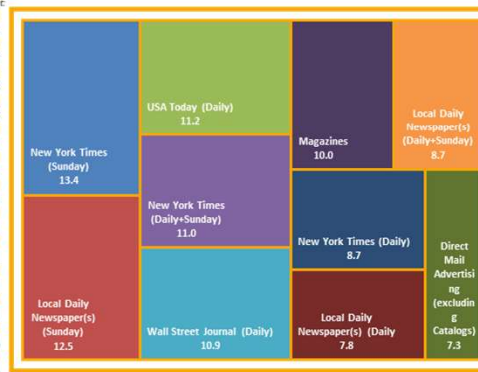
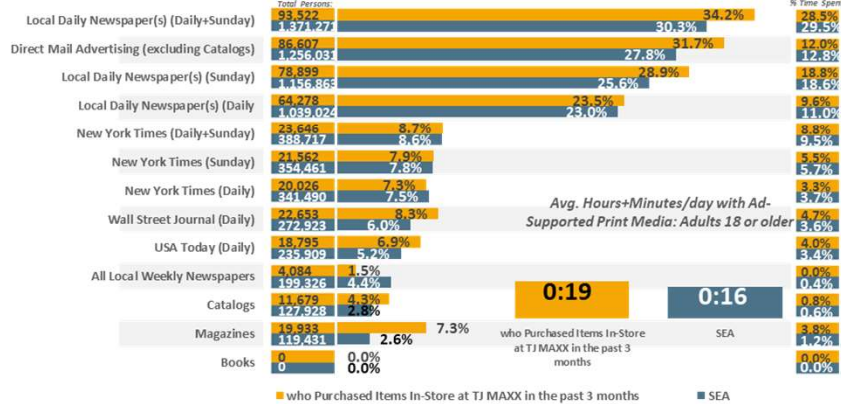


93,522 or 34.2% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.7 minutes every day representing 28.5% of all time spent daily with All forms of Print Med

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



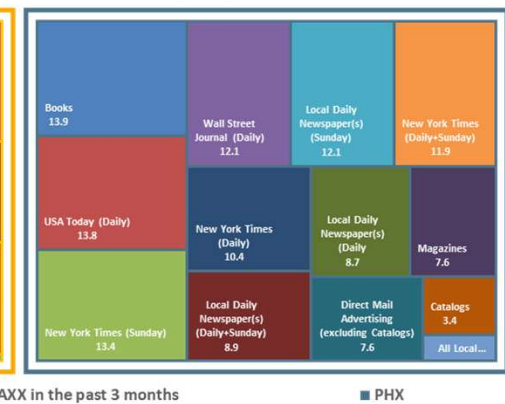
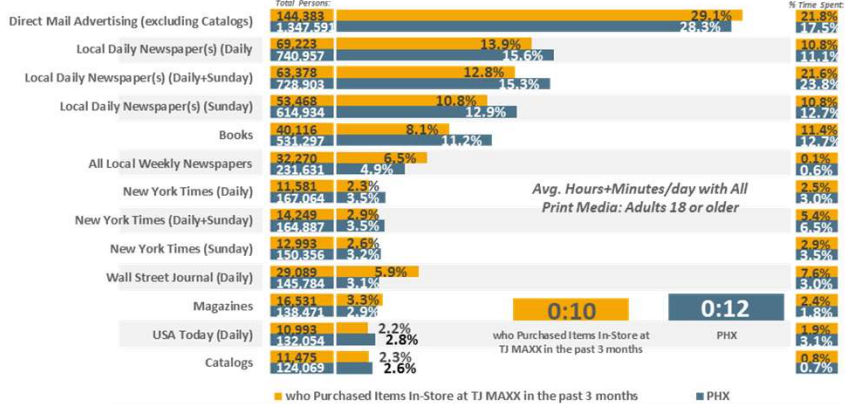
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



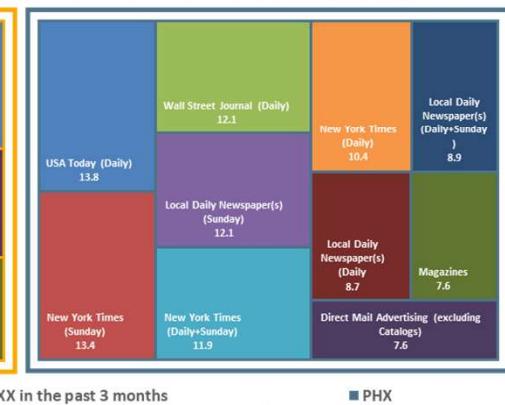
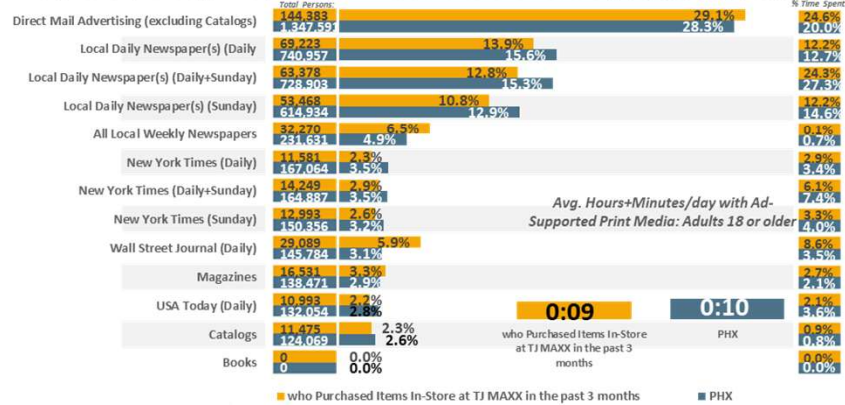


144,383 or 29.1% of Adults 18 or older who Purchased Items In-Store at TJ MAXX in the past 3 months read Direct Mail Advertising (excluding Catalogs) for an average of 7.6 minutes every day representing 24.6% of all time spent daily with All forms of Pri

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**

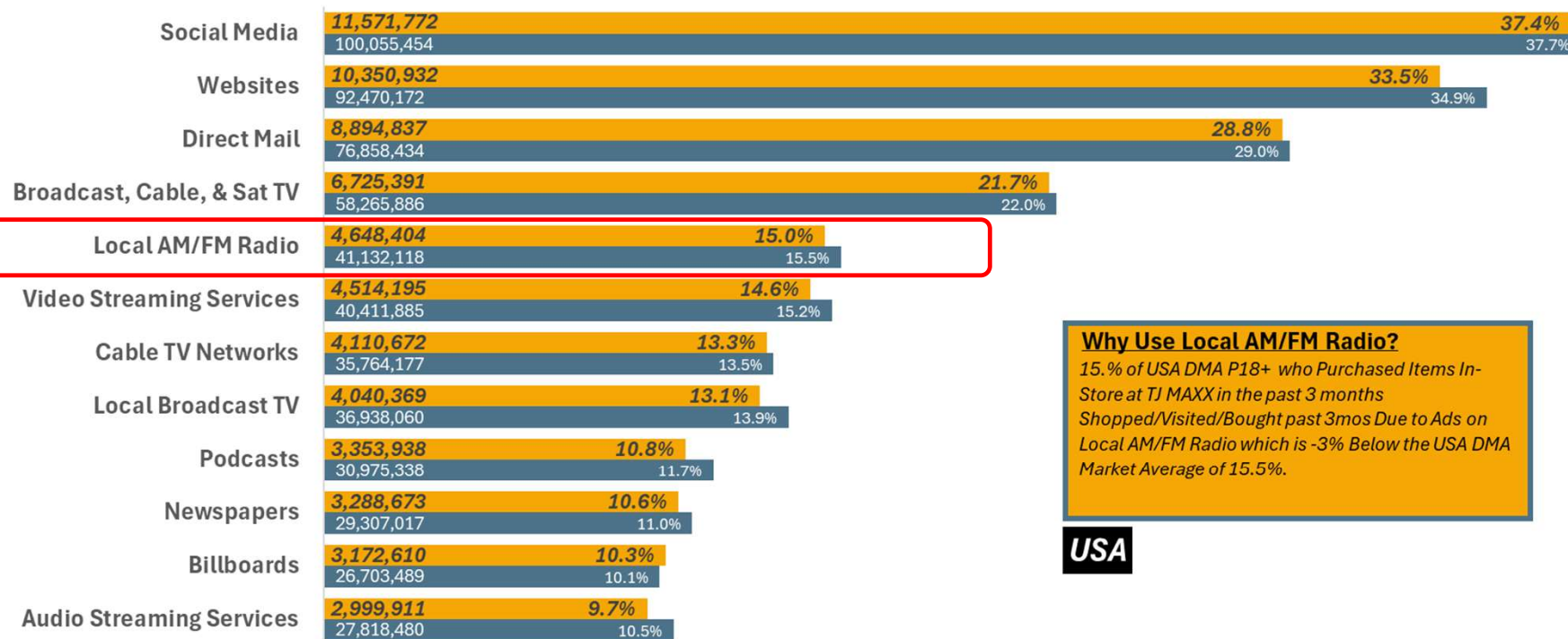


[[Major stores shopped in-store past 3 months: TJ Maxx AND Major stores bought past 3 months: TJ Maxx]]



"Advertising Actions"

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



Why Use Local AM/FM Radio?

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

USA

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

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

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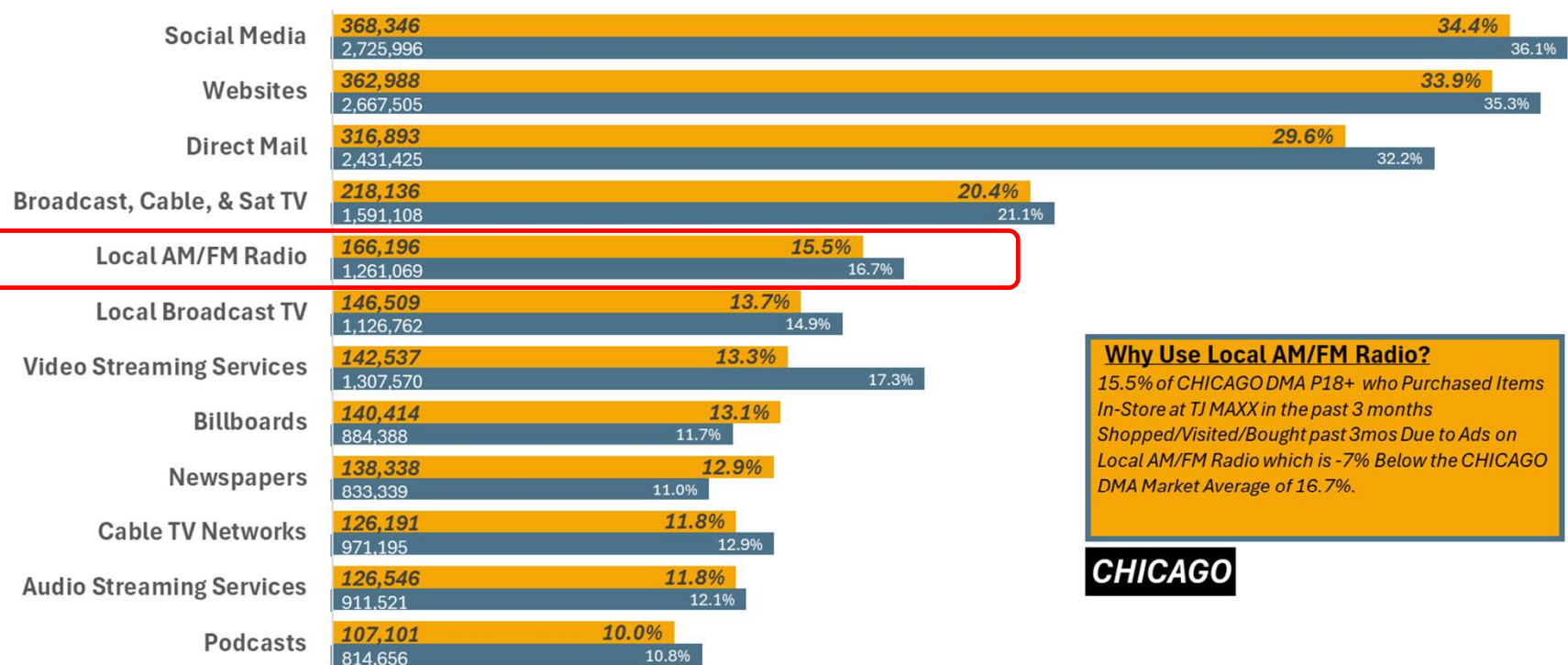
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[[Major stores shopped in-store past 3 months: TJ Maxx AND Major stores bought past 3 months: TJ Maxx]]



"Advertising Actions"

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



Why Use Local AM/FM Radio?

15.5% of CHICAGO DMA P18+ who Purchased Items In-Store at TJ MAXX in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -7% Below the CHICAGO DMA Market Average of 16.7%.

CHICAGO

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

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

CHICAGO DMA Scarborough R2 2025: Sep 24-Jul 25 Qual Intab: 626

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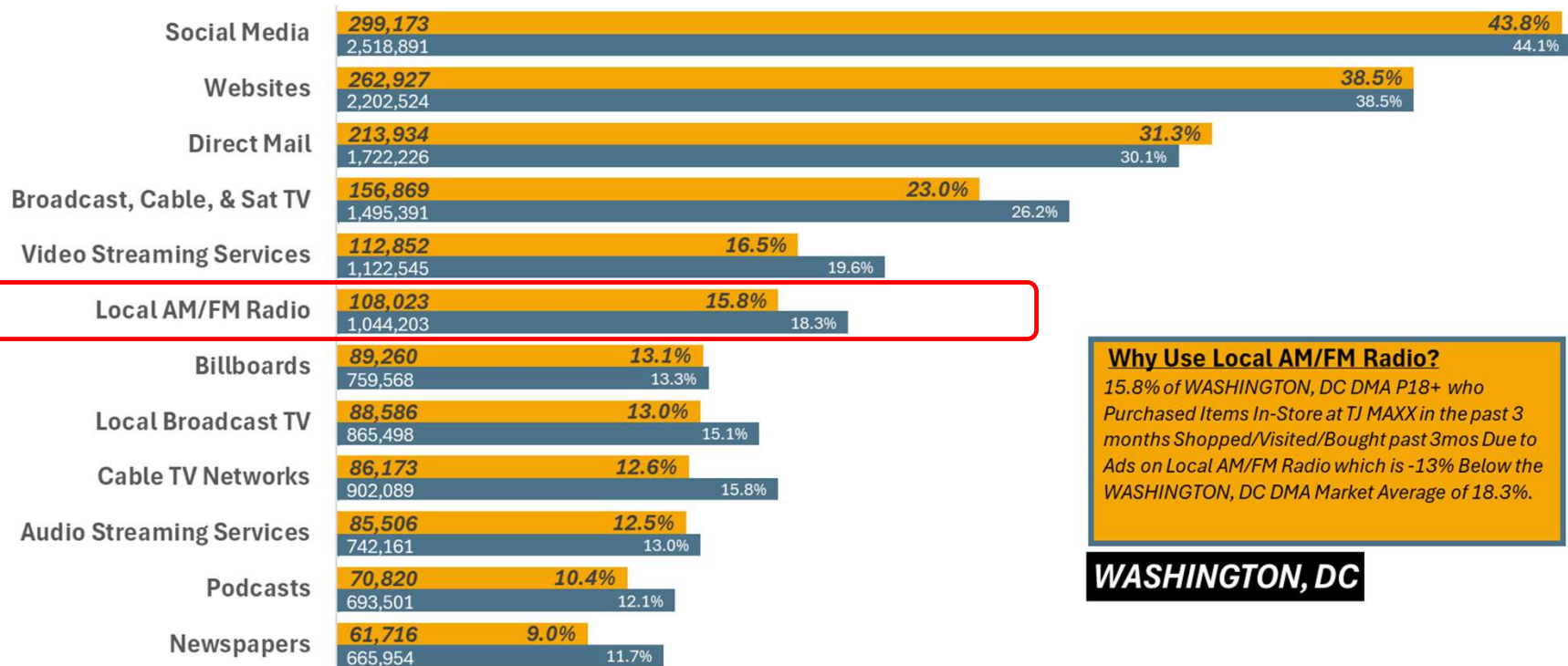
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[(Major stores shopped in-store past 3 months: TJ Maxx AND Major stores bought past 3 months: TJ Maxx)]



"Advertising Actions"

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



Why Use Local AM/FM Radio?

15.8% of WASHINGTON, DC DMA P18+ who Purchased Items In-Store at TJ MAXX in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -13% Below the WASHINGTON, DC DMA Market Average of 18.3%.

WASHINGTON, DC

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

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

WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Mar25 Qual Intab: 877
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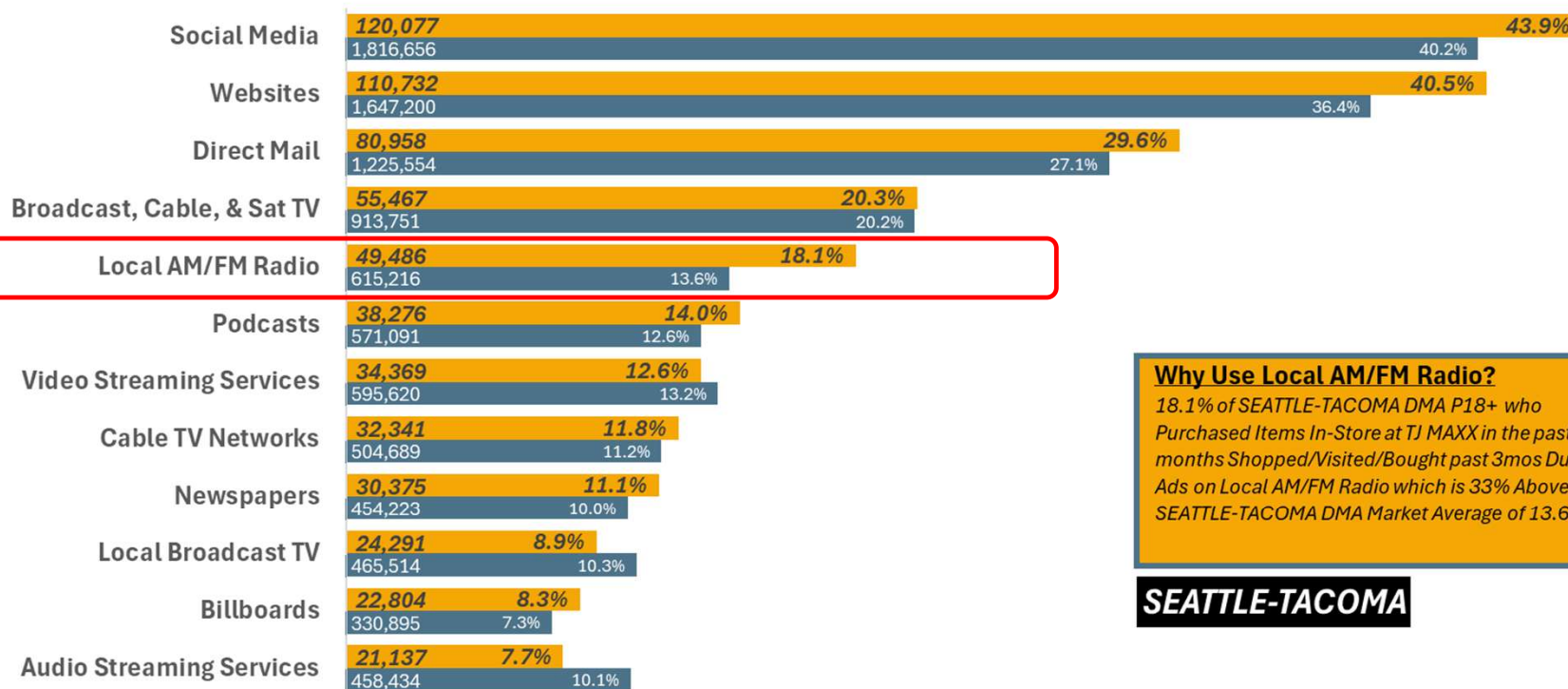
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[(Major stores shopped in-store past 3 months: TJ Maxx AND Major stores bought past 3 months: TJ Maxx)]



"Advertising Actions"

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



Why Use Local AM/FM Radio?

18.1% of SEATTLE-TACOMA DMA P18+ who Purchased Items In-Store at TJ MAXX in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 33% Above the SEATTLE-TACOMA DMA Market Average of 13.6%.

SEATTLE-TACOMA

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

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

SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 318

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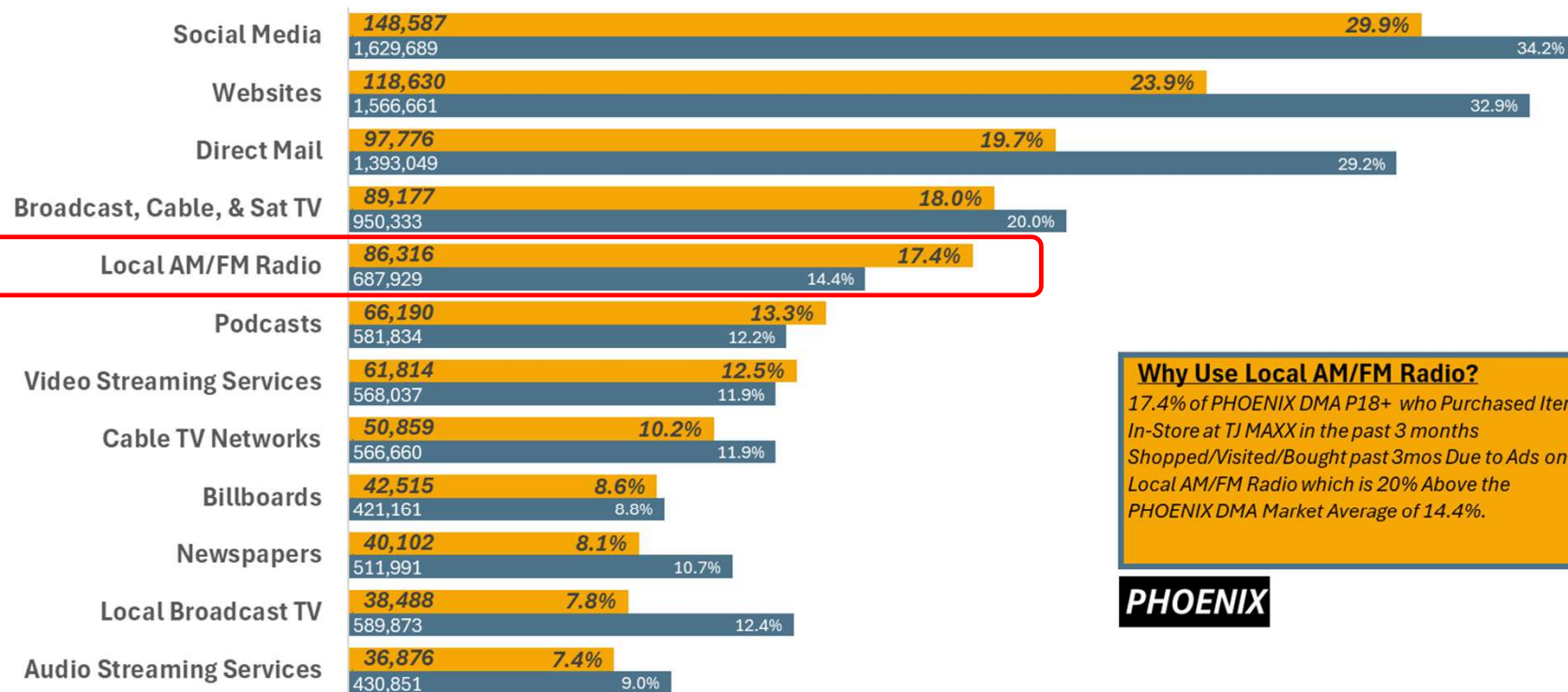
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[[Major stores shopped in-store past 3 months: TJ Maxx AND Major stores bought past 3 months: TJ Maxx]]



"Advertising Actions"

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



Why Use Local AM/FM Radio?

17.4% of PHOENIX DMA P18+ who Purchased Items In-Store at TJ MAXX in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 20% Above the PHOENIX DMA Market Average of 14.4%.

PHOENIX

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

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

PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab: 257
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[(Major stores shopped in-store past 3 months: TJ Maxx AND Major stores bought past 3 months: TJ Maxx)]