USA – $500K+HH NET WORTH P35+ past 12mo users of 5 different types of FINANCIAL SERVICES!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of $500K+HH NET WORTH P35+ past 12mo Users of TAX PREPARATION SERVICES, ACCOUNTANTS, FINANCIAL PLANNERS, STOCKBROKERS, ESTATE PLANNERS as of April 2024!

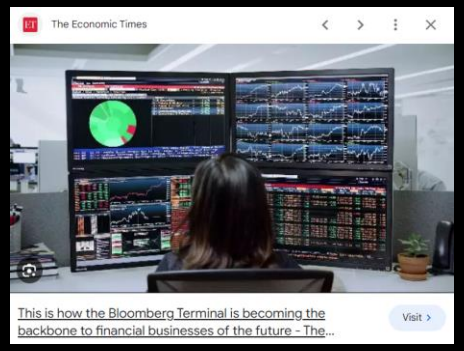
H&R BLOCK

Edward Jones
MAKING SENSE OF INVESTING

Deloitte.

charles SCHWAB

BESSEMER TRUST



[(Age summaries: Adults 35 or older AND (Acxiom NetWorth Gold (HHLD): $500,000 - $999,999 OR Acxiom NetWorth Gold (HHLD): $1,000,000 - $1,999,999 OR Acxiom NetWorth Gold (HHLD): $2,000,000 +))] AND Professional services used by HHLD past 12 months (HHLD): Tax preparation service
[(Age summaries: Adults 35 or older AND (Acxiom NetWorth Gold (HHLD): $500,000 - $999,999 OR Acxiom NetWorth Gold (HHLD): $1,000,000 - $1,999,999 OR Acxiom NetWorth Gold (HHLD): $2,000,000 +))] AND Professional services used by HHLD past 12 months (HHLD): Accountant
[(Age summaries: Adults 35 or older AND (Acxiom NetWorth Gold (HHLD): $500,000 - $999,999 OR Acxiom NetWorth Gold (HHLD): $1,000,000 - $1,999,999 OR Acxiom NetWorth Gold (HHLD): $2,000,000 +))] AND Professional services used by HHLD past 12 months (HHLD): Financial planner
[(Age summaries: Adults 35 or older AND (Acxiom NetWorth Gold (HHLD): $500,000 - $999,999 OR Acxiom NetWorth Gold (HHLD): $1,000,000 - $1,999,999 OR Acxiom NetWorth Gold (HHLD): $2,000,000 +))] AND Professional services used by HHLD past 12 months (HHLD): Stockbroker
(Age summaries: Adults 35 or older AND (Acxiom NetWorth Gold (HHLD): $500,000 - $999,999 OR Acxiom NetWorth Gold (HHLD): $1,000,000 - $1,999,999 OR Acxiom NetWorth Gold (HHLD): $2,000,000 +))] AND Professional services used by HHLD past 12 months (HHLD): Estate planning

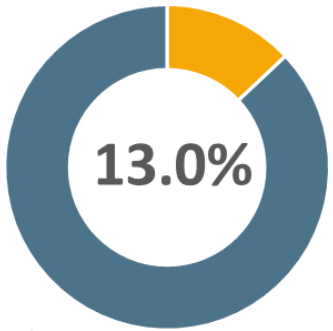
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

HUBBARD BROADCASTING INC. HB INC.

H&R BLOCK

13.% or 24,403,805 of USA Adults 35 or older have a $500K+HH Net Worth and used a TAX PREP SVC past 12mos. Typical Adults 35 or older who have a $500K+HH Net Worth and used a TAX PREP SVC past 12mos are 60.4 years old (4.7% older than average) and have a $148,020 (61.3% higher than average) annual household…

Percent of Market: Adults 35 or older

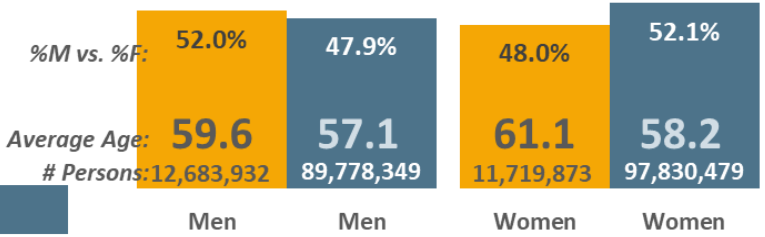


- who have a $500K+HH Net Worth and used a TAX PREP SVC past 12mos
- Remainder of USA Metro

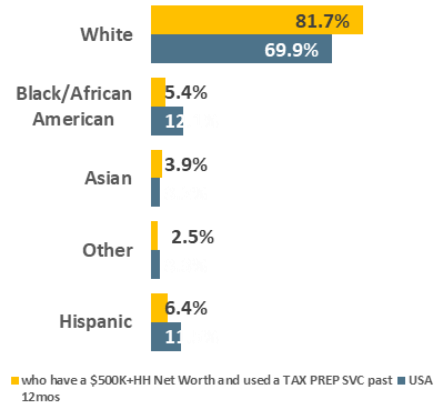
Total Persons:



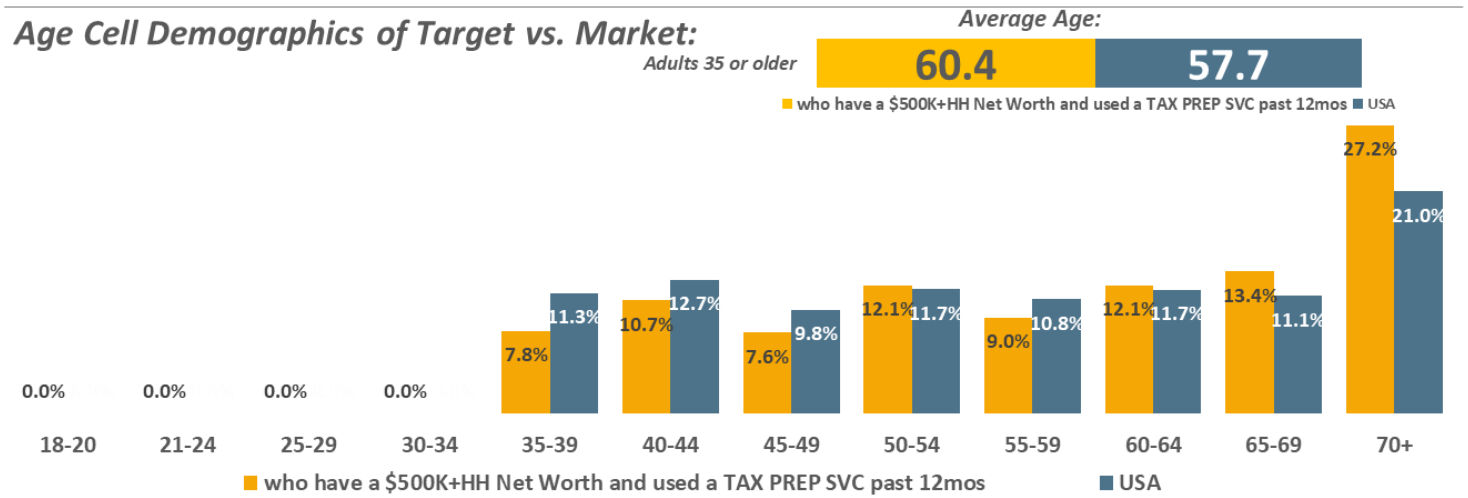
Gender of Target vs. Market: Adults 35 or older



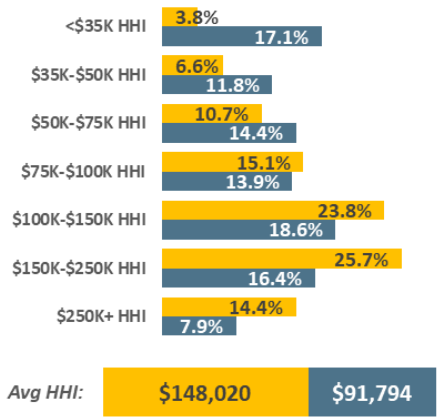
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $148,020 | $91,794

USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *8,169*

USA Jan23-Feb24 *USA Projection* *Qual Intab* *18,935*

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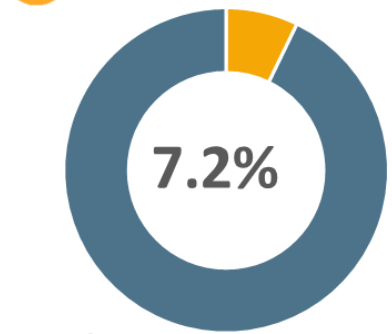
[(Age summaries: Adults 35 or older AND (Acxiom NetWorth Gold (HHLD): $500,000 - $999,999 OR Acxiom NetWorth Gold (HHLD): $1,000,000 - $1,999,999 OR Acxiom NetWorth Gold (HHLD): $2,000,000 +))] AND Professional services used by HHLD past 12 months (HHLD): Tax preparation service

Deloitte.

7.2% or 13,482,885 of USA Adults 35 or older have a $500K+HH Net Worth and used an ACCOUNTANT past 12mos. Typical Adults 35 or older who have a $500K+HH Net Worth and used an ACCOUNTANT past 12mos are 61.2 years old (6.1% older than average) and have a $165,385 (80.2% higher than average) annual household…

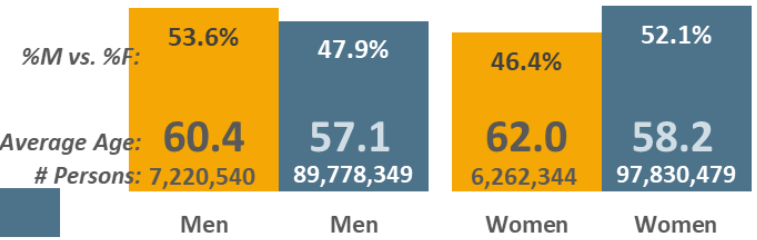
Percent of Market: Adults 35 or older



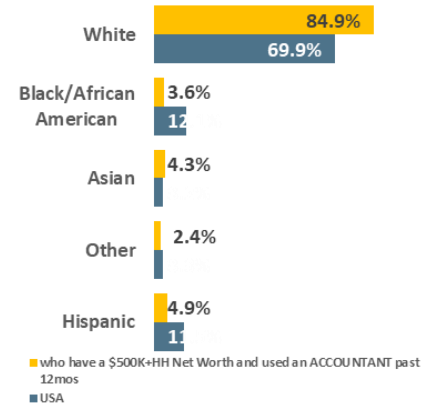
Total Persons:



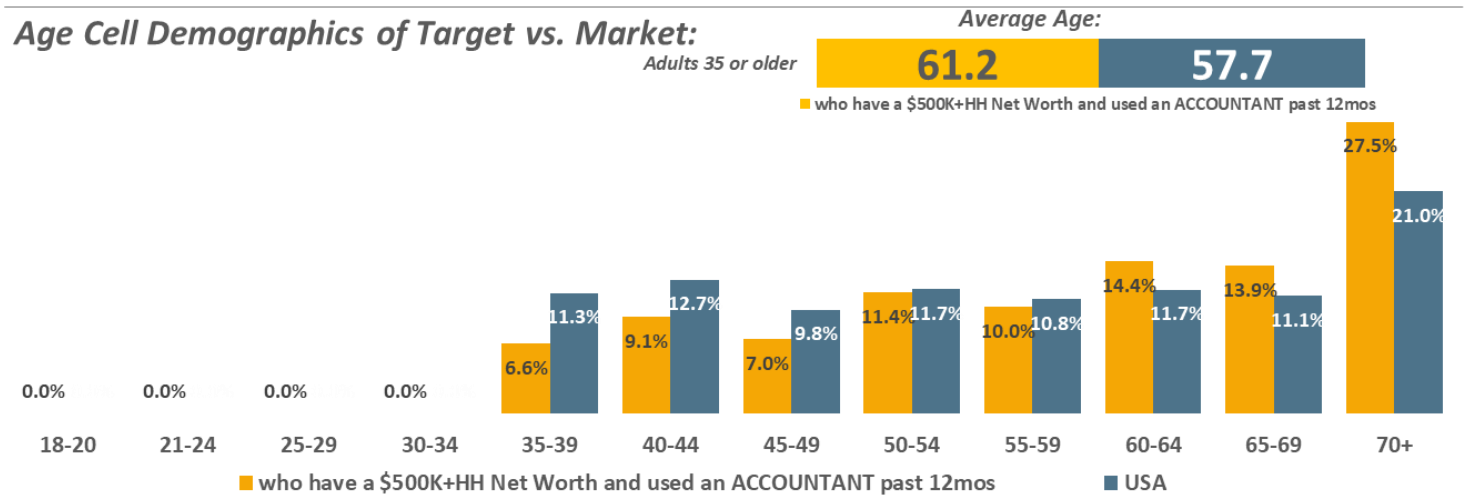
Gender of Target vs. Market: Adults 35 or older



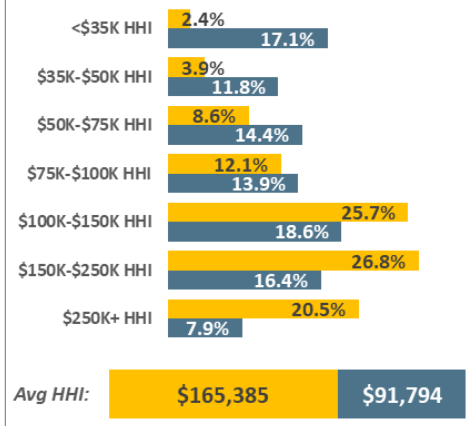
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 8,169

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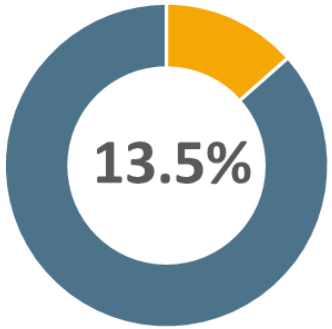
USA Jan23-Feb24 USA Projection Qual Intab 18,935

[(Age summaries: Adults 35 or older AND (Acxiom NetWorth Gold (HHLD): $500,000 - $999,999 OR Acxiom NetWorth Gold (HHLD): $1,000,000 - $1,999,999 OR Acxiom NetWorth Gold (HHLD): $2,000,000 +))] AND Professional services used by HHLD past 12 months (HHLD): Accountant

Edward Jones
MAKING SENSE OF INVESTING

13.5% or 25,270,934 of USA Adults 35 or older have a $500K+HH Net Worth and used a FINANCIAL PLANNER…
Typical Adults 35 or older who have a $500K+HH Net Worth and used a FINANCIAL PLANNER past 12mos are 61.4 years old (6.6% older than average) and have a $152,422 (66.% higher than average) annual…

Percent of Market: Adults 35 or older

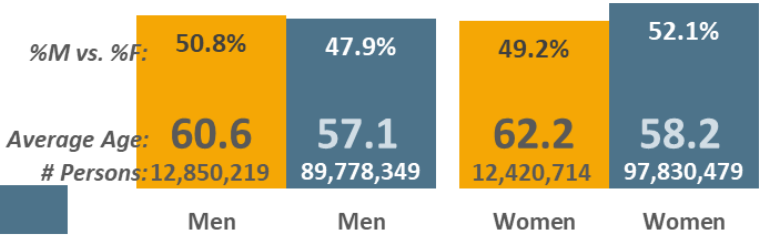


- who have a $500K+HH Net Worth and used a FINANCIAL PLANNER past 12mos
- Remainder of USA Metro

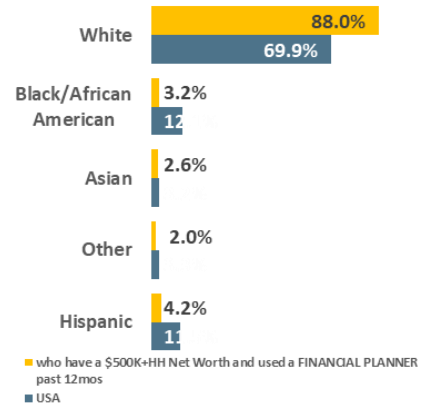
Total Persons:



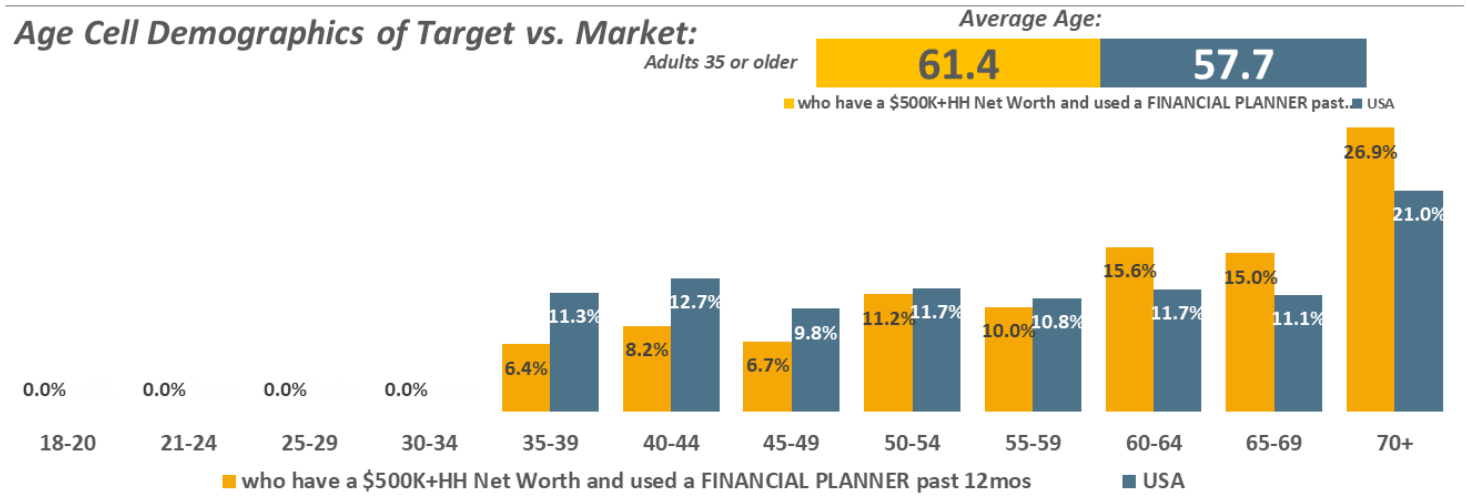
Gender of Target vs. Market: Adults 35 or older



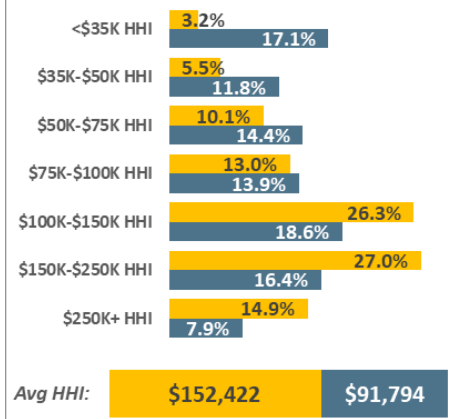
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $152,422 | $91,794

USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *8,169*

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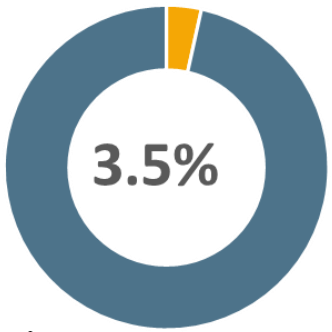
USA Jan23-Feb24 *USA Projection* *Qual Intab* *18,935*

[(Age summaries: Adults 35 or older AND (Acxiom NetWorth Gold (HHLD): $500,000 - $999,999 OR Acxiom NetWorth Gold (HHLD): $1,000,000 - $1,999,999 OR Acxiom NetWorth Gold (HHLD): $2,000,000 +))] AND Professional services used by HHLD past 12 months (HHLD): Financial planner

charles SCHWAB

3.5% or 6,507,554 of USA Adults 35 or older have a $500K+HH Net Worth and used a STOCKBROKER past 12mos. Typical Adults 35 or older who have a $500K+HH Net Worth and used a STOCKBROKER past 12mos are 64.1 years old (11.2% older than average) and have a $155,010 (68.9% higher than average) annual household…

Percent of Market: Adults 35 or older

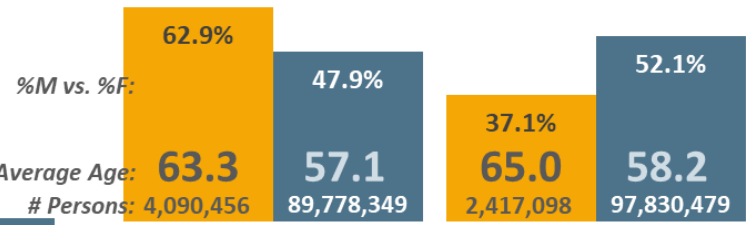


- who have a $500K+HH Net Worth and used a STOCKBROKER past 12mos
- Remainder of USA Metro

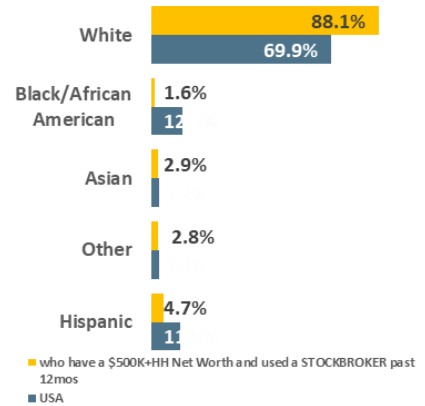
Total Persons:



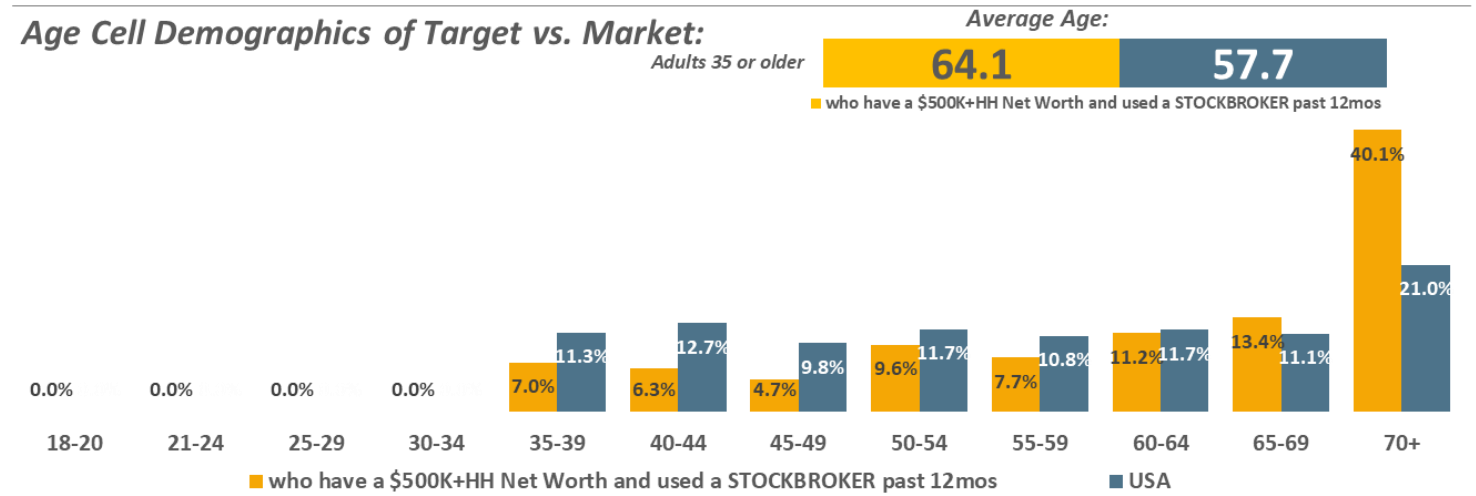
Gender of Target vs. Market: Adults 35 or older



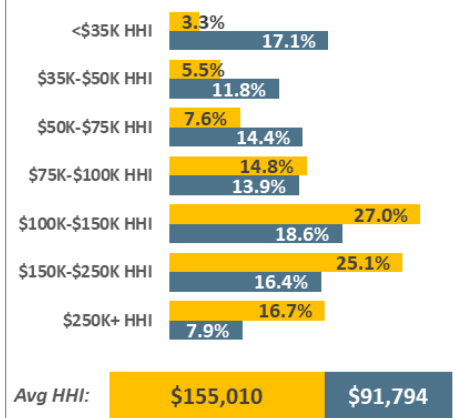
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $155,010 | $91,794

USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *8,169*

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USA Jan23-Feb24 *USA Projection* *Qual Intab* *18,935*

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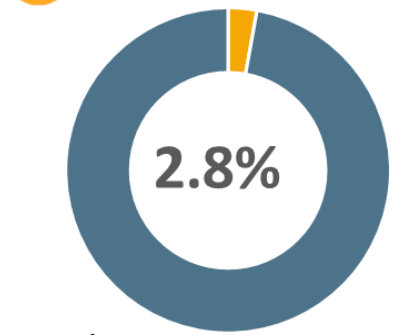
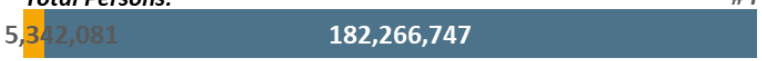
BESSEMER TRUST

2.8% or 5,342,081 of USA Adults 35 or older have a $500K+HH Net Worth and used an ESTATE PLANNER past…
Typical Adults 35 or older who have a $500K+HH Net Worth and used an ESTATE PLANNER past 12mos are 61.9 years old (7.4% older than average) and have a $159,998 (74.3% higher than average) annual…

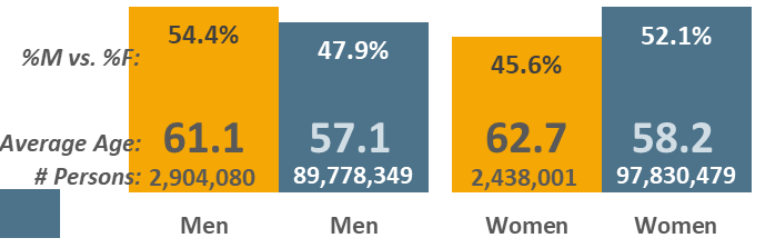
Percent of Market: Adults 35 or older



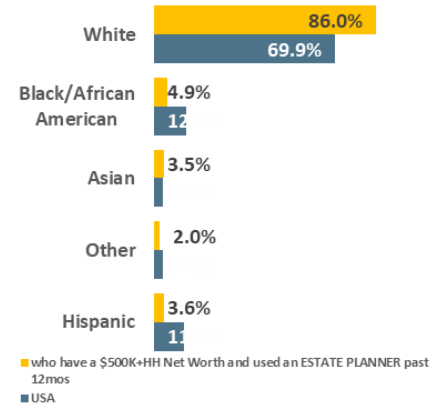
Total Persons:



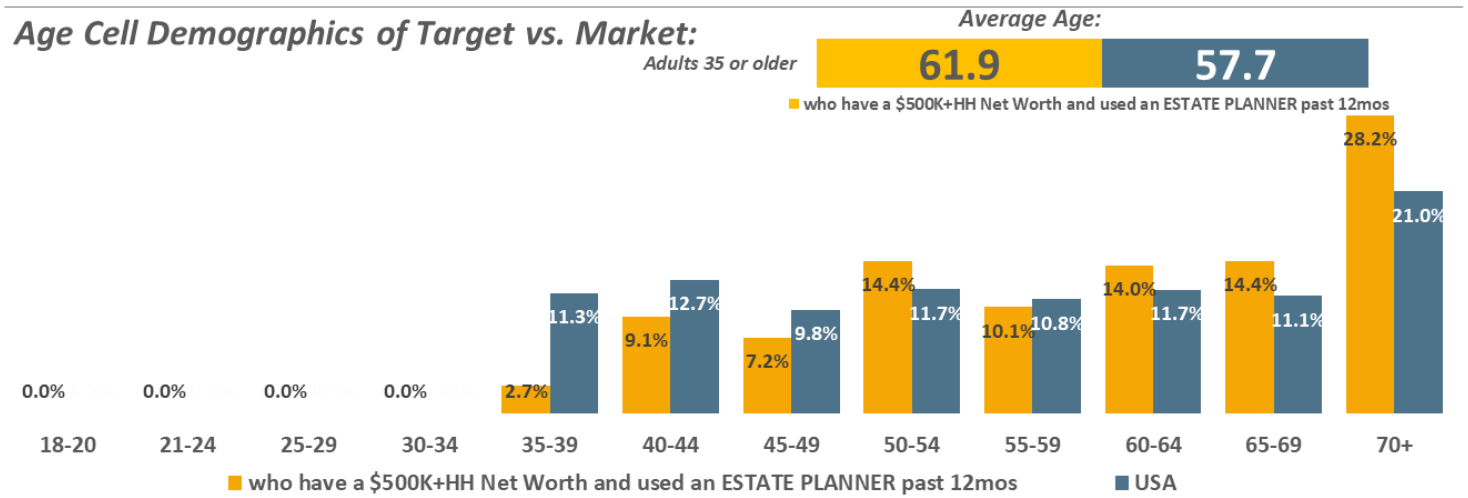
Gender of Target vs. Market: Adults 35 or older



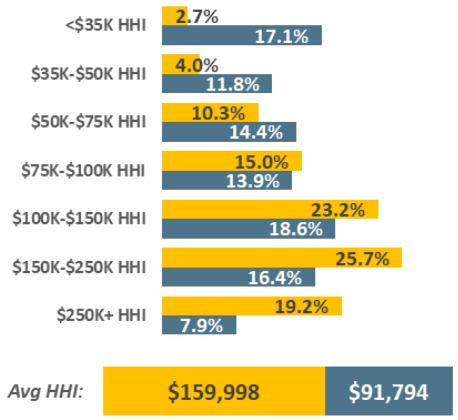
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 8,169

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USA Jan23-Feb24 USA Projection Qual Intab 18,935

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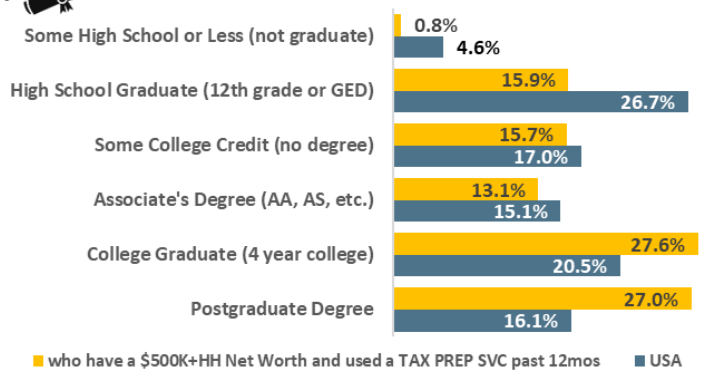
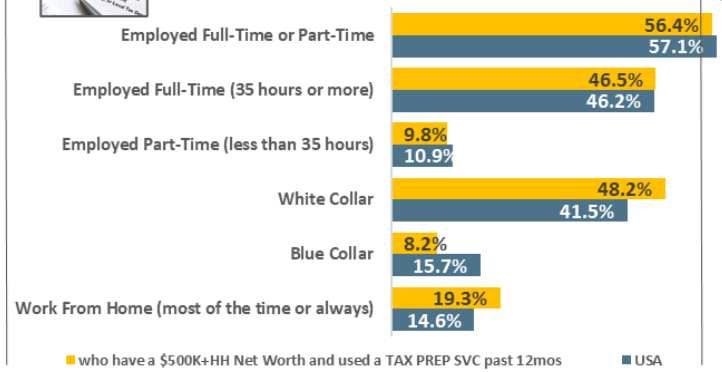
H&R BLOCK

13.% or 24,403,805 of USA Adults 35 or older have a $500K+HH Net Worth and used a TAX PREP SVC past 12mos. Adults 35 or older who have a $500K+HH Net Worth and used a TAX PREP SVC past 12mos are 49.% more likely to be a college graduate, .6% more likely to work full-time, 27.9% more likely to be married, 4.5% less likely to be a parent of 1 or more children un

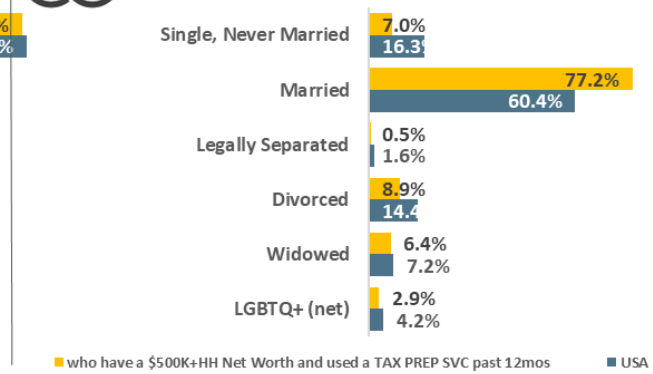
Education Levels: Adults 35 or older



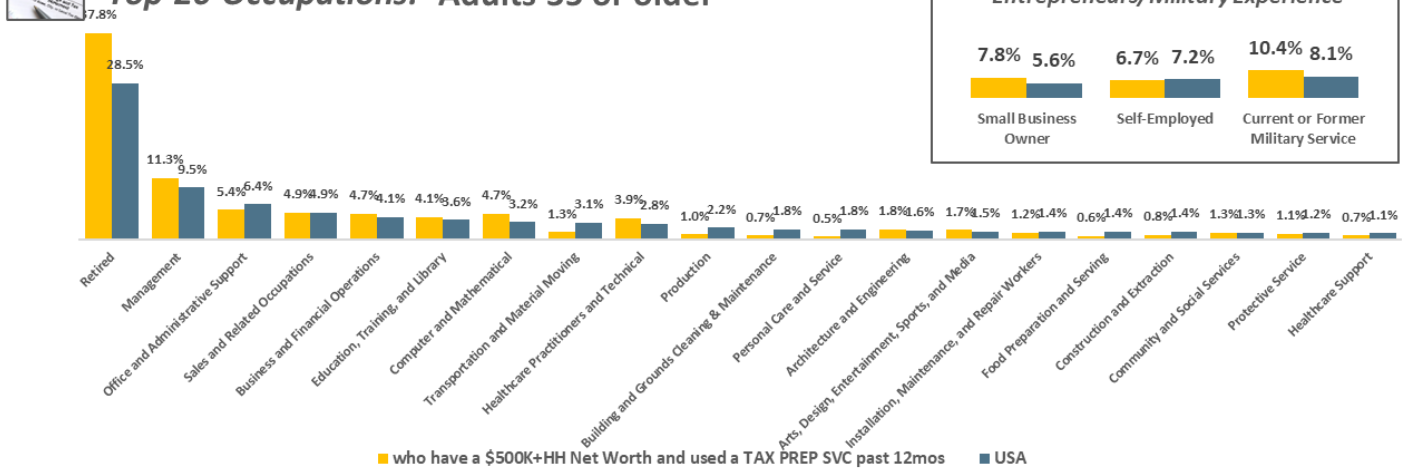
Employment: Adults 35 or older



Marital Status: Adults 35 or older

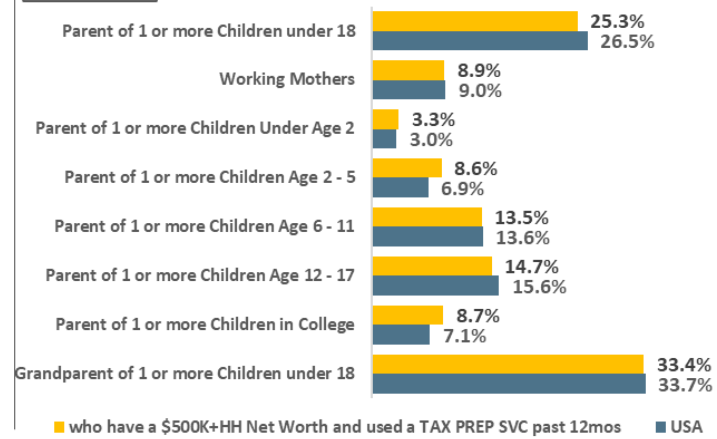


Top-20 Occupations: Adults 35 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 35 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 8,169

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USA Jan23-Feb24 USA Projection Qual Intab 18,935

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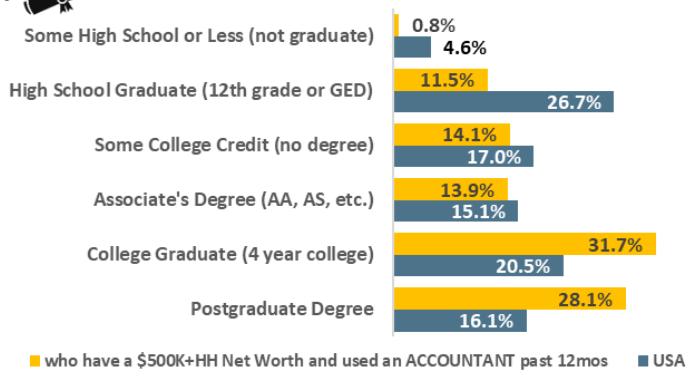
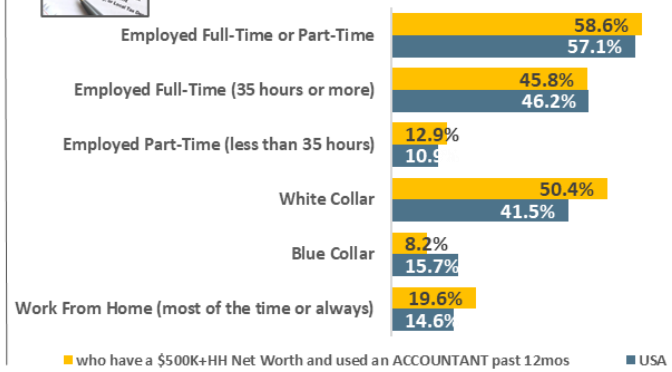
Deloitte.

7.2% or 13,482,885 of USA Adults 35 or older have a $500K+HH Net Worth and used an ACCOUNTANT past… Adults 35 or older who have a $500K+HH Net Worth and used an ACCOUNTANT past 12mos are 63.3% more likely to be a college graduate, 1.% less likely to work full-time, 37.4% more likely to be married, 10.5% less likely to be a parent of 1 or more children u

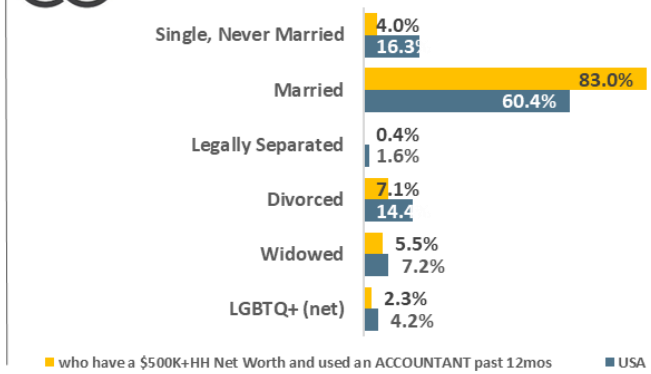
Education Levels: Adults 35 or older



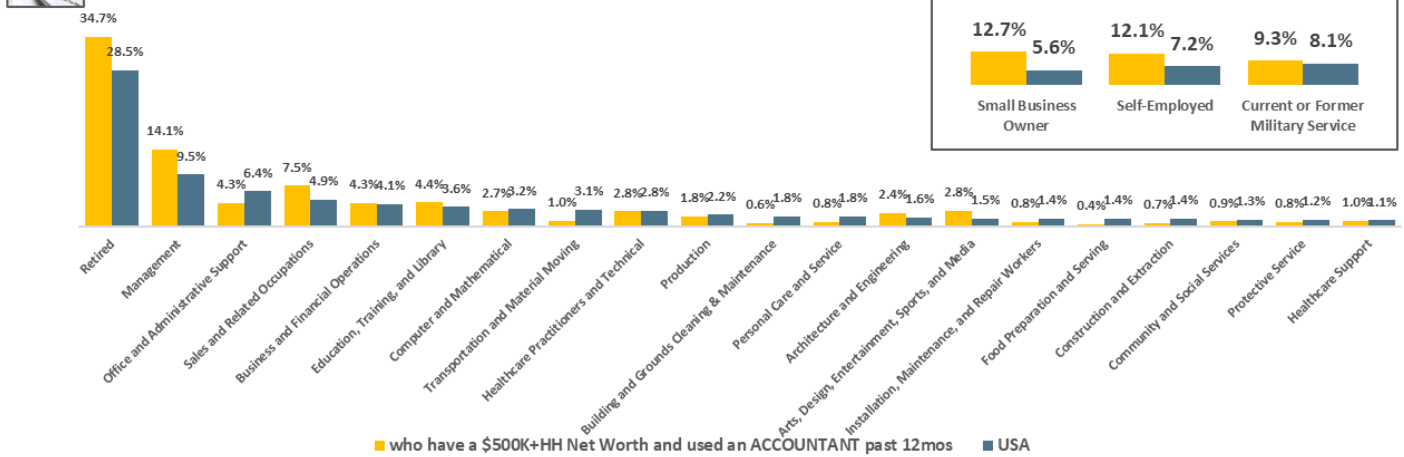
Employment: Adults 35 or older



Marital Status: Adults 35 or older

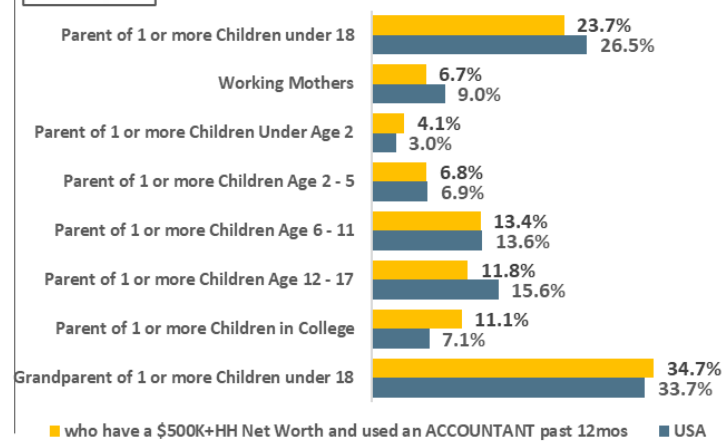


Top-20 Occupations: Adults 35 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 35 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 8,169

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USA Jan23-Feb24 USA Projection Qual Intab 18,935

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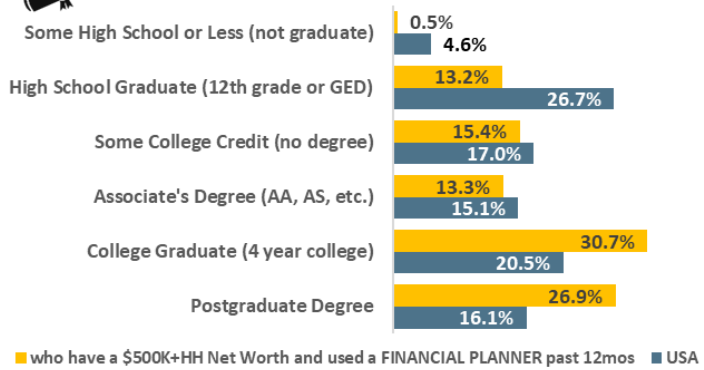
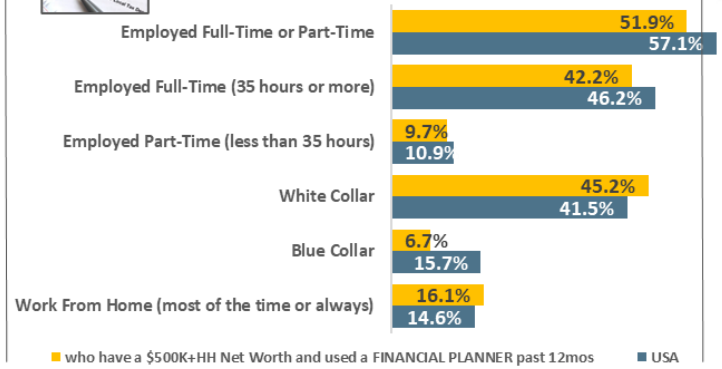
Edward Jones
MAKING SENSE OF INVESTING

13.5% or 25,270,934 of USA Adults 35 or older have a $500K+HH Net Worth and used a FINANCIAL PLANNER...
Adults 35 or older who have a $500K+HH Net Worth and used a FINANCIAL PLANNER past 12mos are 57.2% more likely to be a college graduate, 8.8% less likely to work full-time, 33.% more likely to be married, 15.7% less likely to be a parent of 1 or more chil

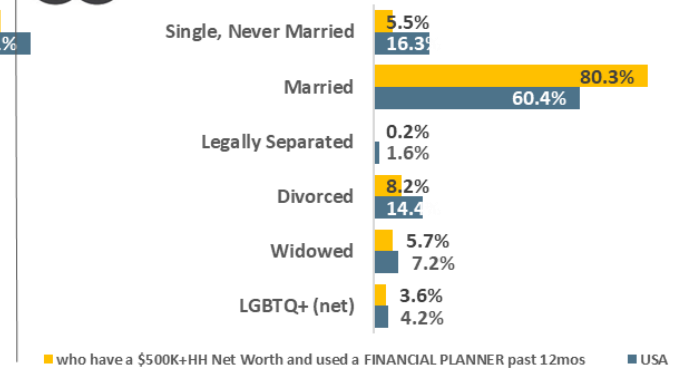
Education Levels: Adults 35 or older



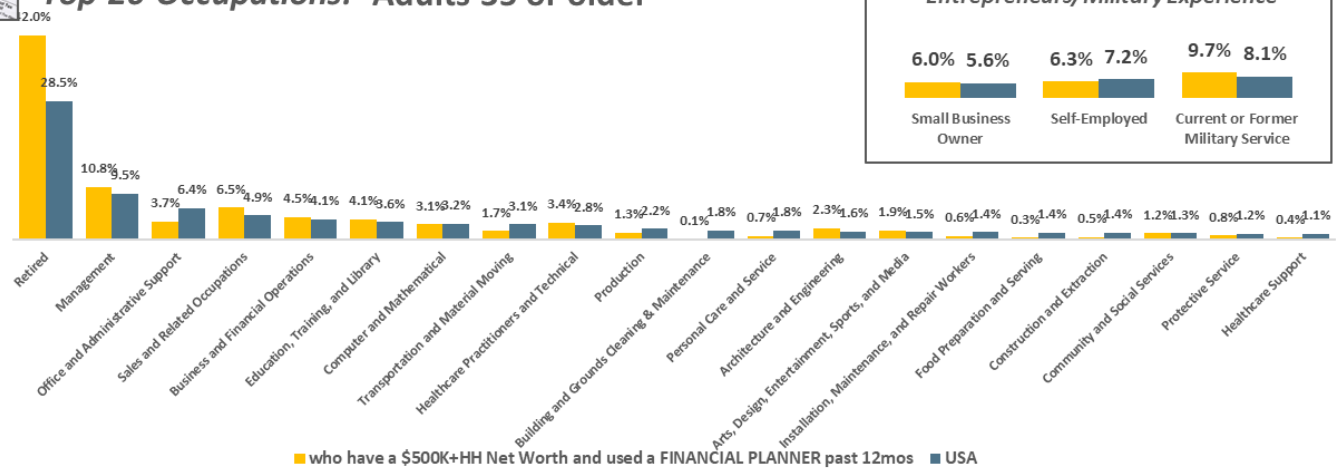
Employment: Adults 35 or older



Marital Status: Adults 35 or older

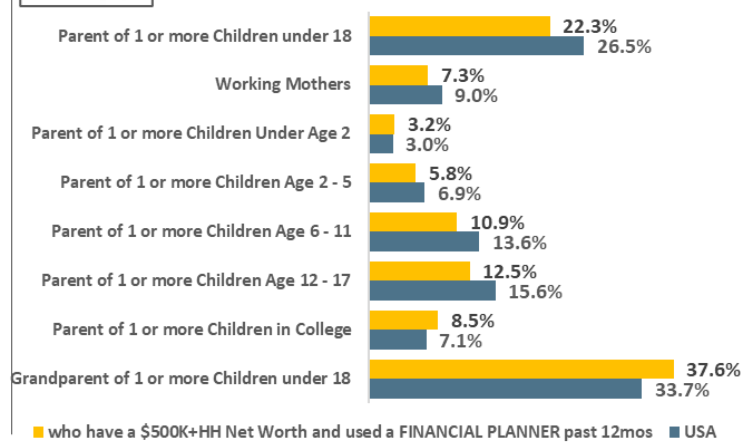


Top-20 Occupations: Adults 35 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 35 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 8,169

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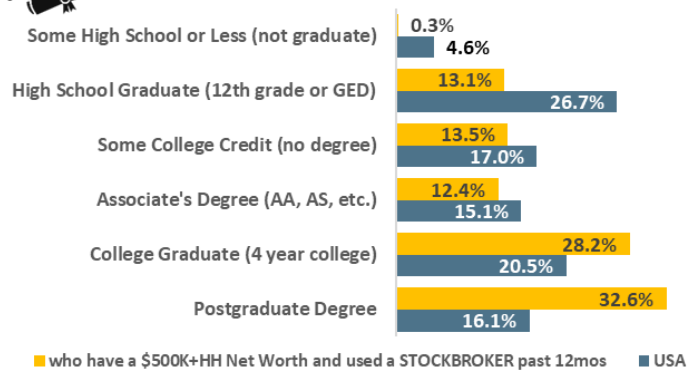
USA Jan23-Feb24 USA Projection Qual Intab 18,935

[(Age summaries: Adults 35 or older AND (Acxiom NetWorth Gold (HHLD): $500,000 - $999,999 OR Acxiom NetWorth Gold (HHLD): $1,000,000 - $1,999,999 OR Acxiom NetWorth Gold (HHLD): $2,000,000 +))] AND Professional services used by HHLD past 12 months (HHLD): Financial planner

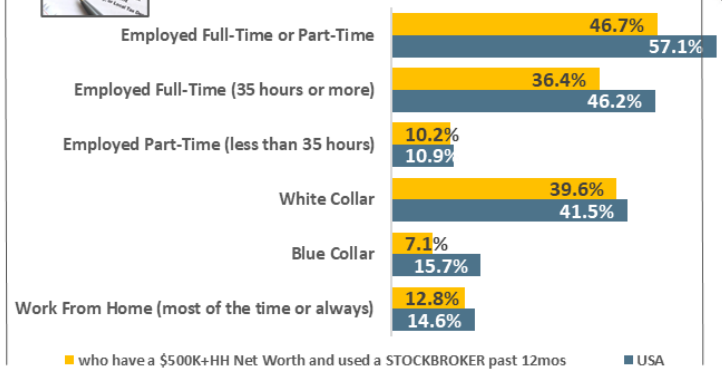
charles SCHWAB

3.5% or 6,507,554 of USA Adults 35 or older have a $500K+HH Net Worth and used a STOCKBROKER past 12mos. Adults 35 or older who have a $500K+HH Net Worth and used a STOCKBROKER past 12mos are 66.% more likely to be a college graduate, 21.2% less likely to work full-time, 29.1% more likely to be married, 35.6% less likely to be a parent of 1 or more children

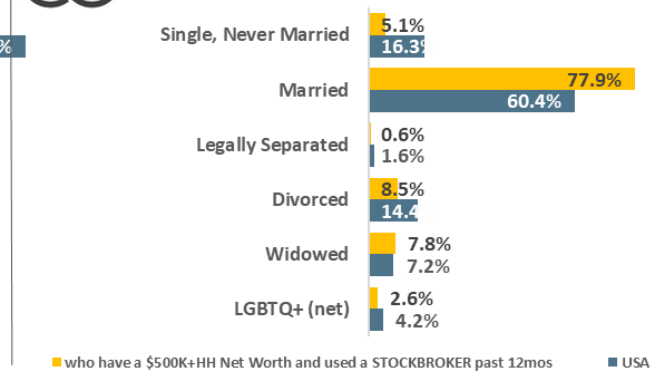
Education Levels: Adults 35 or older



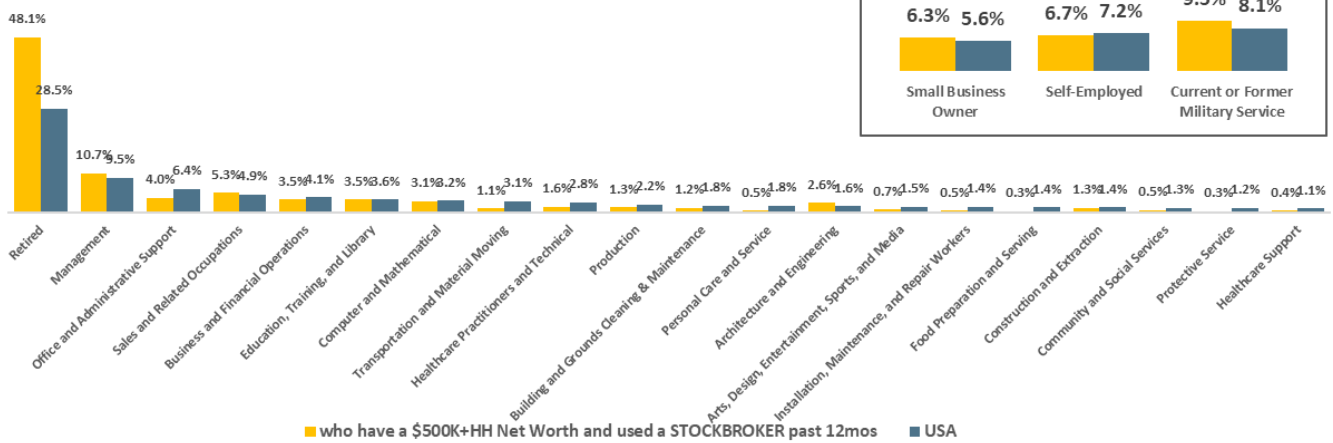
Employment: Adults 35 or older



Marital Status: Adults 35 or older

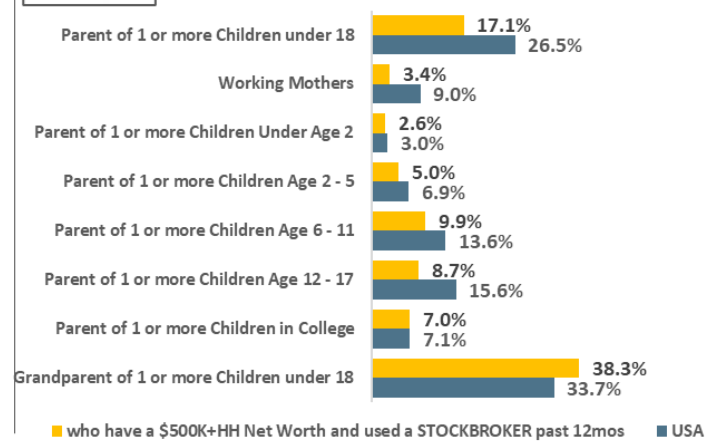


Top-20 Occupations: Adults 35 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 35 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 8,169

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USA Jan23-Feb24 USA Projection Qual Intab 18,935

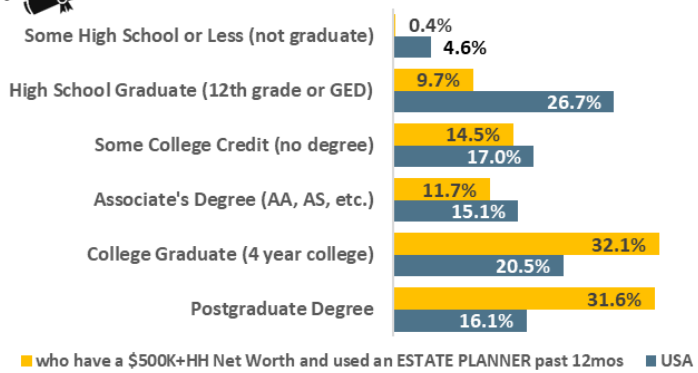
©

[(Age summaries: Adults 35 or older AND (Acxiom NetWorth Gold (HHLD): $500,000 - $999,999 OR Acxiom NetWorth Gold (HHLD): $1,000,000 - $1,999,999 OR Acxiom NetWorth Gold (HHLD): $2,000,000 +))] AND Professional services used by HHLD past 12 months (HHLD): Stockbroker

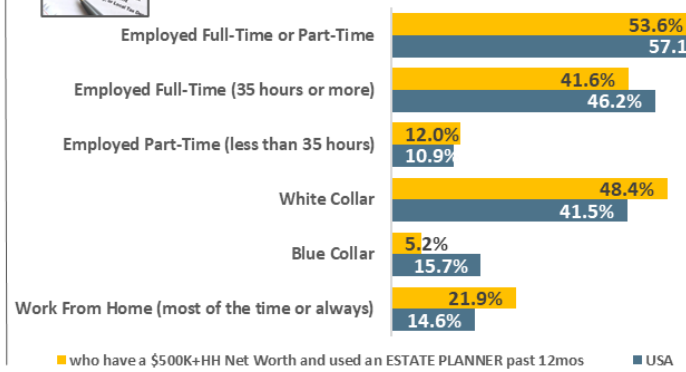
BESSEMER TRUST

2.8% or 5,342,081 of USA Adults 35 or older have a $500K+HH Net Worth and used an ESTATE PLANNER past…
Adults 35 or older who have a $500K+HH Net Worth and used an ESTATE PLANNER past 12mos are 73.9% more likely to be a college graduate, 10.1% less likely to work full-time, 31.% more likely to be married, 23.% less likely to be a parent of 1 or more childr

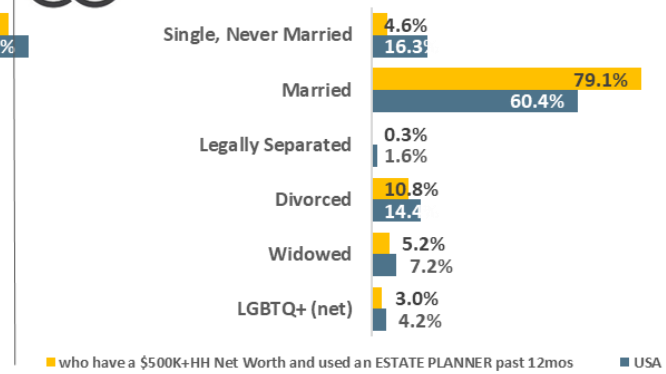
Education Levels: Adults 35 or older



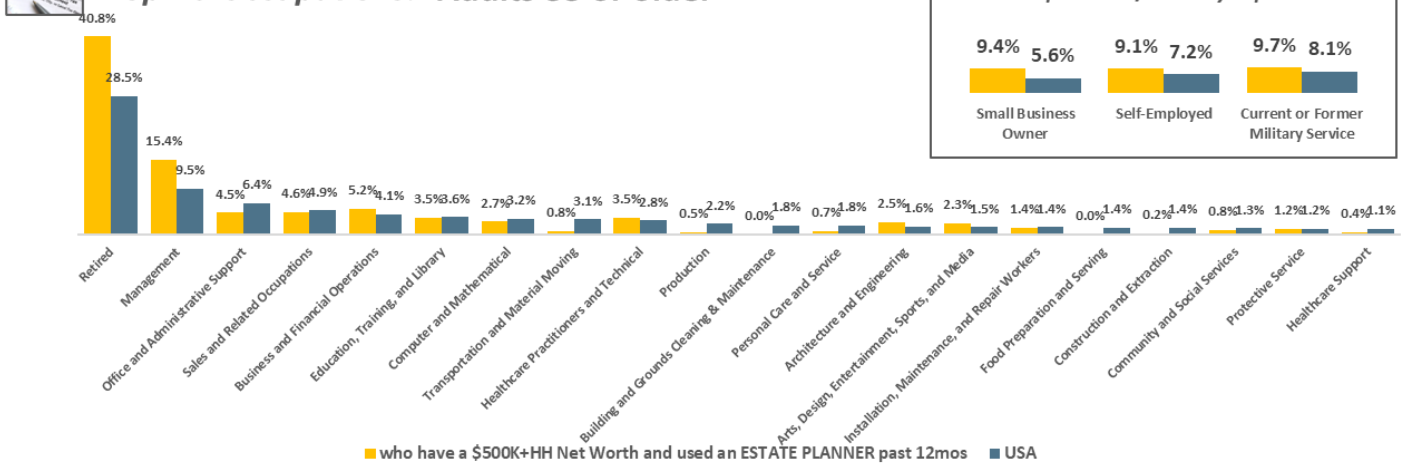
Employment: Adults 35 or older



Marital Status: Adults 35 or older

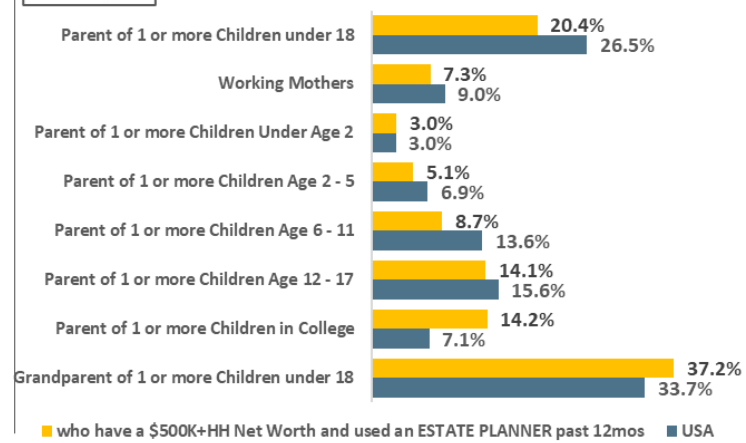


Top-20 Occupations: Adults 35 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 35 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 8,169

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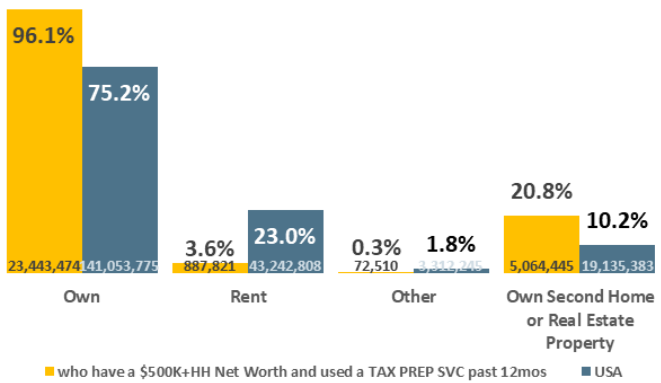
USA Jan23-Feb24 USA Projection Qual Intab 18,935

[(Age summaries: Adults 35 or older AND (Acxiom NetWorth Gold (HHLD): $500,000 - $999,999 OR Acxiom NetWorth Gold (HHLD): $1,000,000 - $1,999,999 OR Acxiom NetWorth Gold (HHLD): $2,000,000 +))] AND Professional services used by HHLD past 12 months (HHLD): Estate planning

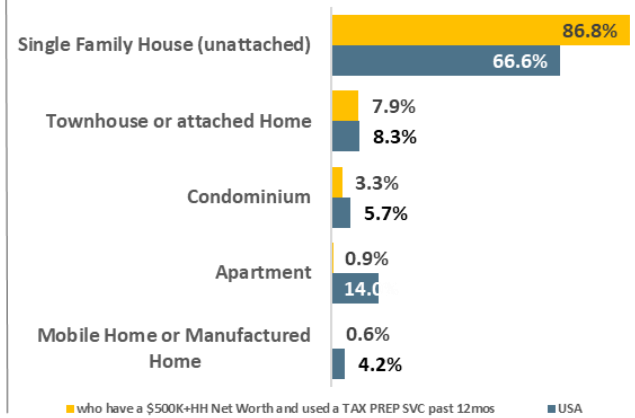
H&R BLOCK

13.% or 24,403,805 of USA Adults 35 or older have a $500K+HH Net Worth and used a TAX PREP SVC past 12mos. Adults 35 or older who have a $500K+HH Net Worth and used a TAX PREP SVC past 12mos are 27.8% more likely to own their home, 58.9% more likely to own a higher valued home, 30.2% more likely to have a single-family home, 6.1% more likely to have a dog.

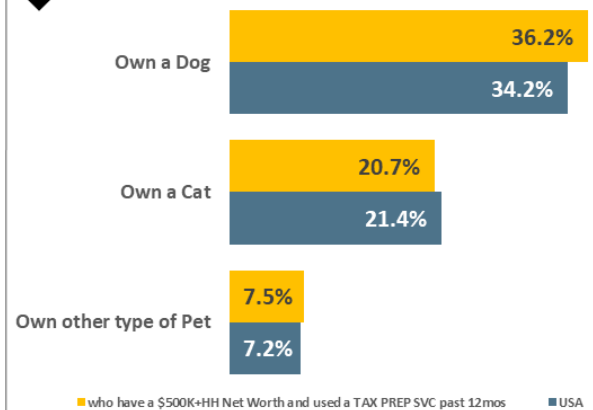
Own/Rent/Other: Adults 35 or older



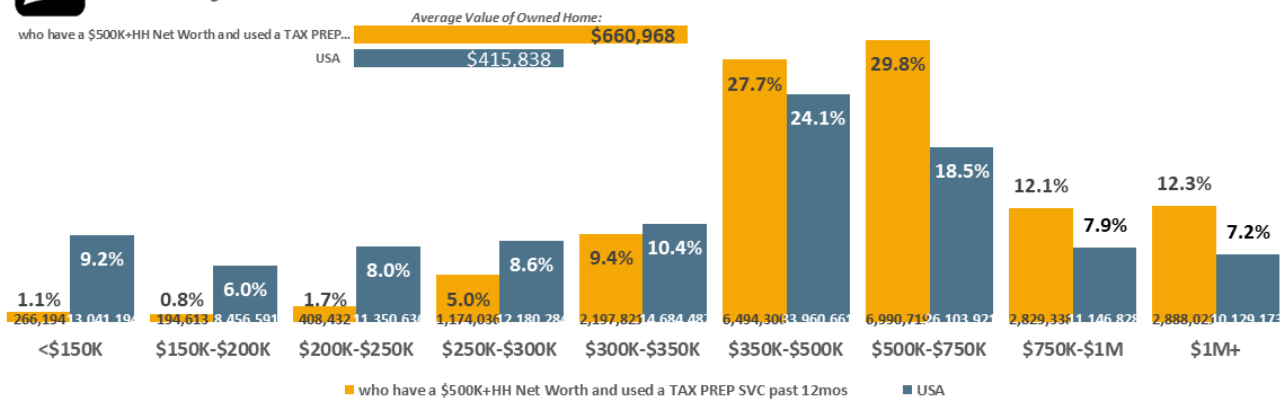
Type of Home: Adults 35 or older



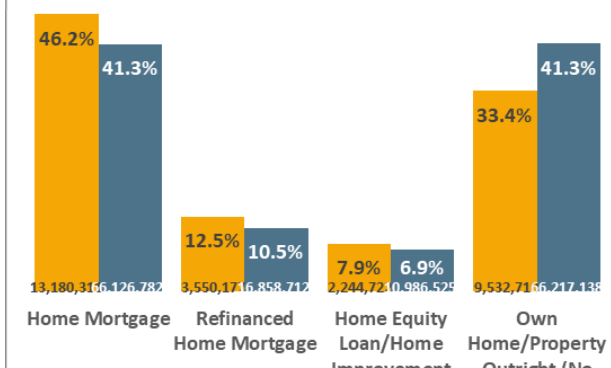
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *8,169*

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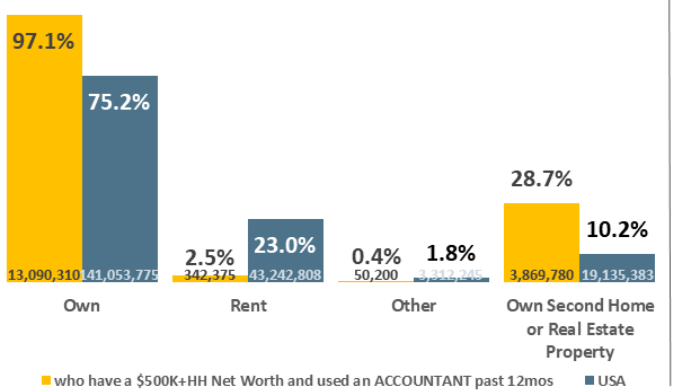
USA Jan23-Feb24 *USA Projection* *Qual Intab* *18,935*

[(Age summaries: Adults 35 or older AND (Acxiom NetWorth Gold (HHLD): $500,000 - $999,999 OR Acxiom NetWorth Gold (HHLD): $1,000,000 - $1,999,999 OR Acxiom NetWorth Gold (HHLD): $2,000,000 +))] AND Professional services used by HHLD past 12 months (HHLD): Tax preparation service

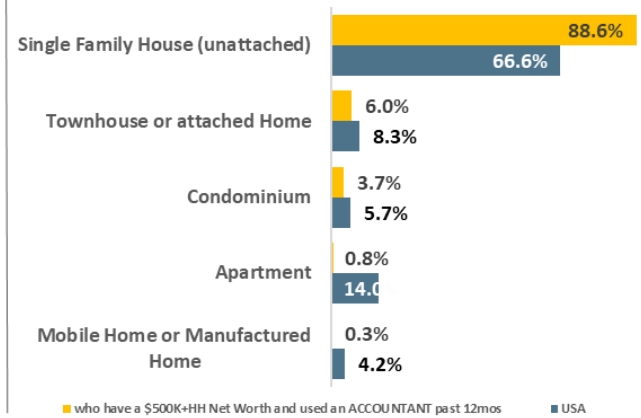
Deloitte.

7.2% or 13,482,885 of USA Adults 35 or older have a $500K+HH Net Worth and used an ACCOUNTANT past 12mos. Adults 35 or older who have a $500K+HH Net Worth and used an ACCOUNTANT past 12mos are 29.1% more likely to own their home, 82.% more likely to own a higher valued home, 33.% more likely to have a single-family home, 5.% more likely to have a dog.

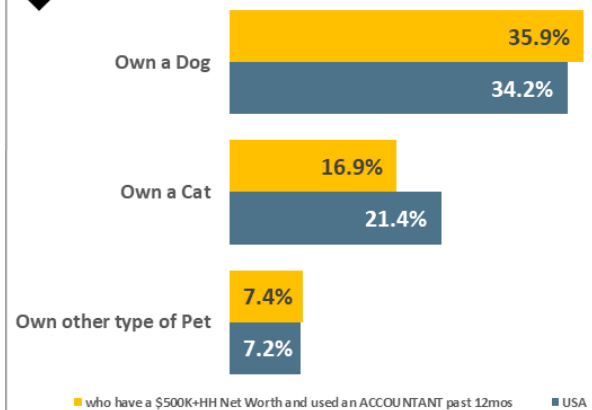
Own/Rent/Other: Adults 35 or older



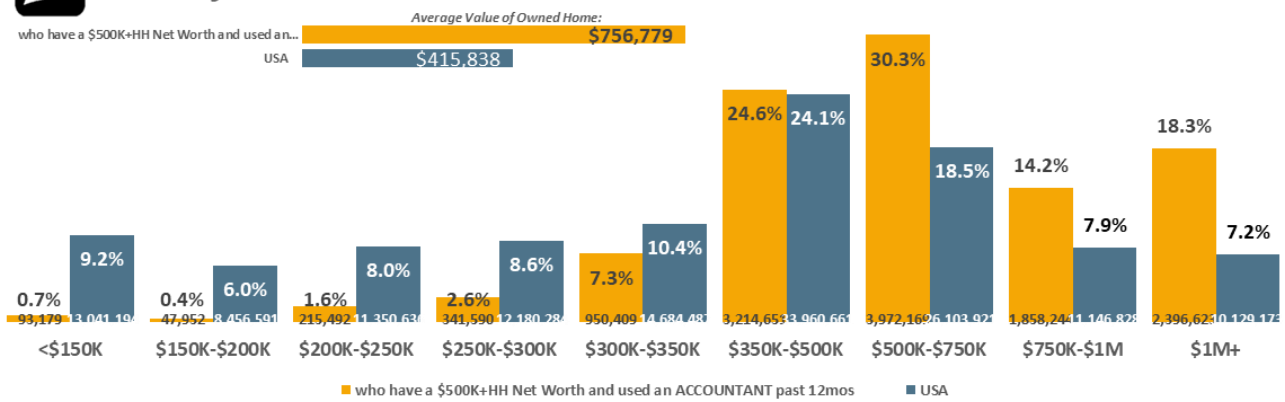
Type of Home: Adults 35 or older



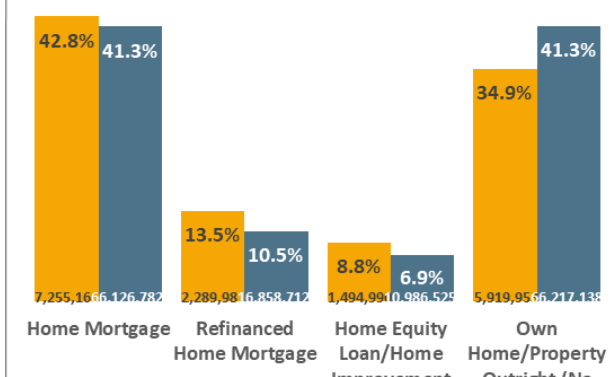
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *8,169*

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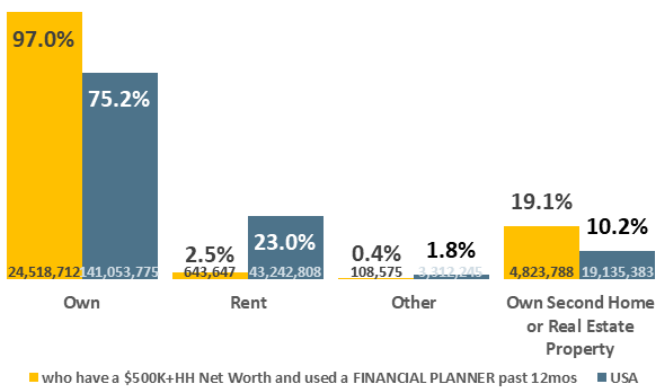
USA Jan23-Feb24 *USA Projection* *Qual Intab* *18,935*

[(Age summaries: Adults 35 or older AND (Acxiom NetWorth Gold (HHLD): $500,000 - $999,999 OR Acxiom NetWorth Gold (HHLD): $1,000,000 - $1,999,999 OR Acxiom NetWorth Gold (HHLD): $2,000,000 +))] AND Professional services used by HHLD past 12 months (HHLD): Accountant

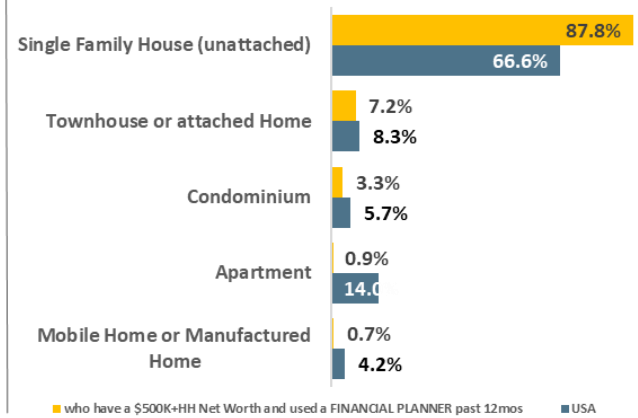
Edward Jones
MAKING SENSE OF INVESTING

13.5% or 25,270,934 of USA Adults 35 or older have a $500K+HH Net Worth and used a FINANCIAL PLANNER past…
Adults 35 or older who have a $500K+HH Net Worth and used a FINANCIAL PLANNER past 12mos are 29.% more likely to own their home, 63.4% more likely to own a higher valued home, 31.7% more likely to have a single-family home, 7.8% more likely to have a dog.

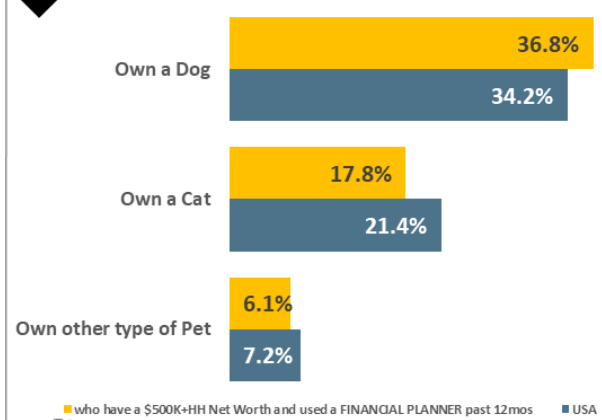
Own/Rent/Other: Adults 35 or older



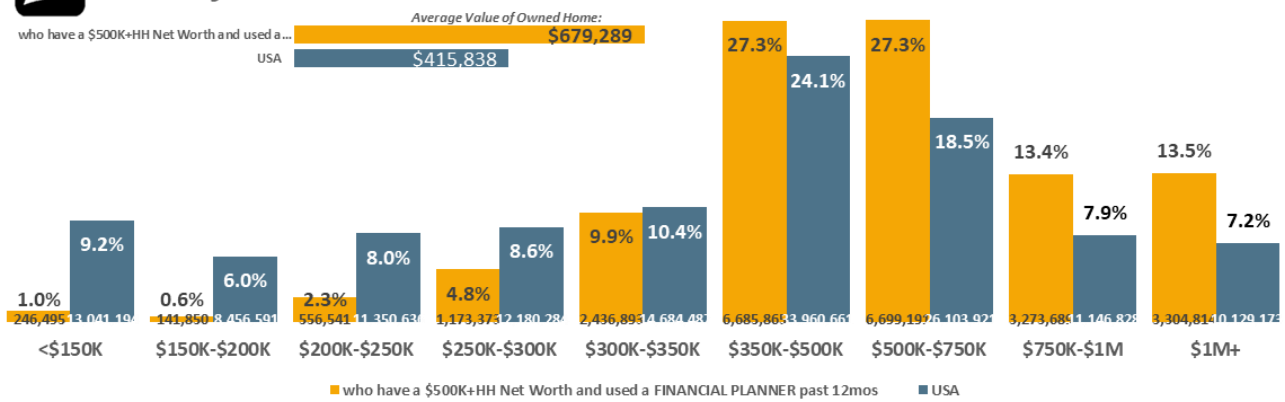
Type of Home: Adults 35 or older



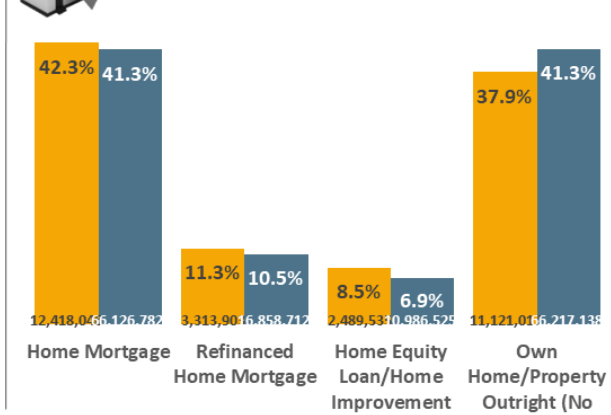
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *8,169*

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USA Jan23-Feb24 *USA Projection* *Qual Intab* *18,935*

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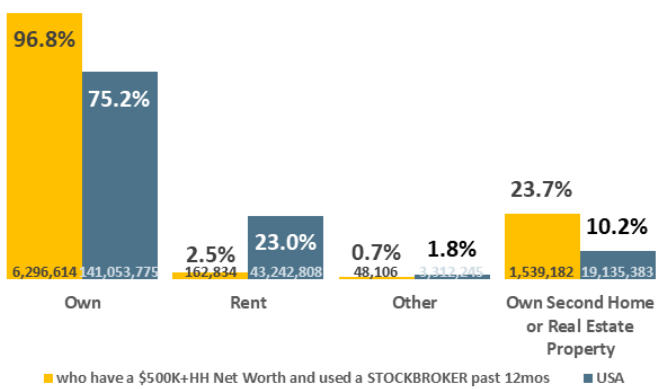
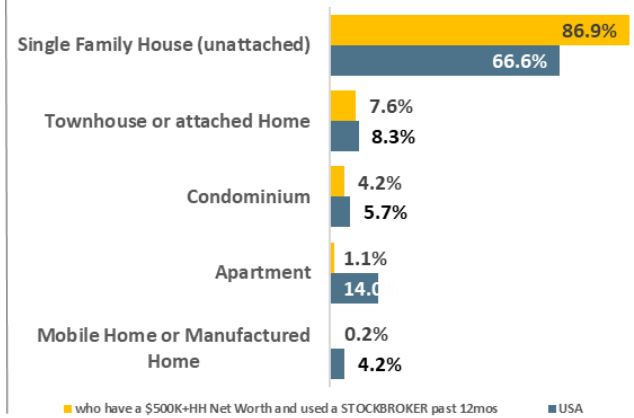
charles SCHWAB

3.5% or 6,507,554 of USA Adults 35 or older have a $500K+HH Net Worth and used a STOCKBROKER past 12mos. Adults 35 or older who have a $500K+HH Net Worth and used a STOCKBROKER past 12mos are 28.7% more likely to own their home, 80.9% more likely to own a higher valued home, 30.4% more likely to have a single-family home, 3.7% less likely to have a dog.

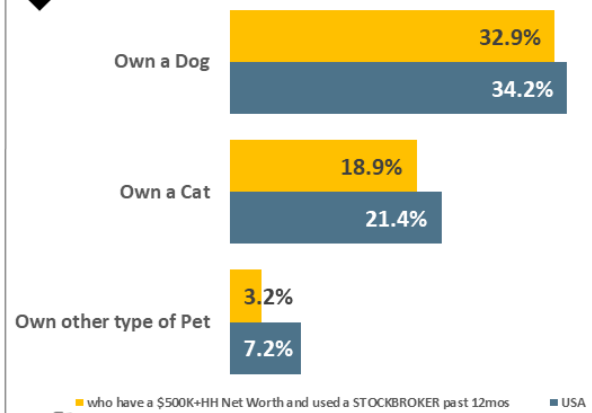
Own/Rent/Other: Adults 35 or older



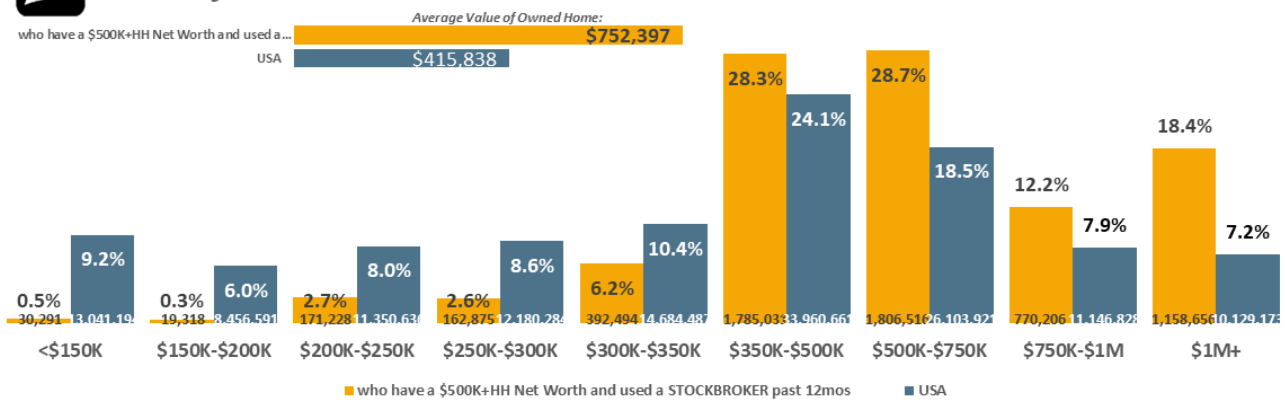
Type of Home: Adults 35 or older



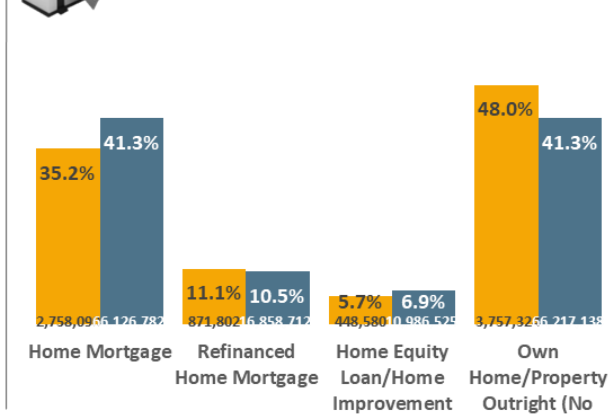
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *8,169*

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USA Jan23-Feb24 *USA Projection* *Qual Intab* *18,935*

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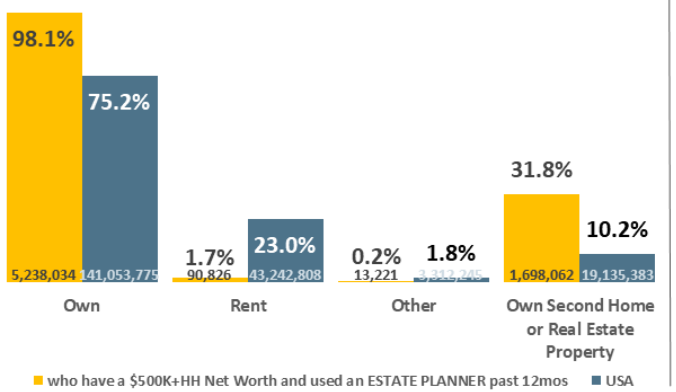
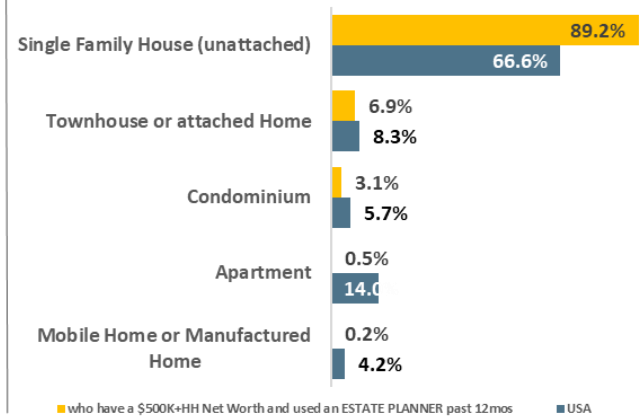
BESSEMER TRUST

2.8% or 5,342,081 of USA Adults 35 or older have a $500K+HH Net Worth and used an ESTATE PLANNER past 12mos. Adults 35 or older who have a $500K+HH Net Worth and used an ESTATE PLANNER past 12mos are 30.4% more likely to own their home, 82.3% more likely to own a higher valued home, 33.9% more likely to have a single-family home, 8.8% less likely to have a dog.

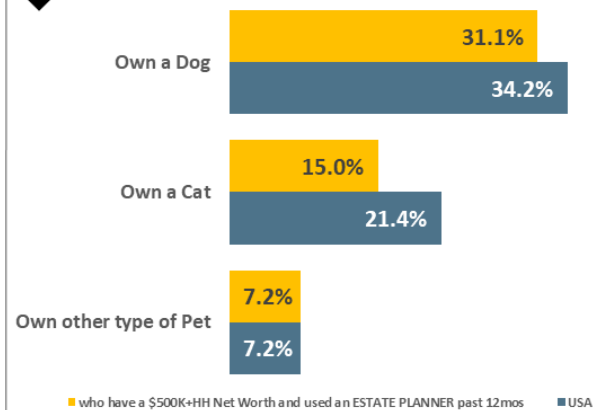
Own/Rent/Other: Adults 35 or older



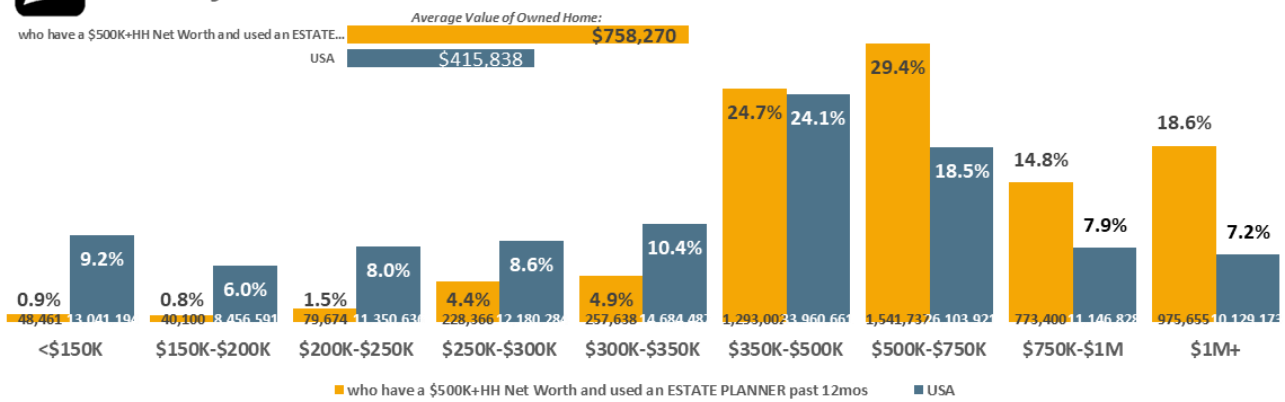
Type of Home: Adults 35 or older



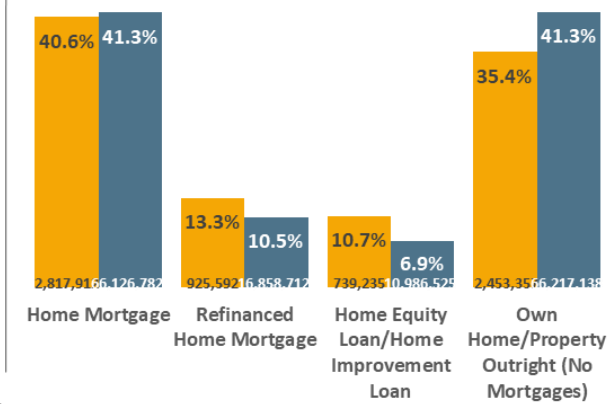
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *8,169*

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USA Jan23-Feb24 *USA Projection* *Qual Intab* *18,935*

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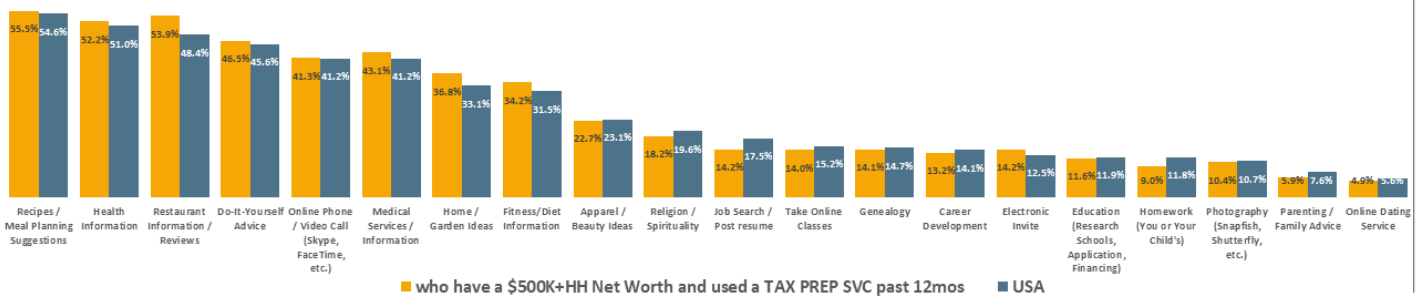
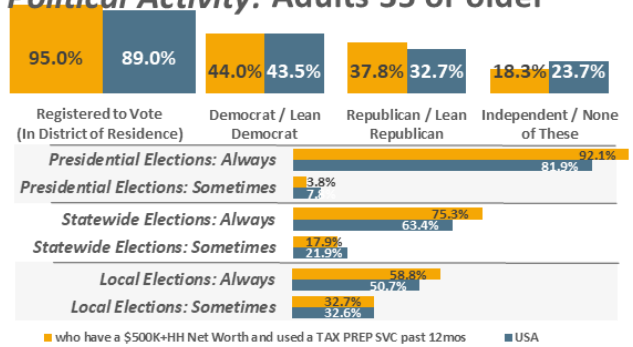
H&R BLOCK

13.% or 24,403,805 of USA Adults 35 or older have a $500K+HH Net Worth and used a TAX PREP SVC past… Adults 35 or older who have a $500K+HH Net Worth and used a TAX PREP SVC past 12mos are 2.% more likely to look up D-I-Y advice online, 16.% more likely to always vote in local elections, 32.5% more likely to belong to a gym, 21.5% more likely to fly dome

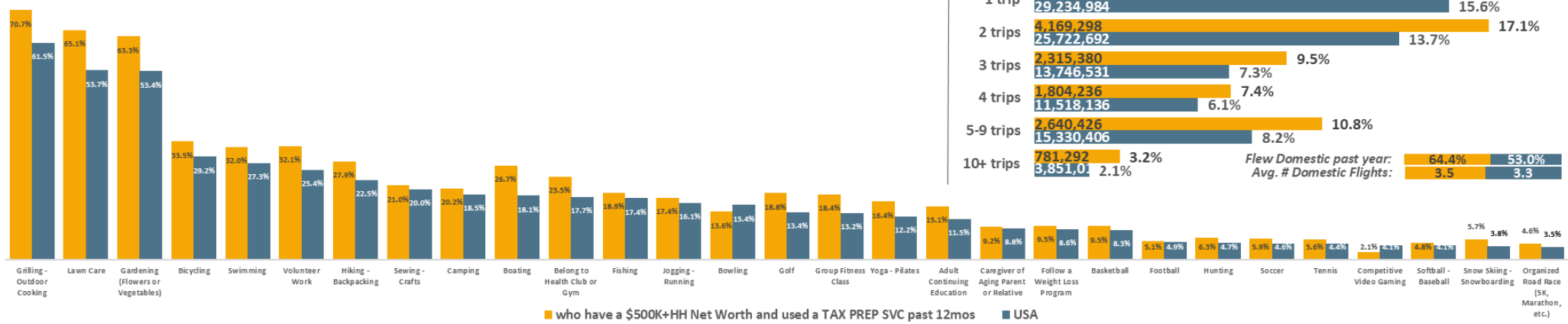
Top-20 past 30-days Online Lifestyle Activites: Adults 35 or older



Political Activity: Adults 35 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 35 or older



Past 12-months Domestic Airline Trips: Adults 35 or older

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 8,169

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USA Jan23-Feb24 USA Projection Qual Intab 18,935

[(Age summaries: Adults 35 or older AND (Acxiom NetWorth Gold (HHLD): $500,000 - $999,999 OR Acxiom NetWorth Gold (HHLD): $1,000,000 - $1,999,999 OR Acxiom NetWorth Gold (HHLD): $2,000,000 +))] AND Professional services used by HHLD past 12 months (HHLD): Tax preparation service

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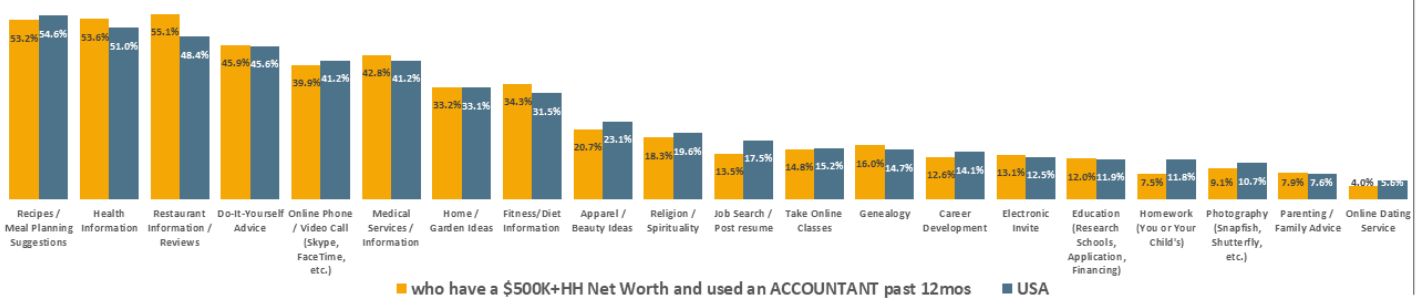
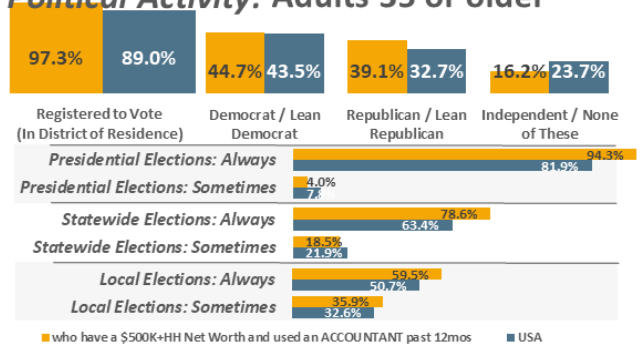
7.2% or 13,482,885 of USA Adults 35 or older have a $500K+HH Net Worth and used an ACCOUNTANT past… Adults 35 or older who have a $500K+HH Net Worth and used an ACCOUNTANT past 12mos are .7% more likely to look up D-I-Y advice online, 17.3% more likely to always vote in local elections, 41.1% more likely to belong to a gym, 32.9% more likely to fly dome

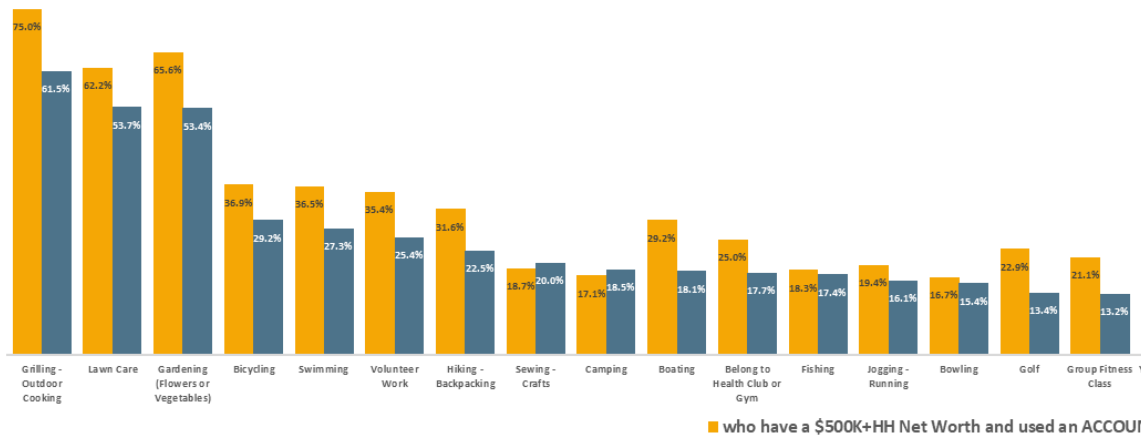
Top-20 past 30-days Online Lifestyle Activites: Adults 35 or older



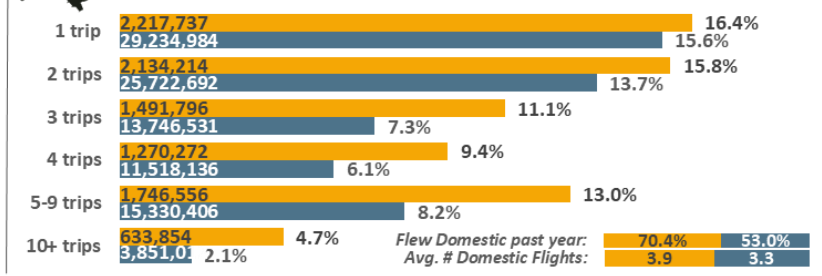
Political Activity: Adults 35 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 35 or older



Past 12-months Domestic Airline Trips: Adults 35 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 8,169

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Edward Jones
MAKING SENSE OF INVESTING

13.5% or 25,270,934 of USA Adults 35 or older have a $500K+HH Net Worth and used a FINANCIAL PLANNER… Adults 35 or older who have a $500K+HH Net Worth and used a FINANCIAL PLANNER past 12mos are 3.4% more likely to look up D-I-Y advice online, 23.7% more likely to always vote in local elections, 38.5% more likely to belong to a gym, 23.6% more likely to f

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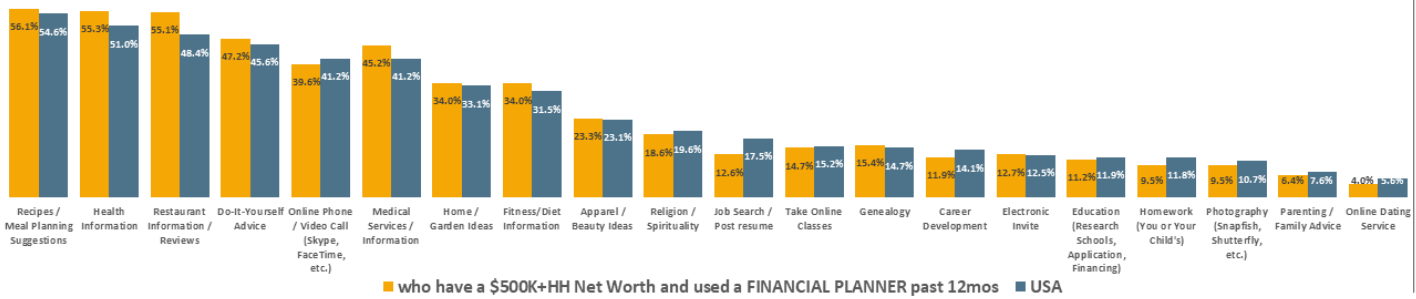
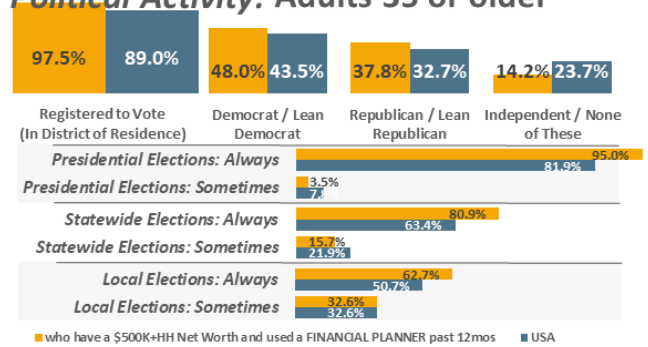


Political Activity: Adults 35 or older



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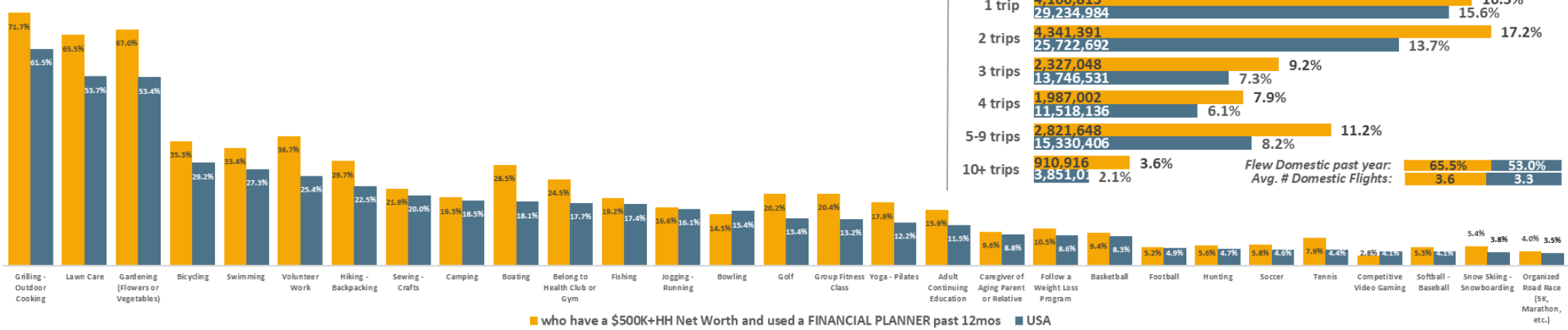

Past 12-months Domestic Airline Trips: Adults 35 or older

USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *8,169*

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USA Jan23-Feb24 *USA Projection* *Qual Intab* *18,935*

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charles SCHWAB

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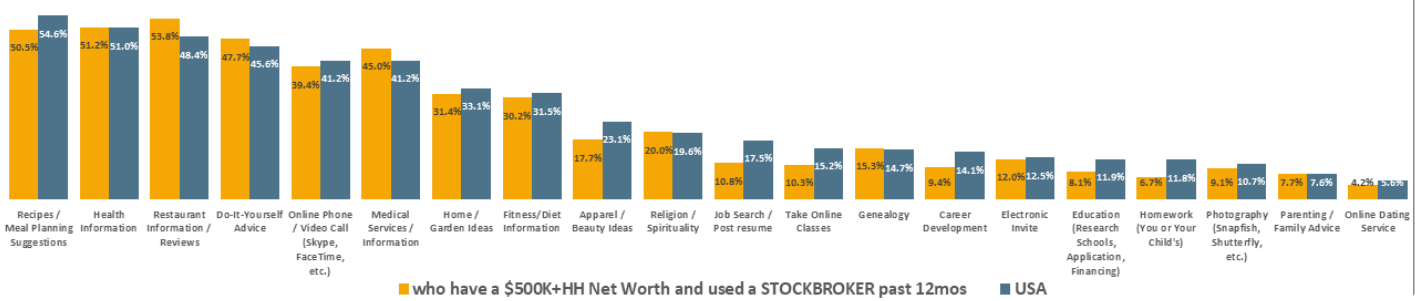
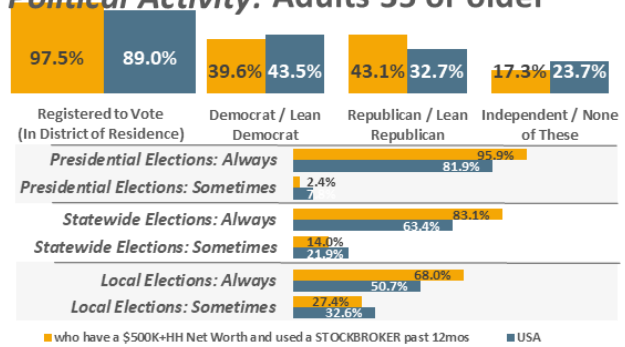
Top-20 past 30-days Online Lifestyle Activites: Adults 35 or older



Political Activity: Adults 35 or older



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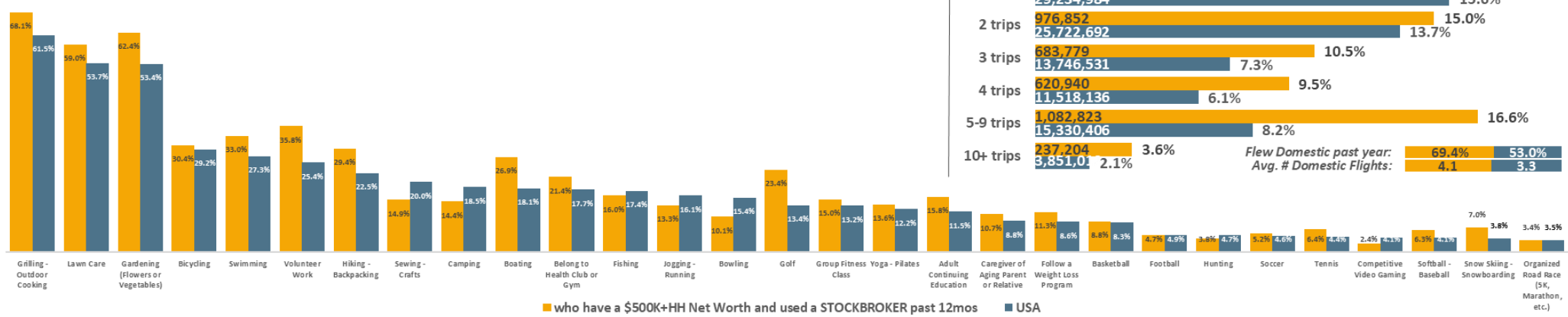

Past 12-months Domestic Airline Trips: Adults 35 or older

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BESSEMER TRUST

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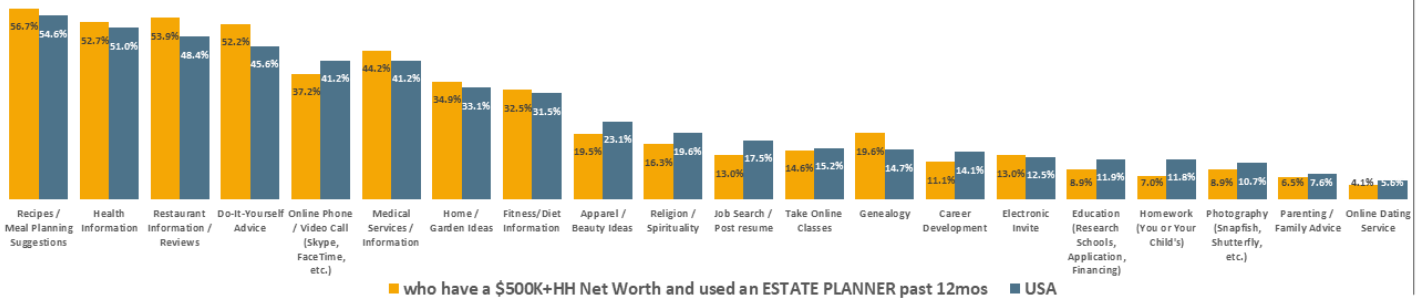
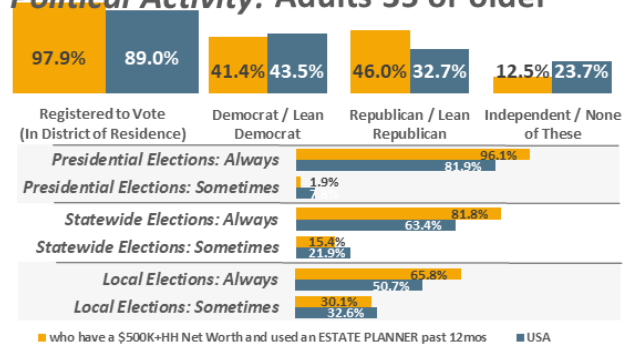
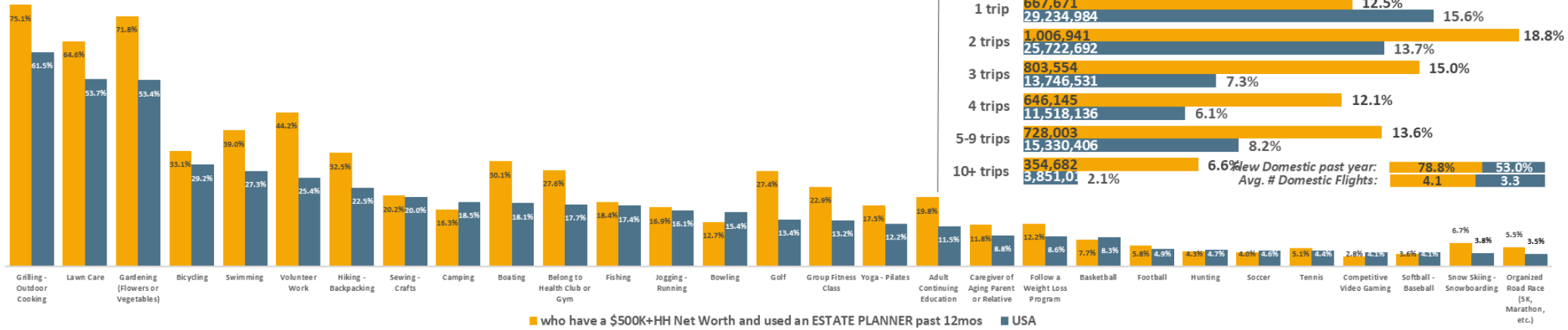
Top-20 past 30-days Online Lifestyle Activites: Adults 35 or older



Political Activity: Adults 35 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 35 or older



Past 12-months Domestic Airline Trips: Adults 35 or older

USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *8,169*

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USA Jan23-Feb24 *USA Projection* *Qual Intab* *18,935*

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13.% or 24,403,805 of USA Adults 35 or older have a $500K+HH Net Worth and used a TAX PREP SVC past 12mos. Adults 35 or older who have a $500K+HH Net Worth and used a TAX PREP SVC past 12mos are 2.7% more likely to use QSRs past mo., 12.8% more likely to use Sit-Down Restaurants past mo., 5.5% less likely to use Casinos past yr., 63.6% less likely to smoke cig

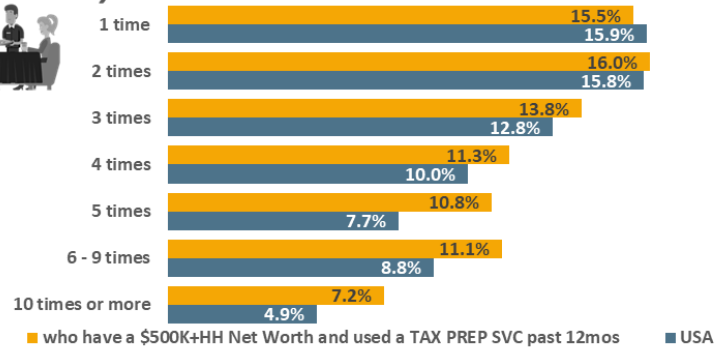
Past 30-days QSR Users: Adults 35 or older



Total Monthly QSR Users:		*Avg. Monthly QSR Meals:*	
89.6%	87.3%		
21,862,081	163,726,000	6.2	6.1

Past 30-days Sit-Down Restaurant Users: Adults 35 or older





Total Monthly Sit-Down Restaurant Users:		*Avg. Monthly Sit-Down Restaurant Meals:*	
85.7%	76.0%		
20,907,847	142,500,450	4.4	4.0

Top-10 Cuisines: Adults 35 or older

(Sit-Down Restaurants Used Past 30-days)



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

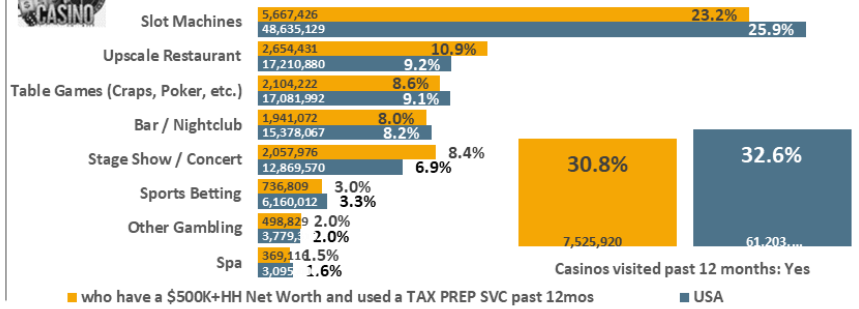
who have a $500K+HH Net Worth and used a TAX...	3,296,929	13.5%
USA	24,056,016	13.1%

Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older





Used Past 30-days: Adults 35 or older



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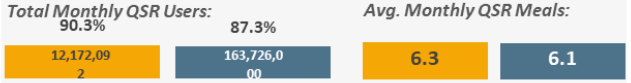
Past 30-days QSR Users: Adults 35 or older



Total Monthly QSR Users:

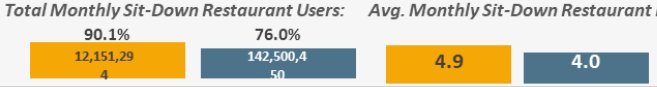


Avg. Monthly QSR Meals:

Past 30-days Sit-Down Restaurant Users: Adults 35 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

Top-10 Cuisines: Adults 35 or older

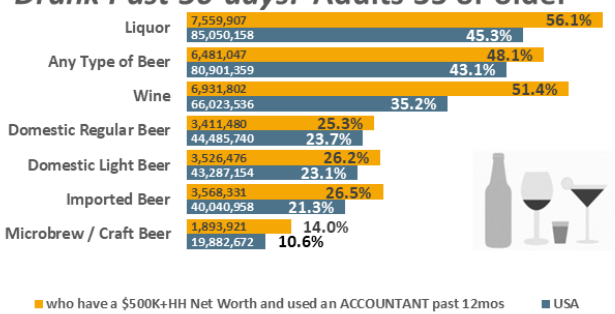
(Sit-Down Restaurants Used Past 30-days)



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



Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older



Used Past 30-days: Adults 35 or older



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Past 30-days QSR Users: Adults 35 or older



Total Monthly QSR Users:
88.0%
22,240,804
87.3%
163,726,000

Avg. Monthly QSR Meals:
5.7
6.1

Past 30-days Sit-Down Restaurant Users: Adults 35 or older



Total Monthly Sit-Down Restaurant Users:
87.0%
21,995,821
76.0%
142,500,450

Avg. Monthly Sit-Down Restaurant Meals:
4.4
4.0

Top-10 Cuisines: Adults 35 or older

(Sit-Down Restaurants Used Past 30-days)



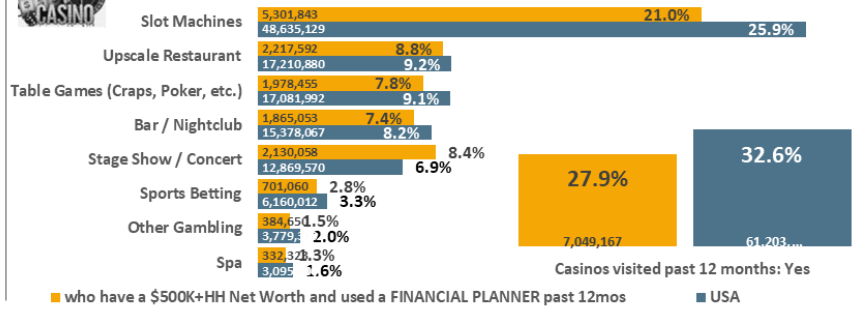
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who have a $500K+HH Net Worth and used a…
2,518,532 10.0%
USA 13.1%

Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older





Used Past 30-days: Adults 35 or older



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Past 30-days QSR Users: Adults 35 or older



Total Monthly QSR Users: 86.8% 5,650,614 | 87.3% 163,726,000

Avg. Monthly QSR Meals: 6.2 | 6.1

Past 30-days Sit-Down Restaurant Users: Adults 35 or older



Total Monthly Sit-Down Restaurant Users: 85.1% 5,535,982 | 76.0% 142,500,450

Avg. Monthly Sit-Down Restaurant Meals: 5.2 | 4.0

Top-10 Cuisines: Adults 35 or older

(Sit-Down Restaurants Used Past 30-days)



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

who have a $500K+HH Net Worth and used a... 672,636 10.3%

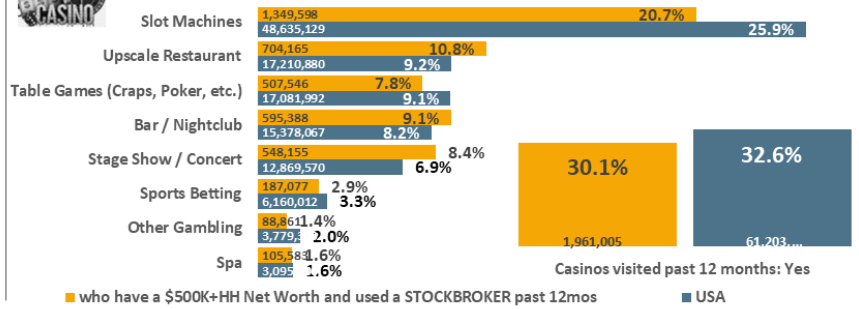
USA 24,056,016 13.1%

Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older





Used Past 30-days: Adults 35 or older



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Past 30-days QSR Users: Adults 35 or older



Total Monthly QSR Users: 91.1% 4,865,691 | 87.3% 163,726,000

Avg. Monthly QSR Meals: 6.5 | 6.1

Past 30-days Sit-Down Restaurant Users: Adults 35 or older



Total Monthly Sit-Down Restaurant Users: 86.8% 4,639,363 | 76.0% 142,500,450

Avg. Monthly Sit-Down Restaurant Meals: 4.9 | 4.0

Top-10 Cuisines: Adults 35 or older

(Sit-Down Restaurants Used Past 30-days)



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

who have a $500K+HH Net Worth and used an ESTATE... 781,300 14.6%

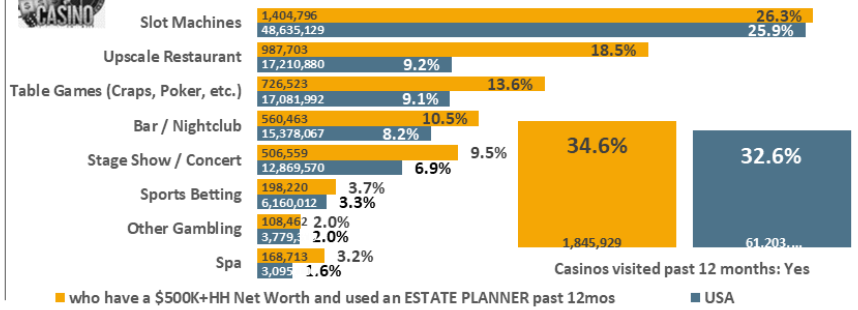
USA 24,056,016 13.1%

Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older





Used Past 30-days: Adults 35 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *8,169*

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H&R BLOCK

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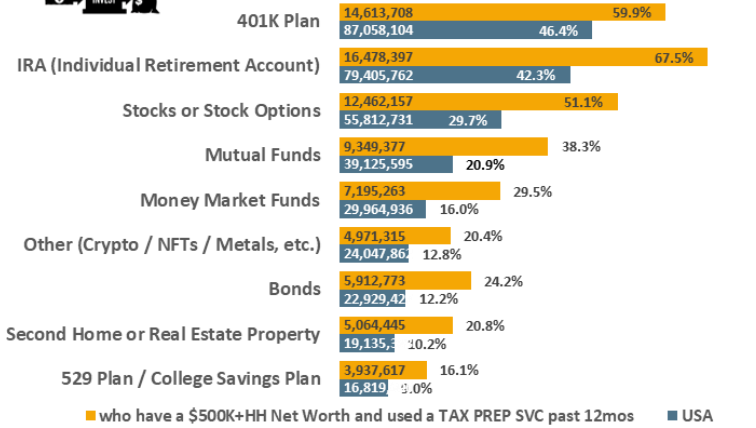
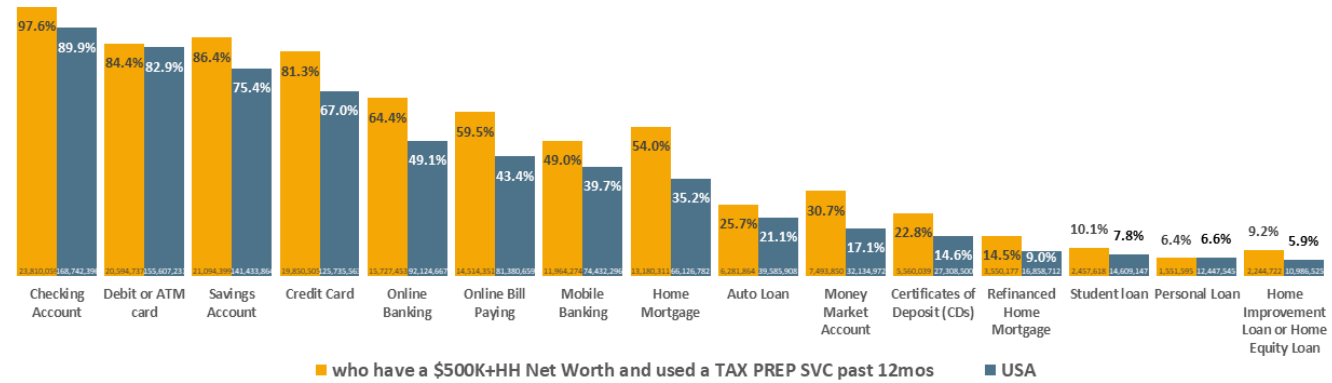
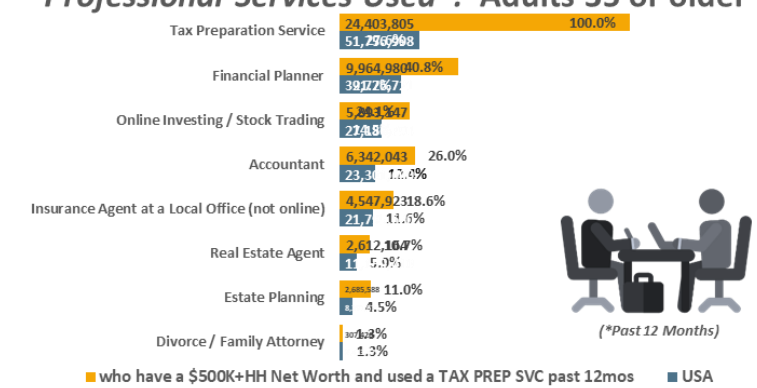
Investments Owned: Adults 35 or older



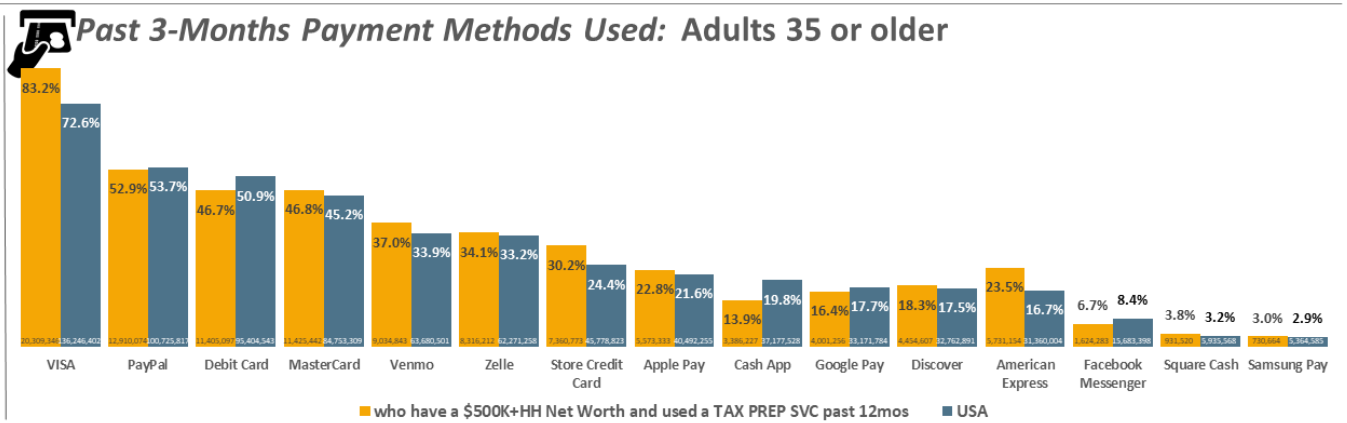
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used:* Adults 35 or older



Past 3-Months Payment Methods Used: Adults 35 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *8,169*

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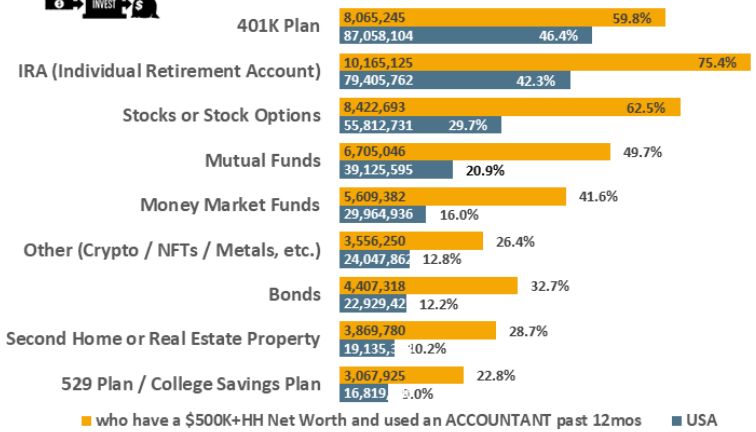
USA Jan23-Feb24 *USA Projection* *Qual Intab* *18,935*

[(Age summaries: Adults 35 or older AND (Acxiom NetWorth Gold (HHLD): $500,000 - $999,999 OR Acxiom NetWorth Gold (HHLD): $1,000,000 - $1,999,999 OR Acxiom NetWorth Gold (HHLD): $2,000,000 +))] AND Professional services used by HHLD past 12 months (HHLD): Tax preparation service

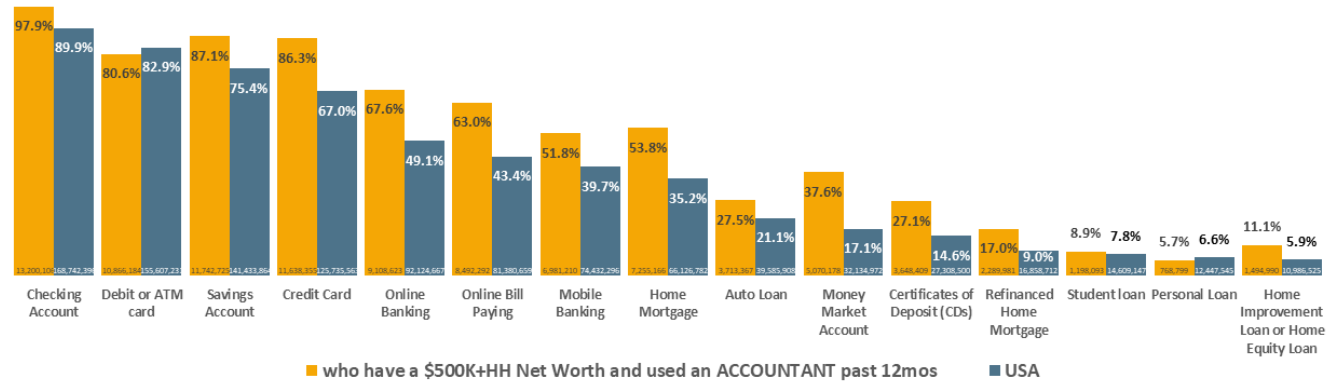
Deloitte.

7.2% or 13,482,885 of USA Adults 35 or older have a $500K+HH Net Worth and used an ACCOUNTANT past… Adults 35 or older who have a $500K+HH Net Worth and used an ACCOUNTANT past 12mos are 28.9% more likely to have a 401K, 30.5% more likely to have an Auto Loan, 83.6% more likely to Invest/Trade Stocks Online, 22.5% less likely to pay with their Debit Car

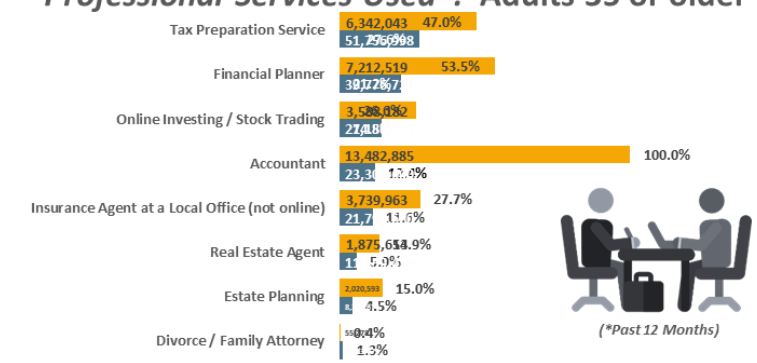
Investments Owned: Adults 35 or older



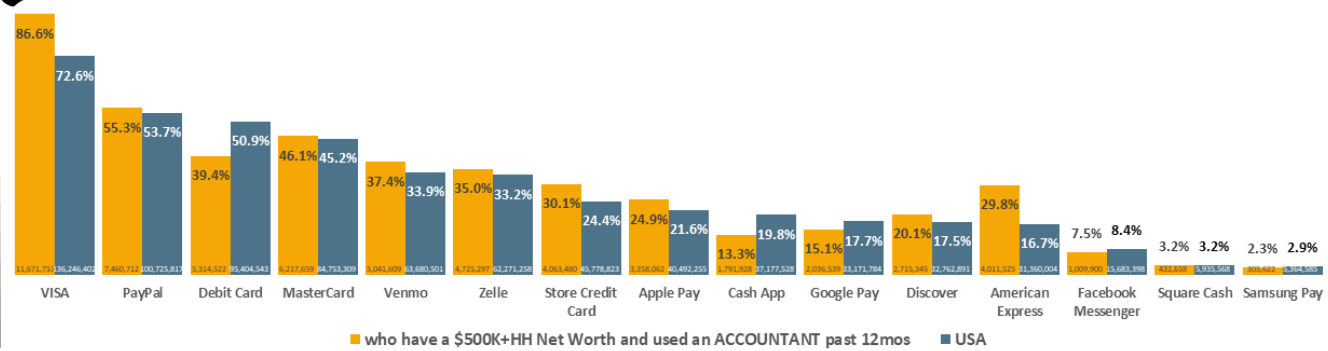
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used:* Adults 35 or older



Past 3-Months Payment Methods Used: Adults 35 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 8,169

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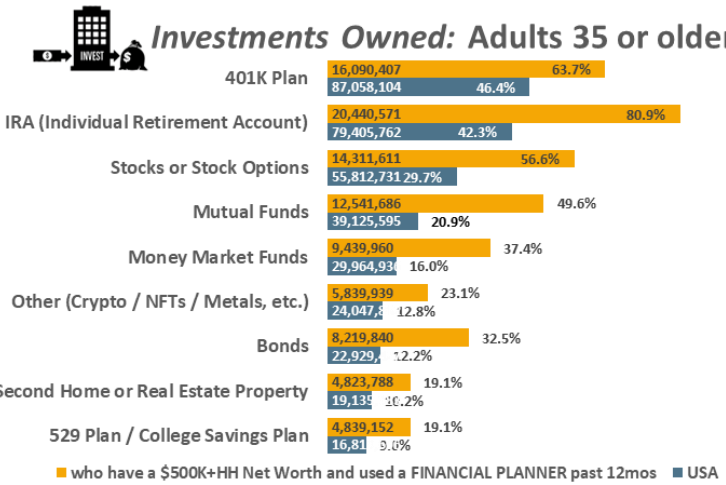
USA Jan23-Feb24 USA Projection Qual Intab 18,935

[(Age summaries: Adults 35 or older AND (Acxiom NetWorth Gold (HHLD): $500,000 - $999,999 OR Acxiom NetWorth Gold (HHLD): $1,000,000 - $1,999,999 OR Acxiom NetWorth Gold (HHLD): $2,000,000 +))] AND Professional services used by HHLD past 12 months (HHLD): Accountant

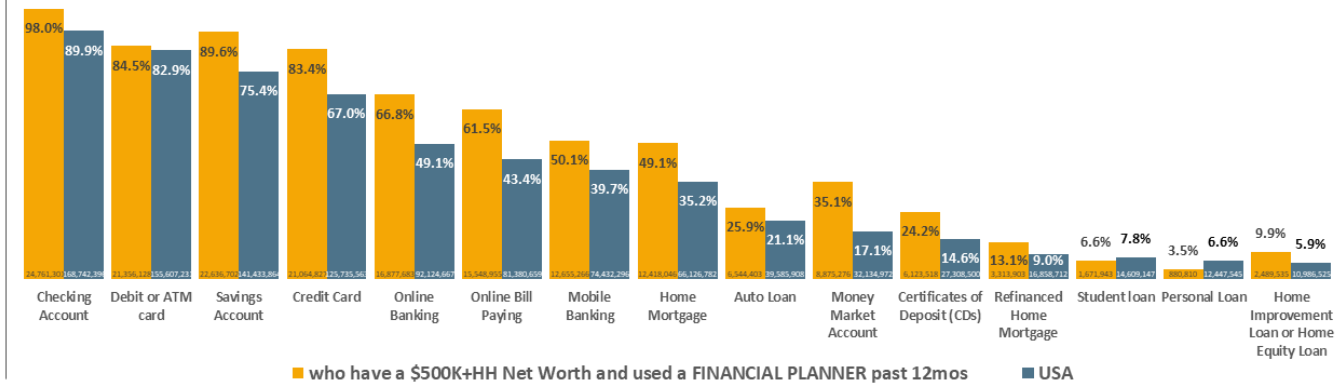
Edward Jones
MAKING SENSE OF INVESTING

13.5% or 25,270,934 of USA Adults 35 or older have a $500K+HH Net Worth and used a FINANCIAL PLANNER… Adults 35 or older who have a $500K+HH Net Worth and used a FINANCIAL PLANNER past 12mos are 37.2% more likely to have a 401K, 22.7% more likely to have an Auto Loan, 13.7% more likely to Invest/Trade Stocks Online, 17.8% less likely to pay with their Deb

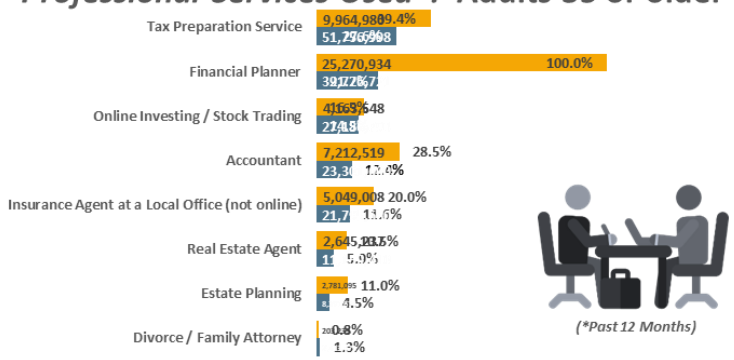
Investments Owned: Adults 35 or older



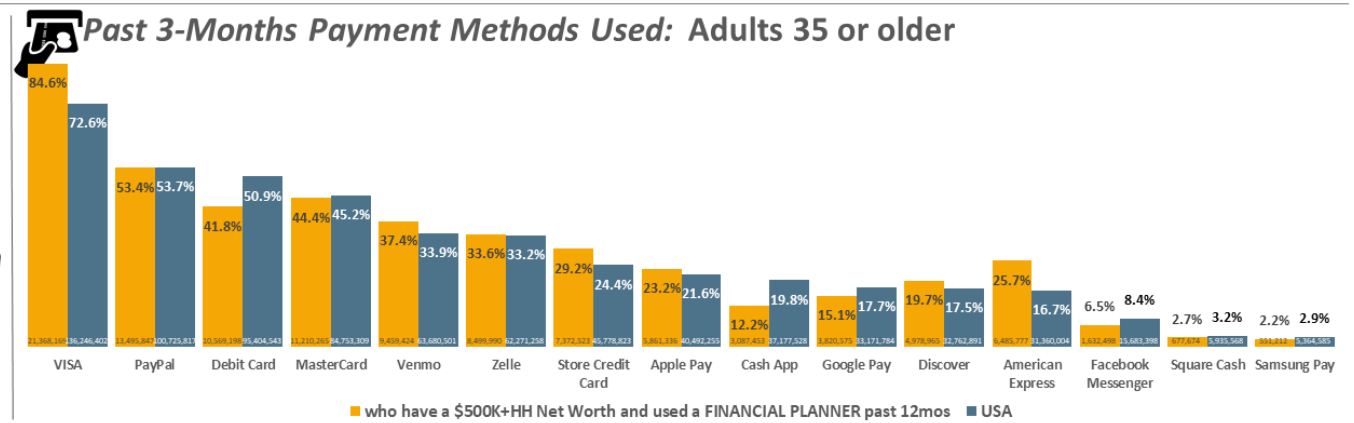
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used:* Adults 35 or older



Past 3-Months Payment Methods Used: Adults 35 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 8,169

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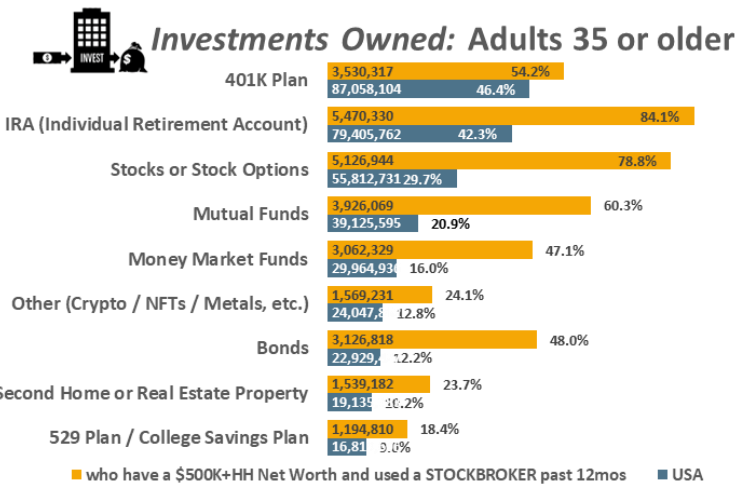
USA Jan23-Feb24 USA Projection Qual Intab 18,935

[(Age summaries: Adults 35 or older AND (Acxiom NetWorth Gold (HHLD): $500,000 - $999,999 OR Acxiom NetWorth Gold (HHLD): $1,000,000 - $1,999,999 OR Acxiom NetWorth Gold (HHLD): $2,000,000 +))] AND Professional services used by HHLD past 12 months (HHLD): Financial planner

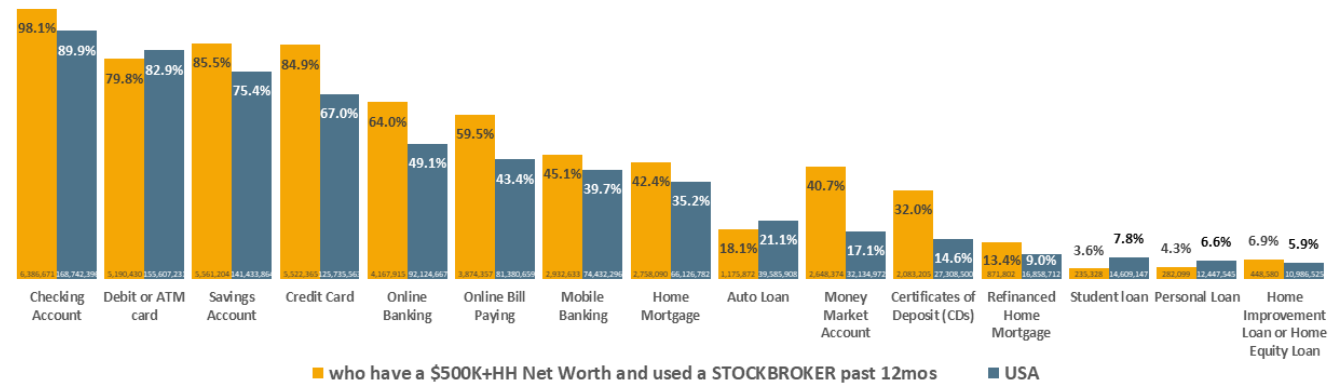
charles SCHWAB

3.5% or 6,507,554 of USA Adults 35 or older have a $500K+HH Net Worth and used a STOCKBROKER past… Adults 35 or older who have a $500K+HH Net Worth and used a STOCKBROKER past 12mos are 16.9% more likely to have a 401K, 14.4% less likely to have an Auto Loan, 132.2% more likely to Invest/Trade Stocks Online, 27.1% less likely to pay with their Debit Ca

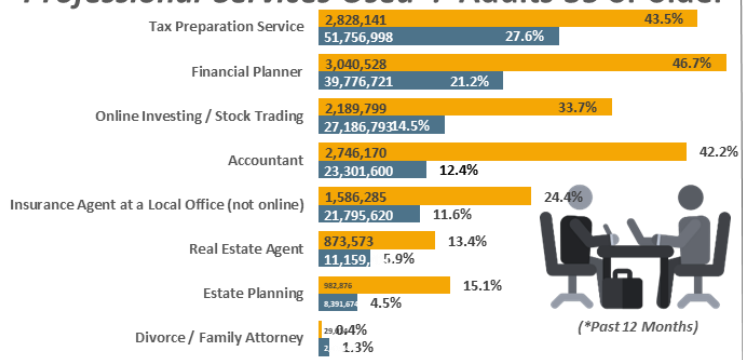
Investments Owned: Adults 35 or older



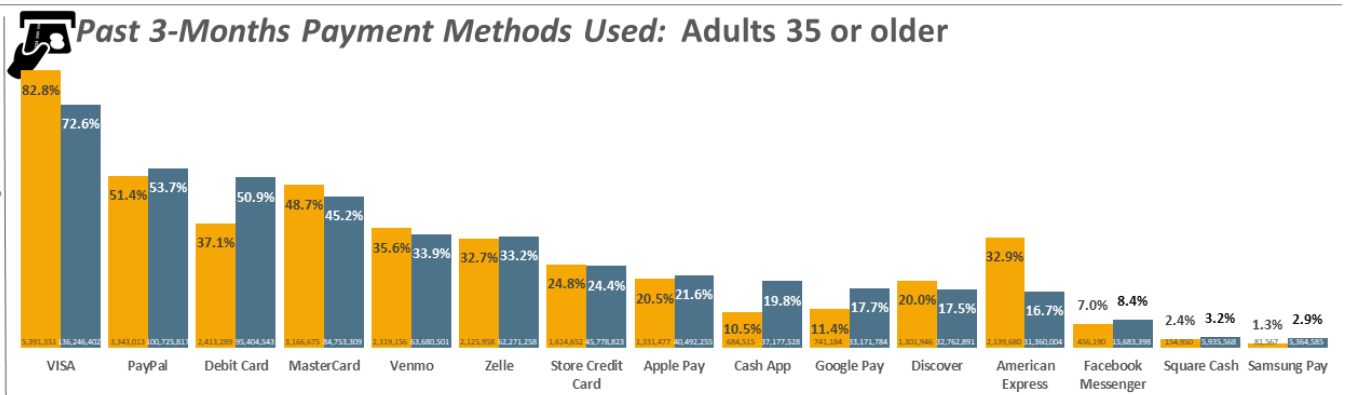
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used:* Adults 35 or older



Past 3-Months Payment Methods Used: Adults 35 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 8,169

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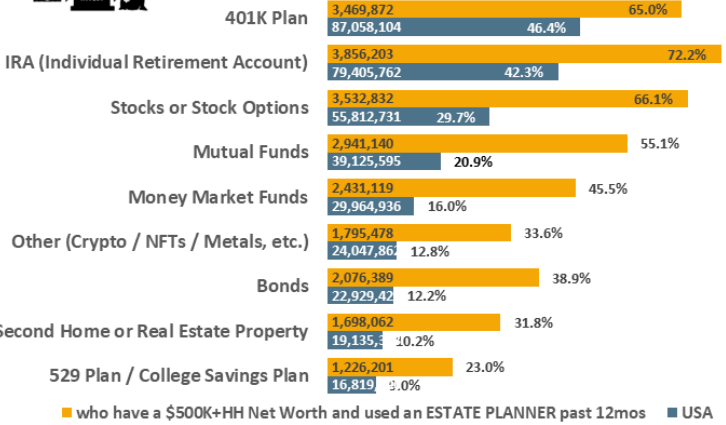
USA Jan23-Feb24 USA Projection Qual Intab 18,935

[(Age summaries: Adults 35 or older AND (Acxiom NetWorth Gold (HHLD): $500,000 - $999,999 OR Acxiom NetWorth Gold (HHLD): $1,000,000 - $1,999,999 OR Acxiom NetWorth Gold (HHLD): $2,000,000 +))] AND Professional services used by HHLD past 12 months (HHLD): Stockbroker

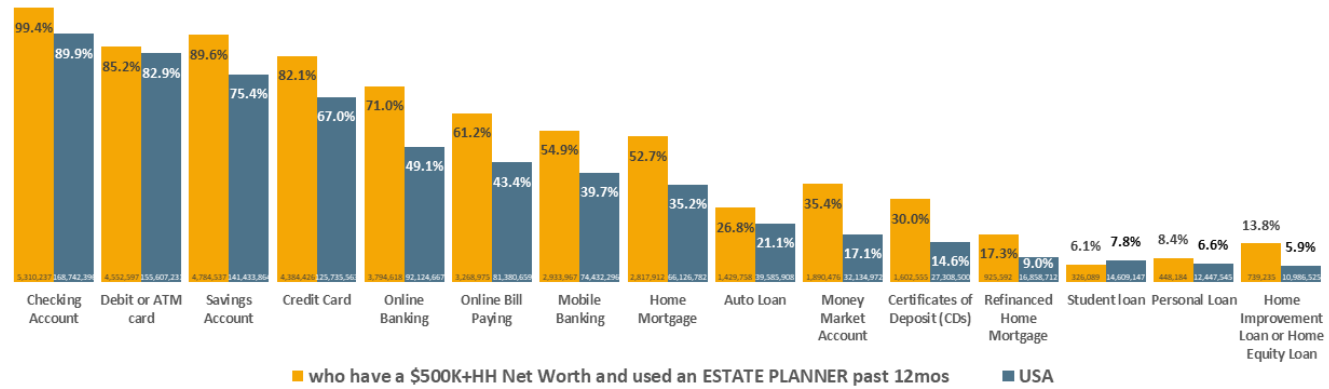
BESSEMER TRUST

2.8% or 5,342,081 of USA Adults 35 or older have a $500K+HH Net Worth and used an ESTATE PLANNER past… Adults 35 or older who have a $500K+HH Net Worth and used an ESTATE PLANNER past 12mos are 40.% more likely to have a 401K, 26.8% more likely to have an Auto Loan, 138.6% more likely to Invest/Trade Stocks Online, 9.6% less likely to pay with their Debit

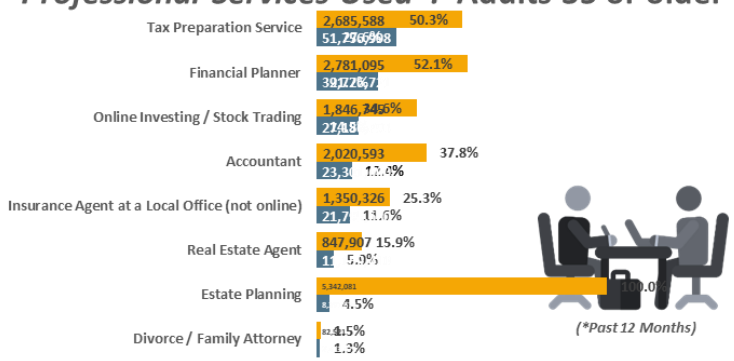
Investments Owned: Adults 35 or older



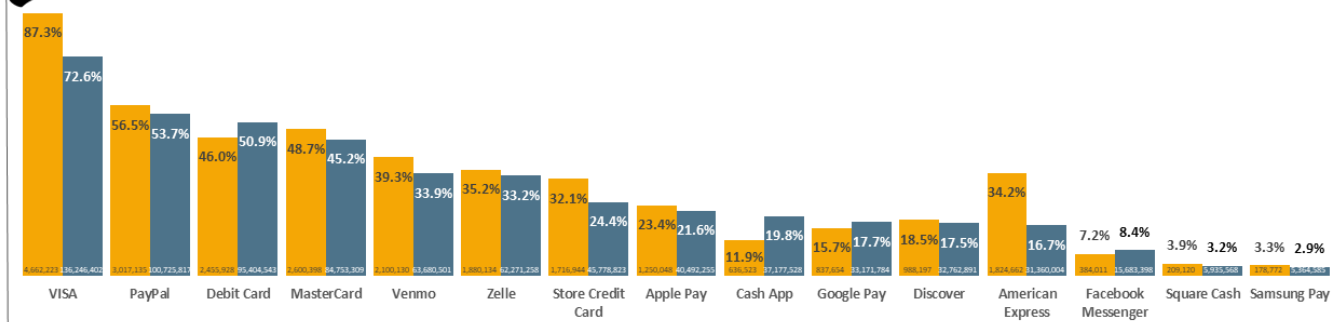
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used:* Adults 35 or older



Past 3-Months Payment Methods Used: Adults 35 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 8,169

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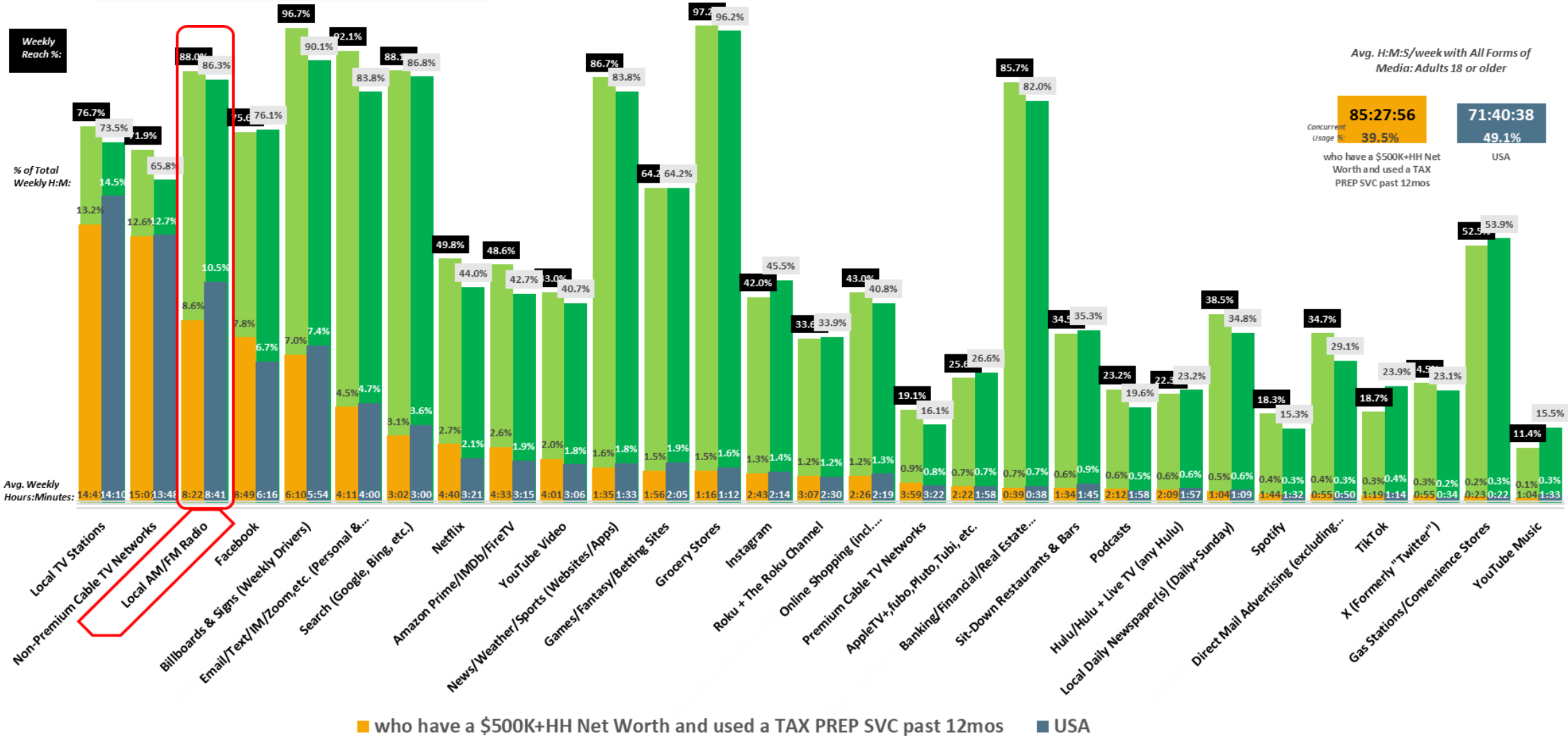
USA Jan23-Feb24 USA Projection Qual Intab 18,935

[(Age summaries: Adults 35 or older AND (Acxiom NetWorth Gold (HHLD): $500,000 - $999,999 OR Acxiom NetWorth Gold (HHLD): $1,000,000 - $1,999,999 OR Acxiom NetWorth Gold (HHLD): $2,000,000 +))] AND Professional services used by HHLD past 12 months (HHLD): Estate planning

H&R BLOCK

Adults 35 or older who have a $500K+HH Net Worth and used a TAX PREP SVC past 12mos spend an average of 3 days, 13 hours, 27 minutes and 56 seconds each week with All Forms of Media.

88.% of Adults 35 or older who have a $500K+HH Net Worth and used a TAX PREP SVC past 12mos spend an avg. of 8 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.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 8,169 USA Jan23-Feb24 USA Projection Qual Intab 18,935

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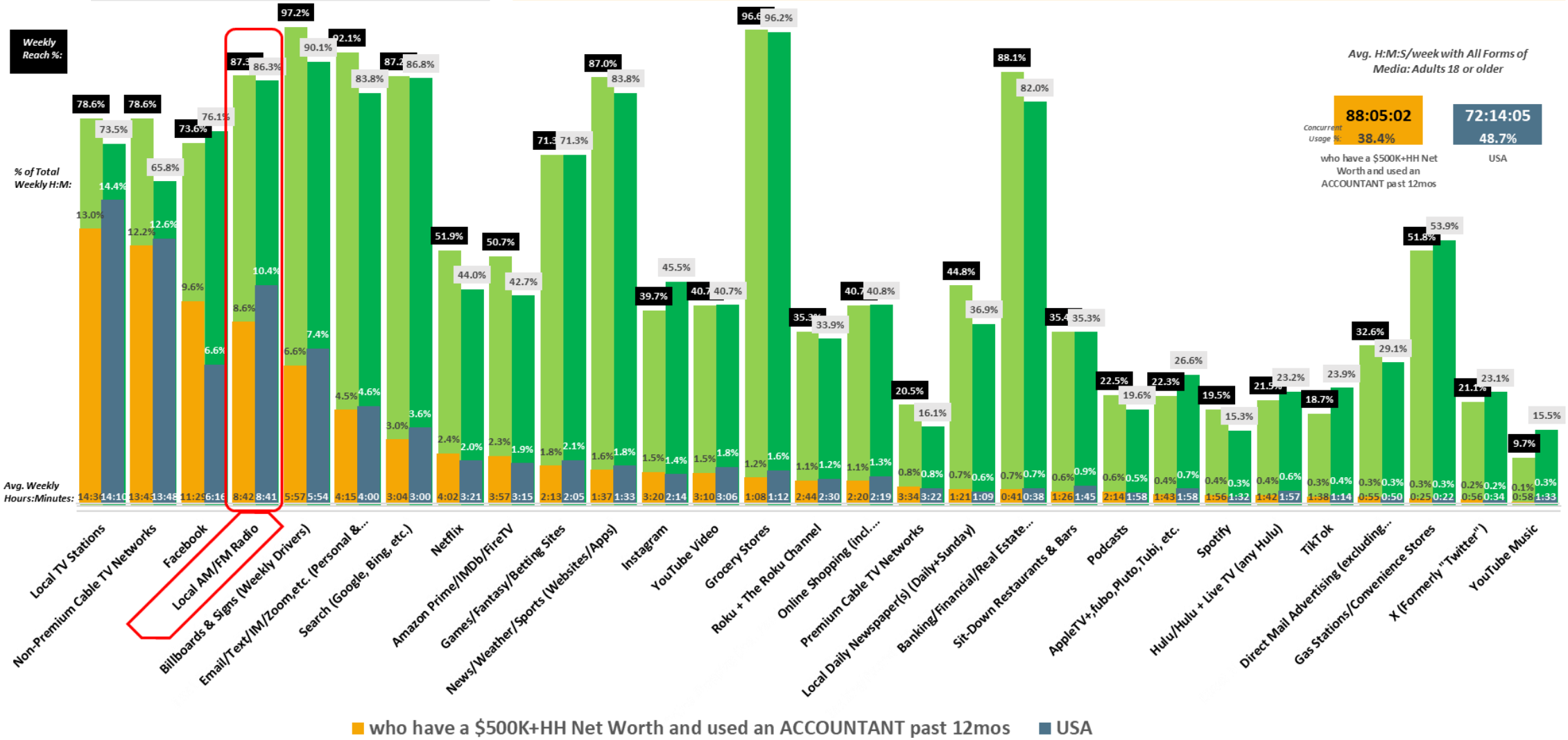
[(Age summaries: Adults 35 or older AND (Acxiom NetWorth Gold (HHLD): $500,000 - $999,999 OR Acxiom NetWorth Gold (HHLD): $1,000,000 - $1,999,999 OR Acxiom NetWorth Gold (HHLD): $2,000,000 +))] AND Professional services used by HHLD past 12 months (HHLD): Tax preparation service

Deloitte.

Adults 35 or older who have a $500K+HH Net Worth and used an ACCOUNTANT past 12mos spend an average of 3 days, 16 hours, 5 minutes and 2 seconds each week with All Forms of Media.

87.3% of Adults 35 or older who have a $500K+HH Net Worth and used an ACCOUNTANT past 12mos spend an avg. of 8 hours and 42 minutes each week listening to All Local AM/FM Radio, representing 8.6% of total time spent with all forms of Media.



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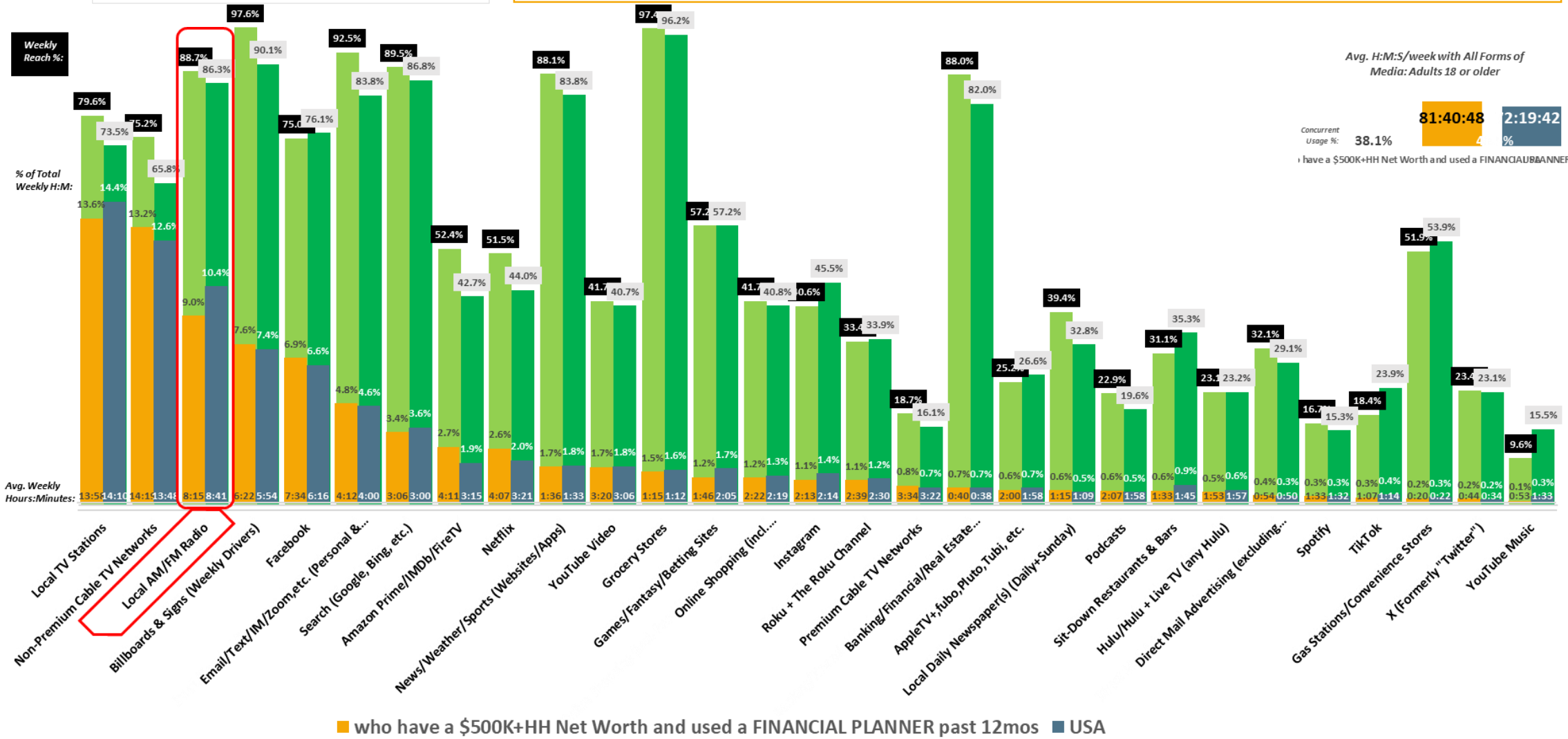
[(Age summaries: Adults 35 or older AND (Acxiom NetWorth Gold (HHLD): $500,000 - $999,999 OR Acxiom NetWorth Gold (HHLD): $1,000,000 - $1,999,999 OR Acxiom NetWorth Gold (HHLD): $2,000,000 +))] AND Professional services used by HHLD past 12 months (HHLD): Accountant

Edward Jones
MAKING SENSE OF INVESTING

Adults 35 or older who have a $500K+HH Net Worth and used a FINANCIAL PLANNER past 12mos spend an average of 3 days, 9 hours, 40 minutes and 48 seconds each week with All Forms of Media.

88.7% of Adults 35 or older who have a $500K+HH Net Worth and used a FINANCIAL PLANNER past 12mos spend an avg. of 8 hours and 15 minutes each week listening to All Local AM/FM Radio, representing 9.% of total time spent with all forms of Media.



■ who have a $500K+HH Net Worth and used a FINANCIAL PLANNER past 12mos ■ USA

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 8,169 USA Jan23-Feb24 USA Projection Qual Intab 18,935

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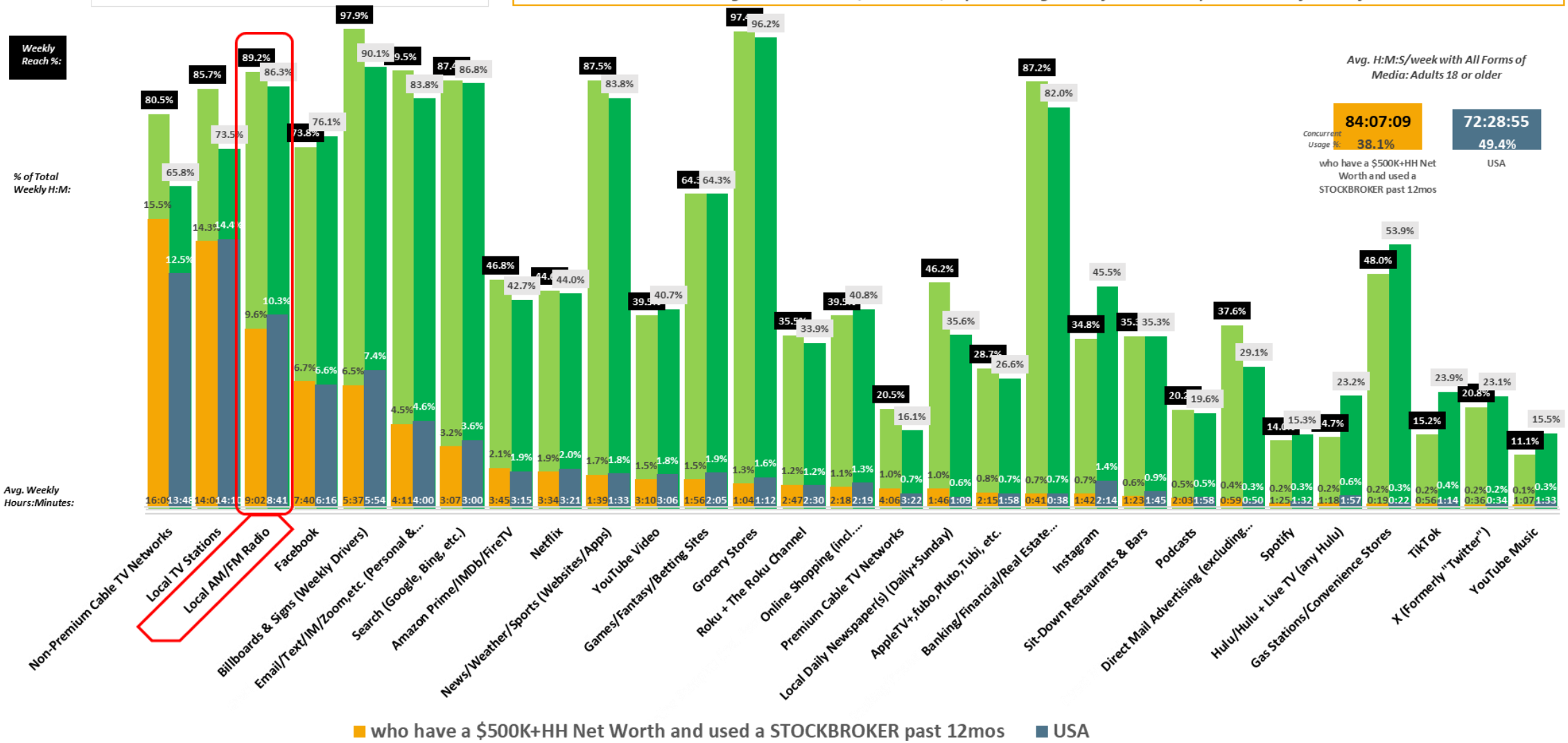
[(Age summaries: Adults 35 or older AND (Acxiom NetWorth Gold (HHLD): $500,000 - $999,999 OR Acxiom NetWorth Gold (HHLD): $1,000,000 - $1,999,999 OR Acxiom NetWorth Gold (HHLD): $2,000,000 +))] AND Professional services used by HHLD past 12 months (HHLD): Financial planner

charles SCHWAB

Adults 35 or older who have a $500K+HH Net Worth and used a STOCKBROKER past 12mos spend an average of 3 days, 12 hours, 7 minutes and 9 seconds each week with All Forms of Media.

89.2% of Adults 35 or older who have a $500K+HH Net Worth and used a STOCKBROKER past 12mos spend an avg. of 9 hours and 2 minutes each week listening to All Local AM/FM Radio, representing 9.6% of total time spent with all forms of Media.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 8,169 USA Jan23-Feb24 USA Projection Qual Intab 18,935

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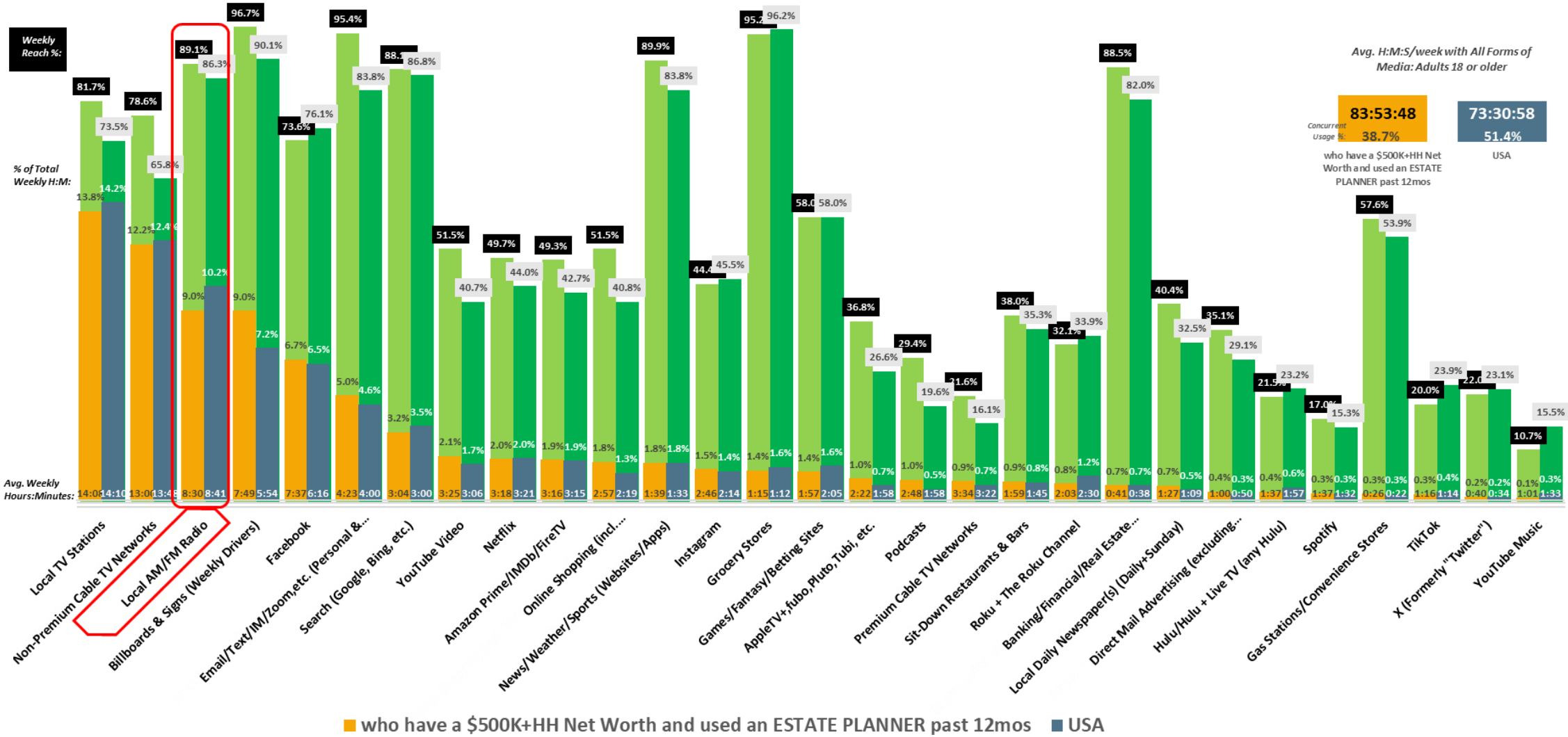
[(Age summaries: Adults 35 or older AND (Acxiom NetWorth Gold (HHLD): $500,000 - $999,999 OR Acxiom NetWorth Gold (HHLD): $1,000,000 - $1,999,999 OR Acxiom NetWorth Gold (HHLD): $2,000,000 +))] AND Professional services used by HHLD past 12 months (HHLD): Stockbroker

BESSEMER TRUST

Adults 35 or older who have a $500K+HH Net Worth and used an ESTATE PLANNER past 12mos spend an average of 3 days, 11 hours, 53 minutes and 48 seconds each week with All Forms of Media.

89.1% of Adults 35 or older who have a $500K+HH Net Worth and used an ESTATE PLANNER past 12mos spend an avg. of 8 hours and 30 minutes each week listening to All Local AM/FM Radio, representing 9.% of total time spent with all forms of Media.



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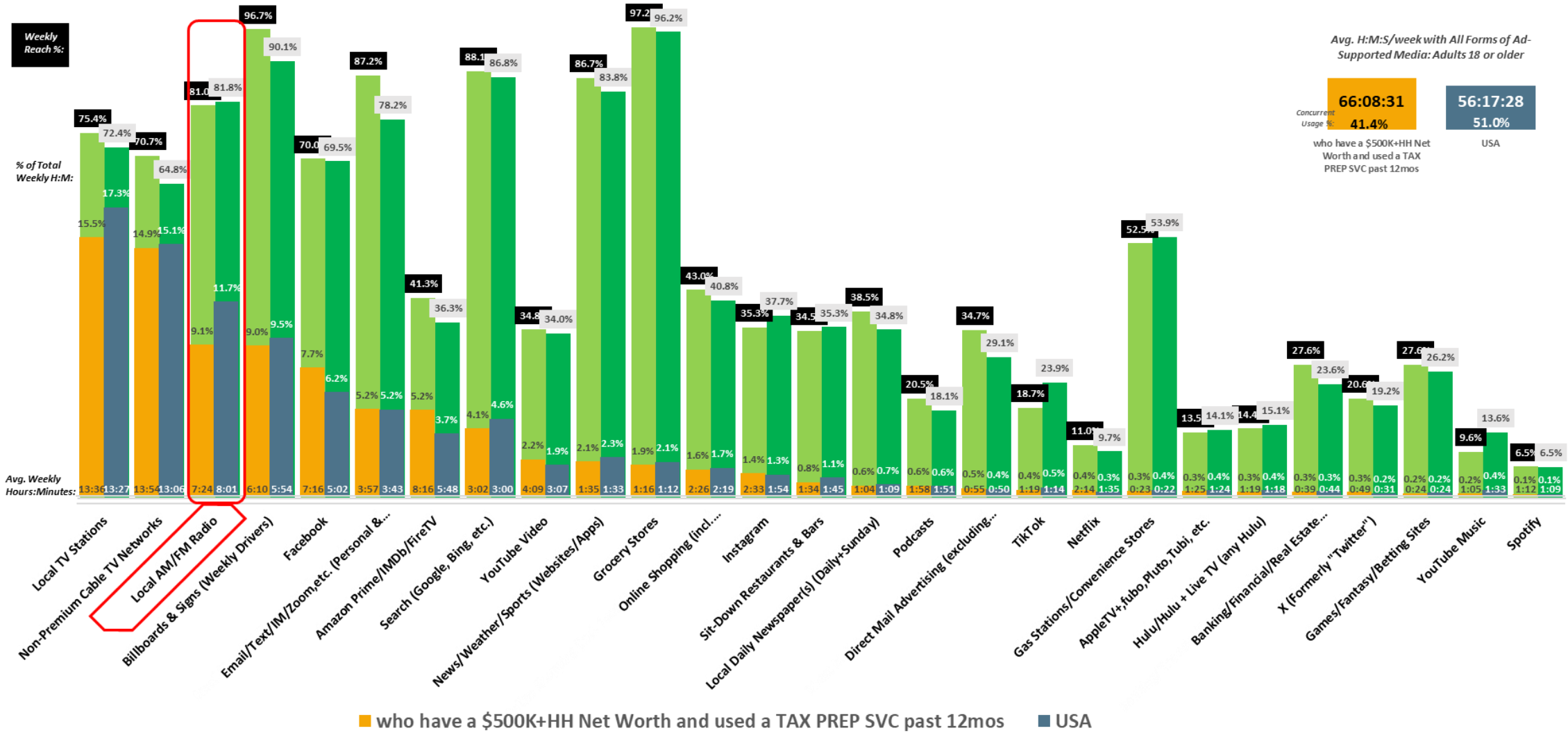
[(Age summaries: Adults 35 or older AND (Acxiom NetWorth Gold (HHLD): $500,000 - $999,999 OR Acxiom NetWorth Gold (HHLD): $1,000,000 - $1,999,999 OR Acxiom NetWorth Gold (HHLD): $2,000,000 +)] AND Professional services used by HHLD past 12 months (HHLD): Estate planning

H&R BLOCK

Adults 35 or older who have a $500K+HH Net Worth and used a TAX PREP SVC past 12mos spend an average of 2 days, 18 hours, 8 minutes and 31 seconds each week with All Forms of Ad-Supported Media.

81.% of Adults 35 or older who have a $500K+HH Net Worth and used a TAX PREP SVC past 12mos spend an avg. of 7 hours and 24 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.1% of total time spent with all forms of Ad-Supported



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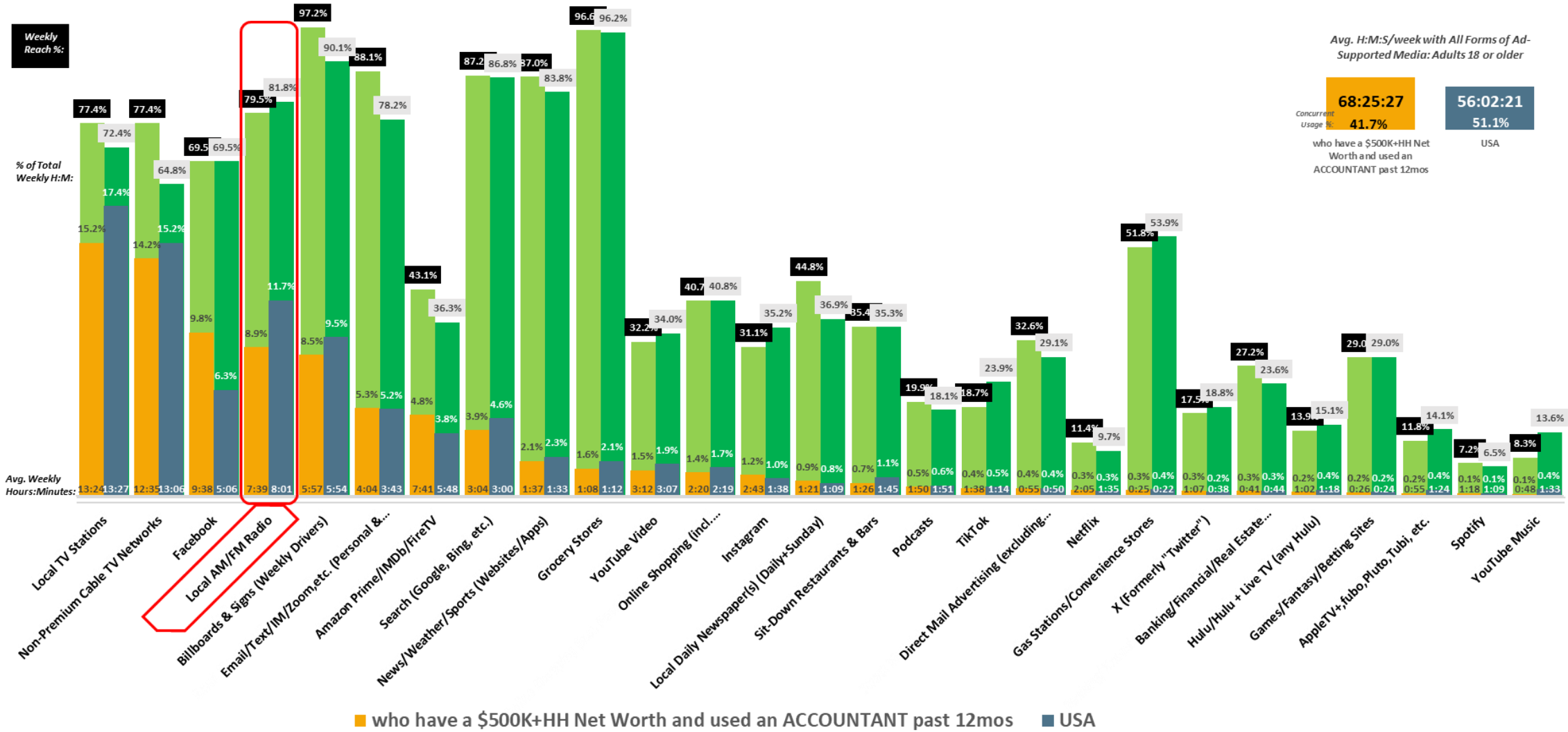
[(Age summaries: Adults 35 or older AND (Acxiom NetWorth Gold (HHLD): $500,000 - $999,999 OR Acxiom NetWorth Gold (HHLD): $1,000,000 - $1,999,999 OR Acxiom NetWorth Gold (HHLD): $2,000,000 +))] AND Professional services used by HHLD past 12 months (HHLD): Tax preparation service

Deloitte.

Adults 35 or older who have a $500K+HH Net Worth and used an ACCOUNTANT past 12mos spend an average of 2 days, 20 hours, 25 minutes and 27 seconds each week with All Forms of Ad-Supported Media.

79.5% of Adults 35 or older who have a $500K+HH Net Worth and used an ACCOUNTANT past 12mos spend an avg. of 7 hours and 39 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.9% of total time spent with all forms of Ad-Supported



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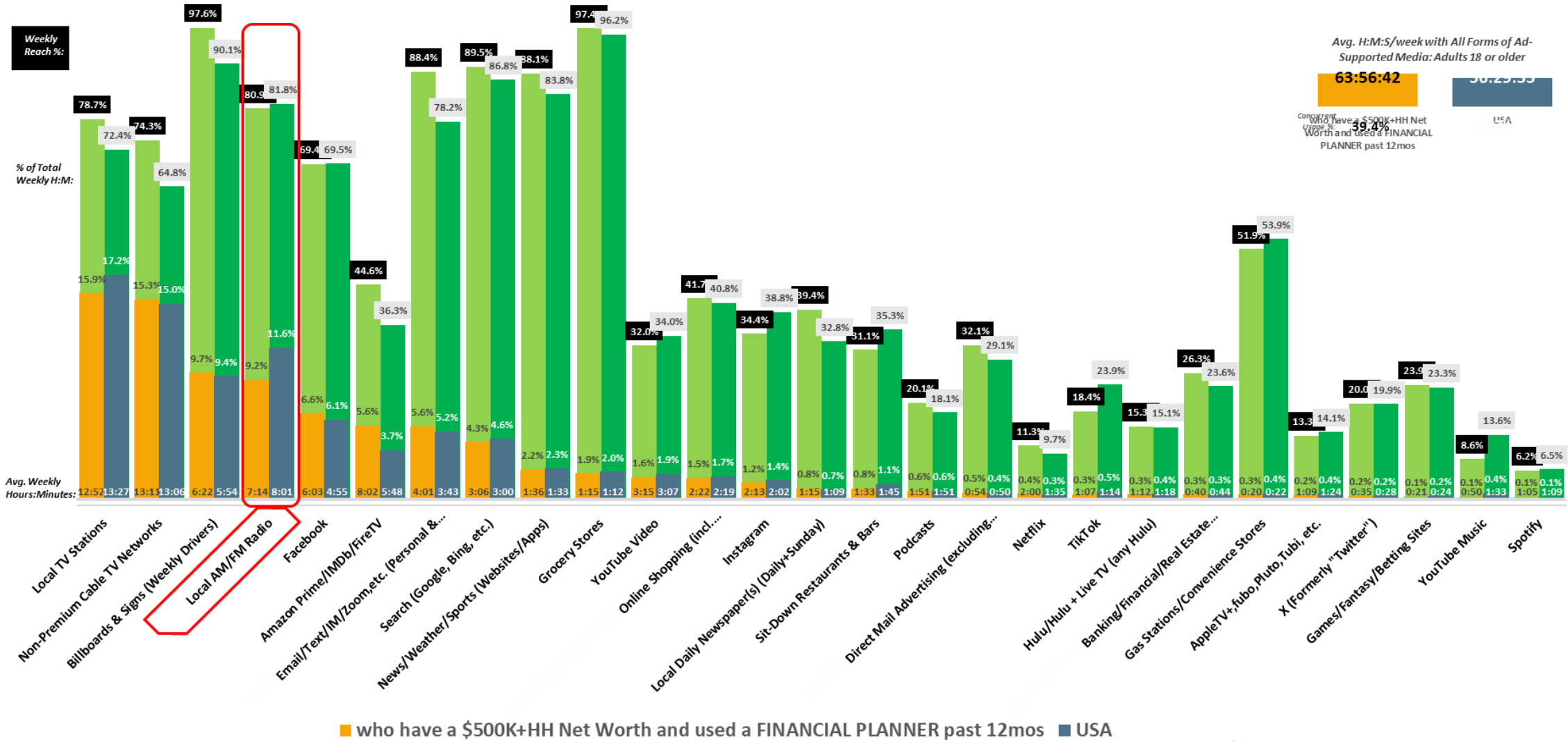
[(Age summaries: Adults 35 or older AND (Acxiom NetWorth Gold (HHLD): $500,000 - $999,999 OR Acxiom NetWorth Gold (HHLD): $1,000,000 - $1,999,999 OR Acxiom NetWorth Gold (HHLD): $2,000,000 +))] AND Professional services used by HHLD past 12 months (HHLD): Accountant

Edward Jones
MAKING SENSE OF INVESTING

Adults 35 or older who have a $500K+HH Net Worth and used a FINANCIAL PLANNER past 12mos spend an average of 2 days, 15 hours, 56 minutes and 42 seconds each week with All Forms of Ad-Supported Media.

80.9% of Adults 35 or older who have a $500K+HH Net Worth and used a FINANCIAL PLANNER past 12mos spend an avg. of 7 hours and 14 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.2% of total time spent with all forms of Ad-Sup



■ who have a $500K+HH Net Worth and used a FINANCIAL PLANNER past 12mos ■ USA

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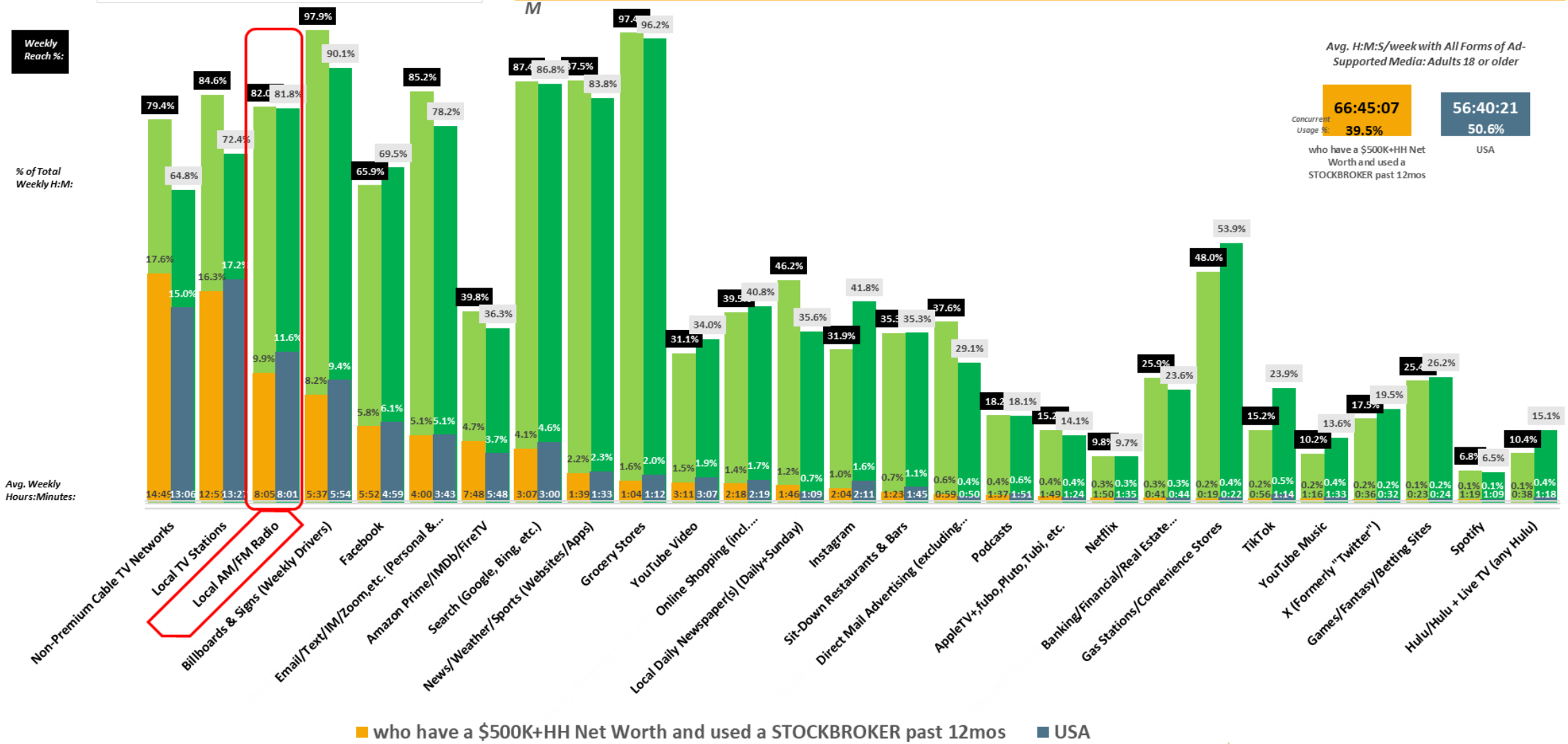
[(Age summaries: Adults 35 or older AND (Acxiom NetWorth Gold (HHLD): $500,000 - $999,999 OR Acxiom NetWorth Gold (HHLD): $1,000,000 - $1,999,999 OR Acxiom NetWorth Gold (HHLD): $2,000,000 +))] AND Professional services used by HHLD past 12 months (HHLD): Financial planner

charles SCHWAB

Adults 35 or older who have a $500K+HH Net Worth and used a STOCKBROKER past 12mos spend an average of 2 days, 18 hours, 45 minutes and 7 seconds each week with All Forms of Ad-Supported Media.

82.% of Adults 35 or older who have a $500K+HH Net Worth and used a STOCKBROKER past 12mos spend an avg. of 8 hours and 5 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.9% of total time spent with all forms of Ad-Supported M



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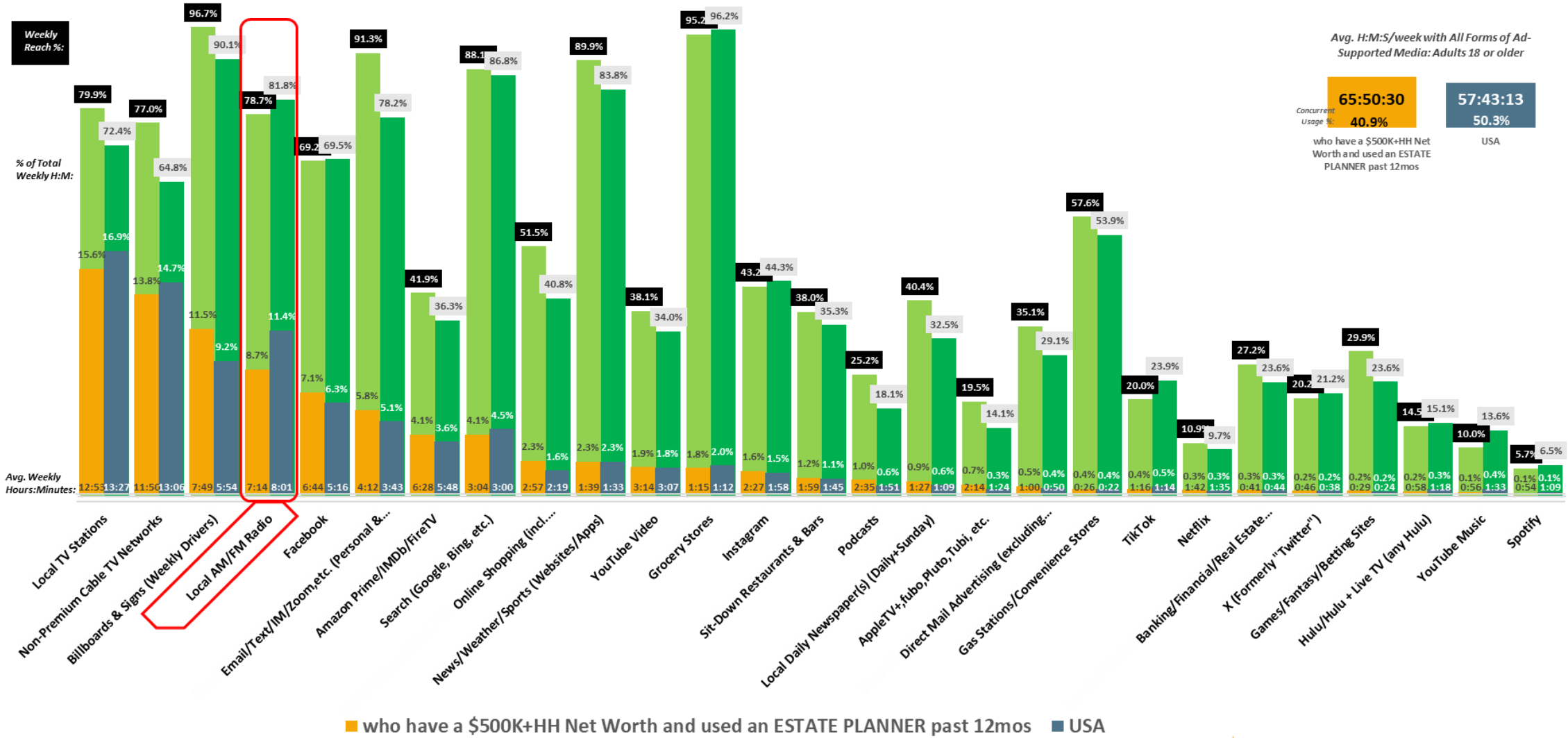
[(Age summaries: Adults 35 or older AND (Acxiom NetWorth Gold (HHLD): $500,000 - $999,999 OR Acxiom NetWorth Gold (HHLD): $1,000,000 - $1,999,999 OR Acxiom NetWorth Gold (HHLD): $2,000,000 +))] AND Professional services used by HHLD past 12 months (HHLD): Stockbroker

BESSEMER TRUST

Adults 35 or older who have a $500K+HH Net Worth and used an ESTATE PLANNER past 12mos spend an average of 2 days, 17 hours, 50 minutes and 30 seconds each week with All Forms of Ad-Supported Media.

78.7% of Adults 35 or older who have a $500K+HH Net Worth and used an ESTATE PLANNER past 12mos spend an avg. of 7 hours and 14 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.7% of total time spent with all forms of Ad-Suppo



■ who have a $500K+HH Net Worth and used an ESTATE PLANNER past 12mos ■ USA

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 8,169 USA Jan23-Feb24 USA Projection Qual Intab 18,935

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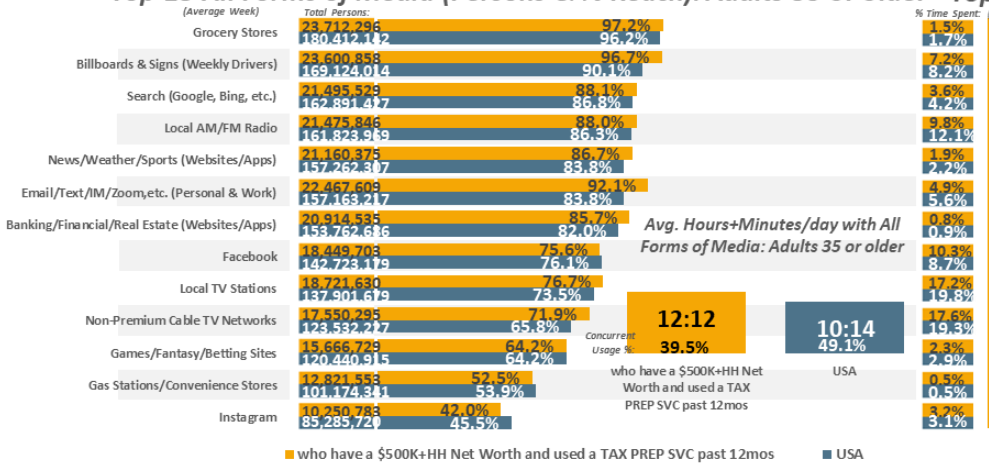
[(Age summaries: Adults 35 or older AND (Acxiom NetWorth Gold (HHLD): $500,000 - $999,999 OR Acxiom NetWorth Gold (HHLD): $1,000,000 - $1,999,999 OR Acxiom NetWorth Gold (HHLD): $2,000,000 +))] AND Professional services used by HHLD past 12 months (HHLD): Estate planning

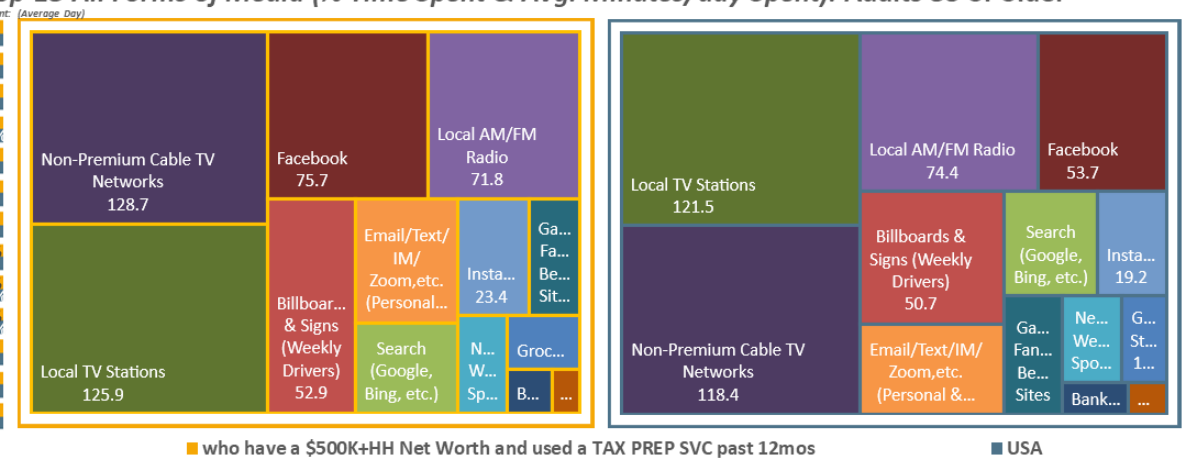
H&R BLOCK

Adults 35 or older who have a $500K+HH Net Worth and used a TAX PREP SVC past 12mos spend an average of 9 hours and 26 minutes each day with All Forms of Ad-Supported Media. 81.% listen to Local AM/FM Radio for an avg. of 63.5 minutes/day*(Local Radio delivers 9.1% of Time with Ad-Supported Media.)*

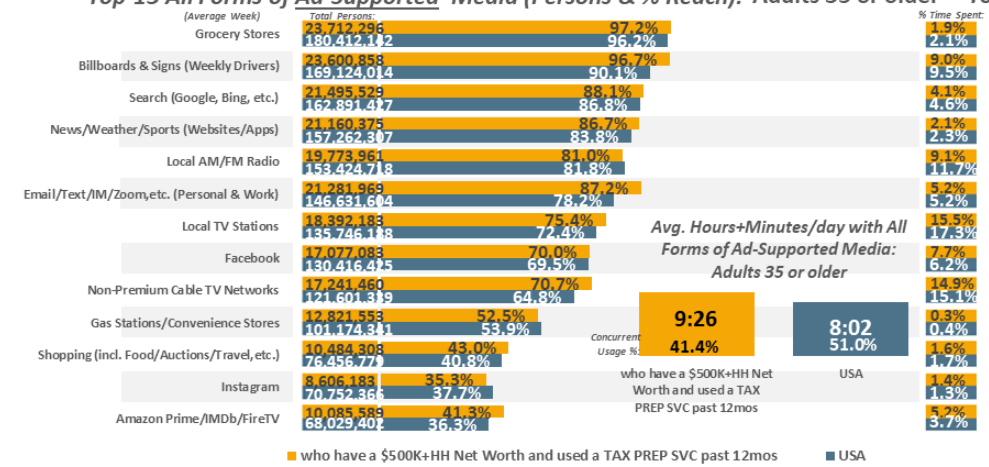
Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older



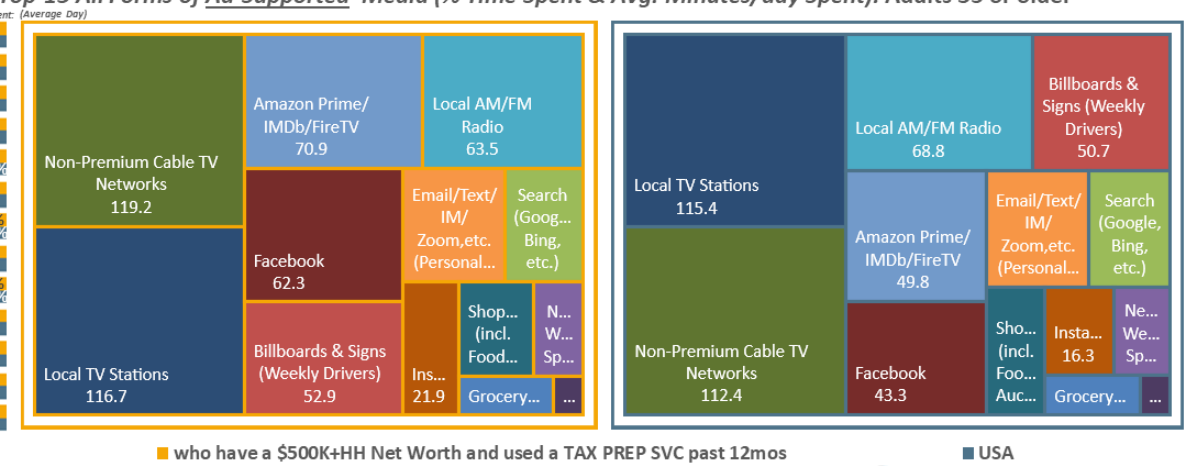
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 35 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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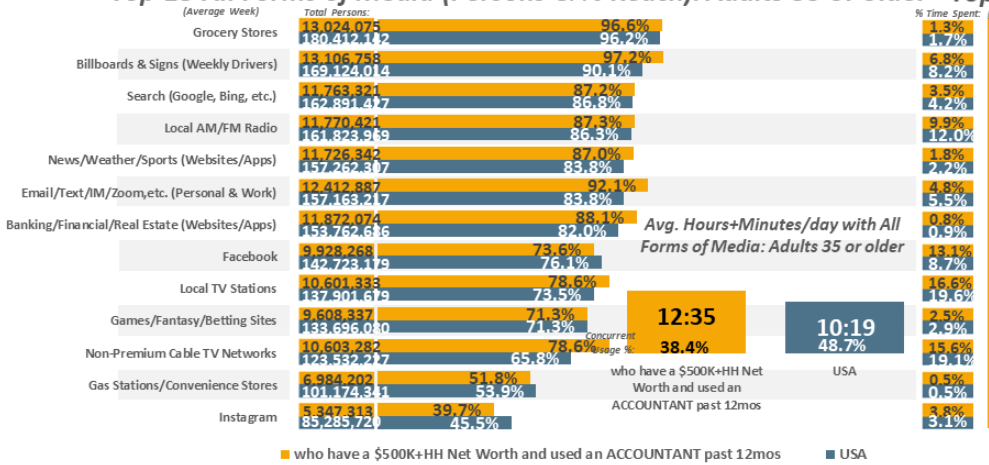
[(Age summaries: Adults 35 or older AND (Acxiom NetWorth Gold (HHLD): $500,000 - $999,999 OR Acxiom NetWorth Gold (HHLD): $1,000,000 - $1,999,999 OR Acxiom NetWorth Gold (HHLD): $2,000,000 +))] AND Professional services used by HHLD past 12 months (HHLD): Tax preparation service

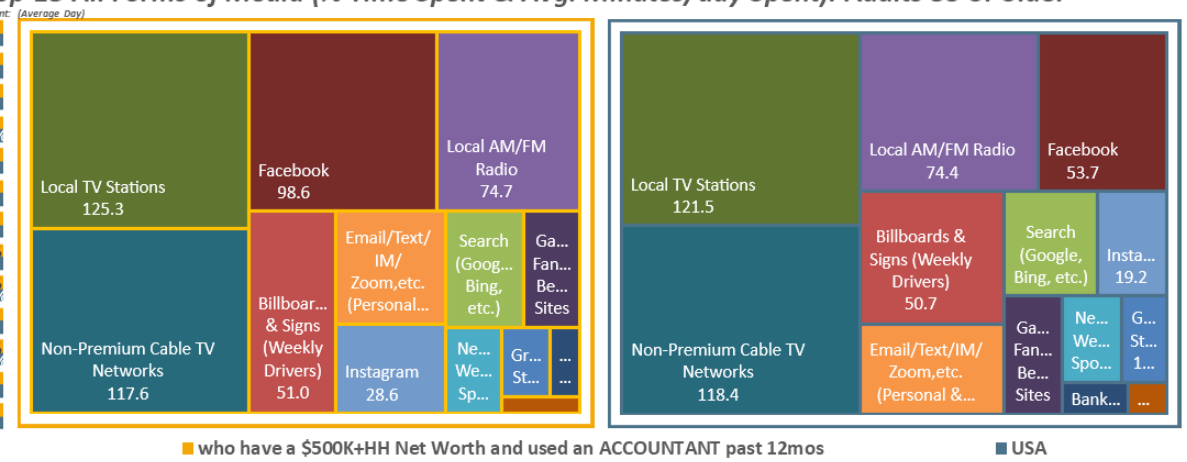
Deloitte.

Adults 35 or older who have a $500K+HH Net Worth and used an ACCOUNTANT past 12mos spend an average of 9 hours and 46 minutes each day with All Forms of Ad-Supported Media. 79.5% listen to Local AM/FM Radio for an avg. of 65.7 minutes/day *(Local Radio delivers 8.9% of Time with Ad-Supported Media.)*

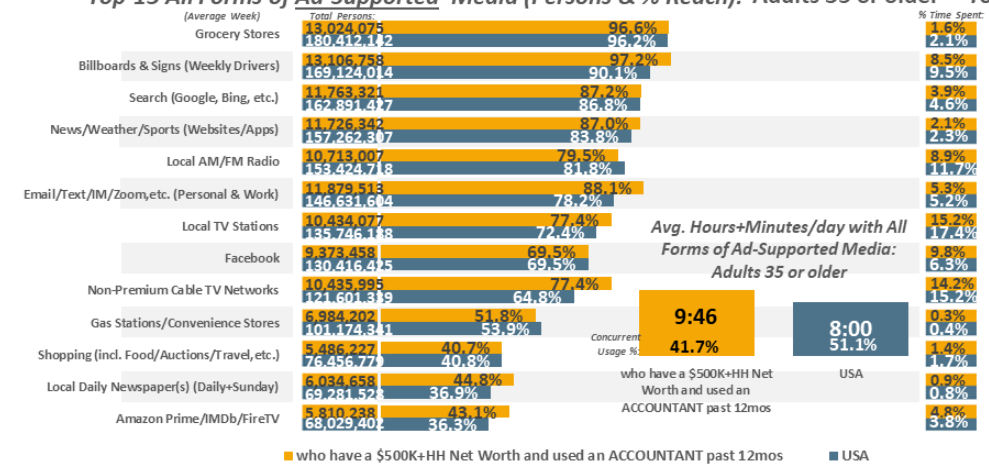
Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older



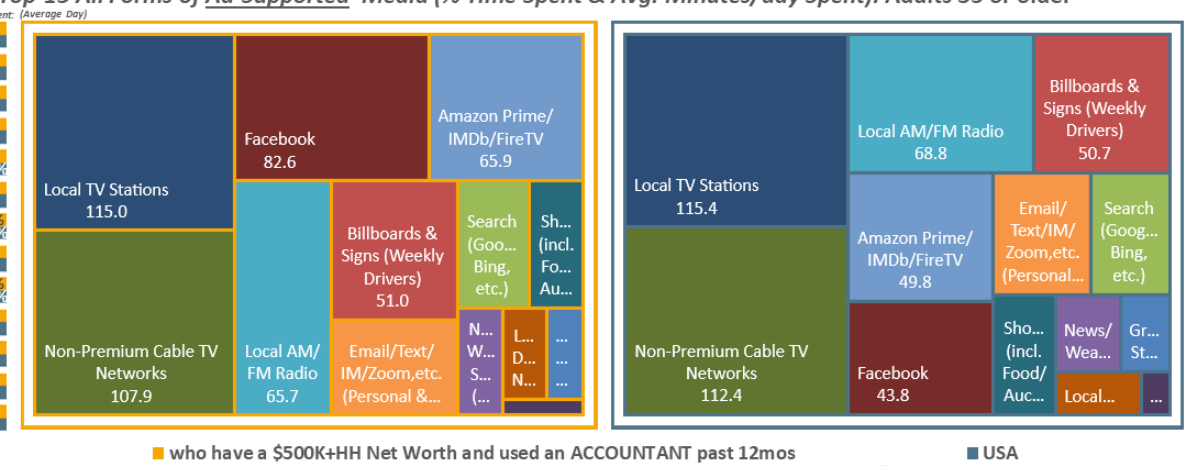
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 35 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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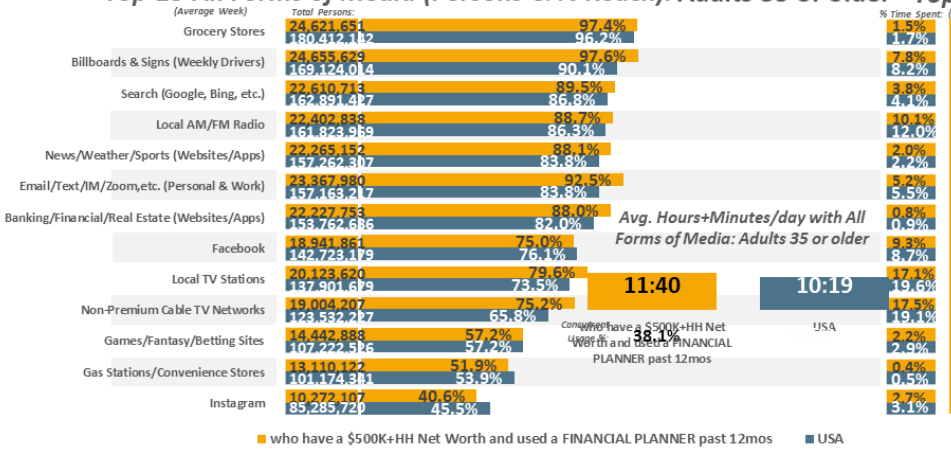
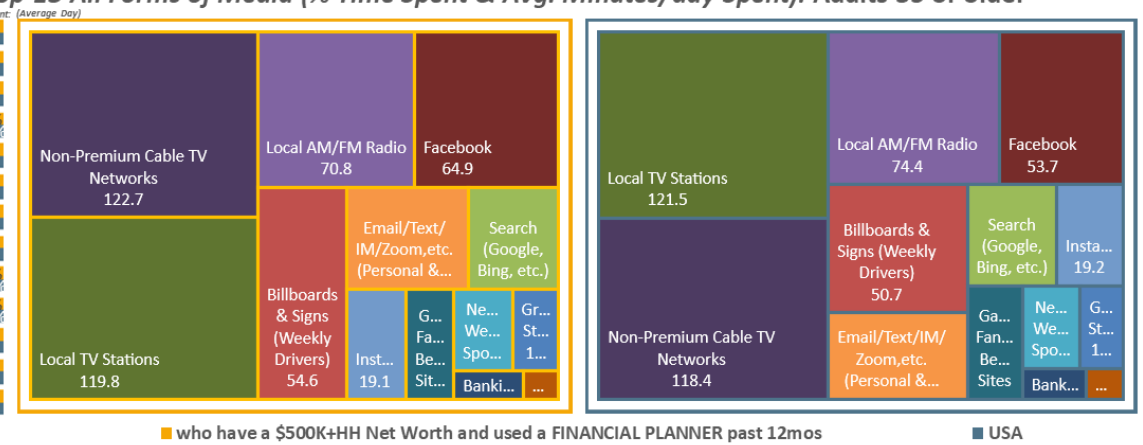
[(Age summaries: Adults 35 or older AND (Acxiom NetWorth Gold (HHLD): $500,000 - $999,999 OR Acxiom NetWorth Gold (HHLD): $1,000,000 - $1,999,999 OR Acxiom NetWorth Gold (HHLD): $2,000,000 +))] AND Professional services used by HHLD past 12 months (HHLD): Accountant

Adults 35 or older who have a $500K+HH Net Worth and used a FINANCIAL PLANNER past 12mos spend an average of 9 hours and 8 minutes each day with All Forms of Ad-Supported Media. 80.9% listen to Local AM/FM Radio for an avg. of 62. minutes/day.*(Local Radio delivers 9.2% of Time with Ad-Supported Media.)*

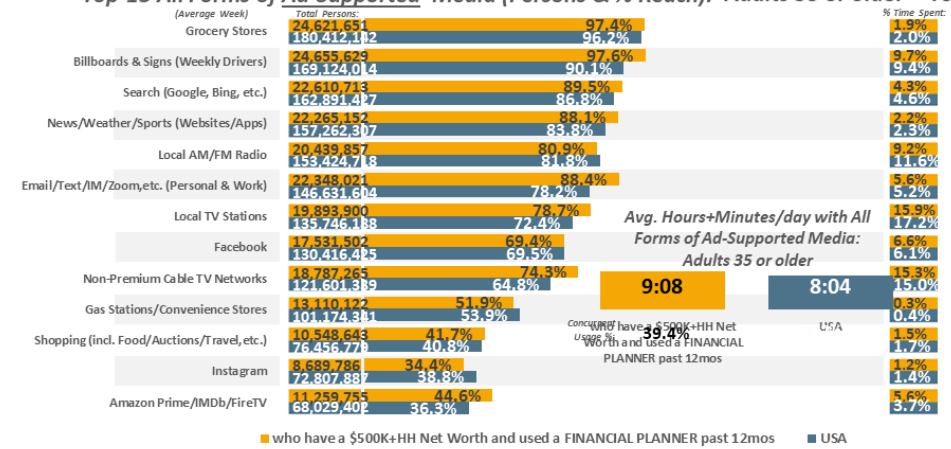
Top-13 All Forms of Media (Persons & % Reach): **Adults 35 or older**



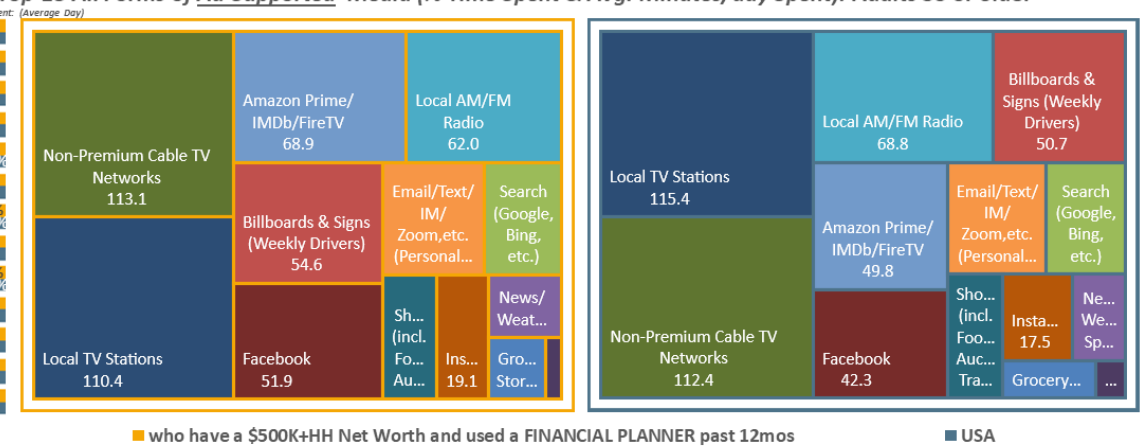
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 35 or older**



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): **Adults 35 or older**



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): **Adults 35 or older**



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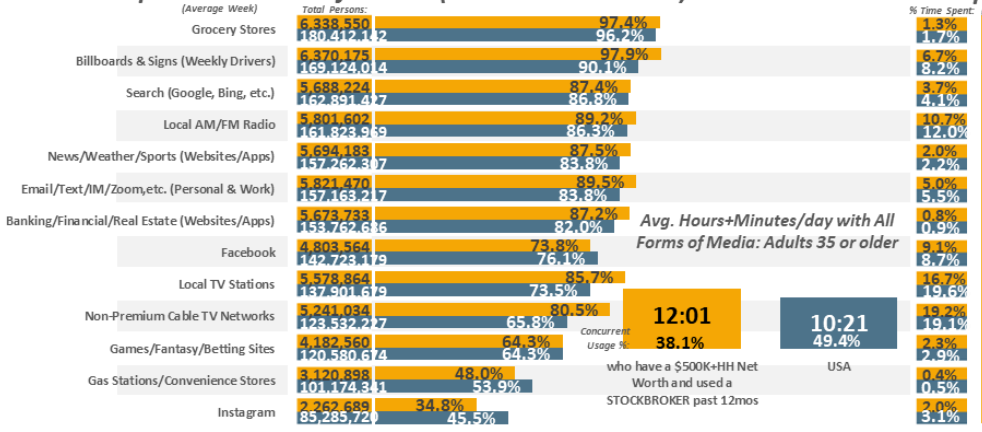
[(Age summaries: Adults 35 or older AND (Acxiom NetWorth Gold (HHLD): $500,000 - $999,999 OR Acxiom NetWorth Gold (HHLD): $1,000,000 - $1,999,999 OR Acxiom NetWorth Gold (HHLD): $2,000,000 +))] AND Professional services used by HHLD past 12 months (HHLD): Financial planner

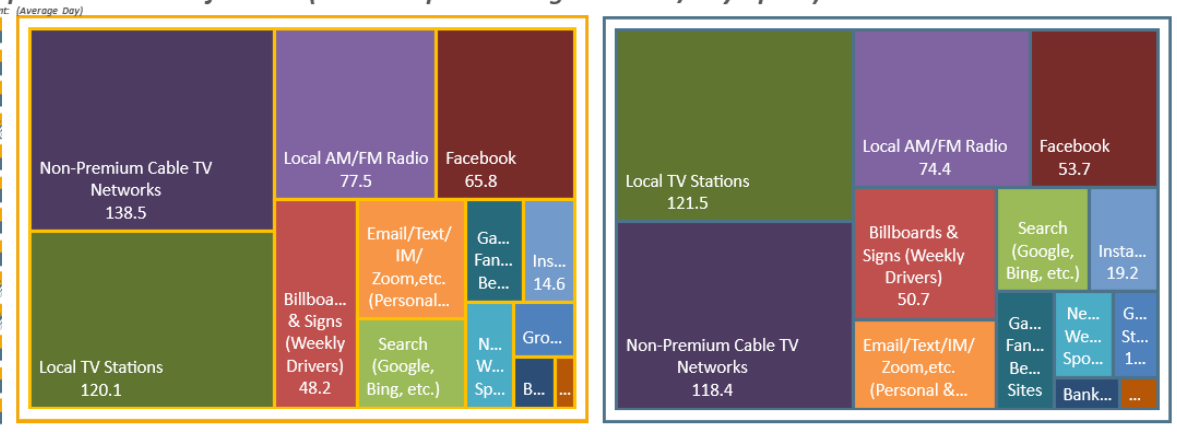
charles SCHWAB

Adults 35 or older who have a $500K+HH Net Worth and used a STOCKBROKER past 12mos spend an average of 9 hours and 32 minutes each day with All Forms of Ad-Supported Media. 82.% listen to Local AM/FM Radio for an avg. of 69.3 minutes/day. *(Local Radio delivers 9.9% of Time with Ad-Supported Media.)*

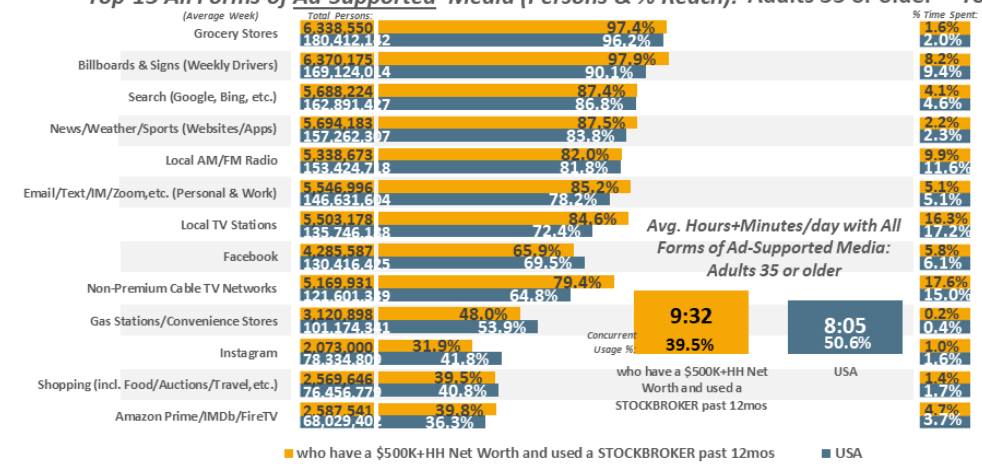
Top-13 All Forms of Media (Persons & % Reach): **Adults 35 or older**



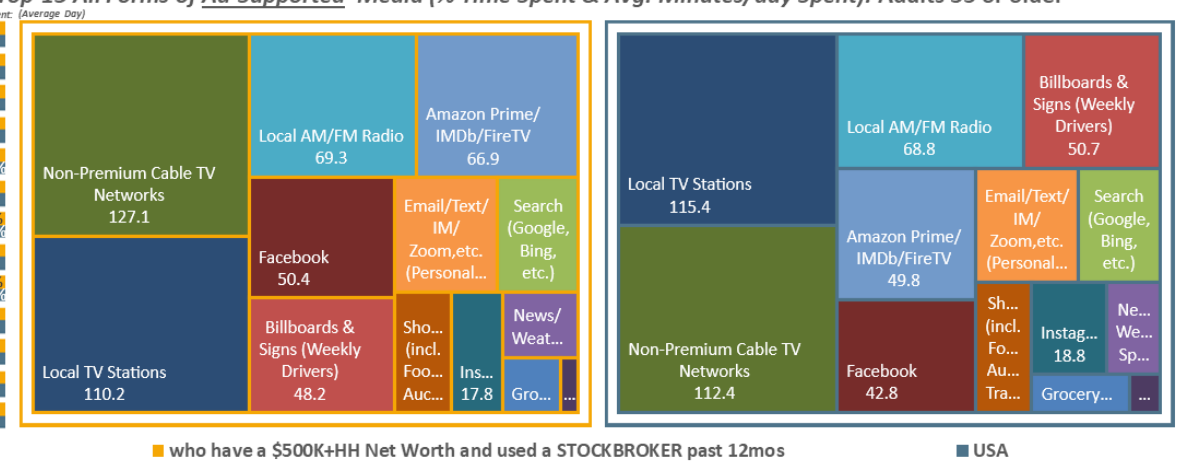
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 35 or older**



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): **Adults 35 or older**



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): **Adults 35 or older**



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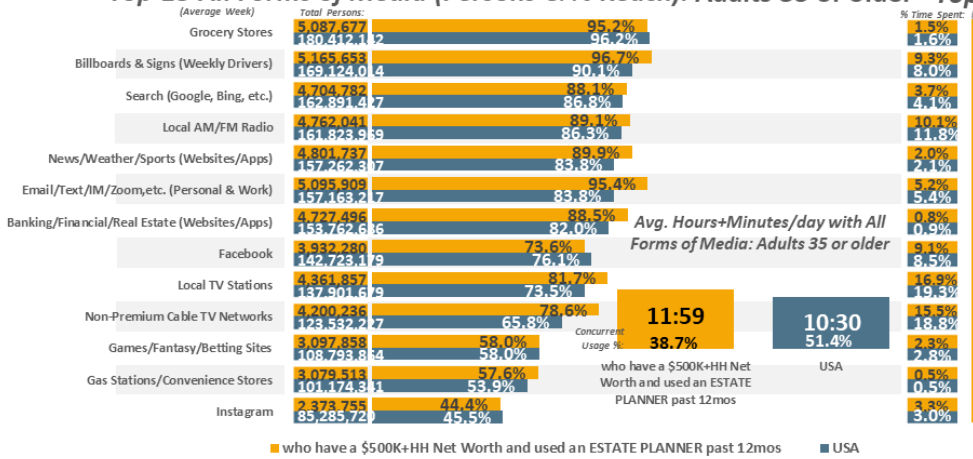
[(Age summaries: Adults 35 or older AND (Acxiom NetWorth Gold (HHLD): $500,000 - $999,999 OR Acxiom NetWorth Gold (HHLD): $1,000,000 - $1,999,999 OR Acxiom NetWorth Gold (HHLD): $2,000,000 +))] AND Professional services used by HHLD past 12 months (HHLD): Stockbroker

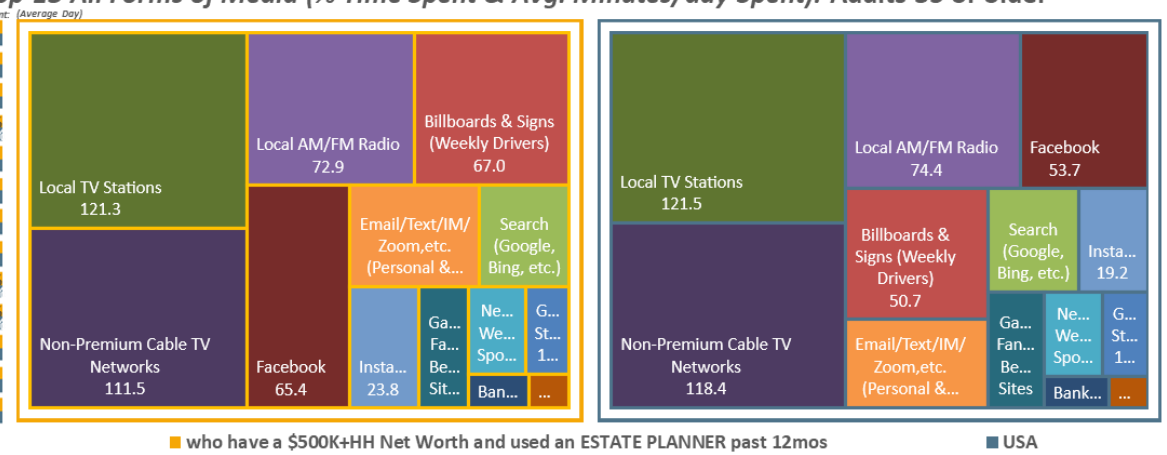
BESSEMER TRUST

Adults 35 or older who have a $500K+HH Net Worth and used an ESTATE PLANNER past 12mos spend an average of 9 hours and 24 minutes each day with All Forms of Ad-Supported Media. 78.7% listen to Local AM/FM Radio for an avg. of 62.1 minutes/day. *(Local Radio delivers 8.7% of Time with Ad-Supported Media.)*

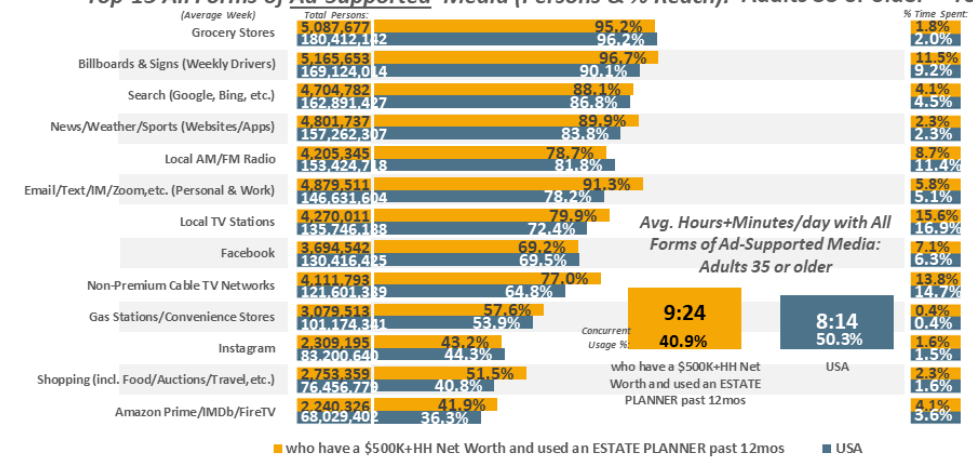
Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older



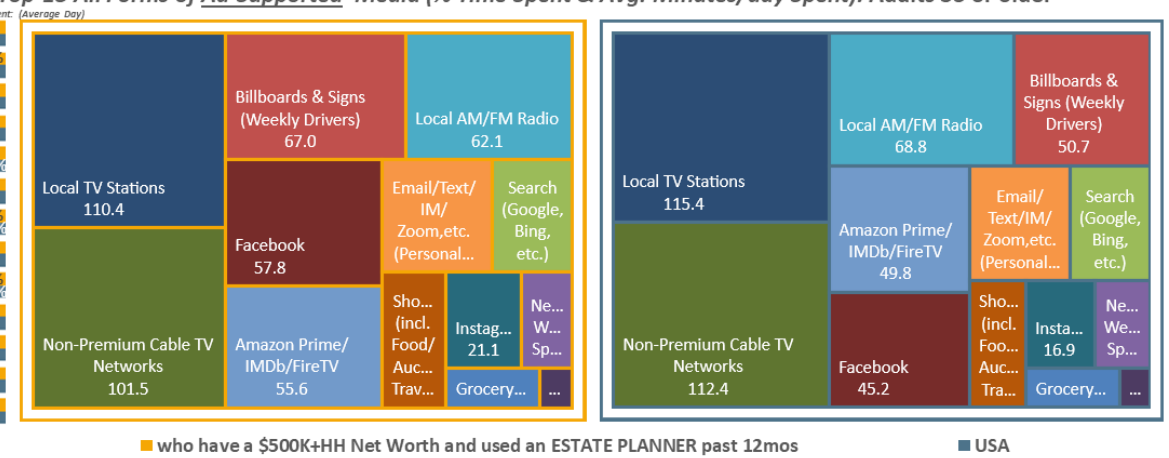
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 35 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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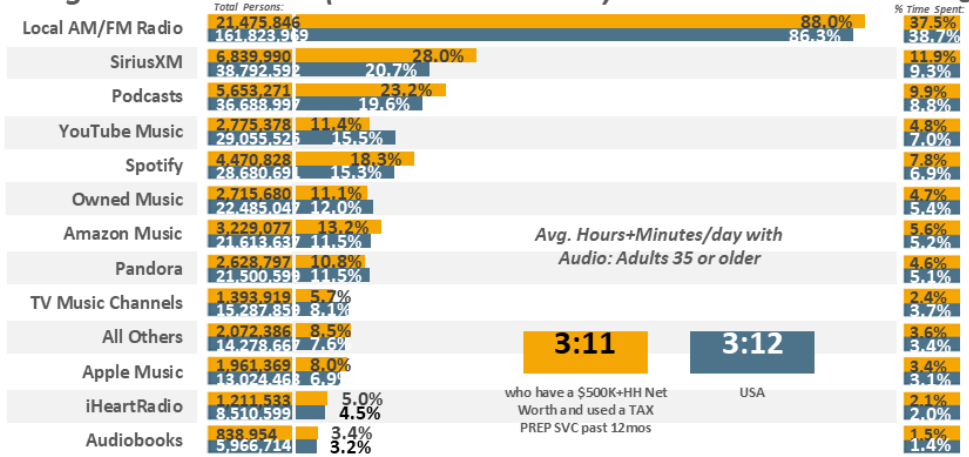
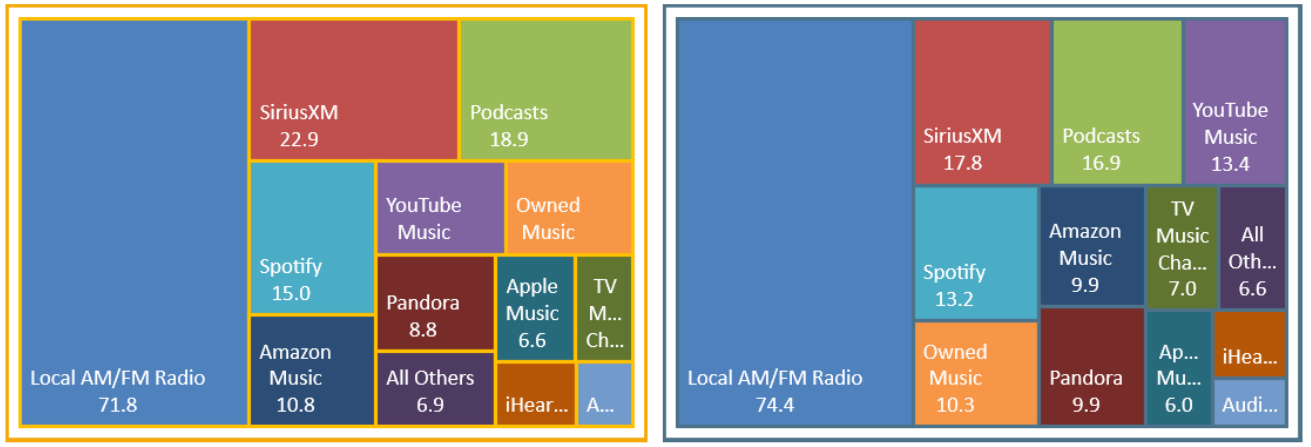
H&R BLOCK

19,773,961 or 81.% of Adults 35 or older who have a $500K+HH Net Worth and used a TAX PREP SVC past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 63.5 minutes every day representing 45.6% of all time spent daily with Ad-Supported Audio.

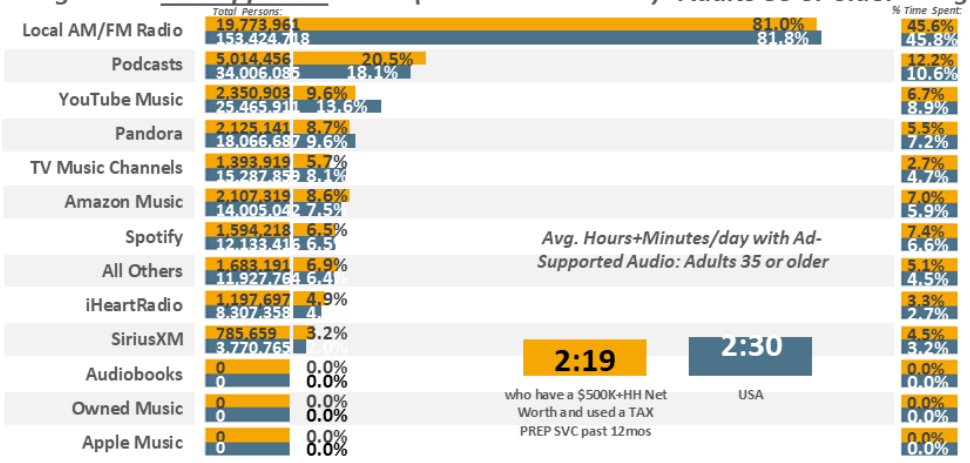
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



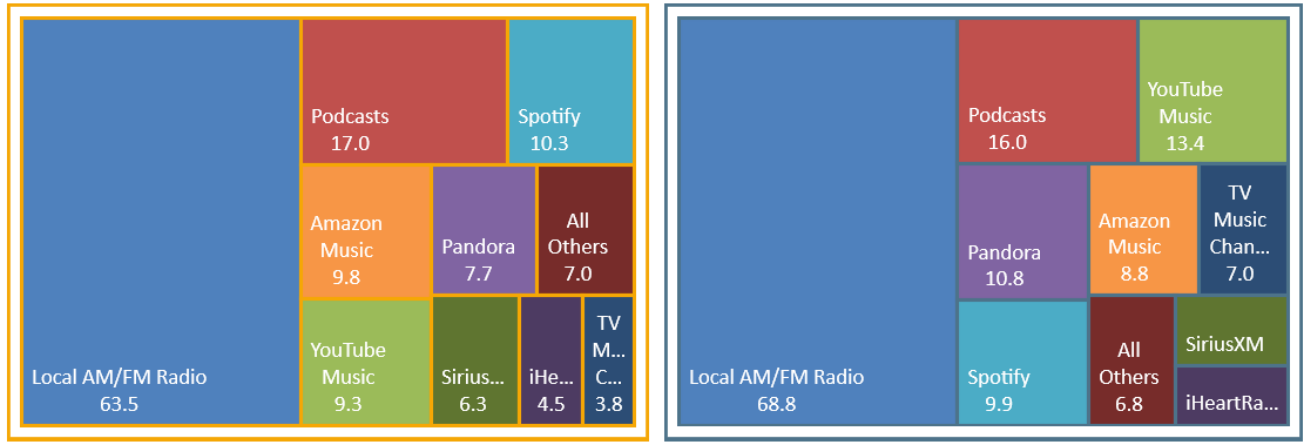
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 35 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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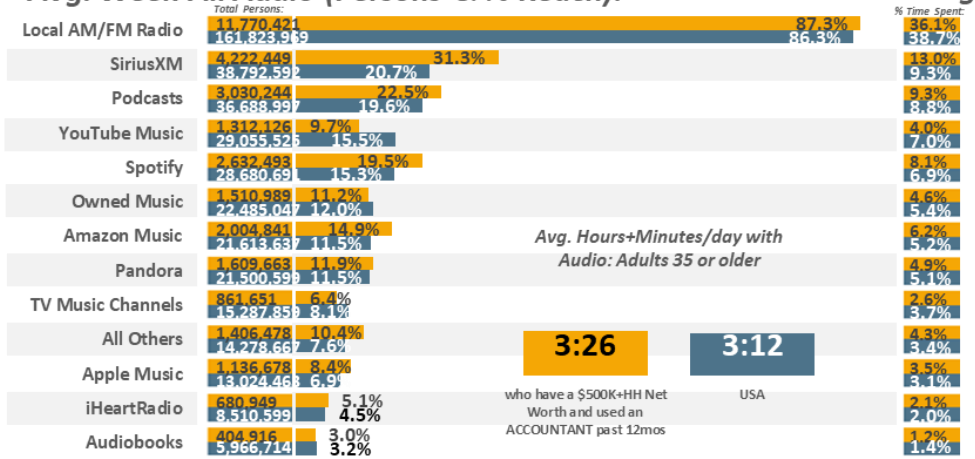
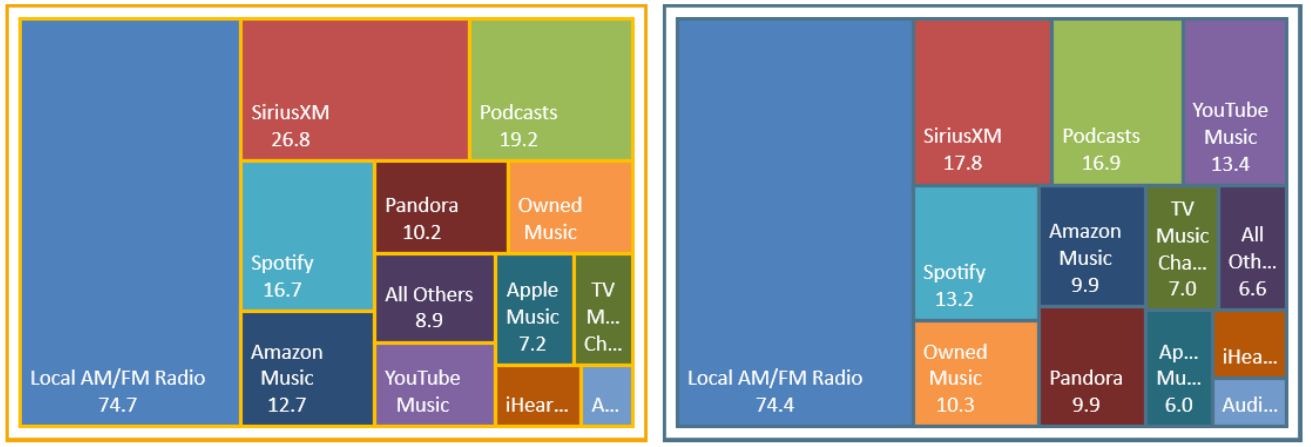
Deloitte.

10,713,007 or 79.5% of Adults 35 or older who have a $500K+HH Net Worth and used an ACCOUNTANT past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 65.7 minutes every day representing 43.6% of all time spent daily with Ad-Supported Audio.

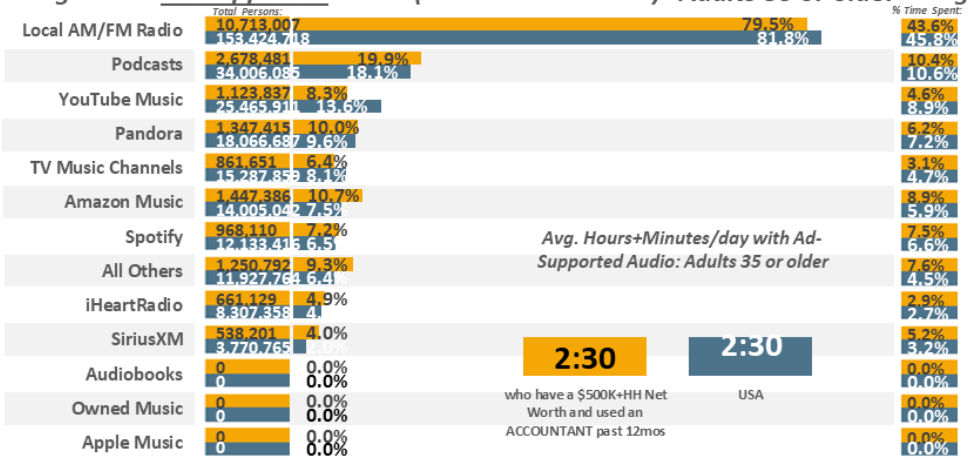
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



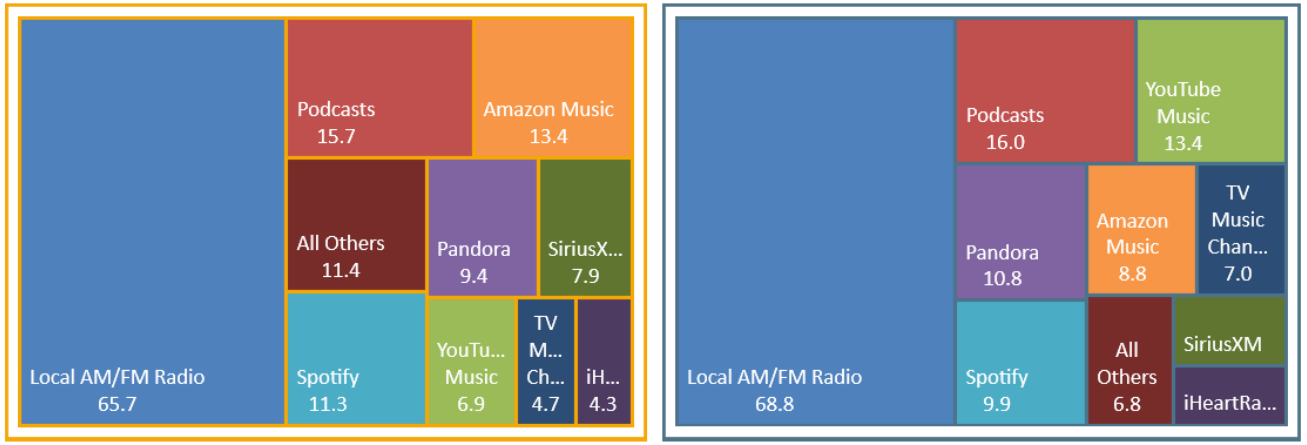
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 35 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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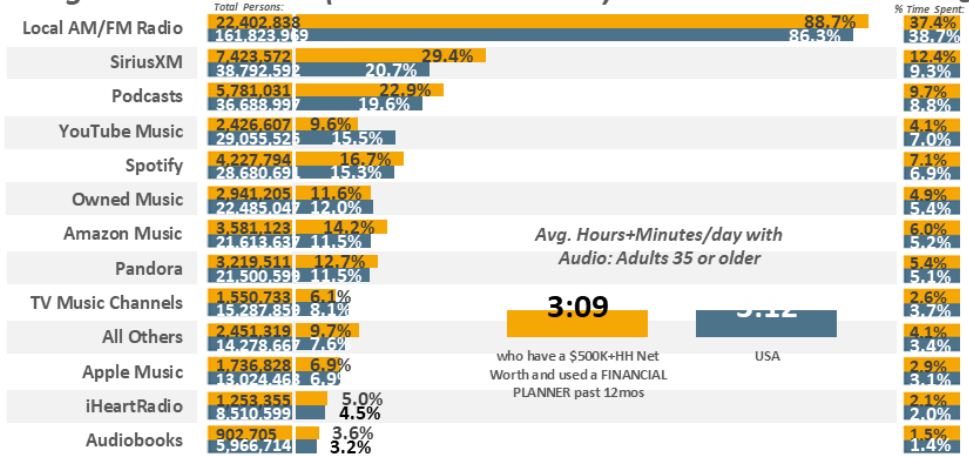
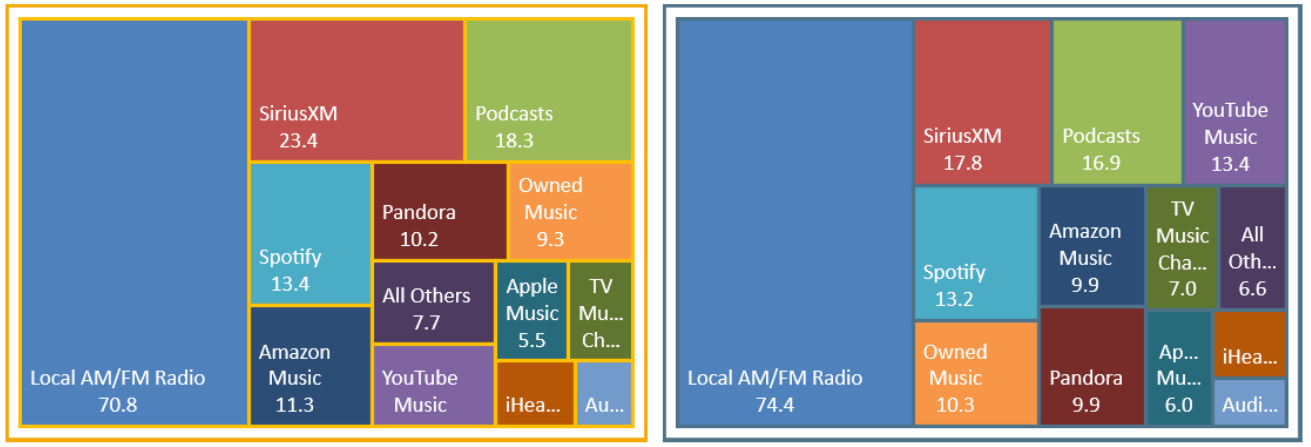
Edward Jones
MAKING SENSE OF INVESTING

20,439,857 or 80.9% of Adults 35 or older who have a $500K+HH Net Worth and used a FINANCIAL PLANNER past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 62. minutes every day representing 44.5% of all time spent daily with Ad-Supported A

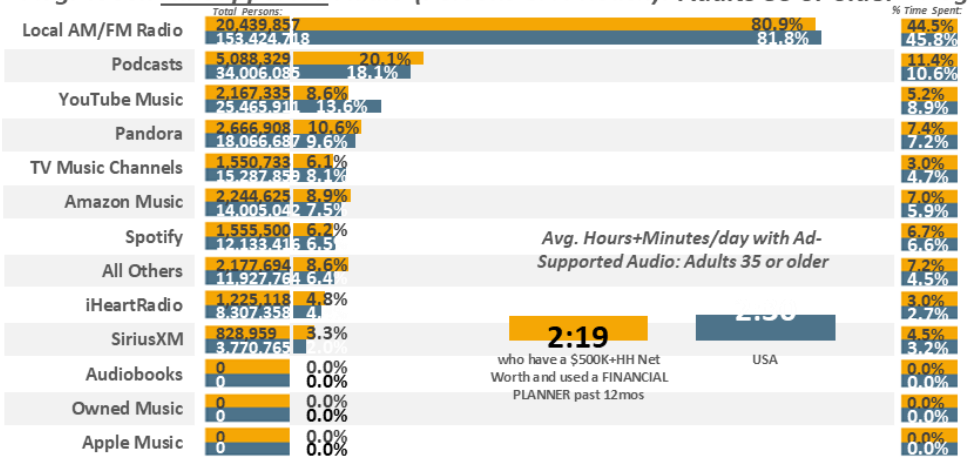
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



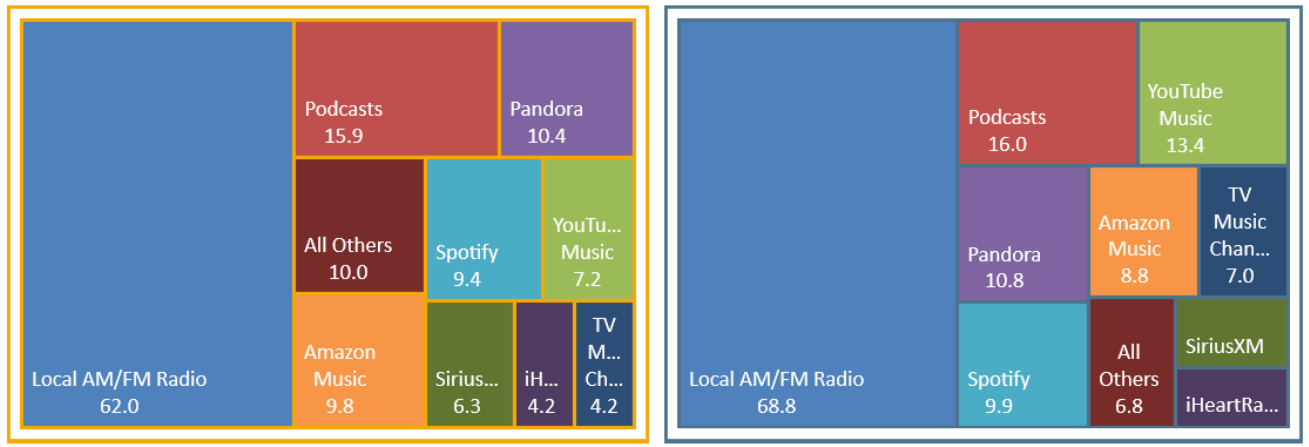
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 35 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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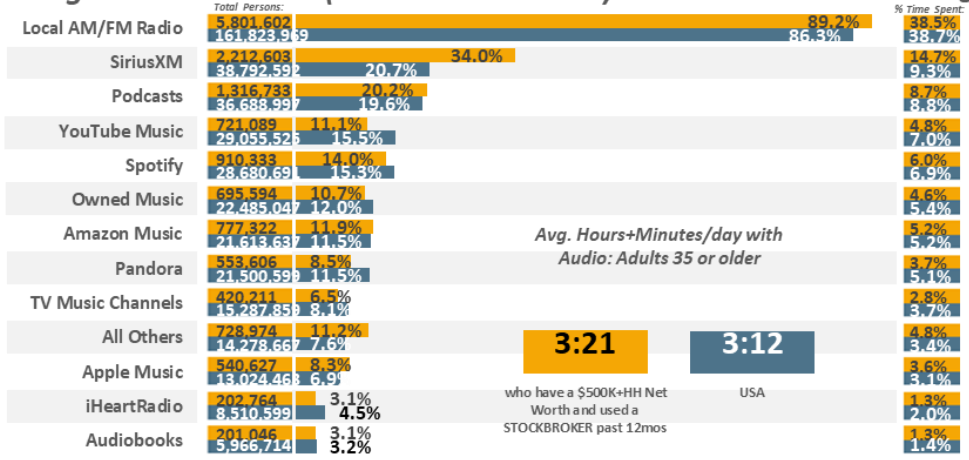
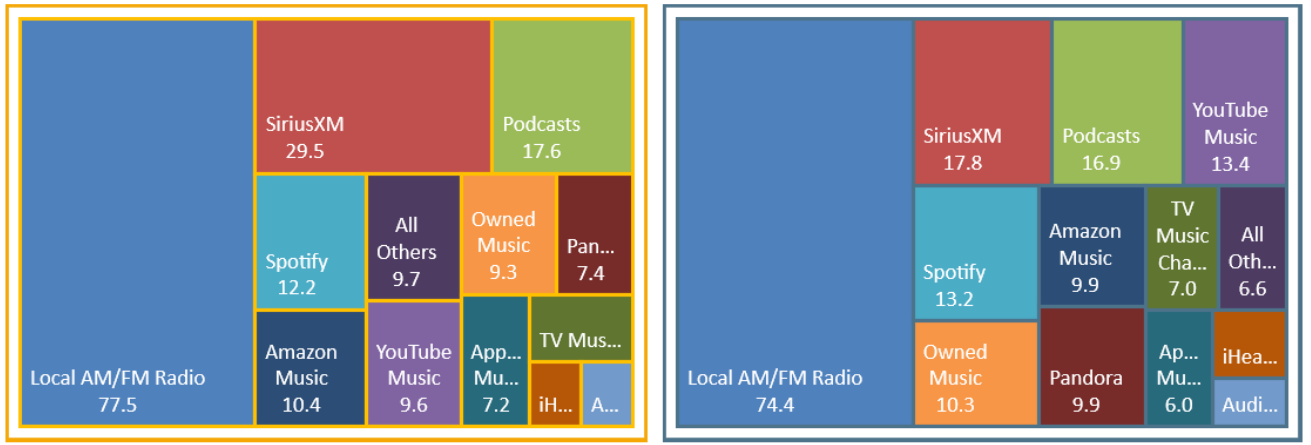
charles SCHWAB

5,338,673 or 82.% of Adults 35 or older who have a $500K+HH Net Worth and used a STOCKBROKER past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 69.3 minutes every day representing 46.2% of all time spent daily with Ad-Supported Audio.

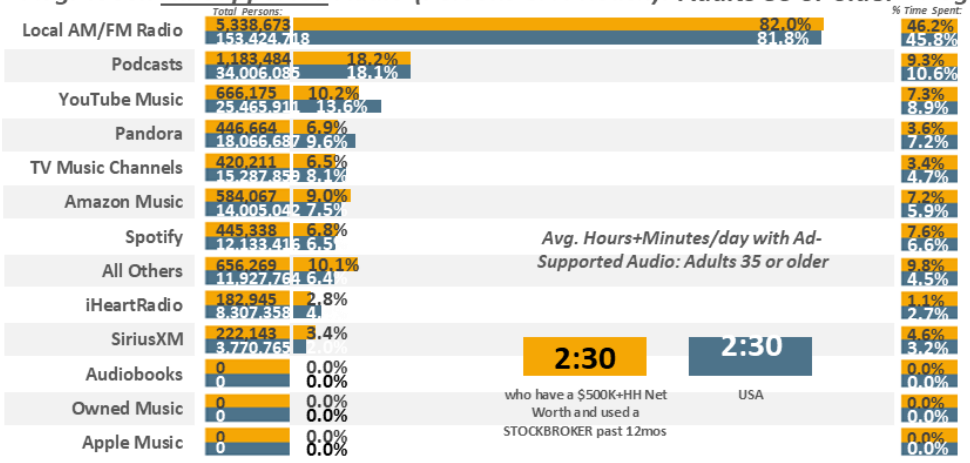
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



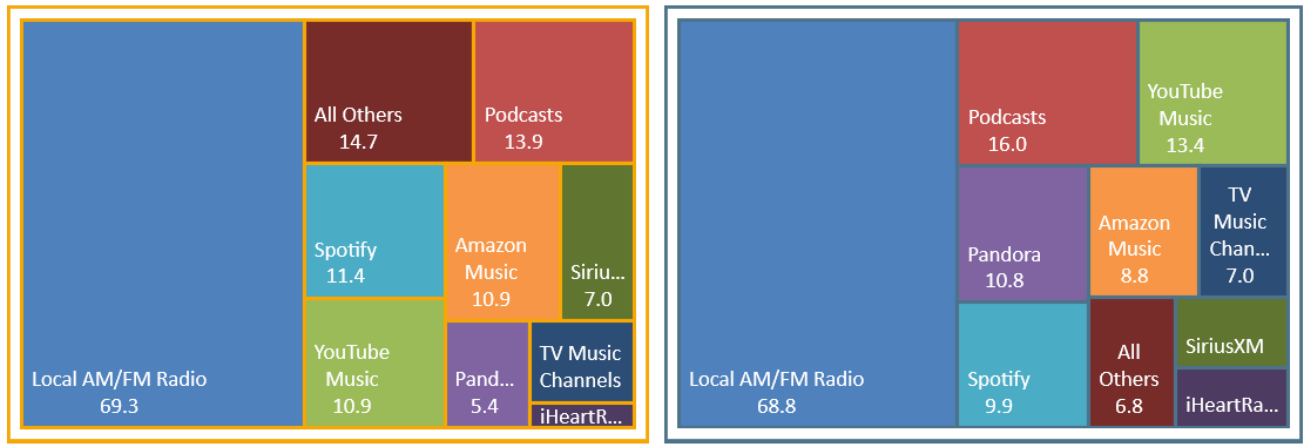
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 35 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 8,169

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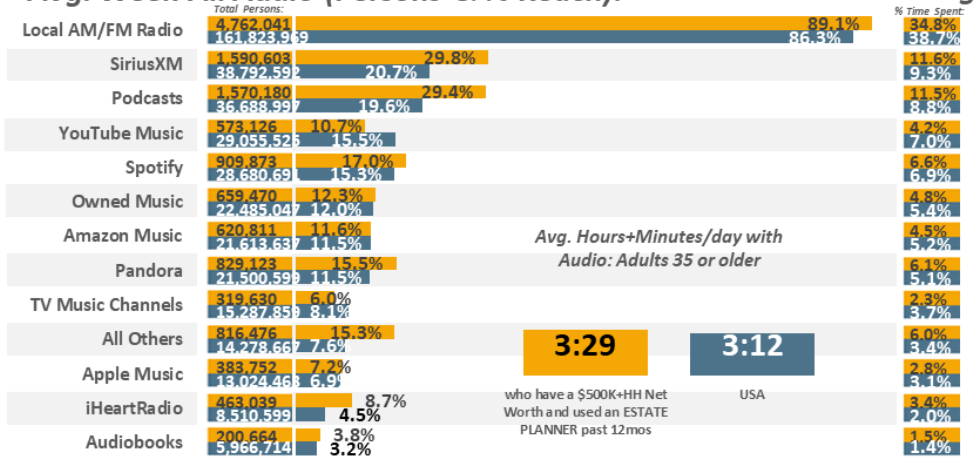
[(Age summaries: Adults 35 or older AND (Acxiom NetWorth Gold (HHLD): $500,000 - $999,999 OR Acxiom NetWorth Gold (HHLD): $1,000,000 - $1,999,999 OR Acxiom NetWorth Gold (HHLD): $2,000,000 +))] AND Professional services used by HHLD past 12 months (HHLD): Stockbroker

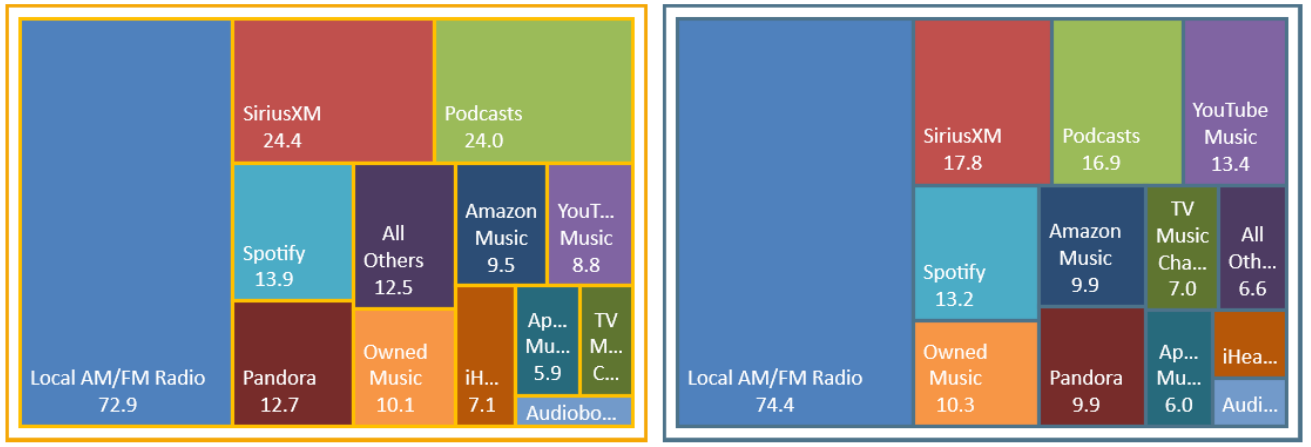
BESSEMER TRUST

4,205,345 or 78.7% of Adults 35 or older who have a $500K+HH Net Worth and used an ESTATE PLANNER past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 62.1 minutes every day representing 38.2% of all time spent daily with Ad-Supported Aud

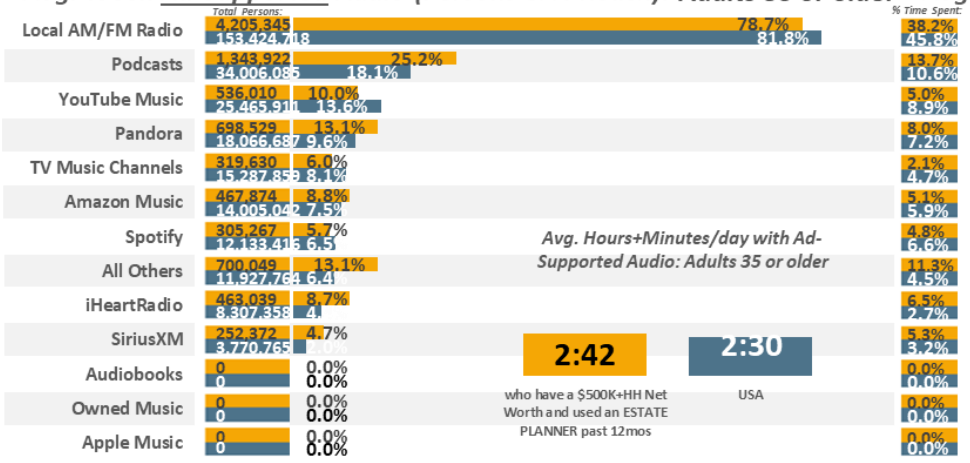
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



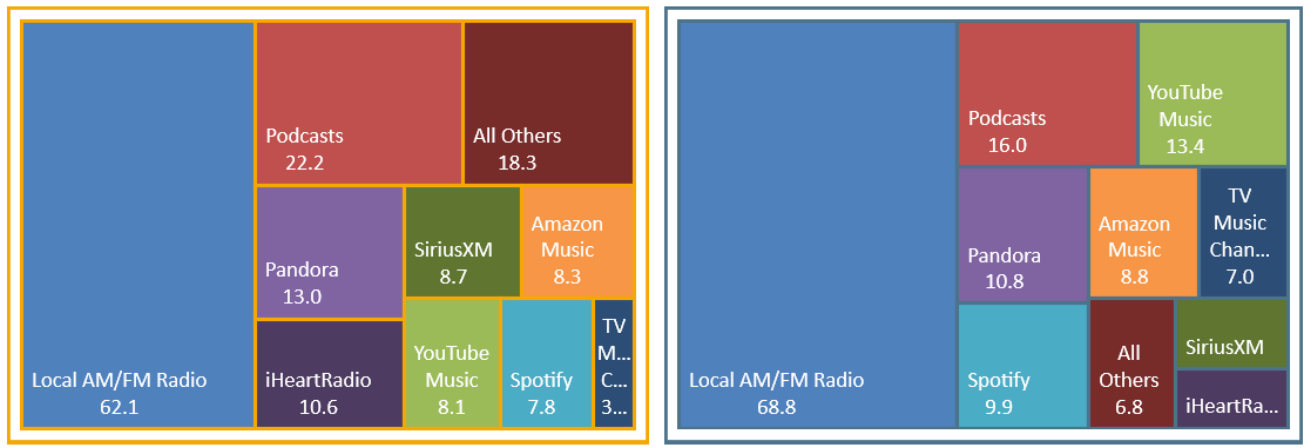
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 35 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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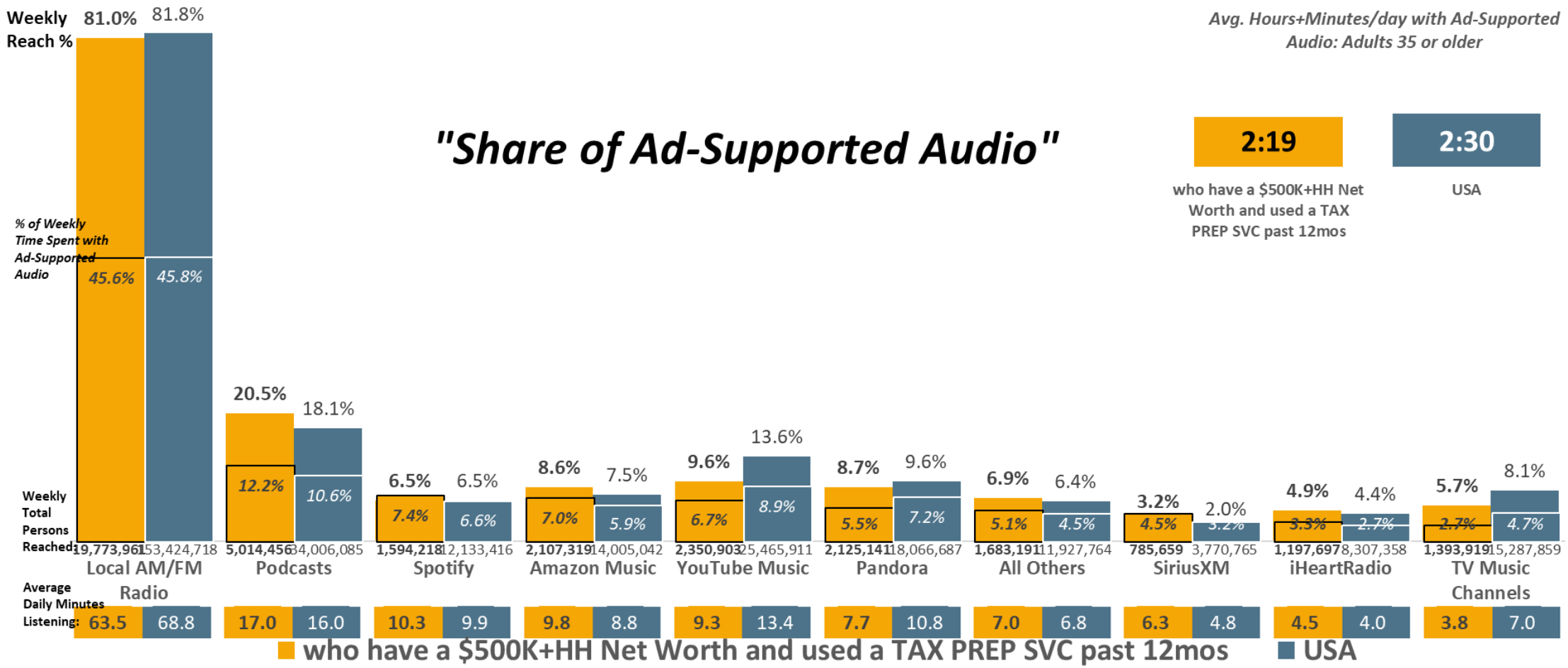
[(Age summaries: Adults 35 or older AND (Acxiom NetWorth Gold (HHLD): $500,000 - $999,999 OR Acxiom NetWorth Gold (HHLD): $1,000,000 - $1,999,999 OR Acxiom NetWorth Gold (HHLD): $2,000,000 +))] AND Professional services used by HHLD past 12 months (HHLD): Estate planning

H&R BLOCK

19,773,961 or 81.% of Adults 35 or older who have a $500K+HH Net Worth and used a TAX PREP SVC past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 63.5 minutes every day representing 45.6% of all time spent daily with Ad-Supported Audio.



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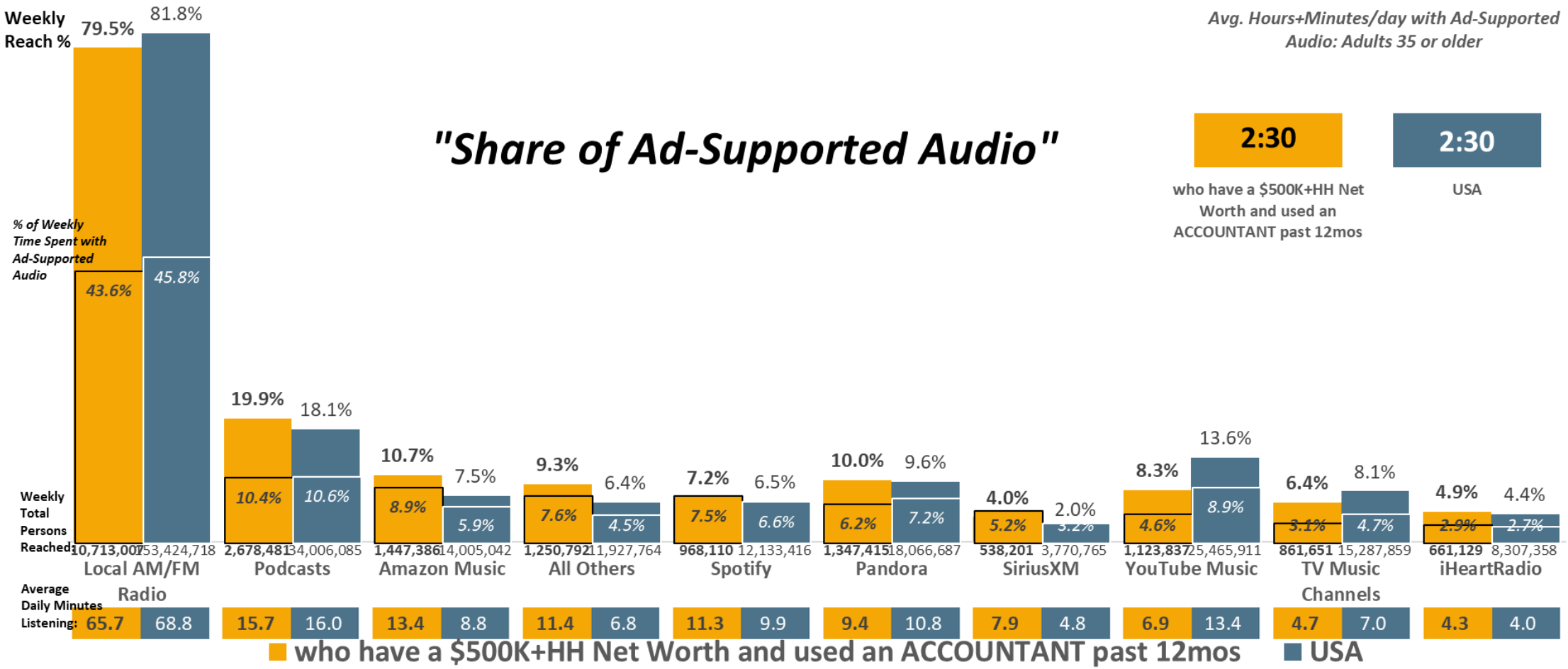
Deloitte.

10,713,007 or 79.5% of Adults 35 or older who have a $500K+HH Net Worth and used an ACCOUNTANT past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 65.7 minutes every day representing 43.6% of all time spent daily with Ad-Supported Audio.



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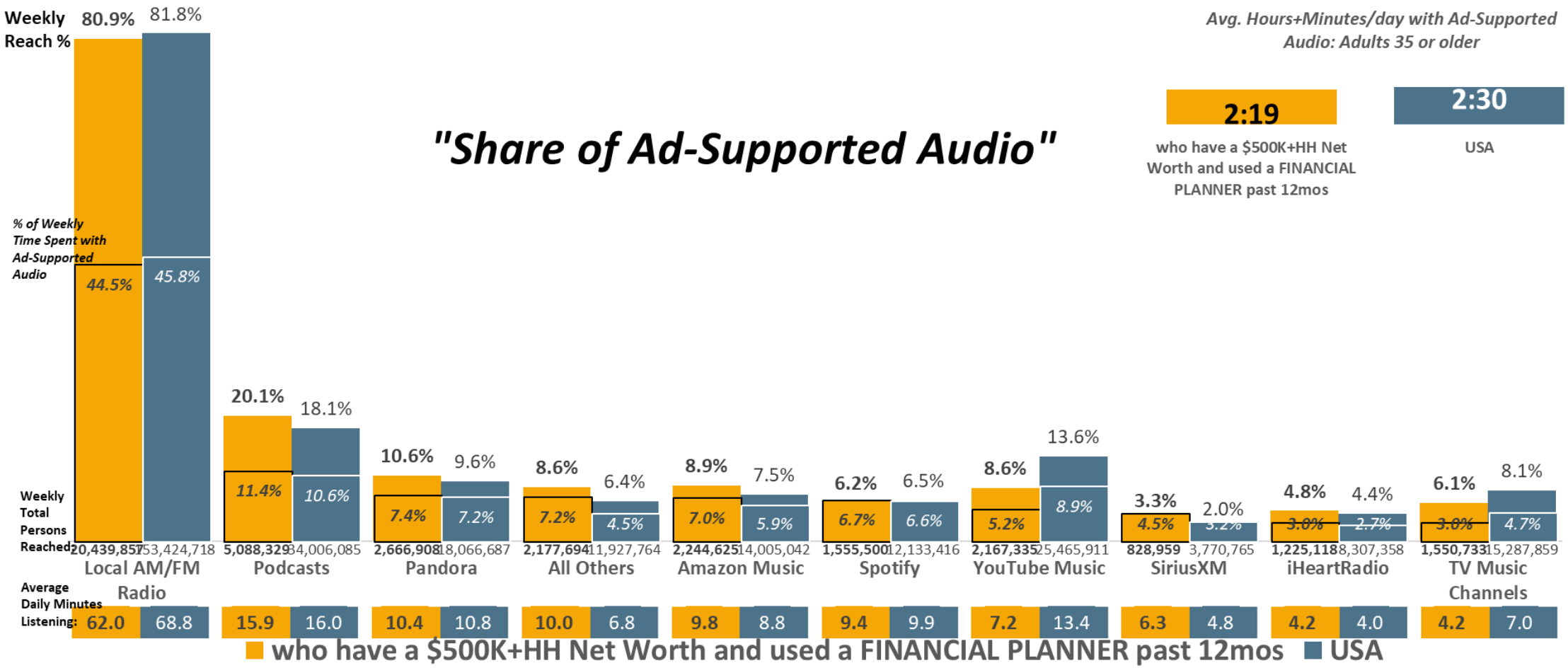
[(Age summaries: Adults 35 or older AND (Acxiom NetWorth Gold (HHLD): $500,000 - $999,999 OR Acxiom NetWorth Gold (HHLD): $1,000,000 - $1,999,999 OR Acxiom NetWorth Gold (HHLD): $2,000,000 +))] AND Professional services used by HHLD past 12 months (HHLD): Accountant

Edward Jones
MAKING SENSE OF INVESTING

20,439,857 or 80.9% of Adults 35 or older who have a $500K+HH Net Worth and used a FINANCIAL PLANNER past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 62. minutes every day representing 44.5% of all time spent daily with Ad-Supported A



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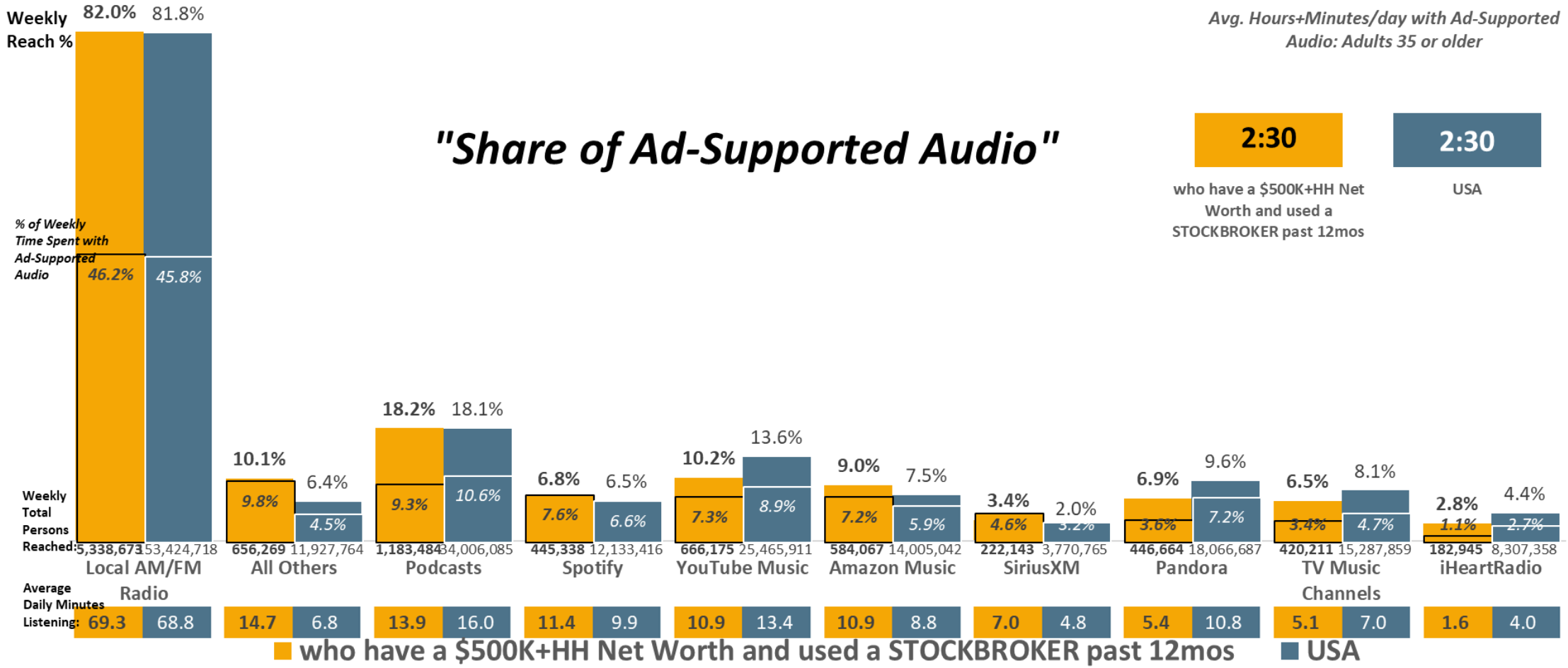
[(Age summaries: Adults 35 or older AND (Acxiom NetWorth Gold (HHLD): $500,000 - $999,999 OR Acxiom NetWorth Gold (HHLD): $1,000,000 - $1,999,999 OR Acxiom NetWorth Gold (HHLD): $2,000,000 +))] AND Professional services used by HHLD past 12 months (HHLD): Financial planner

charles SCHWAB

5,338,673 or 82.% of Adults 35 or older who have a $500K+HH Net Worth and used a STOCKBROKER past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 69.3 minutes every day representing 46.2% of all time spent daily with Ad-Supported Audio.



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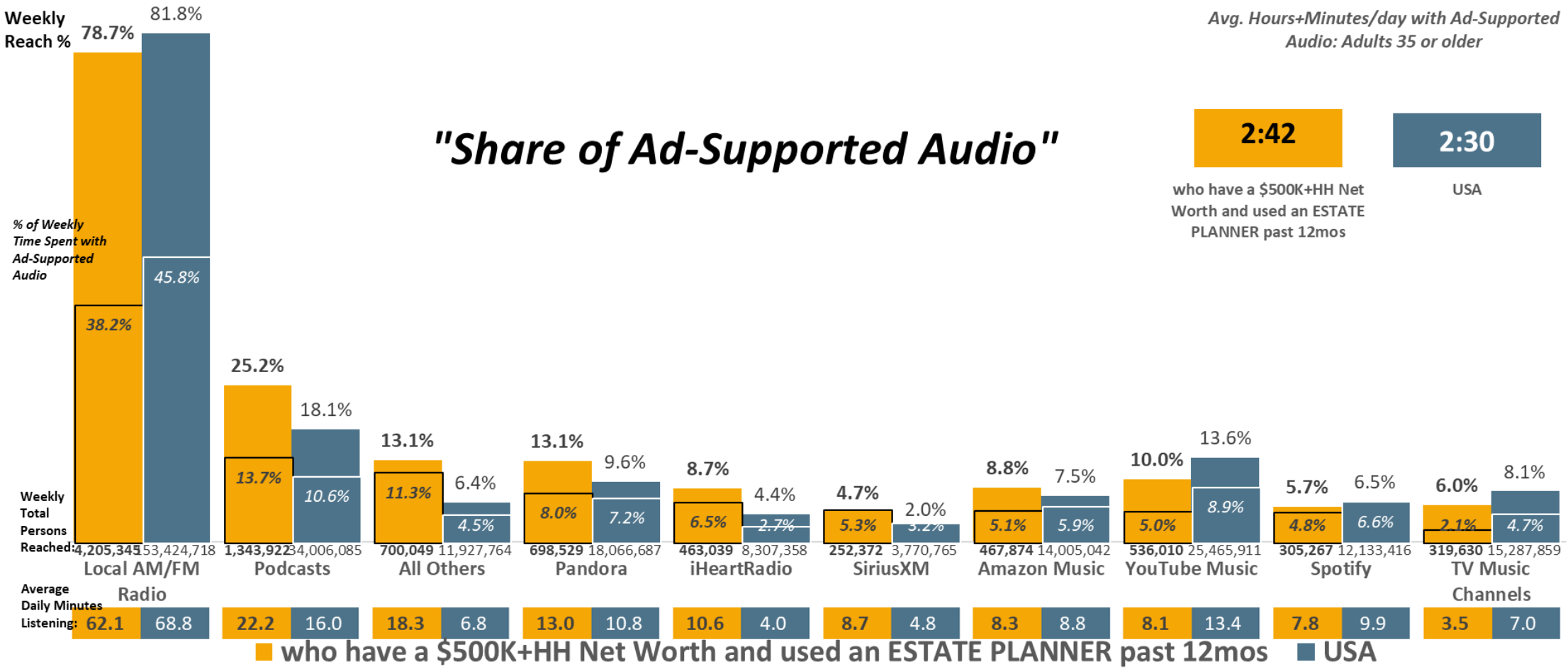
BESSEMER TRUST

4,205,345 or 78.7% of Adults 35 or older who have a $500K+HH Net Worth and used an ESTATE PLANNER past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 62.1 minutes every day representing 38.2% of all time spent daily with Ad-Supported Aud



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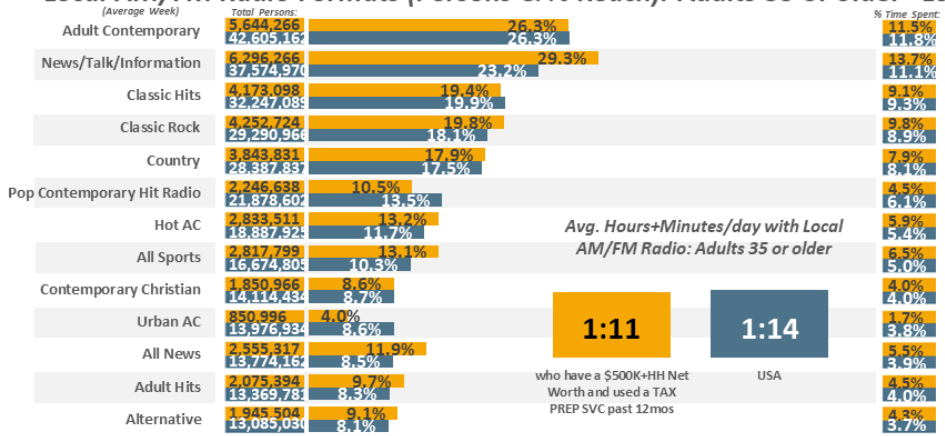
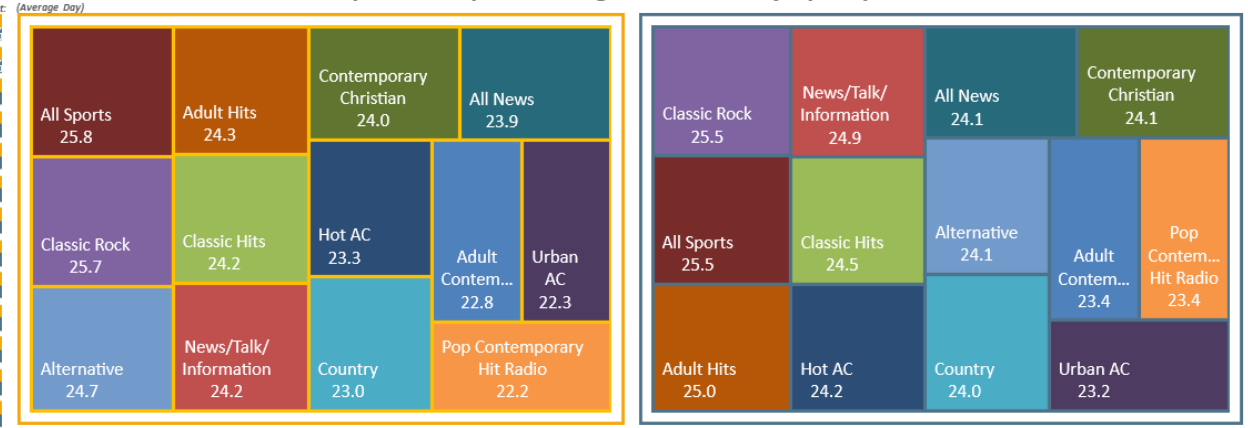
H&R BLOCK

19,773,961 or 81.% of Adults 35 or older who have a $500K+HH Net Worth and used a TAX PREP SVC past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Rock, Classic Hits, Country, and News/Talk/Information.

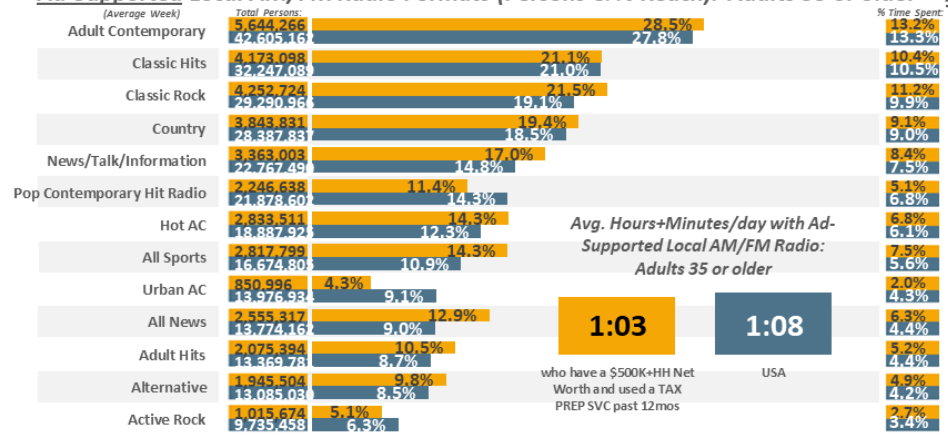
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



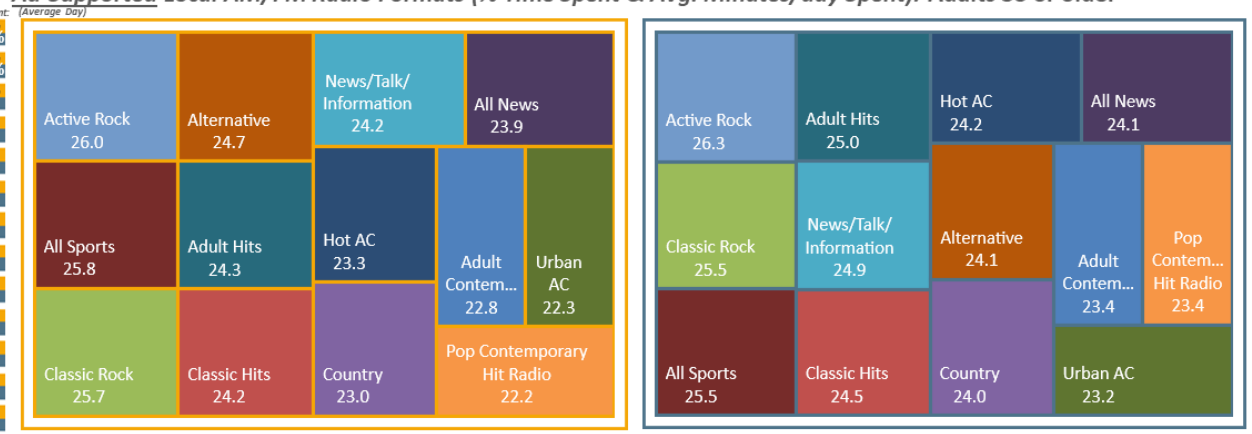
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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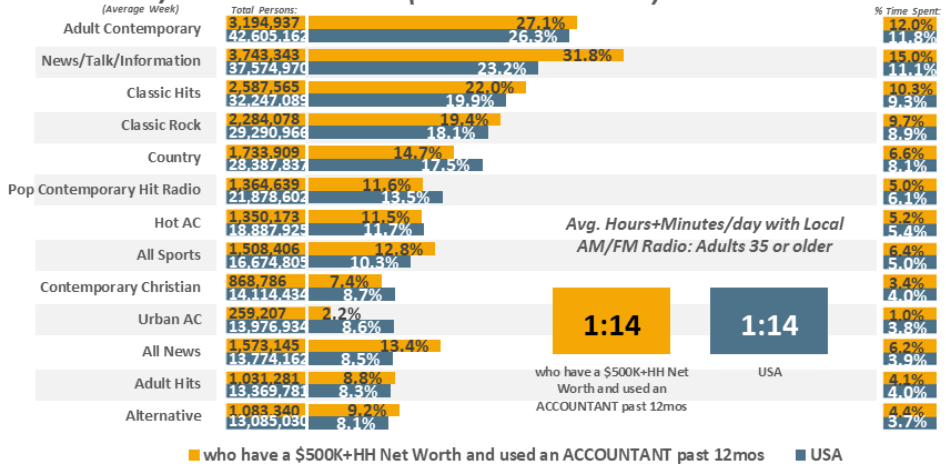
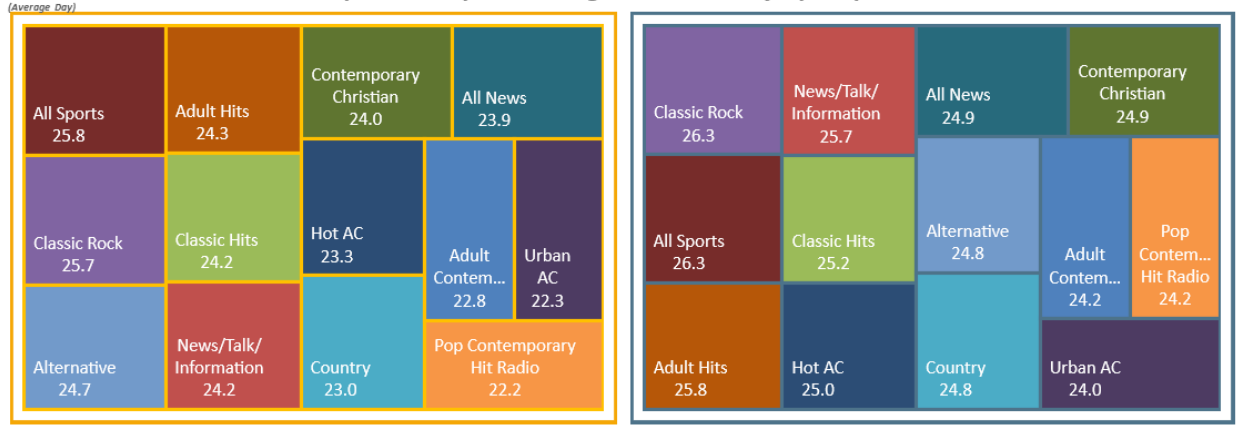
10,713,007 or 79.5% of Adults 35 or older who have a $500K+HH Net Worth and used an ACCOUNTANT past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Classic Rock, News/Talk/Information, and Country.

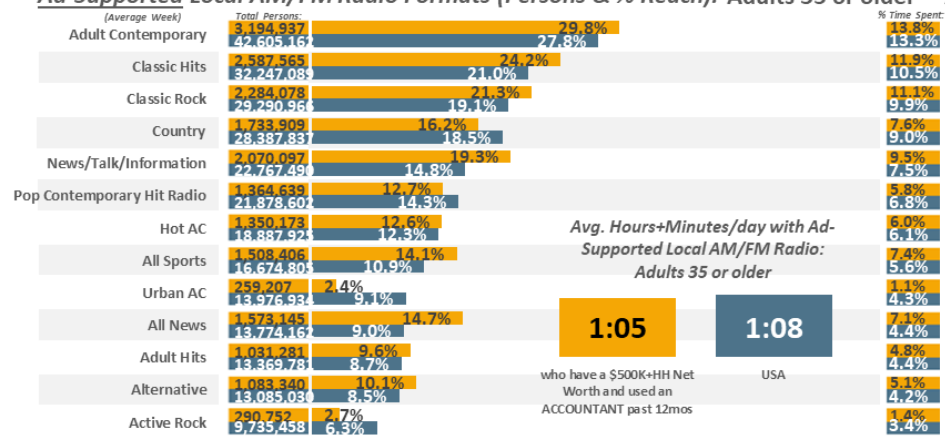
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



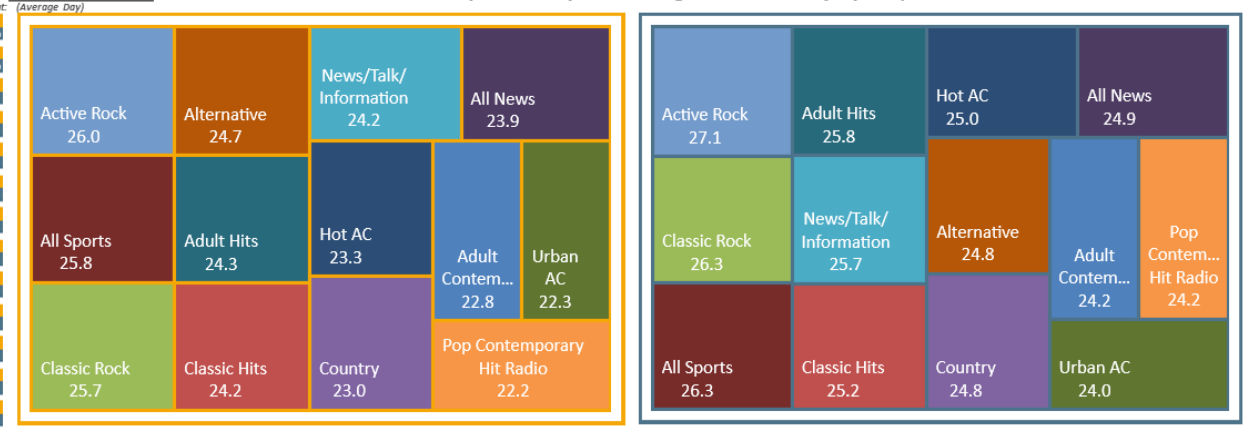
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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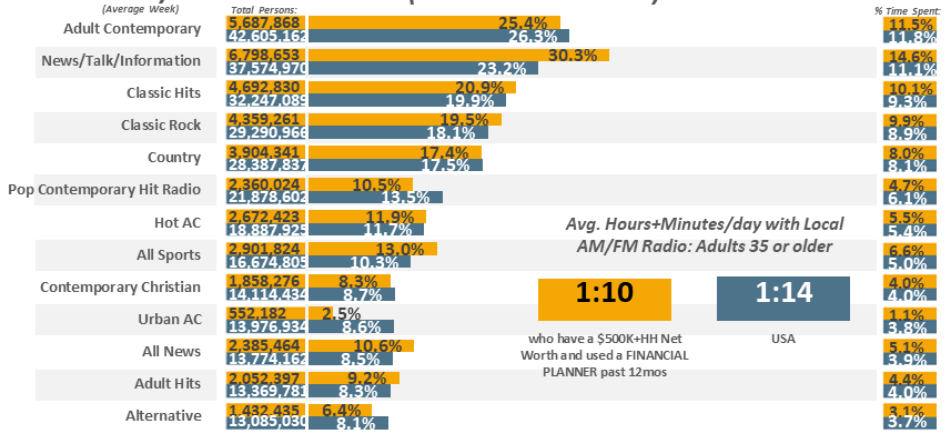
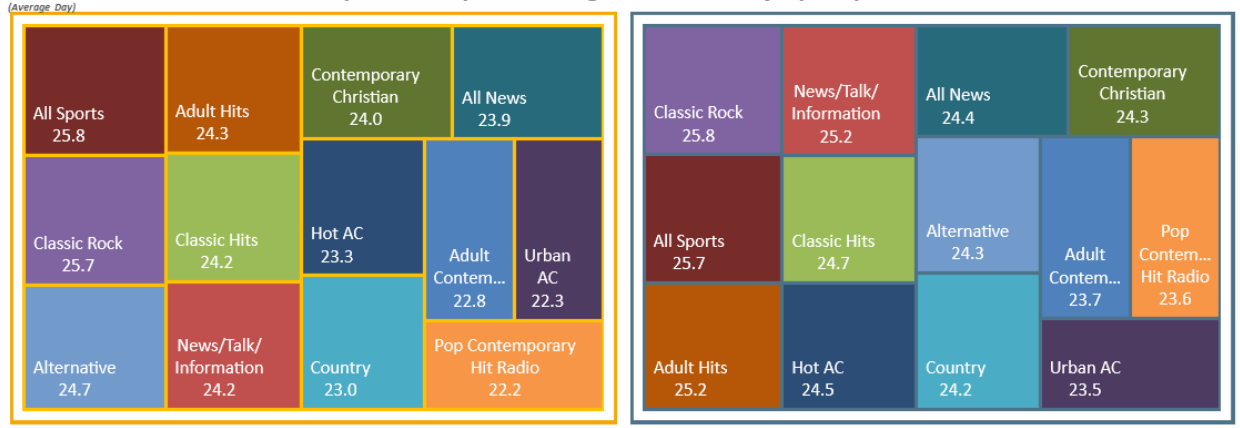
Edward Jones
MAKING SENSE OF INVESTING

20,439,857 or 80.9% of Adults 35 or older who have a $500K+HH Net Worth and used a FINANCIAL PLANNER past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Classic Rock, Country, and News/Talk/Informat

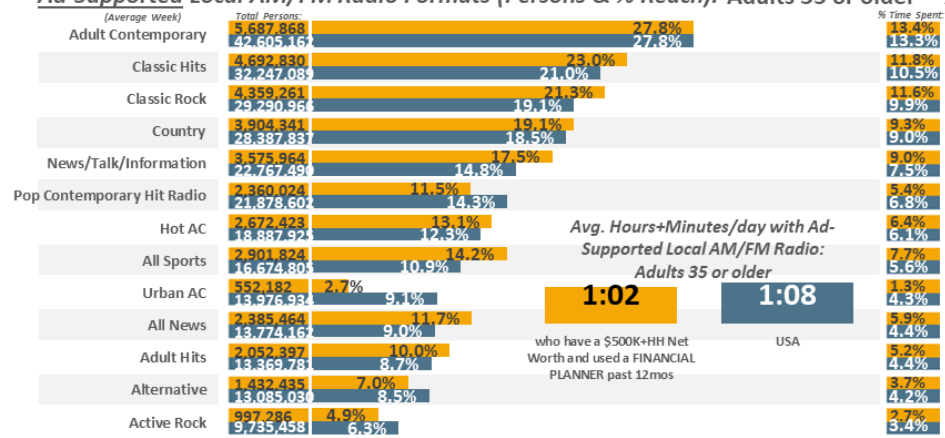
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



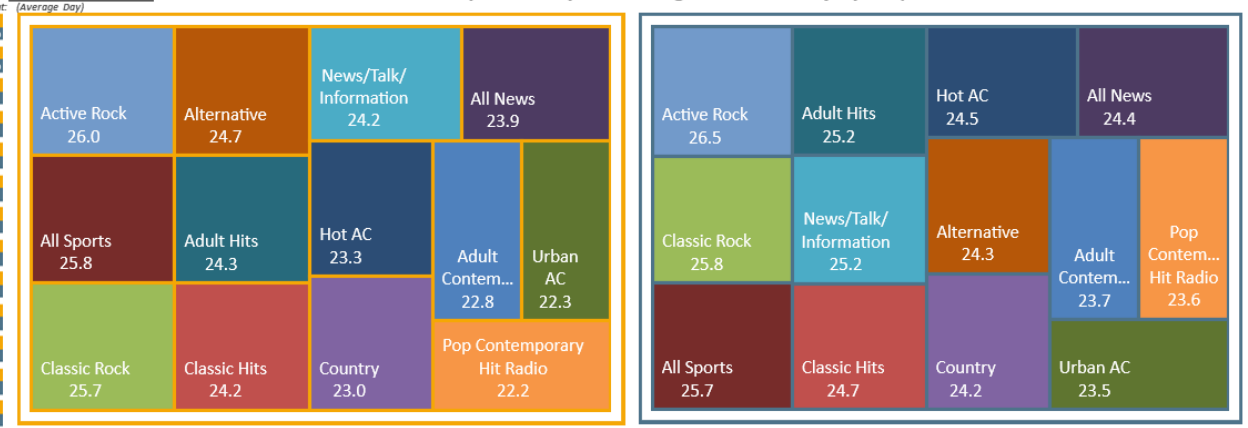
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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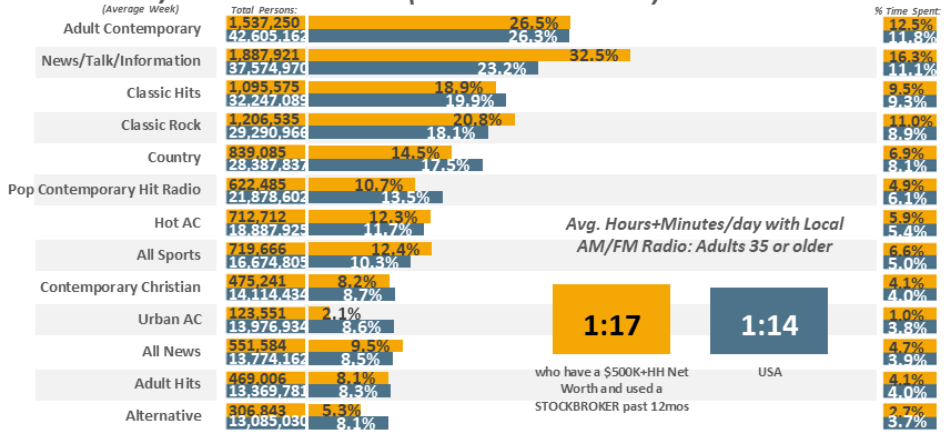
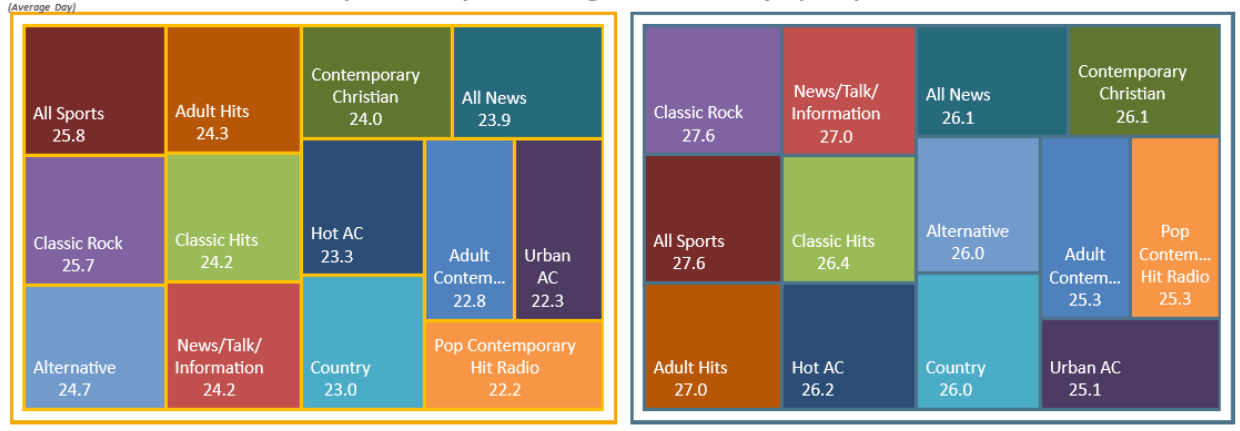
charles SCHWAB

5,338,673 or 82.% of Adults 35 or older who have a $500K+HH Net Worth and used a STOCKBROKER past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Rock, News/Talk/Information, Classic Hits, and Country.

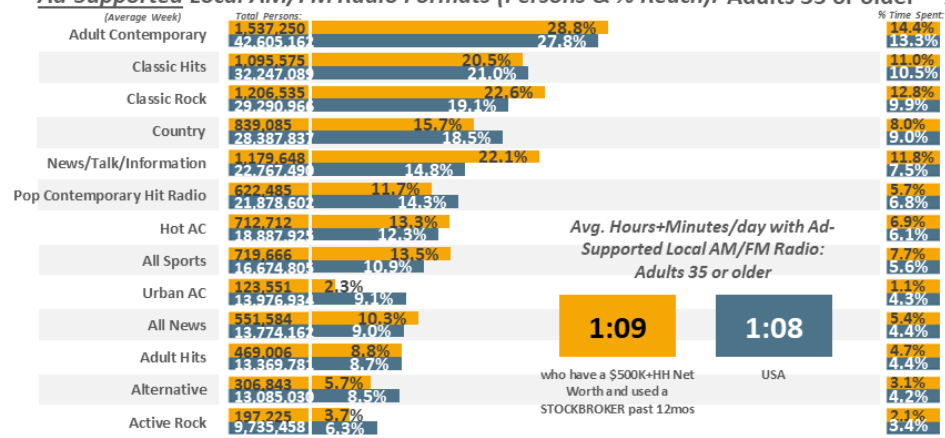
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



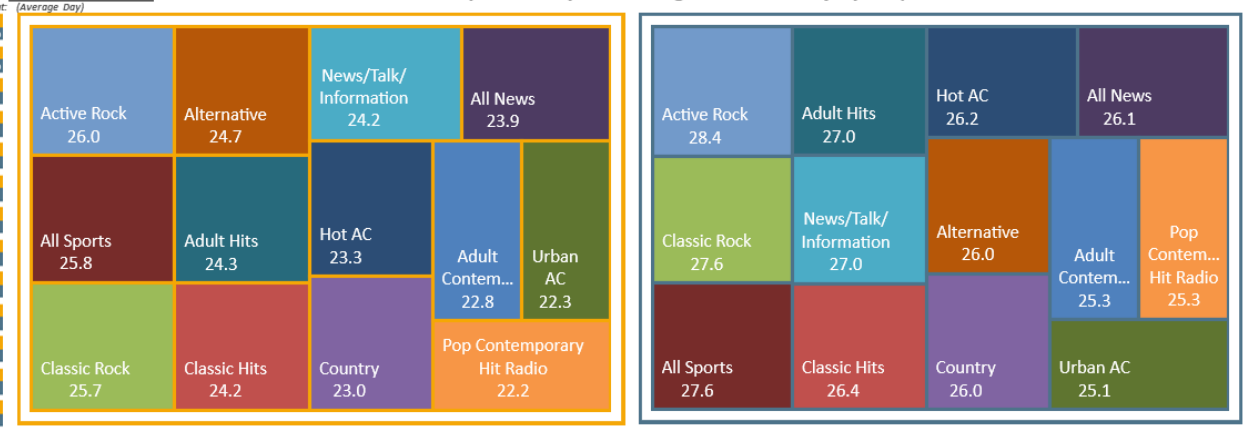
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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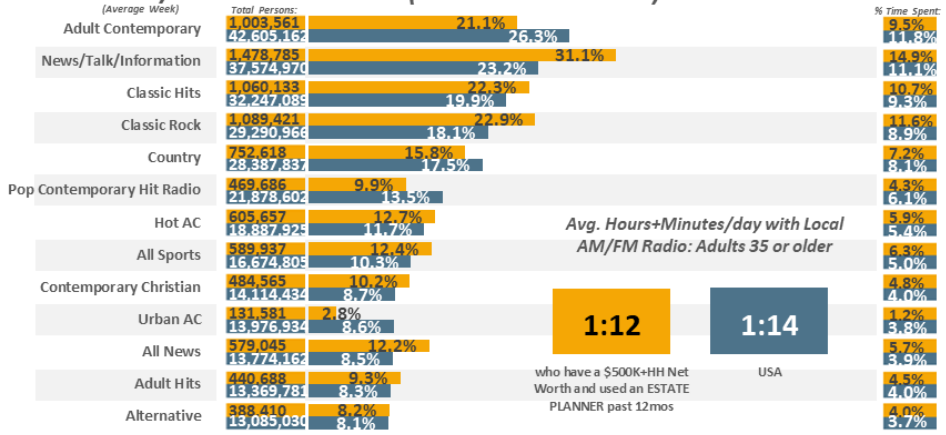
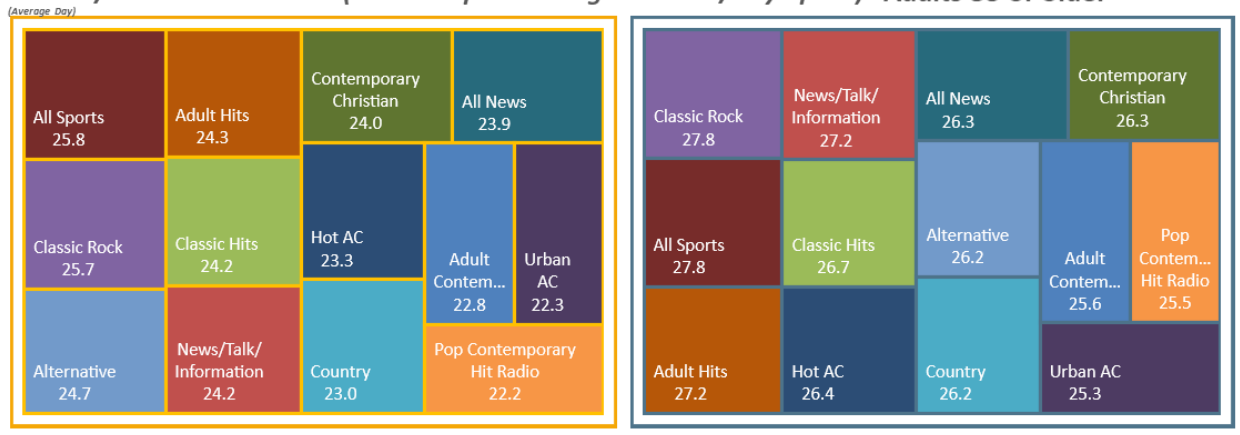
BESSEMER TRUST

4,205,345 or 78.7% of Adults 35 or older who have a $500K+HH Net Worth and used an ESTATE PLANNER past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Classic Hits, Adult Contemporary, Country, and News/Talk/Information

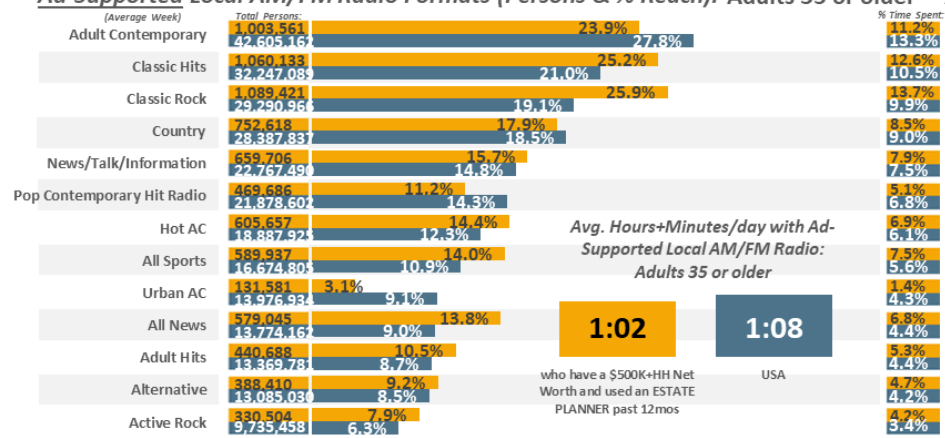
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



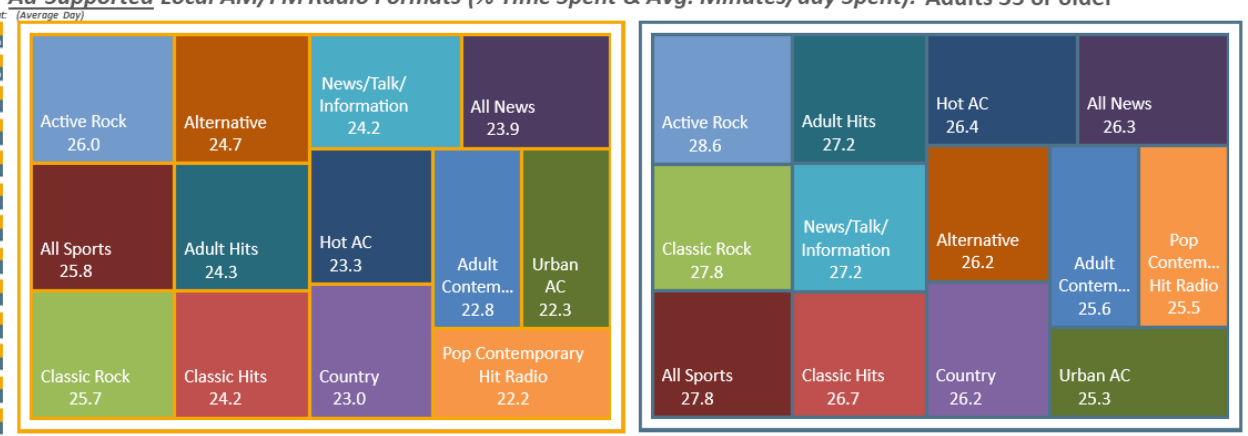
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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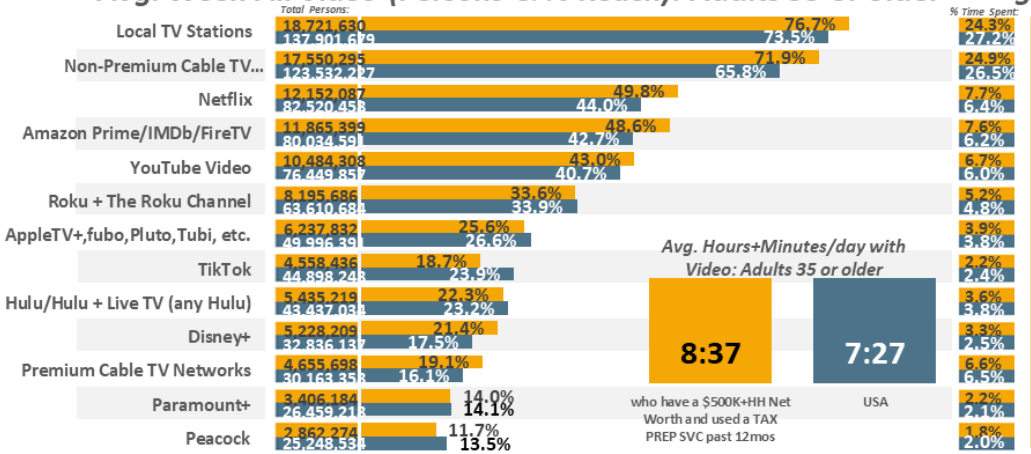
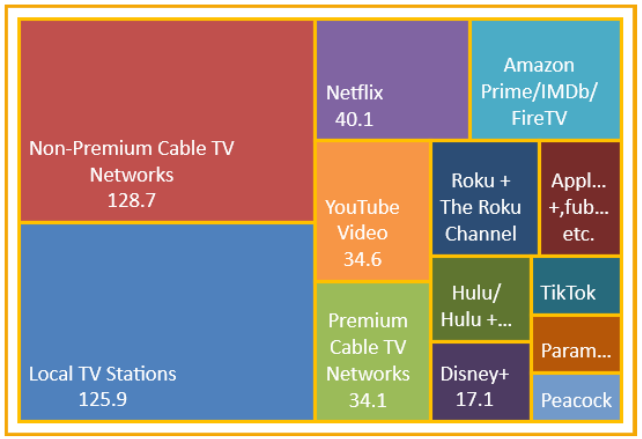
H&R BLOCK

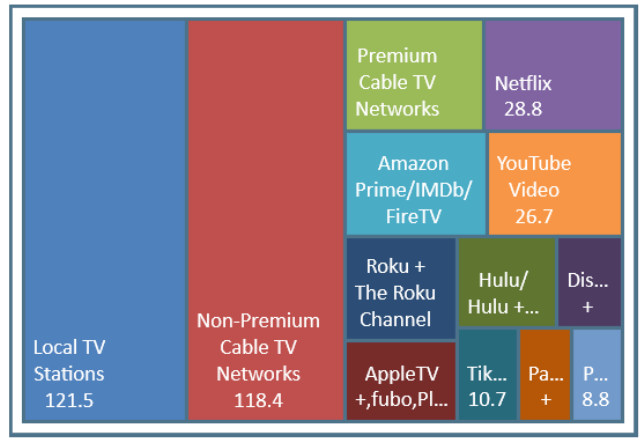
18,392,183 or 75.4% of Adults 35 or older who have a $500K+HH Net Worth and used a TAX PREP SVC past 12mos watch Ad-Supported Local TV Stations for an average of 116.7 minutes every day representing 27.8% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 35 or older



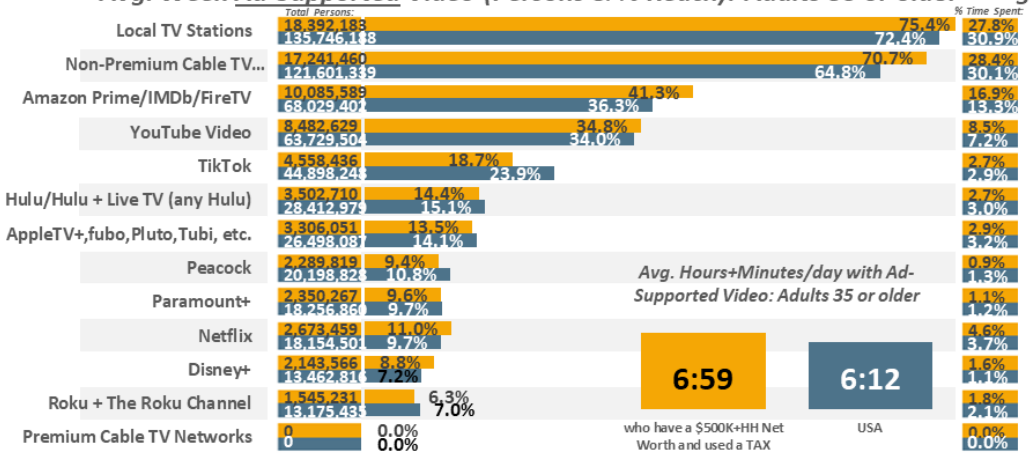
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older





who have a $500K+HH Net Worth and used a TAX PREP SVC past 12mos ■ USA

Avg. Week Ad-Supported Video (Persons & % Reach): Adults 35 or older



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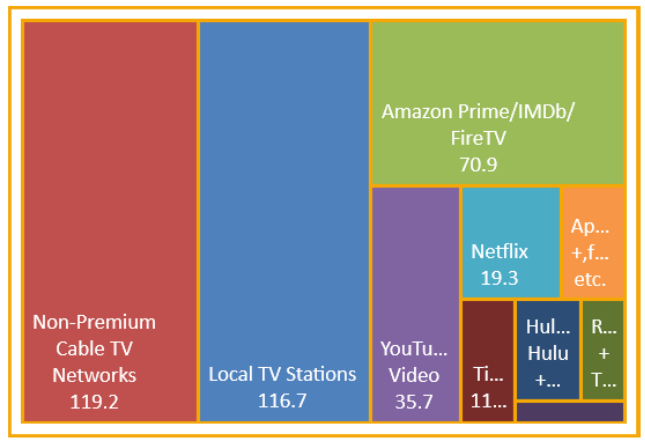

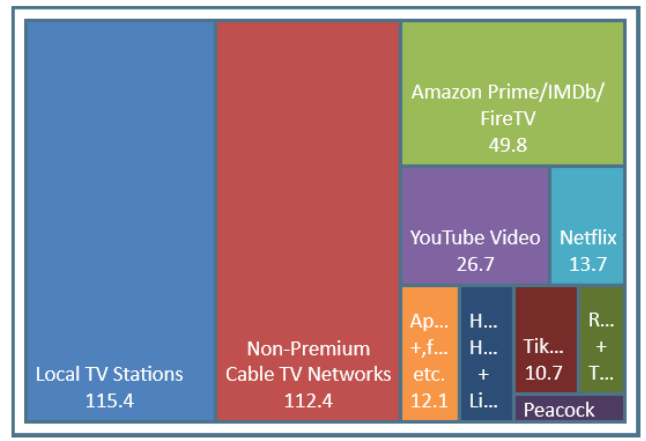

who have a $500K+HH Net Worth and used a TAX PREP SVC past 12mos ■ USA

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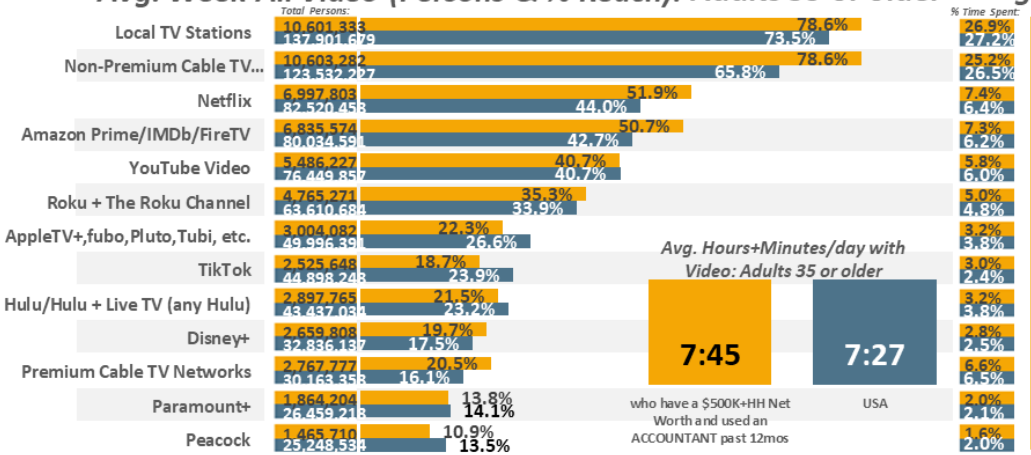
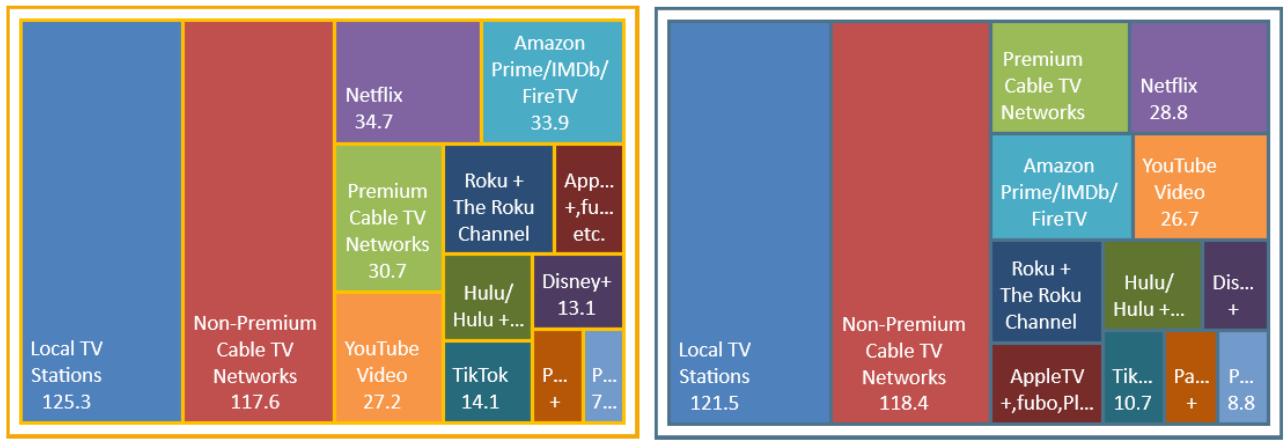


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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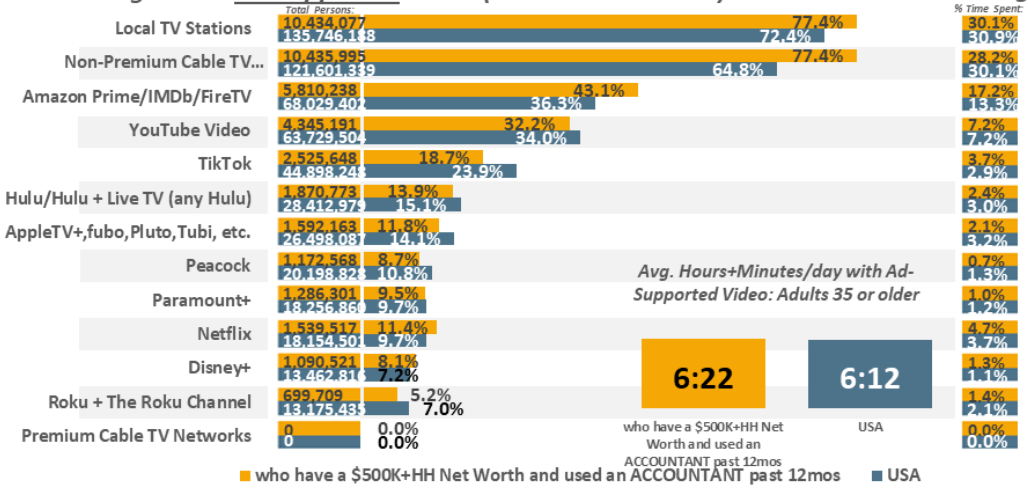

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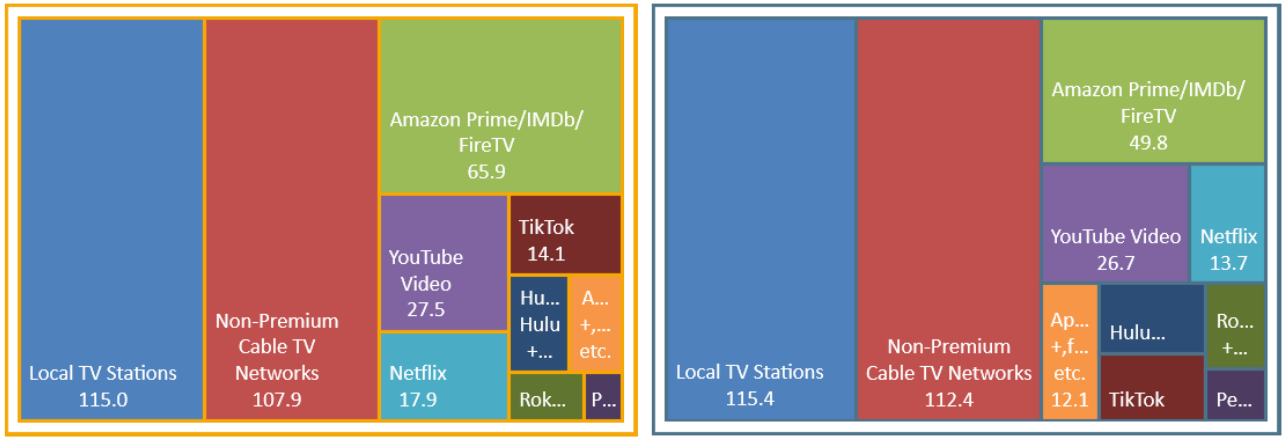

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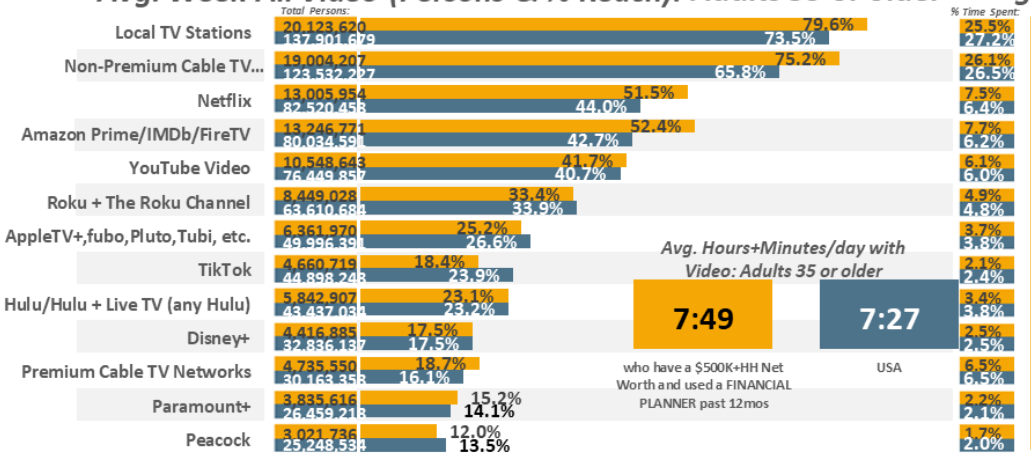
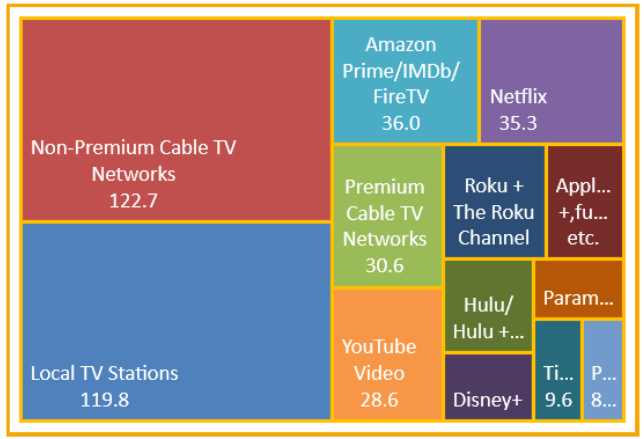
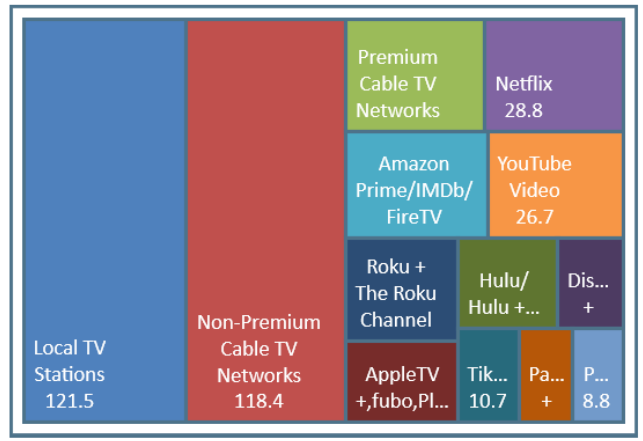


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older





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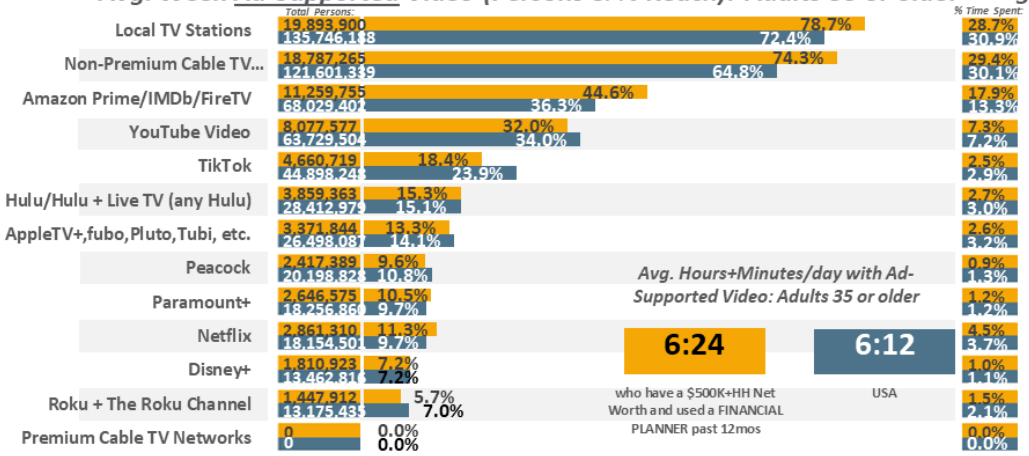

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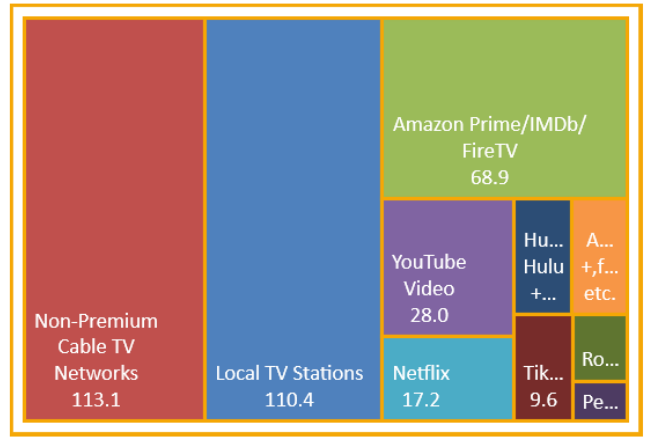

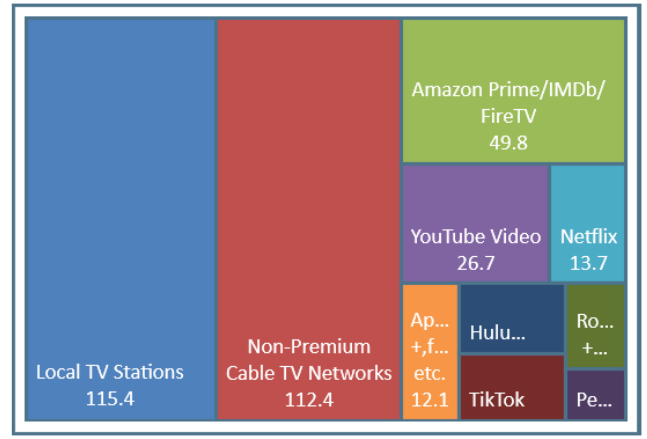

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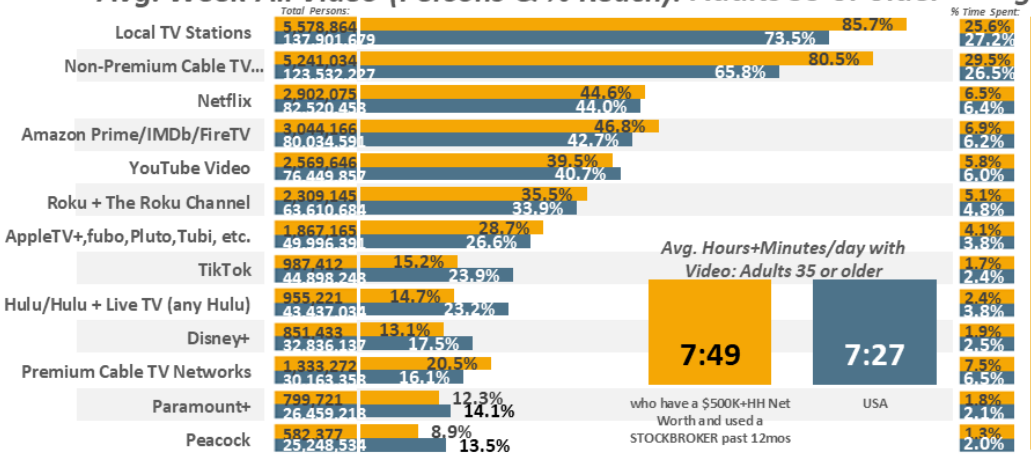
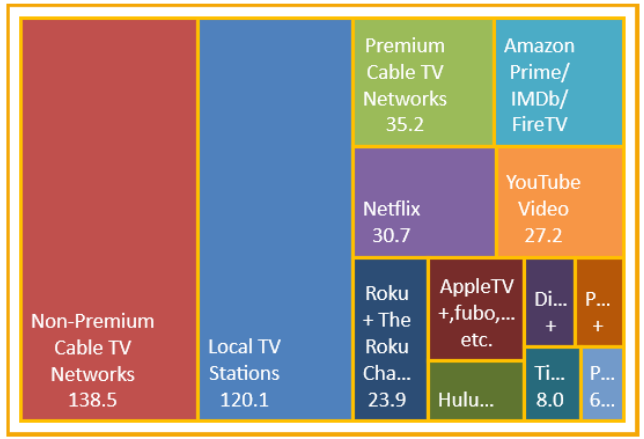
charles SCHWAB

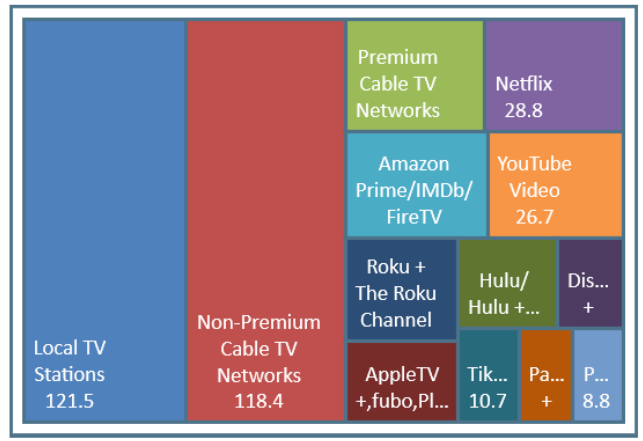
5,503,178 or 84.6% of Adults 35 or older who have a $500K+HH Net Worth and used a STOCKBROKER past 12mos watch Ad-Supported Local TV Stations for an average of 110.2 minutes every day representing 28.1% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 35 or older



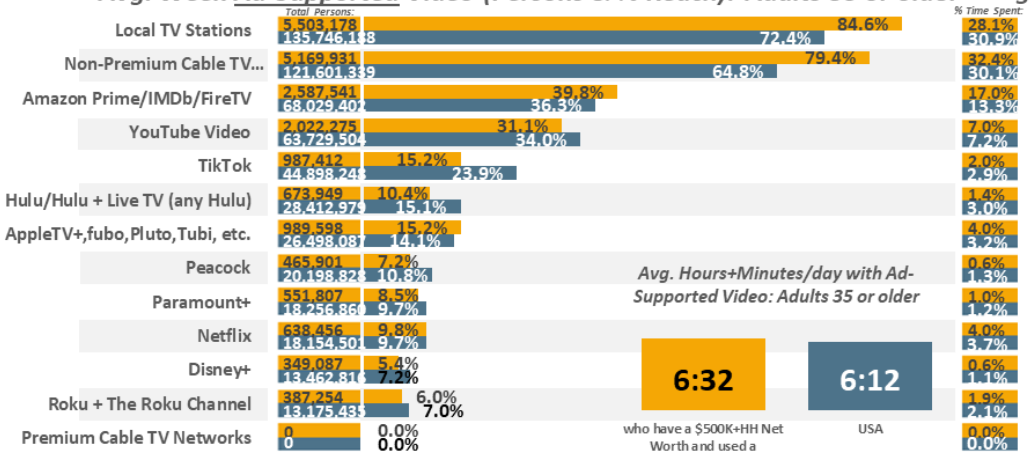
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



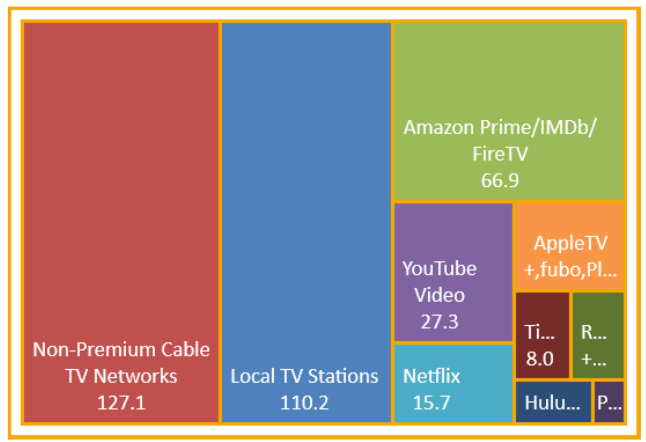


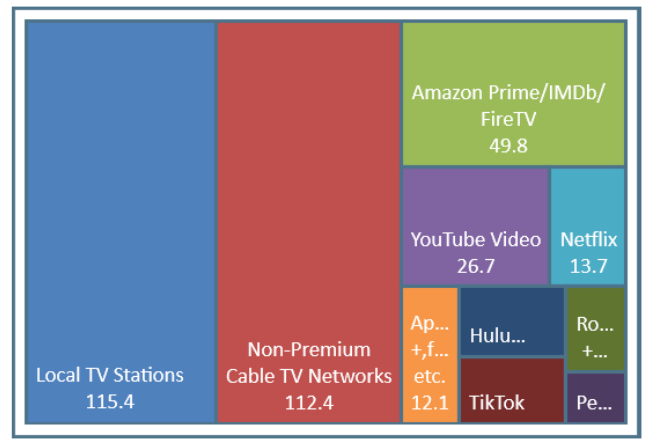
who have a $500K+HH Net Worth and used a STOCKBROKER past 12mos ■ USA

Avg. Week Ad-Supported Video (Persons & % Reach): Adults 35 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older





who have a $500K+HH Net Worth and used a STOCKBROKER past 12mos ■ USA

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BESSEMER TRUST

4,270,011 or 79.9% of Adults 35 or older who have a $500K+HH Net Worth and used an ESTATE PLANNER past 12mos watch Ad-Supported Local TV Stations for an average of 110.4 minutes every day representing 30.2% of all time spent daily with Ad-Supported Video.

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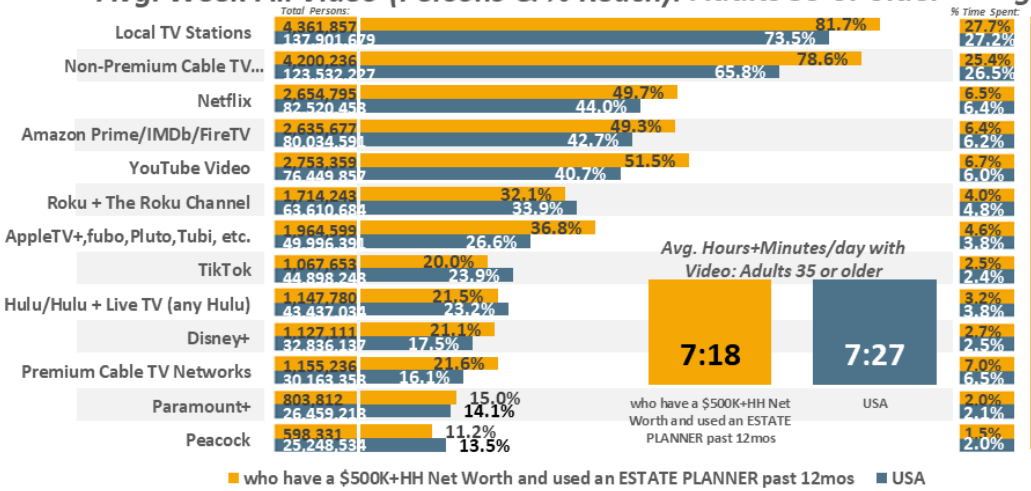

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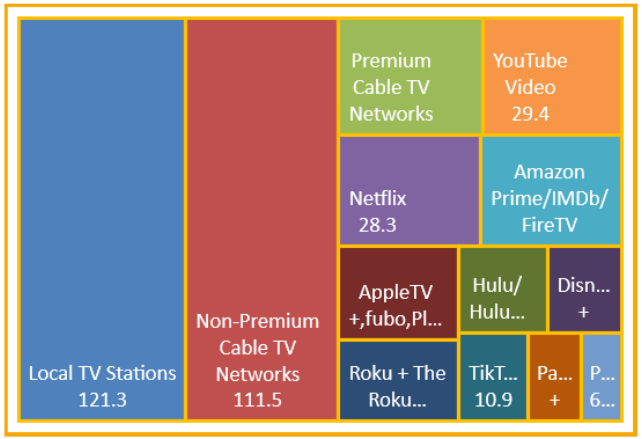

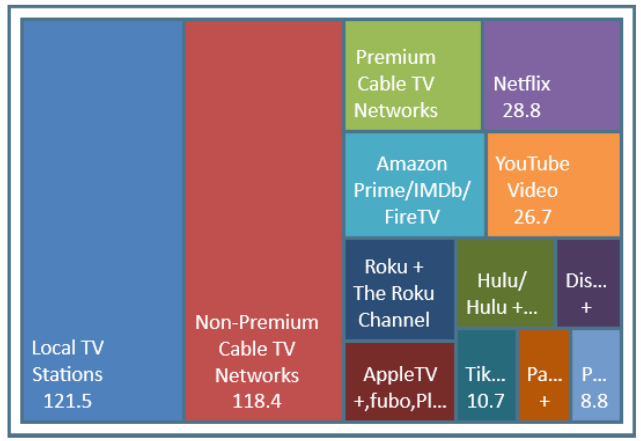

who have a $500K+HH Net Worth and used an ESTATE PLANNER past 12mos ■ USA

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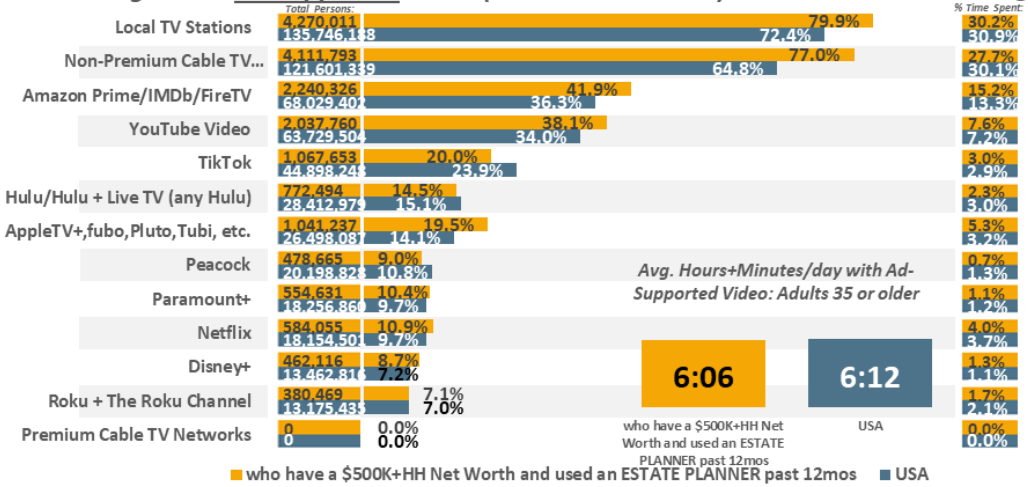

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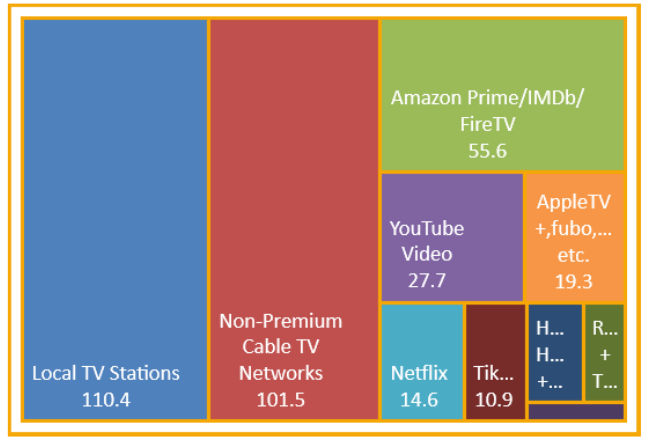

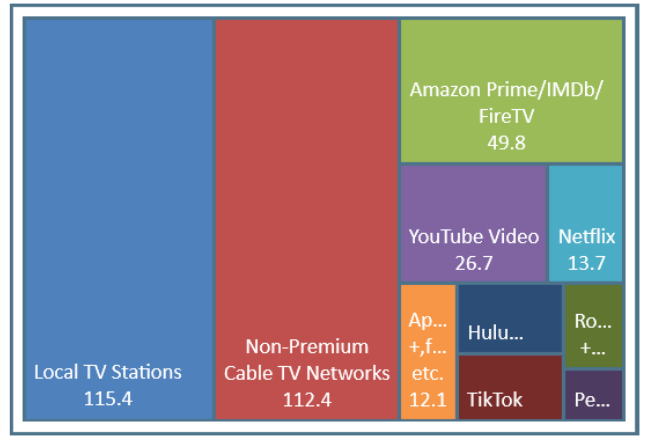

who have a $500K+HH Net Worth and used an ESTATE PLANNER past 12mos ■ USA

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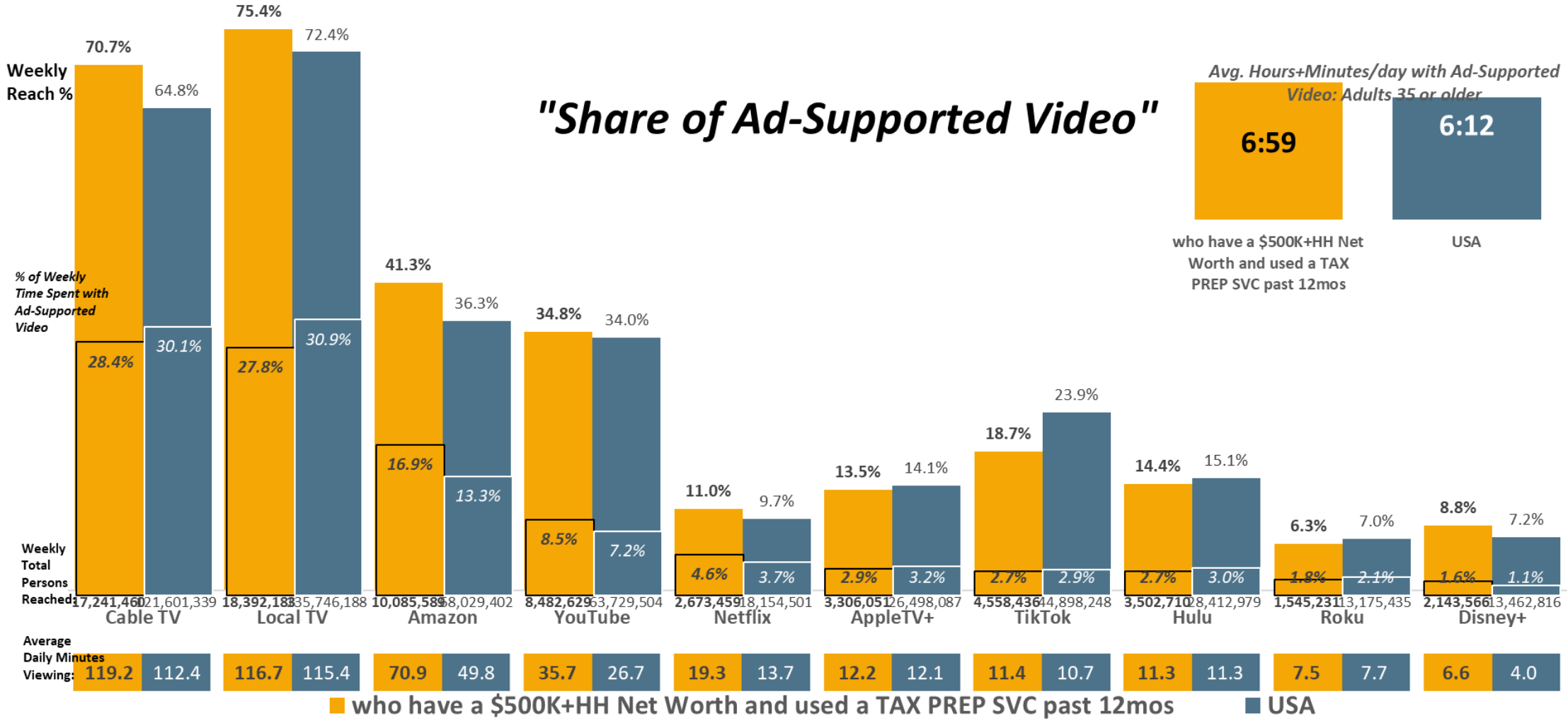
H&R BLOCK

18,392,183 or 75.4% of Adults 35 or older who have a $500K+HH Net Worth and used a TAX PREP SVC past 12mos watch Ad-Supported Local TV Stations for an average of 116.7 minutes every day representing 27.8% of all time spent daily with Ad-Supported Video.



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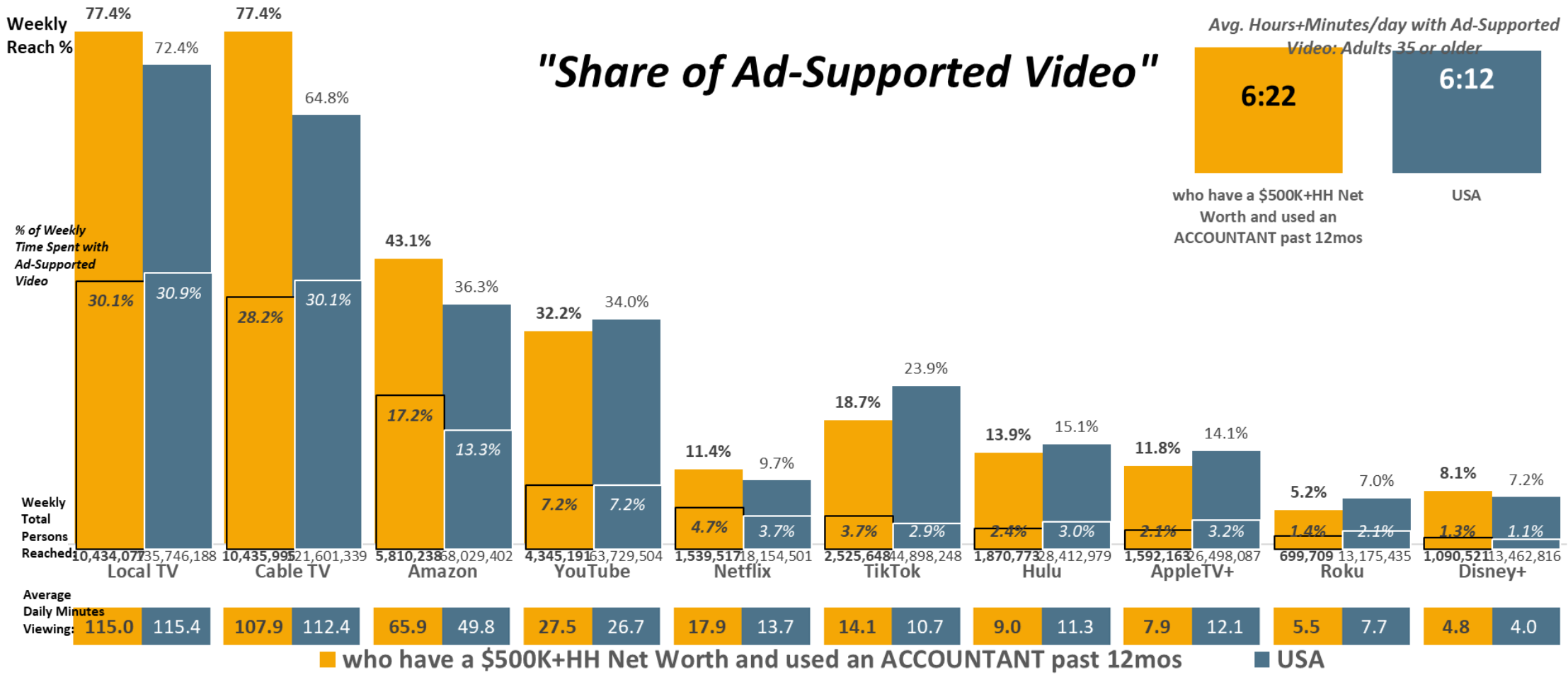

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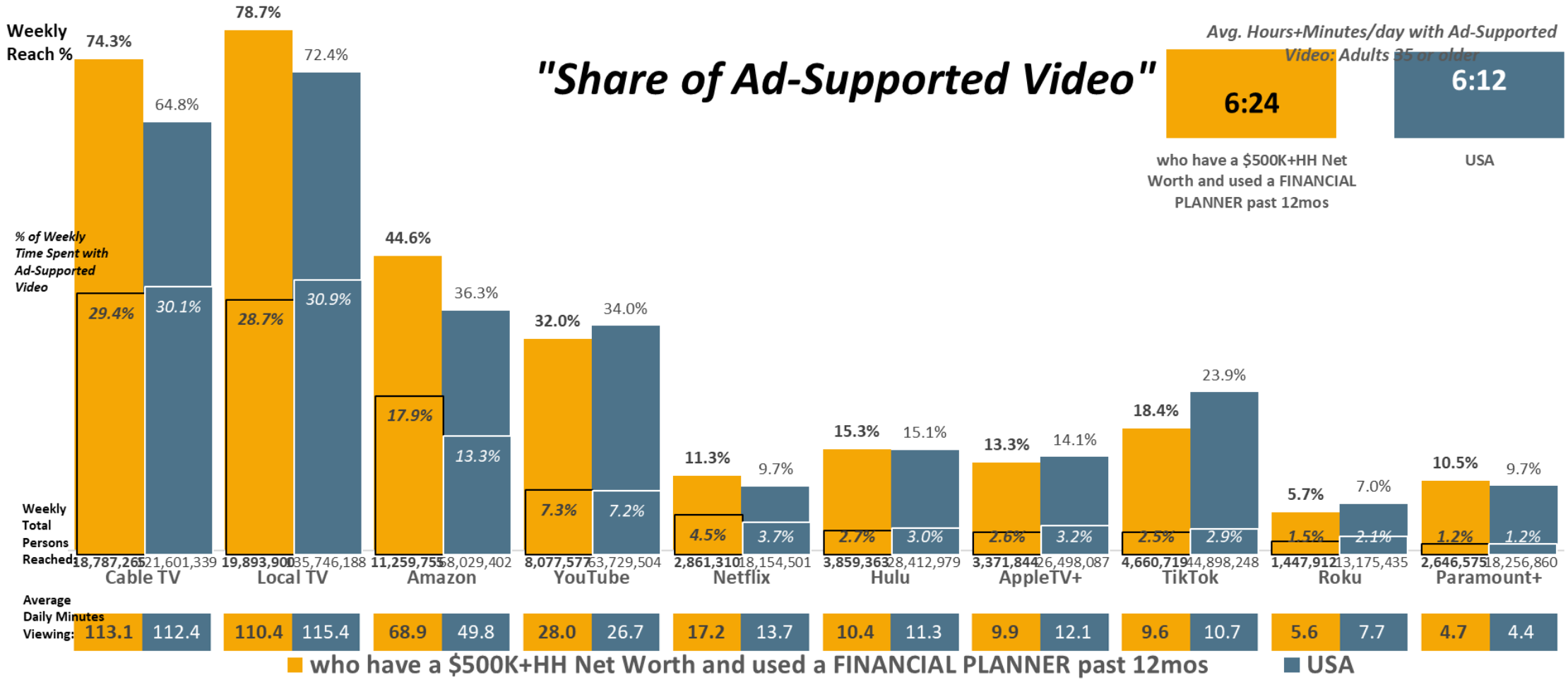

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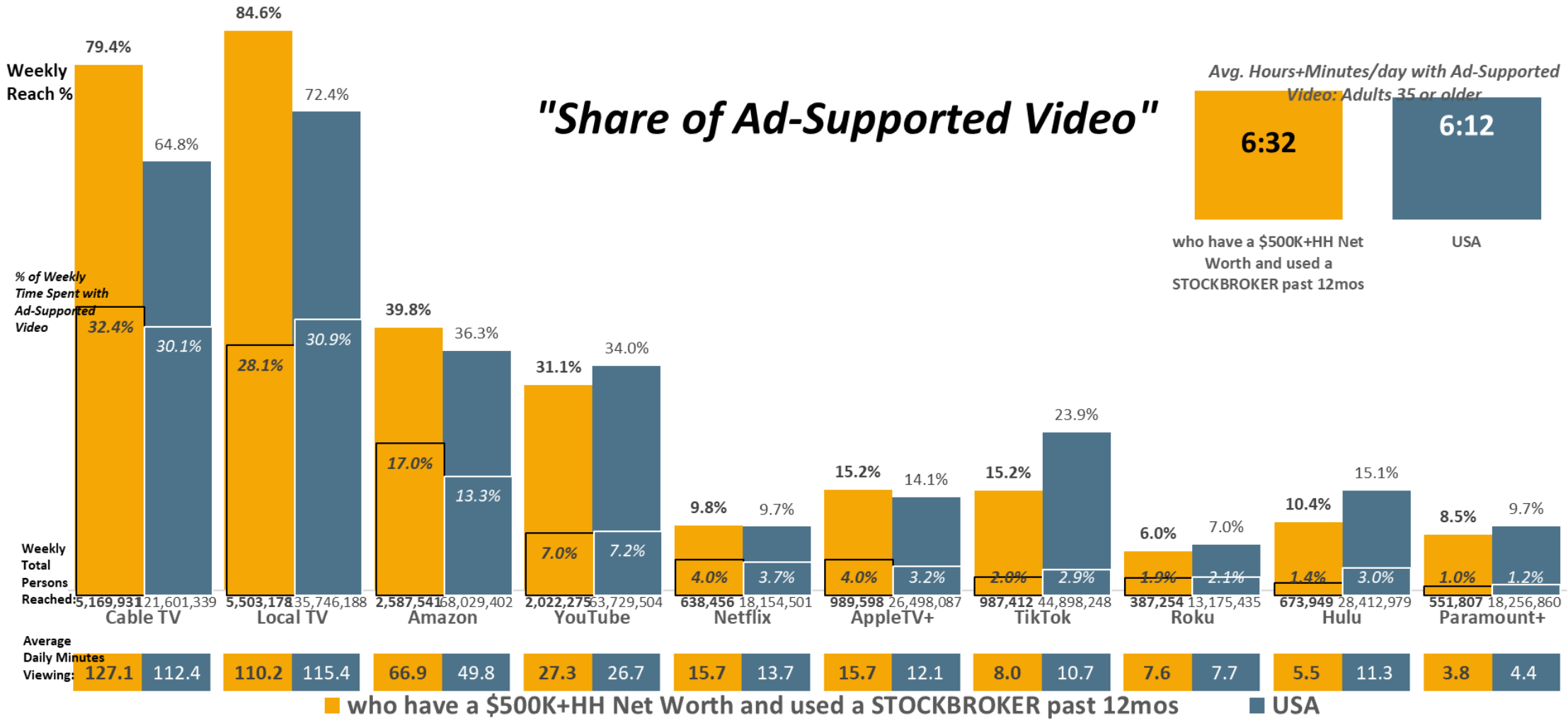

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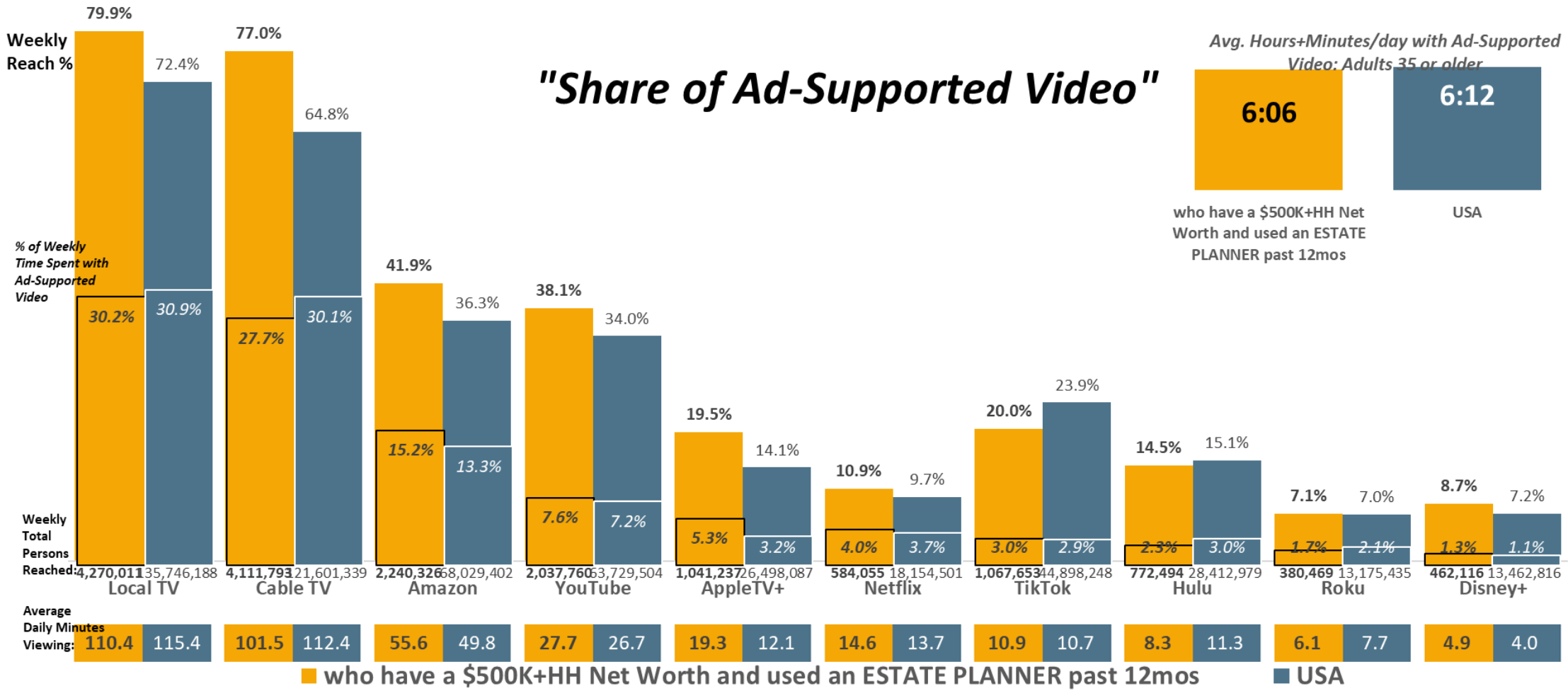

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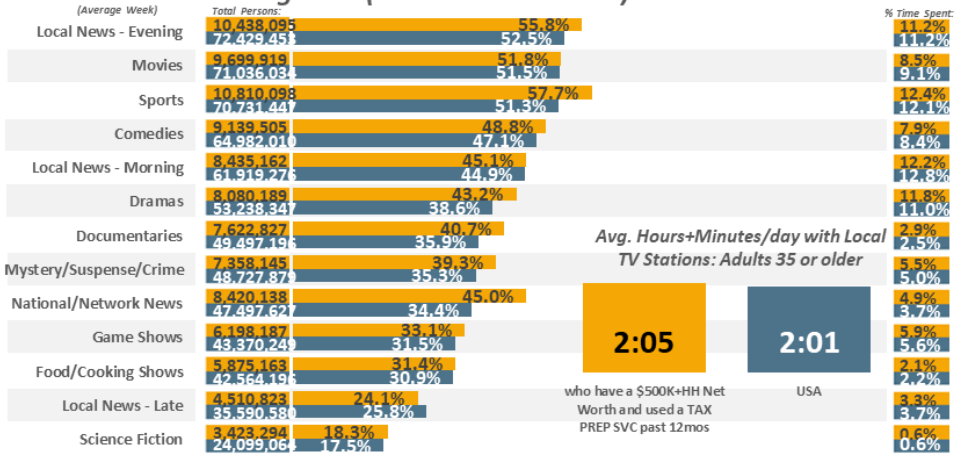
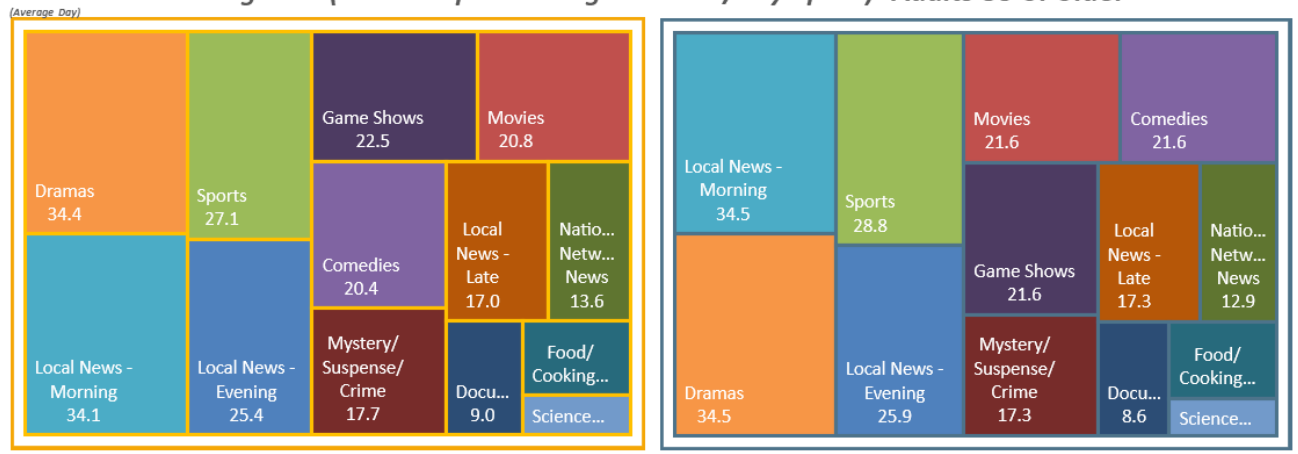
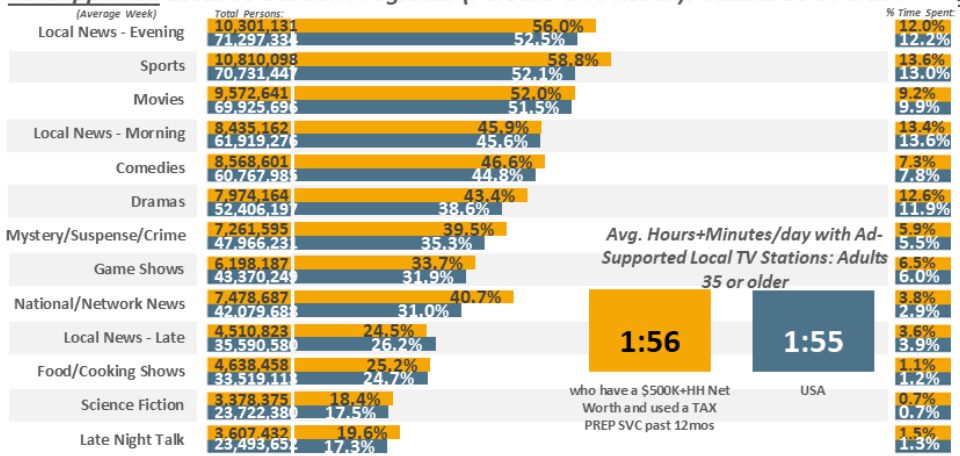
Local TV Station Programs (Persons & % Reach): Adults 35 or older



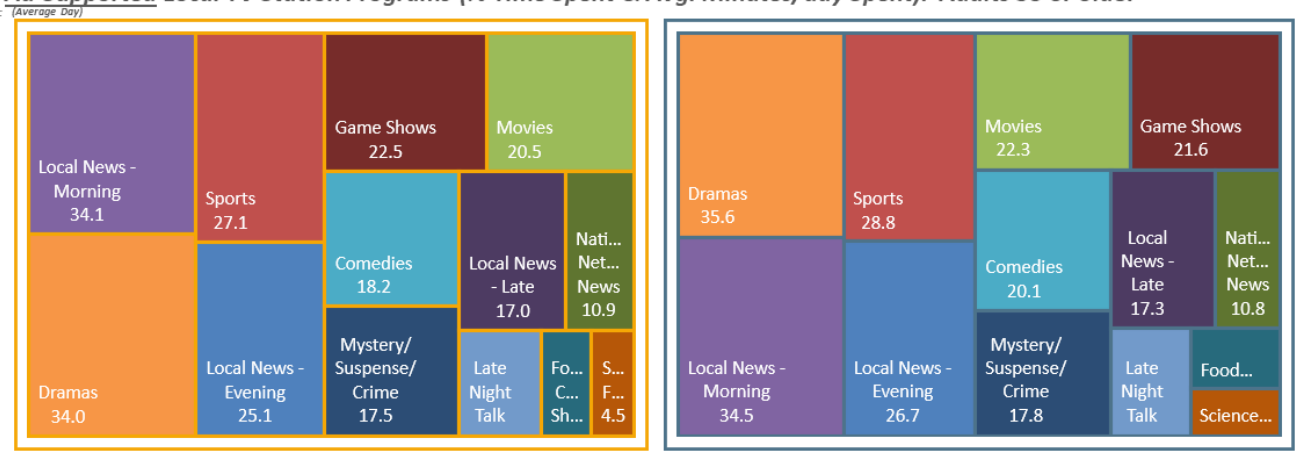
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 35 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 8,169

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USA Jan23-Feb24 USA Projection Qual Intab 18,935

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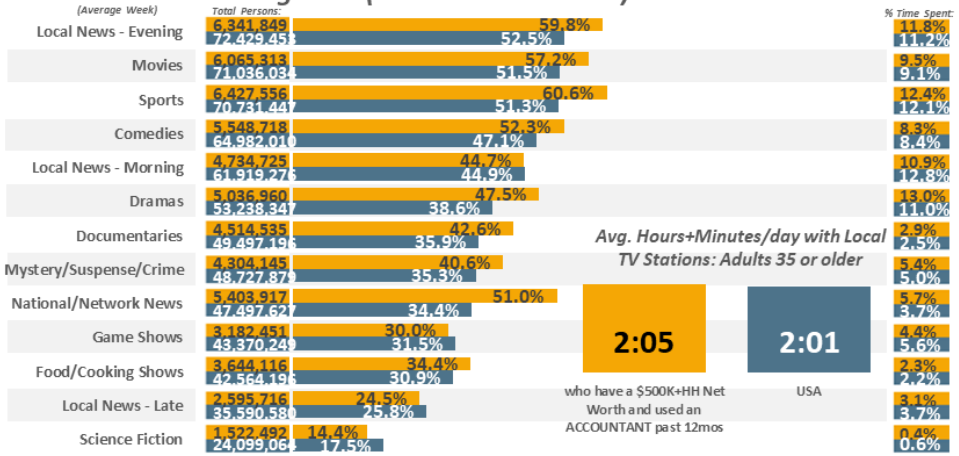
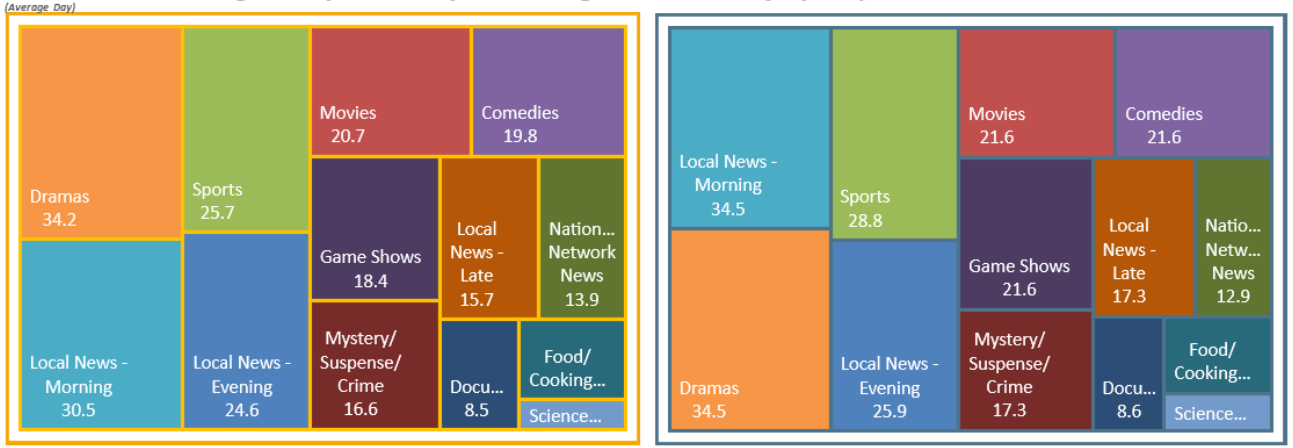
[(Age summaries: Adults 35 or older AND (Acxiom NetWorth Gold (HHLD): $500,000 - $999,999 OR Acxiom NetWorth Gold (HHLD): $1,000,000 - $1,999,999 OR Acxiom NetWorth Gold (HHLD): $2,000,000 +))] AND Professional services used by HHLD past 12 months (HHLD): Tax preparation service

10,434,077 or 77.4% of Adults 35 or older who have a $500K+HH Net Worth and used an ACCOUNTANT past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Comedies, Dramas, and National/Network News.

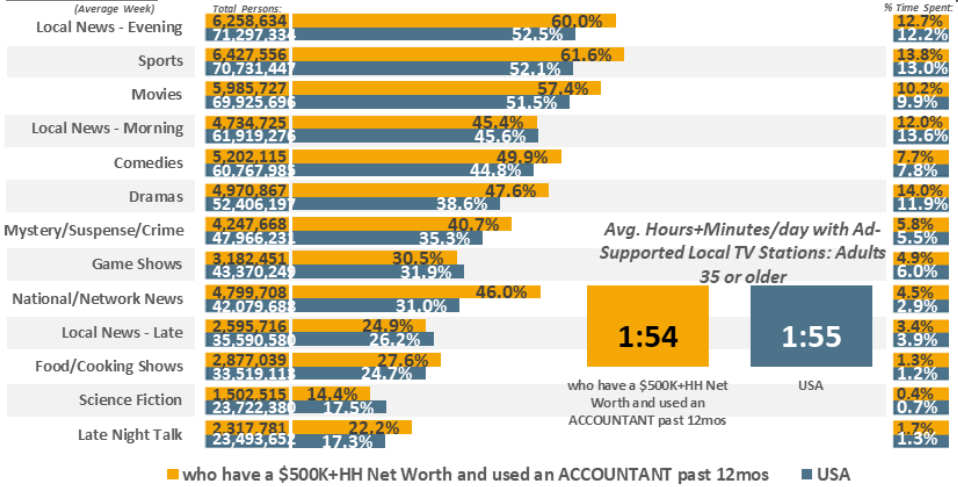
Local TV Station Programs (Persons & % Reach): Adults 35 or older



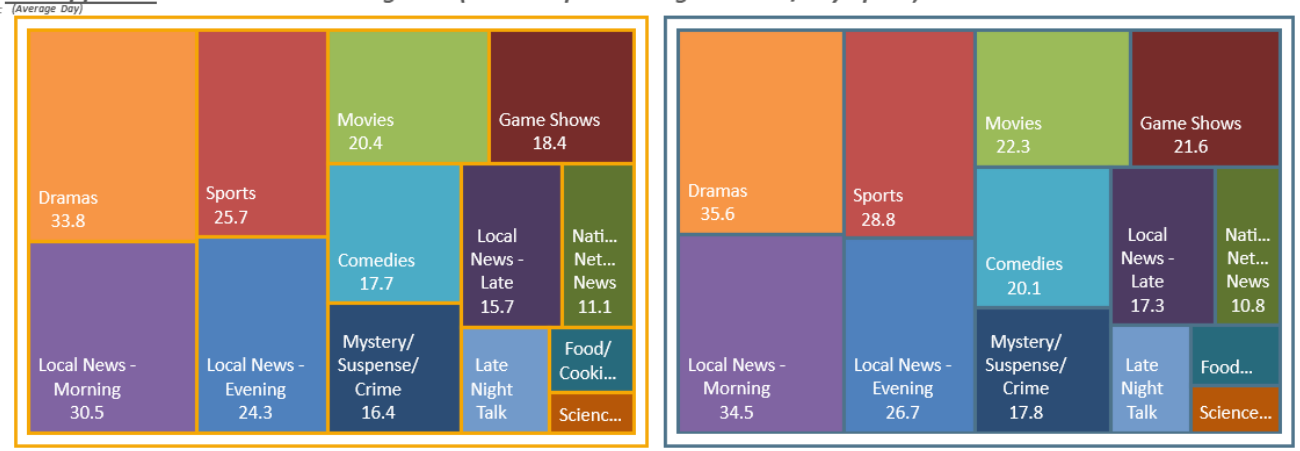
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 35 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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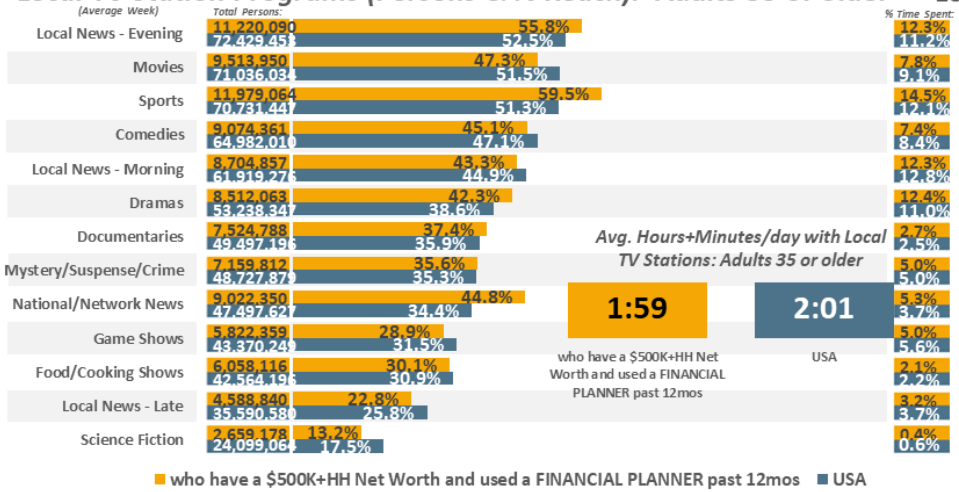
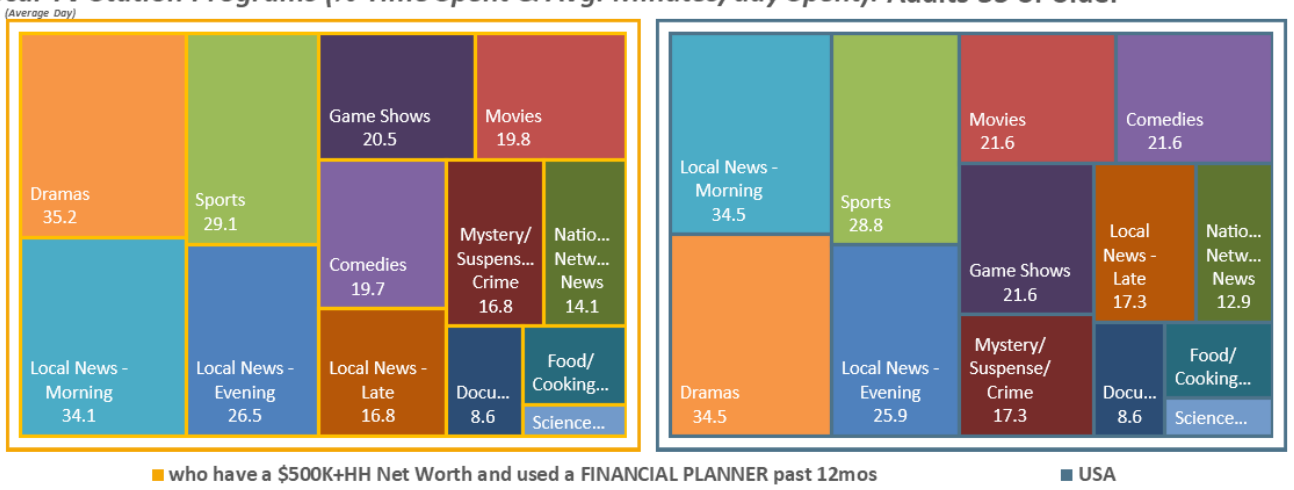
Edward Jones
MAKING SENSE OF INVESTING

19,893,900 or 78.7% of Adults 35 or older who have a $500K+HH Net Worth and used a FINANCIAL PLANNER past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Local News - Morning, Comedies, and Dramas.

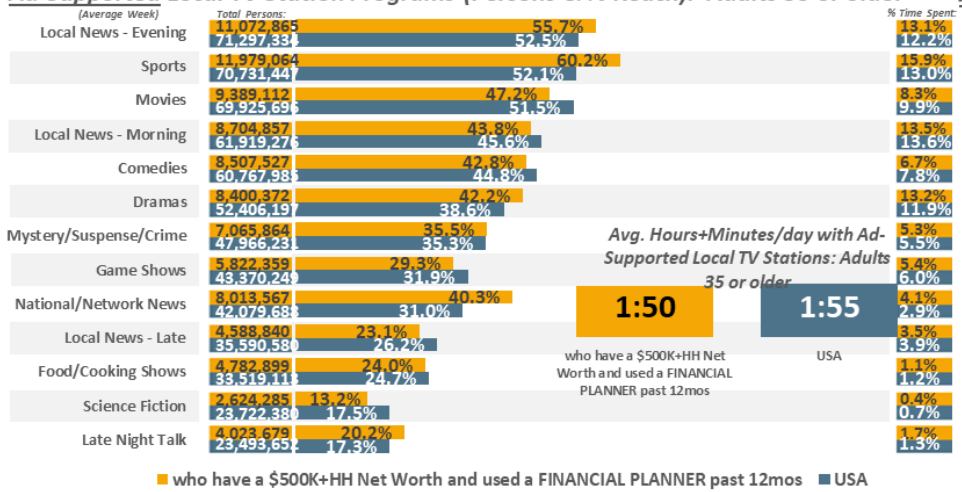
Local TV Station Programs (Persons & % Reach): Adults 35 or older



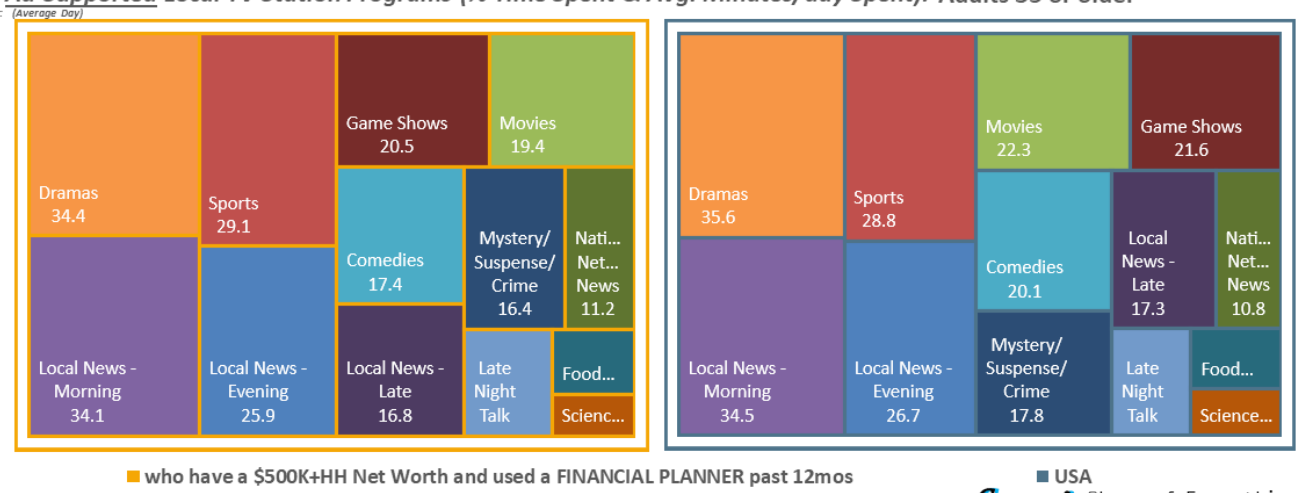
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 35 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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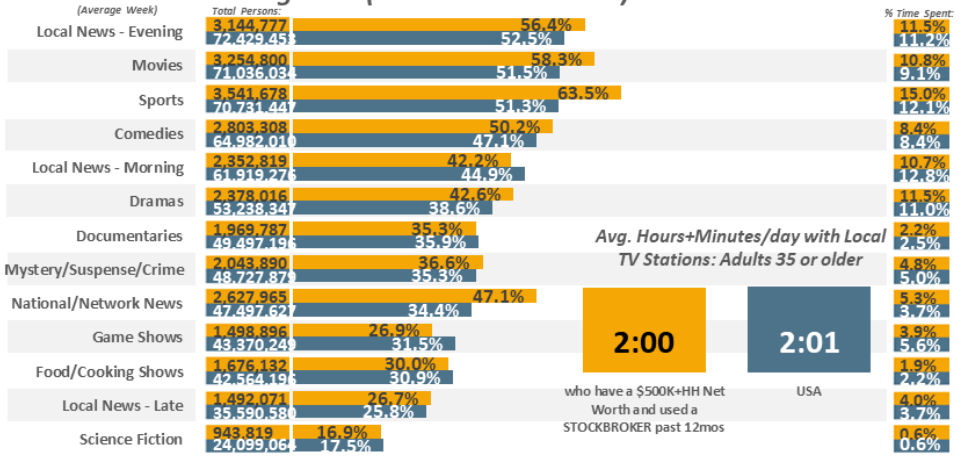
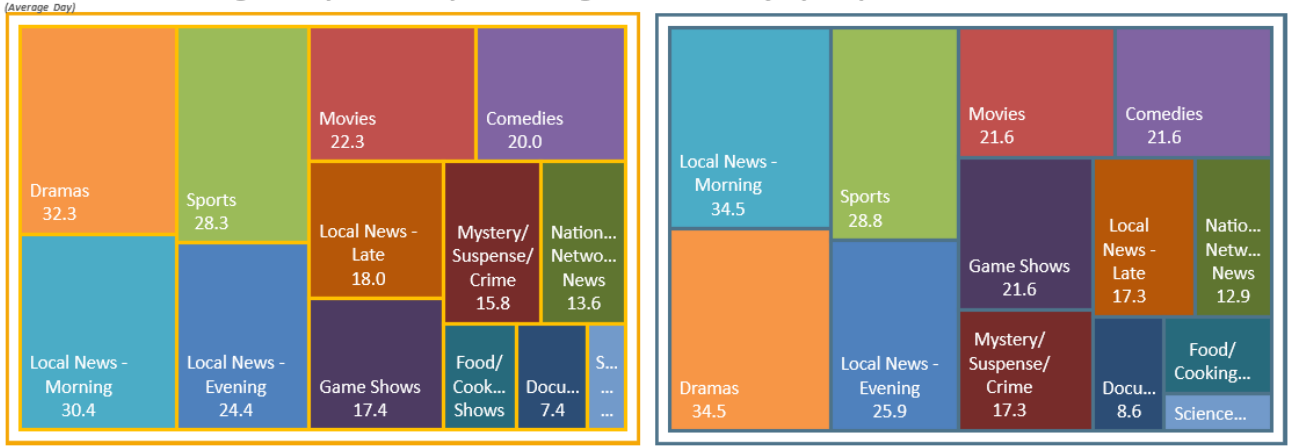
charles SCHWAB

5,503,178 or 84.6% of Adults 35 or older who have a $500K+HH Net Worth and used a STOCKBROKER past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Local News - Evening, Comedies, Local News - Morning, and Dramas.

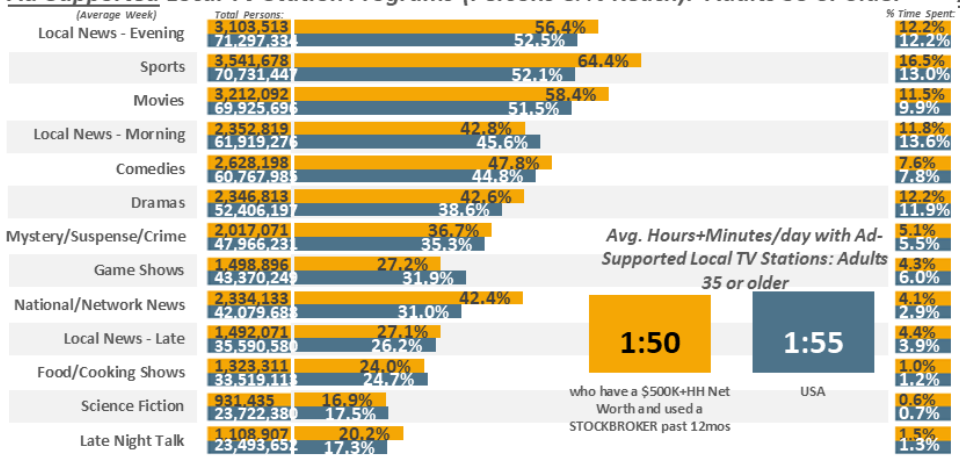
Local TV Station Programs (Persons & % Reach): Adults 35 or older



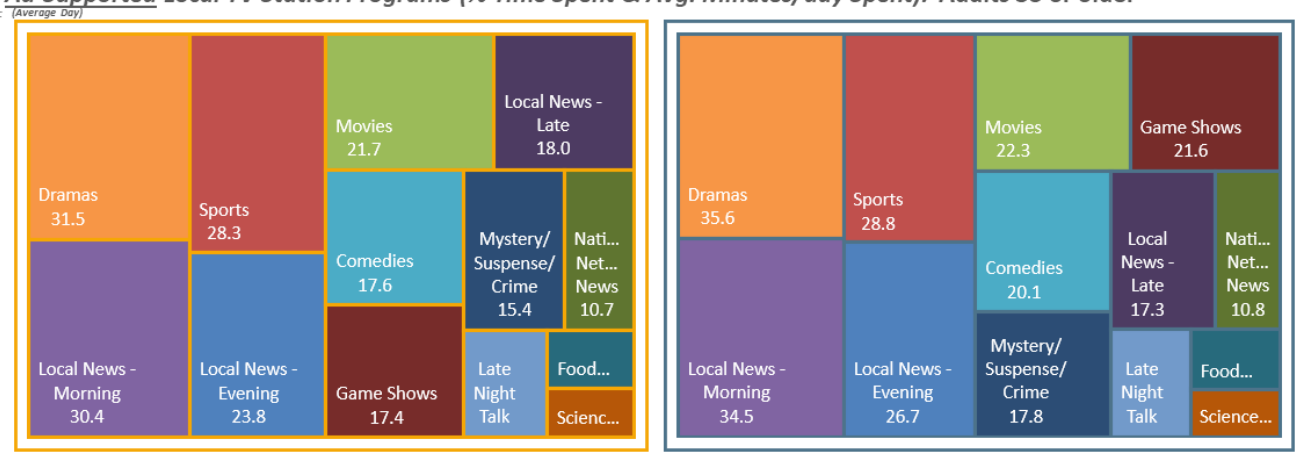
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 35 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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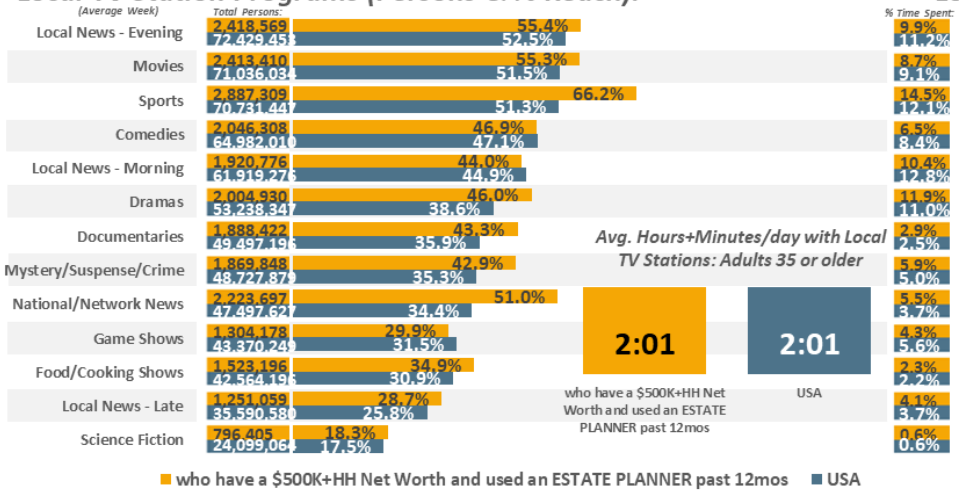
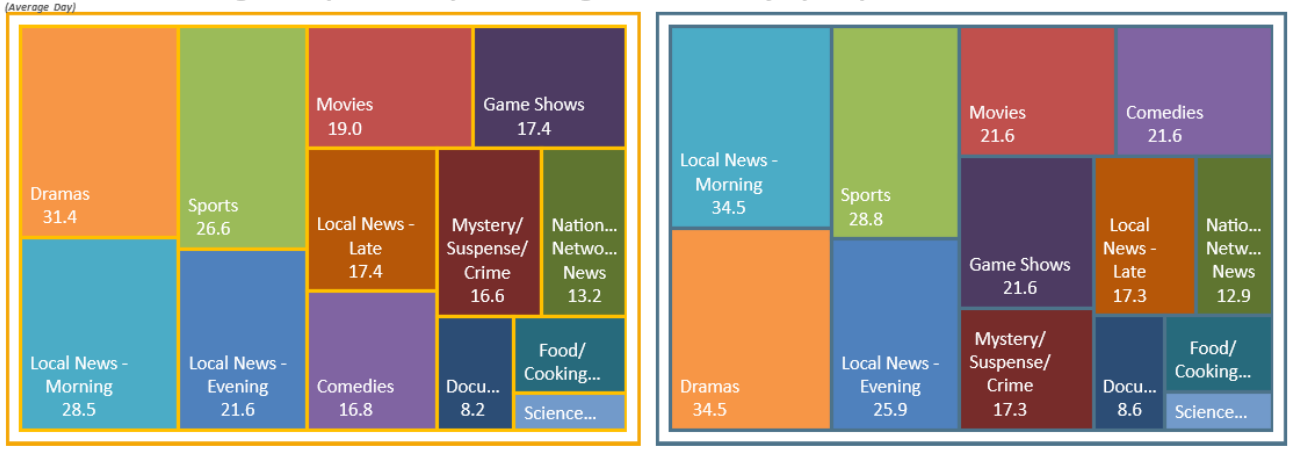
BESSEMER TRUST

4,270,011 or 79.9% of Adults 35 or older who have a $500K+HH Net Worth and used an ESTATE PLANNER past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Dramas, National/Network News, and Local News -

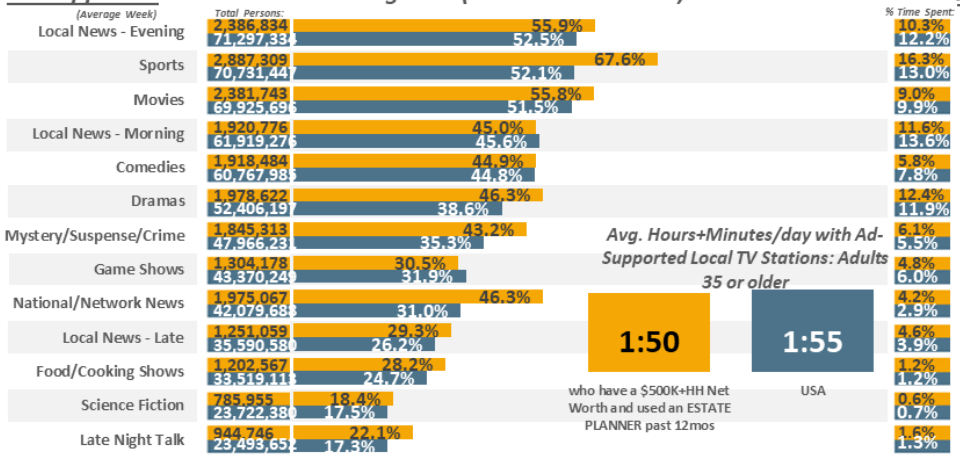
Local TV Station Programs (Persons & % Reach): Adults 35 or older



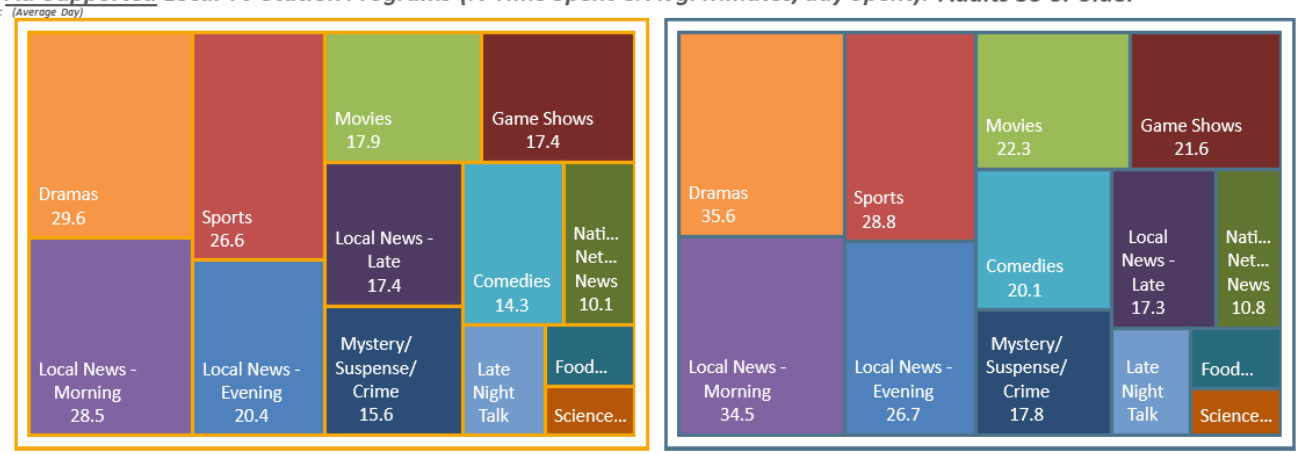
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 35 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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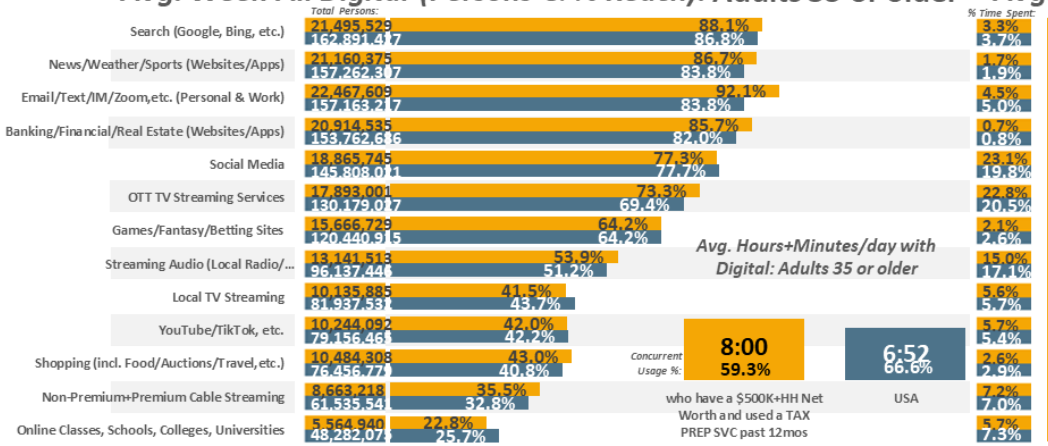
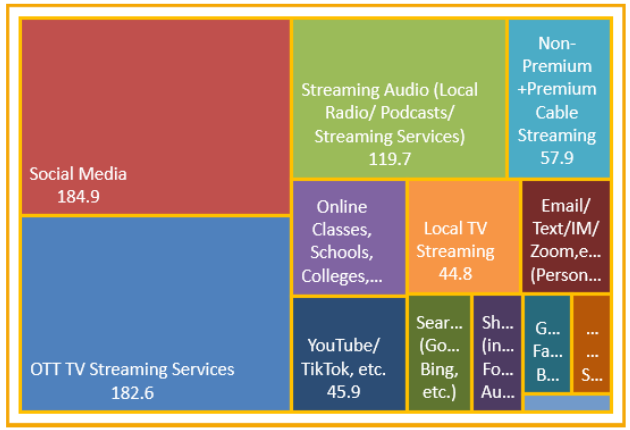
H&R BLOCK

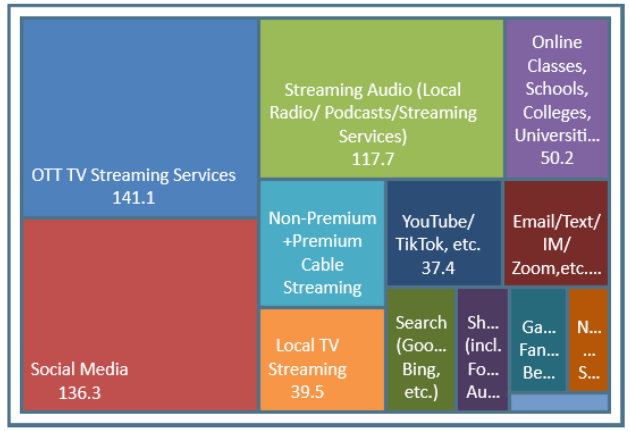
17,077,083 or 70.% of Adults 35 or older who have a $500K+HH Net Worth and used a TAX PREP SVC past 12mos use Ad-Supported Social Media for an average of 170.1 minutes every day representing 27.5% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 35 or older



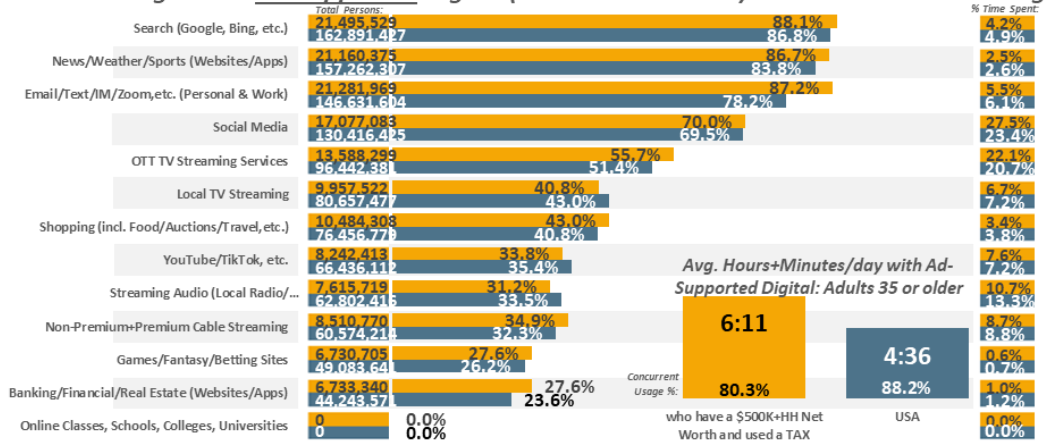
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



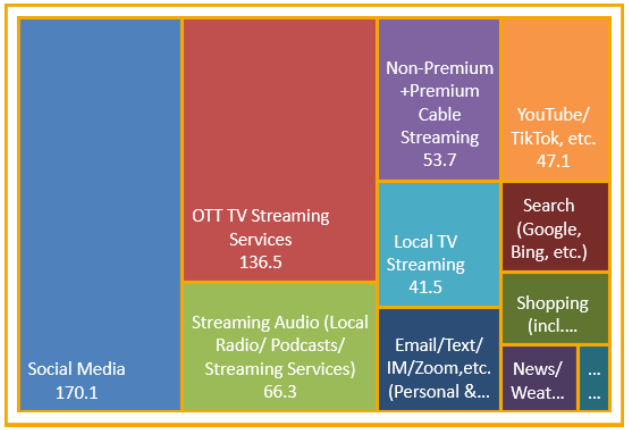


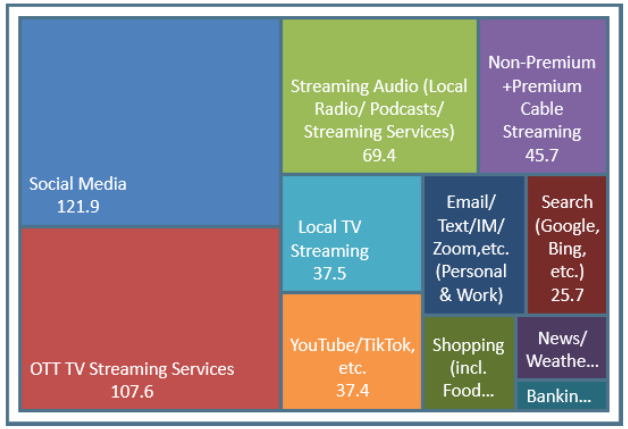
who have a $500K+HH Net Worth and used a TAX PREP SVC past 12mos ■ USA

Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 35 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older





who have a $500K+HH Net Worth and used a TAX PREP SVC past 12mos ■ USA

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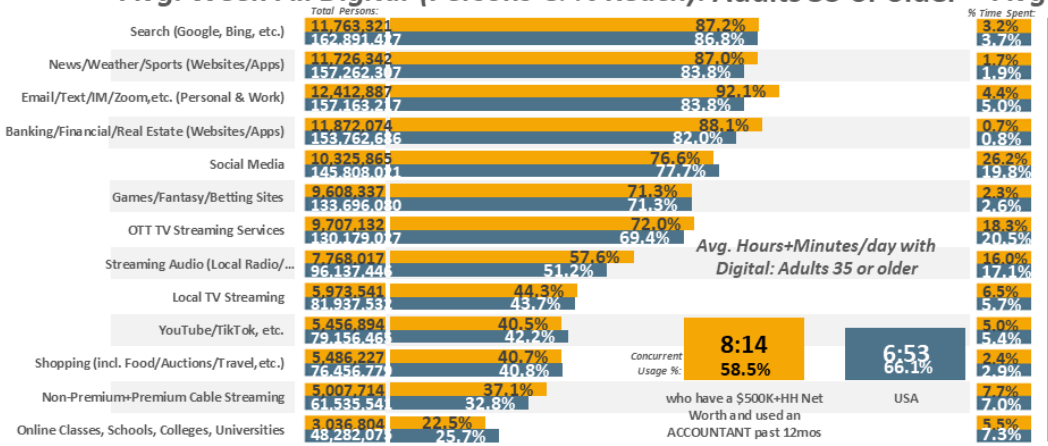
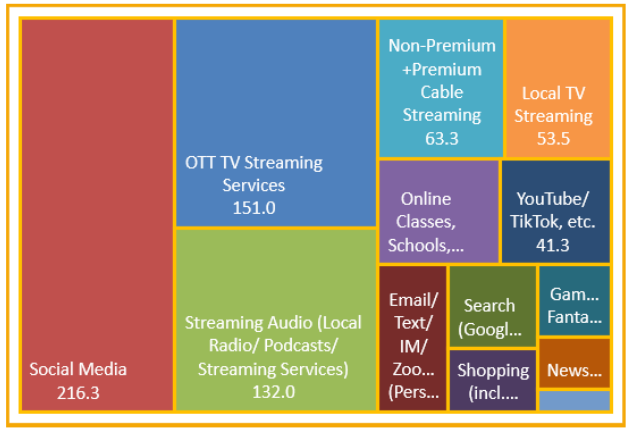
Deloitte.

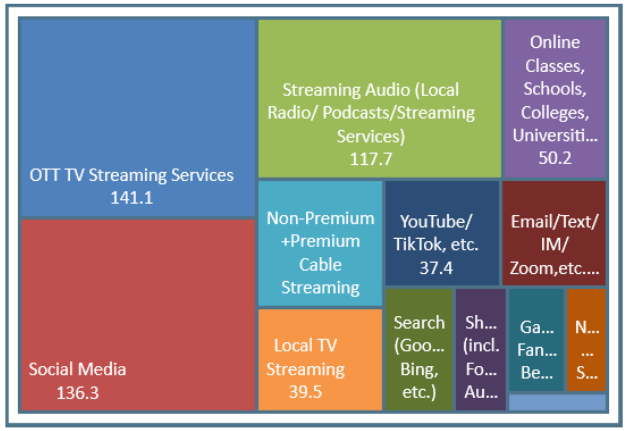
9,373,458 or 69.5% of Adults 35 or older who have a $500K+HH Net Worth and used an ACCOUNTANT past 12mos use Ad-Supported Social Media for an average of 199. minutes every day representing 30.8% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 35 or older

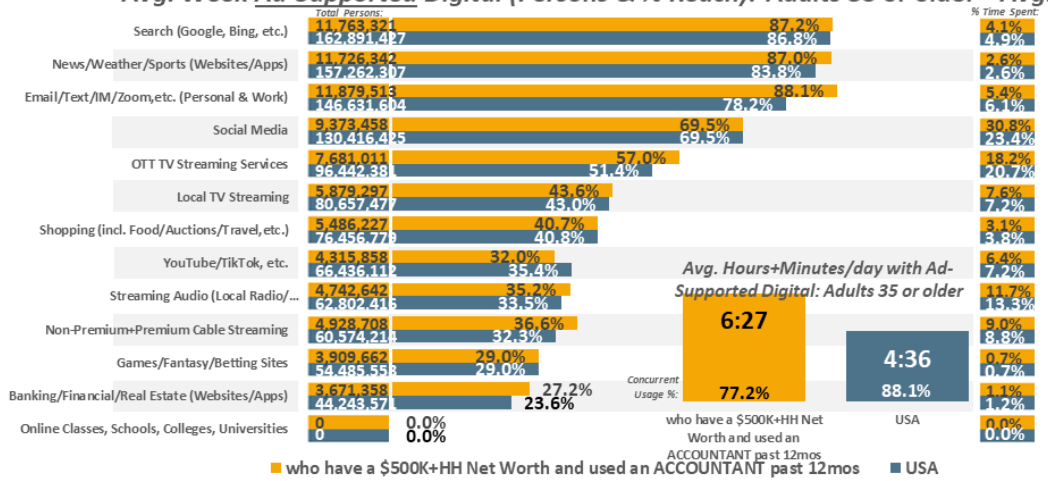


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older

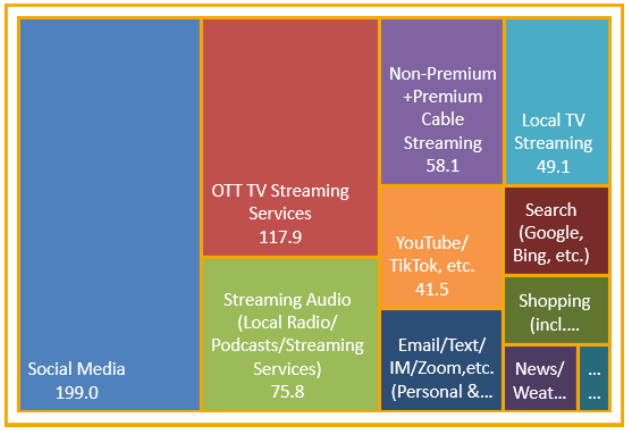


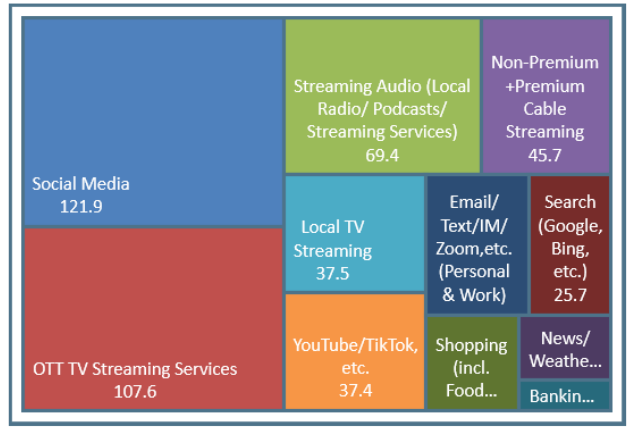


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 35 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older





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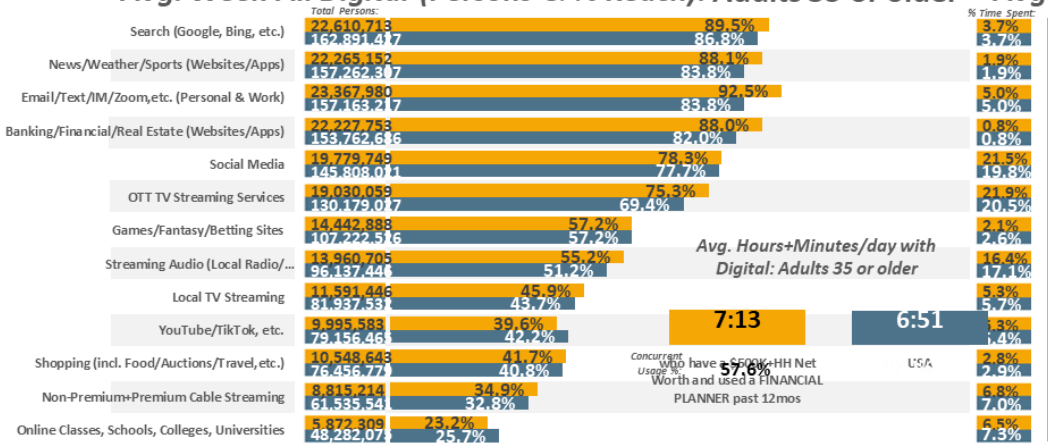
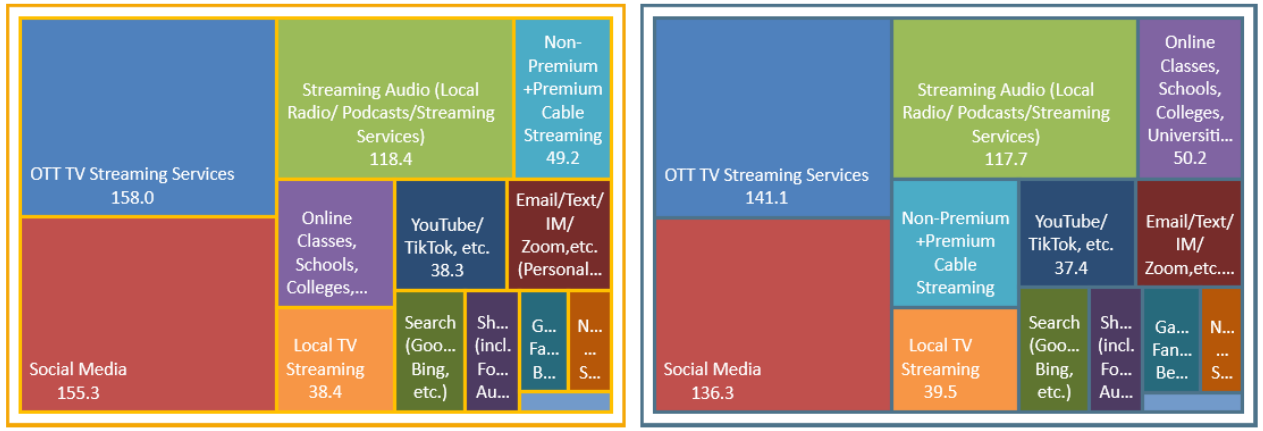
17,531,502 or 69.4% of Adults 35 or older who have a $500K+HH Net Worth and used a FINANCIAL PLANNER past 12mos use Ad-Supported Social Media for an average of 142.9 minutes every day representing 25.7% of all time spent daily with Ad-Supported Digital Me

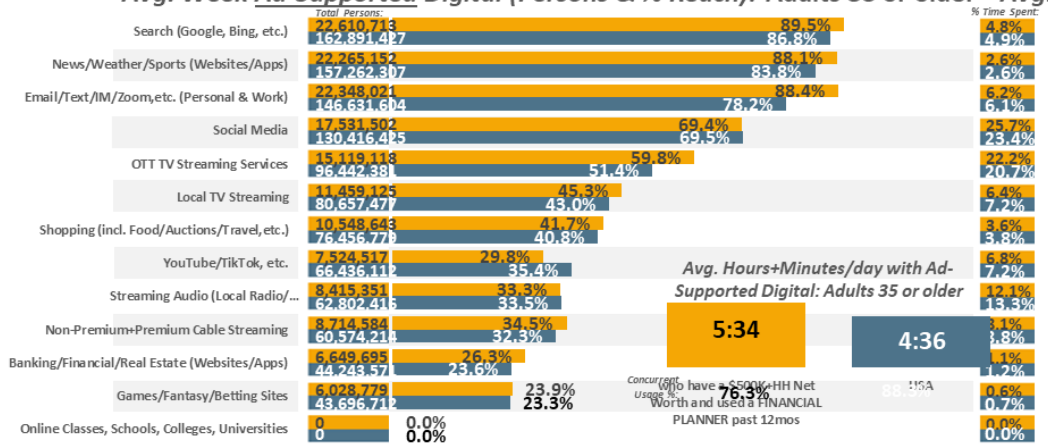
Avg. Week All Digital (Persons & % Reach): Adults 35 or older



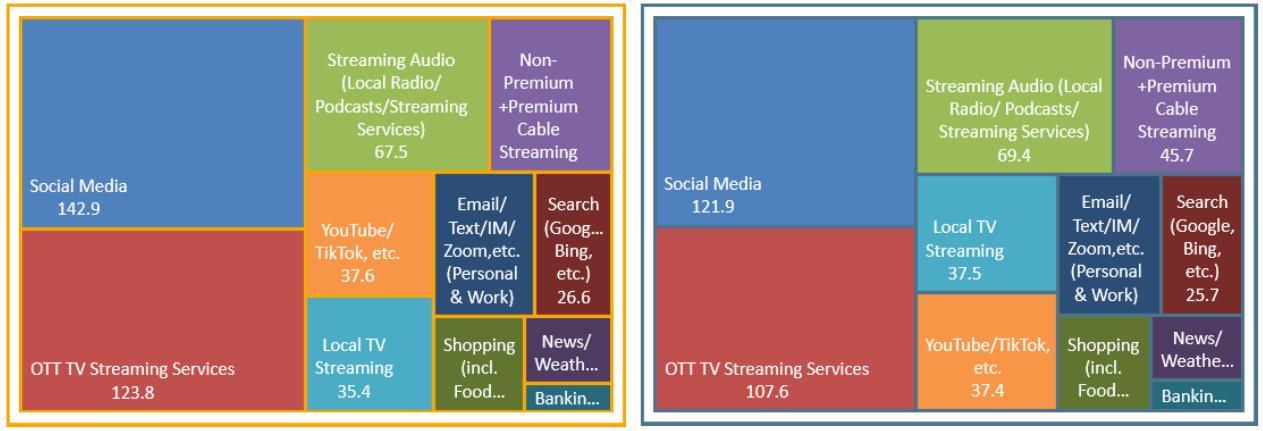
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 35 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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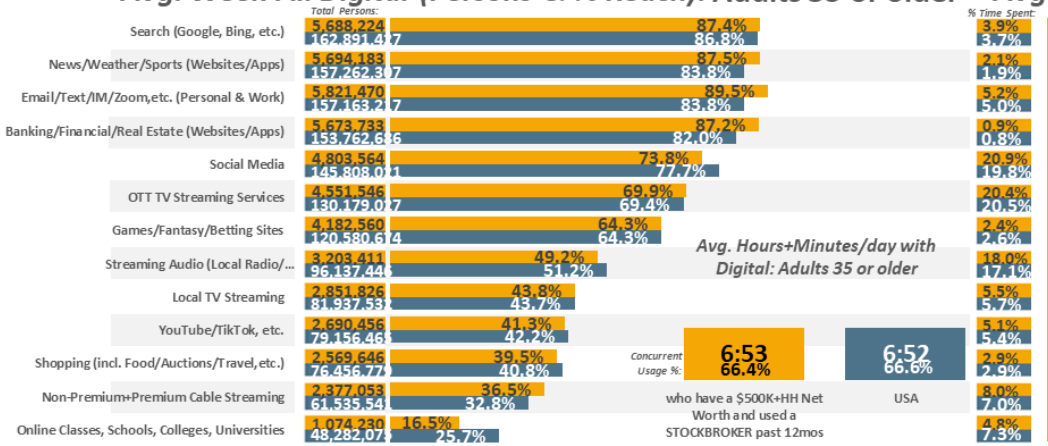
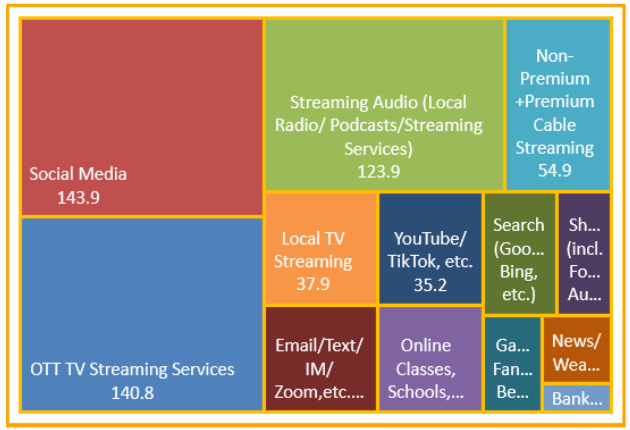
charles SCHWAB

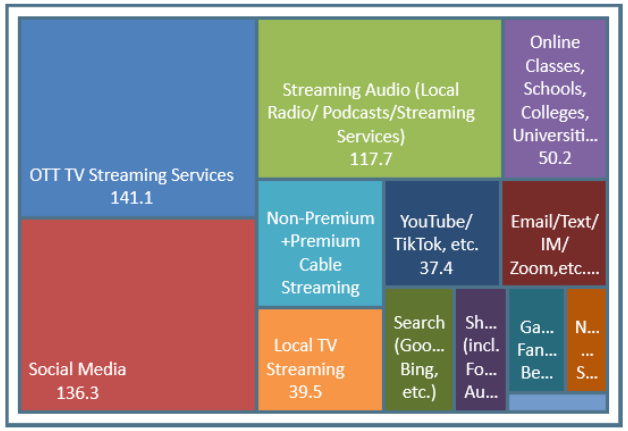
4,285,587 or 65.9% of Adults 35 or older who have a $500K+HH Net Worth and used a STOCKBROKER past 12mos use Ad-Supported Social Media for an average of 132.4 minutes every day representing 24.2% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 35 or older



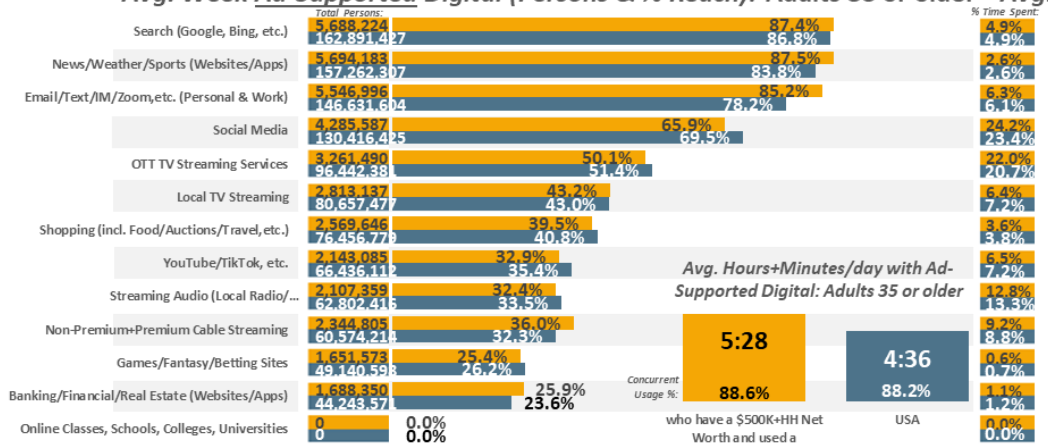
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



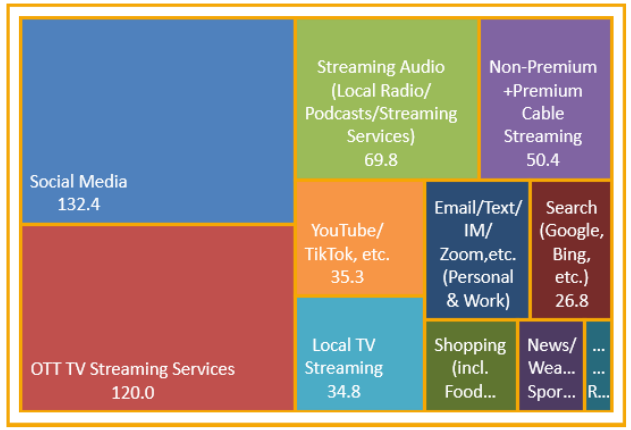


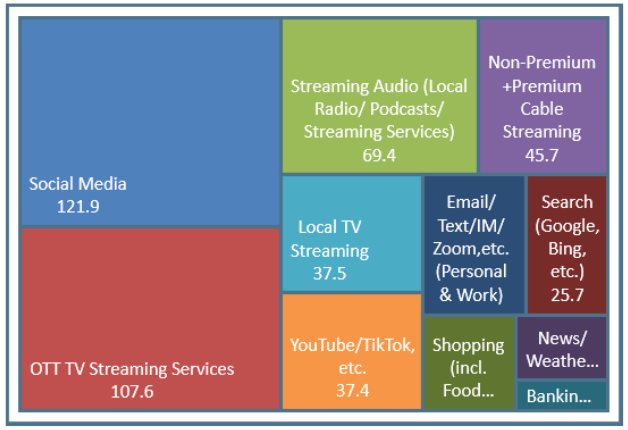
who have a $500K+HH Net Worth and used a STOCKBROKER past 12mos ■ USA

Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 35 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older





who have a $500K+HH Net Worth and used a STOCKBROKER past 12mos ■ USA

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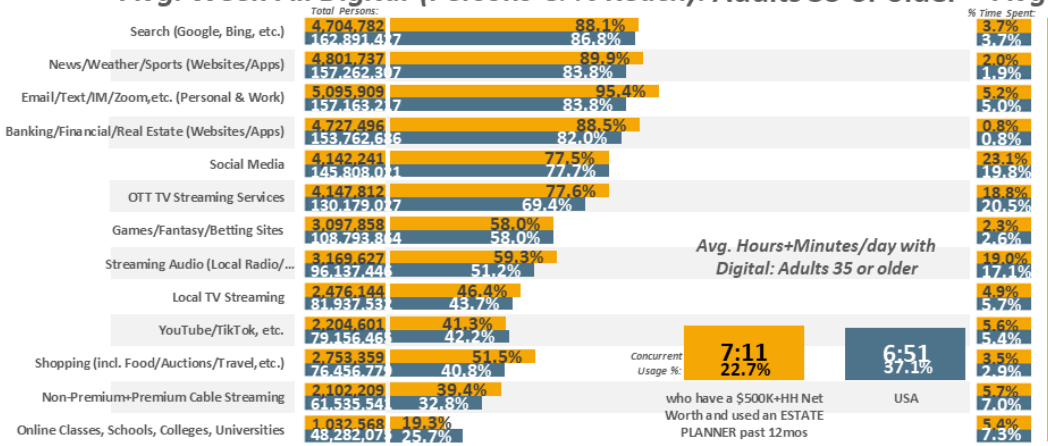
[(Age summaries: Adults 35 or older AND (Acxiom NetWorth Gold (HHLD): $500,000 - $999,999 OR Acxiom NetWorth Gold (HHLD): $1,000,000 - $1,999,999 OR Acxiom NetWorth Gold (HHLD): $2,000,000 +))] AND Professional services used by HHLD past 12 months (HHLD): Stockbroker

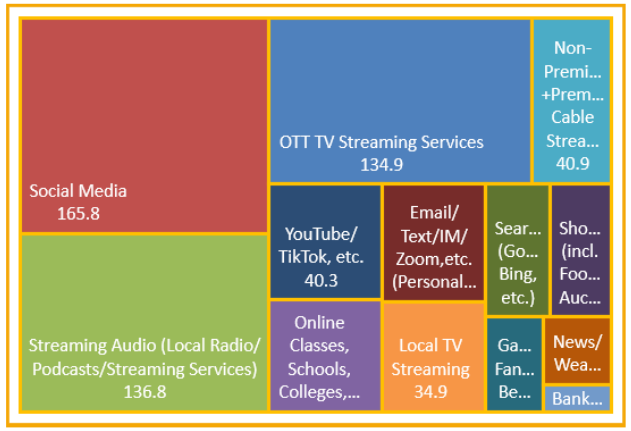
BESSEMER TRUST

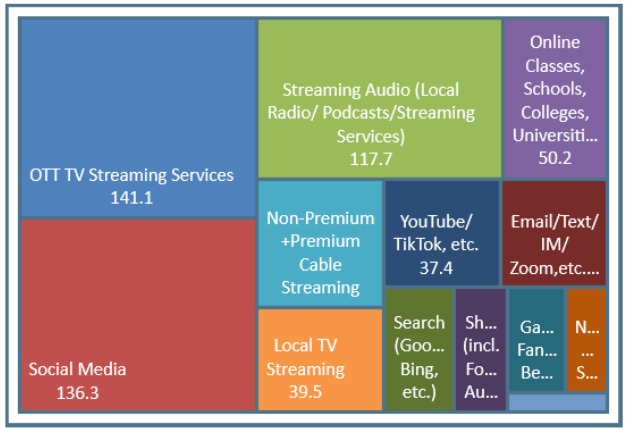
3,694,542 or 69.2% of Adults 35 or older who have a $500K+HH Net Worth and used an ESTATE PLANNER past 12mos use Ad-Supported Social Media for an average of 147.9 minutes every day representing 25.9% of all time spent daily with Ad-Supported Digital Media

Avg. Week All Digital (Persons & % Reach): Adults 35 or older

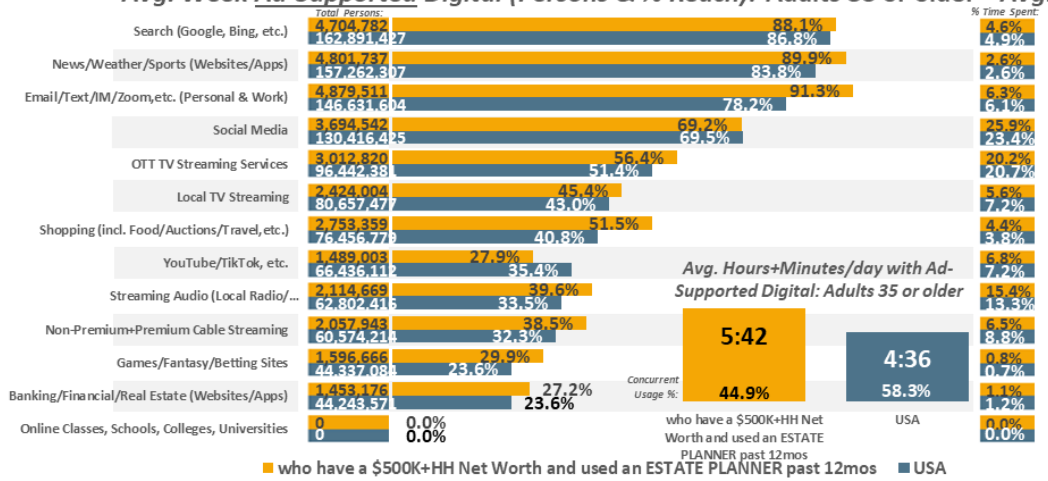


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older

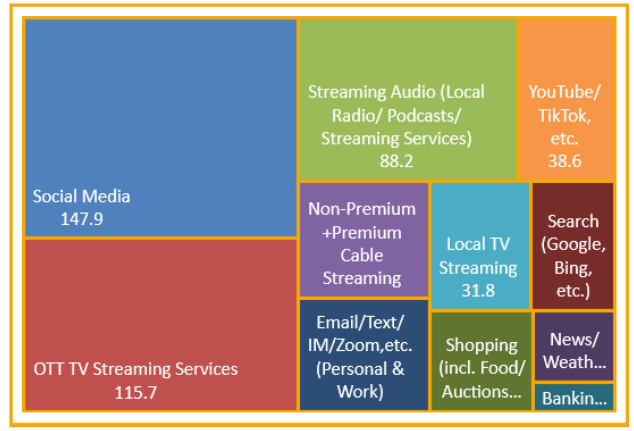


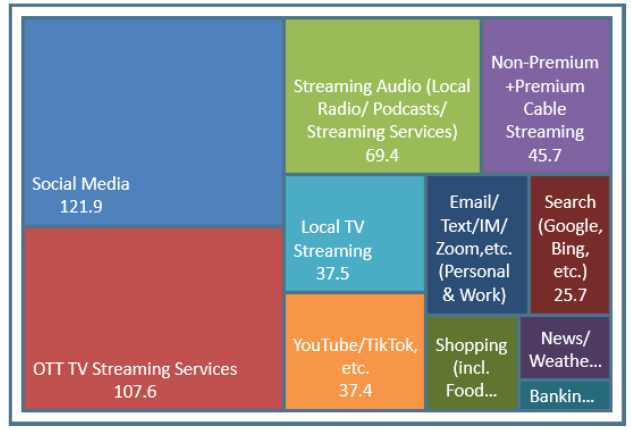


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 35 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 8,169

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USA Jan23-Feb24 USA Projection Qual Intab 18,935

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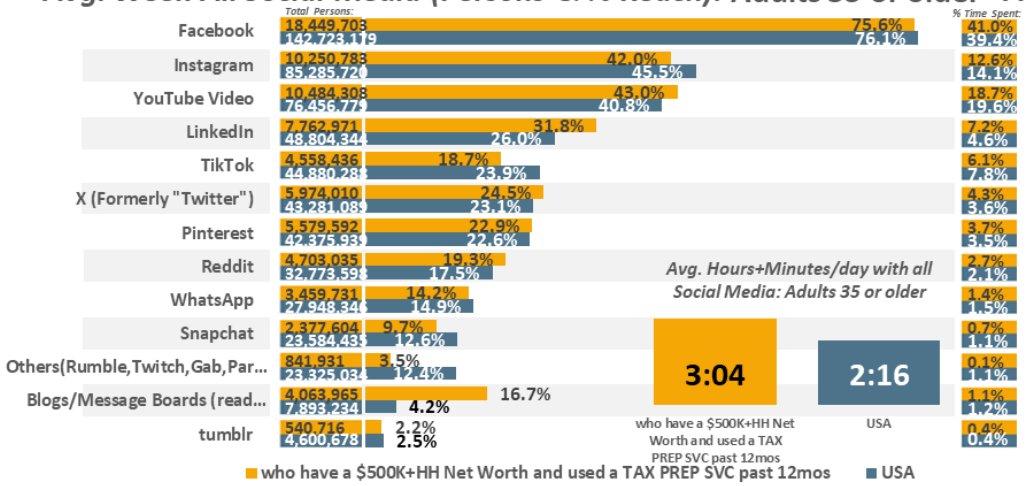
[(Age summaries: Adults 35 or older AND (Acxiom NetWorth Gold (HHLD): $500,000 - $999,999 OR Acxiom NetWorth Gold (HHLD): $1,000,000 - $1,999,999 OR Acxiom NetWorth Gold (HHLD): $2,000,000 +))] AND Professional services used by HHLD past 12 months (HHLD): Estate planning

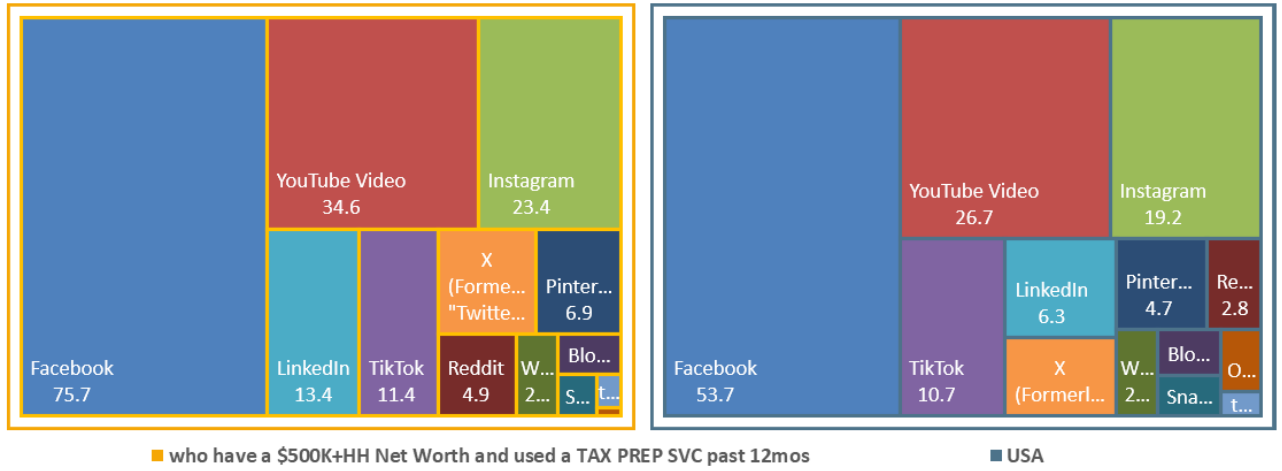
H&R BLOCK

17,077,083 or 70.% of Adults 35 or older who have a $500K+HH Net Worth and used a TAX PREP SVC past 12mos use Ad-Supported Facebook for an average of 62.3 minutes every day representing 37.3% of all time spent daily with Ad-Supported Social Media.

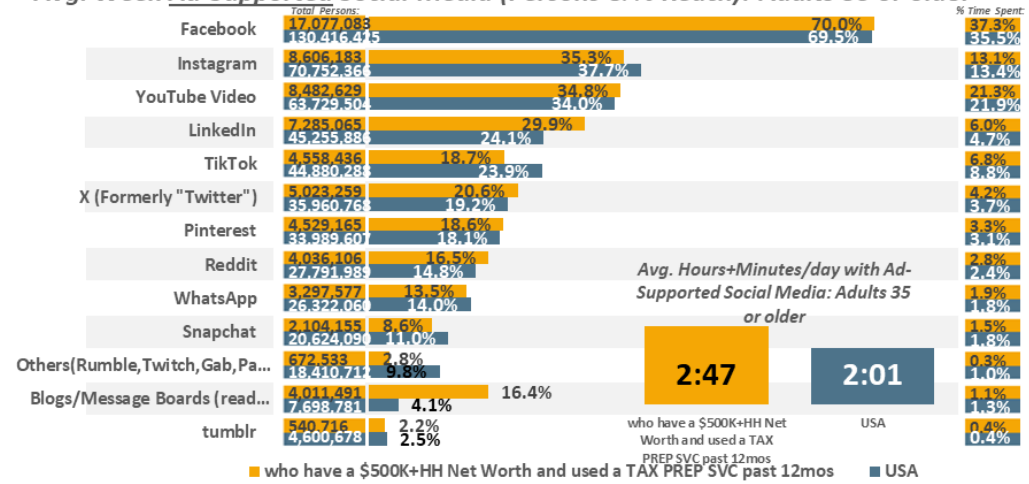
Avg. Week All Social Media (Persons & % Reach): Adults 35 or older



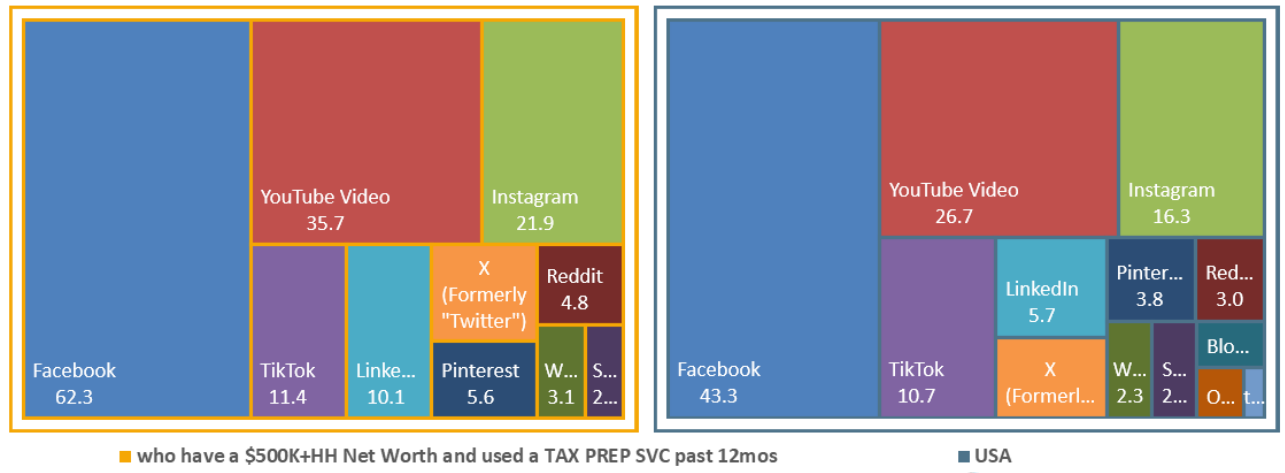
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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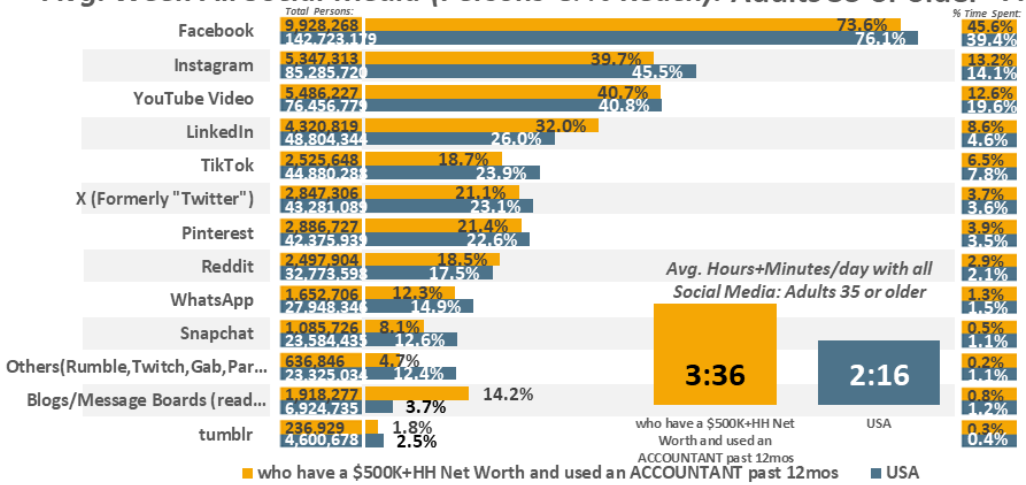
[(Age summaries: Adults 35 or older AND (Acxiom NetWorth Gold (HHLD): $500,000 - $999,999 OR Acxiom NetWorth Gold (HHLD): $1,000,000 - $1,999,999 OR Acxiom NetWorth Gold (HHLD): $2,000,000 +))] AND Professional services used by HHLD past 12 months (HHLD): Tax preparation service

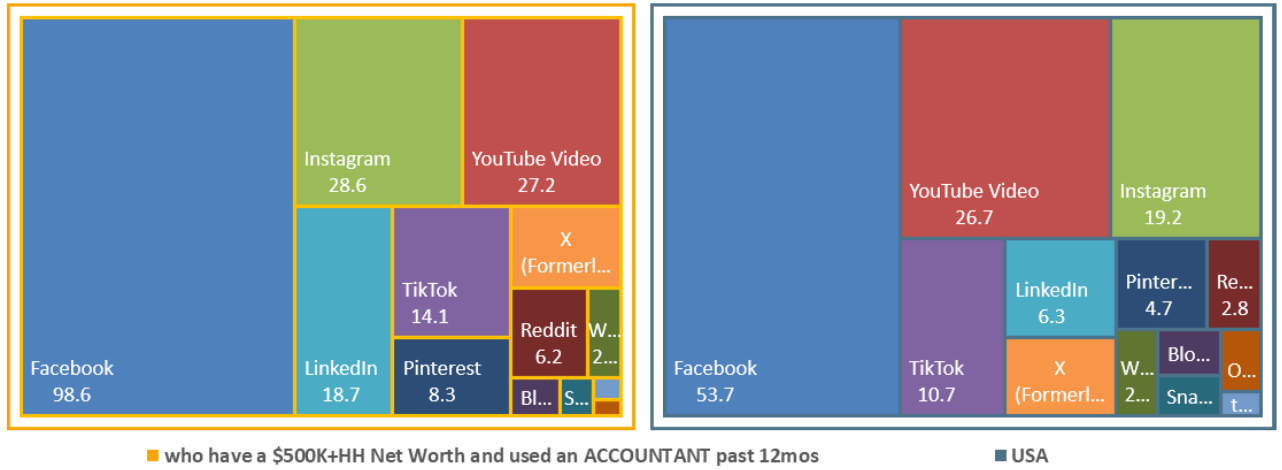
Deloitte.

9,373,458 or 69.5% of Adults 35 or older who have a $500K+HH Net Worth and used an ACCOUNTANT past 12mos use Ad-Supported Facebook for an average of 82.6 minutes every day representing 42.1% of all time spent daily with Ad-Supported Social Media.

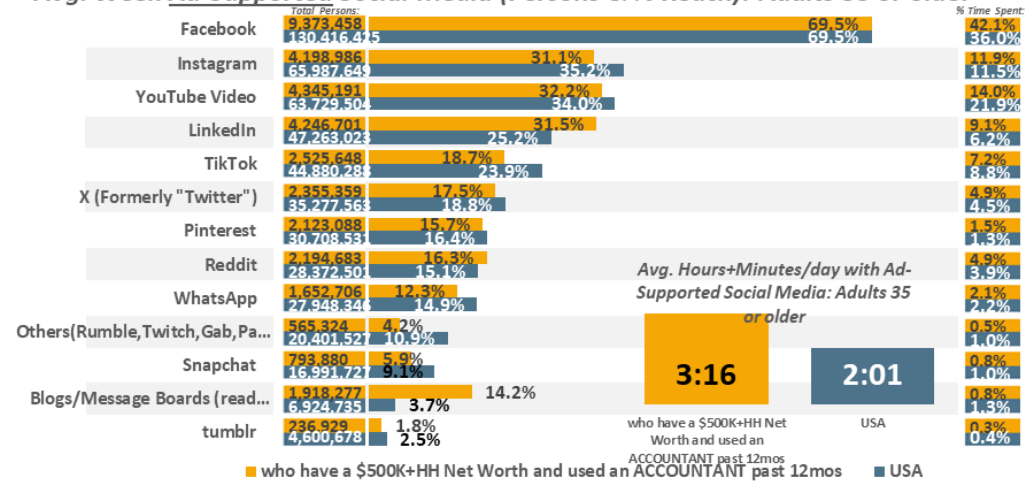
Avg. Week All Social Media (Persons & % Reach): Adults 35 or older



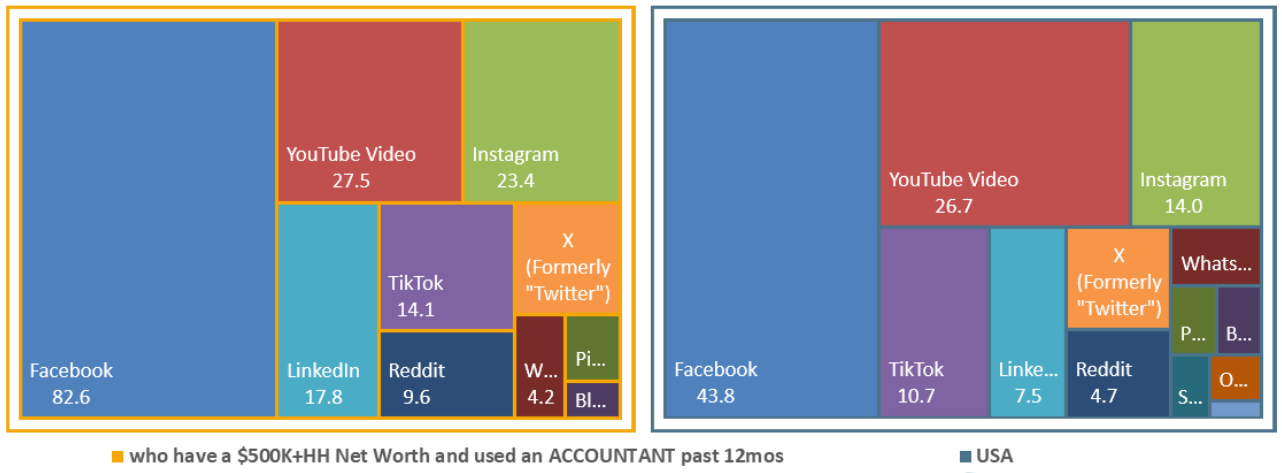
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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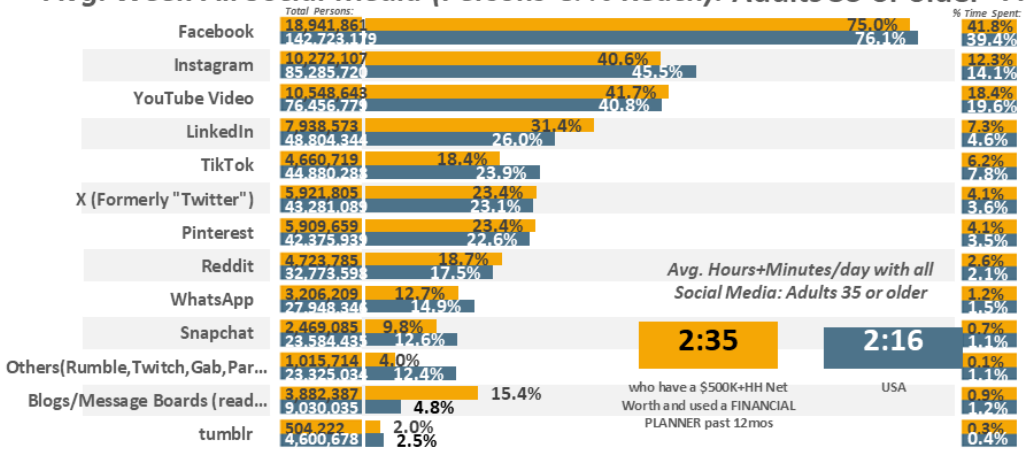
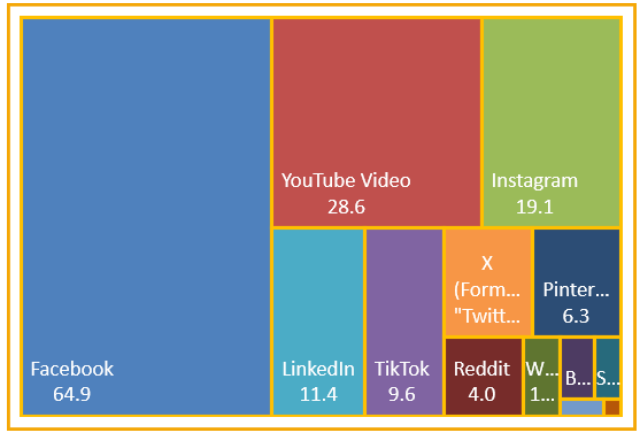
Edward Jones
MAKING SENSE OF INVESTING

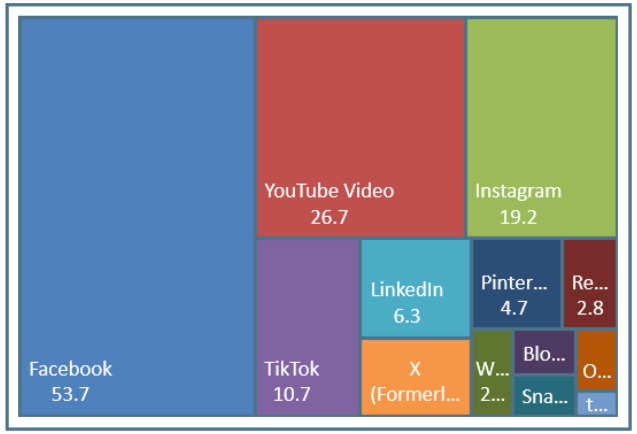
17,531,502 or 69.4% of Adults 35 or older who have a $500K+HH Net Worth and used a FINANCIAL PLANNER past 12mos use Ad-Supported Facebook for an average of 51.9 minutes every day representing 37.7% of all time spent daily with Ad-Supported Social Media.

Avg. Week All Social Media (Persons & % Reach): Adults 35 or older

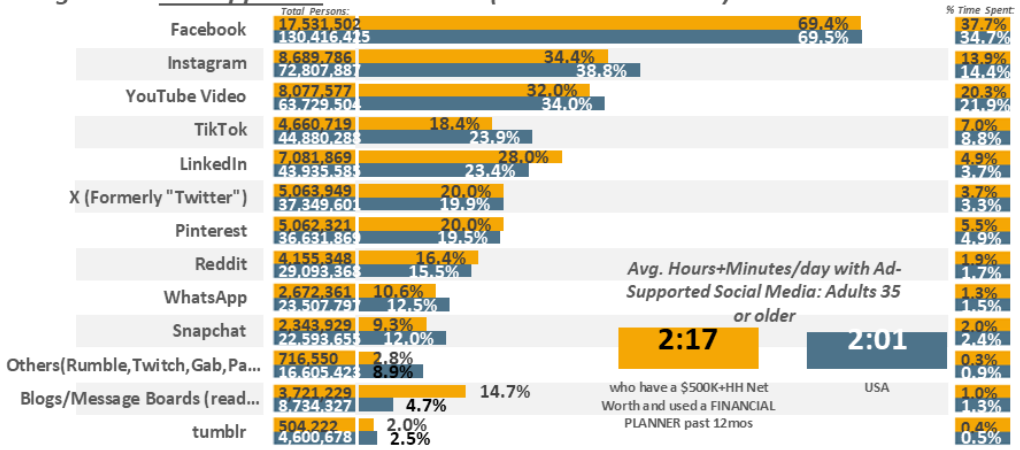


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older

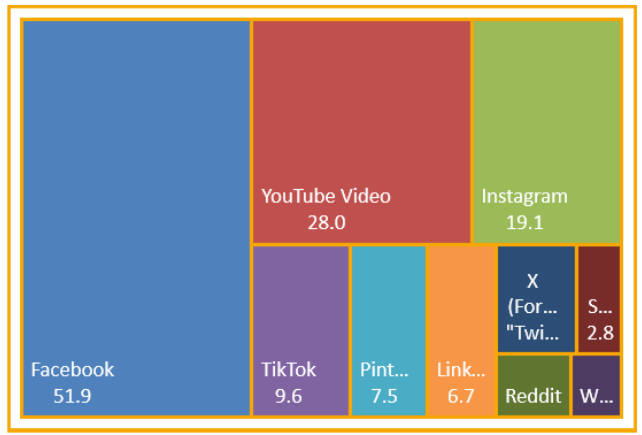


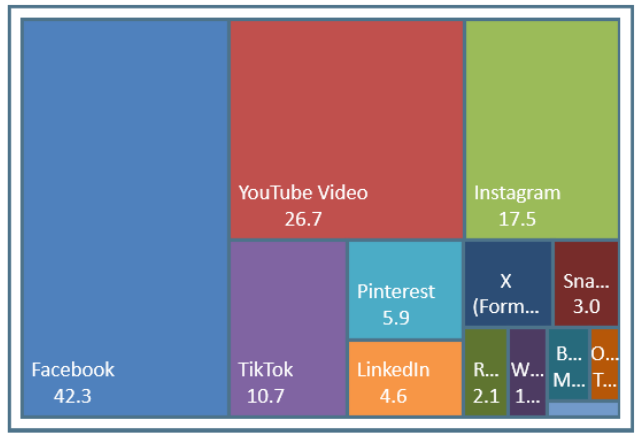


Avg. Week <u>Ad-Supported</u> Social Media (Persons & % Reach): Adults 35 or older



Avg. Day <u>Ad-Supported</u> Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older





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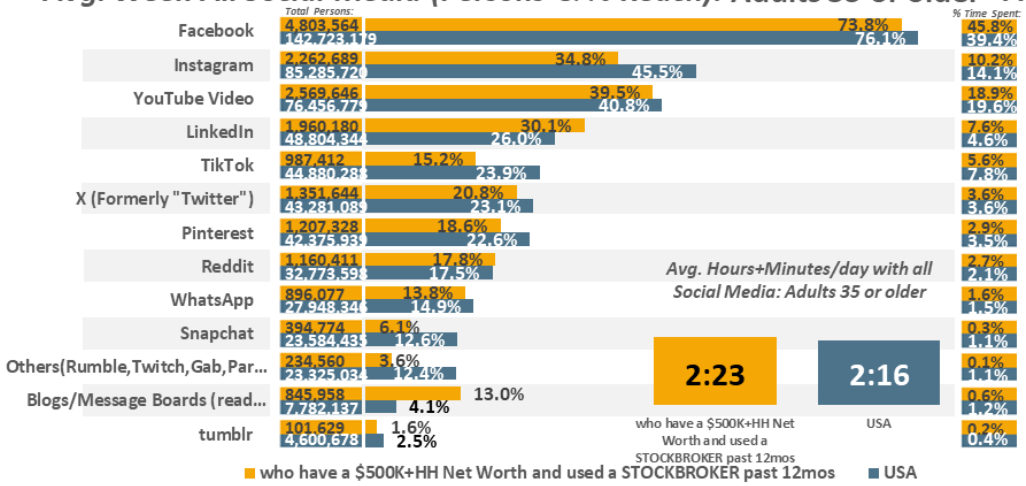
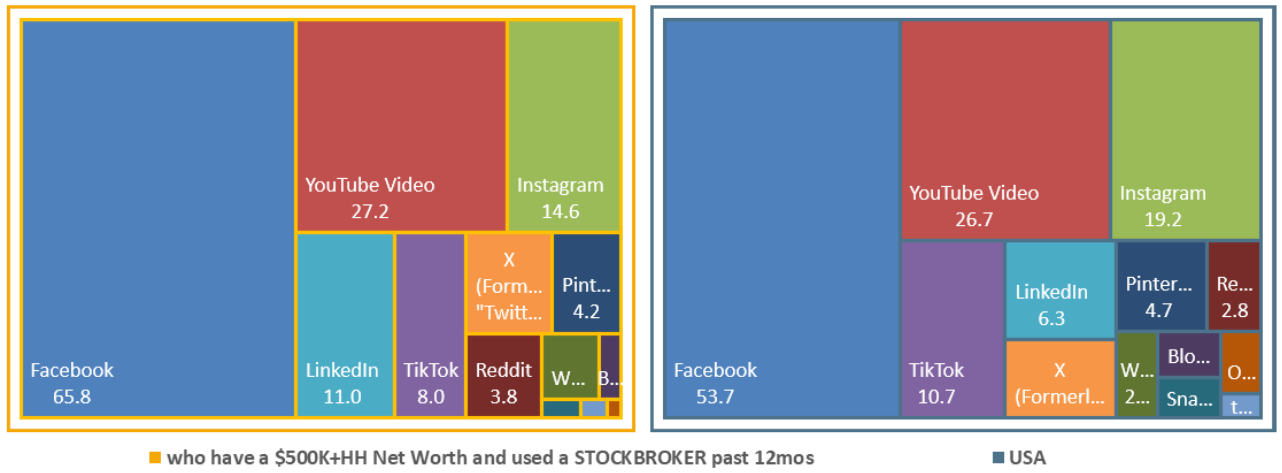
charles SCHWAB

4,285,587 or 65.9% of Adults 35 or older who have a $500K+HH Net Worth and used a STOCKBROKER past 12mos use Ad-Supported Facebook for an average of 50.4 minutes every day representing 39.4% of all time spent daily with Ad-Supported Social Media.

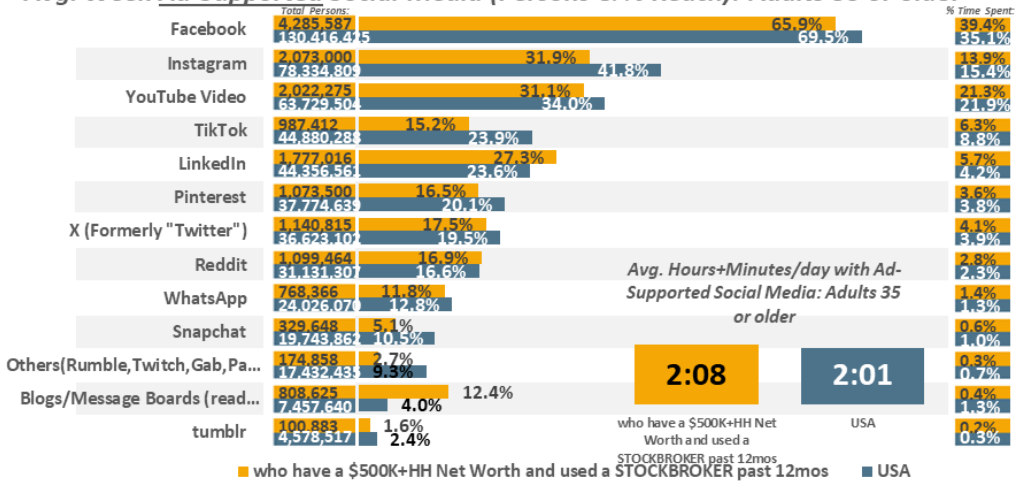
Avg. Week All Social Media (Persons & % Reach): Adults 35 or older



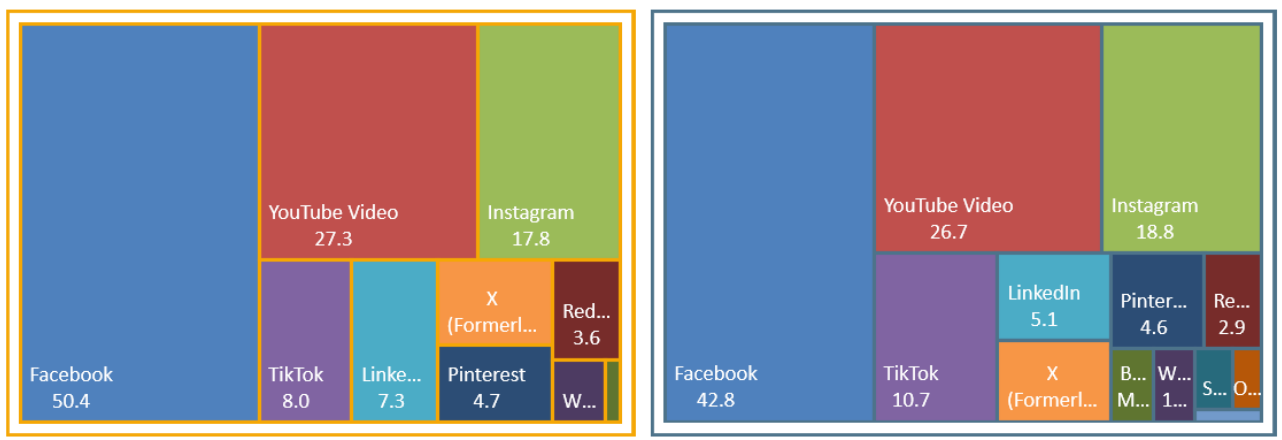
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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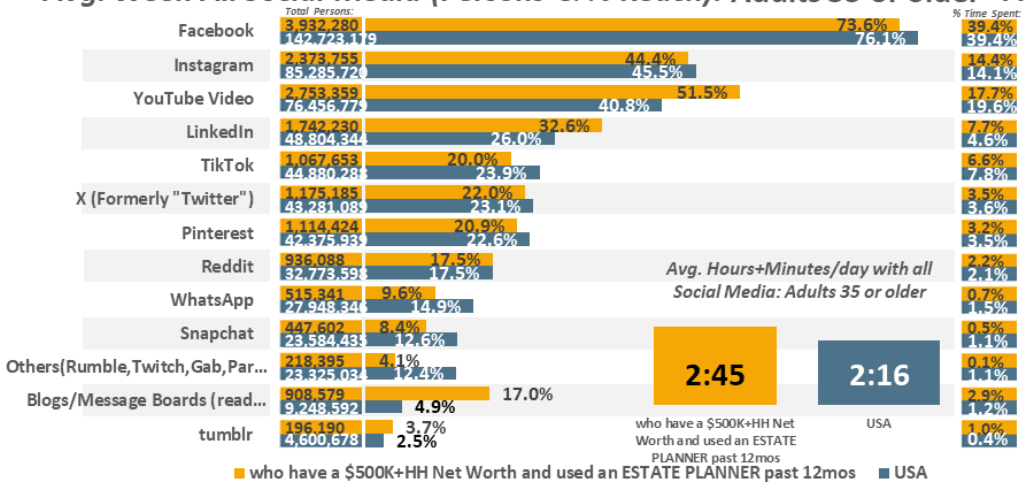
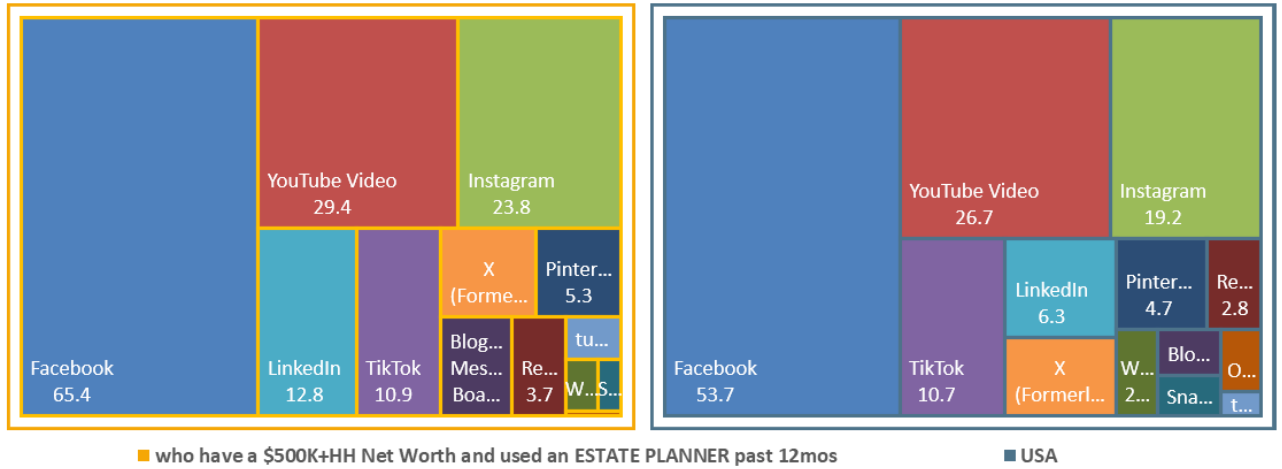
BESSEMER TRUST

3,694,542 or 69.2% of Adults 35 or older who have a $500K+HH Net Worth and used an ESTATE PLANNER past 12mos use Ad-Supported Facebook for an average of 57.8 minutes every day representing 39.1% of all time spent daily with Ad-Supported Social Media.

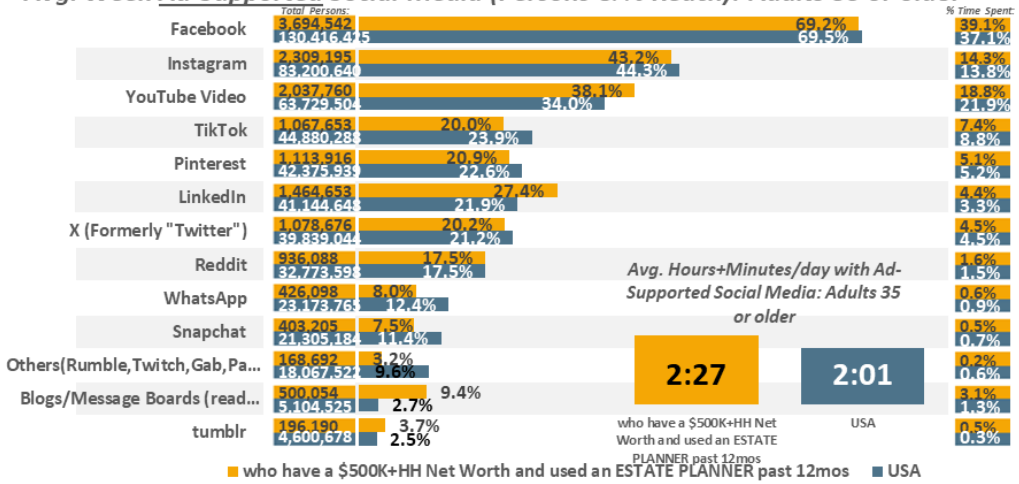
Avg. Week All Social Media (Persons & % Reach): Adults 35 or older



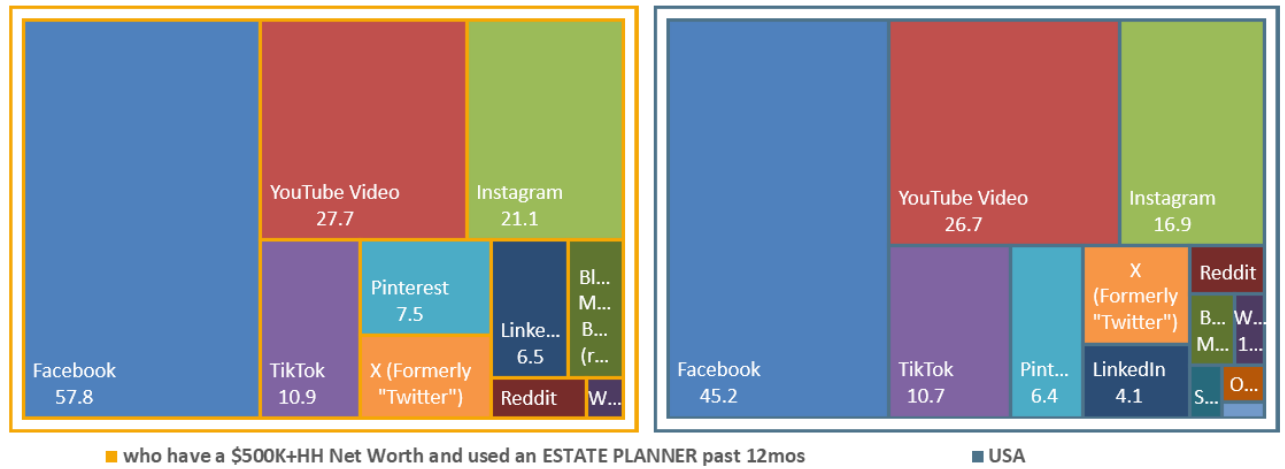
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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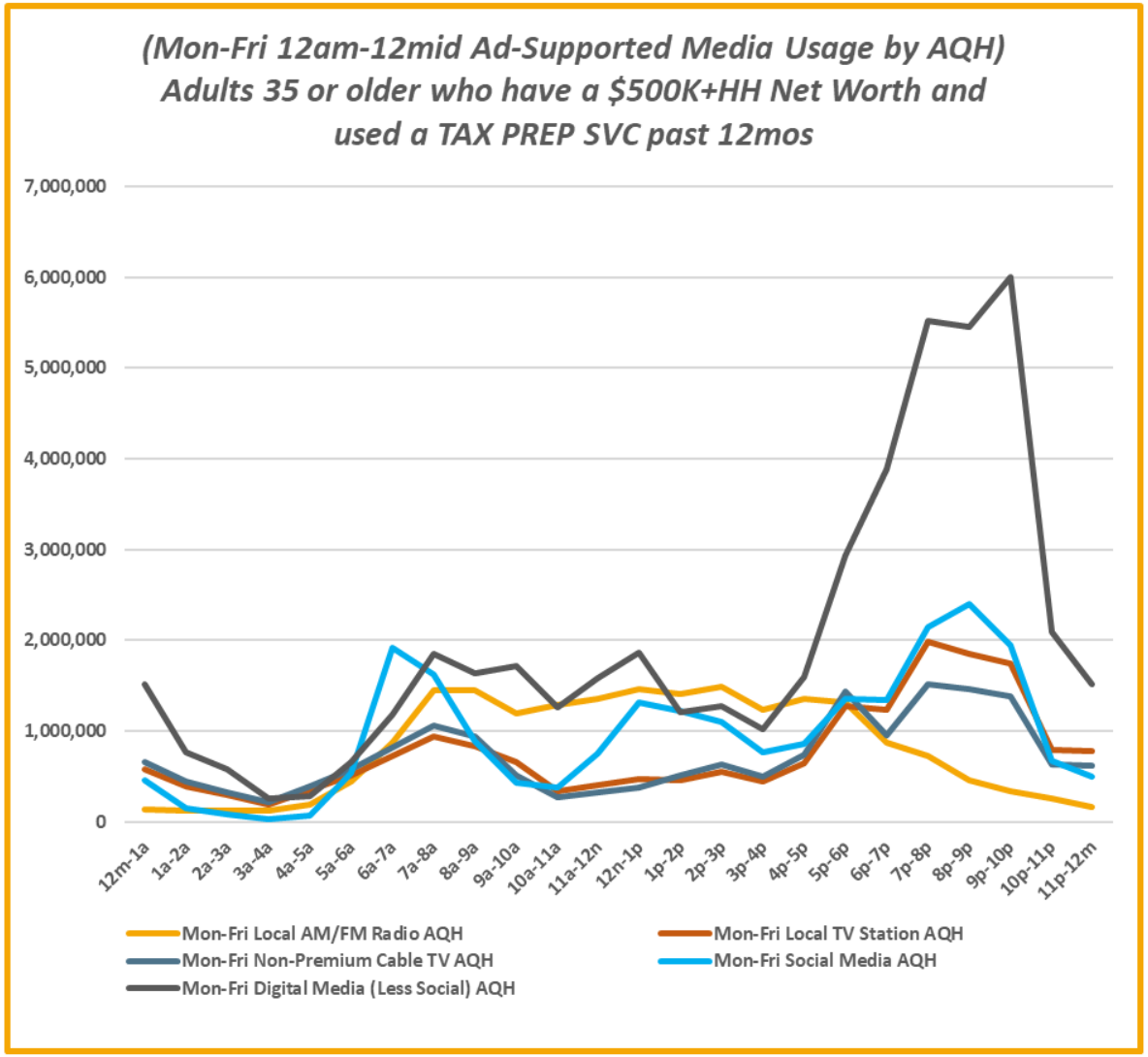
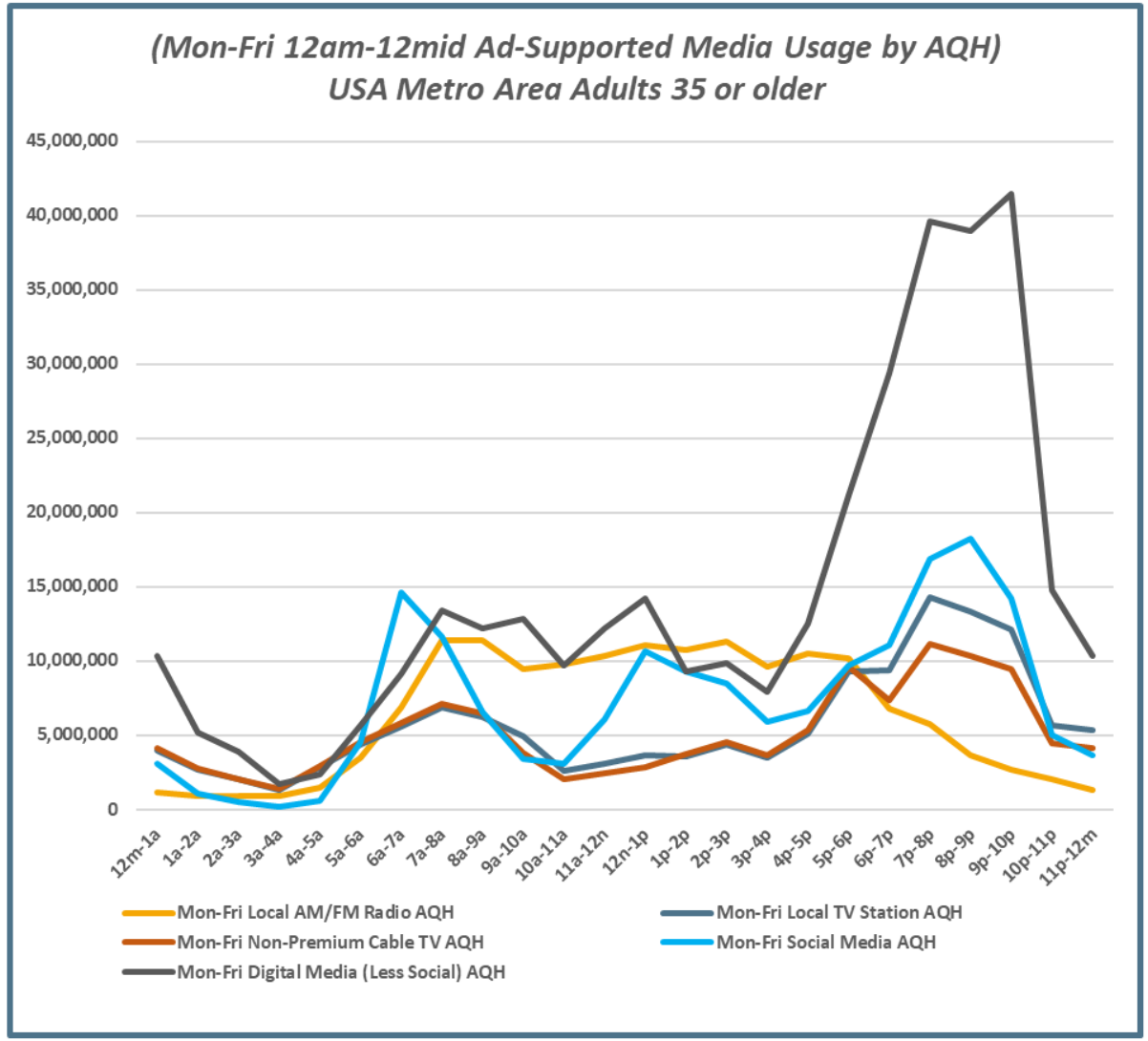
H&R BLOCK

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,767,816; Local Radio: 1,285,826; Social Media: 1,069,325; Non-Prem. Cable: 695,437; Local TV: 688,653 reaching Adults 35 or older who have a $500K+HH Net Worth and used





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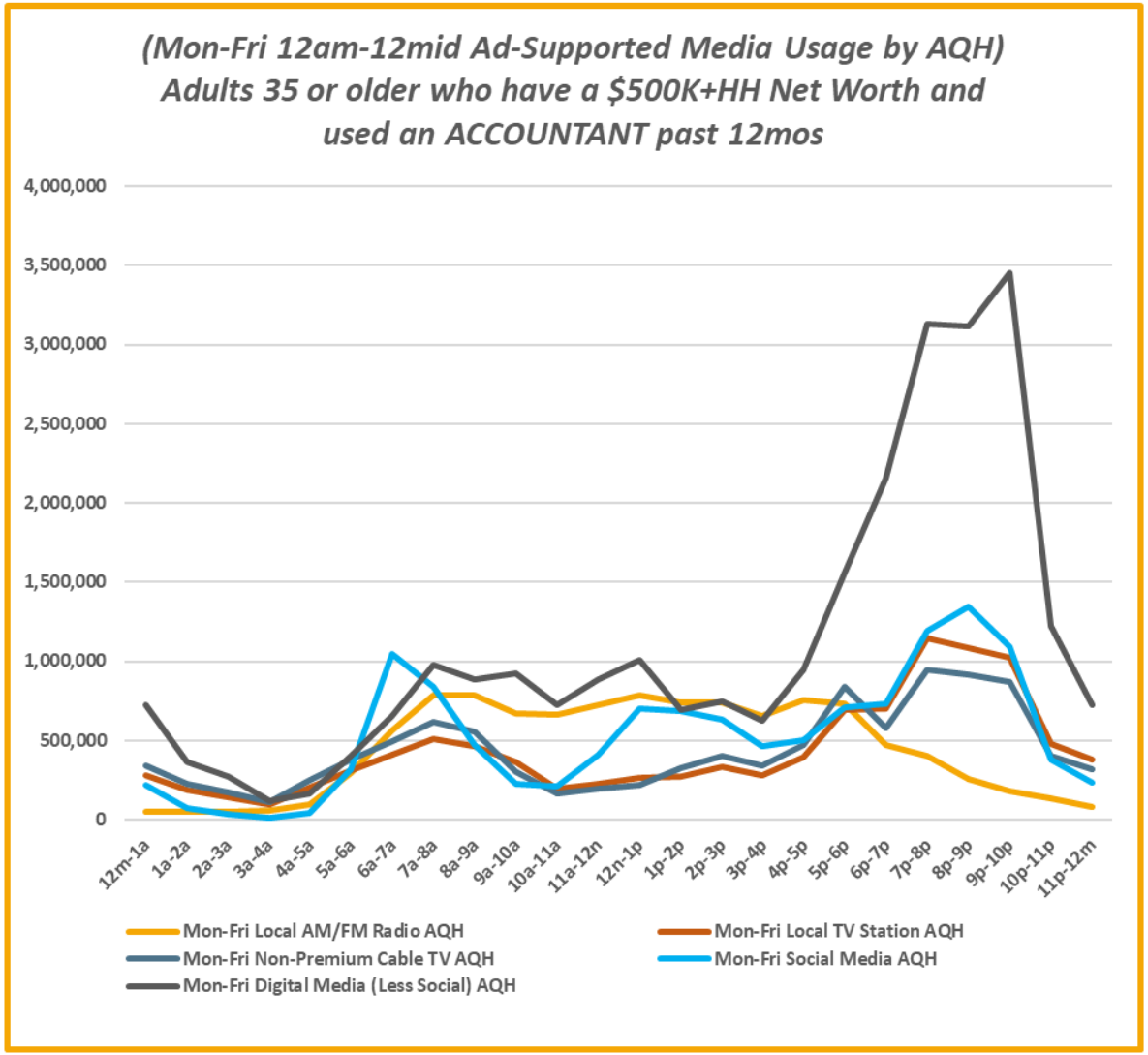
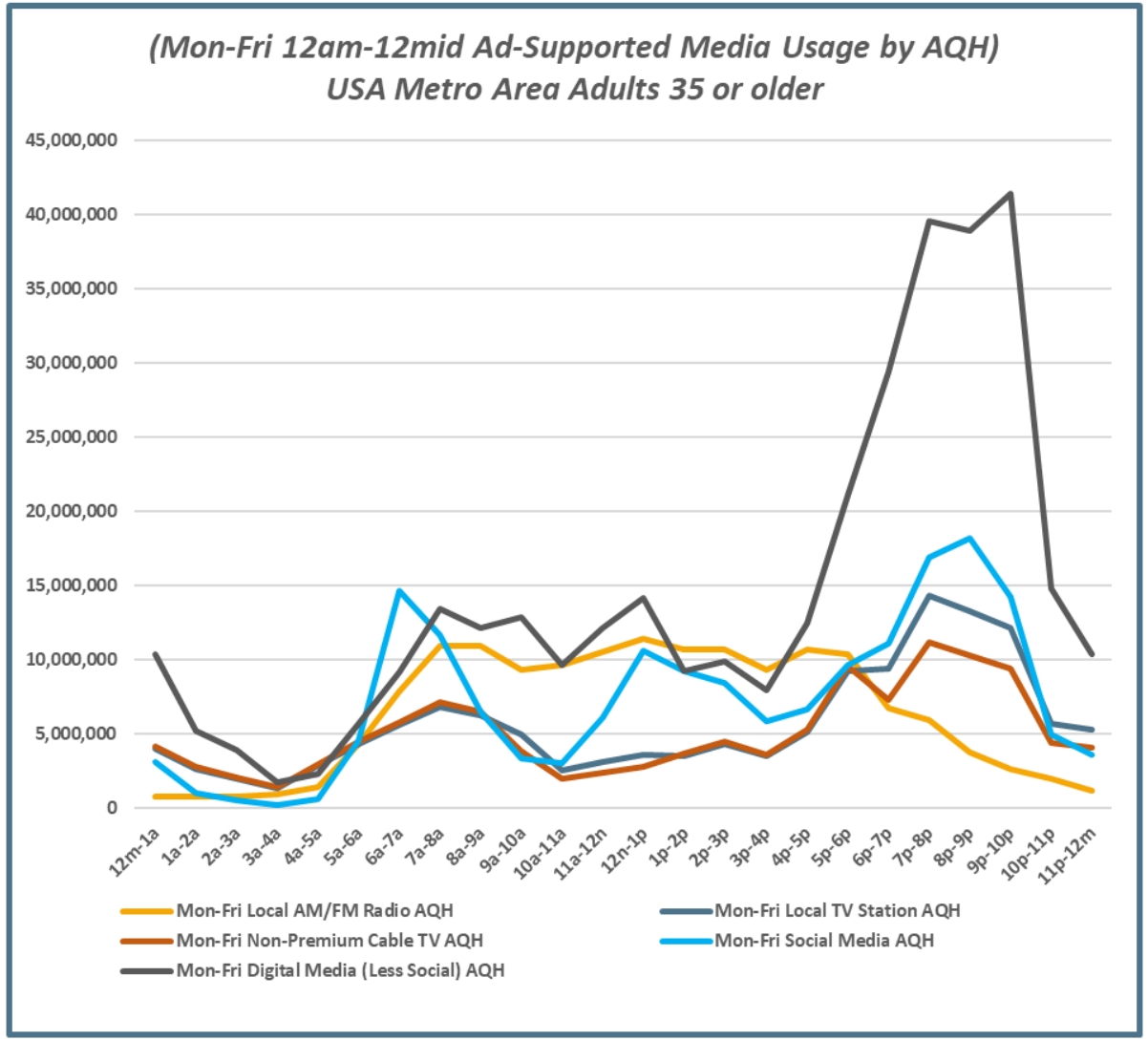
Deloitte.

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 984,499; Local Radio: 697,495; Social Media: 586,063; Non-Prem. Cable: 424,154; Local TV: 392,573 reaching Adults 35 or older who have a $500K+HH Net Worth and used an AC





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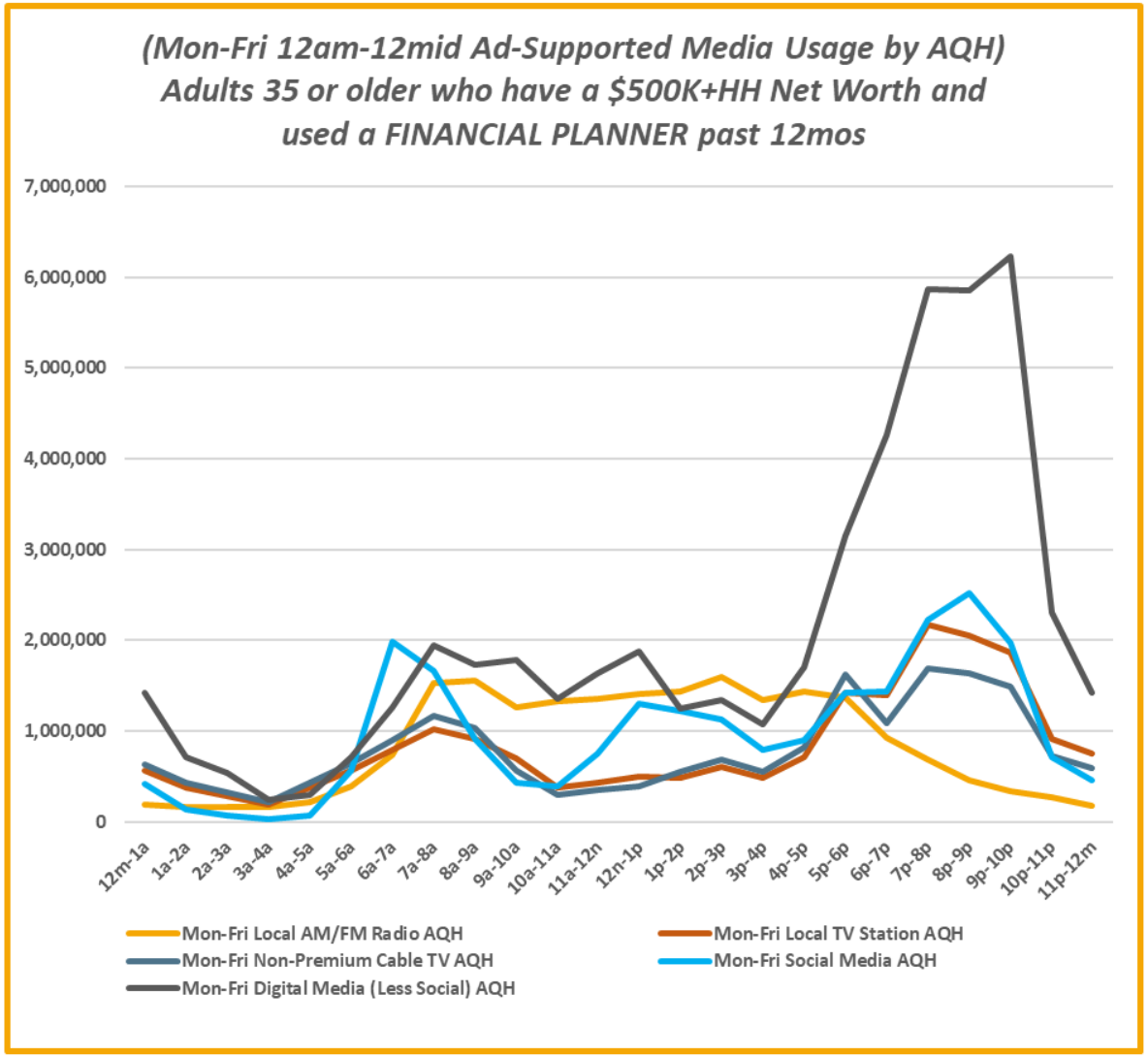
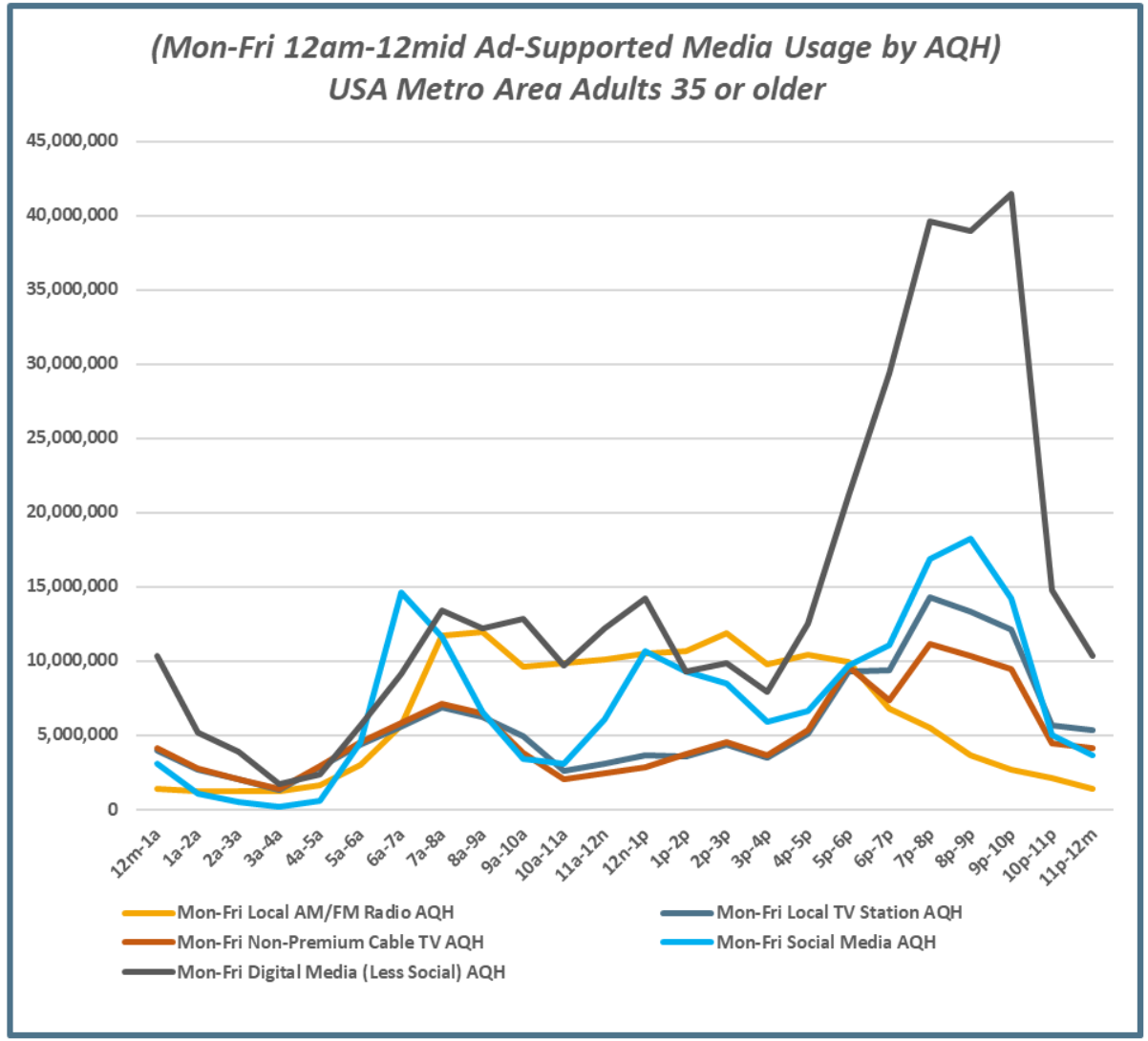
Edward Jones
MAKING SENSE OF INVESTING

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,873,286; Local Radio: 1,328,762; Social Media: 1,101,788; Non-Prem. Cable: 769,278; Local TV: 755,205 reaching Adults 35 or older who have a $500K+HH Net Worth and used





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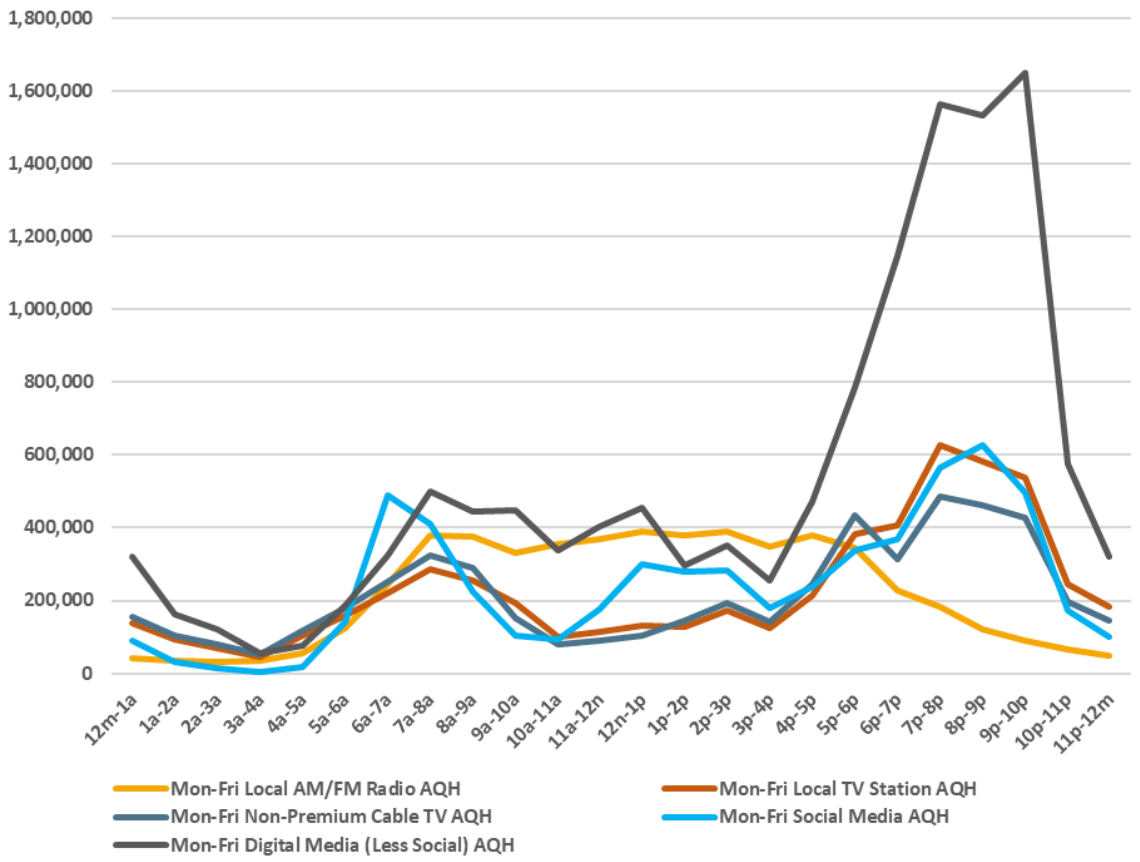
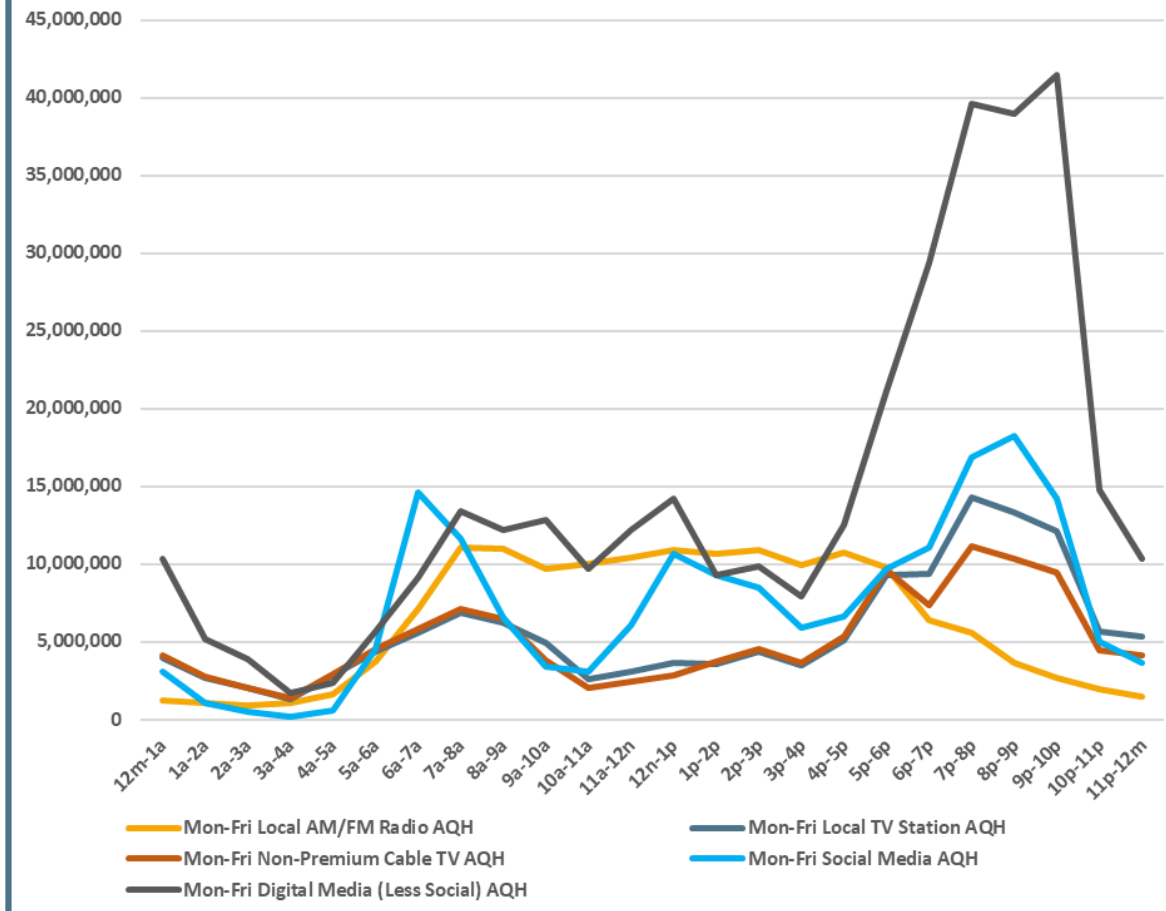
charles SCHWAB

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 478,689; Local Radio: 346,805; Social Media: 267,800; Non-Prem. Cable: 212,791; Local TV: 209,522 reaching Adults 35 or older who have a $500K+HH Net Worth and used a STO

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 35 or older who have a $500K+HH Net Worth and used a STOCKBROKER past 12mos



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) USA Metro Area Adults 35 or older



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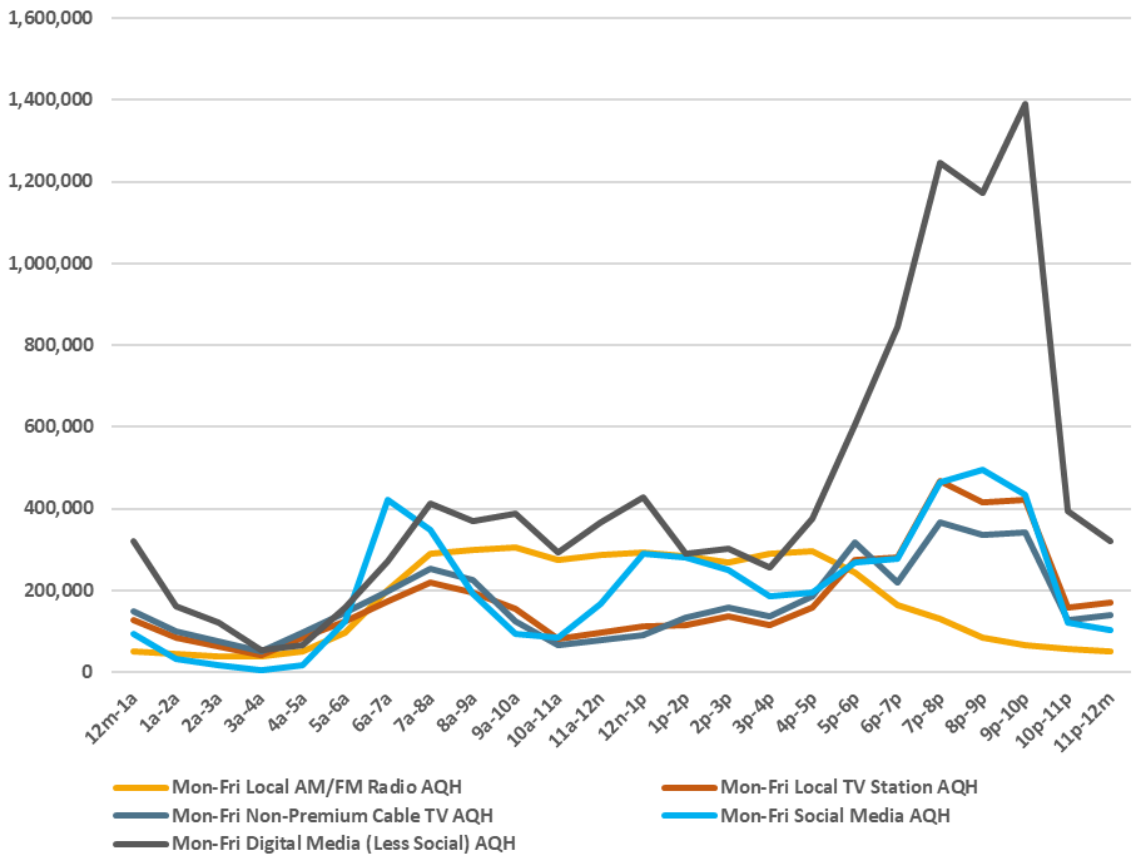
[(Age summaries: Adults 35 or older AND (Acxiom NetWorth Gold (HHLD): $500,000 - $999,999 OR Acxiom NetWorth Gold (HHLD): $1,000,000 - $1,999,999 OR Acxiom NetWorth Gold (HHLD): $2,000,000 +))] AND Professional services used by HHLD past 12 months (HHLD): Stockbroker

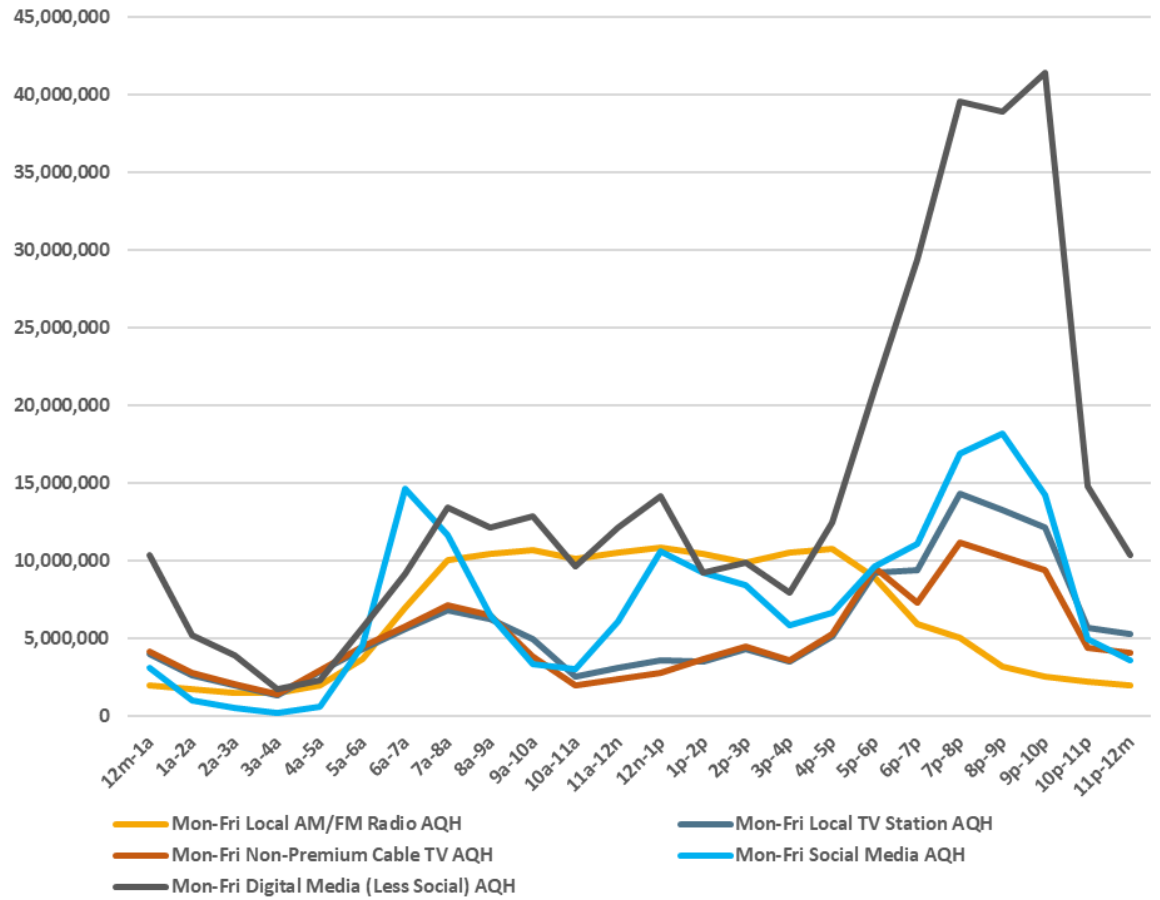
BESSEMER TRUST

M-F 6a-7p Avg. Available Impressions per 15-min. are… All Other Digital Media: 399,489; Local Radio: 268,527; Social Media: 234,619; Non-Prem. Cable: 168,377; Local TV: 162,475 reaching Adults 35 or older who have a $500K+HH Net Worth and used an ES

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 35 or older who have a $500K+HH Net Worth and used an ESTATE PLANNER past 12mos



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) USA Metro Area Adults 35 or older



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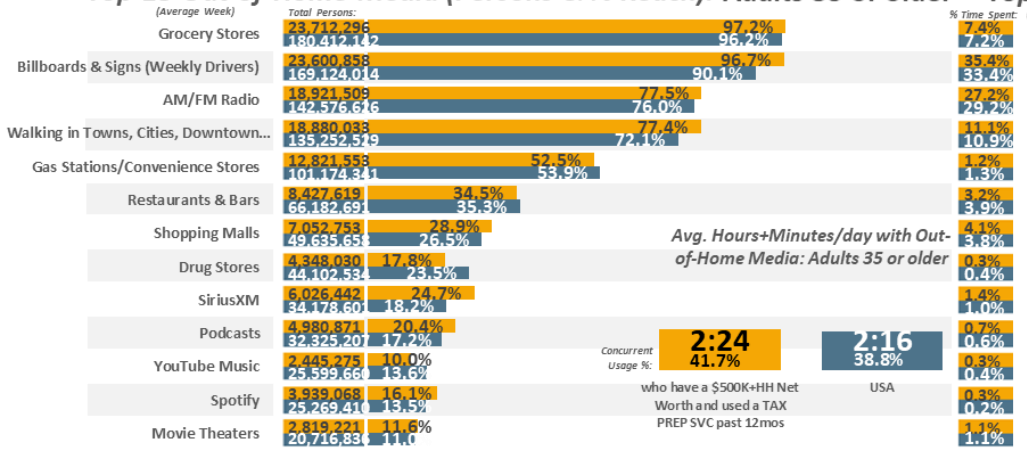
[(Age summaries: Adults 35 or older AND (Acxiom NetWorth Gold (HHLD): $500,000 - $999,999 OR Acxiom NetWorth Gold (HHLD): $1,000,000 - $1,999,999 OR Acxiom NetWorth Gold (HHLD): $2,000,000 +))] AND Professional services used by HHLD past 12 months (HHLD): Estate planning

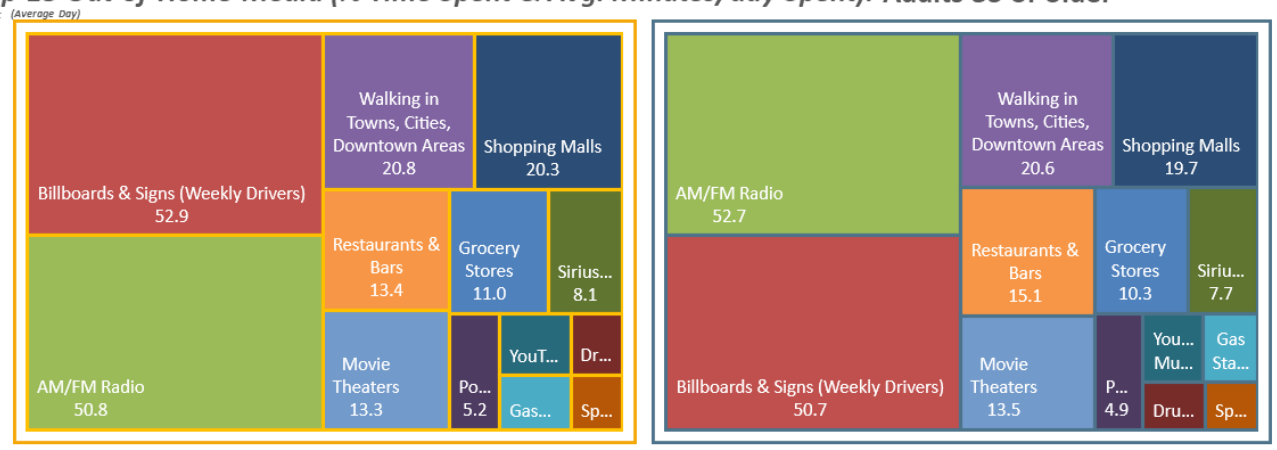
H&R BLOCK

23,600,858 or 96.7% of Adults 35 or older who have a $500K+HH Net Worth and used a TAX PREP SVC past 12mos spend an average of 52.9 minutes per day driving, seeing Billboards and Signs.
71.4% Listen to Local Radio Stations Out-of-Home for an average of 44

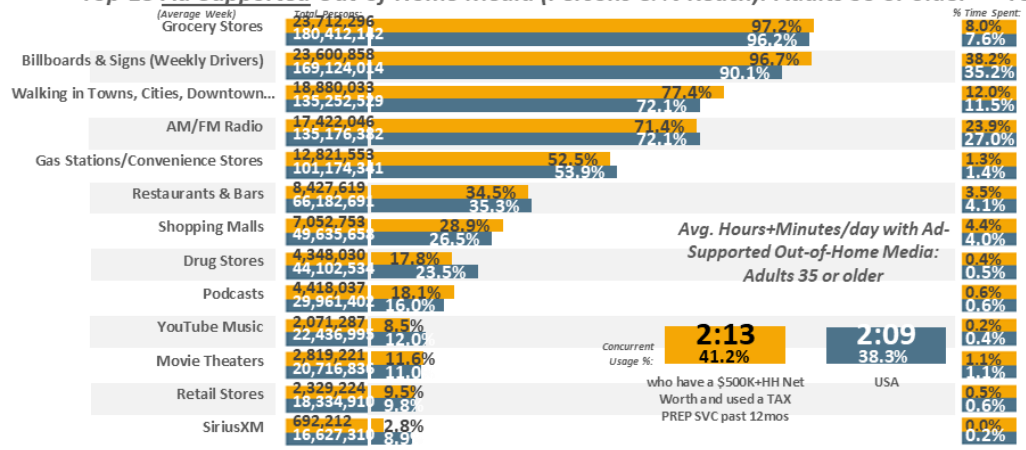
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



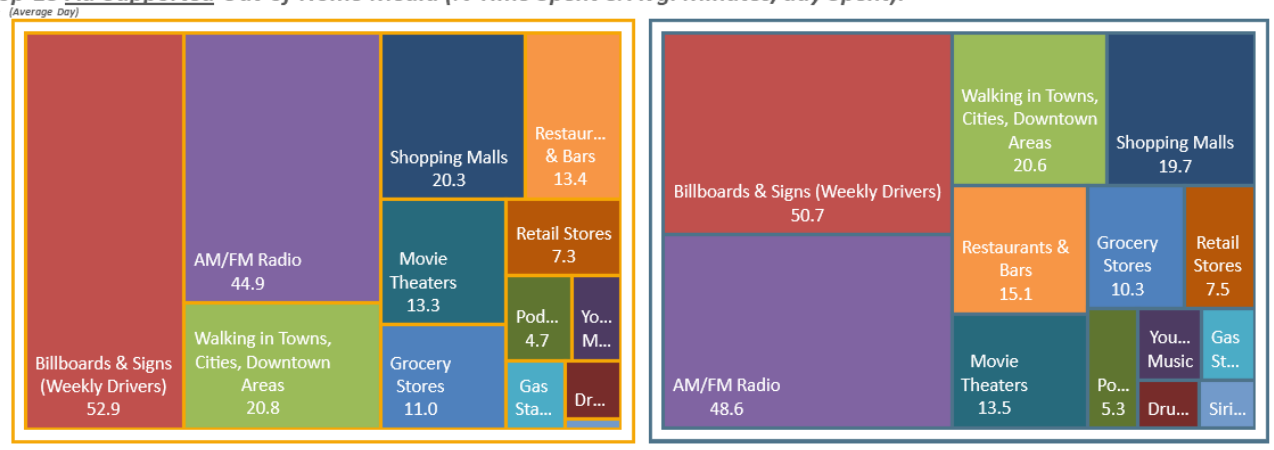
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 35 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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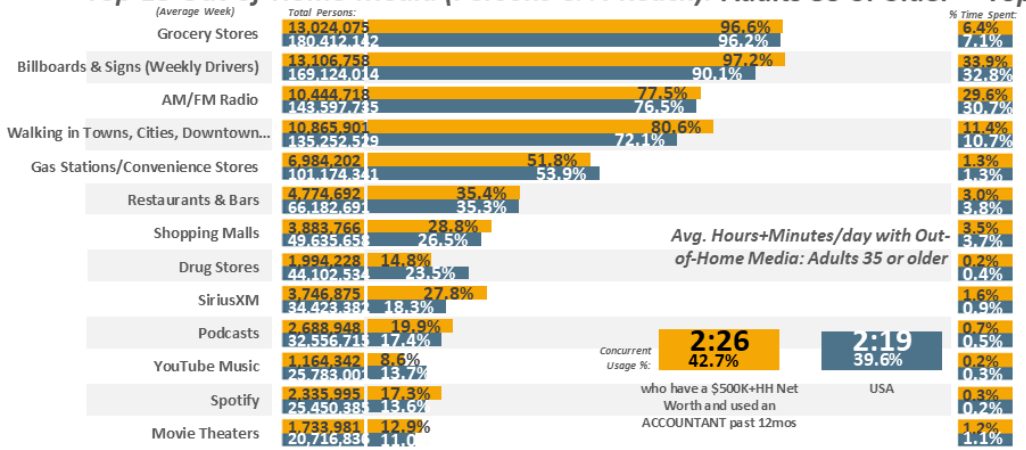
[(Age summaries: Adults 35 or older AND (Acxiom NetWorth Gold (HHLD): $500,000 - $999,999 OR Acxiom NetWorth Gold (HHLD): $1,000,000 - $1,999,999 OR Acxiom NetWorth Gold (HHLD): $2,000,000 +))] AND Professional services used by HHLD past 12 months (HHLD): Tax preparation service

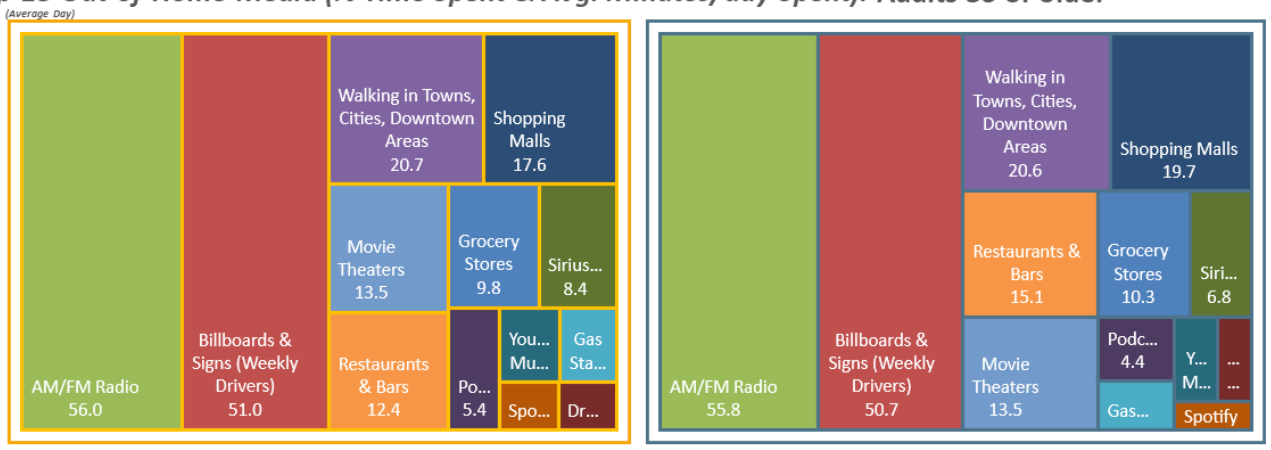
Deloitte.

13,106,758 or 97.2% of Adults 35 or older who have a $500K+HH Net Worth and used an ACCOUNTANT past 12mos spend an average of 51. minutes per day driving, seeing Billboards and Signs. 70.5% Listen to Local Radio Stations Out-of-Home for an average of 49.2

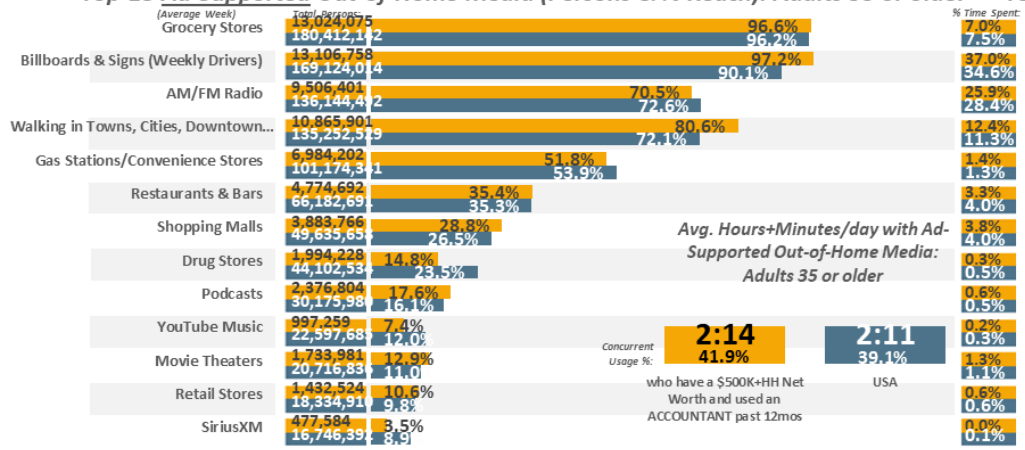
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



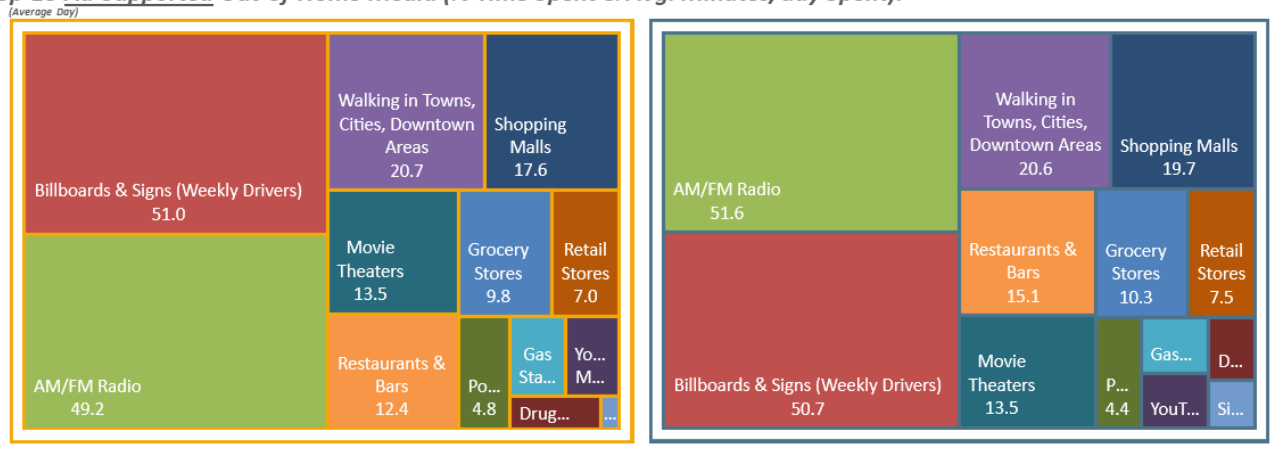
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 35 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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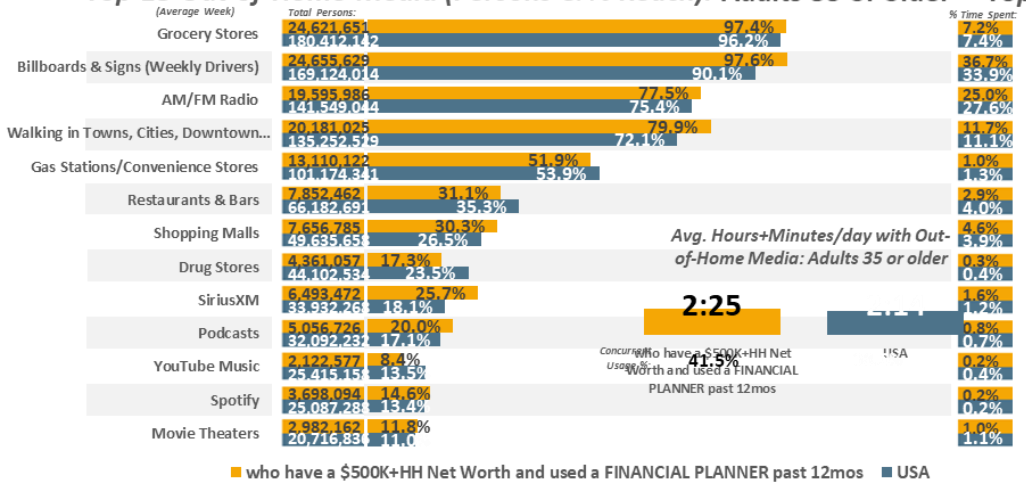
[(Age summaries: Adults 35 or older AND (Acxiom NetWorth Gold (HHLD): $500,000 - $999,999 OR Acxiom NetWorth Gold (HHLD): $1,000,000 - $1,999,999 OR Acxiom NetWorth Gold (HHLD): $2,000,000 +))] AND Professional services used by HHLD past 12 months (HHLD): Accountant

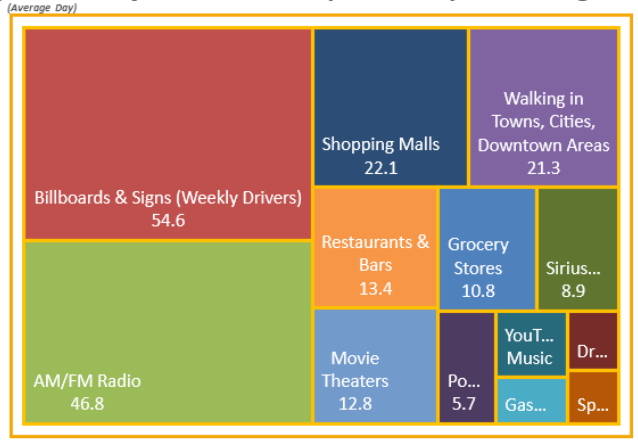
Edward Jones
MAKING SENSE OF INVESTING

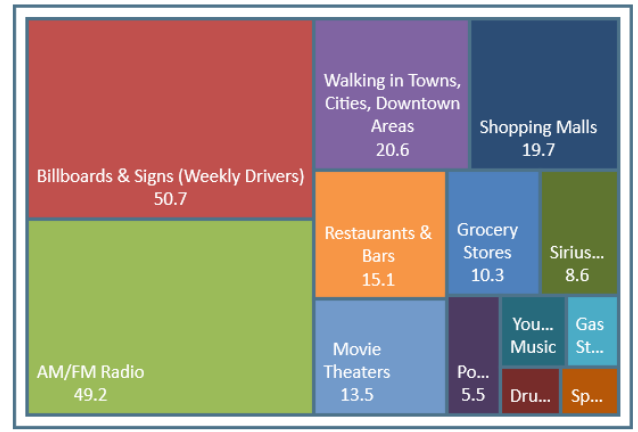
24,655,629 or 97.6% of Adults 35 or older who have a $500K+HH Net Worth and used a FINANCIAL PLANNER past 12mos spend an average of 54.6 minutes per day driving, seeing Billboards and Signs. 70.7% Listen to Local Radio Stations Out-of-Home for an average

Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older

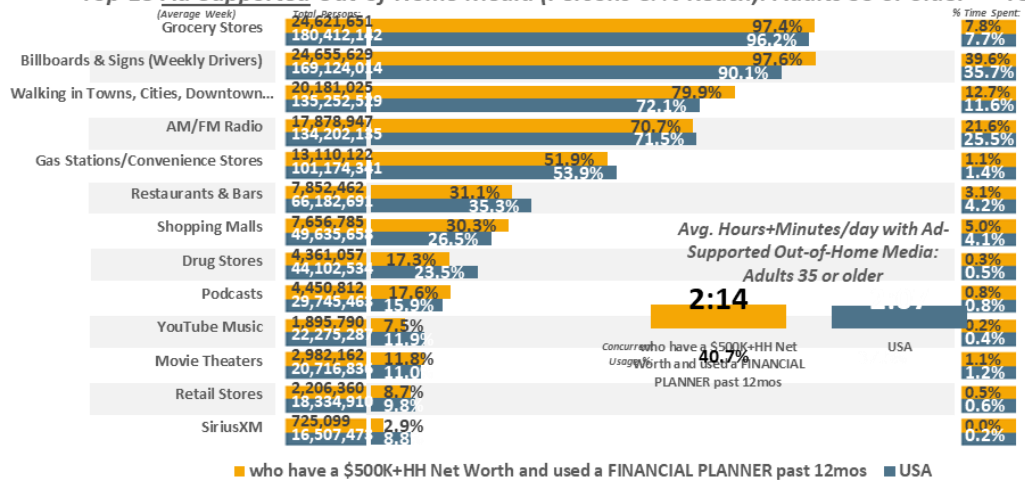


Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older

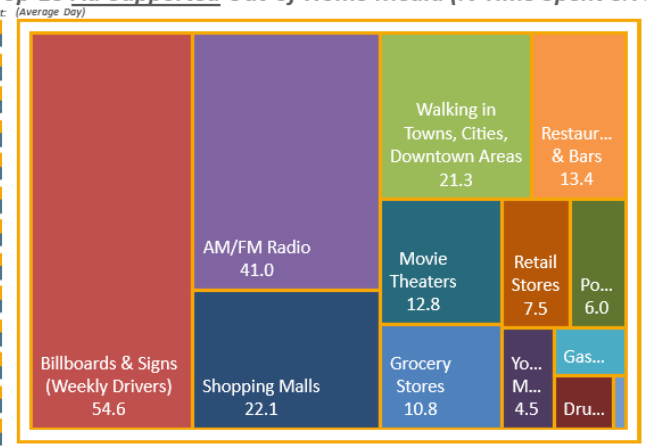


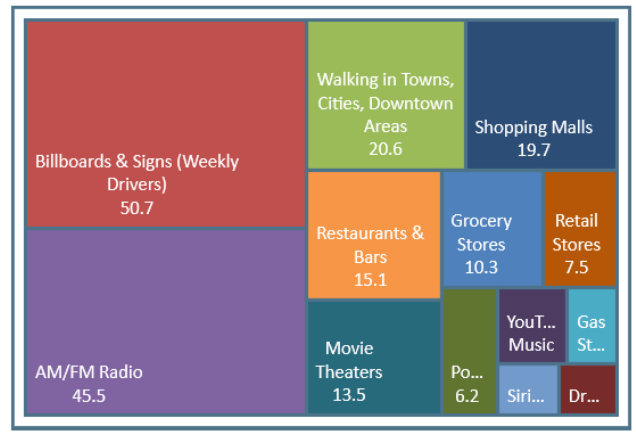


Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 35 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older





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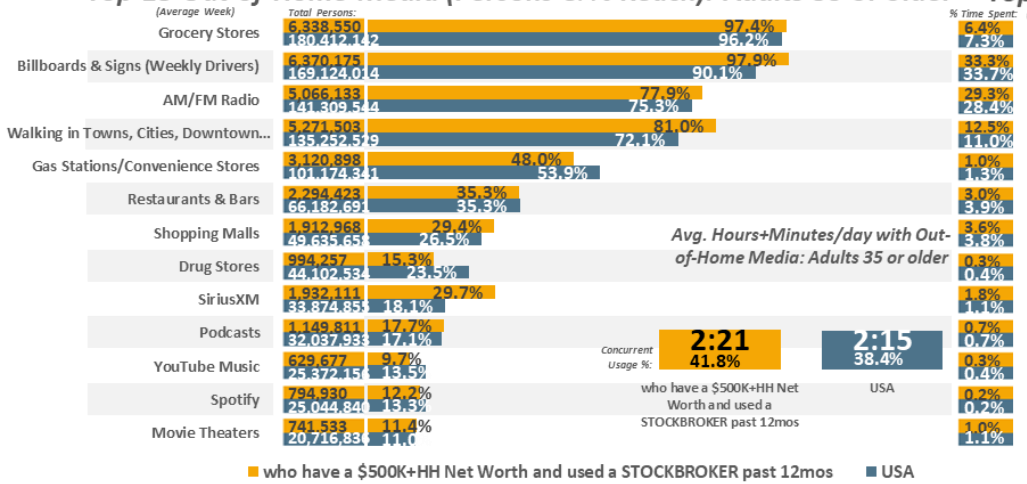
[(Age summaries: Adults 35 or older AND (Acxiom NetWorth Gold (HHLD): $500,000 - $999,999 OR Acxiom NetWorth Gold (HHLD): $1,000,000 - $1,999,999 OR Acxiom NetWorth Gold (HHLD): $2,000,000 +))] AND Professional services used by HHLD past 12 months (HHLD): Financial planner

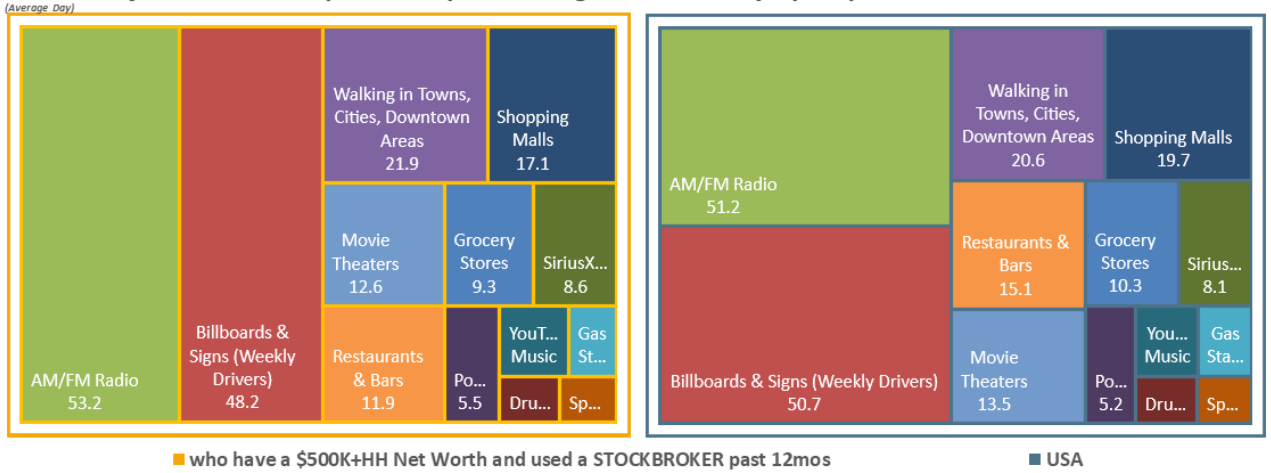
charles SCHWAB

6,370,175 or 97.9% of Adults 35 or older who have a $500K+HH Net Worth and used a STOCKBROKER past 12mos spend an average of 48.2 minutes per day driving, seeing Billboards and Signs. 71.6% Listen to Local Radio Stations Out-of-Home for an average of 47.6

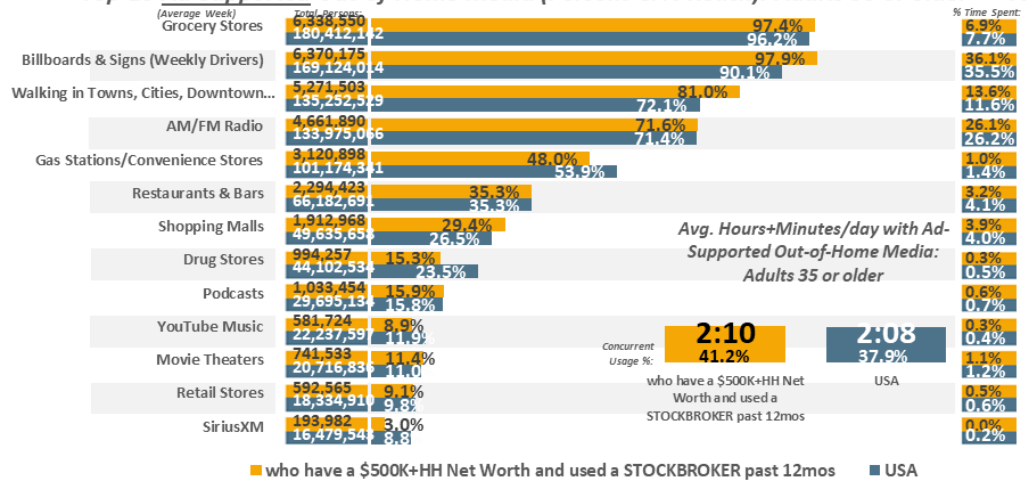
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



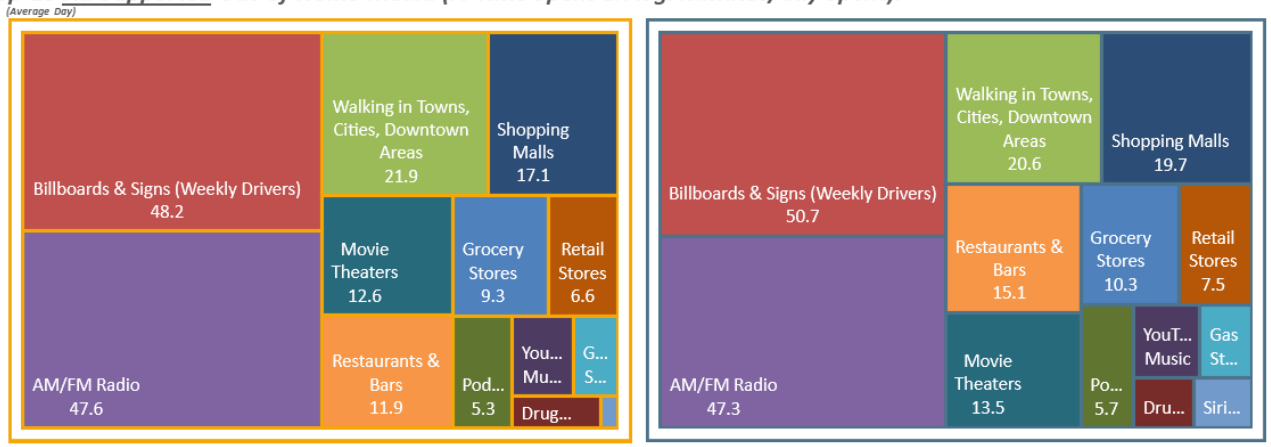
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 35 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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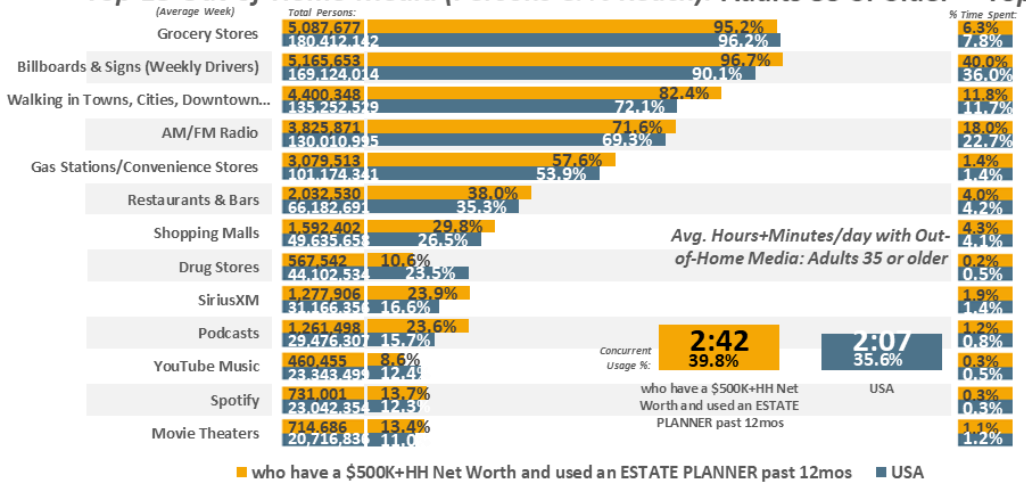
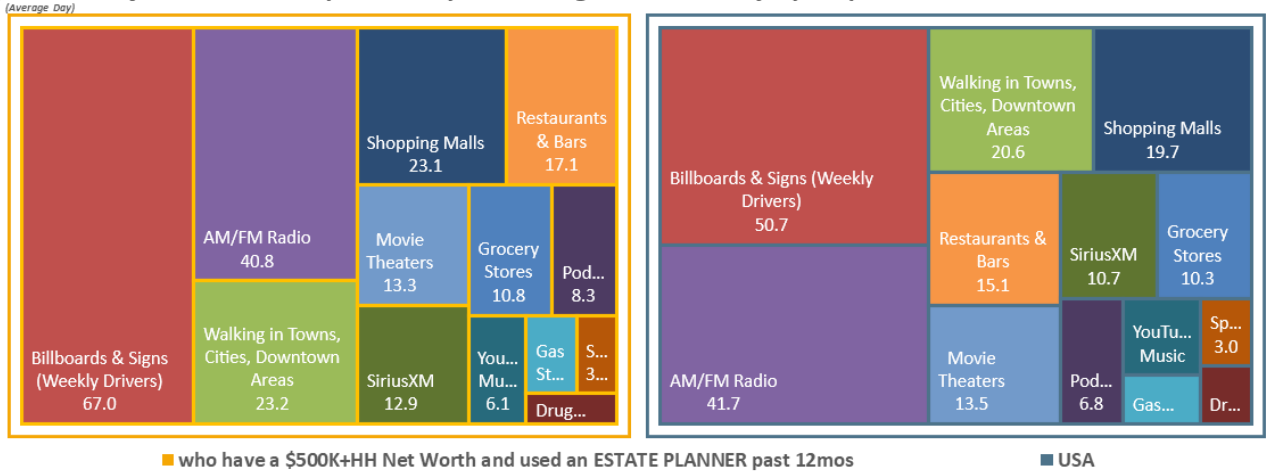
BESSEMER TRUST

5,165,653 or 96.7% of Adults 35 or older who have a $500K+HH Net Worth and used an ESTATE PLANNER past 12mos spend an average of 67. minutes per day driving, seeing Billboards and Signs. 63.2% Listen to Local Radio Stations Out-of-Home for an average of 3

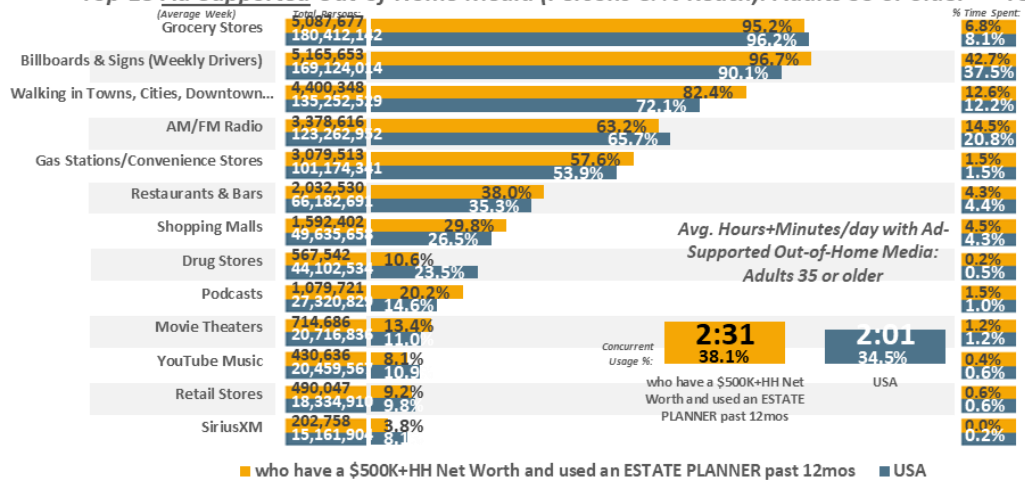
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



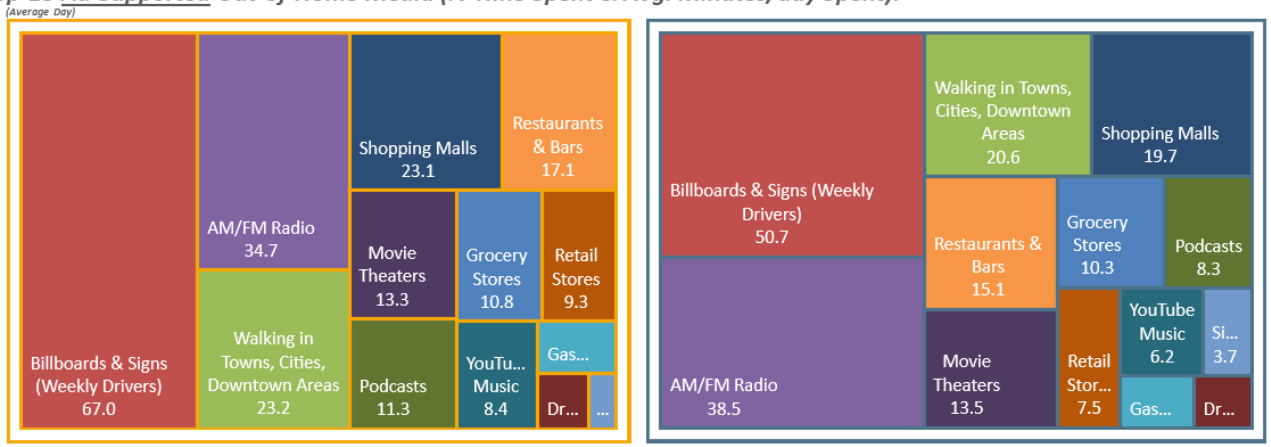
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 35 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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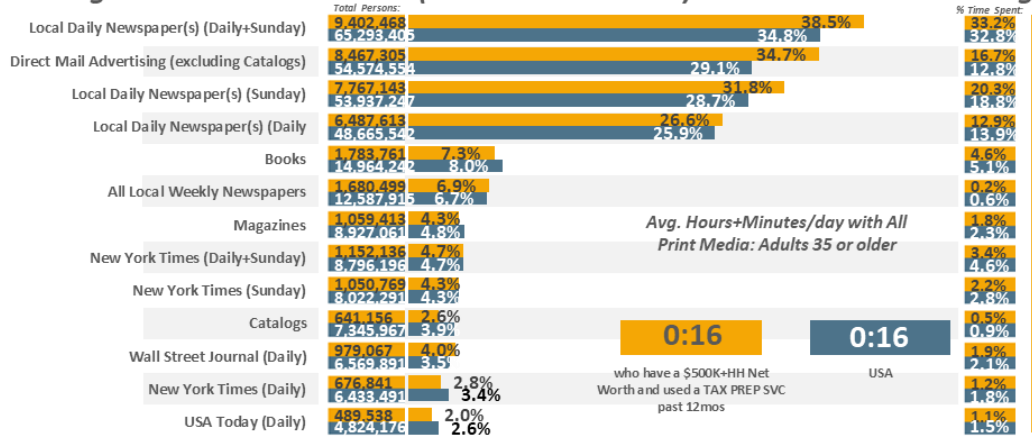
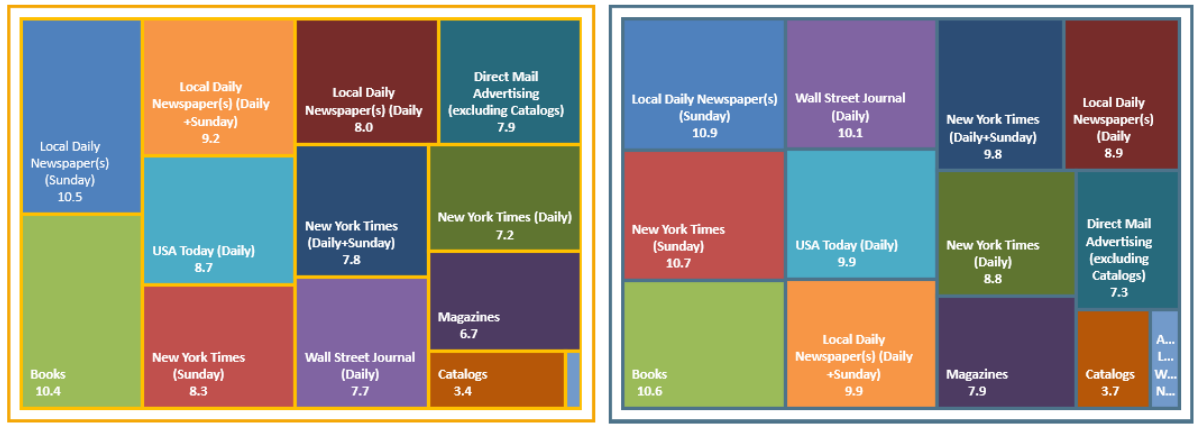
H&R BLOCK

9,402,468 or 38.5% of Adults 35 or older who have a $500K+HH Net Worth and used a TAX PREP SVC past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.2 minutes every day representing 34.8% of all time spent daily with All forms of Pr

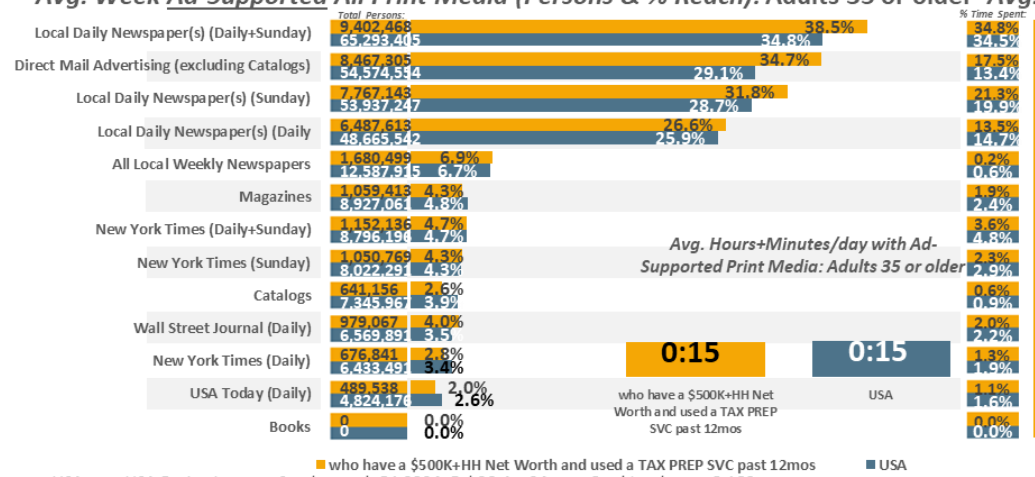
Avg. Week All Print Media (Persons & % Reach): Adults 35 or older



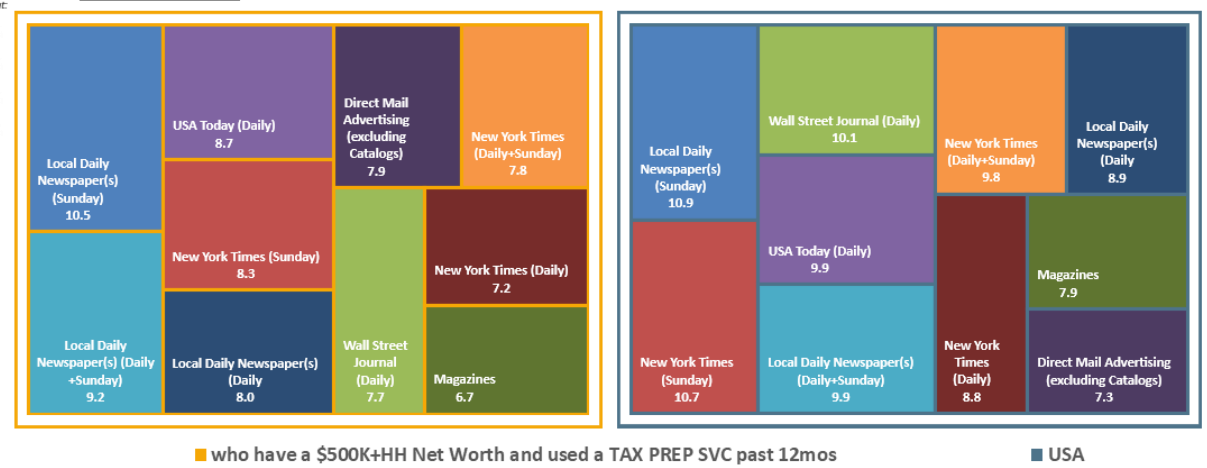
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 35 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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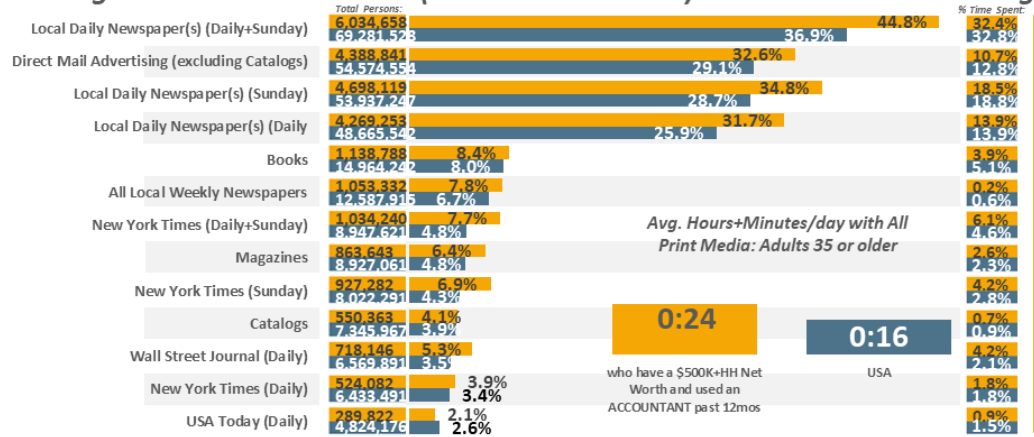
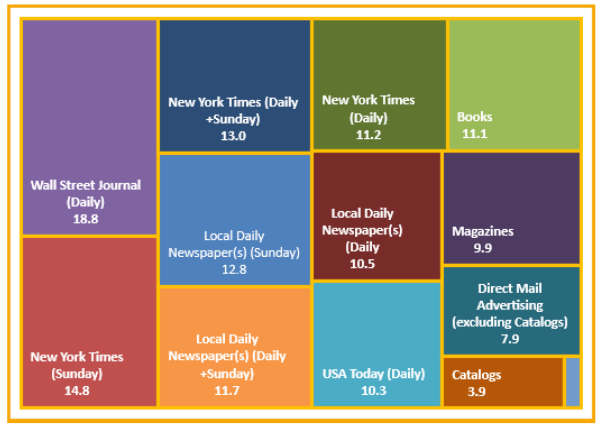
Deloitte.

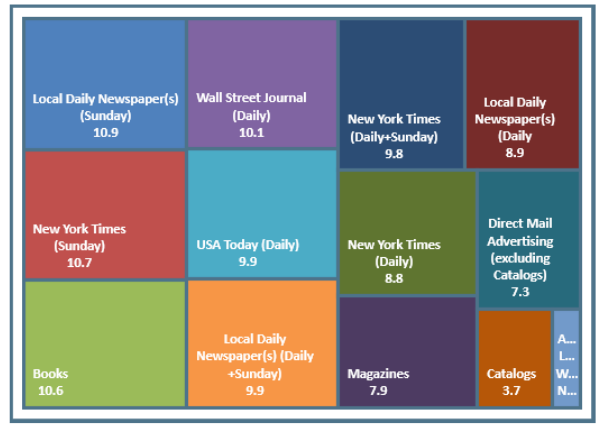
6,034,658 or 44.8% of Adults 35 or older who have a $500K+HH Net Worth and used an ACCOUNTANT past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.7 minutes every day representing 33.7% of all time spent daily with All forms of Pr

Avg. Week All Print Media (Persons & % Reach): Adults 35 or older



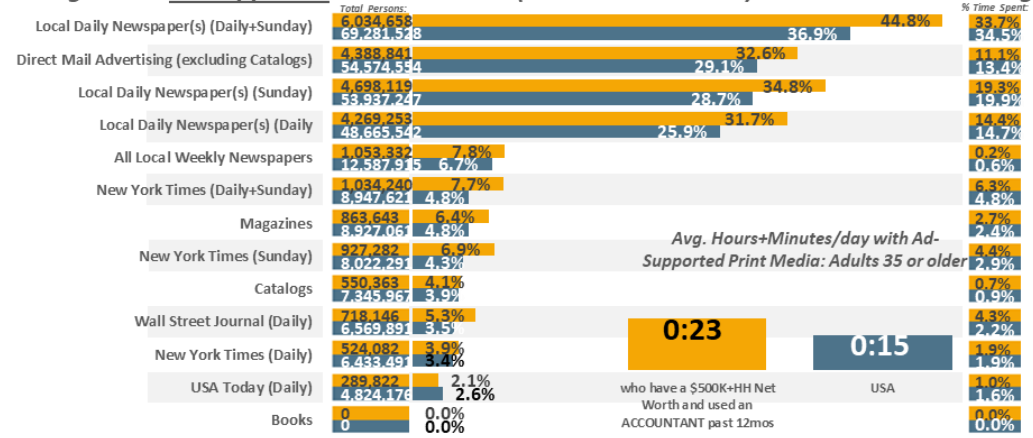
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



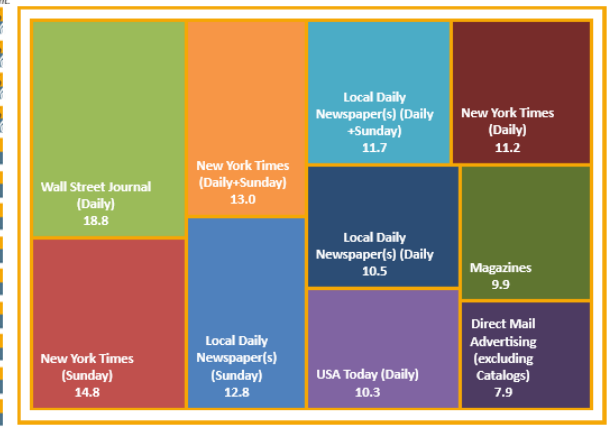


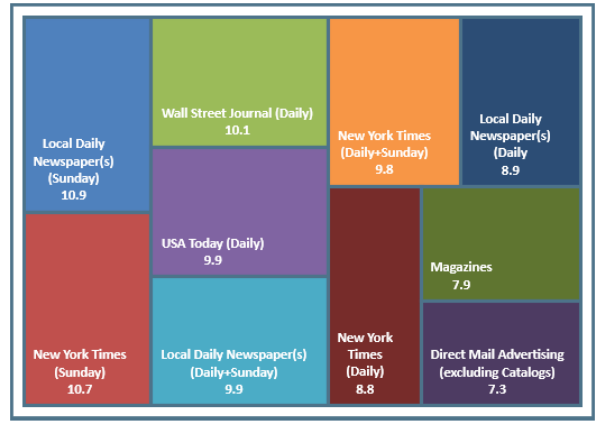
who have a $500K+HH Net Worth and used an ACCOUNTANT past 12mos ■ USA

Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 35 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older





who have a $500K+HH Net Worth and used an ACCOUNTANT past 12mos ■ USA

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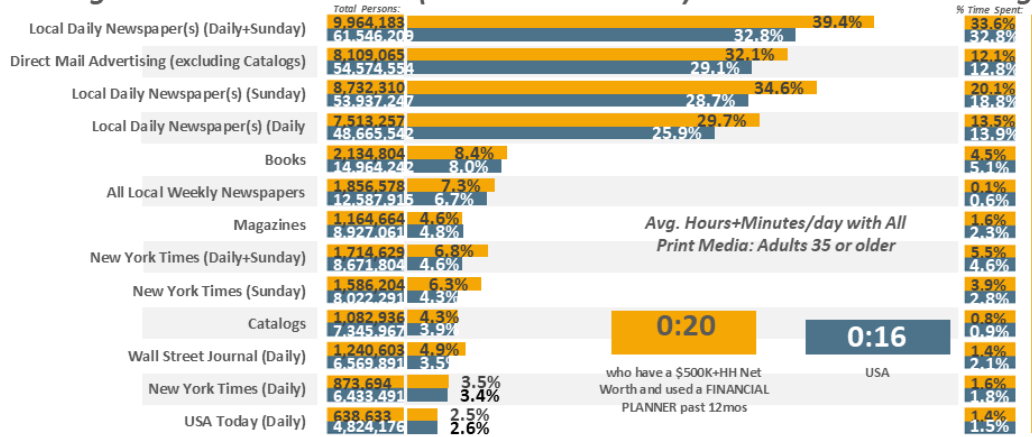
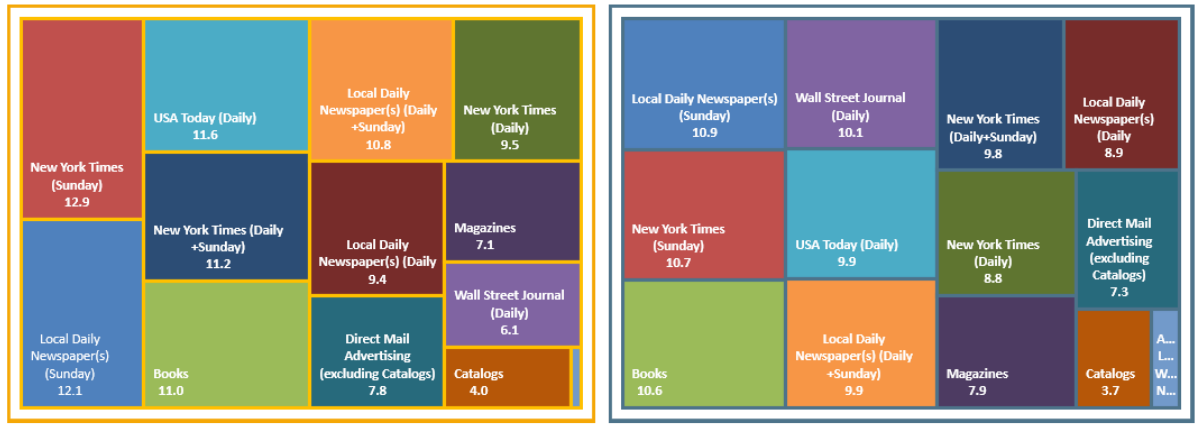
Edward Jones
MAKING SENSE OF INVESTING

9,964,183 or 39.4% of Adults 35 or older who have a $500K+HH Net Worth and used a FINANCIAL PLANNER past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.8 minutes every day representing 35.1% of all time spent daily with All forms

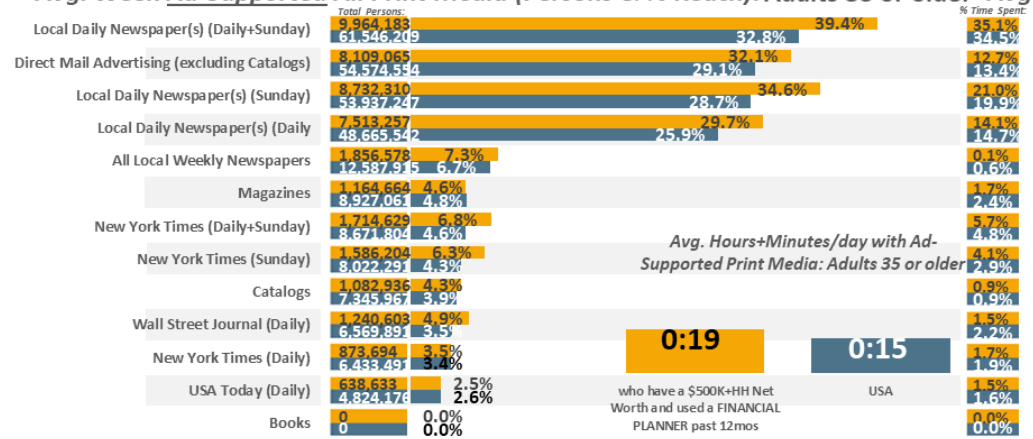
Avg. Week All Print Media (Persons & % Reach): Adults 35 or older



Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 35 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 8,169

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USA Jan23-Feb24 USA Projection Qual Intab 18,935

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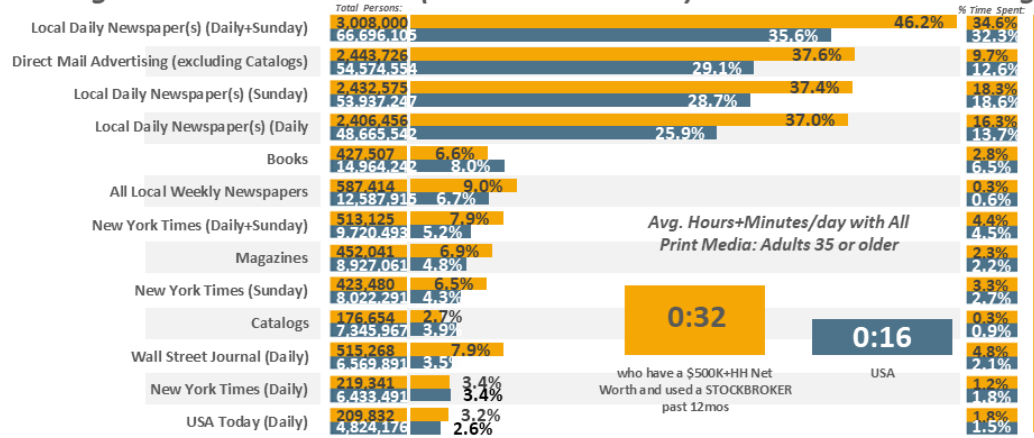
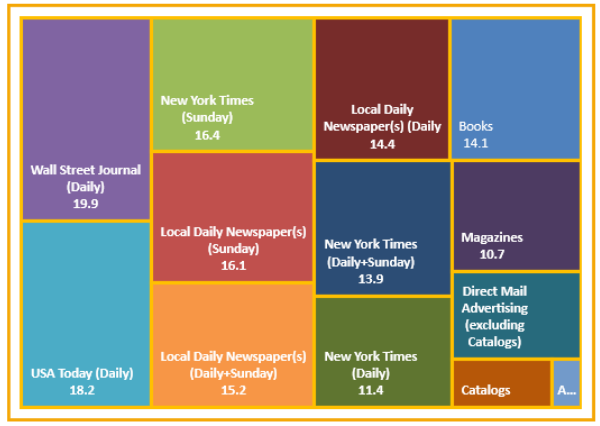
[(Age summaries: Adults 35 or older AND (Acxiom NetWorth Gold (HHLD): $500,000 - $999,999 OR Acxiom NetWorth Gold (HHLD): $1,000,000 - $1,999,999 OR Acxiom NetWorth Gold (HHLD): $2,000,000 +))] AND Professional services used by HHLD past 12 months (HHLD): Financial planner

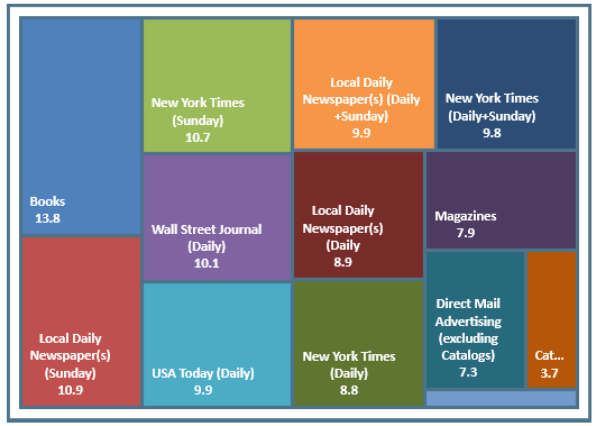
charles SCHWAB

3,008,000 or 46.2% of Adults 35 or older who have a $500K+HH Net Worth and used a STOCKBROKER past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 15.2 minutes every day representing 35.6% of all time spent daily with All forms of Pr

Avg. Week All Print Media (Persons & % Reach): Adults 35 or older

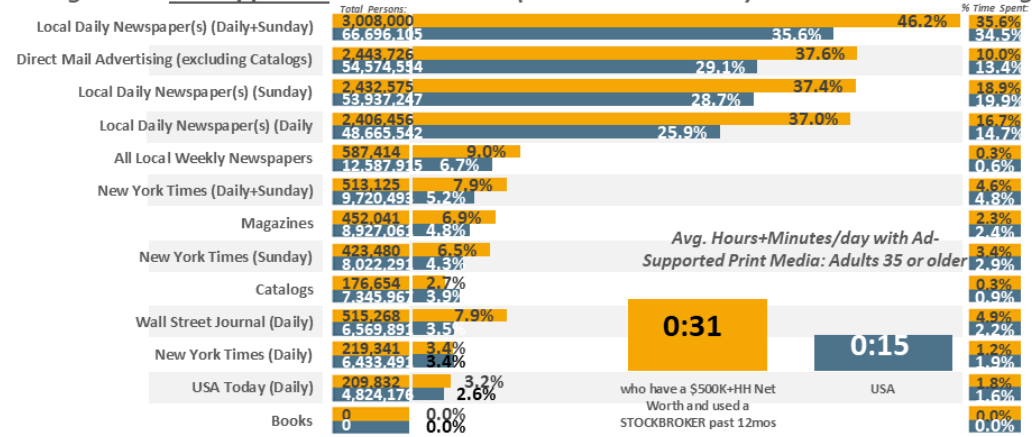


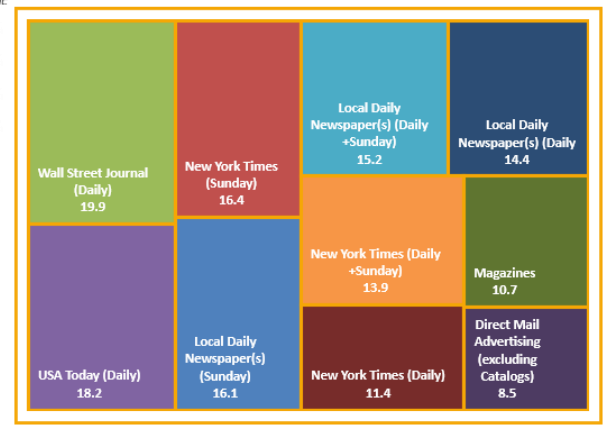


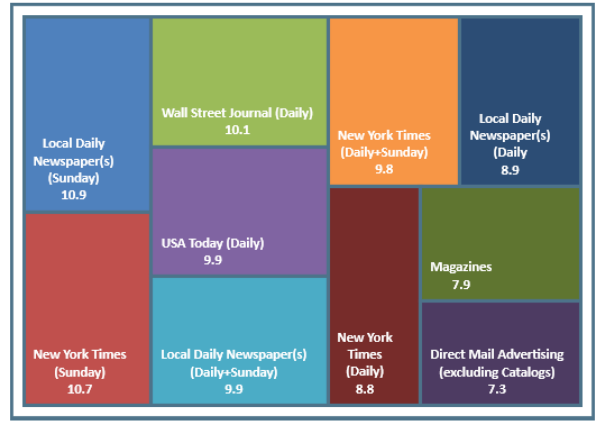


who have a $500K+HH Net Worth and used a STOCKBROKER past 12mos ■ USA

Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 35 or older







who have a $500K+HH Net Worth and used a STOCKBROKER past 12mos ■ USA

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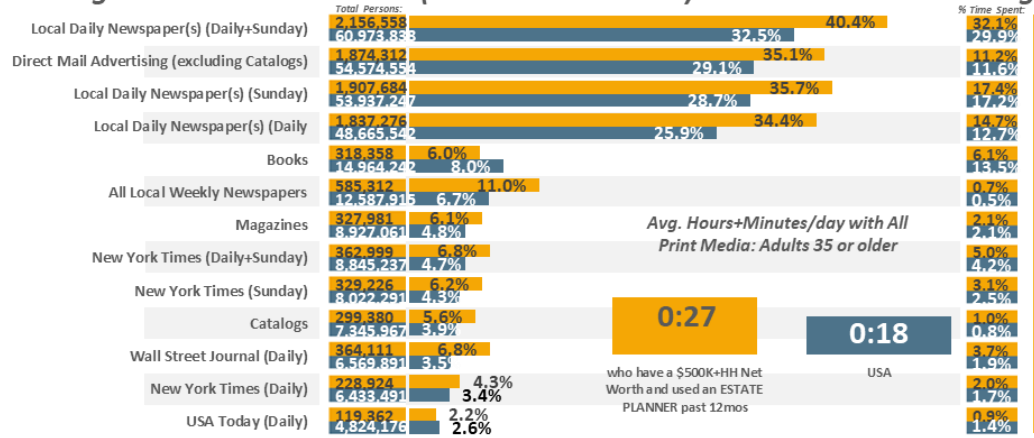
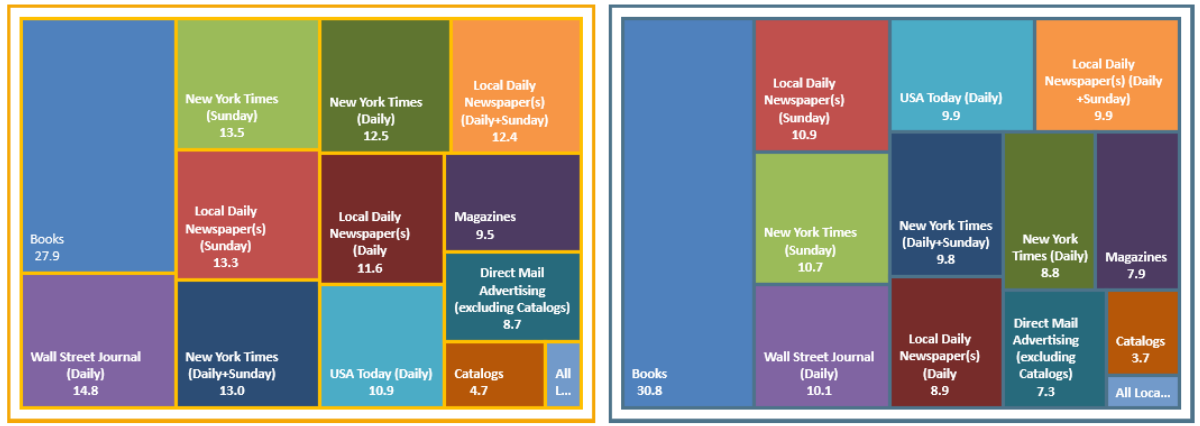
BESSEMER TRUST

2,156,558 or 40.4% of Adults 35 or older who have a $500K+HH Net Worth and used an ESTATE PLANNER past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 12.4 minutes every day representing 34.2% of all time spent daily with All forms o

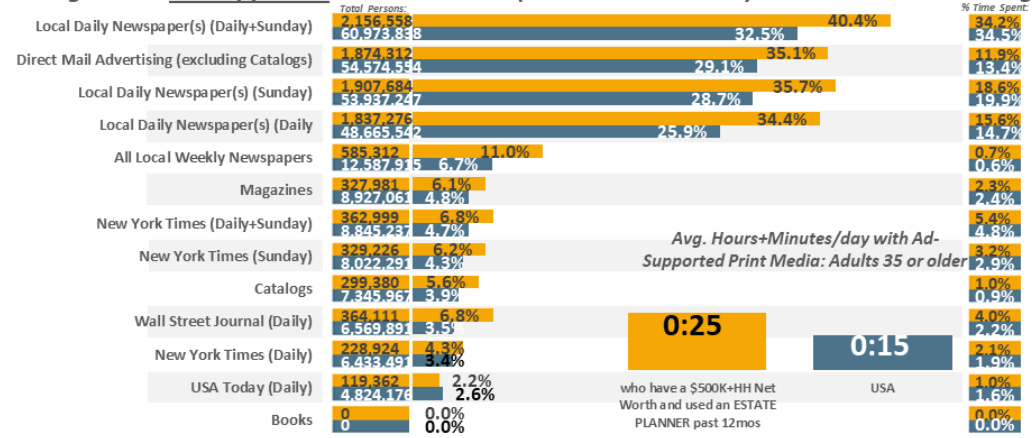
Avg. Week All Print Media (Persons & % Reach): Adults 35 or older



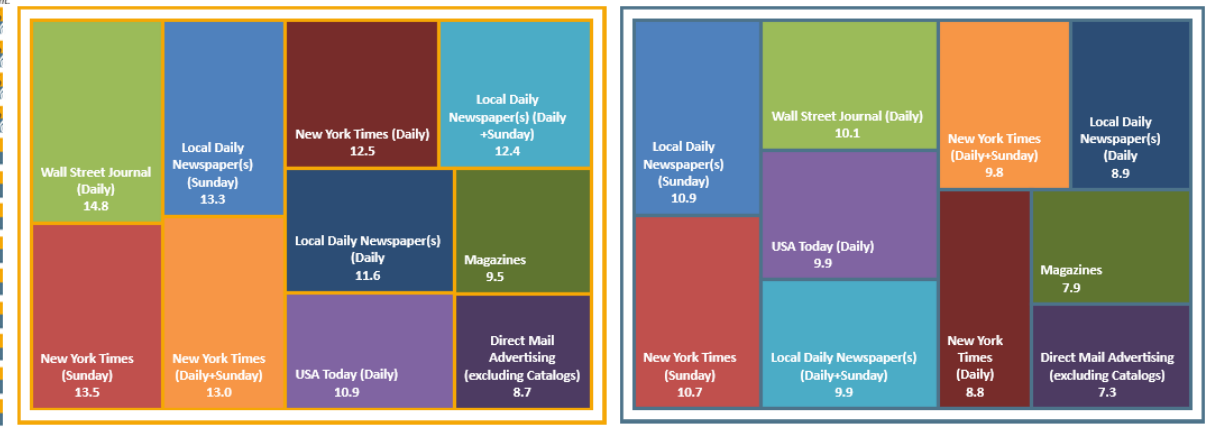
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 35 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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