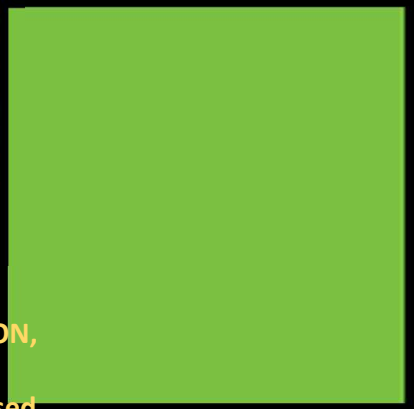
USA+4 DMAs – P18+ past 12 months users of TAX PREPARATION Services!

Complete Demographic & Media Use Profiles





H&R BLOCK



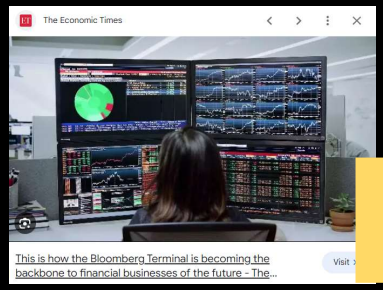








Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA, and PHOENIX DMA P18+ who used a TAX PREPARATION Service in the past 12 months as of SEPTEMBER 2024.





Ameriprise® Financial

P18+

Vanguard®

BLACKROCK

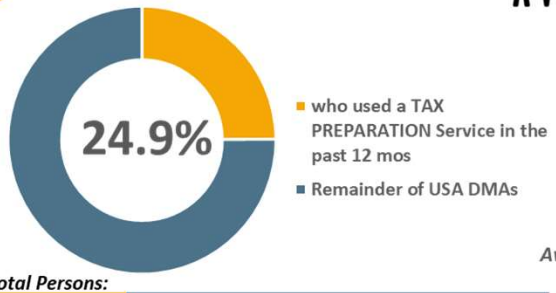
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

HUBBARD BROADCASTING INC. HB



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

Percent of Market: Adults 18 or older



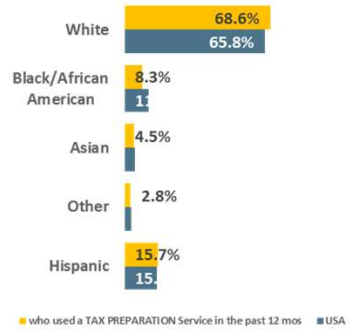
Total Persons:

65,238,403	196,936,097

Gender of Target vs. Market: Adults 18 or older

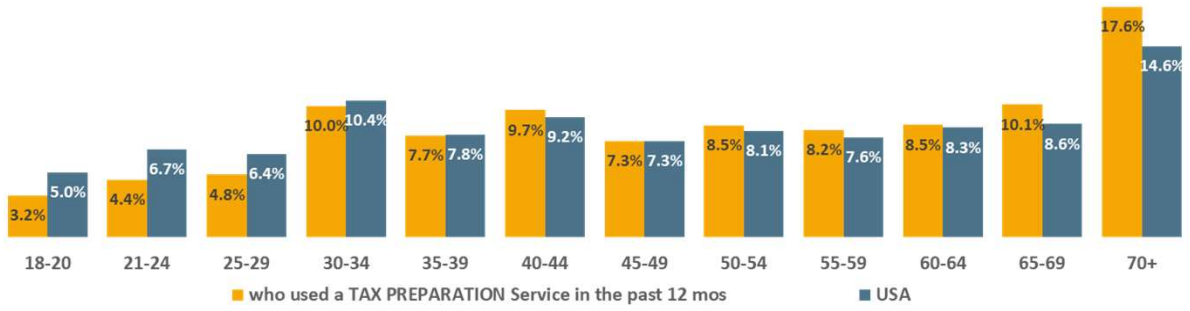
	Men	Men	Women	Women
%M vs. %F:	49.8%	48.6%	50.2%	51.4%
Average Age:	52.2	48.9	51.0	48.8
# Persons:	32,473,256	127,356,8...	32,765,147	134,817,6...

Ethnicity of Target vs. Market:

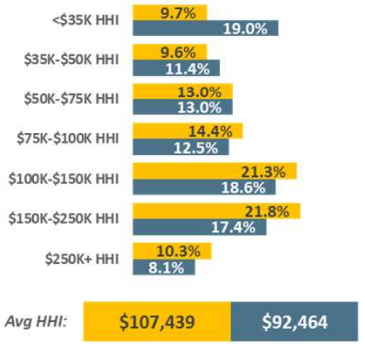


Age Cell Demographics of Target vs. Market:

Adults 18 or older	*Average Age:*	
	51.6	48.8



HHI of Target vs. Market:



Avg HHI:	$107,439	$92,464

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

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

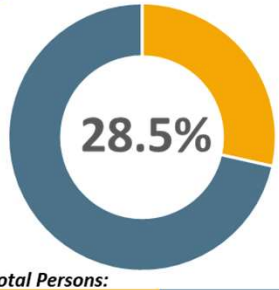
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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



28.5% or 2,155,434 of CHICAGO DMA Adults 18 or older used a TAX PREPARATION Service in the past 12 mos. Typical Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos are 49.4 years old (2.1% older than average) and have a $122,583 (15.1% higher than average) annual household income.

Percent of Market: Adults 18 or older



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

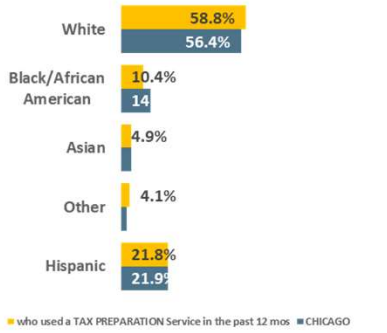
Total Persons:

2,155,434	5,410,532

Gender of Target vs. Market: Adults 18 or older

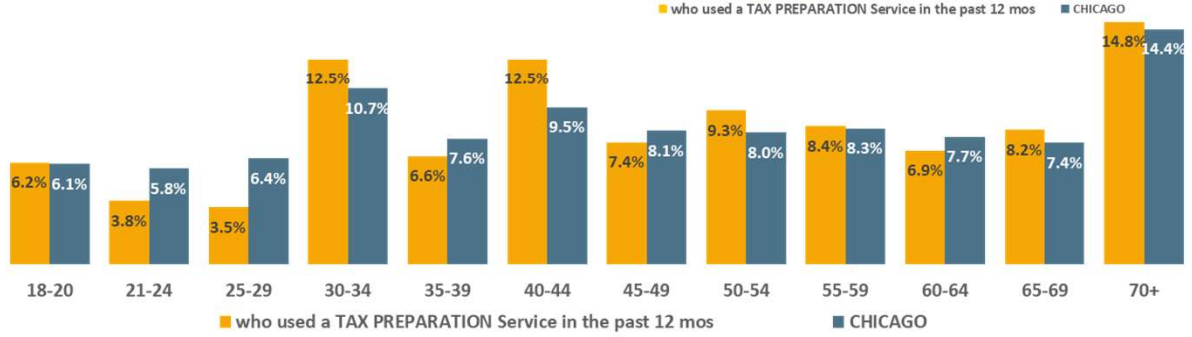
	Men	Men	Women	Women
%M vs. %F:	49.9%	48.3%	50.1%	51.7%
Average Age:	50.5	48.4	48.0	48.3
# Persons:	1,076,579	3,657,365	1,078,855	3,908,601

Ethnicity of Target vs. Market:

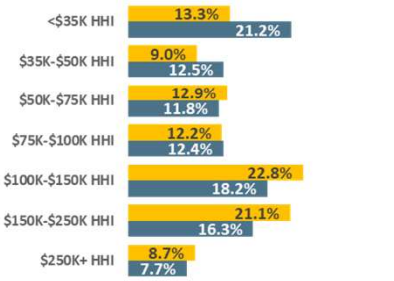


Age Cell Demographics of Target vs. Market:

Average Age:	who used a TAX PREPARATION Service in the past 12 mos	CHICAGO
Adults 18 or older	49.4	48.3



HHI of Target vs. Market:



Avg HHI:	$122,583	$106,529

CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 999

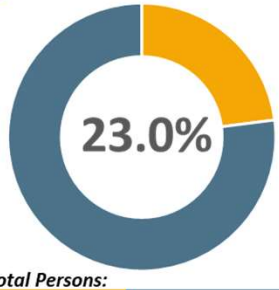
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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



23.% or 1,306,652 of WASHINGTON DMA Adults 18 or older used a TAX PREPARATION Service in the past 12 mos. Typical Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos are 50.7 years old (6.4% older than average) and have a $154,199 (15.8% higher than average) annual household income.

Percent of Market: Adults 18 or older



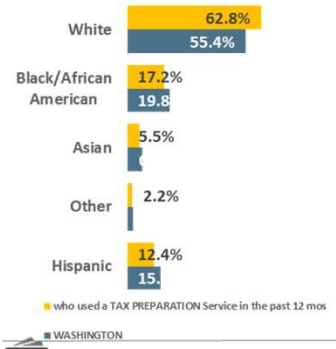
- who used a TAX PREPARATION Service in the past 12 mos
- Remainder of WASHINGTON DMA

Total Persons:	
1,306,652	4,384,694

Gender of Target vs. Market: Adults 18 or older

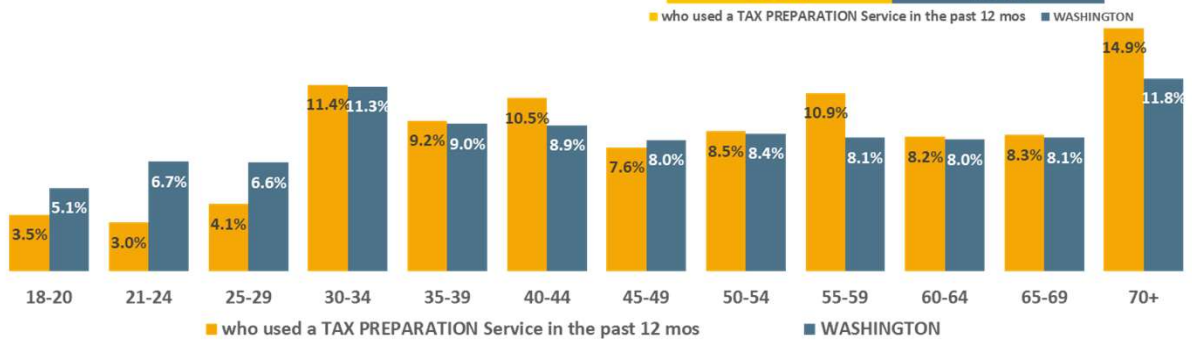
	Men	Men	Women	Women
%M vs. %F:	47.5%	47.9%	52.5%	52.1%
Average Age:	49.9	47.8	51.4	47.5
# Persons:	620,548	2,723,517	686,104	2,967,829

Ethnicity of Target vs. Market:

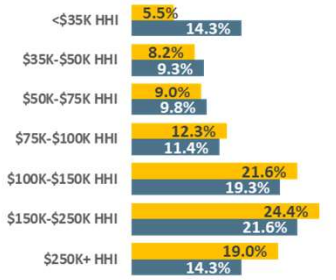


Age Cell Demographics of Target vs. Market:

	Average Age:	
Adults 18 or older	50.7	47.6



HHI of Target vs. Market:



Avg HHI:	$154,199	$133,189

WASHINGTON DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,375

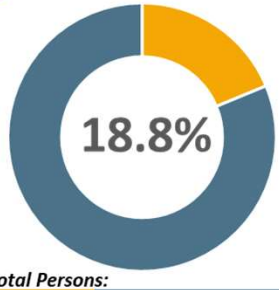
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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



18.8% or 844,927 of SEATTLE DMA Adults 18 or older used a TAX PREPARATION Service in the past 12 mos. Typical Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos are 51.6 years old (6.8% older than average) and have a $151,576 (23.6% higher than average) annual household income.

Percent of Market: Adults 18 or older



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

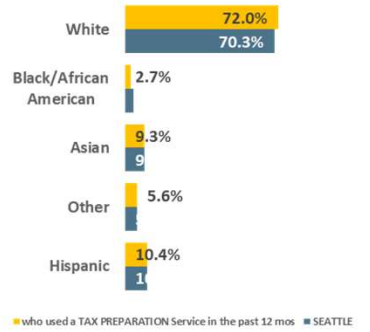
Total Persons:

844,927	3,659,673

Gender of Target vs. Market: Adults 18 or older

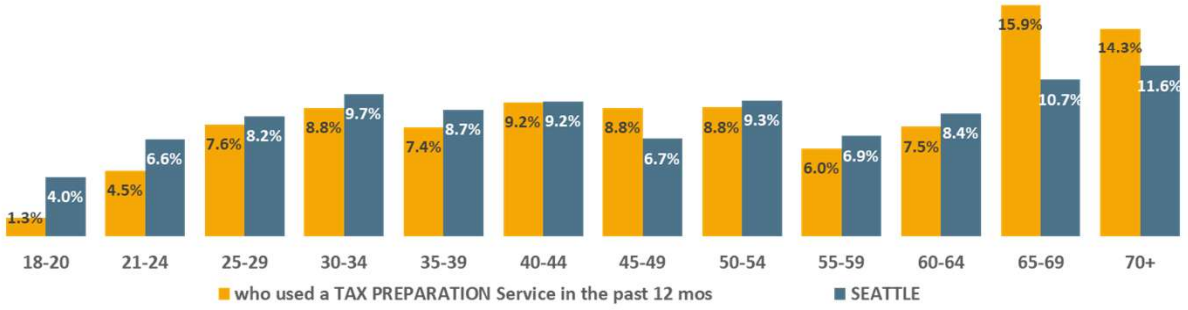
	Men	Men	Women	Women
%M vs. %F:	49.0%	49.5%	51.0%	50.5%
Average Age:	51.7	48.3	51.4	48.3
# Persons:	414,289	2,231,123	430,638	2,273,477

Ethnicity of Target vs. Market:

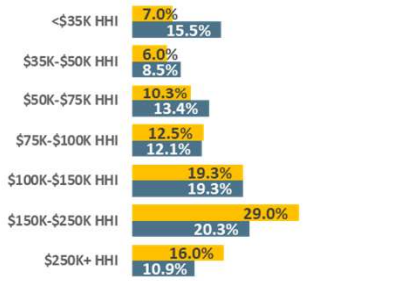


Age Cell Demographics of Target vs. Market:

Adults 18 or older	*Average Age:* 51.6	48.3



HHI of Target vs. Market:



Avg HHI:	$151,576	$122,671

SEATTLE DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 763

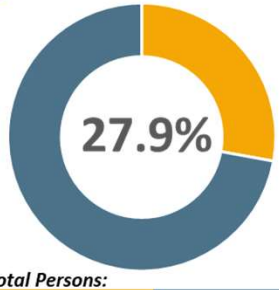
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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



27.9% or 1,300,940 of PHOENIX DMA Adults 18 or older used a TAX PREPARATION Service in the past 12 mos. Typical Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos are 51. years old (3.1% older than average) and have a $110,273 (11.5% higher than average) annual household income.

Percent of Market: Adults 18 or older



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

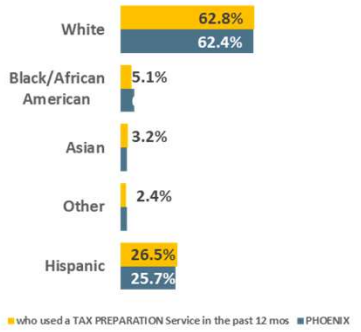
Total Persons:

1,300,940	3,365,227

Gender of Target vs. Market: Adults 18 or older

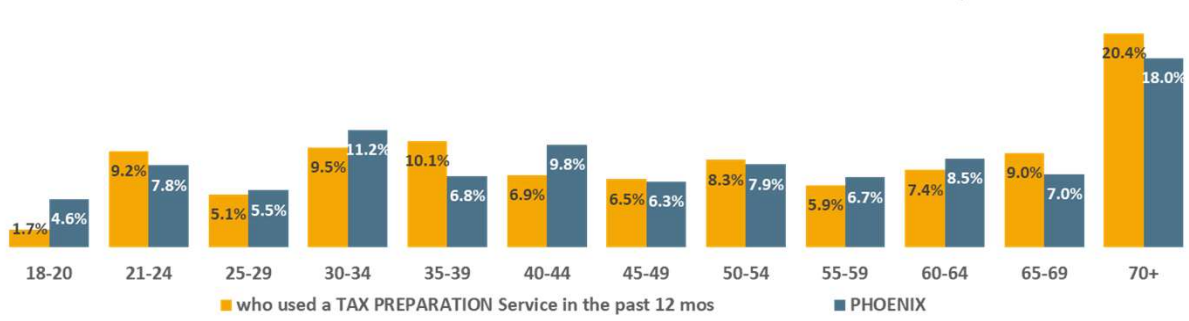
	Men	Men	Women	Women
%M vs. %F:	48.0%	49.0%	52.0%	51.0%
Average Age:	51.8	49.2	50.2	49.7
# Persons:	624,618	2,284,310	676,322	2,381,857

Ethnicity of Target vs. Market:

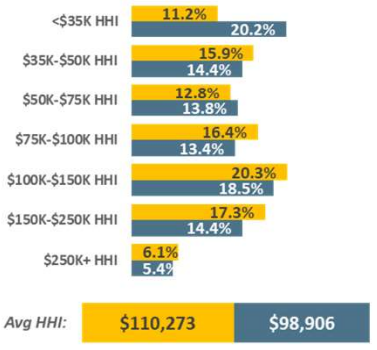


Age Cell Demographics of Target vs. Market:

Adults 18 or older	*Average Age:*	
	51.0	49.4



HHI of Target vs. Market:



Avg HHI:	$110,273	$98,906

PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 671

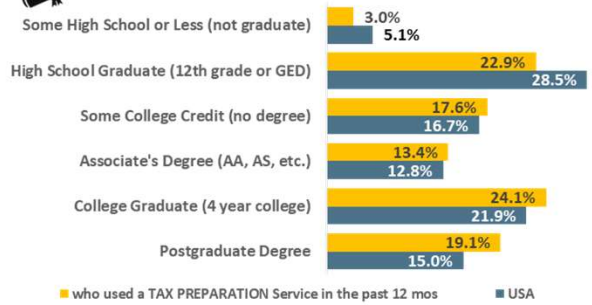
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

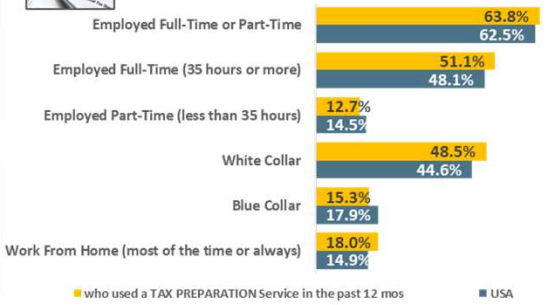


24.9% or 65,238,403 of USA Adults 18 or older used a TAX PREPARATION Service in the past 12 mos. Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos are 17.% more likely to be a college graduate, 6.3% more likely to work full-time, 15.6% more likely to be married, 2.3% more likely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

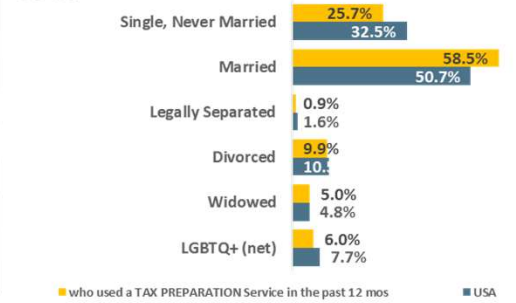
Education Levels: Adults 18 or older



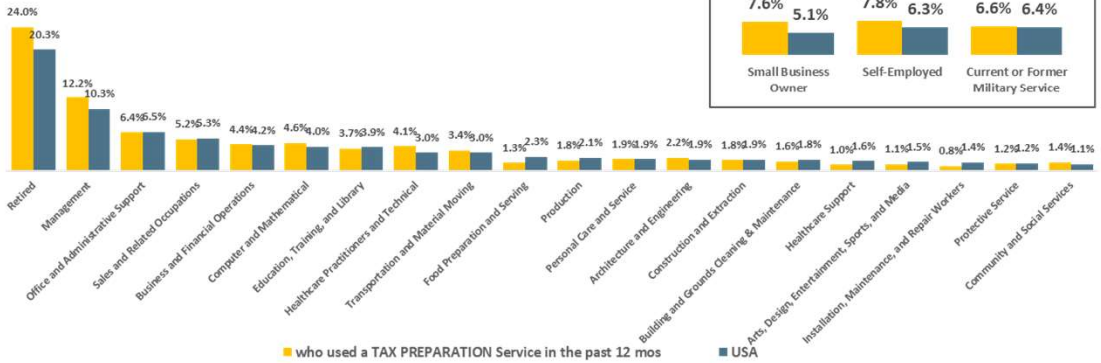
Employment: Adults 18 or older



Marital Status: Adults 18 or older

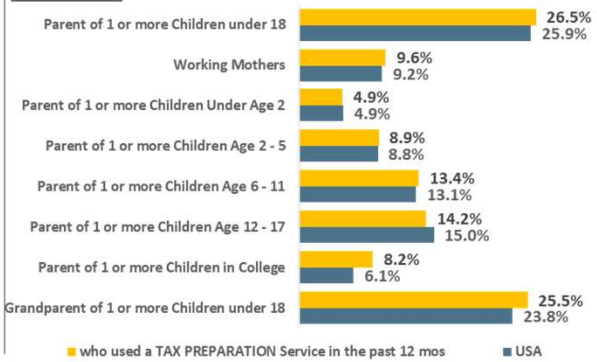


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



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

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

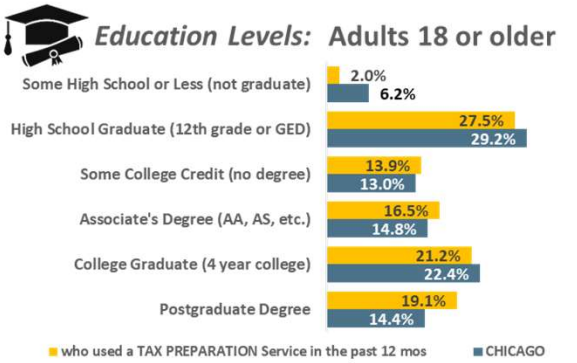
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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

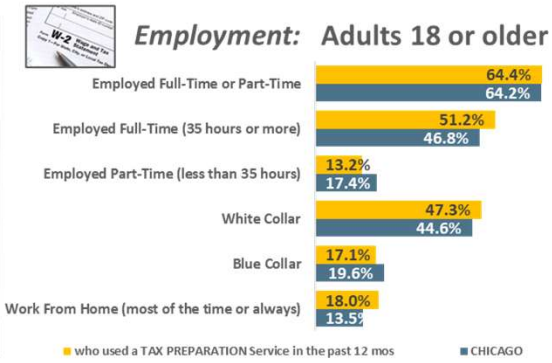


28.5% or 2,155,434 of CHICAGO DMA Adults 18 or older used a TAX PREPARATION Service in the past 12 mos. Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos are 9.4% more likely to be a college graduate, 9.4% more likely to work full-time, 10.% more likely to be married, 10.5% more likely to be a parent of 1 or more children under 18.

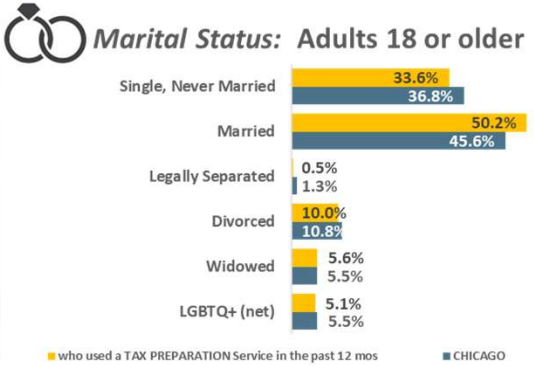
Education Levels: Adults 18 or older



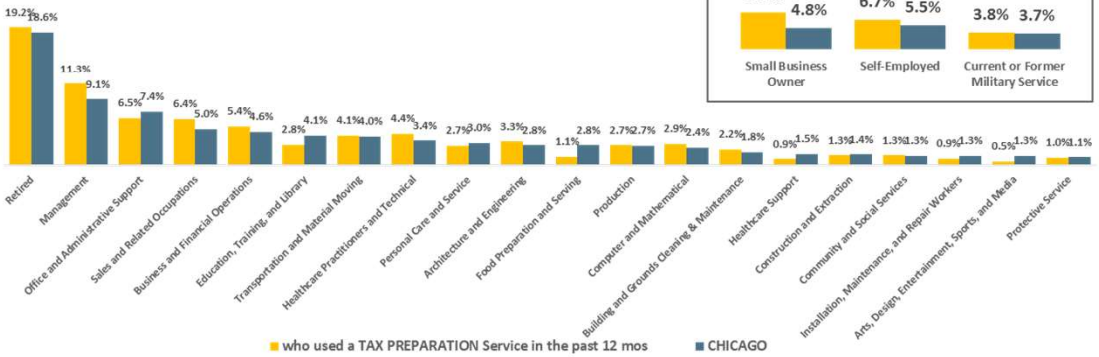
Employment: Adults 18 or older



Marital Status: Adults 18 or older

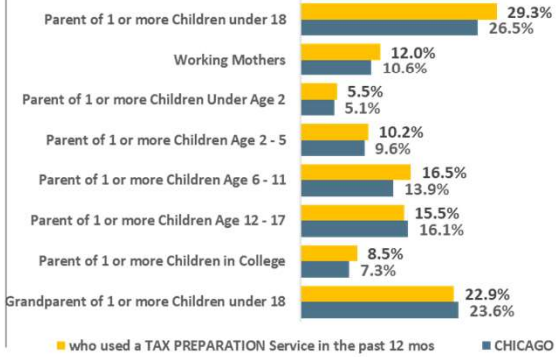


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 999

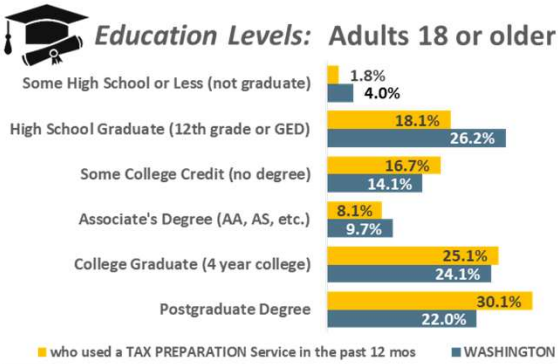
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

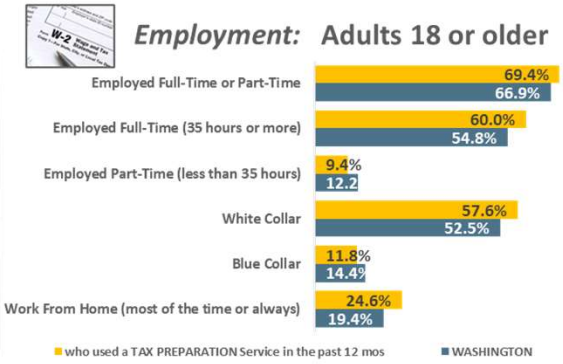


23.% or 1,306,652 of WASHINGTON DMA Adults 18 or older used a TAX PREPARATION Service in the past 12 mos. Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos are 20.% more likely to be a college graduate, 9.5% more likely to work full-time, 14.2% more likely to be married, .3% more likely to be a parent of 1 or more children under 18.

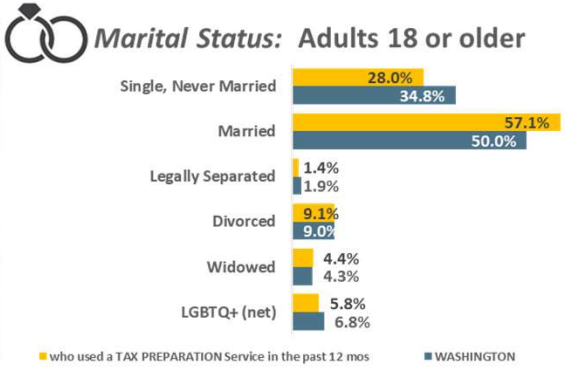
Education Levels: Adults 18 or older



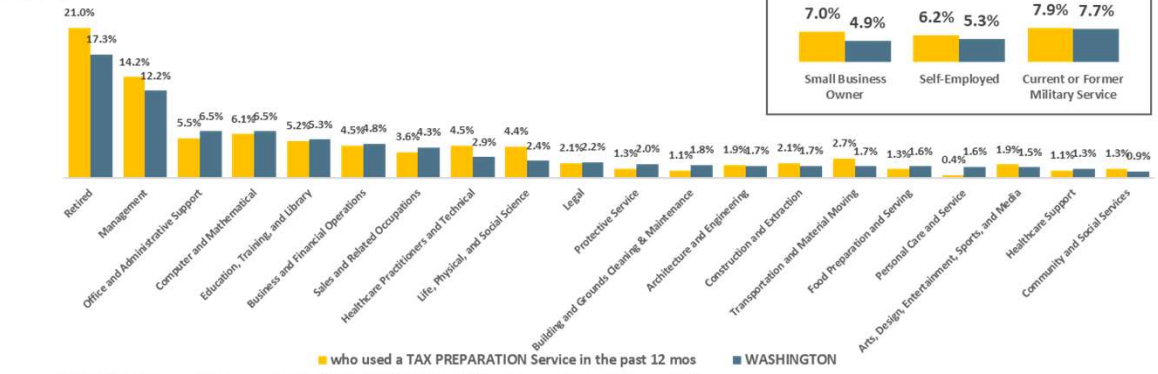
Employment: Adults 18 or older



Marital Status: Adults 18 or older

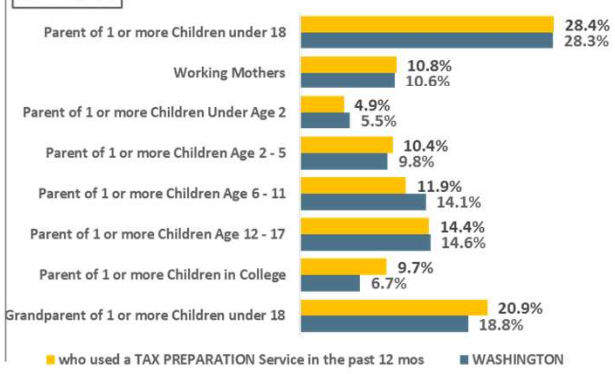


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



WASHINGTON DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,375

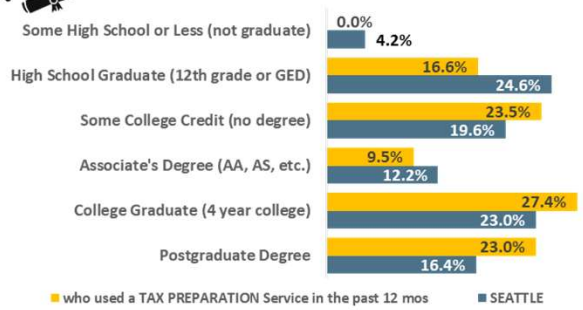
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

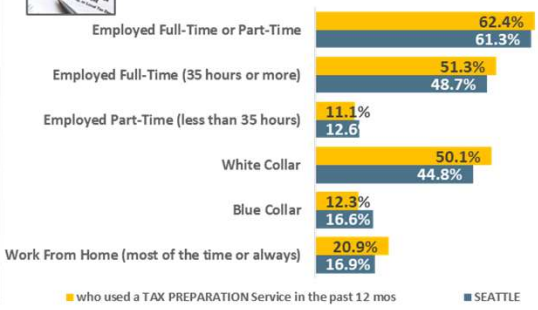


18.8% or 844,927 of SEATTLE DMA Adults 18 or older used a TAX PREPARATION Service in the past 12 mos. Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos are 28.1% more likely to be a college graduate, 5.3% more likely to work full-time, 16.9% more likely to be married, 5.7% more likely to be a parent of 1 or more children under 18.

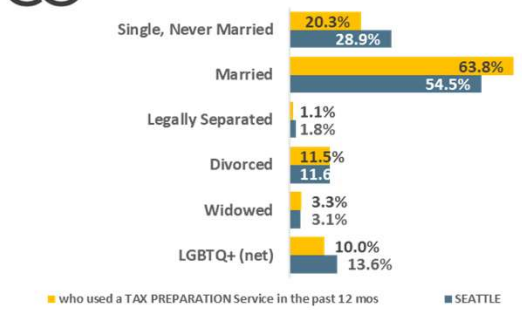
Education Levels: Adults 18 or older



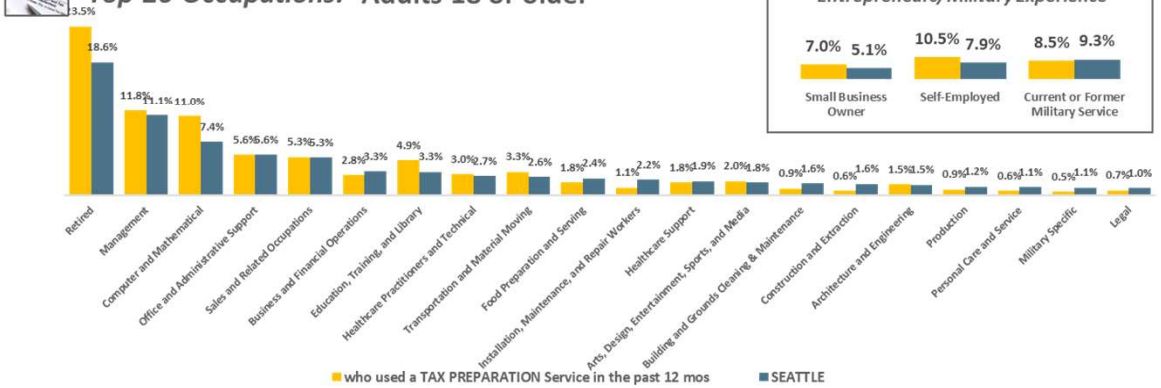
Employment: Adults 18 or older



Marital Status: Adults 18 or older

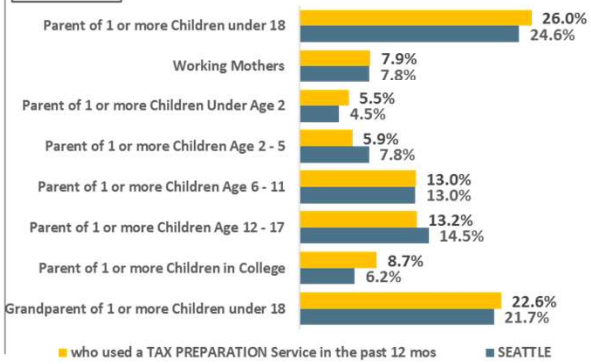


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



SEATTLE DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 763

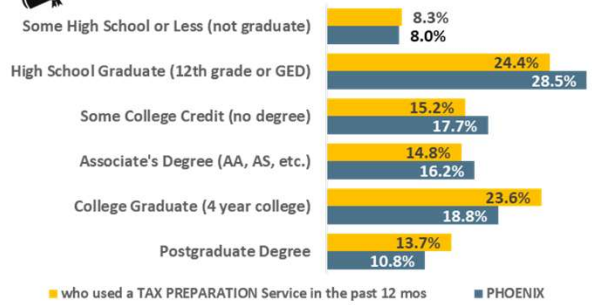
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

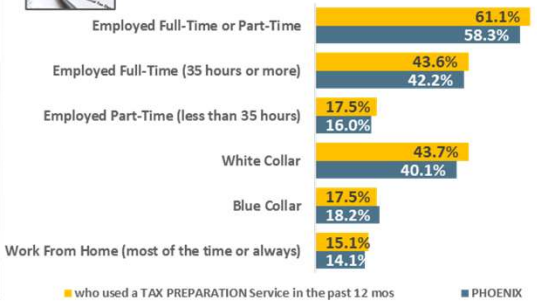


27.9% or 1,300,940 of PHOENIX DMA Adults 18 or older used a TAX PREPARATION Service in the past 12 mos. Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos are 26.% more likely to be a college graduate, 3.4% more likely to work full-time, 13.5% more likely to be married, 5.8% less likely to be a parent of 1 or more children under 18.

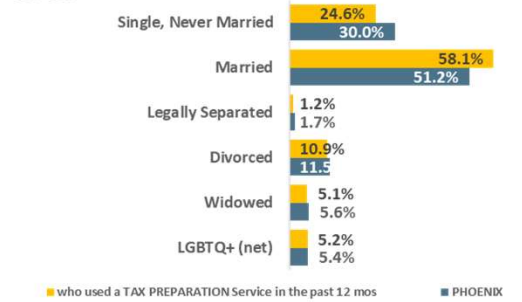
Education Levels: Adults 18 or older



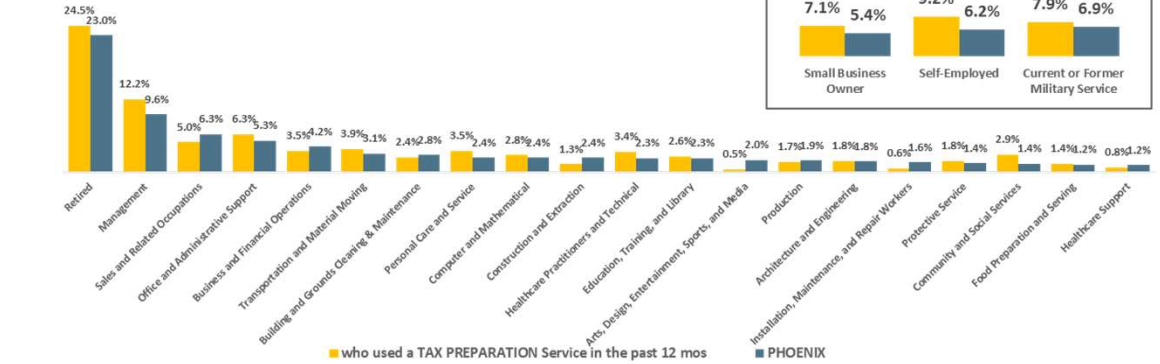
Employment: Adults 18 or older



Marital Status: Adults 18 or older

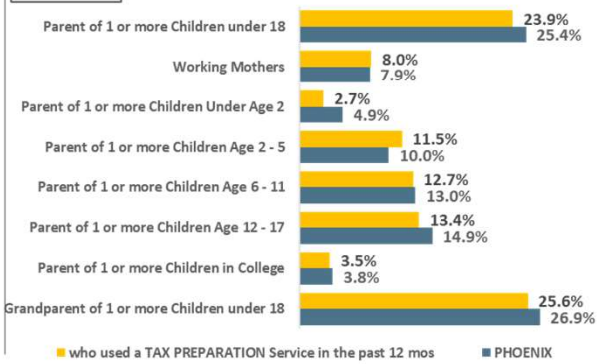


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 671

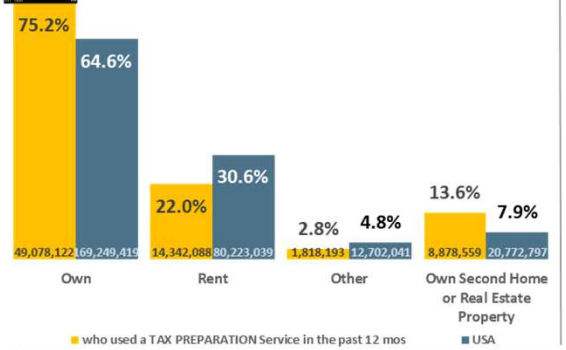
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

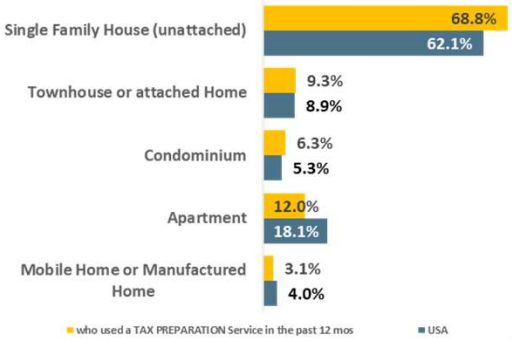


24.9% or 65,238,403 of USA Adults 18 or older used a TAX PREPARATION Service in the past 12 mos. Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos are 16.5% more likely to own their home, 26.9% more likely to own a higher valued home, 10.9% more likely to have a single-family home,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

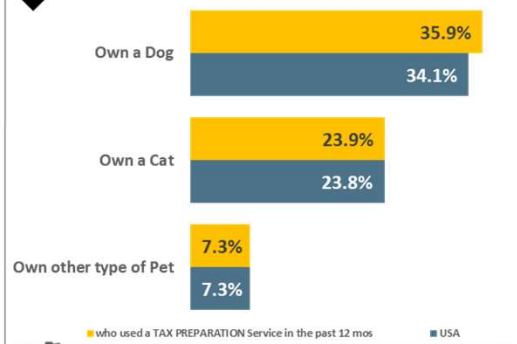
Own/Rent/Other: Adults 18 or older



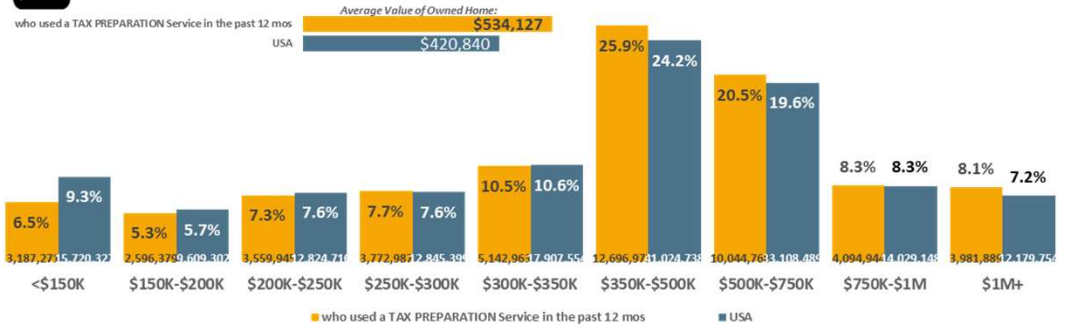
Type of Home: Adults 18 or older



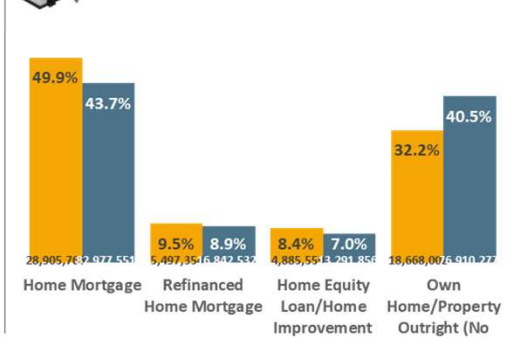
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



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

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

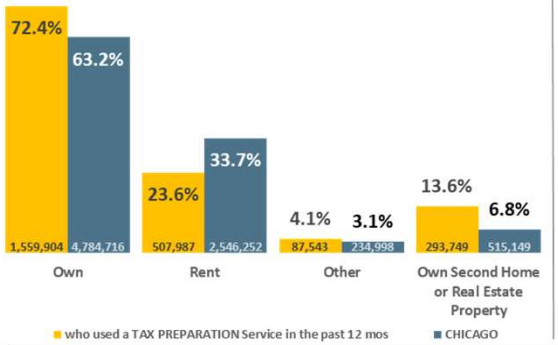
USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *23,243*

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

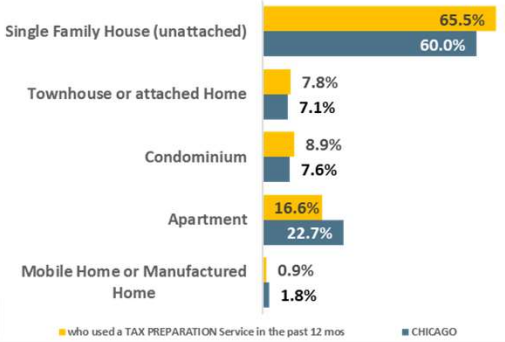


28.5% or 2,155,434 of CHICAGO DMA Adults 18 or older used a TAX PREPARATION Service in the past 12 mos. Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos are 14.4% more likely to own their home, 4.% more likely to own a higher valued home, 9.2% more likely to have a single-family home, 10.6% more likely to have a dog.

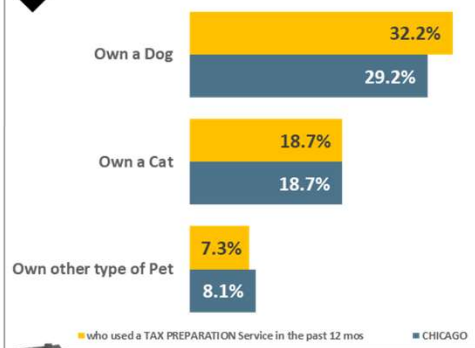
Own/Rent/Other: Adults 18 or older



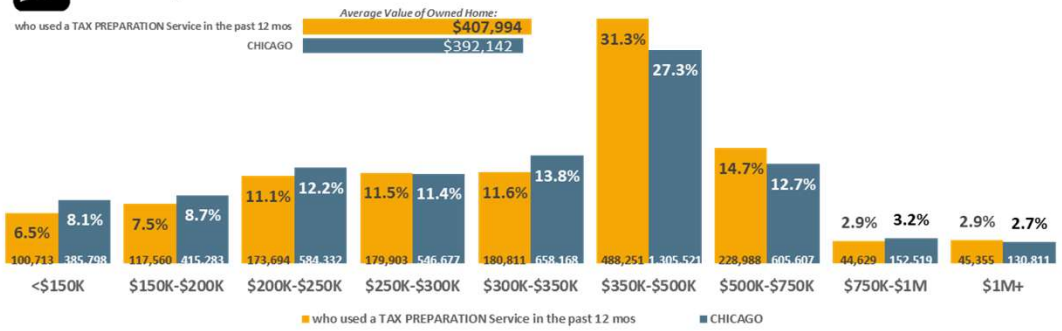
Type of Home: Adults 18 or older



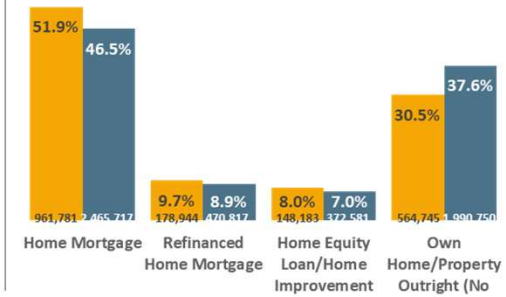
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 999

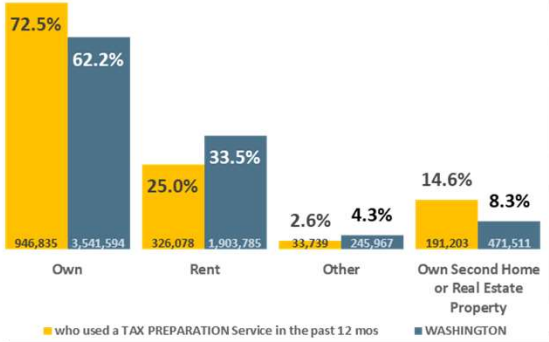
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

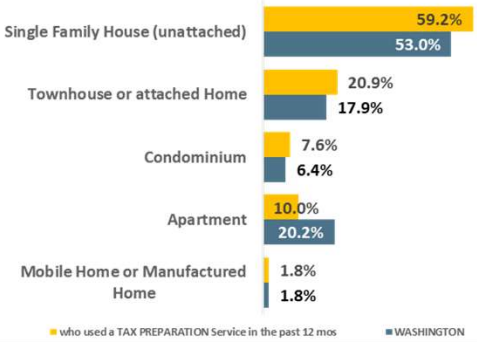


23.% or 1,306,652 of WASHINGTON DMA Adults 18 or older used a TAX PREPARATION Service in the past 12 mos. Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos are 16.4% more likely to own their home, 9.4% more likely to own a higher valued home, 11.6% more likely to have a single-family home, 15.2% more likely to have a dog.

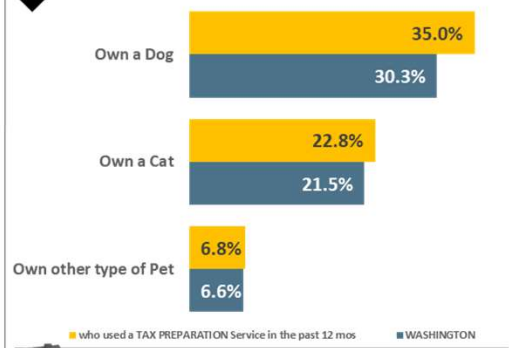
Own/Rent/Other: Adults 18 or older



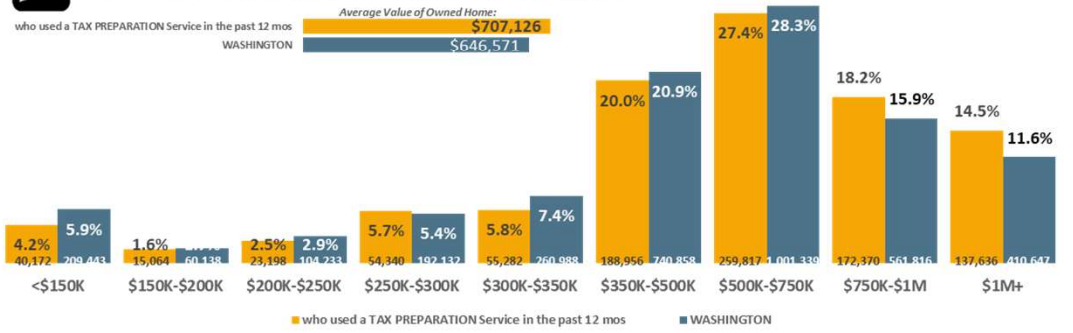
Type of Home: Adults 18 or older



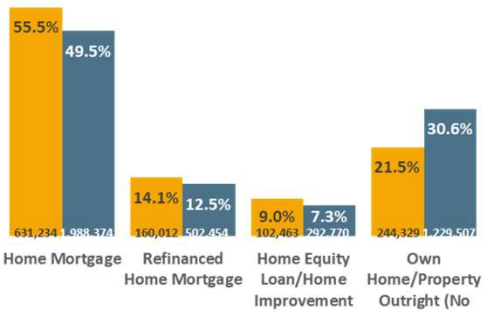
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WASHINGTON DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,375

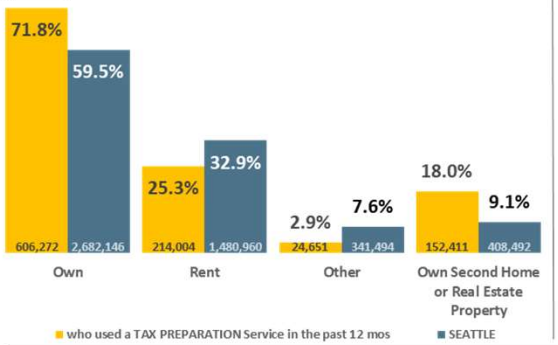
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

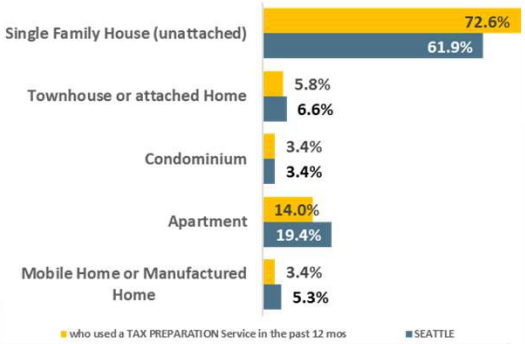


18.8% or 844,927 of SEATTLE DMA Adults 18 or older used a TAX PREPARATION Service in the past 12 mos. Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos are 20.5% more likely to own their home, 13.4% more likely to own a higher valued home, 17.2% more likely to have a single-family home, 5.% more likely to have a dog.

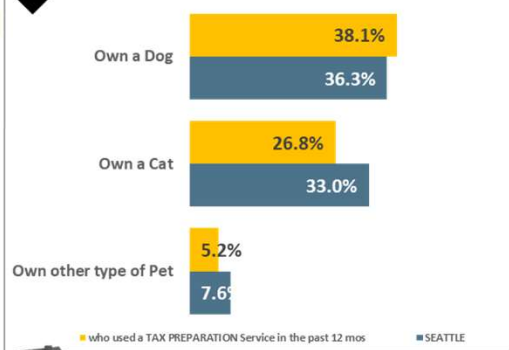
Own/Rent/Other: Adults 18 or older



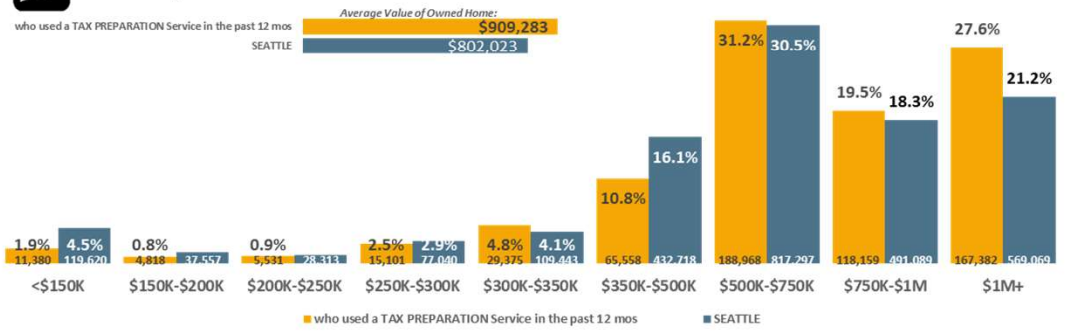
Type of Home: Adults 18 or older



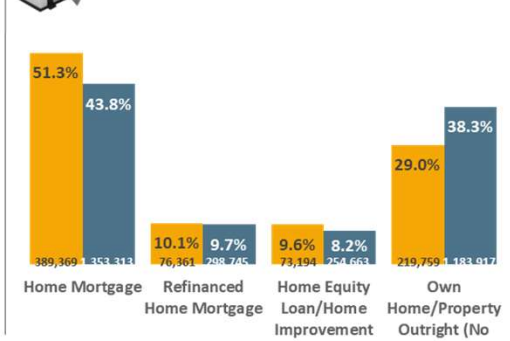
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



SEATTLE DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 763

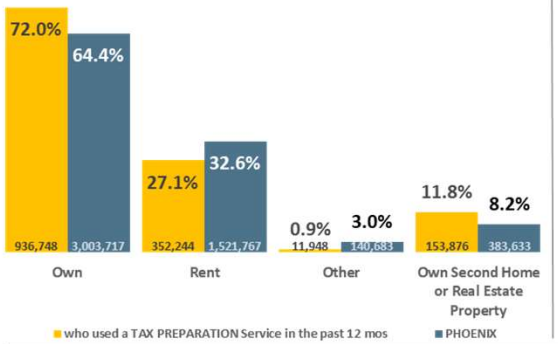
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

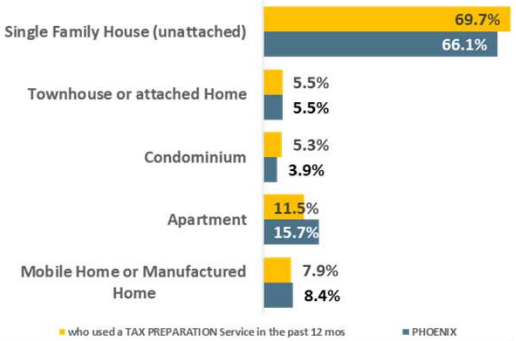


27.9% or 1,300,940 of PHOENIX DMA Adults 18 or older used a TAX PREPARATION Service in the past 12 mos. Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos are 11.9% more likely to own their home, 1.1% more likely to own a higher valued home, 5.4% more likely to have a single-family home, 8.2% less likely to have a dog.

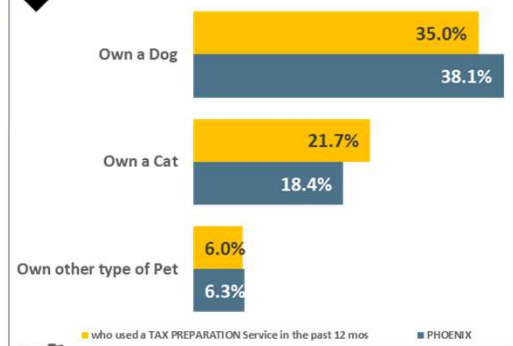
Own/Rent/Other: Adults 18 or older



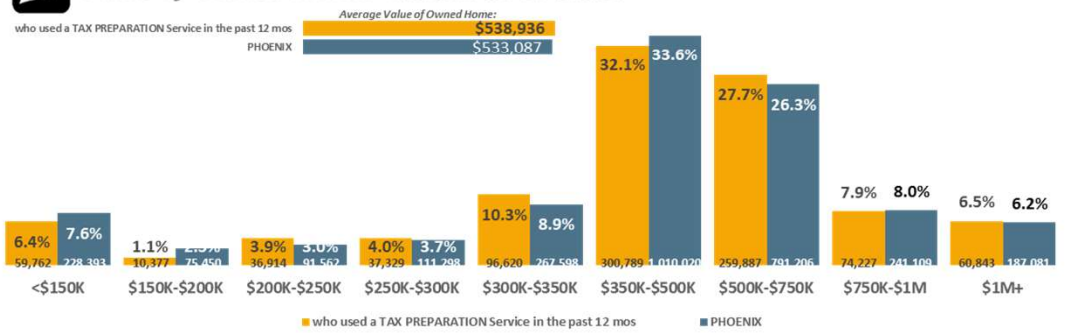
Type of Home: Adults 18 or older



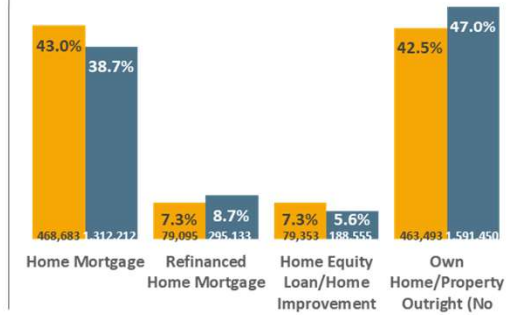
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 671

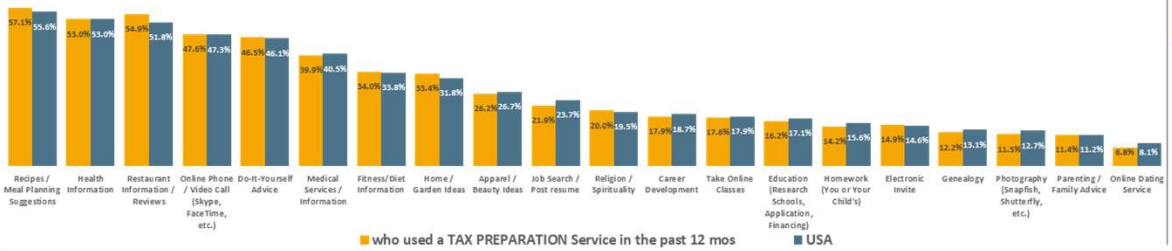
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

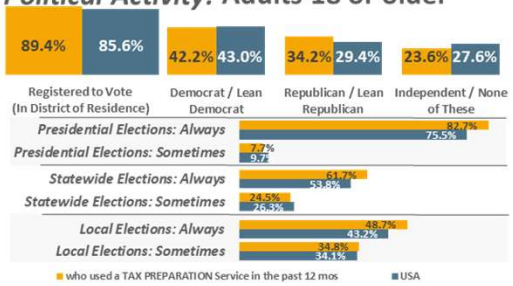


24.9% or 65,238,403 of USA Adults 18 or older used a TAX PREPARATION Service in the past 12 mos. Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos are .8% more likely to look up D-I-Y advice online, 12.5% more likely to always vote in local elections, 21.9% more likely to belong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

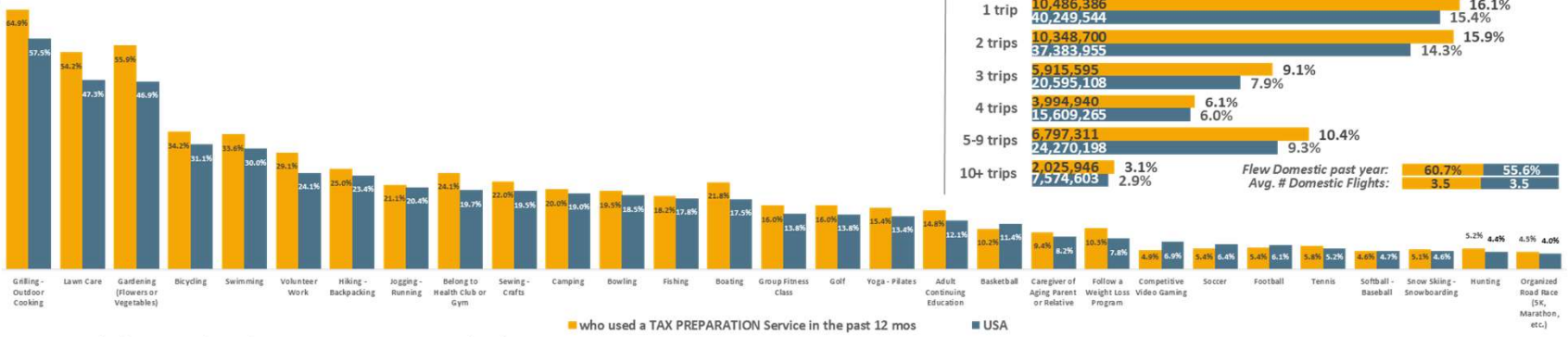
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

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

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

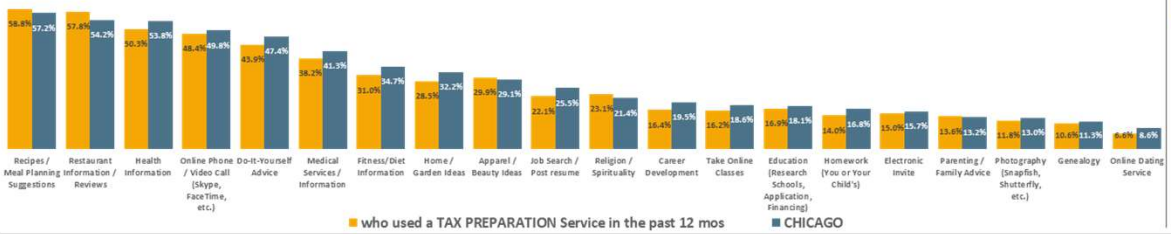
USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *23,243*

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

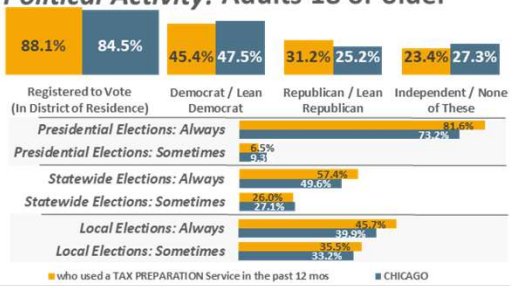


28.5% or 2,155,434 of CHICAGO DMA Adults 18 or older used a TAX PREPARATION Service in the past 12 mos. Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos are 7.3% less likely to look up D-I-Y advice online, 14.5% more likely to always vote in local elections, 15.1% more likely to belong to a gym, 6.1% more likely to fly domestic past

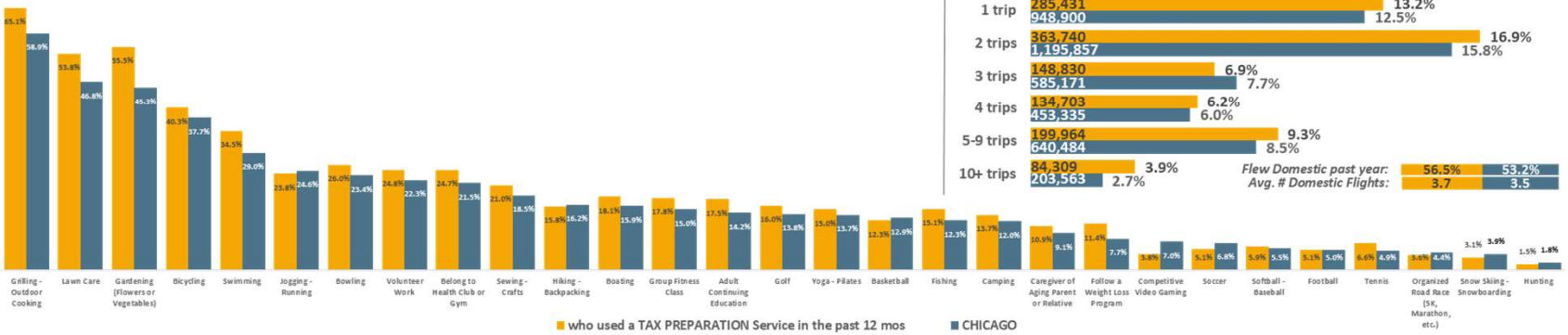
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 999

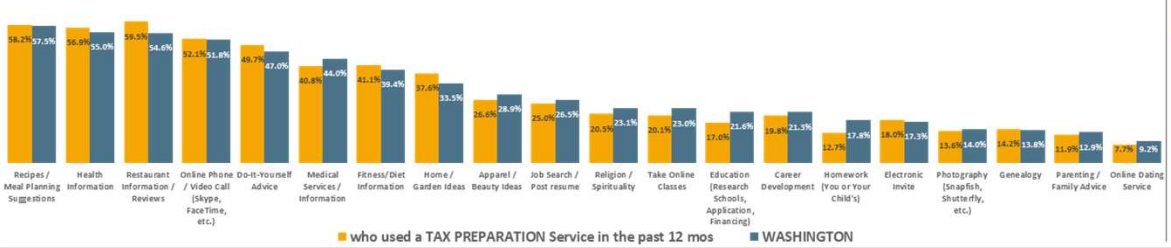
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

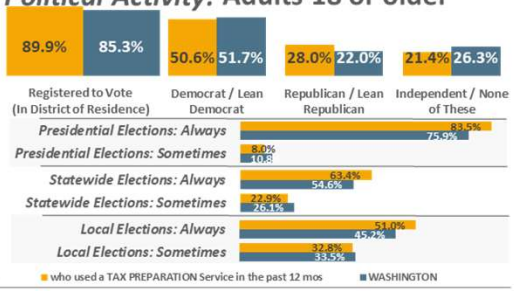


23.% or 1,306,652 of WASHINGTON DMA Adults 18 or older used a TAX PREPARATION Service in the past 12… Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos are 5.7% more likely to look up D-I-Y advice online, 12.8% more likely to always vote in local elections, 22.5% more likely to belong to a gym, 13.7% more likely to fly domestic past

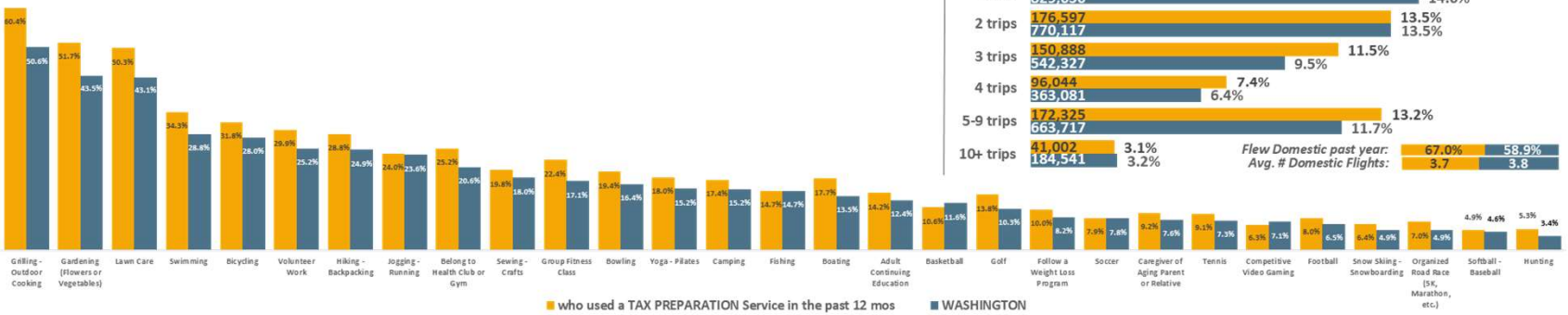
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

WASHINGTON DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,375

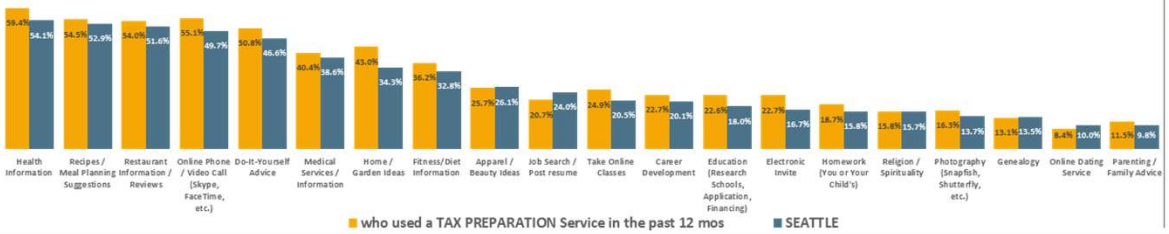
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

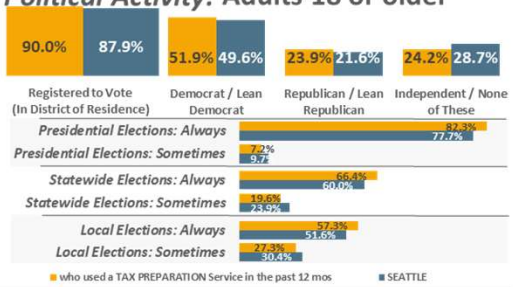


18.8% or 844,927 of SEATTLE DMA Adults 18 or older used a TAX PREPARATION Service in the past 12 mos. Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos are 9.% more likely to look up D-I-Y advice online, 11.% more likely to always vote in local elections, 35.7% more likely to belong to a gym, 12.8% more likely to fly domestic past y

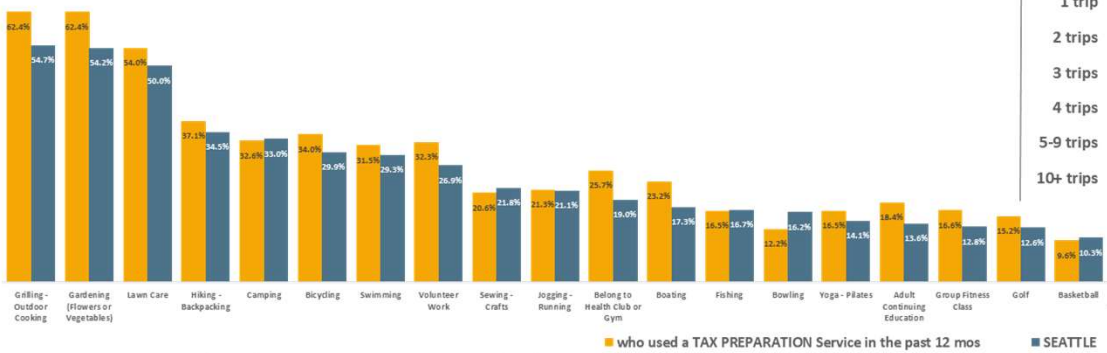
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



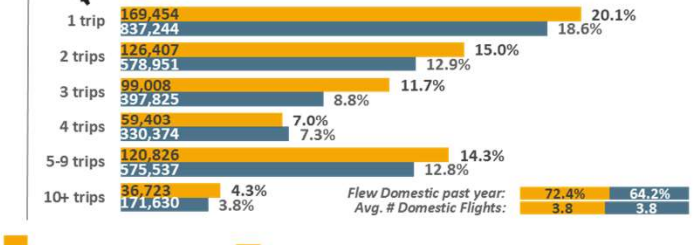
Political Activity: Adults 18 or older



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



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



SEATTLE DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 763

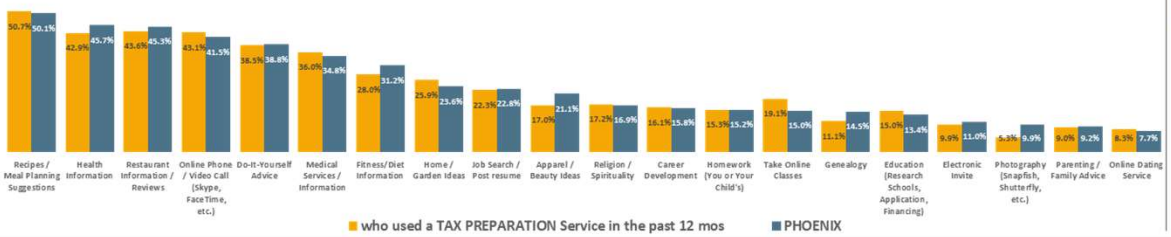
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

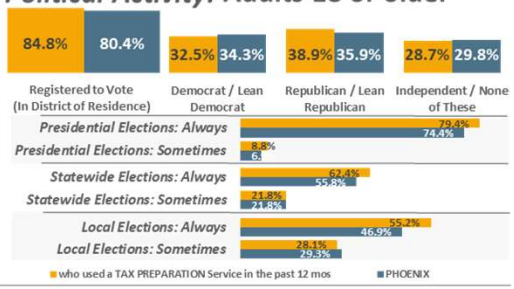


27.9% or 1,300,940 of PHOENIX DMA Adults 18 or older used a TAX PREPARATION Service in the past 12 mos. Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos are .8% less likely to look up D-I-Y advice online, 17.7% more likely to always vote in local elections, 19.3% more likely to belong to a gym, 11.1% more likely to fly domestic past

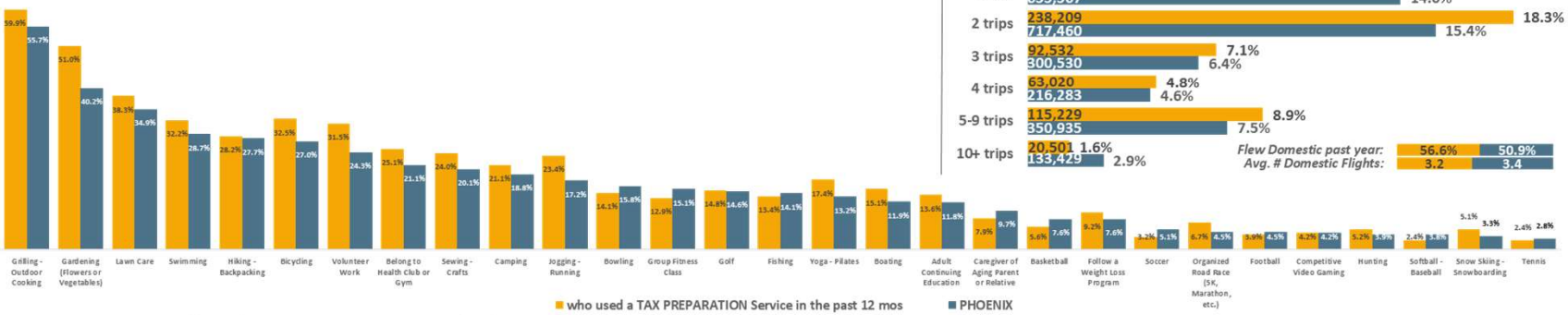
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 671

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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



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

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



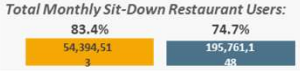
Avg. Monthly QSR Meals:



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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

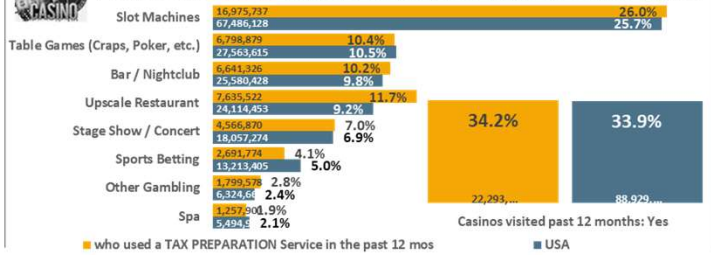


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

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



28.5% or 2,155,434 of CHICAGO DMA Adults 18 or older used a TAX PREPARATION Service in the past 12 mos. Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos are 3.9% more likely to use QSRs past mo., 8.9% more likely to use Sit-Down Restaurants past mo., 2.5% more likely to use Casinos past yr., 1.6% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



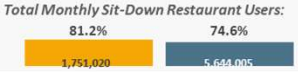
Avg. Monthly QSR Meals:



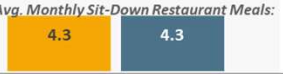
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

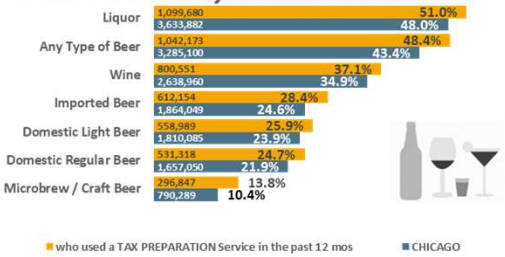
(Sit-Down Restaurants Used Past 30-days)



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

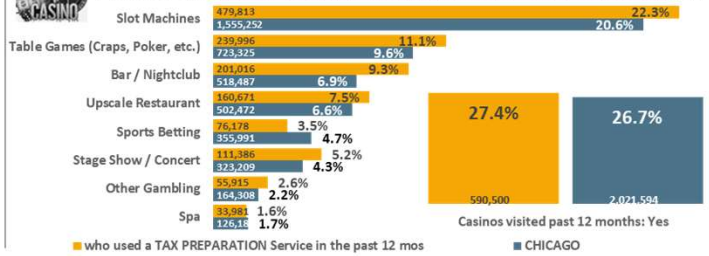


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 999

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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



23.% or 1,306,652 of WASHINGTON DMA Adults 18 or older used a TAX PREPARATION Service in the past 12 mos. Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos are 4.8% more likely to use QSRs past mo., 12.8% more likely to use Sit-Down Restaurants past mo., 2.1% more likely to use Casinos past yr., 3.7% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



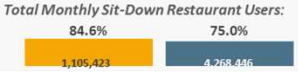
Avg. Monthly QSR Meals:



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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

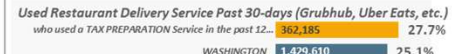


Top-10 Cuisines: Adults 18 or older

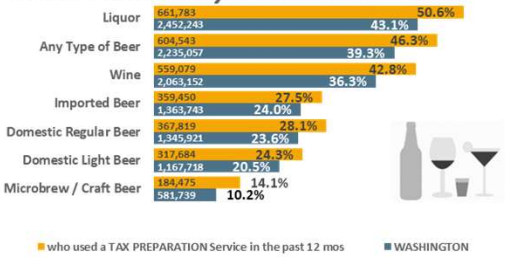
(Sit-Down Restaurants Used Past 30-days)



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

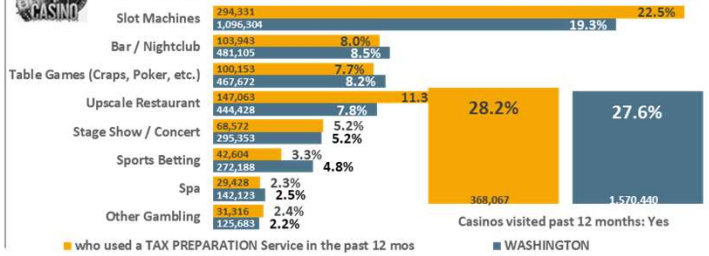


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



WASHINGTON DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,375

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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



18.8% or 844,927 of SEATTLE DMA Adults 18 or older used a TAX PREPARATION Service in the past 12 mos. Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos are 1.9% more likely to use QSRs past mo., 14.6% more likely to use Sit-Down Restaurants past mo., 5.6% less likely to use Casinos past yr., 23.7% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 85.0% 718,141 | 83.4% 3,756,709

Avg. Monthly QSR Meals: 4.9 | 5.1

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



Total Monthly Sit-Down Restaurant Users: 81.0% 683,972 | 70.7% 3,182,588

Avg. Monthly Sit-Down Restaurant Meals: 3.7 | 3.6

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who used a TAX PREPARATION Service in the past 12... 184,445 21.8%

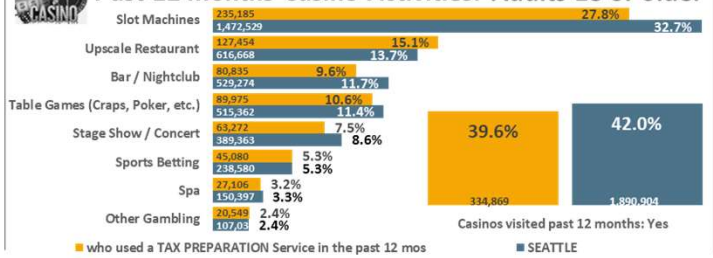
SEATTLE 784,696 17.4%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



SEATTLE DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 763

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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



27.9% or 1,300,940 of PHOENIX DMA Adults 18 or older used a TAX PREPARATION Service in the past 12 mos. Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos are 2.4% more likely to use QSRs past mo., 10.7% more likely to use Sit-Down Restaurants past mo., 10.% more likely to use Casinos past yr., 12.4% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



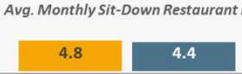
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

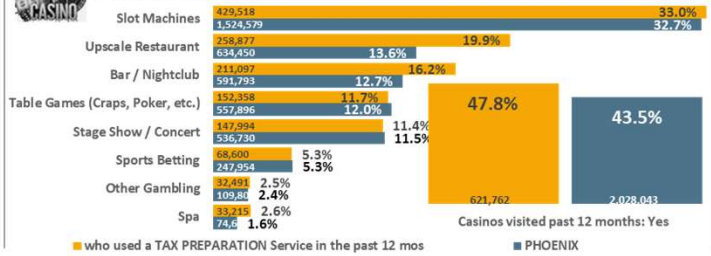


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 671

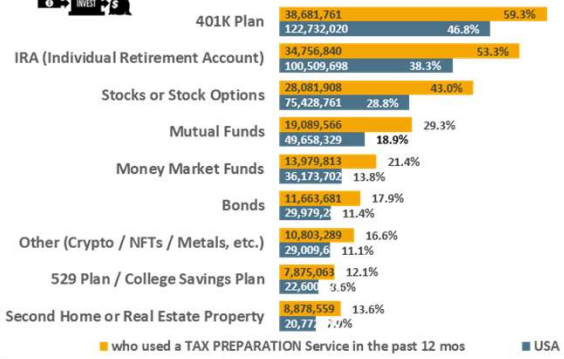
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

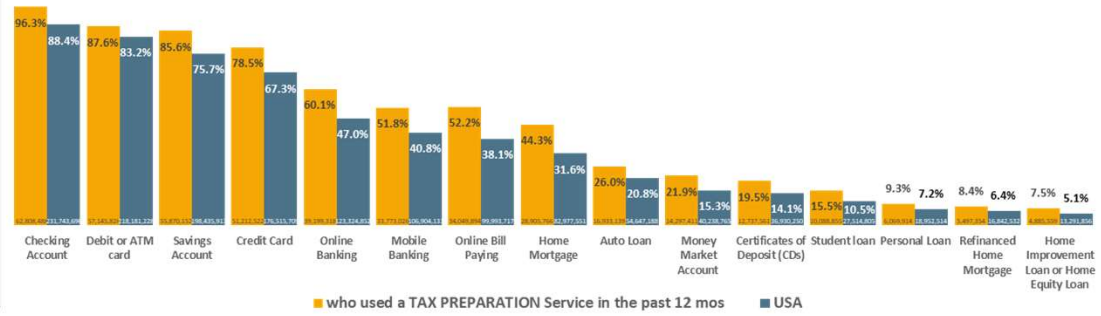


24.9% or 65,238,403 of USA Adults 18 or older used a TAX PREPARATION Service in the past 12 mos. Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos are 26.7% more likely to have a 401K, 24.5% more likely to have an Auto Loan, 49.7% more likely to Invest/Trade Stocks Online, 4.2%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

Investments Owned: Adults 18 or older



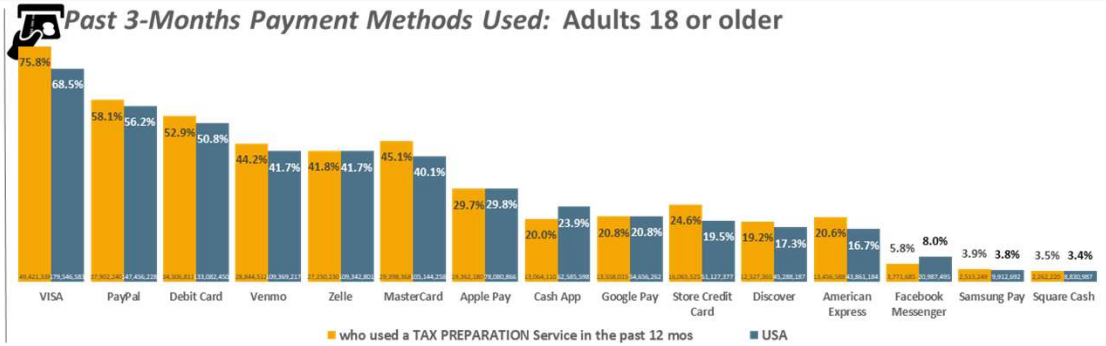
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



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

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

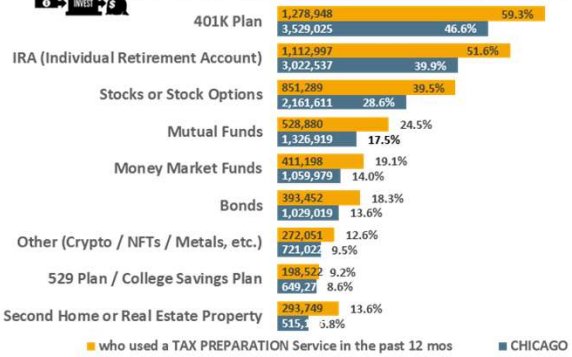
USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *23,243*

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

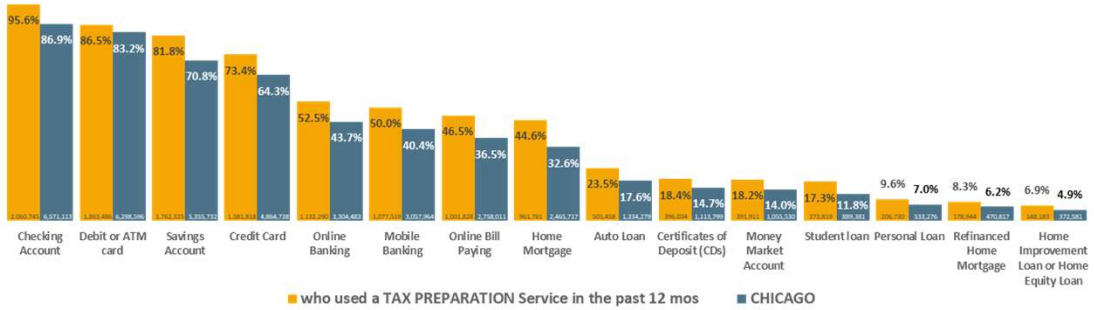


28.5% or 2,155,434 of CHICAGO DMA Adults 18 or older used a TAX PREPARATION Service in the past 12 mos. Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos are 27.2% more likely to have a 401K, 33.% more likely to have an Auto Loan, 41.1% more likely to Invest/Trade Stocks Online, 3.7% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

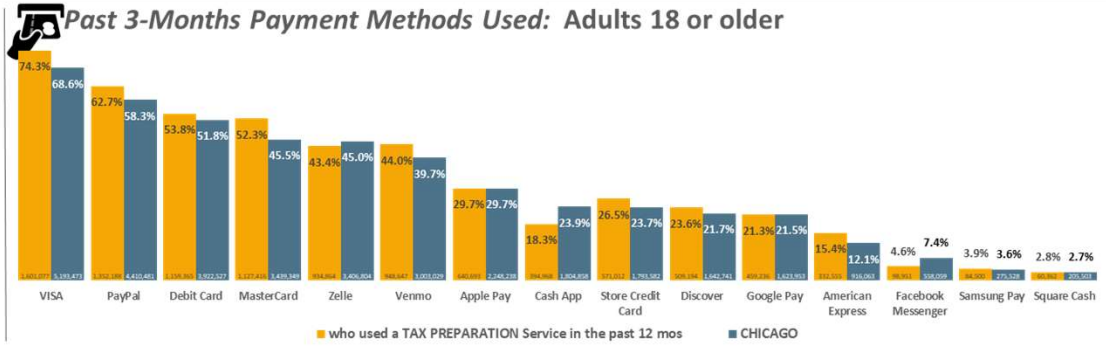


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 999

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

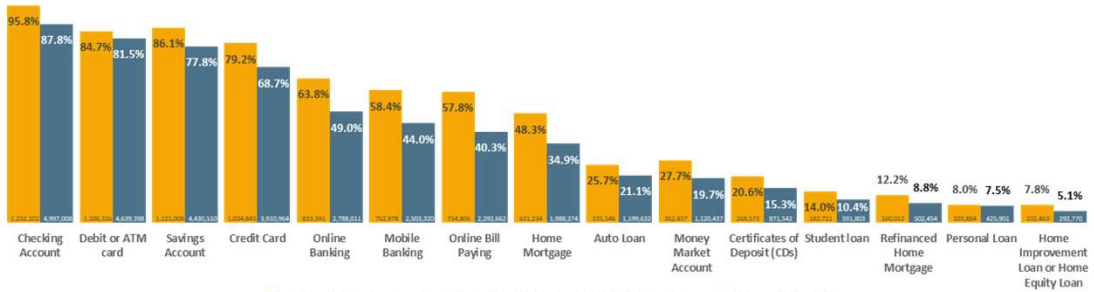


23.% or 1,306,652 of WASHINGTON DMA Adults 18 or older used a TAX PREPARATION Service in the past 12… Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos are 30.1% more likely to have a 401K, 21.8% more likely to have an Auto Loan, 35.1% more likely to Invest/Trade Stocks Online, 1.3% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



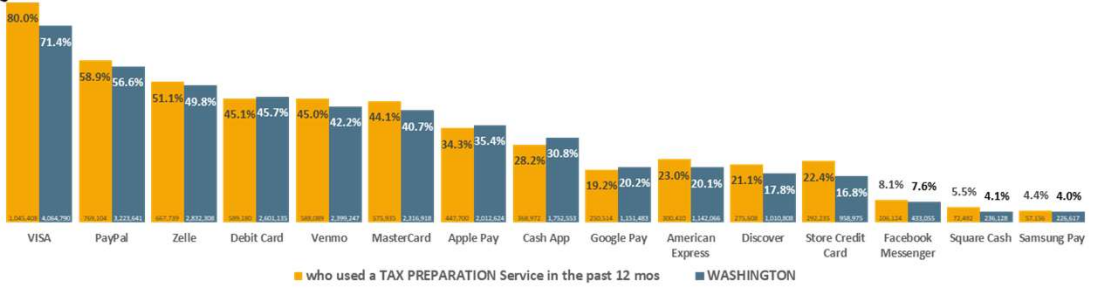
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



WASHINGTON DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,375

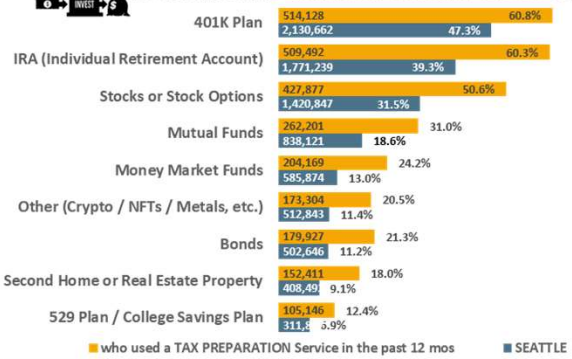
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

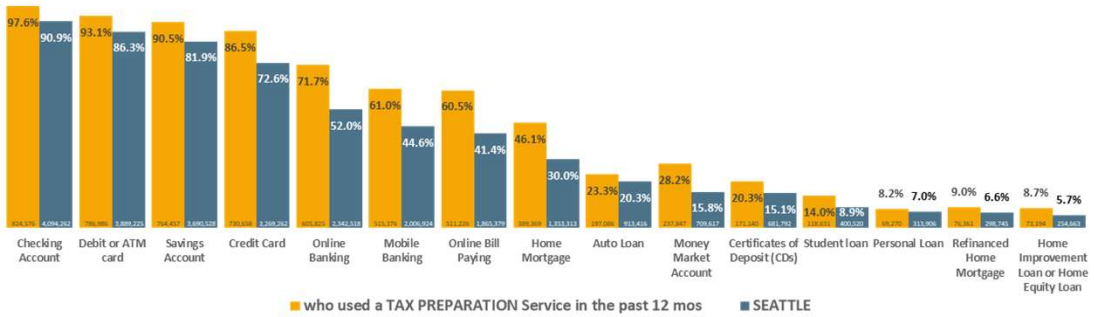


18.8% or 844,927 of SEATTLE DMA Adults 18 or older used a TAX PREPARATION Service in the past 12 mos. Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos are 28.6% more likely to have a 401K, 15.5% more likely to have an Auto Loan, 77.4% more likely to Invest/Trade Stocks Online, 2.1% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



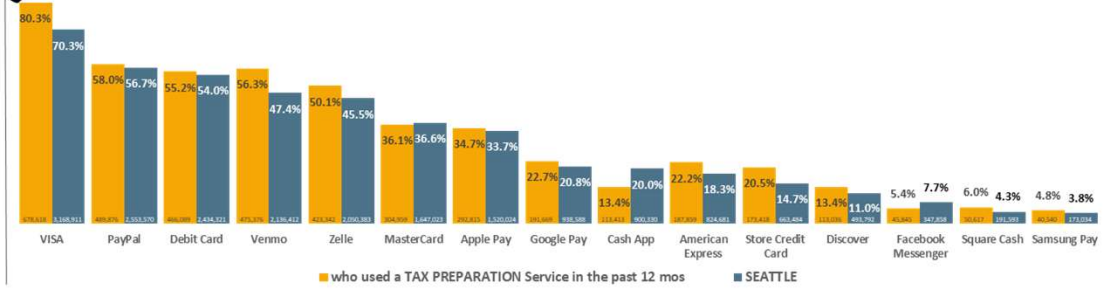
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



SEATTLE DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 763

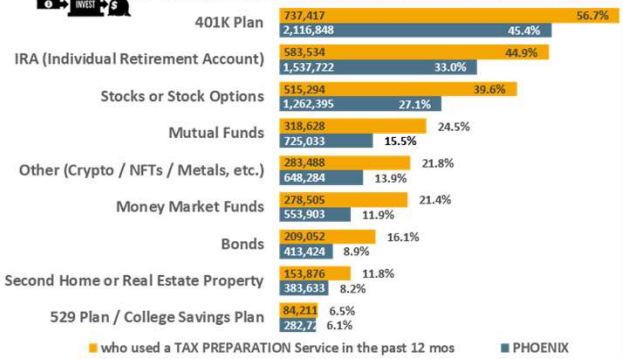
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

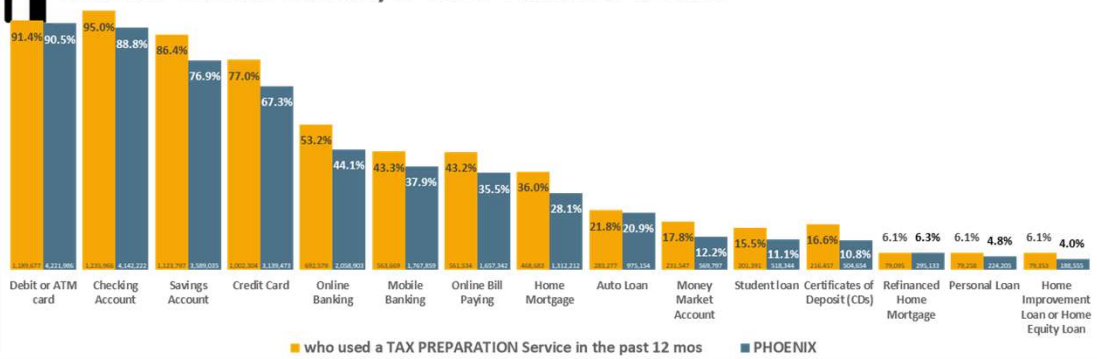


27.9% or 1,300,940 of PHOENIX DMA Adults 18 or older used a TAX PREPARATION Service in the past 12 mos. Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos are 24.9% more likely to have a 401K, 4.2% more likely to have an Auto Loan, 74.% more likely to Invest/Trade Stocks Online, .5% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

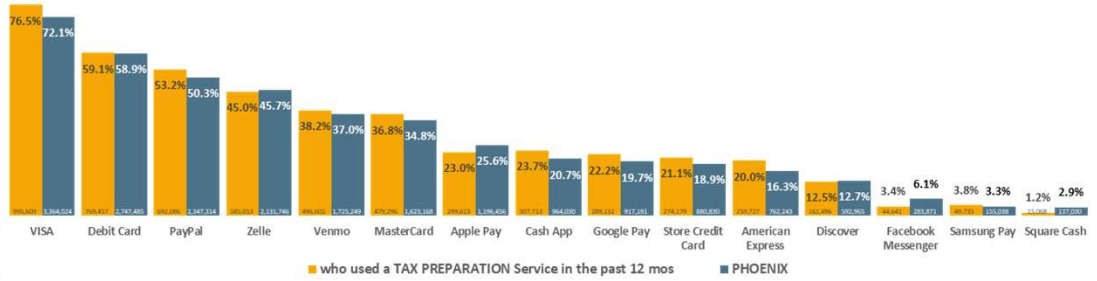


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 671

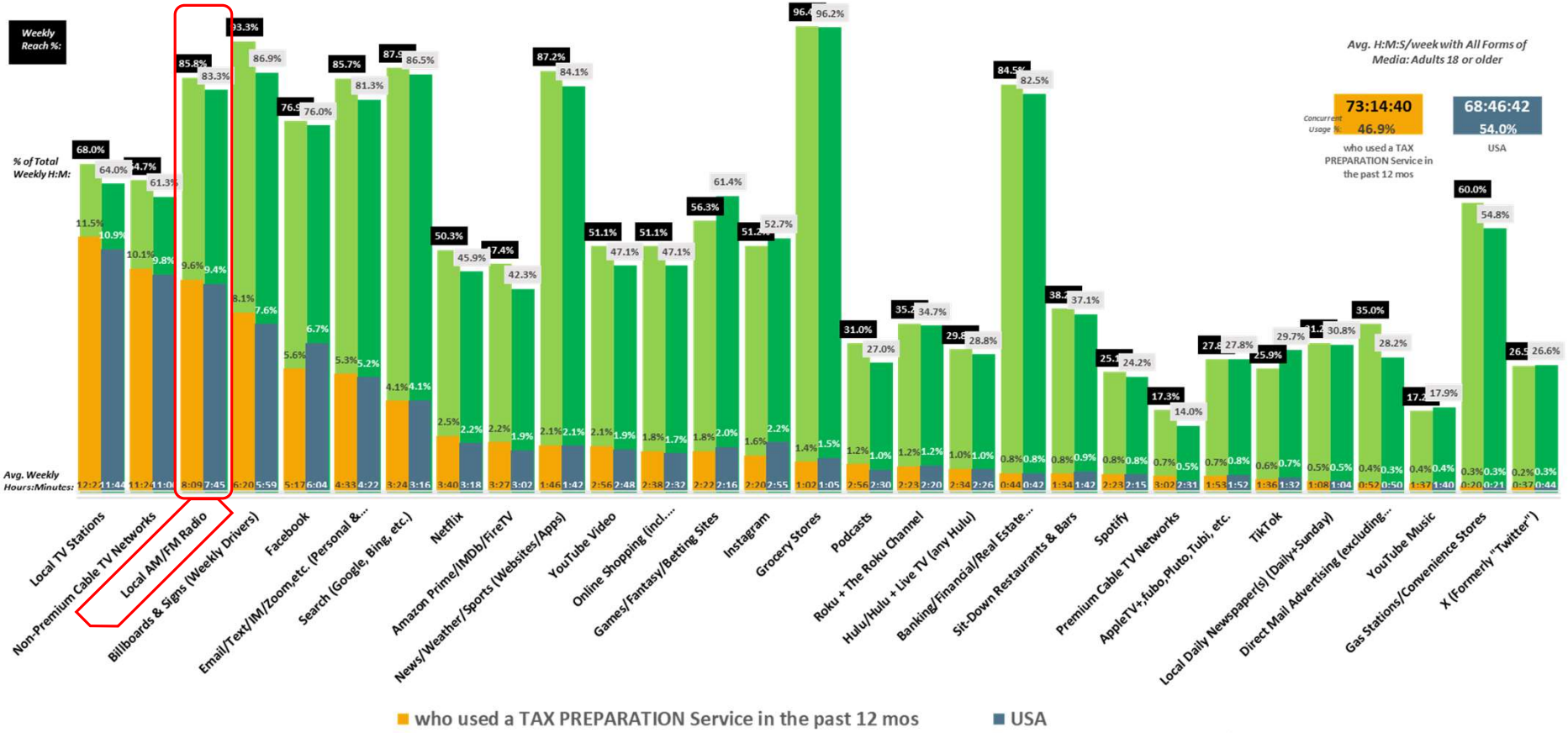
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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



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

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



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

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

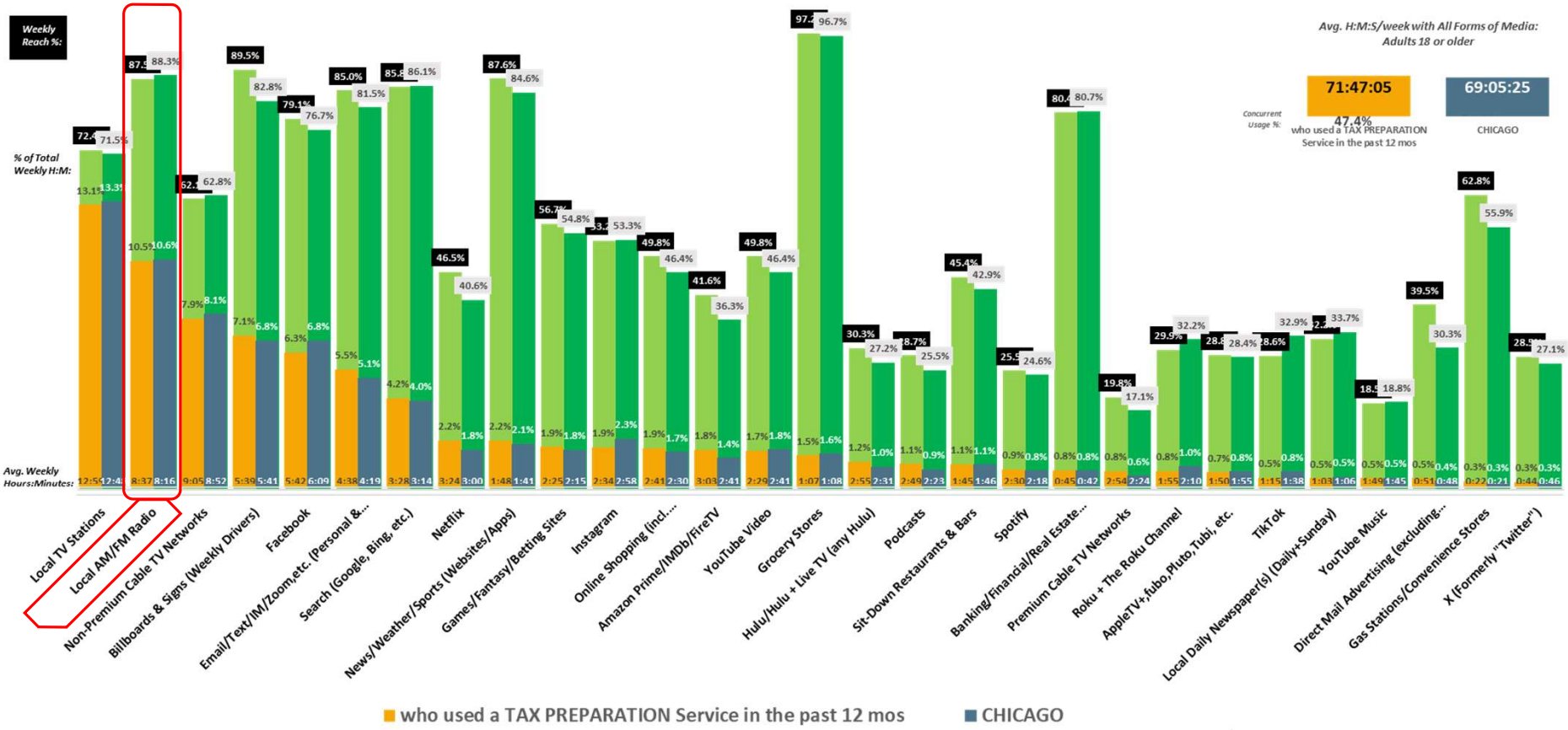
Hubbard BROADCASTING Share of Everything for Anything ©

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



Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos spend an average of 2 days, 23 hours, 47 minutes and 5 seconds each week with All Forms of Media.

87.5% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos spend an avg. of 8 hours and 37 minutes each week listening to All Local AM/FM Radio, representing 10.5% of total time spent with all forms of Media.



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 999 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

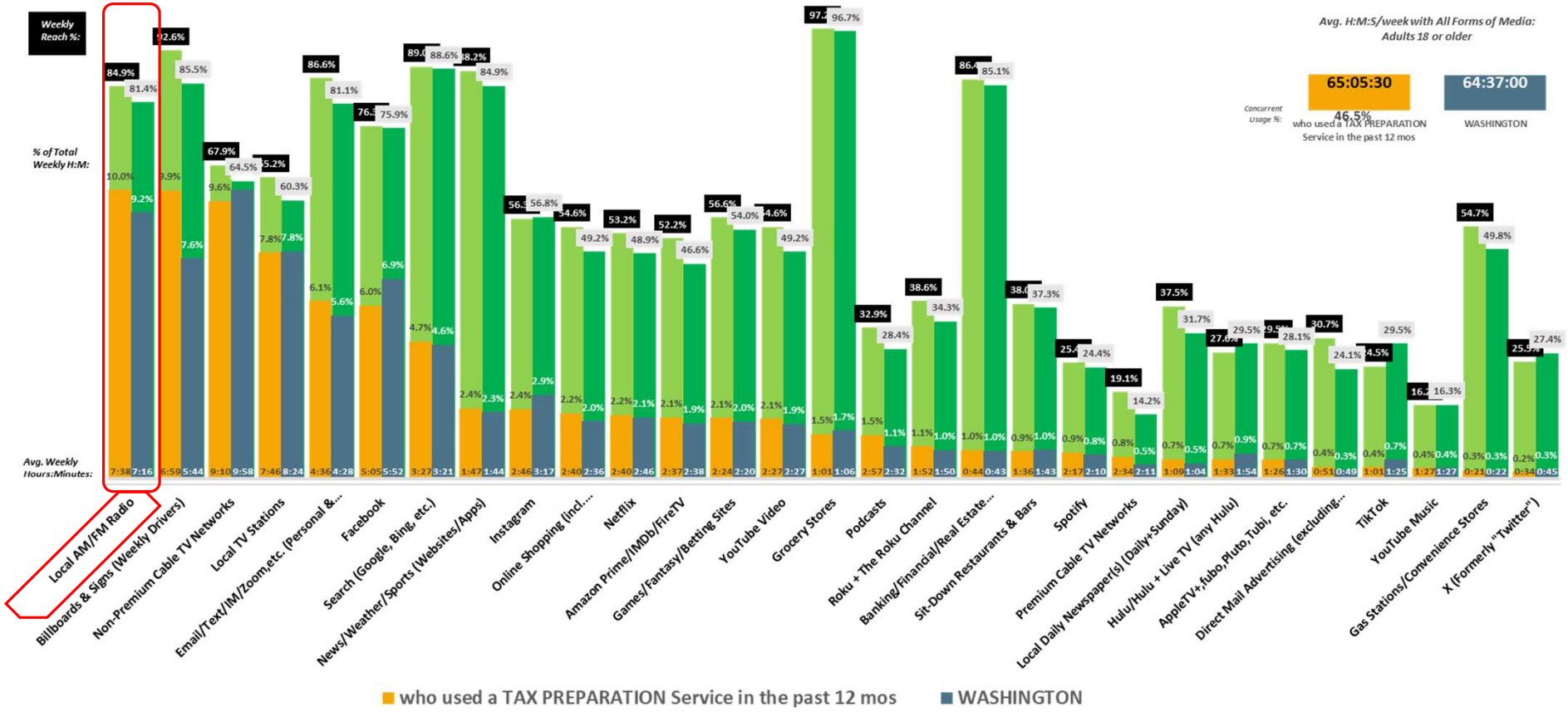
Hubbard BROADCASTING Share of Everything for Anything ©

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



Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos spend an average of 2 days, 17 hours, 5 minutes and 30 seconds each week with All Forms of Media.

84.9% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos spend an avg. of 7 hours and 38 minutes each week listening to All Local AM/FM Radio, representing 10.% of total time spent with all forms of Media.



WASHINGTON DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,375 WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

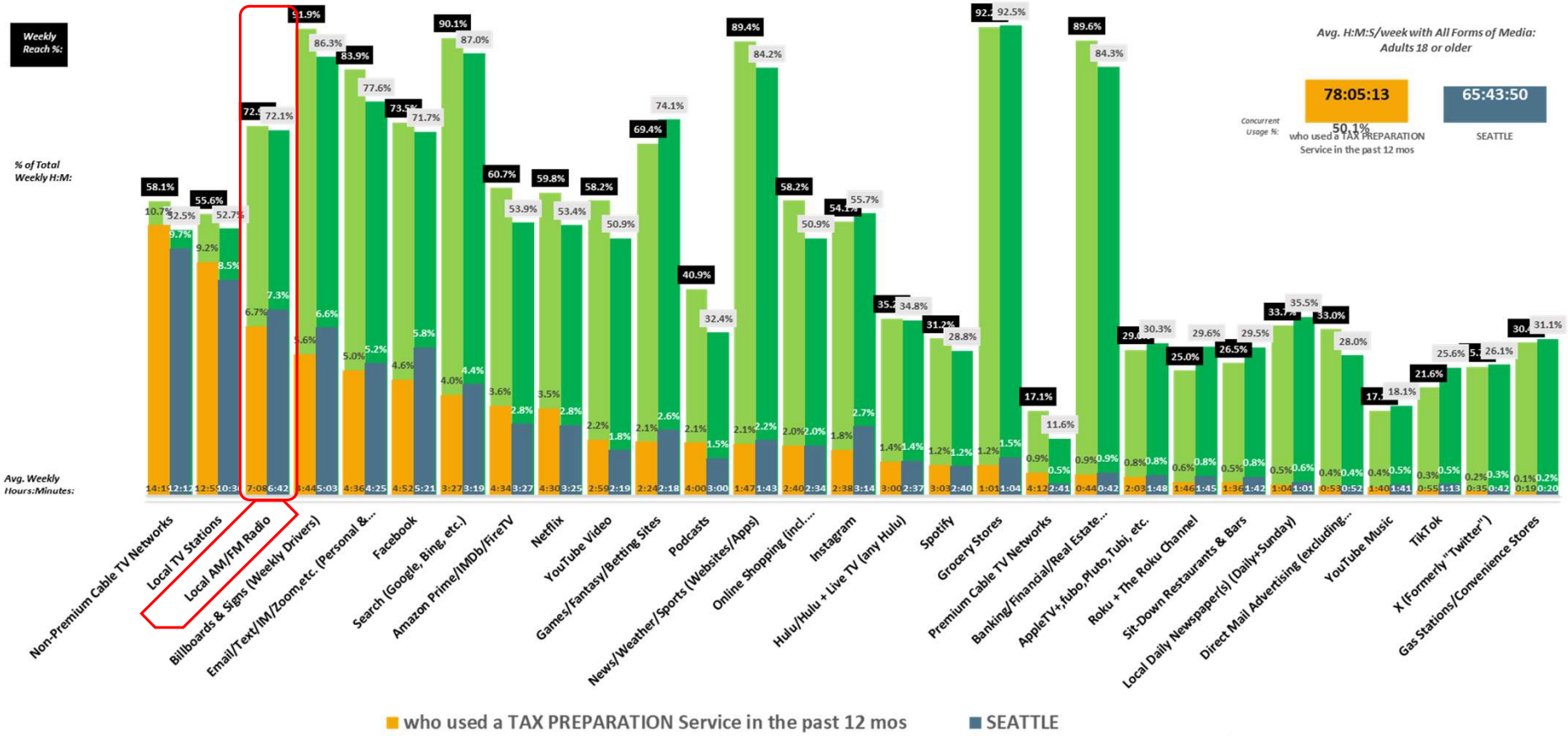
Hubbard BROADCASTING — Share of Everything for Anything ©

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



Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos spend an average of 3 days, 6 hours, 5 minutes and 13 seconds each week with All Forms of Media.

72.9% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos spend an avg. of 7 hours and 8 minutes each week listening to All Local AM/FM Radio, representing 6.7% of total time spent with all forms of Media.



SEATTLE DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 763 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

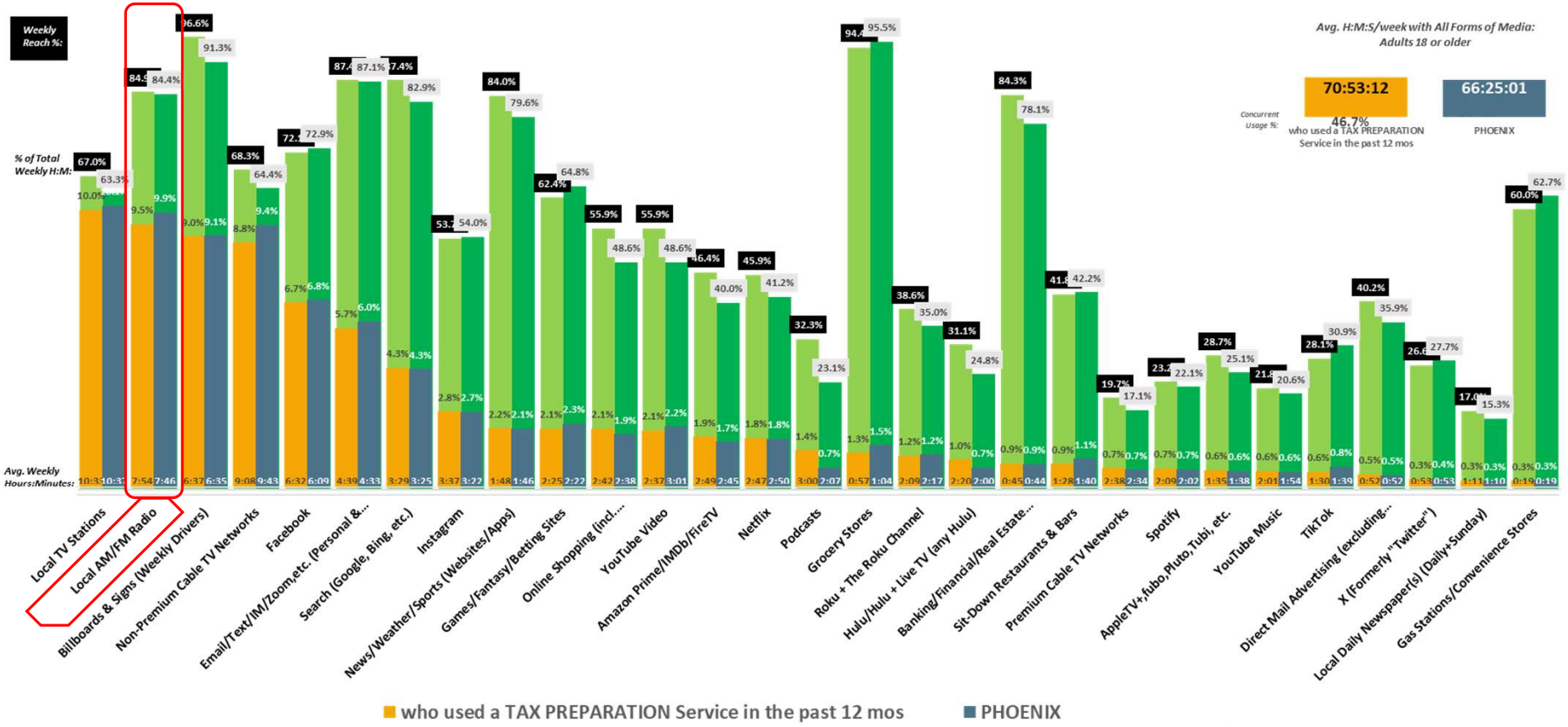
Hubbard BROADCASTING — Share of Everything for Anything ©

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



Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos spend an average of 2 days, 22 hours, 53 minutes and 12 seconds each week with All Forms of Media.

84.9% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos spend an avg. of 7 hours and 54 minutes each week listening to All Local AM/FM Radio, representing 9.5% of total time spent with all forms of Media.



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 671 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

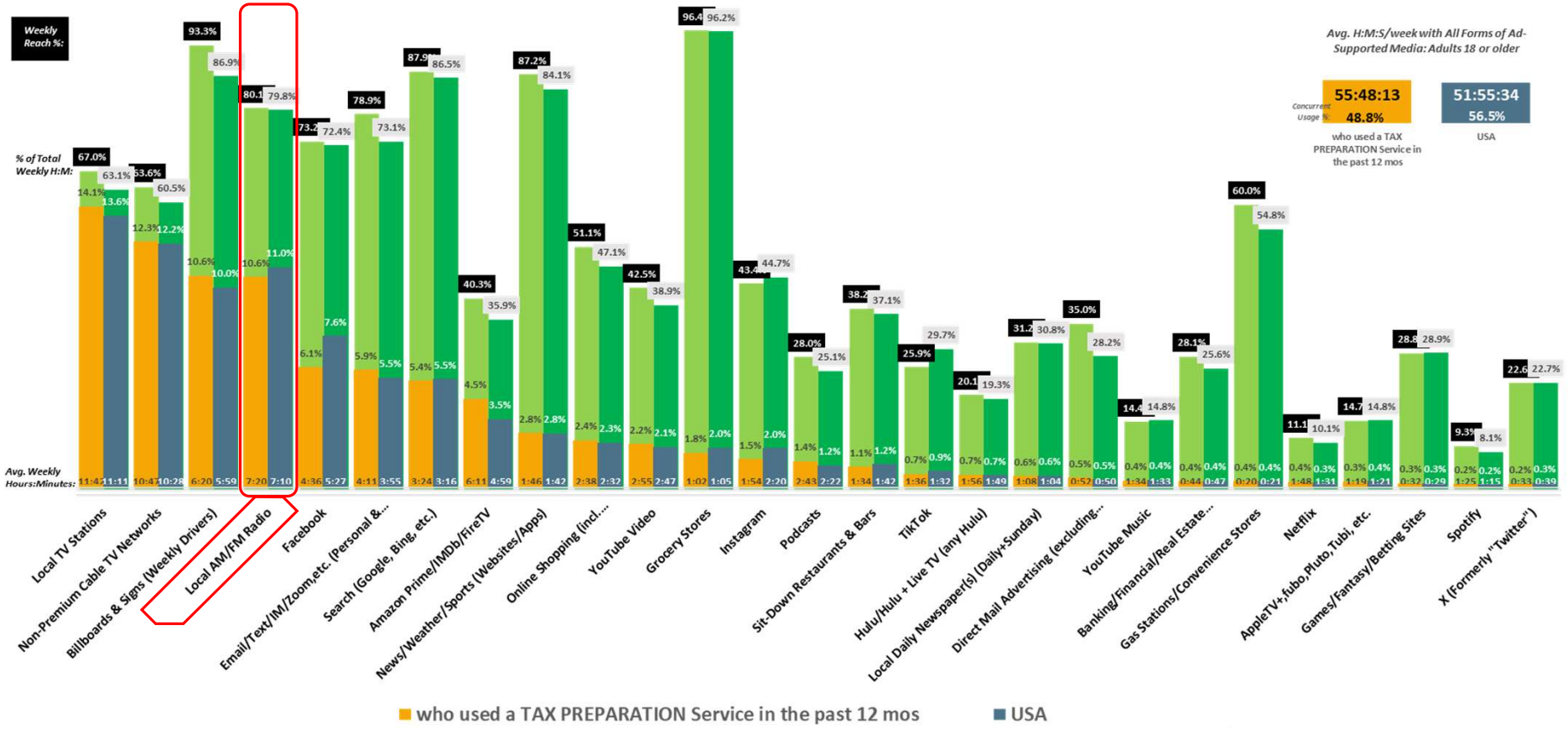
Hubbard BROADCASTING Share of Everything for Anything ©

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



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

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



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

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

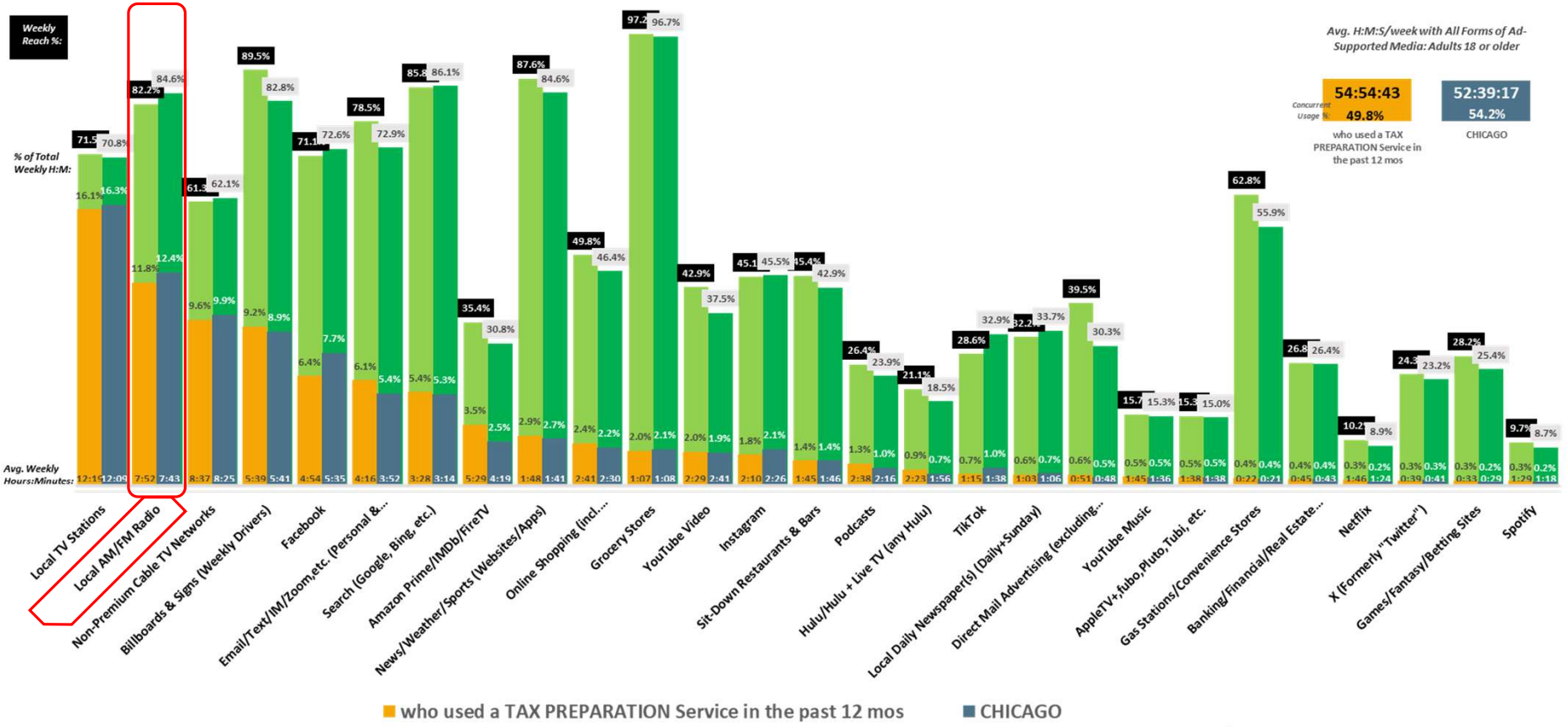
Hubbard BROADCASTING Share of Everything for Anything ©

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



Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos spend an average of 2 days, 6 hours, 54 minutes and 43 seconds each week with All Forms of Ad-Supported Media.

82.2% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos spend an avg. of 7 hours and 52 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.8% of total time spent with all forms of Ad-Supported Media.



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 999 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

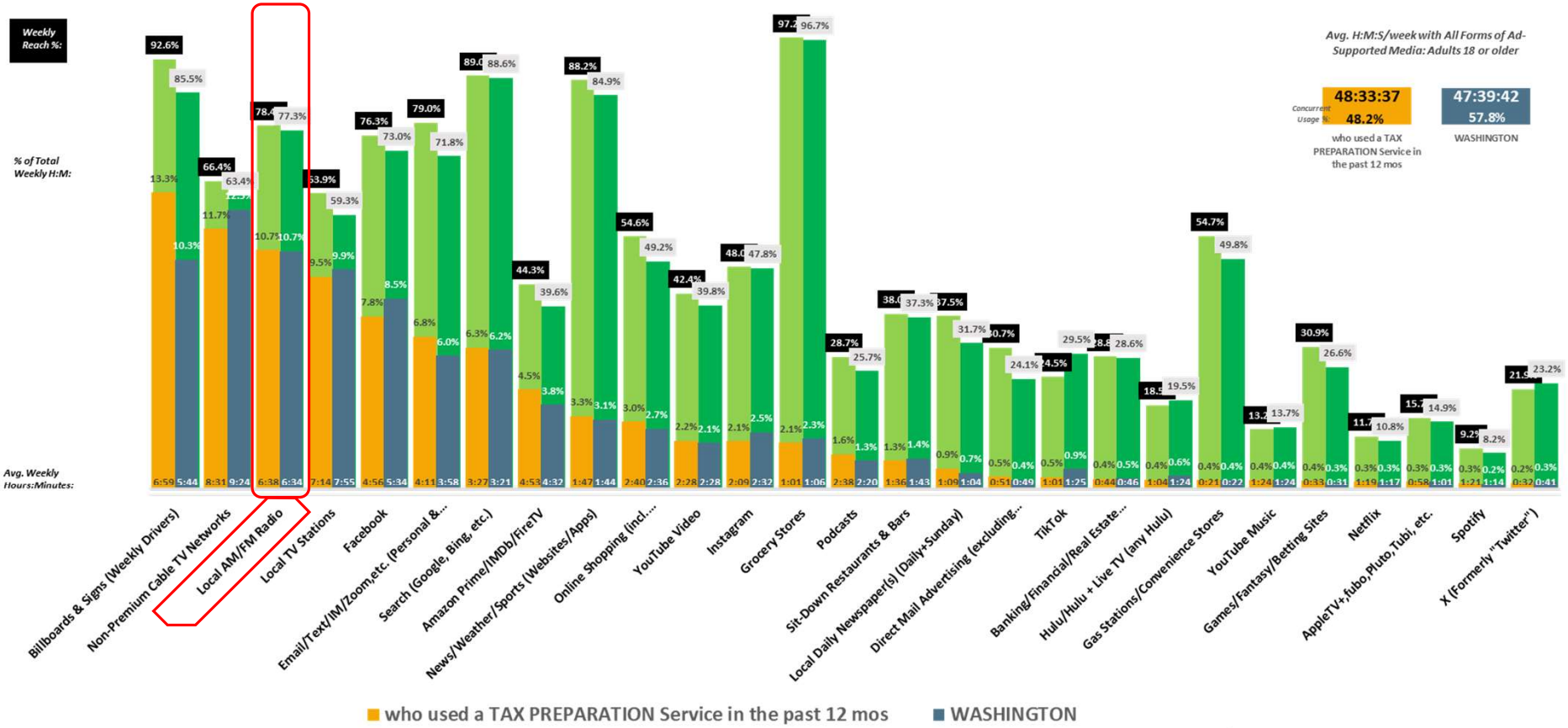
Hubbard BROADCASTING Share of Everything for Anything ©

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



Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos spend an average of 2 days, 0 hours, 33 minutes and 37 seconds each week with All Forms of Ad-Supported Media.

78.4% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos spend an avg. of 6 hours and 38 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.7% of total time spent with all forms of Ad-Supported Media.



WASHINGTON DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,375 WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

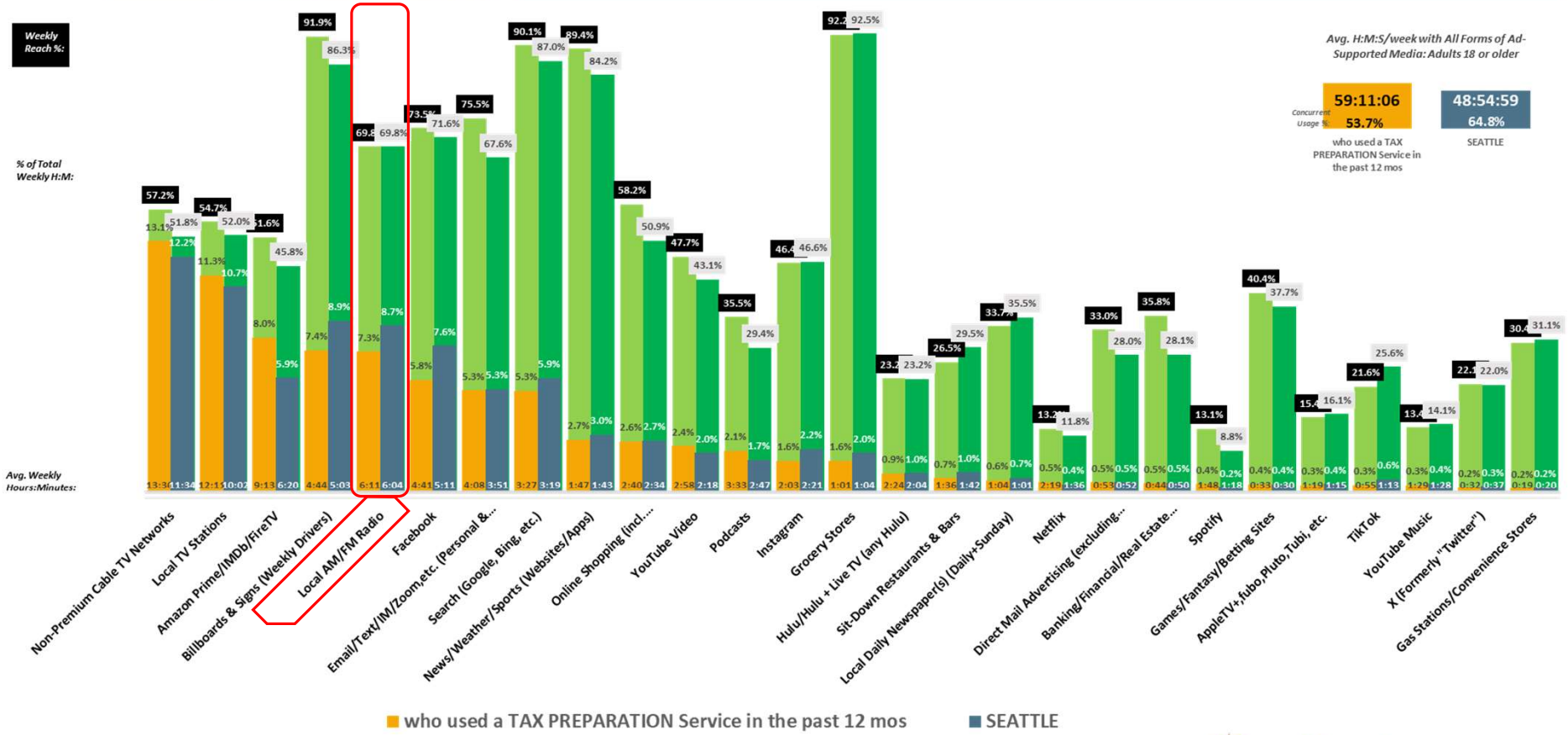
Hubbard BROADCASTING — Share of Everything for Anything ©

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



Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos spend an average of 2 days, 11 hours, 11 minutes and 6 seconds each week with All Forms of Ad-Supported Media.

69.8% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos spend an avg. of 6 hours and 11 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 7.3% of total time spent with all forms of Ad-Supported Media.



SEATTLE DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 763 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

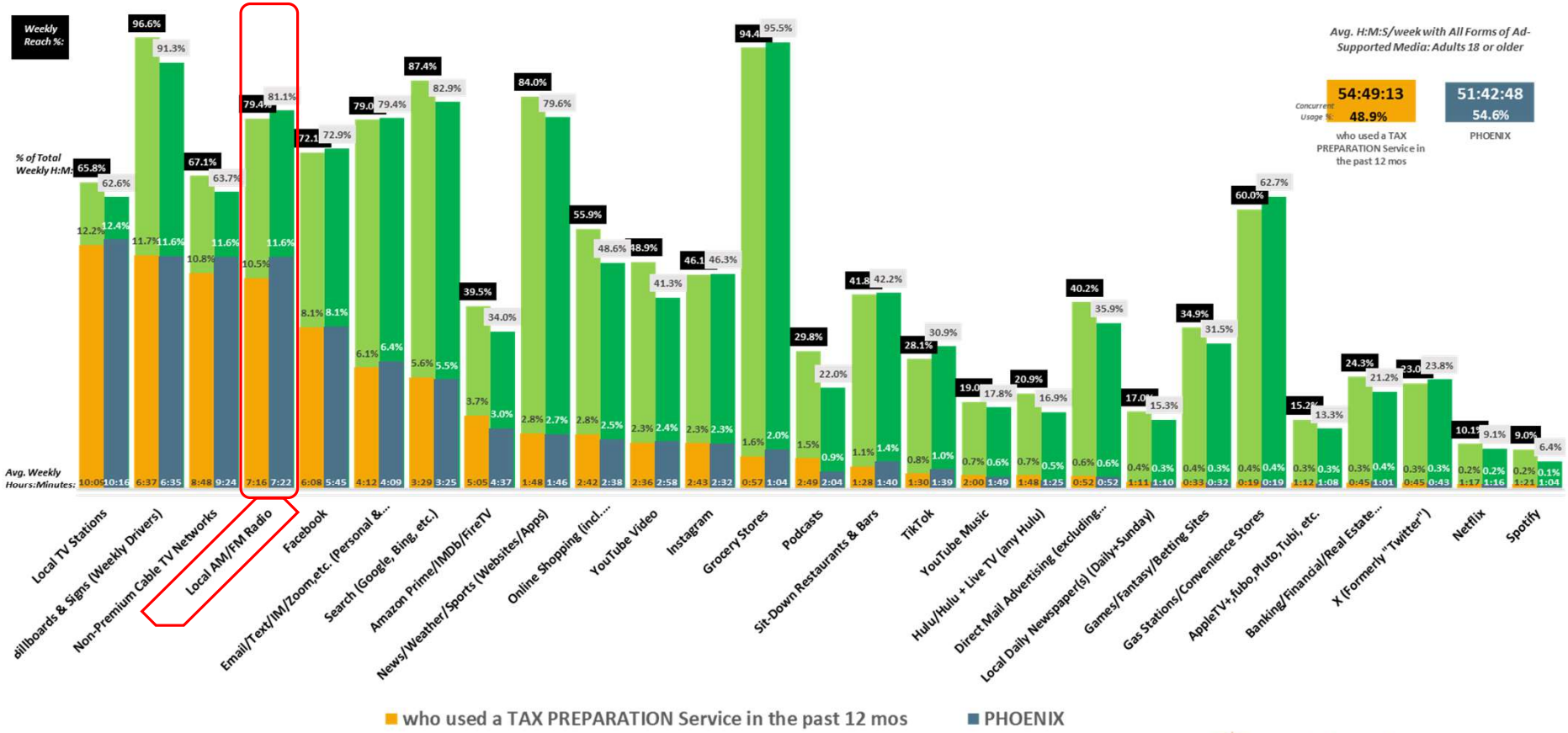
Hubbard BROADCASTING Share of Everything for Anything ©

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



Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos spend an average of 2 days, 6 hours, 49 minutes and 13 seconds each week with All Forms of Ad-Supported Media.

79.4% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos spend an avg. of 7 hours and 16 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.5% of total time spent with all forms of Ad-Supported Media.



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 671 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

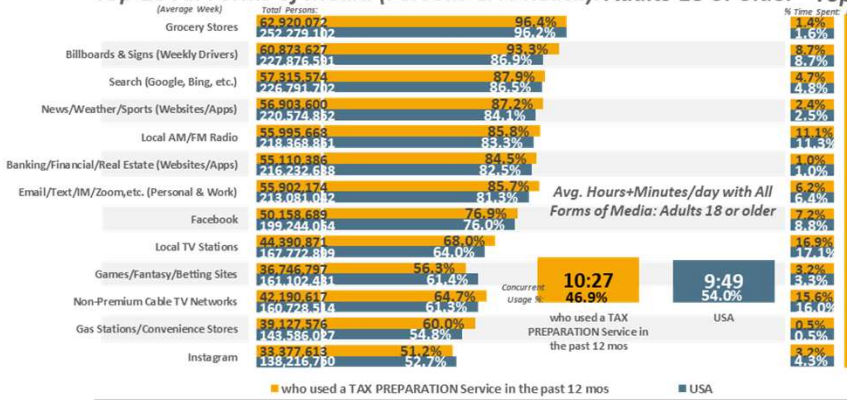
Hubbard BROADCASTING — Share of Everything for Anything ©

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

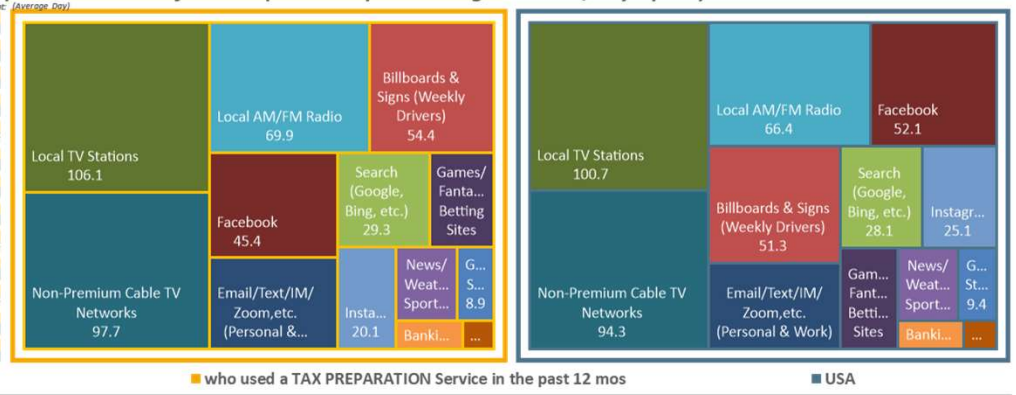


Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos spend an average of 7 hours and 58 minutes each day with All Forms of Ad-Supported Media. 80.1% listen to Local AM/FM Radio for an avg. of 63. minutes/day. *(Local Radio delivers 10.6% of Time with Ad-Supported Media.)*

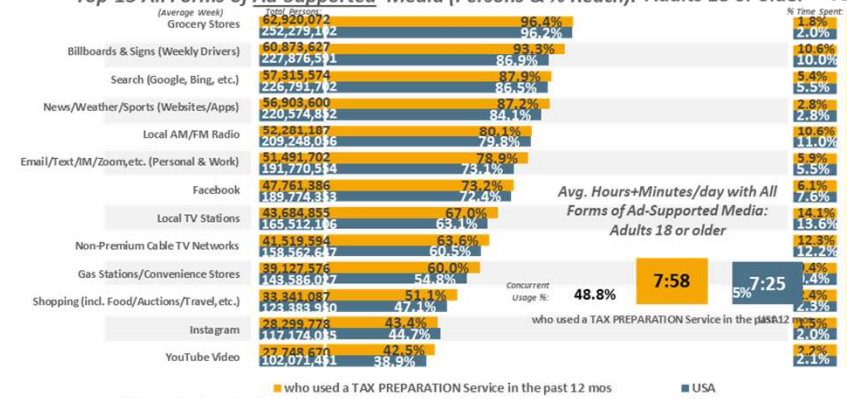
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



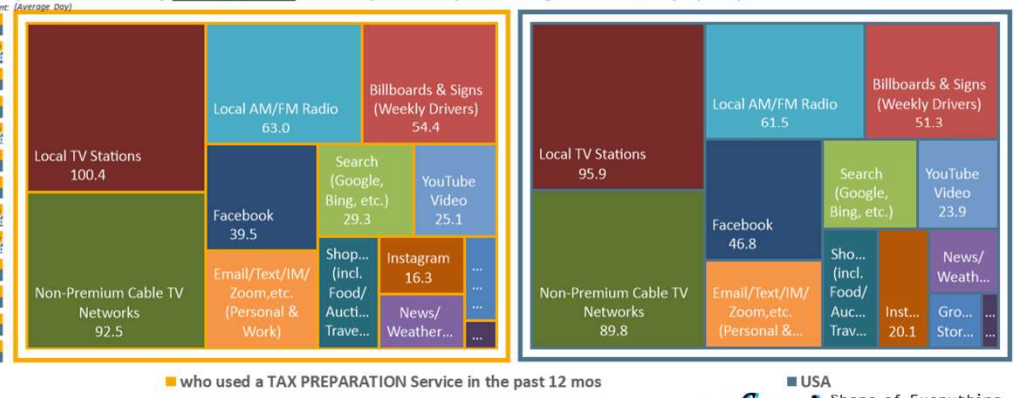
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

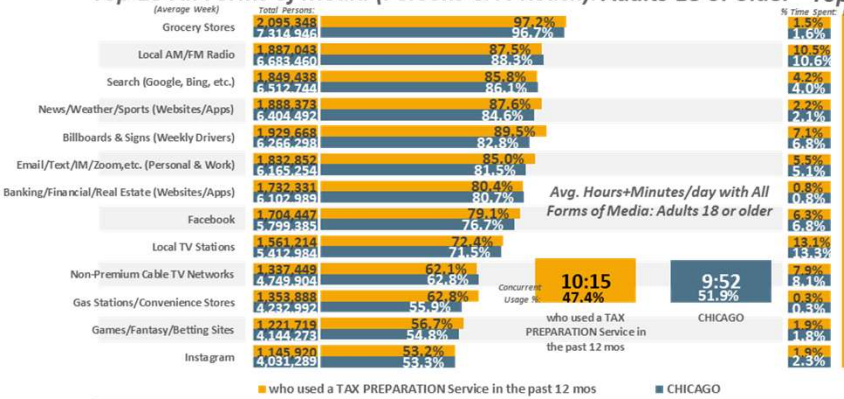
soefa.ai Share of Everything for Anything ©

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

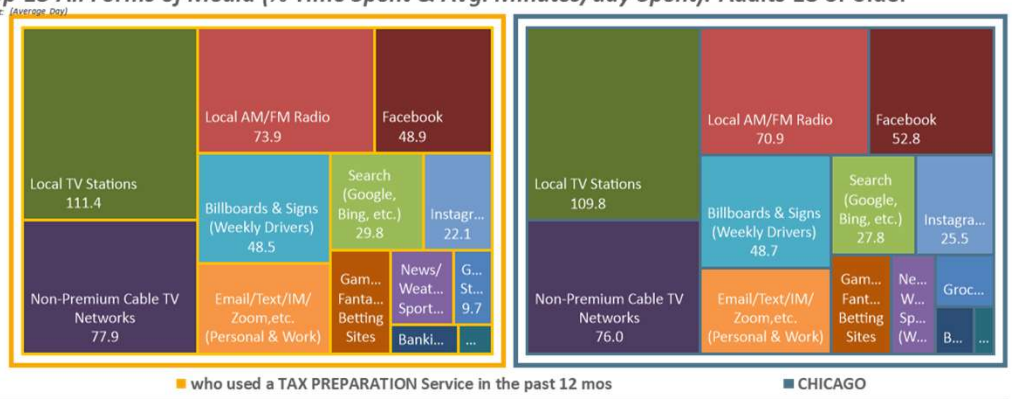


Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos spend an average of 7 hours and 50 minutes each day with All Forms of Ad-Supported Media. 82.2% listen to Local AM/FM Radio for an avg. of 67.5 minutes/day. *(Local Radio delivers 11.8% of Time with Ad-Supported Media.)*

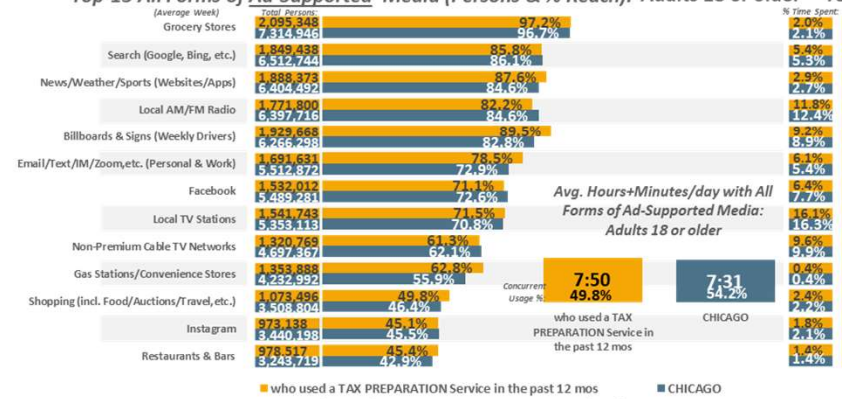
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



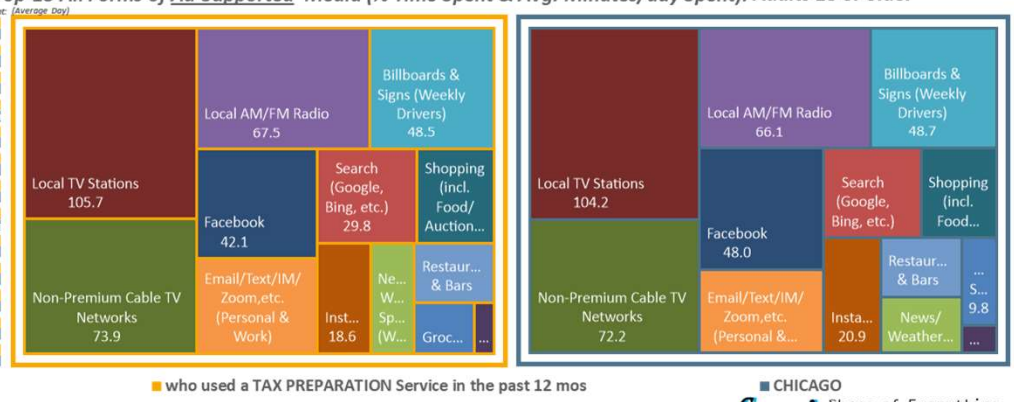
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 999

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

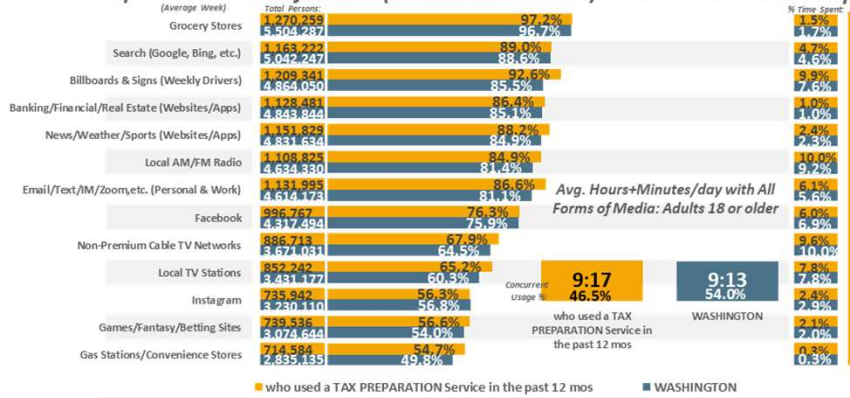
soefa.ai Share of Everything for Anything ©

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

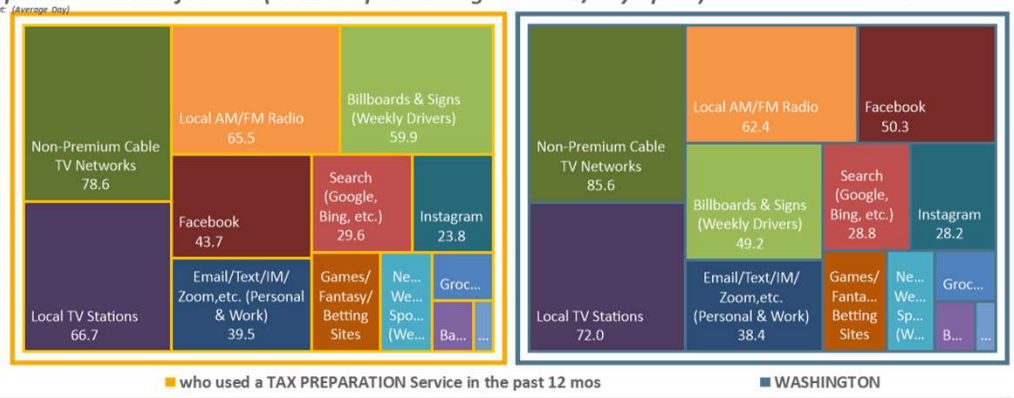


Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos spend an average of 6 hours and 56 minutes each day with All Forms of Ad-Supported Media. 78.4% listen to Local AM/FM Radio for an avg. of 56.9 minutes/day. *(Local Radio delivers 10.7% of Time with Ad-Supported Media.)*

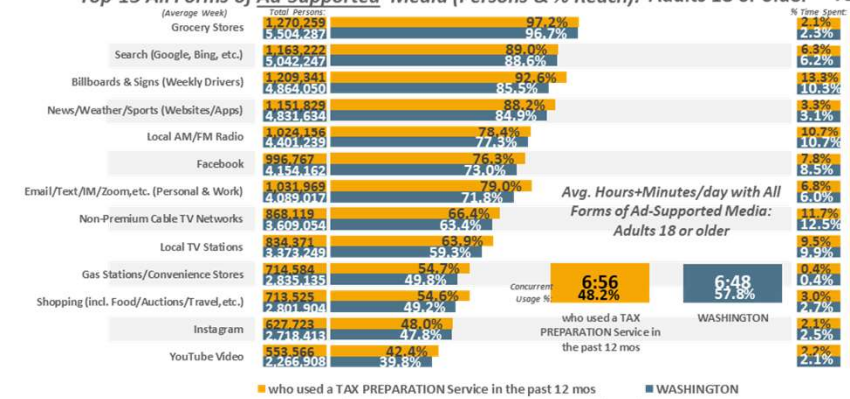
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



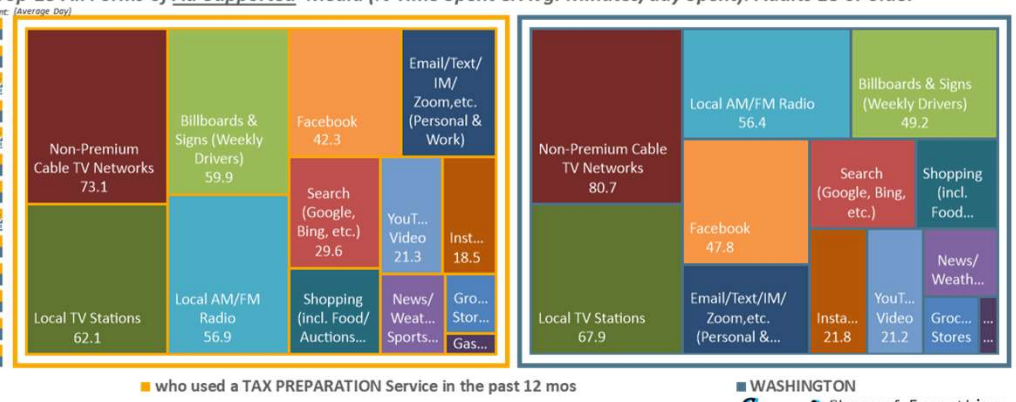
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



WASHINGTON DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,375

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

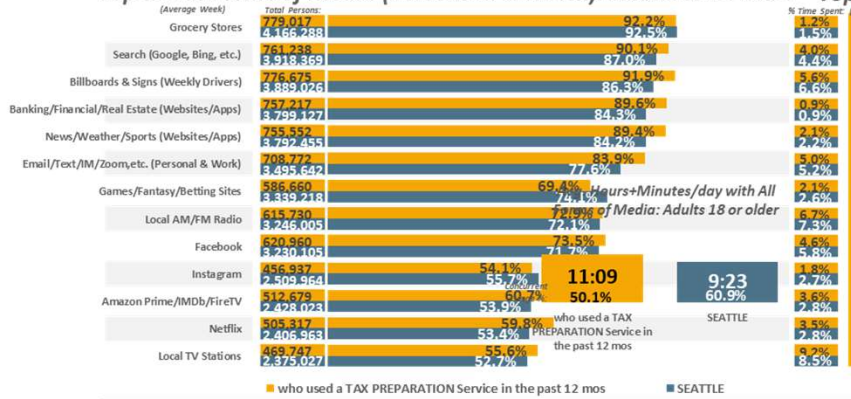
soefa.ai Share of Everything for Anything

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

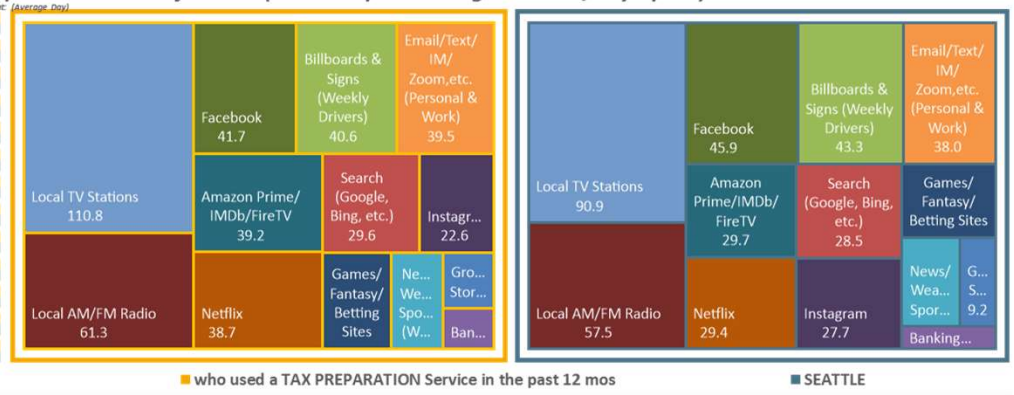


Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos spend an average of 8 hours and 27 minutes each day with All Forms of Ad-Supported Media. 69.8% listen to Local AM/FM Radio for an avg. of 53.1 minutes/day. *(Local Radio delivers 7.3% of Time with Ad-Supported Media.)*

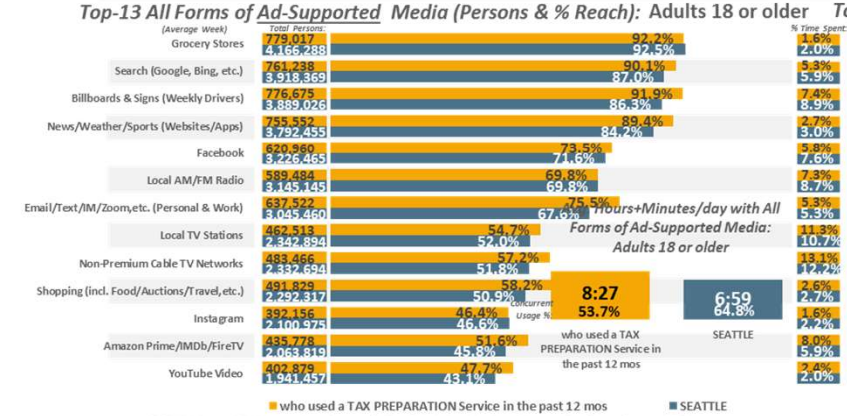
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



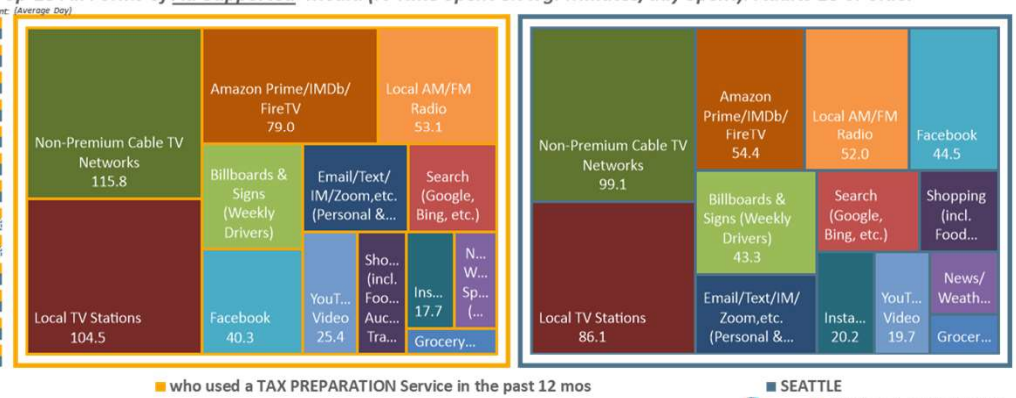
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



SEATTLE DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 763

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

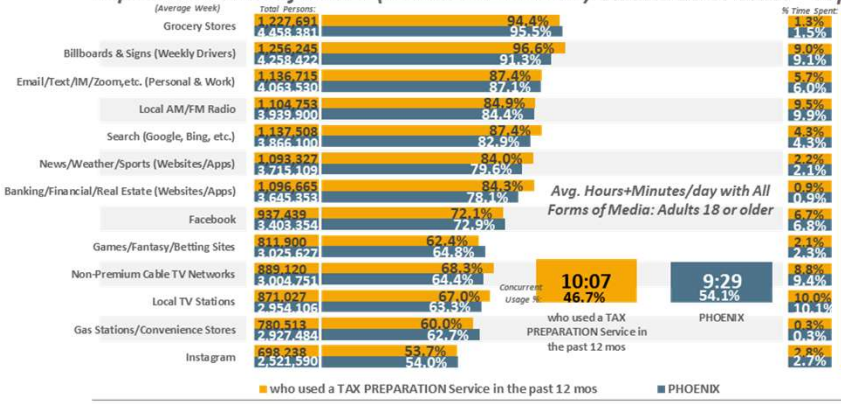
soefa.ai Share of Everything for Anything ©

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

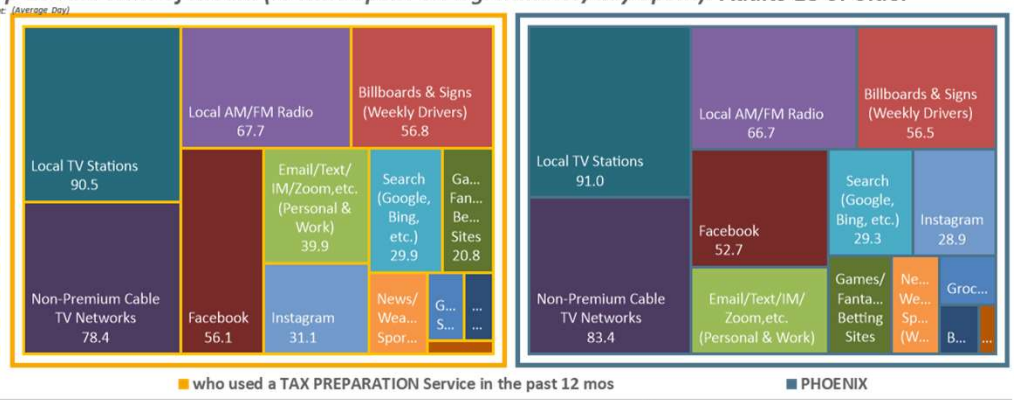


Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos spend an average of 7 hours and 49 minutes each day with All Forms of Ad-Supported Media. 79.4% listen to Local AM/FM Radio for an avg. of 62.4 minutes/day. *(Local Radio delivers 10.5% of Time with Ad-Supported Media.)*

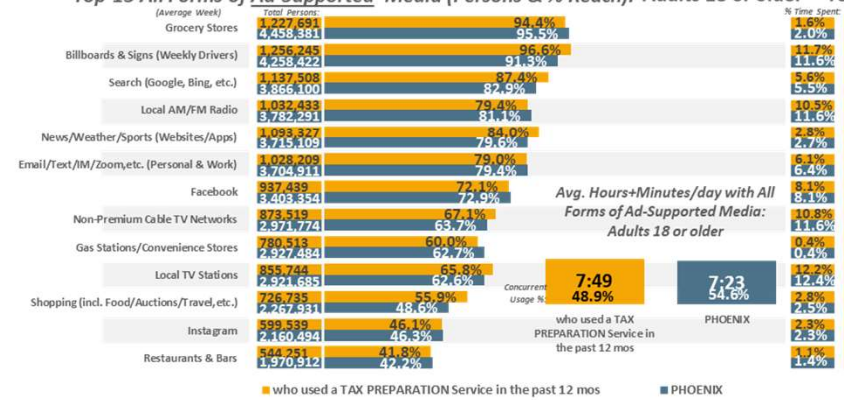
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



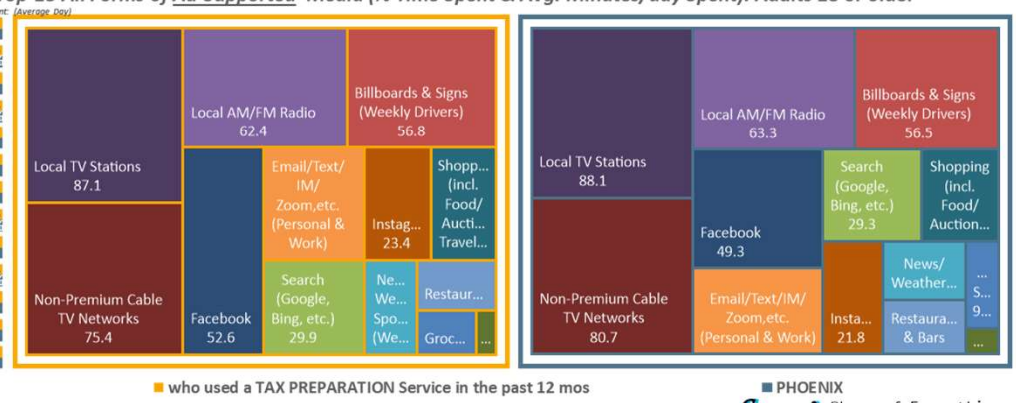
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 671

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

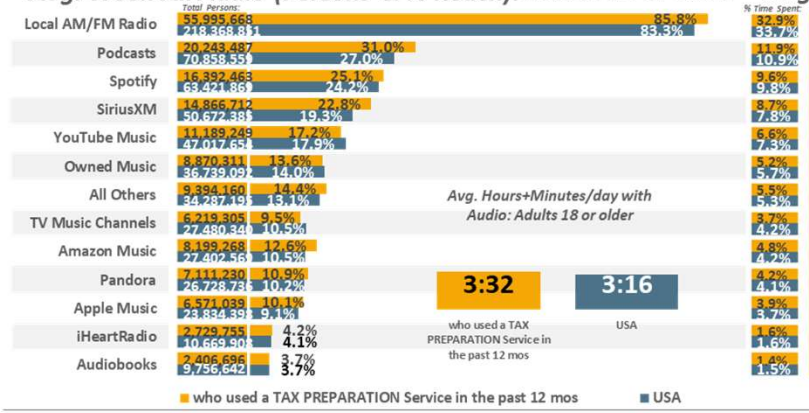
soefa.ai Share of Everything for Anything ©

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

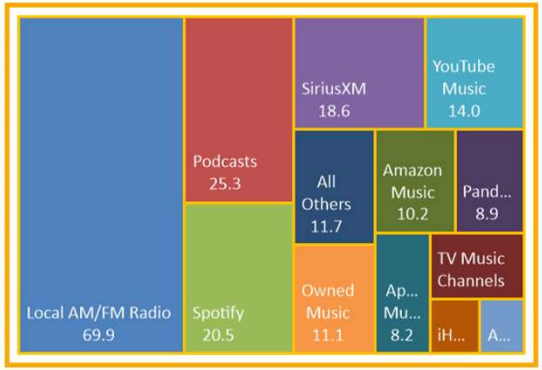


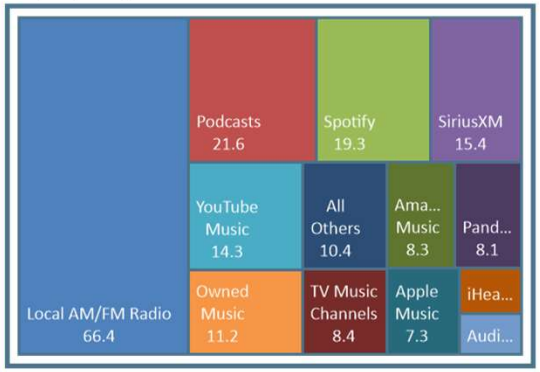
52,281,187 or 80.1% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos listen to Ad-Supported Local AM/FM Radio for an average of 63. minutes every day representing 41.% of all time spent daily with Ad-Supported Audio.

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



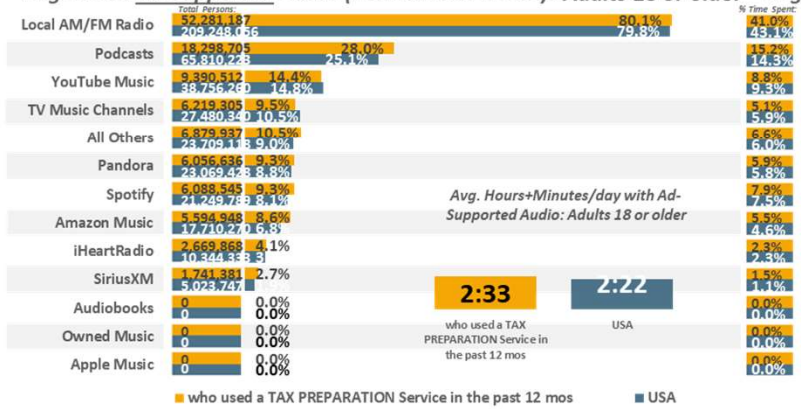
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



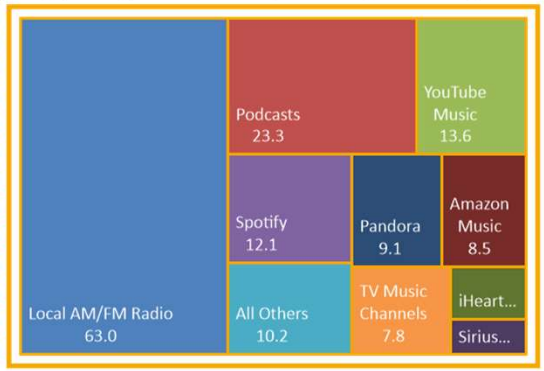


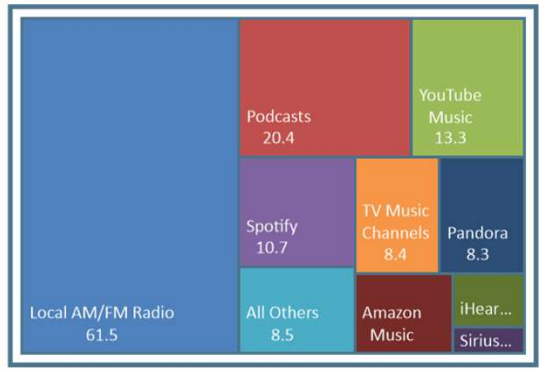
■ who used a TAX PREPARATION Service in the past 12 mos ■ USA

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



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





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

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

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

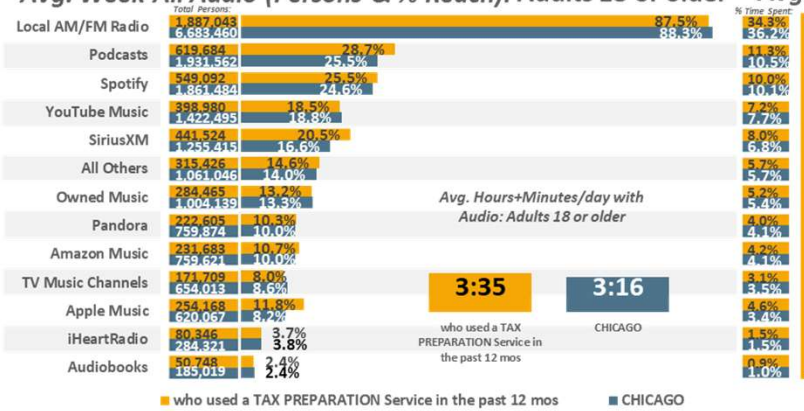
soefa.ai Share of Everything for Anything ©

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

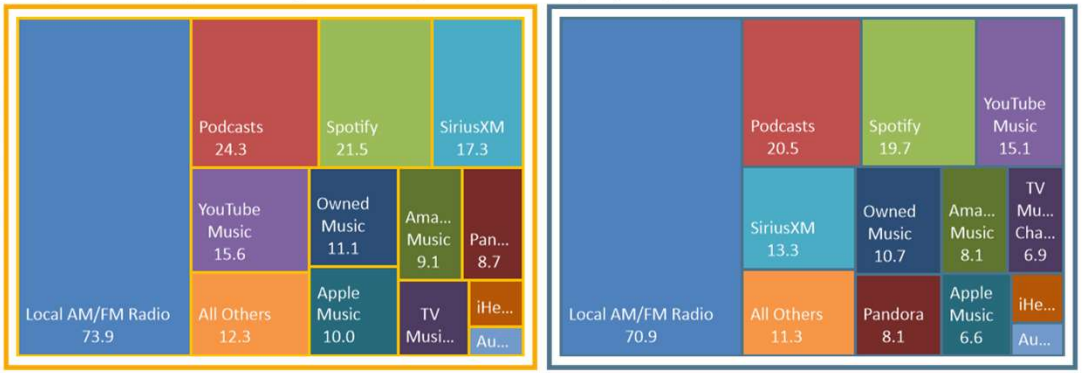


1,771,800 or 82.2% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos listen to Ad-Supported Local AM/FM Radio for an average of 67.5 minutes every day representing 42.7% of all time spent daily with Ad-Supported Audio.

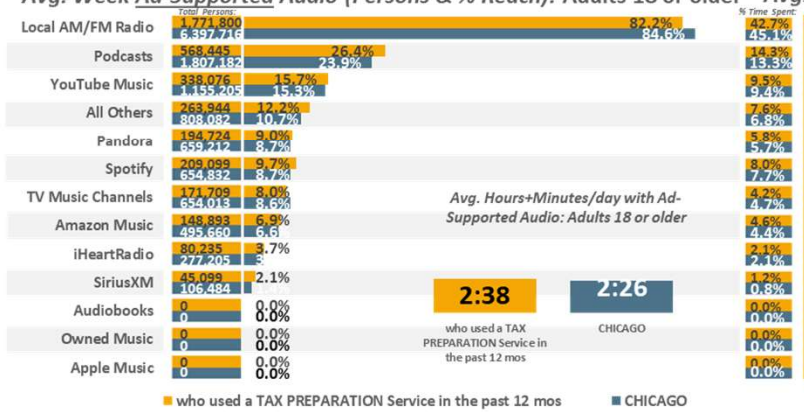
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



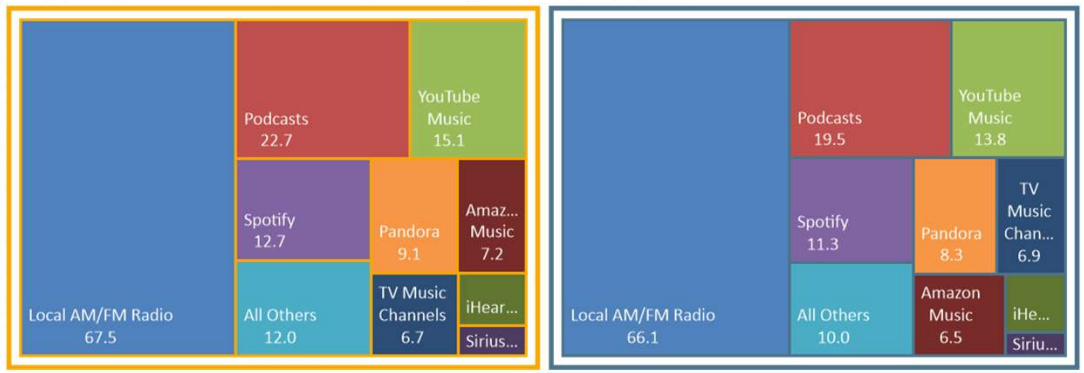
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 999

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

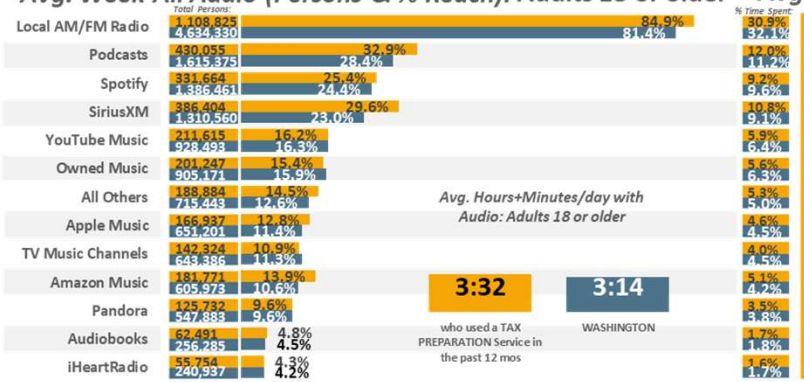
soefa.ai Share of Everything for Anything ©

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

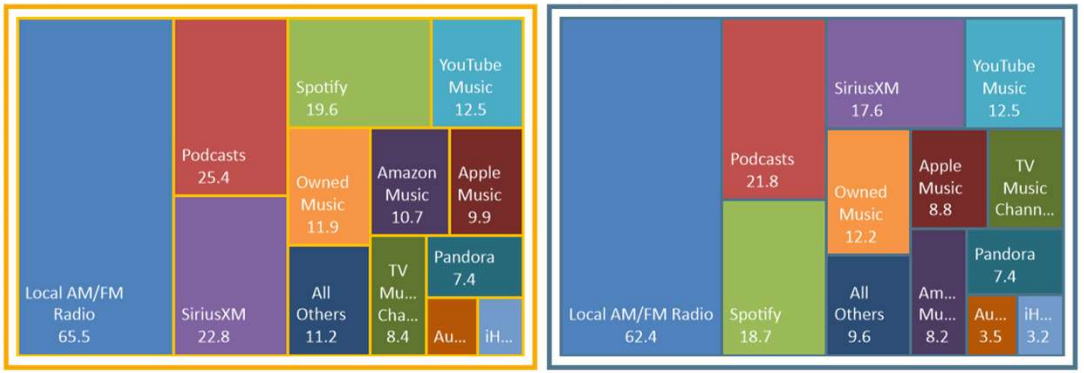


1,024,156 or 78.4% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos listen to Ad-Supported Local AM/FM Radio for an average of 56.9 minutes every day representing 39.8% of all time spent daily with Ad-Supported Audio.

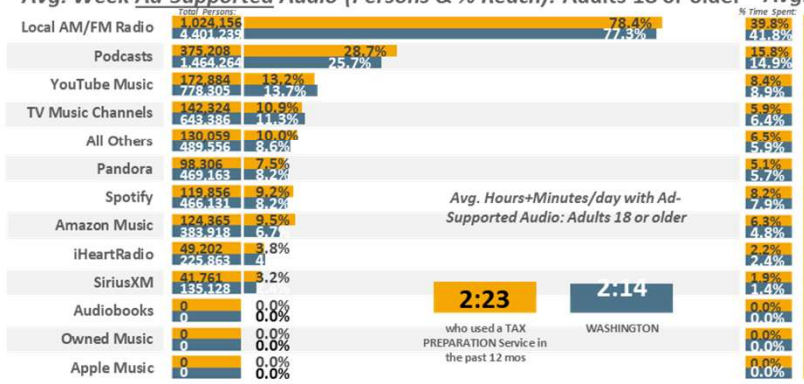
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



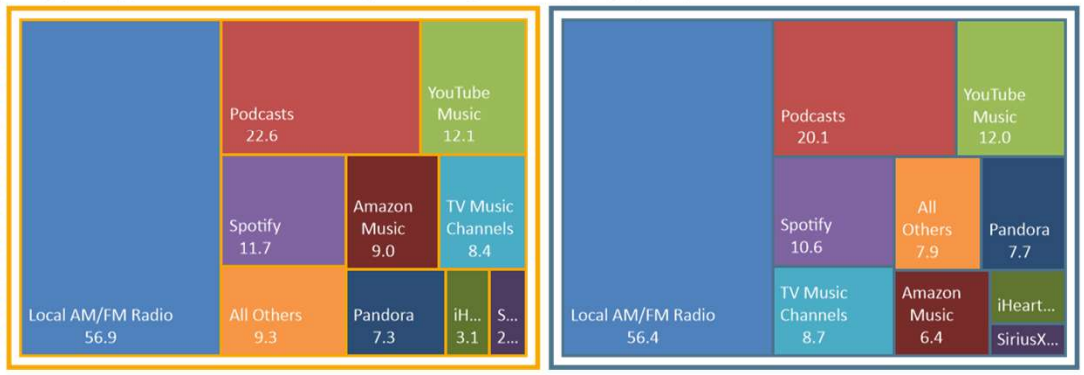
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,375

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

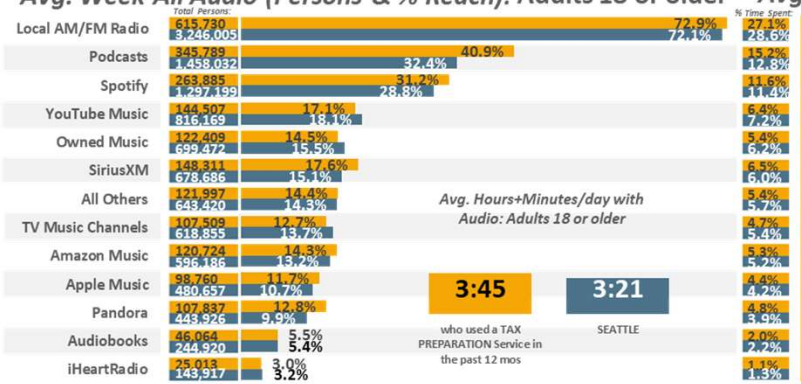
soefa.ai Share of Everything for Anything ©

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

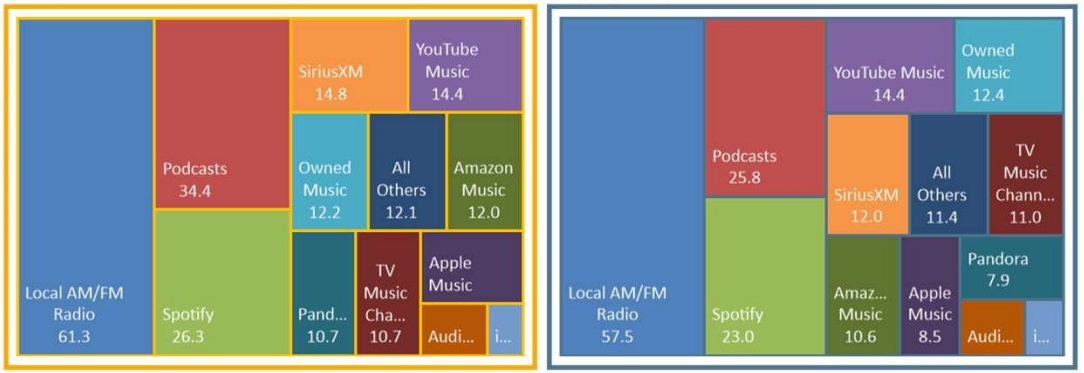


589,484 or 69.8% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos listen to Ad-Supported Local AM/FM Radio for an average of 53.1 minutes every day representing 34.4% of all time spent daily with Ad-Supported Audio.

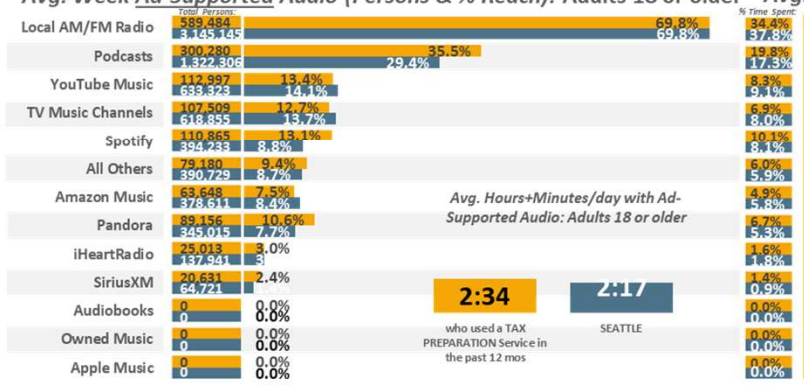
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



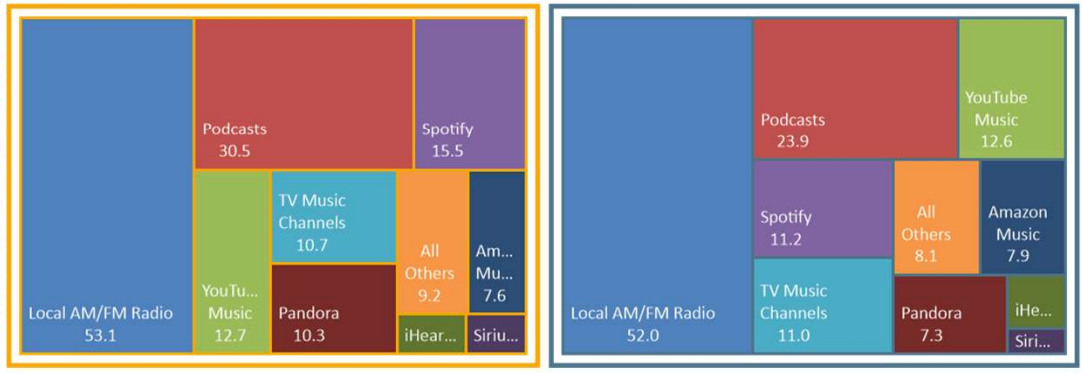
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 763

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

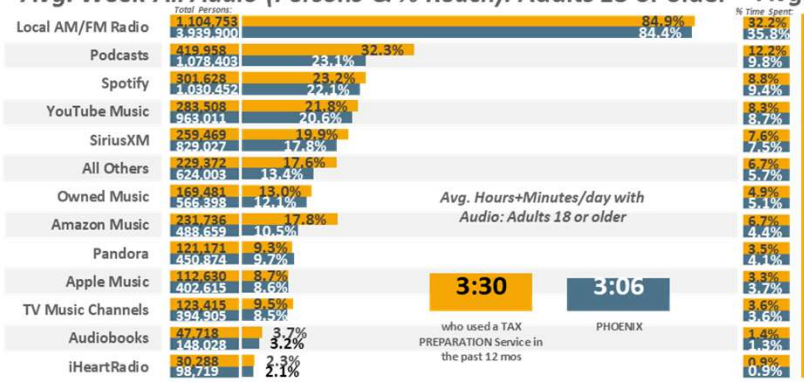
soefa.ai Share of Everything for Anything ©

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

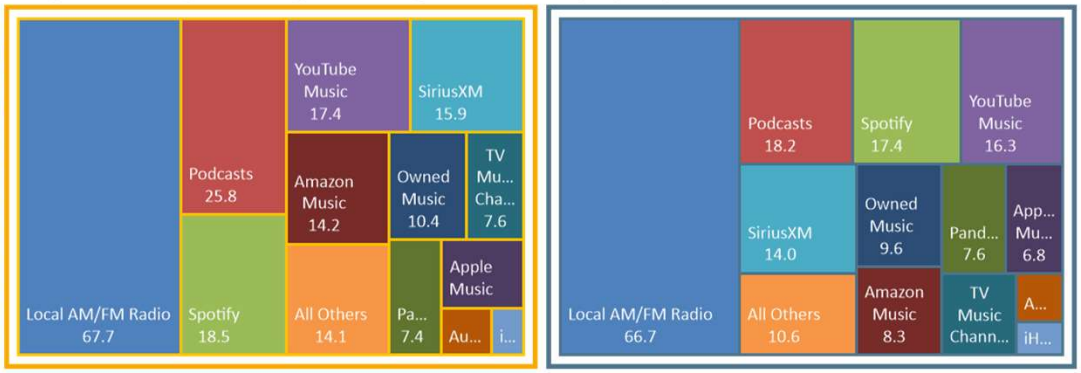


1,032,433 or 79.4% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos listen to Ad-Supported Local AM/FM Radio for an average of 62.4 minutes every day representing 39.2% of all time spent daily with Ad-Supported Audio.

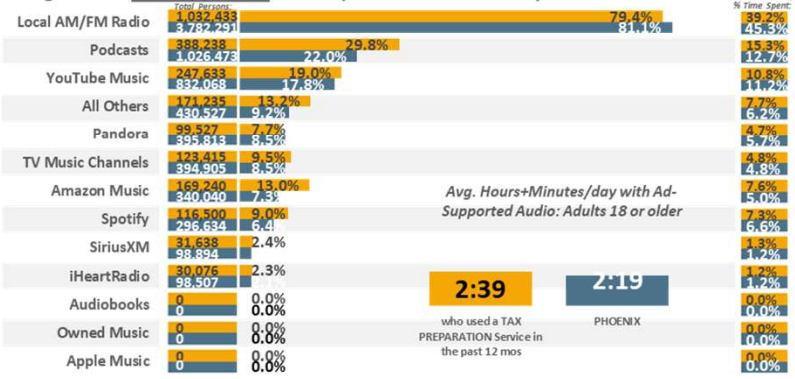
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



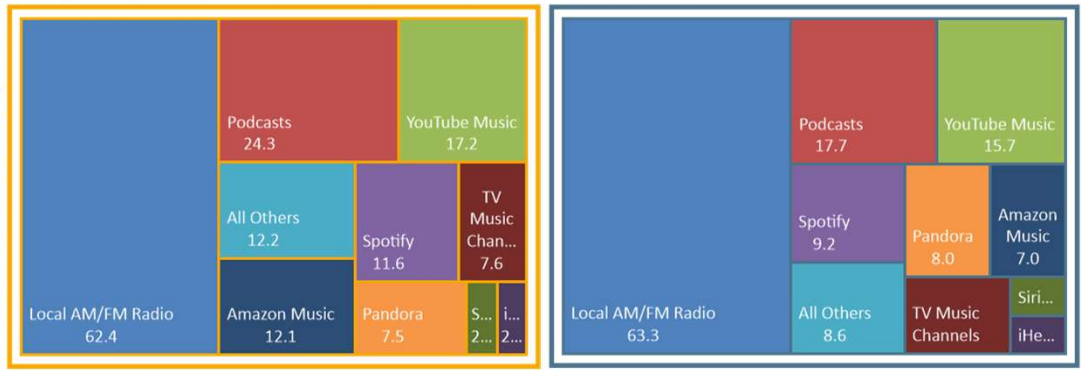
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 671

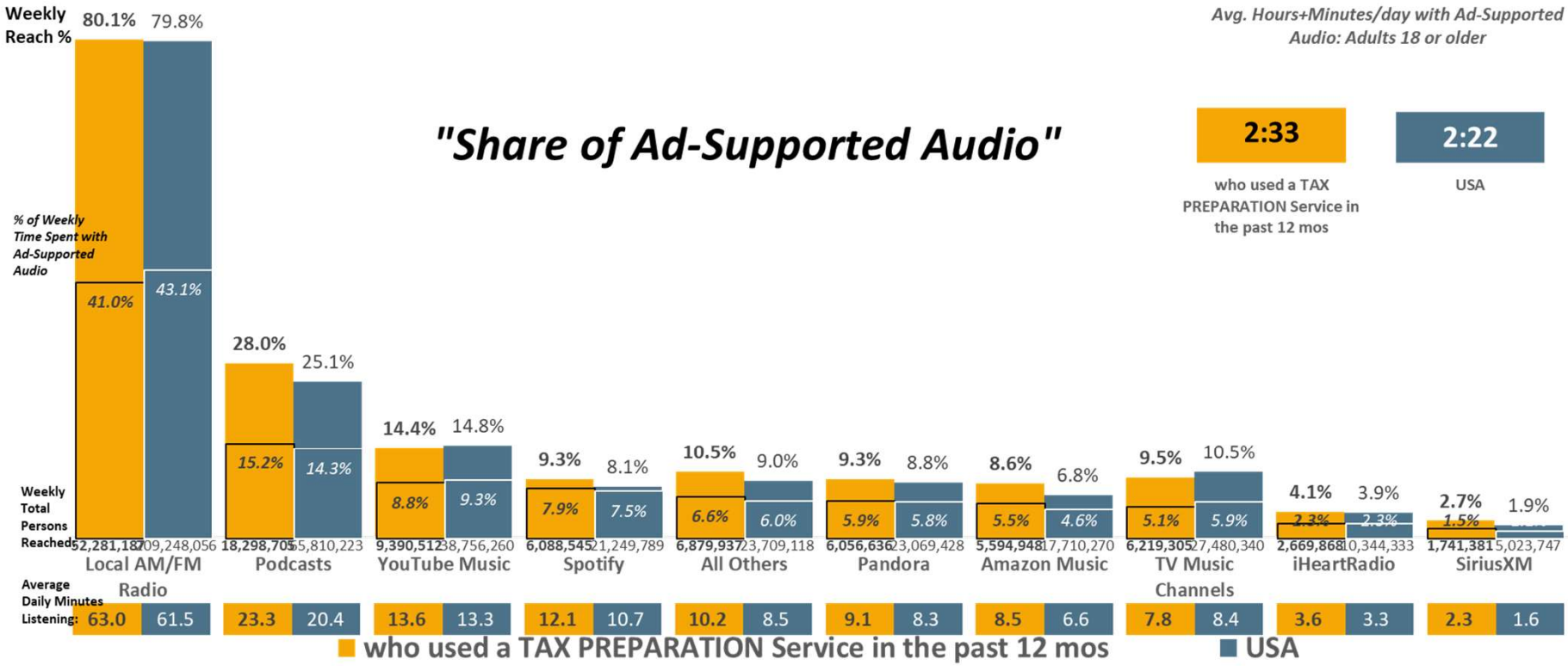
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

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



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



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

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

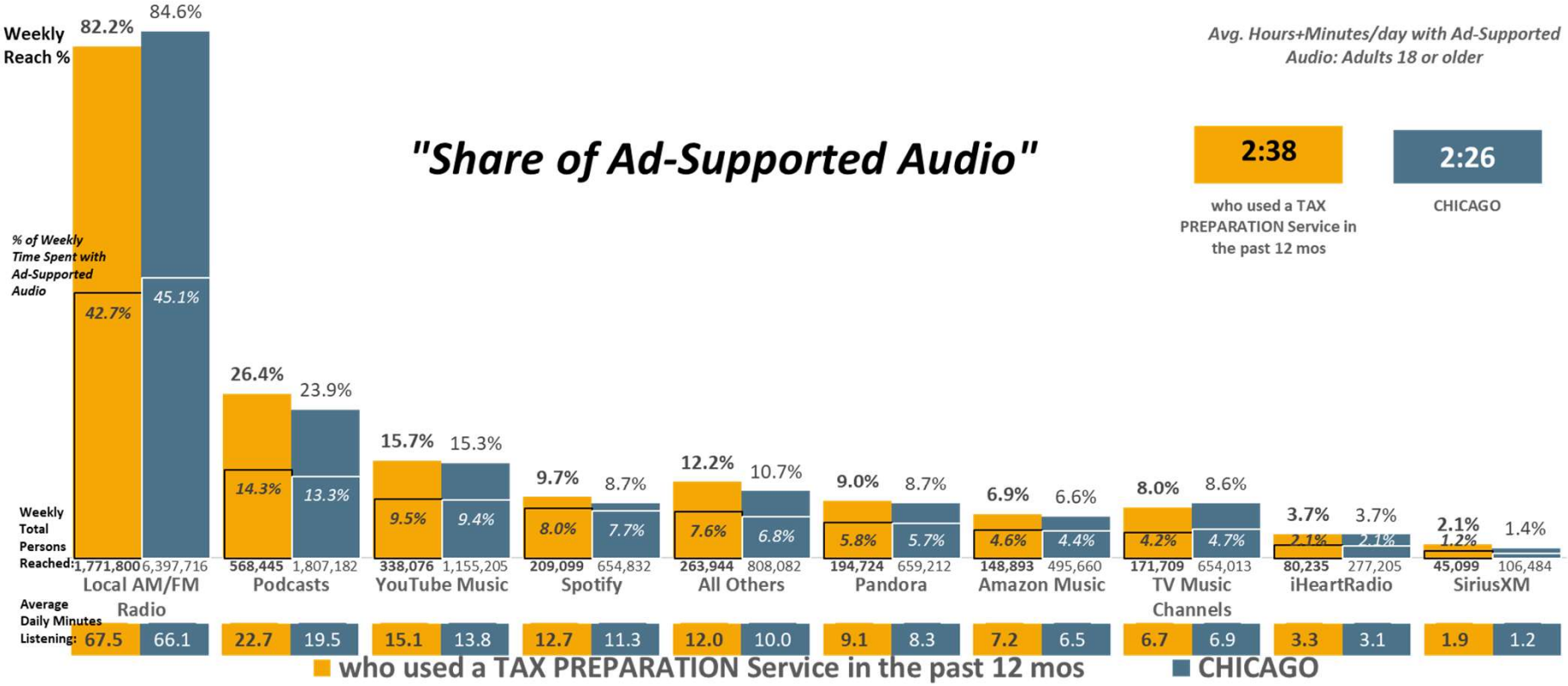
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

soefa.ai Share of Everything for Anything ©

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



1,771,800 or 82.2% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos listen to Ad-Supported Local AM/FM Radio for an average of 67.5 minutes every day representing 42.7% of all time spent daily with Ad-Supported Audio.



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 999 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

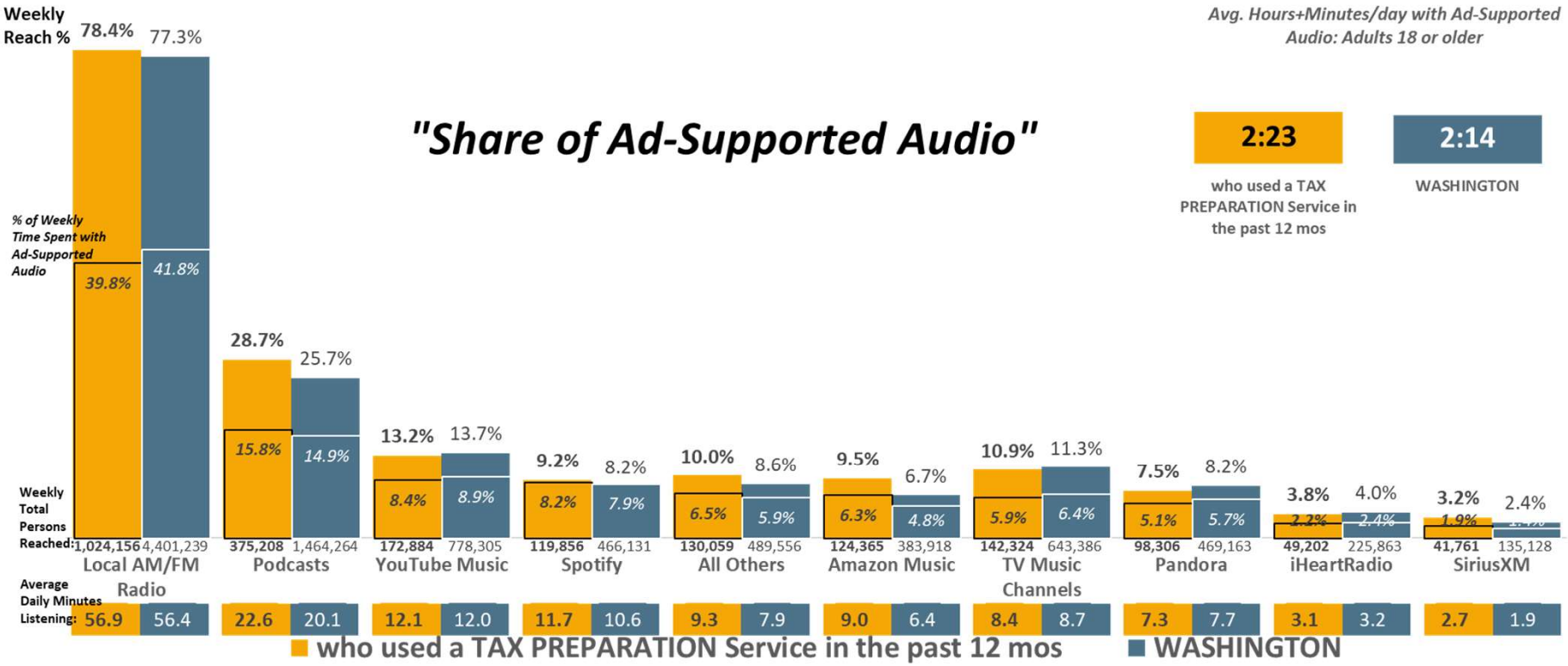
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

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



1,024,156 or 78.4% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos listen to Ad-Supported Local AM/FM Radio for an average of 56.9 minutes every day representing 39.8% of all time spent daily with Ad-Supported Audio.



WASHINGTON DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,375 WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

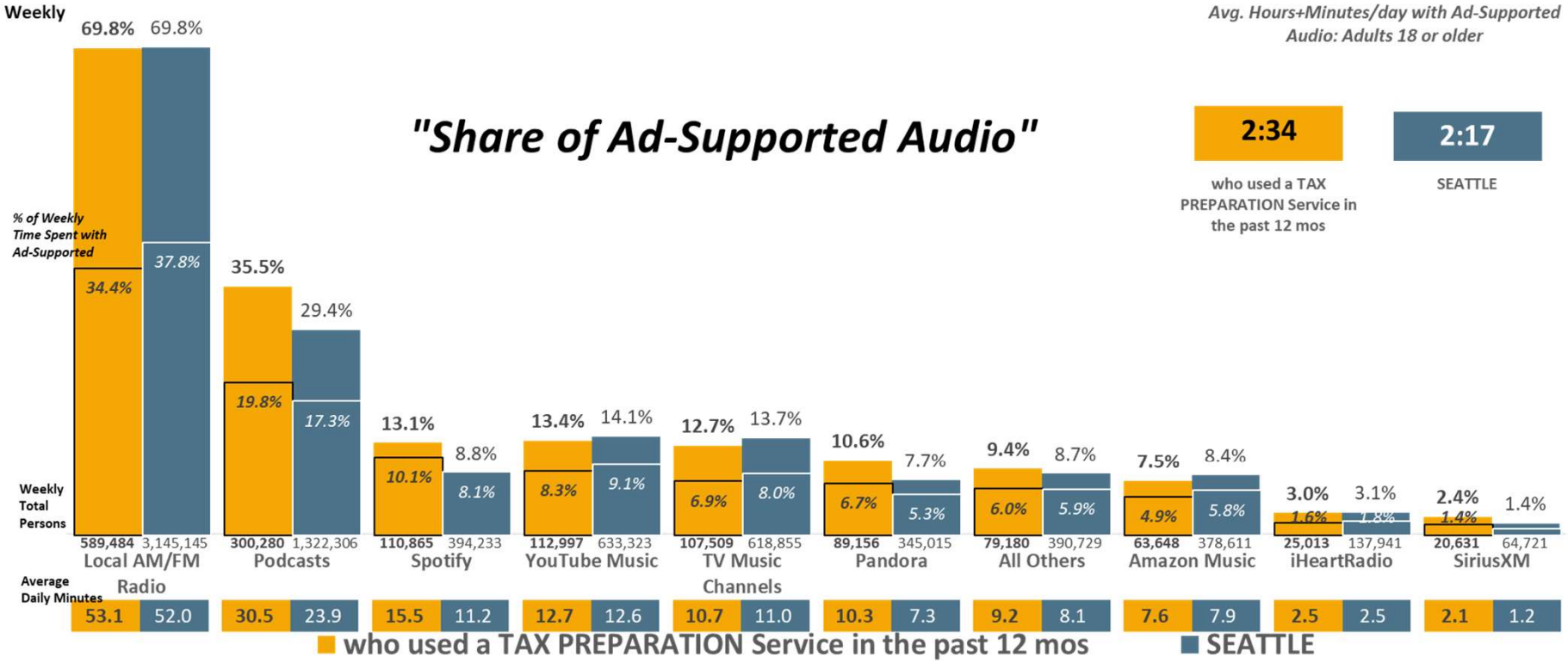
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

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



589,484 or 69.8% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos listen to Ad-Supported Local AM/FM Radio for an average of 53.1 minutes every day representing 34.4% of all time spent daily with Ad-Supported Audio.



SEATTLE DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 763 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

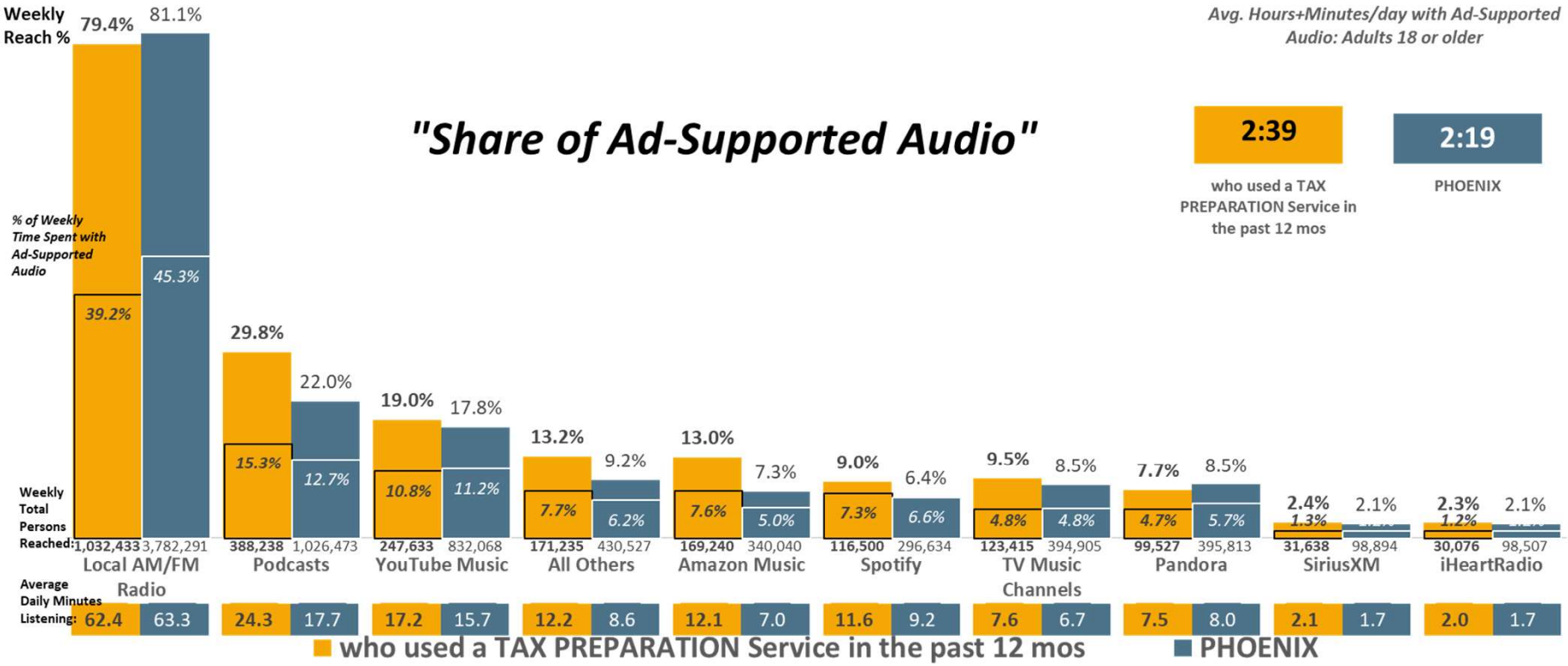
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

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



1,032,433 or 79.4% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos listen to Ad-Supported Local AM/FM Radio for an average of 62.4 minutes every day representing 39.2% of all time spent daily with Ad-Supported Audio.



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 671 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

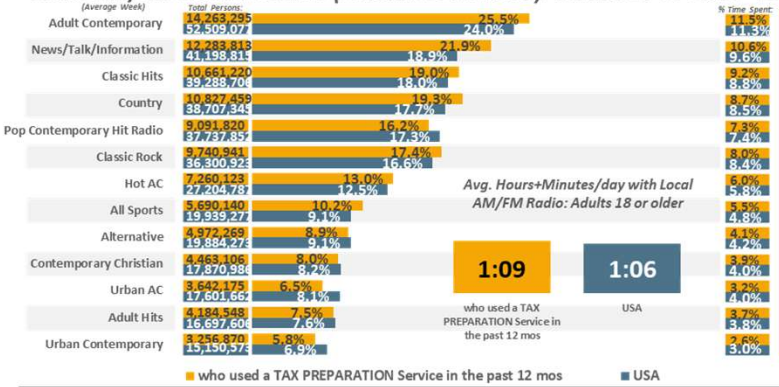
soefa.ai Share of Everything for Anything ©

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

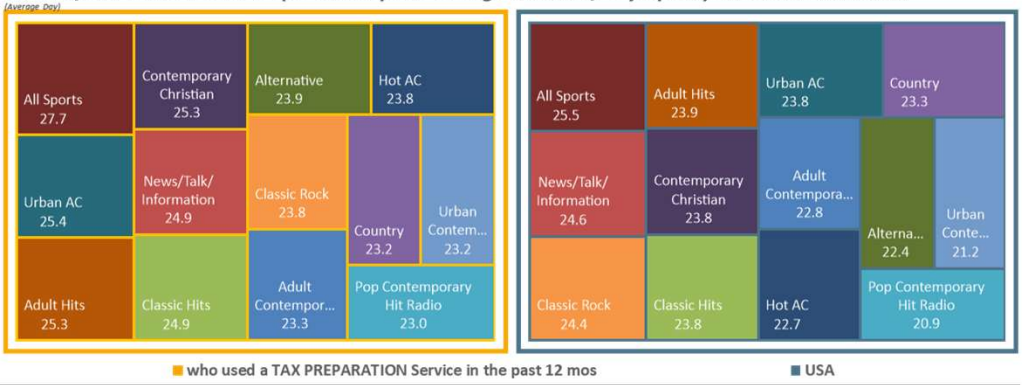


52,281,187 or 80.1% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Classic Hits, Classic Rock, and Pop Contemporary Hit Radio.

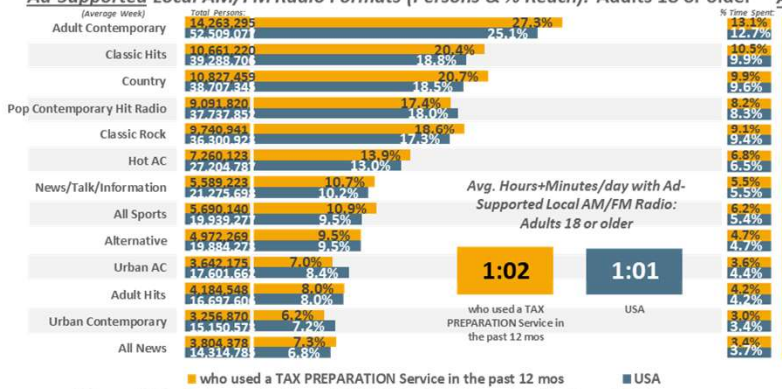
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



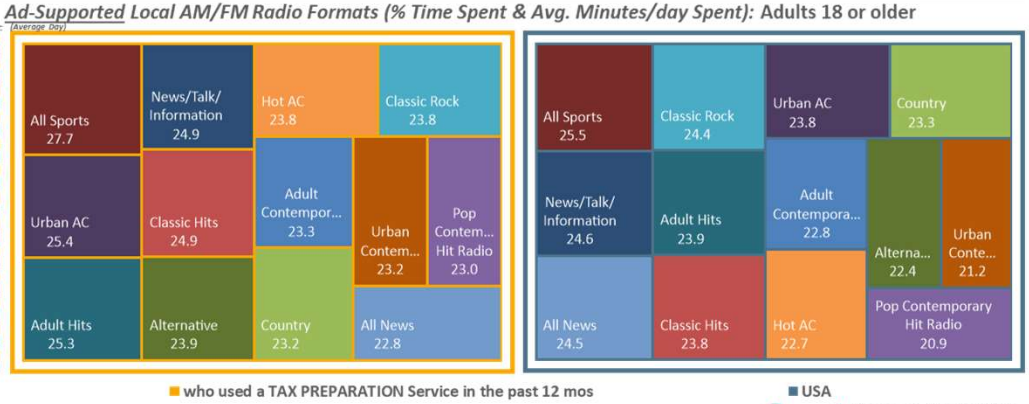
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

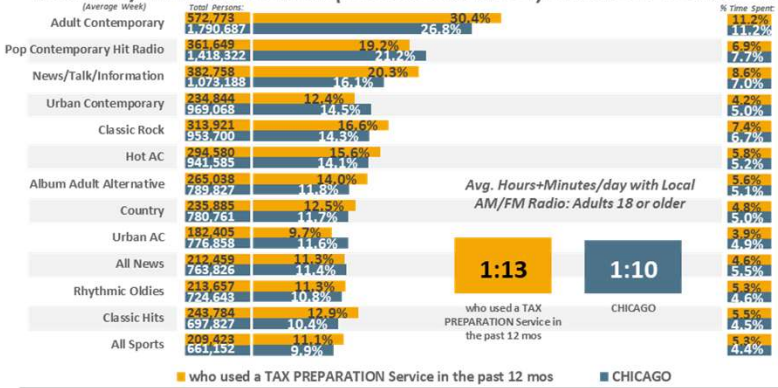
soefa.ai Share of Everything for Anything ©

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

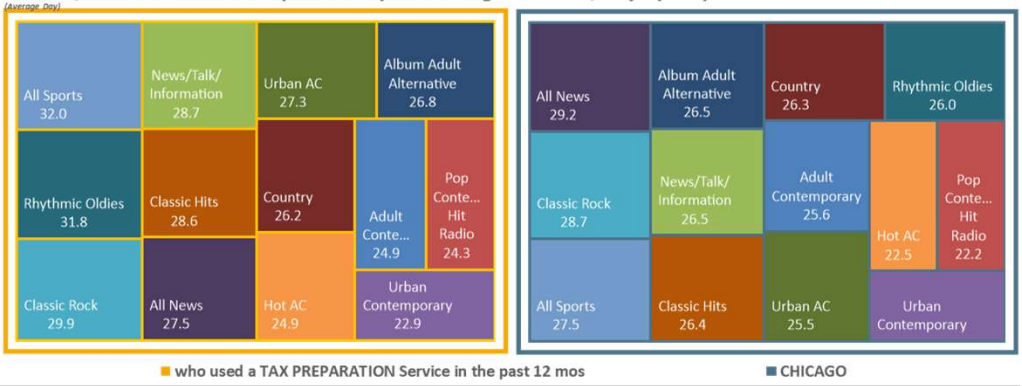


1,771,800 or 82.2% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Rock, Hot AC, and Album Adult Alternativ

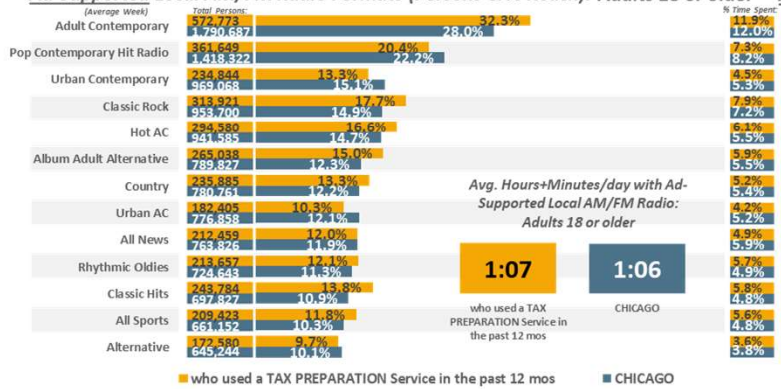
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



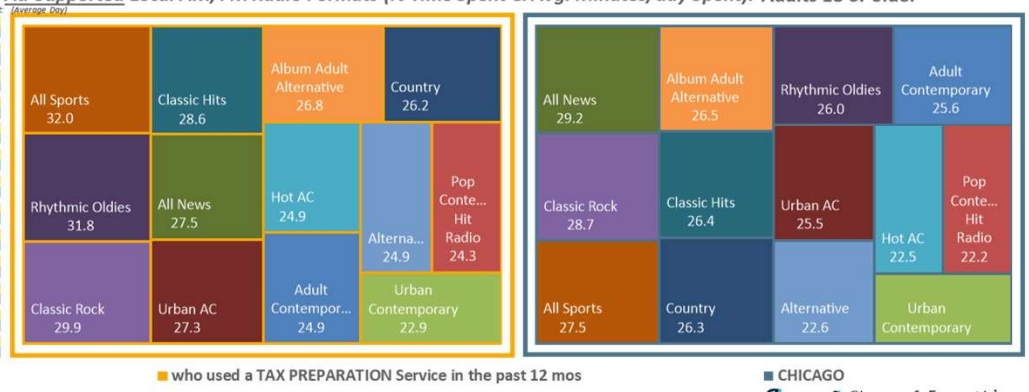
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 999

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

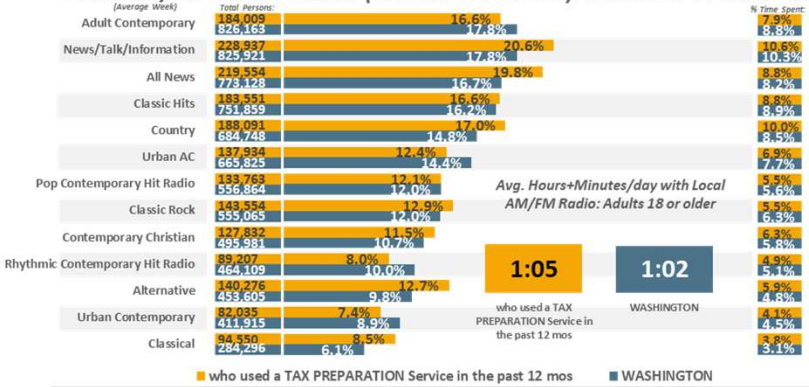
soefa.ai Share of Everything for Anything ©

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

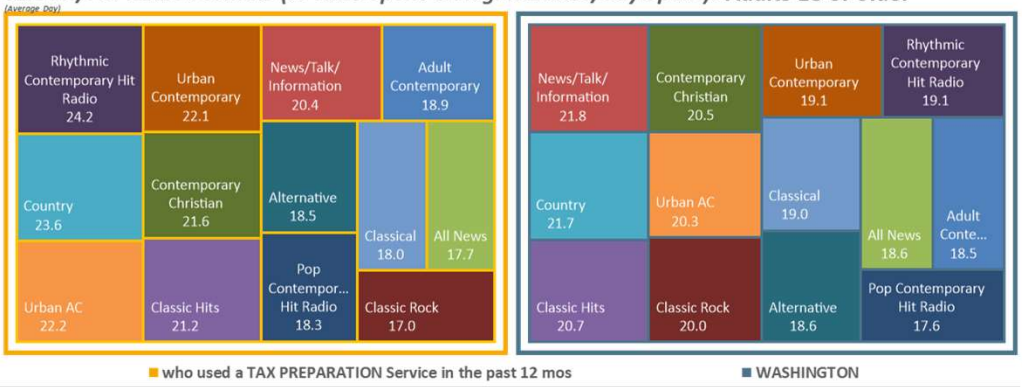


1,024,156 or 78.4% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are All News, Country, Adult Contemporary, Classic Hits, and Classic Rock.

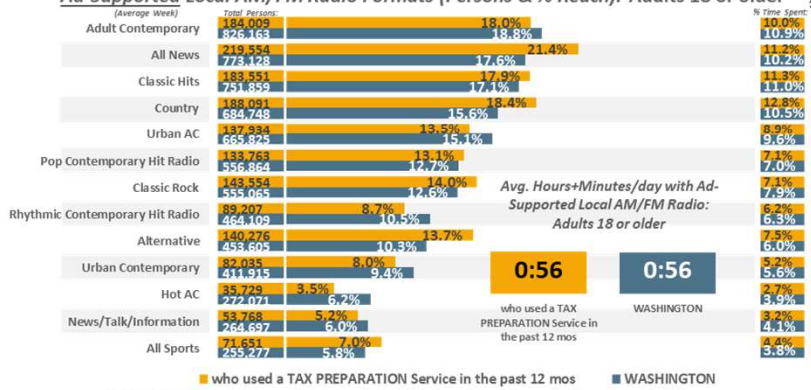
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



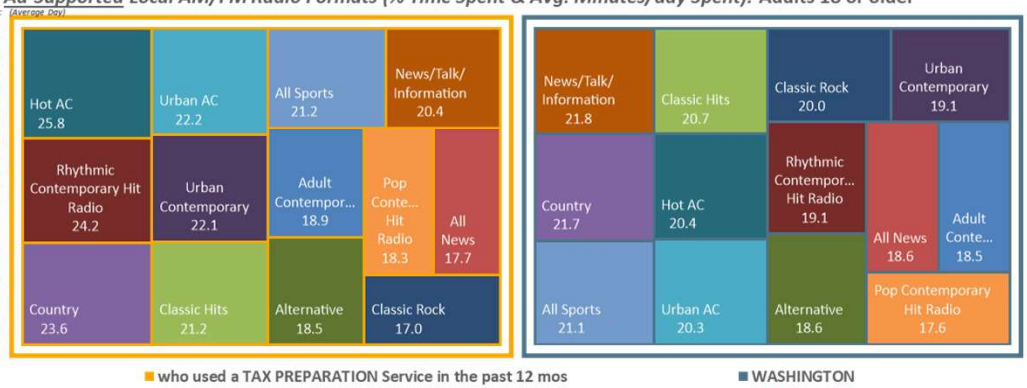
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,375

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

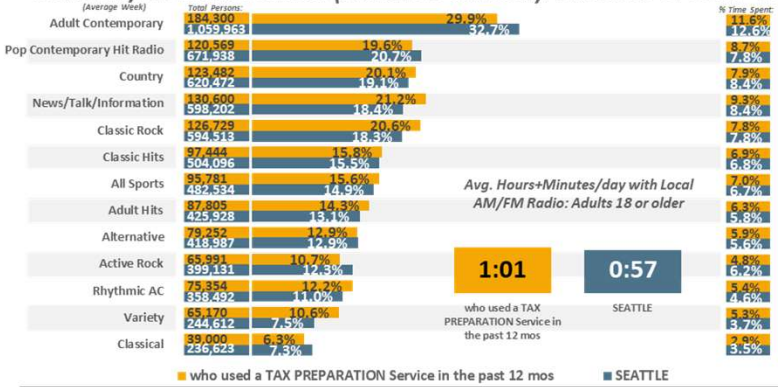
soefa.ai Share of Everything for Anything ©

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

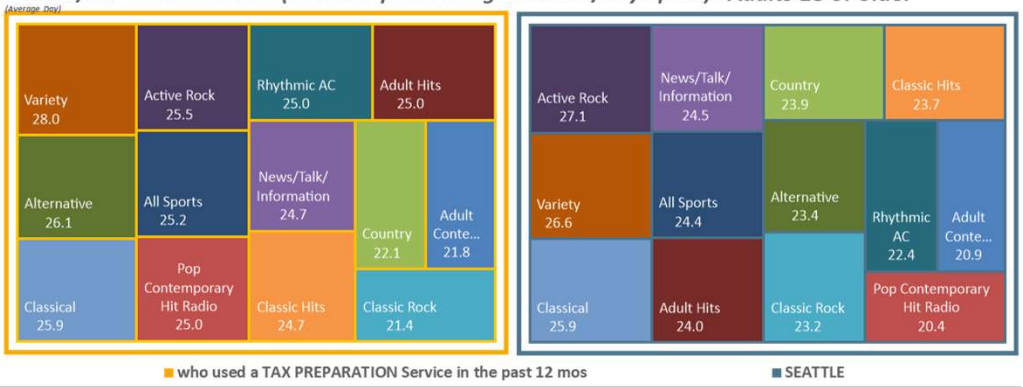


589,484 or 69.8% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Rock, Country, Pop Contemporary Hit Radio, and Classic Hits.

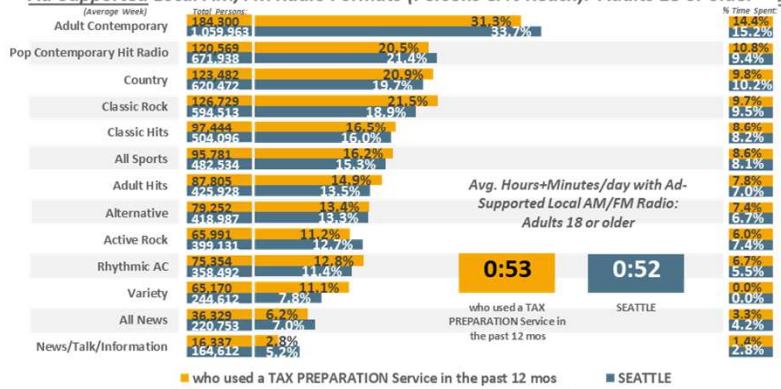
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



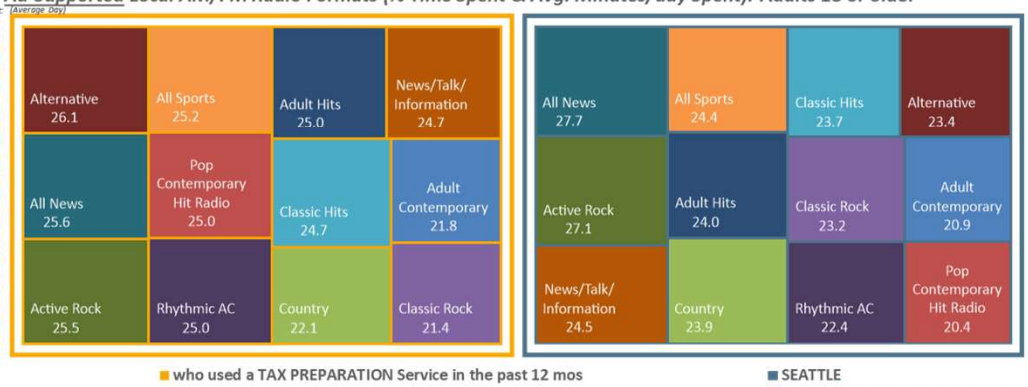
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 763

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

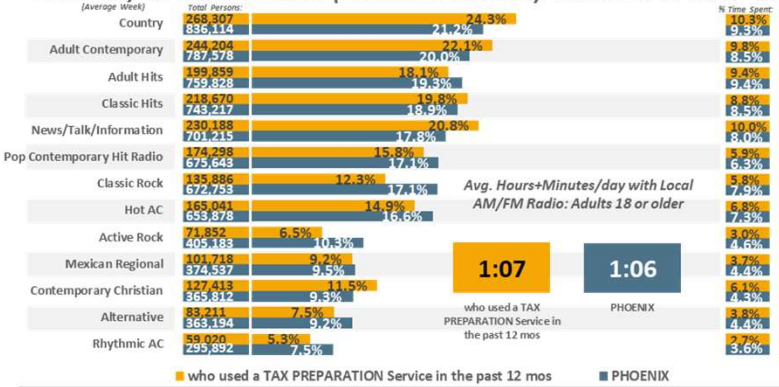
soefa.ai Share of Everything for Anything

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

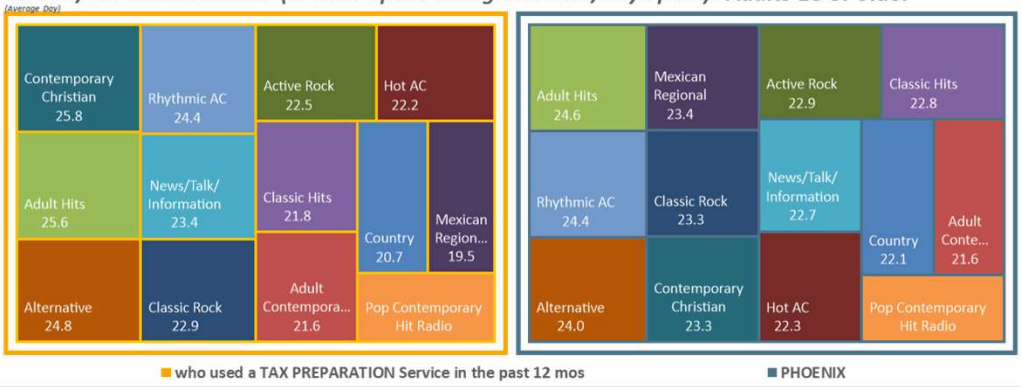


1,032,433 or 79.4% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, Classic Hits, Adult Hits, and Pop Contemporary Hit Radio.

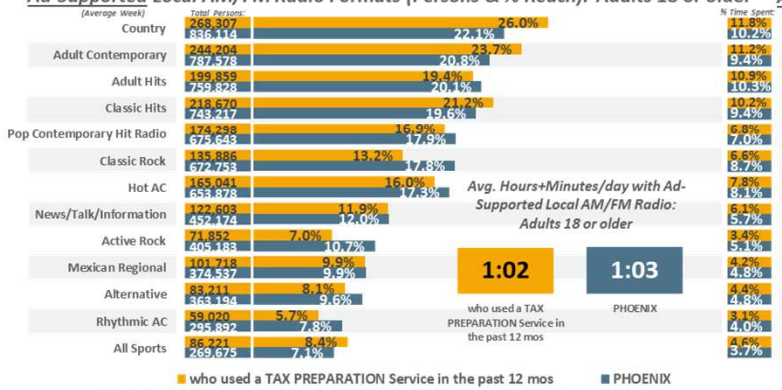
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



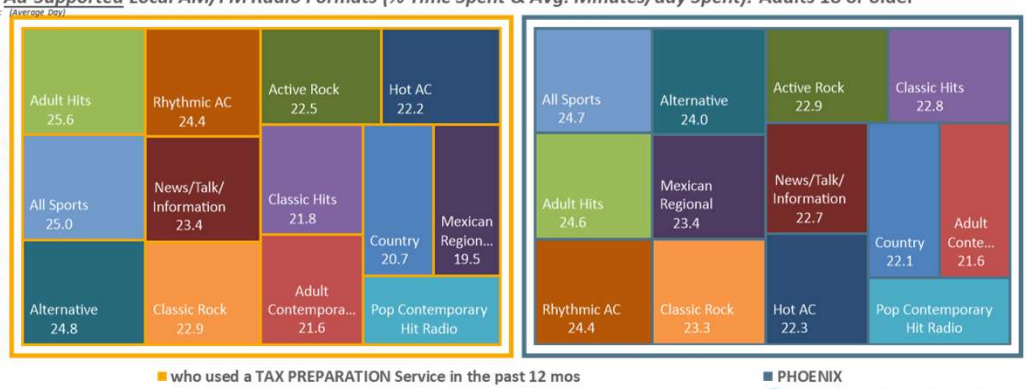
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 671

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

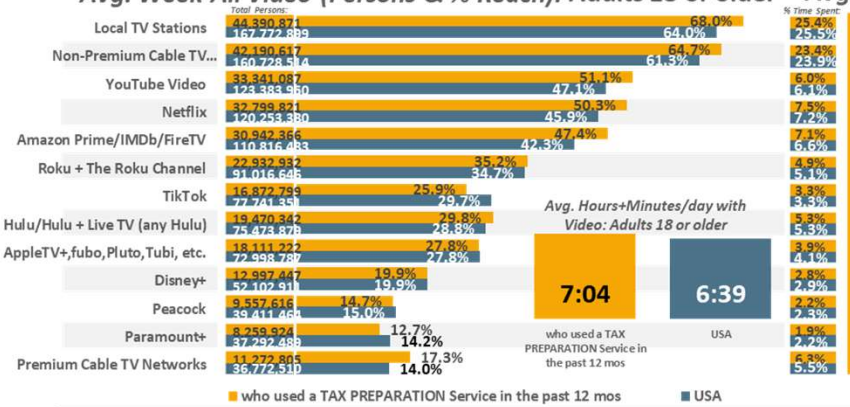
soefa.ai Share of Everything for Anything ©

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

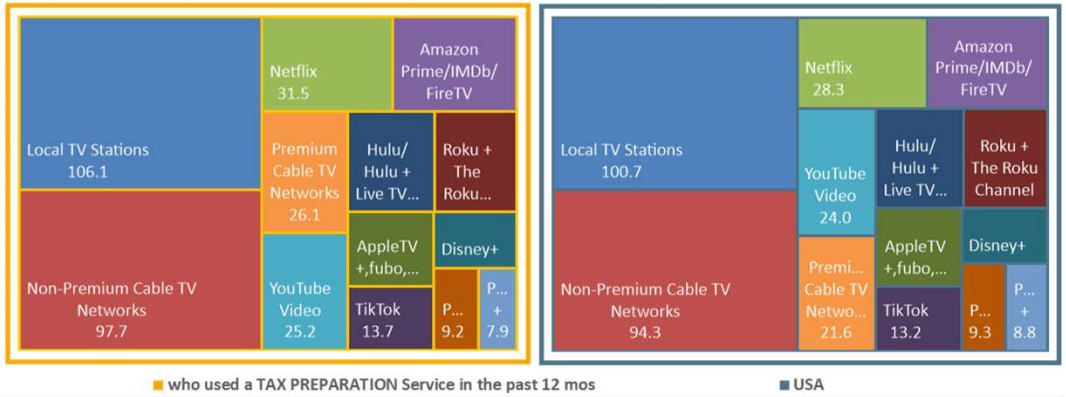


43,684,855 or 67.% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos watch Ad-Supported Local TV Stations for an average of 100.4 minutes every day representing 28.9% of all time spent daily with Ad-Supported Video.

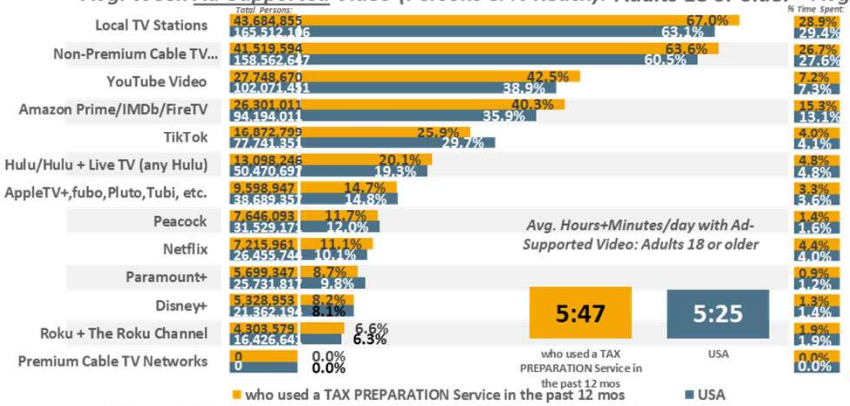
Avg. Week All Video (Persons & % Reach): Adults 18 or older



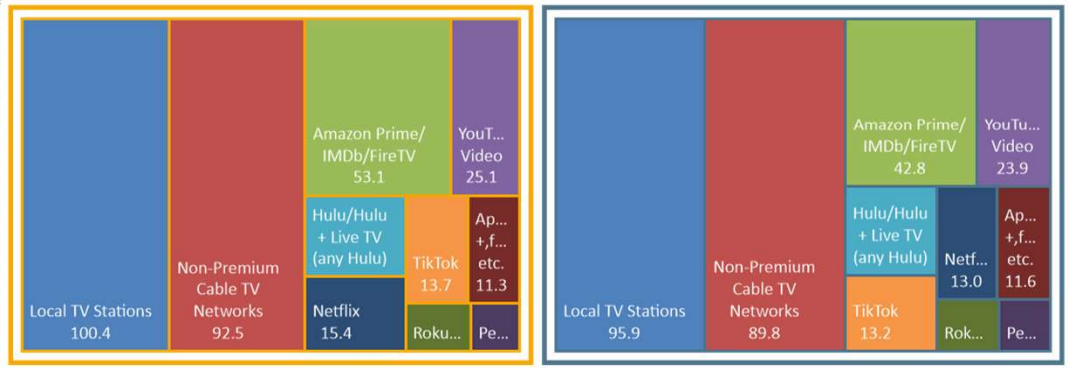
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

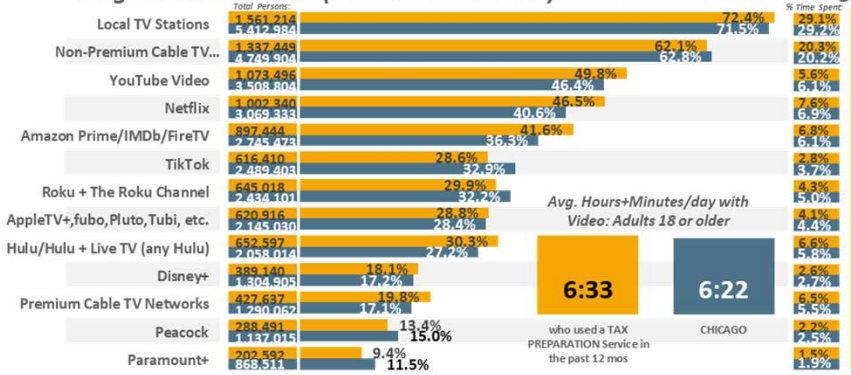
soefa.ai Share of Everything for Anything ©

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

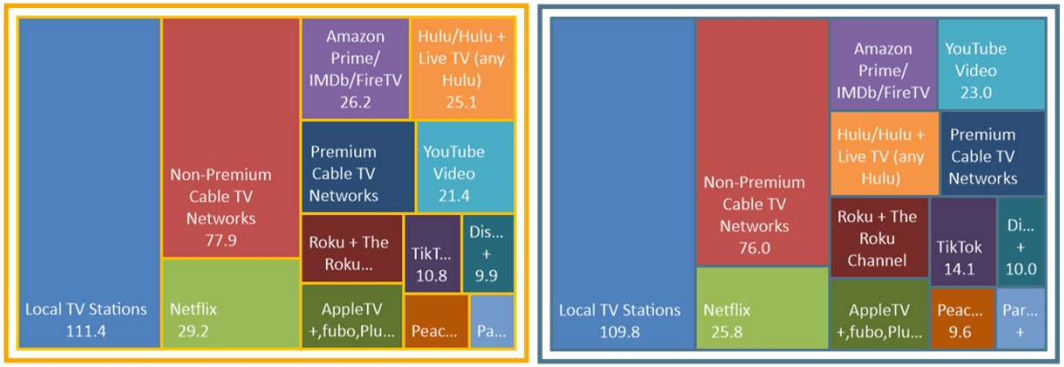


1,541,743 or 71.5% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos watch Ad-Supported Local TV Stations for an average of 105.7 minutes every day representing 32.7% of all time spent daily with Ad-Supported Video.

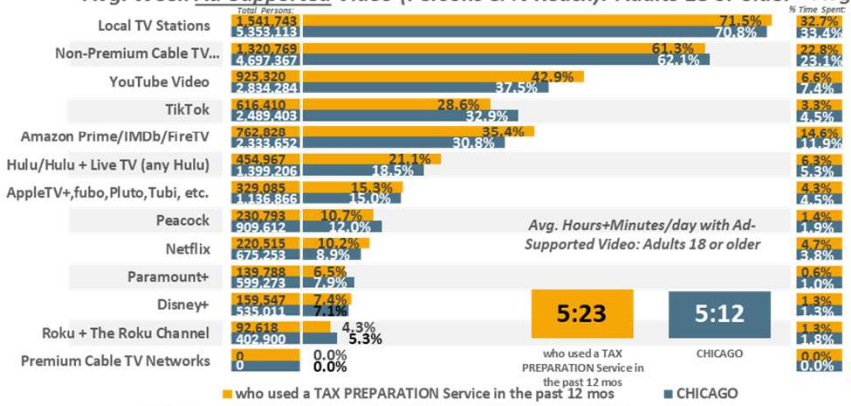
Avg. Week All Video (Persons & % Reach): Adults 18 or older



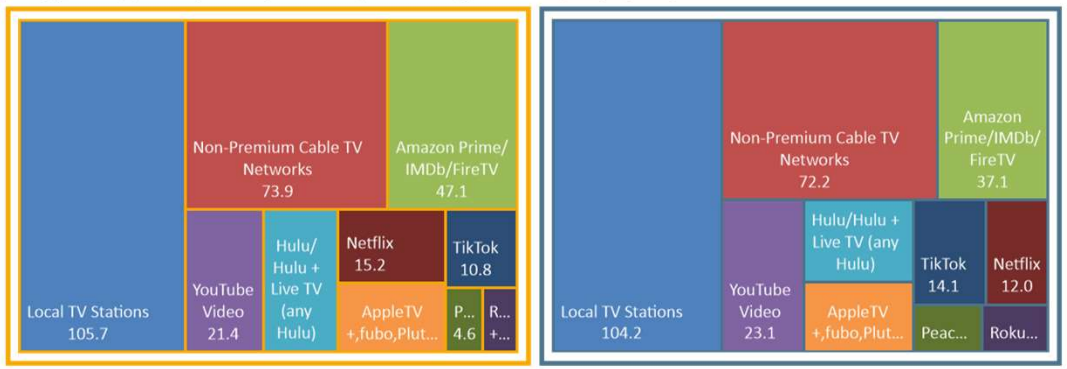
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 999

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

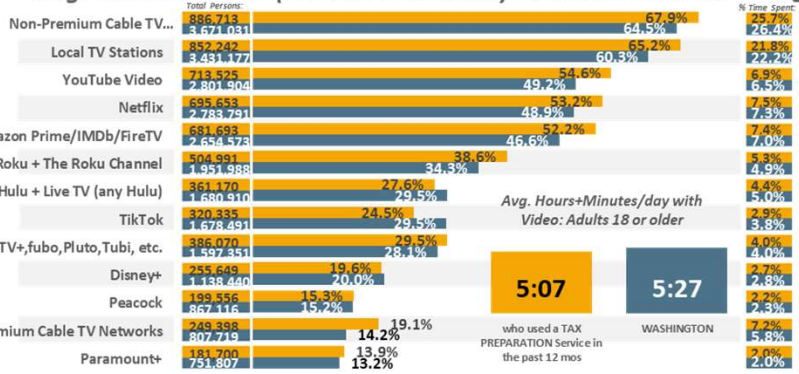
soefa.ai Share of Everything for Anything ©

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

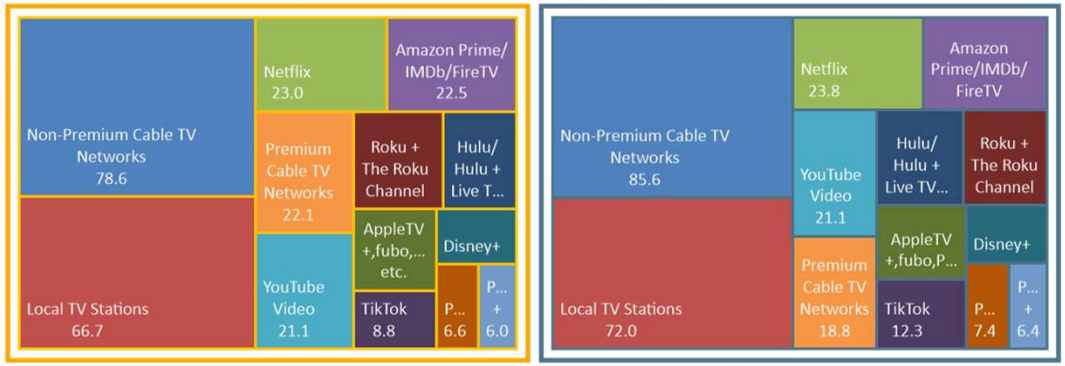


834,371 or 63.9% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos watch Ad-Supported Local TV Stations for an average of 62.1 minutes every day representing 24.8% of all time spent daily with Ad-Supported Video.

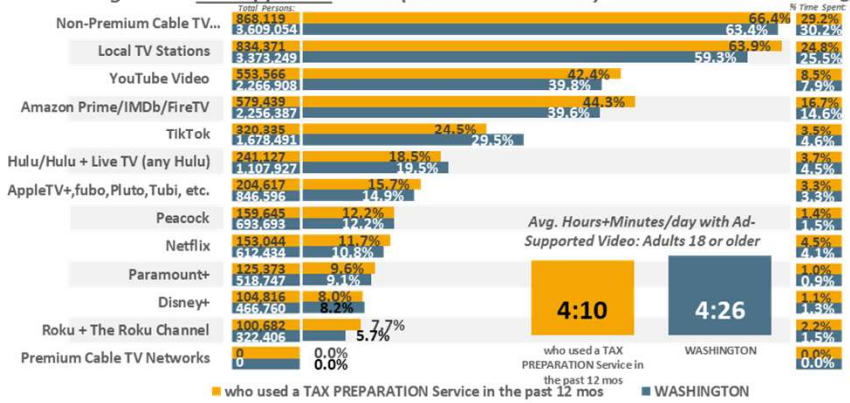
Avg. Week All Video (Persons & % Reach): Adults 18 or older



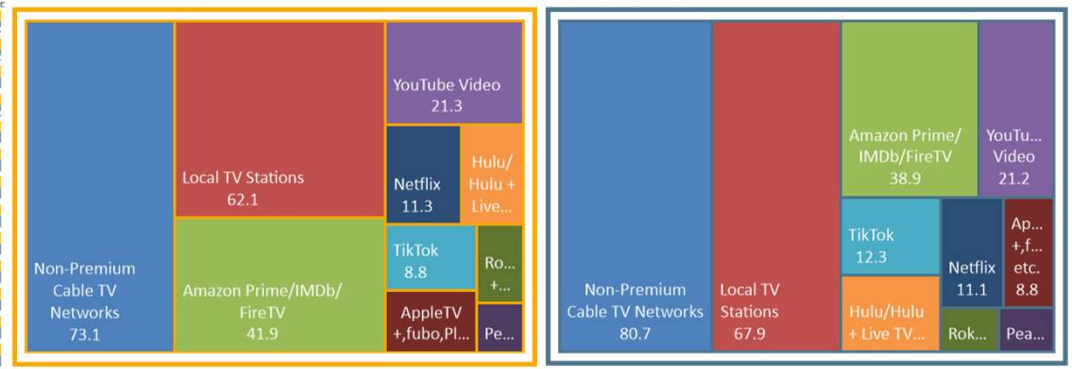
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,375

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

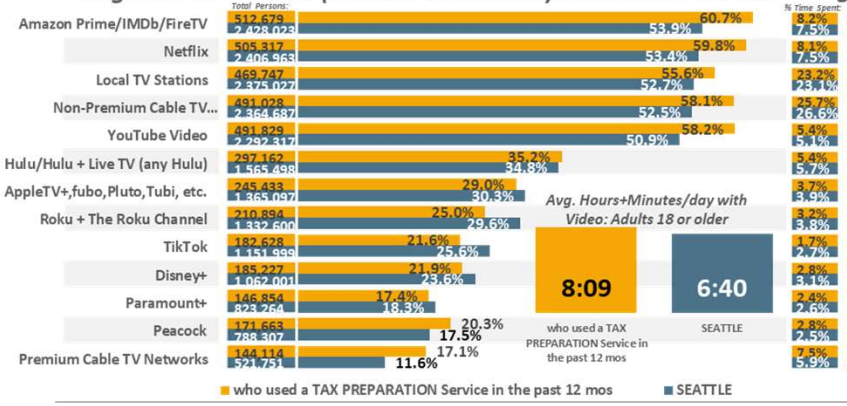
soefa.ai Share of Everything for Anything ©

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

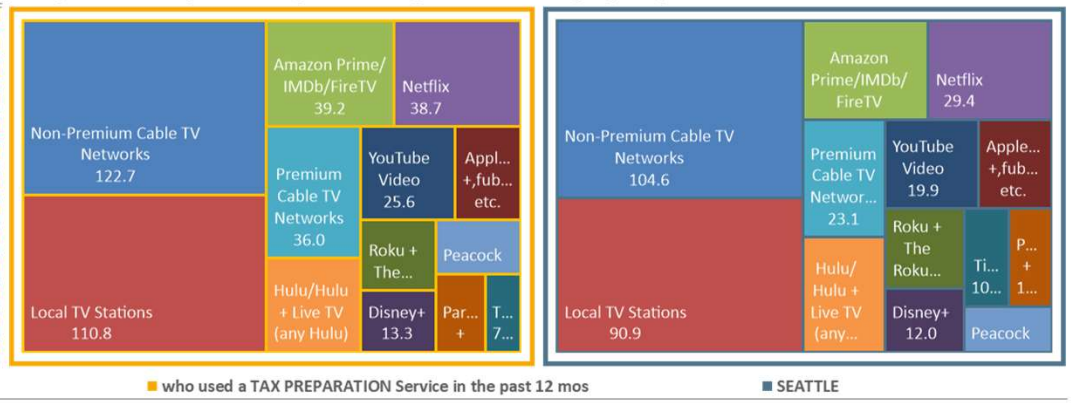


462,513 or 54.7% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos watch Ad-Supported Local TV Stations for an average of 104.5 minutes every day representing 25.8% of all time spent daily with Ad-Supported Video.

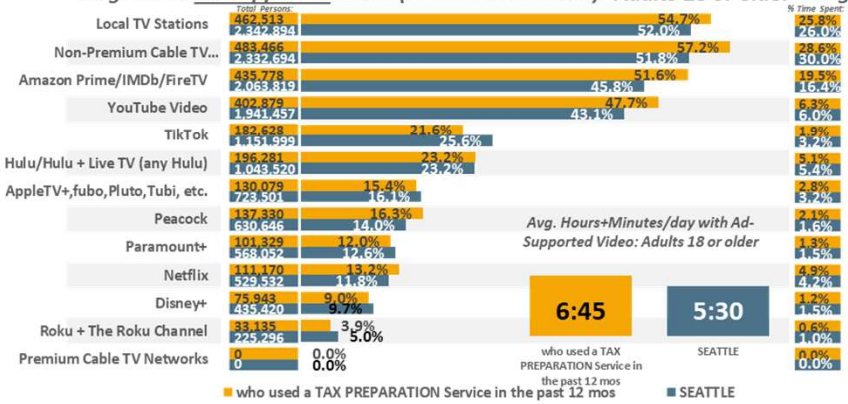
Avg. Week All Video (Persons & % Reach): Adults 18 or older



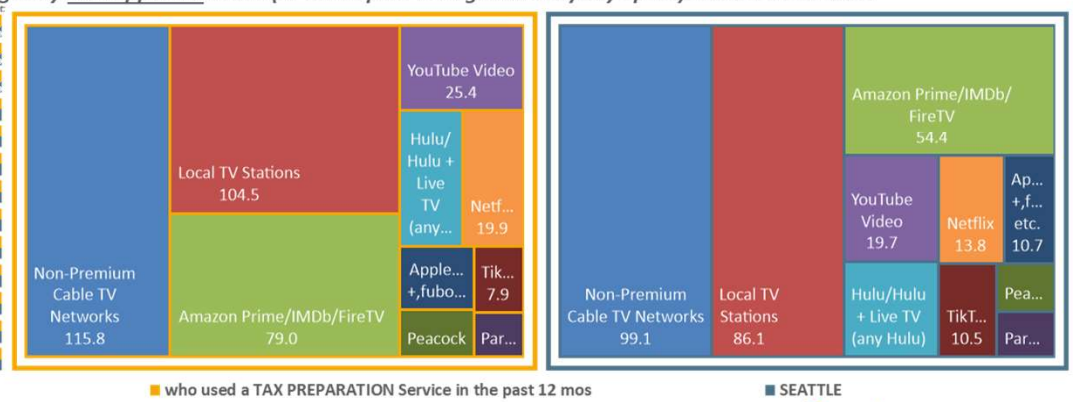
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 763

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

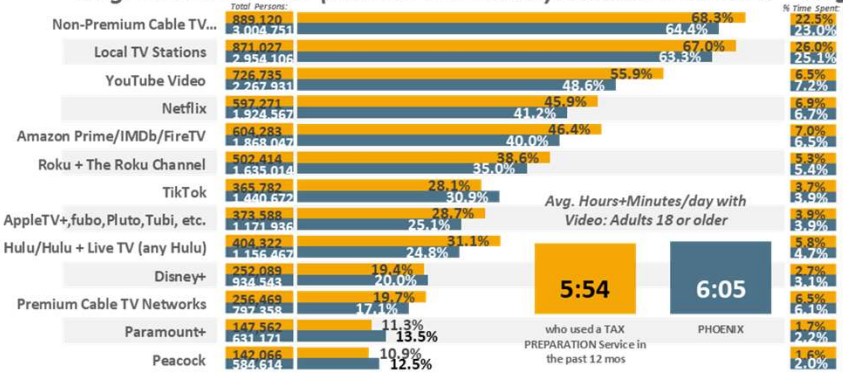
soefa.ai Share of Everything for Anything ©

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

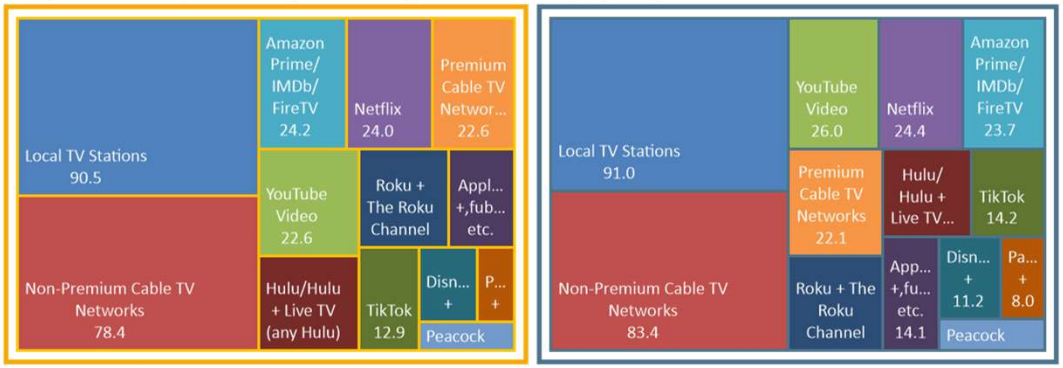


855,744 or 65.8% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos watch Ad-Supported Local TV Stations for an average of 87.1 minutes every day representing 29.5% of all time spent daily with Ad-Supported Video.

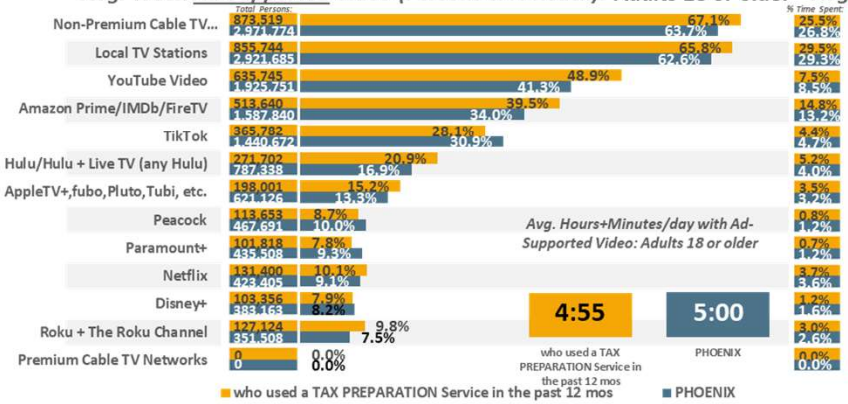
Avg. Week All Video (Persons & % Reach): Adults 18 or older



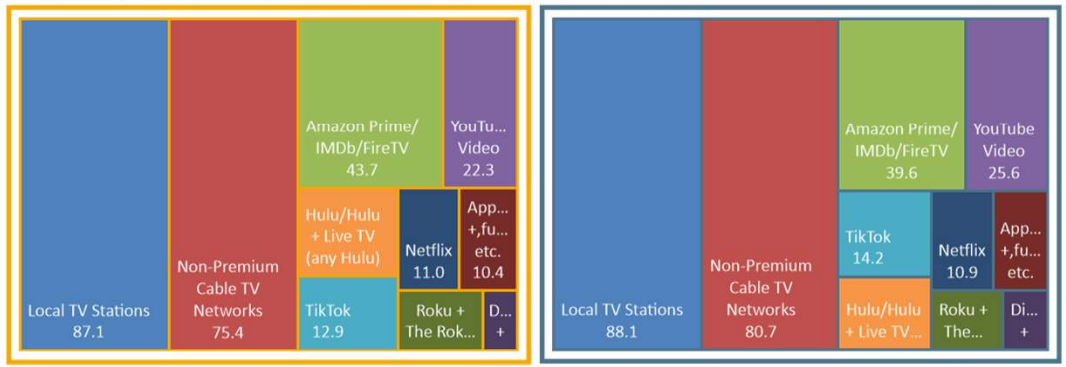
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 671

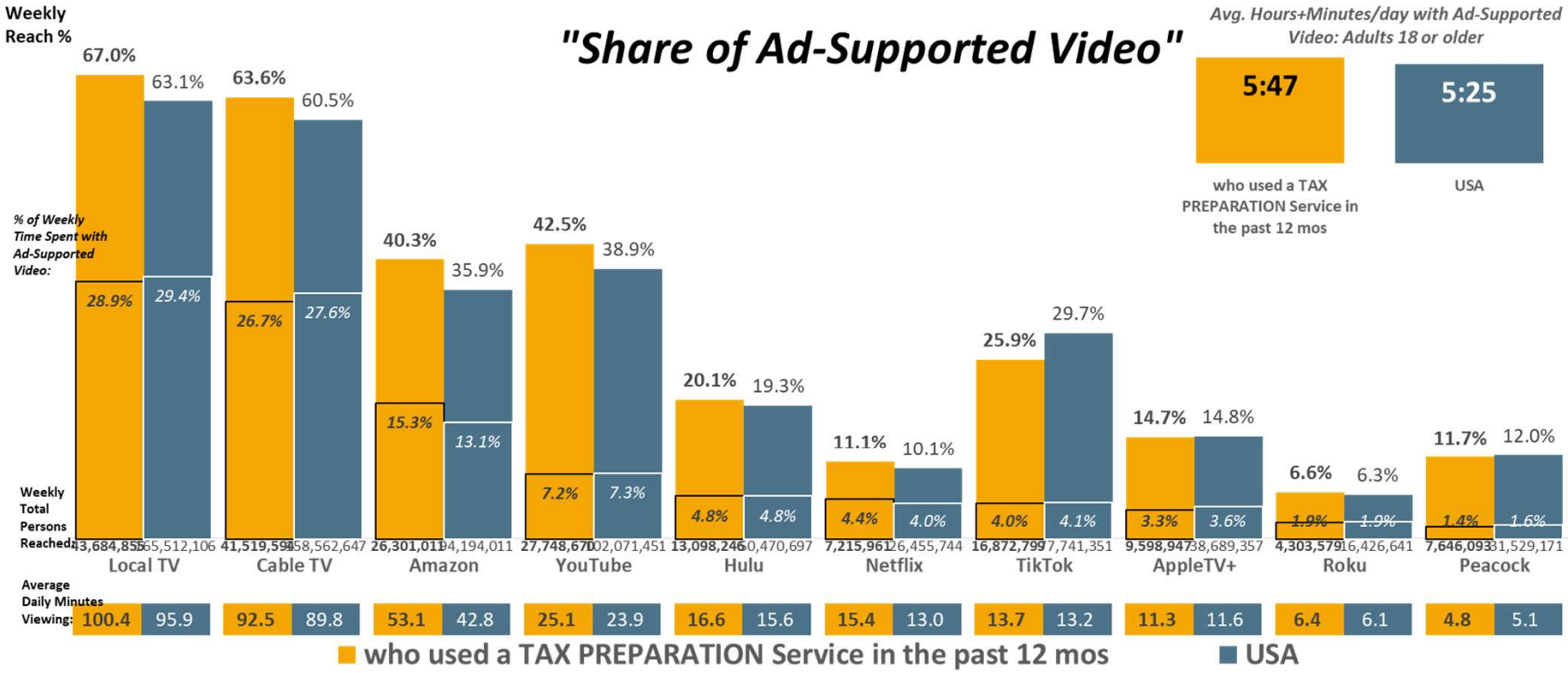
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

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



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



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

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

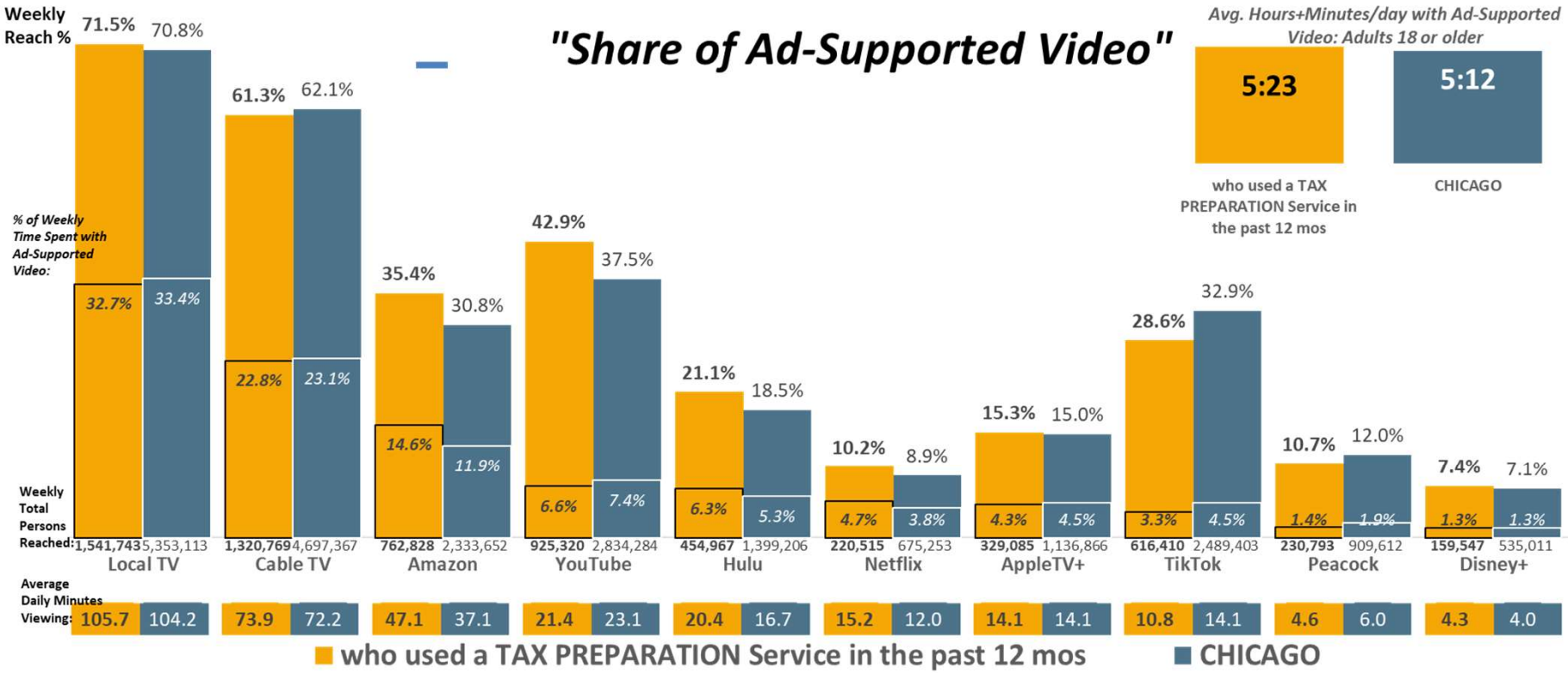
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

soefa.ai Share of Everything for Anything ©

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



1,541,743 or 71.5% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos watch Ad-Supported Local TV Stations for an average of 105.7 minutes every day representing 32.7% of all time spent daily with Ad-Supported Video.



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 999 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

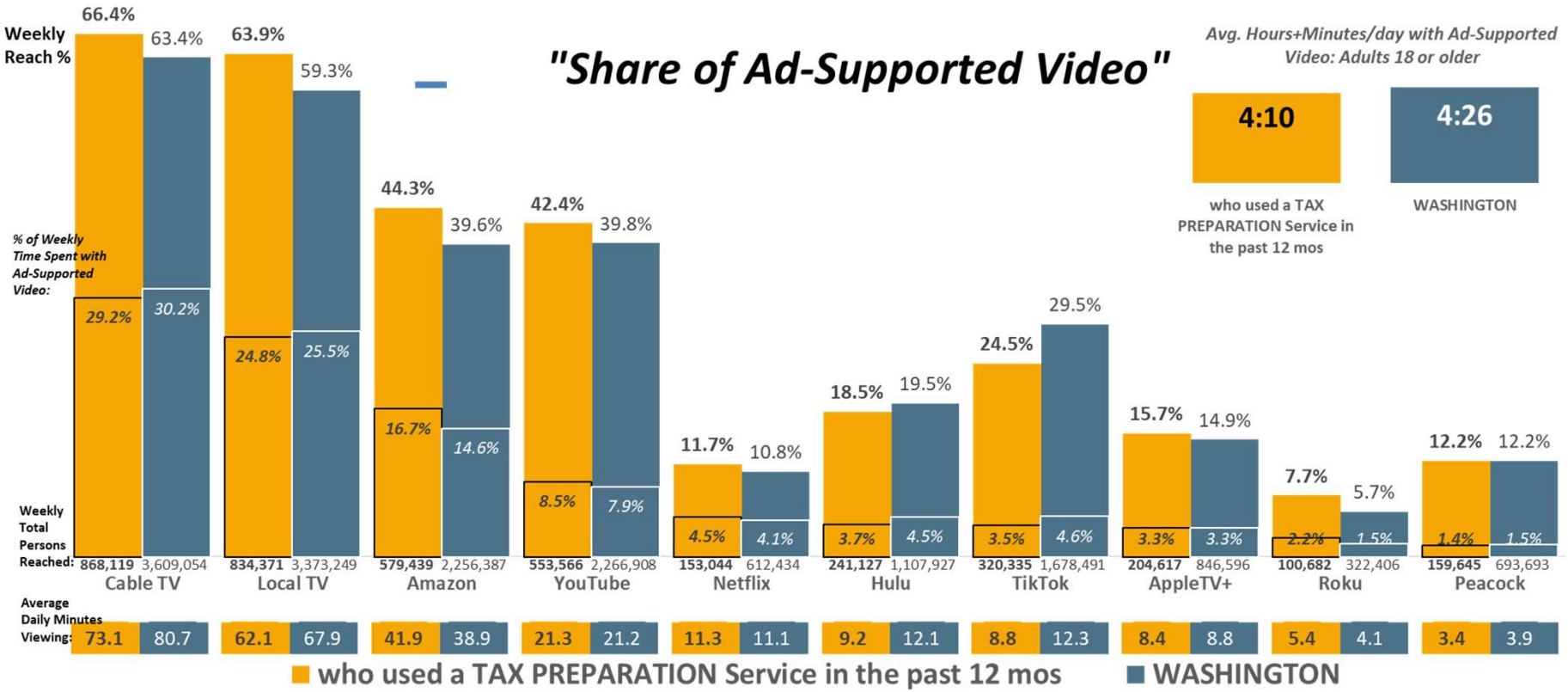
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

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



834,371 or 63.9% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos watch Ad-Supported Local TV Stations for an average of 62.1 minutes every day representing 24.8% of all time spent daily with Ad-Supported Video.



WASHINGTON DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,375 WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

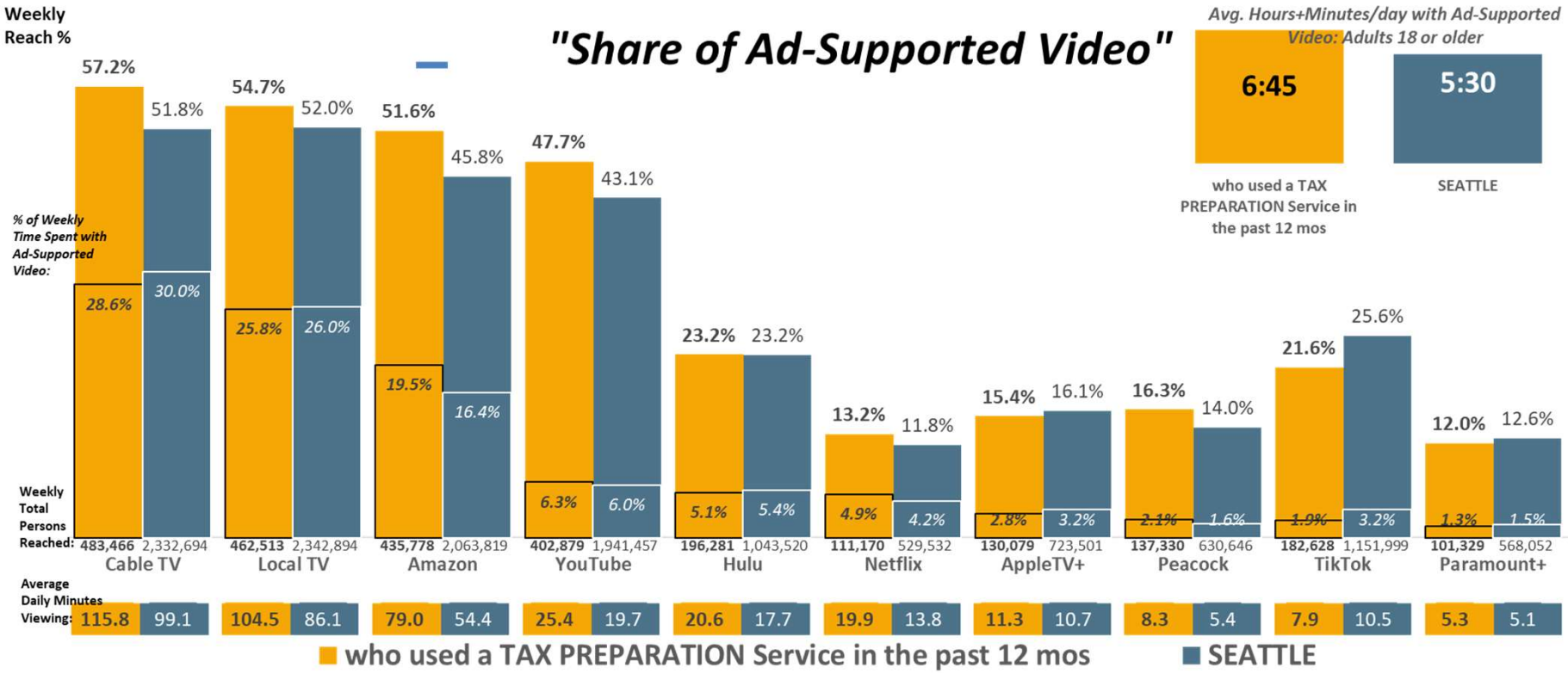
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

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



462,513 or 54.7% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos watch Ad-Supported Local TV Stations for an average of 104.5 minutes every day representing 25.8% of all time spent daily with Ad-Supported Video.



SEATTLE DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 763 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

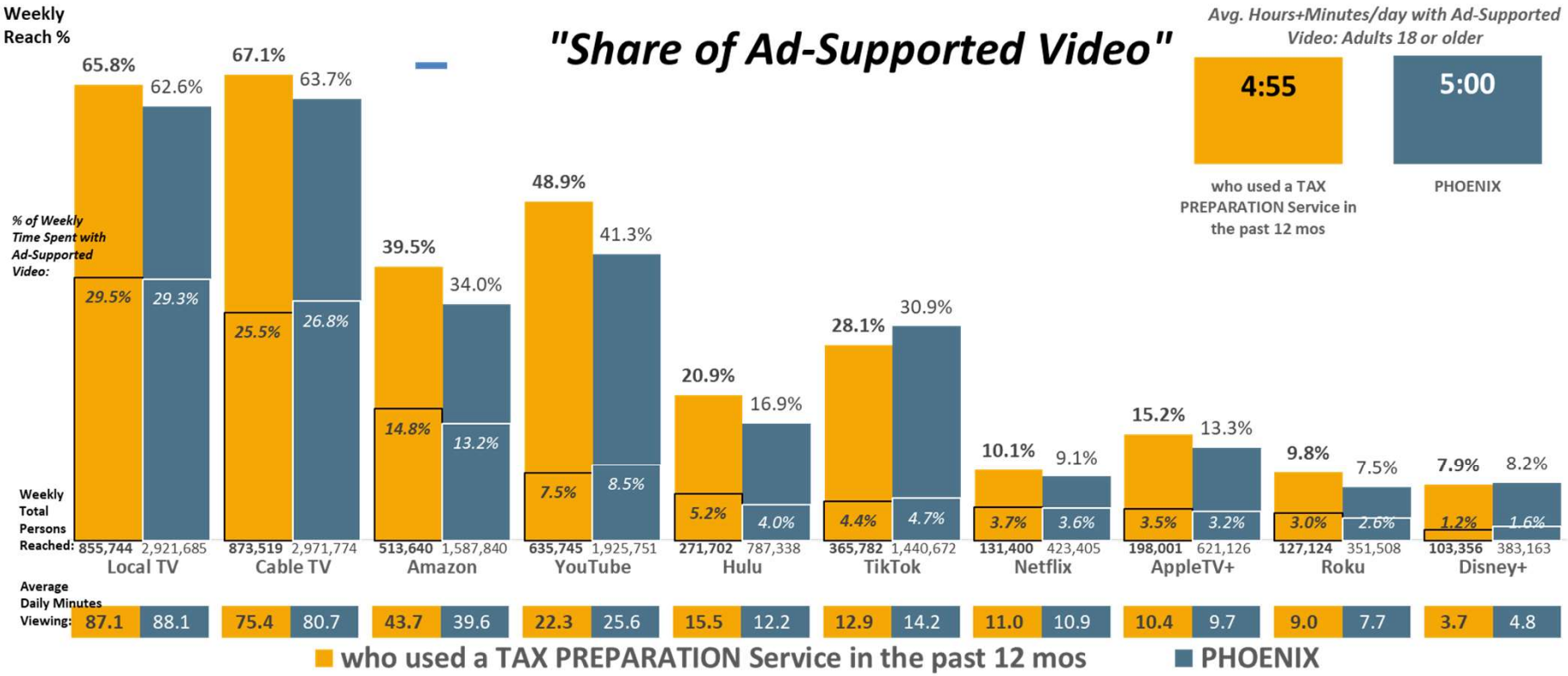
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

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



855,744 or 65.8% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos watch Ad-Supported Local TV Stations for an average of 87.1 minutes every day representing 29.5% of all time spent daily with Ad-Supported Video.



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 671 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

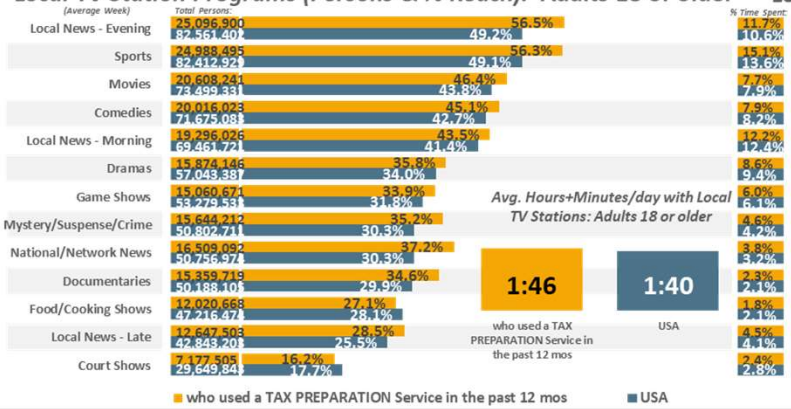
soefa.ai Share of Everything for Anything ©

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

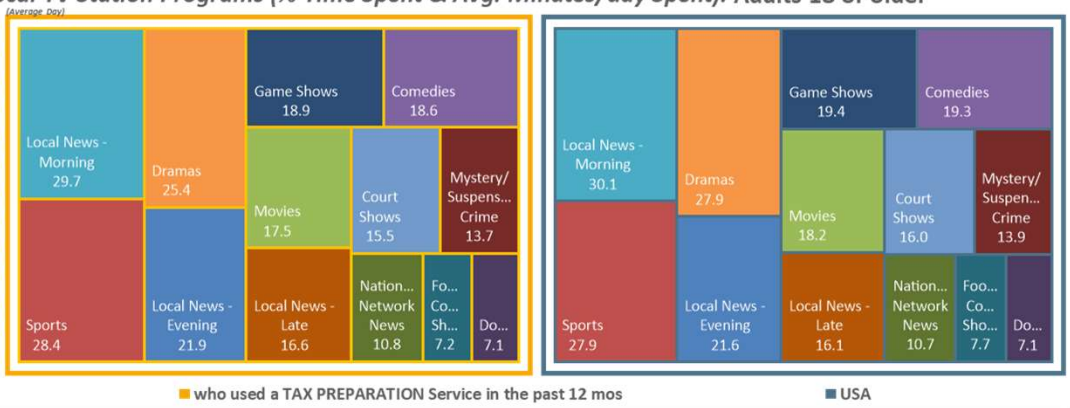


43,684,855 or 67.% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Local News - Morning, Comedies, and Dramas.

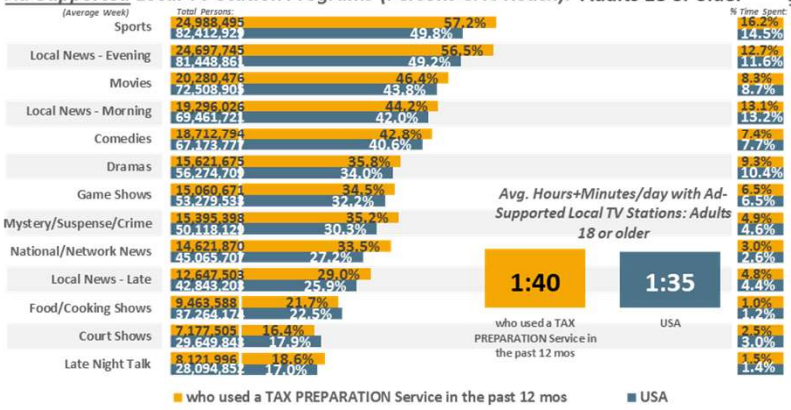
Local TV Station Programs (Persons & % Reach): Adults 18 or older



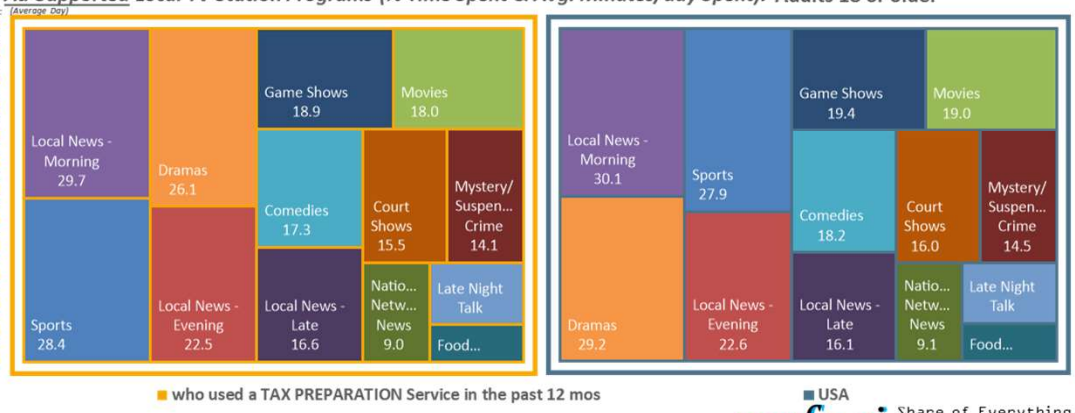
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

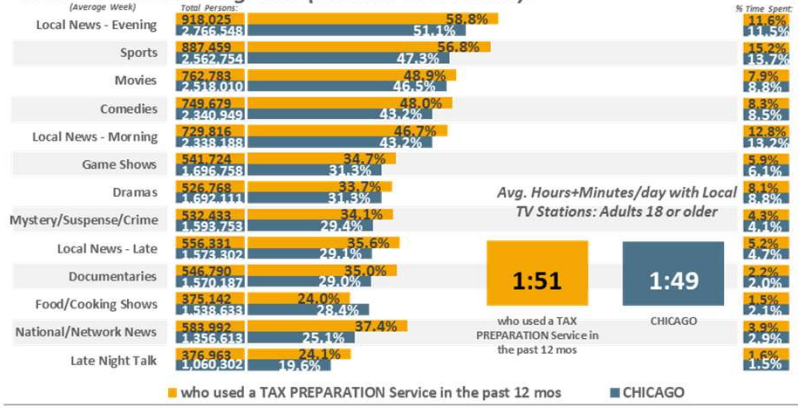
soefa.ai Share of Everything for Anything ©

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

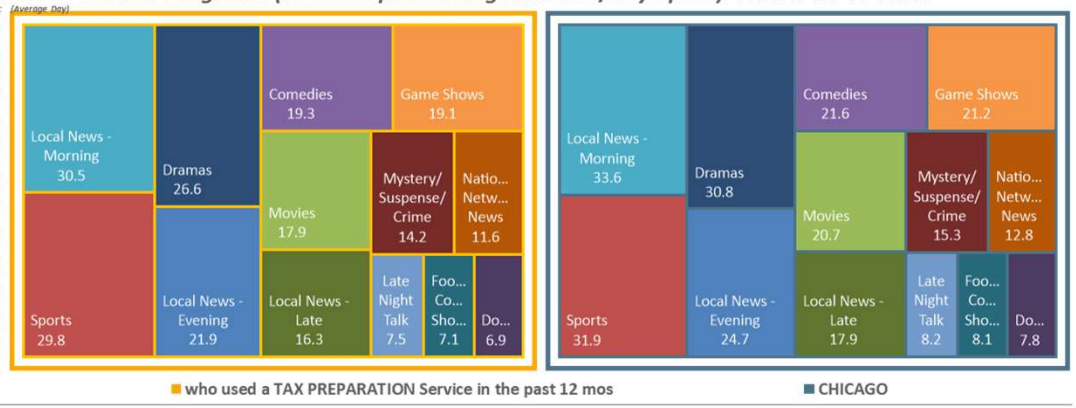


1,541,743 or 71.5% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Movies, Local News - Morning, Comedies, and Local News - Late.

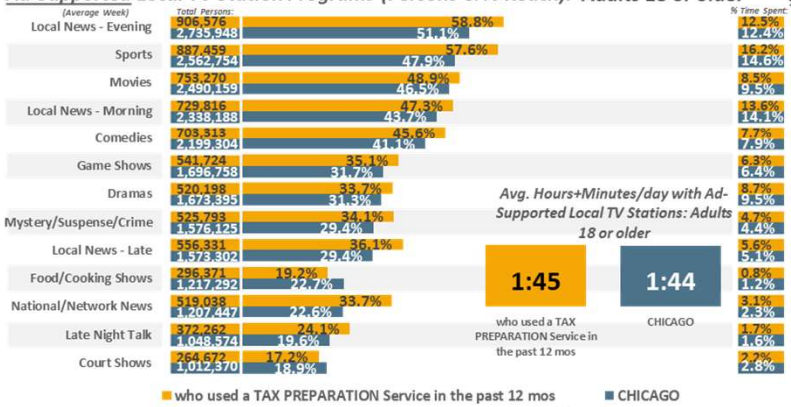
Local TV Station Programs (Persons & % Reach): Adults 18 or older



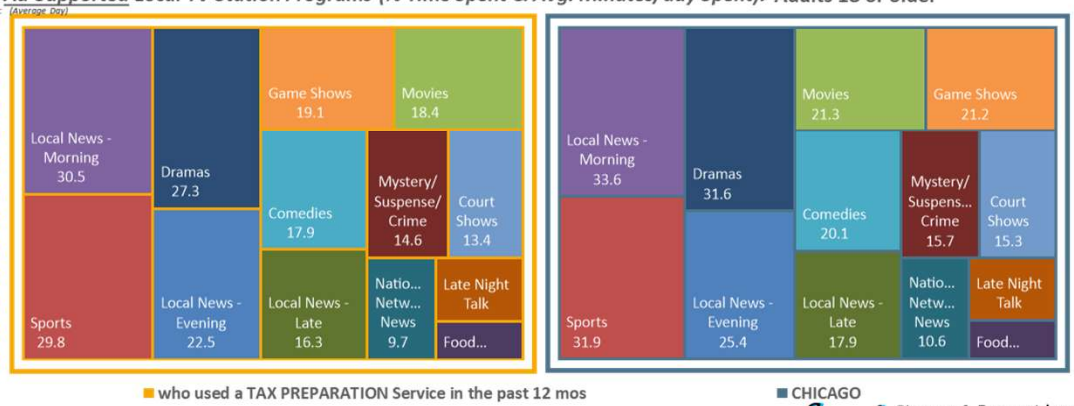
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 999

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

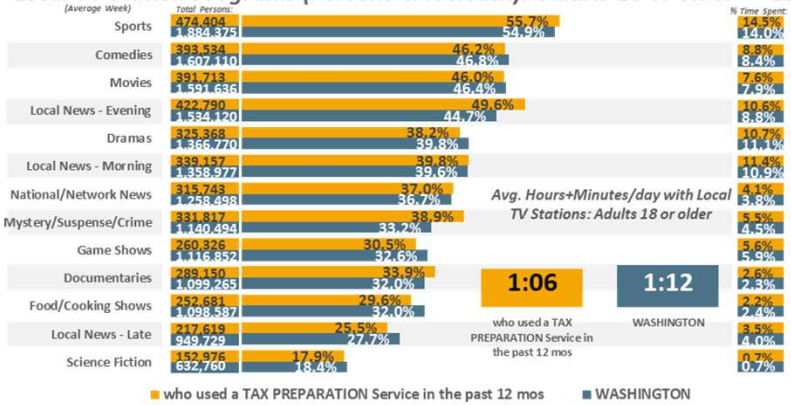
soefa.ai Share of Everything for Anything ©

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

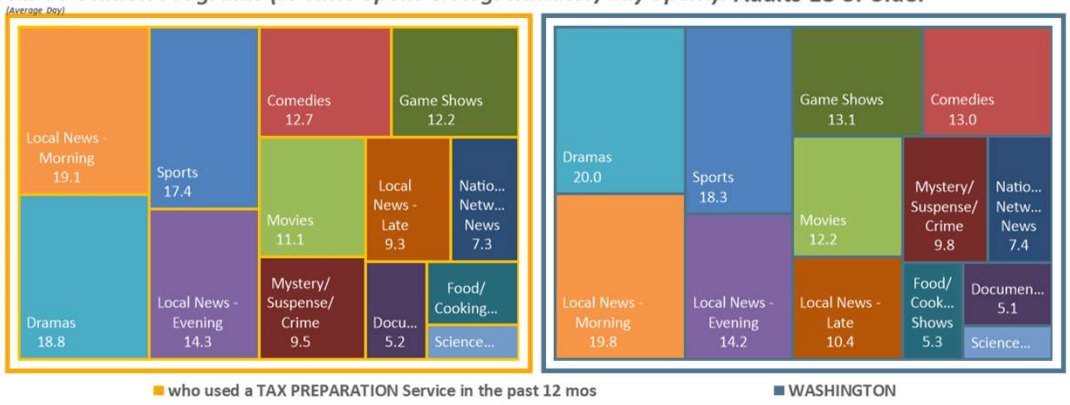


834,371 or 63.9% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Comedies, Local News - Morning, and Mystery/Suspense/Crime.

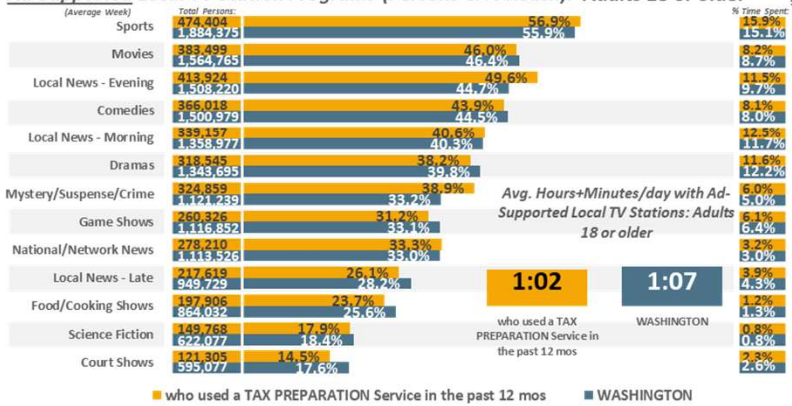
Local TV Station Programs (Persons & % Reach): Adults 18 or older



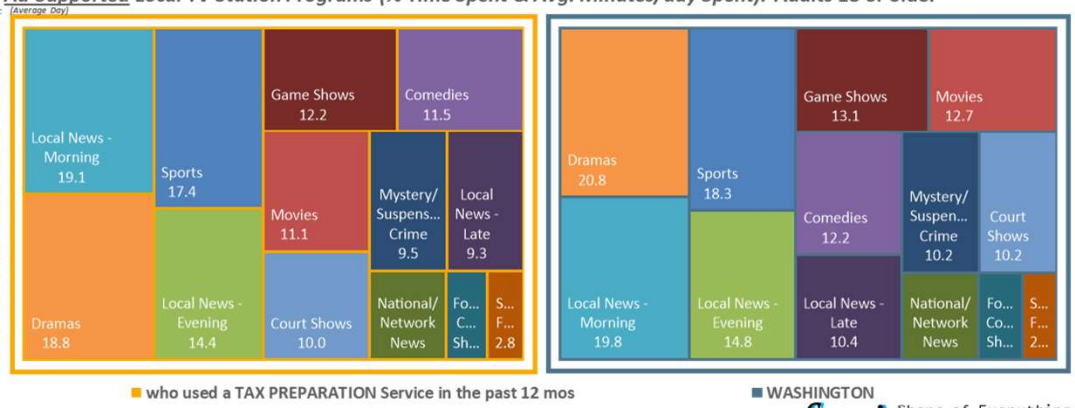
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,375

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

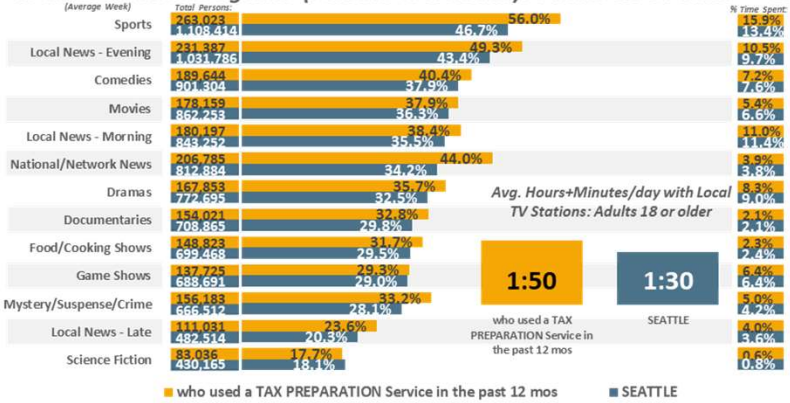
soefa.ai Share of Everything for Anything ©

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

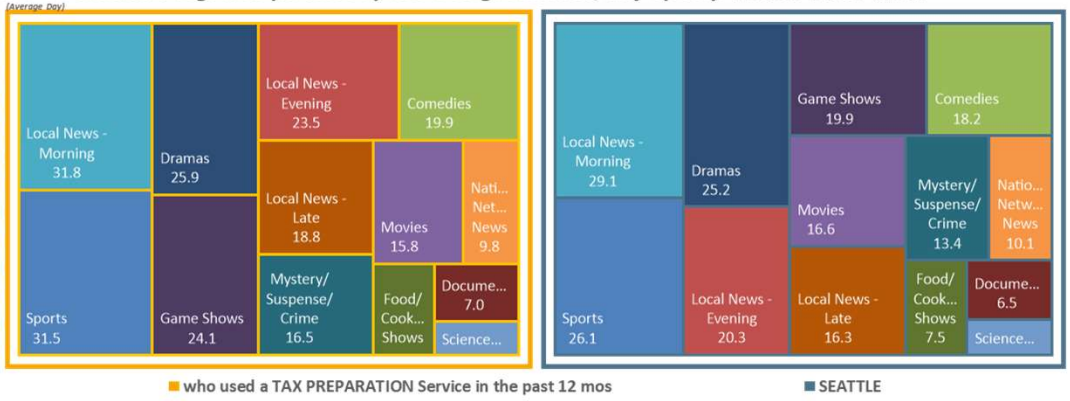


462,513 or 54.7% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, National/Network News, Local News - Morning, Comedies, and Movies.

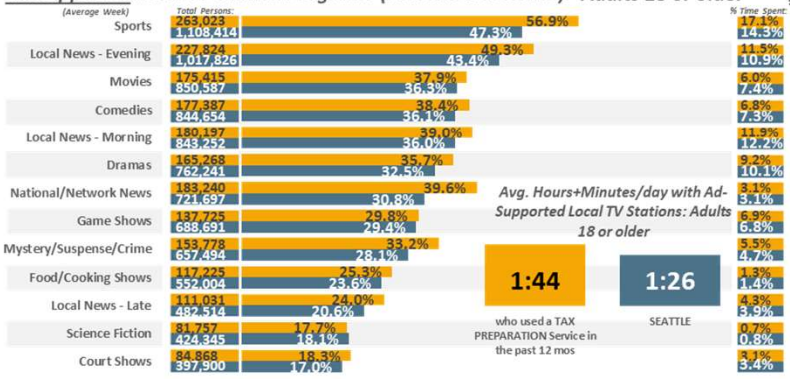
Local TV Station Programs (Persons & % Reach): Adults 18 or older



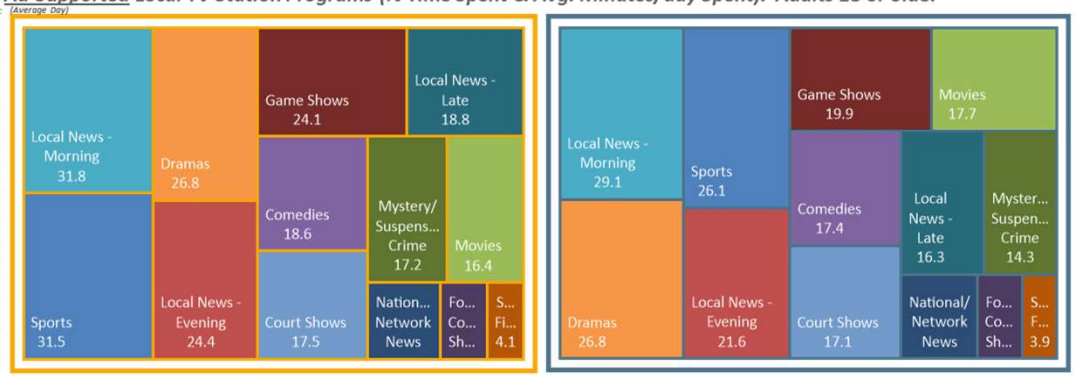
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 763

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

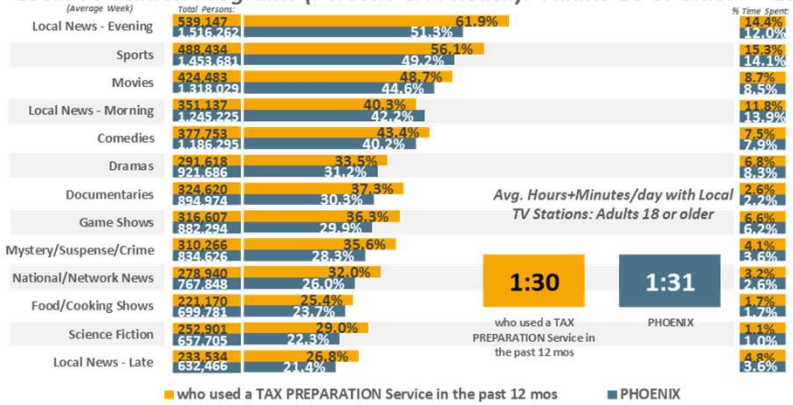
soefa.ai Share of Everything for Anything ©

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

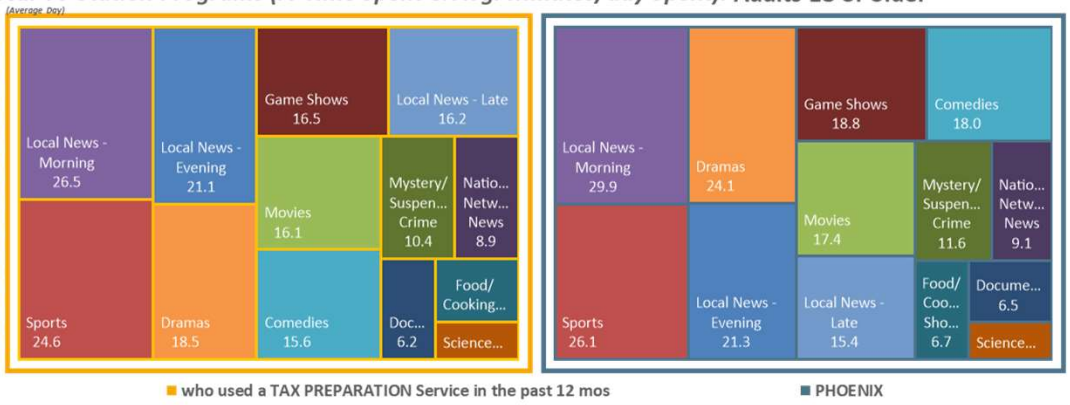


855,744 or 65.8% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Movies, Comedies, Local News - Morning, and Game Shows.

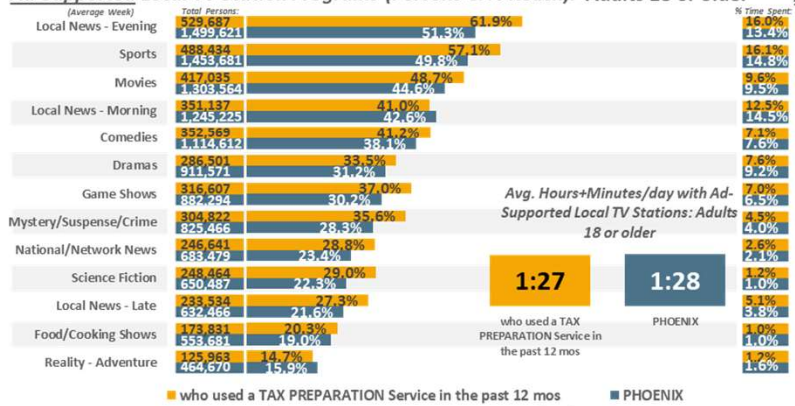
Local TV Station Programs (Persons & % Reach): Adults 18 or older



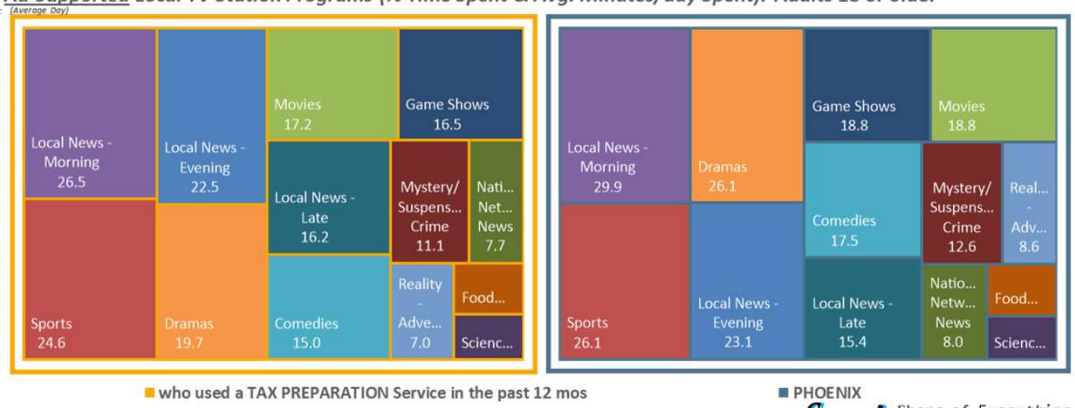
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 671

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

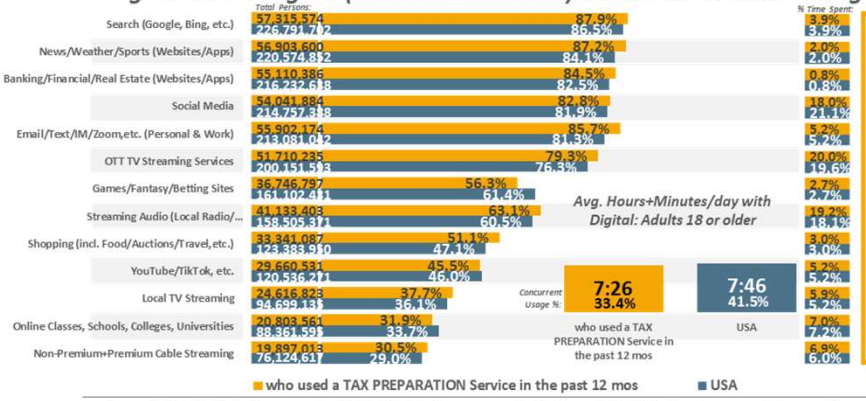
soefa.ai Share of Everything for Anything ©

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

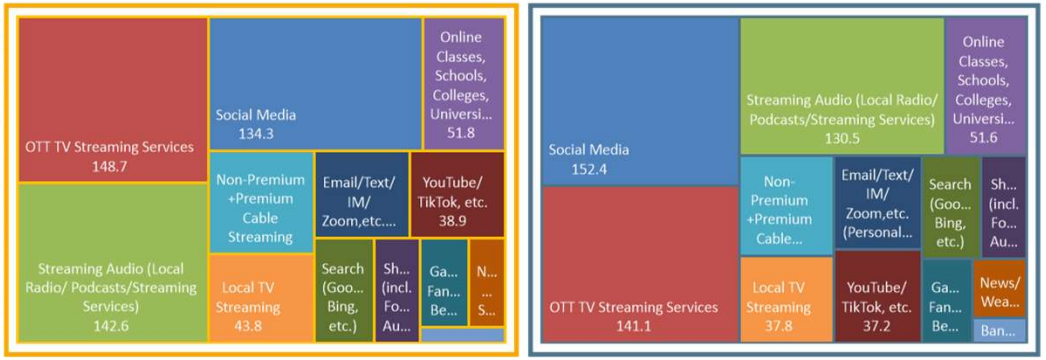


47,761,386 or 73.2% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos use Ad-Supported Social Media for an average of 118.7 minutes every day representing 21.2% of all time spent daily with Ad-Supported Digital Media.

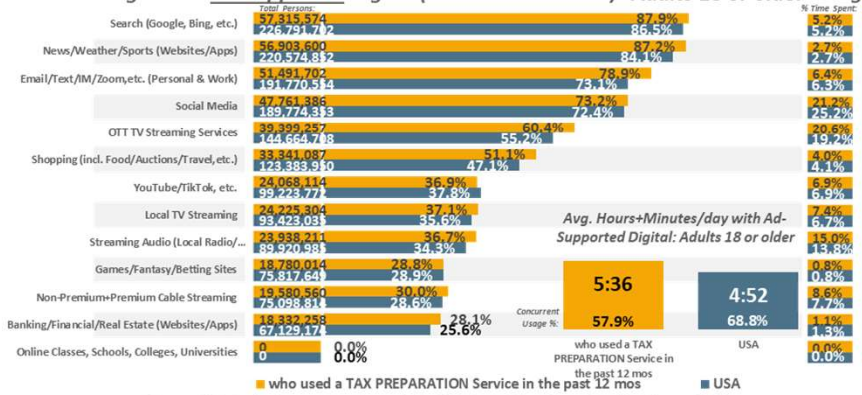
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



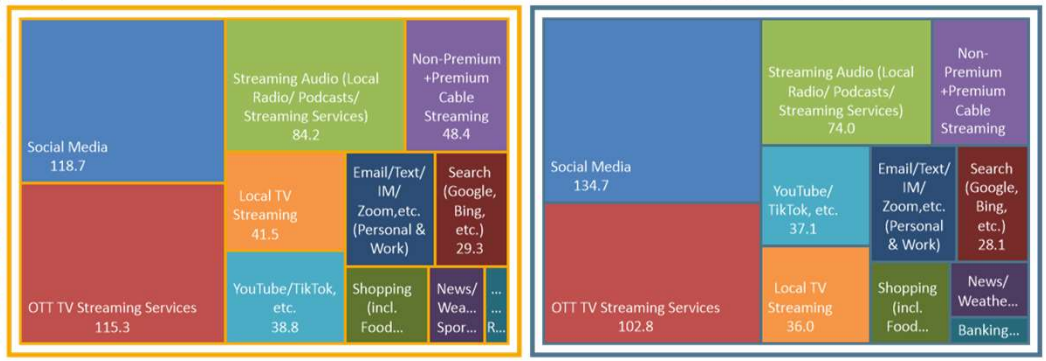
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

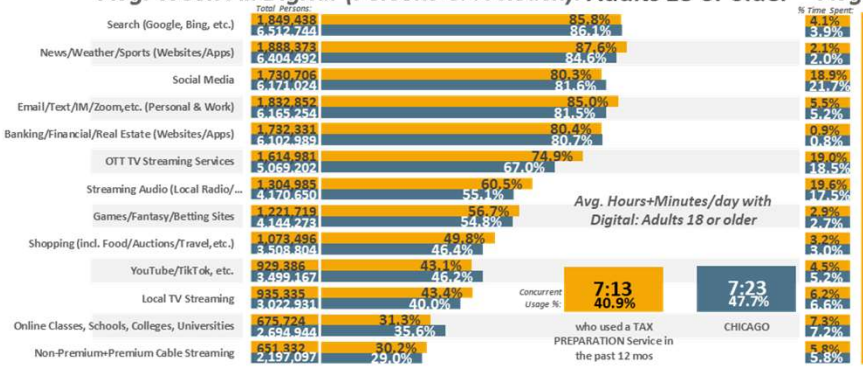
soefa.ai Share of Everything for Anything ©

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

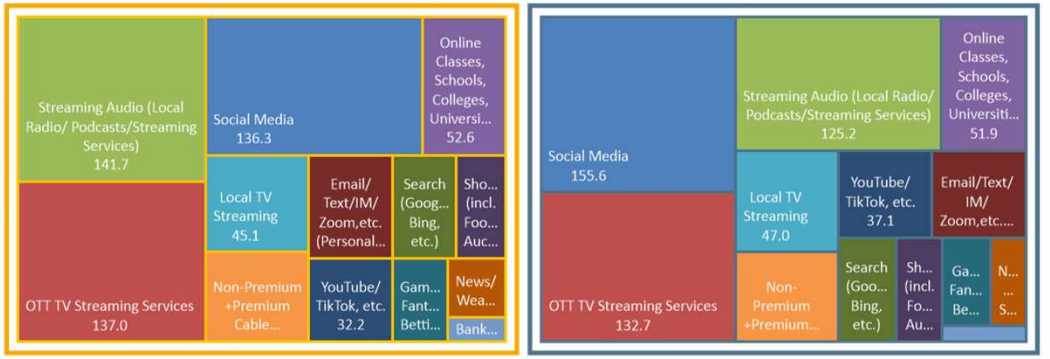


1,532,012 or 71.1% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos use Ad-Supported Social Media for an average of 120.6 minutes every day representing 22.% of all time spent daily with Ad-Supported Digital Media.

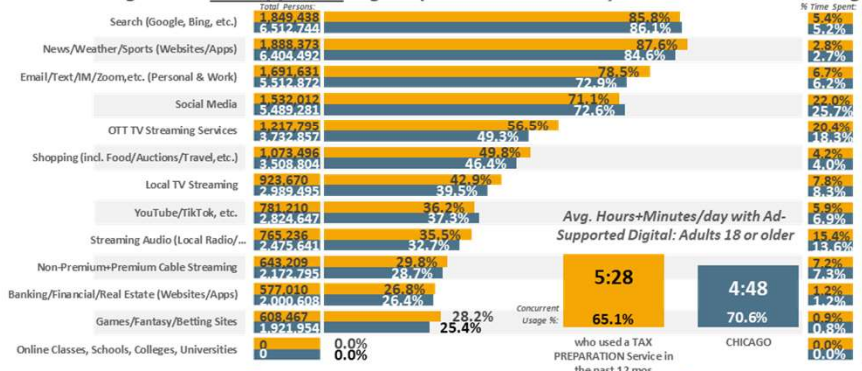
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



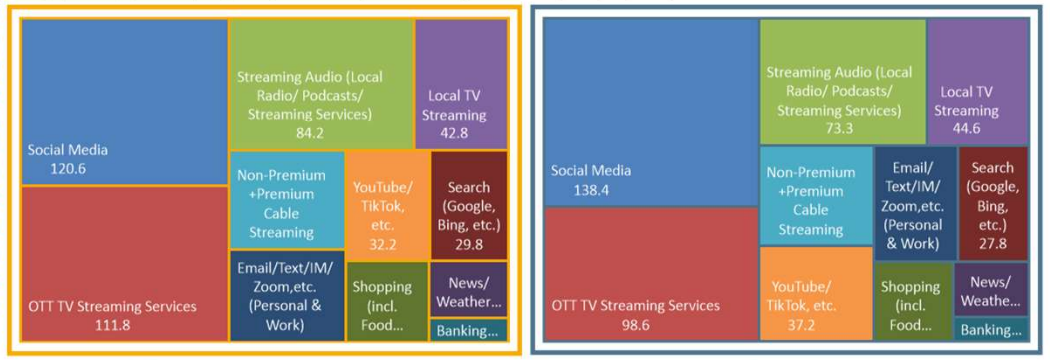
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 999

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

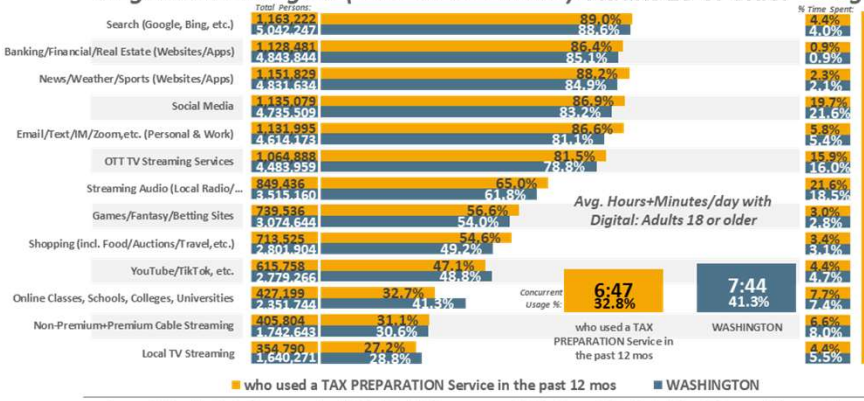
soefa.ai Share of Everything for Anything ©

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

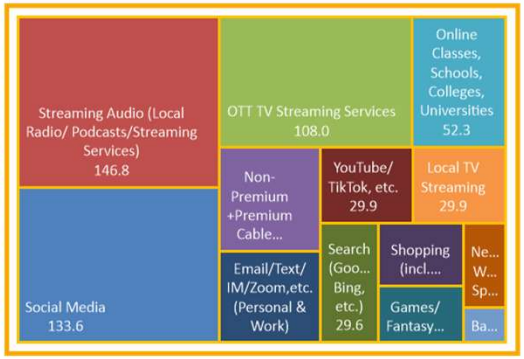


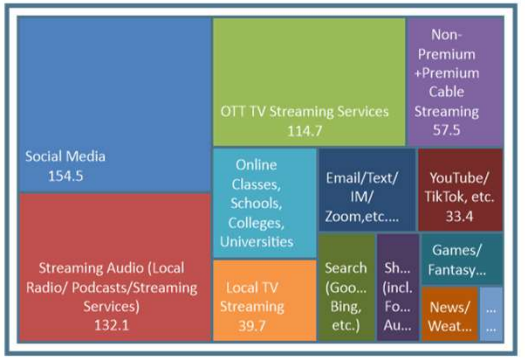
1,009,181 or 77.2% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos use Ad-Supported Social Media for an average of 118.8 minutes every day representing 23.8% of all time spent daily with Ad-Supported Digital Media.

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

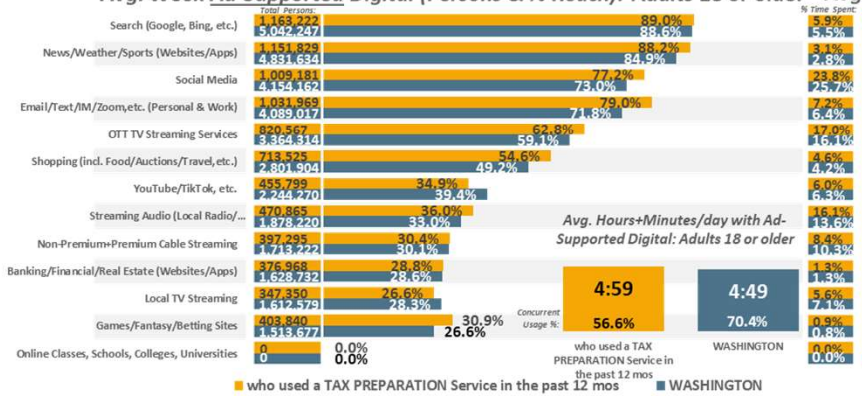


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

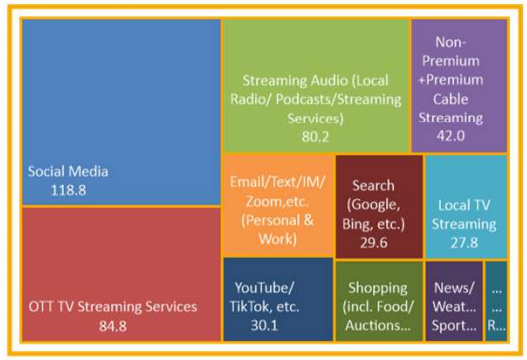


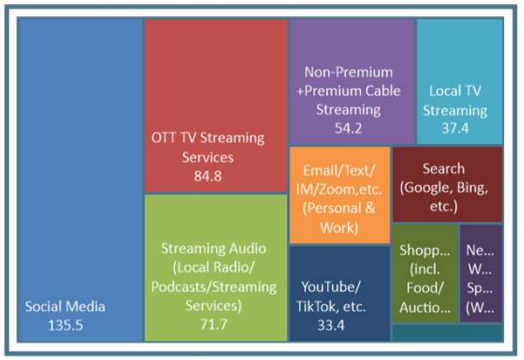


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





WASHINGTON DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,375

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

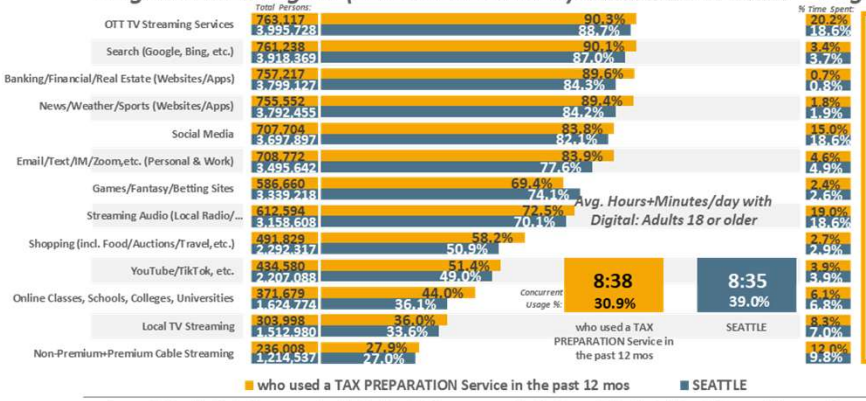
soefa.ai Share of Everything for Anything ©

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

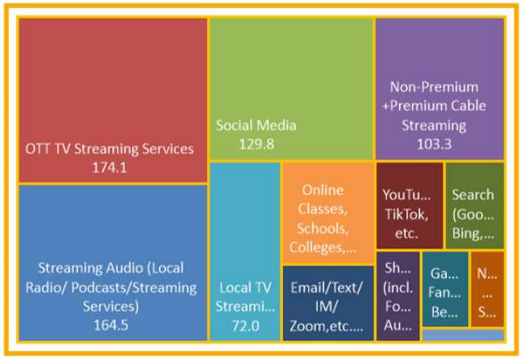


633,101 or 74.9% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos use Ad-Supported Social Media for an average of 116.1 minutes every day representing 17.2% of all time spent daily with Ad-Supported Digital Media.

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

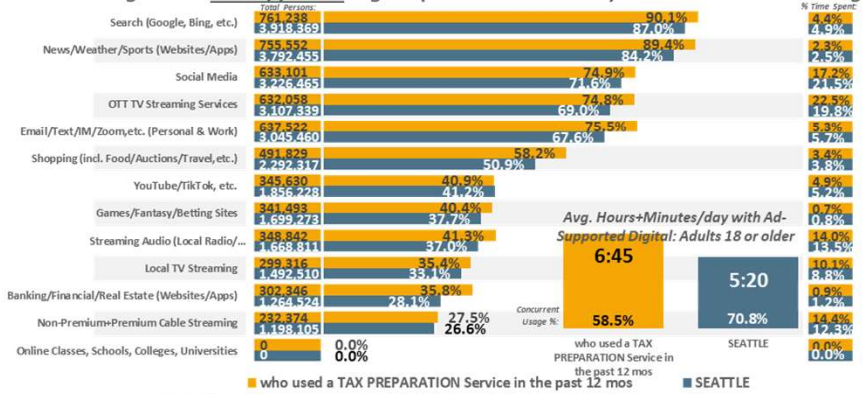


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

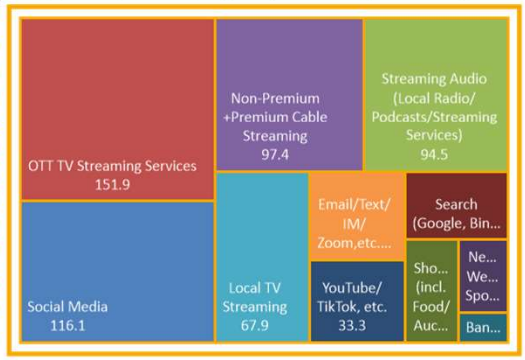


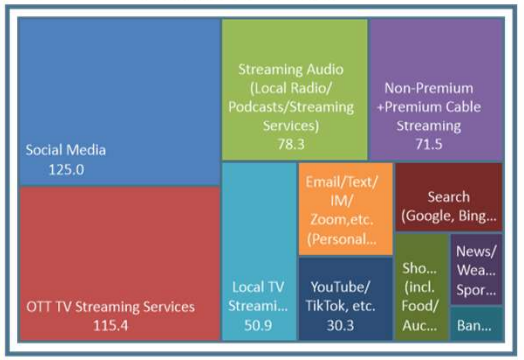


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





SEATTLE DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 763

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

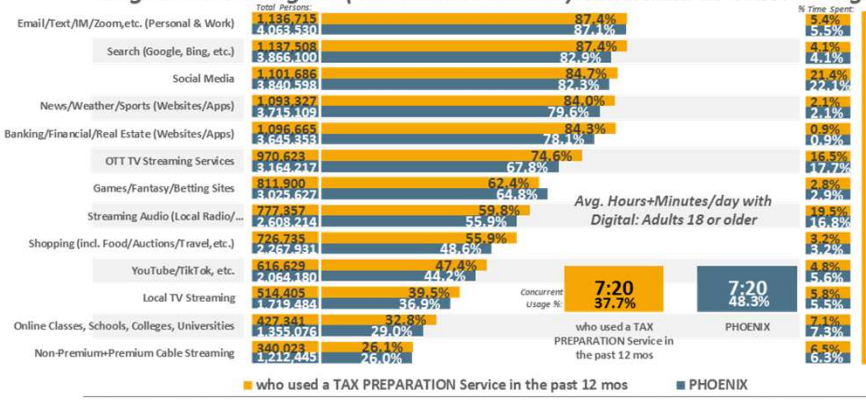
soefa.ai Share of Everything for Anything ©

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

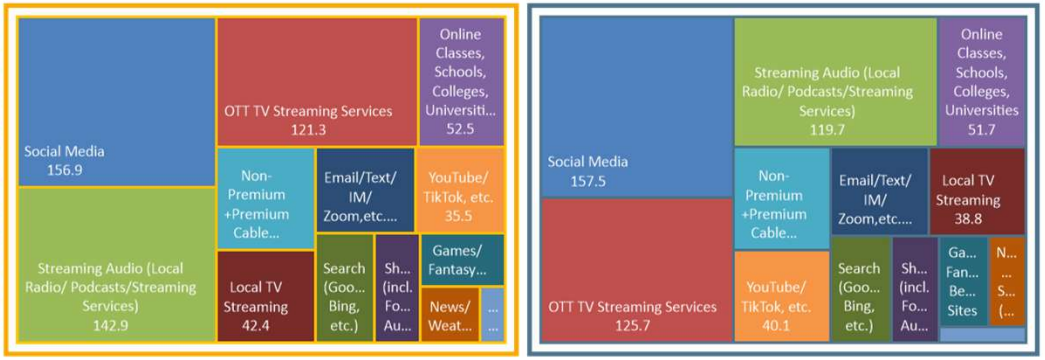


986,030 or 75.8% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos use Ad-Supported Social Media for an average of 140.4 minutes every day representing 24.8% of all time spent daily with Ad-Supported Digital Media.

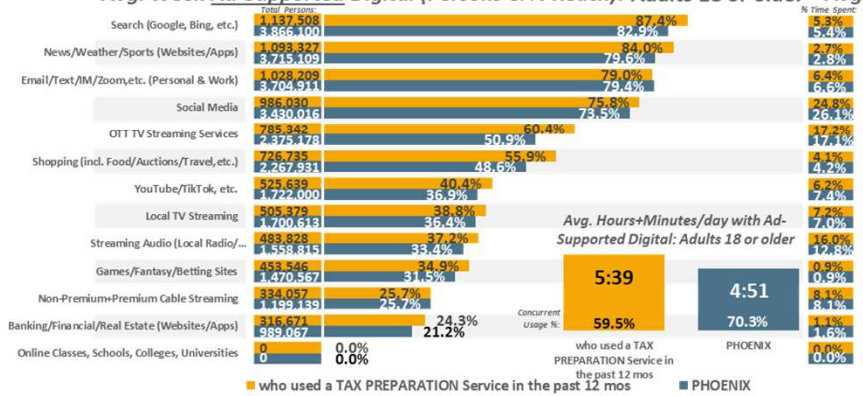
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



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



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



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



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 671

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

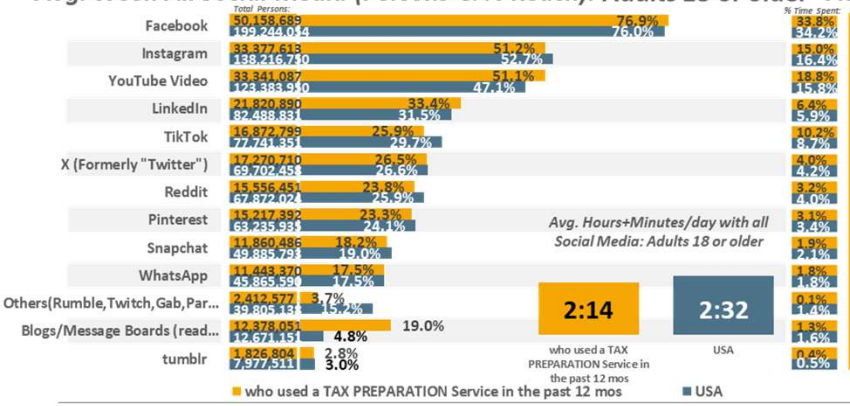
soefa.ai Share of Everything for Anything ©

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

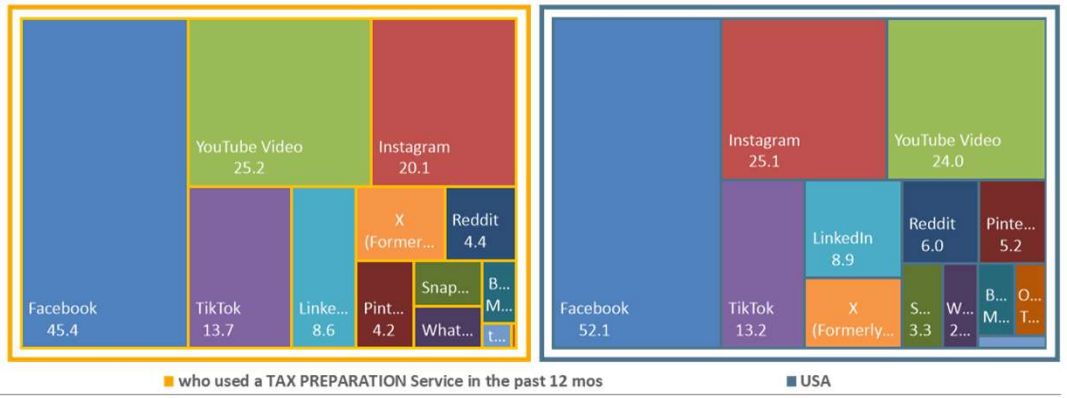


47,761,386 or 73.2% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos use Ad-Supported Facebook for an average of 39.5 minutes every day representing 33.3% of all time spent daily with Ad-Supported Social Media.

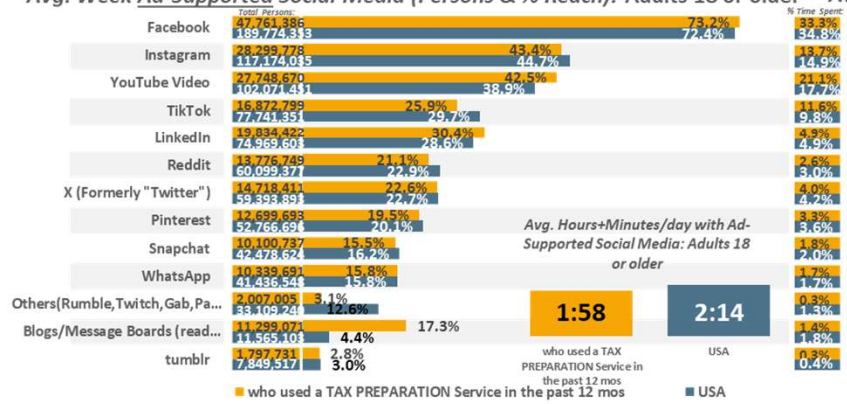
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



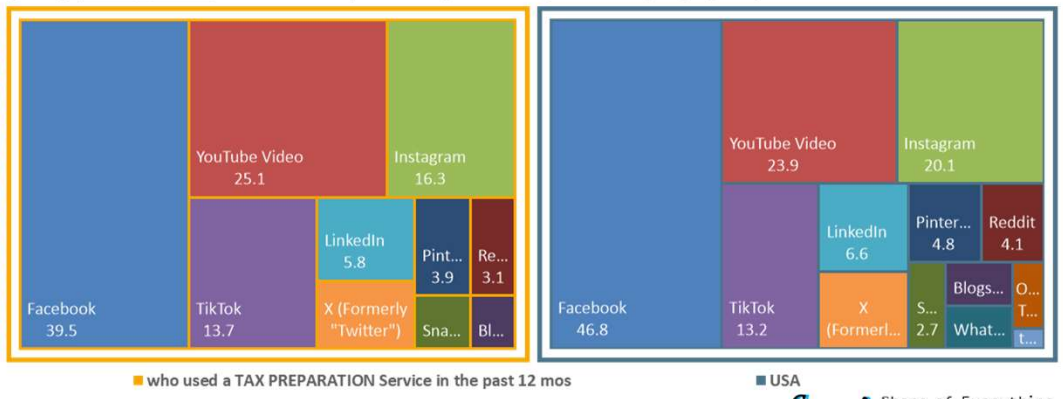
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

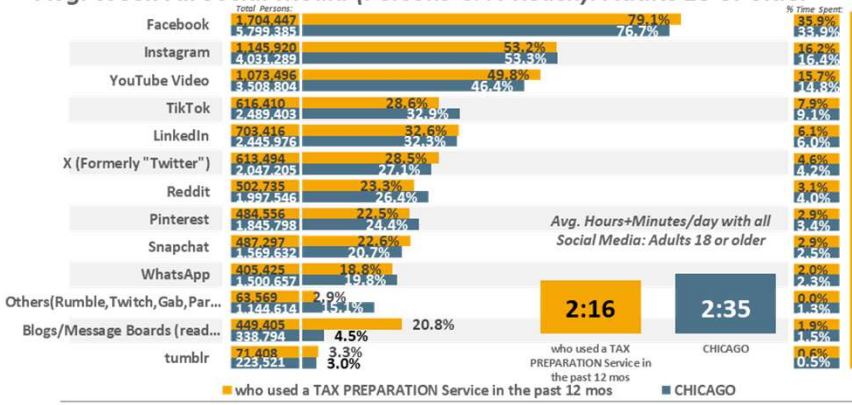
soefa.ai Share of Everything for Anything ©

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

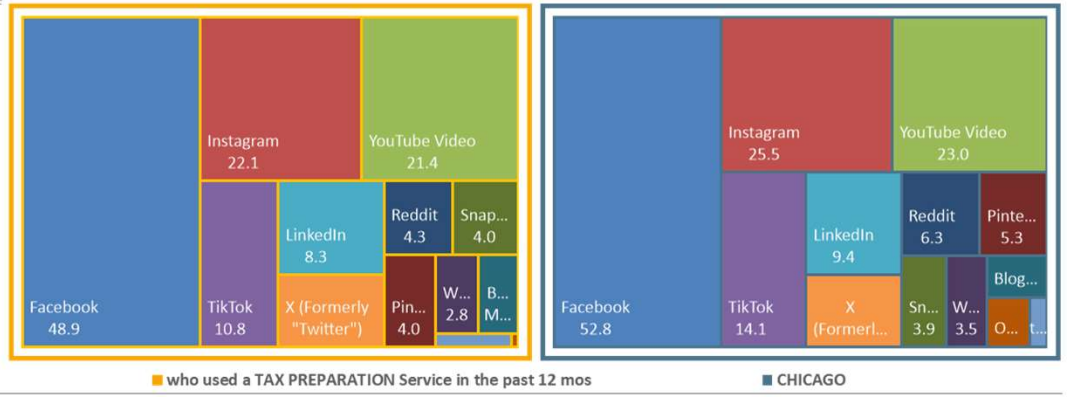


1,532,012 or 71.1% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos use Ad-Supported Facebook for an average of 42.1 minutes every day representing 34.9% of all time spent daily with Ad-Supported Social Media.

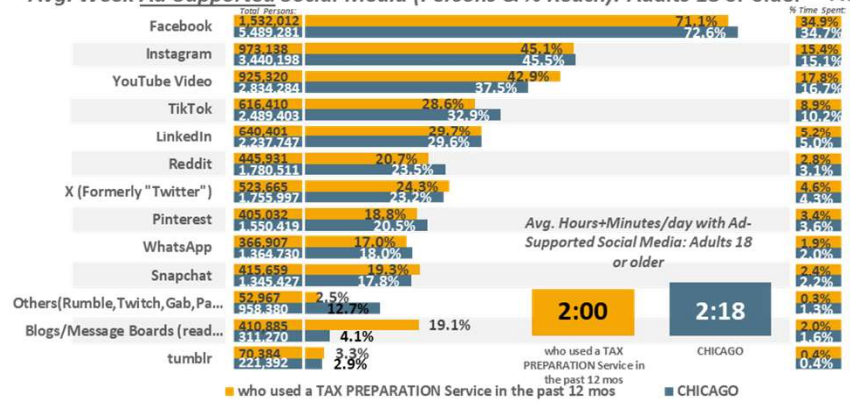
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



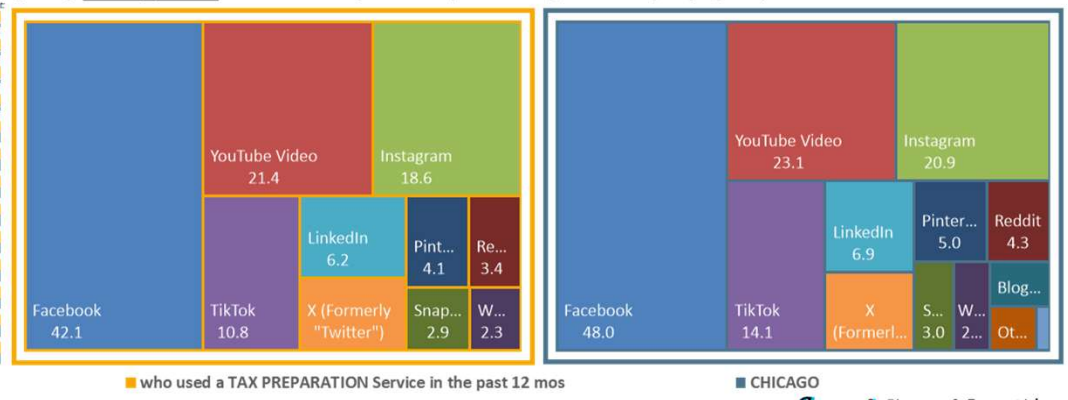
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 999

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

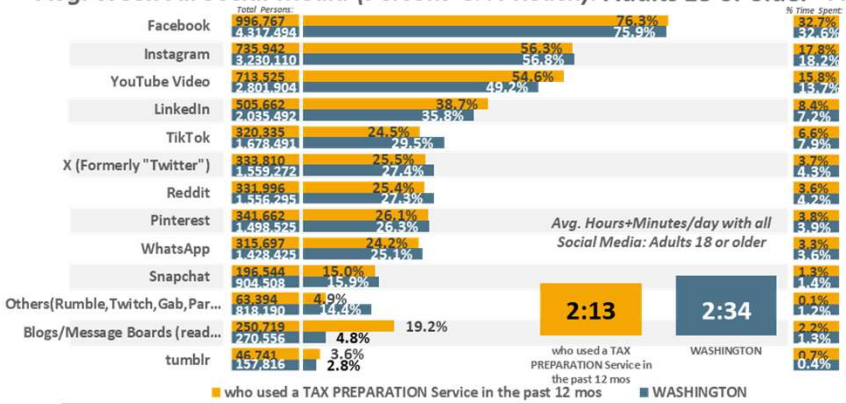
soefa.ai Share of Everything for Anything ©

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

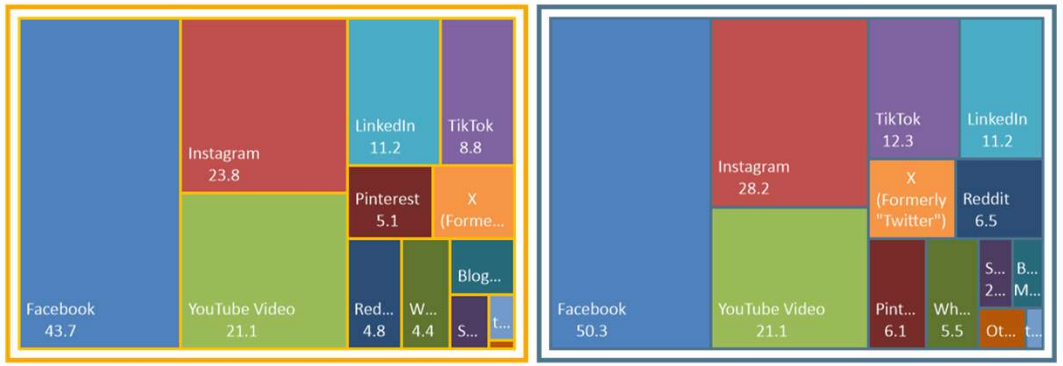


996,767 or 76.3% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos use Ad-Supported Facebook for an average of 42.3 minutes every day representing 35.6% of all time spent daily with Ad-Supported Social Media.

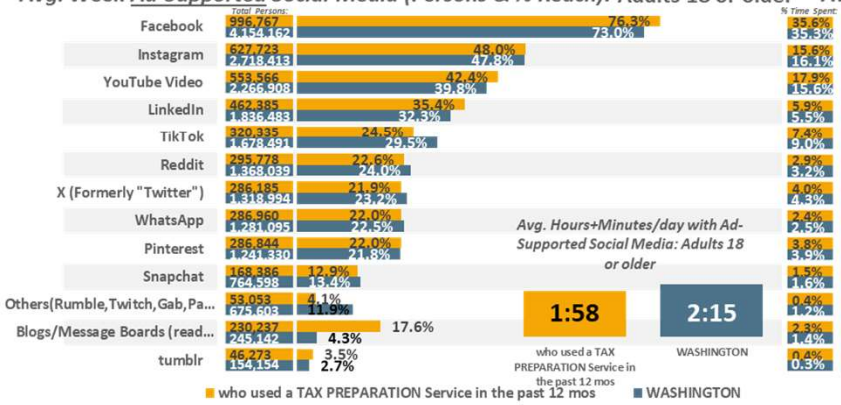
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



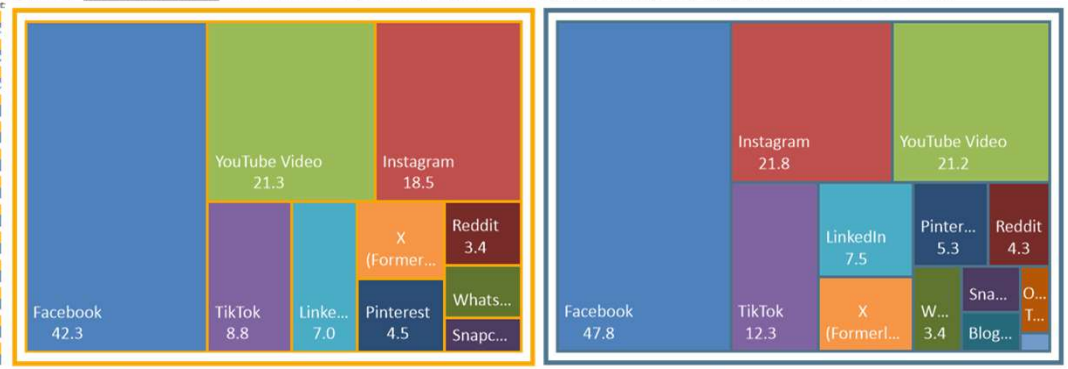
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,375

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

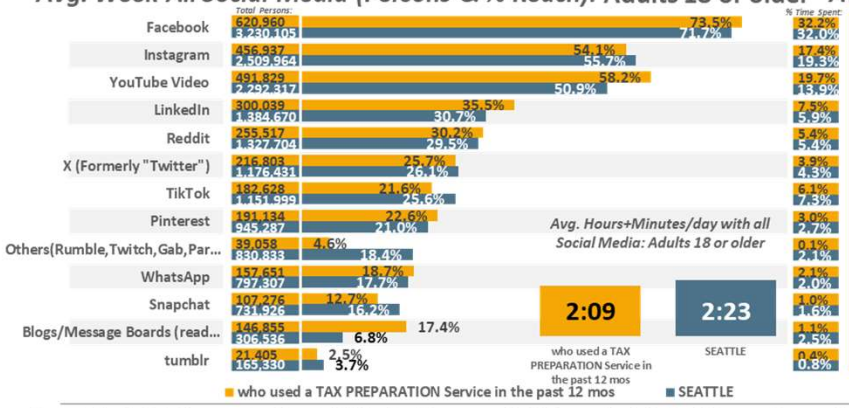
soefa.ai Share of Everything for Anything ©

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

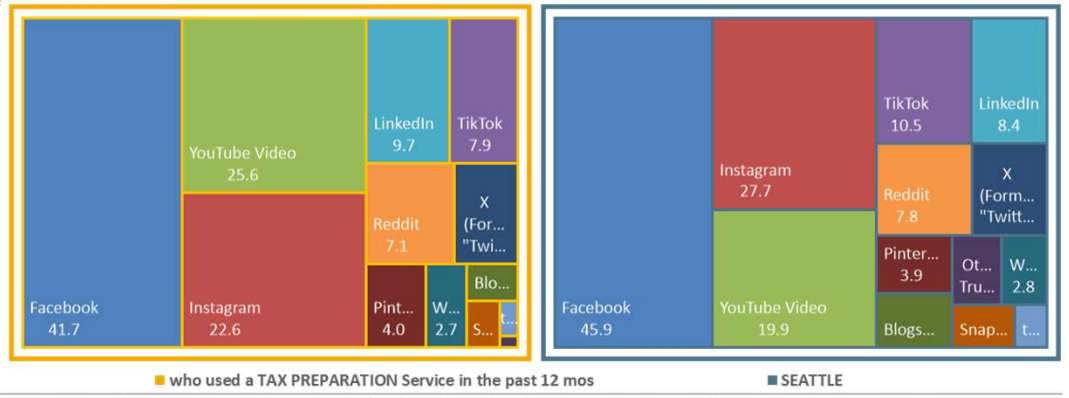


620,960 or 73.5% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos use Ad-Supported Facebook for an average of 40.3 minutes every day representing 34.7% of all time spent daily with Ad-Supported Social Media.

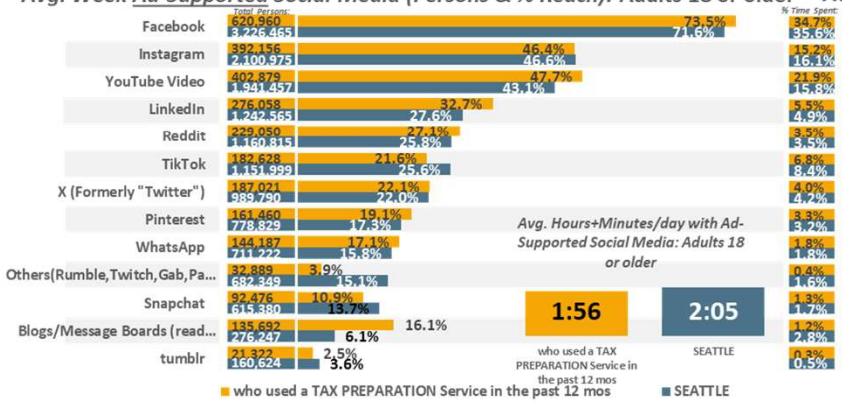
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



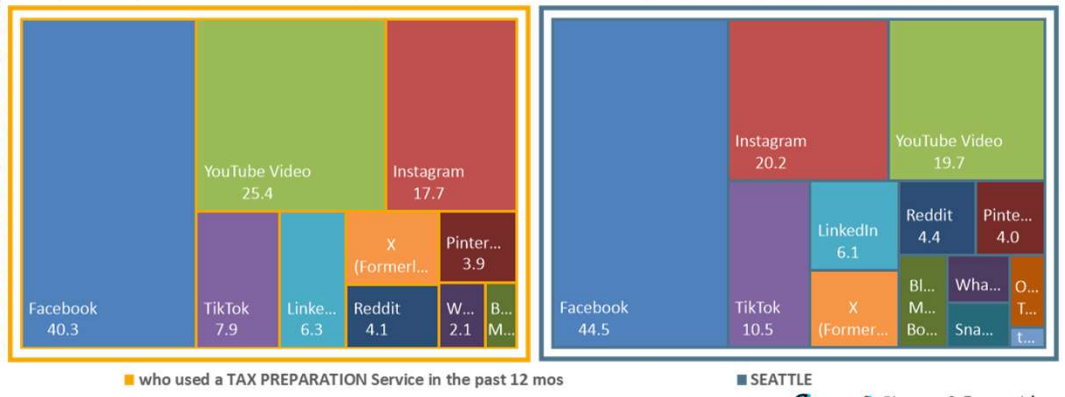
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 763

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

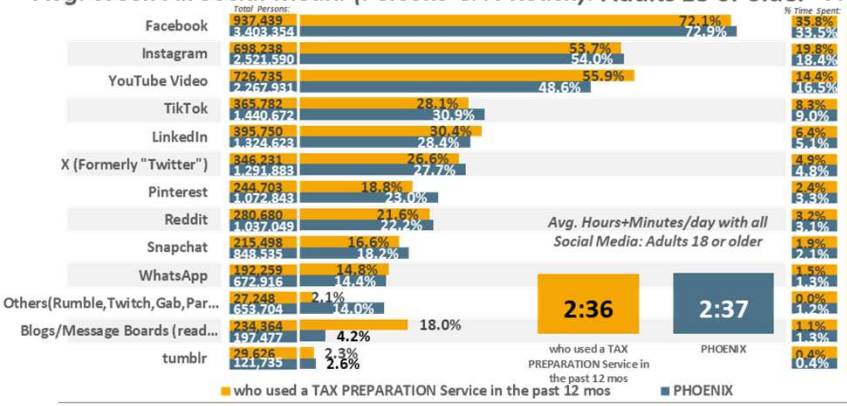
soefa.ai Share of Everything for Anything ©

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

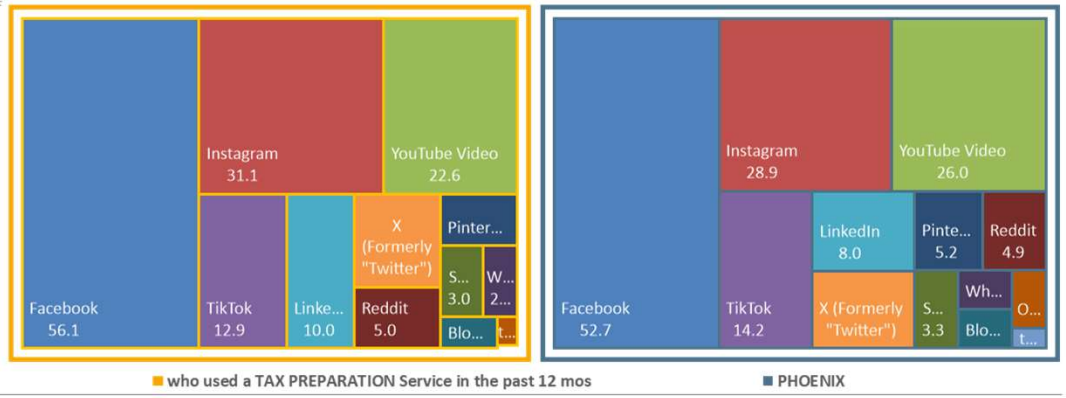


937,439 or 72.1% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos use Ad-Supported Facebook for an average of 52.6 minutes every day representing 37.5% of all time spent daily with Ad-Supported Social Media.

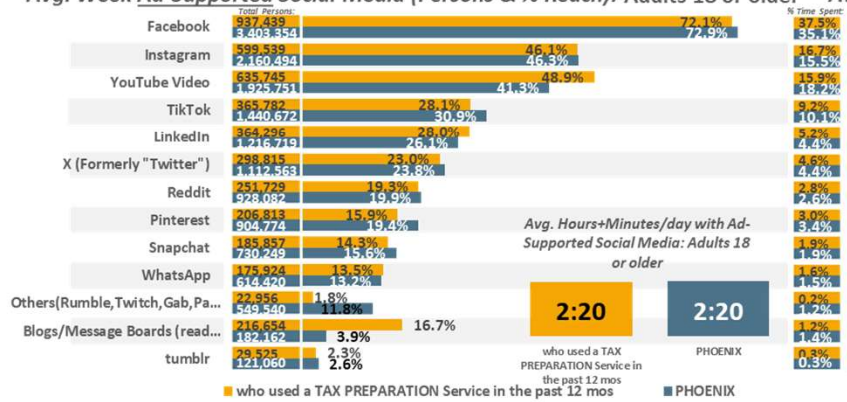
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



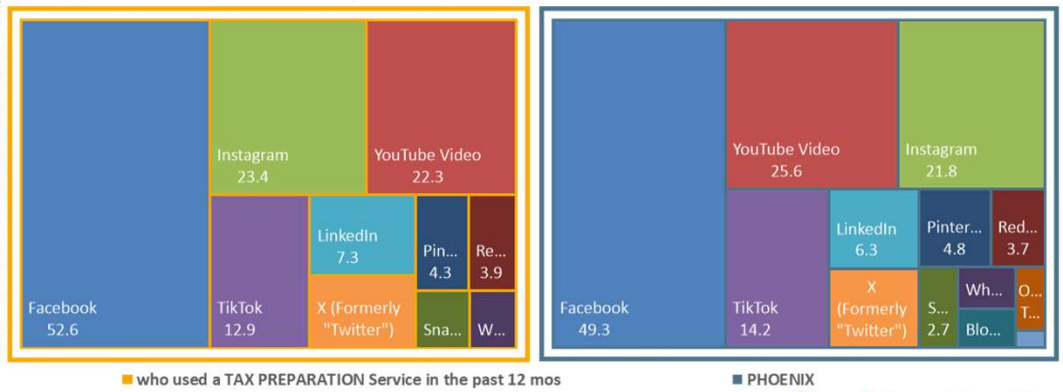
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 671

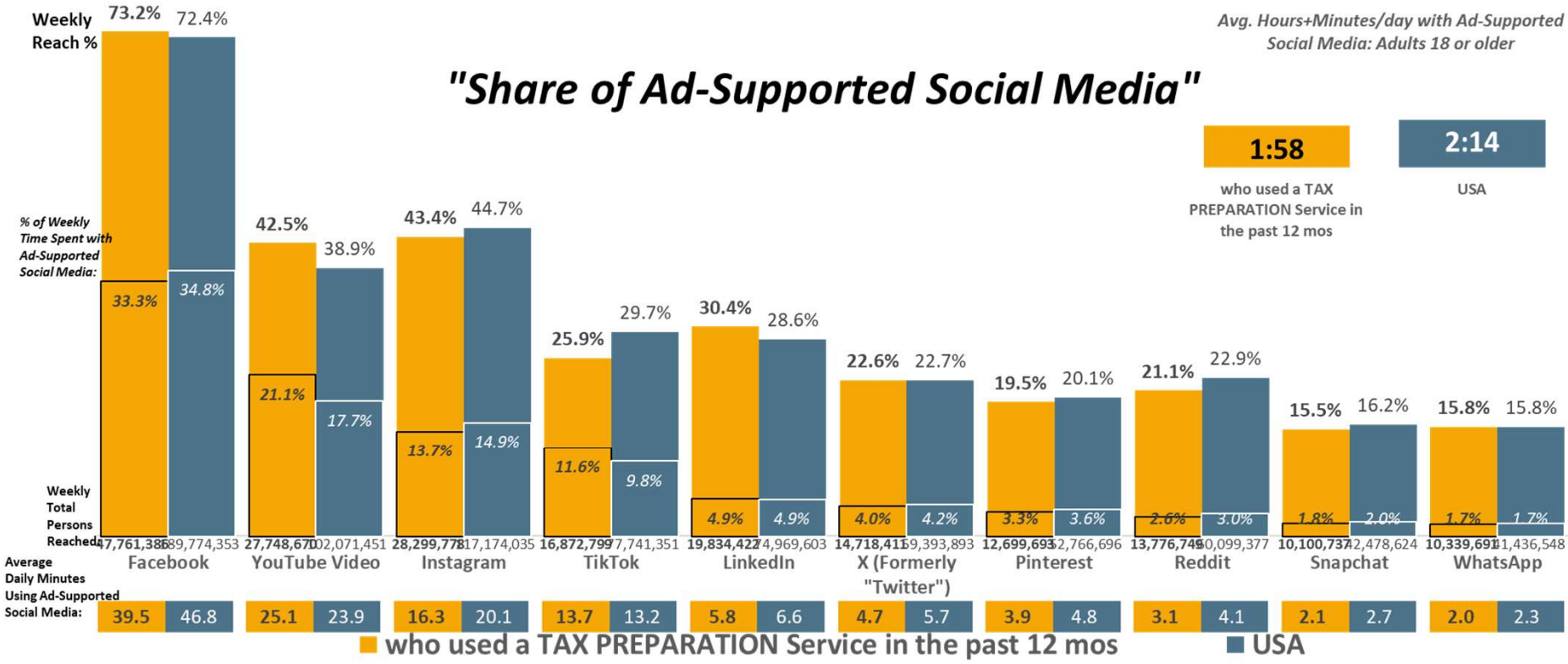
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

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



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



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

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

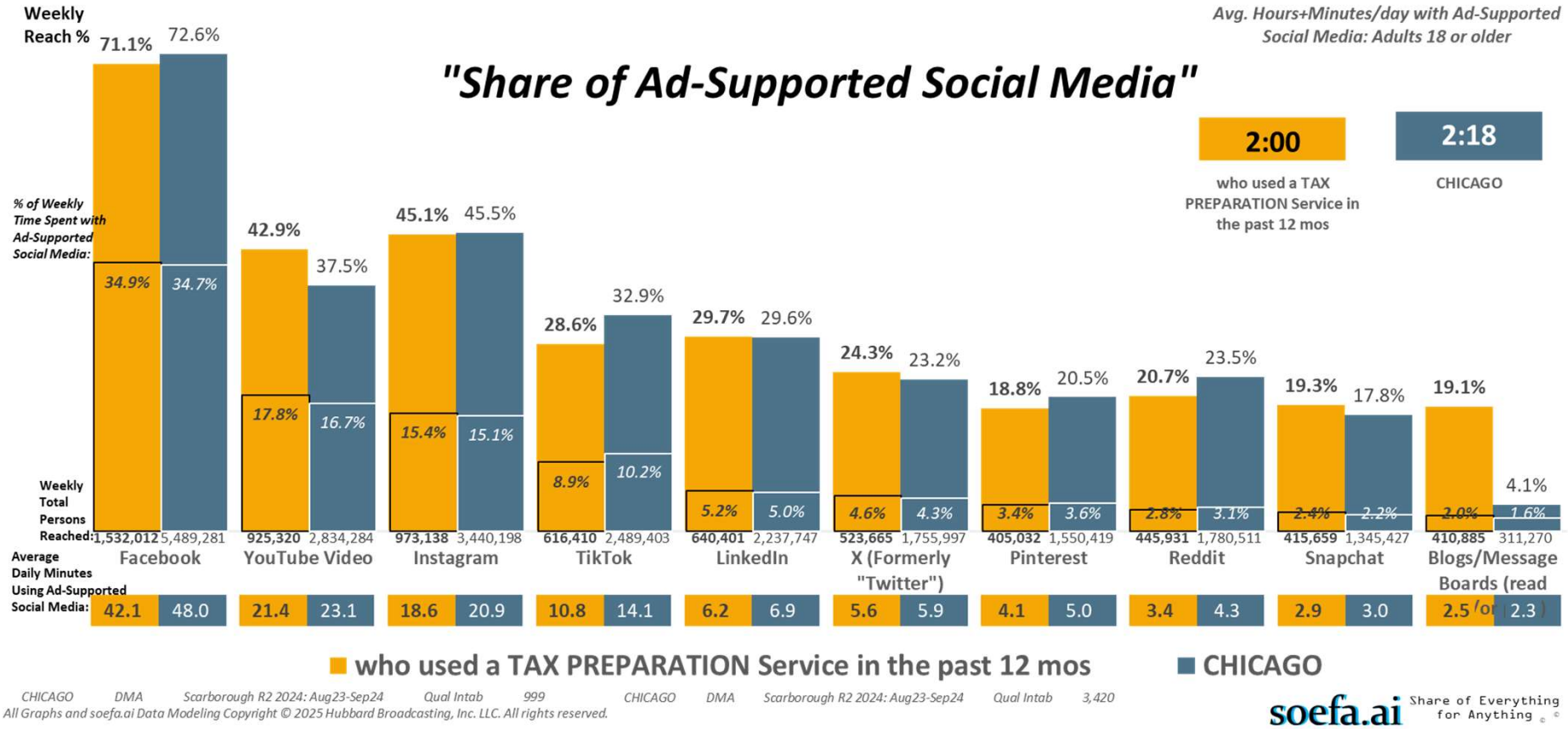
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

soefa.ai Share of Everything for Anything ©

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



1,532,012 or 71.1% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos use Ad-Supported Facebook for an average of 42.1 minutes every day representing 34.9% of all time spent daily with Ad-Supported Social Media.



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 999 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

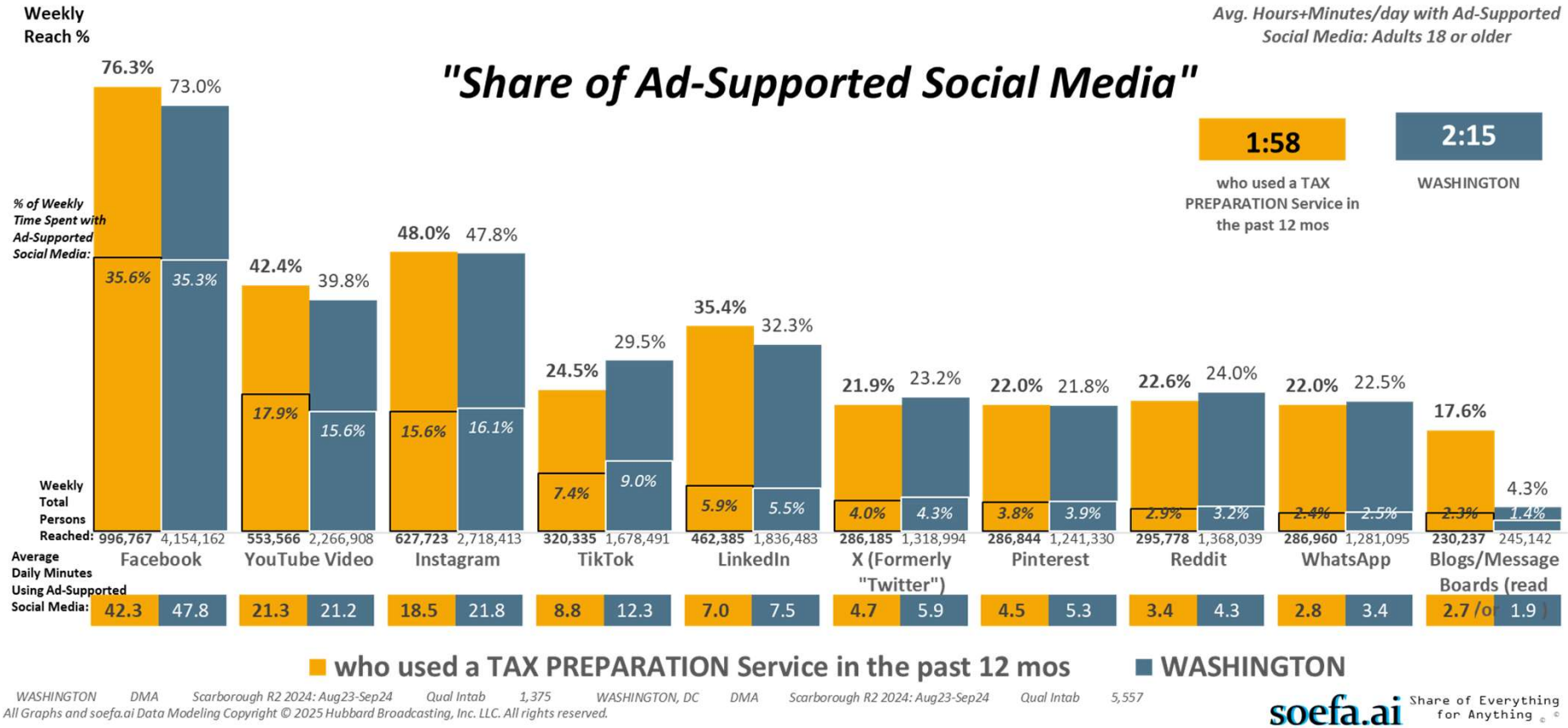
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

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



996,767 or 76.3% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos use Ad-Supported Facebook for an average of 42.3 minutes every day representing 35.6% of all time spent daily with Ad-Supported Social Media.



WASHINGTON DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,375 WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

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



620,960 or 73.5% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos use Ad-Supported Facebook for an average of 40.3 minutes every day representing 34.7% of all time spent daily with Ad-Supported Social Media.

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

"Share of Ad-Supported Social Media"

1:56 who used a TAX PREPARATION Service in the past 12 mos

2:05 SEATTLE

	Facebook	YouTube Video	Instagram	TikTok	LinkedIn	X (Formerly "Twitter")	Reddit	Pinterest	WhatsApp	Snapchat
Weekly Reach %	73.5% / 71.6%	47.7% / 43.1%	46.4% / 46.6%	21.6% / 25.6%	32.7% / 27.6%	22.1% / 22.0%	27.1% / 25.8%	19.1% / 17.3%	17.1% / 15.8%	10.9% / 13.7%
% of Weekly Time Spent with Ad-Supported Social Media:	34.7% / 35.6%	21.9% / 15.8%	15.2% / 16.1%	6.8% / 8.4%	5.5% / 4.9%	4.0% / 4.2%	3.5% / 3.5%	3.3% / 3.2%	1.8% / 1.8%	1.3% / 1.7%
Weekly Total Persons Reached:	620,960 / 3,226,465	402,879 / 1,941,457	392,156 / 2,100,975	182,628 / 1,151,999	276,058 / 1,242,565	187,021 / 989,790	229,050 / 1,160,815	161,460 / 778,829	144,187 / 711,222	92,476 / 615,380
Average Daily Minutes Using Ad-Supported Social Media:	40.3 / 44.5	25.4 / 19.7	17.7 / 20.2	7.9 / 10.5	6.3 / 6.1	4.7 / 5.3	4.1 / 4.4	3.9 / 4.0	2.1 / 2.3	1.5 / 2.2

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

SEATTLE DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 763 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

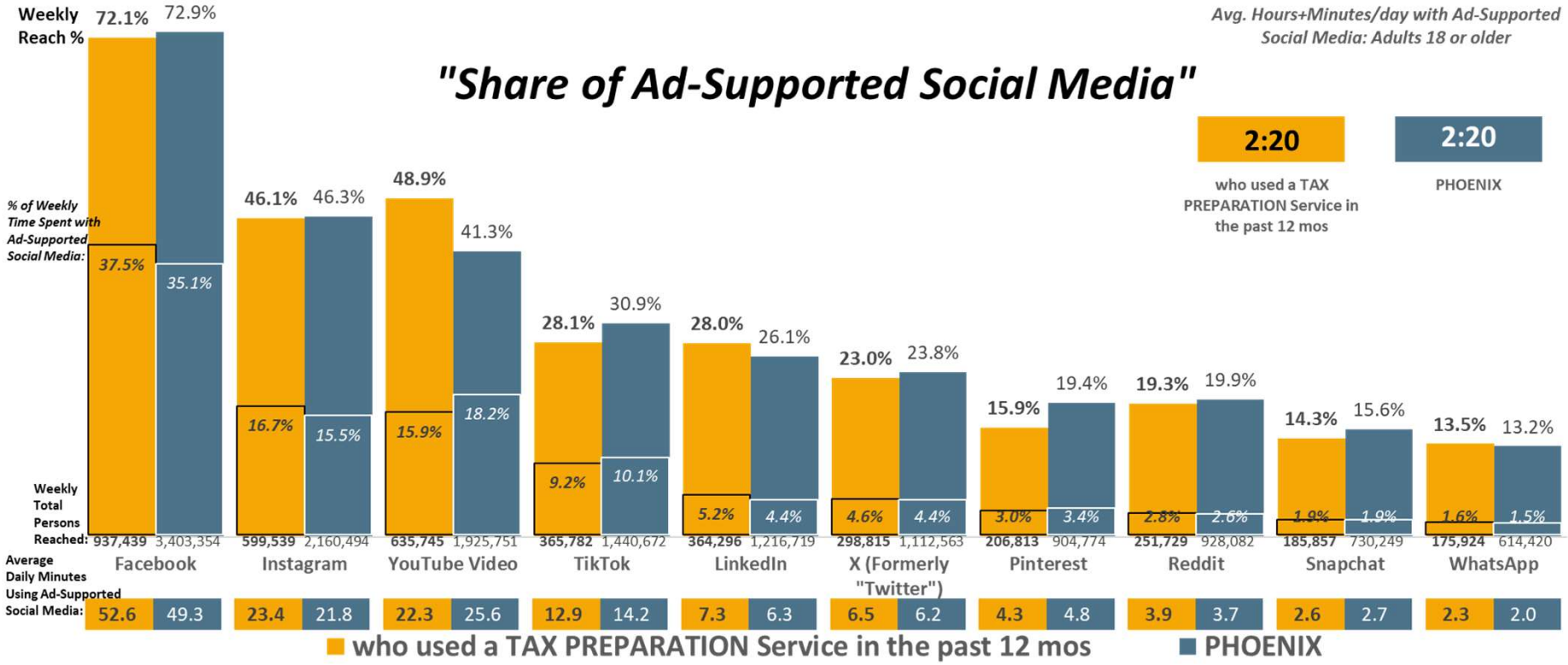
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

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



937,439 or 72.1% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos use Ad-Supported Facebook for an average of 52.6 minutes every day representing 37.5% of all time spent daily with Ad-Supported Social Media.



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 671 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

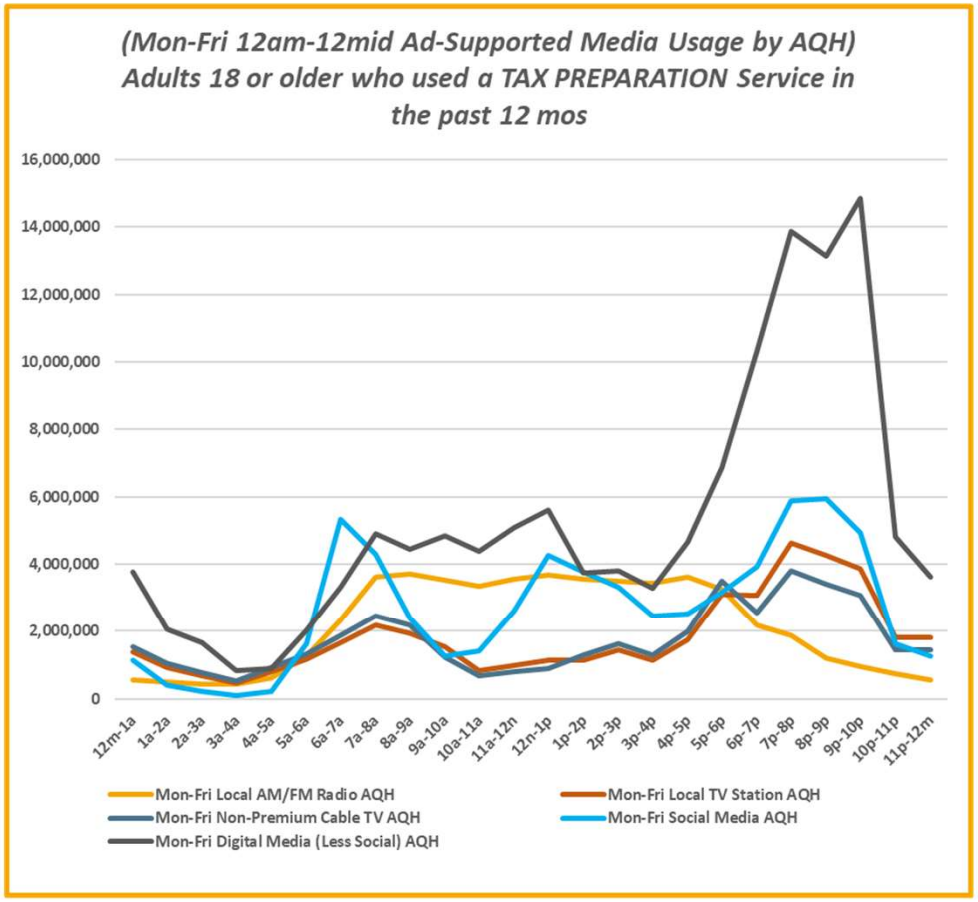
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

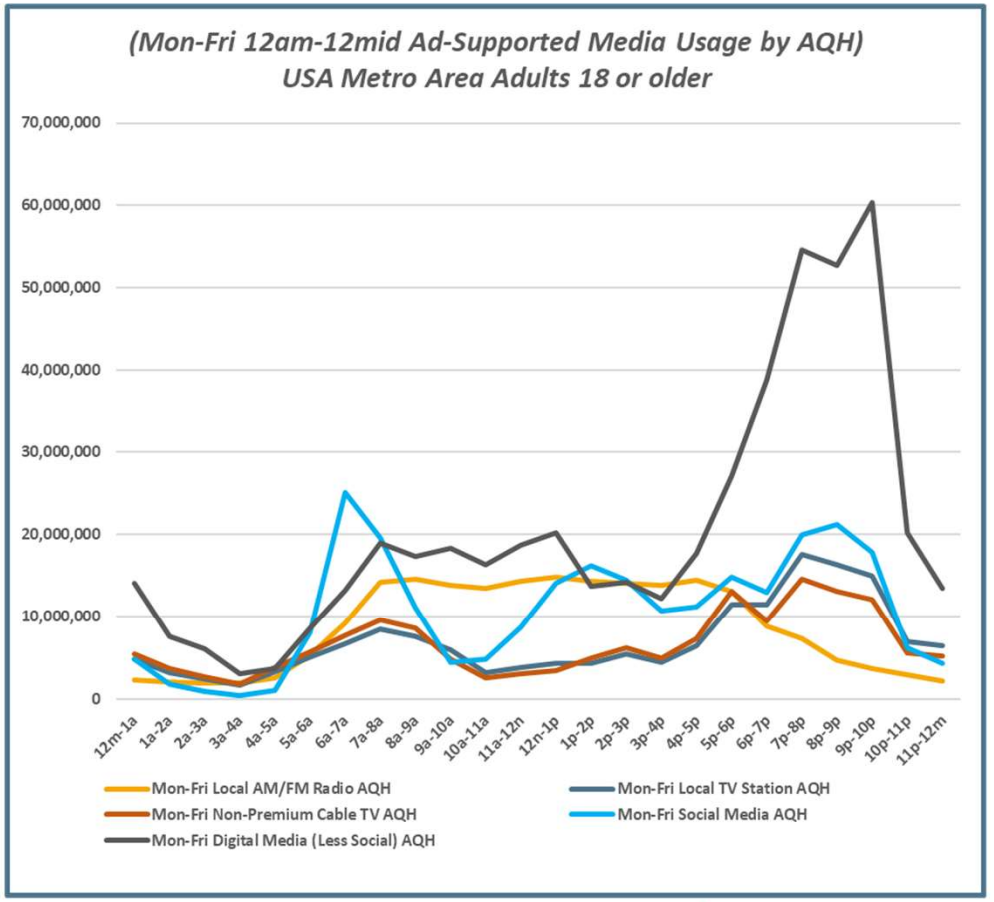
soefa.ai Share of Everything for Anything ©

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



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





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

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

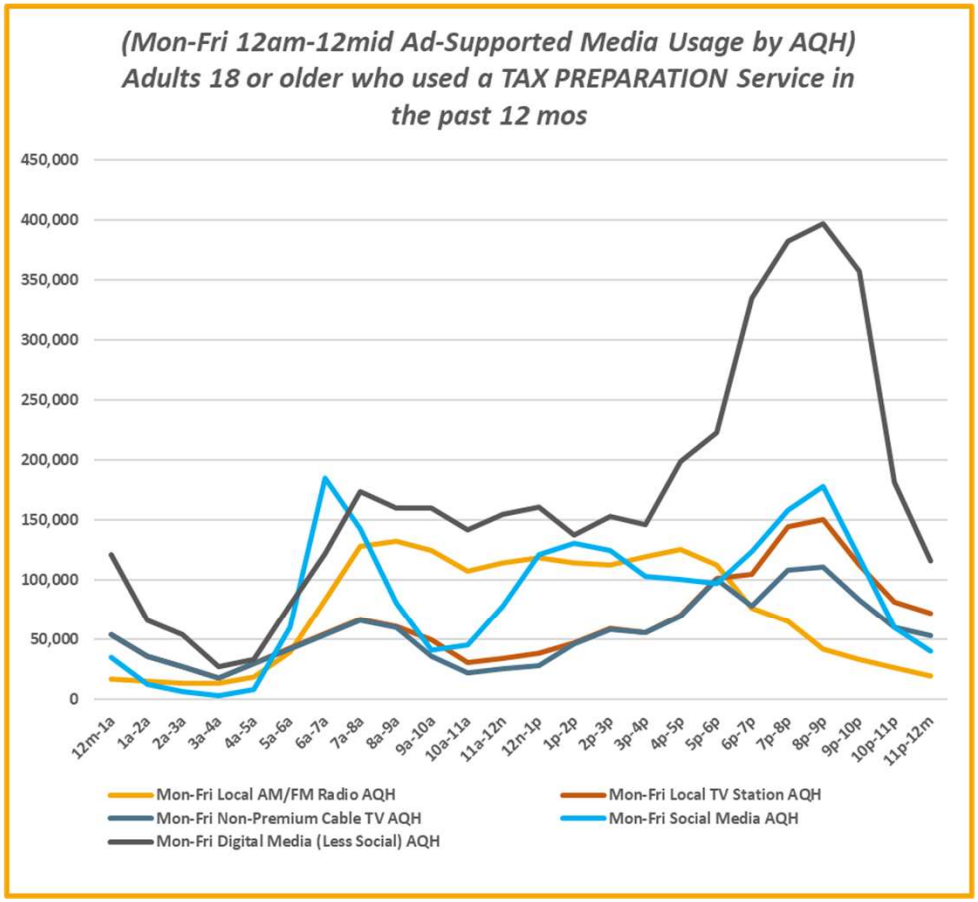
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

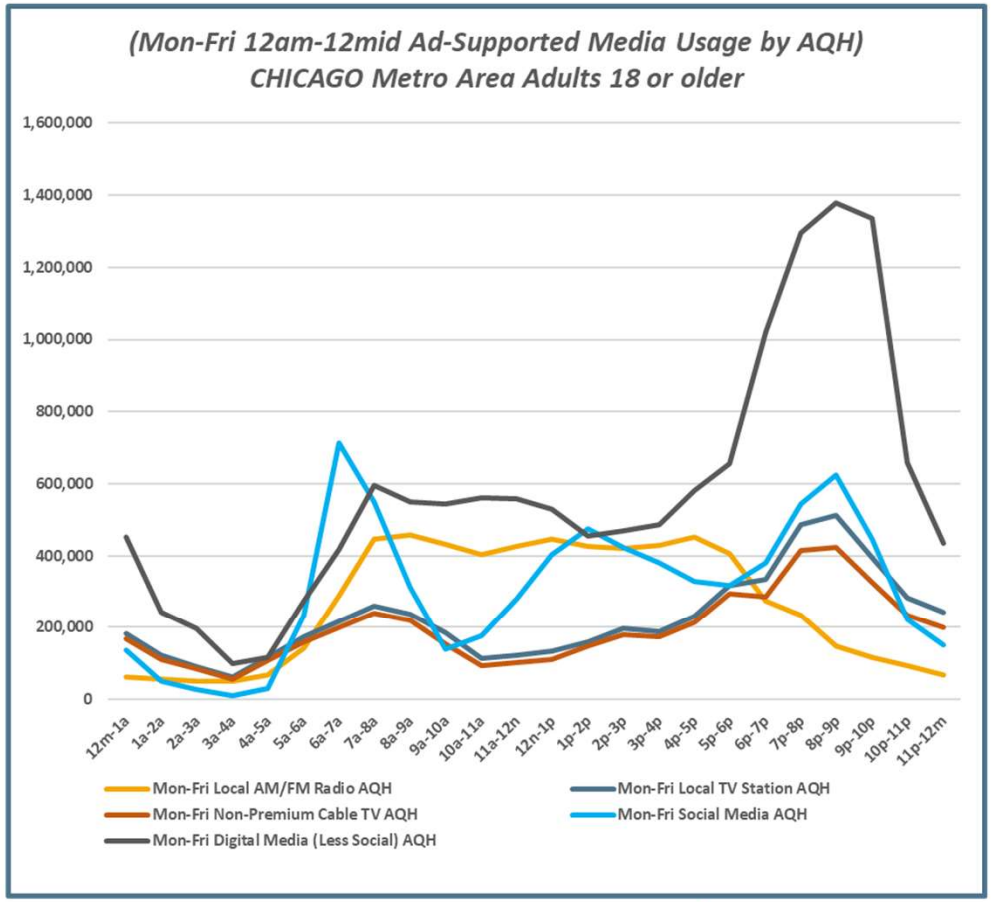
soefa.ai Share of Everything for Anything ©

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



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 174,275; Local Radio: 112,932; Social Media: 105,673; Local TV: 59,353; Non-Prem. Cable: 53,856 reaching Adults 18 or older who used a TAX PREPARATION Service in the past





CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 999

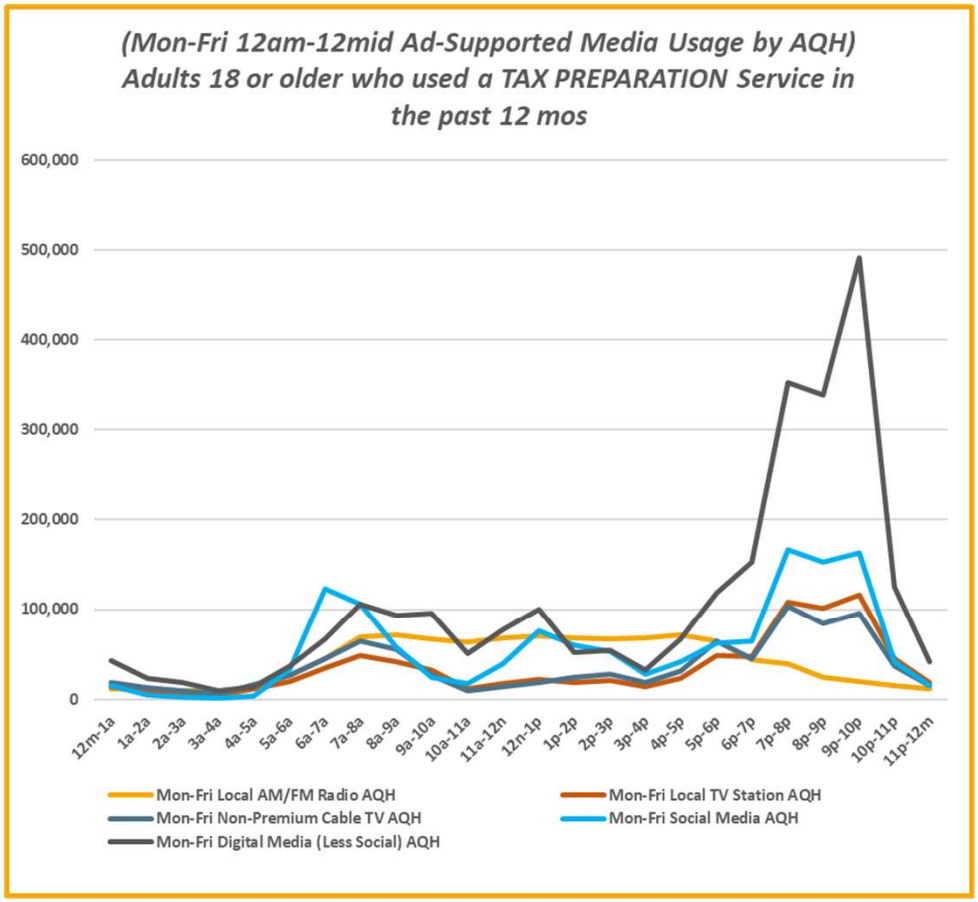
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

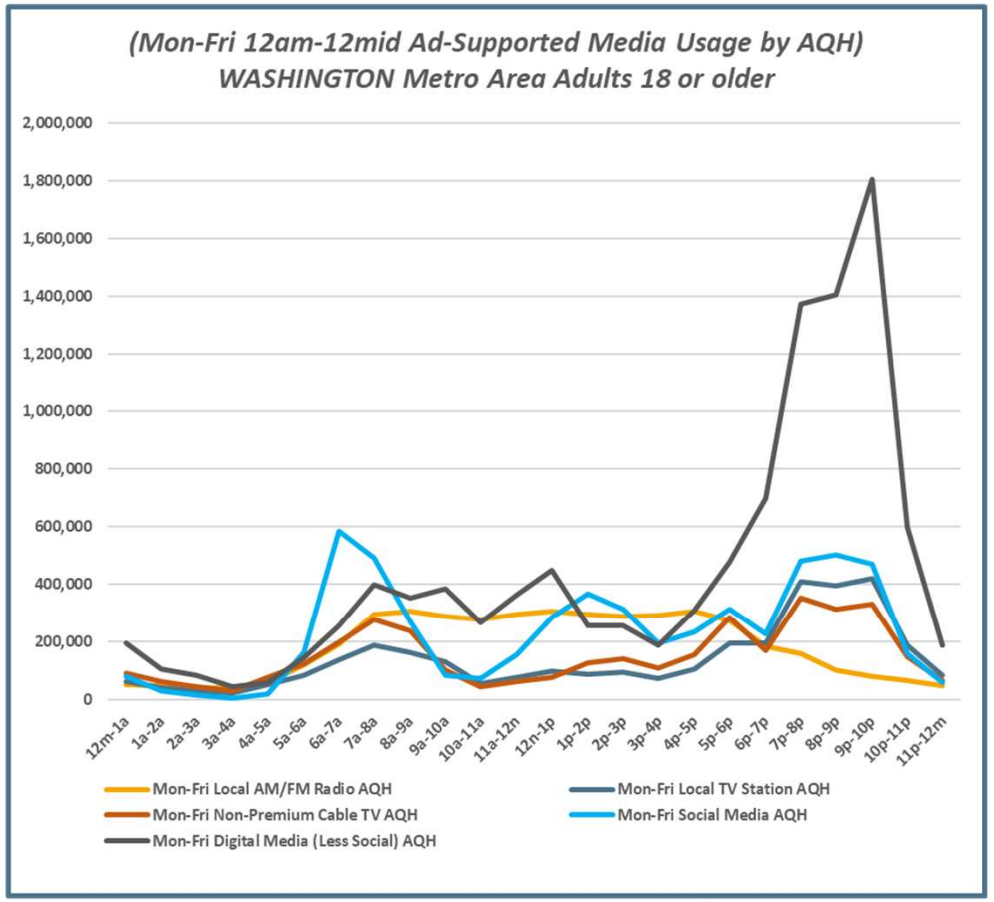
soefa.ai Share of Everything for Anything ©

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



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 81,874; Local Radio: 64,301; Social Media: 57,826; Non-Prem. Cable: 34,229; Local TV: 29,145 reaching Adults 18 or older who used a TAX PREPARATION Service in the past 12





WASHINGTON DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,375

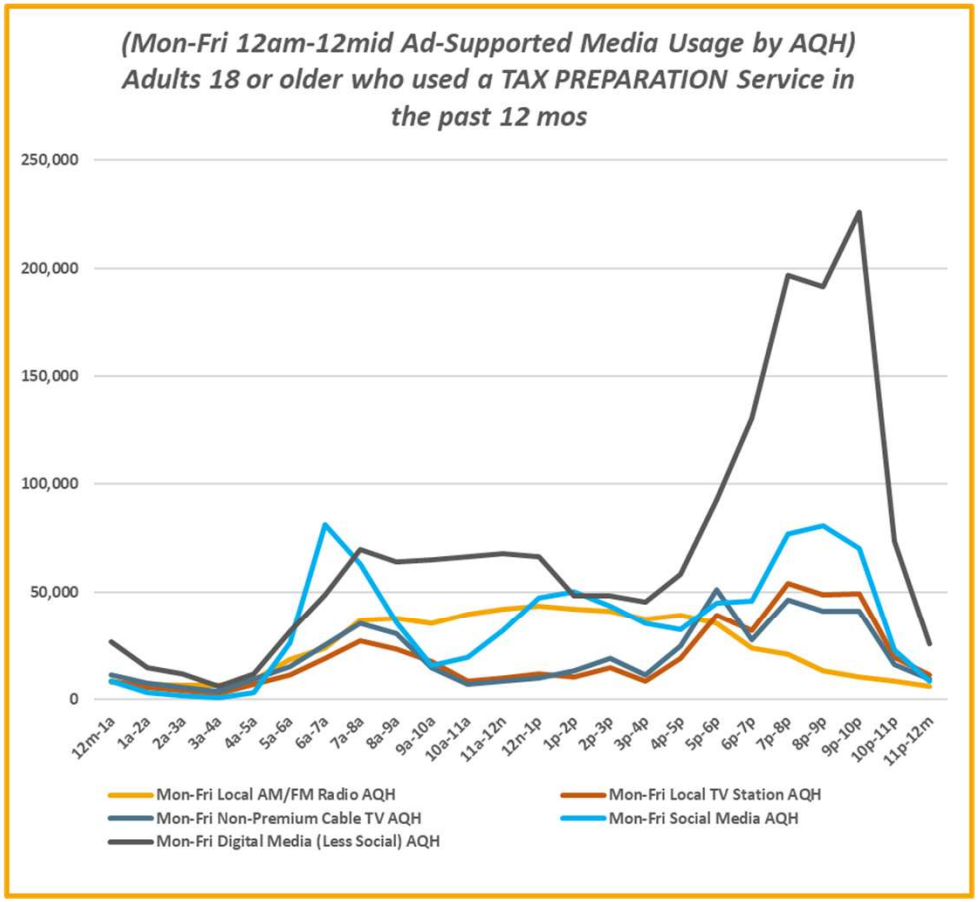
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

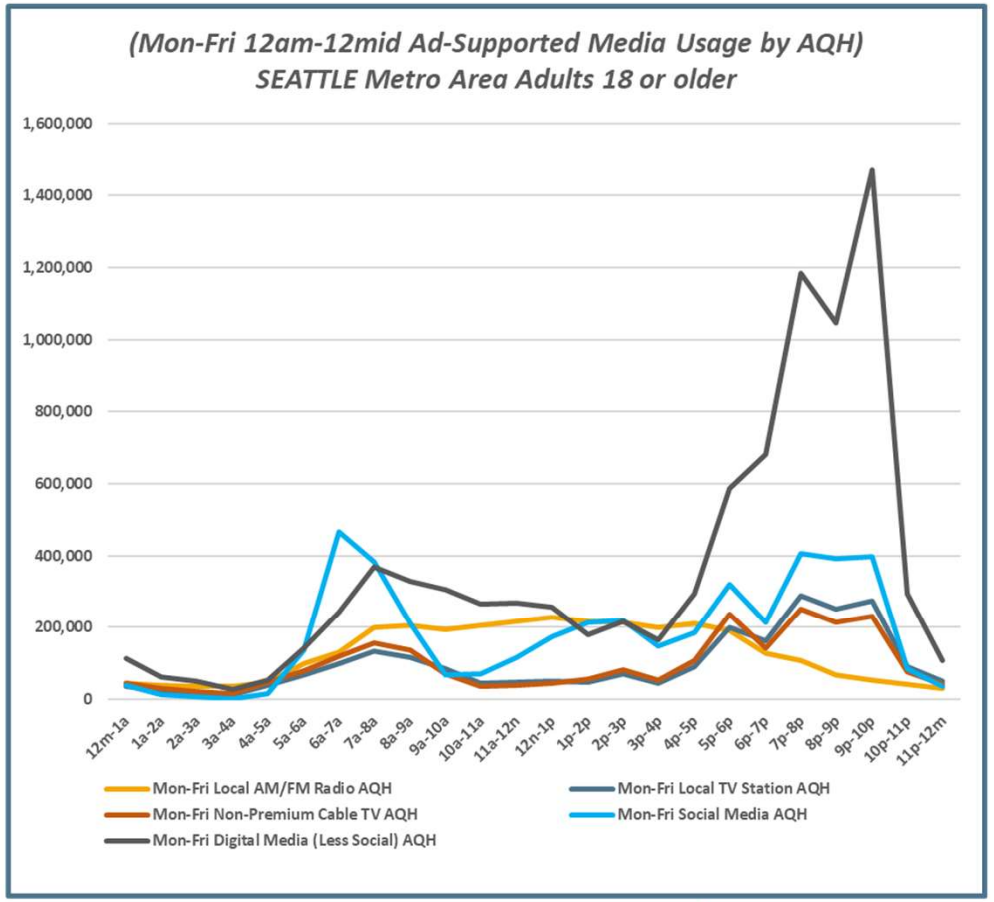
soefa.ai Share of Everything for Anything ©

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



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 66,890; Social Media: 41,985; Local Radio: 36,590; Non-Prem. Cable: 21,327; Local TV: 18,442 reaching Adults 18 or older who used a TAX PREPARATION Service in the past 12





SEATTLE DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 763

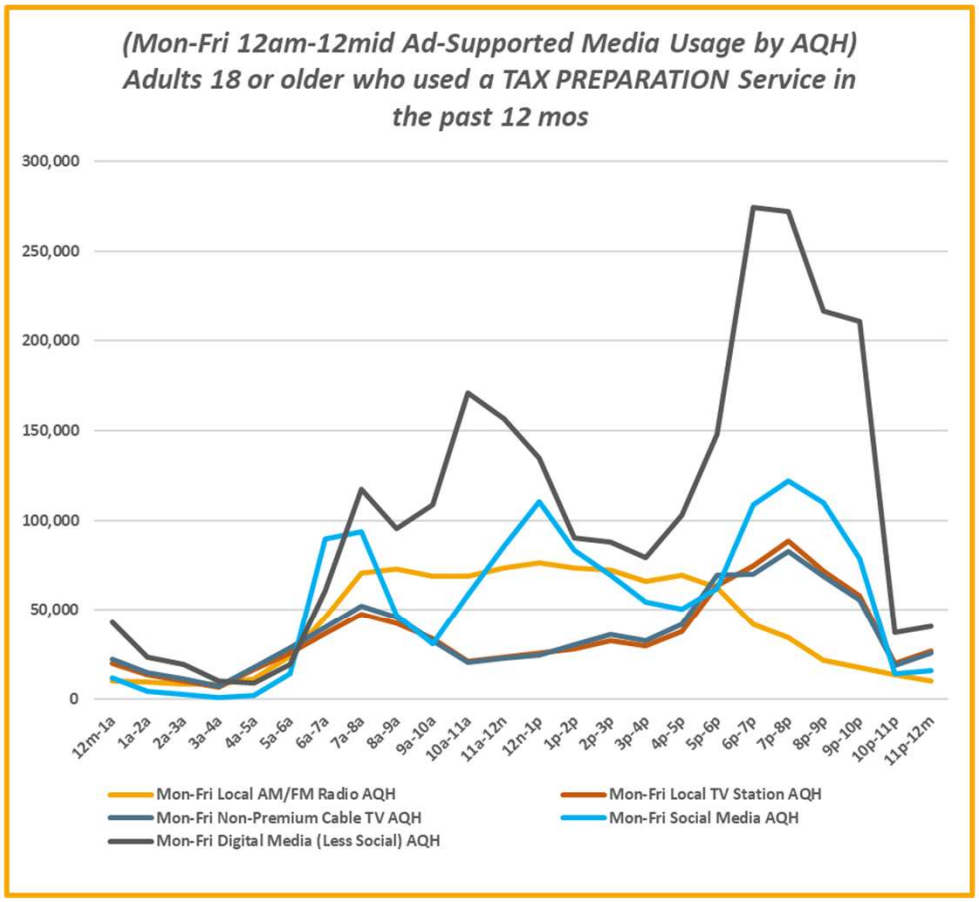
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

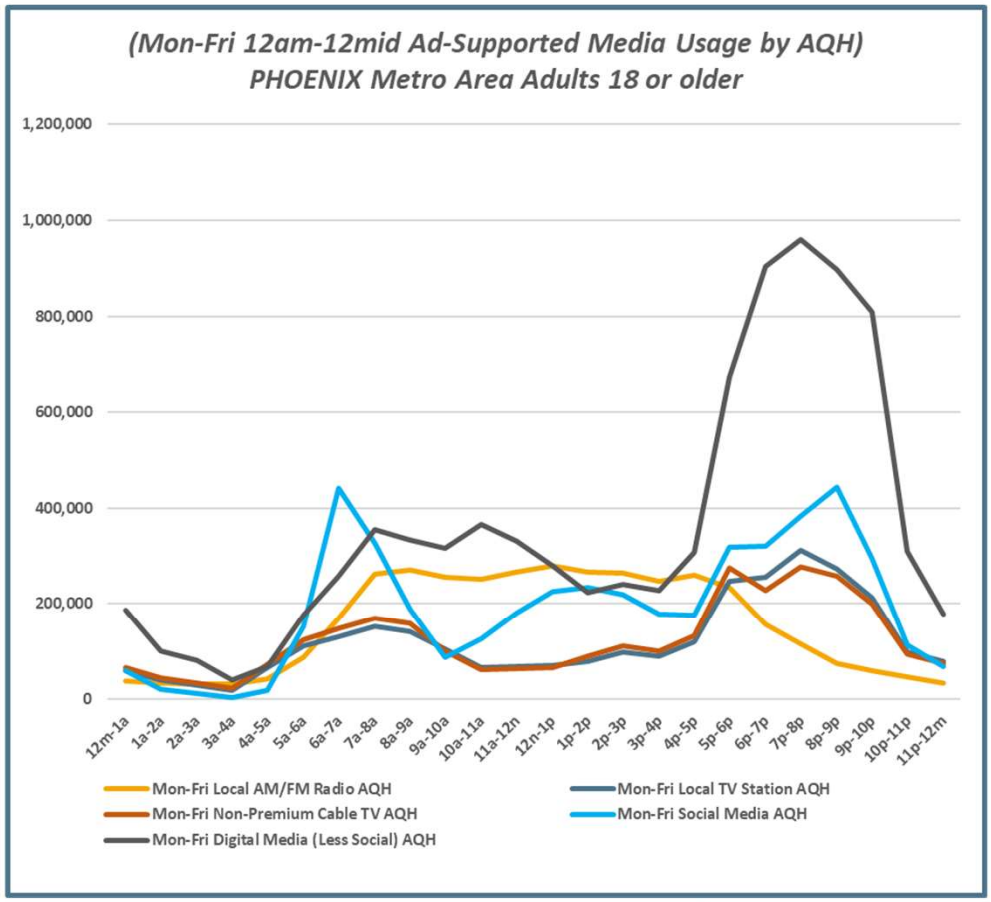
soefa.ai Share of Everything for Anything ©

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



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 125,261; Social Media: 72,710; Local Radio: 66,409; Non-Prem. Cable: 39,938; Local TV: 38,288 reaching Adults 18 or older who used a TAX PREPARATION Service in the past 1





PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 671

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

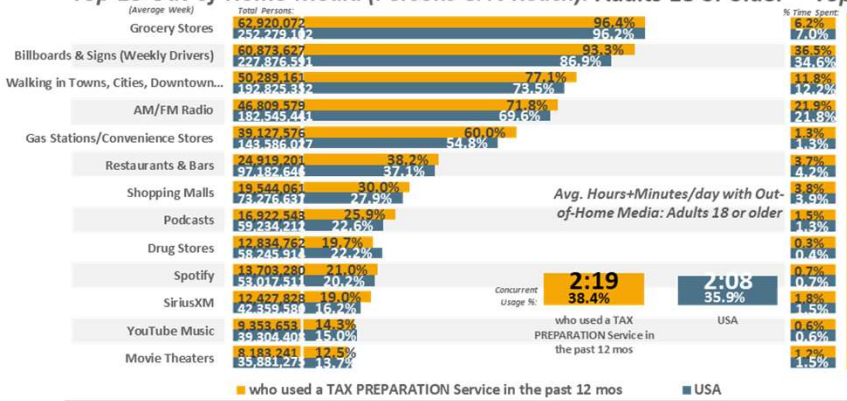
soefa.ai Share of Everything for Anything ©

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

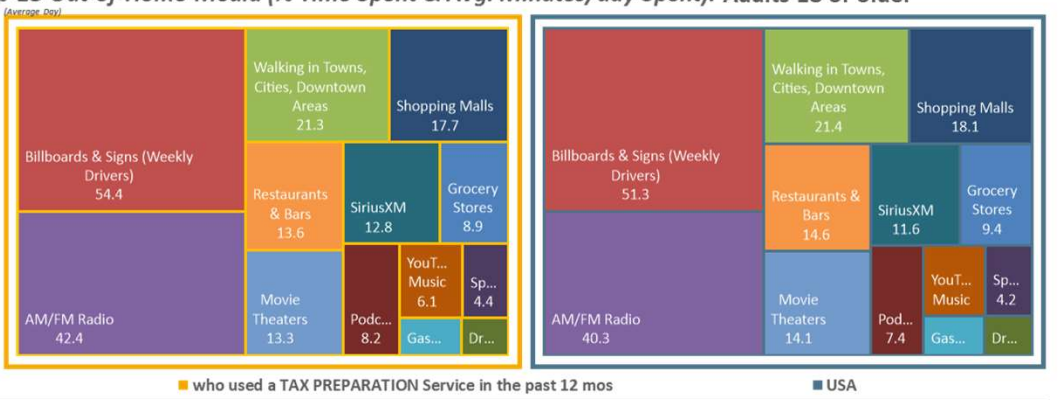


60,873,627 or 93.3% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos spend an average of 54.4 minutes per day driving, seeing Billboards and Signs. 67.% Listen to Local Radio Stations Out-of-Home for an average of 38.2 minutes/d

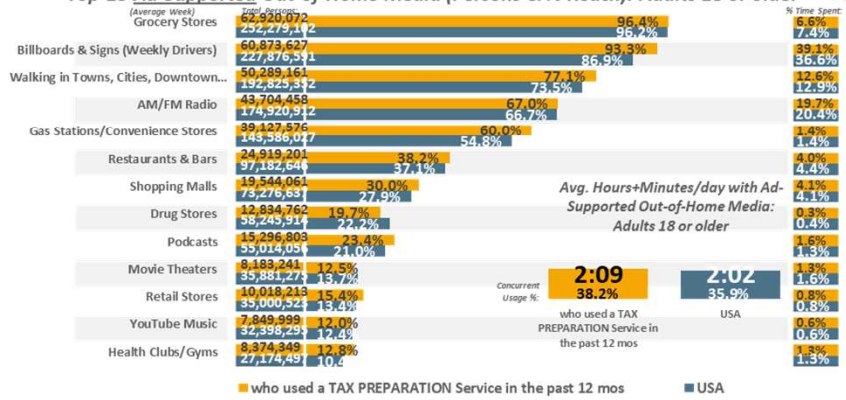
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



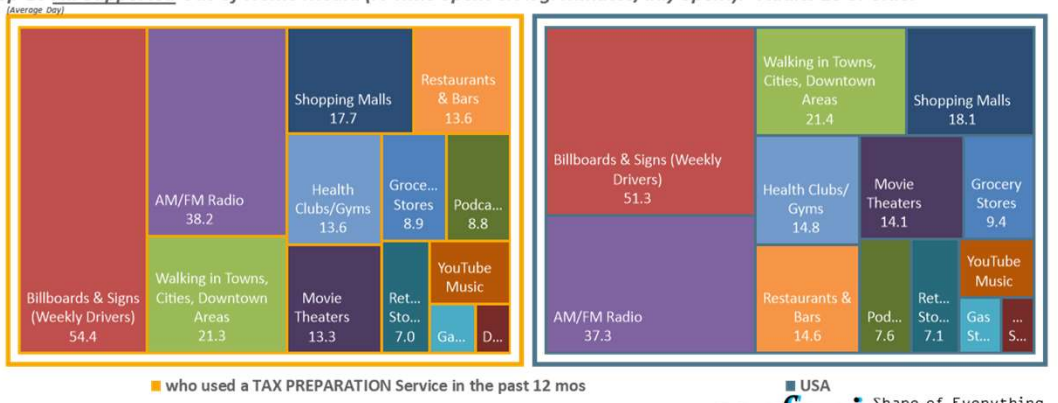
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

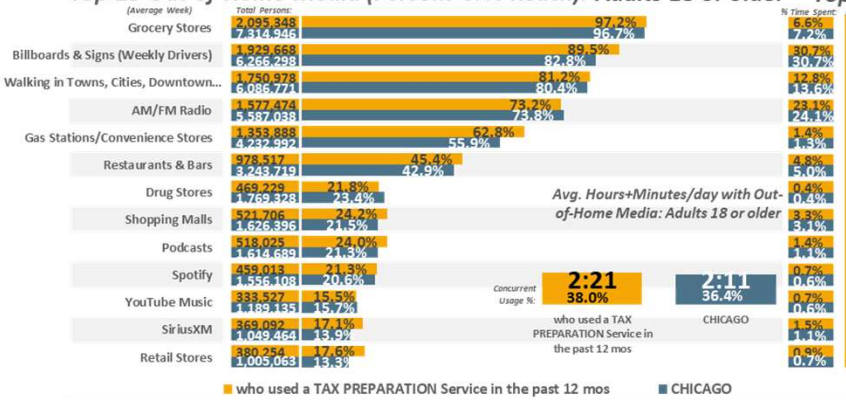
soefa.ai Share of Everything for Anything ©

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

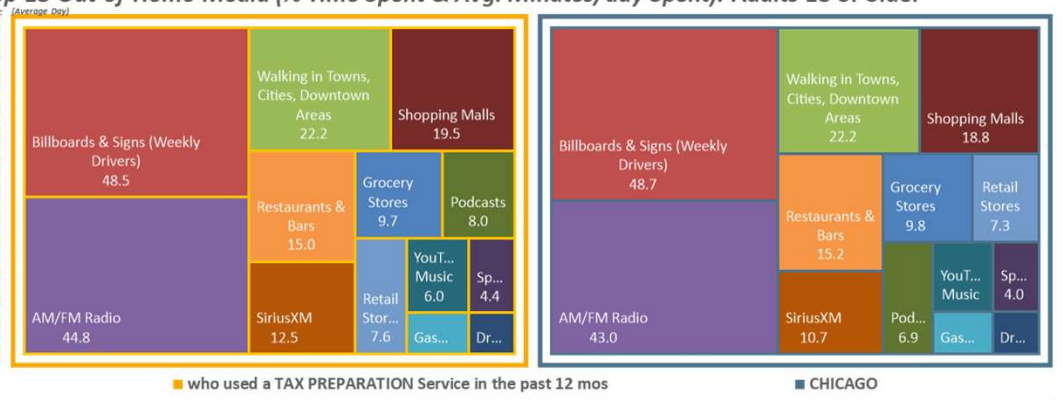


1,929,668 or 89.5% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos spend an average of 48.5 minutes per day driving, seeing Billboards and Signs. 68.7% Listen to Local Radio Stations Out-of-Home for an average of 40.9 minutes/d

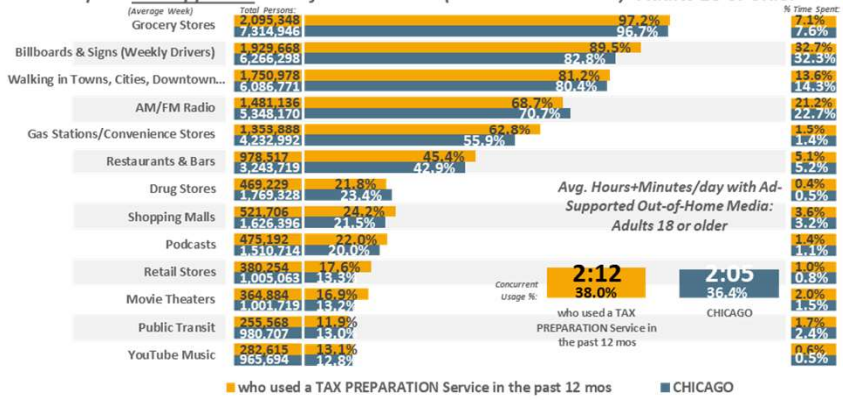
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



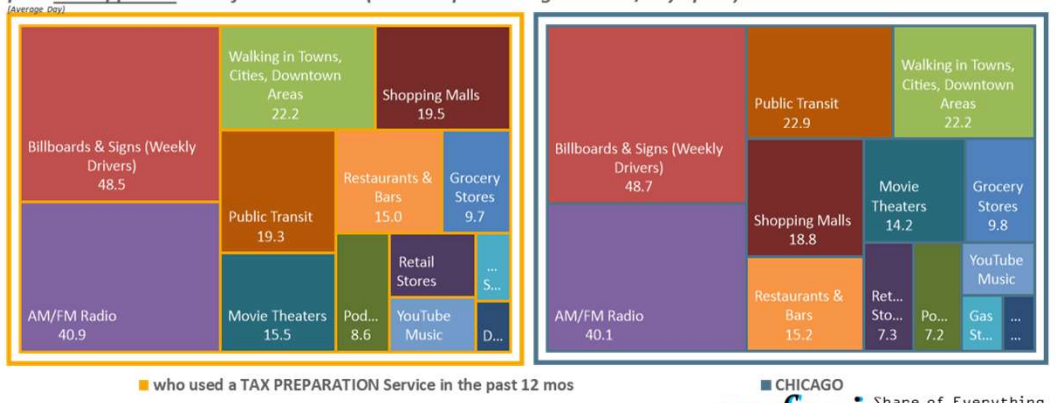
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 999

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

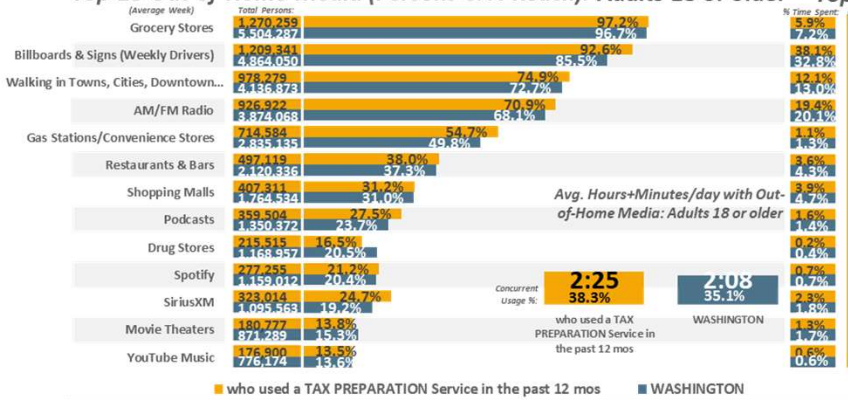
soefa.ai Share of Everything for Anything ©

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

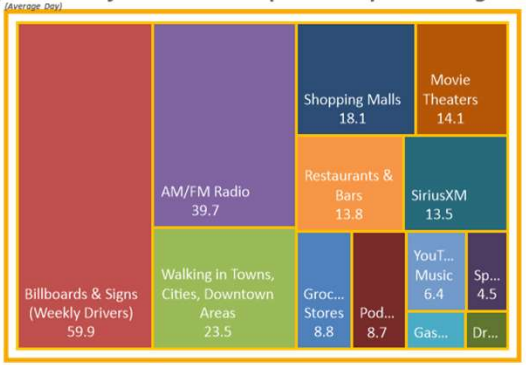


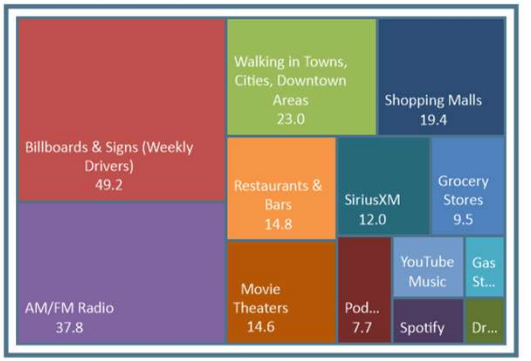
1,209,341 or 92.6% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos spend an average of 59.9 minutes per day driving, seeing Billboards and Signs. 65.5% Listen to Local Radio Stations Out-of-Home for an average of 34.5 minutes/d

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

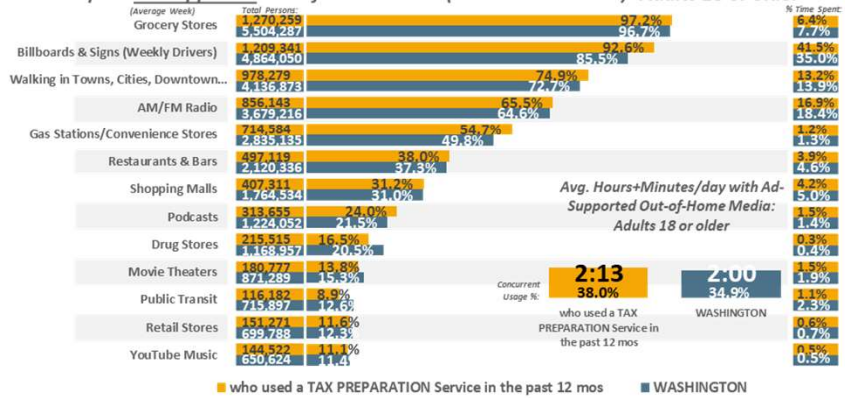


Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

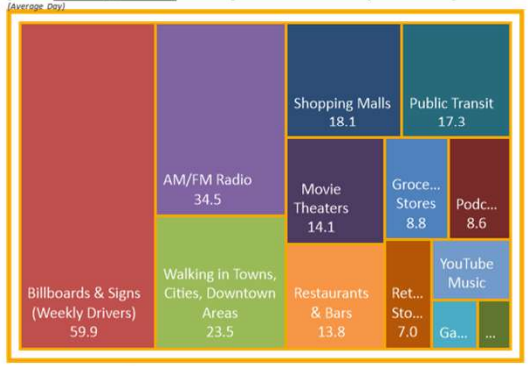


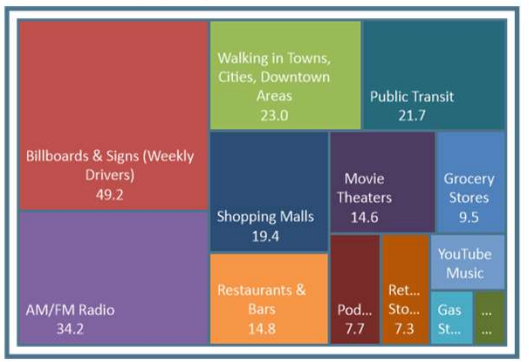


Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



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





WASHINGTON DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,375

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

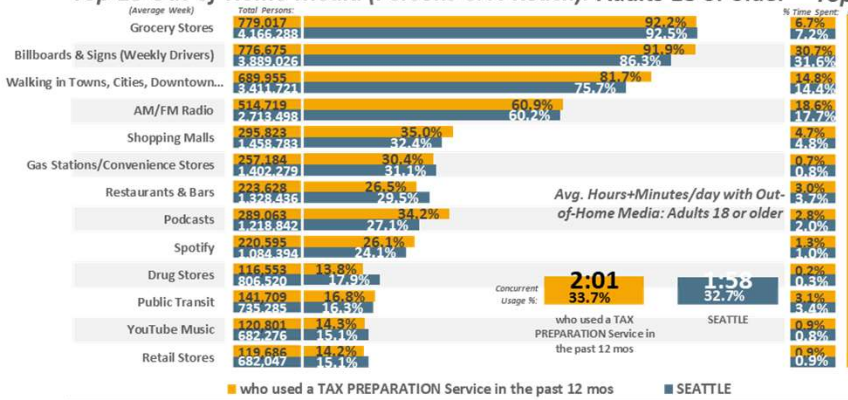
soefa.ai Share of Everything for Anything ©

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

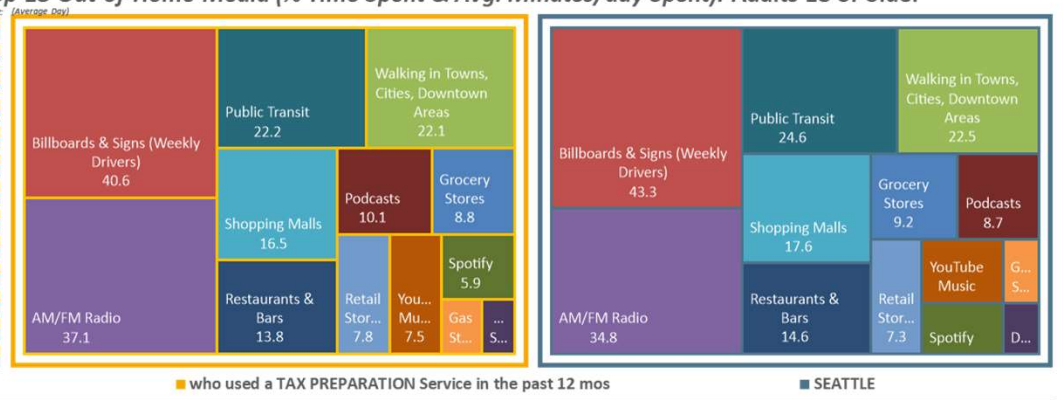


776,675 or 91.9% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos spend an average of 40.6 minutes per day driving, seeing Billboards and Signs. 58.3% Listen to Local Radio Stations Out-of-Home for an average of 32.2 minutes/day

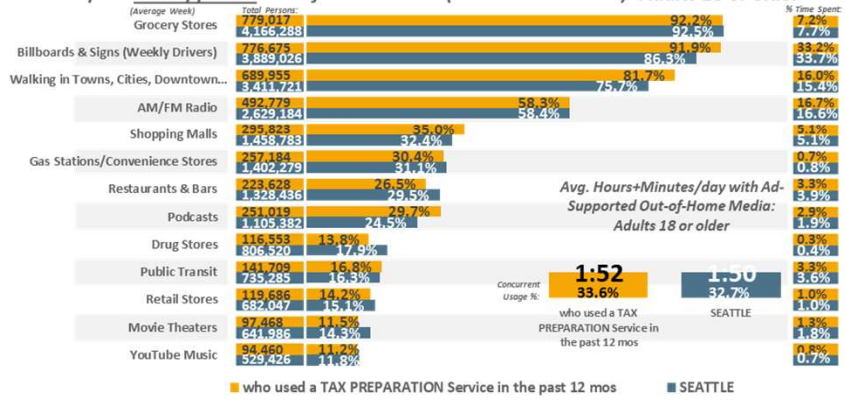
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



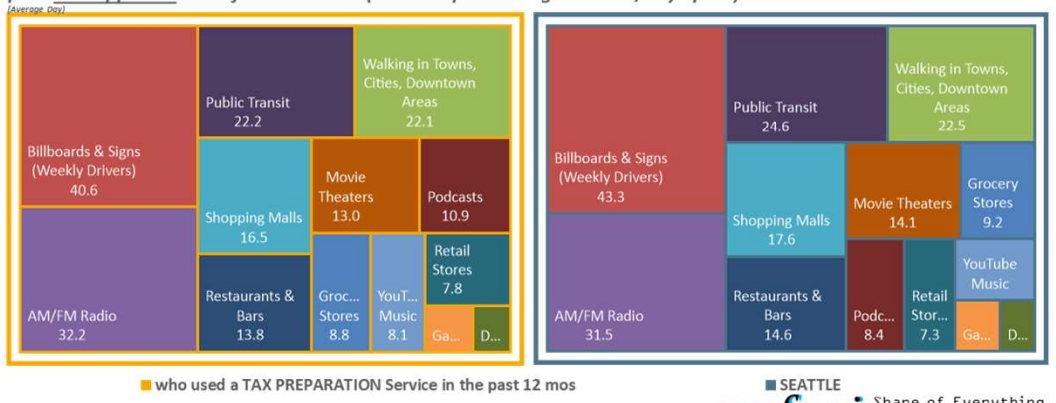
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 763

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

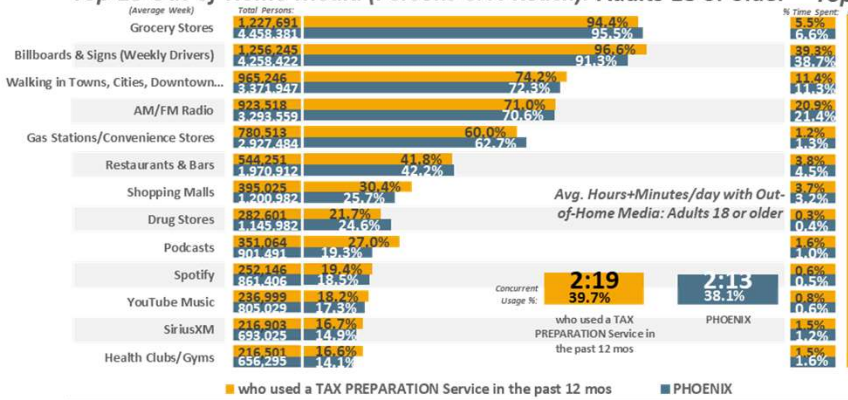
soefa.ai Share of Everything for Anything ©

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

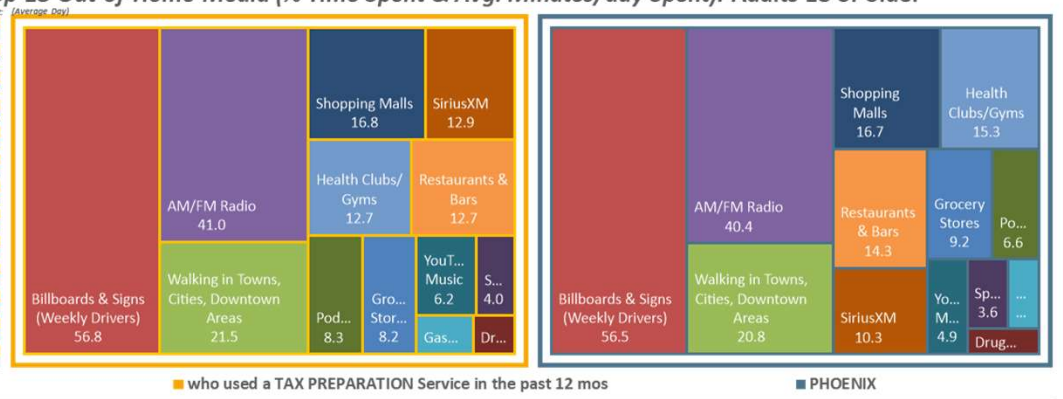


1,256,245 or 96.6% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos spend an average of 56.8 minutes per day driving, seeing Billboards and Signs. 66.3% Listen to Local Radio Stations Out-of-Home for an average of 37.8 minutes/d

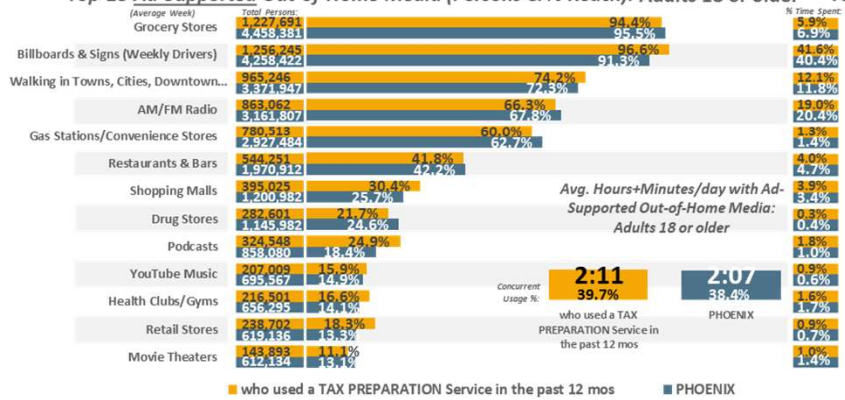
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



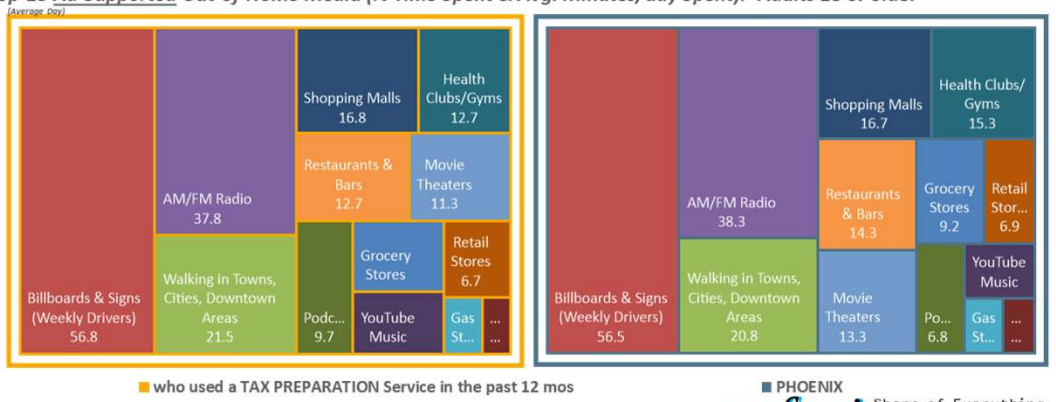
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 671

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

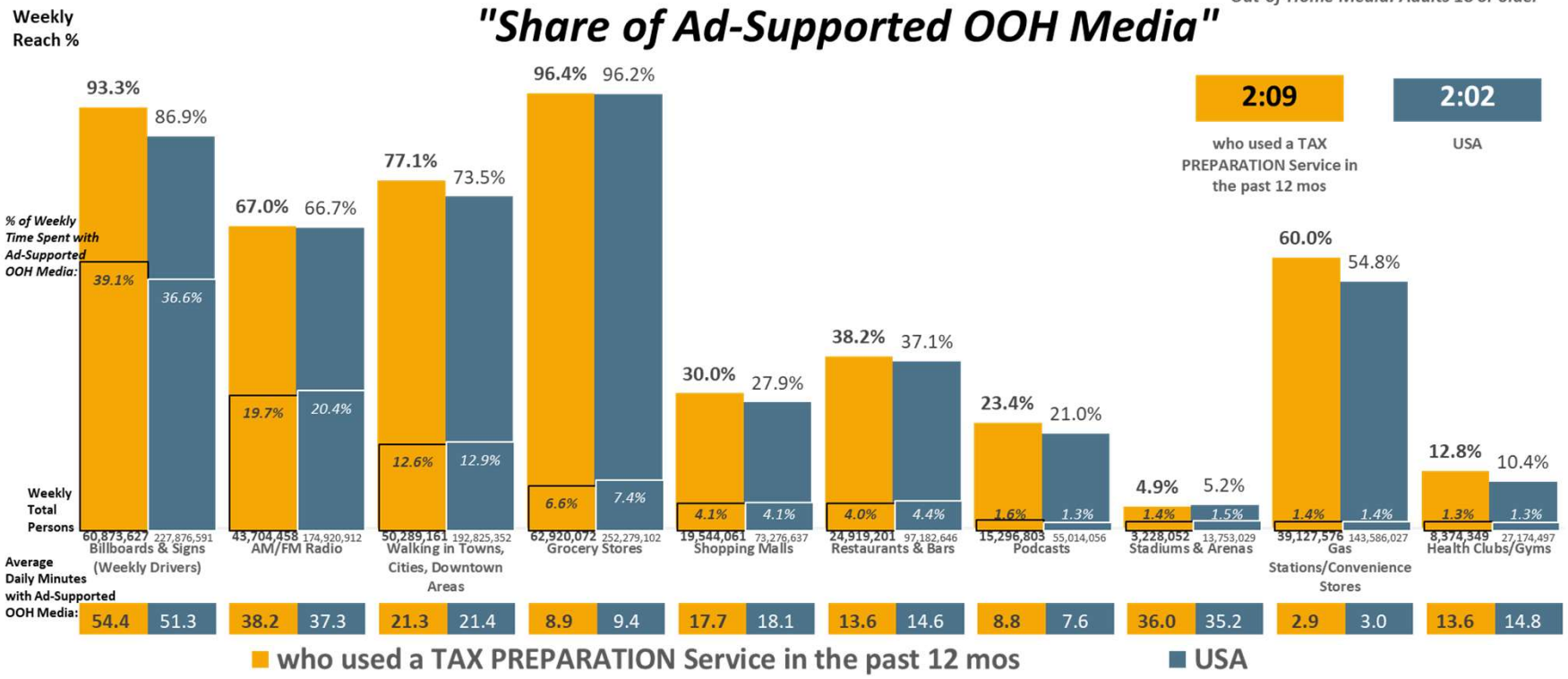
Professional services used by HHLD past 12 months (HHLD): Tax preparation service



60,873,627 or 93.3% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos spend an average of 54.4 minutes per day driving, seeing Billboards and Signs representing 39.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



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

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

soefa.ai Share of Everything for Anything

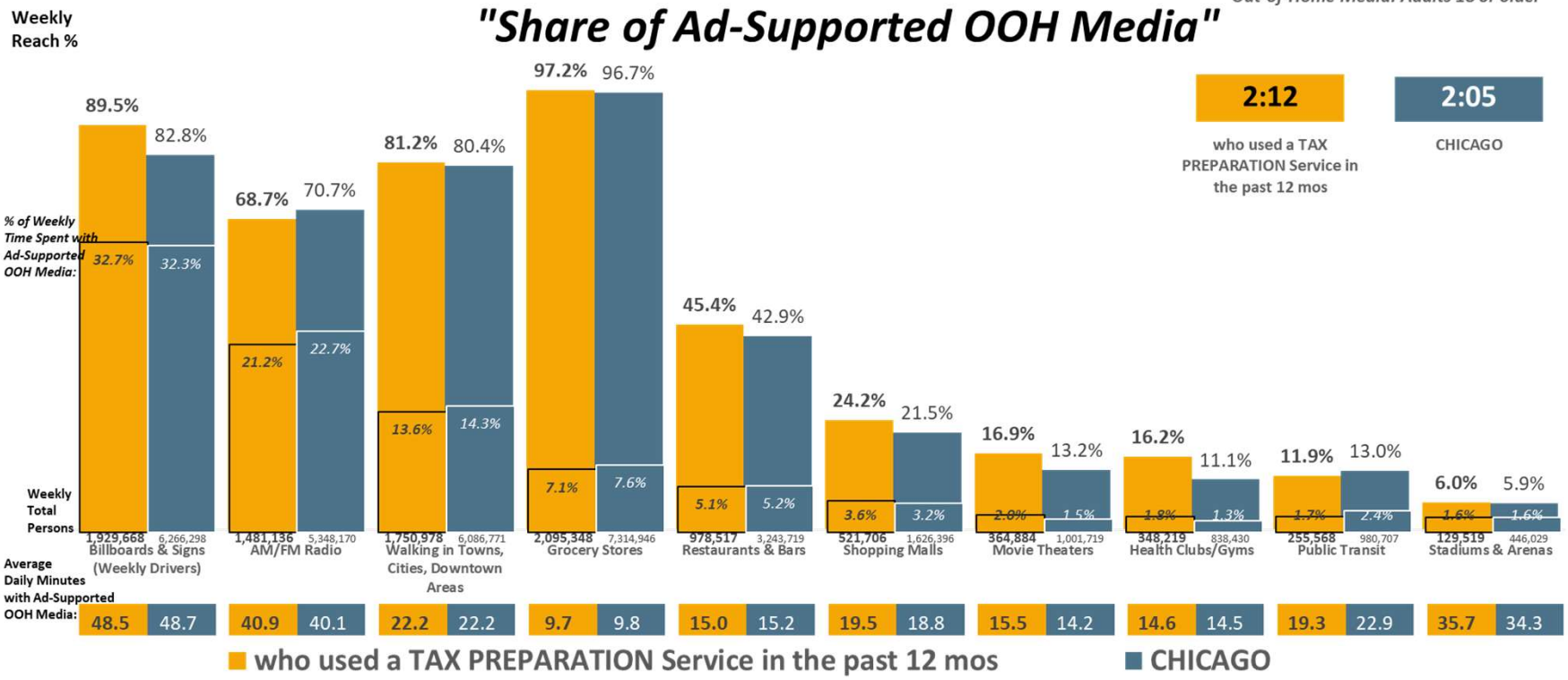
Professional services used by HHLD past 12 months (HHLD): Tax preparation service



1,929,668 or 89.5% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos spend an average of 48.5 minutes per day driving, seeing Billboards and Signs representing 32.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 999 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

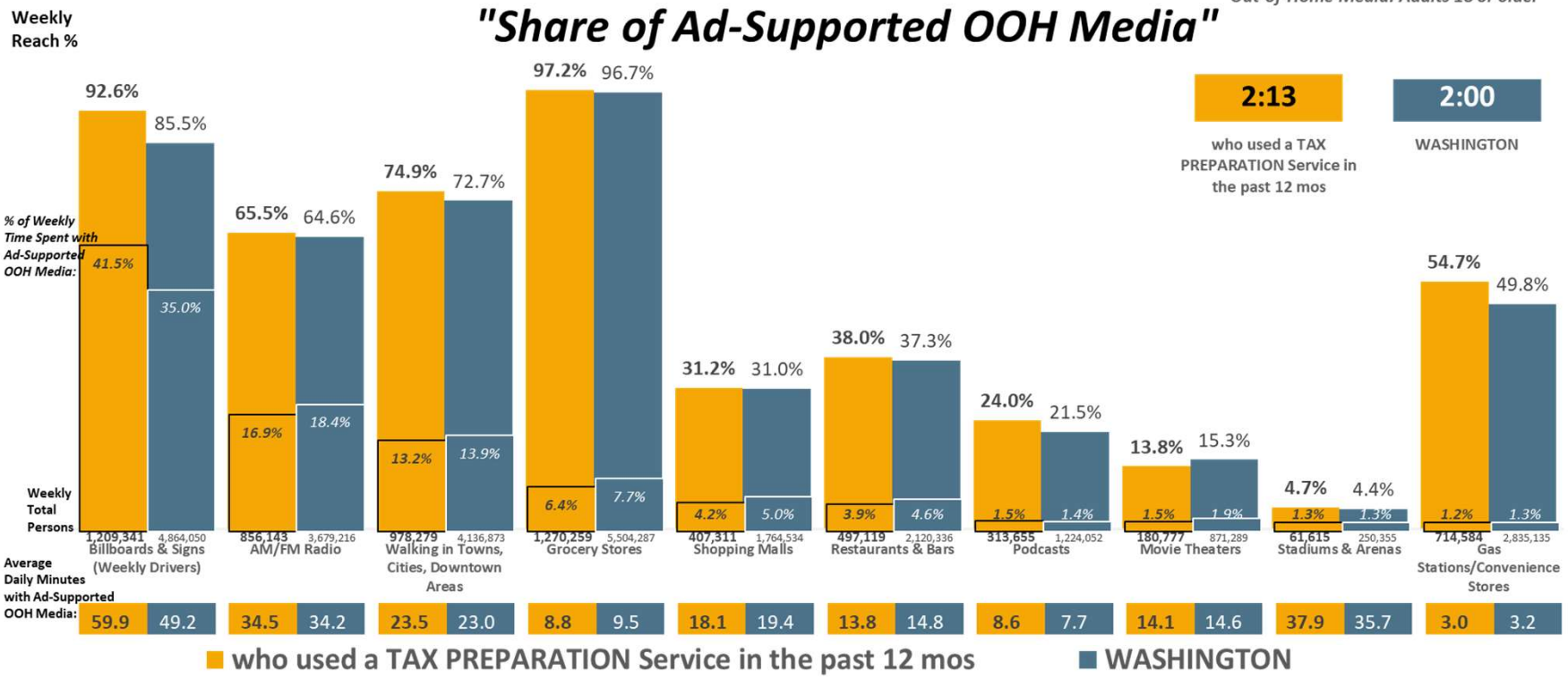
Professional services used by HHLD past 12 months (HHLD): Tax preparation service



1,209,341 or 92.6% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos spend an average of 59.9 minutes per day driving, seeing Billboards and Signs representing 41.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



WASHINGTON DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,375 WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

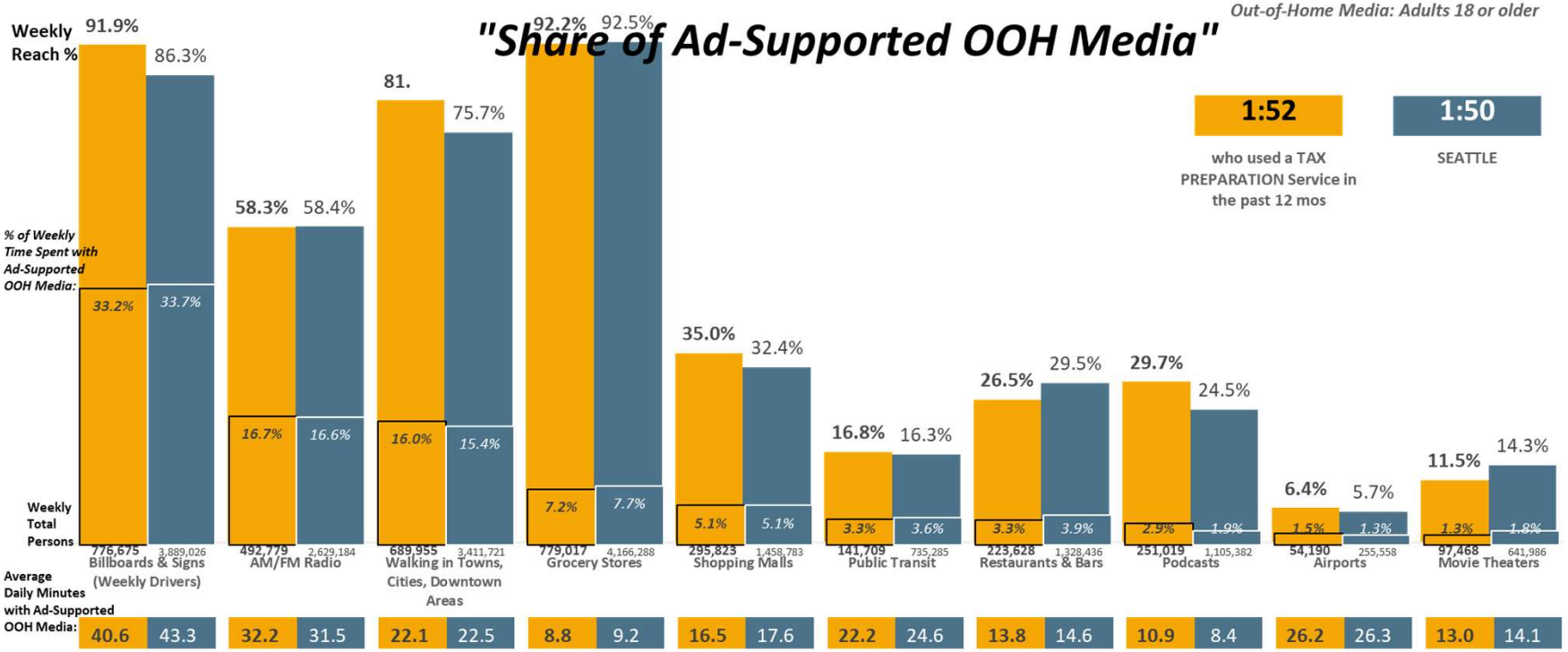
Professional services used by HHLD past 12 months (HHLD): Tax preparation service



776,675 or 91.9% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos spend an average of 40.6 minutes per day driving, seeing Billboards and Signs representing 33.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



SEATTLE DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 763 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

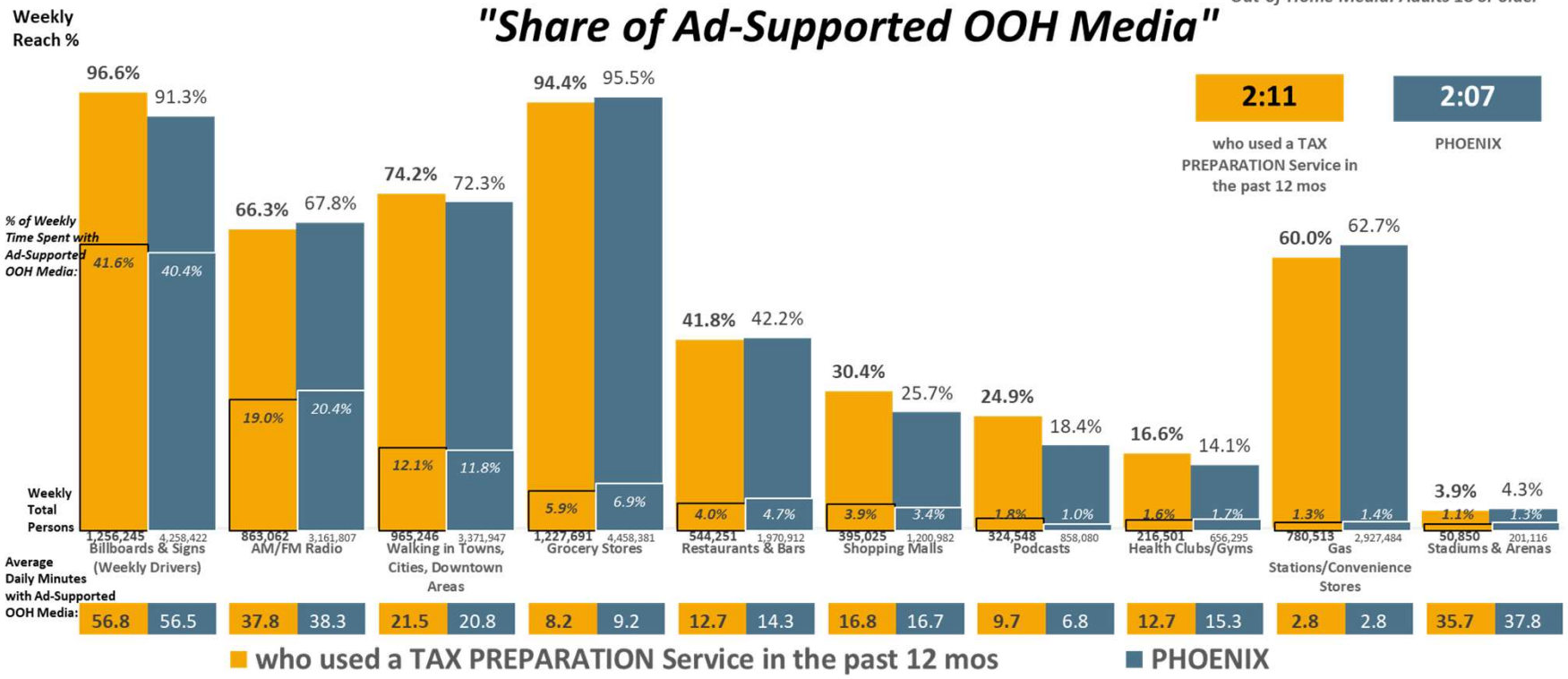
Professional services used by HHLD past 12 months (HHLD): Tax preparation service



1,256,245 or 96.6% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos spend an average of 56.8 minutes per day driving, seeing Billboards and Signs representing 41.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 671 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

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



1,929,668 or 89.5% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos spend an average of 48.5 minutes per day driving an average of 28.3 miles each day and are 44.3% more likely to use Jane Addams Memorial Tollway (I-90) than the

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

	who used a TAX PREPARATION Service in the past 12 mos		CHICAGO	
Dan Ryan Expressway (I-90/I-94)	636,758	29.5%	2,107,090	27.8%
Kennedy Expressway (I-90/I-94)	608,650	28.2%	1,644,472	21.7%
Eisenhower Expressway (I-290)	575,795	26.7%	1,862,870	24.6%
Harlem Avenue	573,043	26.6%	1,530,251	20.2%
Tristate Tollway (I-294/I-94)	557,599	25.9%	1,432,354	18.9%
Stevenson Expressway (I-55)	531,218	24.6%	1,535,131	20.3%
Cicero Avenue	469,417	21.8%	1,540,447	20.4%
Route 64 (North Avenue)	441,099	20.5%	1,247,796	16.5%
Route 38 (Roosevelt Road)	434,148	20.1%	1,249,848	16.5%
Route 34 (Ogden Avenue)	411,671	19.1%	1,280,291	16.9%
Edens Expressway (I-94)	400,826	18.6%	1,057,229	14.0%
I-355/Veterans Memorial Tollway	385,978	17.9%	1,208,461	16.0%
Western Avenue	379,831	17.6%	1,154,070	15.3%
Ronald Reagan Memorial Tollway (I-88)	373,042	17.3%	994,166	13.1%
LaGrange Road	372,170	17.3%	1,207,395	16.0%
Jane Addams Memorial Tollway (I-90)	354,513	16.4%	862,545	11.4%
Route 59	338,911	15.7%	1,079,211	14.3%
Fullerton Avenue	332,660	15.4%	827,057	10.9%
US 83	328,239	15.2%	951,835	12.6%
Touhy Avenue	308,607	14.3%	772,084	10.2%
US 20	295,930	13.7%	1,046,601	13.8%
US 30	293,774	13.6%	970,199	12.8%
Kingery Expressway (I-80/I-94)	265,768	12.3%	470,799	6.2%
Route 53	264,193	12.3%	880,052	11.6%
Route 6	251,851	11.7%	600,822	7.9%
I-57	248,264	11.5%	975,754	12.9%

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

Avg. Miles/Day Driving: 28.3

0:48 — who used a TAX PREPARATION Service in the past 12 mos

0:48 — 28.4 — CHICAGO

Top-26 Residential Zip Codes: Adults 18 or older

60402	64,695	3.00%	194,545	2.57%
60618	63,948	2.97%	87,003	1.15%
60185	41,741	1.94%	112,539	1.49%
60641	38,977	1.81%	82,371	1.09%
60120	38,718	1.80%	68,590	0.91%
60638	33,538	1.56%	87,524	1.16%
60617	31,662	1.47%	99,006	1.31%
60108	31,632	1.47%	40,018	0.53%
60805	30,067	1.39%	32,524	0.43%
60515	28,904	1.34%	48,787	0.64%
60647	27,859	1.29%	56,953	0.75%
46383	25,192	1.17%	57,508	0.76%
60629	24,842	1.15%	162,355	2.15%
60632	24,053	1.12%	72,396	0.96%
60432	23,749	1.10%	65,806	0.87%
60609	23,138	1.07%	66,211	0.88%
60657	22,992	1.07%	68,917	0.91%
60505	22,826	1.06%	91,019	1.20%
60616	22,705	1.05%	46,719	0.62%
60707	22,544	1.05%	49,575	0.66%
60018	22,046	1.02%	23,47	0.31%
60451	21,316	0.99%	47,663	0.63%
60073	21,315	0.99%	101,498	1.34%
60148	20,765	0.96%	54,223	0.72%
60067	20,094	0.93%	37,476	0.50%
60004	18,592	0.86%	35,962	0.48%

Top-26 Employment Zip Codes: Adults 18 or older

60601	39,149	1.82%	121,994	1.61%
60606	37,213	1.73%	133,580	1.77%
60608	36,645	1.70%	50,461	0.67%
60120	33,532	1.56%	59,712	0.79%
60611	32,706	1.52%	93,844	1.24%
60607	30,507	1.42%	63,010	0.83%
60647	25,628	1.19%	29,288	0.39%
60603	18,409	0.85%	59,849	0.79%
60185	18,287	0.85%	77,779	1.03%
60515	17,581	0.82%	49,383	0.65%
60099	17,262	0.80%	19,387	0.26%
60153	16,949	0.79%	21,818	0.29%
60625	16,787	0.78%	22,102	0.29%
60632	16,313	0.76%	28,337	0.37%
60654	14,864	0.69%	36,577	0.48%
60068	14,861	0.69%	19,115	0.25%
60560	14,423	0.67%	21,967	0.29%
60126	14,239	0.66%	29,981	0.40%
60064	14,229	0.66%	17,139	0.23%
46304	13,512	0.63%	14,24	0.19%
60618	13,018	0.60%	19,879	0.26%
60629	12,419	0.58%	38,443	0.51%
60605	12,208	0.57%	28,811	0.38%
60614	12,026	0.56%	32,602	0.43%
60604	11,876	0.55%	48,112	0.64%
60612	11,350	0.53%	43,142	0.57%

soefa.ai Share of Everything for Anything ©

CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 999

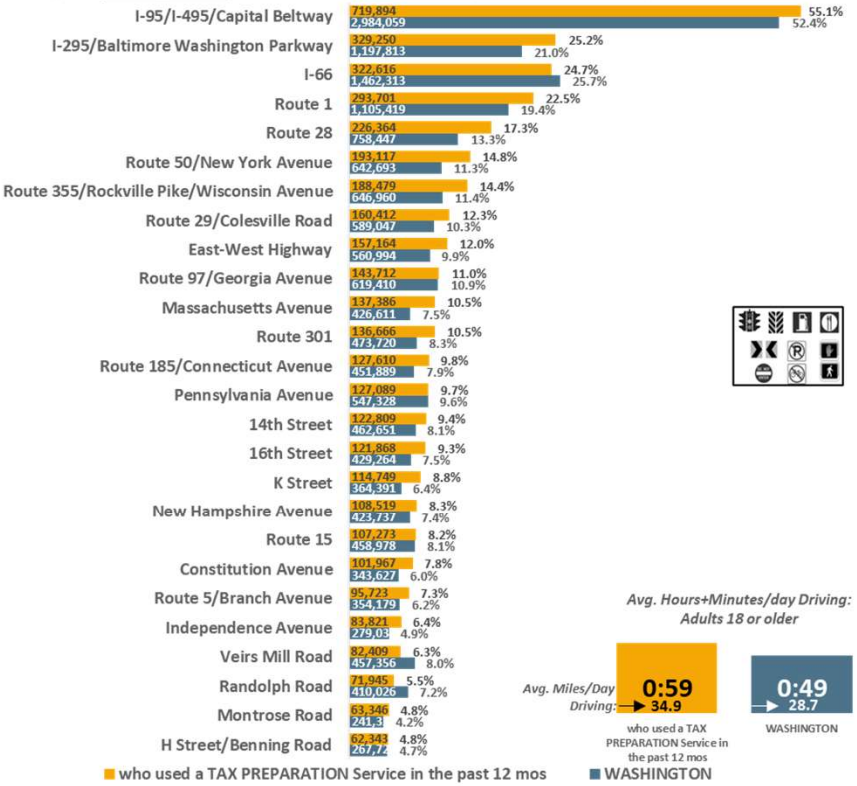
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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



1,209,341 or 92.6% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos spend an average of 59.9 minutes per day driving an average of 34.9 miles each day and are 40.3% more likely to use Massachusetts Avenue than the Metro average.

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



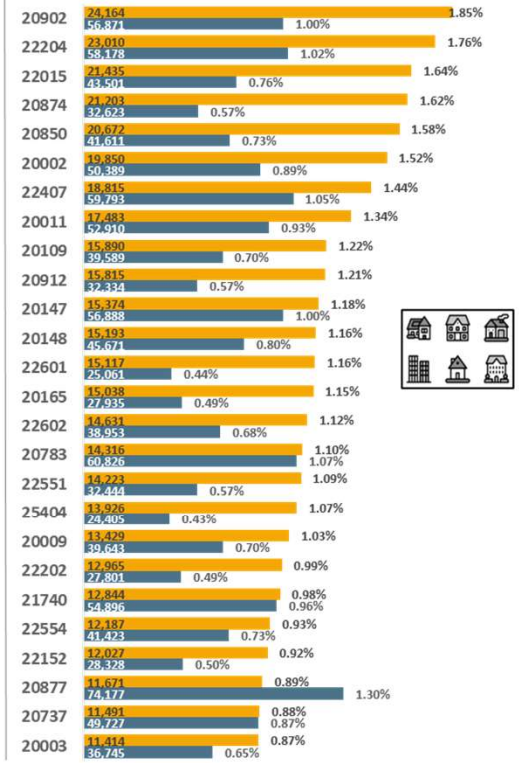
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: 34.9

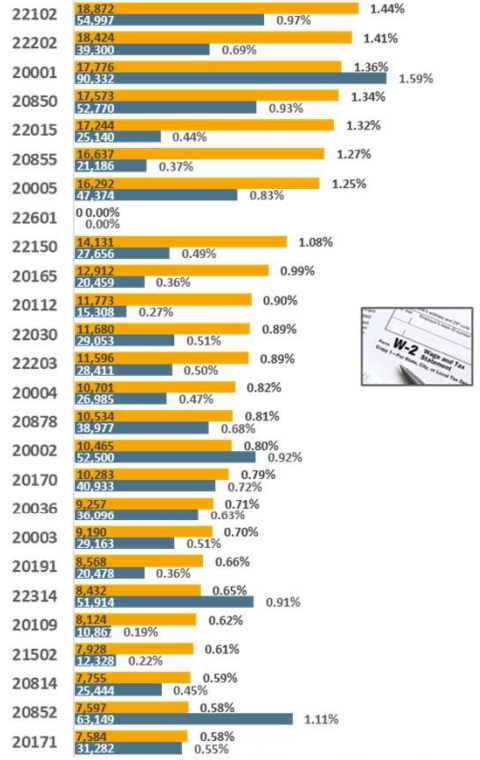
0:59 who used a TAX PREPARATION Service in the past 12 mos

0:49 → 28.7 WASHINGTON

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



soefa.ai Share of Everything for Anything ©

WASHINGTON DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,375

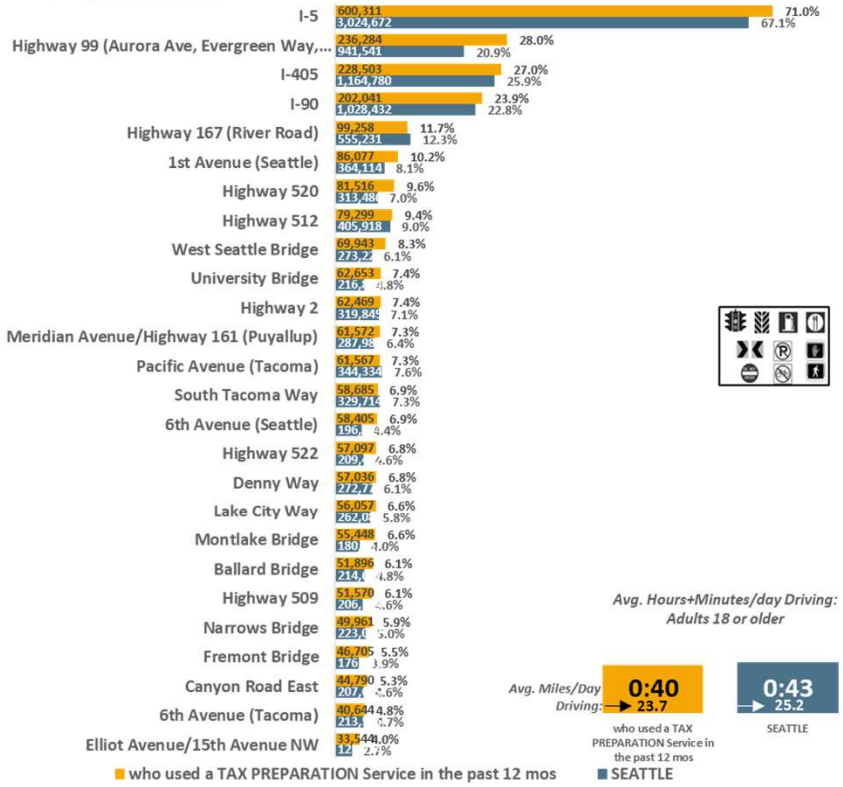
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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



776,675 or 91.9% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos spend an average of 40.6 minutes per day driving an average of 23.7 miles each day and are 63.9% more likely to use Montlake Bridge than the Metro average.

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



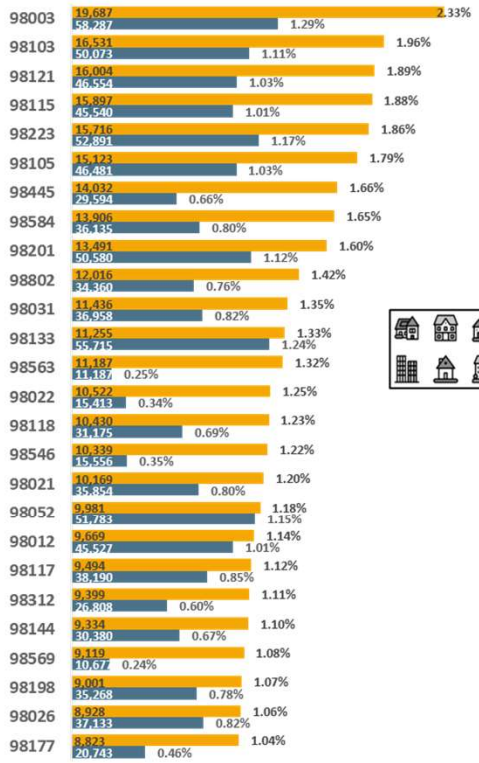
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving:

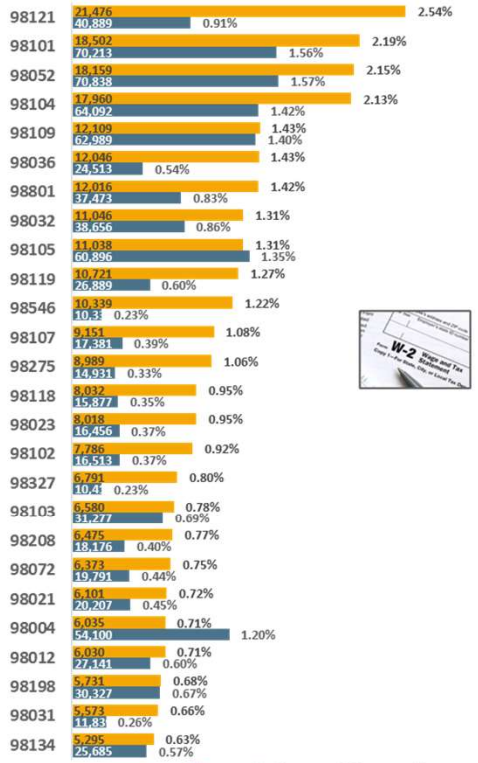
0:40 → 23.7 who used a TAX PREPARATION Service in the past 12 mos

0:43 → 25.2 SEATTLE

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



soefa.ai Share of Everything for Anything ©

SEATTLE DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 763

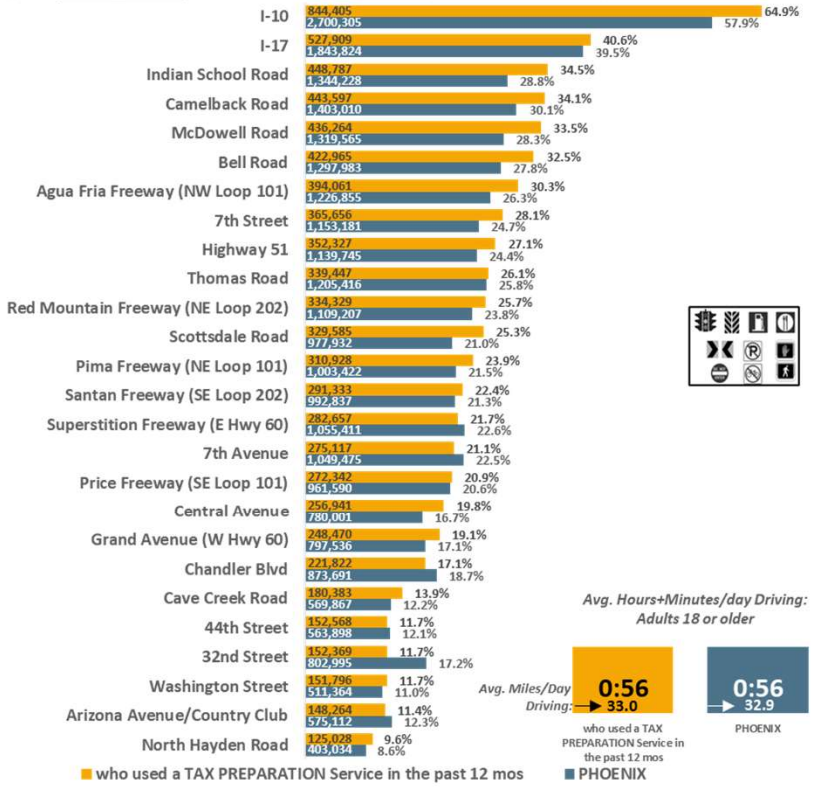
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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



1,256,245 or 96.6% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos spend an average of 56.8 minutes per day driving an average of 33. miles each day and are 20.9% more likely to use Scottsdale Road than the Metro average.

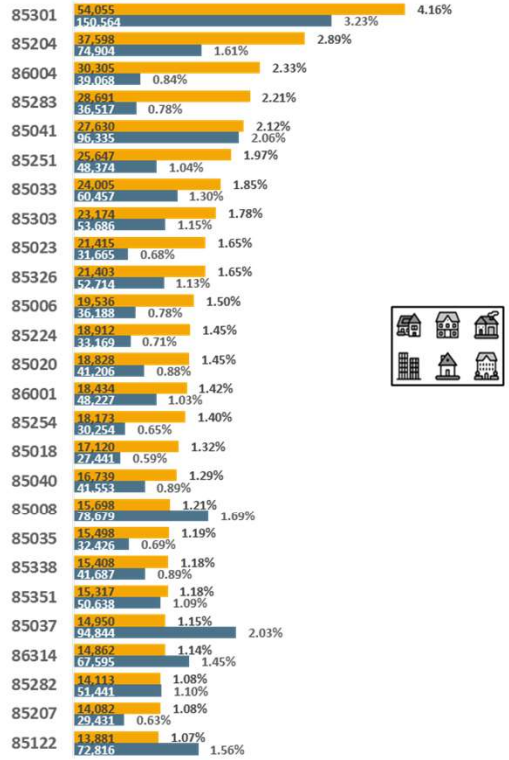
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



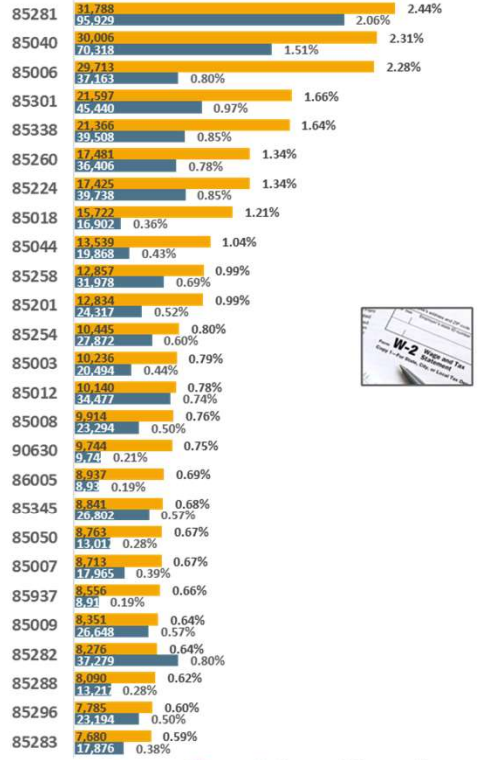
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving:

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



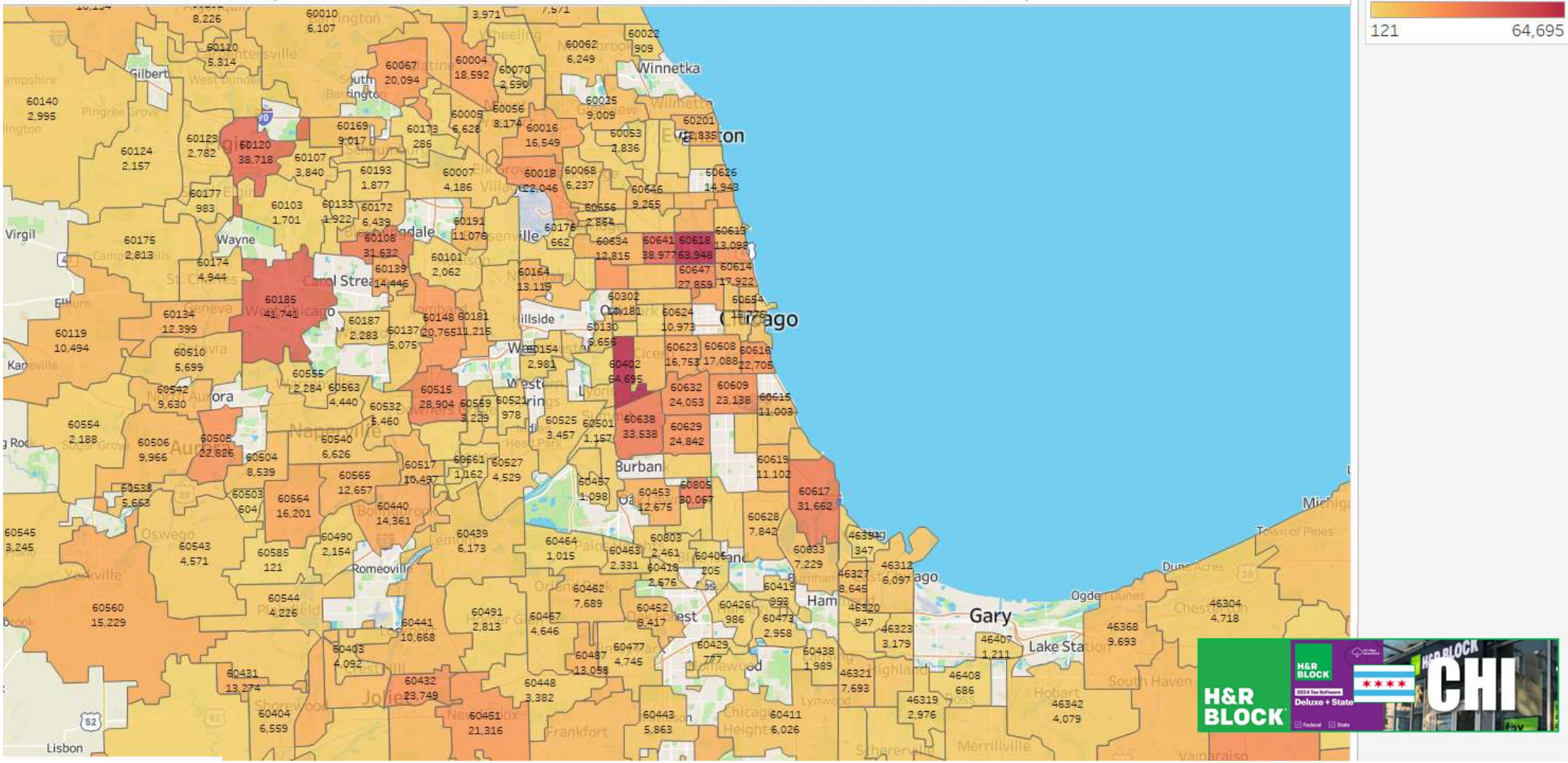
soefa.ai Share of Everything for Anything ©

PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 671

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

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

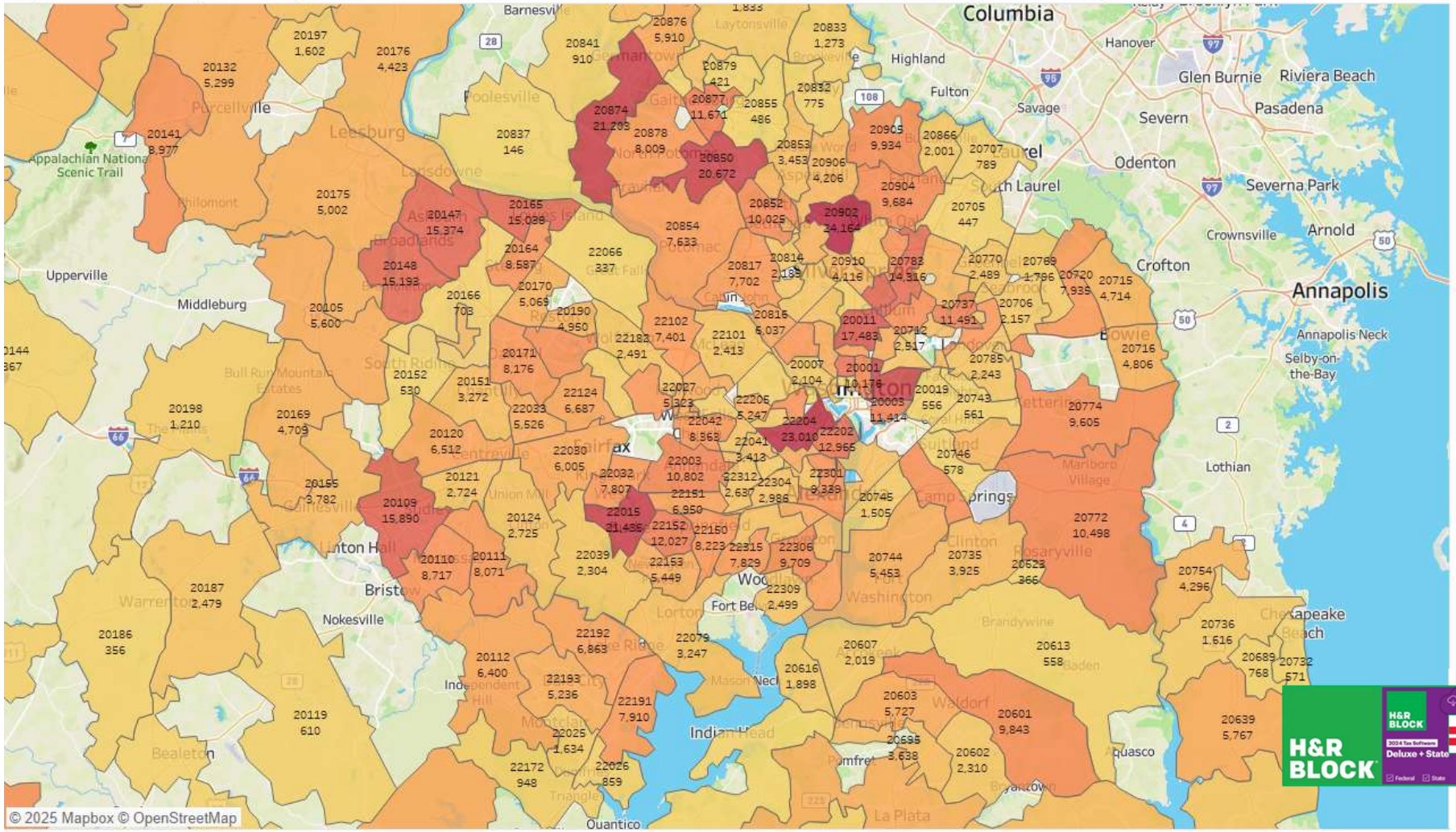


CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 999
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

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

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



H&R BLOCK
H&R BLOCK
2024 Tax Software
Deluxe + State
Federal
State
WDC

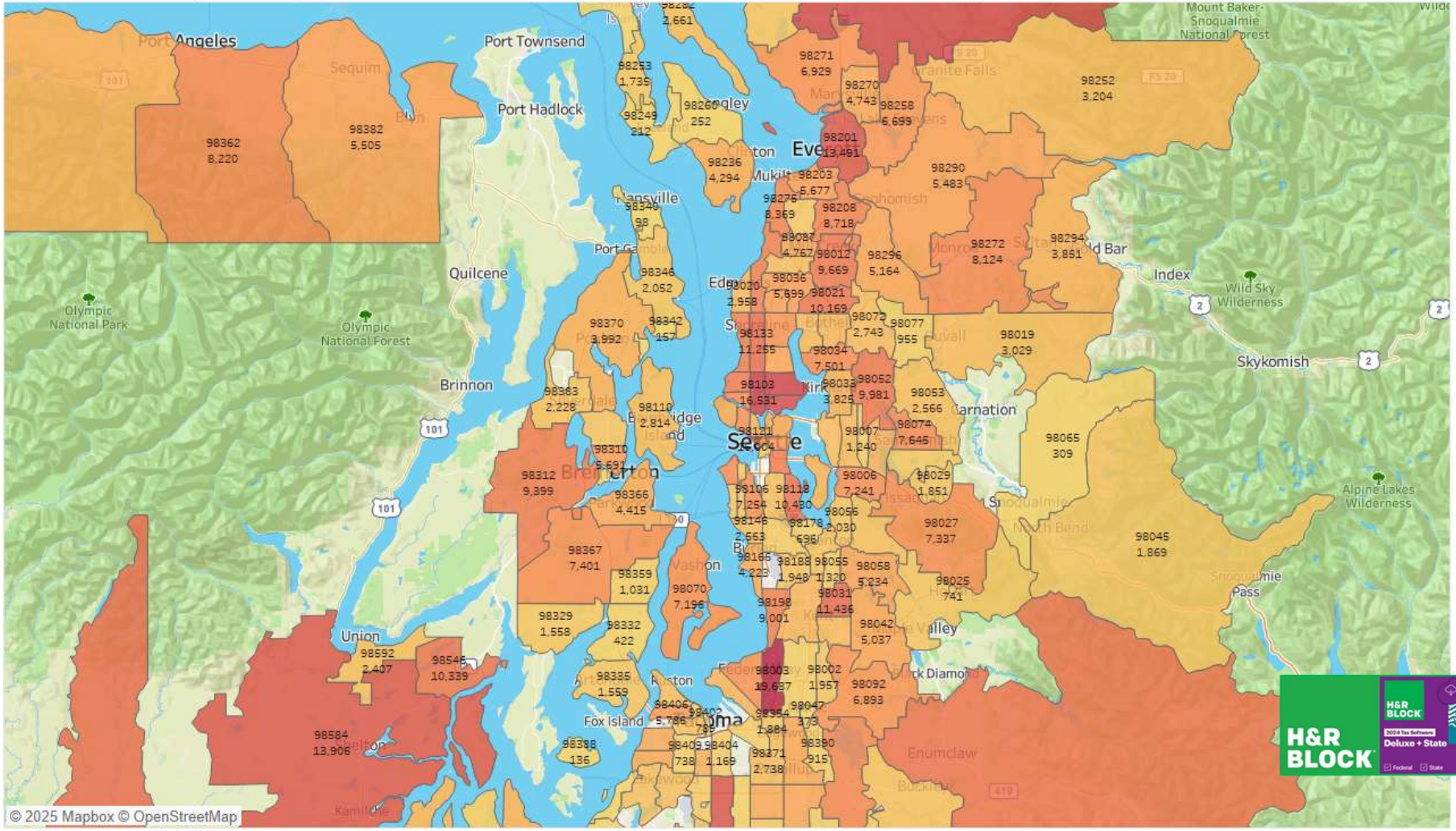
WASHINGTON DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,375

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

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

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



H&R BLOCK
H&R BLOCK 2024 Tax Software Deluxe + State
SEA

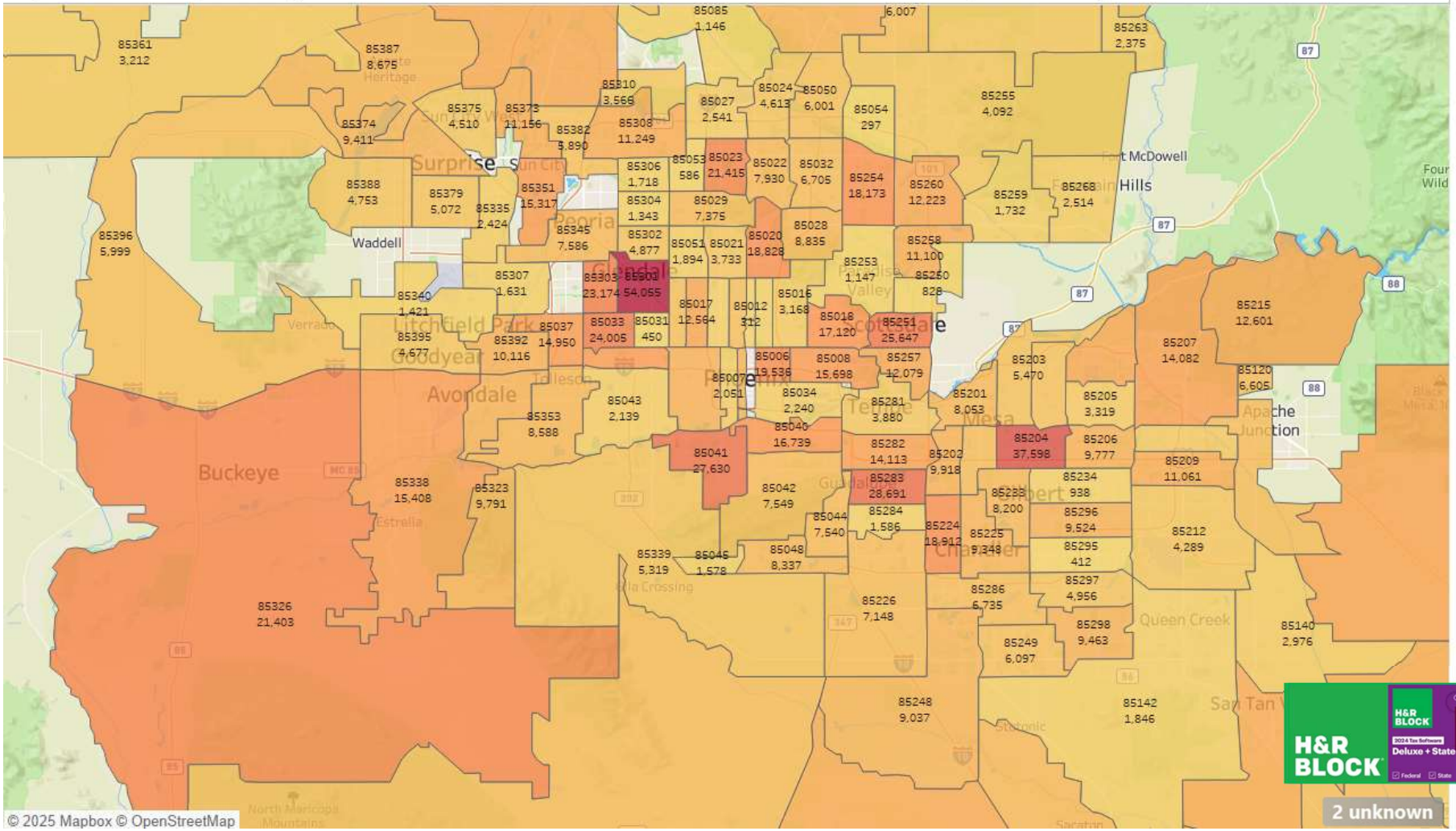
SEATTLE DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 763

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

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

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



All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

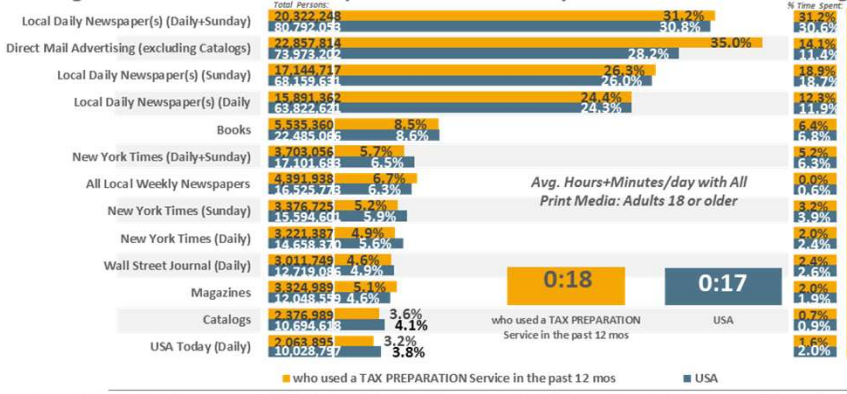
soefa.ai Share of Everything for Anything

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

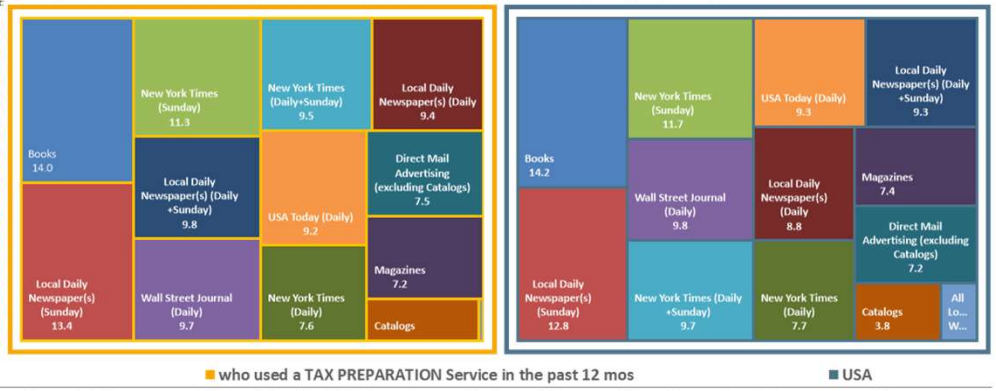


20,322,248 or 31.2% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.8 minutes every day representing 33.3% of all time spent daily with All forms of Print Media.

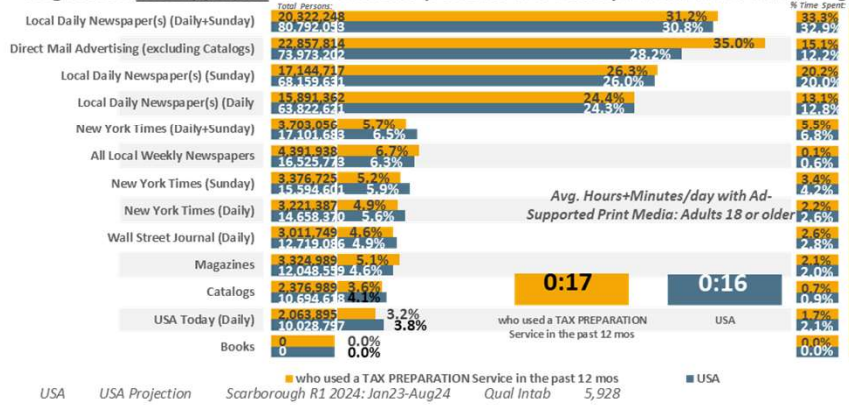
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



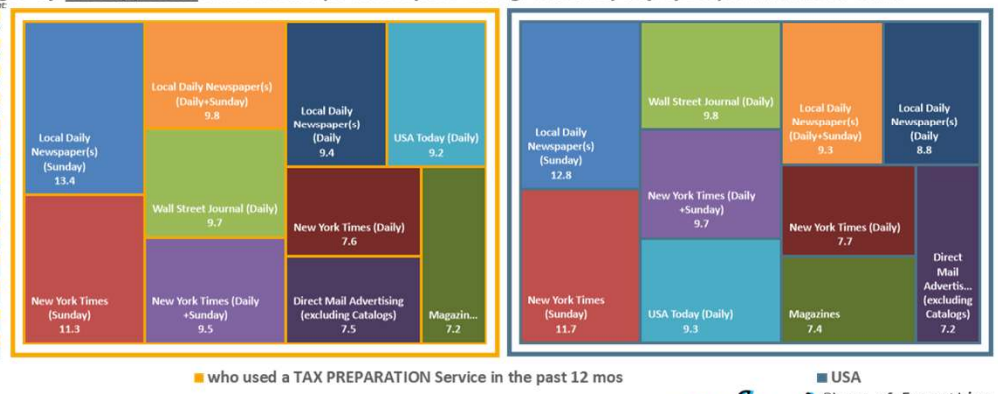
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

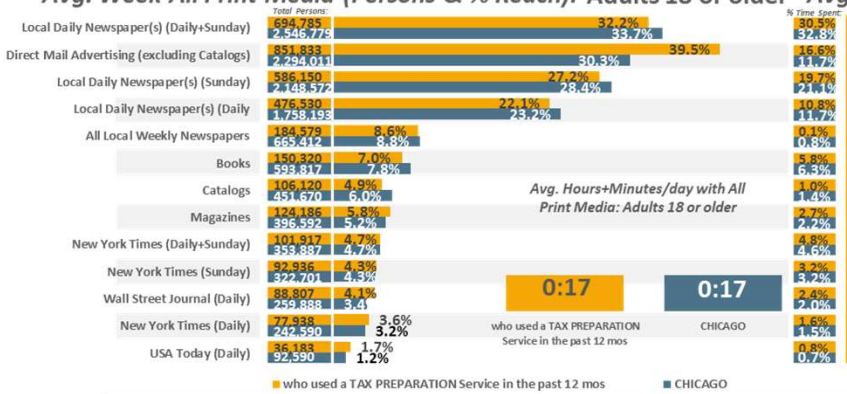
soefa.ai Share of Everything for Anything ©

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

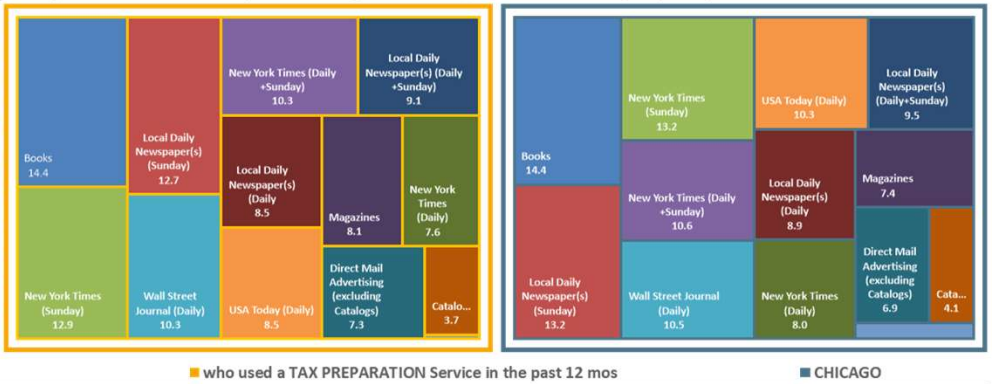


694,785 or 32.2% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.1 minutes every day representing 32.4% of all time spent daily with All forms of Print Media.

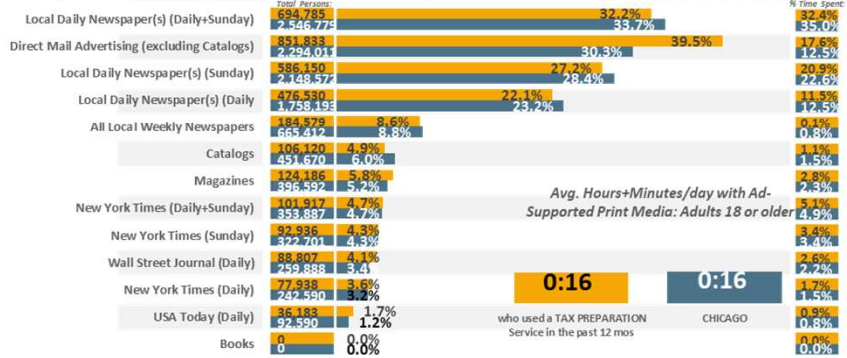
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 999

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

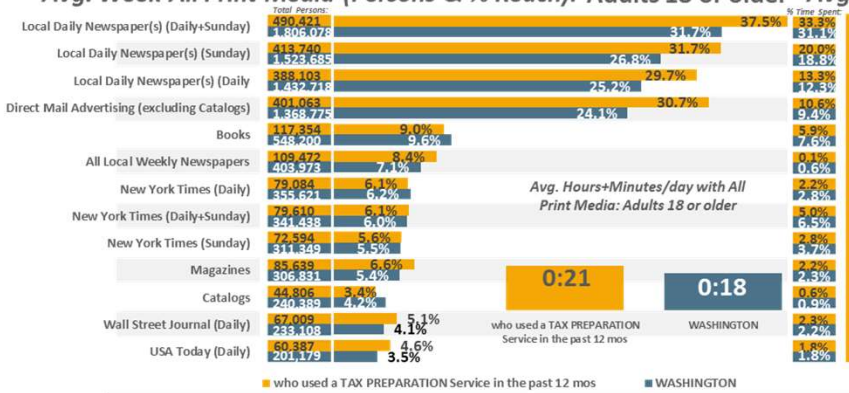
soefa.ai Share of Everything for Anything ©

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

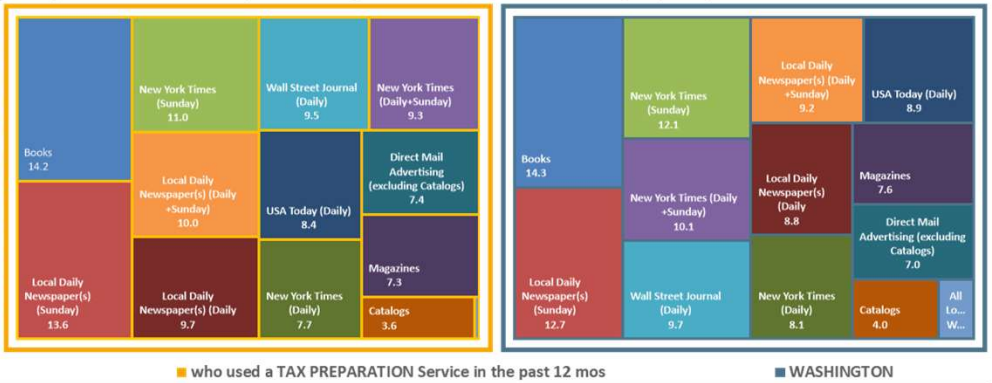


490,421 or 37.5% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10. minutes every day representing 35.4% of all time spent daily with All forms of Print Media.

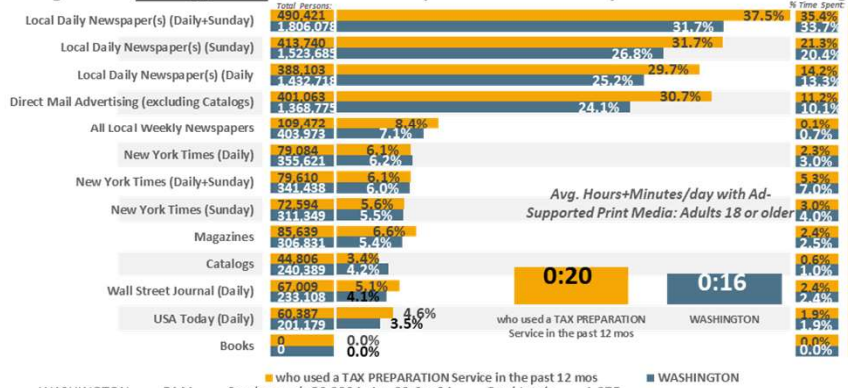
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



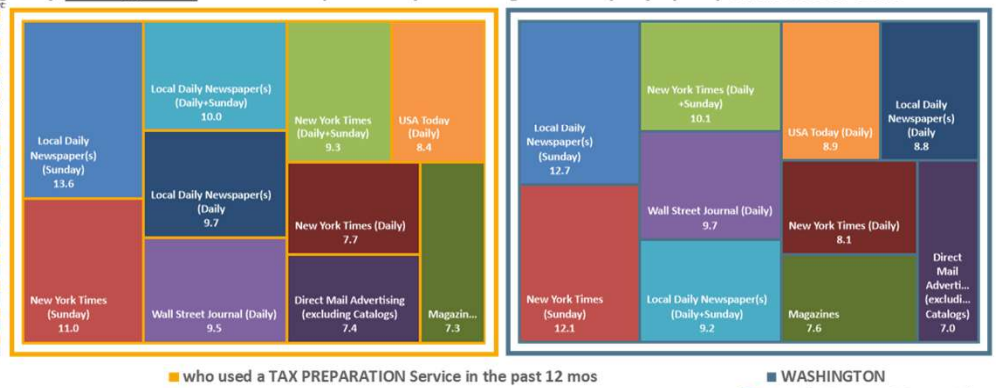
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,375

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

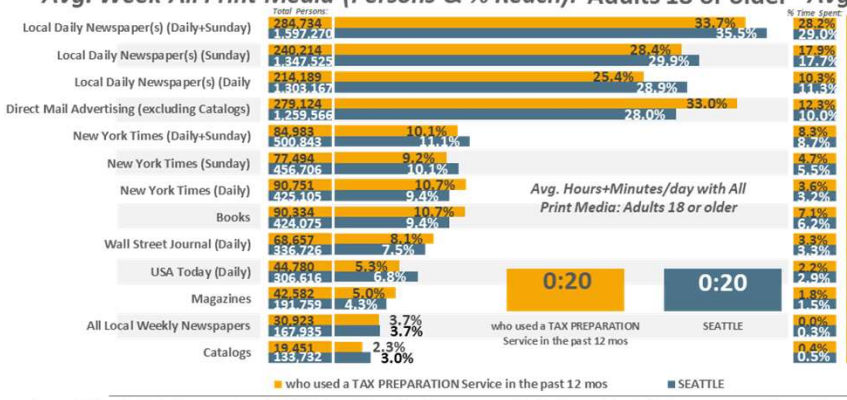
soefa.ai Share of Everything for Anything ©

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

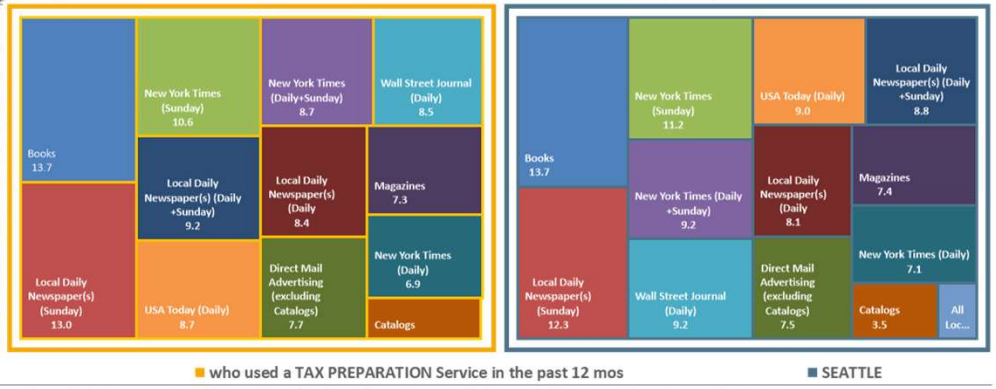


284,734 or 33.7% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.2 minutes every day representing 30.3% of all time spent daily with All forms of Print Media.

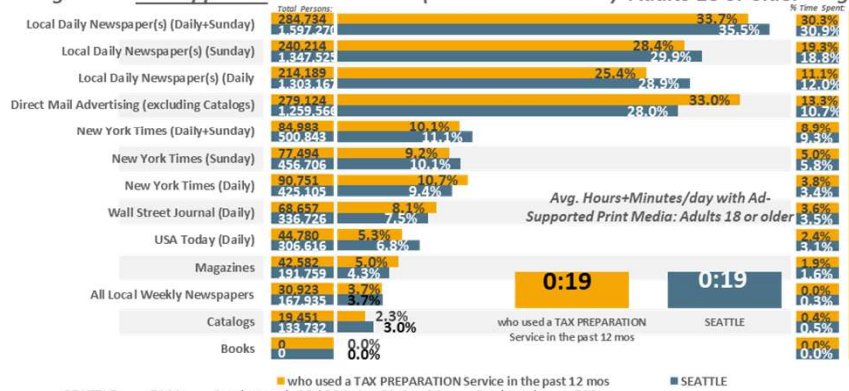
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



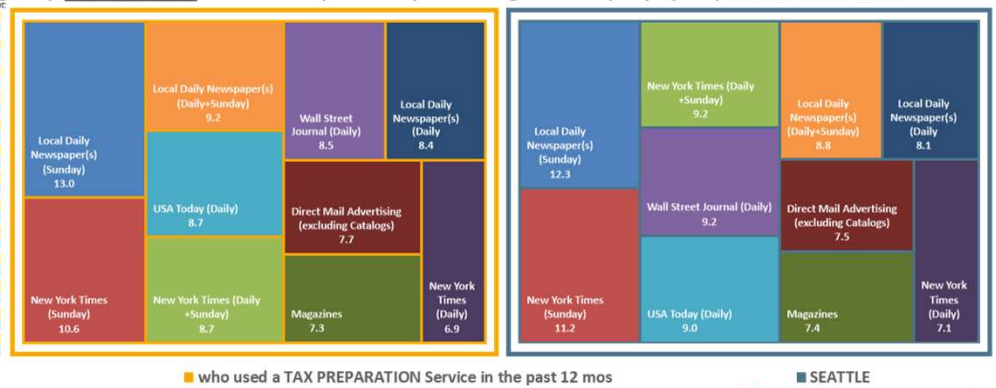
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 763

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

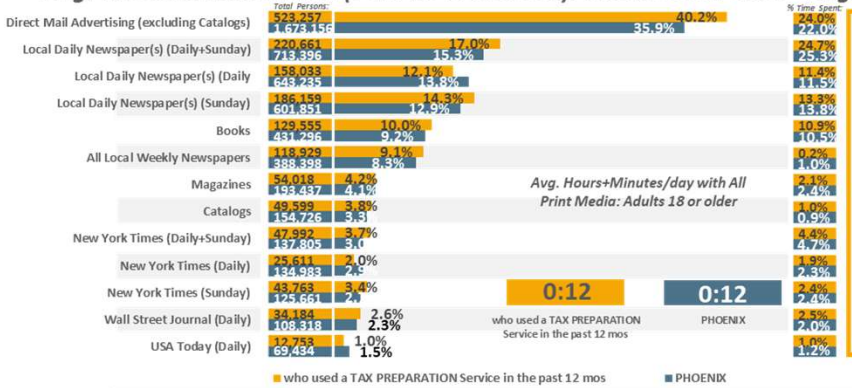
soefa.ai Share of Everything for Anything ©

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

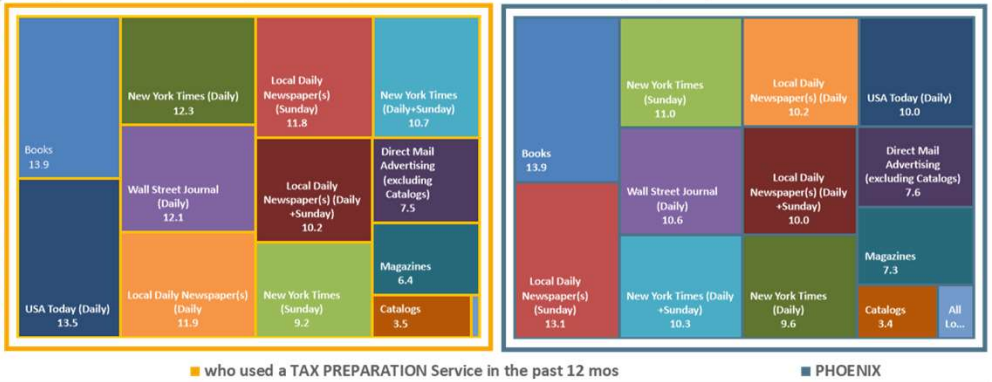


220,661 or 17.% of Adults 18 or older who used a TAX PREPARATION Service in the past 12 mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.2 minutes every day representing 27.8% of all time spent daily with All forms of Print Media.

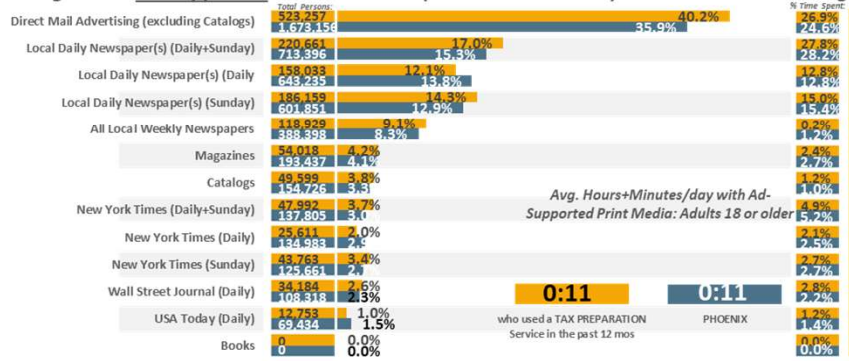
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 671

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

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