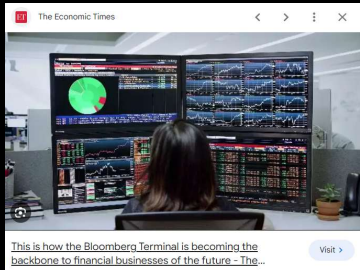


USA+4 More DMAs – P18+ who Buy MOST of their Groceries every week at WALMART!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI, and WEST PALM BEACH DMA P18+** who Buy Most of their Groceries every week at **WALMART** as of March 31, 2026.



Walmart



Walmart

Neighborhood Market

 **WALTON ENTERPRISES**  **Vanguard**  **BlackRock**

-   **USA**
-   **MSP**
-   **STL**
-   **CIN**
-   **WPB**

P18+

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

(((Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)))

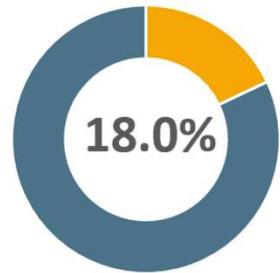




18.0% or 49,071,510 of USA DMA Adults 18 or older Buy MOST of their Groceries every week at WALMART.
 Typical Adults 18 or older who Buy MOST of their Groceries every week at WALMART are 48.1 years old
 (1.6% younger than average) and have a \$92,138 (21.4% lower than average) annual household income.



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



■ who Buy MOST of their Groceries every week at WALMART
 ■ Remainder of USA DMA

Total Persons:

49,071,510

224,102,990

%M vs. %F:

47.6%

49.2%

Average Age:

47.8

48.6

Persons:

23,349,080

134,358,784

25,722,430

138,815,716

Men

Men

Women

Women

Age Cell Demographics of Target vs. Market:

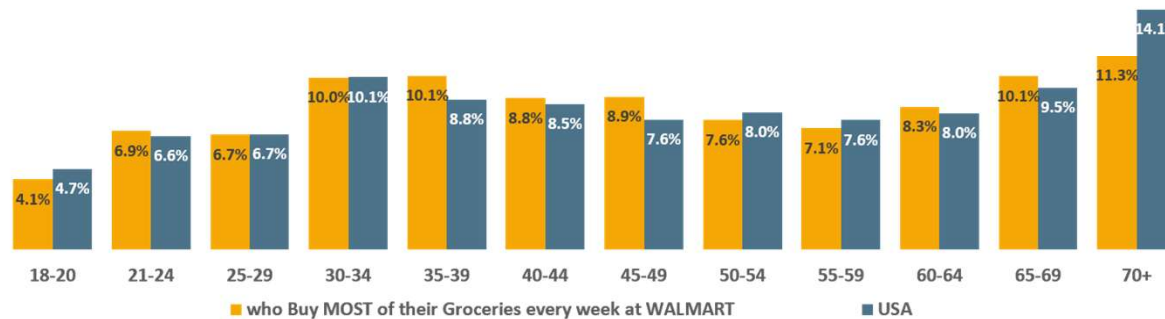
Average Age:

Adults 18 or older

48.1

48.8

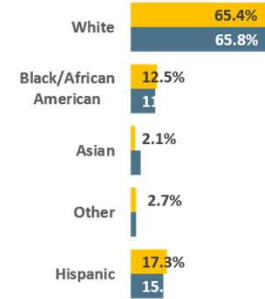
■ who Buy MOST of their Groceries every week at WALMART ■ USA



■ who Buy MOST of their Groceries every week at WALMART ■ USA

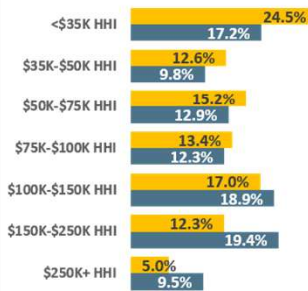
USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 4,111
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Ethnicity of Target vs. Market:



■ who Buy MOST of their Groceries every week at WALMART ■ USA

HHI of Target vs. Market:



Avg HHI:

\$92,138

\$117,258

[[[Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)]]]



22.6% or 883,317 of MSP DMA Adults 18 or older Buy MOST of their Groceries every week at WALMART.
 Typical Adults 18 or older who Buy MOST of their Groceries every week at WALMART are 49.6 years old
 (1.3% older than average) and have a \$88,470 (22.7% lower than average) annual household income.

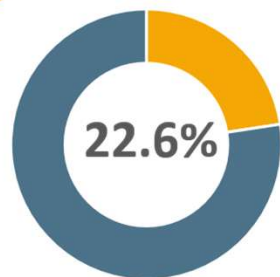


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



■ who Buy MOST of their Groceries every week at WALMART
 ■ Remainder of MSP DMA

Total Persons:

883,317

3,026,646

%M vs. %F:

47.7%

49.8%

52.3%

50.2%

Average Age:

50.7

48.8

48.5

49.0

Persons:

421,556

1,948,052

461,761

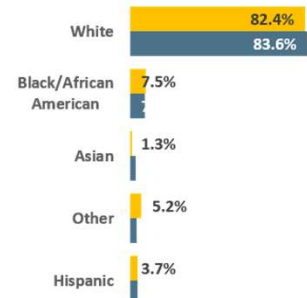
1,961,911

Men

Men

Women

Women



■ who Buy MOST of their Groceries every week at WALMART ■ MSP

Age Cell Demographics of Target vs. Market:

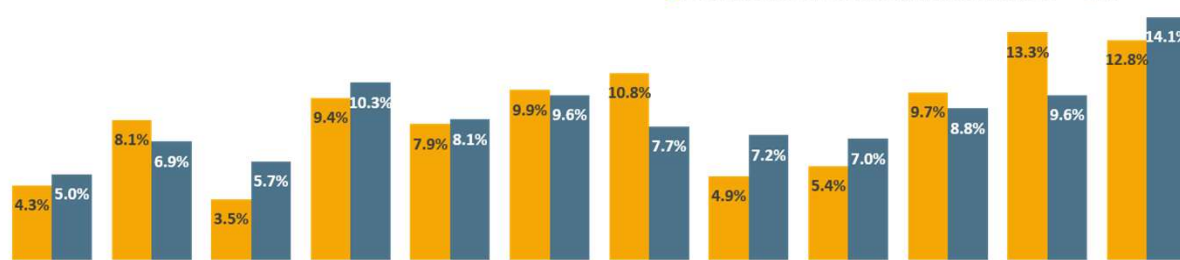
Average Age:

Adults 18 or older

49.6

48.9

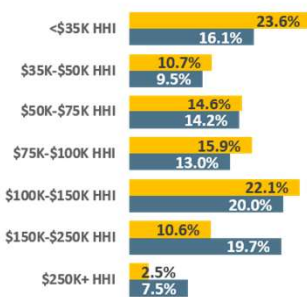
■ who Buy MOST of their Groceries every week at WALMART ■ MSP



■ who Buy MOST of their Groceries every week at WALMART

■ MSP

HHI of Target vs. Market:



Avg HHI:

\$88,470

\$114,452

MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 386
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(((Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)))



33.9% or 852,782 of STL DMA Adults 18 or older Buy MOST of their Groceries every week at WALMART.
 Typical Adults 18 or older who Buy MOST of their Groceries every week at WALMART are 49.2 years old (.5% younger than average) and have a \$88,774 (14.6% lower than average) annual household income.

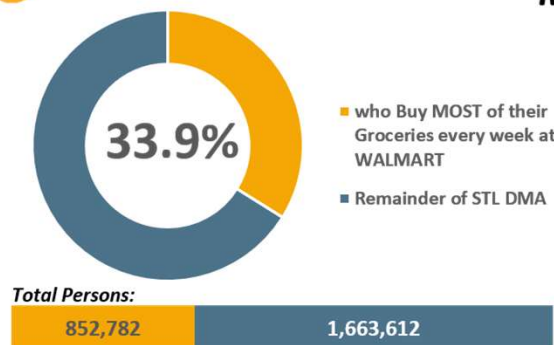


Percent of Market: Adults 18 or older

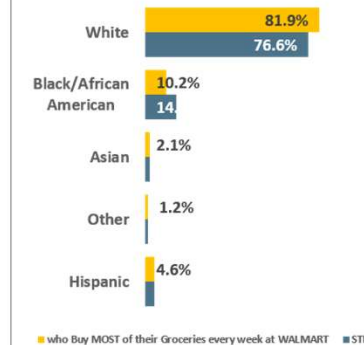


Gender of Target vs. Market: Adults 18 or older

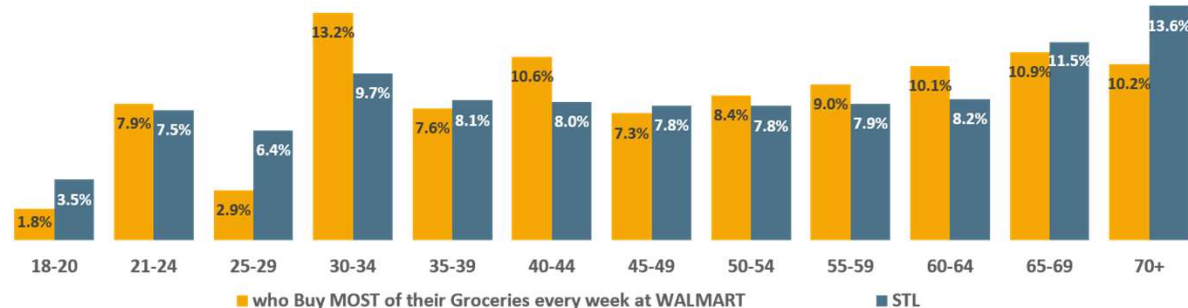
Ethnicity of Target vs. Market:



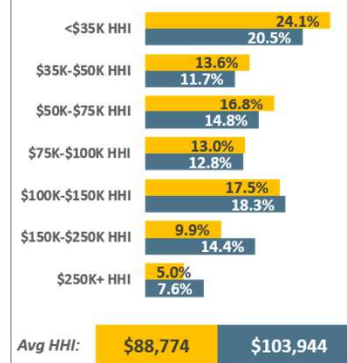
	Men	Men	Women	Women
%M vs. %F	50.5%	48.7%	49.5%	51.3%
Average Age	48.1	49.5	50.4	49.4
# Persons	430,916	1,225,116	421,866	1,291,278



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 599
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(((Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)))



12.3% or 238,981 of CIN DMA Adults 18 or older Buy MOST of their Groceries every week at WALMART. Typical Adults 18 or older who Buy MOST of their Groceries every week at WALMART are 43.9 years old (9.7% younger than average) and have a \$67,736 (34.5% lower than average) annual household income.

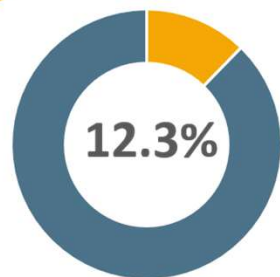


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



- who Buy MOST of their Groceries every week at WALMART
- Remainder of CIN DMA

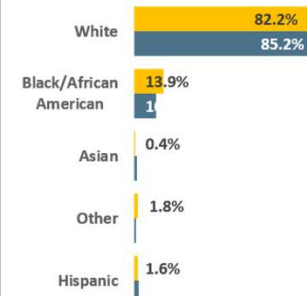
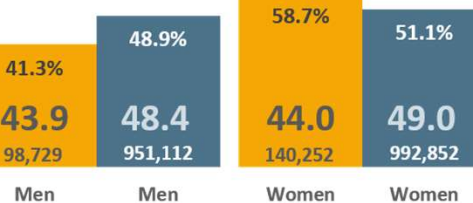
Total Persons:

238,981 1,704,983

%M vs. %F:

Average Age:

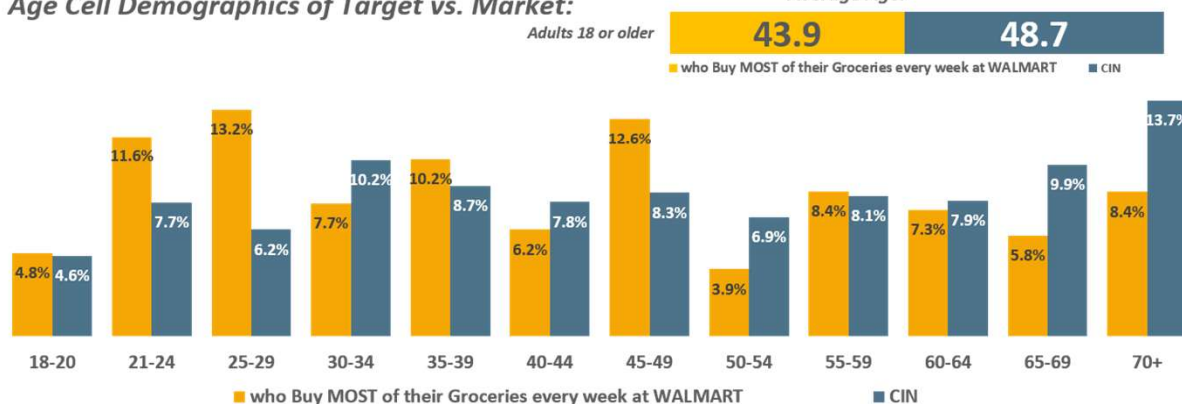
Persons:



who Buy MOST of their Groceries every week at WALMART CIN

Age Cell Demographics of Target vs. Market:

Average Age:

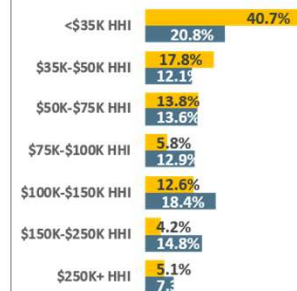


who Buy MOST of their Groceries every week at WALMART

CIN



HHI of Target vs. Market:



Avg HHI:

\$67,736 \$103,481



26.7% or 518,608 of WPB DMA Adults 18 or older Buy MOST of their Groceries every week at WALMART. Typical Adults 18 or older who Buy MOST of their Groceries every week at WALMART are 52.5 years old (1.4% younger than average) and have a \$80,895 (23.2% lower than average) annual household income.

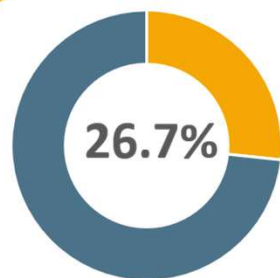


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



■ who Buy MOST of their Groceries every week at WALMART
■ Remainder of WPB DMA

Total Persons:

518,608

1,425,390

%M vs. %F:

Average Age:

Persons:

46.3%

51.3

240,114

48.5%

53.0

941,910

53.7%

53.7

278,494

51.5%

53.5

1,002,088

Men

Men

Women

Women

Age Cell Demographics of Target vs. Market:

Average Age:

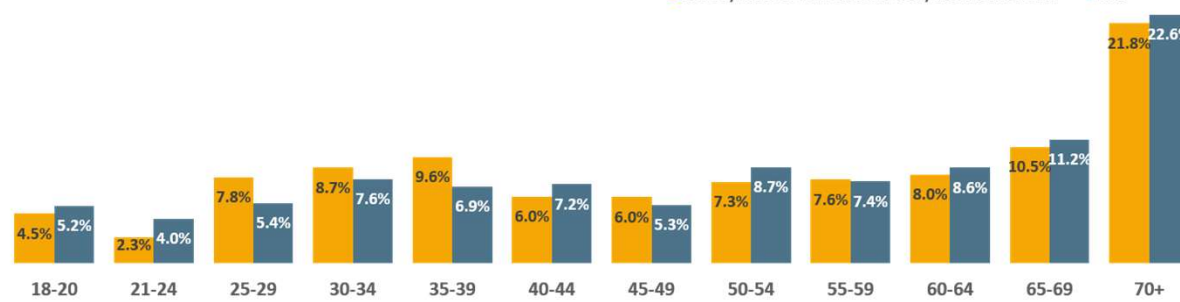
Adults 18 or older

52.5

53.2

■ who Buy MOST of their Groceries every week at WALMART

■ WPB



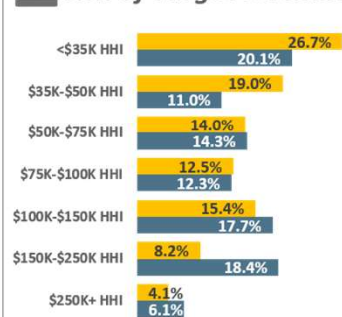
■ who Buy MOST of their Groceries every week at WALMART

■ WPB

WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 668

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HHI of Target vs. Market:



Avg HHI:

\$80,895

\$105,392

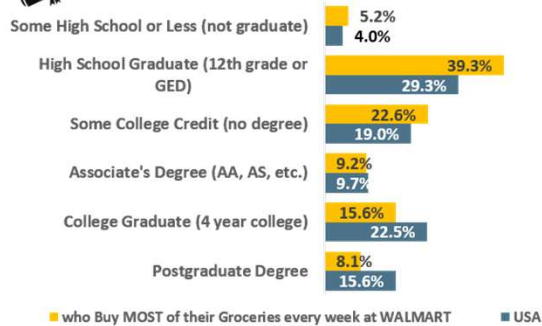
(((Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)))



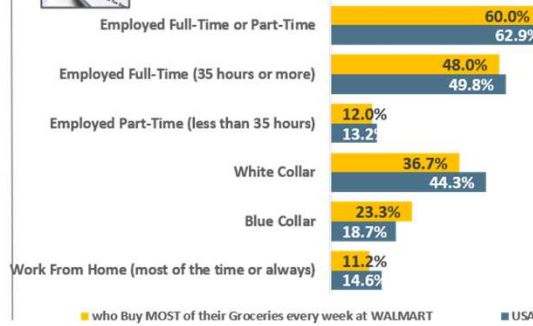
18.8% or 49,071,510 of USA DMA Adults 18 or older Buy MOST of their Groceries every week at WALMART. Adults 18 or older who Buy MOST of their Groceries every week at WALMART are 37.8% less likely to be a college graduate, 3.5% less likely to work full-time, 8.7% less likely to be married, 16.8% more likely to be a parent of 1 or more children under 18.



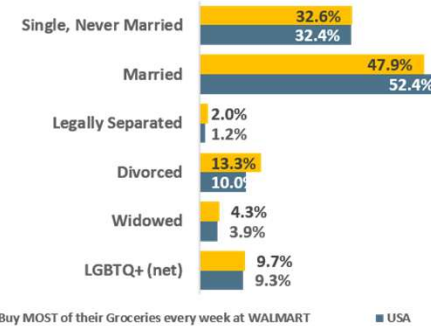
Education Levels: Adults 18 or older



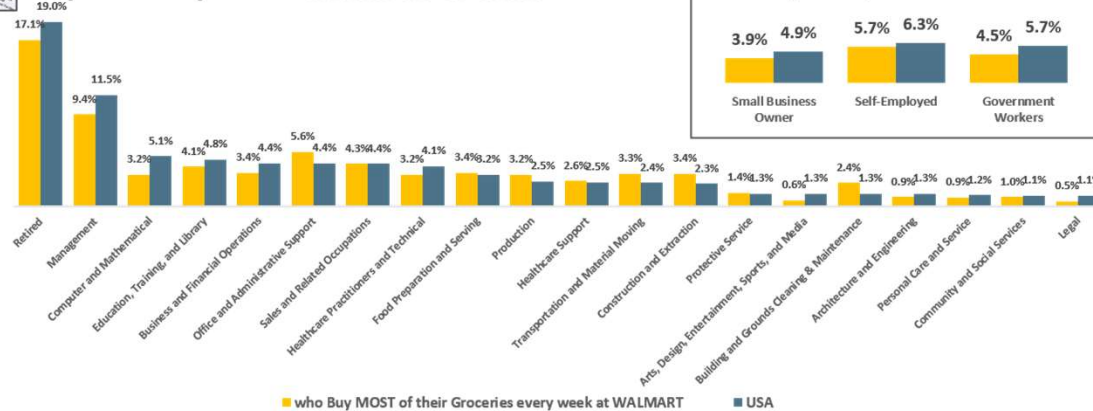
Employment: Adults 18 or older



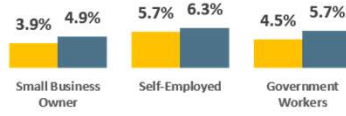
Marital Status: Adults 18 or older



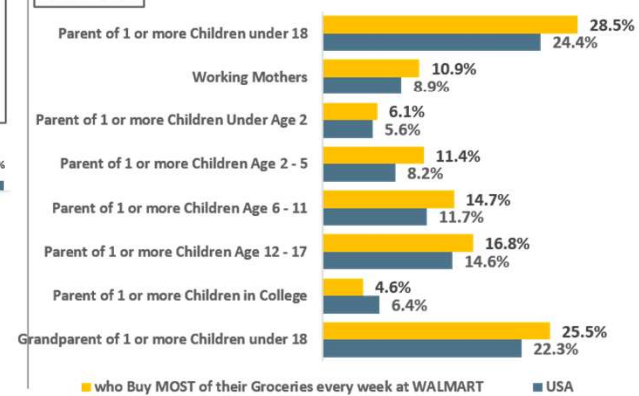
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 4,111
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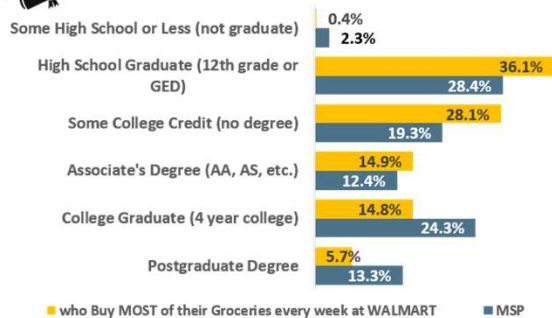
(((Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)))



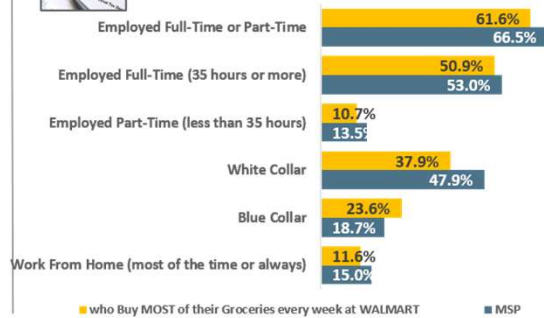
22.6% or 883,317 of MSP DMA Adults 18 or older Buy MOST of their Groceries every week at WALMART. Adults 18 or older who Buy MOST of their Groceries every week at WALMART are 45.3% less likely to be a college graduate, 4.% less likely to work full-time, .5% less likely to be married, .7% more likely to be a parent of 1 or more children under 18.



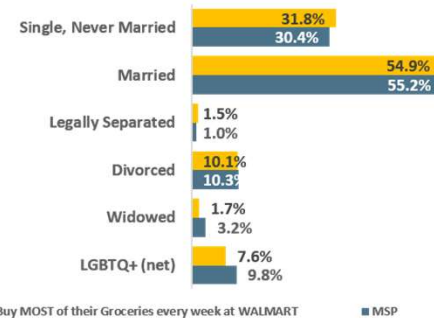
Education Levels: Adults 18 or older



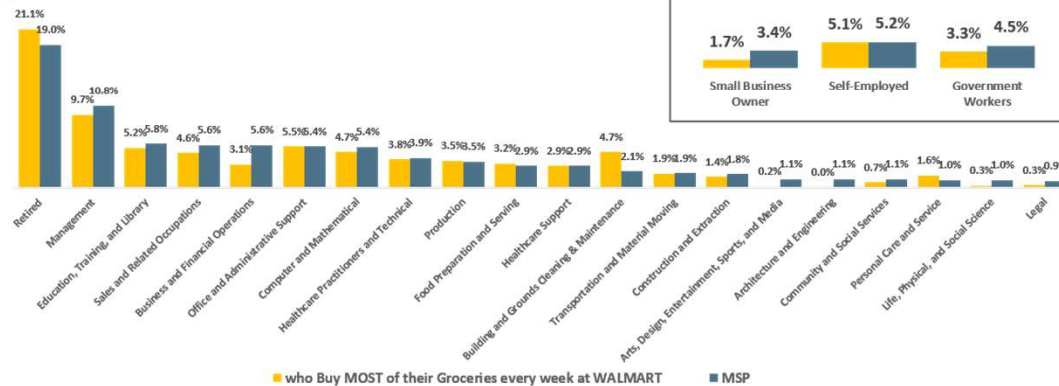
Employment: Adults 18 or older



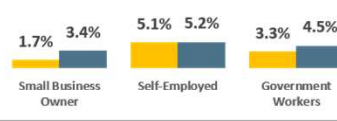
Marital Status: Adults 18 or older



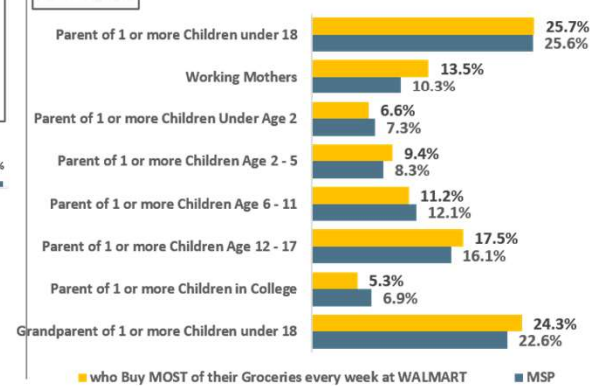
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

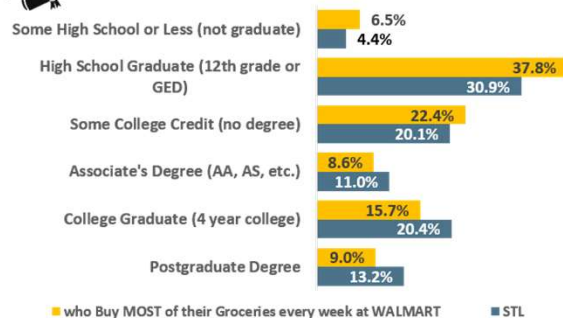




33.9% or 852,782 of STL DMA Adults 18 or older Buy MOST of their Groceries every week at WALMART. Adults 18 or older who Buy MOST of their Groceries every week at WALMART are 26.7% less likely to be a college graduate, 1.2% less likely to work full-time, .% less likely to be married, 27.7% more likely to be a parent of 1 or more children under 18.



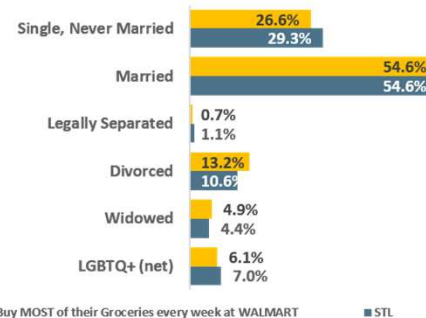
Education Levels: Adults 18 or older



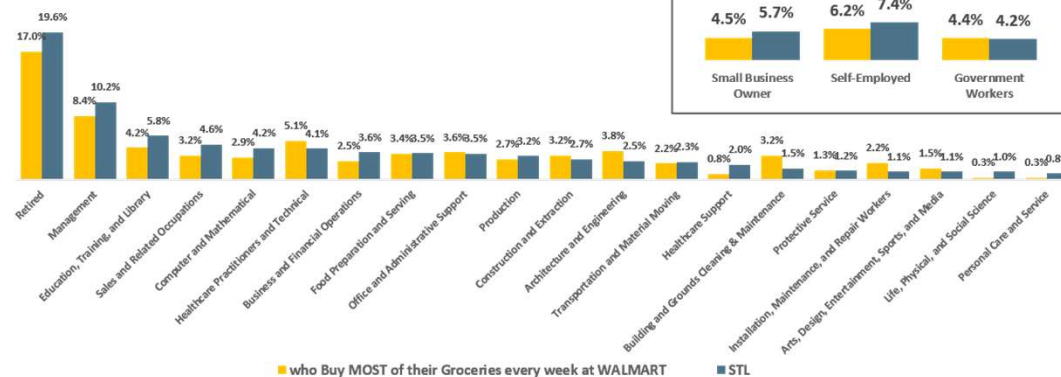
Employment: Adults 18 or older



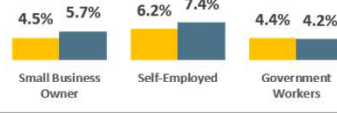
Marital Status: Adults 18 or older



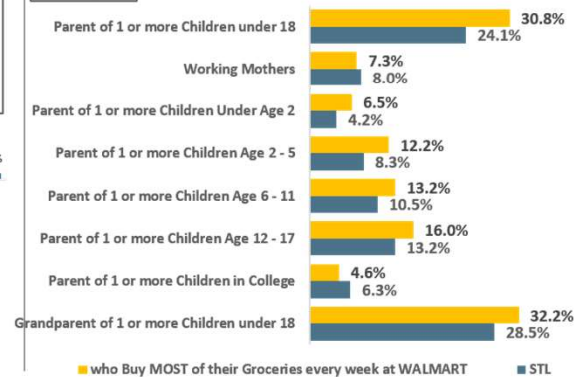
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

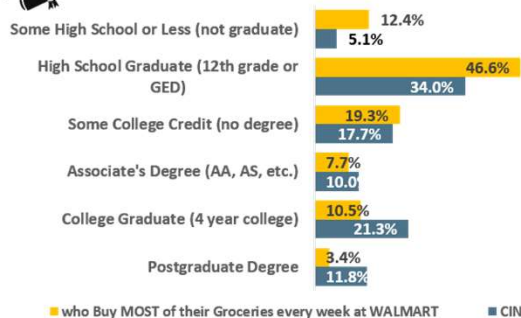




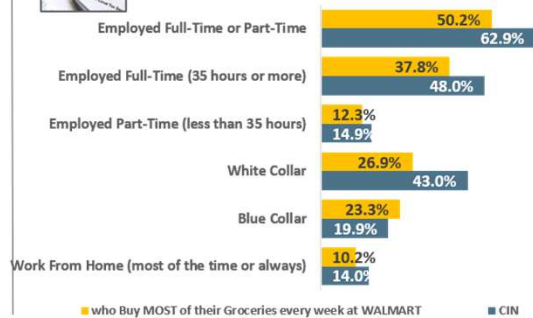
12.3% or 238,981 of CIN DMA Adults 18 or older Buy MOST of their Groceries every week at WALMART. Adults 18 or older who Buy MOST of their Groceries every week at WALMART are 58.% less likely to be a college graduate, 21.2% less likely to work full-time, 40.2% less likely to be married, 3.% more likely to be a parent of 1 or more children under 18.



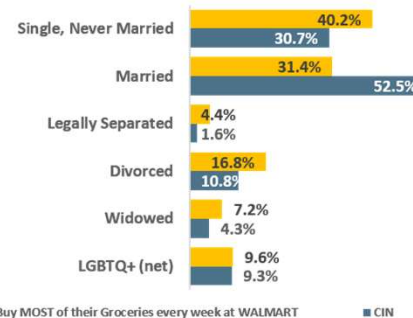
Education Levels: Adults 18 or older



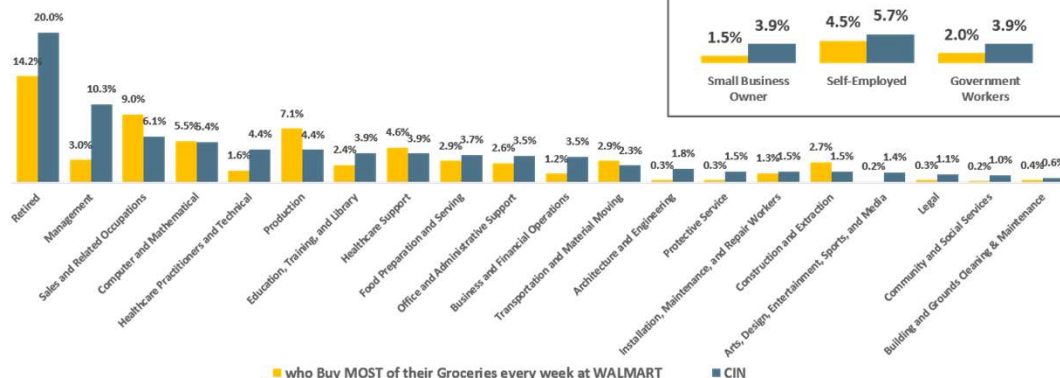
Employment: Adults 18 or older



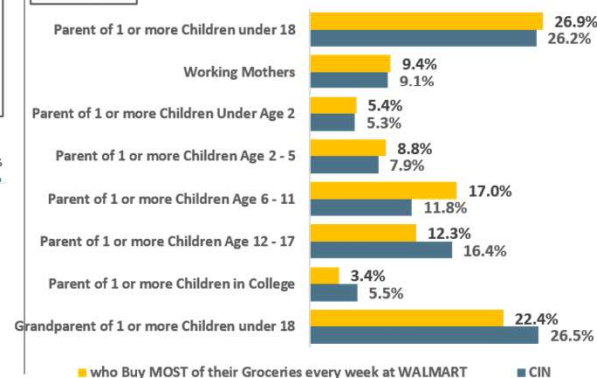
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



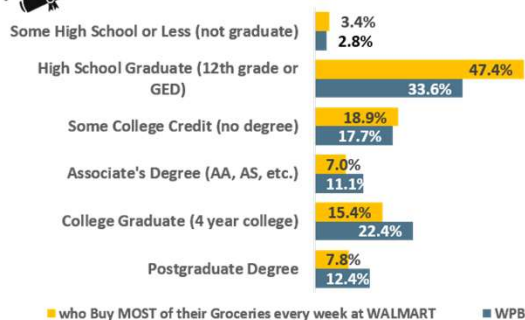
Stage in Life: Adults 18 or older



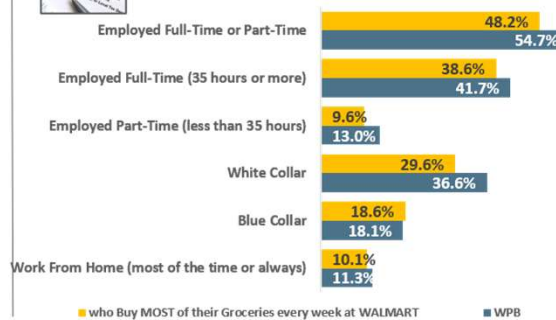


26.7% or 518,608 of WPB DMA Adults 18 or older Buy MOST of their Groceries every week at WALMART. Adults 18 or older who Buy MOST of their Groceries every week at WALMART are 33.3% less likely to be a college graduate, 7.6% less likely to work full-time, 20.4% less likely to be married, 11.8% less likely to be a parent of 1 or more children under 18.

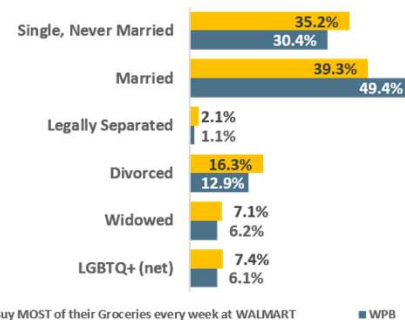
Education Levels: Adults 18 or older



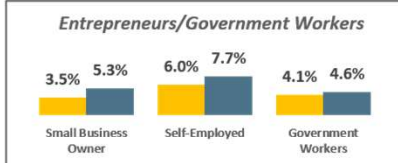
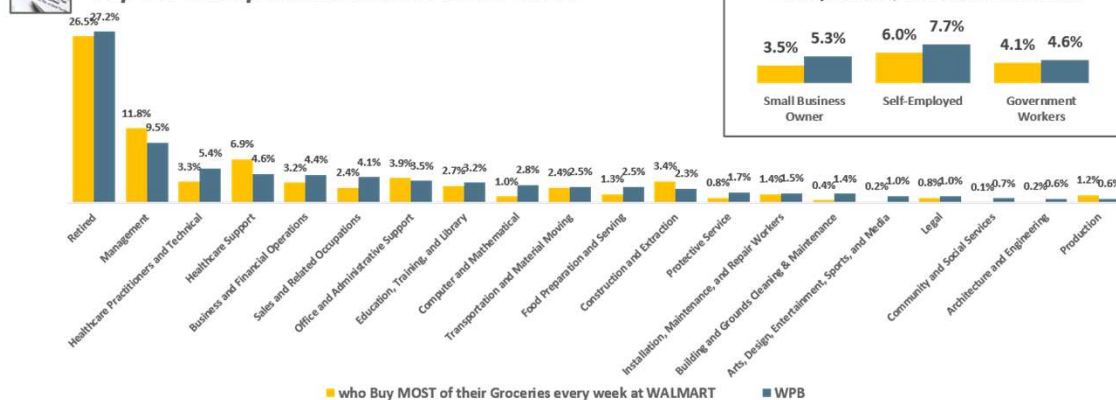
Employment: Adults 18 or older



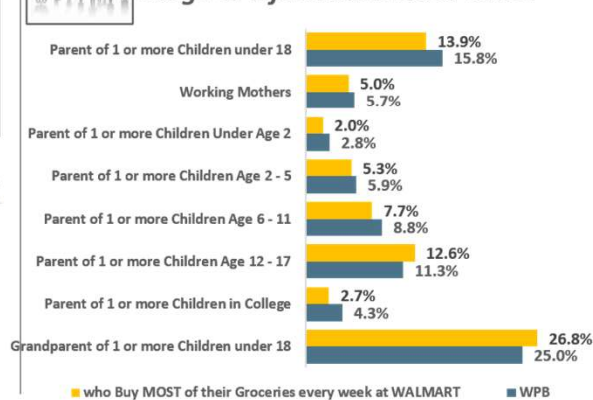
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



Stage in Life: Adults 18 or older

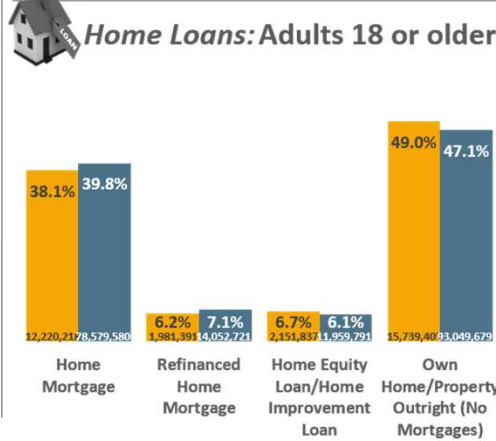
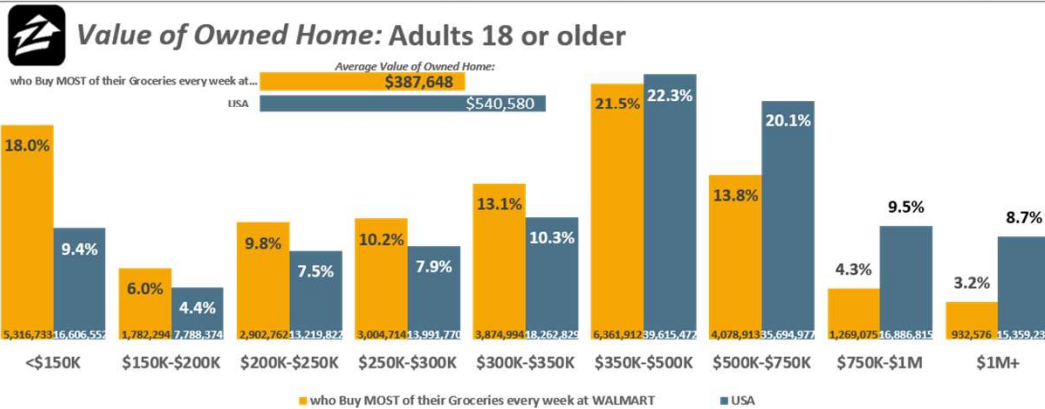
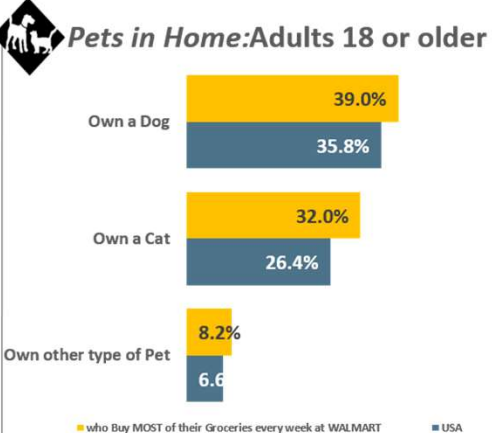
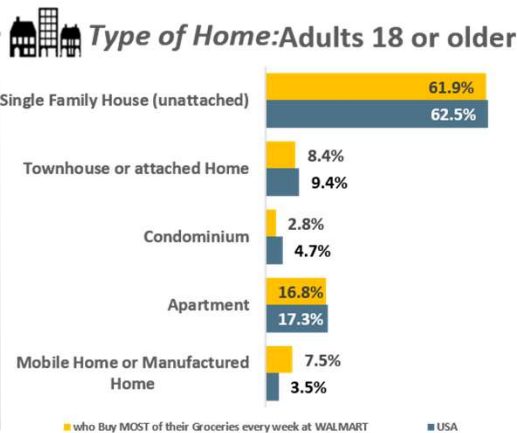
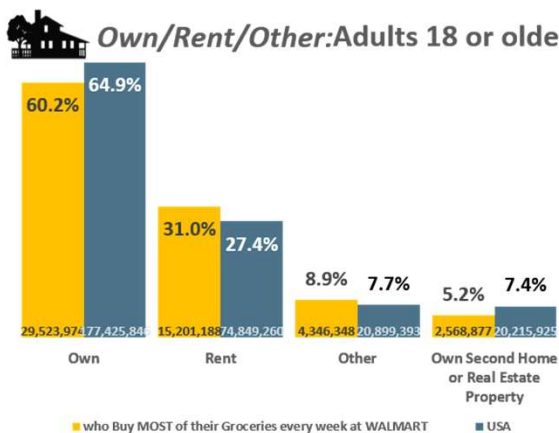


WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 668
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(((Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)))



18.0% or 49,071,510 of USA DMA Adults 18 or older Buy MOST of their Groceries every week at WALMART. Adults 18 or older who Buy MOST of their Groceries every week at WALMART are 7.4% less likely to own their home, 28.3% more likely to own a lower valued home, .9% less likely to have a single-family home, 8.8% more likely to have a dog.



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 4,111
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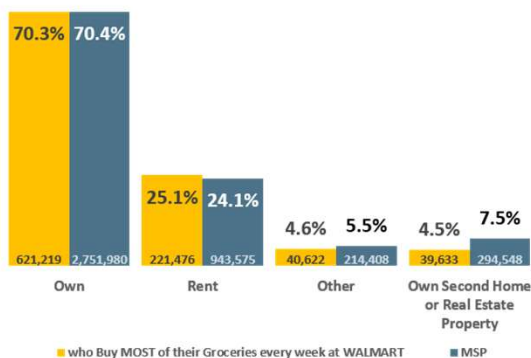
[[[Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)]]]



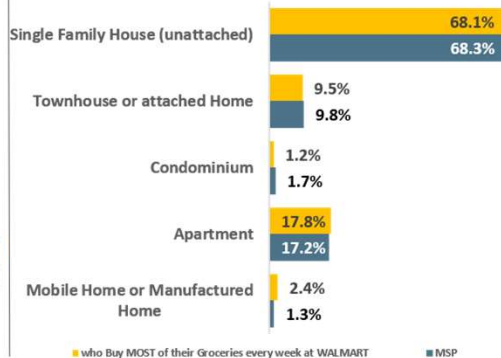
22.6% or 883,317 of MSP DMA Adults 18 or older Buy MOST of their Groceries every week at WALMART. Adults 18 or older who Buy MOST of their Groceries every week at WALMART are .1% less likely to own their home, 13.3% more likely to own a lower valued home, .2% less likely to have a single-family home, 13.6% more likely to have a dog.



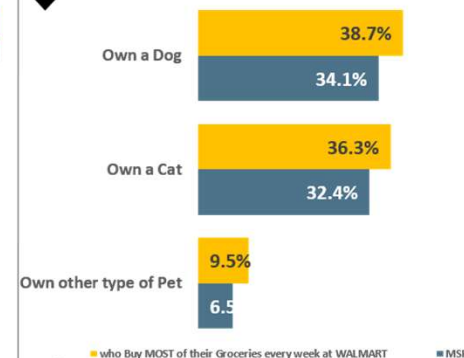
Own/Rent/Other: Adults 18 or older



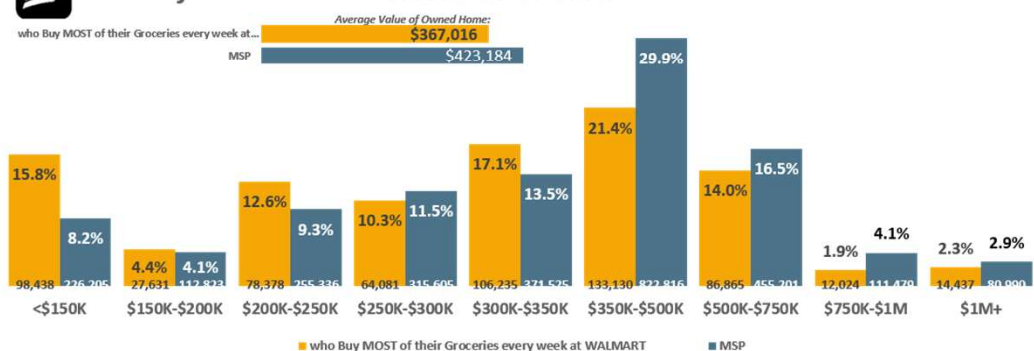
Type of Home: Adults 18 or older



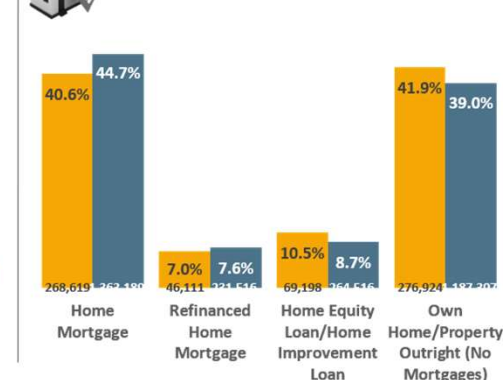
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

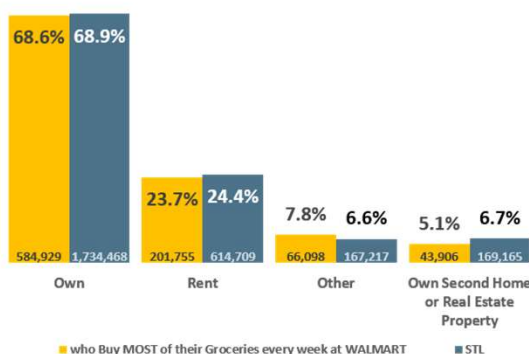




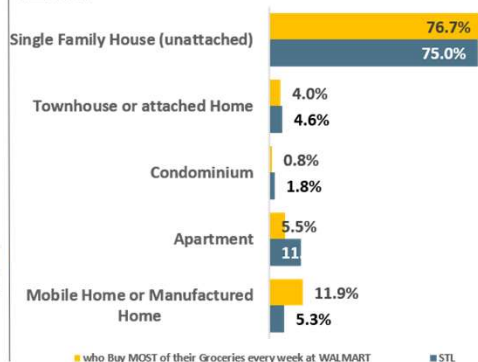
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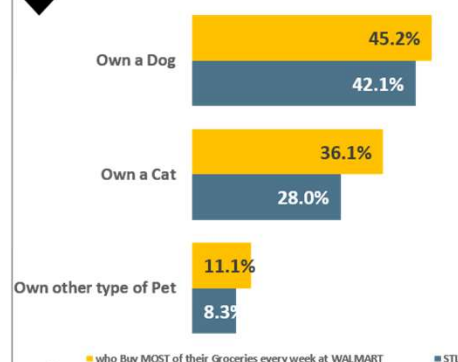
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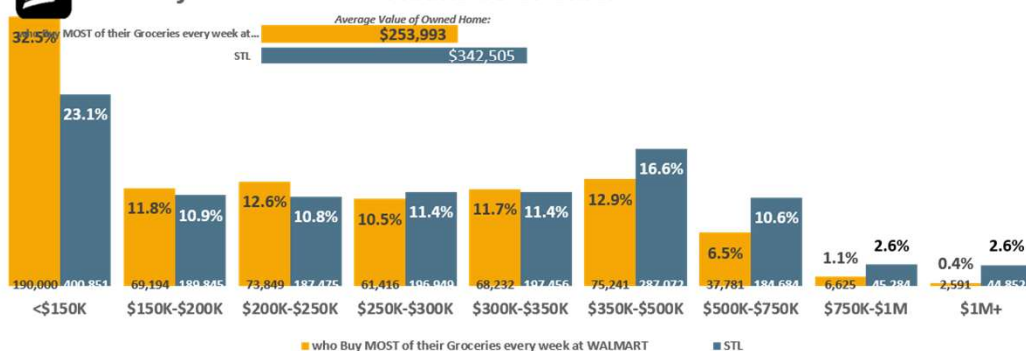
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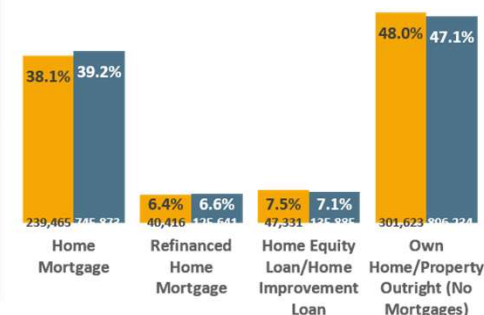
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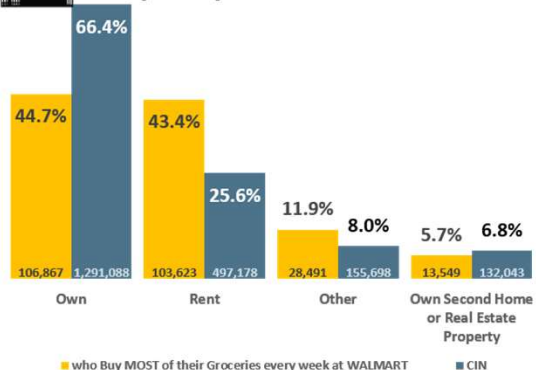
STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 599
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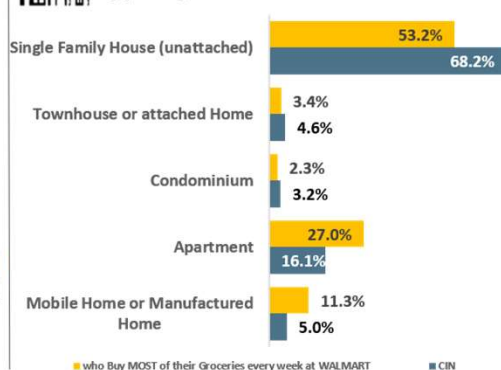


12.3% or 238,981 of CIN DMA Adults 18 or older Buy MOST of their Groceries every week at WALMART. Adults 18 or older who Buy MOST of their Groceries every week at WALMART are 32.7% less likely to own their home, 39.8% more likely to own a lower valued home, 22.% less likely to have a single-family home, 4.5% more likely to have a dog.

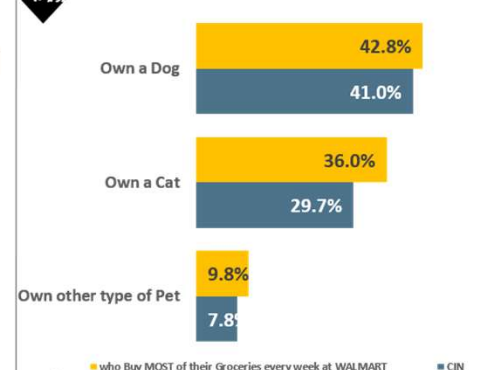
Own/Rent/Other: Adults 18 or older



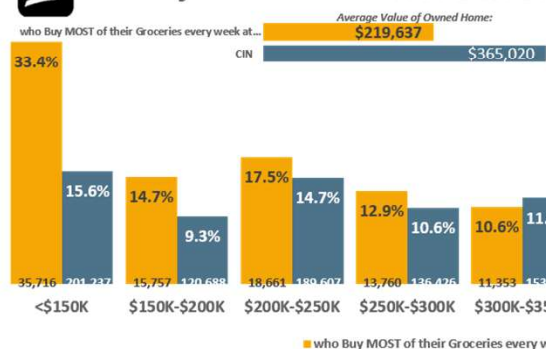
Type of Home: Adults 18 or older



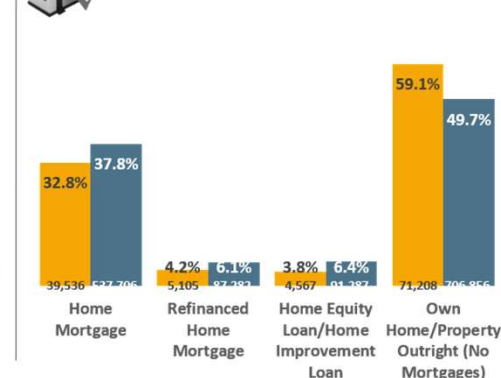
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 227
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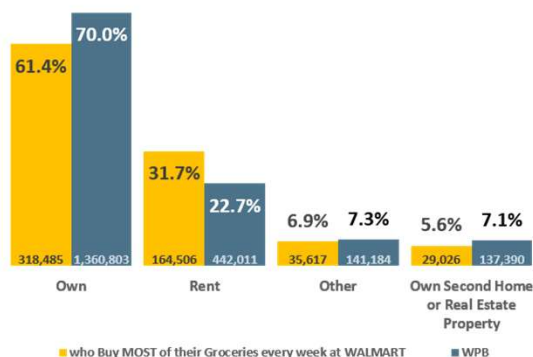
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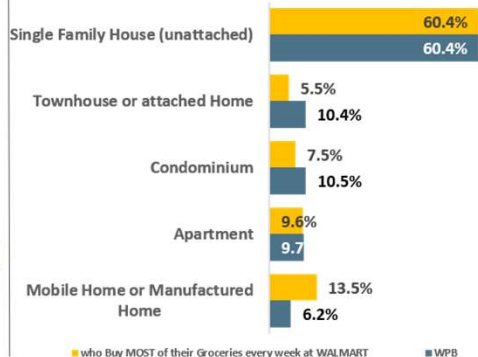
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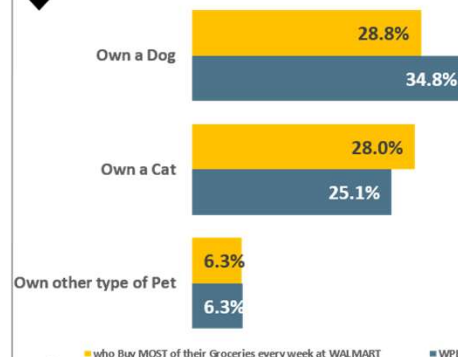
Own/Rent/Other: Adults 18 or older



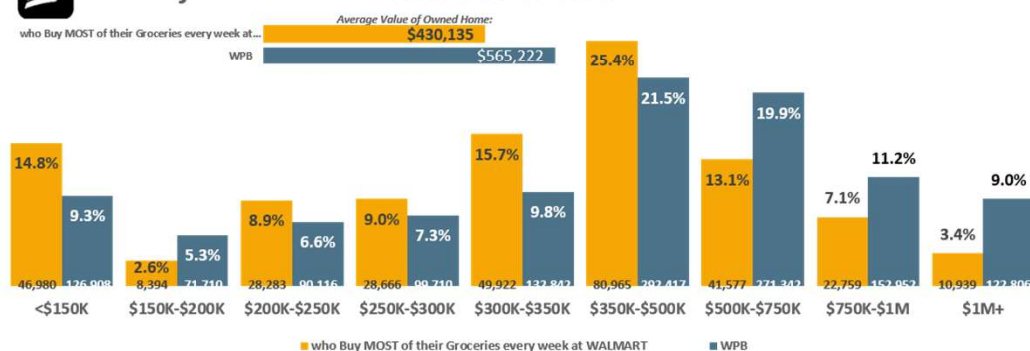
Type of Home: Adults 18 or older



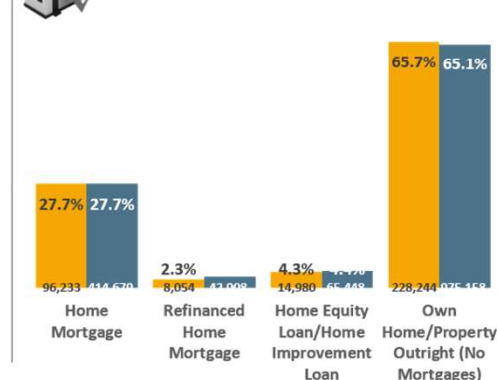
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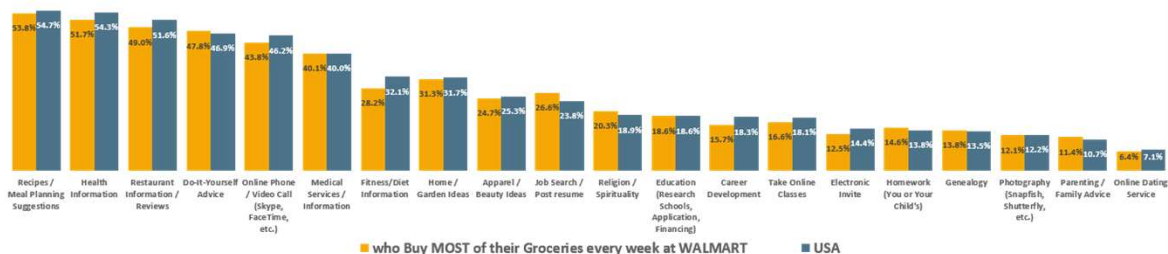




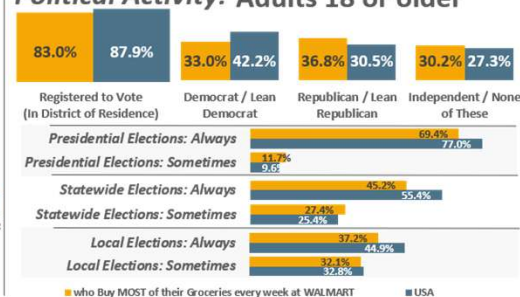
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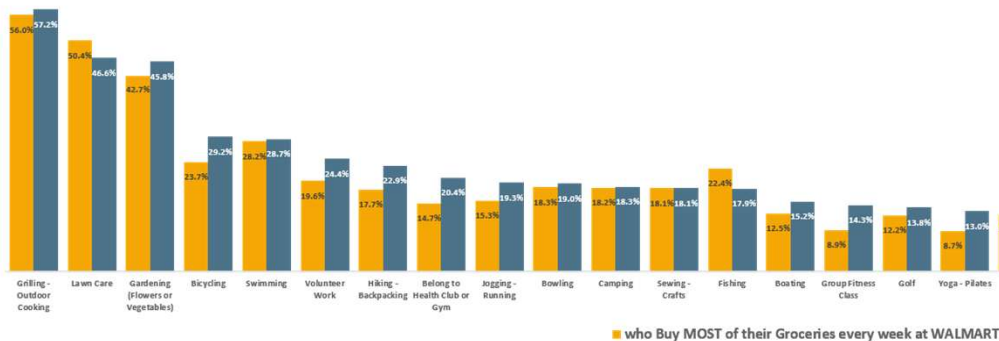
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



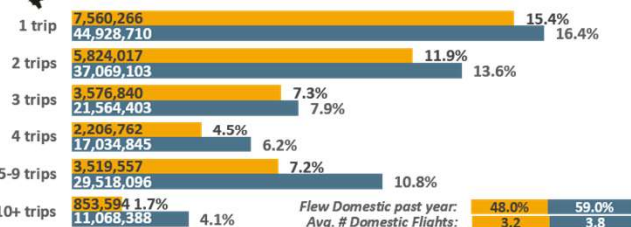
Political Activity: Adults 18 or older



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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 4,111
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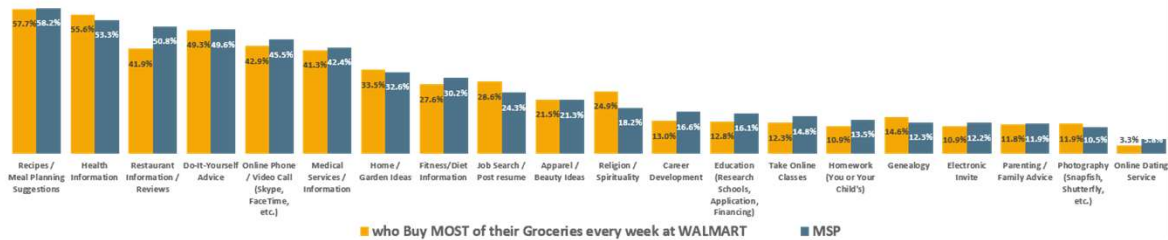
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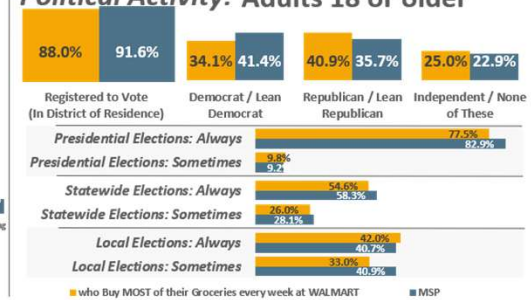
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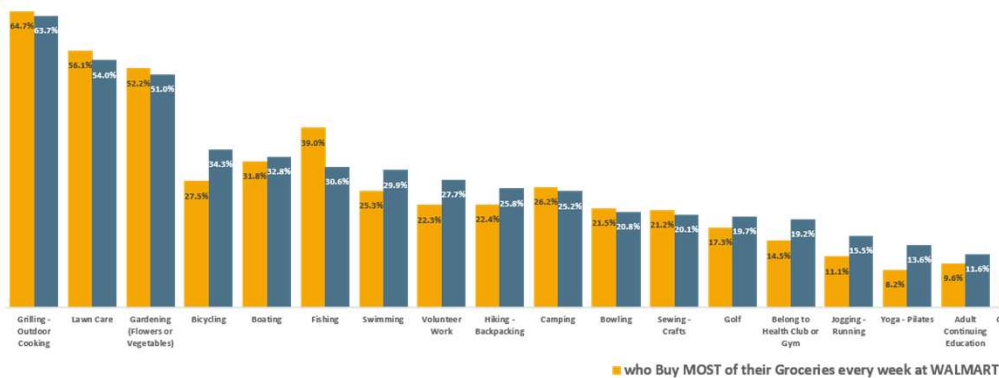
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



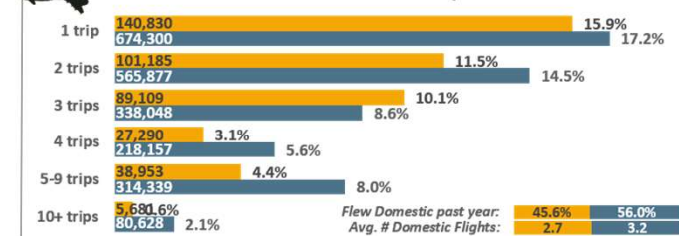
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Top-30 past 12-months Active Lifestyle Activities: Adults 18 or older



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

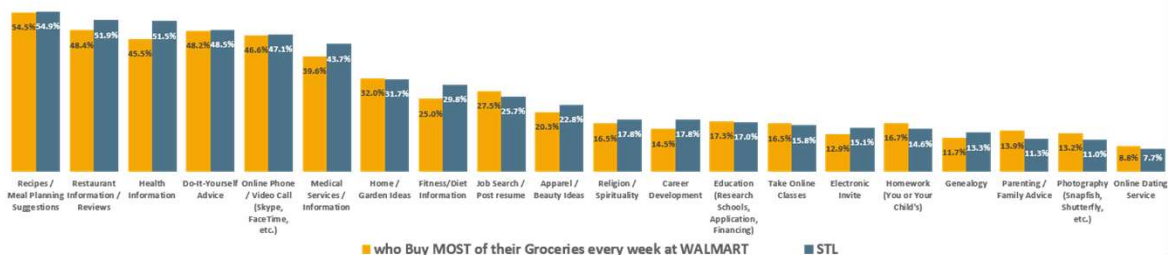




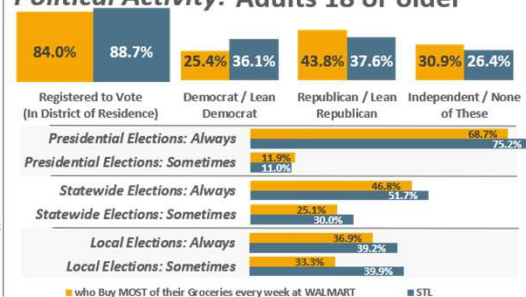
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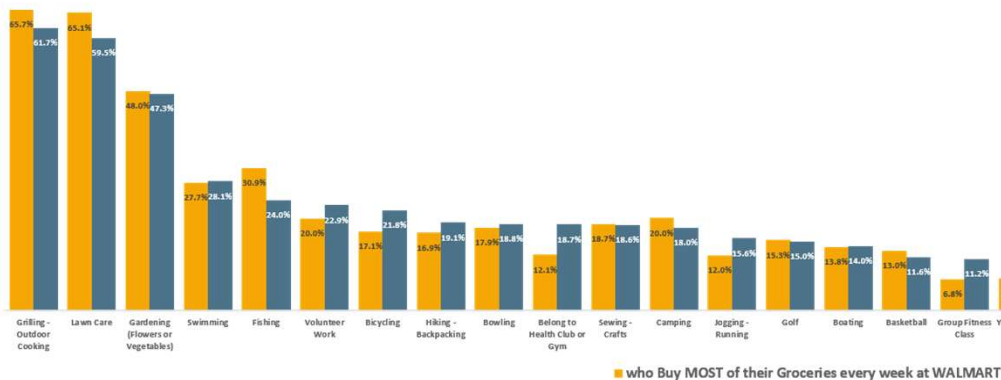
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



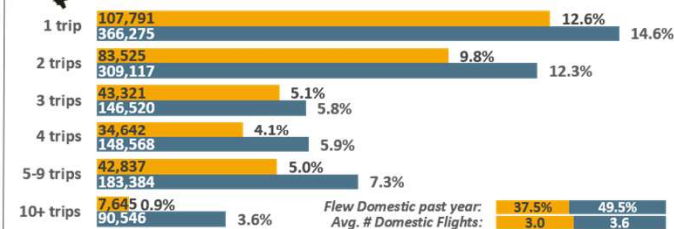
Political Activity: Adults 18 or older



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



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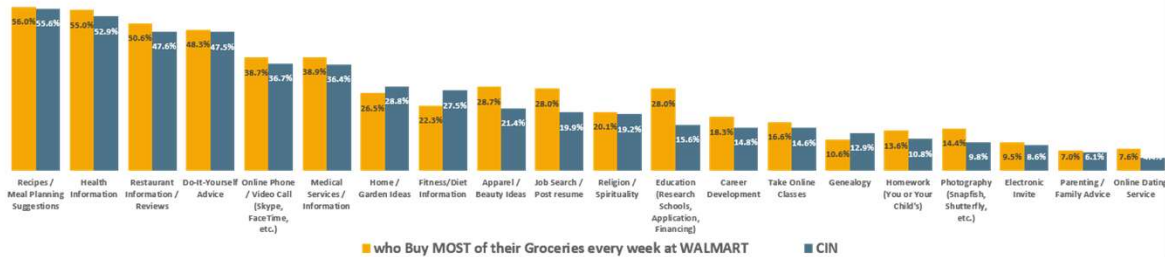
Flew Domestic past year: 37.5%
Avg. # Domestic Flights: 3.0



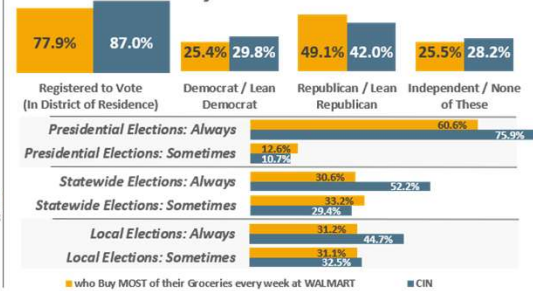
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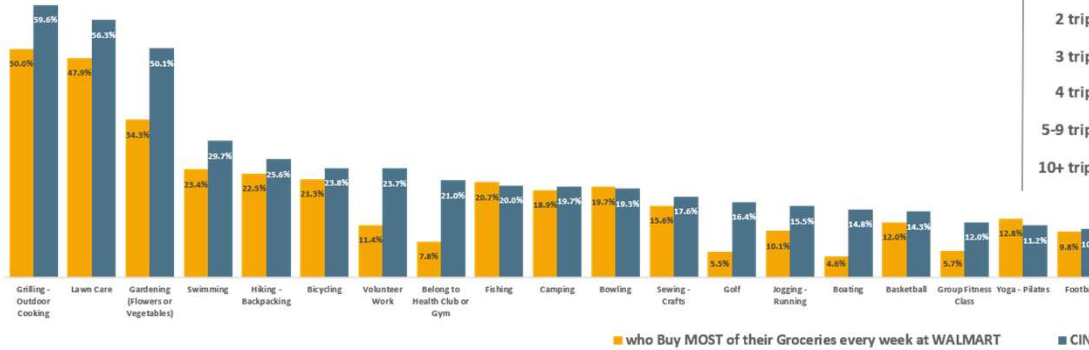
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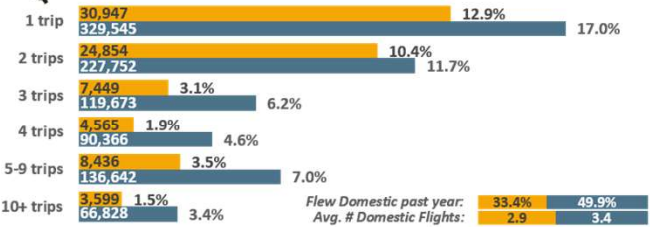
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Past 12-months Domestic Airline Trips: Adults 18 or older

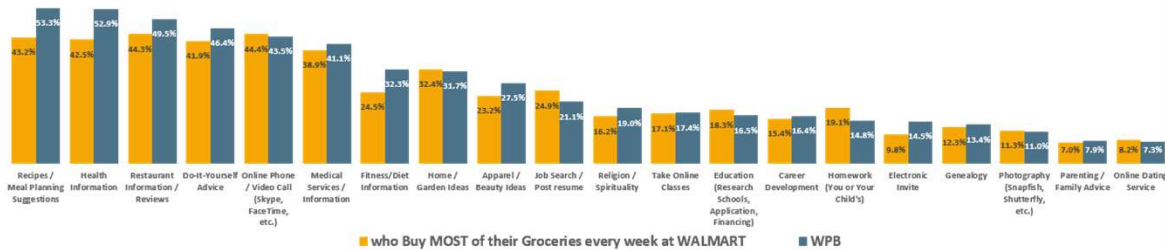




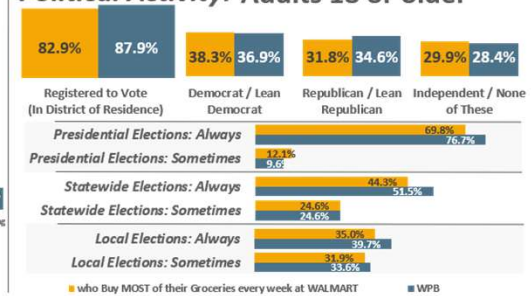
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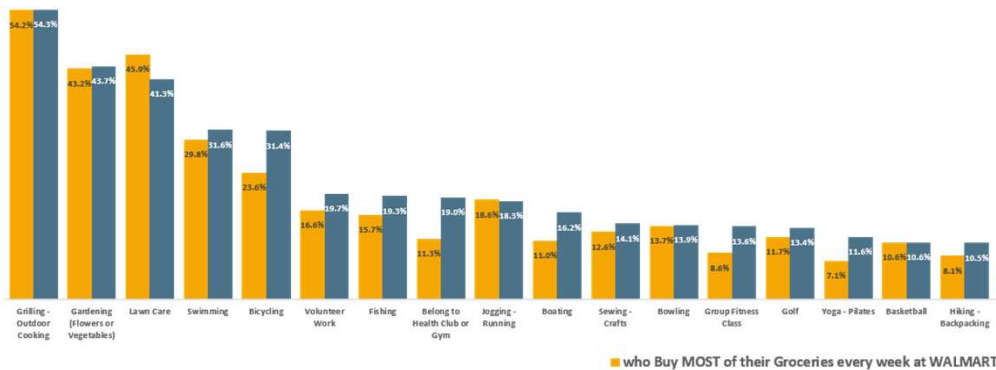
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



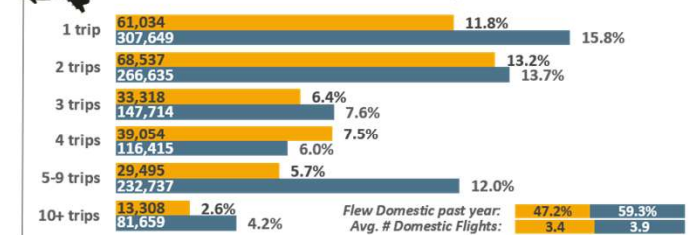
Political Activity: Adults 18 or older



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



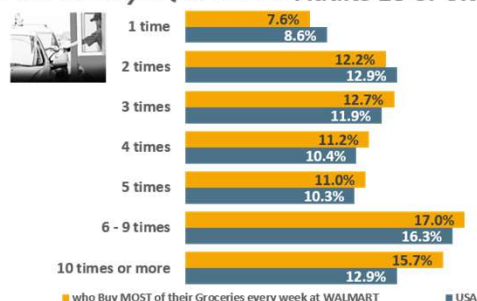
Past 12-months Domestic Airline Trips: Adults 18 or older





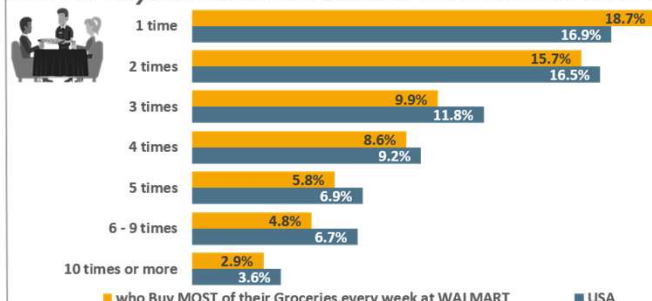
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Past 30-days QSR Users: Adults 18 or older



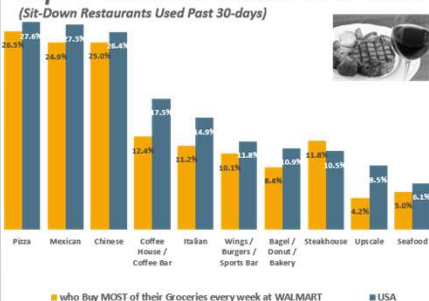
Total Monthly QSR Users:	87.3%	83.3%
Avg. Monthly QSR Meals:	6.1	5.7
	42,862,599	227,580,847

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



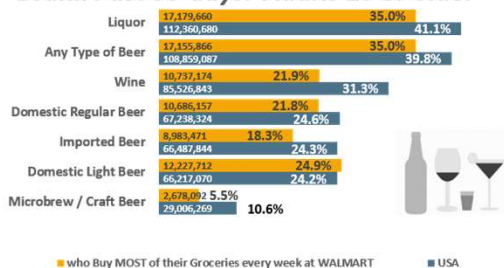
Total Monthly Sit-Down Restaurant Users:	66.4%	71.5%
Avg. Monthly Sit-Down Restaurant Meals:	3.3	3.6
	32,567,305	195,235,468

Top-10 Cuisines: Adults 18 or older

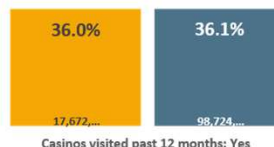
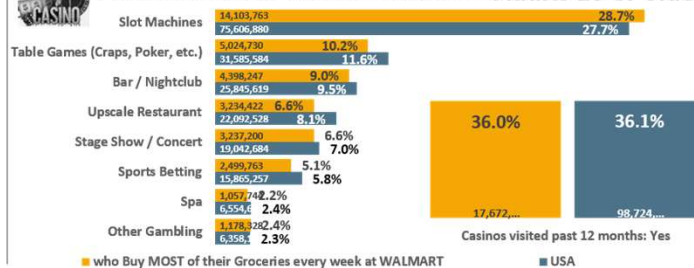


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)	who Buy MOST of their Groceries every week at...	9,247,345	18.8%
	USA	54,331,216	19.9%

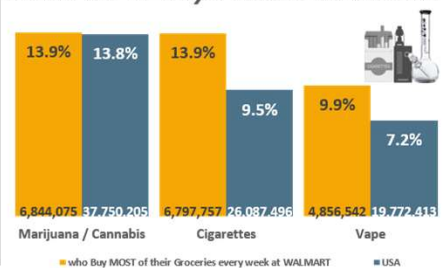
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



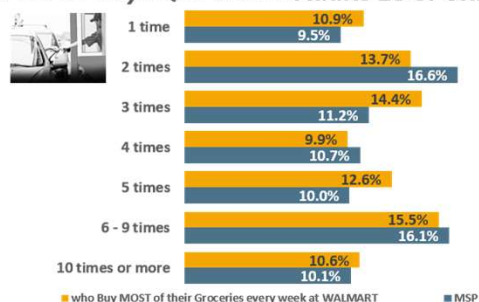
Used Past 30-days: Adults 18 or older



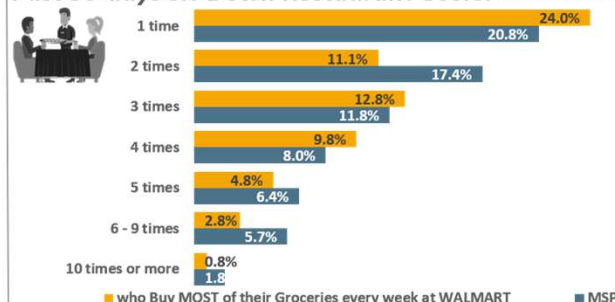


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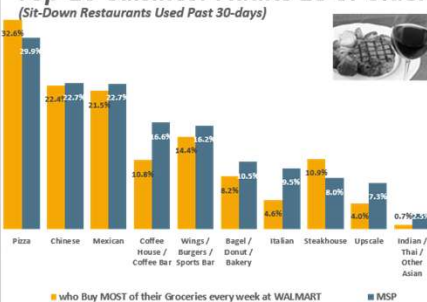
Past 30-days QSR Users: Adults 18 or older



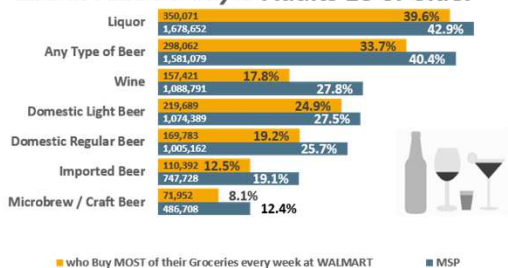
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



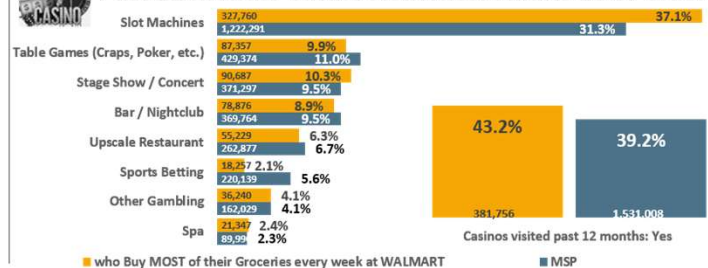
Top-10 Cuisines: Adults 18 or older



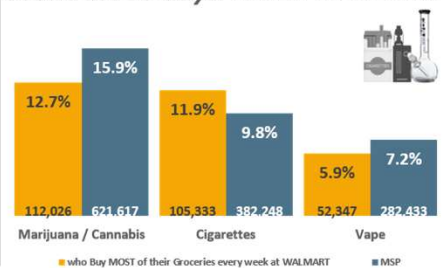
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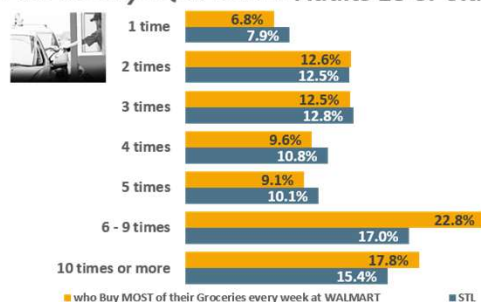
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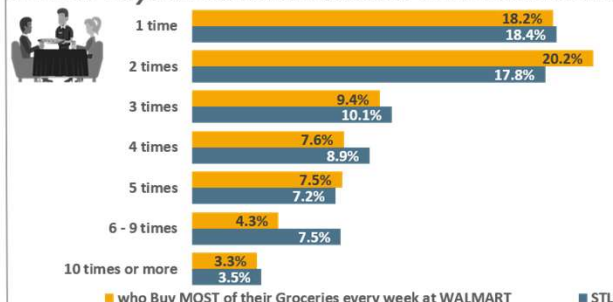


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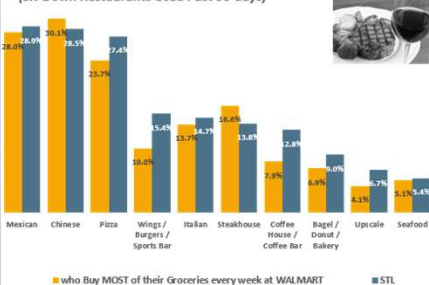
Past 30-days QSR Users: Adults 18 or older



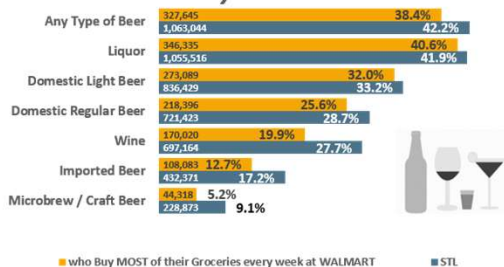
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



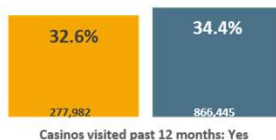
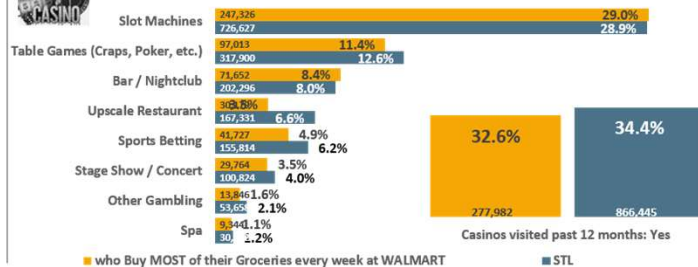
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



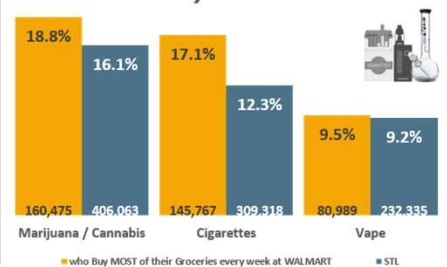
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



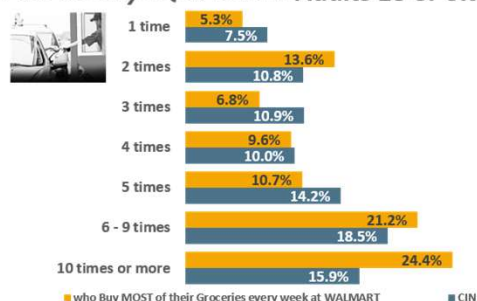
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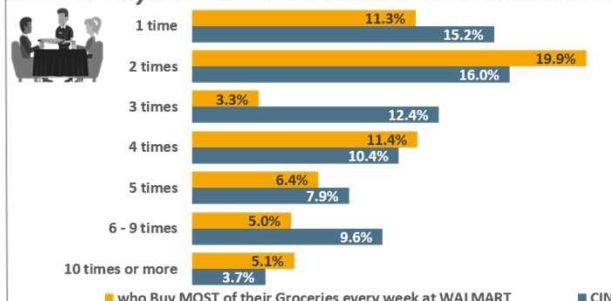


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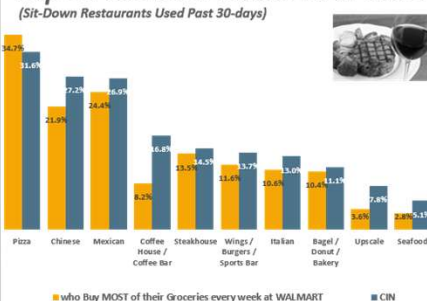
Past 30-days QSR Users: Adults 18 or older



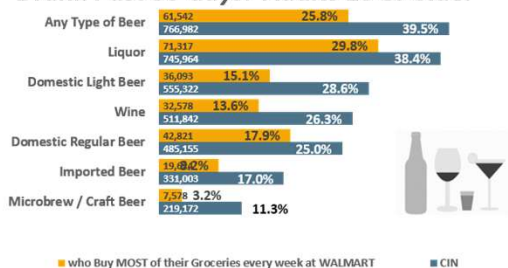
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



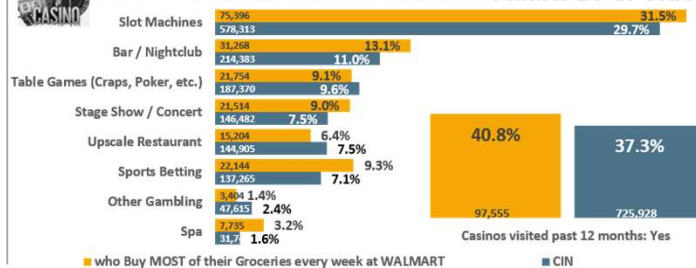
Top-10 Cuisines: Adults 18 or older



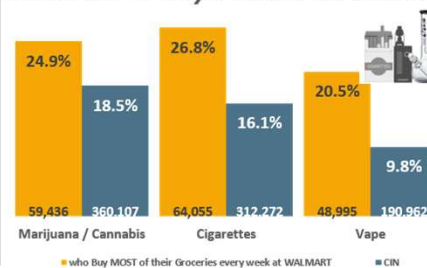
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



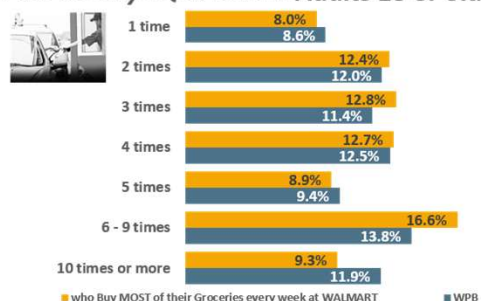
Used Past 30-days: Adults 18 or older



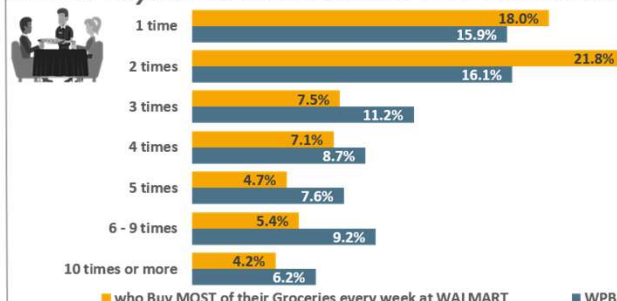


26.7% or 518,608 of WPB DMA Adults 18 or older Buy MOST of their Groceries every week at WALMART. Adults 18 or older who Buy MOST of their Groceries every week at WALMART are 1.6% more likely to use QSRs past mo., 8.4% less likely to use Sit-Down Restaurants past mo., 27.5% less likely to use Casinos past yr., 24.% more likely to smoke cigarettes.

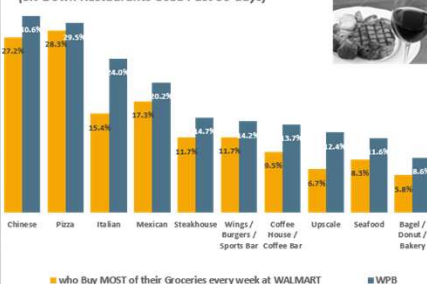
Past 30-days QSR Users: Adults 18 or older



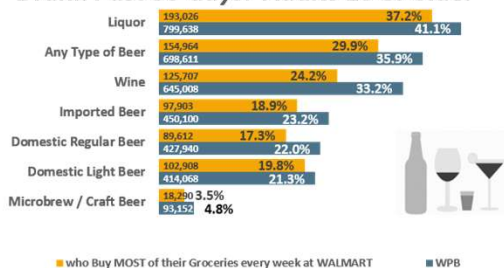
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



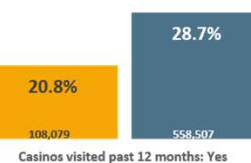
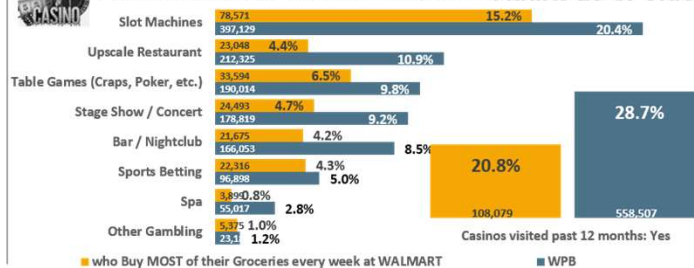
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



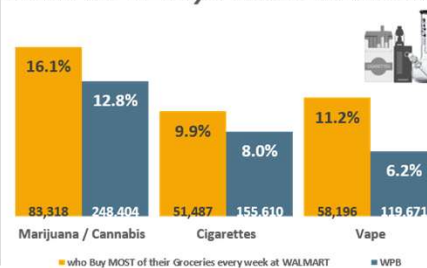
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older





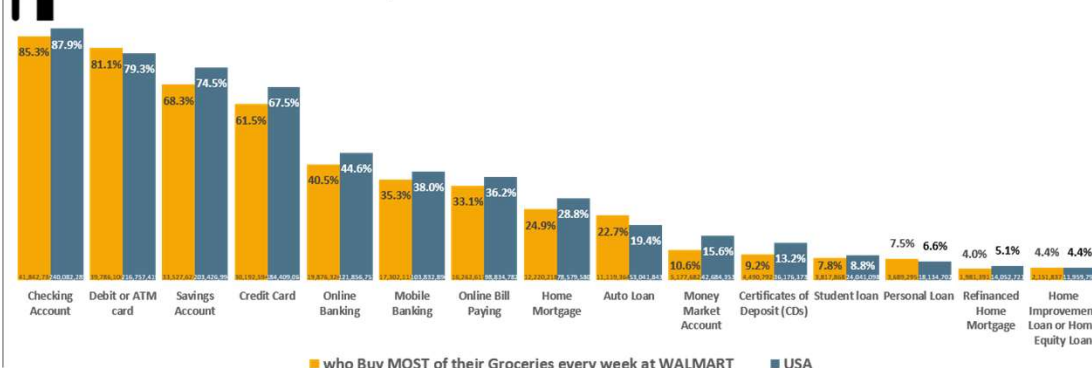
18.1% or 49,071,510 of USA DMA Adults 18 or older Buy MOST of their Groceries every week at WALMART. Adults 18 or older who Buy MOST of their Groceries every week at WALMART are 15.6% less likely to have a 401K, 16.7% more likely to have an Auto Loan, 37.9% less likely to Invest/Trade Stocks Online, 20.7% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



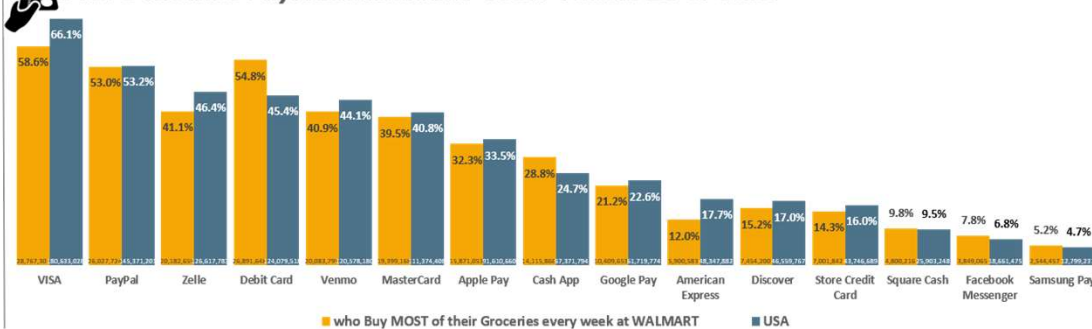
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 4,111
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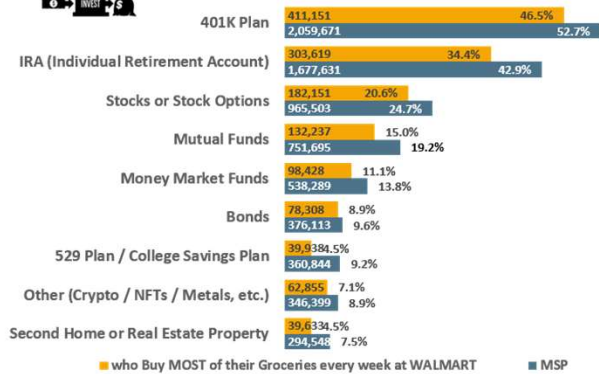
(((Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)))



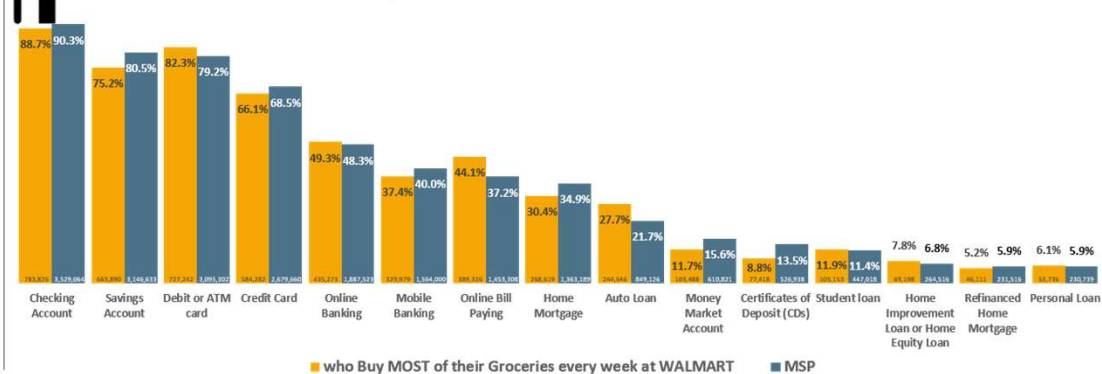
22.6% or 883,317 of MSP DMA Adults 18 or older Buy MOST of their Groceries every week at WALMART. Adults 18 or older who Buy MOST of their Groceries every week at WALMART are 11.6% less likely to have a 401K, 27.5% more likely to have an Auto Loan, 24.3% less likely to Invest/Trade Stocks Online, 27.5% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



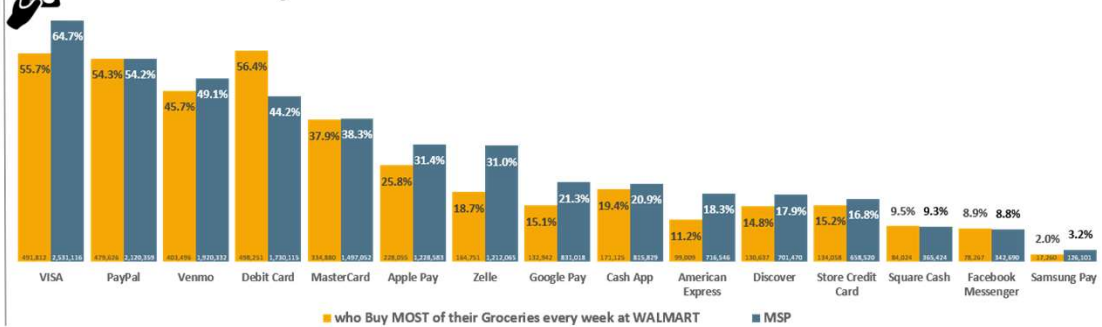
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 386
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(((Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)))



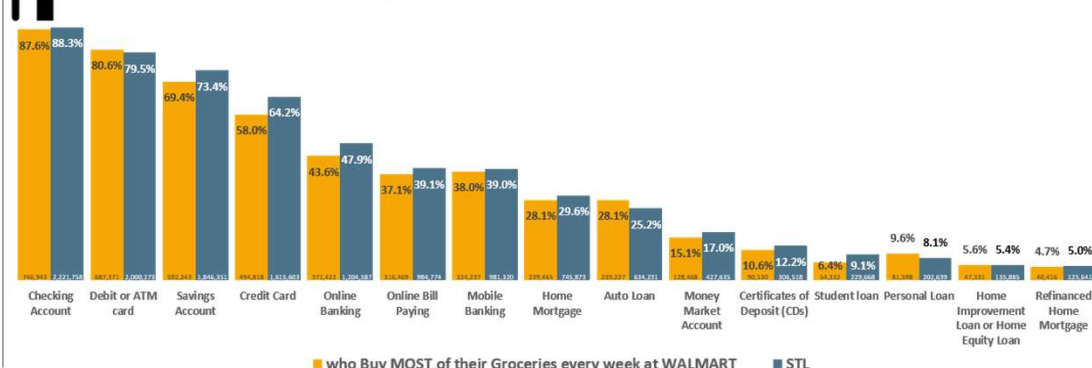
33.9% or 852,782 of STL DMA Adults 18 or older Buy MOST of their Groceries every week at WALMART. Adults 18 or older who Buy MOST of their Groceries every week at WALMART are 11.5% less likely to have a 401K, 11.3% more likely to have an Auto Loan, 1.5% less likely to Invest/Trade Stocks Online, 12.6% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



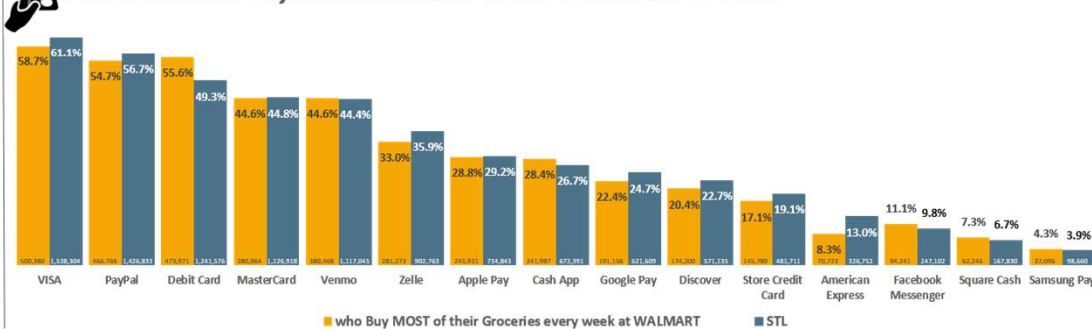
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 599
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(((Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)))



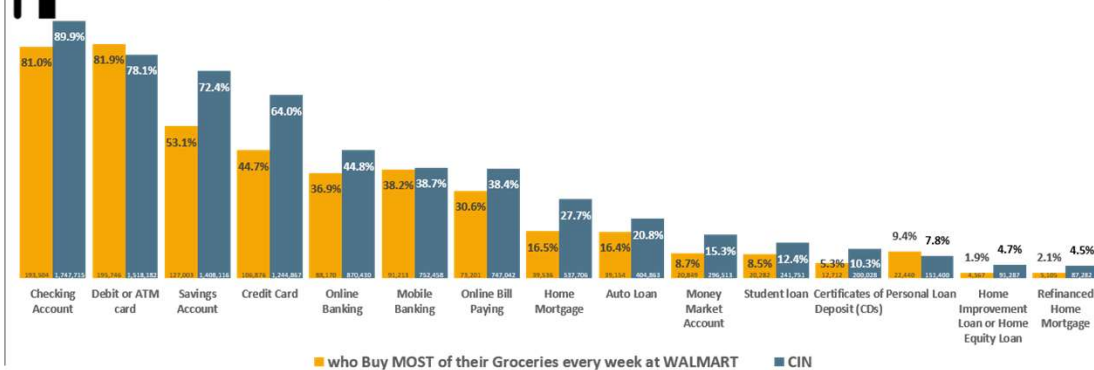
12.3% or 238,981 of CIN DMA Adults 18 or older Buy MOST of their Groceries every week at WALMART. Adults 18 or older who Buy MOST of their Groceries every week at WALMART are 20.9% less likely to have a 401K, 21.3% less likely to have an Auto Loan, 43.1% less likely to Invest/Trade Stocks Online, 30.7% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



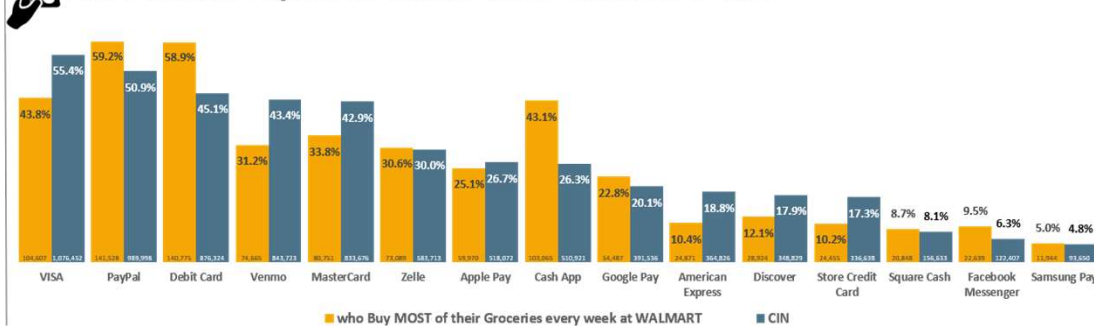
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

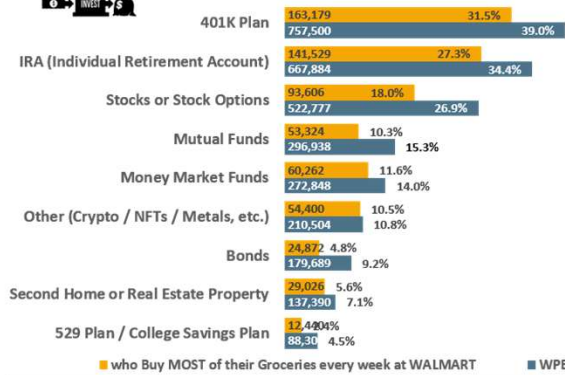




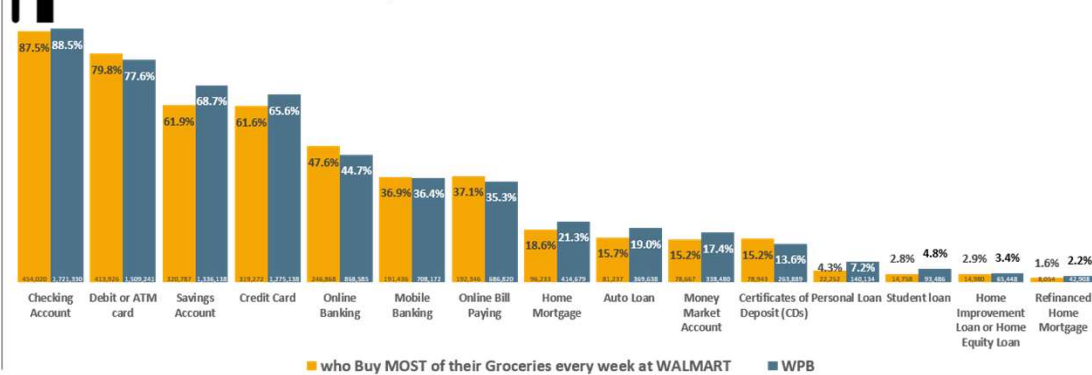
26.7% or 518,608 of WPB DMA Adults 18 or older Buy MOST of their Groceries every week at WALMART. Adults 18 or older who Buy MOST of their Groceries every week at WALMART are 19.3% less likely to have a 401K, 17.6% less likely to have an Auto Loan, 14.8% less likely to Invest/Trade Stocks Online, 13.5% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



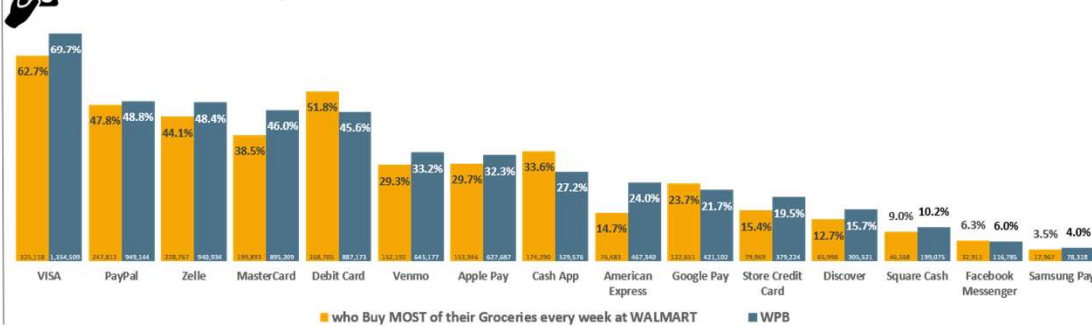
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

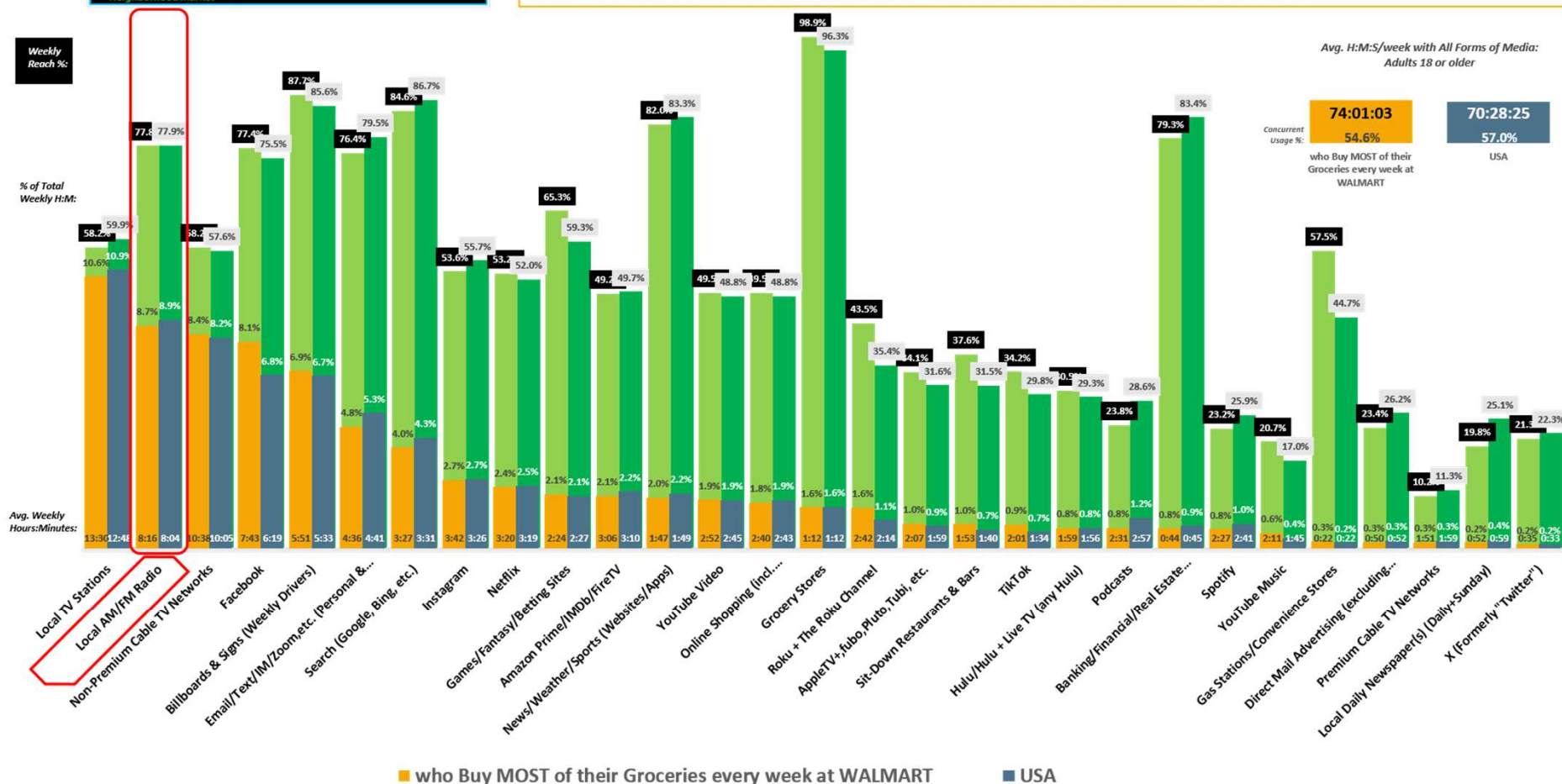


WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 668
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(((Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)))

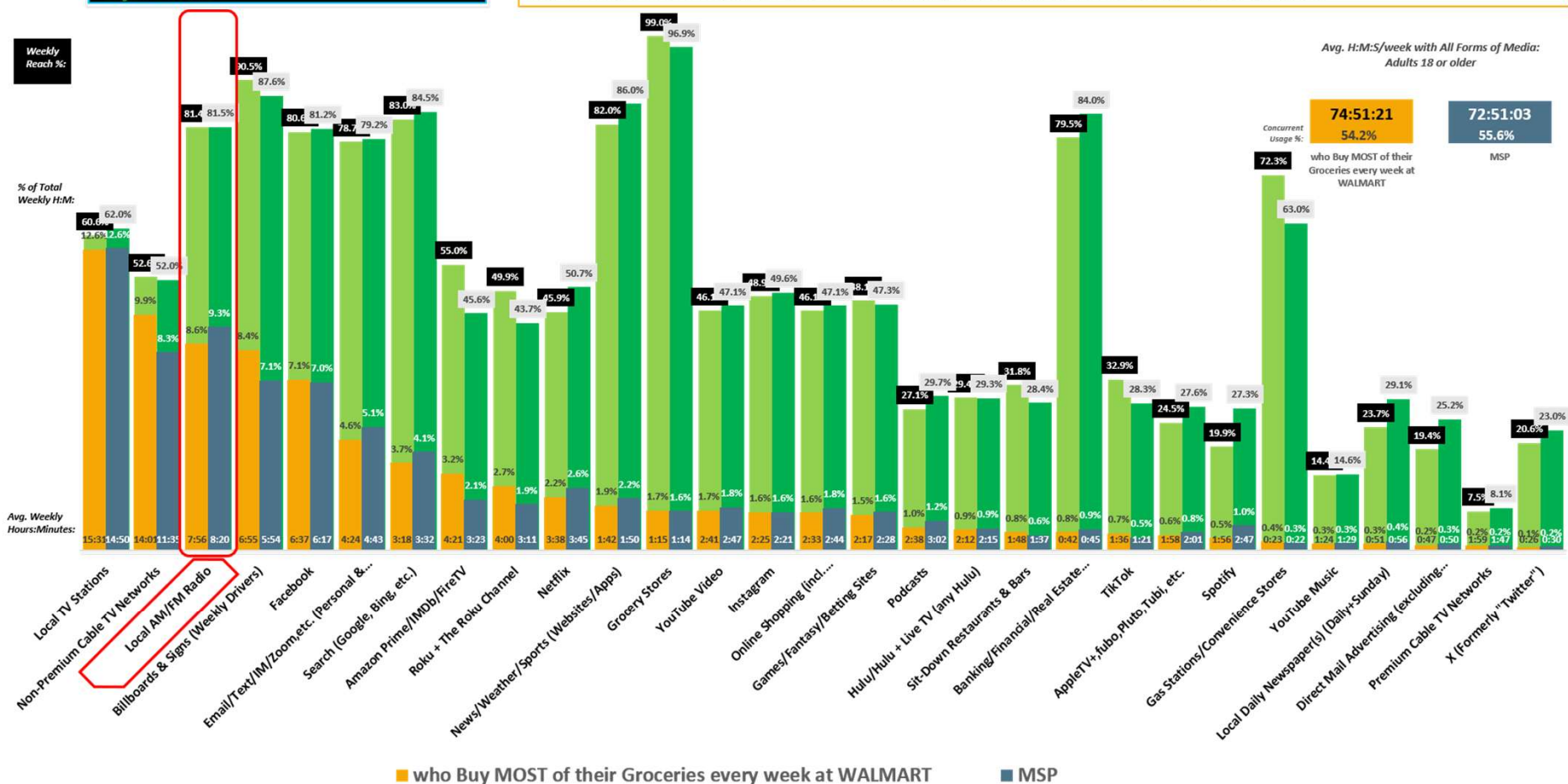


Adults 18 or older who Buy MOST of their Groceries every week at WALMART spend an average of 3 days, 2 hours, 1 minutes and 3 seconds each week with All Forms of Media.
 77.8% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART spend an avg. of 8 hours and 16 minutes each week listening to All Local AM/FM Radio, representing 8.7% of total time spent with all forms of Media.



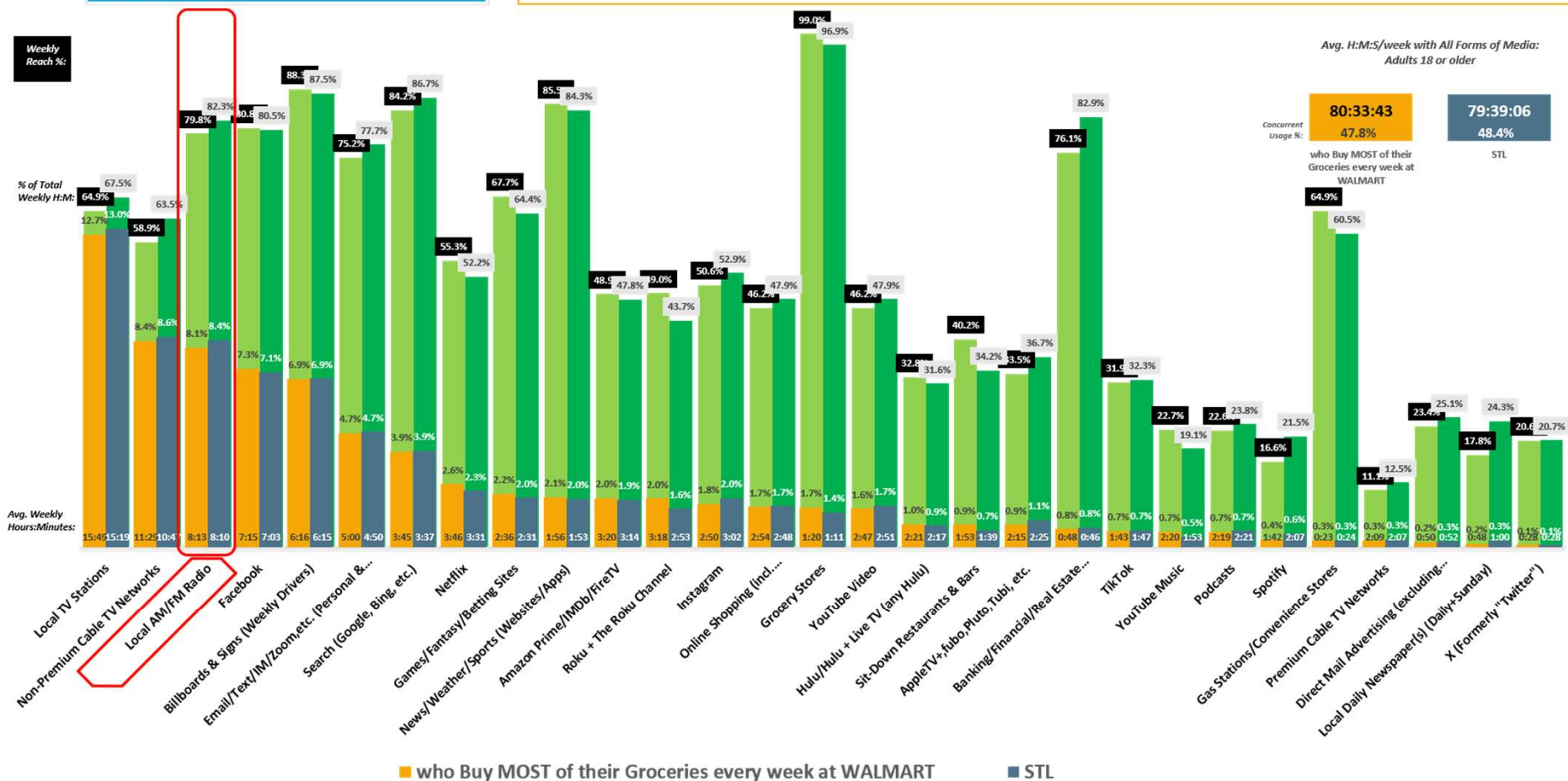


Adults 18 or older who Buy MOST of their Groceries every week at WALMART spend an average of 3 days, 2 hours, 51 minutes and 21 seconds each week with All Forms of Media.
81.4% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART spend an avg. of 7 hours and 56 minutes each week listening to All Local AM/FM Radio, representing 8.6% of total time spent with all forms of Media.





Adults 18 or older who Buy MOST of their Groceries every week at WALMART spend an average of 3 days, 8 hours, 33 minutes and 43 seconds each week with All Forms of Media.
 79.8% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART spend an avg. of 8 hours and 13 minutes each week listening to All Local AM/FM Radio, representing 8.1% of total time spent with all forms of Media.



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

Concurrent
 Usage %:

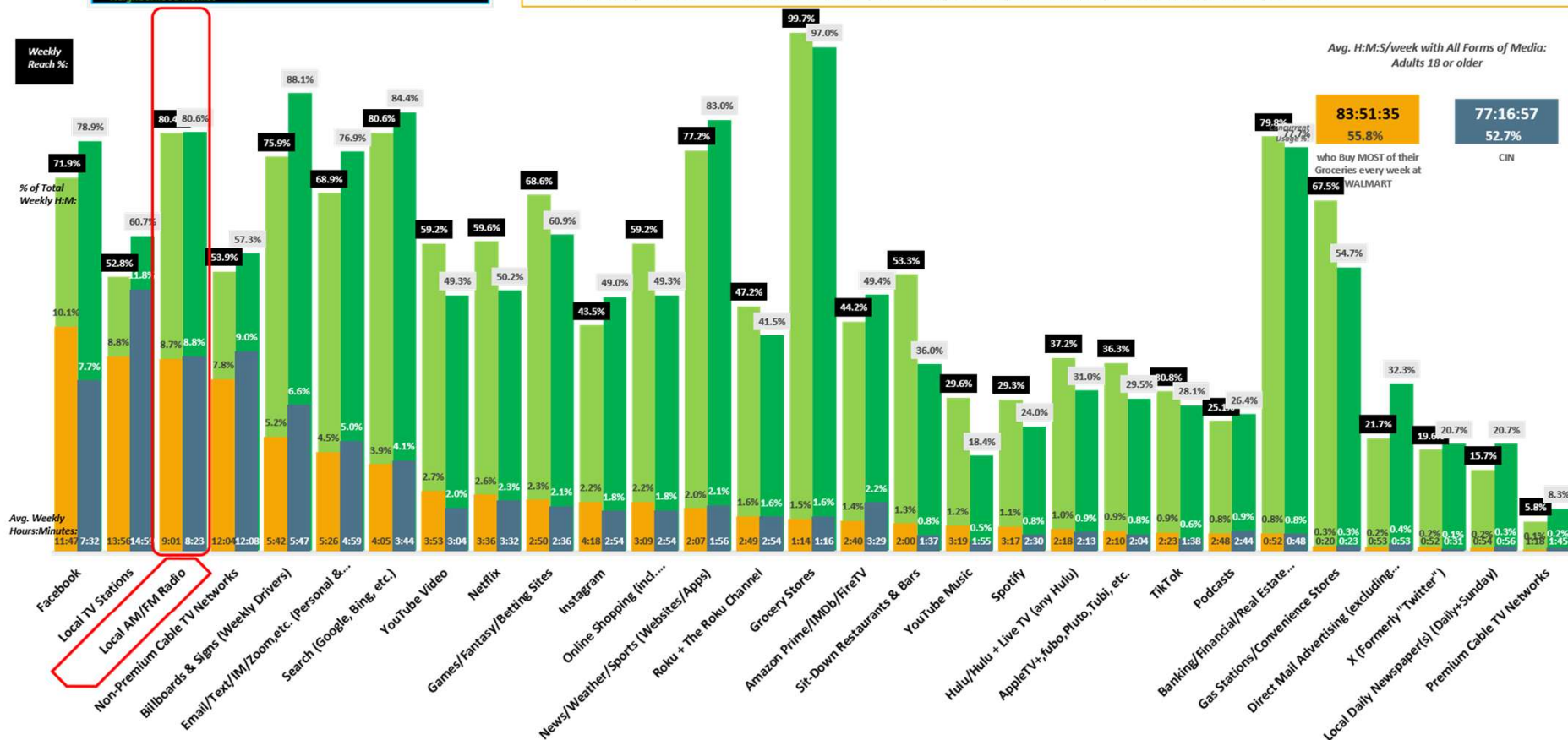
80:33:43
 47.8%
 who Buy MOST of their
 Groceries every week at
 WALMART

STL

79:39:06
 48.4%



Adults 18 or older who Buy MOST of their Groceries every week at WALMART spend an average of 3 days, 11 hours, 51 minutes and 35 seconds each week with All Forms of Media.
80.4% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART spend an avg. of 9 hours and 1 minutes each week listening to All Local AM/FM Radio, representing 8.7% of total time spent with all forms of Media.



who Buy MOST of their Groceries every week at WALMART CIN

CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 227
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CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,900

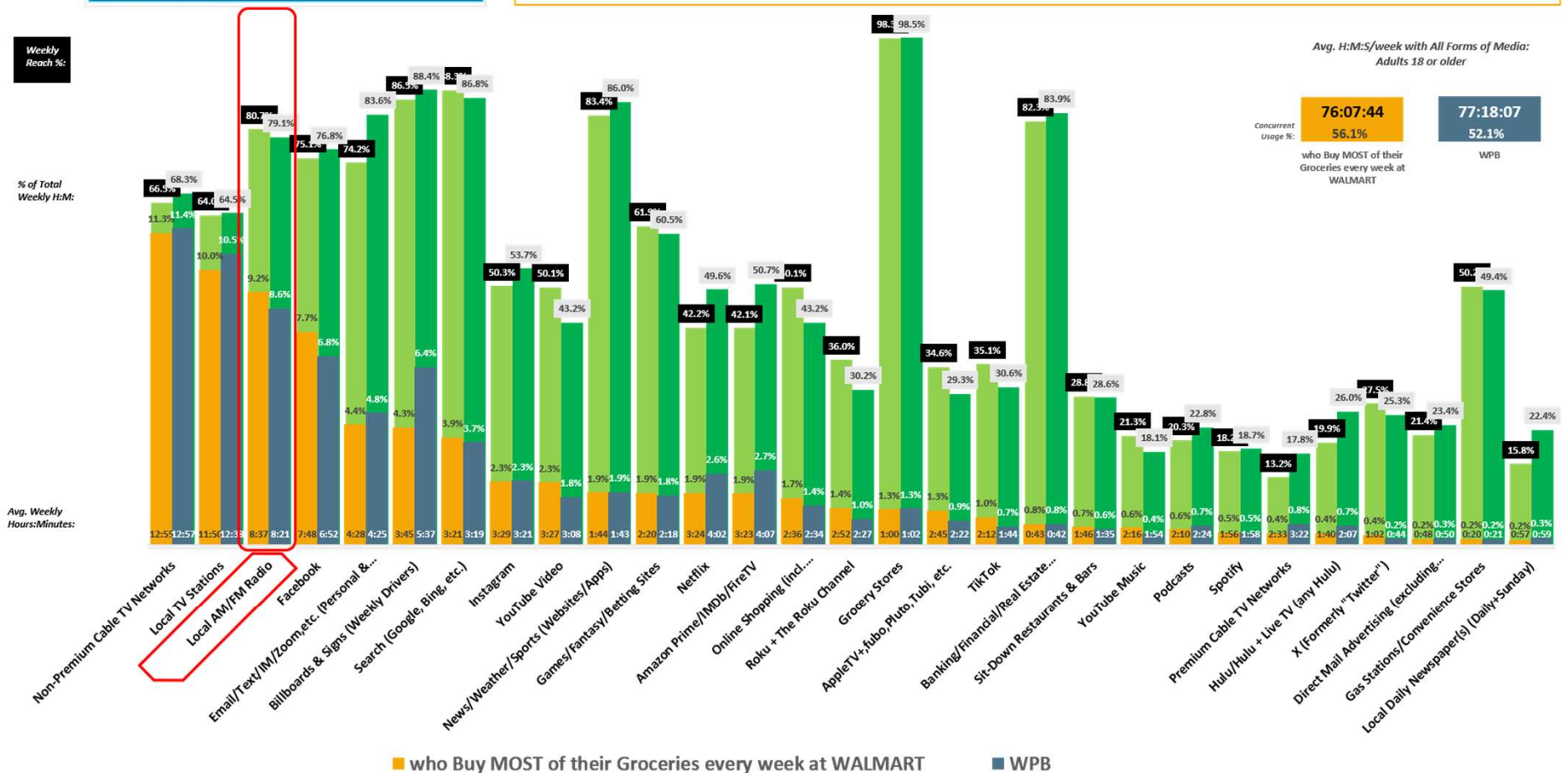


Share of Everything for Anything.

[[[Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)]]]

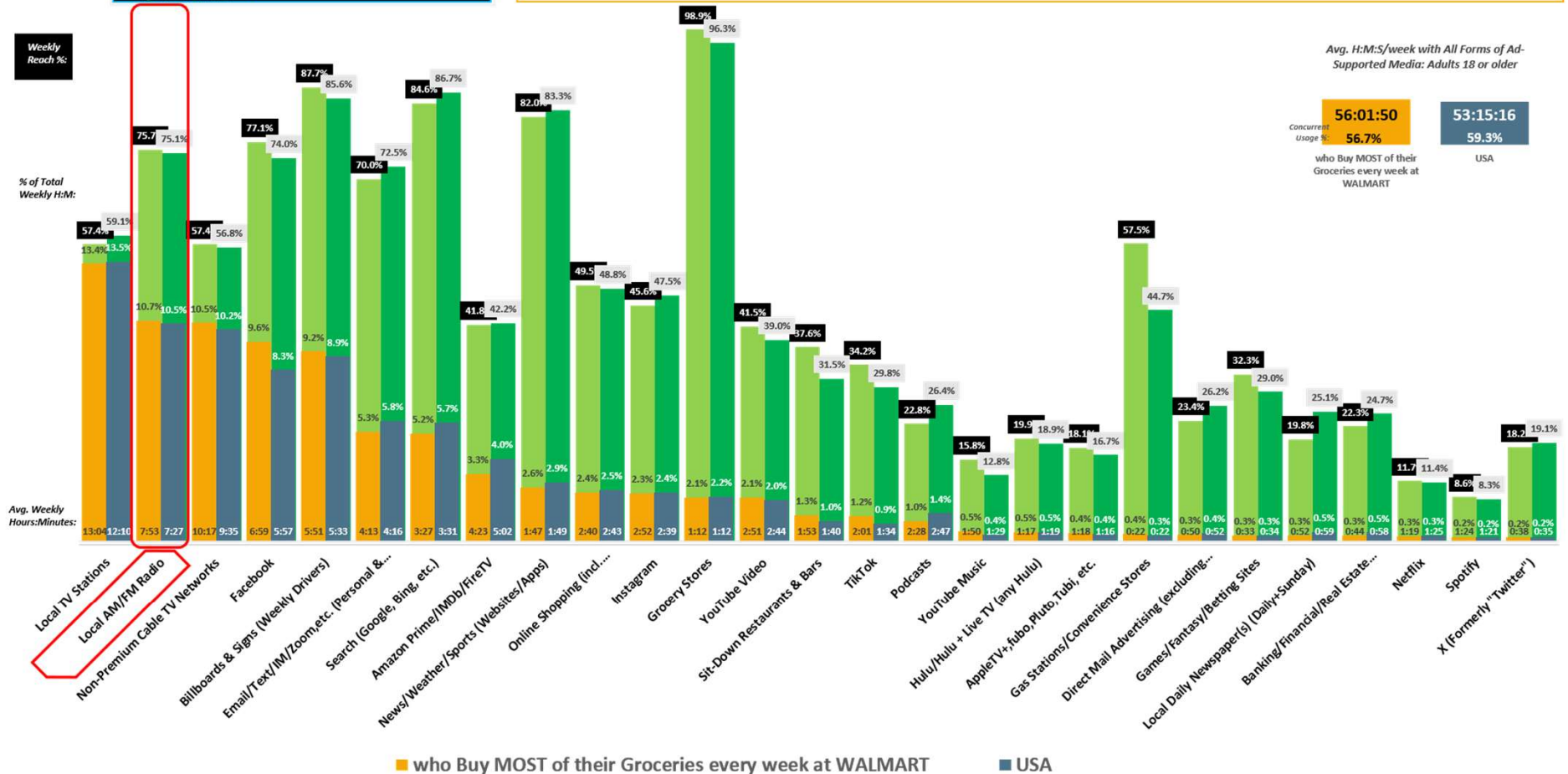


Adults 18 or older who Buy MOST of their Groceries every week at WALMART spend an average of 3 days, 4 hours, 7 minutes and 44 seconds each week with All Forms of Media.
 80.7% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART spend an avg. of 8 hours and 37 minutes each week listening to All Local AM/FM Radio, representing 9.2% of total time spent with all forms of Media.





Adults 18 or older who Buy MOST of their Groceries every week at WALMART spend an average of 2 days, 8 hours, 1 minutes and 50 seconds each week with All Forms of Ad-Supported Media.
 75.7% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART spend an avg. of 7 hours and 53 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.



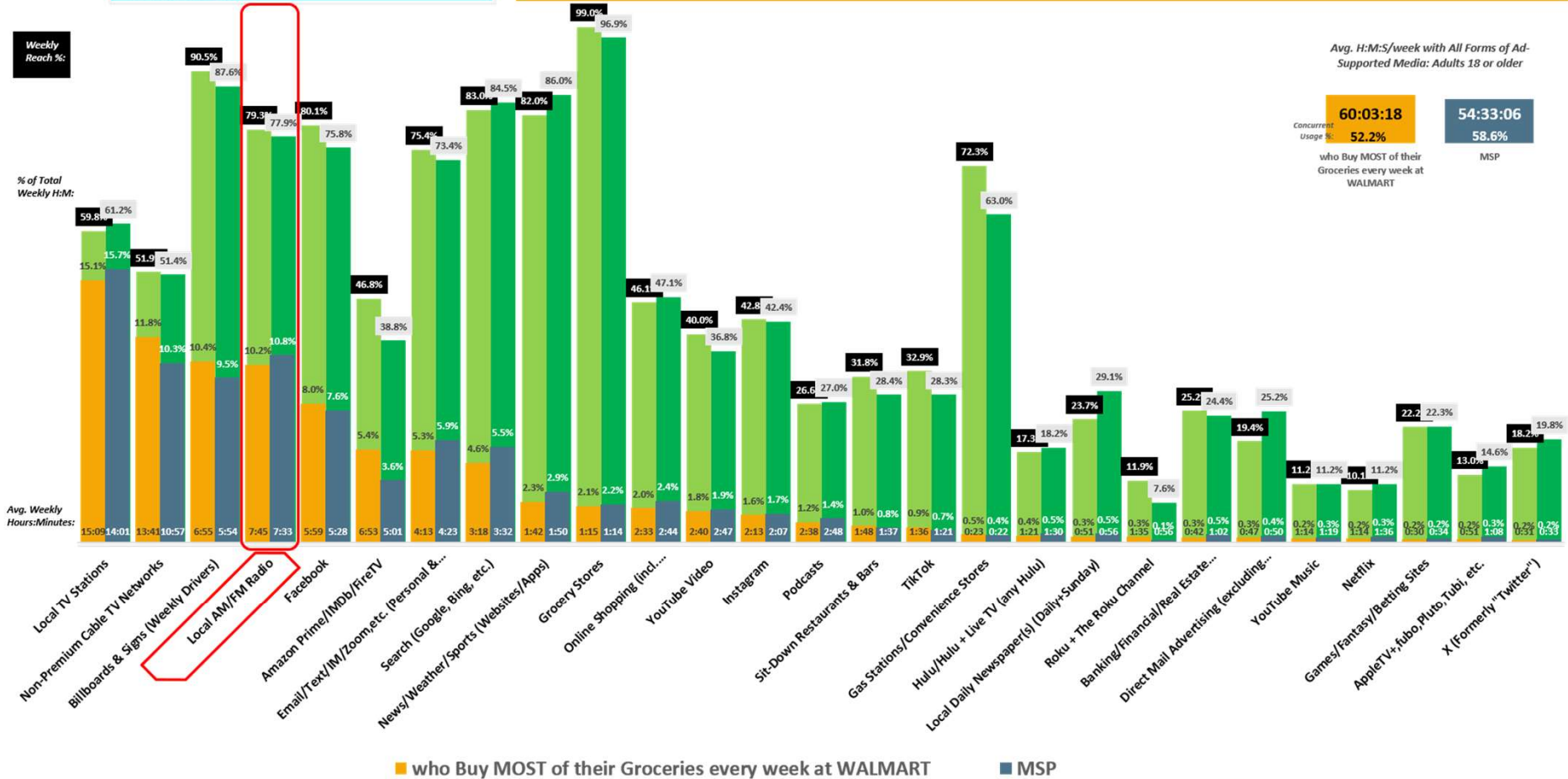
Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

56:01:50
 Concurrent Usage %: **56.7%**
 who Buy MOST of their Groceries every week at WALMART

53:15:16
 59.3%
 USA

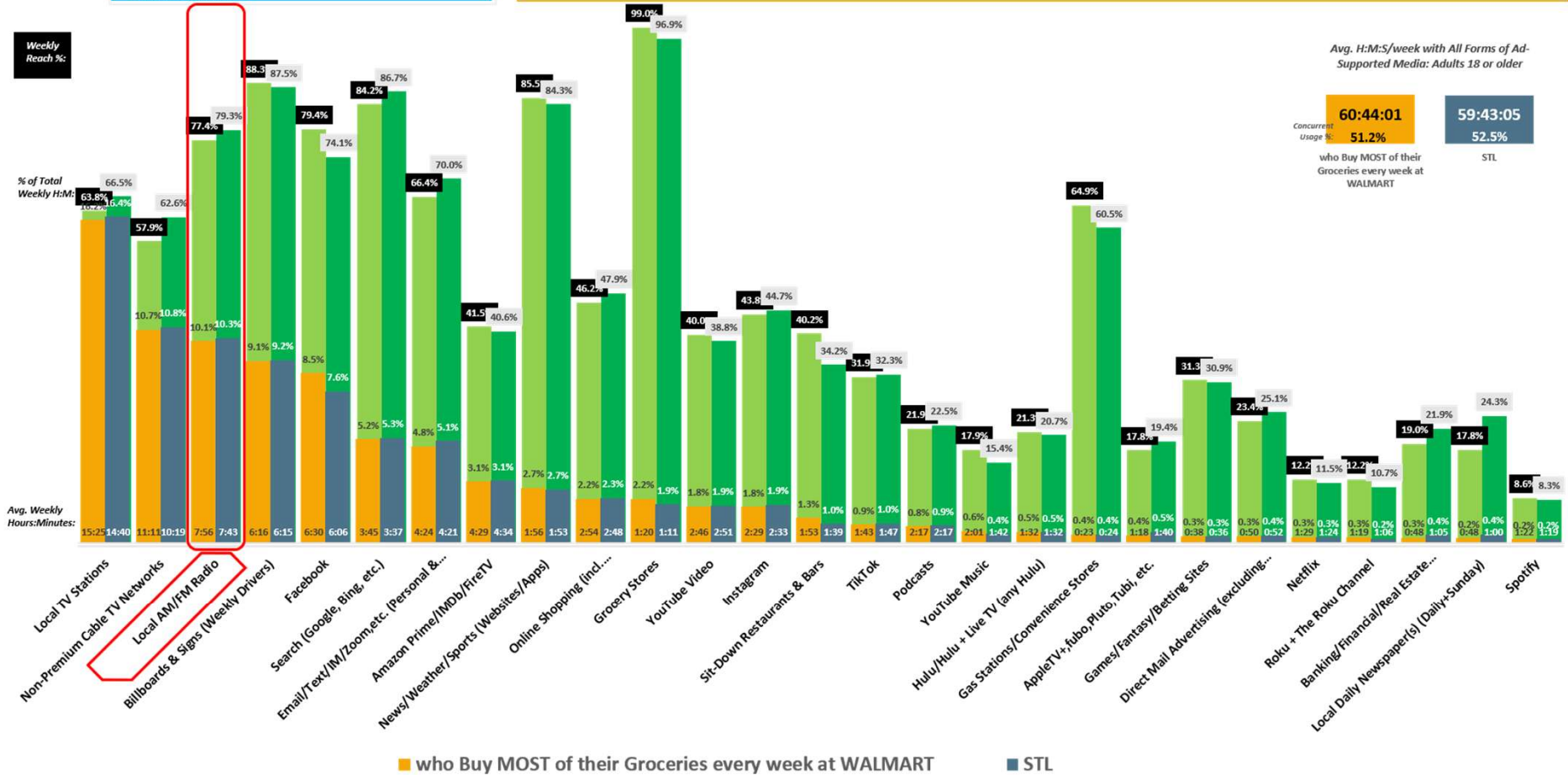


Adults 18 or older who Buy MOST of their Groceries every week at WALMART spend an average of 2 days, 12 hours, 3 minutes and 18 seconds each week with All Forms of Ad-Supported Media.
 79.3% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART spend an avg. of 7 hours and 45 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.2% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who Buy MOST of their Groceries every week at WALMART spend an average of 2 days, 12 hours, 44 minutes and 1 seconds each week with All Forms of Ad-Supported Media.
 77.4% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART spend an avg. of 7 hours and 56 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.1% of total time spent with all forms of Ad-Supported Media.



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 599
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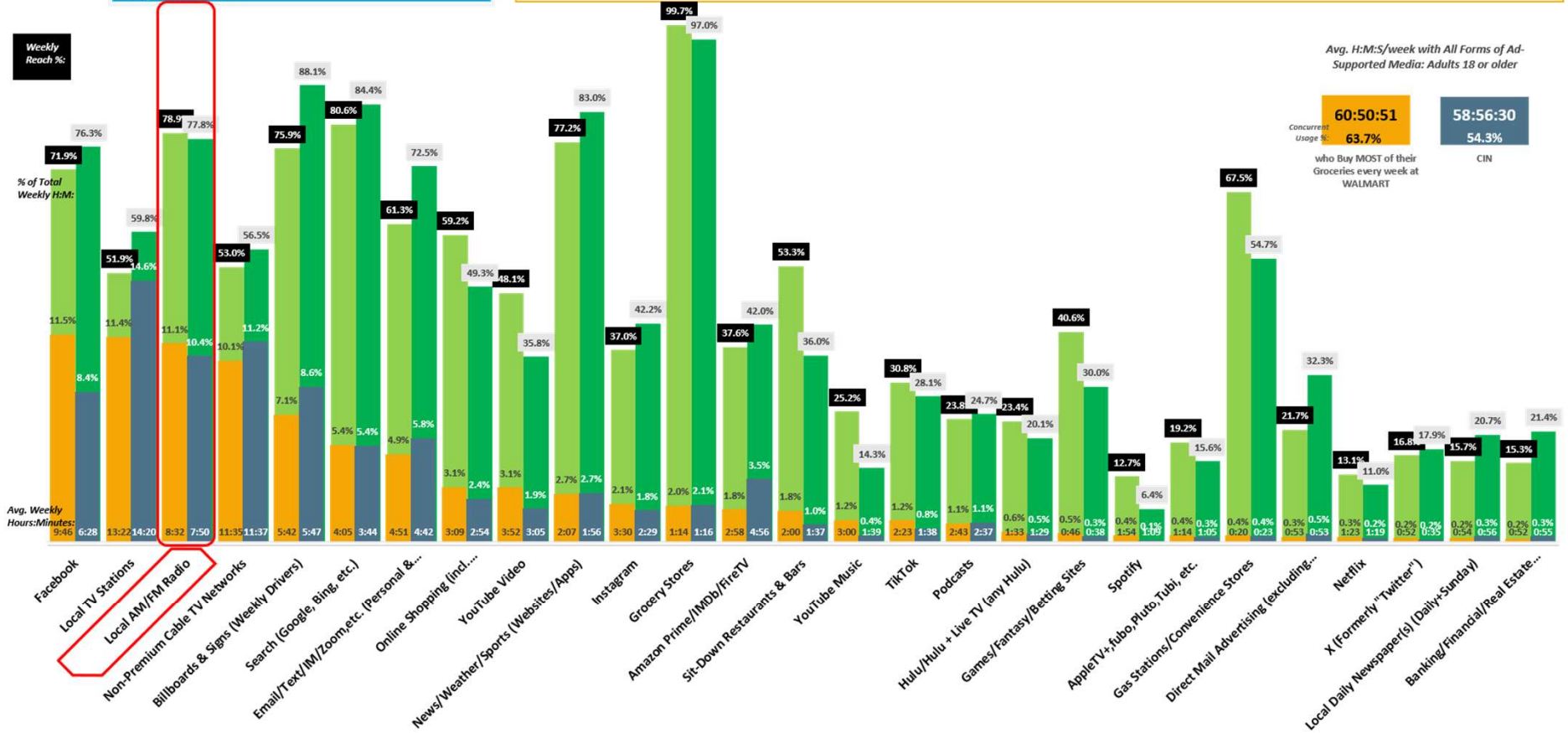
ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,956



(((Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)))



Adults 18 or older who Buy MOST of their Groceries every week at WALMART spend an average of 2 days, 12 hours, 50 minutes and 51 seconds each week with All Forms of Ad-Supported Media.
 78.9% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART spend an avg. of 8 hours and 32 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.1% of total time spent with all forms of Ad-Supported Media.



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

Concurrent Usage %: 60:50:51 (Who Buy MOST of their Groceries every week at WALMART) vs 58:56:30 (CIN)
 Concurrent Usage %: 63.7% (Who Buy MOST of their Groceries every week at WALMART) vs 54.3% (CIN)

who Buy MOST of their Groceries every week at WALMART CIN

CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 227
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CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,900

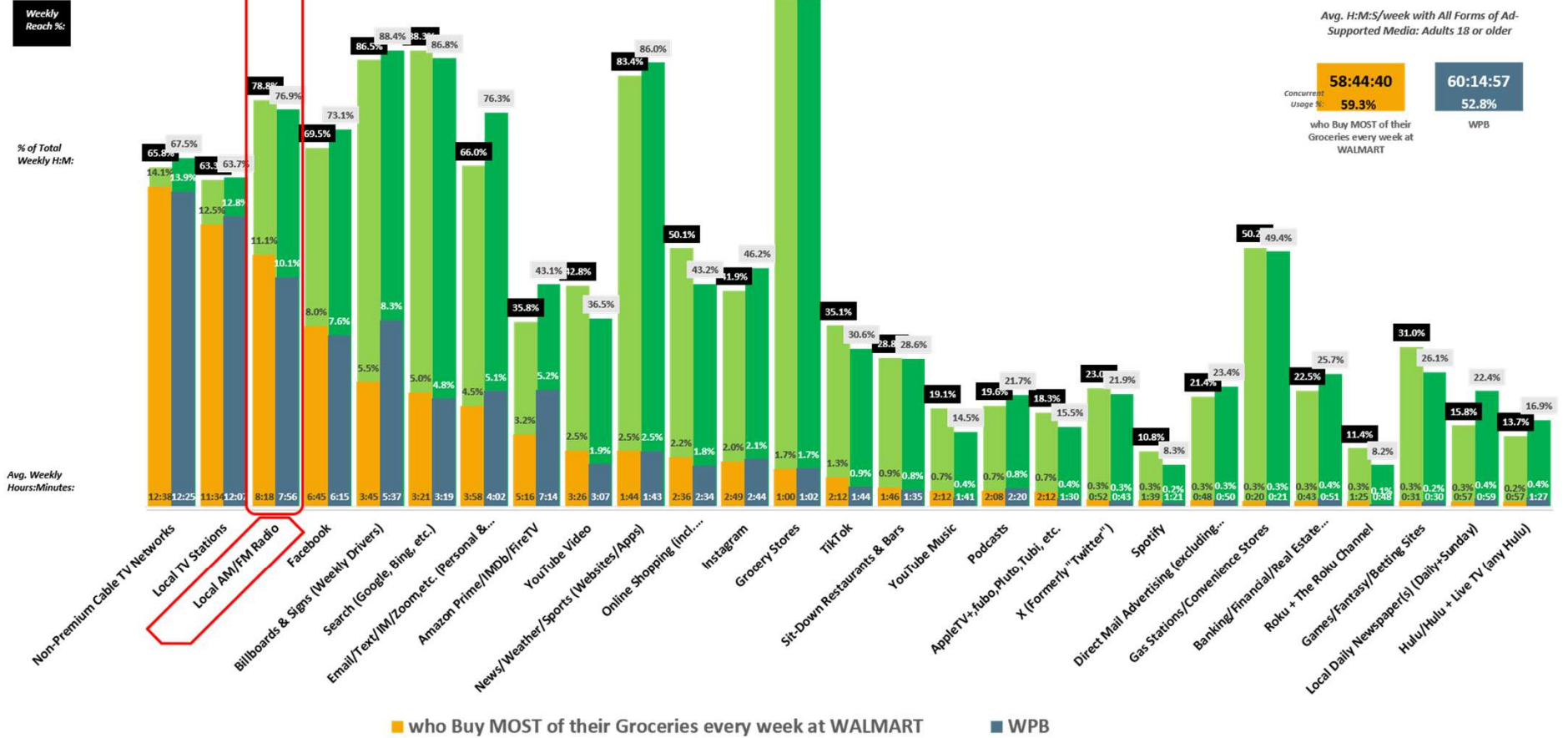


Share of Everything for Anything.

(((Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)))



Adults 18 or older who Buy MOST of their Groceries every week at WALMART spend an average of 2 days, 10 hours, 44 minutes and 40 seconds each week with All Forms of Ad-Supported Media.
 78.8% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART spend an avg. of 8 hours and 18 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.1% of total time spent with all forms of Ad-Supported Media.



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

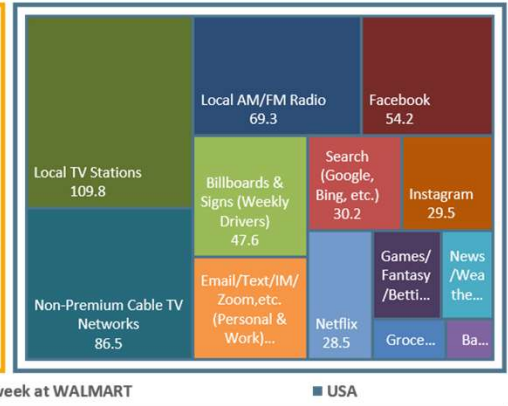
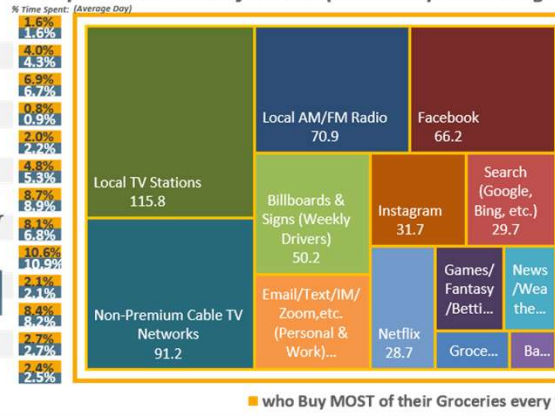
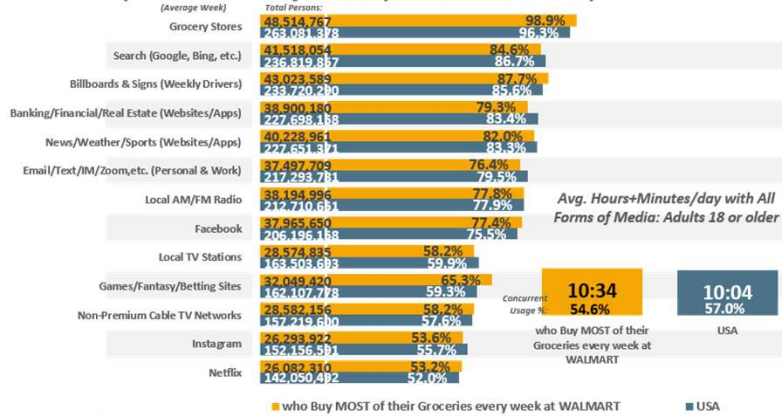
58:44:40
 Concurrent Usage %: **59.3%**
 who Buy MOST of their Groceries every week at WALMART

60:14:57
52.8%
 WPB

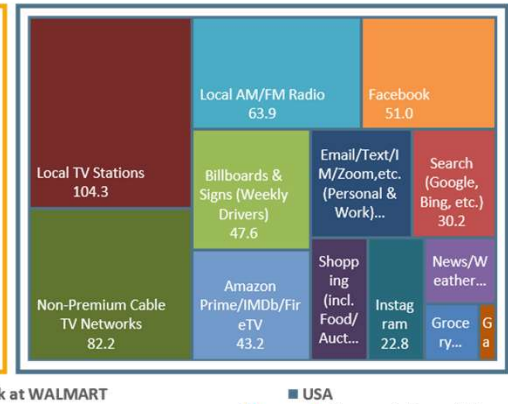
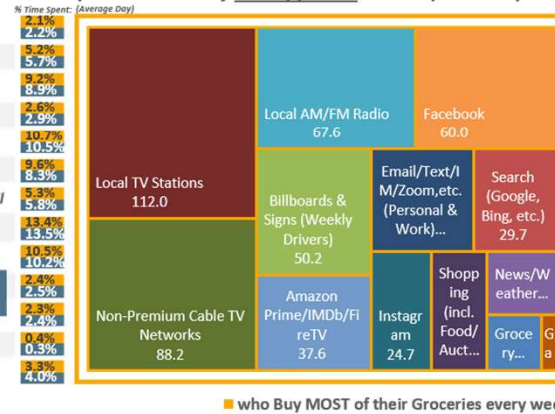
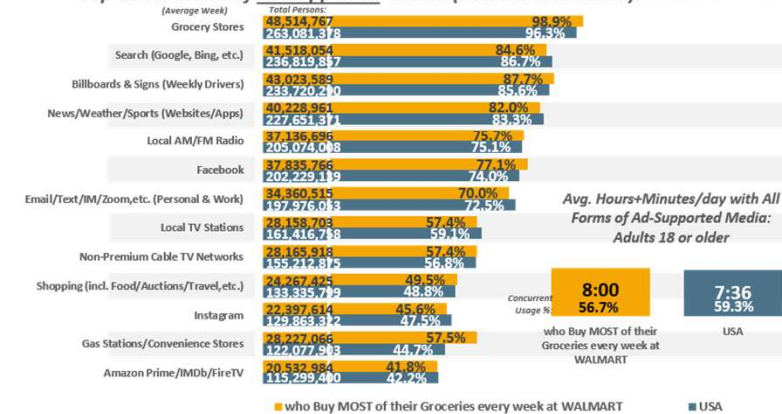


Adults 18 or older who Buy MOST of their Groceries every week at WALMART spend an average of 8 hours and 0 minutes each day with All Forms of Ad-Supported Media. 75.7% listen to Local AM/FM Radio for an avg. of 67.6 minutes/day. (Local Radio delivers 10.7% of Time with Ad-Supported Media.)

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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 4,111
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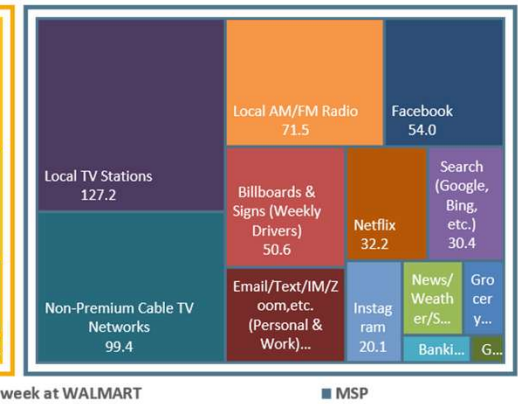
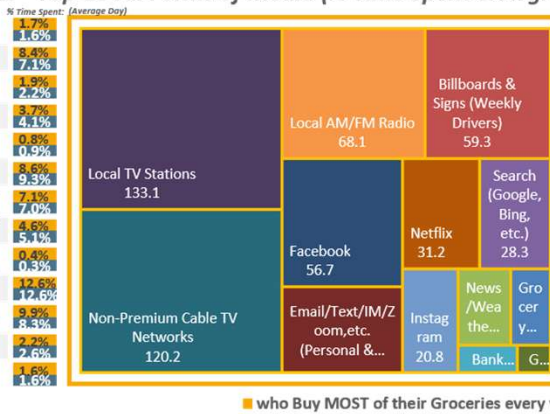
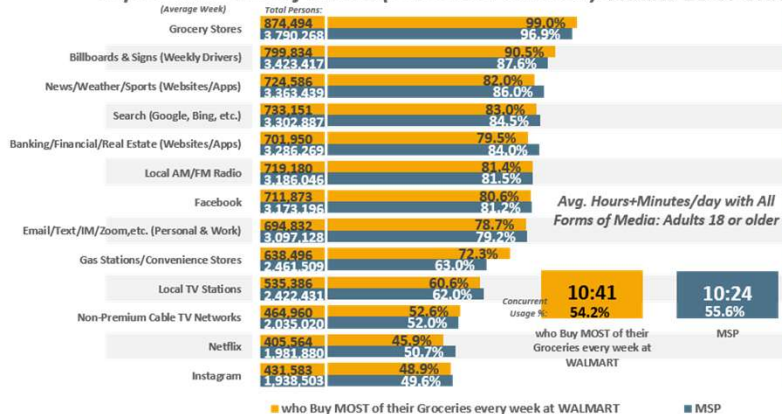
soefa.ai Share of Everything for Anything

[[[Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)]]

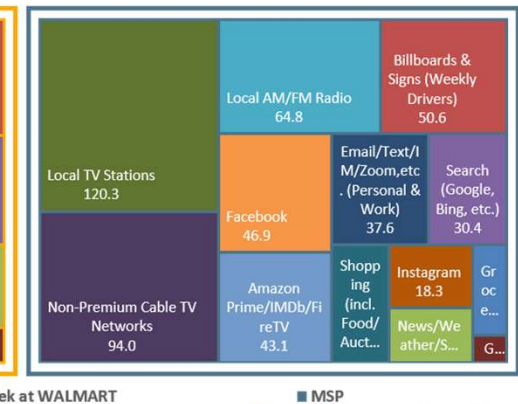
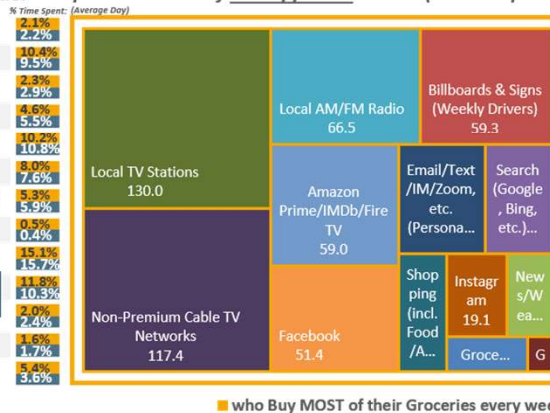
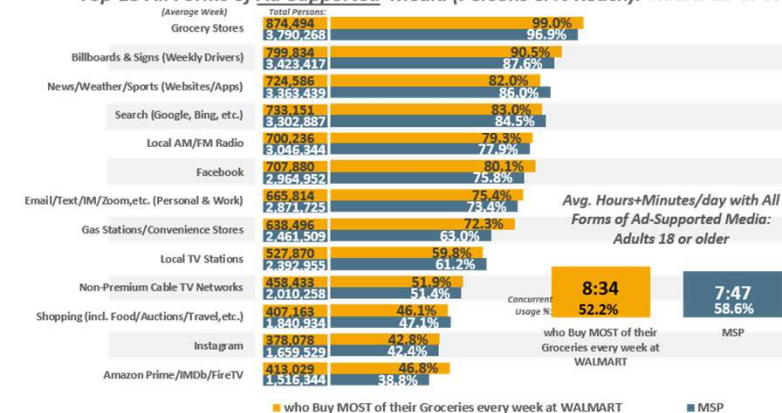


Adults 18 or older who Buy MOST of their Groceries every week at WALMART spend an average of 8 hours and 34 minutes each day with All Forms of Ad-Supported Media. 79.3% listen to Local AM/FM Radio for an avg. of 66.5 minutes/day. (Local Radio delivers 10.2% of Time with Ad-Supported Media.)

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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 386
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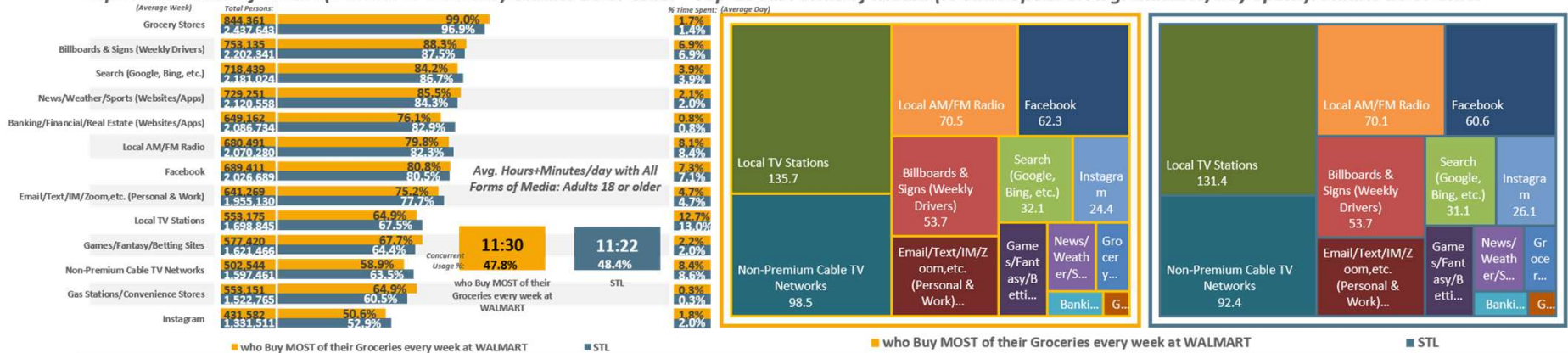
soefa.ai Share of Everything for Anything

(((Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)))

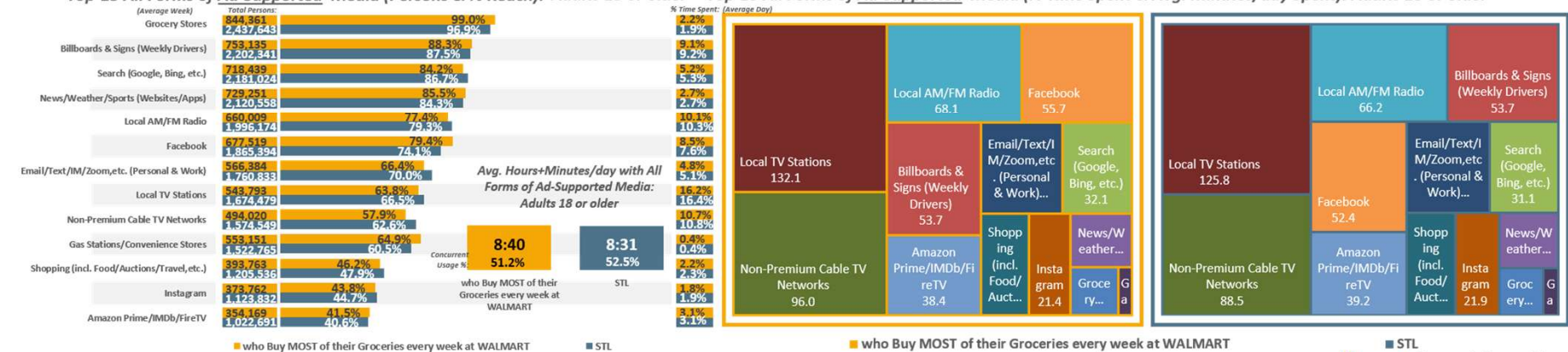


Adults 18 or older who Buy MOST of their Groceries every week at WALMART spend an average of 8 hours and 40 minutes each day with All Forms of Ad-Supported Media. 77.4% listen to Local AM/FM Radio for an avg. of 68.1 minutes/day. (Local Radio delivers 10.1% of Time with Ad-Supported Media.)

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



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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 599
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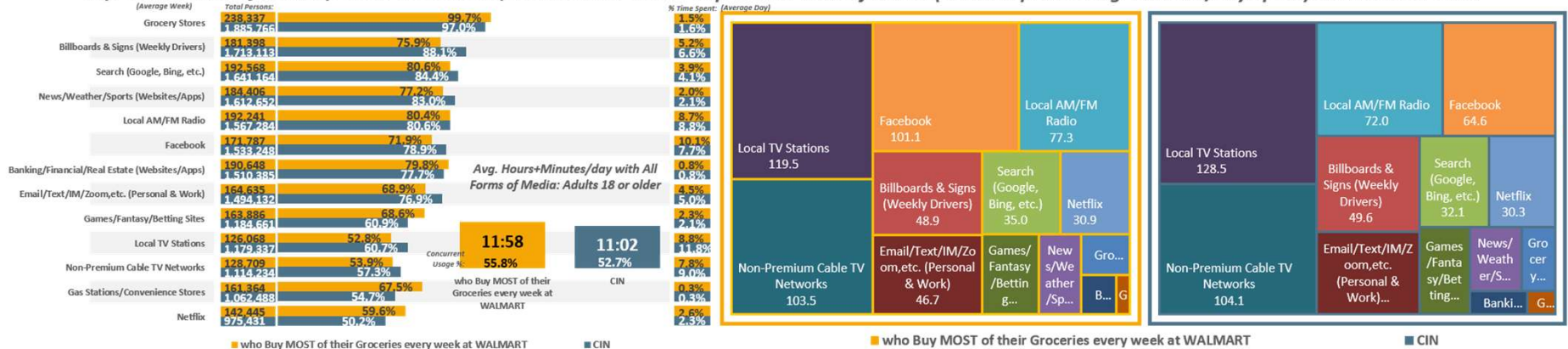
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(((Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)))

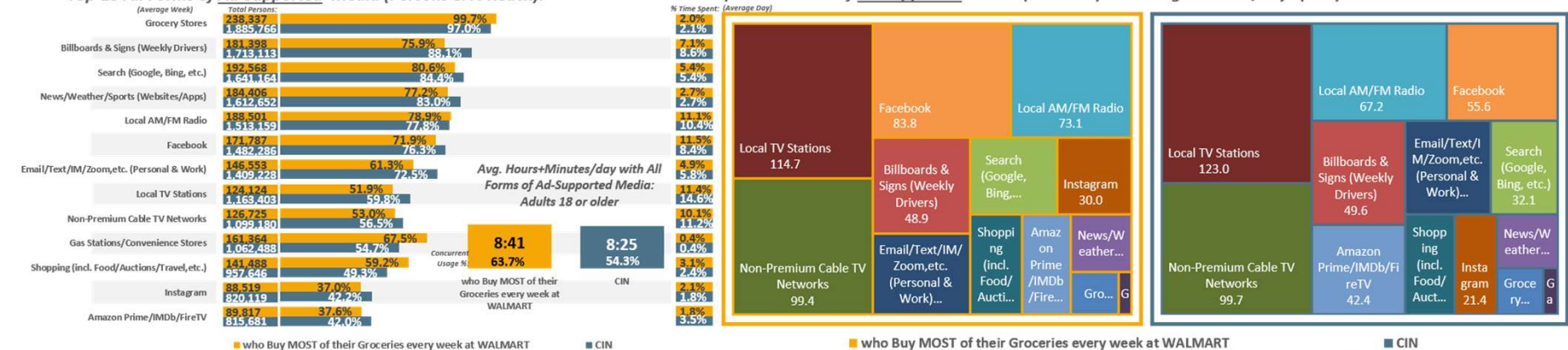


Adults 18 or older who Buy MOST of their Groceries every week at WALMART spend an average of 8 hours and 41 minutes each day with All Forms of Ad-Supported Media. 78.9% listen to Local AM/FM Radio for an avg. of 73.1 minutes/day. (Local Radio delivers 11.1% of Time with Ad-Supported Media.)

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



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



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 227
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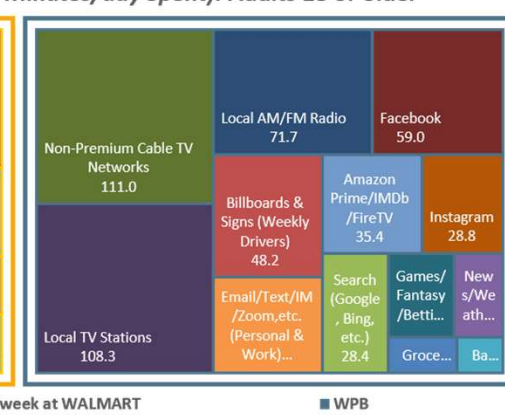
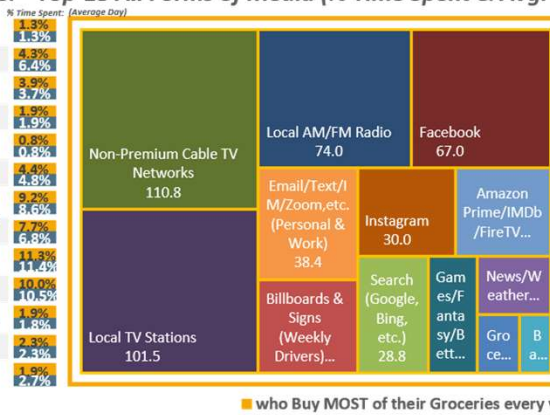
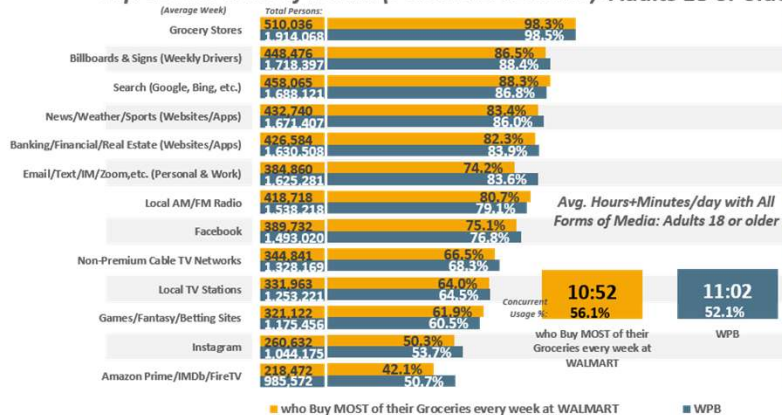
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(((Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)))

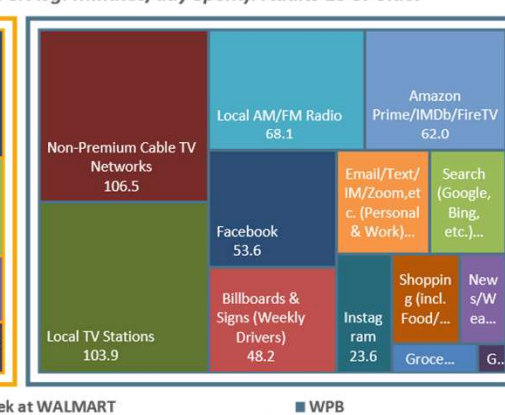
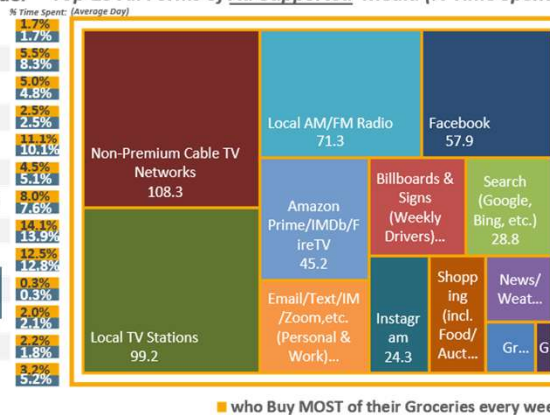
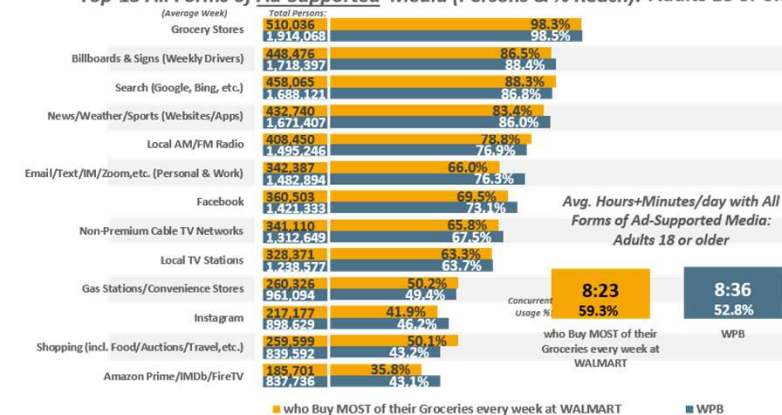


Adults 18 or older who Buy MOST of their Groceries every week at WALMART spend an average of 8 hours and 23 minutes each day with All Forms of Ad-Supported Media. 78.8% listen to Local AM/FM Radio for an avg. of 71.3 minutes/day. (Local Radio delivers 11.1% of Time with Ad-Supported Media.)

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



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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 668
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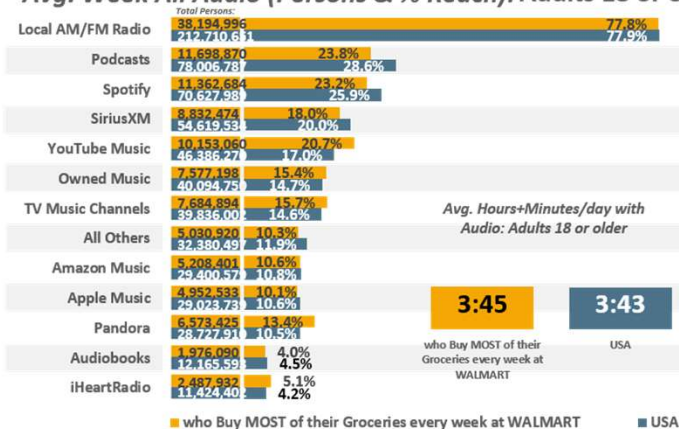
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(((Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)))

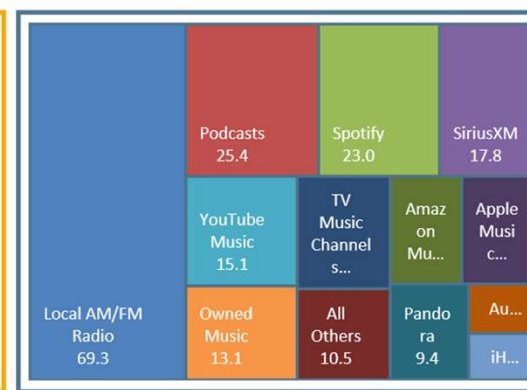
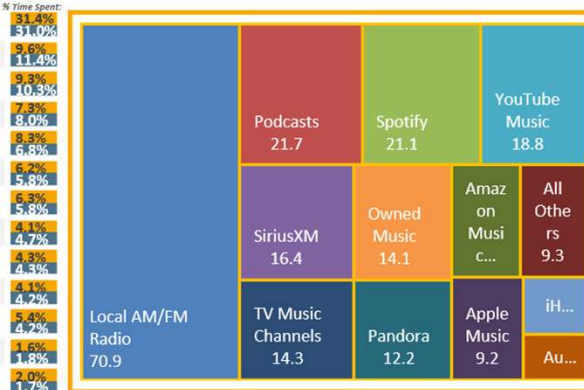


37,136,696 or 75.7% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART listen to Ad-Supported Local AM/FM Radio for an average of 67.6 minutes every day representing 41.6% of all time spent daily with Ad-Supported Audio.

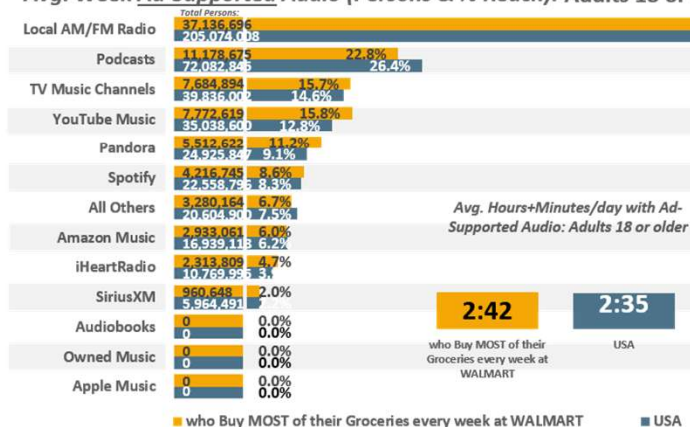
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



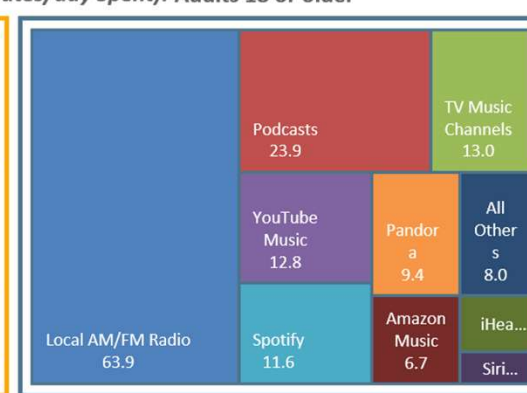
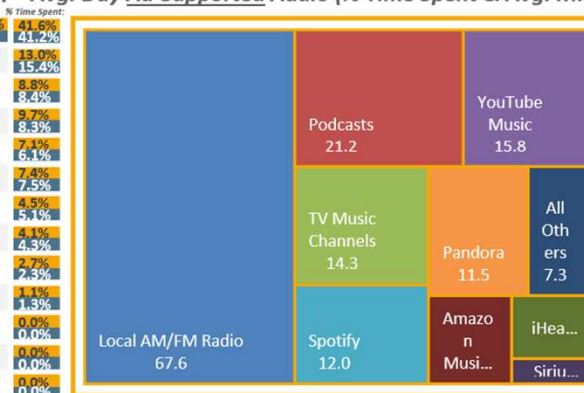
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 4,111
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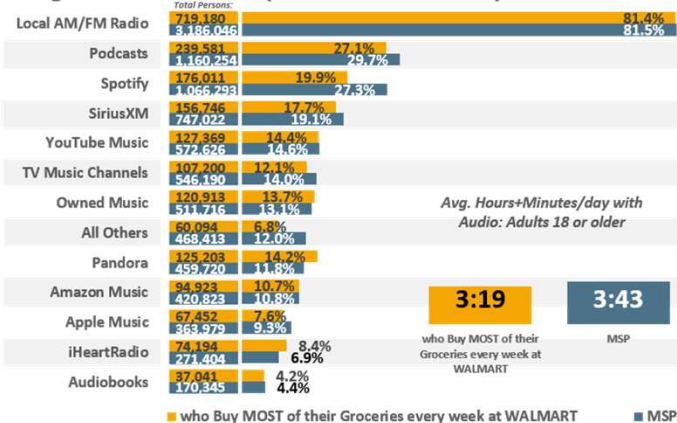
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(((Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)))

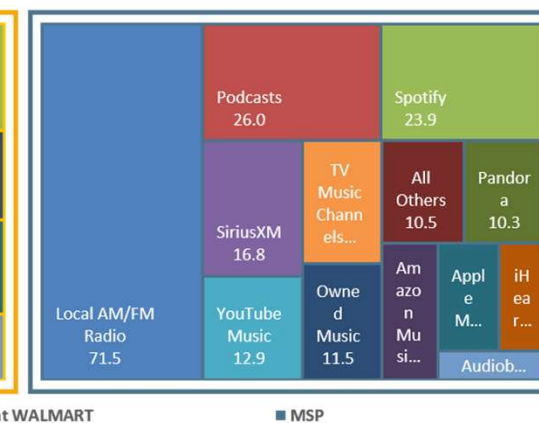
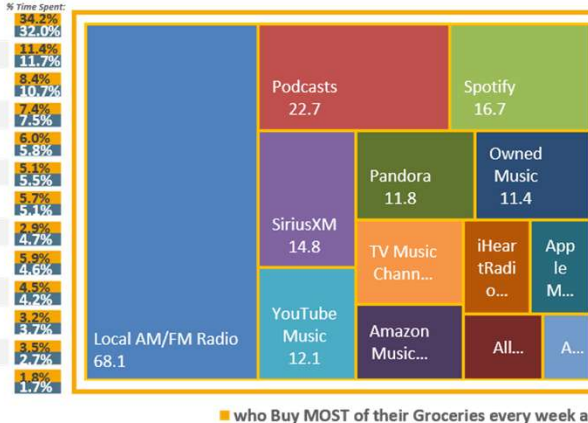


700,236 or 79.3% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART listen to Ad-Supported Local AM/FM Radio for an average of 66.5 minutes every day representing 44.3% of all time spent daily with Ad-Supported Audio.

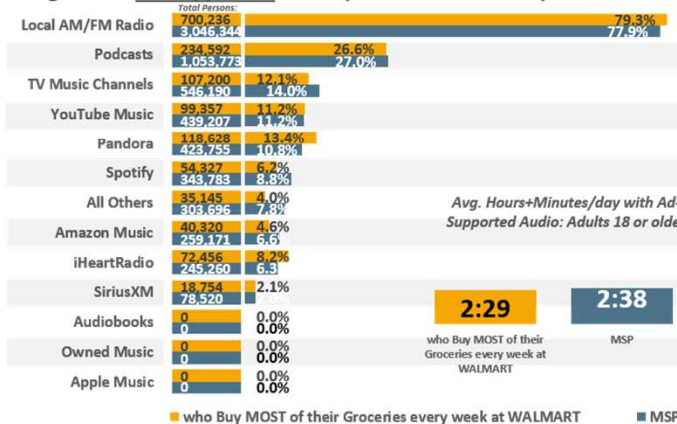
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



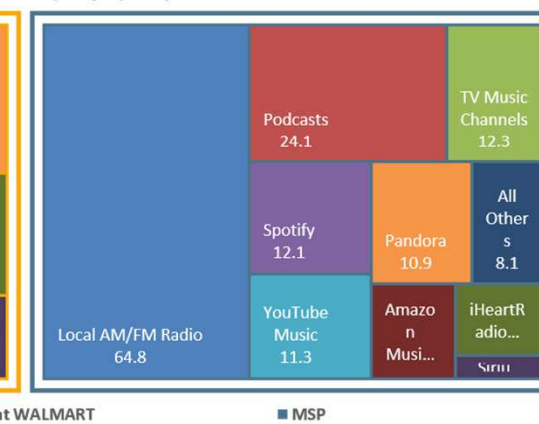
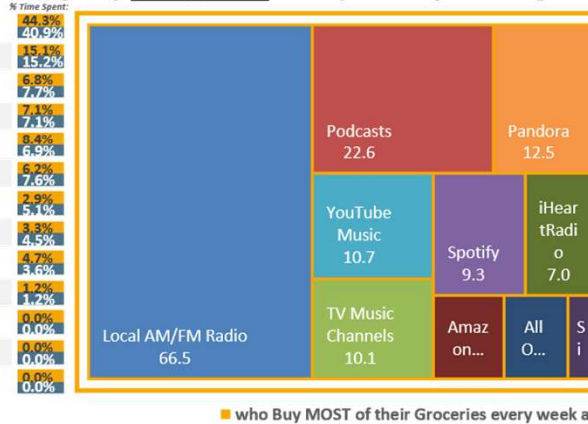
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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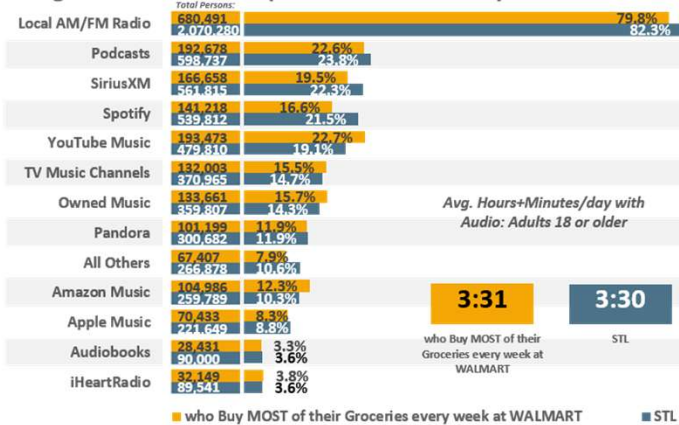
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(((Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)))

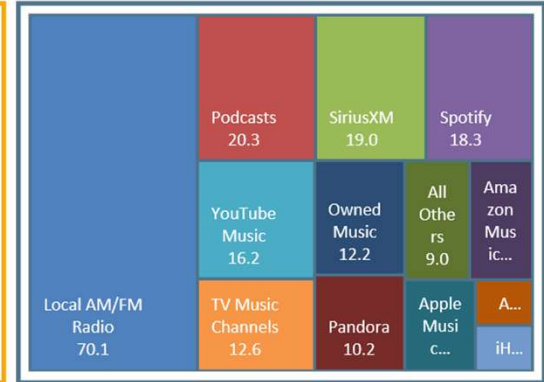
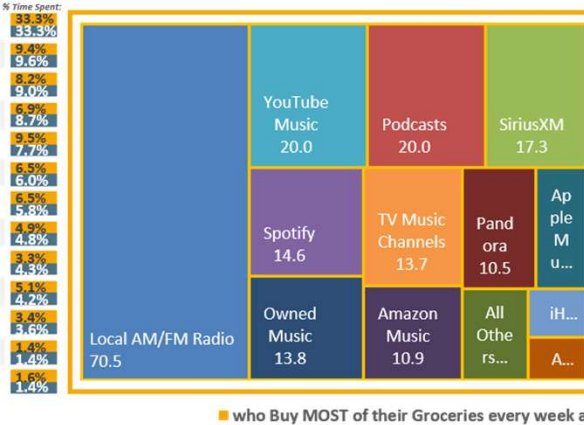


660,009 or 77.4% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART listen to Ad-Supported Local AM/FM Radio for an average of 68.1 minutes every day representing 42.9% of all time spent daily with Ad-Supported Audio.

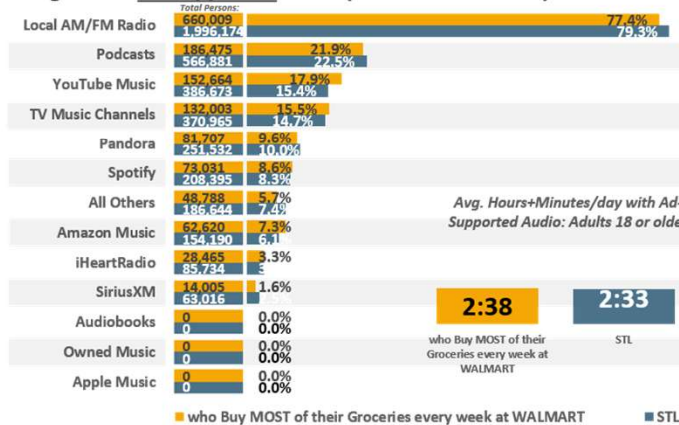
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



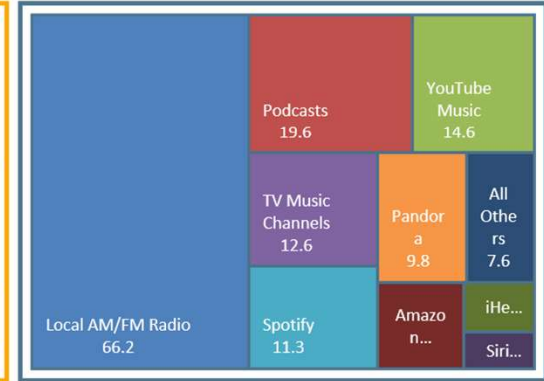
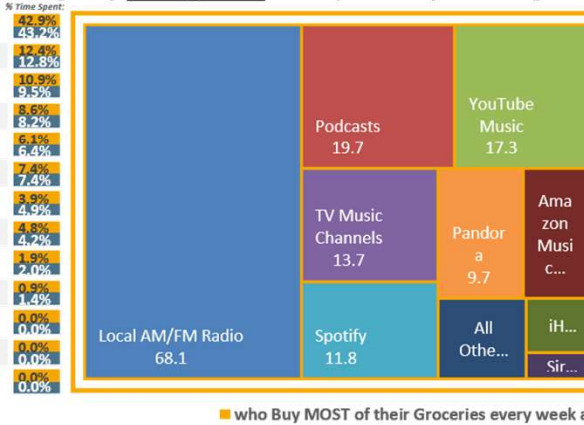
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



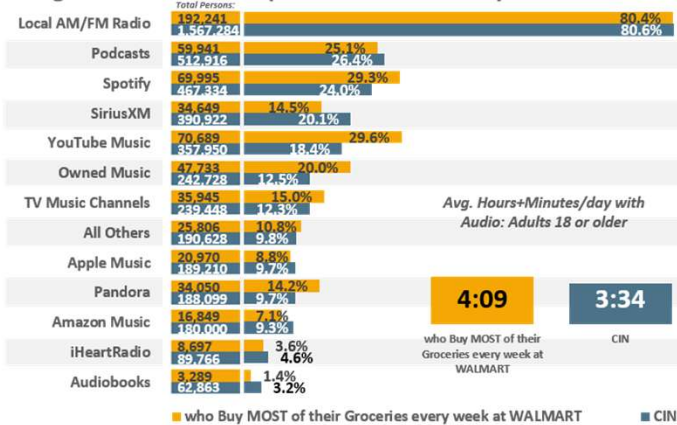
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



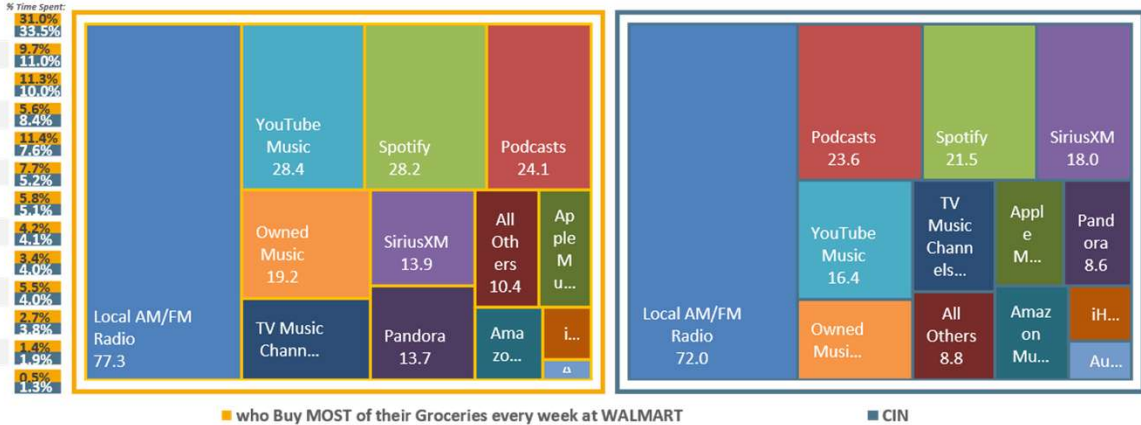


188,501 or 78.9% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART listen to Ad-Supported Local AM/FM Radio for an average of 73.1 minutes every day representing 39.9% of all time spent daily with Ad-Supported Audio.

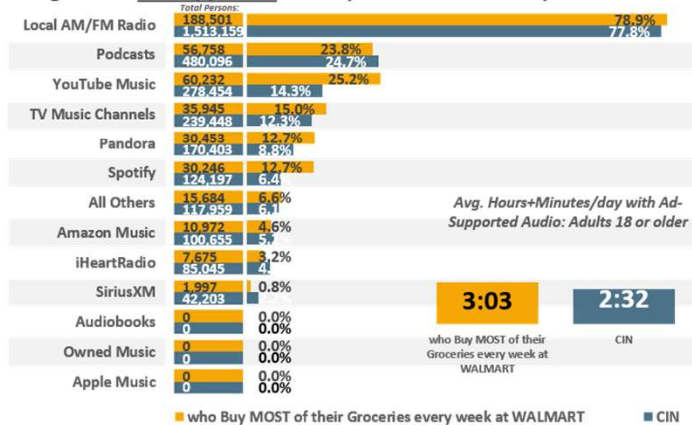
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



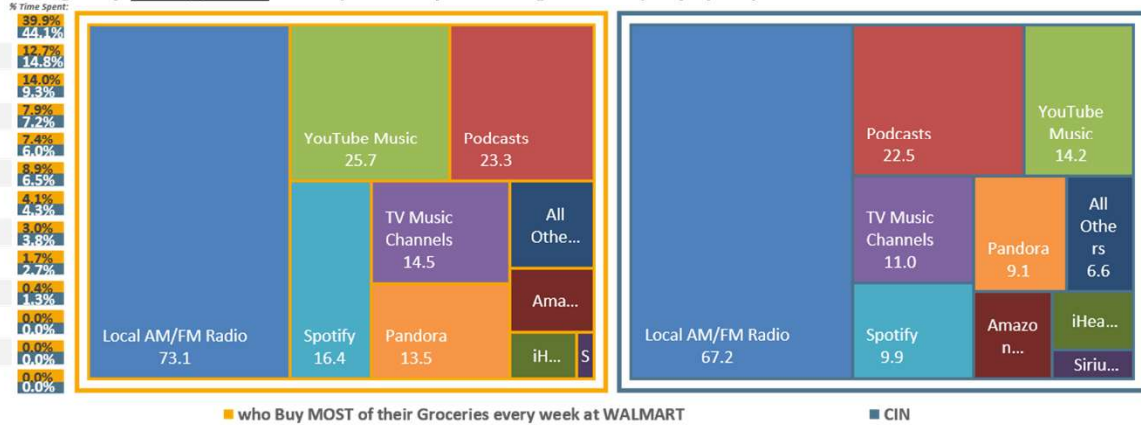
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



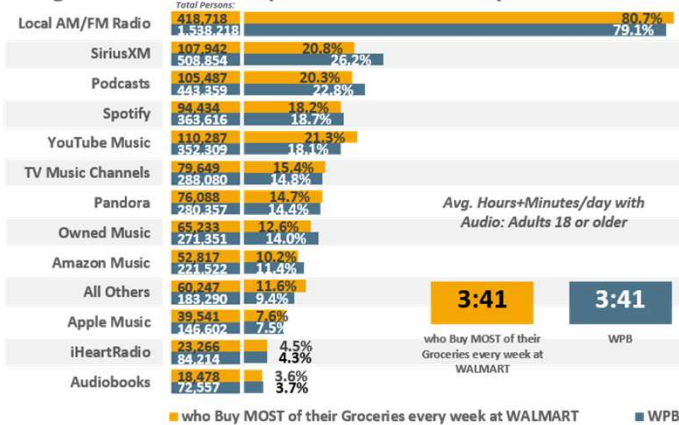
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



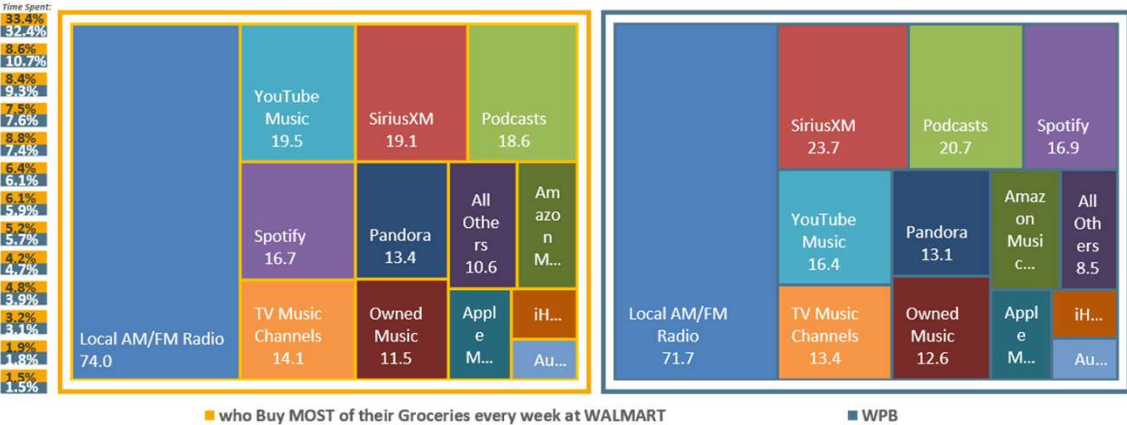


408,450 or 78.8% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART listen to Ad-Supported Local AM/FM Radio for an average of 71.3 minutes every day representing 40.8% of all time spent daily with Ad-Supported Audio.

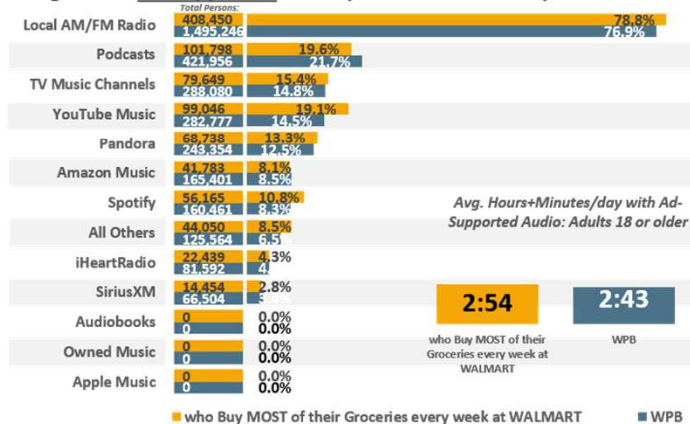
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



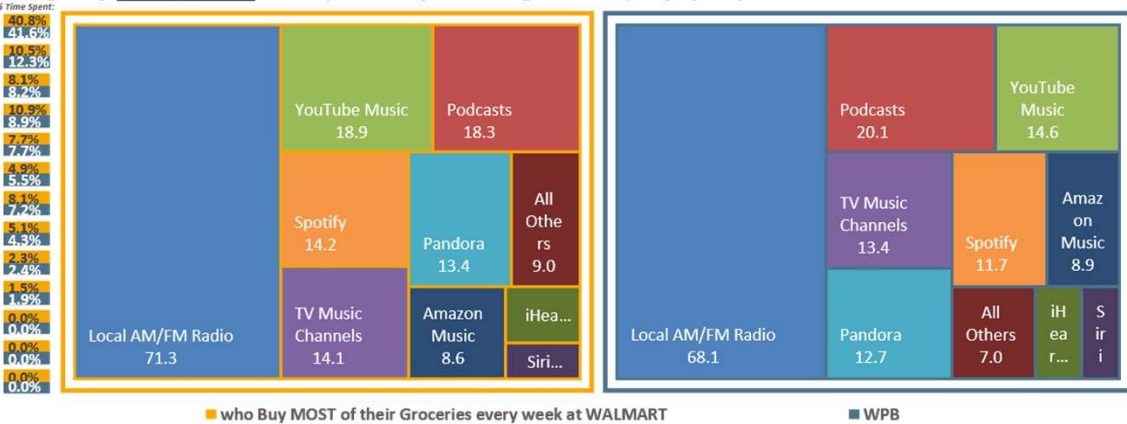
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

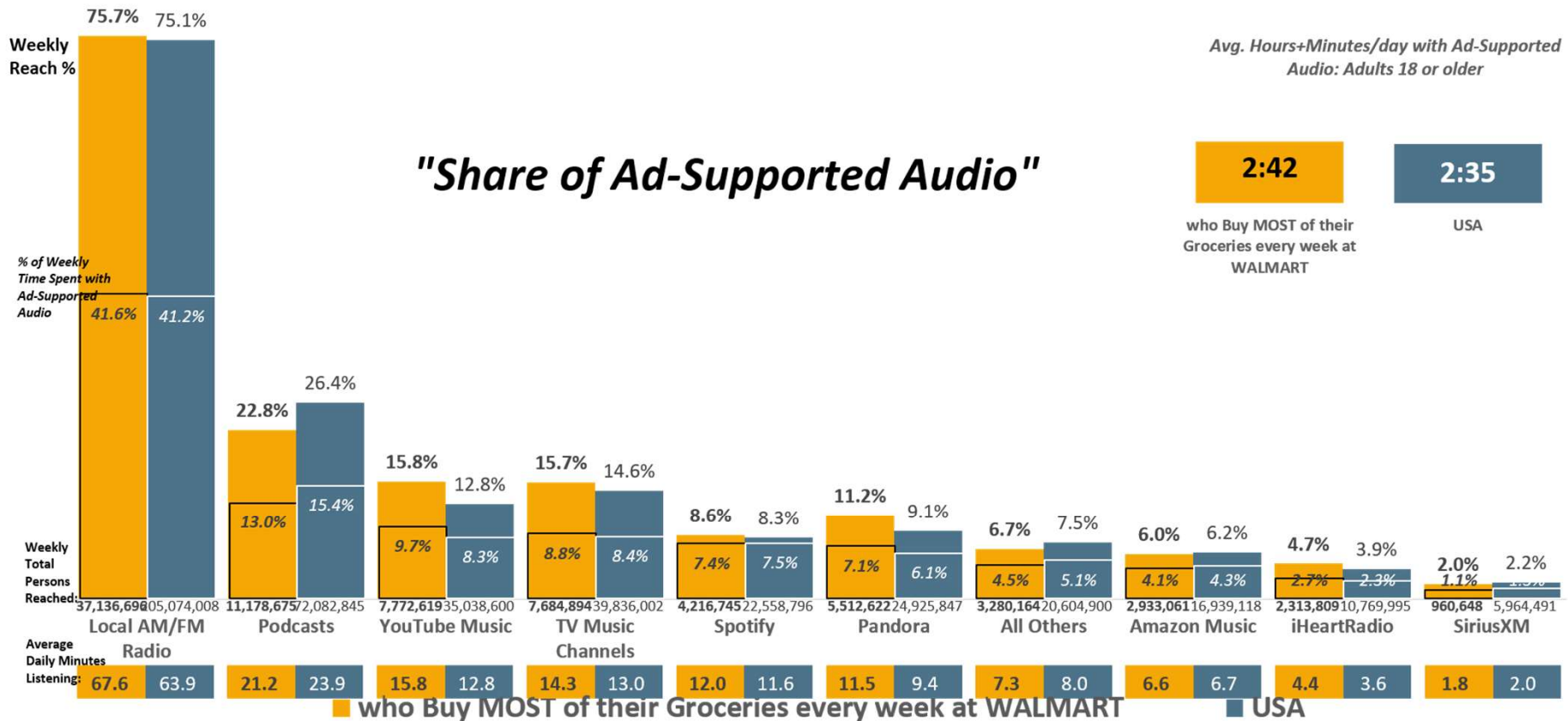


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





37,136,696 or 75.7% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART listen to Ad-Supported Local AM/FM Radio for an average of 67.6 minutes every day representing 41.6% of all time spent daily with Ad-Supported Audio.



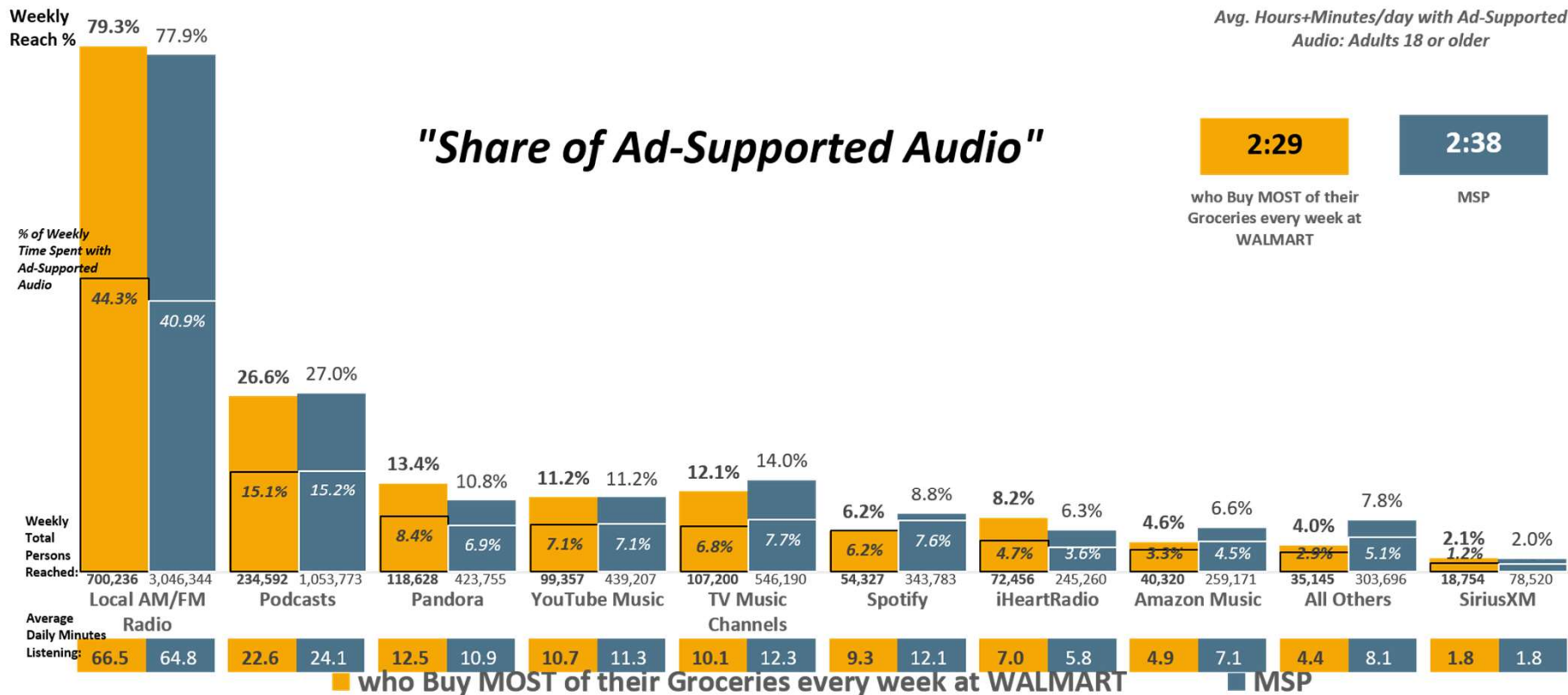
USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 4,111 Scarborough R1 2026: Jan25-Mar26 USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 24,338
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(((Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)))



700,236 or 79.3% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART listen to Ad-Supported Local AM/FM Radio for an average of 66.5 minutes every day representing 44.3% of all time spent daily with Ad-Supported Audio.





660,009 or 77.4% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART listen to Ad-Supported Local AM/FM Radio for an average of 68.1 minutes every day representing 42.9% of all time spent daily with Ad-Supported Audio.

Weekly Reach % 77.4% 79.3%

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

"Share of Ad-Supported Audio"

% of Weekly Time Spent with Ad-Supported Audio

Weekly Total Persons Reached:

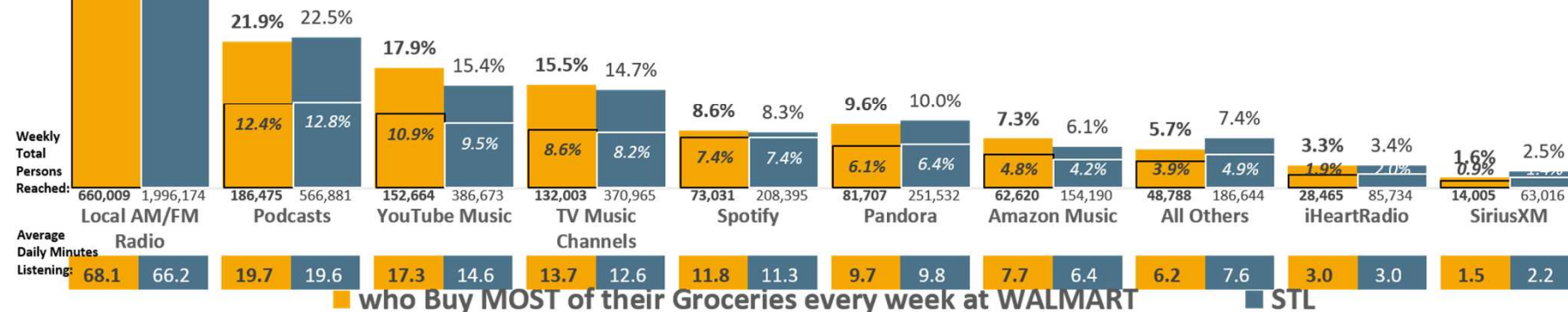
Average Daily Minutes Listening:

2:38

2:33

who Buy MOST of their Groceries every week at WALMART

STL





188,501 or 78.9% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART listen to Ad-Supported Local AM/FM Radio for an average of 73.1 minutes every day representing 39.9% of all time spent daily with Ad-Supported Audio.

Weekly Reach %

% of Weekly Time Spent with Ad-Supported Audio

Weekly Total Persons Reached:
Average Daily Minutes Listening:

"Share of Ad-Supported Audio"

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

3:03

2:32

who Buy MOST of their Groceries every week at WALMART

CIN

■ who Buy MOST of their Groceries every week at WALMART ■ CIN

CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 227
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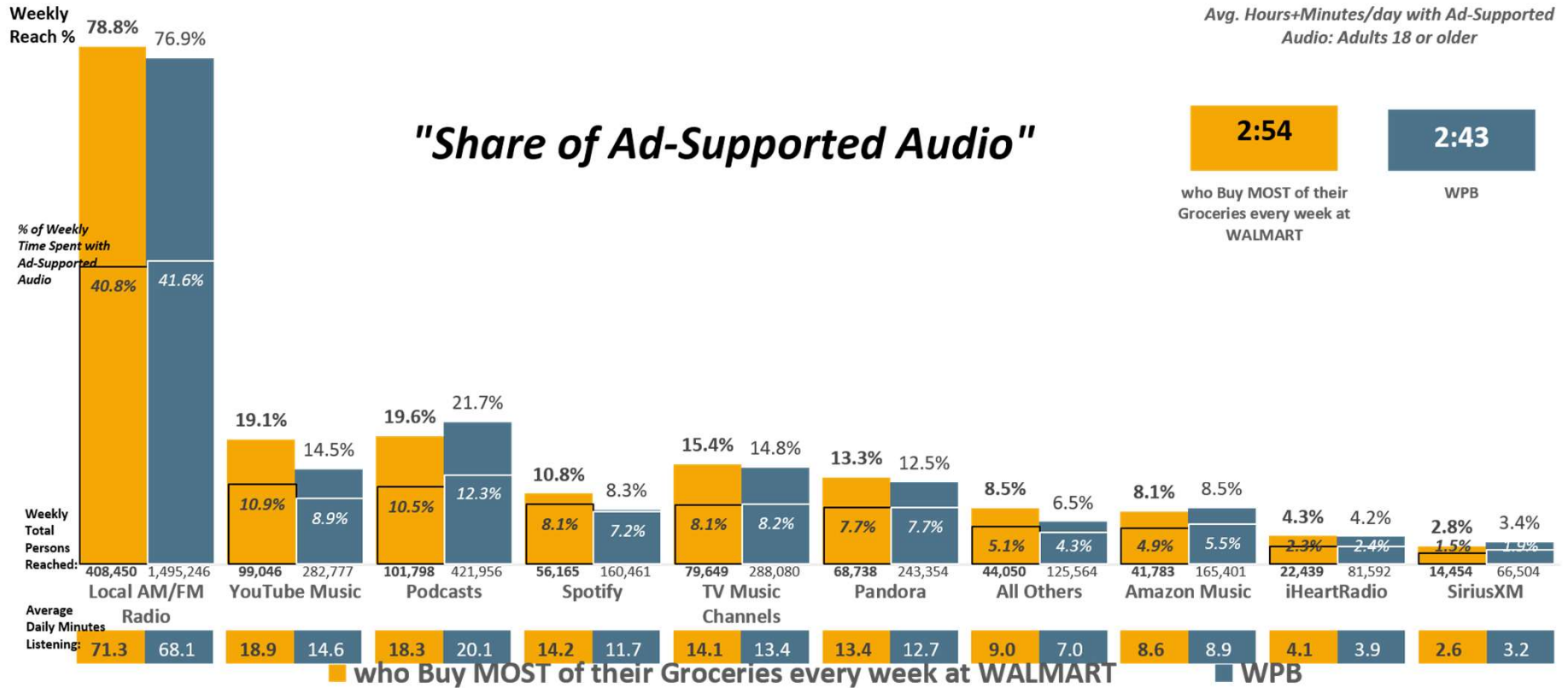
CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,900

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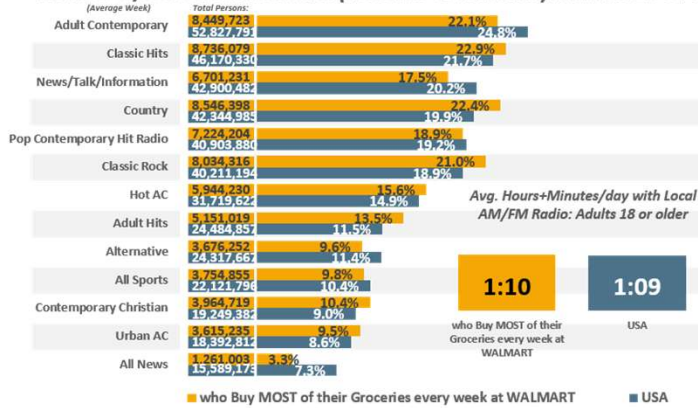
408,450 or 78.8% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART listen to Ad-Supported Local AM/FM Radio for an average of 71.3 minutes every day representing 40.8% of all time spent daily with Ad-Supported Audio.



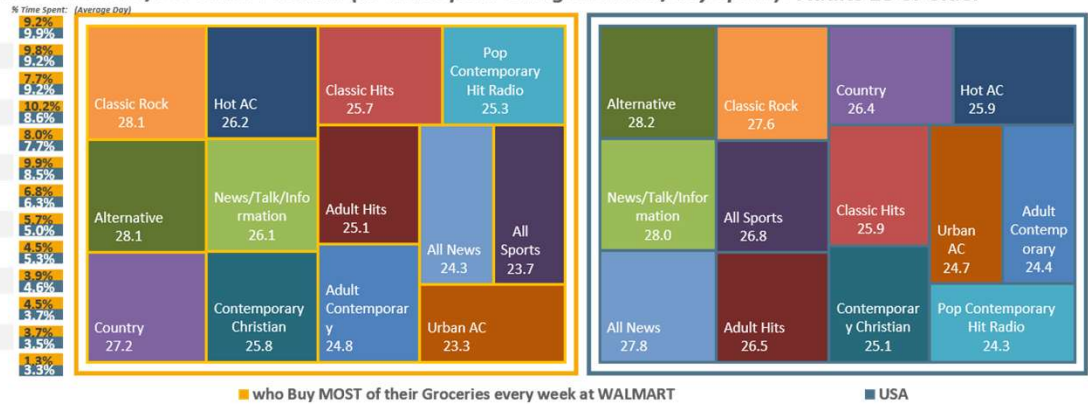


37,136,696 or 75.7% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Country, Adult Contemporary, Classic Rock, and Pop Contemporary Hit Radio.

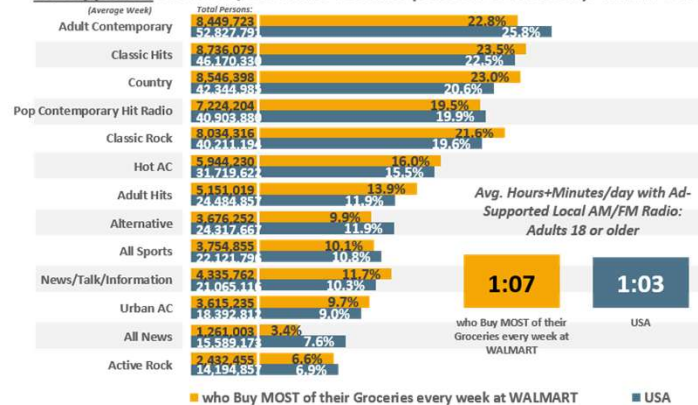
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



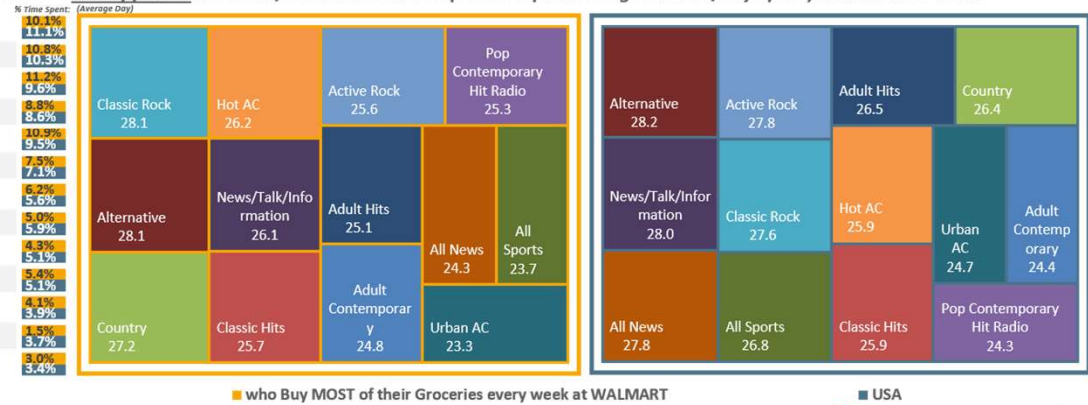
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2026: Jan25-Mar26 Qual Intab 4,111
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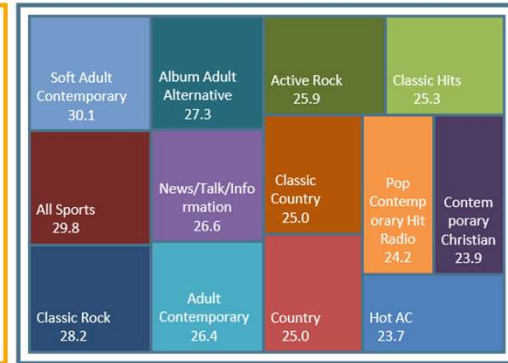
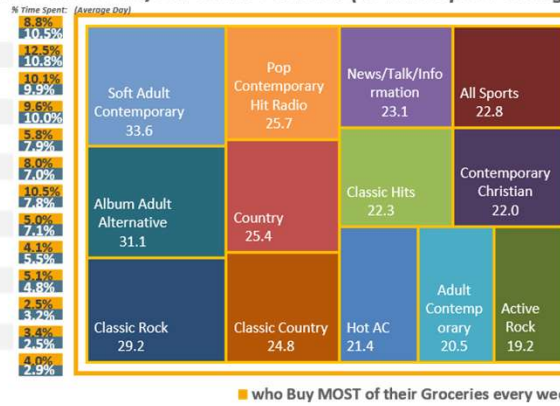
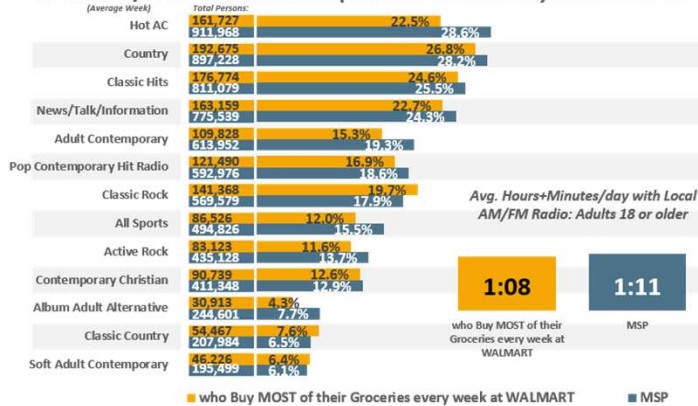
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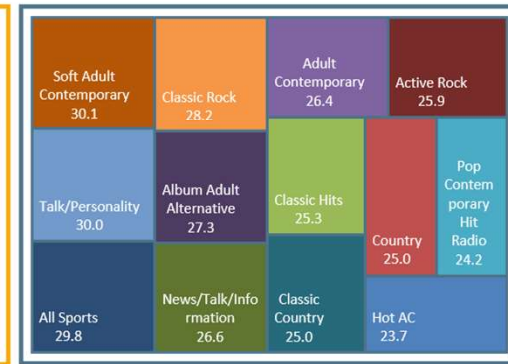
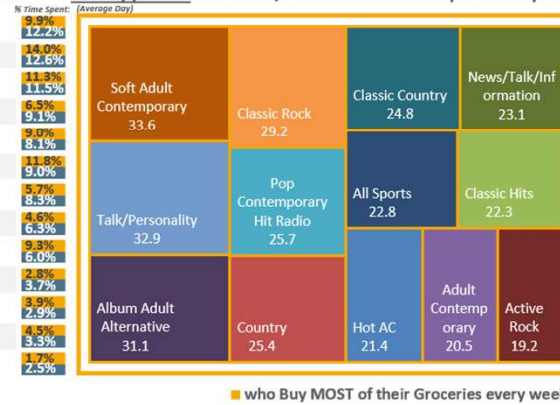
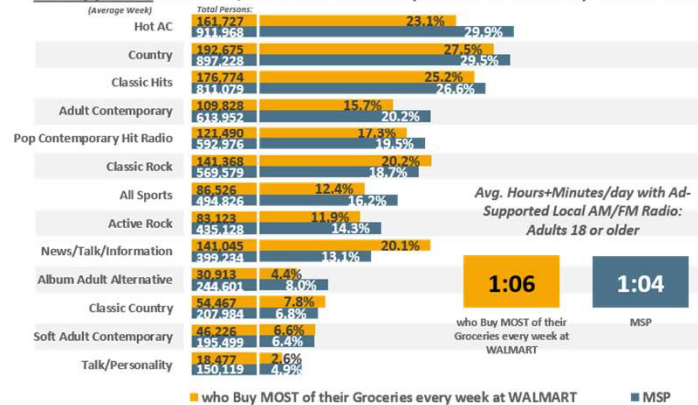


700,236 or 79.3% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Classic Hits, Hot AC, Classic Rock, and News/Talk/Information.

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**



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 386
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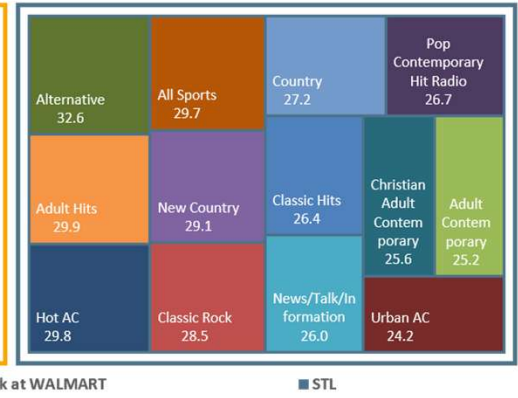
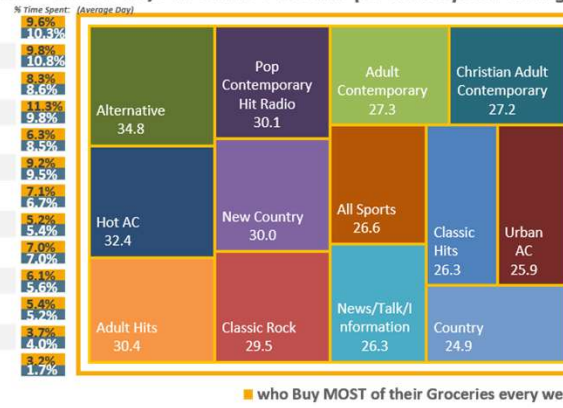
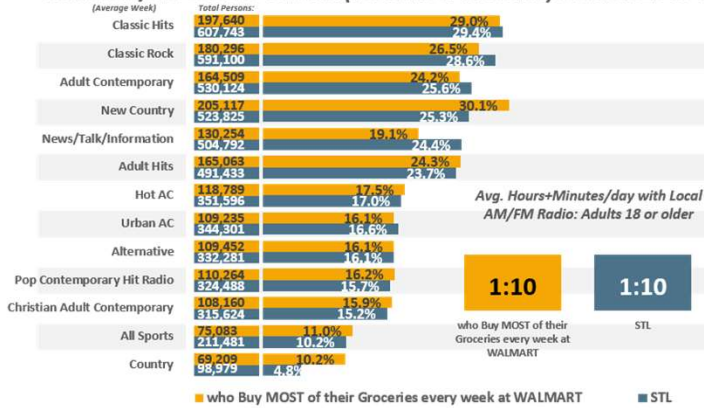
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(((Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)))

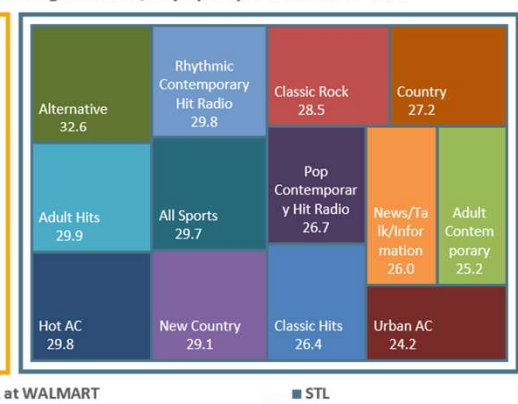
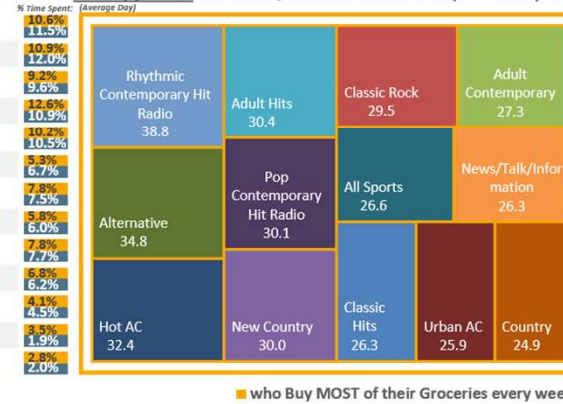
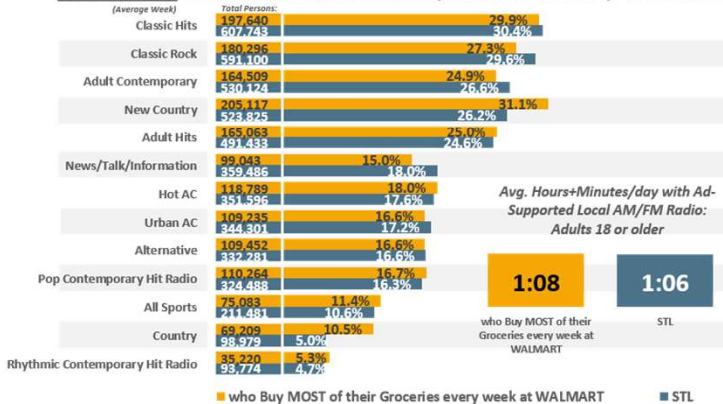


660,009 or 77.4% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are New Country, Classic Hits, Classic Rock, Adult Hits, and Adult Contemporary.

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



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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 599
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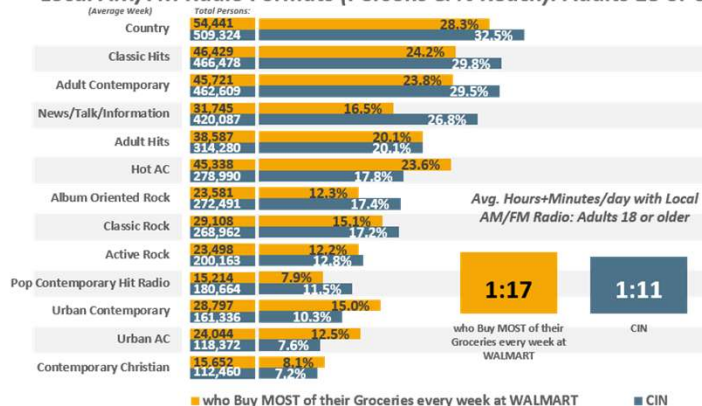
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(((Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)))

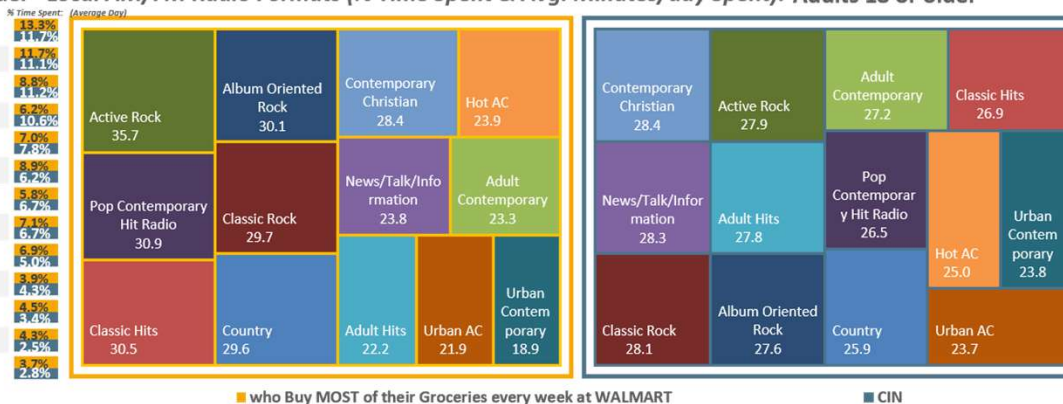


188,501 or 78.9% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Classic Hits, Adult Contemporary, Hot AC, and Adult Hits.

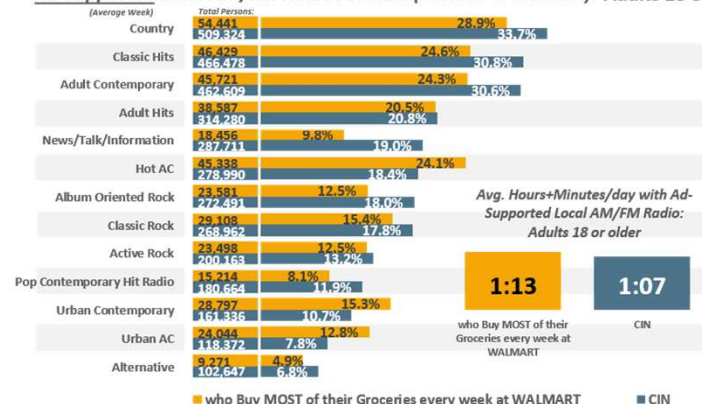
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



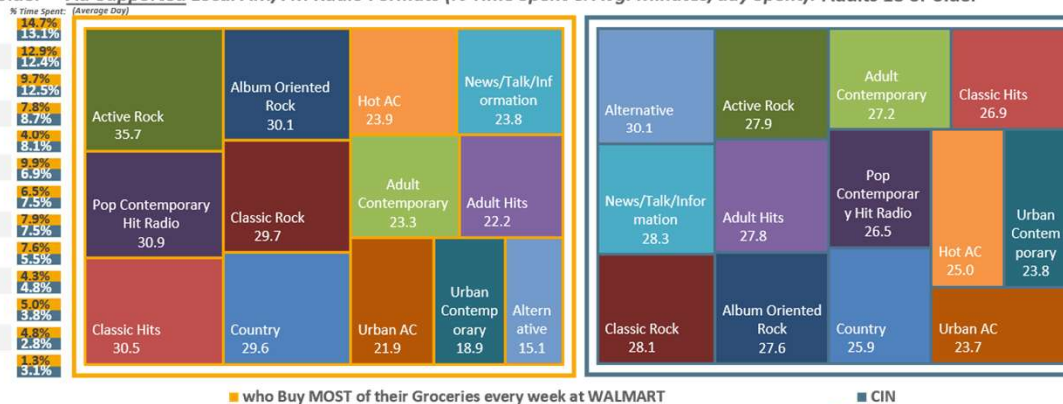
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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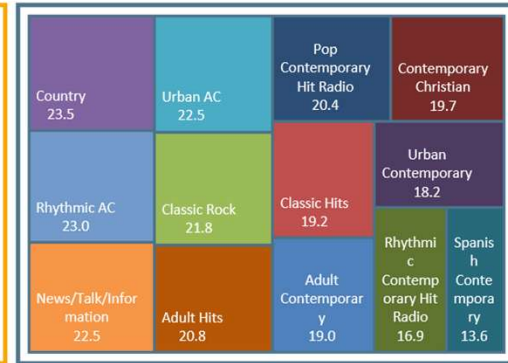
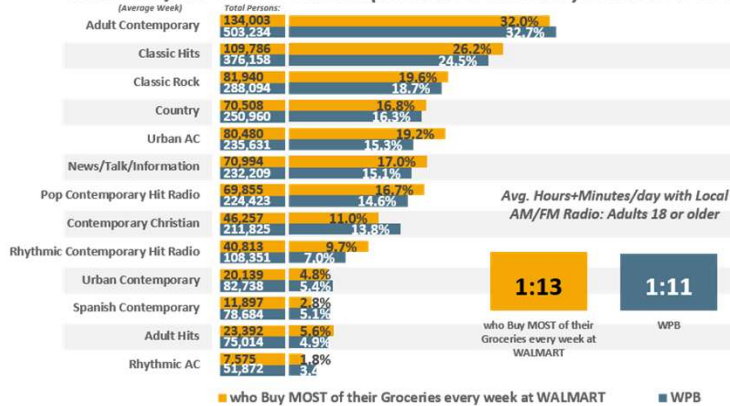
soefa.ai Share of Everything for Anything

[[[Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)]]]

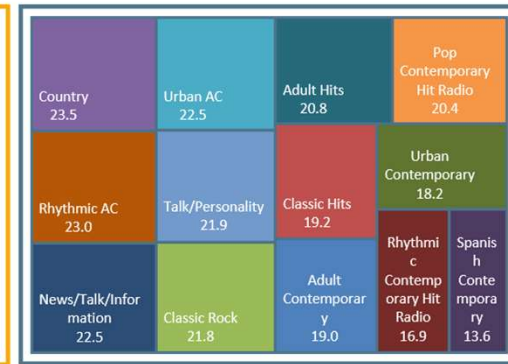
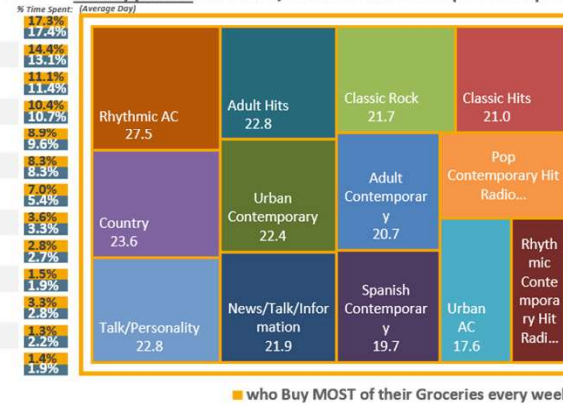
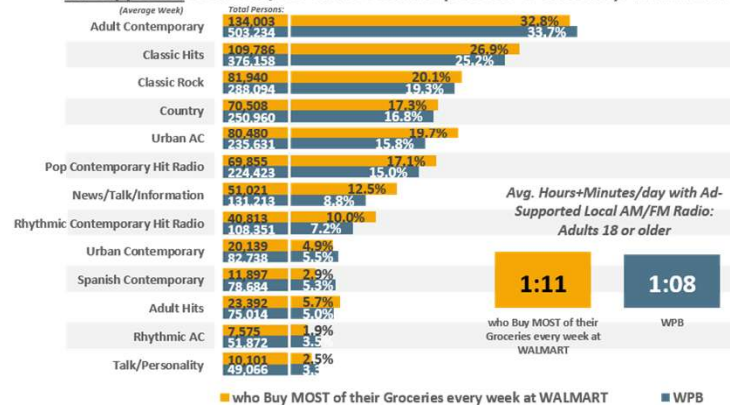


408,450 or 78.8% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Classic Rock, Urban AC, and Country.

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**

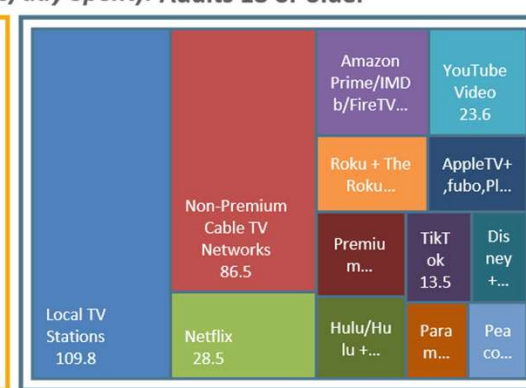
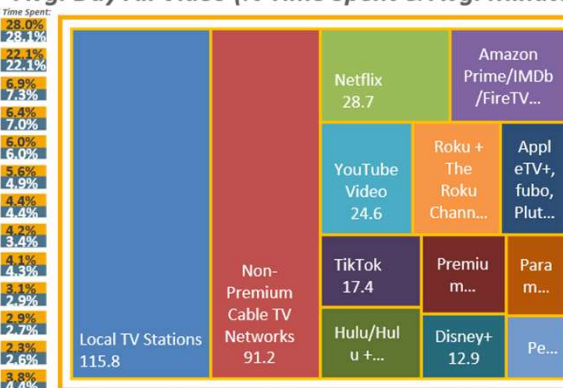
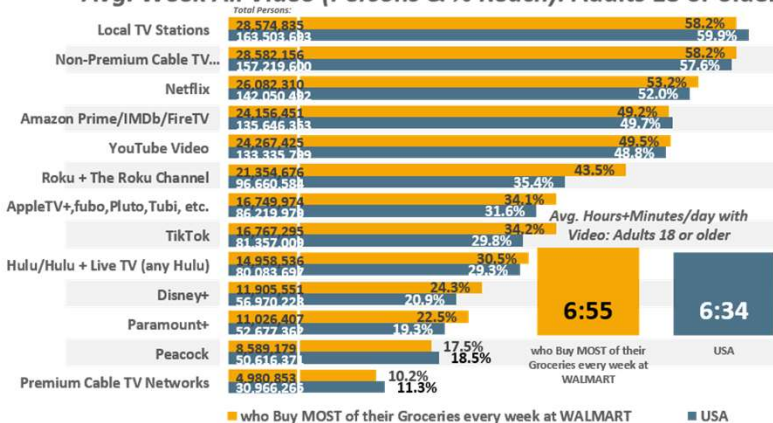




28,158,703 or 57.4% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART watch Ad-Supported Local TV Stations for an average of 112. minutes every day representing 33.2% of all time spent daily with Ad-Supported Video.

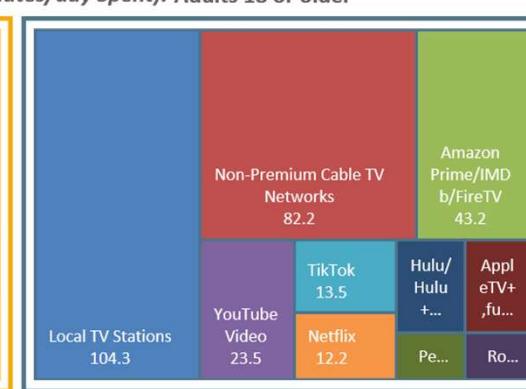
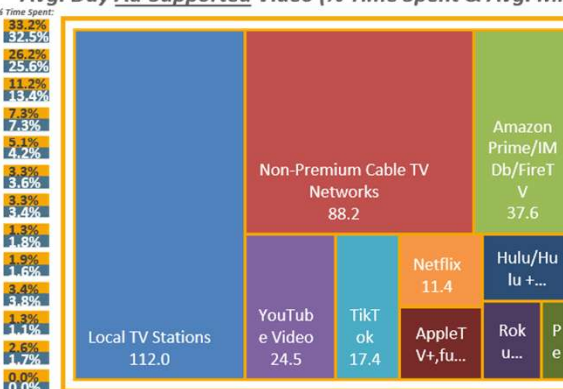
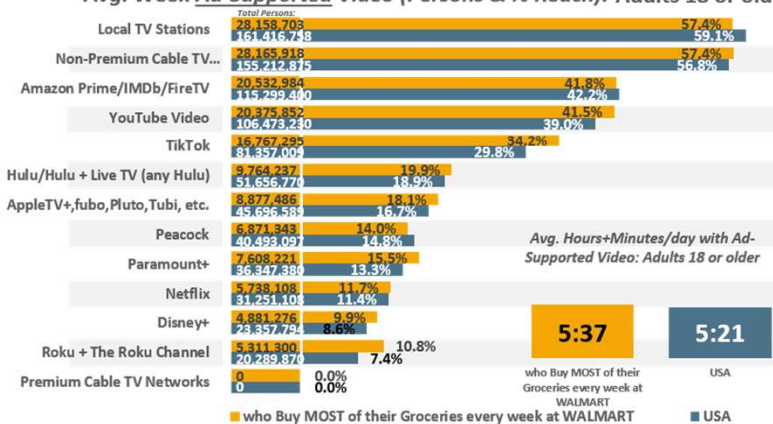
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 4,111
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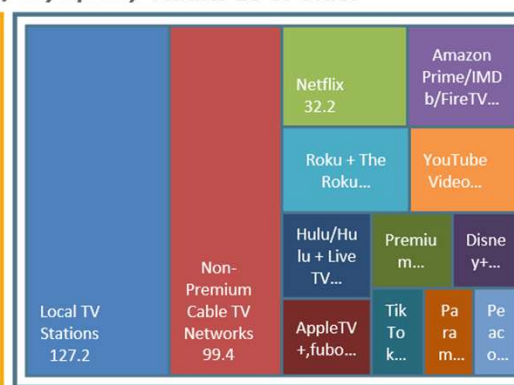
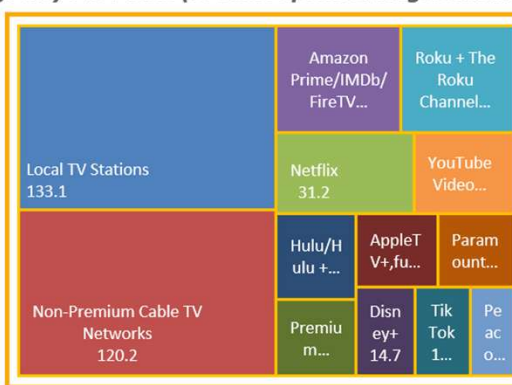
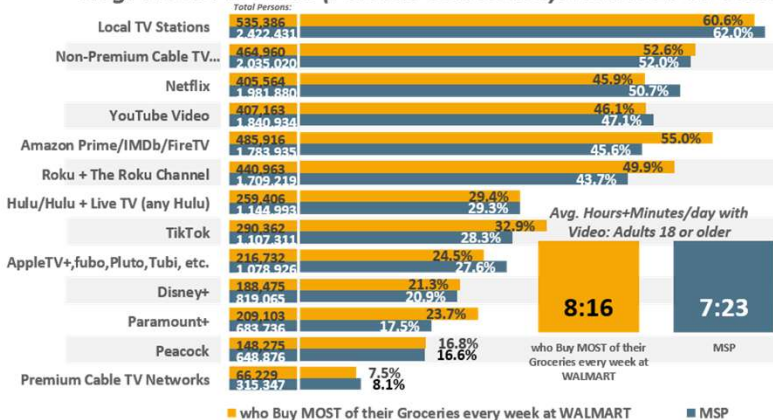
(((Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)))



527,870 or 59.8% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART watch Ad-Supported Local TV Stations for an average of 130. minutes every day representing 32.1% of all time spent daily with Ad-Supported Video.

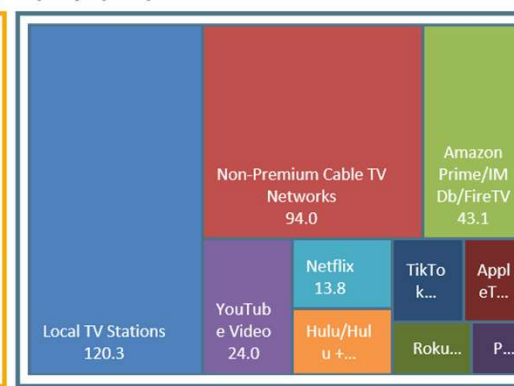
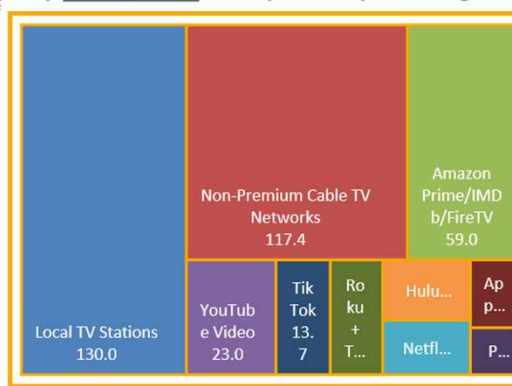
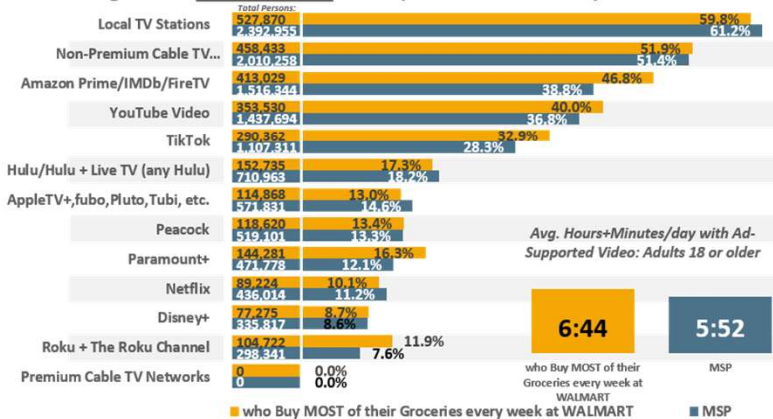
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

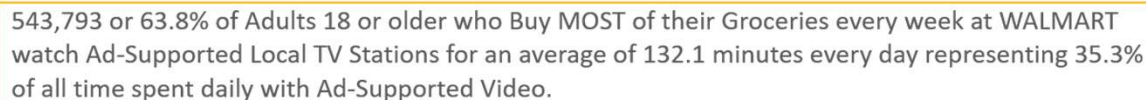
Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



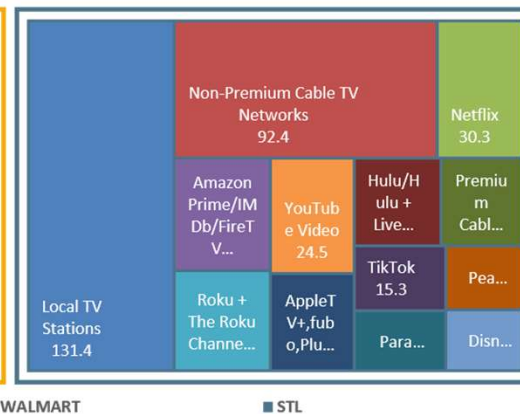
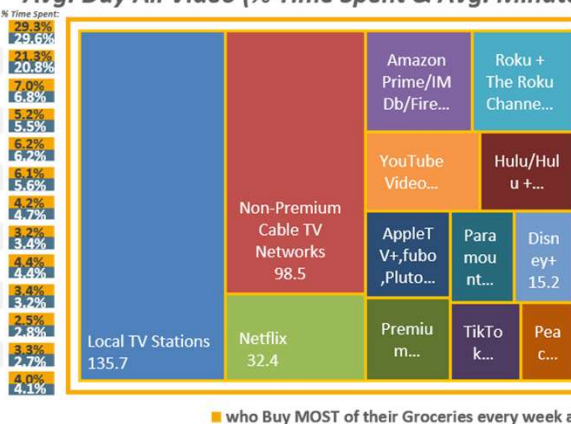
MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 386
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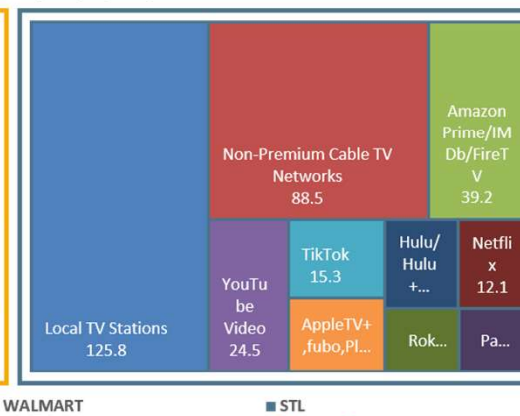
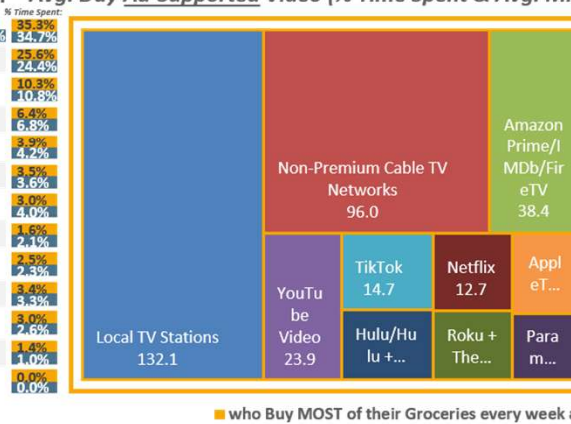
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Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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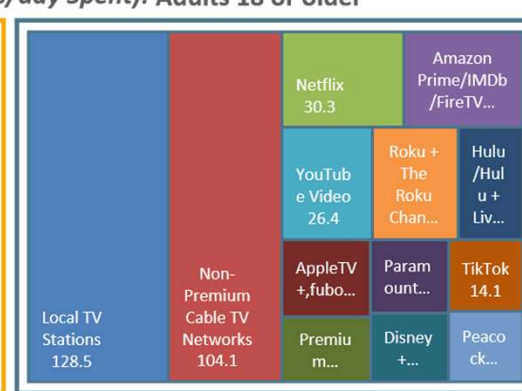
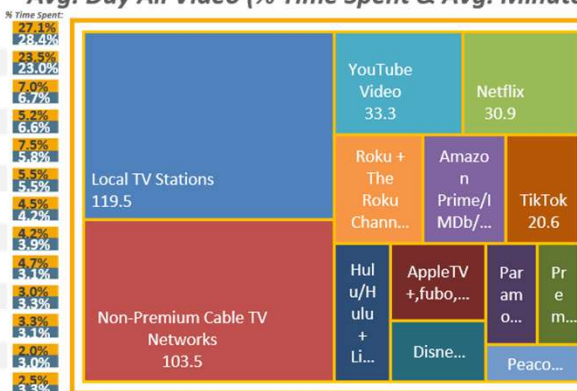
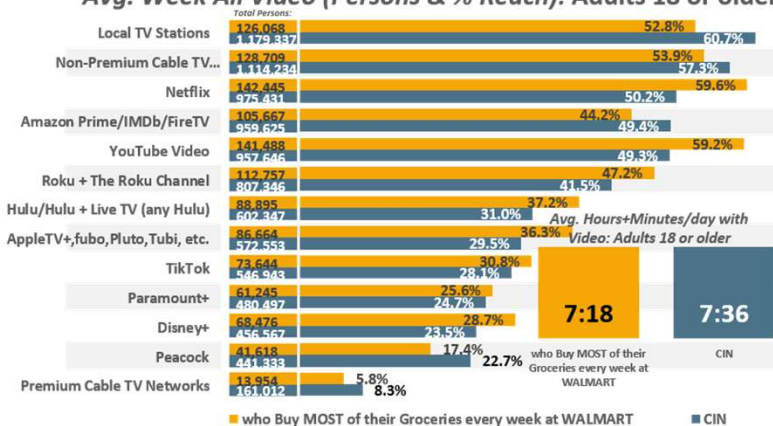
/(Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market))



124,124 or 51.9% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART watch Ad-Supported Local TV Stations for an average of 114.7 minutes every day representing 32.4% of all time spent daily with Ad-Supported Video.

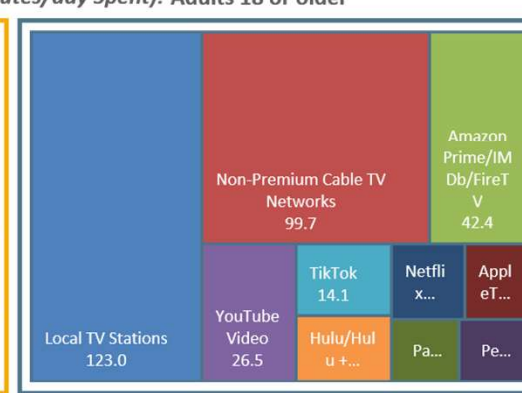
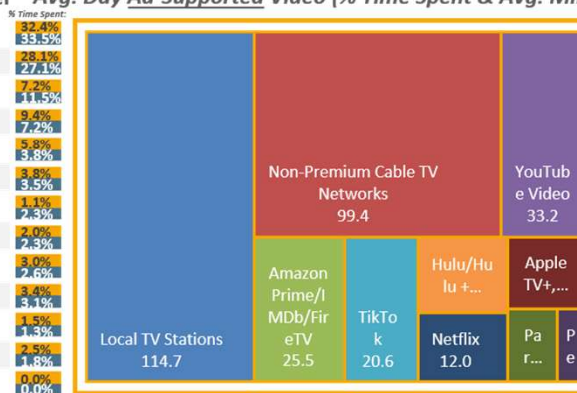
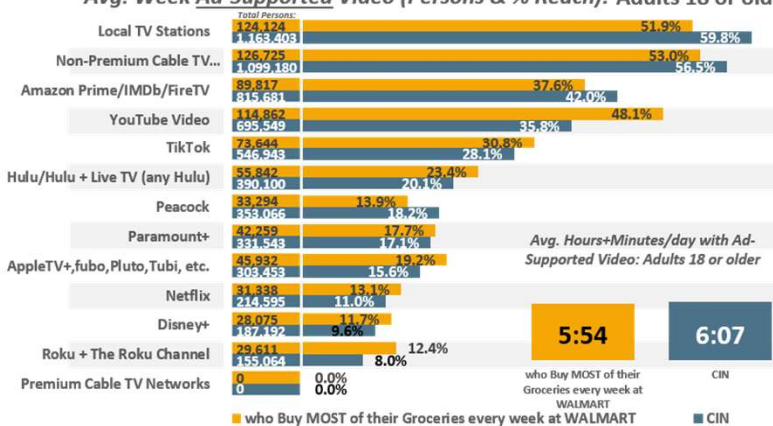
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



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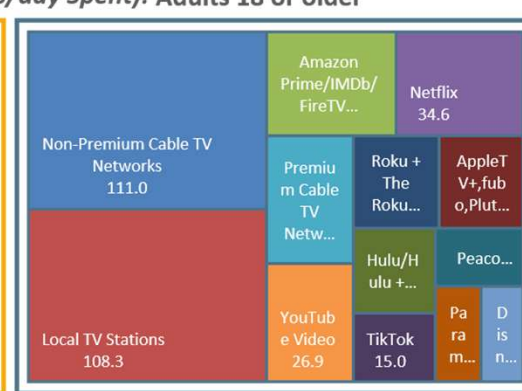
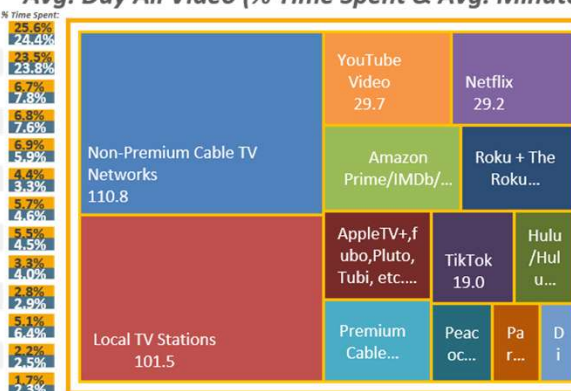
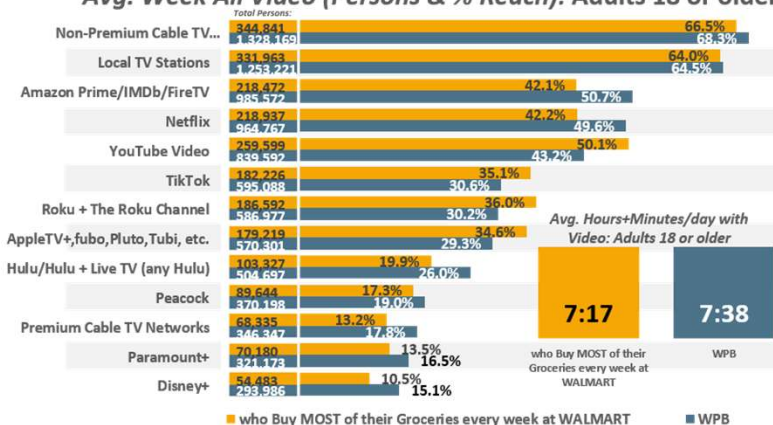
(((Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)))



328,371 or 63.3% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART watch Ad-Supported Local TV Stations for an average of 99.2 minutes every day representing 27.2% of all time spent daily with Ad-Supported Video.

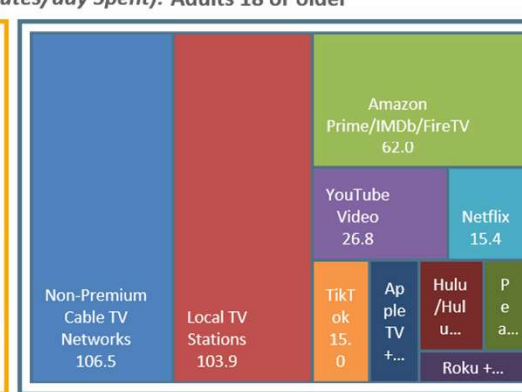
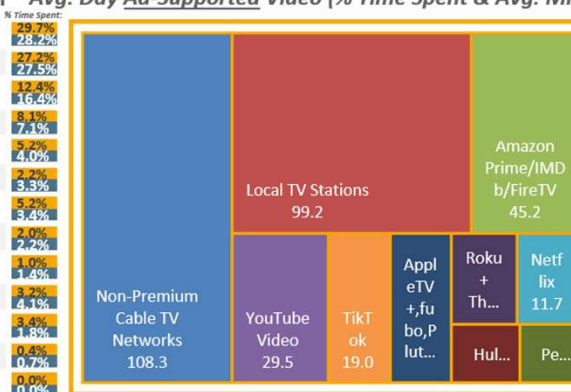
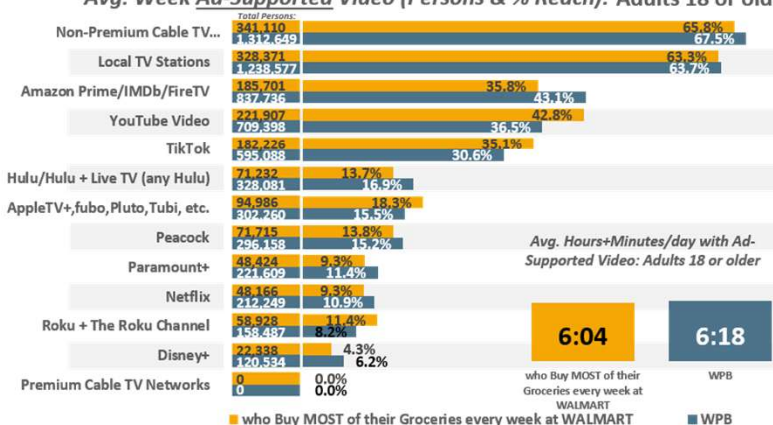
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 668
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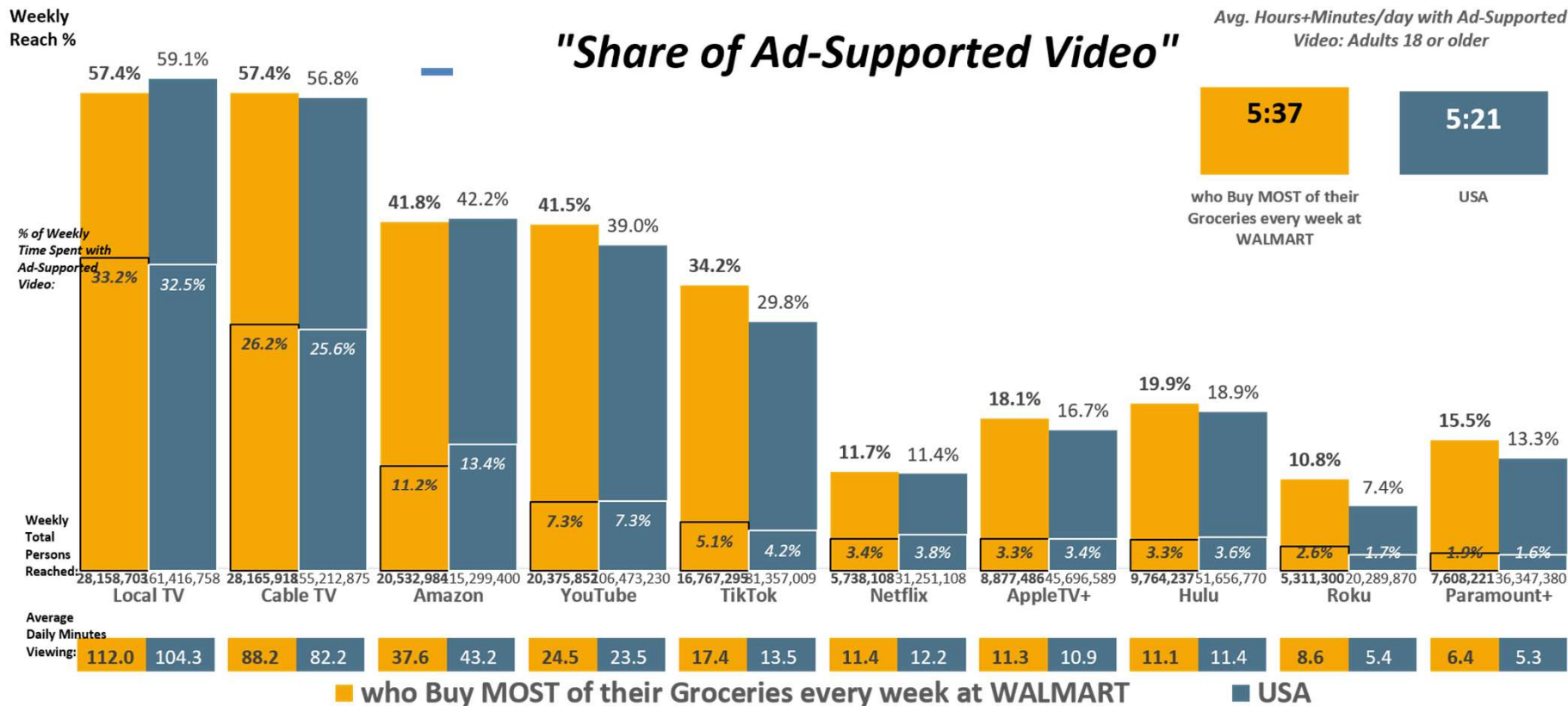
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[[[Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)]]



28,158,703 or 57.4% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART watch Ad-Supported Local TV Stations for an average of 112. minutes every day representing 33.2% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 4,111 Scarborough R1 2026: Jan25-Mar26 USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 24,338

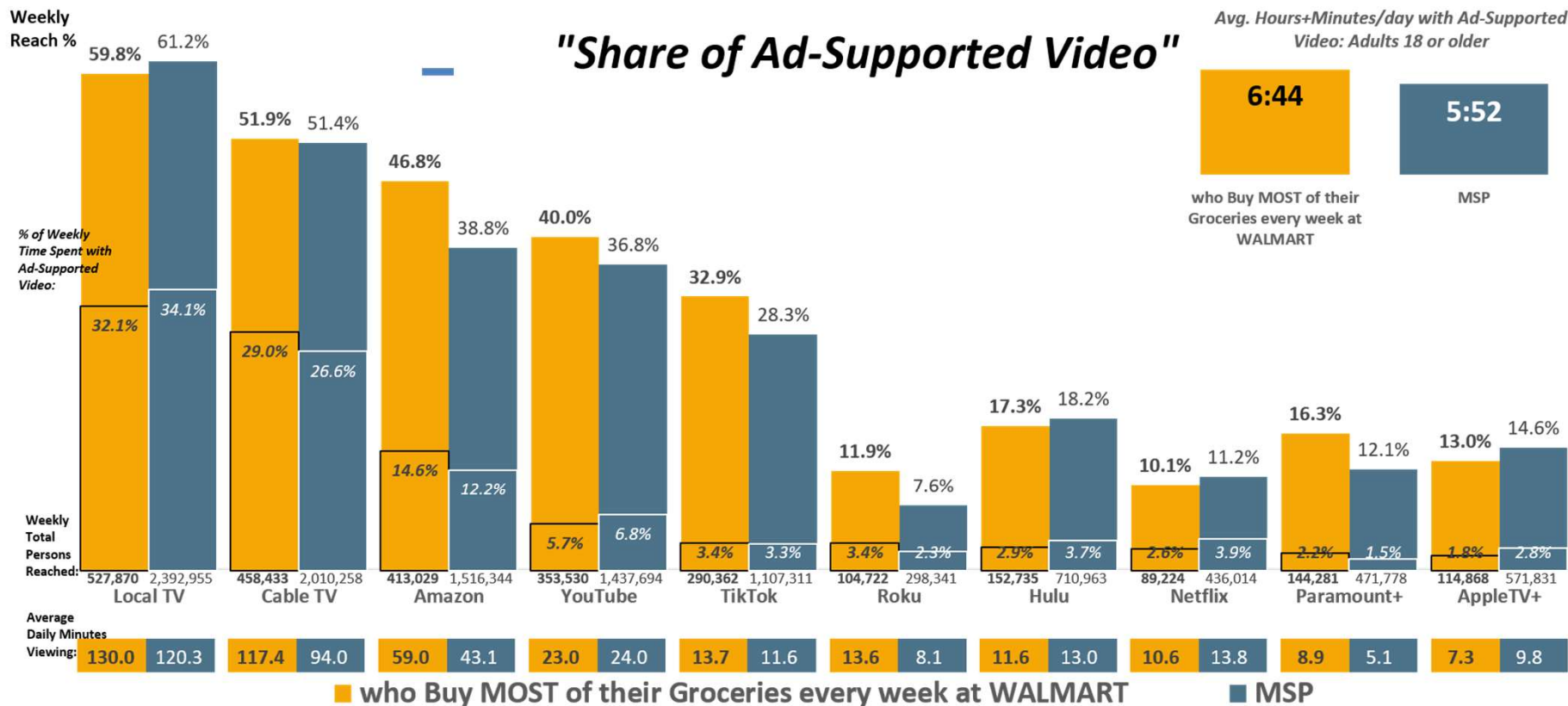
soefa.ai Share of Everything for Anything

(((Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)))



527,870 or 59.8% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART watch Ad-Supported Local TV Stations for an average of 130. minutes every day representing 32.1% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 386 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,934
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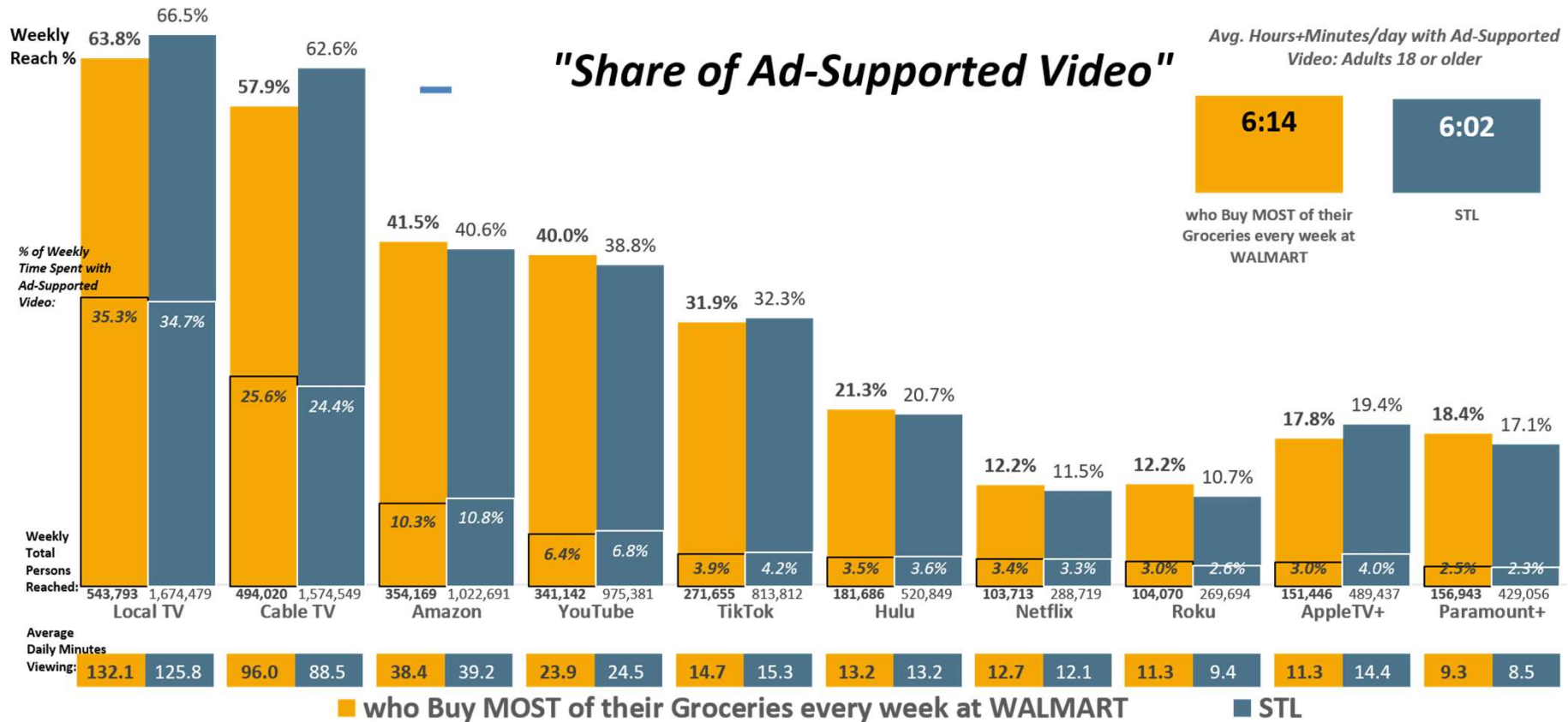
soefa.ai Share of Everything for Anything

(((Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)))



543,793 or 63.8% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART watch Ad-Supported Local TV Stations for an average of 132.1 minutes every day representing 35.3% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 599
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ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,956

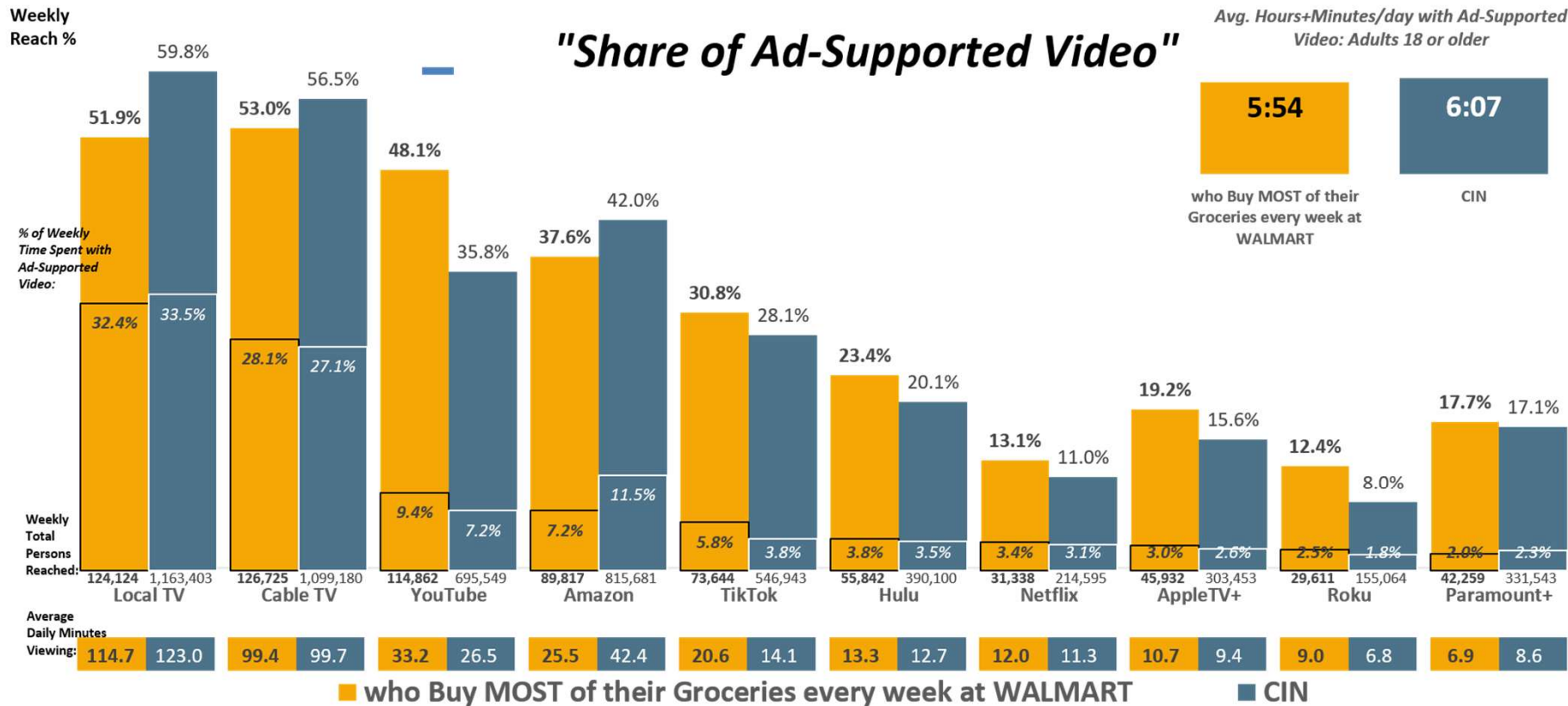
soefa.ai Share of Everything for Anything

(((Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)))



124,124 or 51.9% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART watch Ad-Supported Local TV Stations for an average of 114.7 minutes every day representing 32.4% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



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CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,900

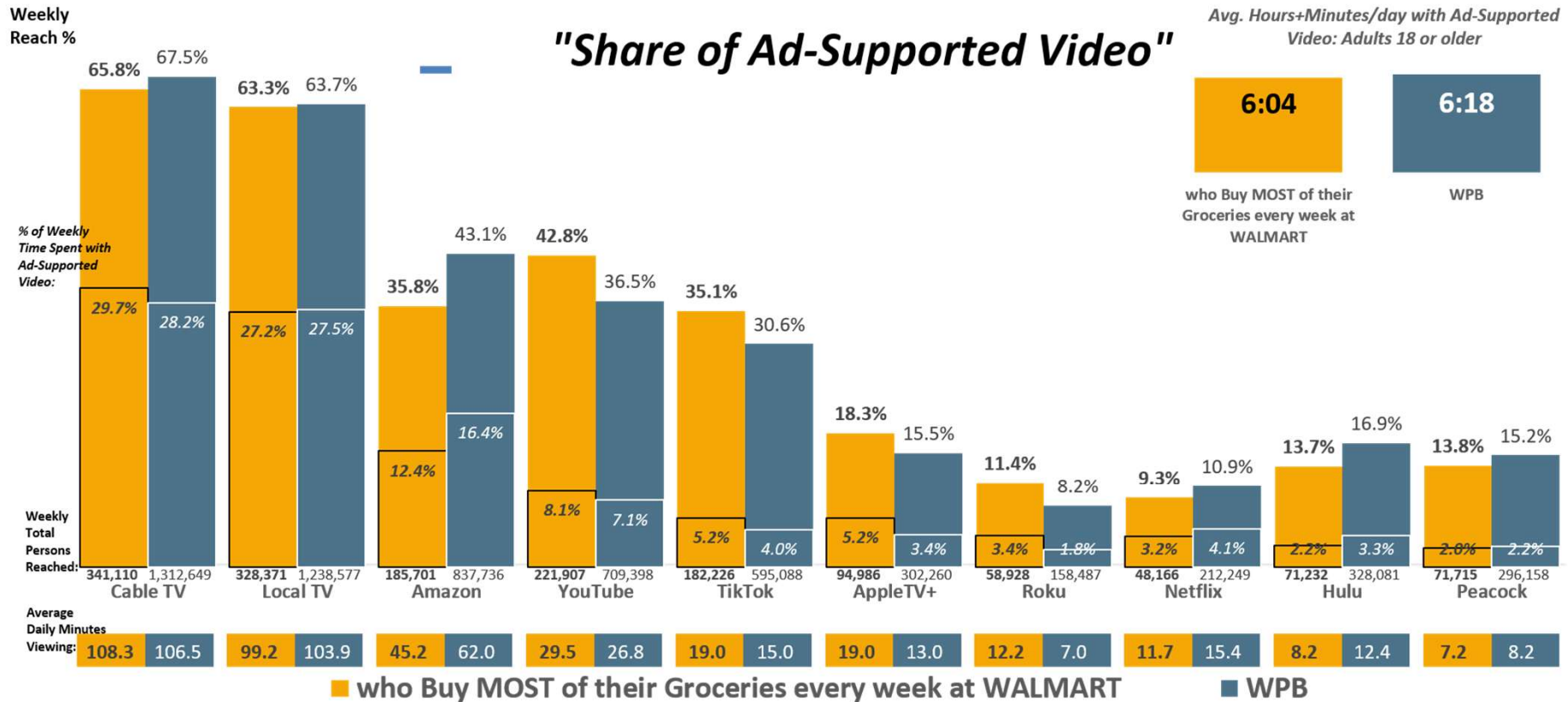
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(((Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)))



328,371 or 63.3% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART watch Ad-Supported Local TV Stations for an average of 99.2 minutes every day representing 27.2% of all time spent daily with Ad-Supported Video.

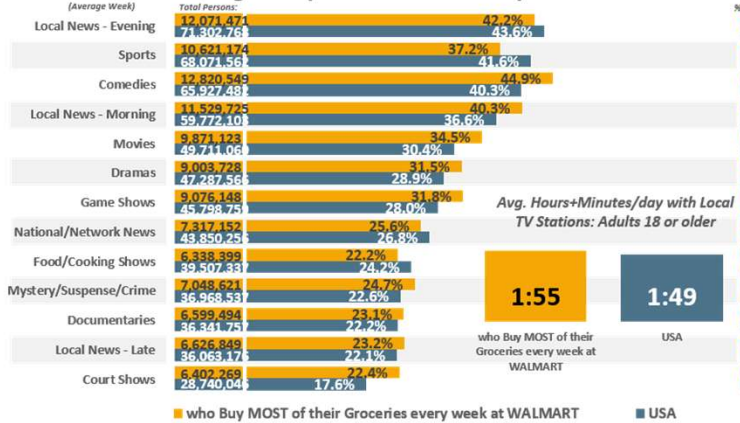
"Share of Ad-Supported Video"



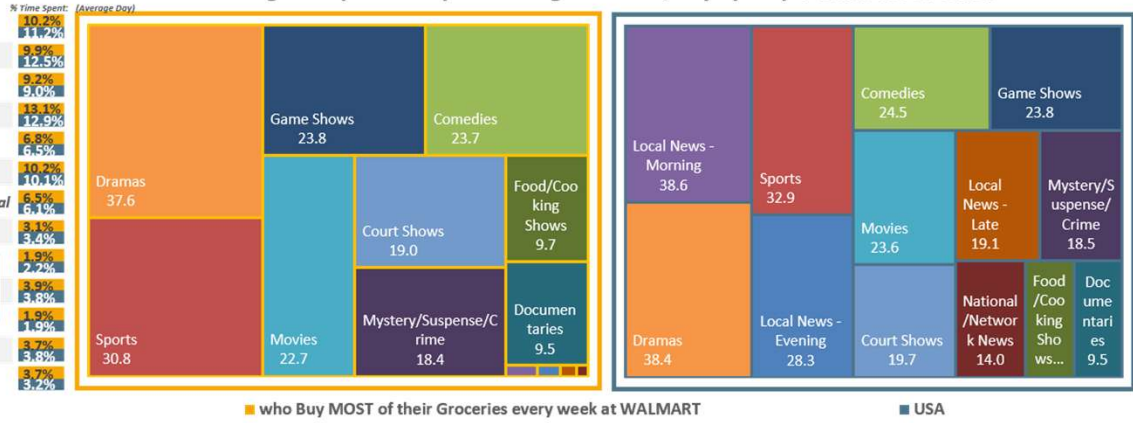


28,158,703 or 57.4% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Local News - Evening, Local News - Morning, Sports, Movies, and Game Shows.

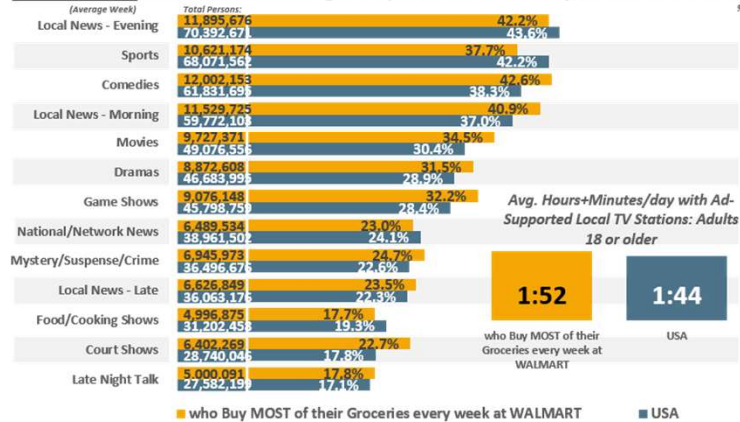
Local TV Station Programs (Persons & % Reach): Adults 18 or older



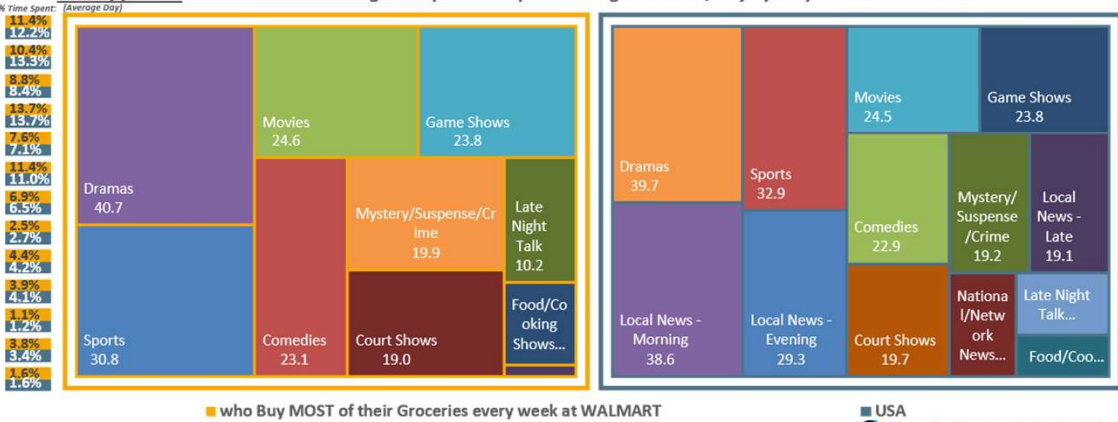
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 4,111
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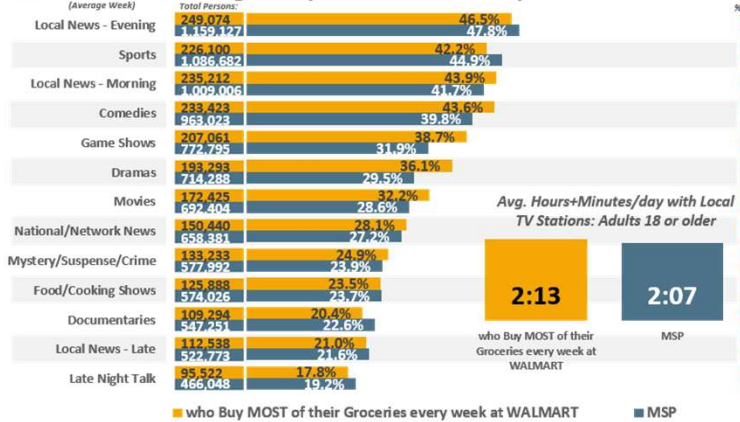
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(((Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)))

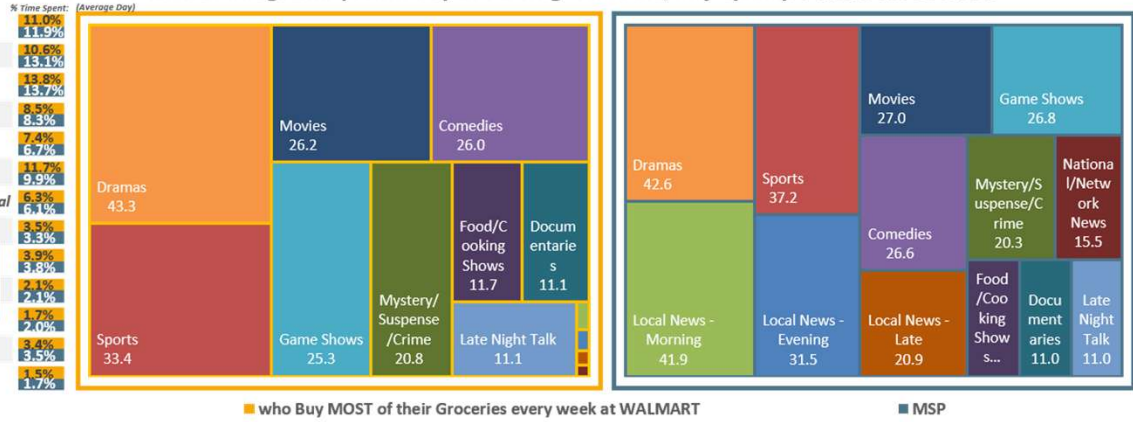


527,870 or 59.8% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Sports, Comedies, Game Shows, and Dramas.

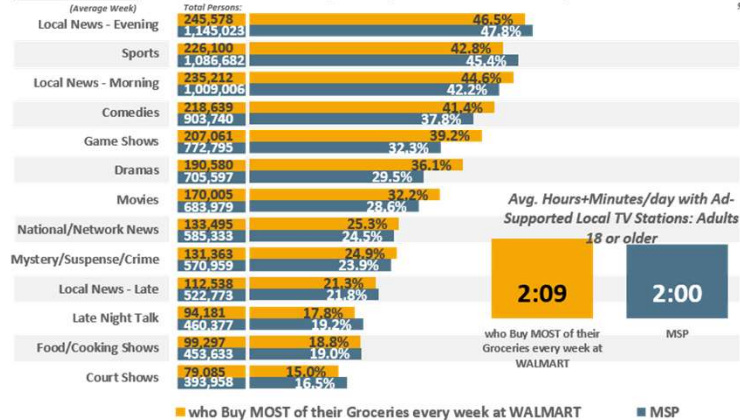
Local TV Station Programs (Persons & % Reach): Adults 18 or older



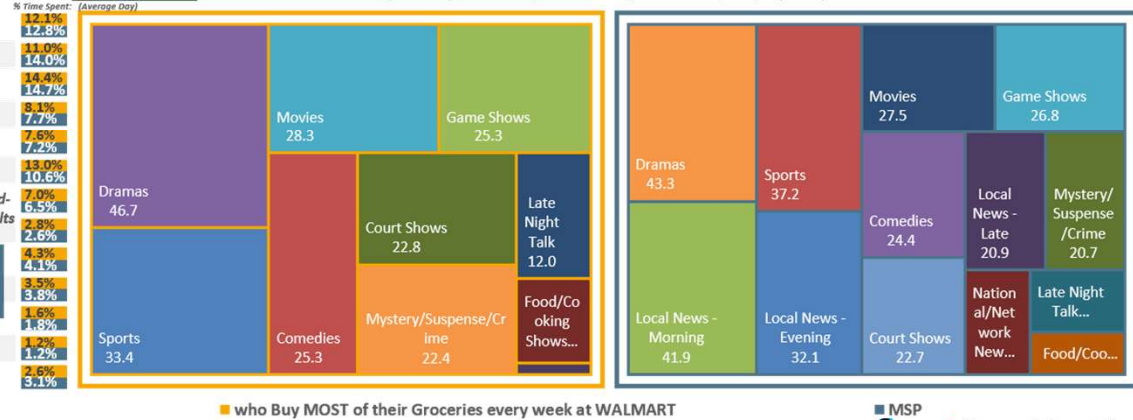
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 386
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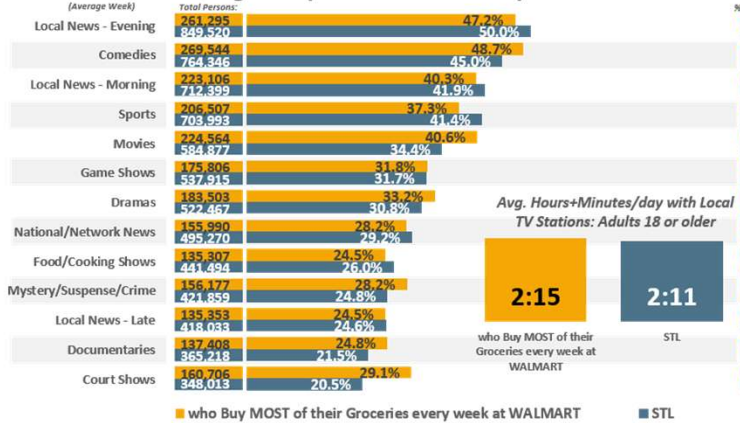
soefa.ai Share of Everything for Anything

(((Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)))

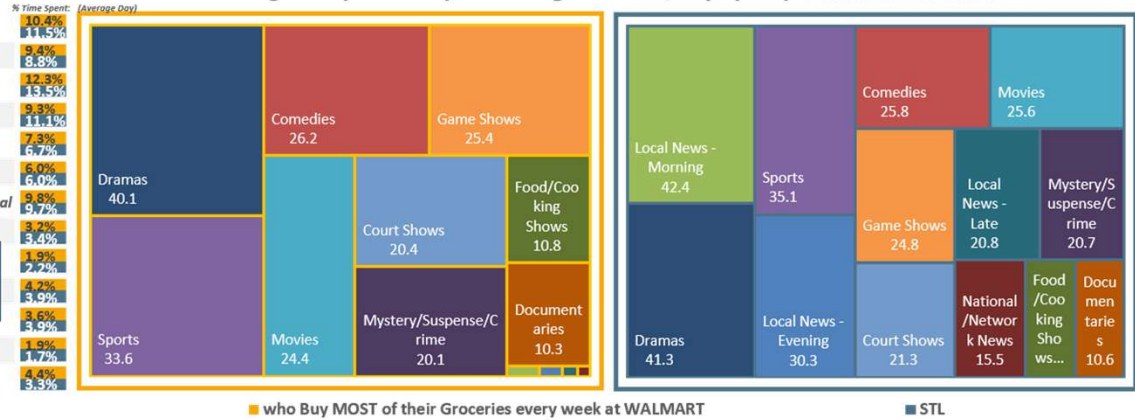


543,793 or 63.8% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Comedies, Local News - Morning, Movies, Sports, and Dramas.

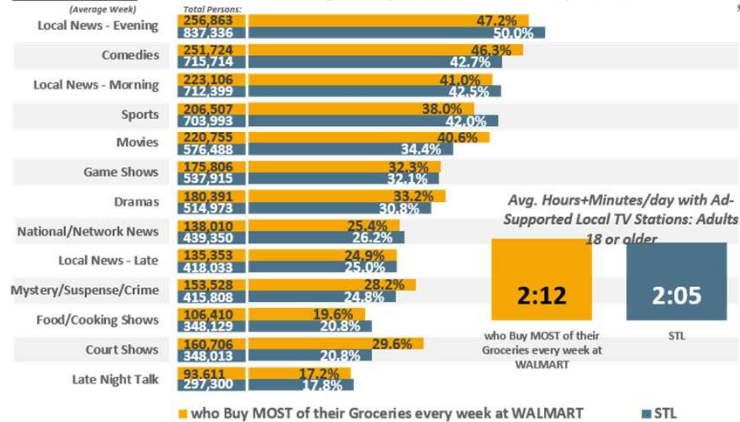
Local TV Station Programs (Persons & % Reach): Adults 18 or older



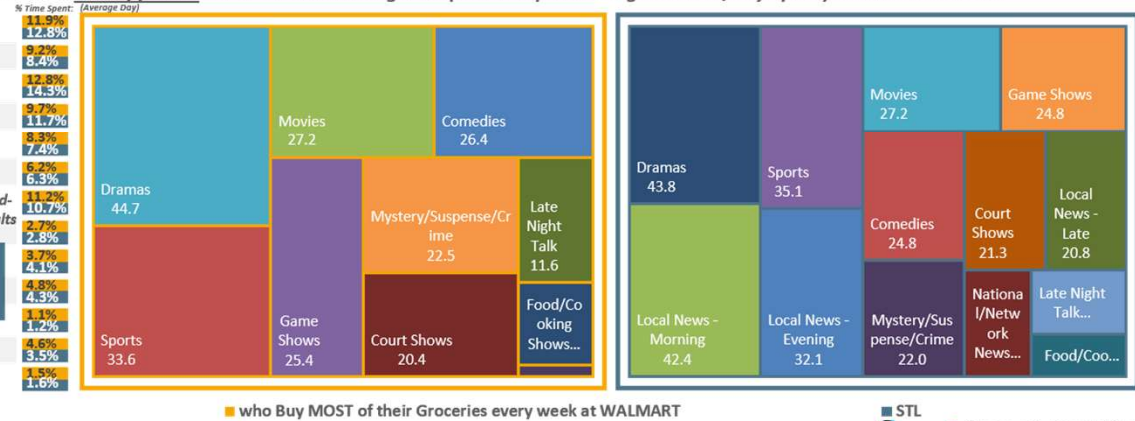
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 599
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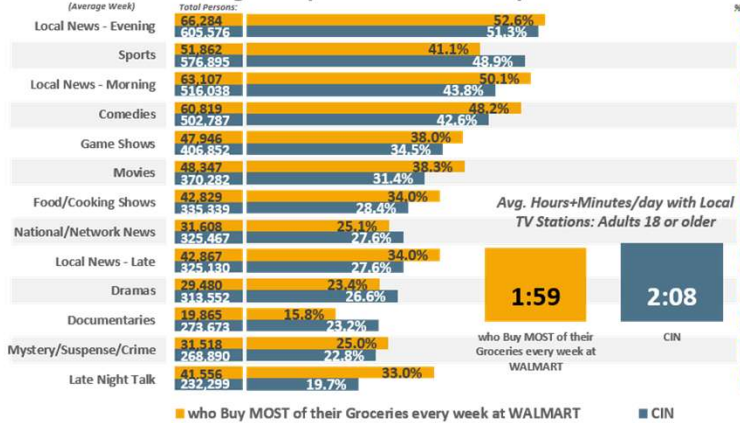
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(((Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)))

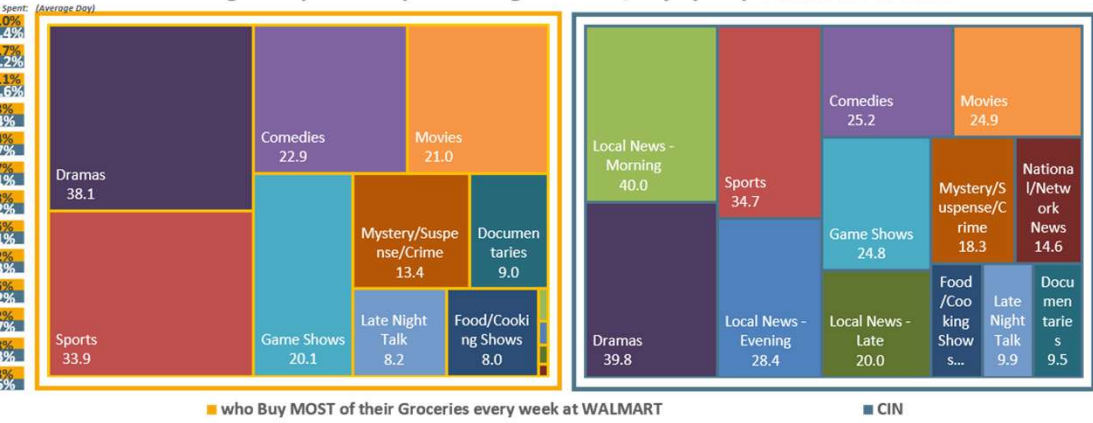


124,124 or 51.9% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Comedies, Sports, Game Shows, and Movies.

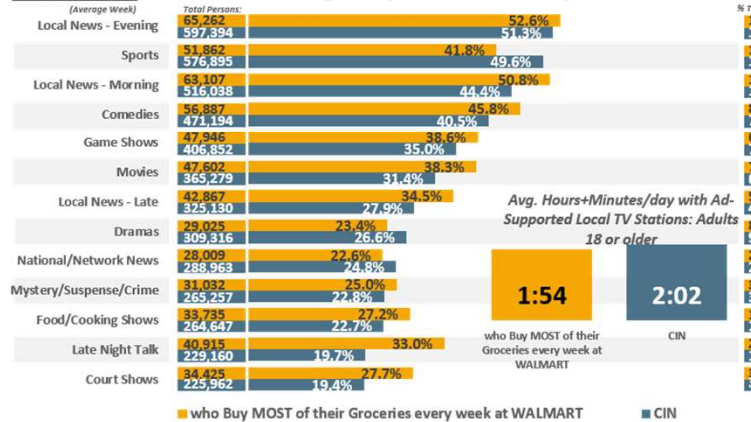
Local TV Station Programs (Persons & % Reach): Adults 18 or older



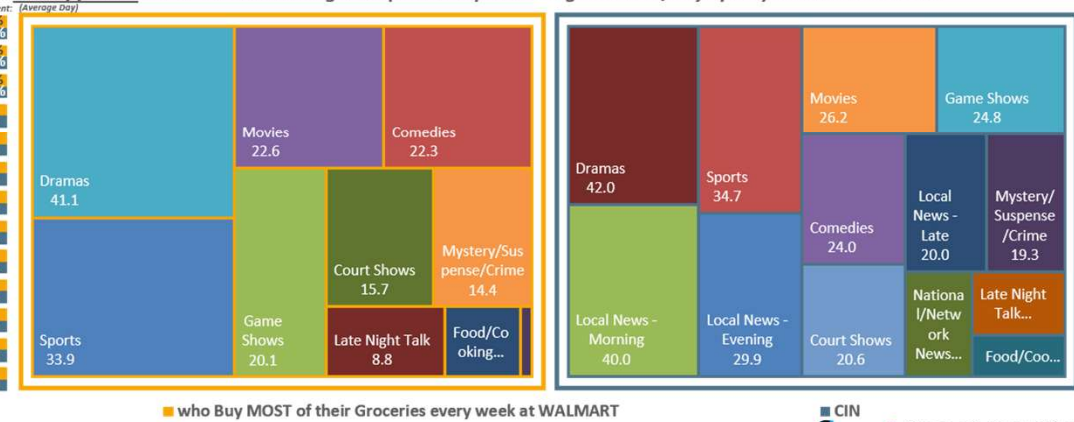
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 227
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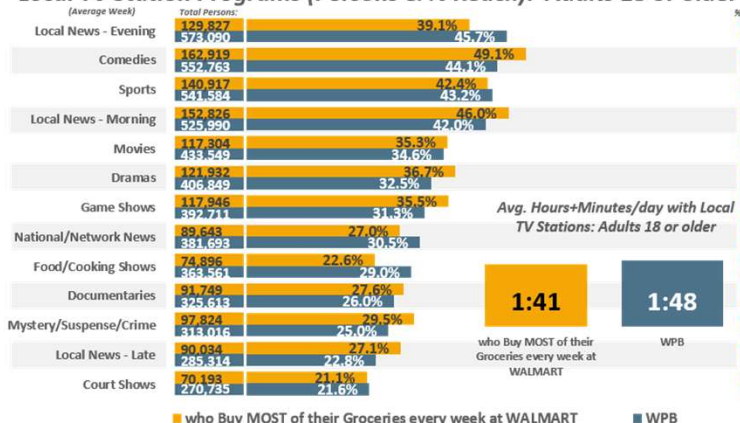
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(((Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)))

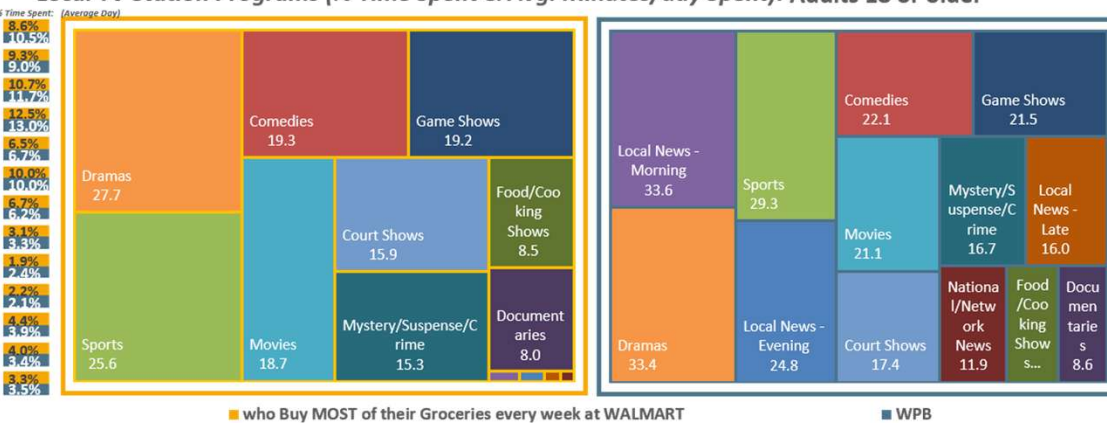


328,371 or 63.3% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Local News - Morning, Sports, Local News - Evening, Dramas, and Game Shows.

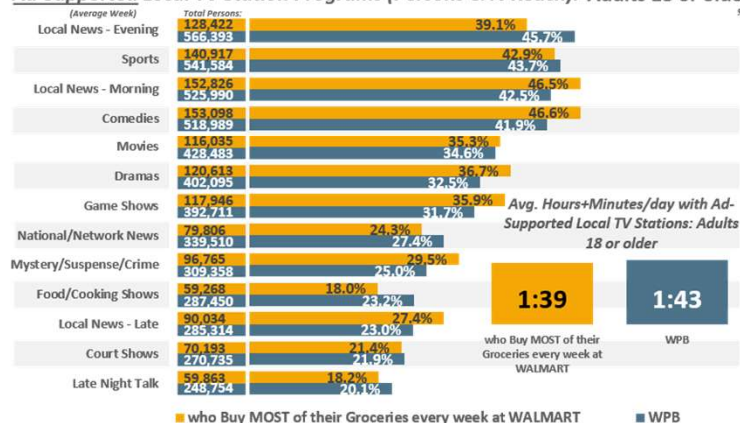
Local TV Station Programs (Persons & % Reach): Adults 18 or older



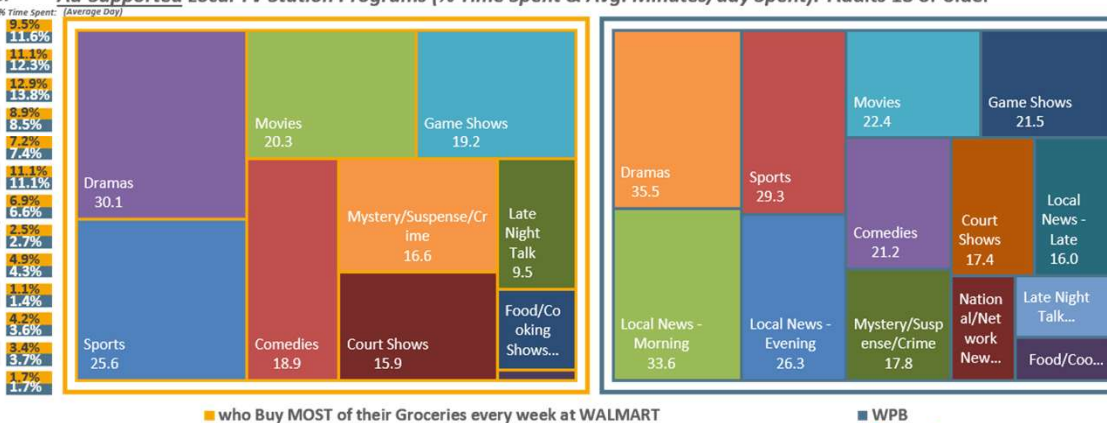
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

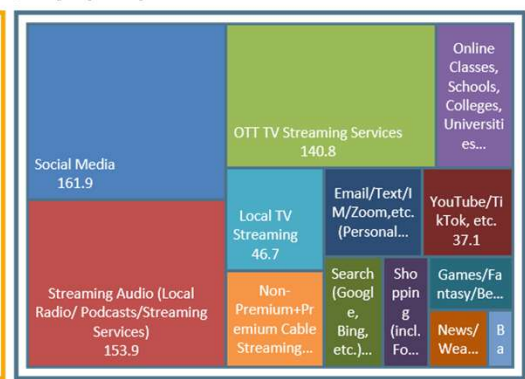
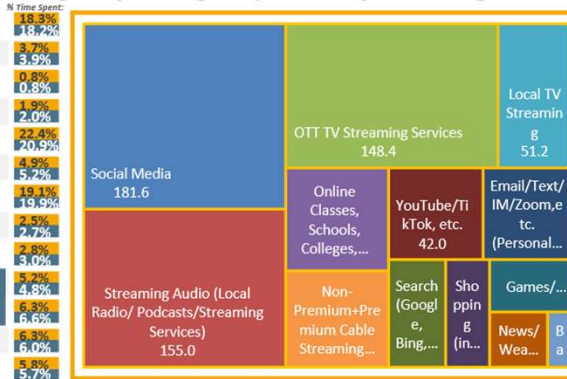
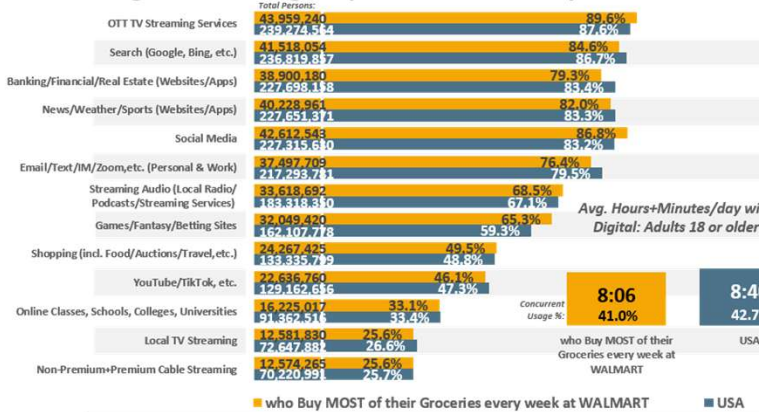




37,835,766 or 77.1% of Adults 18 or older who Buy MOST of their Groceries every week at WARMART use Ad-Supported Social Media for an average of 161.2 minutes every day representing 27.0% of all time spent daily with Ad-Supported Digital Media.

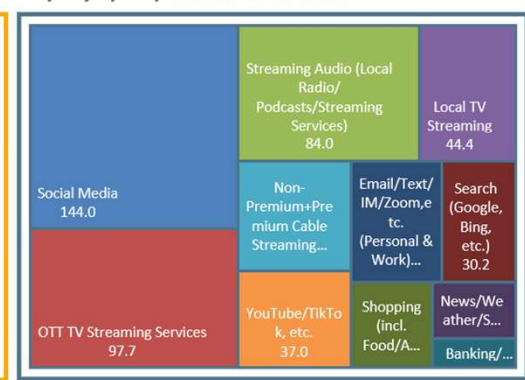
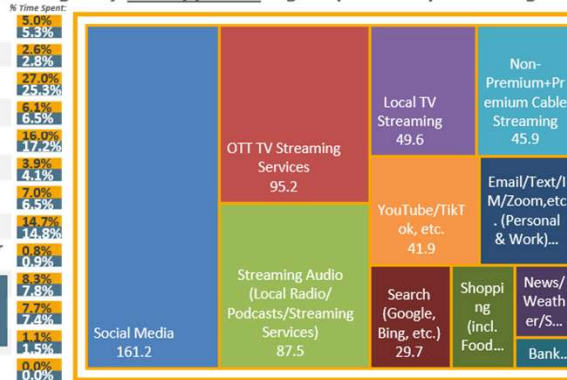
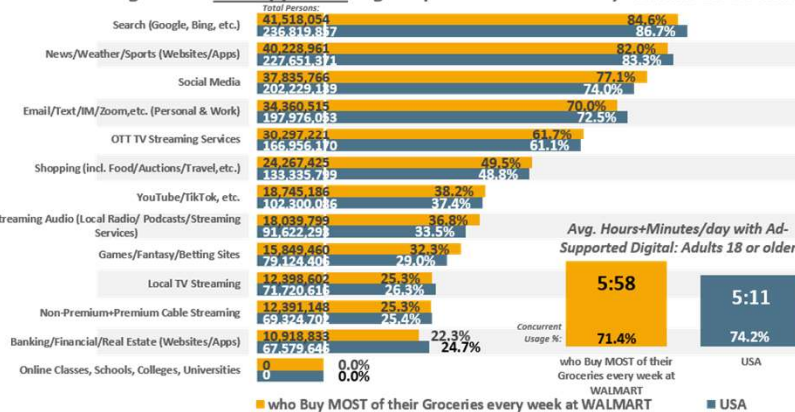
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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 2026: Jan25-Mar26 Qual Intab 4,111
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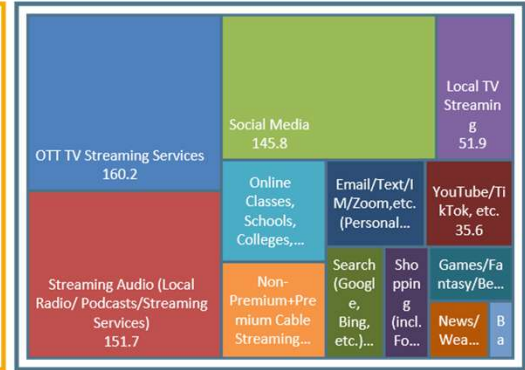
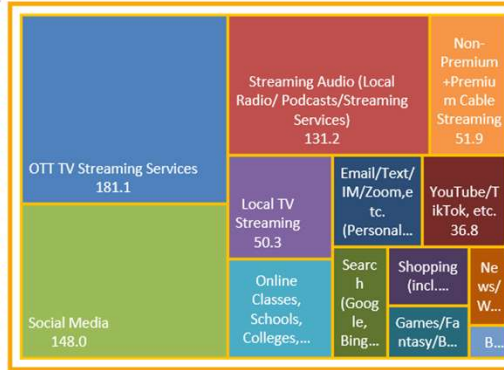
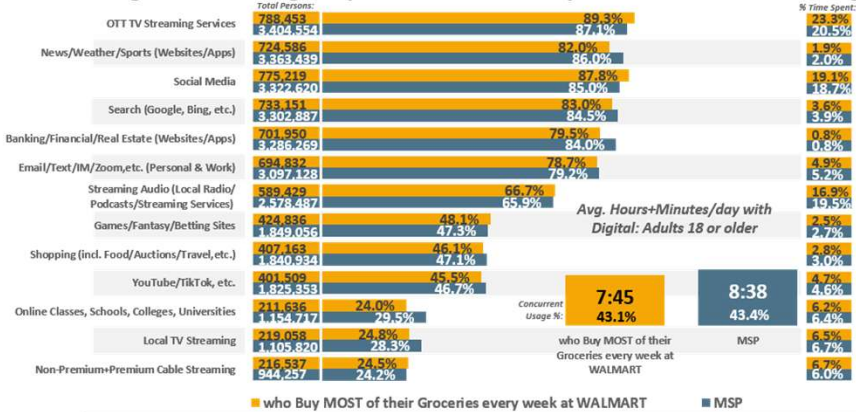
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707,880 or 80.1% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART use Ad-Supported Social Media for an average of 135.1 minutes every day representing 23.3% of all time spent daily with Ad-Supported Digital Media.

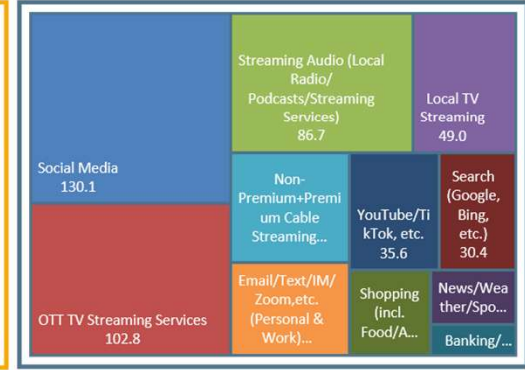
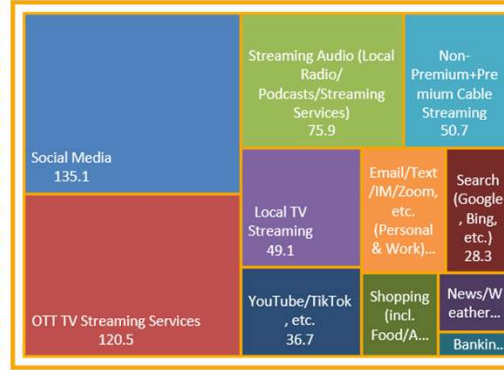
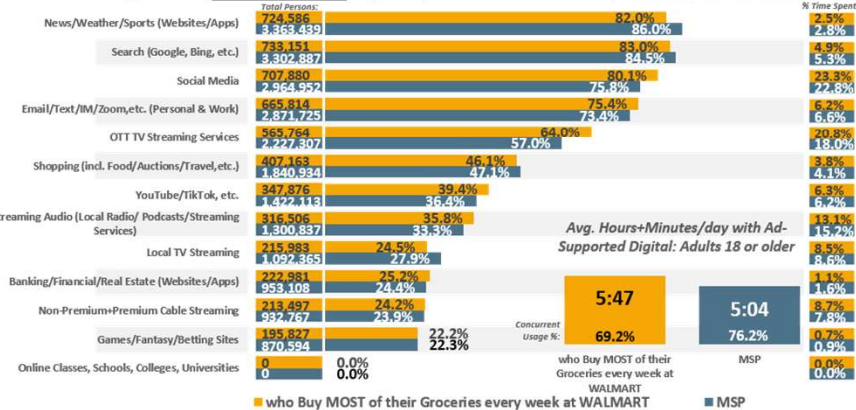
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 386
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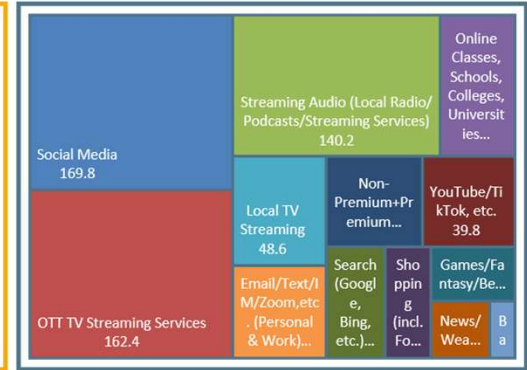
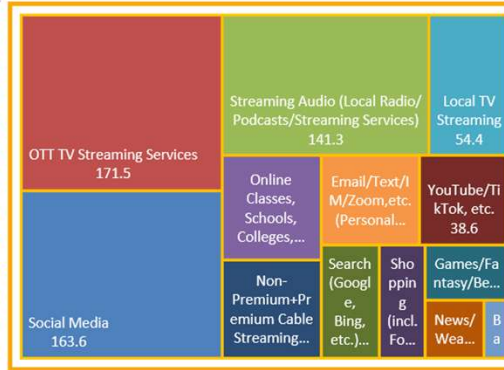
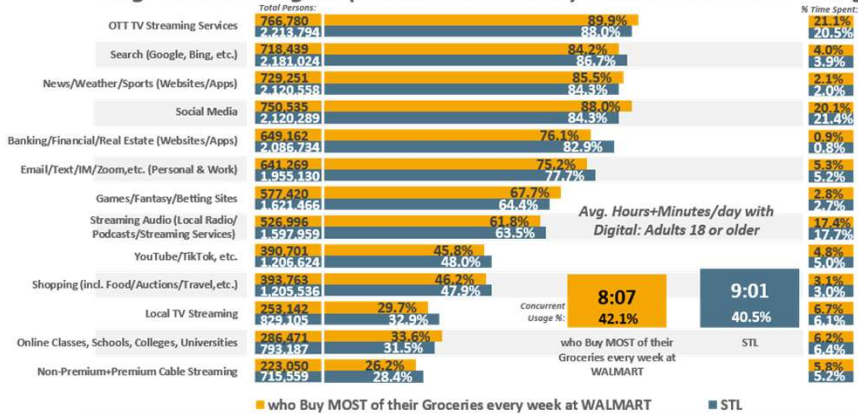
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677,519 or 79.4% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART use Ad-Supported Social Media for an average of 147.7 minutes every day representing 24.6% of all time spent daily with Ad-Supported Digital Media.

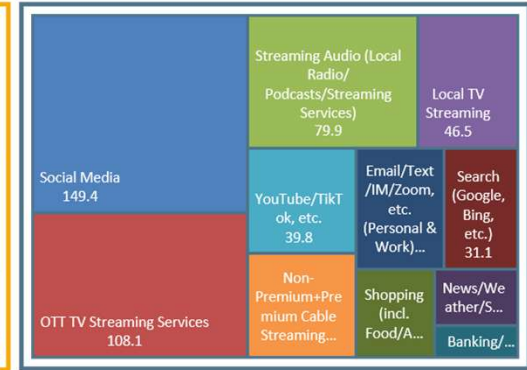
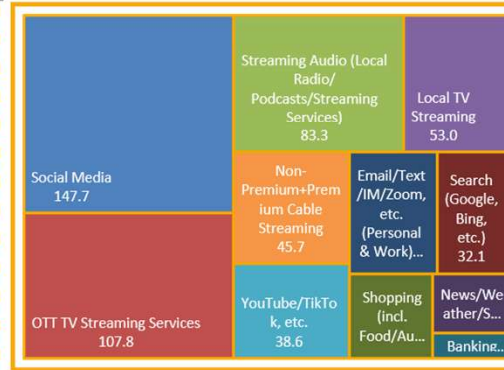
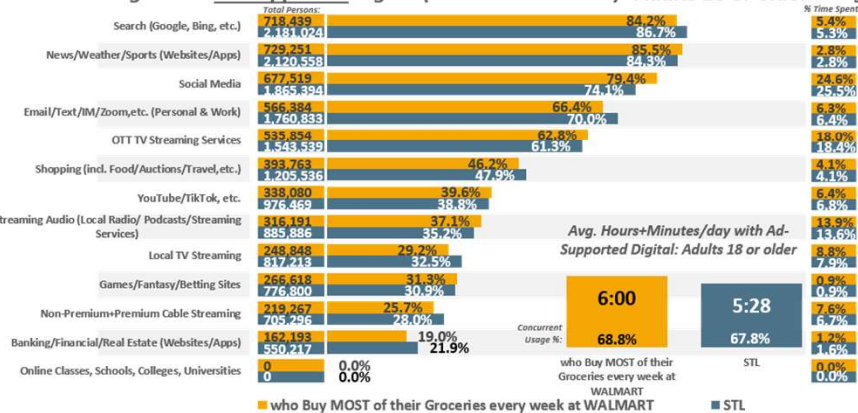
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 599
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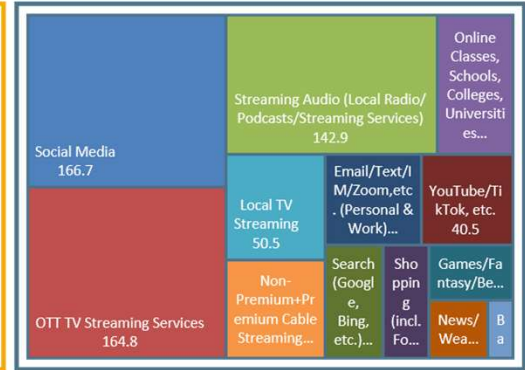
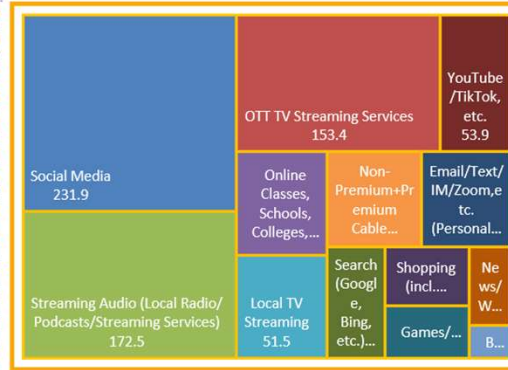
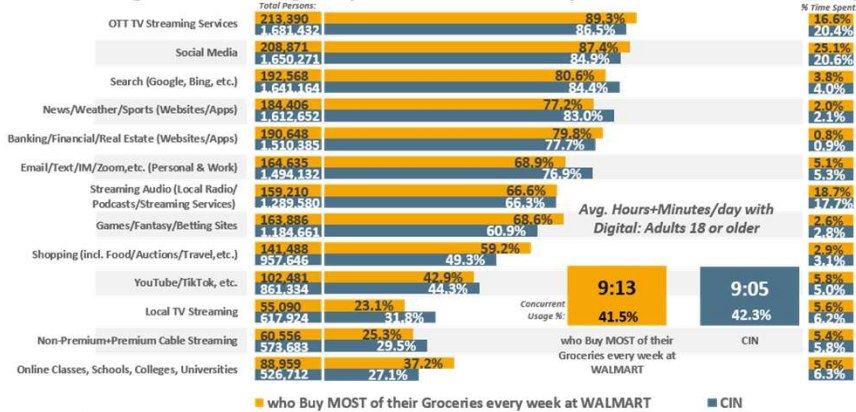
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185,447 or 77.6% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART use Ad-Supported Social Media for an average of 205.9 minutes every day representing 30.2% of all time spent daily with Ad-Supported Digital Media.

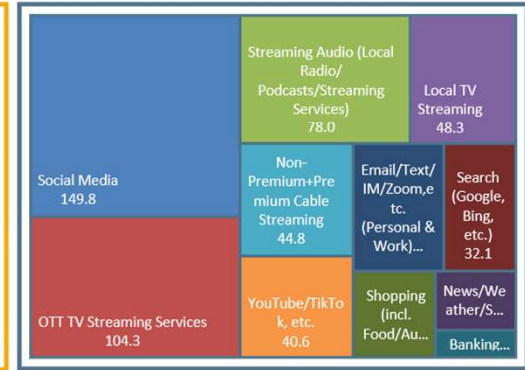
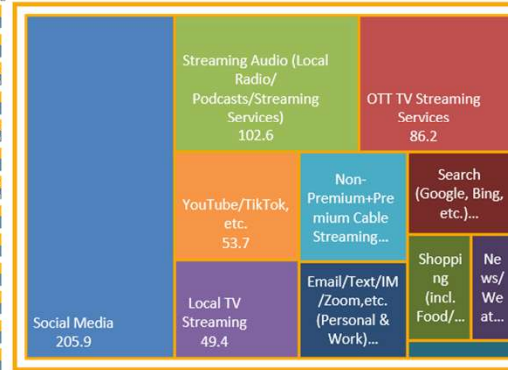
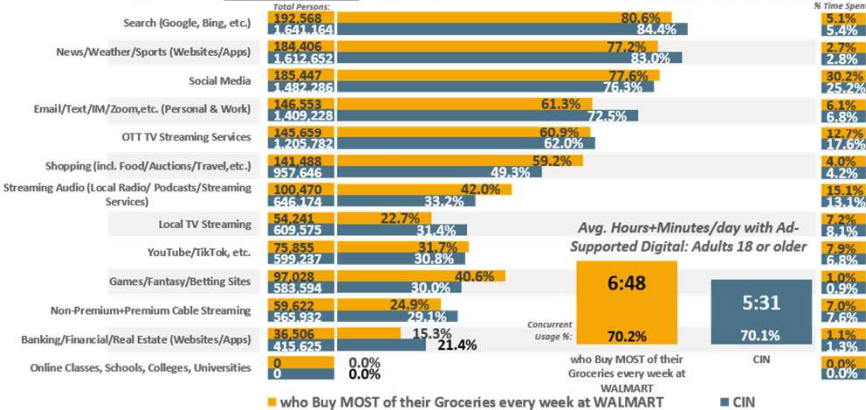
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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

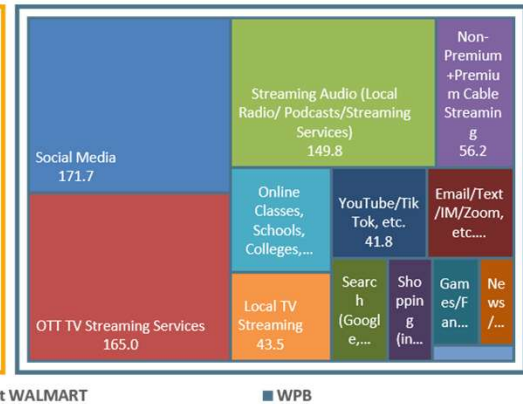
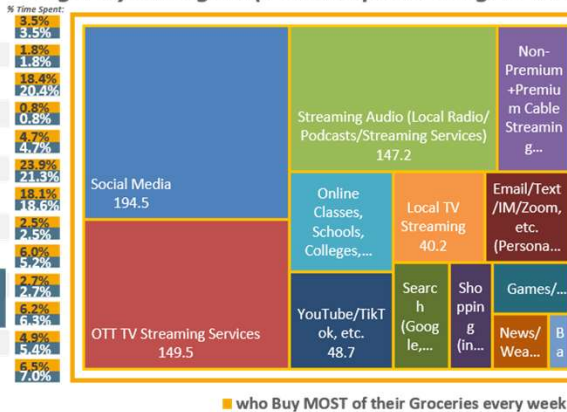
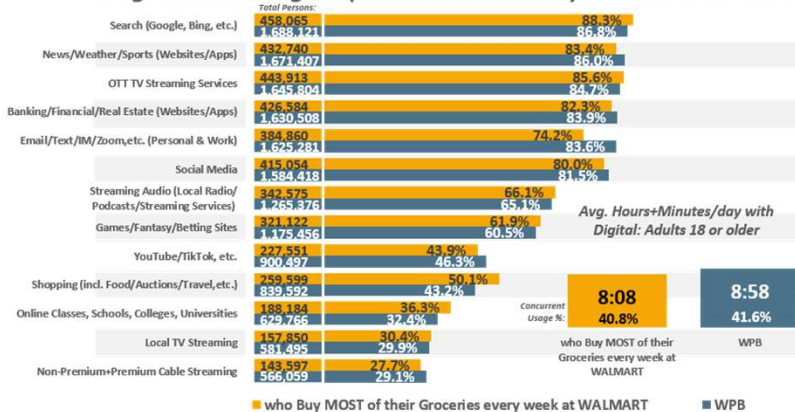




360,503 or 69.5% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART use Ad-Supported Social Media for an average of 168.9 minutes every day representing 27.1% of all time spent daily with Ad-Supported Digital Media.

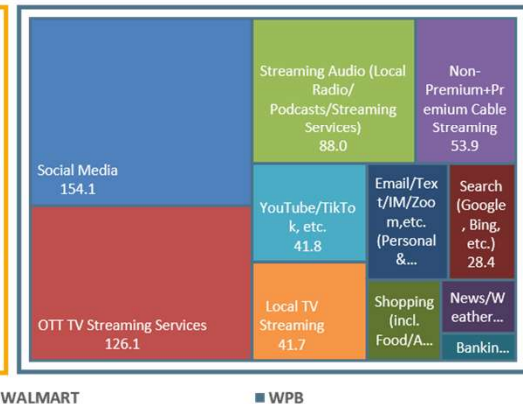
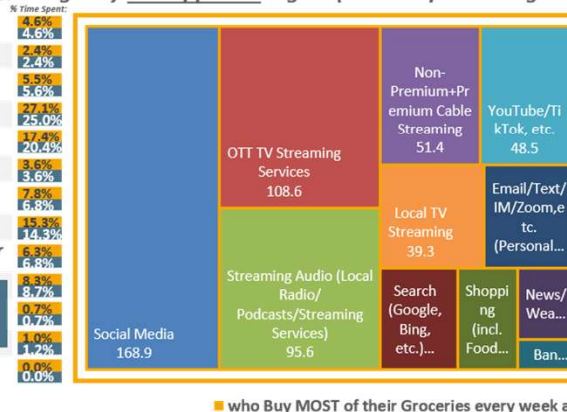
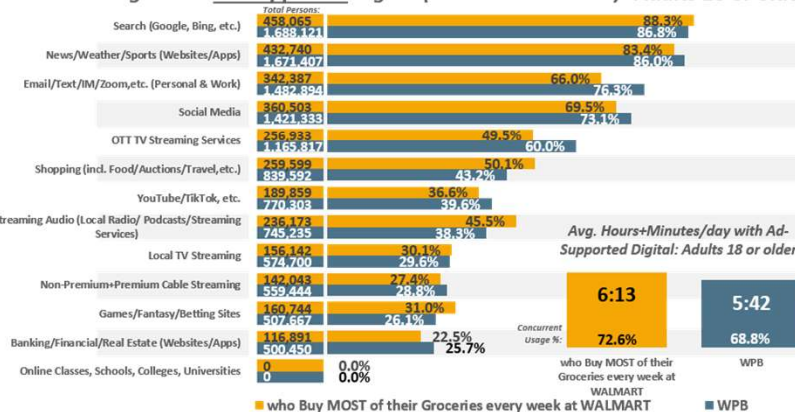
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 668
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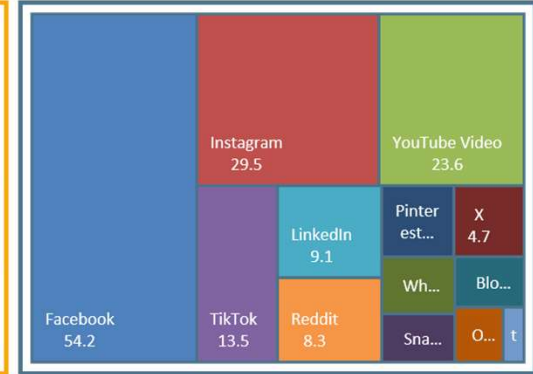
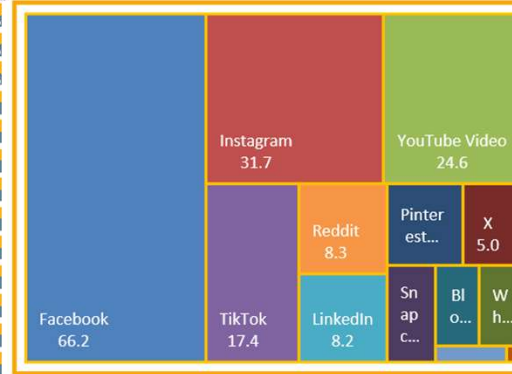
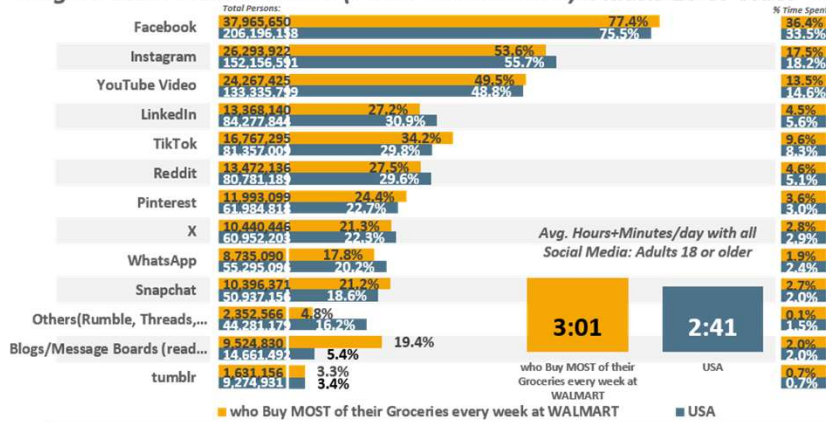
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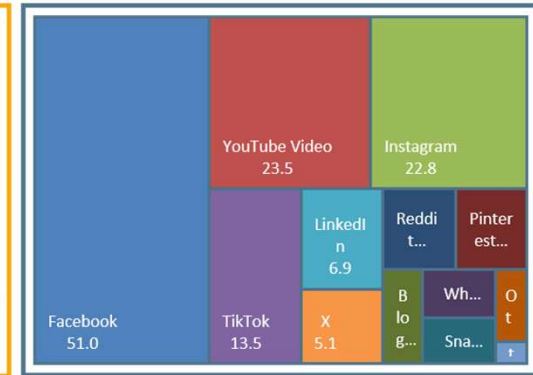
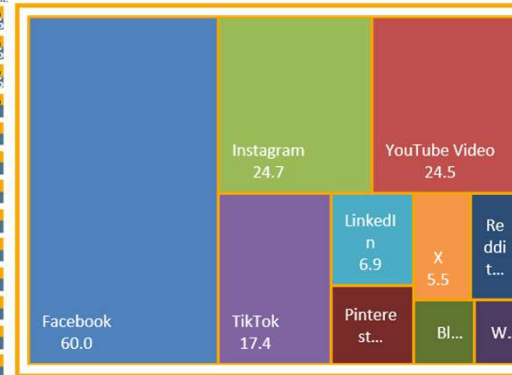
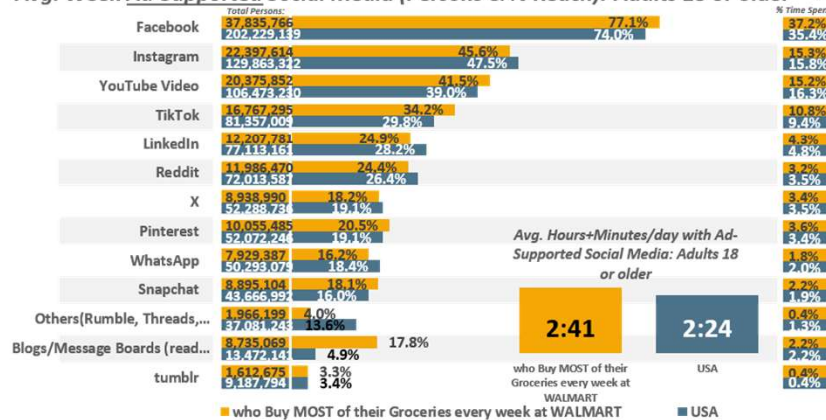


37,835,766 or 77.1% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART use Ad-Supported Facebook for an average of 60. minutes every day representing 37.2% of all time spent daily with Ad-Supported Social Media.

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 2026: Jan25-Mar26 Qual Intab 4,111
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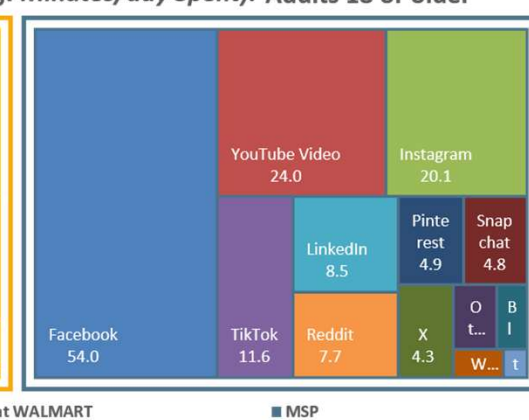
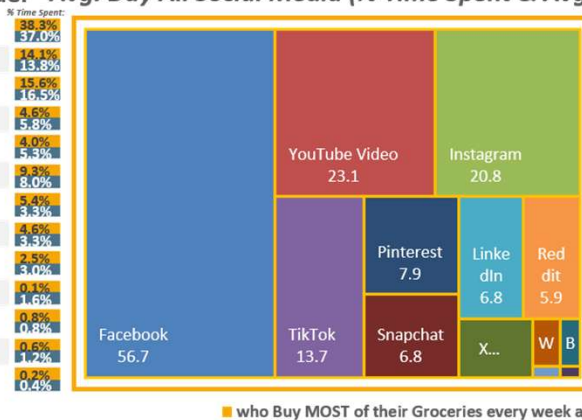
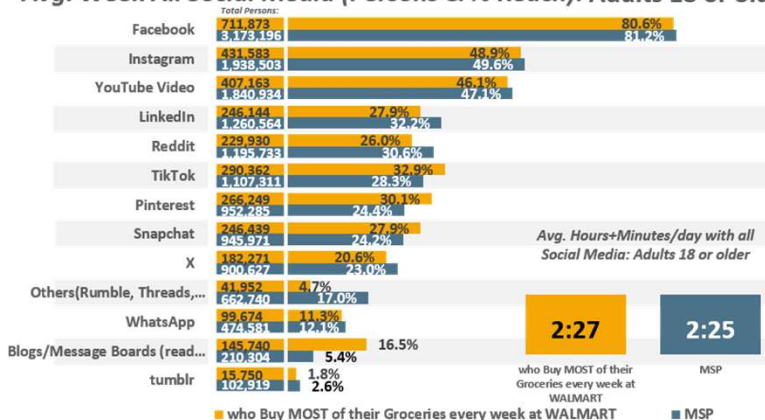
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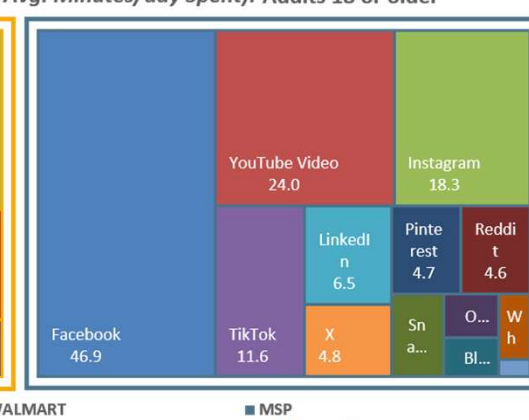
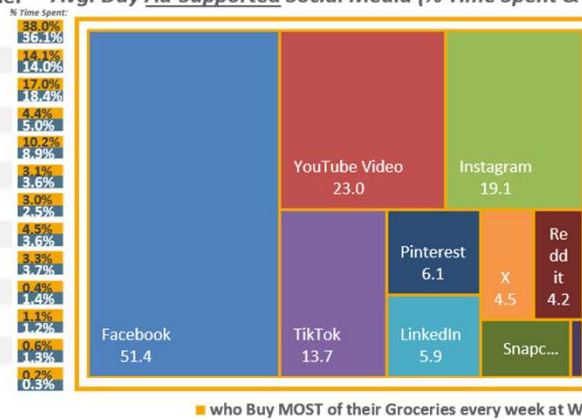
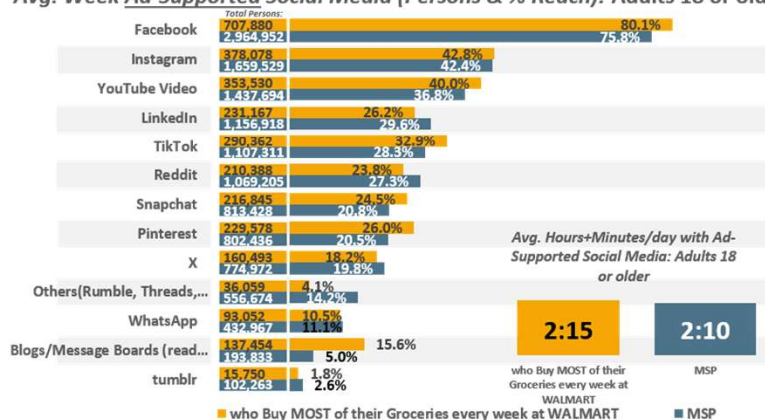


707,880 or 80.1% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART use Ad-Supported Facebook for an average of 51.4 minutes every day representing 38.% of all time spent daily with Ad-Supported Social Media.

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**



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 386
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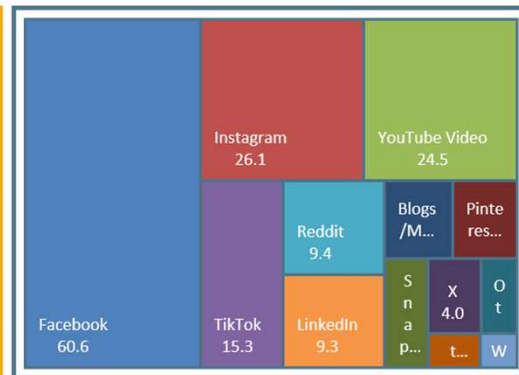
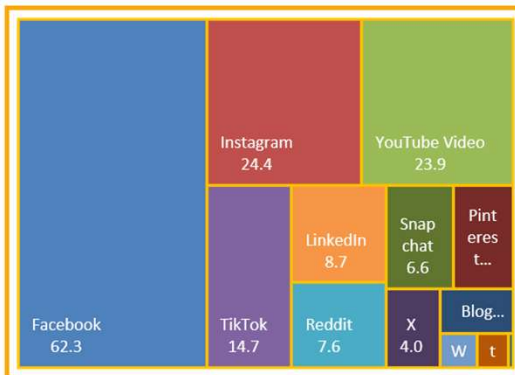
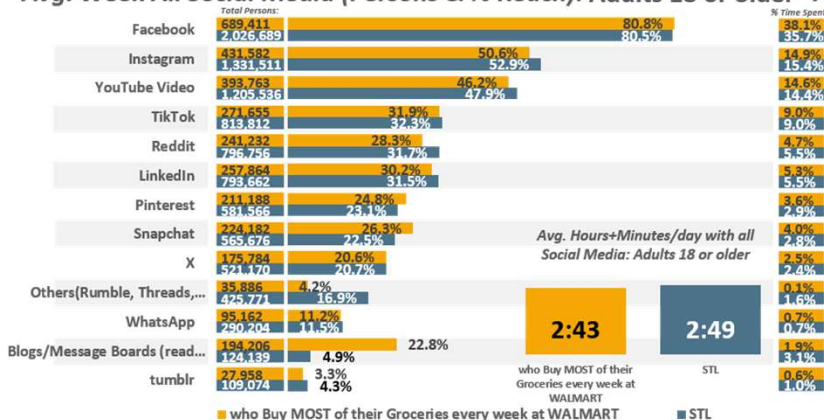
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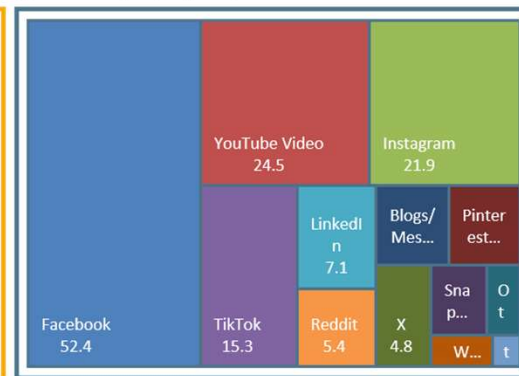
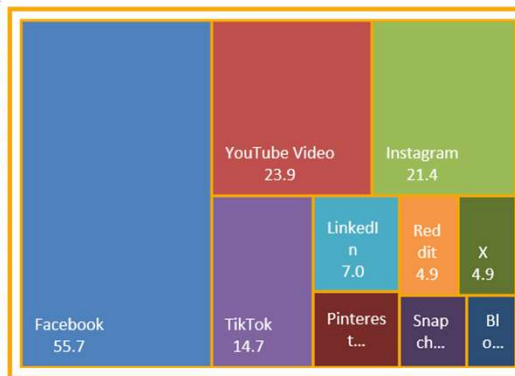
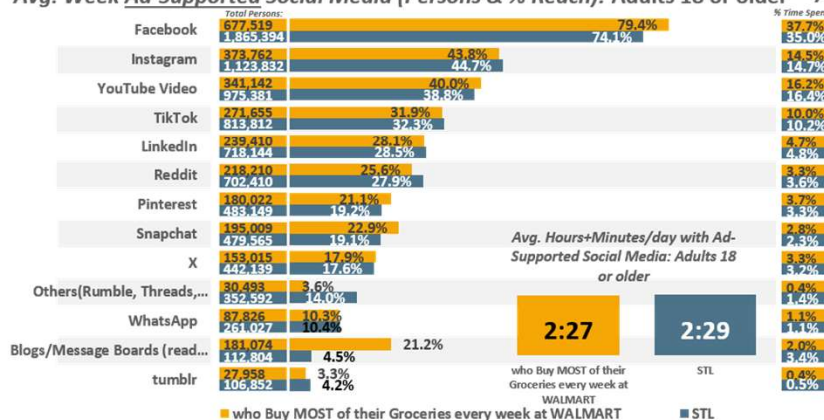


677,519 or 79.4% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART use Ad-Supported Facebook for an average of 55.7 minutes every day representing 37.7% of all time spent daily with Ad-Supported Social Media.

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**



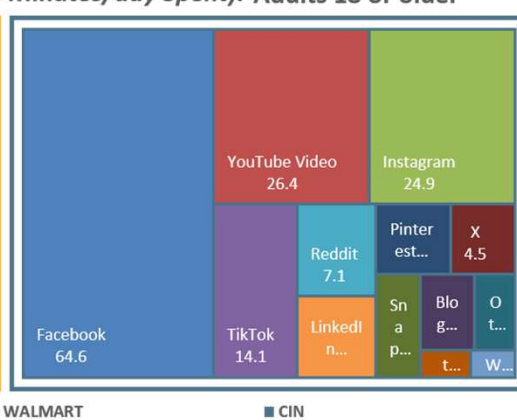
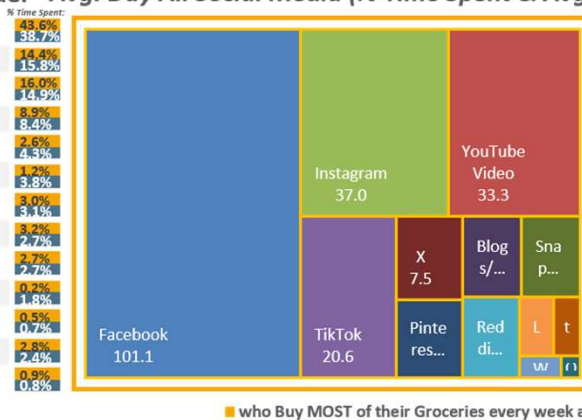
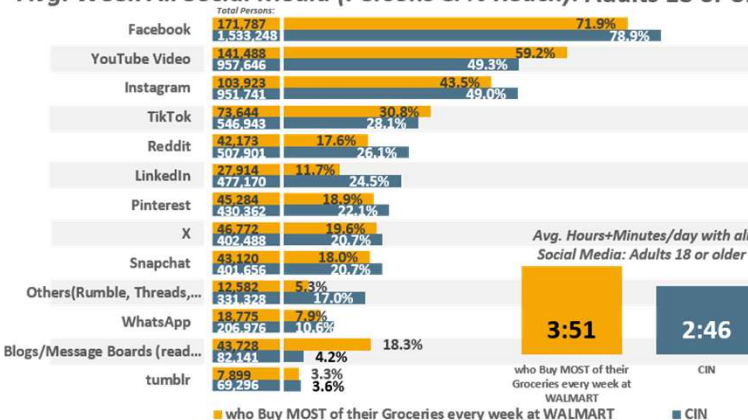
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



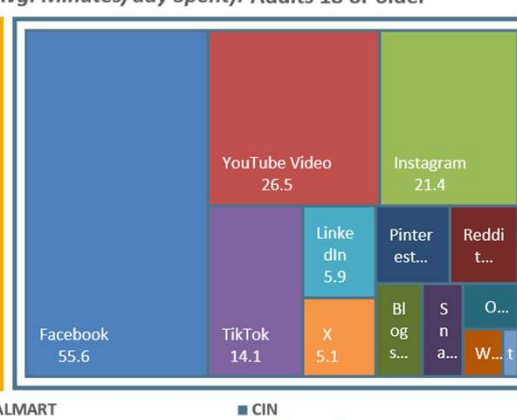
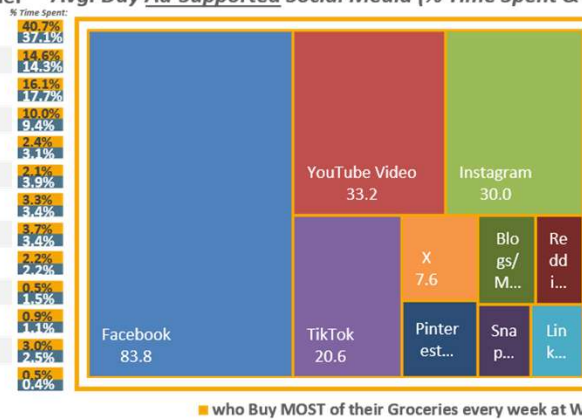
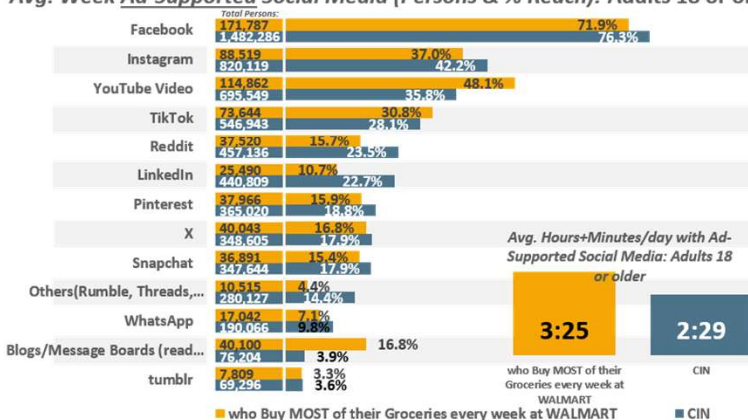


171,787 or 71.9% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART use Ad-Supported Facebook for an average of 83.8 minutes every day representing 40.7% of all time spent daily with Ad-Supported Social Media.

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**



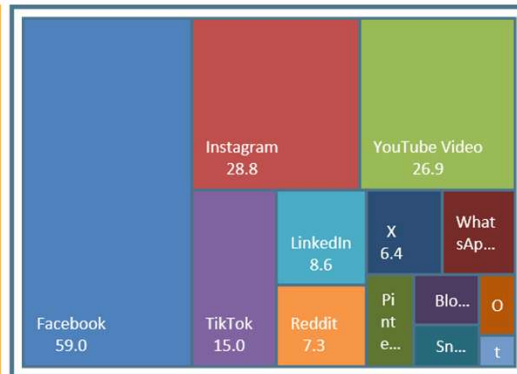
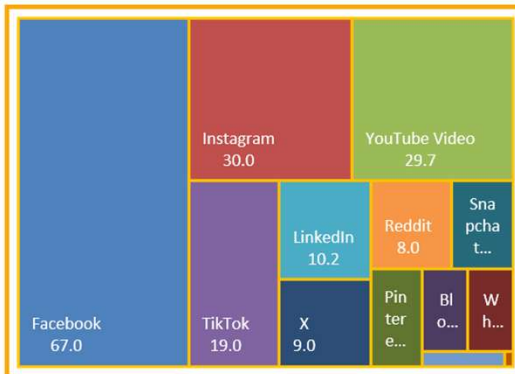
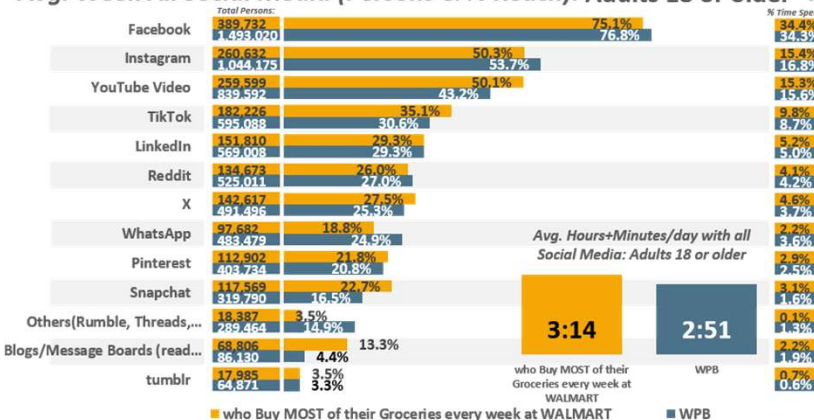
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



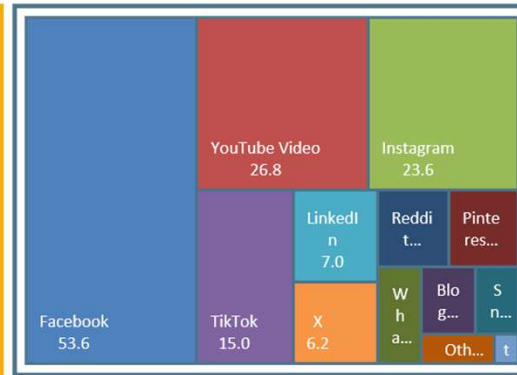
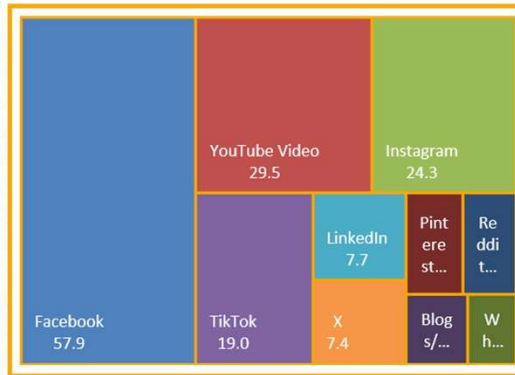
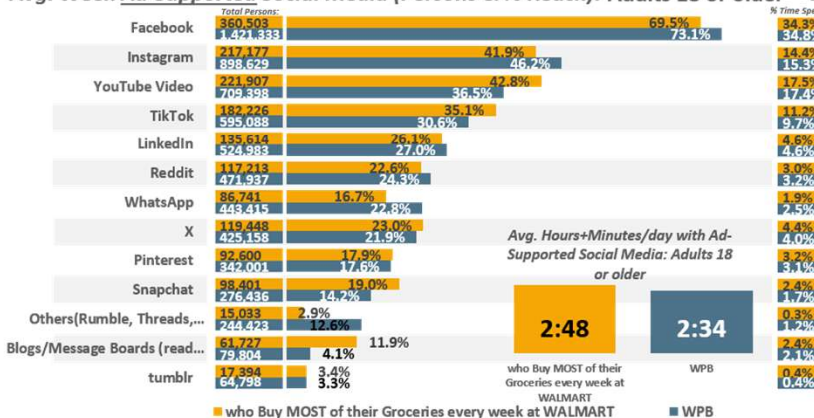


360,503 or 69.5% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART use Ad-Supported Facebook for an average of 57.9 minutes every day representing 34.3% of all time spent daily with Ad-Supported Social Media.

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**



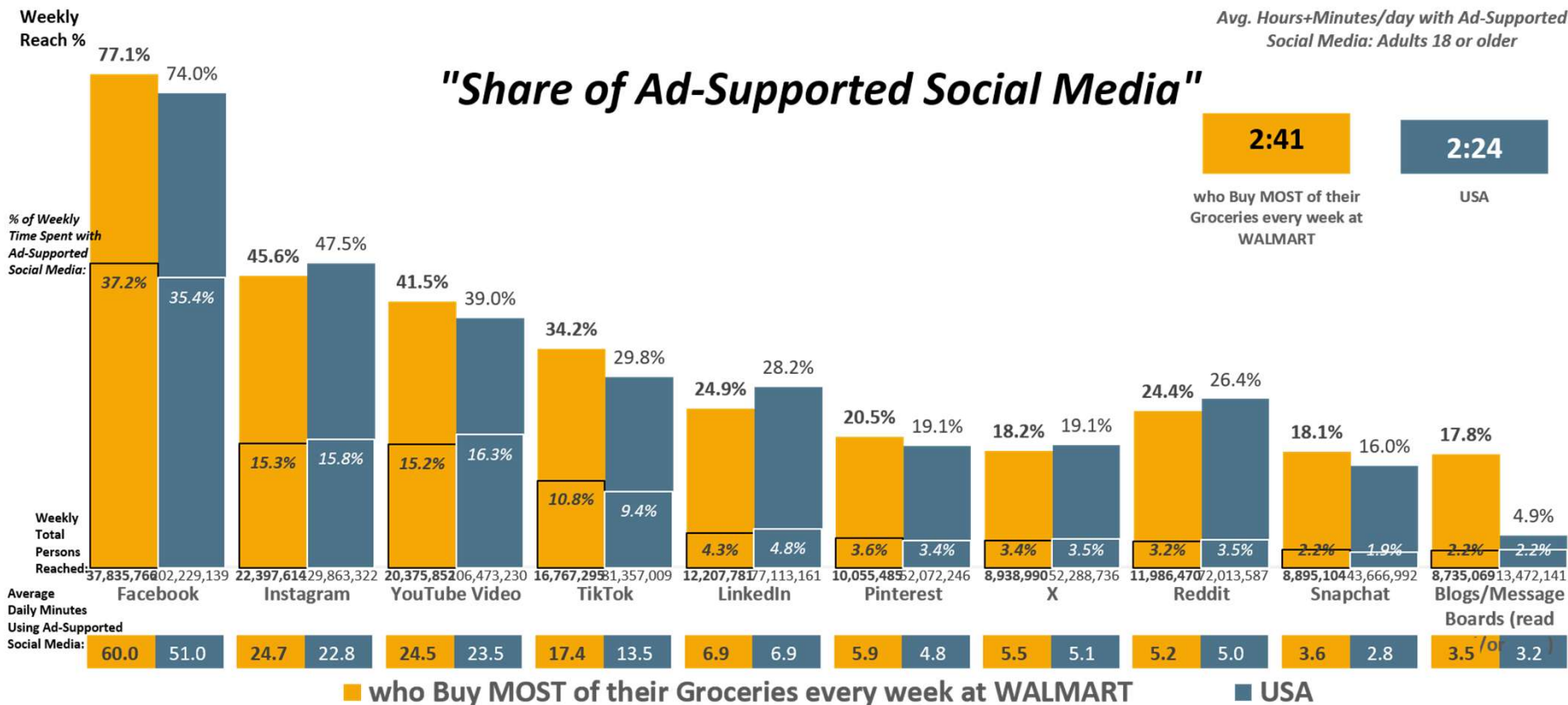
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





37,835,766 or 77.1% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART use Ad-Supported Facebook for an average of 60. minutes every day representing 37.2% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 4,111 Scarborough R1 2026: Jan25-Mar26 USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 24,338
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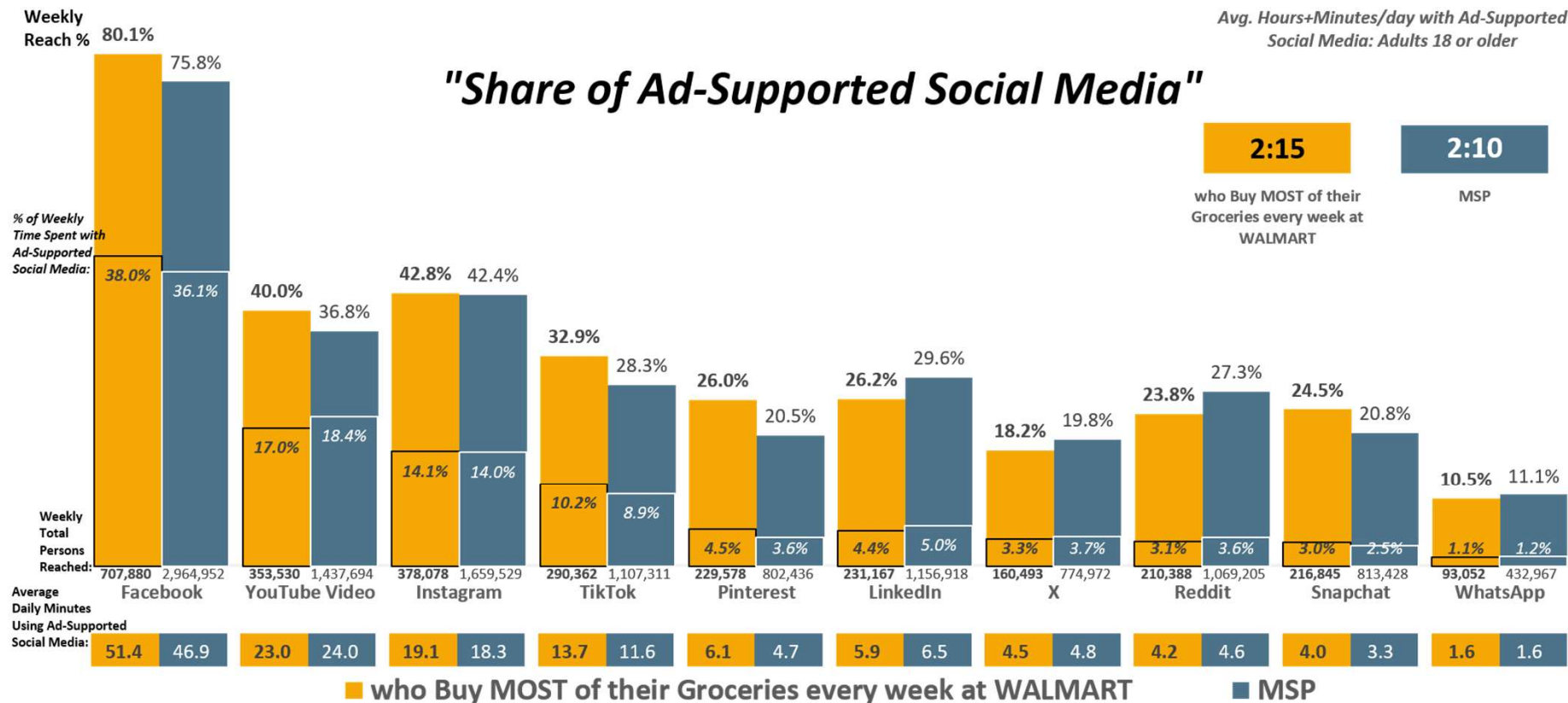
soefa.ai Share of Everything for Anything

(((Grocery stores shopped past 7 days (HHLd): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLd): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLd): Walmart Supercenter OR Grocery stores where most groceries bought (HHLd): Walmart Neighborhood Market)))



707,880 or 80.1% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART use Ad-Supported Facebook for an average of 51.4 minutes every day representing 38.% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 386 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,934
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(((Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)))

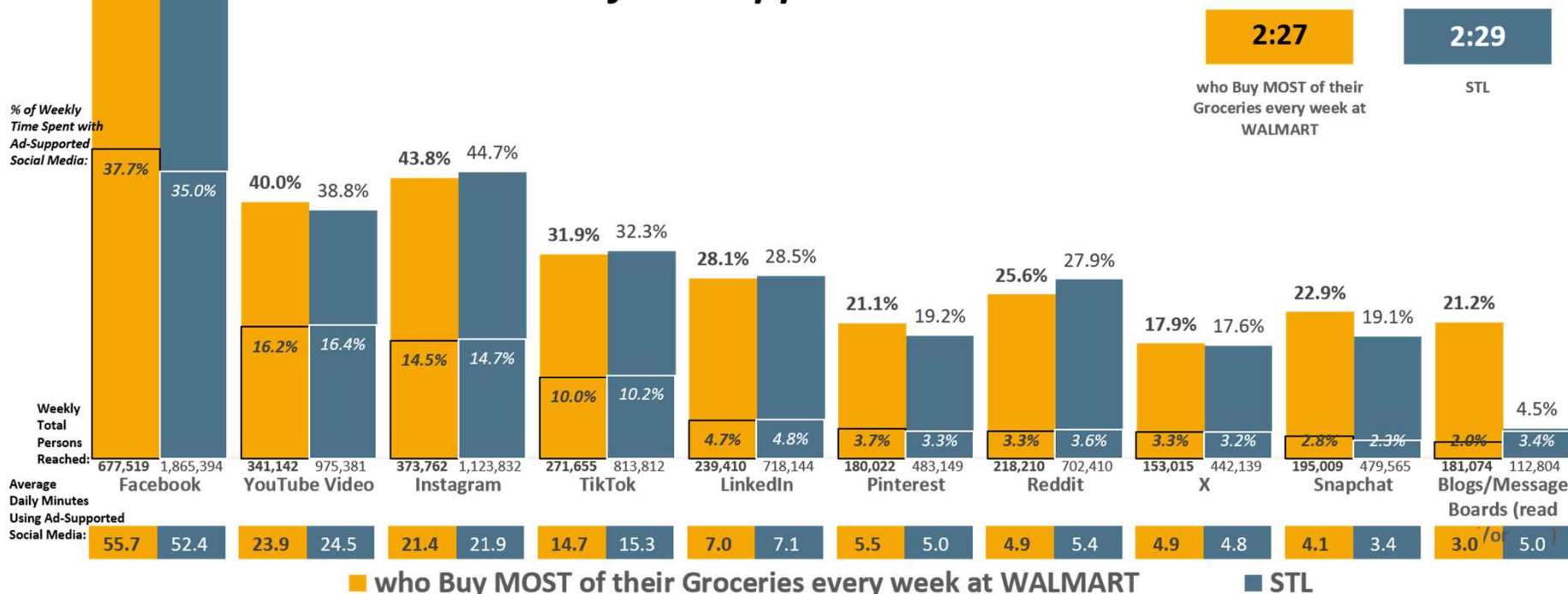


677,519 or 79.4% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART use Ad-Supported Facebook for an average of 55.7 minutes every day representing 37.7% of all time spent daily with Ad-Supported Social Media.

Weekly
Reach % 79.4%

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

"Share of Ad-Supported Social Media"



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 599
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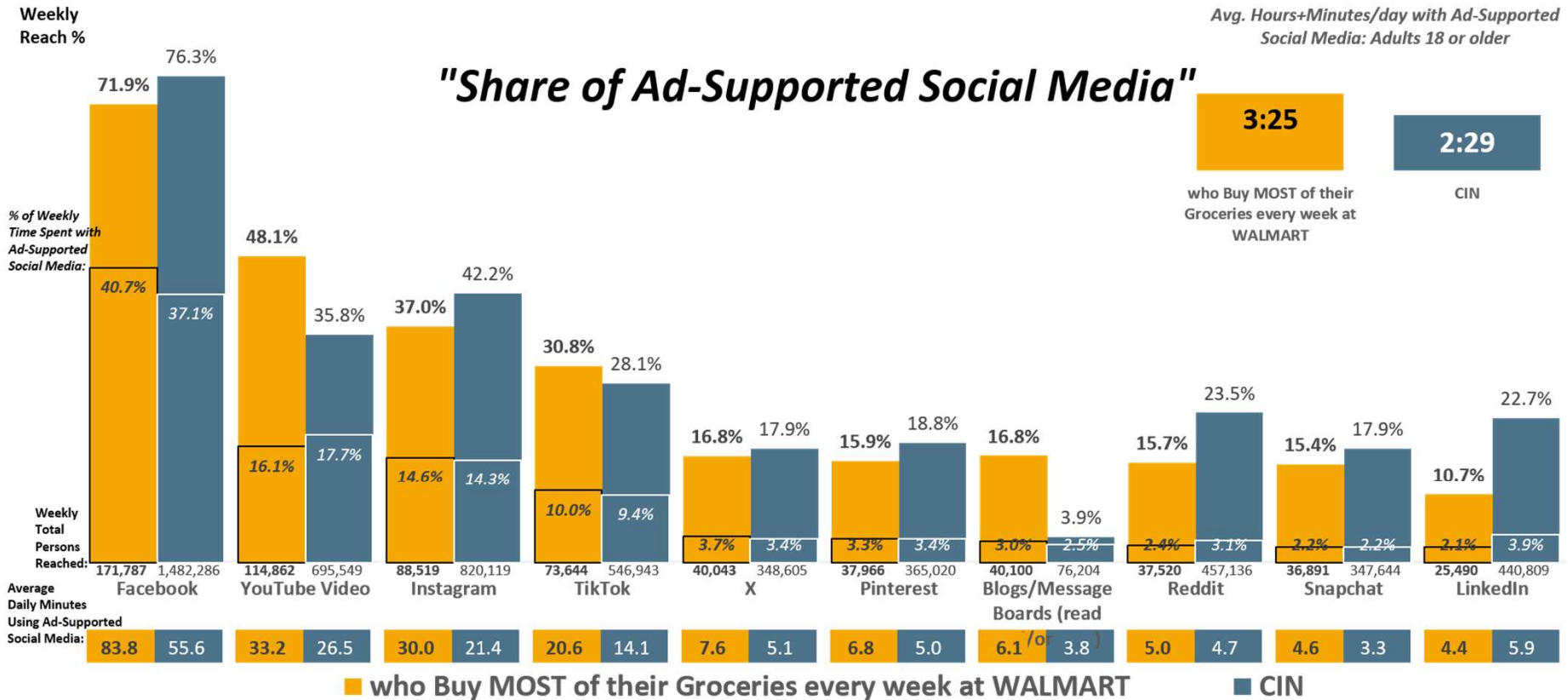
ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,956

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(((Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)))



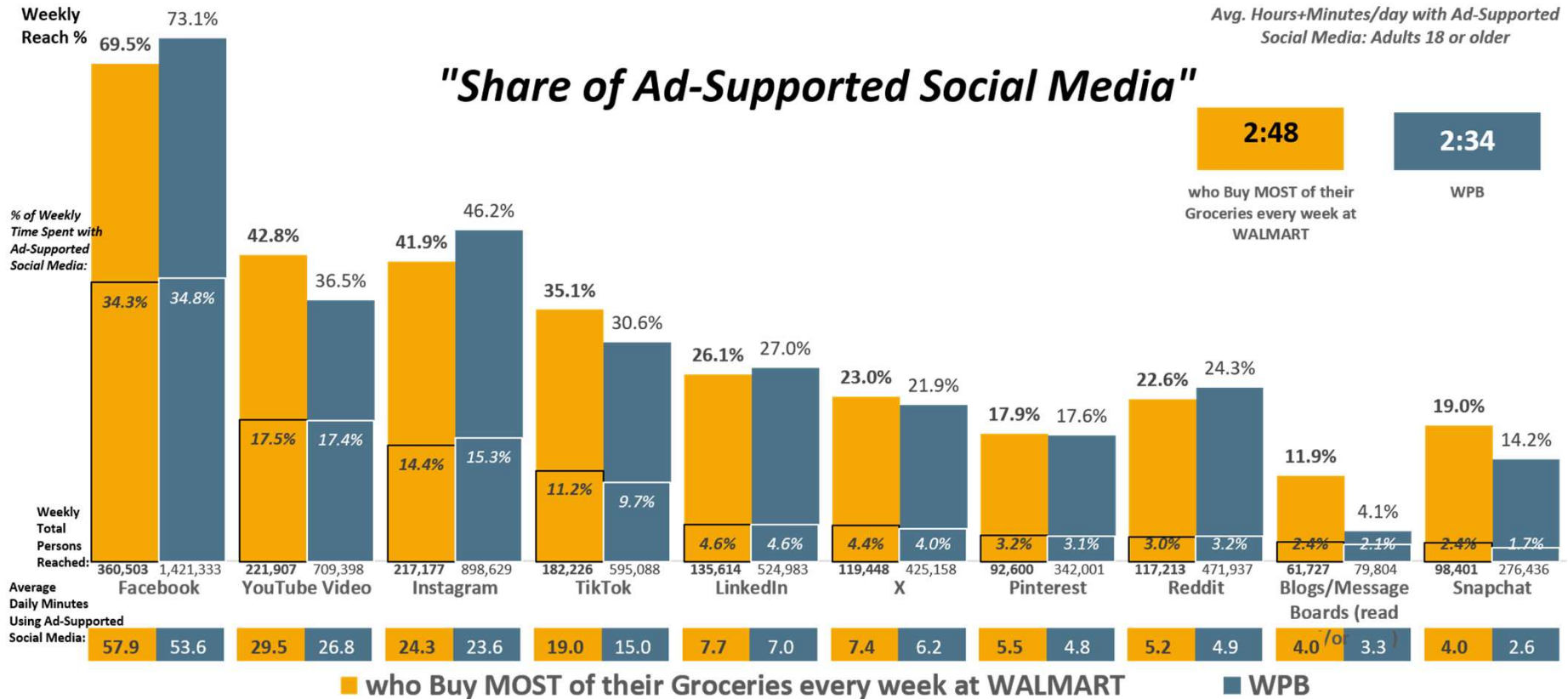
171,787 or 71.9% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART use Ad-Supported Facebook for an average of 83.8 minutes every day representing 40.7% of all time spent daily with Ad-Supported Social Media.





360,503 or 69.5% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART use Ad-Supported Facebook for an average of 57.9 minutes every day representing 34.3% of all time spent daily with Ad-Supported Social Media.

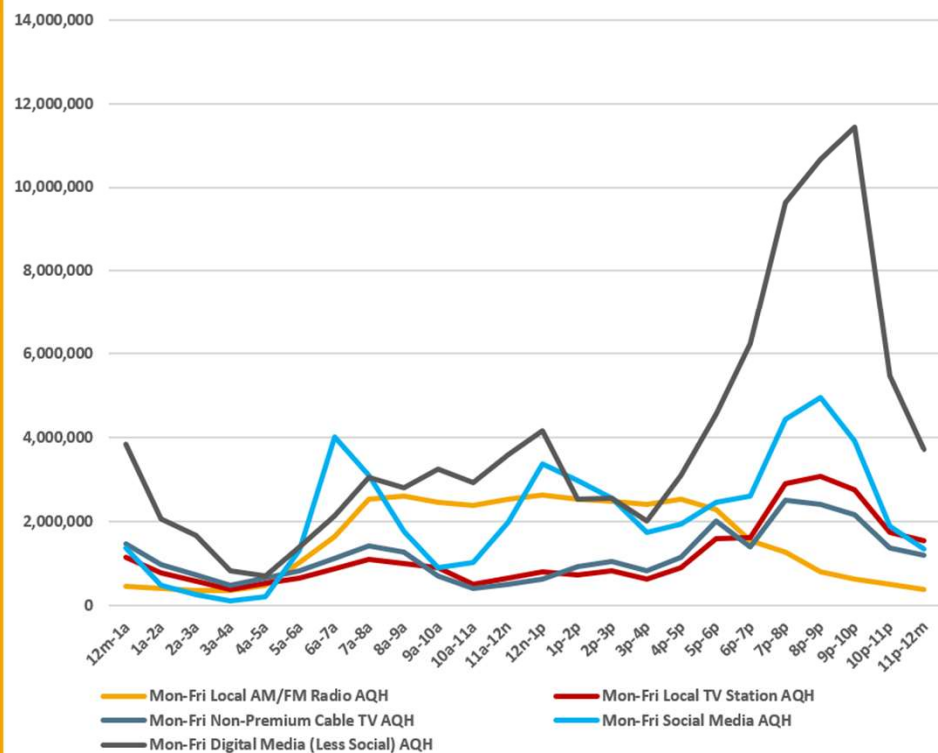
"Share of Ad-Supported Social Media"



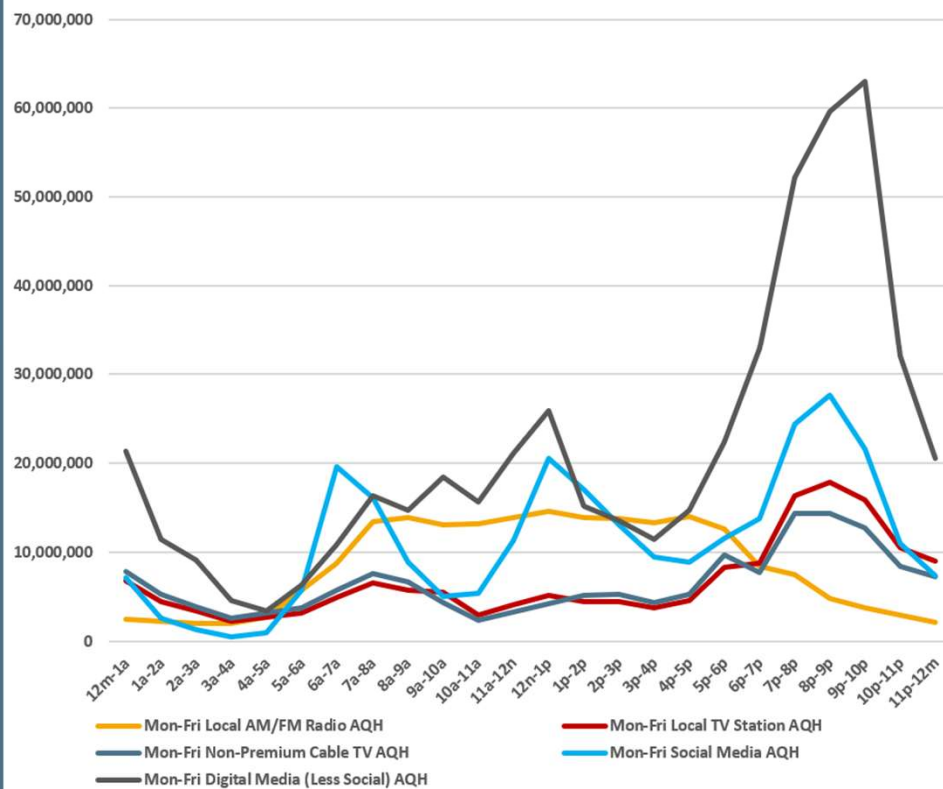


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 3,302,408;
Local Radio: 2,348,022; Social Media: 2,342,242; Non-Prem. Cable: 1,029,482; Local TV:
932,158 reaching Adults 18 or older who Buy MOST of their Groceries ever

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Buy MOST of their Groceries every
week at WALMART



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 4,111
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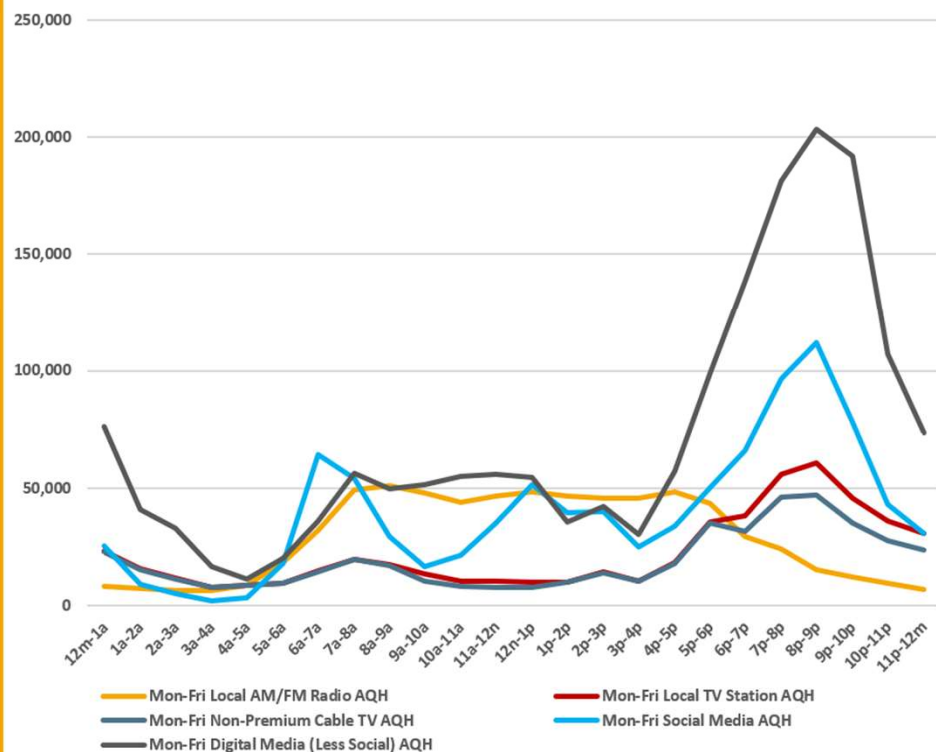
soefa.ai Share of Everything
for Anything ®

[[[Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market] AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)]]

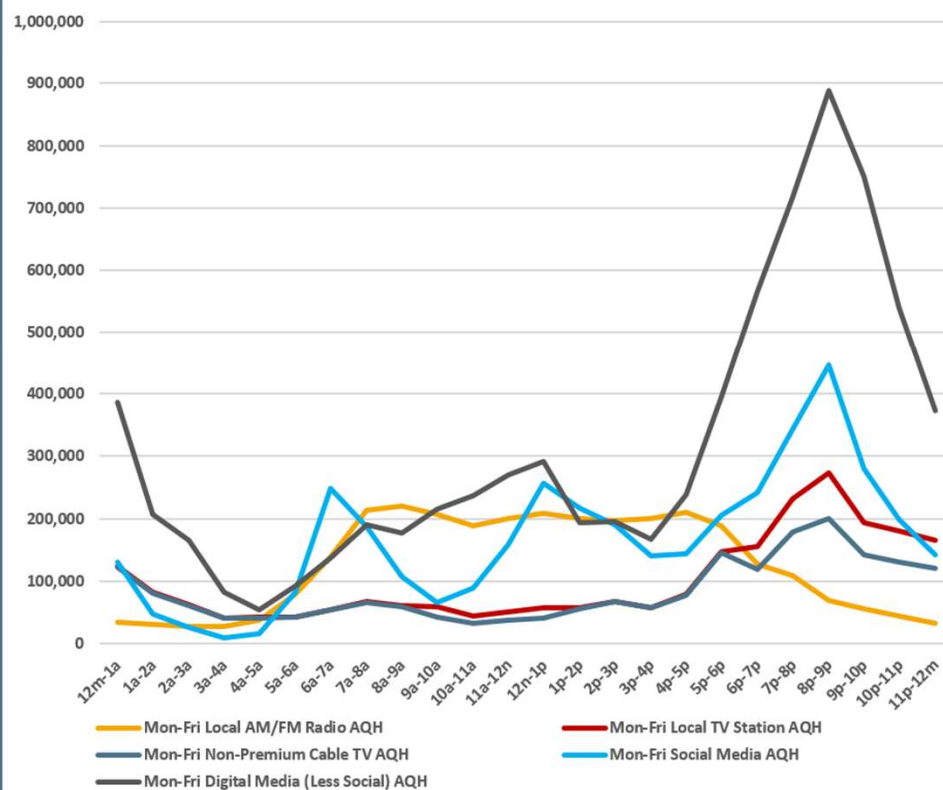


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 58,533; Local Radio: 44,428; Social Media: 40,486; Local TV: 17,129; Non-Prem. Cable: 15,680 reaching Adults 18 or older who Buy MOST of their Groceries every week at WAL

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Buy MOST of their Groceries every
week at WALMART**



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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 386
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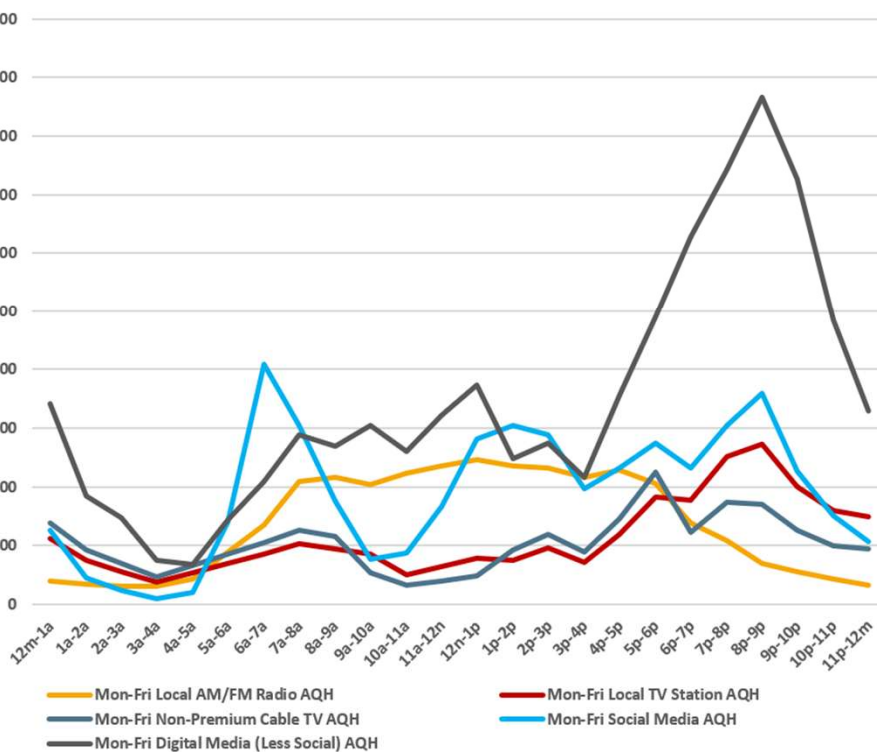
soefa.ai Share of Everything
for Anything ®

[[[Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market] AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)]]

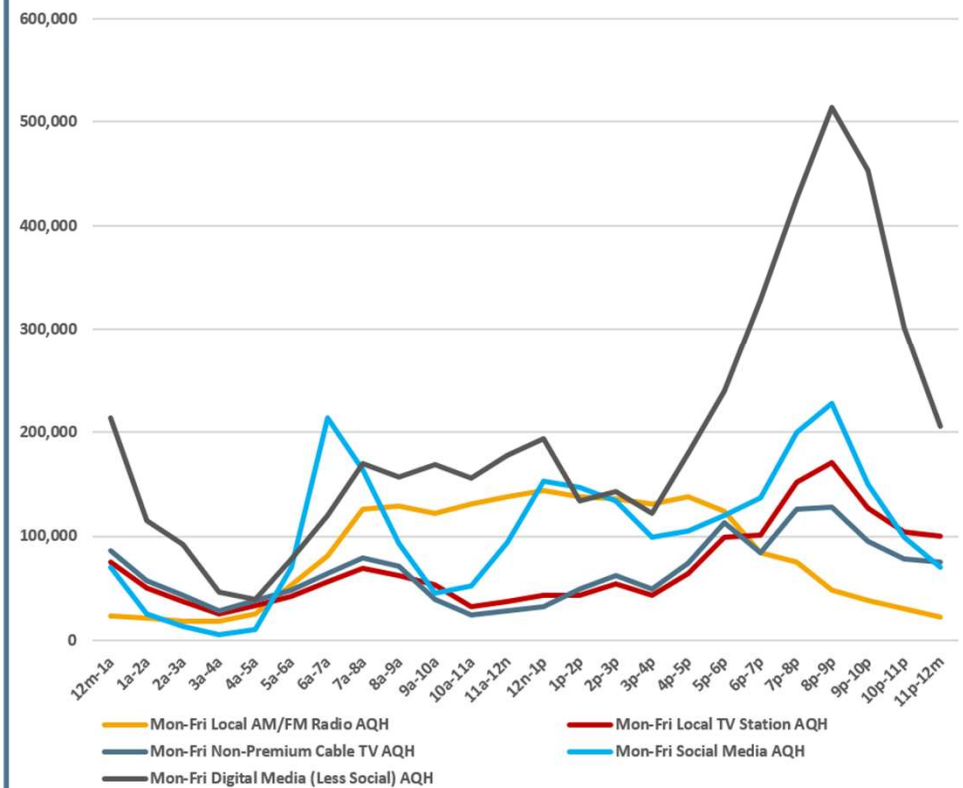


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 65,221; Social Media: 46,563; Local Radio: 41,921; Non-Prem. Cable: 20,199; Local TV: 19,748 reaching Adults 18 or older who Buy MOST of their Groceries every week at WAL

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Buy MOST of their Groceries every
week at WALMART**



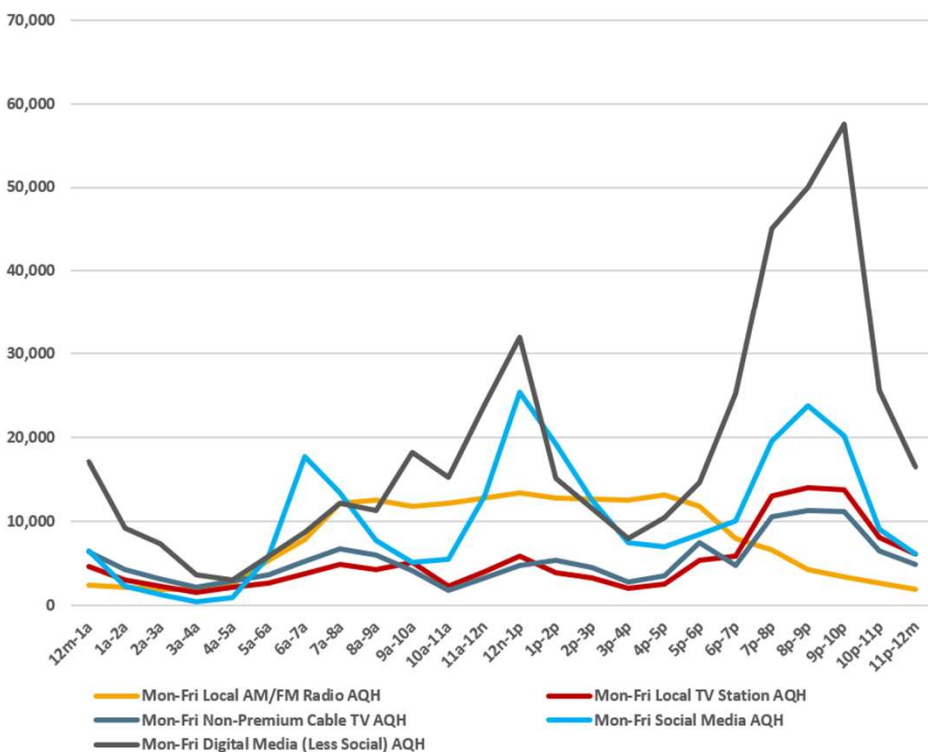
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
STL Metro Area Adults 18 or older**



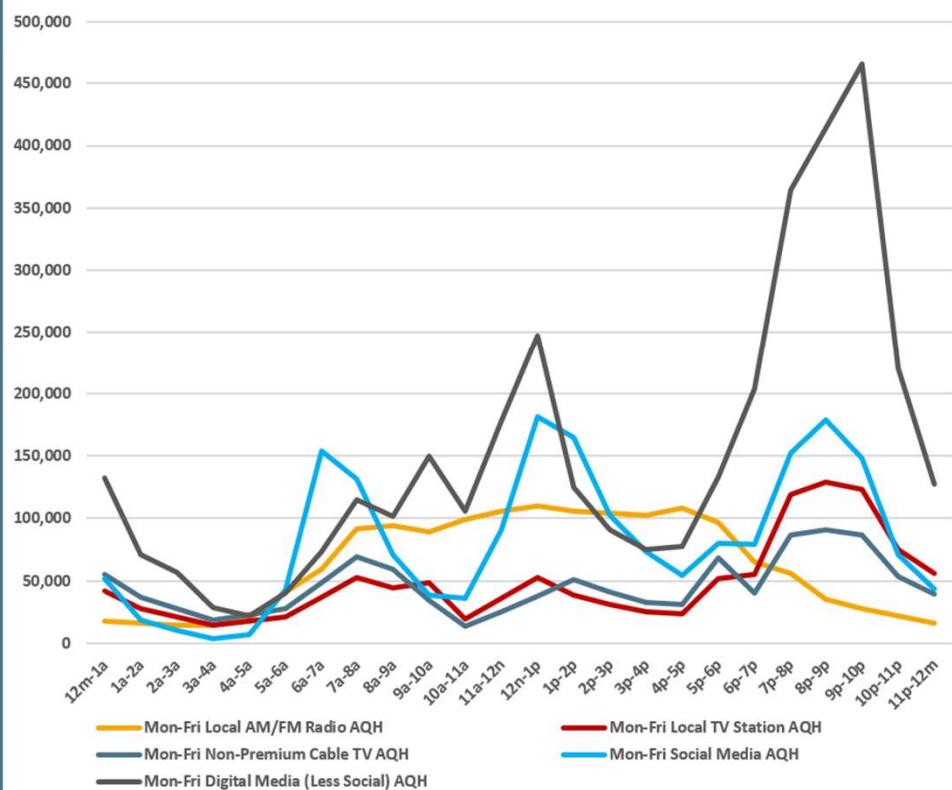


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 15,884;
Local Radio: 11,818; Social Media: 11,728; Non-Prem. Cable: 4,611; Local TV: 4,069
reaching Adults 18 or older who Buy MOST of their Groceries every week at WALMA

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Buy MOST of their Groceries every
week at WALMART



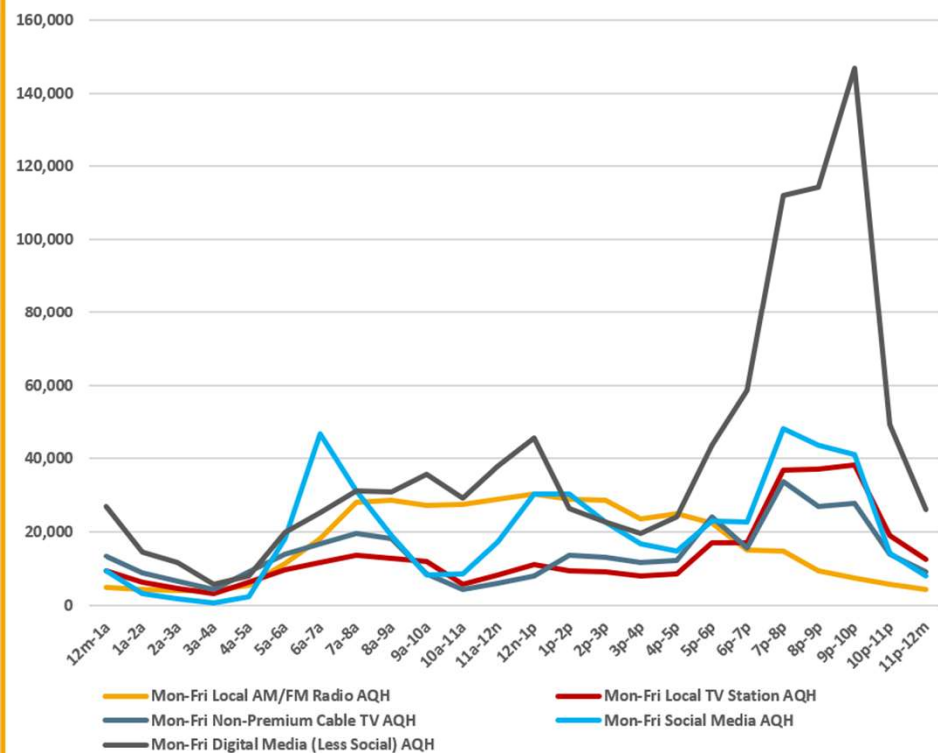
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CIN Metro Area Adults 18 or older



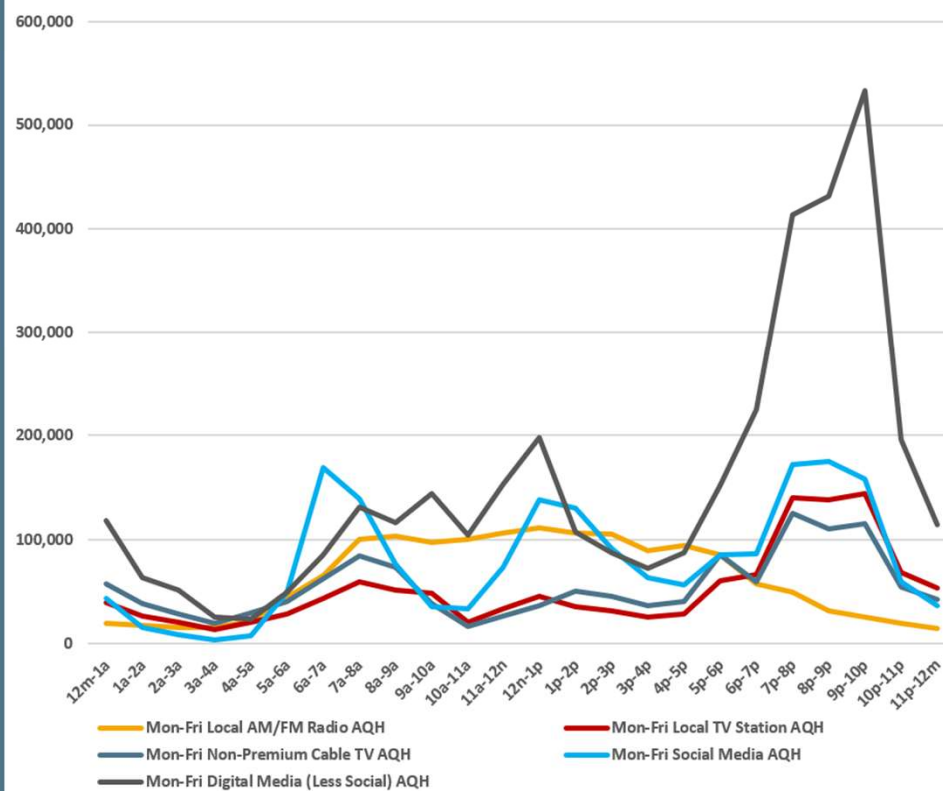


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 33,184; Local Radio: 25,574; Social Media: 22,481; Non-Prem. Cable: 13,278; Local TV: 11,160 reaching Adults 18 or older who Buy MOST of their Groceries every week at WAL

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Buy MOST of their Groceries every
week at WALMART**



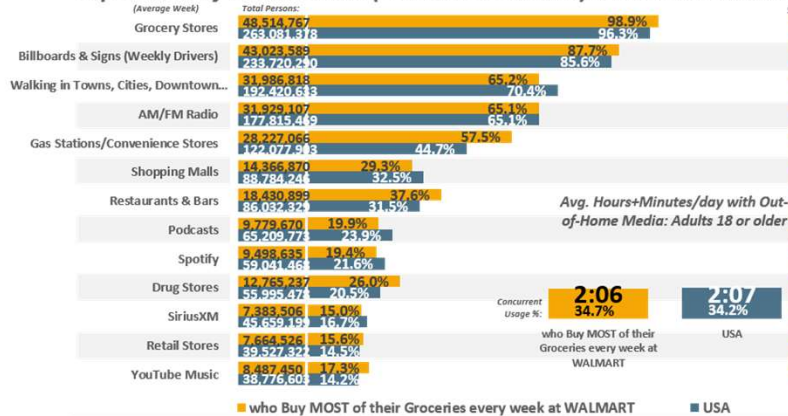
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WPB Metro Area Adults 18 or older**



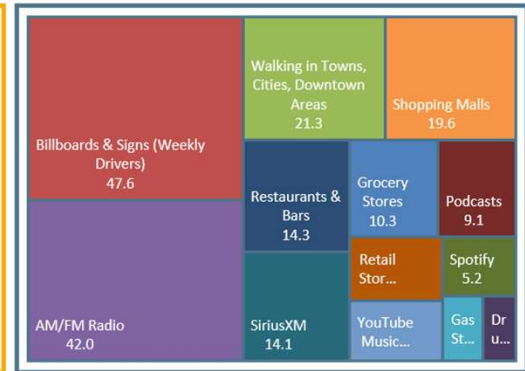
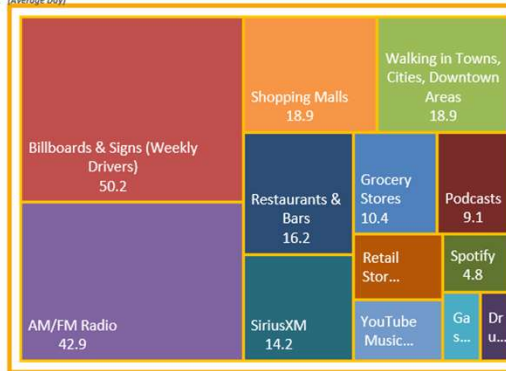


43,023,589 or 87.7% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART spend an average of 50.2 minutes per day driving, seeing Billboards and Signs. 63.3% Listen to Local Radio Stations Out-of-Home for an average of 41. minutes/d

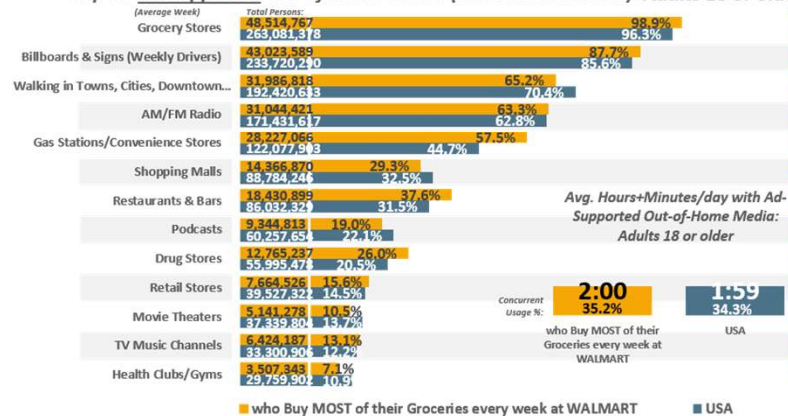
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



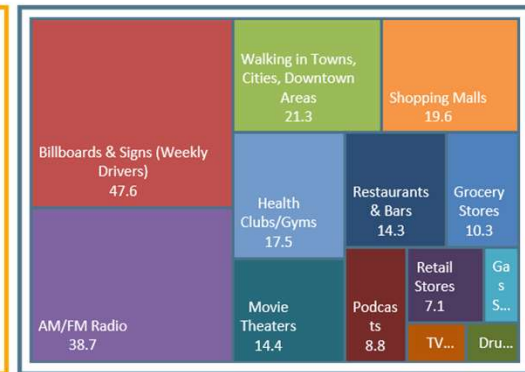
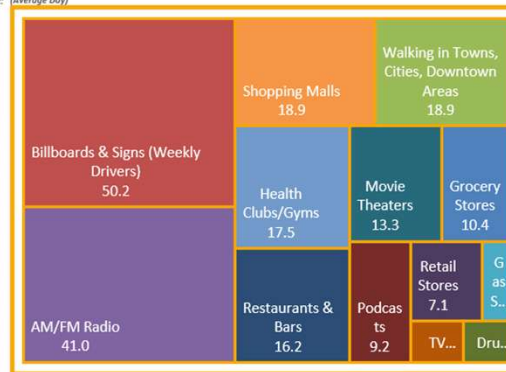
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2026: Jan25-Mar26 Qual Intab 4,111
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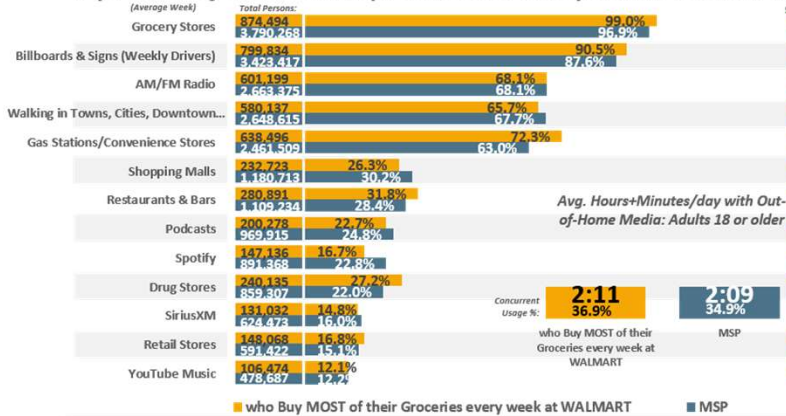
soefa.ai Share of Everything for Anything

(((Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)))

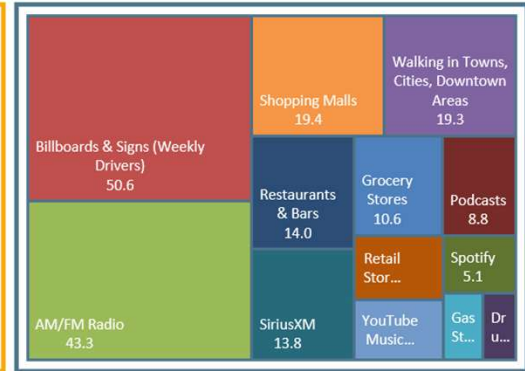
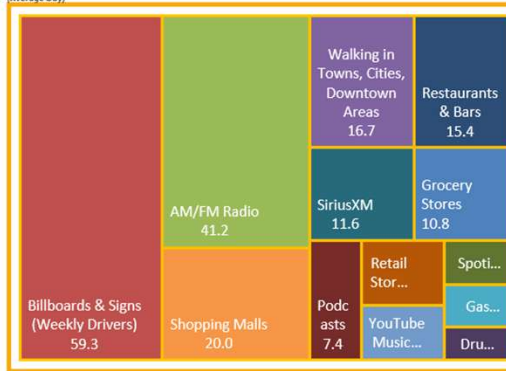


799,834 or 90.5% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART spend an average of 59.3 minutes per day driving, seeing Billboards and Signs. 66.3% Listen to Local Radio Stations Out-of-Home for an average of 40.3 minutes/day

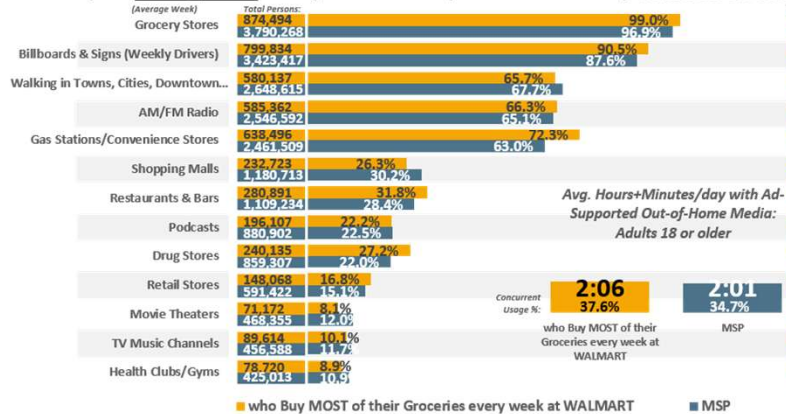
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



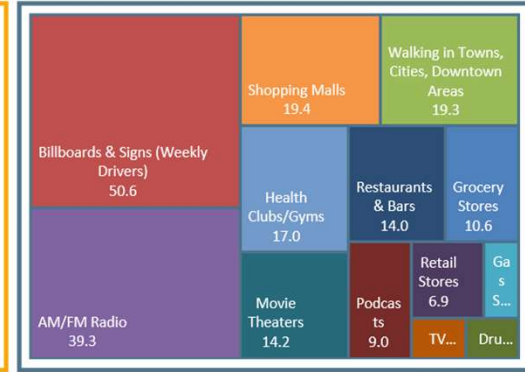
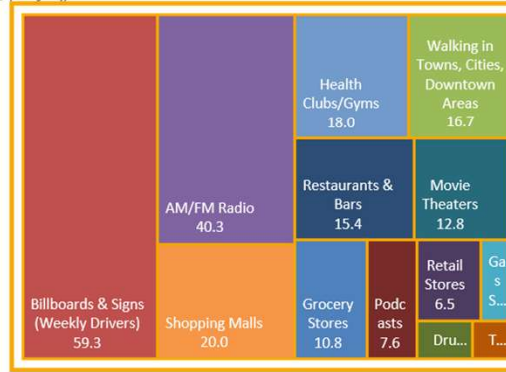
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 386
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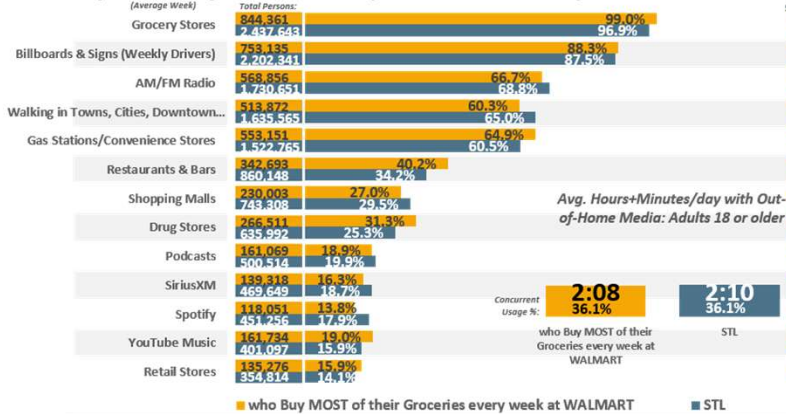
soefa.ai Share of Everything for Anything

(((Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)))

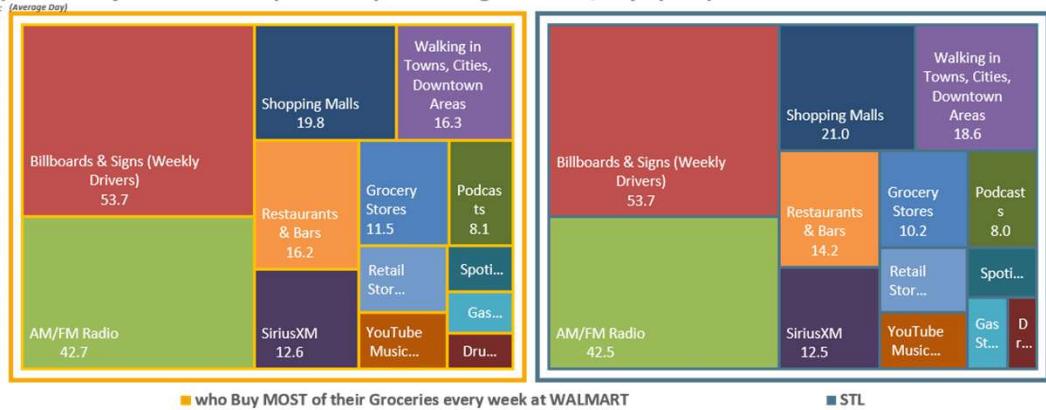


753,135 or 88.3% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART spend an average of 53.7 minutes per day driving, seeing Billboards and Signs. 64.7% Listen to Local Radio Stations Out-of-Home for an average of 41.2 minutes/day

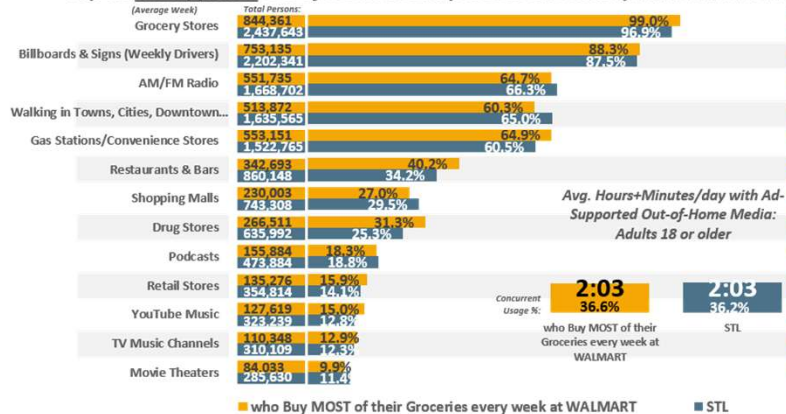
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



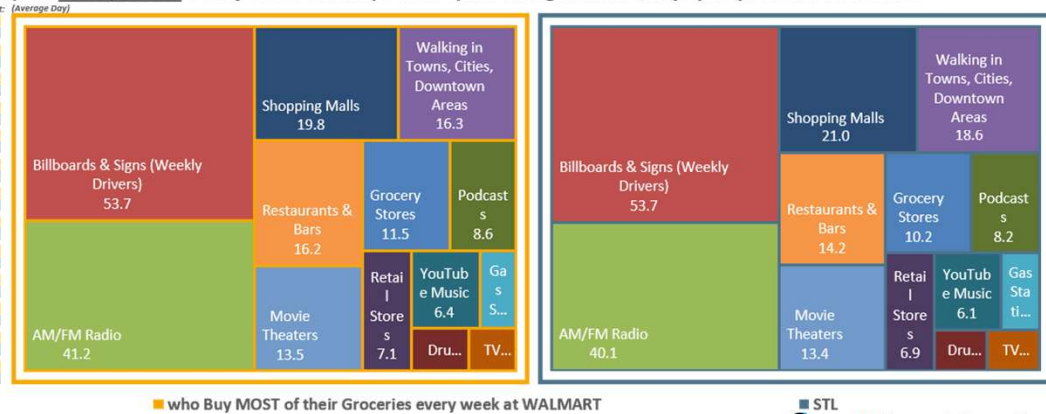
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 599
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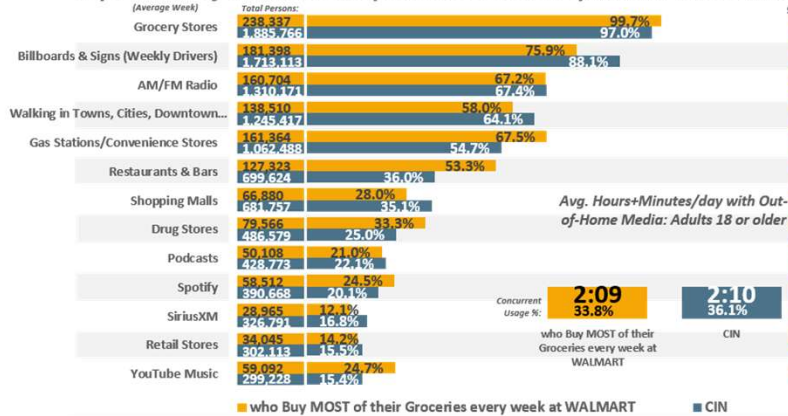
soefa.ai Share of Everything for Anything

(((Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)))

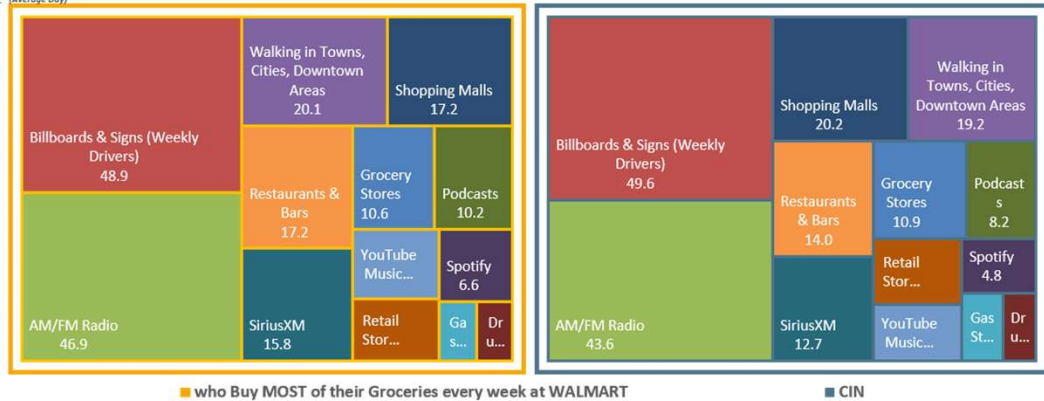


181,398 or 75.9% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART spend an average of 48.9 minutes per day driving, seeing Billboards and Signs. 65.9% Listen to Local Radio Stations Out-of-Home for an average of 44.3 minutes/day

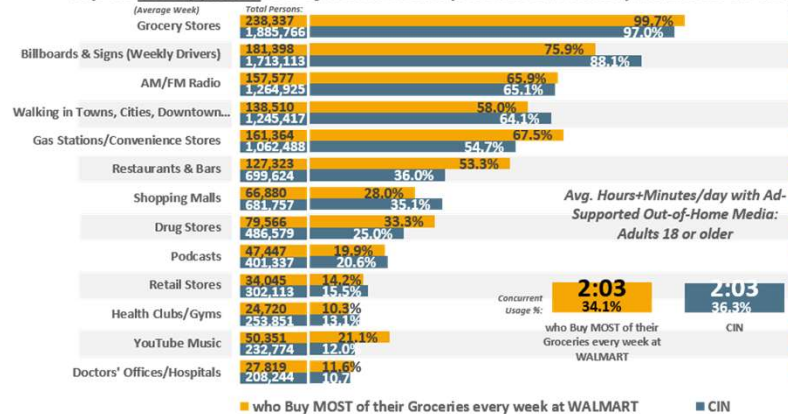
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



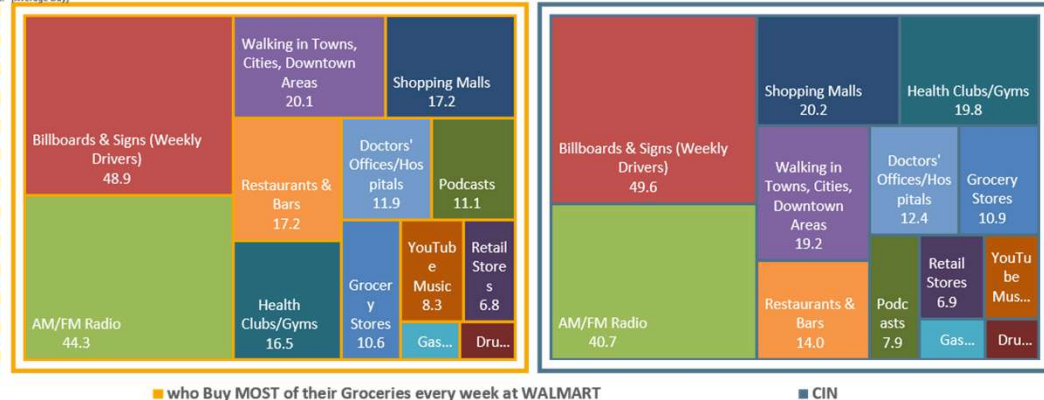
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 227
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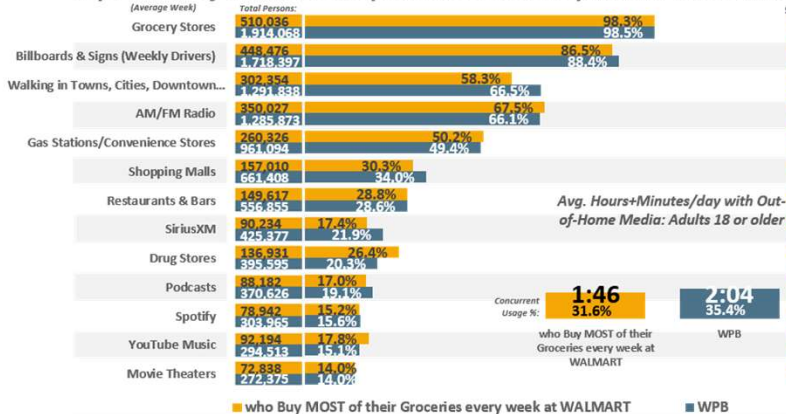
soefa.ai Share of Everything for Anything

(((Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)))

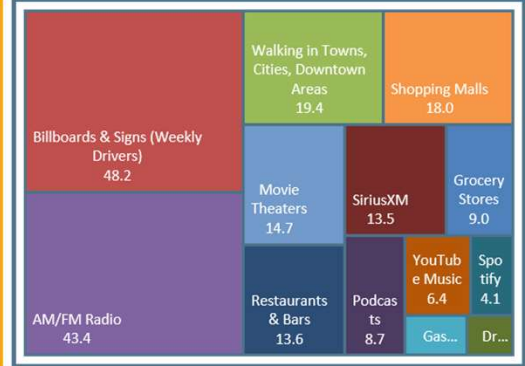
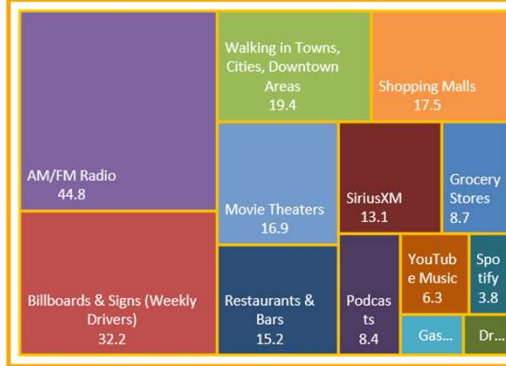


448,476 or 86.5% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART spend an average of 32.2 minutes per day driving, seeing Billboards and Signs. 65.8% Listen to Local Radio Stations Out-of-Home for an average of 43.2 minutes/day

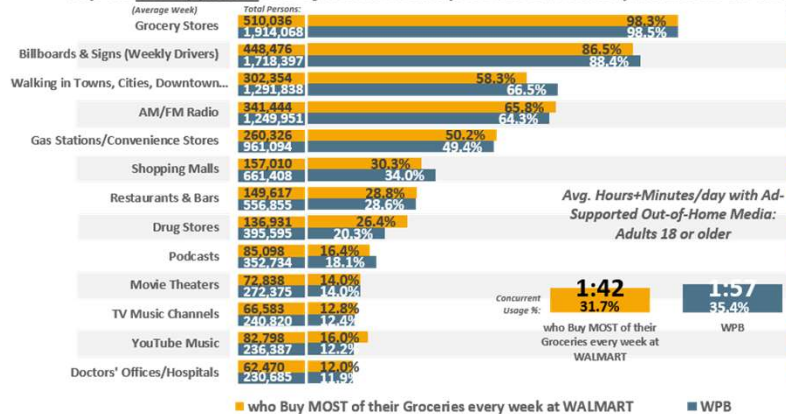
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



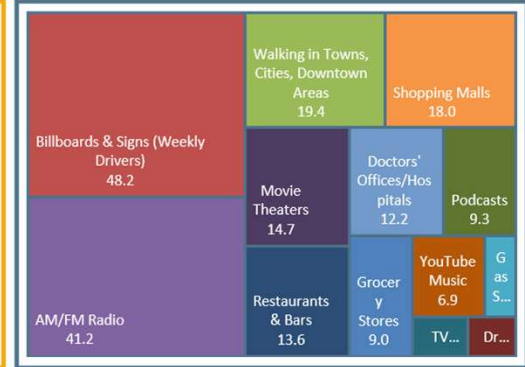
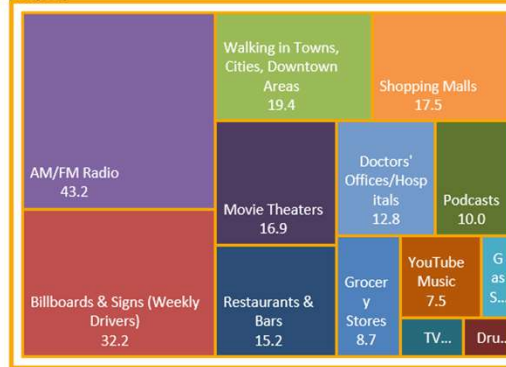
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 668
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(((Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)))

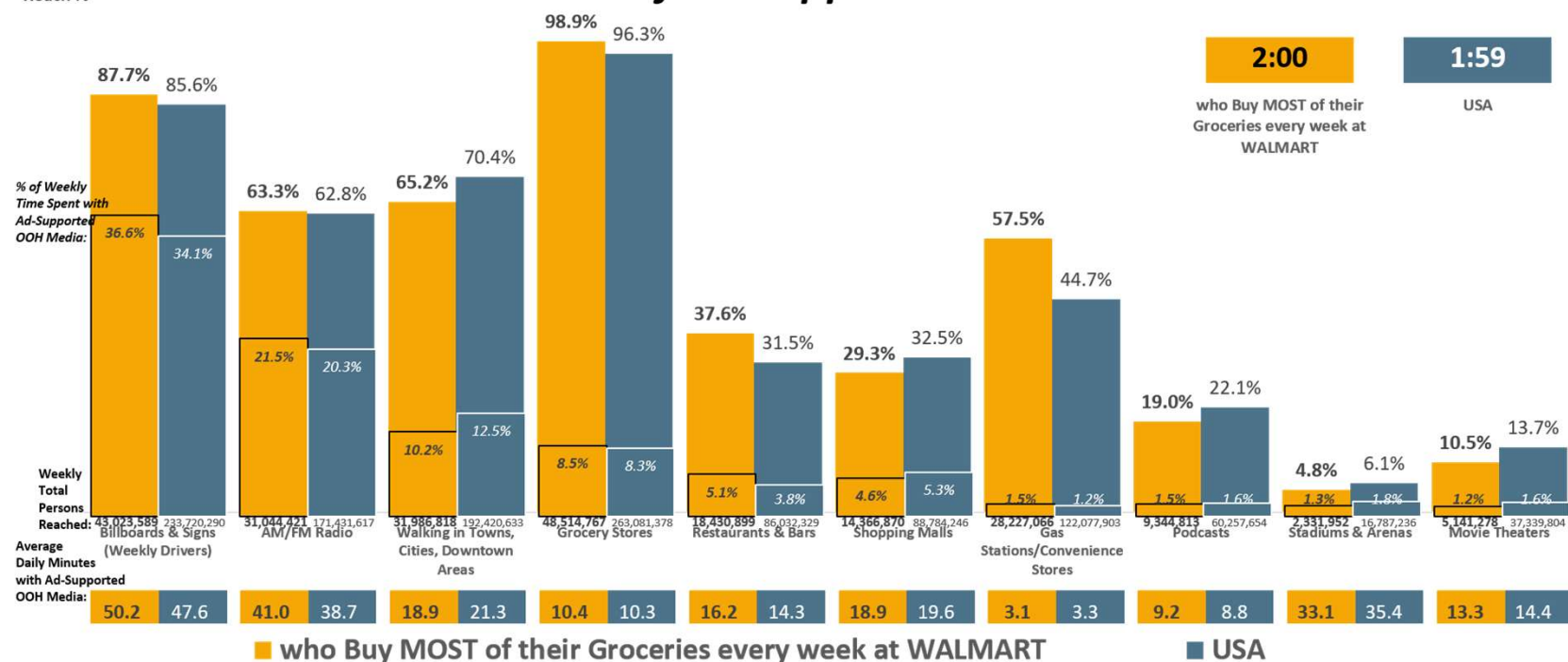


43,023,589 or 87.7% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART spend an average of 50.2 minutes per day driving, seeing Billboards and Signs representing 36.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 4,111 Scarborough R1 2026: Jan25-Mar26 USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 24,338

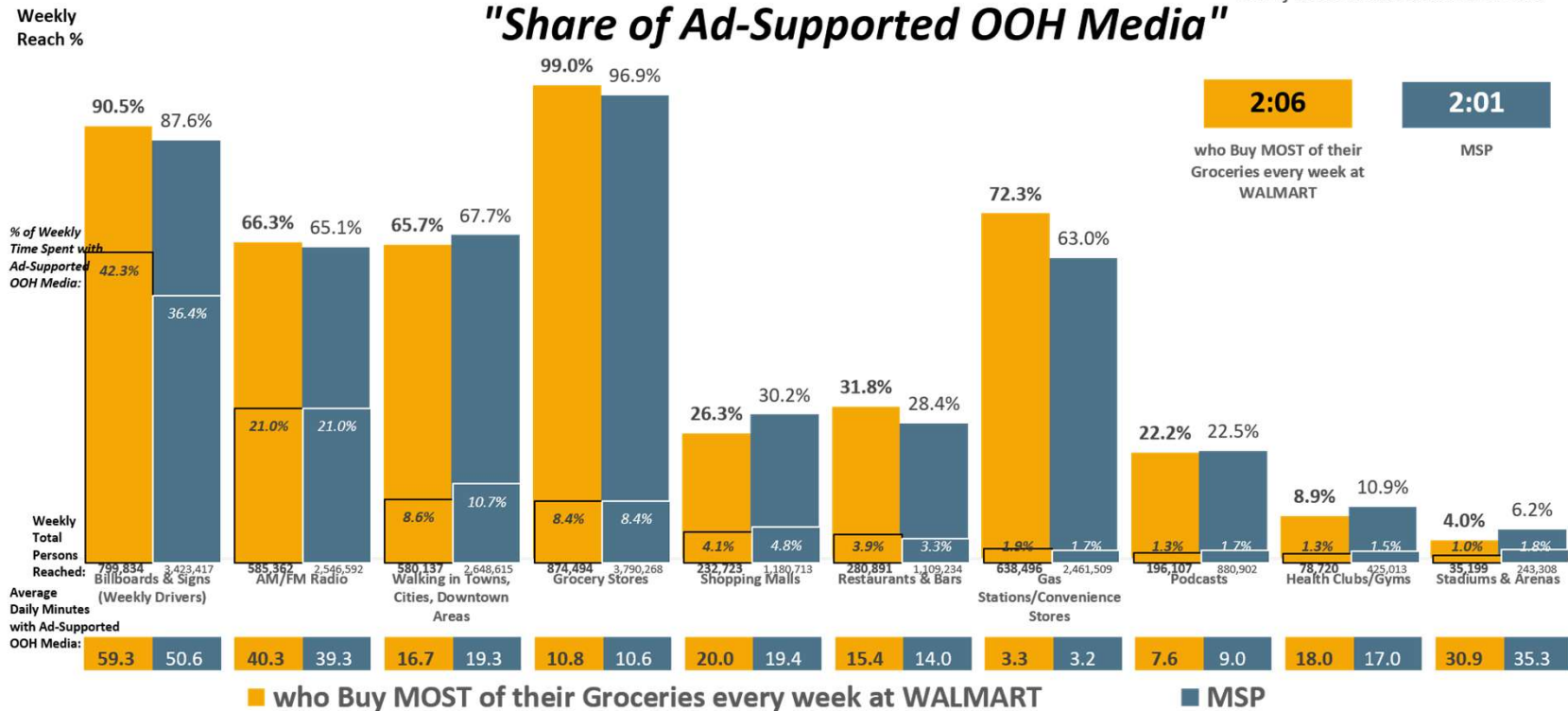
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[[[Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market] AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)]]



799,834 or 90.5% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART spend an average of 59.3 minutes per day driving, seeing Billboards and Signs representing 42.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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



2:06

who Buy MOST of their Groceries every week at WALMART

2:01

MSP

MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 386 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,934

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(((Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)))

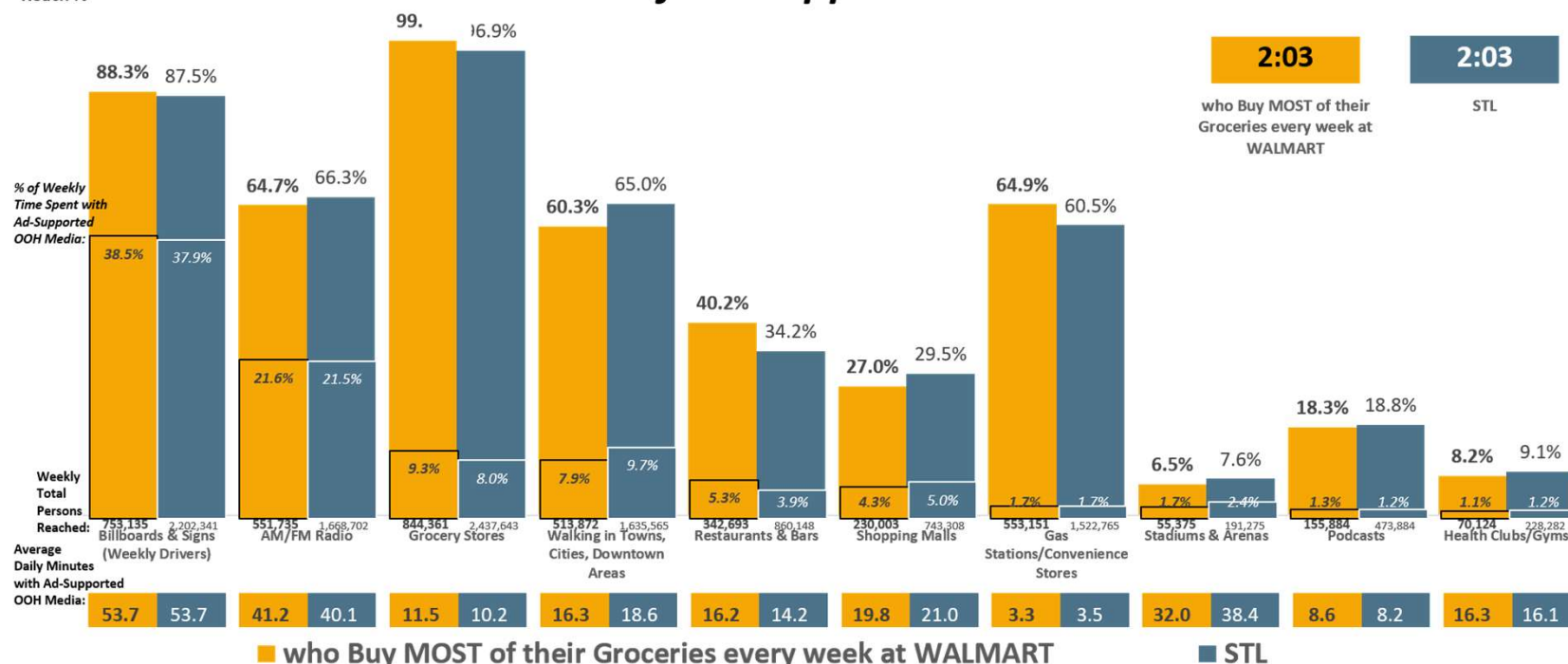


753,135 or 88.3% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART spend an average of 53.7 minutes per day driving, seeing Billboards and Signs representing 38.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 599
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ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,956

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(((Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)))

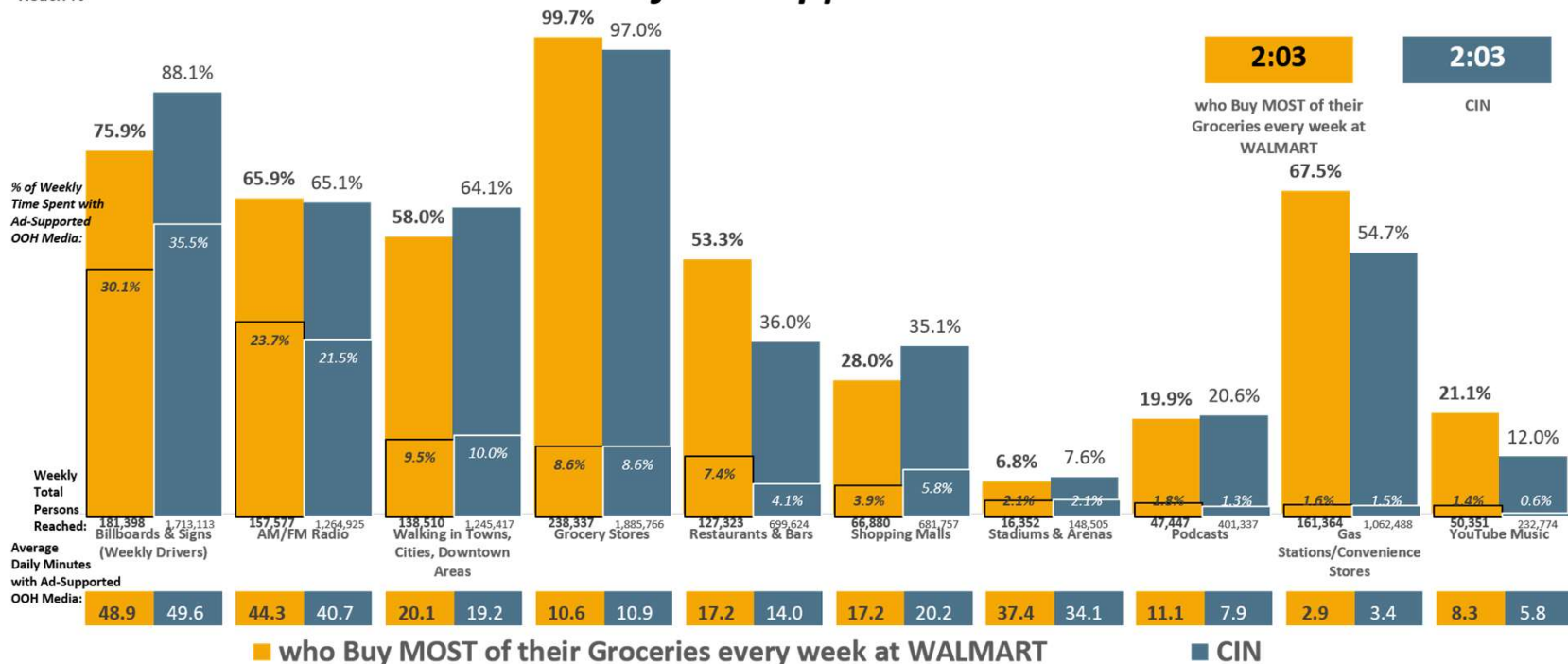


181,398 or 75.9% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART spend an average of 48.9 minutes per day driving, seeing Billboards and Signs representing 30.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 227
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CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,900

soefa.ai Share of Everything for Anything

(((Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)))

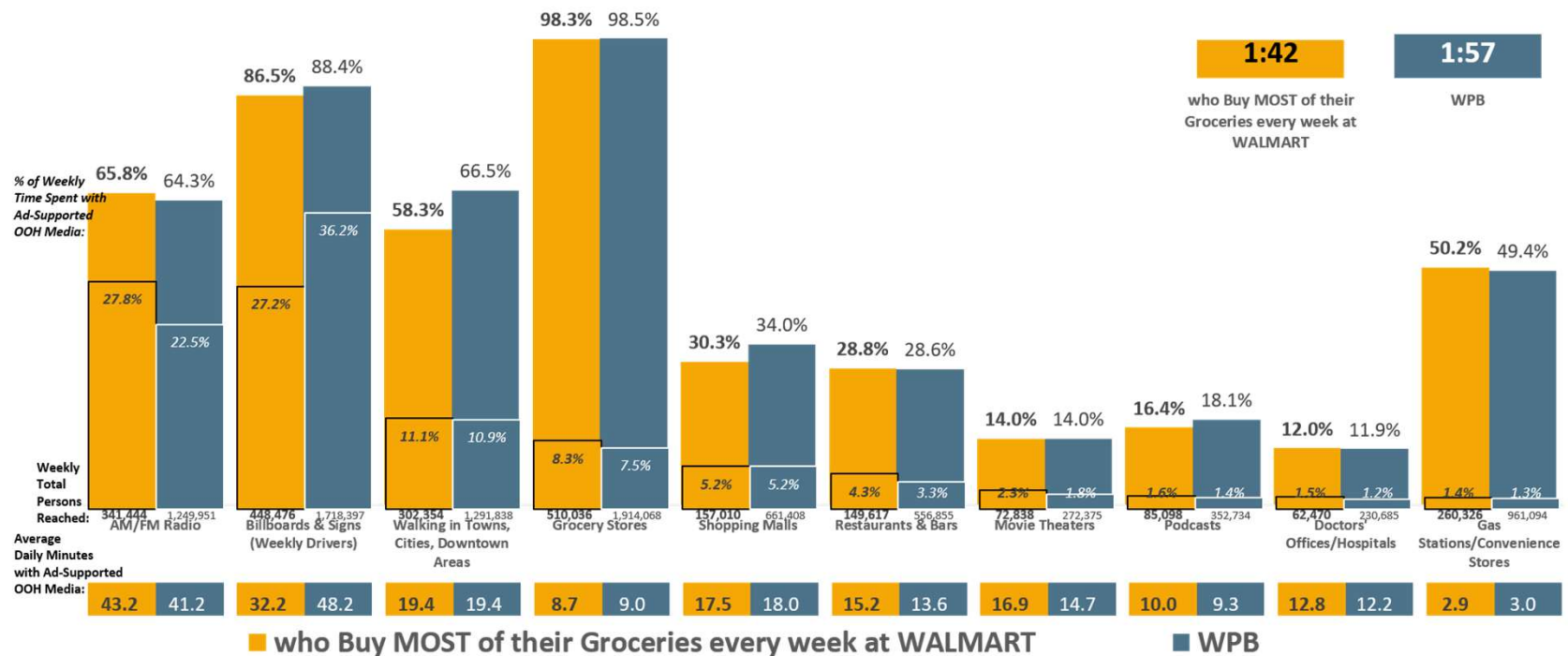


448,476 or 86.5% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART spend an average of 32.2 minutes per day driving, seeing Billboards and Signs representing 27.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



1:42

who Buy MOST of their Groceries every week at WALMART

1:57

WPB

WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 668 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551
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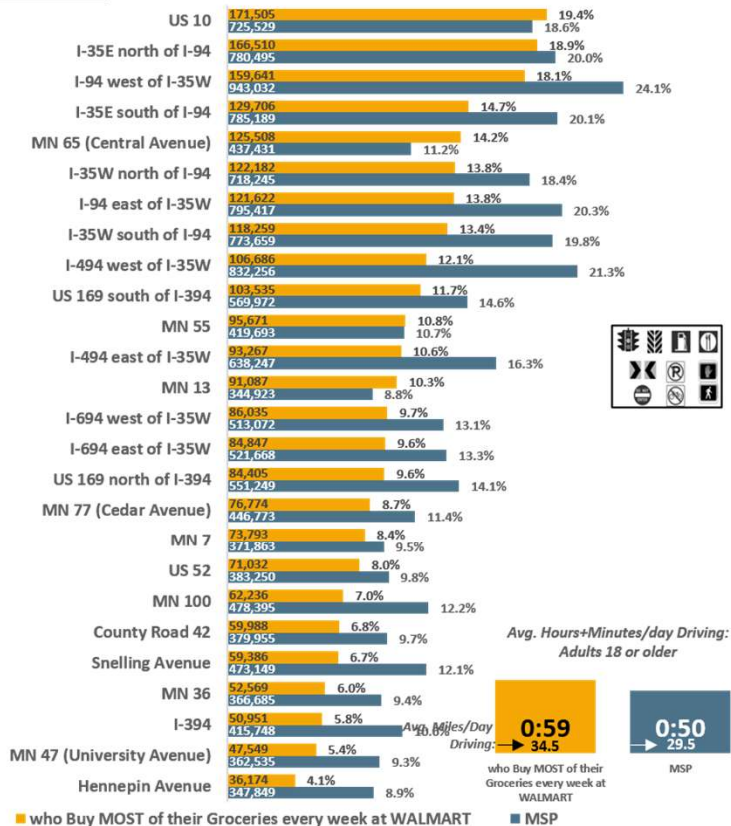
soefa.ai Share of Everything for Anything

(((Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)))

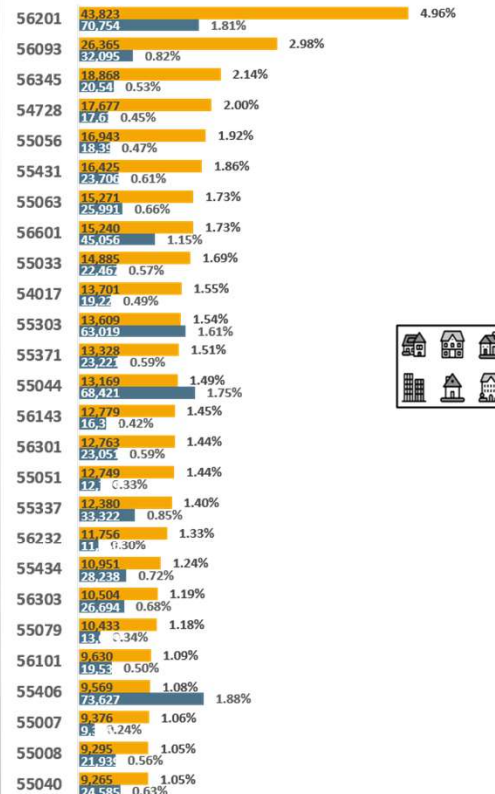


799,834 or 90.5% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART spend an average of 59.3 minutes per day driving an average of 34.5 miles each day and are 27.7% more likely to use MN 65 (Central Avenue) than the Metro average.

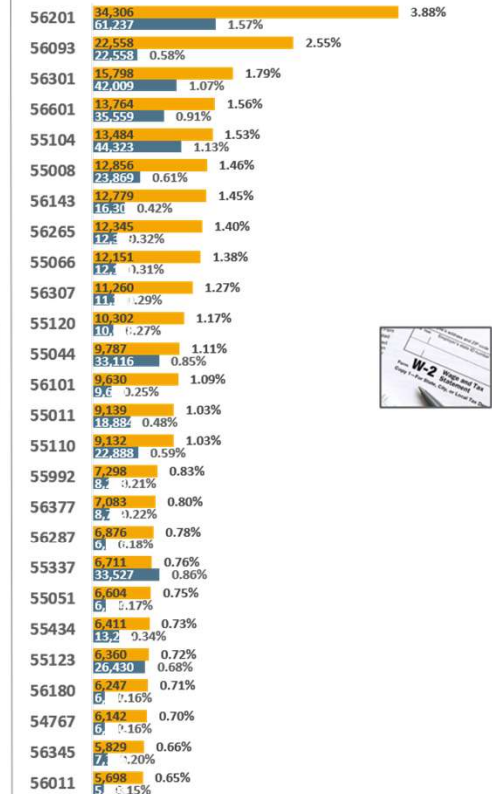
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



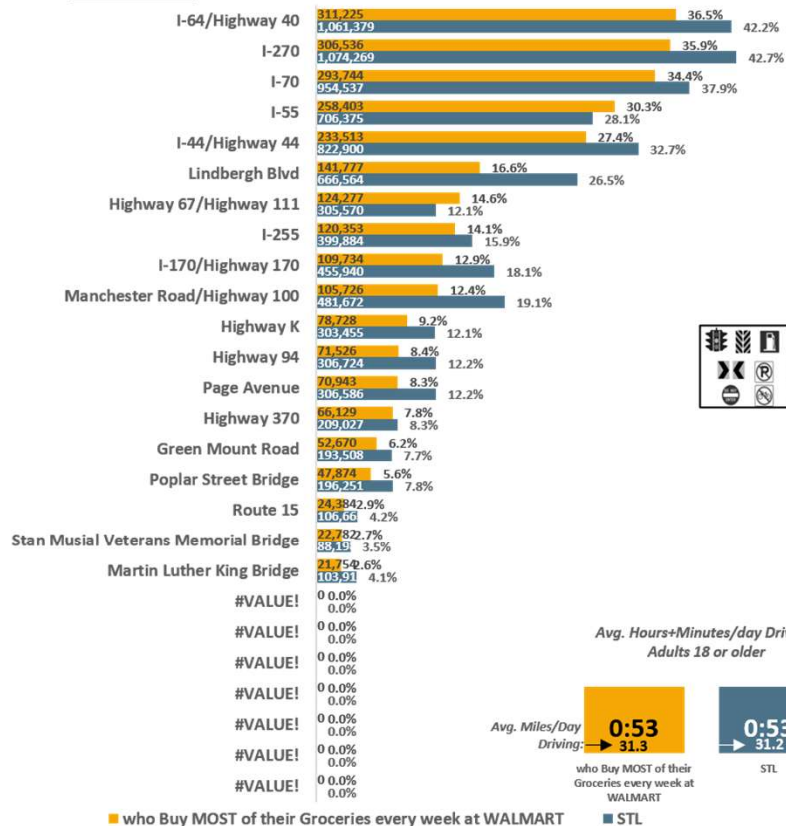
Top-26 Employment Zip Codes: Adults 18 or older



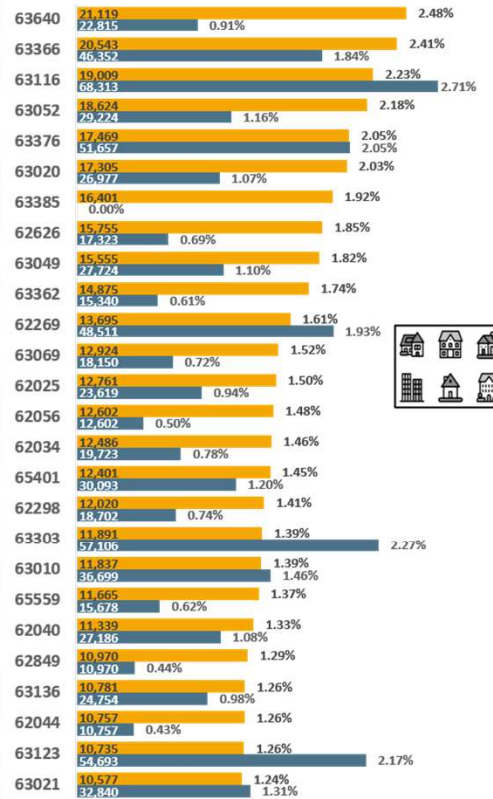


753,135 or 88.3% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART spend an average of 53.7 minutes per day driving an average of 31.3 miles each day and are 20.% more likely to use Highway 67/Highway 111 than the Metro average.

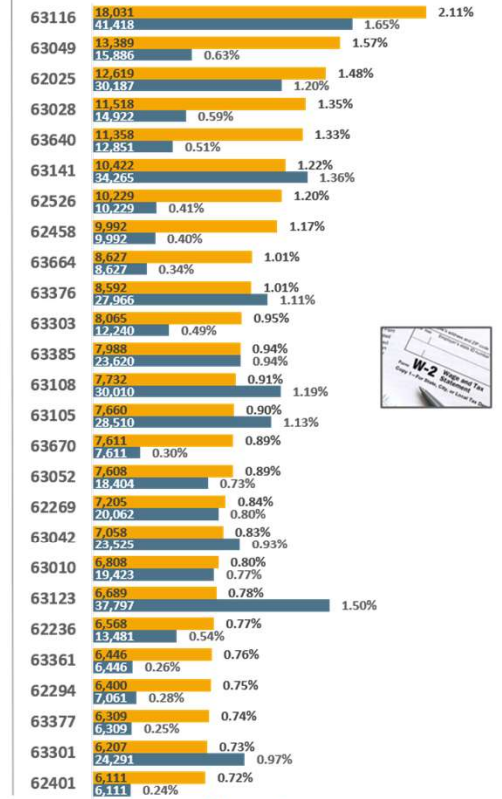
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

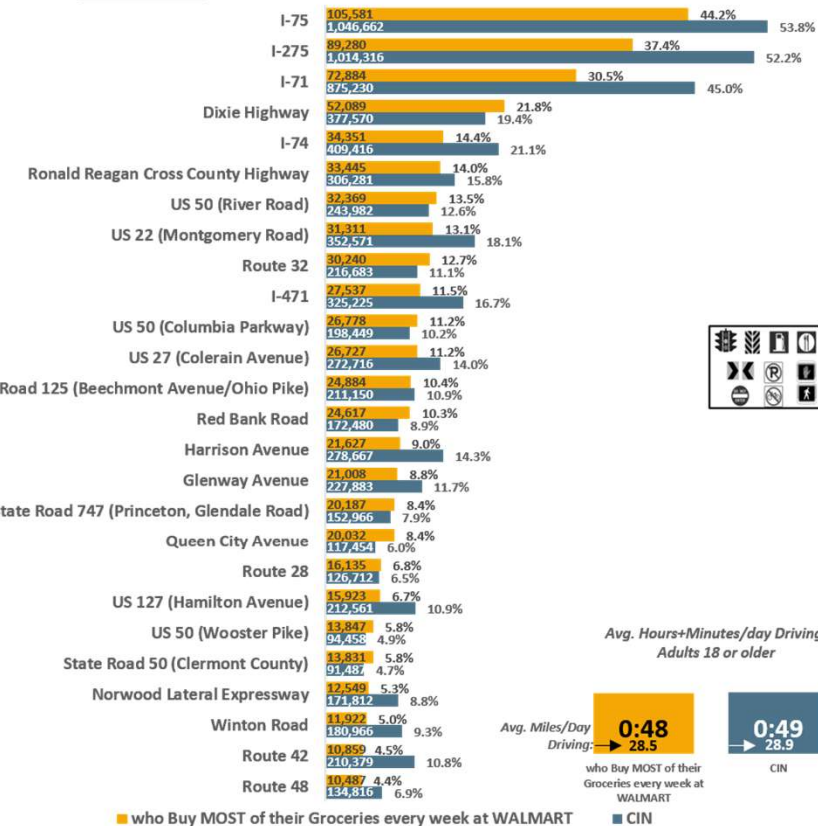


soefa.ai Share of Everything for Anything

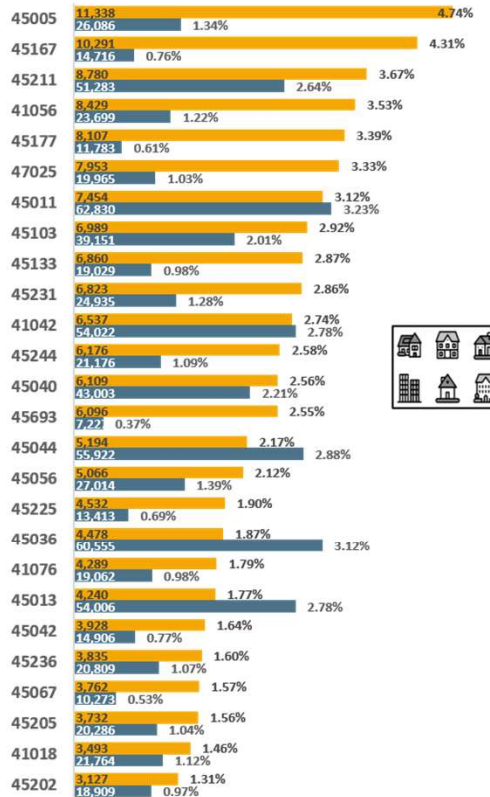


181,398 or 75.9% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART spend an average of 48.9 minutes per day driving an average of 28.5 miles each day and are 38.7% more likely to use Queen City Avenue than the Metro average.

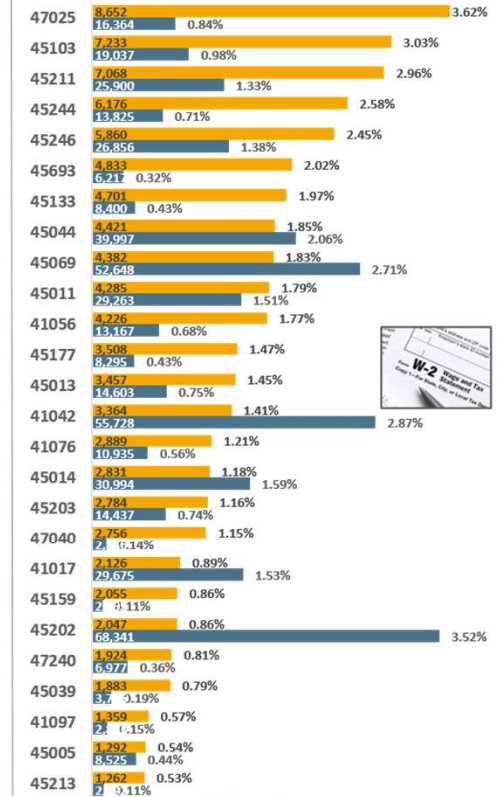
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



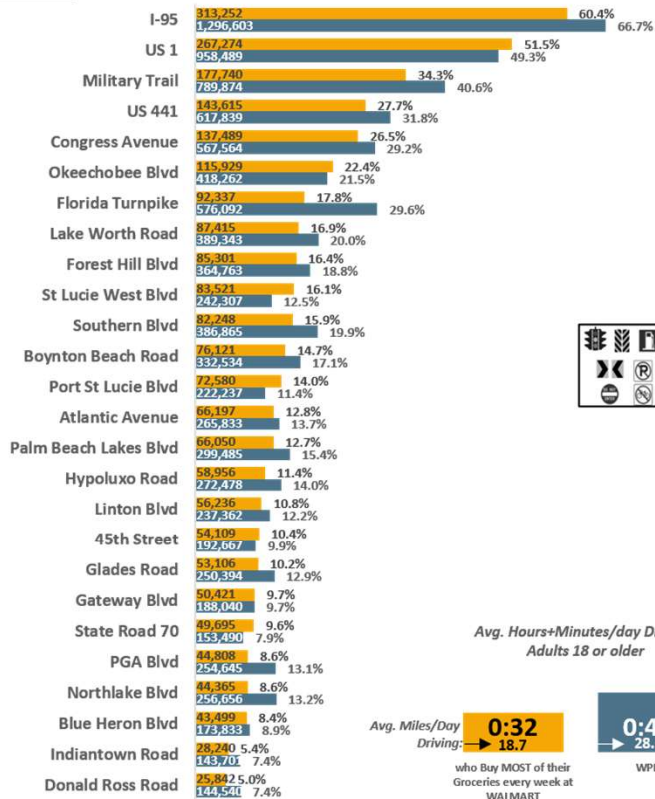
Top-26 Employment Zip Codes: Adults 18 or older





448,476 or 86.5% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART spend an average of 32.2 minutes per day driving an average of 18.7 miles each day and are 29.2% more likely to use St Lucie West Blvd than the Metro average.

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



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

Avg. Miles/Day
Driving:

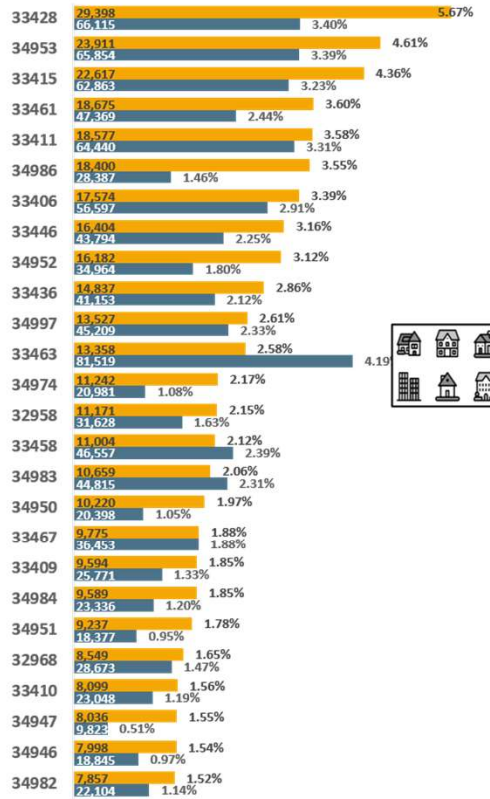
0:32
18.7

0:48
28.1

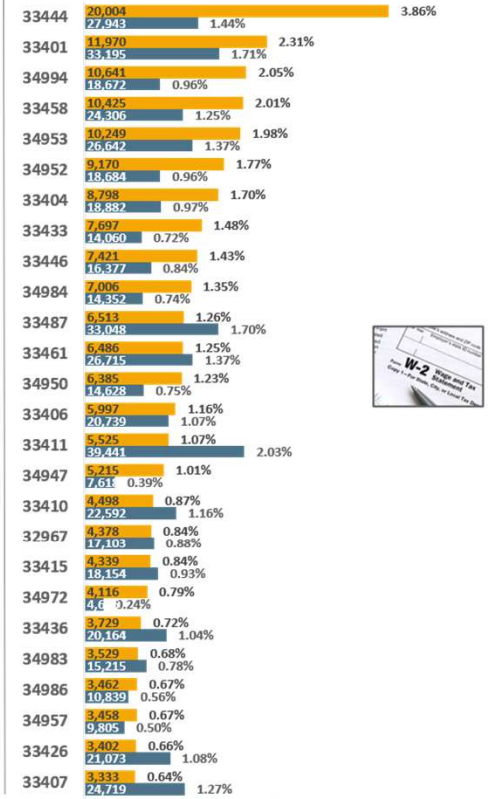
who Buy MOST of their
Groceries every week at
WALMART

WPB

Top-26 Residential Zip Codes: Adults 18 or older

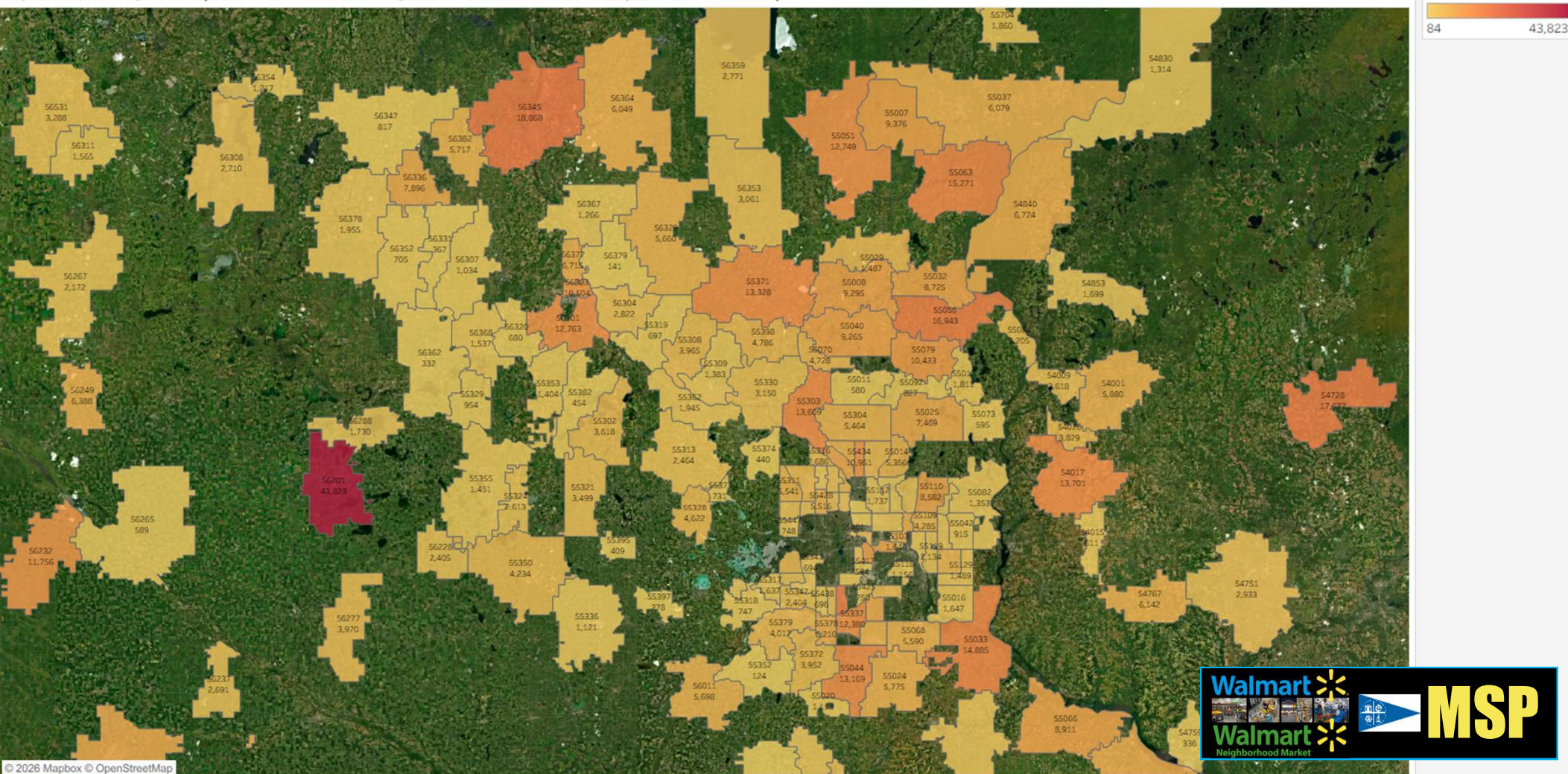


Top-26 Employment Zip Codes: Adults 18 or older



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for Anything

Top Residential Zip Codes: (Adults 18 or older who Buy MOST of their Groceries every week at WALMART)



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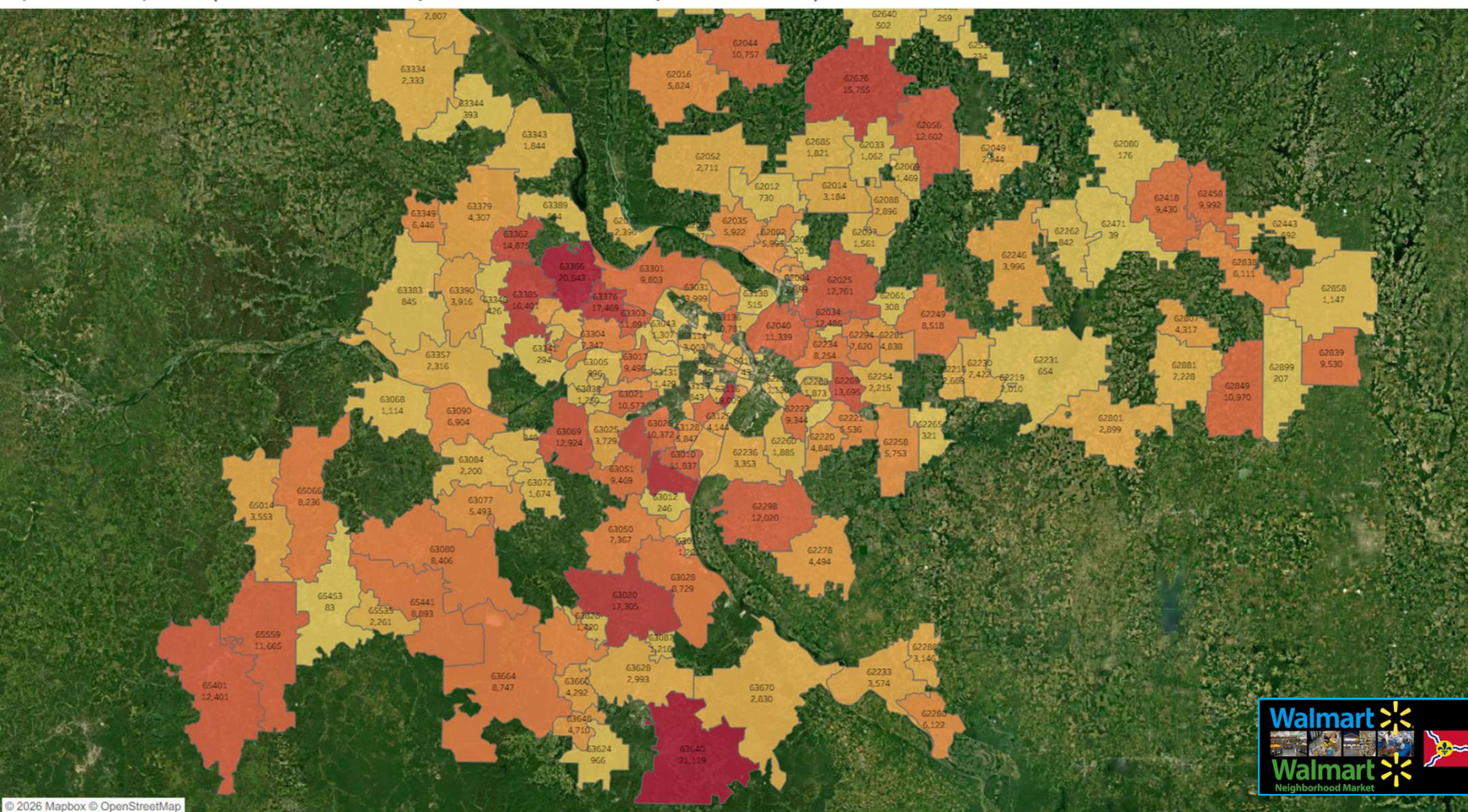
MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 386

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[[[Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)]]

Top Residential Zip Codes: (Adults 18 or older who Buy MOST of their Groceries every week at WALMART)



SUM(Adults 18 or olde...
39 21,119



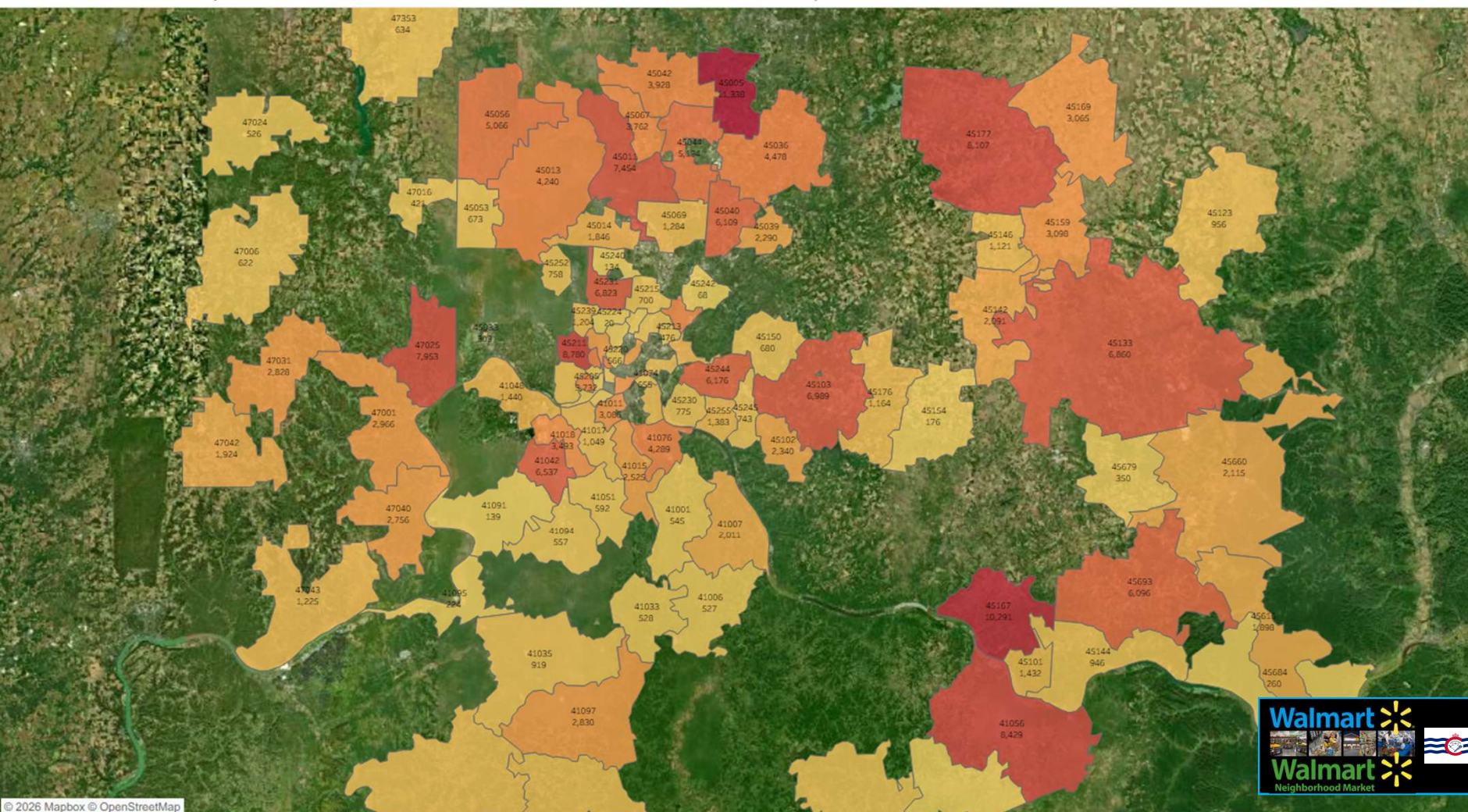
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STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 599
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[[[Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)]]]

SUM(Adults 18 or olde...
20 11,338



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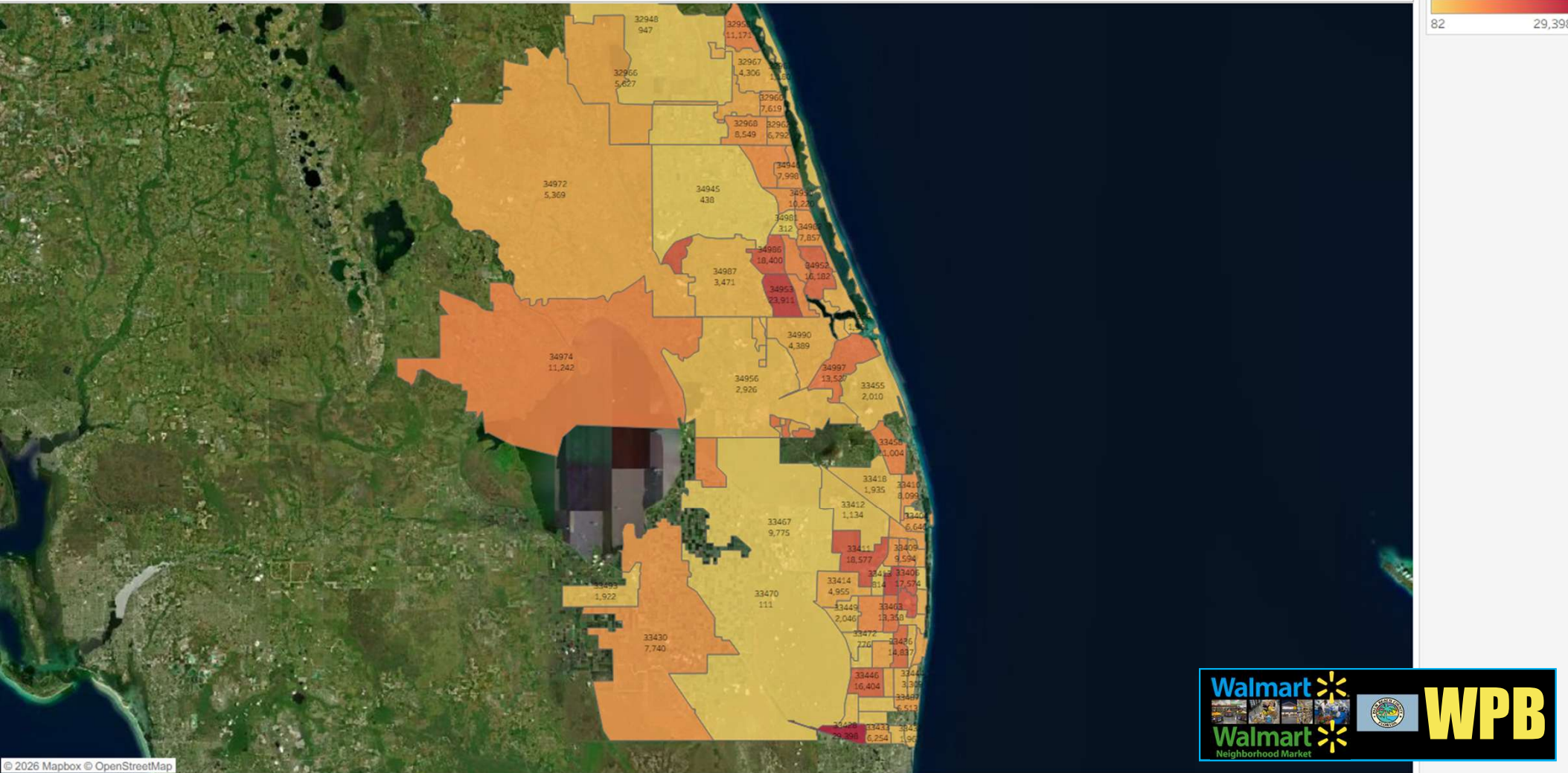
CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 227

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for Anything.

((Grocery stores shopped past 7 days (HHL): Walmart Supercenter OR Grocery stores shopped past 7 days (HHL): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHL): Walmart Supercenter OR Grocery stores where most groceries bought (HHL): Walmart Neighborhood Market))

Top Residential Zip Codes: (Adults 18 or older who Buy MOST of their Groceries every week at WALMART)



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WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 668

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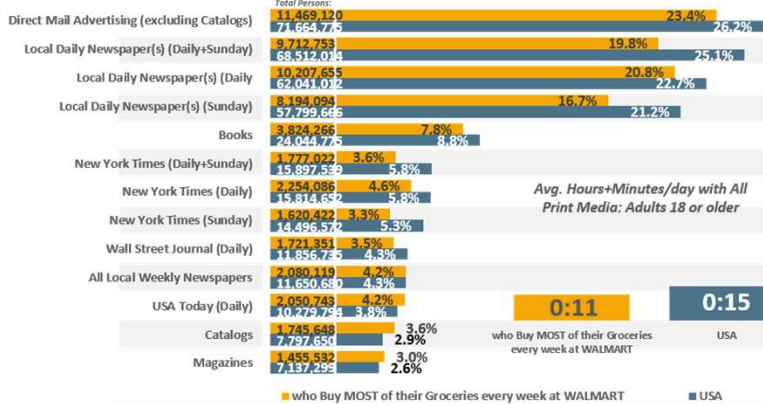
soefa.ai Share of Everything for Anything

[[[Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)]]]



9,712,753 or 19.8% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.5 minutes every day representing 30.1% of all time spent daily with All forms of Print Media.

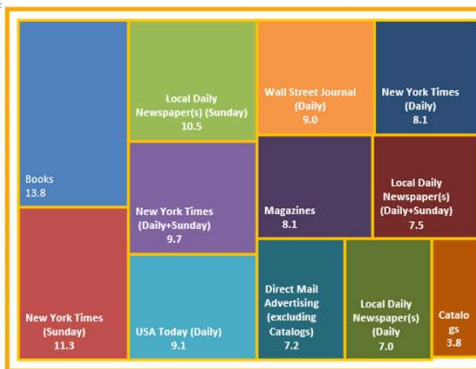
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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

0:11 who Buy MOST of their Groceries every week at WALMART

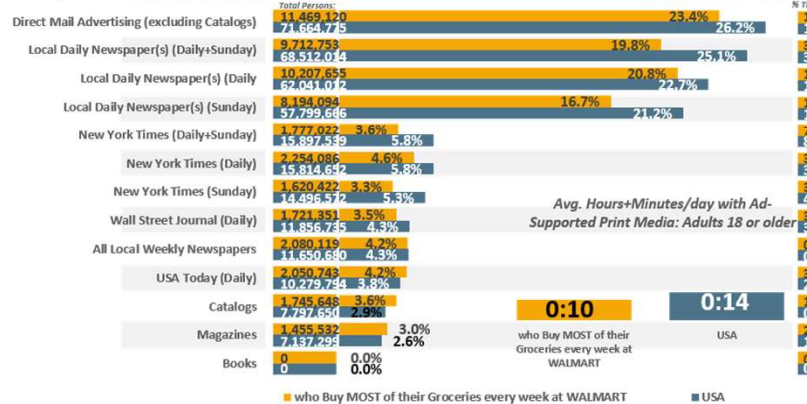
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



who Buy MOST of their Groceries every week at WALMART

USA

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



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

0:10 who Buy MOST of their Groceries every week at WALMART

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



who Buy MOST of their Groceries every week at WALMART

USA

USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 4,111
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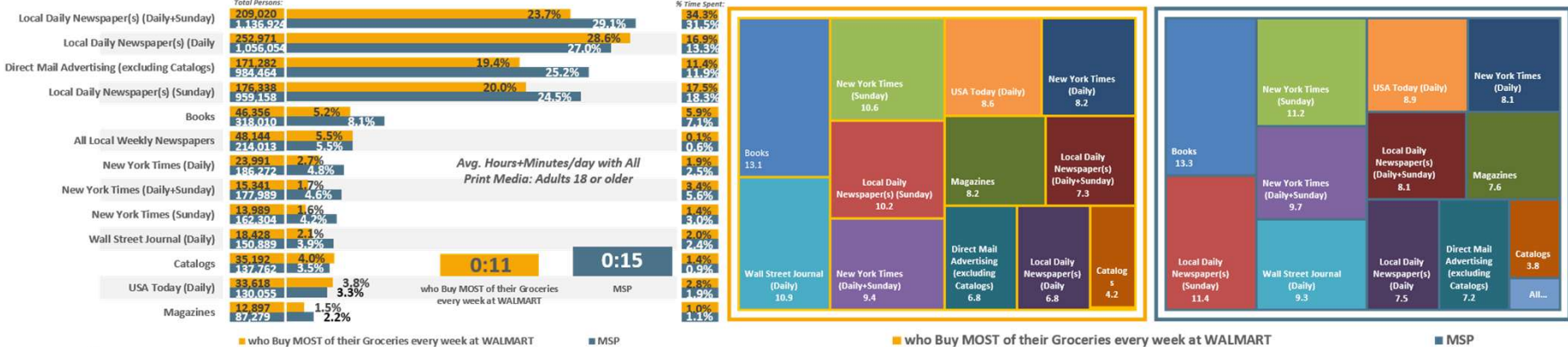
soefa.ai Share of Everything for Anything

[[Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)]]



209,020 or 23.7% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.3 minutes every day representing 36.5% of all time spent daily with All forms of Print Media.

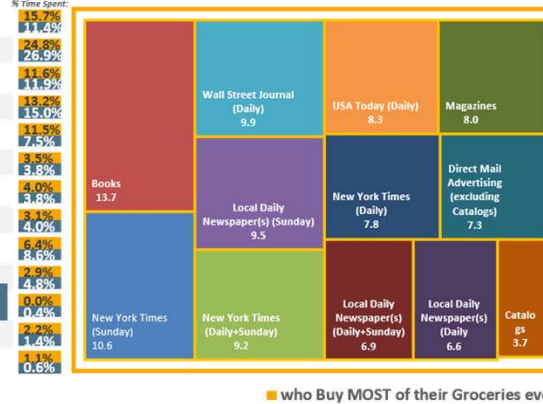
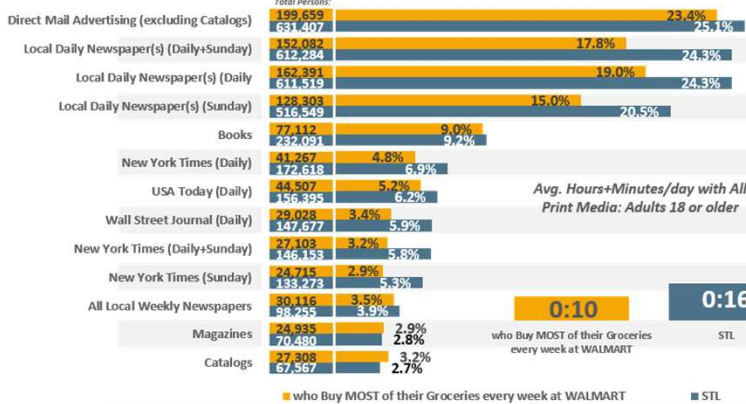
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



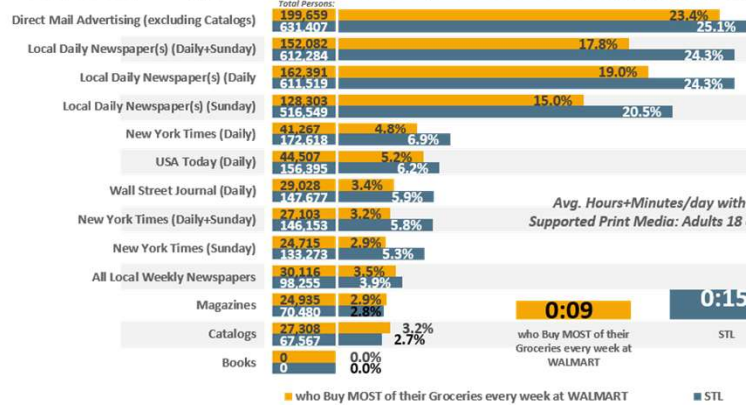


152,082 or 17.8% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART read Local Daily Newspaper(s) (Daily+Sunday) for an average of 6.9 minutes every day representing 28% of all time spent daily with All forms of Print Media.

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**



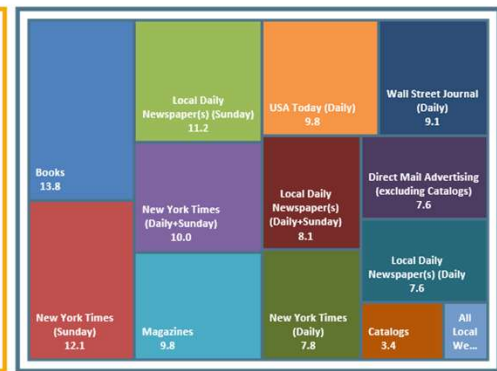
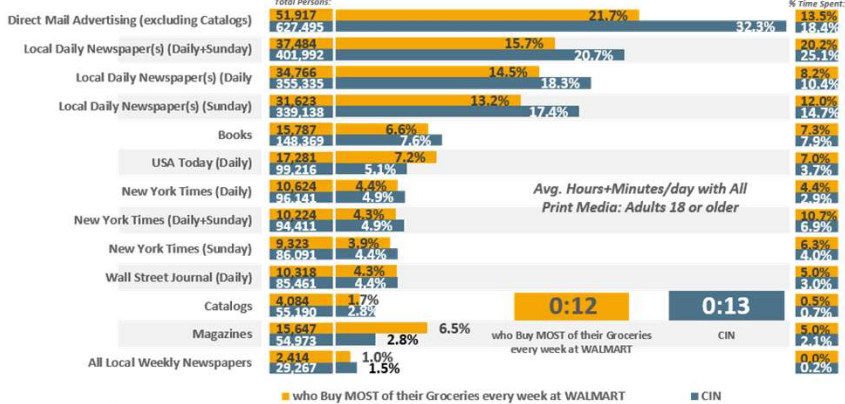
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



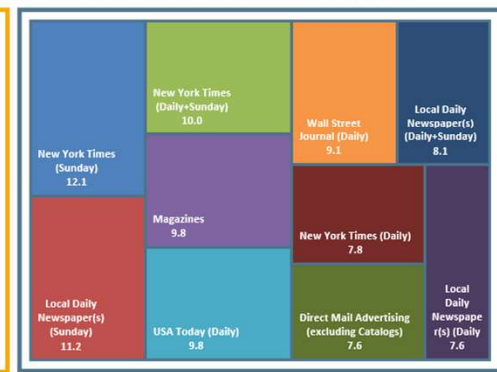
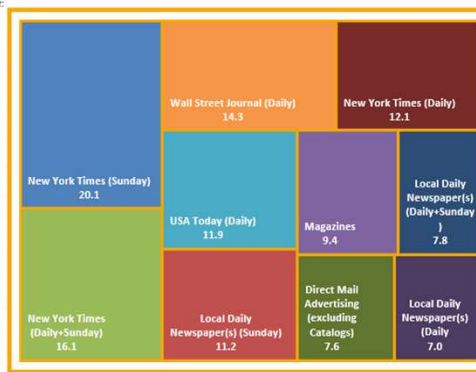
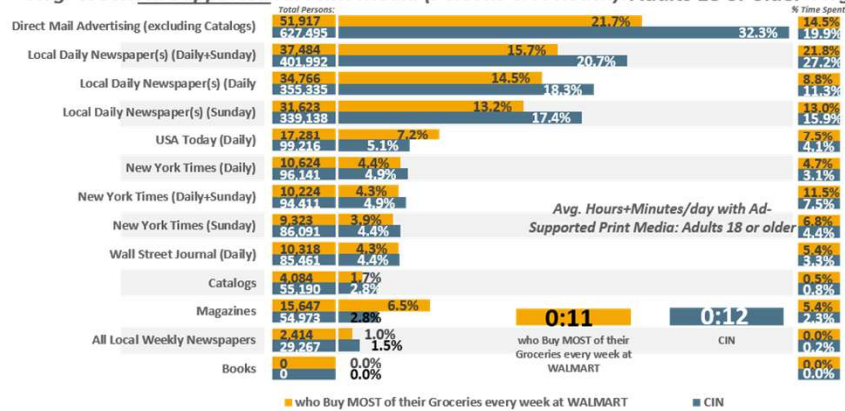


37,484 or 15.7% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.8 minutes every day representing 21.8% of all time spent daily with All forms of Print Media.

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**



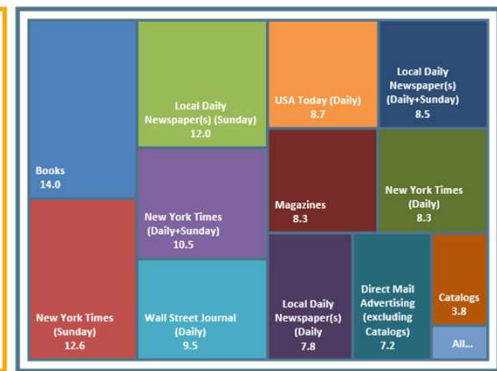
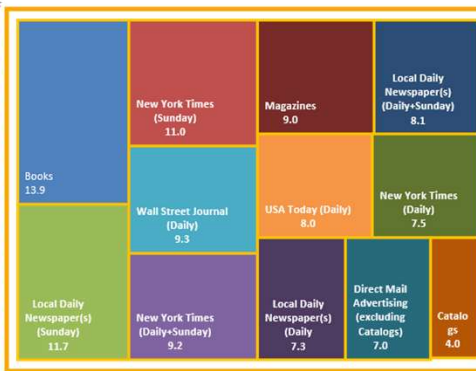
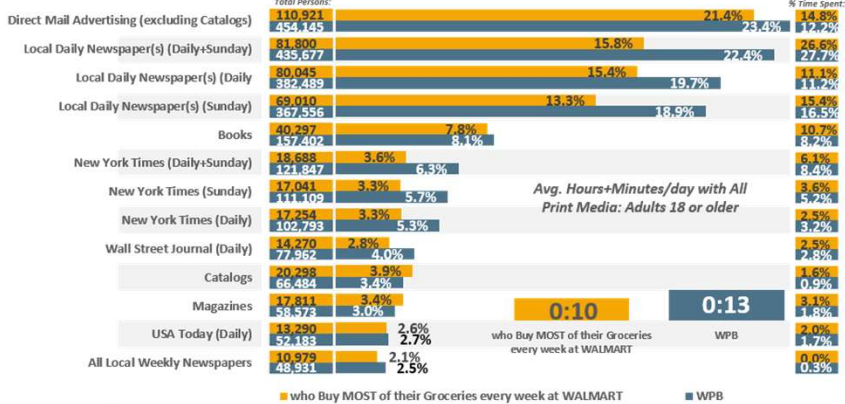
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



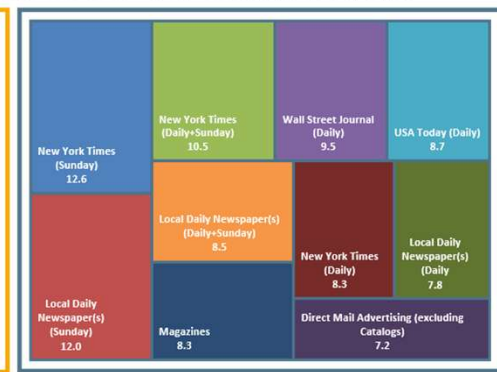
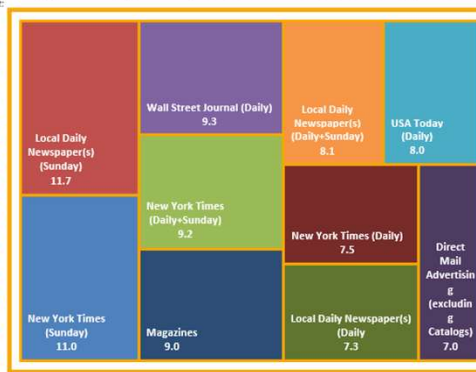
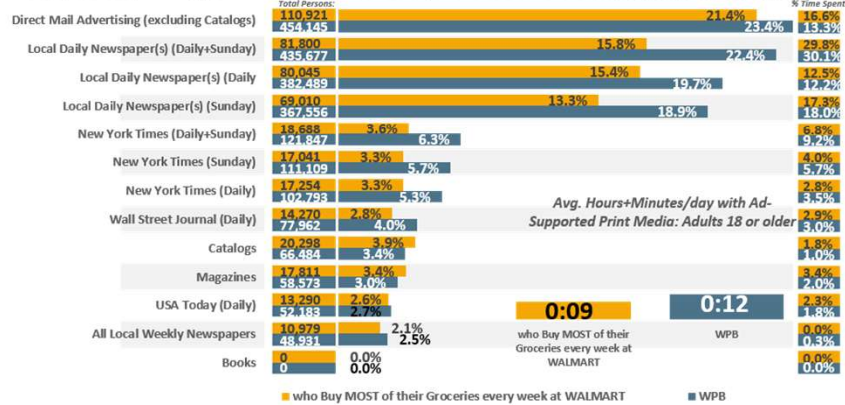


81,800 or 15.8% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.1 minutes every day representing 29.8% of all time spent daily with All forms of Print Media.

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**



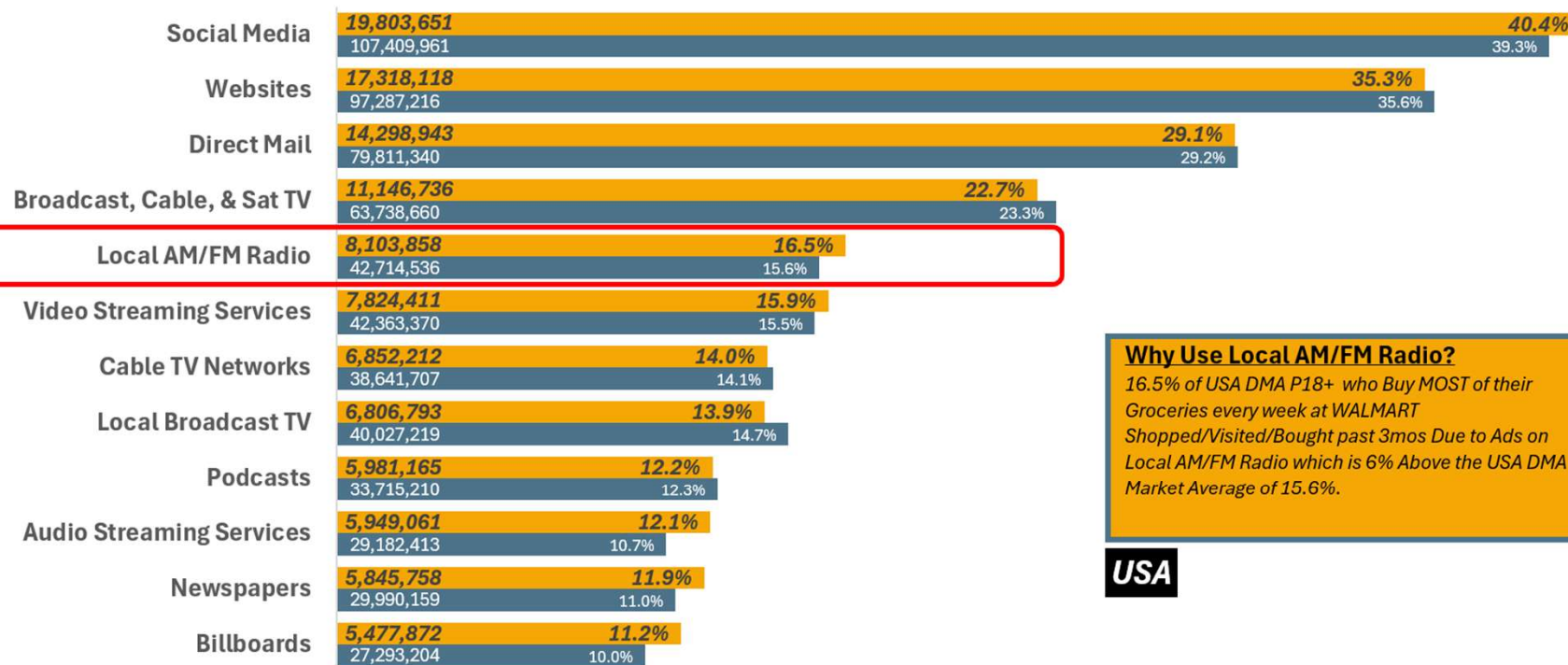
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





"Advertising Actions"

P18+ who Buy MOST of their Groceries every week at WALMART
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

16.5% of USA DMA P18+ who Buy MOST of their Groceries every week at WALMART Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 6% Above the USA DMA Market Average of 15.6%.

USA

■ P18+ who Buy MOST of their Groceries every week at WALMART (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

USA DMA Scarborough R1 2026: Jan25-Mar26

Qual Intab: 4111

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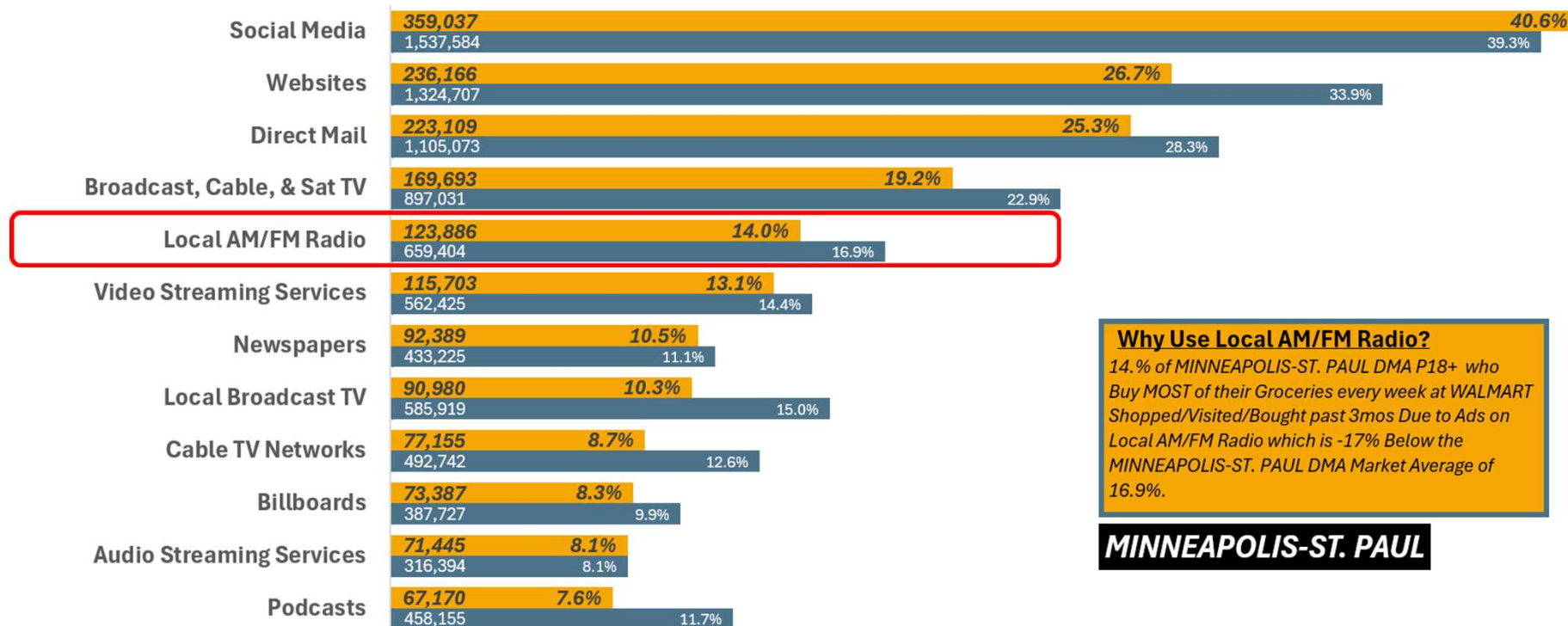
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[[[Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)]]]



"Advertising Actions"

P18+ who Buy MOST of their Groceries every week at WALMART
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

14. % of MINNEAPOLIS-ST. PAUL DMA P18+ who Buy MOST of their Groceries every week at WALMART Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -17% Below the MINNEAPOLIS-ST. PAUL DMA Market Average of 16.9%.

MINNEAPOLIS-ST. PAUL

■ P18+ who Buy MOST of their Groceries every week at WALMART (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 386

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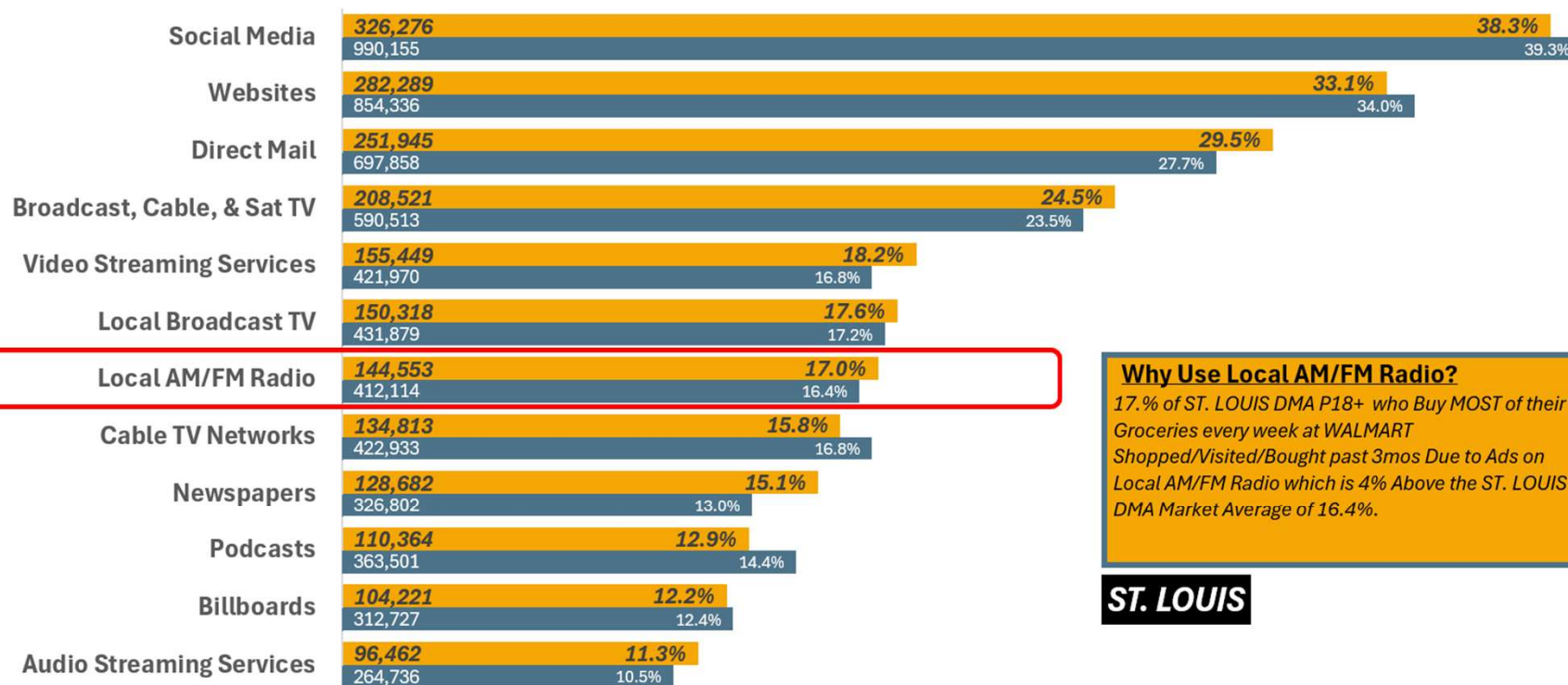
soefa.ai Share of Everything for Anything ®

(((Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)))



"Advertising Actions"

**P18+ who Buy MOST of their Groceries every week at WALMART
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

17. % of ST. LOUIS DMA P18+ who Buy MOST of their Groceries every week at WALMART Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 4% Above the ST. LOUIS DMA Market Average of 16.4%.

ST. LOUIS

■ P18+ who Buy MOST of their Groceries every week at WALMART (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 599

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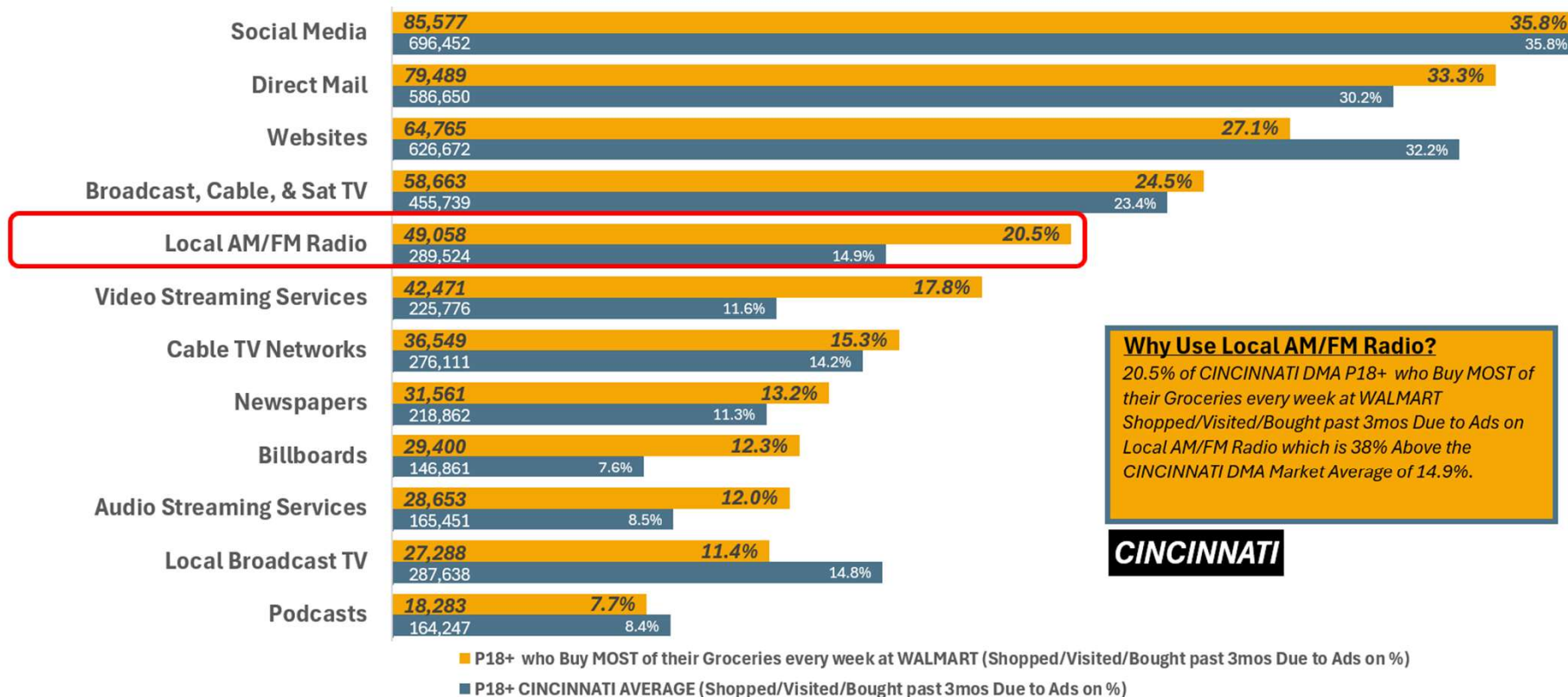
soefa.ai Share of Everything for Anything ®

[[[Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)]]]



"Advertising Actions"

P18+ who Buy MOST of their Groceries every week at WALMART (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?
 20.5% of CINCINNATI DMA P18+ who Buy MOST of their Groceries every week at WALMART Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 38% Above the CINCINNATI DMA Market Average of 14.9%.

CINCINNATI

CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 227
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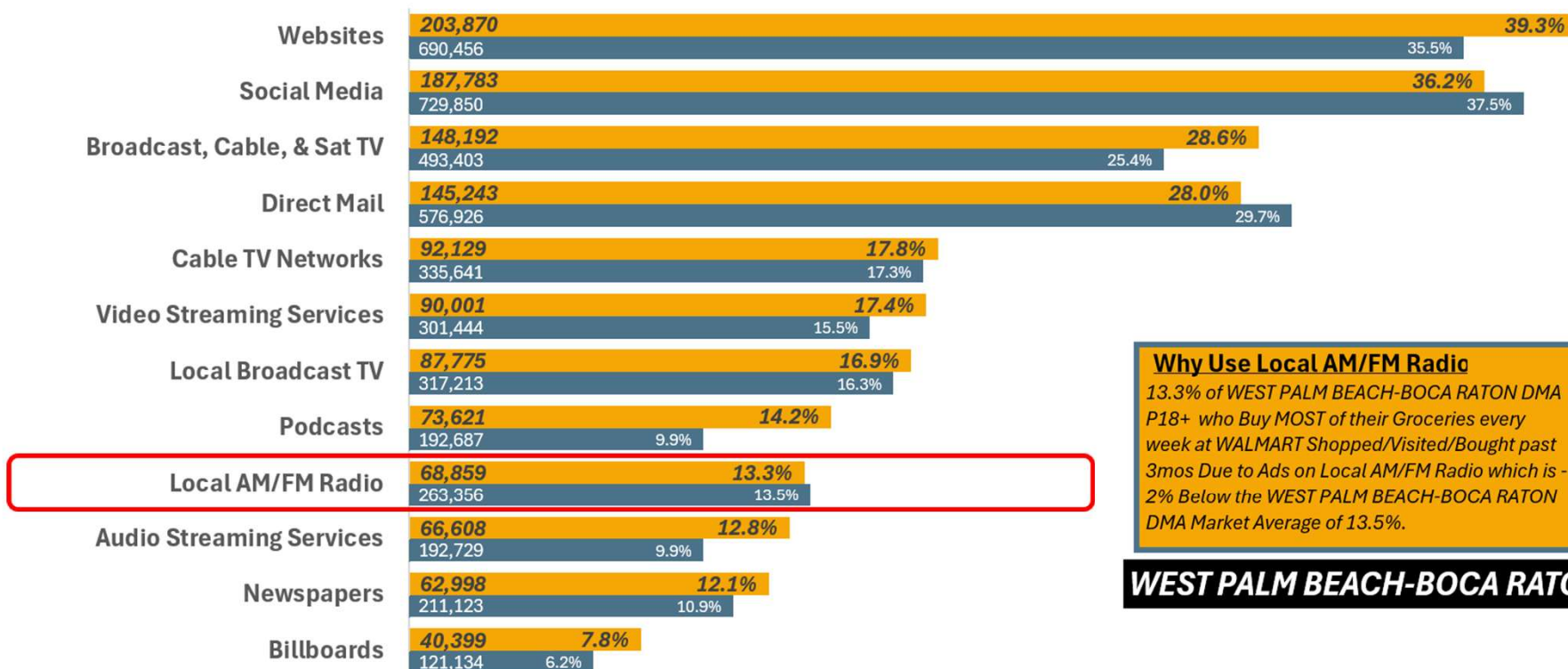
soefa.ai Share of Everything for Anything

(((Grocery stores shopped past 7 days (HHL): Walmart Supercenter OR Grocery stores shopped past 7 days (HHL): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHL): Walmart Supercenter OR Grocery stores where most groceries bought (HHL): Walmart Neighborhood Market)))



"Advertising Actions"

**P18+ who Buy MOST of their Groceries every week at WALMART
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio

13.3% of WEST PALM BEACH-BOCA RATON DMA
P18+ who Buy MOST of their Groceries every
week at WALMART Shopped/Visited/Bought past
3mos Due to Ads on Local AM/FM Radio which is -
2% Below the WEST PALM BEACH-BOCA RATON
DMA Market Average of 13.5%.

WEST PALM BEACH-BOCA RATON

■ P18+ who Buy MOST of their Groceries every week at WALMART (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

WEST PALM BEACH-BOCA RATON DMA Scarborough RI 2026: Jan25-Jan26 Qual Intab: 668

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[[[Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)]]]