

USA+4 DMAs – P18+ who Shopped at STAPLES and/or PARTY SUPPLY Stores in the past 3 months!

Complete Demographic & Media Use Profiles



Staples

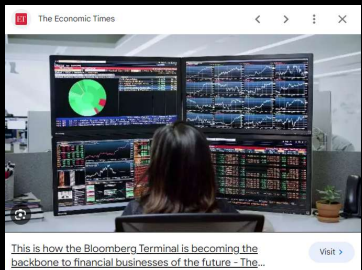


Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA and PHOENIX DMA P18+ who Shopped at STAPLES and/or PARTY SUPPLY Stores in the past 3 months as of March 31, 2026.**



Party City

P18+



SYCAMORE
PARTNERS



AD POPULUM



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

(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)



11.2% or 30,719,021 of USA Adults 18 or older Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos.
 Typical Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos are 50.5 years old (3.4% older than average) and have a \$113,426 (15.3% higher than average) annual household income.

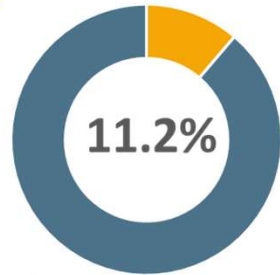


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



- who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos
- Remainder of USA DMAs

Total Persons:

30,719,021 242,455,479

%M vs. %F:

Average Age:

Persons:

49.6%

49.2%

50.4%

50.8%

50.9

48.8

50.0

48.9

15,247,060

134,358,7...

15,471,961

138,815,7...

Men

Men

Women

Women

Age Cell Demographics of Target vs. Market:

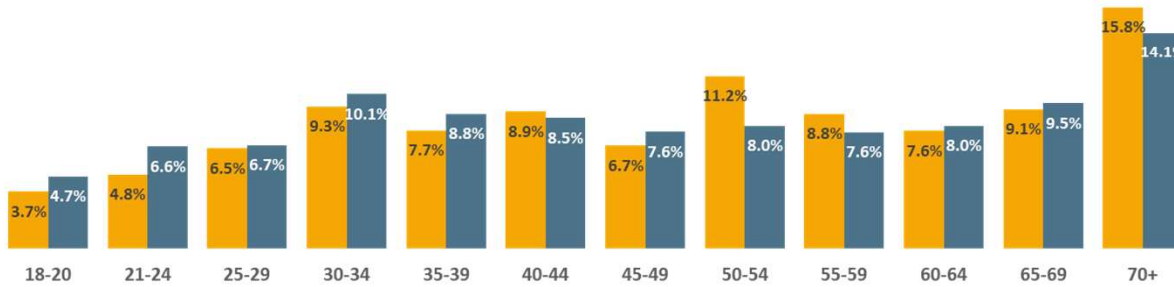
Average Age:

Adults 18 or older

50.5

48.8

- who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos
- USA



who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos

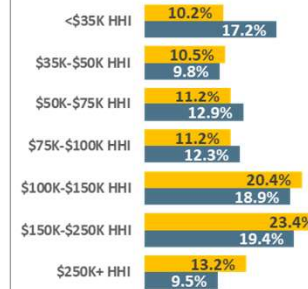
USA

USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 3,219
 All Graphs and HBI AI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338



HHI of Target vs. Market:

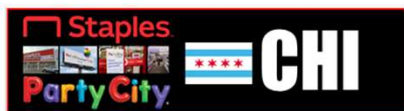


Avg HHI:

\$113,426

\$98,335

(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)



15.6% or 1,194,570 of CHI DMA Adults 18 or older Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos. Typical Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos are 48.8 years old (.9% older than average) and have a \$136,084 (20.9% higher than average) annual household income.

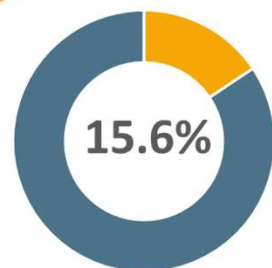


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:

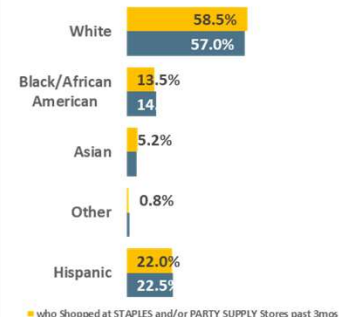


who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos
Remainder of CHI DMA

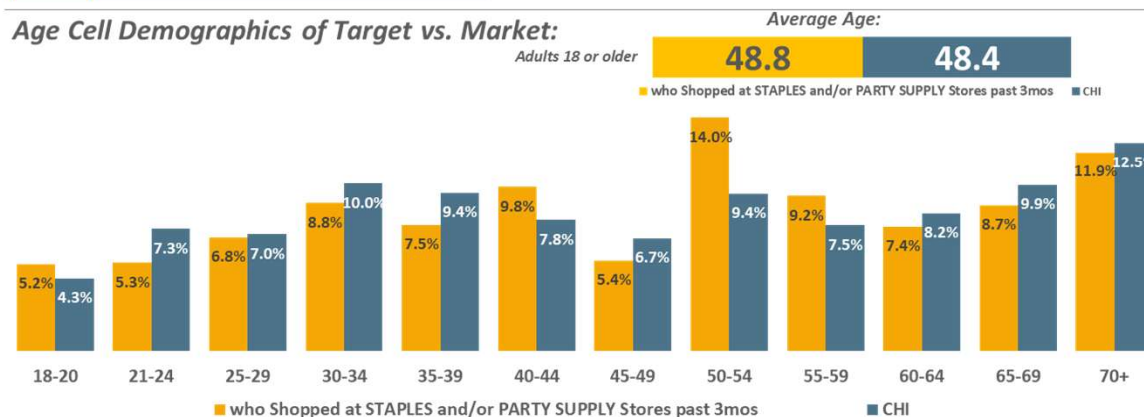
Total Persons:

1,194,570 6,449,531

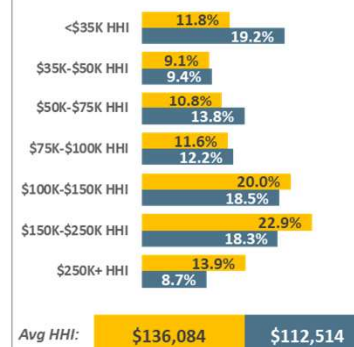
%M vs. %F:	52.2%	48.8%	47.8%	51.2%
Average Age:	49.3	48.5	48.2	48.2
# Persons:	623,725	3,726,882	570,845	3,917,219
	Men	Men	Women	Women



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 677
All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)



16.1% or 932,007 of WDC DMA Adults 18 or older Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos. Typical Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos are 51.1 years old (6.6% older than average) and have a \$146,684 (5.3% higher than average) annual household income.

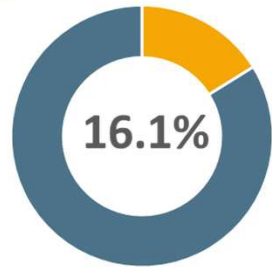


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



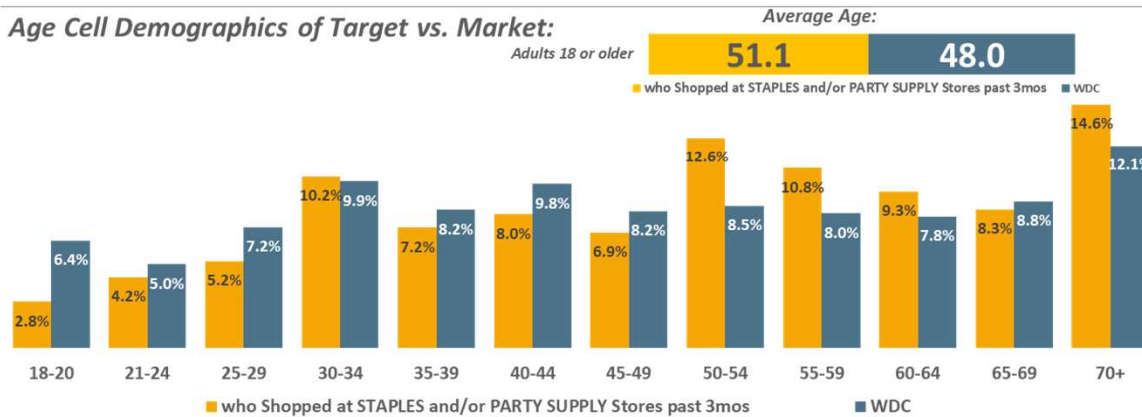
who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos
Remainder of WDC DMA

Total Persons:

932,007 4,844,764

%M vs. %F:	46.3%	48.8%	53.7%	51.2%
Average Age:	51.0	47.8	51.2	48.2
# Persons:	431,465	2,816,689	500,542	2,960,082
	Men	Men	Women	Women

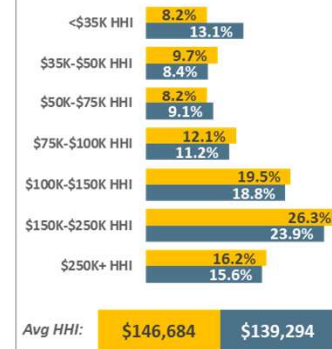
Age Cell Demographics of Target vs. Market:



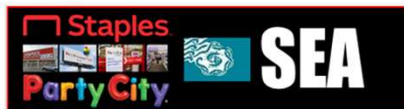
WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,062
All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.



HHI of Target vs. Market:



(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)



7.4% or 339,950 of SEA DMA Adults 18 or older Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos. Typical Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos are 49.7 years old (3.1% older than average) and have a \$148,916 (15.7% higher than average) annual household income.

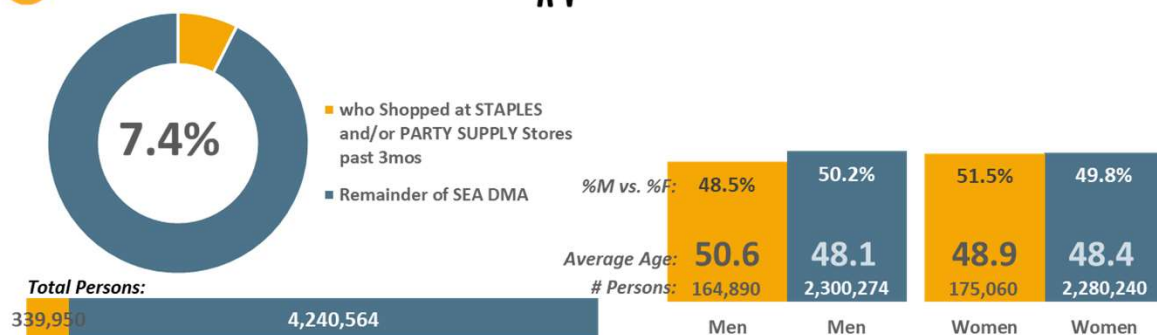


Percent of Market: Adults 18 or older

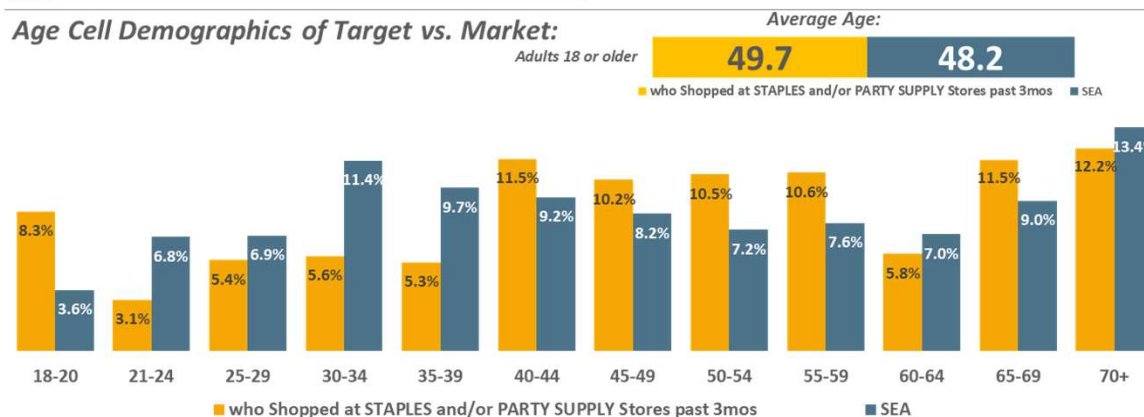


Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:

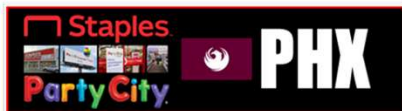


HHI of Target vs. Market:



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 401
All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)



13.3% or 641,080 of PHX DMA Adults 18 or older Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos. Typical Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos are 49.4 years old (.9% older than average) and have a \$122,085 (14.% higher than average) annual household income.

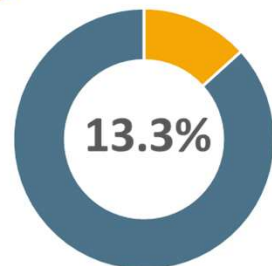


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



- who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos
- Remainder of PHX DMA

Total Persons:

641,080 4,177,394

%M vs. %F:	49.0%	49.5%	51.0%	50.5%
Average Age:	49.1	48.7	49.6	49.2
# Persons:	314,323	2,386,757	326,757	2,431,717
	Men	Men	Women	Women

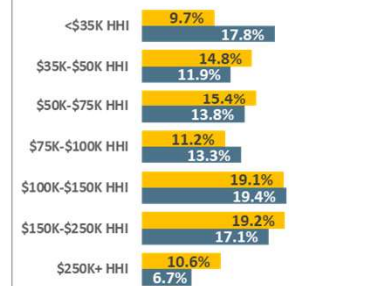
Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older	49.4	49.0
	who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos	PHX



HHI of Target vs. Market:



Avg HHI:	\$122,085	\$107,066
----------	-----------	-----------

PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 320
All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

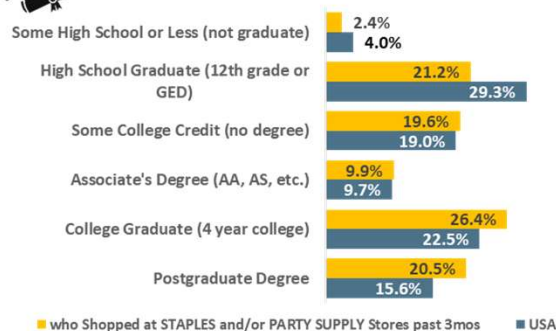
(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)



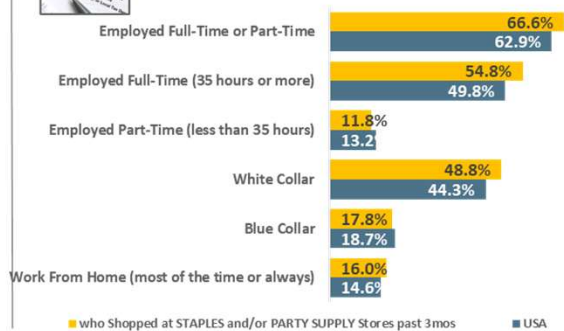
11.2% or 30,719,021 of USA Adults 18 or older Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos. Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos are 23.2% more likely to be a college graduate, 10.1% more likely to work full-time, 14.6% more likely to be married, 13.% more likely to be a parent of 1 or more children unde



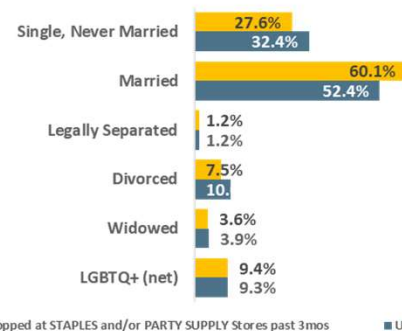
Education Levels: Adults 18 or older



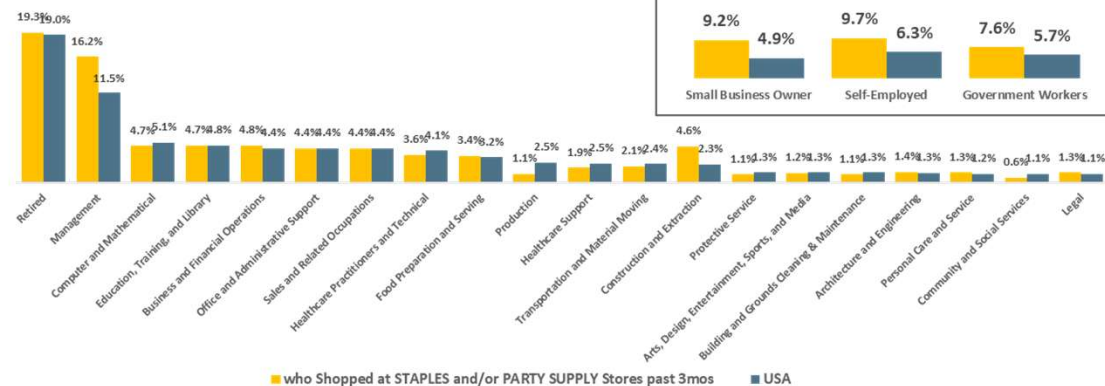
Employment: Adults 18 or older



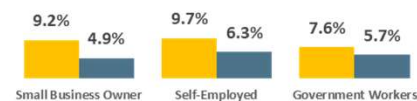
Marital Status: Adults 18 or older



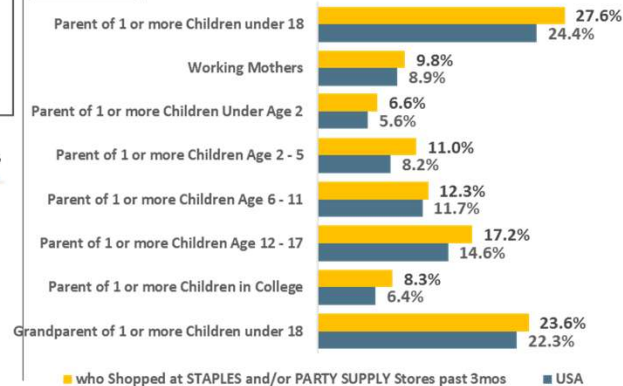
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



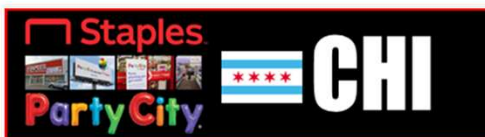
Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 3,219
All Graphs and HBAI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved

USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

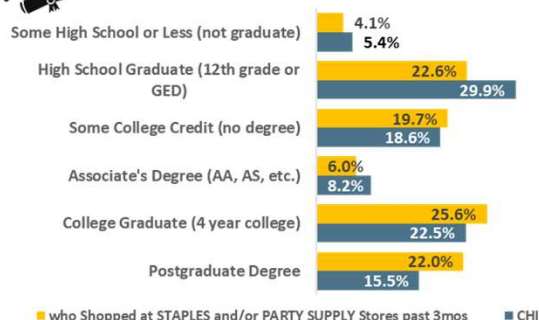
(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)



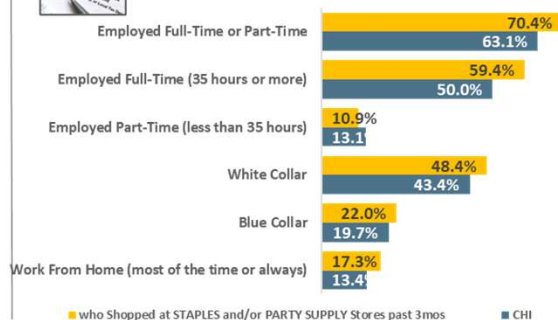
15.6% or 1,194,570 of CHI DMA Adults 18 or older Shopped at STAPLES and/or PARTY SUPPLY Stores past... Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos are 25.6% more likely to be a college graduate, 18.9% more likely to work full-time, 25.1% more likely to be married, 33.8% more likely to be a parent of 1 or more children und



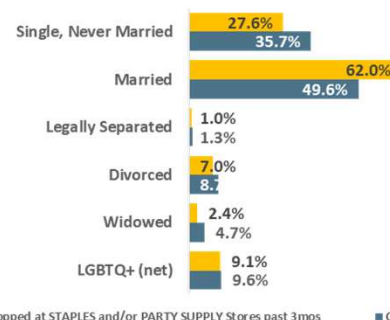
Education Levels: Adults 18 or older



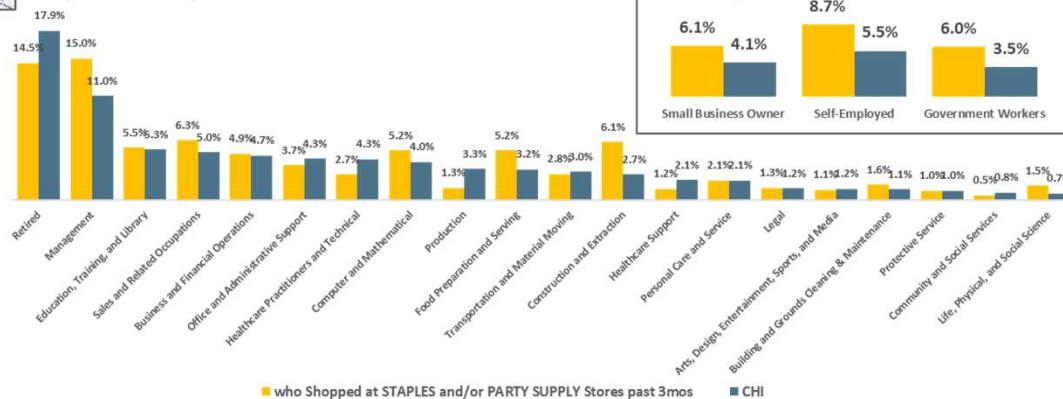
Employment: Adults 18 or older



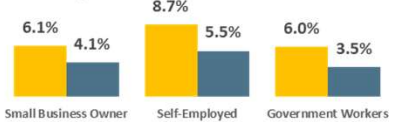
Marital Status: Adults 18 or older



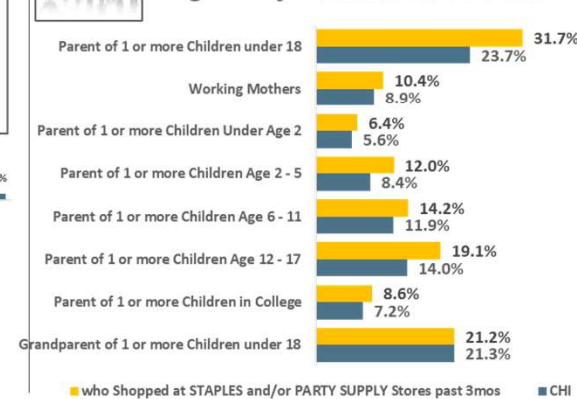
Top-20 Occupations: Adults 18 or older

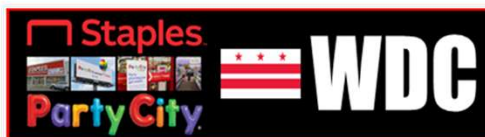


Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

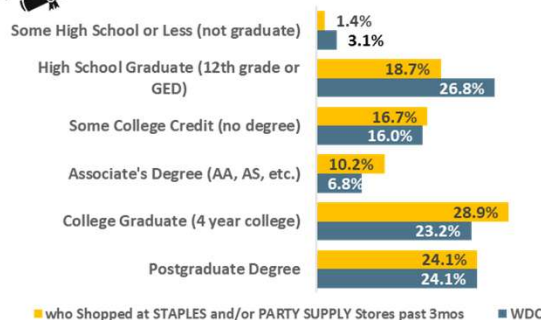




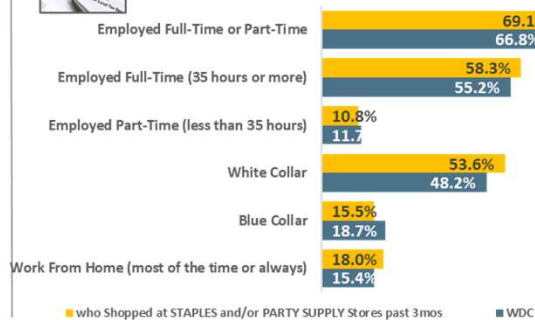
16.1% or 932,007 of WDC DMA Adults 18 or older Shopped at STAPLES and/or PARTY SUPPLY Stores past... Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos are 12.% more likely to be a college graduate, 5.7% more likely to work full-time, 9.6% more likely to be married, 1.% less likely to be a parent of 1 or more children under 18



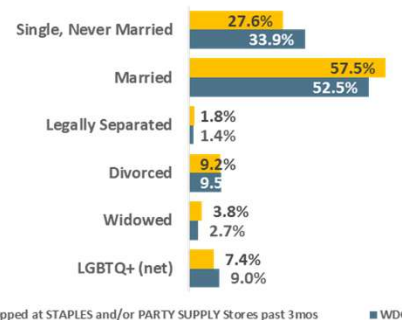
Education Levels: Adults 18 or older



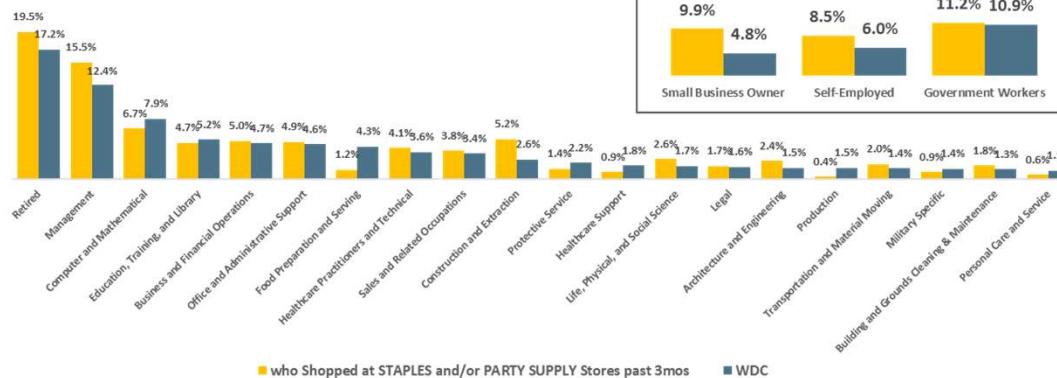
Employment: Adults 18 or older



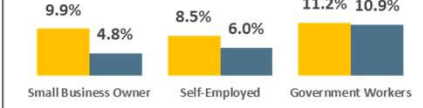
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

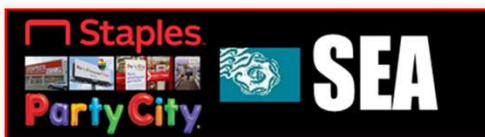


Stage in Life: Adults 18 or older



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,062
All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved

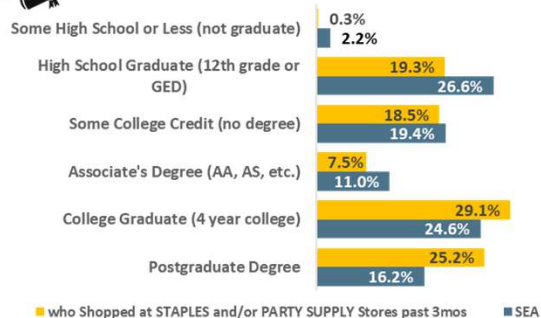
(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)



7.4% or 339,950 of SEA DMA Adults 18 or older Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos. Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos are 33.1% more likely to be a college graduate, 4.3% less likely to work full-time, 14.9% more likely to be married, 23.1% more likely to be a parent of 1 or more children unde



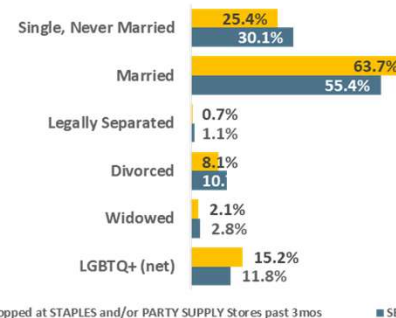
Education Levels: Adults 18 or older



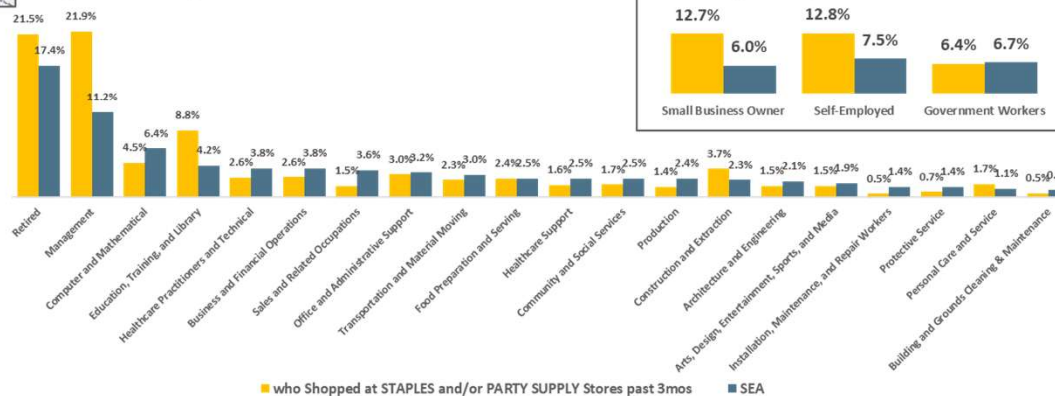
Employment: Adults 18 or older



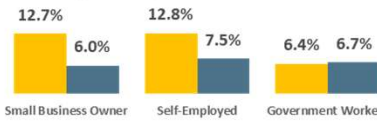
Marital Status: Adults 18 or older



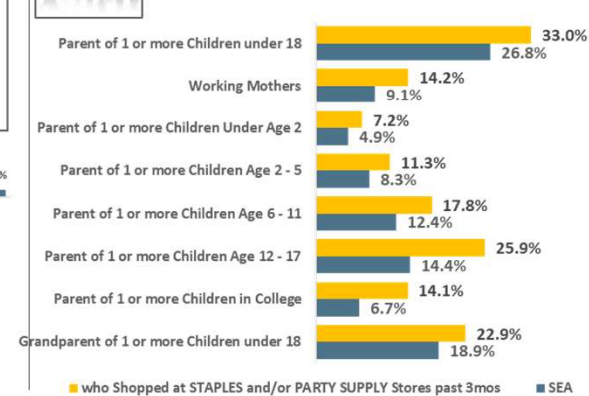
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

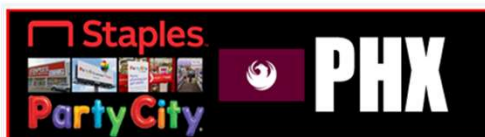


Stage in Life: Adults 18 or older



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 401
All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved

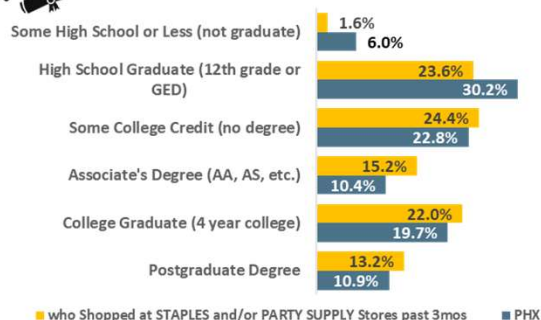
(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)



13.3% or 641,080 of PHX DMA Adults 18 or older Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos. Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos are 15.% more likely to be a college graduate, 4.6% more likely to work full-time, 12.8% more likely to be married, 6.1% less likely to be a parent of 1 or more children under



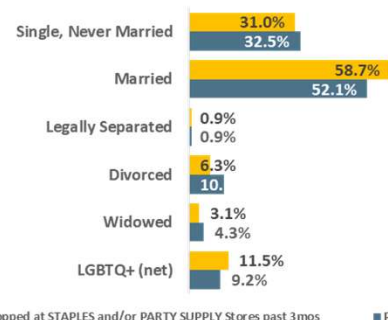
Education Levels: Adults 18 or older



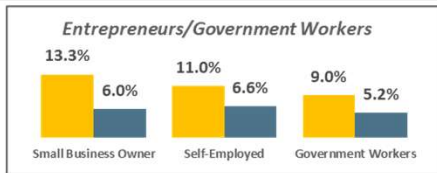
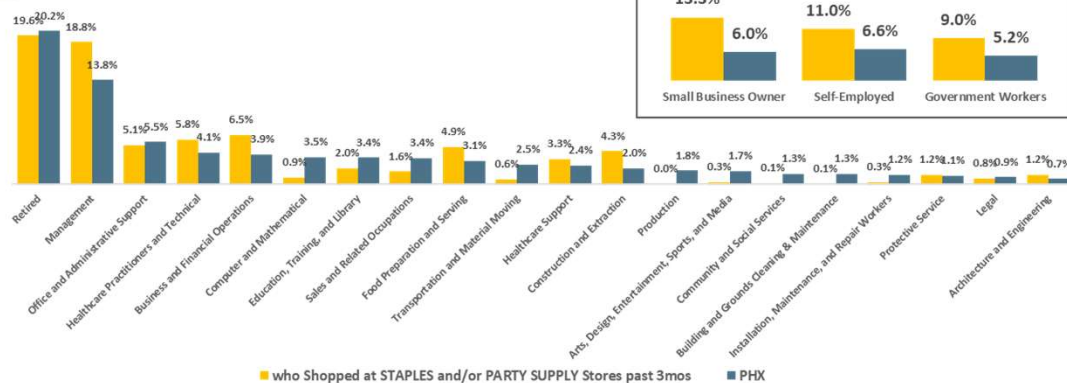
Employment: Adults 18 or older



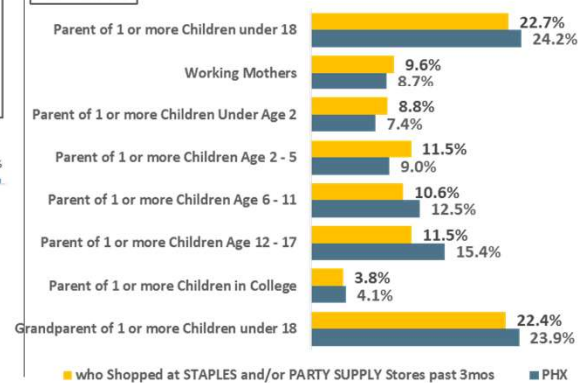
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



Stage in Life: Adults 18 or older



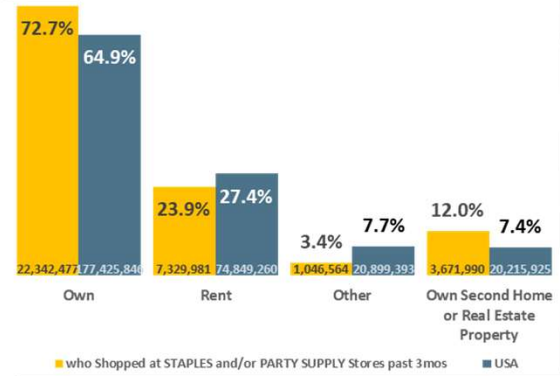
PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 320
All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)

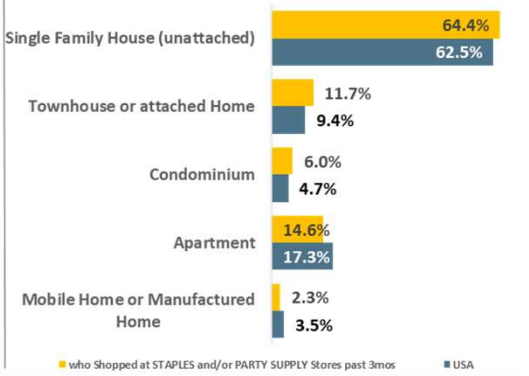


11.2% or 30,719,021 of USA Adults 18 or older Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos. Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos are 12.% more likely to own their home, 29.4% more likely to own a higher valued home, 3.% more likely to have a single-family home, 4.8% more likely to have a dog.

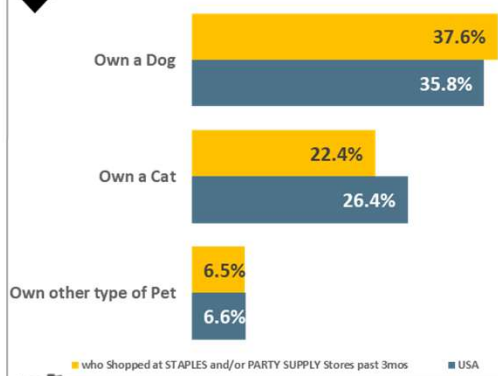
Own/Rent/Other: Adults 18 or older



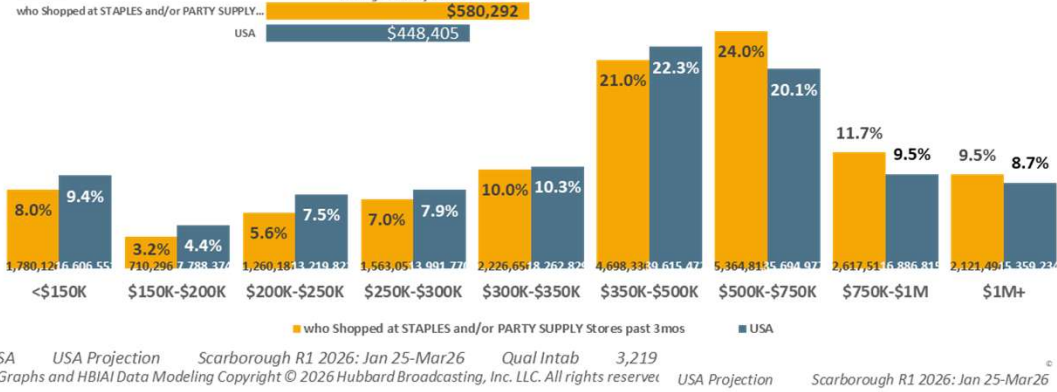
Type of Home: Adults 18 or older



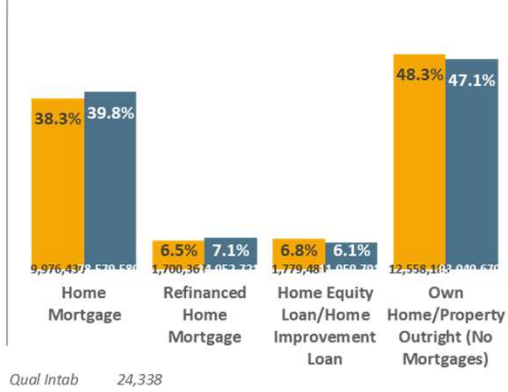
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



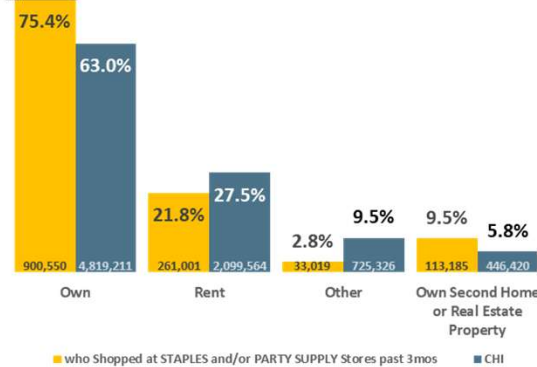
USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 3,219
All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved. USA Projection Scarborough R1 2026: Jan 25-Mar26

(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)

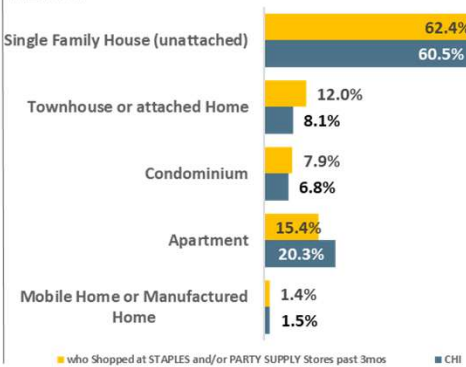


15.6% or 1,194,570 of CHI DMA Adults 18 or older Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos. Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos are 19.6% more likely to own their home, 13.2% more likely to own a higher valued home, 3.1% more likely to have a single-family home, 8.8% more likely to have a dog.

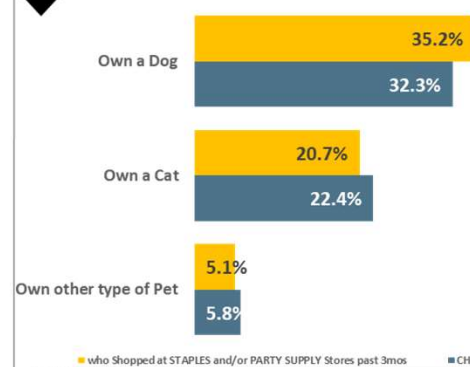
Own/Rent/Other: Adults 18 or older



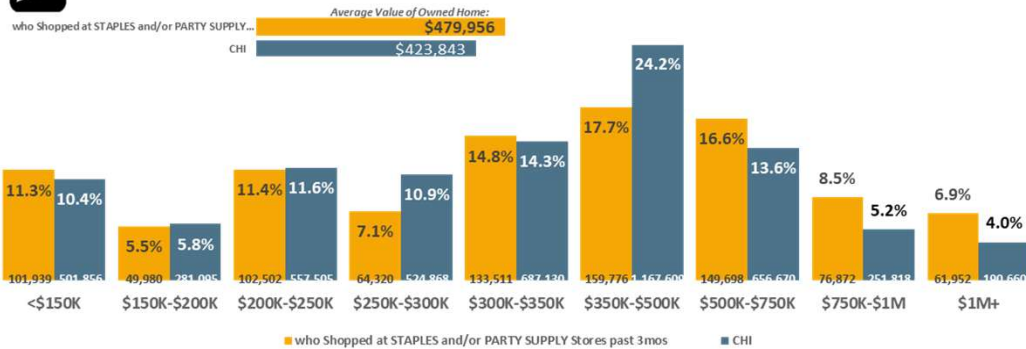
Type of Home: Adults 18 or older



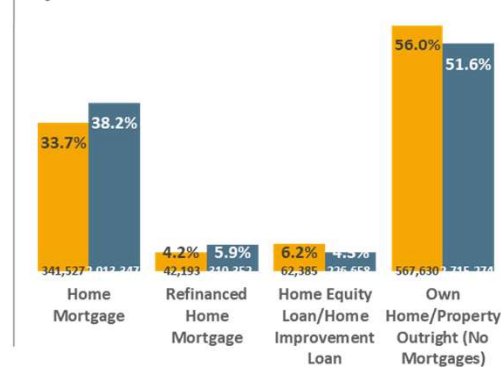
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



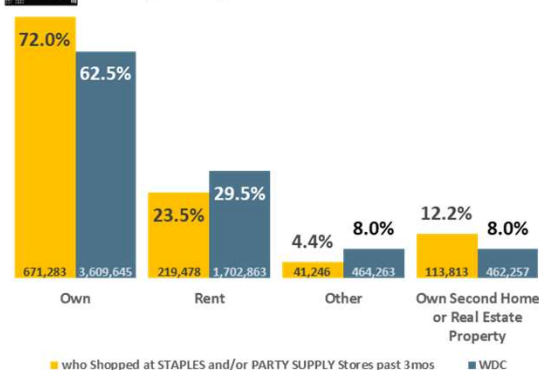
Home Loans: Adults 18 or older



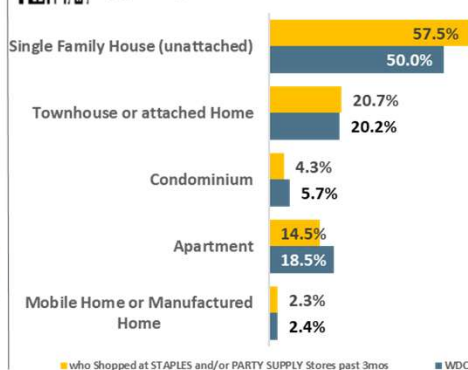


16.1% or 932,007 of WDC DMA Adults 18 or older Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos. Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos are 15.3% more likely to own their home, 2.5% more likely to own a lower valued home, 15.% more likely to have a single-family home, 6.5% less likely to have a dog.

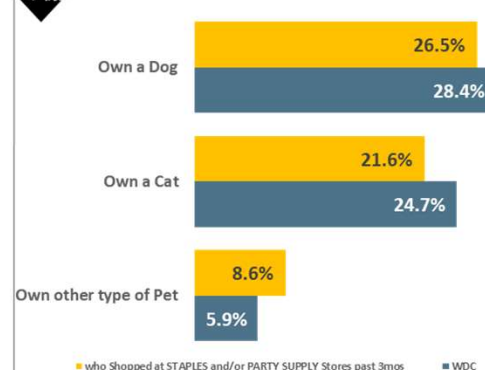
Own/Rent/Other: Adults 18 or older



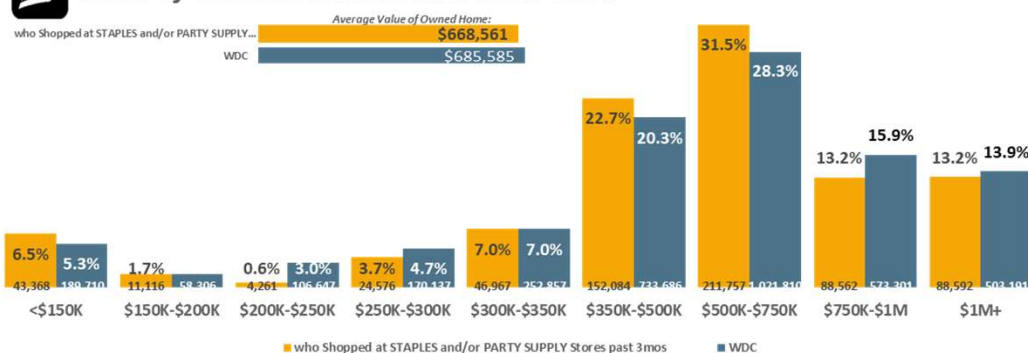
Type of Home: Adults 18 or older



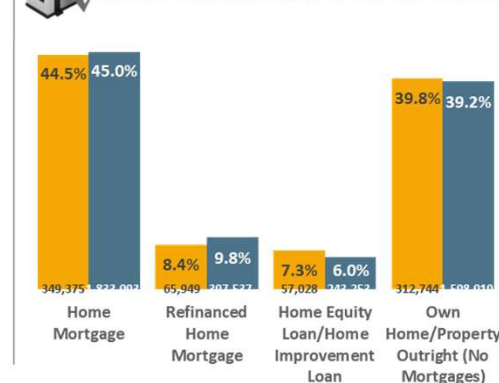
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



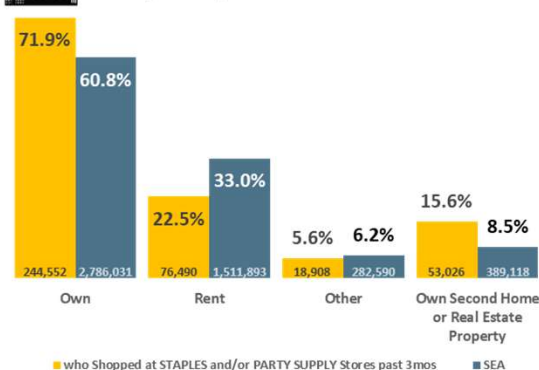
Home Loans: Adults 18 or older



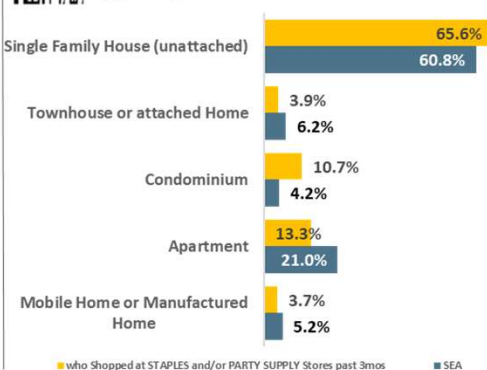


7.4% or 339,950 of SEA DMA Adults 18 or older Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos. Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos are 18.3% more likely to own their home, 3.7% more likely to own a higher valued home, 8.% more likely to have a single-family home, 9.4% less likely to have a dog.

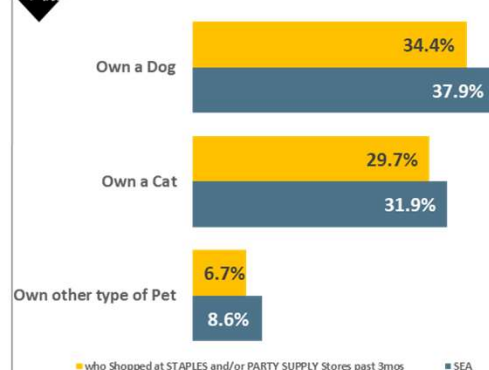
Own/Rent/Other: Adults 18 or older



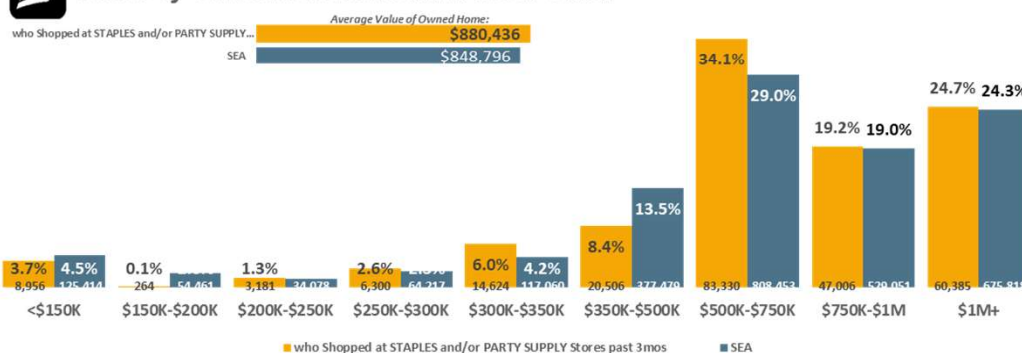
Type of Home: Adults 18 or older



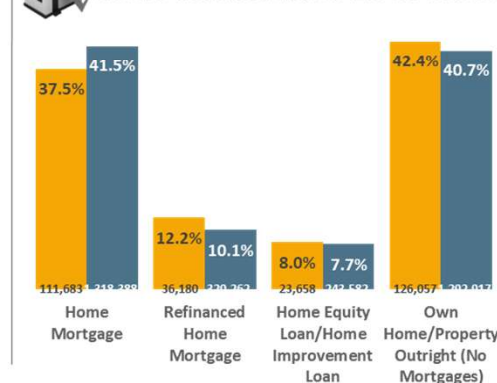
Pets in Home: Adults 18 or older

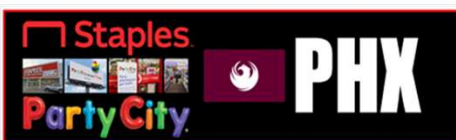


Value of Owned Home: Adults 18 or older



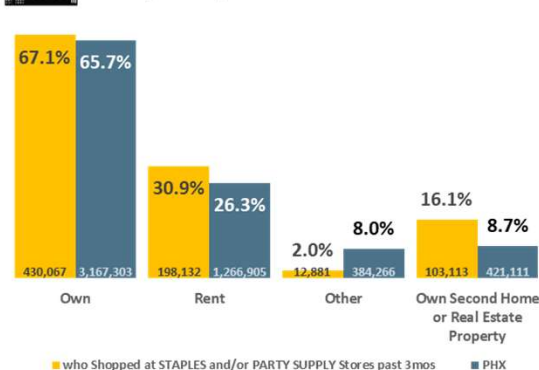
Home Loans: Adults 18 or older



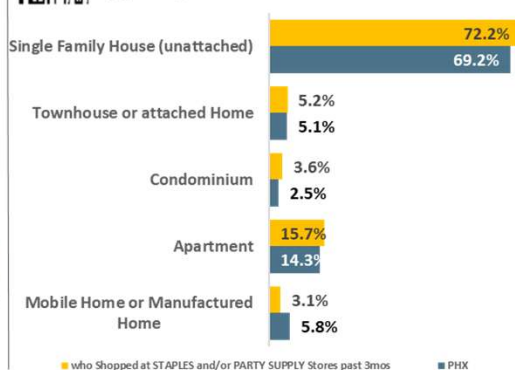


13.3% or 641,080 of PHX DMA Adults 18 or older Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos. Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos are 2.1% more likely to own their home, 1.3% more likely to own a lower valued home, 4.3% more likely to have a single-family home, 30.8% more likely to have a dog.

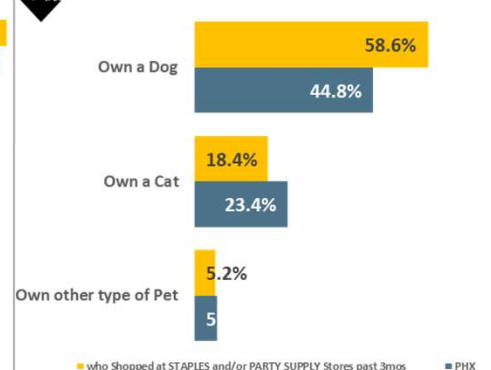
Own/Rent/Other: Adults 18 or older



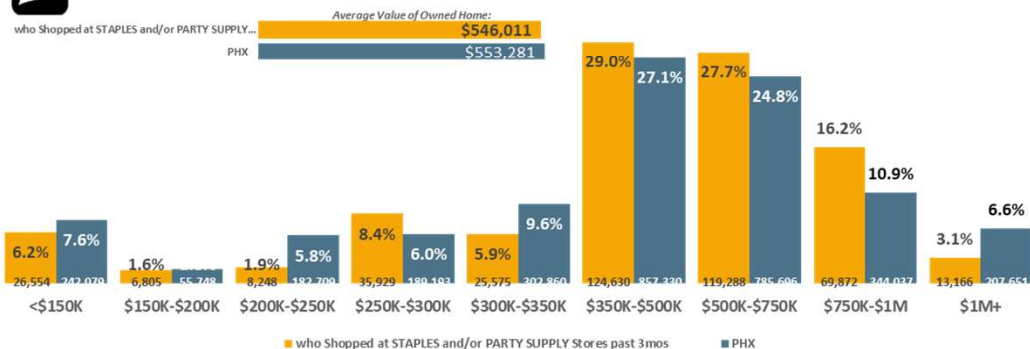
Type of Home: Adults 18 or older



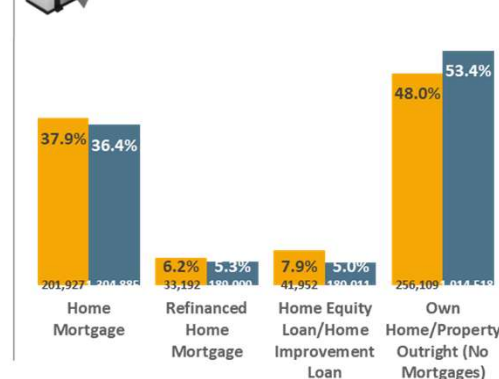
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

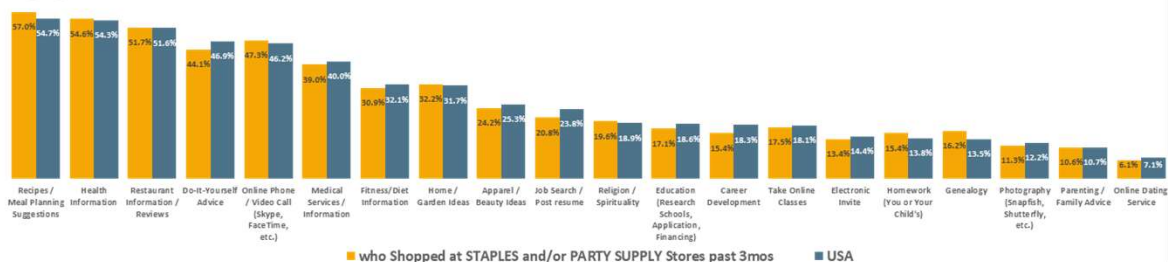




11.2% or 30,719,021 of USA Adults 18 or older Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos. Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos are 6.% less likely to look up D-I-Y advice online, 17.7% more likely to always vote in local elections, 26.4% more likely to belong to a gym, 22.2% more likely to fly domestic



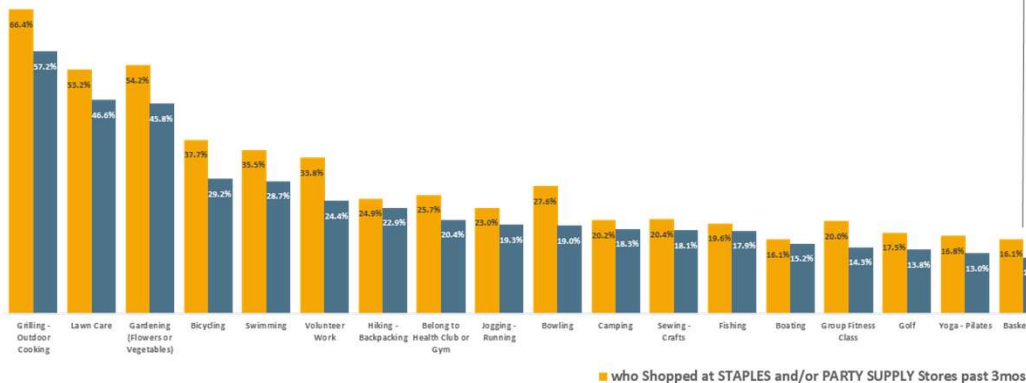
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



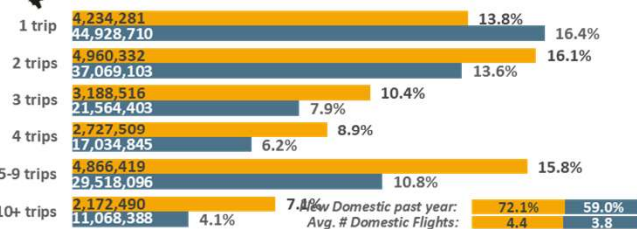
Political Activity: Adults 18 or older



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



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



Domestic past year: 72.1%
Avg. # Domestic Flights: 4.4

USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 3,219
All Graphs and HBAI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

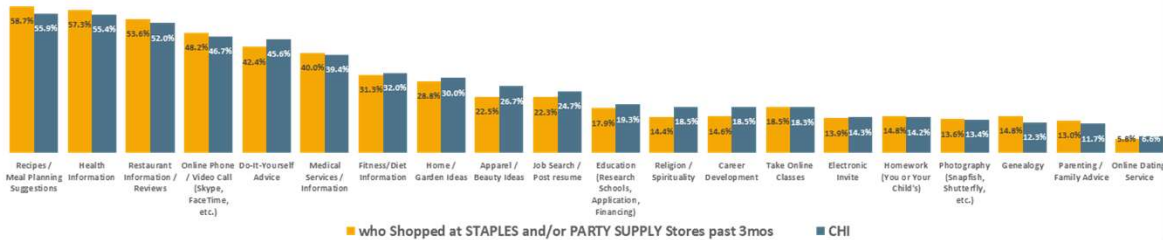
(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)



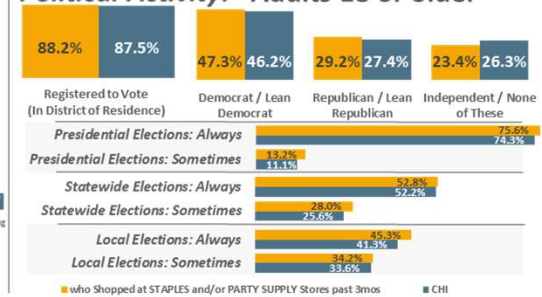
15.6% or 1,194,570 of CHI DMA Adults 18 or older Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos. Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos are 7.% less likely to look up D-I-Y advice online, 9.7% more likely to always vote in local elections, 24.1% more likely to belong to a gym, 27.% more likely to fly domestic p



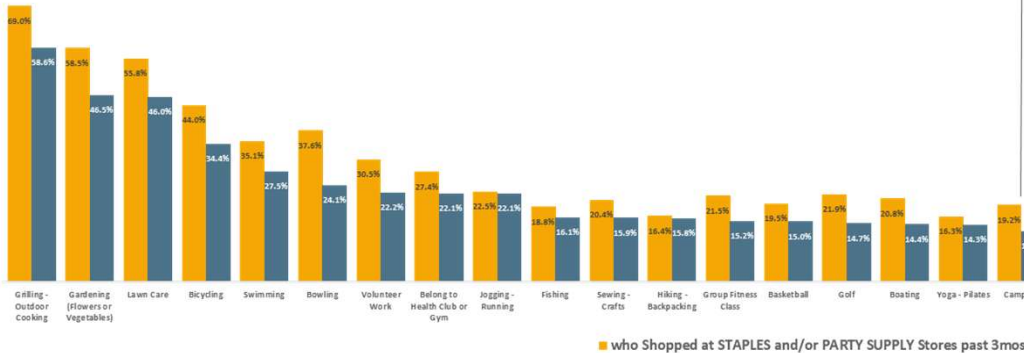
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



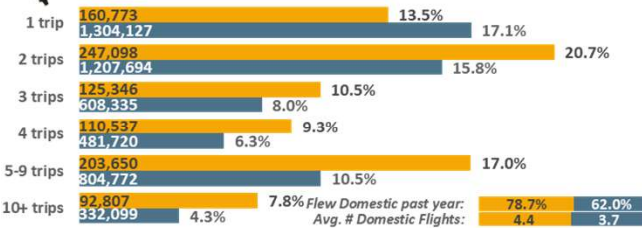
Political Activity: Adults 18 or older



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



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

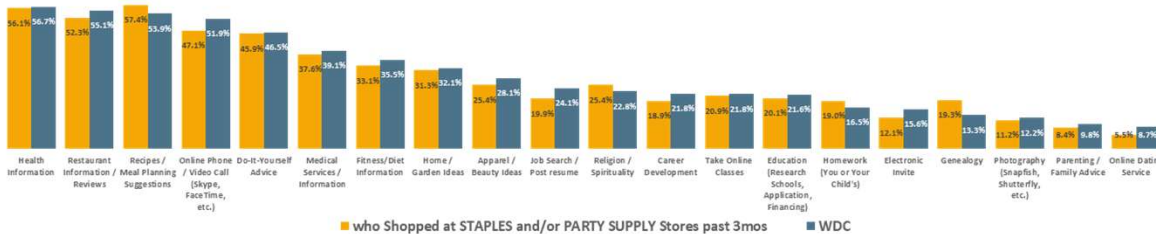




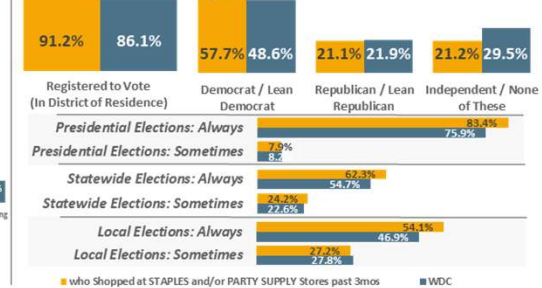
16.1% or 932,007 of WDC DMA Adults 18 or older Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos. Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos are 1.2% less likely to look up D-I-Y advice online, 15.3% more likely to always vote in local elections, 34.9% more likely to belong to a gym, 8.4% more likely to fly domestic



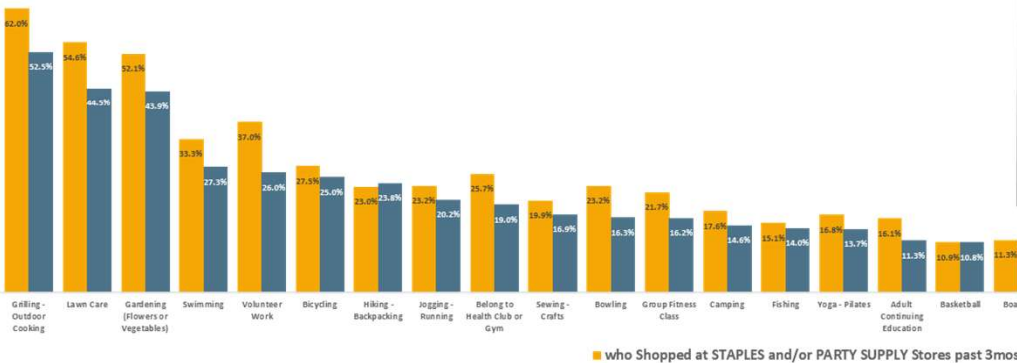
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



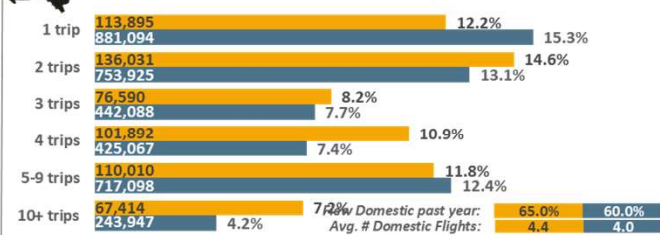
Political Activity: Adults 18 or older



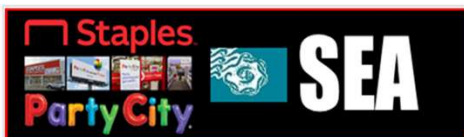
Top-30 past 12-months Active Lifestyle Activities: Adults 18 or older



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



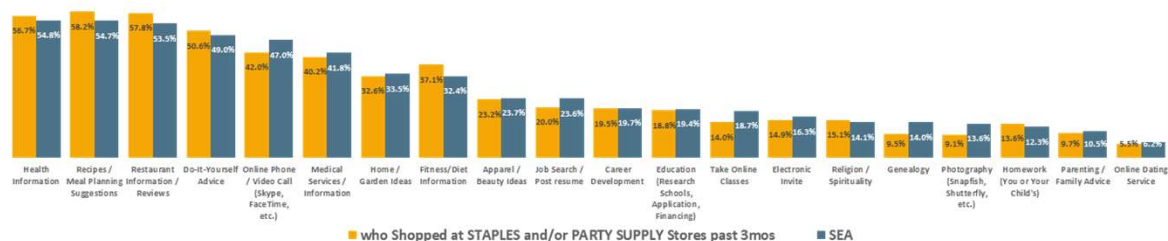
Domestic past year: 65.0% vs 60.0%
Avg. # Domestic Flights: 4.4 vs 4.0



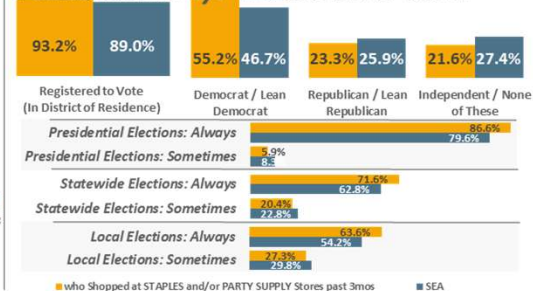
7.4% or 339,950 of SEA DMA Adults 18 or older Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos. Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos are 3.2% more likely to look up D-I-Y advice online, 17.4% more likely to always vote in local elections, 24.% more likely to belong to a gym, 30.% more likely to fly domestic



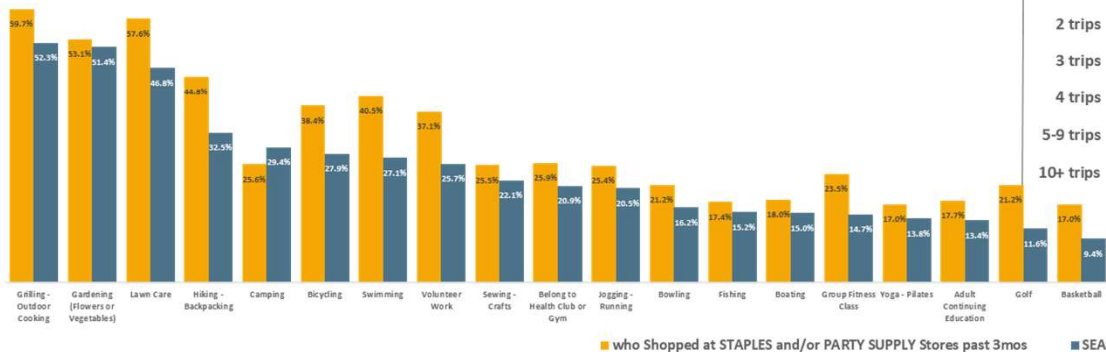
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



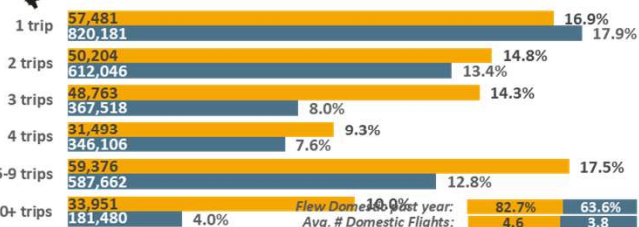
Political Activity: Adults 18 or older

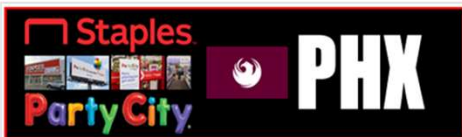


Top-30 past 12-months Active Lifestyle Activities: Adults 18 or older



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

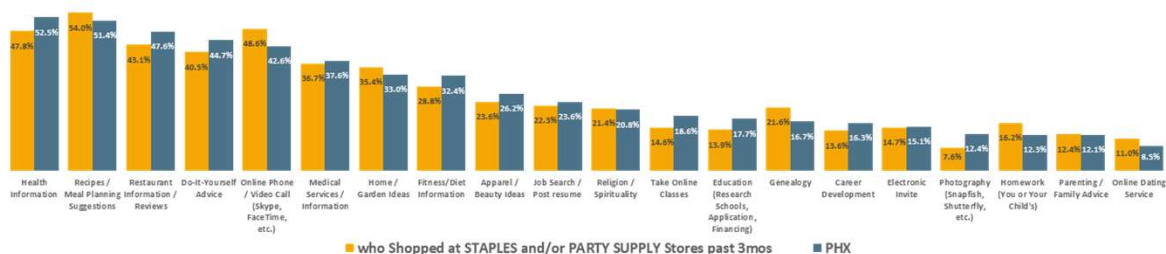




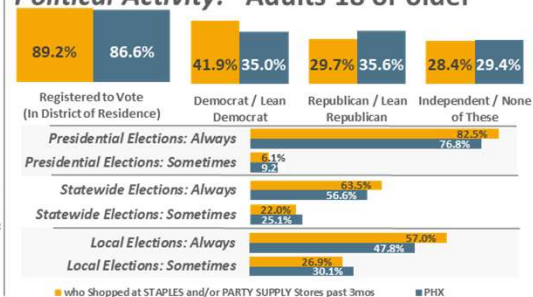
13.3% or 641,080 of PHX DMA Adults 18 or older Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos. Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos are 9.3% less likely to look up D-I-Y advice online, 19.3% more likely to always vote in local elections, 7.6% more likely to belong to a gym, 16.1% more likely to fly domestic



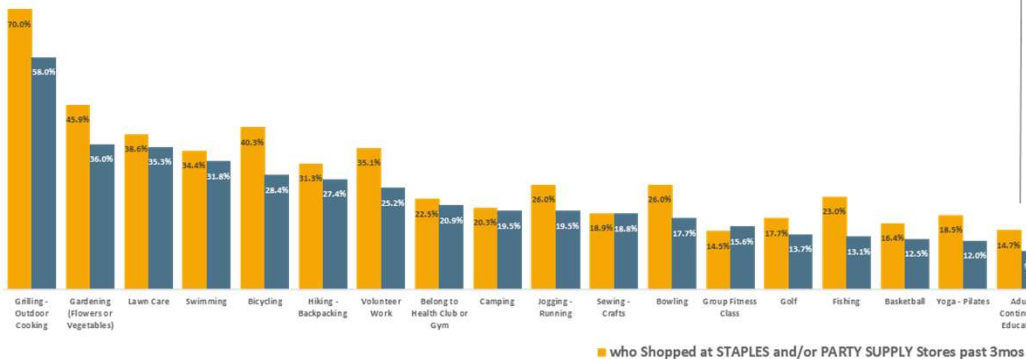
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



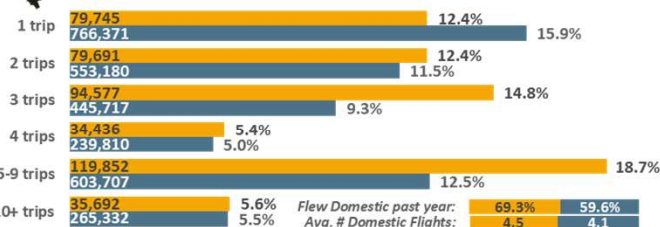
Political Activity: Adults 18 or older



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



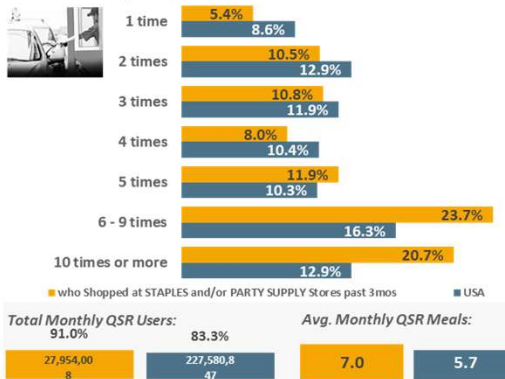
Past 12-months Domestic Airline Trips: Adults 18 or older



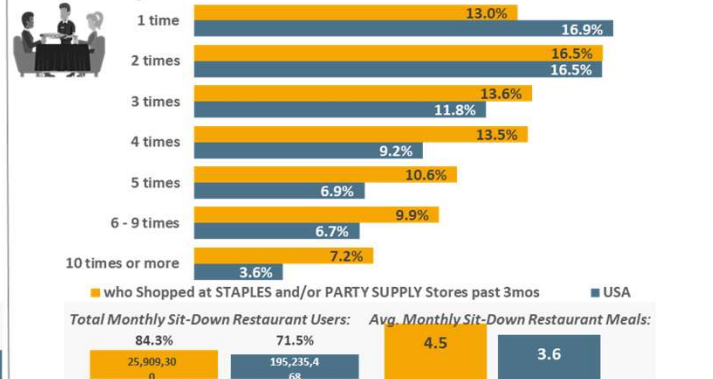


11.2% or 30,719,021 of USA Adults 18 or older Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos. Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos are 9.2% more likely to use QSRs past mo., 18.% more likely to use Sit-Down Restaurants past mo., 23.5% more likely to use Casinos past yr., 4.8% more likely to smoke cigarette

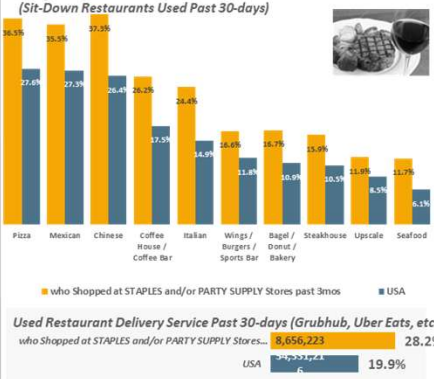
Past 30-days QSR Users: Adults 18 or older



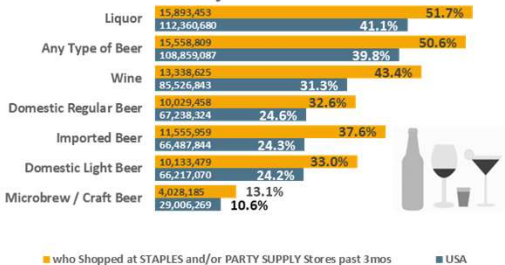
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



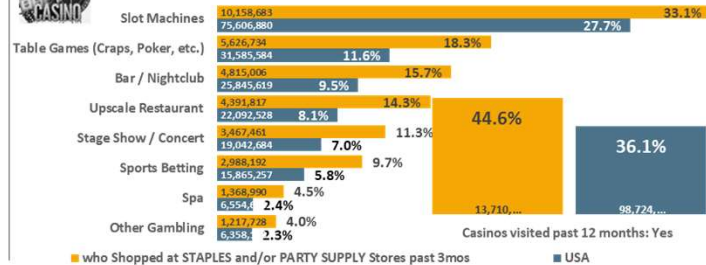
Top-10 Cuisines: Adults 18 or older



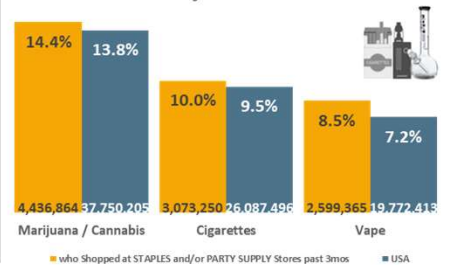
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



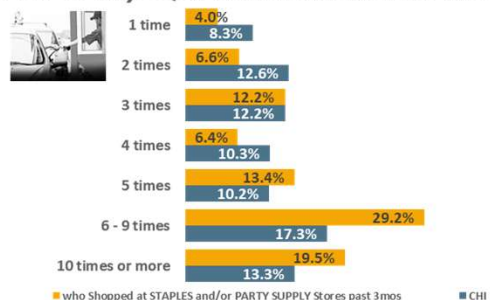
Used Past 30-days: Adults 18 or older



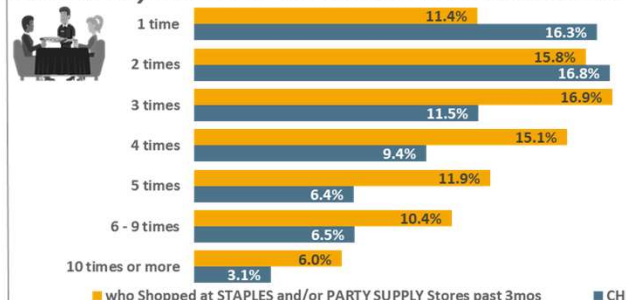


15.6% or 1,194,570 of CHI DMA Adults 18 or older Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos. Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos are 8.2% more likely to use QSRs past mo., 25.1% more likely to use Sit-Down Restaurants past mo., 30.% more likely to use Casinos past yr., 24.9% more likely to smoke cigarett

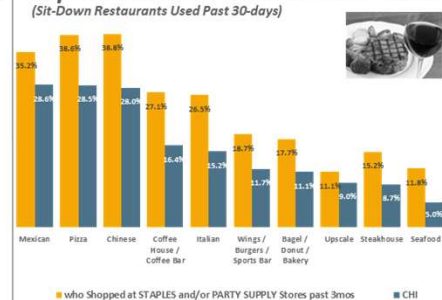
Past 30-days QSR Users: Adults 18 or older



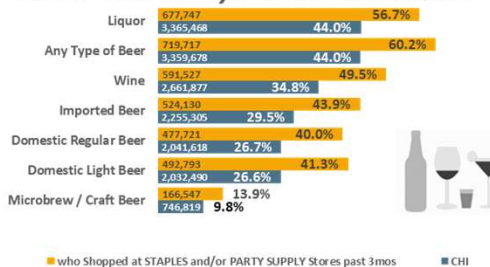
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



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



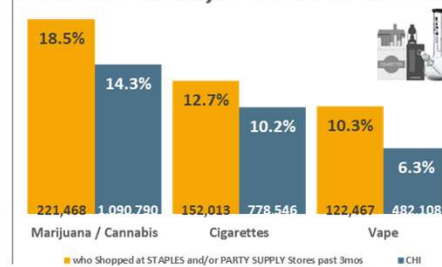
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



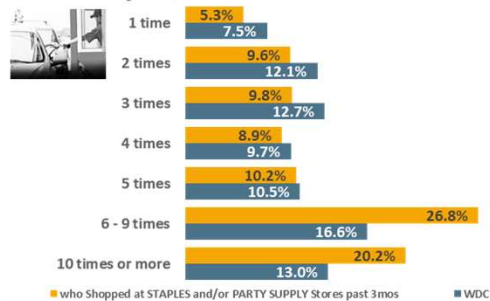
Used Past 30-days: Adults 18 or older





16.1% or 932,007 of WDC DMA Adults 18 or older Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos. Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos are 10.5% more likely to use QSRs past mo., 13.1% more likely to use Sit-Down Restaurants past mo., 38.3% more likely to use Casinos past yr., 27.8% more likely to smoke cigare

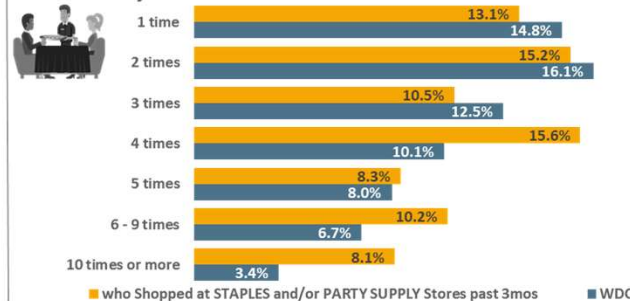
Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 90.7%
845,608

Avg. Monthly QSR Meals: 7.1
4,744,919

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



Total Monthly Sit-Down Restaurant Users: 81.0%
754,881

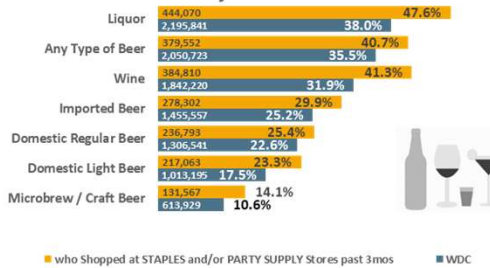
Avg. Monthly Sit-Down Restaurant Meals: 4.7
4,137,320

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

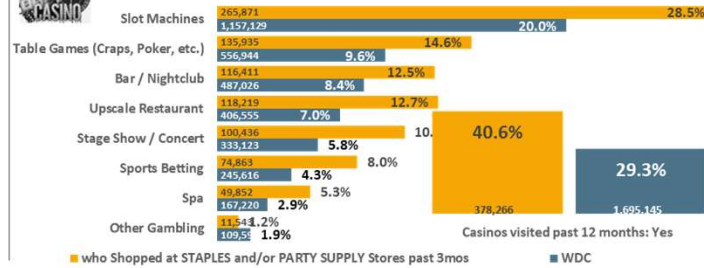


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Shopped at STAPLES and/or PARTY SUPPLY Stores... 330,658 35.5%
WDC 1,468,075 25.4%

Drank Past 30-days: Adults 18 or older

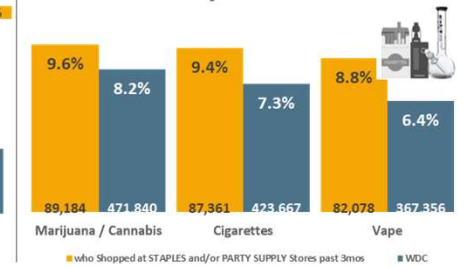


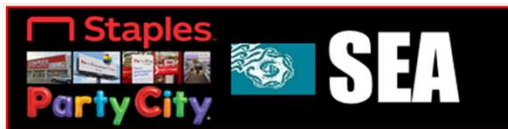
Past 12 months Casino Activities: Adults 18 or older



Casinos visited past 12 months: Yes
378,266 40.6%
1,605,145 29.3%

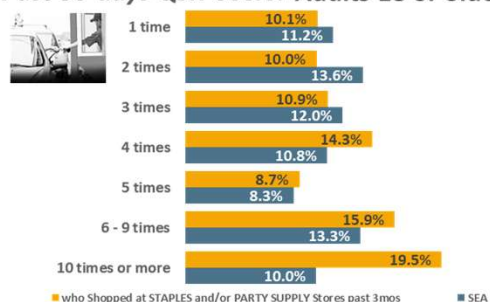
Used Past 30-days: Adults 18 or older



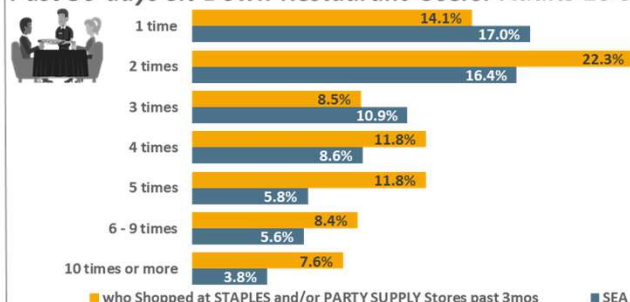


7.4% or 339,950 of SEA DMA Adults 18 or older Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos. Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos are 12.9% more likely to use QSRs past mo., 24.1% more likely to use Sit-Down Restaurants past mo., 31.3% more likely to use Casinos past yr., 15.7% more likely to smoke cigare

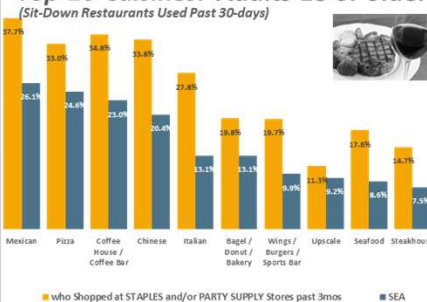
Past 30-days QSR Users: Adults 18 or older



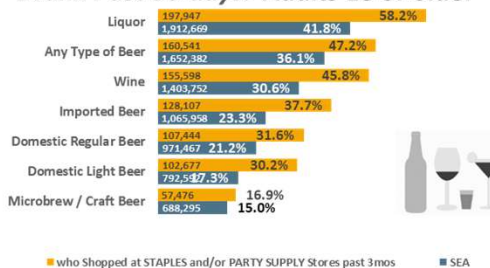
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



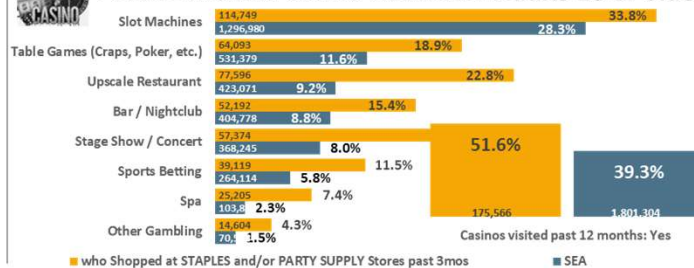
Top-10 Cuisines: Adults 18 or older



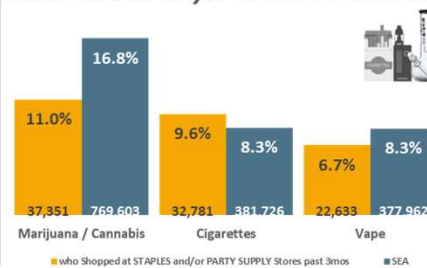
Drank Past 30-days: Adults 18 or older

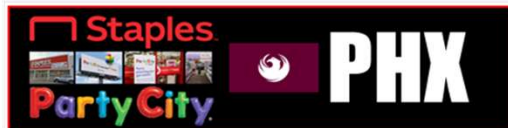


Past 12 months Casino Activities: Adults 18 or older



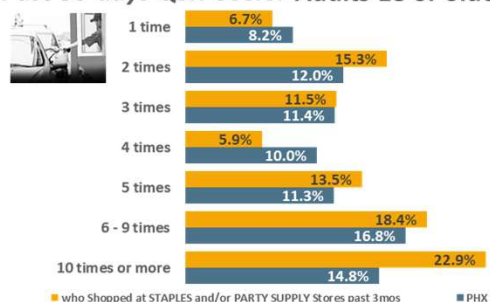
Used Past 30-days: Adults 18 or older





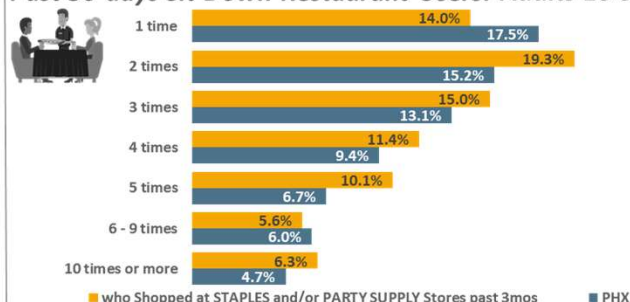
13.3% or 641,080 of PHX DMA Adults 18 or older Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos. Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos are 11.5% more likely to use QSRs past mo., 12.6% more likely to use Sit-Down Restaurants past mo., 23.8% more likely to use Casinos past yr., 37.8% less likely to smoke cigare

Past 30-days QSR Users: Adults 18 or older



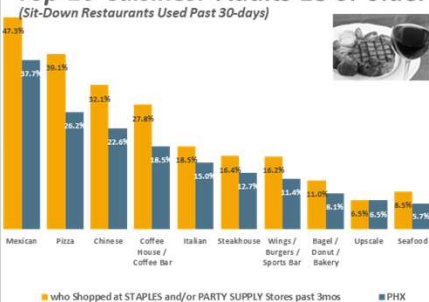
Total Monthly QSR Users: 94.2%
 604,060 (who shopped) vs 4,071,899 (PHX)
 Avg. Monthly QSR Meals: 6.8 (who shopped) vs 6.0 (PHX)

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



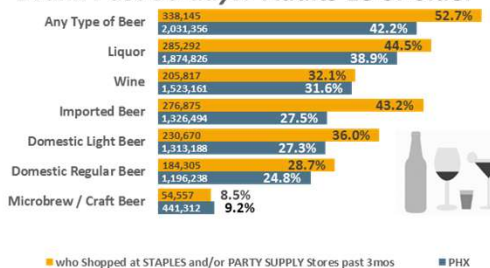
Total Monthly Sit-Down Restaurant Users: 81.8%
 524,446 (who shopped) vs 3,501,810 (PHX)
 Avg. Monthly Sit-Down Restaurant Meals: 4.0 (who shopped) vs 3.8 (PHX)

Top-10 Cuisines: Adults 18 or older

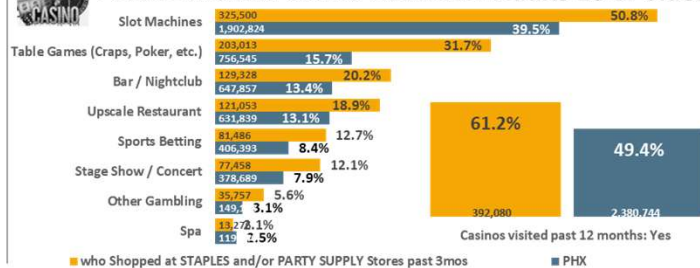


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
 who Shopped at STAPLES and/or PARTY SUPPLY Stores... 142,264 (22.2%)
 PHX 837,313 (17.4%)

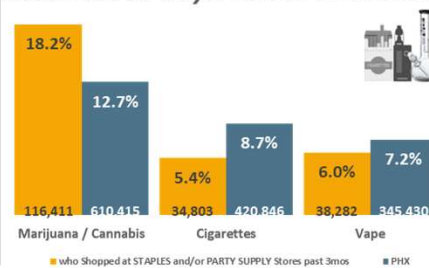
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older

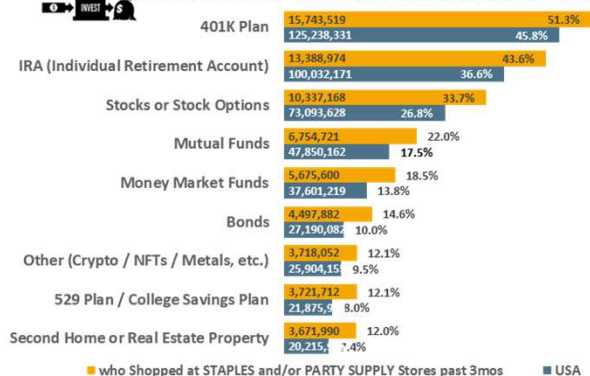




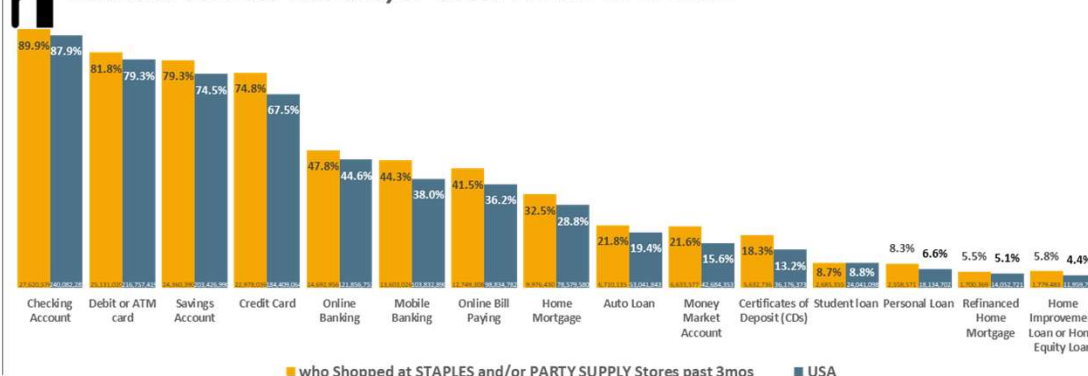
11.2% or 30,719,021 of USA Adults 18 or older Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos. Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos are 11.8% more likely to have a 401K, 12.5% more likely to have an Auto Loan, 22.% more likely to Invest/Trade Stocks Online, 3.8% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



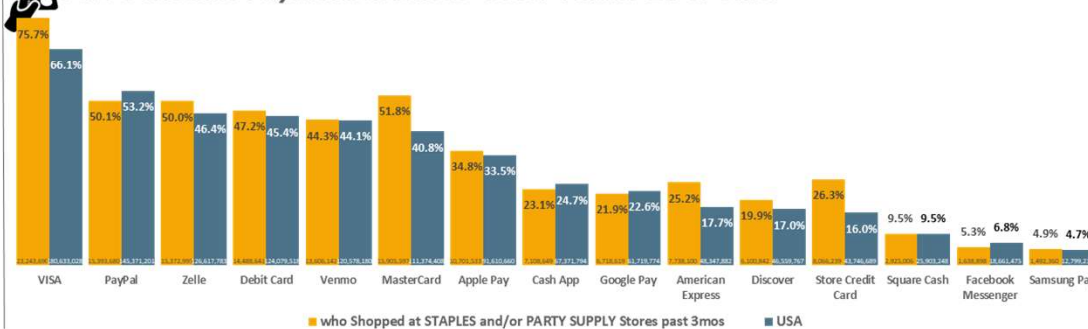
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

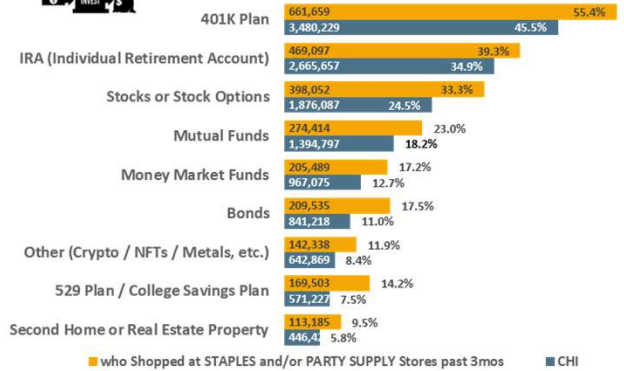




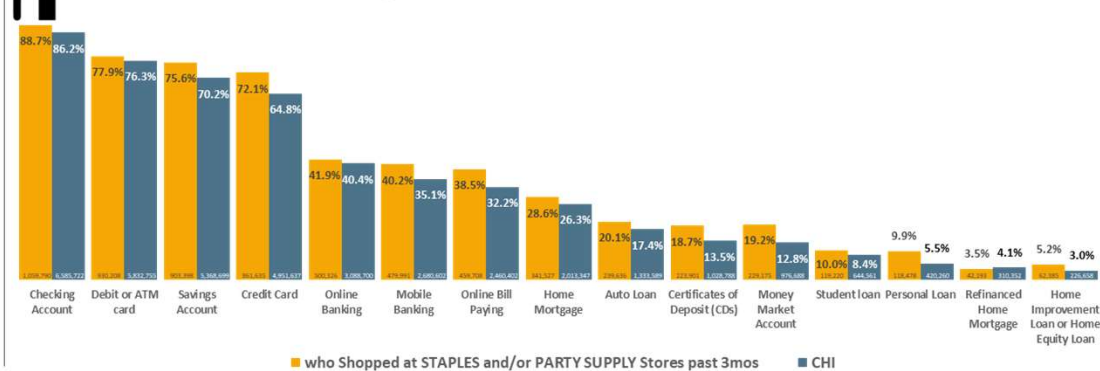
15.6% or 1,194,570 of CHI DMA Adults 18 or older Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos. Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos are 21.7% more likely to have a 401K, 15.% more likely to have an Auto Loan, 27.5% more likely to Invest/Trade Stocks Online, 1.9% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



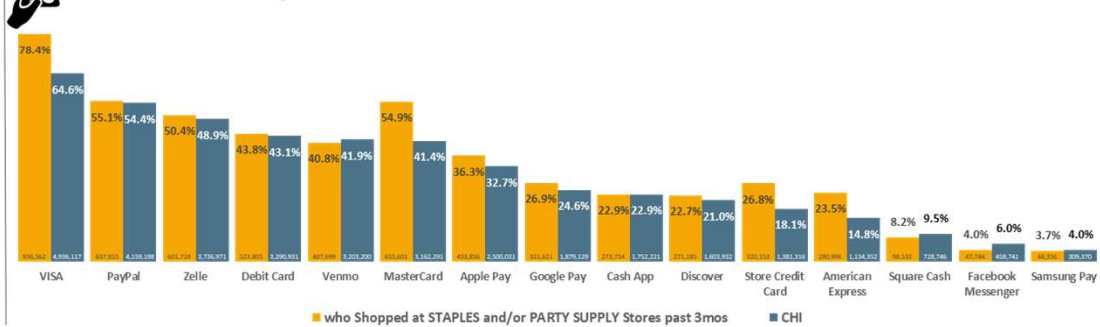
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

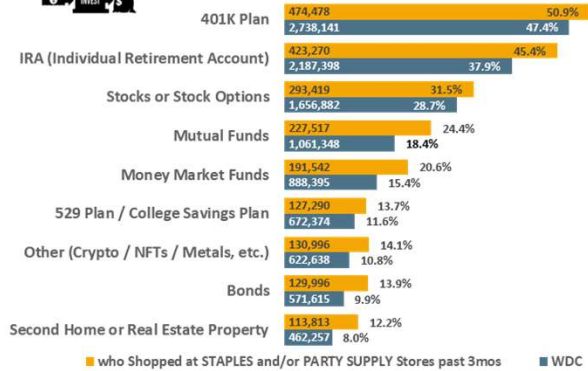




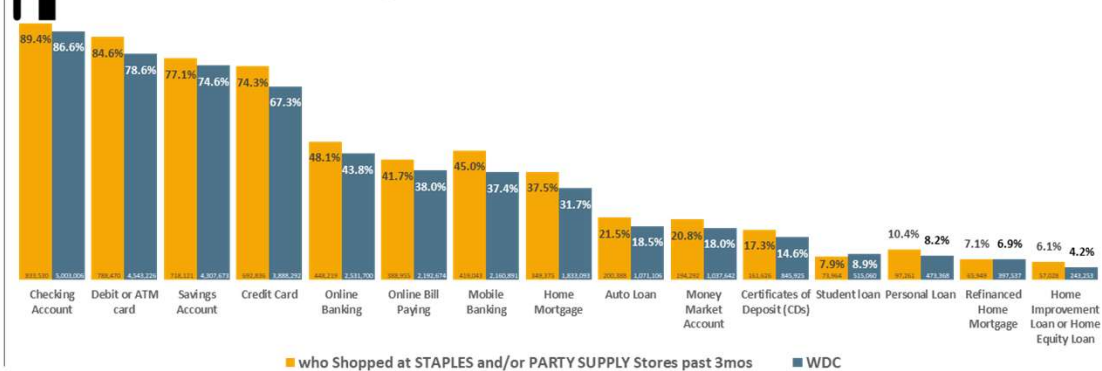
16.1% or 932,007 of WDC DMA Adults 18 or older Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos. Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos are 7.4% more likely to have a 401K, 16.% more likely to have an Auto Loan, 3.6% more likely to Invest/Trade Stocks Online, 20.7% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



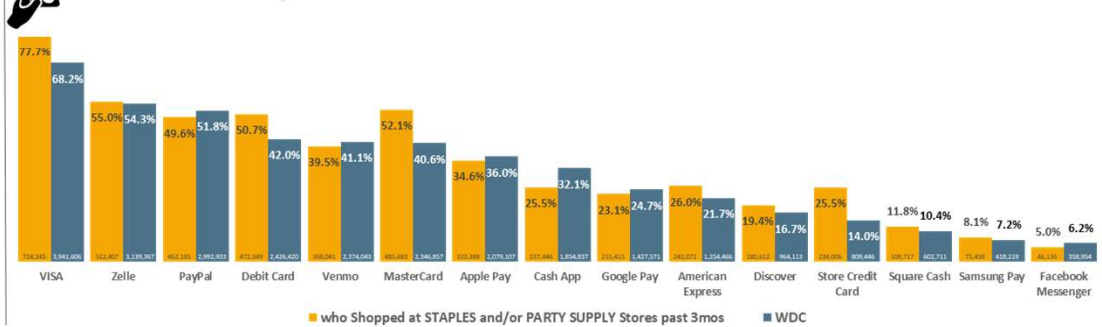
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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





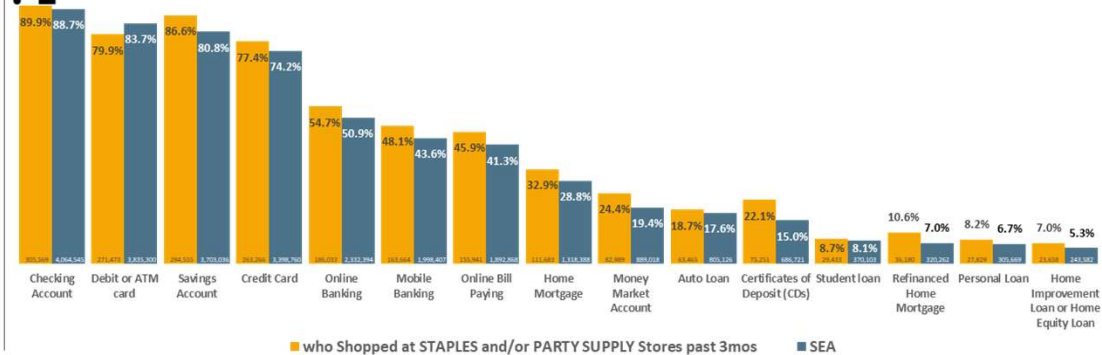
7.4% or 339,950 of SEA DMA Adults 18 or older Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos. Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos are 10.7% more likely to have a 401K, 6.2% more likely to have an Auto Loan, 21.7% more likely to Invest/Trade Stocks Online, 9.5% less likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



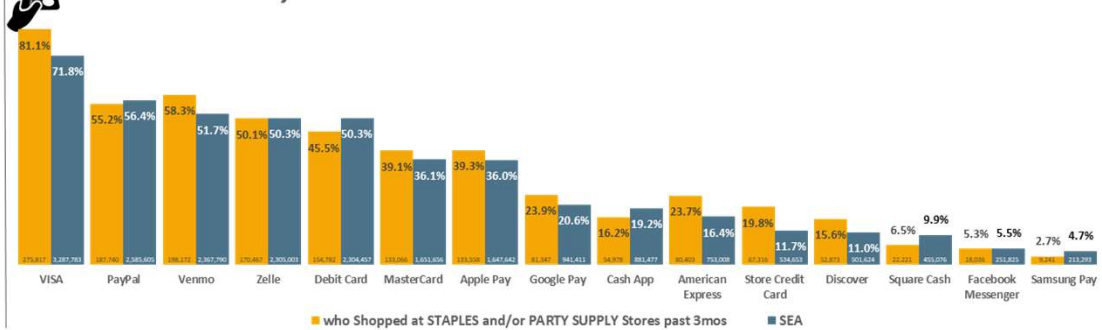
Financial Services Has and/or Uses: Adults 18 or older

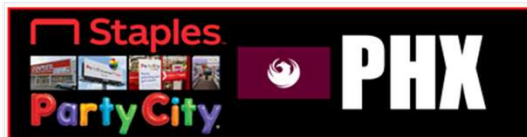


Professional Services Used*: Adults 18 or older



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

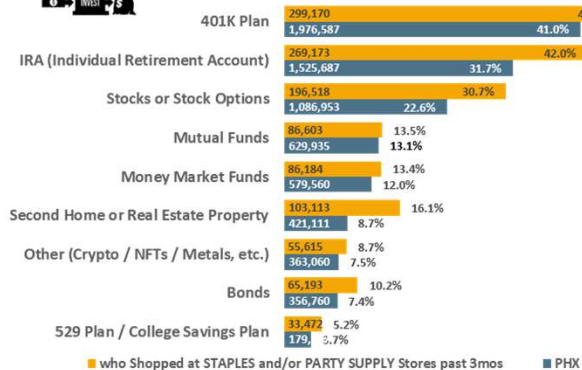




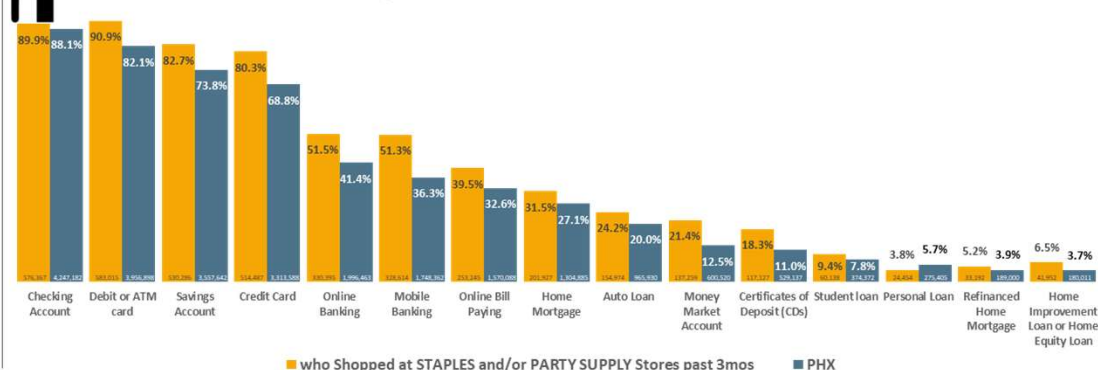
13.3% or 641,080 of PHX DMA Adults 18 or older Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos. Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos are 13.8% more likely to have a 401K, 20.6% more likely to have an Auto Loan, 17.9% more likely to Invest/Trade Stocks Online, 2.4% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



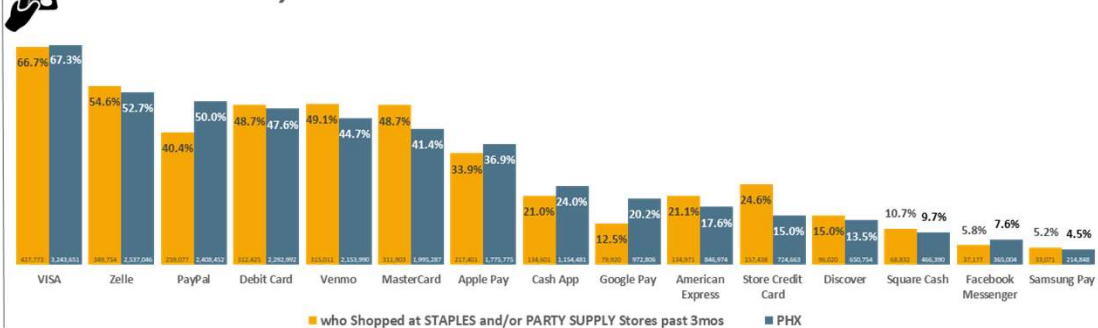
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older

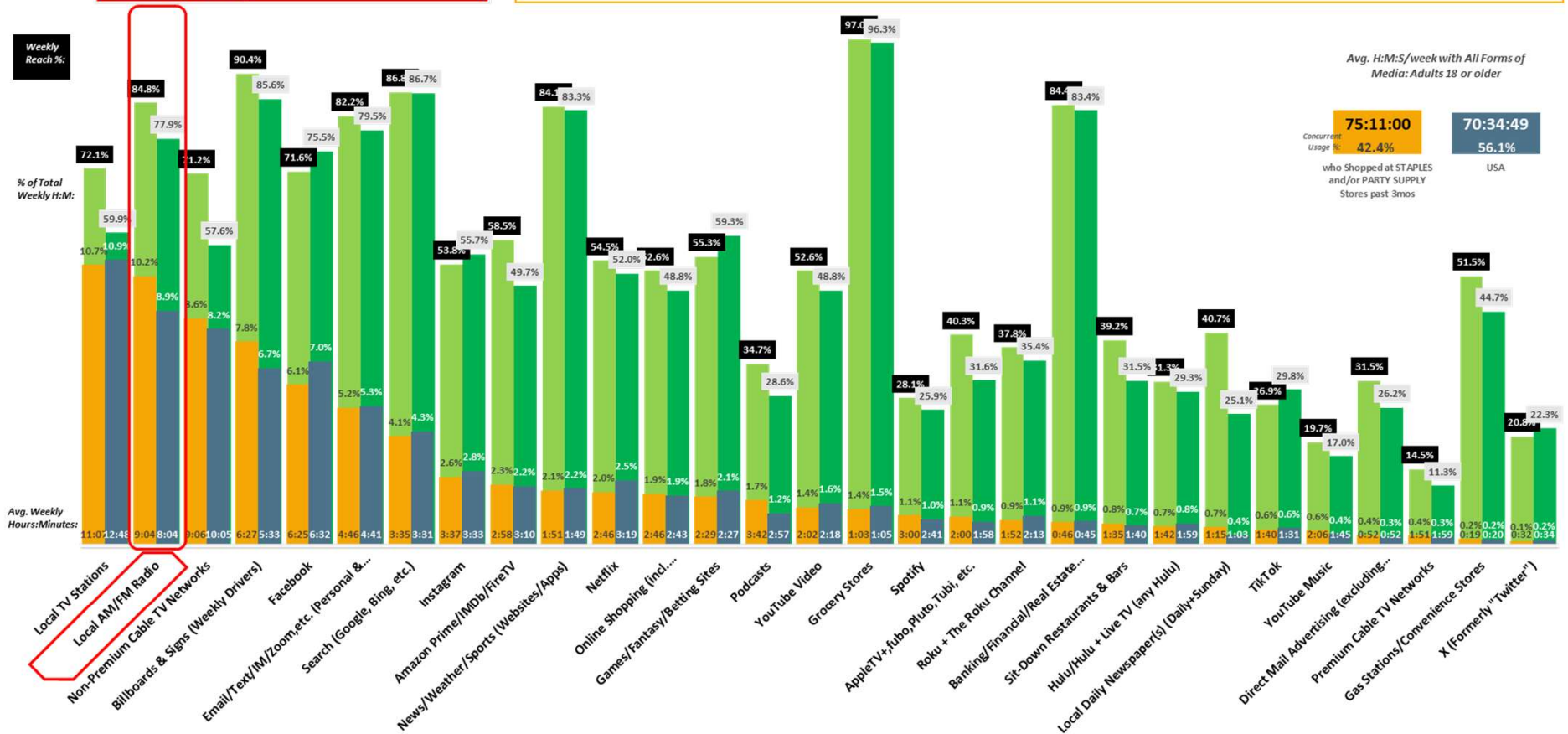


Past 3-Months Payment Methods Used: Adults 18 or older





Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos spend an average of 3 days, 3 hours, 11 minutes and 0 seconds each week with All Forms of Media.
 84.8% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos spend an avg. of 9 hours and 4 minutes each week listening to All Local AM/FM Radio, representing 10.2% of total time spent with all forms of Media.



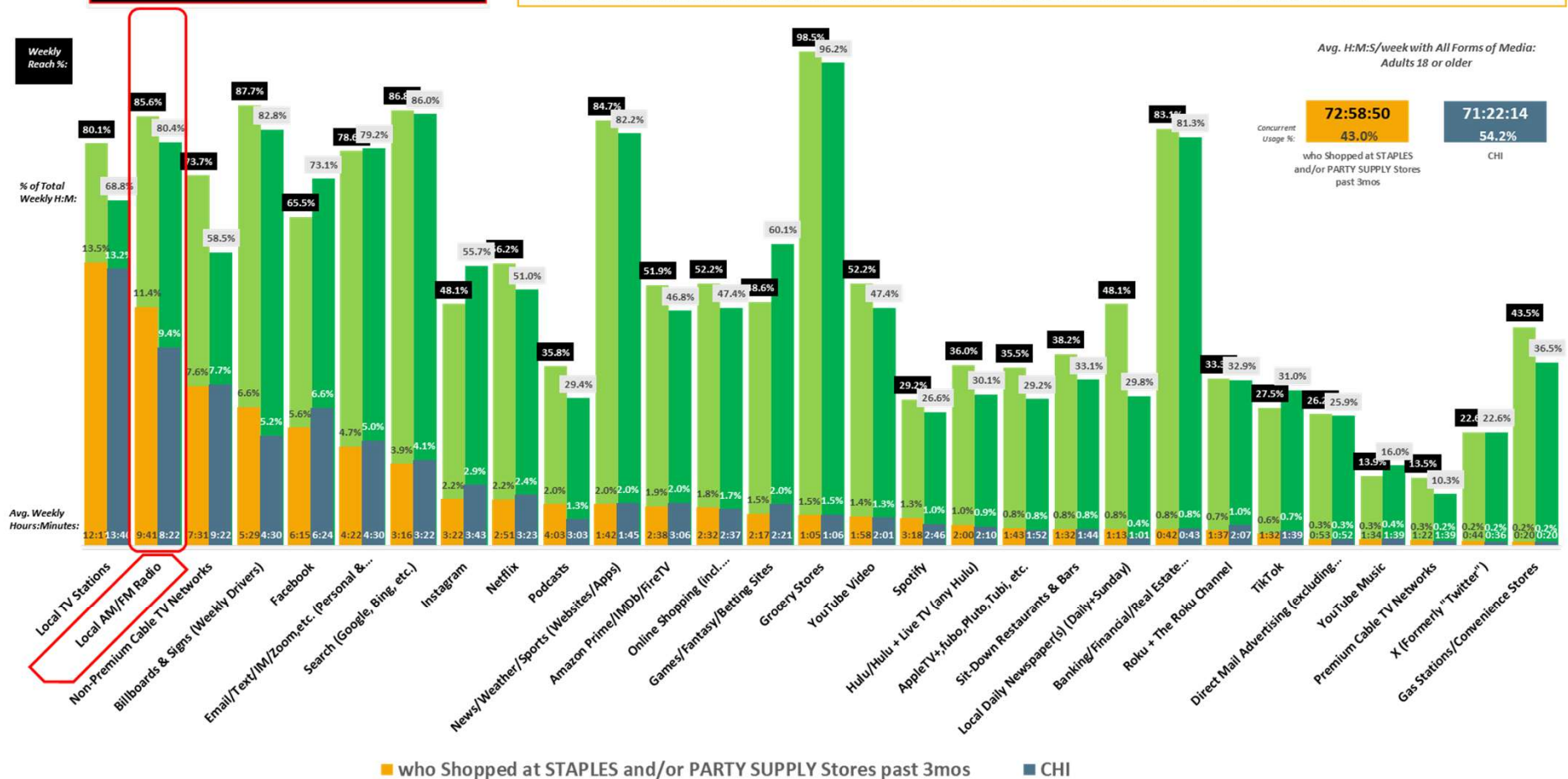
Avg. H:M:S/week with All Forms of Media: Adults 18 or older

who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos	USA
75:11:00	70:34:49
Concurrent Usage %: 42.4%	56.1%

who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos USA



Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos spend an average of 3 days, 0 hours, 58 minutes and 50 seconds each week with All Forms of Media.
 85.6% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos spend an avg. of 9 hours and 41 minutes each week listening to All Local AM/FM Radio, representing 11.4% of total time spent with all forms of Media.



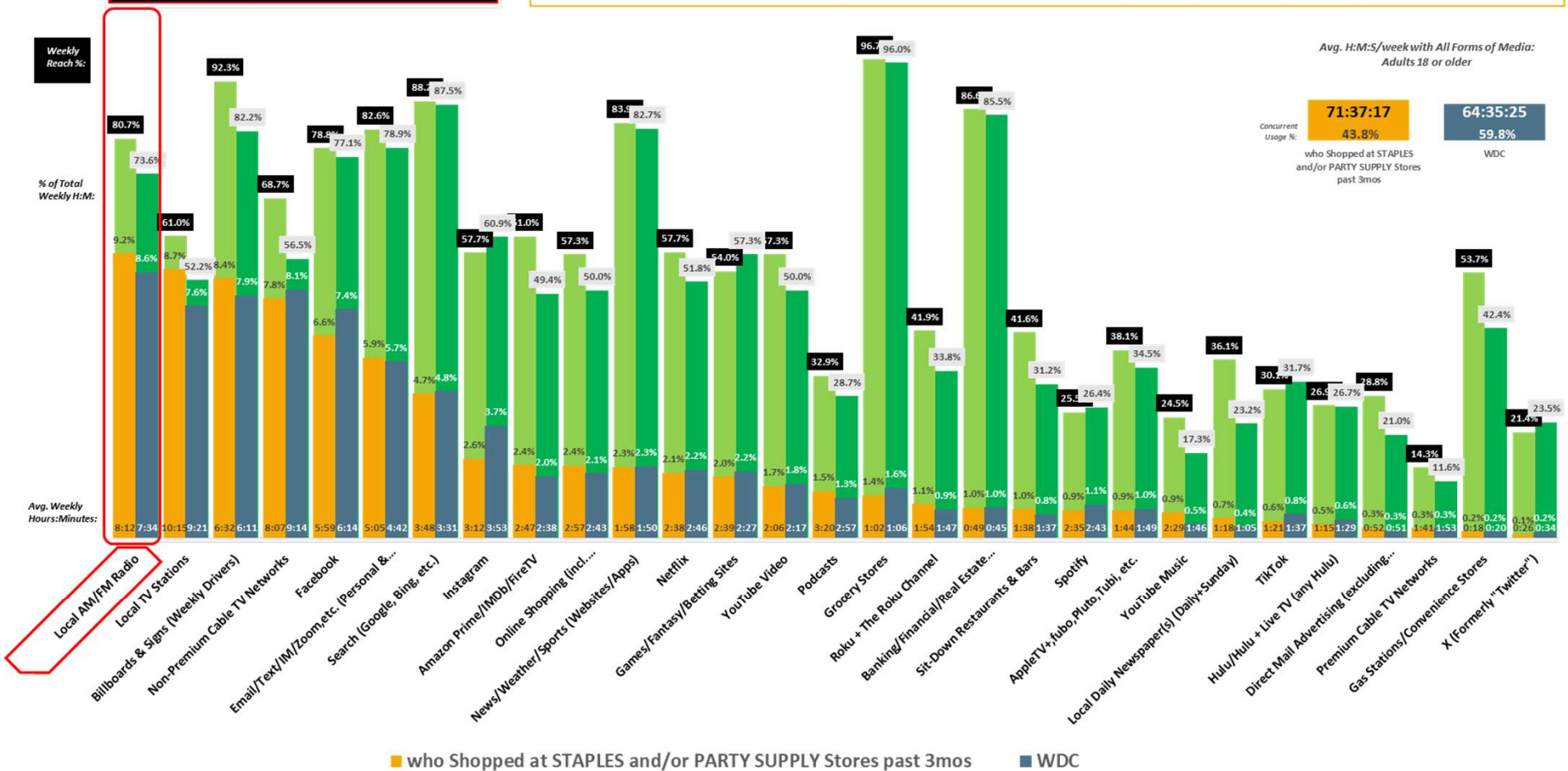
Avg. H:M:S/week with All Forms of Media:
 Adults 18 or older

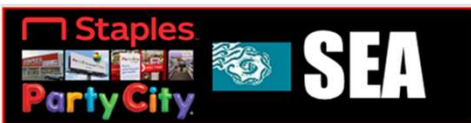
Concurrent Usage %
72:58:50
 43.0%
 who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos

71:22:14
 54.2%
 CHI

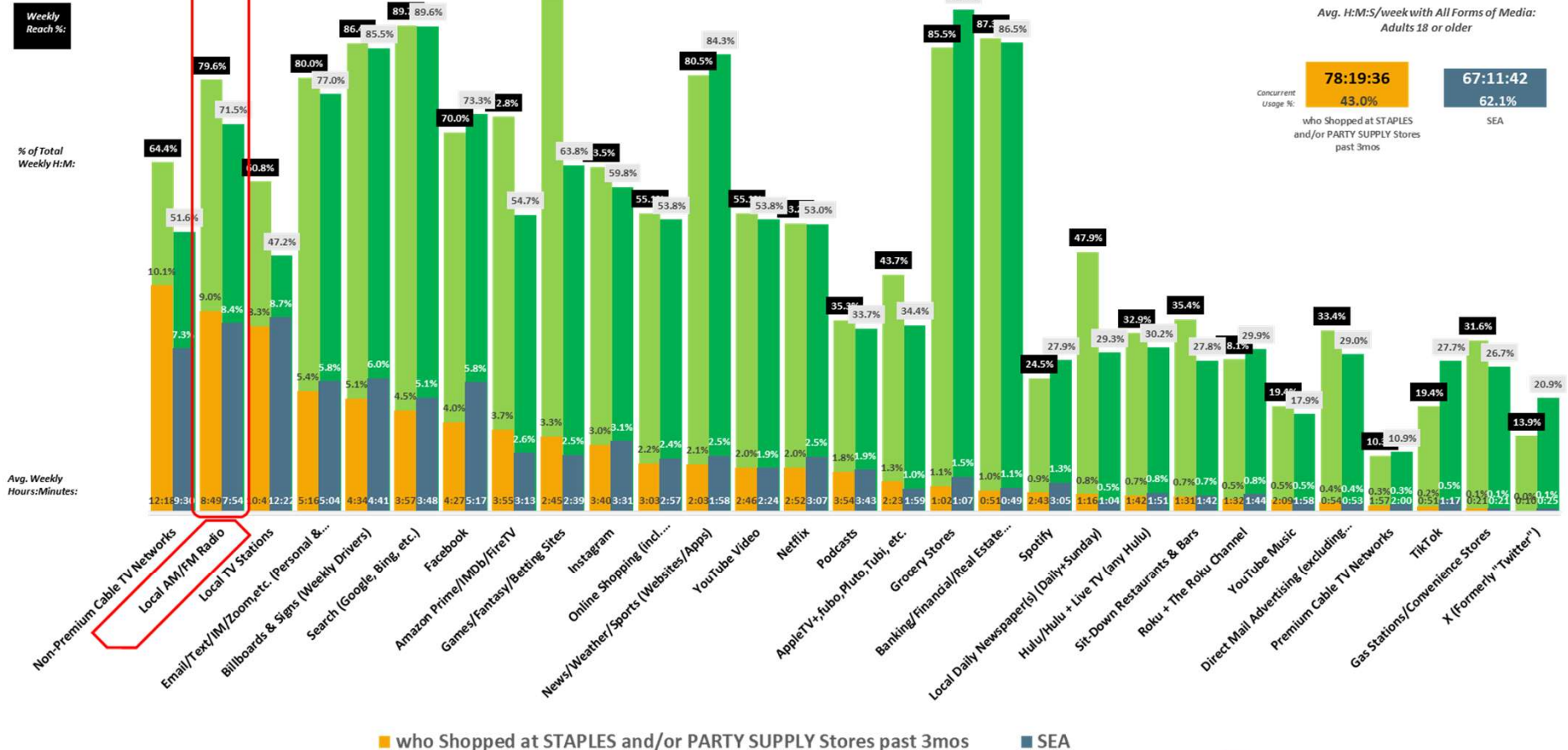


Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos spend an average of 2 days, 23 hours, 37 minutes and 17 seconds each week with All Forms of Media.
 80.7% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos spend an avg. of 8 hours and 12 minutes each week listening to All Local AM/FM Radio, representing 9.2% of total time spent with all forms of Media.



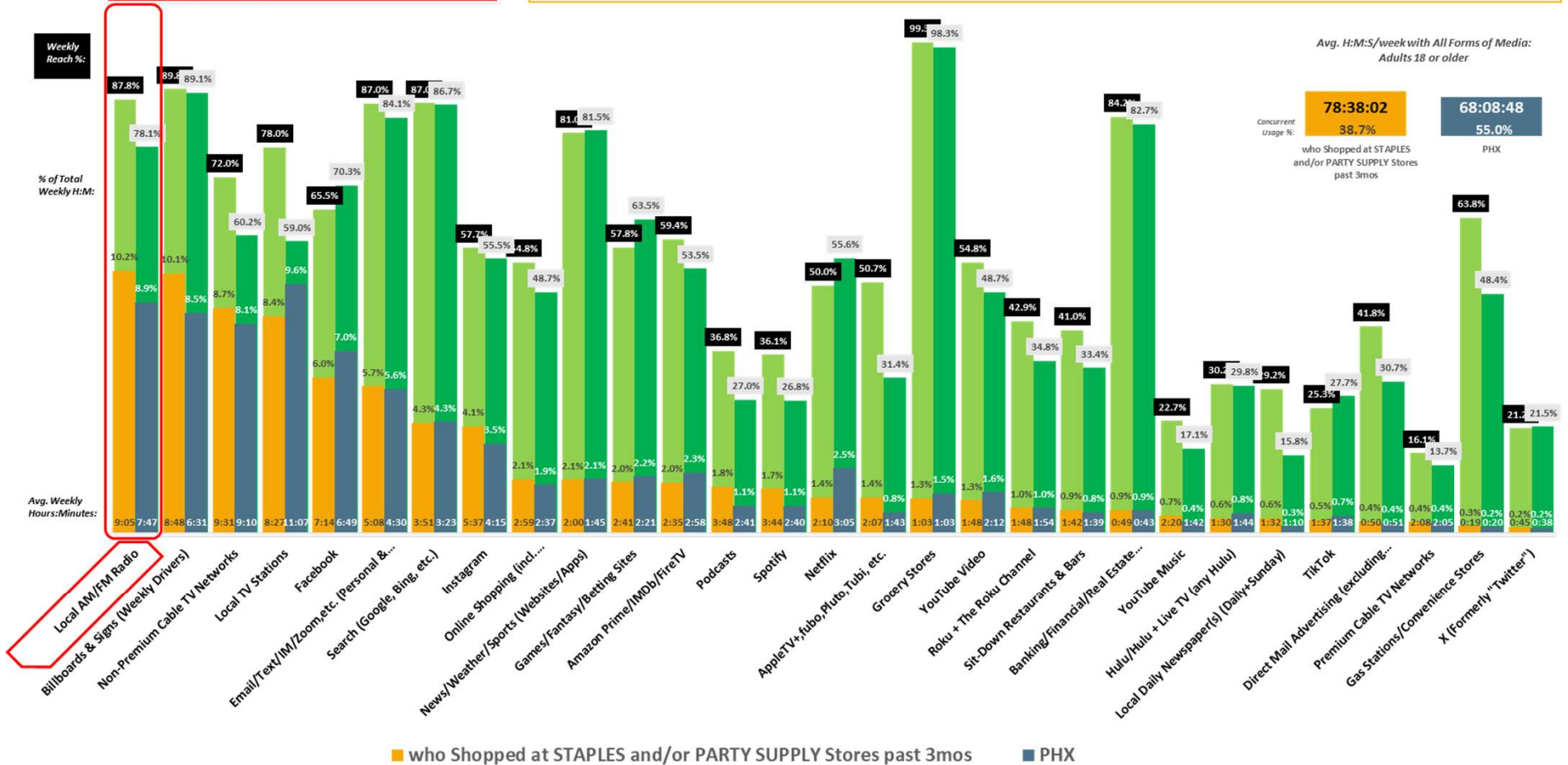


Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos spend an average of 3 days, 6 hours, 19 minutes and 36 seconds each week with All Forms of Media.
 79.6% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos spend an avg. of 8 hours and 49 minutes each week listening to All Local AM/FM Radio, representing 9.% of total time spent with all forms of Media.



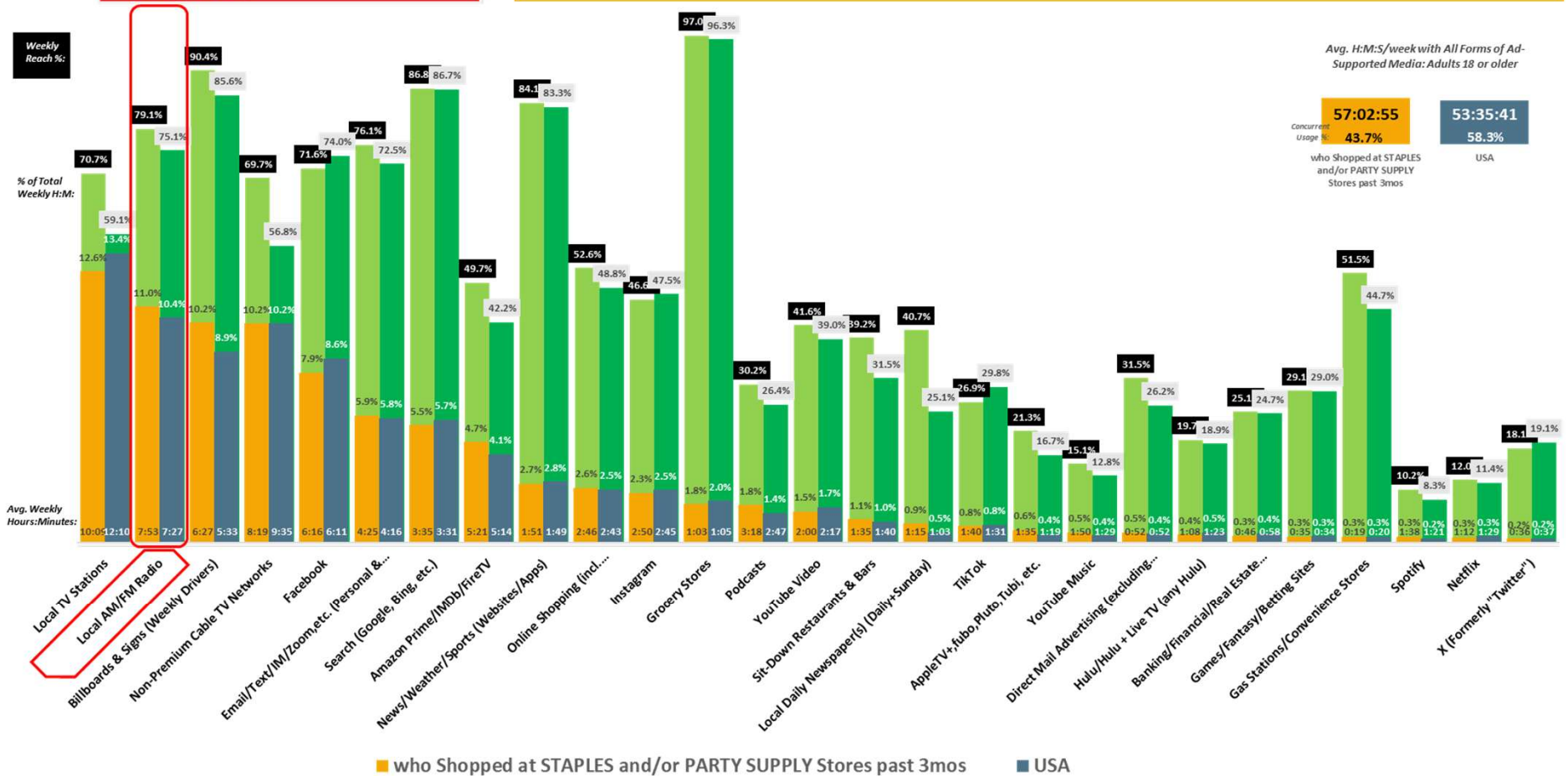


Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos spend an average of 3 days, 6 hours, 38 minutes and 2 seconds each week with All Forms of Media.
 87.8% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos spend an avg. of 9 hours and 5 minutes each week listening to All Local AM/FM Radio, representing 10.2% of total time spent with all forms of Media.



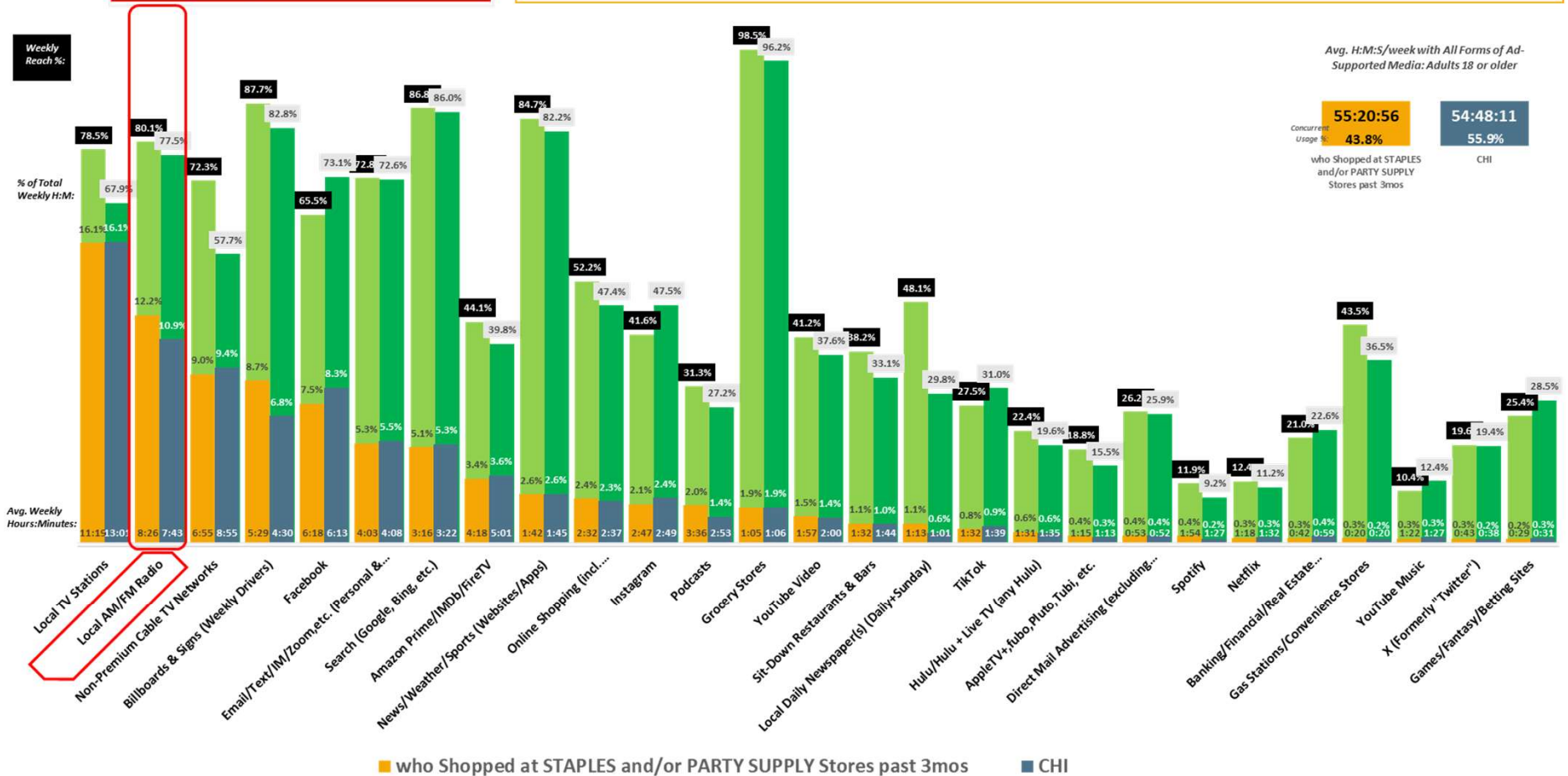


Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos spend an average of 2 days, 9 hours, 2 minutes and 55 seconds each week with All Forms of Ad-Supported Media.
 79.1% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos spend an avg. of 7 hours and 53 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.1% of total time spent with all forms of Ad-Supported Med



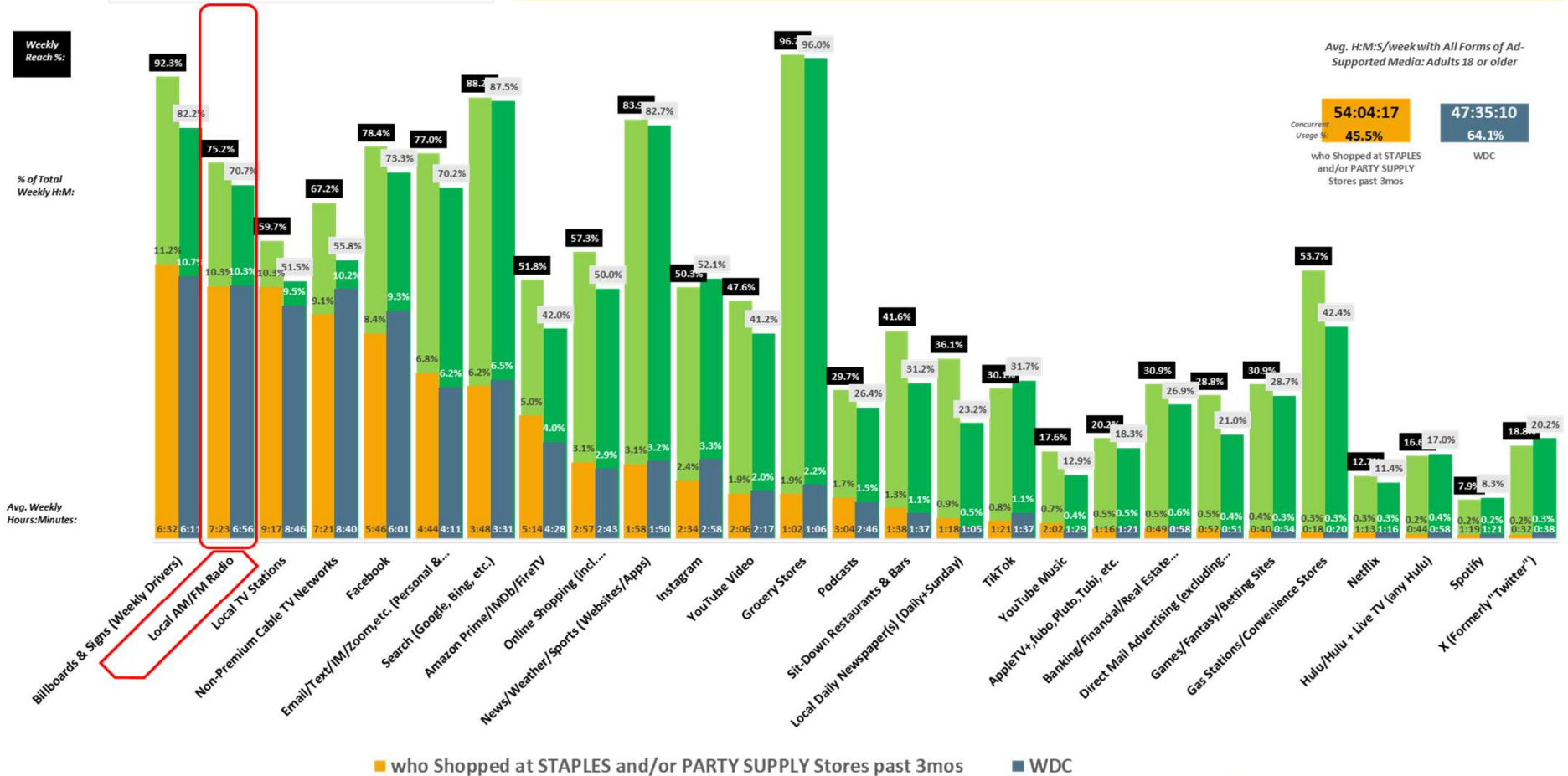


Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos spend an average of 2 days, 7 hours, 20 minutes and 56 seconds each week with All Forms of Ad-Supported Media.
 80.1% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos spend an avg. of 8 hours and 26 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.2% of total time spent with all forms of Ad-Supported Me



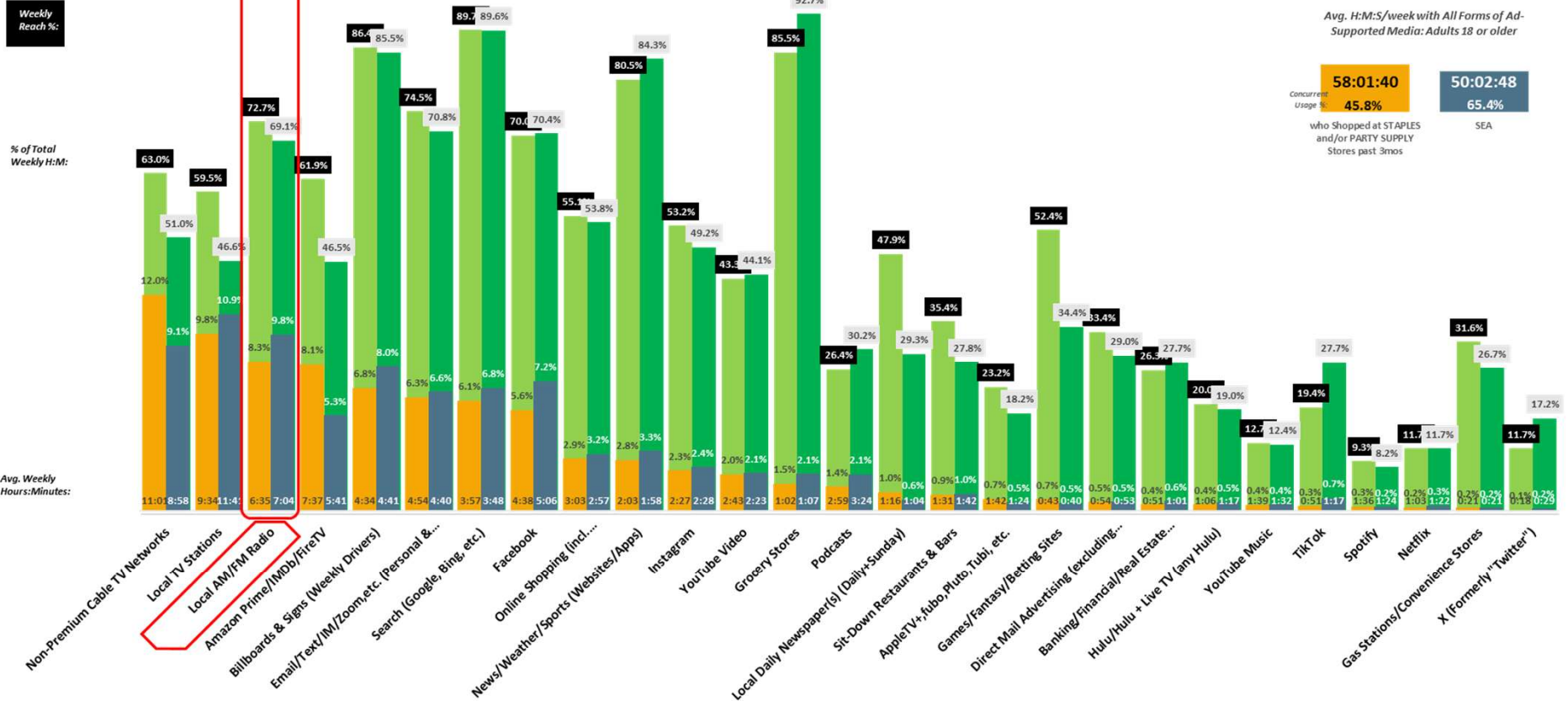


Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos spend an average of 2 days, 6 hours, 4 minutes and 17 seconds each week with All Forms of Ad-Supported Media.
 75.2% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos spend an avg. of 7 hours and 23 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.3% of total time spent with all forms of Ad-Supported Me

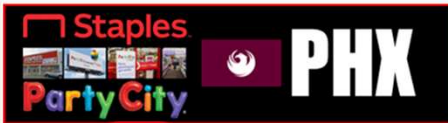




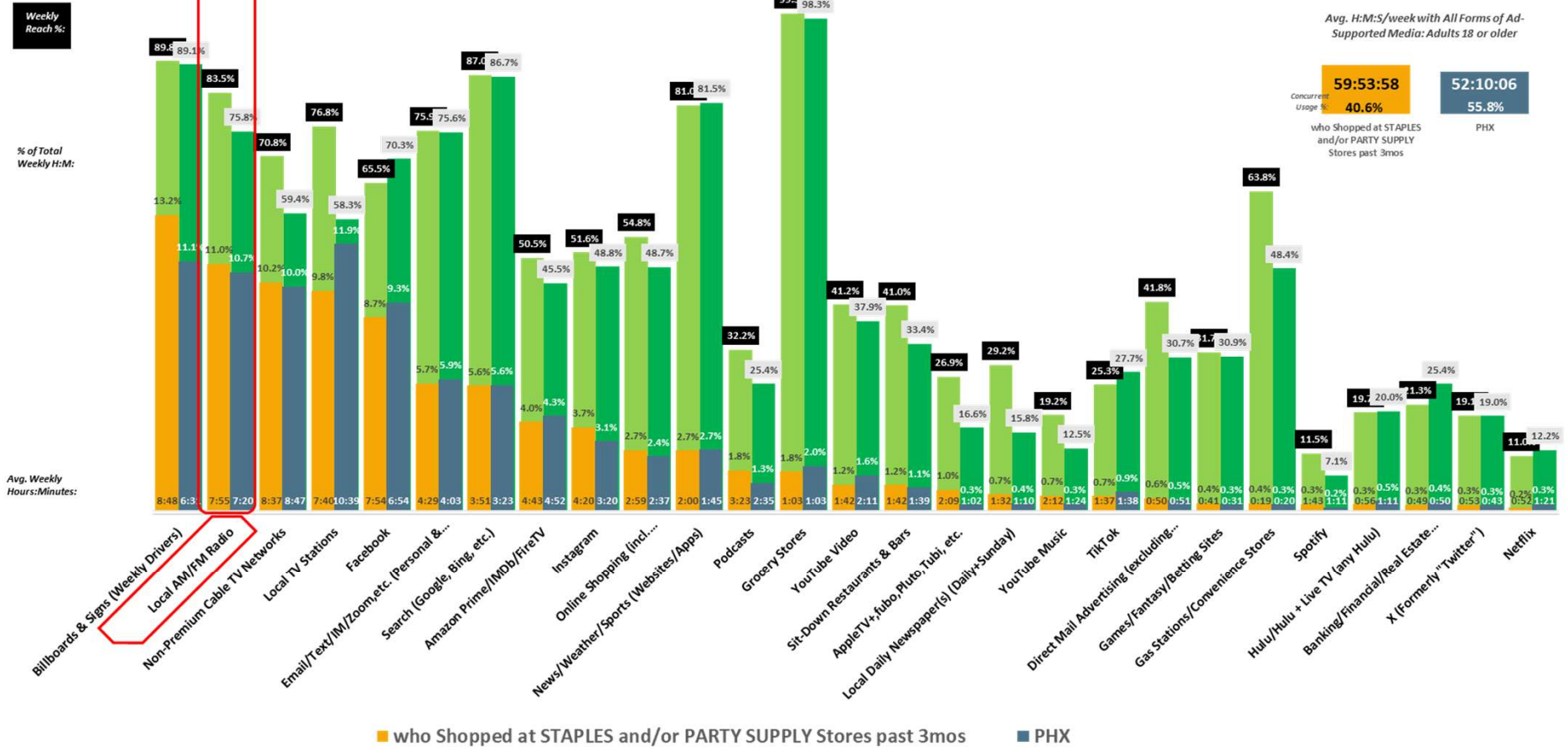
Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos spend an average of 2 days, 10 hours, 1 minutes and 40 seconds each week with All Forms of Ad-Supported Media.
 72.7% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos spend an avg. of 6 hours and 35 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.3% of total time spent with all forms of Ad-Supported Med



■ who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos ■ SEA



Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos spend an average of 2 days, 11 hours, 53 minutes and 58 seconds each week with All Forms of Ad-Supported Media.
 83.5% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos spend an avg. of 7 hours and 55 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.1% of total time spent with all forms of Ad-Supported Med

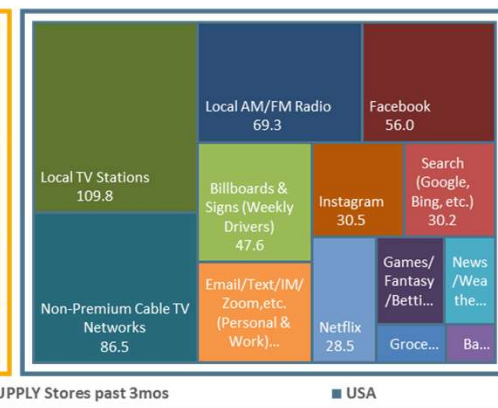
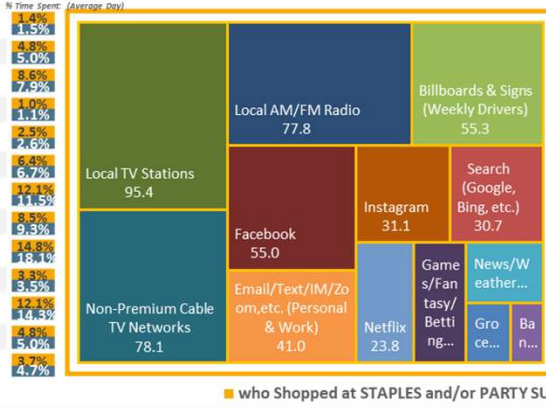
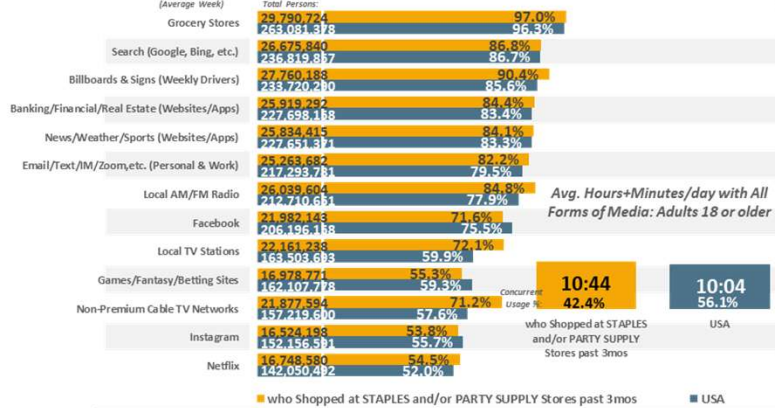




Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos spend an average of 8 hours and 8 minutes each day with All Forms of Ad-Supported Media. 79.1% listen to Local AM/FM Radio for an avg. of 67.7 minutes/day. (Local Radio delivers 11.% of Time with Ad-Supported Media.)

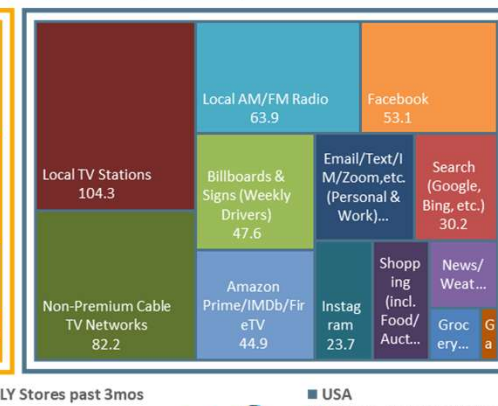
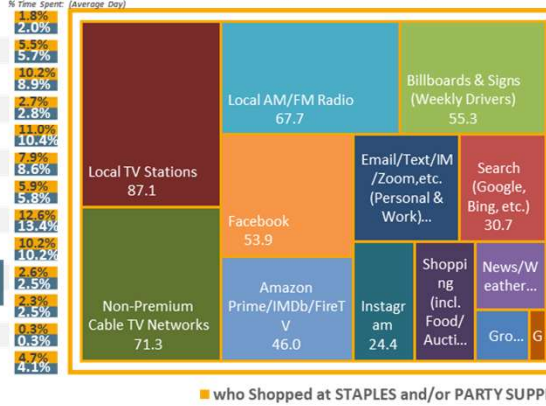
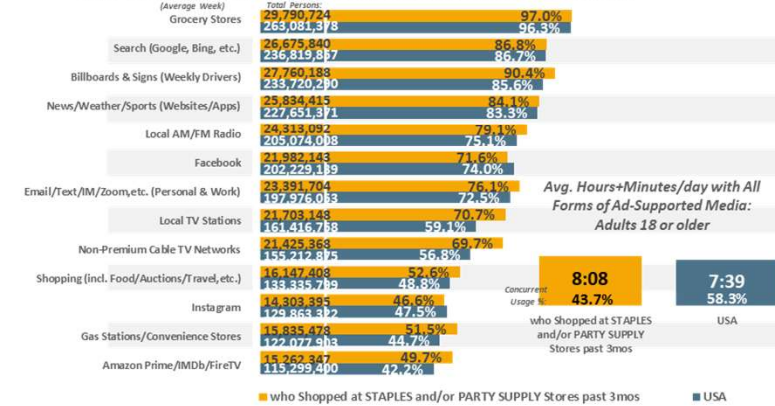
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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: Jan 25-Mar26 Qual Intab 3,219
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

soefa.ai Share of Everything for Anything

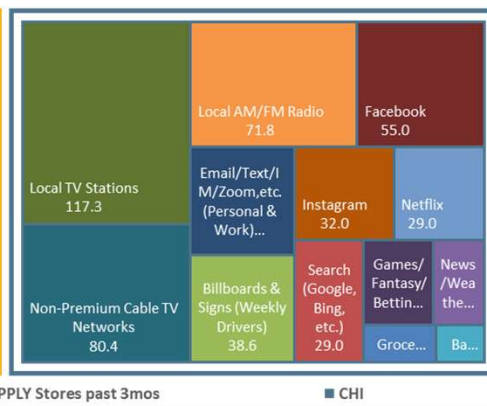
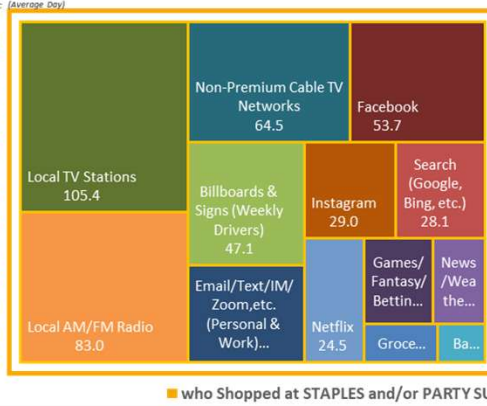
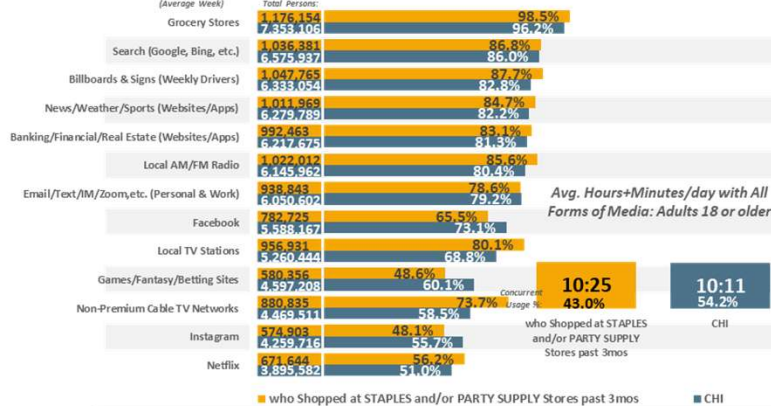
(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)



Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos spend an average of 7 hours and 54 minutes each day with All Forms of Ad-Supported Media. 80.1% listen to Local AM/FM Radio for an avg. of 72.3 minutes/day. (Local Radio delivers 12.2% of Time with Ad-Supported Media.)

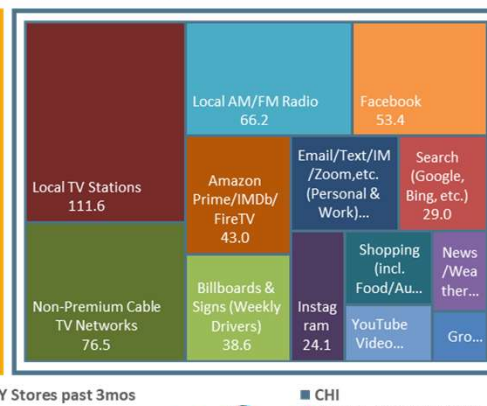
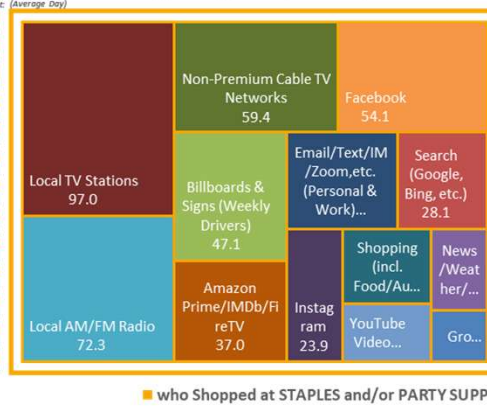
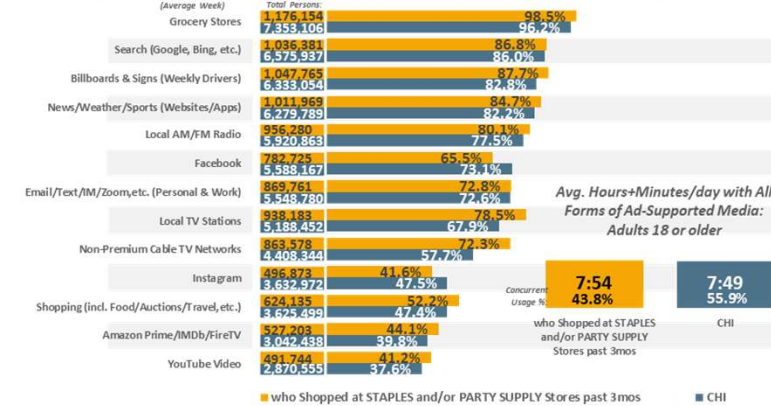
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 677
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

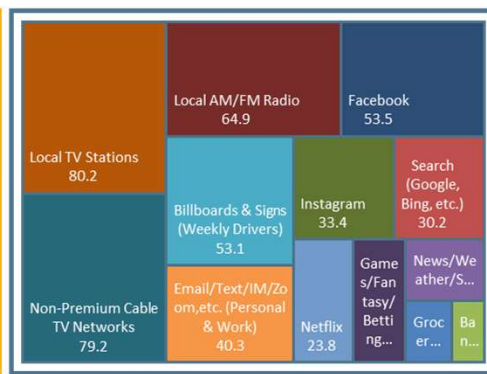
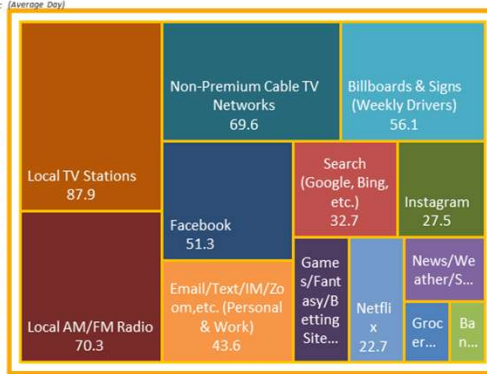
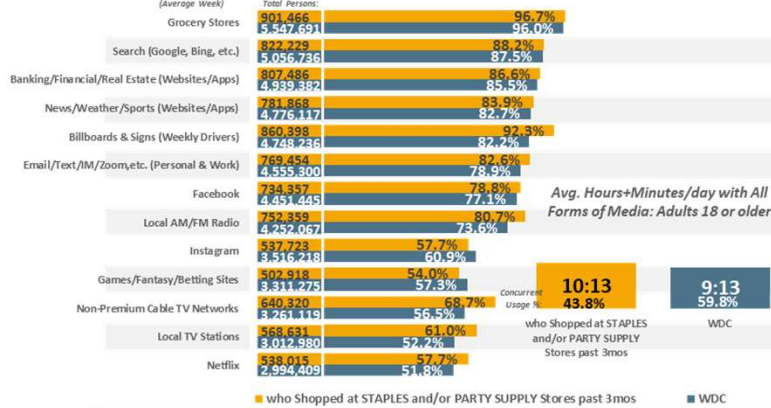
(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)



Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos spend an average of 7 hours and 43 minutes each day with All Forms of Ad-Supported Media. 75.2% listen to Local AM/FM Radio for an avg. of 63.4 minutes/day. (Local Radio delivers 10.3% of Time with Ad-Supported Media.)

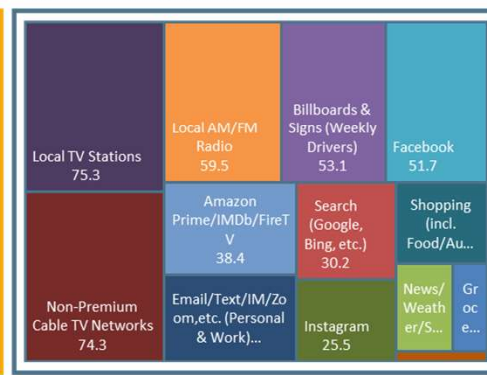
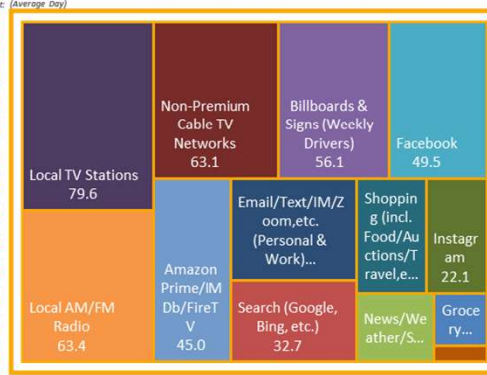
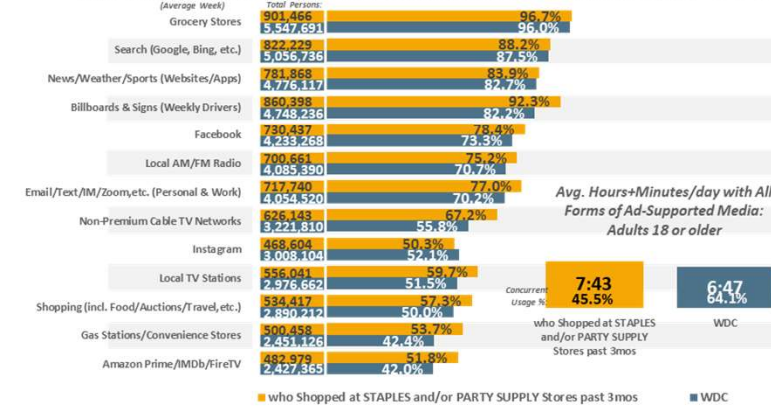
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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

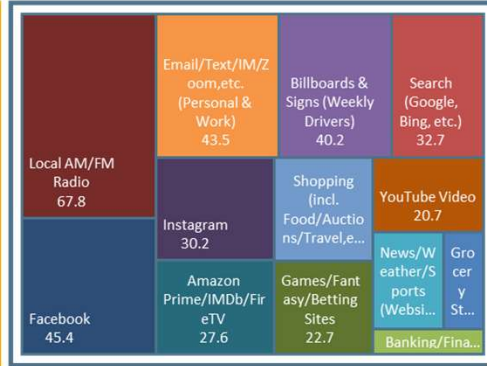
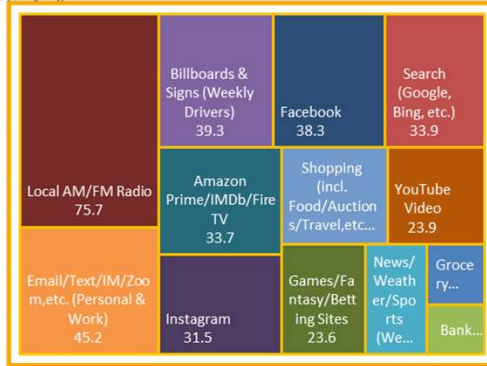
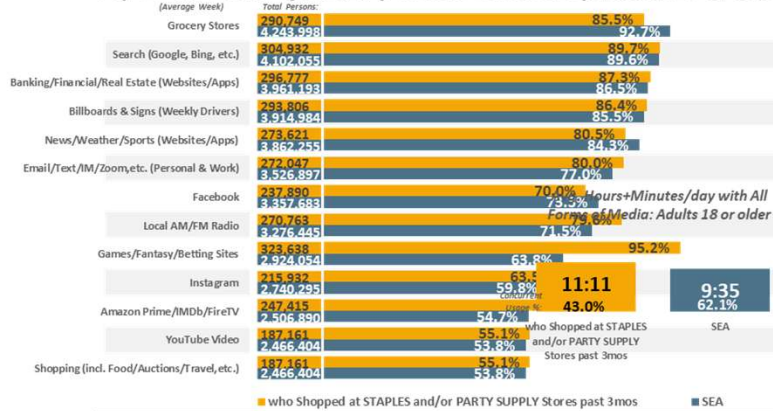




Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos spend an average of 8 hours and 17 minutes each day with All Forms of Ad-Supported Media. 72.7% listen to Local AM/FM Radio for an avg. of 56.5 minutes/day. (Local Radio delivers 8.3% of Time with Ad-Supported Media.)

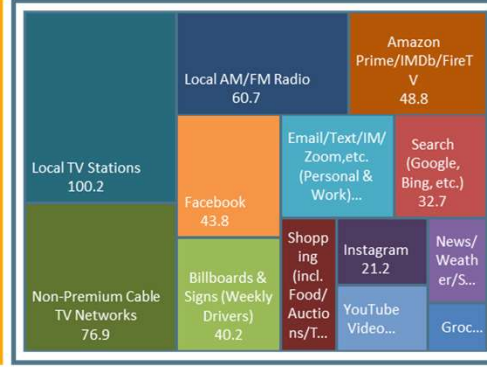
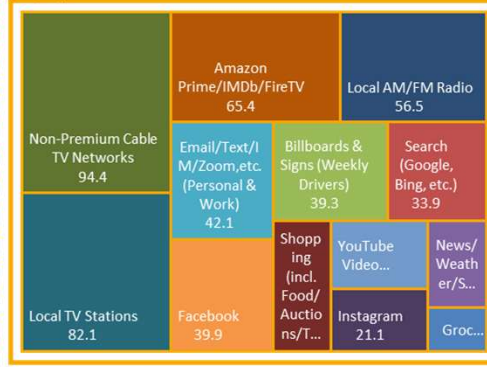
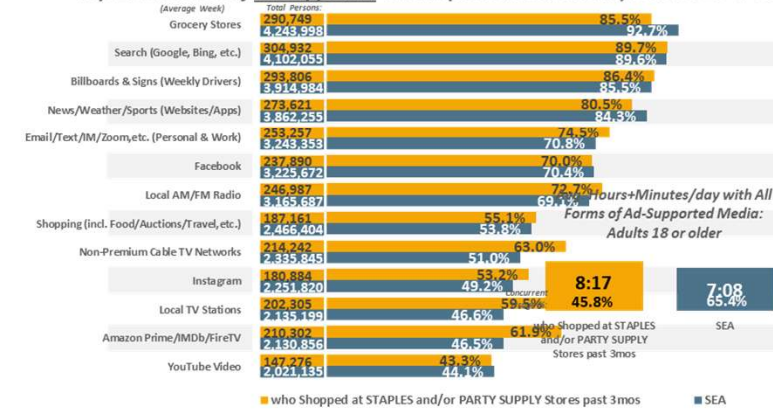
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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

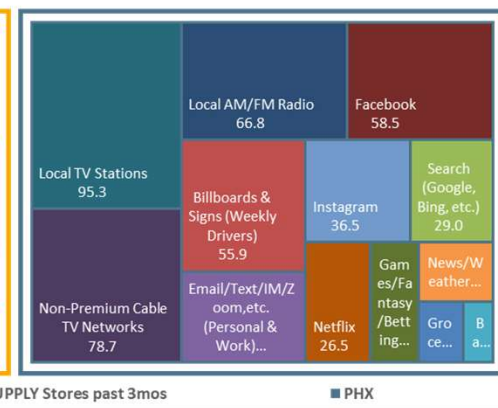
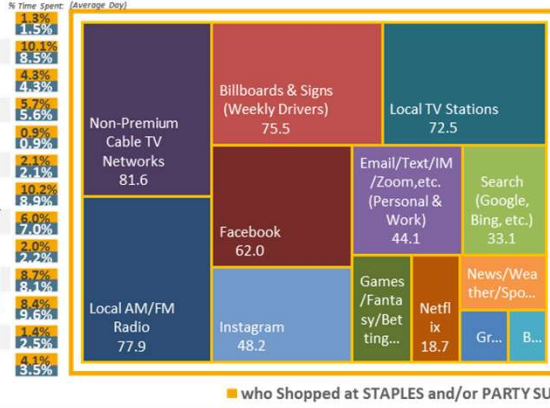
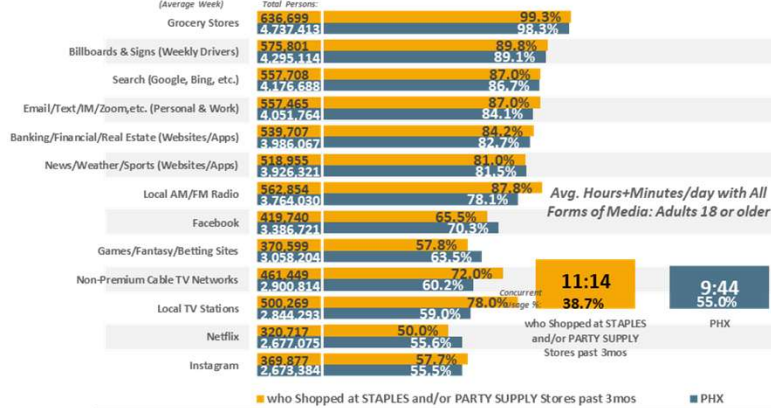




Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos spend an average of 8 hours and 33 minutes each day with All Forms of Ad-Supported Media. 83.5% listen to Local AM/FM Radio for an avg. of 67.9 minutes/day. (Local Radio delivers 11.% of Time with Ad-Supported Media.)

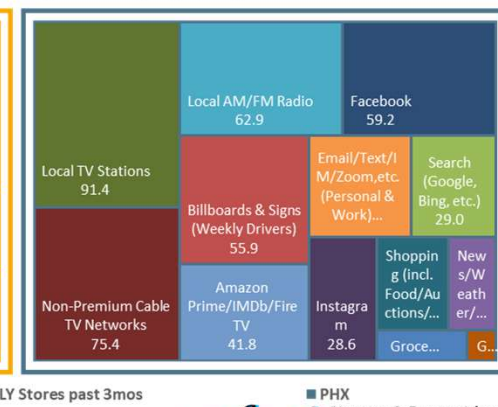
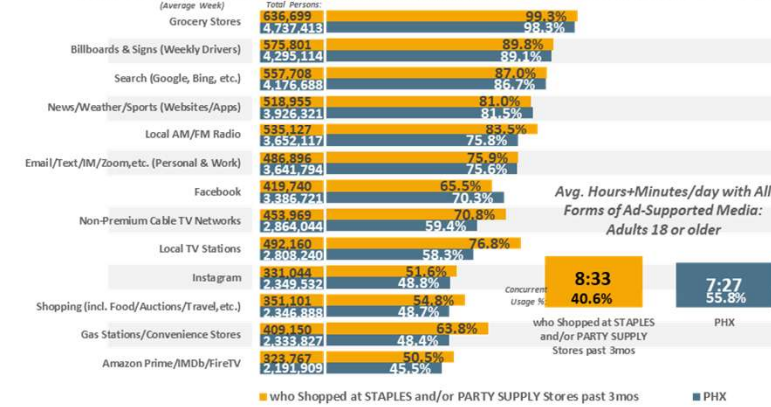
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 320
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

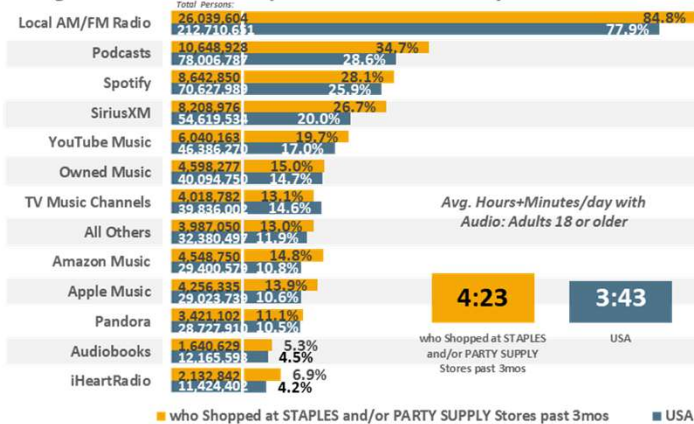
soefa.ai Share of Everything for Anything

(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)

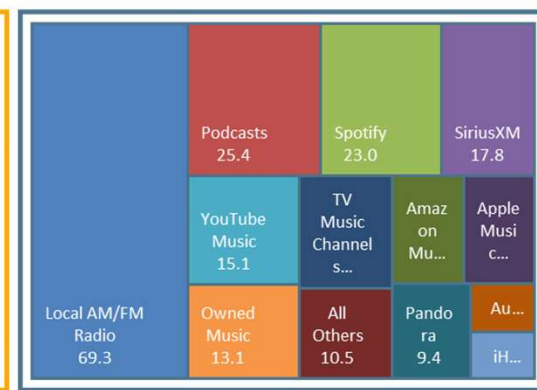
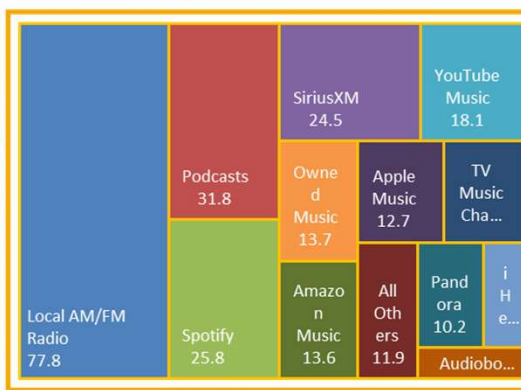


24,313,092 or 79.1% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 67.7 minutes every day representing 38.3% of all time spent daily with Ad-Supported Audio.

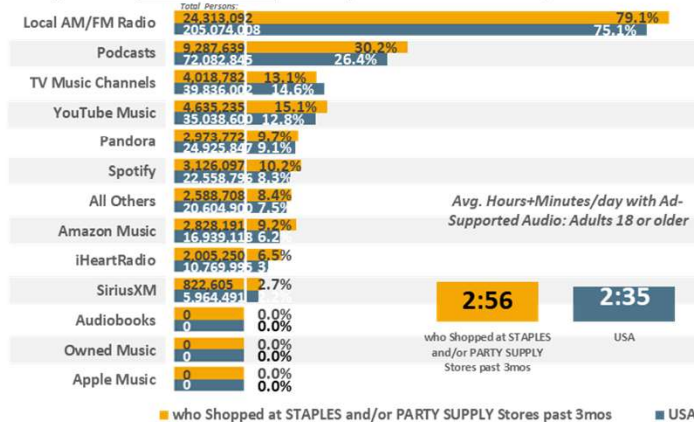
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



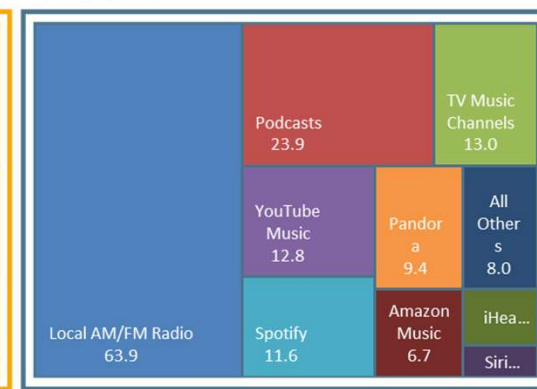
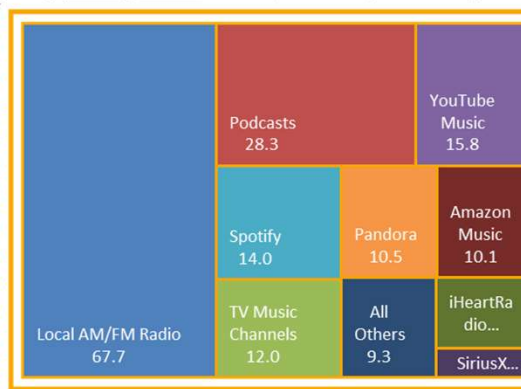
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

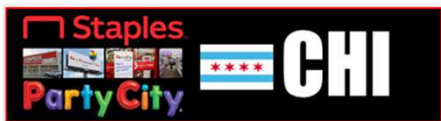


USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 3,219
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2026: Jan 25-Mar26 USA Projection

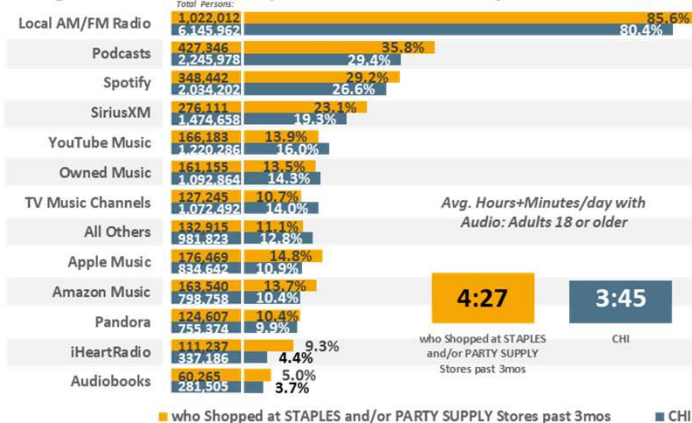
soefa.ai Share of Everything for Anything

(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)

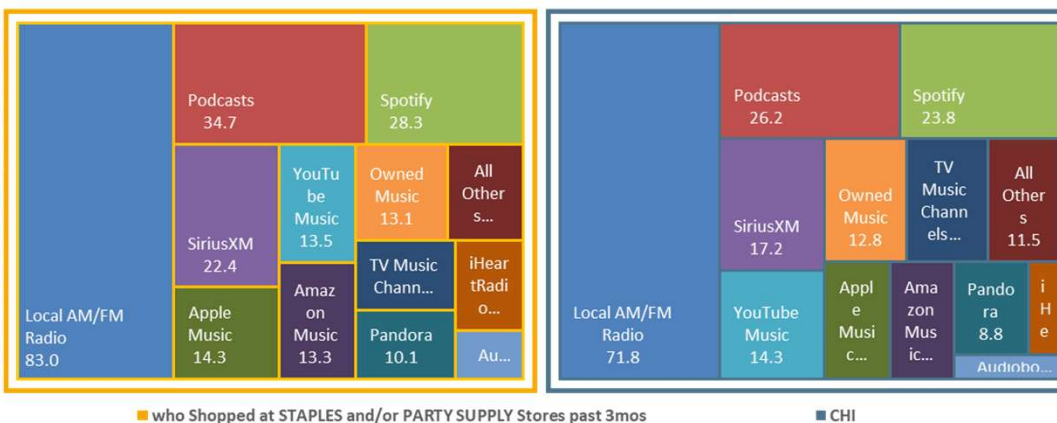


956,280 or 80.1% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 72.3 minutes every day representing 40.1% of all time spent daily with Ad-Supported Audio.

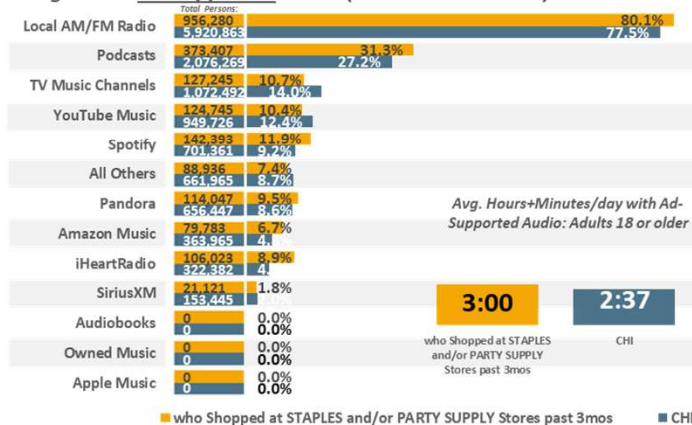
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



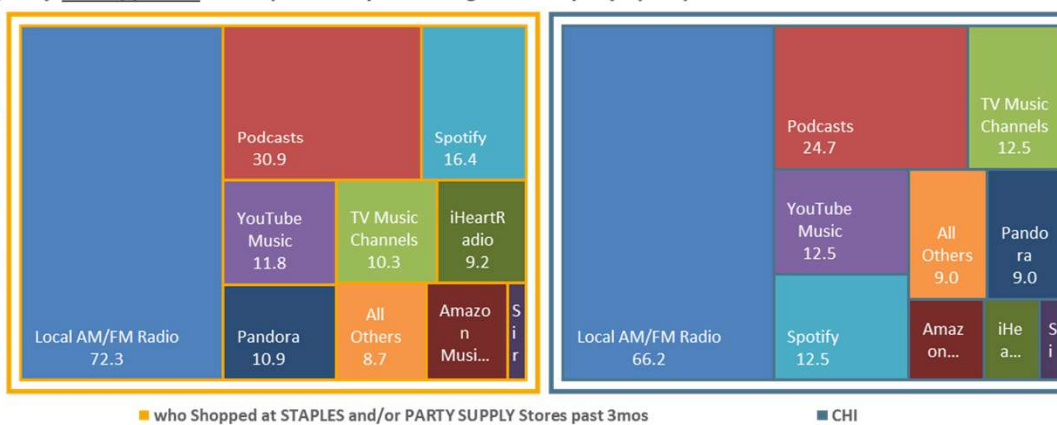
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

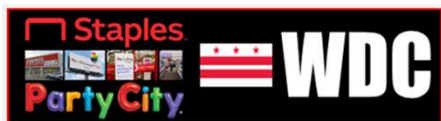


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



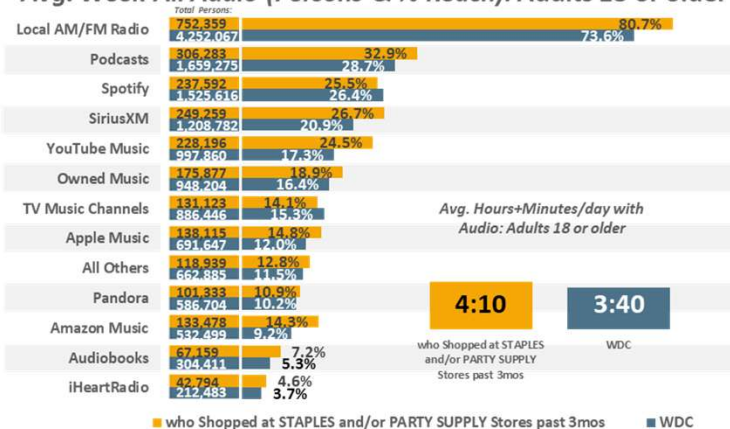
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



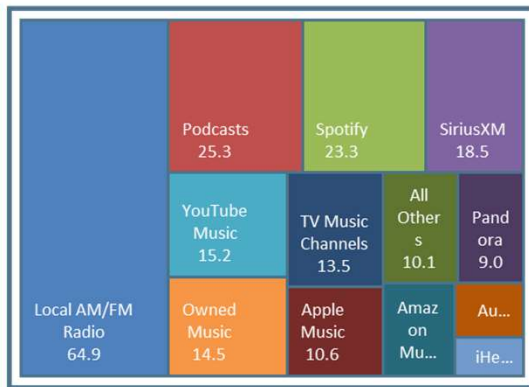
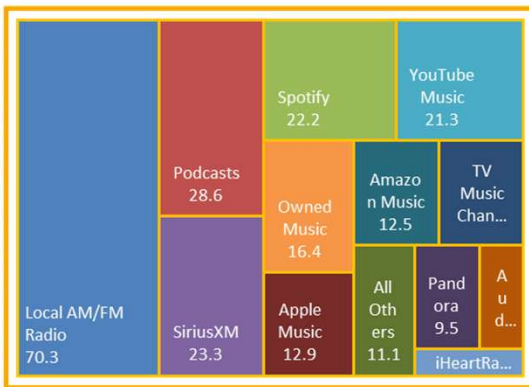


700,661 or 75.2% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 63.4 minutes every day representing 37.9% of all time spent daily with Ad-Supported Audio.

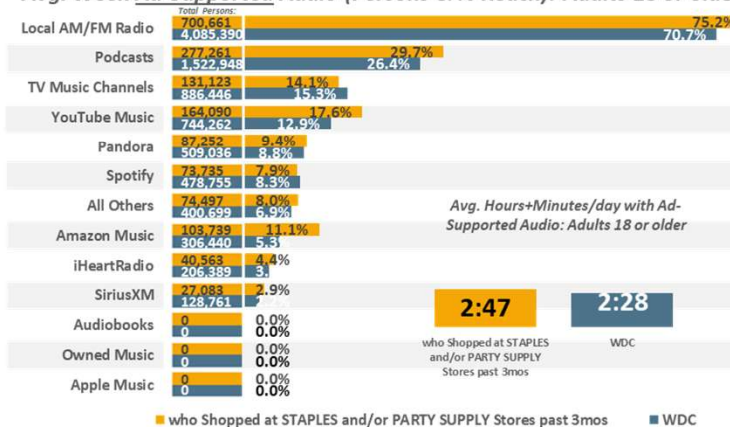
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



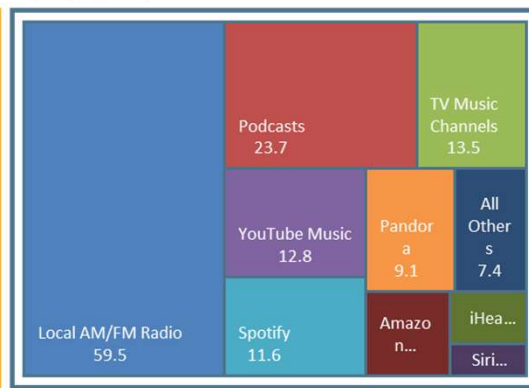
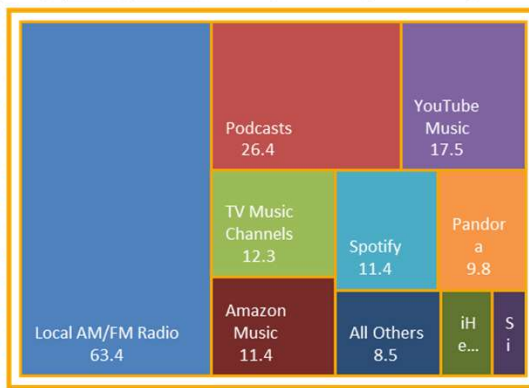
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

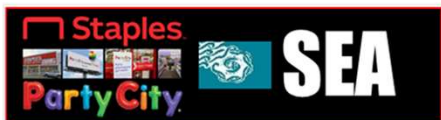


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



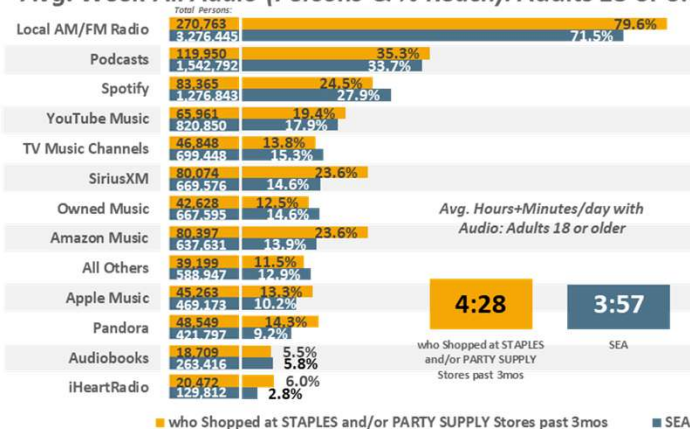
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



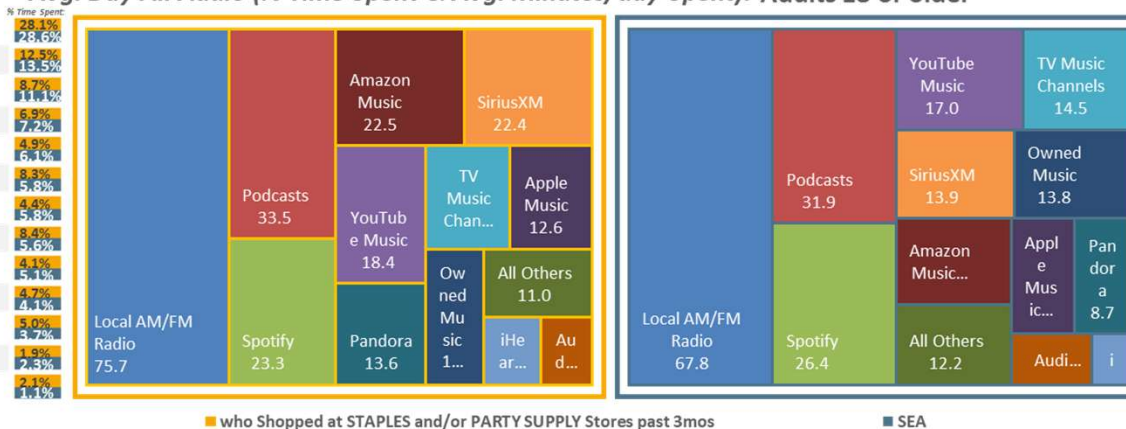


246,987 or 72.7% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 56.5 minutes every day representing 34.3% of all time spent daily with Ad-Supported Audio.

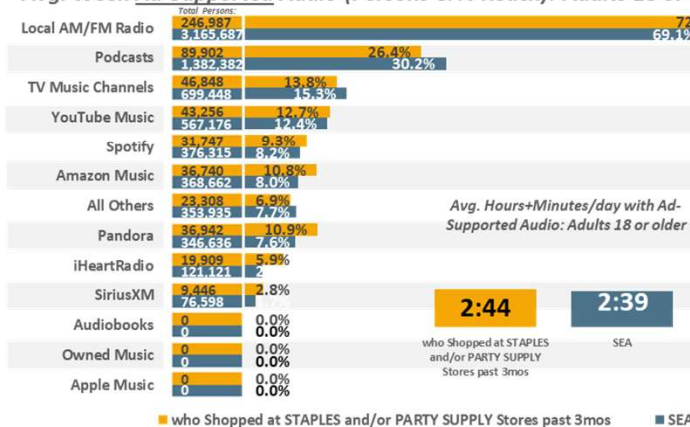
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



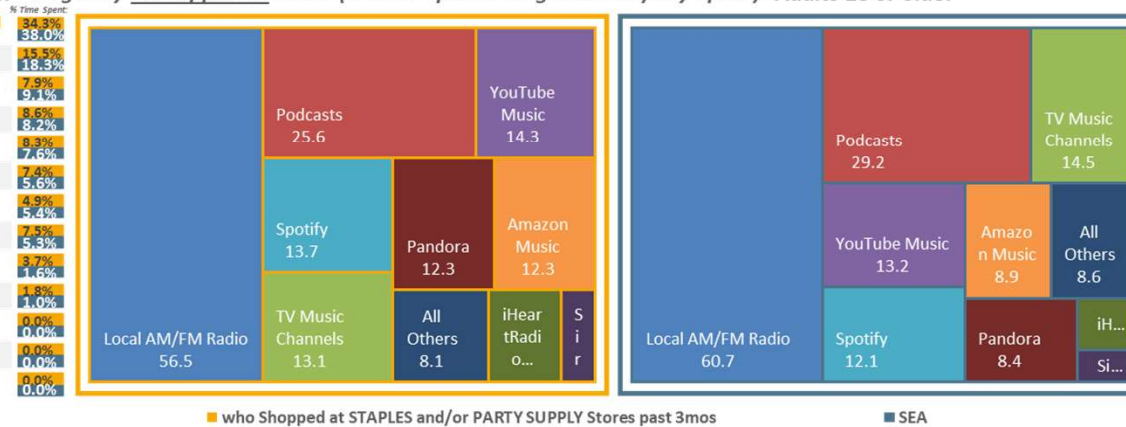
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



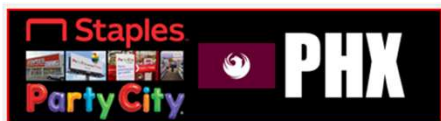
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 401
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

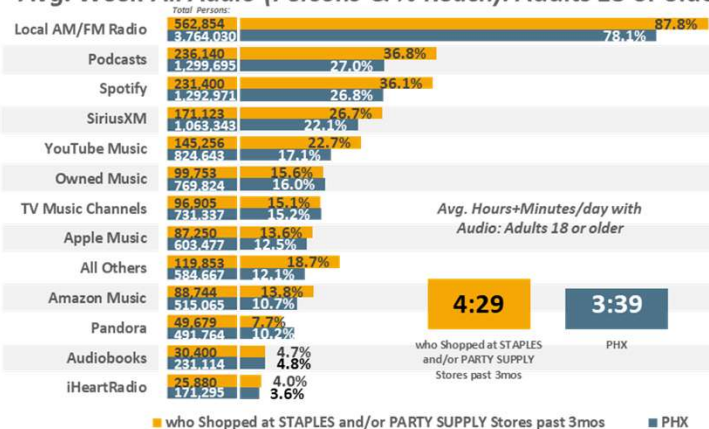
soefa.ai Share of Everything for Anything

(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)

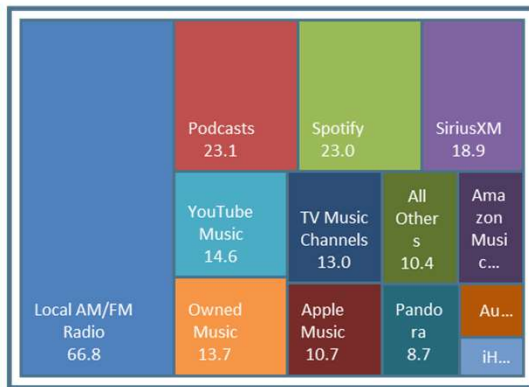
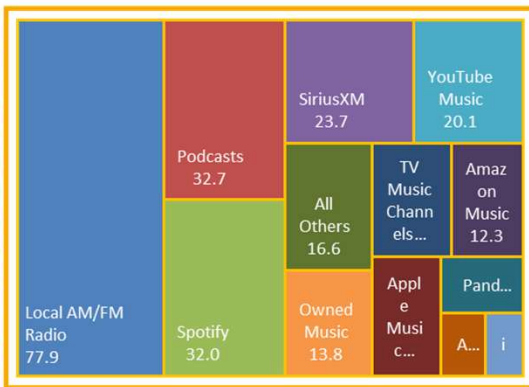


535,127 or 83.5% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 67.9 minutes every day representing 37.6% of all time spent daily with Ad-Supported Audio.

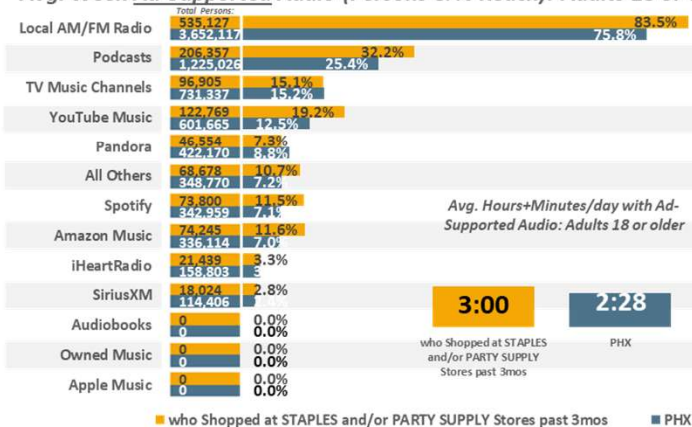
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



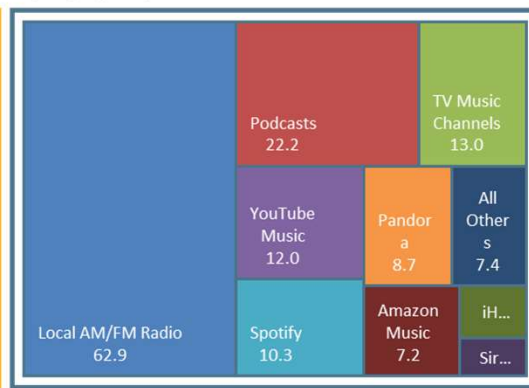
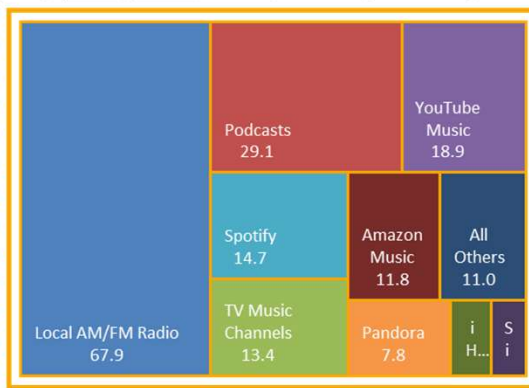
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



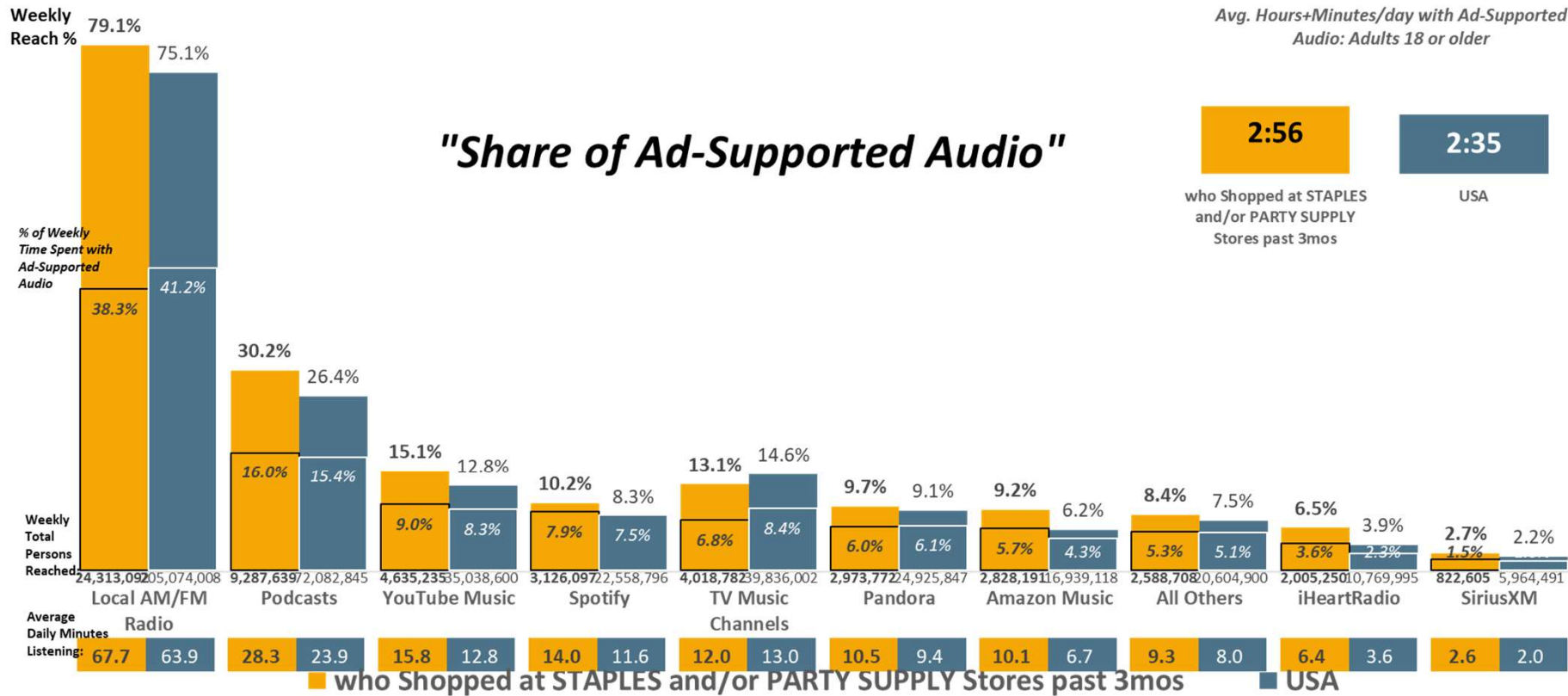
PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 320
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)

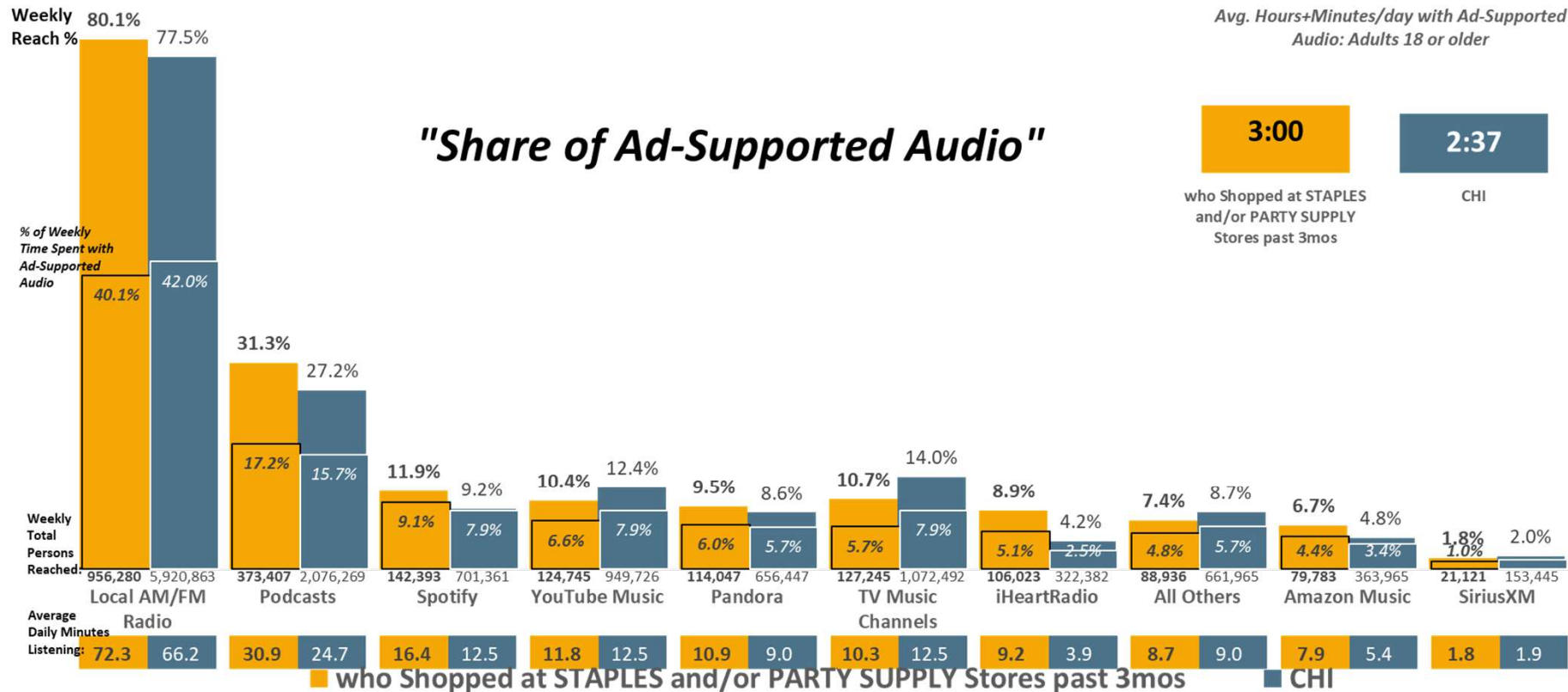


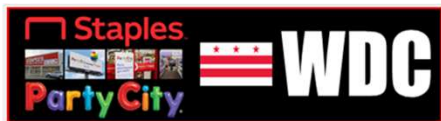
24,313,092 or 79.1% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 67.7 minutes every day representing 38.3% of all time spent daily with Ad-Supported Audio.



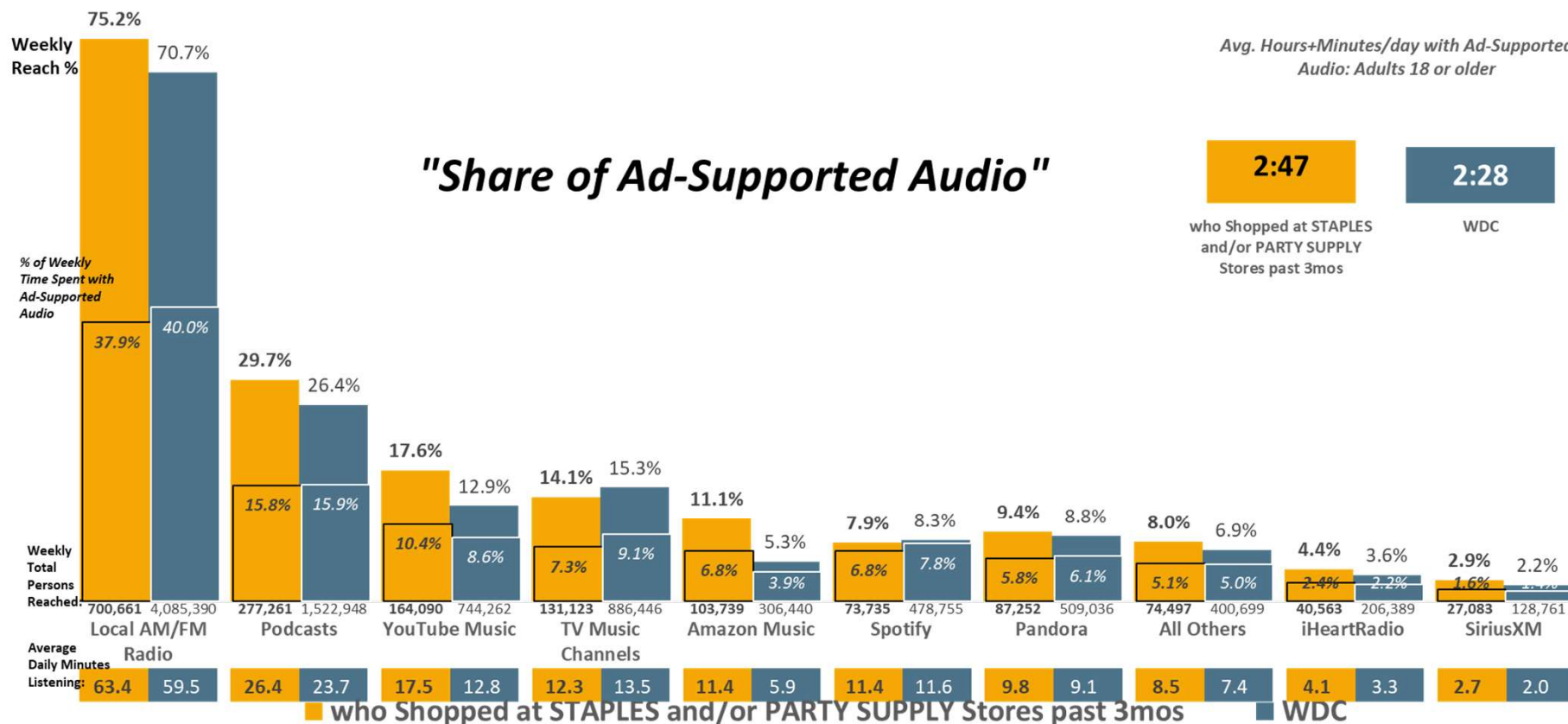


956,280 or 80.1% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 72.3 minutes every day representing 40.1% of all time spent daily with Ad-Supported Audio.





700,661 or 75.2% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 63.4 minutes every day representing 37.9% of all time spent daily with Ad-Supported Audio.



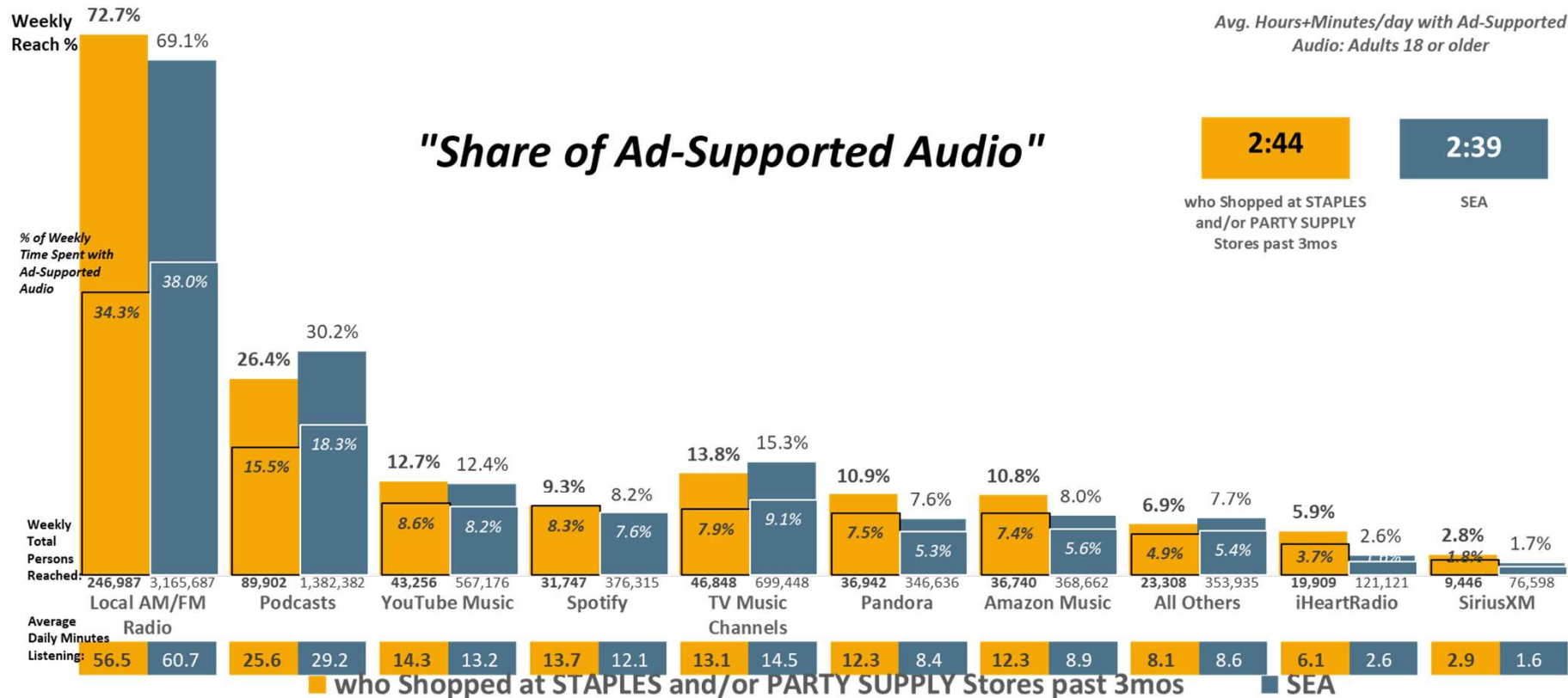
WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,062 WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

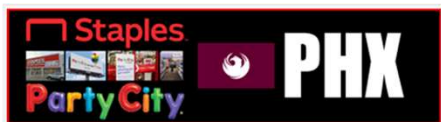
soefa.ai Share of Everything for Anything

(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)

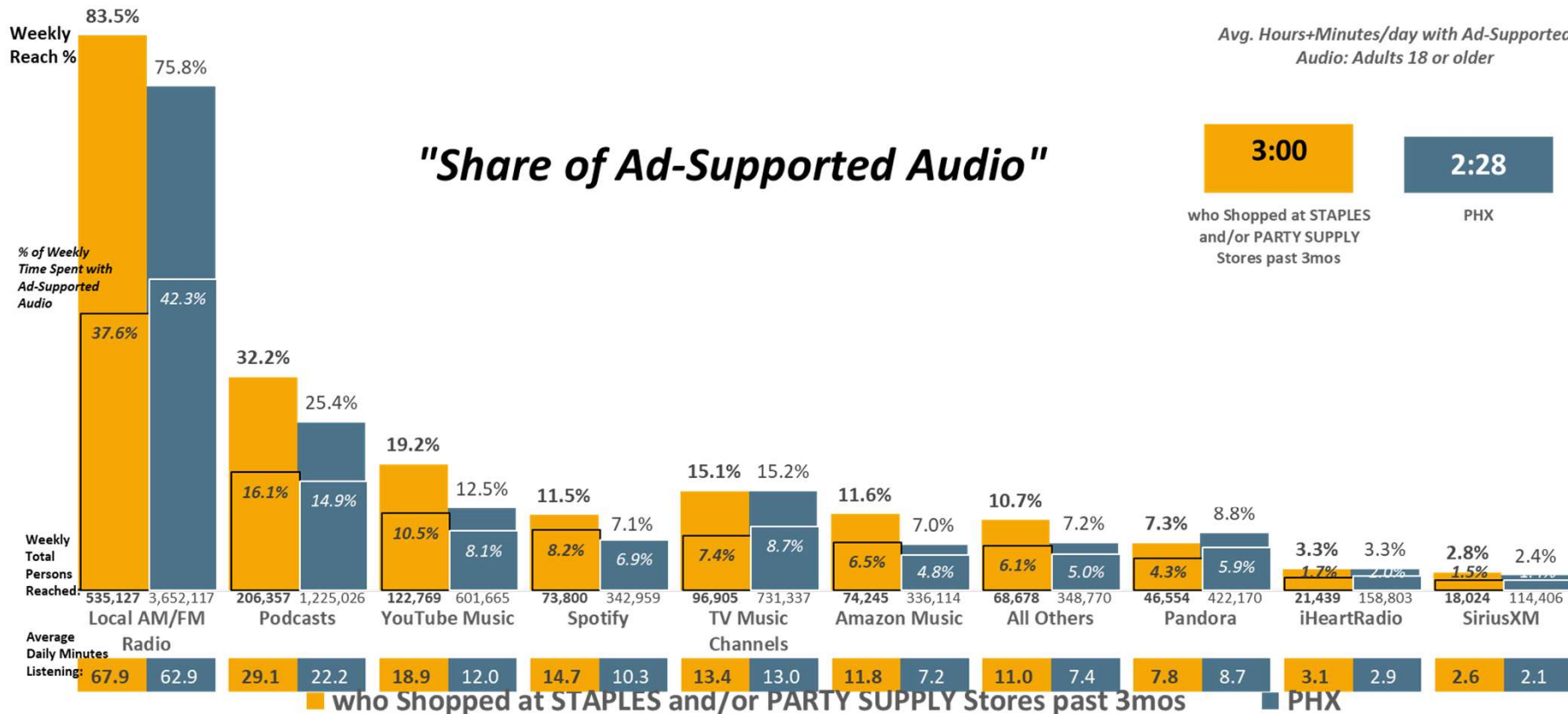


246,987 or 72.7% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 56.5 minutes every day representing 34.3% of all time spent daily with Ad-Supported Audio.





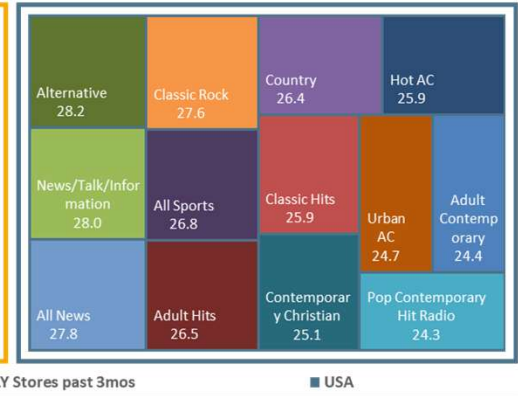
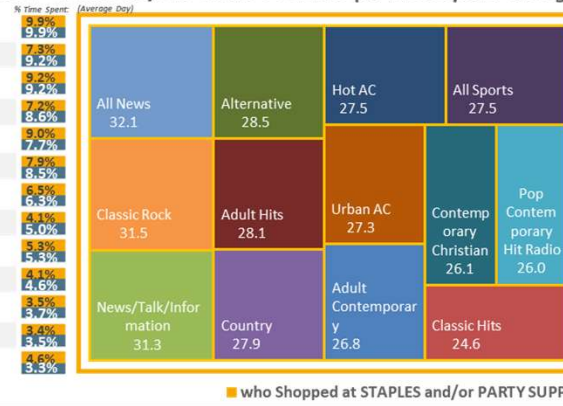
535,127 or 83.5% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 67.9 minutes every day representing 37.6% of all time spent daily with Ad-Supported Audio.



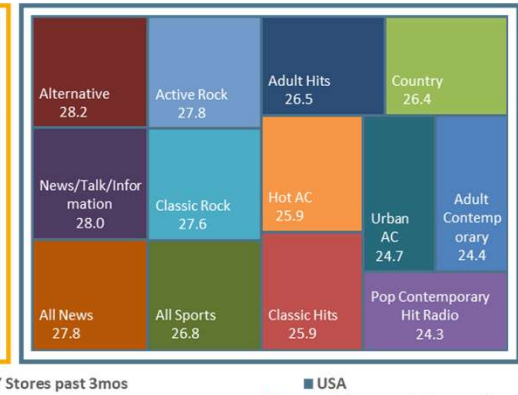
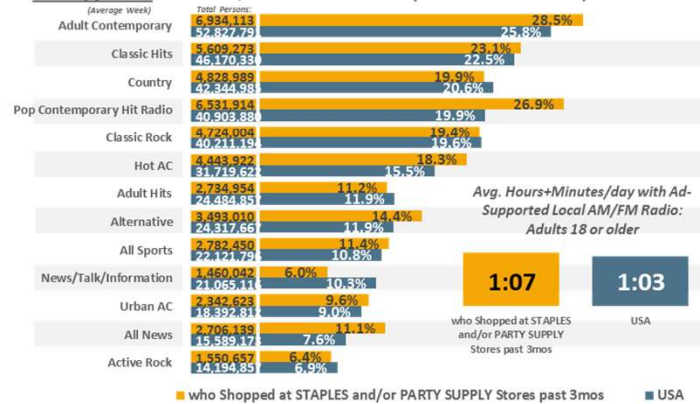


24,313,092 or 79.1% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Country, and Classic Rock.

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



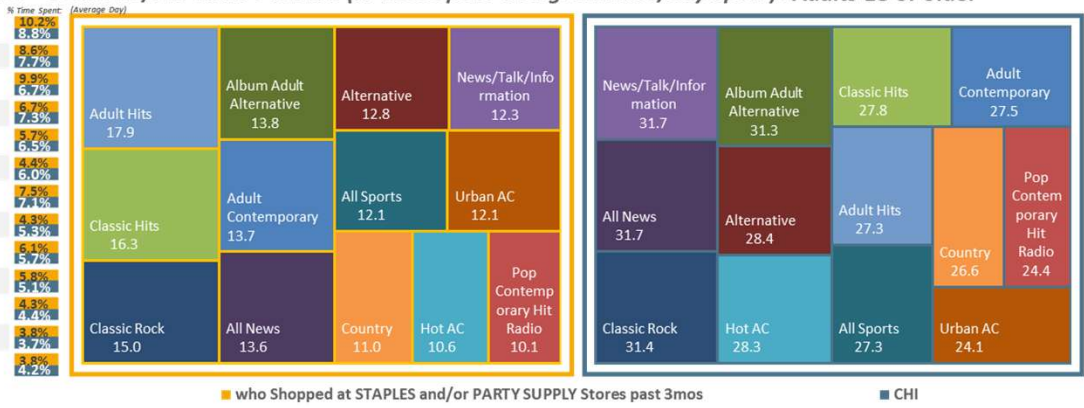
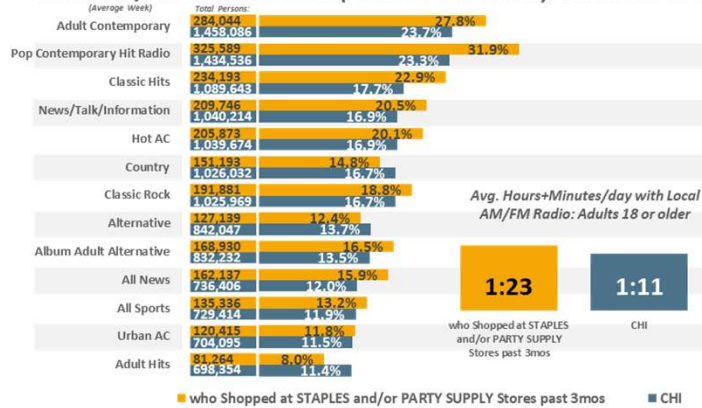
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**

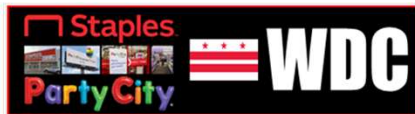




956,280 or 80.1% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Classic Hits, Hot AC, and Classic Rock.

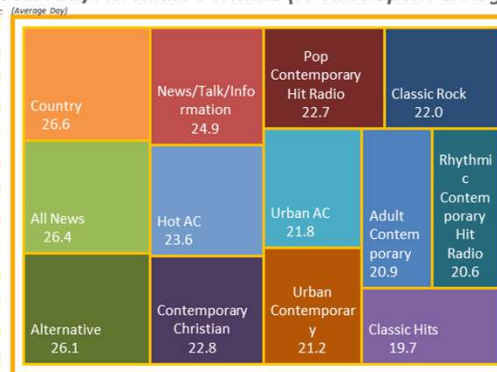
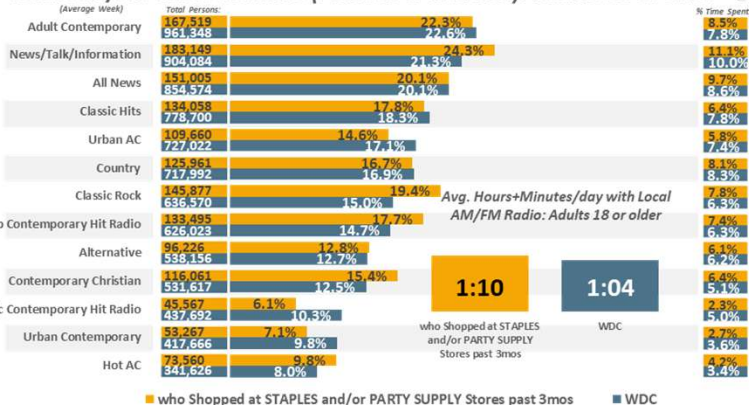
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older **Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



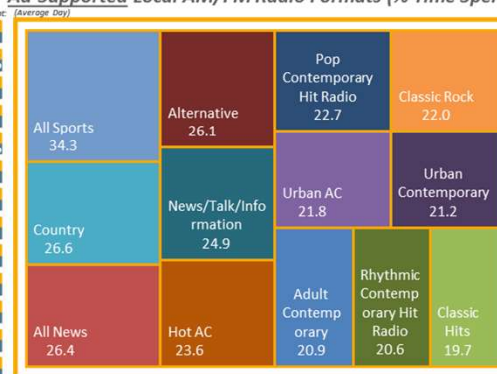
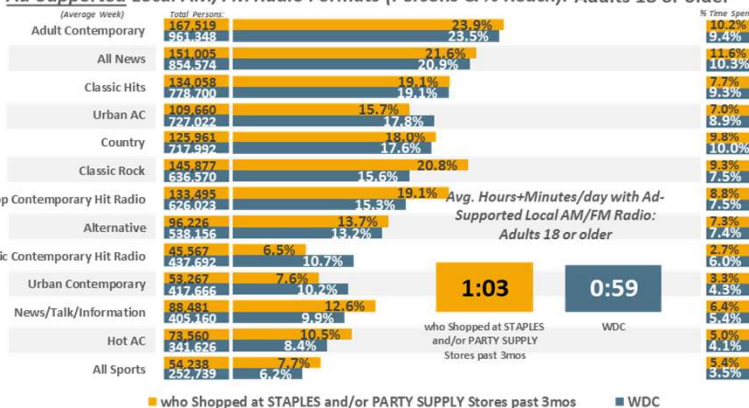


700,661 or 75.2% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, All News, Classic Rock, Classic Hits, and Pop Contemporary Hit Radio.

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



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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,062
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

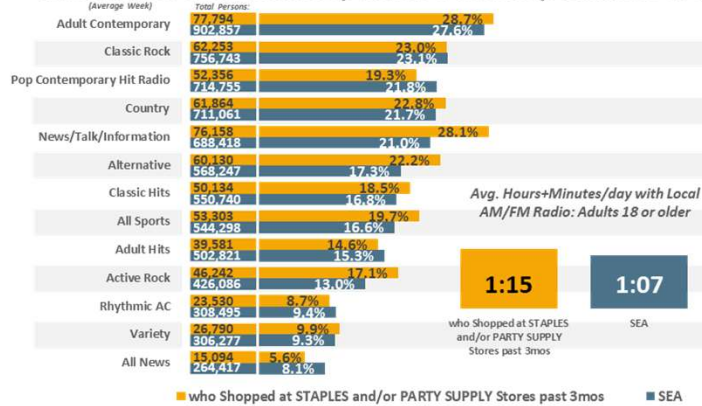
soefa.ai Share of Everything for Anything

(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)

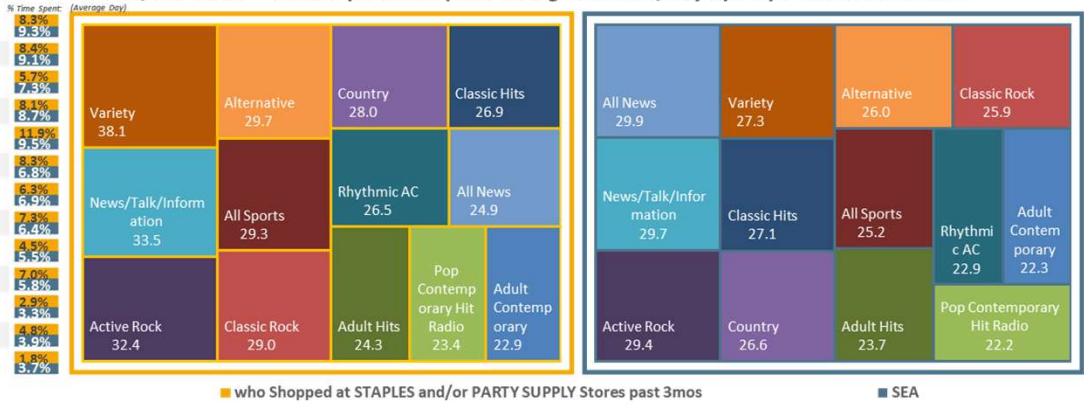


246,987 or 72.7% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Rock, Country, Alternative, and All Sports.

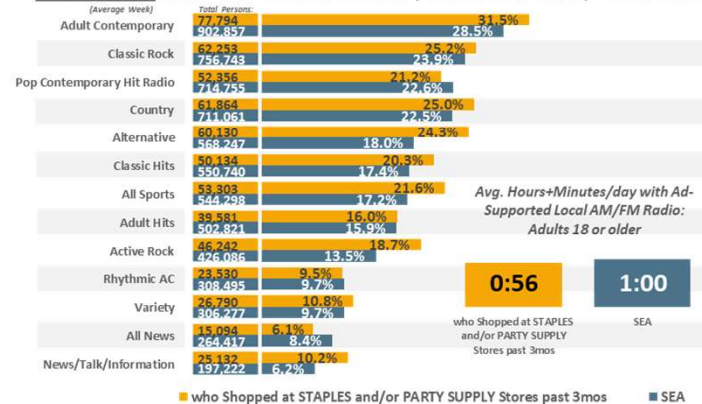
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



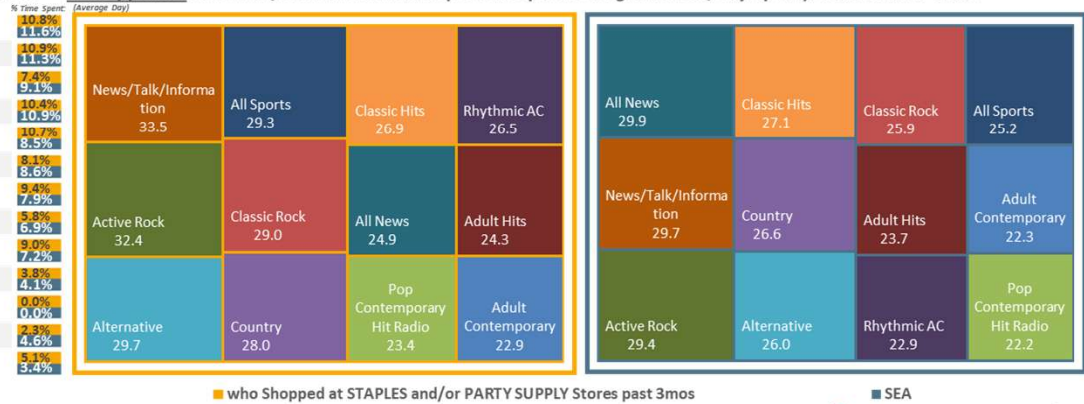
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



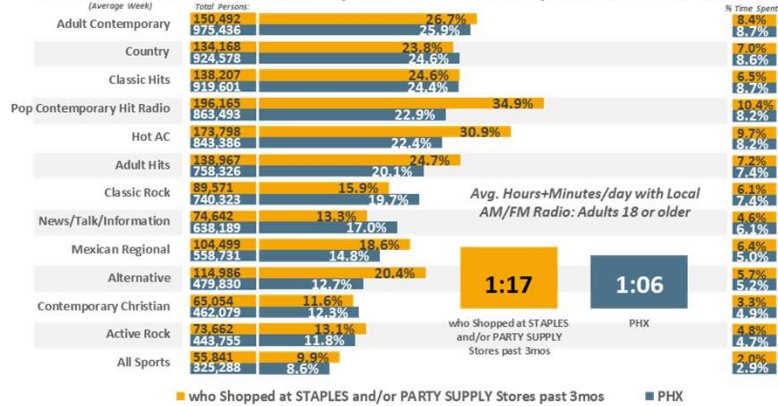
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



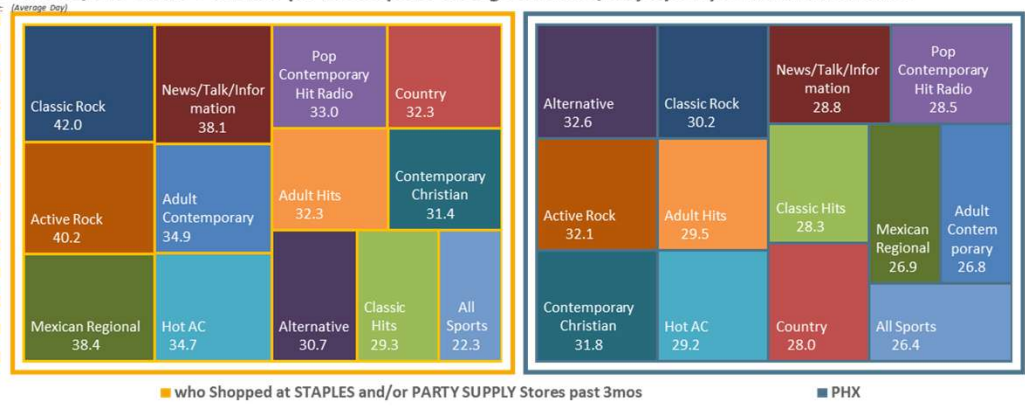


535,127 or 83.5% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Hot AC, Adult Contemporary, Adult Hits, and Classic Hits.

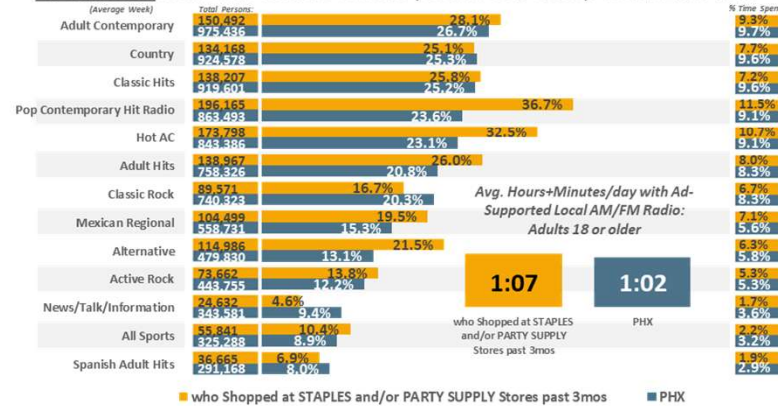
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



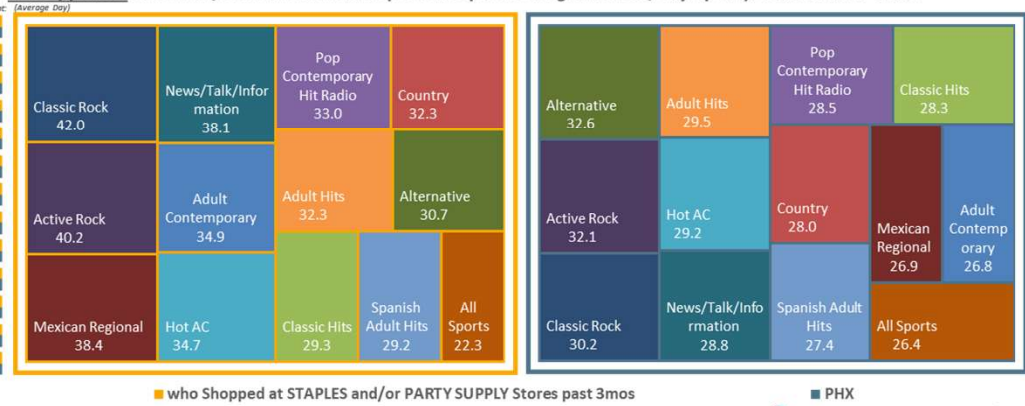
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 320
 All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

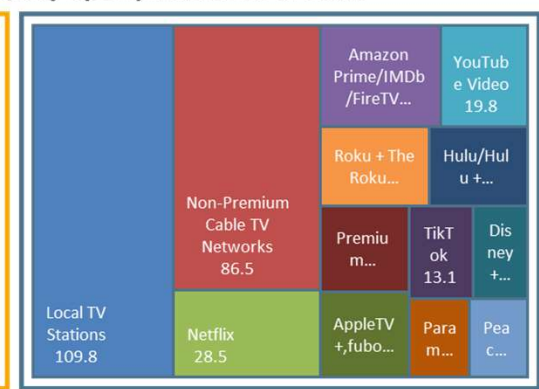
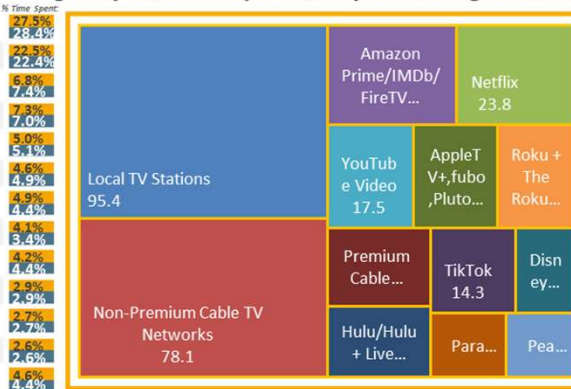
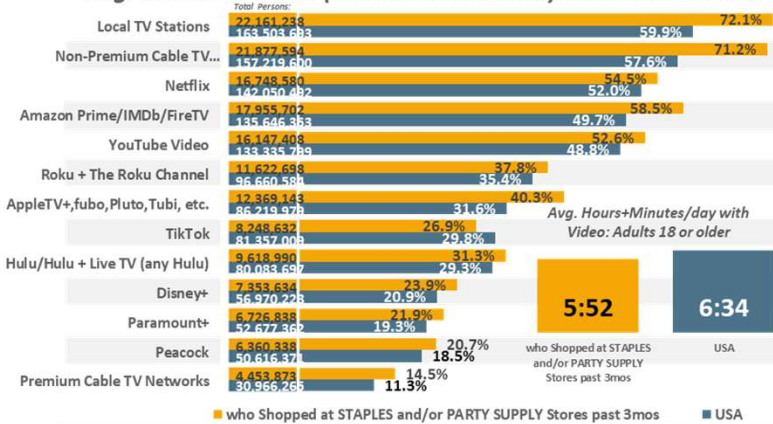
(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)



21,703,148 or 70.7% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos watch Ad-Supported Local TV Stations for an average of 87.1 minutes every day representing 30.1% of all time spent daily with Ad-Supported Video.

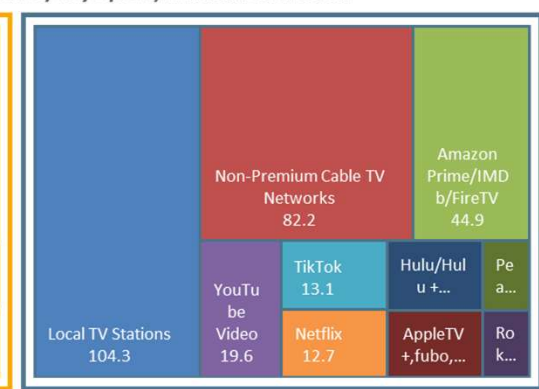
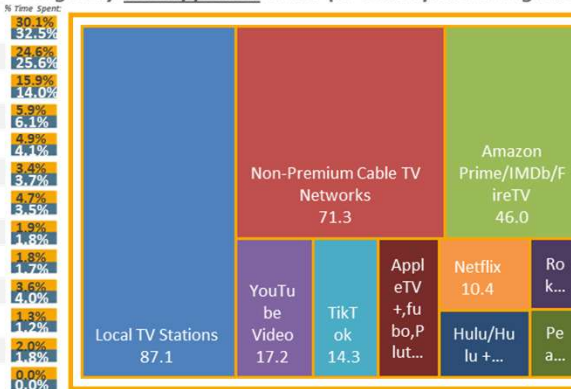
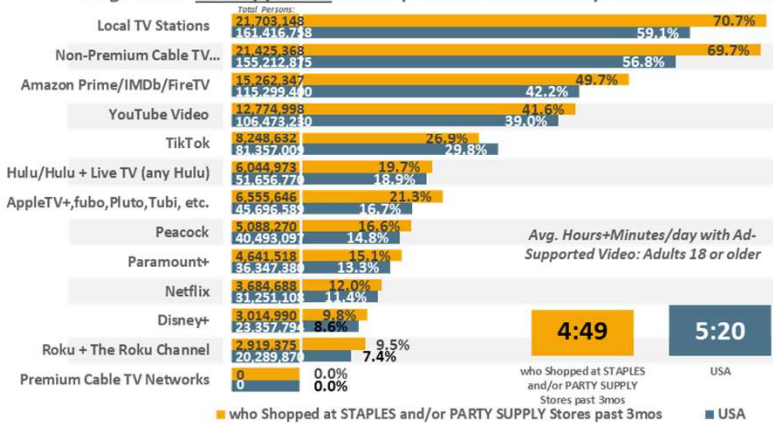
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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

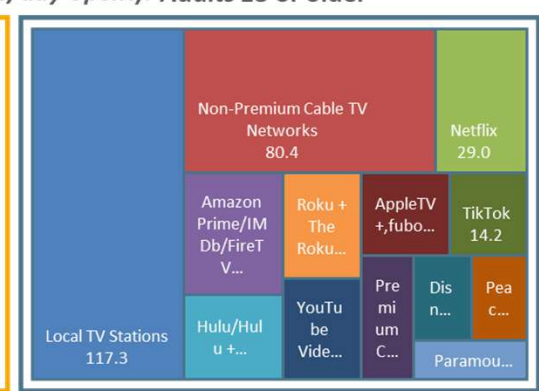
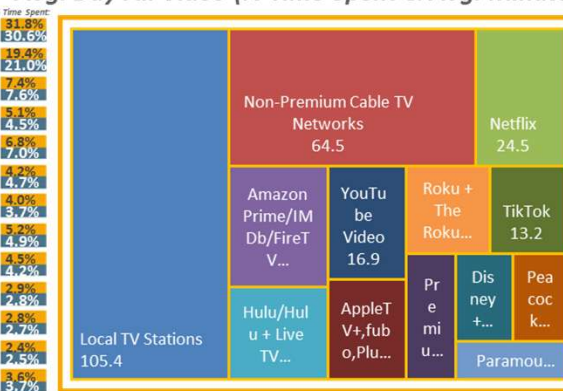
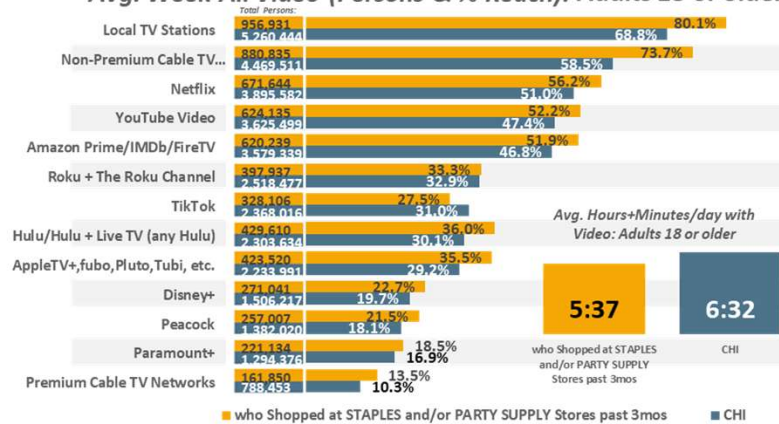




938,183 or 78.5% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos watch Ad-Supported Local TV Stations for an average of 97. minutes every day representing 35.1% of all time spent daily with Ad-Supported Video.

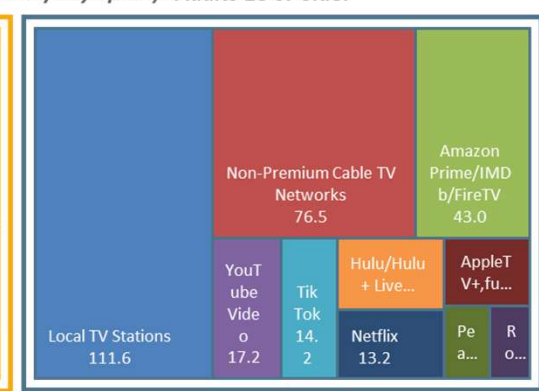
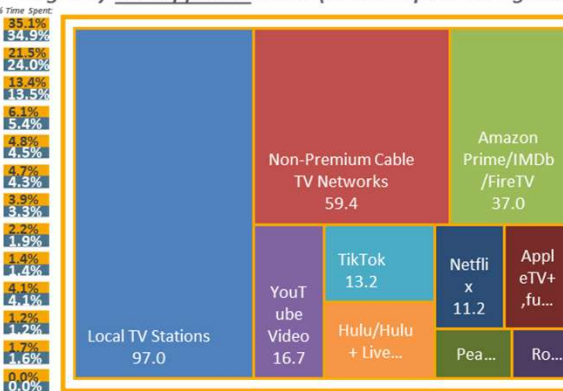
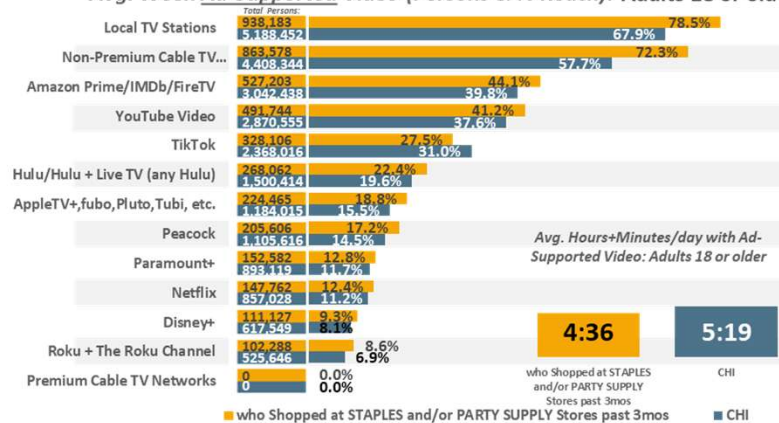
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 677
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

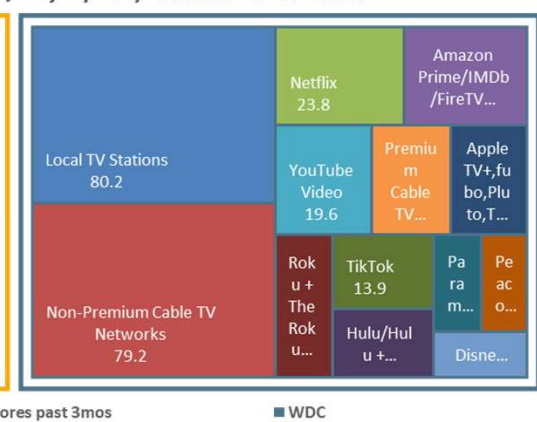
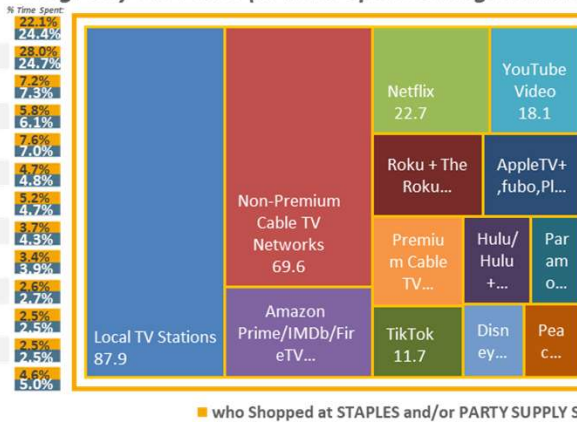
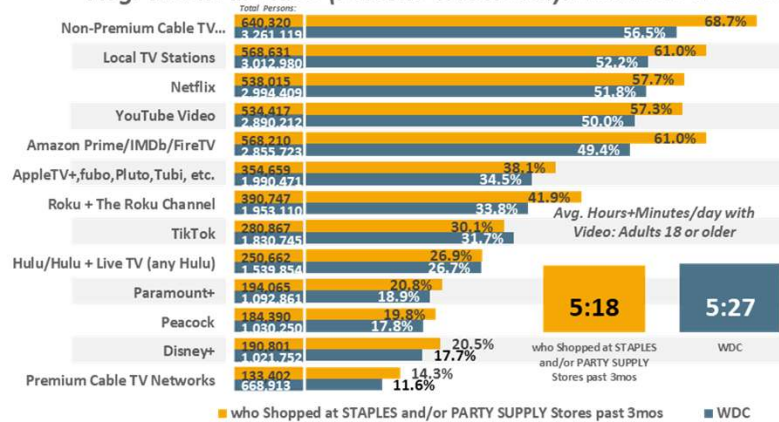
(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)



556,041 or 59.7% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos watch Ad-Supported Local TV Stations for an average of 79.6 minutes every day representing 30.3% of all time spent daily with Ad-Supported Video.

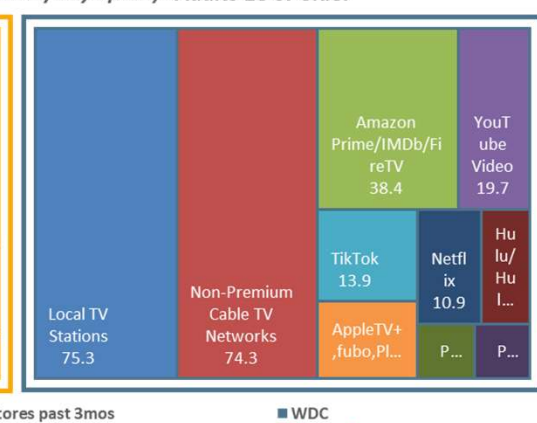
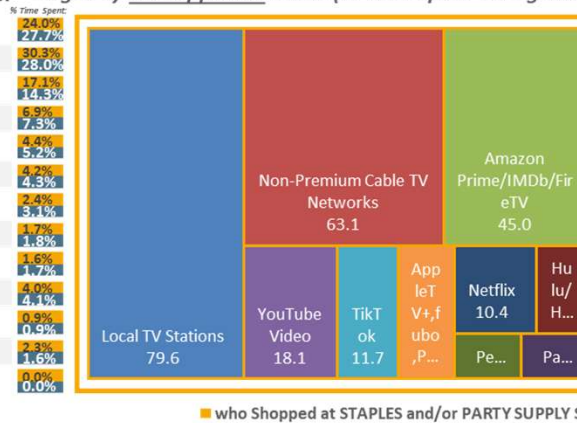
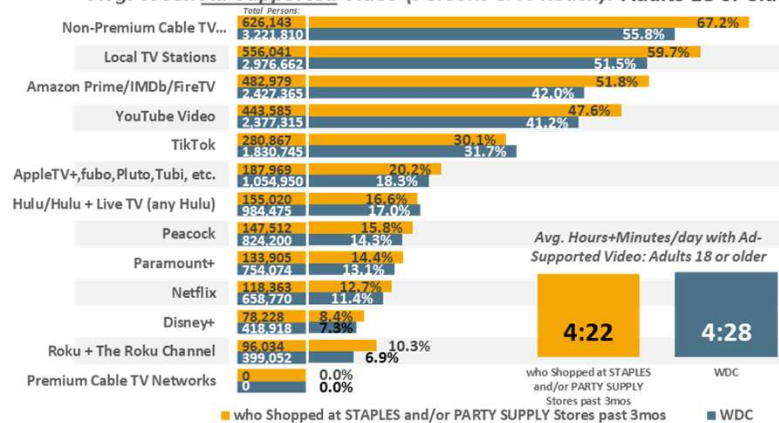
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,062
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

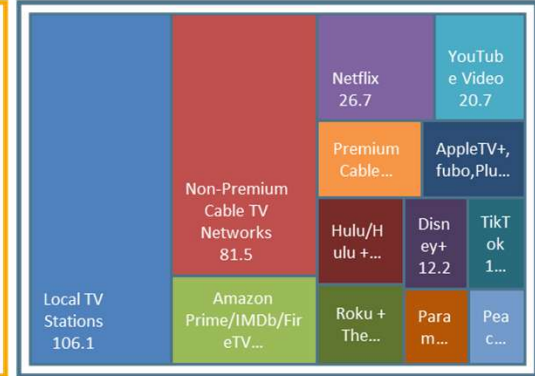
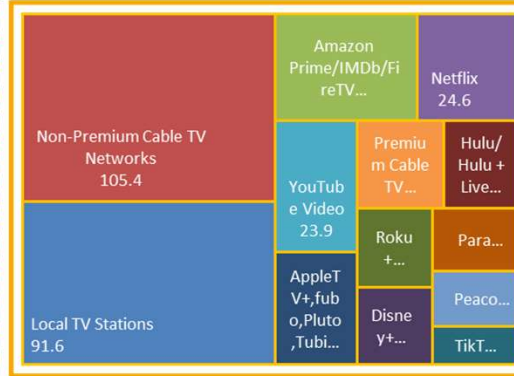
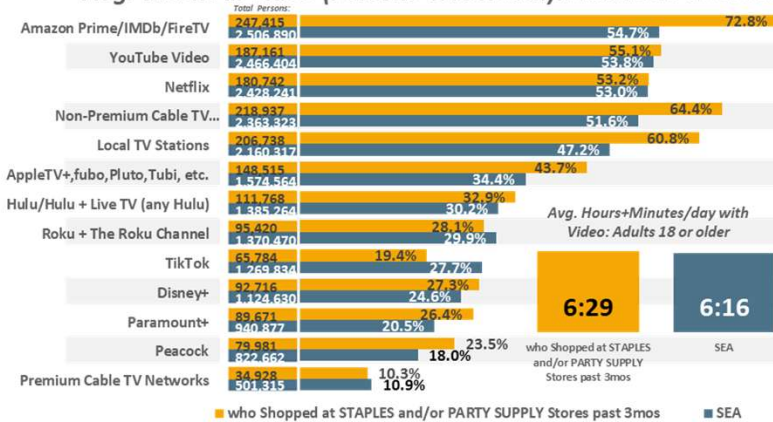
(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)



202,305 or 59.5% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos watch Ad-Supported Local TV Stations for an average of 82.1 minutes every day representing 25.2% of all time spent daily with Ad-Supported Video.

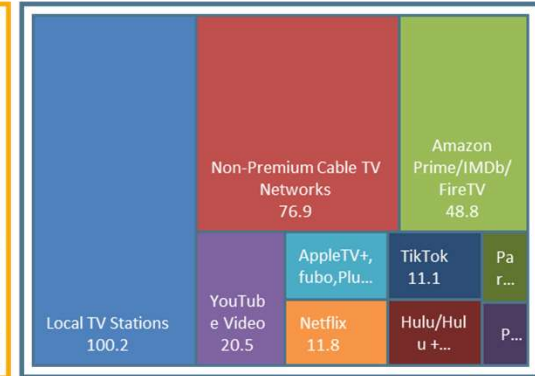
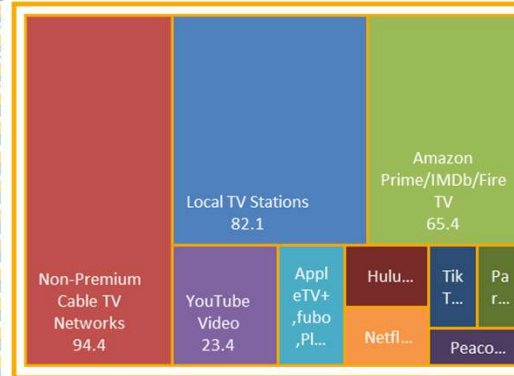
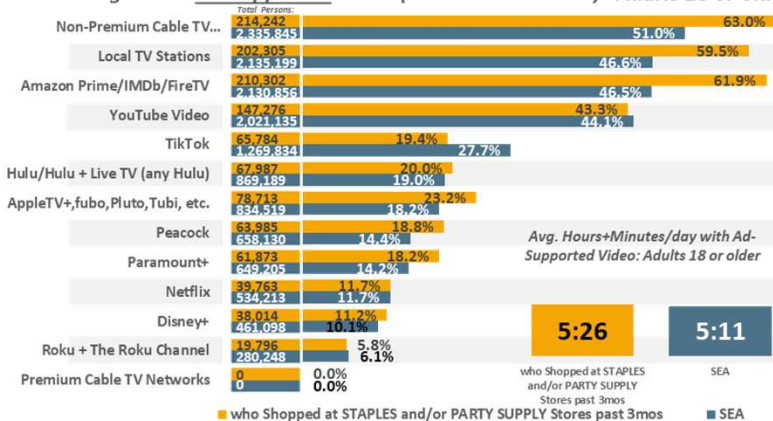
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 401
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

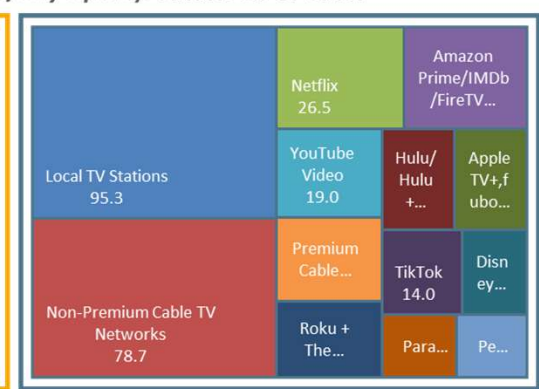
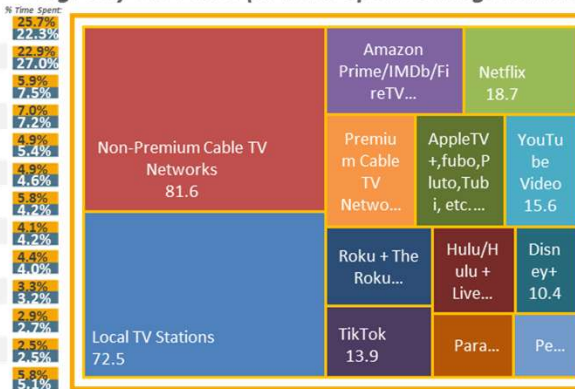
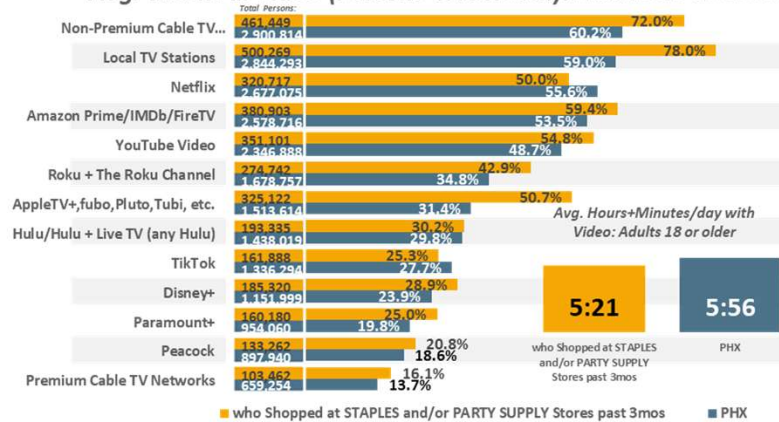
(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)



492,160 or 76.8% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos watch Ad-Supported Local TV Stations for an average of 65.8 minutes every day representing 24.9% of all time spent daily with Ad-Supported Video.

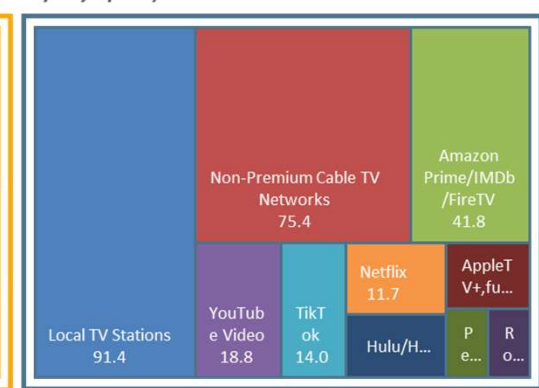
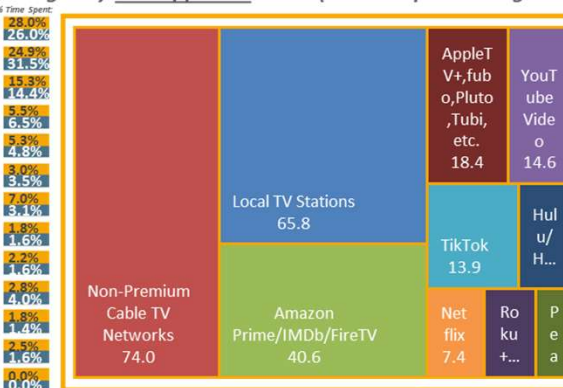
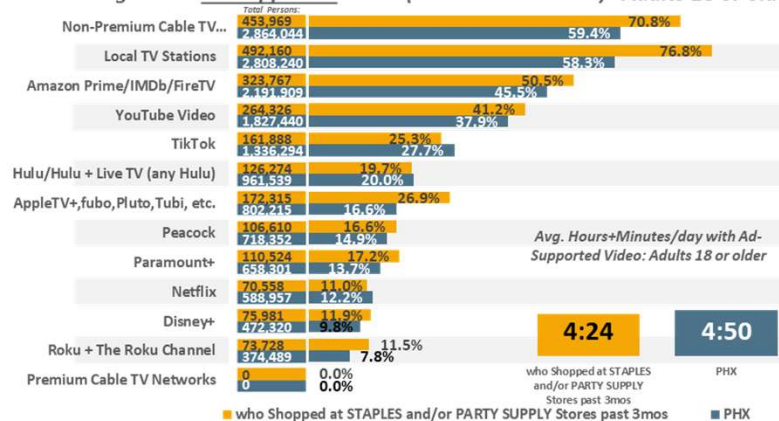
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 320
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

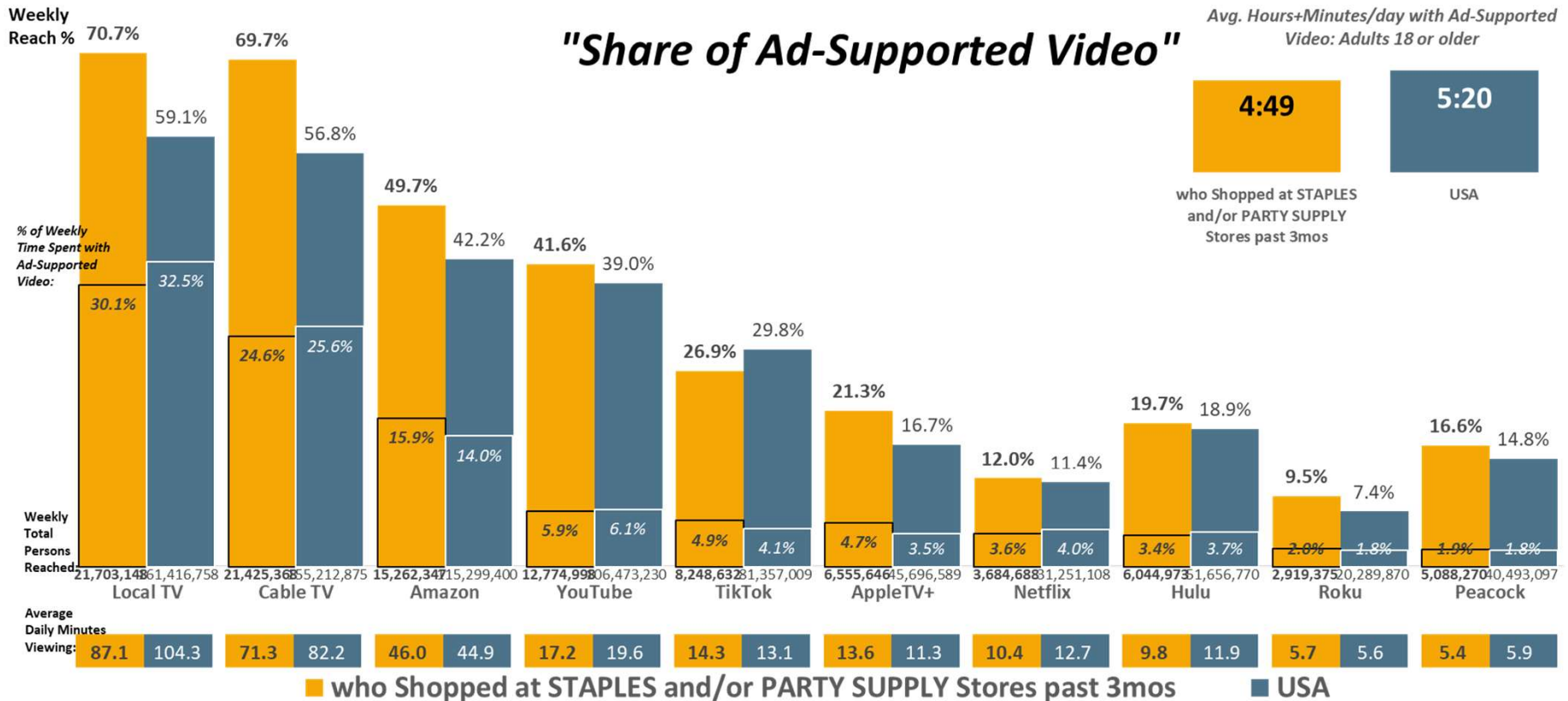
soefa.ai Share of Everything for Anything

(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)



21,703,148 or 70.7% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos watch Ad-Supported Local TV Stations for an average of 87.1 minutes every day representing 30.1% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 3,219
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

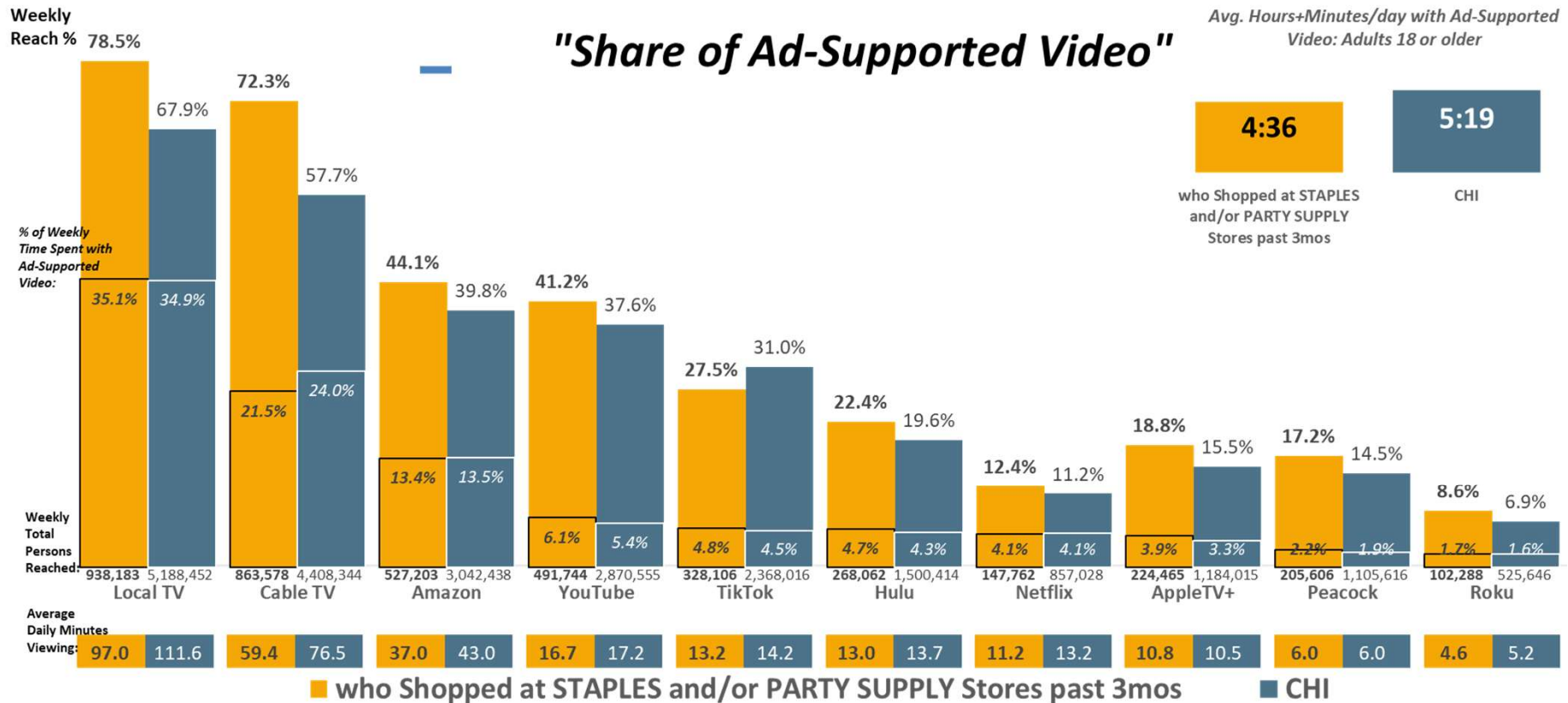
soefa.ai Share of Everything for Anything

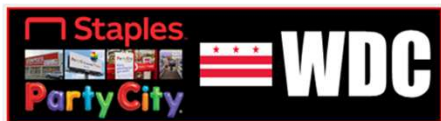
(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)



938,183 or 78.5% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos watch Ad-Supported Local TV Stations for an average of 97. minutes every day representing 35.1% of all time spent daily with Ad-Supported Video.

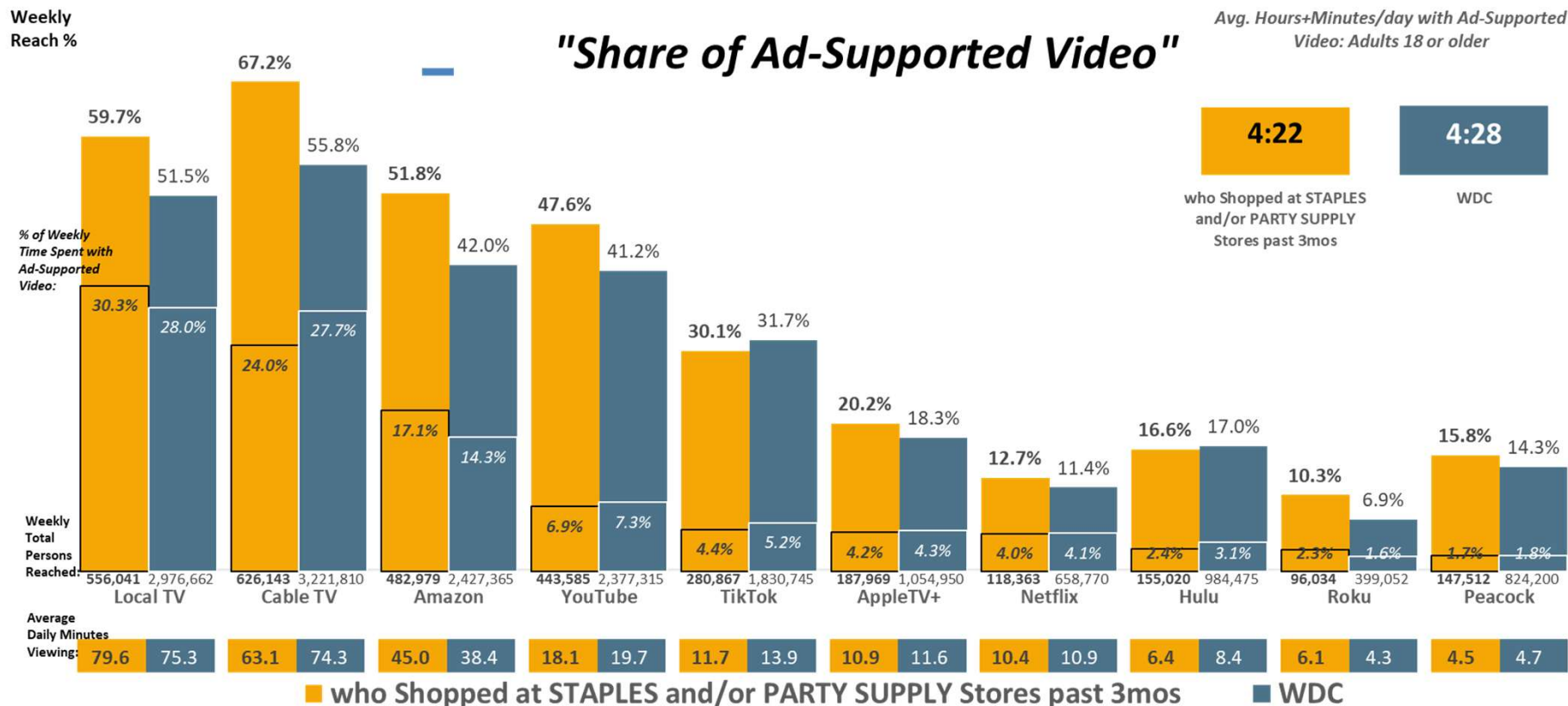
"Share of Ad-Supported Video"





556,041 or 59.7% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos watch Ad-Supported Local TV Stations for an average of 79.6 minutes every day representing 30.3% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,062 WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

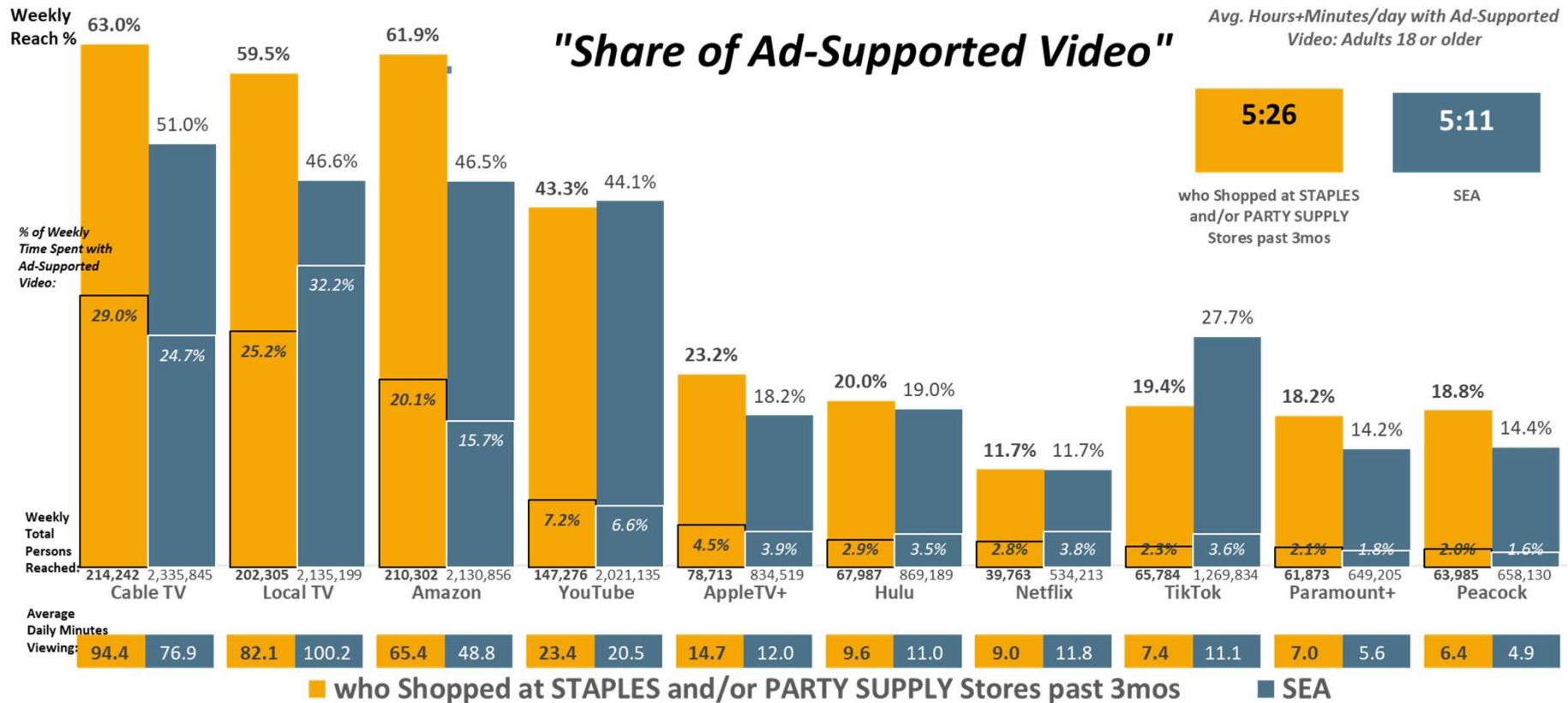
soefa.ai Share of Everything for Anything

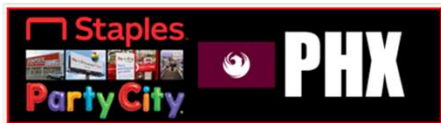
(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)



202,305 or 59.5% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos watch Ad-Supported Local TV Stations for an average of 82.1 minutes every day representing 25.2% of all time spent daily with Ad-Supported Video.

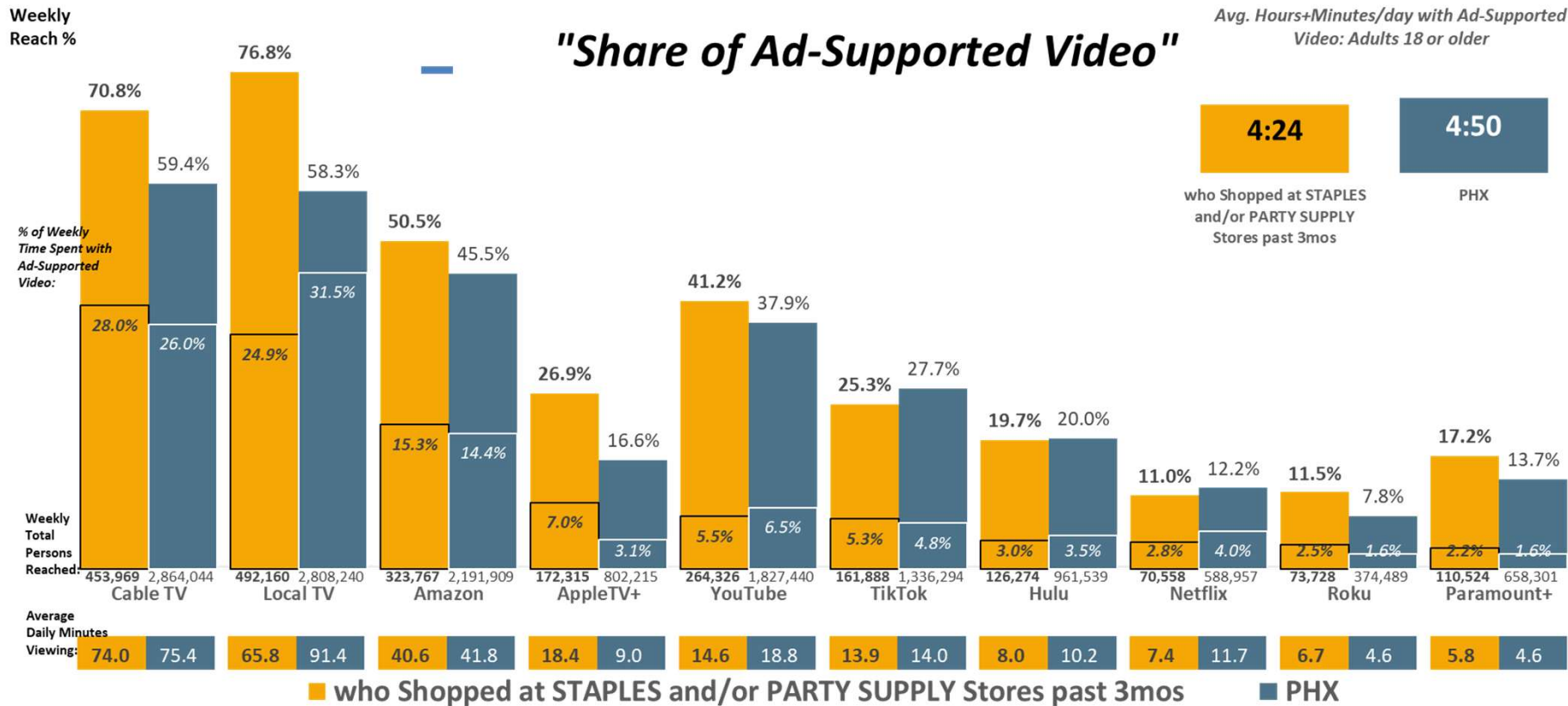
"Share of Ad-Supported Video"





492,160 or 76.8% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos watch Ad-Supported Local TV Stations for an average of 65.8 minutes every day representing 24.9% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 320
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 2,406

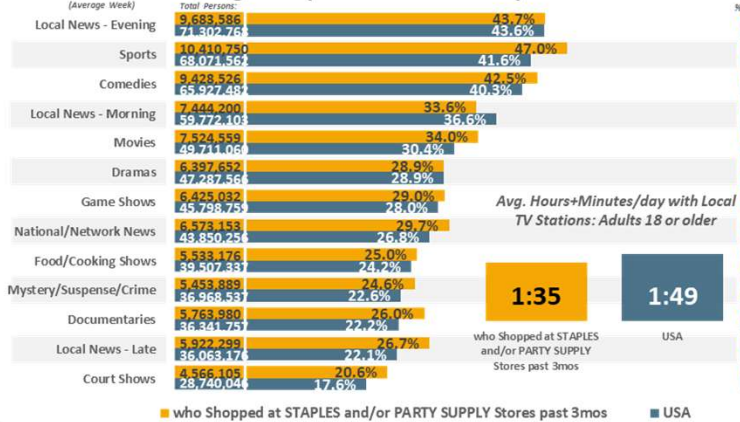
soefa.ai Share of Everything for Anything

(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)

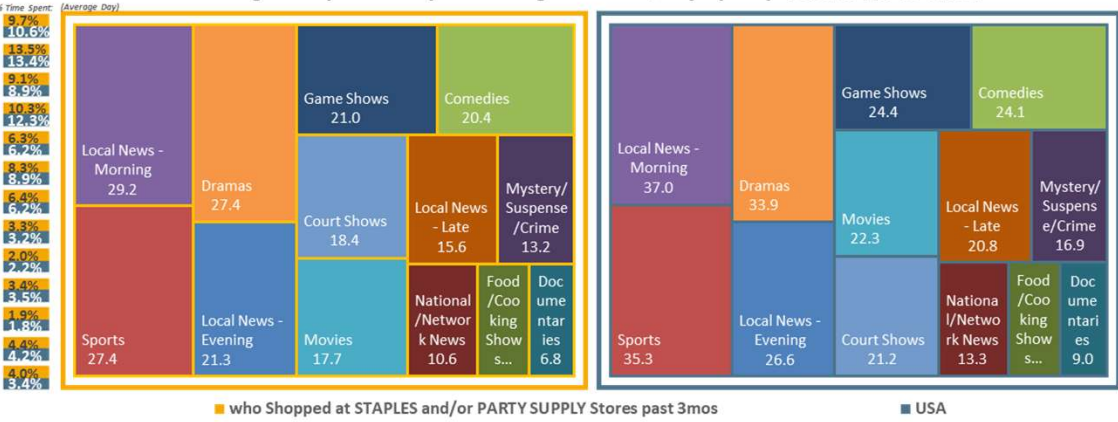


21,703,148 or 70.7% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Movies, and Game Shows.

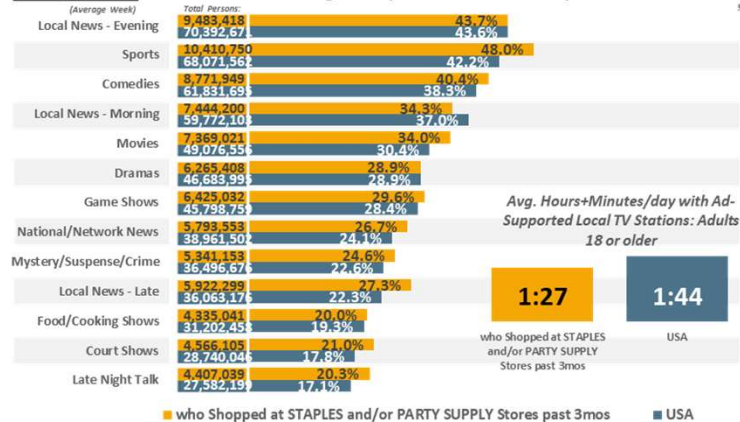
Local TV Station Programs (Persons & % Reach): Adults 18 or older



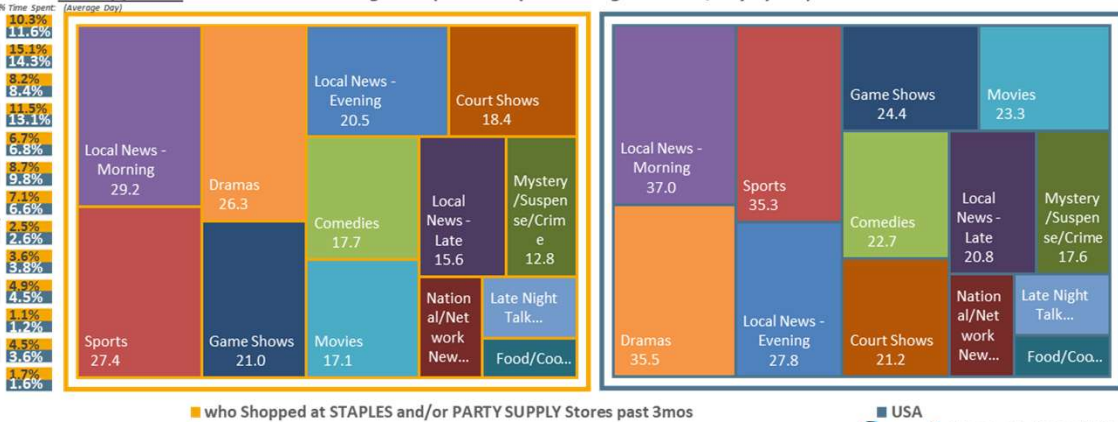
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



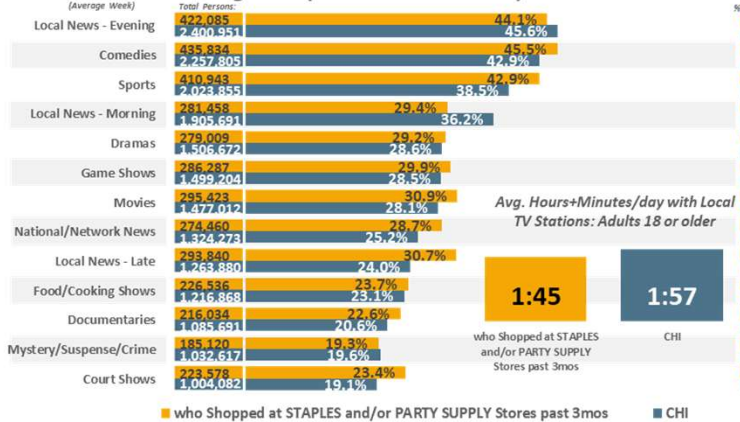
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



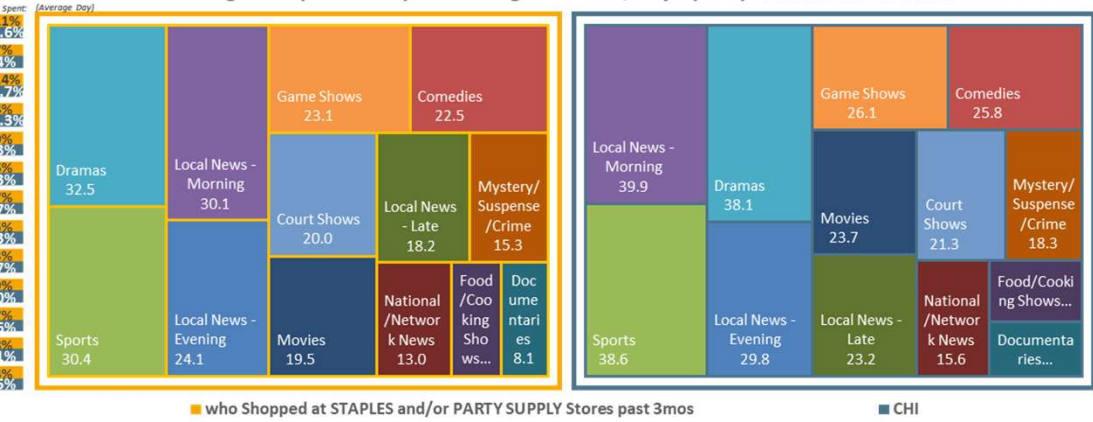


938,183 or 78.5% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Comedies, Local News - Late, Movies, and Game Shows.

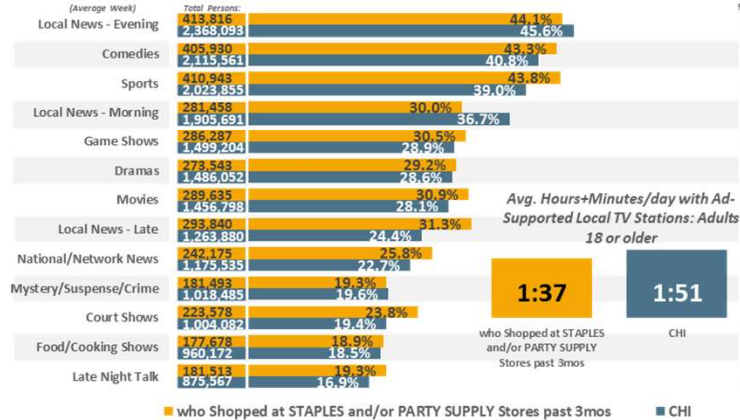
Local TV Station Programs (Persons & % Reach): Adults 18 or older



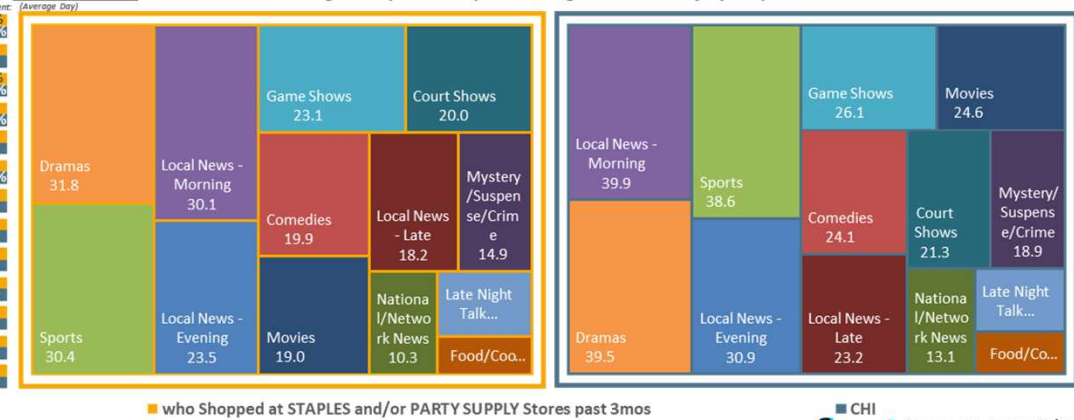
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 677
 All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

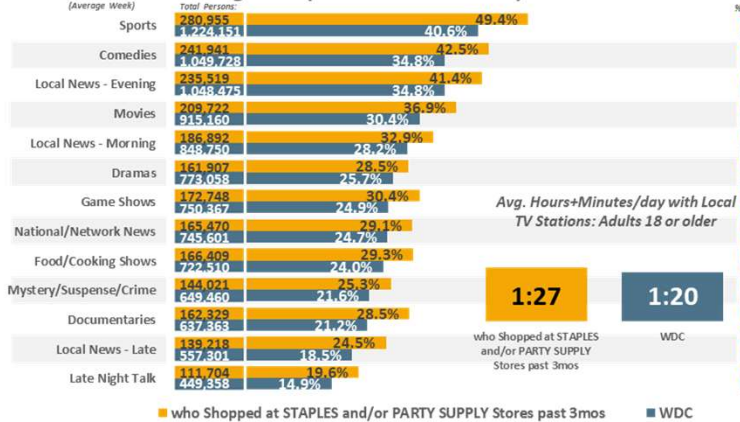
soefa.ai CHI Share of Everything for Anything

(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)

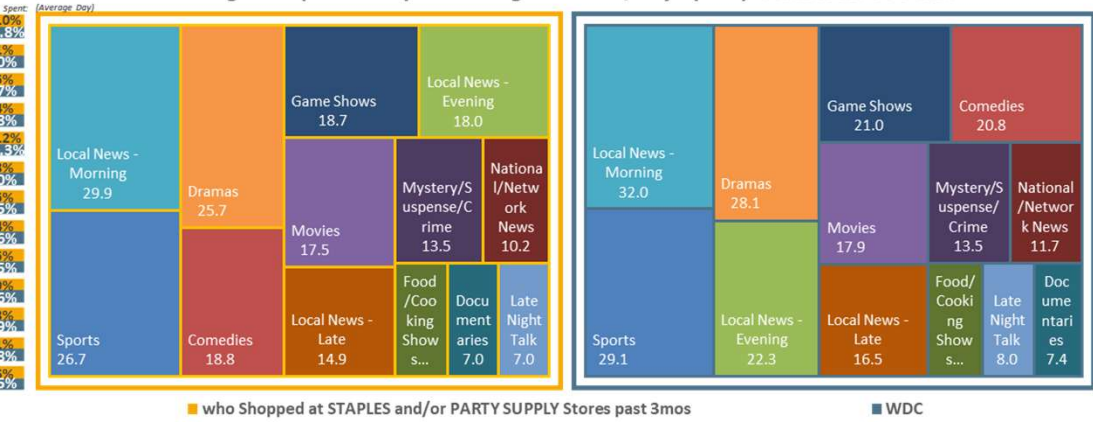


556,041 or 59.7% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Movies, Local News - Morning, and Game Shows.

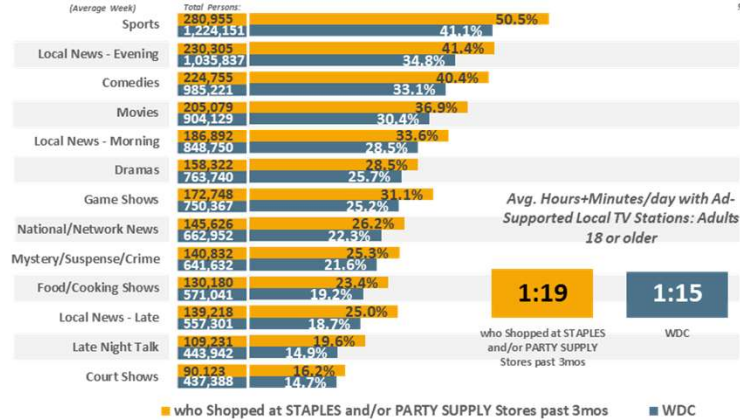
Local TV Station Programs (Persons & % Reach): Adults 18 or older



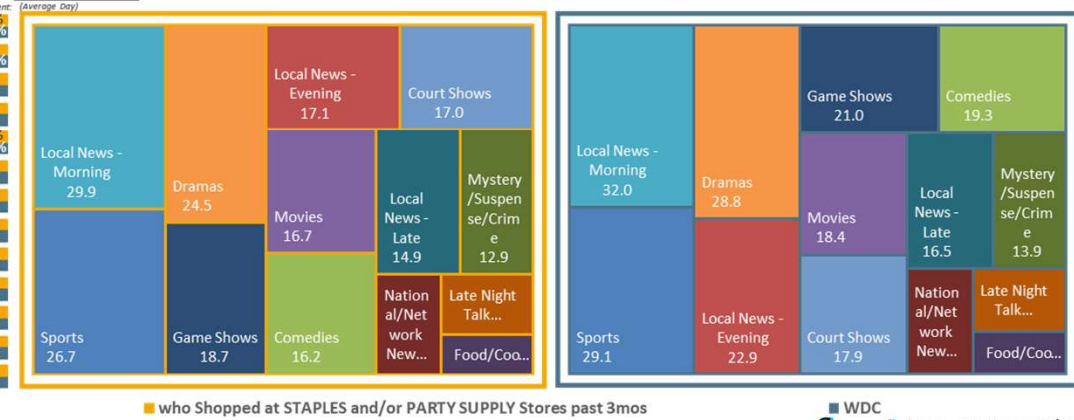
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,062
 All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

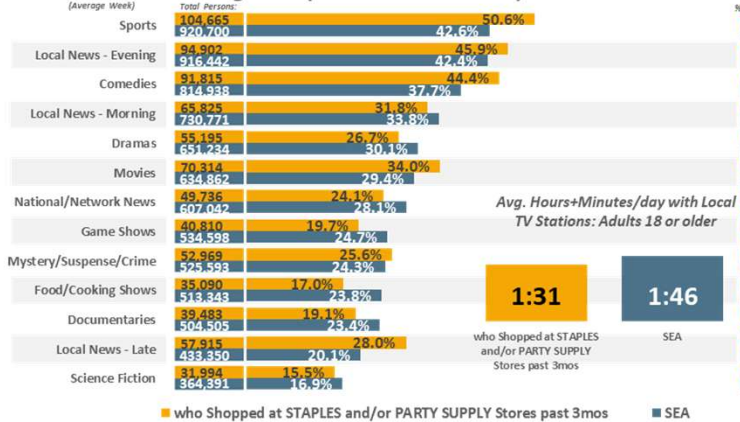
WDC
 soefa.ai Share of Everything for Anything

(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)

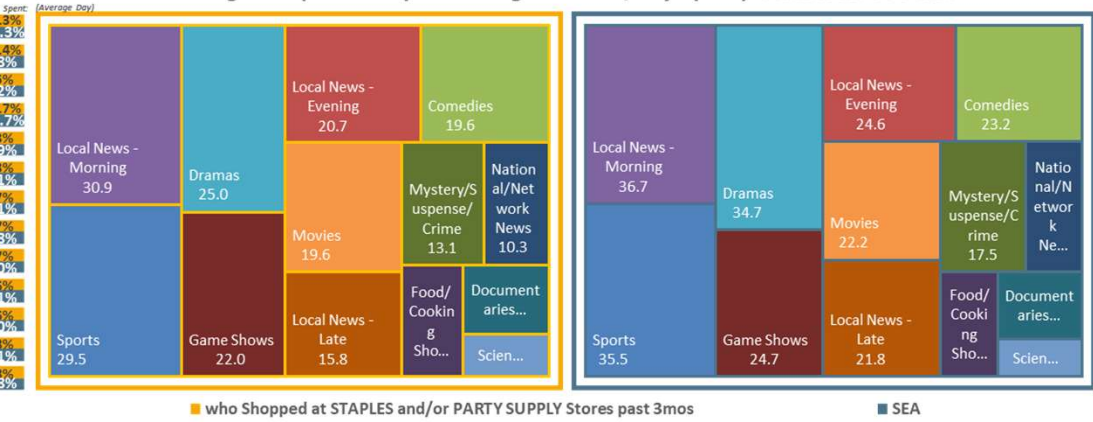


202,305 or 59.5% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Movies, Local News - Morning, and Local News - Late.

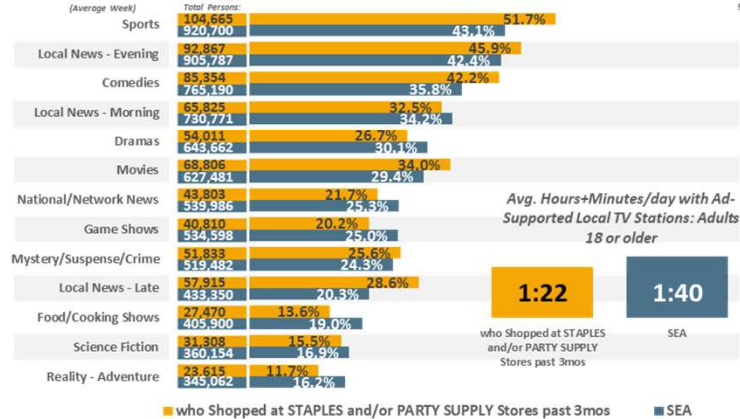
Local TV Station Programs (Persons & % Reach): Adults 18 or older



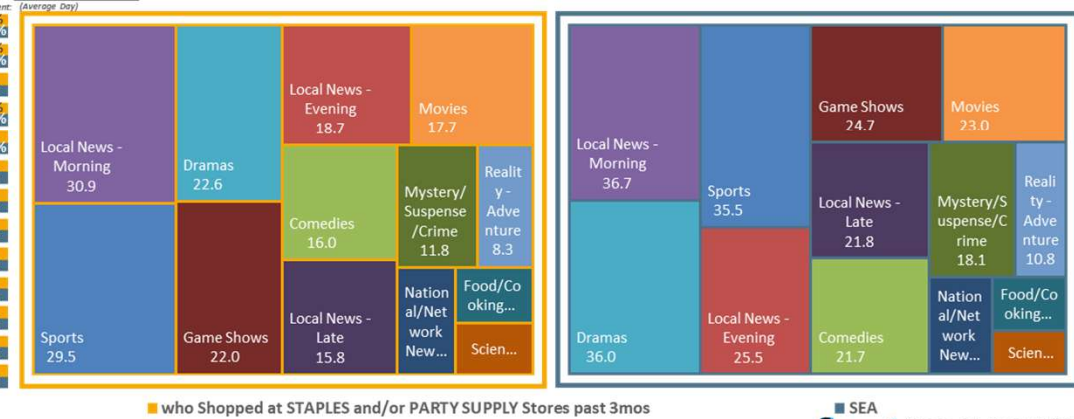
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 401
 All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

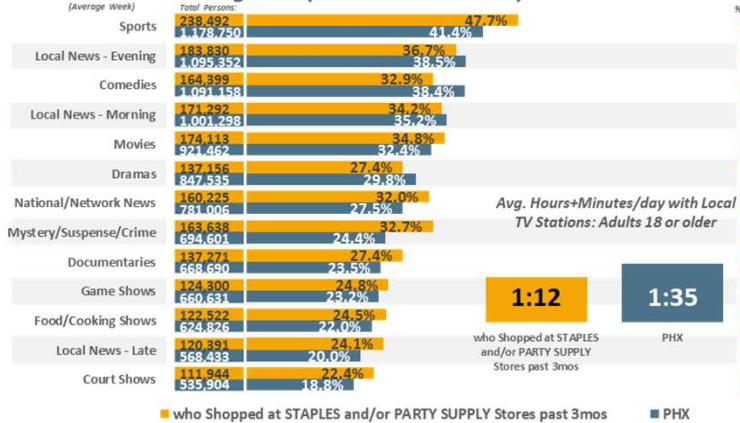
SEA
 soefa.ai Share of Everything for Anything

(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)

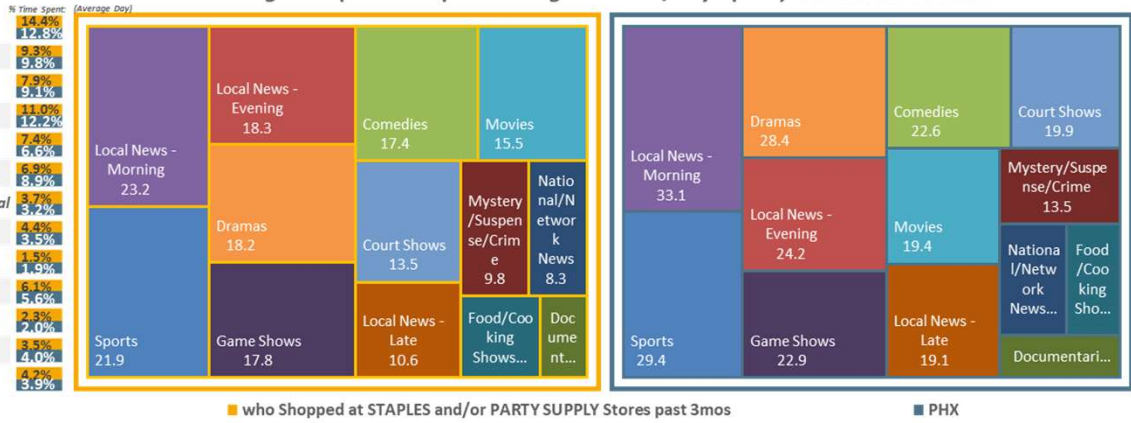


492,160 or 76.8% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Movies, Mystery/Suspense/Crime, and Comedie

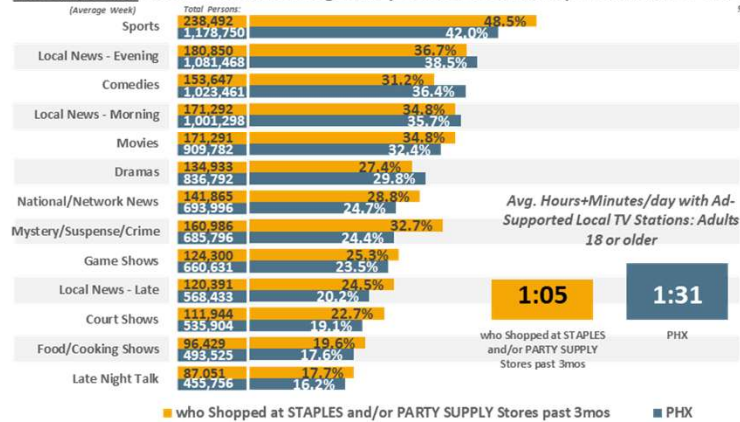
Local TV Station Programs (Persons & % Reach): Adults 18 or older



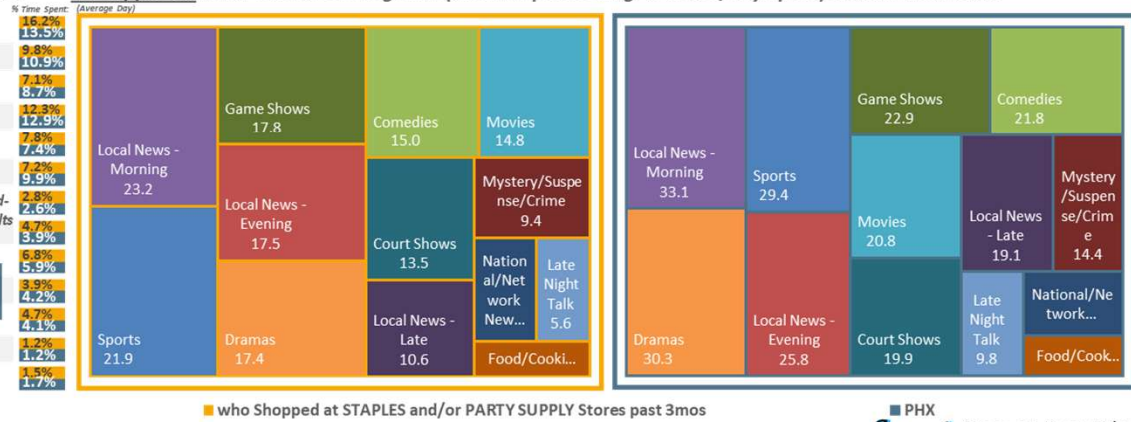
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 320
 All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

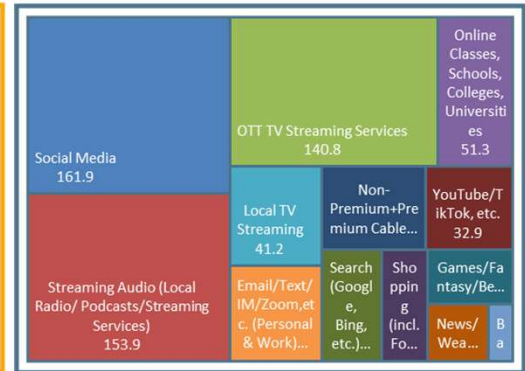
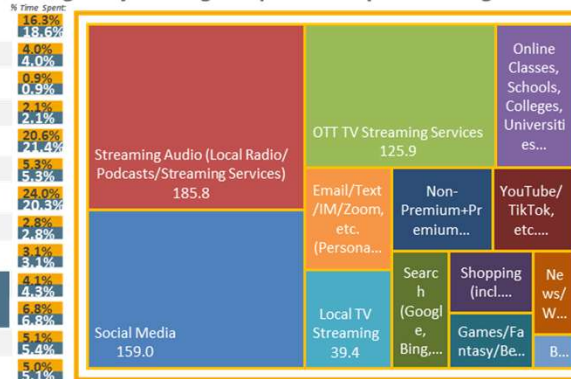
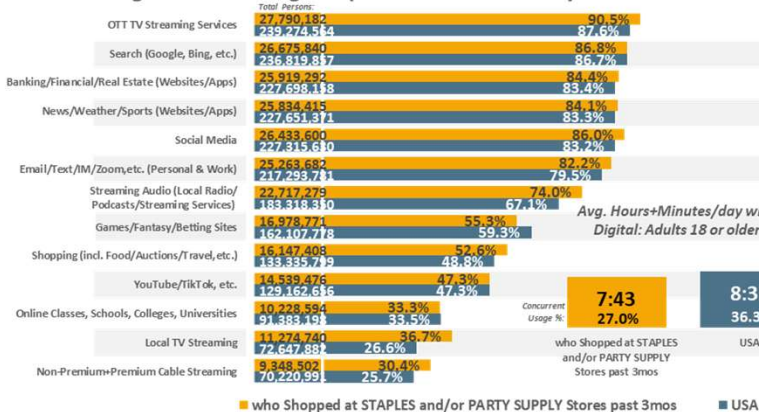
soefa.ai PHX Share of Everything for Anything

(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)

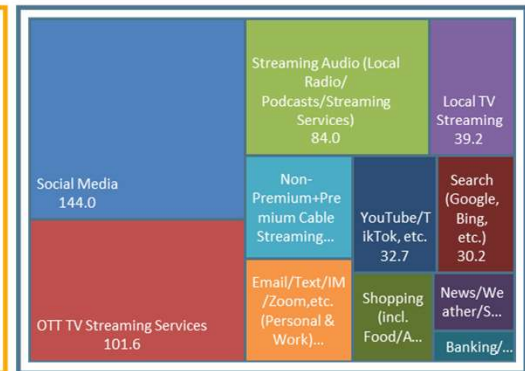
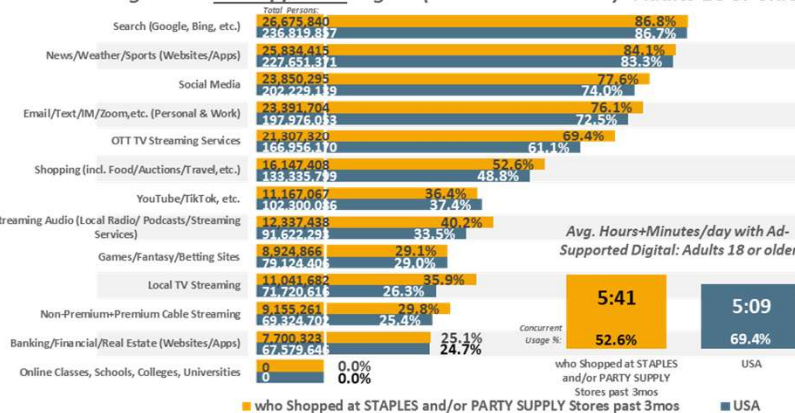


23,850,295 or 77.6% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos use Ad-Supported Social Media for an average of 143.4 minutes every day representing 25.2% of all time spent daily with Ad-Supported Digital Media.

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



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

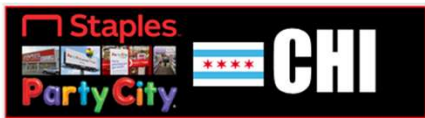


USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 3,219
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

soefa.ai Share of Everything for Anything

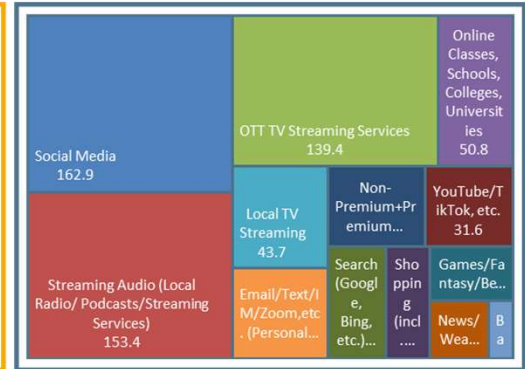
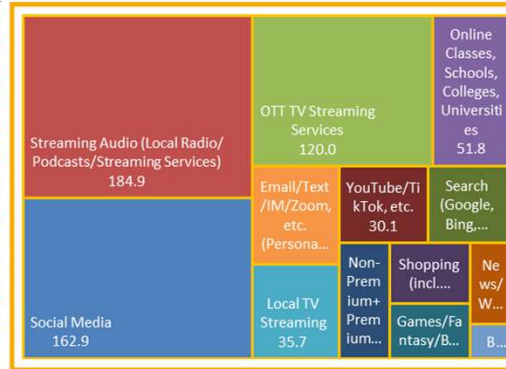
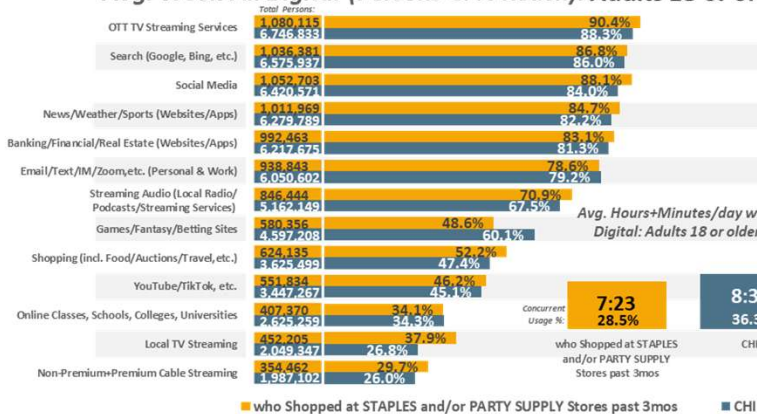
(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)



948,365 or 79.4% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos use Ad-Supported Social Media for an average of 146.8 minutes every day representing 27.4% of all time spent daily with Ad-Supported Digital Media.

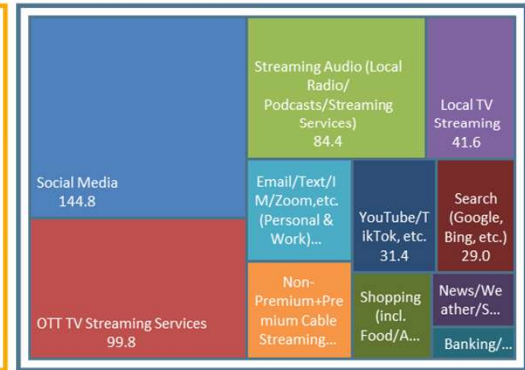
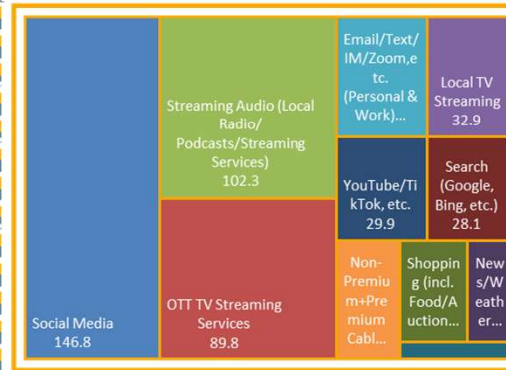
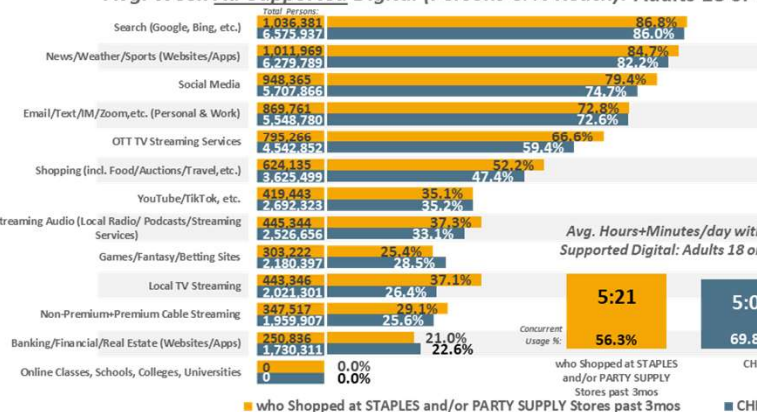
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 677
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

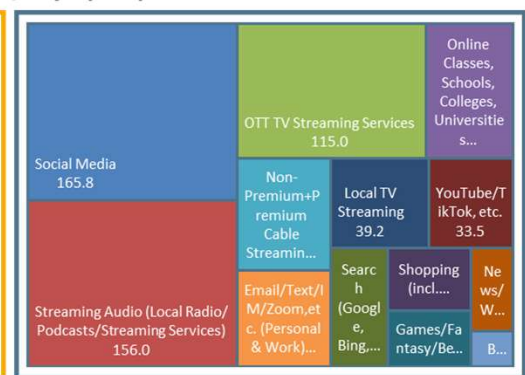
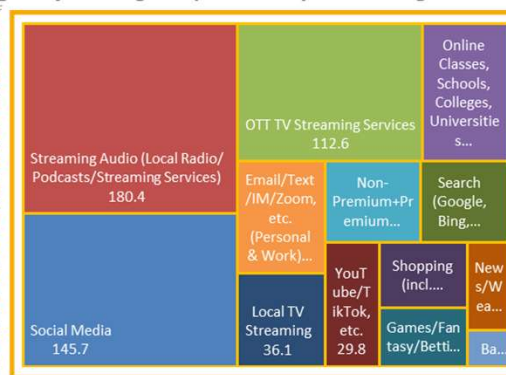
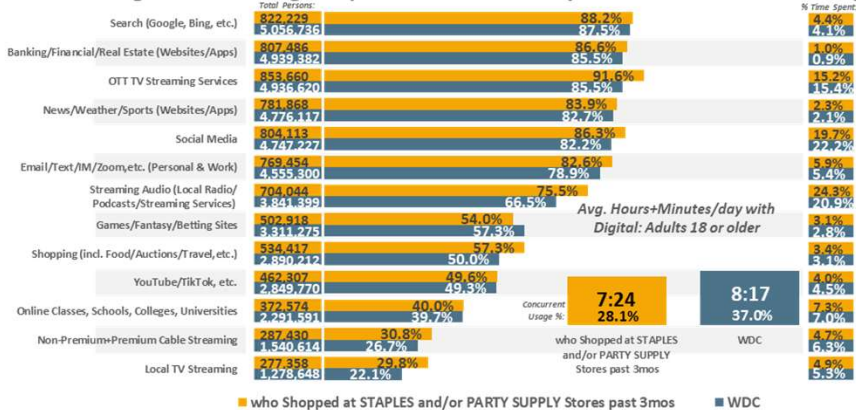
(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)



730,437 or 78.4% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos use Ad-Supported Social Media for an average of 132.4 minutes every day representing 24.4% of all time spent daily with Ad-Supported Digital Media.

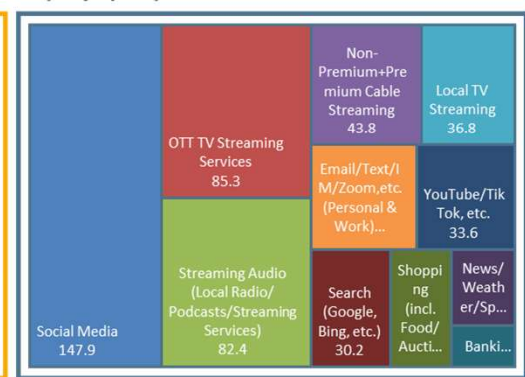
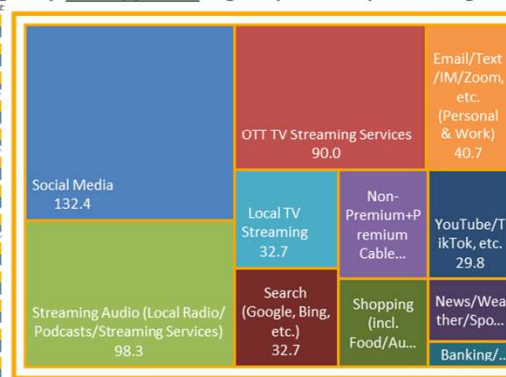
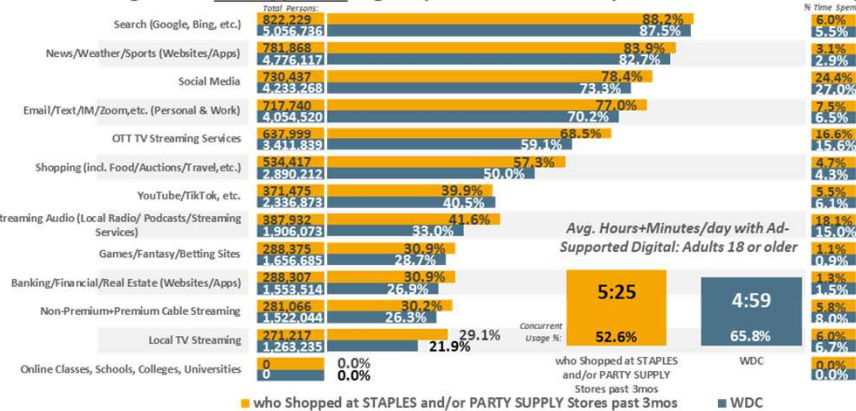
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,062
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

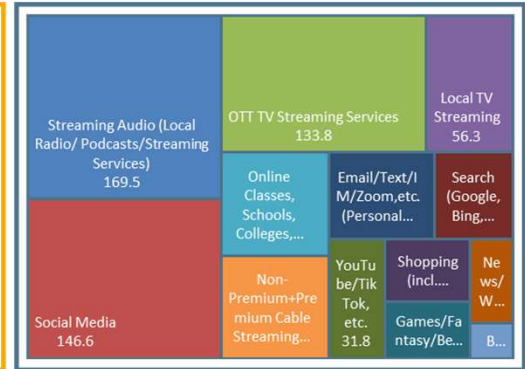
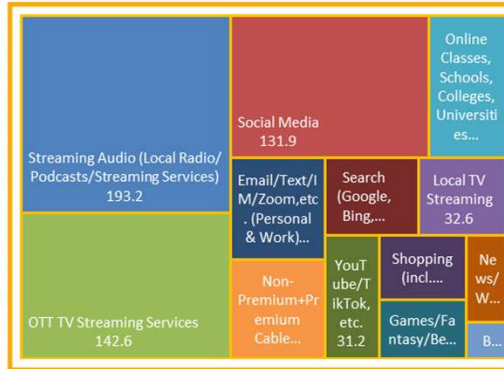
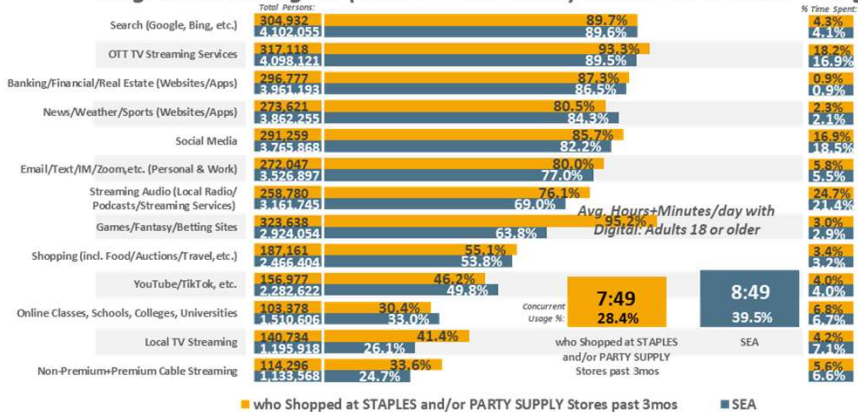
(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)



254,321 or 74.8% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos use Ad-Supported Social Media for an average of 115.2 minutes every day representing 20.2% of all time spent daily with Ad-Supported Digital Media.

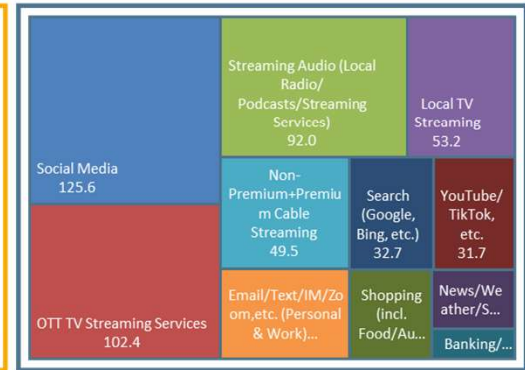
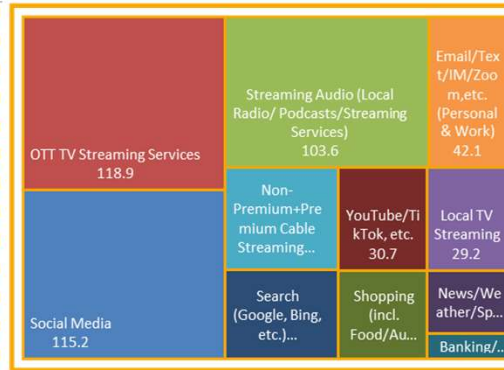
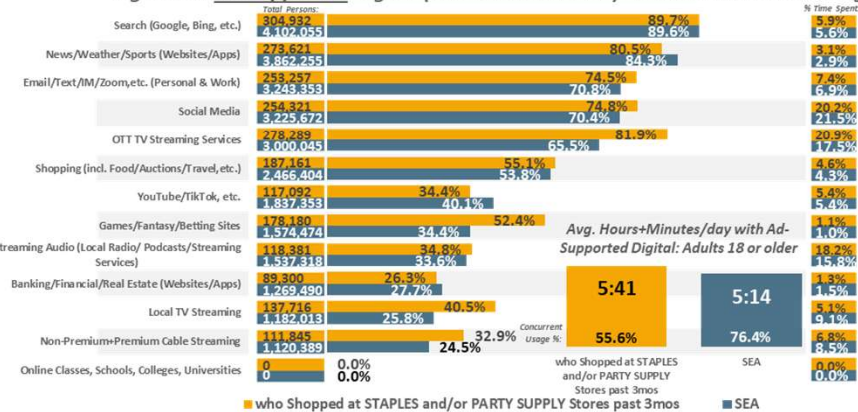
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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

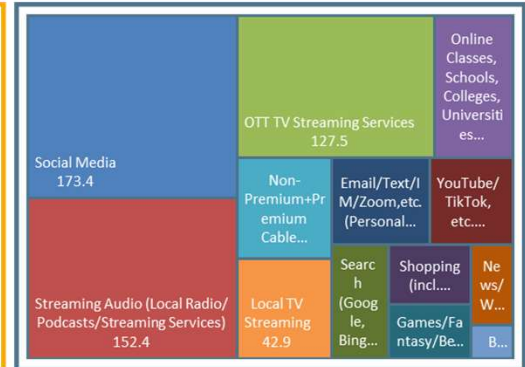
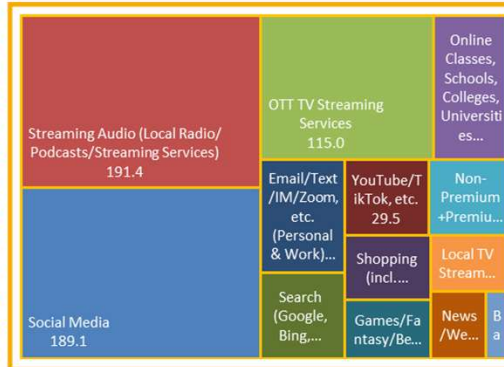
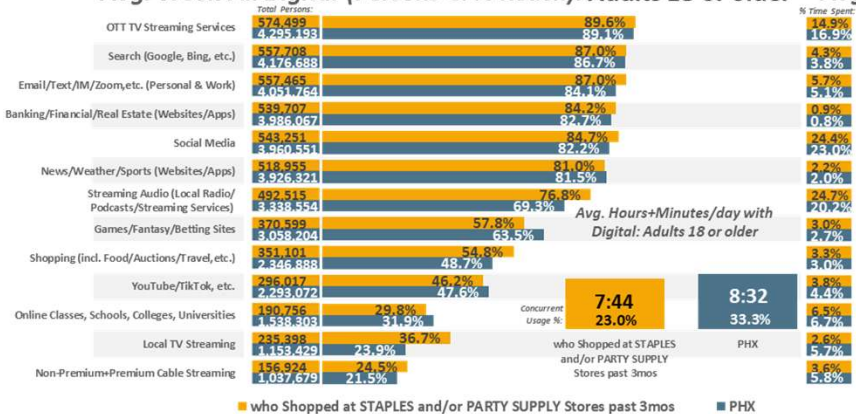




506,813 or 79.1% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos use Ad-Supported Social Media for an average of 176.4 minutes every day representing 30.5% of all time spent daily with Ad-Supported Digital Media.

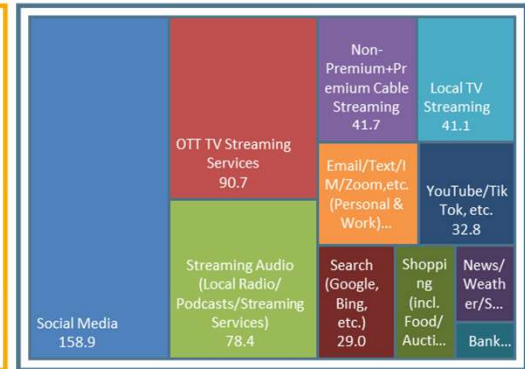
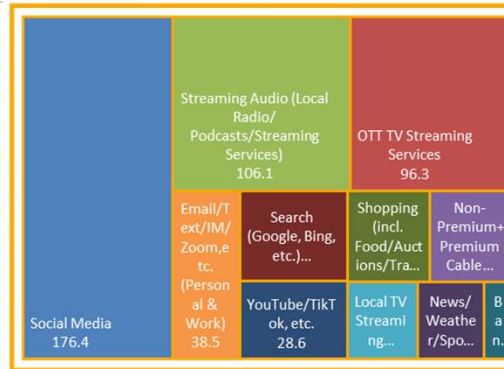
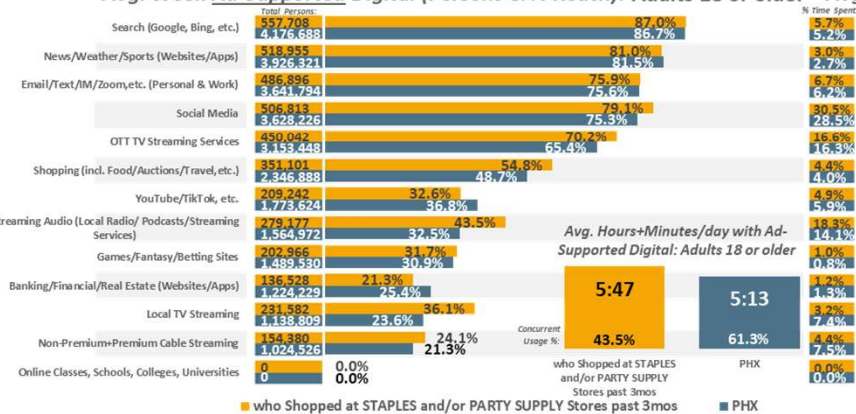
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 320
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

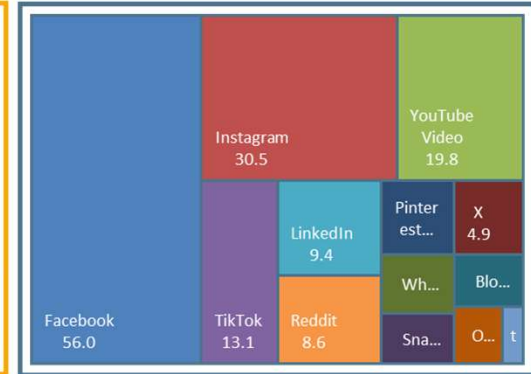
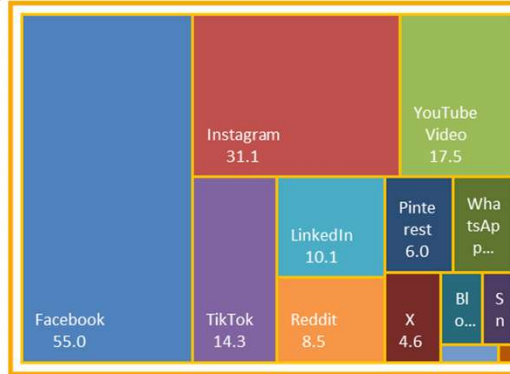
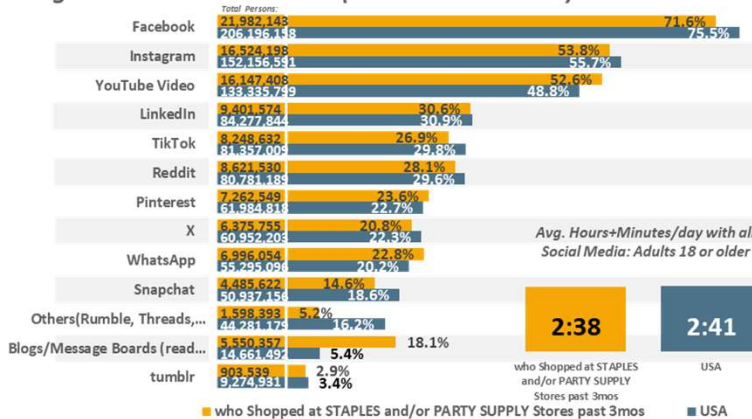
soefa.ai Share of Everything for Anything

(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)

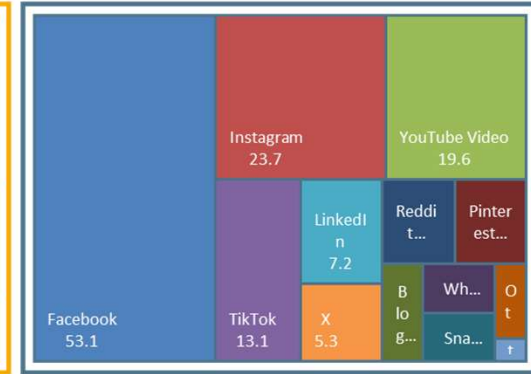
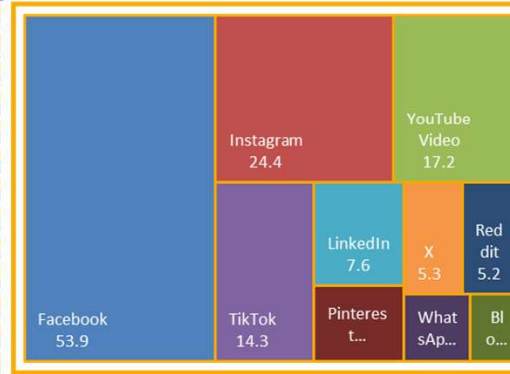
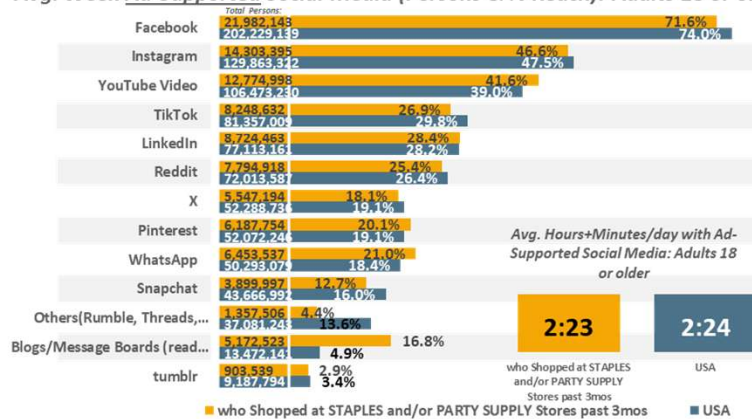


21,982,143 or 71.6% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos use Ad-Supported Facebook for an average of 53.9 minutes every day representing 37.5% of all time spent daily with Ad-Supported Social Media.

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



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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 3,219
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

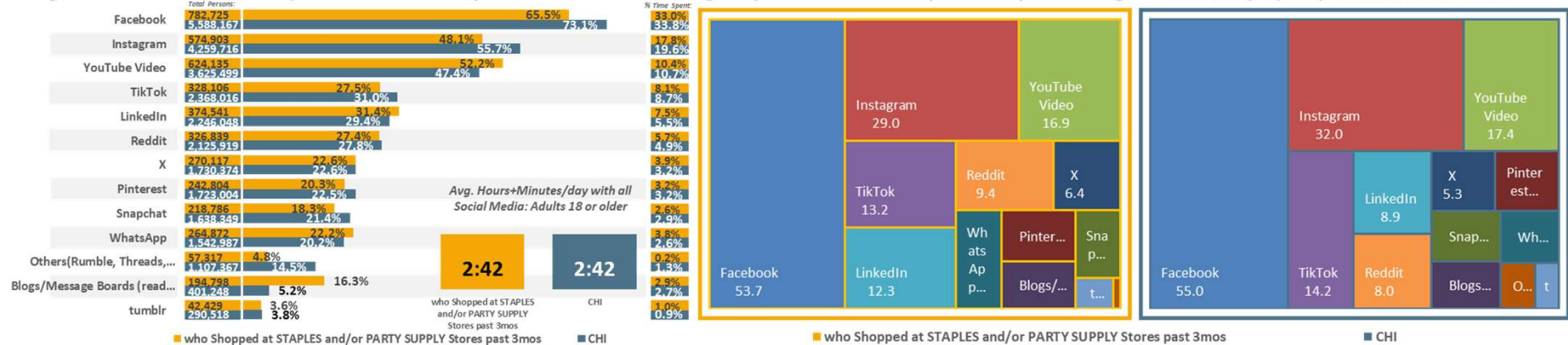
soefa.ai Share of Everything for Anything

(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)

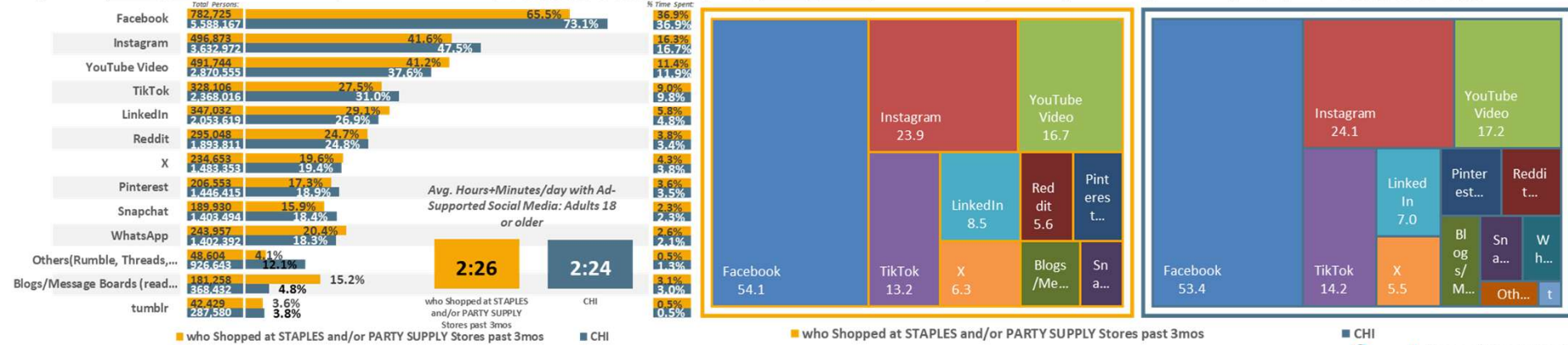


782,725 or 65.5% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos use Ad-Supported Facebook for an average of 54.1 minutes every day representing 36.9% of all time spent daily with Ad-Supported Social Media.

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



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

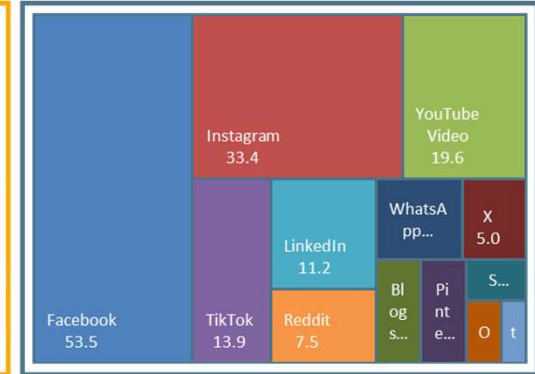
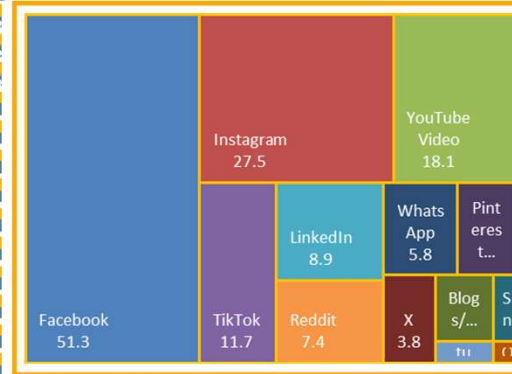
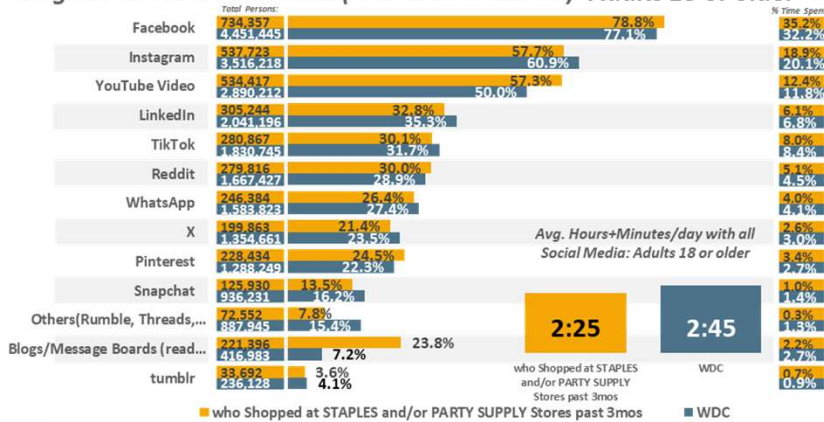


(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)

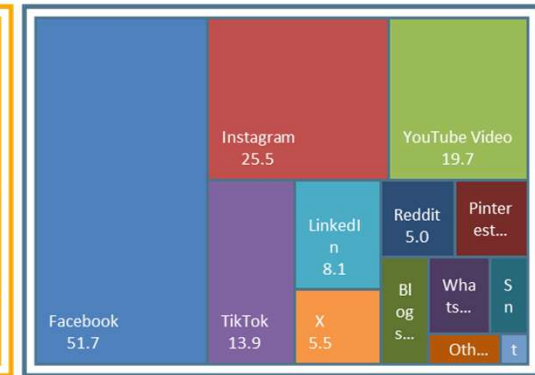
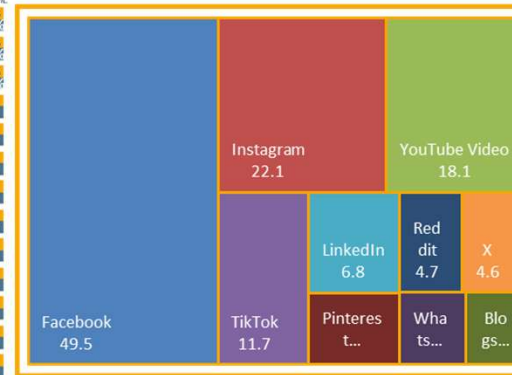
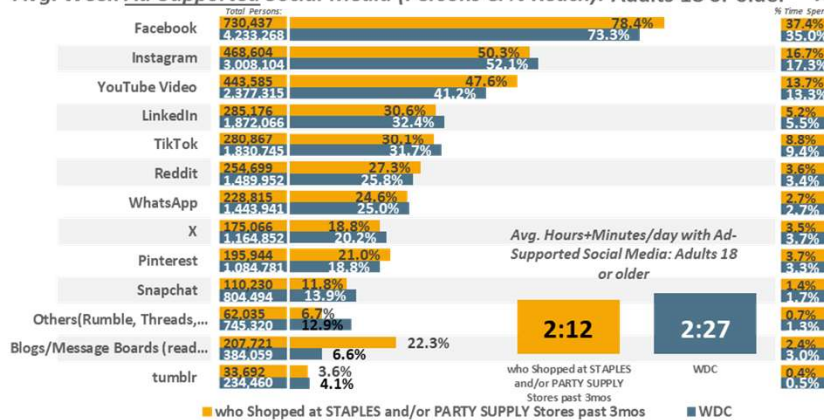


730,437 or 78.4% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos use Ad-Supported Facebook for an average of 49.5 minutes every day representing 37.4% of all time spent daily with Ad-Supported Social Media.

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



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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,062
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

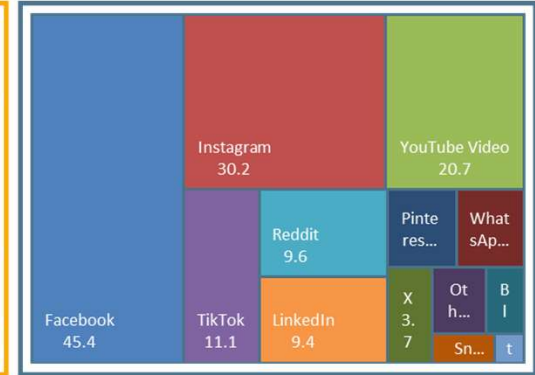
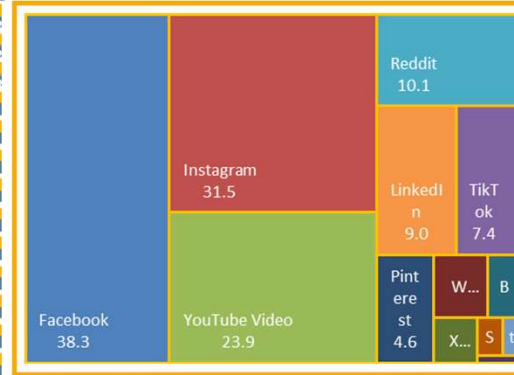
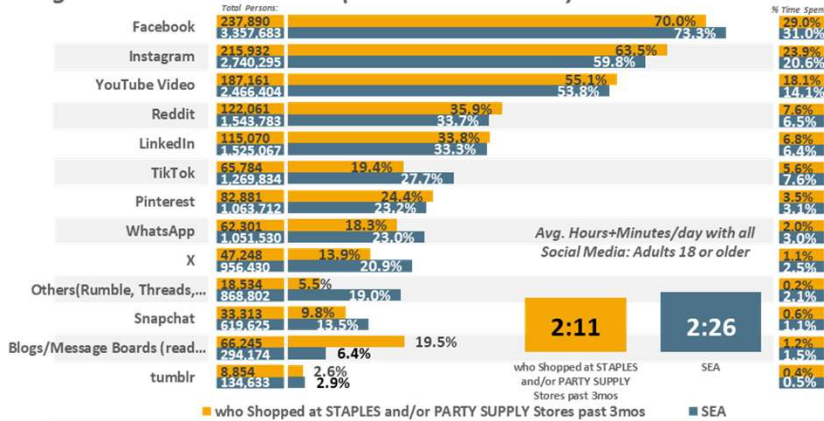
soefa.ai Share of Everything for Anything

(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)

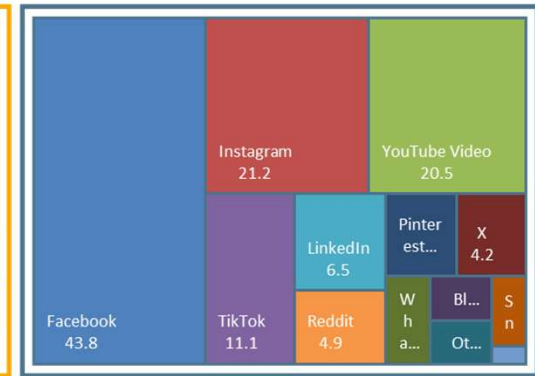
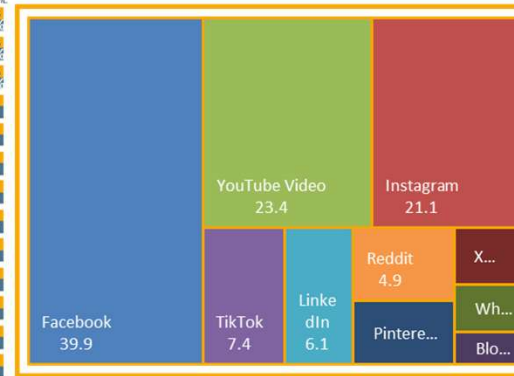
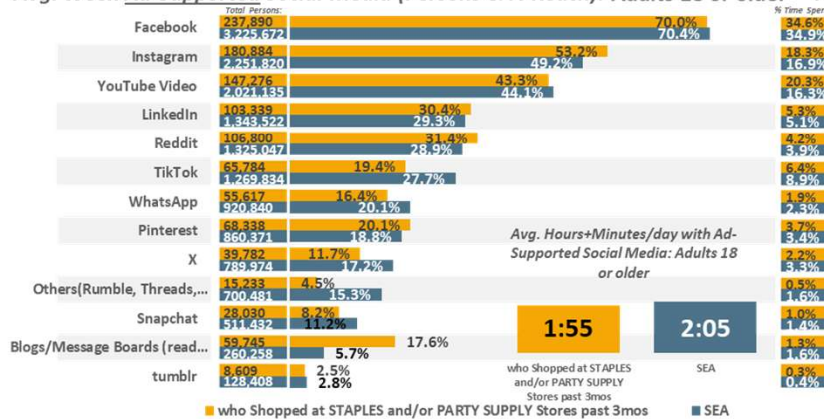


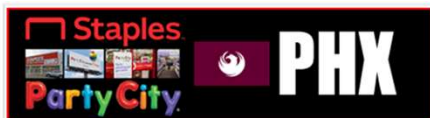
237,890 or 70.0% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos use Ad-Supported Facebook for an average of 39.9 minutes every day representing 34.6% of all time spent daily with Ad-Supported Social Media.

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



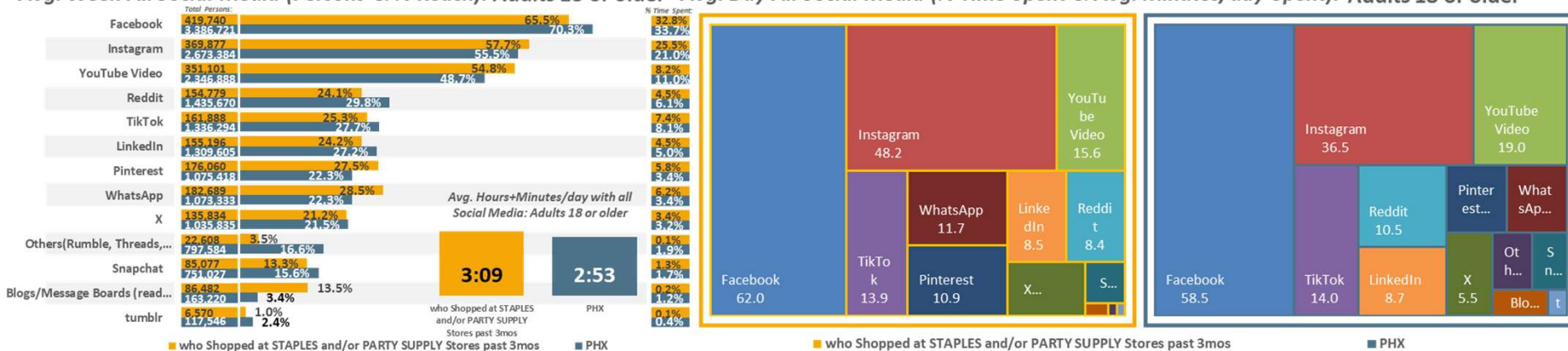
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



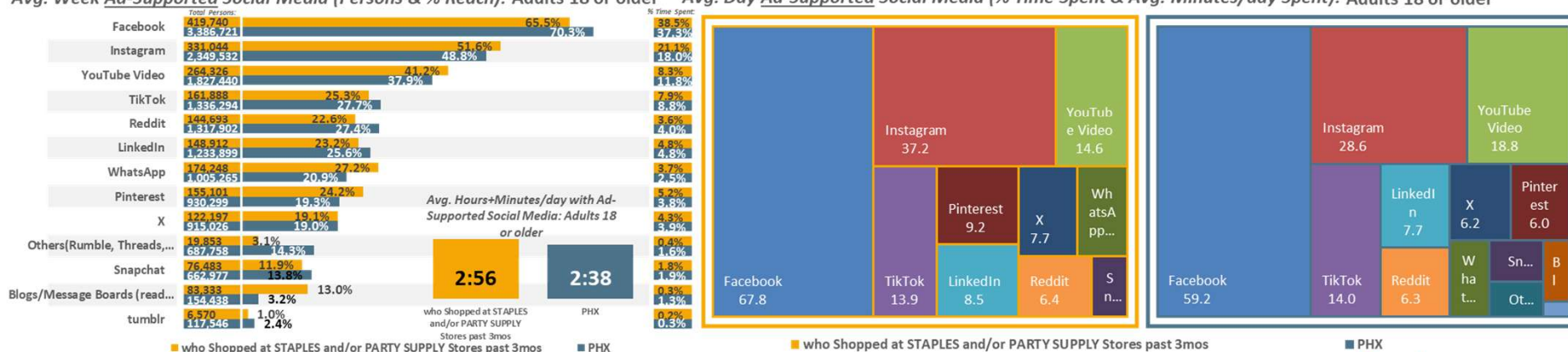


419,740 or 65.5% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos use Ad-Supported Facebook for an average of 67.8 minutes every day representing 38.5% of all time spent daily with Ad-Supported Social Media.

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



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



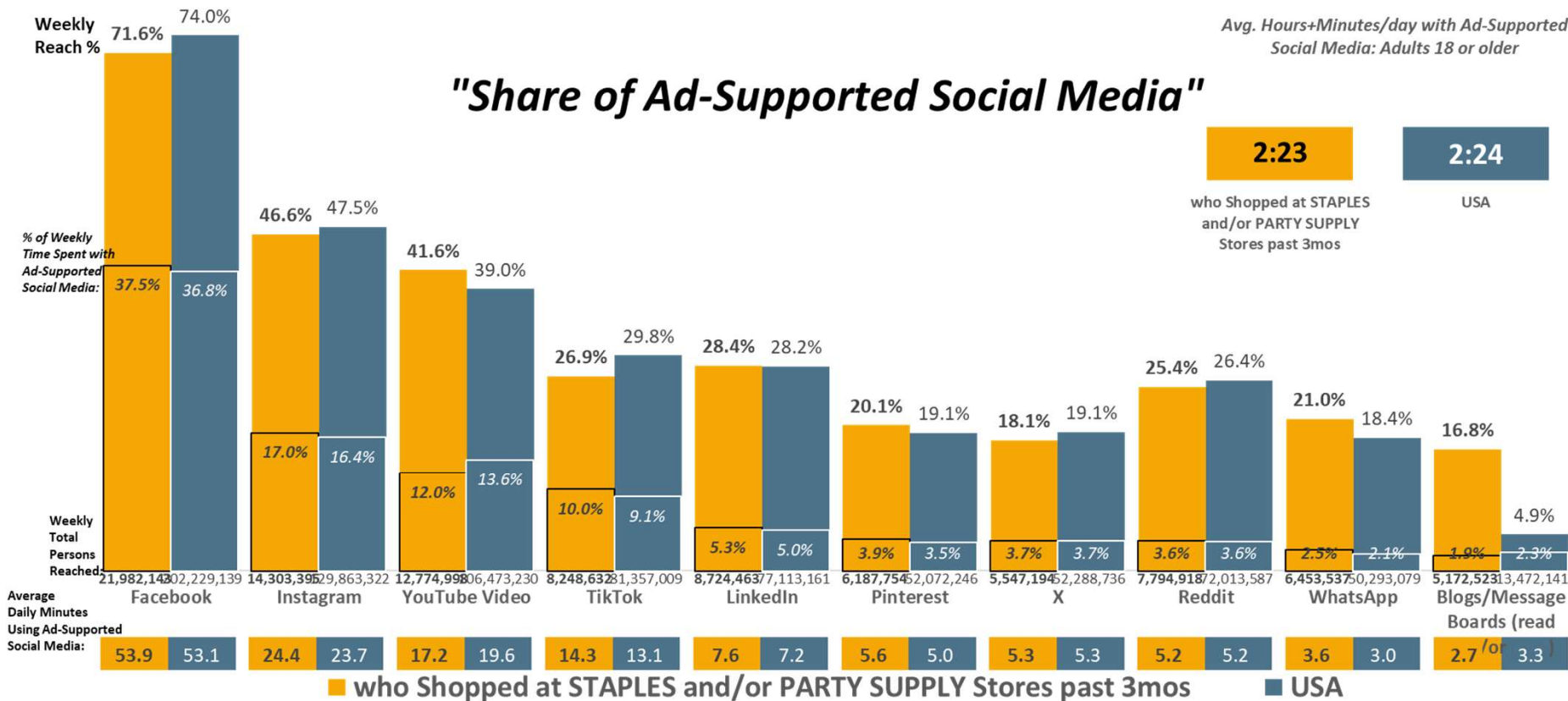
PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 320
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)



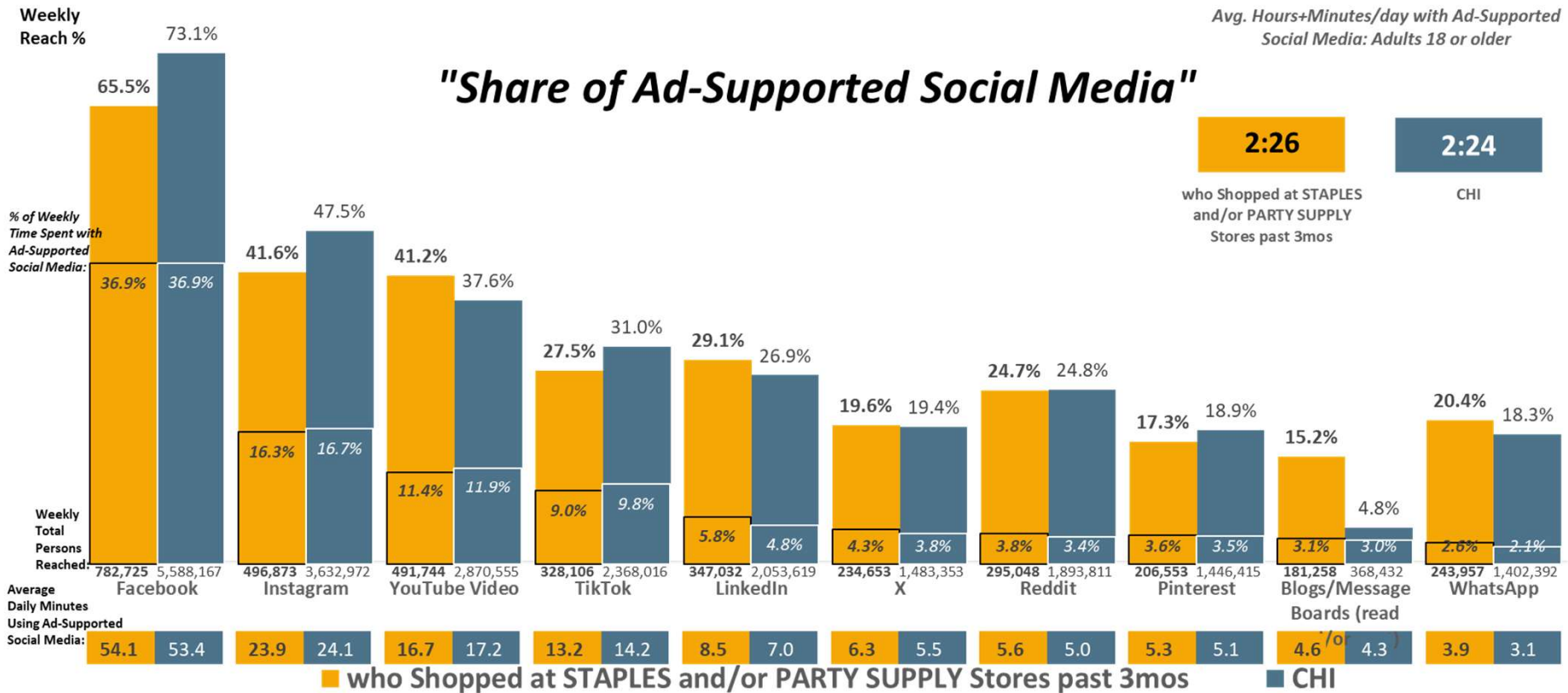
21,982,143 or 71.6% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos use Ad-Supported Facebook for an average of 53.9 minutes every day representing 37.5% of all time spent daily with Ad-Supported Social Media.





782,725 or 65.5% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos use Ad-Supported Facebook for an average of 54.1 minutes every day representing 36.9% of all time spent daily with Ad-Supported Social Media.

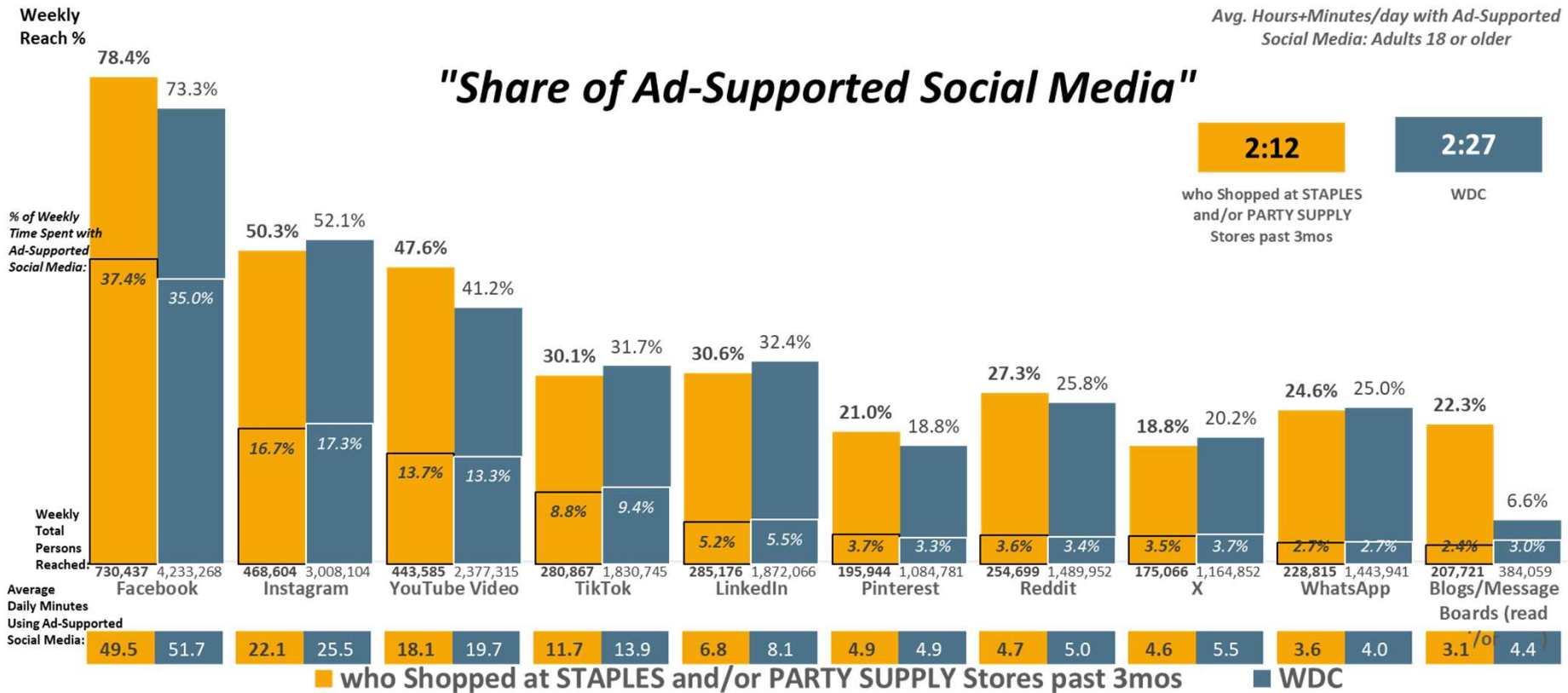
"Share of Ad-Supported Social Media"





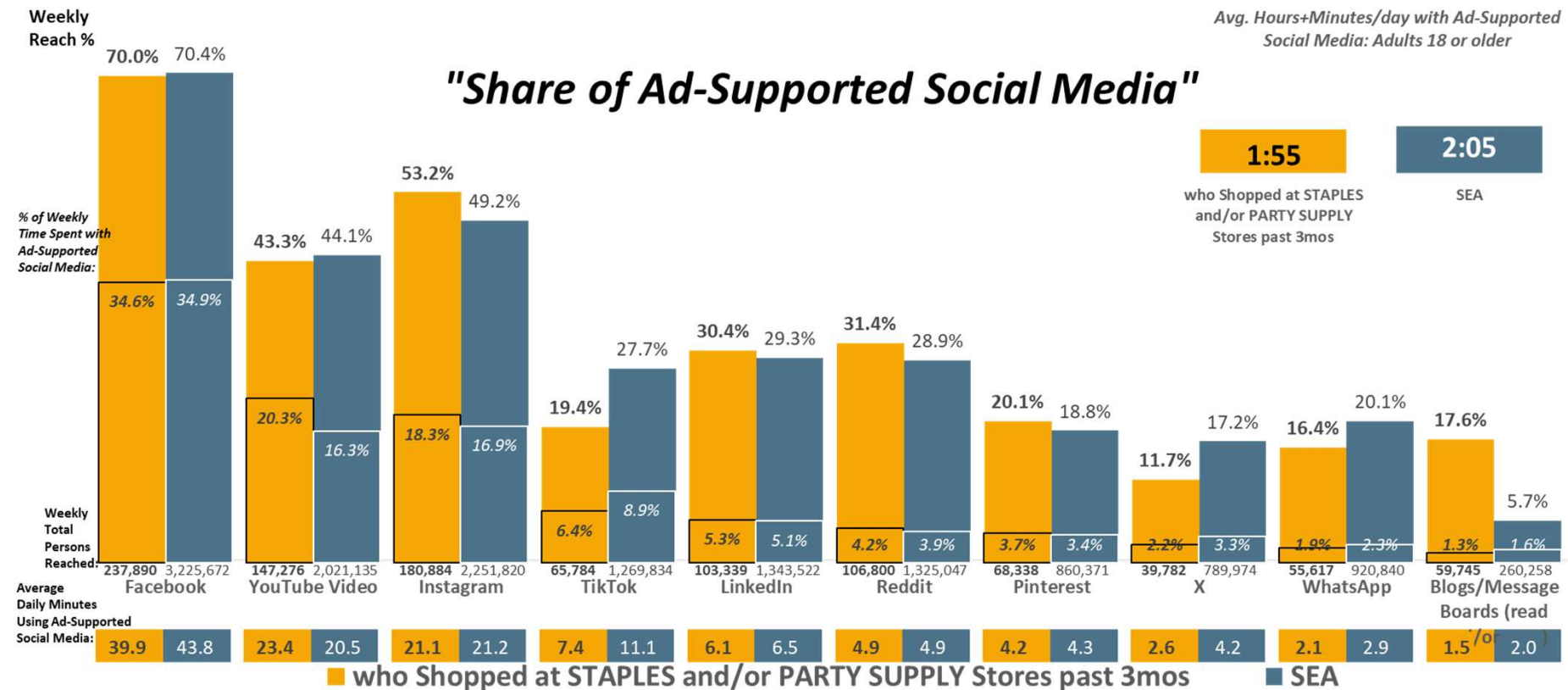
730,437 or 78.4% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos use Ad-Supported Facebook for an average of 49.5 minutes every day representing 37.4% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



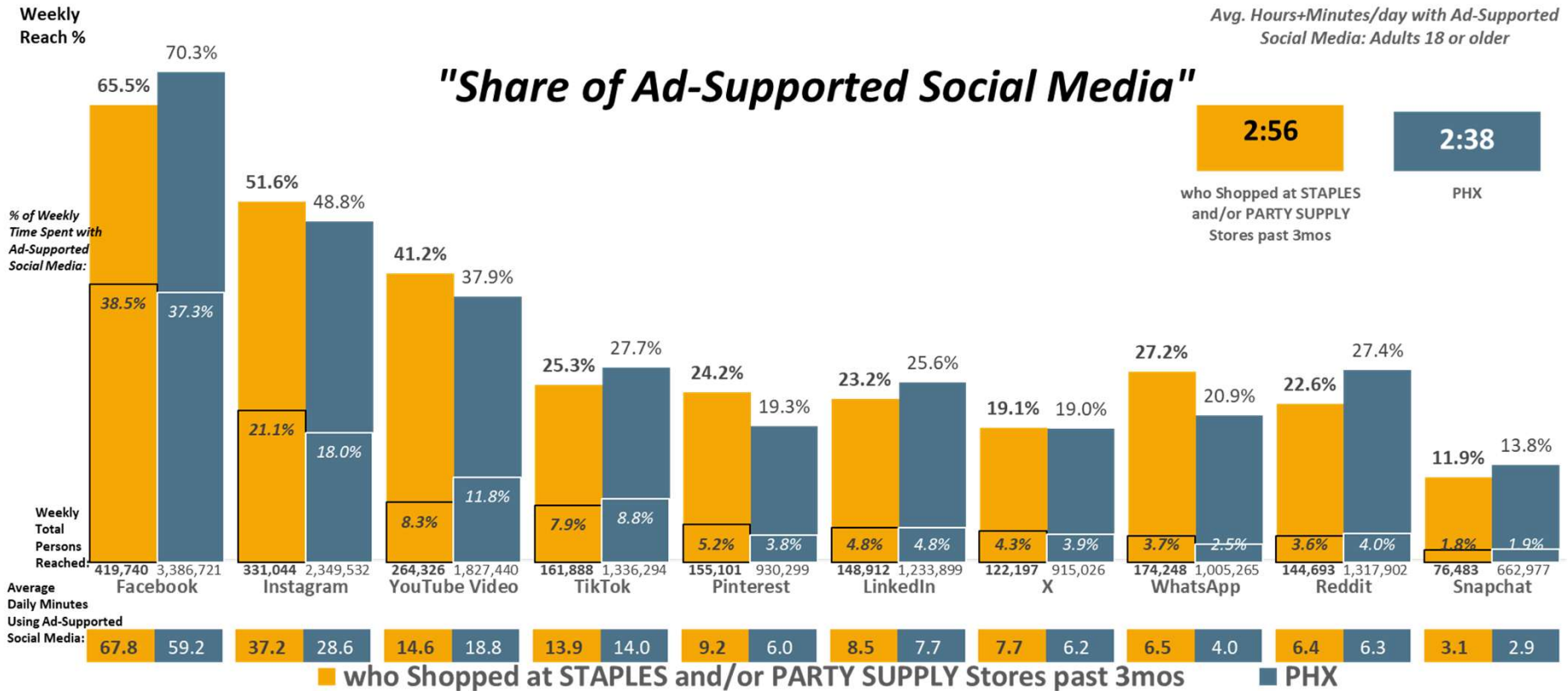


237,890 or 70.% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos use Ad-Supported Facebook for an average of 39.9 minutes every day representing 34.6% of all time spent daily with Ad-Supported Social Media.





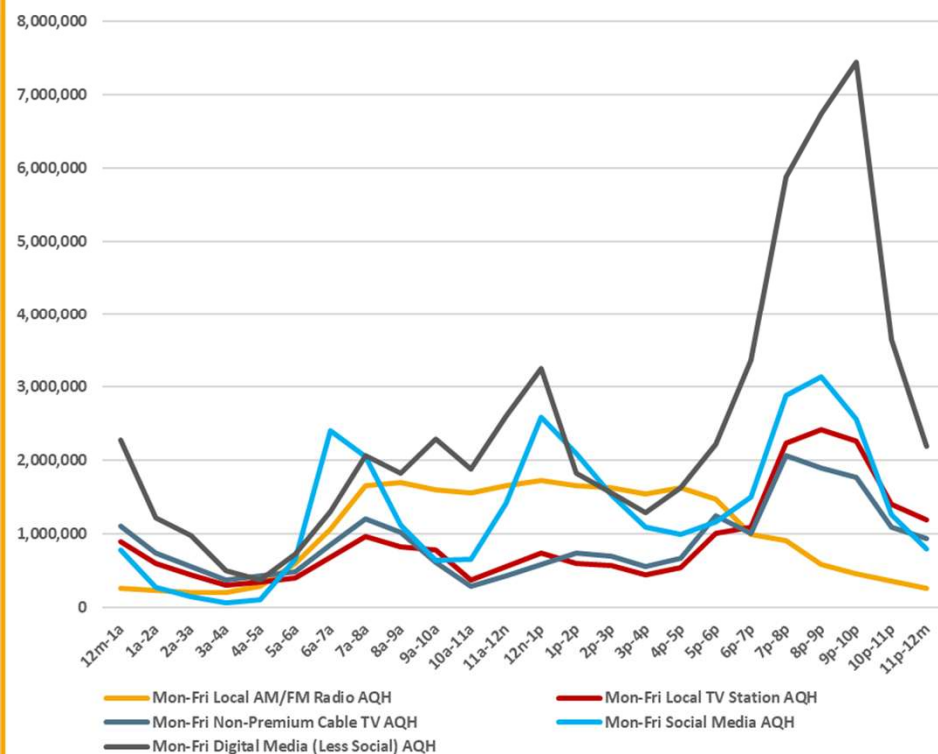
419,740 or 65.5% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos use Ad-Supported Facebook for an average of 67.8 minutes every day representing 38.5% of all time spent daily with Ad-Supported Social Media.



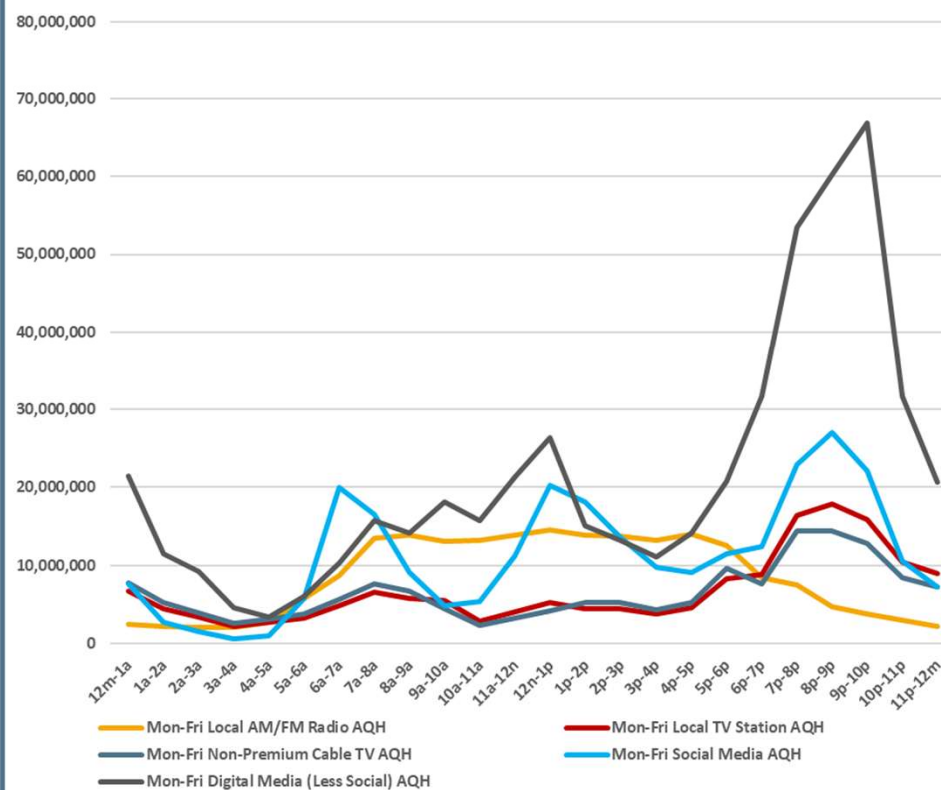


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,088,200;
Local Radio: 1,531,205; Social Media: 1,481,871; Non-Prem. Cable: 764,271; Local TV:
707,046 reaching Adults 18 or older who Shopped at STAPLES and/or PARTY SU

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Shopped at STAPLES and/or PARTY
SUPPLY Stores past 3mos*



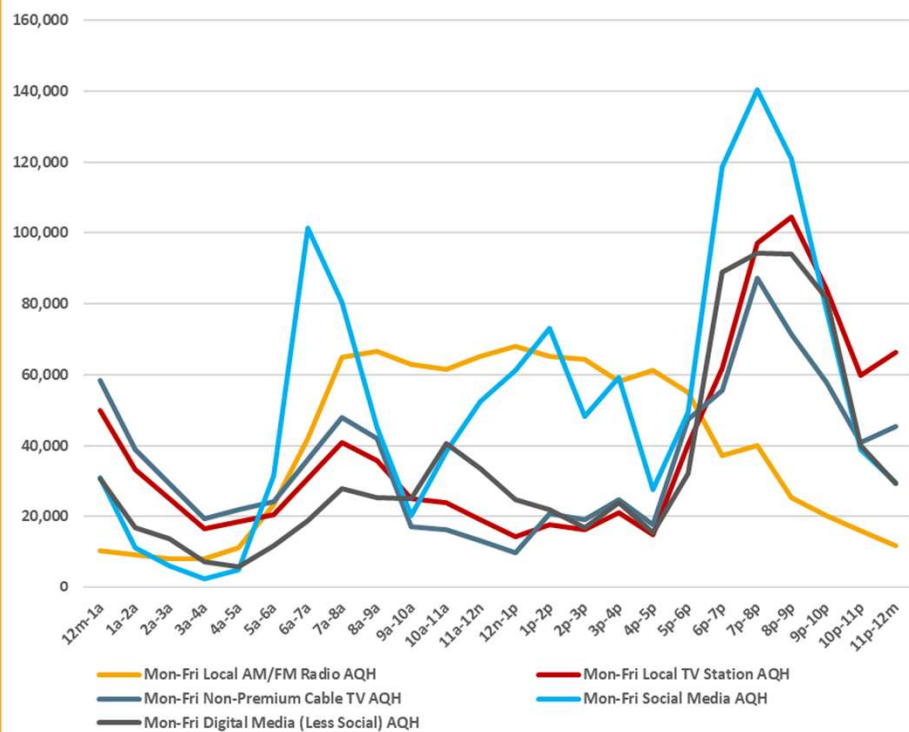
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Adults 18 or older*



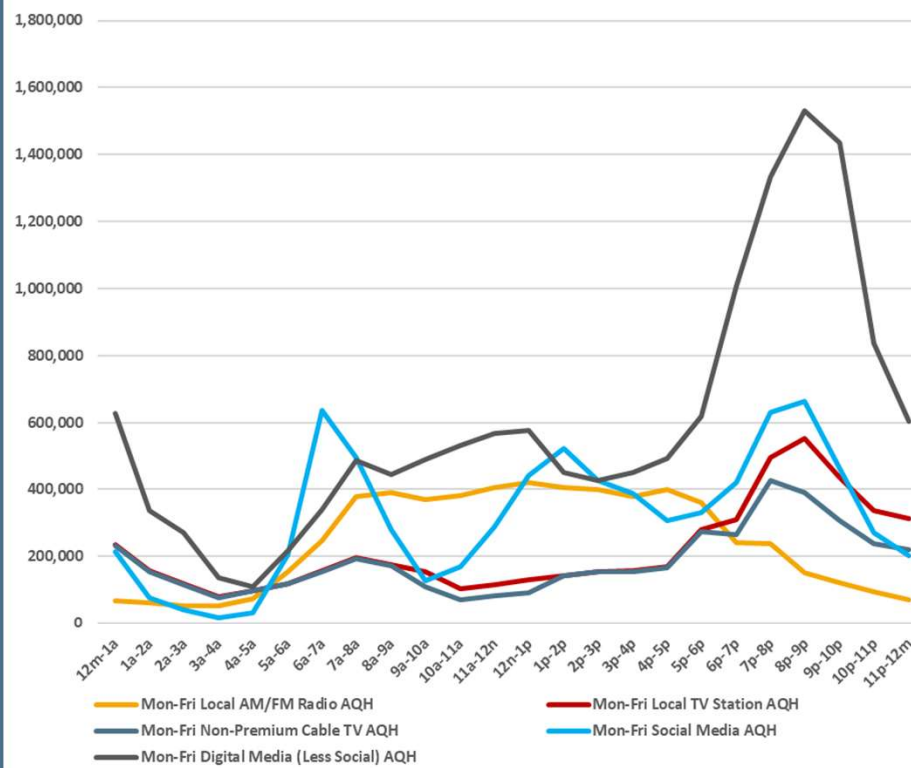


M-F 6a-7p Avg. Available Impressions per 15-min. are... Social Media: 59,636; Local Radio: 59,423; All Other Digital Media: 30,376; Non-Prem. Cable: 28,320; Local TV: 27,876 reaching Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Shopped at STAPLES and/or PARTY
SUPPLY Stores past 3mos**



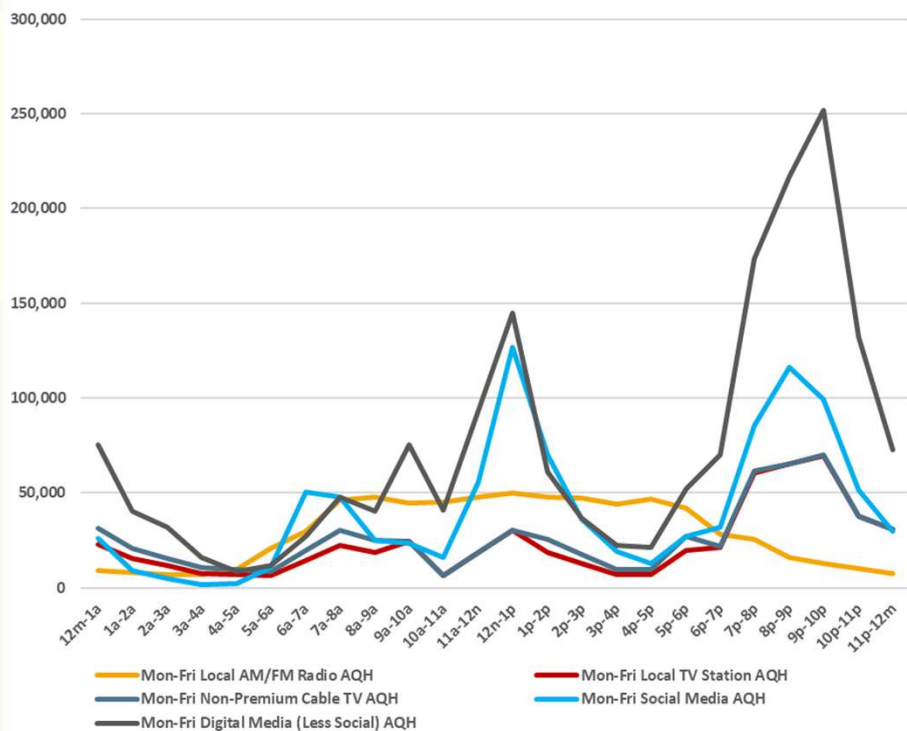
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CHI Metro Area Adults 18 or older**



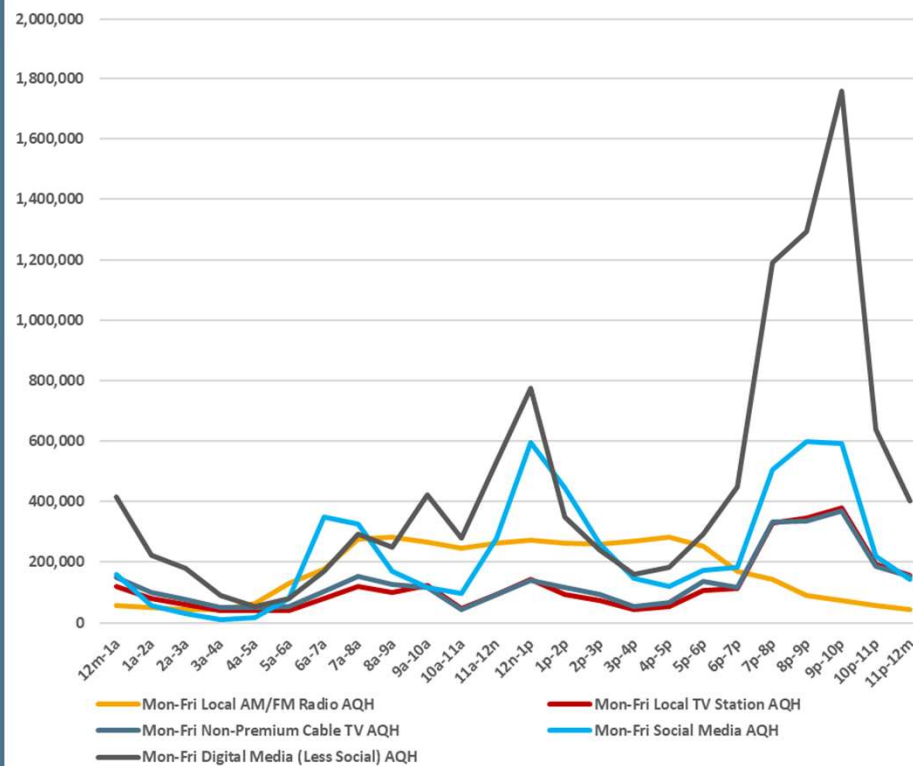


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 56,390; Local Radio: 43,621; Social Media: 41,687; Non-Prem. Cable: 20,391; Local TV: 17,022 reaching Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Shopped at STAPLES and/or PARTY
SUPPLY Stores past 3mos**



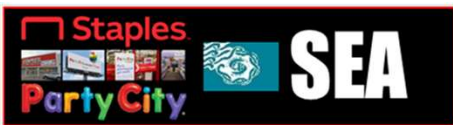
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WDC Metro Area Adults 18 or older**



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,062
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

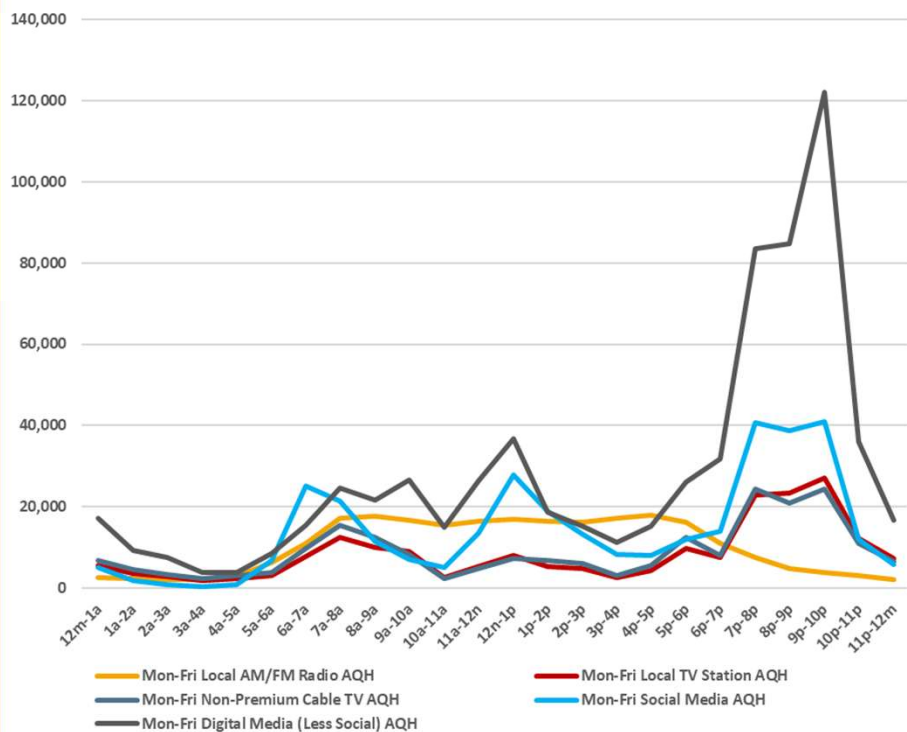
soefa.ai Share of Everything for Anything

(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)

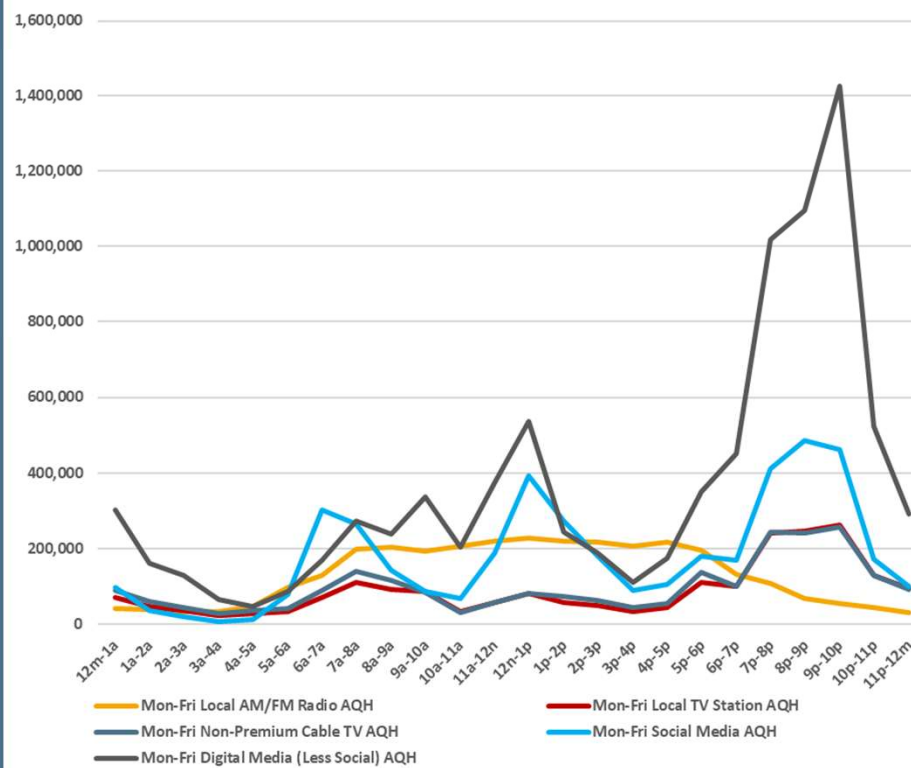


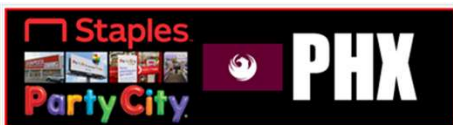
M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 21,952; Local Radio: 15,888; Social Media: 14,317; Non-Prem. Cable: 7,898; Local TV: 6,932 reaching Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores p

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Shopped at STAPLES and/or PARTY
SUPPLY Stores past 3mos



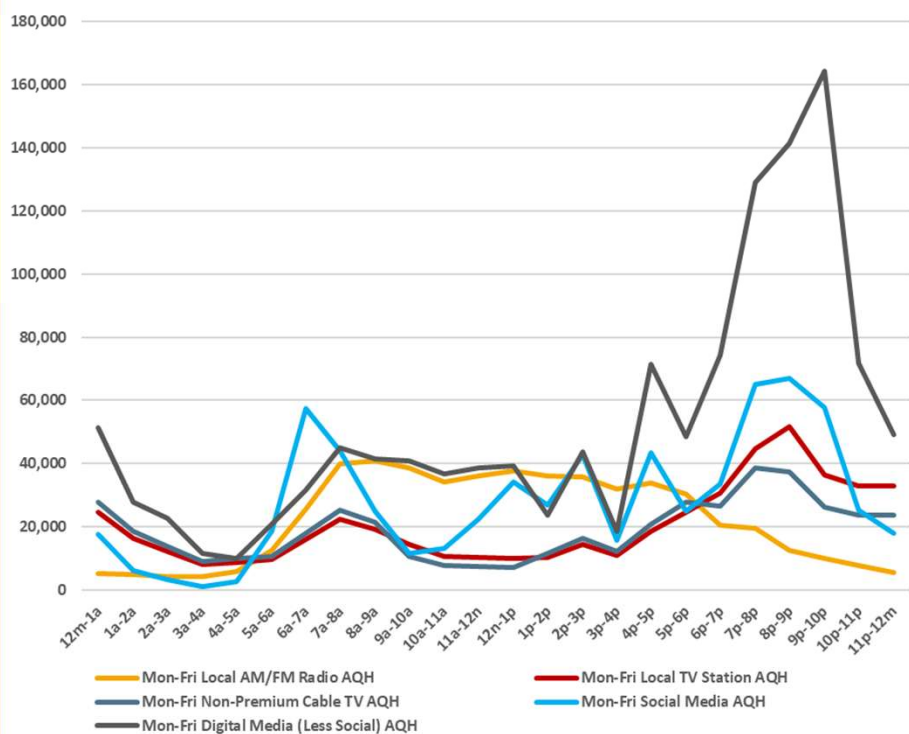
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
SEA Metro Area Adults 18 or older



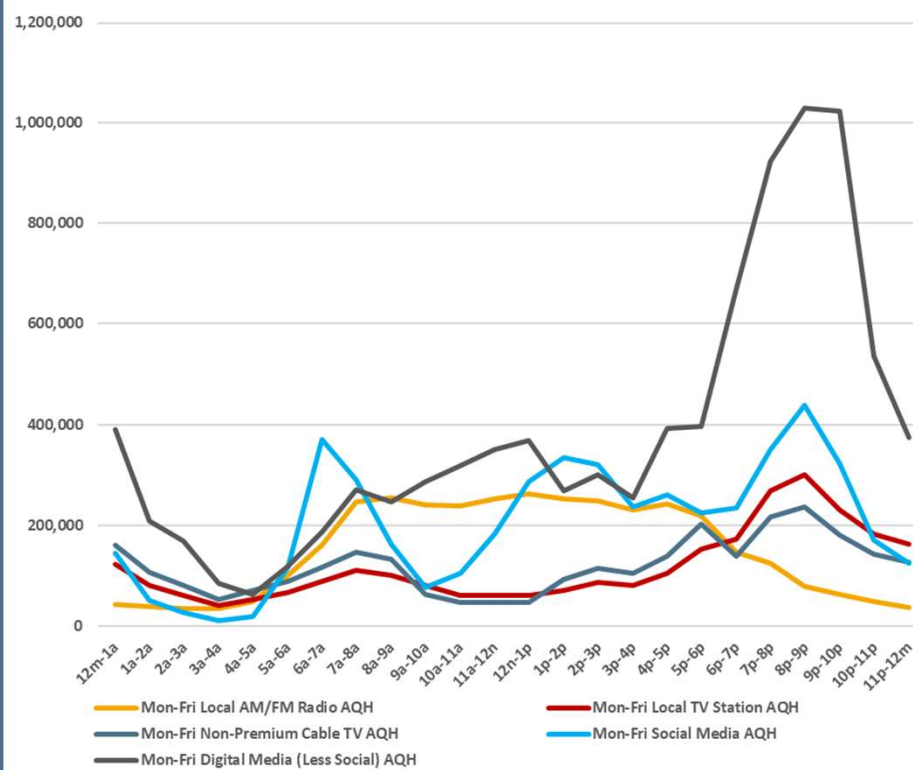


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 42,662; Local Radio: 34,000; Social Media: 30,441; Non-Prem. Cable: 16,440; Local TV: 16,423 reaching Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Shopped at STAPLES and/or PARTY
SUPPLY Stores past 3mos**



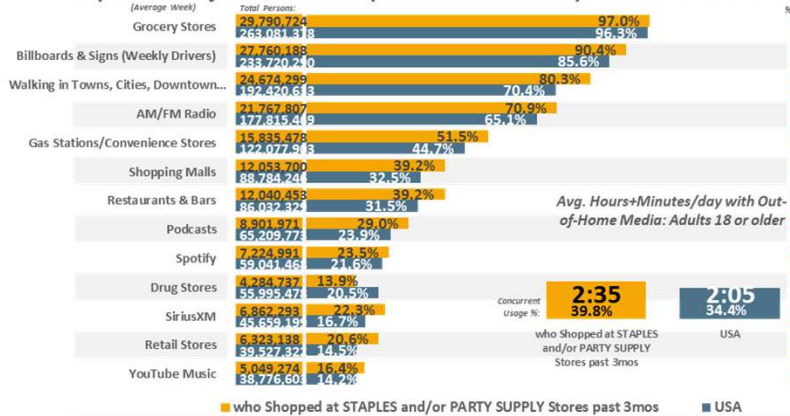
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
PHX Metro Area Adults 18 or older**



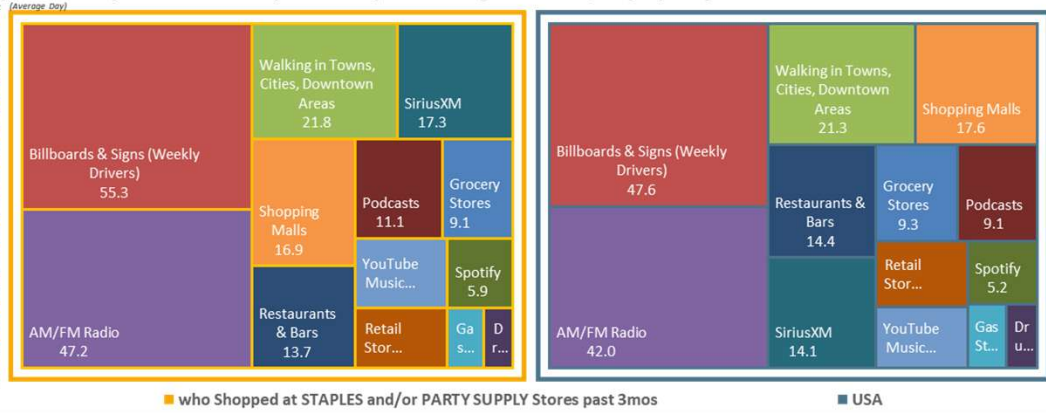


27,760,188 or 90.4% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos spend an average of 55.3 minutes per day driving, seeing Billboards and Signs. 66.2% Listen to Local Radio Stations Out-of-Home for an average of 41. min

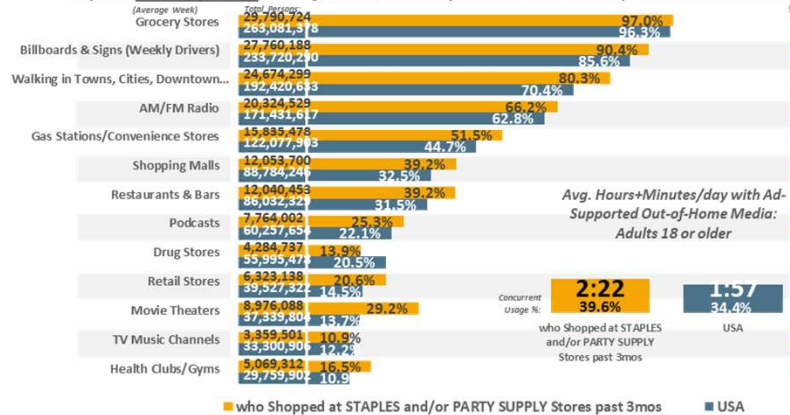
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



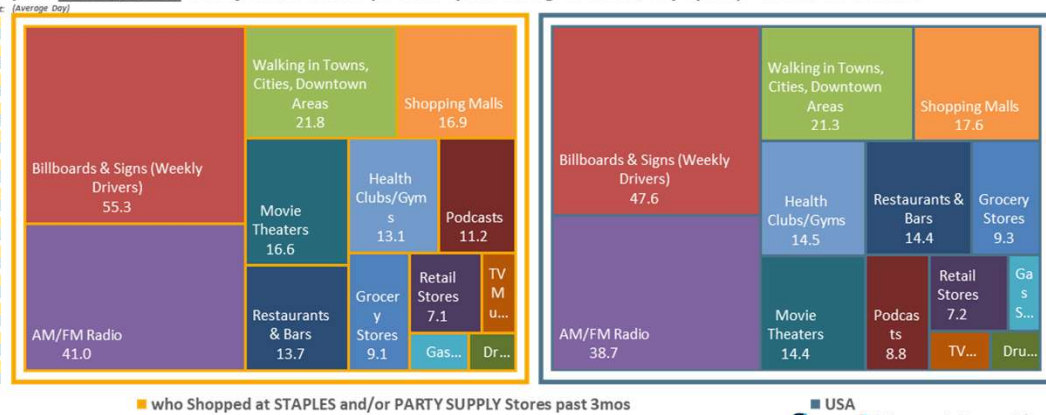
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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: Jan 25-Mar26 Qual Intab 3,219
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

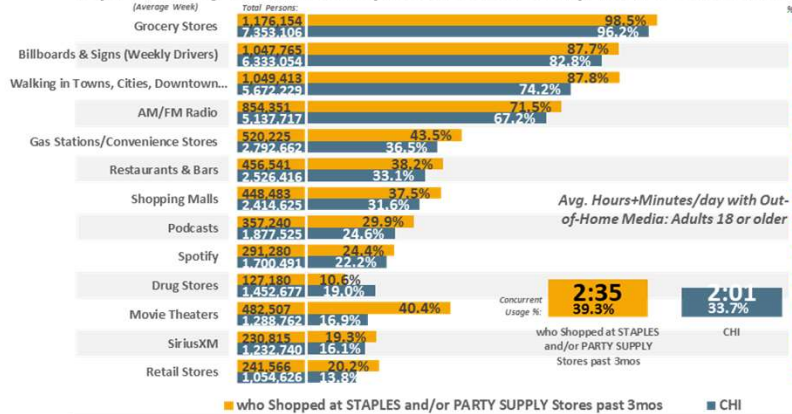
soefa.ai Share of Everything for Anything

(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)

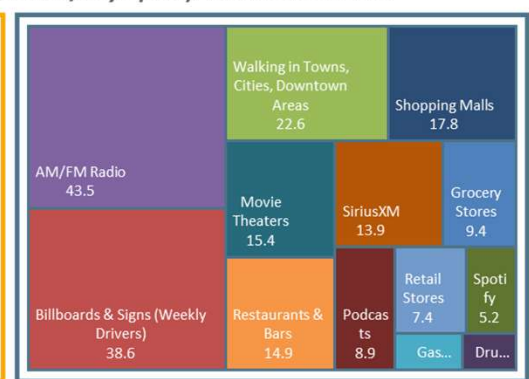
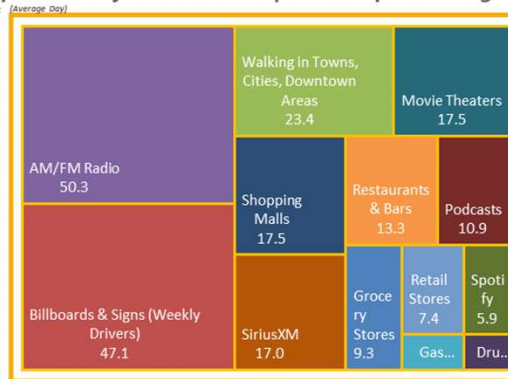


1,047,765 or 87.7% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos spend an average of 47.1 minutes per day driving, seeing Billboards and Signs. 66.9% Listen to Local Radio Stations Out-of-Home for an average of 43.8 min

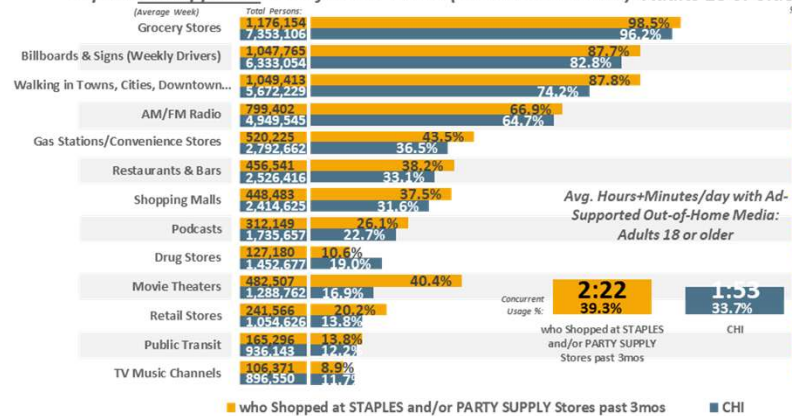
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



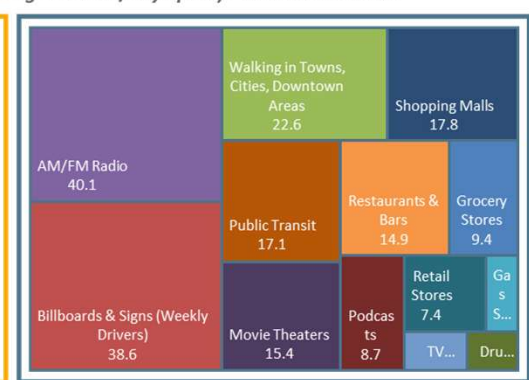
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 677
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

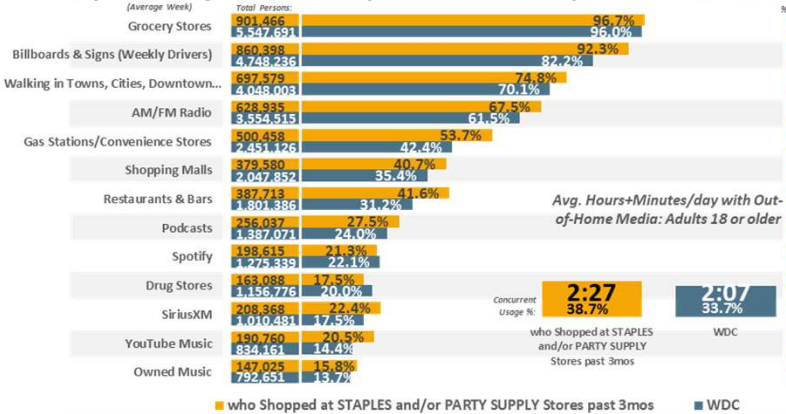
soefa.ai Share of Everything for Anything

(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)

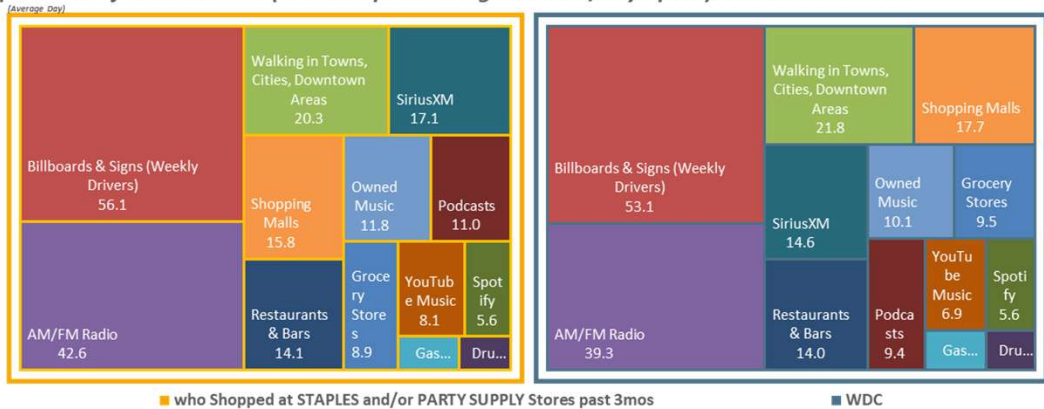


860,398 or 92.3% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos spend an average of 56.1 minutes per day driving, seeing Billboards and Signs. 62.8% Listen to Local Radio Stations Out-of-Home for an average of 38.4 minut

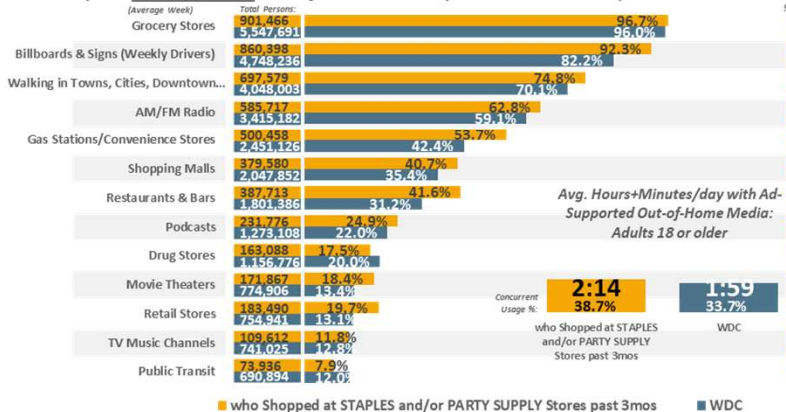
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



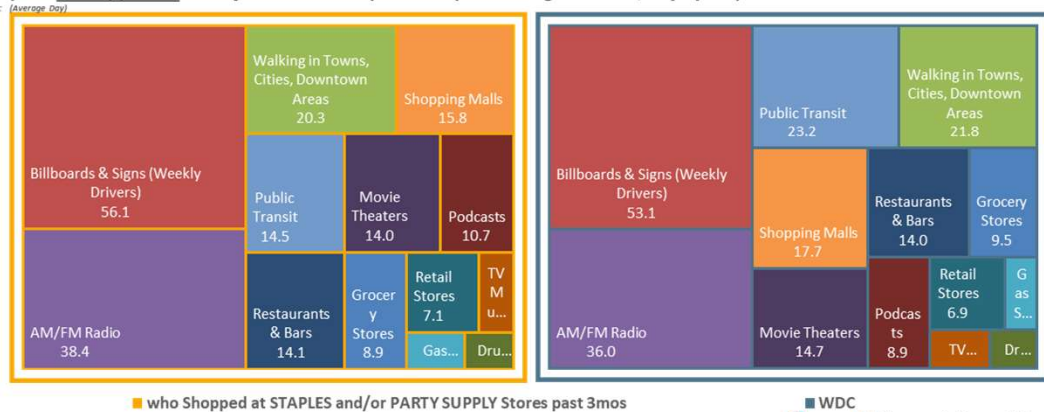
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,062
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

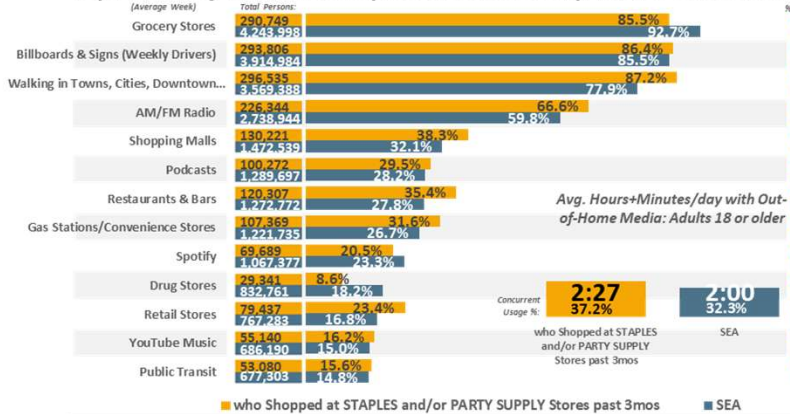
soefa.ai Share of Everything for Anything

(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)

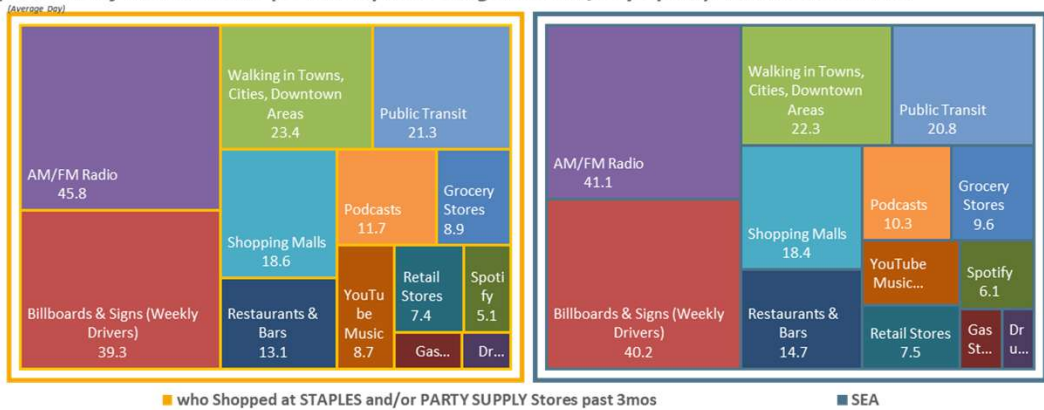


293,806 or 86.4% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos spend an average of 39.3 minutes per day driving, seeing Billboards and Signs. 60.7% Listen to Local Radio Stations Out-of-Home for an average of 34.2 minut

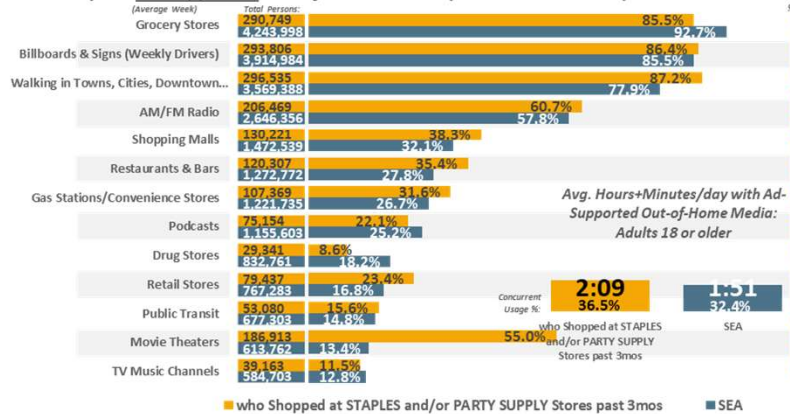
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



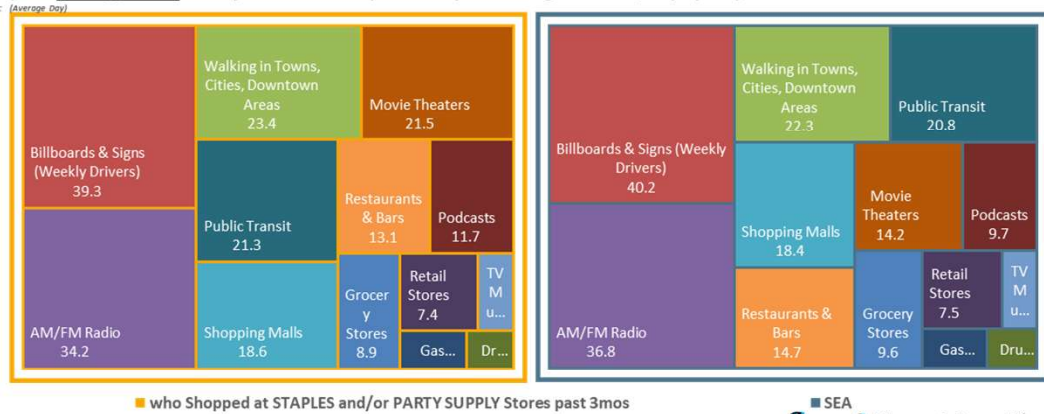
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 401
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)

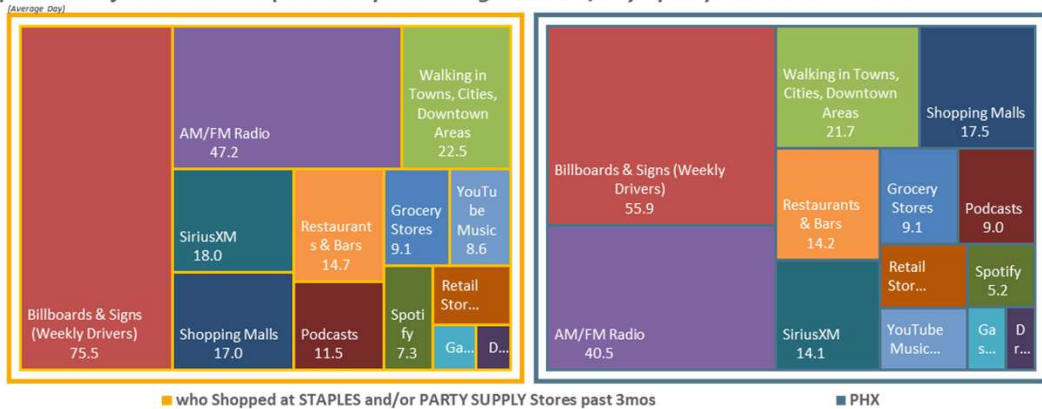


575,801 or 89.8% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos spend an average of 75.5 minutes per day driving, seeing Billboards and Signs. 69.8% Listen to Local Radio Stations Out-of-Home for an average of 41.2 minut

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



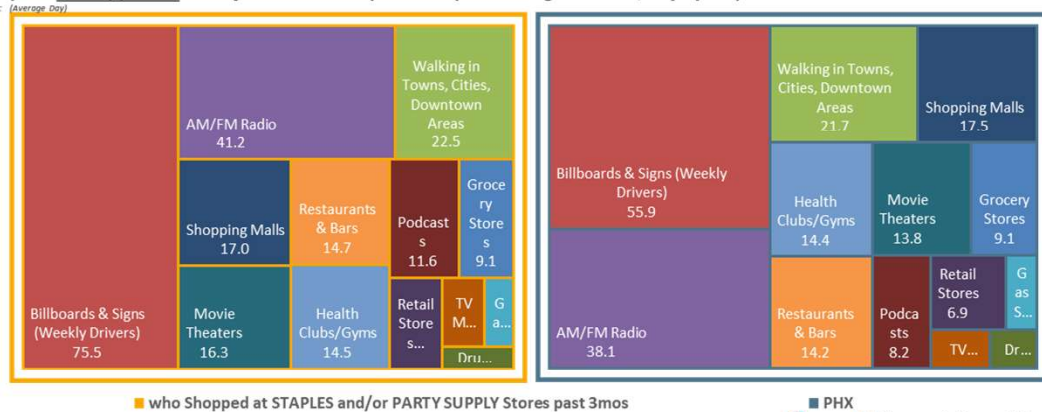
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



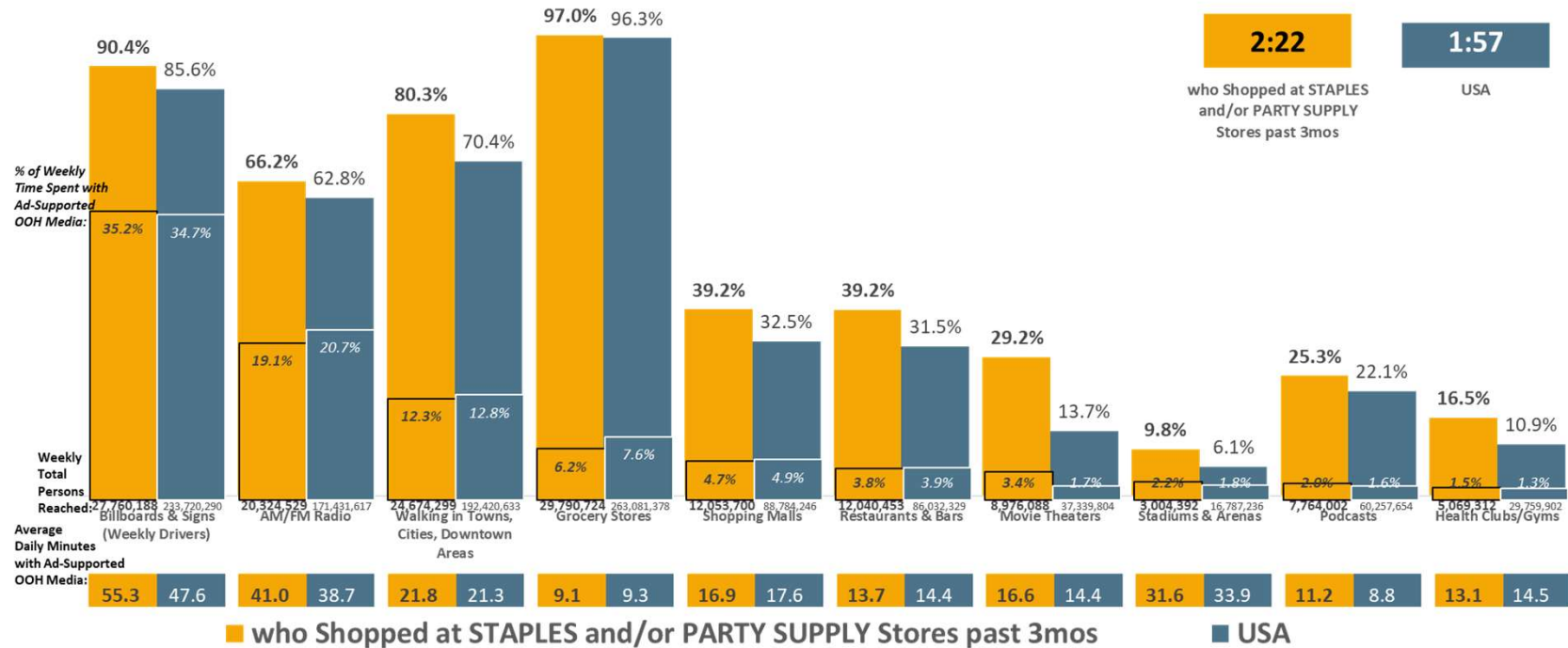


27,760,188 or 90.4% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos spend an average of 55.3 minutes per day driving, seeing Billboards and Signs representing 35.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 3,219
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved. USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

soefa.ai Share of Everything for Anything

(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)

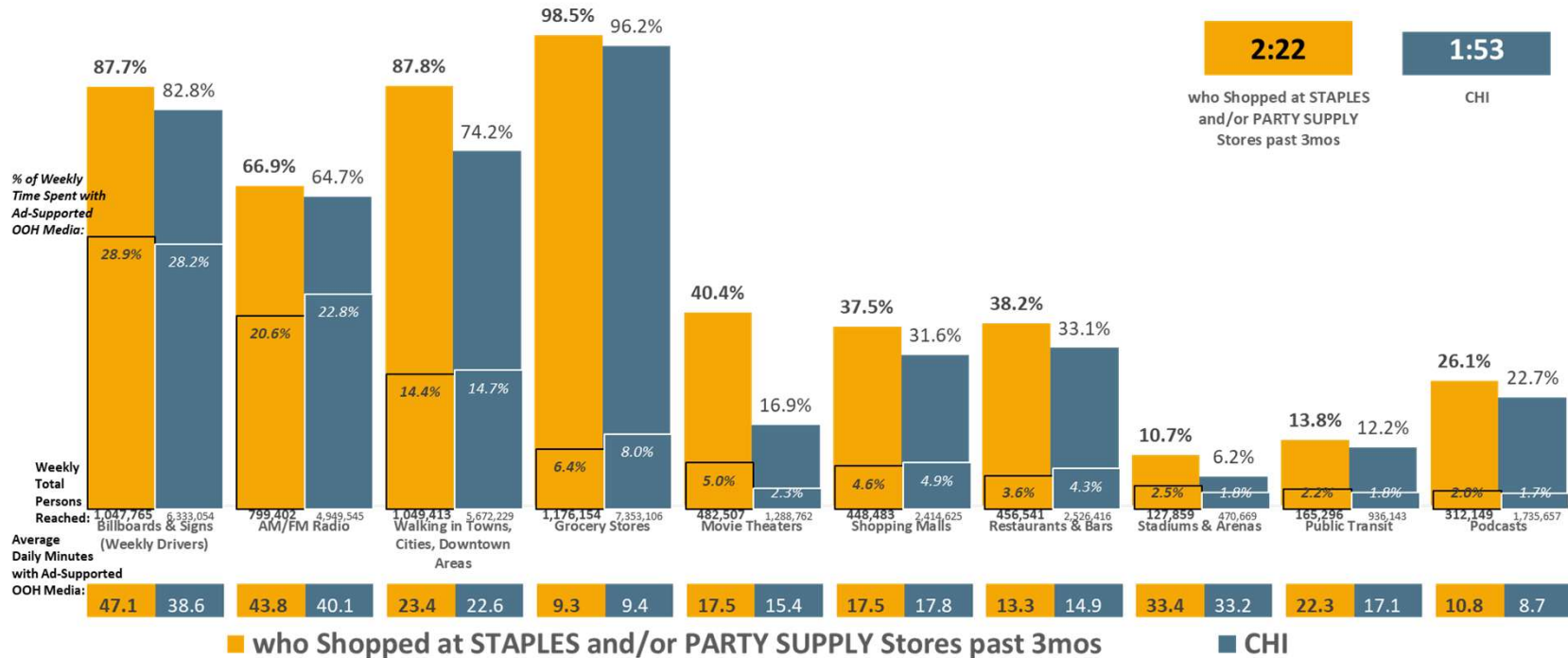


1,047,765 or 87.7% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos spend an average of 47.1 minutes per day driving, seeing Billboards and Signs representing 28.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 677
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 4,001

soefa.ai Share of Everything for Anything

(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)

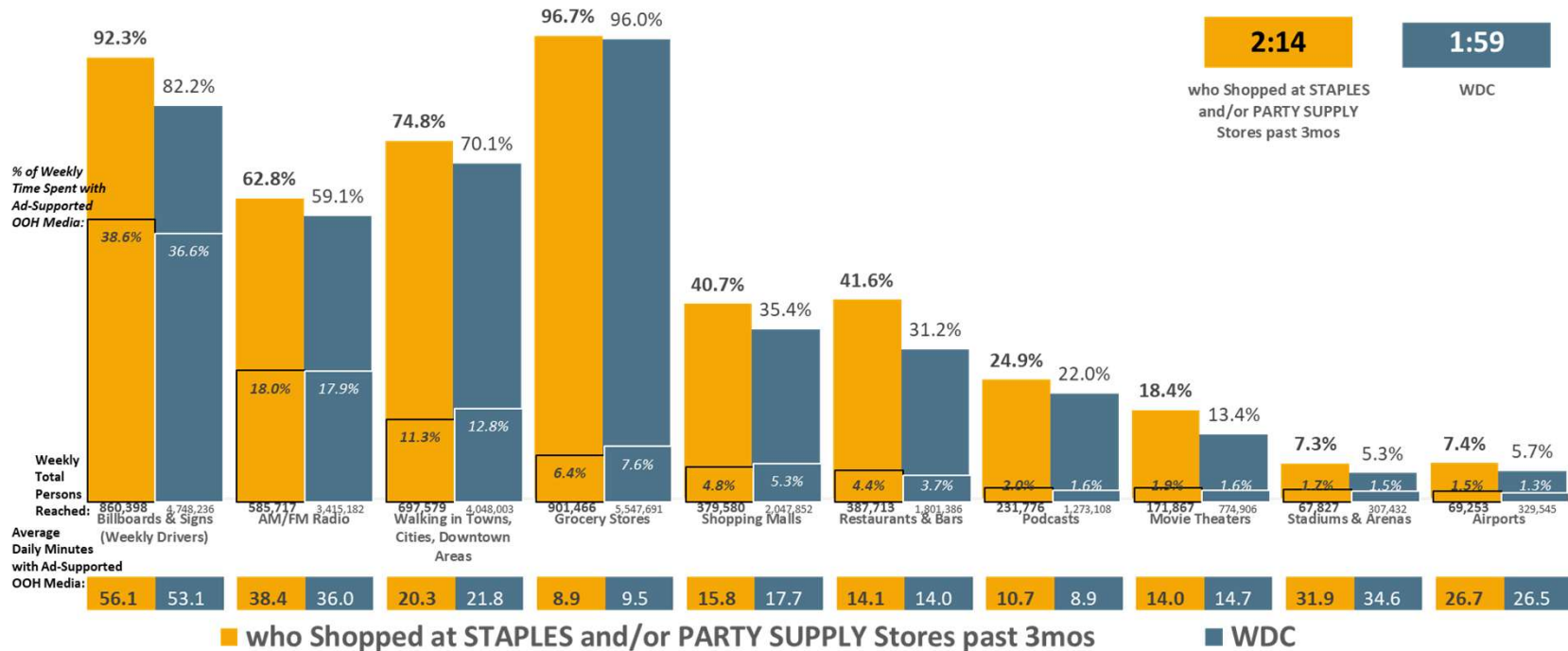


860,398 or 92.3% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos spend an average of 56.1 minutes per day driving, seeing Billboards and Signs representing 38.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



2:14

who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos

1:59

WDC

WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,062 WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

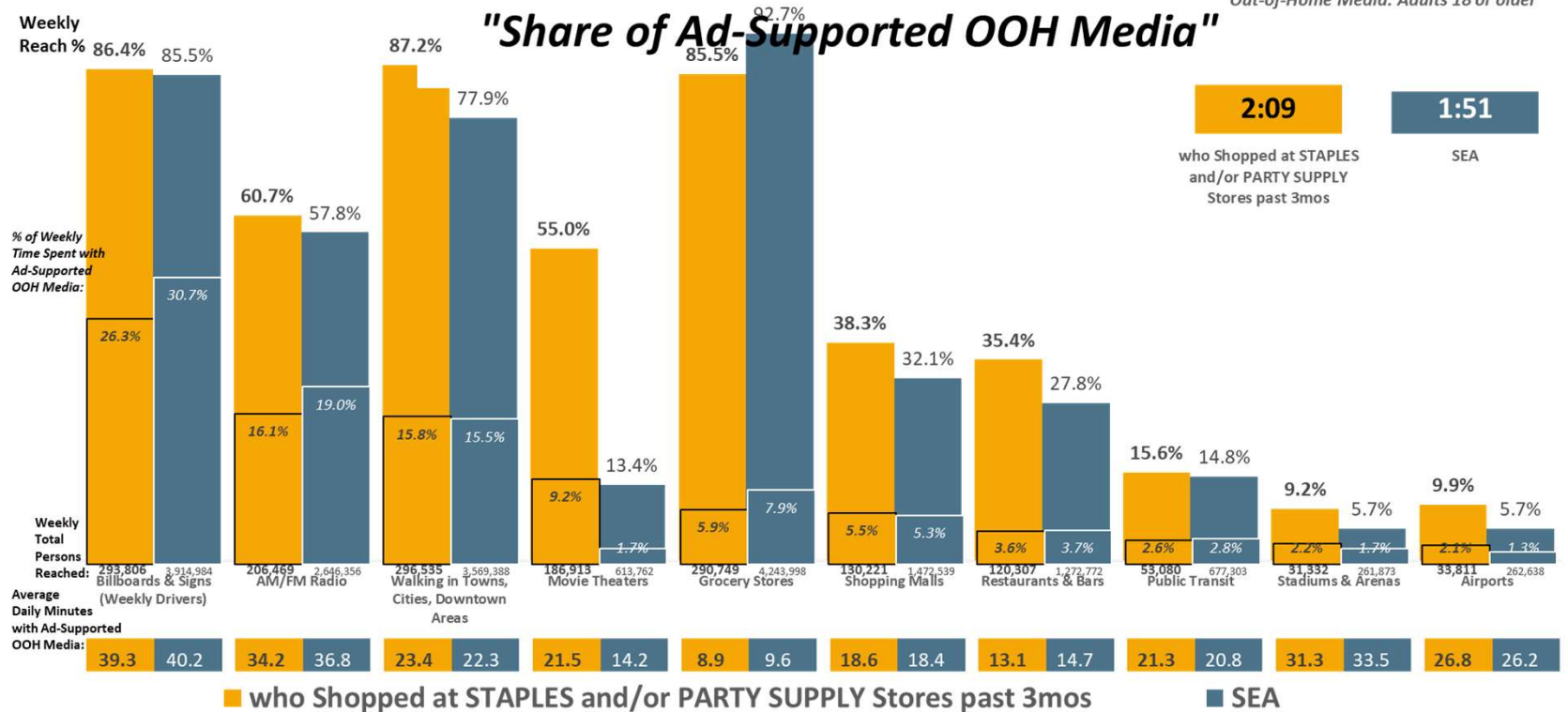
soefa.ai Share of Everything for Anything

(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)



293,806 or 86.4% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos spend an average of 39.3 minutes per day driving, seeing Billboards and Signs representing 26.3% of all Time Spent with Ad-Supported Out-of-Home Media.

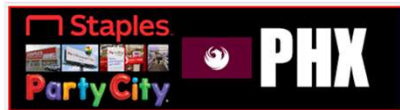
Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 401 SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887

soefa.ai Share of Everything for Anything

(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)

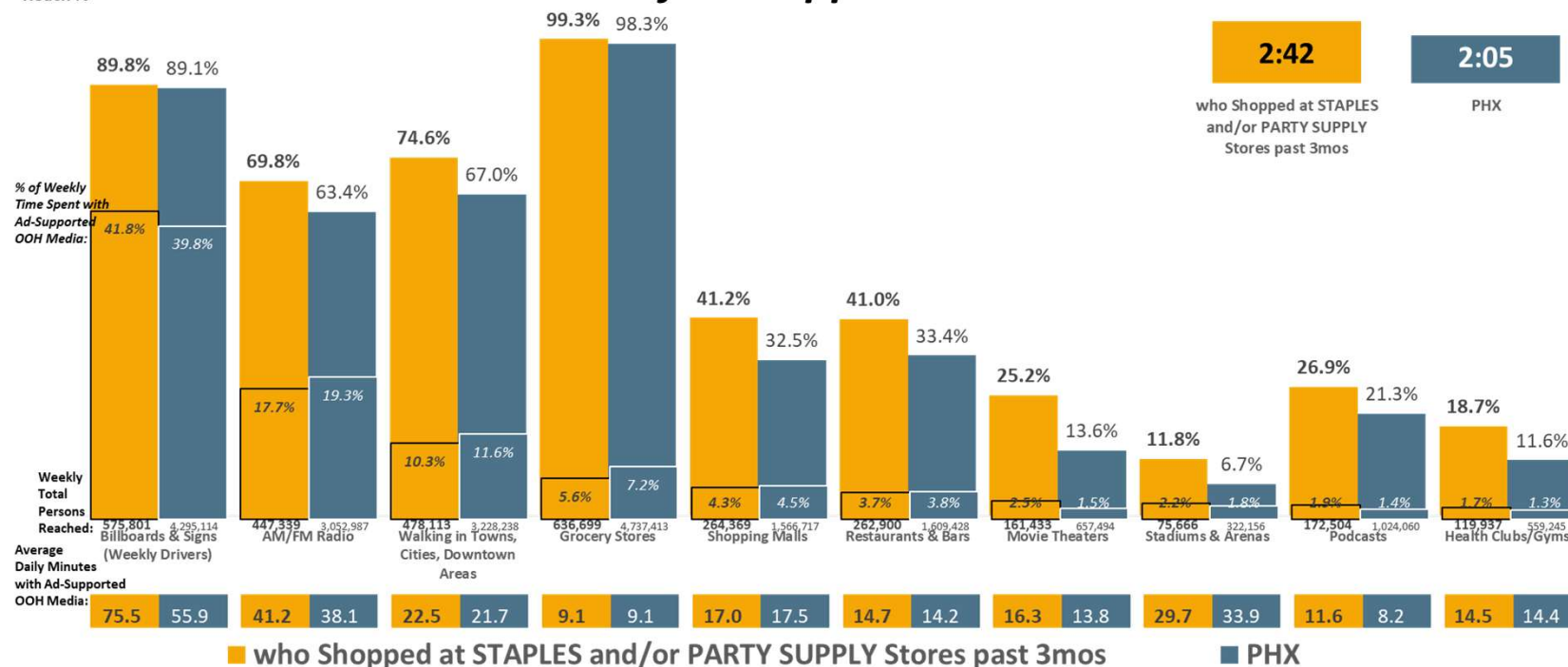


575,801 or 89.8% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos spend an average of 75.5 minutes per day driving, seeing Billboards and Signs representing 41.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



2:42
who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos

2:05
PHX

PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 320
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 2,406

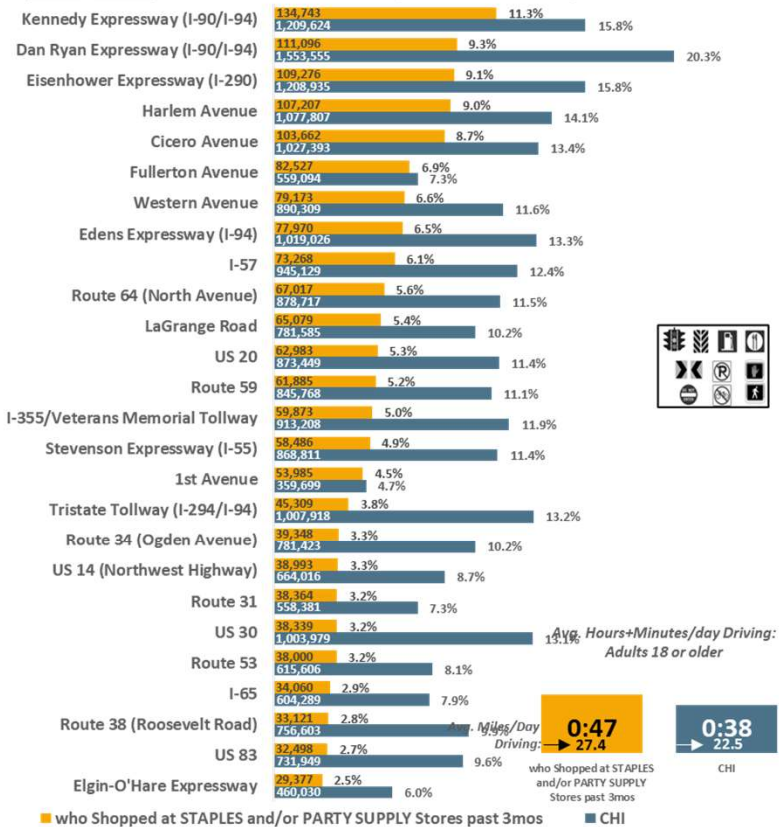
soefa.ai Share of Everything for Anything

(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)

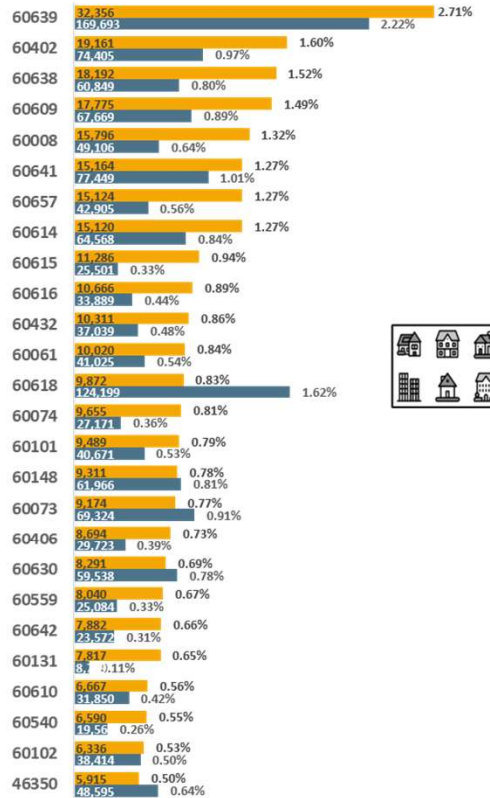


1,047,765 or 87.7% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos spend an average of 47.1 minutes per day driving an average of 27.4 miles each day and are - 4.4% more likely to use 1st Avenue than the Metro average.

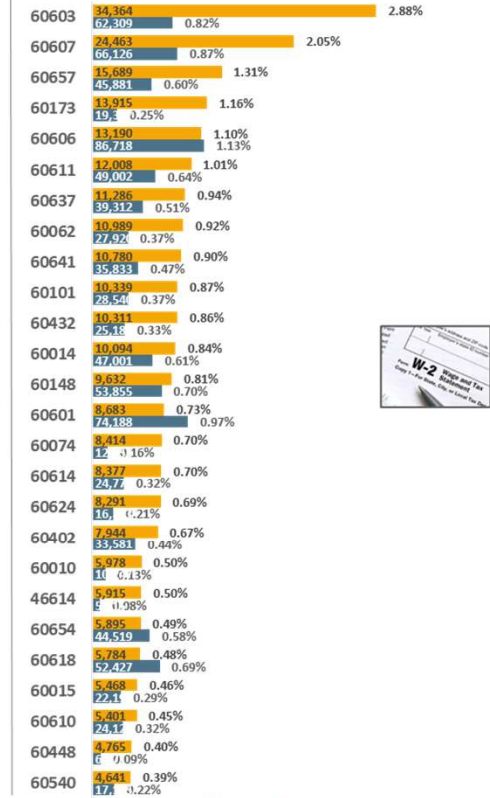
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



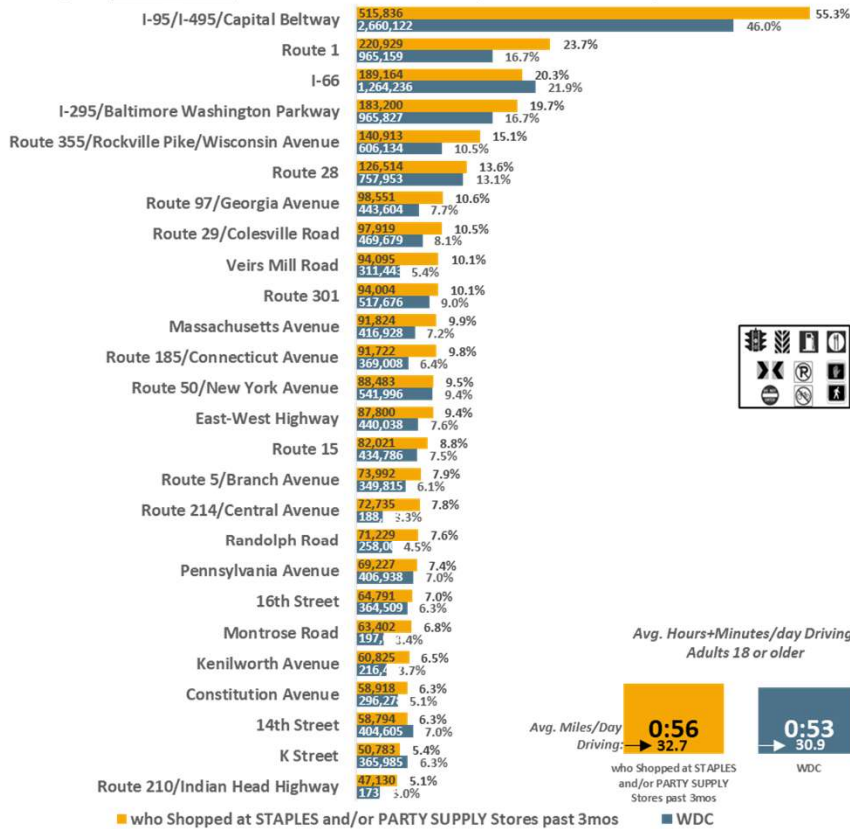
Top-26 Employment Zip Codes: Adults 18 or older





860,398 or 92.3% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos spend an average of 56.1 minutes per day driving an average of 32.7 miles each day and are 139.6% more likely to use Route 214/Central Avenue than the Metro

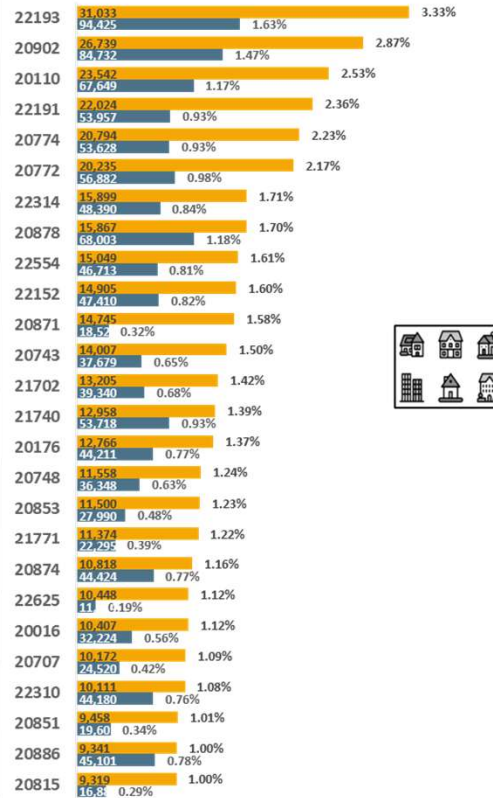
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



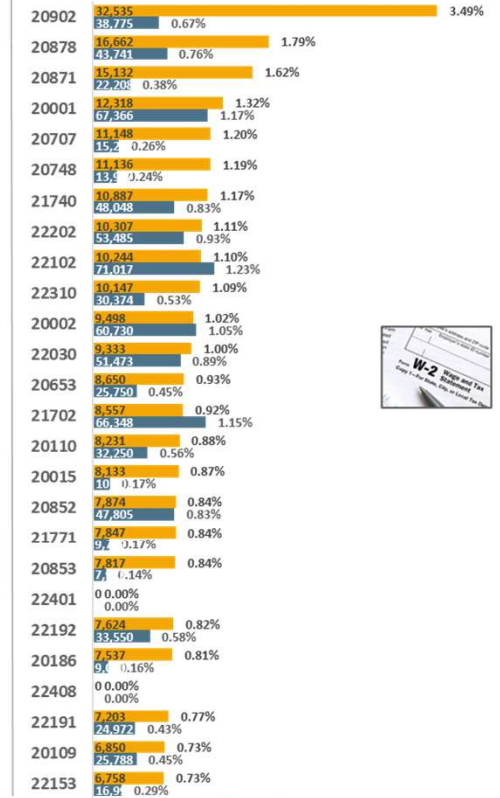
Avg. Hours+Minutes/day Driving:
Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

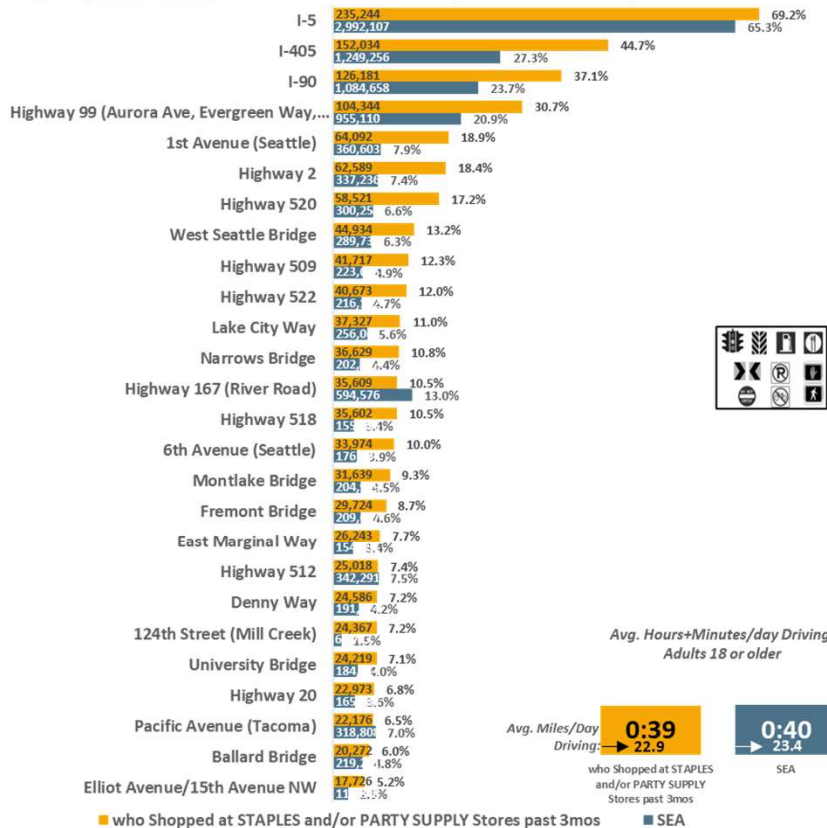


soefa.ai Share of Everything for Anything

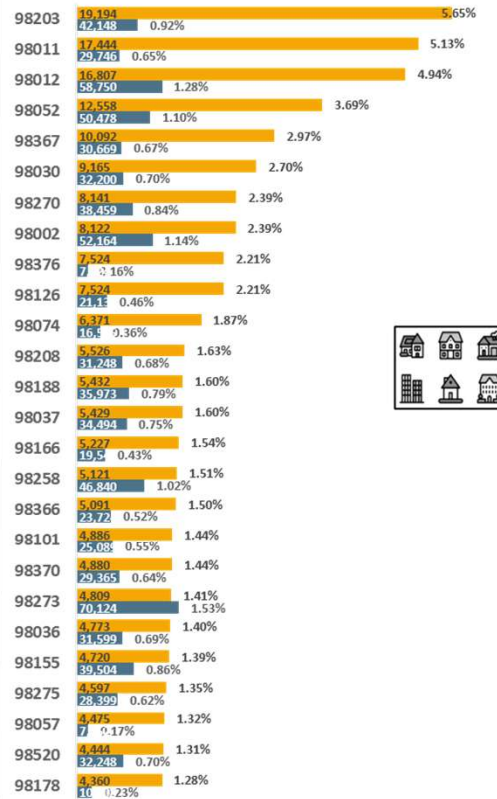


293,806 or 86.4% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos spend an average of 39.3 minutes per day driving an average of 22.9 miles each day and are 207.7% more likely to use Highway 518 than the Metro average.

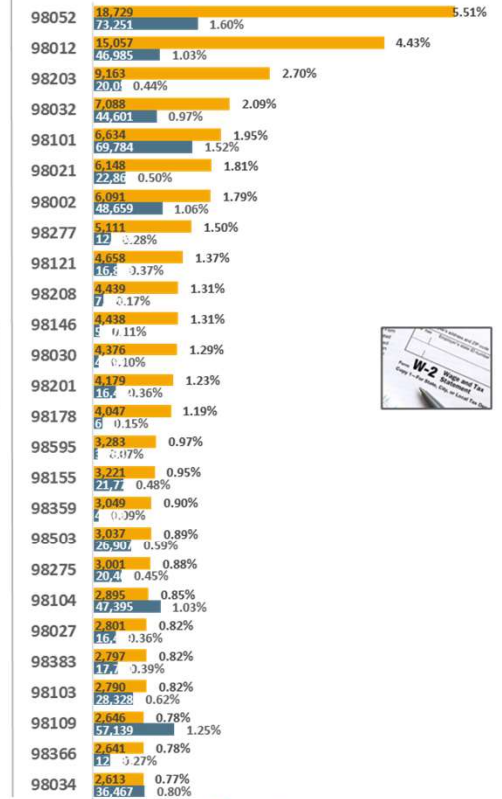
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



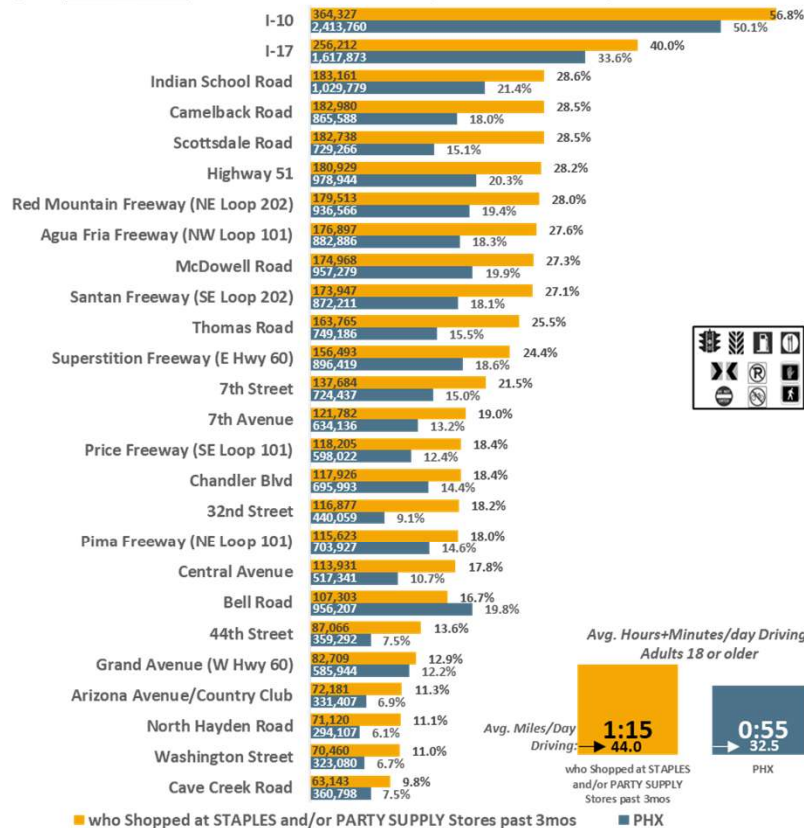
Top-26 Employment Zip Codes: Adults 18 or older





575,801 or 89.8% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos spend an average of 75.5 minutes per day driving an average of 44. miles each day and are 99.6% more likely to use 32nd Street than the Metro average.

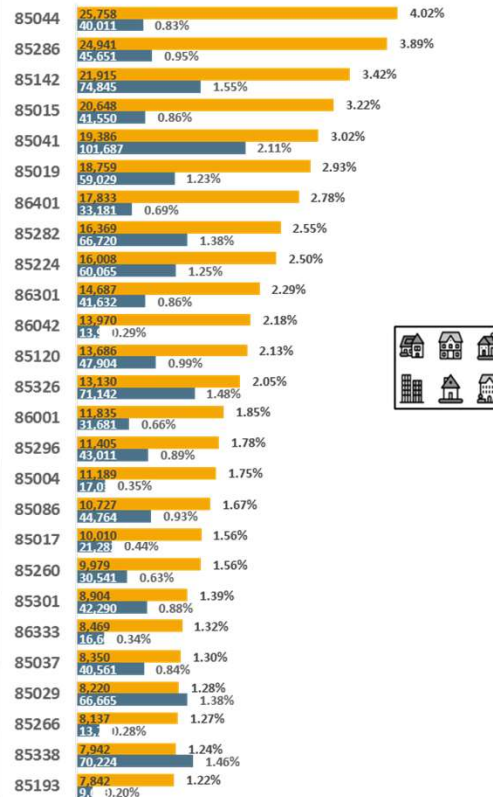
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



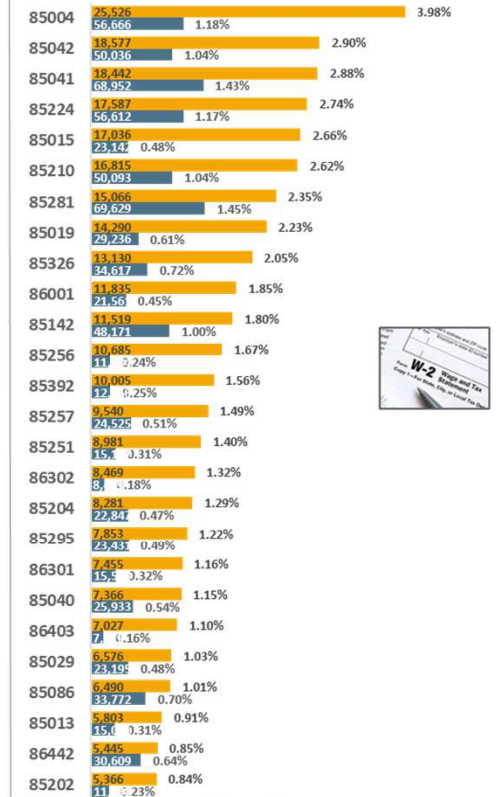
Avg. Hours+Minutes/day Driving:
Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older

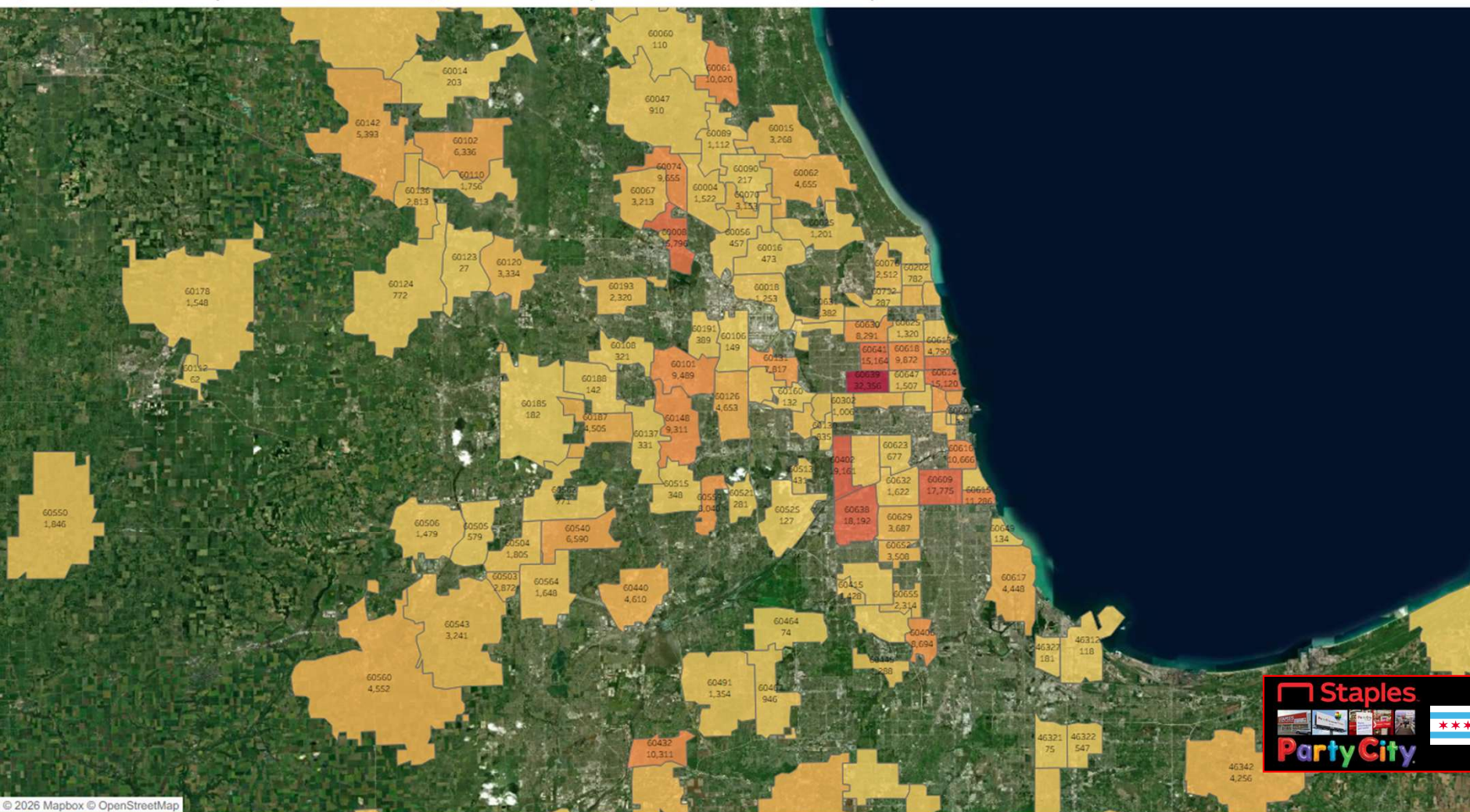


Top-26 Employment Zip Codes: Adults 18 or older



soefa.ai Share of Everything for Anything

Top Residential Zip Codes: (Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos)



SUM(Adults 18 or older...
27 32,356



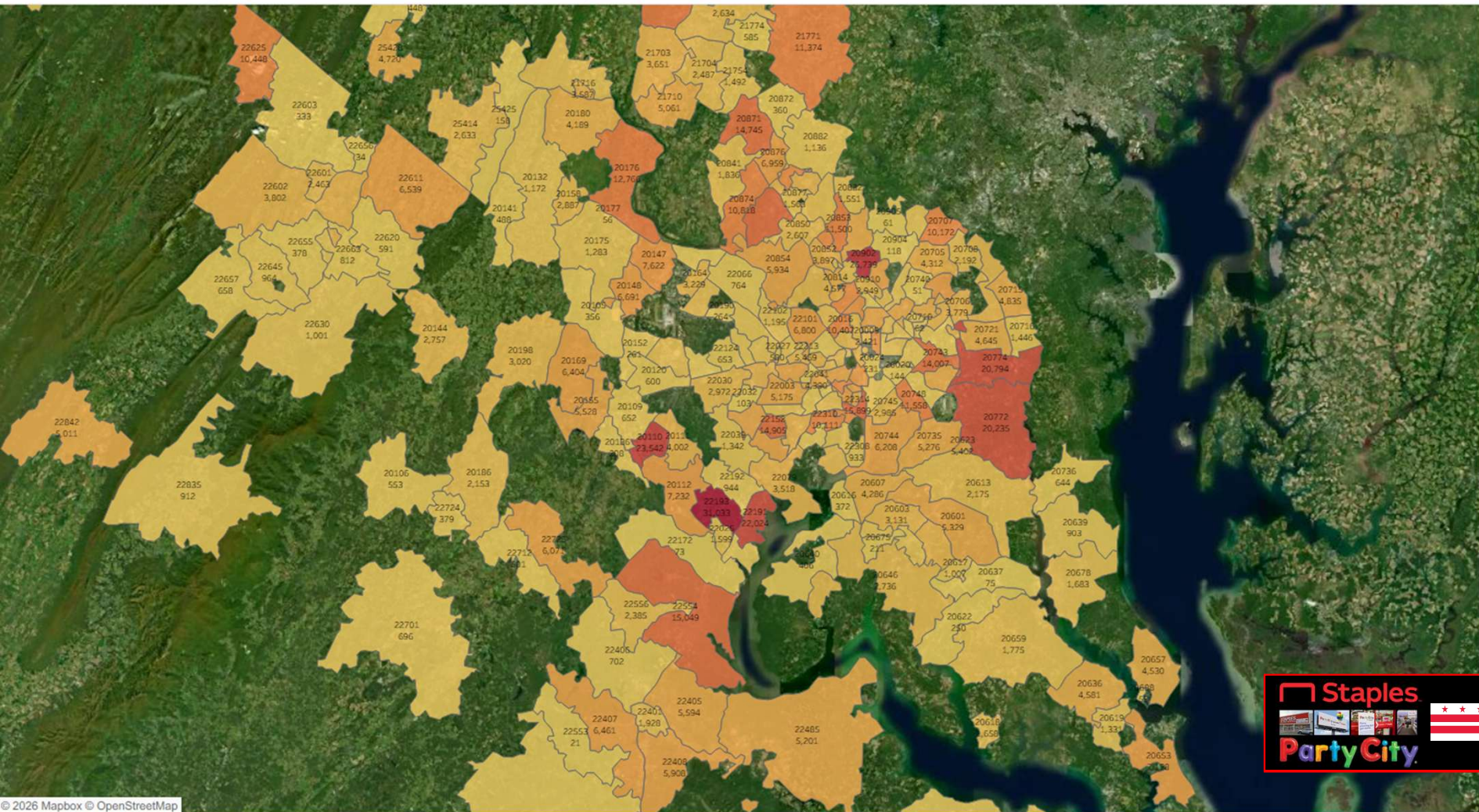
© 2026 Mapbox © OpenStreetMap

CHI DMA Scarborough R1 2026: Feb25-Feb25 Qual Intab 677
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)

Top Residential Zip Codes: (Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos)



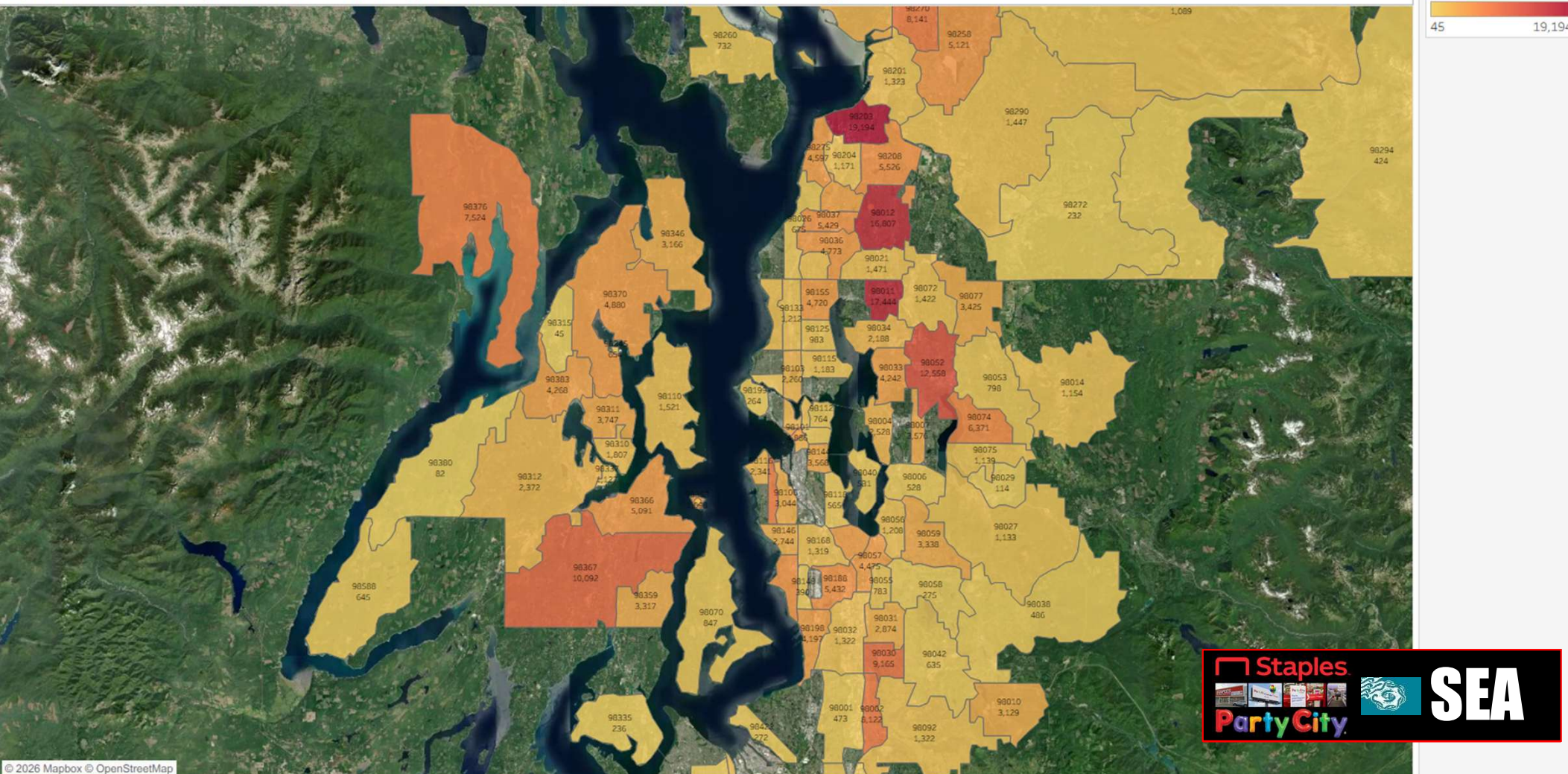
© 2026 Mapbox © OpenStreetMap

WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,062
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

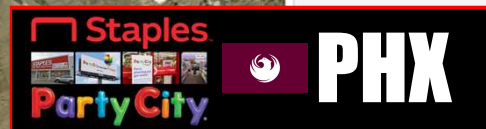
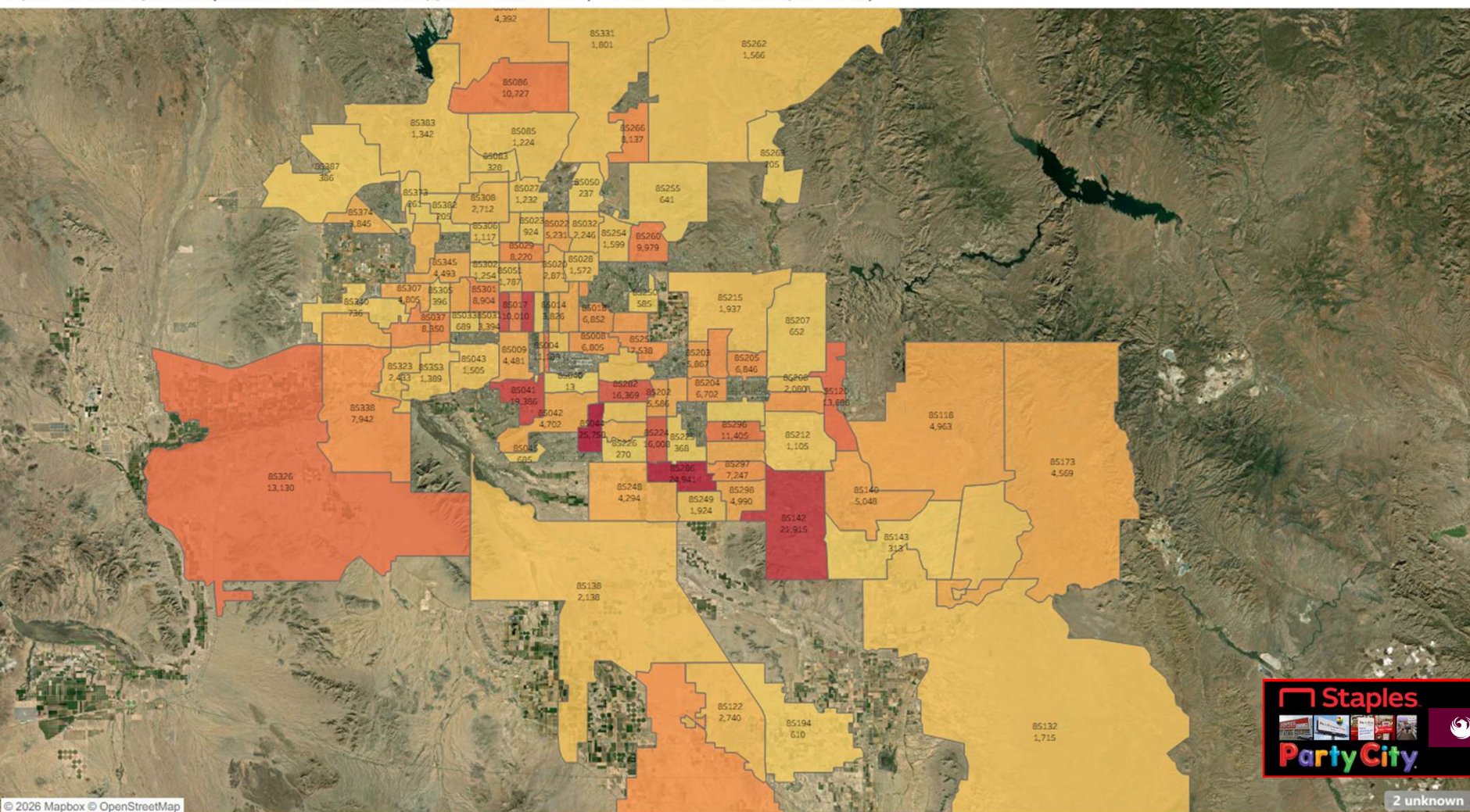
soefa.ai Share of Everything for Anything

(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)

Top Residential Zip Codes: (Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos)



Top Residential Zip Codes: (Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos)



2 unknown

© 2026 Mapbox © OpenStreetMap

PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 320
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

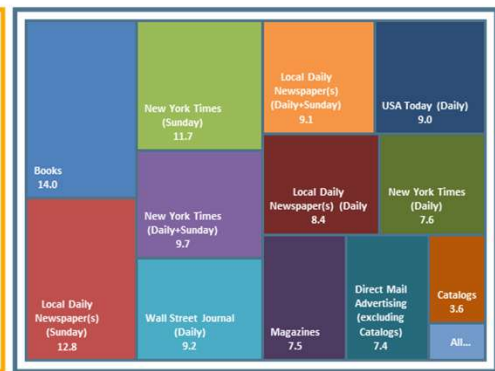
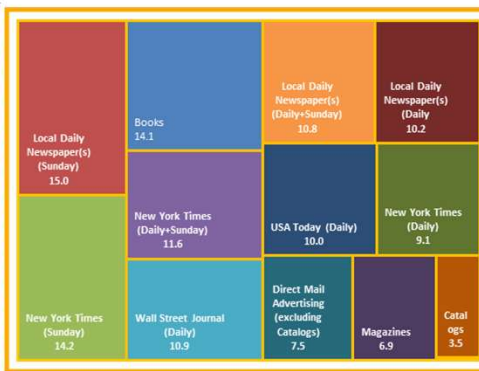
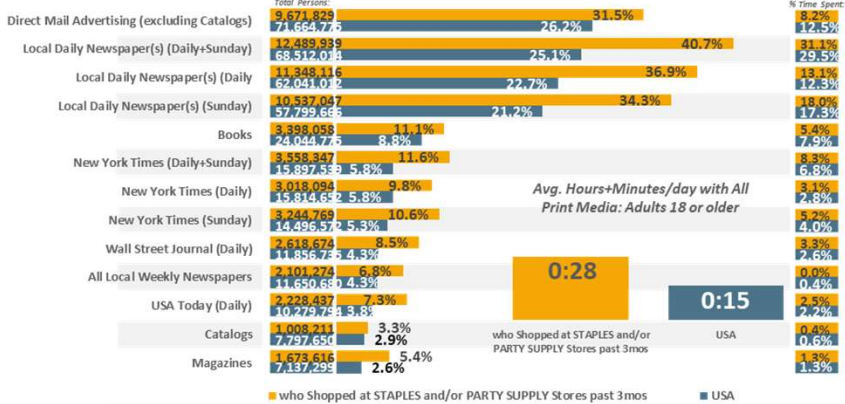
soefa.ai Share of Everything for Anything

(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)

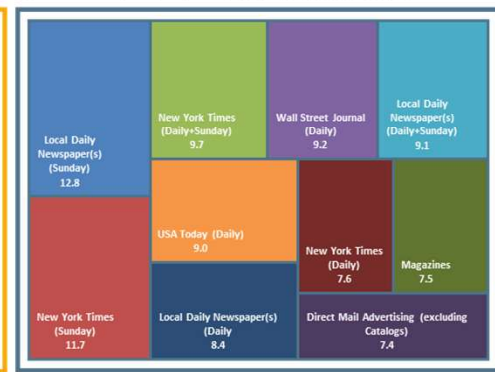
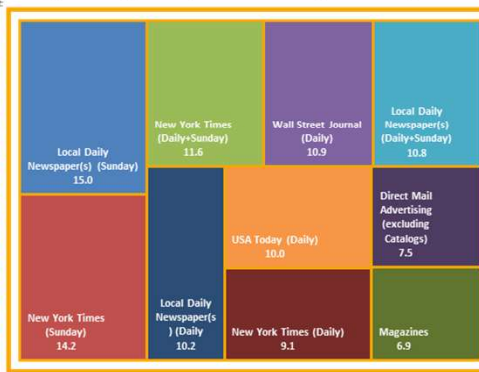
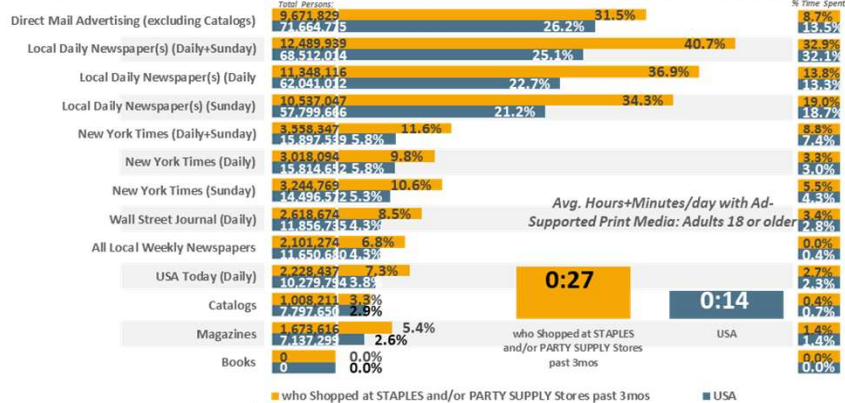


12,489,939 or 40.7% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.8 minutes every day representing 32.9% of all time spent daily with All forms of Print

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



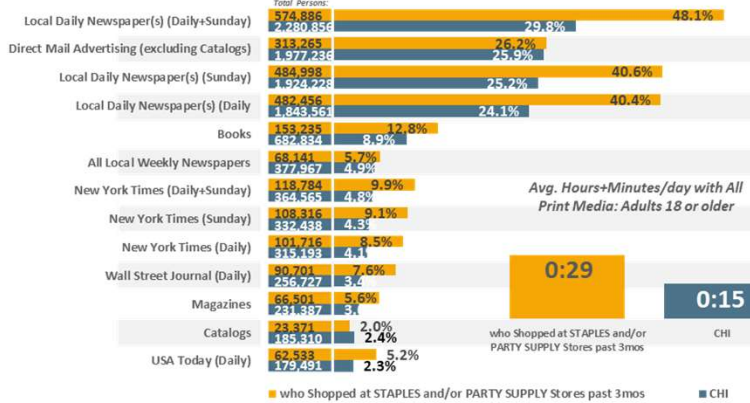
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



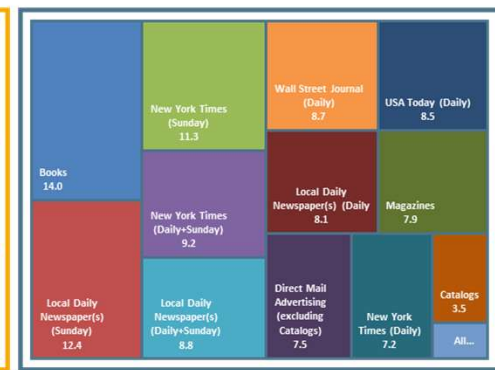
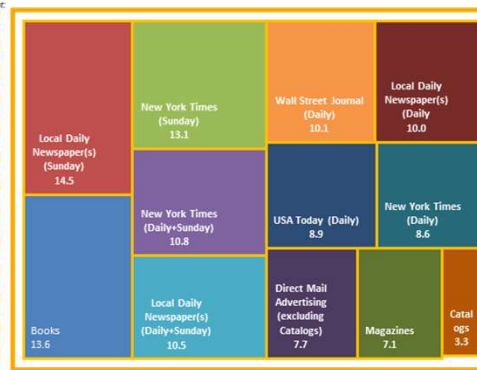


574,886 or 48.1% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.5 minutes every day representing 36.2% of all time spent daily with All forms of Print Media

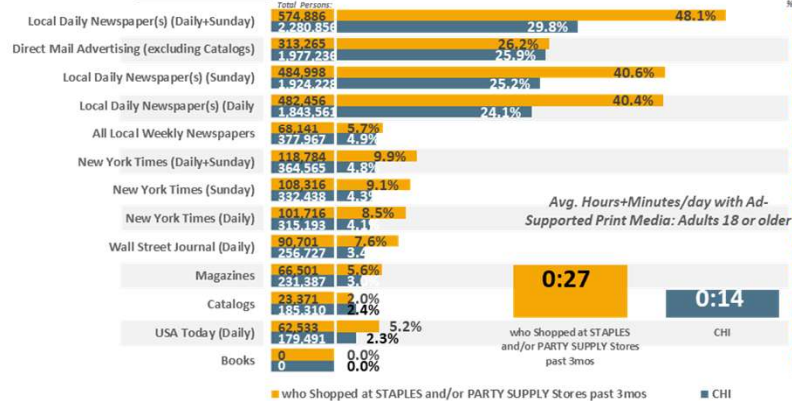
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



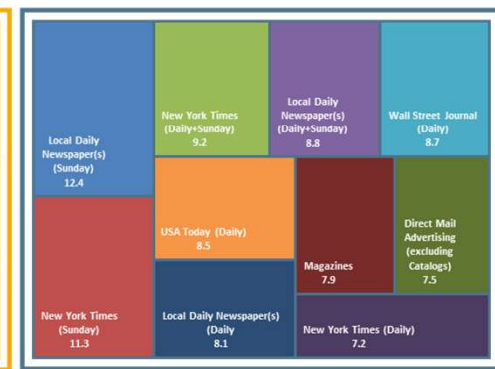
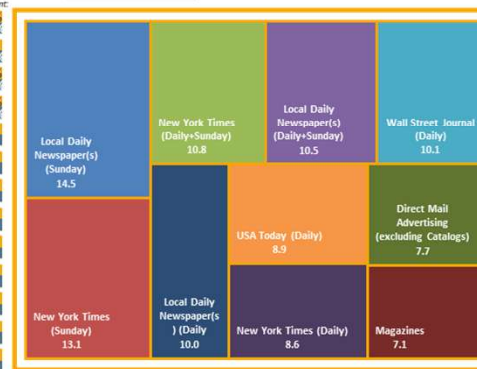
Avg. Hours+Minutes/day with All Print Media: Adults 18 or older



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**



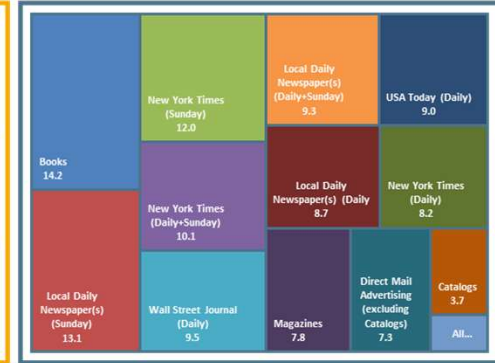
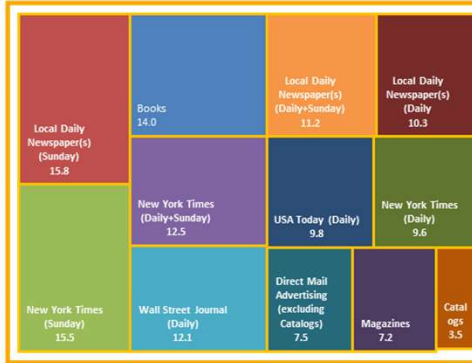
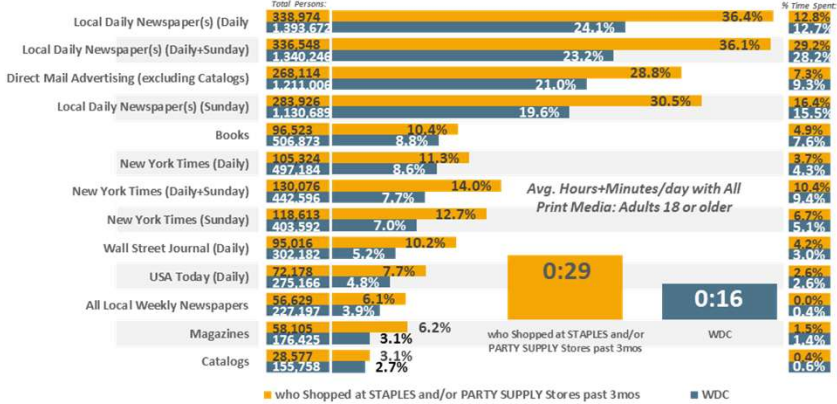
Avg. Hours+Minutes/day with Ad-Supported Print Media: Adults 18 or older



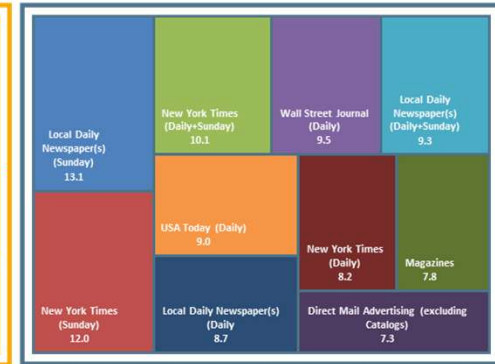
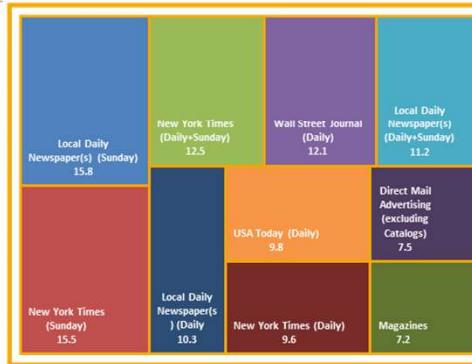
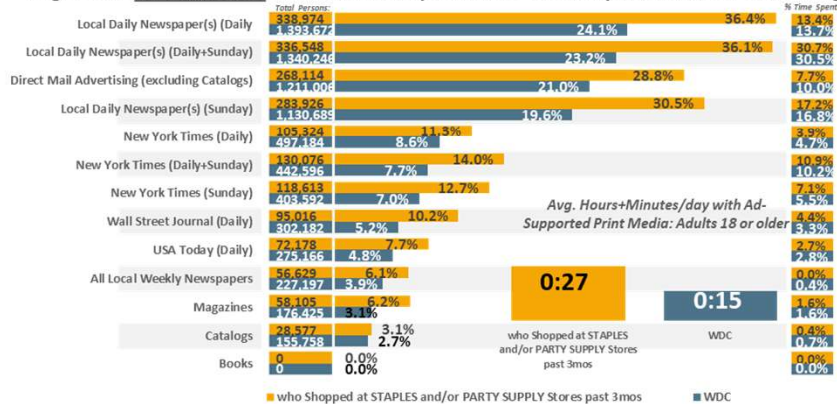


336,548 or 36.1% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.2 minutes every day representing 30.7% of all time spent daily with All forms of Print Me

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



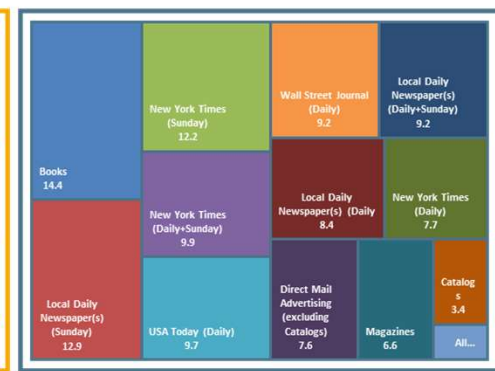
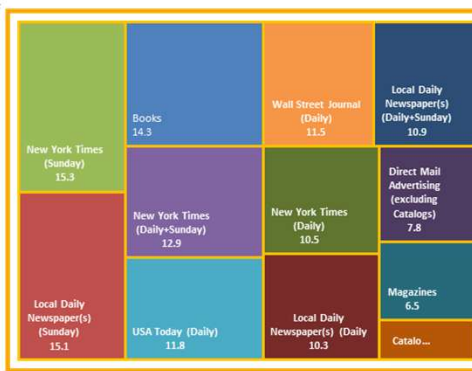
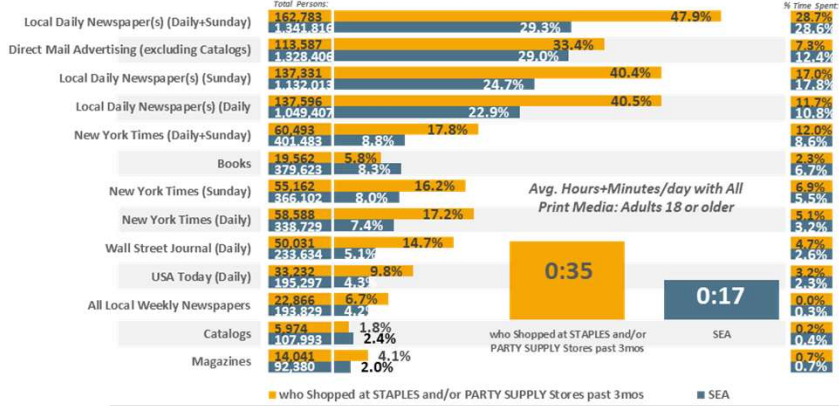
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



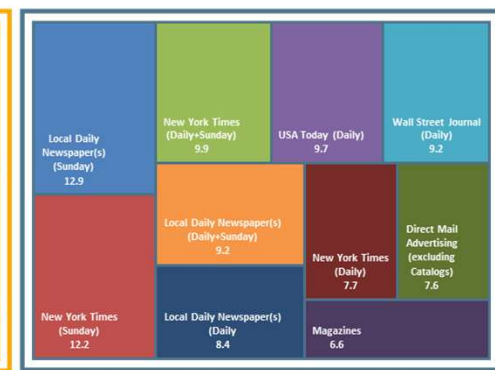
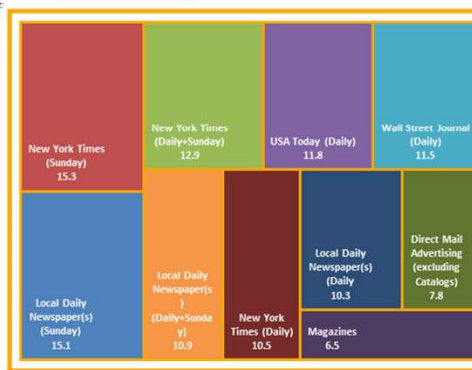
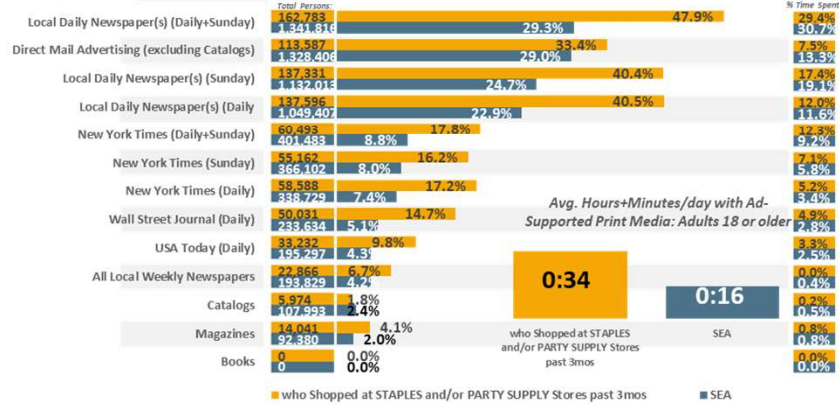


162,783 or 47.9% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.9 minutes every day representing 29.4% of all time spent daily with All forms of Print Media

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



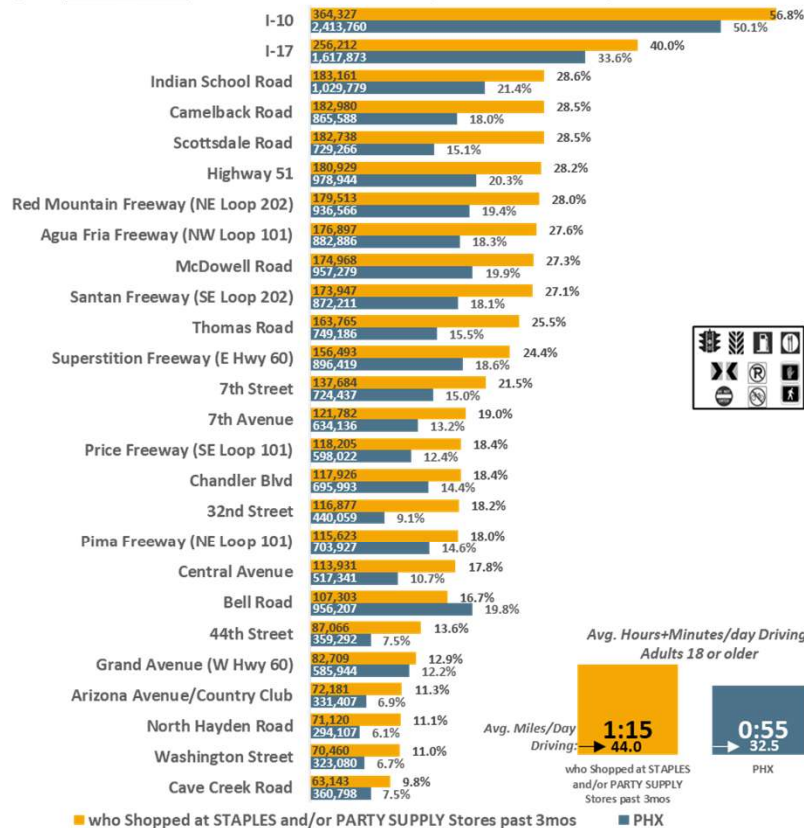
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





575,801 or 89.8% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos spend an average of 75.5 minutes per day driving an average of 44. miles each day and are 99.6% more likely to use 32nd Street than the Metro average.

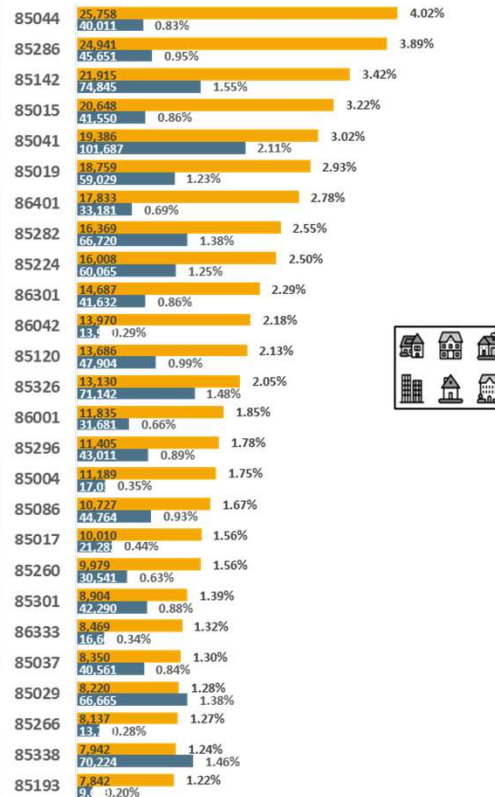
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



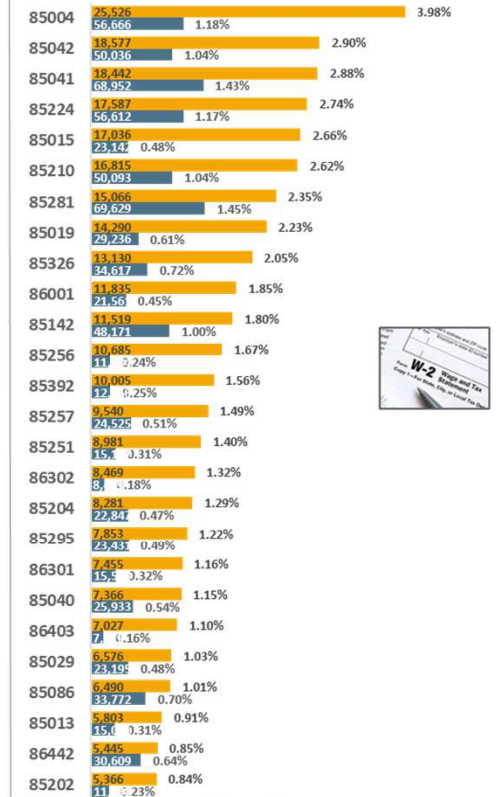
Avg. Hours+Minutes/day Driving:
Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



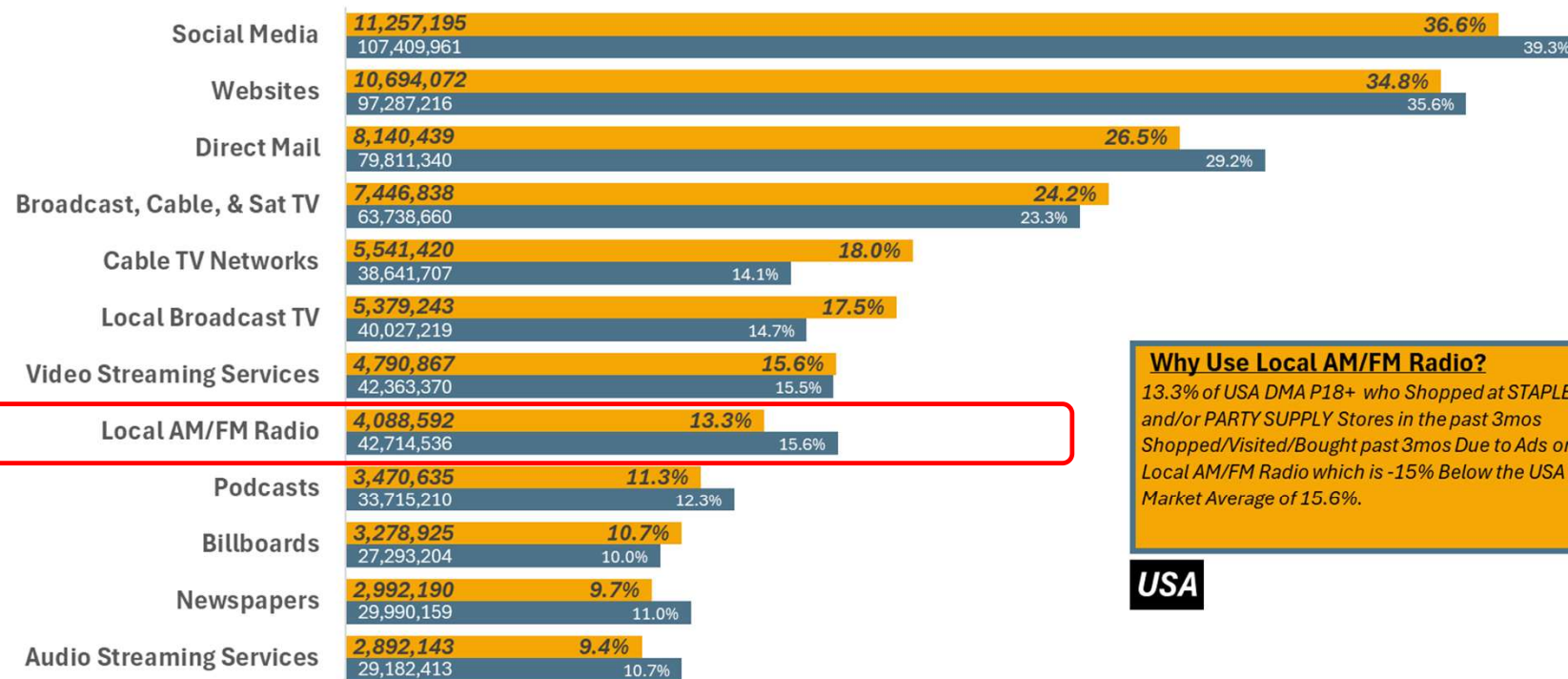
Top-26 Employment Zip Codes: Adults 18 or older





"Advertising Actions"

**P18+ who Shopped at STAPLES and/or PARTY SUPPLY Stores in the past 3mos
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

13.3% of USA DMA P18+ who Shopped at STAPLES and/or PARTY SUPPLY Stores in the past 3mos Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -15% Below the USA DMA Market Average of 15.6%.

USA

■ P18+ who Shopped at STAPLES and/or PARTY SUPPLY Stores in the past 3mos (Shopped/Visited/Bought past 3mos Due to Ads on %)

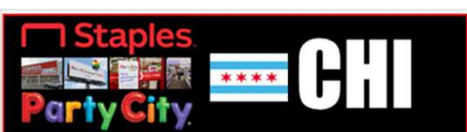
■ P18+ USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

USA DMA ScarboroughR1 2026:Jan25-Mar26 Qual Intab: 3219

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

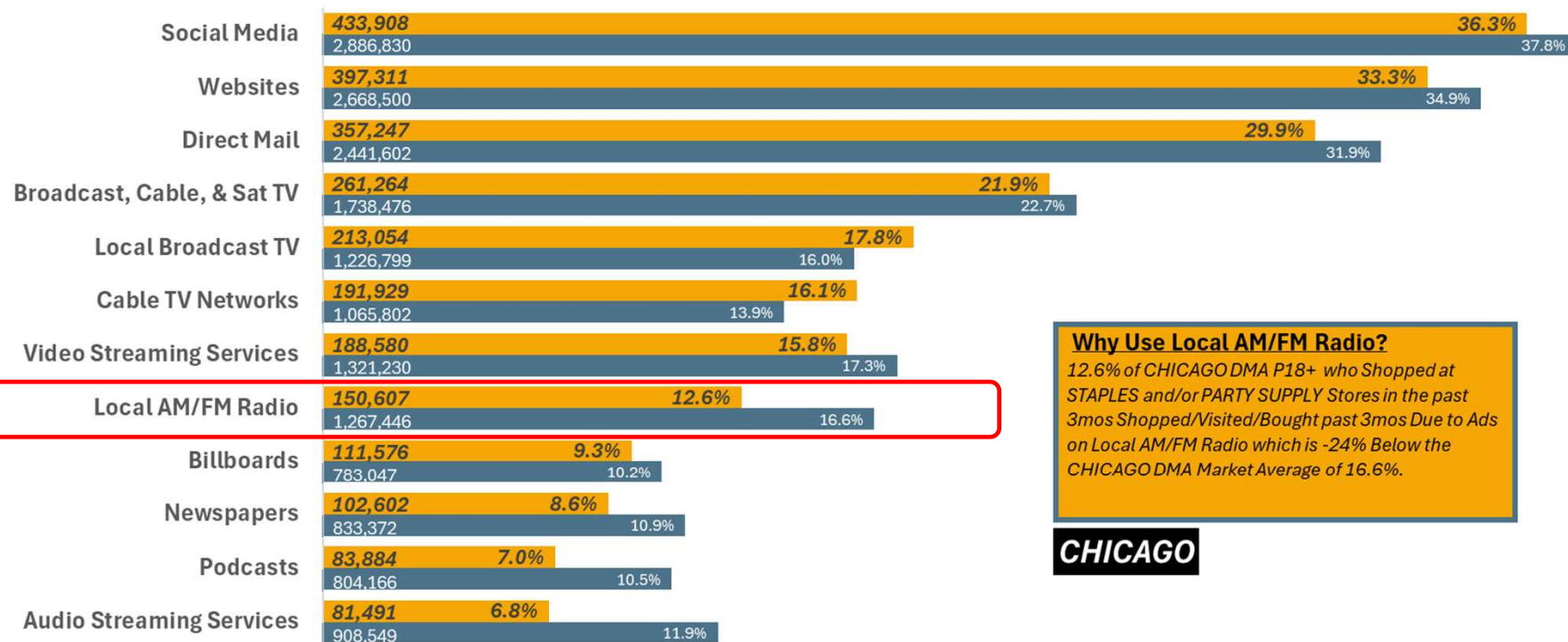
soefa.ai Share of Everything for Anything ®

(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)



"Advertising Actions"

**P18+ who Shopped at STAPLES and/or PARTY SUPPLY Stores in the past 3mos
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

12.6% of CHICAGO DMA P18+ who Shopped at STAPLES and/or PARTY SUPPLY Stores in the past 3mos Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -24% Below the CHICAGO DMA Market Average of 16.6%.

CHICAGO

■ P18+ who Shopped at STAPLES and/or PARTY SUPPLY Stores in the past 3mos (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

CHICAGO DMA Scarborough R1 2026: Feb 25-Feb 26 Qual Intab: 677
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

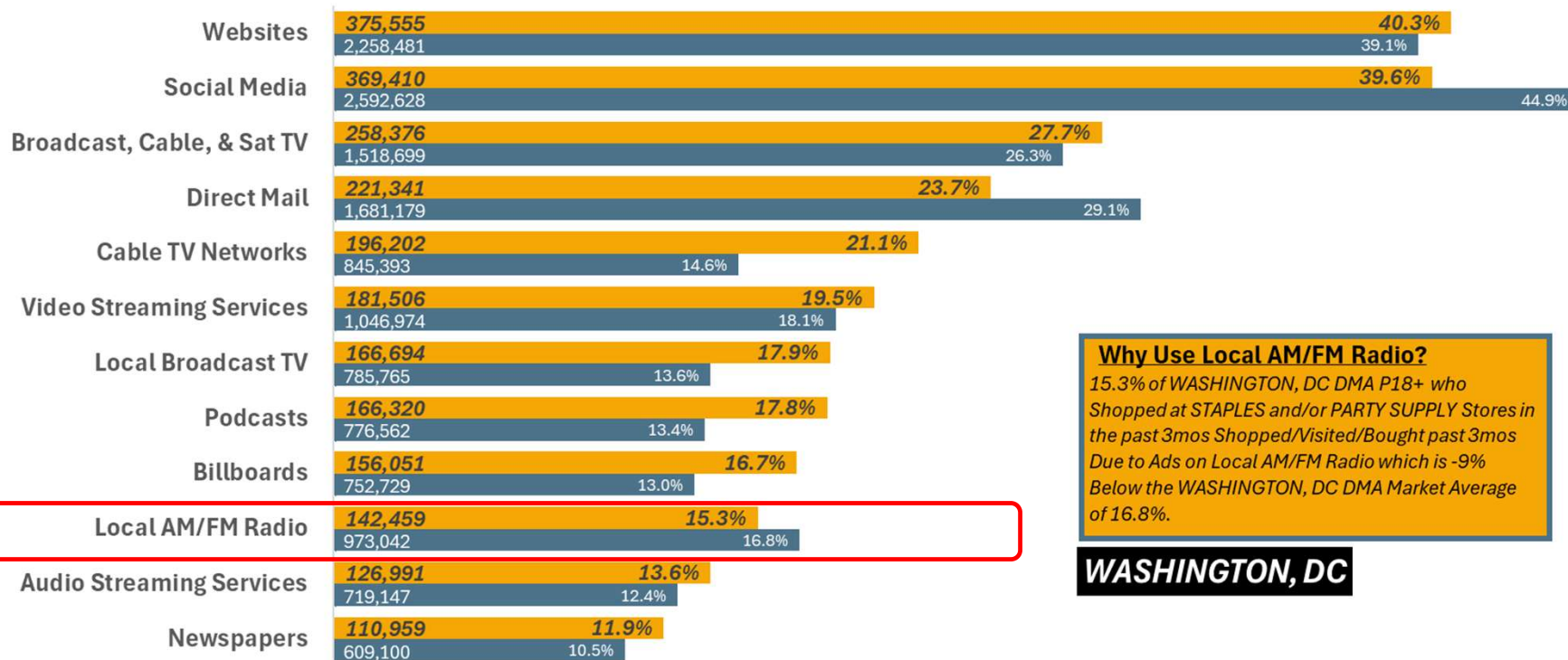
soefa.ai Share of Everything for Anything ©

(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)



"Advertising Actions"

**P18+ who Shopped at STAPLES and/or PARTY SUPPLY Stores in the past 3mos
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

15.3% of WASHINGTON, DC DMA P18+ who Shopped at STAPLES and/or PARTY SUPPLY Stores in the past 3mos Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -9% Below the WASHINGTON, DC DMA Market Average of 16.8%.

WASHINGTON, DC

■ P18+ who Shopped at STAPLES and/or PARTY SUPPLY Stores in the past 3mos (Shopped/Visited/Bought past 3mos Due to Ads on %)

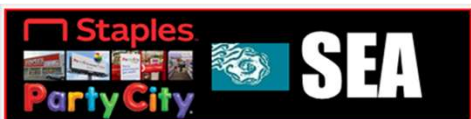
■ P18+ WASHINGTON, DC AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 1062

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

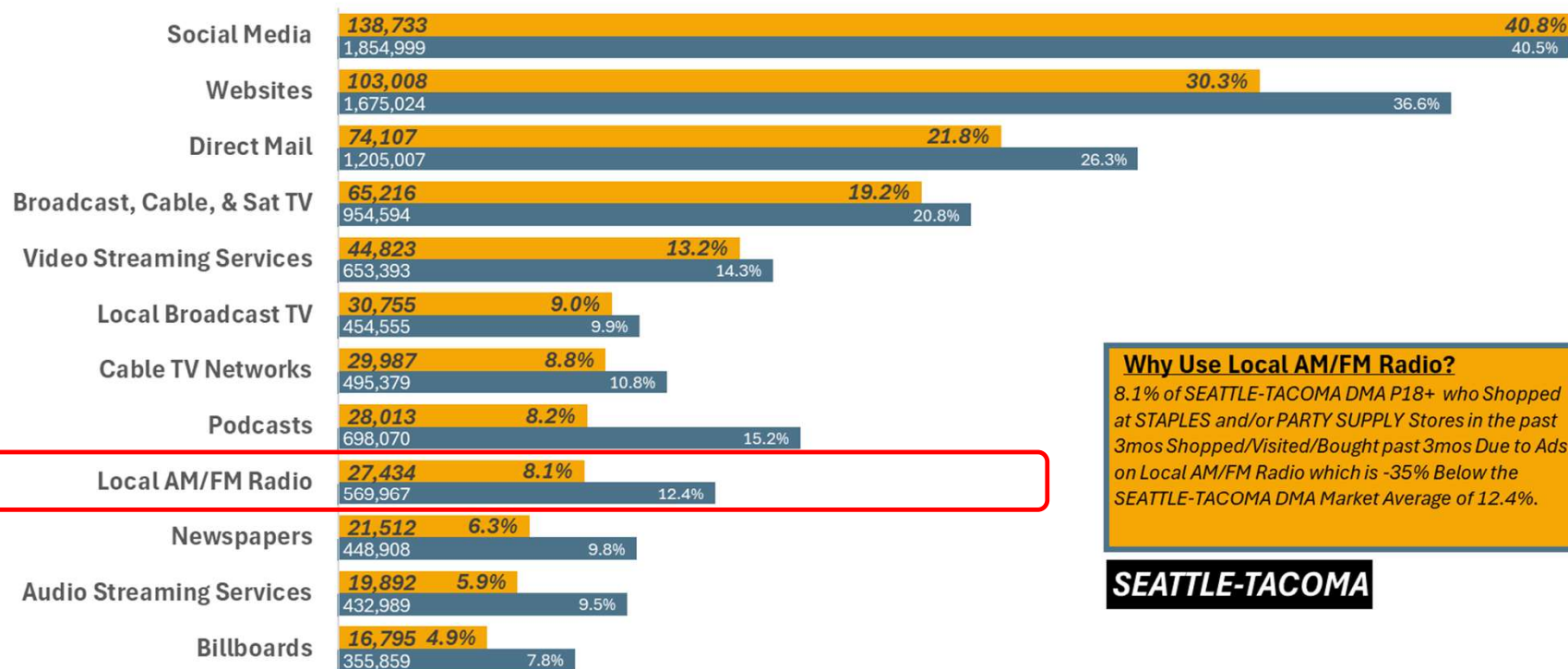
soefa.ai Share of Everything for Anything ®

(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)



"Advertising Actions"

**P18+ who Shopped at STAPLES and/or PARTY SUPPLY Stores in the past 3mos
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

8.1% of SEATTLE-TACOMA DMA P18+ who Shopped at STAPLES and/or PARTY SUPPLY Stores in the past 3mos Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -35% Below the SEATTLE-TACOMA DMA Market Average of 12.4%.

SEATTLE-TACOMA

■ P18+ who Shopped at STAPLES and/or PARTY SUPPLY Stores in the past 3mos (Shopped/Visited/Bought past 3mos Due to Ads on %)

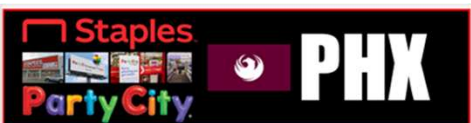
■ P18+ SEATTLE-TACOMA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 401

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

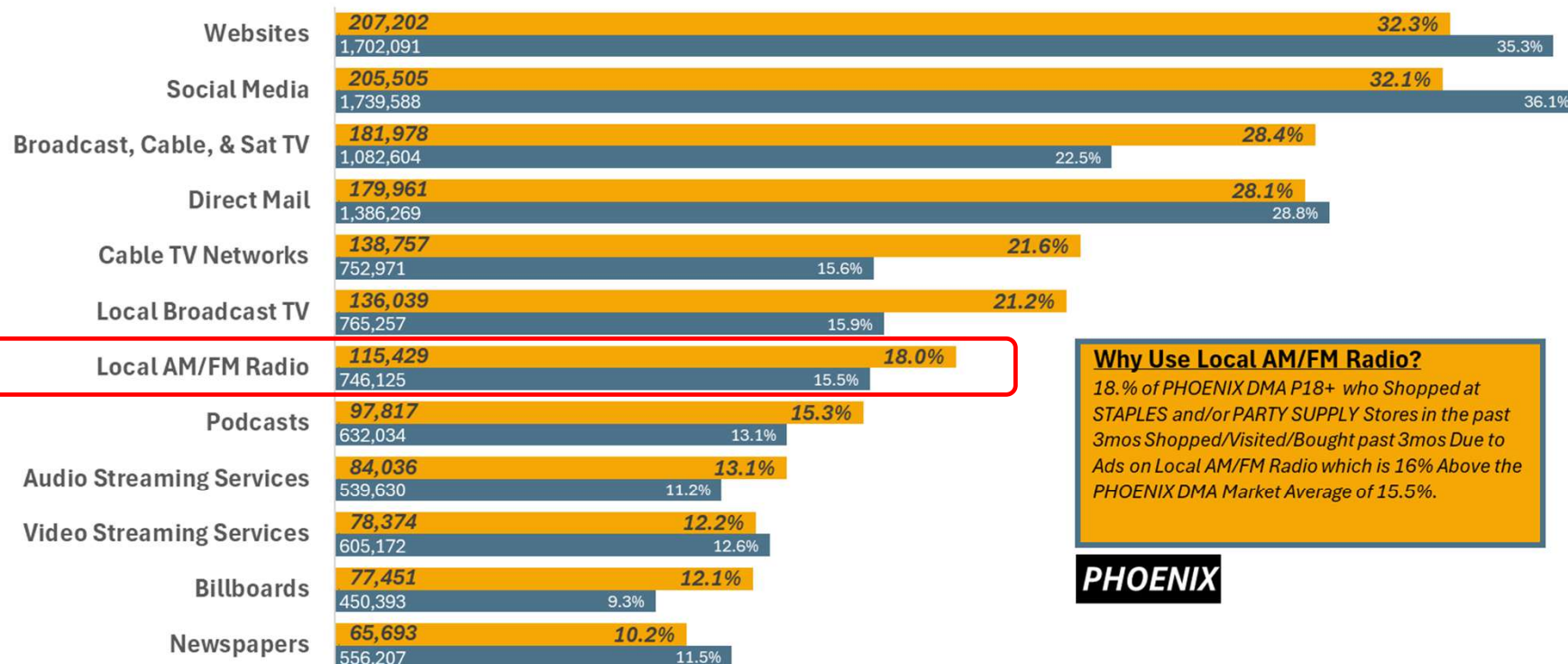
soefa.ai Share of Everything
for Anything ®

(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)



"Advertising Actions"

**P18+ who Shopped at STAPLES and/or PARTY SUPPLY Stores in the past 3mos
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

18.0% of PHOENIX DMA P18+ who Shopped at STAPLES and/or PARTY SUPPLY Stores in the past 3mos Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 16% Above the PHOENIX DMA Market Average of 15.5%.

PHOENIX

■ P18+ who Shopped at STAPLES and/or PARTY SUPPLY Stores in the past 3mos (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 320

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)