USA+4 DMAs – P25+ who Purchased Items at COSTCO in the past 3 months!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA** and **PHOENIX DMA** P25+ who **Purchased Items at COSTCO in the past 3 months** as of July 31, 2026.





Vanguard BlackRock











P25+

Hubbard
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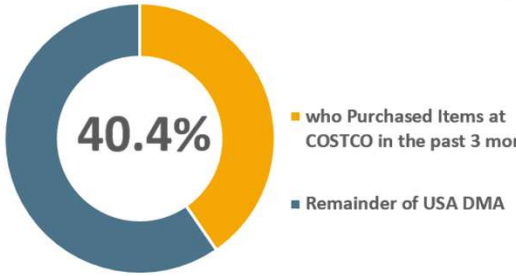
And, Yes! You ARE Smart Enough to Read a Robinhood Legend. So get ready to Learn!

Major stores bought past 3 months: Costco



40.4% or 97,952,196 of USA DMA Adults 25 or older Purchased Items at COSTCO in the past 3 months. Typical Adults 25 or older who Purchased Items at COSTCO in the past 3 months are 53.3 years old (1.8% older than average) and have a $123,838 (25.1% higher than average) annual household income.

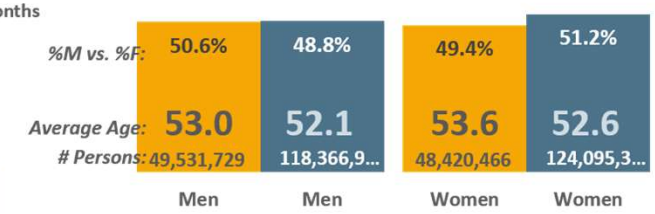
Percent of Market: Adults 25 or older



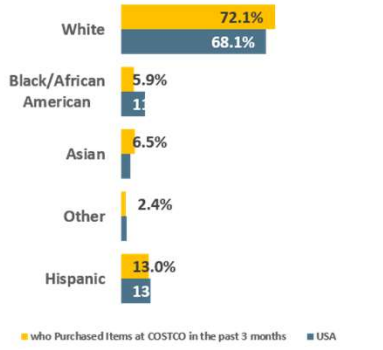
Total Persons:

97,952,196	144,510,128

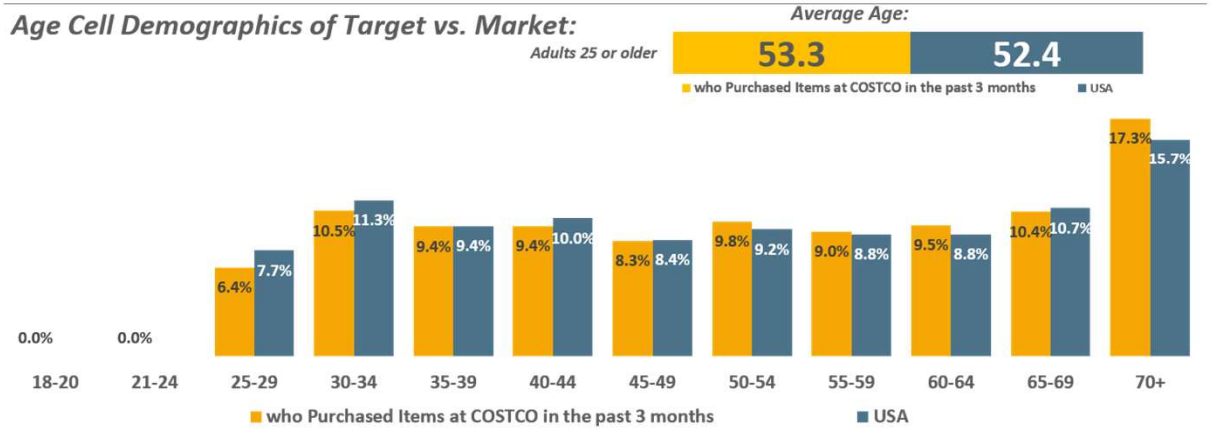
Gender of Target vs. Market: Adults 25 or older



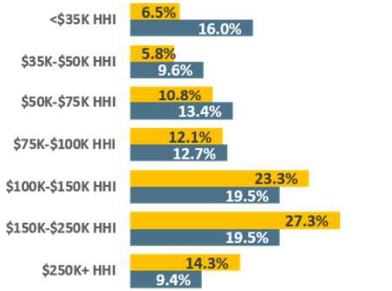
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:

$123,838	$99,016

USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 18,202

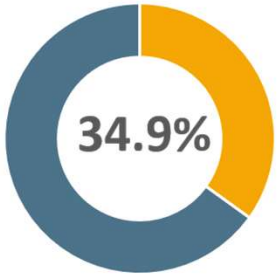
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Major stores bought past 3 months: Costco



34.9% or 2,344,929 of CHI DMA Adults 25 or older Purchased Items at COSTCO in the past 3 months. Typical Adults 25 or older who Purchased Items at COSTCO in the past 3 months are 52.4 years old (.7% older than average) and have a $146,449 (32.1% higher than average) annual household income.

Percent of Market: Adults 25 or older



- who Purchased Items at COSTCO in the past 3 months
- Remainder of CHI DMA

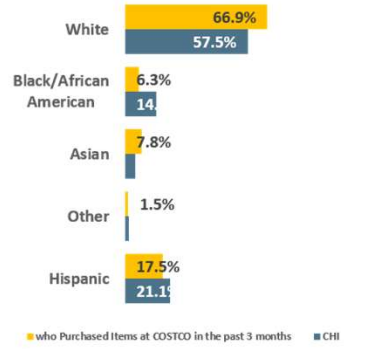
Total Persons:

2,344,929	4,366,708

Gender of Target vs. Market: Adults 25 or older

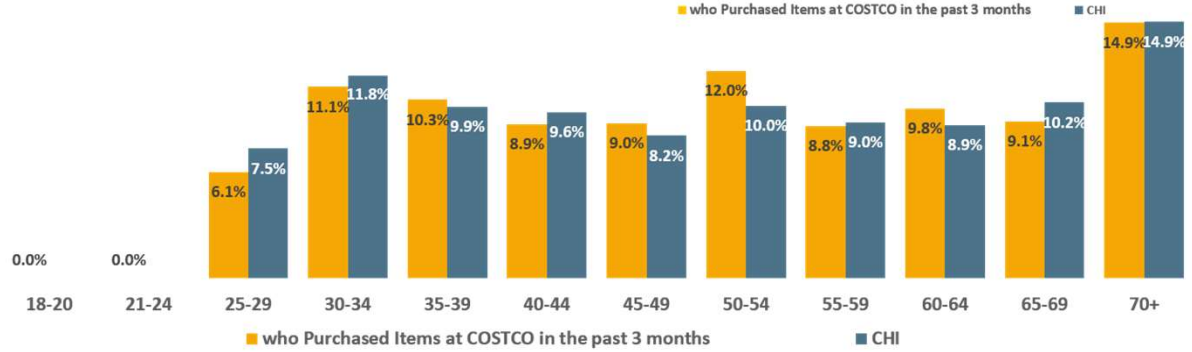
	Men	Men	Women	Women
%M vs. %F:	50.4%	48.3%	49.6%	51.7%
Average Age:	52.0	52.0	52.7	52.0
# Persons:	1,181,578	3,241,282	1,163,351	3,470,355

Ethnicity of Target vs. Market:

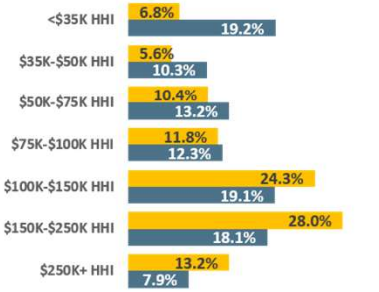


Age Cell Demographics of Target vs. Market:

Average Age:	Adults 25 or older	52.4	52.0



HHI of Target vs. Market:



Avg HHI:	$146,449	$110,878

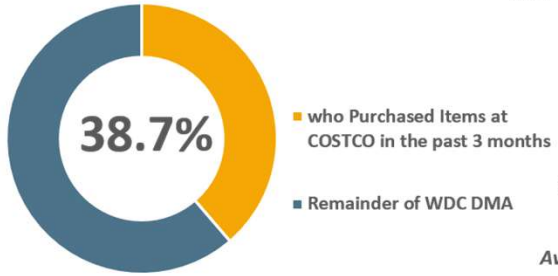
CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 2,465

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Major stores bought past 3 months: Costco

38.7% or 1,963,965 of WDC DMA Adults 25 or older Purchased Items at COSTCO in the past 3 months. Typical Adults 25 or older who Purchased Items at COSTCO in the past 3 months are 52.1 years old (1.5% older than average) and have a $168,082 (18.8% higher than average) annual household income.

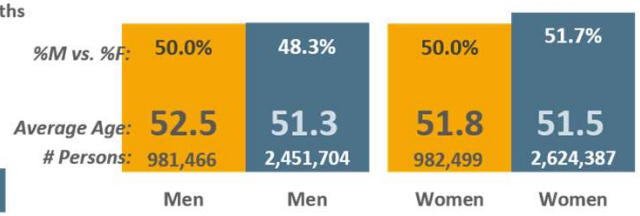
Percent of Market: Adults 25 or older



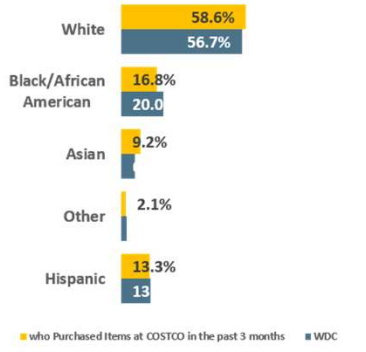
Total Persons:

1,963,965	3,112,126

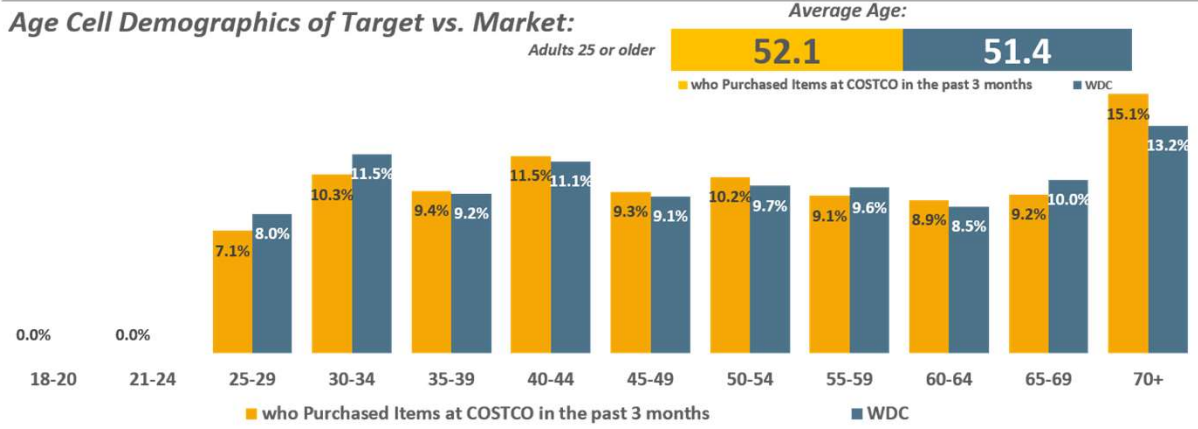
Gender of Target vs. Market: Adults 25 or older



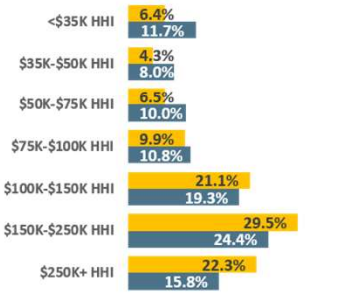
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$168,082	$141,499

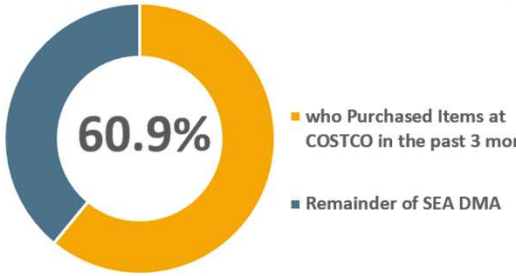
WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,258

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60.9% or 2,480,423 of SEA DMA Adults 25 or older Purchased Items at COSTCO in the past 3 months. Typical Adults 25 or older who Purchased Items at COSTCO in the past 3 months are 53.1 years old (3.1% older than average) and have a $147,808 (15.1% higher than average) annual household income.

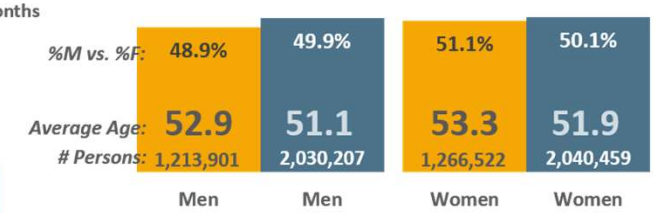
Percent of Market: Adults 25 or older



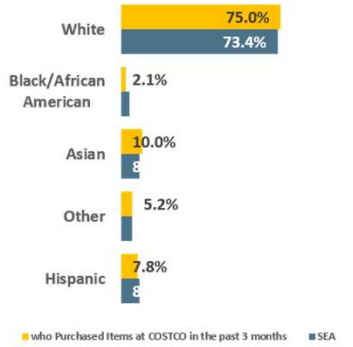
Total Persons:

2,480,423	1,590,243

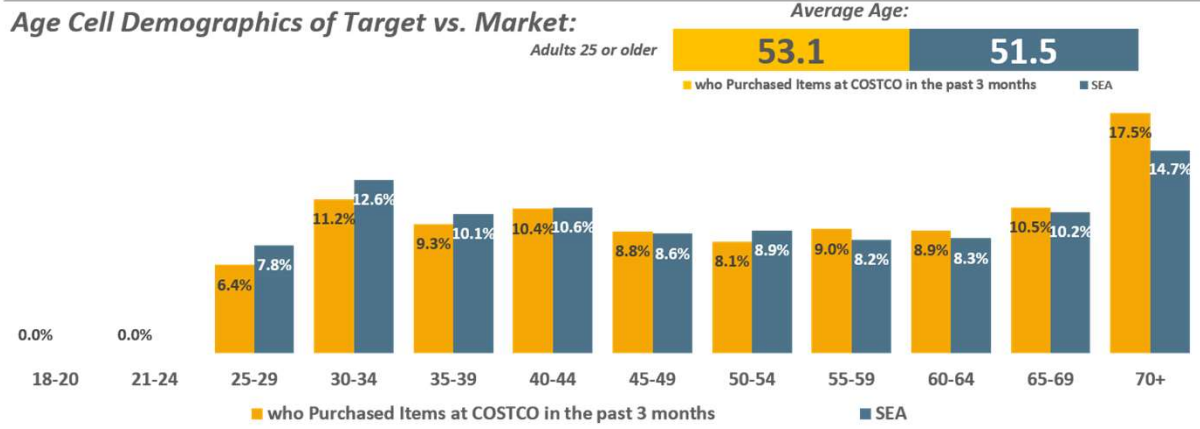
Gender of Target vs. Market: Adults 25 or older



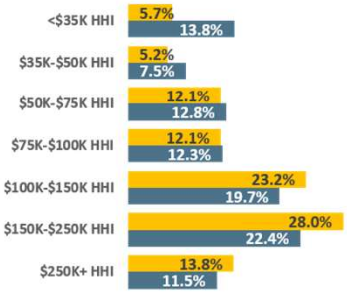
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$147,808	$128,407

SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,573

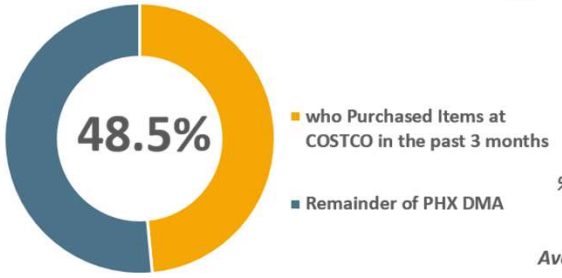
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Major stores bought past 3 months: Costco



48.5% or 2,060,573 of PHX DMA Adults 25 or older Purchased Items at COSTCO in the past 3 months. Typical Adults 25 or older who Purchased Items at COSTCO in the past 3 months are 54.2 years old (3.% older than average) and have a $136,683 (22.9% higher than average) annual household income.

Percent of Market: Adults 25 or older



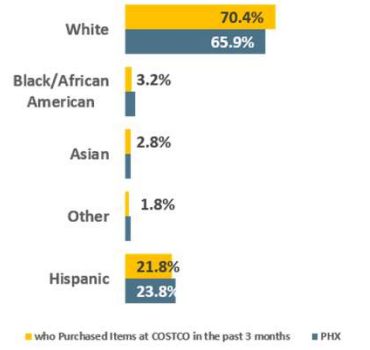
Total Persons:

2,060,573	2,187,212

Gender of Target vs. Market: Adults 25 or older

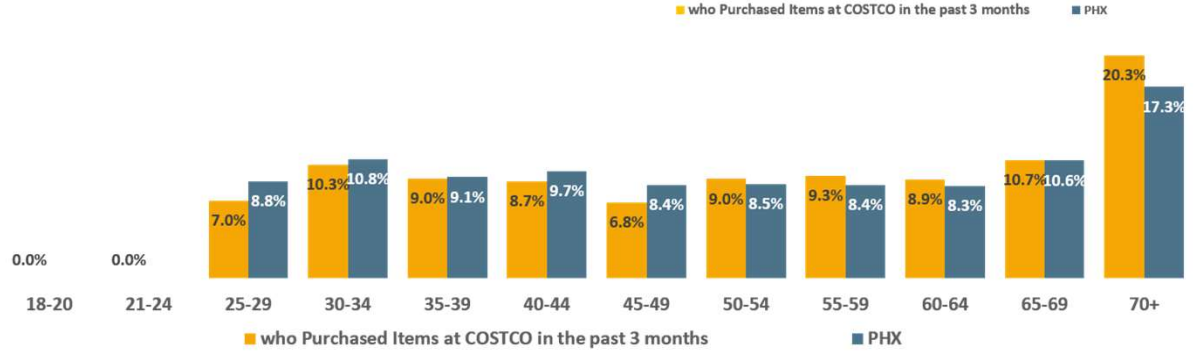
	Men	Men	Women	Women
%M vs. %F:	50.6%	49.3%	49.4%	50.7%
Average Age:	54.0	51.8	54.3	53.4
# Persons:	1,043,318	2,095,672	1,017,255	2,152,113

Ethnicity of Target vs. Market:

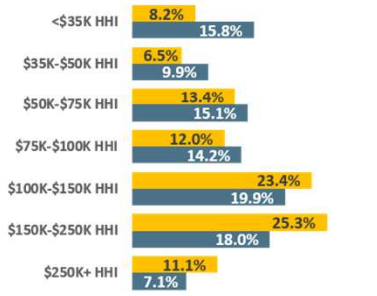


Age Cell Demographics of Target vs. Market:

	Average Age:	
Adults 25 or older	54.2	52.6



HHI of Target vs. Market:



Avg HHI:	$136,683	$111,191

PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 2,117

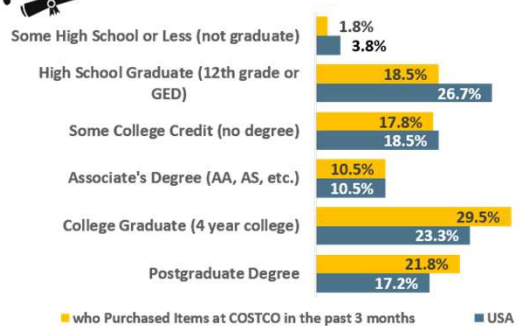
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Major stores bought past 3 months: Costco

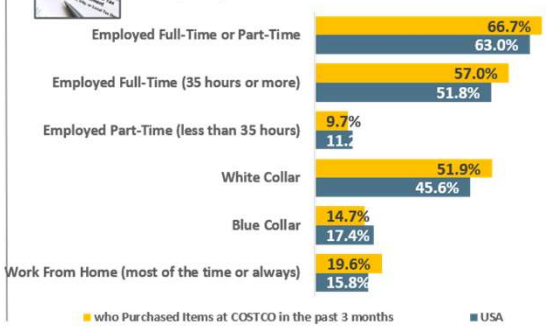


40.4% or 97,952,196 of USA DMA Adults 25 or older Purchased Items at COSTCO in the past 3 months. Adults 25 or older who Purchased Items at COSTCO in the past 3 months are 26.5% more likely to be a college graduate, 10.% more likely to work full-time, 21.1% more likely to be married, 6.2% more likely to be a parent of 1 or more children under 18.

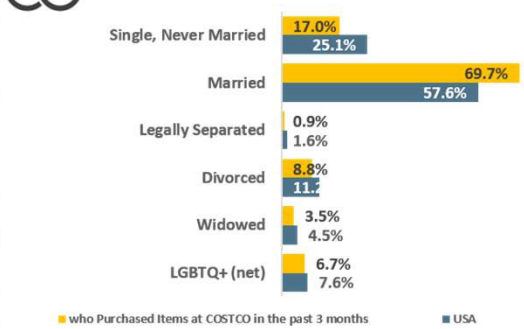
Education Levels: Adults 25 or older



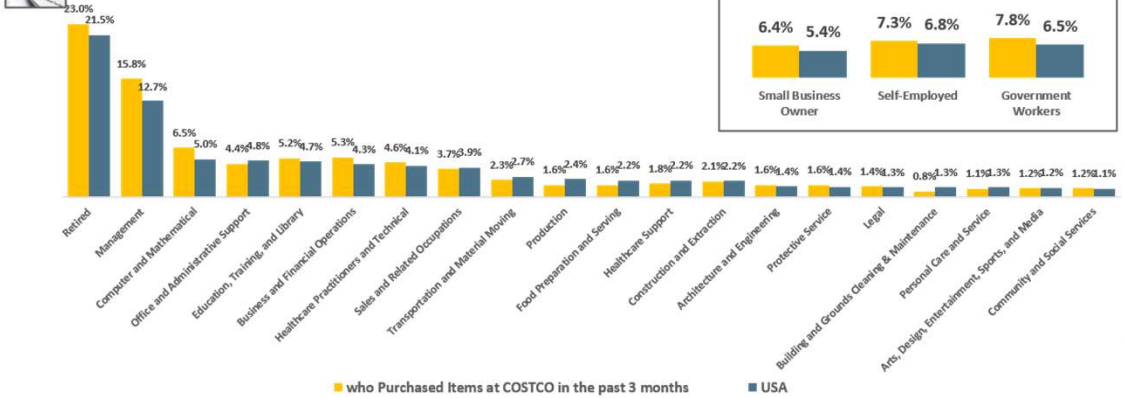
Employment: Adults 25 or older



Marital Status: Adults 25 or older

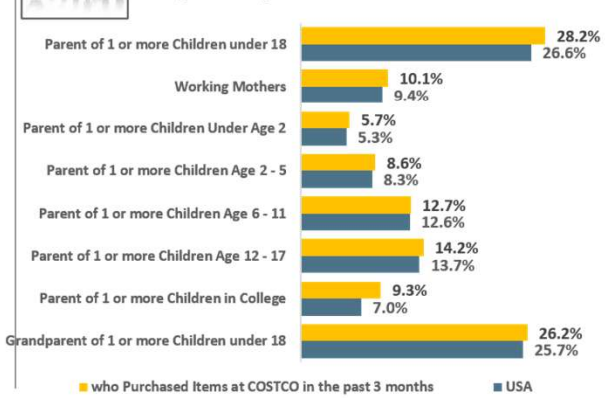


Top-20 Occupations: Adults 25 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 25 or older



USA USA Projection Scarborough R2 2025-26; Feb24-Jul26 Qual Intab 18,202

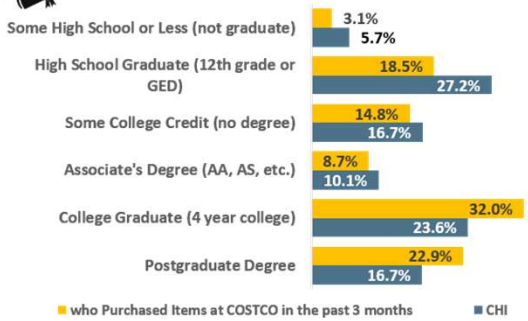
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Major stores bought past 3 months: Costco

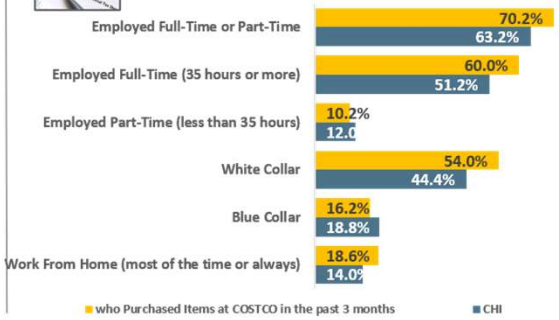


34.9% or 2,344,929 of CHI DMA Adults 25 or older Purchased Items at COSTCO in the past 3 months. Adults 25 or older who Purchased Items at COSTCO in the past 3 months are 36.4% more likely to be a college graduate, 17.1% more likely to work full-time, 29.9% more likely to be married, 12.4% more likely to be a parent of 1 or more children under 18.

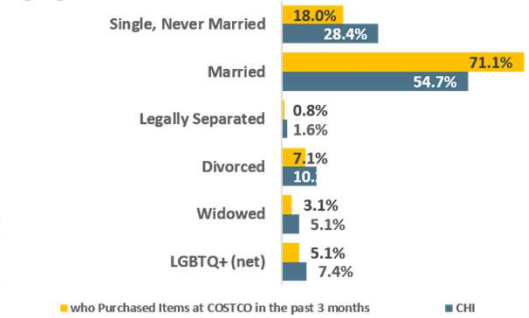
Education Levels: Adults 25 or older



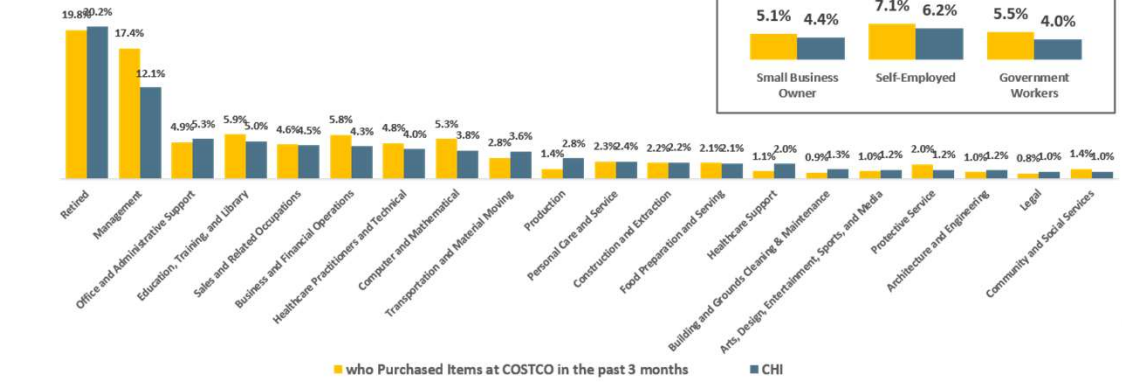
Employment: Adults 25 or older



Marital Status: Adults 25 or older

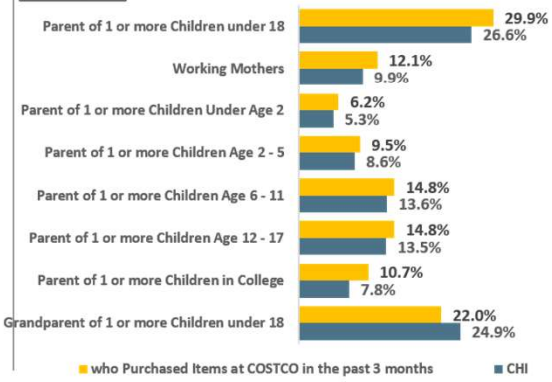


Top-20 Occupations: Adults 25 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 25 or older



CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 2,465

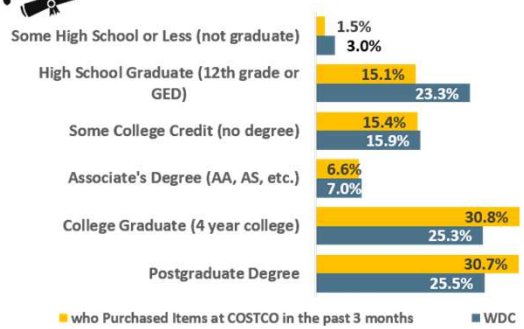
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Major stores bought past 3 months: Costco

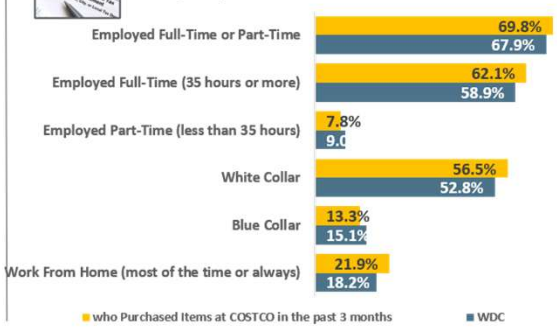


38.7% or 1,963,965 of WDC DMA Adults 25 or older Purchased Items at COSTCO in the past 3 months. Adults 25 or older who Purchased Items at COSTCO in the past 3 months are 21.% more likely to be a college graduate, 5.5% more likely to work full-time, 15.8% more likely to be married, 11.% more likely to be a parent of 1 or more children under 18.

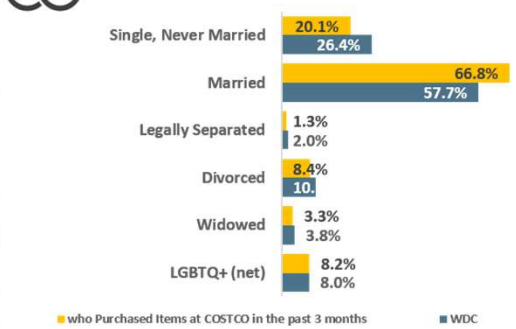
Education Levels: Adults 25 or older



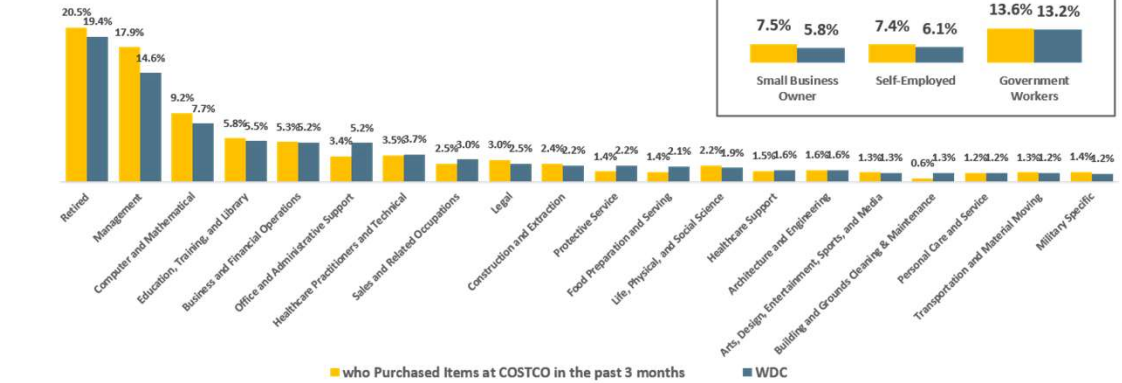
Employment: Adults 25 or older



Marital Status: Adults 25 or older

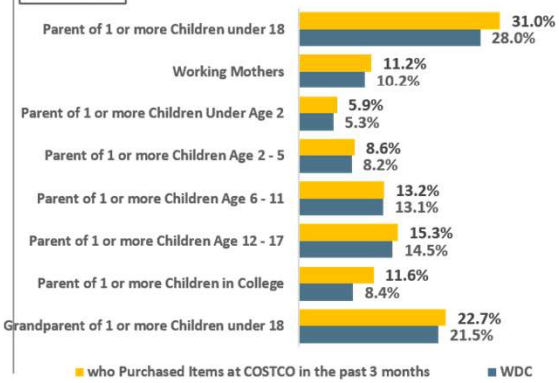


Top-20 Occupations: Adults 25 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 25 or older



WDC DMA Scarborough R2 2025-26; Aug24-Jul26 Qual Intab 4,258

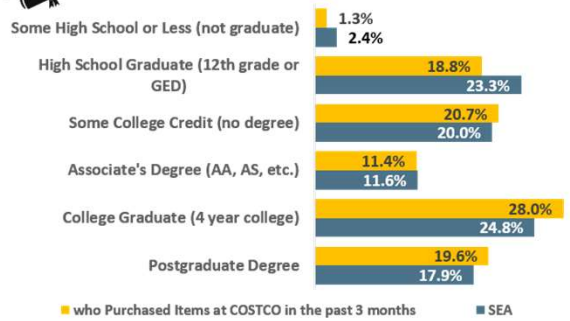
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Major stores bought past 3 months: Costco

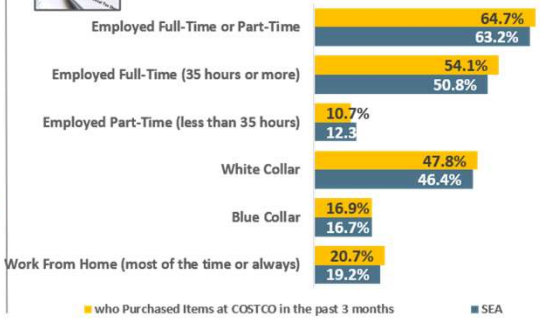


60.9% or 2,480,423 of SEA DMA Adults 25 or older Purchased Items at COSTCO in the past 3 months. Adults 25 or older who Purchased Items at COSTCO in the past 3 months are 11.6% more likely to be a college graduate, 6.4% more likely to work full-time, 17.6% more likely to be married, 4.8% more likely to be a parent of 1 or more children under 18.

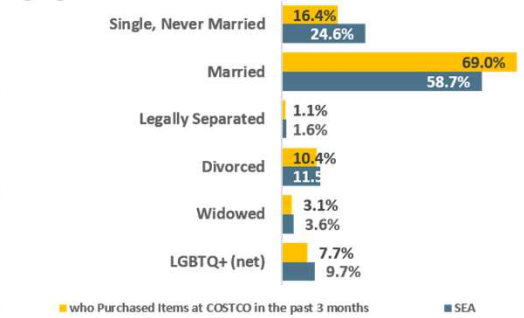
Education Levels: Adults 25 or older



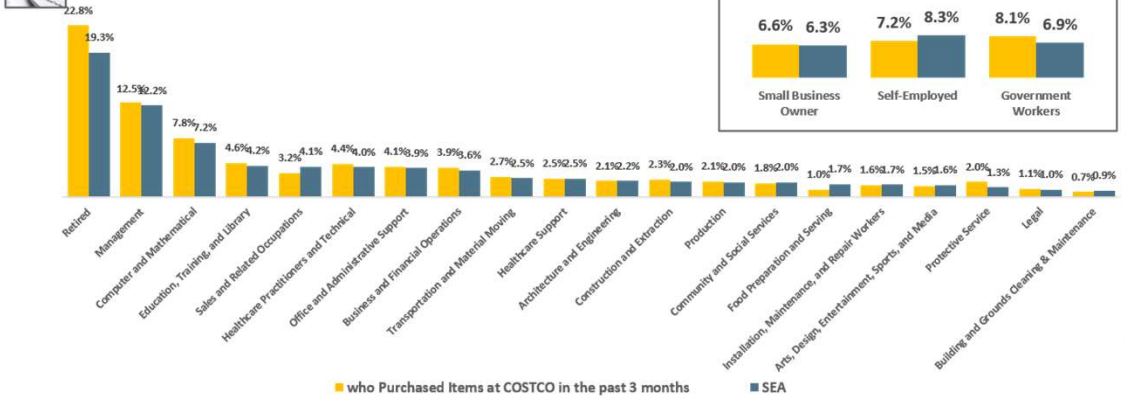
Employment: Adults 25 or older



Marital Status: Adults 25 or older

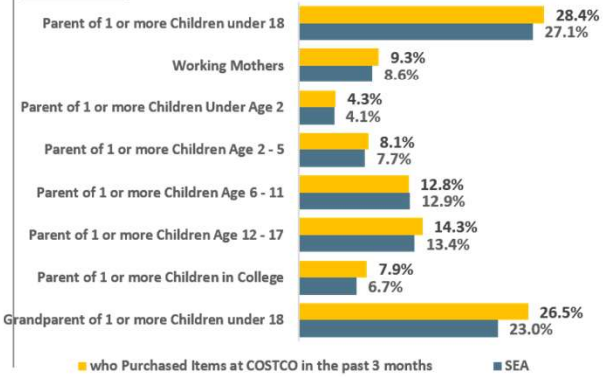


Top-20 Occupations: Adults 25 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 25 or older



SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,573

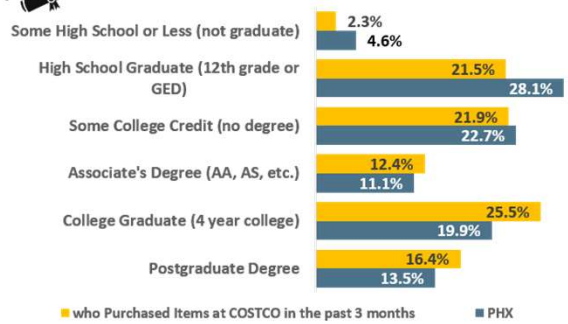
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Major stores bought past 3 months: Costco

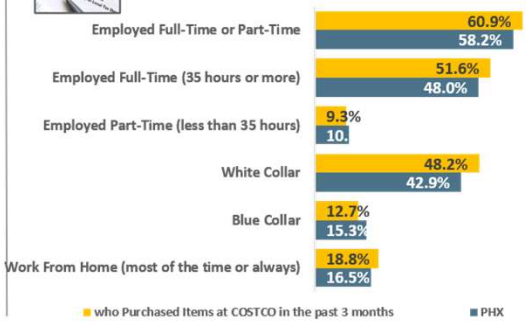


48.5% or 2,060,573 of PHX DMA Adults 25 or older Purchased Items at COSTCO in the past 3 months. Adults 25 or older who Purchased Items at COSTCO in the past 3 months are 25.% more likely to be a college graduate, 7.3% more likely to work full-time, 17.2% more likely to be married, 1.6% less likely to be a parent of 1 or more children under 18.

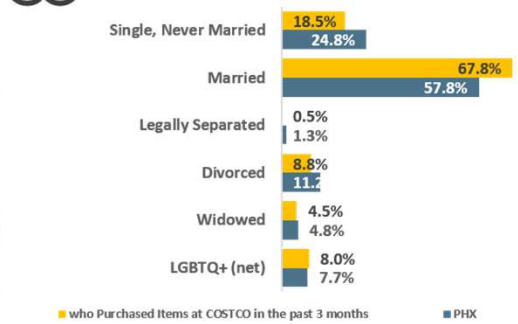
Education Levels: Adults 25 or older



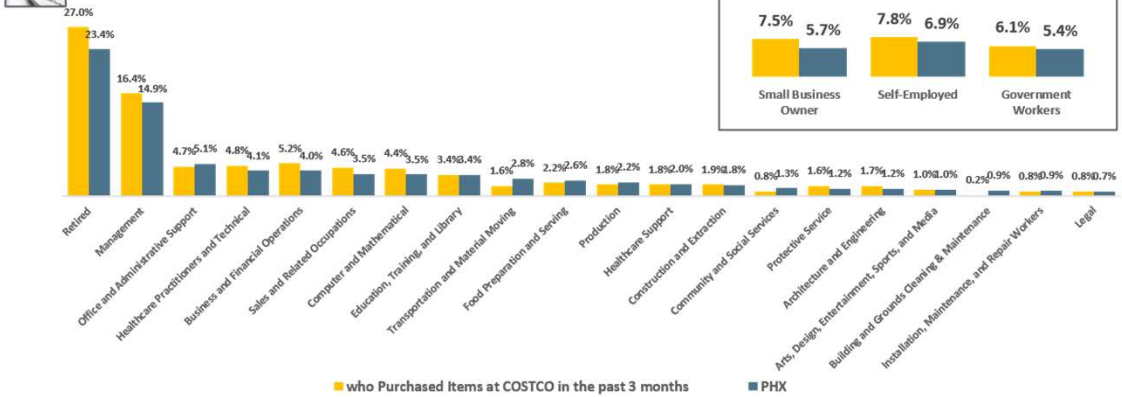
Employment: Adults 25 or older



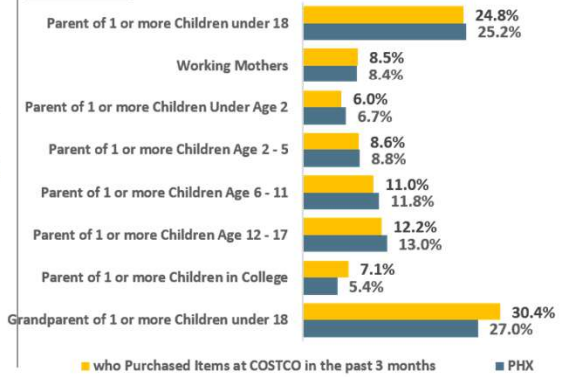
Marital Status: Adults 25 or older



Top-20 Occupations: Adults 25 or older



Stage in Life: Adults 25 or older



PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 2,117

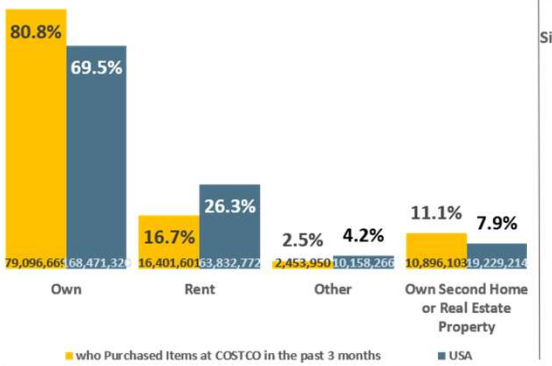
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Major stores bought past 3 months: Costco

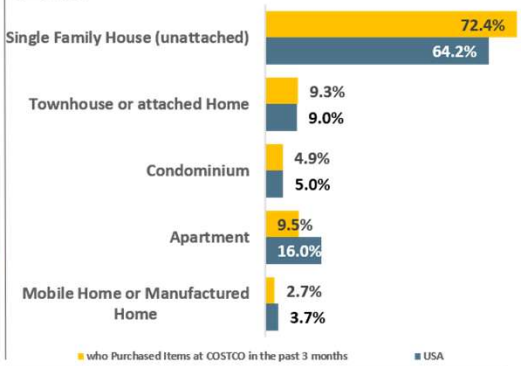


40.4% or 97,952,196 of USA DMA Adults 25 or older Purchased Items at COSTCO in the past 3 months. Adults 25 or older who Purchased Items at COSTCO in the past 3 months are 16.2% more likely to own their home, 19.6% more likely to own a higher valued home, 12.7% more likely to have a single-family home, 14.2% more likely to have a dog.

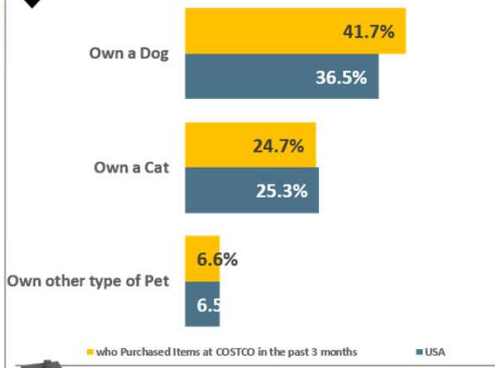
Own/Rent/Other: Adults 25 or older



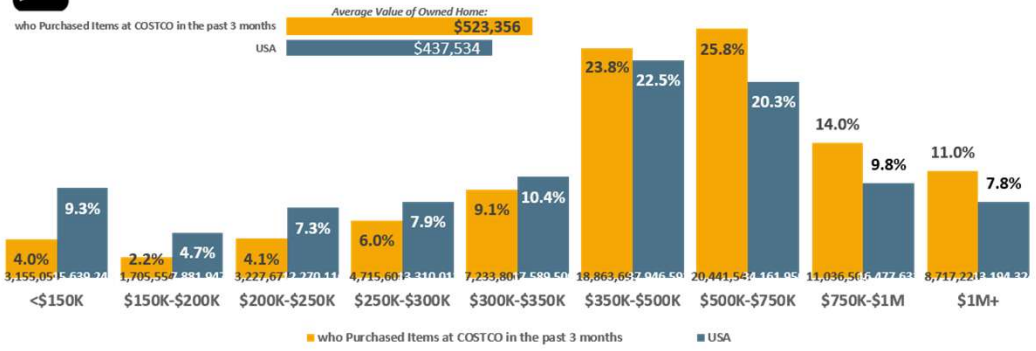
Type of Home: Adults 25 or older



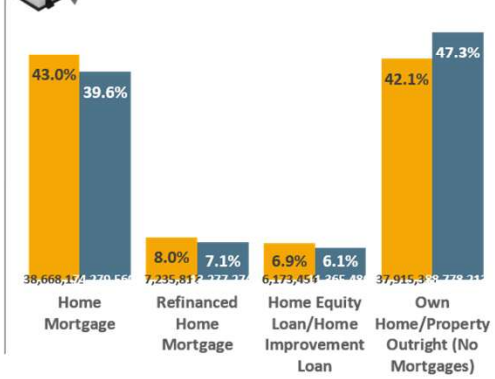
Pets in Home: Adults 25 or older



Value of Owned Home: Adults 25 or older



Home Loans: Adults 25 or older



USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 18,202

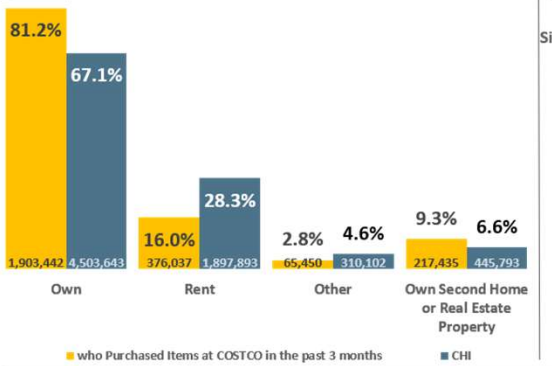
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Major stores bought past 3 months: Costco

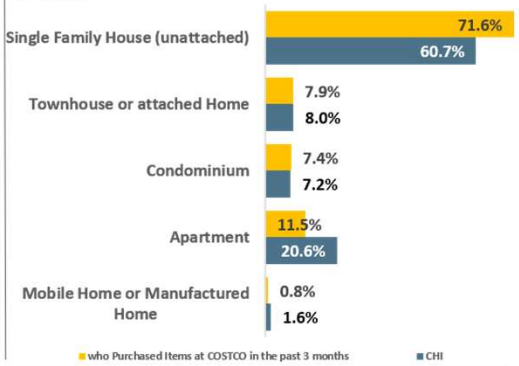


34.9% or 2,344,929 of CHI DMA Adults 25 or older Purchased Items at COSTCO in the past 3 months. Adults 25 or older who Purchased Items at COSTCO in the past 3 months are 21.% more likely to own their home, 17.7% more likely to own a higher valued home, 18.% more likely to have a single-family home, 27.4% more likely to have a dog.

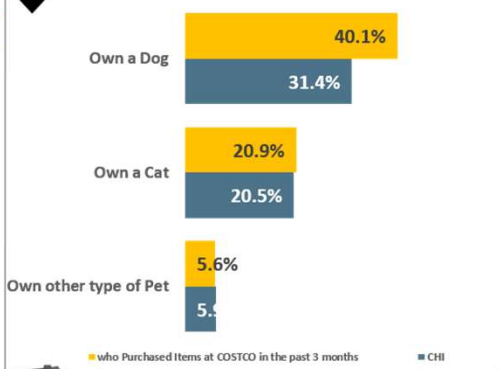
Own/Rent/Other: Adults 25 or older



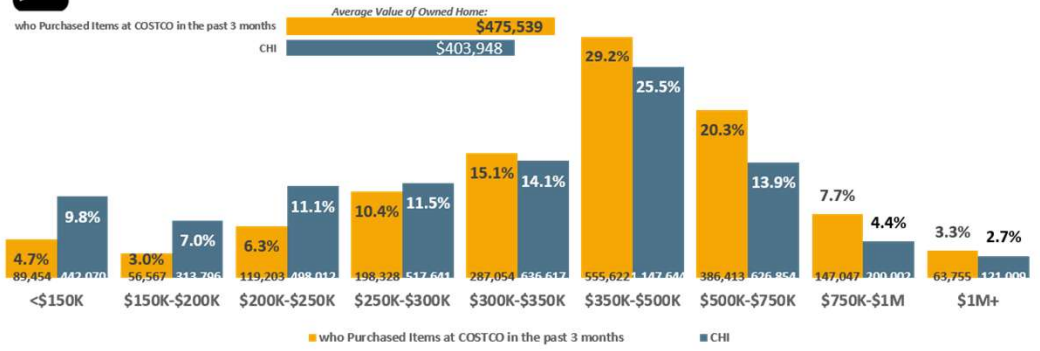
Type of Home: Adults 25 or older



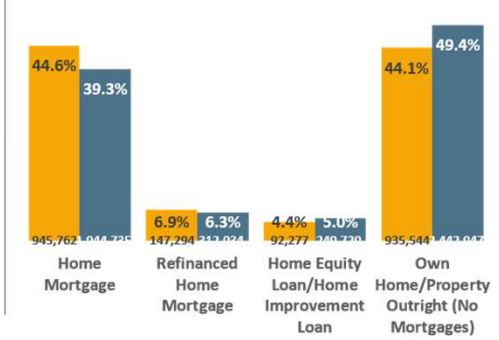
Pets in Home: Adults 25 or older



Value of Owned Home: Adults 25 or older



Home Loans: Adults 25 or older



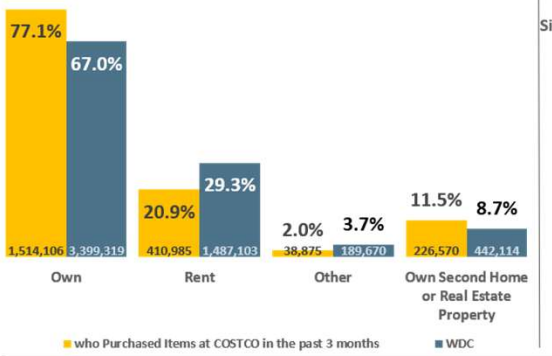
CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 2,465

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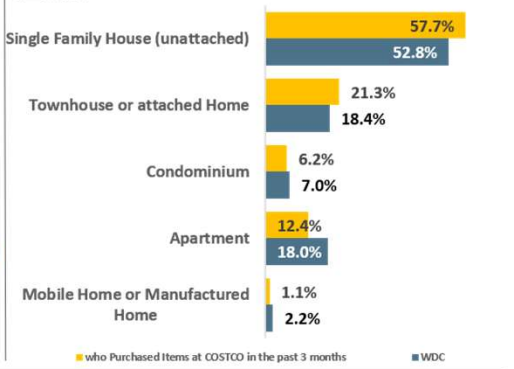
Major stores bought past 3 months: Costco

38.7% or 1,963,965 of WDC DMA Adults 25 or older Purchased Items at COSTCO in the past 3 months. Adults 25 or older who Purchased Items at COSTCO in the past 3 months are 15.1% more likely to own their home, 12.4% more likely to own a higher valued home, 9.3% more likely to have a single-family home, 13.7% more likely to have a dog.

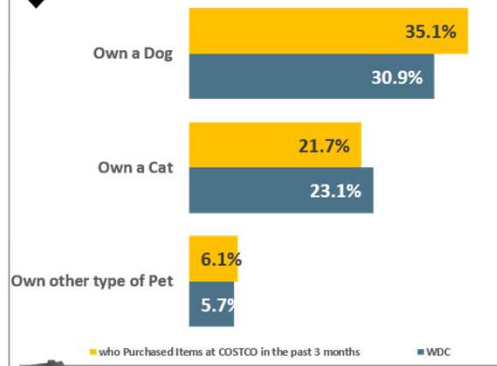
Own/Rent/Other: Adults 25 or older



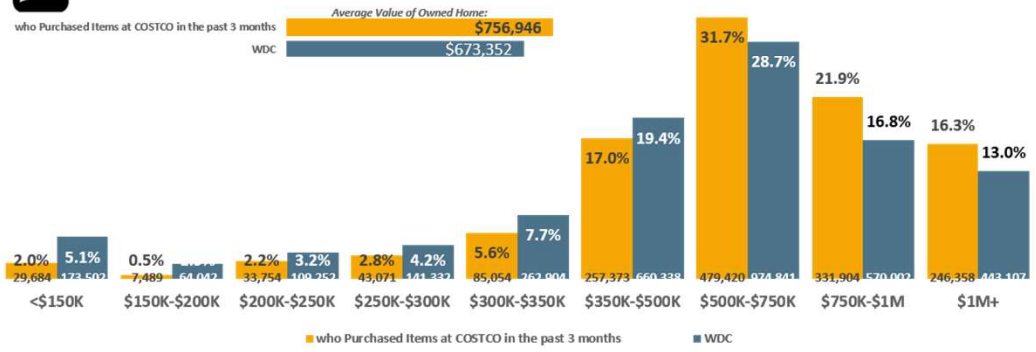
Type of Home: Adults 25 or older



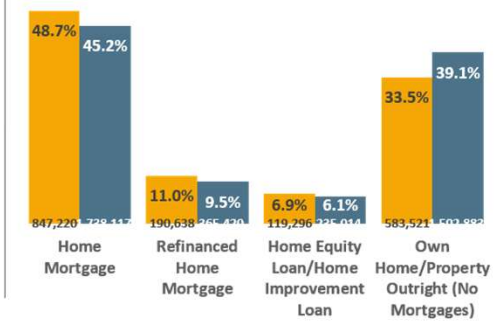
Pets in Home: Adults 25 or older



Value of Owned Home: Adults 25 or older



Home Loans: Adults 25 or older



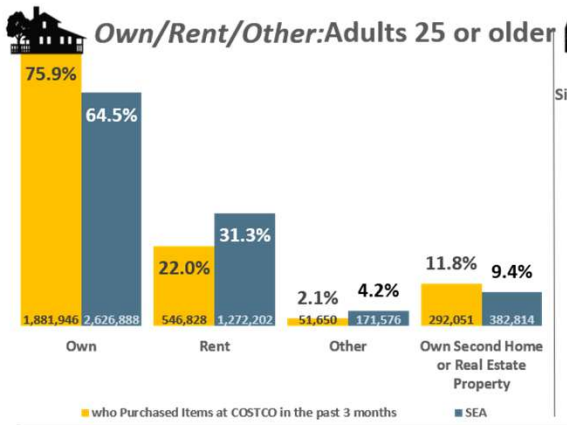
WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,258

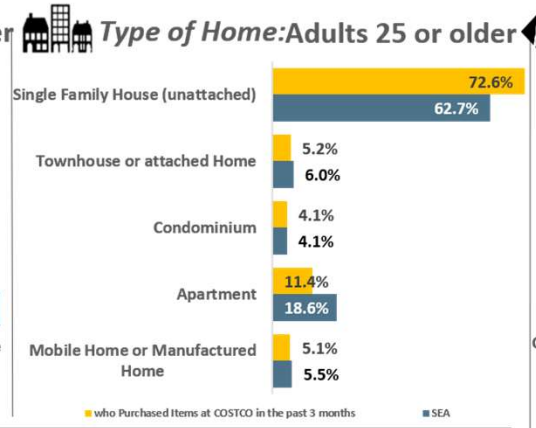
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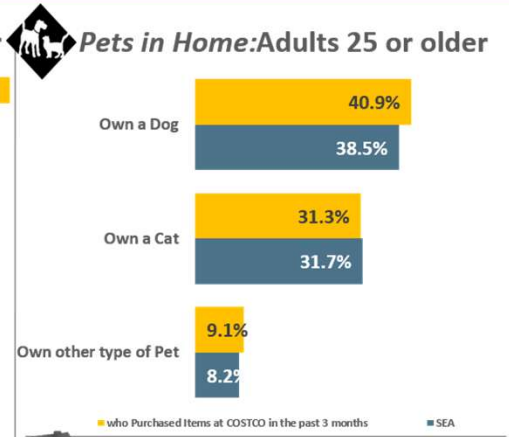
Major stores bought past 3 months: Costco

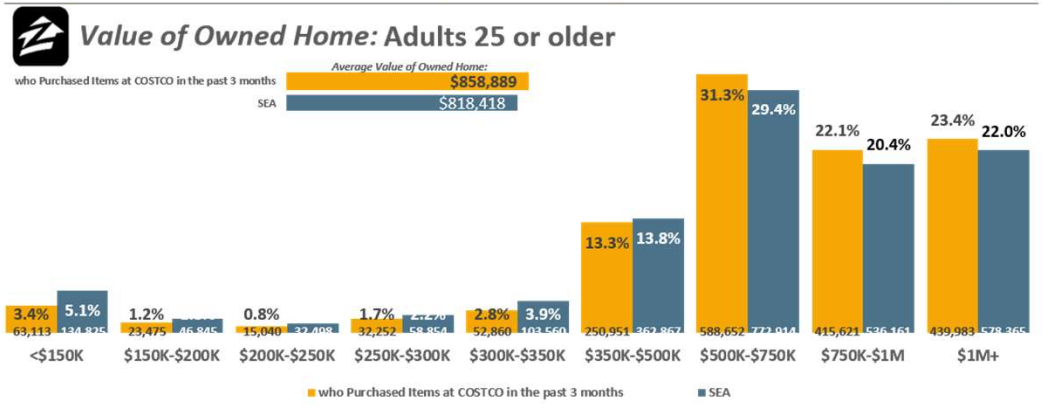


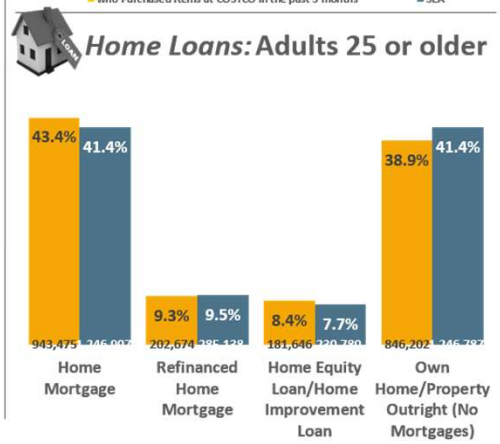
60.9% or 2,480,423 of SEA DMA Adults 25 or older Purchased Items at COSTCO in the past 3 months. Adults 25 or older who Purchased Items at COSTCO in the past 3 months are 17.6% more likely to own their home, 4.9% more likely to own a higher valued home, 15.8% more likely to have a single-family home, 6.1% more likely to have a dog.











SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,573

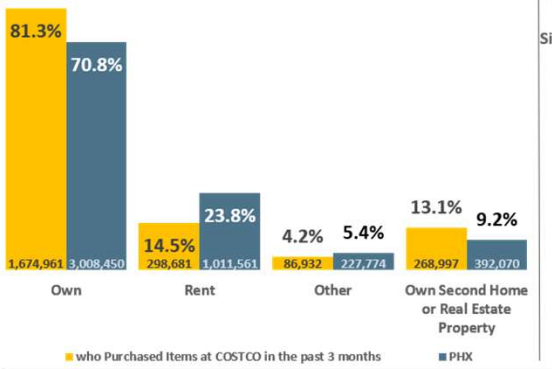
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Major stores bought past 3 months: Costco

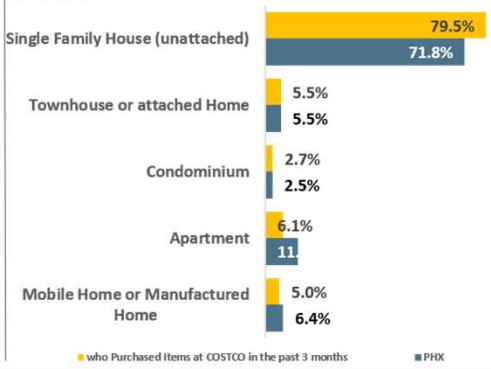


48.5% or 2,060,573 of PHX DMA Adults 25 or older Purchased Items at COSTCO in the past 3 months. Adults 25 or older who Purchased Items at COSTCO in the past 3 months are 14.8% more likely to own their home, 15.3% more likely to own a higher valued home, 10.8% more likely to have a single-family home, 5.5% more likely to have a dog.

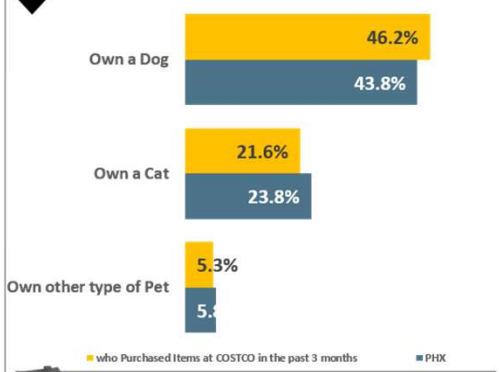
Own/Rent/Other: Adults 25 or older



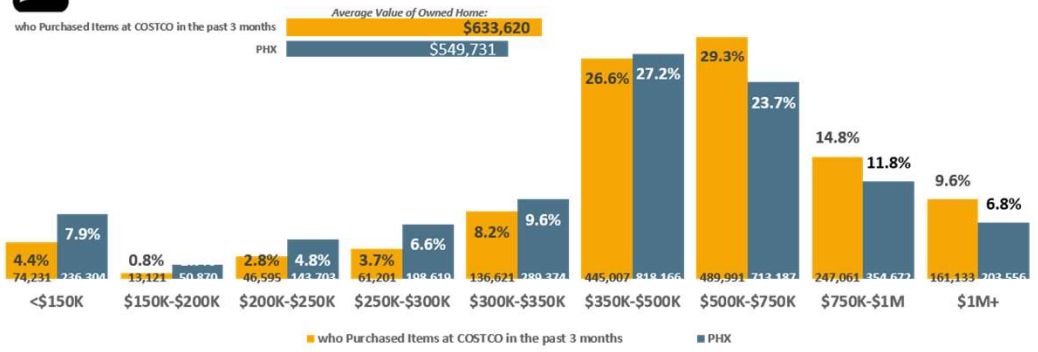
Type of Home: Adults 25 or older



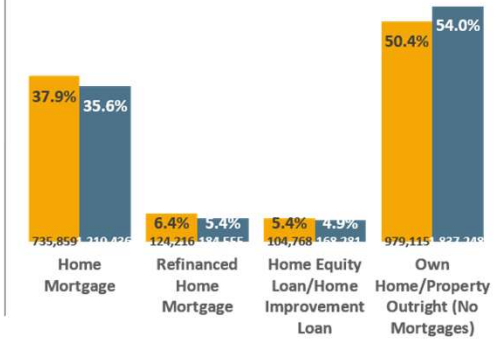
Pets in Home: Adults 25 or older



Value of Owned Home: Adults 25 or older



Home Loans: Adults 25 or older



PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 2,117

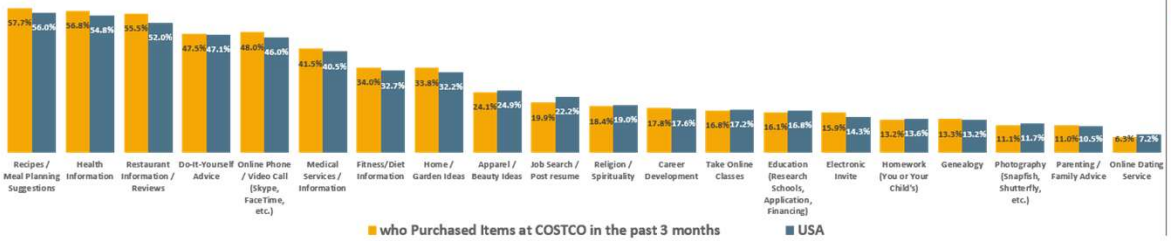
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Major stores bought past 3 months: Costco

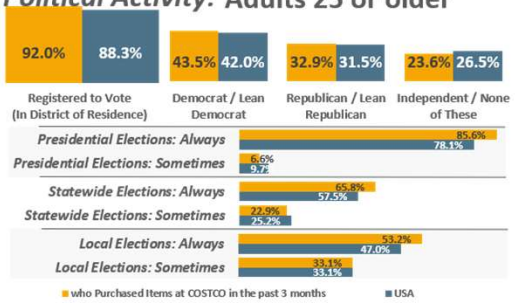


40.4% or 97,952,196 of USA DMA Adults 25 or older Purchased Items at COSTCO in the past 3 months. Adults 25 or older who Purchased Items at COSTCO in the past 3 months are .9% more likely to look up D-I-Y advice online, 13.2% more likely to always vote in local elections, 24.4% more likely to belong to a gym, 19.2% more likely to fly domestic past yr.

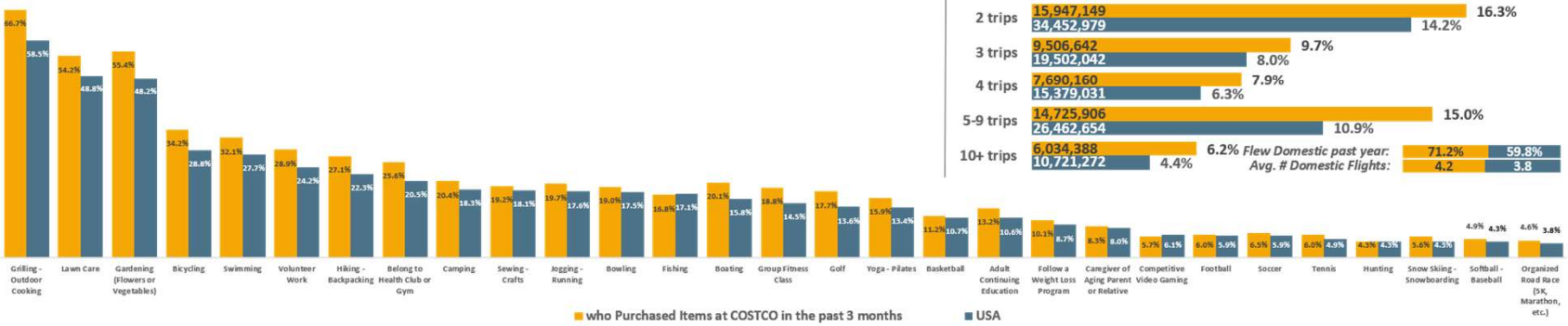
Top-20 past 30-days Online Lifestyle Activites: Adults 25 or older



Political Activity: Adults 25 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 25 or older



Past 12-months Domestic Airline Trips: Adults 25 or older

USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 18,202

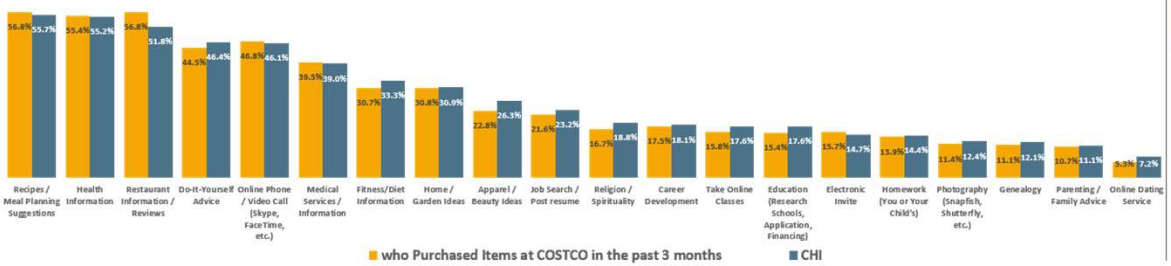
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Major stores bought past 3 months: Costco

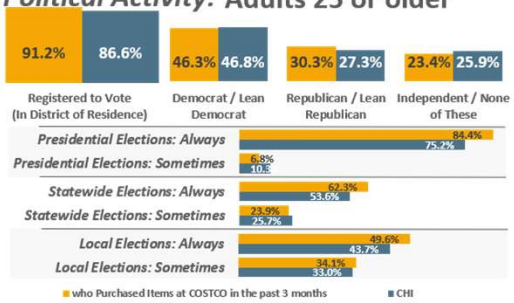


34.9% or 2,344,929 of CHI DMA Adults 25 or older Purchased Items at COSTCO in the past 3 months. Adults 25 or older who Purchased Items at COSTCO in the past 3 months are 4.1% less likely to look up D-I-Y advice online, 13.5% more likely to always vote in local elections, 30.% more likely to belong to a gym, 18.3% more likely to fly domestic past yr.

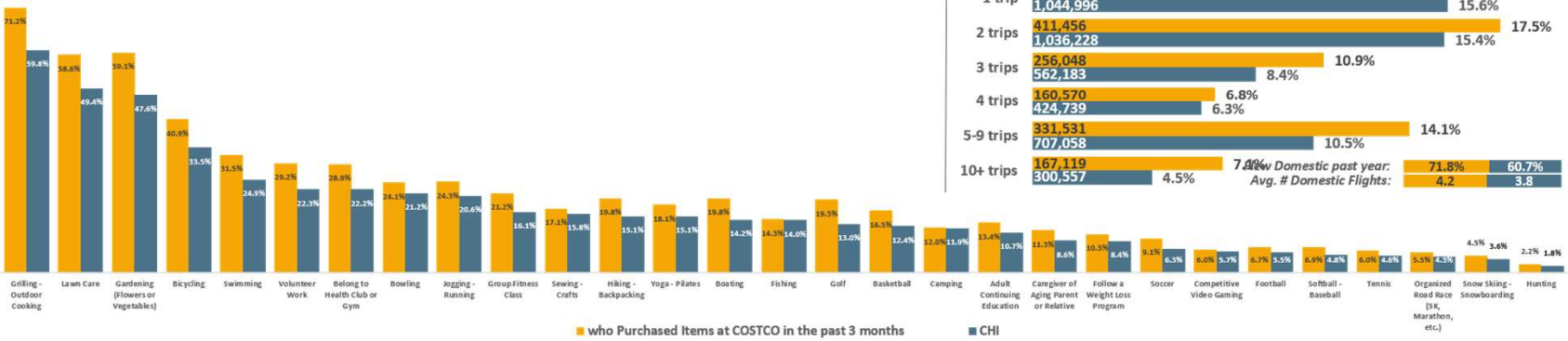
Top-20 past 30-days Online Lifestyle Activites: Adults 25 or older



Political Activity: Adults 25 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 25 or older



Past 12-months Domestic Airline Trips: Adults 25 or older

CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 2,465

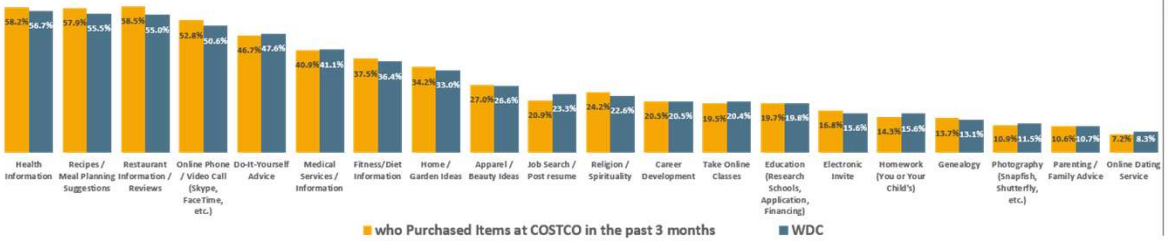
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Major stores bought past 3 months: Costco

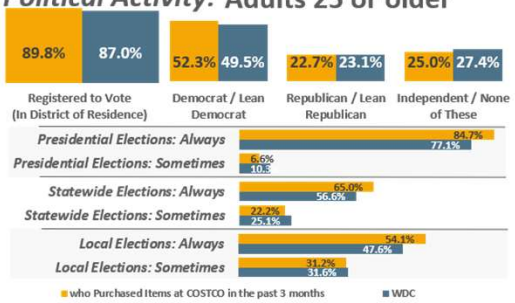


38.7% or 1,963,965 of WDC DMA Adults 25 or older Purchased Items at COSTCO in the past 3 months. Adults 25 or older who Purchased Items at COSTCO in the past 3 months are 1.8% less likely to look up D-I-Y advice online, 13.6% more likely to always vote in local elections, 18.8% more likely to belong to a gym, 14.2% more likely to fly domestic past yr

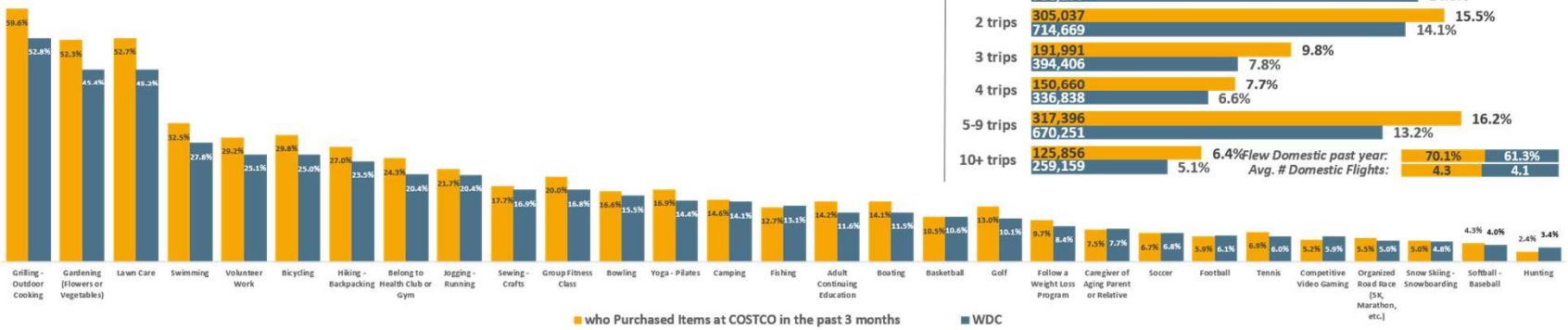
Top-20 past 30-days Online Lifestyle Activites: Adults 25 or older



Political Activity: Adults 25 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 25 or older



Past 12-months Domestic Airline Trips: Adults 25 or older

WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,258

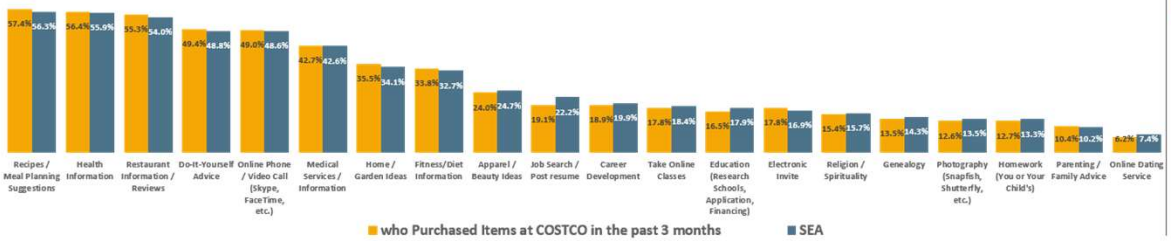
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Major stores bought past 3 months: Costco

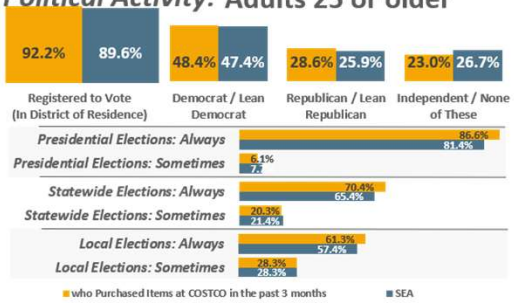


60.9% or 2,480,423 of SEA DMA Adults 25 or older Purchased Items at COSTCO in the past 3 months. Adults 25 or older who Purchased Items at COSTCO in the past 3 months are 1.2% more likely to look up D-I-Y advice online, 6.9% more likely to always vote in local elections, 16.6% more likely to belong to a gym, 10.7% more likely to fly domestic past yr.

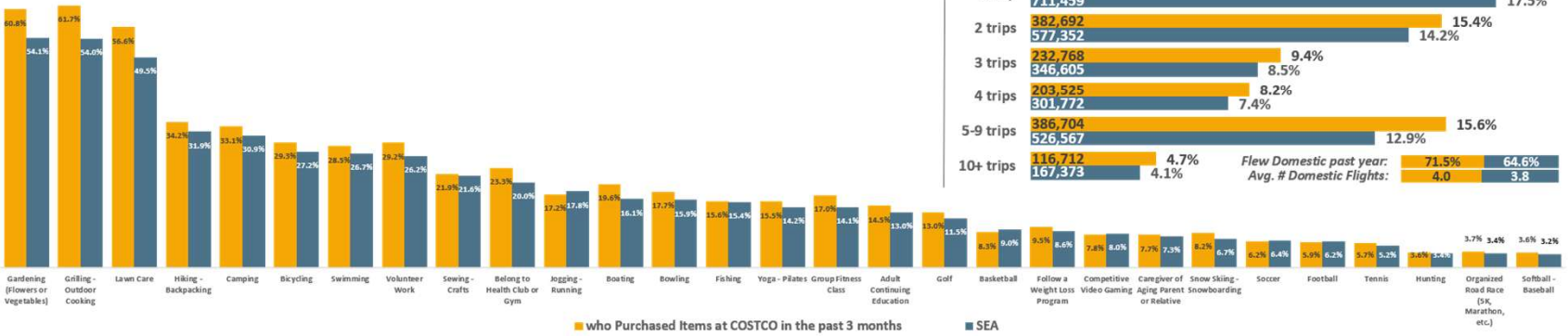
Top-20 past 30-days Online Lifestyle Activites: Adults 25 or older



Political Activity: Adults 25 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 25 or older



Past 12-months Domestic Airline Trips: Adults 25 or older

SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,573

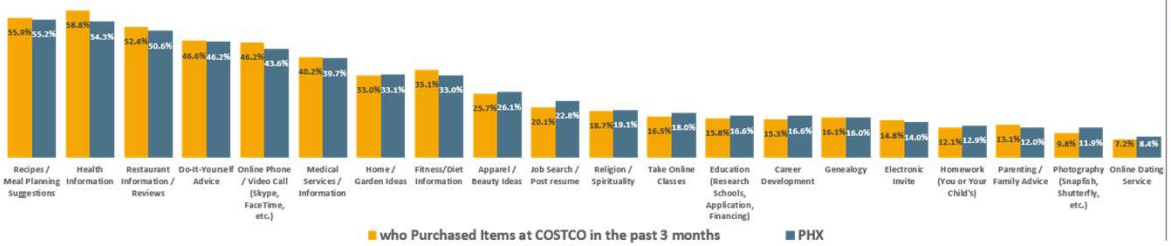
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Major stores bought past 3 months: Costco

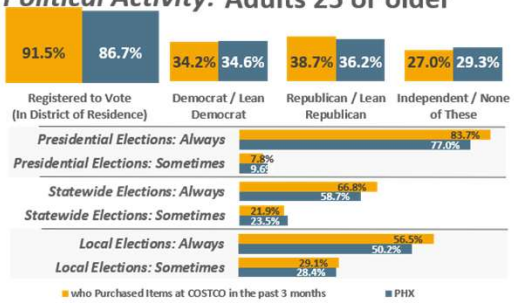


48.5% or 2,060,573 of PHX DMA Adults 25 or older Purchased Items at COSTCO in the past 3 months. Adults 25 or older who Purchased Items at COSTCO in the past 3 months are .8% more likely to look up D-I-Y advice online, 12.6% more likely to always vote in local elections, 24.% more likely to belong to a gym, 20.7% more likely to fly domestic past yr.

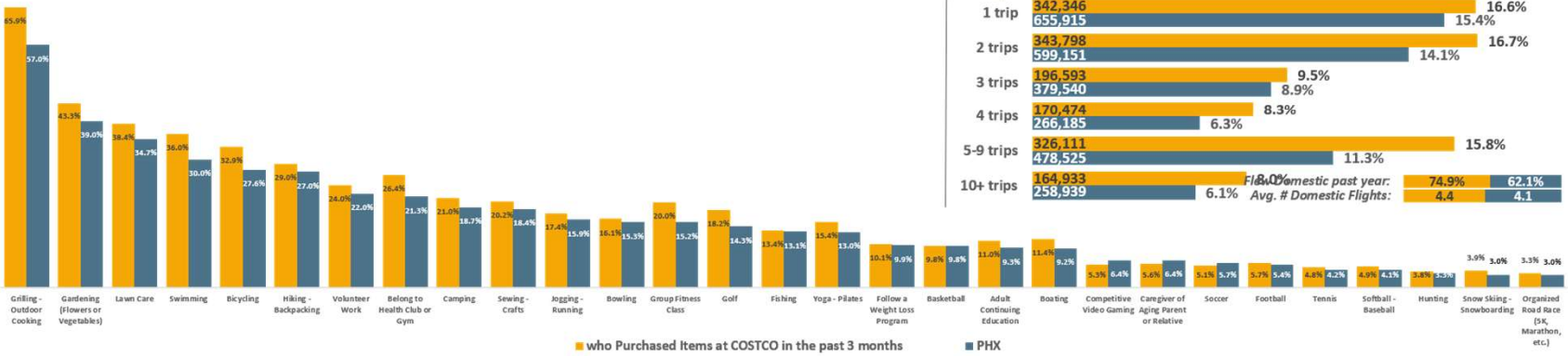
Top-20 past 30-days Online Lifestyle Activites: Adults 25 or older



Political Activity: Adults 25 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 25 or older



Past 12-months Domestic Airline Trips: Adults 25 or older

PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 2,117

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Major stores bought past 3 months: Costco



40.4% or 97,952,196 of USA DMA Adults 25 or older Purchased Items at COSTCO in the past 3 months. Adults 25 or older who Purchased Items at COSTCO in the past 3 months are 3.4% more likely to use QSRs past mo., 11.3% more likely to use Sit-Down Restaurants past mo., 5.8% more likely to use Casinos past yr., 46.9% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:

Past 30-days Sit-Down Restaurant Users: Adults 25 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 25 or older

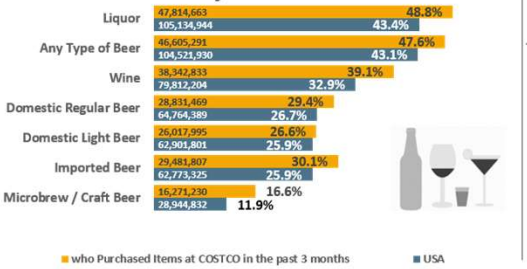
(Sit-Down Restaurants Used Past 30-days)



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

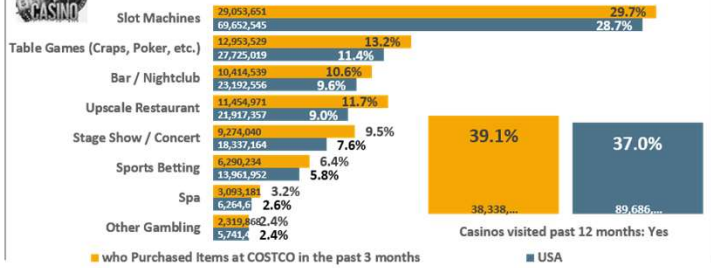


Drank Past 30-days: Adults 25 or older



Past 12 months Casino Activities: Adults 25 or older





Used Past 30-days: Adults 25 or older



USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 18,202

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Major stores bought past 3 months: Costco



34.9% or 2,344,929 of CHI DMA Adults 25 or older Purchased Items at COSTCO in the past 3 months. Adults 25 or older who Purchased Items at COSTCO in the past 3 months are 5.3% more likely to use QSRs past mo., 12.1% more likely to use Sit-Down Restaurants past mo., 1.9% more likely to use Casinos past yr., 41.9% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



Past 30-days Sit-Down Restaurant Users: Adults 25 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 25 or older

(Sit-Down Restaurants Used Past 30-days)



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

who Purchased Items at COSTCO in the past 3 months	466,519	19.9%
CHI	1,407,529	21.0%

Drank Past 30-days: Adults 25 or older



Past 12 months Casino Activities: Adults 25 or older



Used Past 30-days: Adults 25 or older



CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 2,465

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Major stores bought past 3 months: Costco



38.7% or 1,963,965 of WDC DMA Adults 25 or older Purchased Items at COSTCO in the past 3 months. Adults 25 or older who Purchased Items at COSTCO in the past 3 months are 4.8% more likely to use QSRs past mo., 11.9% more likely to use Sit-Down Restaurants past mo., 7.1% more likely to use Casinos past yr., 40.7% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



Past 30-days Sit-Down Restaurant Users: Adults 25 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 25 or older

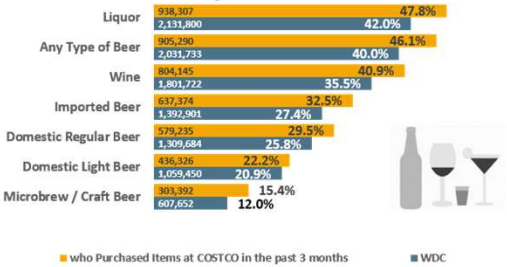
(Sit-Down Restaurants Used Past 30-days)



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

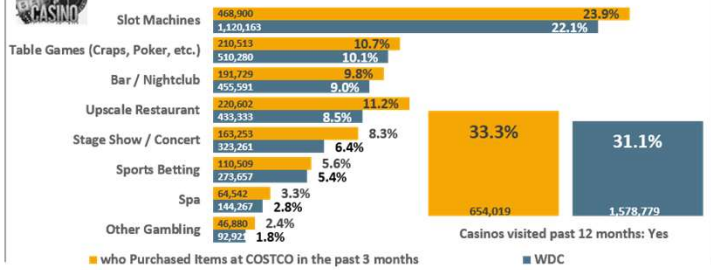


Drank Past 30-days: Adults 25 or older



Past 12 months Casino Activities: Adults 25 or older





Used Past 30-days: Adults 25 or older



WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,258

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Major stores bought past 3 months: Costco



60.9% or 2,480,423 of SEA DMA Adults 25 or older Purchased Items at COSTCO in the past 3 months. Adults 25 or older who Purchased Items at COSTCO in the past 3 months are 2.9% more likely to use QSRs past mo., 11.2% more likely to use Sit-Down Restaurants past mo., .6% less likely to use Casinos past yr., 47.2% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



Past 30-days Sit-Down Restaurant Users: Adults 25 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 25 or older

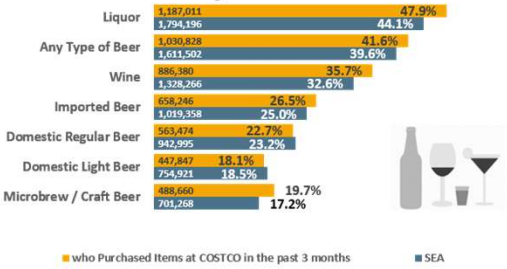
(Sit-Down Restaurants Used Past 30-days)



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

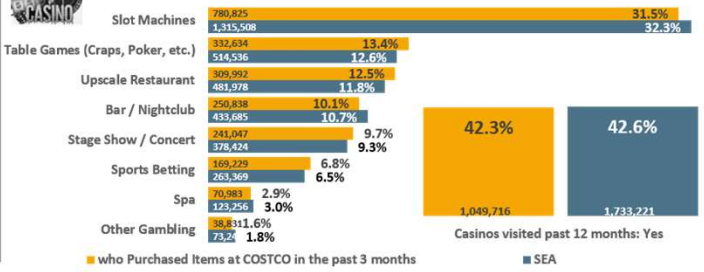


Drank Past 30-days: Adults 25 or older



Past 12 months Casino Activities: Adults 25 or older





Used Past 30-days: Adults 25 or older



SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,573

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Major stores bought past 3 months: Costco



48.5% or 2,060,573 of PHX DMA Adults 25 or older Purchased Items at COSTCO in the past 3 months. Adults 25 or older who Purchased Items at COSTCO in the past 3 months are 4.1% more likely to use QSRs past mo., 12.5% more likely to use Sit-Down Restaurants past mo., .8% more likely to use Casinos past yr., 37.5% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



Past 30-days Sit-Down Restaurant Users: Adults 25 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 25 or older

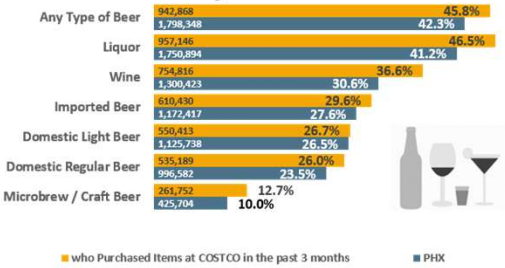
(Sit-Down Restaurants Used Past 30-days)



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

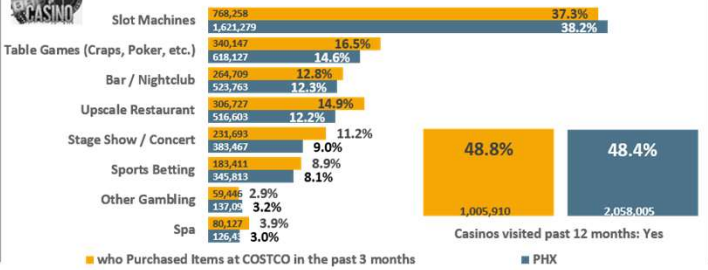


Drank Past 30-days: Adults 25 or older



Past 12 months Casino Activities: Adults 25 or older





Used Past 30-days: Adults 25 or older



PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 2,117

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Major stores bought past 3 months: Costco

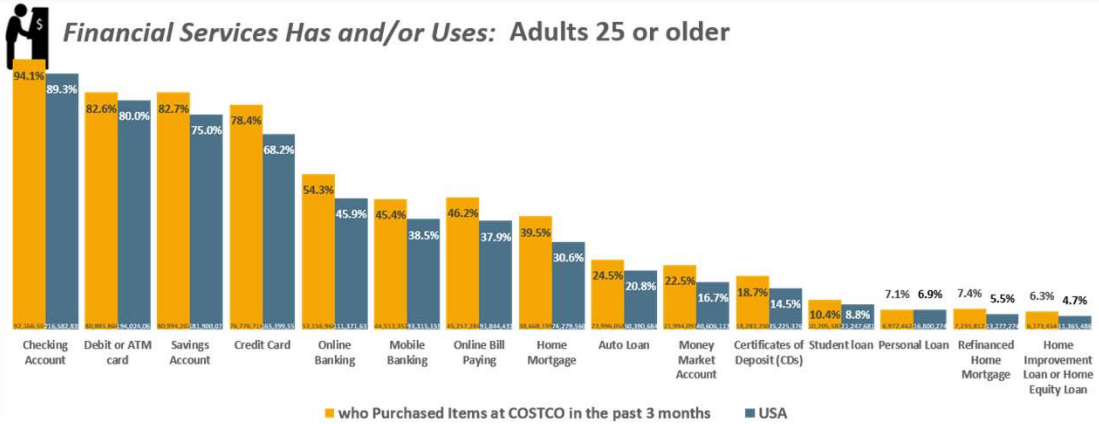


40.4% or 97,952,196 of USA DMA Adults 25 or older Purchased Items at COSTCO in the past 3 months. Adults 25 or older who Purchased Items at COSTCO in the past 3 months are 22.9% more likely to have a 401K, 17.9% more likely to have an Auto Loan, 30.% more likely to Invest/Trade Stocks Online, 3.% less likely to pay with their Debit Card.

Investments Owned: Adults 25 or older



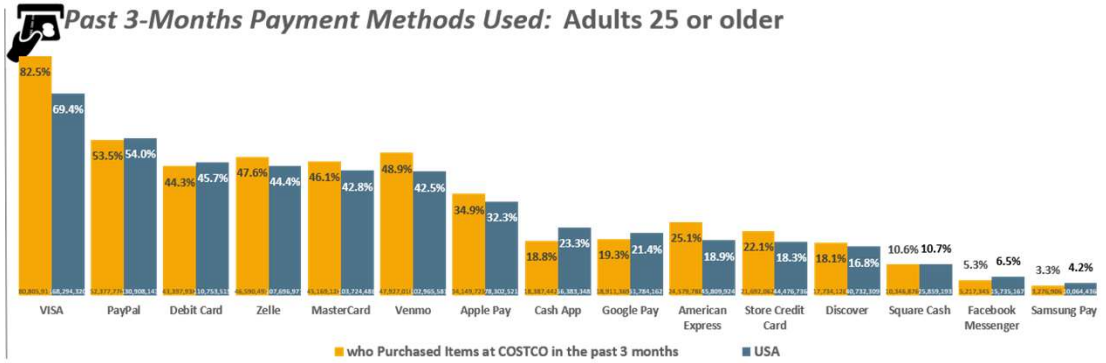
Financial Services Has and/or Uses: Adults 25 or older



Professional Services Used:* Adults 25 or older



Past 3-Months Payment Methods Used: Adults 25 or older



USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 18,202

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Major stores bought past 3 months: Costco

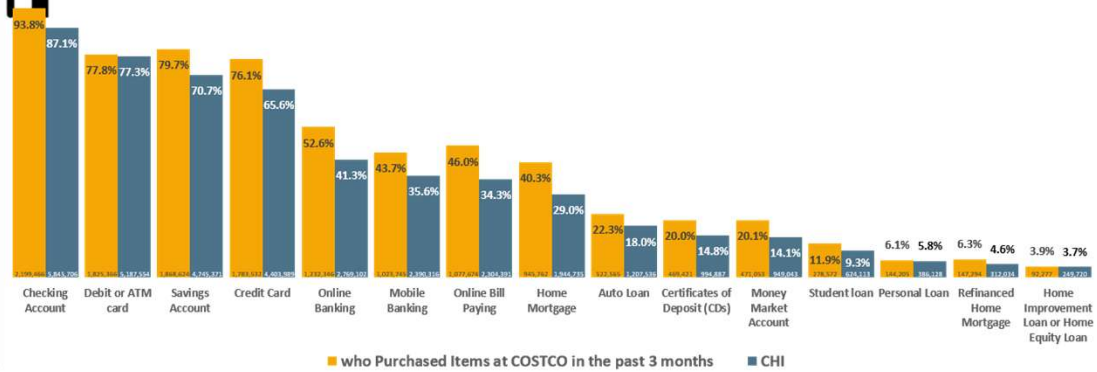


34.9% or 2,344,929 of CHI DMA Adults 25 or older Purchased Items at COSTCO in the past 3 months. Adults 25 or older who Purchased Items at COSTCO in the past 3 months are 32.2% more likely to have a 401K, 23.9% more likely to have an Auto Loan, 37.9% more likely to Invest/Trade Stocks Online, 6.1% less likely to pay with their Debit Card.

Investments Owned: Adults 25 or older



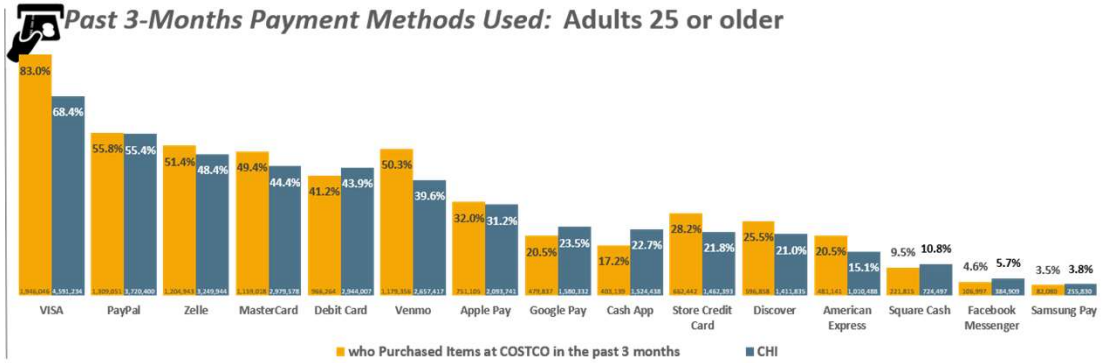
Financial Services Has and/or Uses: Adults 25 or older



Professional Services Used:* Adults 25 or older



Past 3-Months Payment Methods Used: Adults 25 or older



CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 2,465

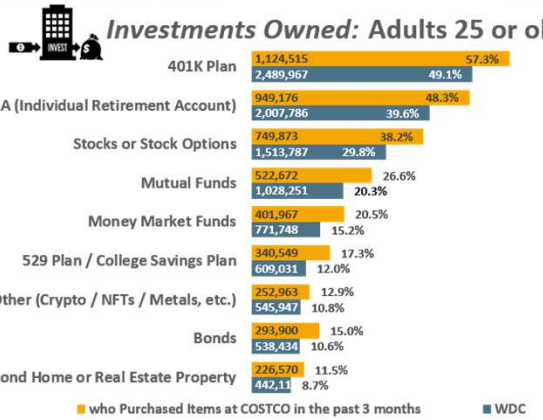
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Major stores bought past 3 months: Costco

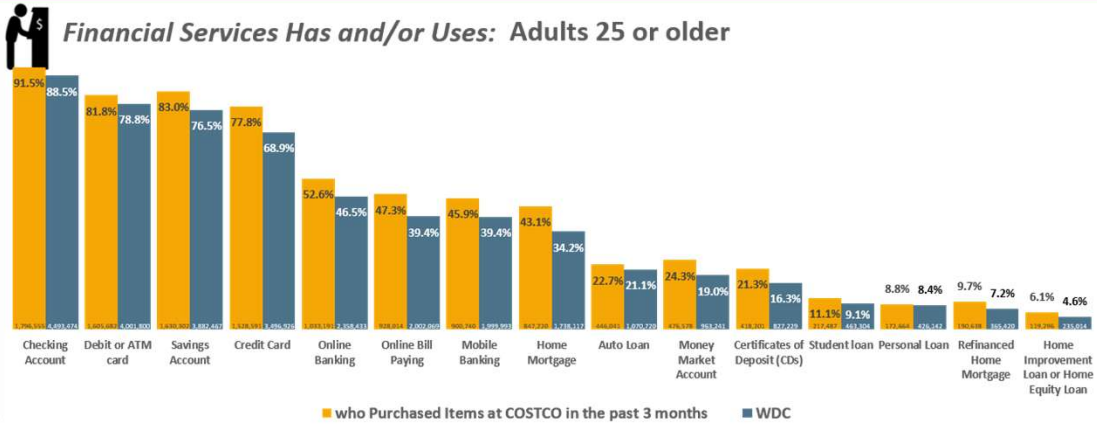


38.7% or 1,963,965 of WDC DMA Adults 25 or older Purchased Items at COSTCO in the past 3 months. Adults 25 or older who Purchased Items at COSTCO in the past 3 months are 16.7% more likely to have a 401K, 7.7% more likely to have an Auto Loan, 27.7% more likely to Invest/Trade Stocks Online, 2.8% less likely to pay with their Debit Card.

Investments Owned: Adults 25 or older



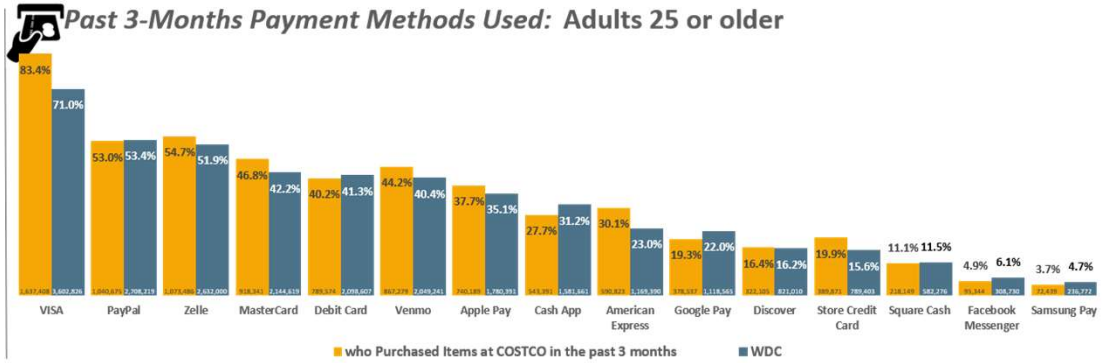
Financial Services Has and/or Uses: Adults 25 or older



Professional Services Used:* Adults 25 or older



Past 3-Months Payment Methods Used: Adults 25 or older



WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,258

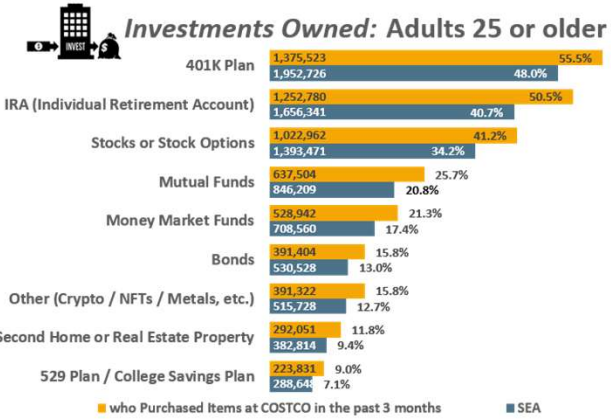
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Major stores bought past 3 months: Costco

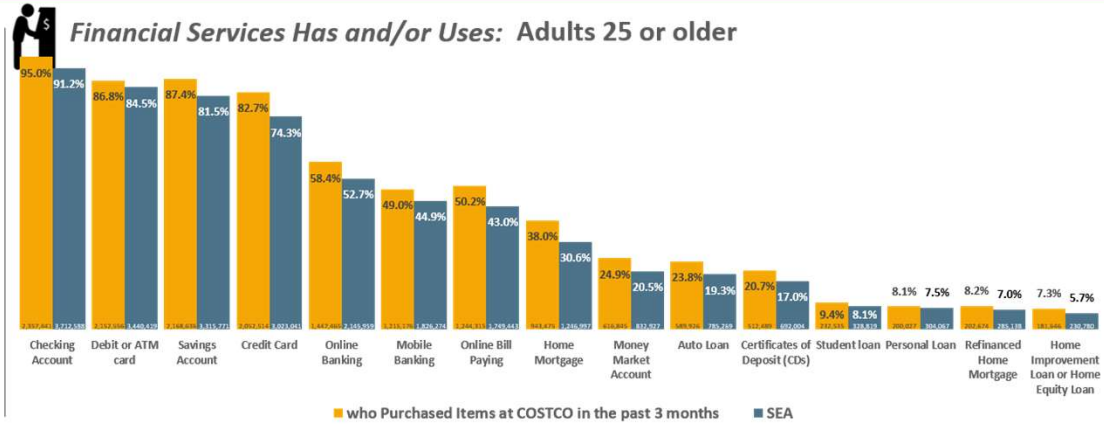


60.9% or 2,480,423 of SEA DMA Adults 25 or older Purchased Items at COSTCO in the past 3 months. Adults 25 or older who Purchased Items at COSTCO in the past 3 months are 15.6% more likely to have a 401K, 23.3% more likely to have an Auto Loan, 16.% more likely to Invest/Trade Stocks Online, .5% more likely to pay with their Debit Card.

Investments Owned: Adults 25 or older



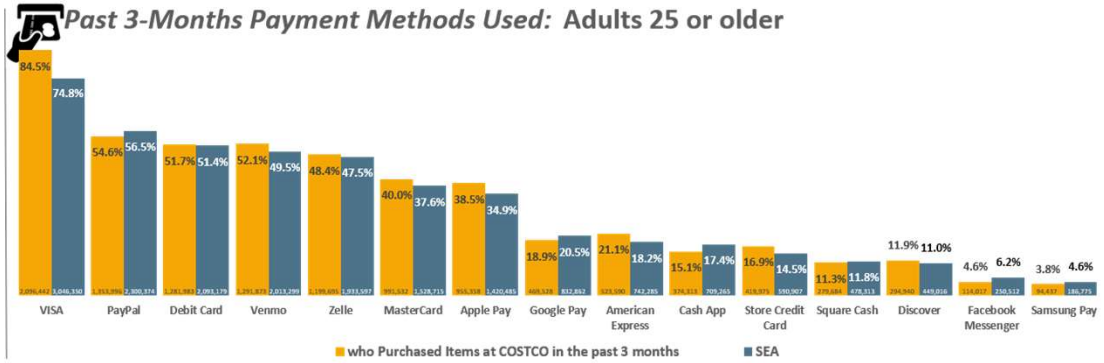
Financial Services Has and/or Uses: Adults 25 or older



Professional Services Used:* Adults 25 or older



Past 3-Months Payment Methods Used: Adults 25 or older



SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,573

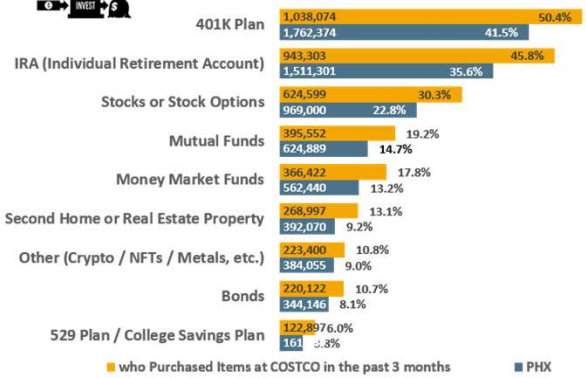
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Major stores bought past 3 months: Costco

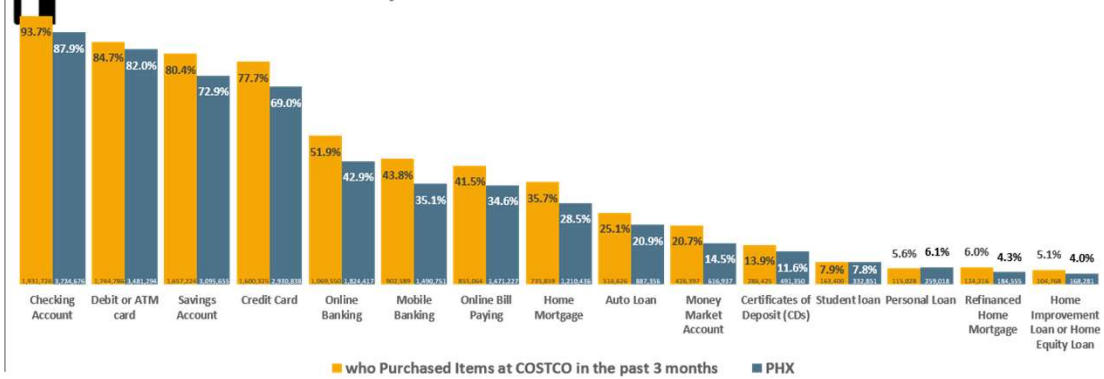


48.5% or 2,060,573 of PHX DMA Adults 25 or older Purchased Items at COSTCO in the past 3 months. Adults 25 or older who Purchased Items at COSTCO in the past 3 months are 21.4% more likely to have a 401K, 20.% more likely to have an Auto Loan, 26.9% more likely to Invest/Trade Stocks Online, 1.3% less likely to pay with their Debit Card.

Investments Owned: Adults 25 or older



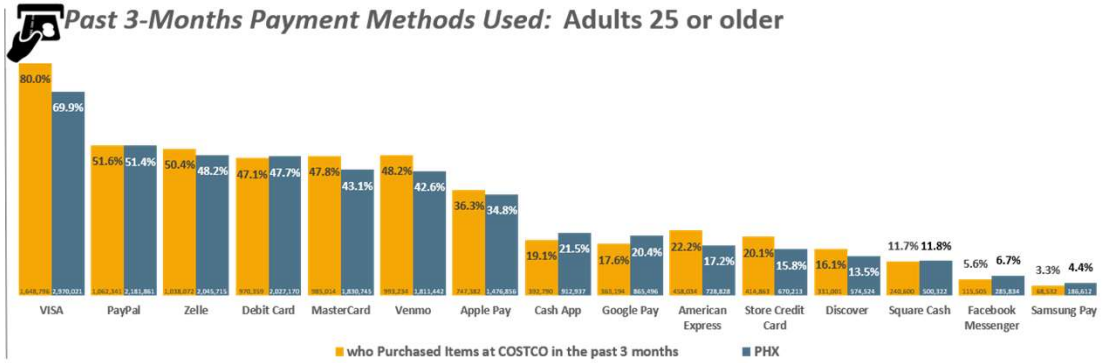
Financial Services Has and/or Uses: Adults 25 or older



Professional Services Used:* Adults 25 or older



Past 3-Months Payment Methods Used: Adults 25 or older



PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 2,117

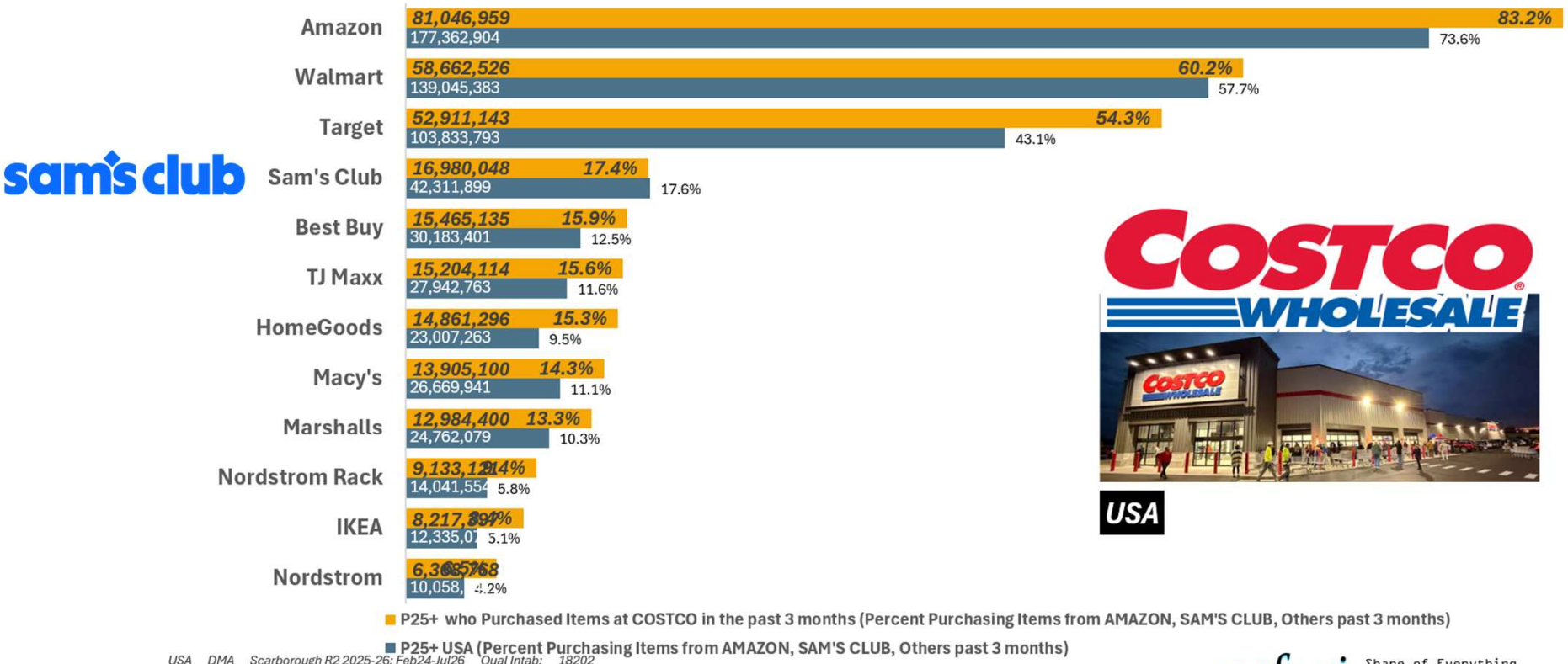
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Major stores bought past 3 months: Costco



"Other Major Stores Bought at in the past 3 months"

P25+ who Purchased Items at COSTCO in the past 3 months (Percent Purchasing Items from AMAZON, SAM'S CLUB, Others past 3 months)



USA

USA DMA Scarborough R2 2025-26: Feb24-Jul26 Qual Intab: 18202

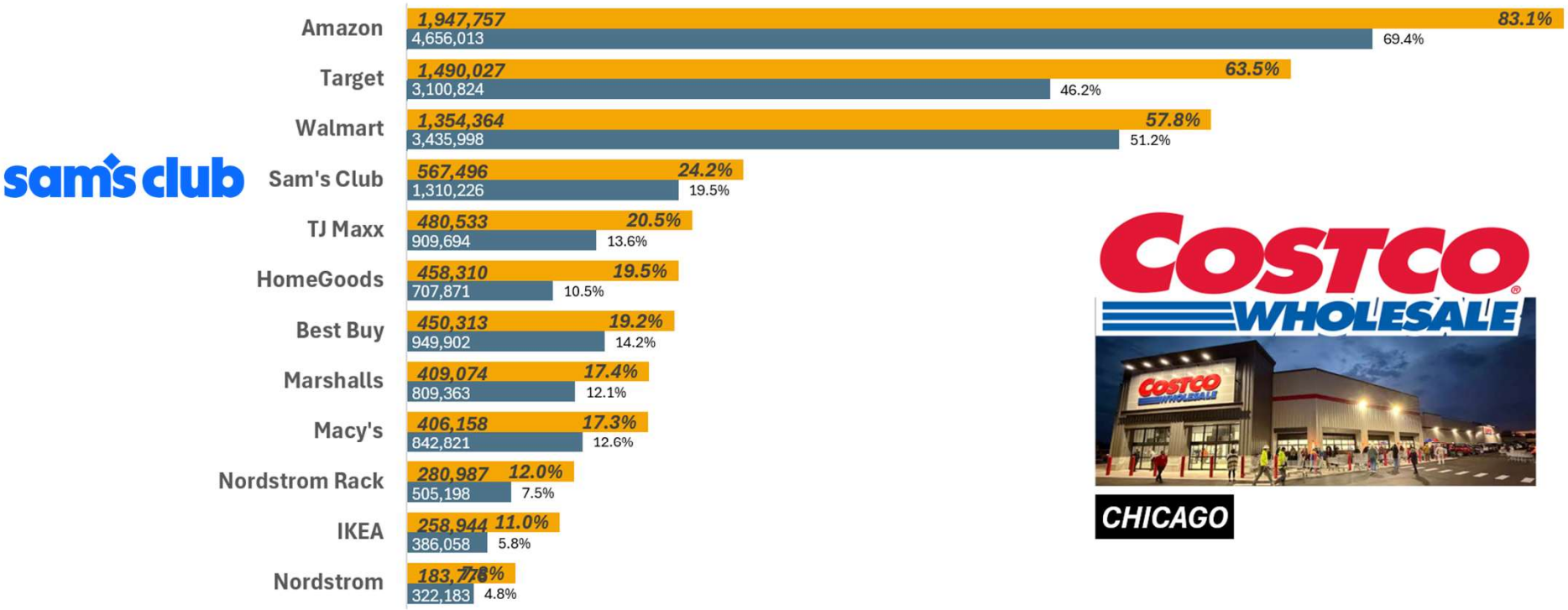
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"Other Major Stores Bought at in the past 3 months"

P25+ who Purchased Items at COSTCO in the past 3 months (Percent Purchasing Items from AMAZON, SAM'S CLUB, Others past 3 months)



CHICAGO

CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 / Scarborough R1 2025: Feb24-Feb25 Qual Intab: 2465

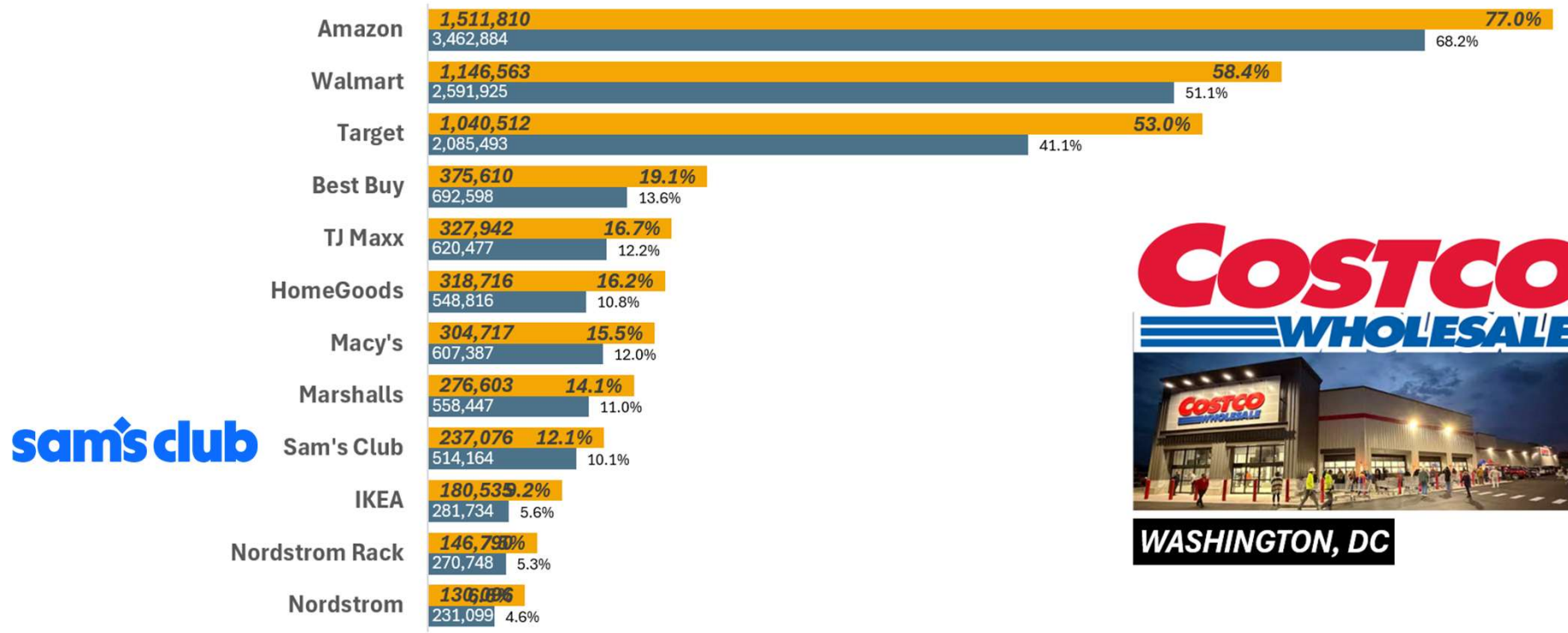
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"Other Major Stores Bought at in the past 3 months"

P18+ who Purchased Items at COSTCO in the past 3 months (Percent Purchasing Items from AMAZON, SAM'S CLUB, Others past 3 months)



WASHINGTON, DC

P18+ who Purchased Items at COSTCO in the past 3 months (Percent Purchasing Items from AMAZON, SAM'S CLUB, Others past 3 months)

P18+ WASHINGTON, DC (Percent Purchasing Items from AMAZON, SAM'S CLUB, Others past 3 months)

WASHINGTON, DC DMA Scarborough R1 2025-26: Mar24-Mar26 Qual Intab: 4258

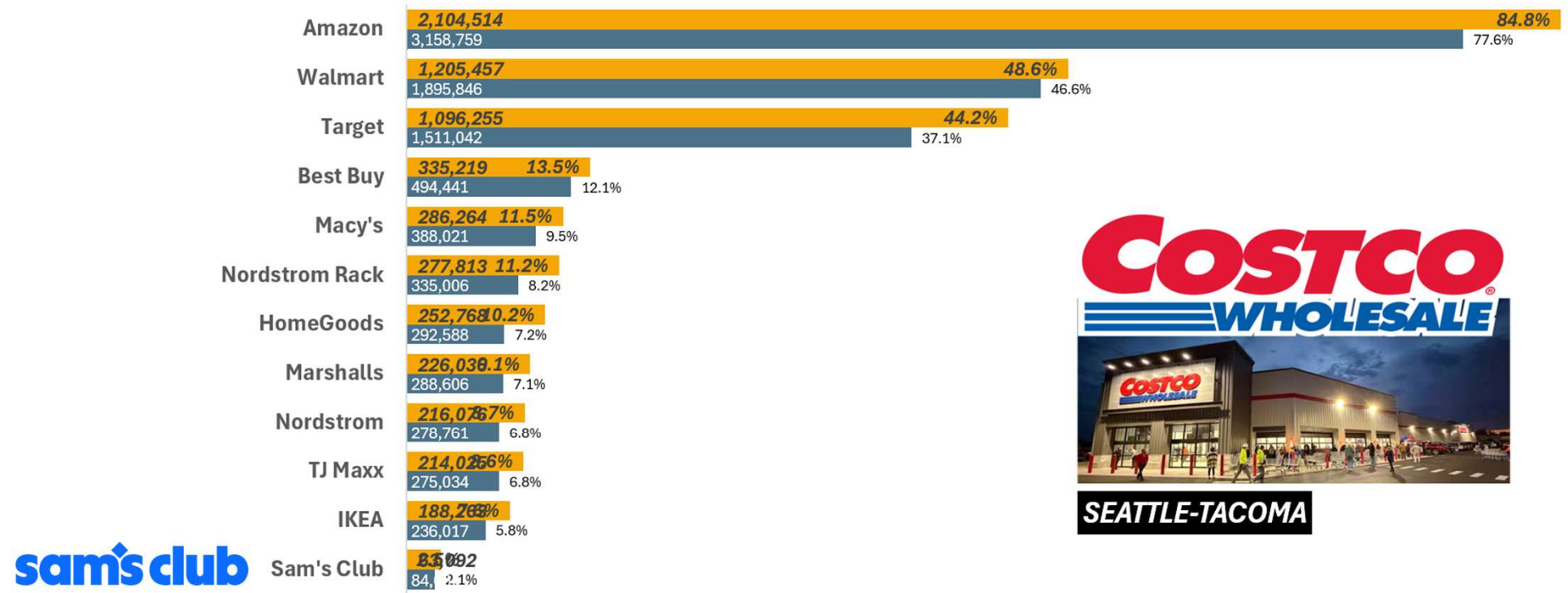
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"Other Major Stores Bought at in the past 3 months"

P25+ who Purchased Items at COSTCO in the past 3 months (Percent Purchasing Items from AMAZON, SAM'S CLUB, Others past 3 months)

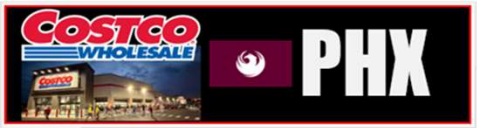


SEATTLE-TACOMA

SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 / Scarborough R1 2025: Feb24-Feb25 Qual Intab: 4573

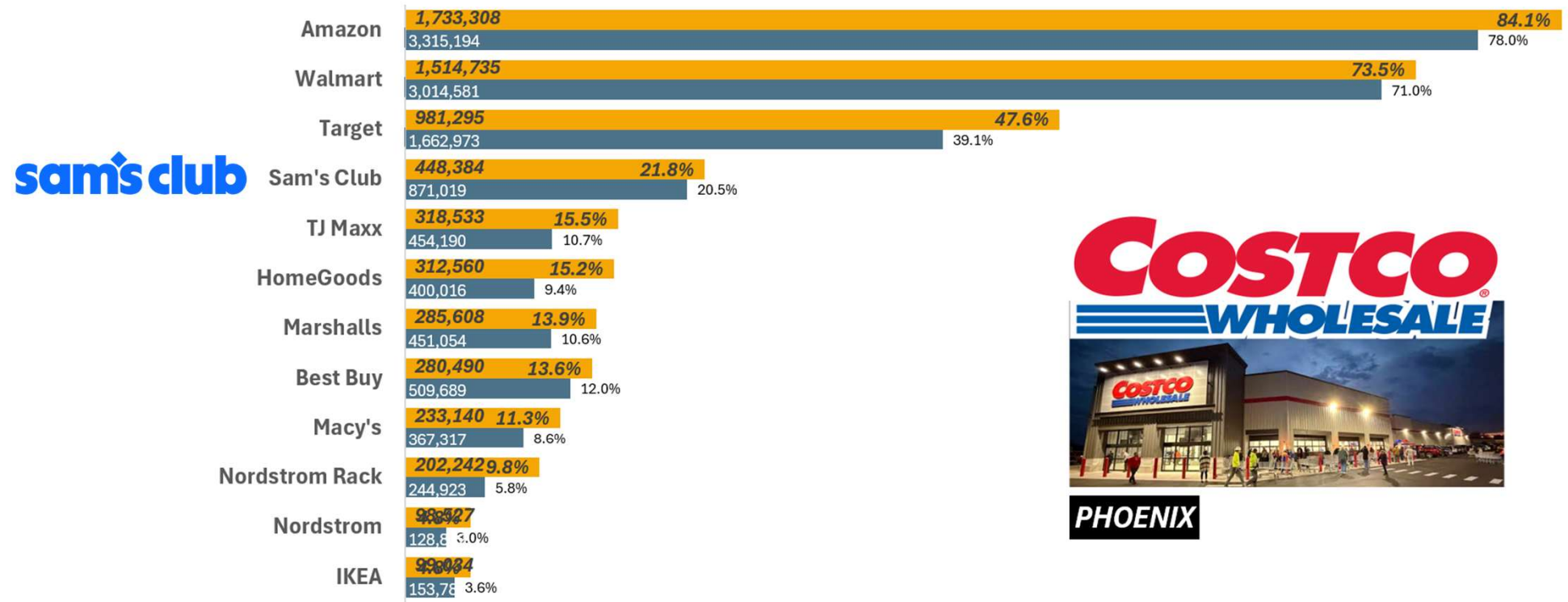
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"Other Major Stores Bought at in the past 3 months"

P25+ who Purchased Items at COSTCO in the past 3 months (Percent Purchasing Items from AMAZON, SAM'S CLUB, Others past 3 months)

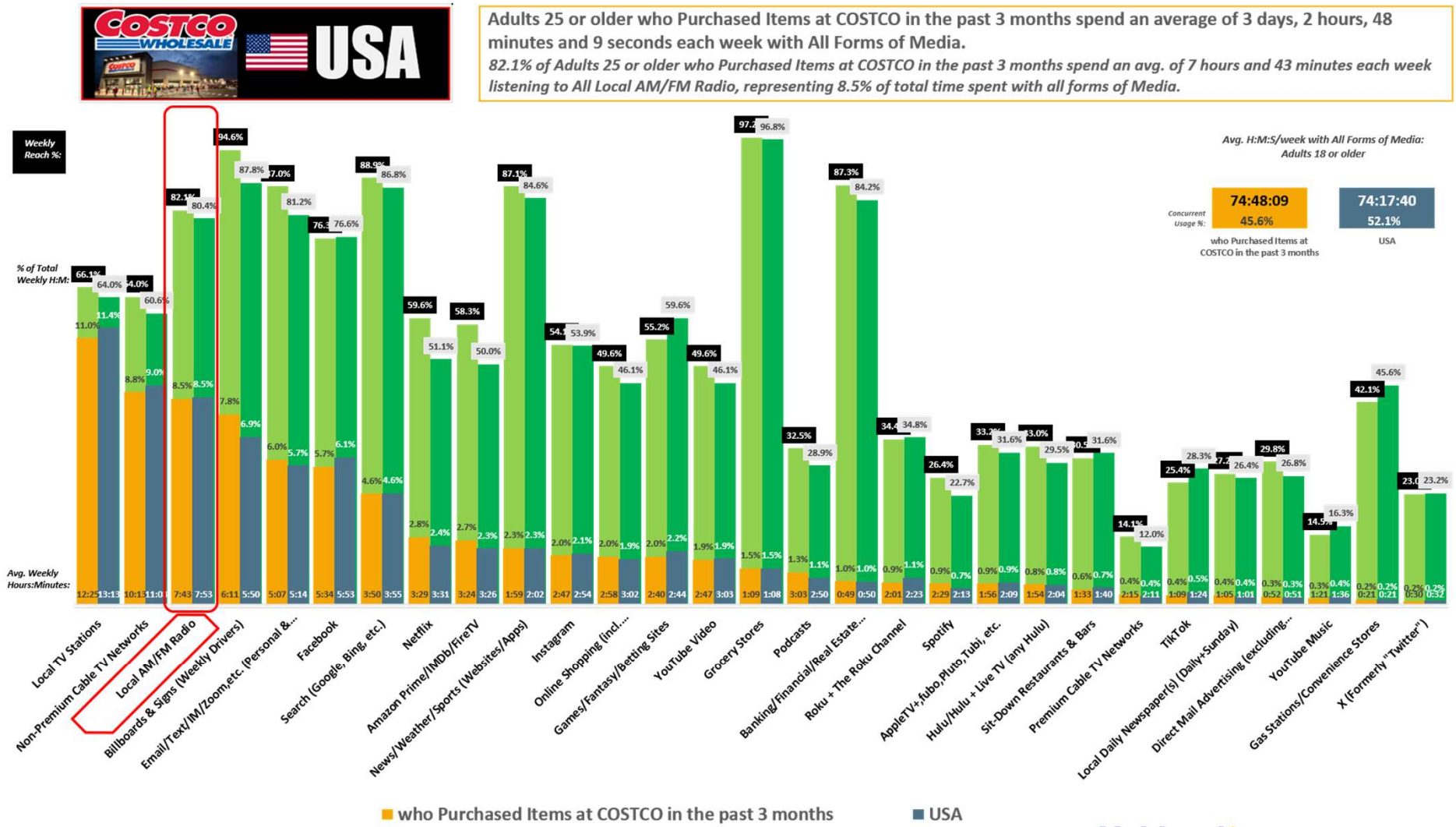


PHOENIX

PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 / Scarborough R2 2025: Aug24-Jul25 Qual Intab:...

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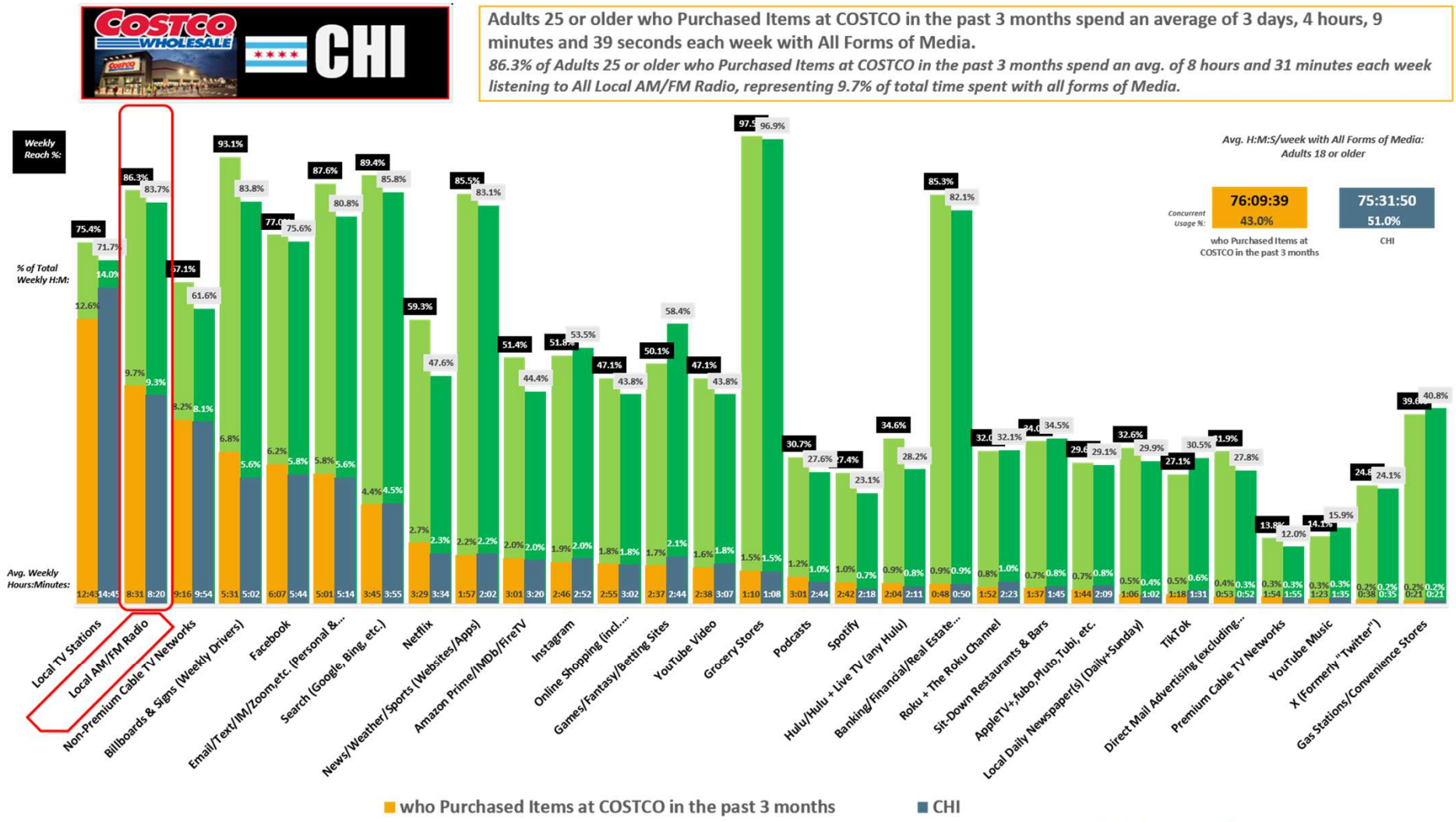


Scarborough R2 2025-26: Feb24-Jul26 USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 45,070
USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 18,202

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Major stores bought past 3 months: Costco

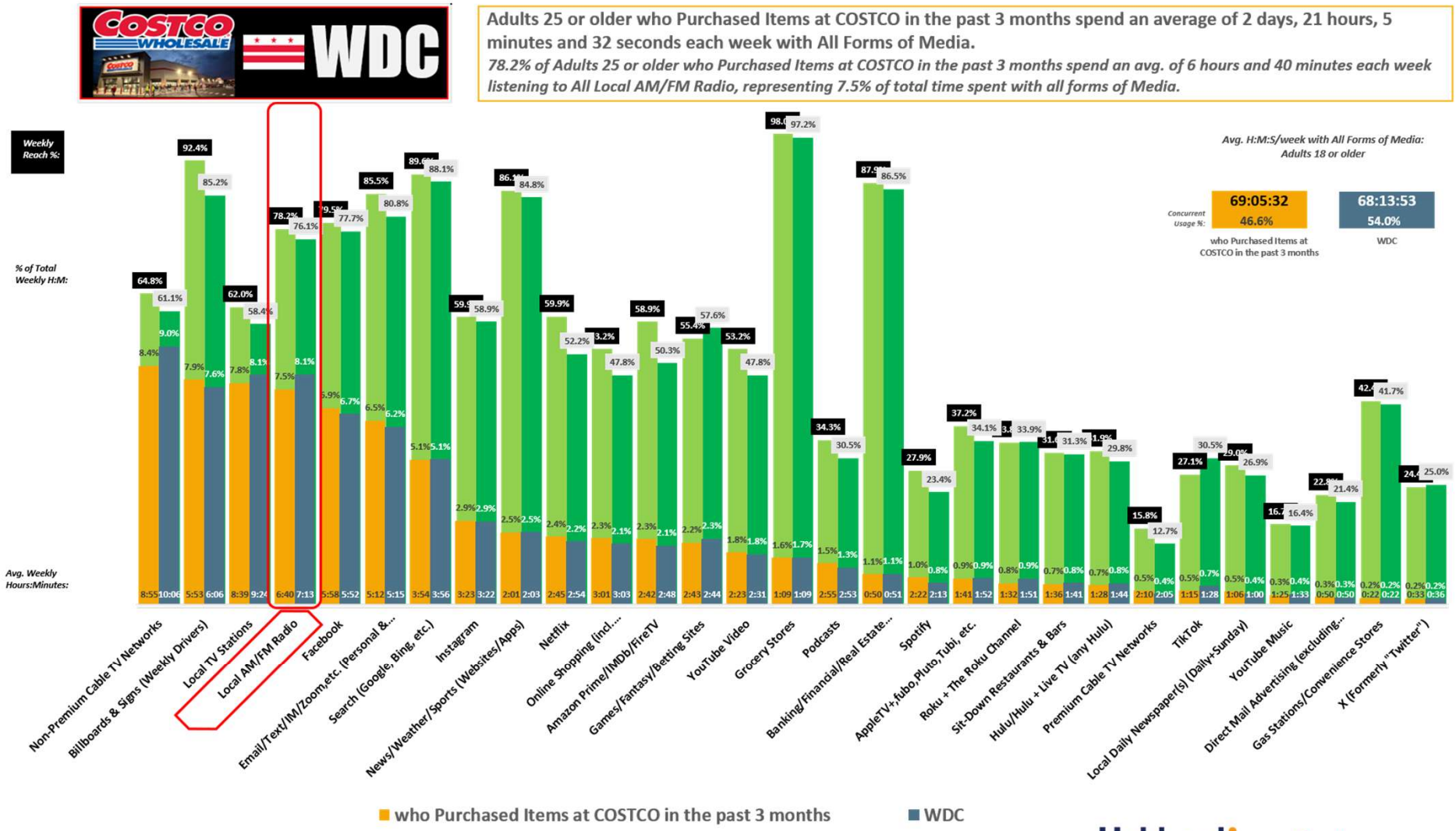


CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 2,465 CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 7,248

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Major stores bought past 3 months: Costco

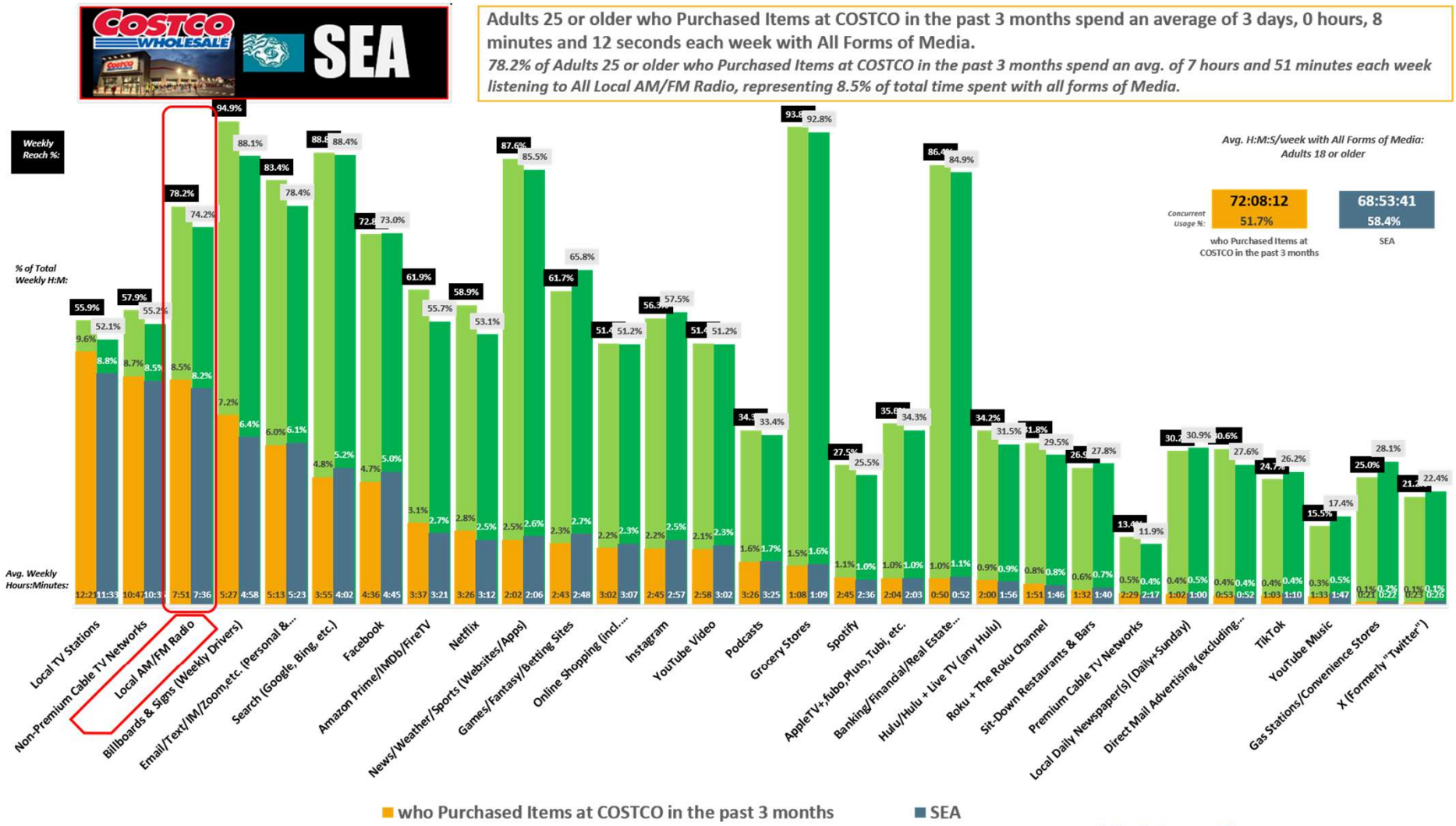


WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,258 WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 10,324

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Major stores bought past 3 months: Costco

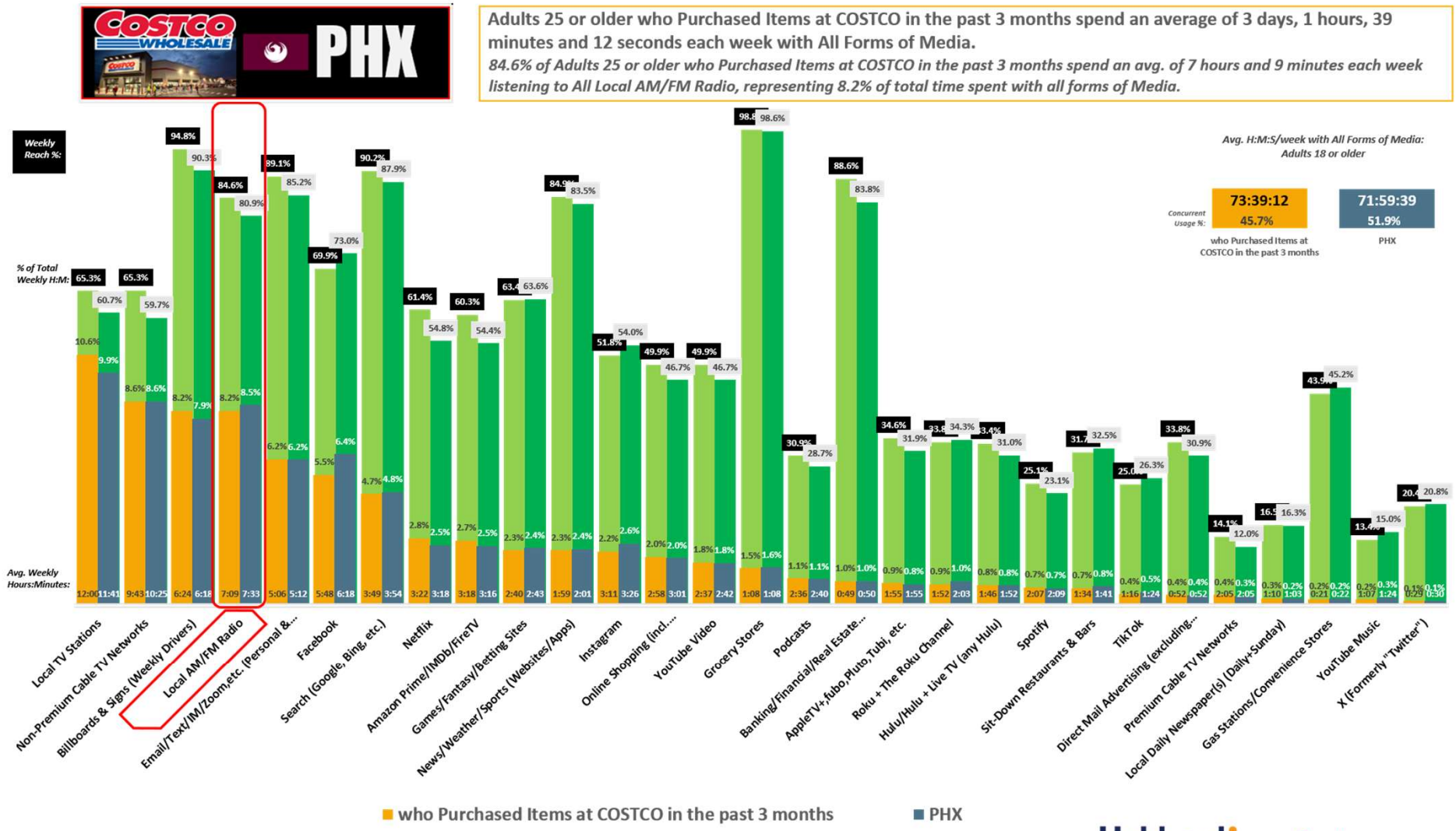


SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,573 SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 7,280

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Major stores bought past 3 months: Costco

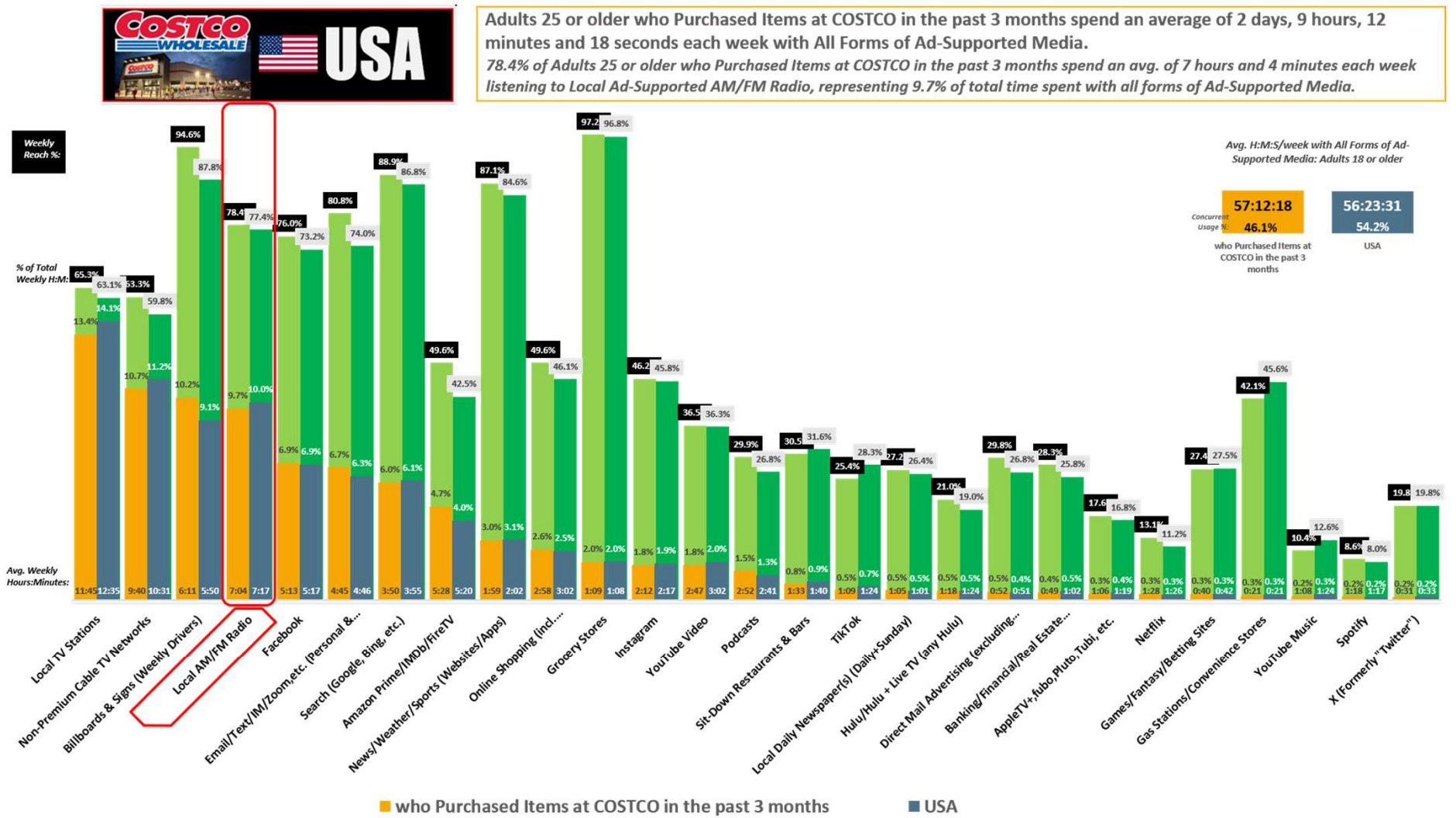


PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 2,117 PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,474

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Major stores bought past 3 months: Costco

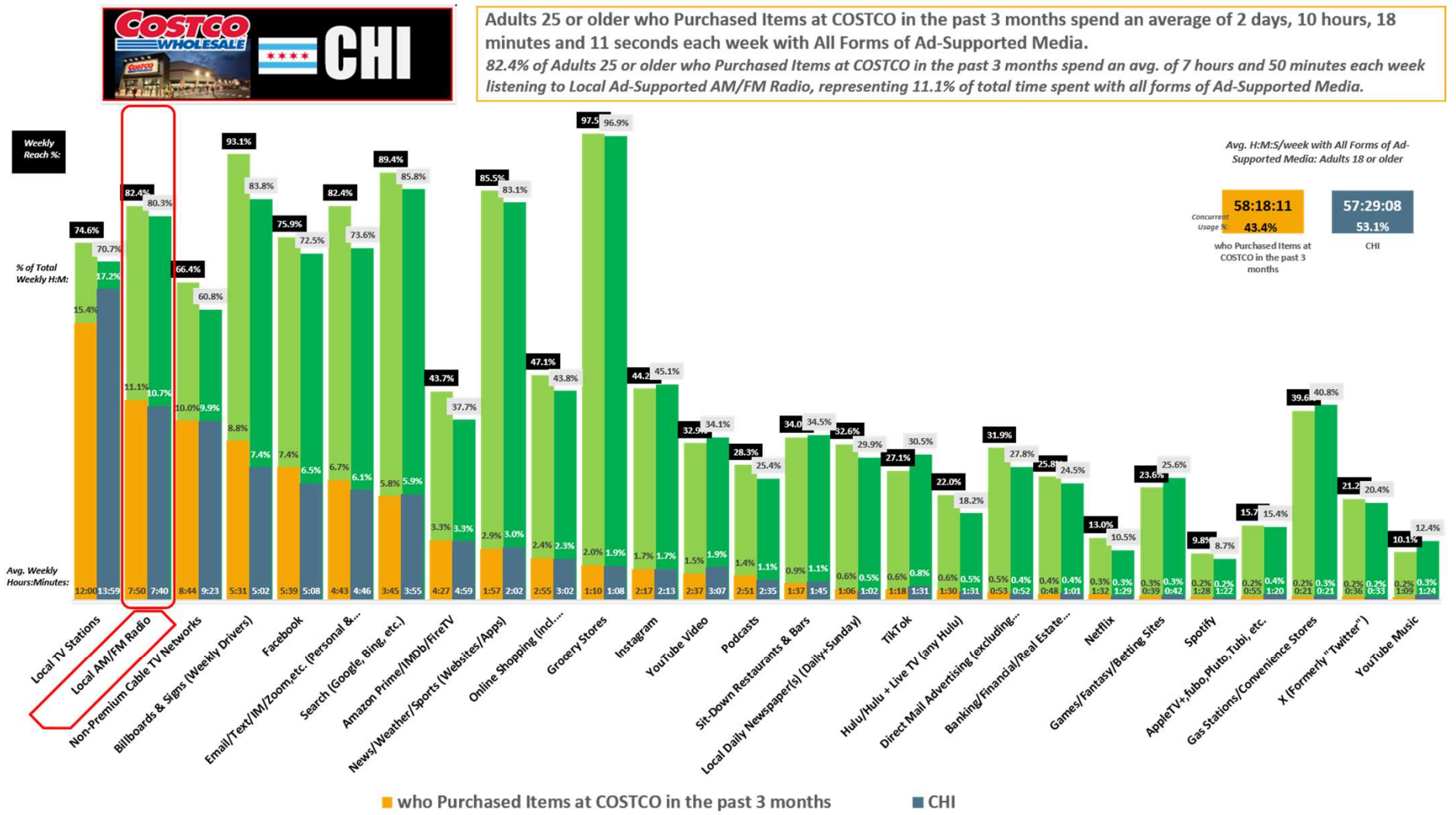


Scarborough R2 2025-26: Feb24-Jul26 USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 45,070
USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 18,202

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Major stores bought past 3 months: Costco



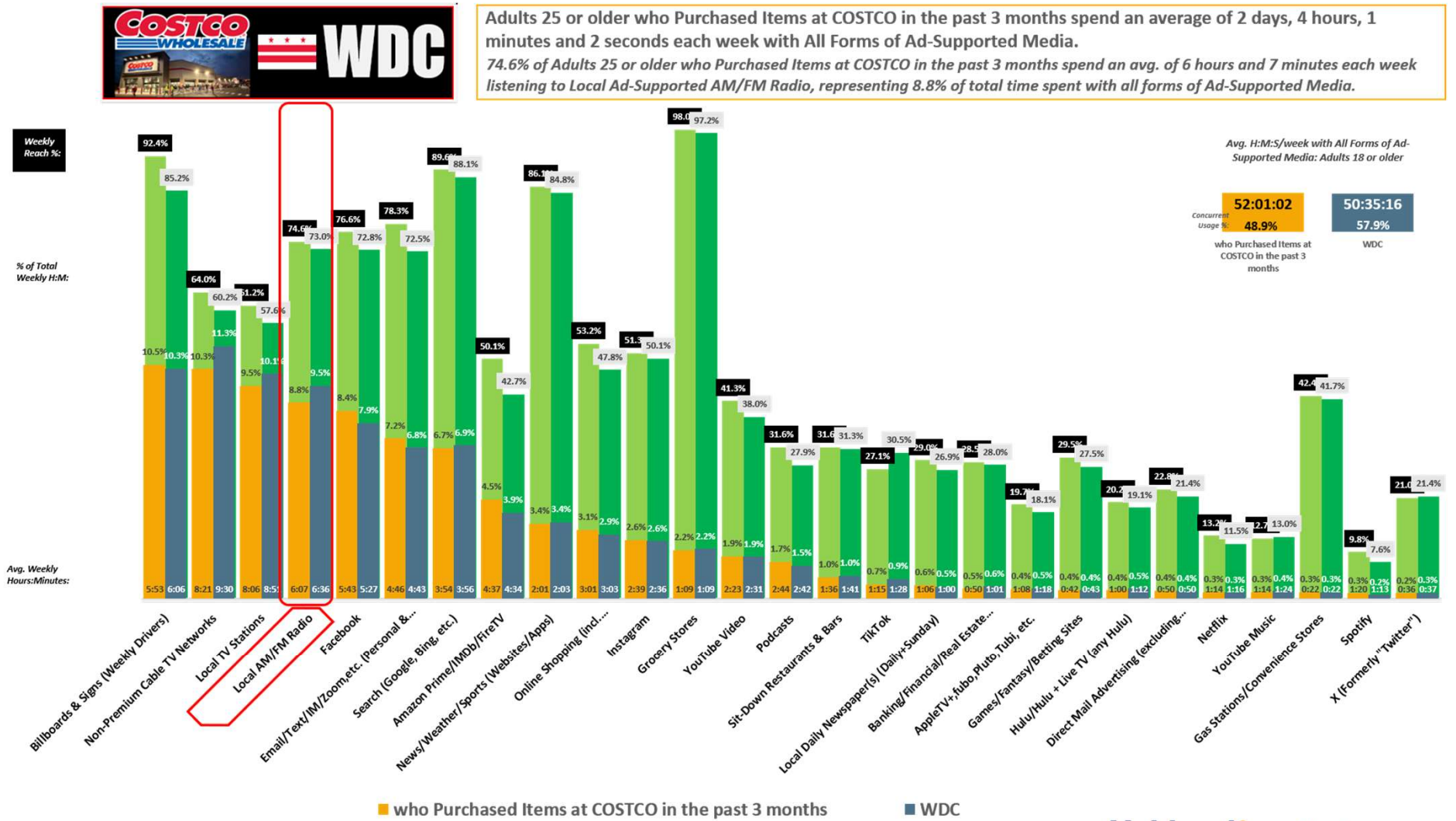
CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 2,465

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CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 7,248

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Major stores bought past 3 months: Costco



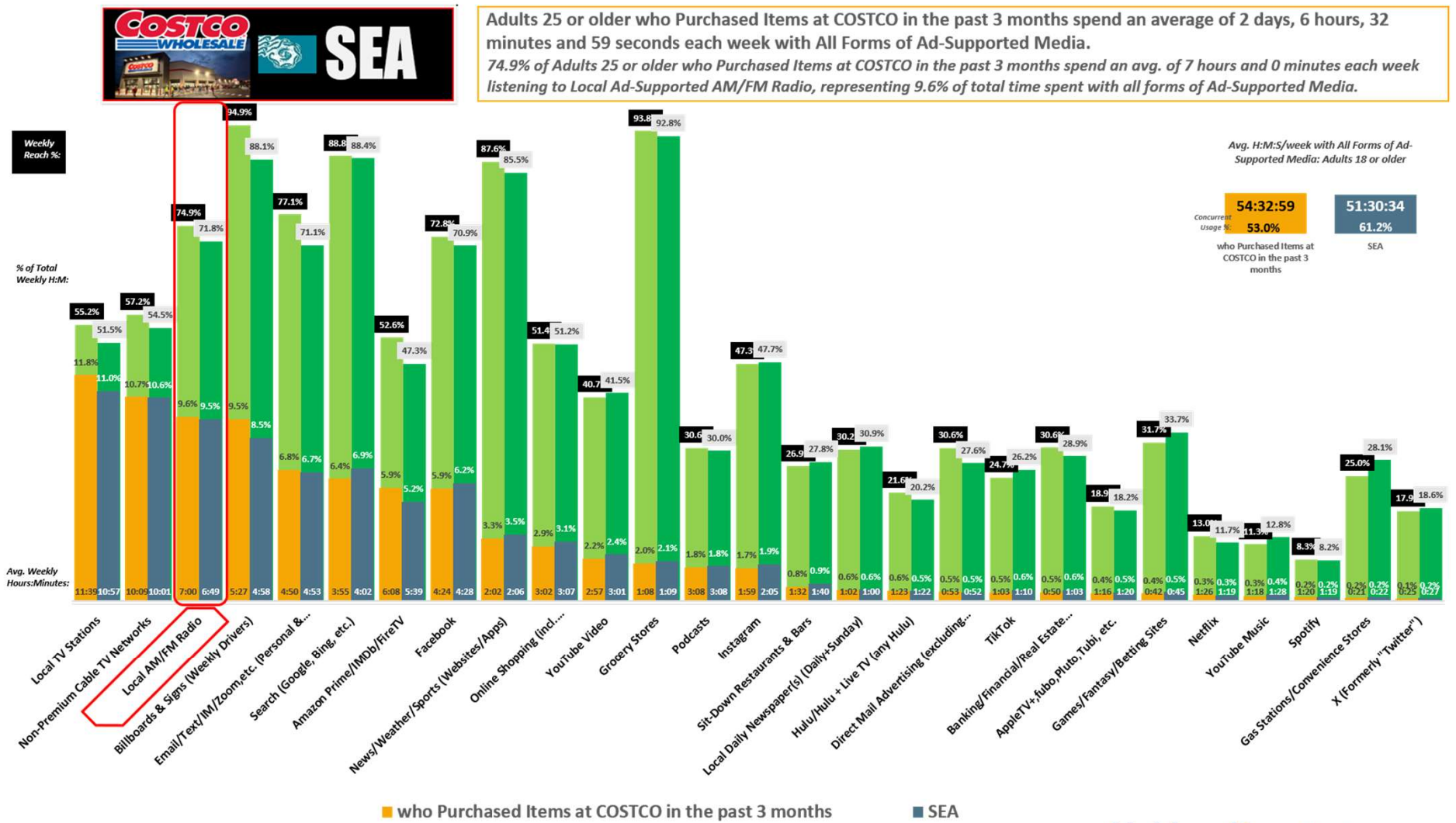
WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,258

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WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 10,324

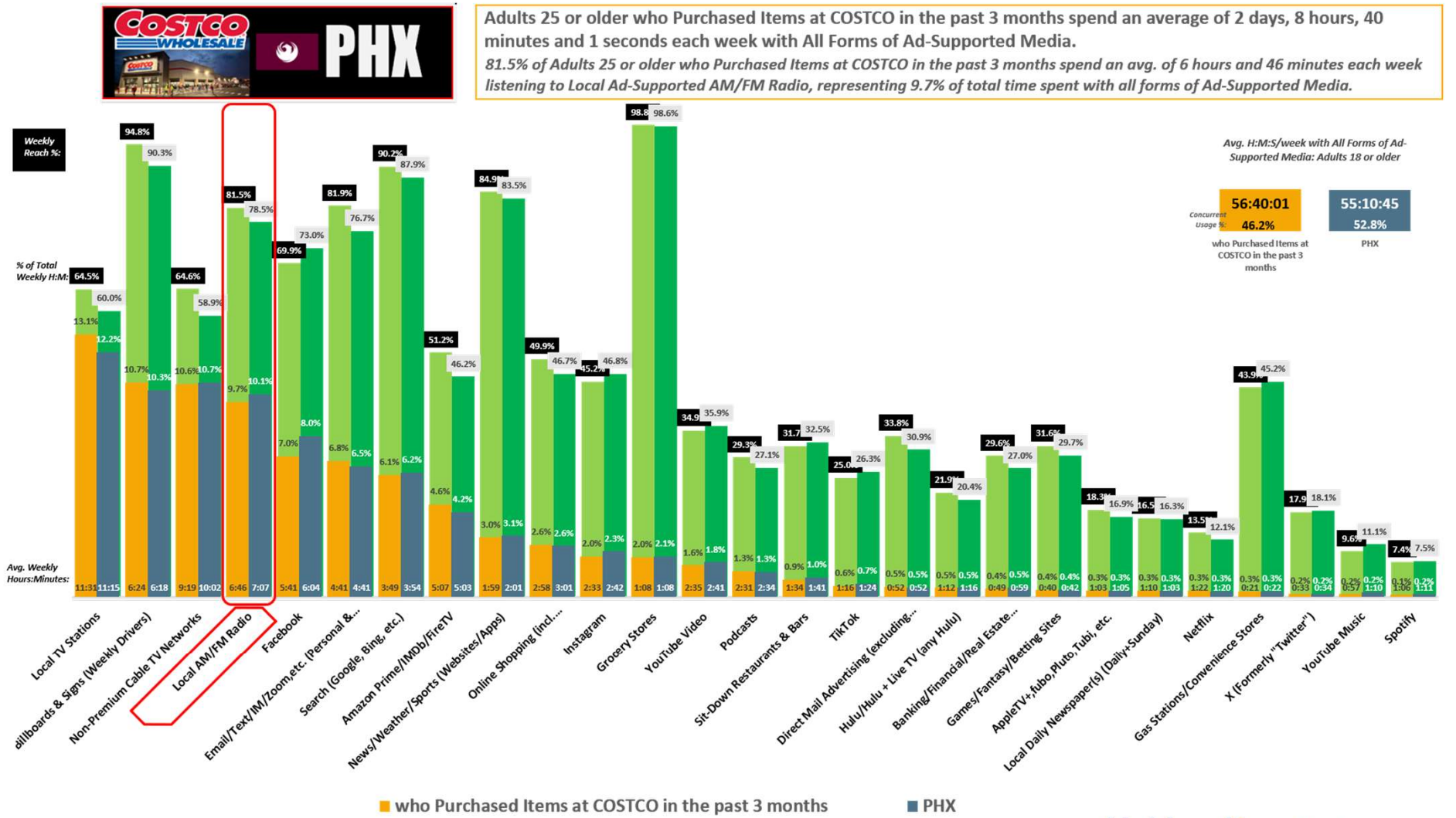
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Major stores bought past 3 months: Costco



SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,573 SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 7,280
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Major stores bought past 3 months: Costco



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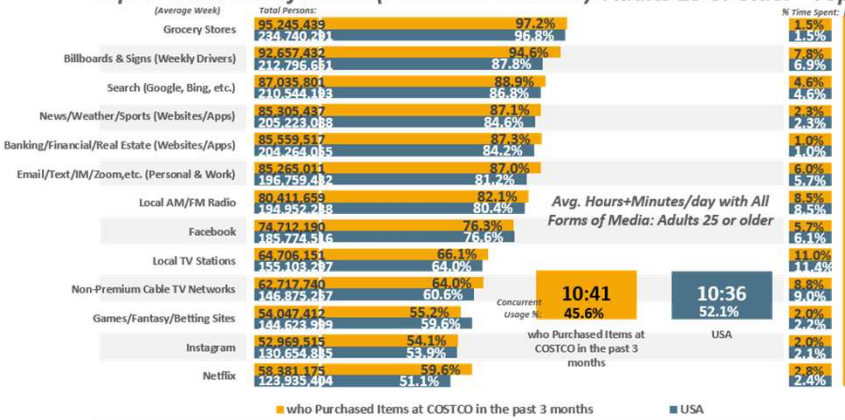
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Major stores bought past 3 months: Costco

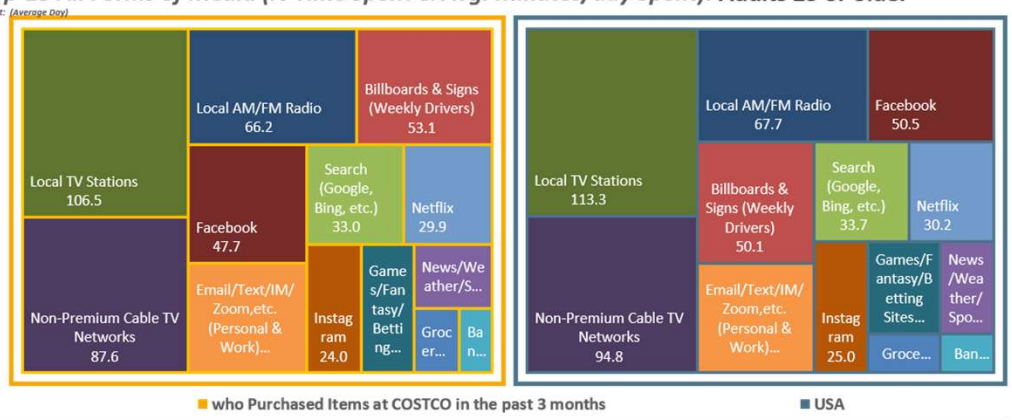


Adults 25 or older who Purchased Items at COSTCO in the past 3 months spend an average of 8 hours and 10 minutes each day with All Forms of Ad-Supported Media. 78.4% listen to Local AM/FM Radio for an avg. of 60.7 minutes/day. *(Local Radio delivers 9.7% of Time with Ad-Supported Media.)*

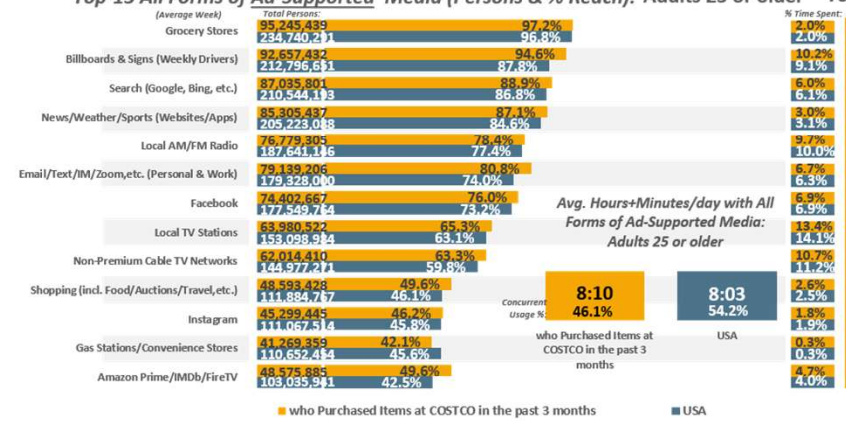
Top-13 All Forms of Media (Persons & % Reach): Adults 25 or older



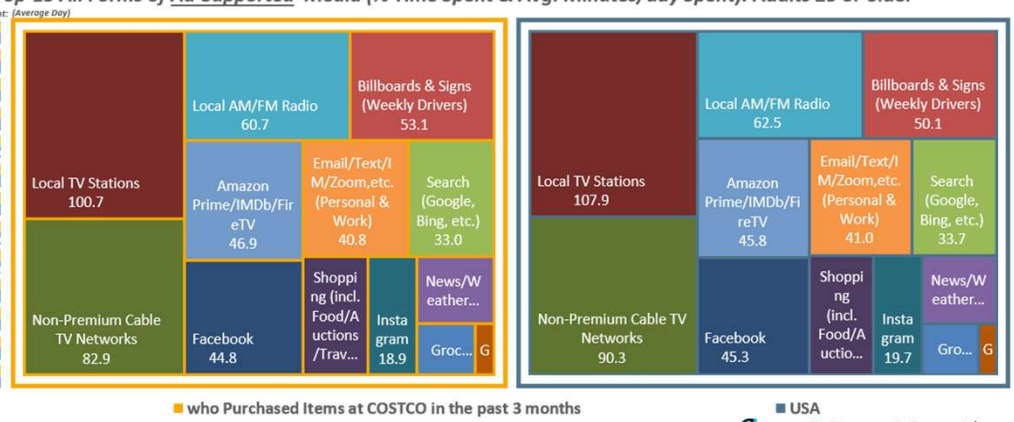
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 18,202

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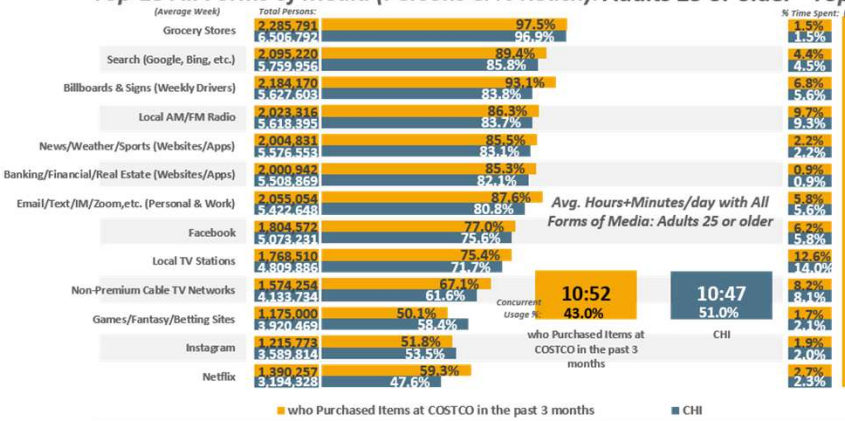
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Major stores bought past 3 months: Costco

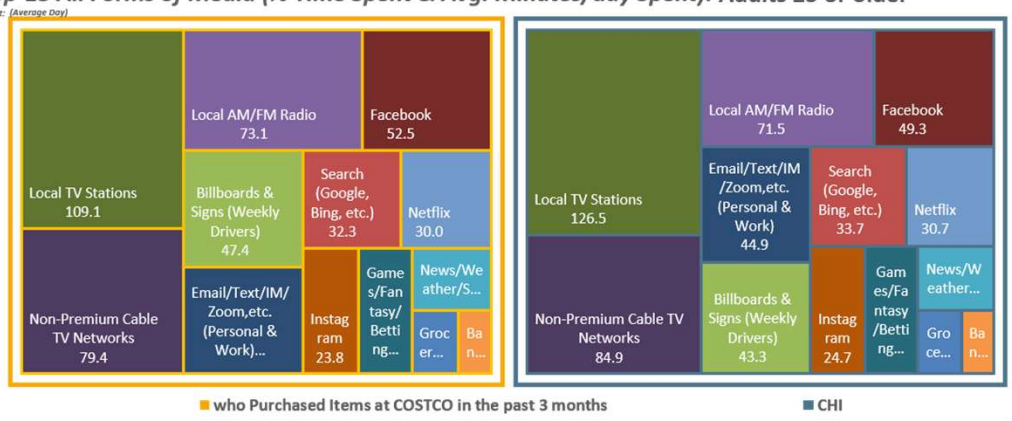


Adults 25 or older who Purchased Items at COSTCO in the past 3 months spend an average of 8 hours and 19 minutes each day with All Forms of Ad-Supported Media. 82.4% listen to Local AM/FM Radio for an avg. of 67.3 minutes/day. *(Local Radio delivers 11.1% of Time with Ad-Supported Media.)*

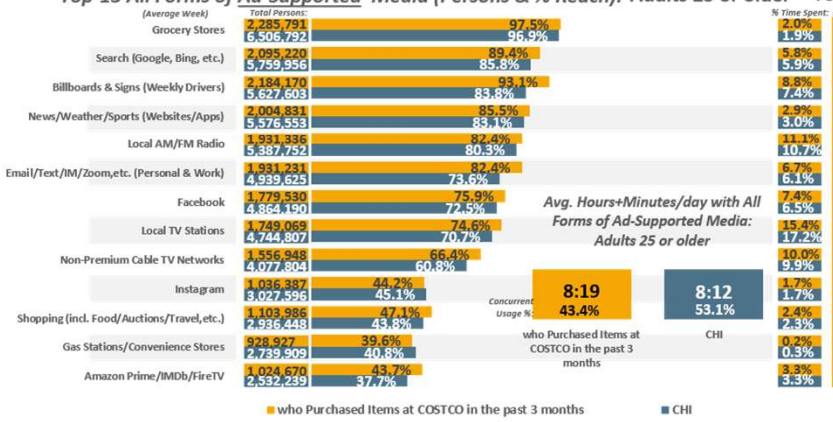
Top-13 All Forms of Media (Persons & % Reach): Adults 25 or older



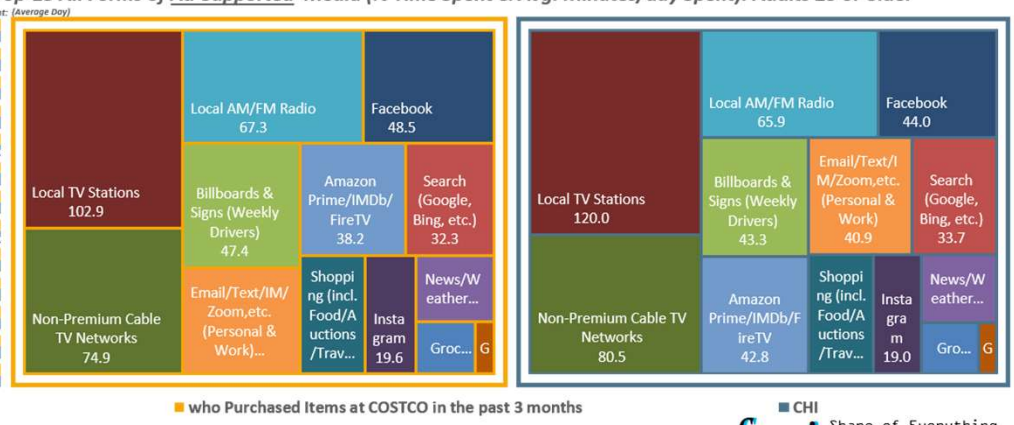
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 2,465

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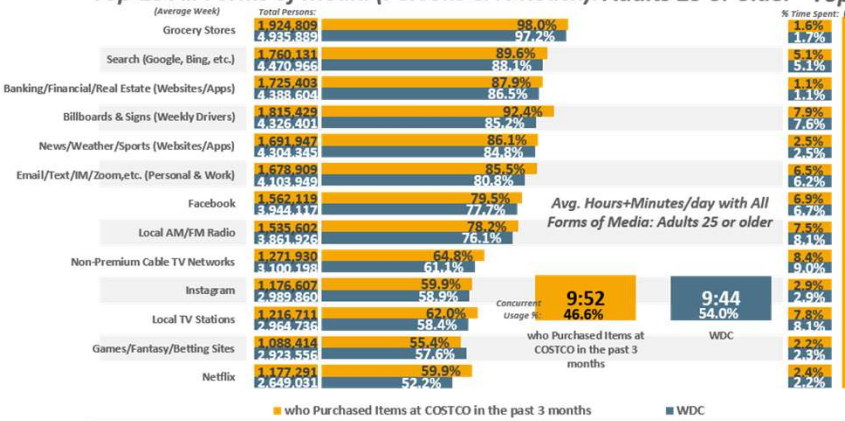
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Major stores bought past 3 months: Costco

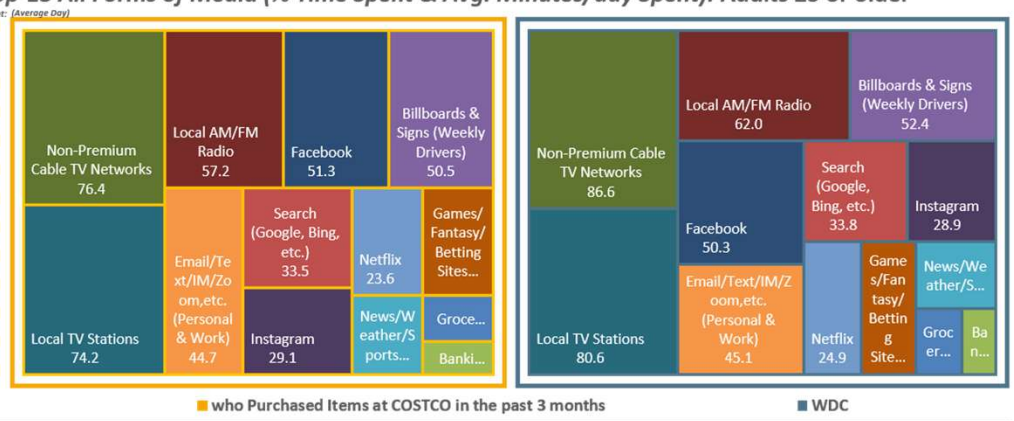


Adults 25 or older who Purchased Items at COSTCO in the past 3 months spend an average of 7 hours and 25 minutes each day with All Forms of Ad-Supported Media. 74.6% listen to Local AM/FM Radio for an avg. of 52.6 minutes/day. *(Local Radio delivers 8.8% of Time with Ad-Supported Media.)*

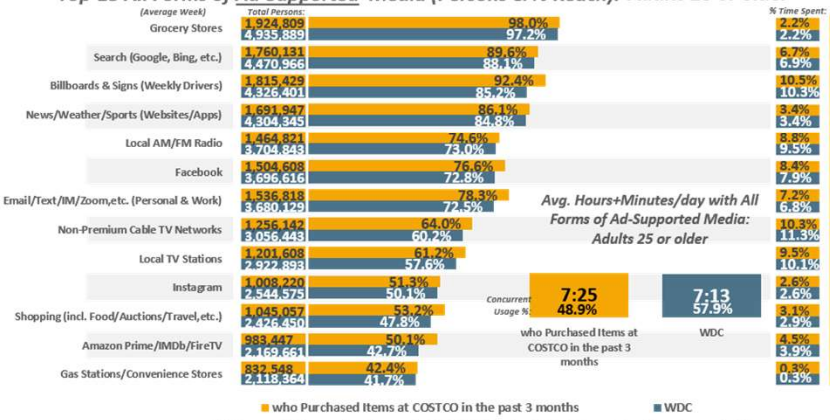
Top-13 All Forms of Media (Persons & % Reach): Adults 25 or older



Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,258

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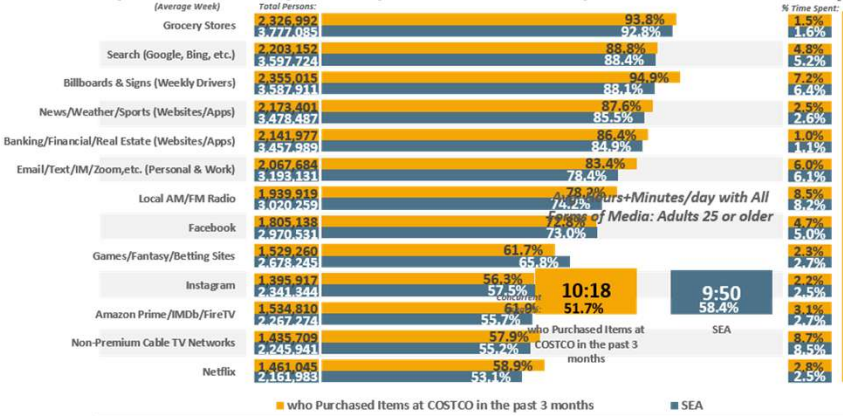
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Major stores bought past 3 months: Costco

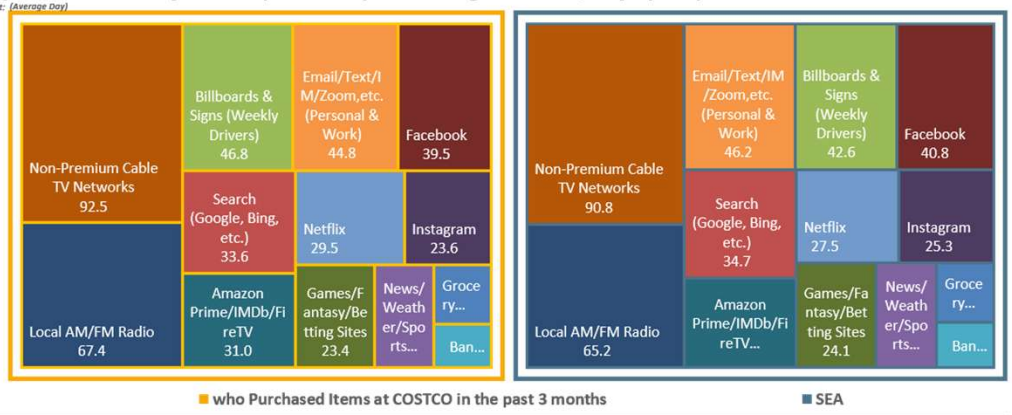


Adults 25 or older who Purchased Items at COSTCO in the past 3 months spend an average of 7 hours and 47 minutes each day with All Forms of Ad-Supported Media. 74.9% listen to Local AM/FM Radio for an avg. of 60. minutes/day. *(Local Radio delivers 9.6% of Time with Ad-Supported Media.)*

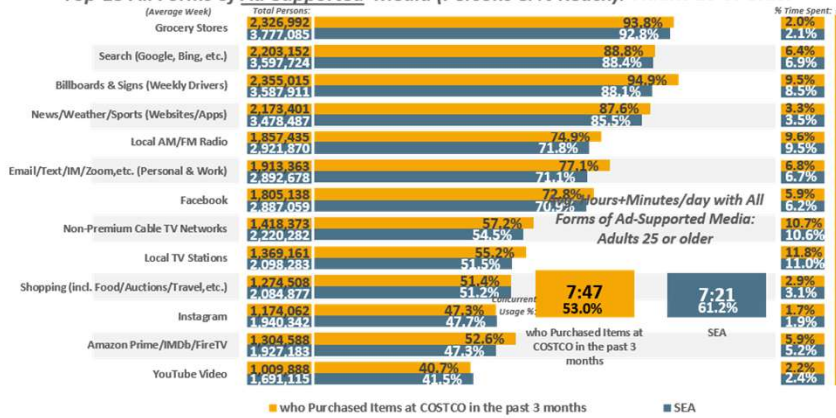
Top-13 All Forms of Media (Persons & % Reach): **Adults 25 or older**



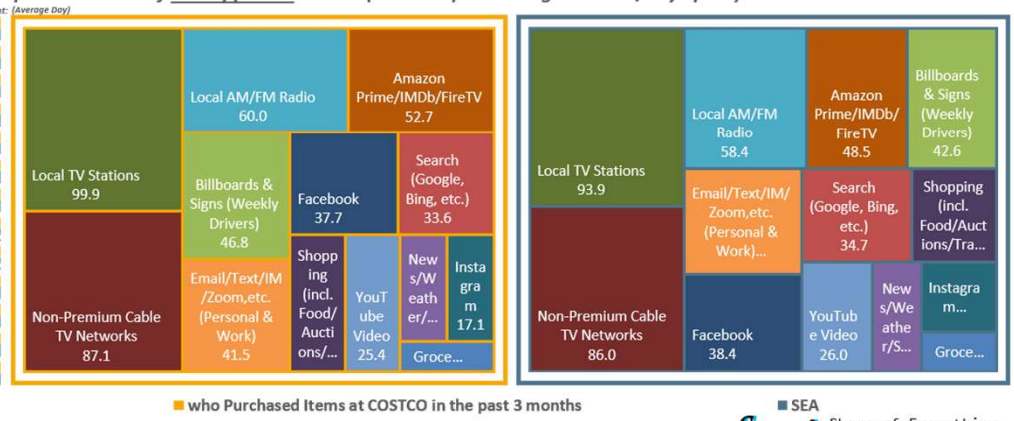
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 25 or older**



Top-13 All Forms of <u>Ad-Supported</u> Media (Persons & % Reach): **Adults 25 or older**



Top-13 All Forms of <u>Ad-Supported</u> Media (% Time Spent & Avg. Minutes/day Spent): **Adults 25 or older**



SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,573

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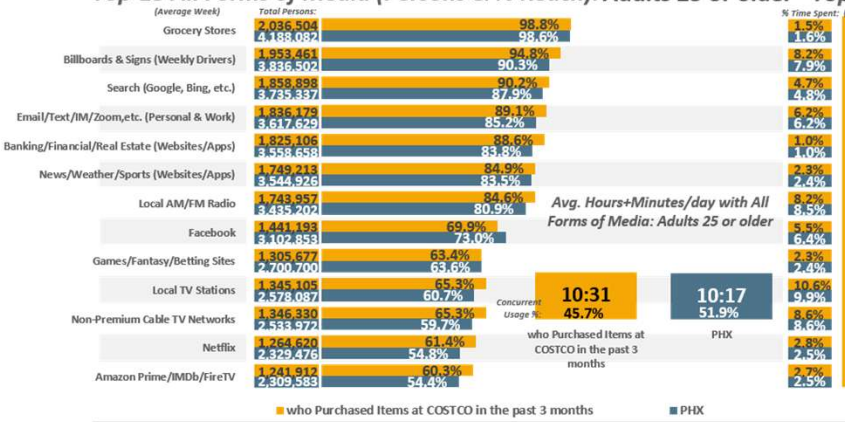
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Major stores bought past 3 months: Costco

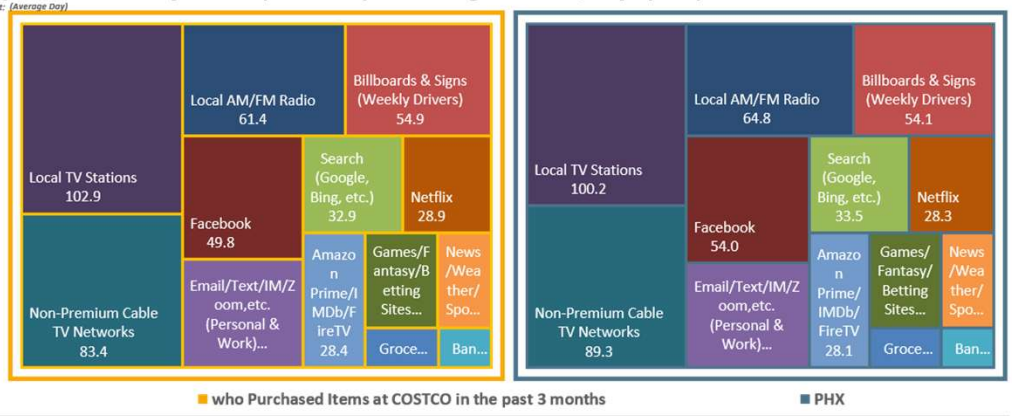


Adults 25 or older who Purchased Items at COSTCO in the past 3 months spend an average of 8 hours and 5 minutes each day with All Forms of Ad-Supported Media. 81.5% listen to Local AM/FM Radio for an avg. of 58.1 minutes/day. *(Local Radio delivers 9.7% of Time with Ad-Supported Media.)*

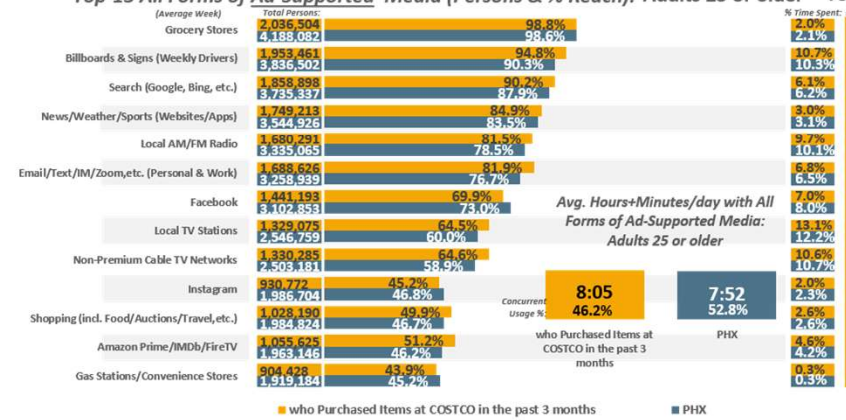
Top-13 All Forms of Media (Persons & % Reach): Adults 25 or older



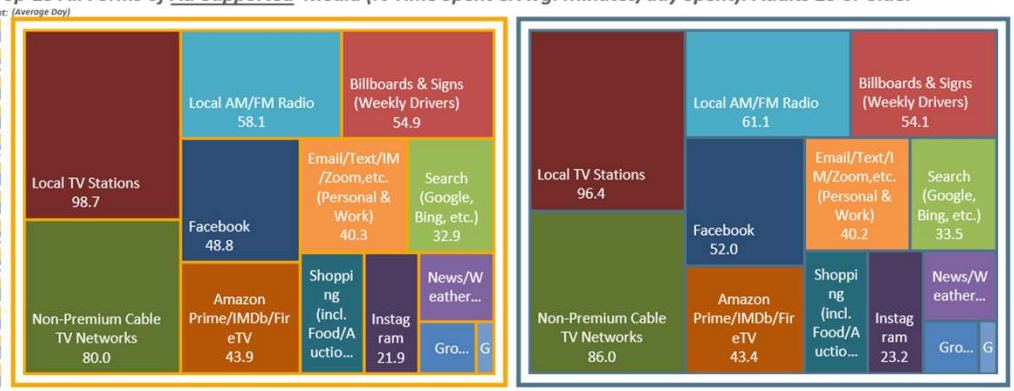
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 2,117

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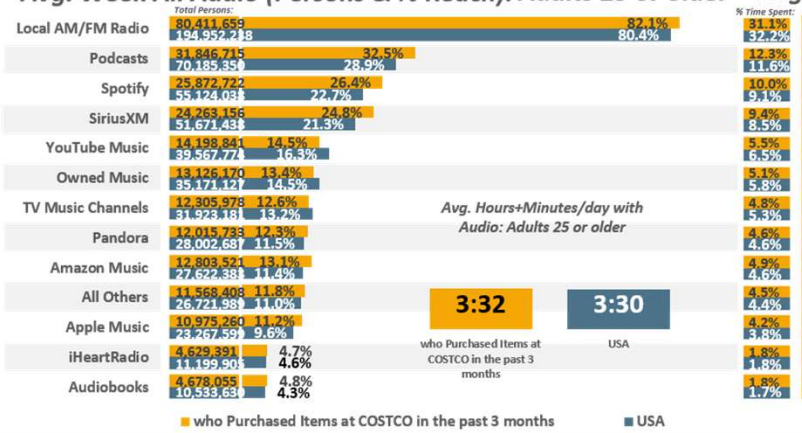
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Major stores bought past 3 months: Costco

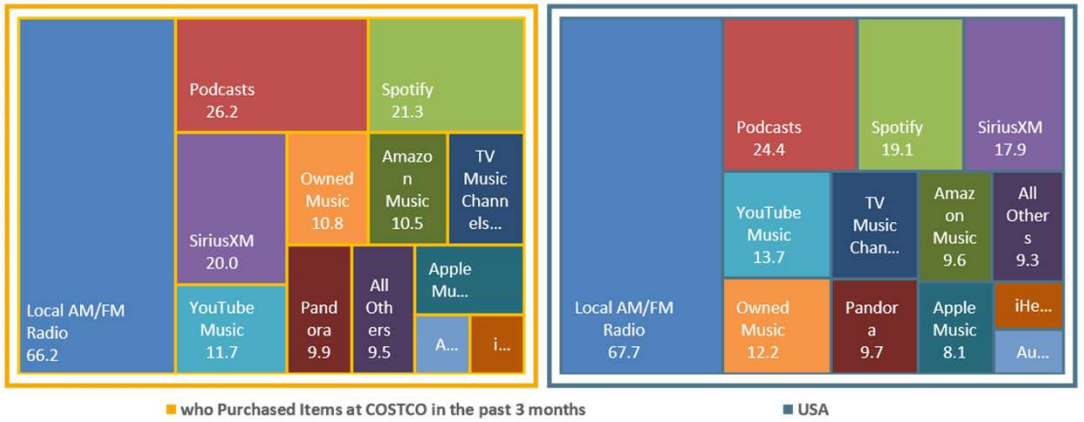


76,779,305 or 78.4% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 60.7 minutes every day representing 41.2% of all time spent daily with Ad-Supported Audio.

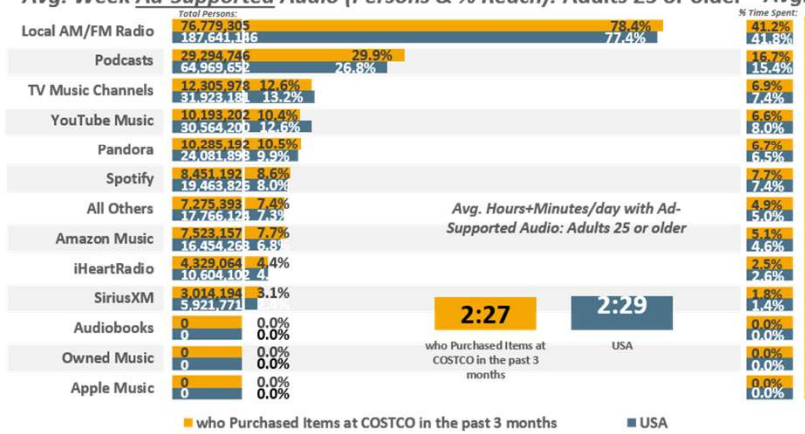
Avg. Week All Audio (Persons & % Reach): Adults 25 or older



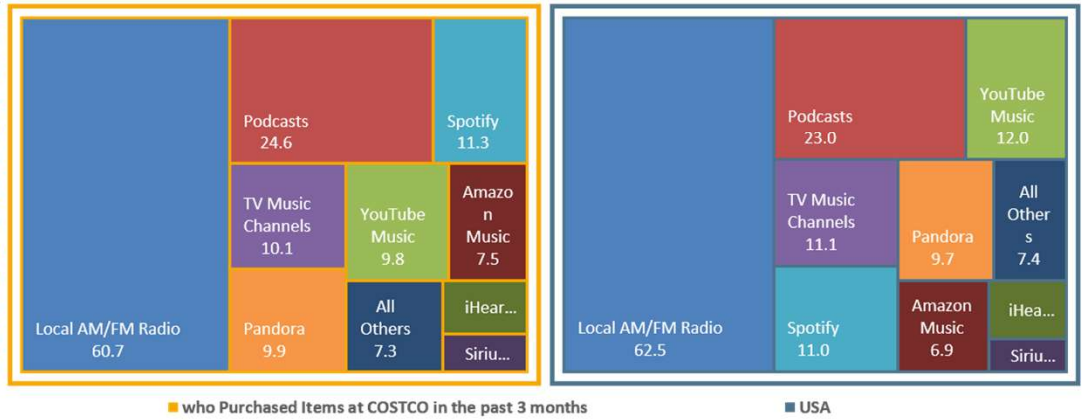
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 18,202

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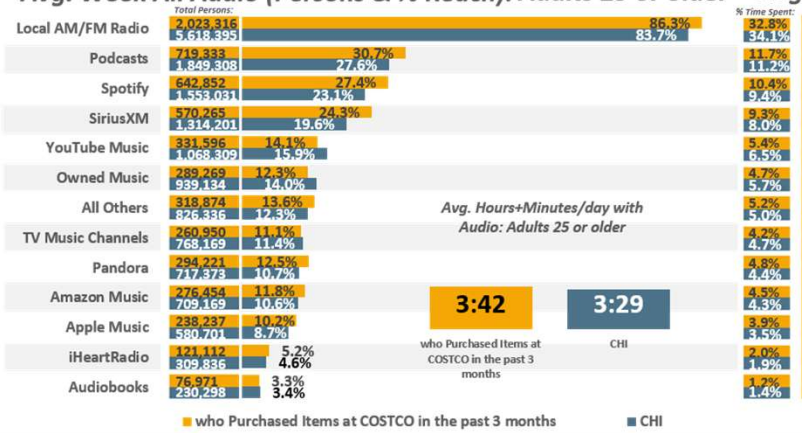
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Major stores bought past 3 months: Costco

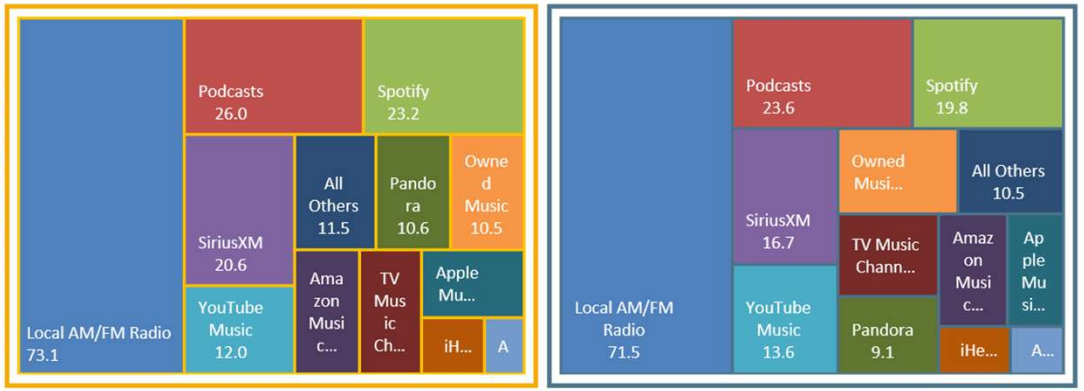


1,931,336 or 82.4% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 67.3 minutes every day representing 42.5% of all time spent daily with Ad-Supported Audio.

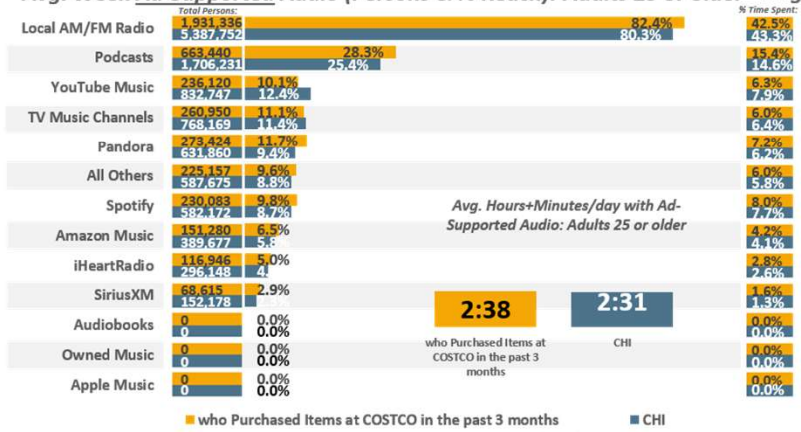
Avg. Week All Audio (Persons & % Reach): Adults 25 or older



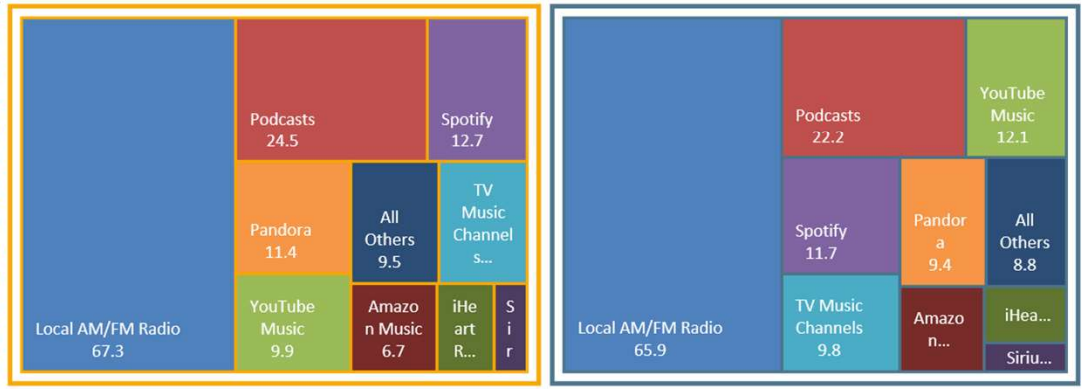
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week <u>Ad-Supported</u> Audio (Persons & % Reach): Adults 25 or older



Avg. Day <u>Ad-Supported</u> Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 2,465

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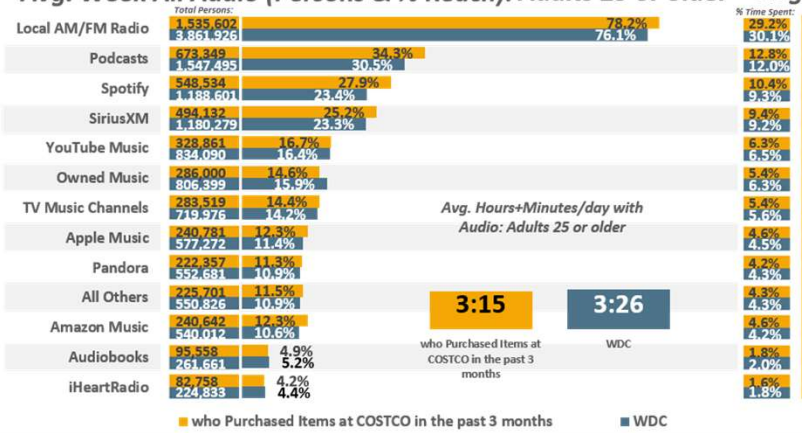
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Major stores bought past 3 months: Costco

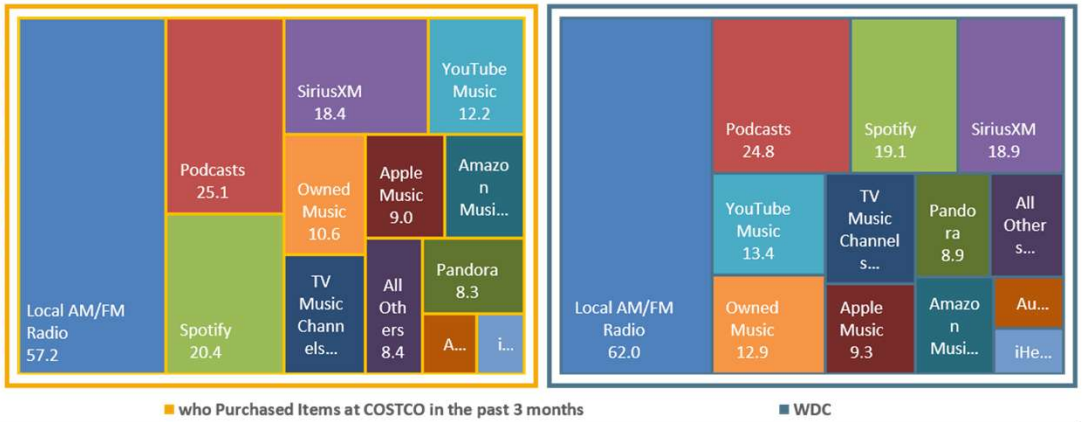


1,464,821 or 74.6% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 52.6 minutes every day representing 38.8% of all time spent daily with Ad-Supported Audio.

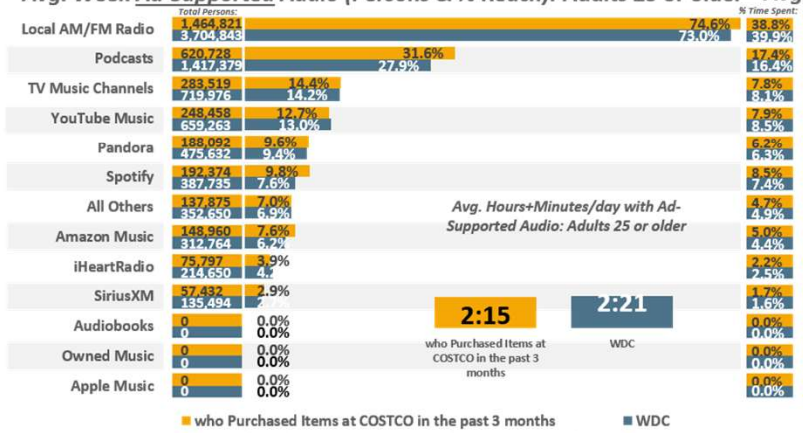
Avg. Week All Audio (Persons & % Reach): Adults 25 or older



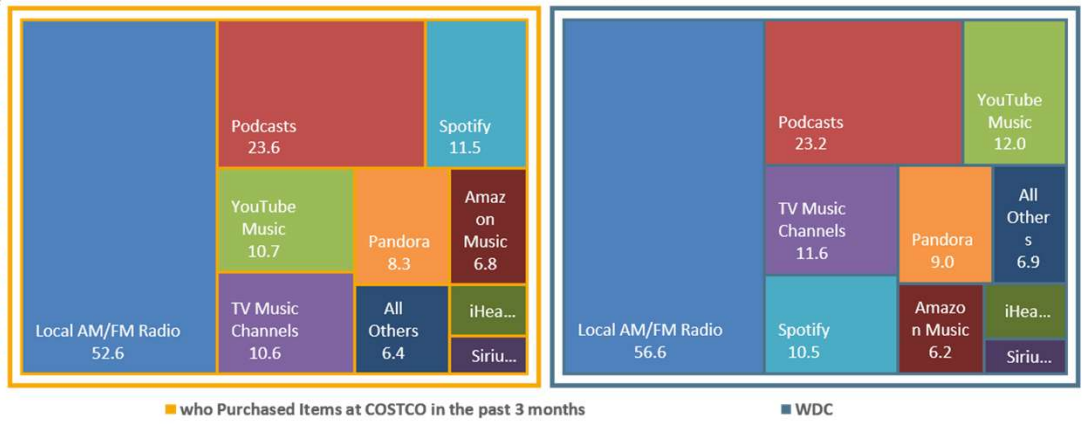
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week <u>Ad-Supported</u> Audio (Persons & % Reach): Adults 25 or older



Avg. Day <u>Ad-Supported</u> Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,258

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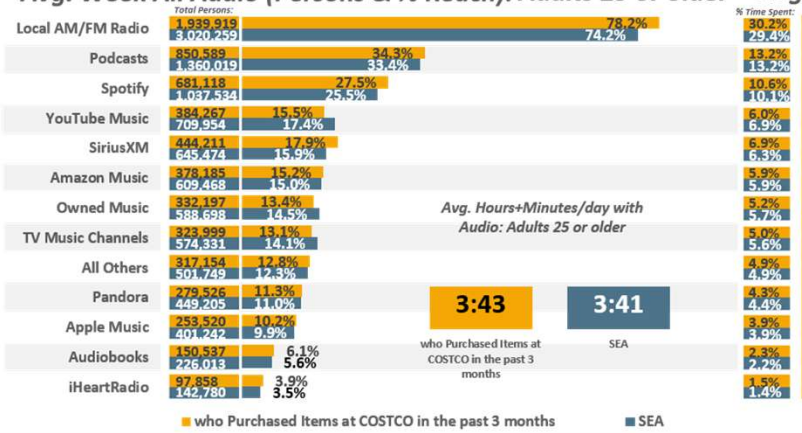
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Major stores bought past 3 months: Costco

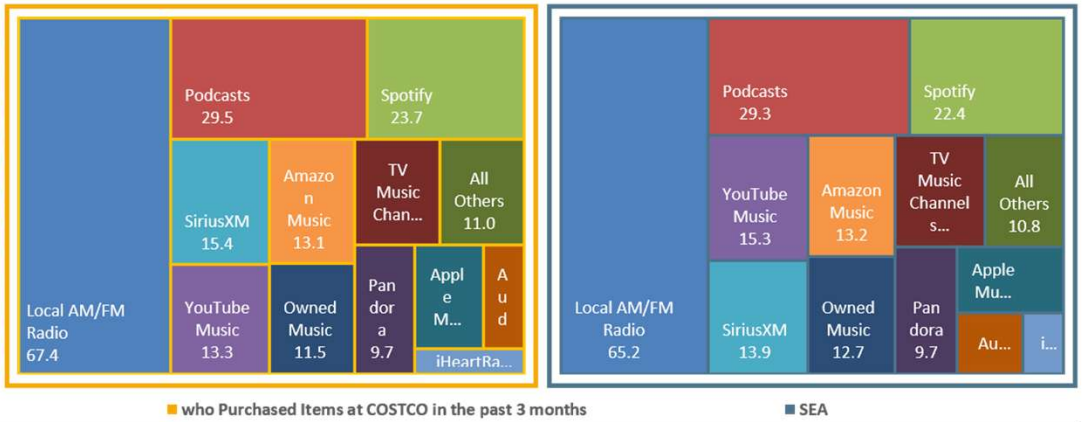


1,857,435 or 74.9% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 60. minutes every day representing 39.5% of all time spent daily with Ad-Supported Audio.

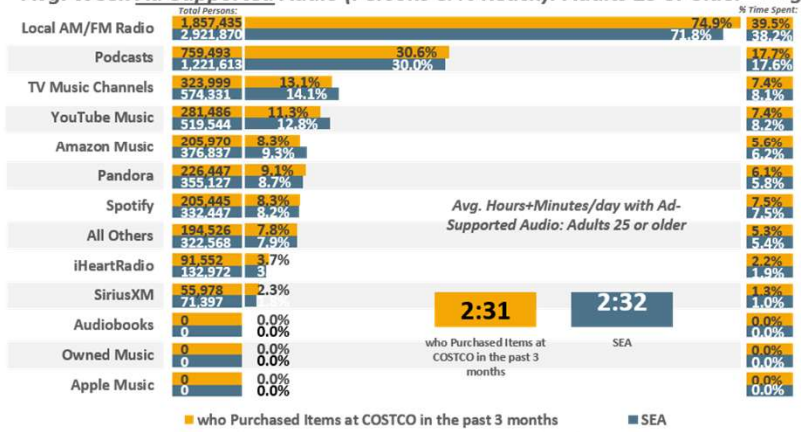
Avg. Week All Audio (Persons & % Reach): Adults 25 or older



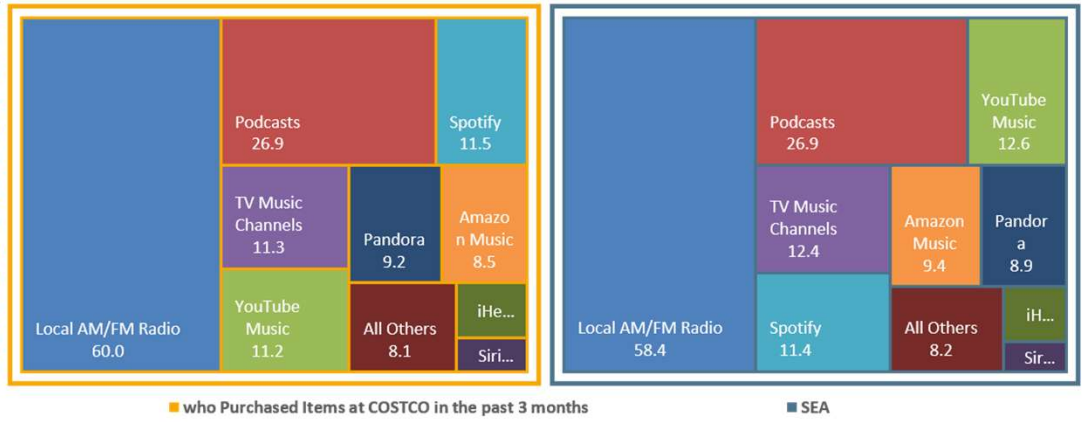
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,573

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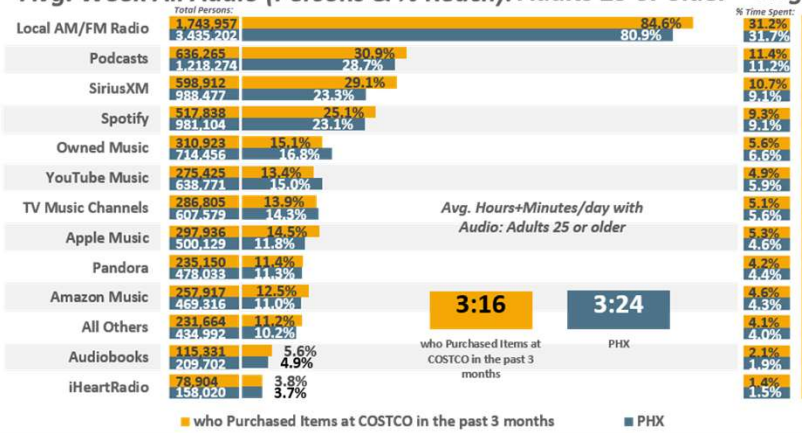
Major stores bought past 3 months: Costco

COSTCO WHOLESALE

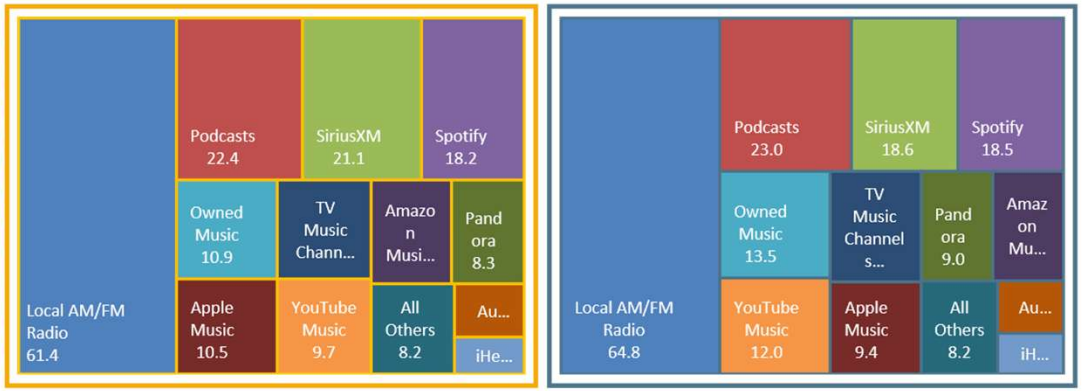
PHX

1,680,291 or 81.5% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 58.1 minutes every day representing 43.3% of all time spent daily with Ad-Supported Audio.

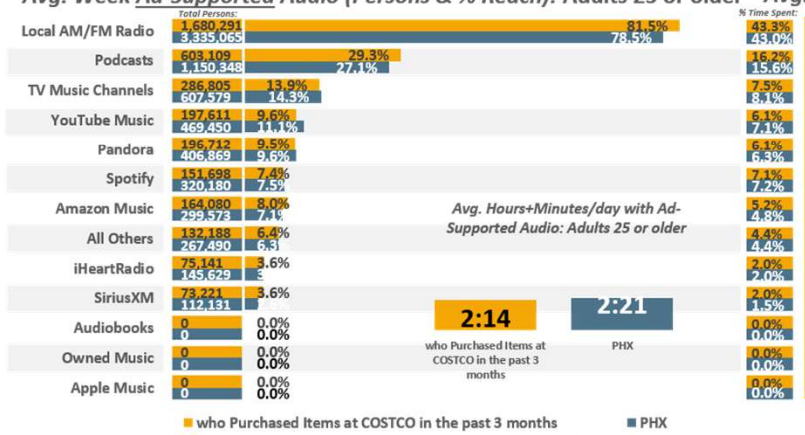
Avg. Week All Audio (Persons & % Reach): Adults 25 or older



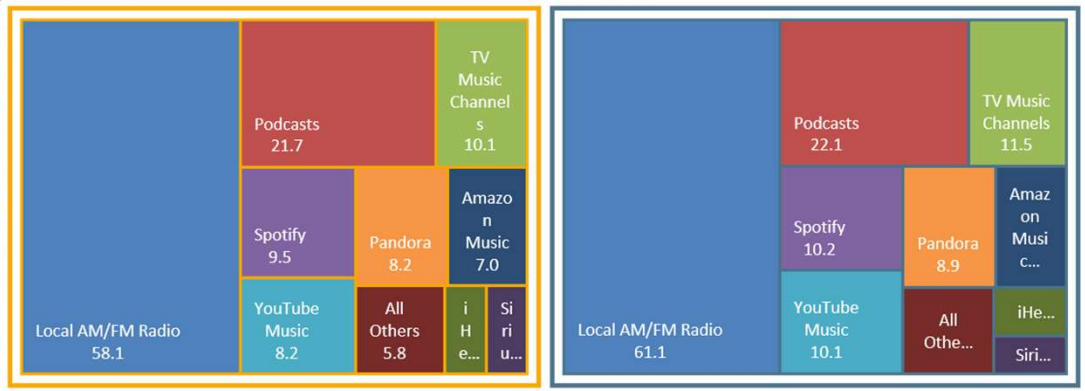
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 2,117

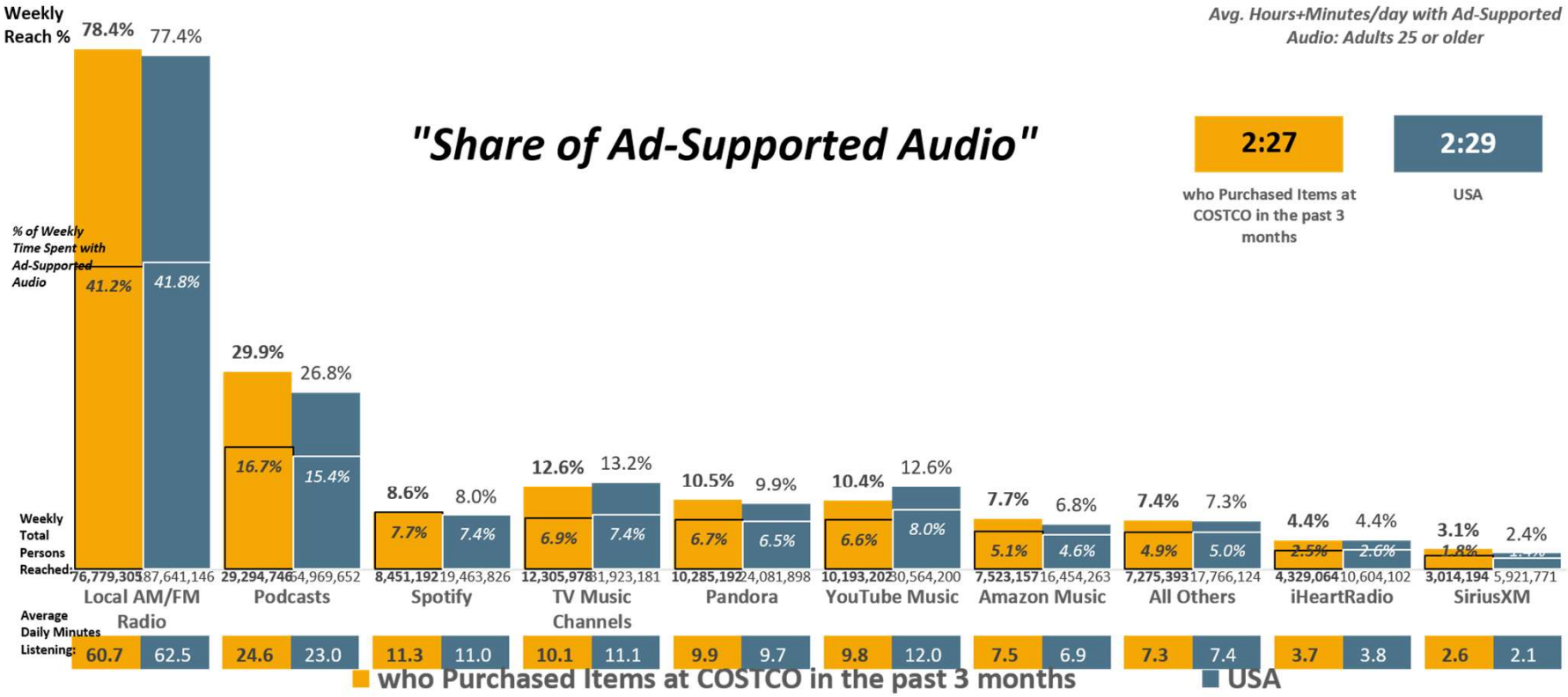
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Major stores bought past 3 months: Costco



76,779,305 or 78.4% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 60.7 minutes every day representing 41.2% of all time spent daily with Ad-Supported Audio.



Scarborough R2 2025-26: Feb24-Jul26 USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 45,070
USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 18,202

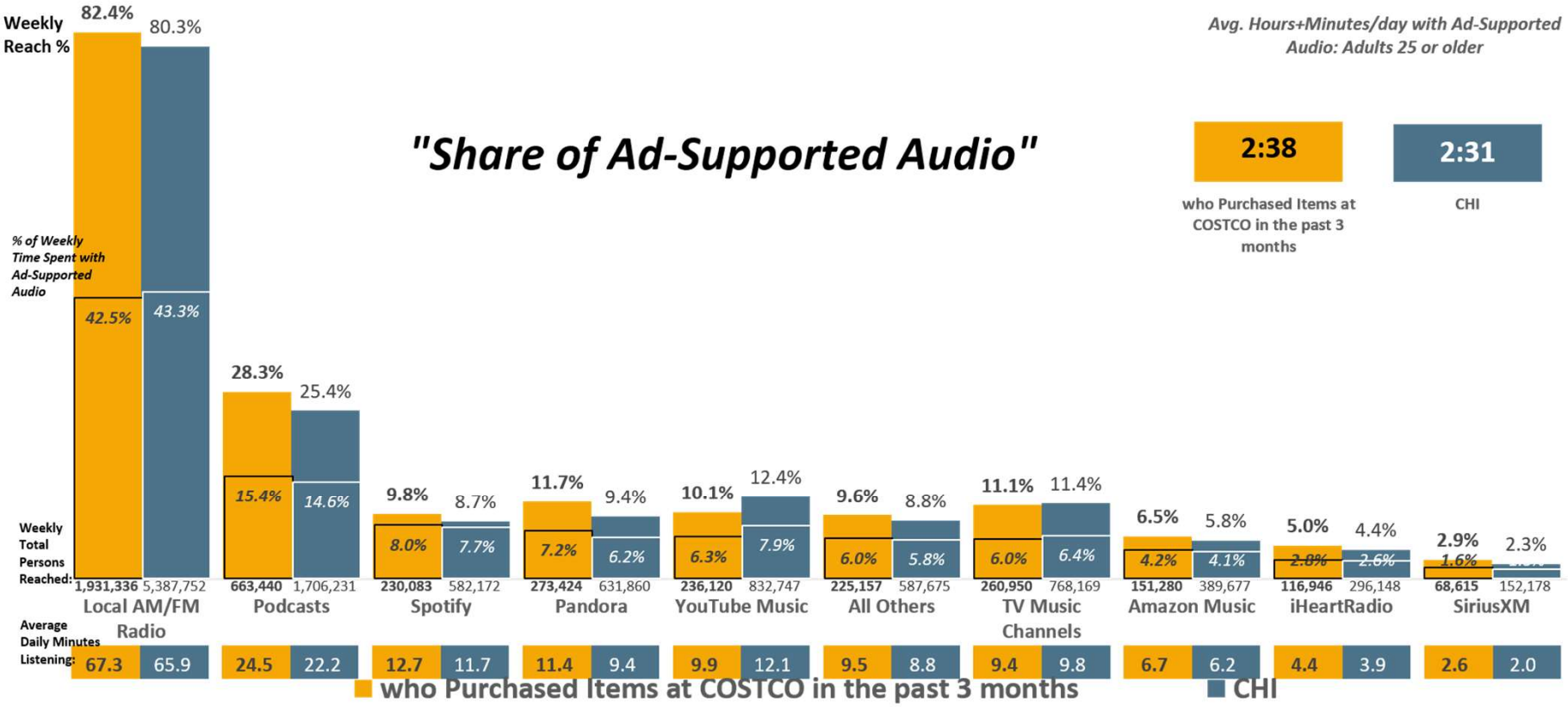
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Major stores bought past 3 months: Costco



1,931,336 or 82.4% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 67.3 minutes every day representing 42.5% of all time spent daily with Ad-Supported Audio.



CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 2,465 CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 7,248

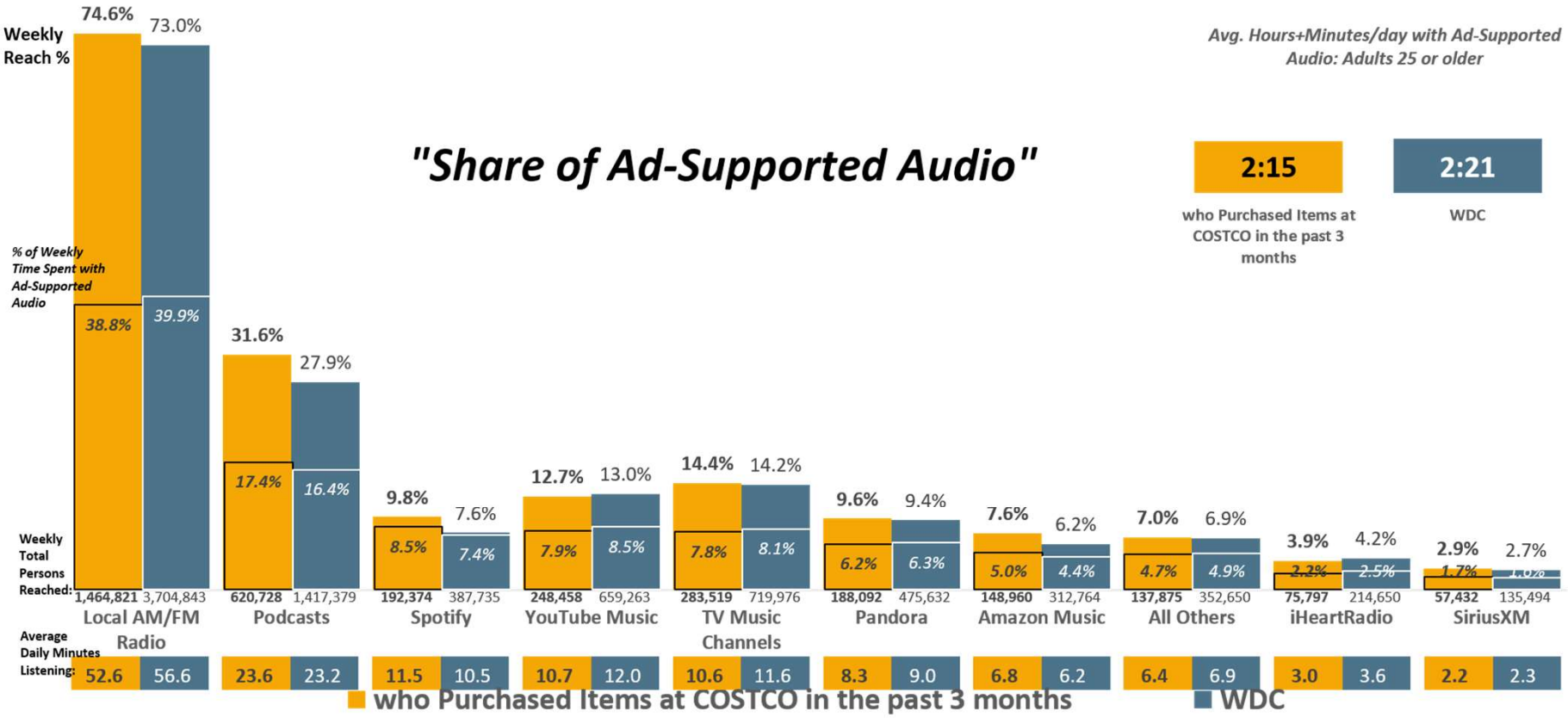
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Major stores bought past 3 months: Costco



1,464,821 or 74.6% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 52.6 minutes every day representing 38.8% of all time spent daily with Ad-Supported Audio.



WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,258 WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 10,324

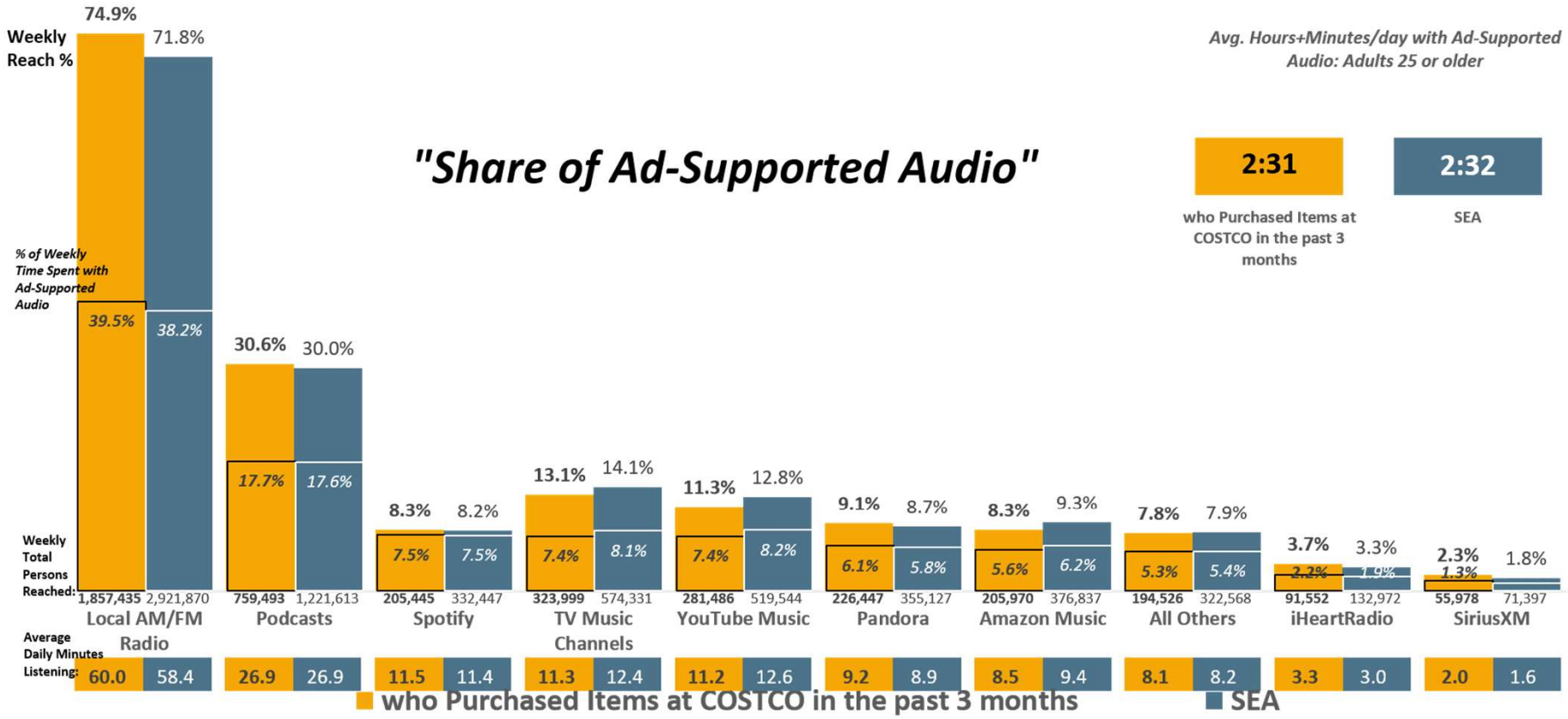
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Major stores bought past 3 months: Costco



1,857,435 or 74.9% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 60. minutes every day representing 39.5% of all time spent daily with Ad-Supported Audio.



SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,573 SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 7,280

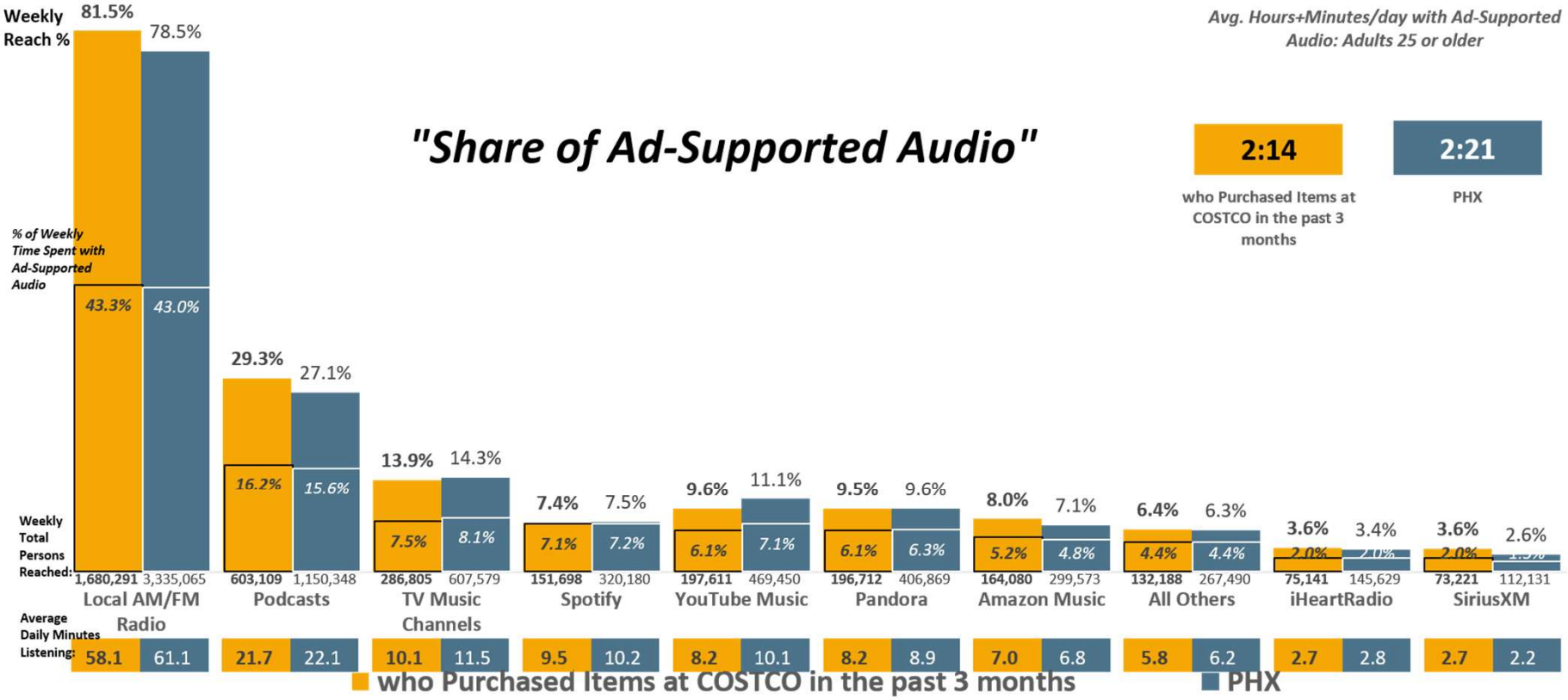
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Major stores bought past 3 months: Costco



1,680,291 or 81.5% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 58.1 minutes every day representing 43.3% of all time spent daily with Ad-Supported Audio.



PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 2,117 PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,474

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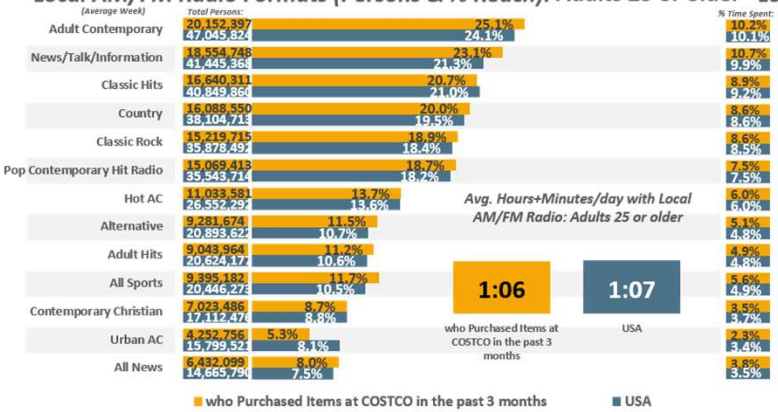
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Major stores bought past 3 months: Costco

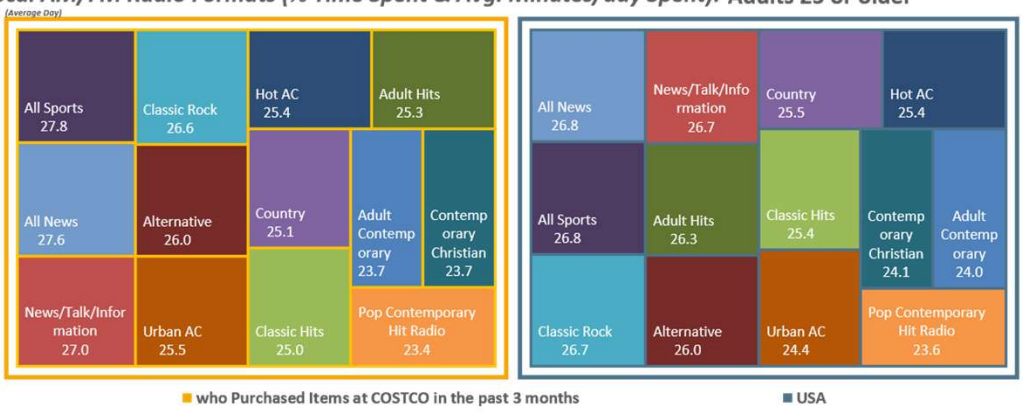


76,779,305 or 78.4% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Country, Classic Rock, and Pop Contemporary Hit Radio.

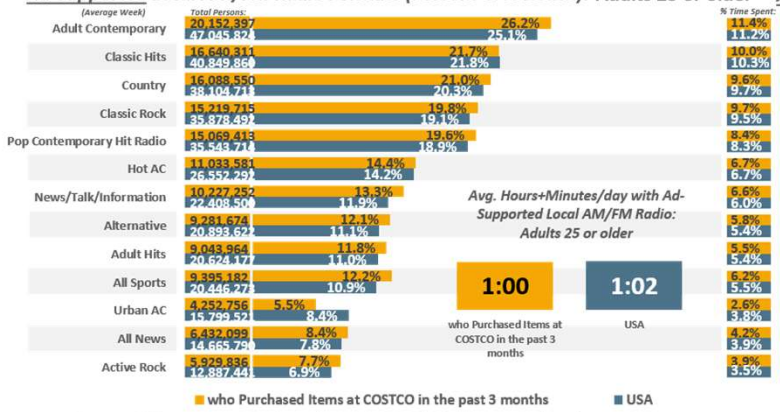
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



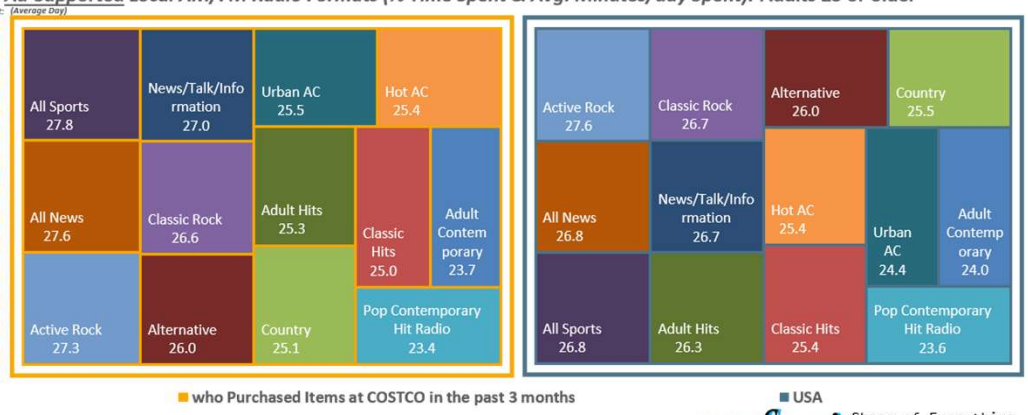
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 18,202

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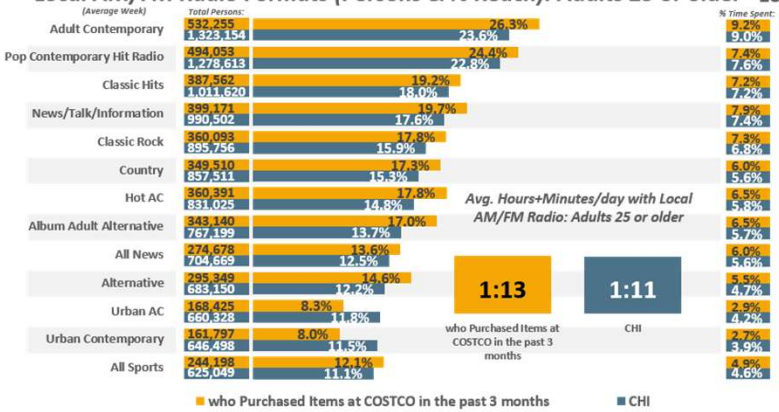
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Major stores bought past 3 months: Costco

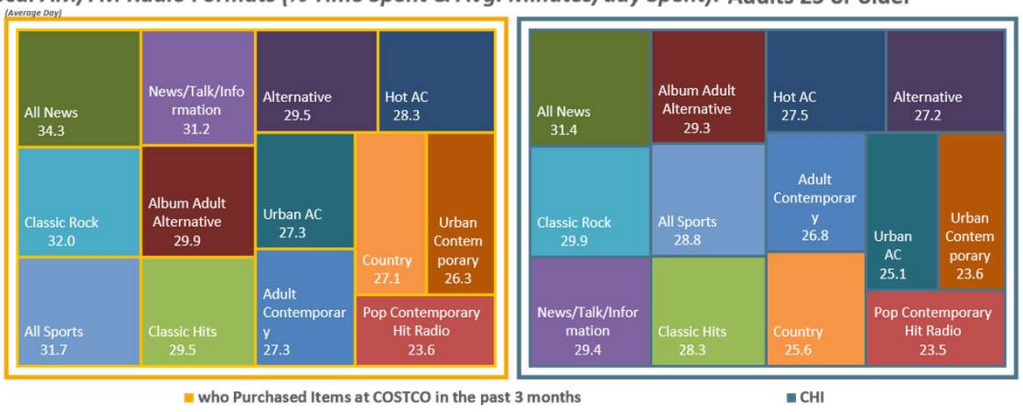


1,931,336 or 82.4% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Hot AC, and Classic Rock.

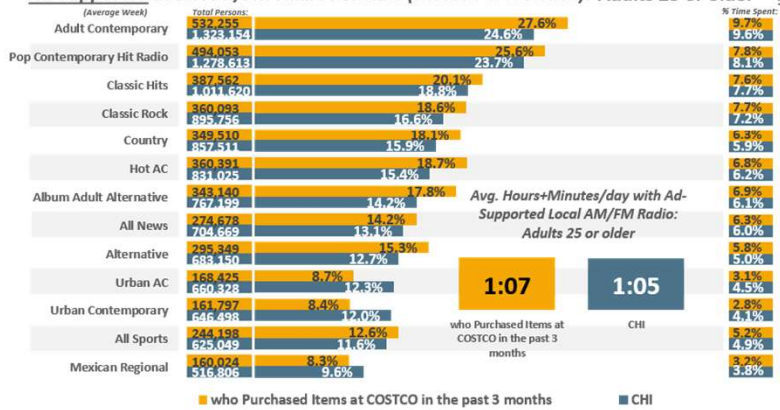
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



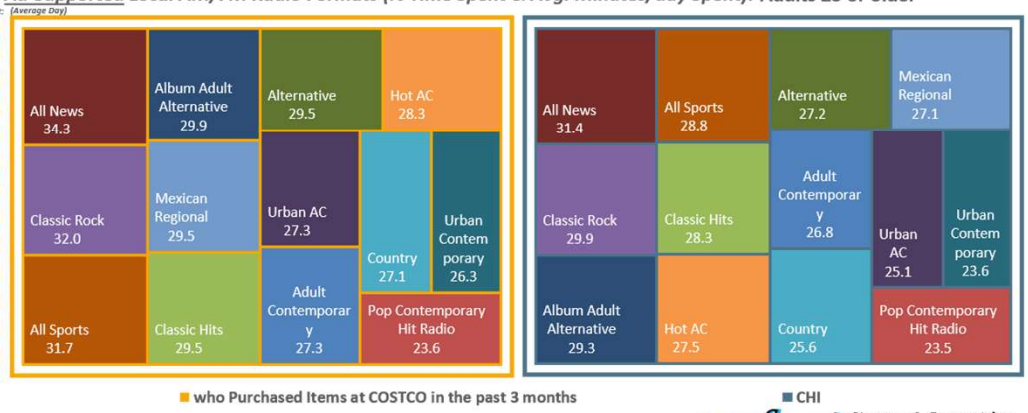
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 2,465

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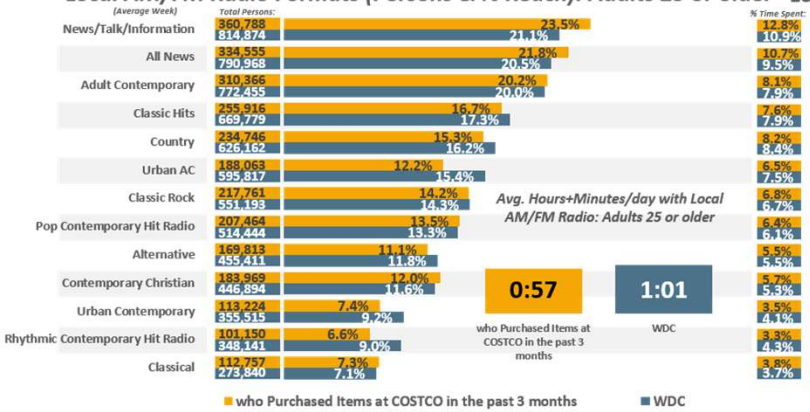
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Major stores bought past 3 months: Costco



1,464,821 or 74.6% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are All News, Adult Contemporary, Classic Hits, Country, and Classic Rock.

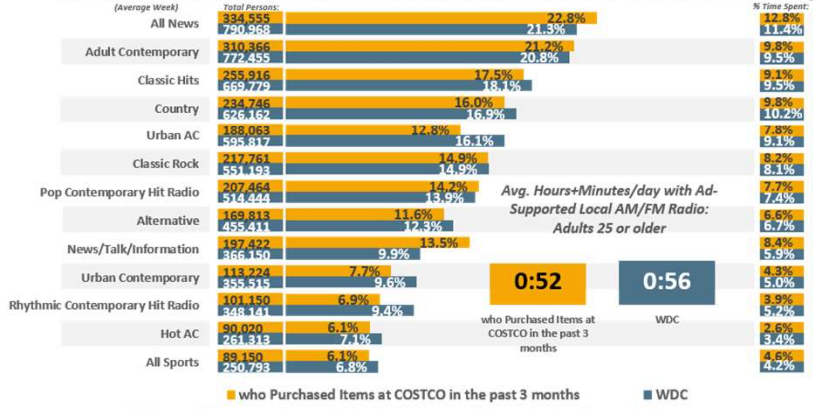
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



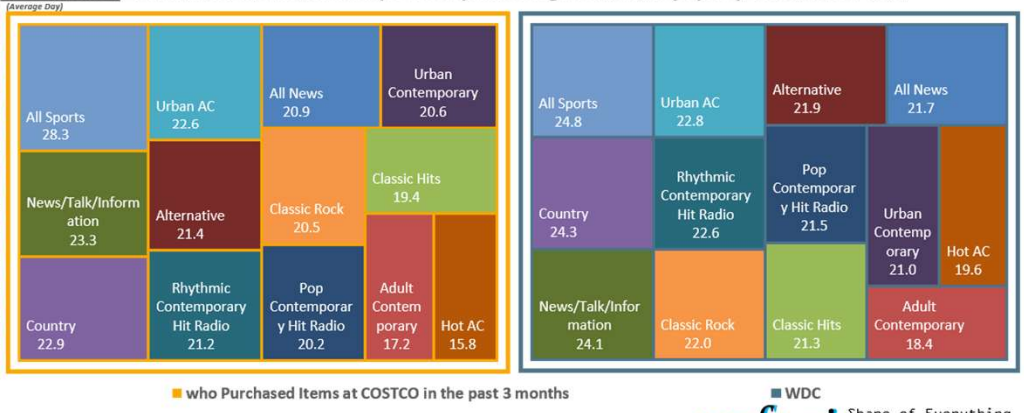
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,258

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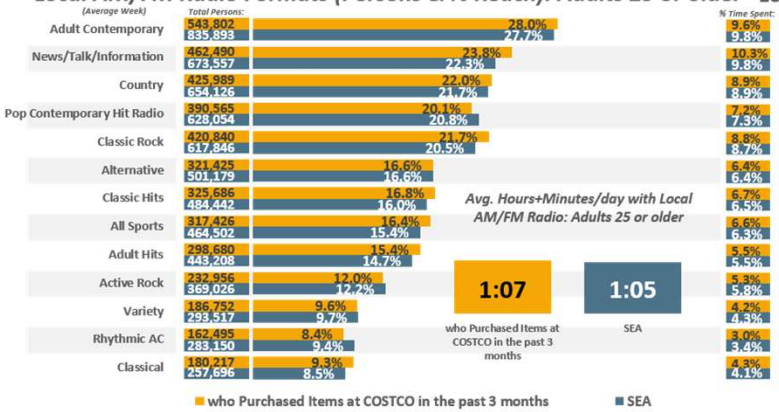
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Major stores bought past 3 months: Costco

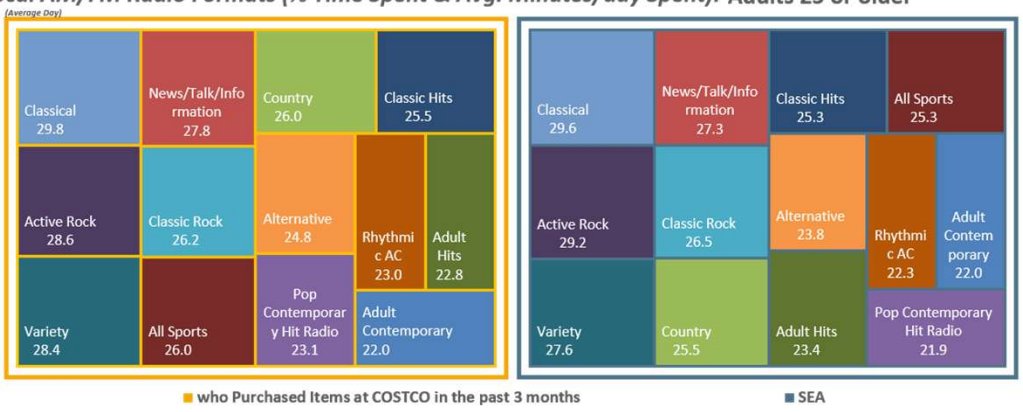


1,857,435 or 74.9% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Classic Rock, Pop Contemporary Hit Radio, and Classic Hits.

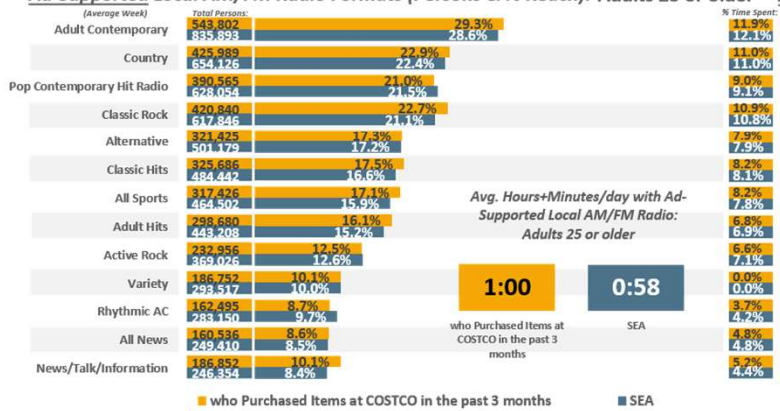
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



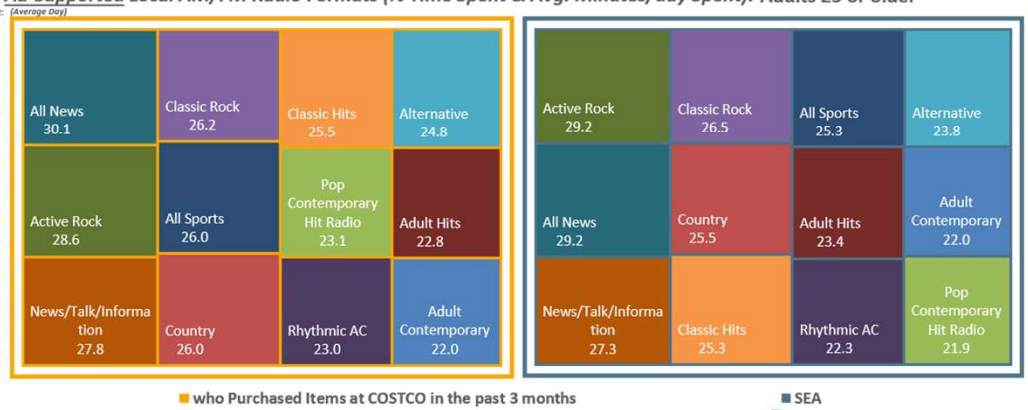
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,573

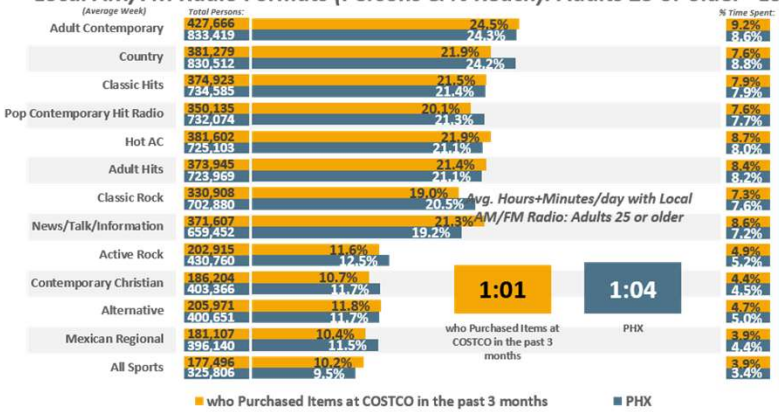
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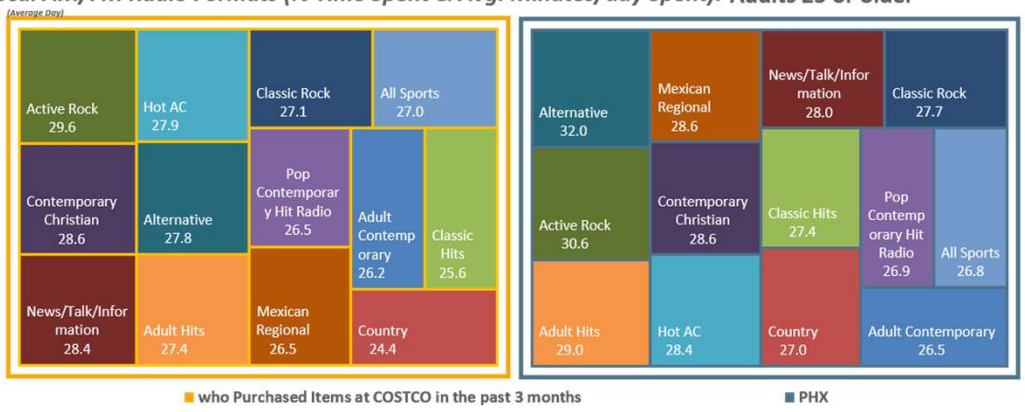
Major stores bought past 3 months: Costco

1,680,291 or 81.5% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Hot AC, Country, Classic Hits, and Adult Hits.

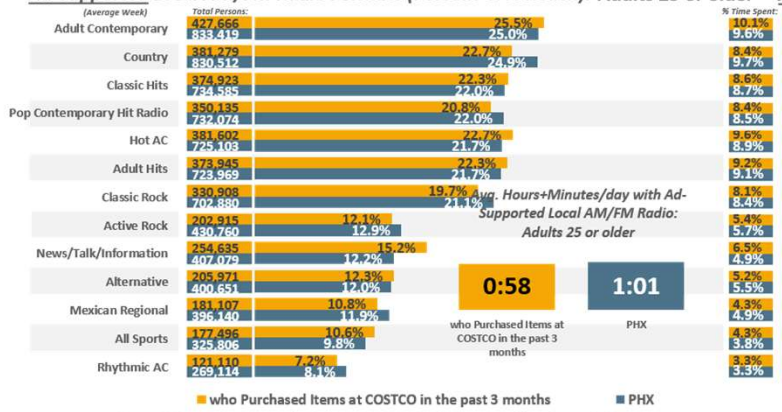
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 2,117

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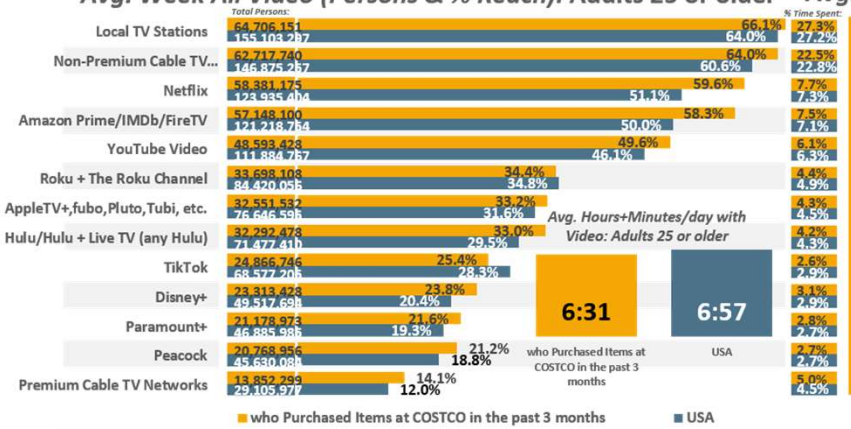
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Major stores bought past 3 months: Costco

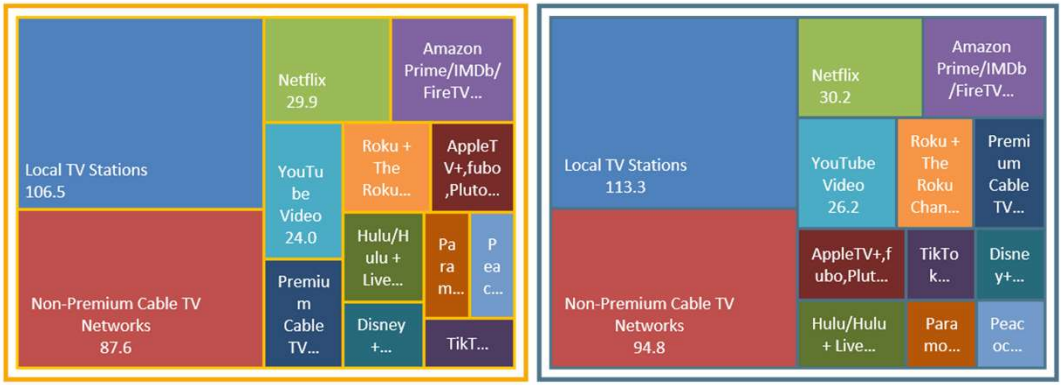


63,980,522 or 65.3% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months watch Ad-Supported Local TV Stations for an average of 100.7 minutes every day representing 31.8% of all time spent daily with Ad-Supported Video.

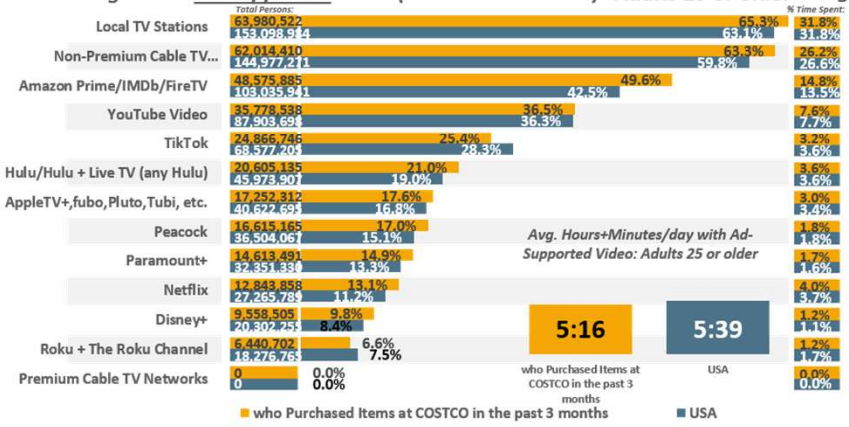
Avg. Week All Video (Persons & % Reach): Adults 25 or older



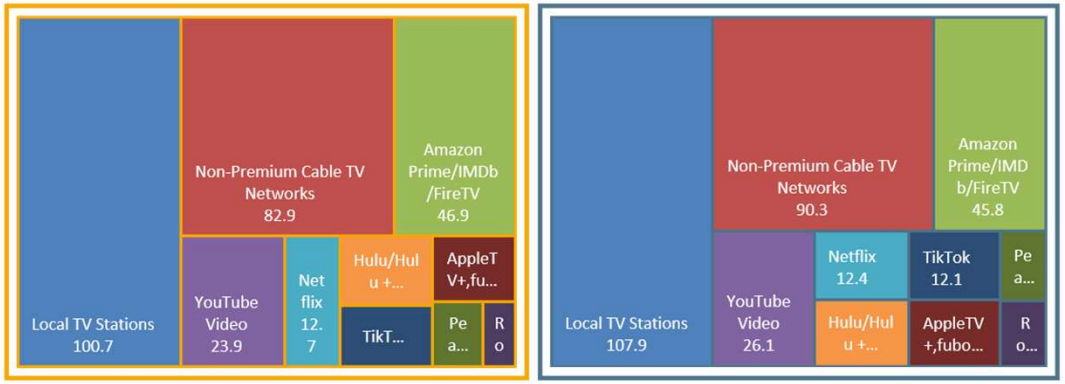
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week <u>Ad-Supported</u> Video (Persons & % Reach): Adults 25 or older



Avg. Day <u>Ad-Supported</u> Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 18,202

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Major stores bought past 3 months: Costco

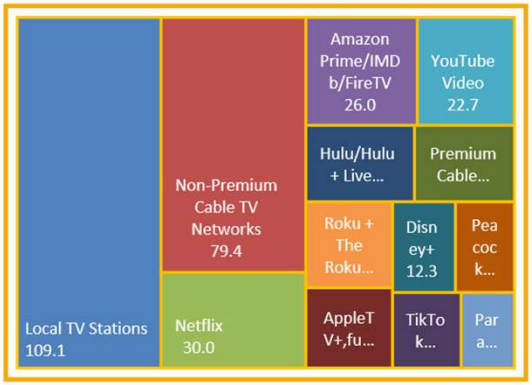


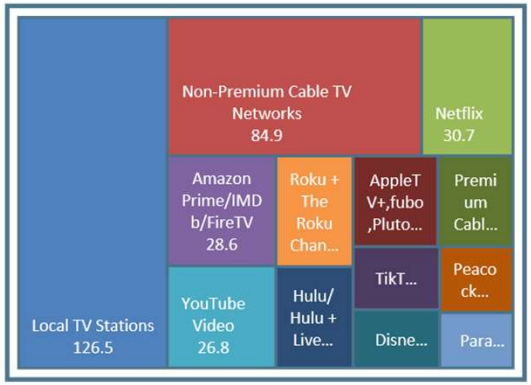
1,749,069 or 74.6% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months watch Ad-Supported Local TV Stations for an average of 102.9 minutes every day representing 34.1% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 25 or older

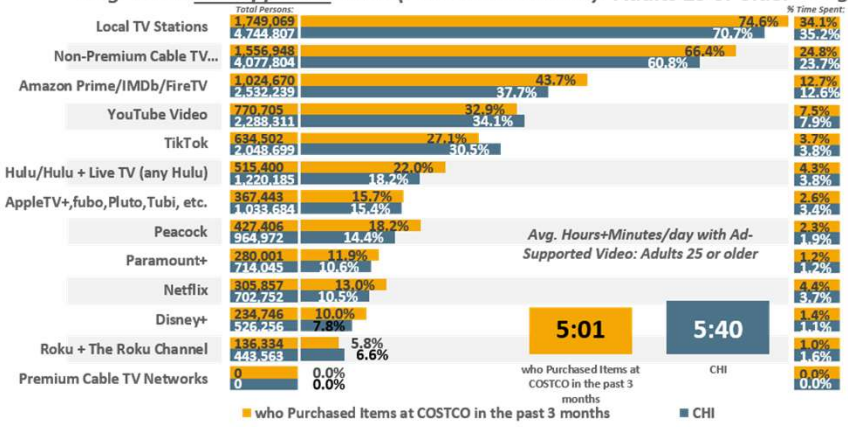


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older

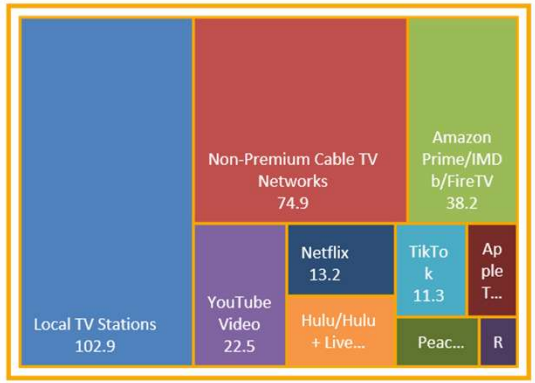


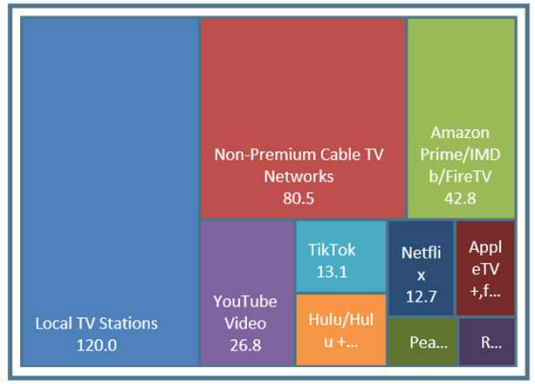


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older





CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 2,465

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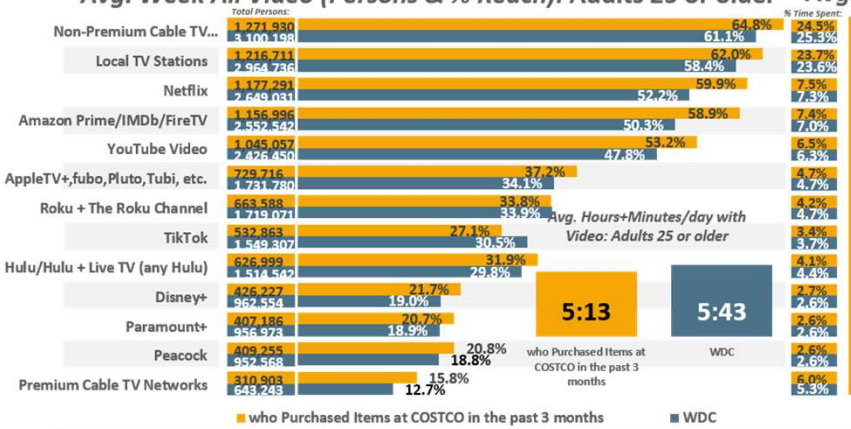
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Major stores bought past 3 months: Costco

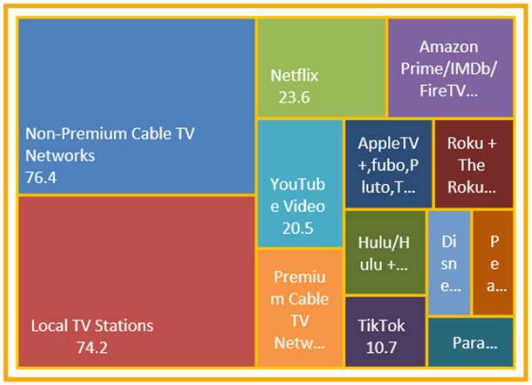


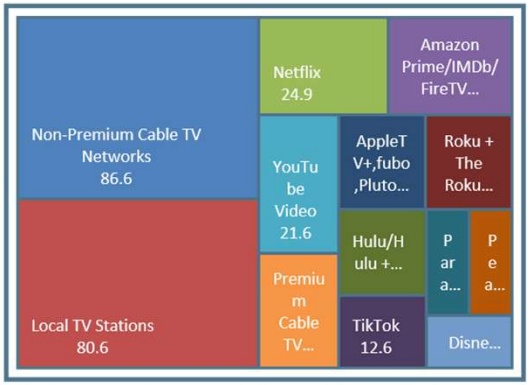
1,201,608 or 61.2% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months watch Ad-Supported Local TV Stations for an average of 69.6 minutes every day representing 27.2% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 25 or older

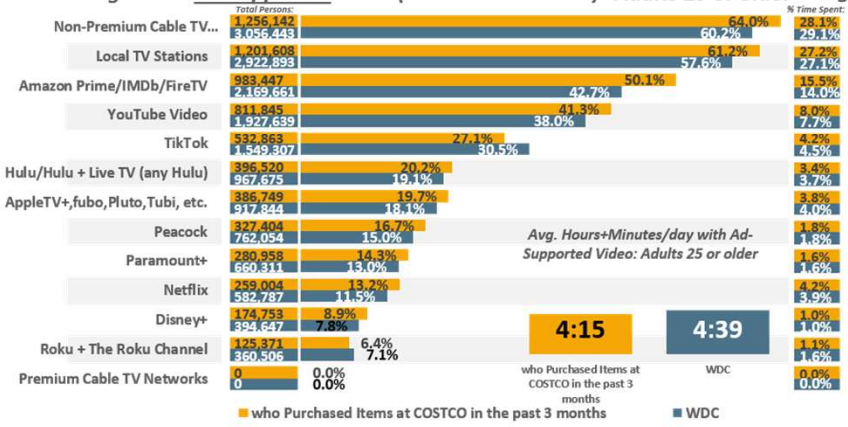


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older

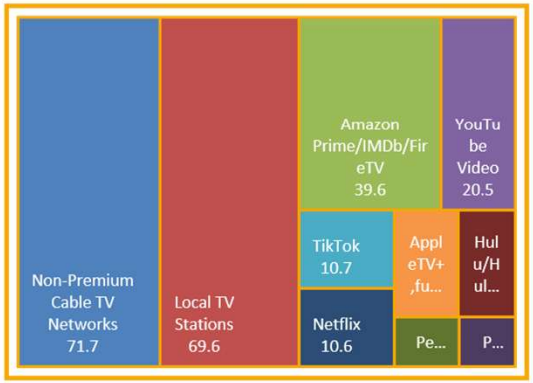


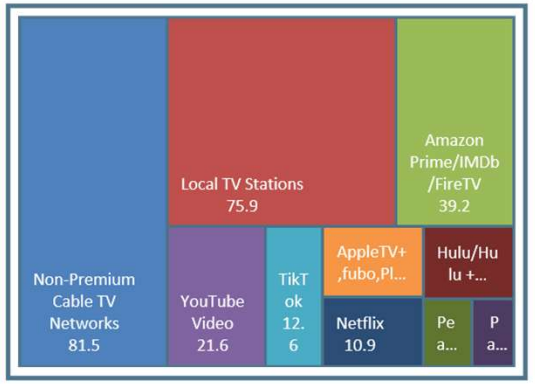


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older





WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,258

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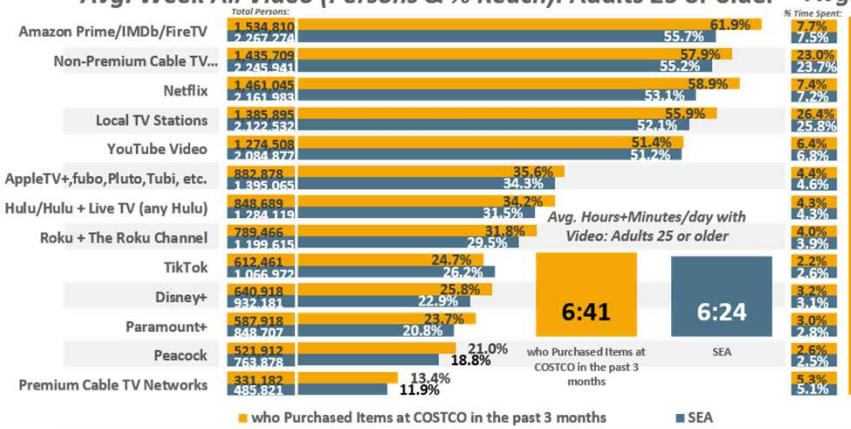
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Major stores bought past 3 months: Costco

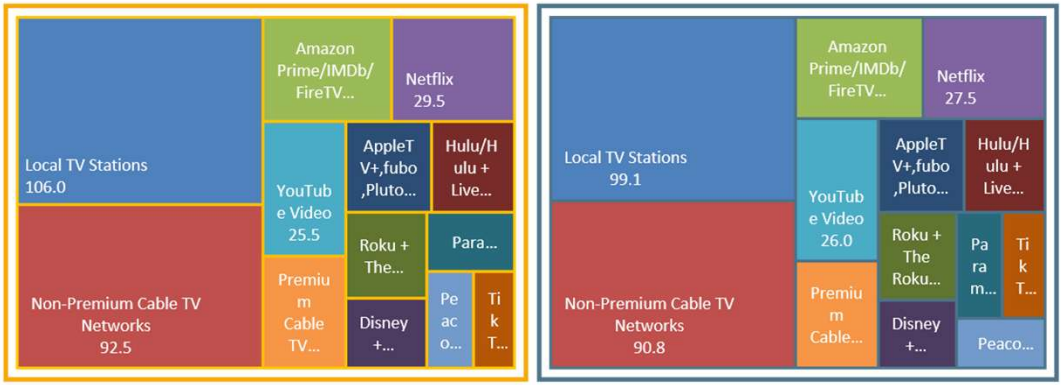


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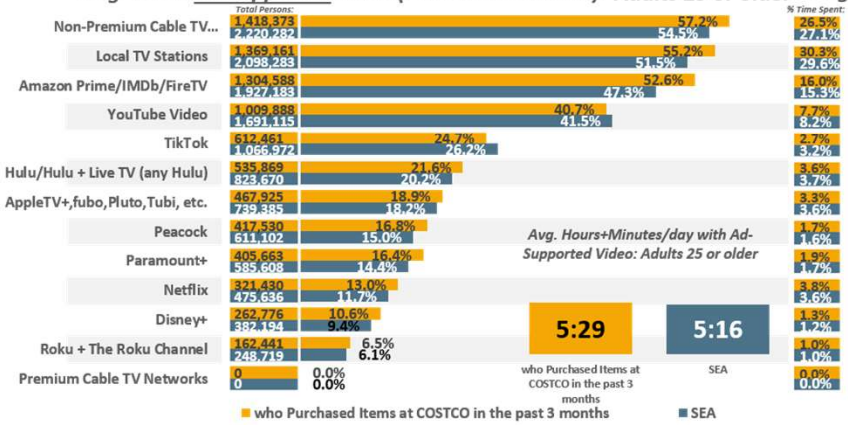
Avg. Week All Video (Persons & % Reach): Adults 25 or older



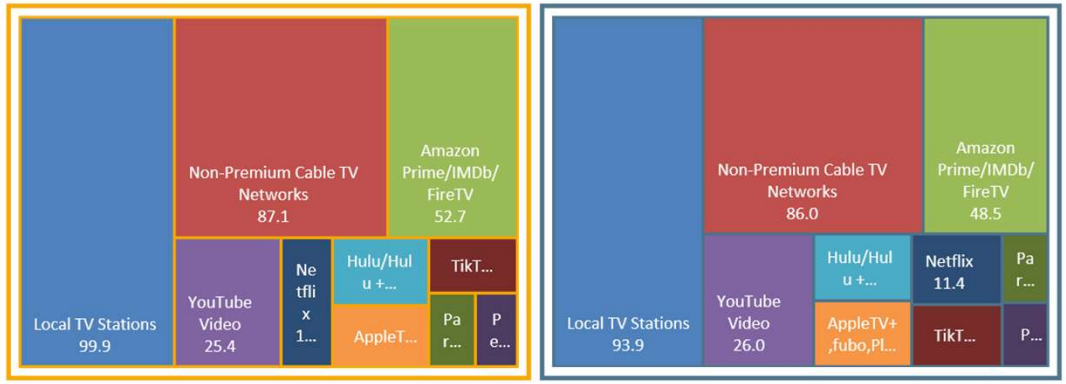
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week <u>Ad-Supported</u> Video (Persons & % Reach): Adults 25 or older



Avg. Day <u>Ad-Supported</u> Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older

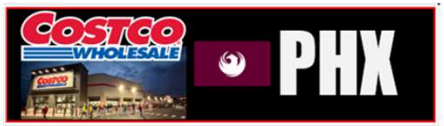


SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,573

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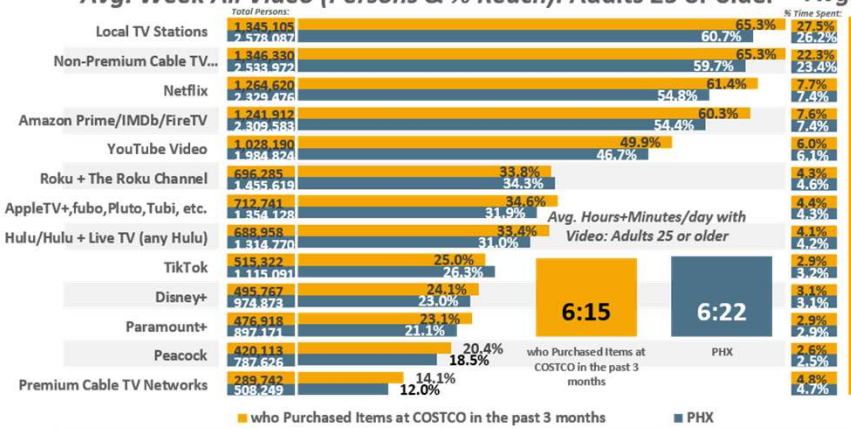
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Major stores bought past 3 months: Costco

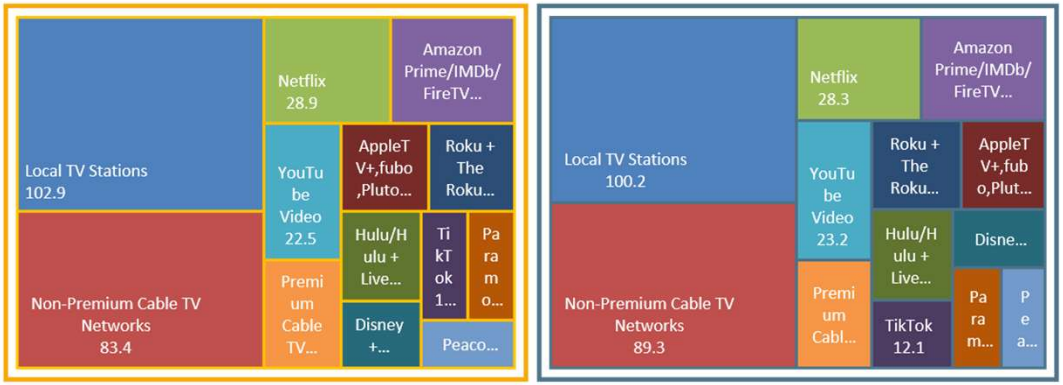


1,329,075 or 64.5% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months watch Ad-Supported Local TV Stations for an average of 98.7 minutes every day representing 32.5% of all time spent daily with Ad-Supported Video.

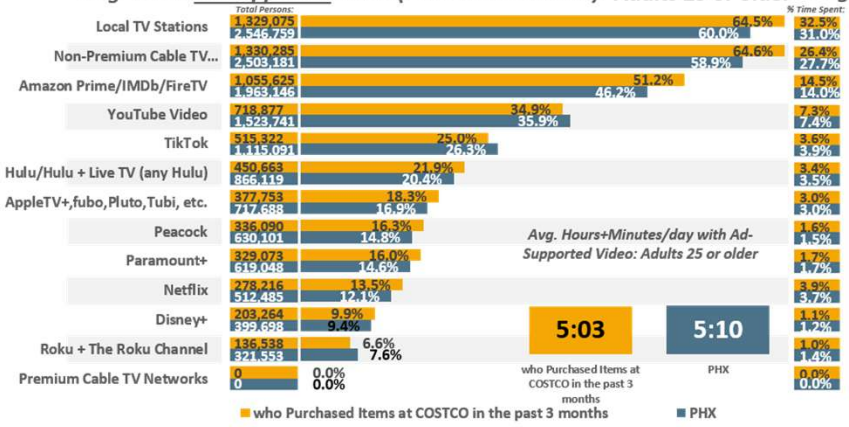
Avg. Week All Video (Persons & % Reach): Adults 25 or older



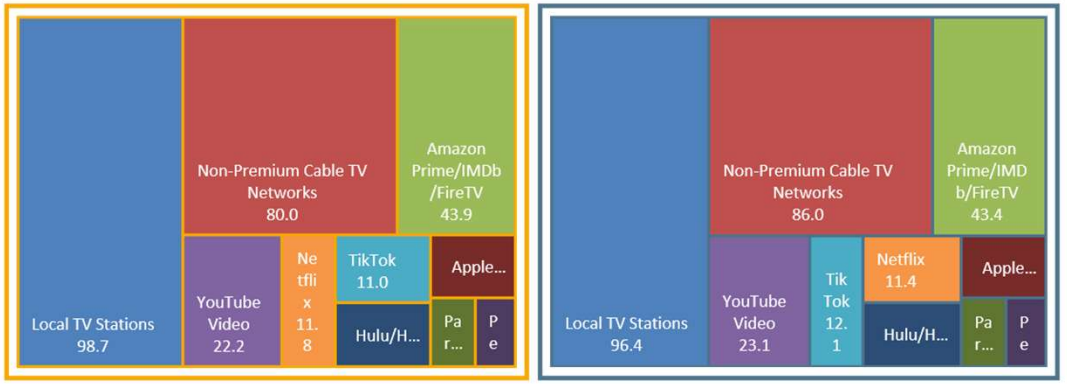
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



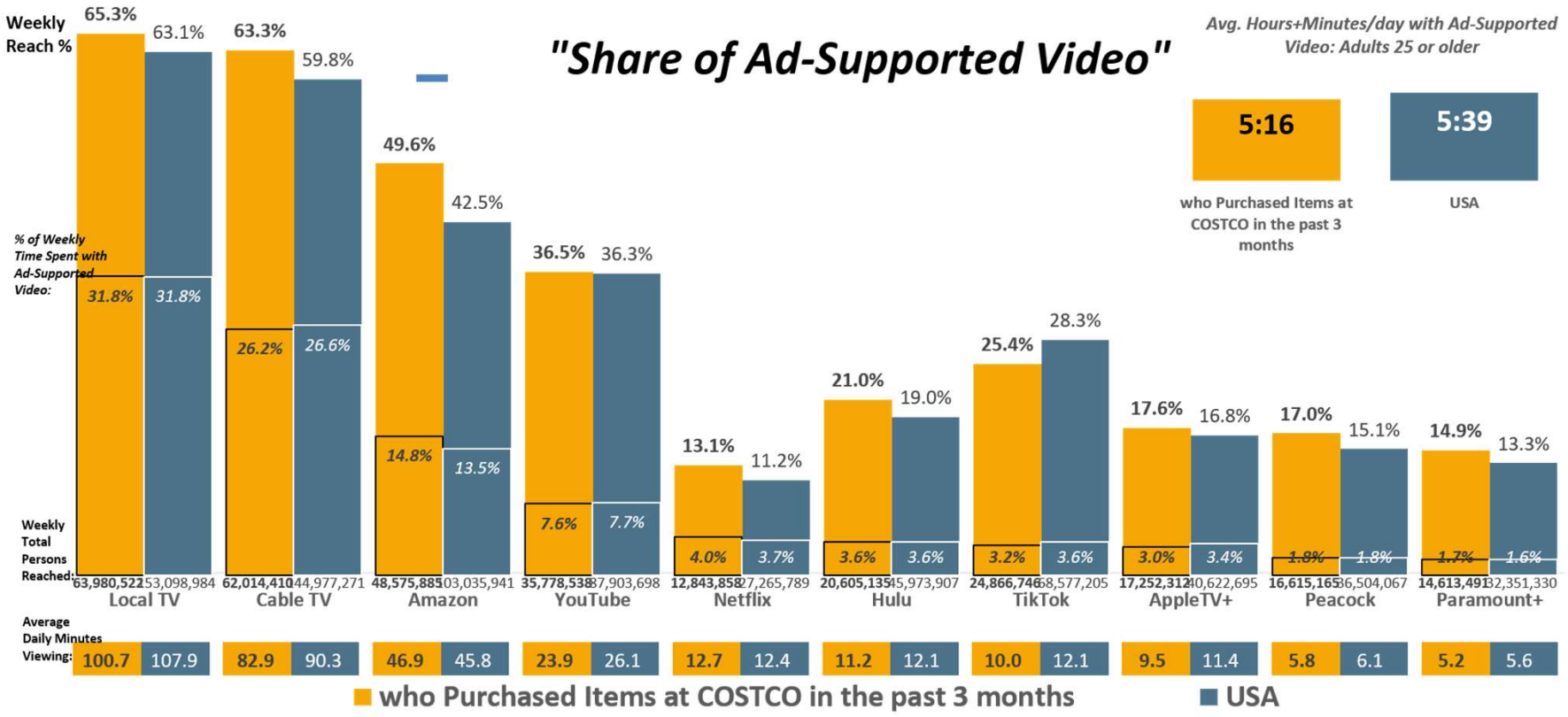
PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 2,117

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Major stores bought past 3 months: Costco

63,980,522 or 65.3% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months watch Ad-Supported Local TV Stations for an average of 100.7 minutes every day representing 31.8% of all time spent daily with Ad-Supported Video.



Scarborough R2 2025-26: Feb24-Jul26 USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 45,070
USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 18,202

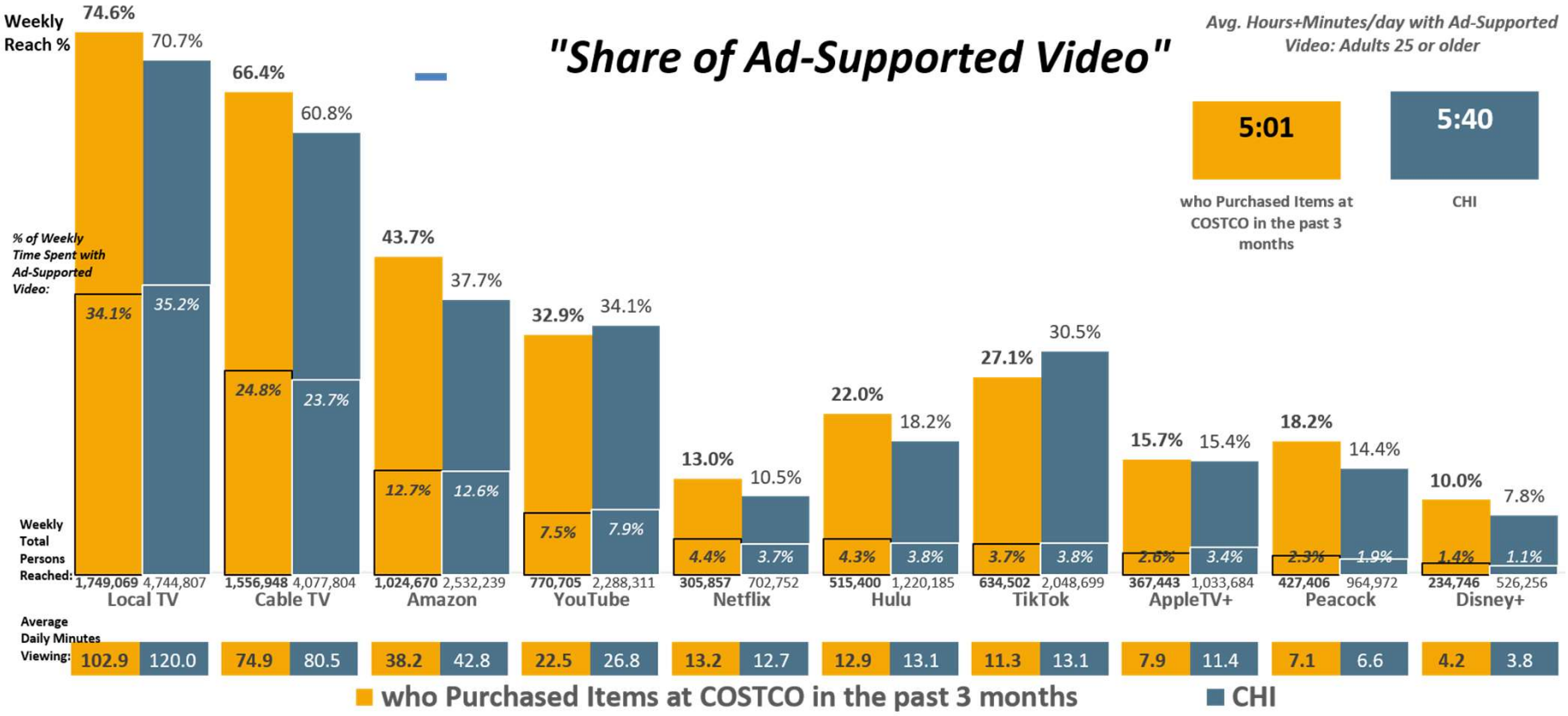
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Major stores bought past 3 months: Costco



1,749,069 or 74.6% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months watch Ad-Supported Local TV Stations for an average of 102.9 minutes every day representing 34.1% of all time spent daily with Ad-Supported Video.



CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 2,465 CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 7,248

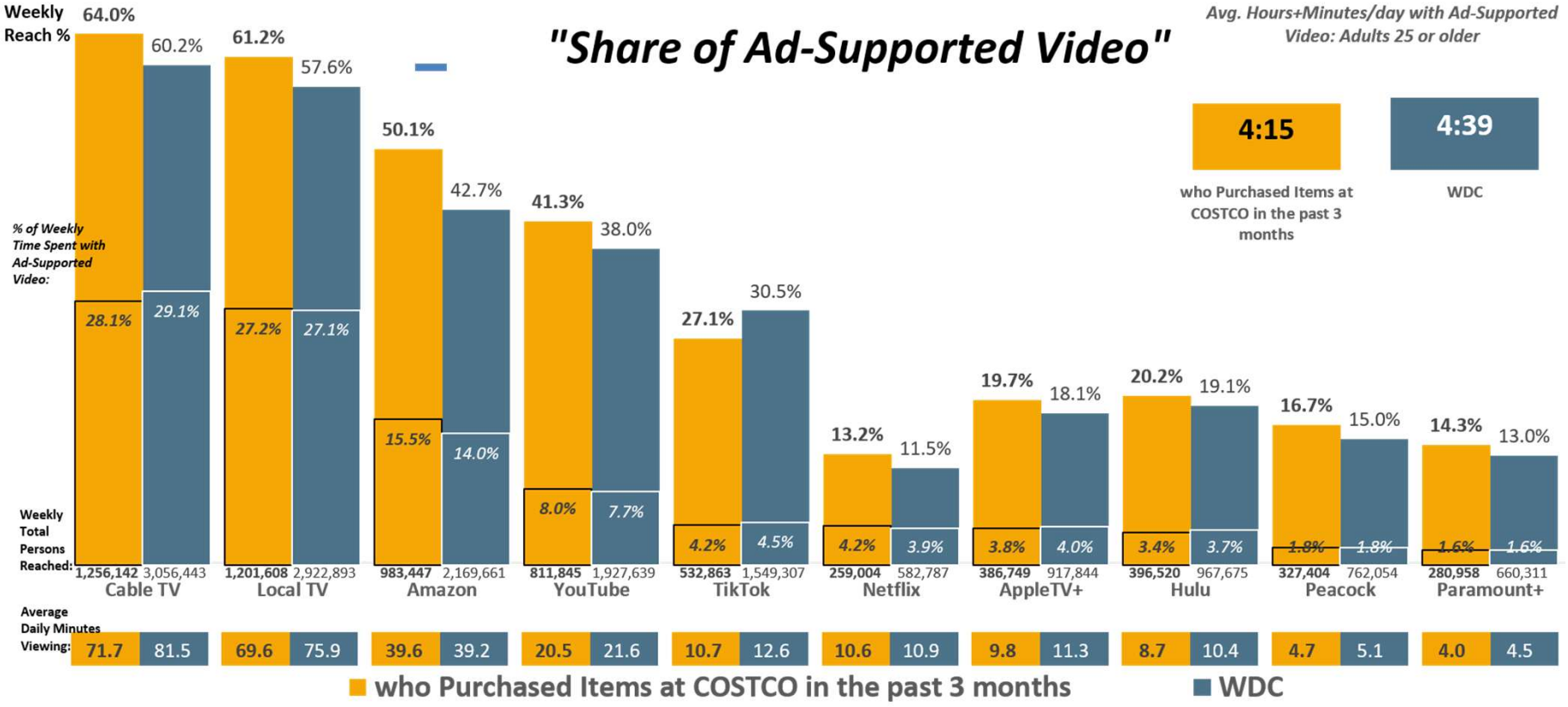
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Major stores bought past 3 months: Costco



1,201,608 or 61.2% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months watch Ad-Supported Local TV Stations for an average of 69.6 minutes every day representing 27.2% of all time spent daily with Ad-Supported Video.



WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,258 WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 10,324

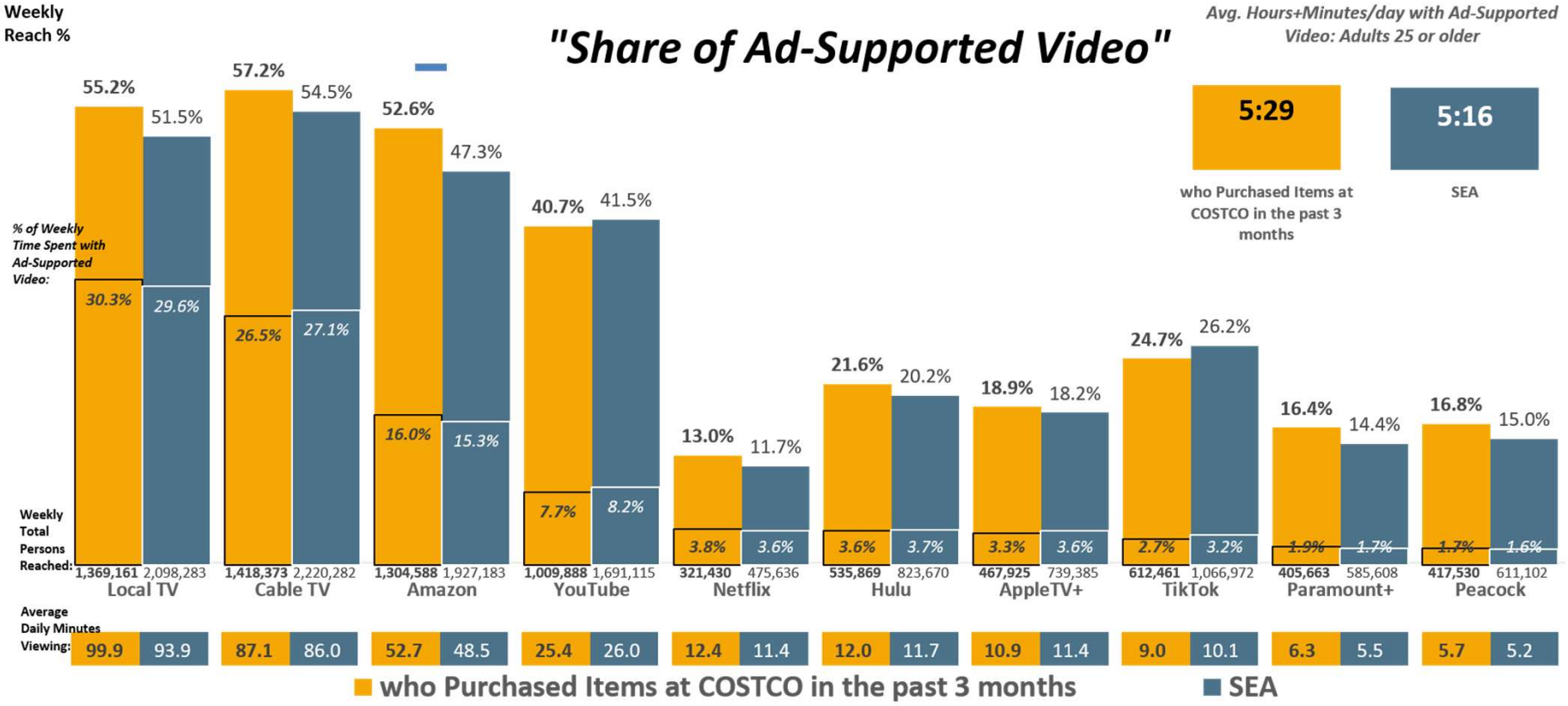
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Major stores bought past 3 months: Costco



1,369,161 or 55.2% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months watch Ad-Supported Local TV Stations for an average of 99.9 minutes every day representing 30.3% of all time spent daily with Ad-Supported Video.



SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,573 SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 7,280

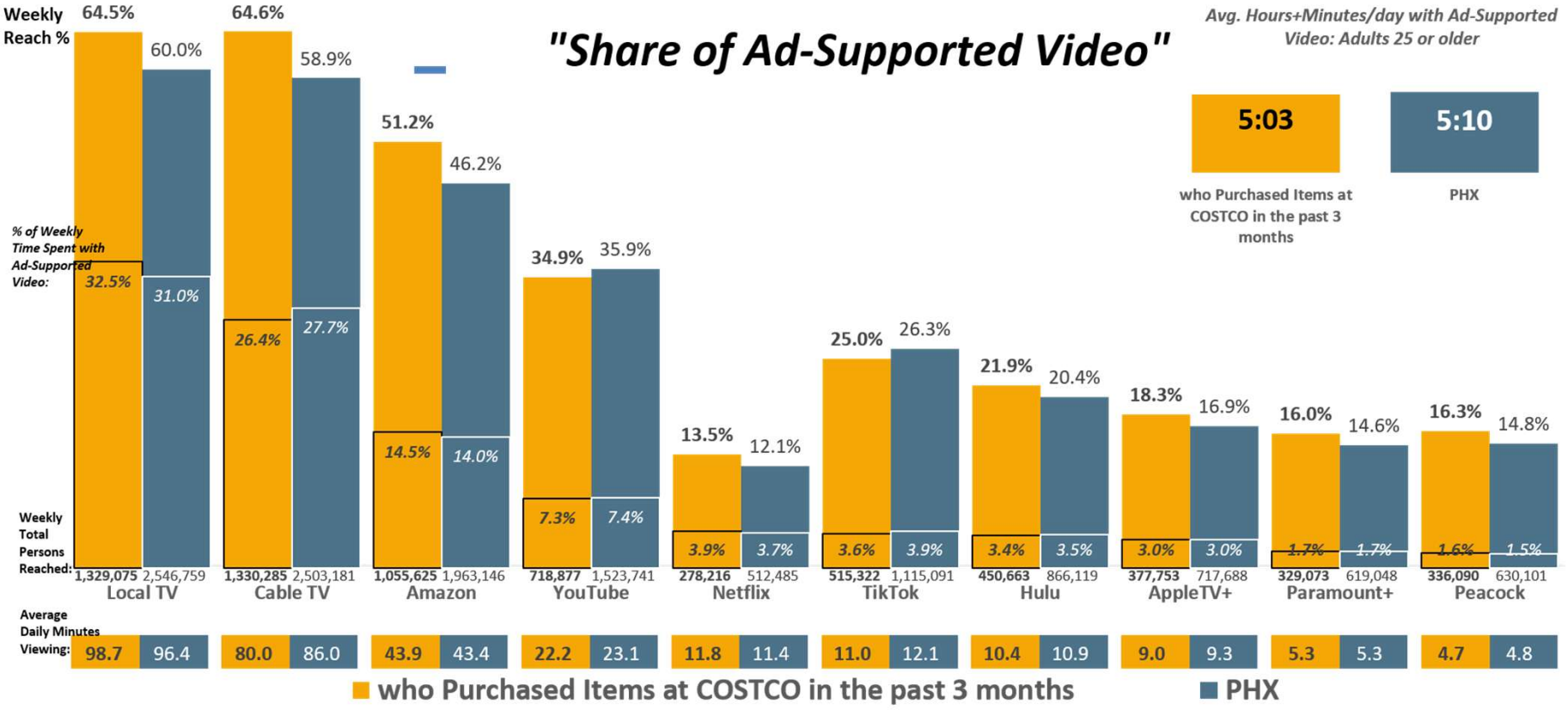
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Major stores bought past 3 months: Costco



1,329,075 or 64.5% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months watch Ad-Supported Local TV Stations for an average of 98.7 minutes every day representing 32.5% of all time spent daily with Ad-Supported Video.



PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 2,117 PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,474

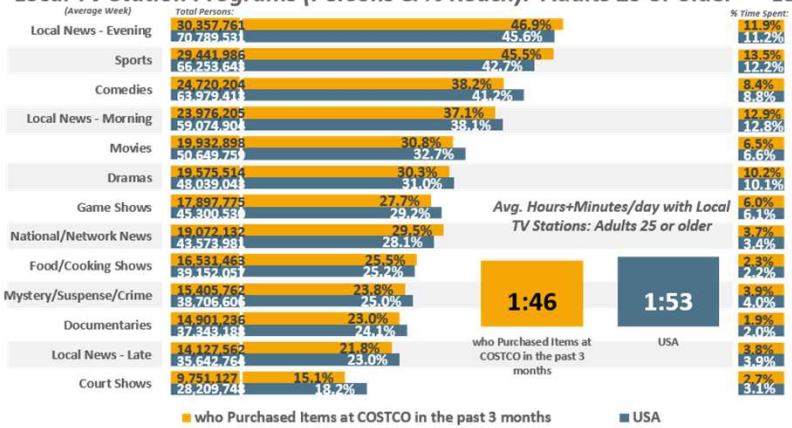
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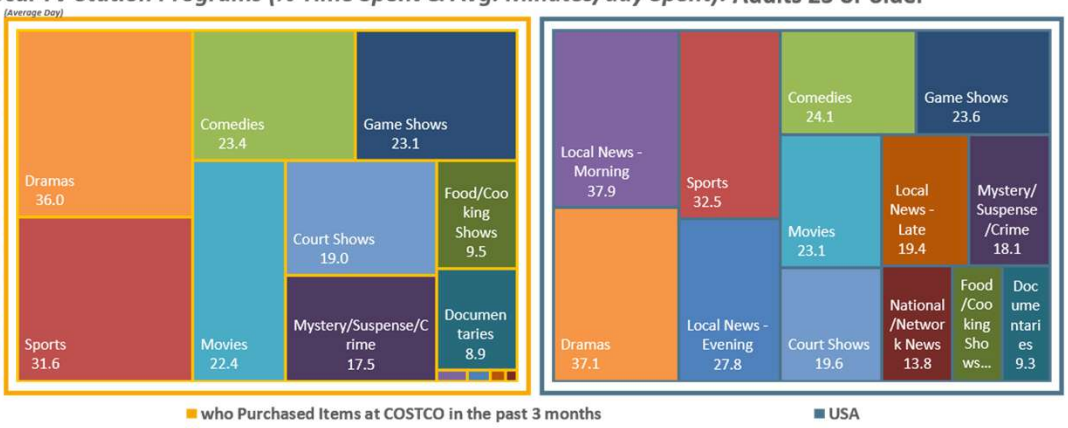
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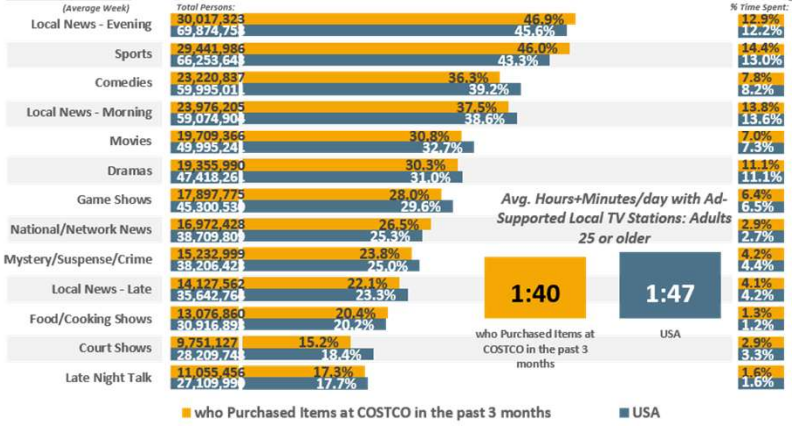
Local TV Station Programs (Persons & % Reach): Adults 25 or older



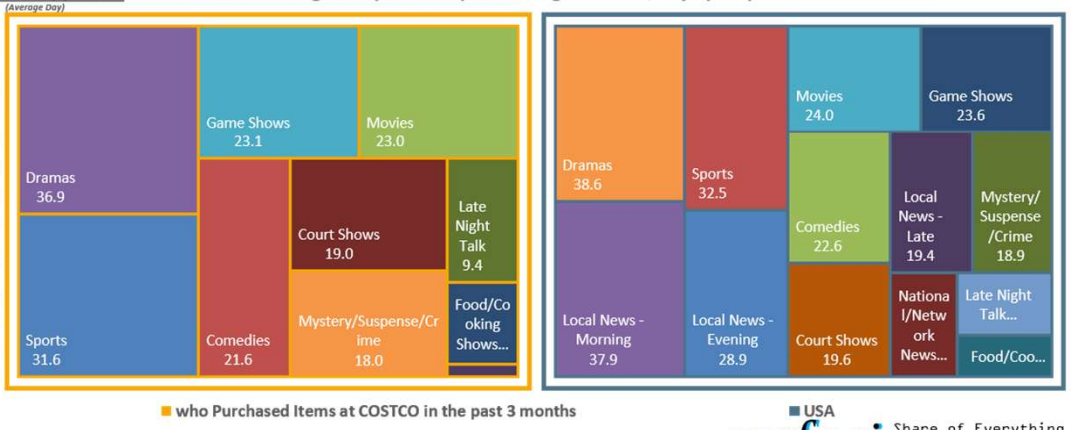
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 18,202

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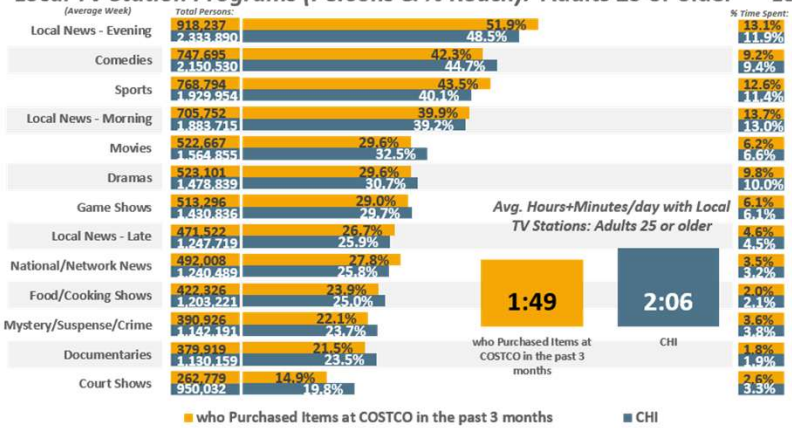
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Major stores bought past 3 months: Costco

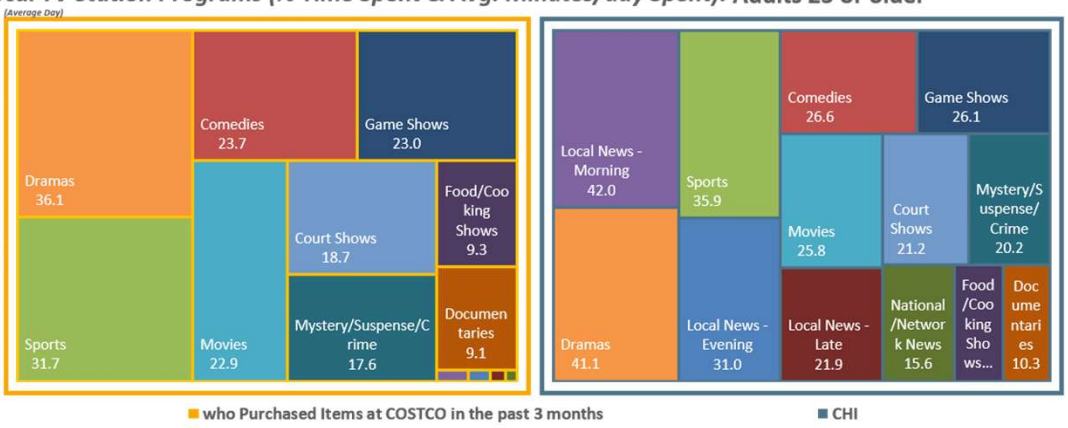


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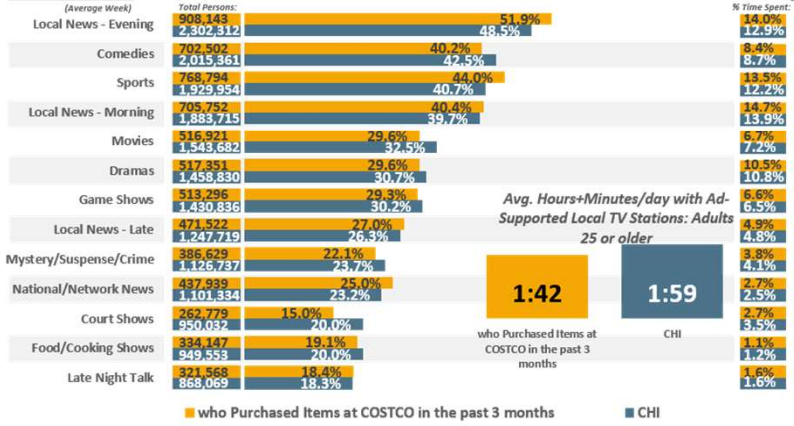
Local TV Station Programs (Persons & % Reach): Adults 25 or older



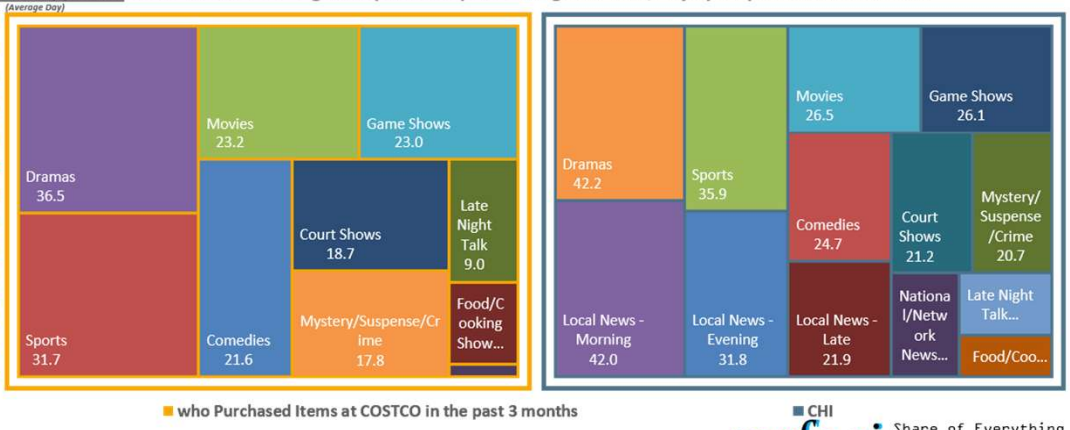
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 2,465

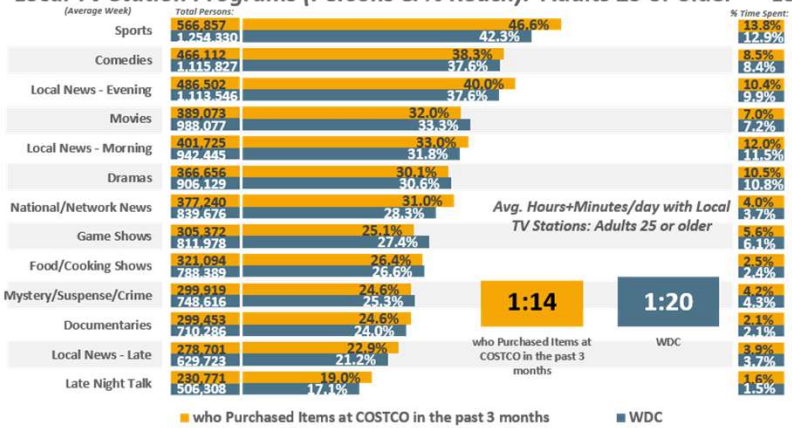
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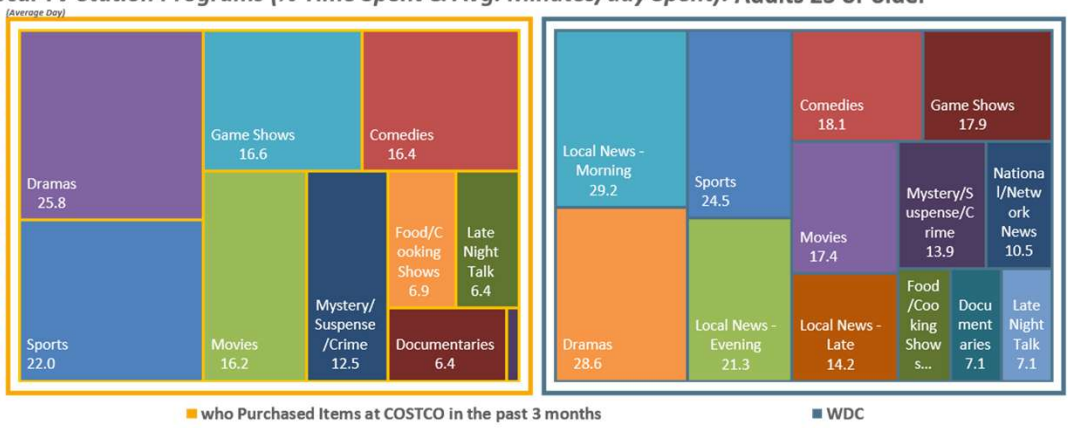
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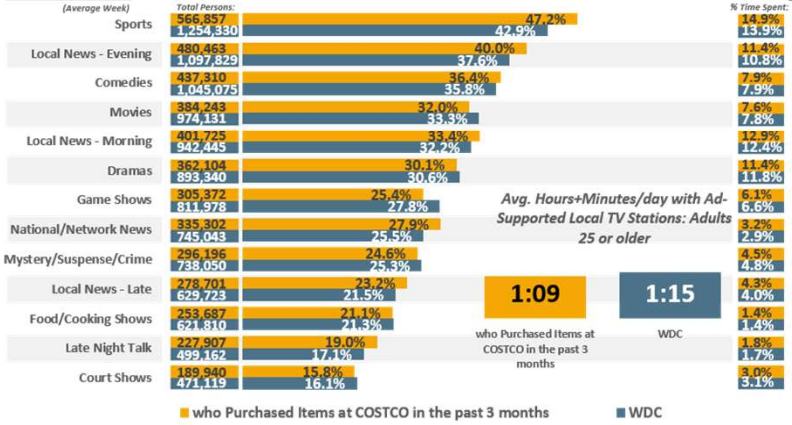
Local TV Station Programs (Persons & % Reach): Adults 25 or older



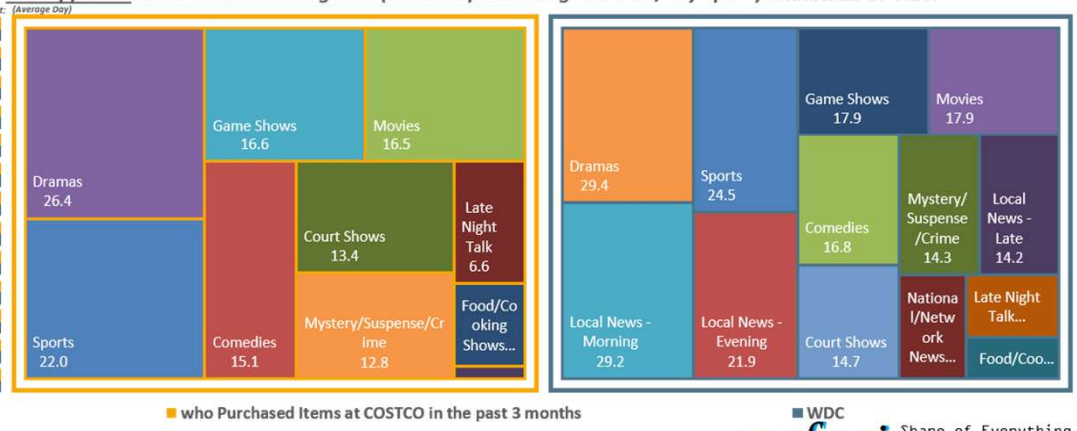
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,258

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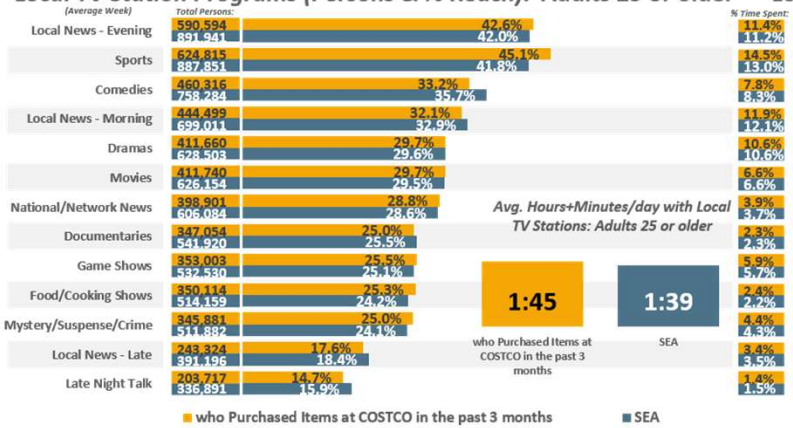
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Major stores bought past 3 months: Costco

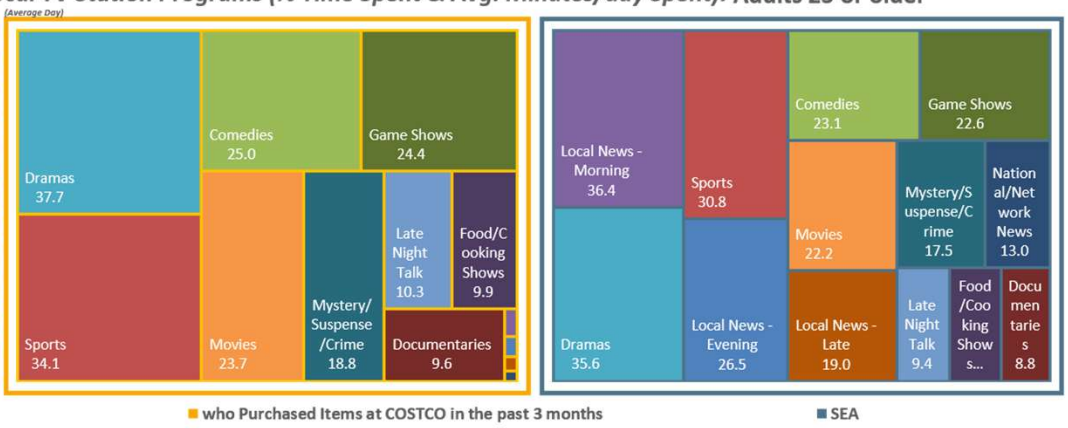


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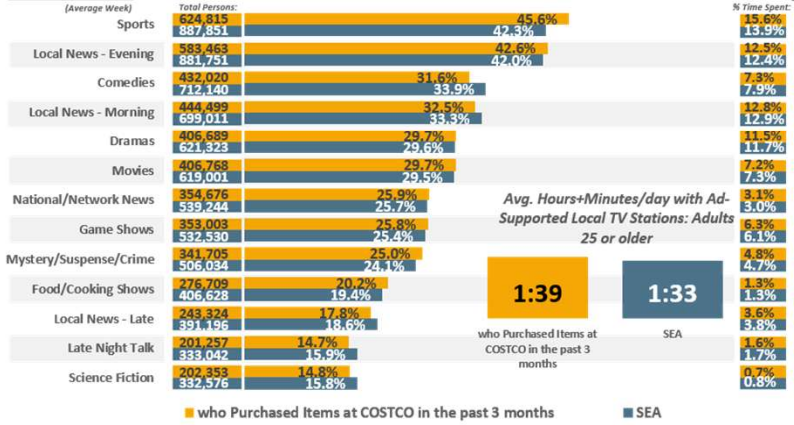
Local TV Station Programs (Persons & % Reach): Adults 25 or older



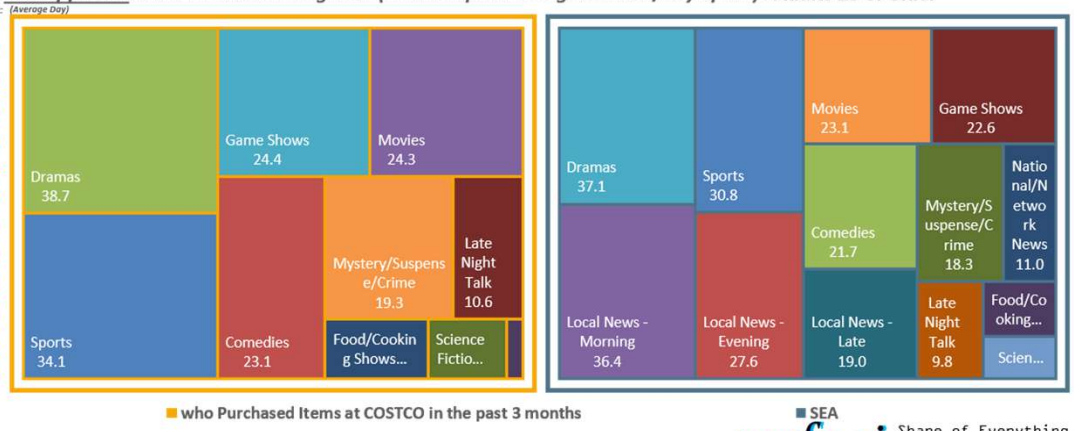
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,573

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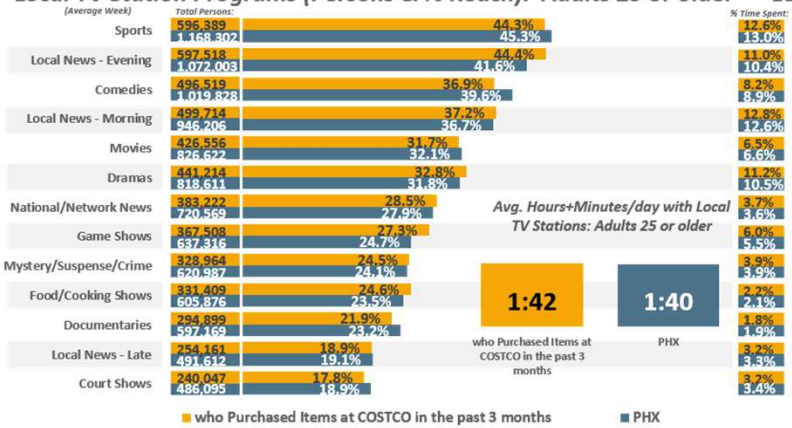
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Major stores bought past 3 months: Costco

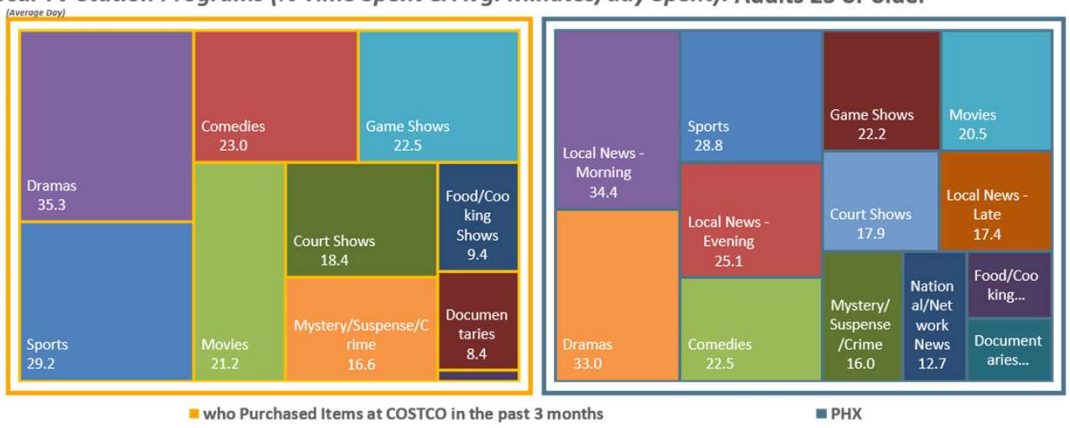


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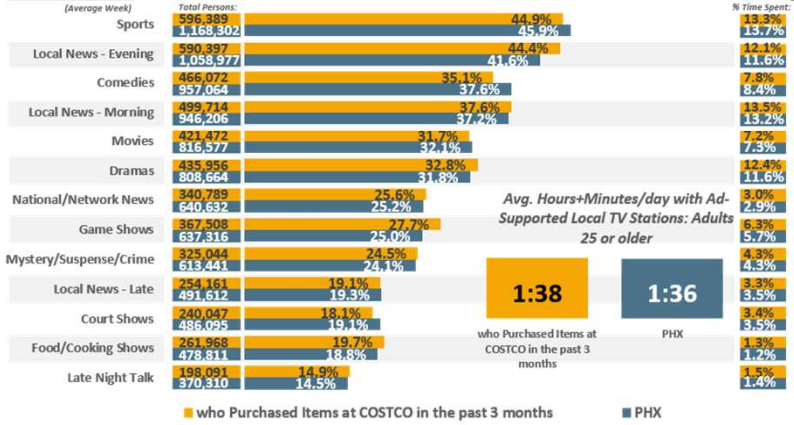
Local TV Station Programs (Persons & % Reach): Adults 25 or older



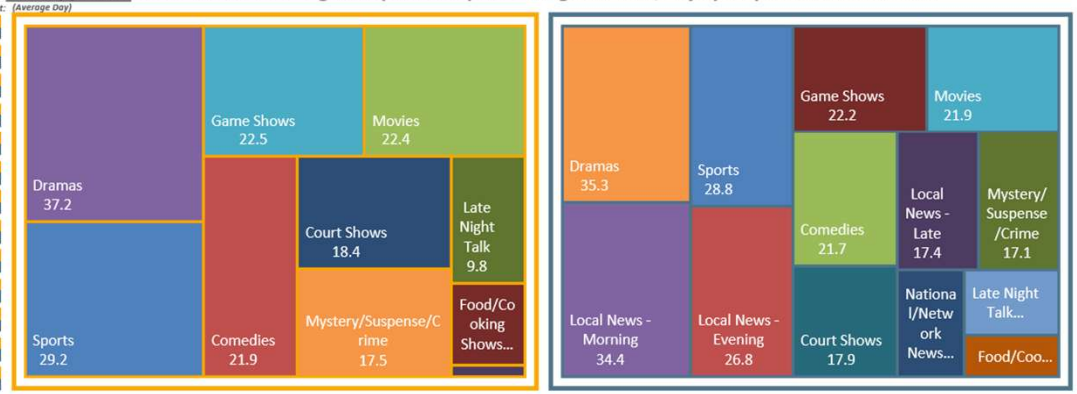
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 2,117

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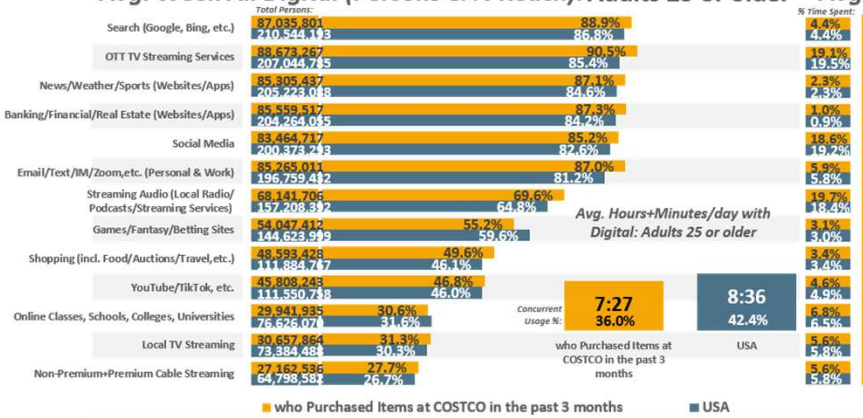
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Major stores bought past 3 months: Costco

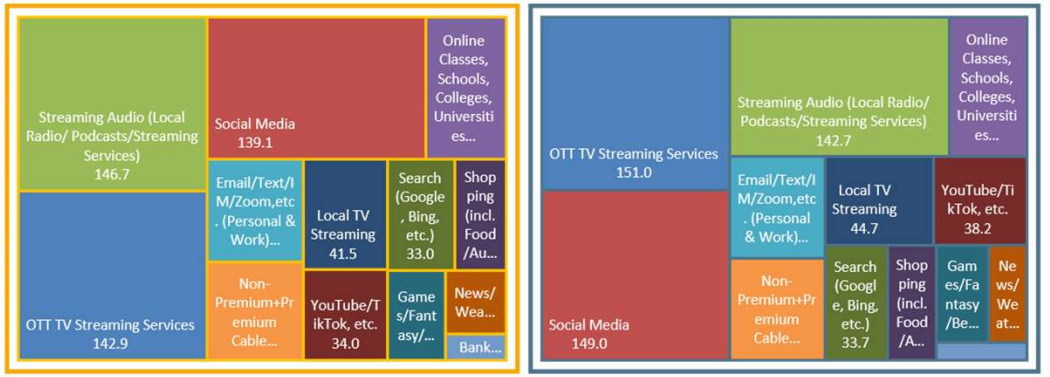


74,402,667 or 76.% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months use Ad-Supported Social Media for an average of 124. minutes every day representing 22.8% of all time spent daily with Ad-Supported Digital Media.

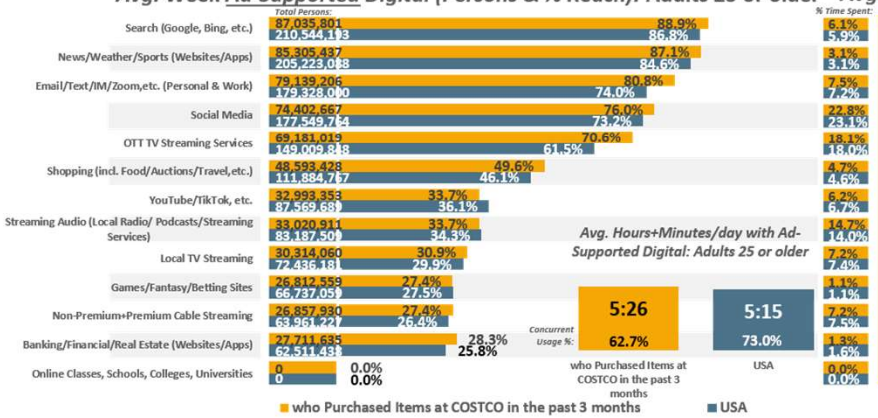
Avg. Week All Digital (Persons & % Reach): Adults 25 or older



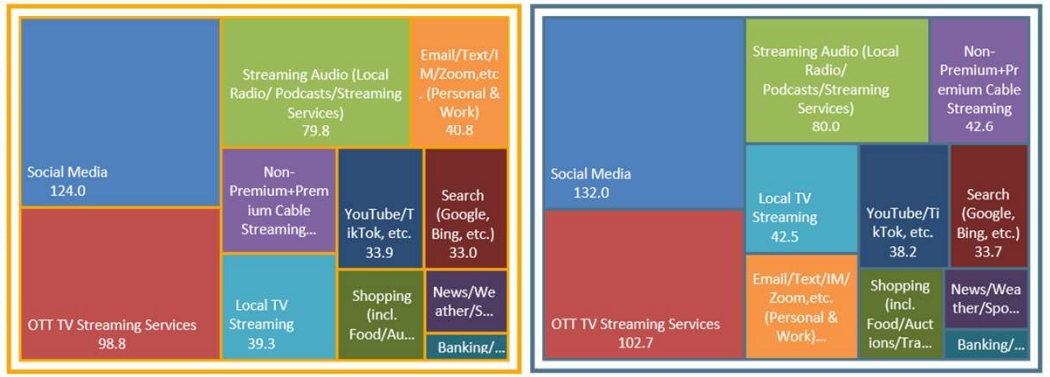
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 18,202

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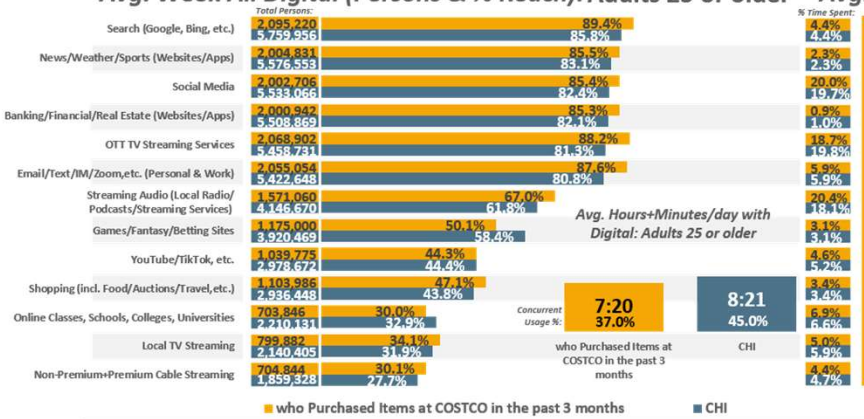
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Major stores bought past 3 months: Costco

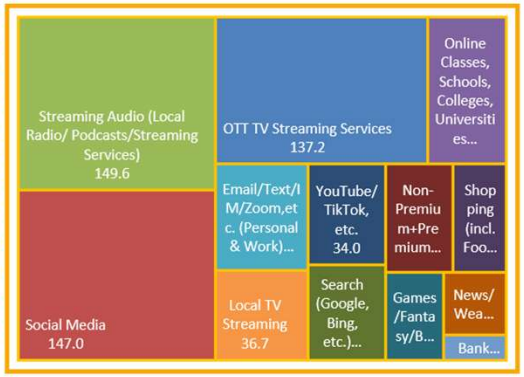


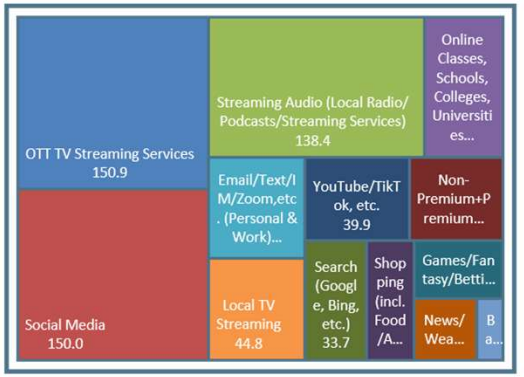
1,779,530 or 75.9% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months use Ad-Supported Social Media for an average of 130.6 minutes every day representing 24.6% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 25 or older

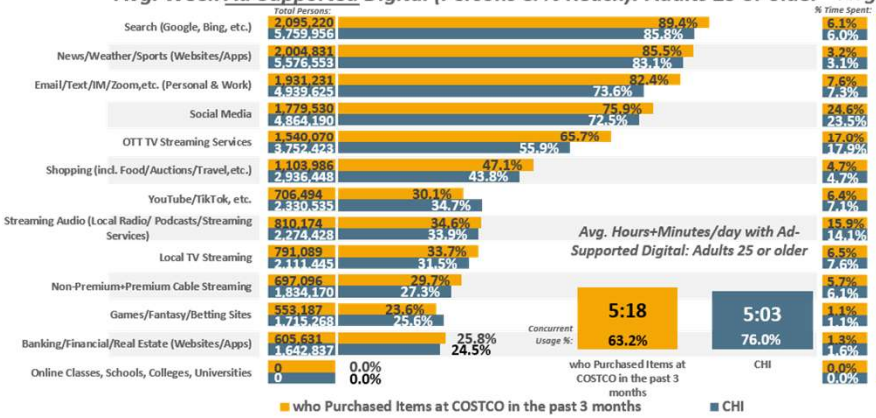


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older

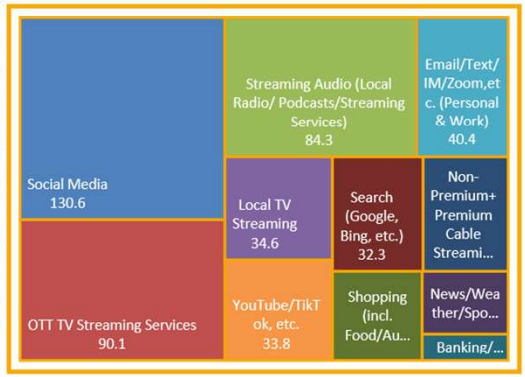


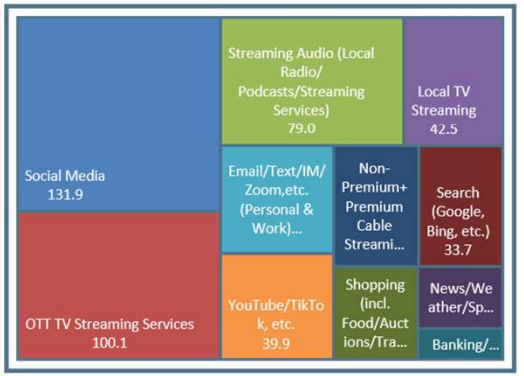


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older





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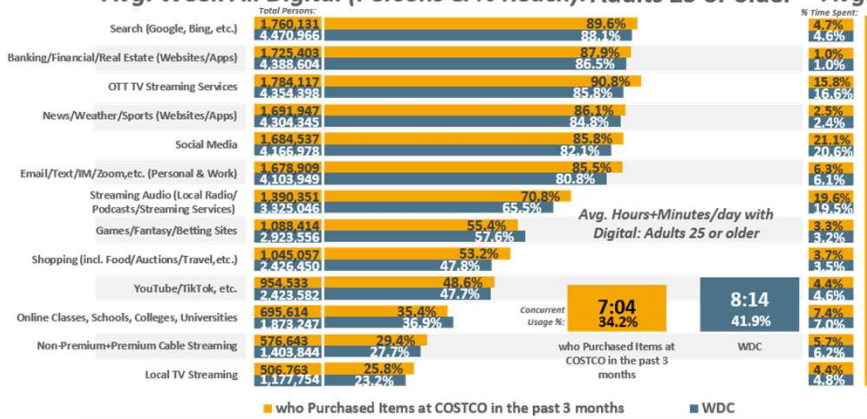
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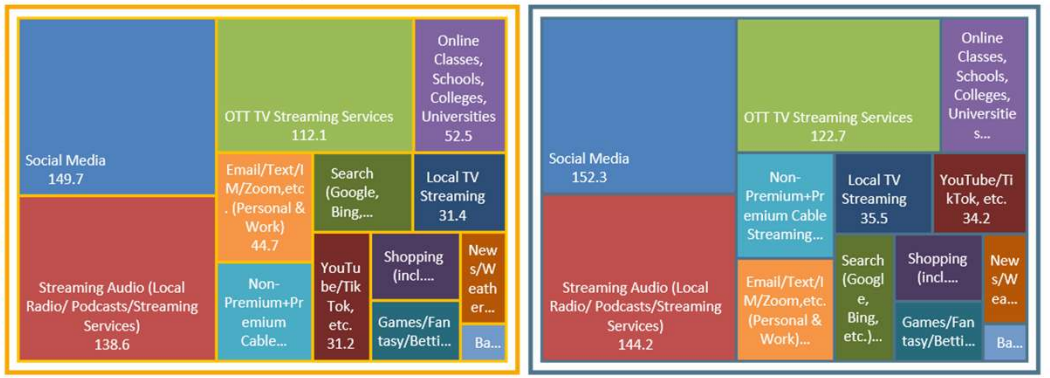
Major stores bought past 3 months: Costco

1,504,608 or 76.6% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months use Ad-Supported Social Media for an average of 133.7 minutes every day representing 25.6% of all time spent daily with Ad-Supported Digital Media.

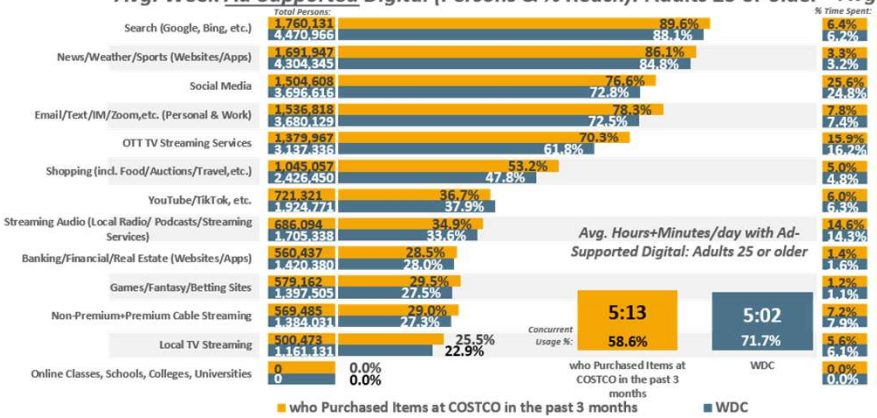
Avg. Week All Digital (Persons & % Reach): Adults 25 or older



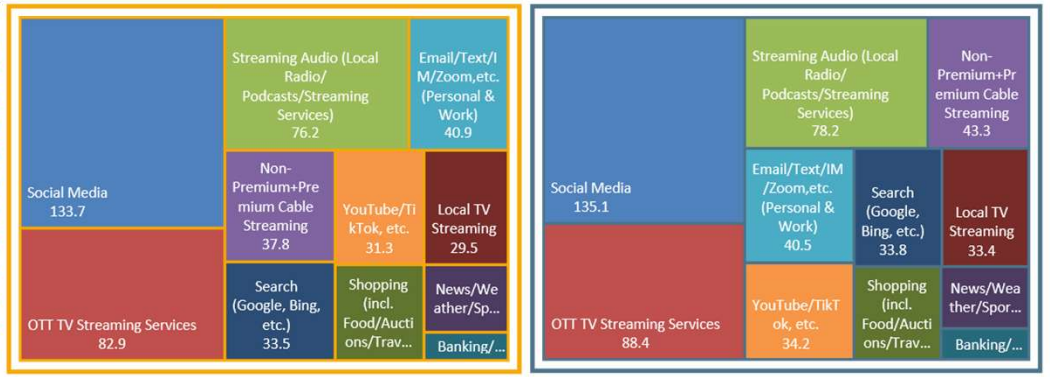
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,258

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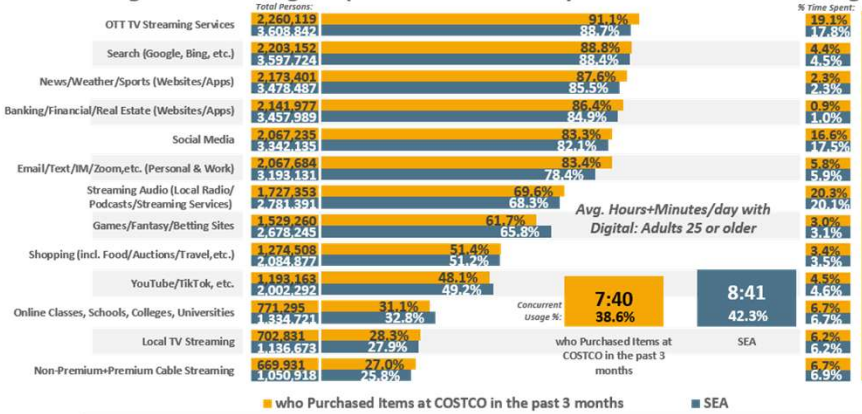
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Major stores bought past 3 months: Costco

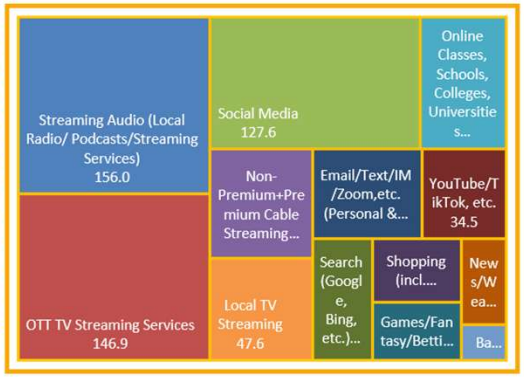


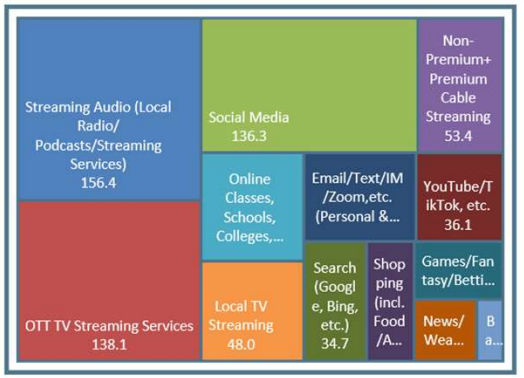
1,812,342 or 73.1% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months use Ad-Supported Social Media for an average of 111.9 minutes every day representing 19.8% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 25 or older

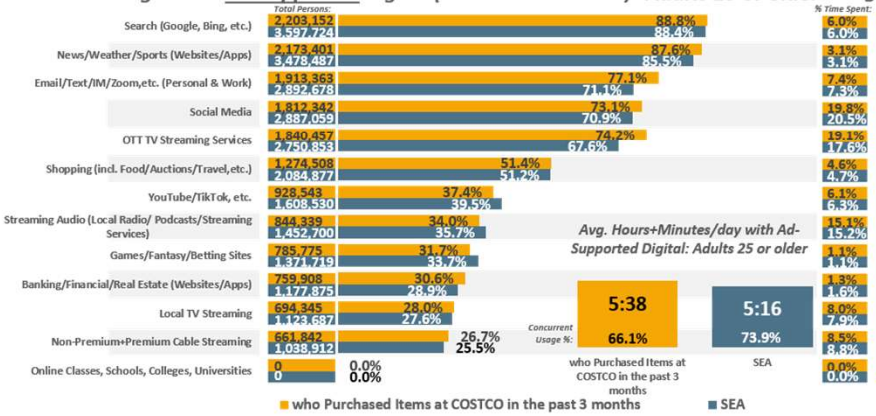


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older

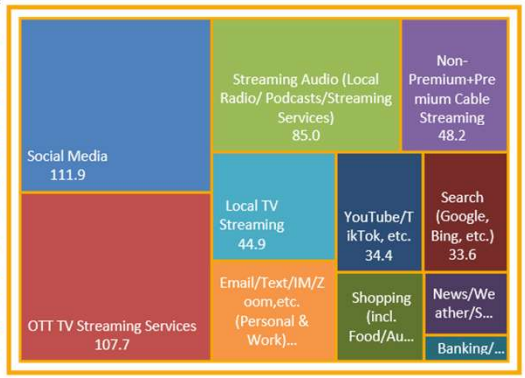


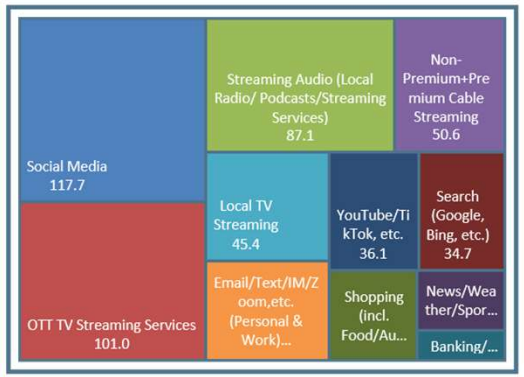


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older





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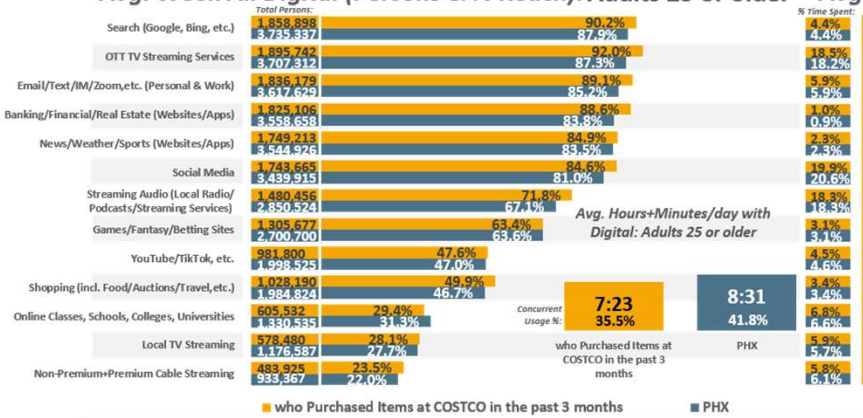
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Major stores bought past 3 months: Costco

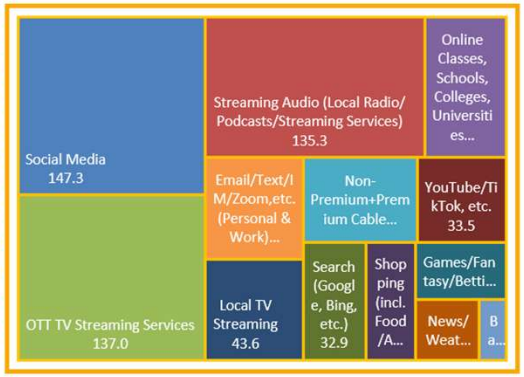


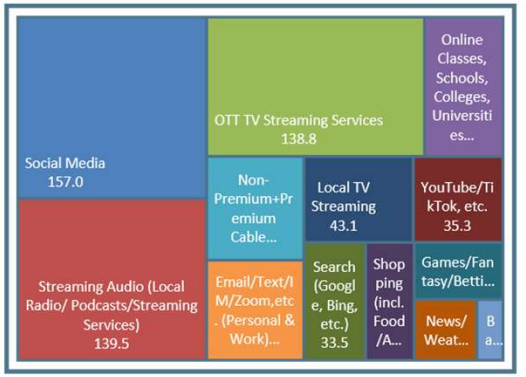
1,584,913 or 76.9% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months use Ad-Supported Social Media for an average of 133.9 minutes every day representing 24.8% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 25 or older

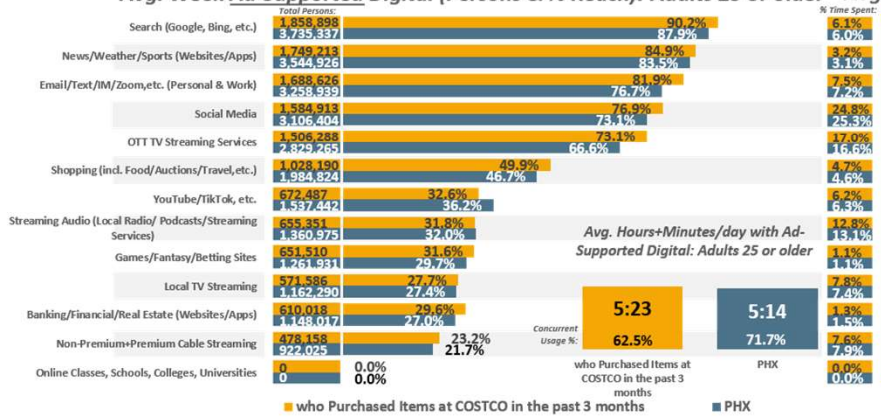


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older

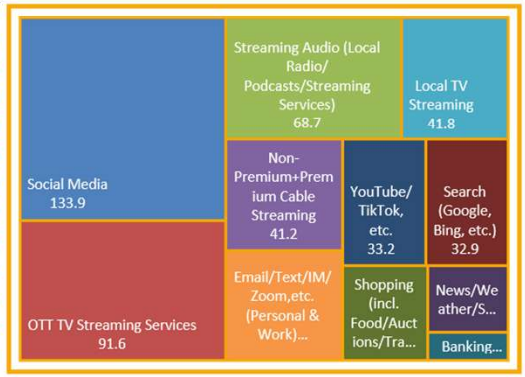


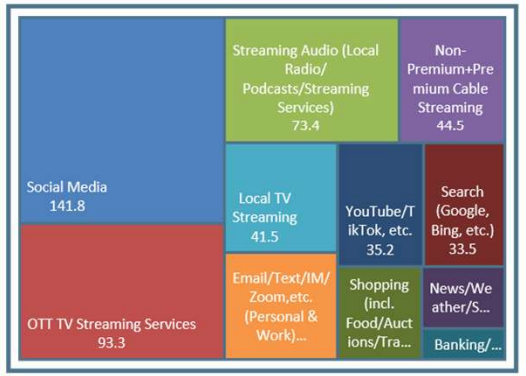


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older





PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 2,117

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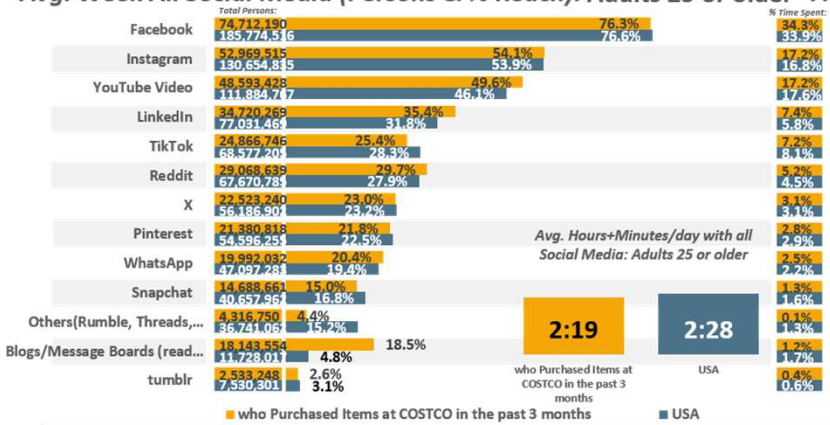
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Major stores bought past 3 months: Costco

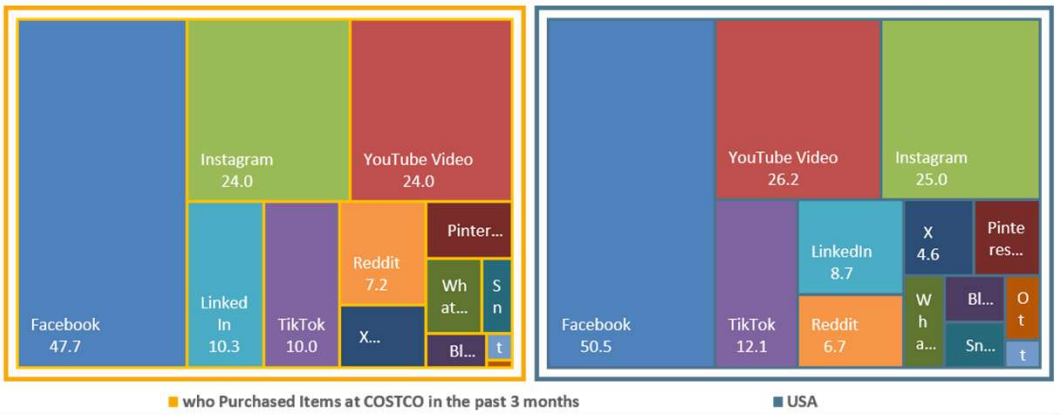


74,402,667 or 76.% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months use Ad-Supported Facebook for an average of 44.8 minutes every day representing 36.1% of all time spent daily with Ad-Supported Social Media.

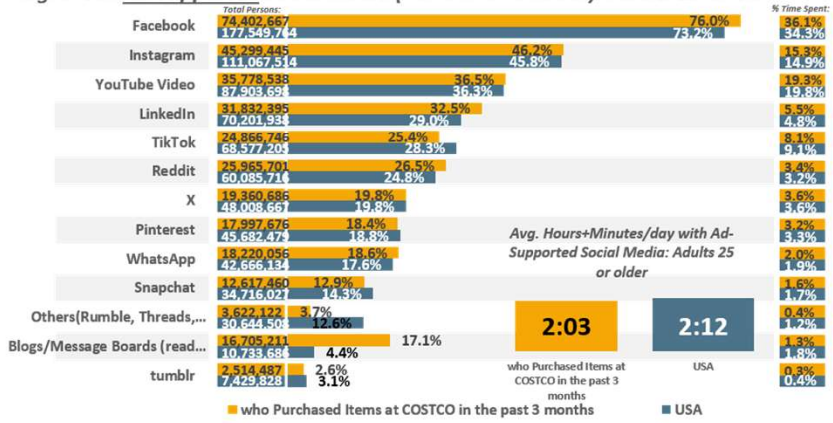
Avg. Week All Social Media (Persons & % Reach): Adults 25 or older



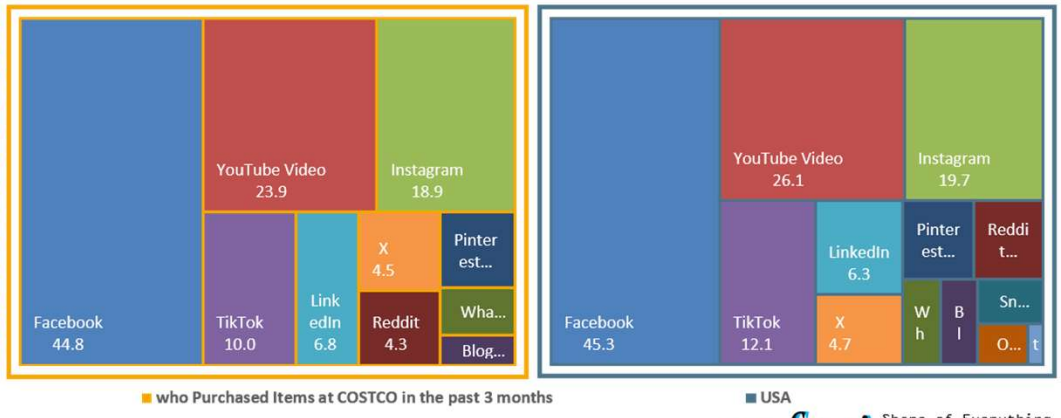
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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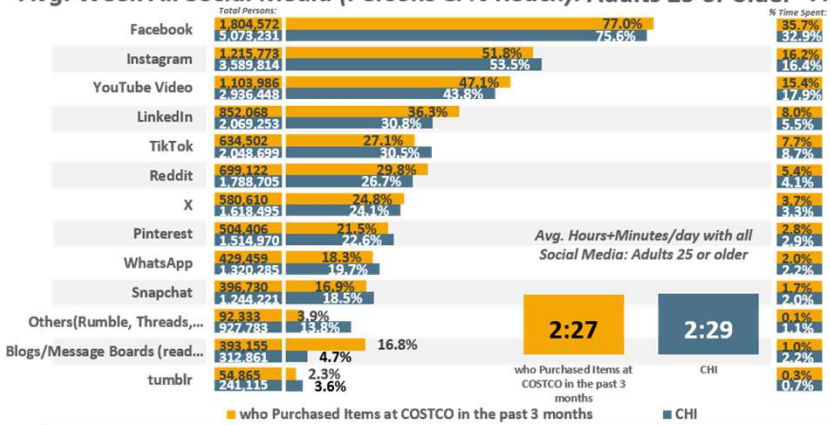
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Major stores bought past 3 months: Costco

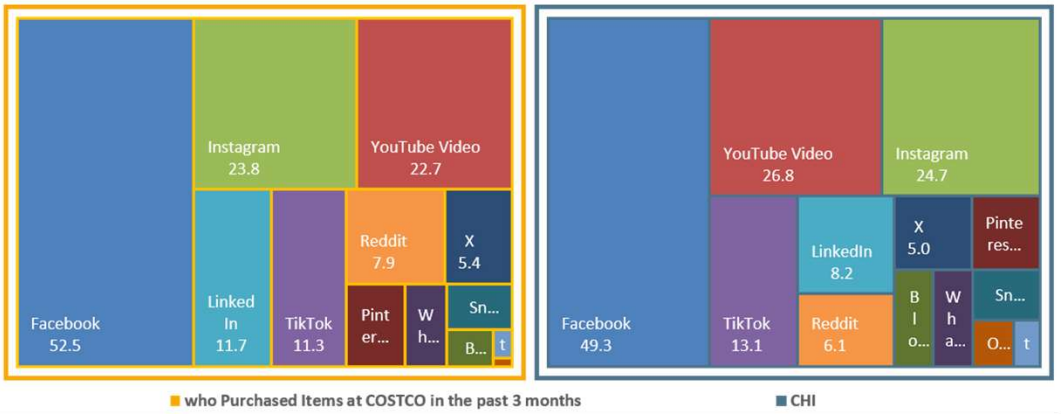


1,779,530 or 75.9% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months use Ad-Supported Facebook for an average of 48.5 minutes every day representing 37.1% of all time spent daily with Ad-Supported Social Media.

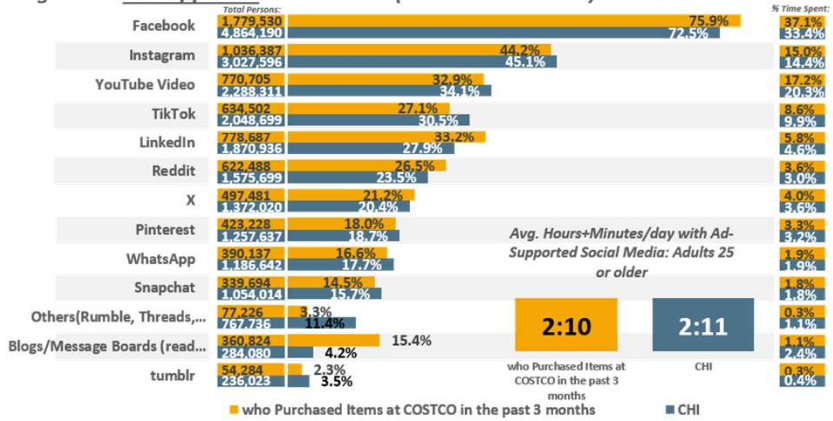
Avg. Week All Social Media (Persons & % Reach): Adults 25 or older



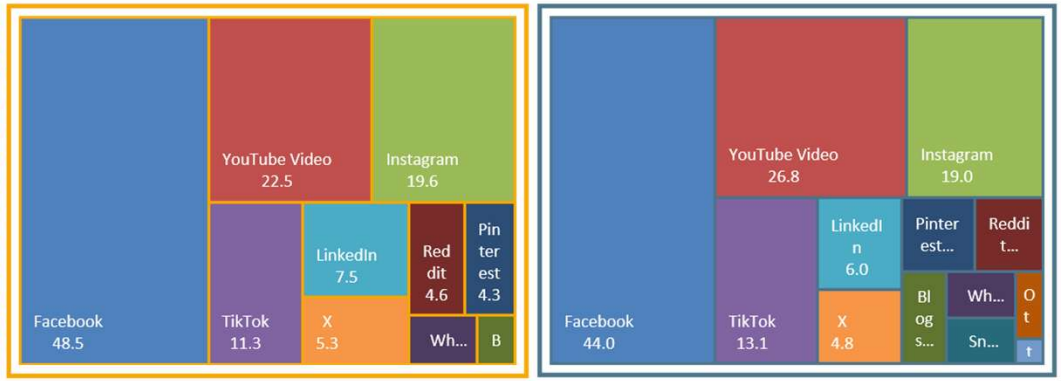
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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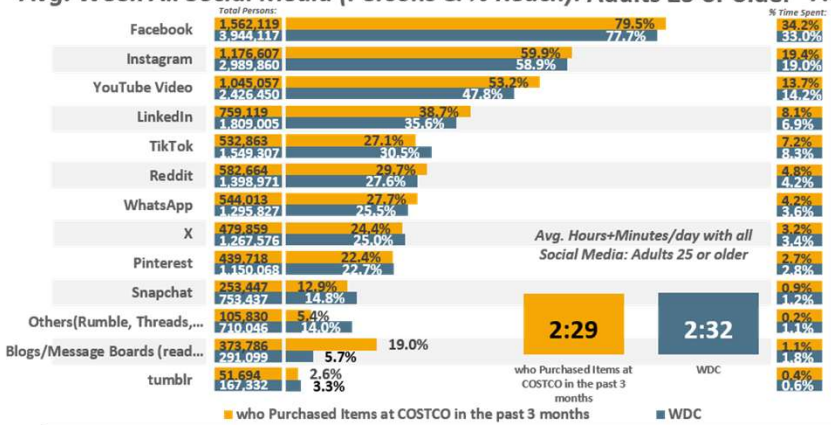
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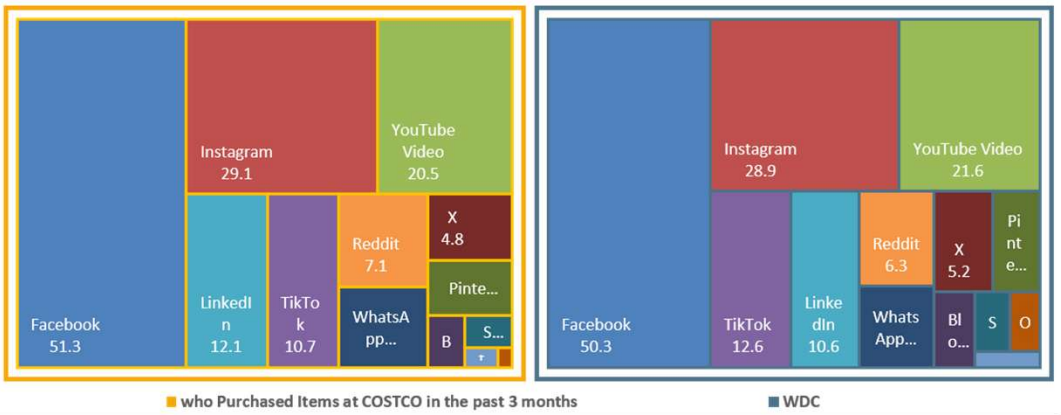
Major stores bought past 3 months: Costco

1,504,608 or 76.6% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months use Ad-Supported Facebook for an average of 49.1 minutes every day representing 36.7% of all time spent daily with Ad-Supported Social Media.

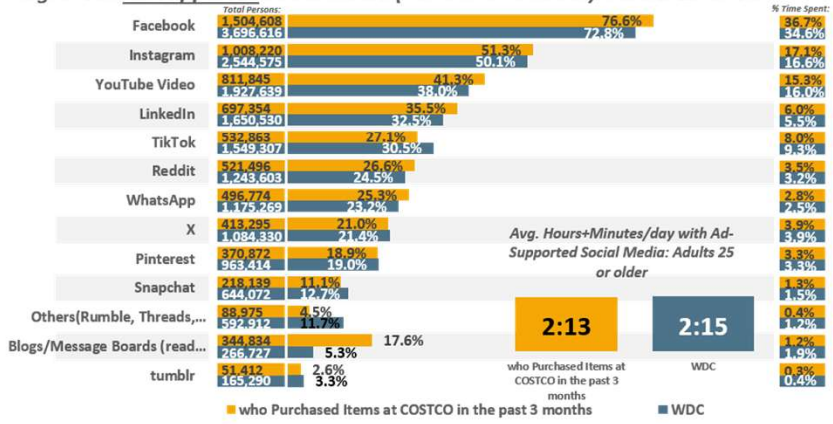
Avg. Week All Social Media (Persons & % Reach): Adults 25 or older



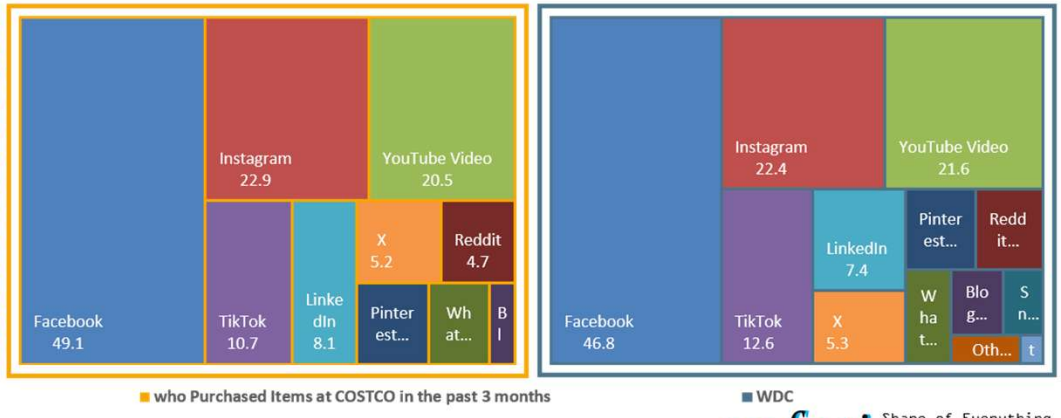
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,258

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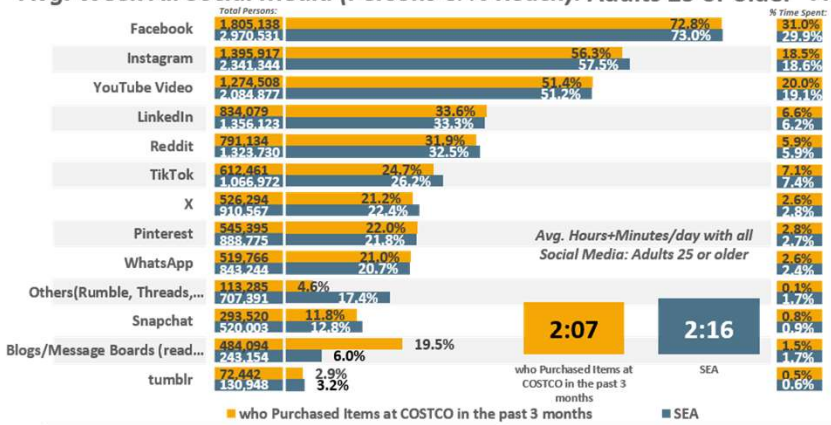
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Major stores bought past 3 months: Costco

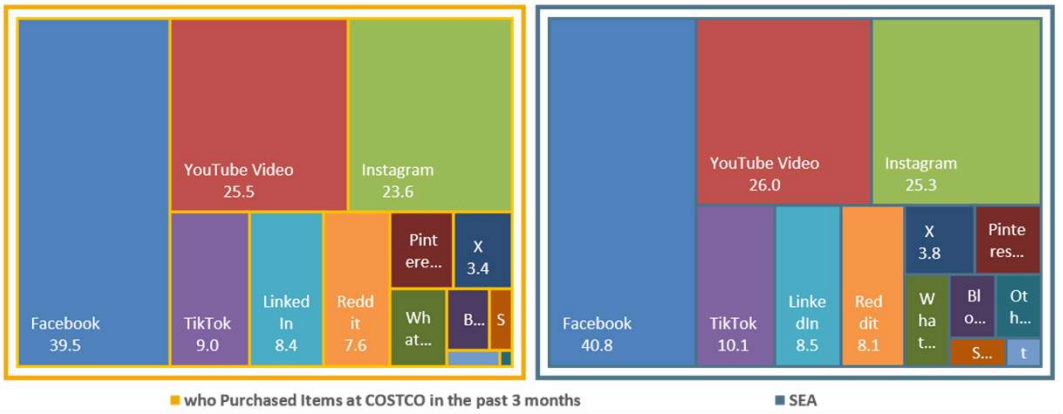


1,805,138 or 72.8% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months use Ad-Supported Facebook for an average of 37.7 minutes every day representing 33.7% of all time spent daily with Ad-Supported Social Media.

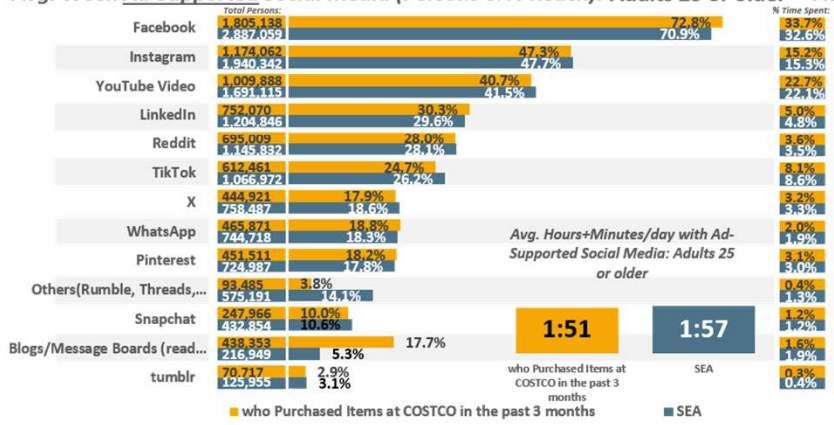
Avg. Week All Social Media (Persons & % Reach): Adults 25 or older



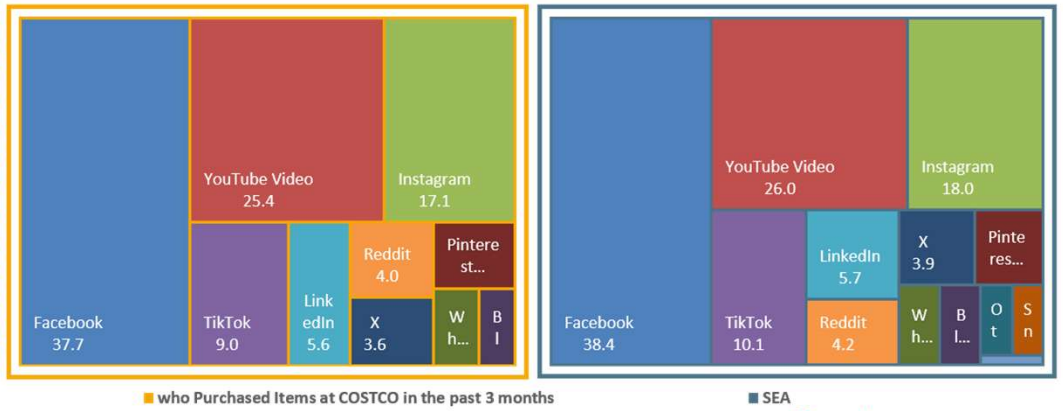
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,573

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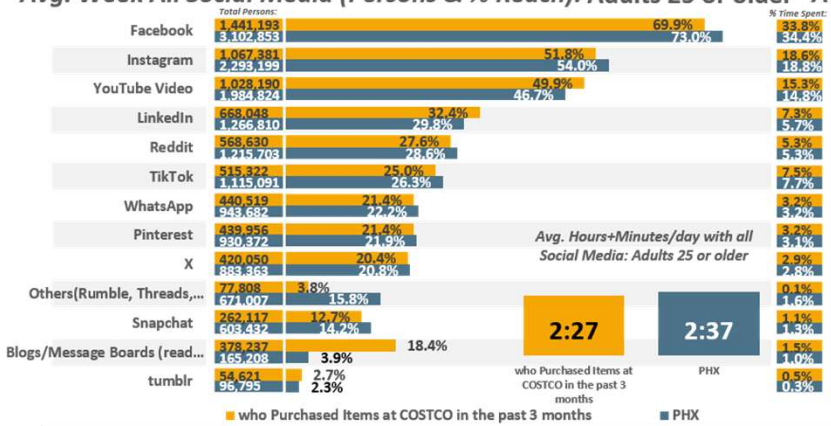
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Major stores bought past 3 months: Costco

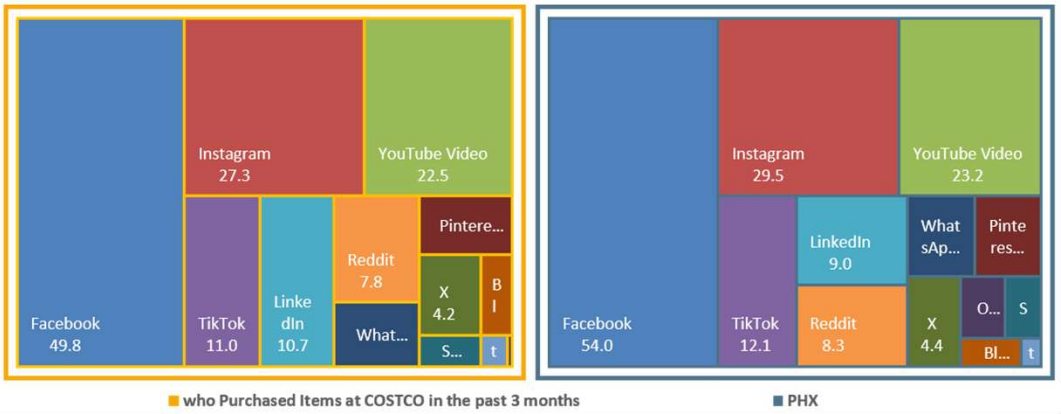


1,441,193 or 69.9% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months use Ad-Supported Facebook for an average of 48.8 minutes every day representing 36.5% of all time spent daily with Ad-Supported Social Media.

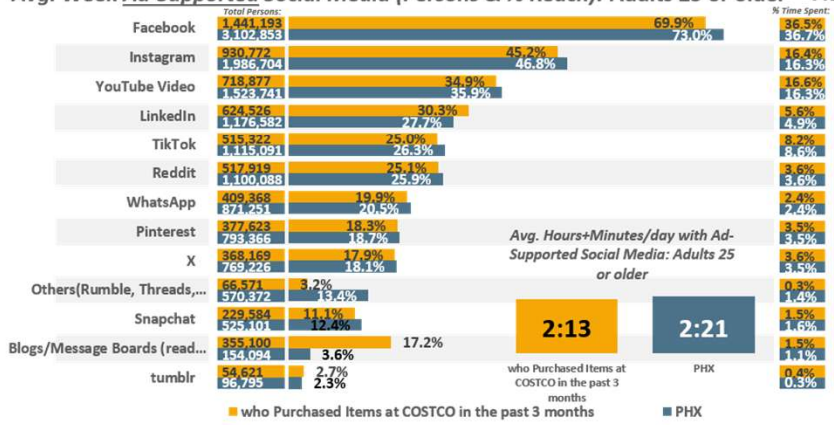
Avg. Week All Social Media (Persons & % Reach): Adults 25 or older



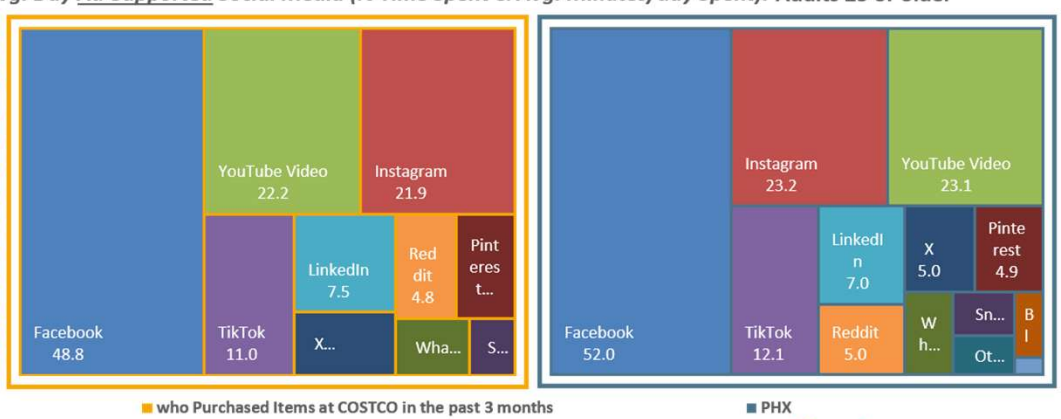
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week <u>Ad-Supported</u> Social Media (Persons & % Reach): Adults 25 or older



Avg. Day <u>Ad-Supported</u> Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 2,117

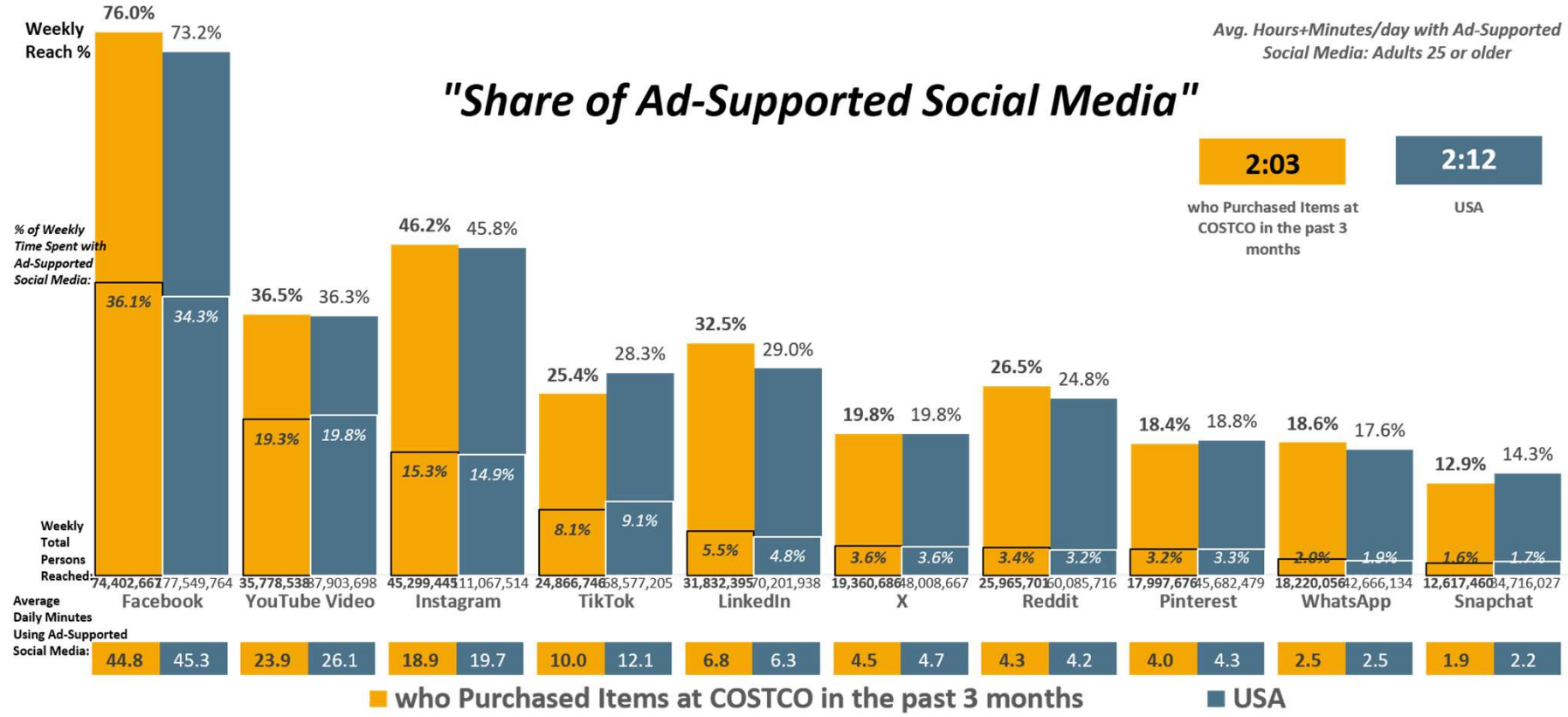
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Major stores bought past 3 months: Costco



74,402,667 or 76.% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months use Ad-Supported Facebook for an average of 44.8 minutes every day representing 36.1% of all time spent daily with Ad-Supported Social Media.



Scarborough R2 2025-26: Feb24-Jul26 USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 45,070
USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 18,202

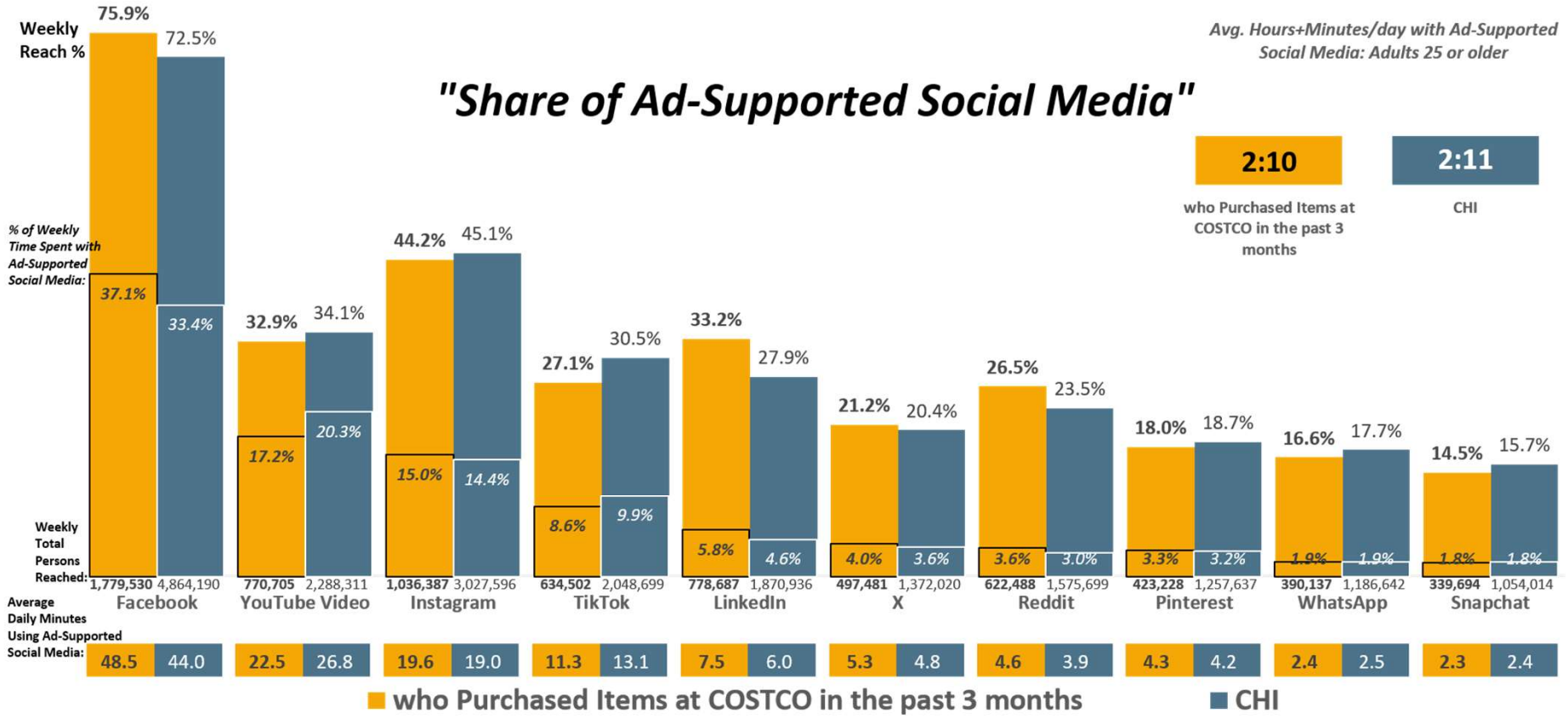
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Major stores bought past 3 months: Costco



1,779,530 or 75.9% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months use Ad-Supported Facebook for an average of 48.5 minutes every day representing 37.1% of all time spent daily with Ad-Supported Social Media.



CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 2,465 CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 7,248

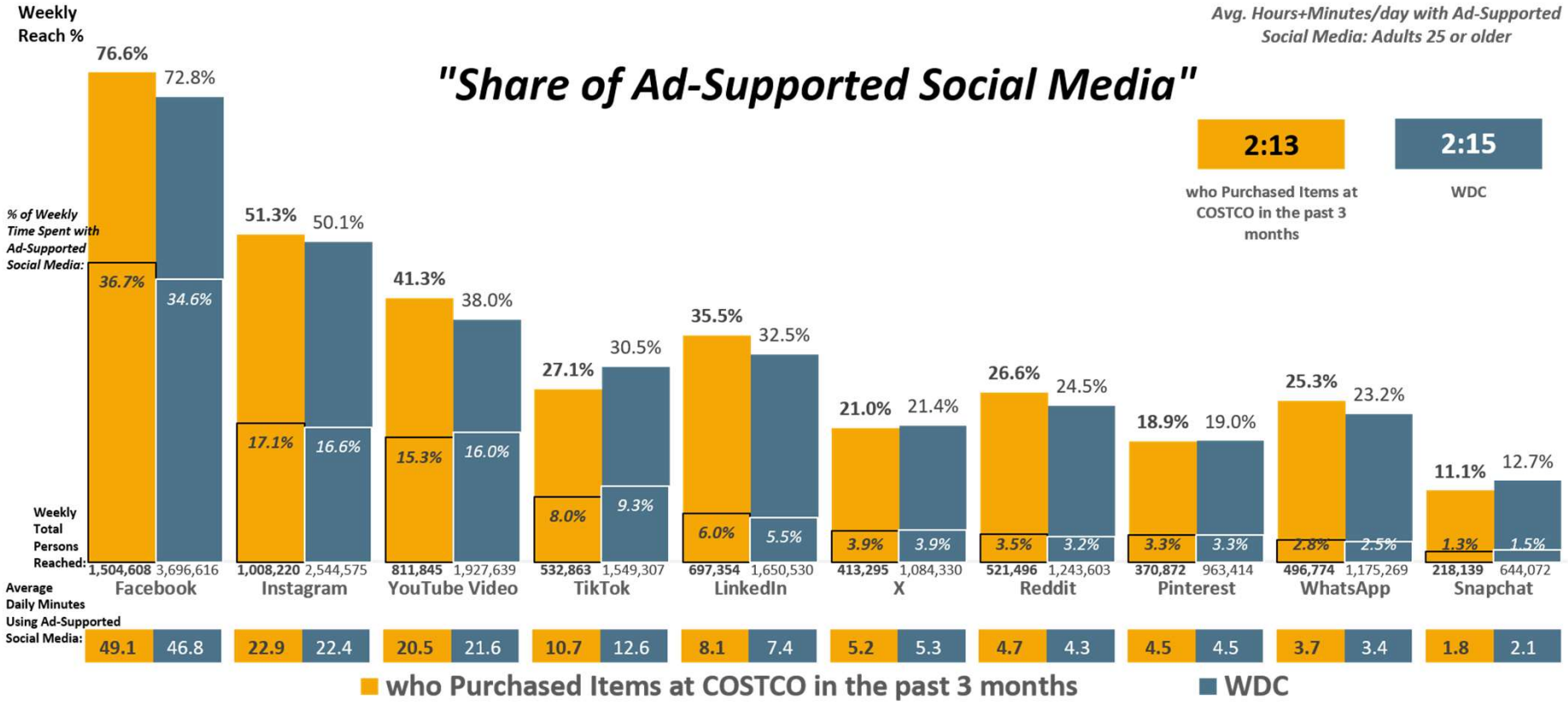
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Major stores bought past 3 months: Costco



1,504,608 or 76.6% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months use Ad-Supported Facebook for an average of 49.1 minutes every day representing 36.7% of all time spent daily with Ad-Supported Social Media.



WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,258 WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 10,324

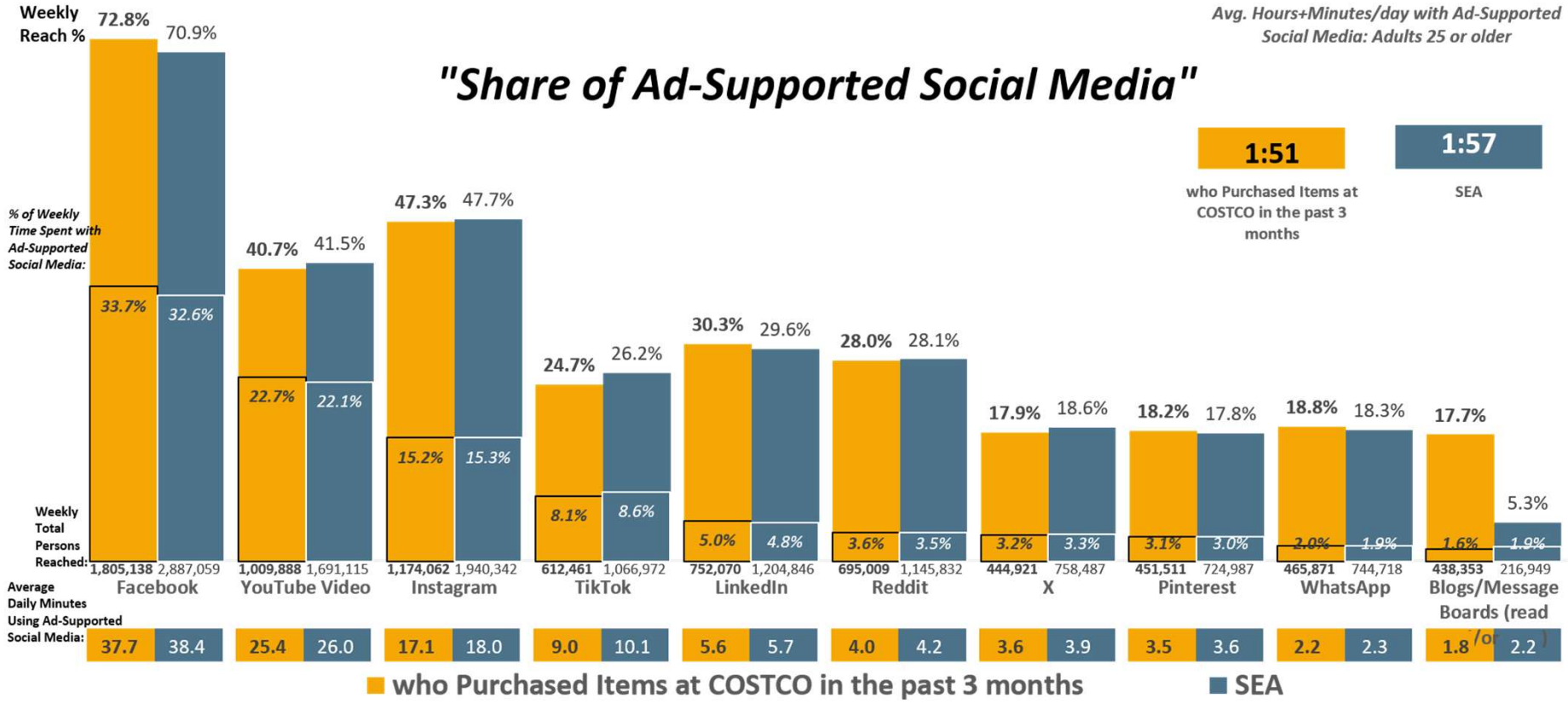
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Major stores bought past 3 months: Costco



1,805,138 or 72.8% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months use Ad-Supported Facebook for an average of 37.7 minutes every day representing 33.7% of all time spent daily with Ad-Supported Social Media.



SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,573 SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 7,280

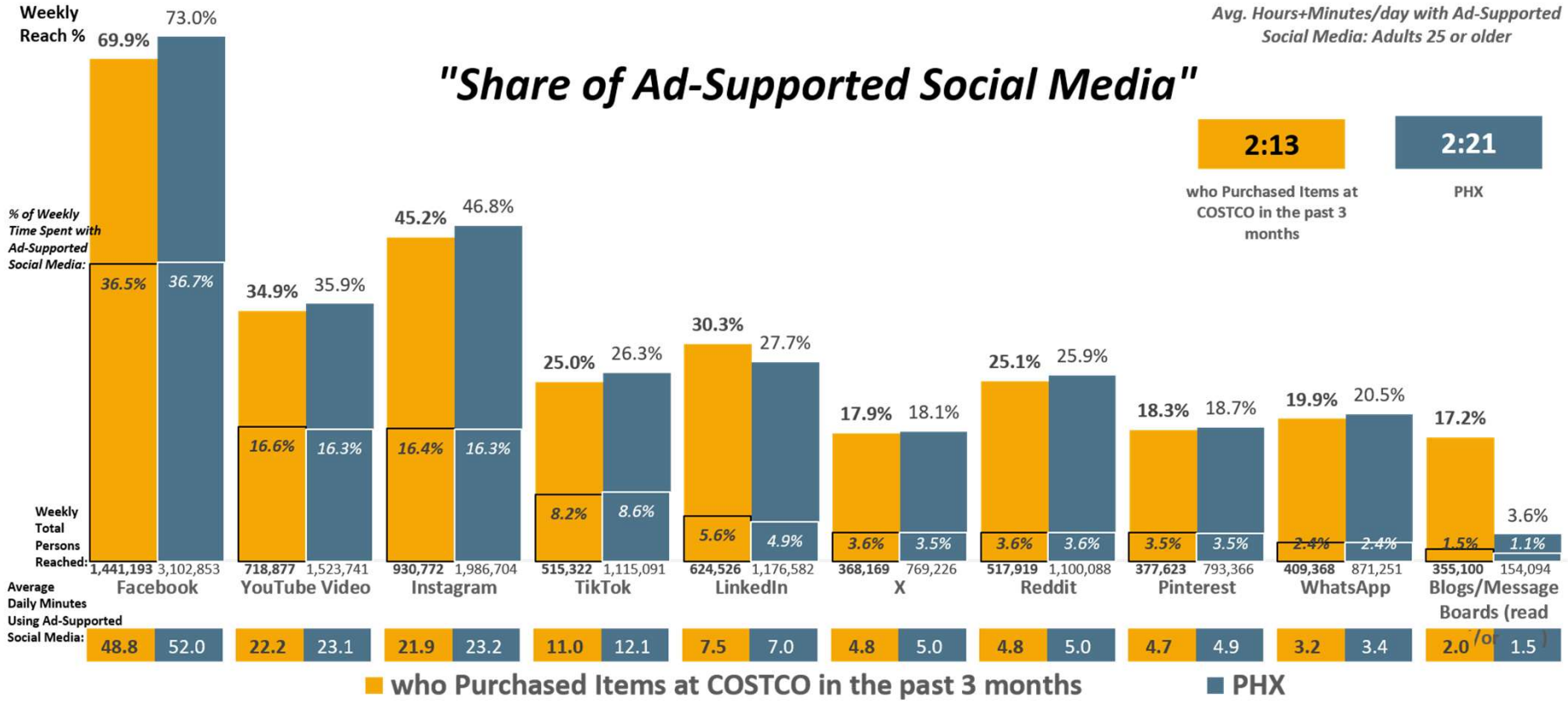
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Major stores bought past 3 months: Costco



1,441,193 or 69.9% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months use Ad-Supported Facebook for an average of 48.8 minutes every day representing 36.5% of all time spent daily with Ad-Supported Social Media.



PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 2,117 PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,474

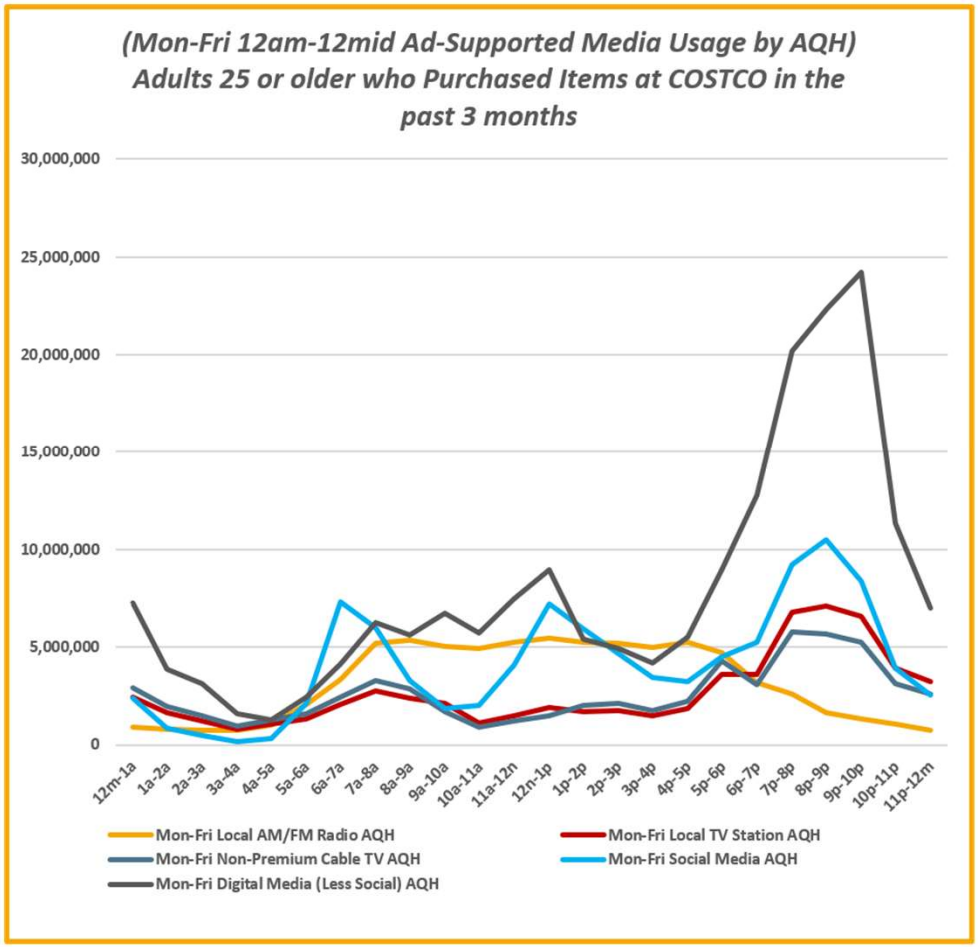
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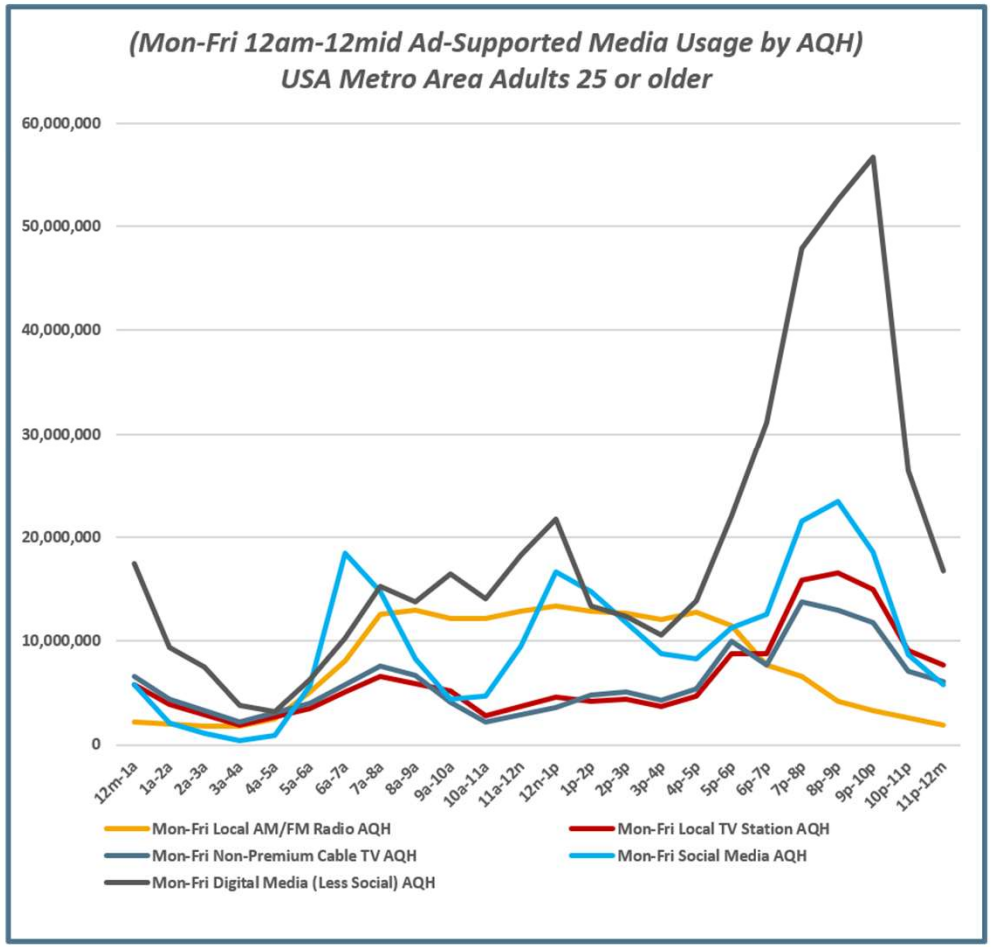
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Major stores bought past 3 months: Costco



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 6,666,085; Local Radio: 4,857,741; Social Media: 4,520,256; Non-Prem. Cable: 2,260,665; Local TV: 2,140,721 reaching Adults 25 or older who Purchased Items at COSTCO in t





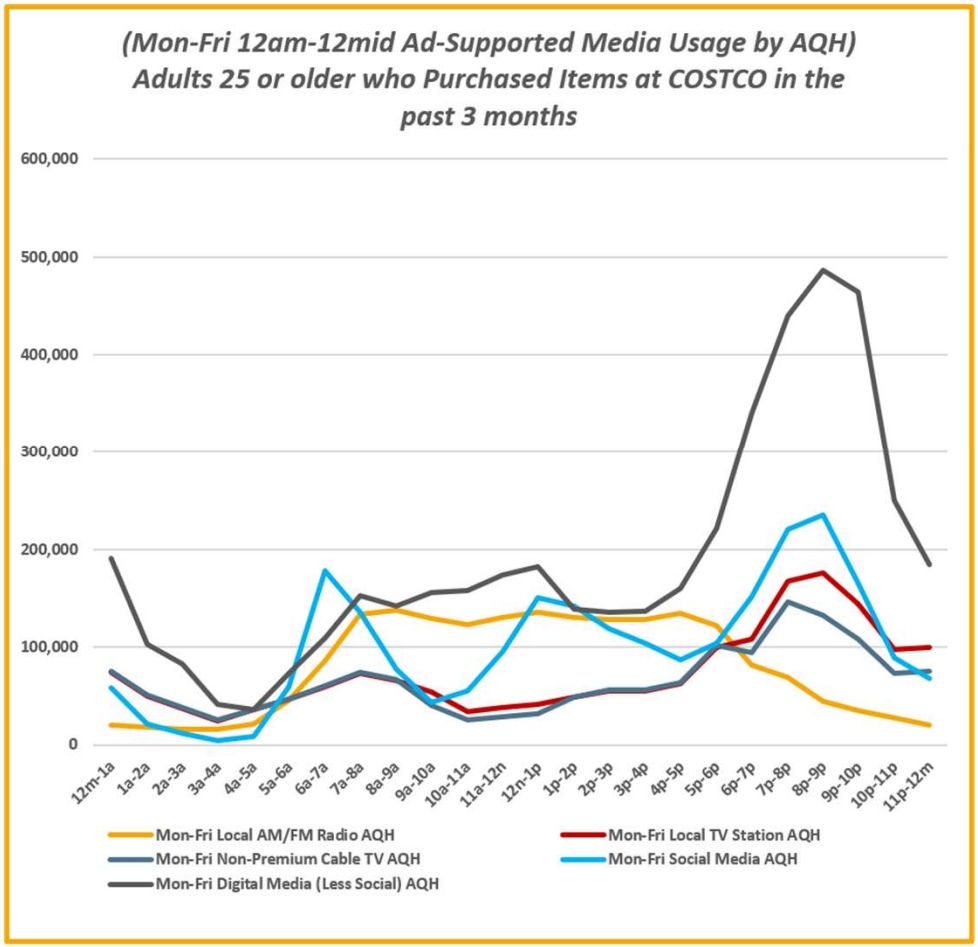
USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 18,202

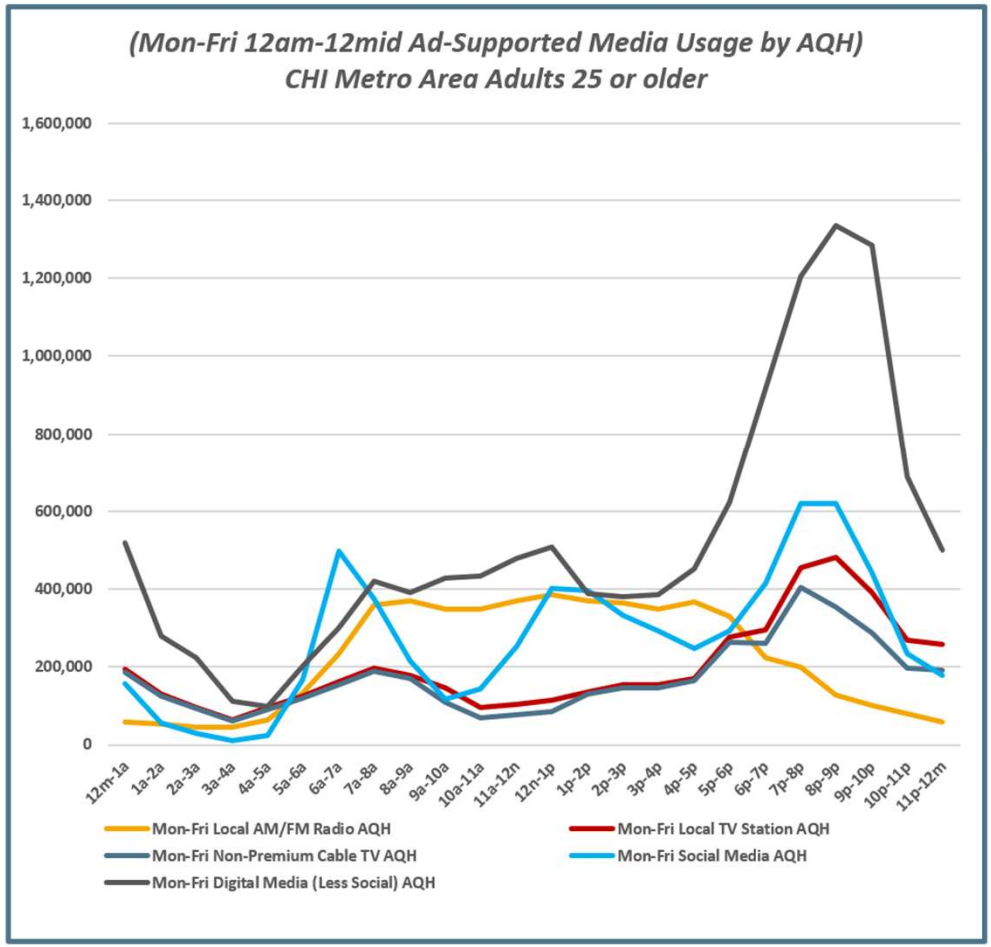
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Major stores bought past 3 months: Costco

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 169,695; Local Radio: 123,053; Social Media: 110,961; Local TV: 61,281; Non-Prem. Cable: 57,632 reaching Adults 25 or older who Purchased Items at COSTCO in the past 3 mo





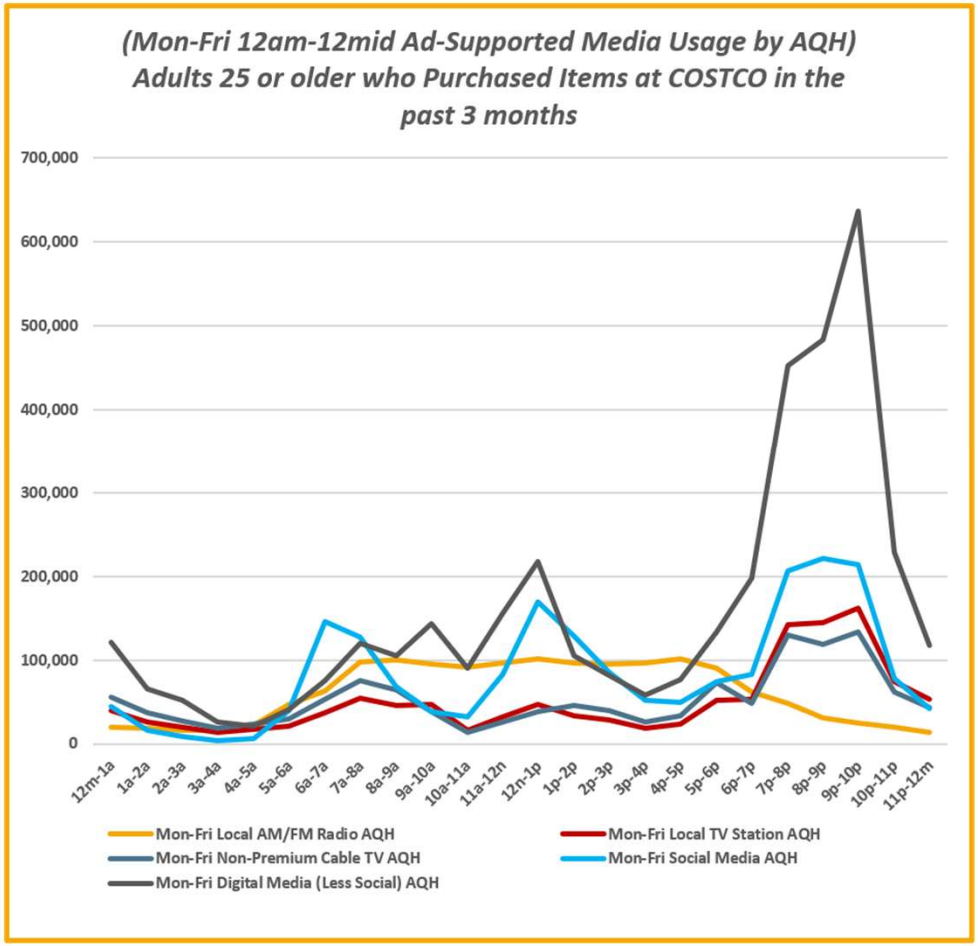
CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 2,465

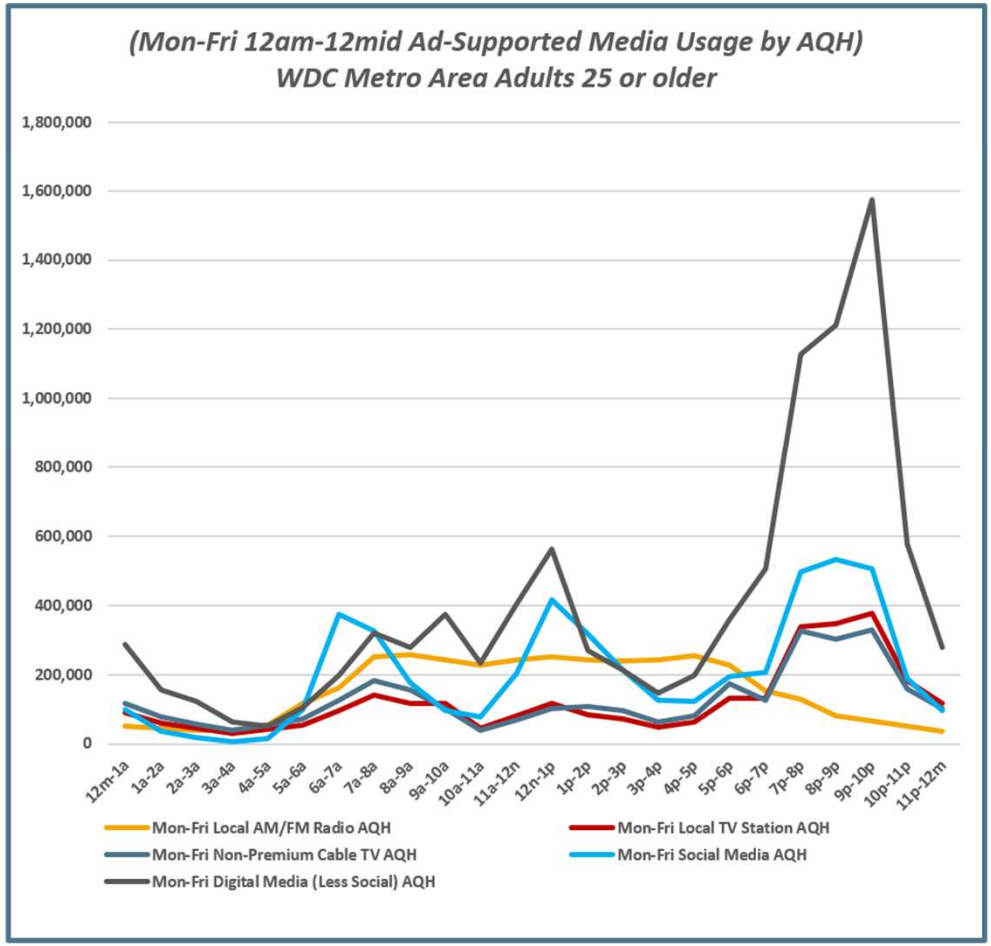
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Major stores bought past 3 months: Costco

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 120,245; Local Radio: 91,376; Social Media: 87,540; Non-Prem. Cable: 44,384; Local TV: 37,583 reaching Adults 25 or older who Purchased Items at COSTCO in the past 3 mont





WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,258

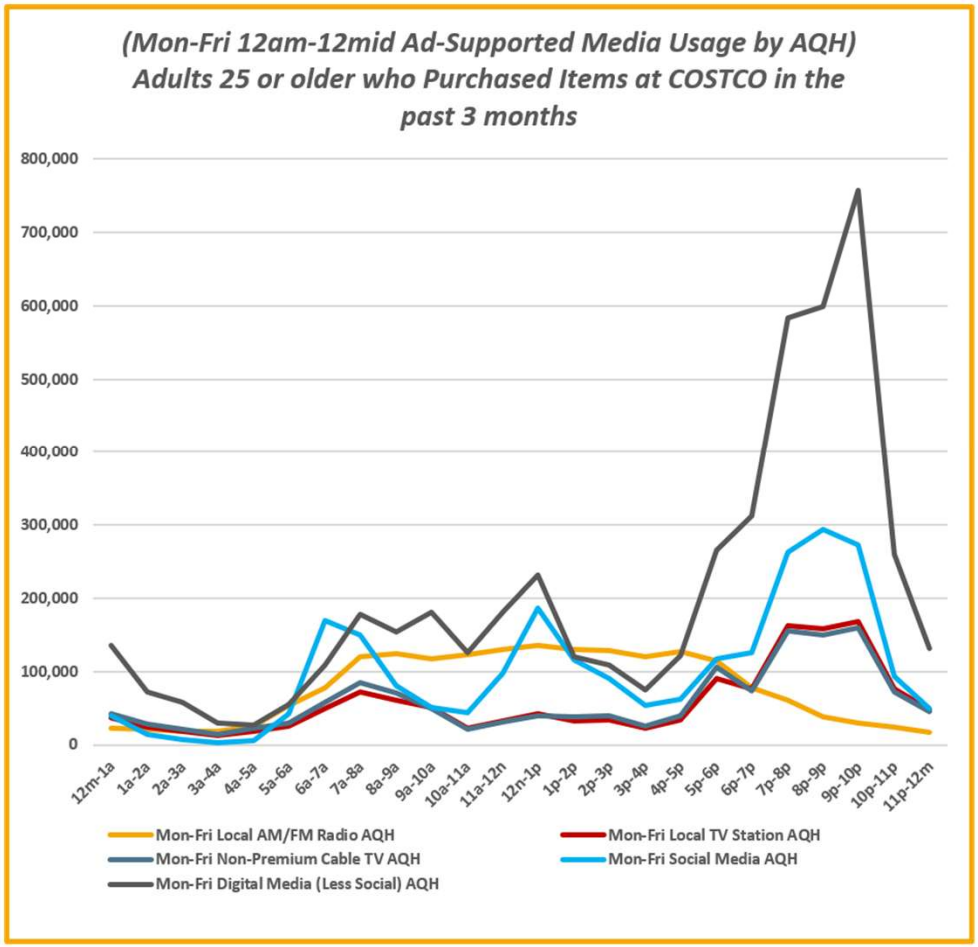
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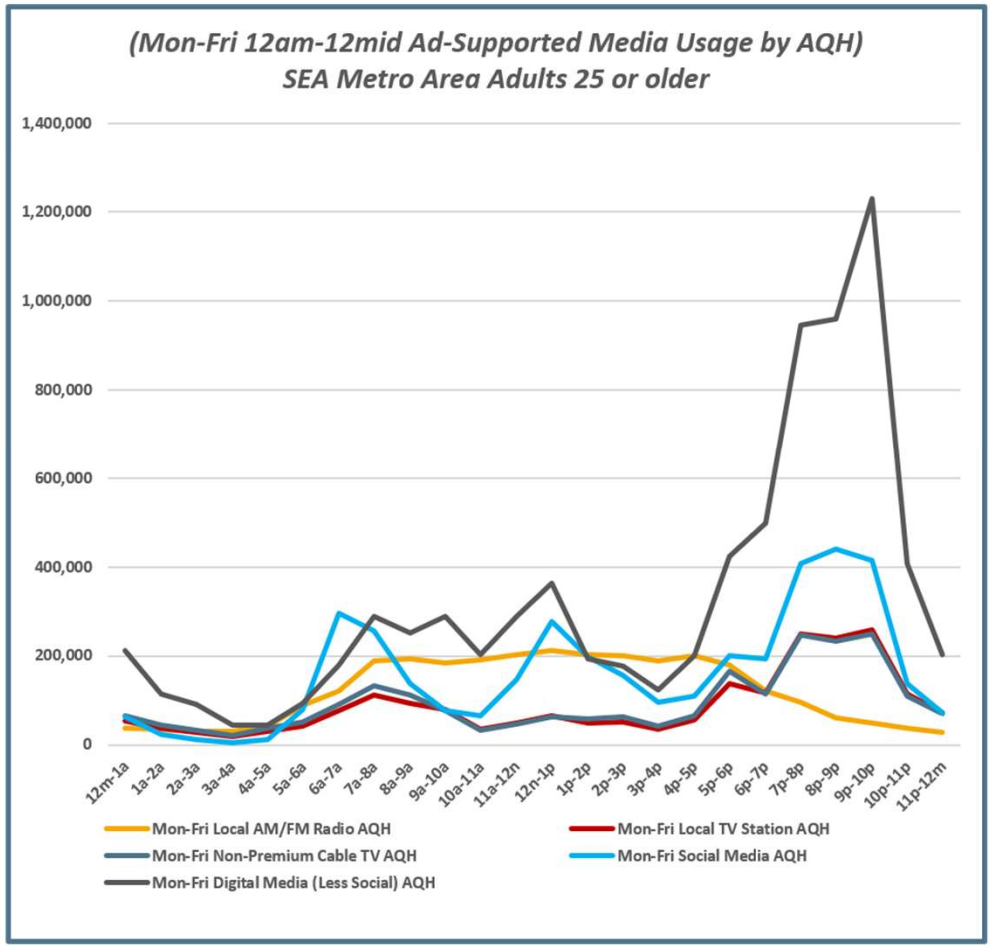
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Major stores bought past 3 months: Costco



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 166,336; Local Radio: 117,474; Social Media: 103,333; Non-Prem. Cable: 52,014; Local TV: 47,635 reaching Adults 25 or older who Purchased Items at COSTCO in the past 3 mo





SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,573

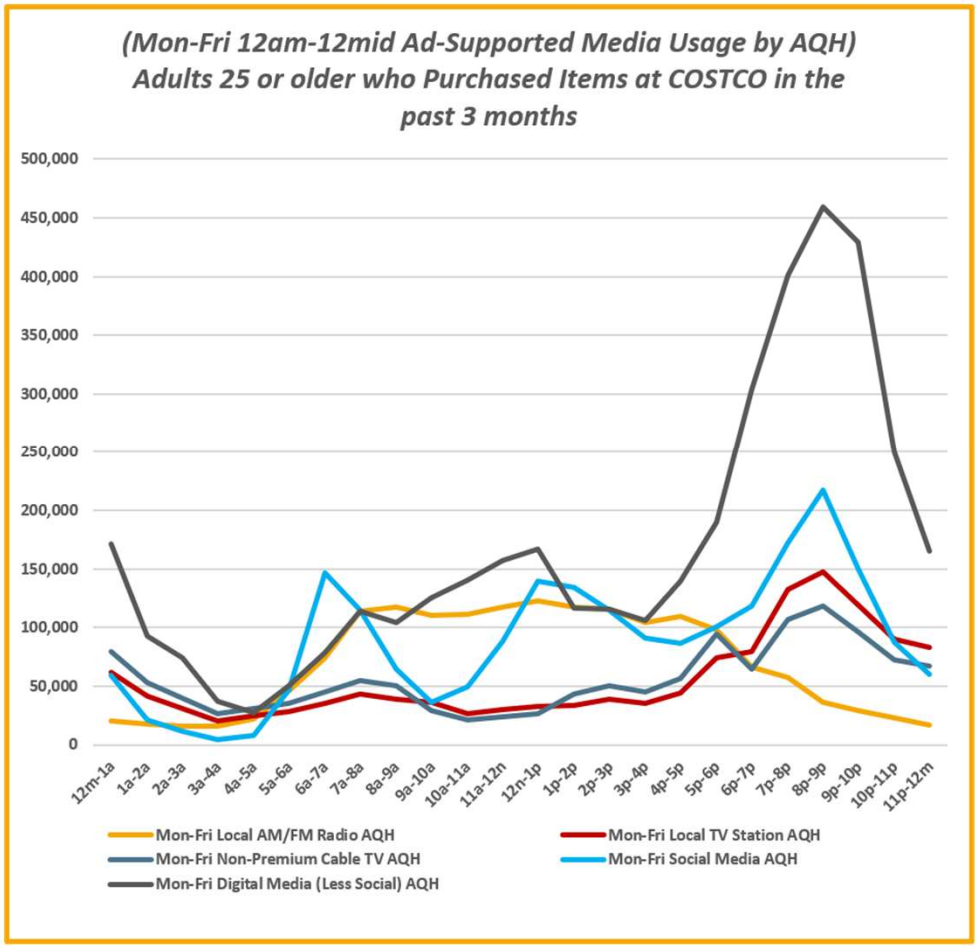
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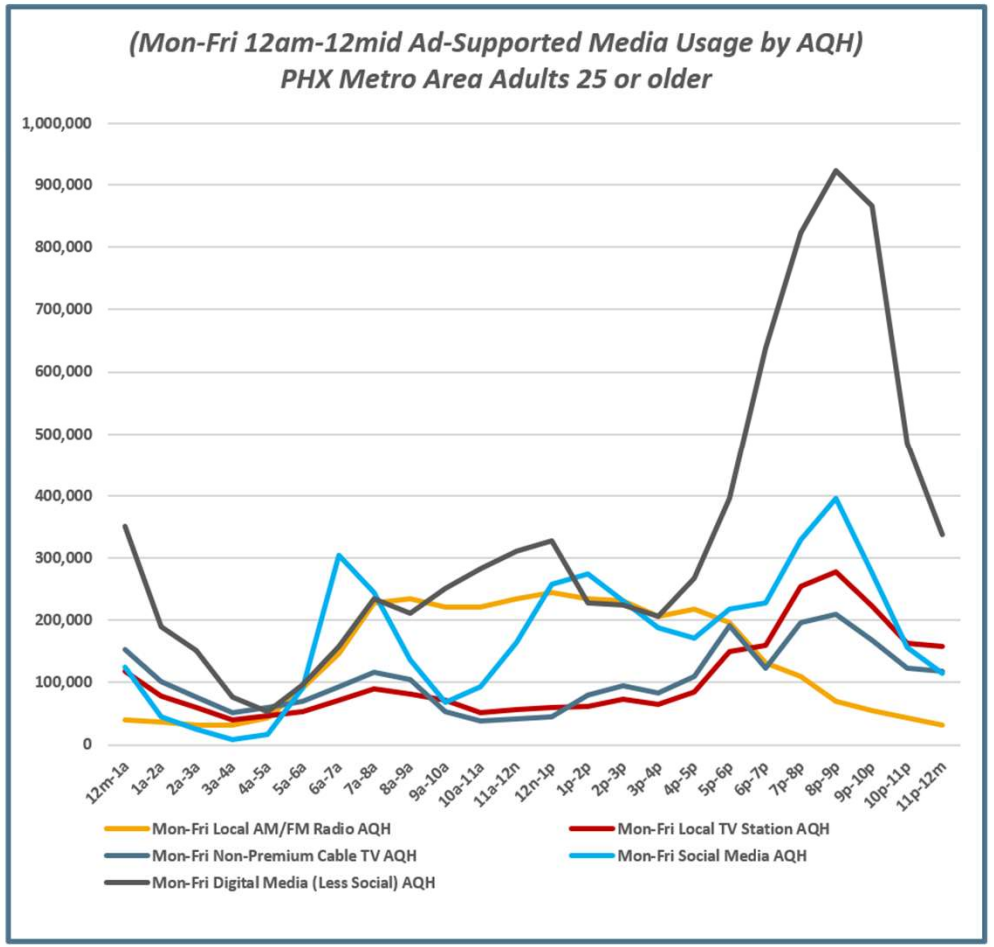
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Major stores bought past 3 months: Costco



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 143,119; Local Radio: 106,126; Social Media: 98,860; Non-Prem. Cable: 46,521; Local TV: 42,270 reaching Adults 25 or older who Purchased Items at COSTCO in the past 3 mon





PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 2,117

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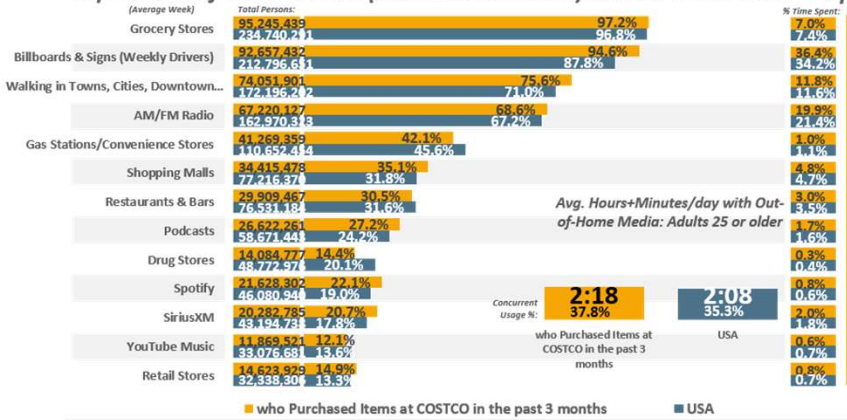
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Major stores bought past 3 months: Costco

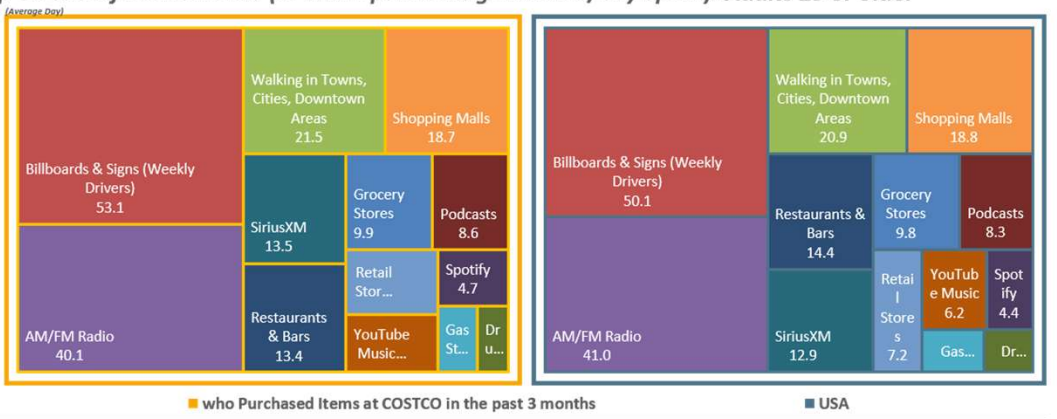


92,657,432 or 94.6% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months spend an average of 53.1 minutes per day driving, seeing Billboards and Signs. 65.5% Listen to Local Radio Stations Out-of-Home for an average of 36.8 minutes/day

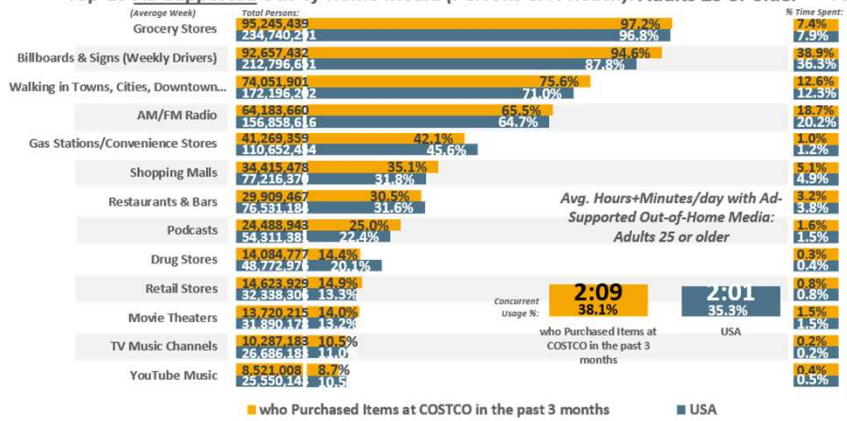
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 or older



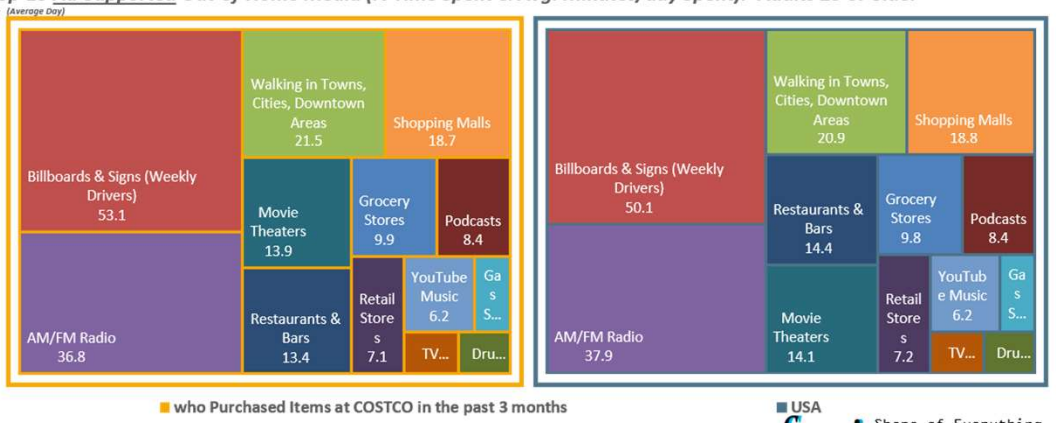
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 18,202

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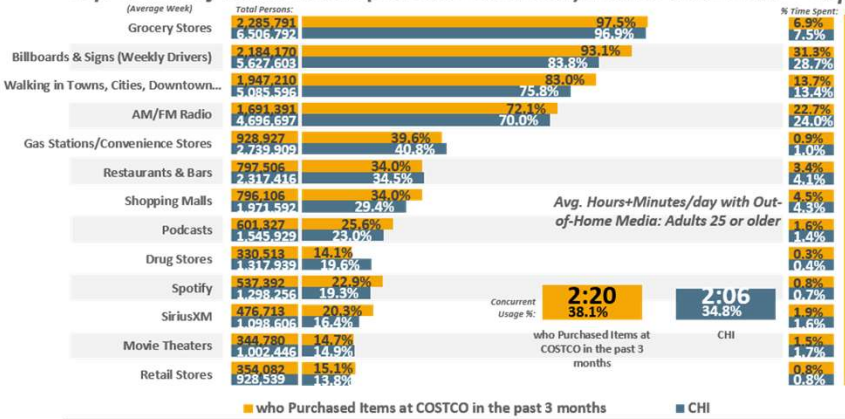
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Major stores bought past 3 months: Costco

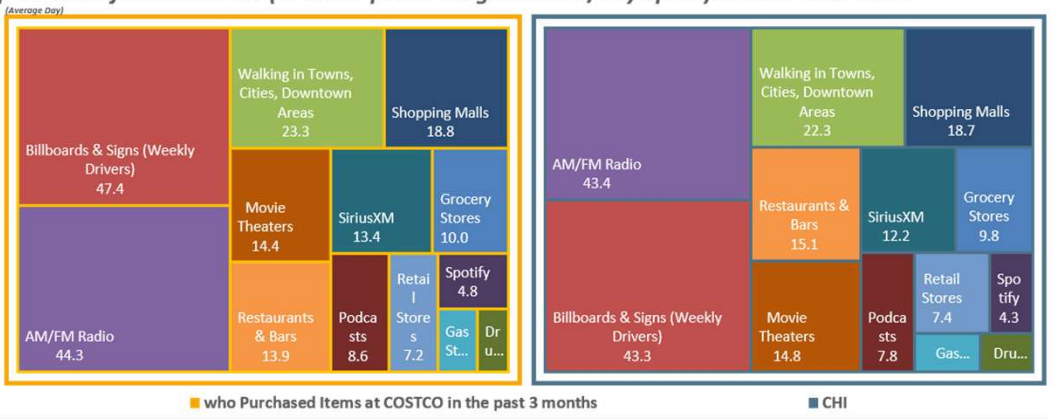


2,184,170 or 93.1% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months spend an average of 47.4 minutes per day driving, seeing Billboards and Signs. 68.9% Listen to Local Radio Stations Out-of-Home for an average of 40.7 minutes/day.

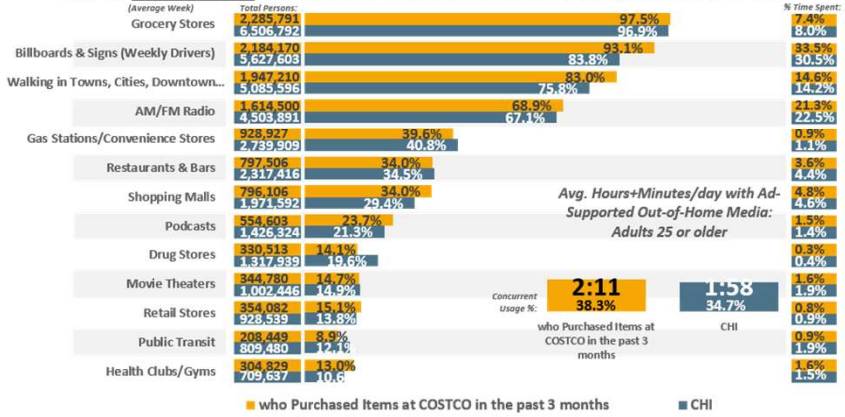
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 or older



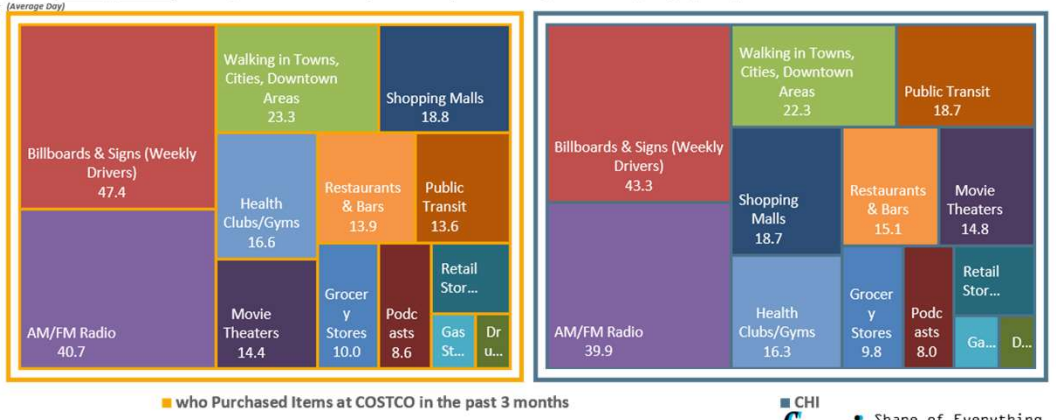
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 2,465

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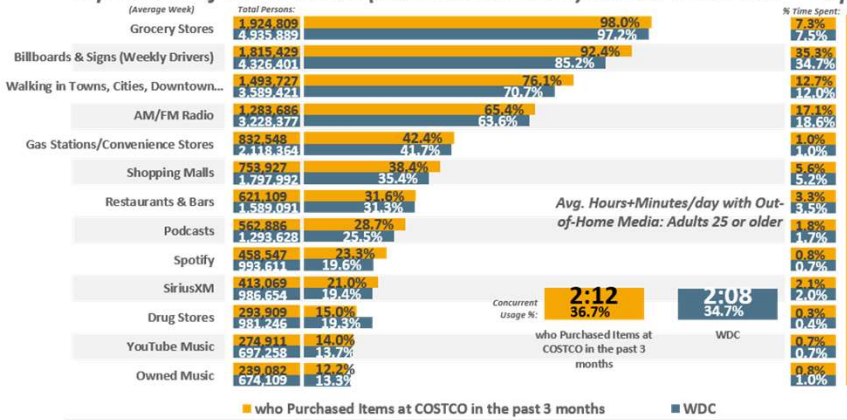
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Major stores bought past 3 months: Costco

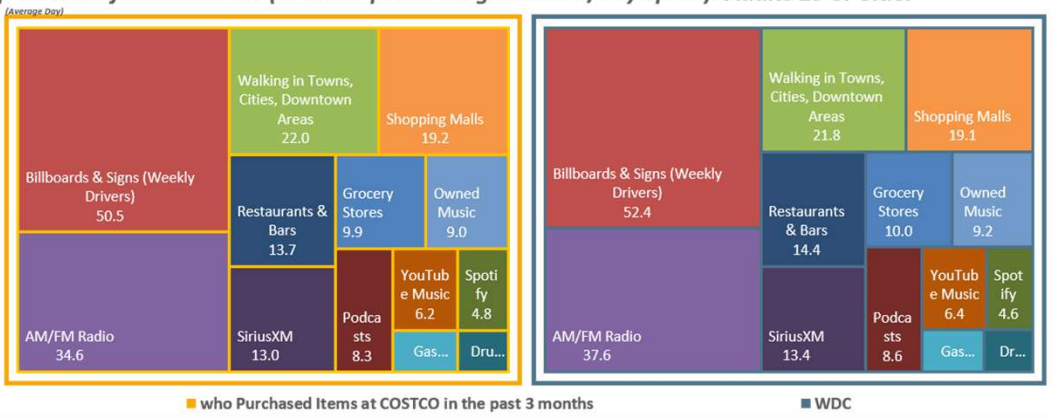


1,815,429 or 92.4% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months spend an average of 50.5 minutes per day driving, seeing Billboards and Signs. 62.3% Listen to Local Radio Stations Out-of-Home for an average of 31.8 minutes/day.

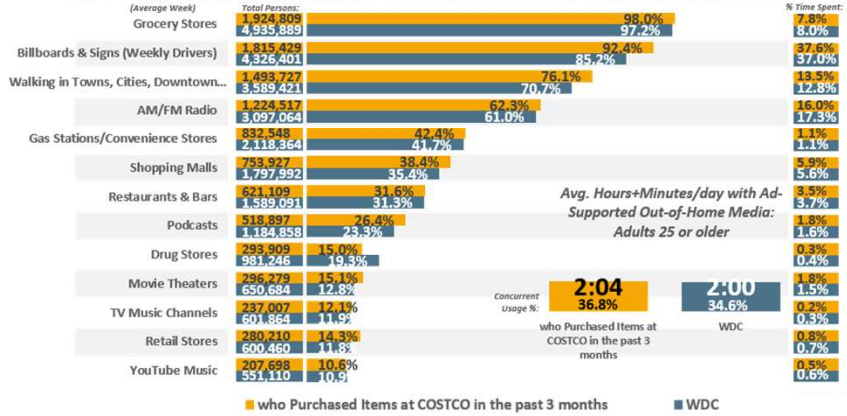
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 or older



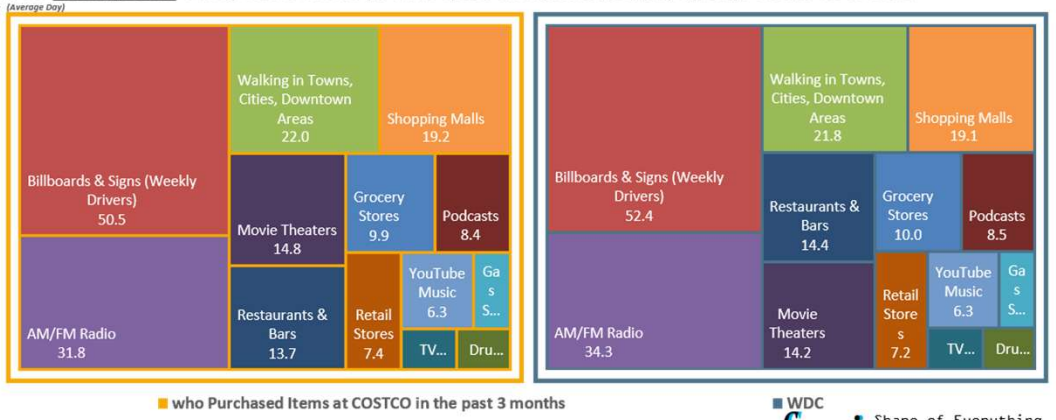
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,258

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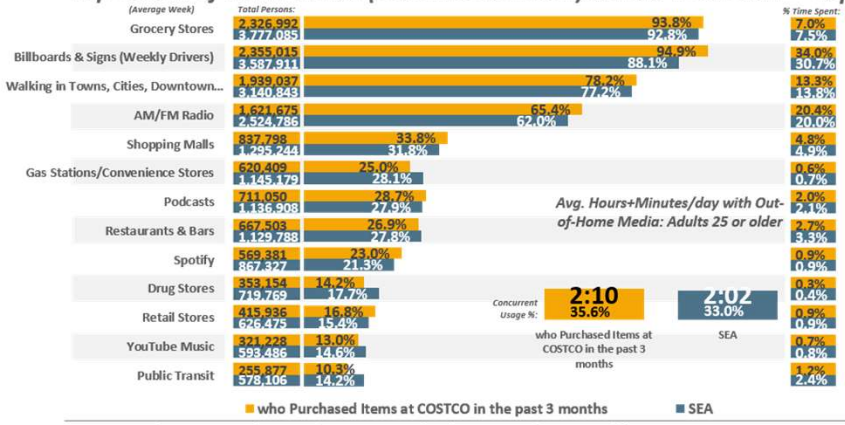
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Major stores bought past 3 months: Costco

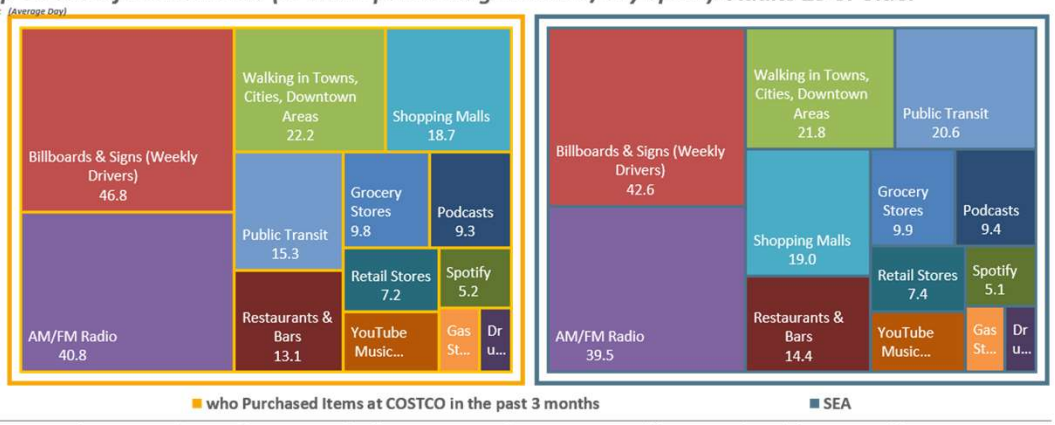


2,355,015 or 94.9% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months spend an average of 46.8 minutes per day driving, seeing Billboards and Signs. 62.6% Listen to Local Radio Stations Out-of-Home for an average of 36.4 minutes/day.

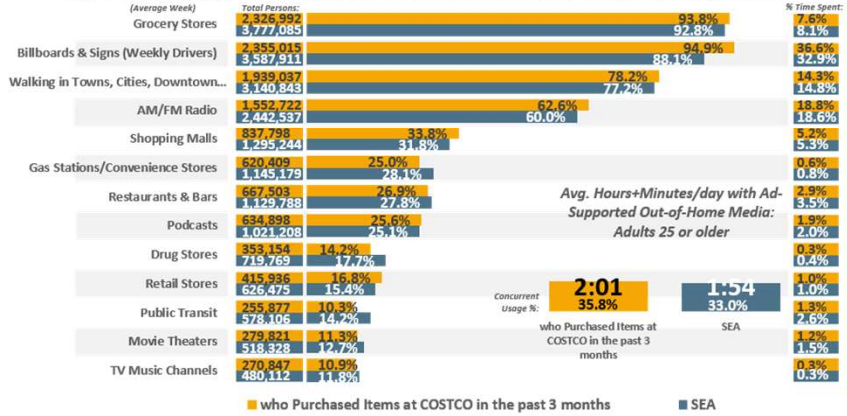
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 or older



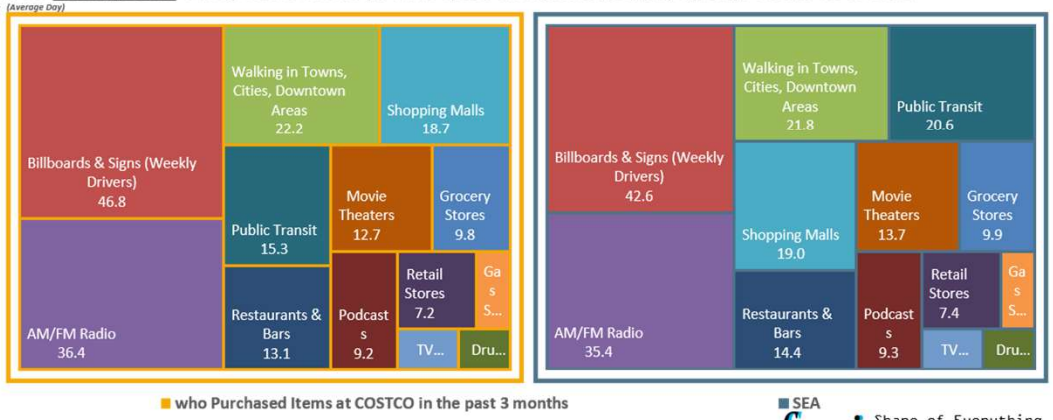
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,573

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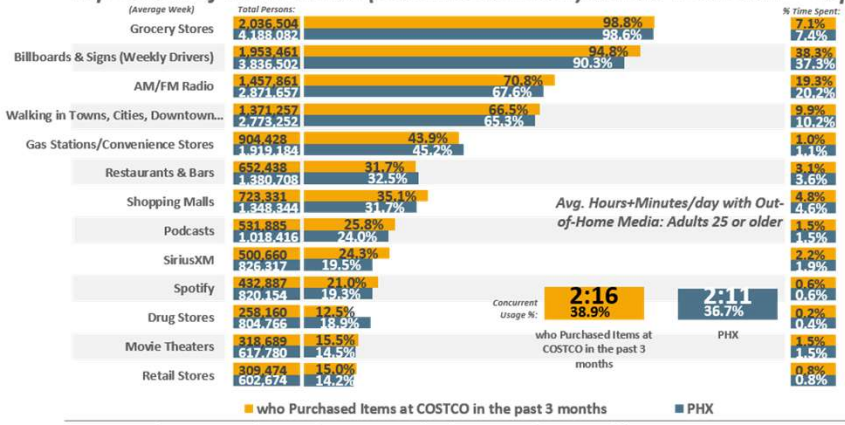
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Major stores bought past 3 months: Costco

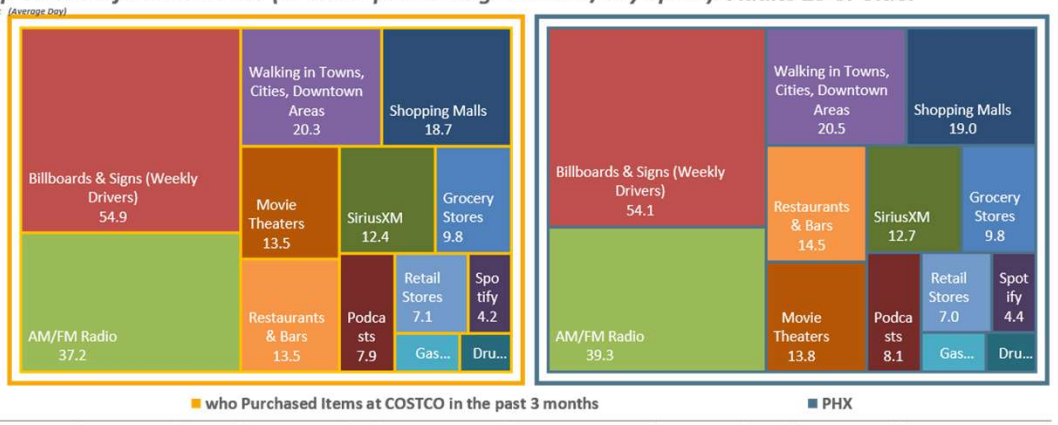


1,953,461 or 94.8% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months spend an average of 54.9 minutes per day driving, seeing Billboards and Signs. 68.2% Listen to Local Radio Stations Out-of-Home for an average of 35.2 minutes/day.

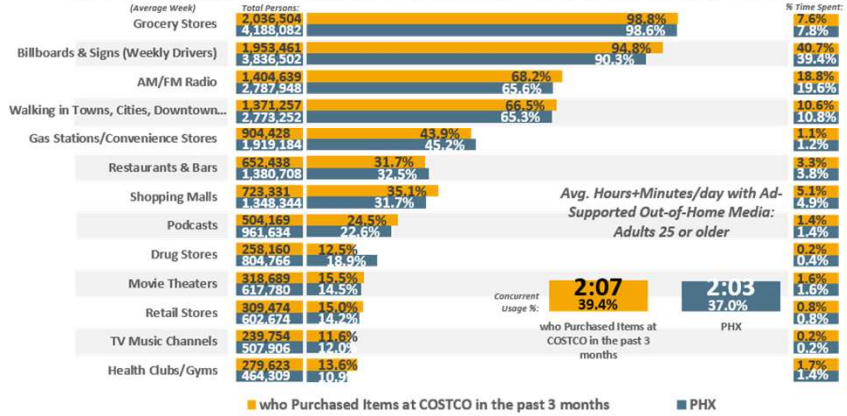
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 or older



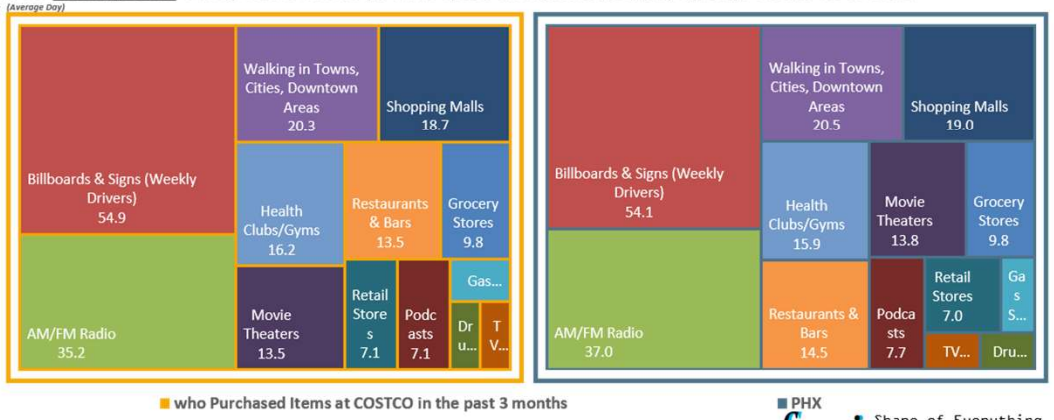
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 2,117

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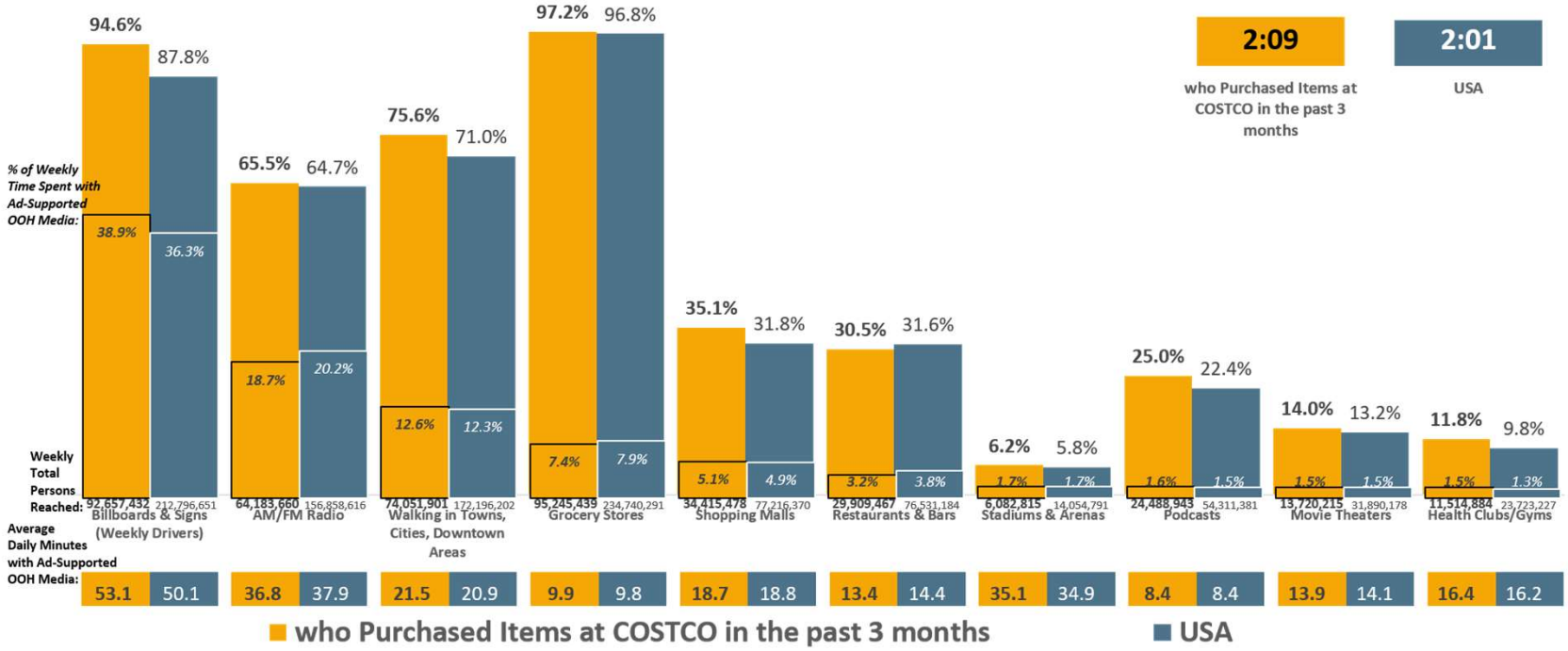
Major stores bought past 3 months: Costco



92,657,432 or 94.6% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months spend an average of 53.1 minutes per day driving, seeing Billboards and Signs representing 38.9% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 or older

"Share of Ad-Supported OOH Media"



Scarborough R2 2025-26: Feb24-Jul26 USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 45,070
USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 18,202

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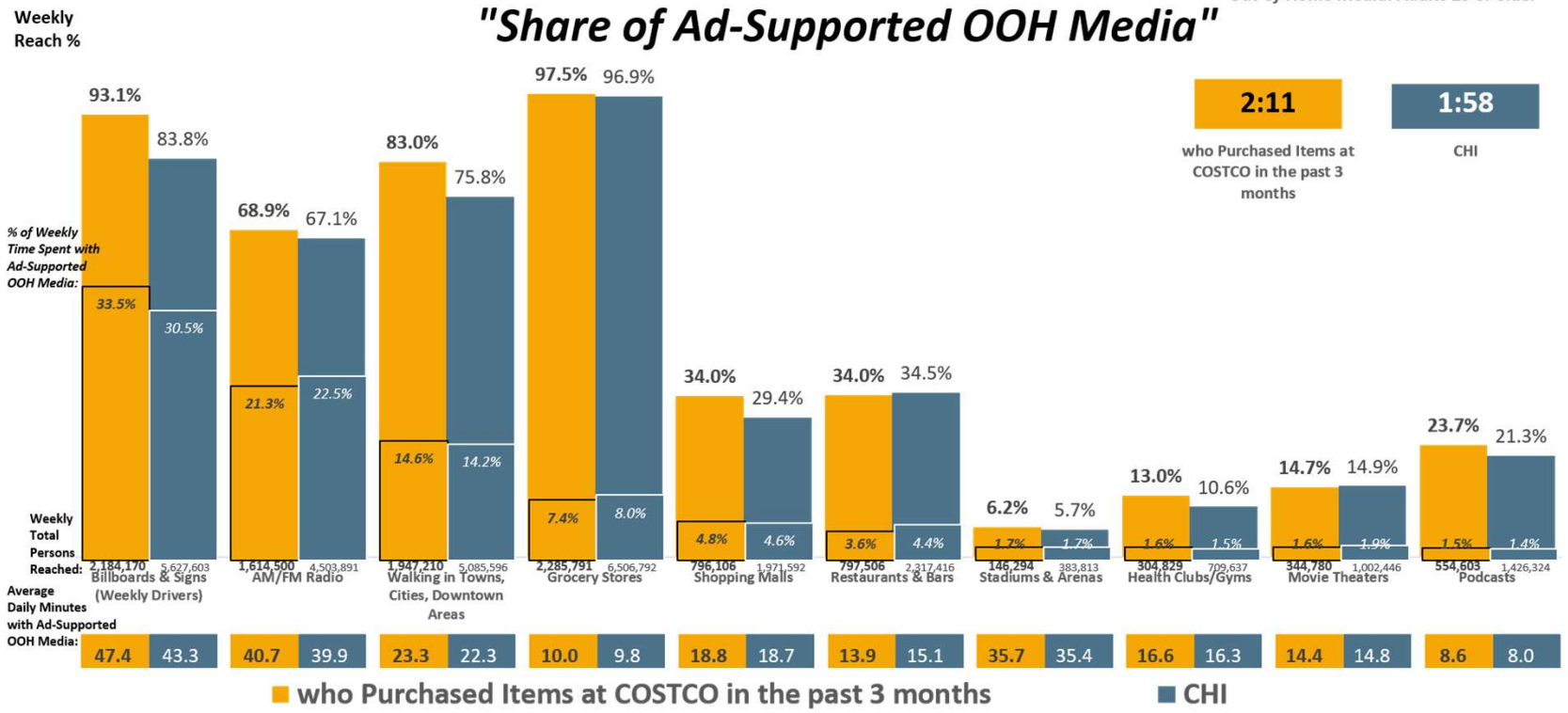
Major stores bought past 3 months: Costco



2,184,170 or 93.1% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months spend an average of 47.4 minutes per day driving, seeing Billboards and Signs representing 33.5% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 or older

"Share of Ad-Supported OOH Media"



CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 2,465 CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 7,248

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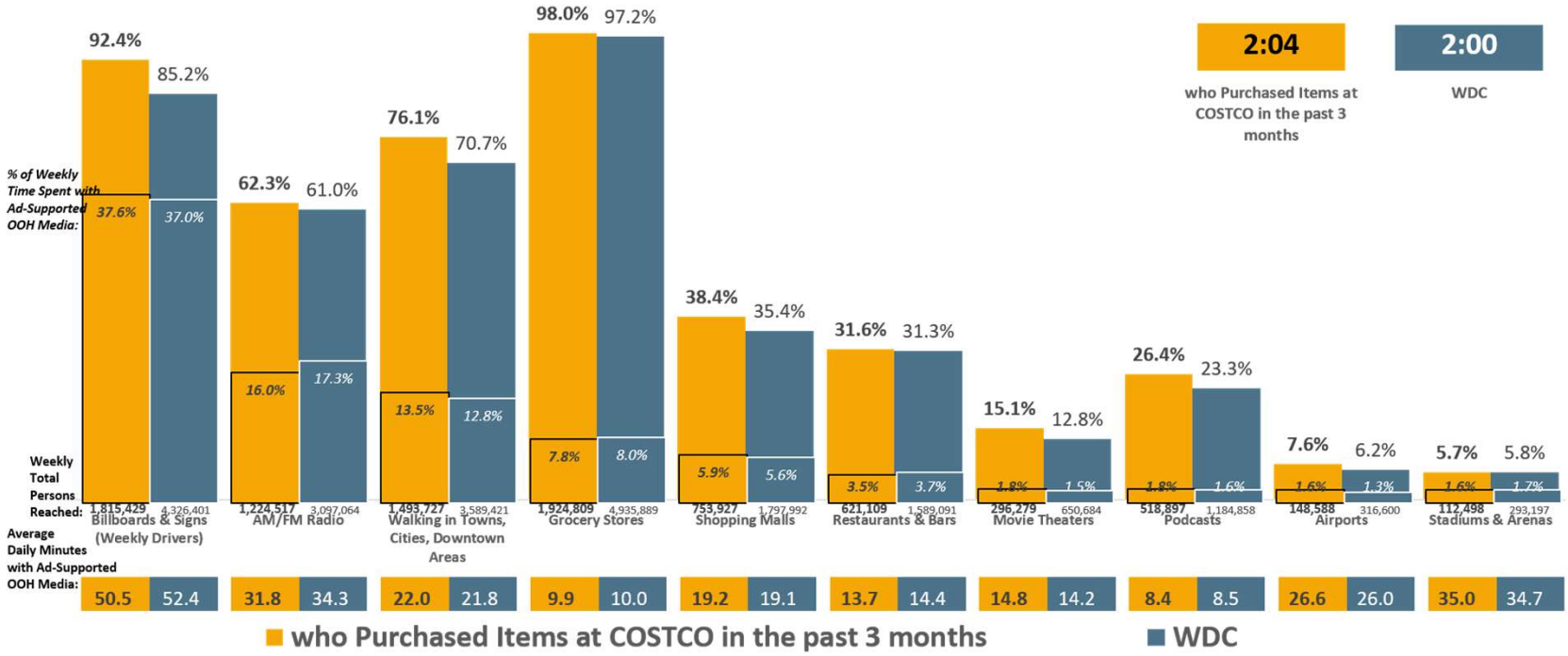
Major stores bought past 3 months: Costco



1,815,429 or 92.4% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months spend an average of 50.5 minutes per day driving, seeing Billboards and Signs representing 37.6% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 or older

"Share of Ad-Supported OOH Media"



WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,258 WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 10,324

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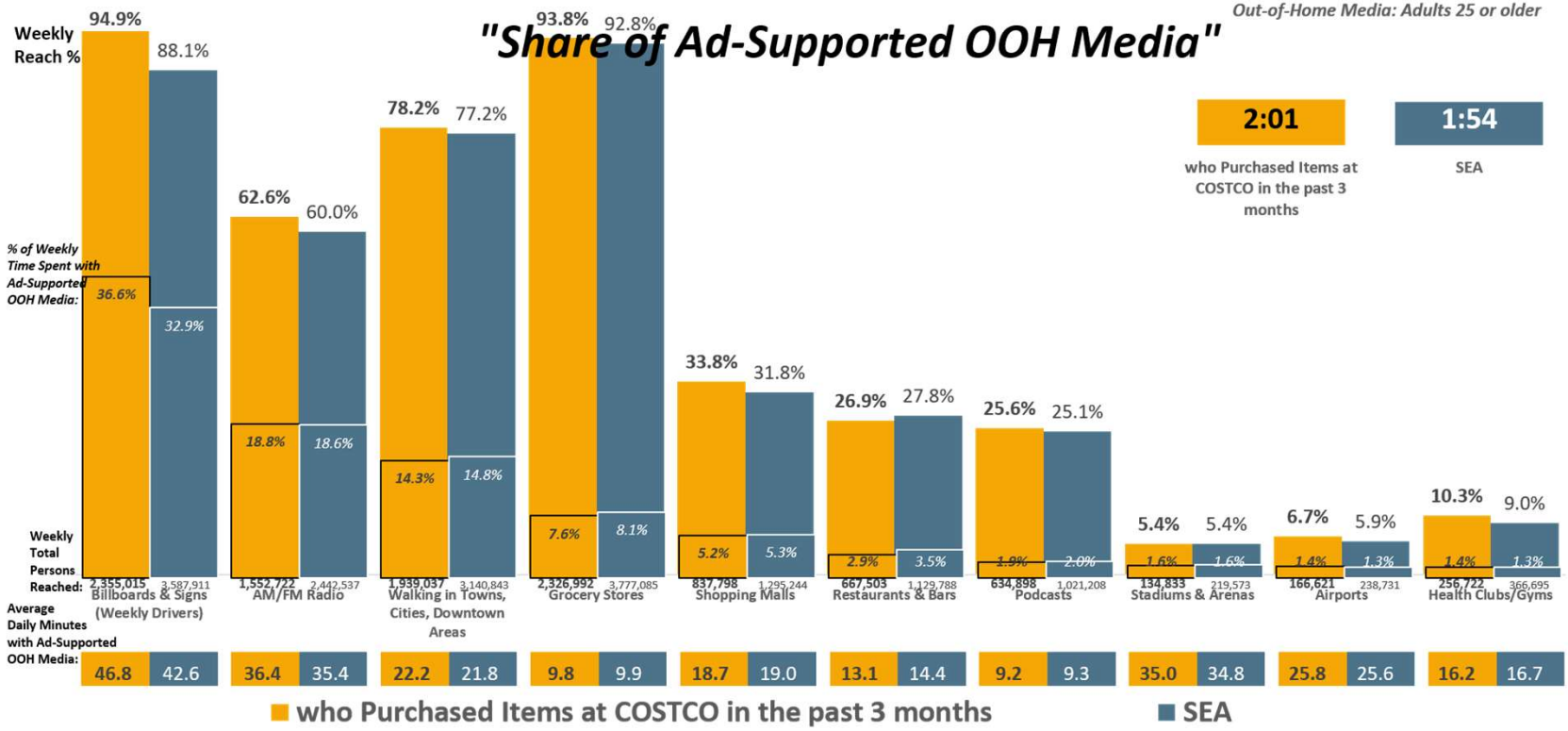
Major stores bought past 3 months: Costco



2,355,015 or 94.9% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months spend an average of 46.8 minutes per day driving, seeing Billboards and Signs representing 36.6% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 or older

"Share of Ad-Supported OOH Media"



SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,573 SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 7,280

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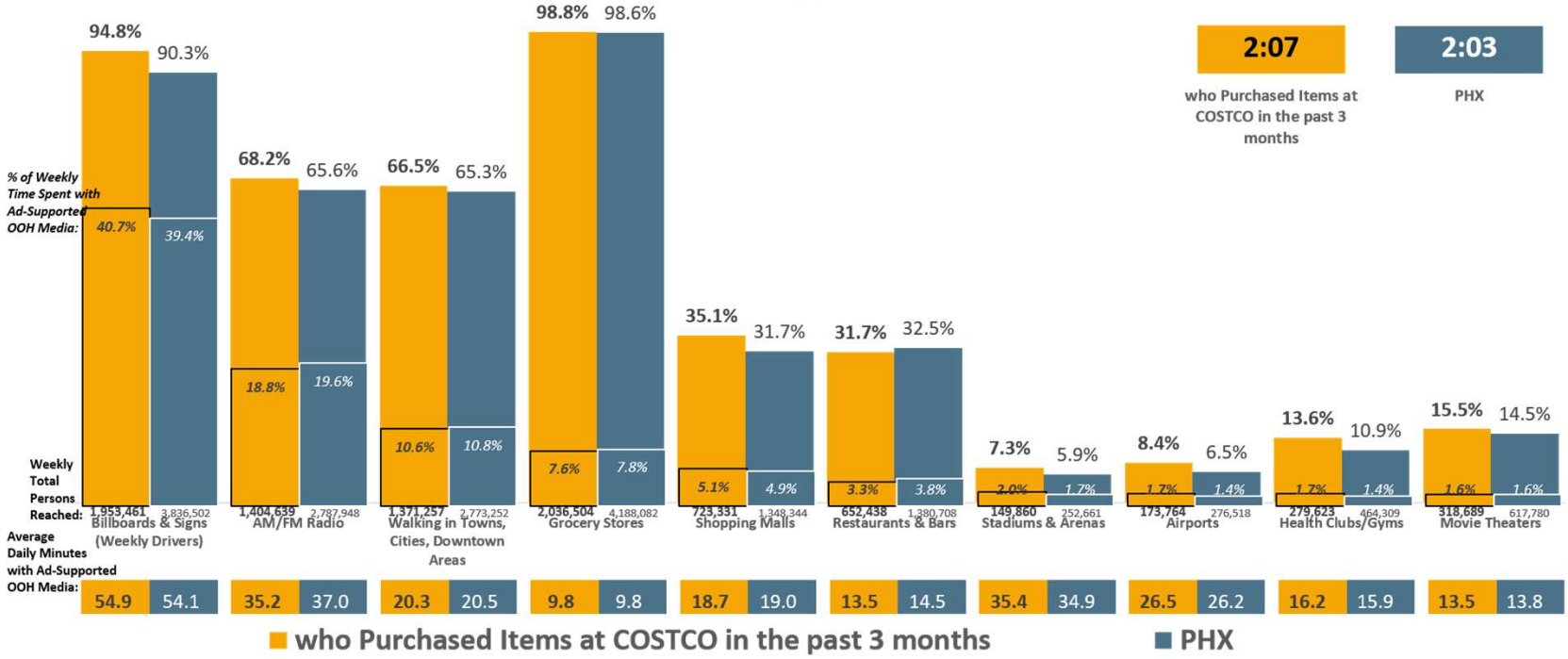
Major stores bought past 3 months: Costco



1,953,461 or 94.8% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months spend an average of 54.9 minutes per day driving, seeing Billboards and Signs representing 40.7% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 or older

"Share of Ad-Supported OOH Media"



PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 2,117 PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,474

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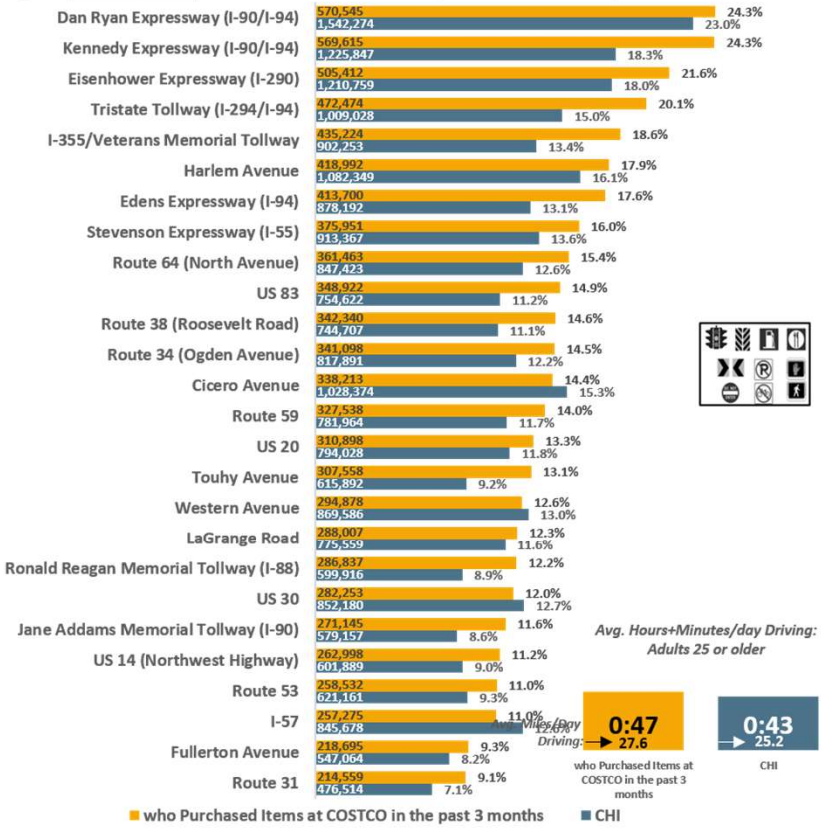
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Major stores bought past 3 months: Costco

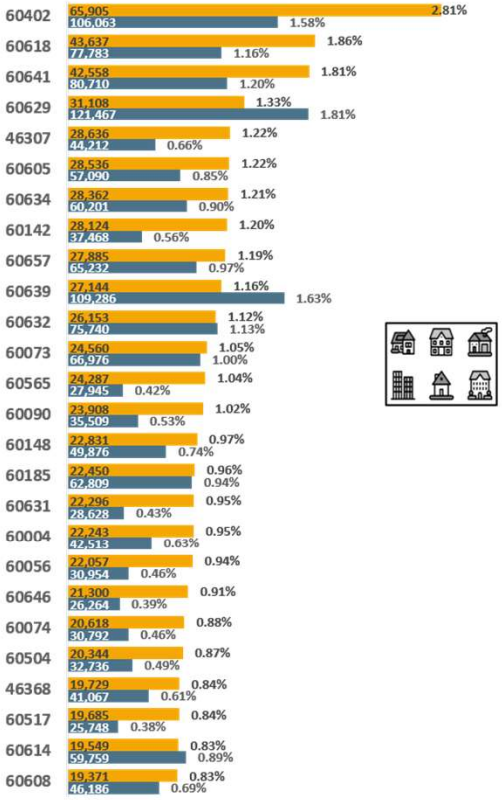


2,184,170 or 93.1% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months spend an average of 47.4 minutes per day driving an average of 27.6 miles each day and are 42.9% more likely to use Touhy Avenue than the Metro average.

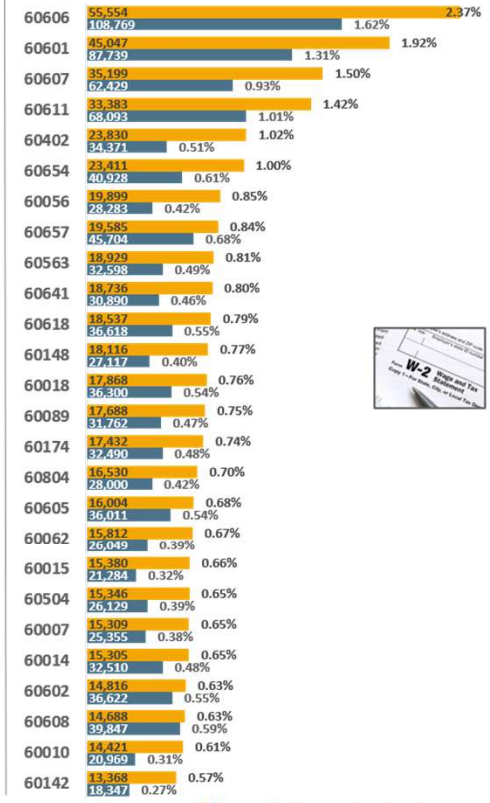
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 or older



Top-26 Residential Zip Codes: Adults 25 or older



Top-26 Employment Zip Codes: Adults 25 or older



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CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 2,465

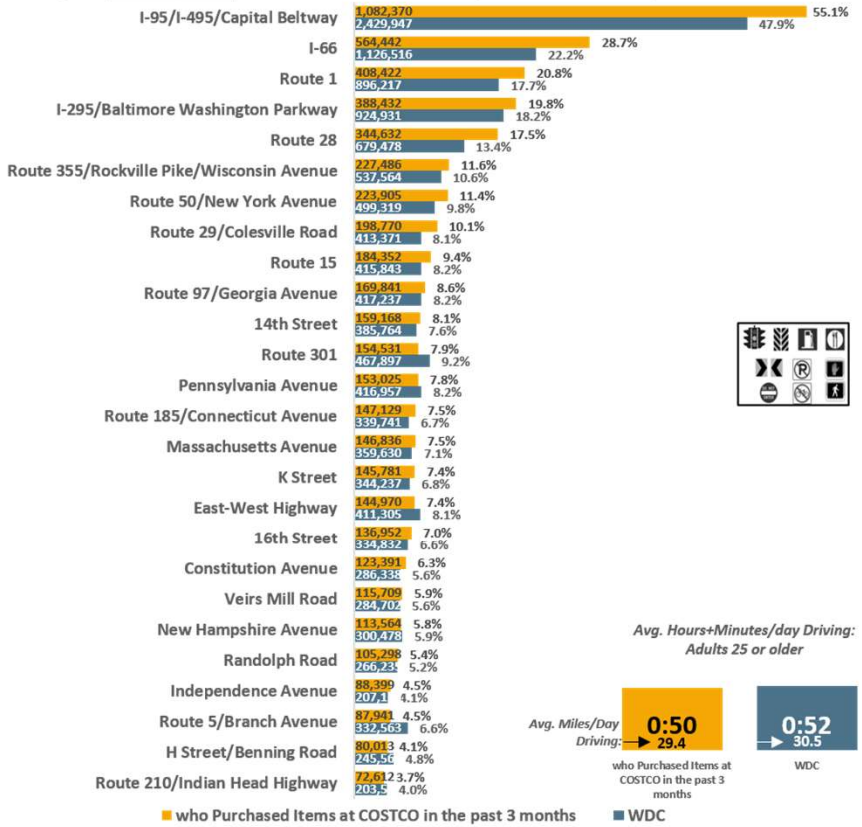
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Major stores bought past 3 months: Costco

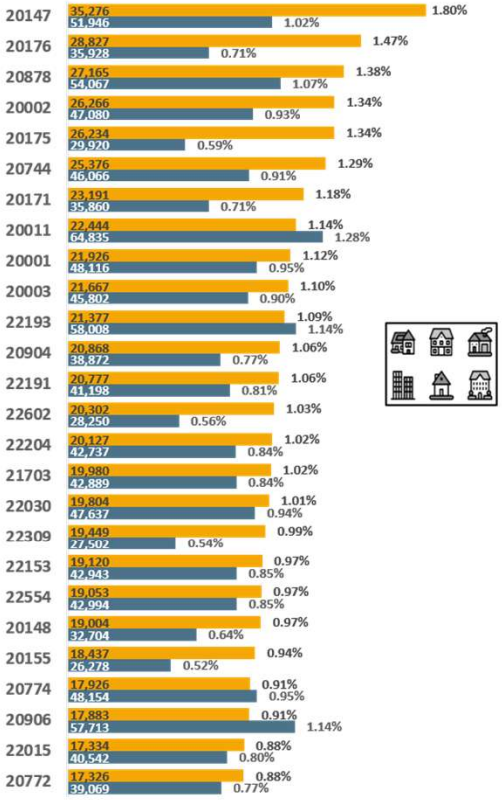


1,815,429 or 92.4% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months spend an average of 50.5 minutes per day driving an average of 29.4 miles each day and are 31.1% more likely to use Route 28 than the Metro average.

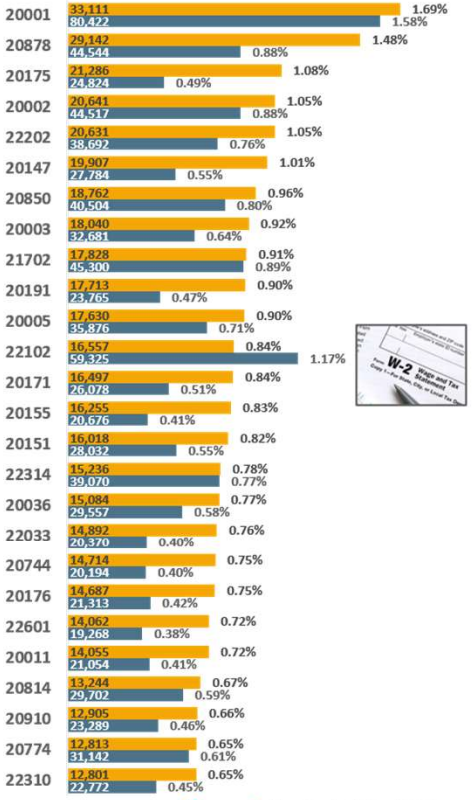
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 or older



Top-26 Residential Zip Codes: Adults 25 or older



Top-26 Employment Zip Codes: Adults 25 or older



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WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,258

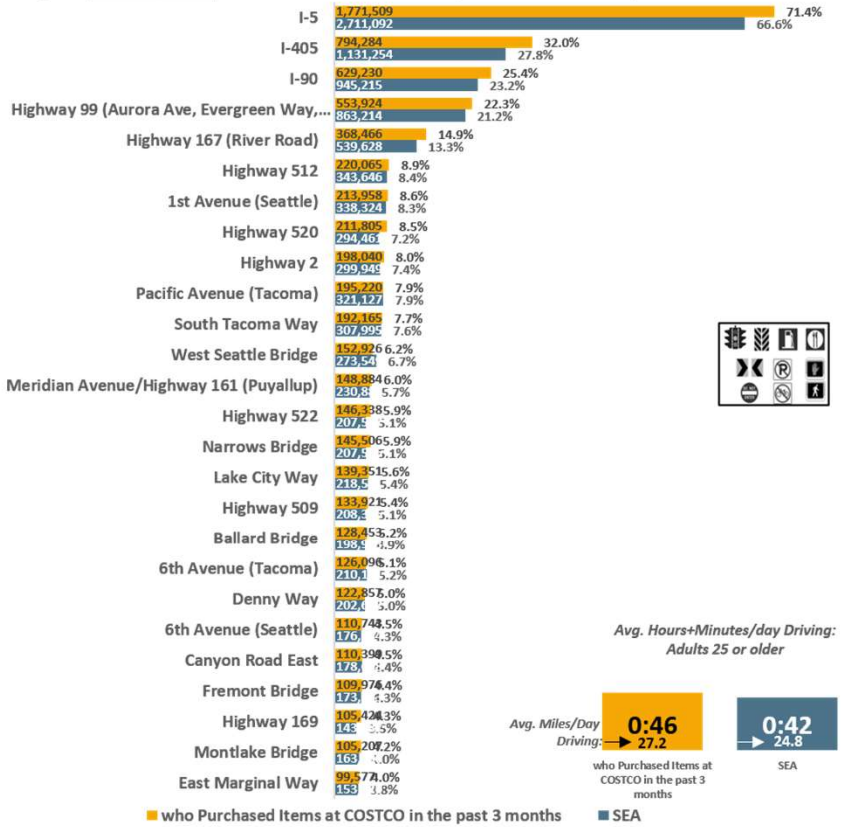
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Major stores bought past 3 months: Costco



2,355,015 or 94.9% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months spend an average of 46.8 minutes per day driving an average of 27.2 miles each day and are 18.% more likely to use Highway 520 than the Metro average.

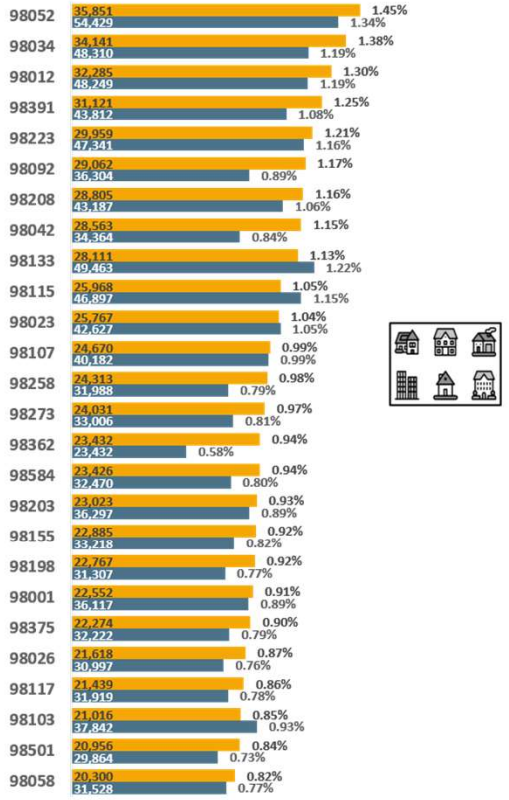
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 or older



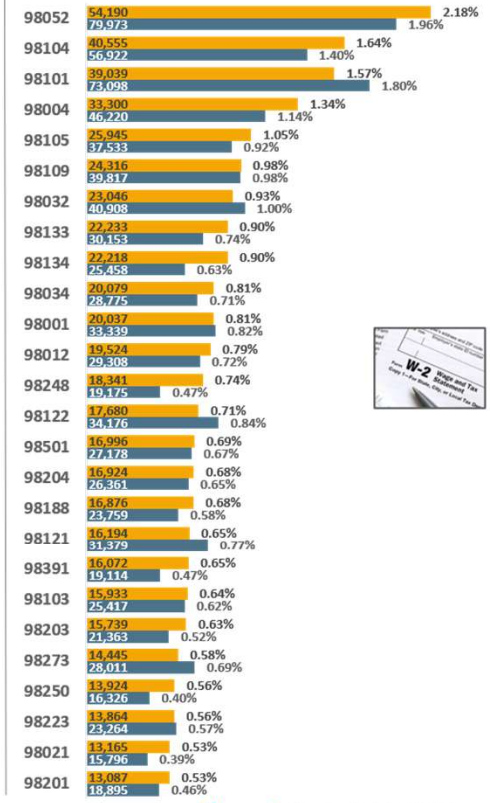
Avg. Hours+Minutes/day Driving: Adults 25 or older

Avg. Miles/Day Driving:

Top-26 Residential Zip Codes: Adults 25 or older



Top-26 Employment Zip Codes: Adults 25 or older



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SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,573

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Major stores bought past 3 months: Costco



1,953,461 or 94.8% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months spend an average of 54.9 minutes per day driving an average of 32. miles each day and are 42.7% more likely to use Pima Freeway (NE Loop 101) than the Metro averag

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 or older

	who Purchased Items at COSTCO in the past 3 months		PHX	
I-10	1,080,437	52.4%	2,019,018	47.5%
I-17	707,239	34.3%	1,355,581	31.9%
Bell Road	509,740	24.7%	907,991	21.4%
Highway 51	504,611	24.5%	849,707	20.0%
Red Mountain Freeway (NE Loop 202)	486,676	23.6%	840,380	19.8%
Pima Freeway (NE Loop 101)	473,811	23.0%	684,610	16.1%
Santan Freeway (SE Loop 202)	472,064	22.9%	802,041	18.9%
Agua Fria Freeway (NW Loop 101)	462,152	22.4%	788,455	18.6%
McDowell Road	452,064	21.9%	807,650	19.0%
Indian School Road	450,168	21.8%	837,720	19.7%
Superstition Freeway (E Hwy 60)	448,505	21.8%	816,252	19.2%
Scottsdale Road	434,178	21.1%	641,018	15.1%
Camelback Road	406,329	19.7%	719,684	16.9%
Price Freeway (SE Loop 101)	366,018	17.8%	626,228	14.7%
Thomas Road	334,074	16.2%	640,953	15.1%
7th Street	314,600	15.3%	603,653	14.2%
Chandler Blvd	274,302	13.3%	504,294	11.9%
7th Avenue	253,290	12.3%	509,196	12.0%
Grand Avenue (W Hwy 60)	223,075	10.8%	477,893	11.3%
North Hayden Road	209,461	10.2%	279,915	6.6%
Deer Valley Road	207,044	10.0%	335,902	7.9%
Cave Creek Road	195,711	9.5%	312,303	7.4%
Central Avenue	192,116	9.3%	385,671	9.1%
32nd Street	186,973	9.1%	358,853	8.4%
44th Street	174,860	8.5%	304,605	7.2%
Arizona Avenue/Country Club	153,622	7.5%	304,906	7.2%

Avg. Hours+Minutes/day Driving: Adults 25 or older

Avg. Miles/Day Driving:

who Purchased Items at COSTCO in the past 3 months	PHX
0:54	0:54
32.0	31.5

Top-26 Residential Zip Codes: Adults 25 or older

85383	44,561	2.16%	57,101	1.34%
85326	37,414	1.82%	71,962	1.69%
85032	35,616	1.73%	67,020	1.58%
85224	34,236	1.66%	67,143	1.58%
85331	33,867	1.64%	38,746	0.91%
85031	33,326	1.62%	43,182	1.02%
85225	32,627	1.58%	60,057	1.41%
85204	32,122	1.56%	66,884	1.57%
85041	30,487	1.48%	65,973	1.55%
85374	29,013	1.41%	36,786	0.87%
85212	28,701	1.39%	56,035	1.32%
85286	28,051	1.36%	39,498	0.93%
85142	27,944	1.36%	42,691	1.01%
85086	27,247	1.32%	38,047	0.90%
85255	27,245	1.32%	32,150	0.76%
85120	27,151	1.32%	43,681	1.03%
85249	26,573	1.29%	36,067	0.85%
85132	24,793	1.20%	41,171	0.97%
85338	23,215	1.13%	45,006	1.06%
85396	22,979	1.12%	26,736	0.63%
85298	22,366	1.09%	25,537	0.60%
85295	22,188	1.08%	28,179	0.66%
85254	22,099	1.07%	26,272	0.62%
85205	22,069	1.07%	48,385	1.14%
85207	21,301	1.03%	28,767	0.68%
86301	21,267	1.03%	32,624	0.77%

Top-26 Employment Zip Codes: Adults 25 or older

85255	42,545	2.06%	46,590	1.10%
85224	29,114	1.41%	53,875	1.27%
85086	27,132	1.32%	38,569	0.91%
85282	26,920	1.31%	58,186	1.37%
85032	24,792	1.20%	48,408	1.14%
85383	23,055	1.12%	24,691	0.58%
85007	22,530	1.09%	30,938	0.73%
85004	21,361	1.04%	39,458	0.93%
85142	21,294	1.03%	28,214	0.66%
85054	21,015	1.02%	22,629	0.53%
85326	20,742	1.01%	34,180	0.80%
85043	19,804	0.96%	30,685	0.72%
85281	19,329	0.94%	30,320	0.71%
85014	18,444	0.90%	19,392	0.46%
85207	18,287	0.89%	21,133	0.50%
85042	17,218	0.84%	31,524	0.74%
85286	17,007	0.83%	26,110	0.61%
85295	16,996	0.82%	20,531	0.48%
85226	16,939	0.82%	23,609	0.56%
85027	16,445	0.80%	39,772	0.94%
85034	16,063	0.78%	31,591	0.74%
85016	15,055	0.73%	29,785	0.70%
85009	14,788	0.72%	54,738	1.29%
85284	14,584	0.71%	21,958	0.52%
85040	14,512	0.70%	23,736	0.56%
85041	14,256	0.69%	38,667	0.91%

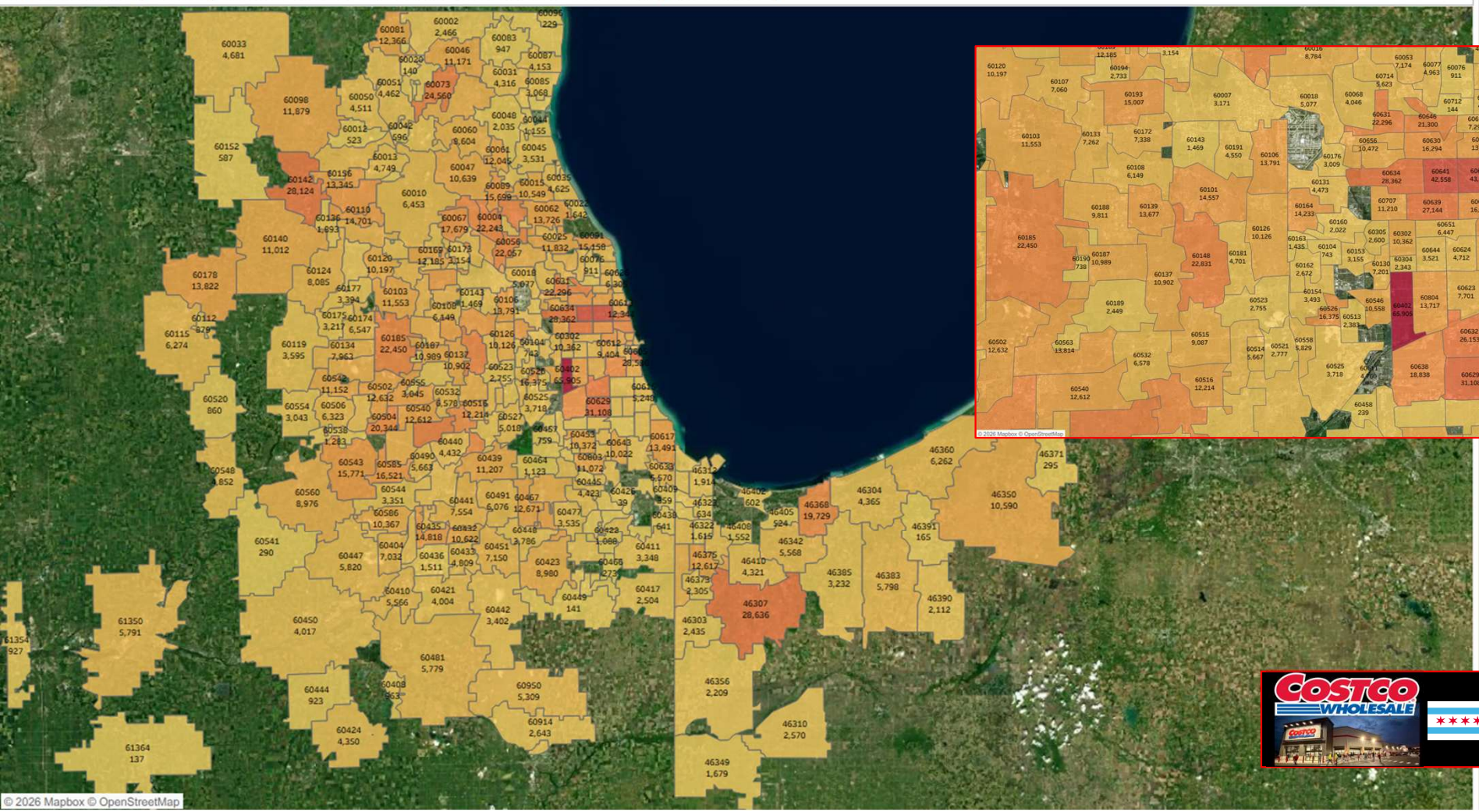
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Major stores bought past 3 months: Costco

Top Residential Zip Codes: (Adults 25 or older who Purchased Items at COSTCO in the past 3 months)



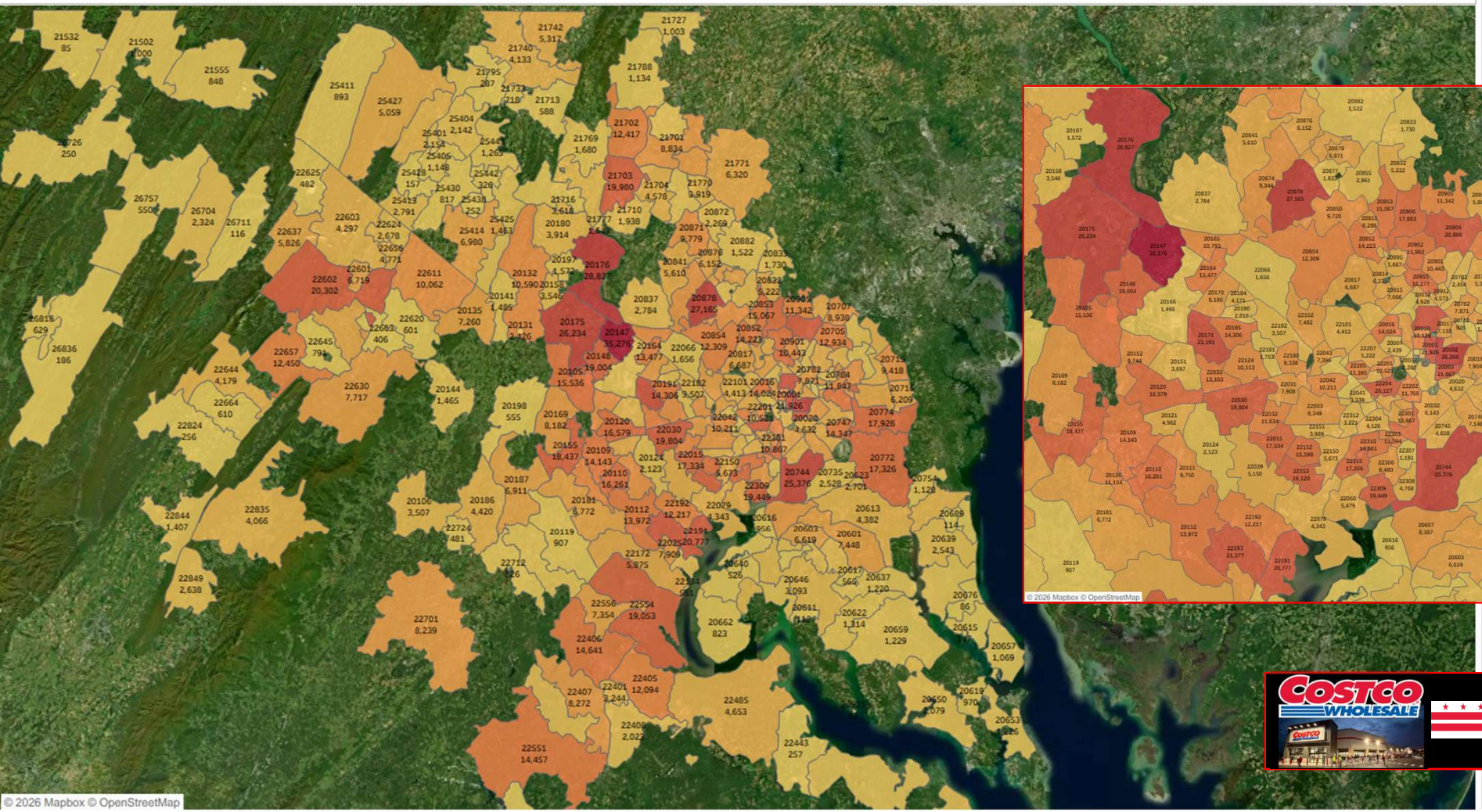
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Major stores bought past 3 months: Costco

Top Residential Zip Codes: (Adults 25 or older who Purchased Items at COSTCO in the past 3 months)

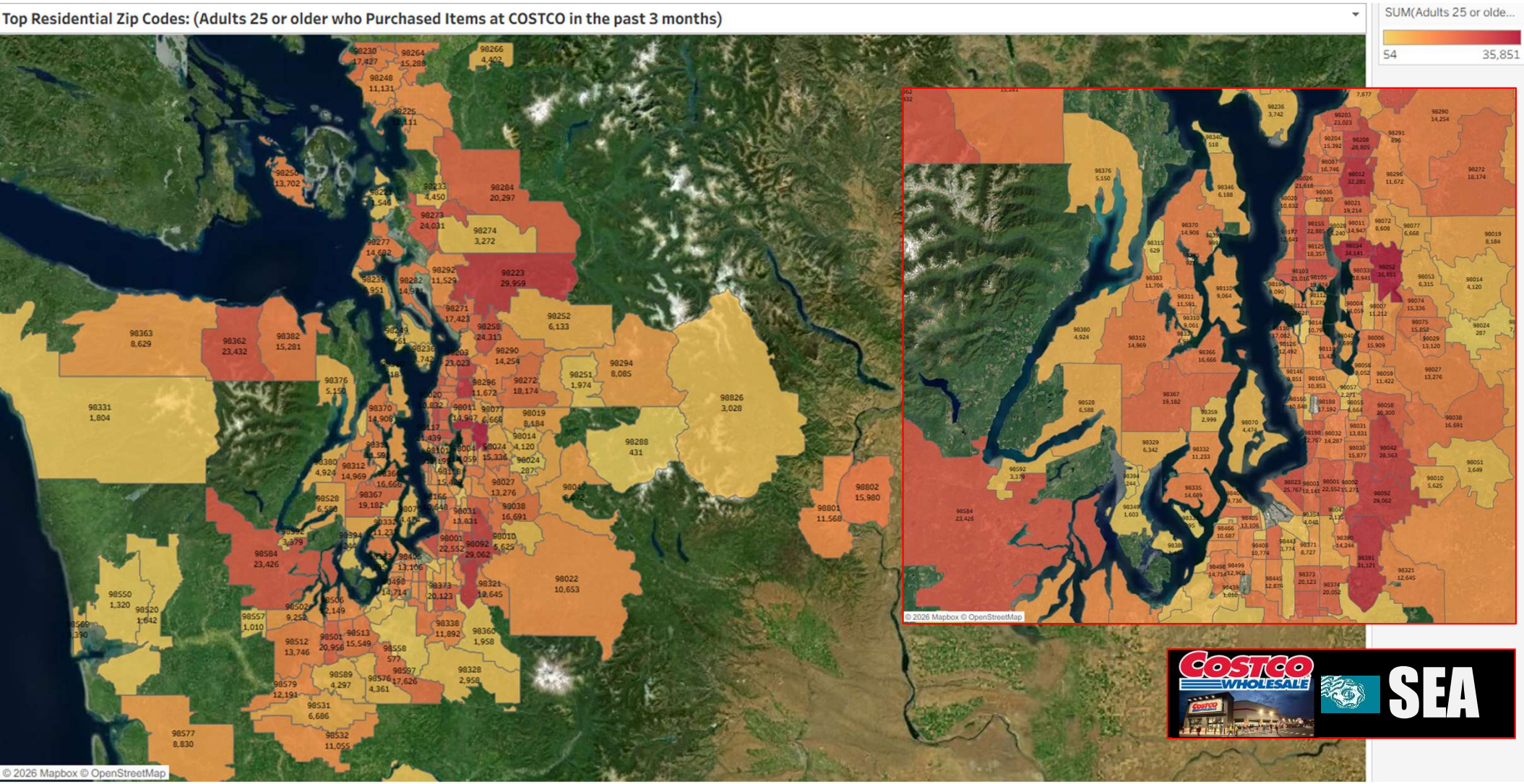


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Major stores bought past 3 months: Costco



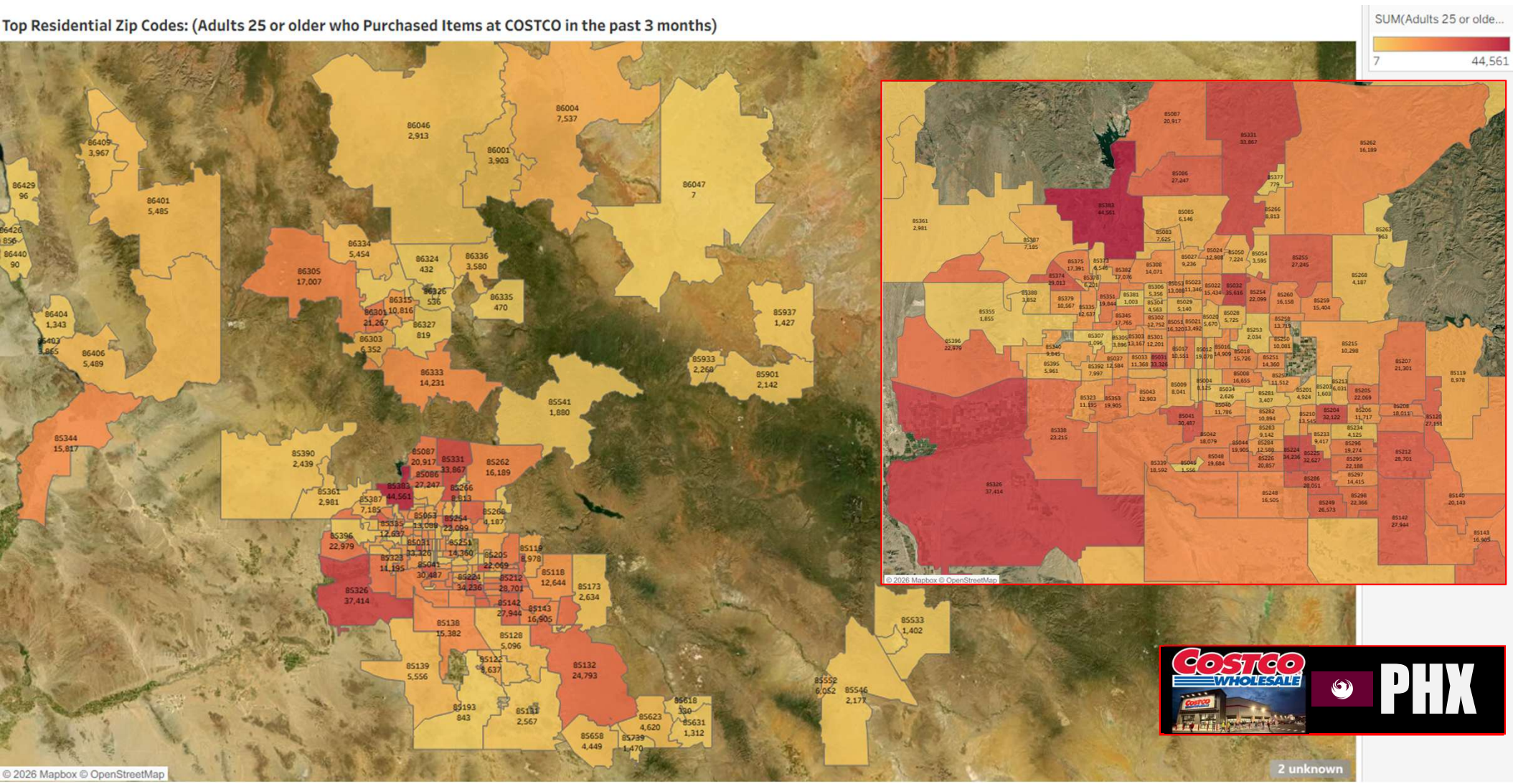
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Major stores bought past 3 months: Costco

Top Residential Zip Codes: (Adults 25 or older who Purchased Items at COSTCO in the past 3 months)



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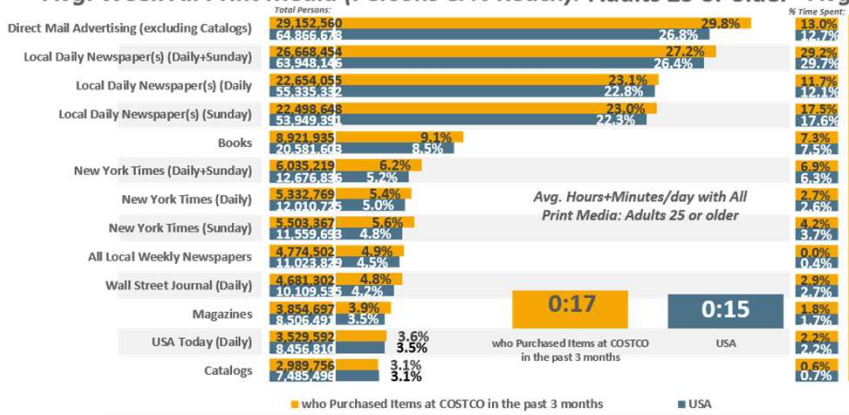
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Major stores bought past 3 months: Costco

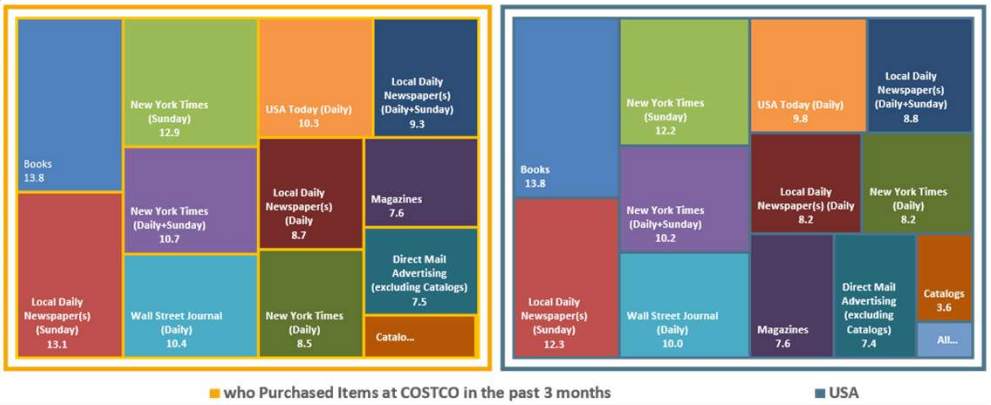


26,668,454 or 27.2% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.3 minutes every day representing 31.5% of all time spent daily with All forms of Print Media.

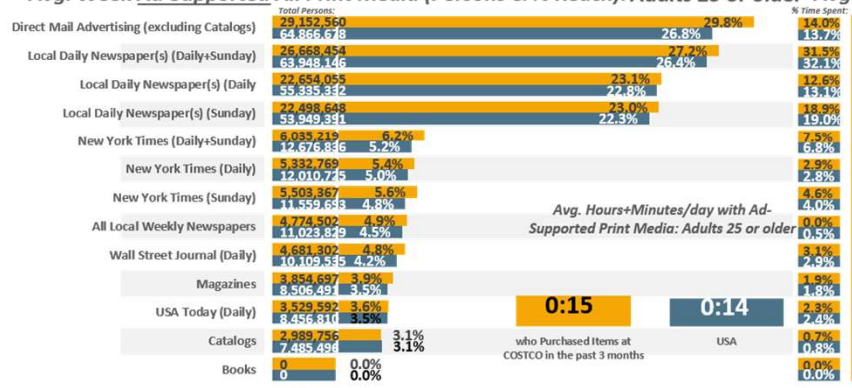
Avg. Week All Print Media (Persons & % Reach): Adults 25 or older



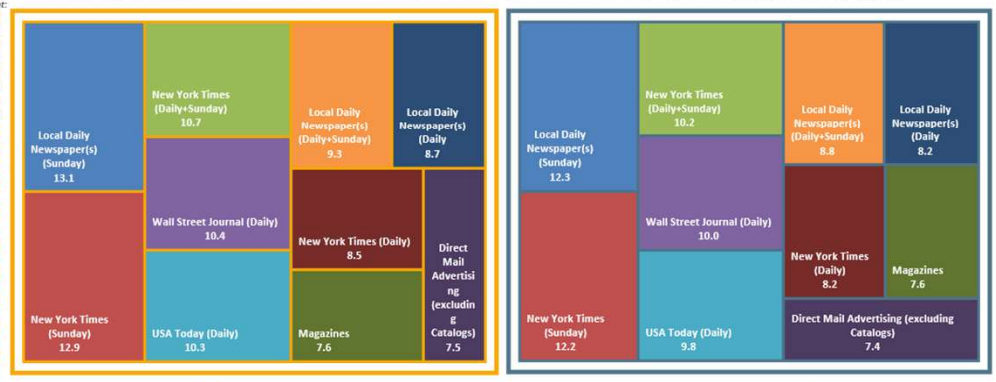
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 18,202

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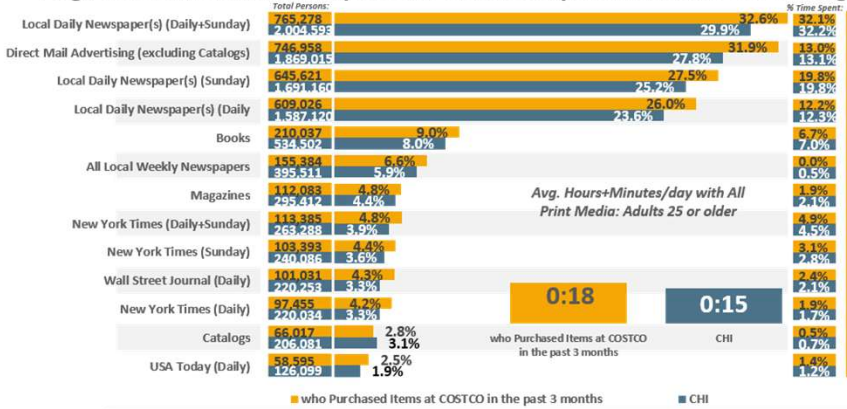
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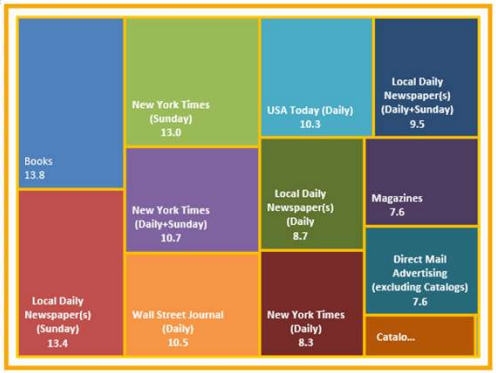
Major stores bought past 3 months: Costco

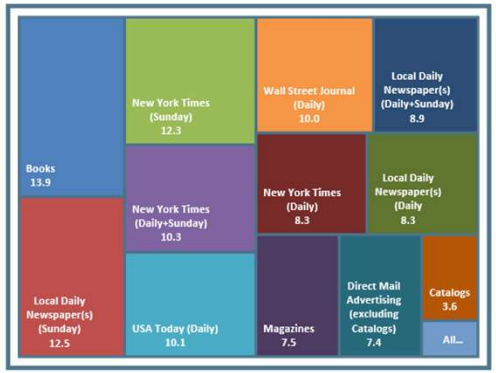


765,278 or 32.6% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.5 minutes every day representing 34.4% of all time spent daily with All forms of Print Media.

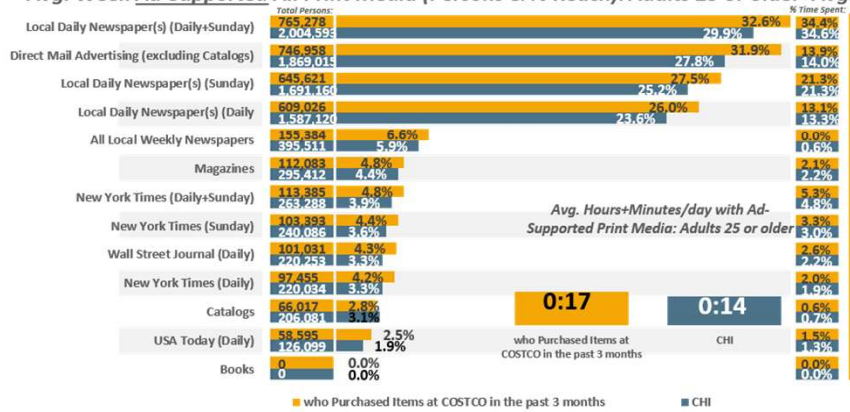
Avg. Week All Print Media (Persons & % Reach): Adults 25 or older

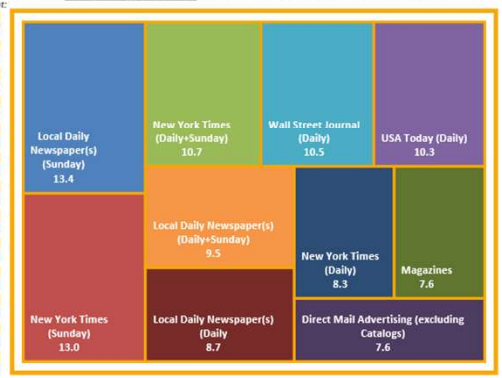


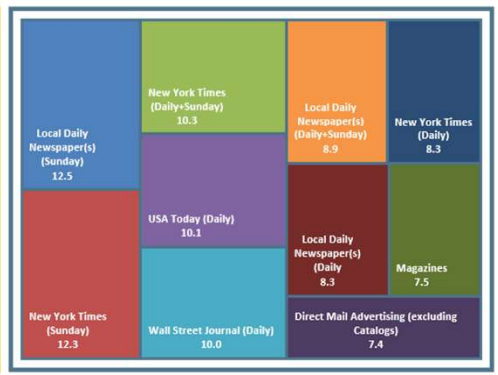




Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 or older







CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 2,465

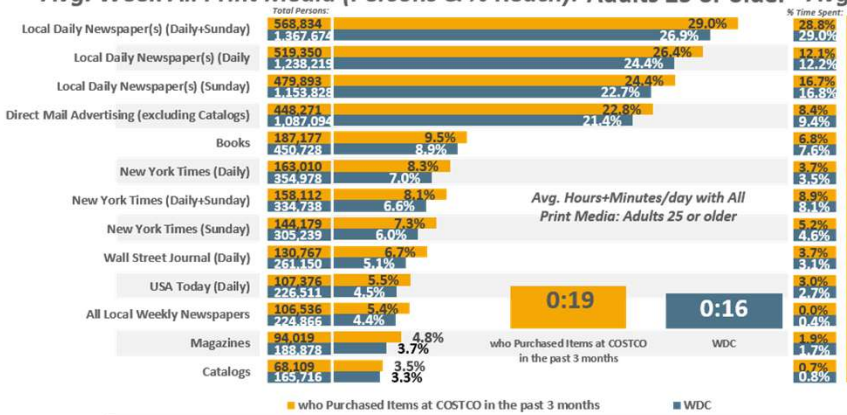
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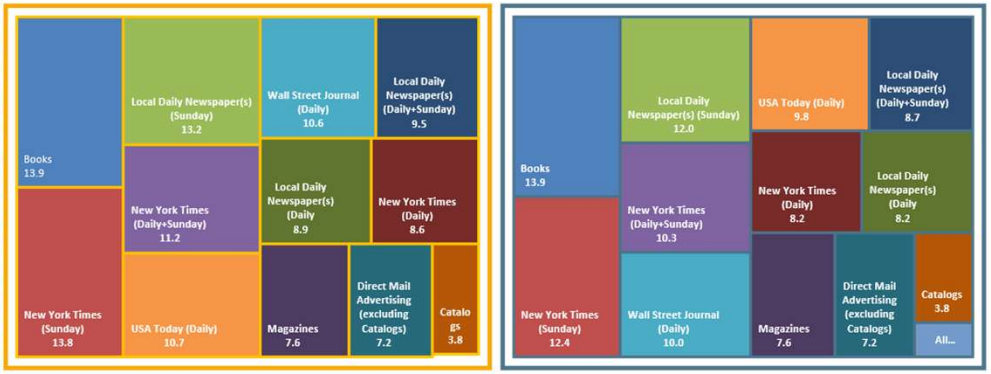
Major stores bought past 3 months: Costco

568,834 or 29.% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.5 minutes every day representing 30.9% of all time spent daily with All forms of Print Media.

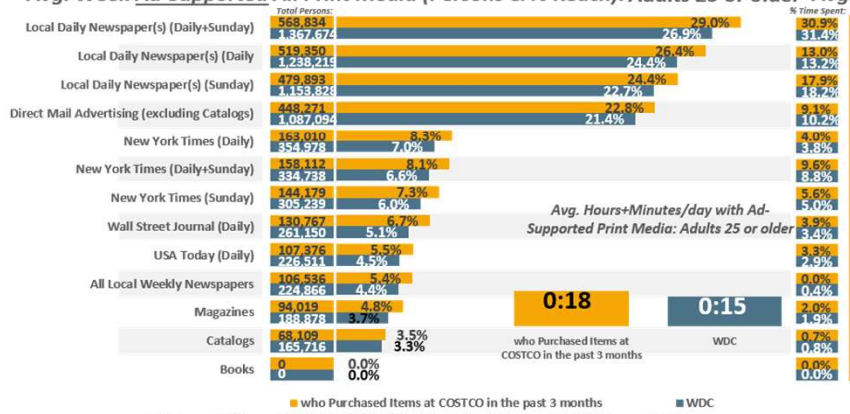
Avg. Week All Print Media (Persons & % Reach): Adults 25 or older



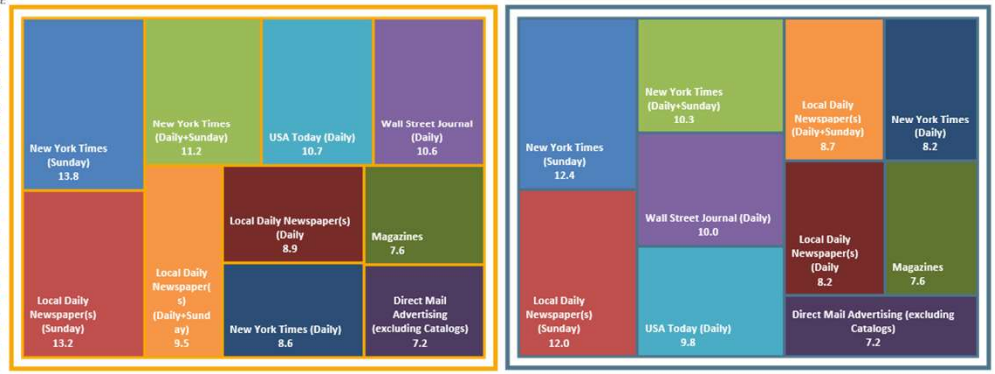
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,258

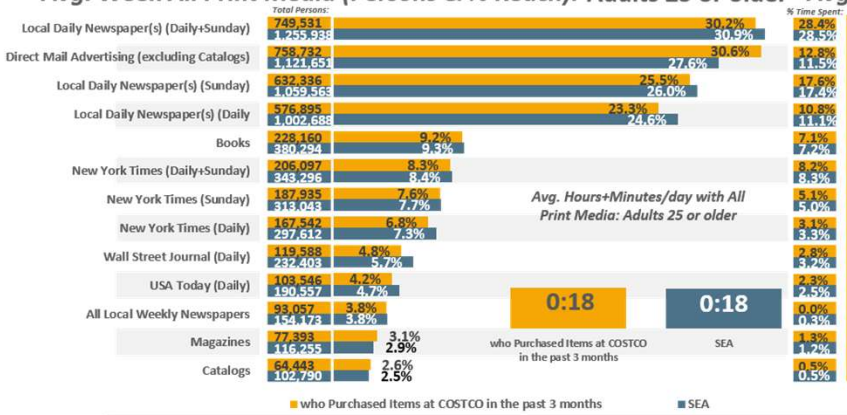
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Major stores bought past 3 months: Costco

749,531 or 30.2% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9. minutes every day representing 30.6% of all time spent daily with All forms of Print Media.

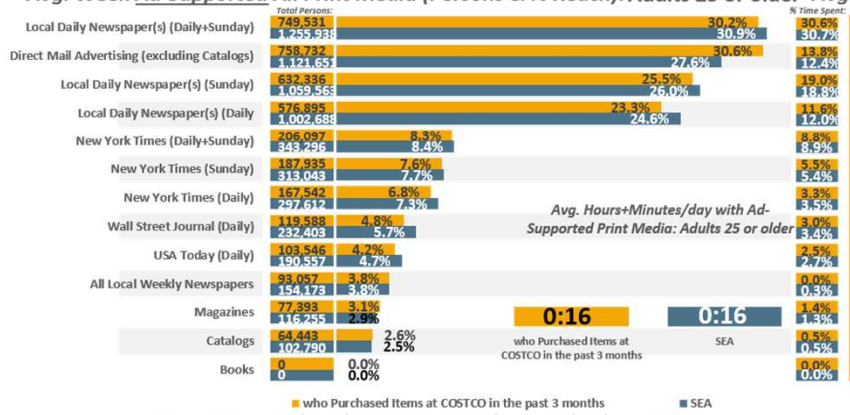
Avg. Week All Print Media (Persons & % Reach): Adults 25 or older



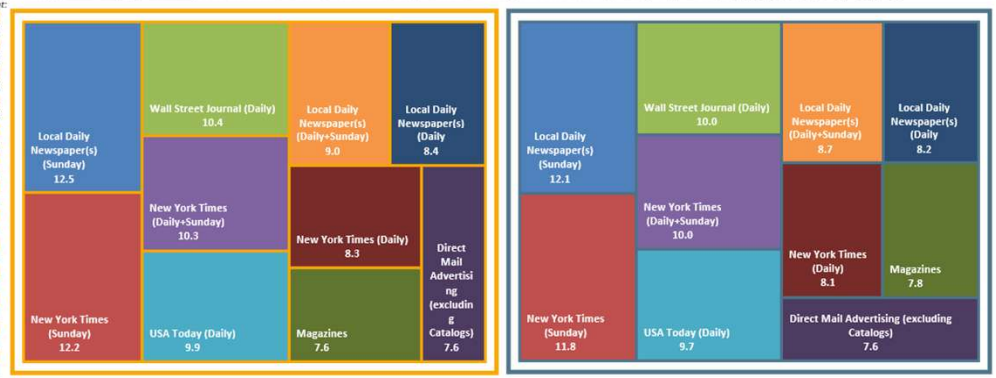
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older

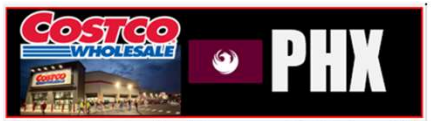


SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,573

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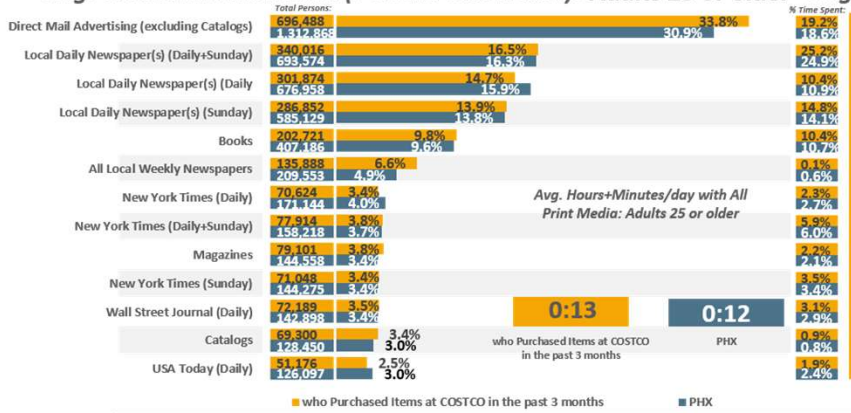
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Major stores bought past 3 months: Costco

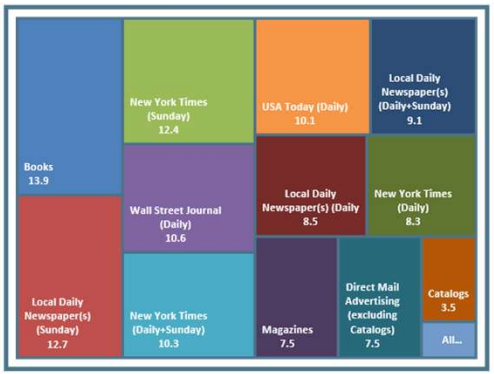


340,016 or 16.5% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10. minutes every day representing 28.1% of all time spent daily with All forms of Print Media.

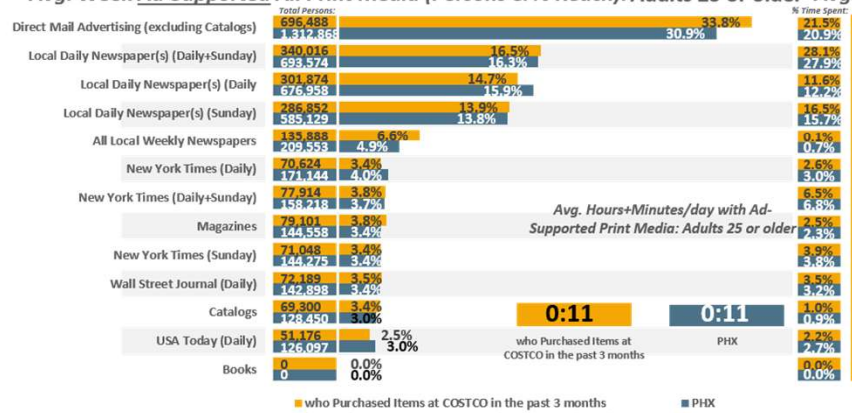
Avg. Week All Print Media (Persons & % Reach): Adults 25 or older

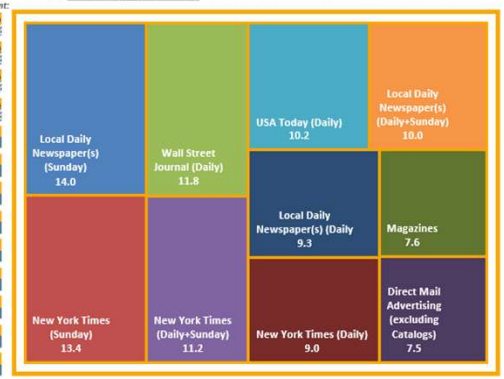


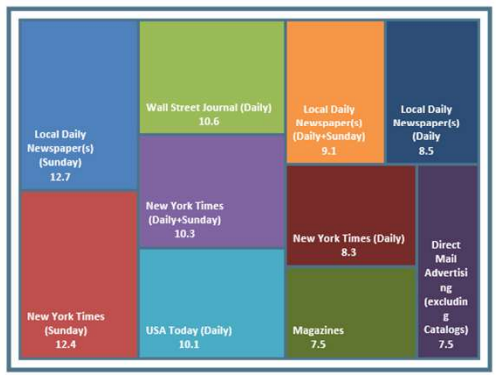




Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 or older







PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 2,117

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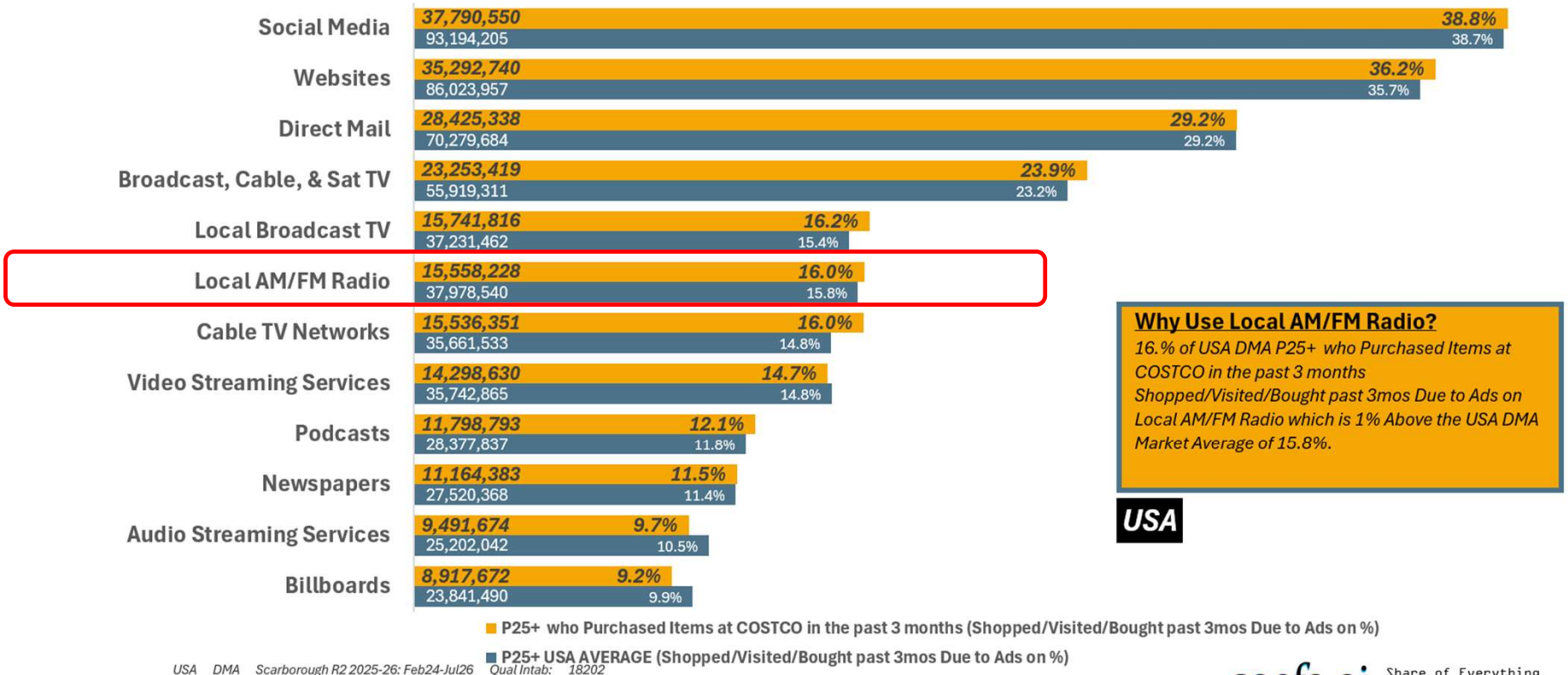
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Major stores bought past 3 months: Costco



"Advertising Actions"

P25+ who Purchased Items at COSTCO in the past 3 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

16.% of USA DMA P25+ who Purchased Items at COSTCO in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 1% Above the USA DMA Market Average of 15.8%.

USA

USA DMA Scarborough R2 2025-26: Feb24-Jul26 Qual Intab: 18202

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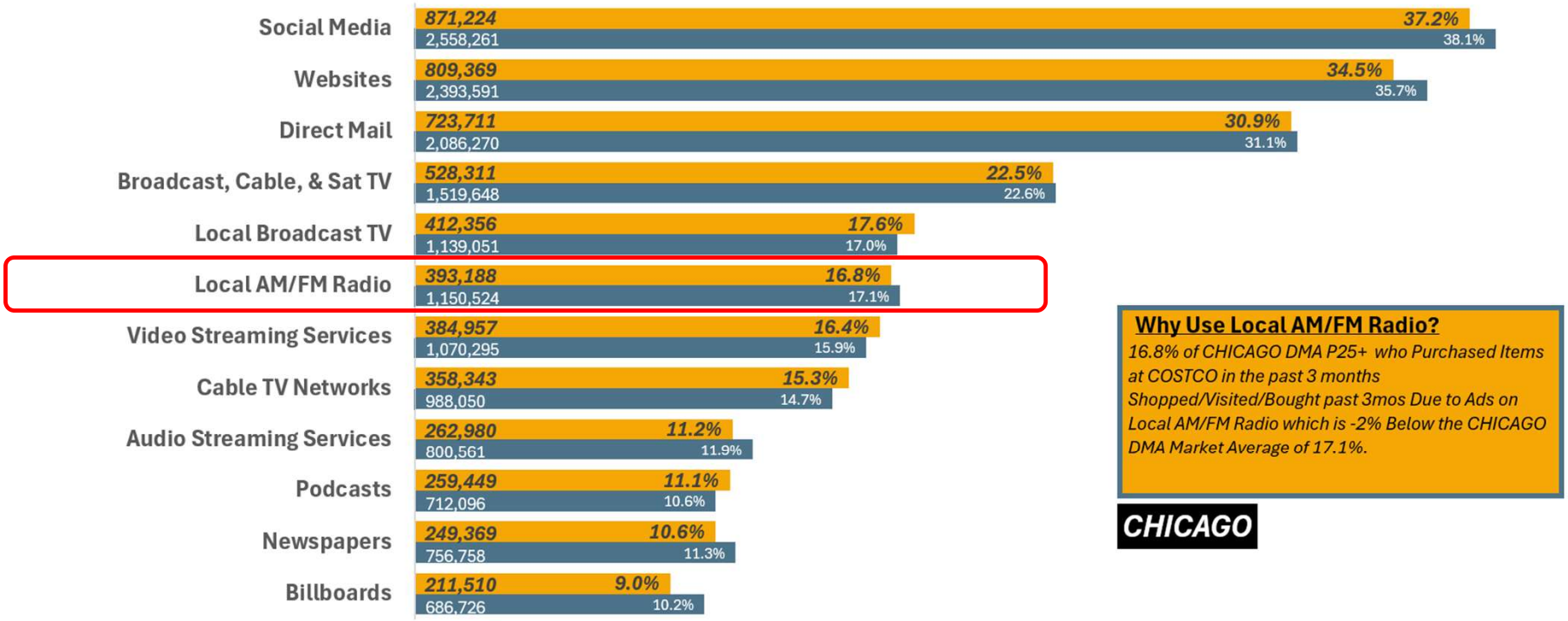
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Major stores bought past 3 months: Costco



"Advertising Actions"

P25+ who Purchased Items at COSTCO in the past 3 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

16.8% of CHICAGO DMA P25+ who Purchased Items at COSTCO in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -2% Below the CHICAGO DMA Market Average of 17.1%.

CHICAGO

CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 / Scarborough R1 2025: Feb24-Feb25 Qual Intab: 2465

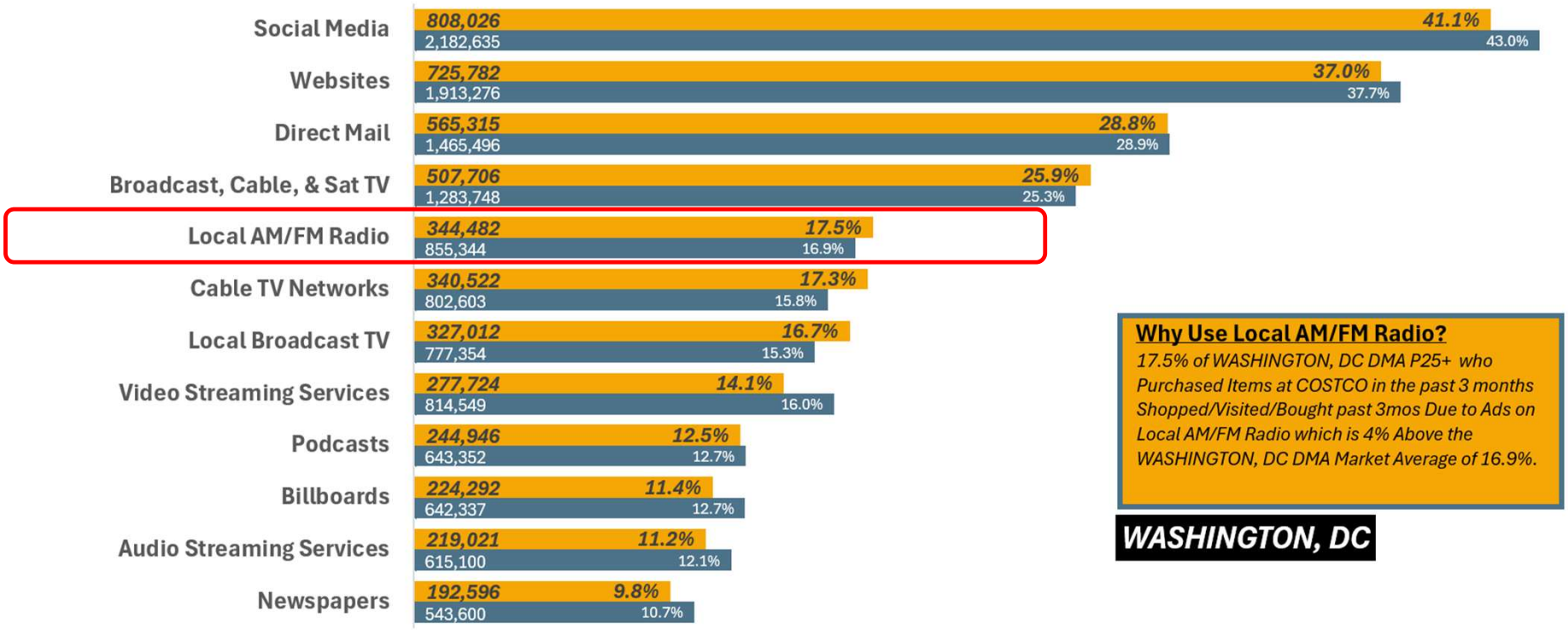
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Major stores bought past 3 months: Costco

"Advertising Actions"

P25+ who Purchased Items at COSTCO in the past 3 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

17.5% of WASHINGTON, DC DMA P25+ who Purchased Items at COSTCO in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 4% Above the WASHINGTON, DC DMA Market Average of 16.9%.

WASHINGTON, DC

WASHINGTON, DC DMA Scarborough R1 2025-26: Mar24-Mar26 Qual Intab: 4258

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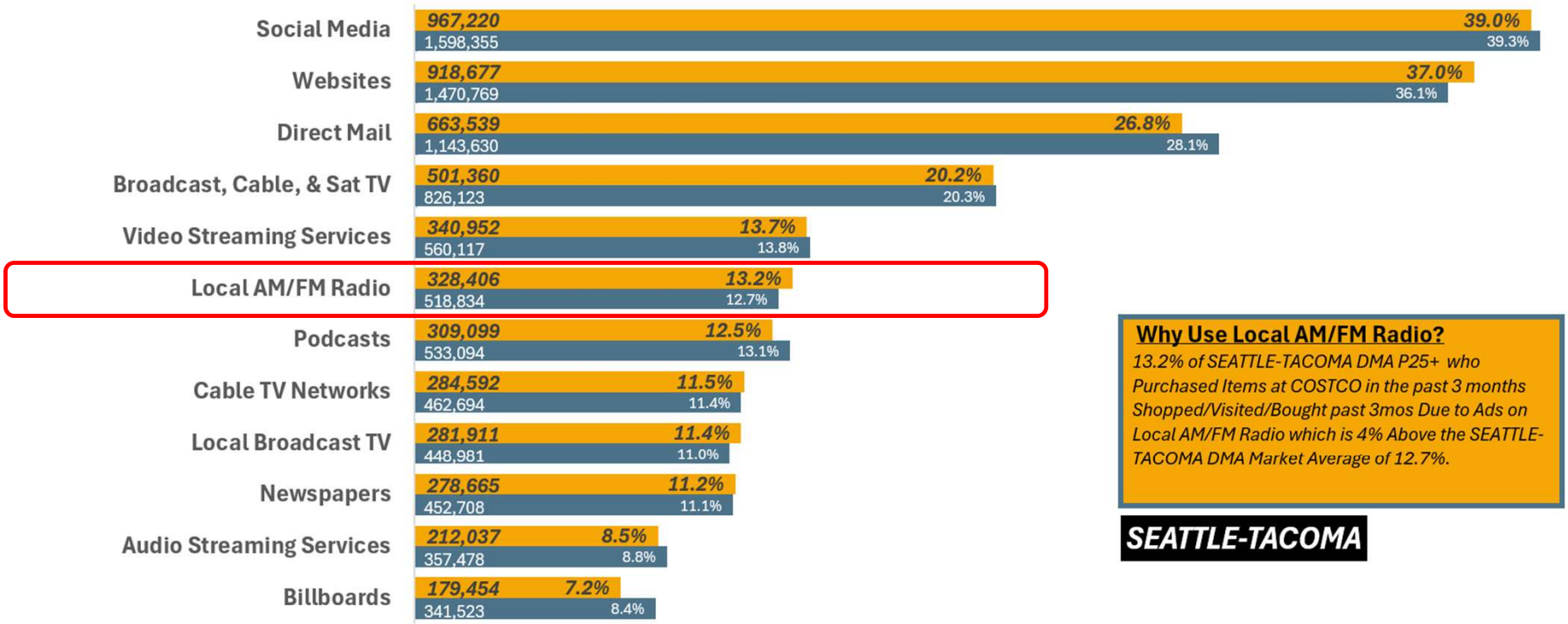
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Major stores bought past 3 months: Costco



"Advertising Actions"

P25+ who Purchased Items at COSTCO in the past 3 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

13.2% of SEATTLE-TACOMA DMA P25+ who Purchased Items at COSTCO in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 4% Above the SEATTLE-TACOMA DMA Market Average of 12.7%.

SEATTLE-TACOMA

SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 / Scarborough R1 2025: Feb24-Feb25 Qual Intab: 4573

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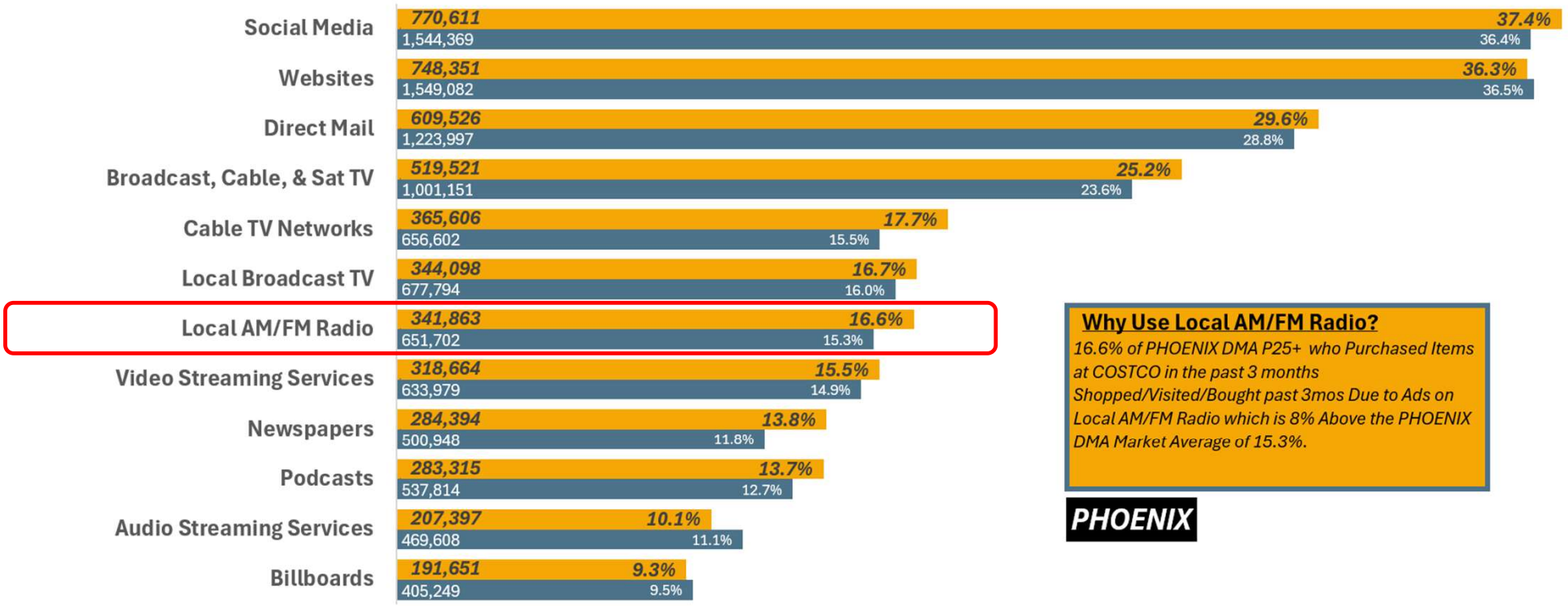
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Major stores bought past 3 months: Costco



"Advertising Actions"

P25+ who Purchased Items at COSTCO in the past 3 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

16.6% of PHOENIX DMA P25+ who Purchased Items at COSTCO in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 8% Above the PHOENIX DMA Market Average of 15.3%.

PHOENIX

PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 / Scarborough R2 2025: Aug24-Jul25 Qual Intab: 2117

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Major stores bought past 3 months: Costco