USA+4 MORE DMAs - P18+ who Bought Items In-Store at BEST BUY in the past 3 mos!

Complete Demographic & Media Use Profiles

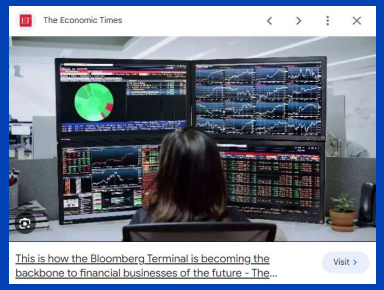


BEST BUY®



BEST BUY USA
BEST BUY MSP
BEST BUY STL
BEST BUY CIN
BEST BUY WPB

Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI, and WEST PALM BEACH DMA P18+ who Purchased Items In-Store at BEST BUY in the past 3 months as of SEPTEMBER 2024!



P18+

Vanguard®

STATE STREET

BLACKROCK

JPMORGAN CHASE & CO.

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

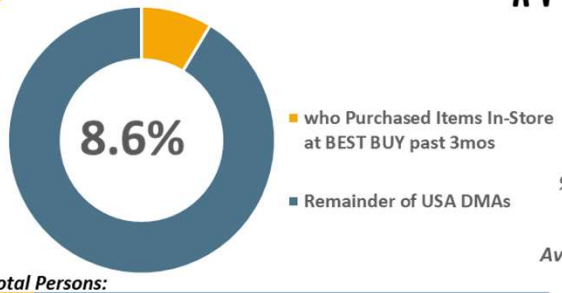
HUBBARD BROADCASTING INC. HB INC.

[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

BEST BUY USA

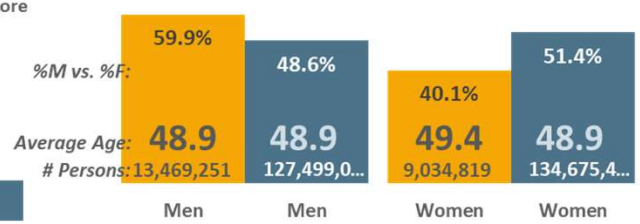
8.6% or 22,504,070 of USA Adults 18 or older Purchased Items In-Store at BEST BUY past 3mos.
Typical Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos are 49.1 years old (.4% older than average) and have a $128,198 (39.8% higher than average) annual household income.

Percent of Market: Adults 18 or older

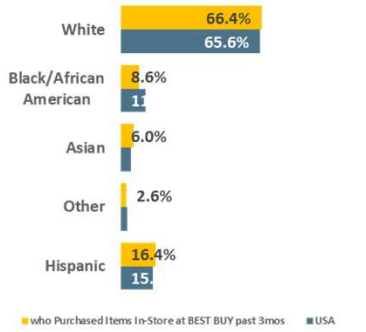


Total Persons:
22,504,070 | 239,670,430

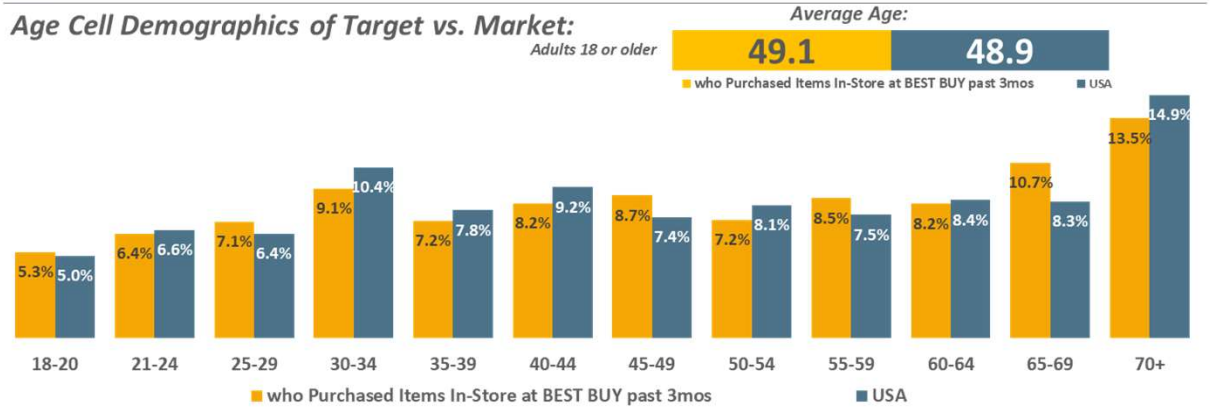
Gender of Target vs. Market: Adults 18 or older



Ethnicity of Target vs. Market:

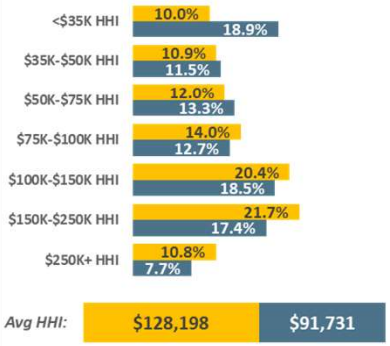


Age Cell Demographics of Target vs. Market:



USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 2,034

HHI of Target vs. Market:



Avg HHI: $128,198 | $91,731

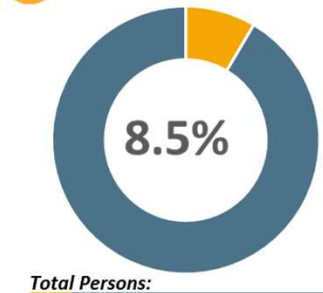
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USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

8.5% or 328,229 of MINNEAPOLIS DMA Adults 18 or older Purchased Items In-Store at BEST BUY past 3mos. Typical Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos are 50.7 years old (3.9% older than average) and have a $128,979 (20.5% higher than average) annual household income.

Percent of Market: Adults 18 or older

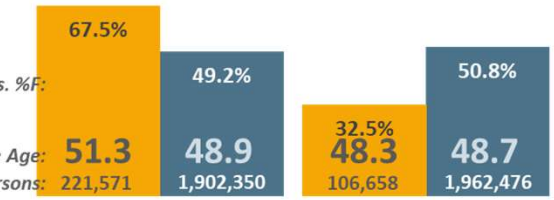


- who Purchased Items In-Store at BEST BUY past 3mos
- Remainder of MINNEAPOLIS DMA

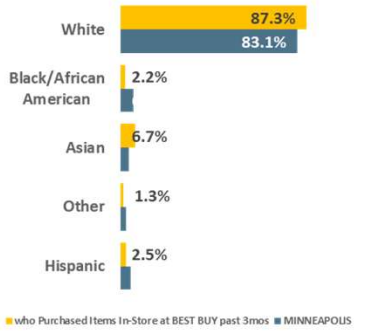
Total Persons:

328,229 | 3,536,597

Gender of Target vs. Market: Adults 18 or older



Ethnicity of Target vs. Market:



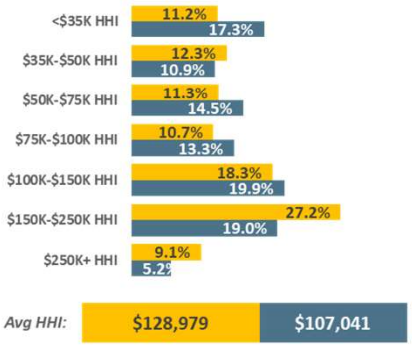
Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older: 50.7 | 48.8



HHI of Target vs. Market:



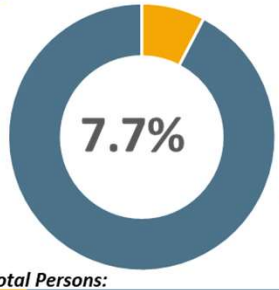
MINNEAPOLIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 170

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[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

7.7% or 192,430 of ST. LOUIS DMA Adults 18 or older Purchased Items In-Store at BEST BUY past 3mos. Typical Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos are 48.1 years old (2.7% younger than average) and have a $118,260 (25.2% higher than average) annual household income.

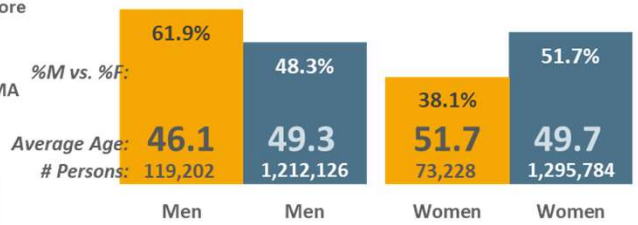
Percent of Market: Adults 18 or older



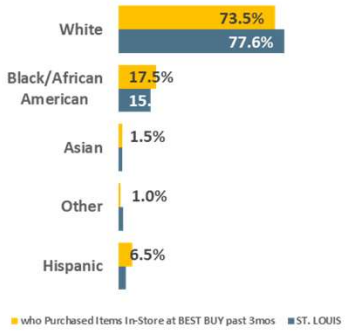
Total Persons:



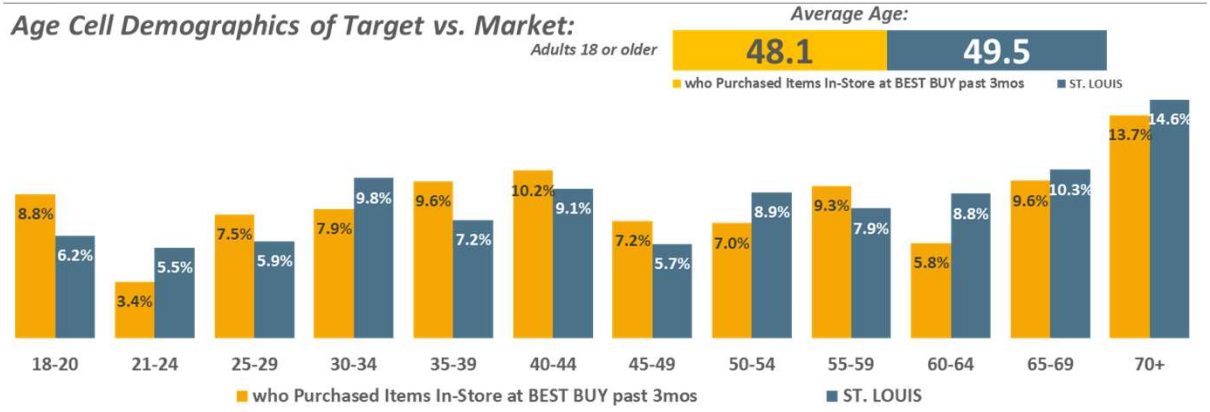
Gender of Target vs. Market: Adults 18 or older



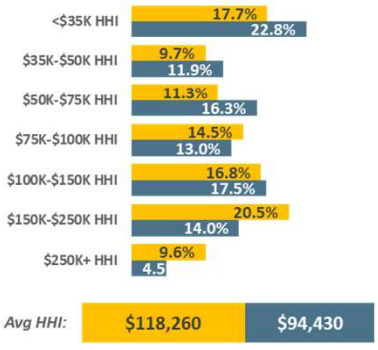
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 164

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[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

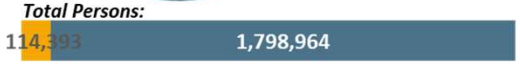
BEST BUY CIN

6.% or 114,393 of CINCINNATI DMA Adults 18 or older Purchased Items In-Store at BEST BUY past 3mos. Typical Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos are 51.3 years old (5.1% older than average) and have a $123,036 (28.7% higher than average) annual household income.

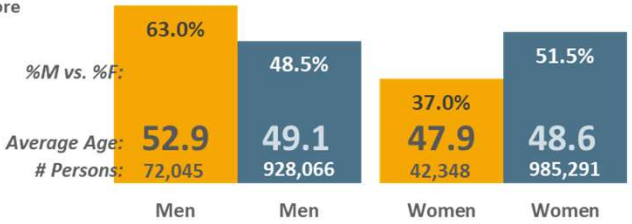
Percent of Market: Adults 18 or older



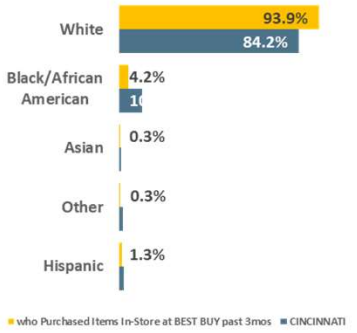
Total Persons:



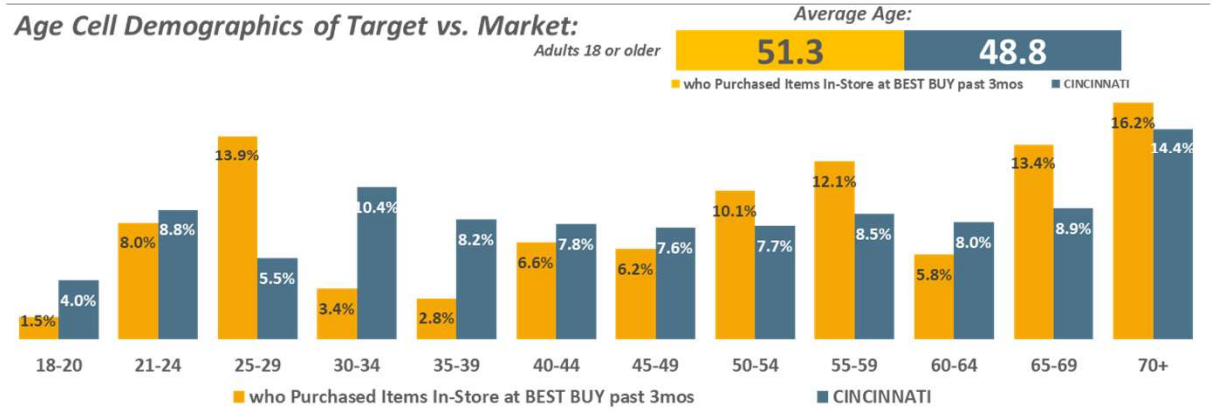
Gender of Target vs. Market: Adults 18 or older



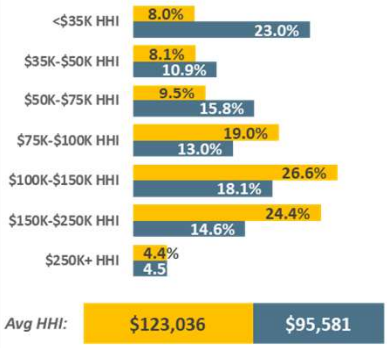
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



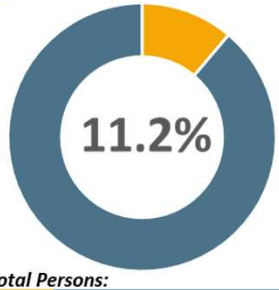
CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 131

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[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

11.2% or 210,090 of WEST PALM BEACH DMA Adults 18 or older Purchased Items In-Store at BEST BUY past 3mos. Typical Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos are 50.3 years old (6.3% younger than average) and have a $109,240 (12.7% higher than average) annual household income.

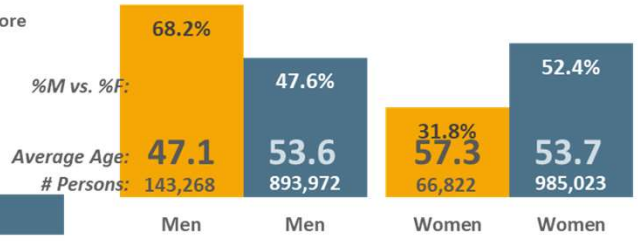
Percent of Market: Adults 18 or older



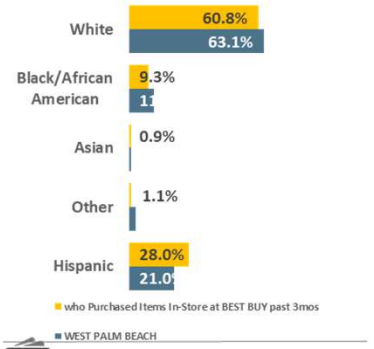
Total Persons:



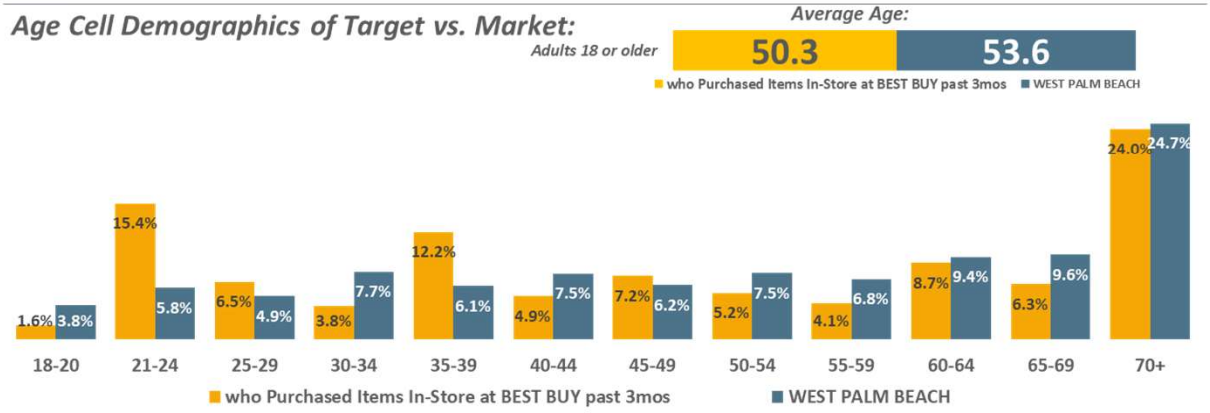
Gender of Target vs. Market: Adults 18 or older



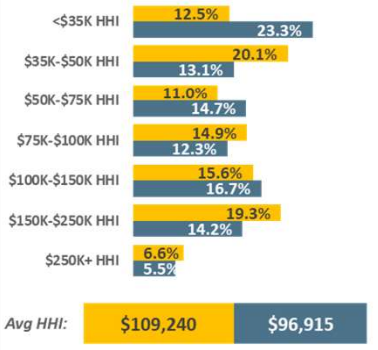
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



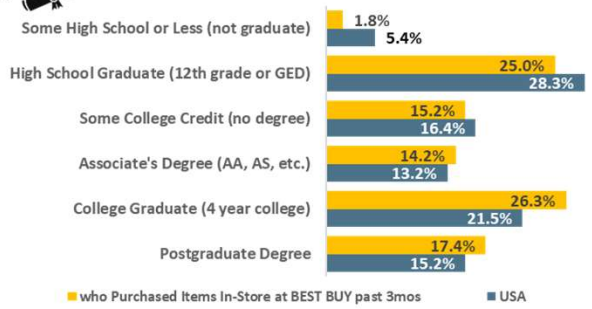
WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 224

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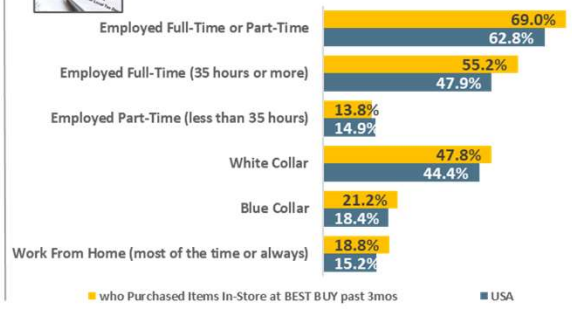
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

8.6% or 22,504,070 of USA Adults 18 or older Purchased Items In-Store at BEST BUY past 3mos.
Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos are 19.1% more likely to be a college graduate, 15.3% more likely to work full-time, 15.% more likely to be married, .2% more likely to be a parent of 1 or more children under 18.

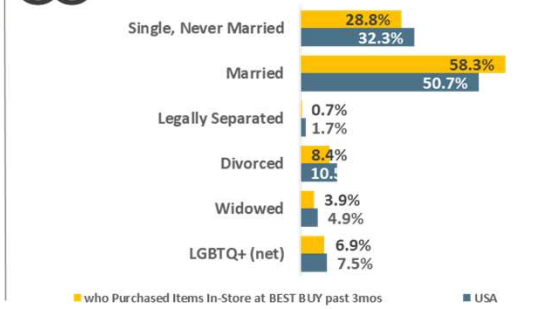
Education Levels: Adults 18 or older



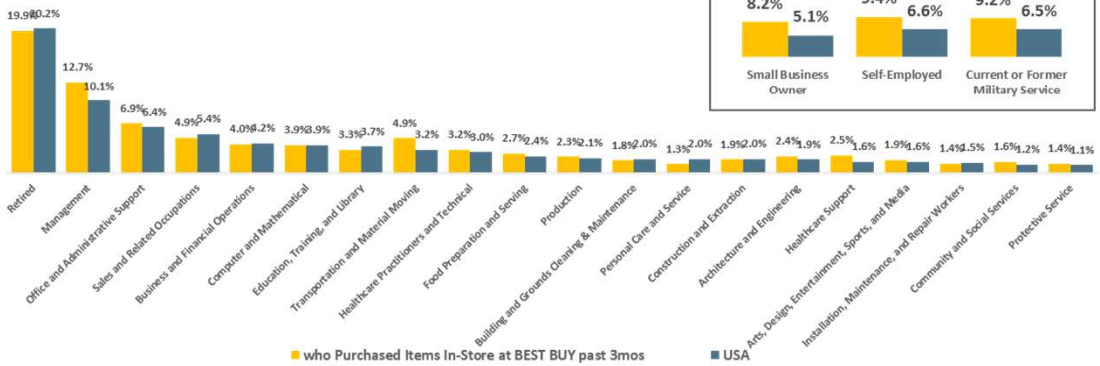
Employment: Adults 18 or older



Marital Status: Adults 18 or older

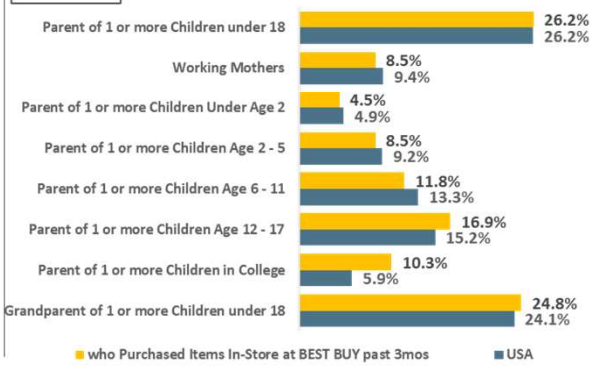


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 2,034

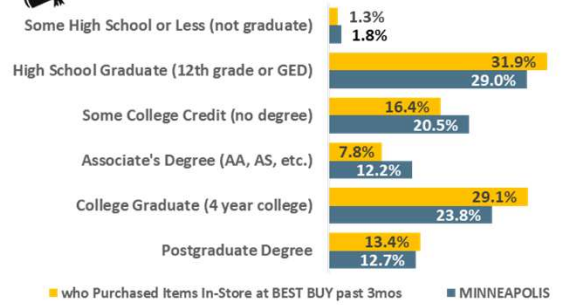
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USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

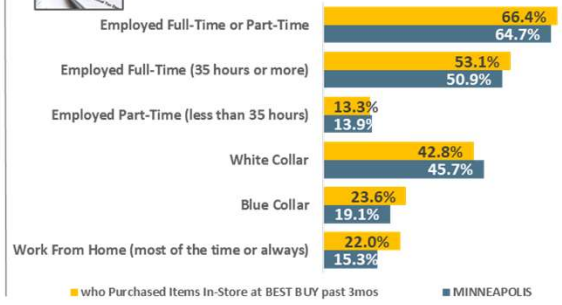
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

8.5% or 328,229 of MINNEAPOLIS DMA Adults 18 or older Purchased Items In-Store at BEST BUY past 3mos. Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos are 16.4% more likely to be a college graduate, 4.4% more likely to work full-time, 4.7% more likely to be married, 8.8% less likely to be a parent of 1 or more children under 18.

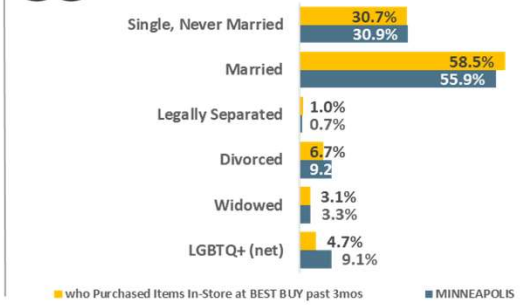
Education Levels: Adults 18 or older



Employment: Adults 18 or older



Marital Status: Adults 18 or older

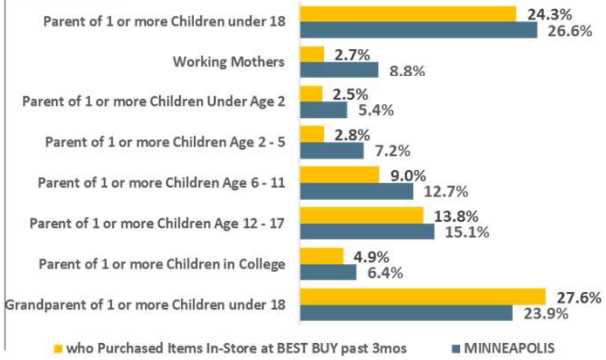


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



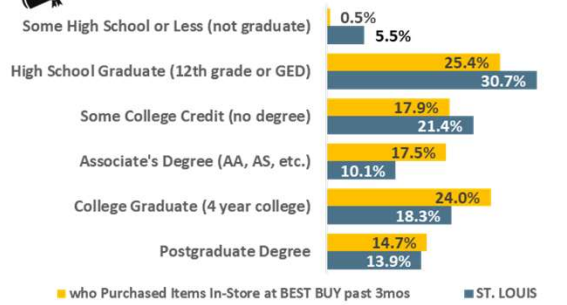
MINNEAPOLIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 170

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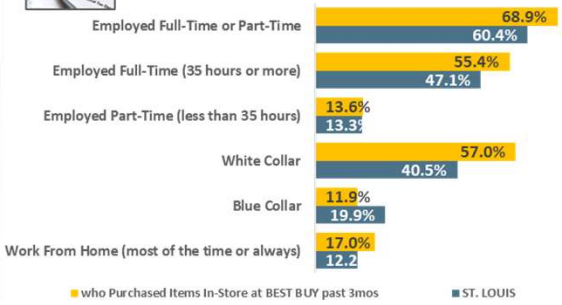
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

7.7% or 192,430 of ST. LOUIS DMA Adults 18 or older Purchased Items In-Store at BEST BUY past 3mos. Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos are 20.2% more likely to be a college graduate, 17.6% more likely to work full-time, 25.3% more likely to be married, 37.4% more likely to be a parent of 1 or more children under 18.

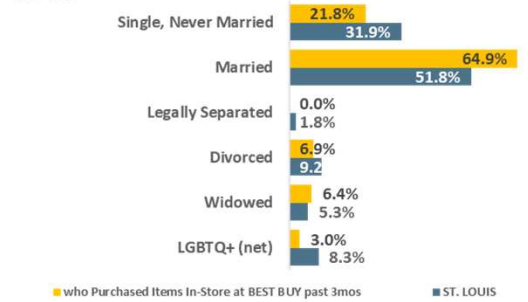
Education Levels: Adults 18 or older



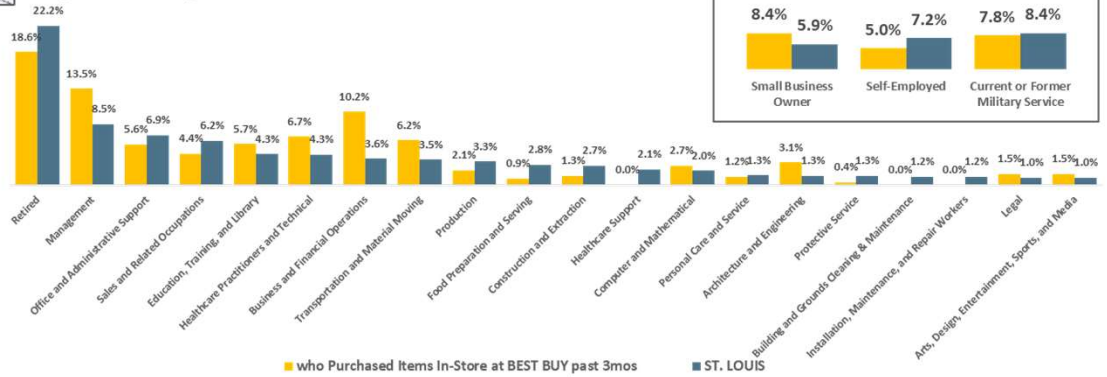
Employment: Adults 18 or older



Marital Status: Adults 18 or older

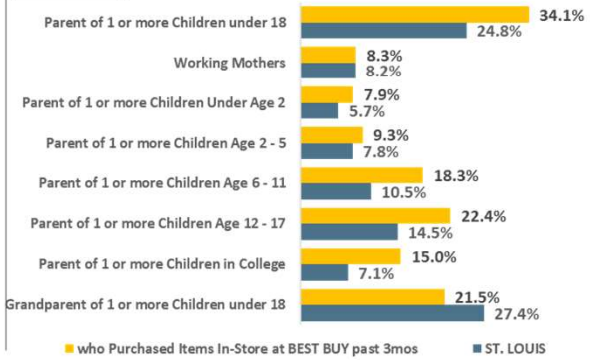


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 164

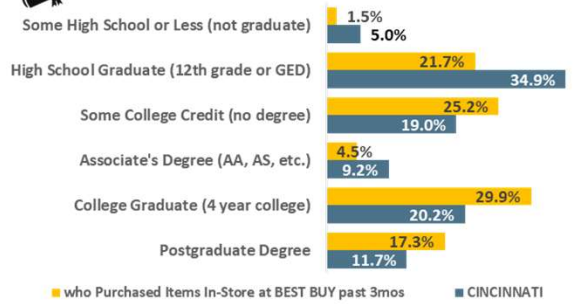
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[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

BEST BUY CIN

6.% or 114,393 of CINCINNATI DMA Adults 18 or older Purchased Items In-Store at BEST BUY past 3mos. Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos are 47.8% more likely to be a college graduate, 12.3% more likely to work full-time, 33.3% more likely to be married, 25.3% less likely to be a parent of 1 or more children under 18.

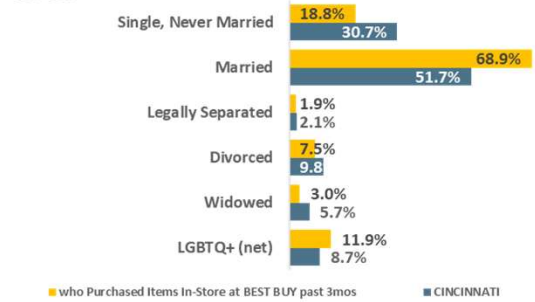
Education Levels: Adults 18 or older



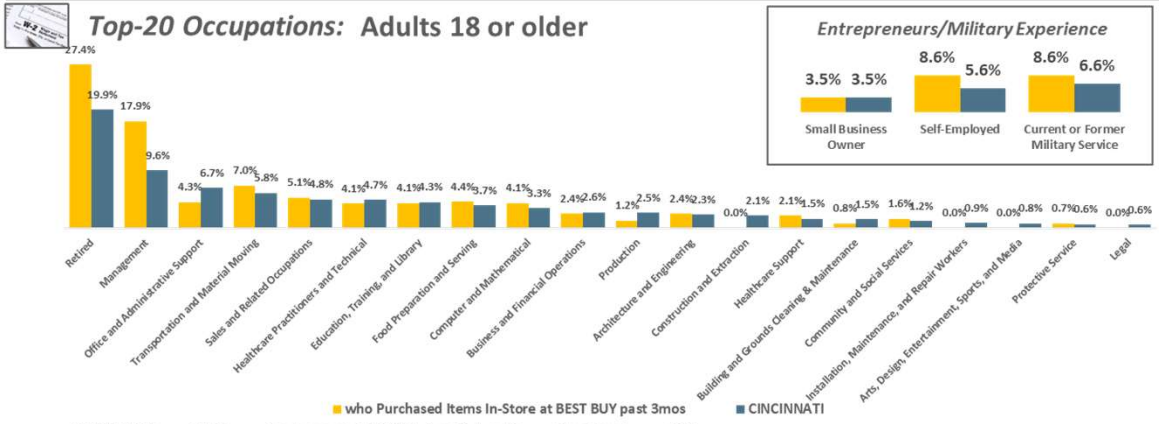
Employment: Adults 18 or older



Marital Status: Adults 18 or older

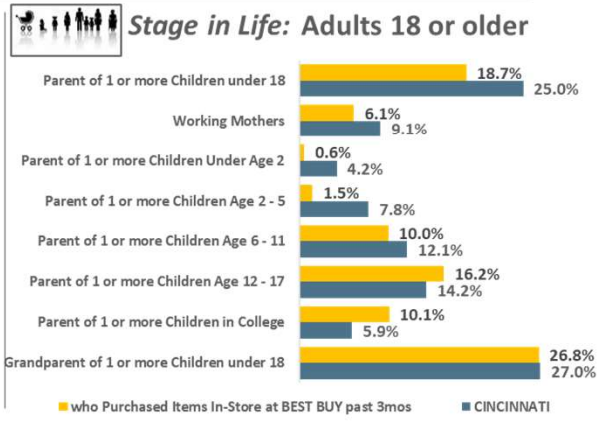


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



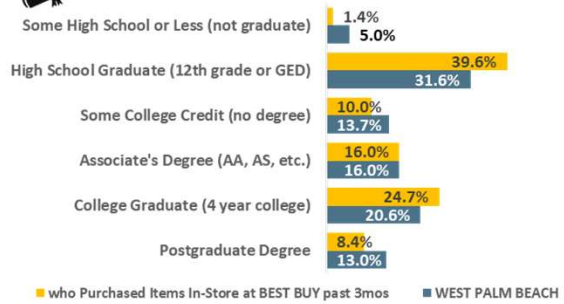
CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 131

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[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

11.2% or 210,090 of WEST PALM BEACH DMA Adults 18 or older Purchased Items In-Store at BEST BUY past 3mos. Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos are 1.6% less likely to be a college graduate, 17.2% more likely to work full-time, 21.6% more likely to be married, 1.8% more likely to be a parent of 1 or more children under 18.

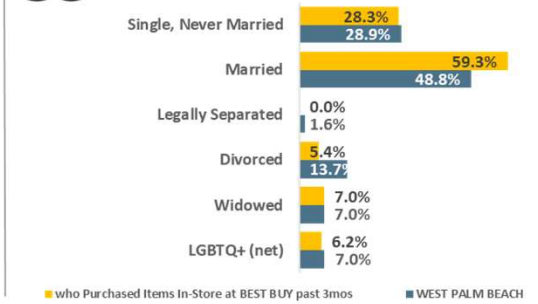
Education Levels: Adults 18 or older



Employment: Adults 18 or older



Marital Status: Adults 18 or older

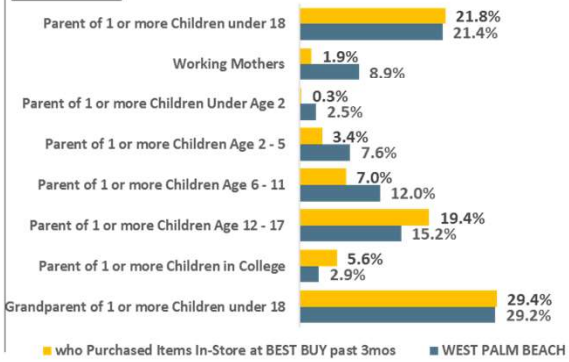


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 224

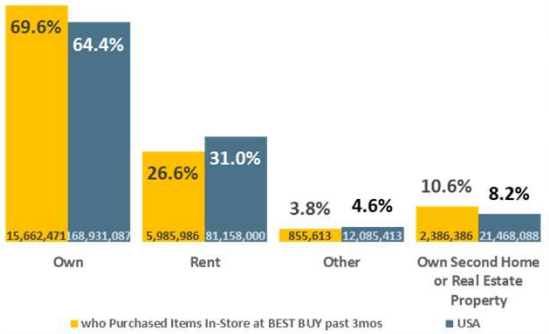
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[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

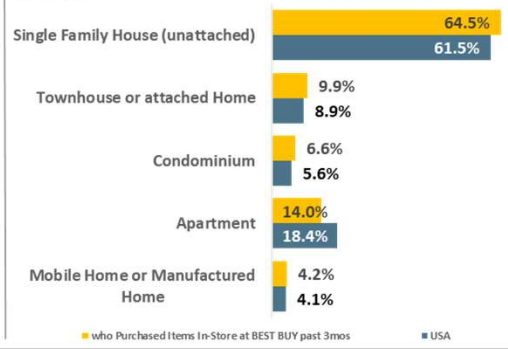
BEST BUY USA

8.6% or 22,504,070 of USA Adults 18 or older Purchased Items In-Store at BEST BUY past 3mos.
Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos are 8.% more likely to own their home, 29.% more likely to own a higher valued home, 4.7% more likely to have a single-family home, 17.3% more likely to have a dog.

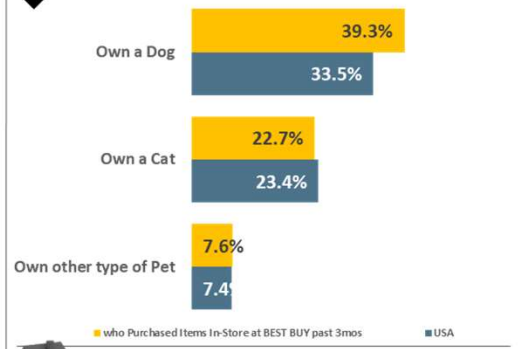
Own/Rent/Other: Adults 18 or older



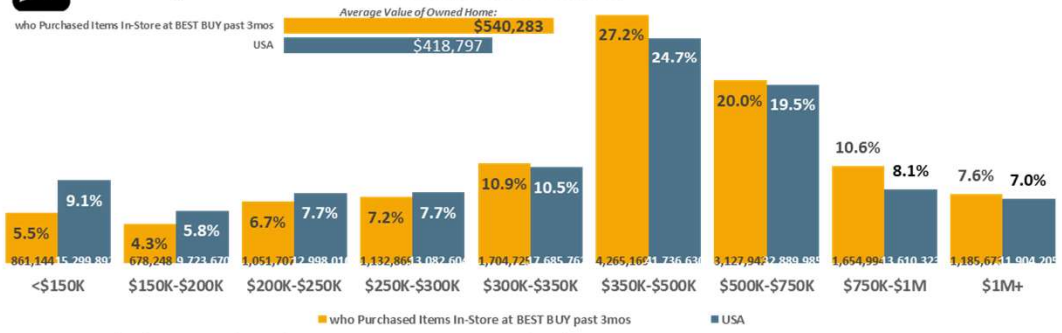
Type of Home: Adults 18 or older



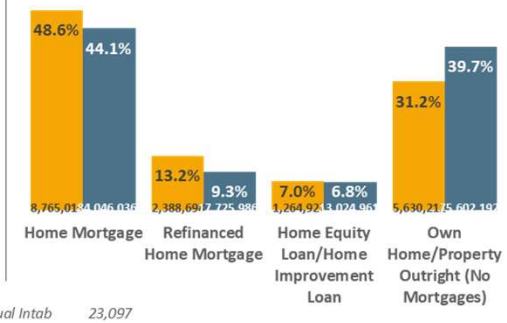
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R2 2024: Aug23-Sep24* *Qual Intab* *2,034*

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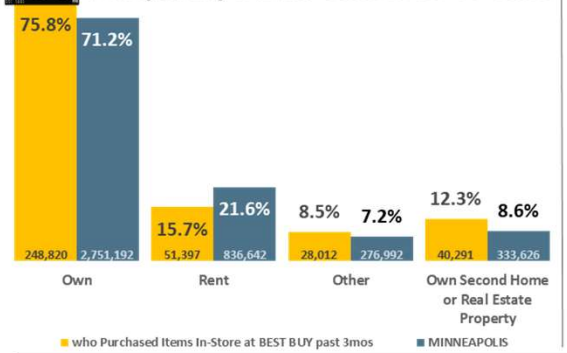
USA Projection *Scarborough R2 2024: Aug23-Sep24* *Qual Intab* *23,097*

[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

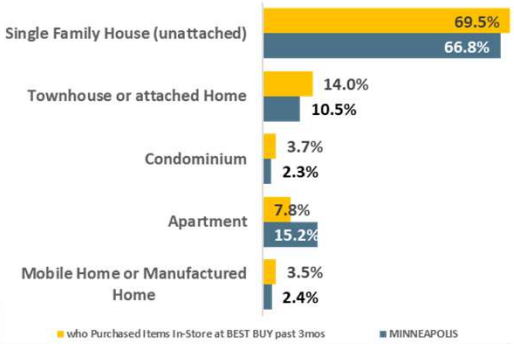
BEST BUY MSP

8.5% or 328,229 of MINNEAPOLIS DMA Adults 18 or older Purchased Items In-Store at BEST BUY past 3mos. Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos are 6.5% more likely to own their home, 9.5% more likely to own a higher valued home, 4.% more likely to have a single-family home, 7.8% less likely to have a dog.

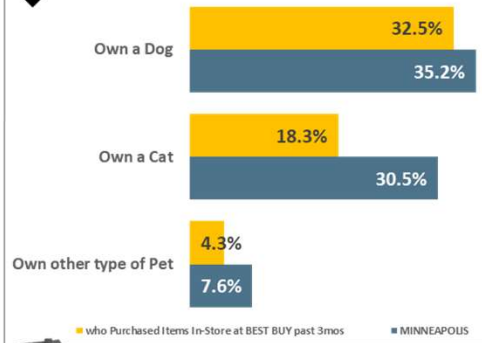
Own/Rent/Other: Adults 18 or older



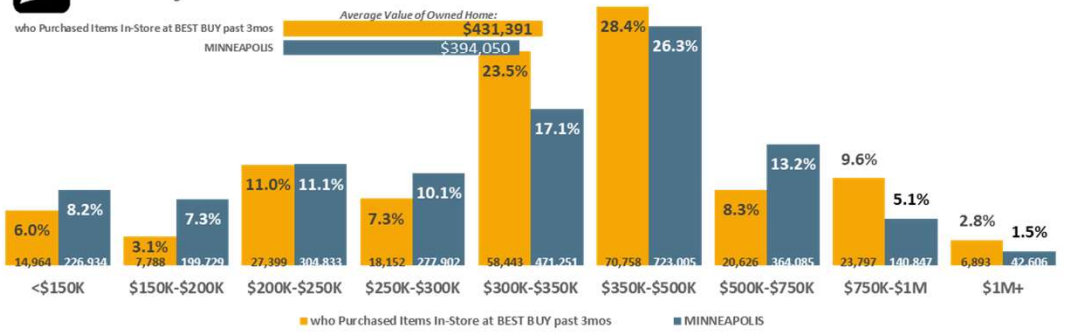
Type of Home: Adults 18 or older



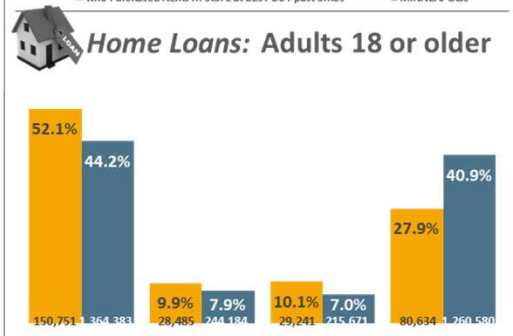
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



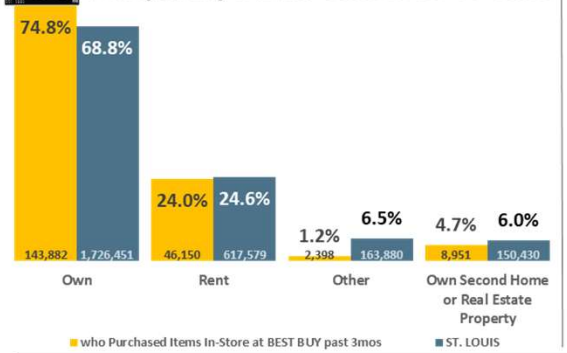
MINNEAPOLIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 170

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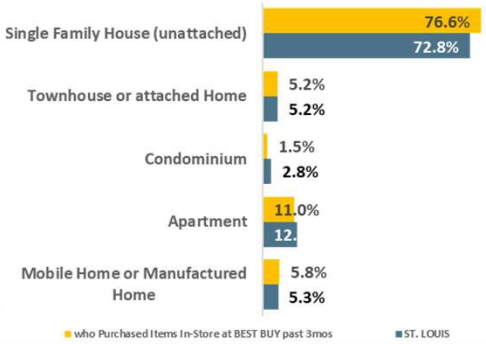
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

7.7% or 192,430 of ST. LOUIS DMA Adults 18 or older Purchased Items In-Store at BEST BUY past 3mos. Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos are 8.6% more likely to own their home, 12.4% more likely to own a higher valued home, 5.3% more likely to have a single-family home, 23.4% more likely to have a dog.

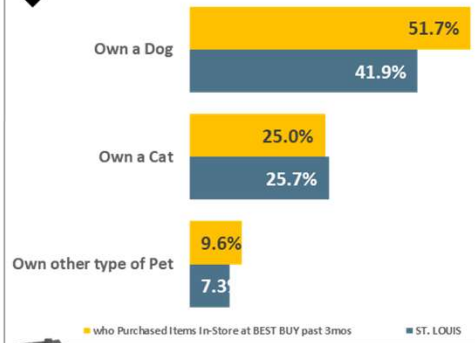
Own/Rent/Other: Adults 18 or older



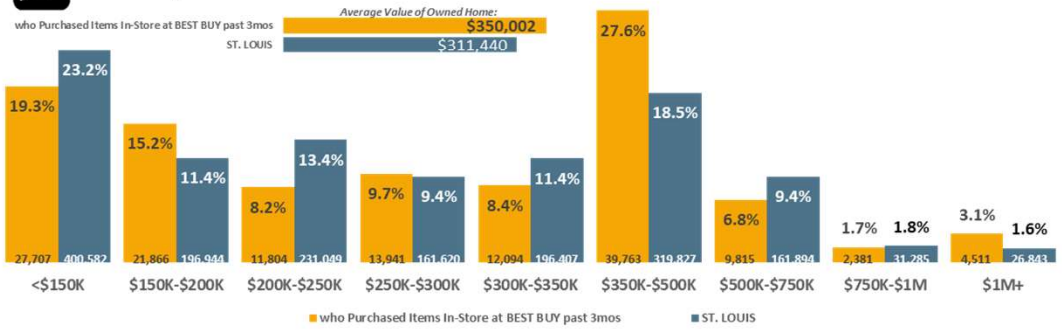
Type of Home: Adults 18 or older



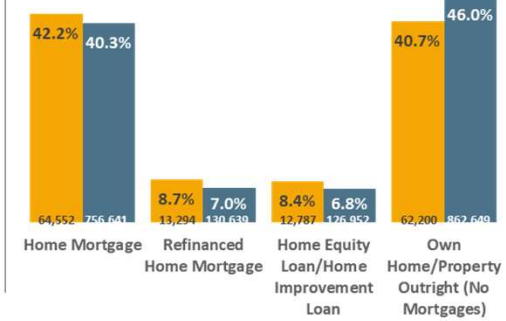
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 164

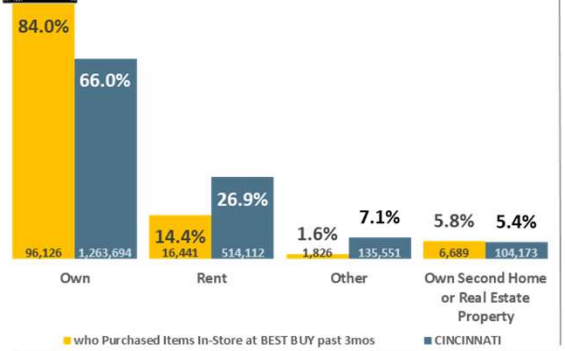
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[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

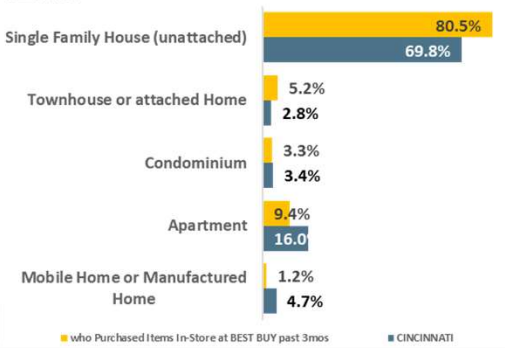
BEST BUY CIN

6.% or 114,393 of CINCINNATI DMA Adults 18 or older Purchased Items In-Store at BEST BUY past 3mos. Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos are 27.2% more likely to own their home, 6.2% more likely to own a higher valued home, 15.3% more likely to have a single-family home, 9.4% more likely to have a dog.

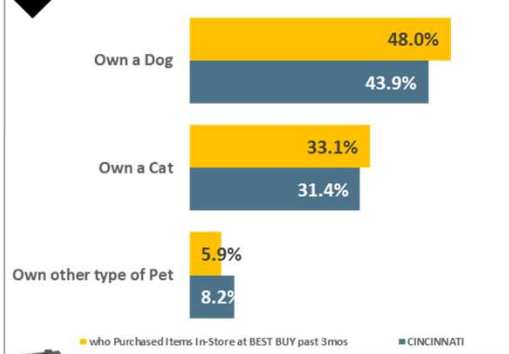
Own/Rent/Other: Adults 18 or older



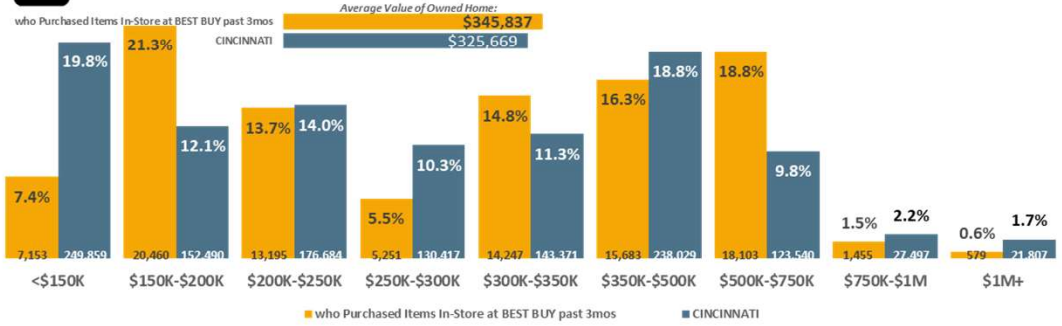
Type of Home: Adults 18 or older



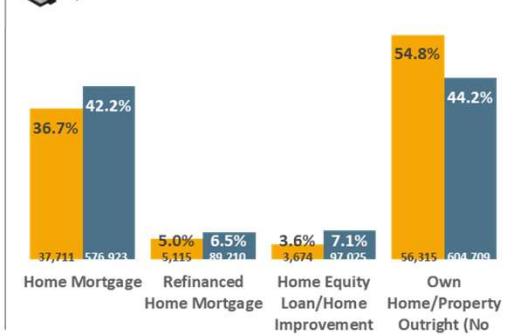
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



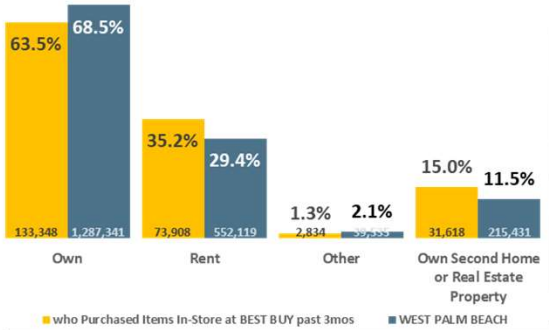
CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 131

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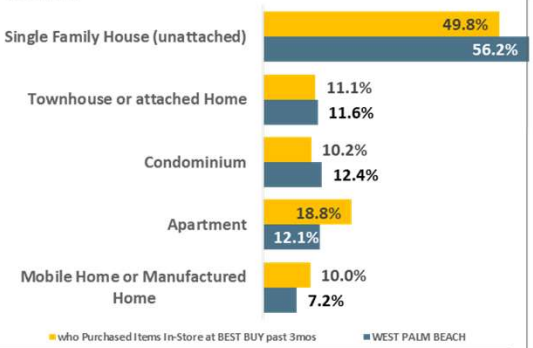
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

11.2% or 210,090 of WEST PALM BEACH DMA Adults 18 or older Purchased Items In-Store at BEST BUY past 3mos. Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos are 7.4% less likely to own their home, 5.4% more likely to own a higher valued home, 11.3% less likely to have a single-family home, 18.7% less likely to have a dog.

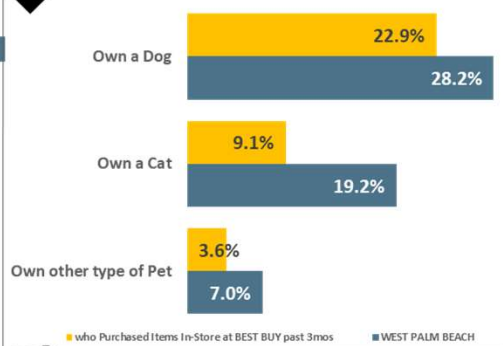
Own/Rent/Other: Adults 18 or older



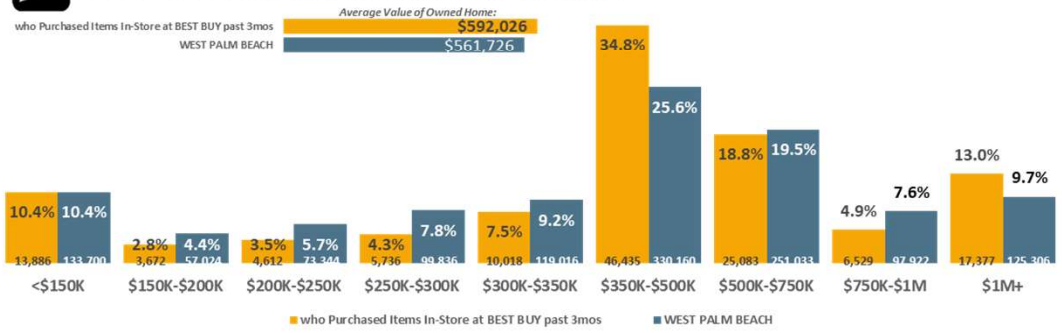
Type of Home: Adults 18 or older



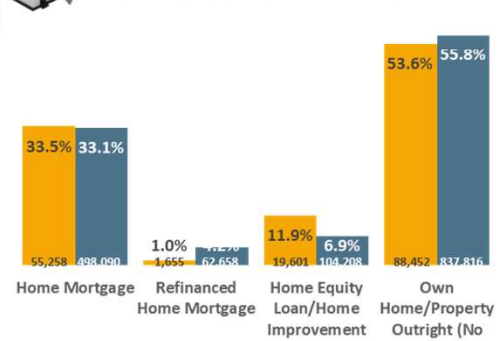
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



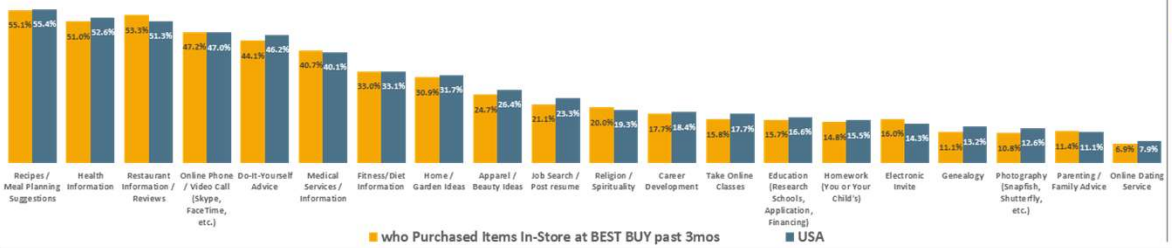
WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 224

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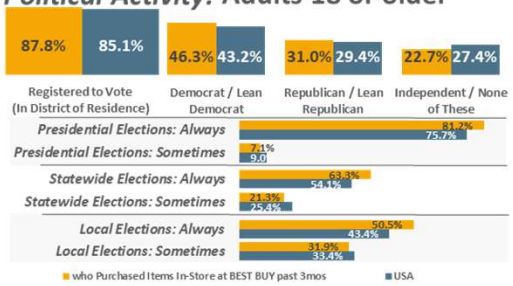
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

8.6% or 22,504,070 of USA Adults 18 or older Purchased Items In-Store at BEST BUY past 3mos.
Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos are 4.5% less likely to look up D-I-Y advice online, 16.4% more likely to always vote in local elections, 39.4% more likely to belong to a gym, 19.1% more likely to fly domestic past yr

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



Political Activity: Adults 18 or older



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



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

USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 2,034

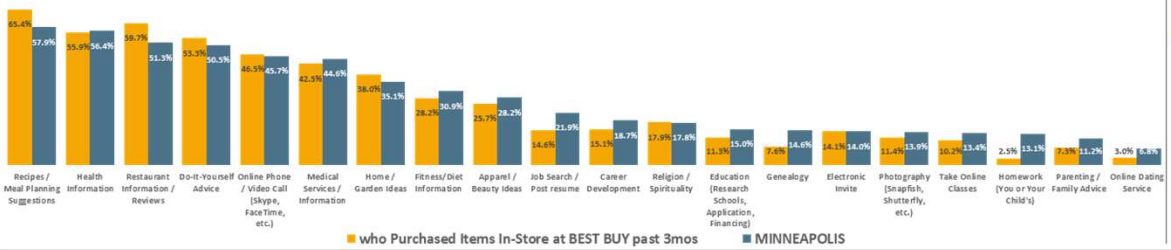
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USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

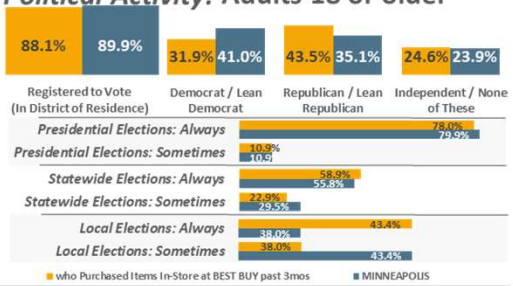
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

8.5% or 328,229 of MINNEAPOLIS DMA Adults 18 or older Purchased Items In-Store at BEST BUY past 3mos. Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos are 5.5% more likely to look up D-I-Y advice online, 14.1% more likely to always vote in local elections, 62.1% more likely to belong to a gym, 21.4% more likely to fly domestic past yr

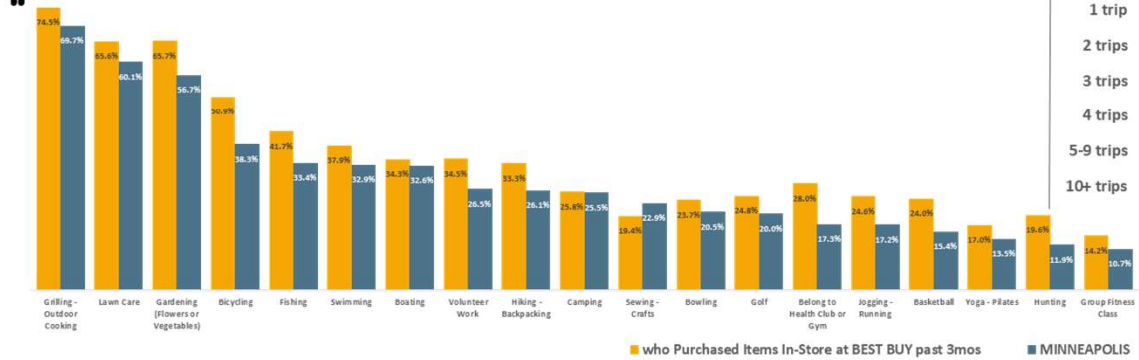
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



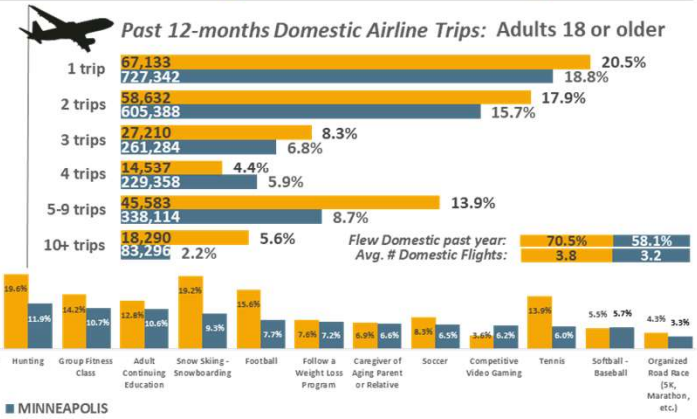
Political Activity: Adults 18 or older



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



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



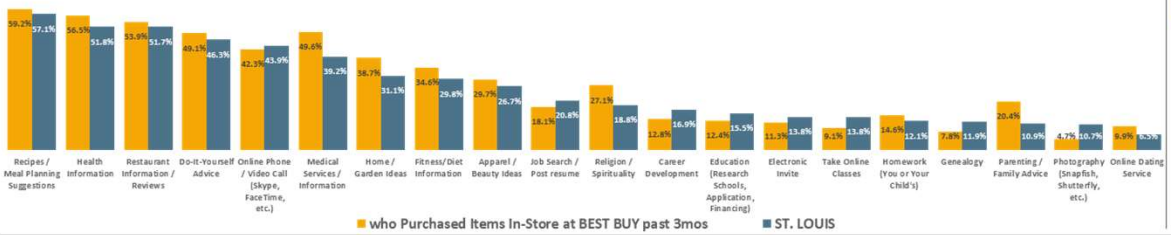
MINNEAPOLIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 170

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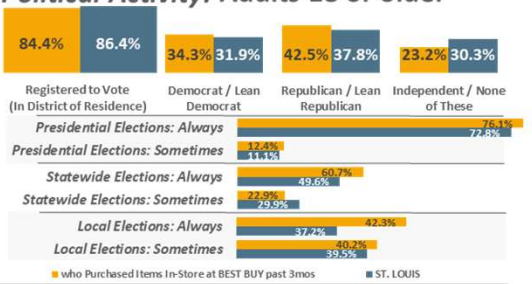
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

7.7% or 192,430 of ST. LOUIS DMA Adults 18 or older Purchased Items In-Store at BEST BUY past 3mos. Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos are 6.% more likely to look up D-I-Y advice online, 13.5% more likely to always vote in local elections, 43.4% more likely to belong to a gym, 28.5% more likely to fly domestic past yr.

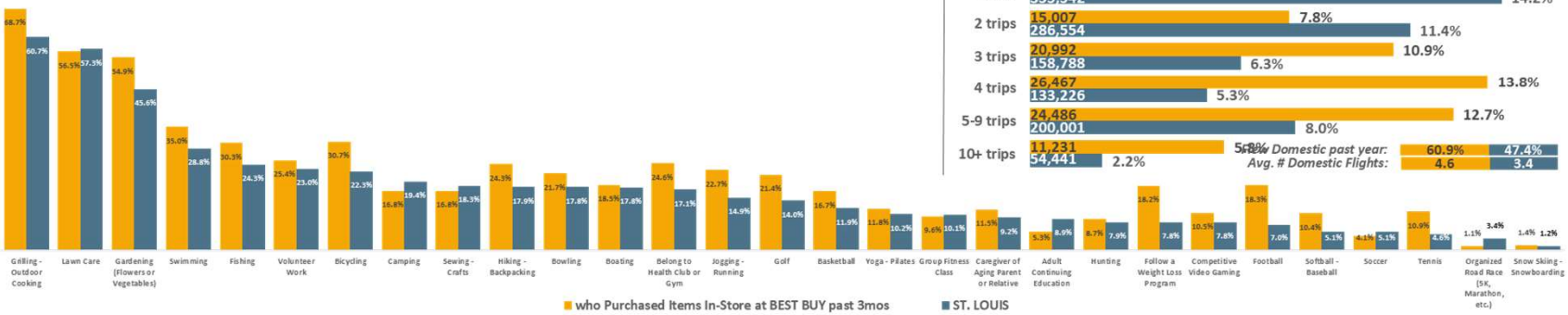
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 164

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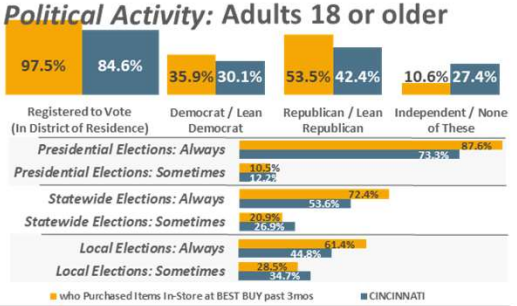
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

6.% or 114,393 of CINCINNATI DMA Adults 18 or older Purchased Items In-Store at BEST BUY past 3mos. Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos are 2.5% more likely to look up D-I-Y advice online, 37.1% more likely to always vote in local elections, 80.5% more likely to belong to a gym, 20.7% more likely to fly domestic past yr

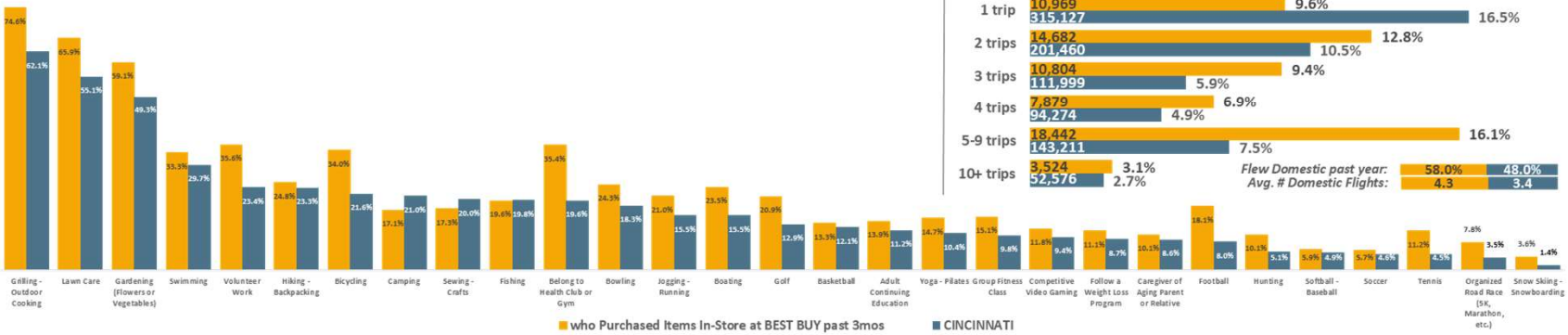
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 131

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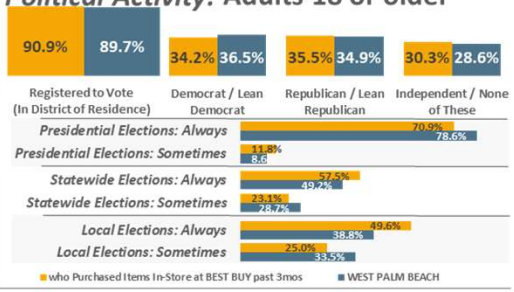
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

11.2% or 210,090 of WEST PALM BEACH DMA Adults 18 or older Purchased Items In-Store at BEST BUY past… Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos are 7.1% more likely to look up D-I-Y advice online, 27.9% more likely to always vote in local elections, 60.% more likely to belong to a gym, 11.1% more likely to fly domestic past yr.

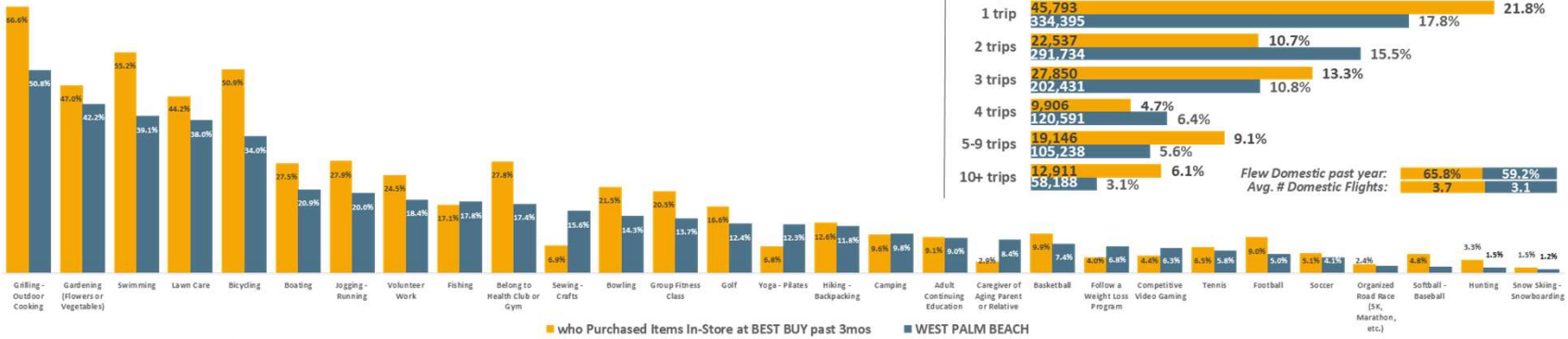
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 224

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[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

BEST BUY USA

8.6% or 22,504,070 of USA Adults 18 or older Purchased Items In-Store at BEST BUY past 3mos.
Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos are 5.6% more likely to use QSRs past mo., 15.2% more likely to use Sit-Down Restaurants past mo., 25.% more likely to use Casinos past yr., 37.2% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:
92.7%
87.8%
20,870,95 7
230,275,3 61

Avg. Monthly QSR Meals:
7.8
6.4

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



Total Monthly Sit-Down Restaurant Users:
86.2%
74.9%
19,406,04 8
196,264,7 09

Avg. Monthly Sit-Down Restaurant Meals:
5.2
4.1

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



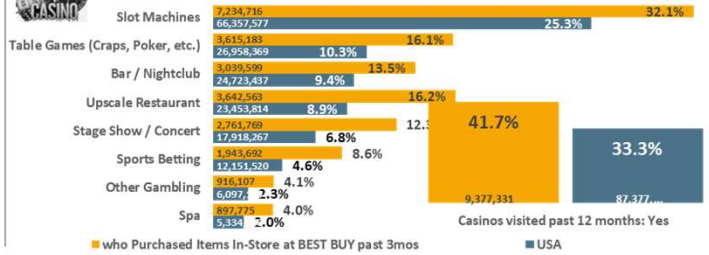
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Purchased Items In-Store at BEST BUY past 3mos 4,726,332 21.0%
USA [illegible] 18.6%

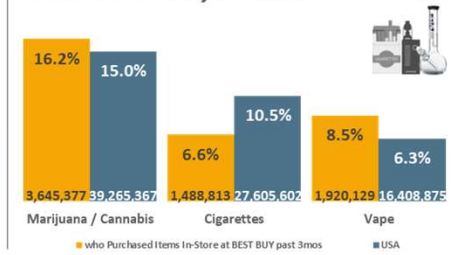
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older







Used Past 30-days: Adults 18 or older

USA *USA Projection* *Scarborough R2 2024: Aug23-Sep24* *Qual Intab* *2,034*

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USA Projection *Scarborough R2 2024: Aug23-Sep24* *Qual Intab* *23,097*

[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

BEST BUY MSP

8.5% or 328,229 of MINNEAPOLIS DMA Adults 18 or older Purchased Items In-Store at BEST BUY past 3mos. Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos are 6.7% more likely to use QSRs past mo., 13.7% more likely to use Sit-Down Restaurants past mo., 35.3% more likely to use Casinos past yr., 37.8% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:

Avg. Monthly Sit-Down Restaurant Meals:

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



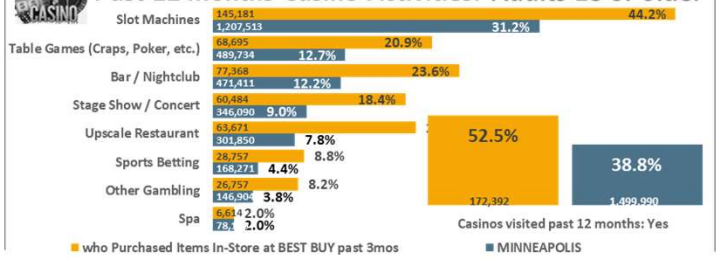
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



MINNEAPOLIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 170

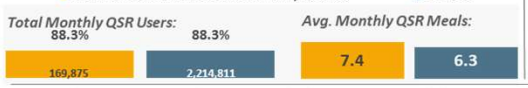
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[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

7.7% or 192,430 of ST. LOUIS DMA Adults 18 or older Purchased Items In-Store at BEST BUY past 3mos. Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos are .% less likely to use QSRs past mo., 19.2% more likely to use Sit-Down Restaurants past mo., 53.1% more likely to use Casinos past yr., 65.7% less likely to smoke cigarettes.

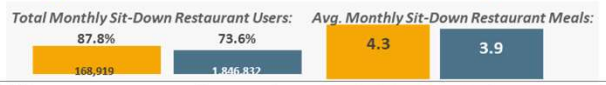
Past 30-days QSR Users: Adults 18 or older





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





Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



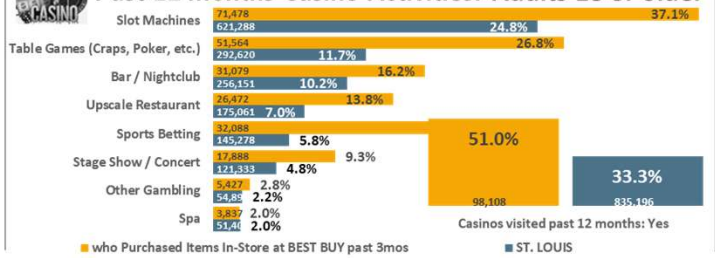


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

BEST BUY CIN

6.% or 114,393 of CINCINNATI DMA Adults 18 or older Purchased Items In-Store at BEST BUY past 3mos. Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos are 2.% less likely to use QSRs past mo., 10.% more likely to use Sit-Down Restaurants past mo., 45.7% more likely to use Casinos past yr., 6.5% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



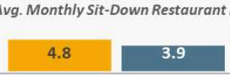
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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



Drank Past 30-days: Adults 18 or older



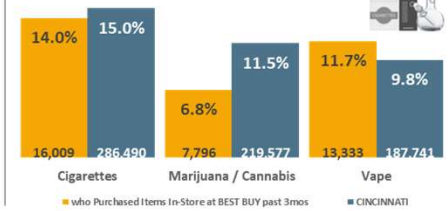
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 131

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[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

BEST BUY WPB

11.2% or 210,090 of WEST PALM BEACH DMA Adults 18 or older Purchased Items In-Store at BEST BUY past 3mos. Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos are 9.5% more likely to use QSRs past mo., 16.% more likely to use Sit-Down Restaurants past mo., 33.5% more likely to use Casinos past yr., 45.8% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 92.1% 193,584 | 84.2% 1,581,371

Avg. Monthly QSR Meals: 8.8 | 6.1

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



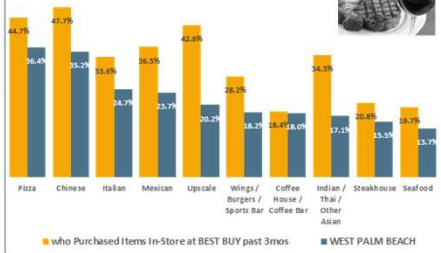
Total Monthly Sit-Down Restaurant Users: 90.9% 191,068 | 78.4% 1,473,029

Avg. Monthly Sit-Down Restaurant Meals: 6.8 | 4.8

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)





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

who Purchased Items In-Store at BEST BUY past 3mos 26,139 12.4%

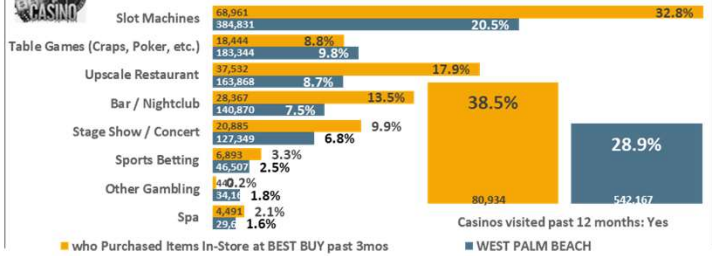
WEST PALM BEACH 321,552 17.1%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 224

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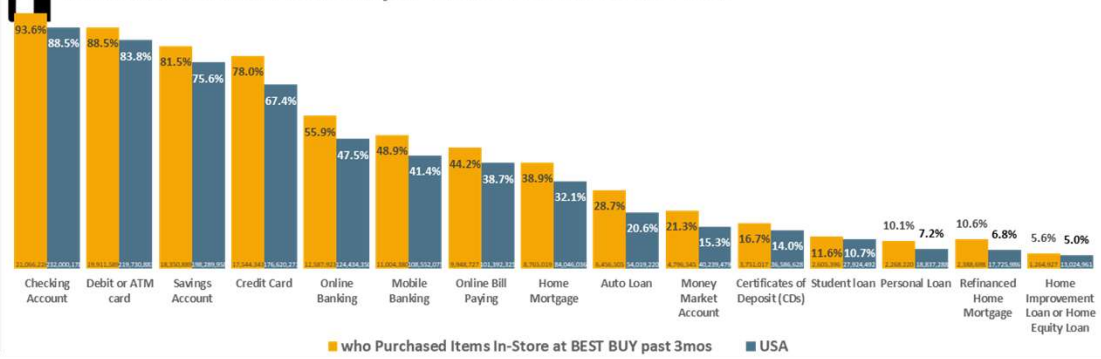
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

8.6% or 22,504,070 of USA Adults 18 or older Purchased Items In-Store at BEST BUY past 3mos.
Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos are 23.5% more likely to have a 401K, 39.2% more likely to have an Auto Loan, 34.1% more likely to Invest/Trade Stocks Online, 6.5% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



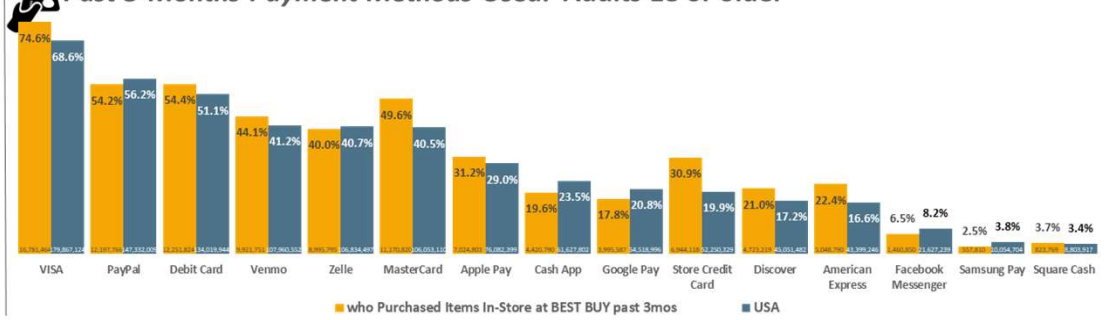
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 2,034

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USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

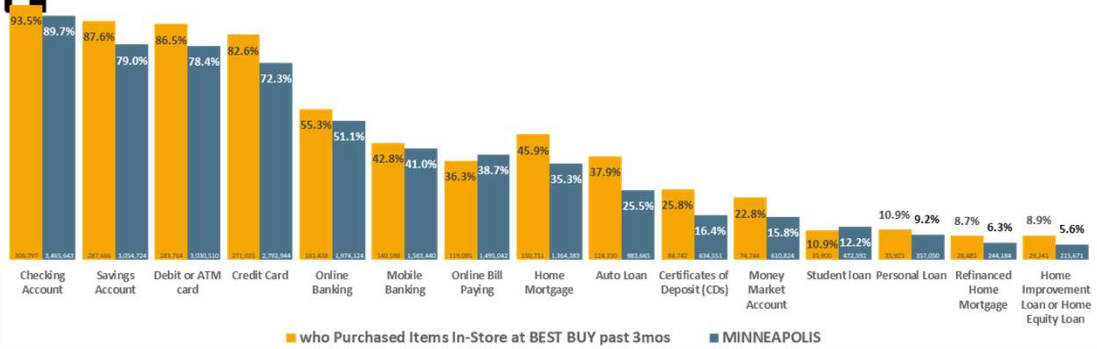
BEST BUY MSP

8.5% or 328,229 of MINNEAPOLIS DMA Adults 18 or older Purchased Items In-Store at BEST BUY past 3mos. Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos are 29.1% more likely to have a 401K, 48.8% more likely to have an Auto Loan, 30.9% more likely to Invest/Trade Stocks Online, 7.8% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

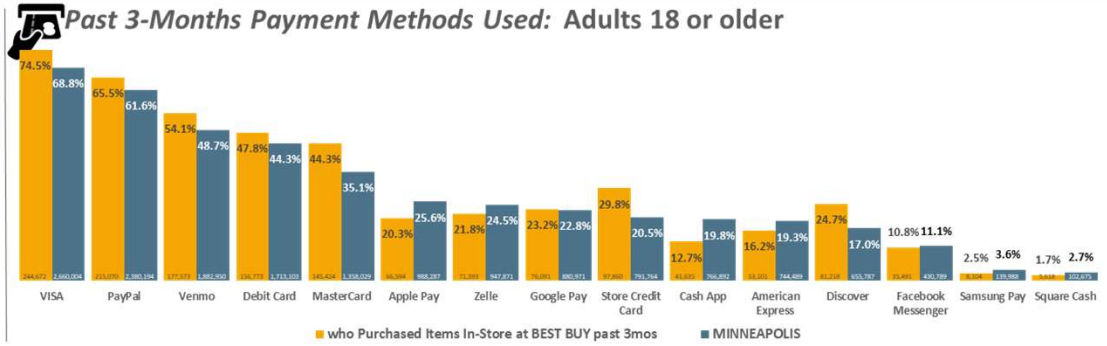


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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

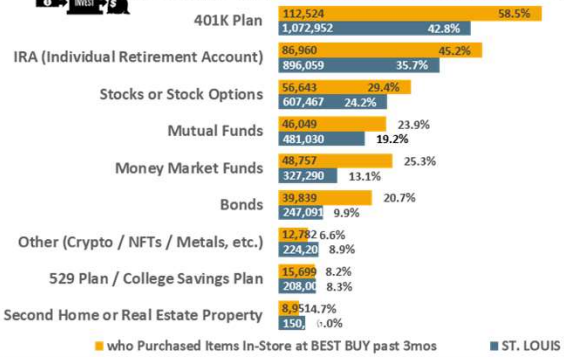


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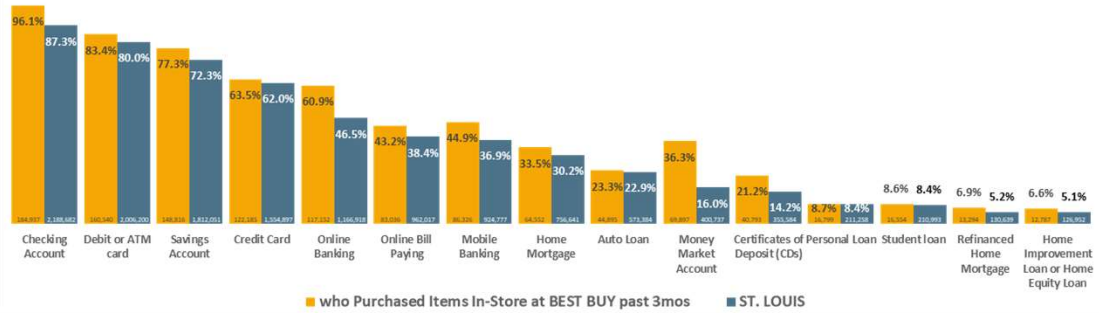
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

7.7% or 192,430 of ST. LOUIS DMA Adults 18 or older Purchased Items In-Store at BEST BUY past 3mos. Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos are 36.7% more likely to have a 401K, 2.7% more likely to have an Auto Loan, 59.1% more likely to Invest/Trade Stocks Online, 5.6% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

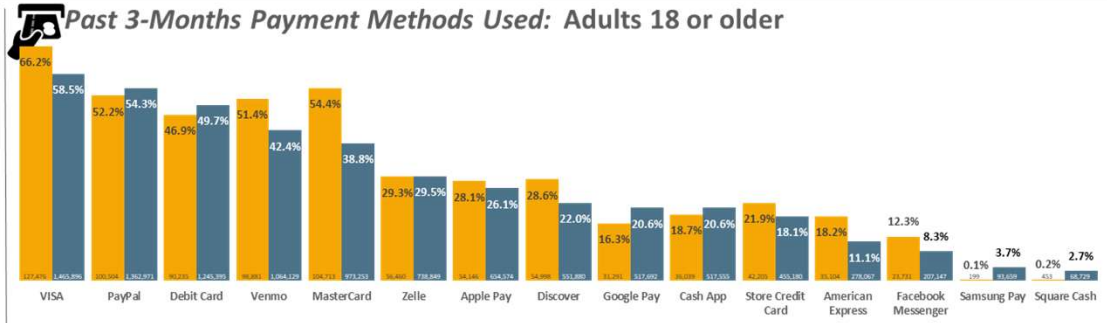


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 164

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[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

6.% or 114,393 of CINCINNATI DMA Adults 18 or older Purchased Items In-Store at BEST BUY past 3mos. Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos are 22.1% more likely to have a 401K, 21.9% more likely to have an Auto Loan, 29.6% more likely to Invest/Trade Stocks Online, 5.2% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



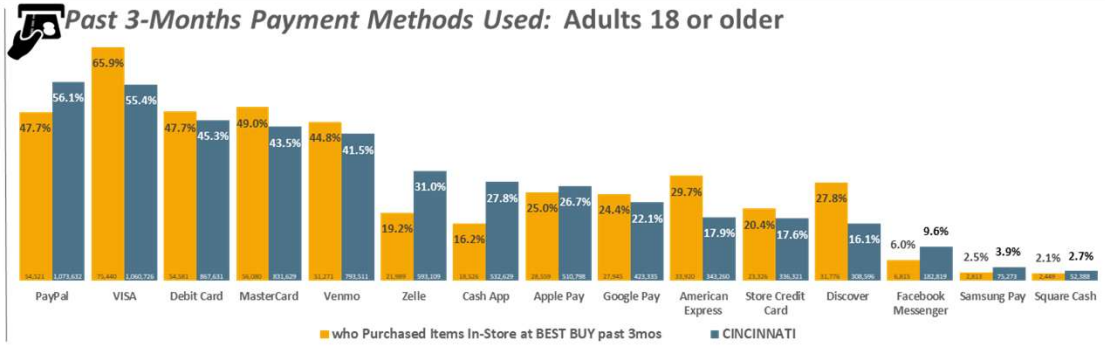
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 131

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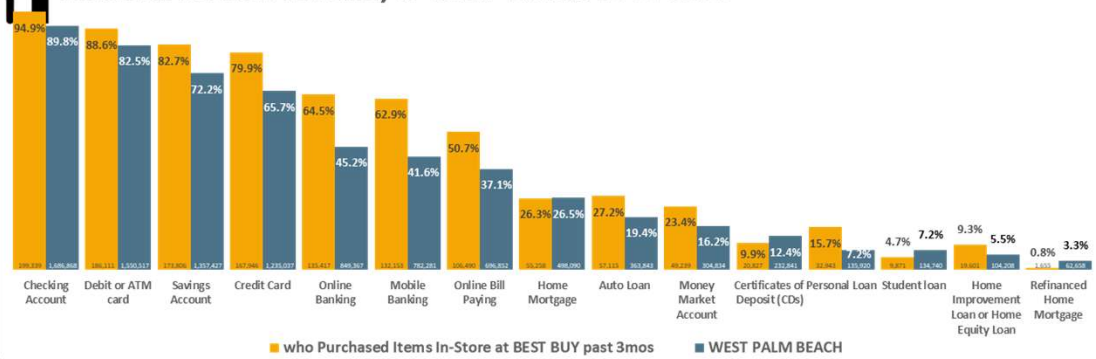
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

11.2% or 210,090 of WEST PALM BEACH DMA Adults 18 or older Purchased Items In-Store at BEST BUY past... Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos are 26.6% more likely to have a 401K, 40.4% more likely to have an Auto Loan, 97.7% more likely to Invest/Trade Stocks Online, .2% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



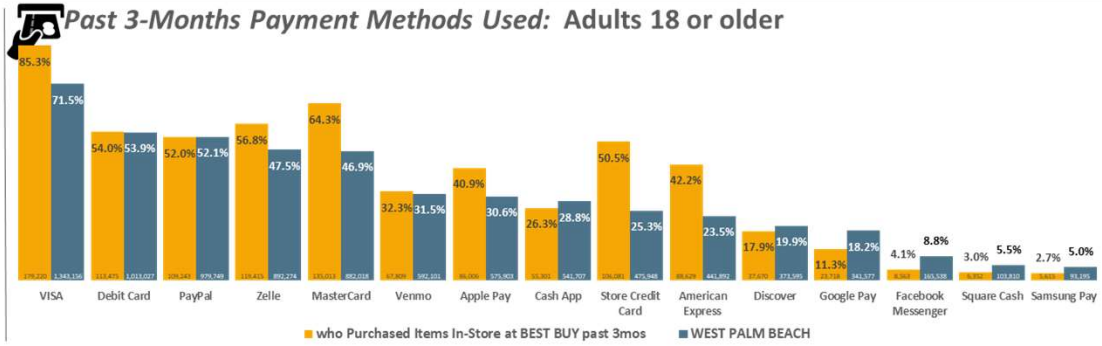
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older

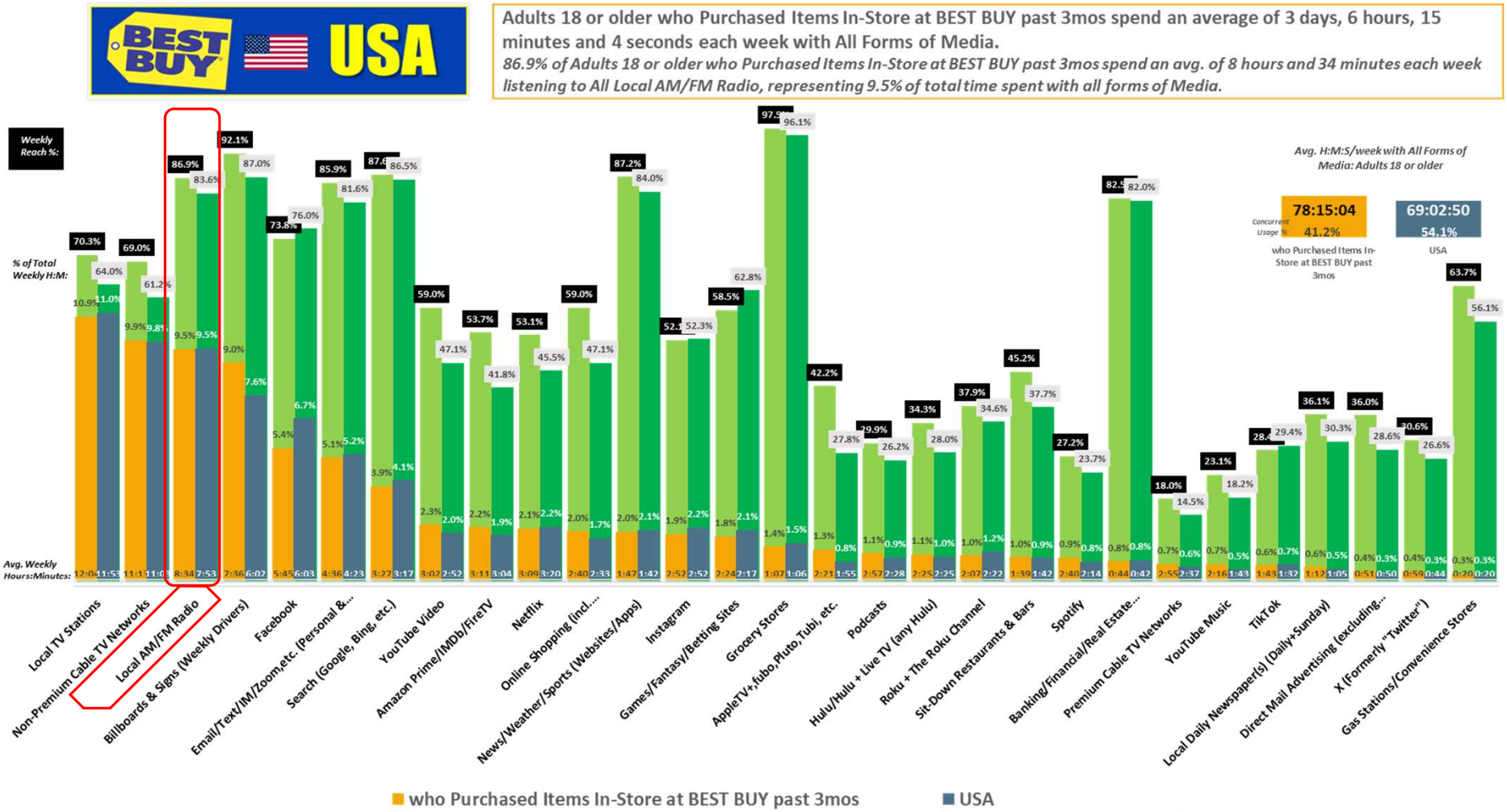


Past 3-Months Payment Methods Used: Adults 18 or older



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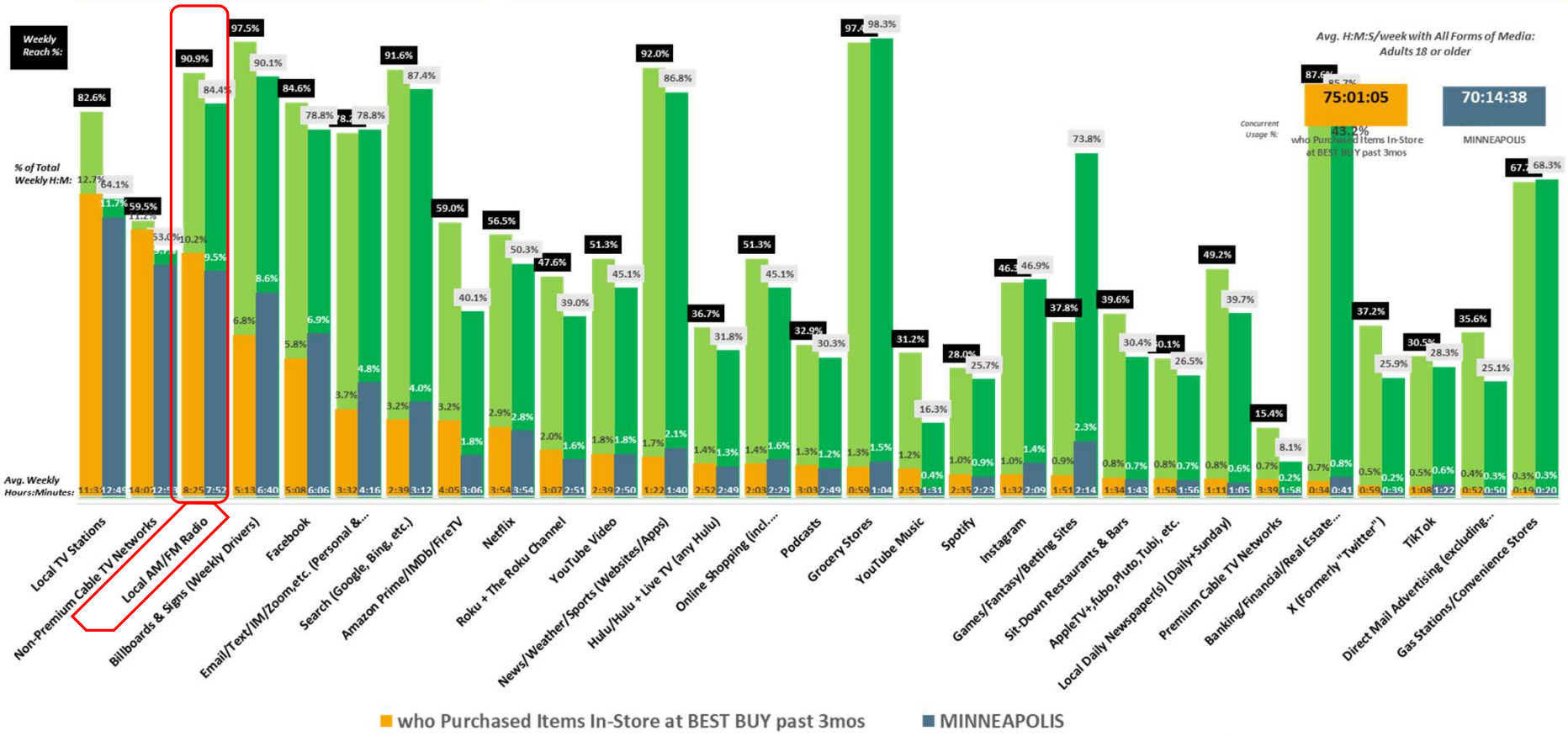
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]



[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos spend an average of 3 days, 3 hours, 1 minutes and 5 seconds each week with All Forms of Media.

90.9% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos spend an avg. of 8 hours and 25 minutes each week listening to All Local AM/FM Radio, representing 10.2% of total time spent with all forms of Media.

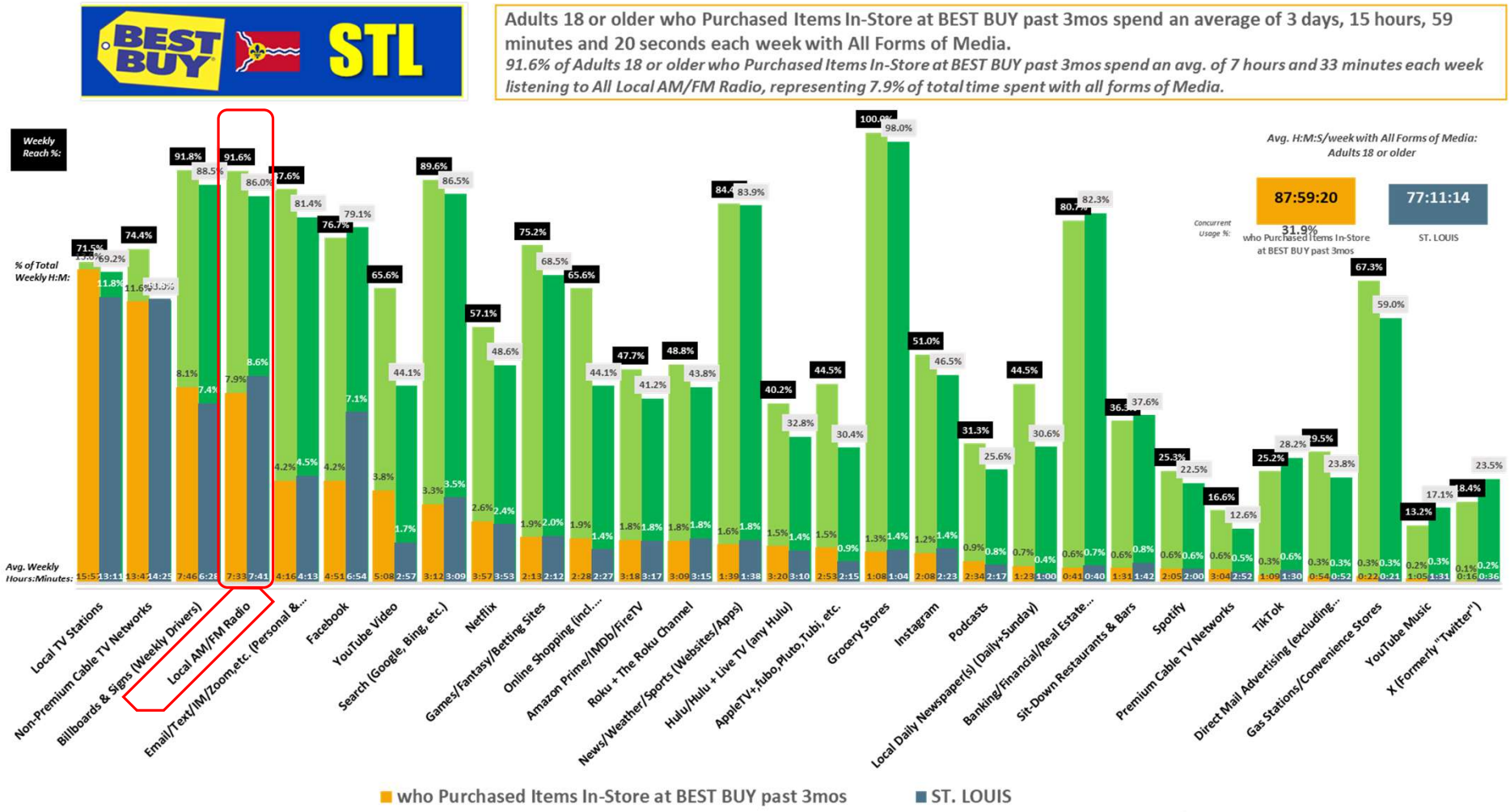


MINNEAPOLIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 170 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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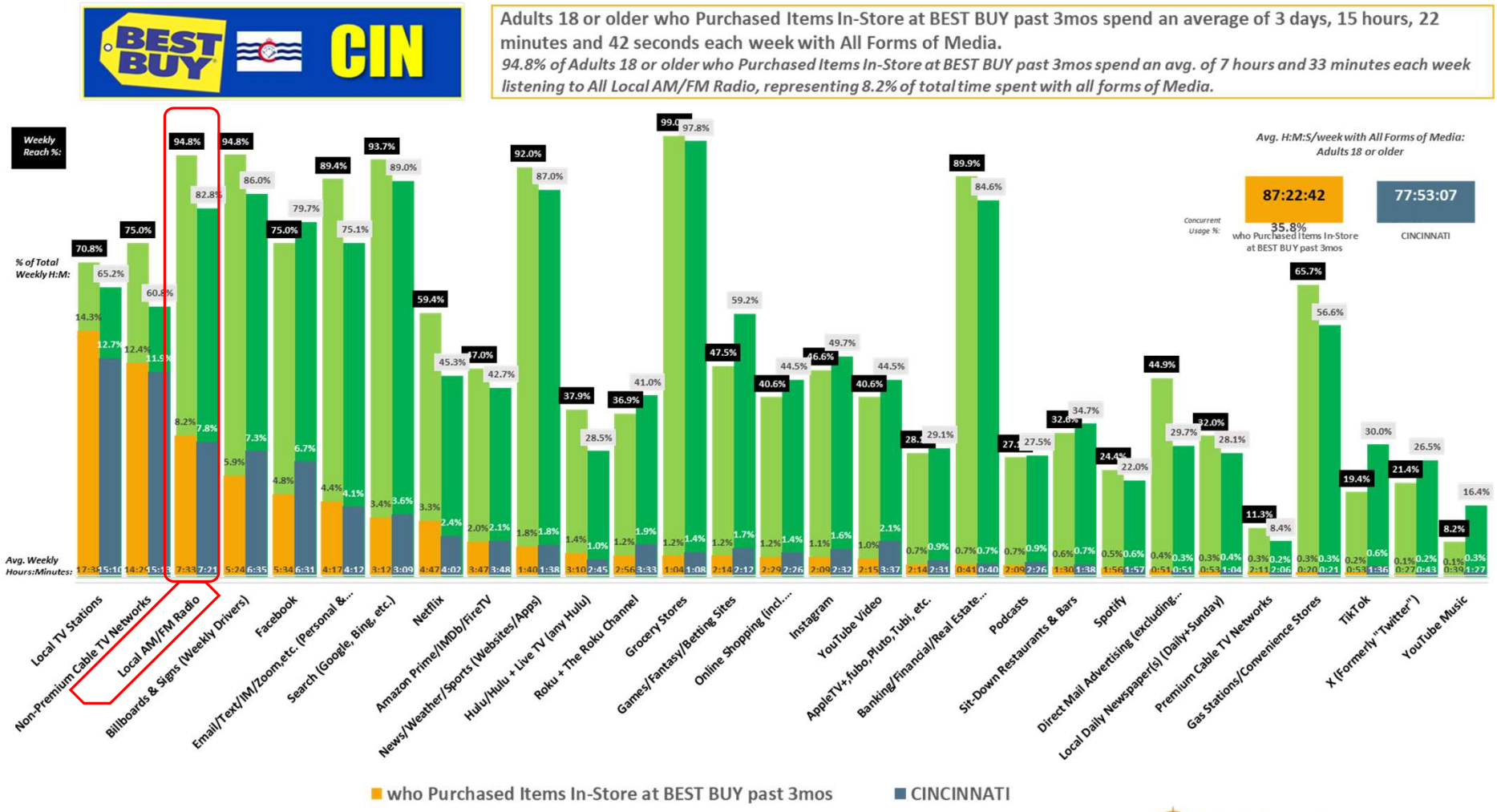
Hubbard BROADCASTING Share of Everything for Anything ©

[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 164 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933
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[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

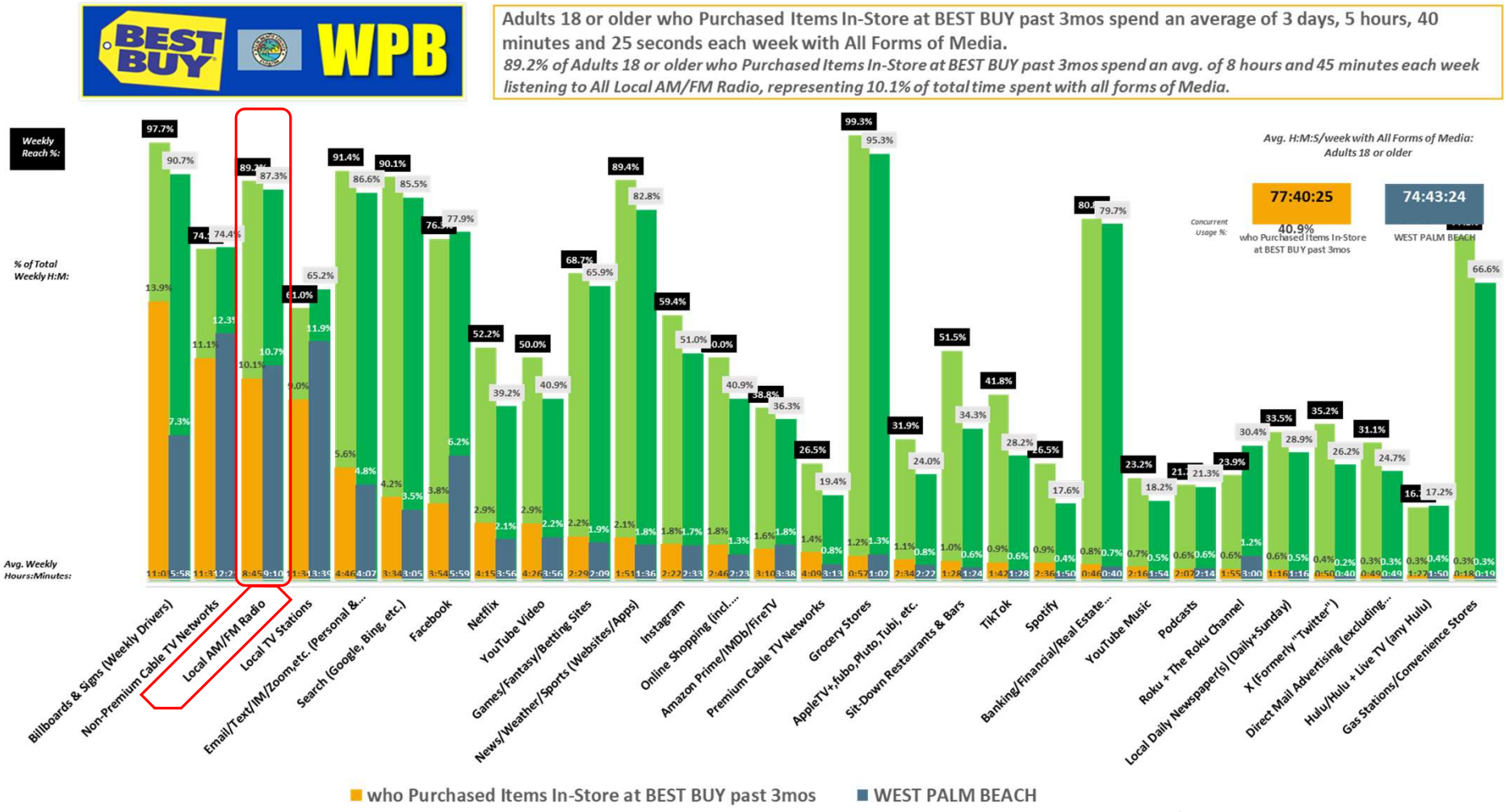


CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 131 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

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[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 224 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

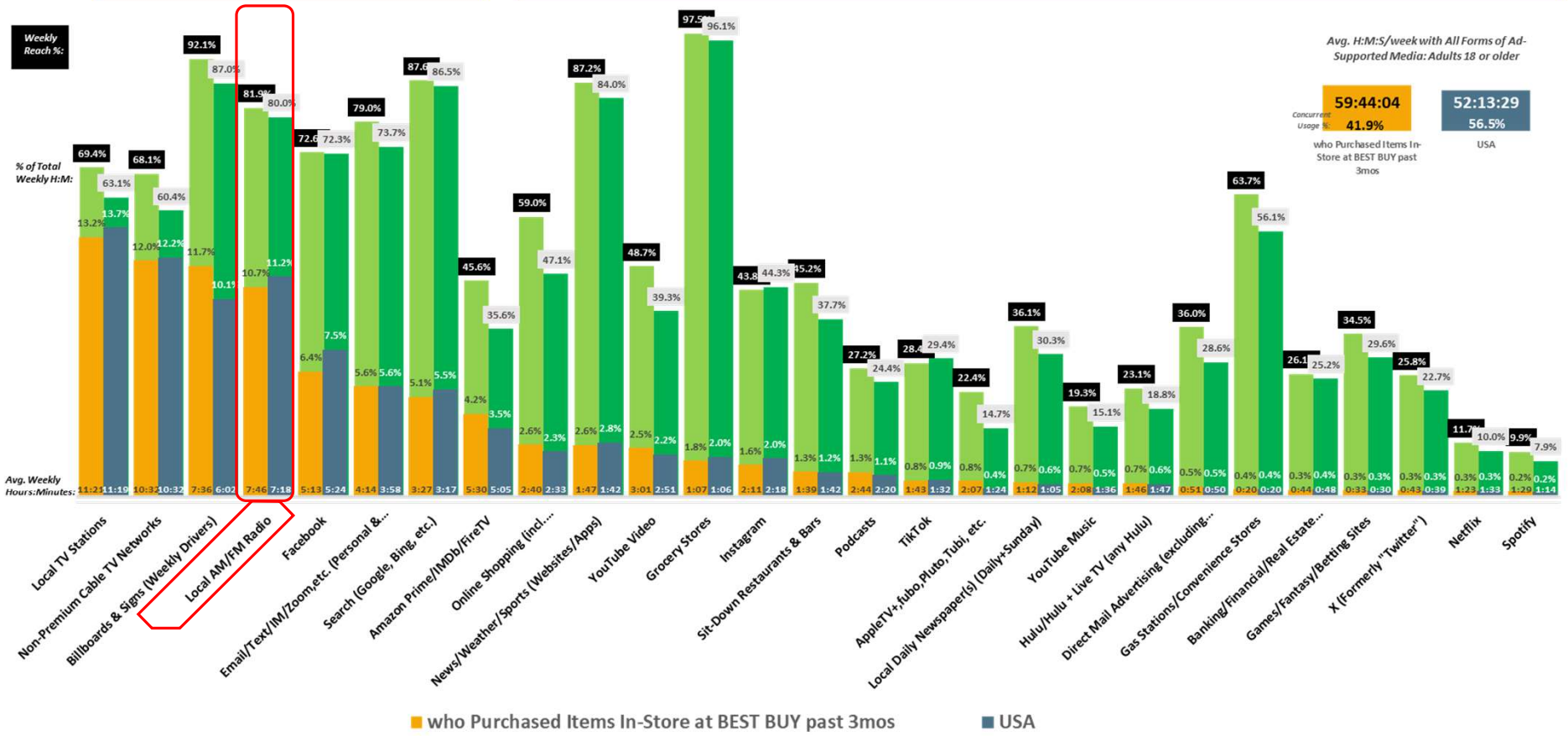
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[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos spend an average of 2 days, 11 hours, 44 minutes and 4 seconds each week with All Forms of Ad-Supported Media.

81.9% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos spend an avg. of 7 hours and 46 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.7% of total time spent with all forms of Ad-Supported Media.



USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 2,034 USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

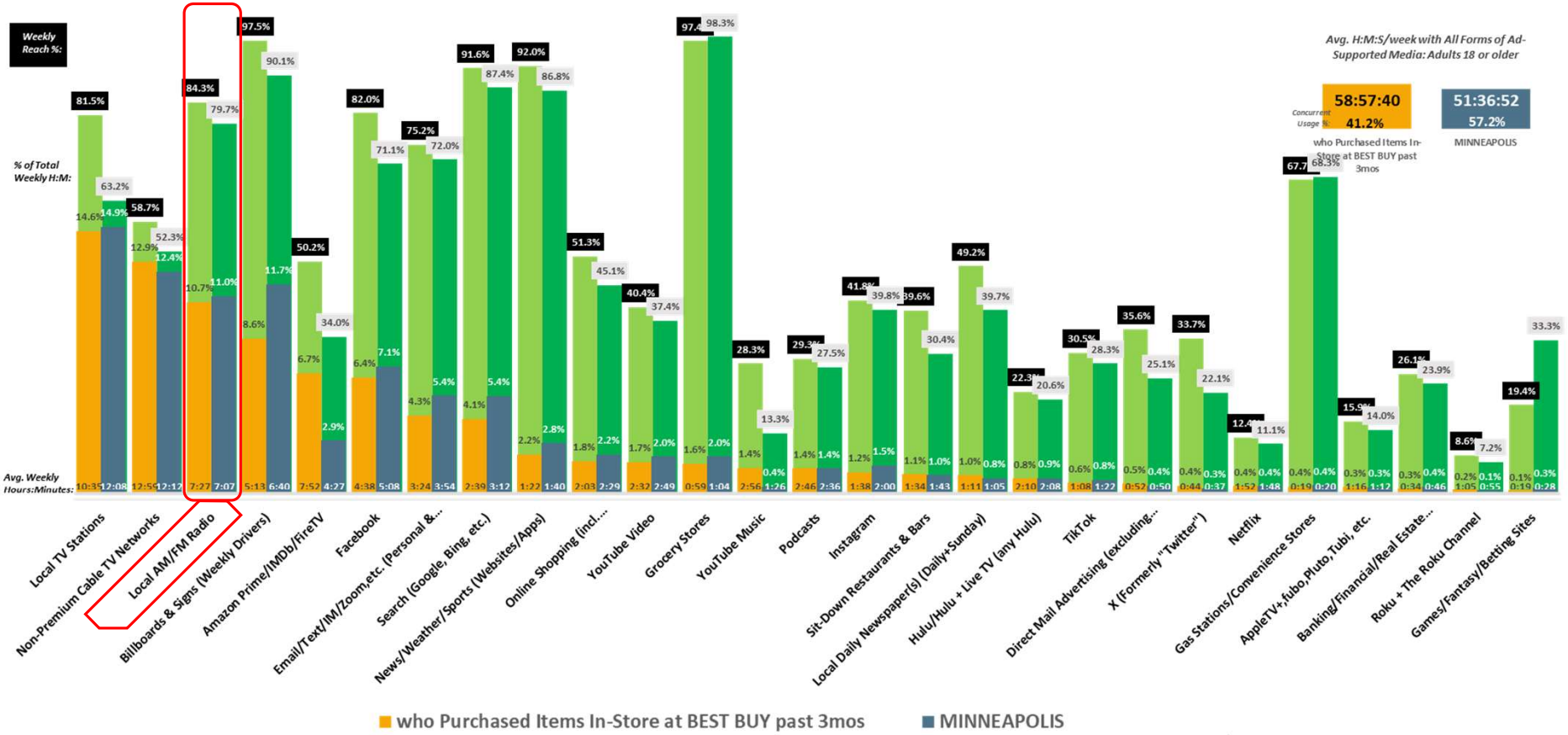
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[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos spend an average of 2 days, 10 hours, 57 minutes and 40 seconds each week with All Forms of Ad-Supported Media.

84.3% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos spend an avg. of 7 hours and 27 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.7% of total time spent with all forms of Ad-Supported Media.



MINNEAPOLIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 170 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

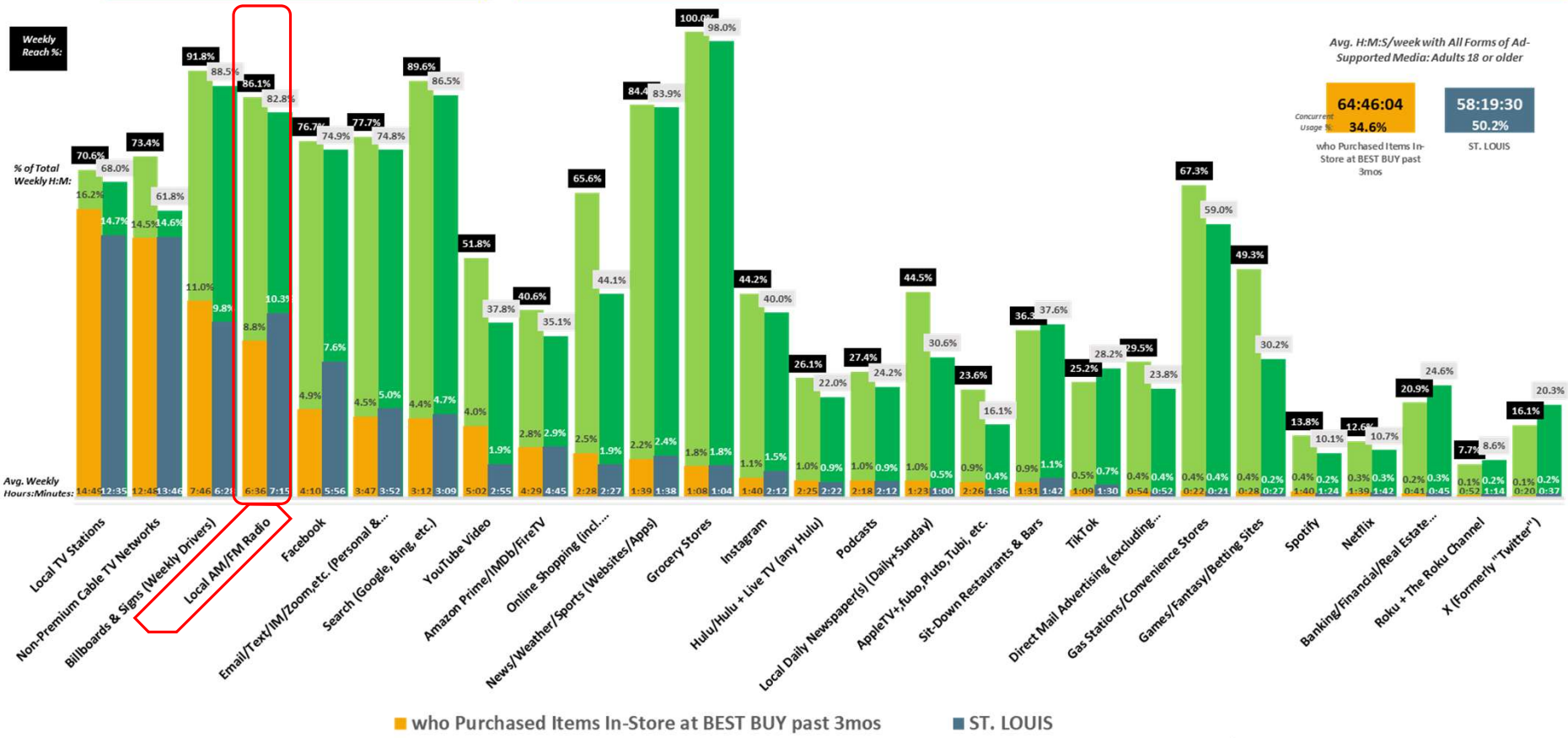
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[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos spend an average of 2 days, 16 hours, 46 minutes and 4 seconds each week with All Forms of Ad-Supported Media.

86.1% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos spend an avg. of 6 hours and 36 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.8% of total time spent with all forms of Ad-Supported Media.

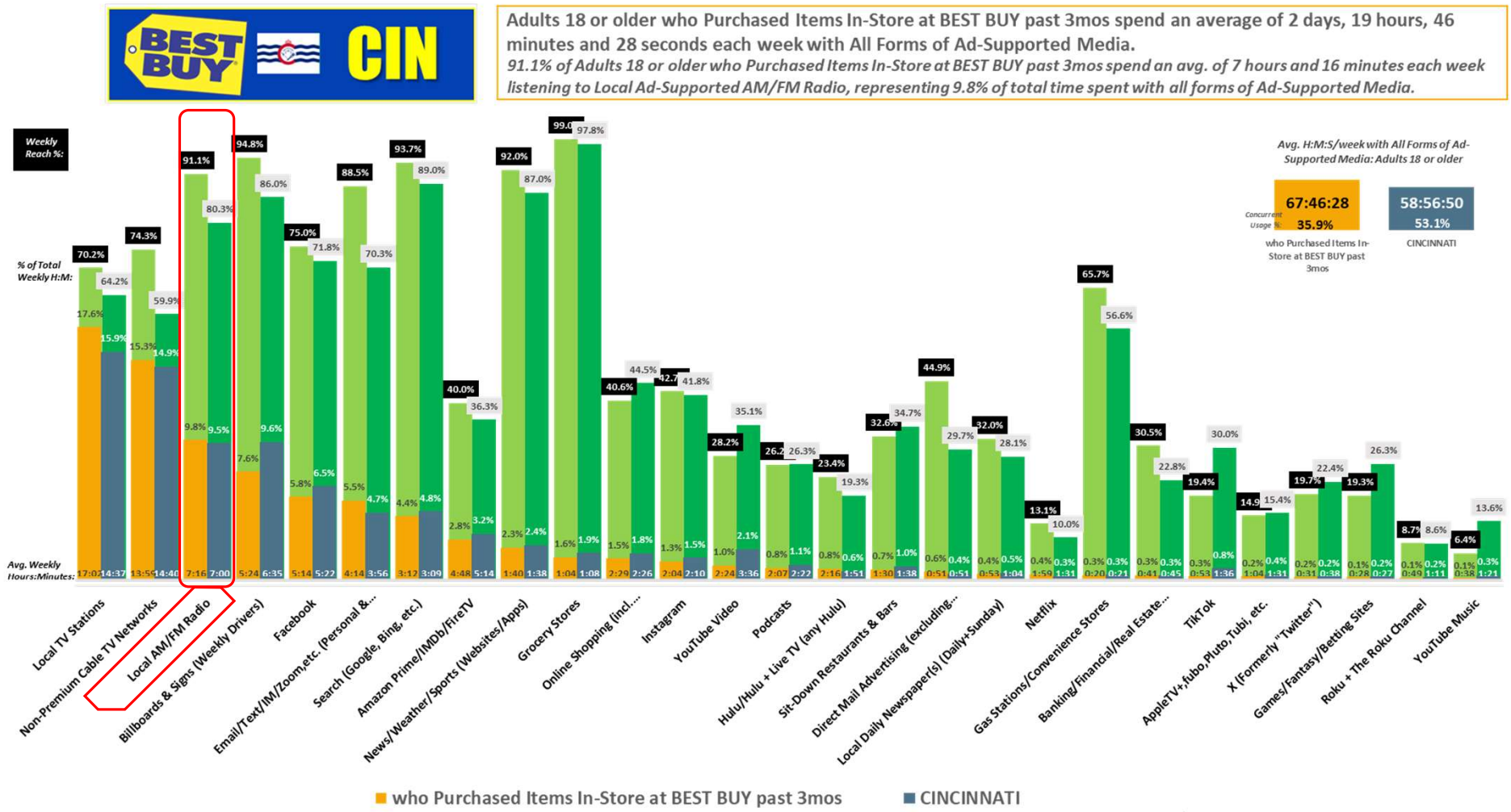


ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 164 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 131 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

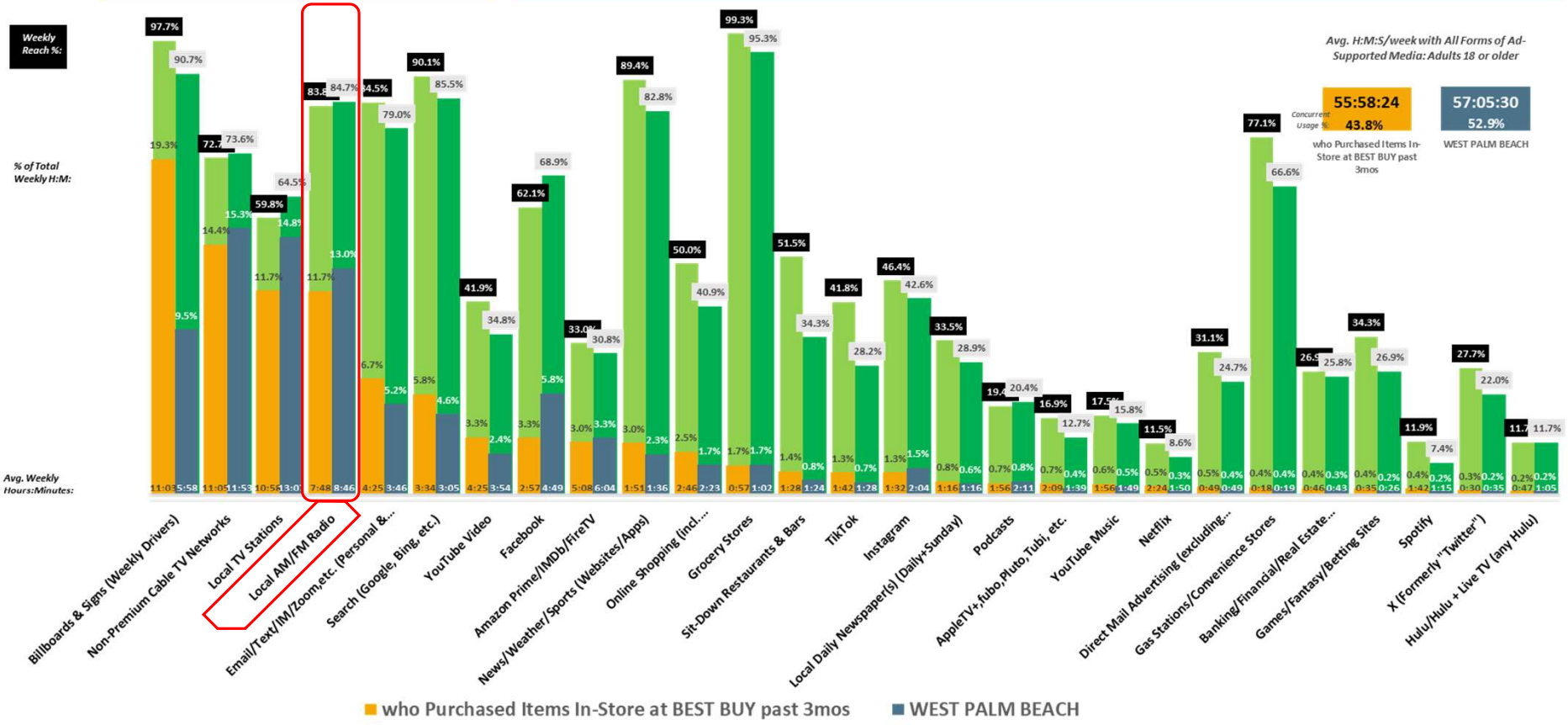
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[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos spend an average of 2 days, 7 hours, 58 minutes and 24 seconds each week with All Forms of Ad-Supported Media.

83.8% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos spend an avg. of 7 hours and 48 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.7% of total time spent with all forms of Ad-Supported Media.



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 224 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

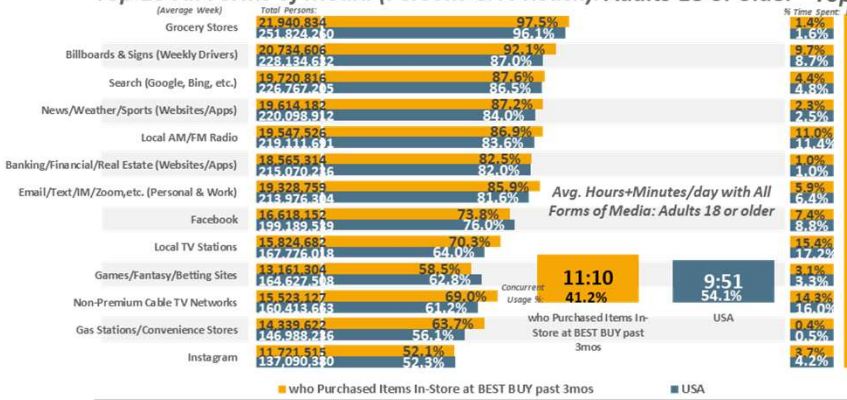
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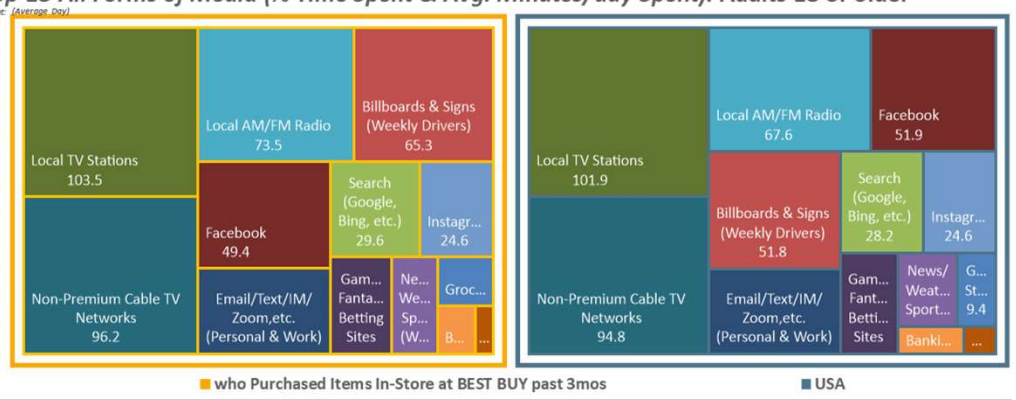
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[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

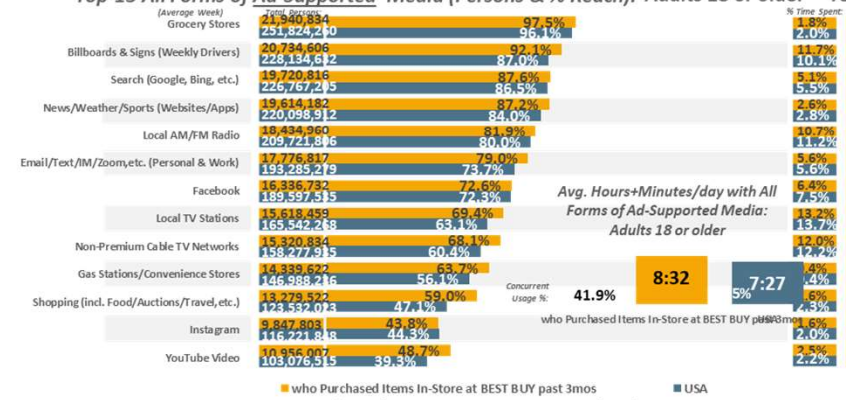
Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos spend an average of 8 hours and 32 minutes each day with All Forms of Ad-Supported Media. 81.9% listen to Local AM/FM Radio for an avg. of 66.7 minutes/day. *(Local Radio delivers 10.7% of Time with Ad-Supported Media.)*

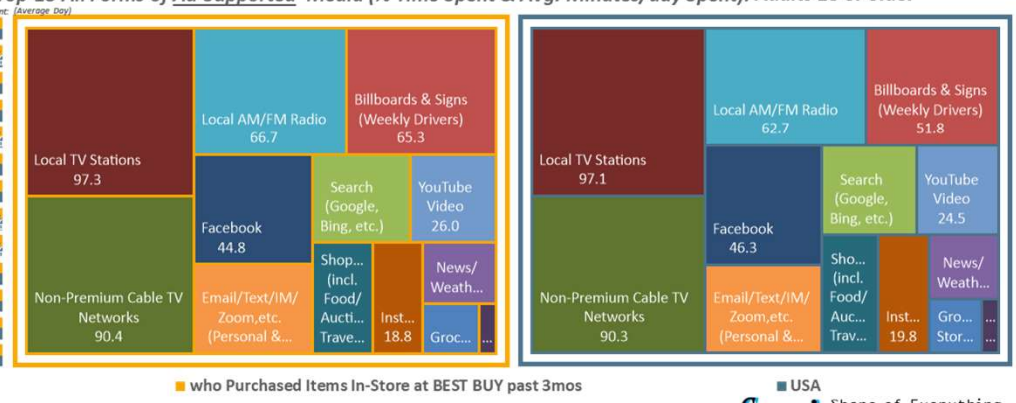
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older





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





USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 2,034

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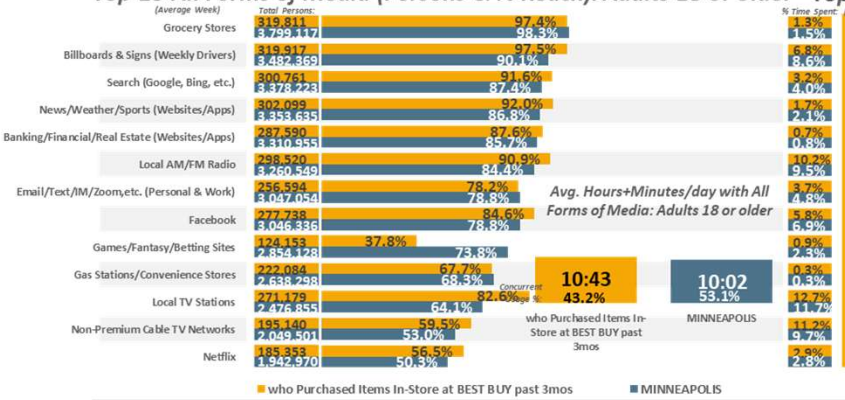
USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

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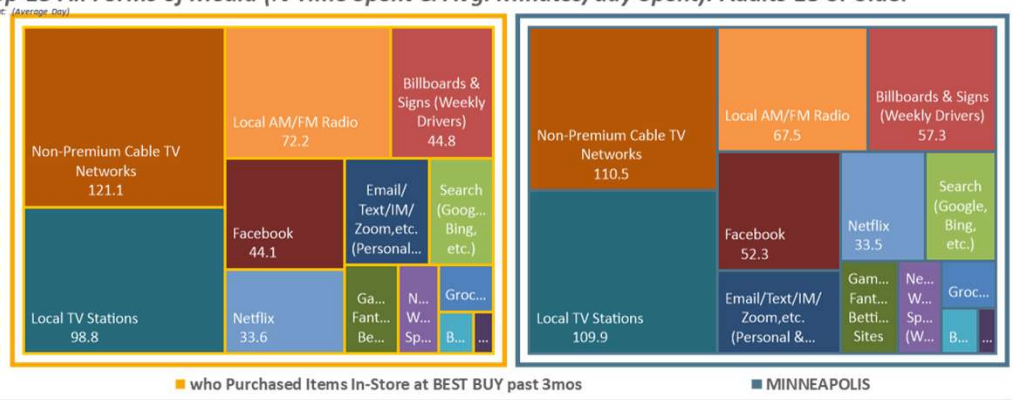
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos spend an average of 8 hours and 25 minutes each day with All Forms of Ad-Supported Media. 84.3% listen to Local AM/FM Radio for an avg. of 64. minutes/day. *(Local Radio delivers 10.7% of Time with Ad-Supported Media.)*

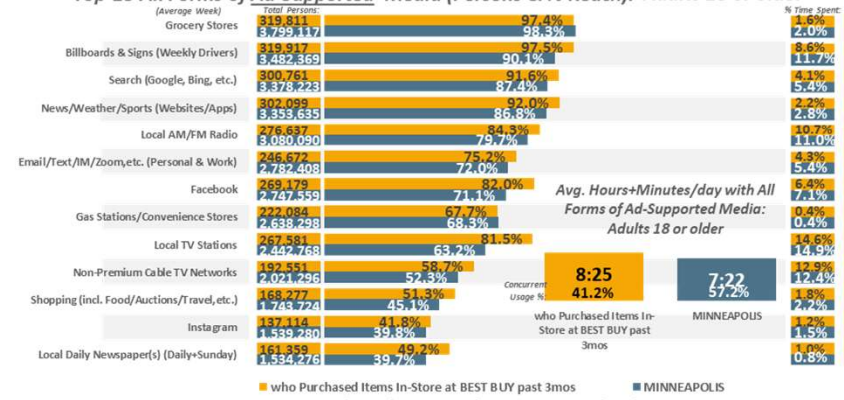
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



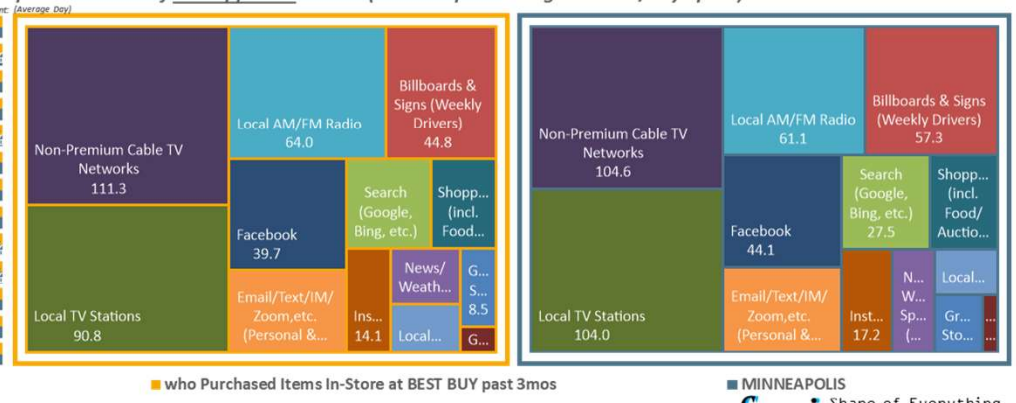
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 170

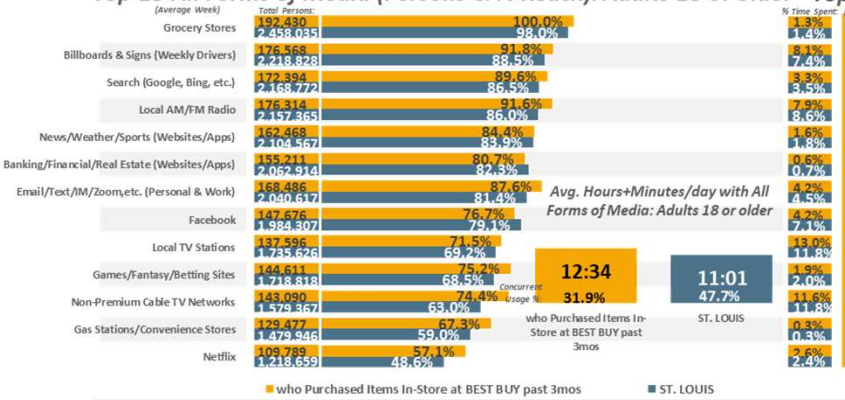
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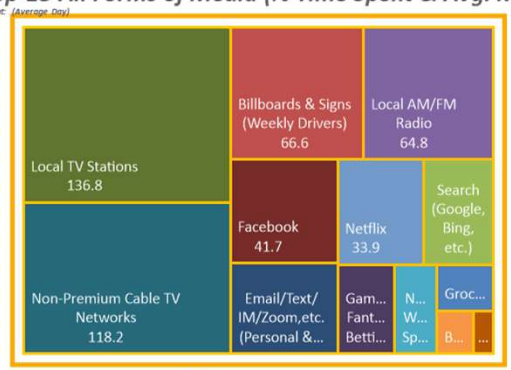
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[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

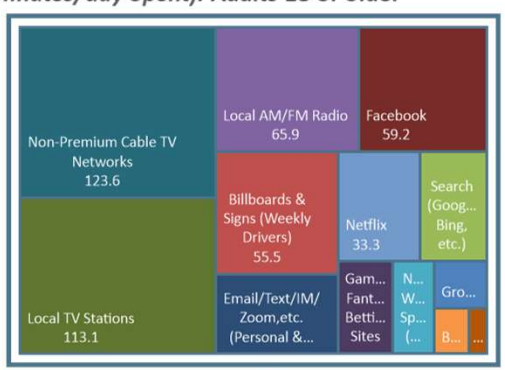
Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos spend an average of 9 hours and 15 minutes each day with All Forms of Ad-Supported Media. 86.1% listen to Local AM/FM Radio for an avg. of 56.6 minutes/day. *(Local Radio delivers 8.8% of Time with Ad-Supported Media.)*

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

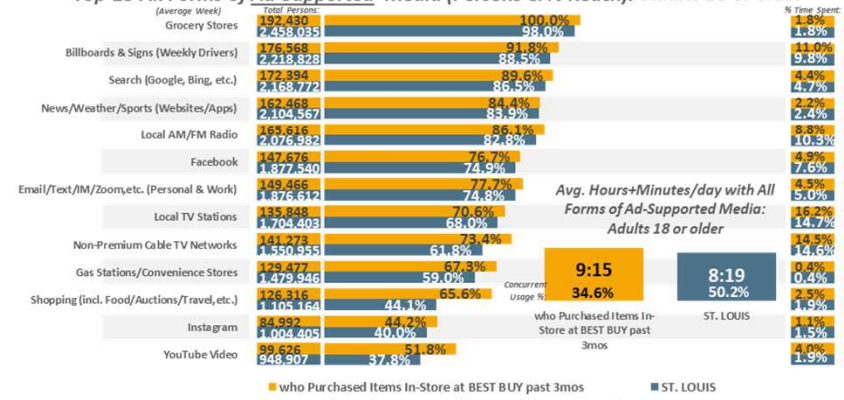


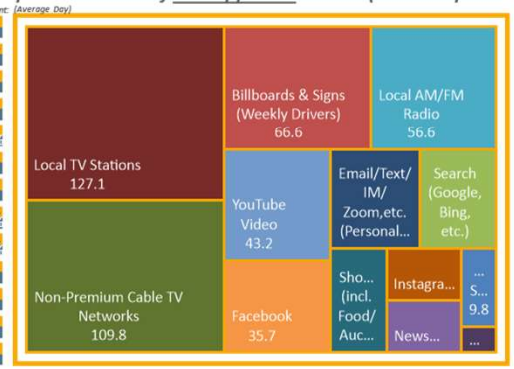


Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

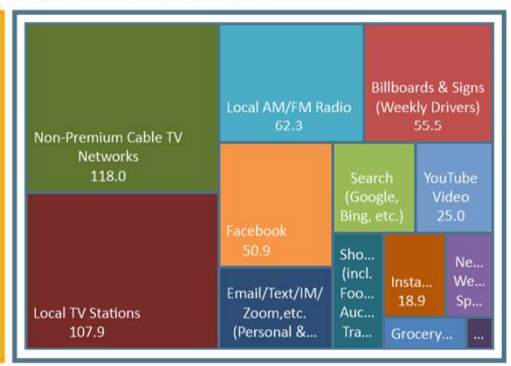


Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older





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



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 164

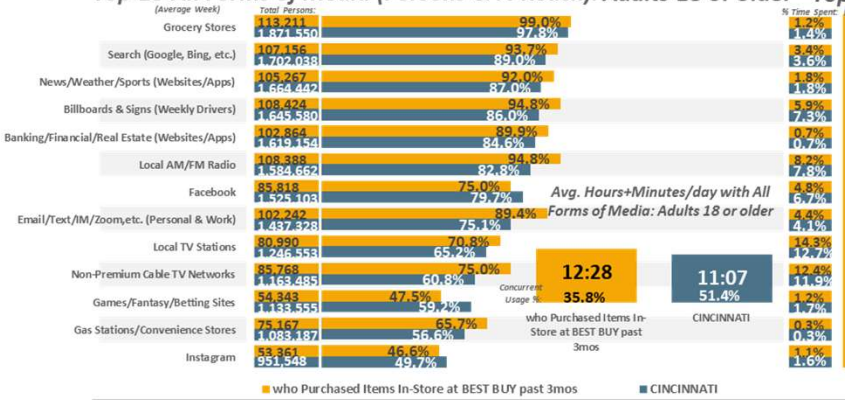
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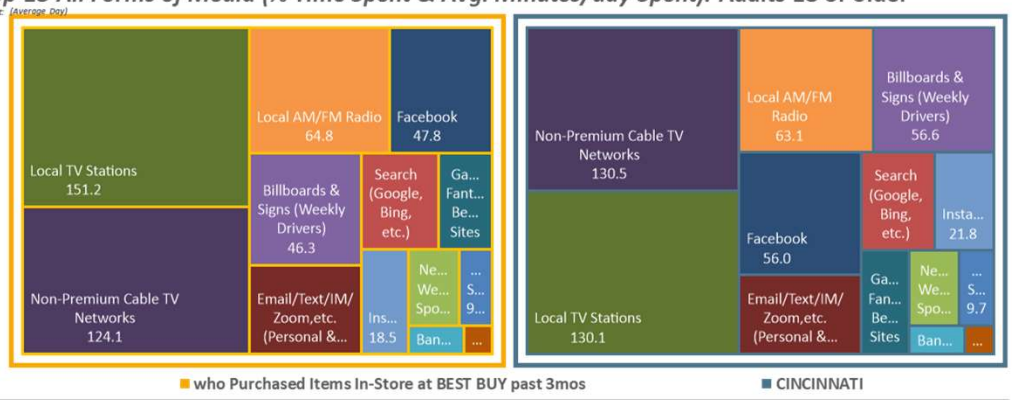
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos spend an average of 9 hours and 40 minutes each day with All Forms of Ad-Supported Media. 91.1% listen to Local AM/FM Radio for an avg. of 62.3 minutes/day. *(Local Radio delivers 9.8% of Time with Ad-Supported Media.)*

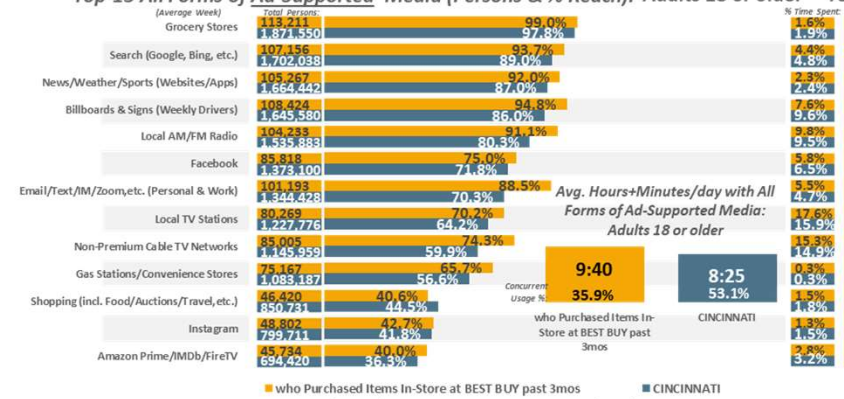
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



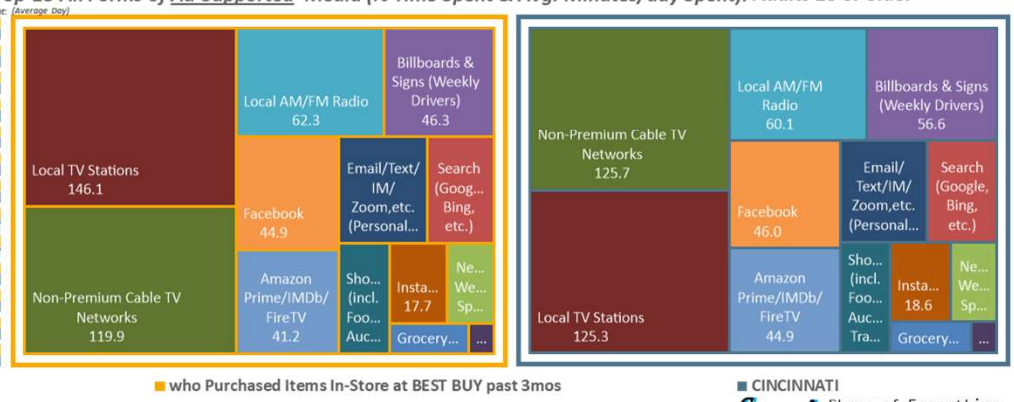
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 131

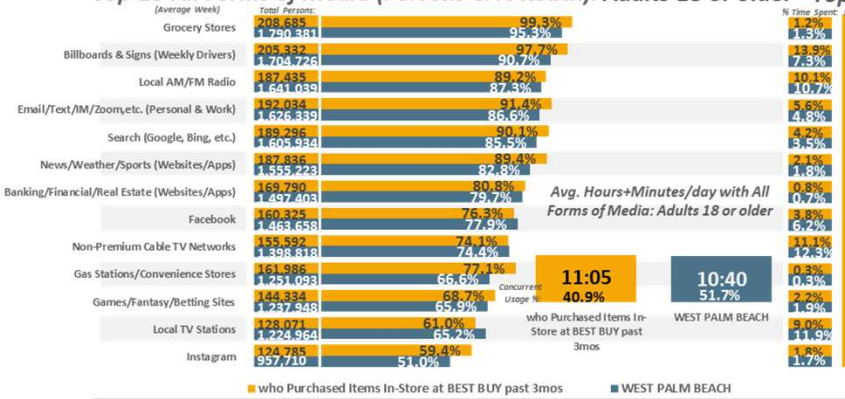
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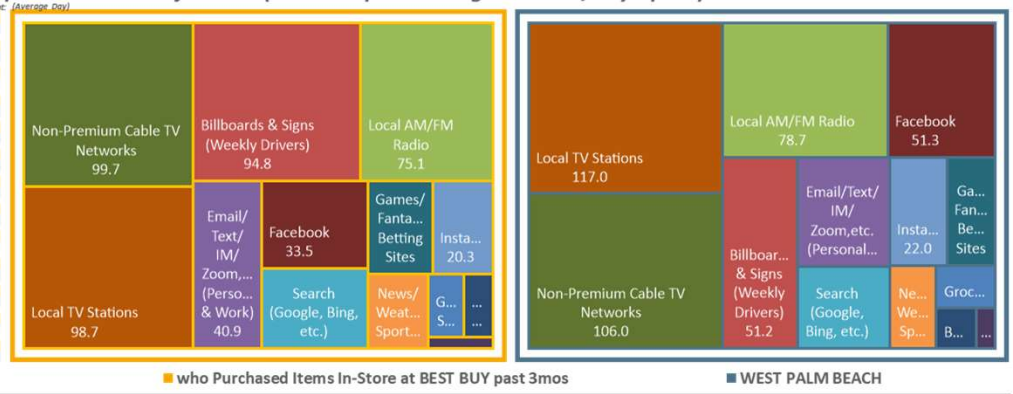
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos spend an average of 7 hours and 59 minutes each day with All Forms of Ad-Supported Media. 83.8% listen to Local AM/FM Radio for an avg. of 67. minutes/day. *(Local Radio delivers 11.7% of Time with Ad-Supported Media.)*

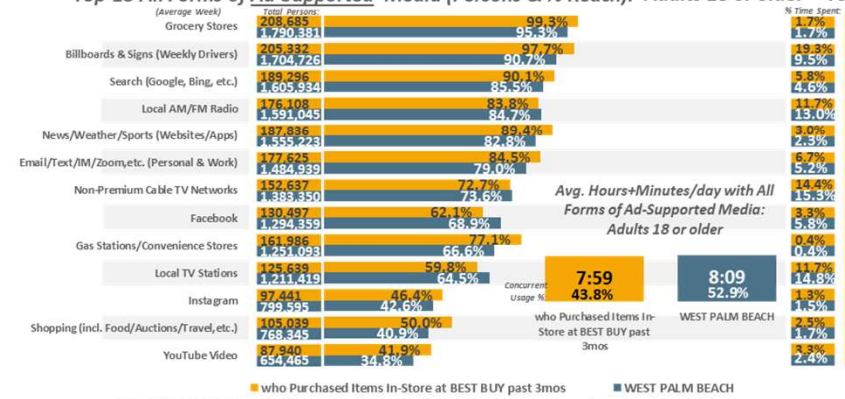
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



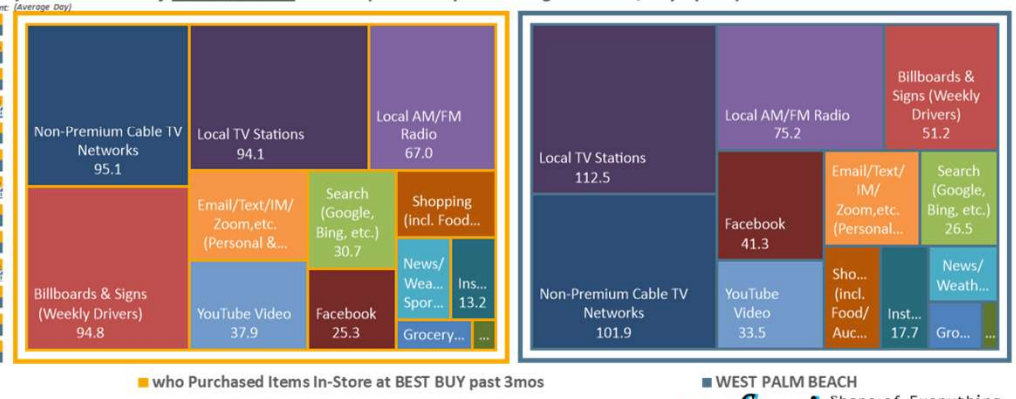
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 224

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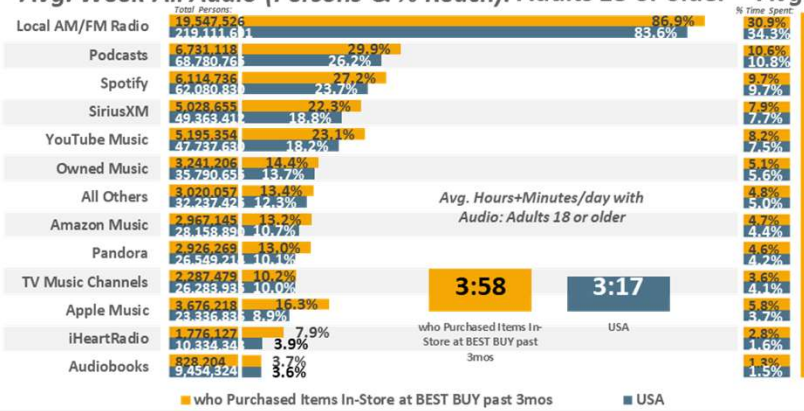
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[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]



18,434,960 or 81.9% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 66.7 minutes every day representing 39.4% of all time spent daily with Ad-Supported Audio.

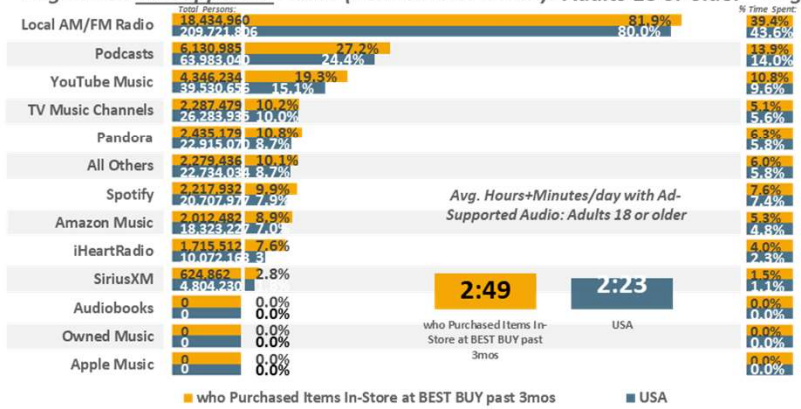
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



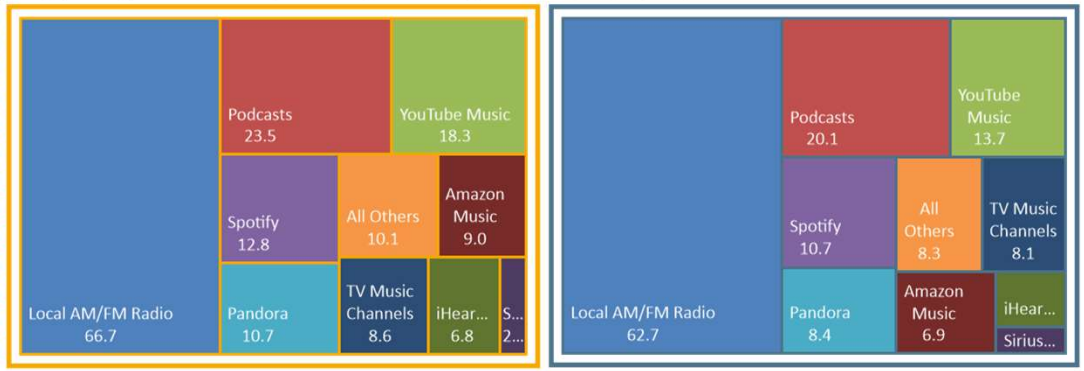
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 2,034

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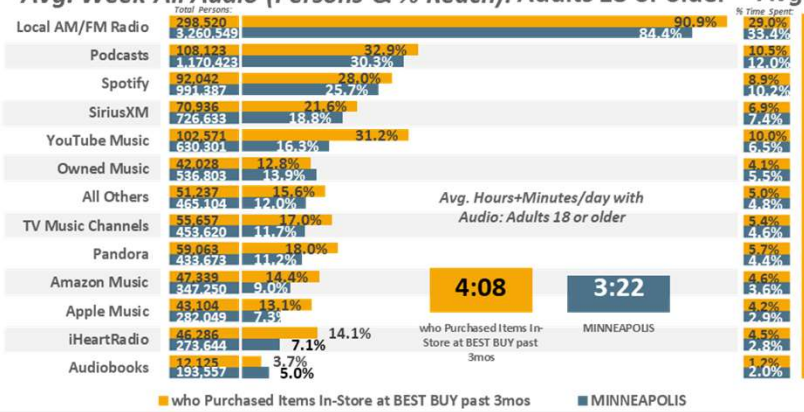
Scarborough R2 2024: Aug23-Sep24 USA Projection

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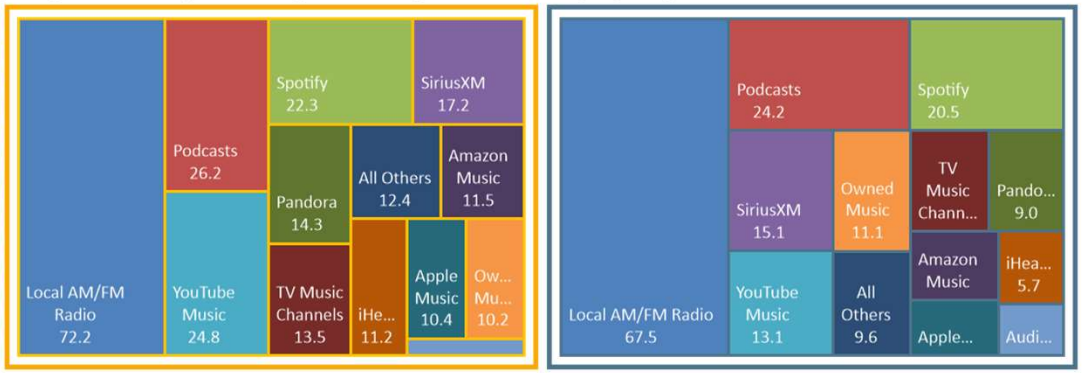
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

276,637 or 84.3% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 64. minutes every day representing 34.9% of all time spent daily with Ad-Supported Audio.

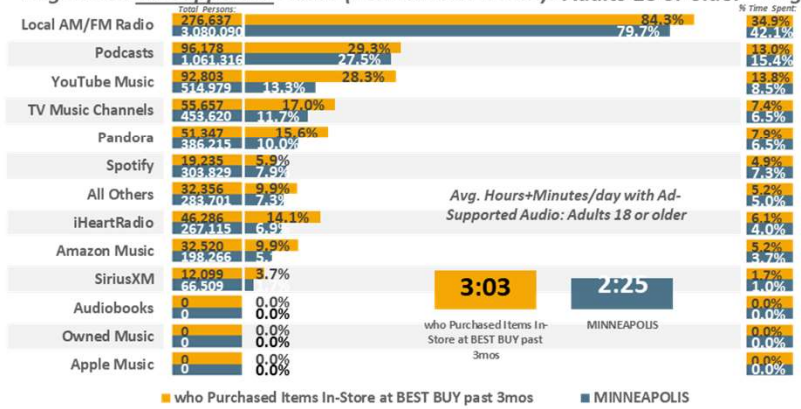
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



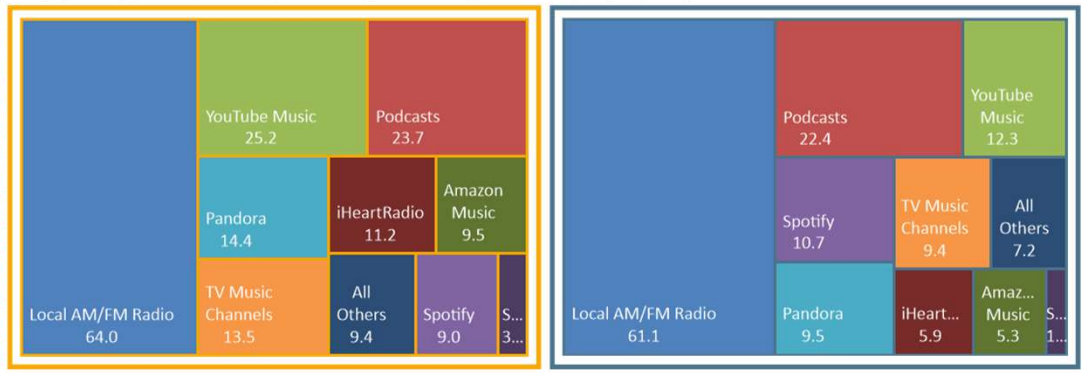
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 170

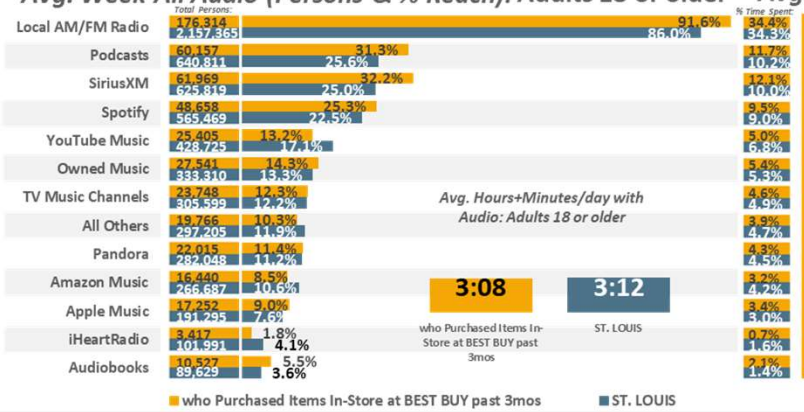
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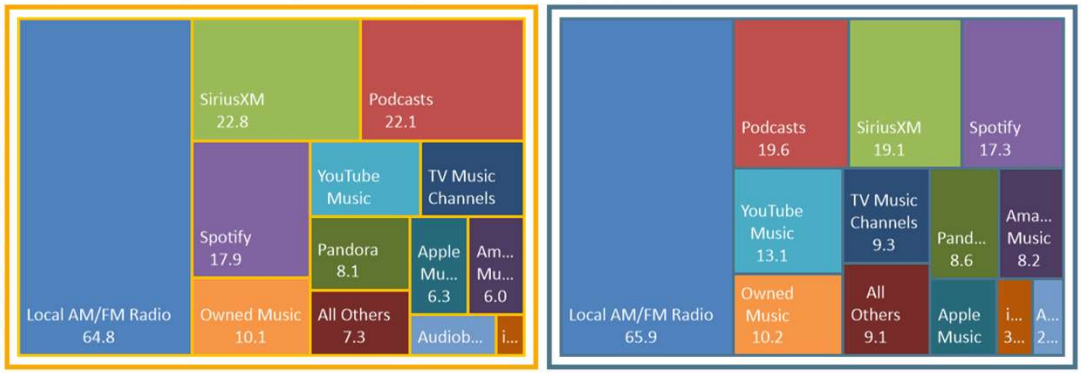
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

165,616 or 86.1% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 56.6 minutes every day representing 43.2% of all time spent daily with Ad-Supported Audio.

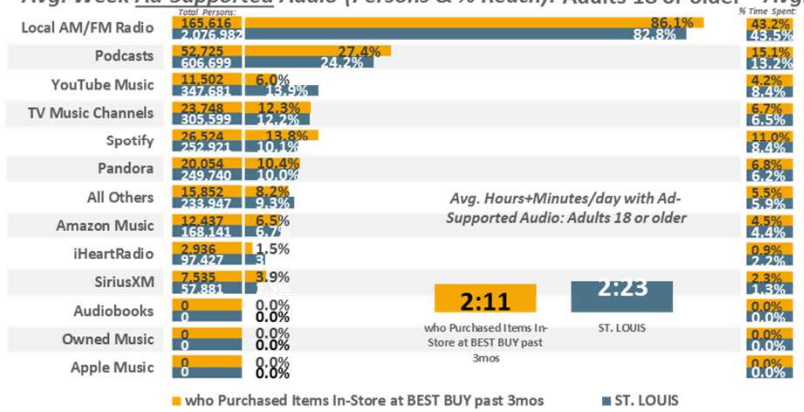
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



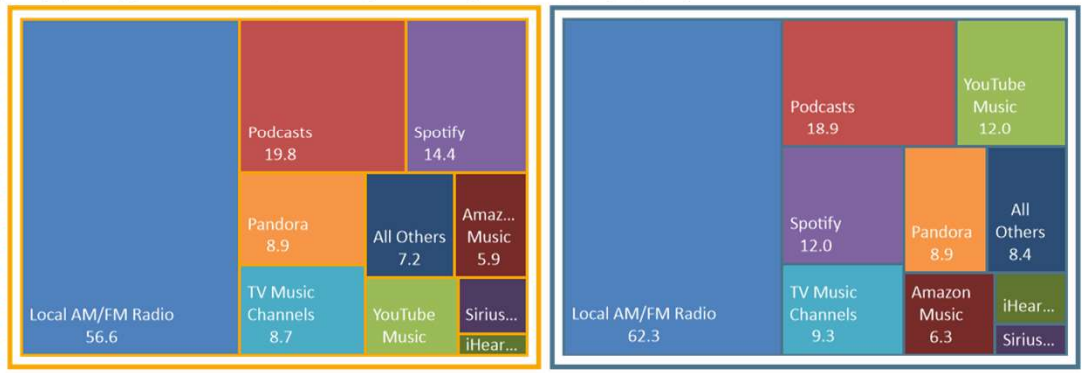
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 164

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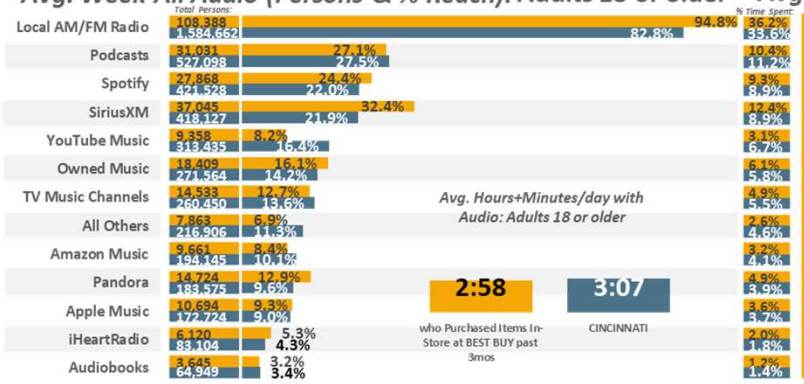
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[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

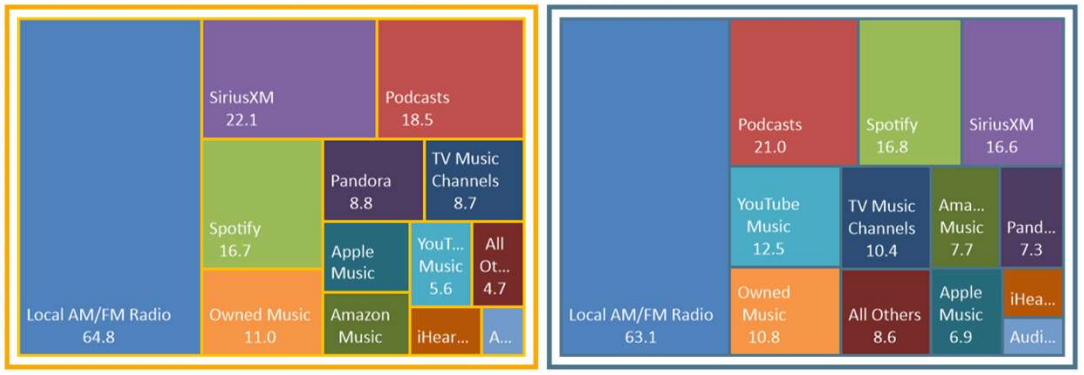
BEST BUY CIN

104,233 or 91.1% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 62.3 minutes every day representing 49.3% of all time spent daily with Ad-Supported Audio.

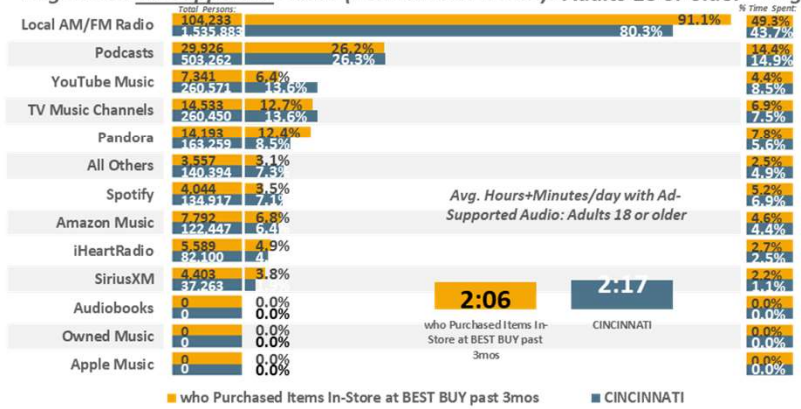
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



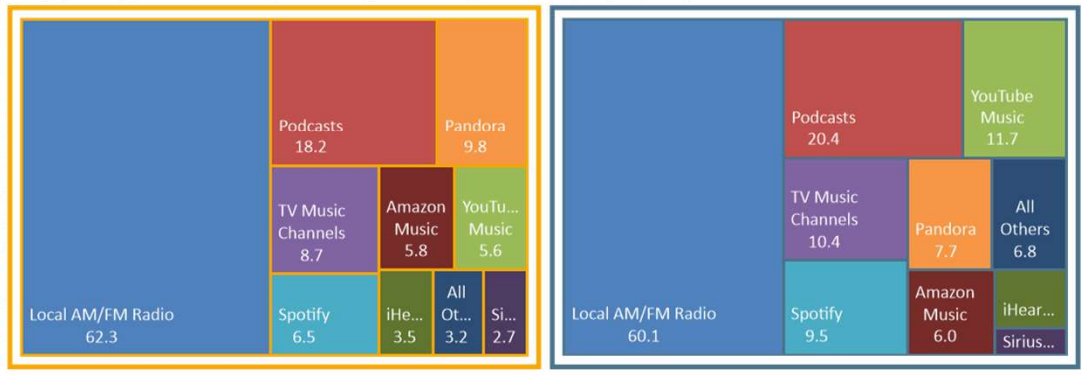
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 131

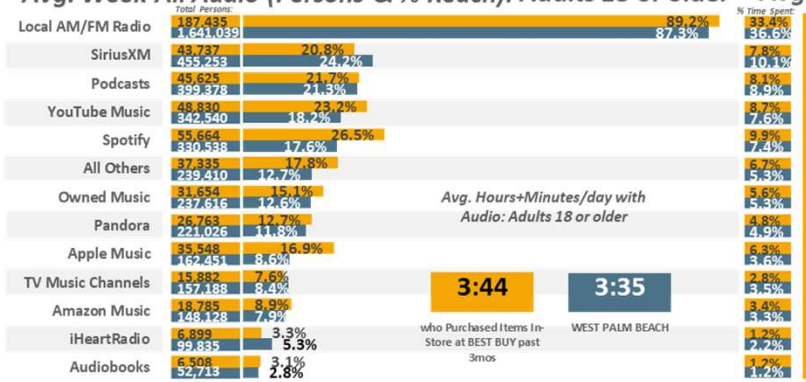
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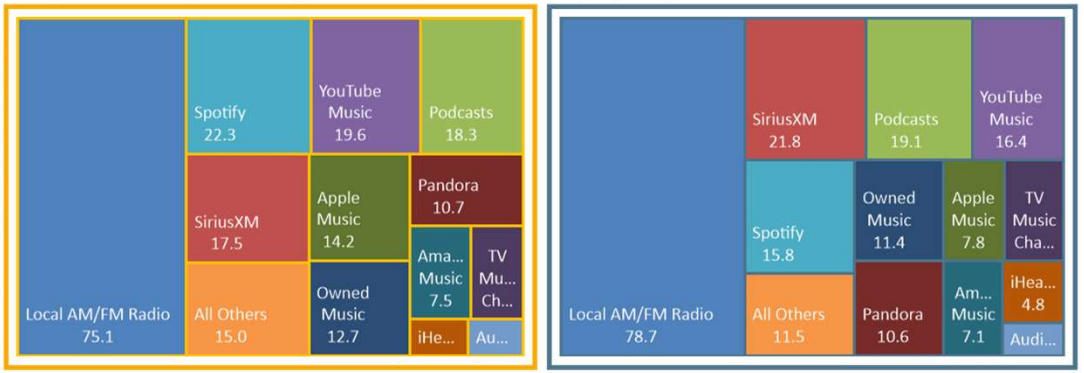
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

176,108 or 83.8% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 67. minutes every day representing 43.3% of all time spent daily with Ad-Supported Audio.

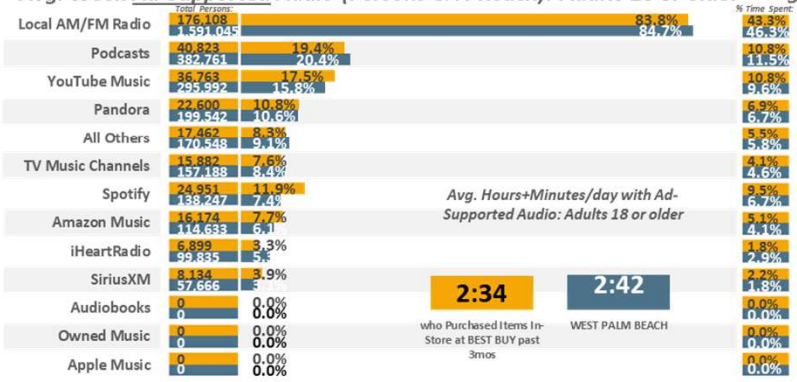
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



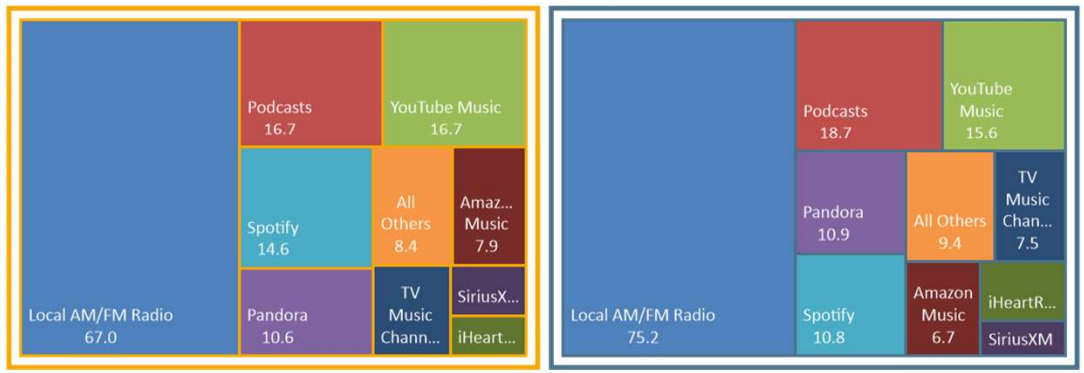
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 224

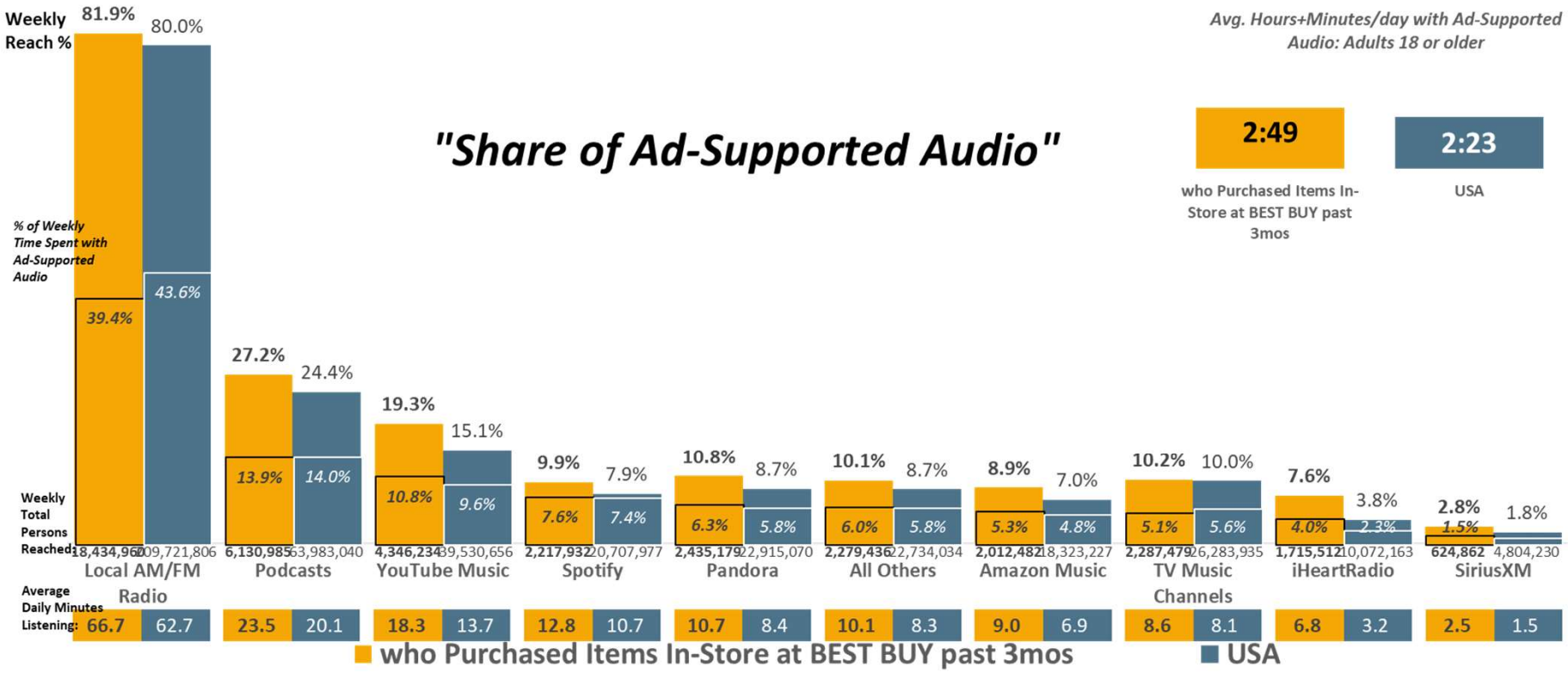
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[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]



18,434,960 or 81.9% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 66.7 minutes every day representing 39.4% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 2,034

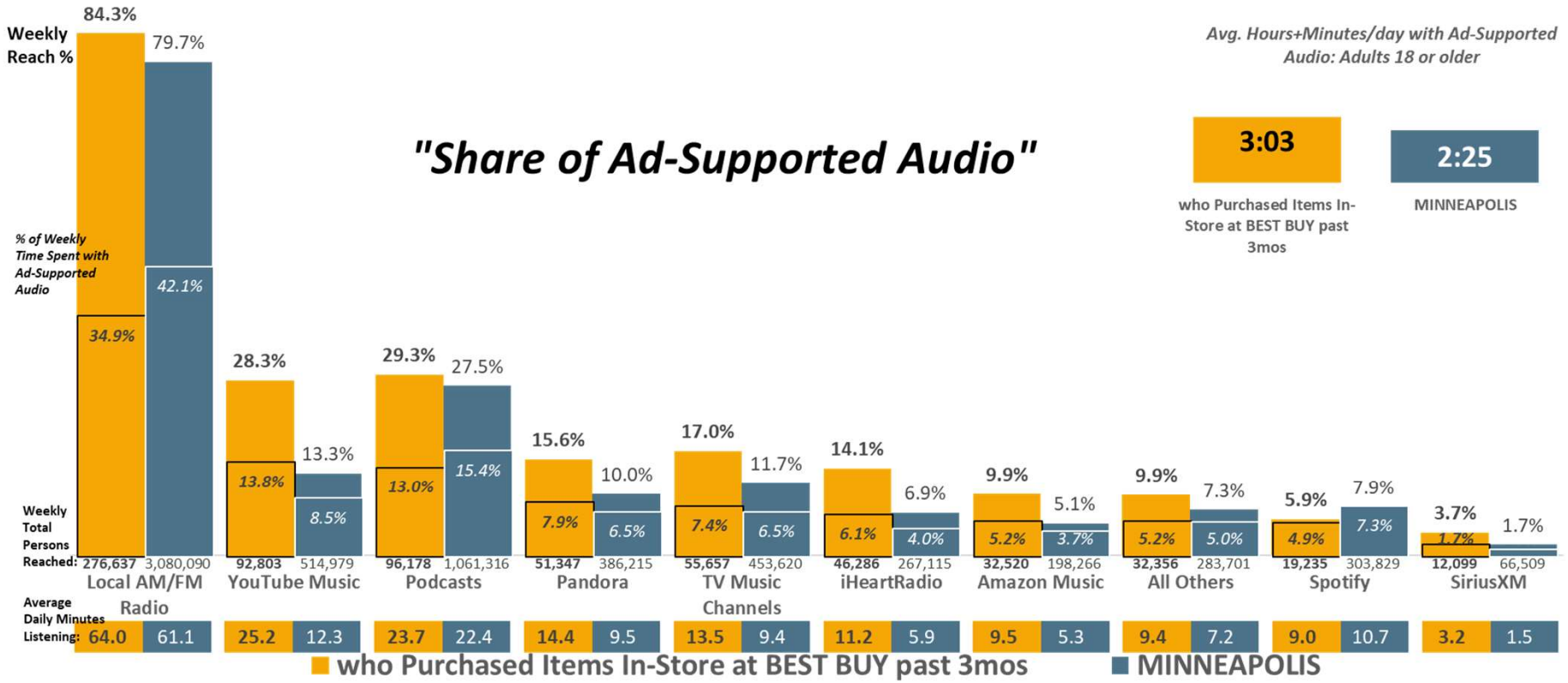
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USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

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[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

276,637 or 84.3% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 64. minutes every day representing 34.9% of all time spent daily with Ad-Supported Audio.



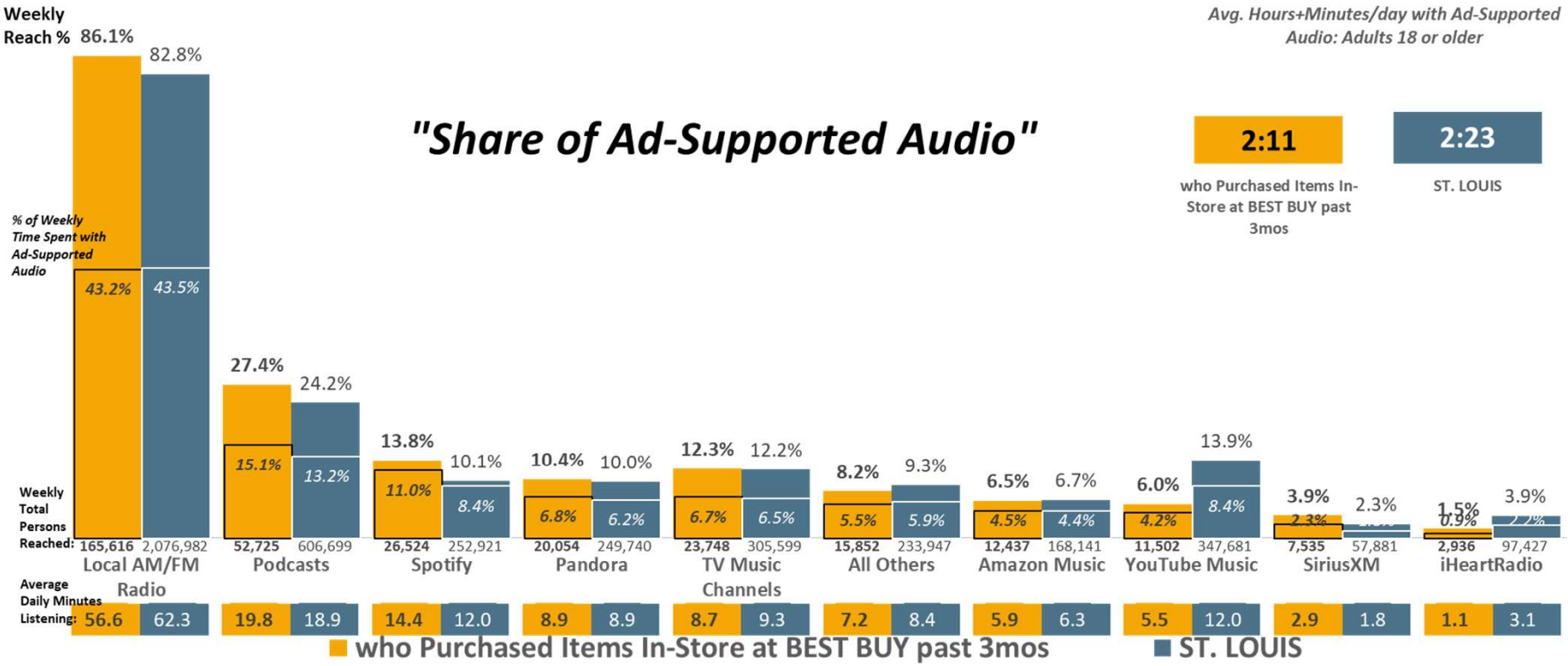
MINNEAPOLIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 170 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

165,616 or 86.1% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 56.6 minutes every day representing 43.2% of all time spent daily with Ad-Supported Audio.



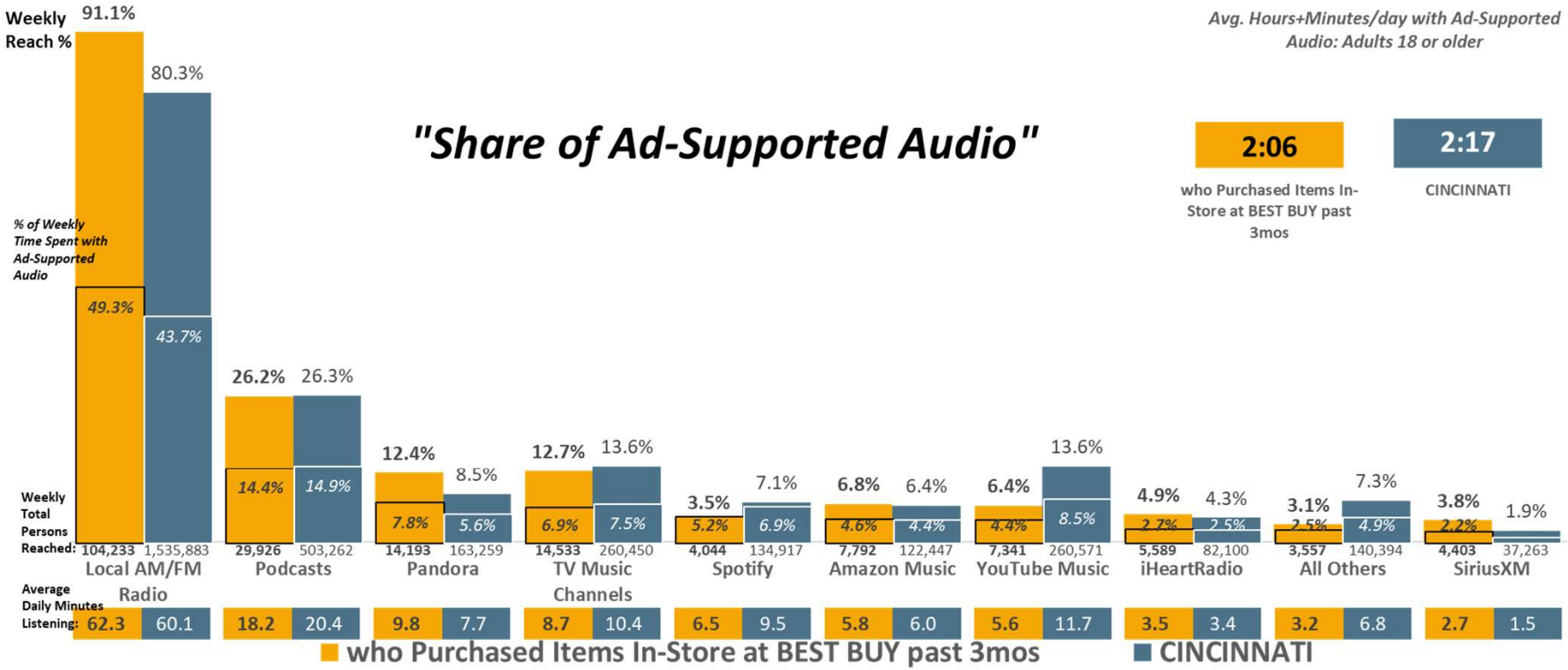
ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 164 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

104,233 or 91.1% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 62.3 minutes every day representing 49.3% of all time spent daily with Ad-Supported Audio.



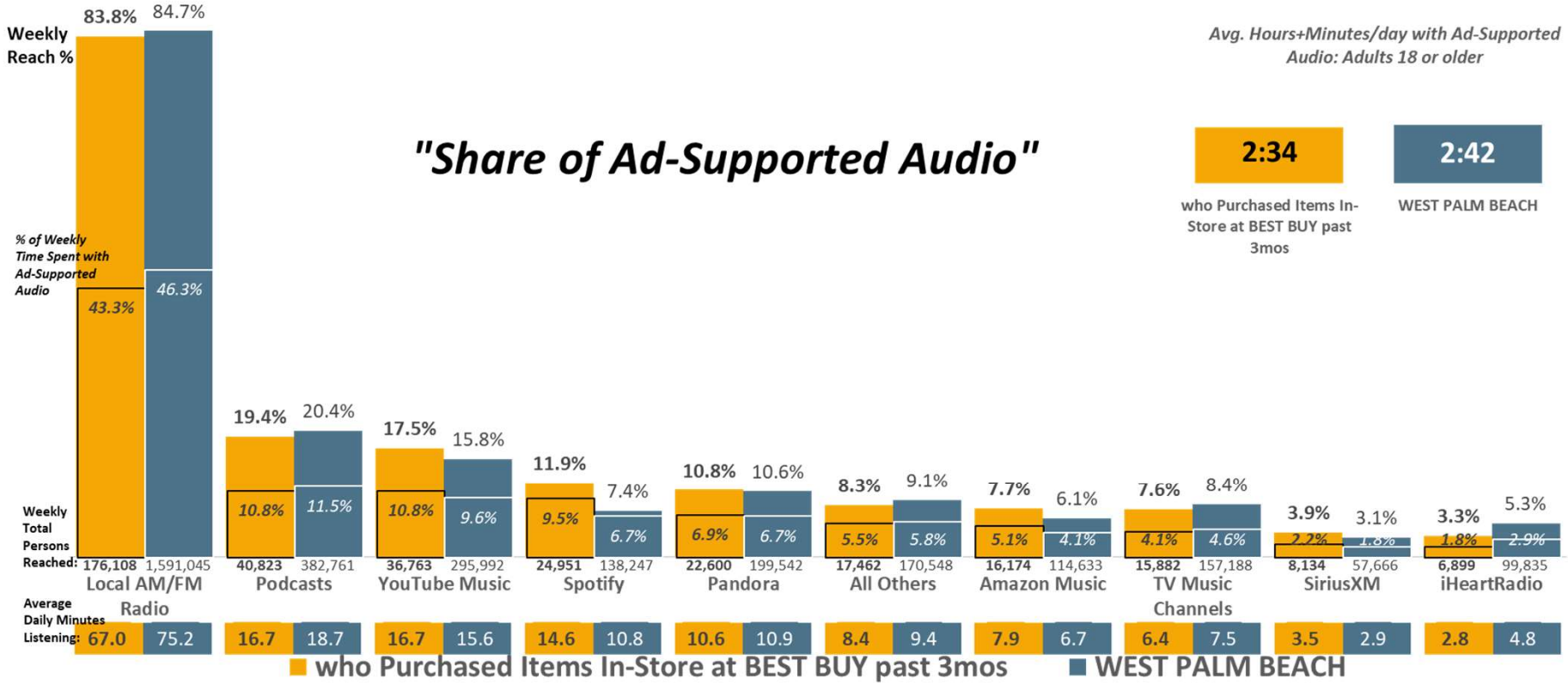
CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 131 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

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[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

176,108 or 83.8% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 67. minutes every day representing 43.3% of all time spent daily with Ad-Supported Audio.



	Local AM/FM Radio	Podcasts	YouTube Music	Spotify	Pandora	All Others	Amazon Music	TV Music Channels	SiriusXM	iHeartRadio
Weekly Reach %	83.8% / 84.7%	19.4% / 20.4%	17.5% / 15.8%	11.9% / 7.4%	10.8% / 10.6%	8.3% / 9.1%	7.7% / 6.1%	7.6% / 8.4%	3.9% / 3.1%	3.3% / 5.3%
% of Weekly Time Spent with Ad-Supported Audio	43.3% / 46.3%	10.8% / 11.5%	10.8% / 9.6%	9.5% / 6.7%	6.9% / 6.7%	5.5% / 5.8%	5.1% / 4.1%	4.1% / 4.6%	2.2% / 1.8%	1.8% / 2.9%
Weekly Total Persons Reached:	176,108 / 1,591,045	40,823 / 382,761	36,763 / 295,992	24,951 / 138,247	22,600 / 199,542	17,462 / 170,548	16,174 / 114,633	15,882 / 157,188	8,134 / 57,666	6,899 / 99,835
Average Daily Minutes Listening:	67.0 / 75.2	16.7 / 18.7	16.7 / 15.6	14.6 / 10.8	10.6 / 10.9	8.4 / 9.4	7.9 / 6.7	6.4 / 7.5	3.5 / 2.9	2.8 / 4.8

WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 224 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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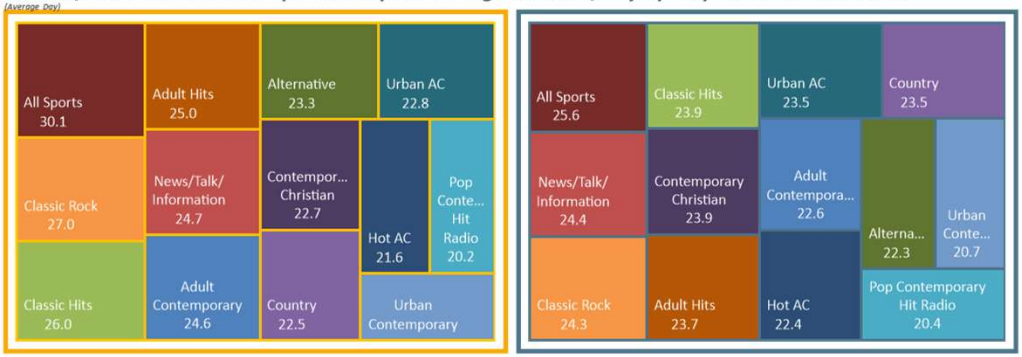
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

18,434,960 or 81.9% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Country, Pop Contemporary Hit Radio, and Classic Rock.

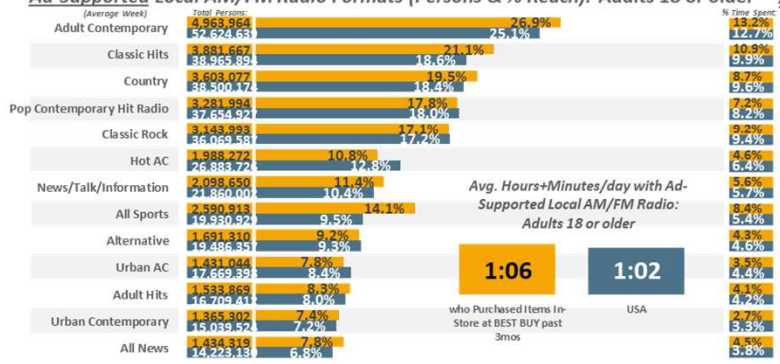
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



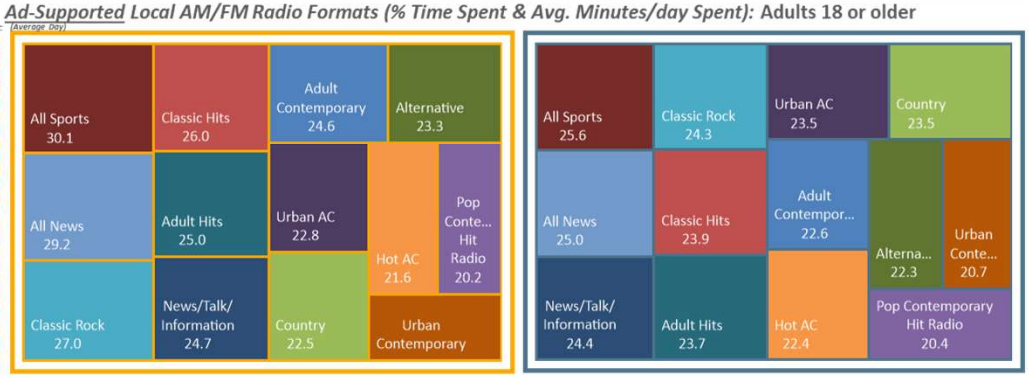
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 2,034

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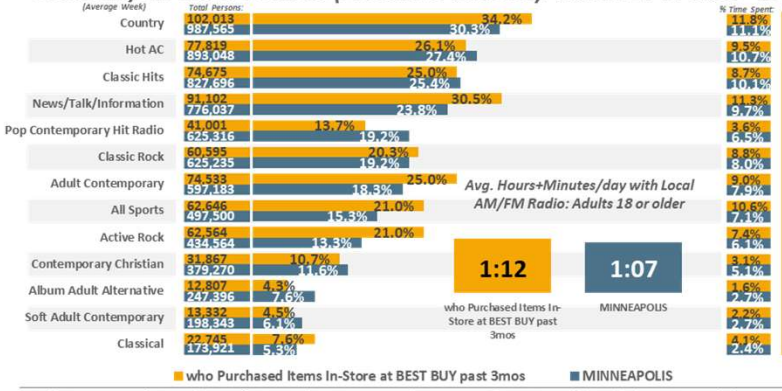
USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

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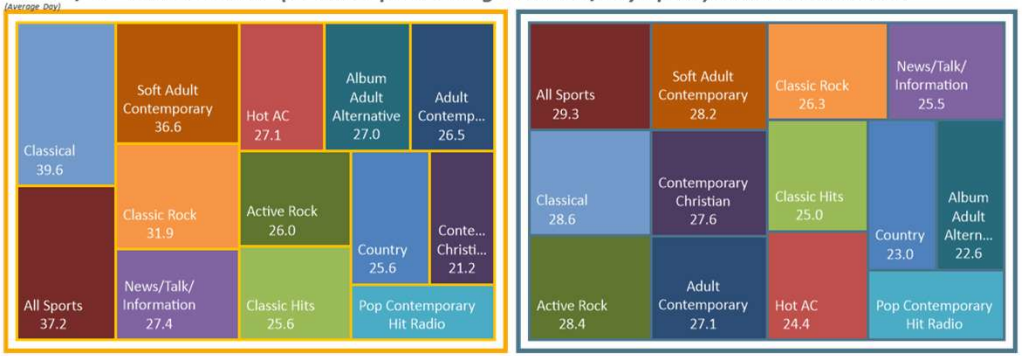
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

276,637 or 84.3% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Hot AC, Classic Hits, Adult Contemporary, and All Sports.

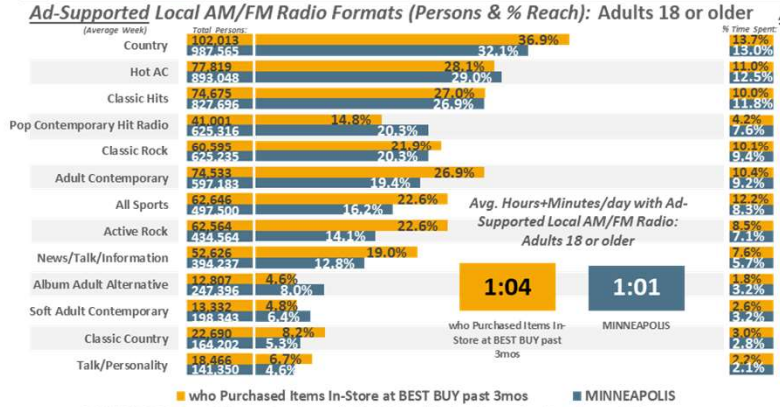
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



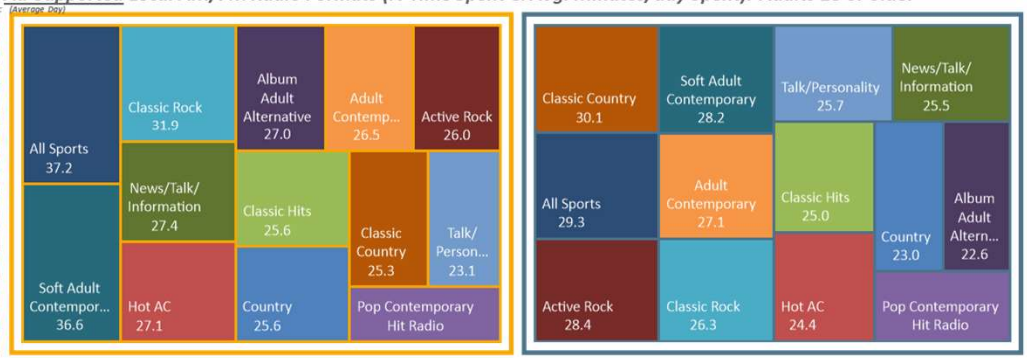
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 170

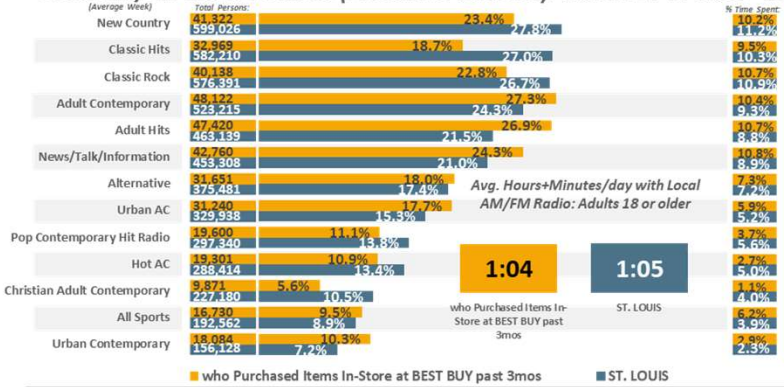
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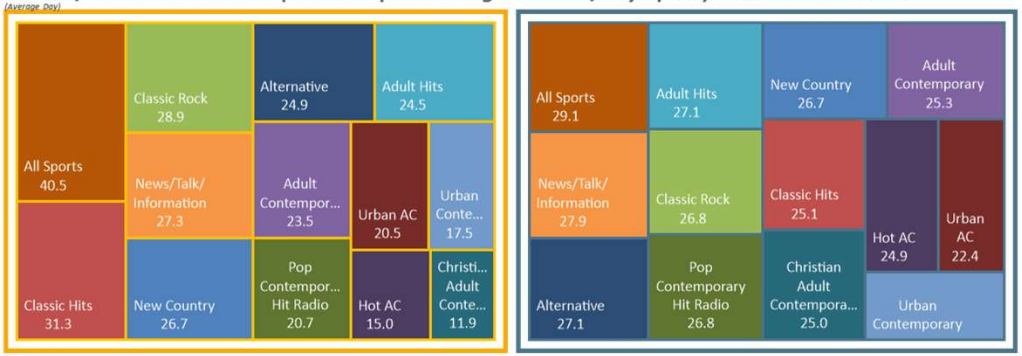
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

165,616 or 86.1% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Adult Hits, New Country, Classic Rock, and Classic Hits.

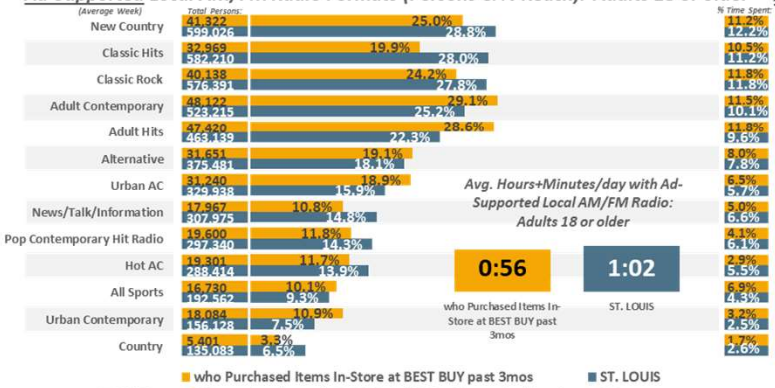
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



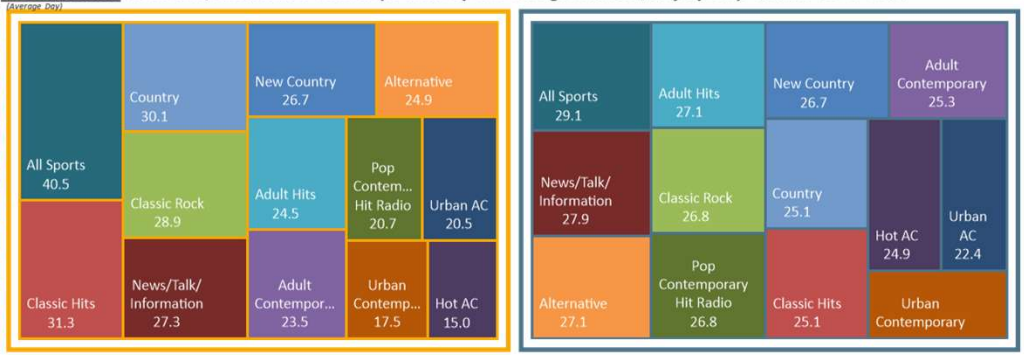
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 164

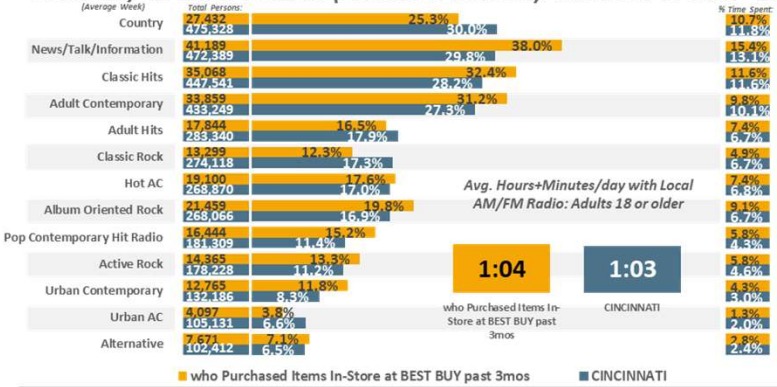
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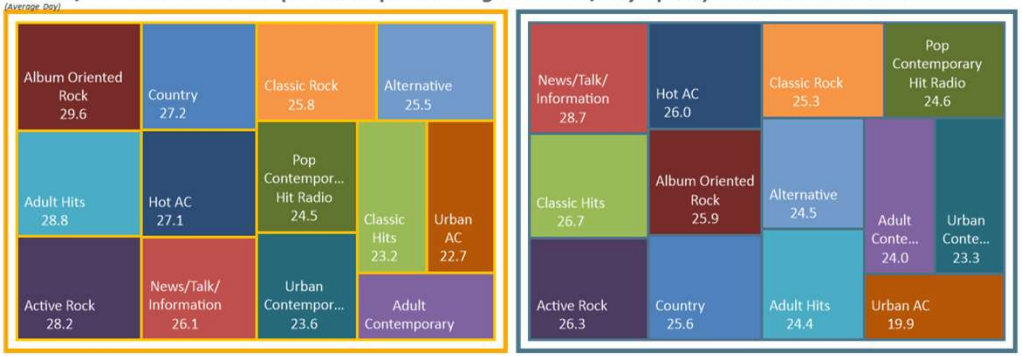
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

104,233 or 91.1% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are News/Talk/Information, Classic Hits, Adult Contemporary, Country, and Album Oriented Rock.

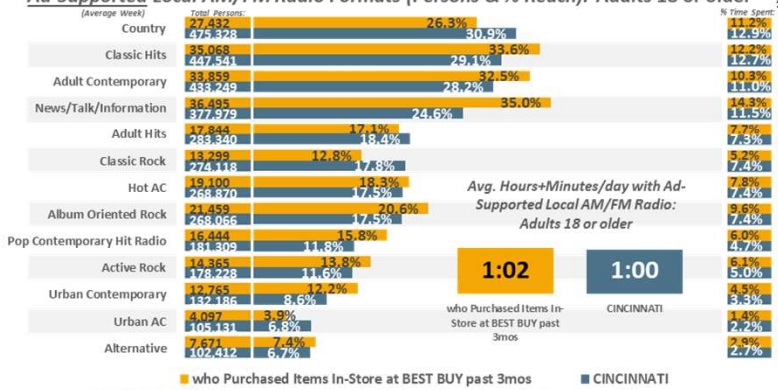
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



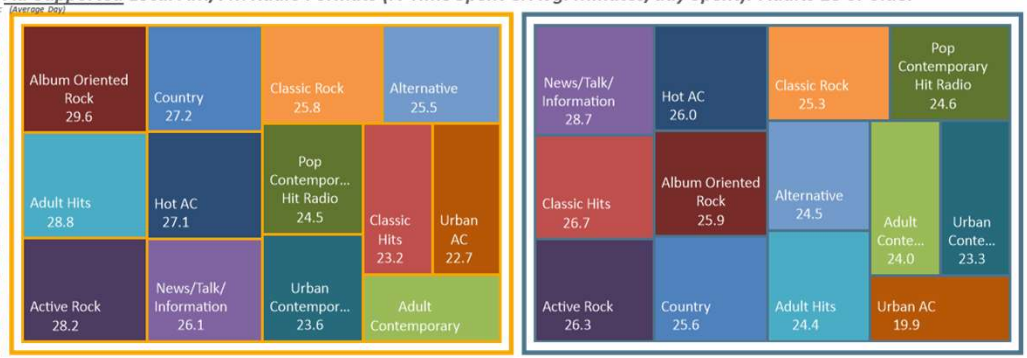
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 131

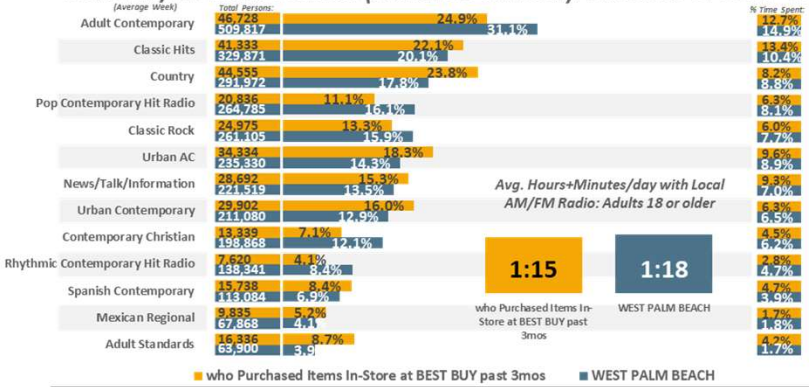
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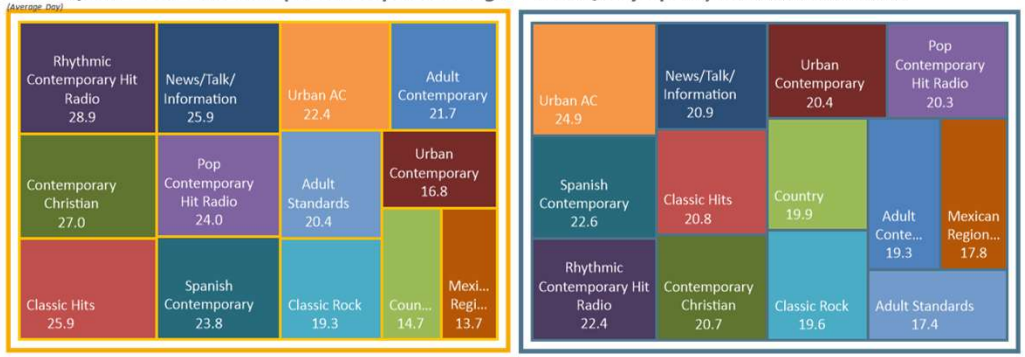
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

176,108 or 83.8% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Classic Hits, Urban AC, and Urban Contemporary.

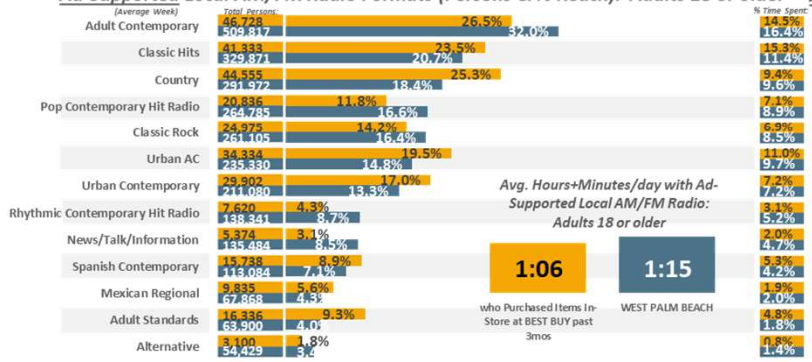
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



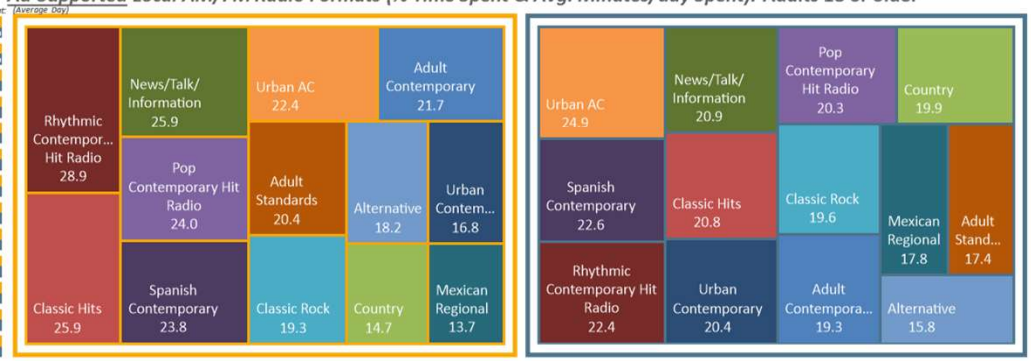
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 224

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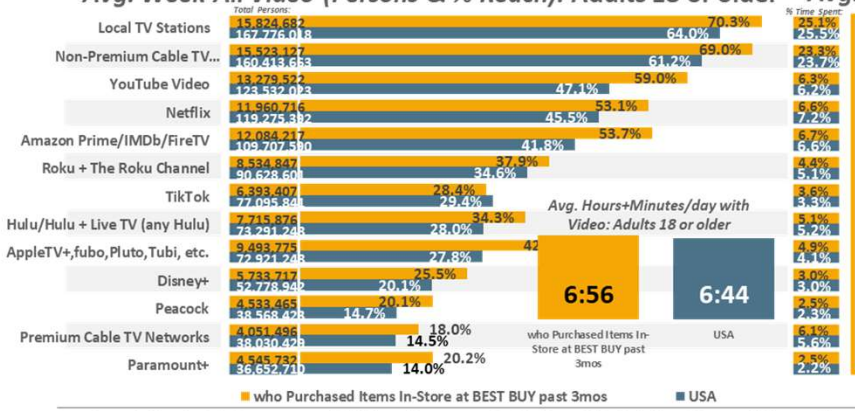
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[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

BEST BUY USA

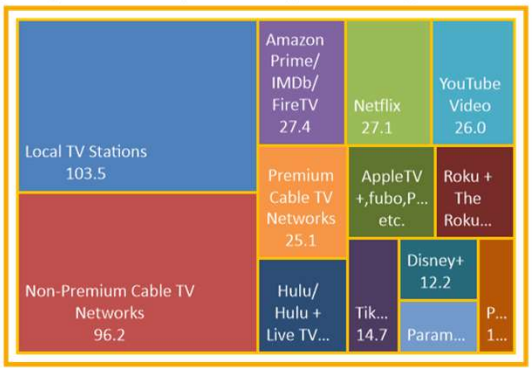
15,618,459 or 69.4% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos watch Ad-Supported Local TV Stations for an average of 97.3 minutes every day representing 28.4% of all time spent daily with Ad-Supported Video.

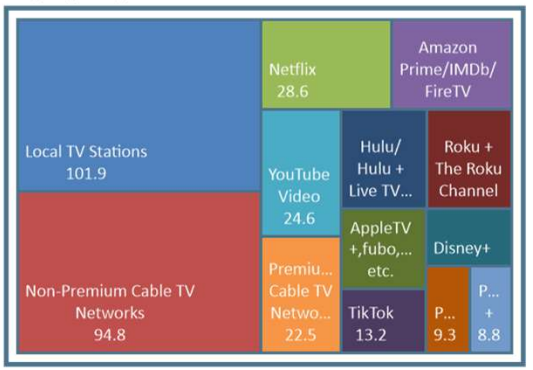
Avg. Week All Video (Persons & % Reach): Adults 18 or older





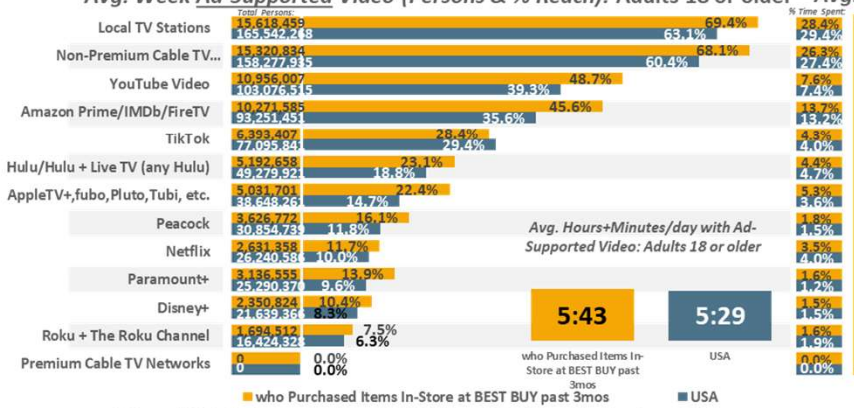
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





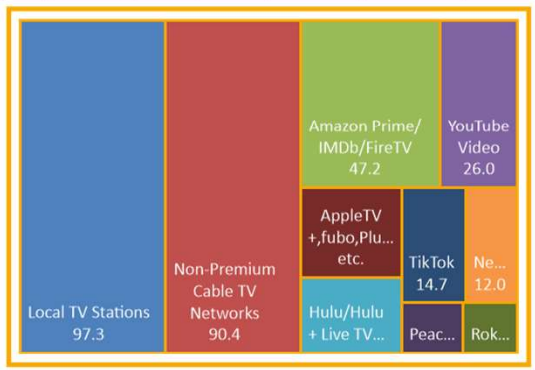


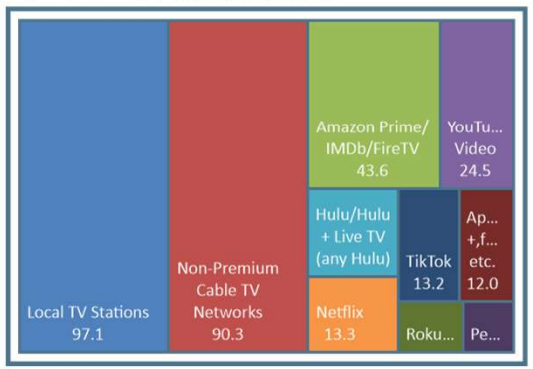
Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older





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







USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 2,034

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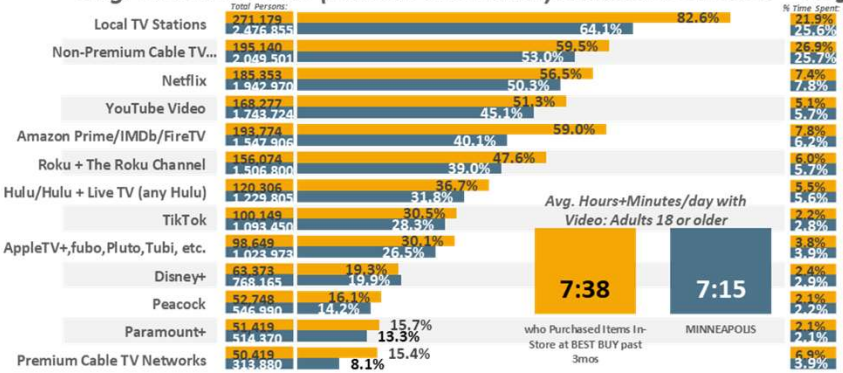
USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

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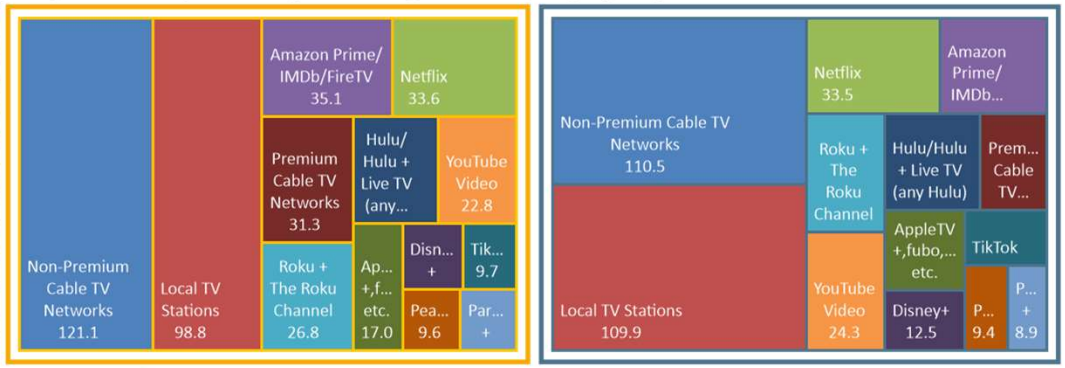
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

267,581 or 81.5% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos watch Ad-Supported Local TV Stations for an average of 90.8 minutes every day representing 24.7% of all time spent daily with Ad-Supported Video.

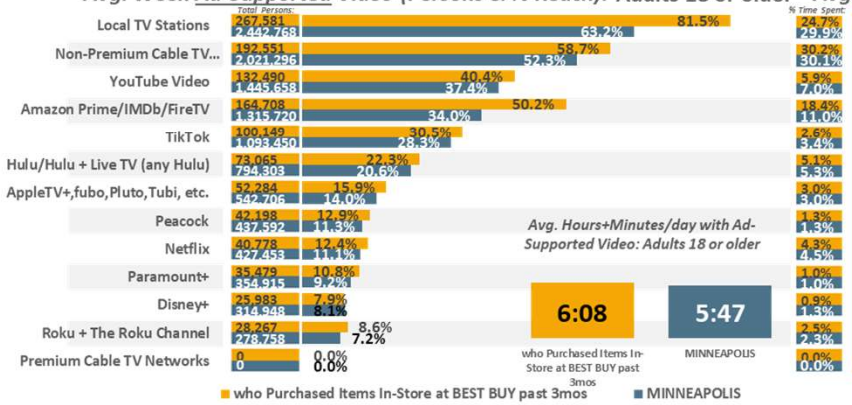
Avg. Week All Video (Persons & % Reach): Adults 18 or older



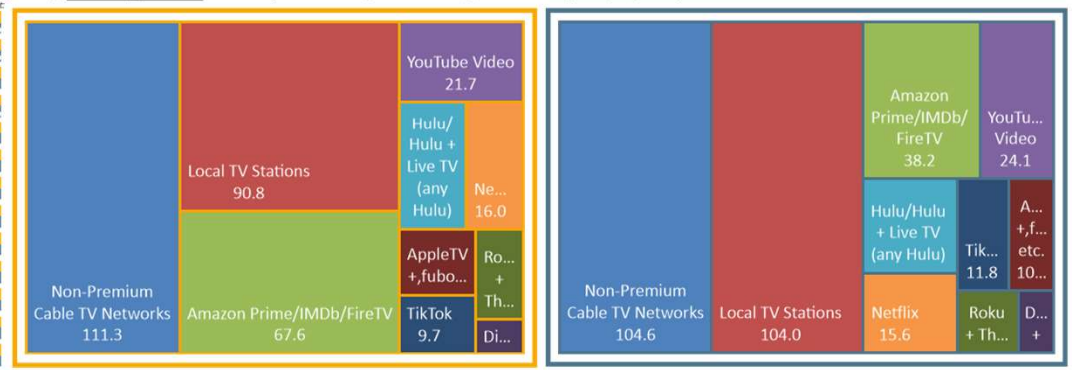
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 170

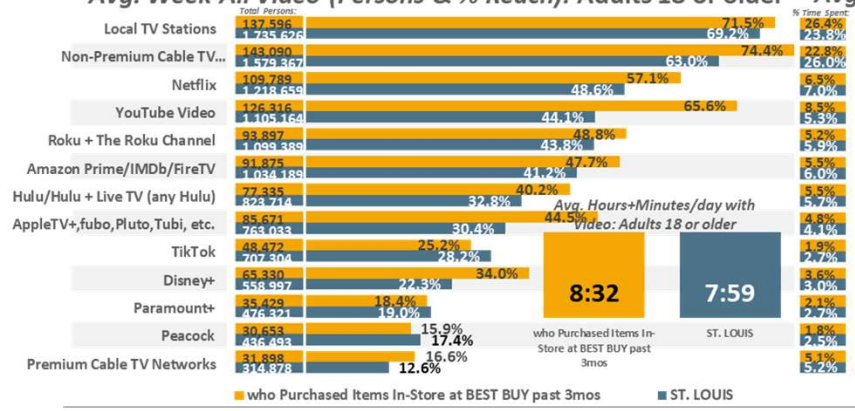
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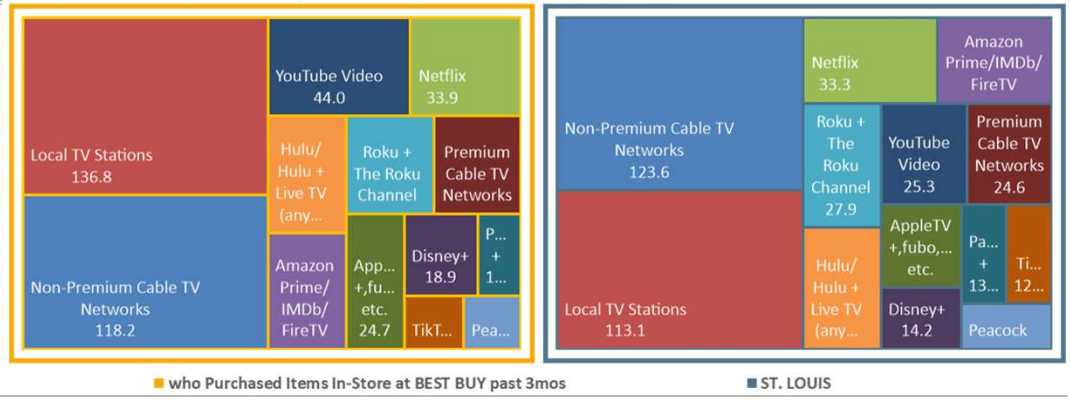
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

135,848 or 70.6% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos watch Ad-Supported Local TV Stations for an average of 127.1 minutes every day representing 31.% of all time spent daily with Ad-Supported Video.

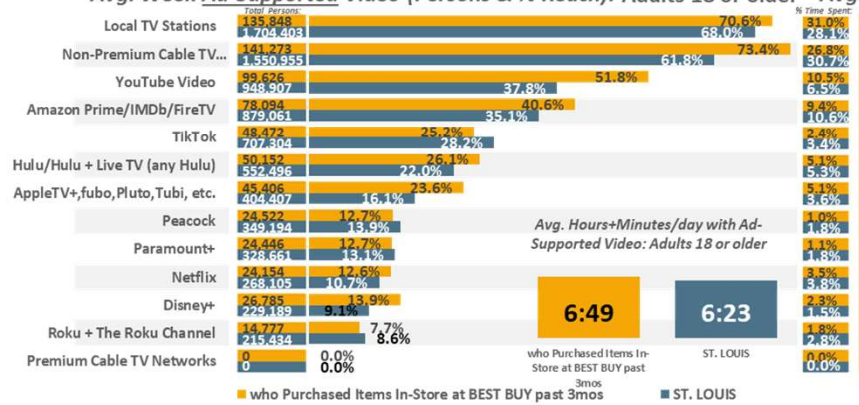
Avg. Week All Video (Persons & % Reach): Adults 18 or older



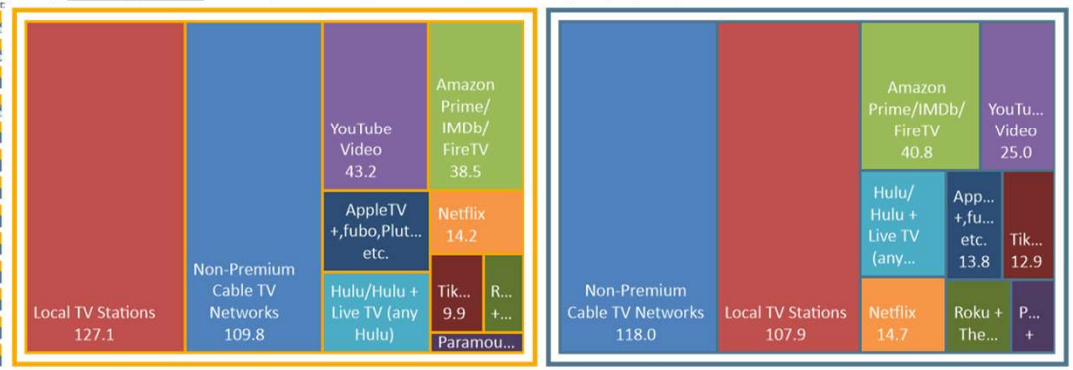
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 164

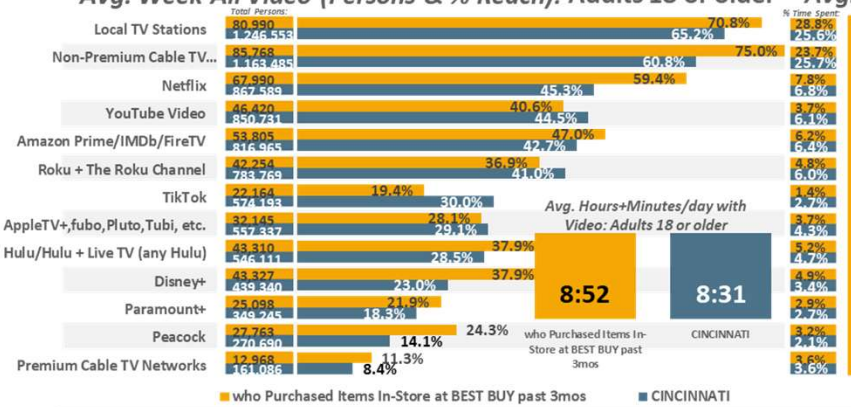
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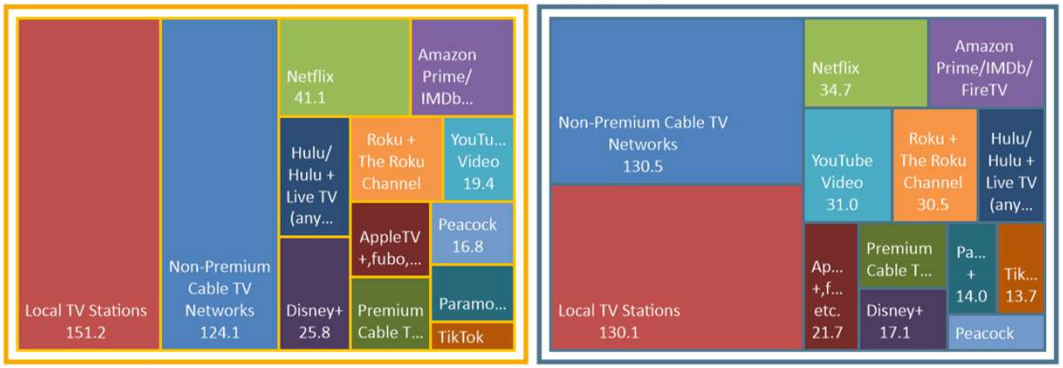
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

80,269 or 70.2% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos watch Ad-Supported Local TV Stations for an average of 146.1 minutes every day representing 34.9% of all time spent daily with Ad-Supported Video.

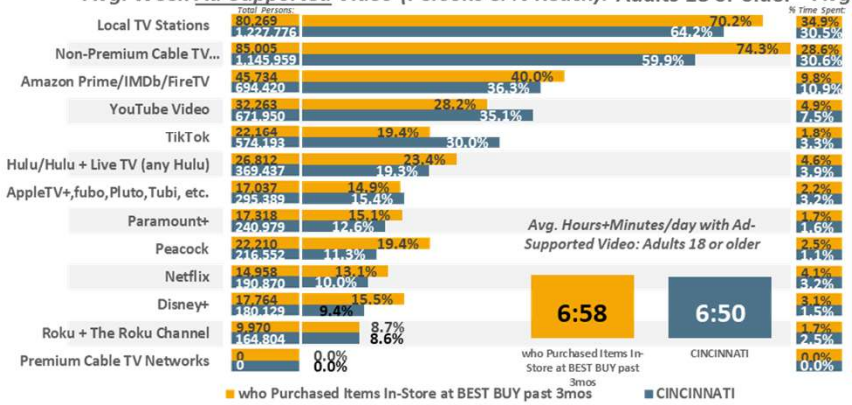
Avg. Week All Video (Persons & % Reach): Adults 18 or older



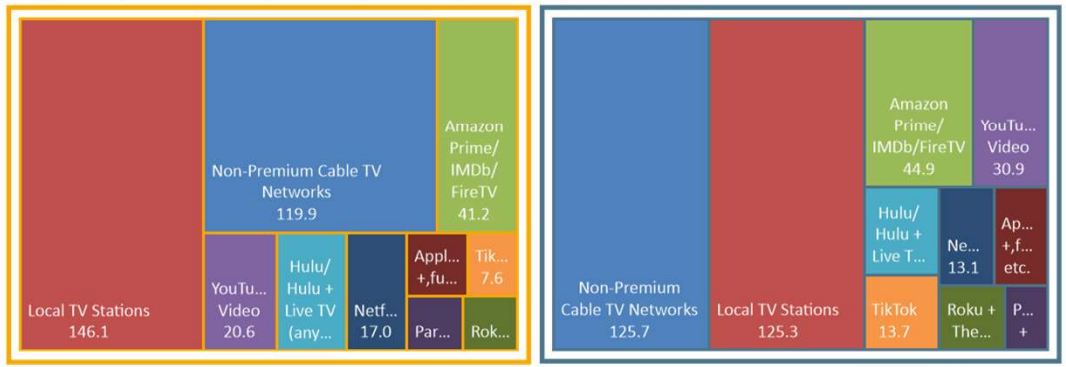
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 131

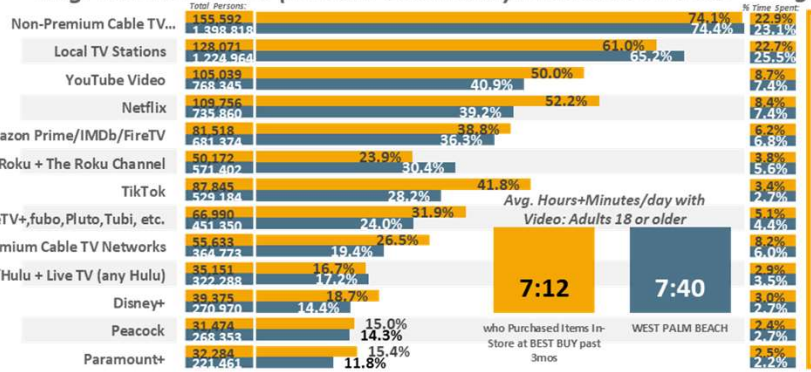
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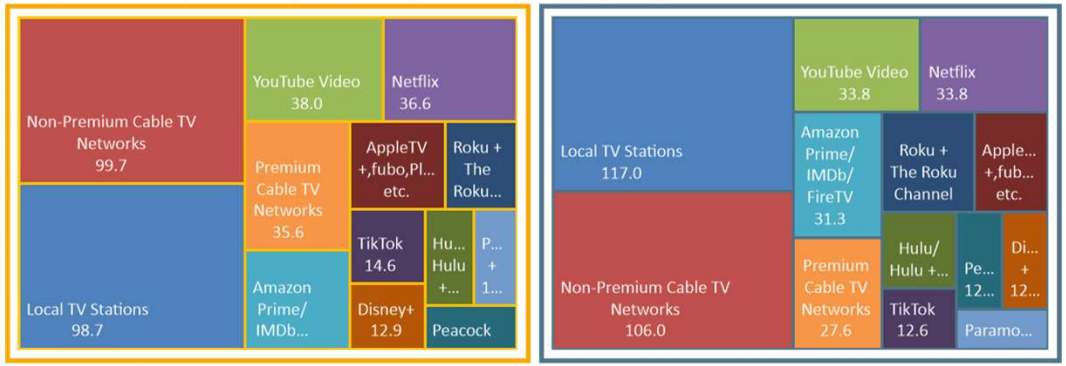
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

125,639 or 59.8% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos watch Ad-Supported Local TV Stations for an average of 94.1 minutes every day representing 26.7% of all time spent daily with Ad-Supported Video.

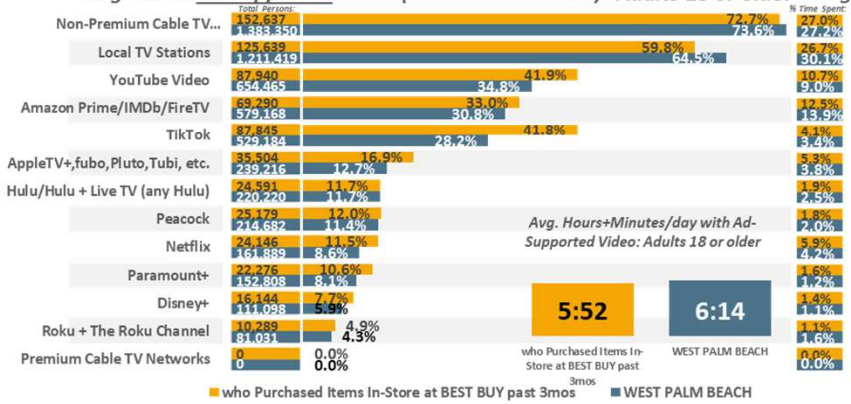
Avg. Week All Video (Persons & % Reach): Adults 18 or older



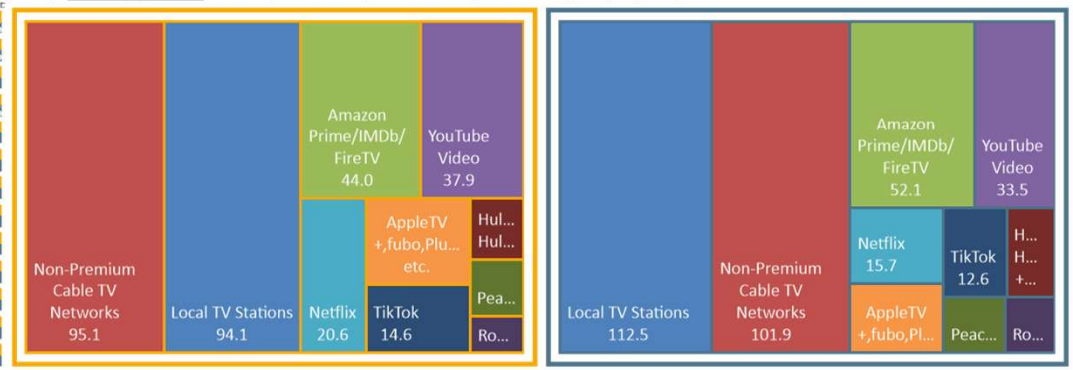
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



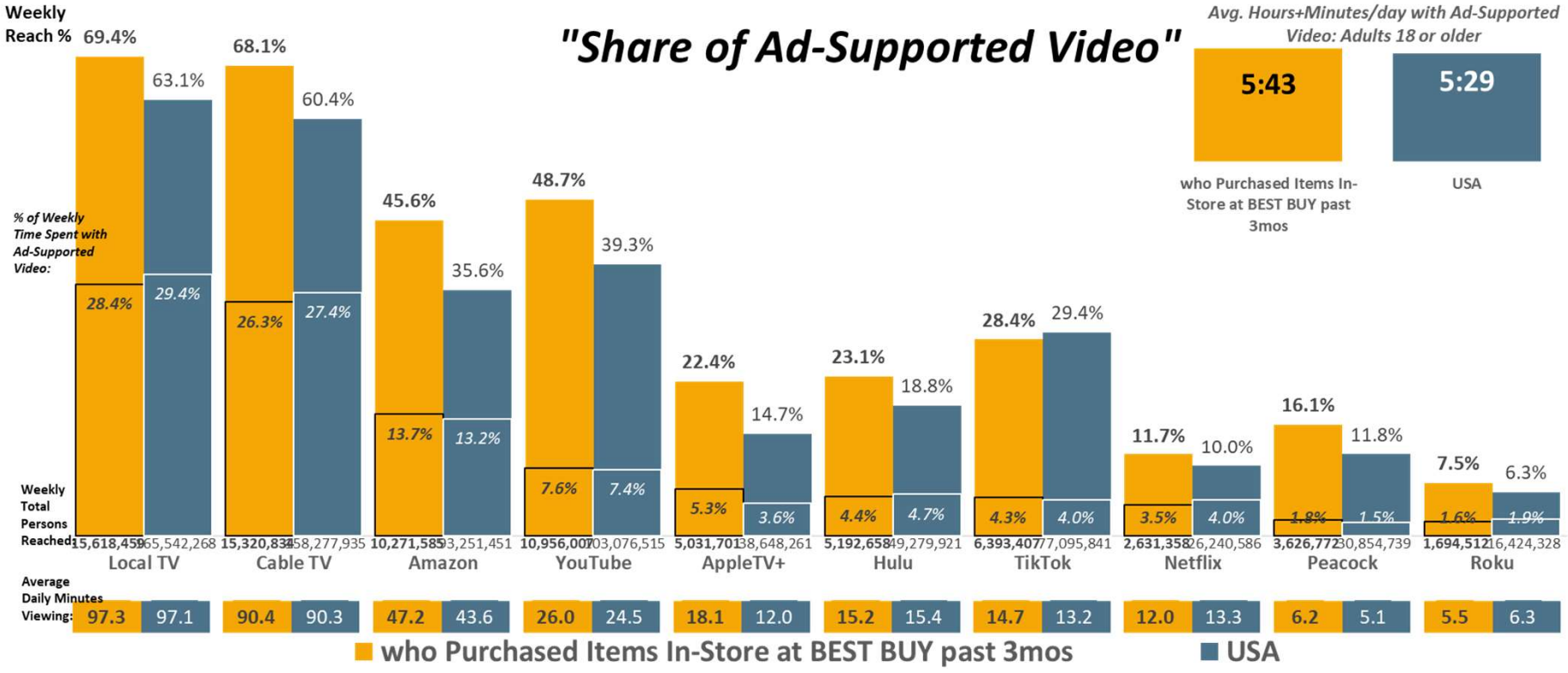
WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 224

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[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

15,618,459 or 69.4% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos watch Ad-Supported Local TV Stations for an average of 97.3 minutes every day representing 28.4% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 2,034

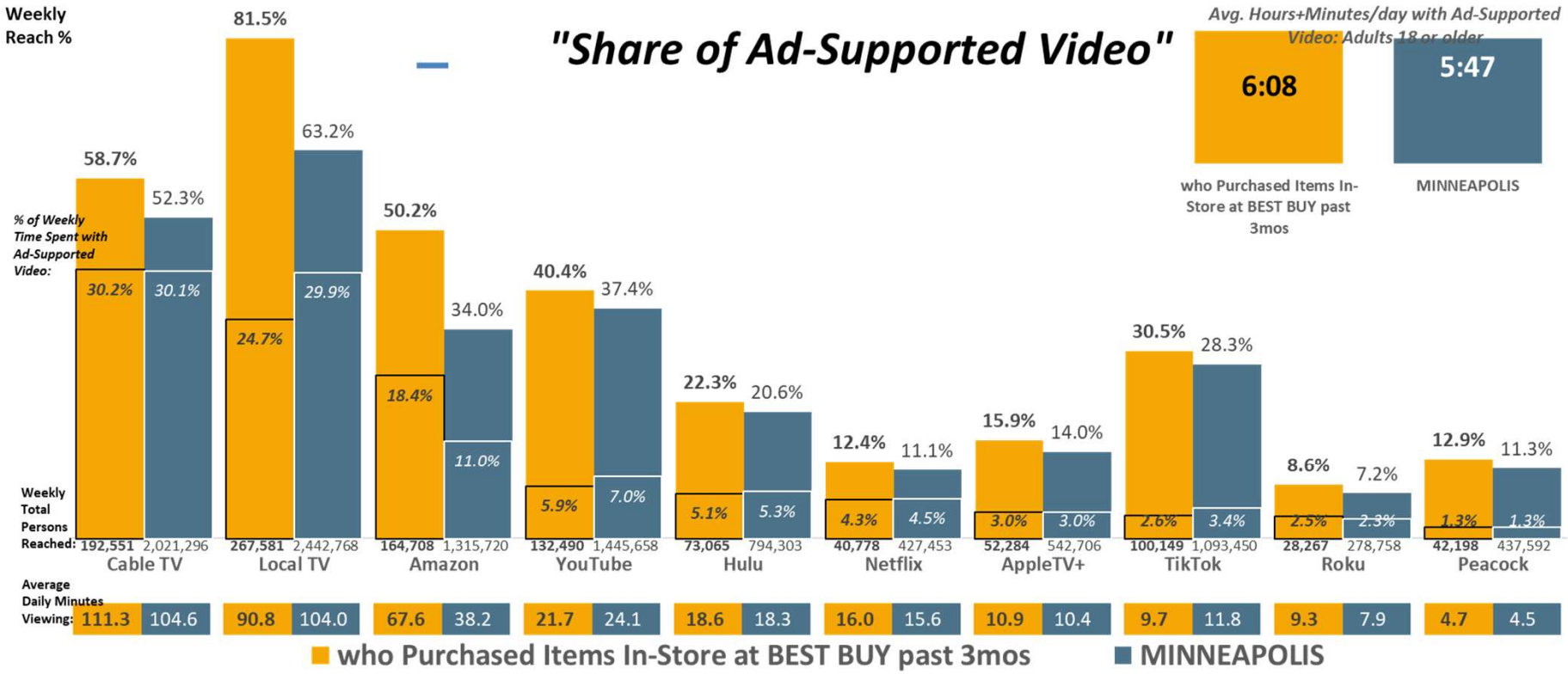
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USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

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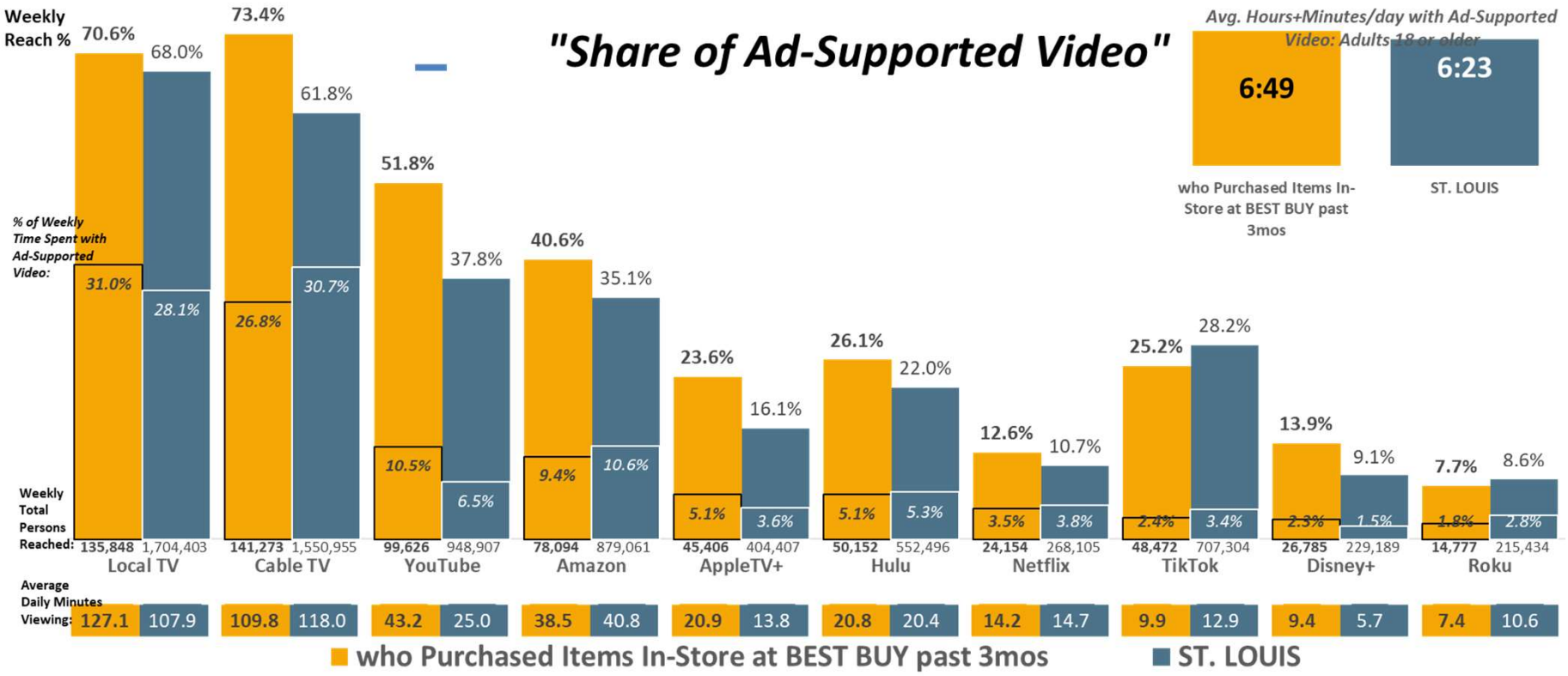
MINNEAPOLIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 170 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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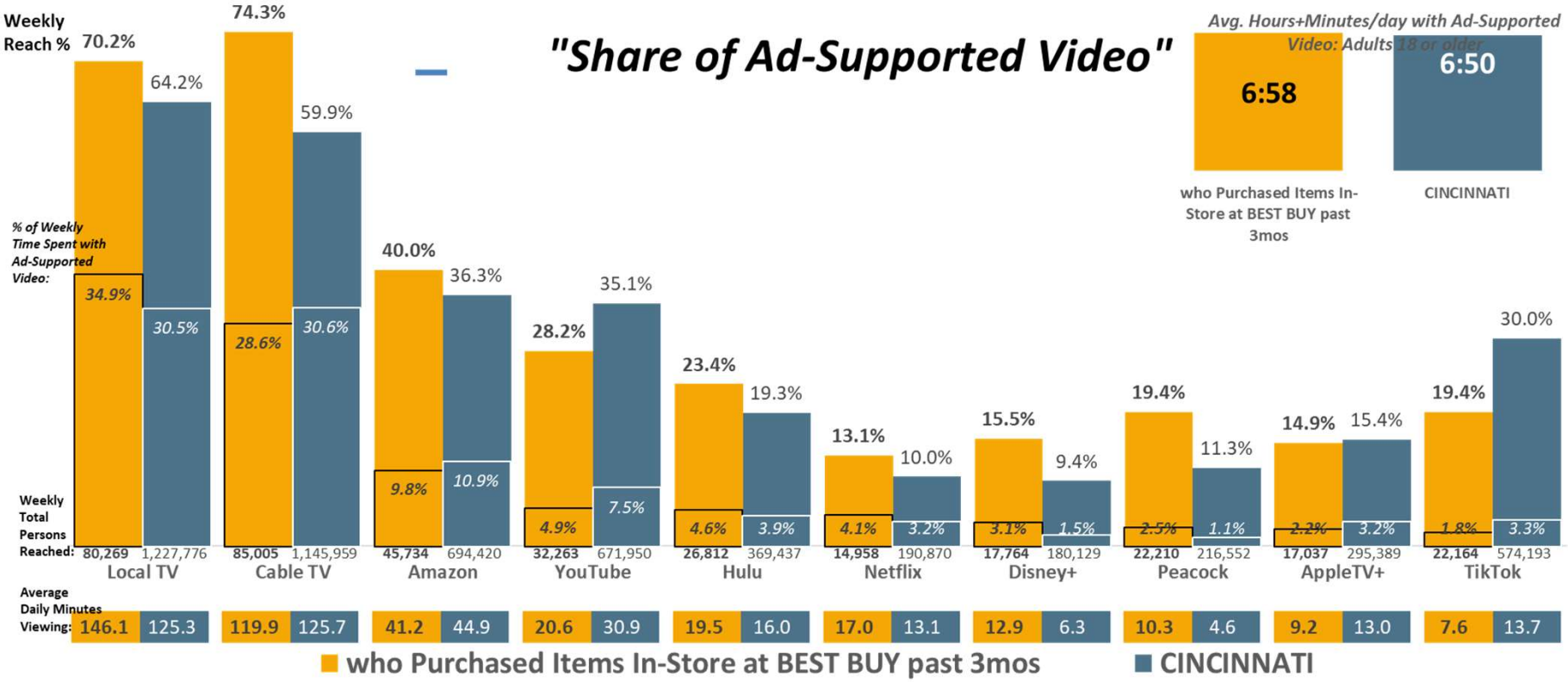
ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 164 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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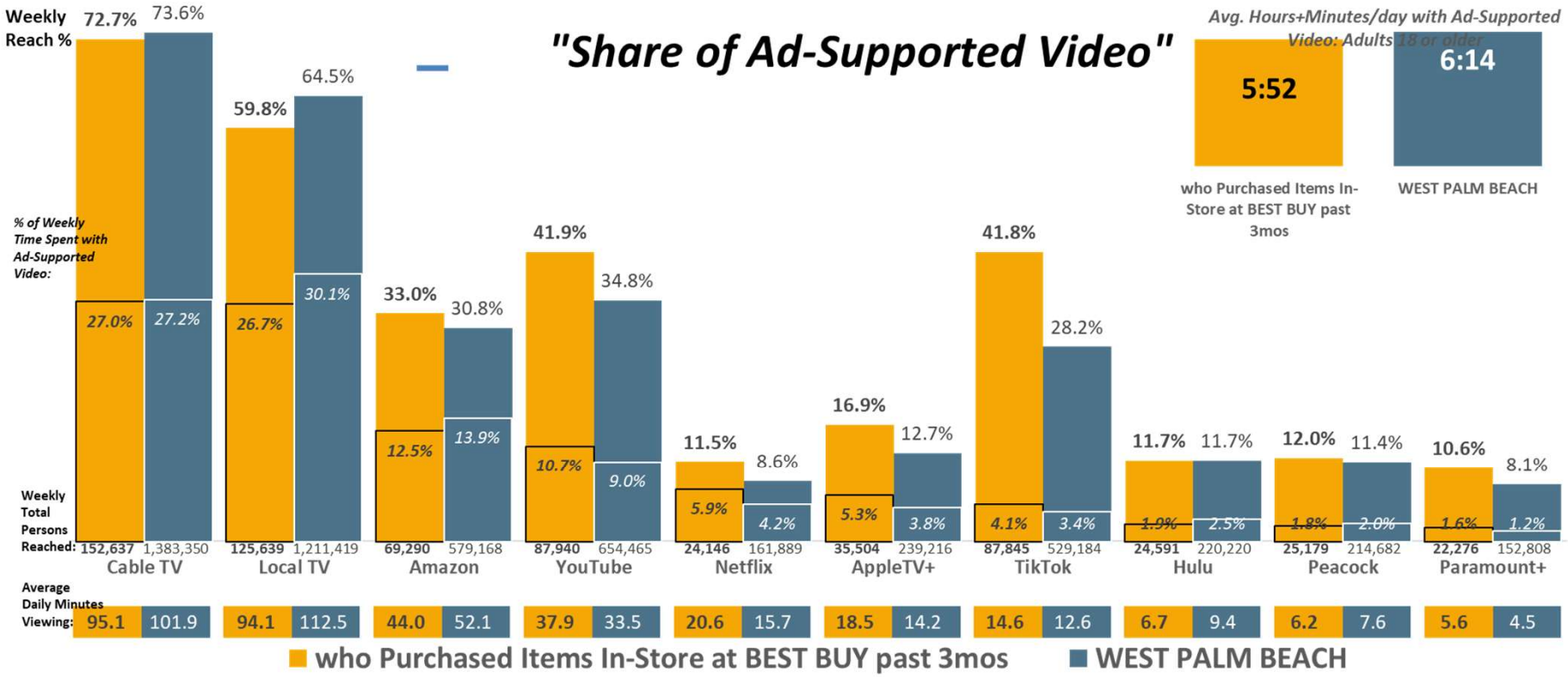
CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 131 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

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[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

125,639 or 59.8% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos watch Ad-Supported Local TV Stations for an average of 94.1 minutes every day representing 26.7% of all time spent daily with Ad-Supported Video.



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 224 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

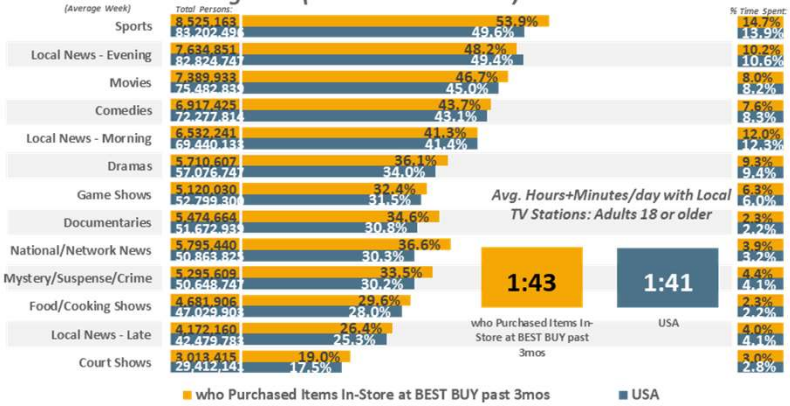
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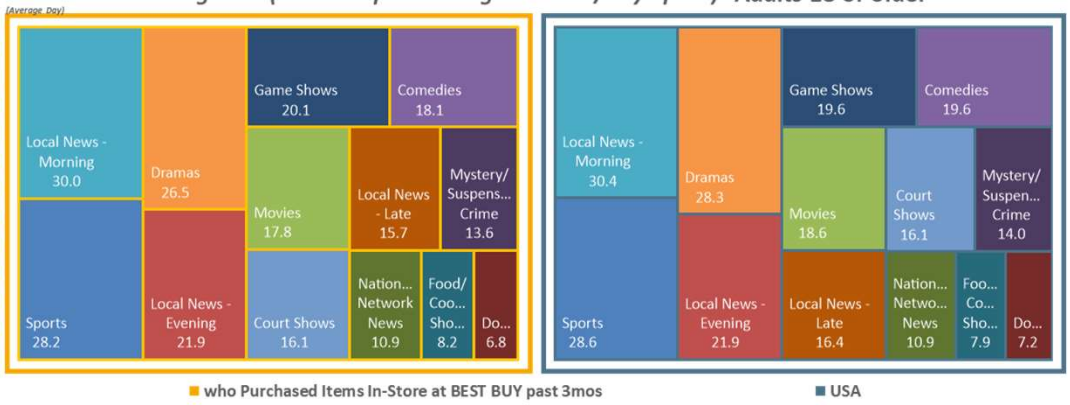
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

15,618,459 or 69.4% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Local News - Morning, Comedies, and Dramas.

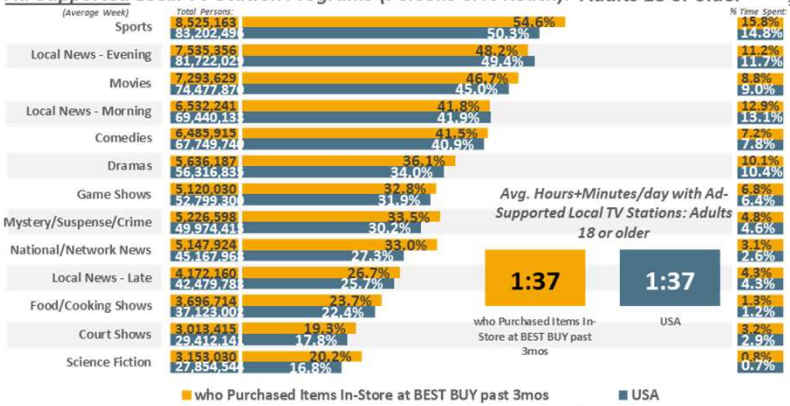
Local TV Station Programs (Persons & % Reach): Adults 18 or older



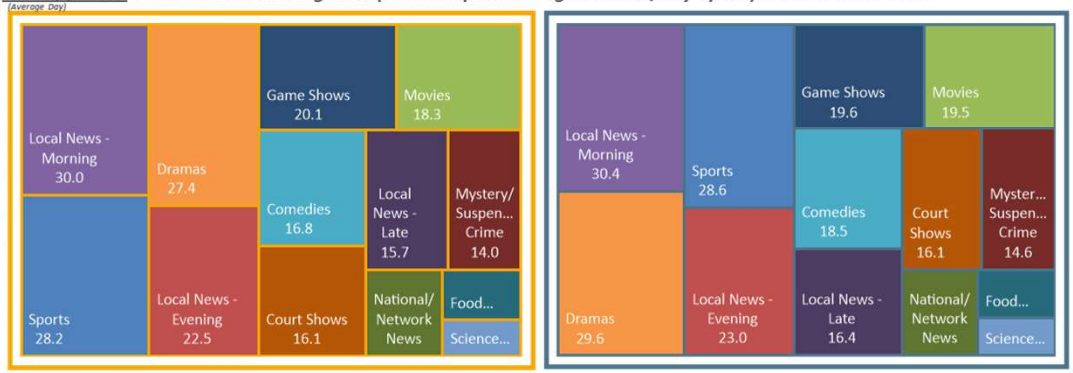
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 2,034

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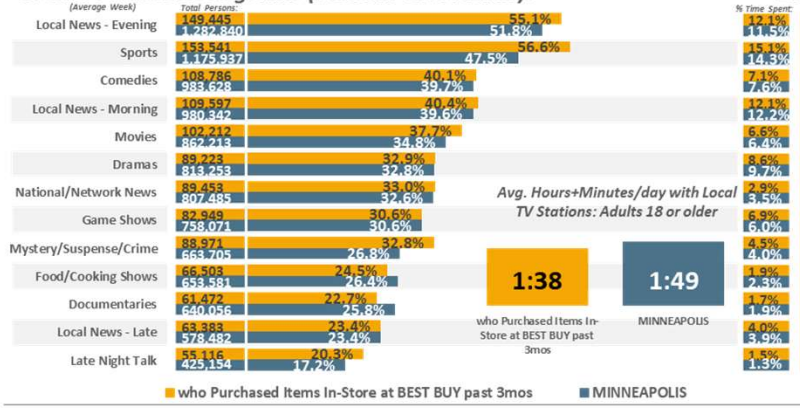
USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

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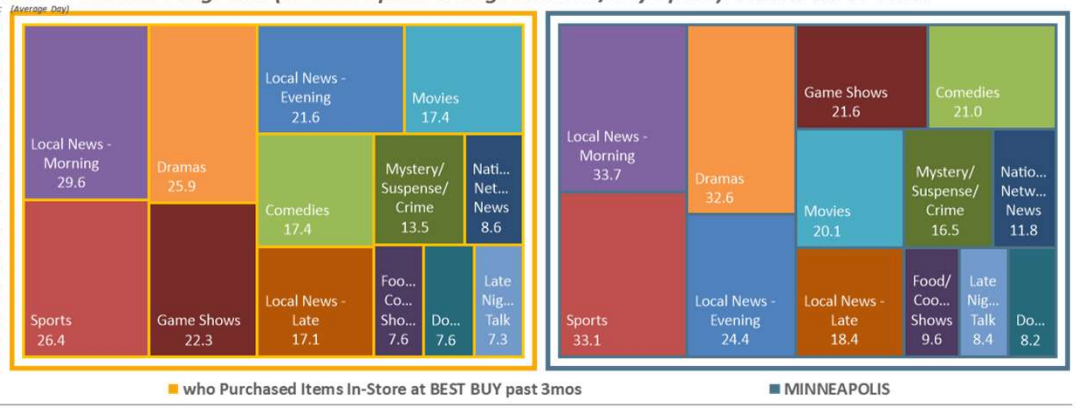
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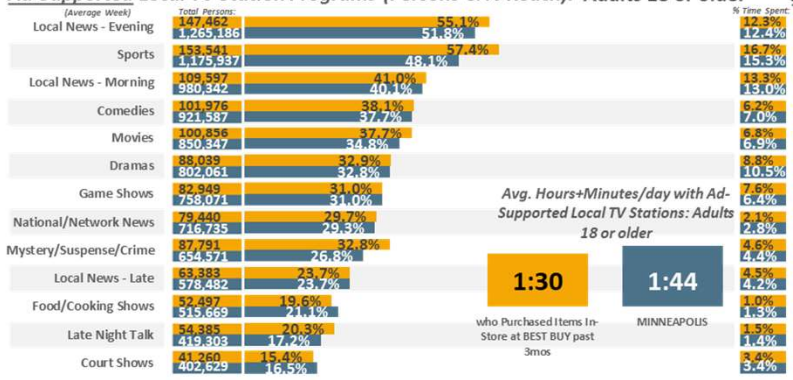
Local TV Station Programs (Persons & % Reach): Adults 18 or older



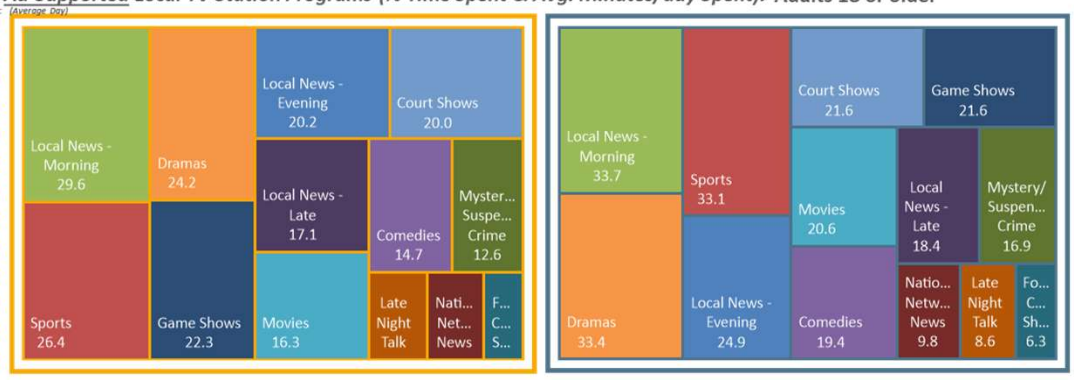
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 170

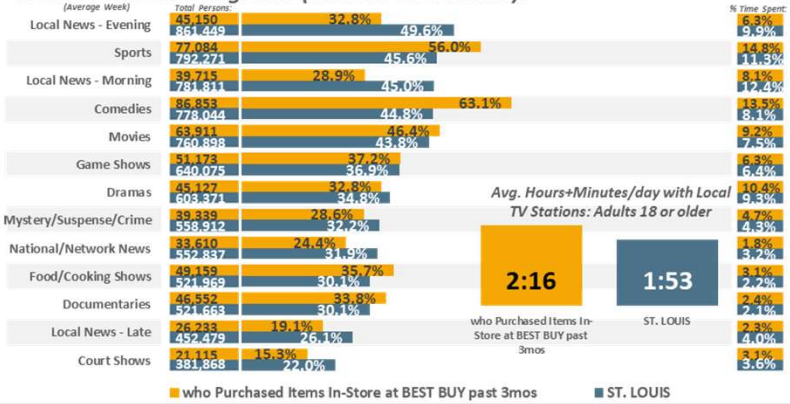
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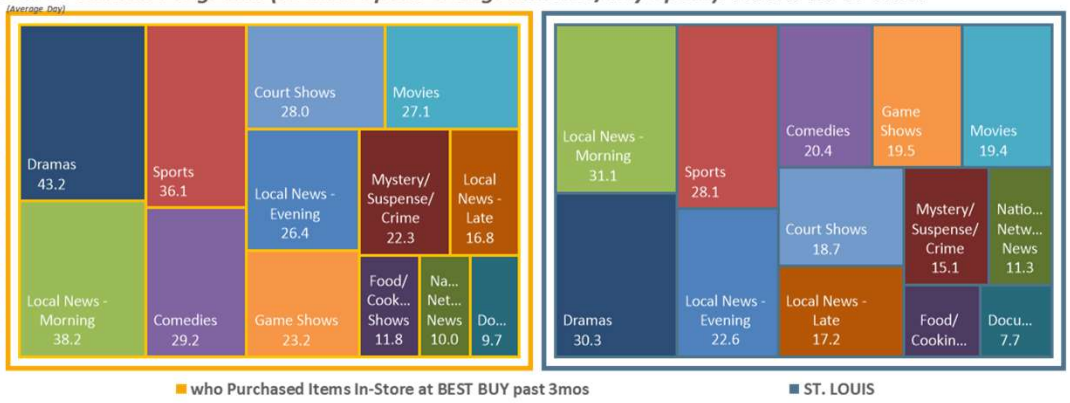
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

135,848 or 70.6% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Sports, Movies, Game Shows, Local News - Evening, and Dramas.

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



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



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



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



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 164

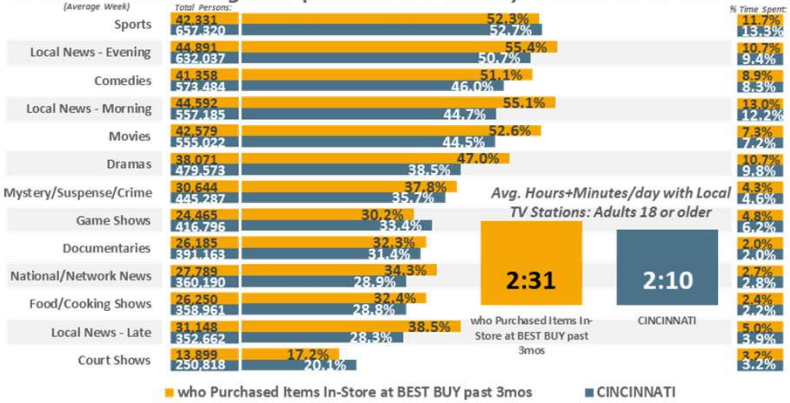
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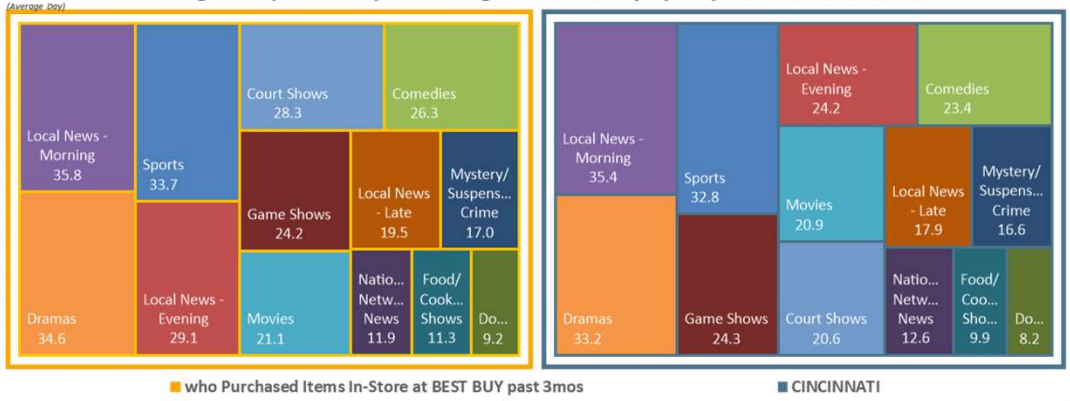
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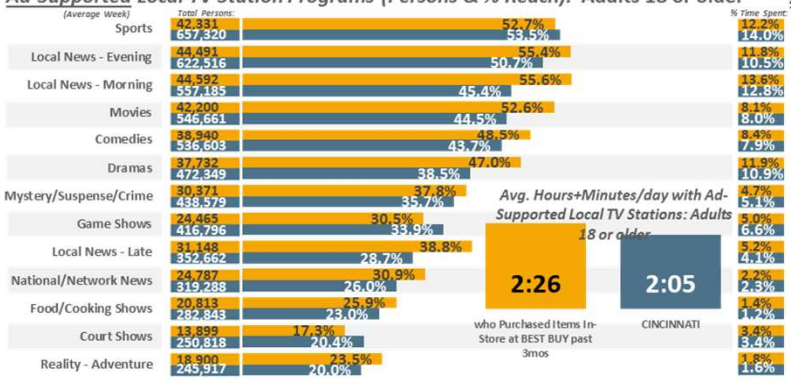
Local TV Station Programs (Persons & % Reach): Adults 18 or older



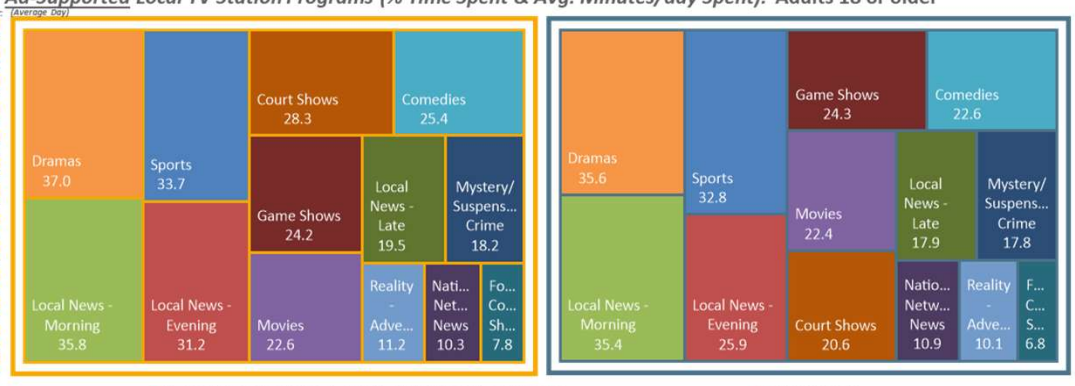
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 131

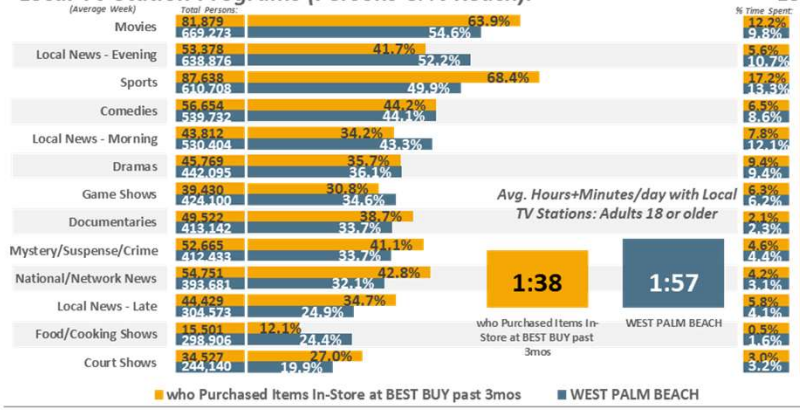
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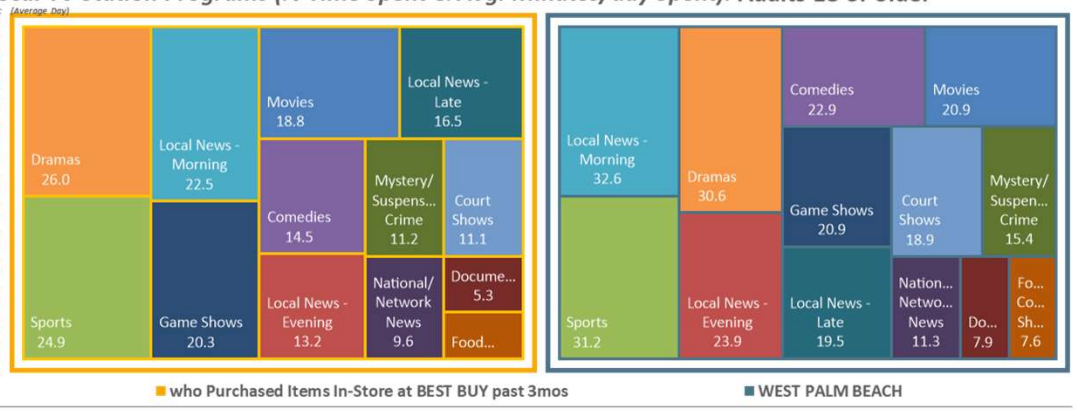
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

125,639 or 59.8% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Comedies, Local News - Evening, Mystery/Suspense/Crime, and National/Network News.

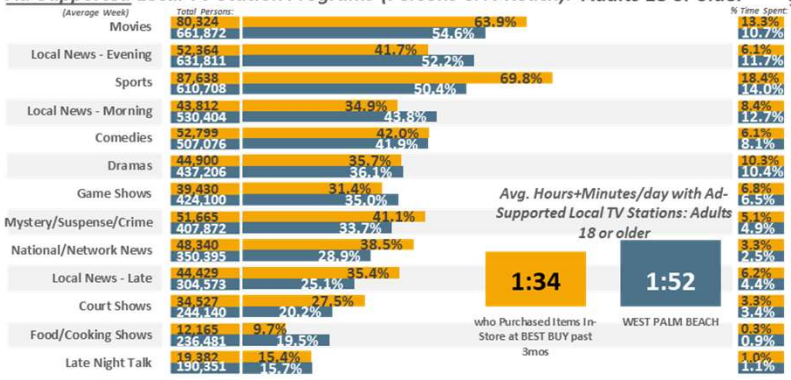
Local TV Station Programs (Persons & % Reach): Adults 18 or older



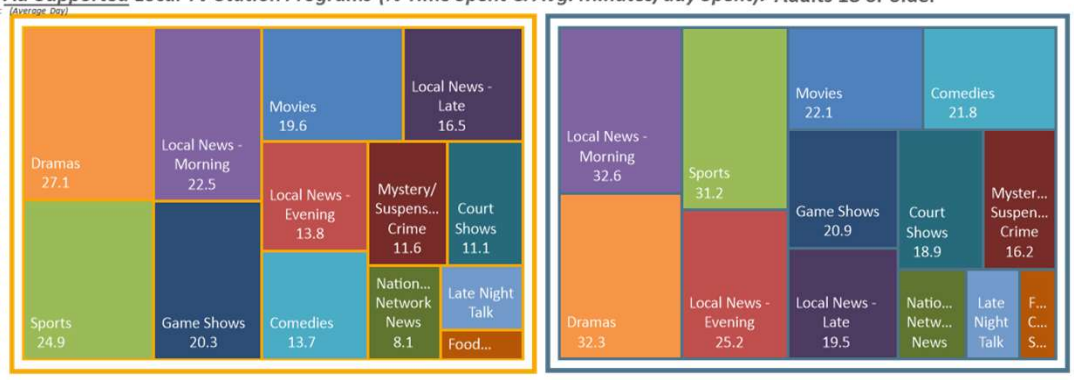
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 224

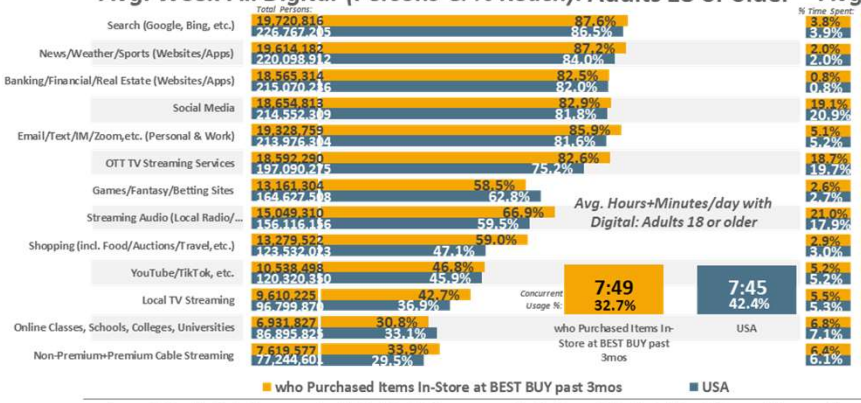
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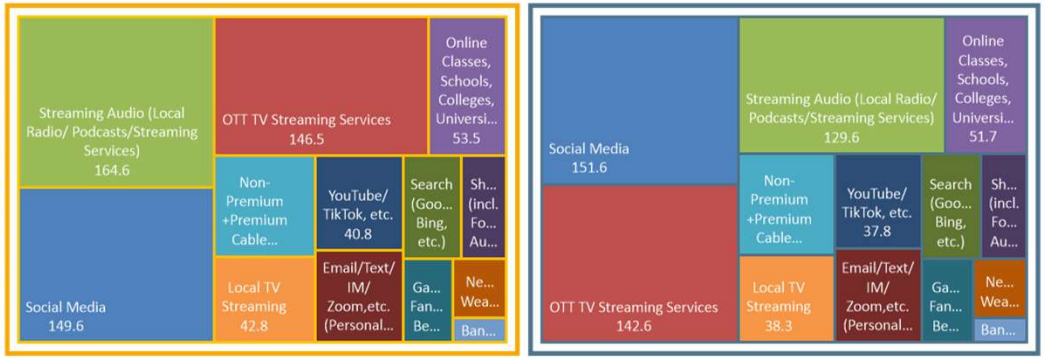
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

16,336,732 or 72.6% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos use Ad-Supported Social Media for an average of 131.1 minutes every day representing 22.4% of all time spent daily with Ad-Supported Digital Media.

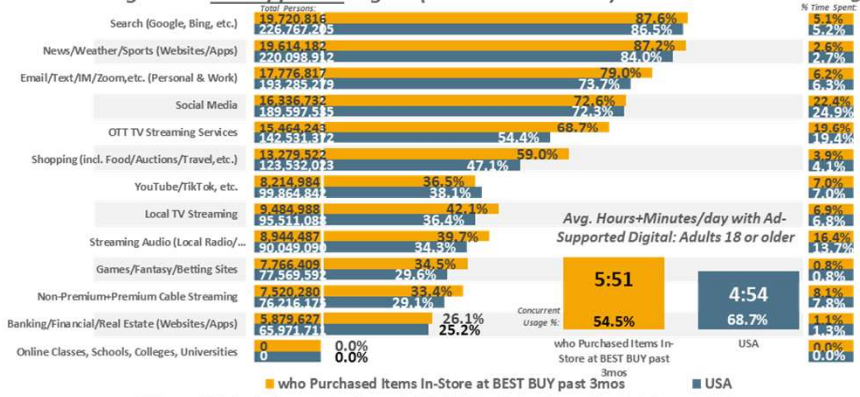
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



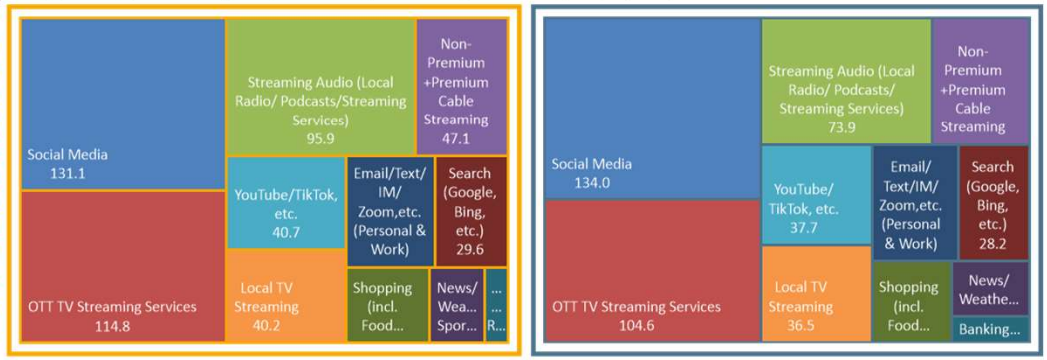
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 2,034

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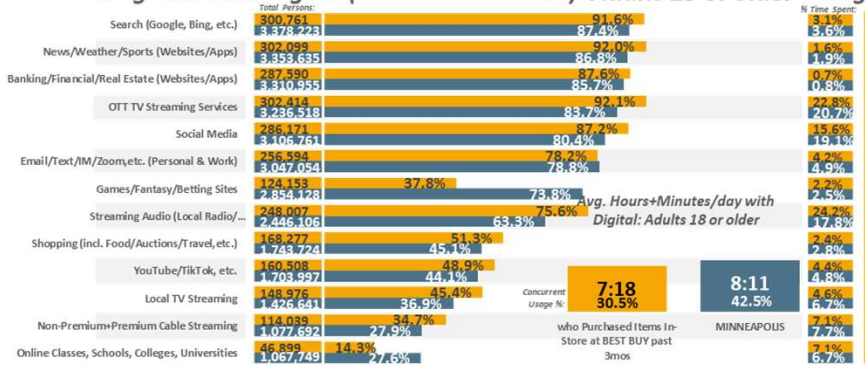
USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

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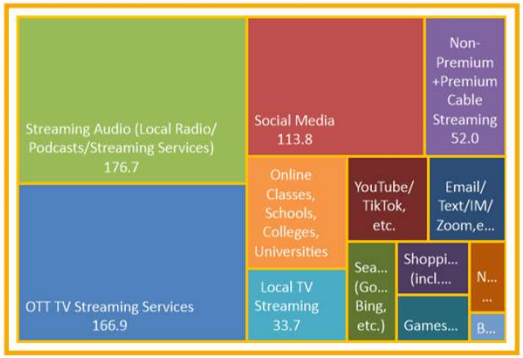
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

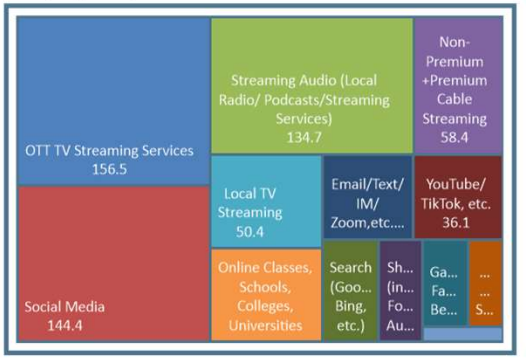
269,179 or 82.% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos use Ad-Supported Social Media for an average of 107. minutes every day representing 19.3% of all time spent daily with Ad-Supported Digital Media.

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

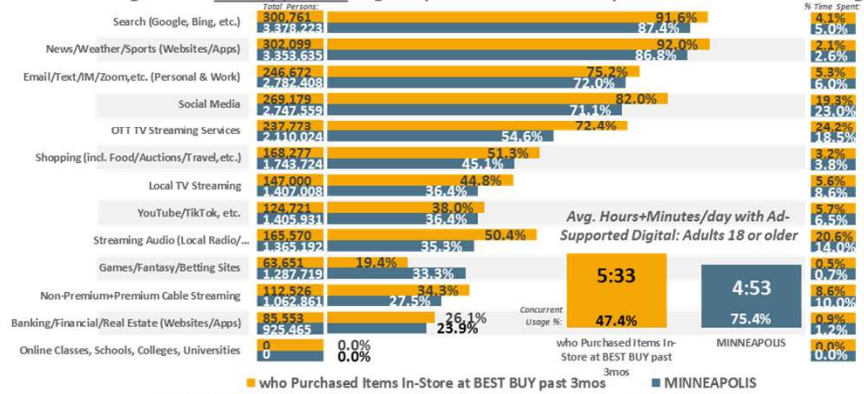


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

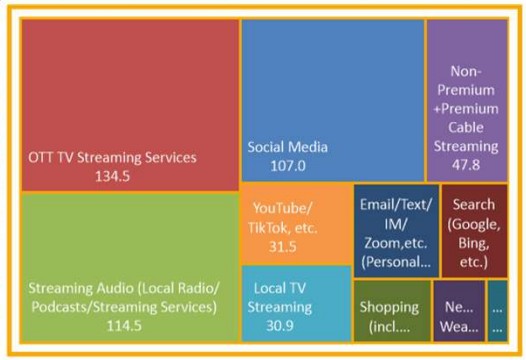


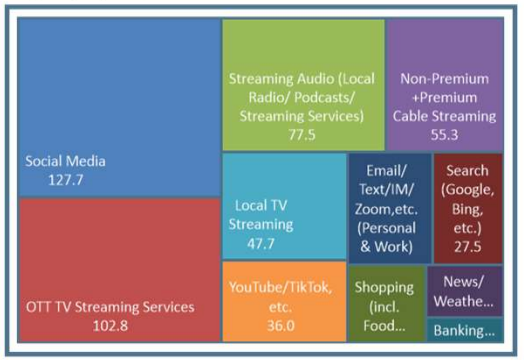


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





MINNEAPOLIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 170

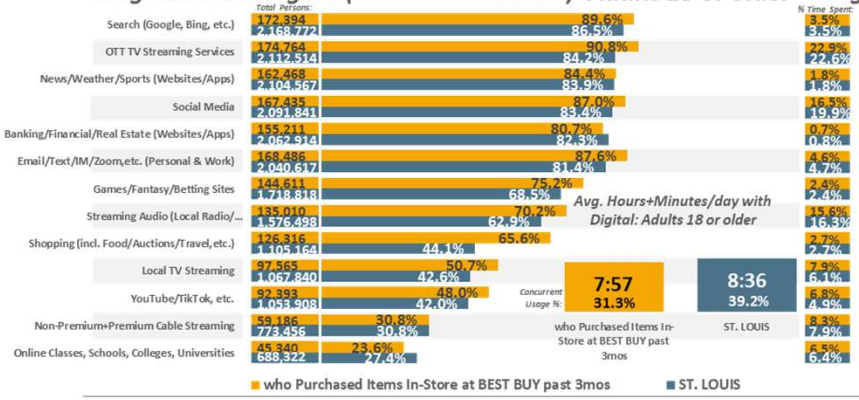
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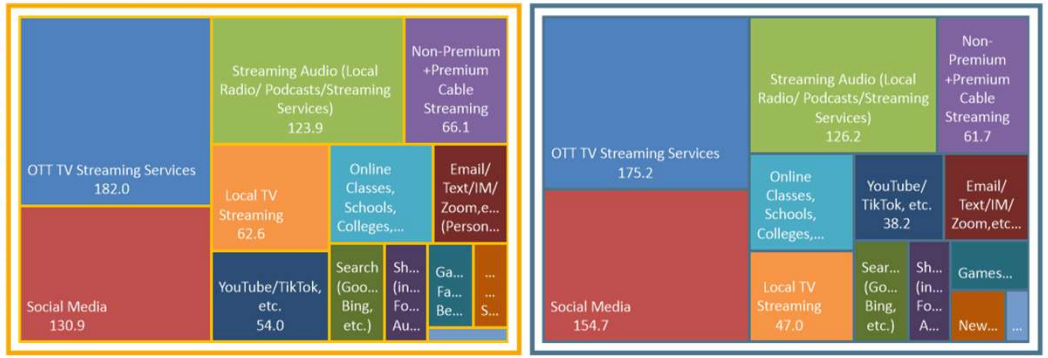
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

151,274 or 78.6% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos use Ad-Supported Social Media for an average of 118.3 minutes every day representing 20.2% of all time spent daily with Ad-Supported Digital Media.

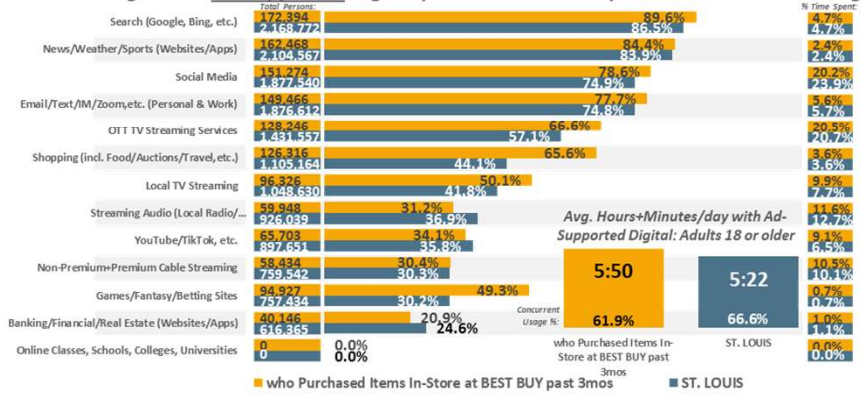
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



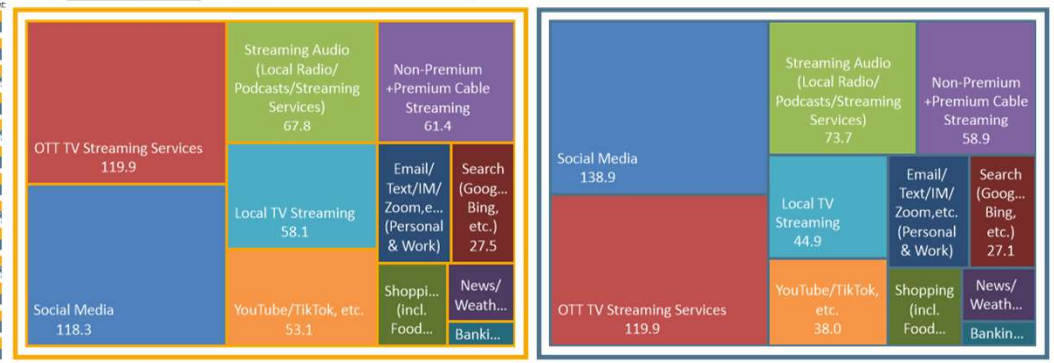
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 164

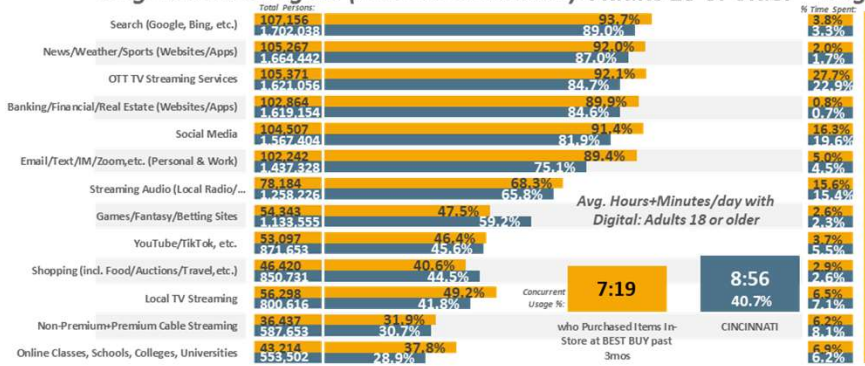
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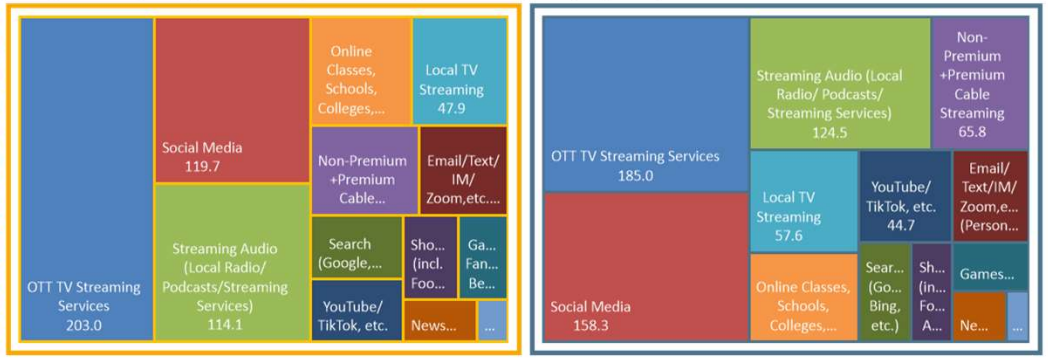
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

99,627 or 87.1% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos use Ad-Supported Social Media for an average of 114.1 minutes every day representing 21.8% of all time spent daily with Ad-Supported Digital Media.

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



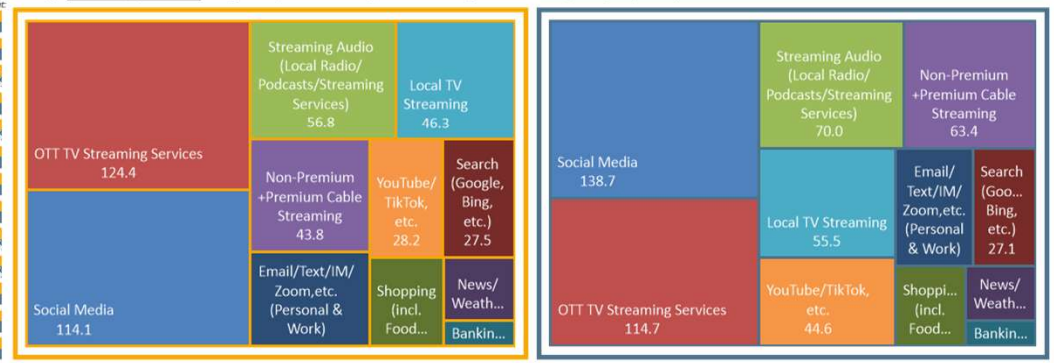
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 131

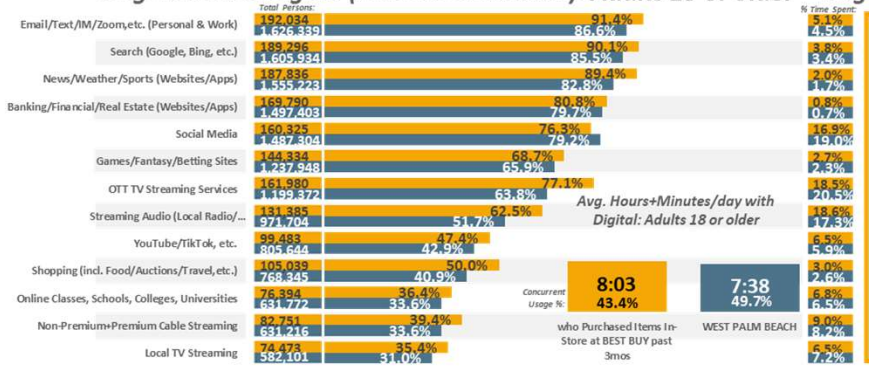
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[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

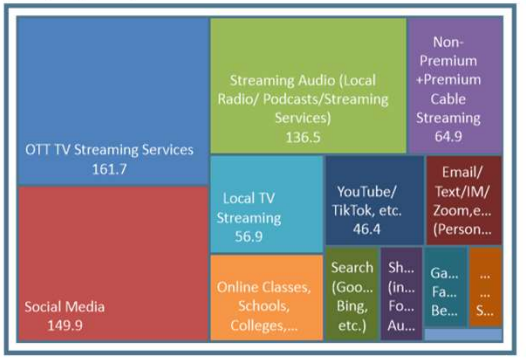
130,497 or 62.1% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos use Ad-Supported Social Media for an average of 110.5 minutes every day representing 18.6% of all time spent daily with Ad-Supported Digital Media.

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

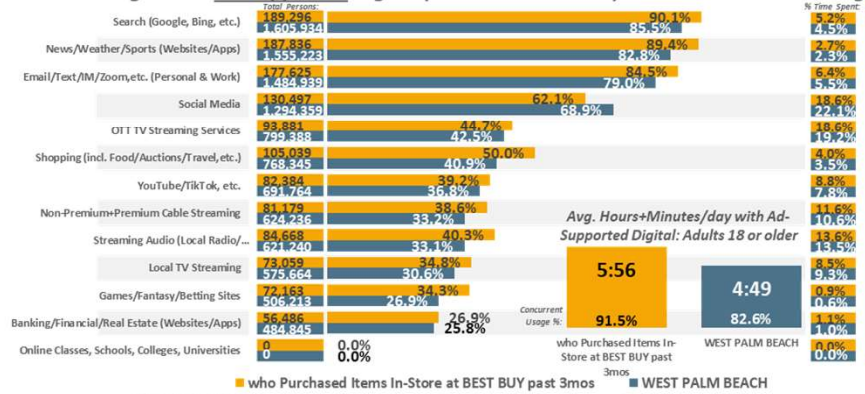


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

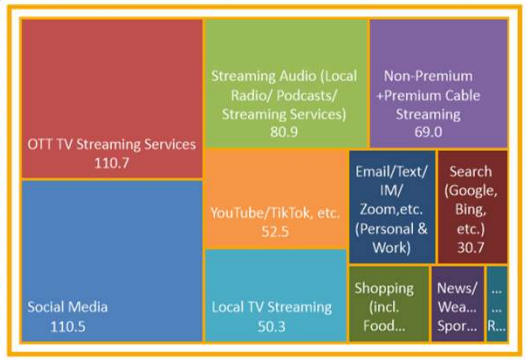


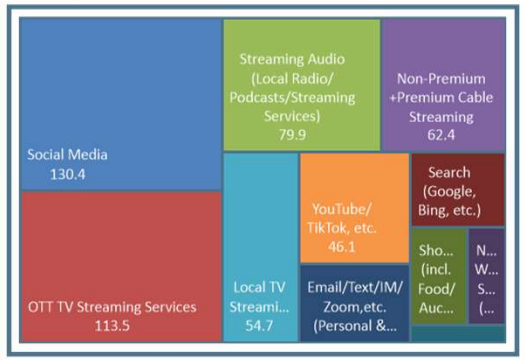


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 224

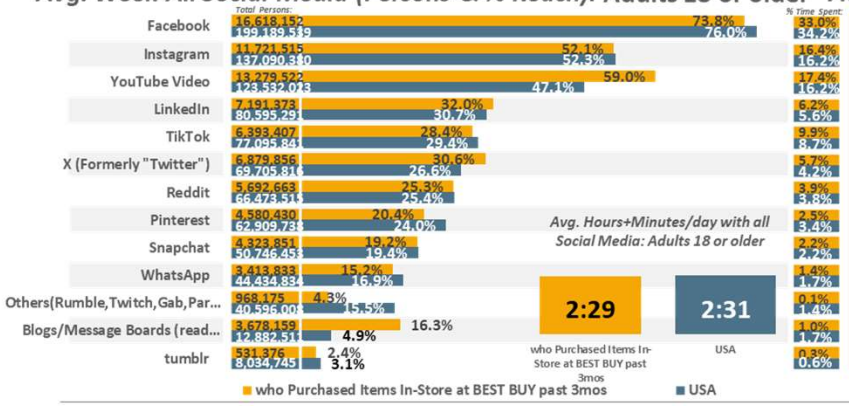
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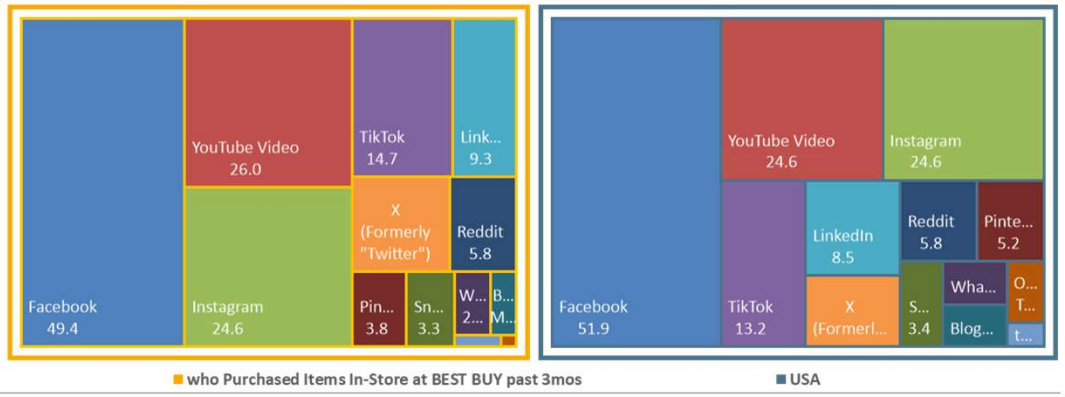
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

16,336,732 or 72.6% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos use Ad-Supported Facebook for an average of 44.8 minutes every day representing 34.2% of all time spent daily with Ad-Supported Social Media.

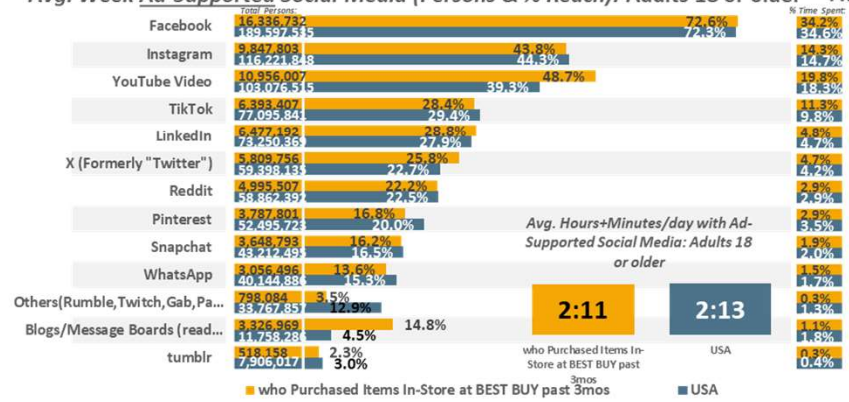
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



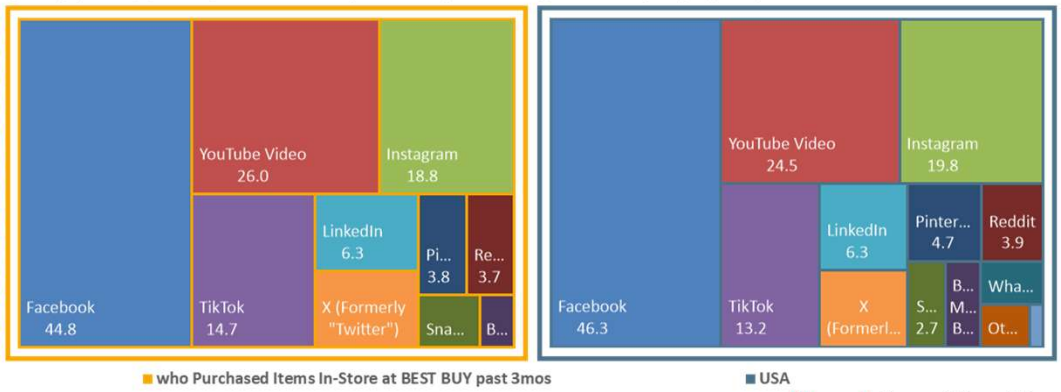
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 2,034

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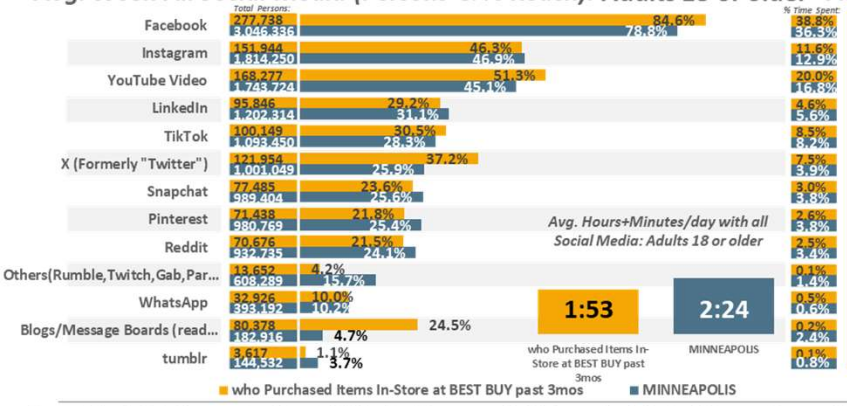
USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

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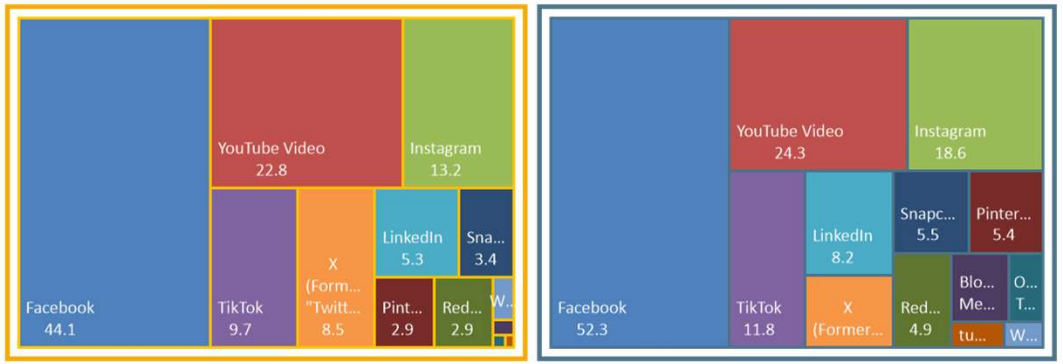
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

269,179 or 82.% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos use Ad-Supported Facebook for an average of 39.7 minutes every day representing 37.1% of all time spent daily with Ad-Supported Social Media.

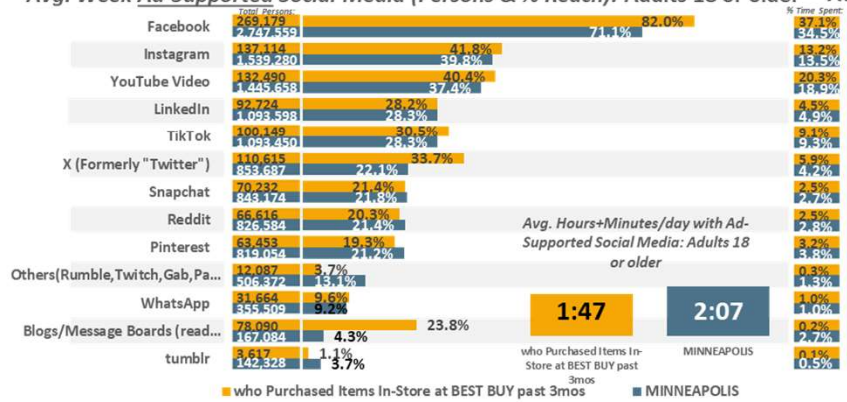
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



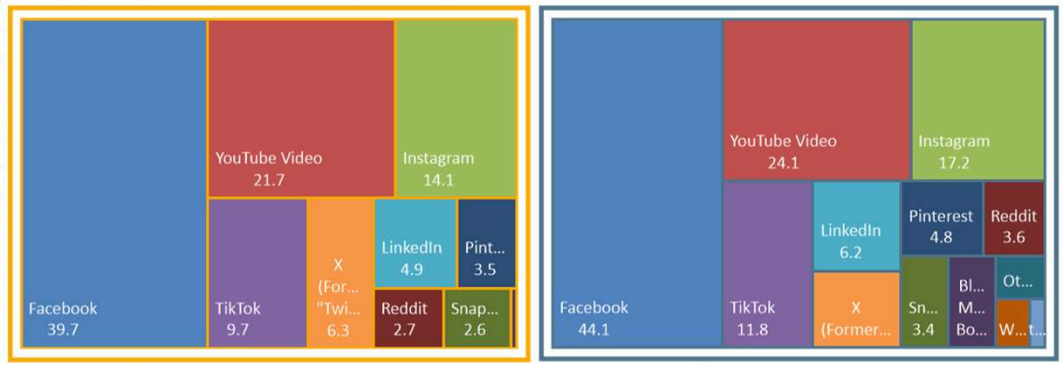
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 170

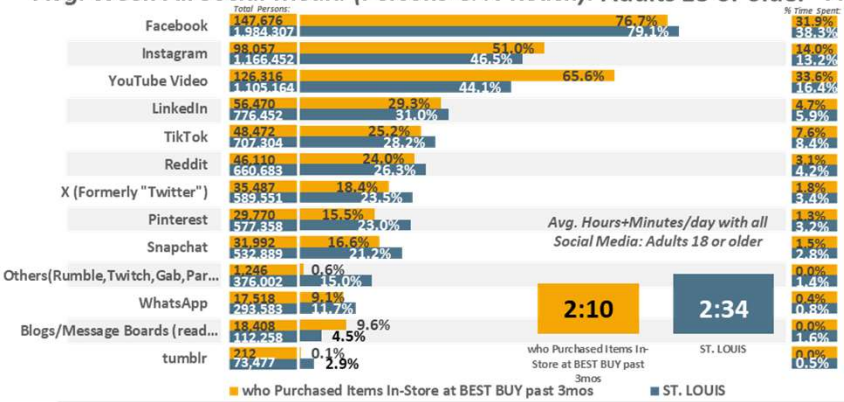
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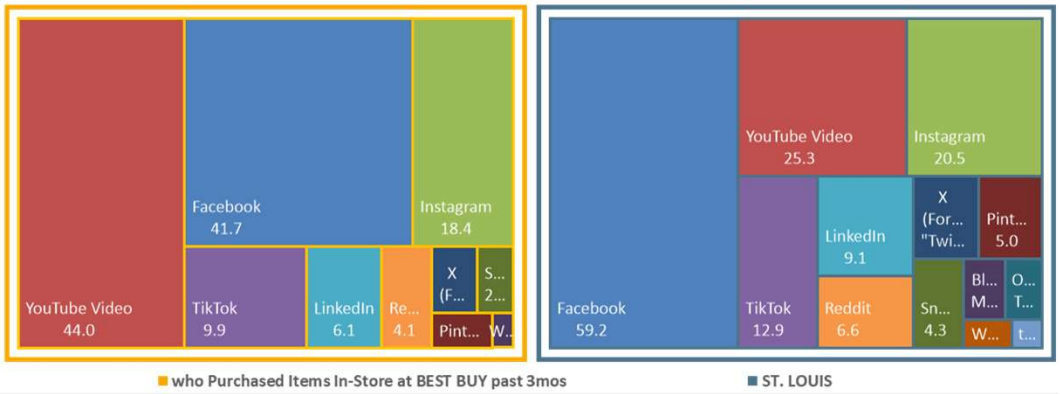
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

99,626 or 51.8% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos use Ad-Supported YouTube Video for an average of 43.2 minutes every day representing 36.5% of all time spent daily with Ad-Supported Social Media.

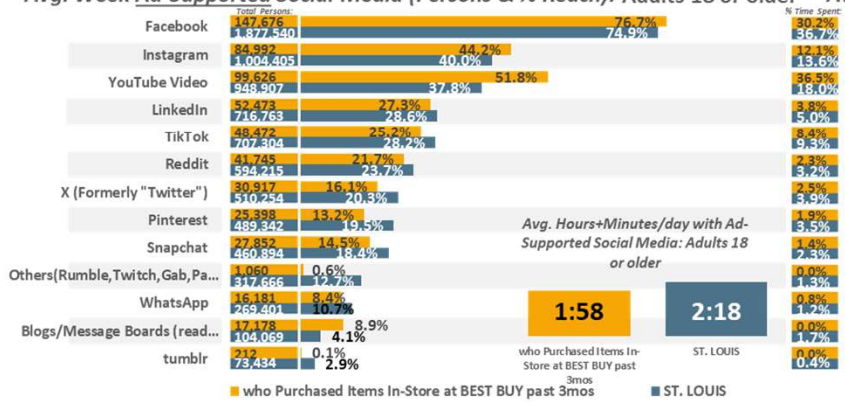
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



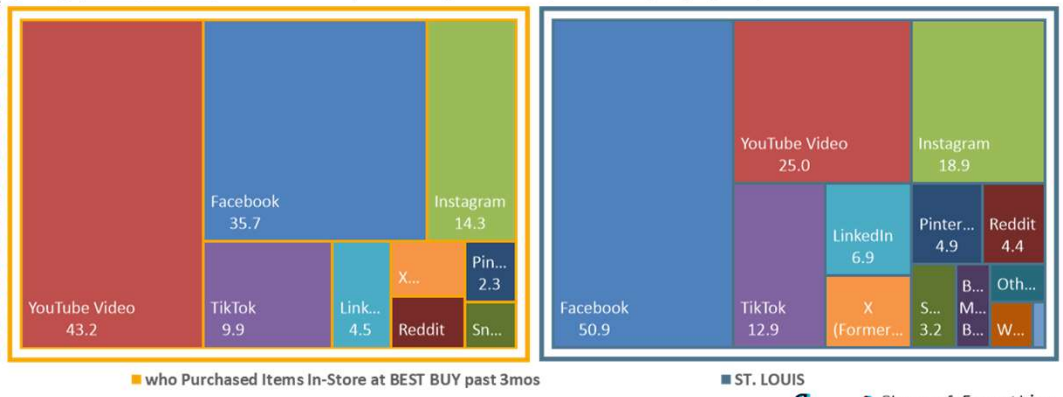
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 164

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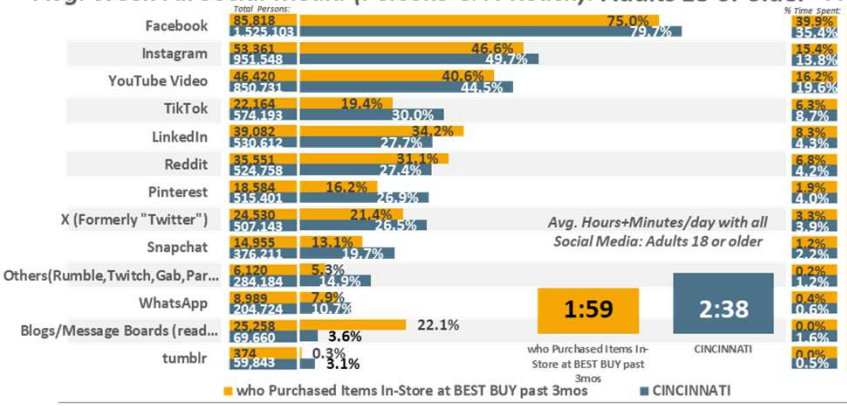
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[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

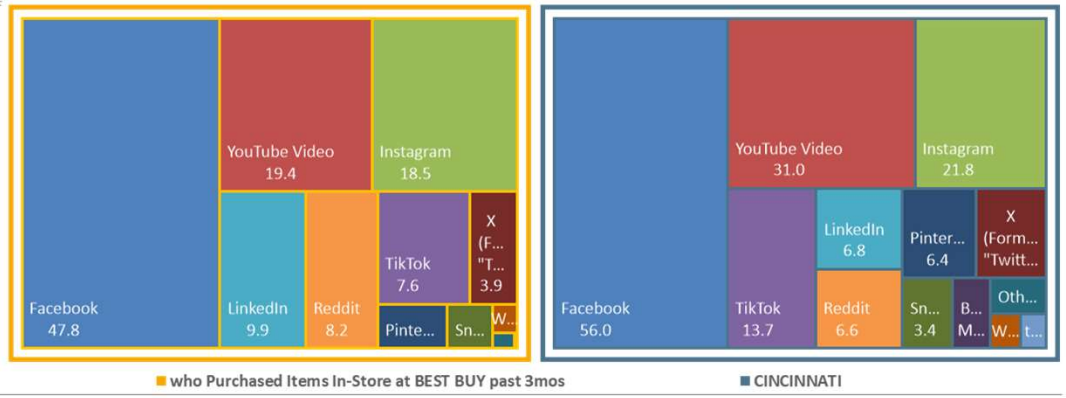
BEST BUY CIN

85,818 or 75.% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos use Ad-Supported Facebook for an average of 44.9 minutes every day representing 39.3% of all time spent daily with Ad-Supported Social Media.

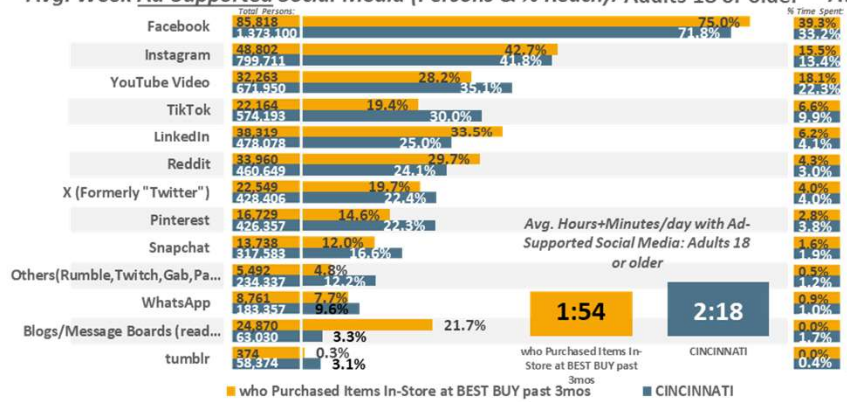
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



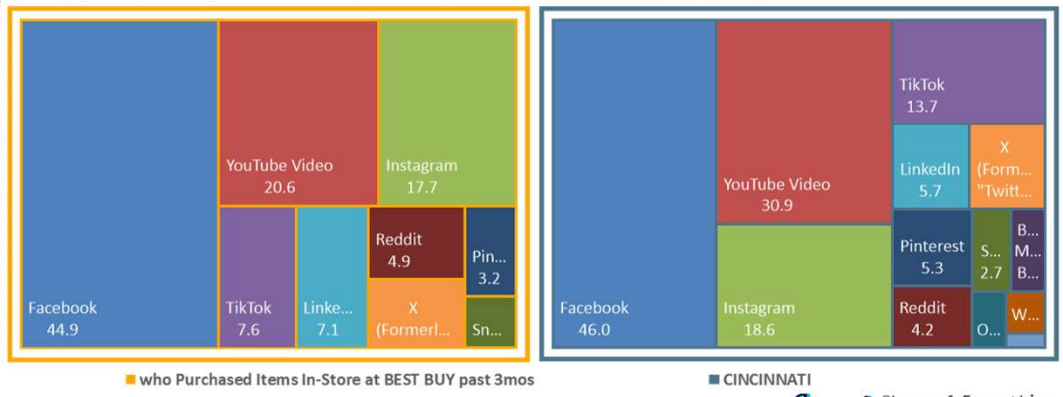
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 131

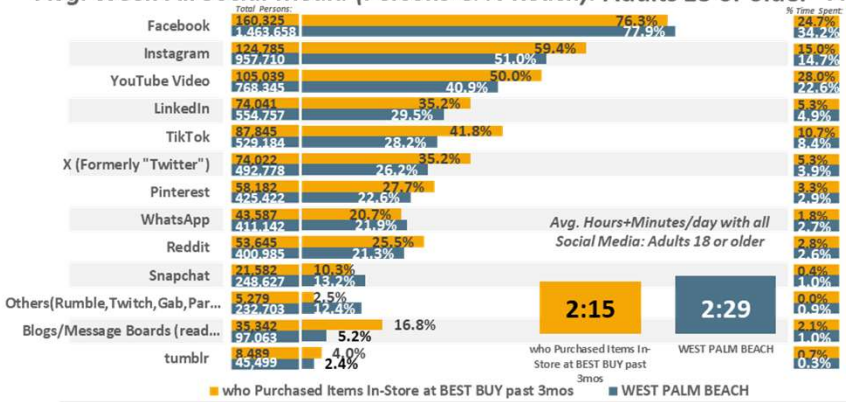
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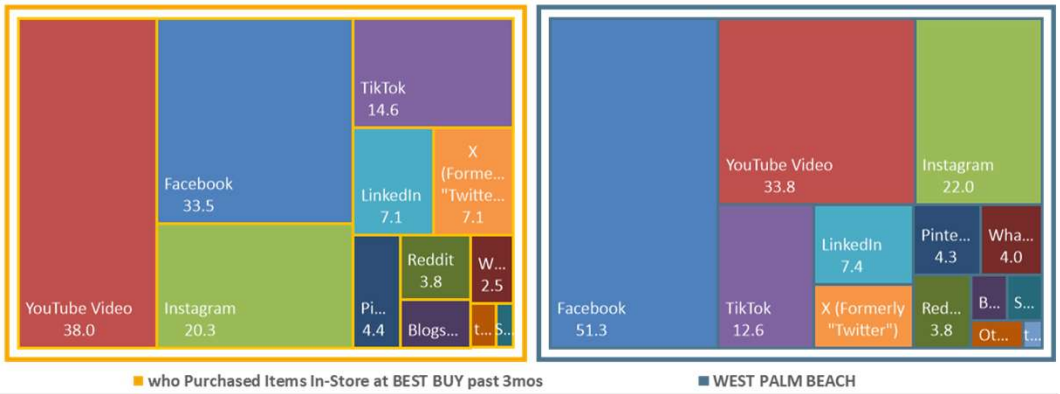
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

87,940 or 41.9% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos use Ad-Supported YouTube Video for an average of 37.9 minutes every day representing 34.3% of all time spent daily with Ad-Supported Social Media.

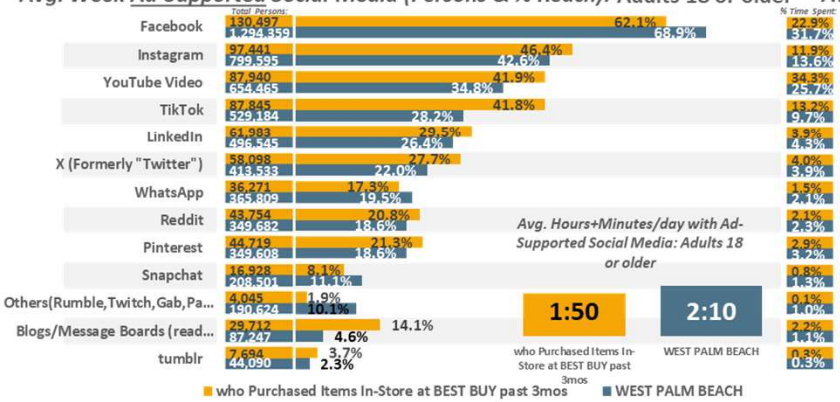
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



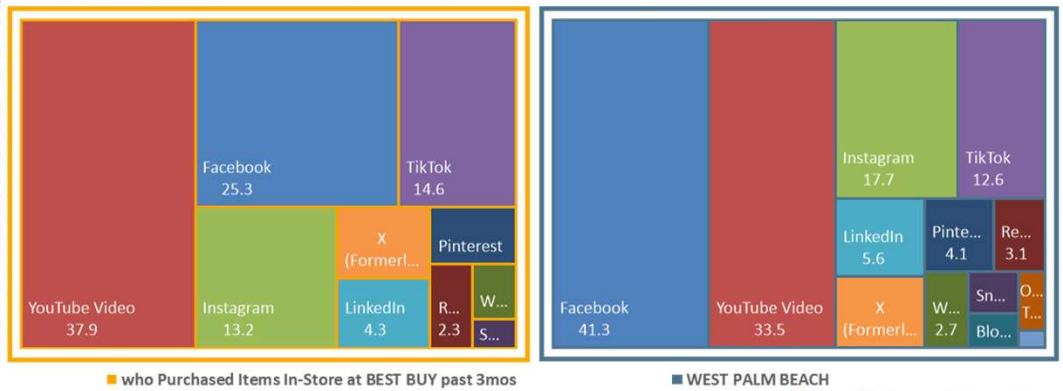
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



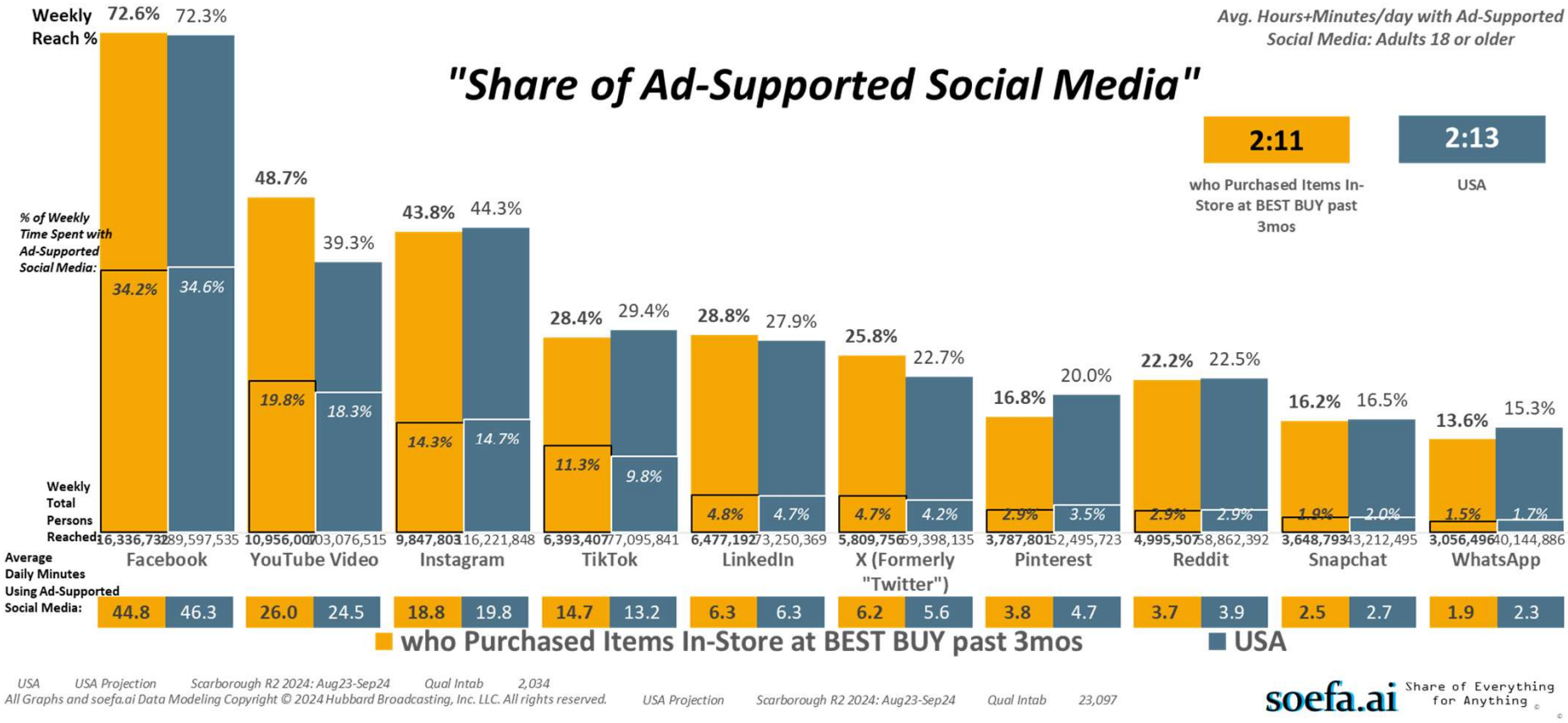
WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 224

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[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

16,336,732 or 72.6% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos use Ad-Supported Facebook for an average of 44.8 minutes every day representing 34.2% of all time spent daily with Ad-Supported Social Media.



USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 2,034

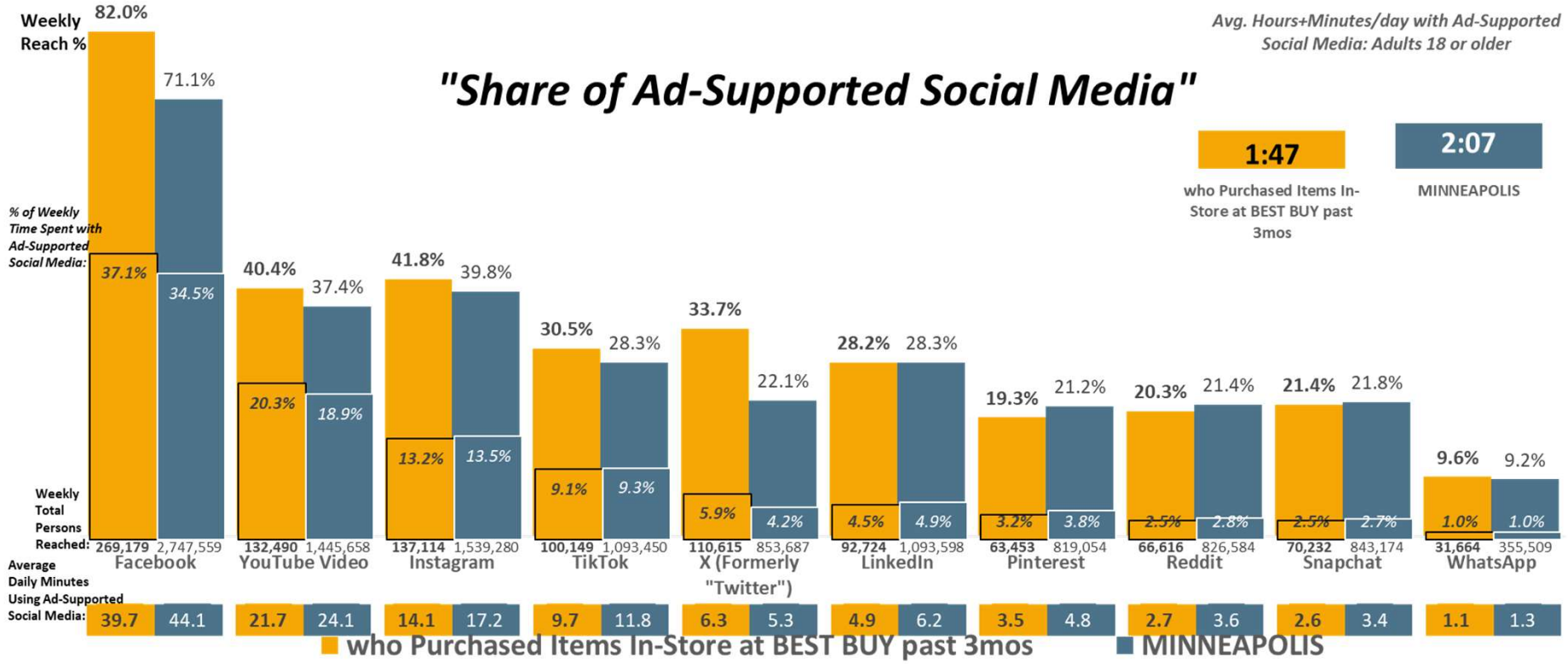
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USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

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[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

269,179 or 82.% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos use Ad-Supported Facebook for an average of 39.7 minutes every day representing 37.1% of all time spent daily with Ad-Supported Social Media.



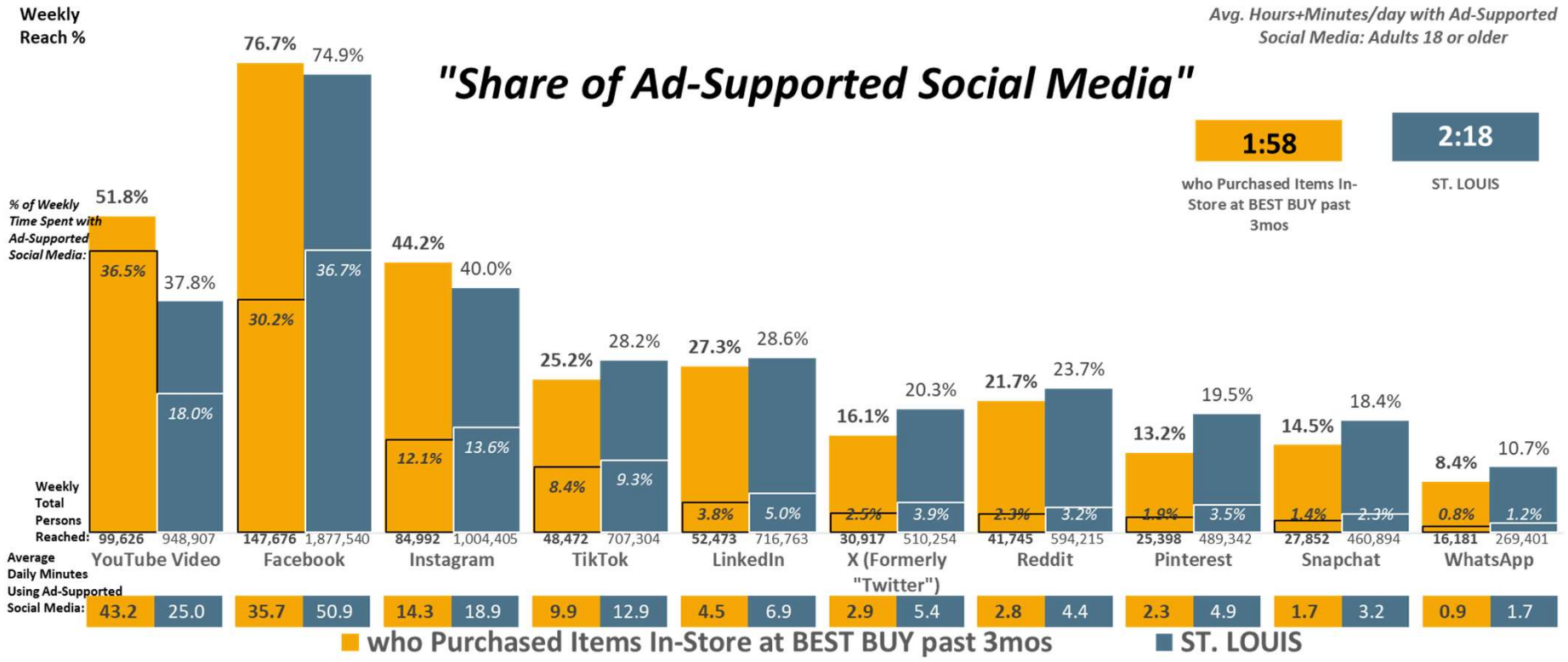
MINNEAPOLIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 170 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

99,626 or 51.8% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos use Ad-Supported YouTube Video for an average of 43.2 minutes every day representing 36.5% of all time spent daily with Ad-Supported Social Media.



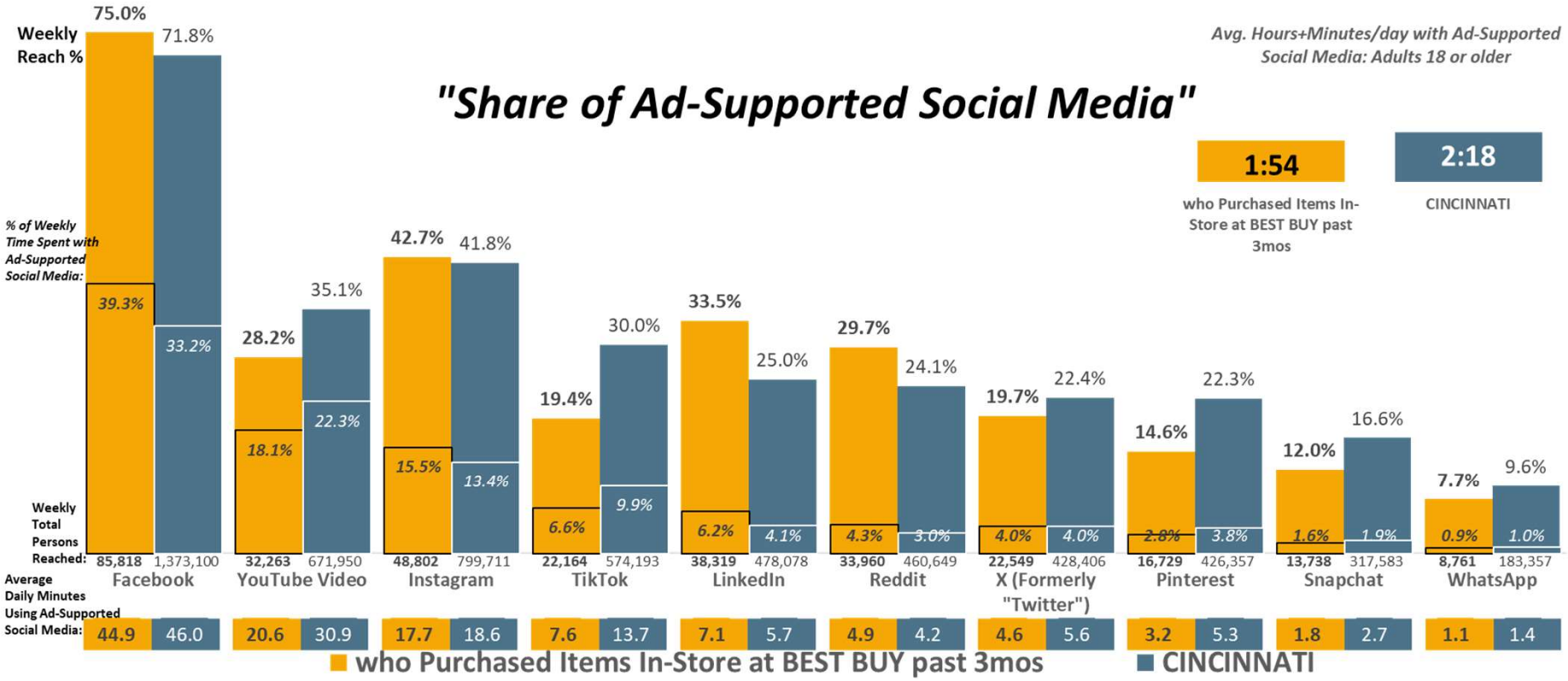
ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 164 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

85,818 or 75.% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos use Ad-Supported Facebook for an average of 44.9 minutes every day representing 39.3% of all time spent daily with Ad-Supported Social Media.



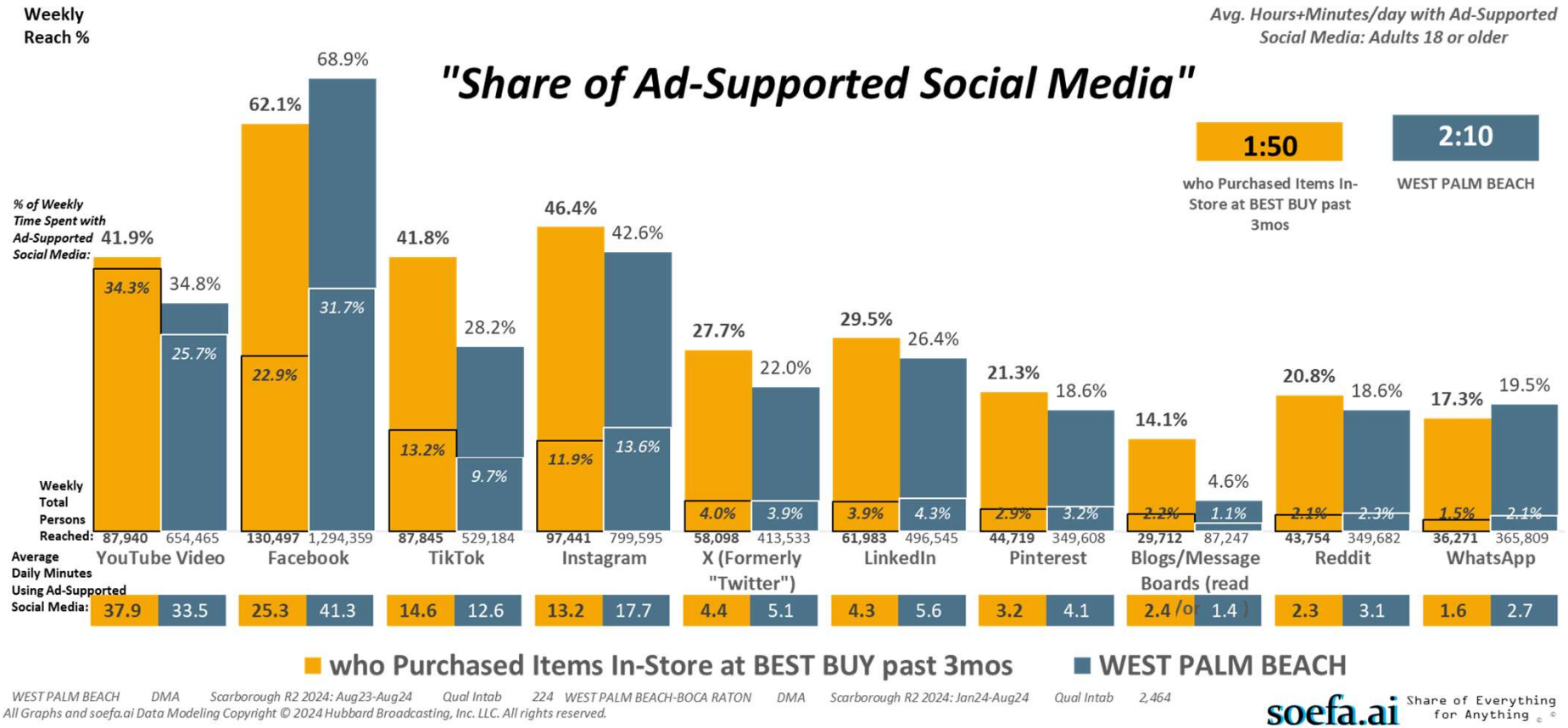
CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 131 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

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[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

87,940 or 41.9% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos use Ad-Supported YouTube Video for an average of 37.9 minutes every day representing 34.3% of all time spent daily with Ad-Supported Social Media.



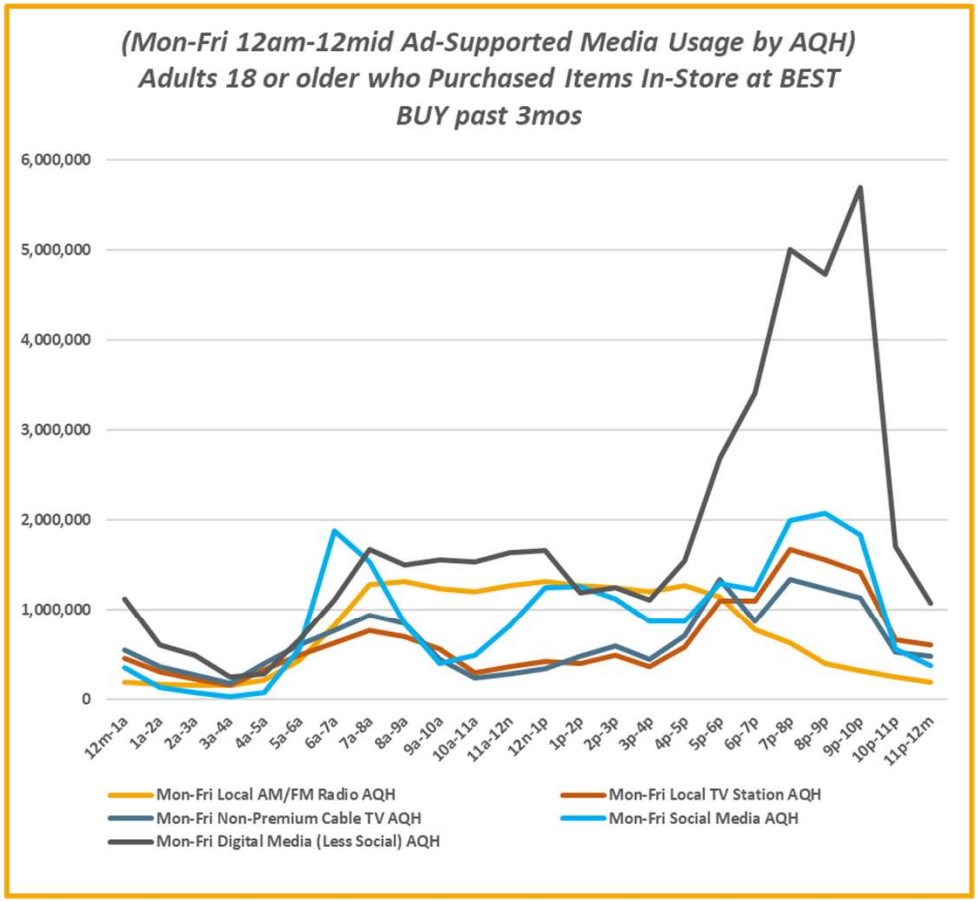
WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 224 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

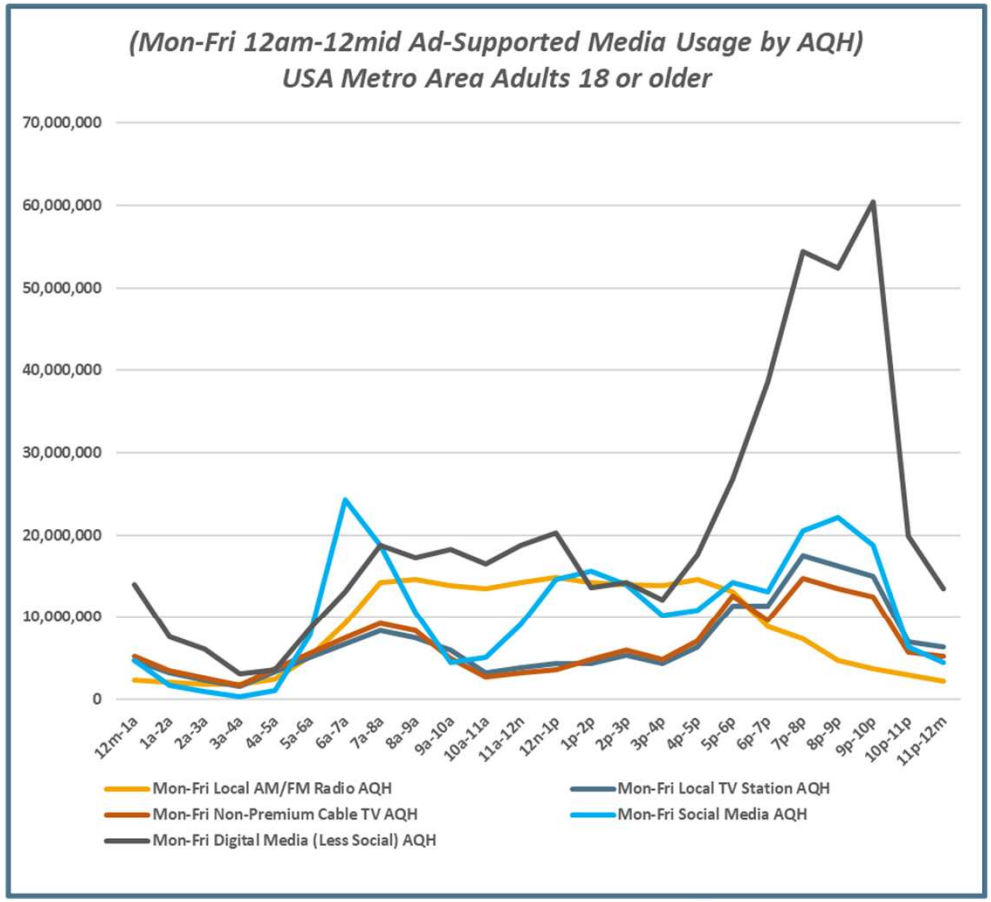
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[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,682,891; Local Radio: 1,180,682; Social Media: 1,064,513; Non-Prem. Cable: 635,560; Local TV: 596,239 reaching Adults 18 or older who Purchased Items In-Store at BEST B





USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 2,034

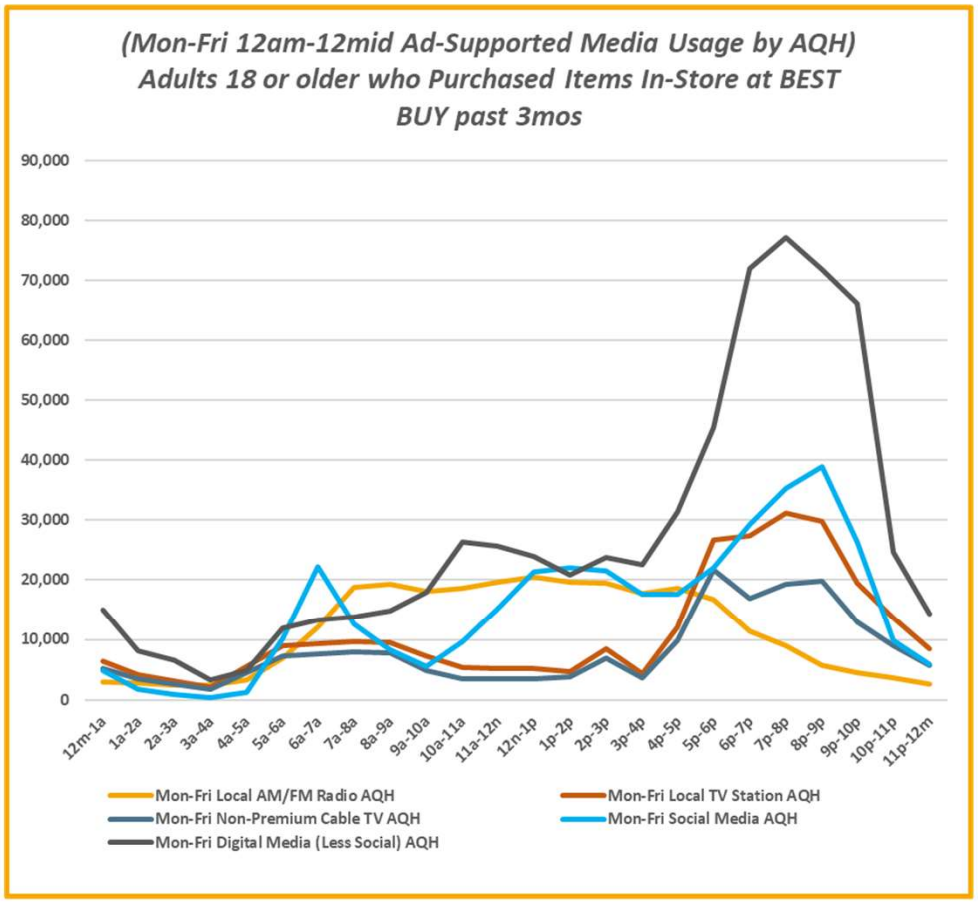
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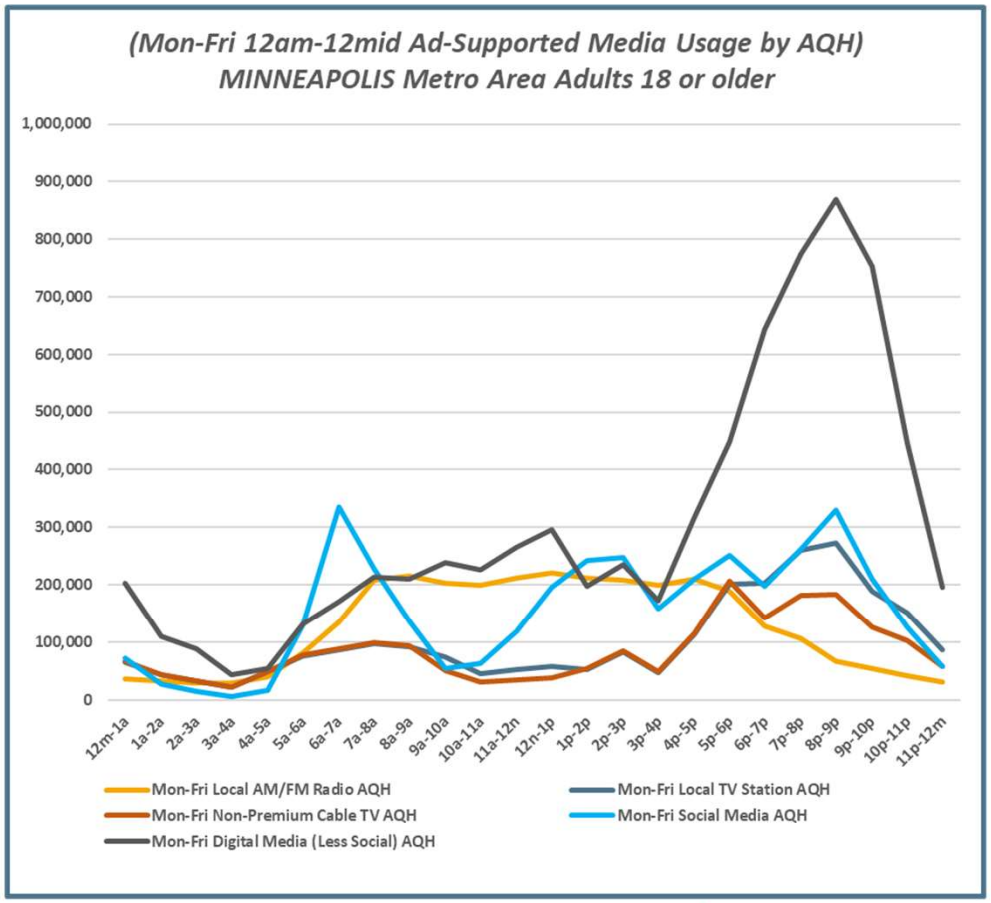
USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

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[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 27,064; Local Radio: 17,732; Social Media: 17,330; Local TV: 10,380; Non-Prem. Cable: 7,788 reaching Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos





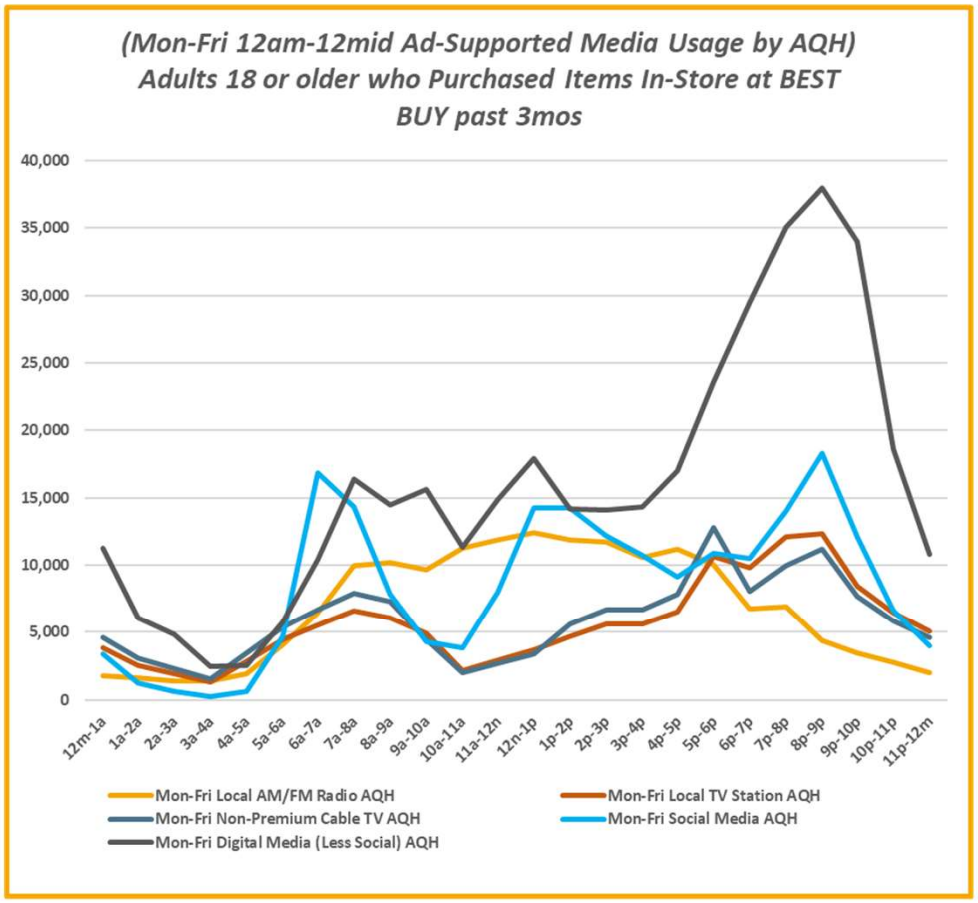
MINNEAPOLIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 170

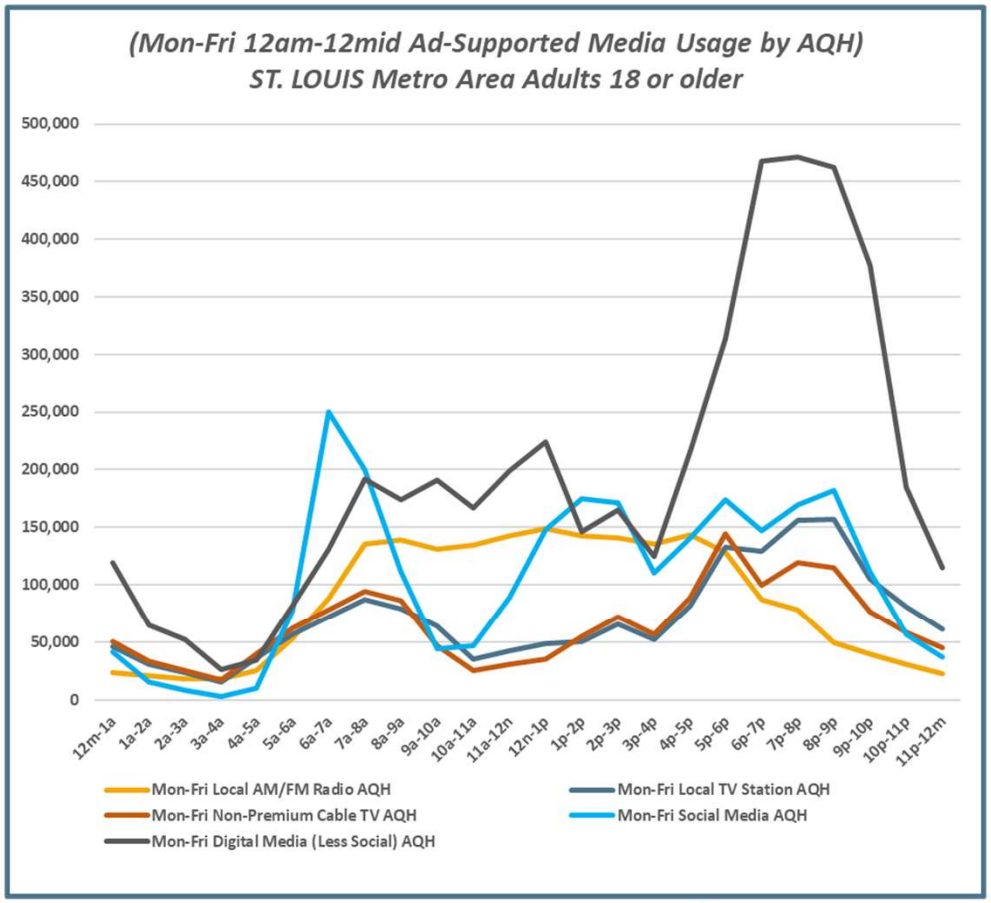
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[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 16,434; Social Media: 10,536; Local Radio: 10,299; Non-Prem. Cable: 6,297; Local TV: 5,739 reaching Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos.





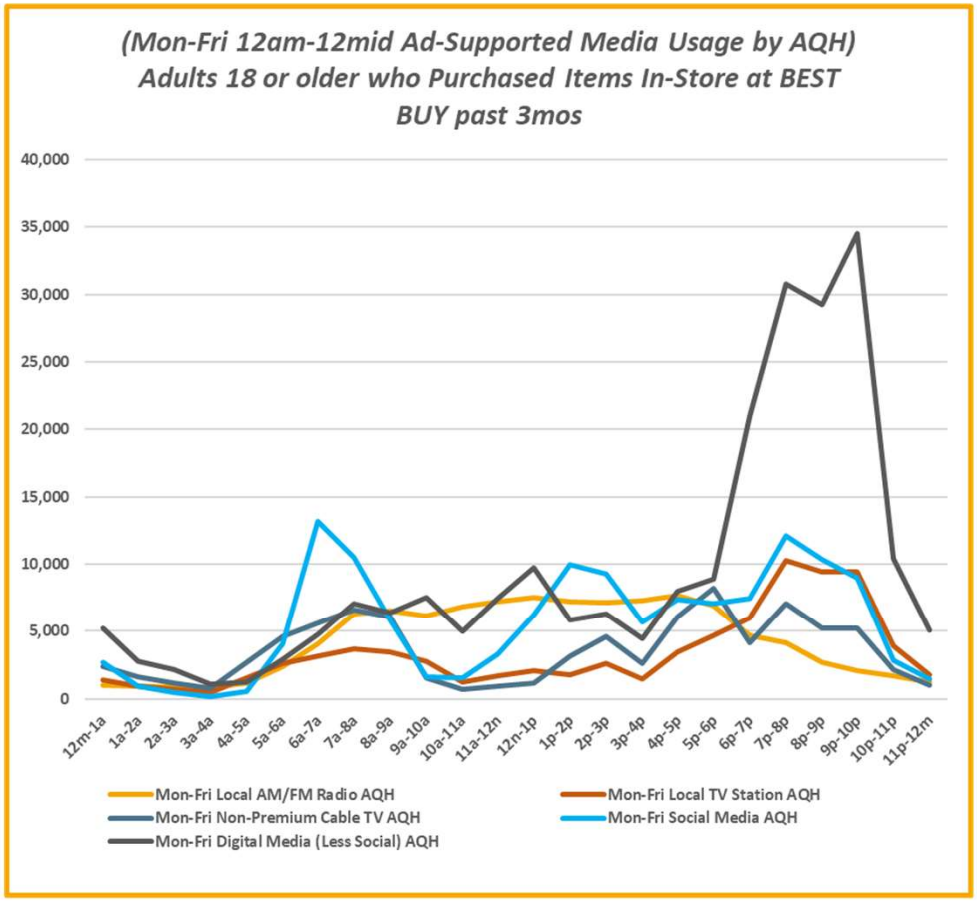
ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 164

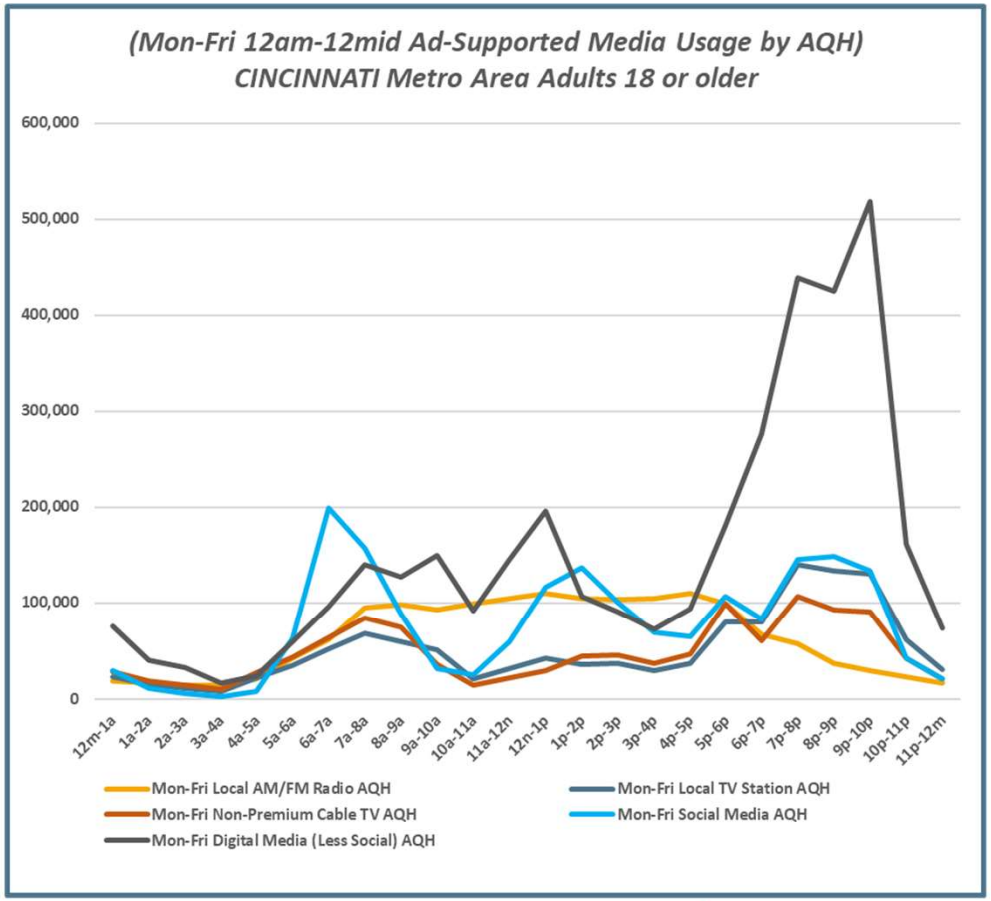
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[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 7,857; Social Media: 6,837; Local Radio: 6,568; Non-Prem. Cable: 3,939; Local TV: 2,919 reaching Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos.





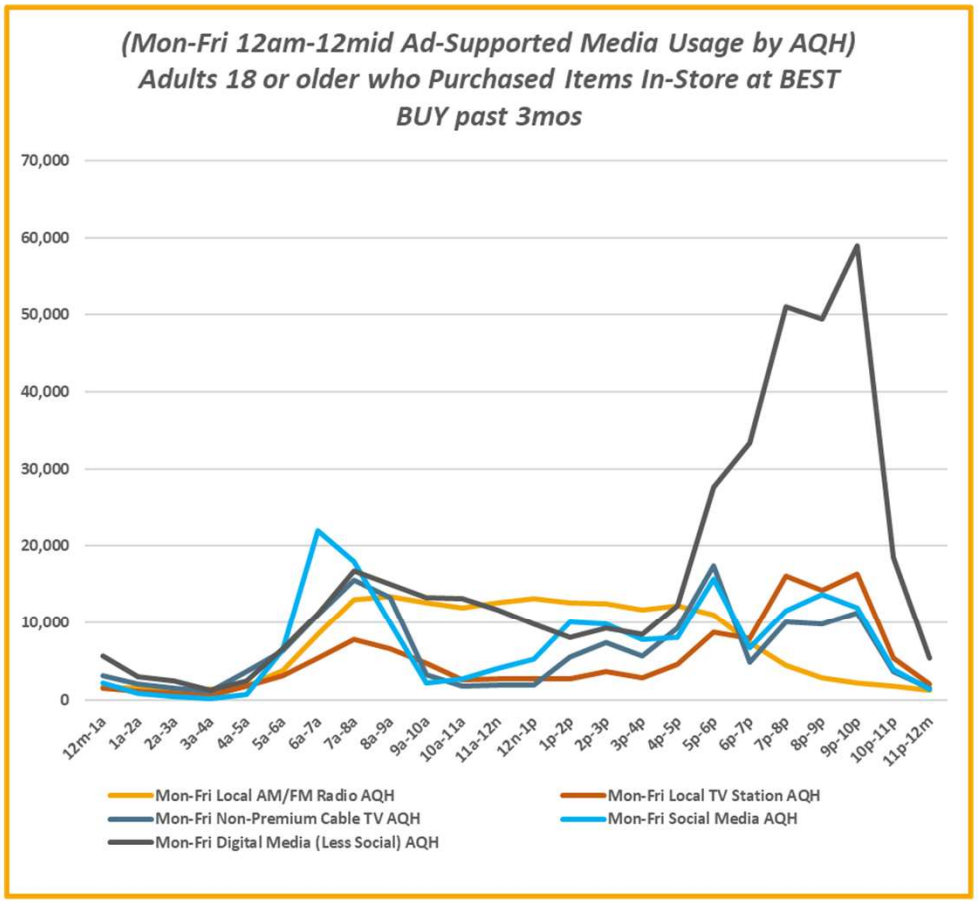
CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 131

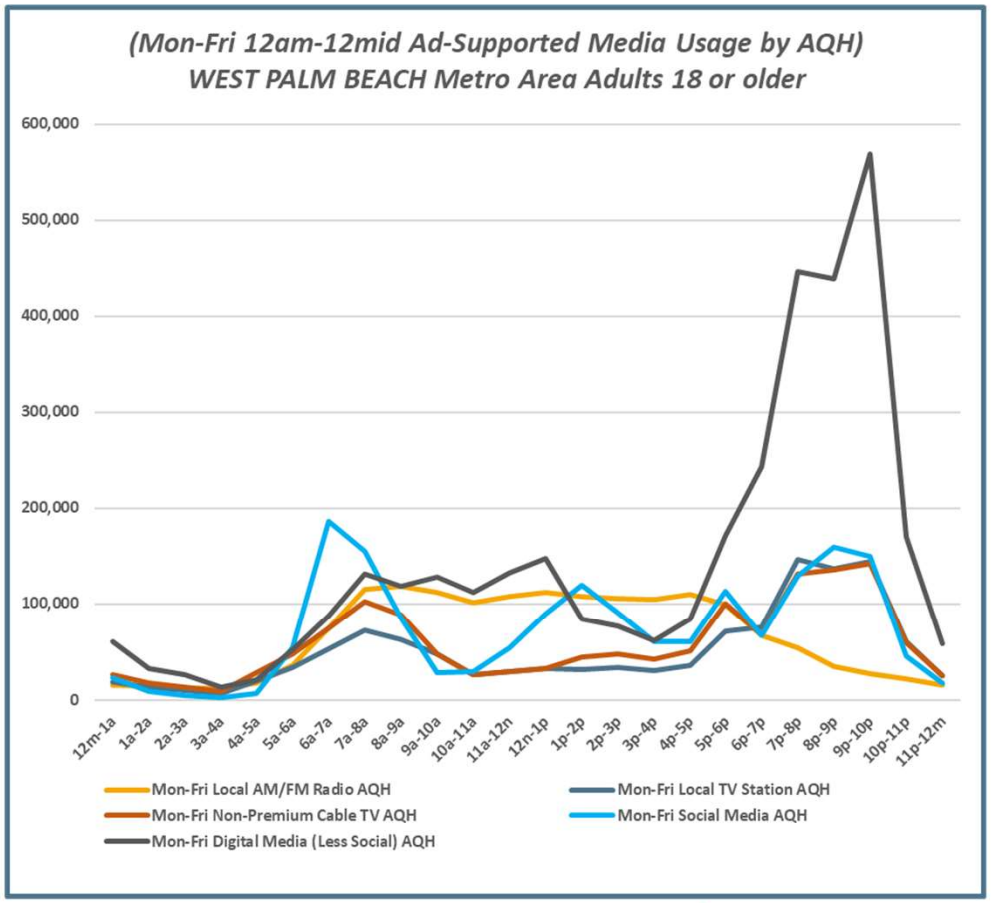
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[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 14,585; Local Radio: 11,724; Social Media: 9,381; Non-Prem. Cable: 7,592; Local TV: 4,827 reaching Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos.





WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 224

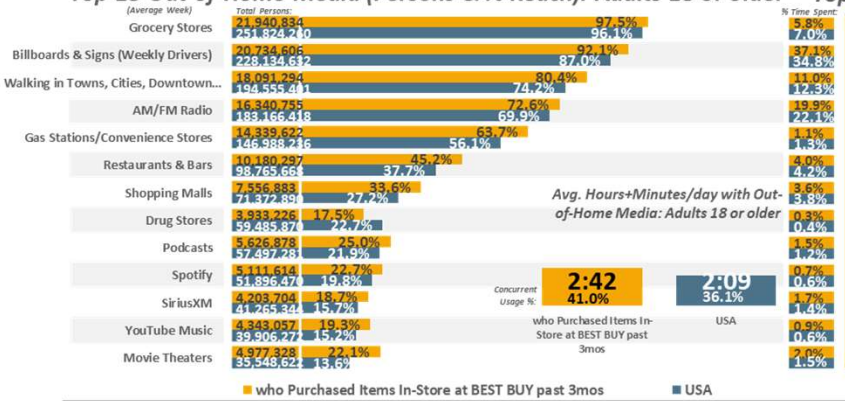
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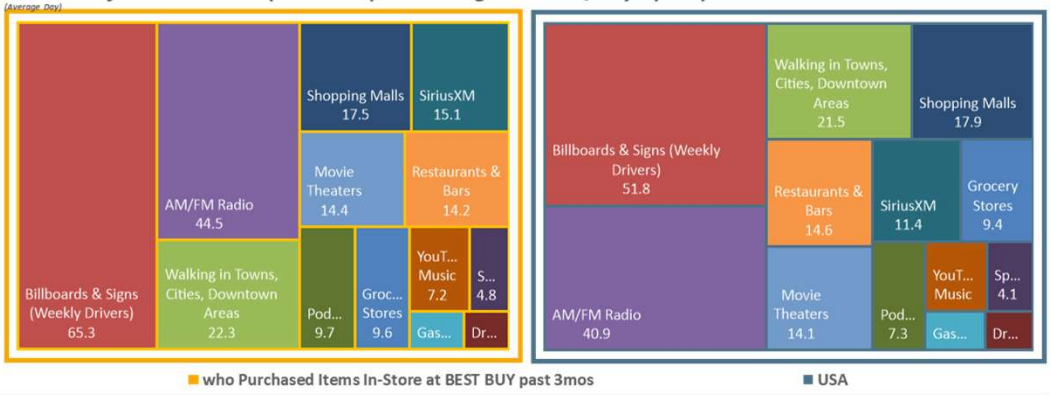
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

20,734,606 or 92.1% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos spend an average of 65.3 minutes per day driving, seeing Billboards and Signs. 68.5% Listen to Local Radio Stations Out-of-Home for an average of 40.4 minutes/day

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



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



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



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



USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 2,034

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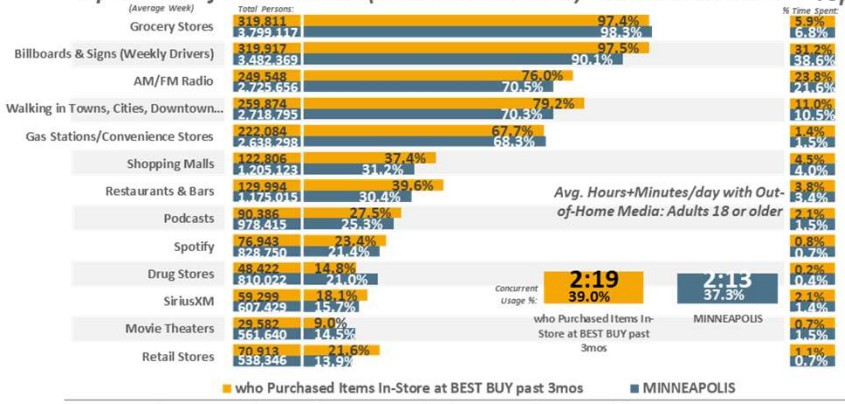
USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

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[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

319,917 or 97.5% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos spend an average of 44.8 minutes per day driving, seeing Billboards and Signs. 70.5% Listen to Local Radio Stations Out-of-Home for an average of 38.8 minutes/day.

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



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



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



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



MINNEAPOLIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 170

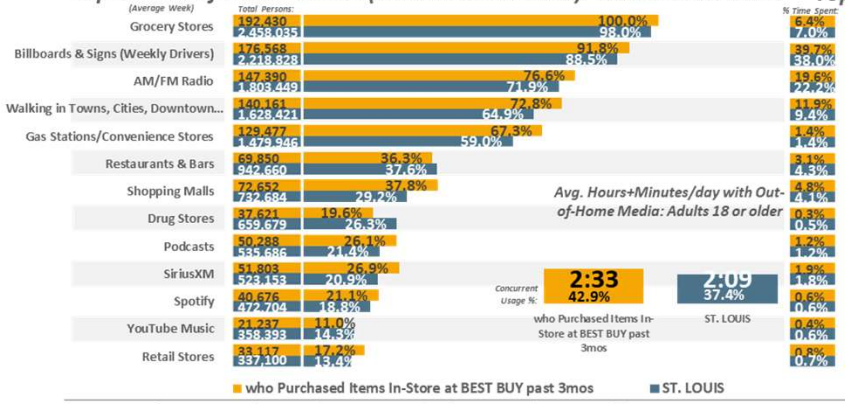
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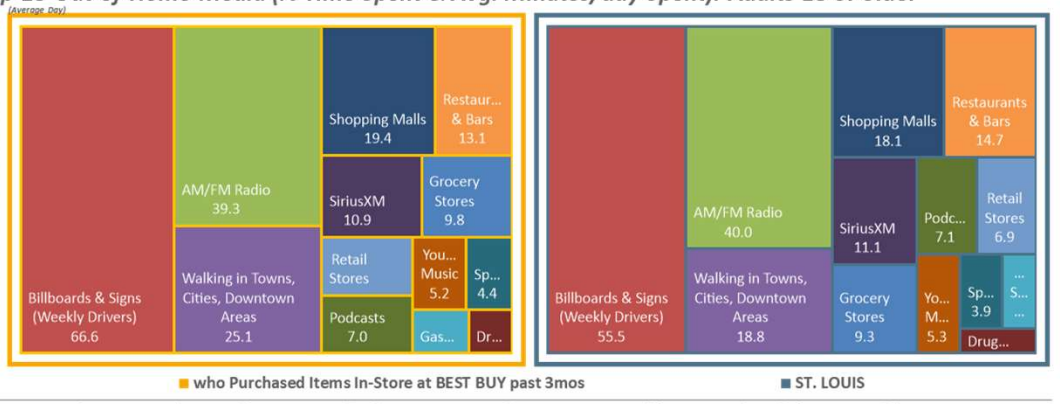
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

176,568 or 91.8% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos spend an average of 66.6 minutes per day driving, seeing Billboards and Signs. 71.9% Listen to Local Radio Stations Out-of-Home for an average of 34.3 minutes/day.

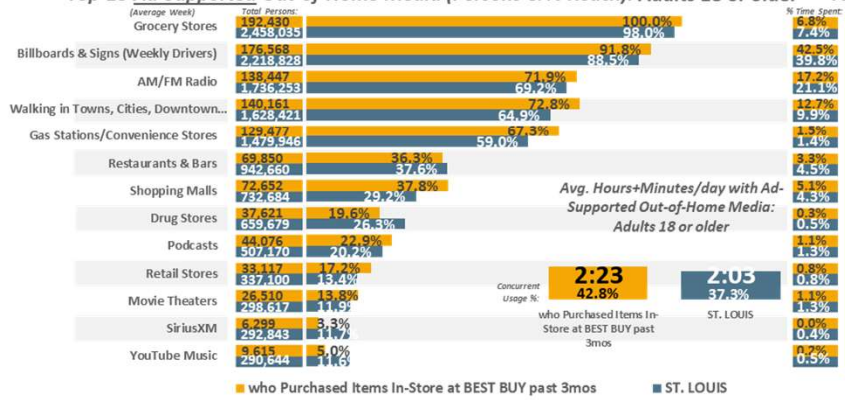
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



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



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



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



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 164

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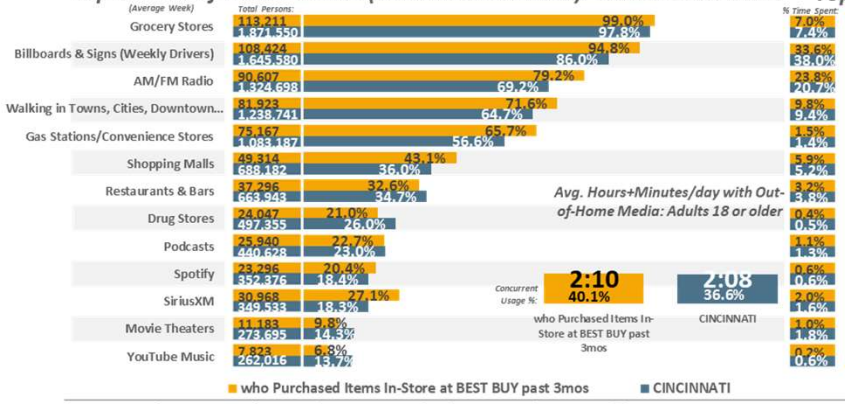
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[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

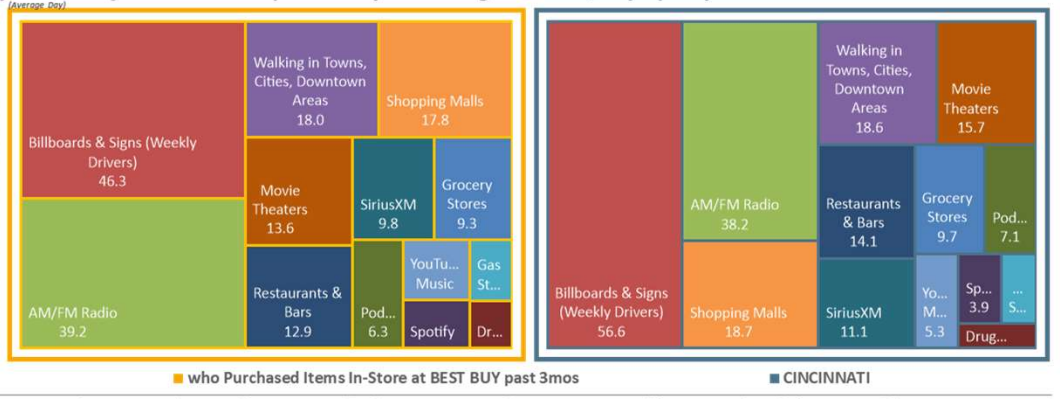
BEST BUY CIN

108,424 or 94.8% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos spend an average of 46.3 minutes per day driving, seeing Billboards and Signs. 76.2% Listen to Local Radio Stations Out-of-Home for an average of 37.7 minutes/day.

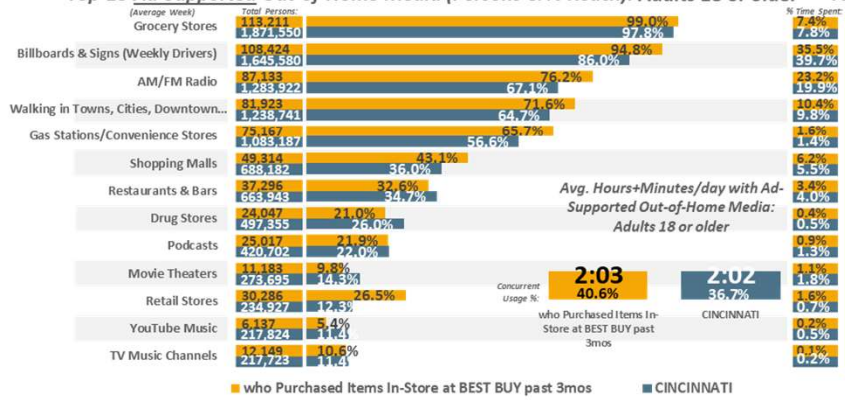
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



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



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



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



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 131

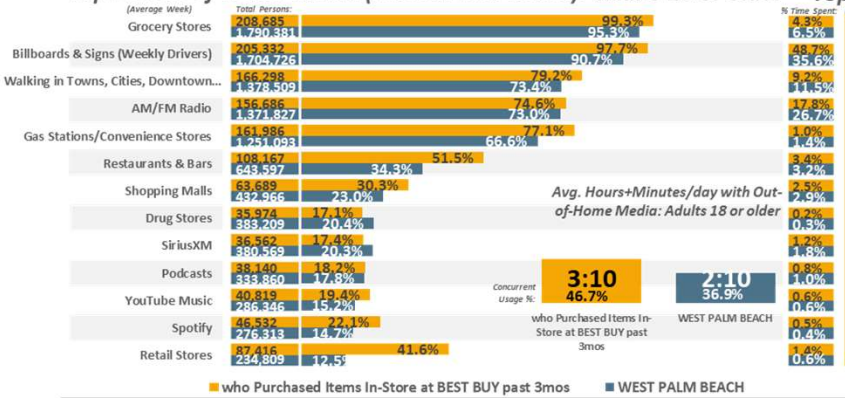
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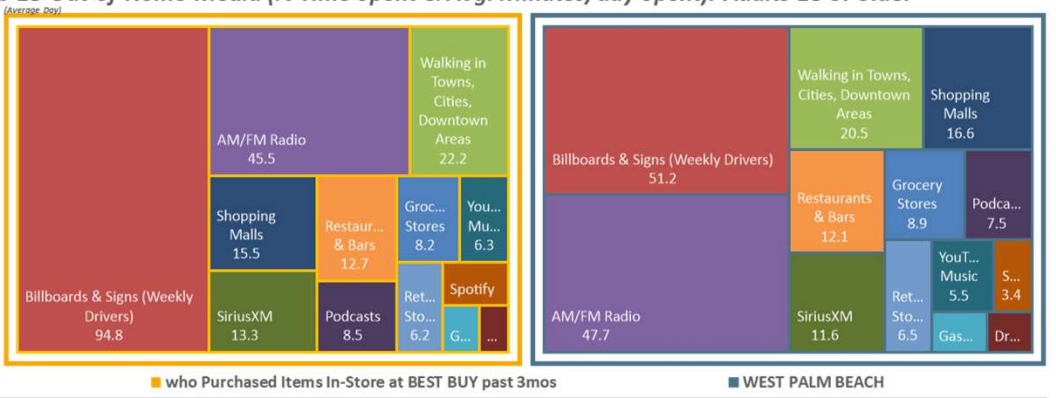
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

205,332 or 97.7% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos spend an average of 94.8 minutes per day driving, seeing Billboards and Signs. 70.1% Listen to Local Radio Stations Out-of-Home for an average of 40.6 minutes/day.

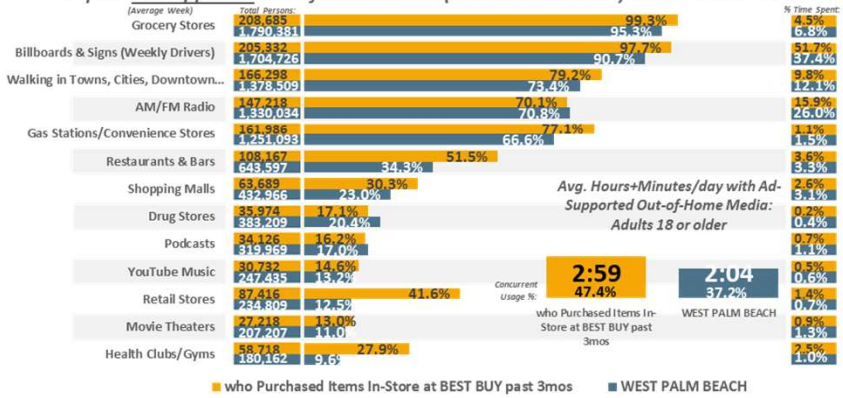
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



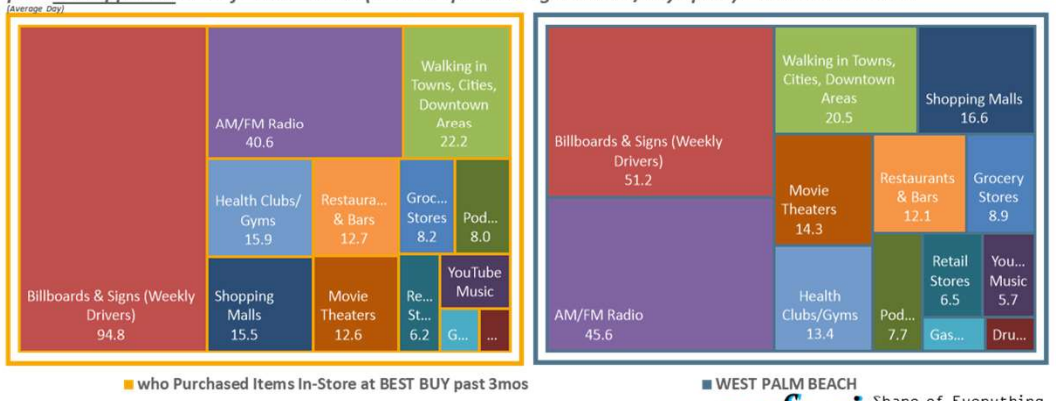
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 224

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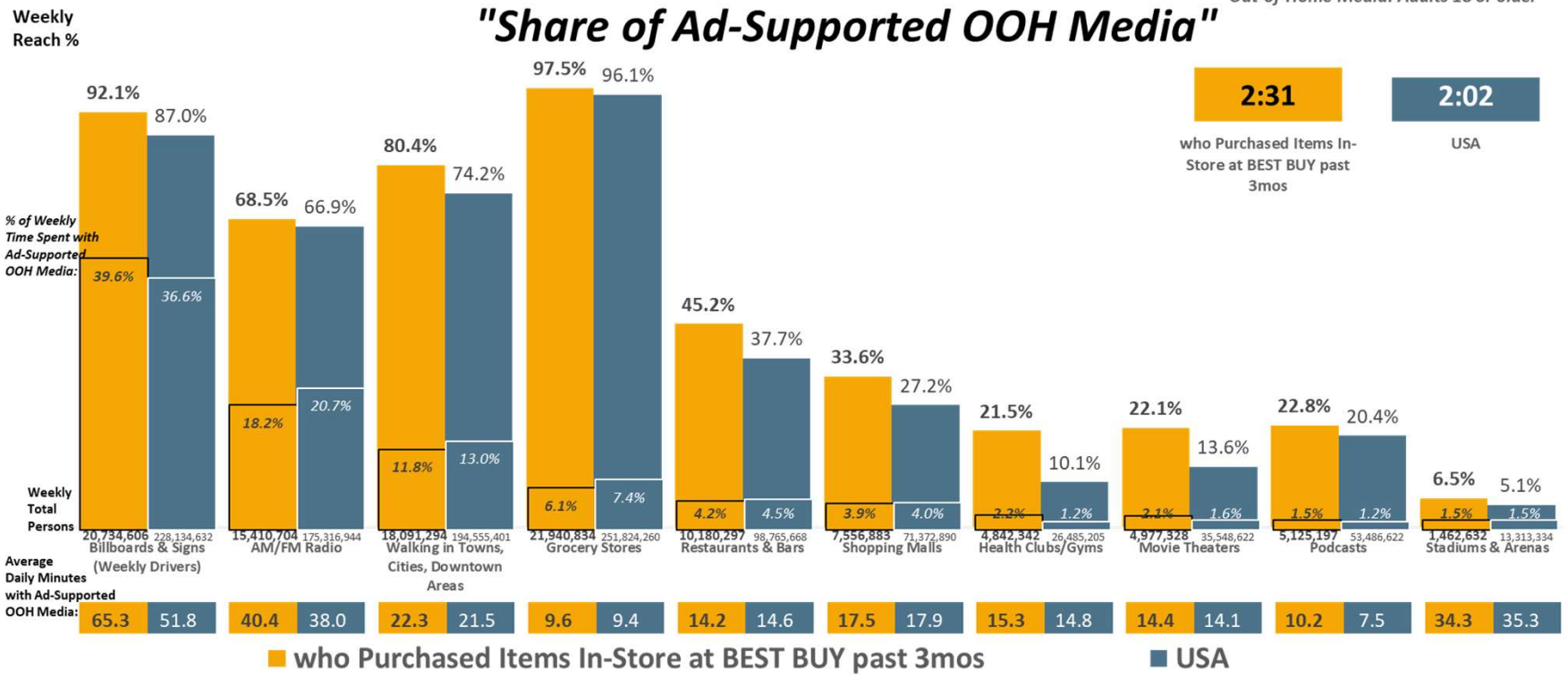
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[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

20,734,606 or 92.1% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos spend an average of 65.3 minutes per day driving, seeing Billboards and Signs representing 39.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 2,034

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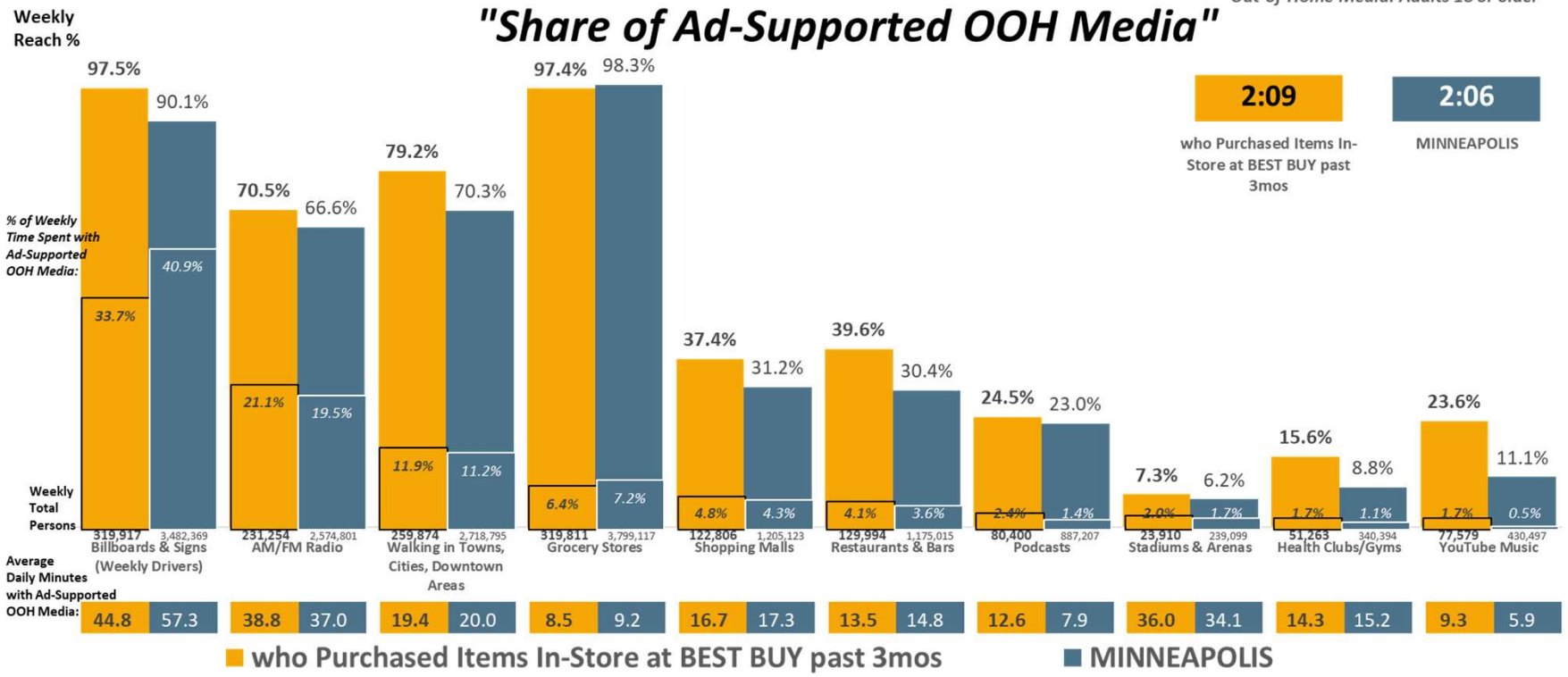
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[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

319,917 or 97.5% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos spend an average of 44.8 minutes per day driving, seeing Billboards and Signs representing 33.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



MINNEAPOLIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 170 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

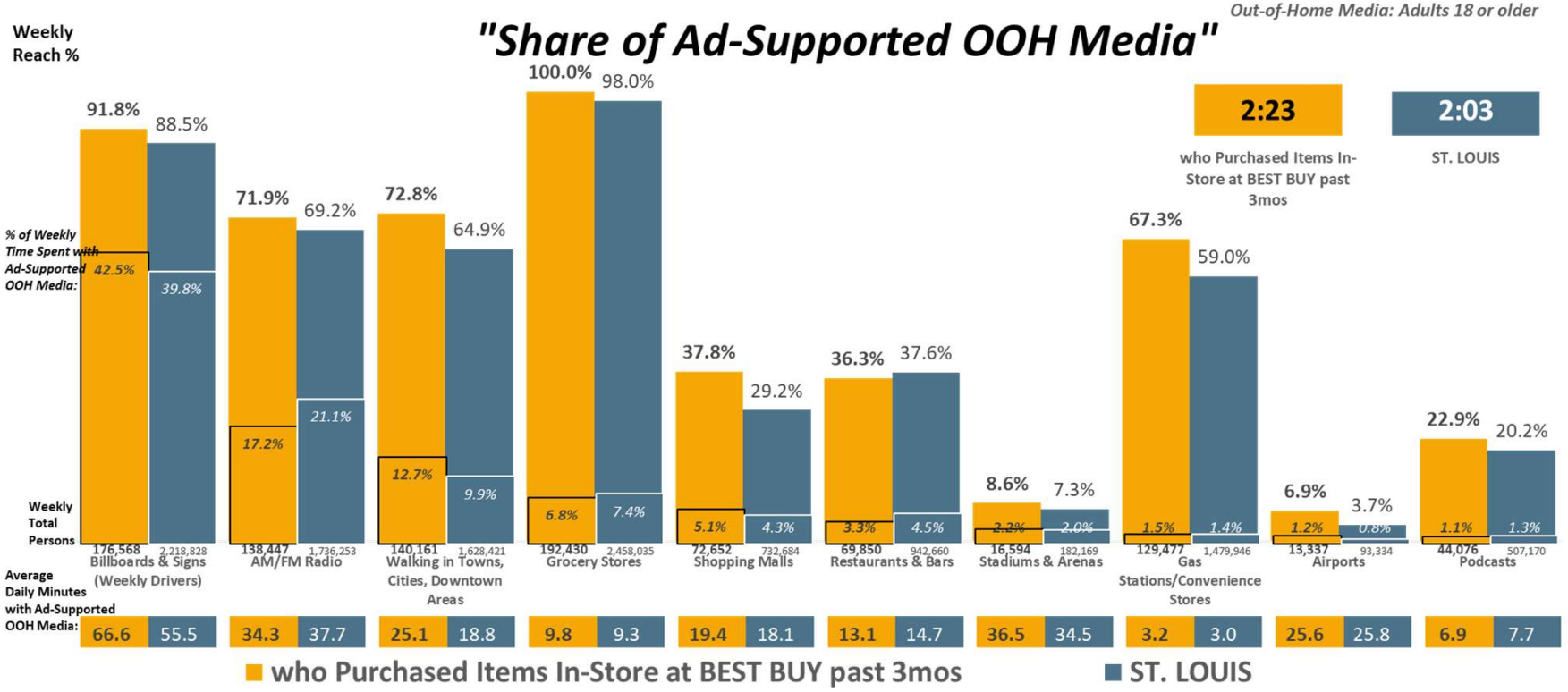
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[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

176,568 or 91.8% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos spend an average of 66.6 minutes per day driving, seeing Billboards and Signs representing 42.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 164 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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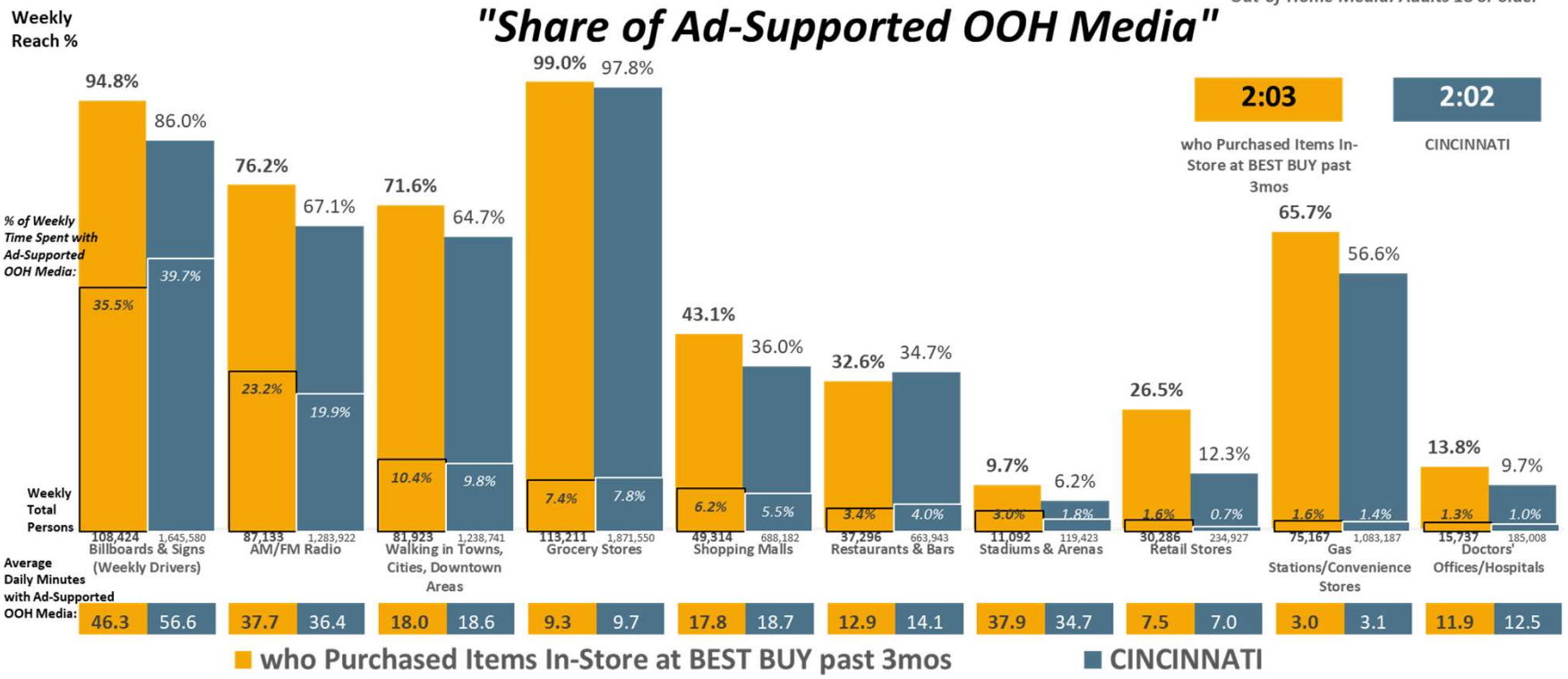
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]



108,424 or 94.8% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos spend an average of 46.3 minutes per day driving, seeing Billboards and Signs representing 35.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 131 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

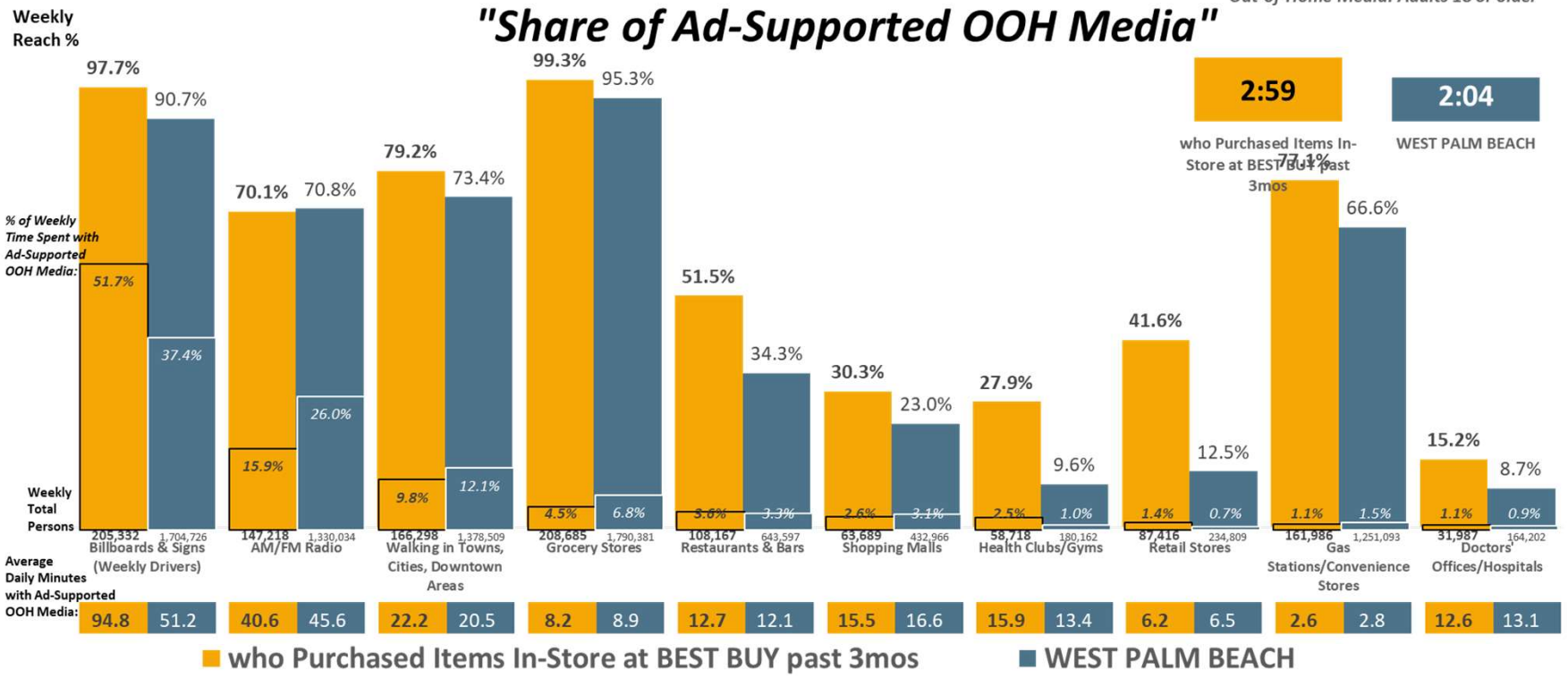
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[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

205,332 or 97.7% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos spend an average of 94.8 minutes per day driving, seeing Billboards and Signs representing 51.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 224 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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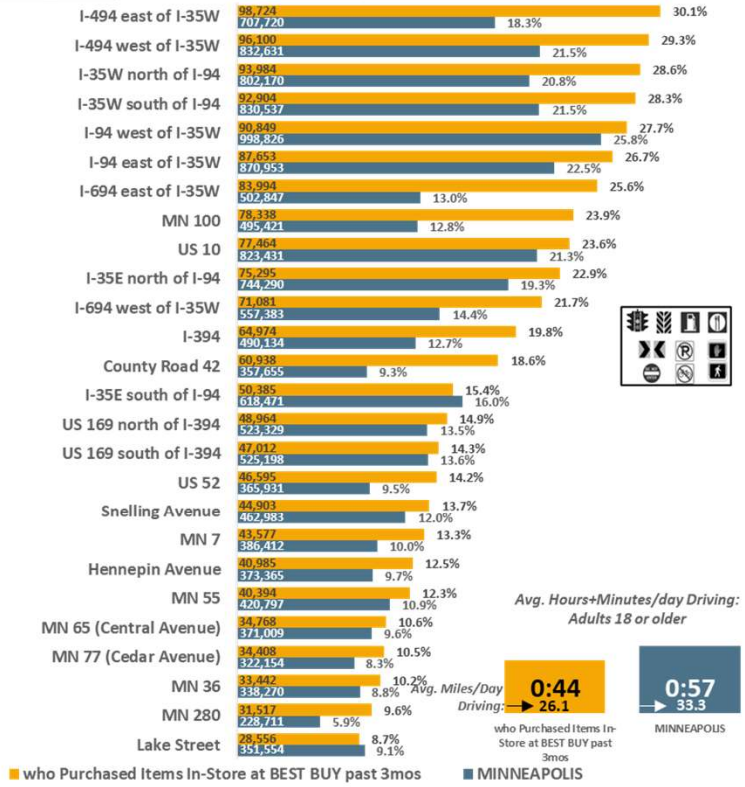
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[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

BEST BUY MSP

319,917 or 97.5% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos spend an average of 44.8 minutes per day driving an average of 26.1 miles each day and are 100.6% more likely to use County Road 42 than the Metro average.

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



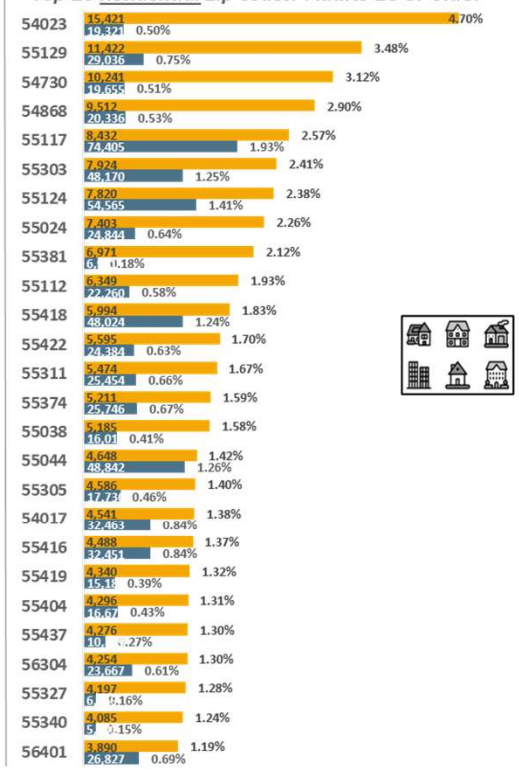
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: 26.1

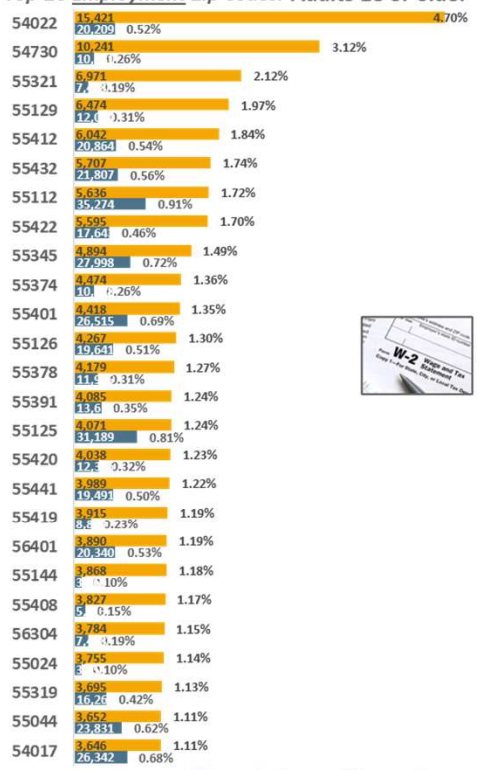
0:44 who Purchased Items In-Store at BEST BUY past 3mos

0:57 MINNEAPOLIS

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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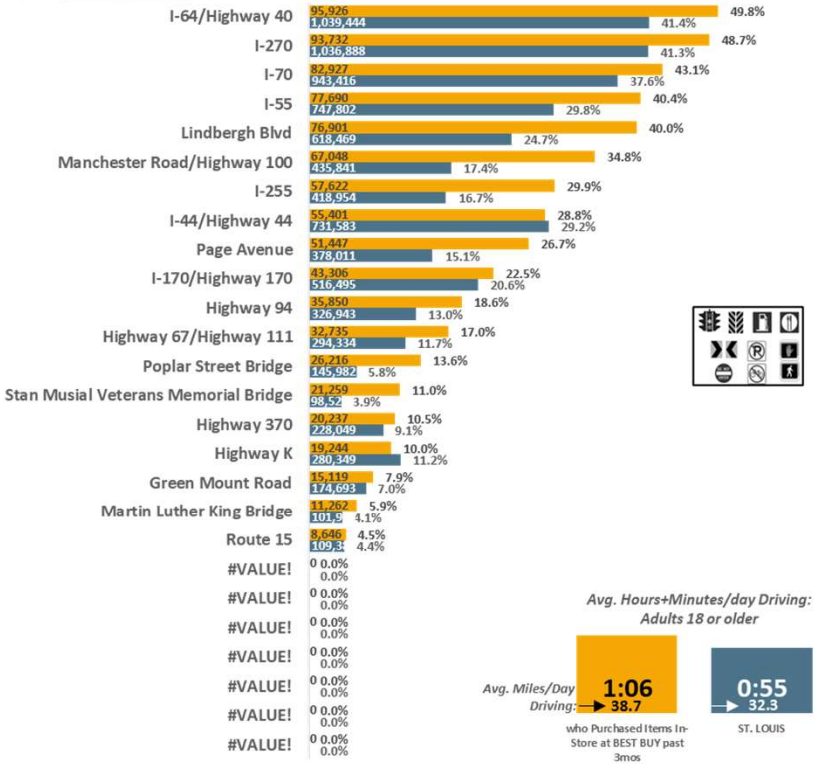
MINNEAPOLIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 170

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[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

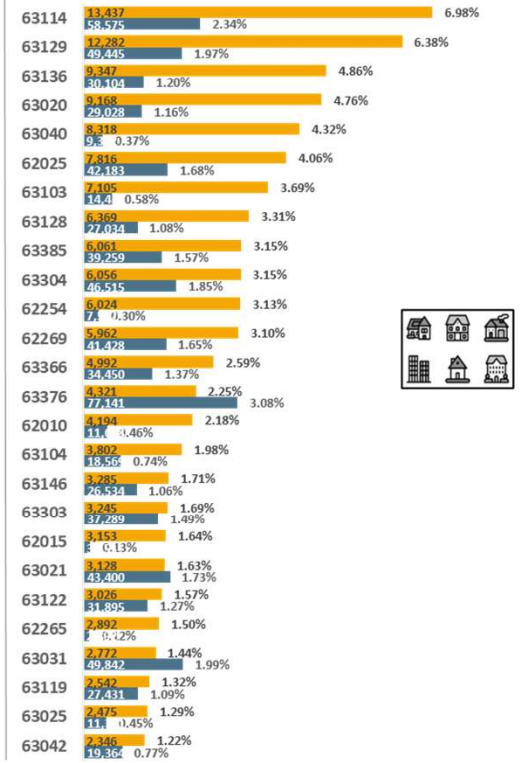
176,568 or 91.8% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos spend an average of 66.6 minutes per day driving an average of 38.7 miles each day and are 181.2% more likely to use Stan Musial Veterans Memorial Bridge than the Me

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

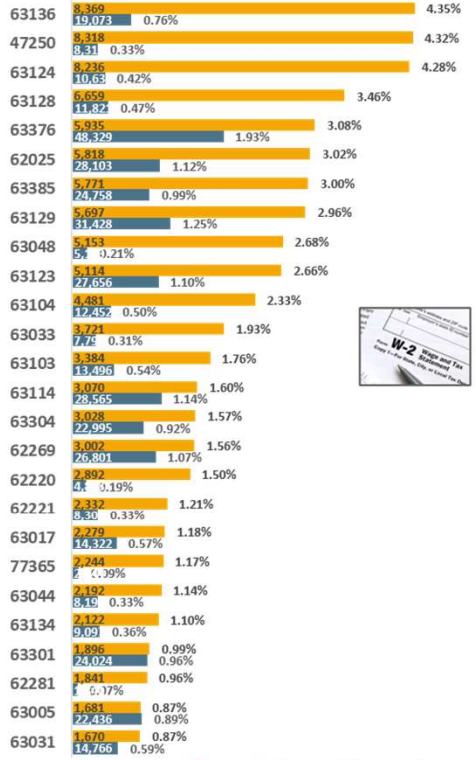


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 164

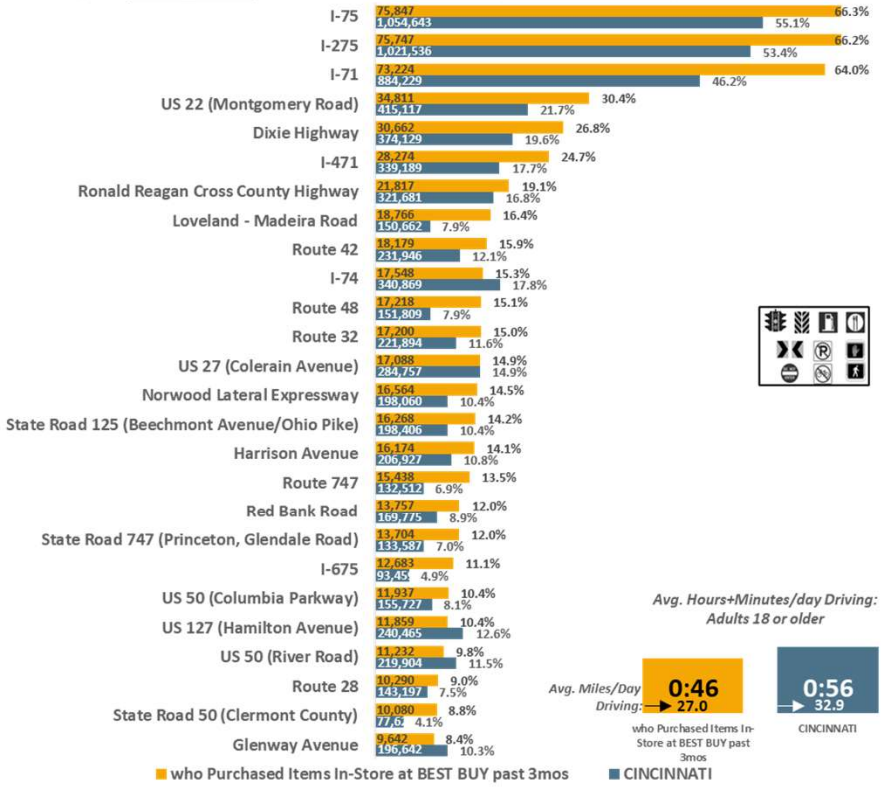
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[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]



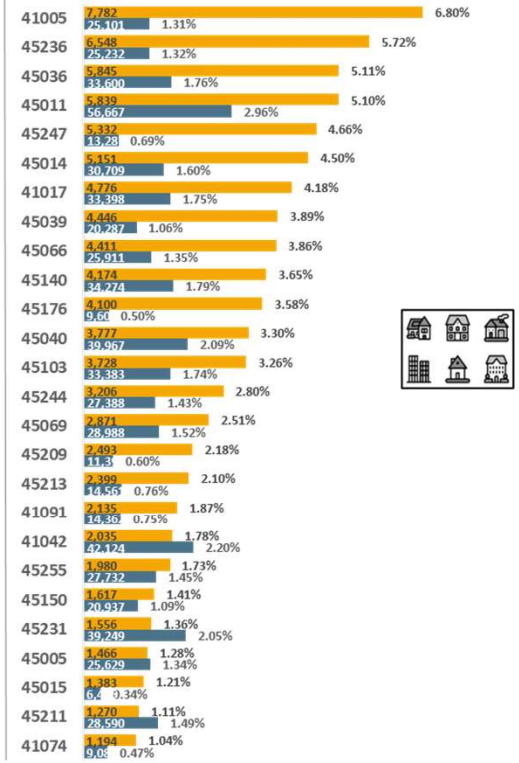
108,424 or 94.8% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos spend an average of 46.3 minutes per day driving an average of 27. miles each day and are 108.3% more likely to use Loveland - Madeira Road than the Metro average.

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

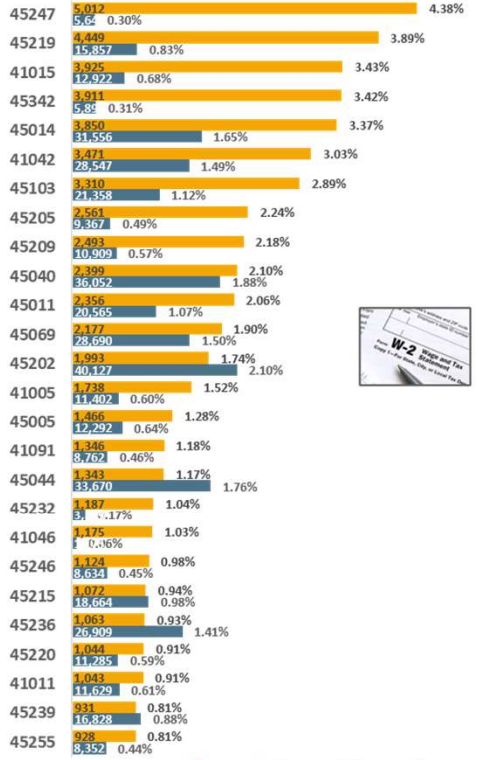


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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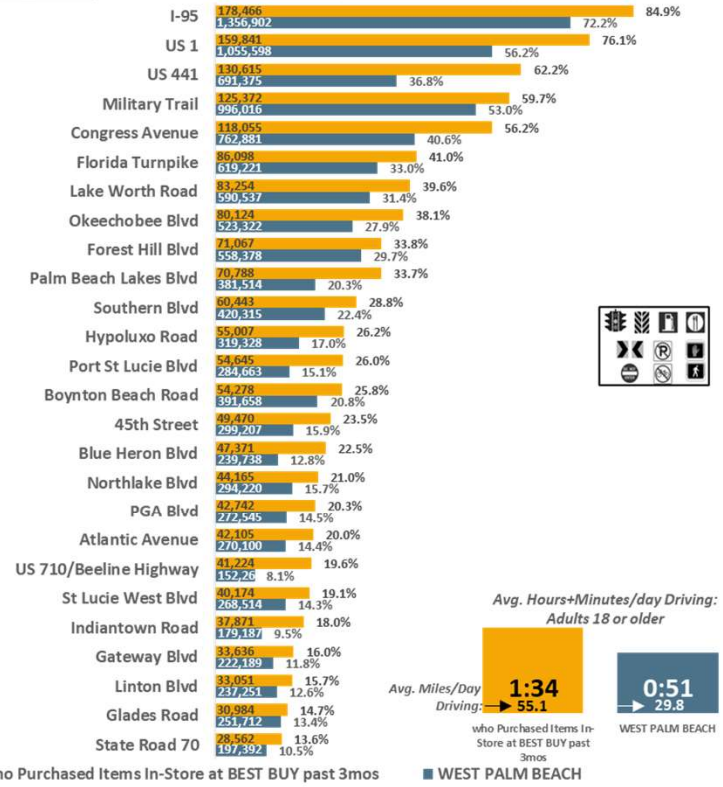
CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 131

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[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

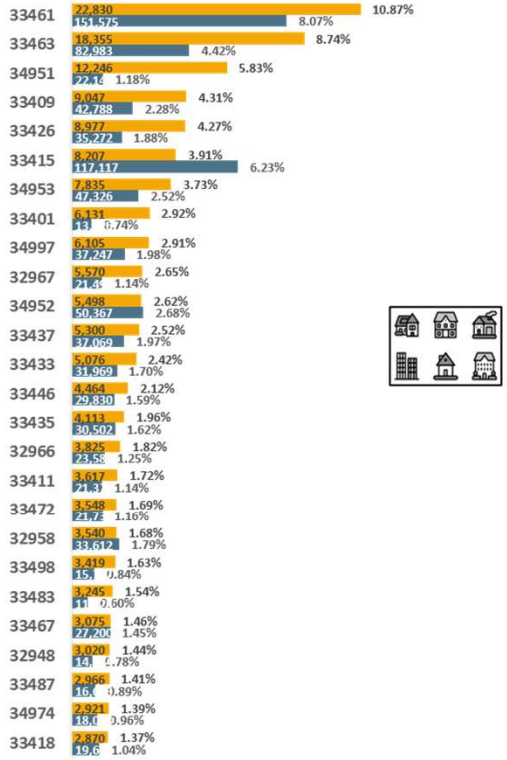
205,332 or 97.7% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos spend an average of 94.8 minutes per day driving an average of 55.1 miles each day and are 76.7% more likely to use Blue Heron Blvd than the Metro average.

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

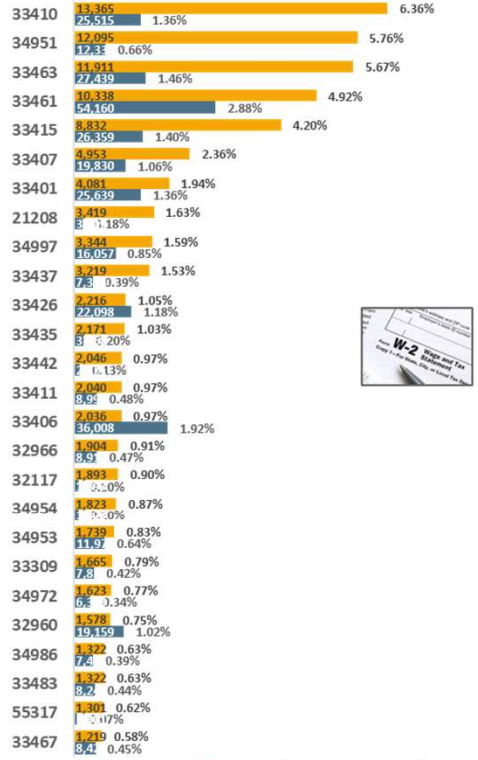


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



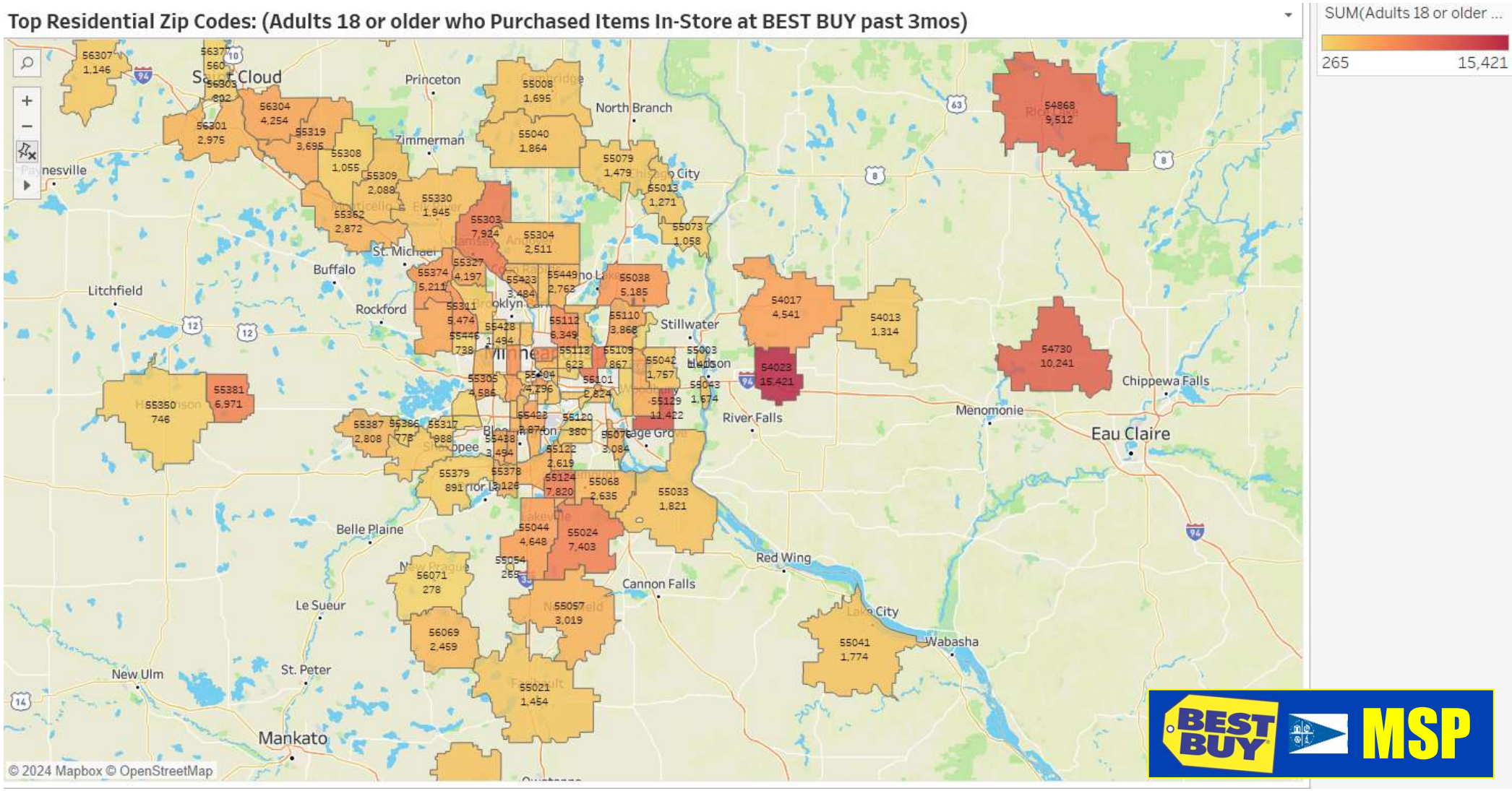
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WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 224

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[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

Top Residential Zip Codes: (Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos)

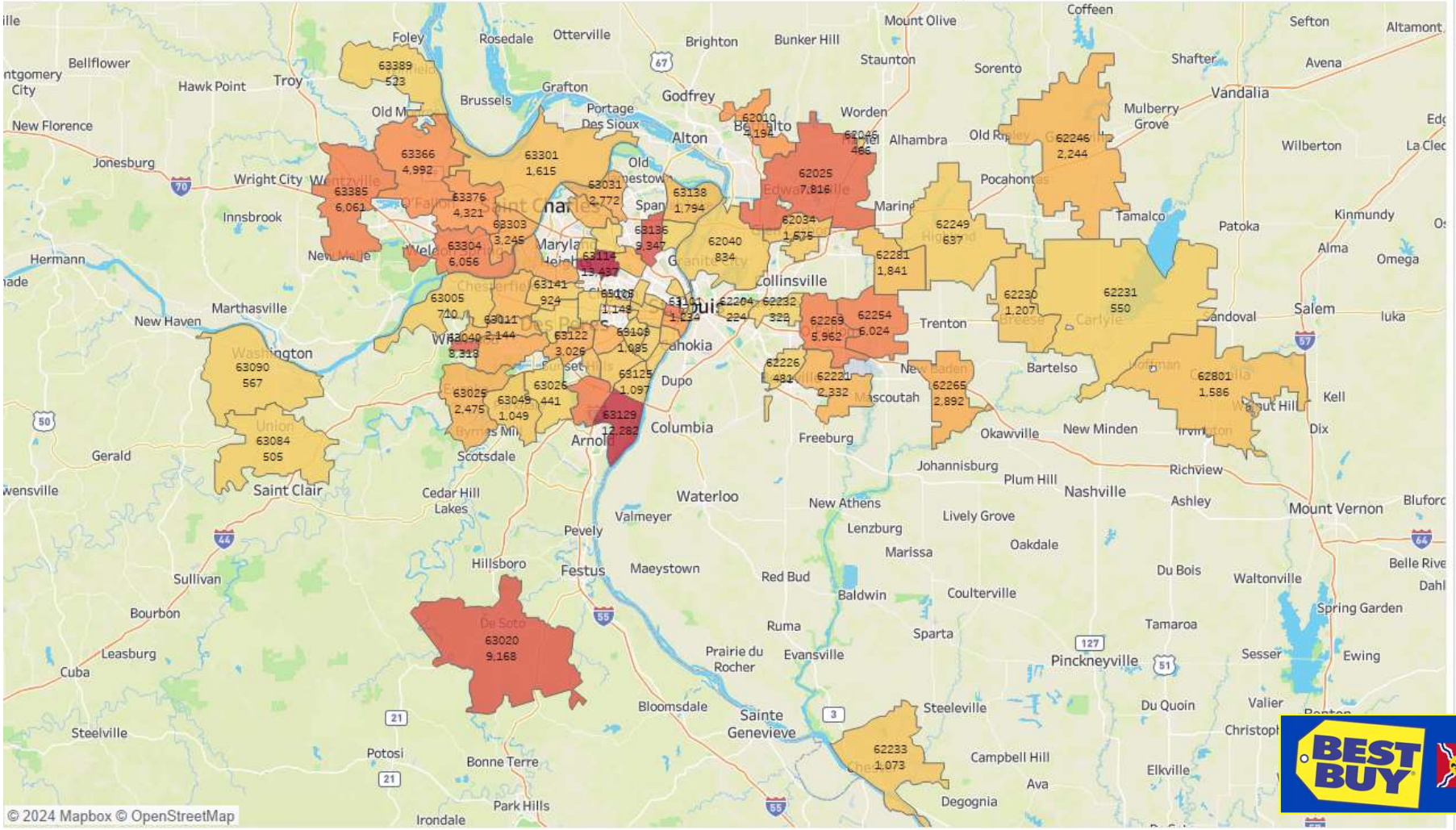


MINNEAPOLIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 170
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[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

Top Residential Zip Codes: (Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos)

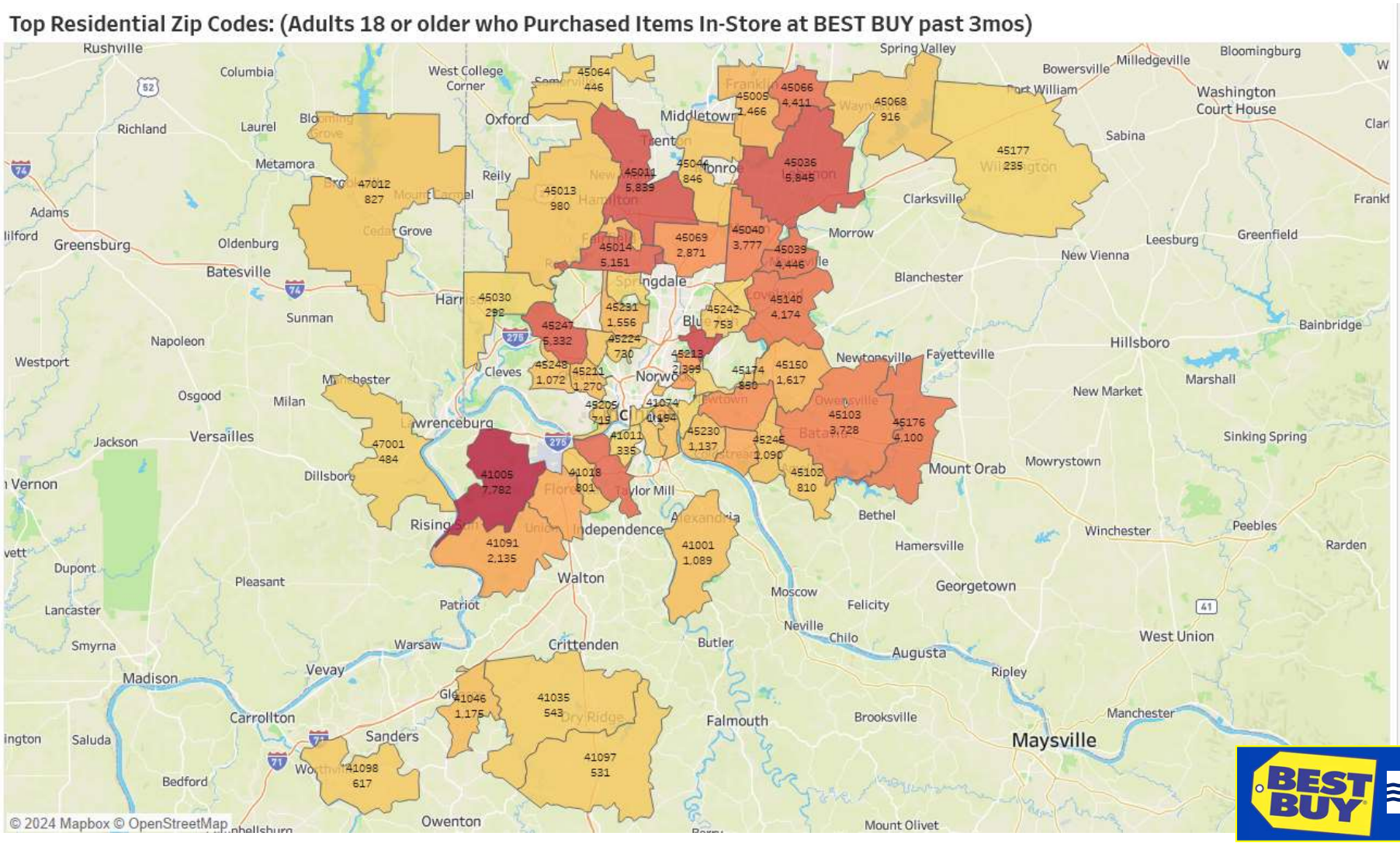


ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 164
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[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

Top Residential Zip Codes: (Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos)



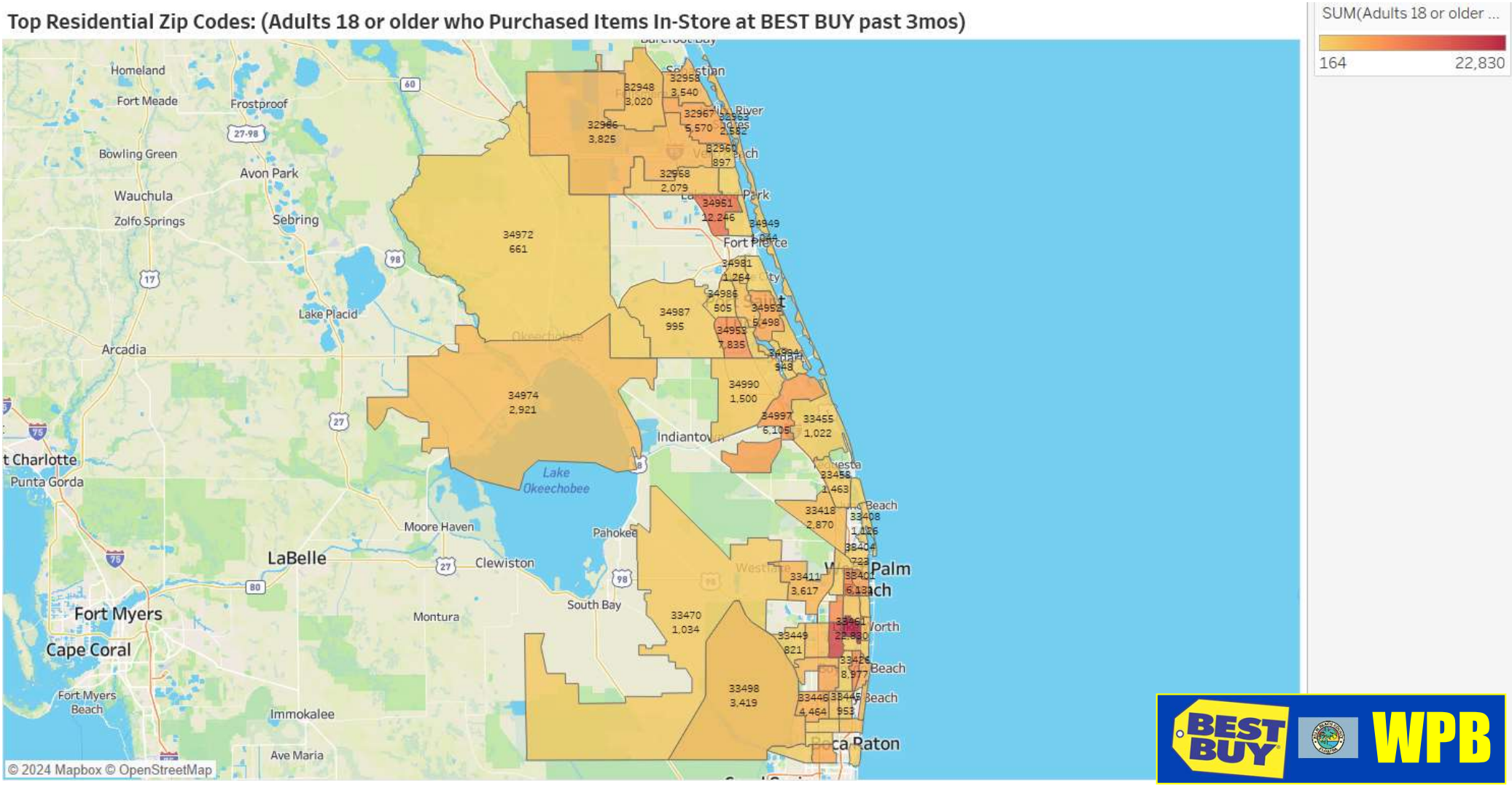
BEST BUY CIN

CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 131
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[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

Top Residential Zip Codes: (Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos)



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 224

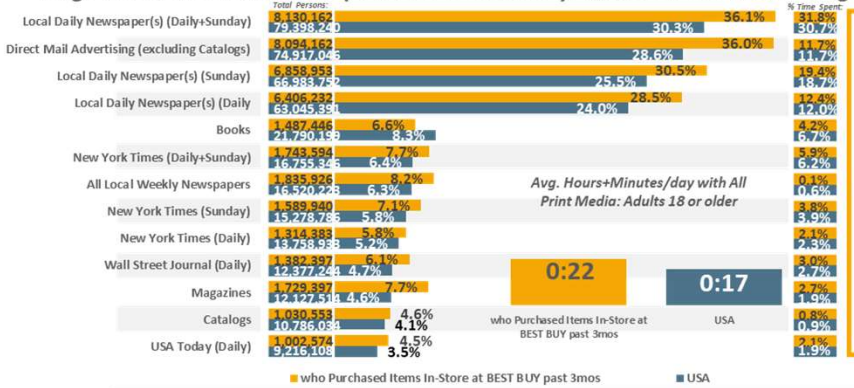
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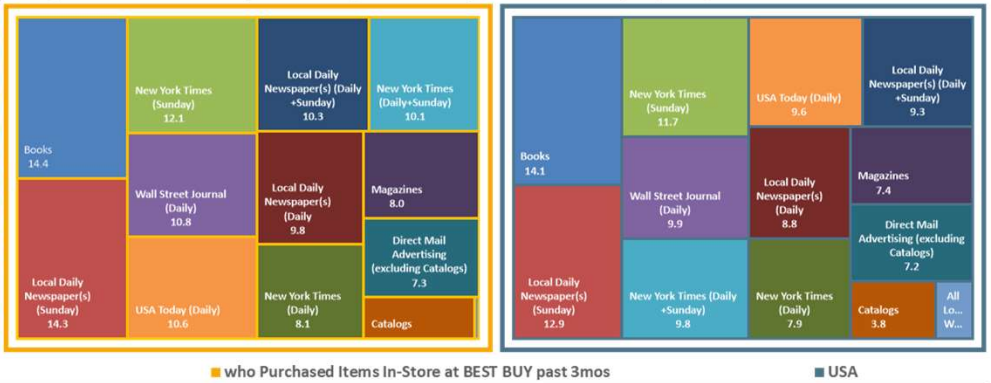
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

8,130,162 or 36.1% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.3 minutes every day representing 33.2% of all time spent daily with All forms of Print Media.

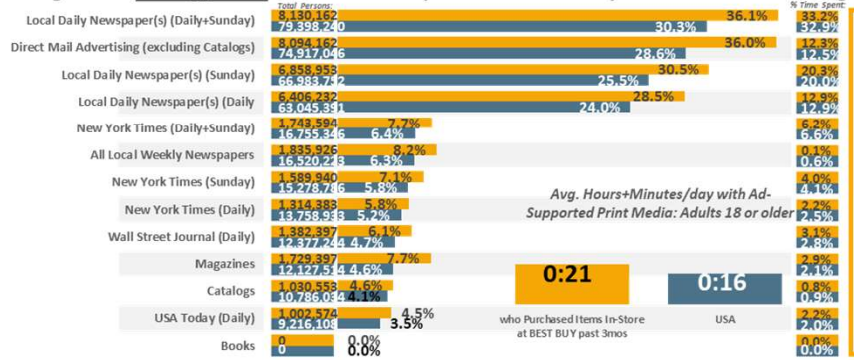
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 2,034

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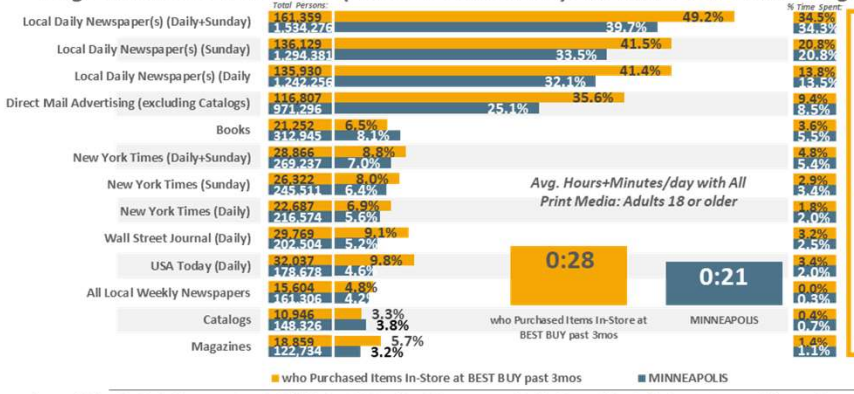
USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

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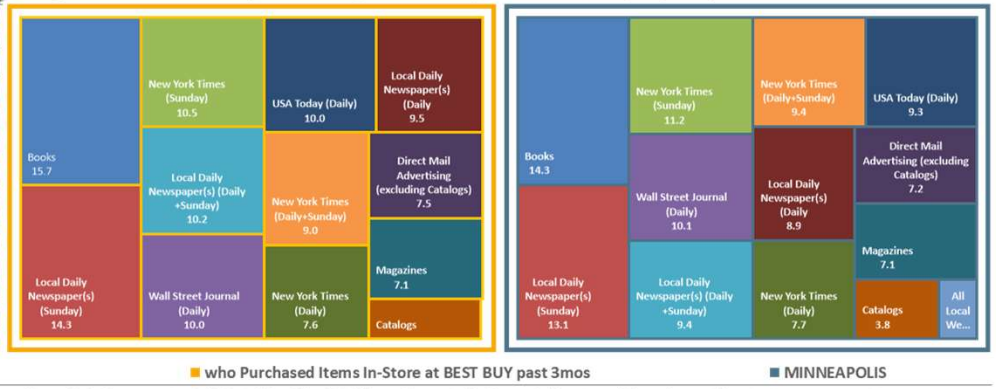
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

161,359 or 49.2% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.2 minutes every day representing 35.8% of all time spent daily with All forms of Print Media.

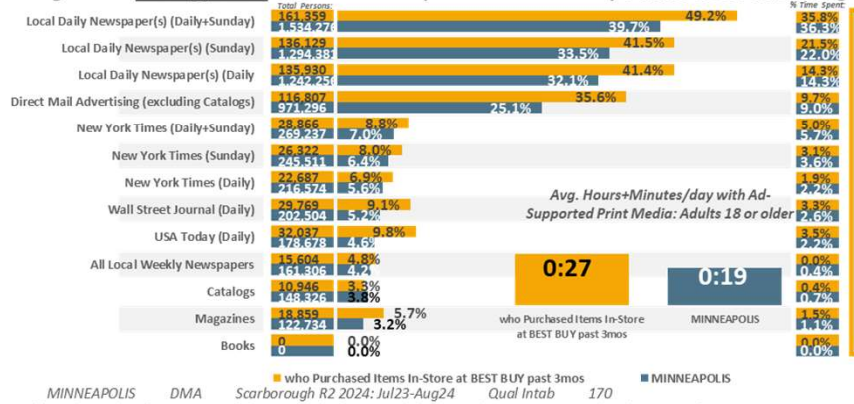
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



MINNEAPOLIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 170

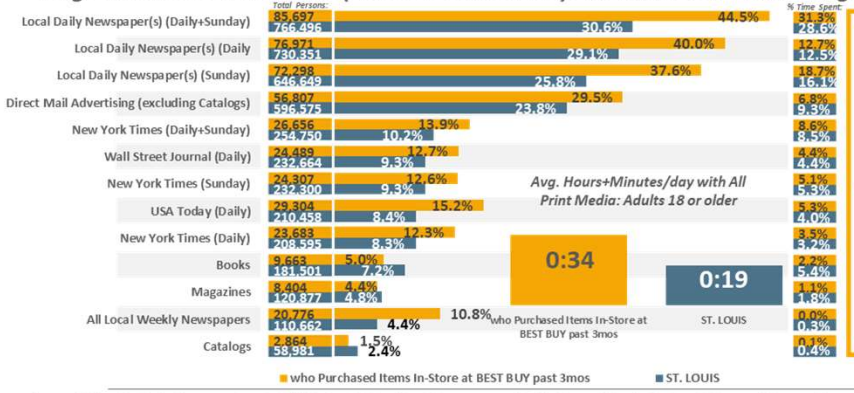
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[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

85,697 or 44.5% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.9 minutes every day representing 32.1% of all time spent daily with All forms of Print Media.

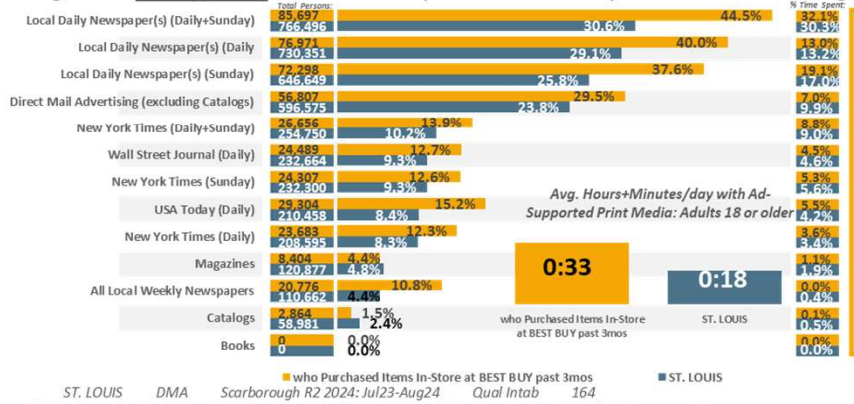
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 164

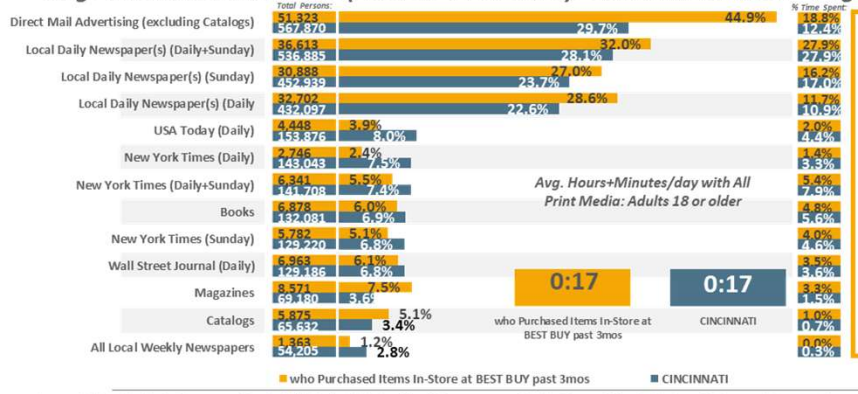
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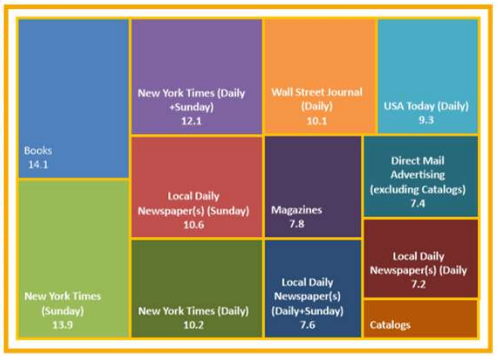
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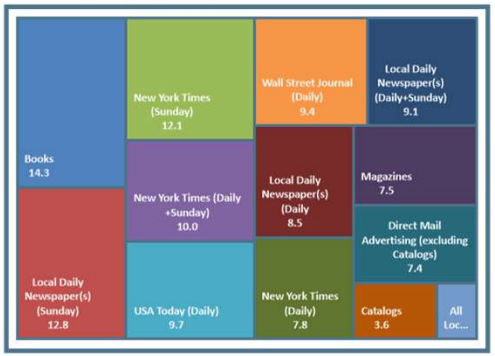
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

36,613 or 32.% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.6 minutes every day representing 29.3% of all time spent daily with All forms of Print Media.

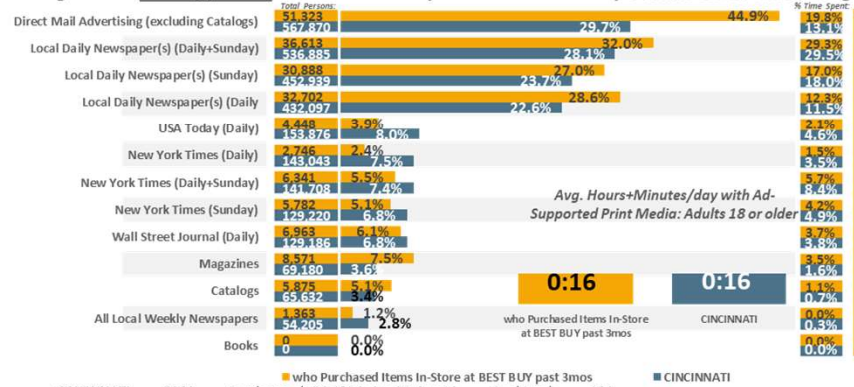
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older

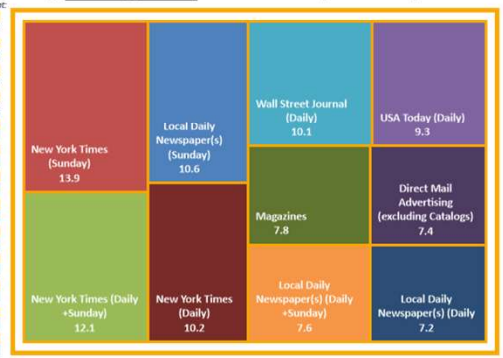


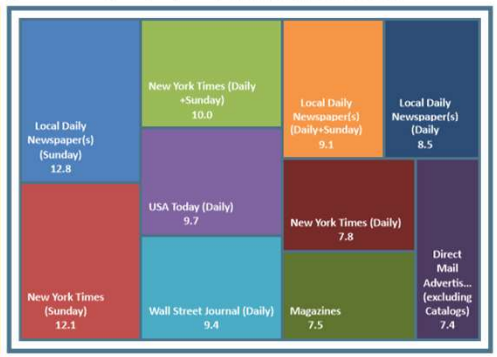




Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older







CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 131

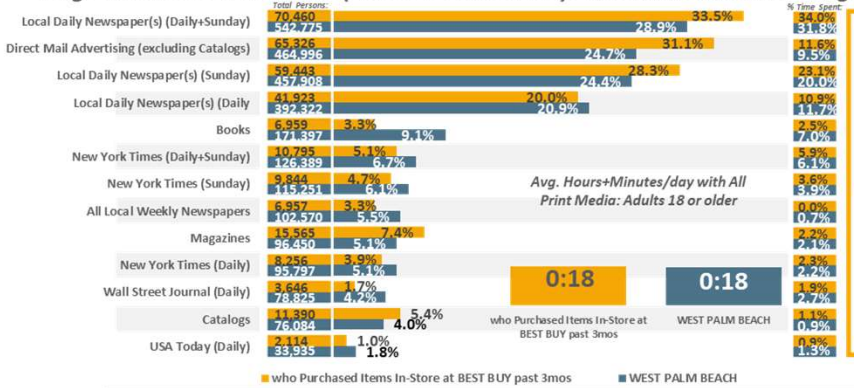
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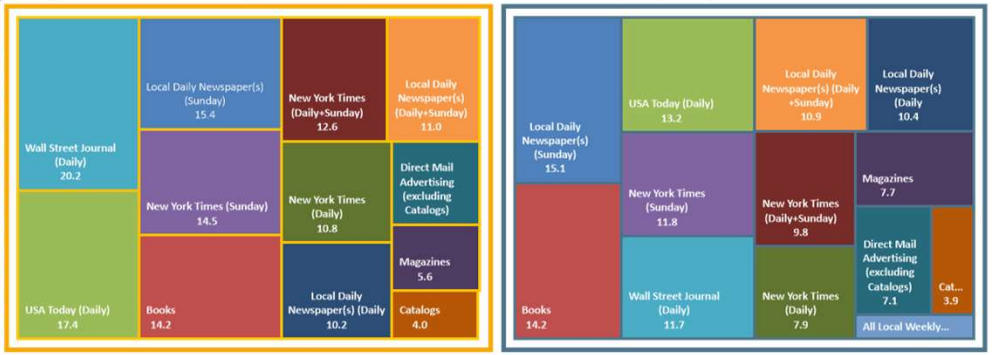
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

70,460 or 33.5% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11. minutes every day representing 34.9% of all time spent daily with All forms of Print Media.

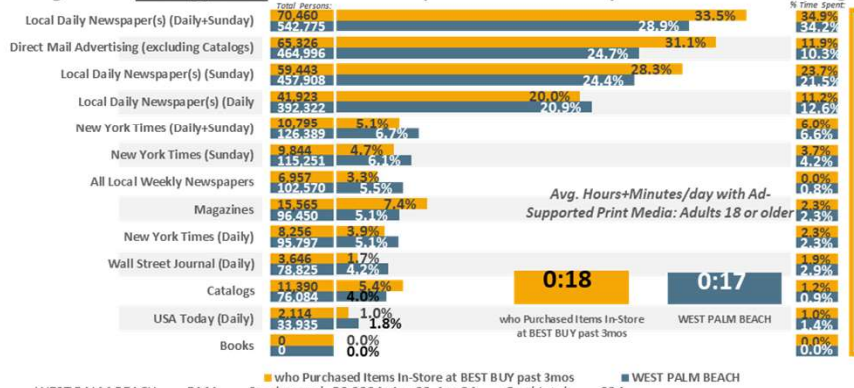
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



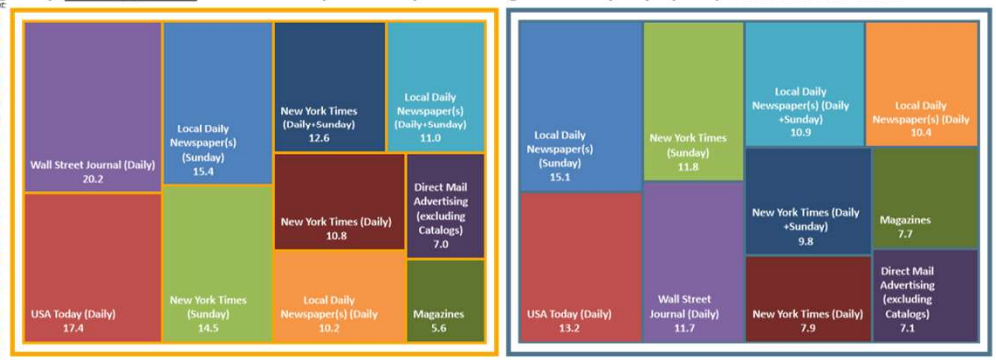
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]