USA+4 More DMAs – P25+ who Purchased Items at SAM'S CLUB in the past 3 months!

Complete Demographic & Media Use Profiles



sam's club











Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI,** and **WEST PALM BEACH DMA** P25+ who **Purchased Items at SAM'S CLUB in the past 3 months** as of July 31, 2026.





P25+

Vanguard BlackRock

Hubbard
media that connects

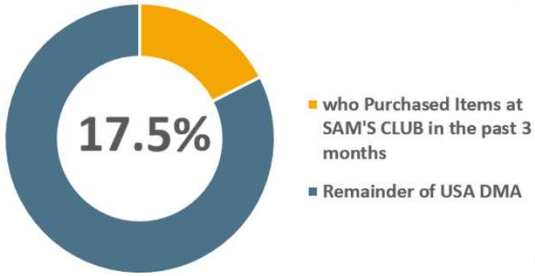
And, Yes! You ARE Smart Enough to Read a Robinhood Legend. *So get ready to Learn!*

Major stores bought past 3 months: Sam's Club



17.5% or 42,375,547 of USA DMA Adults 25 or older Purchased Items at SAM'S CLUB in the past 3 months. Typical Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months are 54.2 years old (3.6% older than average) and have a $99,792 (1.1% higher than average) annual household income.

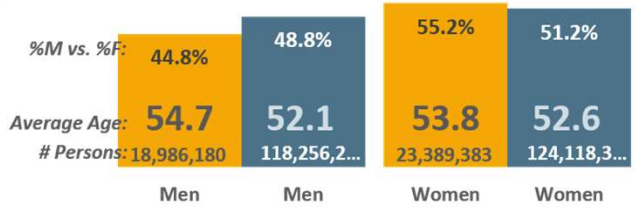
Percent of Market: Adults 25 or older



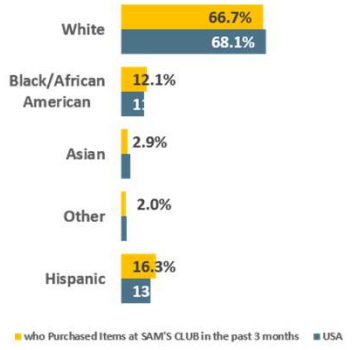
Total Persons:



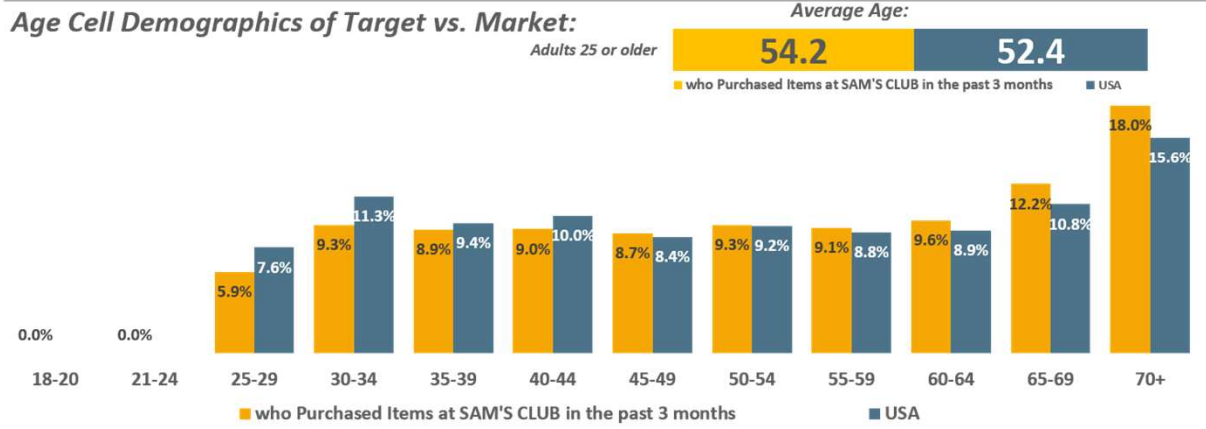
Gender of Target vs. Market: Adults 25 or older



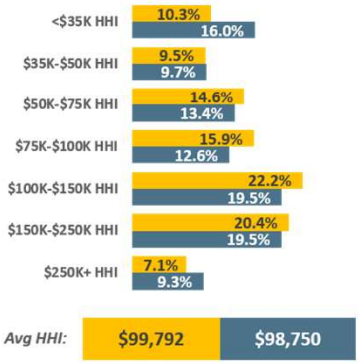
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $99,792 | $98,750

USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 7,602

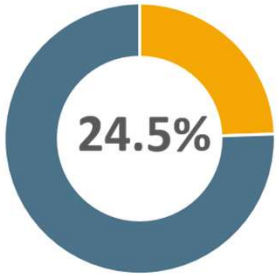
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Major stores bought past 3 months: Sam's Club



24.5% or 840,618 of MSP DMA Adults 25 or older Purchased Items at SAM'S CLUB in the past 3 months. Typical Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months are 54.6 years old (4.1% older than average) and have a $118,391 (4.2% higher than average) annual household income.

Percent of Market: Adults 25 or older



- who Purchased Items at SAM'S CLUB in the past 3 months
- Remainder of MSP DMA

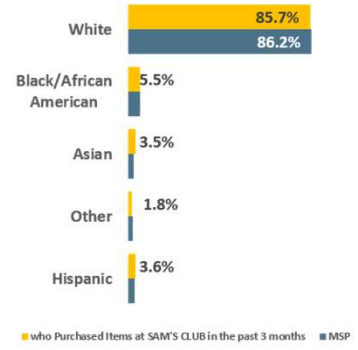
Total Persons:

840,618	2,595,830

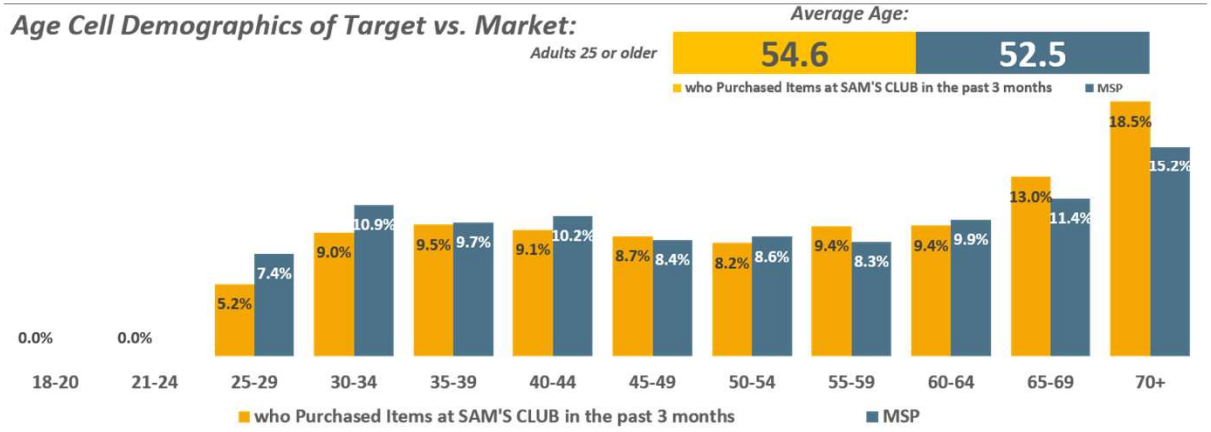
Gender of Target vs. Market: Adults 25 or older

	Men	Men	Women	Women
%M vs. %F:	48.3%	49.4%	51.7%	50.6%
Average Age:	55.0	52.6	54.3	52.4
# Persons:	405,656	1,698,801	434,963	1,737,648

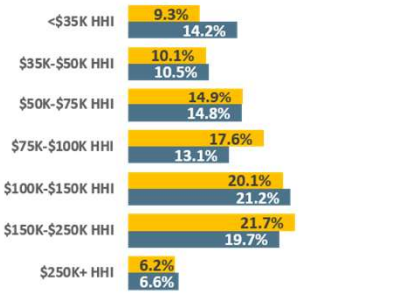
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$118,391	$113,610

MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 857

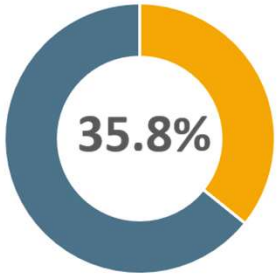
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Major stores bought past 3 months: Sam's Club



35.8% or 797,465 of STL DMA Adults 25 or older Purchased Items at SAM'S CLUB in the past 3 months. Typical Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months are 54.8 years old (3.2% older than average) and have a $117,919 (15.4% higher than average) annual household income.

Percent of Market: Adults 25 or older



- who Purchased Items at SAM'S CLUB in the past 3 months
- Remainder of STL DMA

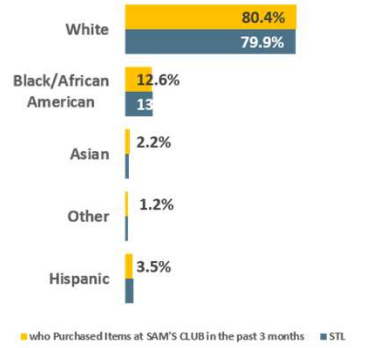
Total Persons:

797,465	1,431,392

Gender of Target vs. Market: Adults 25 or older

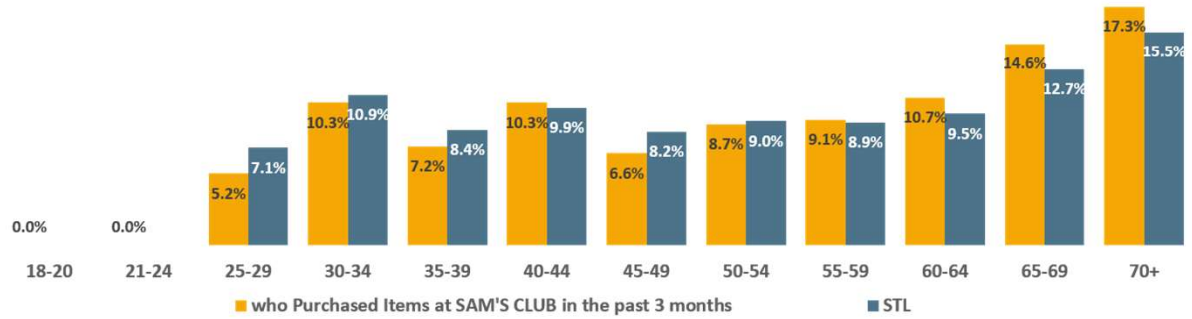
	Men	Men	Women	Women
%M vs. %F:	47.3%	48.2%	52.7%	51.8%
Average Age:	53.8	52.8	55.7	53.3
# Persons:	377,349	1,073,803	420,116	1,155,055

Ethnicity of Target vs. Market:

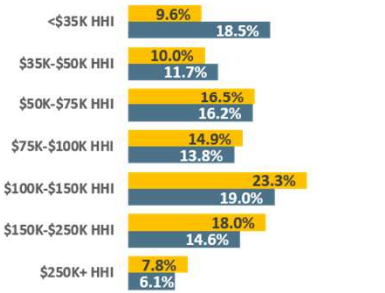


Age Cell Demographics of Target vs. Market:

Average Age:	who Purchased Items at SAM'S CLUB in the past 3 months	STL
Adults 25 or older	54.8	53.1



HHI of Target vs. Market:



Avg HHI:	$117,919	$102,141

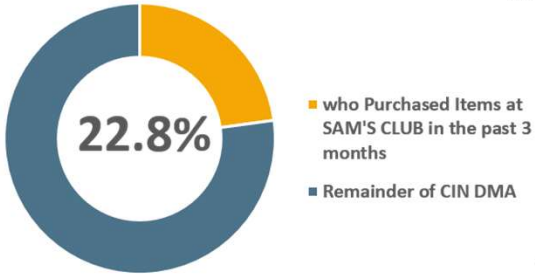
STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,281

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22.8% or 386,279 of CIN DMA Adults 25 or older Purchased Items at SAM'S CLUB in the past 3 months. Typical Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months are 54. years old (2.6% older than average) and have a $125,286 (23.1% higher than average) annual household income.

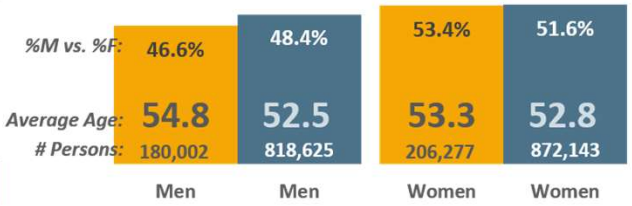
Percent of Market: Adults 25 or older



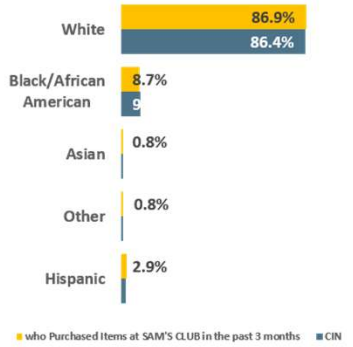
Total Persons:



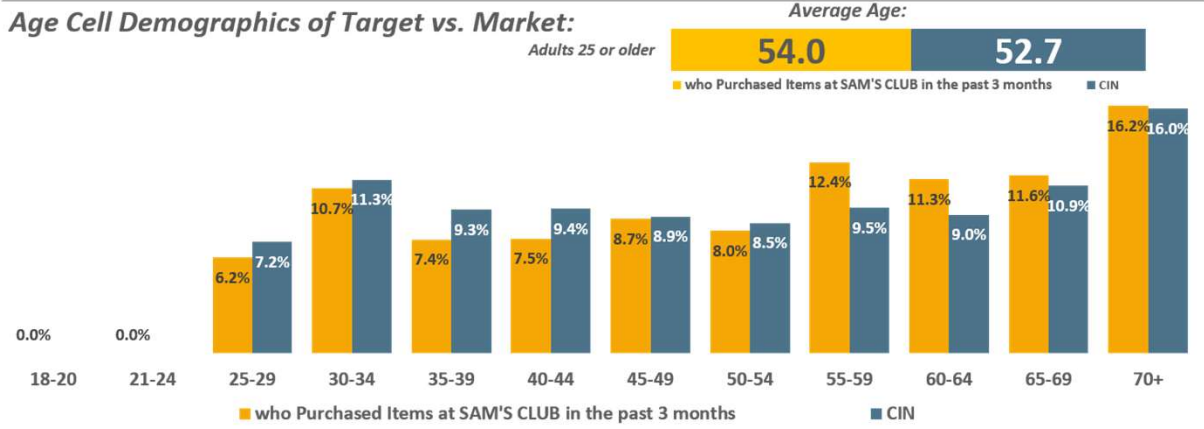
Gender of Target vs. Market: Adults 25 or older



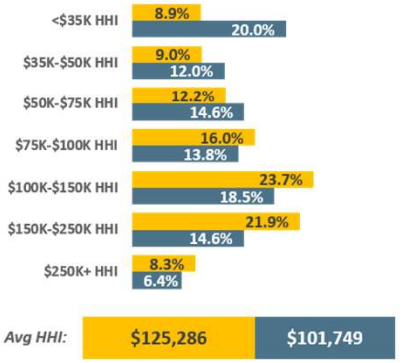
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 827

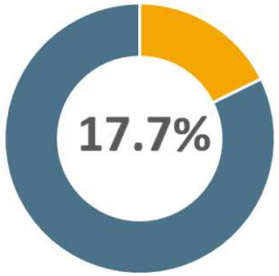
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Major stores bought past 3 months: Sam's Club



17.7% or 313,183 of WPB DMA Adults 25 or older Purchased Items at SAM'S CLUB in the past 3 months. Typical Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months are 57.5 years old (1.7% older than average) and have a $116,875 (6.3% higher than average) annual household income.

Percent of Market: Adults 25 or older



- who Purchased Items at SAM'S CLUB in the past 3 months
- Remainder of WPB DMA

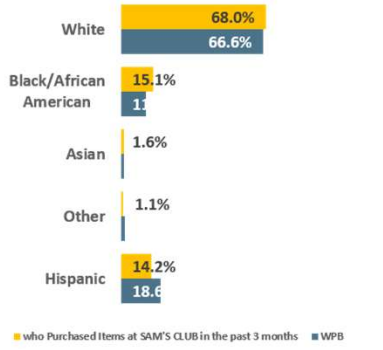
Total Persons:

313,183	1,452,586

Gender of Target vs. Market: Adults 25 or older

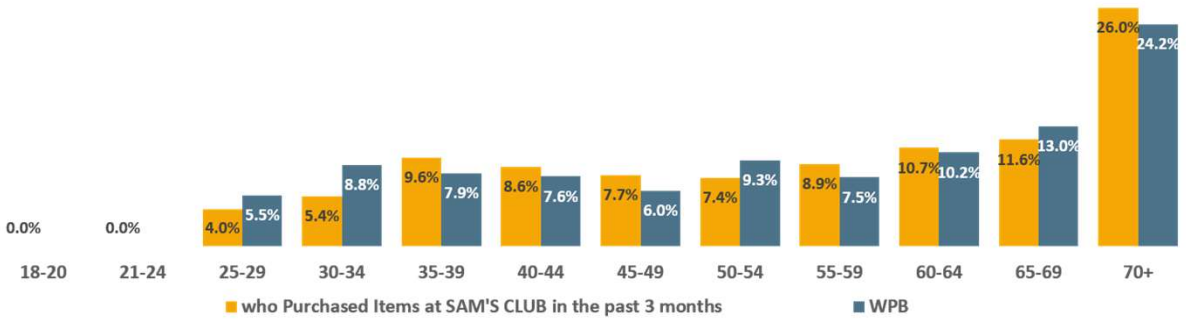
	Men	Men	Women	Women
%M vs. %F:	48.8%	48.2%	51.2%	51.8%
Average Age:	59.6	56.1	55.4	56.9
# Persons:	152,927	850,459	160,256	915,310

Ethnicity of Target vs. Market:

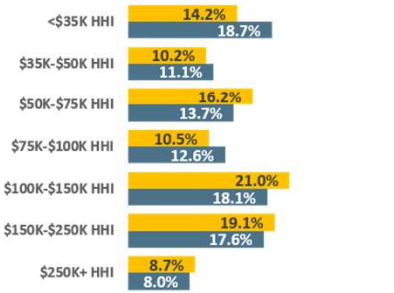


Age Cell Demographics of Target vs. Market:

Average Age:	who Purchased Items at SAM'S CLUB in the past 3 months	WPB
Adults 25 or older	57.5	56.5



HHI of Target vs. Market:



Avg HHI:	$116,875	$109,927

WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,042

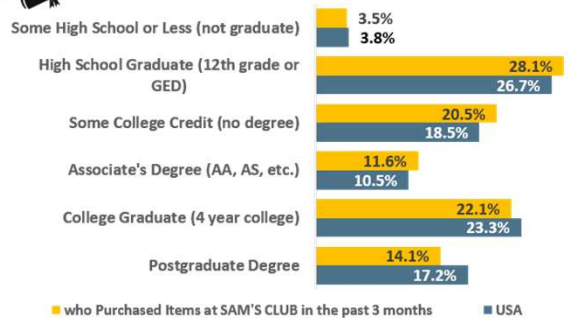
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Major stores bought past 3 months: Sam's Club

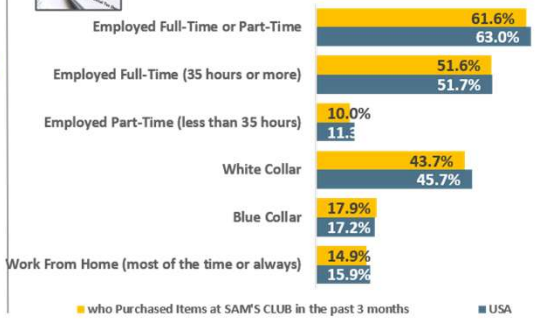


17.5% or 42,375,547 of USA DMA Adults 25 or older Purchased Items at SAM'S CLUB in the past 3 months. Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months are 10.4% less likely to be a college graduate, .1% less likely to work full-time, 17.8% more likely to be married, 10.% more likely to be a parent of 1 or more children under 18.

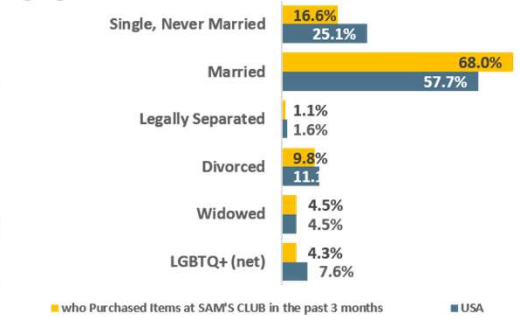
Education Levels: Adults 25 or older



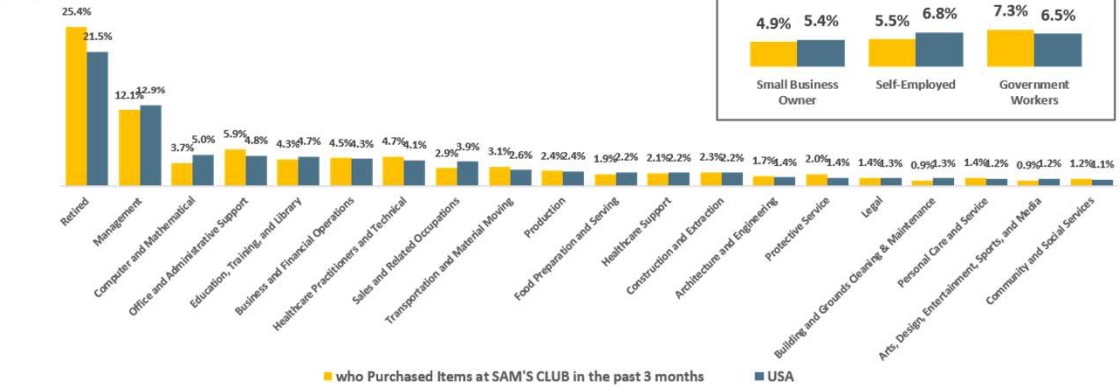
Employment: Adults 25 or older



Marital Status: Adults 25 or older

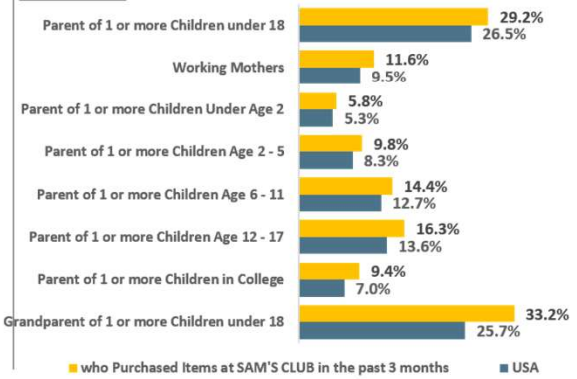


Top-20 Occupations: Adults 25 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 25 or older



USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 7,602

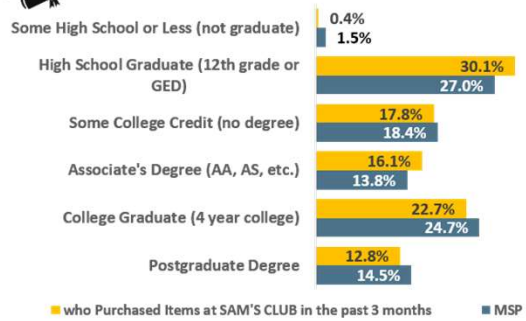
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Major stores bought past 3 months: Sam's Club

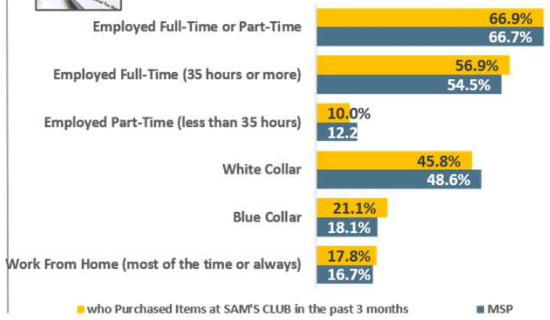


24.5% or 840,618 of MSP DMA Adults 25 or older Purchased Items at SAM'S CLUB in the past 3 months. Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months are 9.5% less likely to be a college graduate, 4.3% more likely to work full-time, 17.8% more likely to be married, 7.6% more likely to be a parent of 1 or more children under 18.

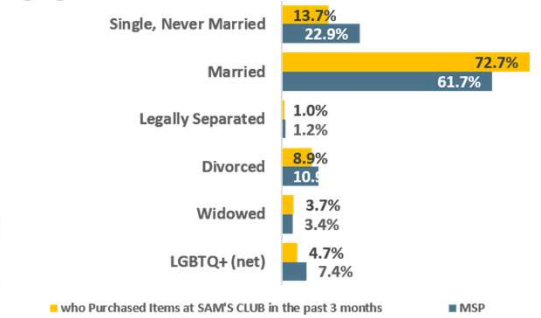
Education Levels: Adults 25 or older



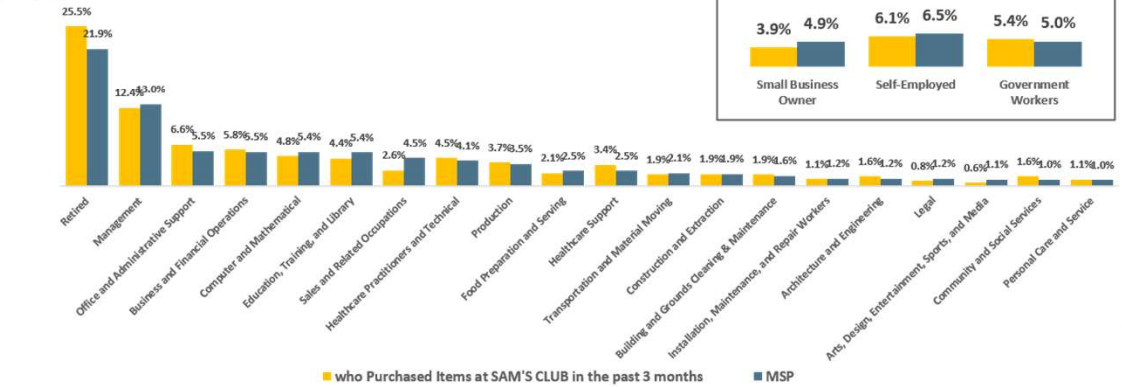
Employment: Adults 25 or older



Marital Status: Adults 25 or older

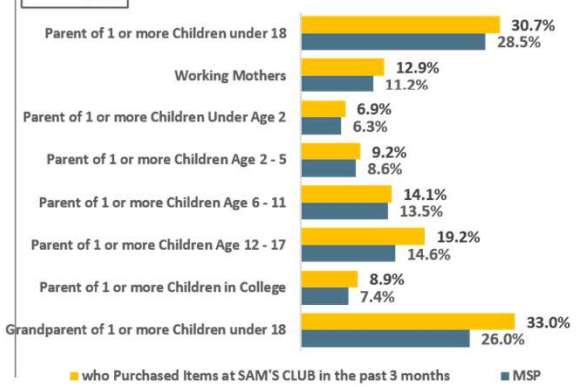


Top-20 Occupations: Adults 25 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 25 or older



MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 857

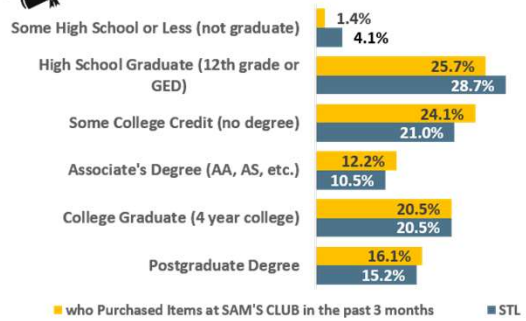
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Major stores bought past 3 months: Sam's Club

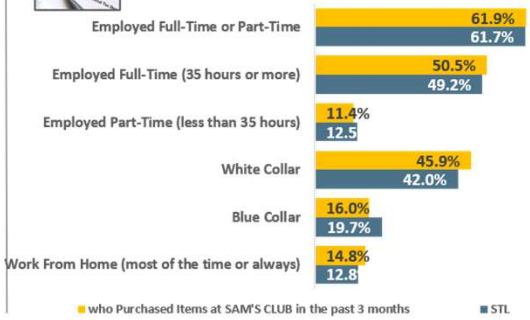


35.8% or 797,465 of STL DMA Adults 25 or older Purchased Items at SAM'S CLUB in the past 3 months. Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months are 2.6% more likely to be a college graduate, 2.8% more likely to work full-time, 19.3% more likely to be married, 4.5% more likely to be a parent of 1 or more children under 18.

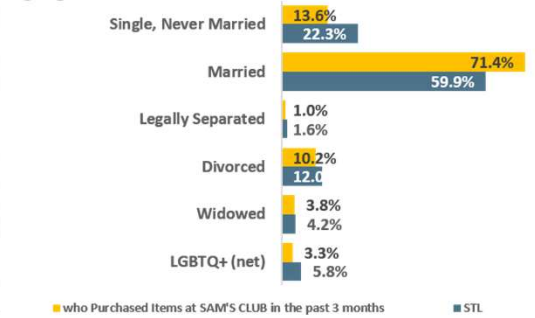
Education Levels: Adults 25 or older



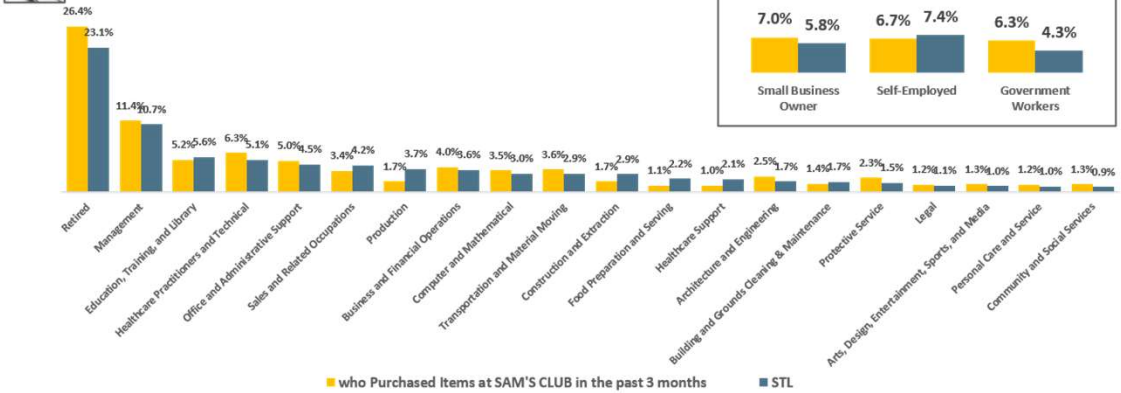
Employment: Adults 25 or older



Marital Status: Adults 25 or older

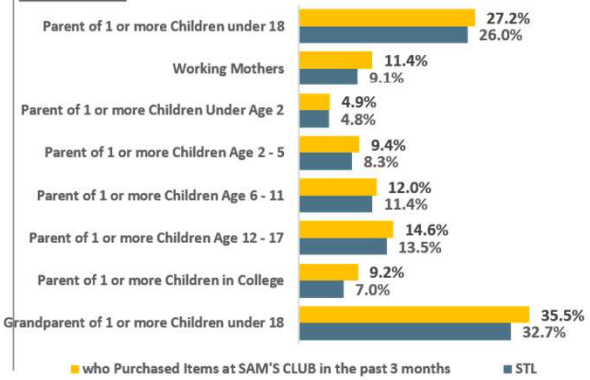


Top-20 Occupations: Adults 25 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 25 or older



STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,281

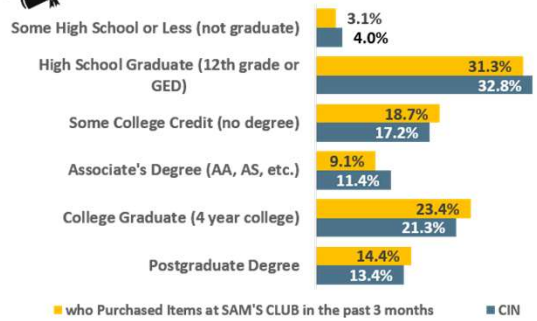
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Major stores bought past 3 months: Sam's Club

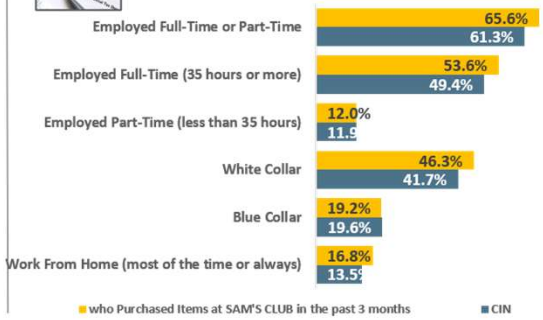


22.8% or 386,279 of CIN DMA Adults 25 or older Purchased Items at SAM'S CLUB in the past 3 months. Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months are 9.3% more likely to be a college graduate, 8.4% more likely to work full-time, 23.1% more likely to be married, 8.3% less likely to be a parent of 1 or more children under 18.

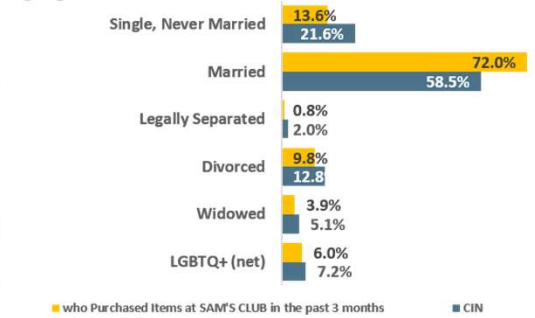
Education Levels: Adults 25 or older



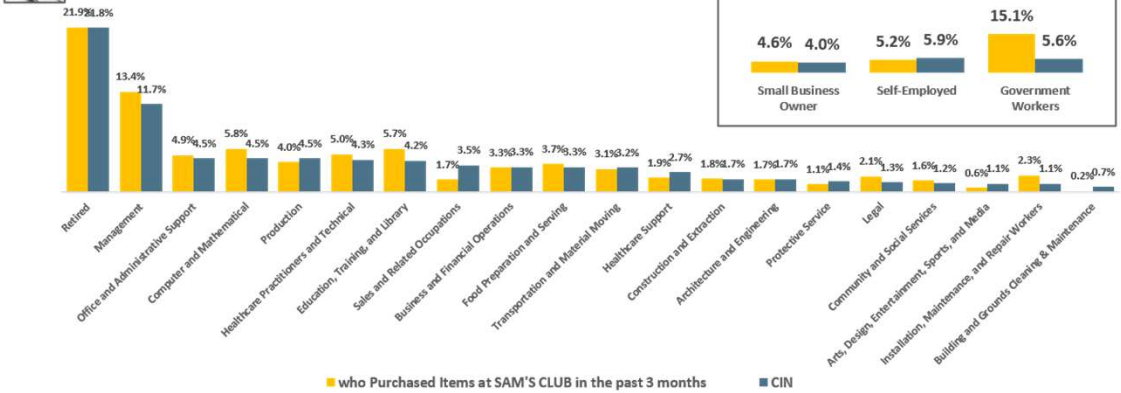
Employment: Adults 25 or older



Marital Status: Adults 25 or older

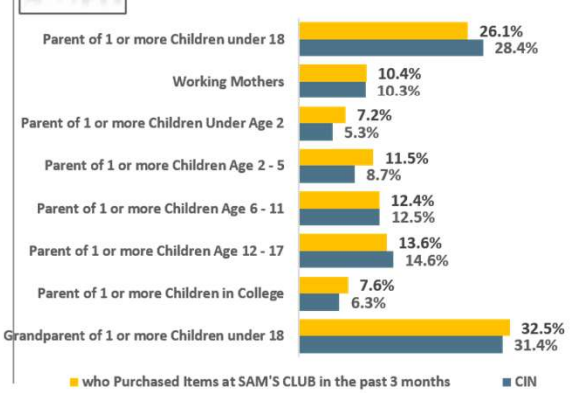


Top-20 Occupations: Adults 25 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 25 or older



CIN DMA Scarborough R2 2025-26; Aug24-Jul26 Qual Intab 827

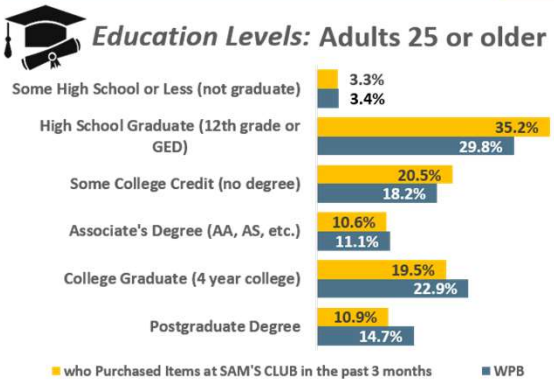
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Major stores bought past 3 months: Sam's Club

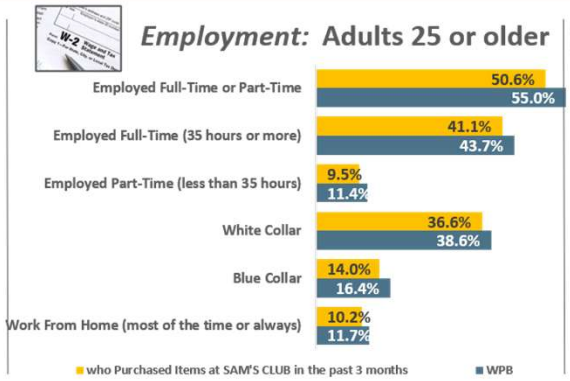


17.7% or 313,183 of WPB DMA Adults 25 or older Purchased Items at SAM'S CLUB in the past 3 months. Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months are 19.1% less likely to be a college graduate, 5.9% less likely to work full-time, 10.4% more likely to be married, 35.3% more likely to be a parent of 1 or more children under 18.

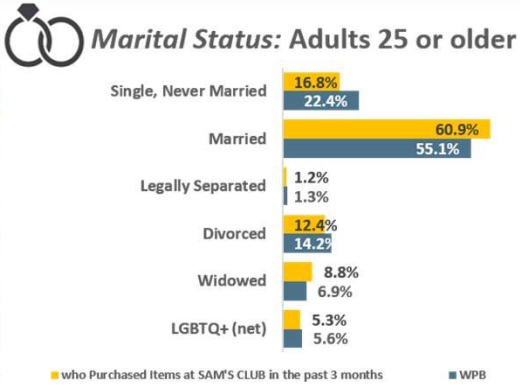
Education Levels: Adults 25 or older



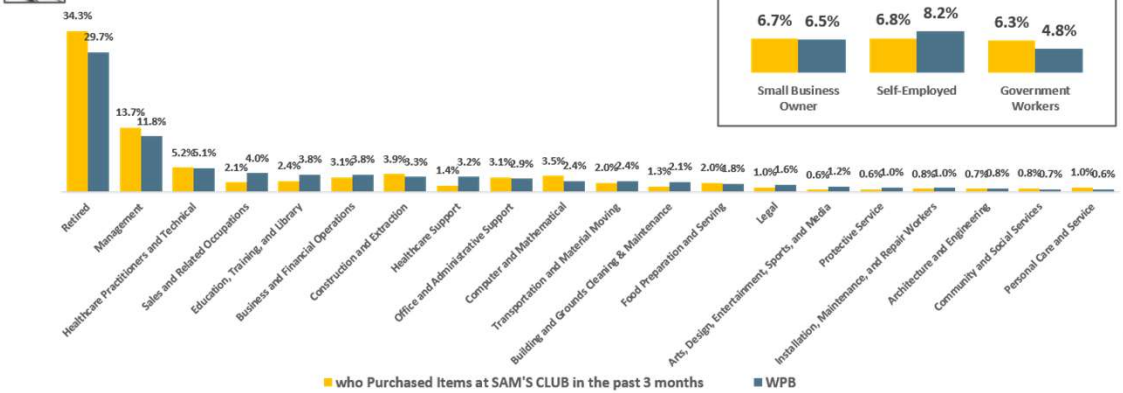
Employment: Adults 25 or older



Marital Status: Adults 25 or older

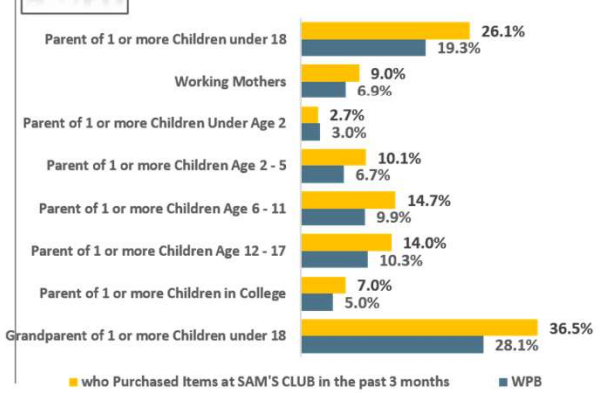


Top-20 Occupations: Adults 25 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 25 or older



WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,042

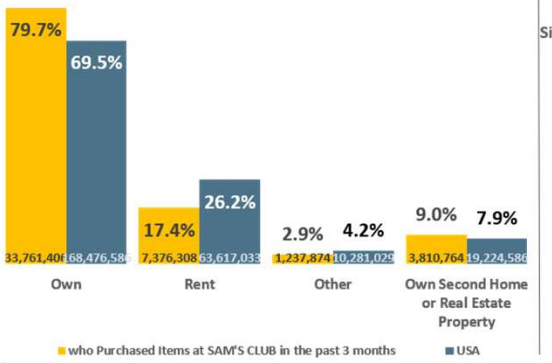
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Major stores bought past 3 months: Sam's Club

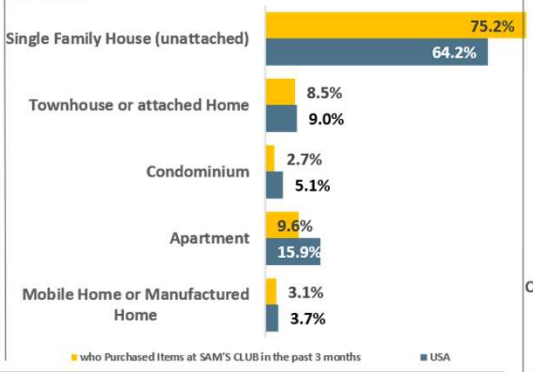


17.5% or 42,375,547 of USA DMA Adults 25 or older Purchased Items at SAM'S CLUB in the past 3 months. Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months are 14.6% more likely to own their home, 16.6% more likely to own a lower valued home, 17.1% more likely to have a single-family home, 13.2% more likely to have a dog.

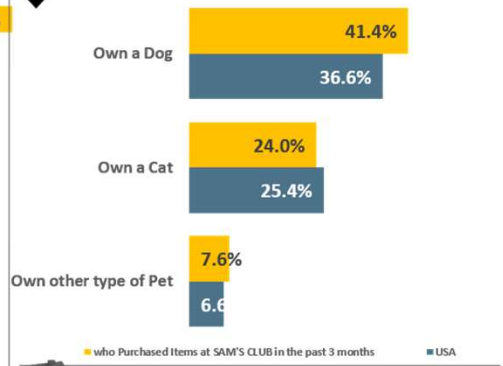
Own/Rent/Other: Adults 25 or older



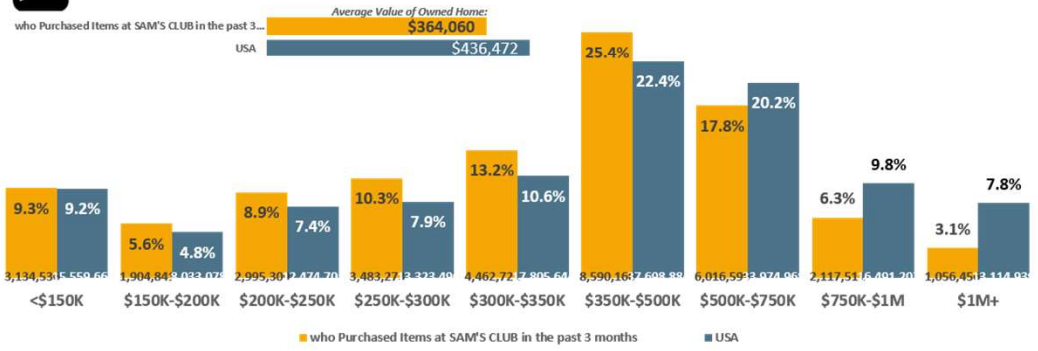
Type of Home: Adults 25 or older



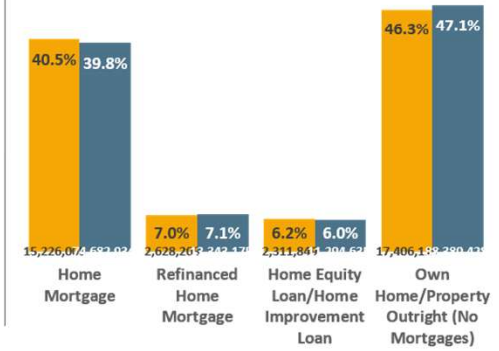
Pets in Home: Adults 25 or older



Value of Owned Home: Adults 25 or older



Home Loans: Adults 25 or older



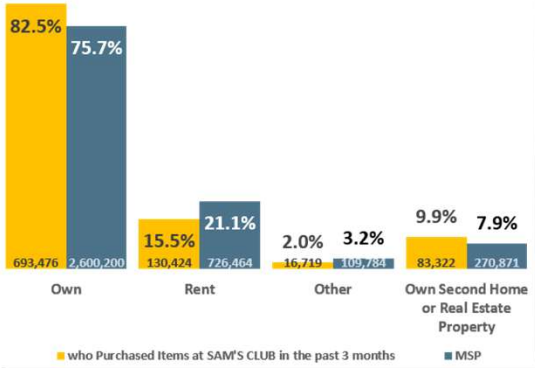
USA *USA Projection* *Scarborough R2 2025-26: Feb24-Jul26* *Qual Intab* *7,602*

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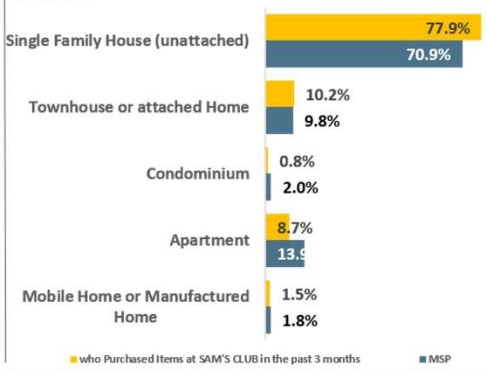
Major stores bought past 3 months: Sam's Club

24.5% or 840,618 of MSP DMA Adults 25 or older Purchased Items at SAM'S CLUB in the past 3 months. Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months are 9.% more likely to own their home, 3.5% more likely to own a higher valued home, 9.9% more likely to have a single-family home, 5.% more likely to have a dog.

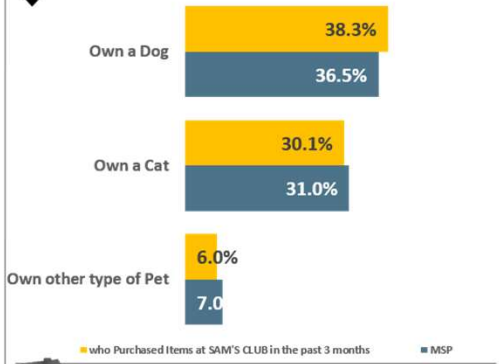
Own/Rent/Other: Adults 25 or older



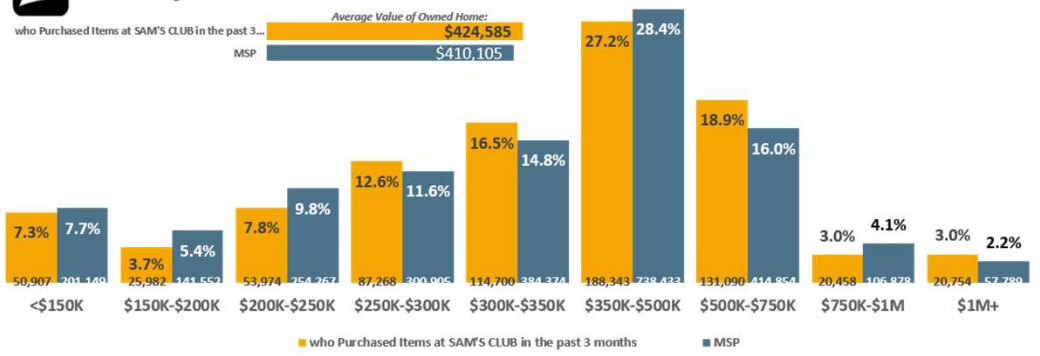
Type of Home: Adults 25 or older



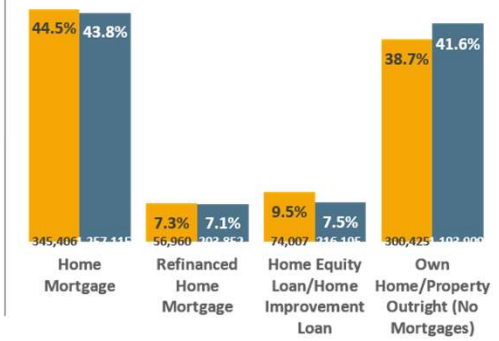
Pets in Home: Adults 25 or older



Value of Owned Home: Adults 25 or older



Home Loans: Adults 25 or older



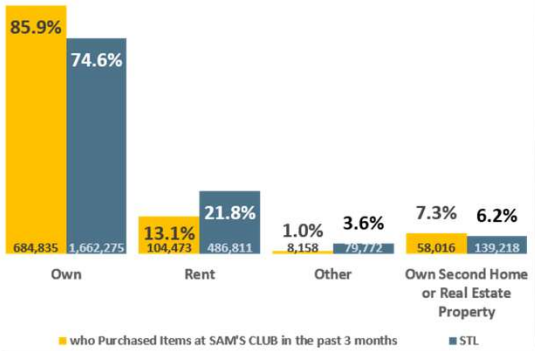
MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 857

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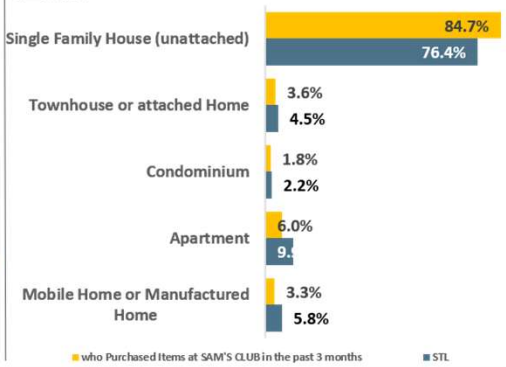
Major stores bought past 3 months: Sam's Club

35.8% or 797,465 of STL DMA Adults 25 or older Purchased Items at SAM'S CLUB in the past 3 months. Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months are 15.1% more likely to own their home, 6.6% more likely to own a higher valued home, 10.9% more likely to have a single-family home, 1.9% less likely to have a dog.

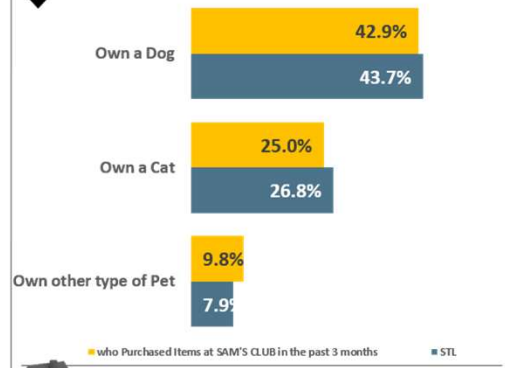
Own/Rent/Other: Adults 25 or older



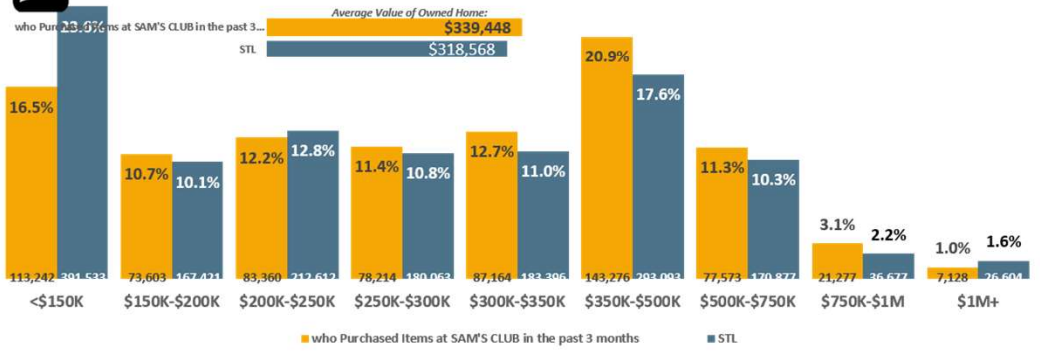
Type of Home: Adults 25 or older



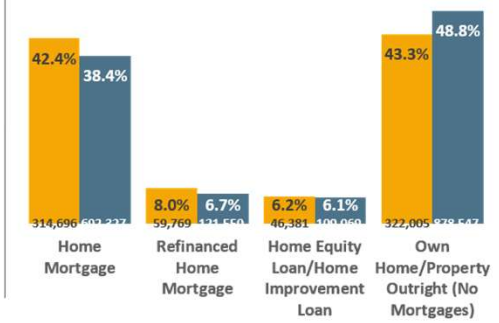
Pets in Home: Adults 25 or older



Value of Owned Home: Adults 25 or older



Home Loans: Adults 25 or older



STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,281

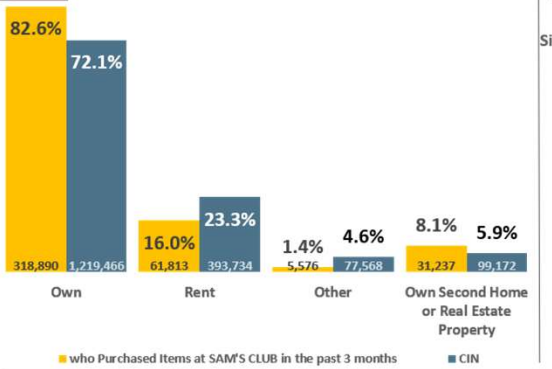
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Major stores bought past 3 months: Sam's Club

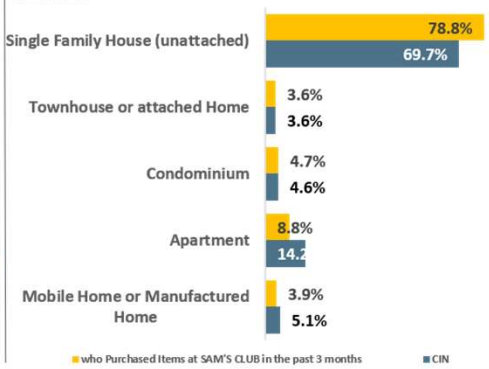


22.8% or 386,279 of CIN DMA Adults 25 or older Purchased Items at SAM'S CLUB in the past 3 months. Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months are 14.5% more likely to own their home, 5.3% more likely to own a higher valued home, 13.% more likely to have a single-family home, 16.5% more likely to have a dog.

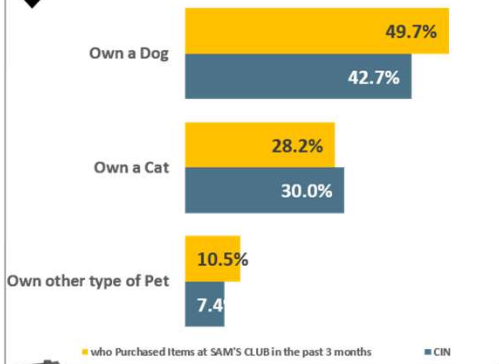
Own/Rent/Other: Adults 25 or older



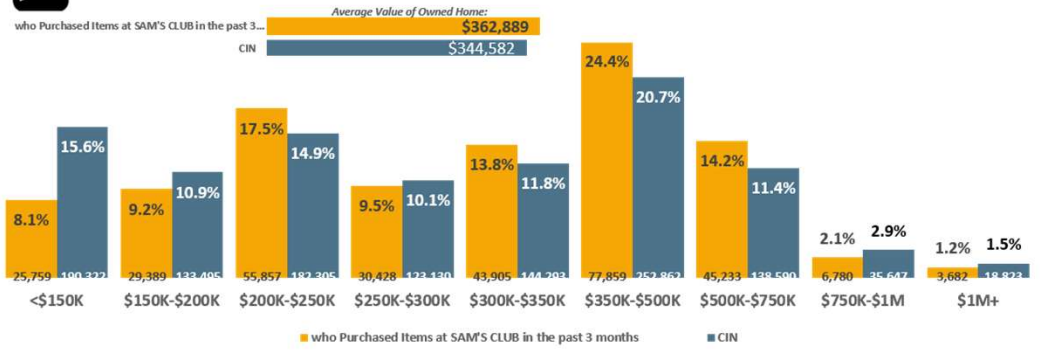
Type of Home: Adults 25 or older



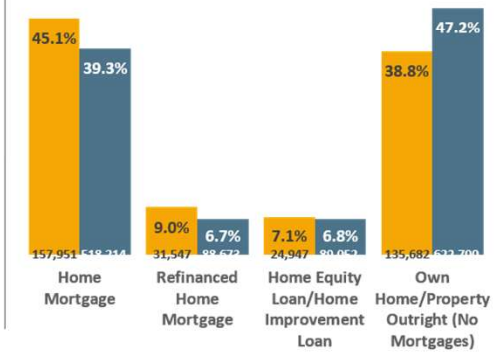
Pets in Home: Adults 25 or older



Value of Owned Home: Adults 25 or older



Home Loans: Adults 25 or older



CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 827

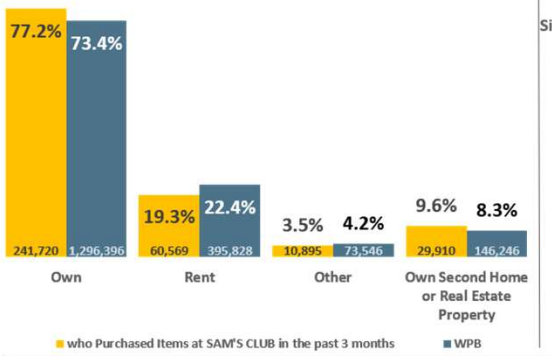
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Major stores bought past 3 months: Sam's Club

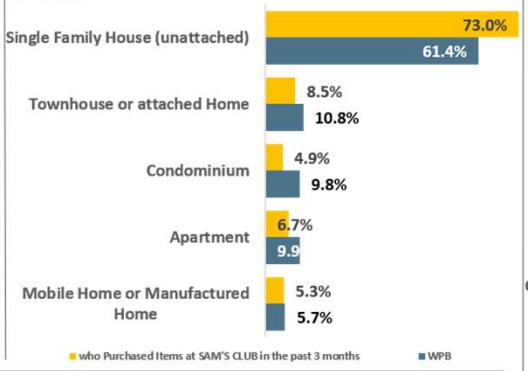


17.7% or 313,183 of WPB DMA Adults 25 or older Purchased Items at SAM'S CLUB in the past 3 months. Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months are 5.1% more likely to own their home, 10.3% more likely to own a lower valued home, 18.9% more likely to have a single-family home, 5.3% more likely to have a dog.

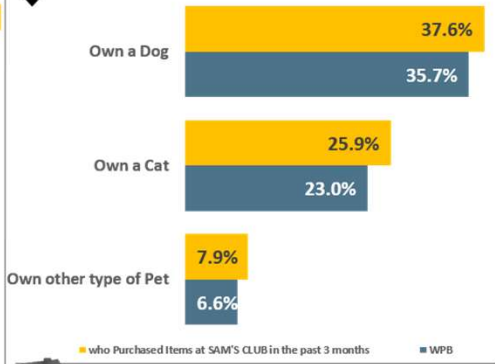
Own/Rent/Other: Adults 25 or older



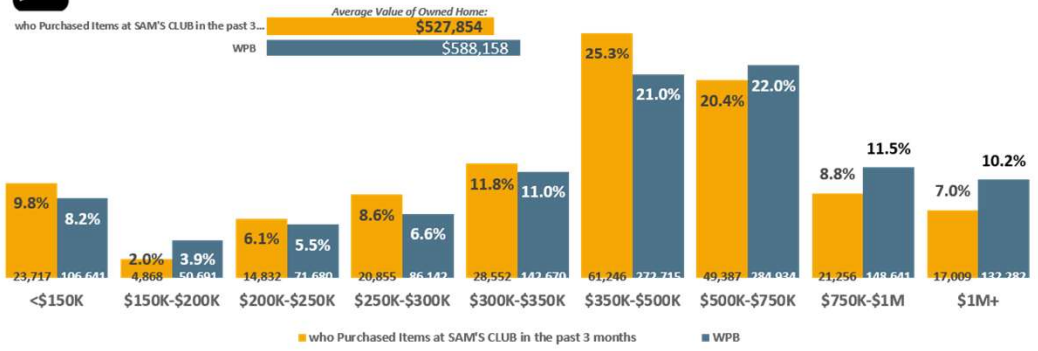
Type of Home: Adults 25 or older



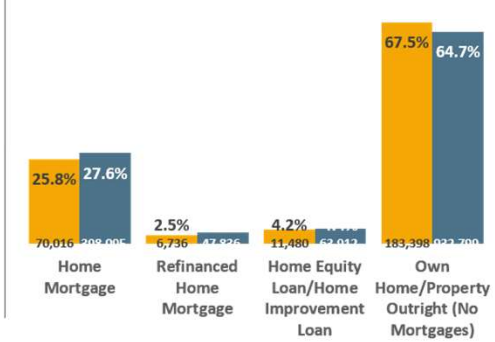
Pets in Home: Adults 25 or older



Value of Owned Home: Adults 25 or older



Home Loans: Adults 25 or older



WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,042

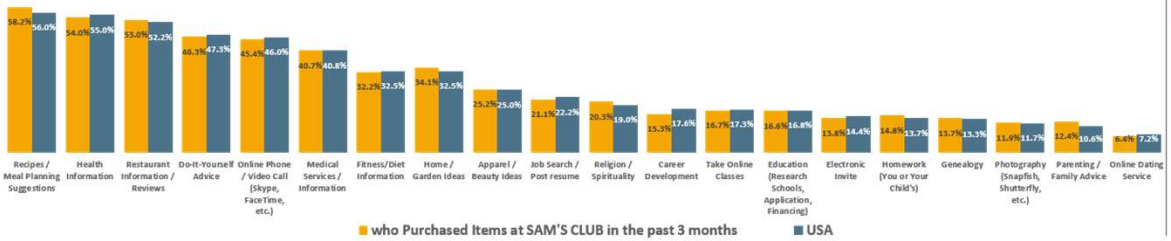
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Major stores bought past 3 months: Sam's Club

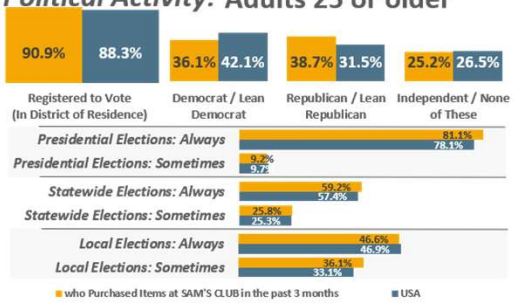


17.5% or 42,375,547 of USA DMA Adults 25 or older Purchased Items at SAM'S CLUB in the past 3 months. Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months are 2.1% less likely to look up D-I-Y advice online, .7% less likely to always vote in local elections, 1.1% more likely to belong to a gym, .1% less likely to fly domestic past yr.

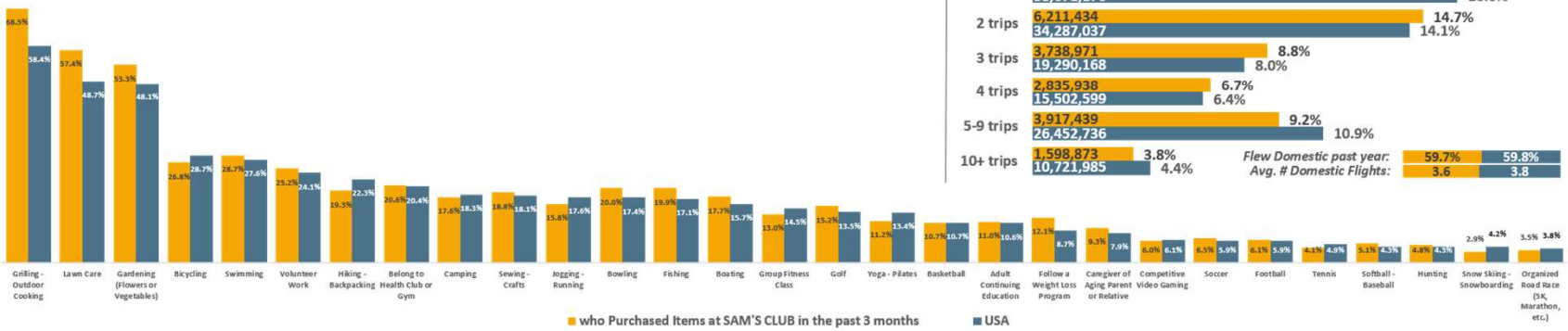
Top-20 past 30-days Online Lifestyle Activites: Adults 25 or older



Political Activity: Adults 25 or older



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



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

USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 7,602

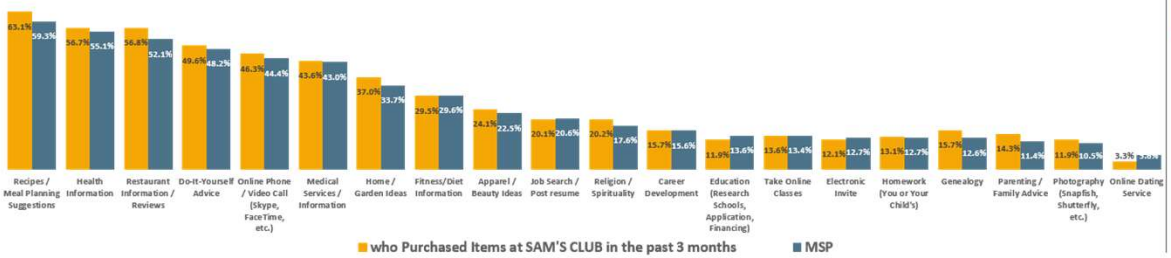
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Major stores bought past 3 months: Sam's Club

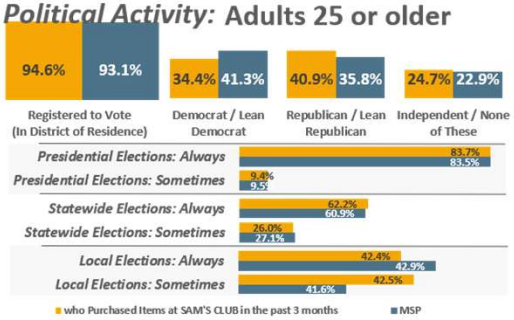


24.5% or 840,618 of MSP DMA Adults 25 or older Purchased Items at SAM'S CLUB in the past 3 months. Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months are 2.9% more likely to look up D-I-Y advice online, 1.2% less likely to always vote in local elections, 16.2% more likely to belong to a gym, .6% more likely to fly domestic past y

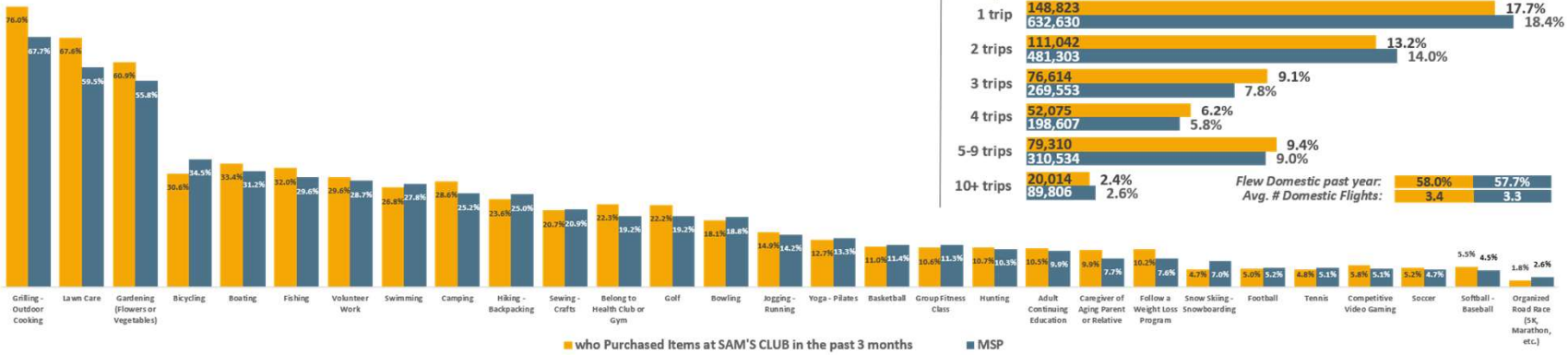
Top-20 past 30-days Online Lifestyle Activites: Adults 25 or older



Political Activity: Adults 25 or older



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



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

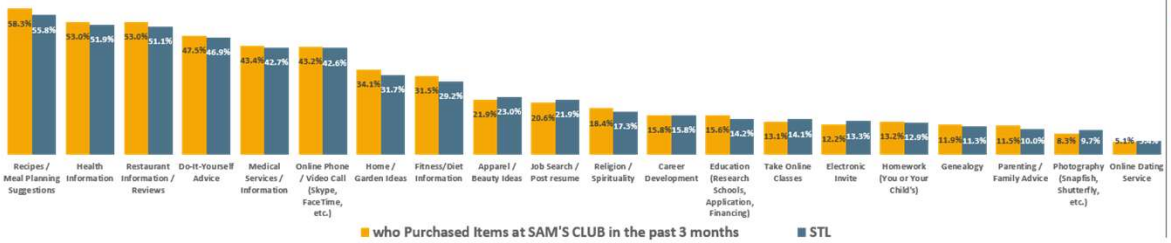
MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 857

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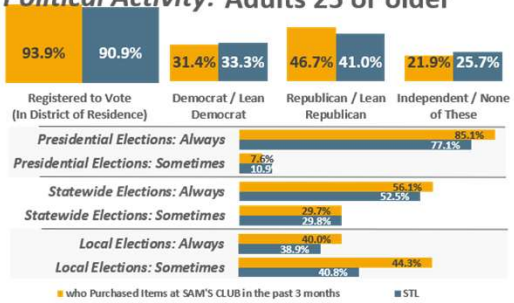
Major stores bought past 3 months: Sam's Club

35.8% or 797,465 of STL DMA Adults 25 or older Purchased Items at SAM'S CLUB in the past 3 months. Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months are 1.2% more likely to look up D-I-Y advice online, 2.7% more likely to always vote in local elections, 15.1% more likely to belong to a gym, 7.8% more likely to fly domestic past

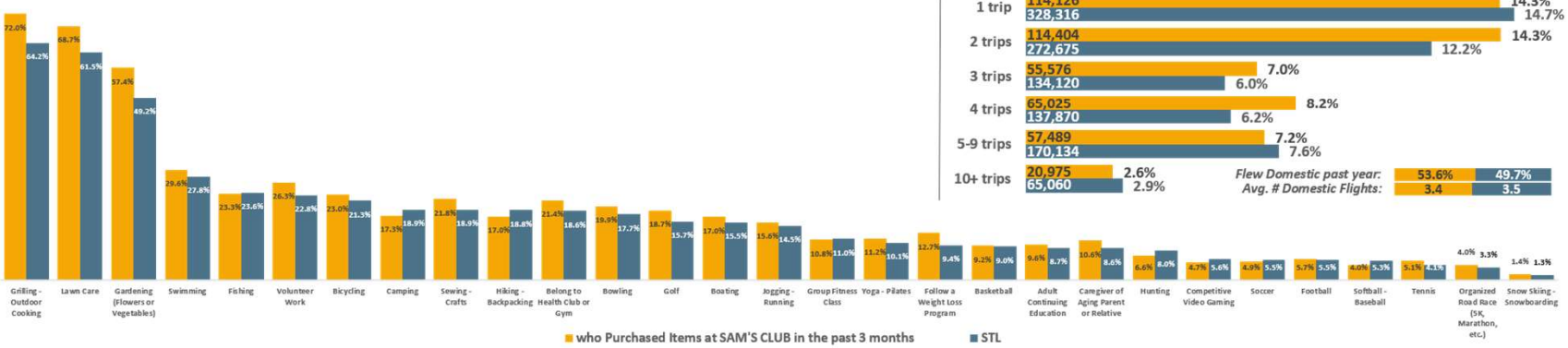
Top-20 past 30-days Online Lifestyle Activites: Adults 25 or older



Political Activity: Adults 25 or older



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



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

STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,281

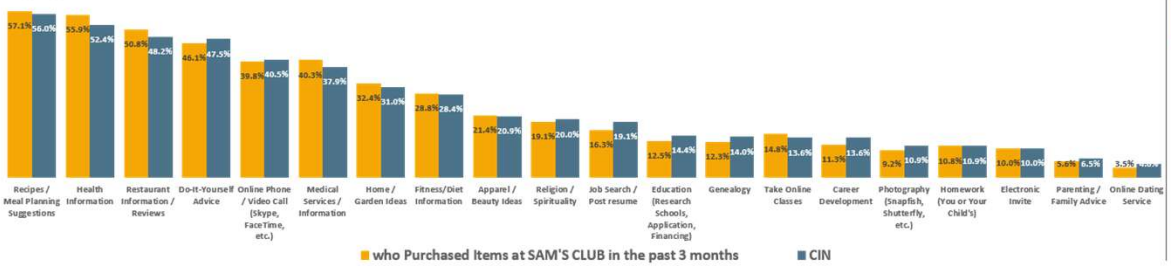
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Major stores bought past 3 months: Sam's Club

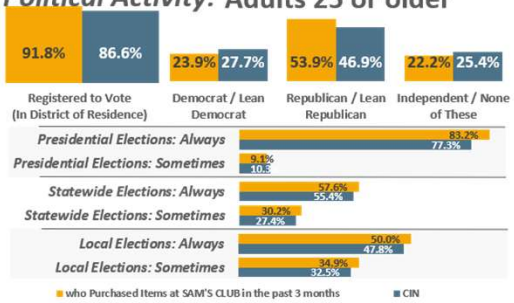


22.8% or 386,279 of CIN DMA Adults 25 or older Purchased Items at SAM'S CLUB in the past 3 months. Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months are 3.% less likely to look up D-I-Y advice online, 4.4% more likely to always vote in local elections, 1.7% more likely to belong to a gym, 18.9% more likely to fly domestic past y

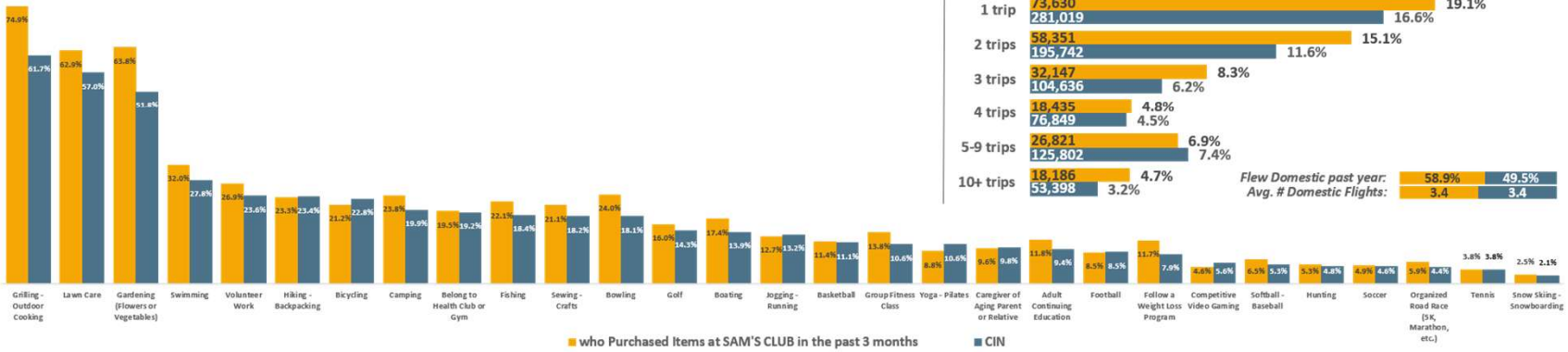
Top-20 past 30-days Online Lifestyle Activites: Adults 25 or older



Political Activity: Adults 25 or older



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



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

CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 827

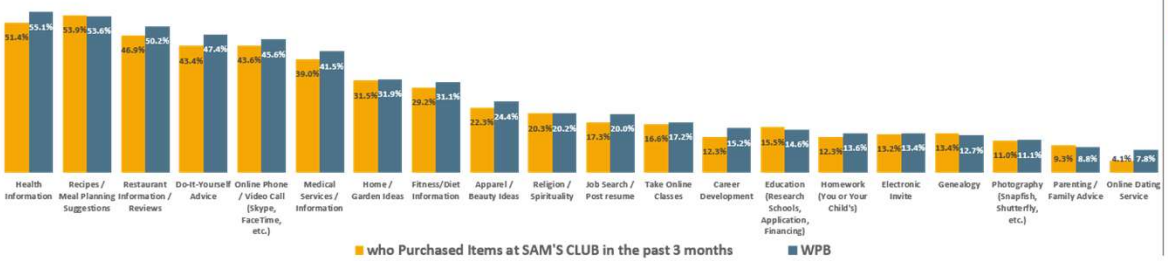
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Major stores bought past 3 months: Sam's Club

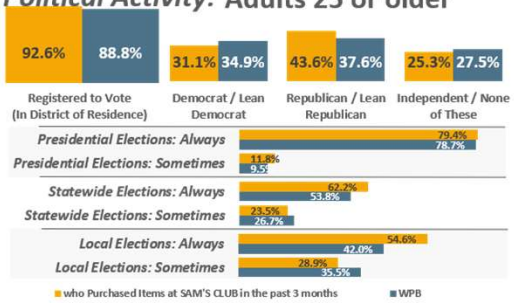


17.7% or 313,183 of WPB DMA Adults 25 or older Purchased Items at SAM'S CLUB in the past 3 months. Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months are 8.4% less likely to look up D-I-Y advice online, 30.% more likely to always vote in local elections, 19.4% less likely to belong to a gym, 4.3% more likely to fly domestic past

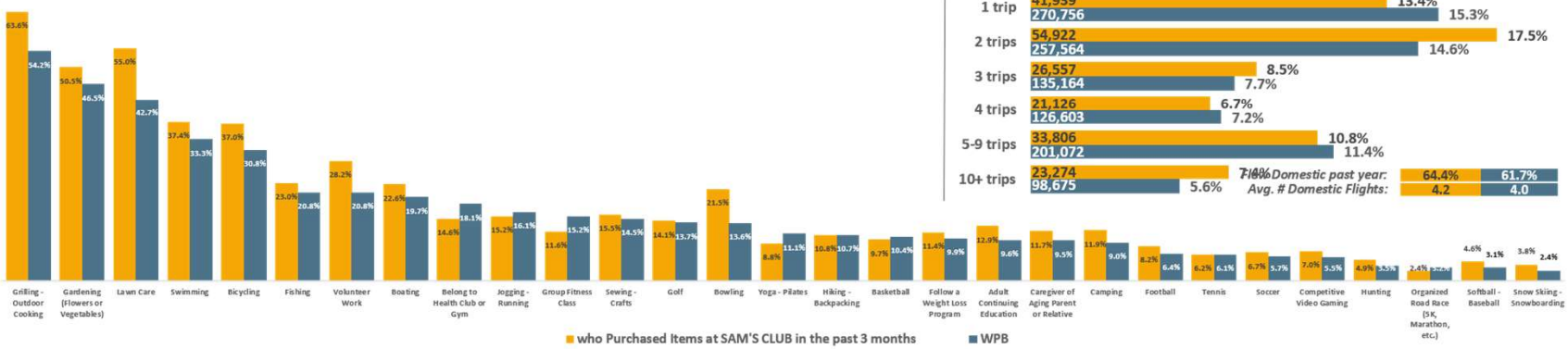
Top-20 past 30-days Online Lifestyle Activites: Adults 25 or older



Political Activity: Adults 25 or older



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



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

WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,042

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Major stores bought past 3 months: Sam's Club



17.5% or 42,375,547 of USA DMA Adults 25 or older Purchased Items at SAM'S CLUB in the past 3 months. Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months are 6.1% more likely to use QSRs past mo., 7.3% more likely to use Sit-Down Restaurants past mo., 11.5% more likely to use Casinos past yr., 27.1% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 25 or older

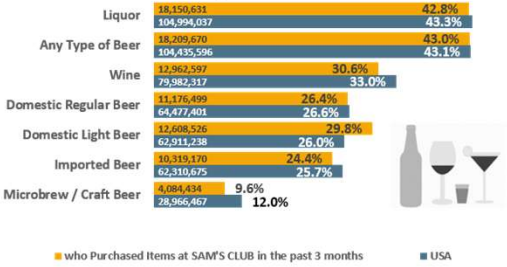
(Sit-Down Restaurants Used Past 30-days)



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

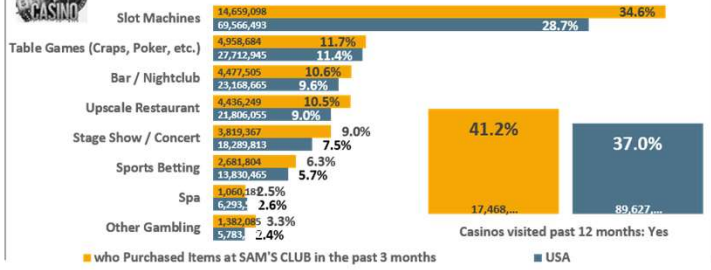


Drank Past 30-days: Adults 25 or older



Past 12 months Casino Activities: Adults 25 or older





Used Past 30-days: Adults 25 or older



USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 7,602

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Major stores bought past 3 months: Sam's Club



24.5% or 840,618 of MSP DMA Adults 25 or older Purchased Items at SAM'S CLUB in the past 3 months. Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months are 2.% more likely to use QSRs past mo., 4.2% more likely to use Sit-Down Restaurants past mo., 12.6% more likely to use Casinos past yr., 21.9% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 or older



Total Monthly QSR Users: 85.6% 719,526 | 84.0% 2,885,152

Avg. Monthly QSR Meals: 5.8 | 5.2

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



Total Monthly Sit-Down Restaurant Users: 76.2% 640,586 | 73.2% 2,513,999

Avg. Monthly Sit-Down Restaurant Meals: 3.1 | 3.2

Top-10 Cuisines: Adults 25 or older

(Sit-Down Restaurants Used Past 30-days)

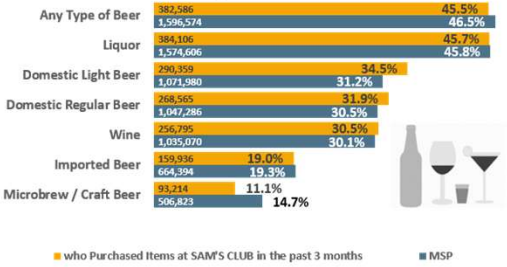


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

who Purchased Items at SAM'S CLUB in the past 3... 76,821 9.1%

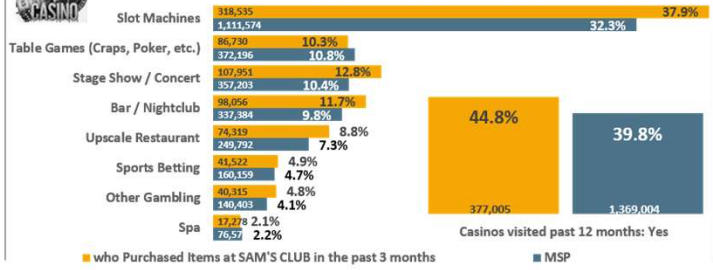
MSP 406,266 11.8%

Drank Past 30-days: Adults 25 or older



Past 12 months Casino Activities: Adults 25 or older





Used Past 30-days: Adults 25 or older



MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 857

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Major stores bought past 3 months: Sam's Club



35.8% or 797,465 of STL DMA Adults 25 or older Purchased Items at SAM'S CLUB in the past 3 months. Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months are 4.6% more likely to use QSRs past mo., 11.8% more likely to use Sit-Down Restaurants past mo., 1.9% less likely to use Casinos past yr., 47.3% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 25 or older

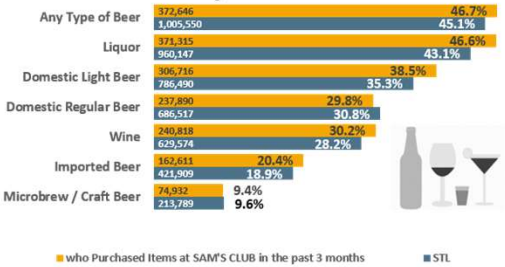
(Sit-Down Restaurants Used Past 30-days)



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

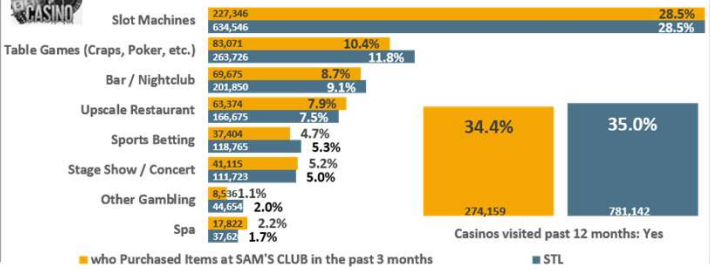


Drank Past 30-days: Adults 25 or older



Past 12 months Casino Activities: Adults 25 or older





Used Past 30-days: Adults 25 or older



STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,281

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Major stores bought past 3 months: Sam's Club



22.8% or 386,279 of CIN DMA Adults 25 or older Purchased Items at SAM'S CLUB in the past 3 months. Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months are 6.9% more likely to use QSRs past mo., 9.7% more likely to use Sit-Down Restaurants past mo., 20.3% more likely to use Casinos past yr., 12.7% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 or older



Total Monthly QSR Users: 92.2% 355,959 | 86.2% 1,457,768

Avg. Monthly QSR Meals: 6.8 | 6.3

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



Total Monthly Sit-Down Restaurant Users: 82.8% 319,955 | 75.5% 1,777,204

Avg. Monthly Sit-Down Restaurant Meals: 4.4 | 4.0

Top-10 Cuisines: Adults 25 or older

(Sit-Down Restaurants Used Past 30-days)



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

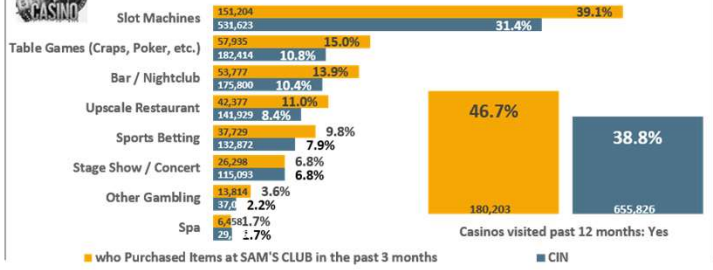
who Purchased Items at SAM'S CLUB in the past 3...	68,885	17.8%
CIN	302,302	17.9%

Drank Past 30-days: Adults 25 or older



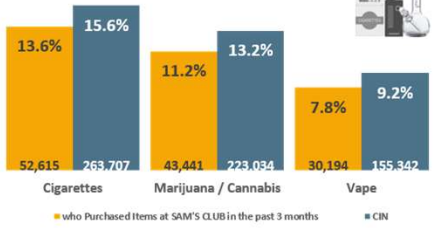
Past 12 months Casino Activities: Adults 25 or older





Used Past 30-days: Adults 25 or older





CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 827

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Major stores bought past 3 months: Sam's Club



17.7% or 313,183 of WPB DMA Adults 25 or older Purchased Items at SAM'S CLUB in the past 3 months. Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months are 5.5% more likely to use QSRs past mo., 12.1% more likely to use Sit-Down Restaurants past mo., 1.% more likely to use Casinos past yr., 12.6% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 or older



Total Monthly QSR Users: 82.2% 257,399 | 77.9% 1,375,260

Avg. Monthly QSR Meals: 5.9 | 5.4

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



Total Monthly Sit-Down Restaurant Users: 82.6% 258,728 | 73.7% 1,301,707

Avg. Monthly Sit-Down Restaurant Meals: 4.3 | 4.3

Top-10 Cuisines: Adults 25 or older

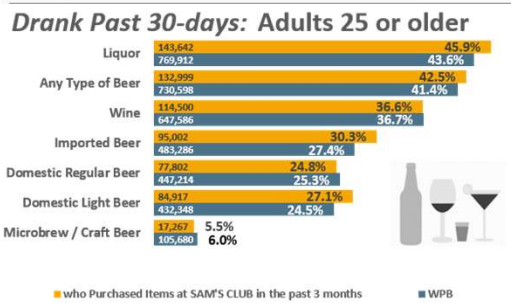
(Sit-Down Restaurants Used Past 30-days)



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

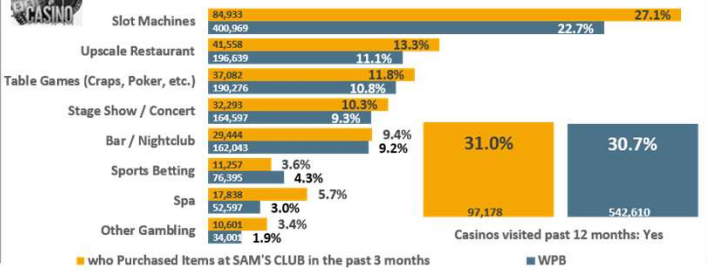
who Purchased Items at SAM'S CLUB in the past 3...	57,696	18.4%
WPB	319,788	18.1%

Drank Past 30-days: Adults 25 or older



Past 12 months Casino Activities: Adults 25 or older





Used Past 30-days: Adults 25 or older



WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,042

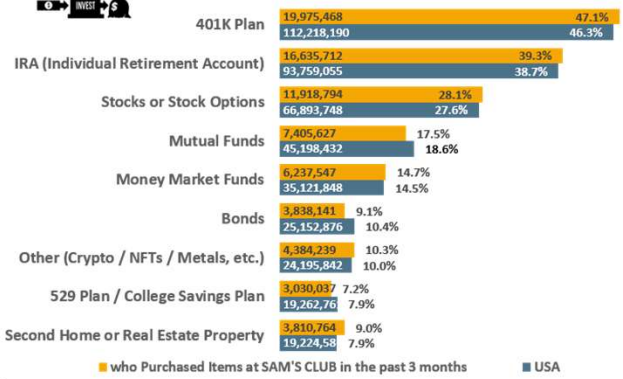
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Major stores bought past 3 months: Sam's Club

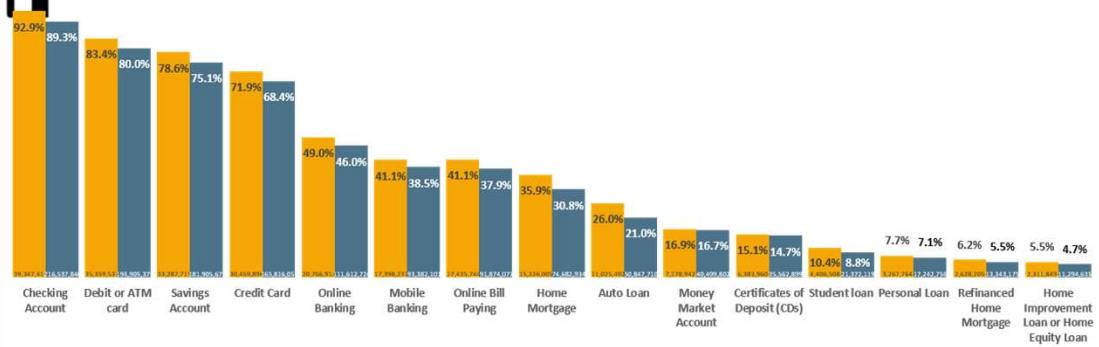


17.5% or 42,375,547 of USA DMA Adults 25 or older Purchased Items at SAM'S CLUB in the past 3 months. Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months are 1.8% more likely to have a 401K, 24.% more likely to have an Auto Loan, 8.2% less likely to Invest/Trade Stocks Online, 5.9% more likely to pay with their Debit Card.

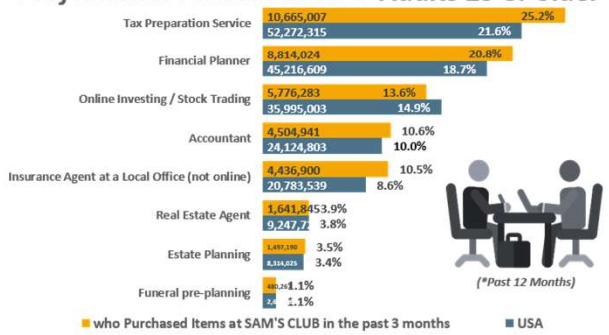
Investments Owned: Adults 25 or older



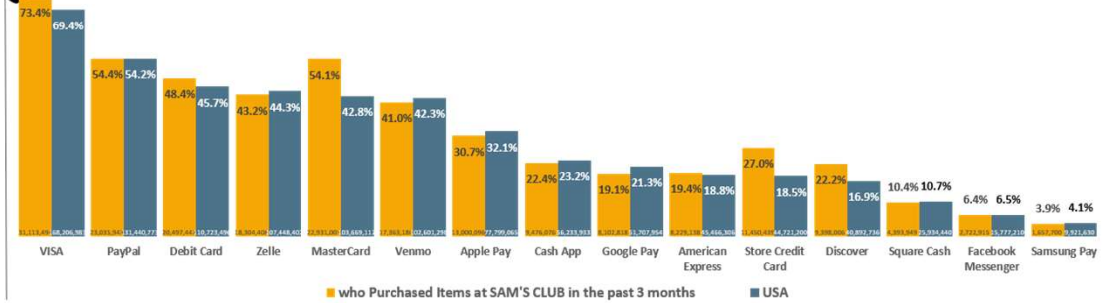
Financial Services Has and/or Uses: Adults 25 or older



Professional Services Used:* Adults 25 or older



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



USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 7,602

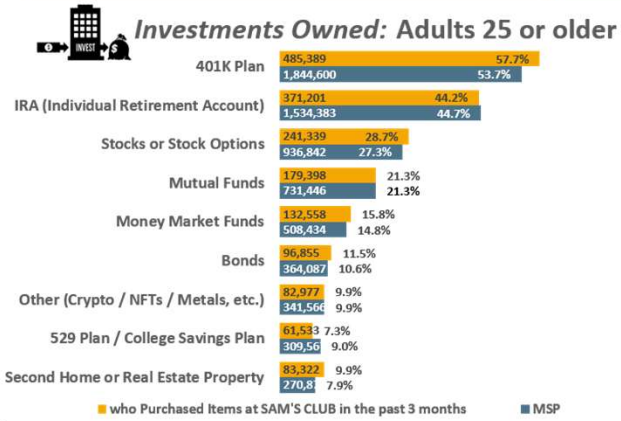
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Major stores bought past 3 months: Sam's Club

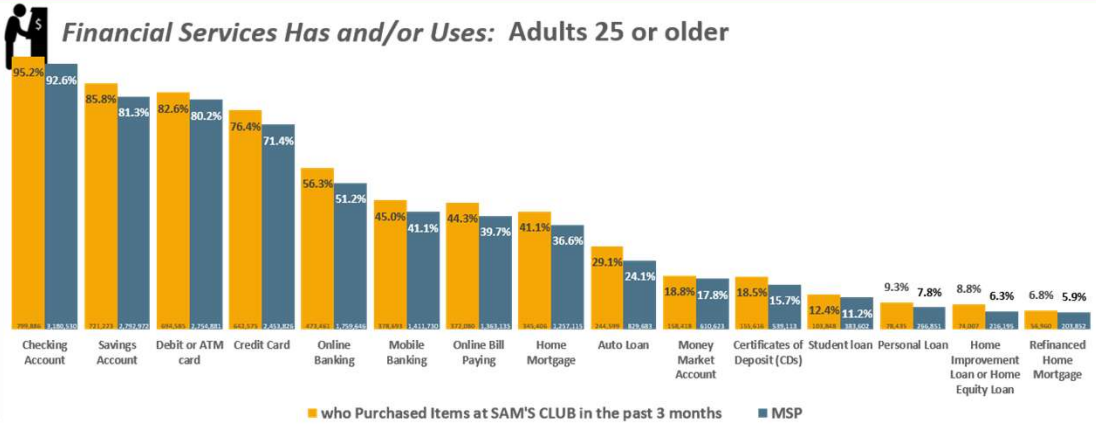


24.5% or 840,618 of MSP DMA Adults 25 or older Purchased Items at SAM'S CLUB in the past 3 months. Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months are 7.6% more likely to have a 401K, 20.5% more likely to have an Auto Loan, 1.2% less likely to Invest/Trade Stocks Online, 4.% more likely to pay with their Debit Card.

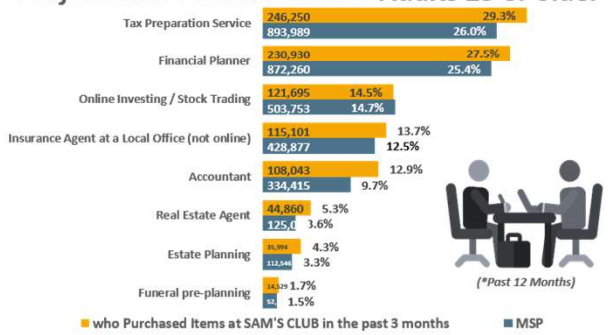
Investments Owned: Adults 25 or older



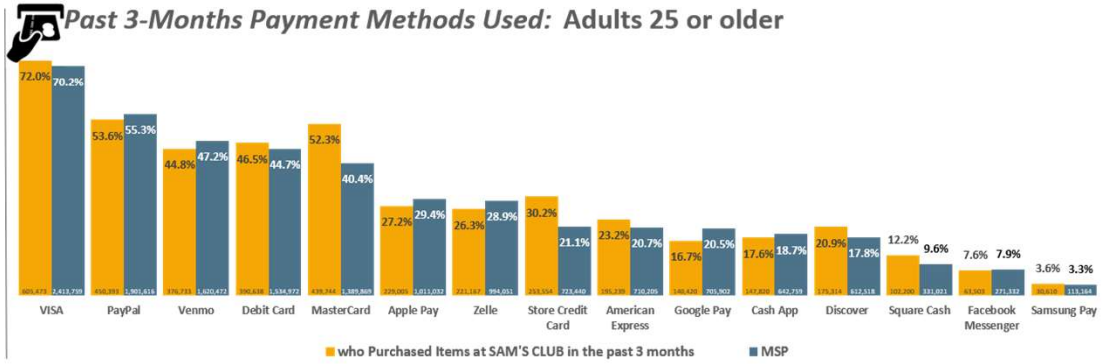
Financial Services Has and/or Uses: Adults 25 or older



Professional Services Used:* Adults 25 or older



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



MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 857

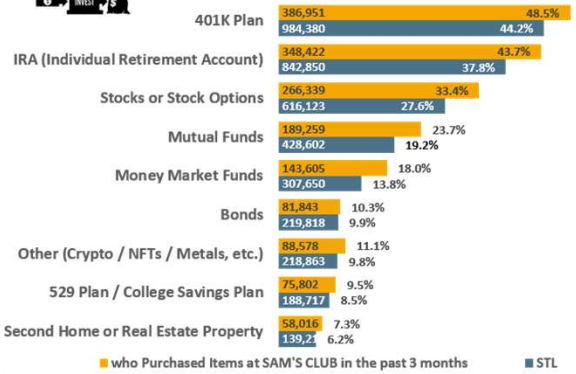
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Major stores bought past 3 months: Sam's Club

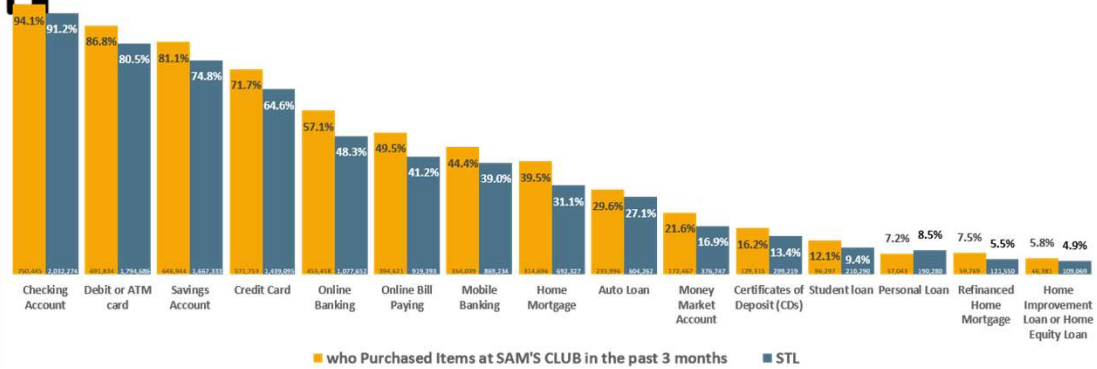


35.8% or 797,465 of STL DMA Adults 25 or older Purchased Items at SAM'S CLUB in the past 3 months. Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months are 9.9% more likely to have a 401K, 9.2% more likely to have an Auto Loan, 21.8% more likely to Invest/Trade Stocks Online, 3.3% more likely to pay with their Debit Card.

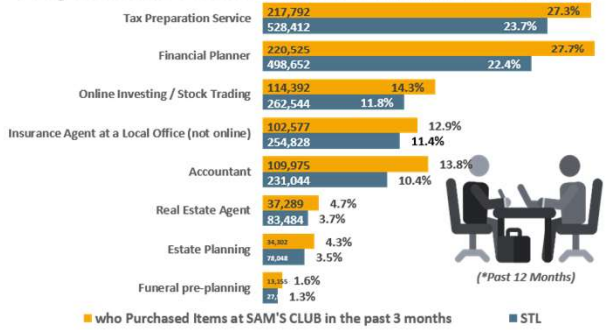
Investments Owned: Adults 25 or older



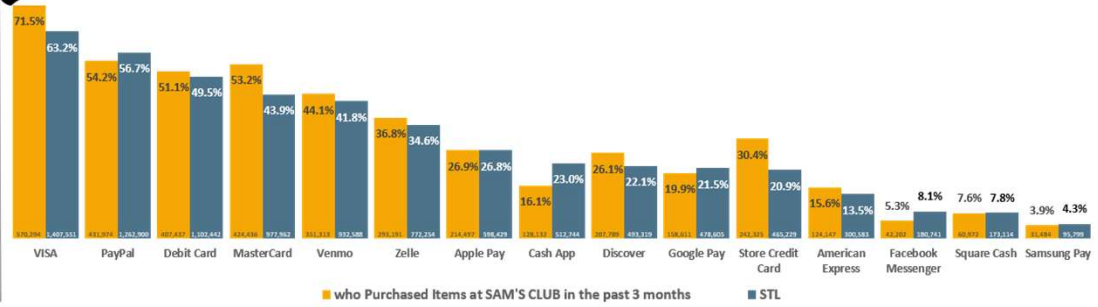
Financial Services Has and/or Uses: Adults 25 or older



Professional Services Used:* Adults 25 or older



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



STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,281

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Major stores bought past 3 months: Sam's Club

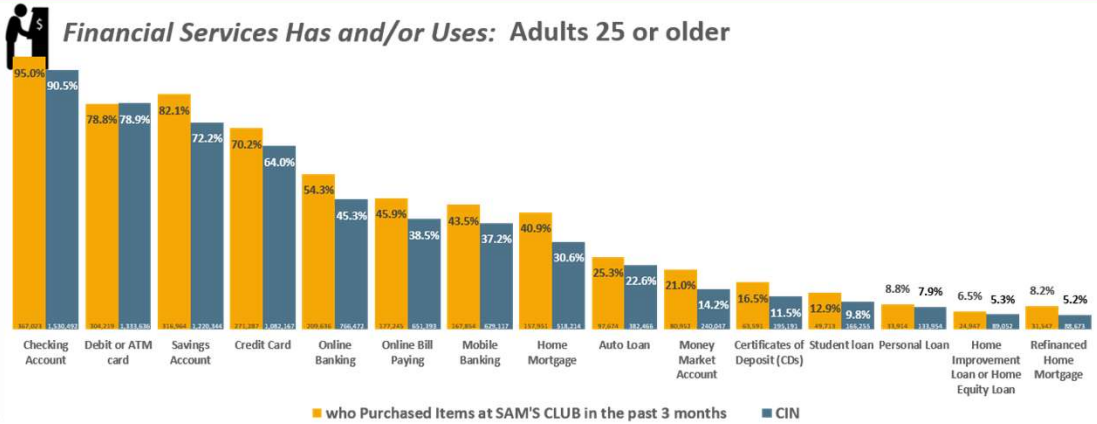


22.8% or 386,279 of CIN DMA Adults 25 or older Purchased Items at SAM'S CLUB in the past 3 months. Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months are 14.4% more likely to have a 401K, 11.8% more likely to have an Auto Loan, 7.7% more likely to Invest/Trade Stocks Online, 8.9% less likely to pay with their Debit Card.

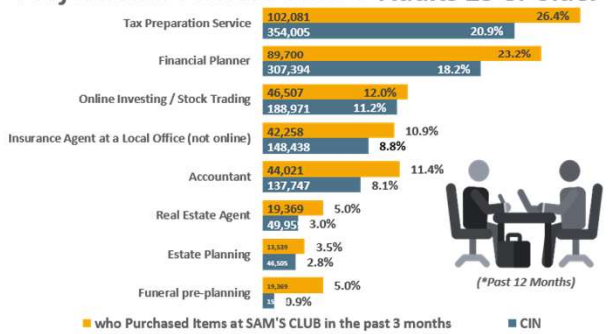
Investments Owned: Adults 25 or older



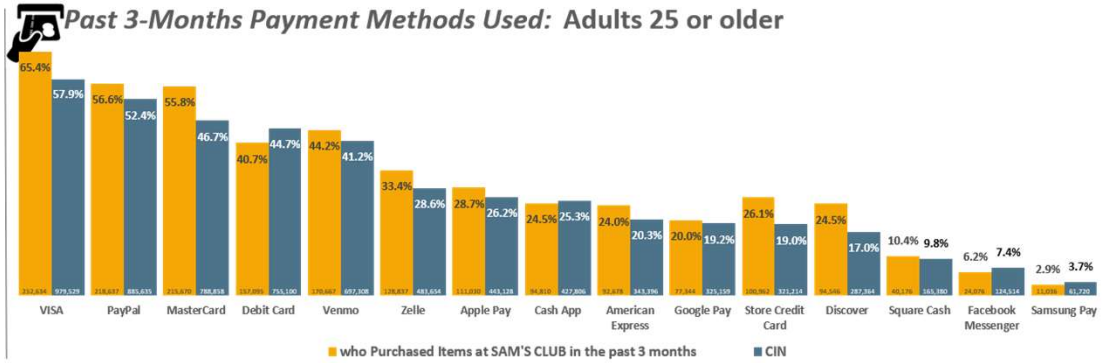
Financial Services Has and/or Uses: Adults 25 or older



Professional Services Used:* Adults 25 or older



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



CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 827

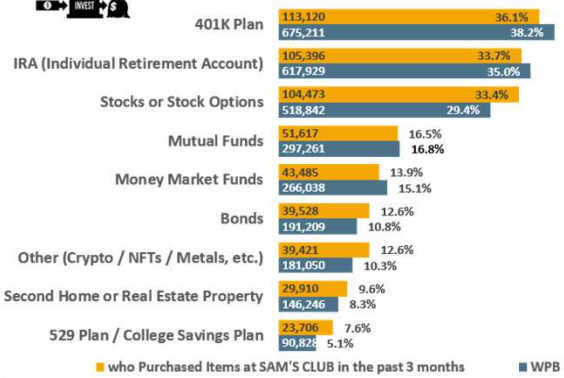
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Major stores bought past 3 months: Sam's Club

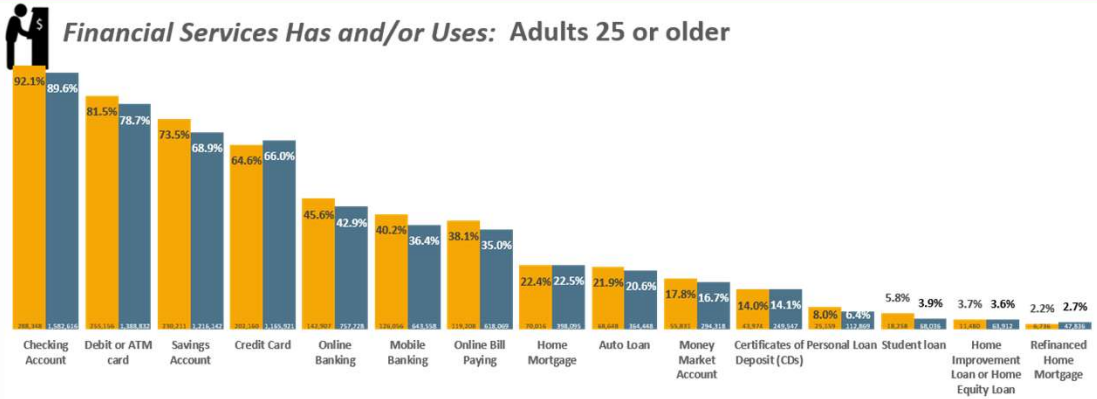


17.7% or 313,183 of WPB DMA Adults 25 or older Purchased Items at SAM'S CLUB in the past 3 months. Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months are 5.5% less likely to have a 401K, 6.2% more likely to have an Auto Loan, 17.8% more likely to Invest/Trade Stocks Online, 13.5% more likely to pay with their Debit Card.

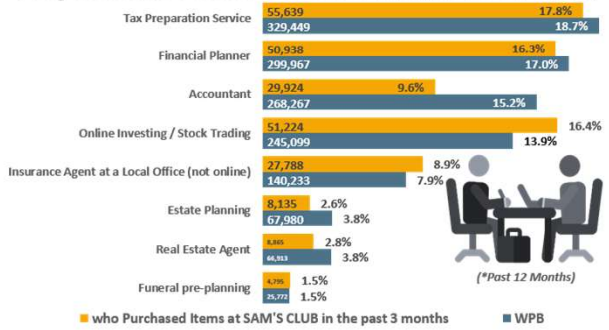
Investments Owned: Adults 25 or older



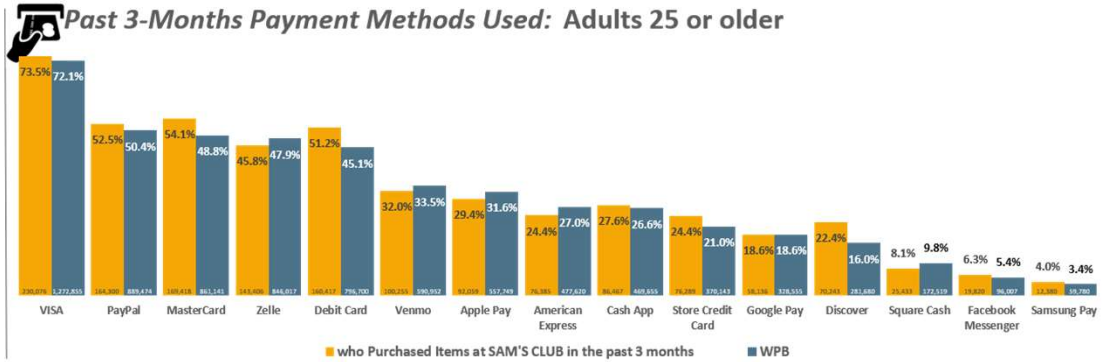
Financial Services Has and/or Uses: Adults 25 or older



Professional Services Used:* Adults 25 or older



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



WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,042

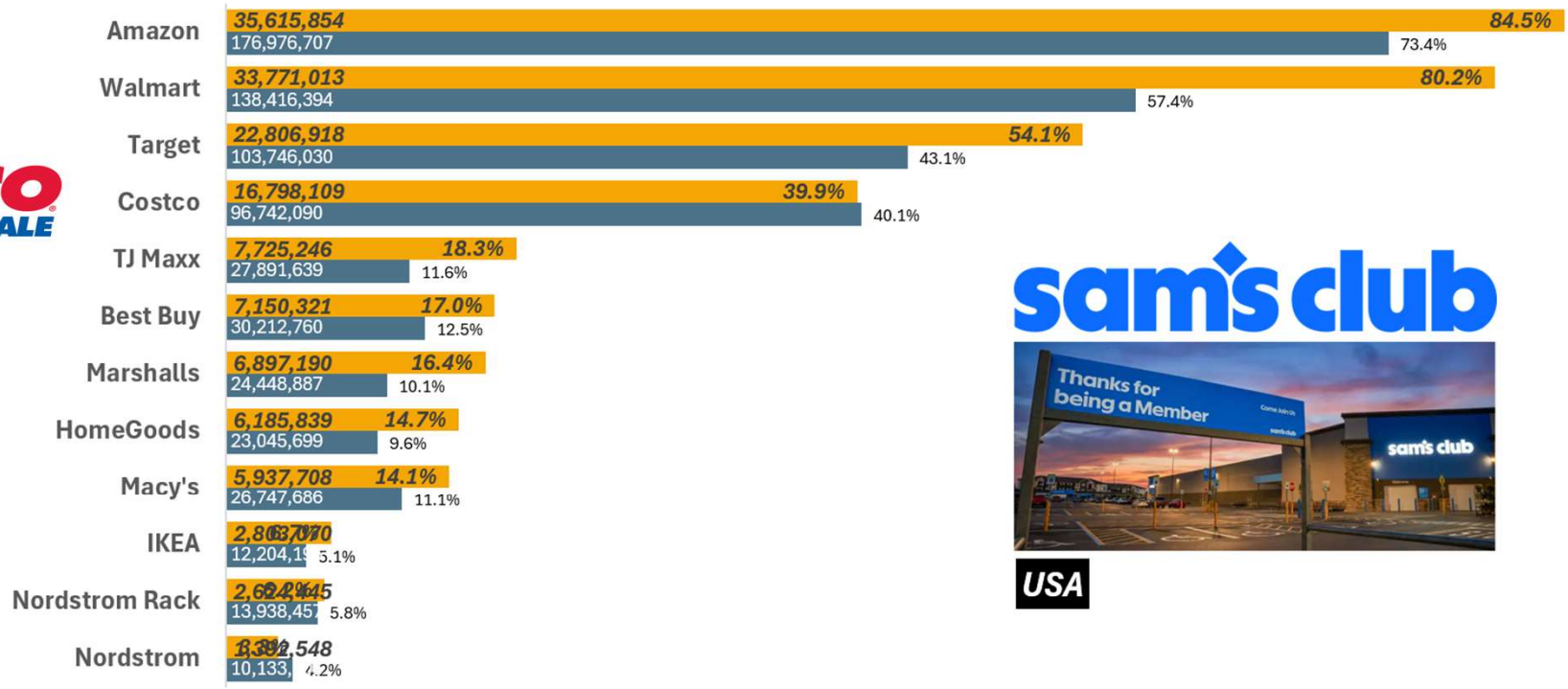
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Major stores bought past 3 months: Sam's Club



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

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



USA

USA DMA Scarborough R2 2025-26: Feb24-Jul26 Qual Intab: 7602

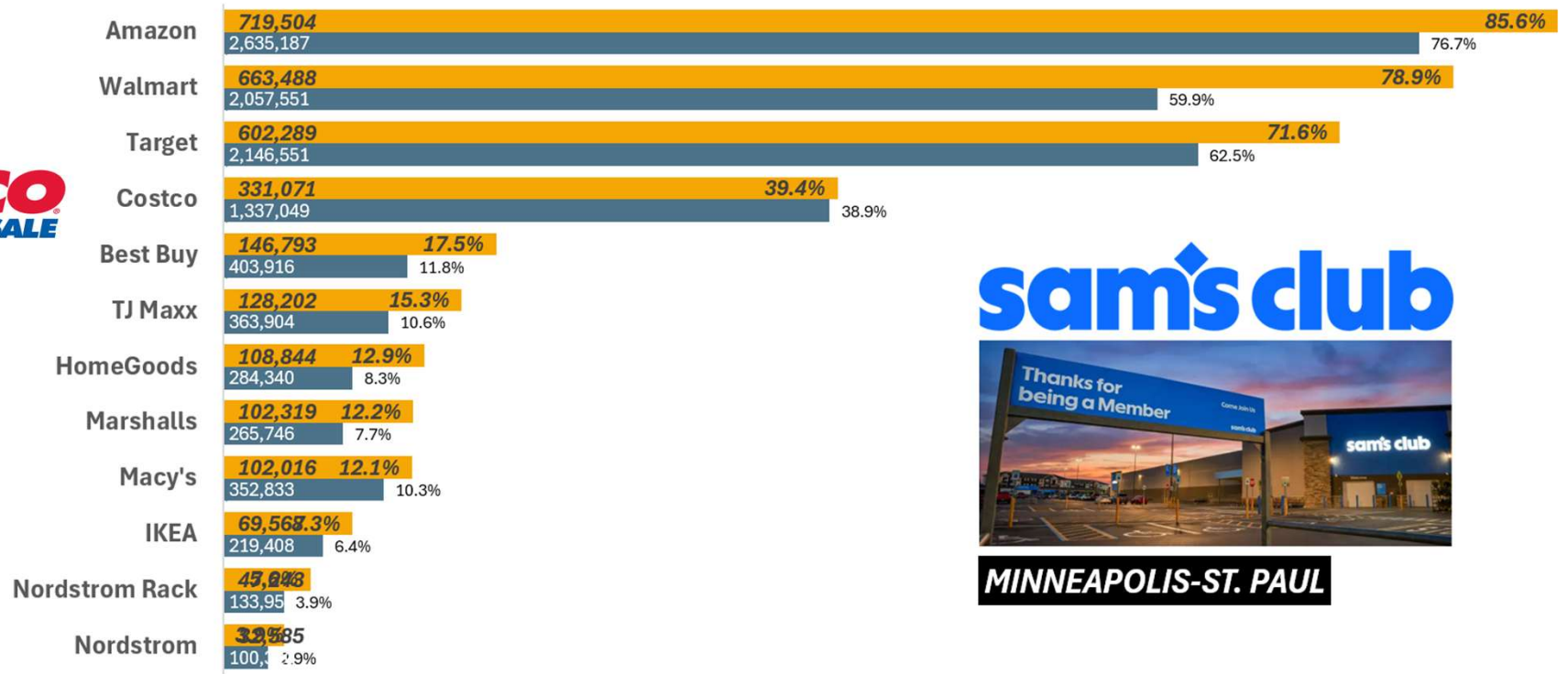
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"Other Major Stores Bought at in the past 3 months"

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



MINNEAPOLIS-ST. PAUL

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

P25+ MINNEAPOLIS-ST. PAUL (Percent Purchasing Items from AMAZON, COSTCO, Others past 3 months)

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 / Scarborough R1 2025: Feb24-Feb25 Qual Intab: 857

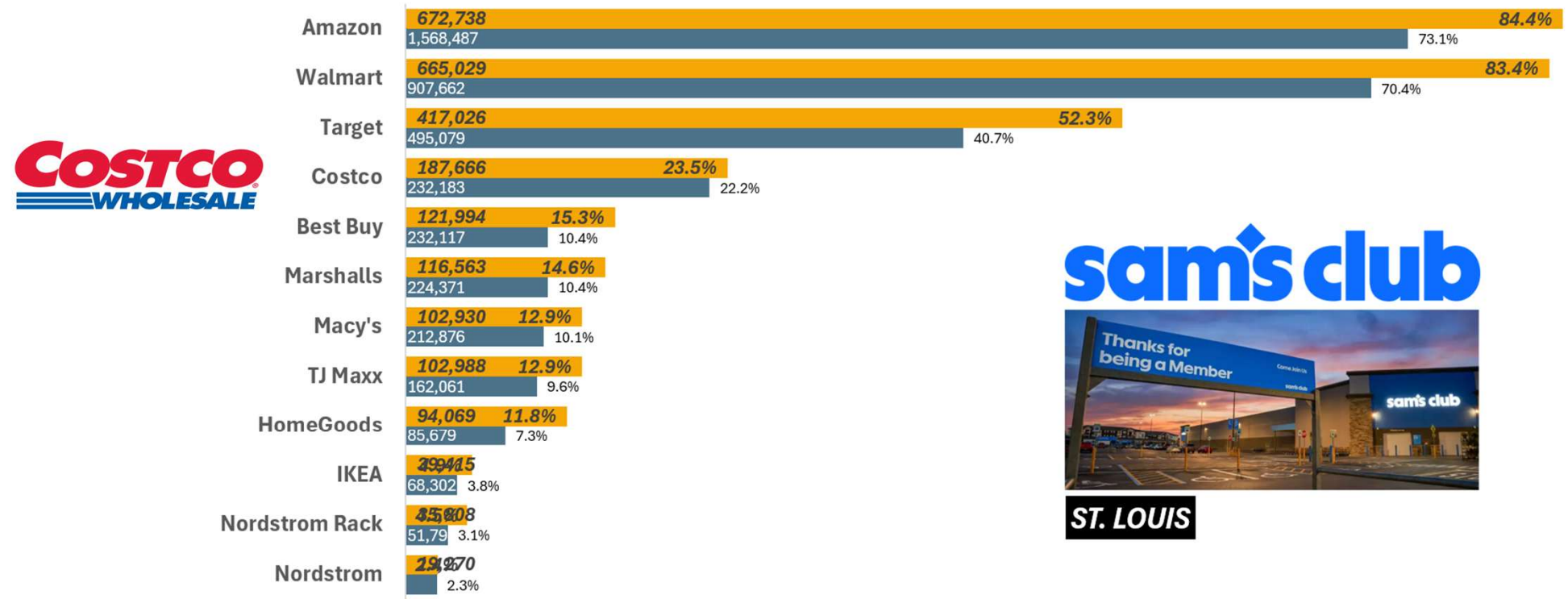
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"Other Major Stores Bought at in the past 3 months"

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



ST. LOUIS

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

P25+ ST. LOUIS (Percent Purchasing Items from AMAZON, COSTCO, Others past 3 months)

ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 / Scarborough R1 2025: Feb24-Feb25 Qual Intab: 1281

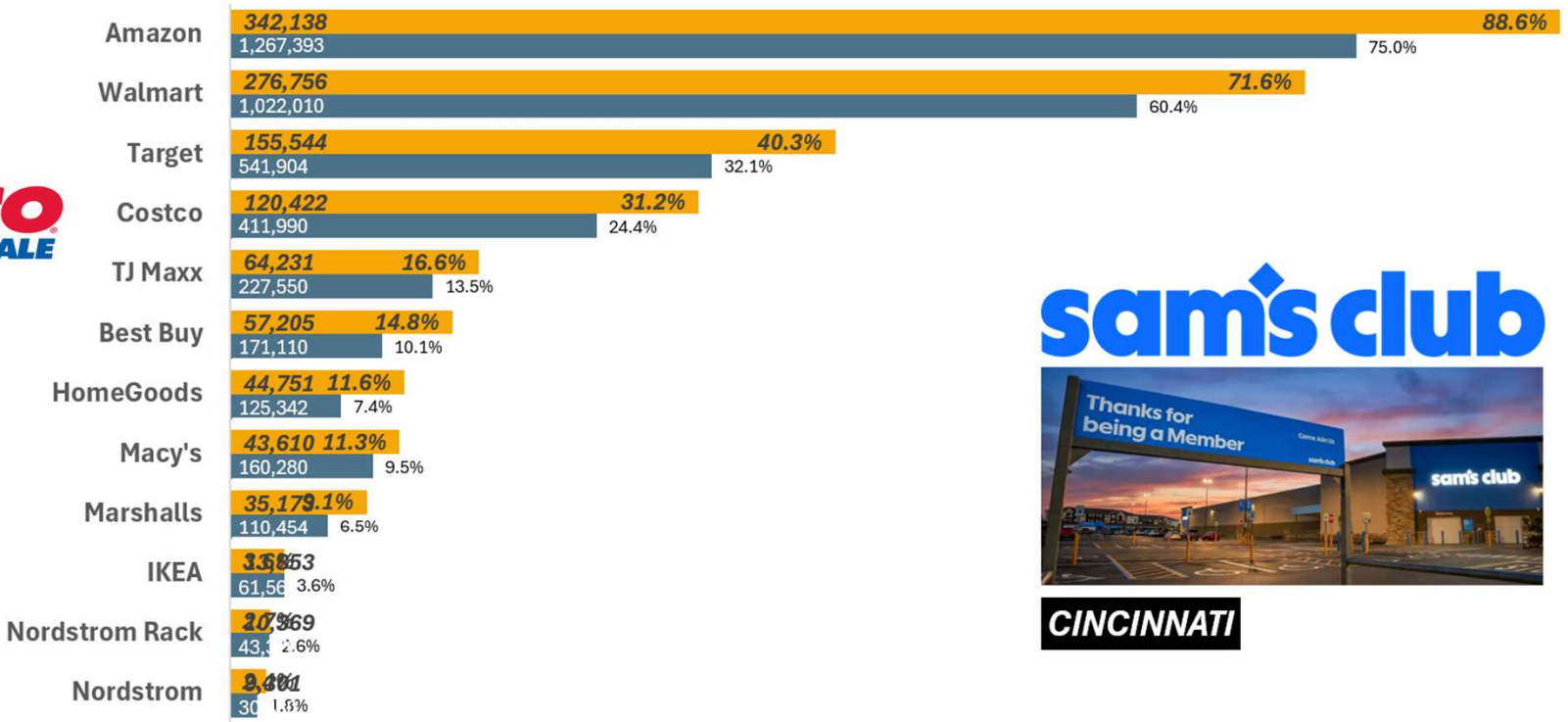
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"Other Major Stores Bought at in the past 3 months"

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



COSTCO WHOLESALE

sam's club

CINCINNATI

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

P25+ CINCINNATI (Percent Purchasing Items from AMAZON, COSTCO, Others past 3 months)

CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 / Scarborough R1 2025: Feb24-Feb25 Qual Intab: 827

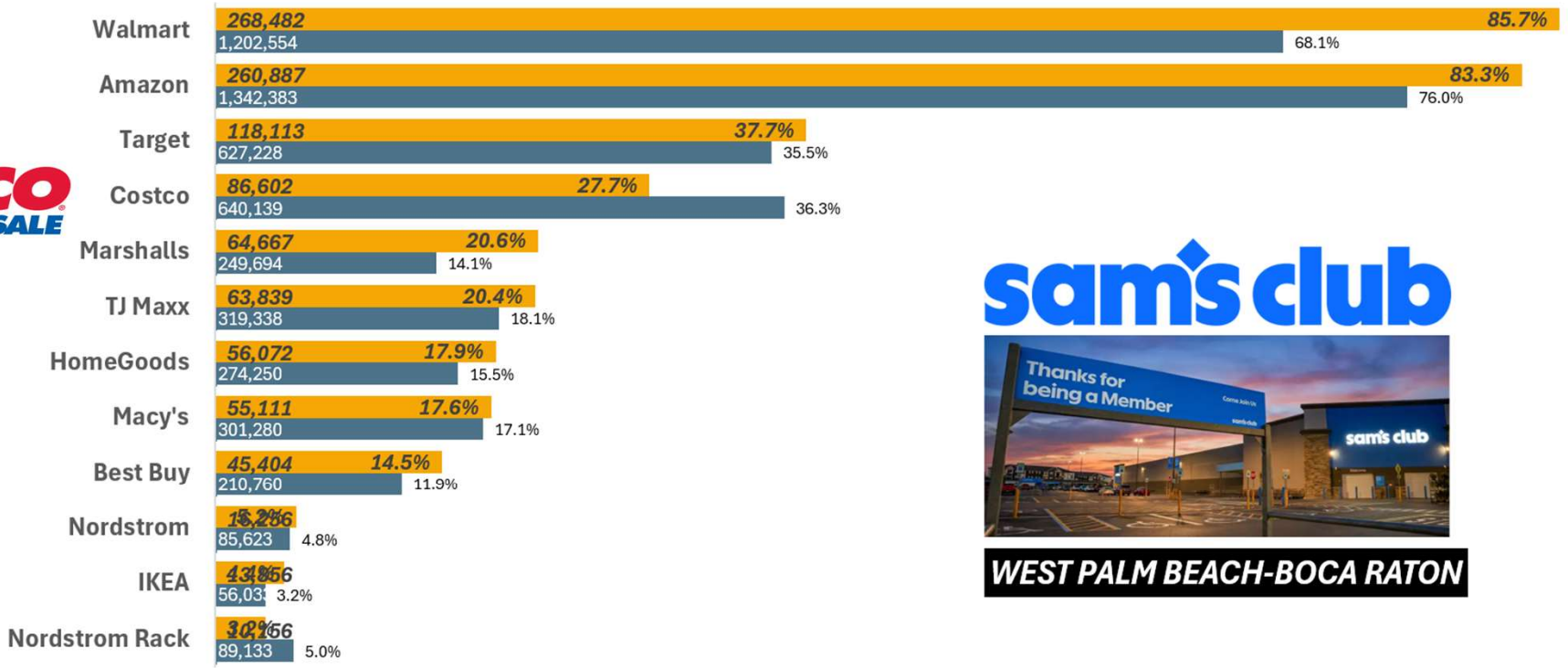
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"Other Major Stores Bought at in the past 3 months"

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



COSTCO WHOLESALE

sam's club

WEST PALM BEACH-BOCA RATON

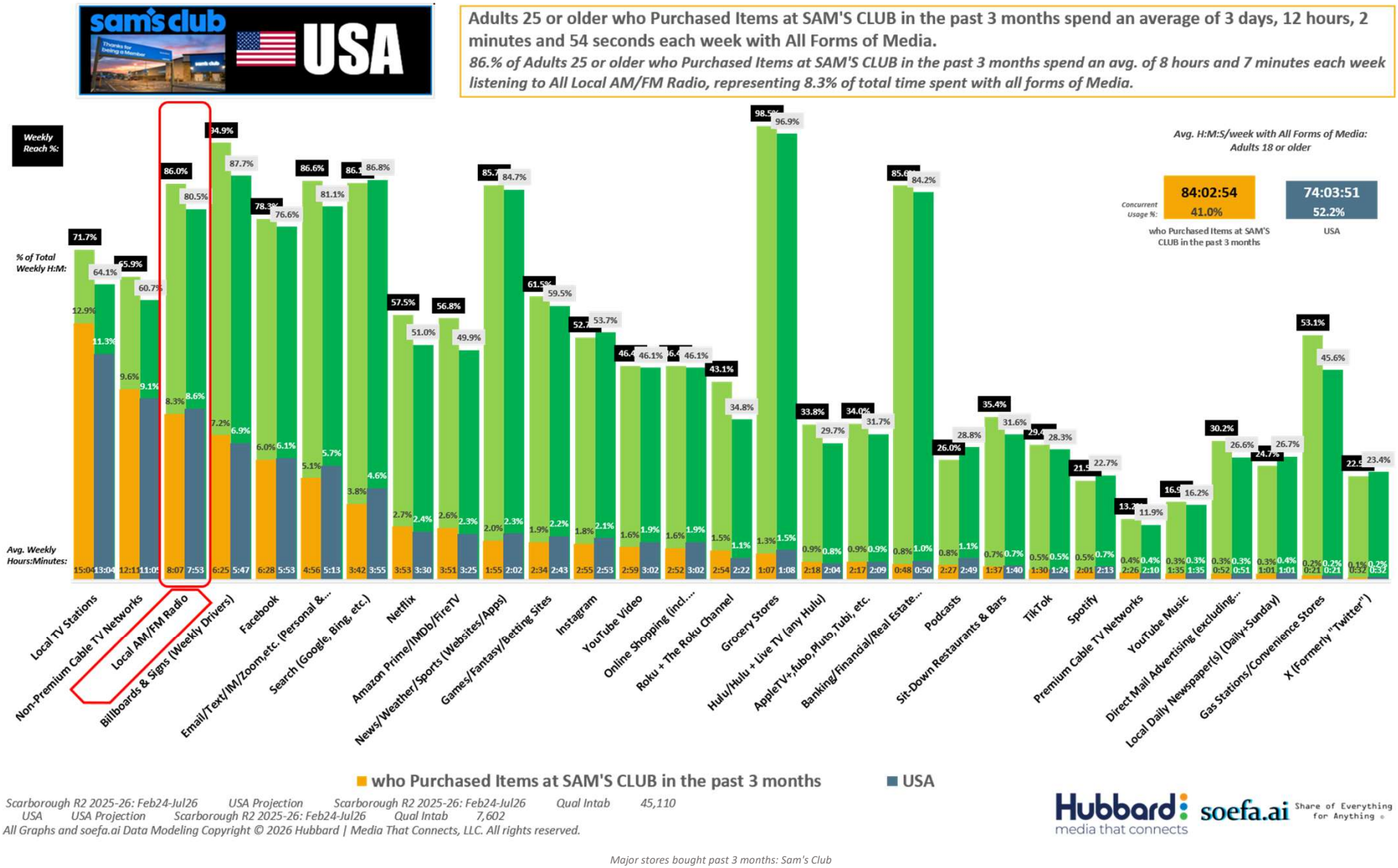
P25+ who Purchased Items at SAM'S CLUB in the past 3 months (Percent Purchasing Items from AMAZON, COSTCO, Others past 3 months)

P25+ WEST PALM BEACH-BOCA RATON (Percent Purchasing Items from AMAZON, COSTCO, Others past 3 months)

WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2026: Aug25-Jul26 / Scarborough R2 2025: Aug24-Jun25 Qual Intab: 1042

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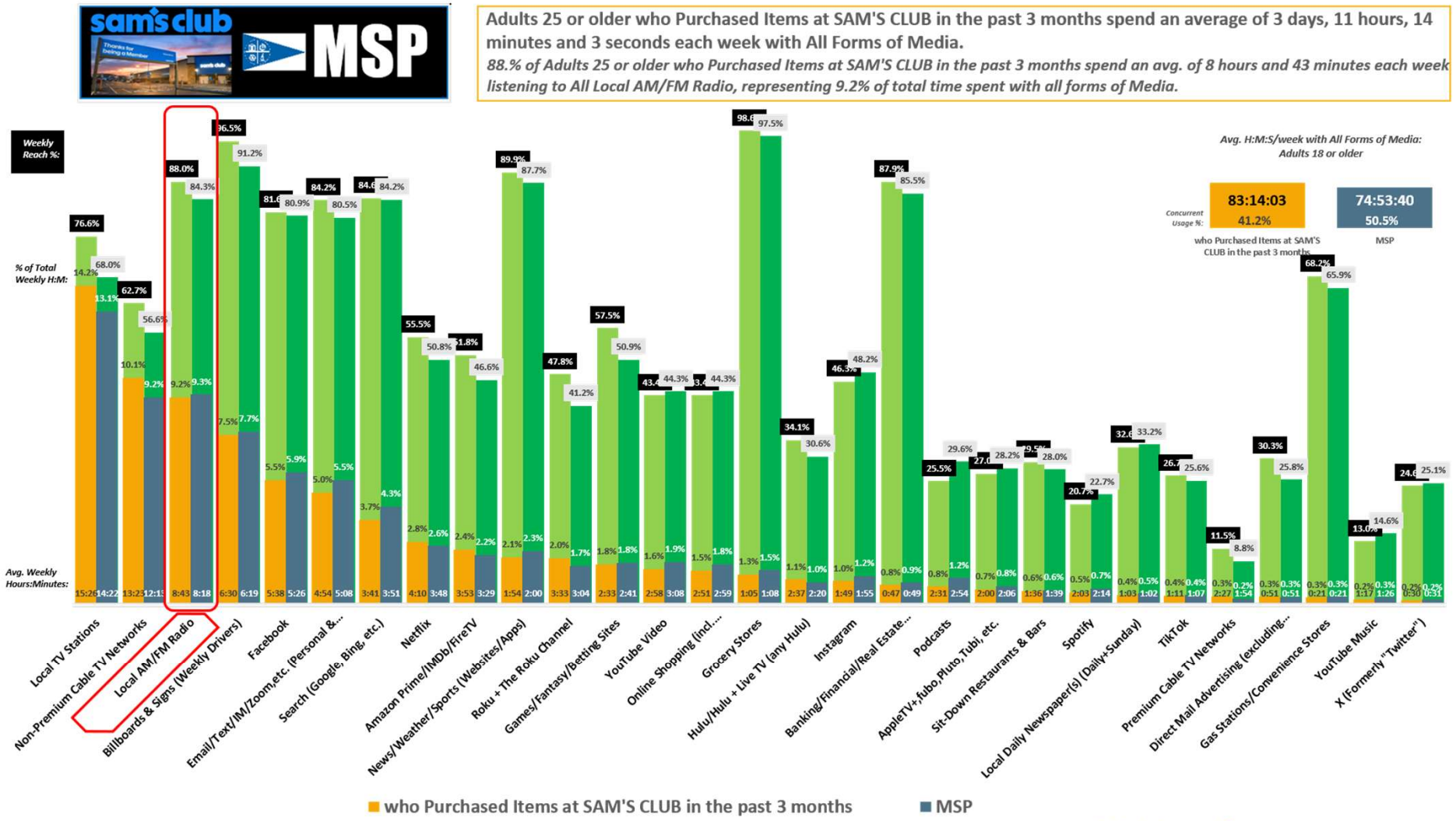


Scarborough R2 2025-26: Feb24-Jul26 USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 45,110
USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 7,602

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Major stores bought past 3 months: Sam's Club

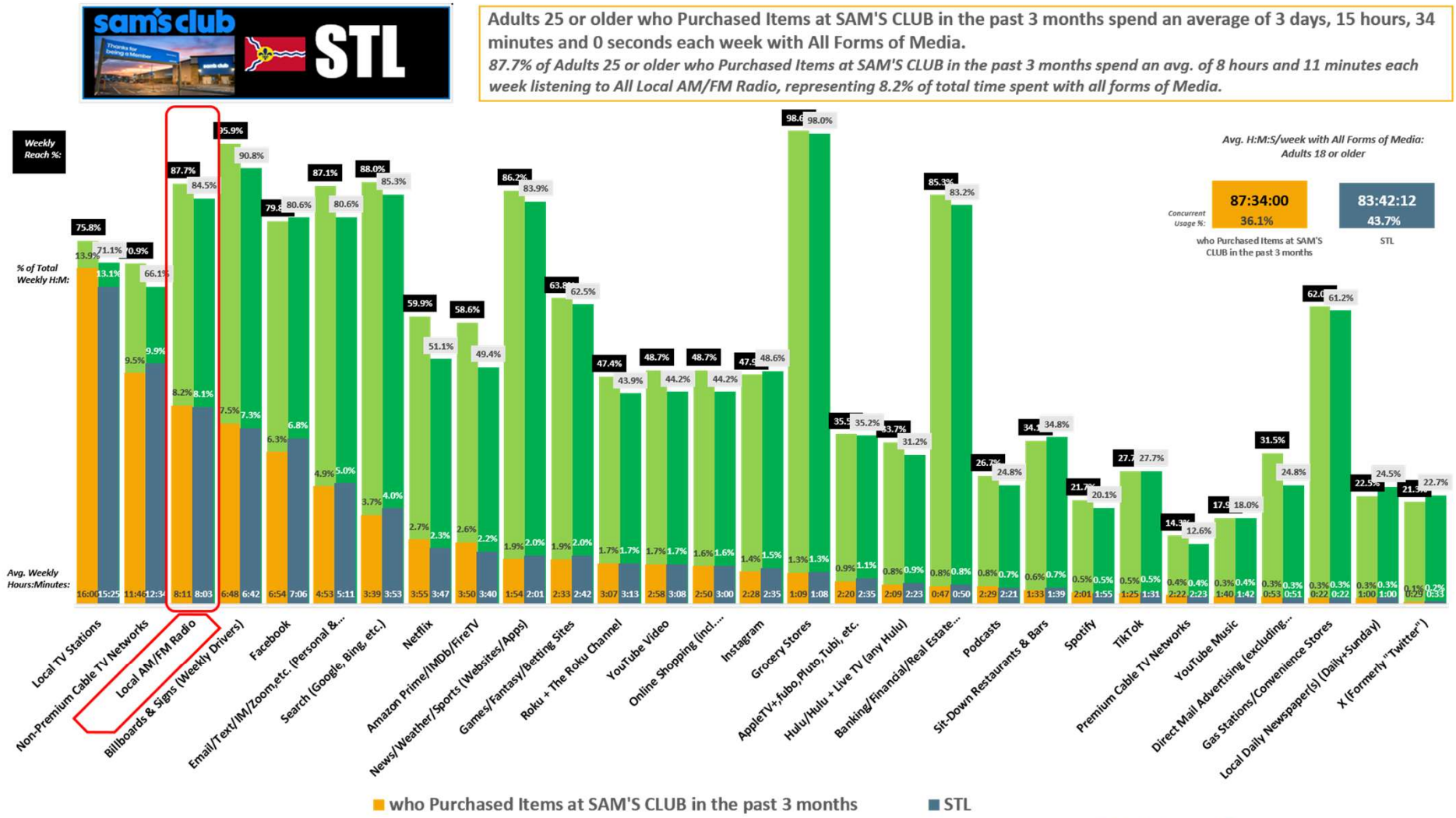


MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 857 MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 3,687

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Major stores bought past 3 months: Sam's Club

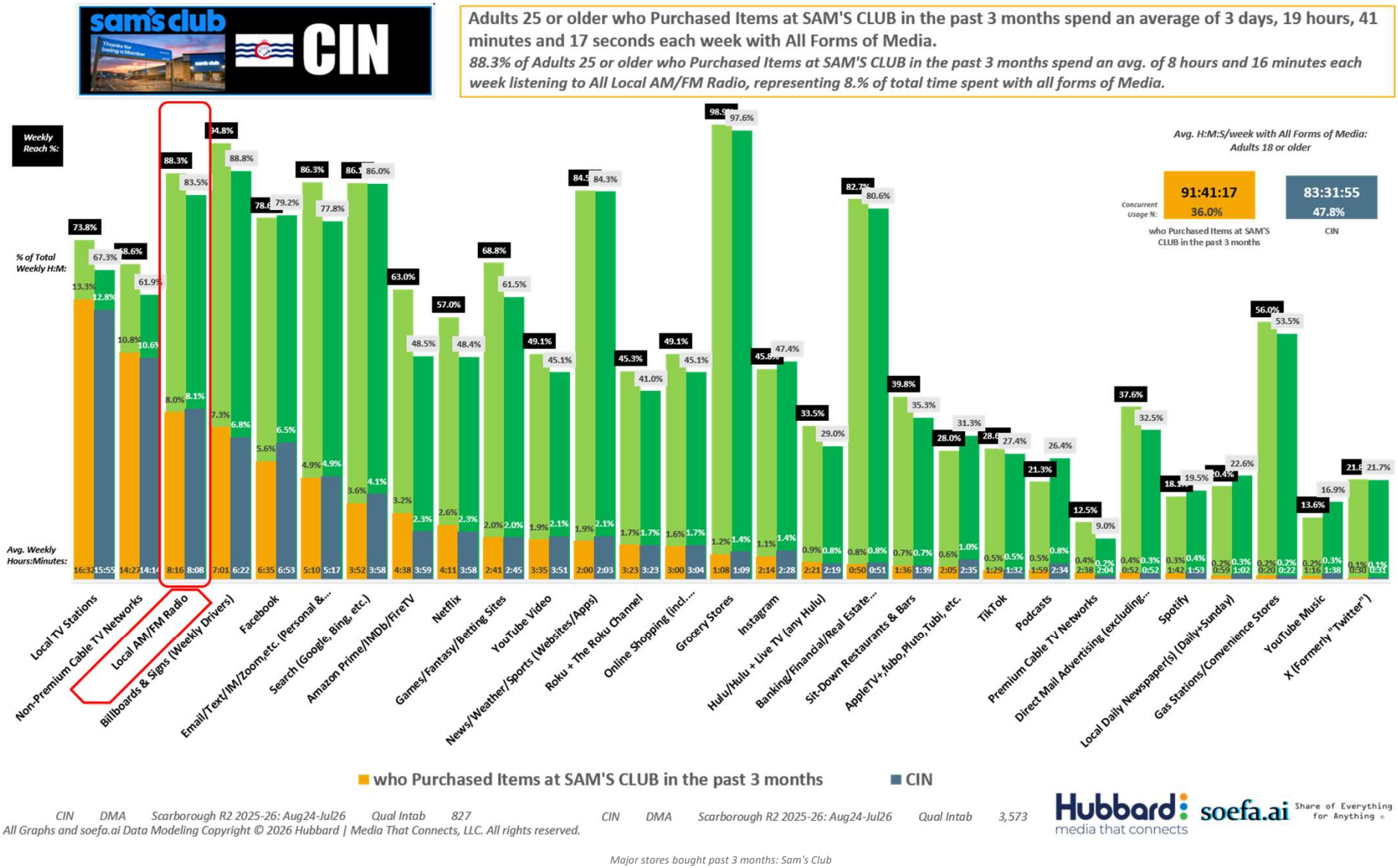


STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,281 STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 3,701

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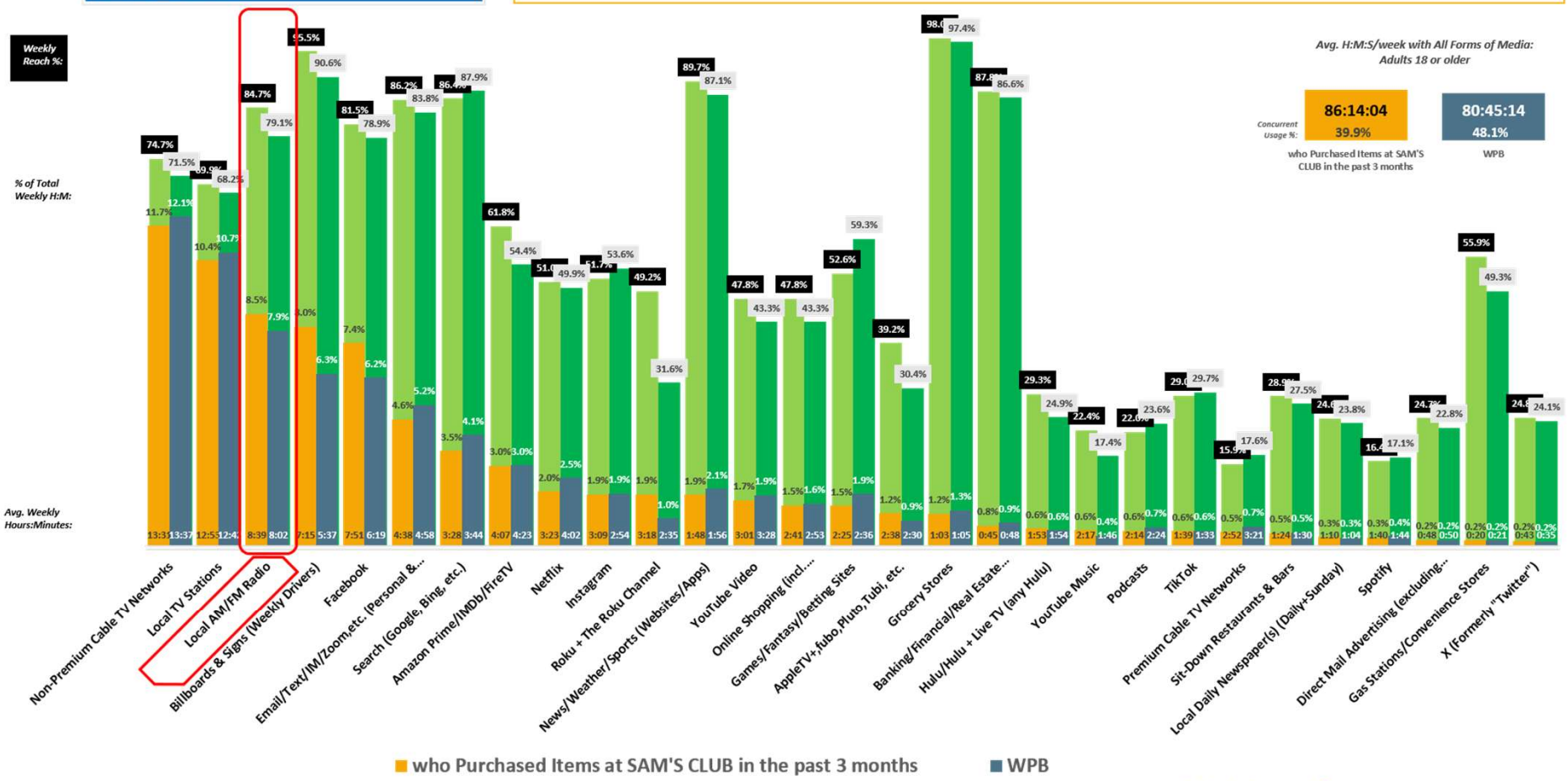
Major stores bought past 3 months: Sam's Club



Major stores bought past 3 months: Sam's Club

Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months spend an average of 3 days, 14 hours, 14 minutes and 4 seconds each week with All Forms of Media.

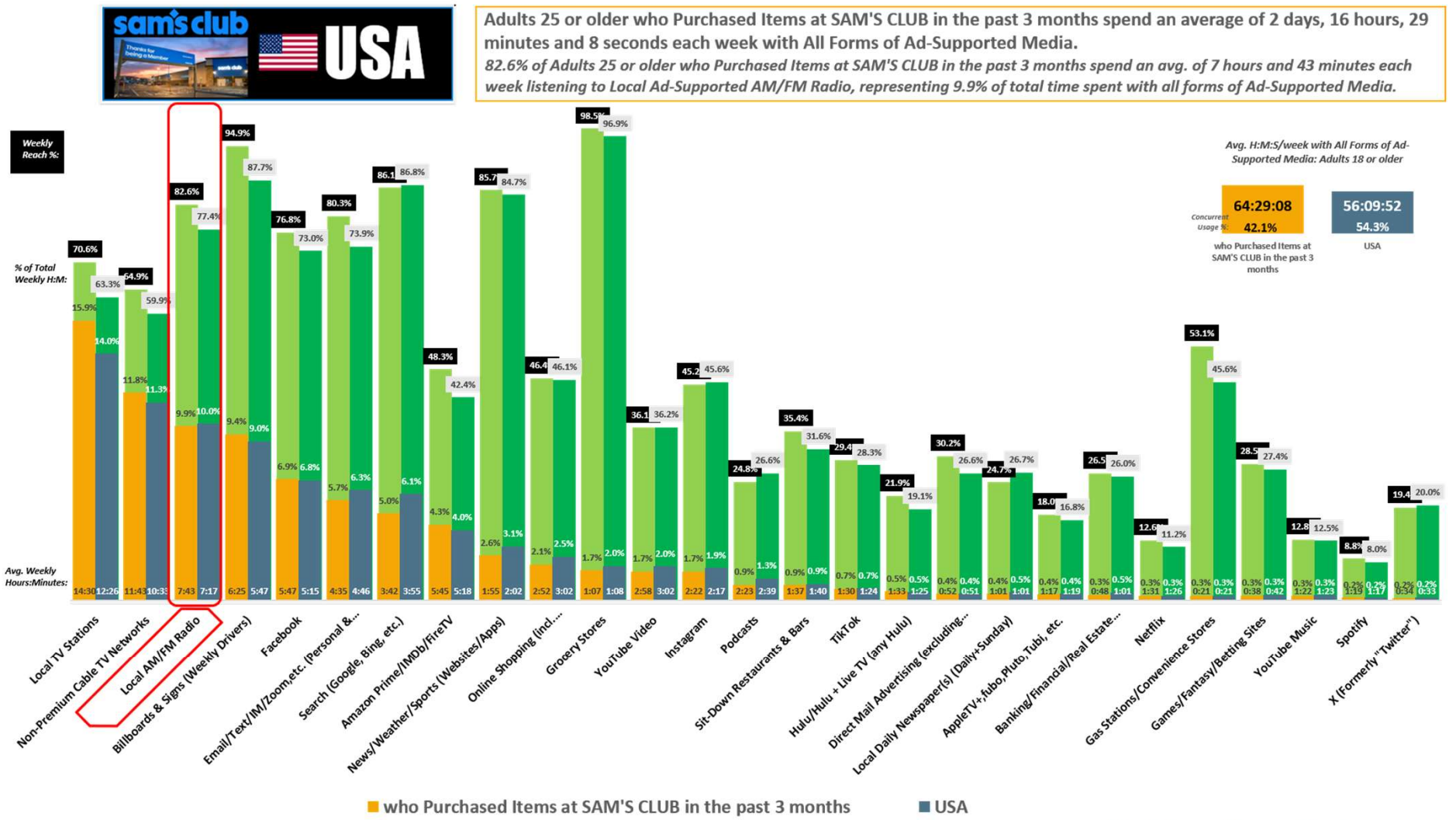
84.7% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months spend an avg. of 8 hours and 39 minutes each week listening to All Local AM/FM Radio, representing 8.5% of total time spent with all forms of Media.



WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,042 WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,823

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Major stores bought past 3 months: Sam's Club

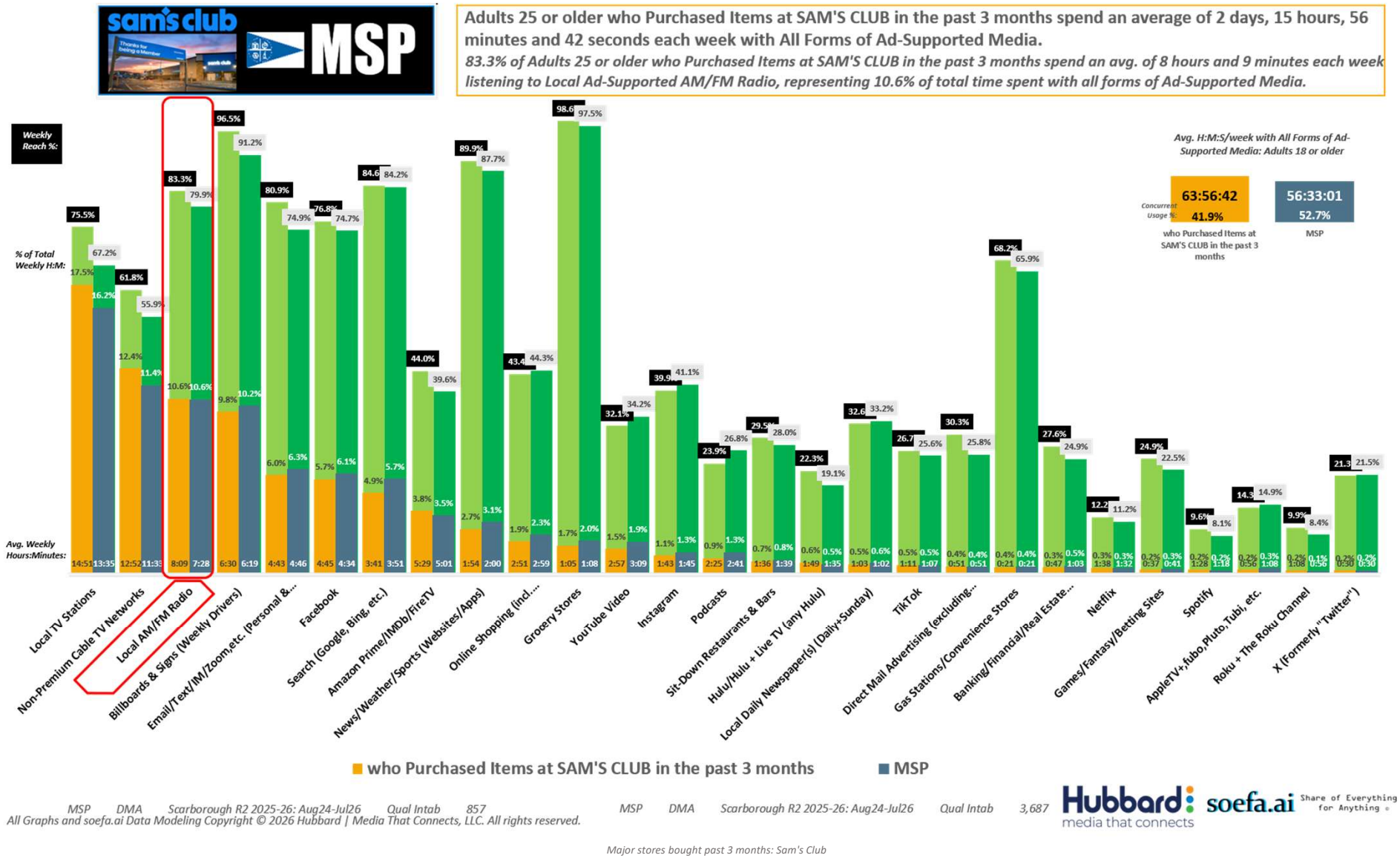


Scarborough R2 2025-26: Feb24-Jul26 USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 45,110
USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 7,602

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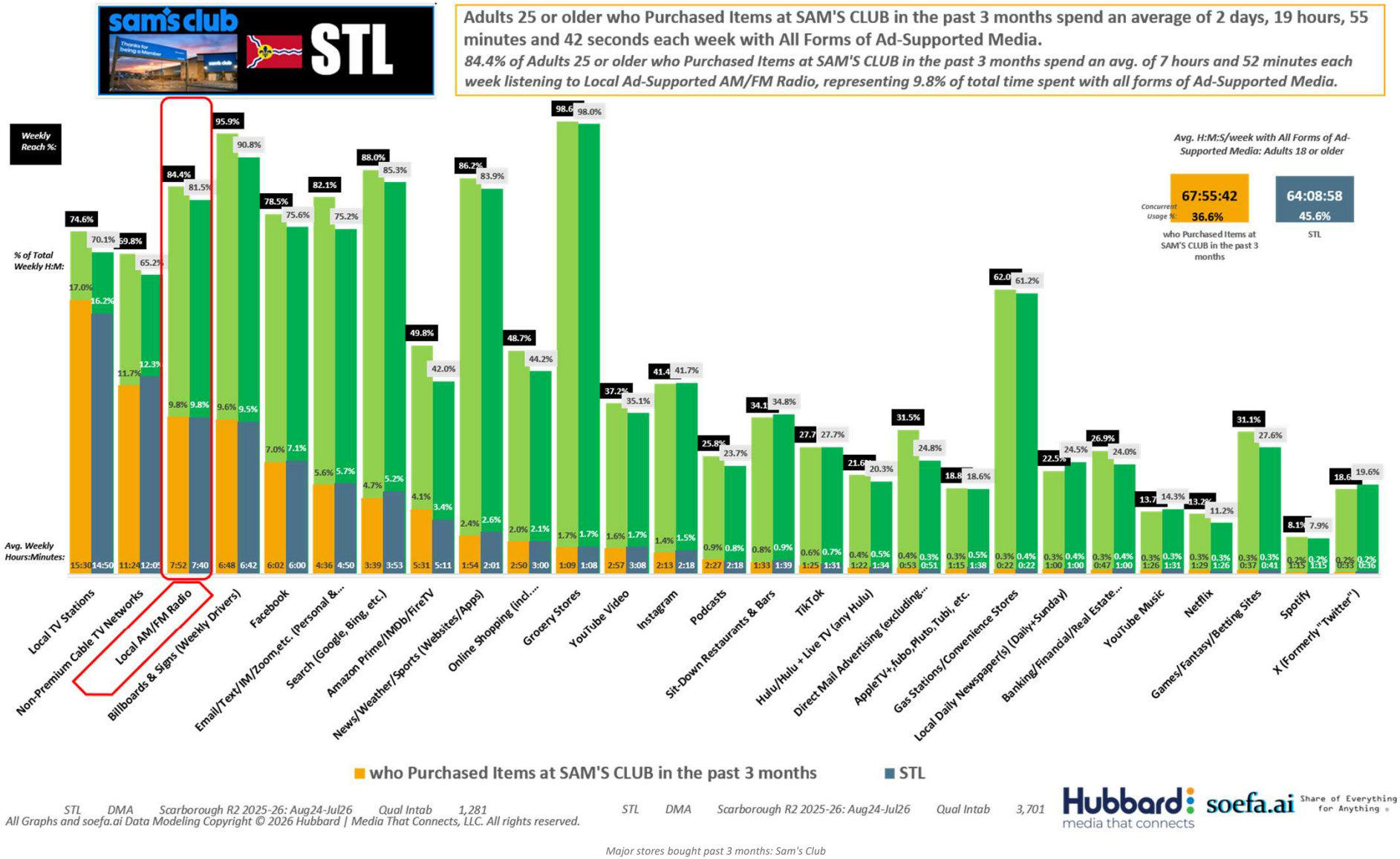
Major stores bought past 3 months: Sam's Club



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Major stores bought past 3 months: Sam's Club



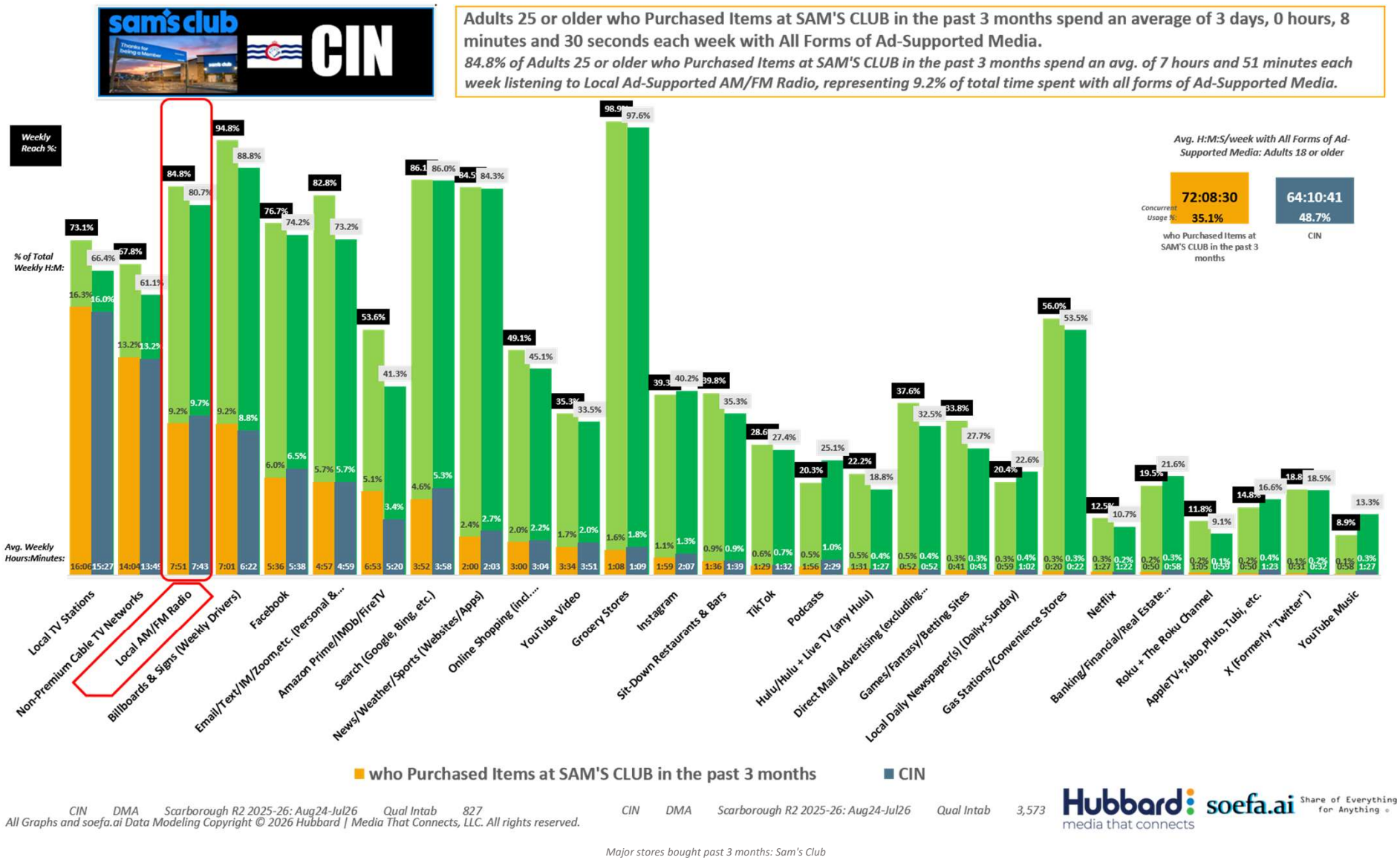
STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,281

STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 3,701

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Major stores bought past 3 months: Sam's Club

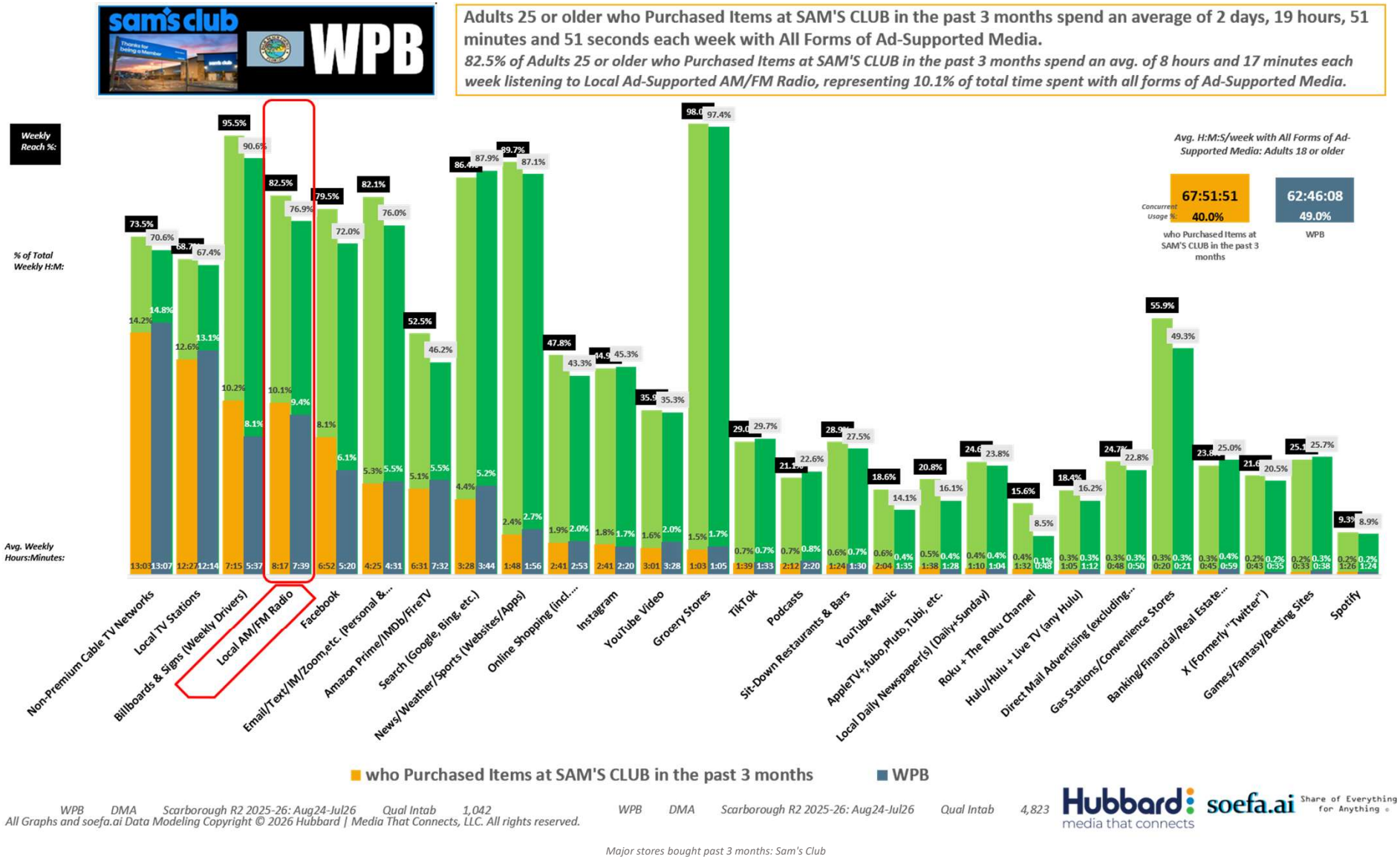


CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 827 CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 3,573

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Major stores bought past 3 months: Sam's Club



WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,042 | WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,823

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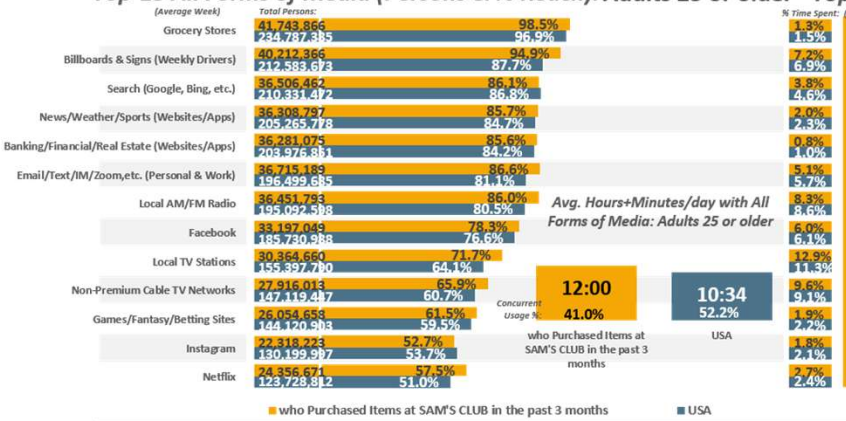
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Major stores bought past 3 months: Sam's Club

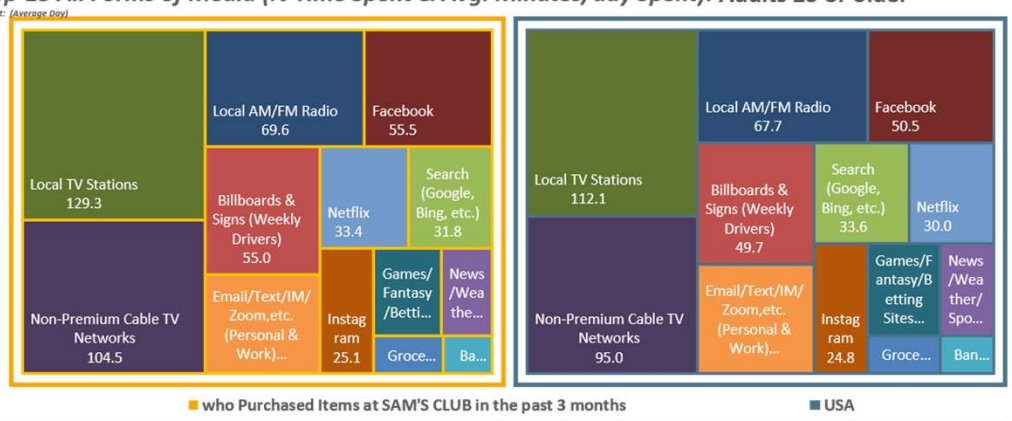


Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months spend an average of 9 hours and 12 minutes each day with All Forms of Ad-Supported Media. 82.6% listen to Local AM/FM Radio for an avg. of 66.3 minutes/day. *(Local Radio delivers 9.9% of Time with Ad-Supported Media.)*

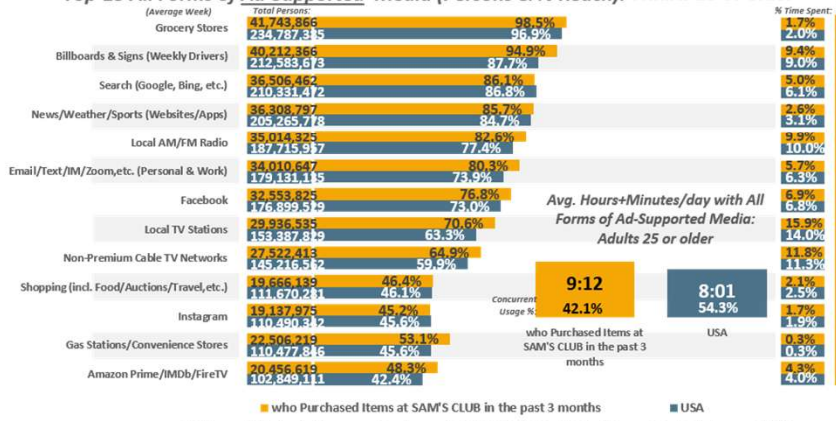
Top-13 All Forms of Media (Persons & % Reach): Adults 25 or older



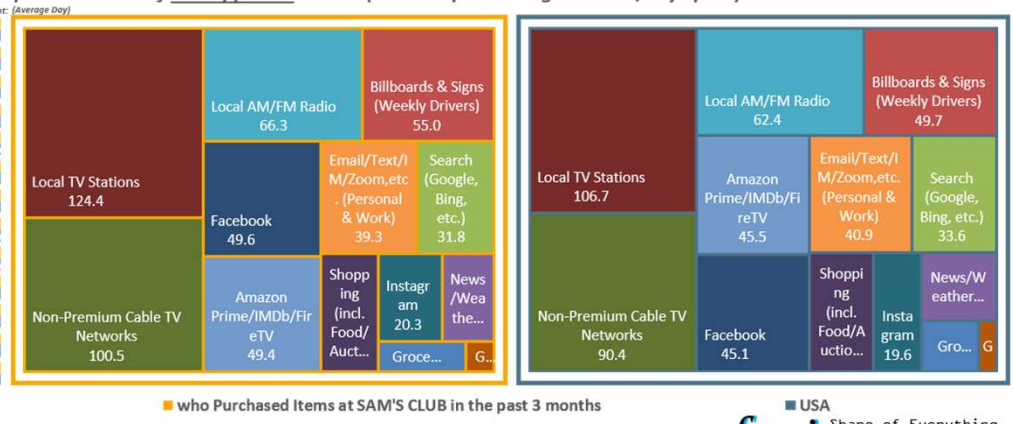
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 7,602

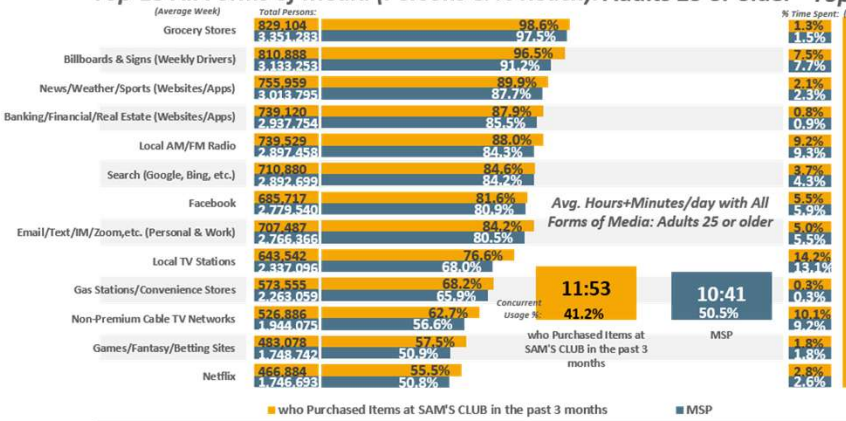
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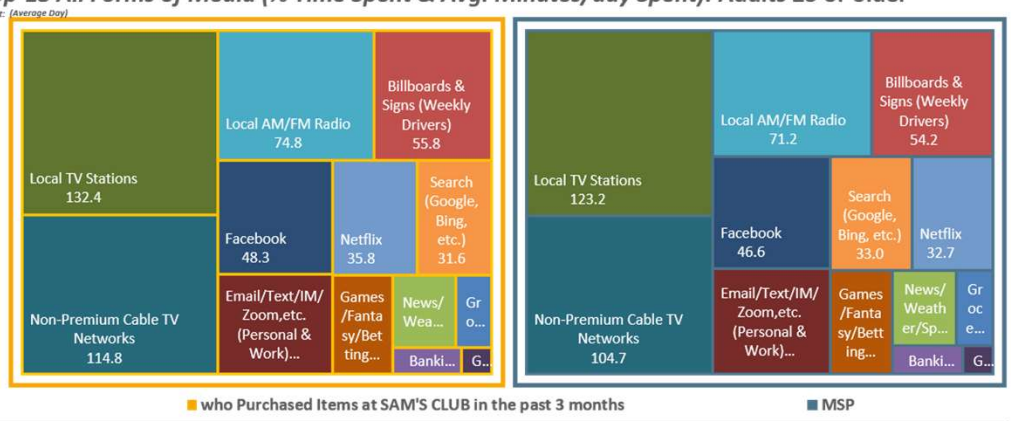
Major stores bought past 3 months: Sam's Club

Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months spend an average of 9 hours and 8 minutes each day with All Forms of Ad-Supported Media. 83.3% listen to Local AM/FM Radio for an avg. of 69.9 minutes/day. *(Local Radio delivers 10.6% of Time with Ad-Supported Media.)*

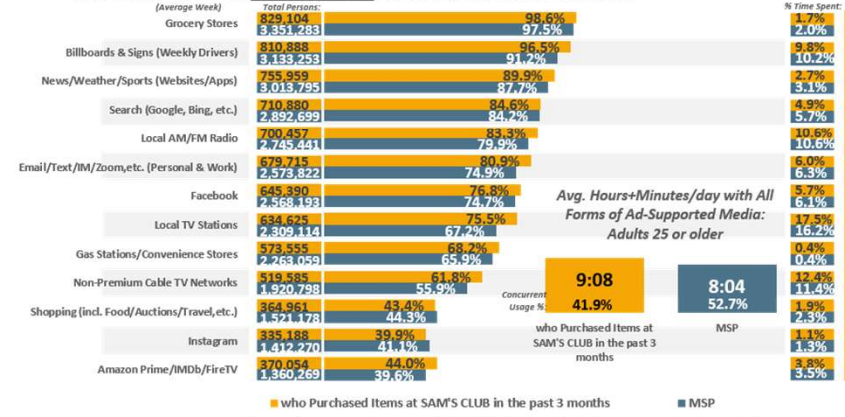
Top-13 All Forms of Media (Persons & % Reach): Adults 25 or older



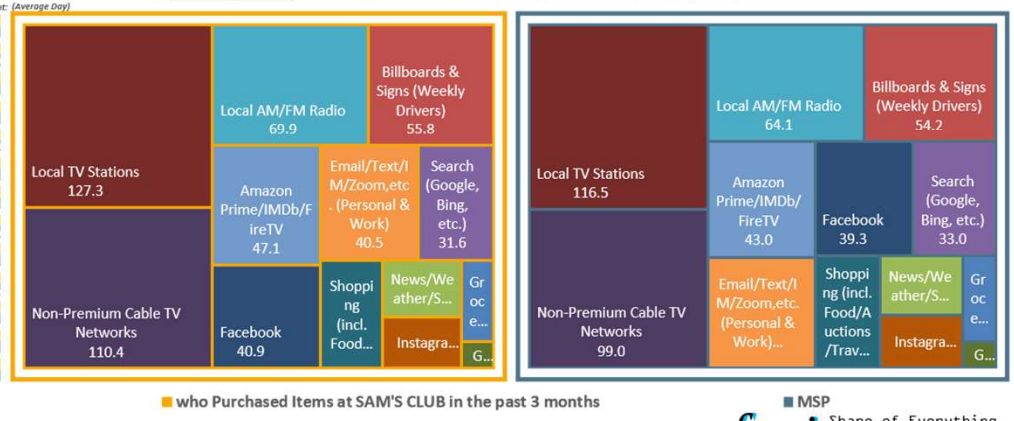
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 857

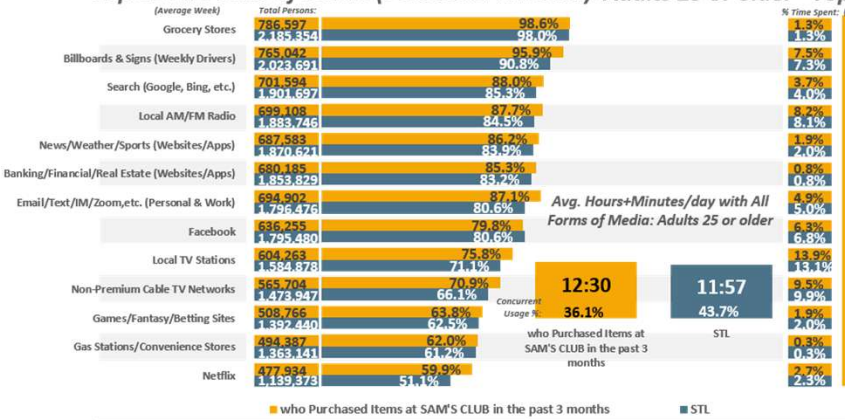
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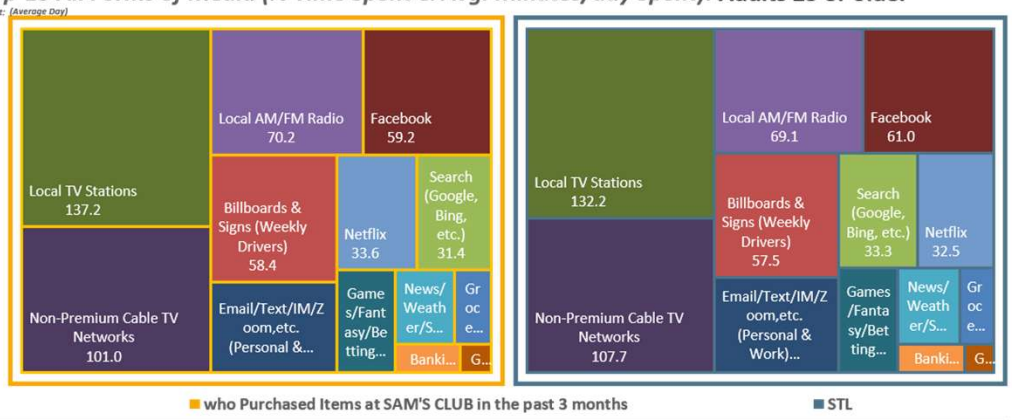
Major stores bought past 3 months: Sam's Club

Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months spend an average of 9 hours and 42 minutes each day with All Forms of Ad-Supported Media. 84.4% listen to Local AM/FM Radio for an avg. of 67.5 minutes/day. *(Local Radio delivers 9.8% of Time with Ad-Supported Media.)*

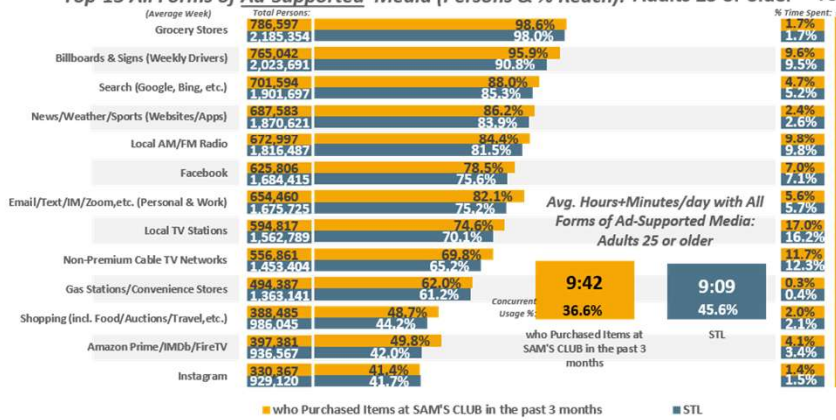
Top-13 All Forms of Media (Persons & % Reach): Adults 25 or older



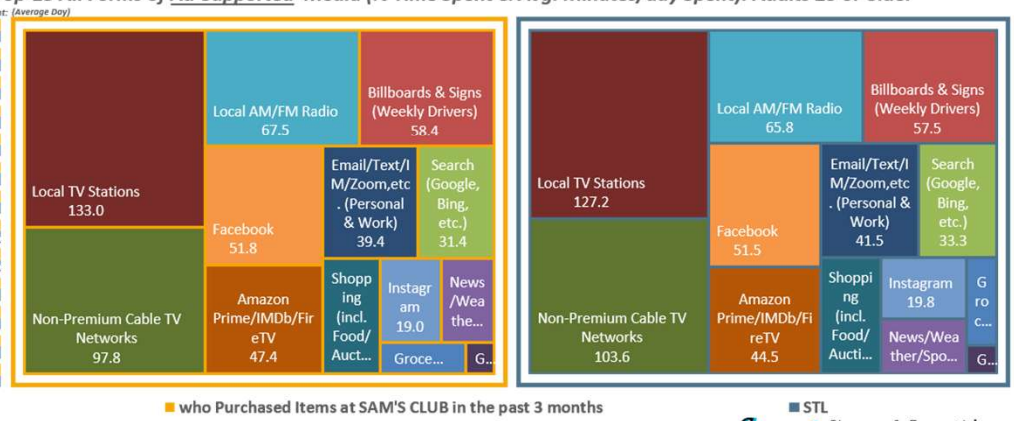
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,281

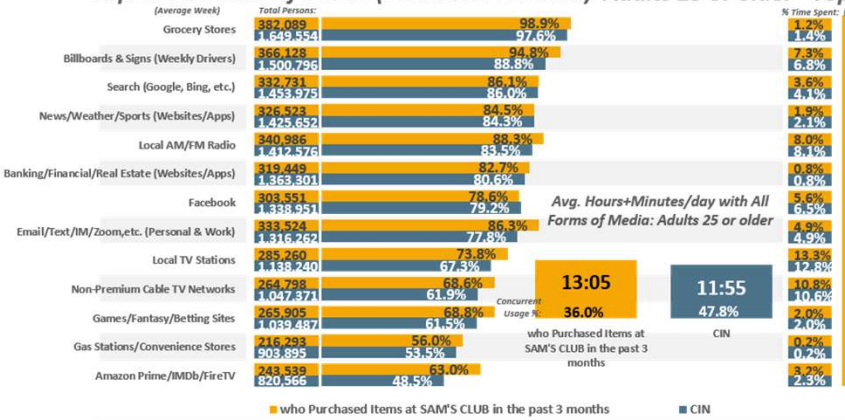
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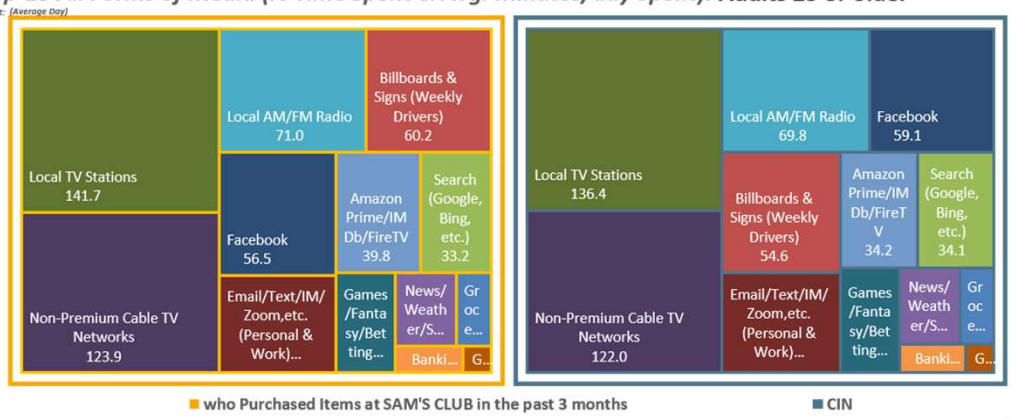
Major stores bought past 3 months: Sam's Club

Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months spend an average of 10 hours and 18 minutes each day with All Forms of Ad-Supported Media. 84.8% listen to Local AM/FM Radio for an avg. of 67.4 minutes/day. *(Local Radio delivers 9.2% of Time with Ad-Supported Media.)*

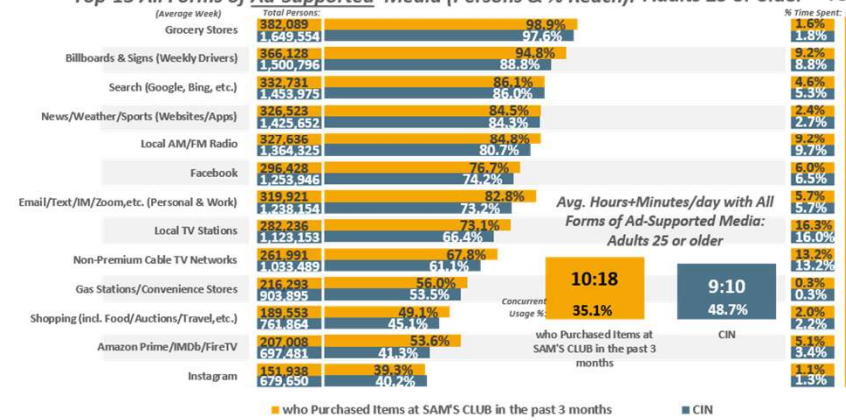
Top-13 All Forms of Media (Persons & % Reach): Adults 25 or older



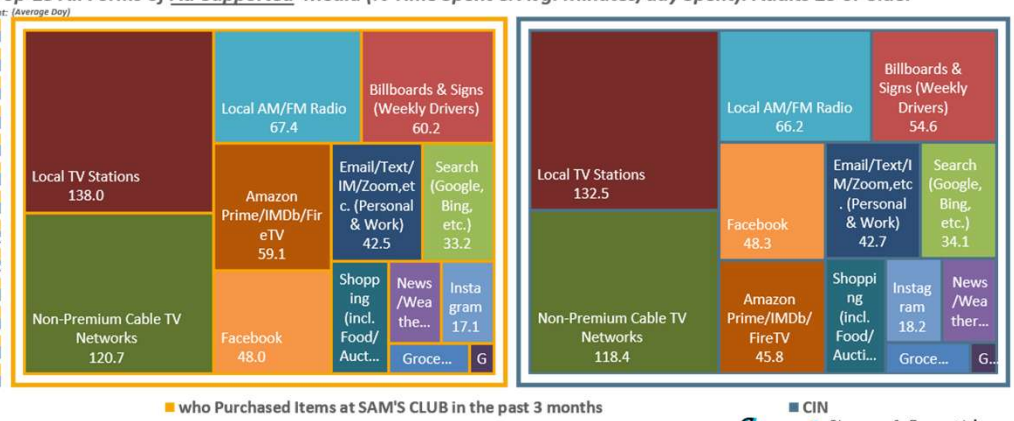
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 827

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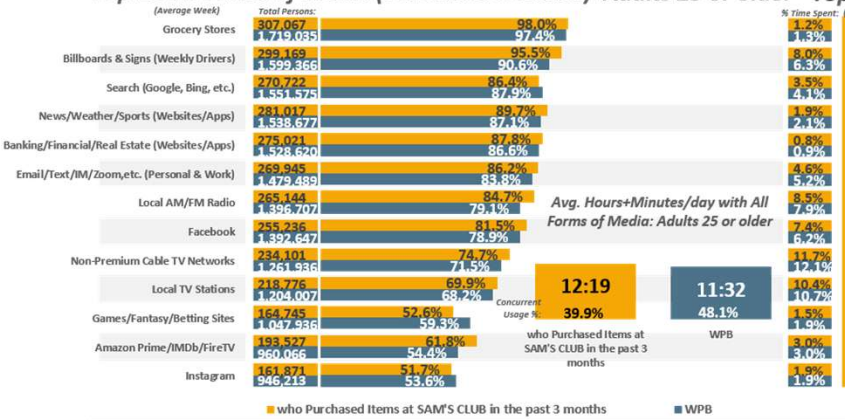
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Major stores bought past 3 months: Sam's Club

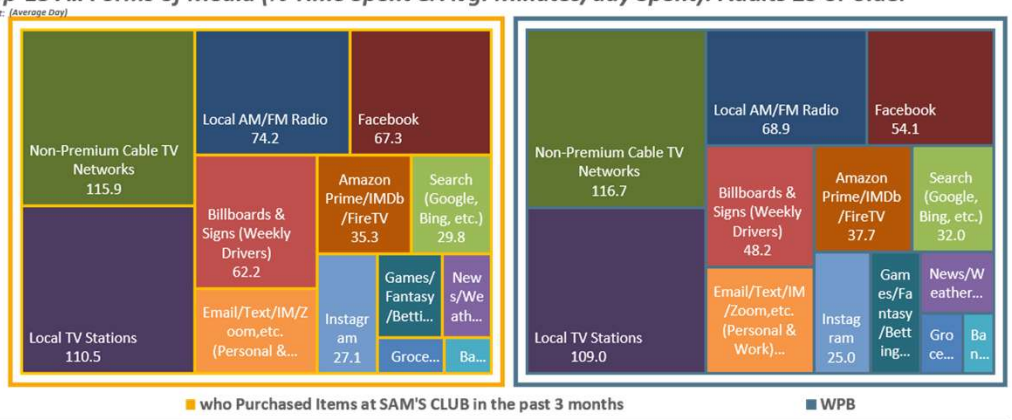


Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months spend an average of 9 hours and 41 minutes each day with All Forms of Ad-Supported Media. 82.5% listen to Local AM/FM Radio for an avg. of 71.1 minutes/day. *(Local Radio delivers 10.1% of Time with Ad-Supported Media.)*

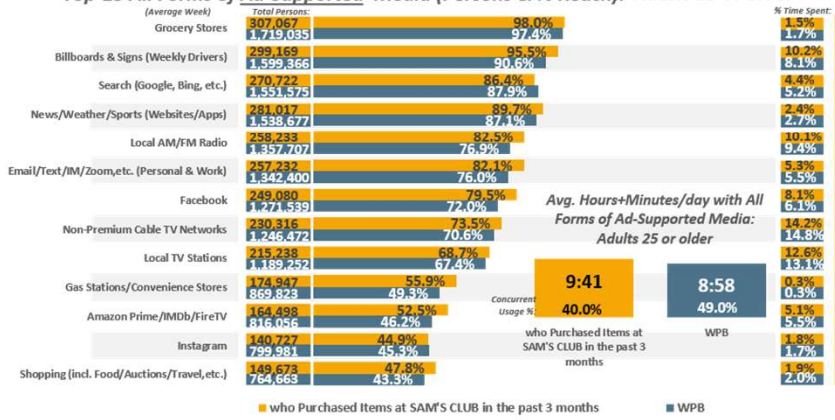
Top-13 All Forms of Media (Persons & % Reach): Adults 25 or older



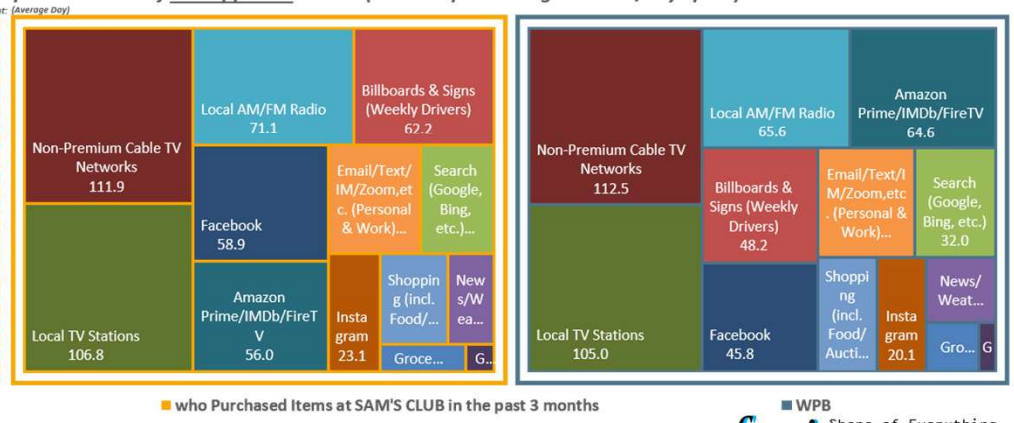
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,042

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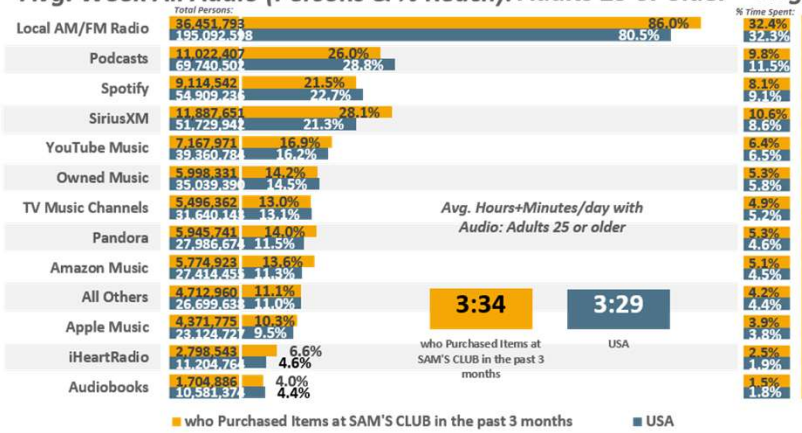
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Major stores bought past 3 months: Sam's Club

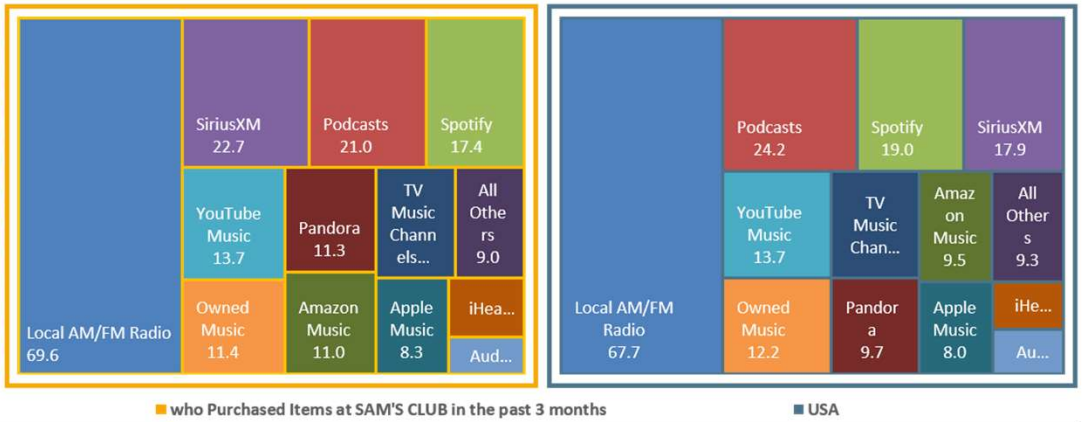


35,014,325 or 82.6% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 66.3 minutes every day representing 42.7% of all time spent daily with Ad-Supported Audio.

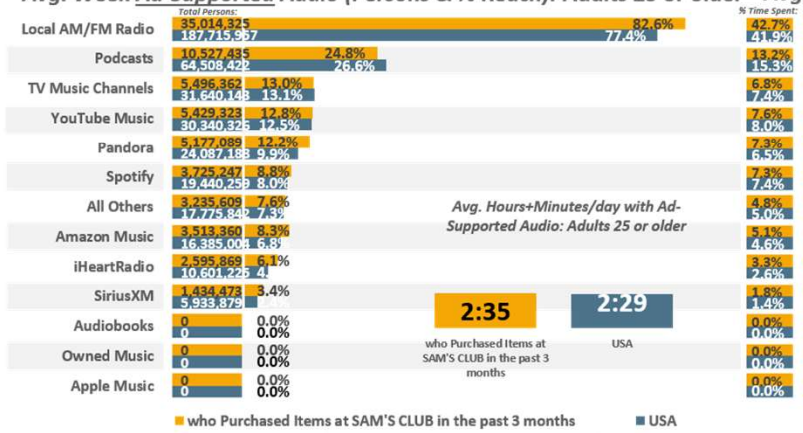
Avg. Week All Audio (Persons & % Reach): Adults 25 or older



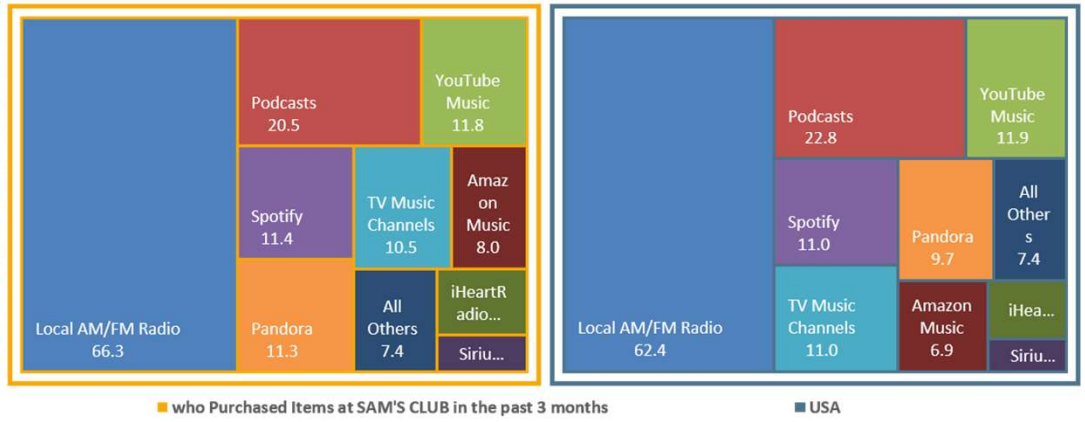
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 7,602

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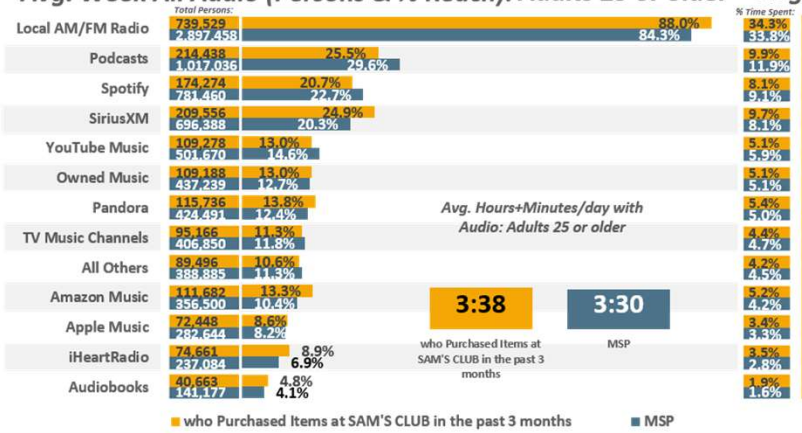
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Major stores bought past 3 months: Sam's Club

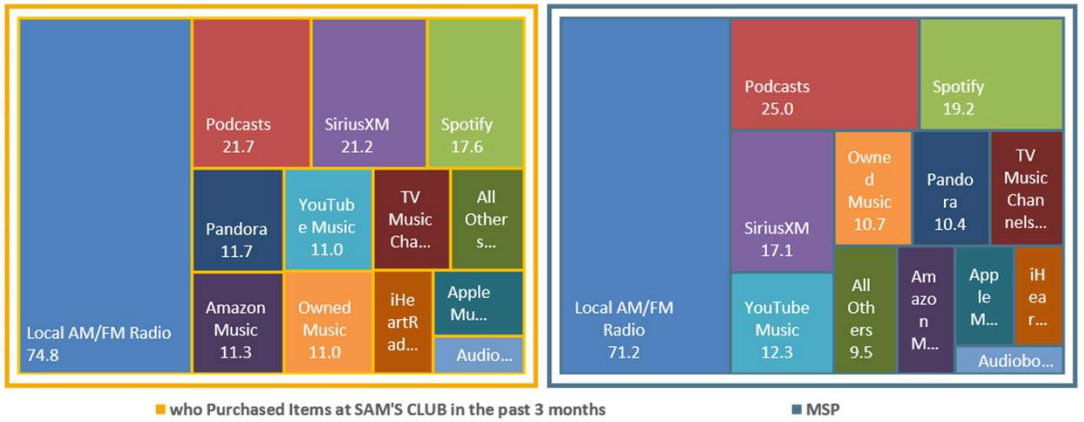


700,457 or 83.3% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 69.9 minutes every day representing 43.5% of all time spent daily with Ad-Supported Audio.

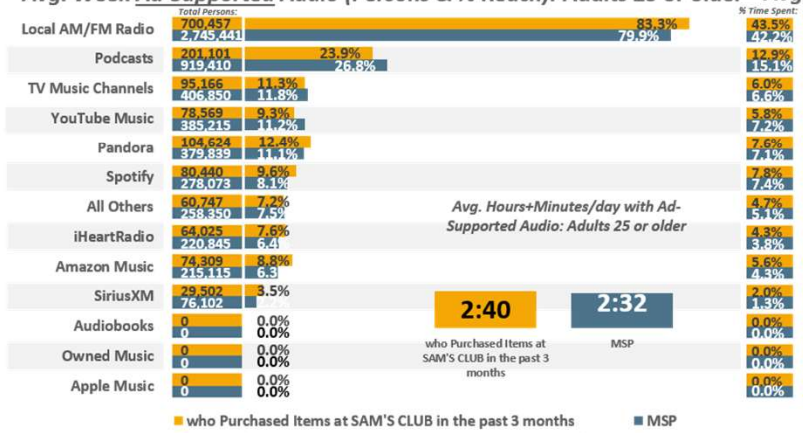
Avg. Week All Audio (Persons & % Reach): Adults 25 or older



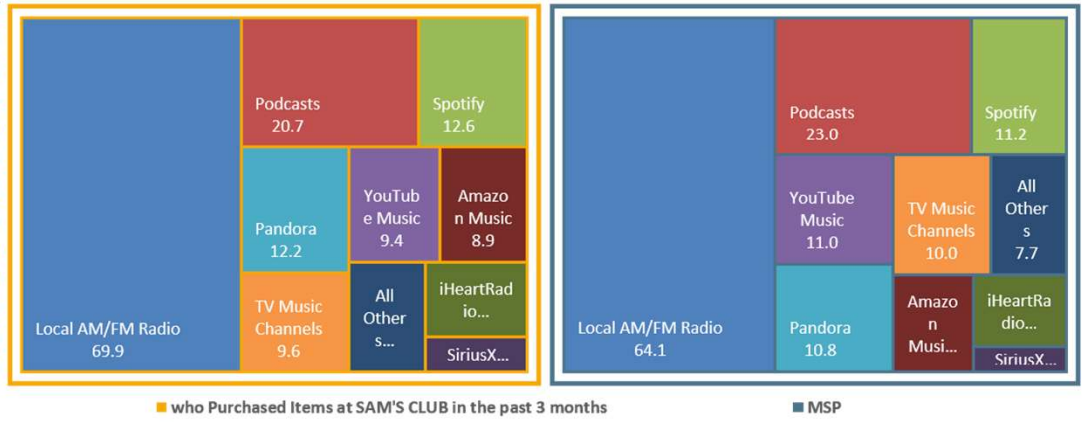
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 857

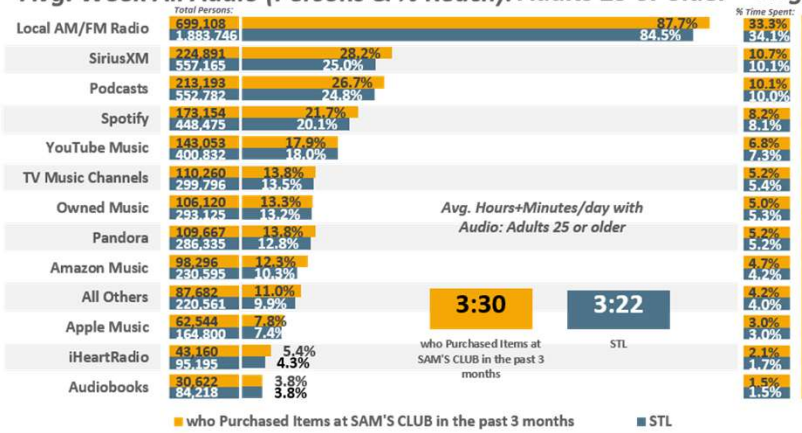
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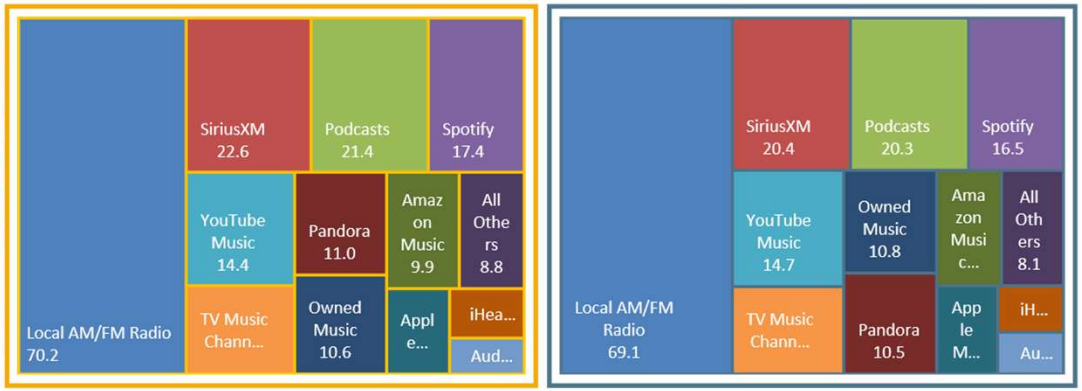
Major stores bought past 3 months: Sam's Club

672,997 or 84.4% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 67.5 minutes every day representing 43.4% of all time spent daily with Ad-Supported Audio.

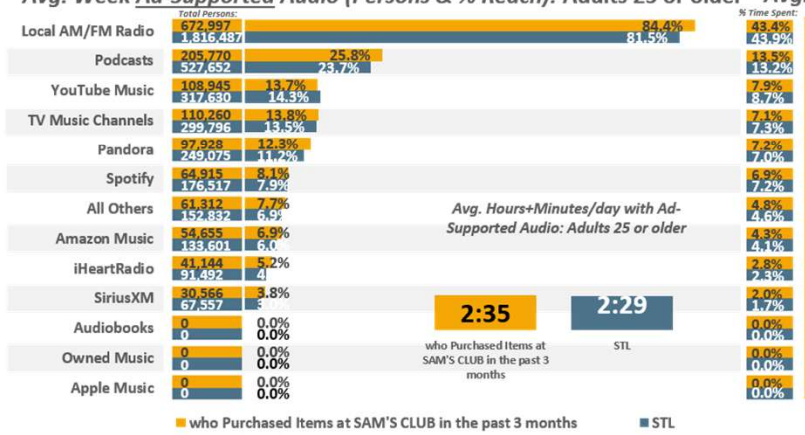
Avg. Week All Audio (Persons & % Reach): Adults 25 or older



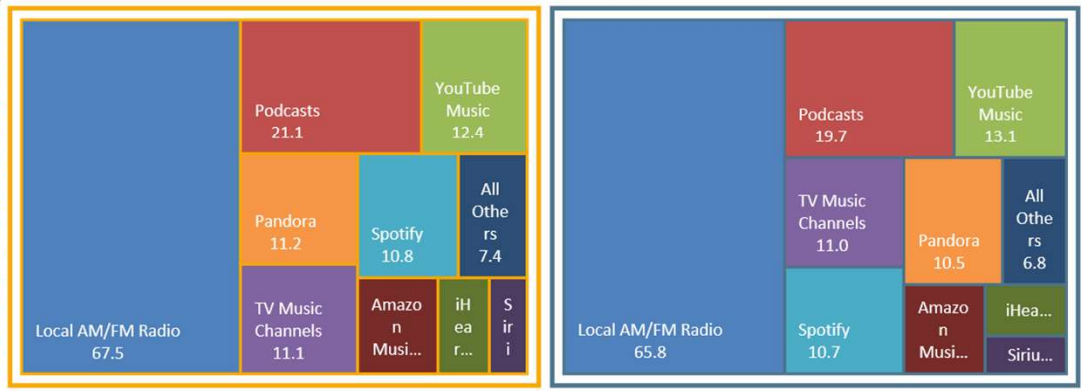
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,281

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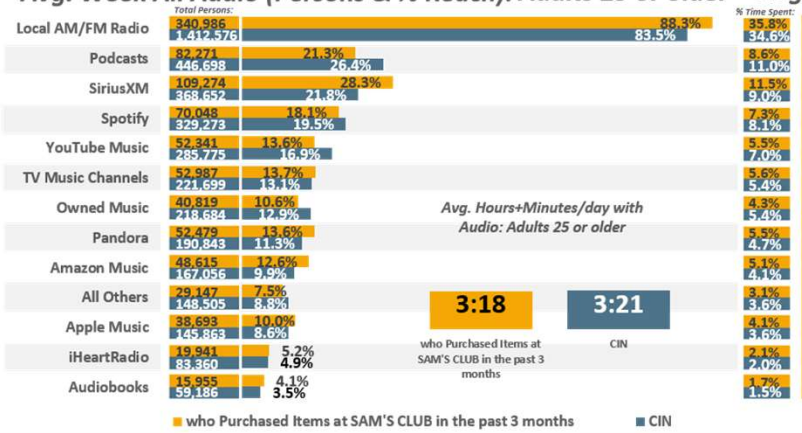
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Major stores bought past 3 months: Sam's Club

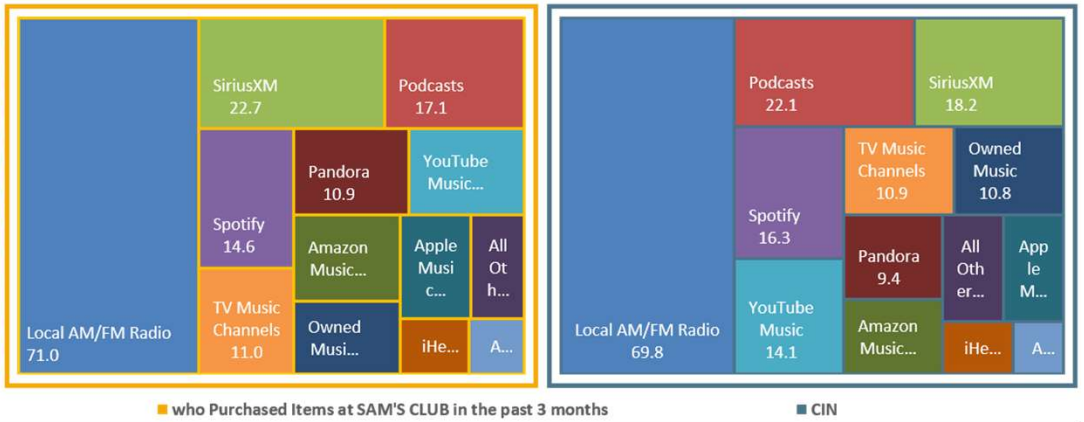


327,636 or 84.8% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 67.4 minutes every day representing 47.7% of all time spent daily with Ad-Supported Audio.

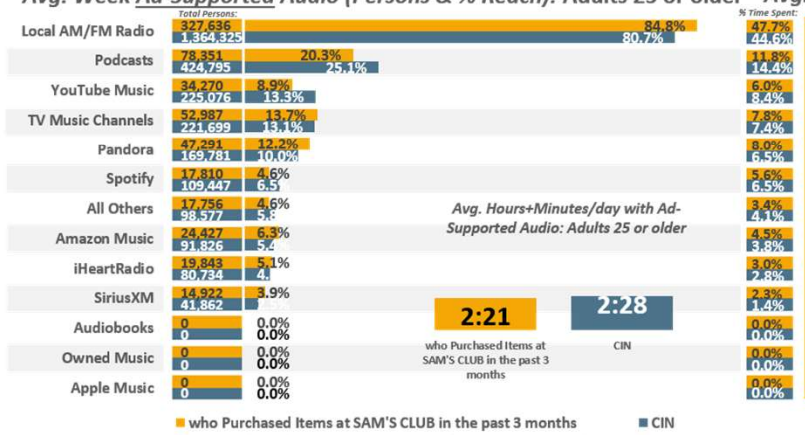
Avg. Week All Audio (Persons & % Reach): Adults 25 or older



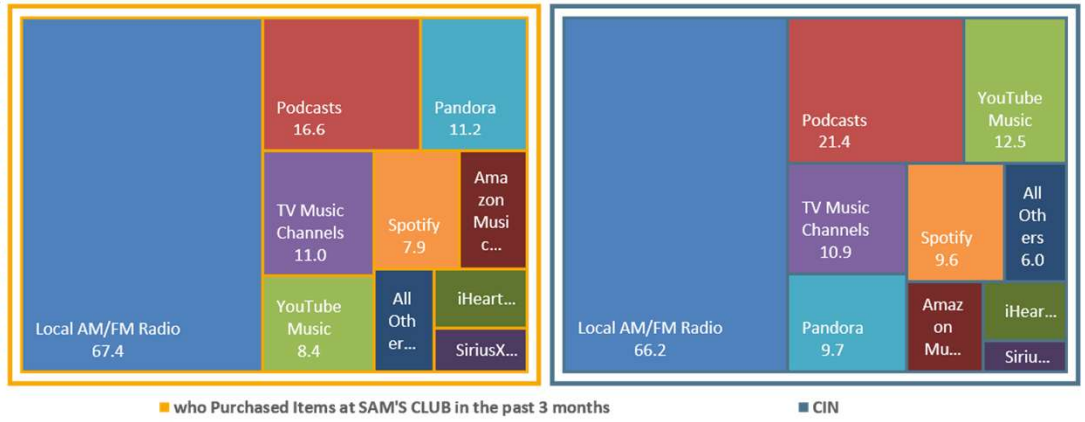
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 827

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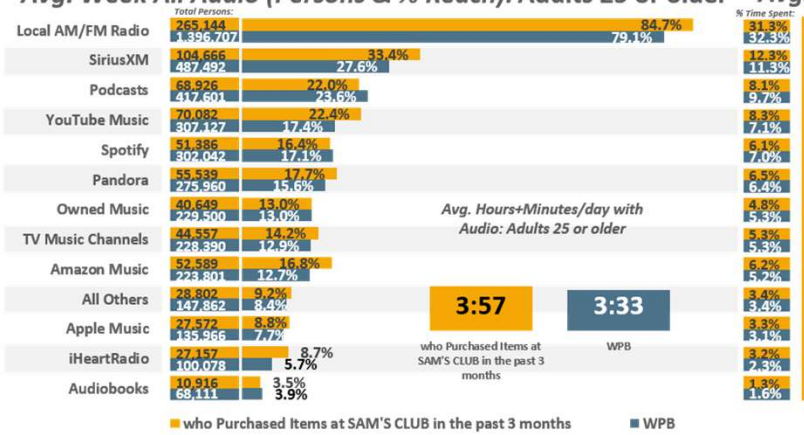
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Major stores bought past 3 months: Sam's Club

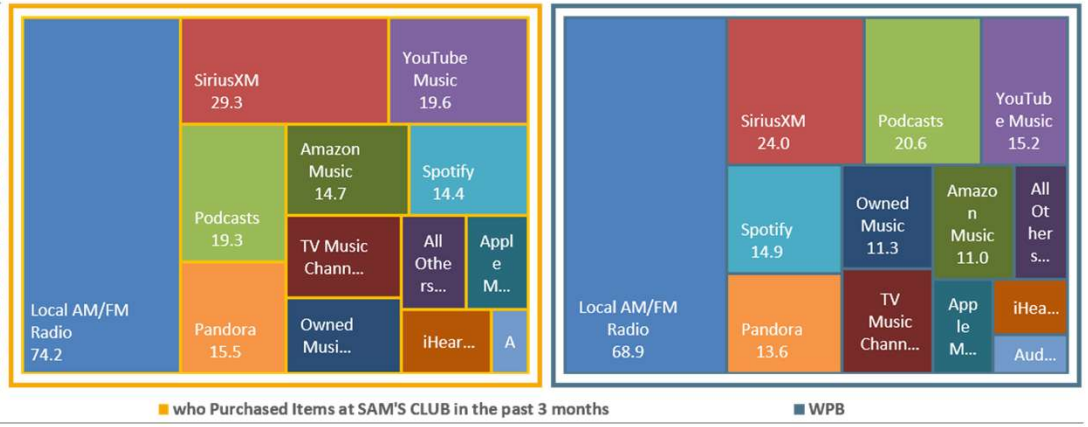


258,233 or 82.5% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 71.1 minutes every day representing 39.9% of all time spent daily with Ad-Supported Audio.

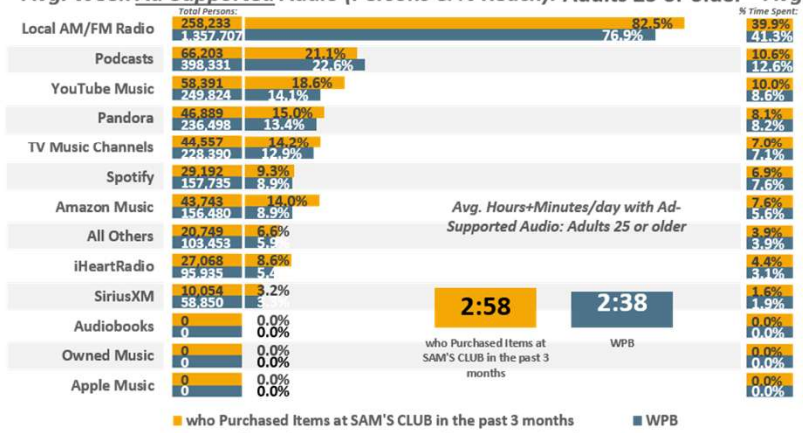
Avg. Week All Audio (Persons & % Reach): Adults 25 or older



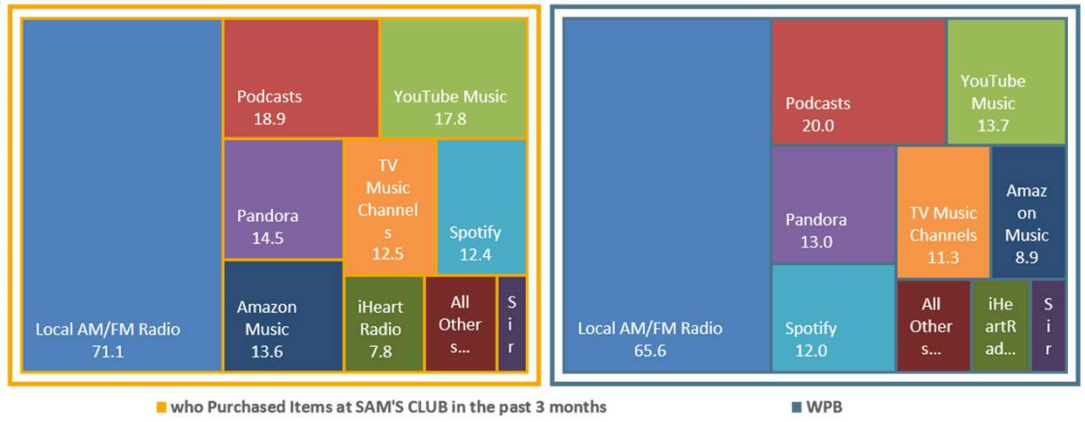
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,042

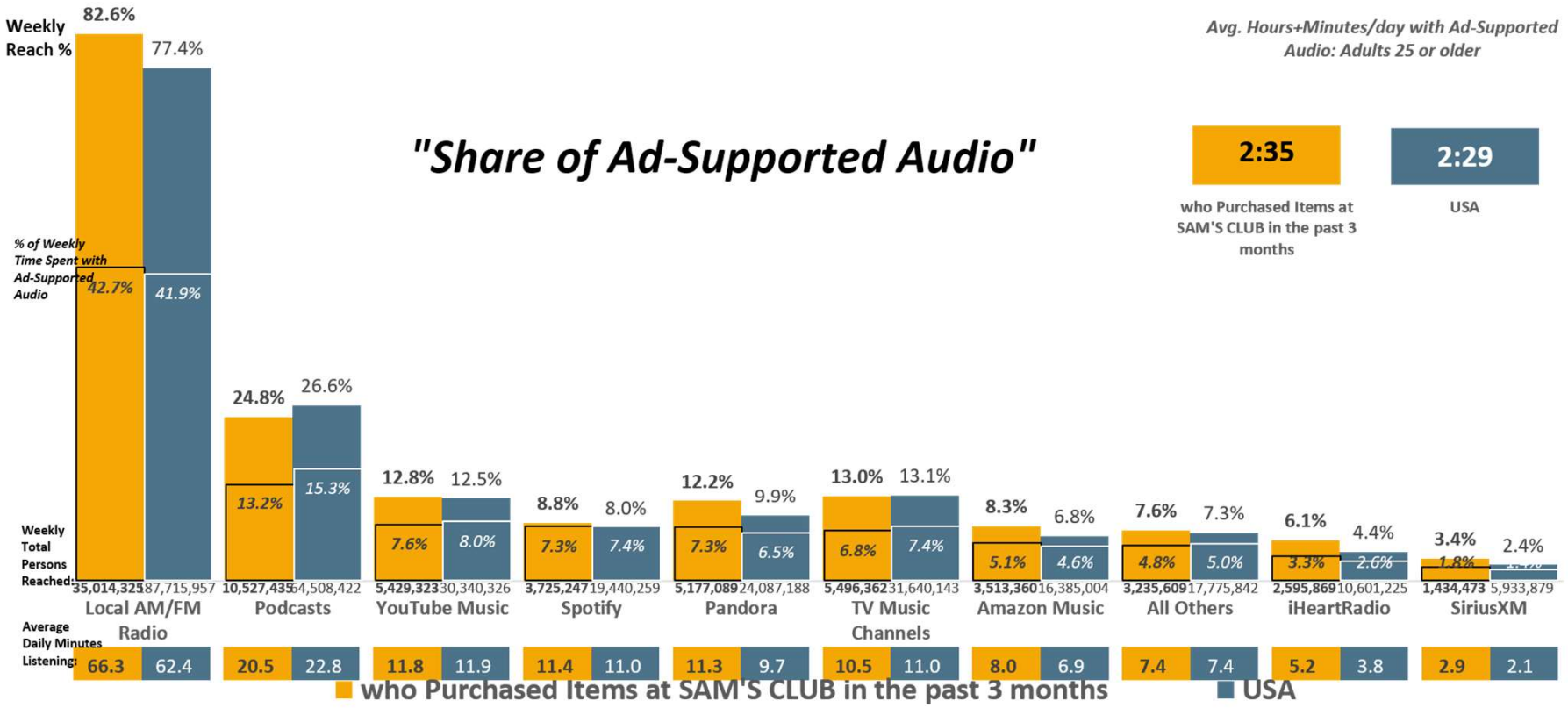
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Major stores bought past 3 months: Sam's Club



35,014,325 or 82.6% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 66.3 minutes every day representing 42.7% of all time spent daily with Ad-Supported Audio.



	Local AM/FM Radio	Podcasts	YouTube Music	Spotify	Pandora	TV Music Channels	Amazon Music	All Others	iHeartRadio	SiriusXM
Weekly Reach %	82.6% / 77.4%	24.8% / 26.6%	12.8% / 12.5%	8.8% / 8.0%	12.2% / 9.9%	13.0% / 13.1%	8.3% / 6.8%	7.6% / 7.3%	6.1% / 4.4%	3.4% / 2.4%
% of Weekly Time Spent with Ad-Supported Audio	42.7% / 41.9%	13.2% / 15.3%	7.6% / 8.0%	7.3% / 7.4%	7.3% / 6.5%	6.8% / 7.4%	5.1% / 4.6%	4.8% / 5.0%	3.3% / 2.6%	1.8% / [illegible]
Weekly Total Persons Reached:	35,014,325 / 187,715,957	10,527,435 / 64,508,422	5,429,323 / 30,340,326	3,725,247 / 19,440,259	5,177,089 / 24,087,188	5,496,362 / 31,640,143	3,513,360 / 16,385,004	3,235,609 / 17,775,842	2,595,869 / 10,601,225	1,434,473 / 5,933,879
Average Daily Minutes Listening:	66.3 / 62.4	20.5 / 22.8	11.8 / 11.9	11.4 / 11.0	11.3 / 9.7	10.5 / 11.0	8.0 / 6.9	7.4 / 7.4	5.2 / 3.8	2.9 / 2.1

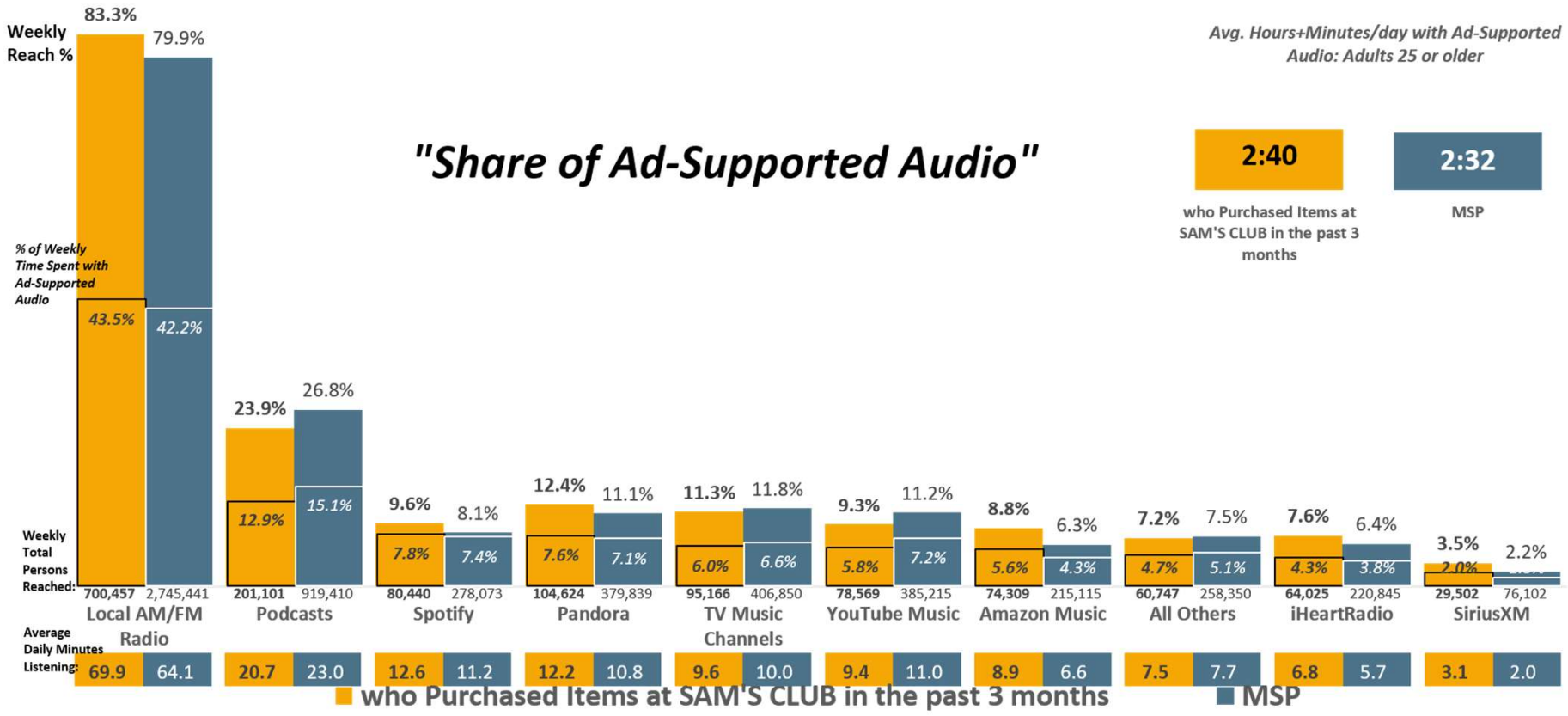
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USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 7,602

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Major stores bought past 3 months: Sam's Club

700,457 or 83.3% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 69.9 minutes every day representing 43.5% of all time spent daily with Ad-Supported Audio.



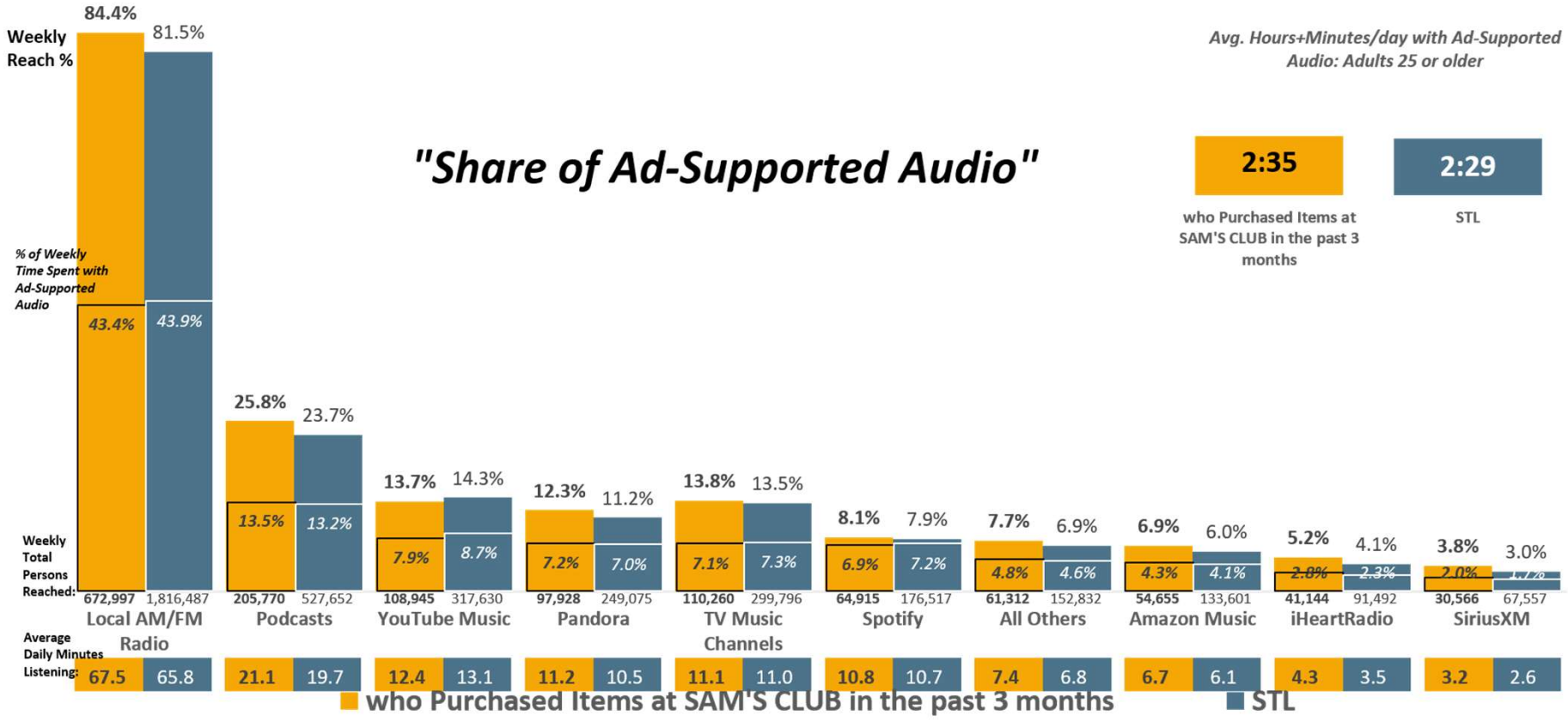
MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 857 MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 3,687

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Major stores bought past 3 months: Sam's Club

672,997 or 84.4% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 67.5 minutes every day representing 43.4% of all time spent daily with Ad-Supported Audio.



	Local AM/FM Radio	Podcasts	YouTube Music	Pandora	TV Music Channels	Spotify	All Others	Amazon Music	iHeartRadio	SiriusXM
Weekly Reach %	84.4% / 81.5%	25.8% / 23.7%	13.7% / 14.3%	12.3% / 11.2%	13.8% / 13.5%	8.1% / 7.9%	7.7% / 6.9%	6.9% / 6.0%	5.2% / 4.1%	3.8% / 3.0%
% of Weekly Time Spent with Ad-Supported Audio	43.4% / 43.9%	13.5% / 13.2%	7.9% / 8.7%	7.2% / 7.0%	7.1% / 7.3%	6.9% / 7.2%	4.8% / 4.6%	4.3% / 4.1%	2.8% / 2.3%	2.0% / 1.7%
Weekly Total Persons Reached:	672,997 / 1,816,487	205,770 / 527,652	108,945 / 317,630	97,928 / 249,075	110,260 / 299,796	64,915 / 176,517	61,312 / 152,832	54,655 / 133,601	41,144 / 91,492	30,566 / 67,557
Average Daily Minutes Listening:	67.5 / 65.8	21.1 / 19.7	12.4 / 13.1	11.2 / 10.5	11.1 / 11.0	10.8 / 10.7	7.4 / 6.8	6.7 / 6.1	4.3 / 3.5	3.2 / 2.6

STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,281 STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 3,701

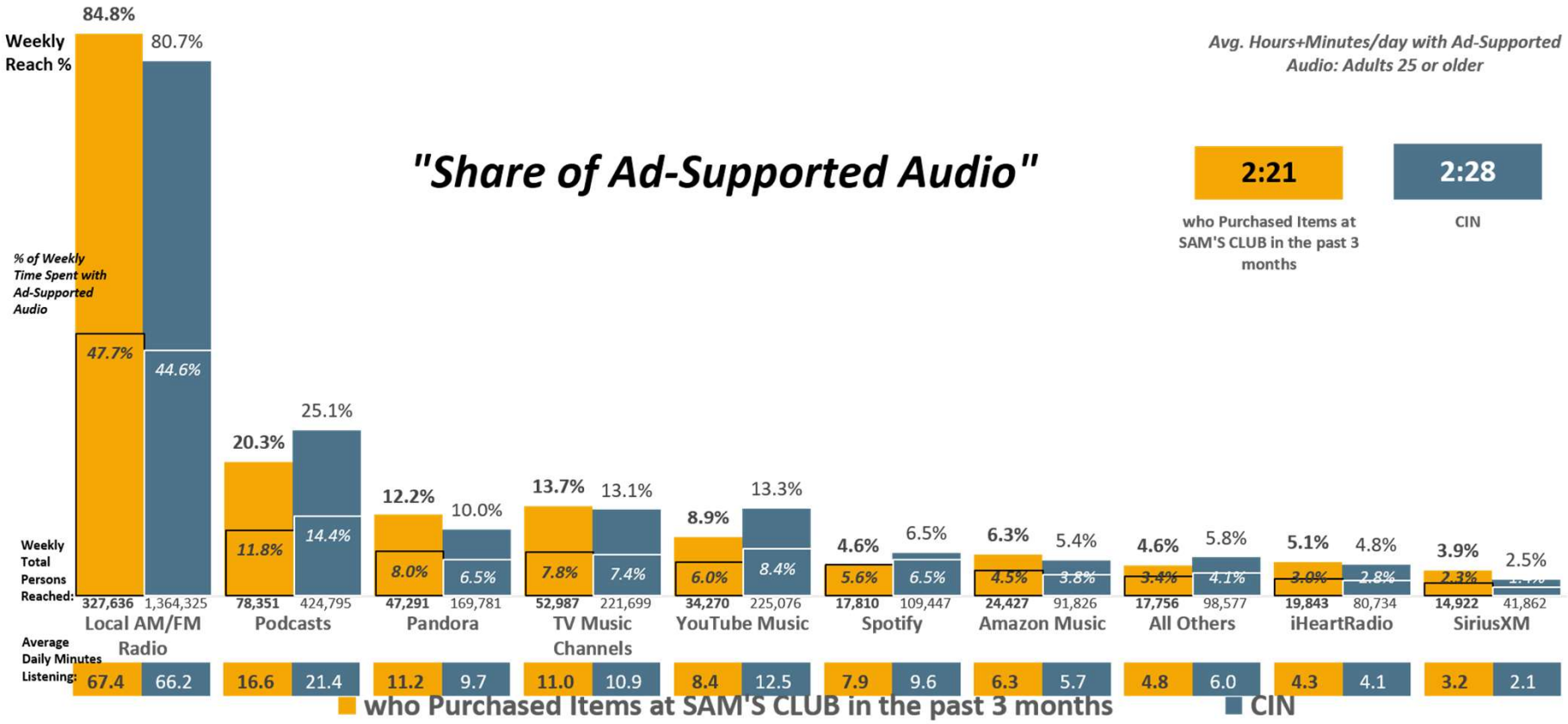
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Major stores bought past 3 months: Sam's Club



327,636 or 84.8% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 67.4 minutes every day representing 47.7% of all time spent daily with Ad-Supported Audio.



	Local AM/FM Radio	Podcasts	Pandora	TV Music Channels	YouTube Music	Spotify	Amazon Music	All Others	iHeartRadio	SiriusXM
Weekly Reach %	84.8% / 80.7%	20.3% / 25.1%	12.2% / 10.0%	13.7% / 13.1%	8.9% / 13.3%	4.6% / 6.5%	6.3% / 5.4%	4.6% / 5.8%	5.1% / 4.8%	3.9% / 2.5%
% of Weekly Time Spent with Ad-Supported Audio	47.7% / 44.6%	11.8% / 14.4%	8.0% / 6.5%	7.8% / 7.4%	6.0% / 8.4%	5.6% / 6.5%	4.5% / 3.8%	3.4% / 4.1%	3.0% / 2.8%	2.3% / 1.7%
Weekly Total Persons Reached:	327,636 / 1,364,325	78,351 / 424,795	47,291 / 169,781	52,987 / 221,699	34,270 / 225,076	17,810 / 109,447	24,427 / 91,826	17,756 / 98,577	19,843 / 80,734	14,922 / 41,862
Average Daily Minutes Listening:	67.4 / 66.2	16.6 / 21.4	11.2 / 9.7	11.0 / 10.9	8.4 / 12.5	7.9 / 9.6	6.3 / 5.7	4.8 / 6.0	4.3 / 4.1	3.2 / 2.1

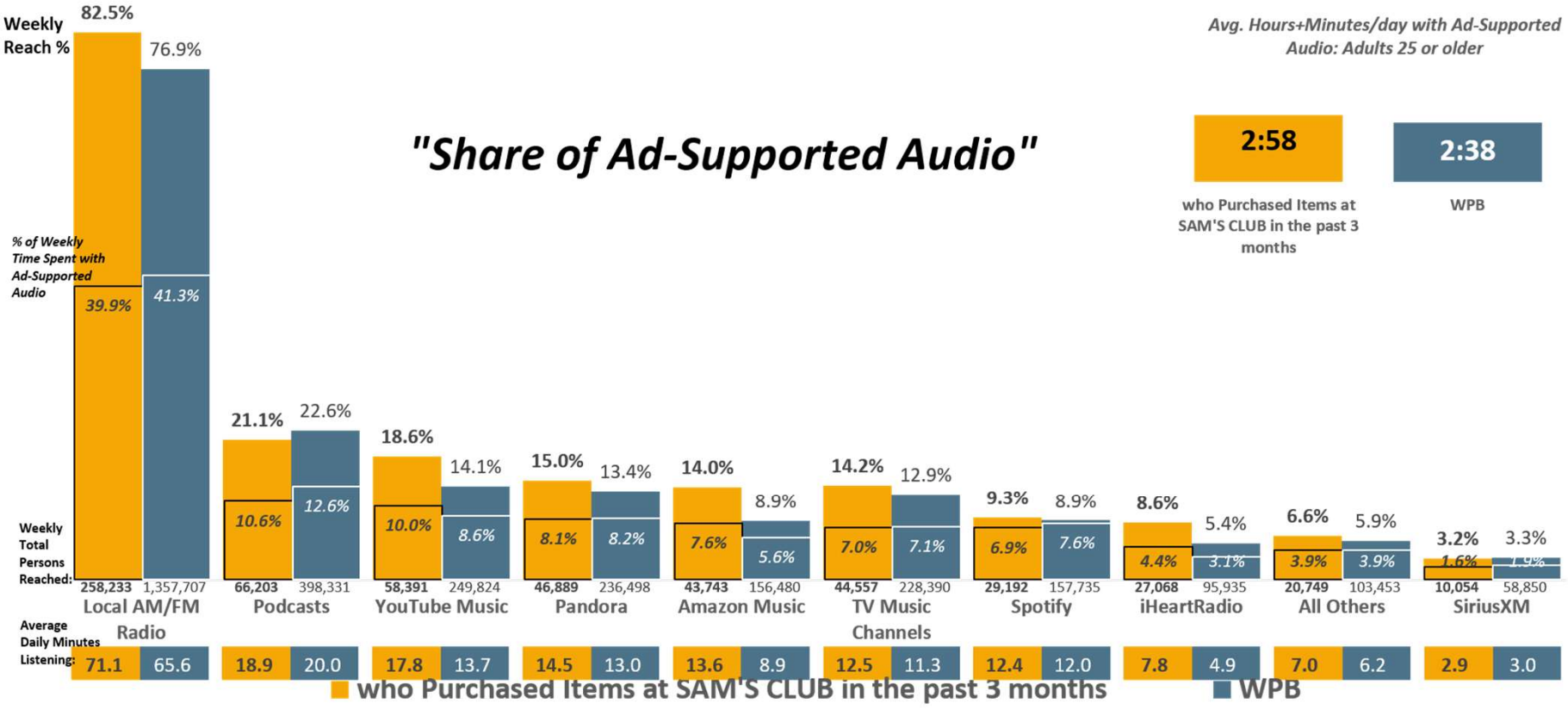
CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 827 CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 3,573

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Major stores bought past 3 months: Sam's Club

258,233 or 82.5% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 71.1 minutes every day representing 39.9% of all time spent daily with Ad-Supported Audio.



	Local AM/FM Radio	Podcasts	YouTube Music	Pandora	Amazon Music	TV Music Channels	Spotify	iHeartRadio	All Others	SiriusXM
Weekly Reach %	82.5%	21.1%	18.6%	15.0%	14.0%	14.2%	9.3%	8.6%	6.6%	3.2%
	76.9%	22.6%	14.1%	13.4%	8.9%	12.9%	8.9%	5.4%	5.9%	3.3%
% of Weekly Time Spent with Ad-Supported Audio	39.9%	10.6%	10.0%	8.1%	7.6%	7.0%	6.9%	4.4%	3.9%	1.6%
	41.3%	12.6%	8.6%	8.2%	5.6%	7.1%	7.6%	3.1%	3.9%	1.9%
Weekly Total Persons Reached:	258,233	66,203	58,391	46,889	43,743	44,557	29,192	27,068	20,749	10,054
	1,357,707	398,331	249,824	236,498	156,480	228,390	157,735	95,935	103,453	58,850
Average Daily Minutes Listening:	71.1	18.9	17.8	14.5	13.6	12.5	12.4	7.8	7.0	2.9
	65.6	20.0	13.7	13.0	8.9	11.3	12.0	4.9	6.2	3.0

WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,042 WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,823

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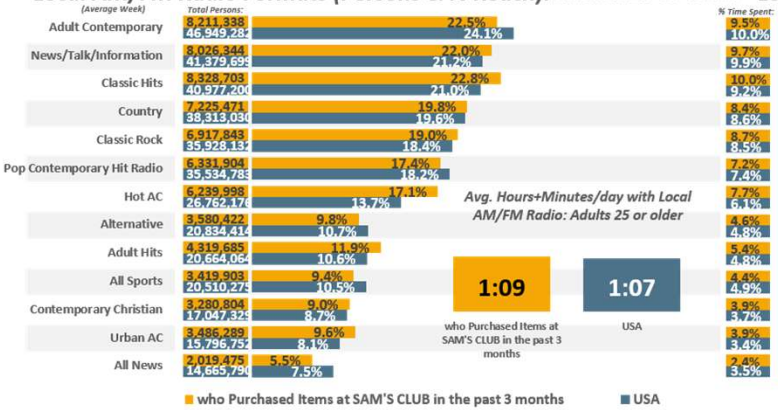
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Major stores bought past 3 months: Sam's Club

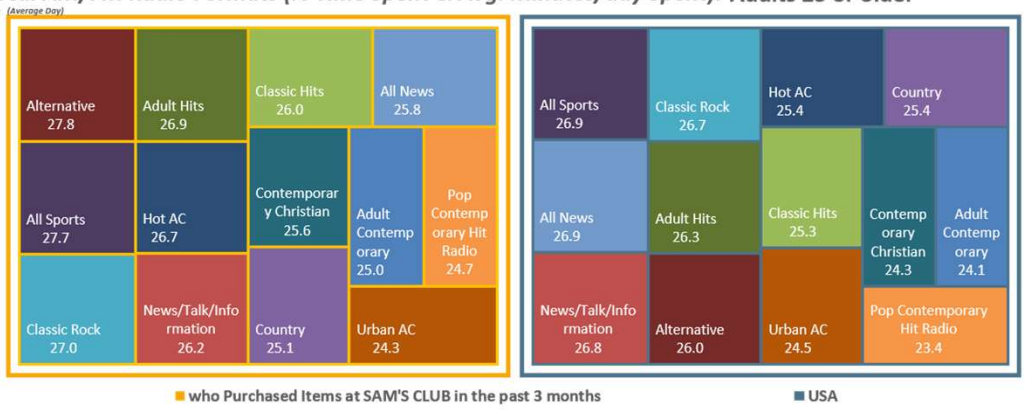


35,014,325 or 82.6% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Adult Contemporary, Country, Classic Rock, and Pop Contemporary Hit Radio.

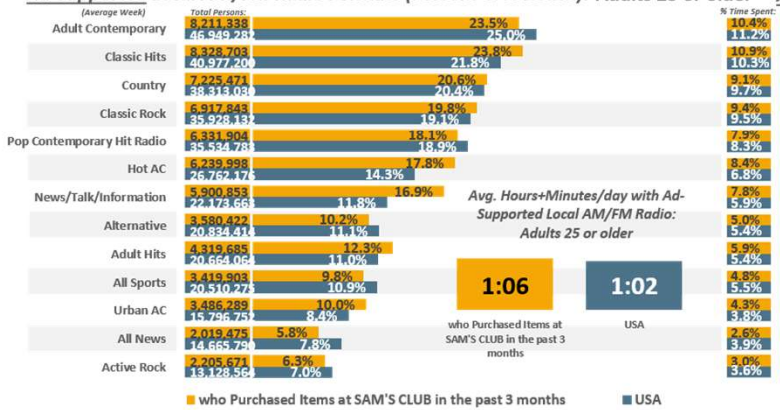
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



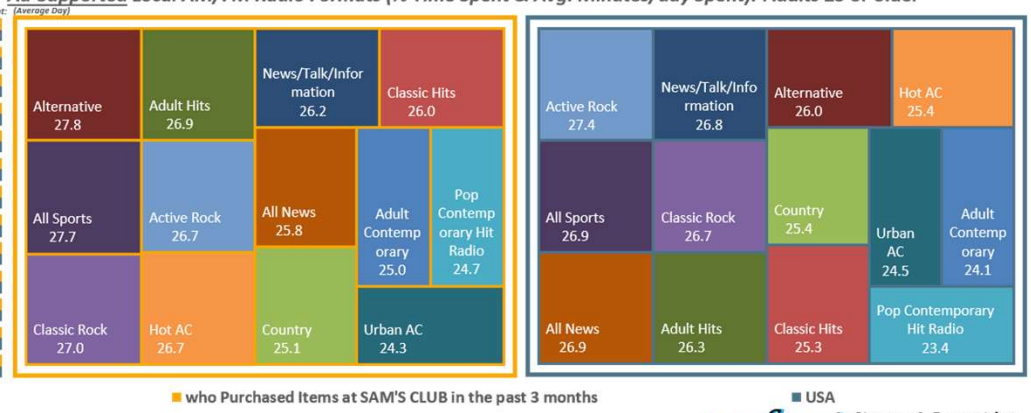
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 7,602

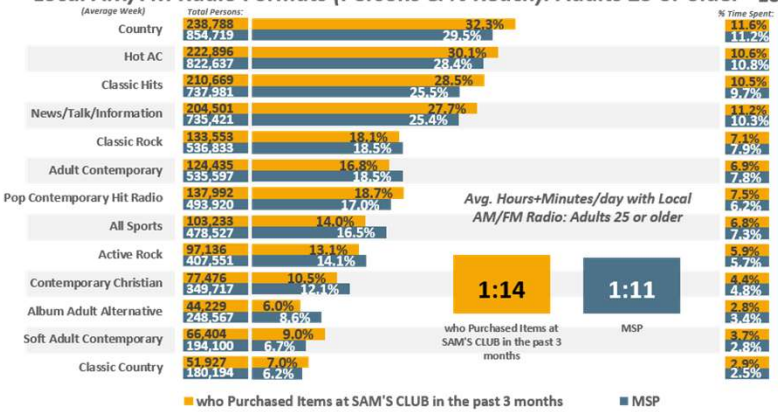
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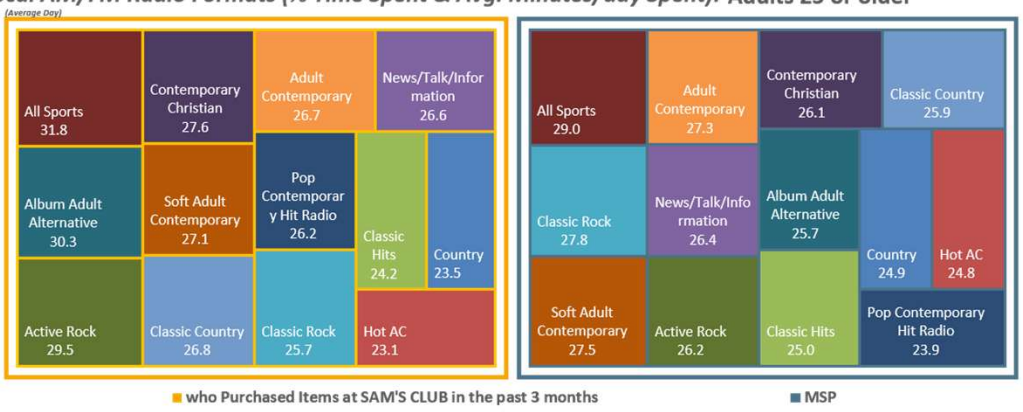
Major stores bought past 3 months: Sam's Club

700,457 or 83.3% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Hot AC, Classic Hits, News/Talk/Information, and Pop Contemporary Hit Radio.

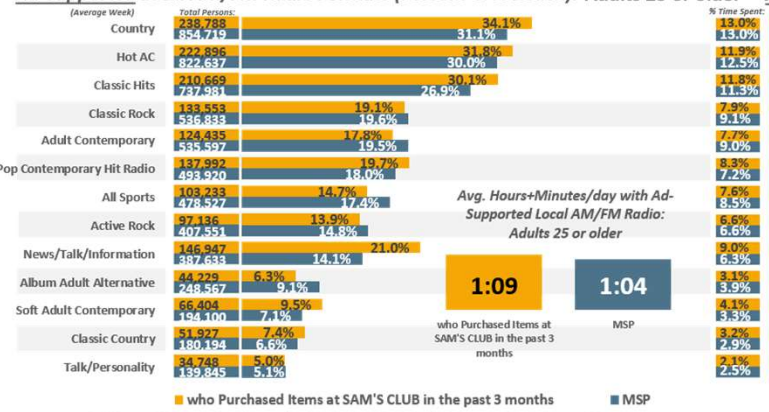
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



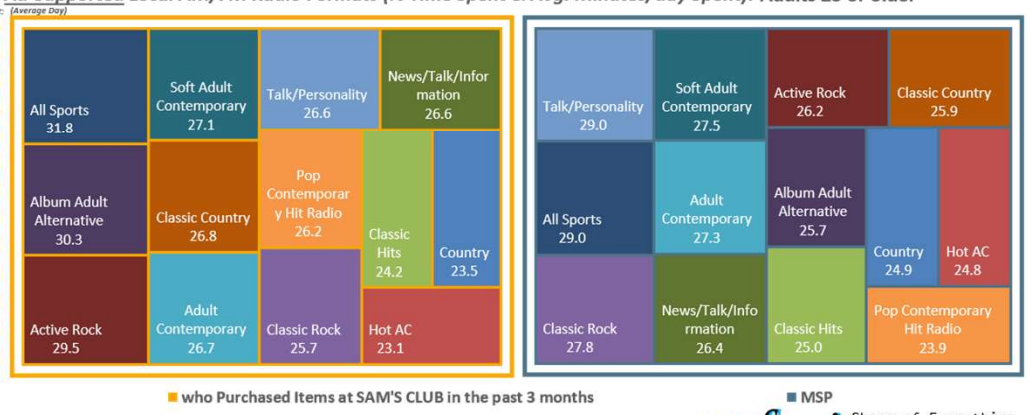
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 857

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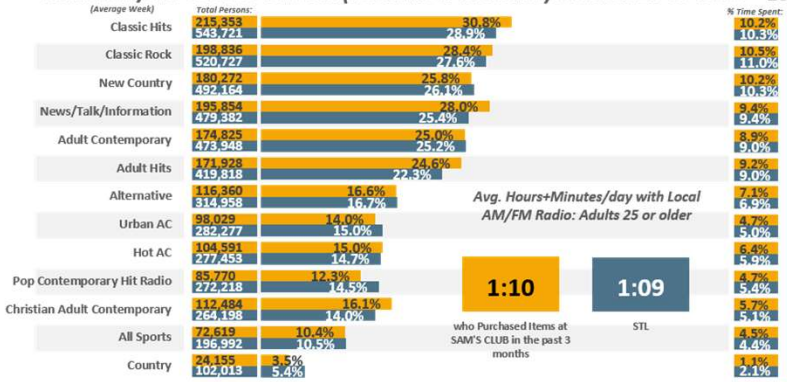
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Major stores bought past 3 months: Sam's Club

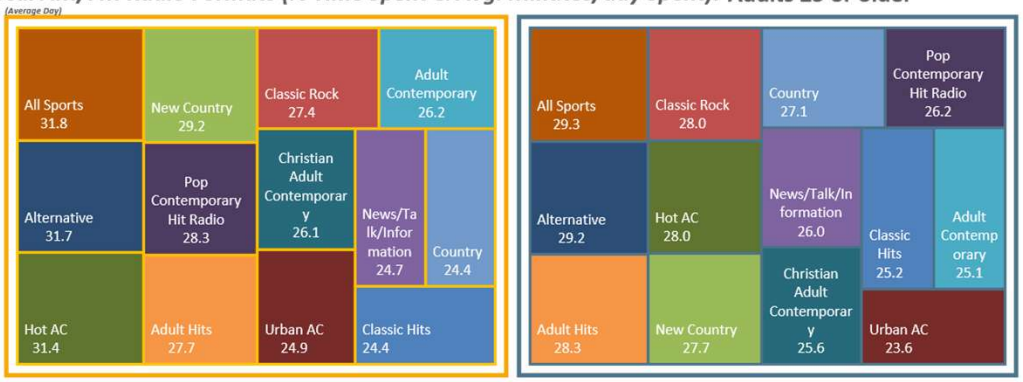


672,997 or 84.4% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Classic Rock, New Country, Adult Contemporary, and Adult Hits.

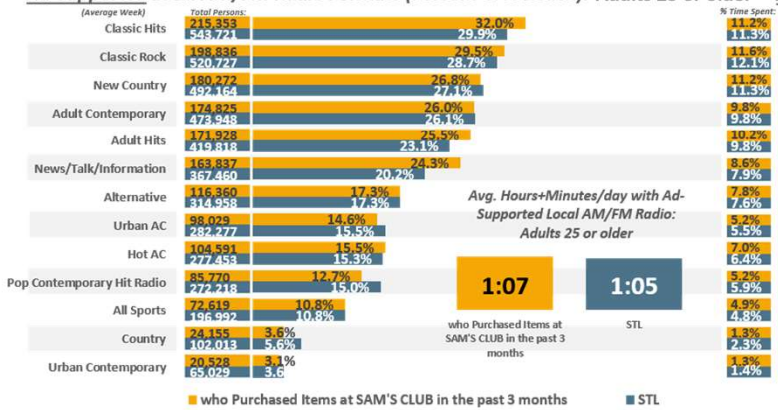
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



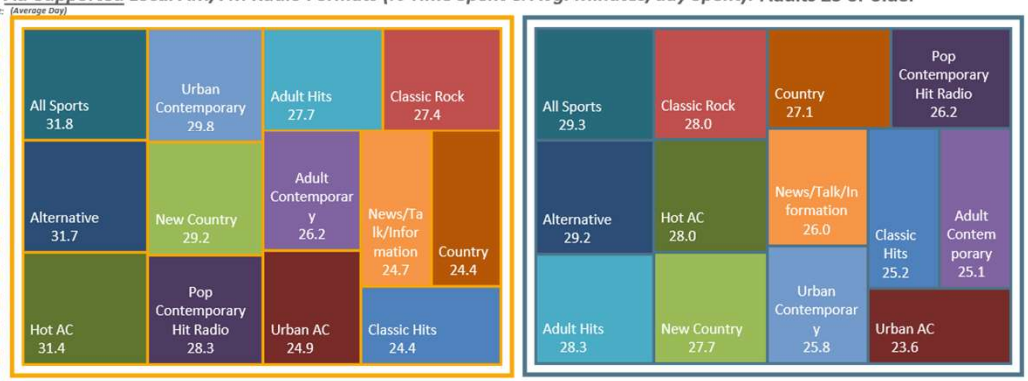
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,281

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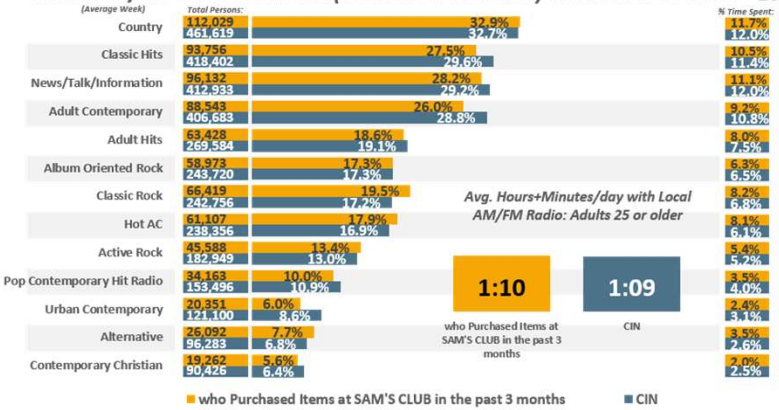
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Major stores bought past 3 months: Sam's Club

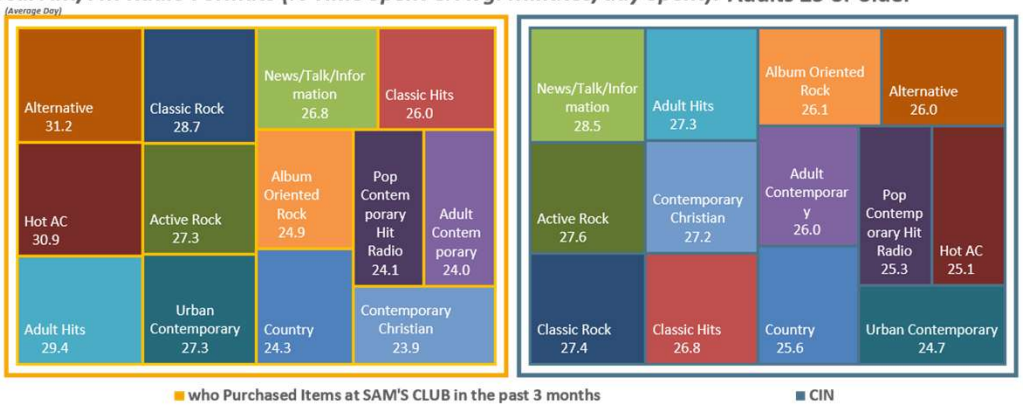


327,636 or 84.8% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Classic Hits, Adult Contemporary, News/Talk/Information, and Classic Rock.

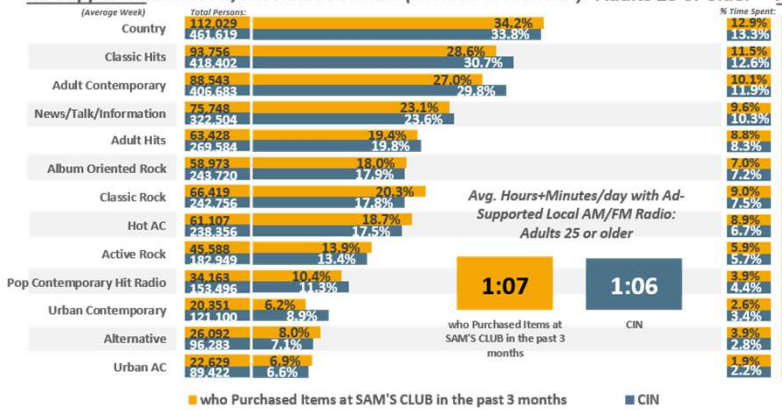
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



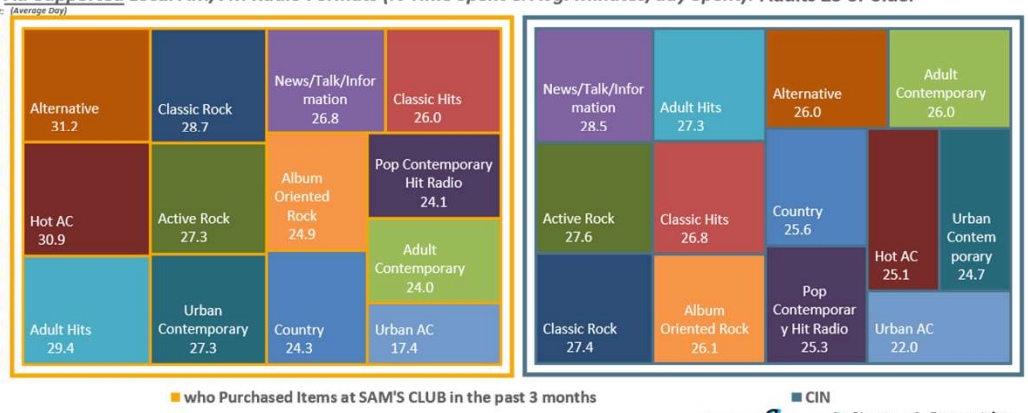
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 827

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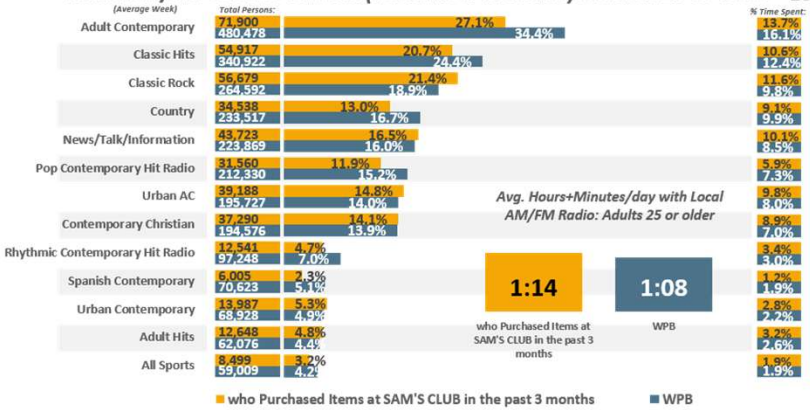
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Major stores bought past 3 months: Sam's Club

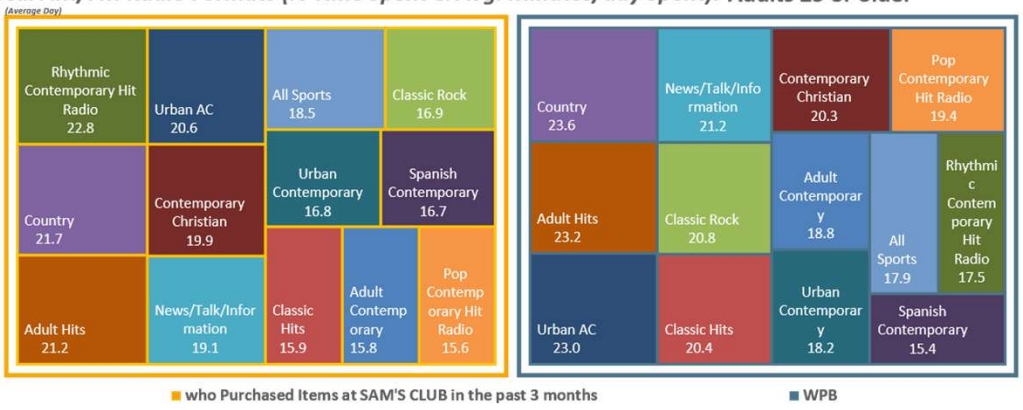


258,233 or 82.5% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Rock, Classic Hits, Urban AC, and Country.

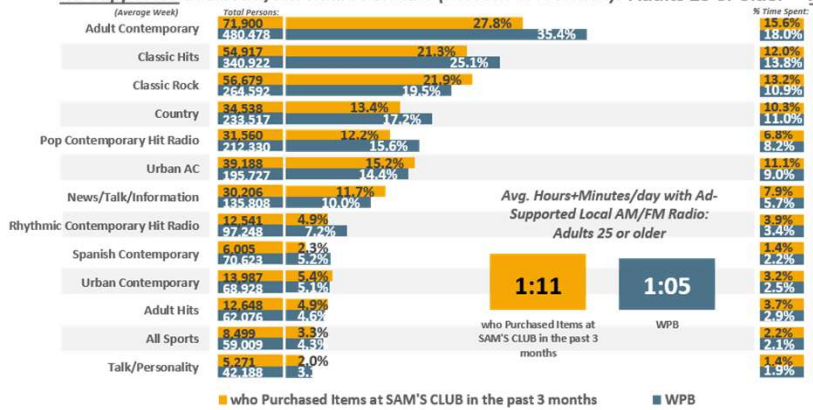
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



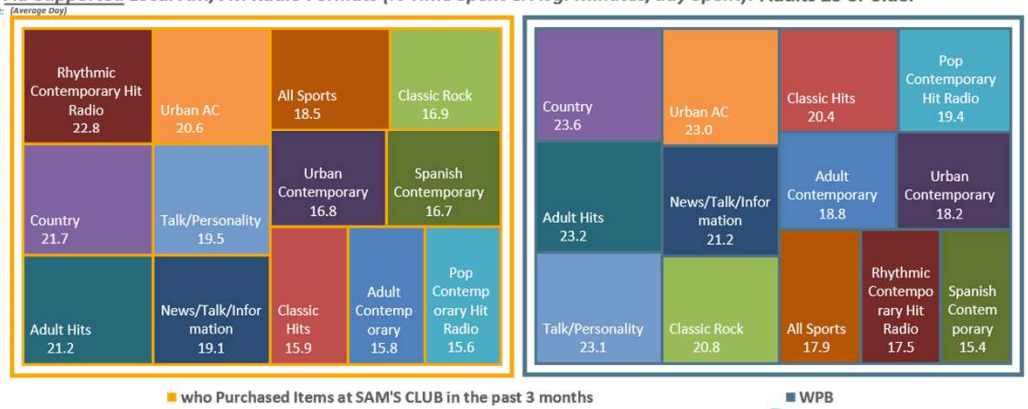
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,042

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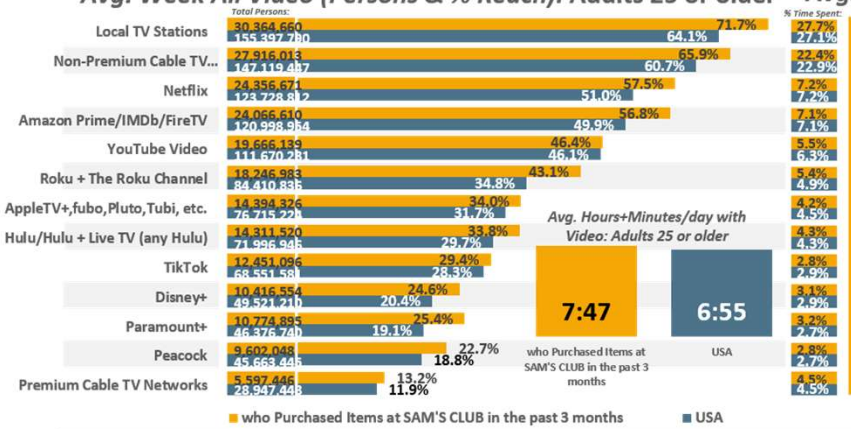
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Major stores bought past 3 months: Sam's Club

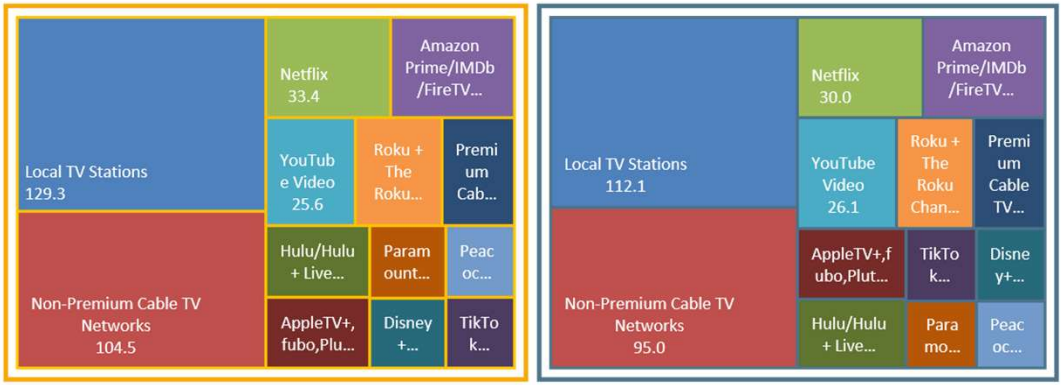


29,936,535 or 70.6% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months watch Ad-Supported Local TV Stations for an average of 124.4 minutes every day representing 32.9% of all time spent daily with Ad-Supported Video.

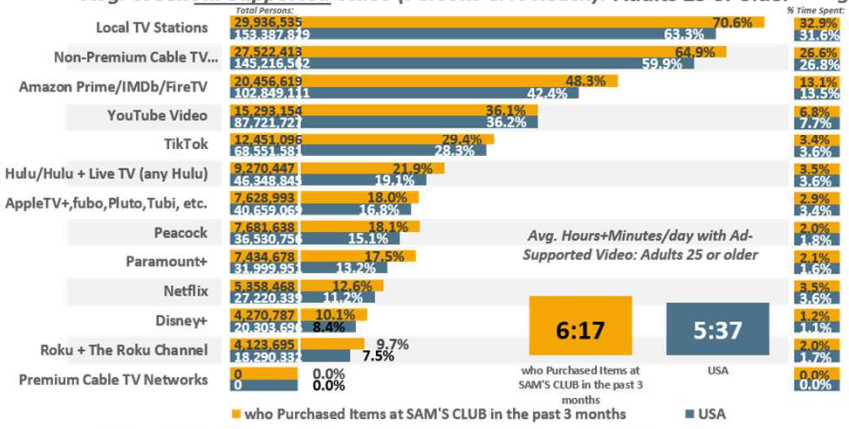
Avg. Week All Video (Persons & % Reach): Adults 25 or older



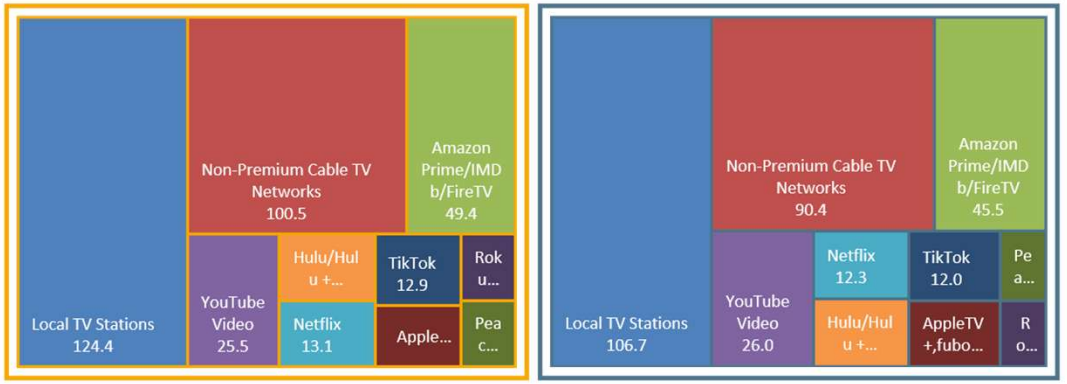
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 7,602

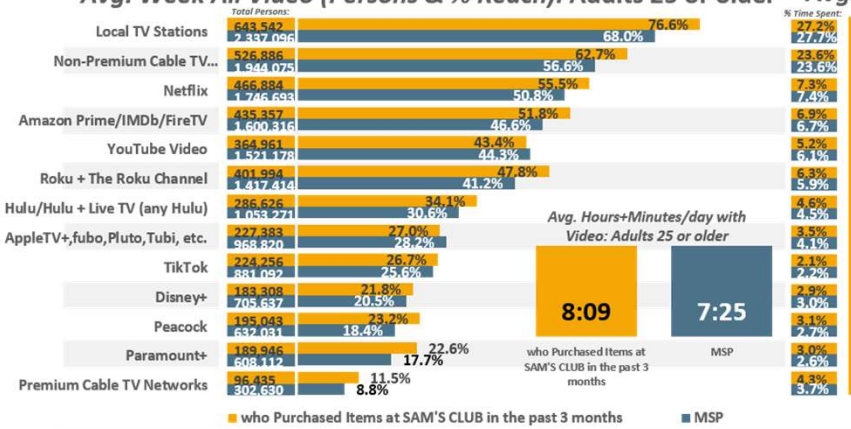
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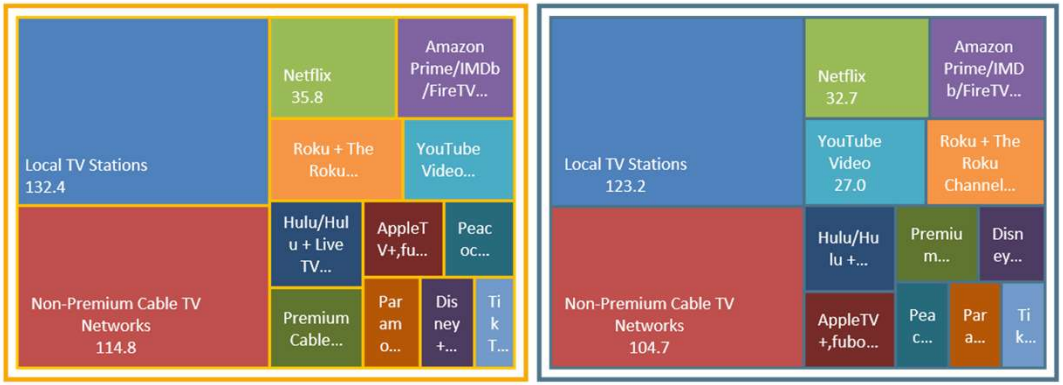
Major stores bought past 3 months: Sam's Club

634,625 or 75.5% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months watch Ad-Supported Local TV Stations for an average of 127.3 minutes every day representing 32.8% of all time spent daily with Ad-Supported Video.

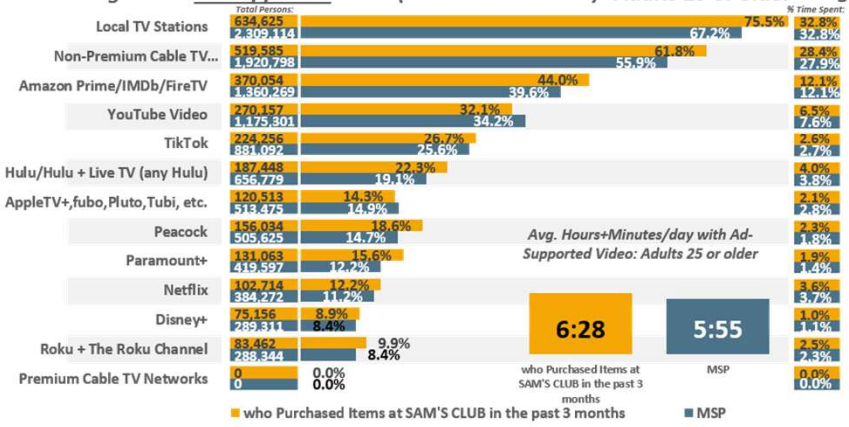
Avg. Week All Video (Persons & % Reach): Adults 25 or older



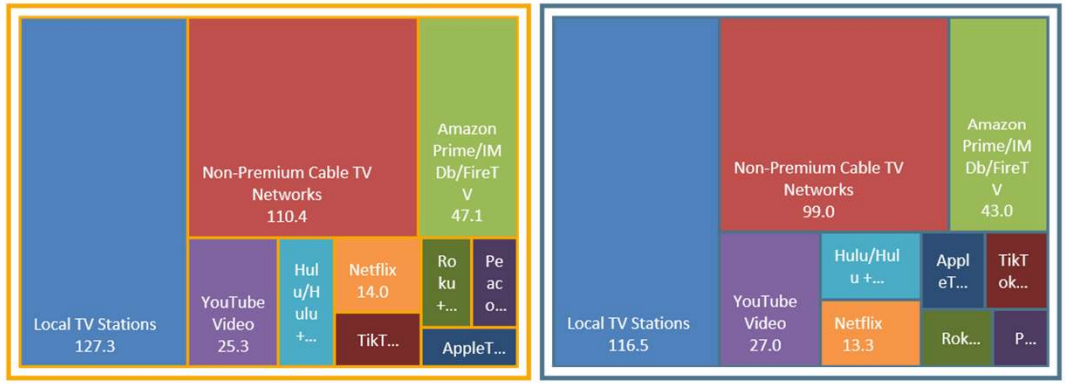
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 857

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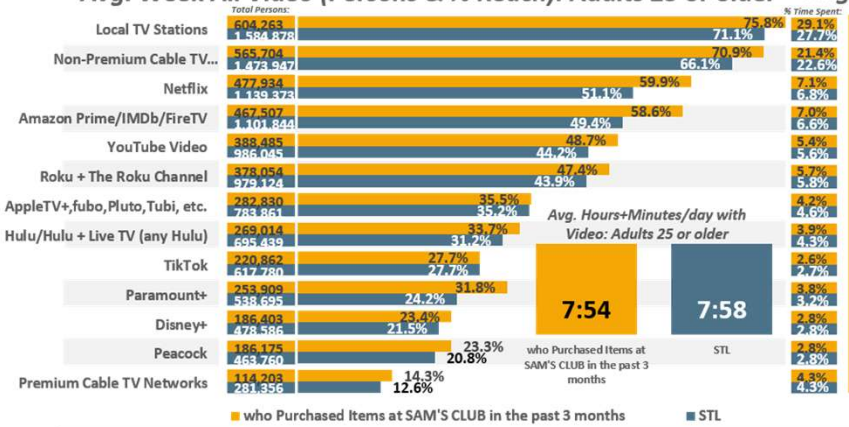
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Major stores bought past 3 months: Sam's Club

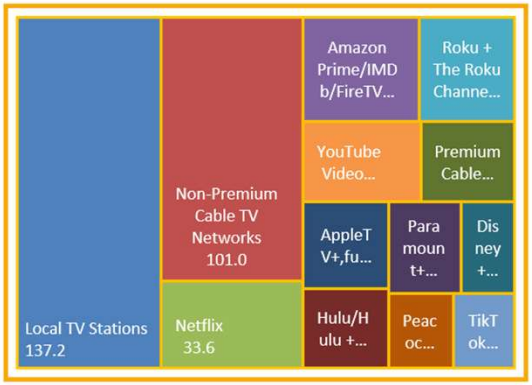


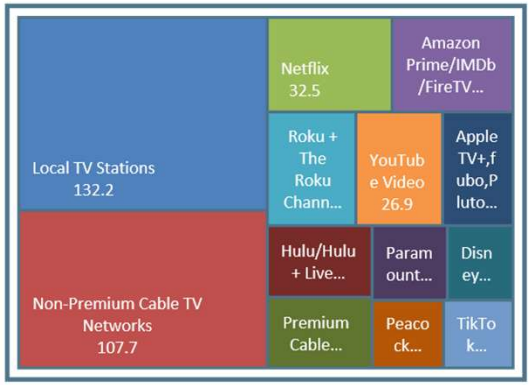
594,817 or 74.6% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months watch Ad-Supported Local TV Stations for an average of 133. minutes every day representing 34.9% of all time spent daily with Ad-Supported Video.

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

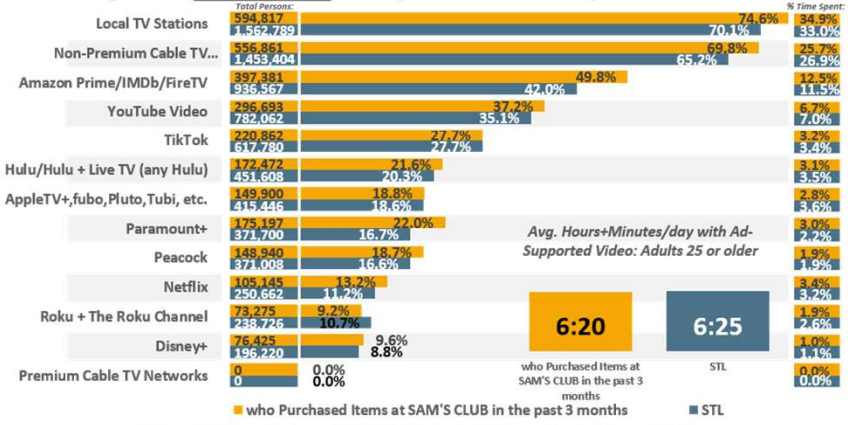


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older

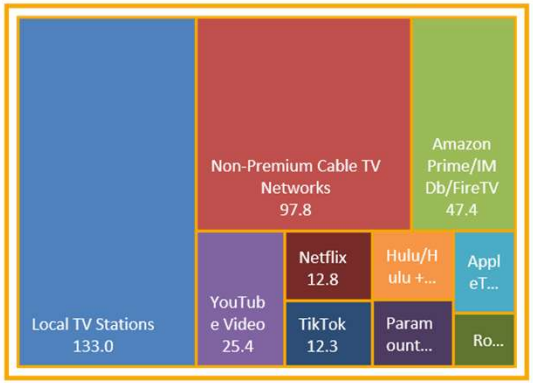


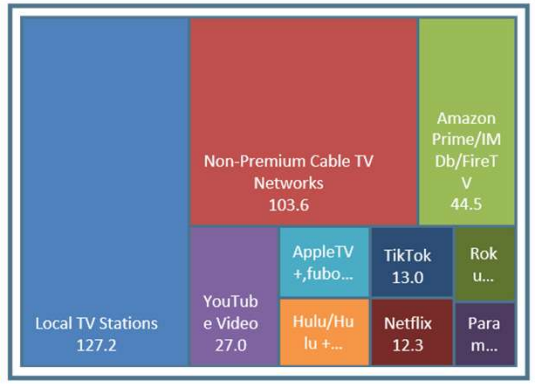


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 or older



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





STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,281

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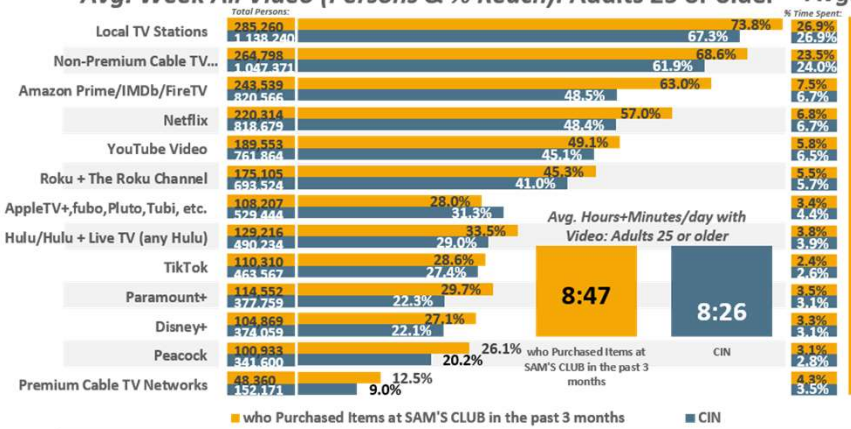
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Major stores bought past 3 months: Sam's Club

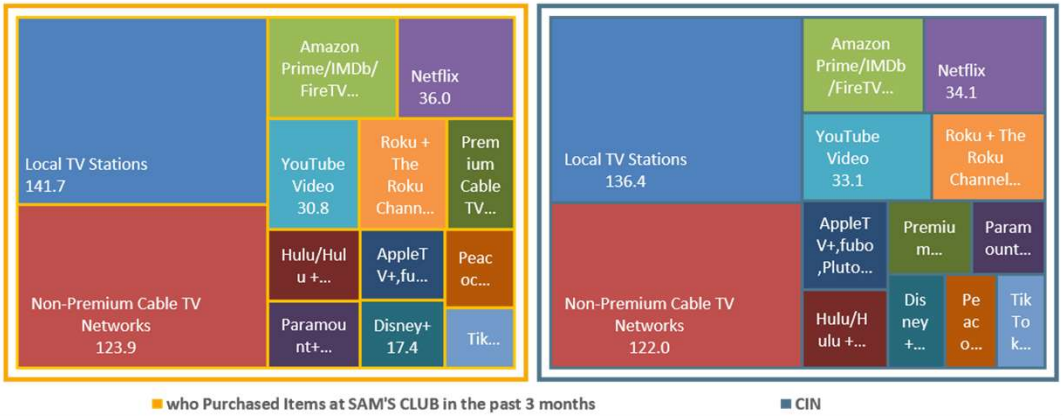


282,236 or 73.1% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months watch Ad-Supported Local TV Stations for an average of 138. minutes every day representing 32.2% of all time spent daily with Ad-Supported Video.

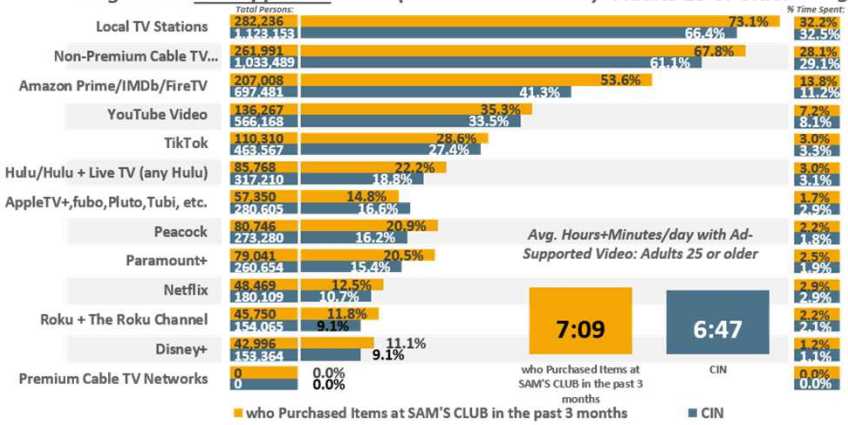
Avg. Week All Video (Persons & % Reach): Adults 25 or older



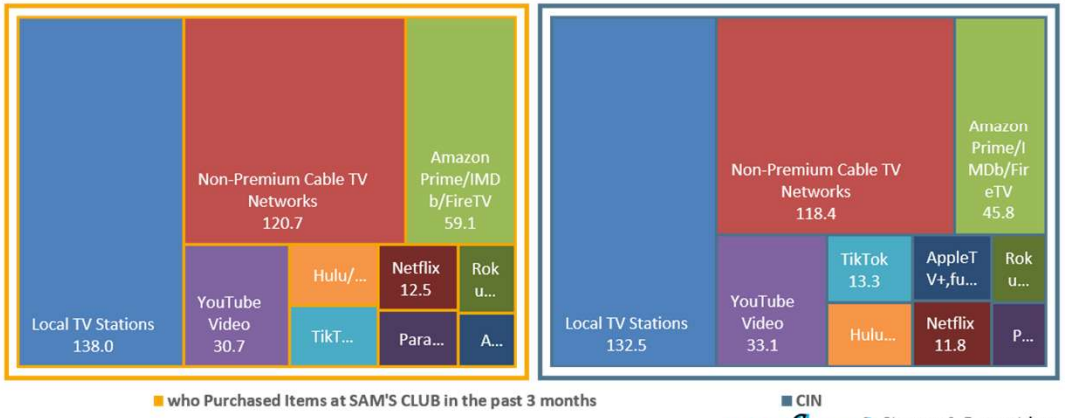
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 827

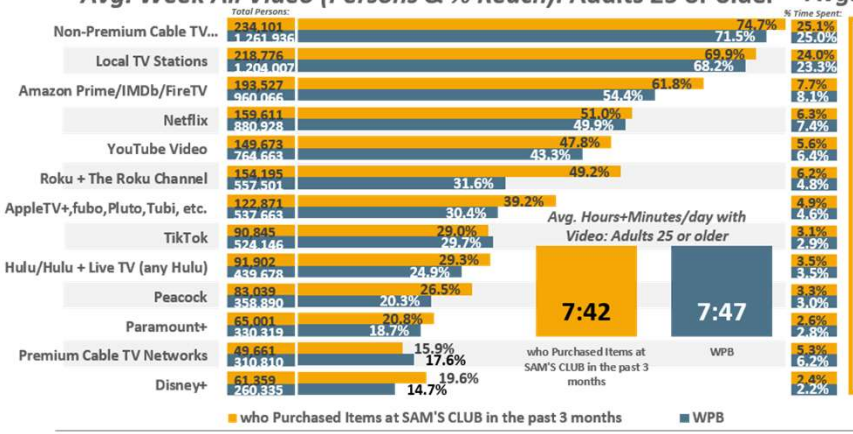
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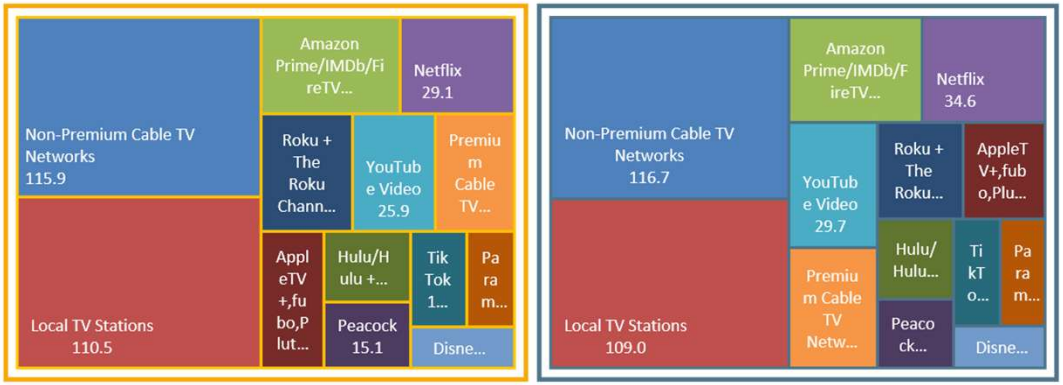
Major stores bought past 3 months: Sam's Club

215,238 or 68.7% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months watch Ad-Supported Local TV Stations for an average of 106.8 minutes every day representing 28.2% of all time spent daily with Ad-Supported Video.

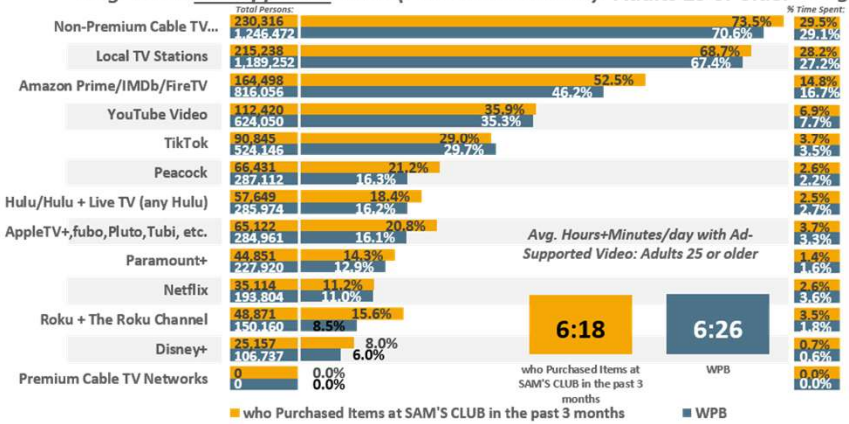
Avg. Week All Video (Persons & % Reach): Adults 25 or older



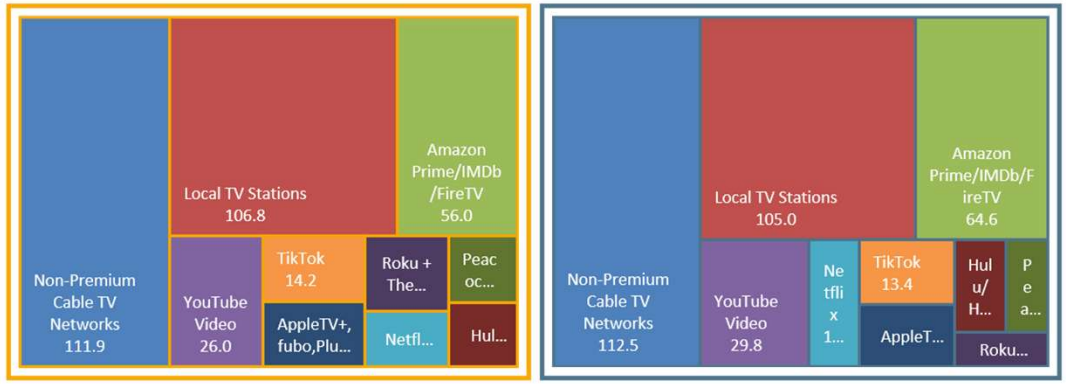
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



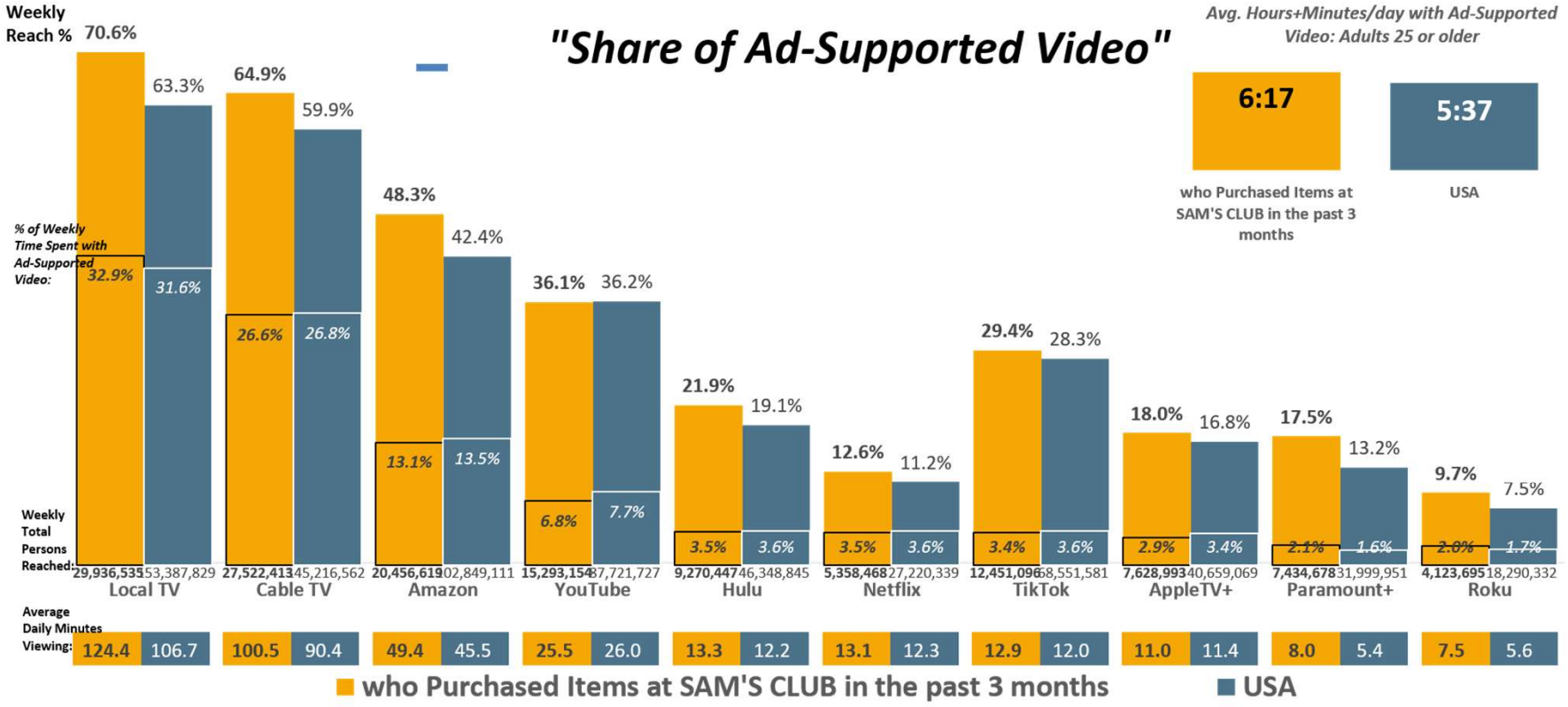
WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,042
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Major stores bought past 3 months: Sam's Club



29,936,535 or 70.6% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months watch Ad-Supported Local TV Stations for an average of 124.4 minutes every day representing 32.9% of all time spent daily with Ad-Supported Video.



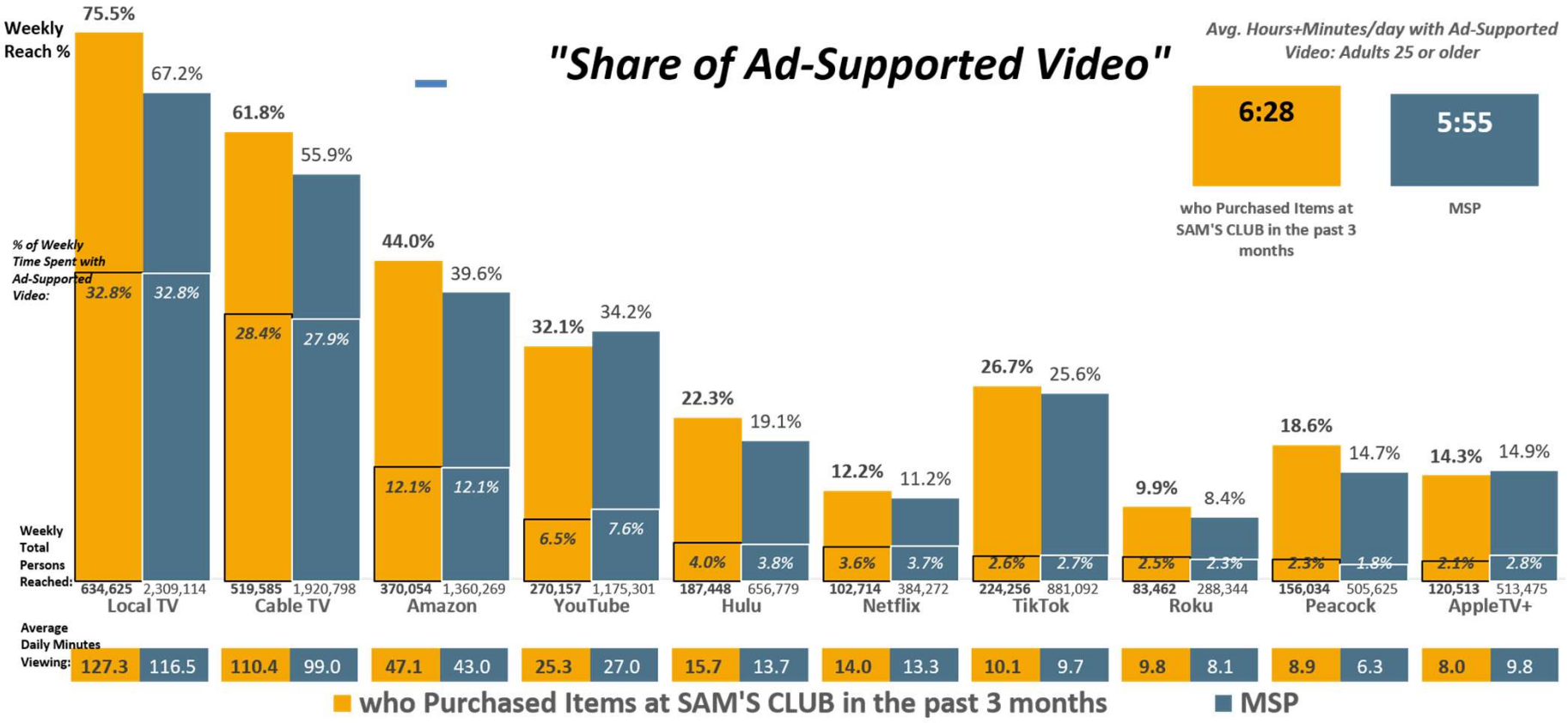
Scarborough R2 2025-26: Feb24-Jul26 USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 45,110
USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 7,602

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MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 857 MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 3,687

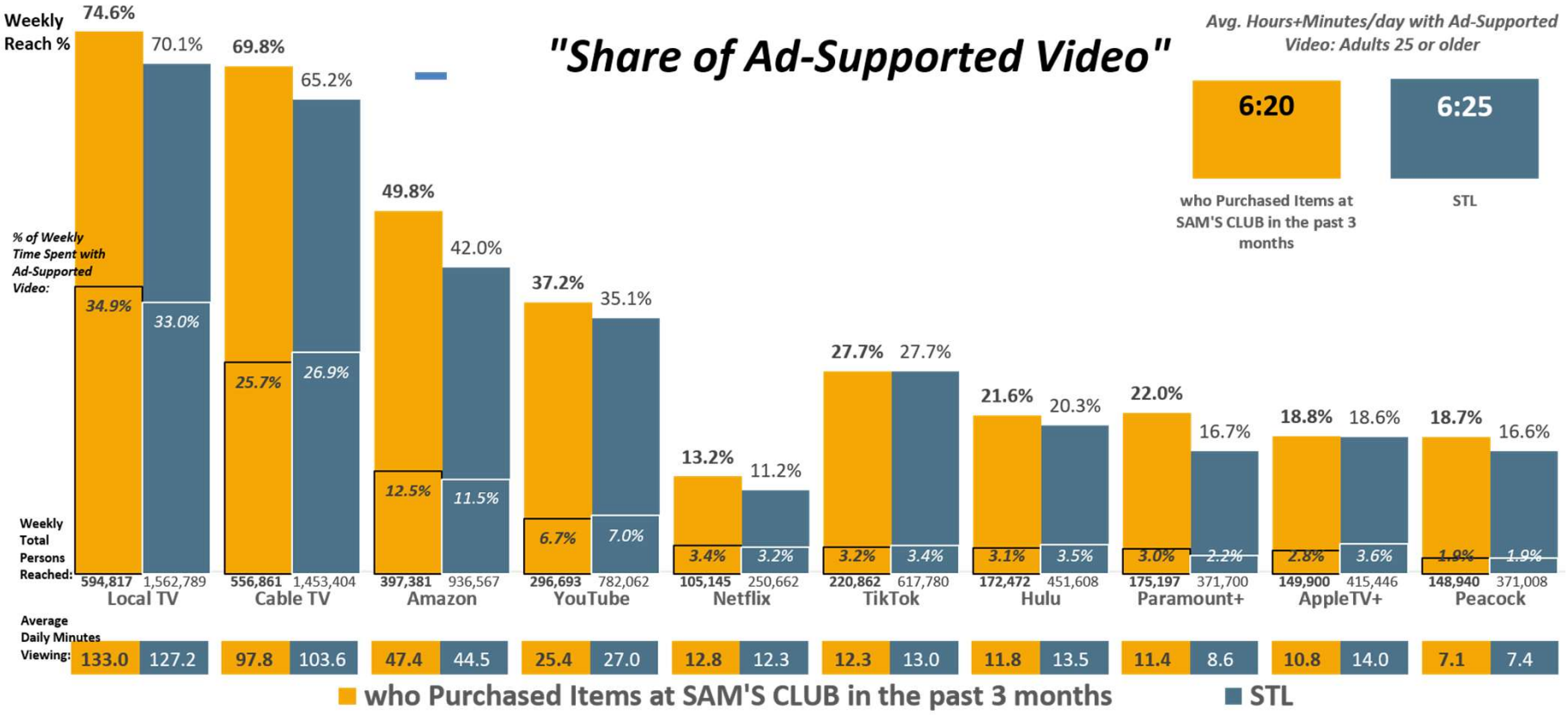
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STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,281 STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 3,701

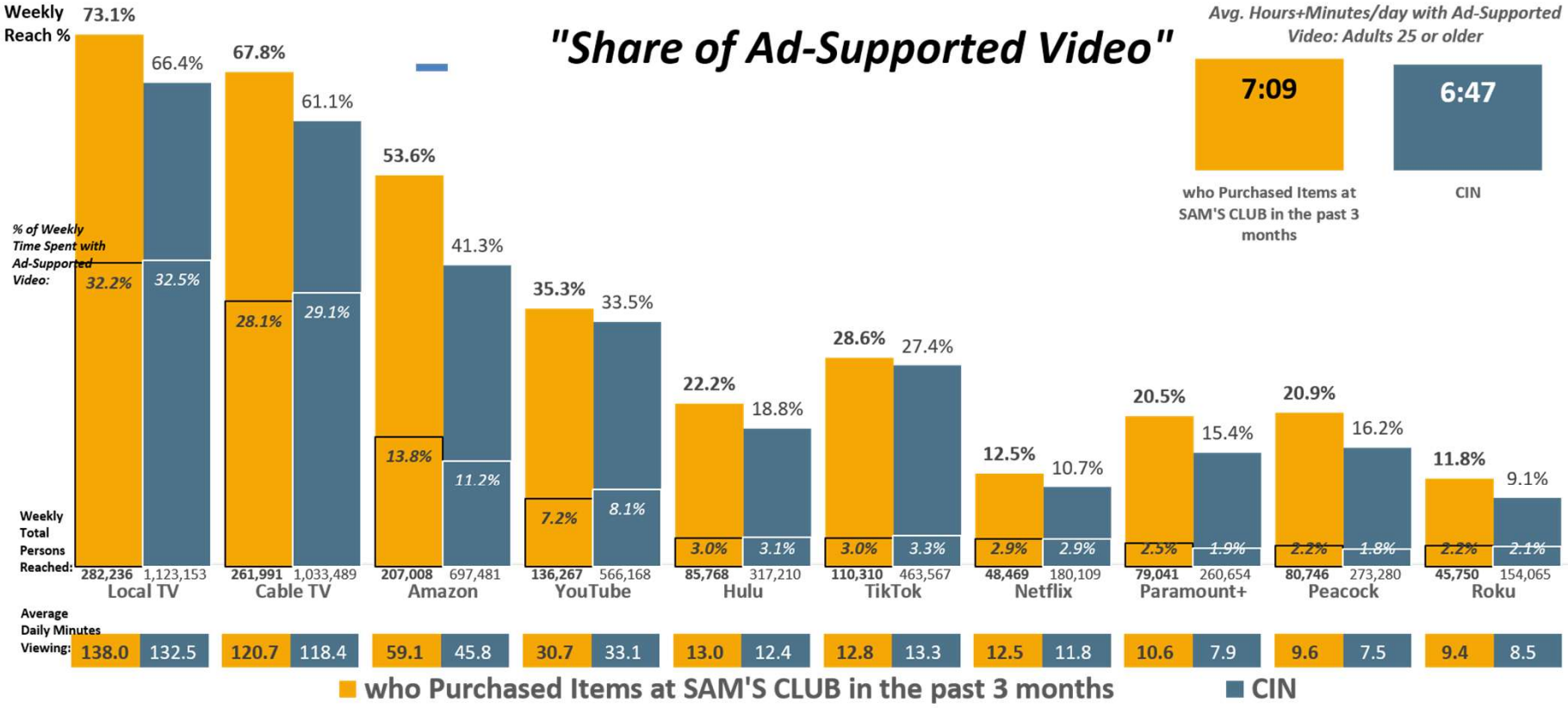
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Major stores bought past 3 months: Sam's Club



282,236 or 73.1% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months watch Ad-Supported Local TV Stations for an average of 138. minutes every day representing 32.2% of all time spent daily with Ad-Supported Video.



CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 827 CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 3,573

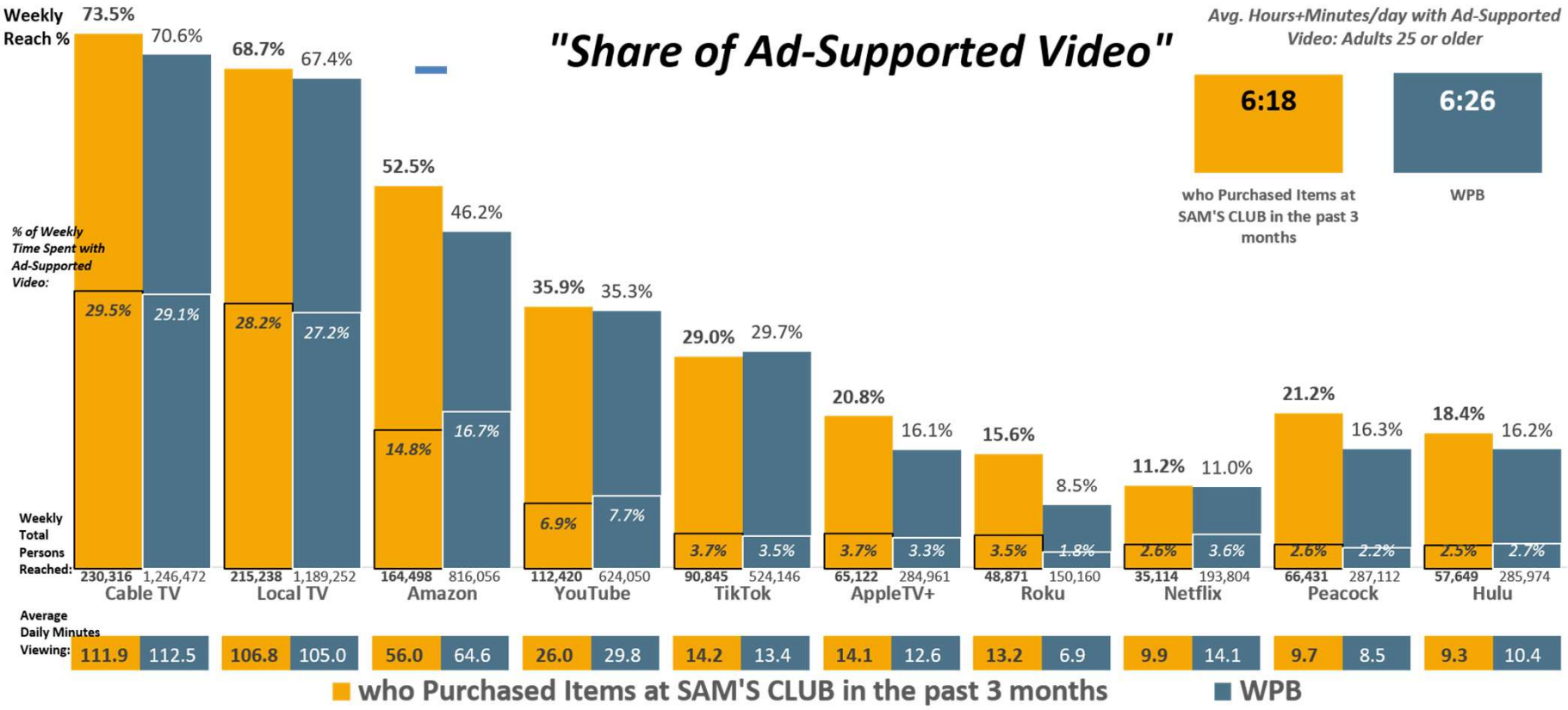
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Major stores bought past 3 months: Sam's Club

WPB

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WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,042 WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,823

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Major stores bought past 3 months: Sam's Club

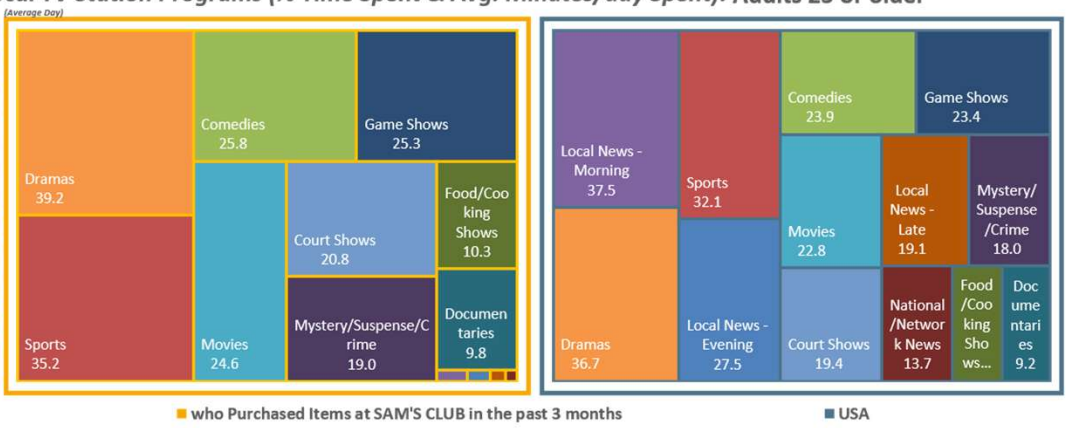


29,936,535 or 70.6% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Comedies, Movies, and Dramas.

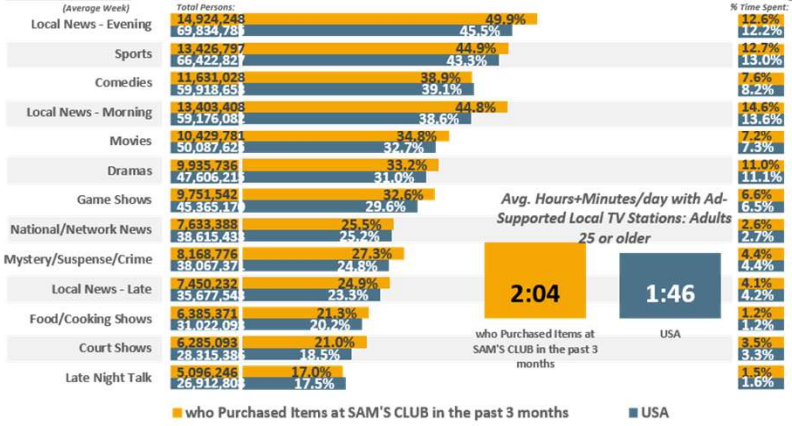
Local TV Station Programs (Persons & % Reach): Adults 25 or older



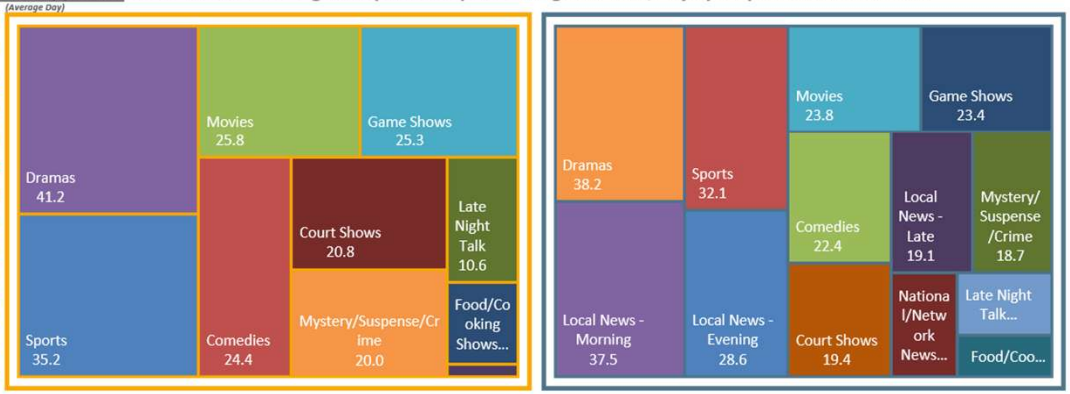
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



USA *USA Projection* *Scarborough R2 2025-26: Feb24-Jul26* *Qual Intab* *7,602*

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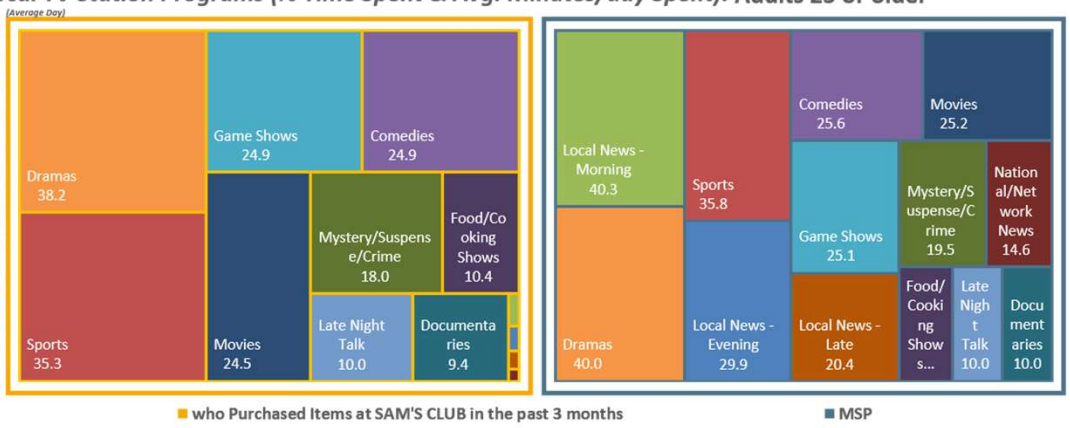
Major stores bought past 3 months: Sam's Club

634,625 or 75.5% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Comedies, Game Shows, and Movies.

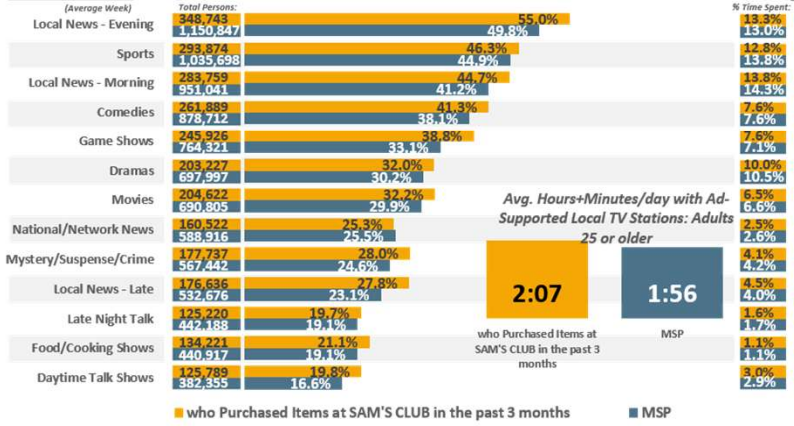
Local TV Station Programs (Persons & % Reach): Adults 25 or older



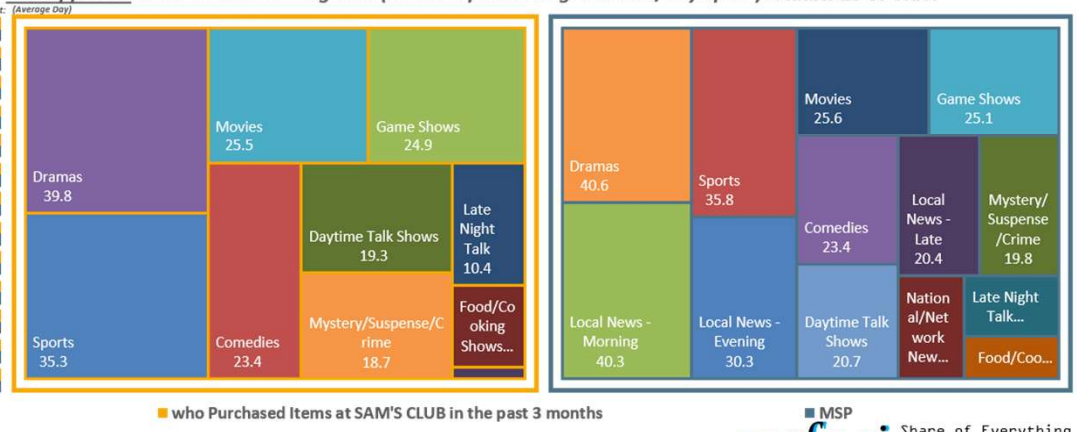
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 857

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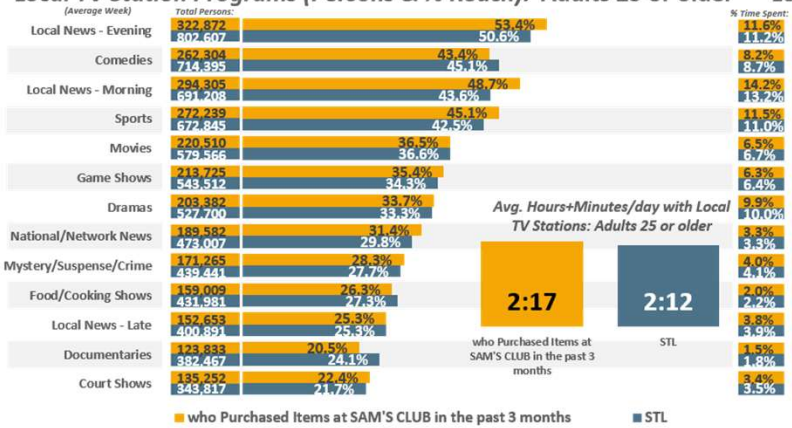
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Major stores bought past 3 months: Sam's Club

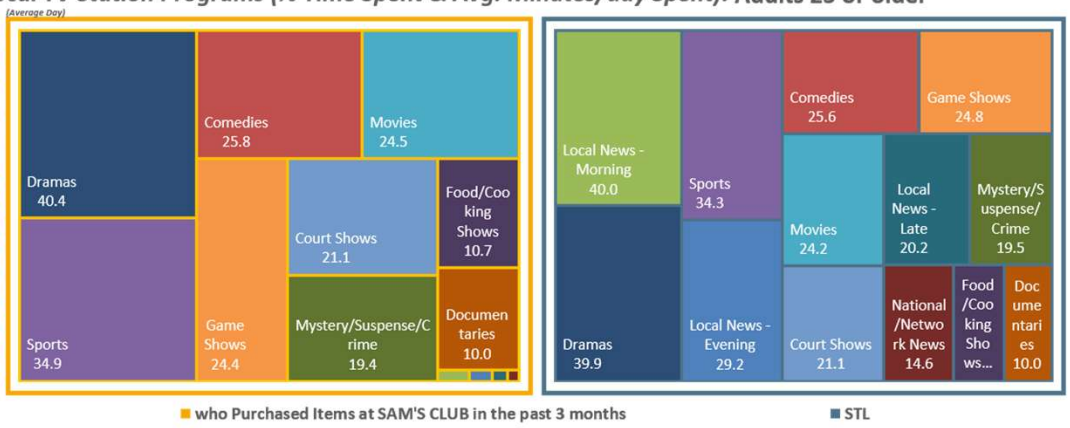


594,817 or 74.6% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Sports, Comedies, Movies, and Game Shows.

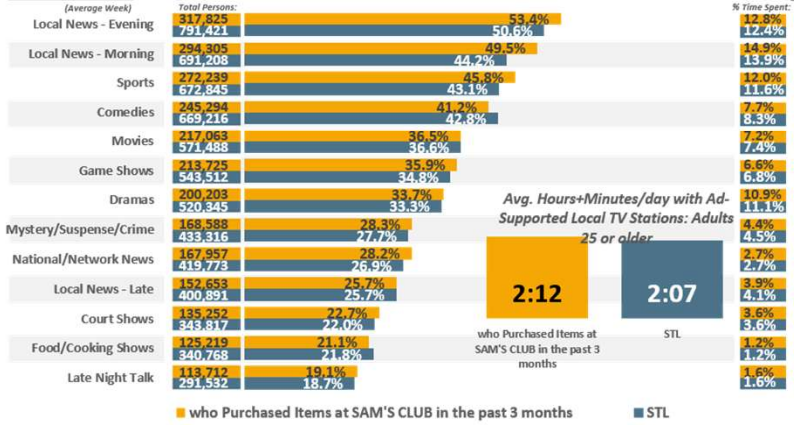
Local TV Station Programs (Persons & % Reach): Adults 25 or older



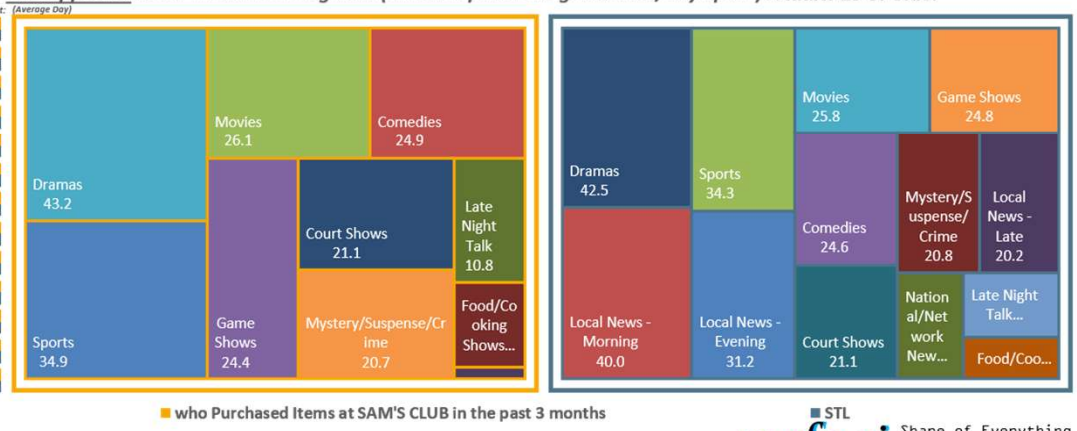
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,281

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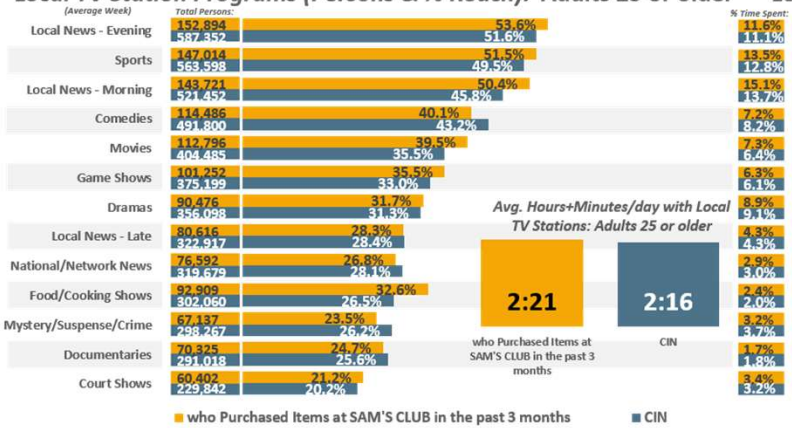
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Major stores bought past 3 months: Sam's Club

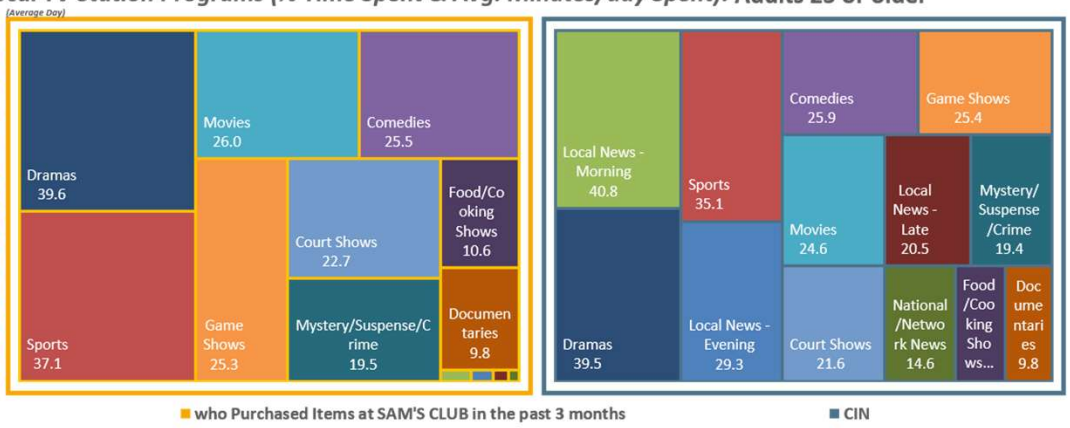


282,236 or 73.1% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Movies, Comedies, and Game Shows.

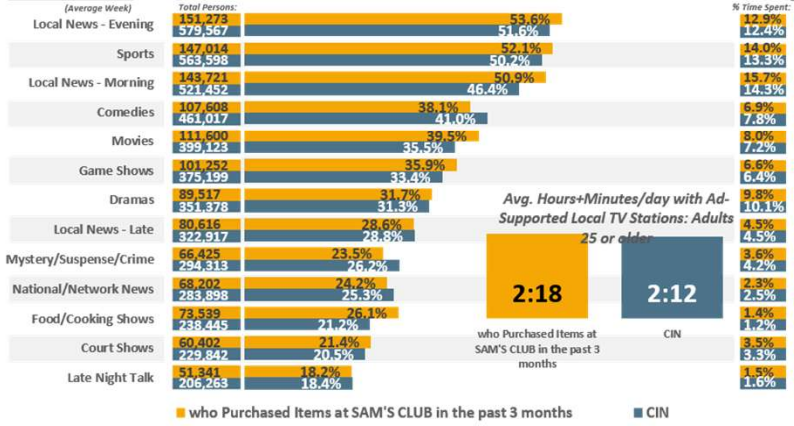
Local TV Station Programs (Persons & % Reach): Adults 25 or older



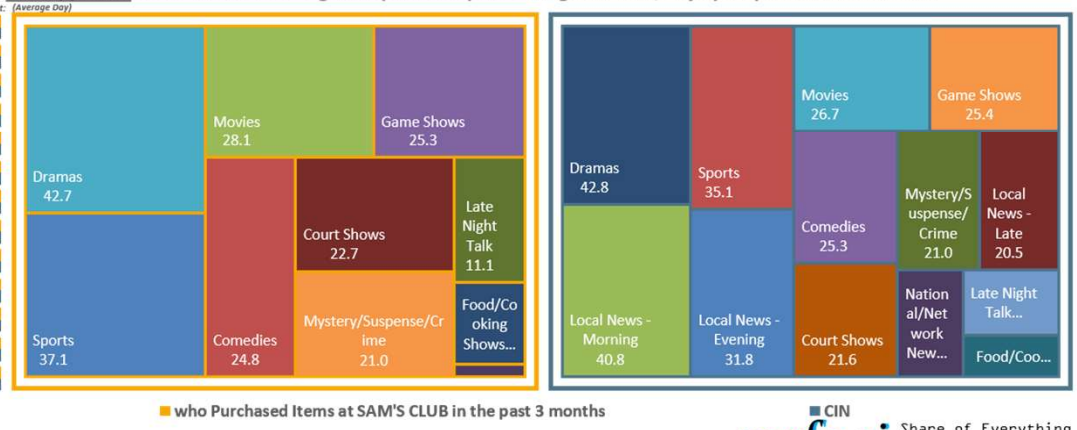
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 827

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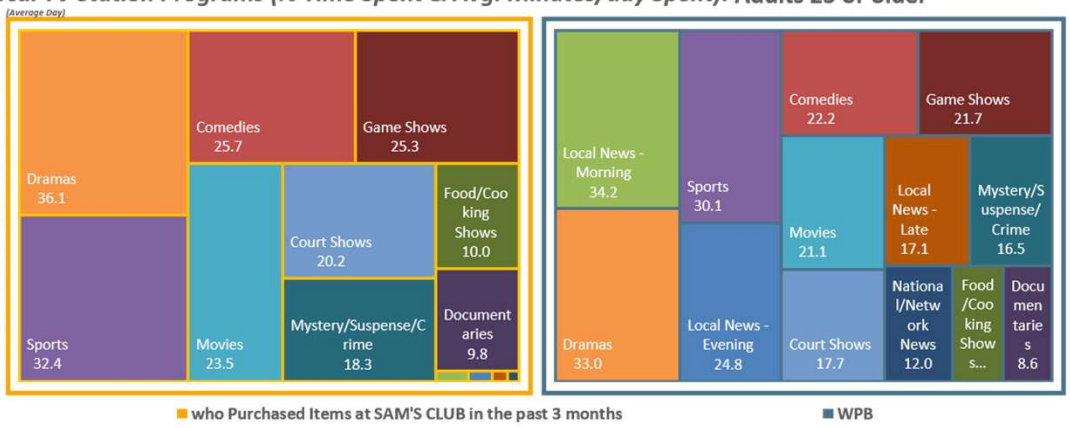
Major stores bought past 3 months: Sam's Club

215,238 or 68.7% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Comedies, Local News - Morning, Game Shows, Movies, and Sports.

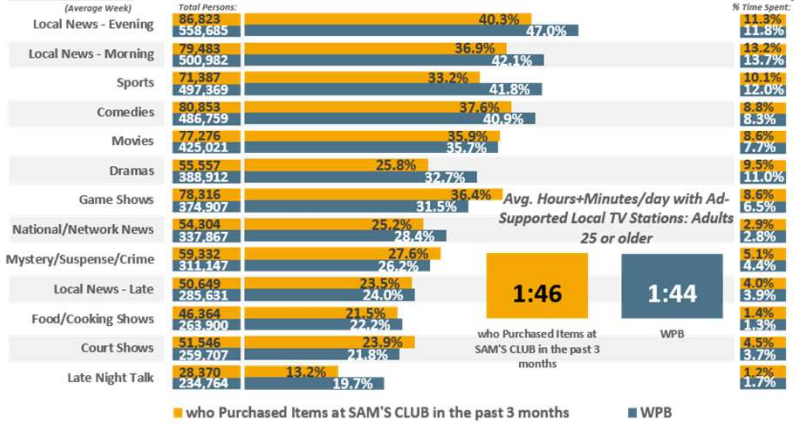
Local TV Station Programs (Persons & % Reach): Adults 25 or older



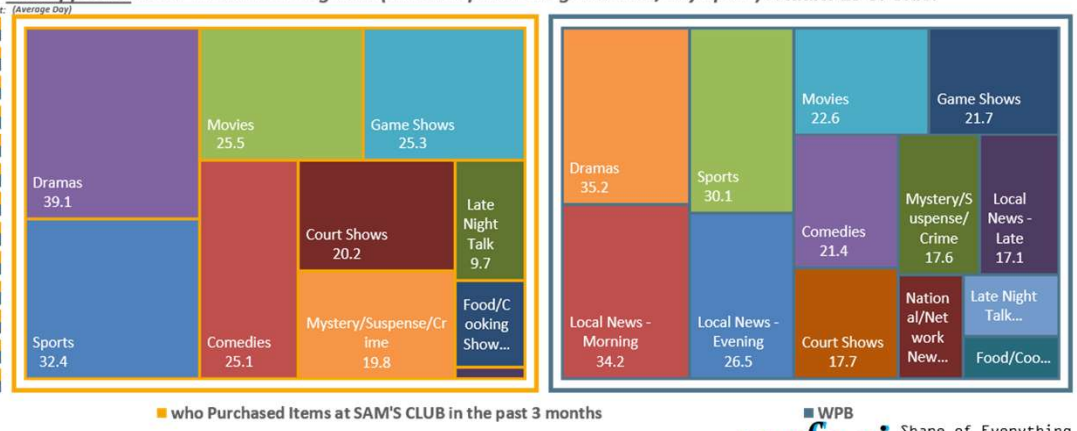
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,042

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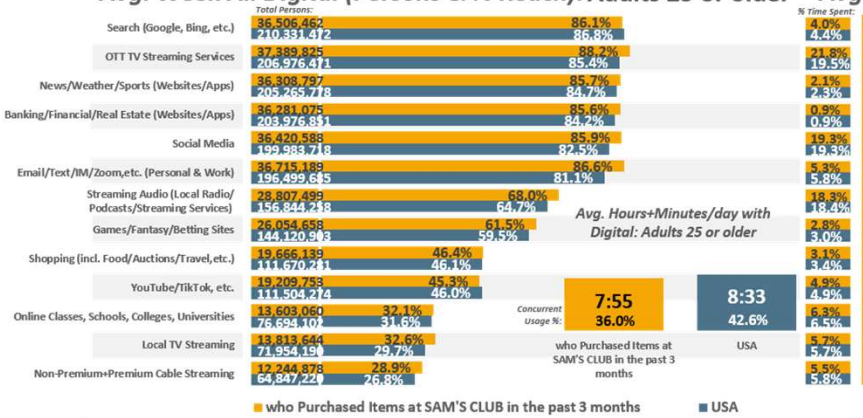
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Major stores bought past 3 months: Sam's Club

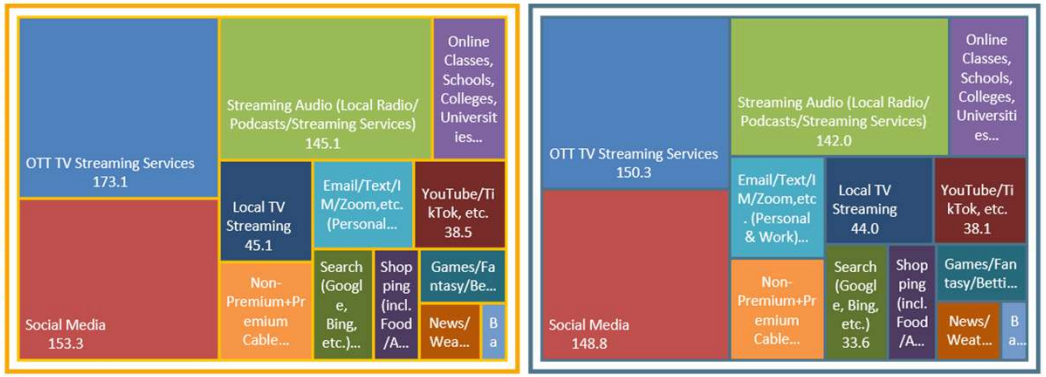


32,553,825 or 76.8% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months use Ad-Supported Social Media for an average of 137. minutes every day representing 23.6% of all time spent daily with Ad-Supported Digital Media.

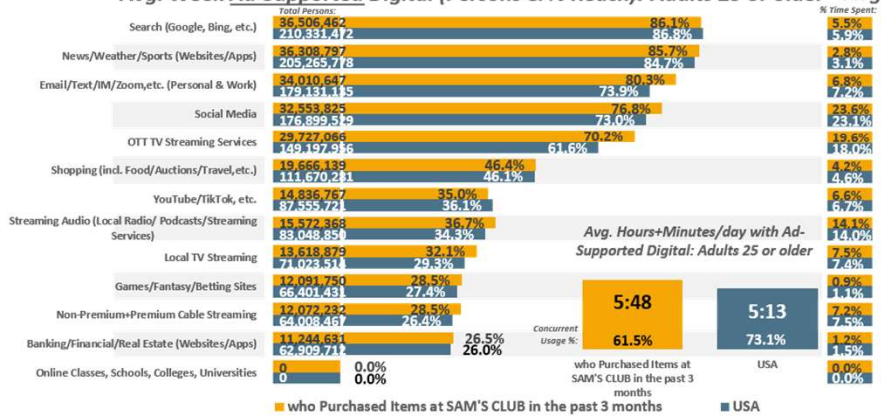
Avg. Week All Digital (Persons & % Reach): Adults 25 or older



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



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



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



USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 7,602

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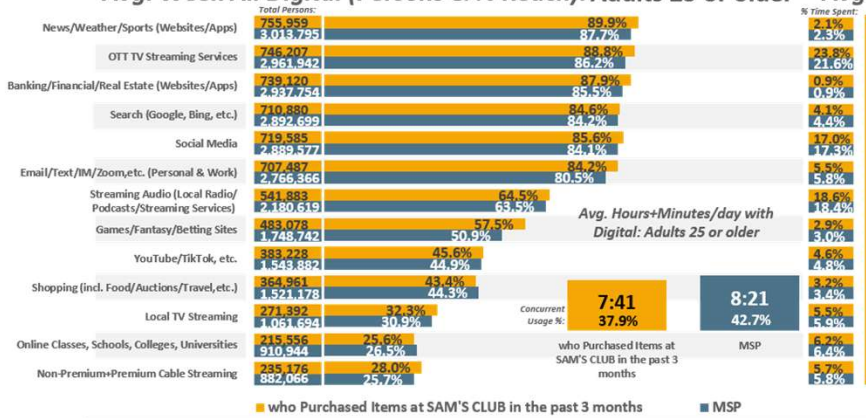
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Major stores bought past 3 months: Sam's Club

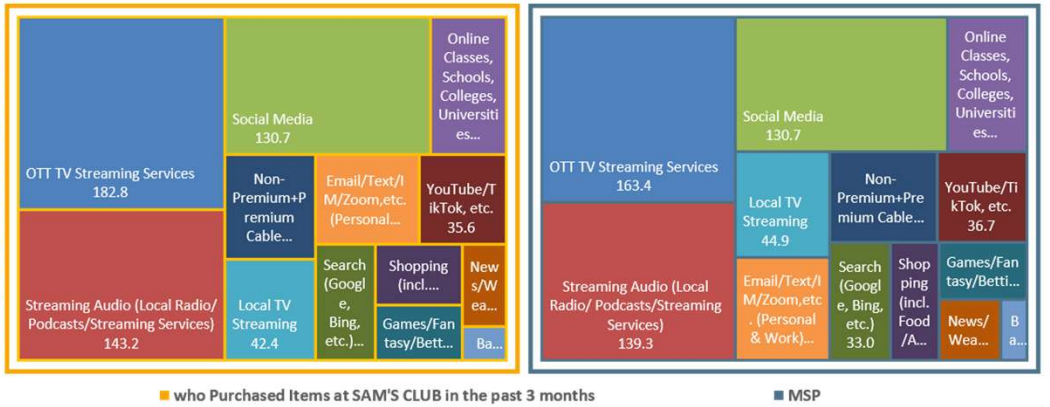


645,390 or 76.8% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months use Ad-Supported Social Media for an average of 117.2 minutes every day representing 21.% of all time spent daily with Ad-Supported Digital Media.

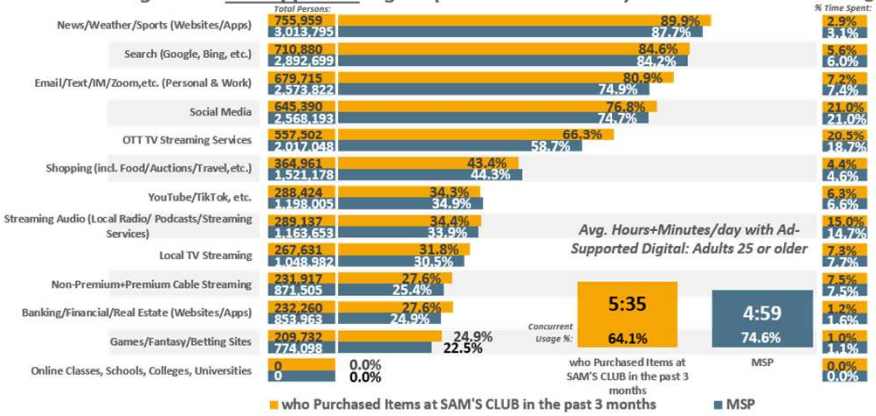
Avg. Week All Digital (Persons & % Reach): Adults 25 or older



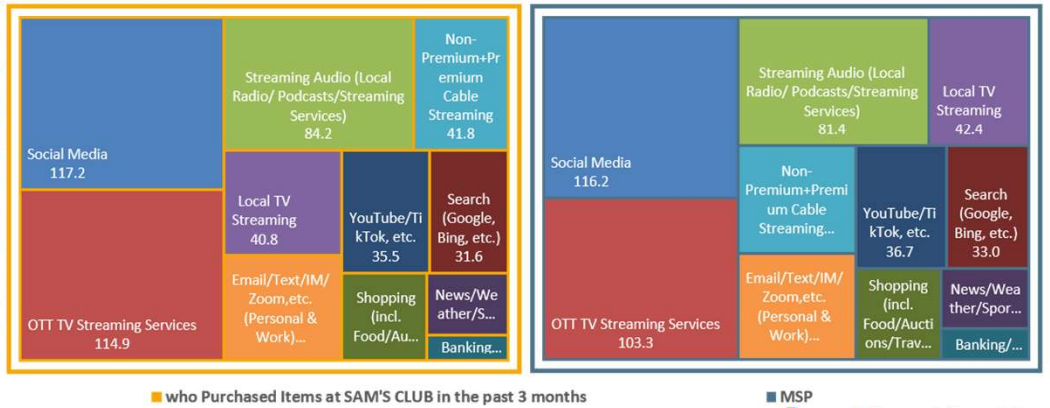
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 857

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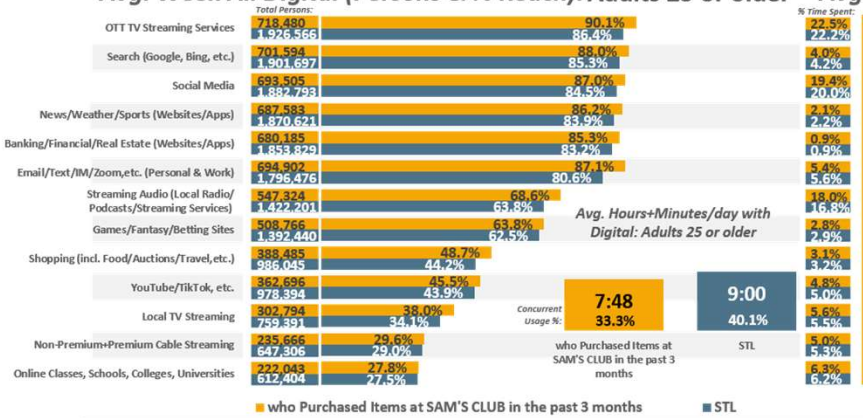
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Major stores bought past 3 months: Sam's Club

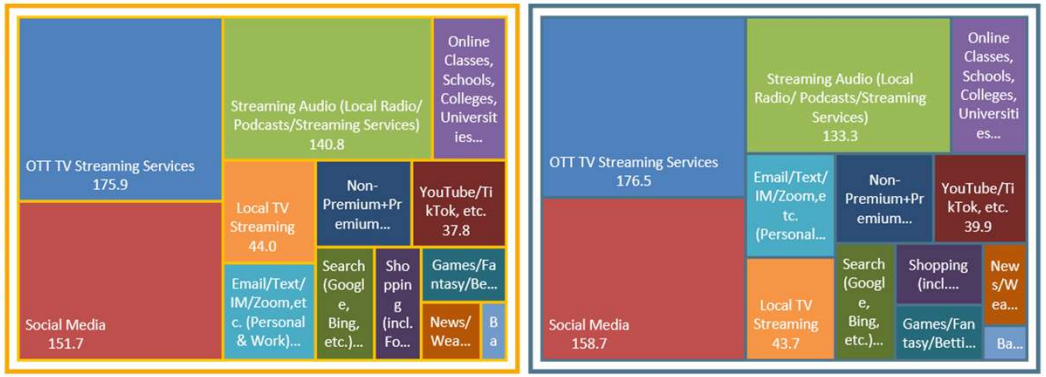


625,806 or 78.5% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months use Ad-Supported Social Media for an average of 136.9 minutes every day representing 24.% of all time spent daily with Ad-Supported Digital Media.

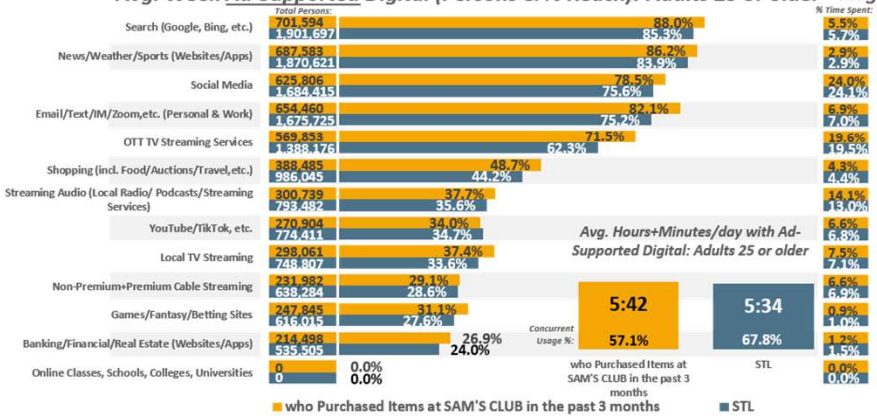
Avg. Week All Digital (Persons & % Reach): Adults 25 or older



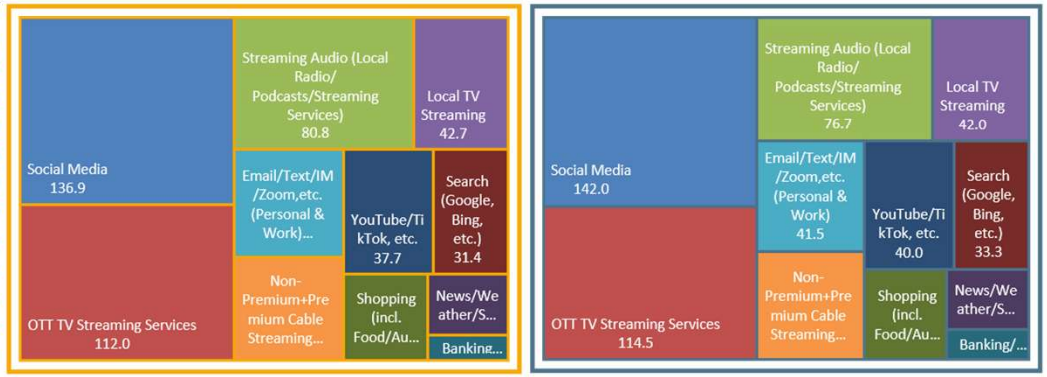
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,281

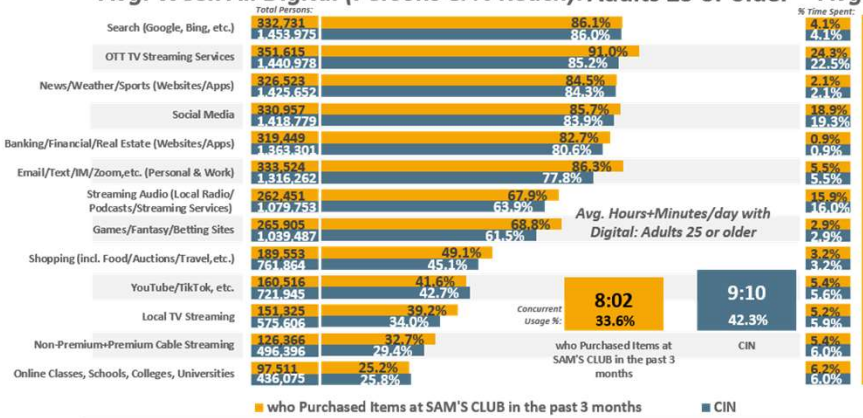
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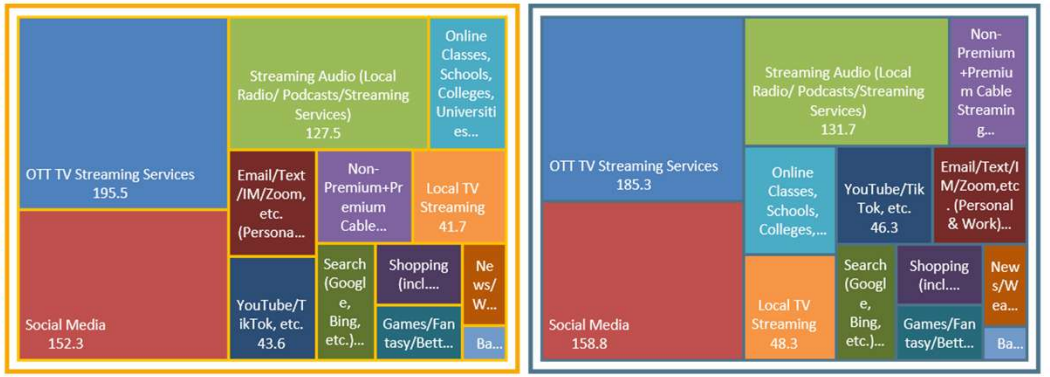
Major stores bought past 3 months: Sam's Club

296,428 or 76.7% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months use Ad-Supported Social Media for an average of 136.4 minutes every day representing 23.2% of all time spent daily with Ad-Supported Digital Media.

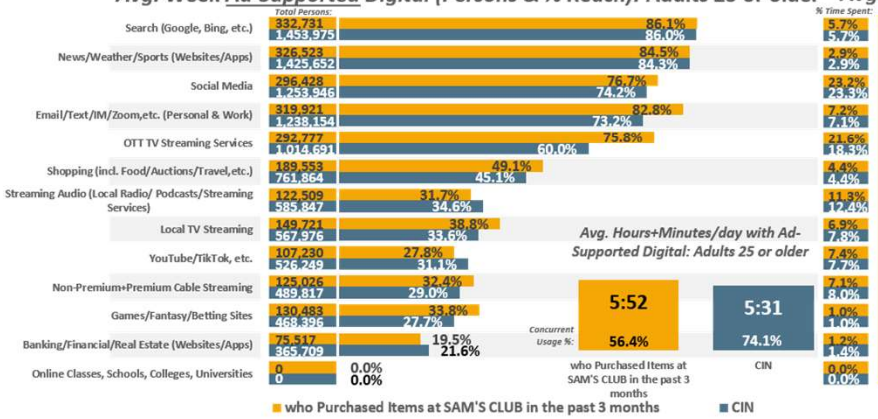
Avg. Week All Digital (Persons & % Reach): Adults 25 or older



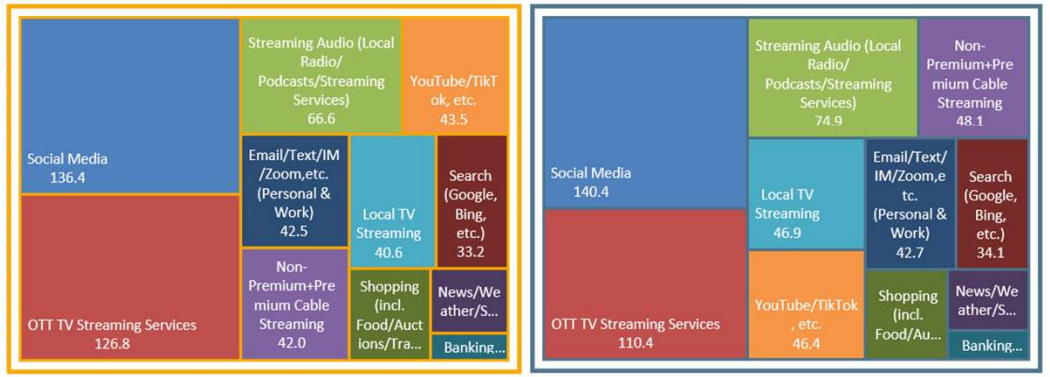
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 827

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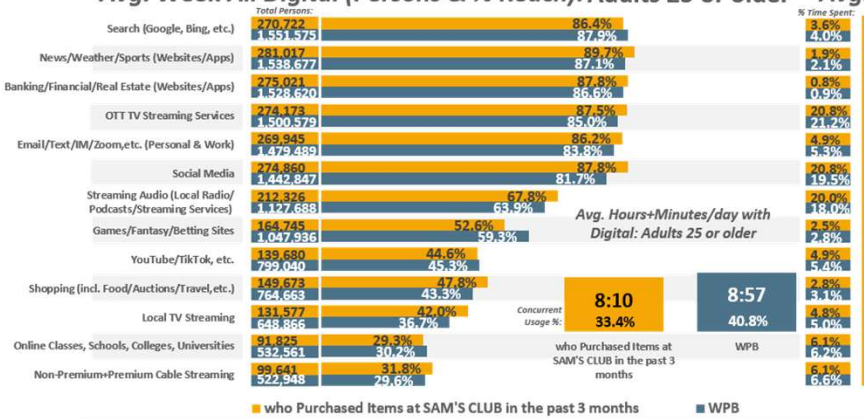
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Major stores bought past 3 months: Sam's Club

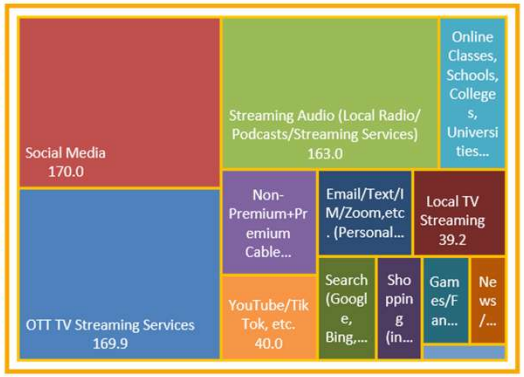


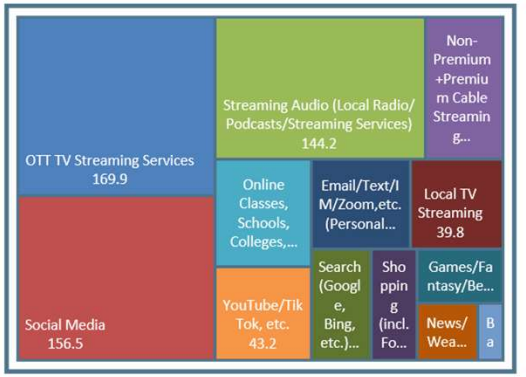
249,080 or 79.5% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months use Ad-Supported Social Media for an average of 154.1 minutes every day representing 25.% of all time spent daily with Ad-Supported Digital Media.

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

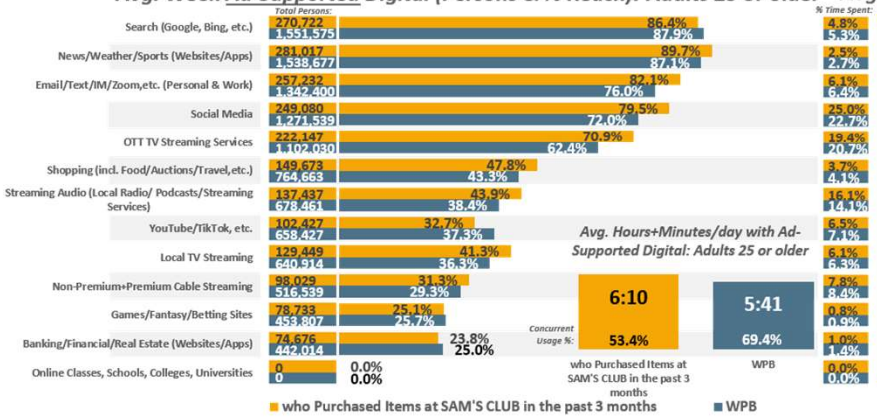


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older

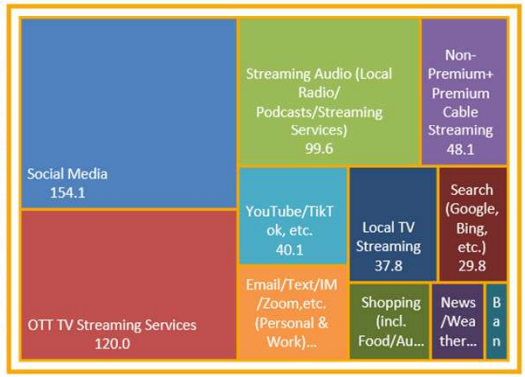


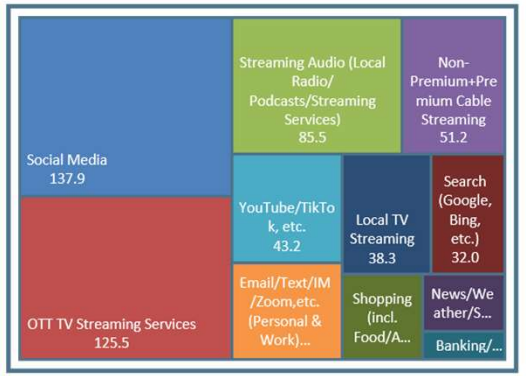


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 or older



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





WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,042

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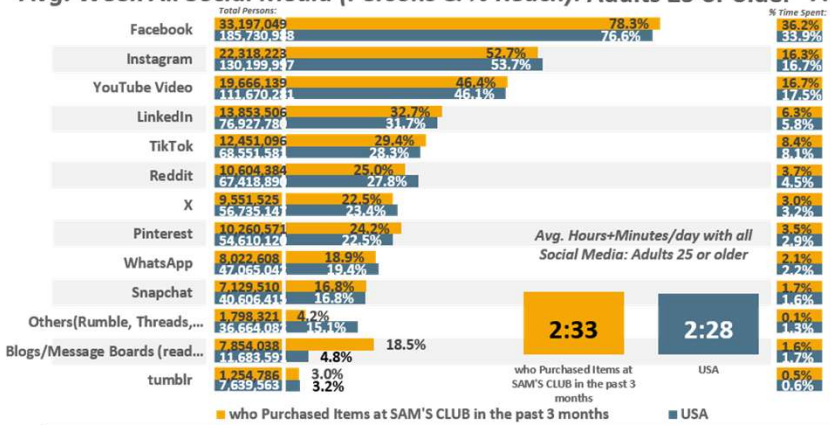
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Major stores bought past 3 months: Sam's Club

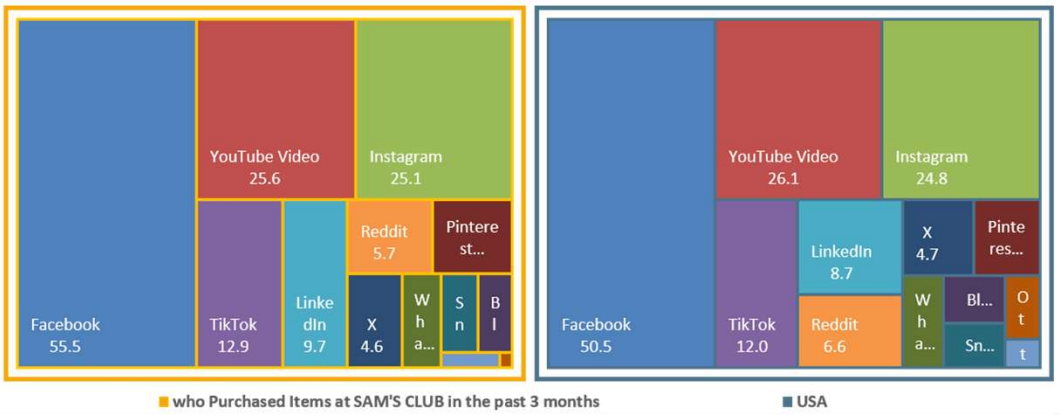


32,553,825 or 76.8% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months use Ad-Supported Facebook for an average of 49.6 minutes every day representing 36.2% of all time spent daily with Ad-Supported Social Media.

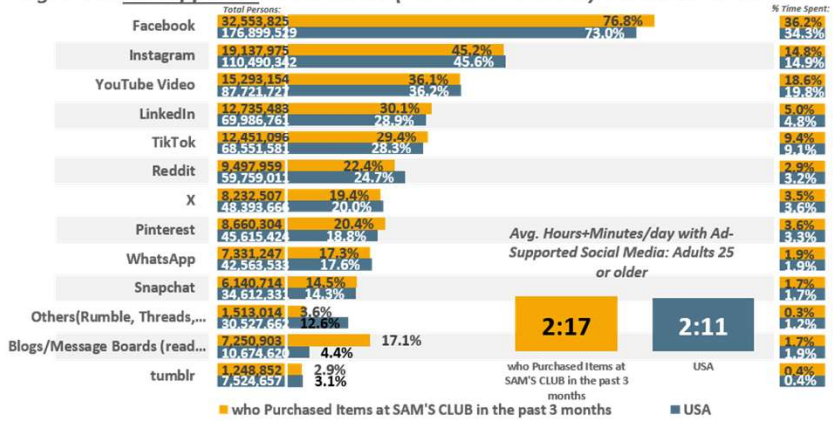
Avg. Week All Social Media (Persons & % Reach): Adults 25 or older



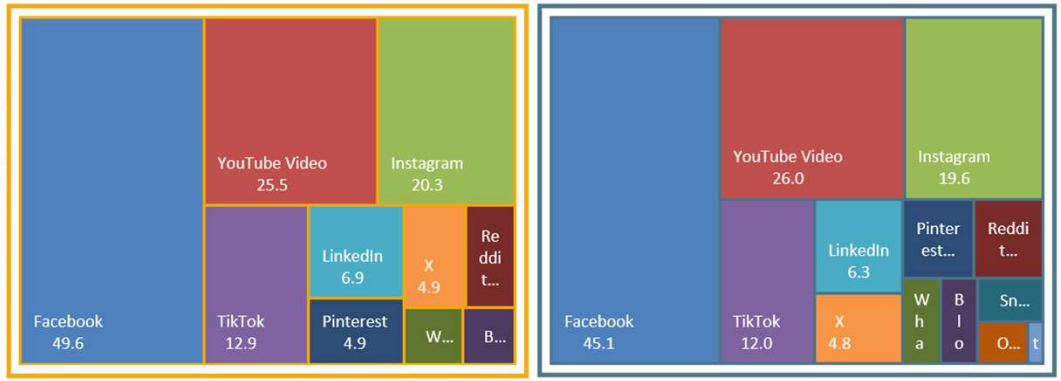
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 7,602

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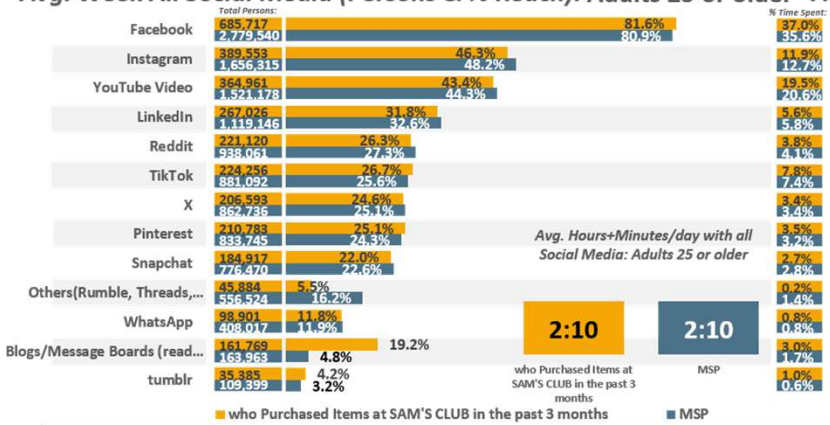
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Major stores bought past 3 months: Sam's Club

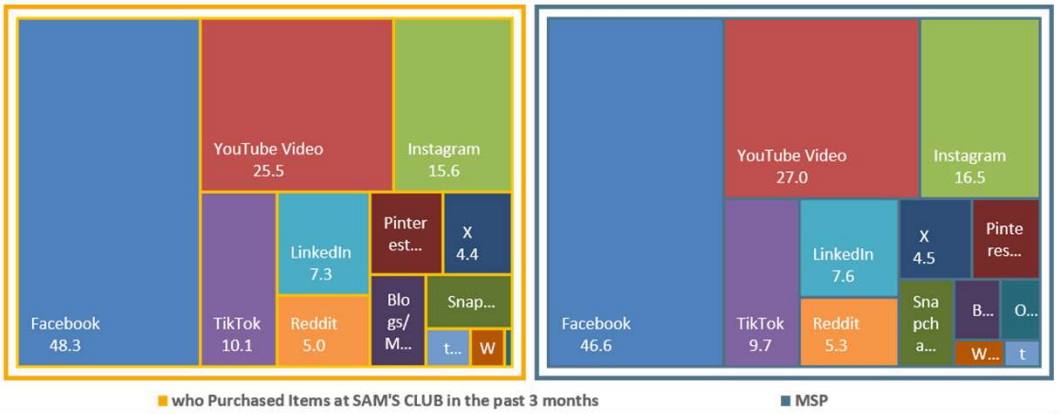


645,390 or 76.8% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months use Ad-Supported Facebook for an average of 40.9 minutes every day representing 34.9% of all time spent daily with Ad-Supported Social Media.

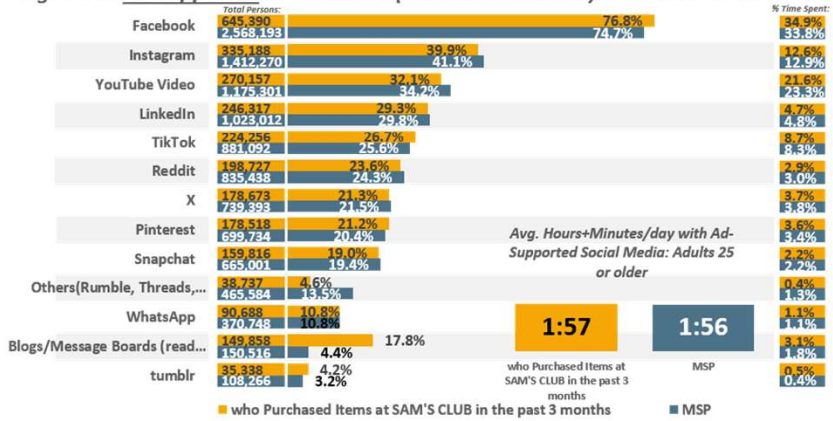
Avg. Week All Social Media (Persons & % Reach): Adults 25 or older



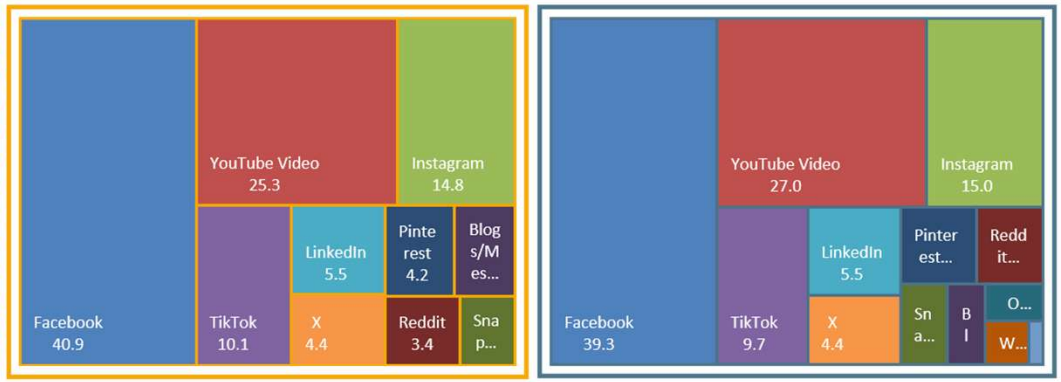
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 857

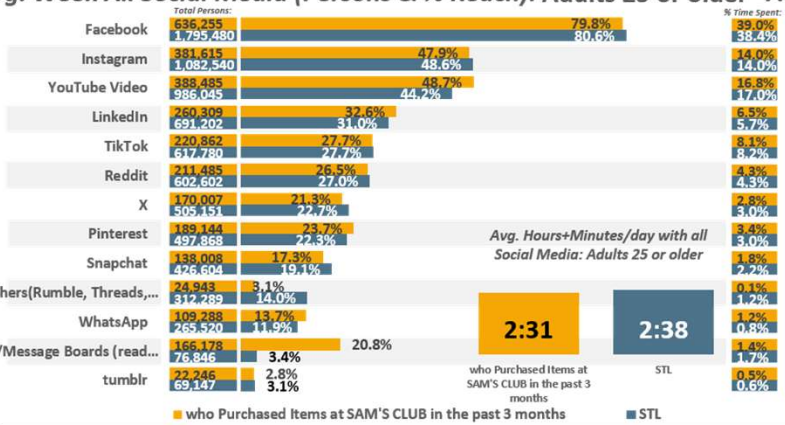
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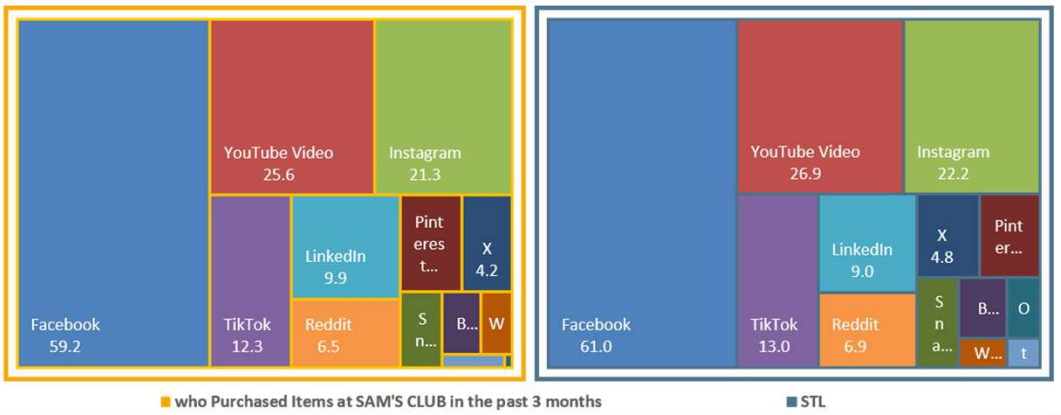
Major stores bought past 3 months: Sam's Club

625,806 or 78.5% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months use Ad-Supported Facebook for an average of 51.8 minutes every day representing 37.8% of all time spent daily with Ad-Supported Social Media.

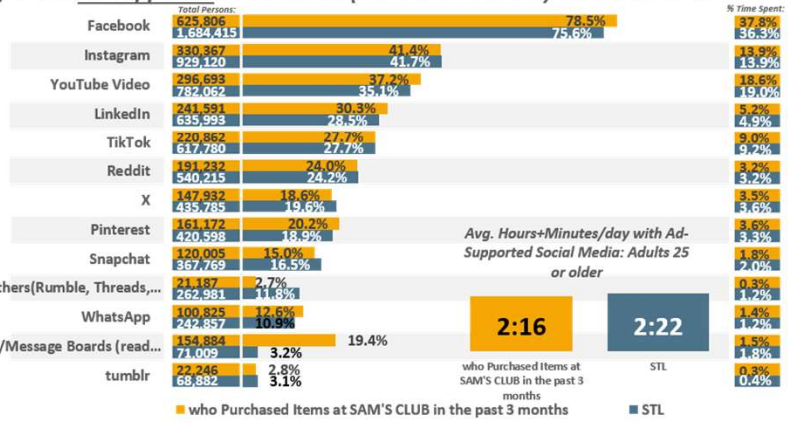
Avg. Week All Social Media (Persons & % Reach): Adults 25 or older



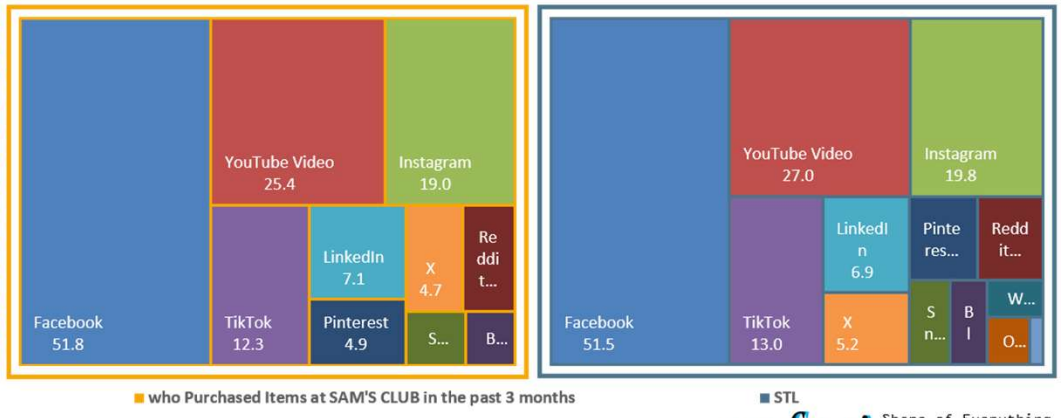
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,281

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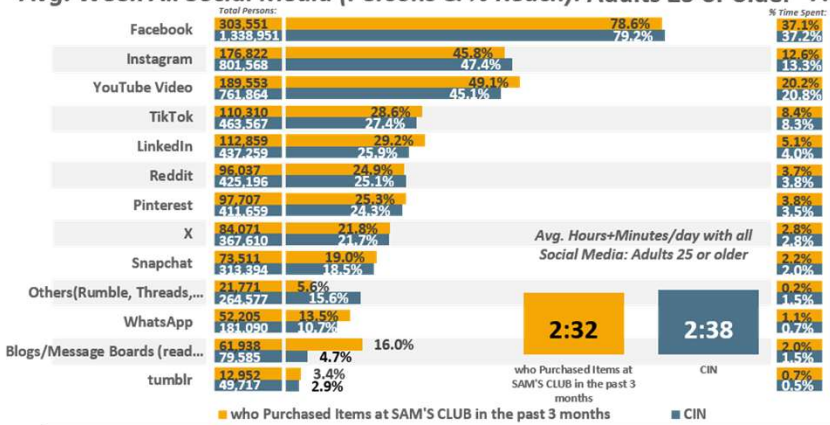
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Major stores bought past 3 months: Sam's Club

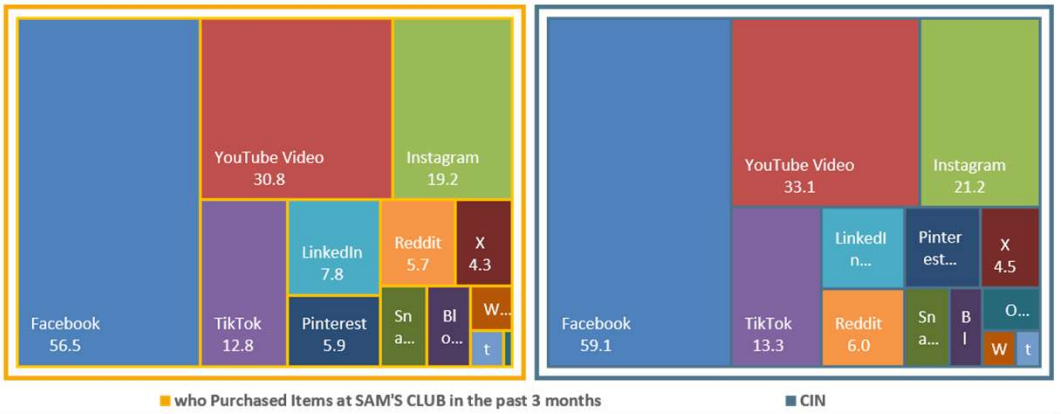


296,428 or 76.7% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months use Ad-Supported Facebook for an average of 48. minutes every day representing 35.2% of all time spent daily with Ad-Supported Social Media.

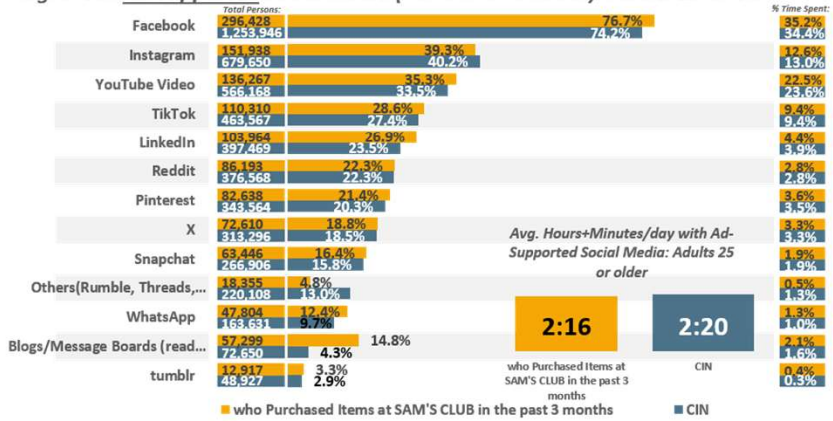
Avg. Week All Social Media (Persons & % Reach): Adults 25 or older



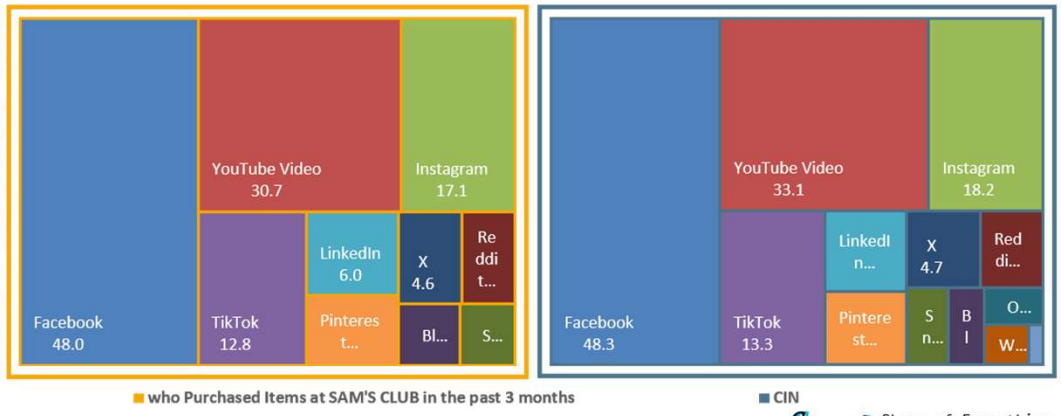
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 827

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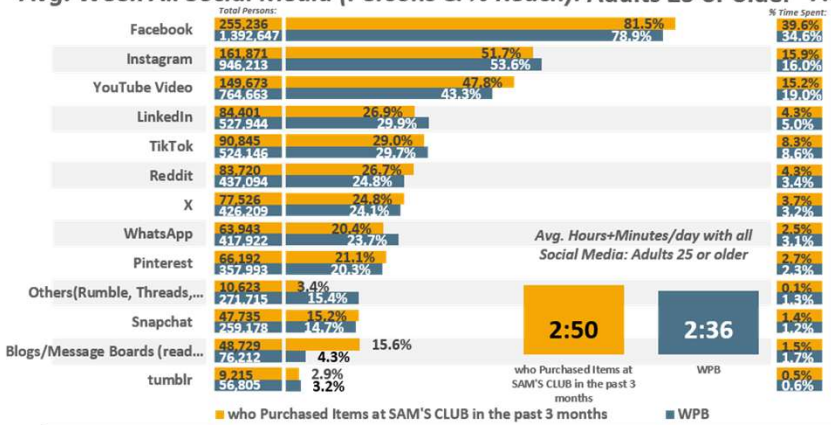
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Major stores bought past 3 months: Sam's Club

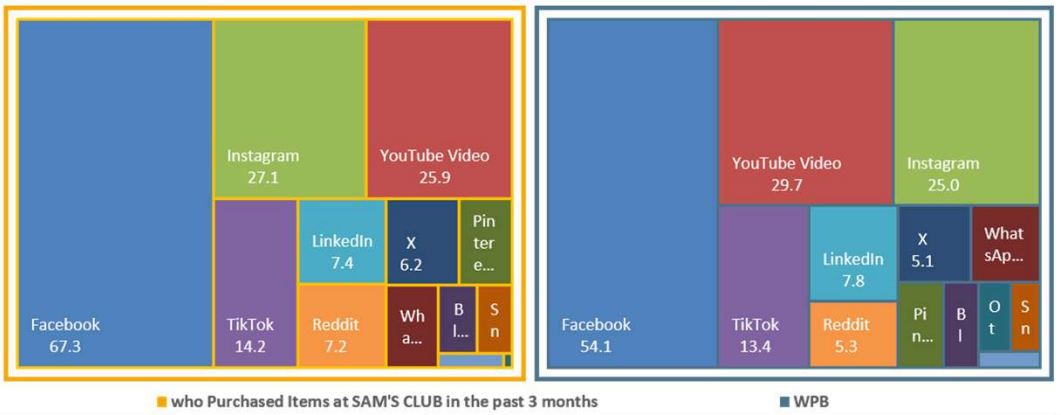


249,080 or 79.5% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months use Ad-Supported Facebook for an average of 58.9 minutes every day representing 38.2% of all time spent daily with Ad-Supported Social Media.

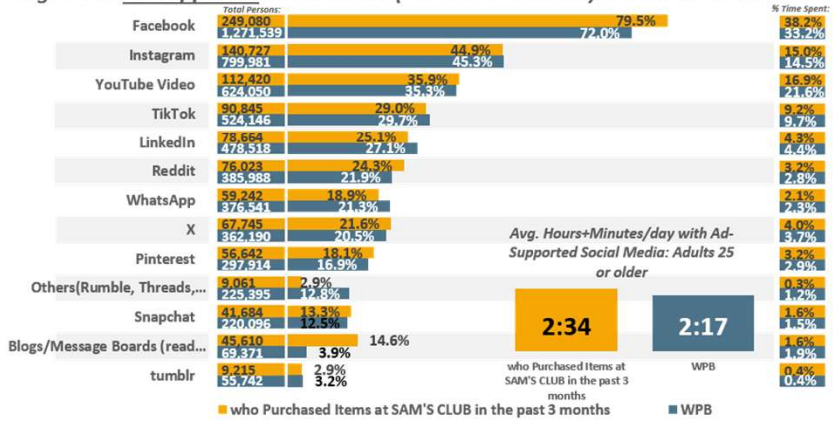
Avg. Week All Social Media (Persons & % Reach): Adults 25 or older



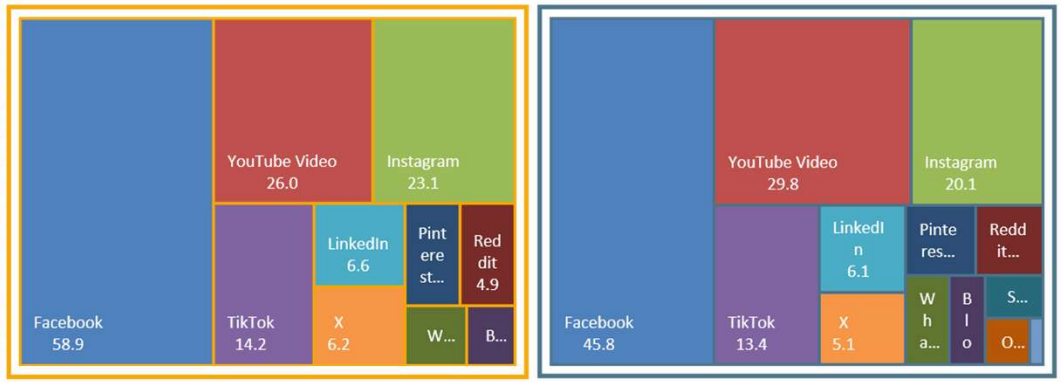
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,042

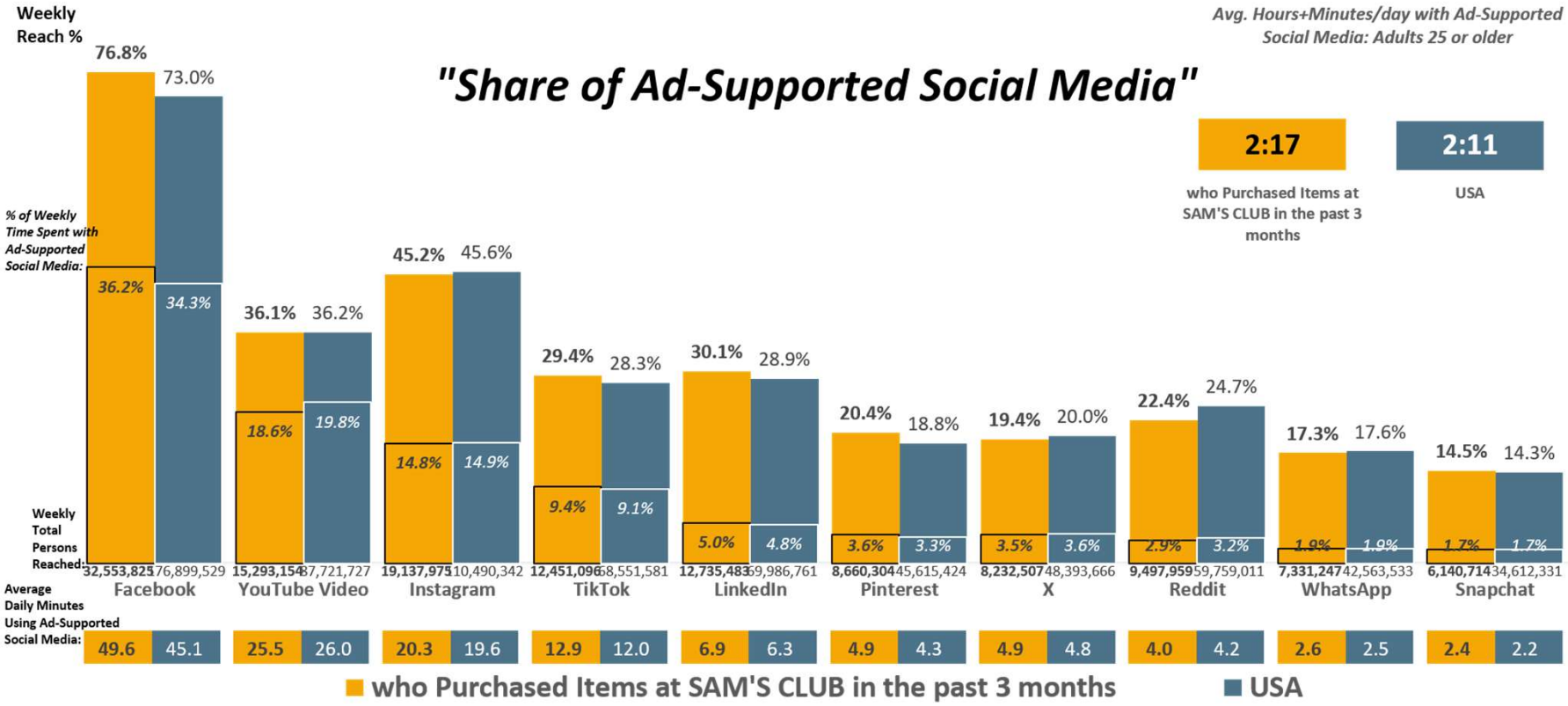
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Major stores bought past 3 months: Sam's Club



32,553,825 or 76.8% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months use Ad-Supported Facebook for an average of 49.6 minutes every day representing 36.2% of all time spent daily with Ad-Supported Social Media.



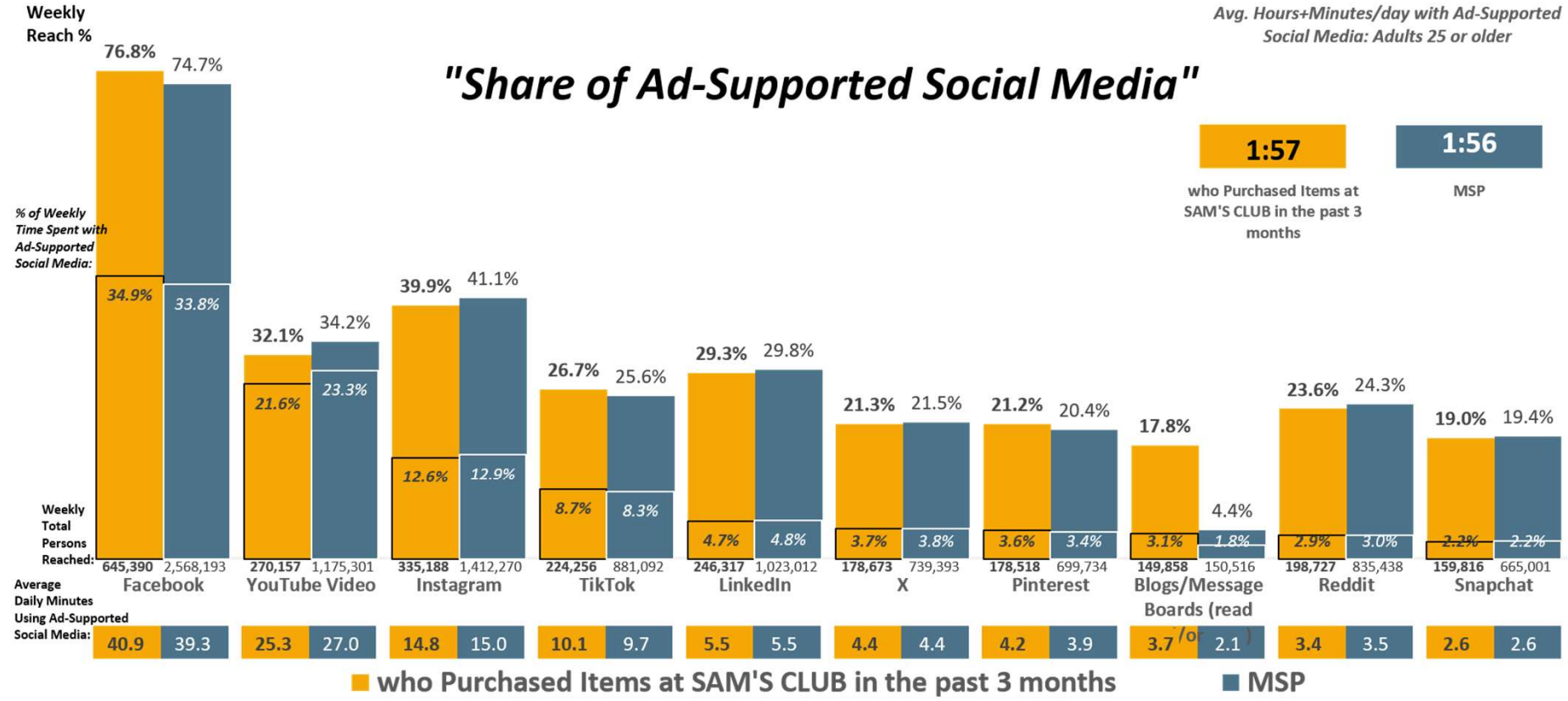
Scarborough R2 2025-26: Feb24-Jul26 USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 45,110
USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 7,602

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Major stores bought past 3 months: Sam's Club

645,390 or 76.8% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months use Ad-Supported Facebook for an average of 40.9 minutes every day representing 34.9% of all time spent daily with Ad-Supported Social Media.



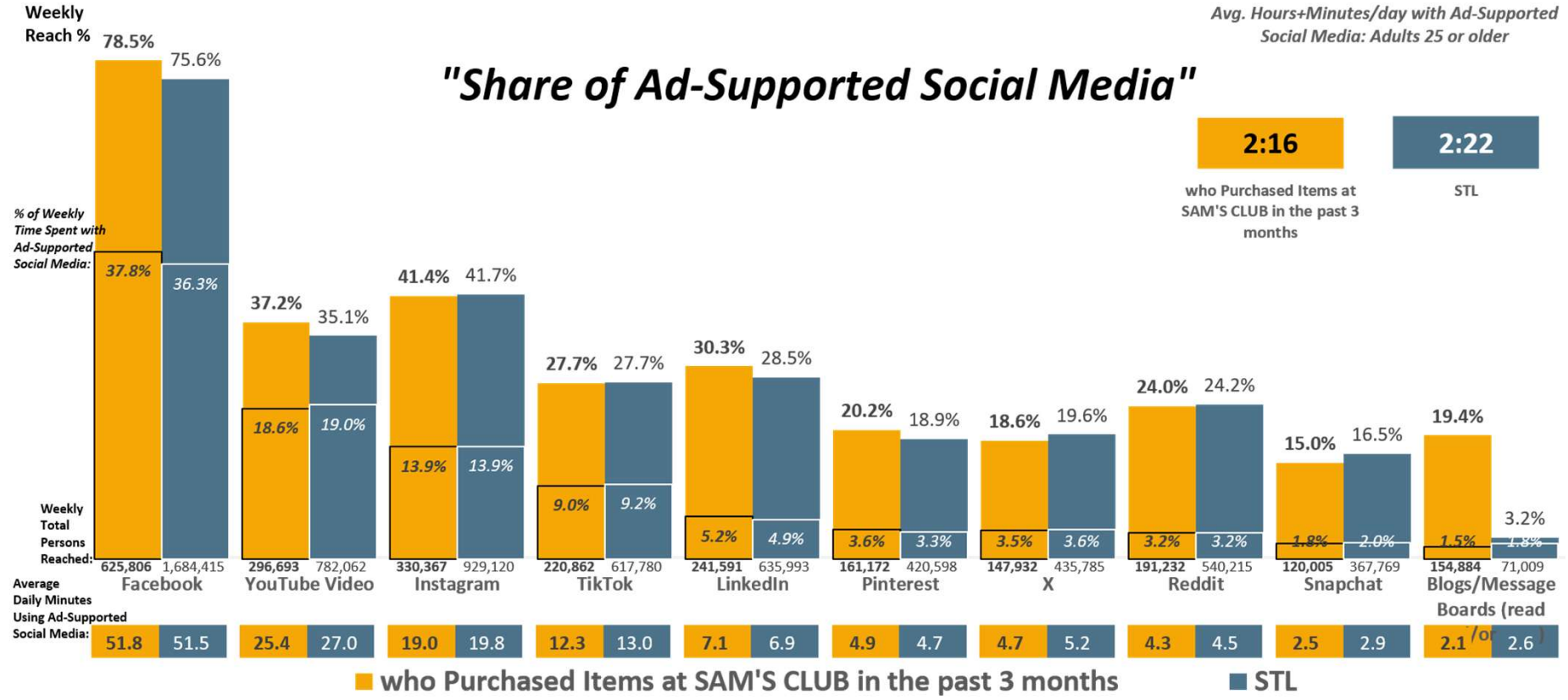
MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 857 MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 3,687

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Major stores bought past 3 months: Sam's Club

625,806 or 78.5% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months use Ad-Supported Facebook for an average of 51.8 minutes every day representing 37.8% of all time spent daily with Ad-Supported Social Media.



STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,281 STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 3,701

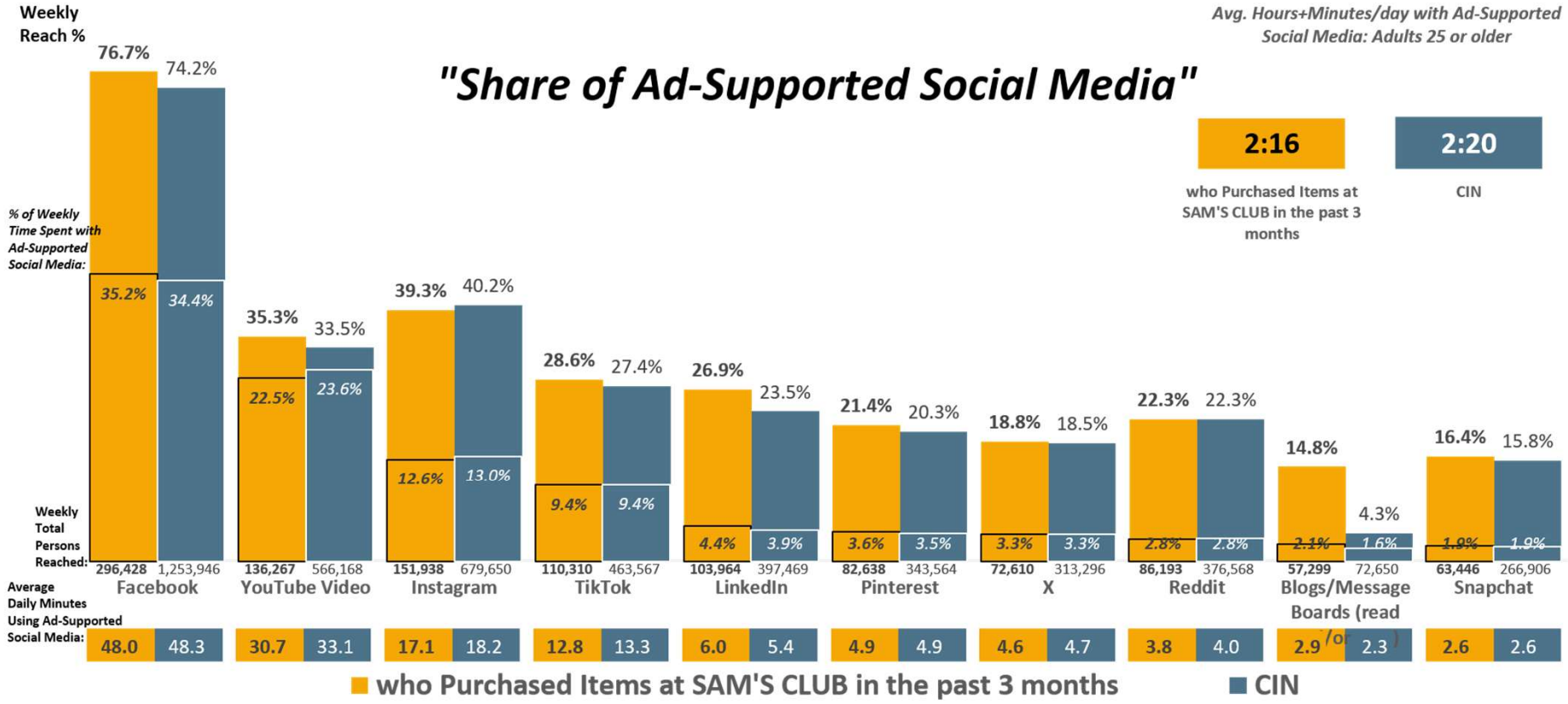
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Major stores bought past 3 months: Sam's Club



296,428 or 76.7% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months use Ad-Supported Facebook for an average of 48. minutes every day representing 35.2% of all time spent daily with Ad-Supported Social Media.



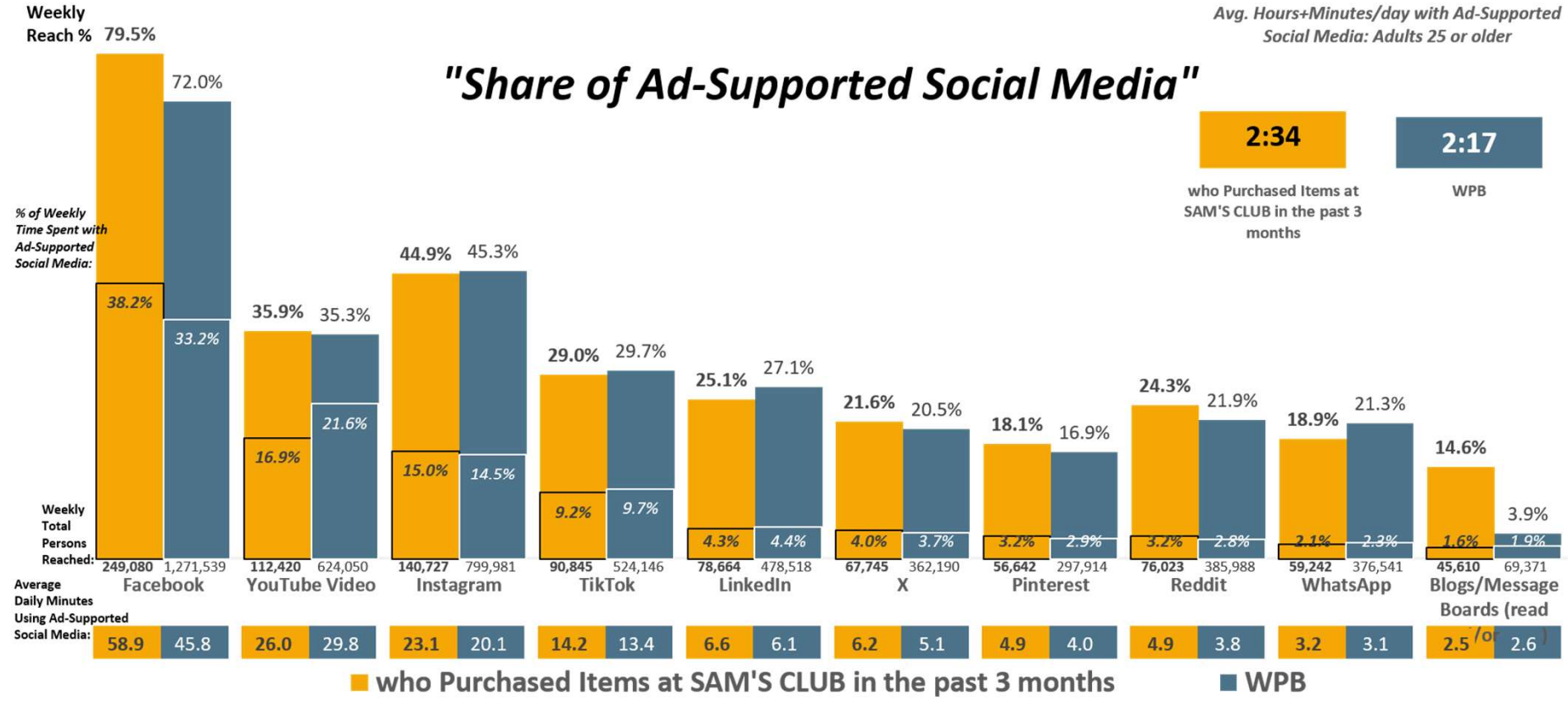
CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 827 CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 3,573

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Major stores bought past 3 months: Sam's Club

249,080 or 79.5% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months use Ad-Supported Facebook for an average of 58.9 minutes every day representing 38.2% of all time spent daily with Ad-Supported Social Media.



WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,042 WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,823

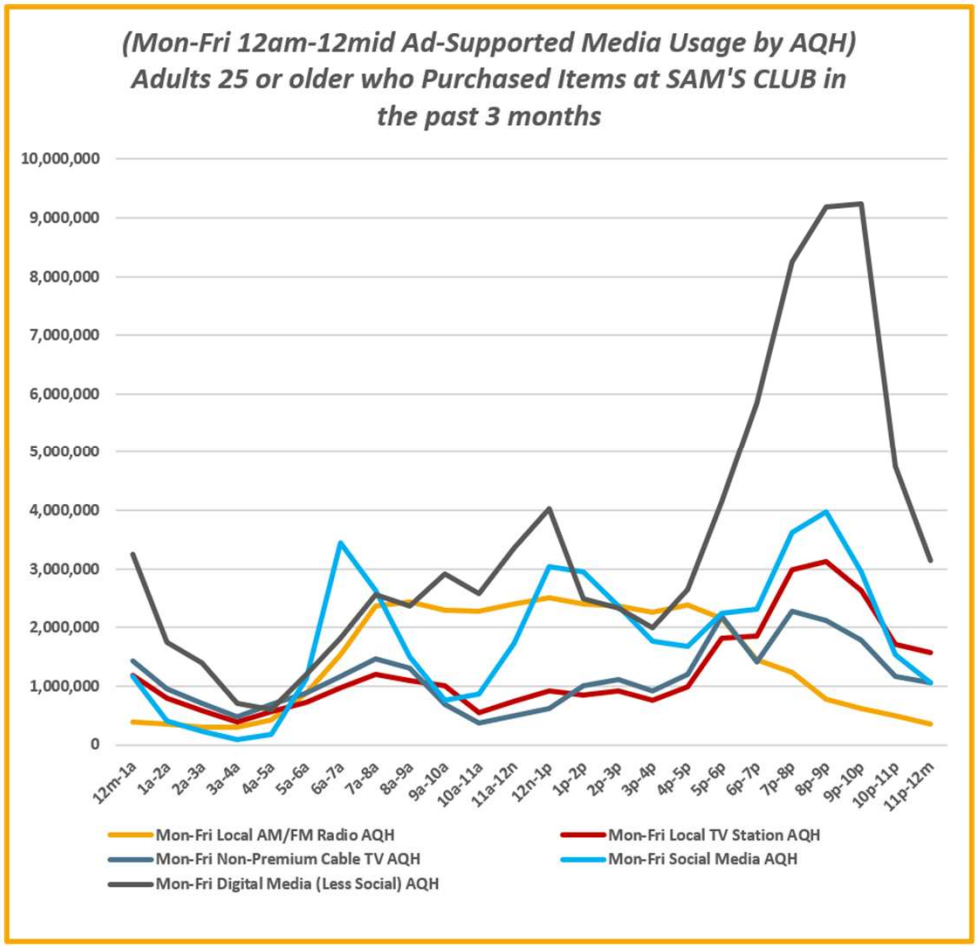
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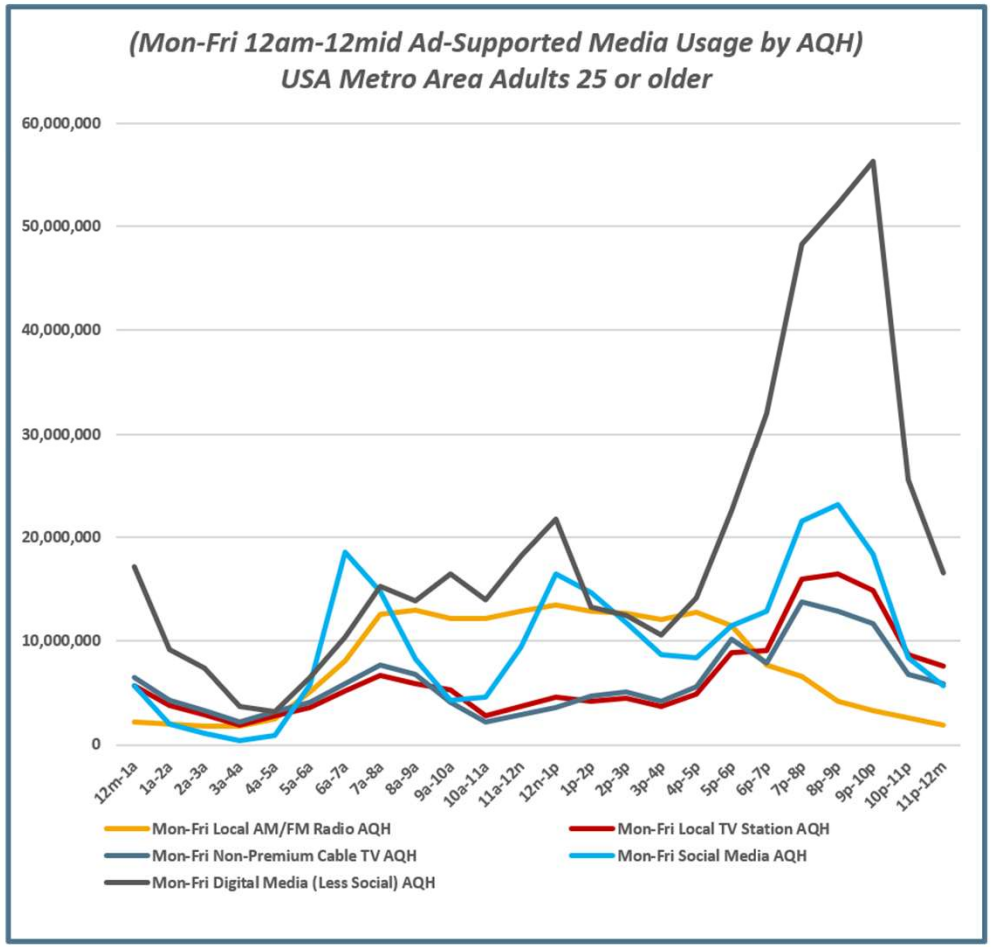
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Major stores bought past 3 months: Sam's Club



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 3,008,152; Local Radio: 2,222,280; Social Media: 2,100,049; Non-Prem. Cable: 1,074,595; Local TV: 1,050,095 reaching Adults 25 or older who Purchased Items at SAM'S CLUB





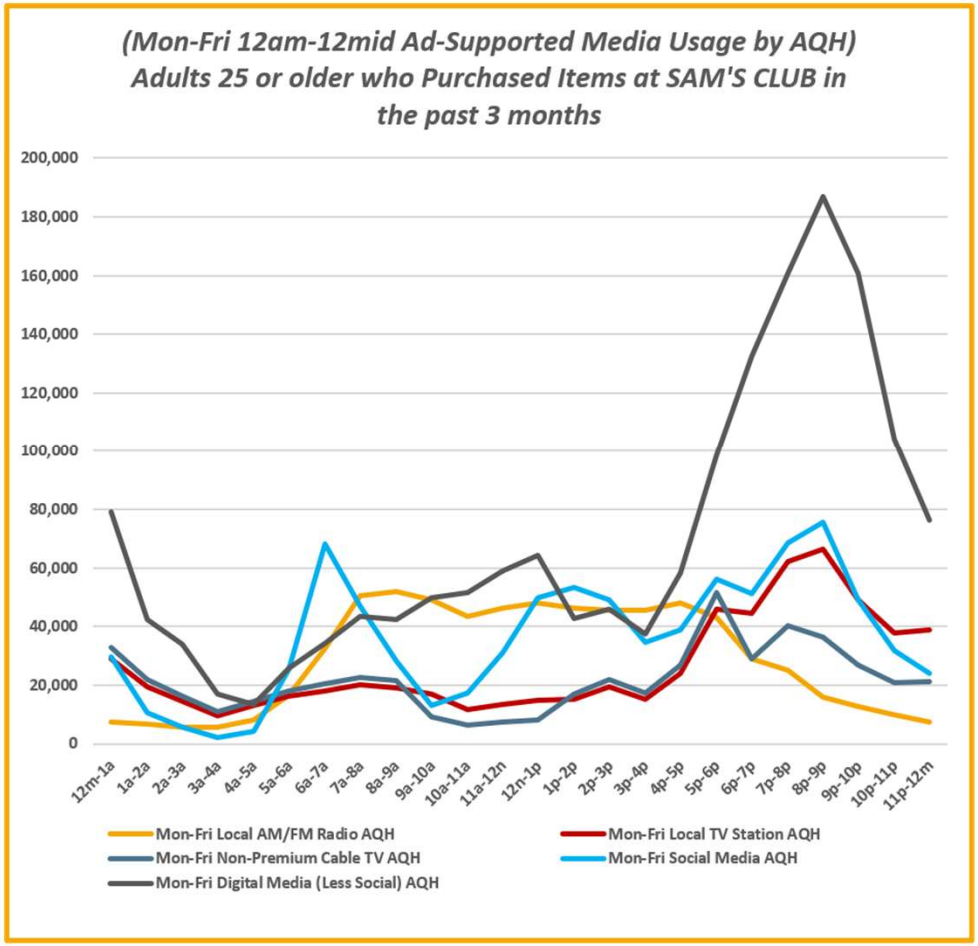
USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 7,602

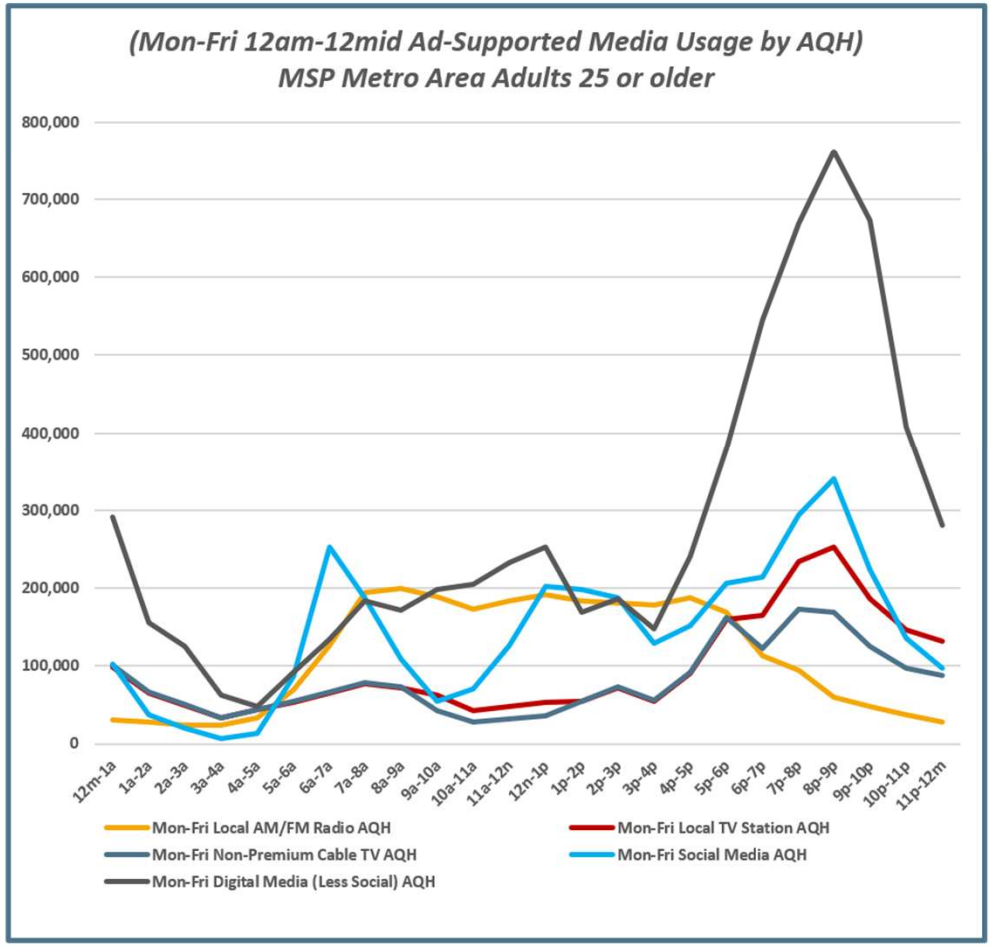
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Major stores bought past 3 months: Sam's Club

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 58,519; Local Radio: 44,580; Social Media: 41,395; Local TV: 21,438; Non-Prem. Cable: 19,951 reaching Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 m





MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 857

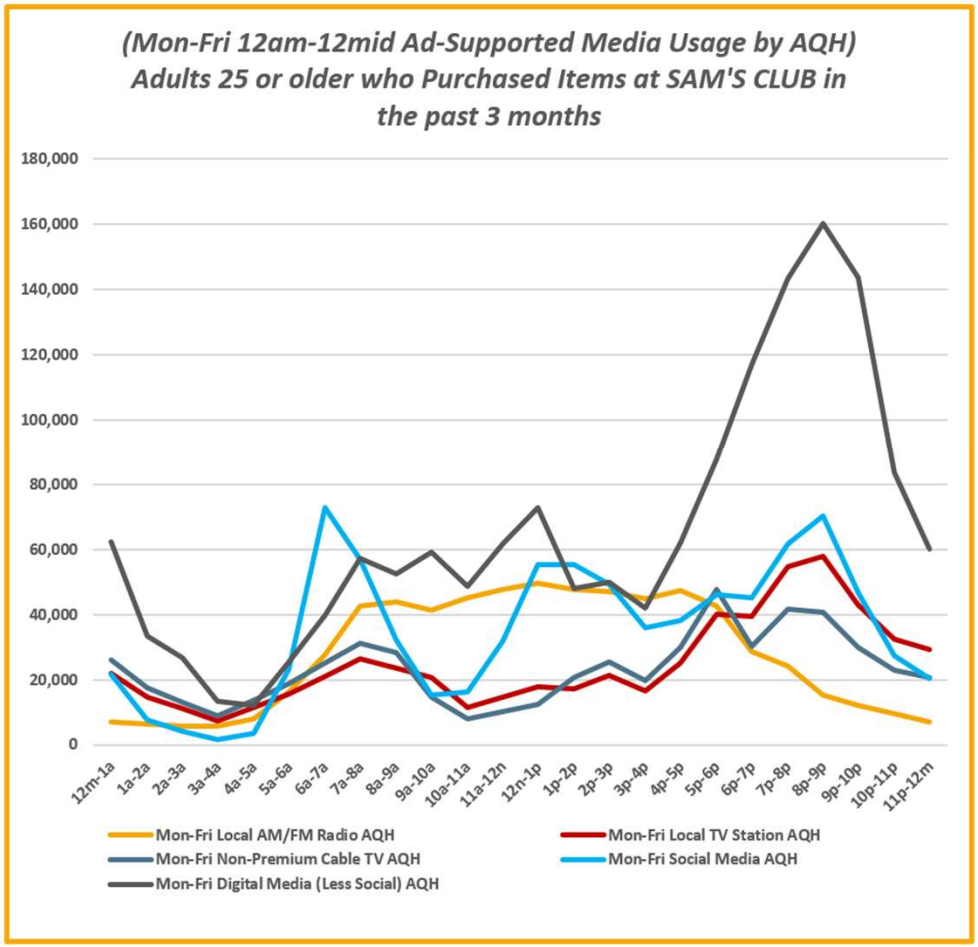
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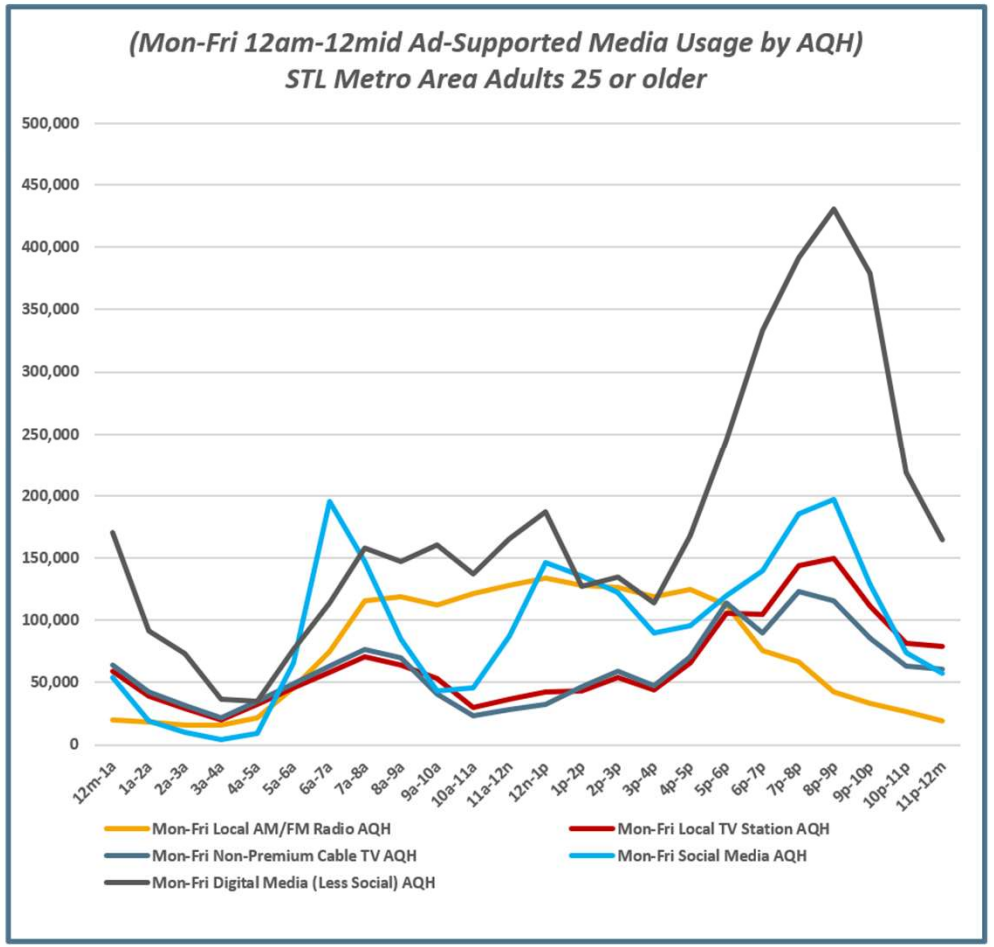
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Major stores bought past 3 months: Sam's Club



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 61,389; Local Radio: 42,755; Social Media: 42,362; Non-Prem. Cable: 23,310; Local TV: 22,688 reaching Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 m





STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,281

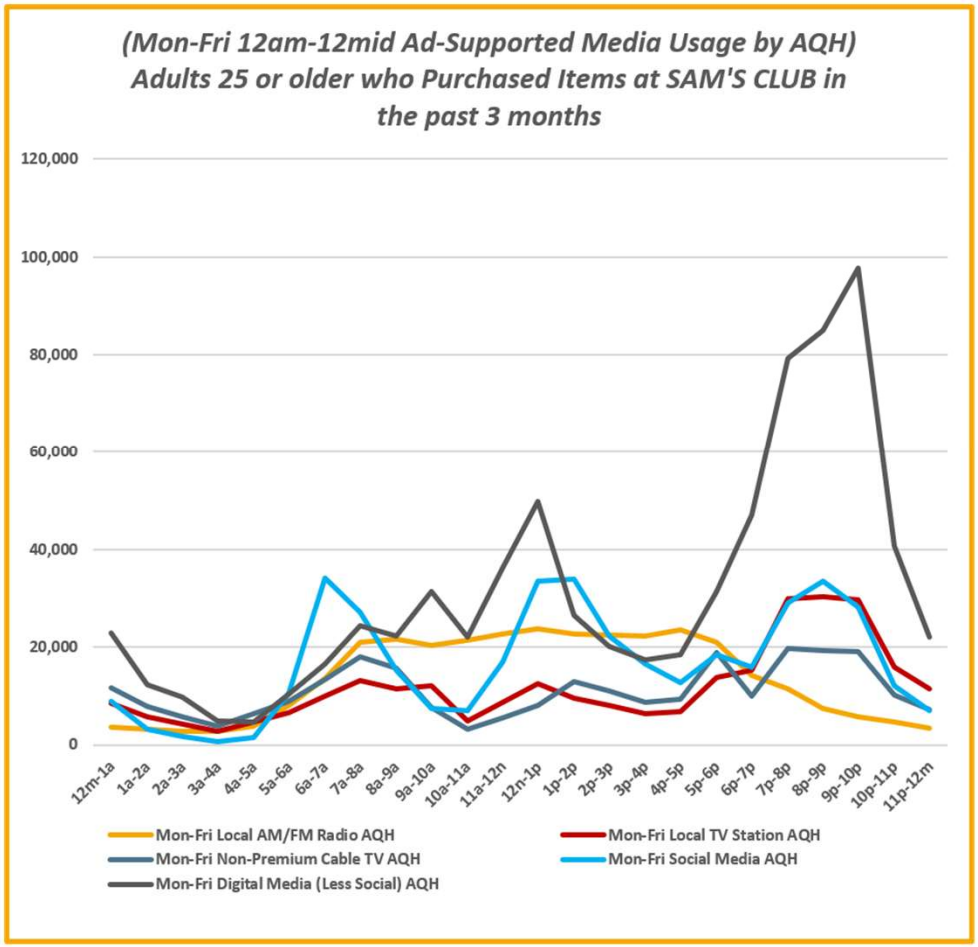
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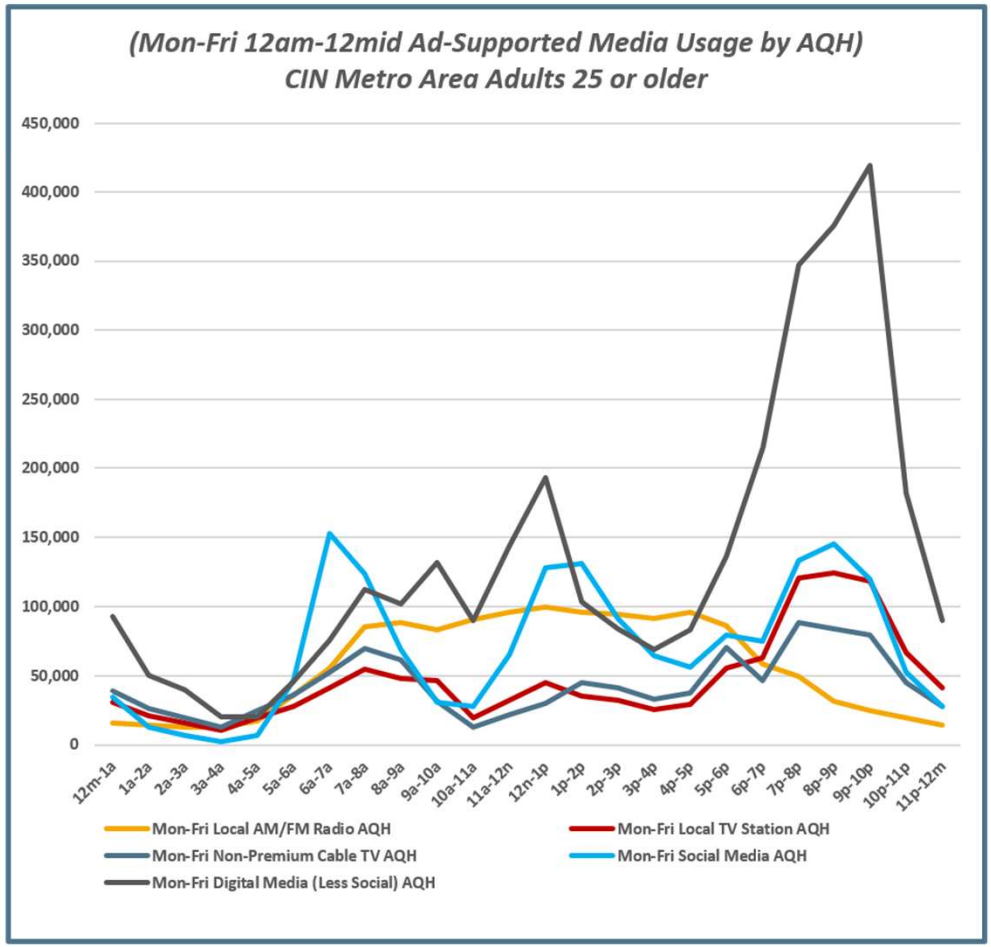
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Major stores bought past 3 months: Sam's Club



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 27,979; Local Radio: 20,827; Social Media: 20,069; Non-Prem. Cable: 10,940; Local TV: 10,191 reaching Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 m





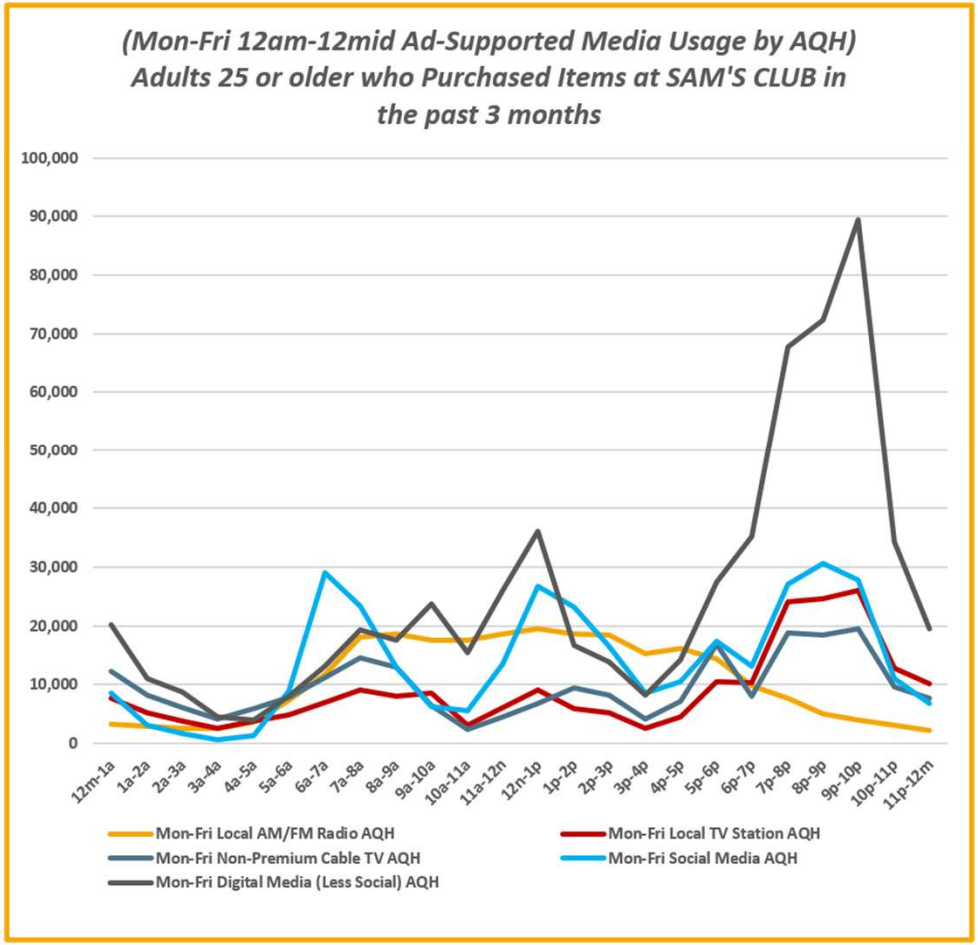
CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 827

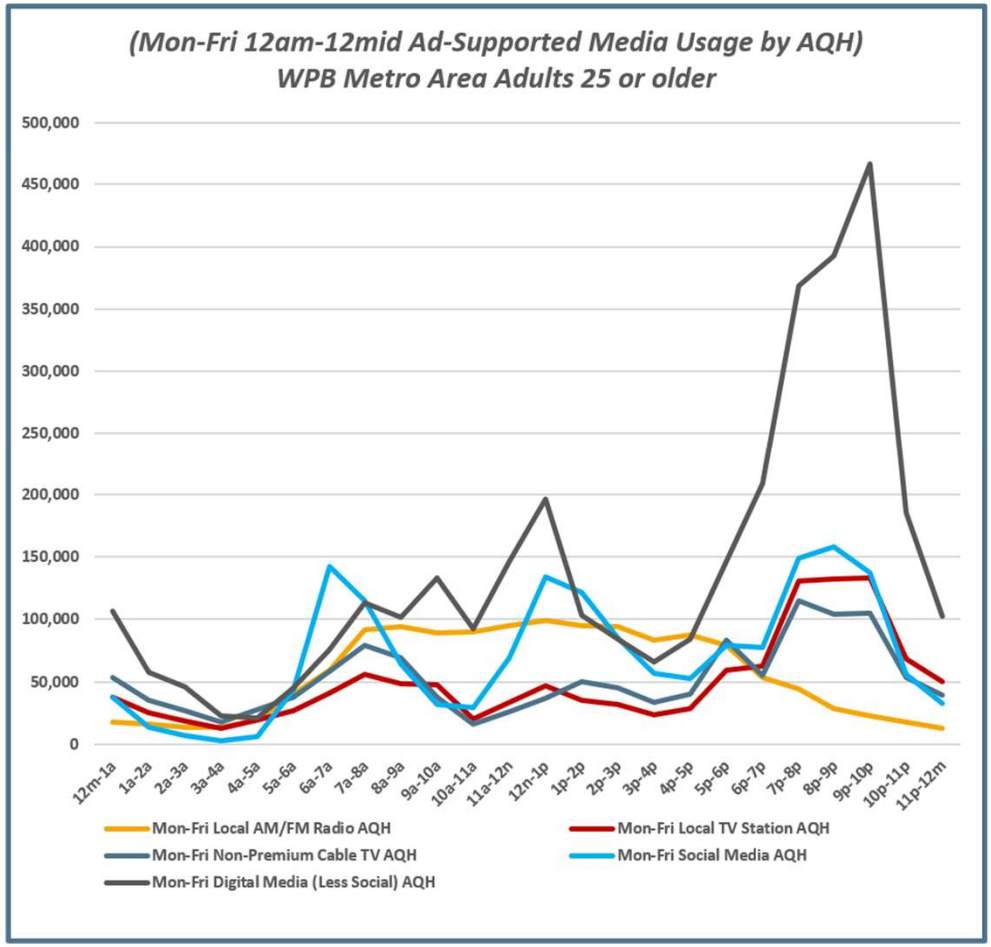
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Major stores bought past 3 months: Sam's Club

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 20,530; Local Radio: 16,479; Social Media: 15,892; Non-Prem. Cable: 8,630; Local TV: 6,898 reaching Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 mon





WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,042

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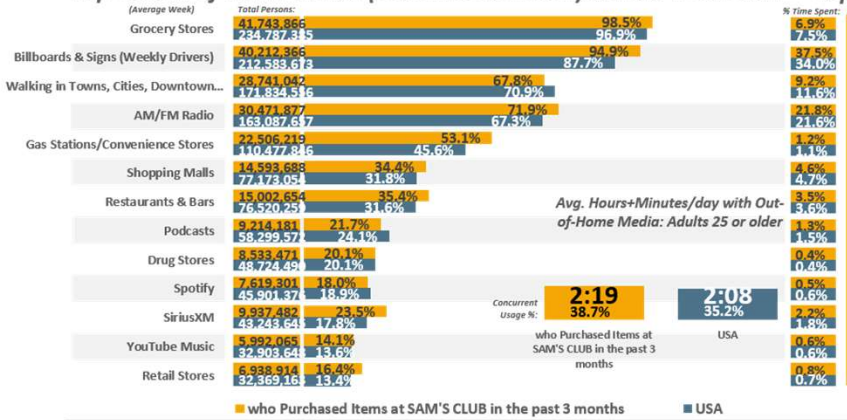
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Major stores bought past 3 months: Sam's Club

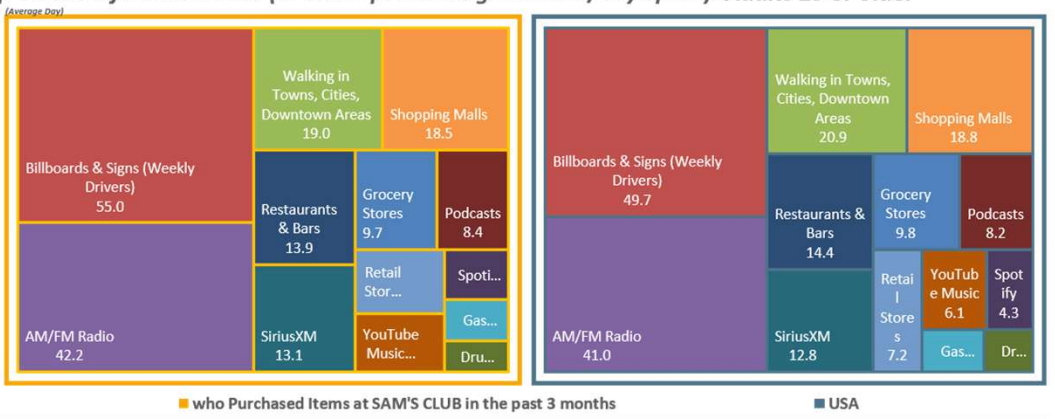


40,212,366 or 94.9% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months spend an average of 55. minutes per day driving, seeing Billboards and Signs. 69.1% Listen to Local Radio Stations Out-of-Home for an average of 40.2 minutes/

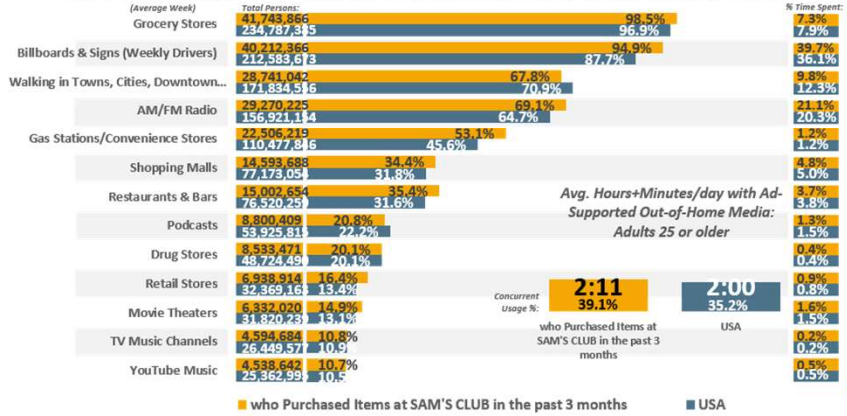
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 or older



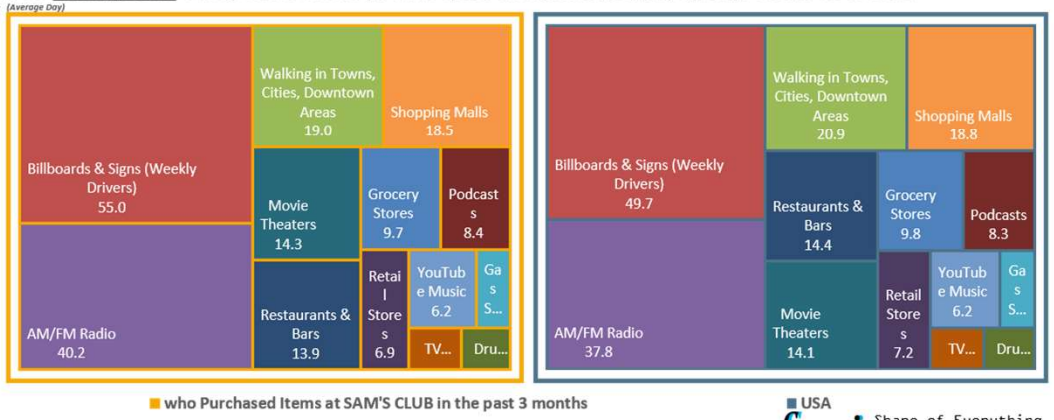
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 7,602

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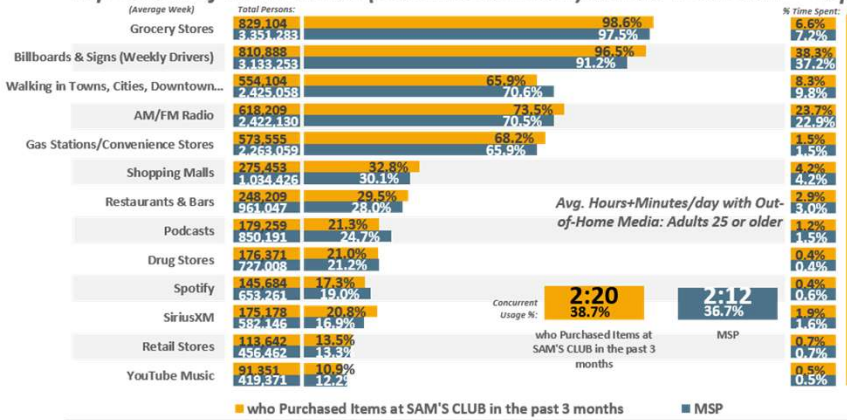
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Major stores bought past 3 months: Sam's Club

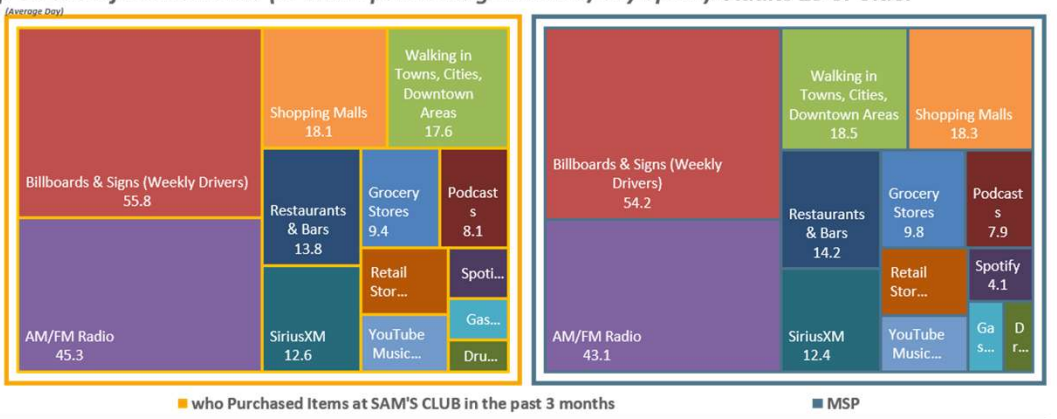


810,888 or 96.5% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months spend an average of 55.8 minutes per day driving, seeing Billboards and Signs. 69.7% Listen to Local Radio Stations Out-of-Home for an average of 42.3 minutes/da

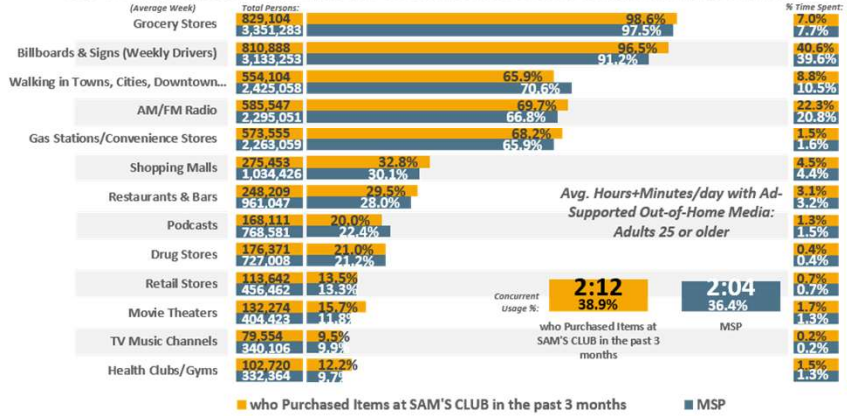
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 or older



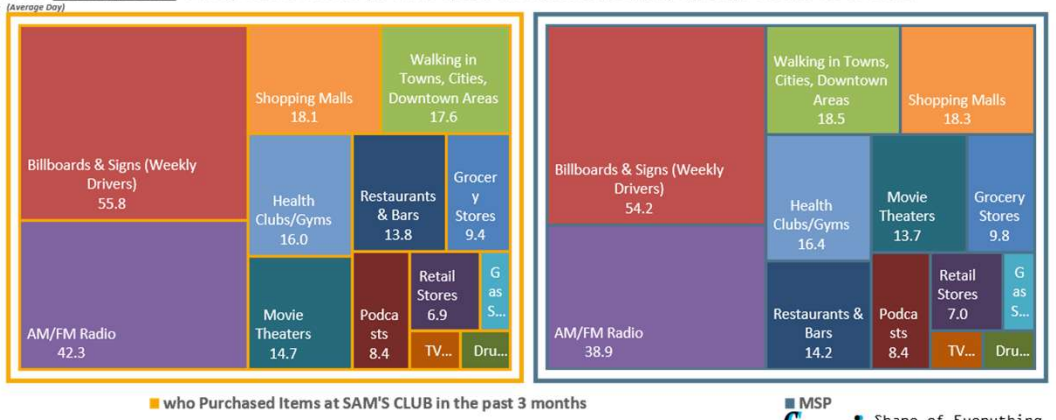
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 857

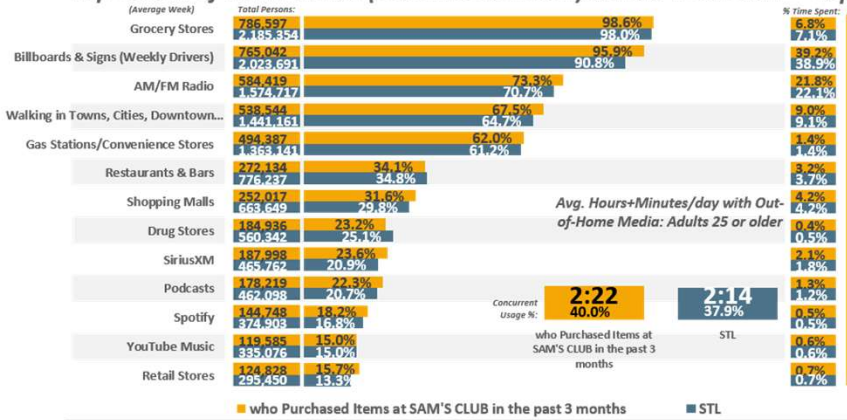
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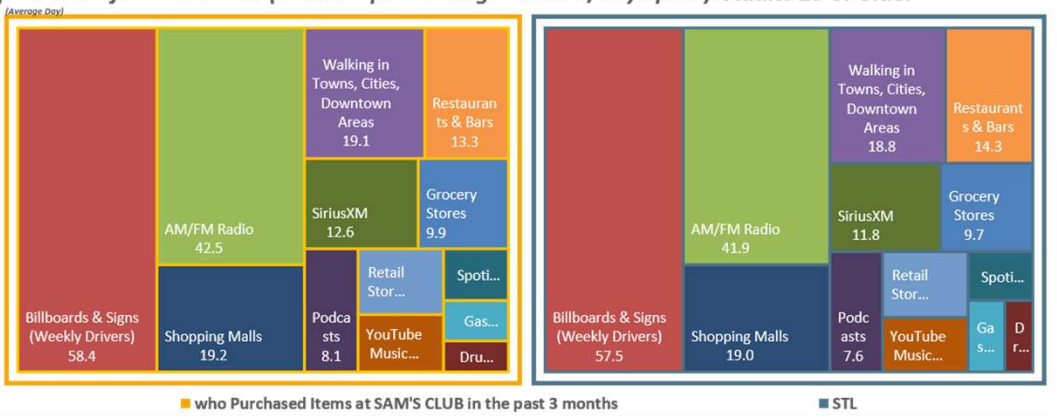
Major stores bought past 3 months: Sam's Club

765,042 or 95.9% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months spend an average of 58.4 minutes per day driving, seeing Billboards and Signs. 70.5% Listen to Local Radio Stations Out-of-Home for an average of 40.9 minutes/da

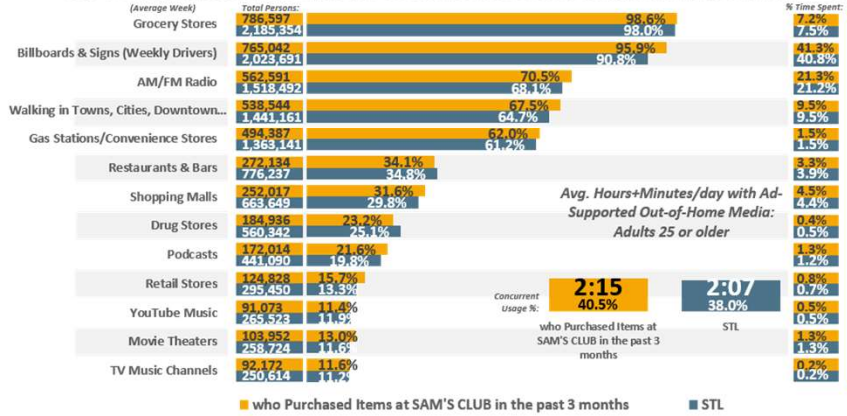
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 or older



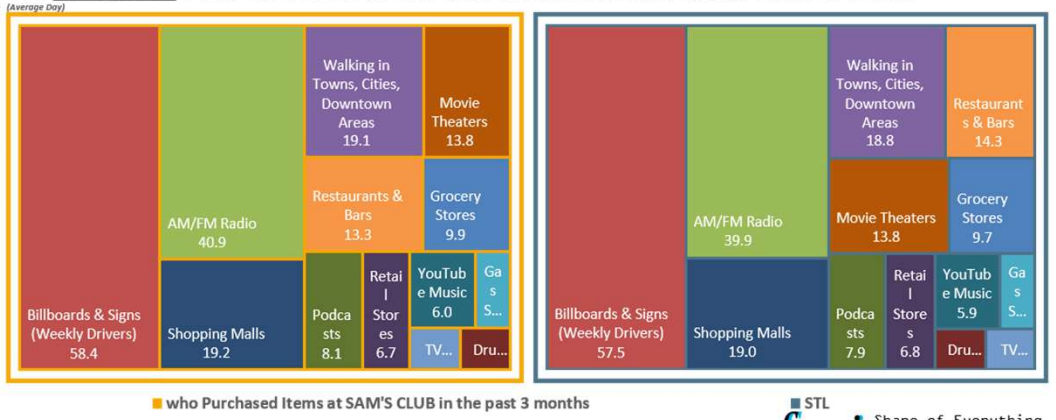
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,281

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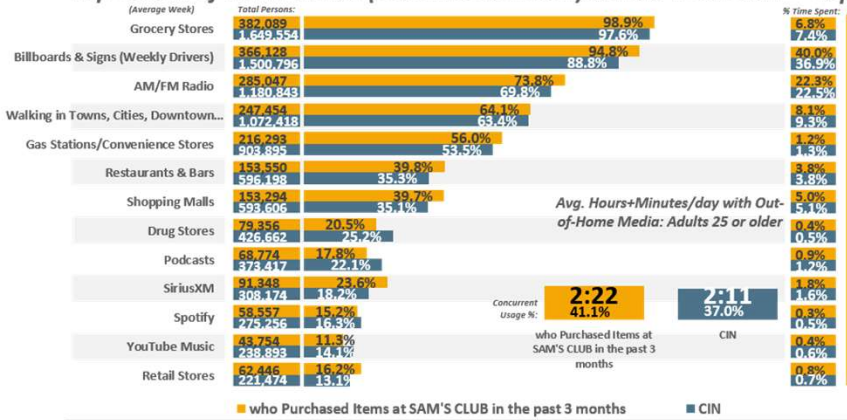
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Major stores bought past 3 months: Sam's Club

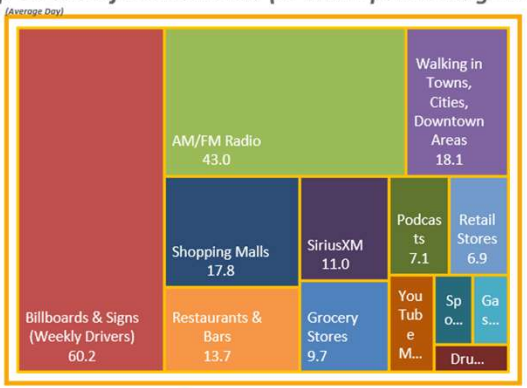


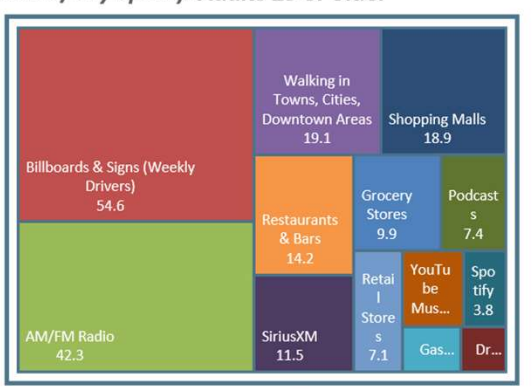
366,128 or 94.8% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months spend an average of 60.2 minutes per day driving, seeing Billboards and Signs. 70.9% Listen to Local Radio Stations Out-of-Home for an average of 40.8 minutes/da

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

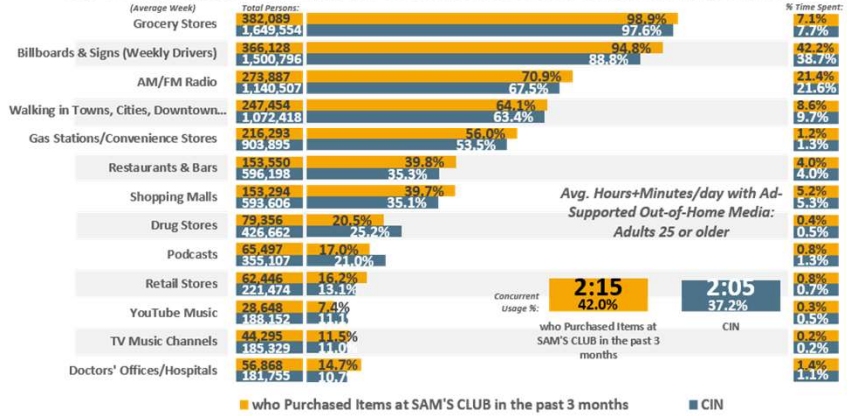


Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



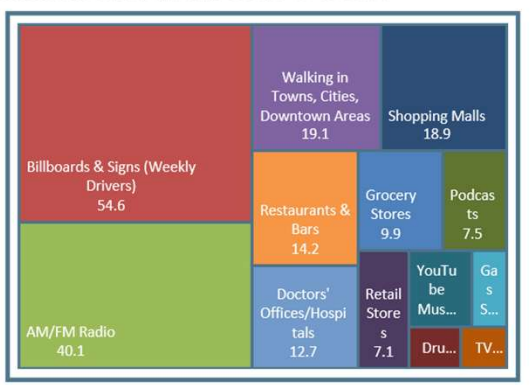


Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 or older



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





CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 827

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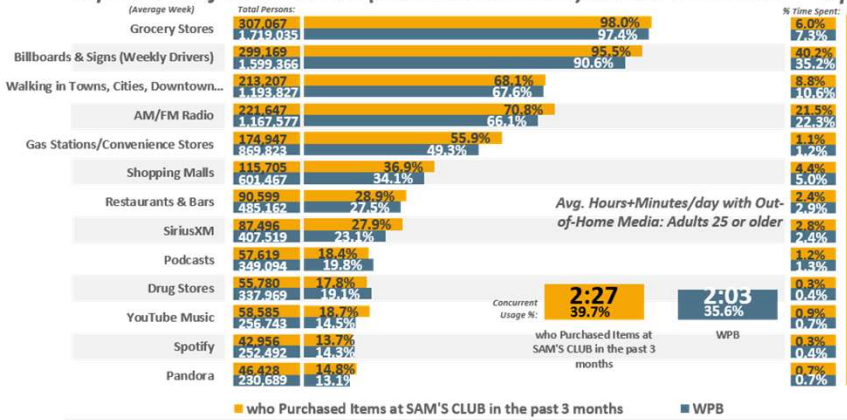
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Major stores bought past 3 months: Sam's Club

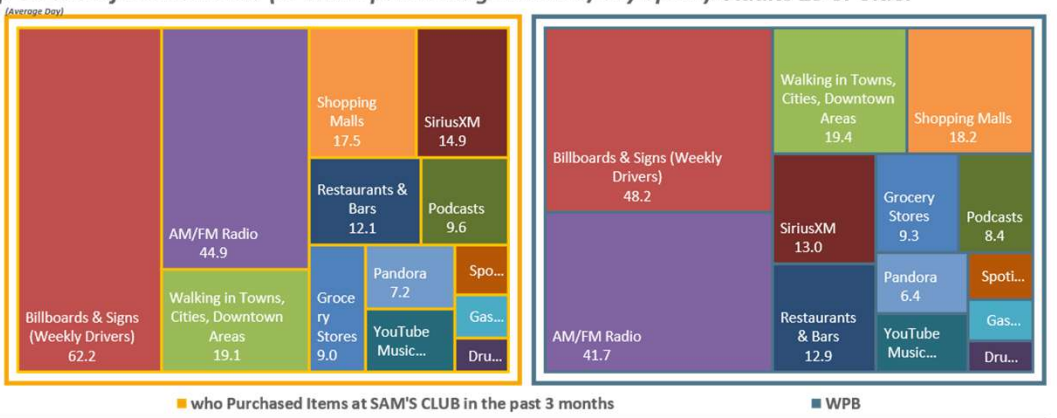


299,169 or 95.5% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months spend an average of 62.2 minutes per day driving, seeing Billboards and Signs. 68.9% Listen to Local Radio Stations Out-of-Home for an average of 43.1 minutes/da

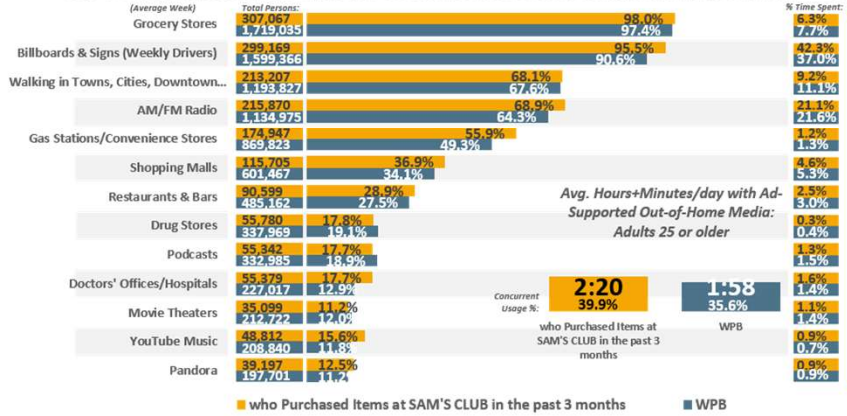
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 or older



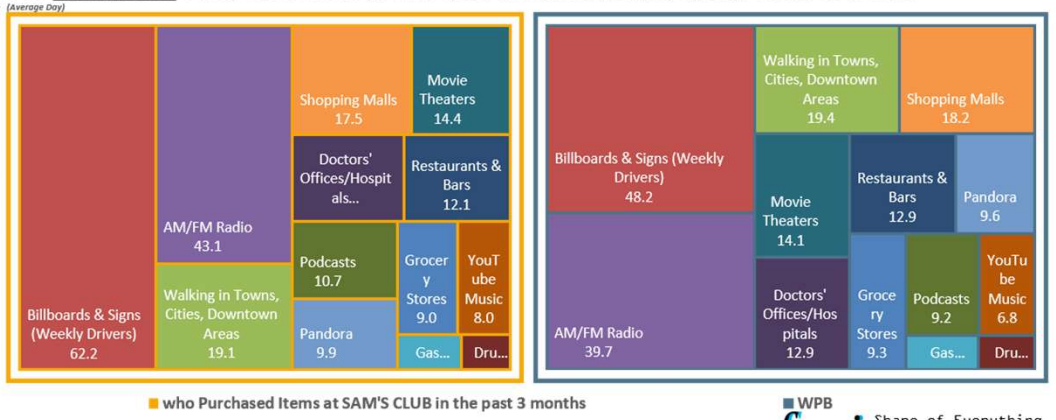
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,042

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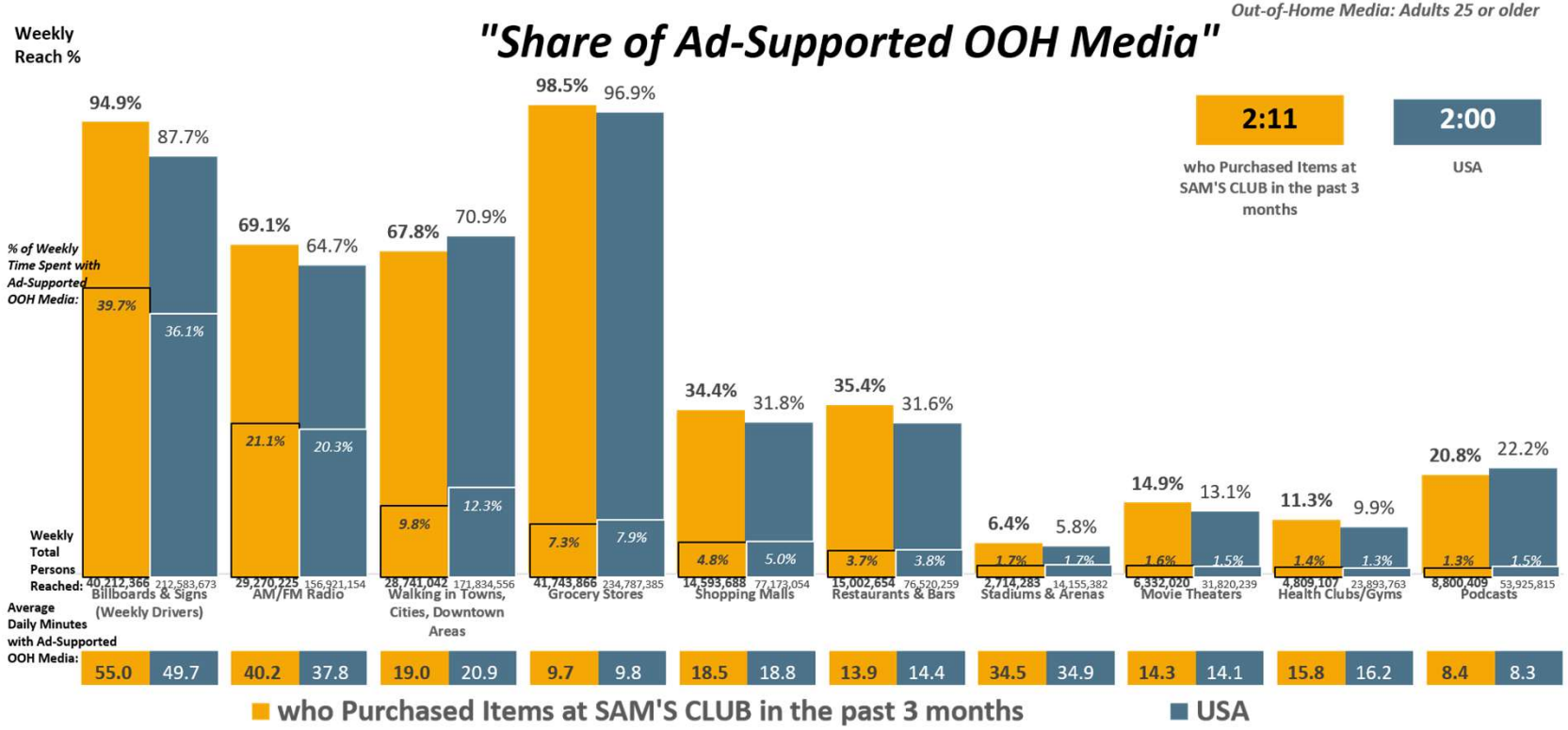
Major stores bought past 3 months: Sam's Club



40,212,366 or 94.9% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months spend an average of 55. minutes per day driving, seeing Billboards and Signs representing 39.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



Scarborough R2 2025-26: Feb24-Jul26 USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 45,110
USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 7,602

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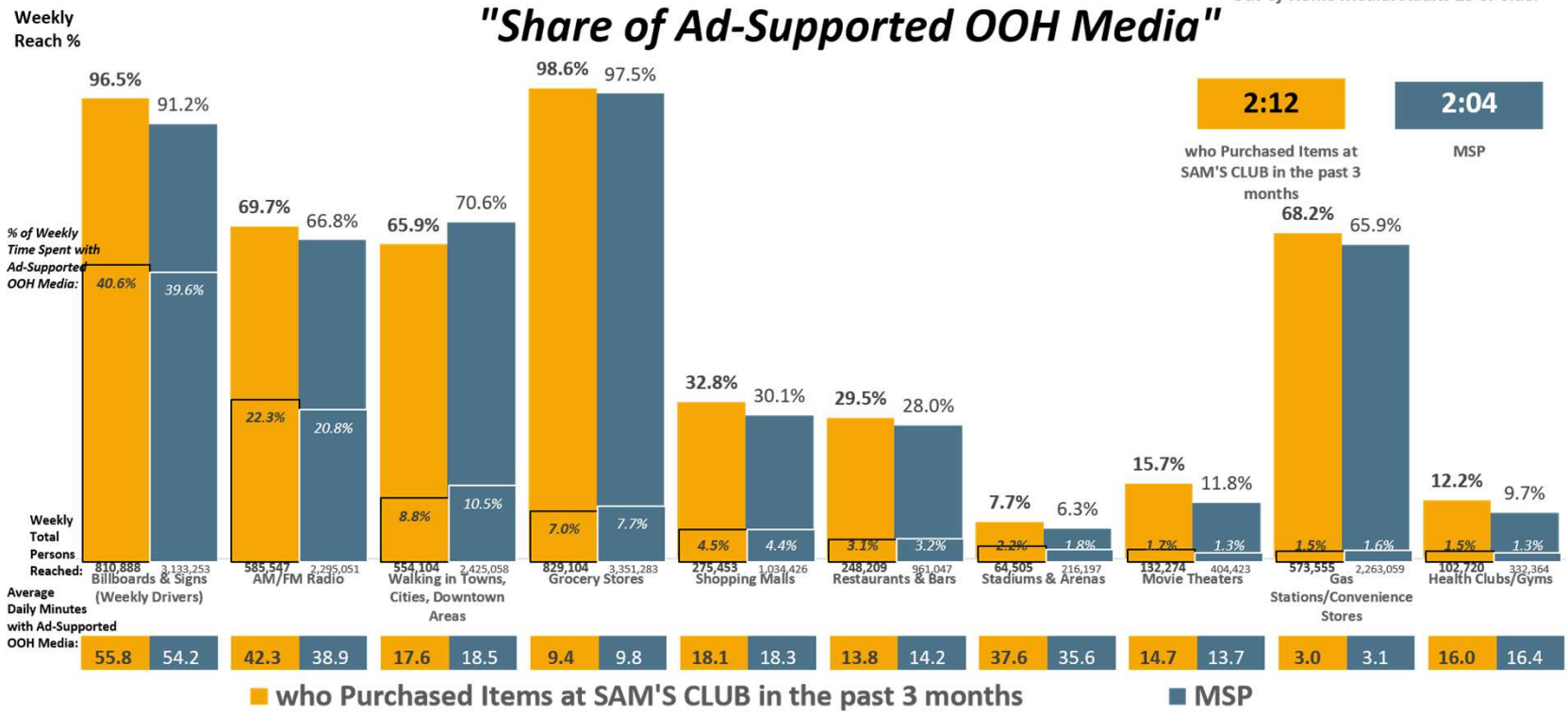
Major stores bought past 3 months: Sam's Club



810,888 or 96.5% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months spend an average of 55.8 minutes per day driving, seeing Billboards and Signs representing 40.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 857 MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 3,687

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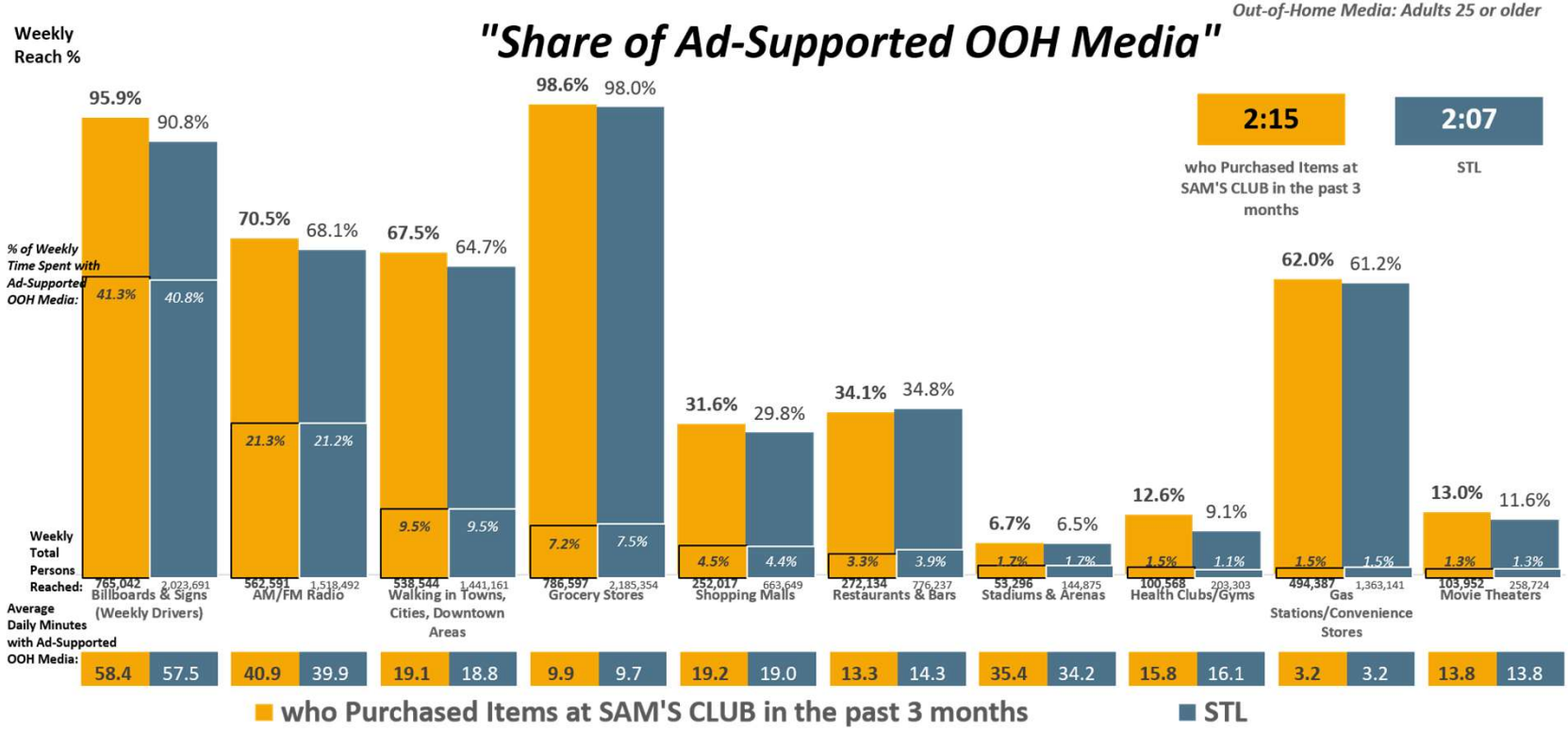
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Major stores bought past 3 months: Sam's Club

765,042 or 95.9% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months spend an average of 58.4 minutes per day driving, seeing Billboards and Signs representing 41.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,281 STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 3,701

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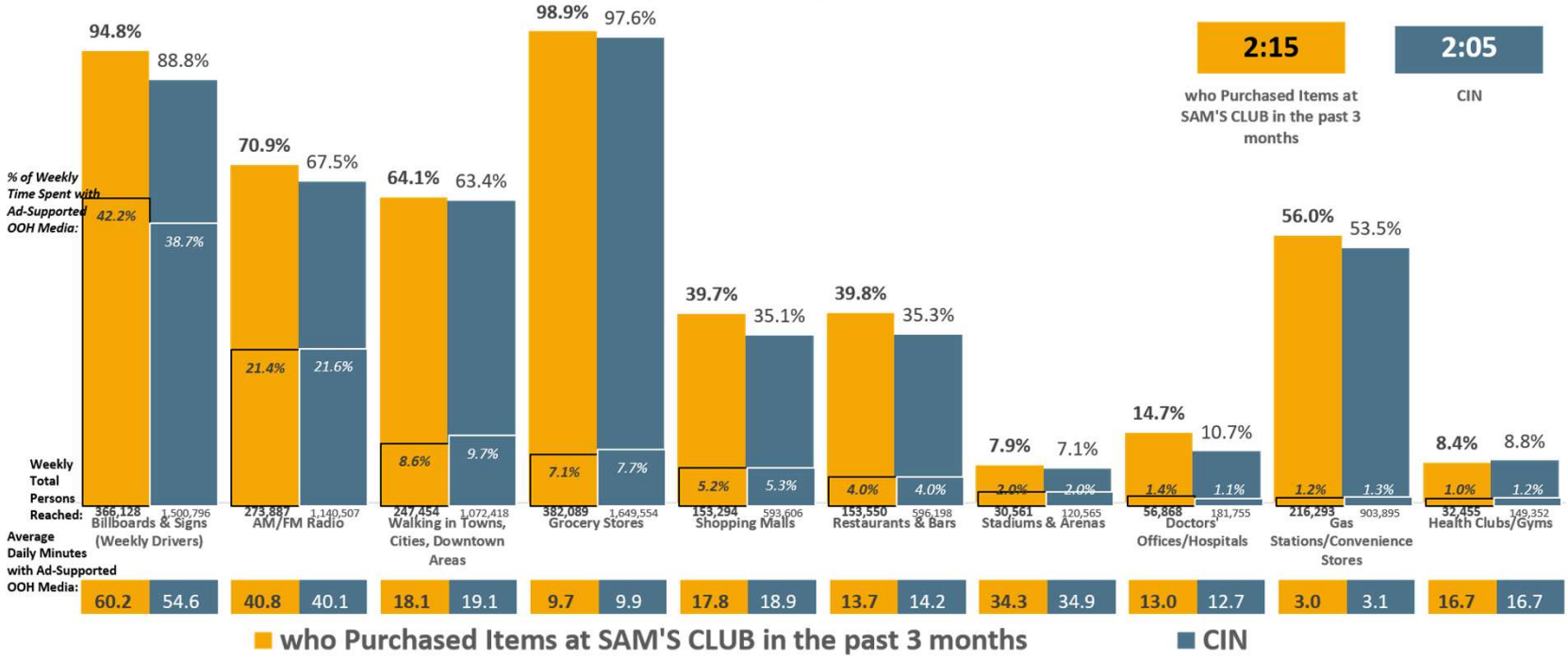
Major stores bought past 3 months: Sam's Club



366,128 or 94.8% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months spend an average of 60.2 minutes per day driving, seeing Billboards and Signs representing 42.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 827 CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 3,573

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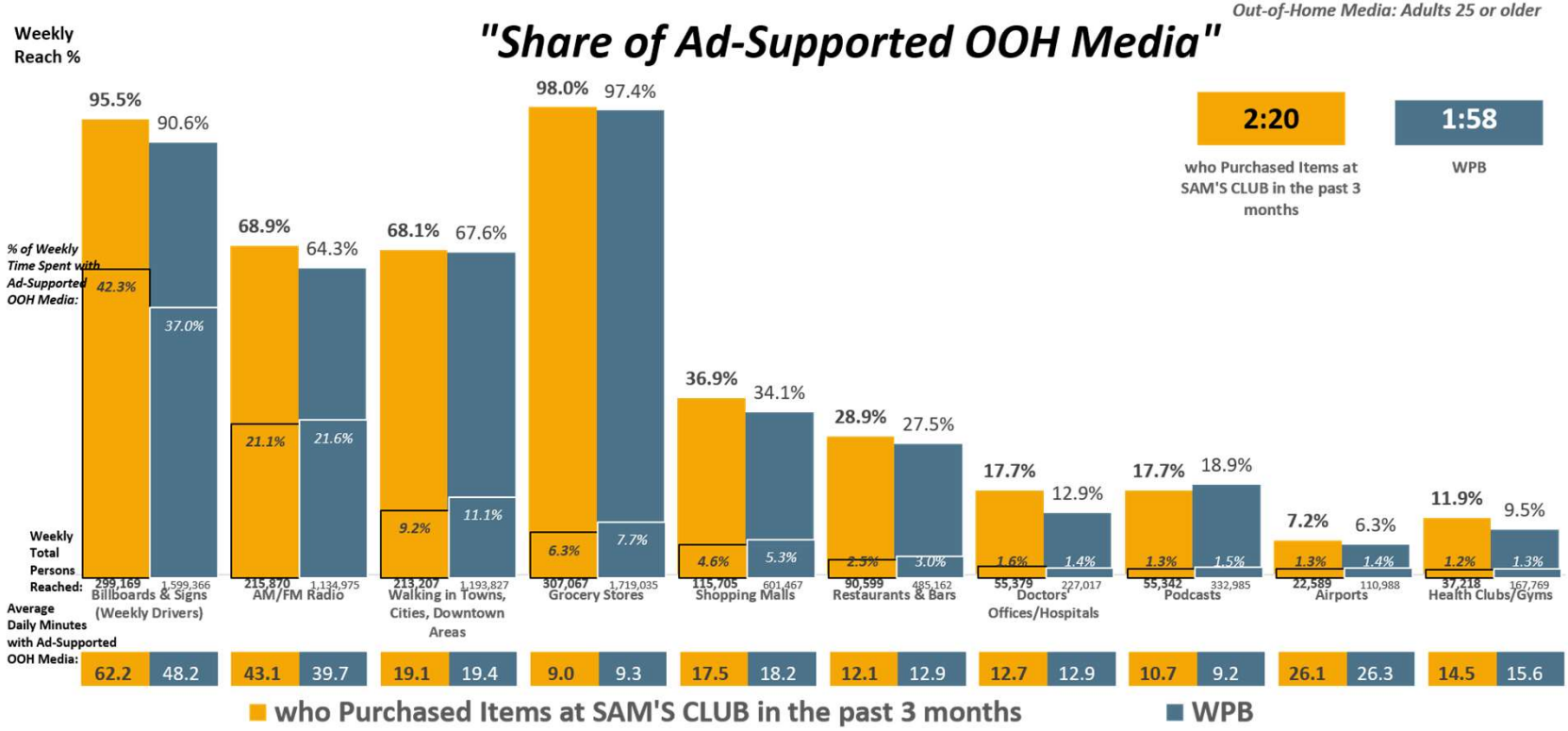
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Major stores bought past 3 months: Sam's Club

299,169 or 95.5% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months spend an average of 62.2 minutes per day driving, seeing Billboards and Signs representing 42.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,042 WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,823

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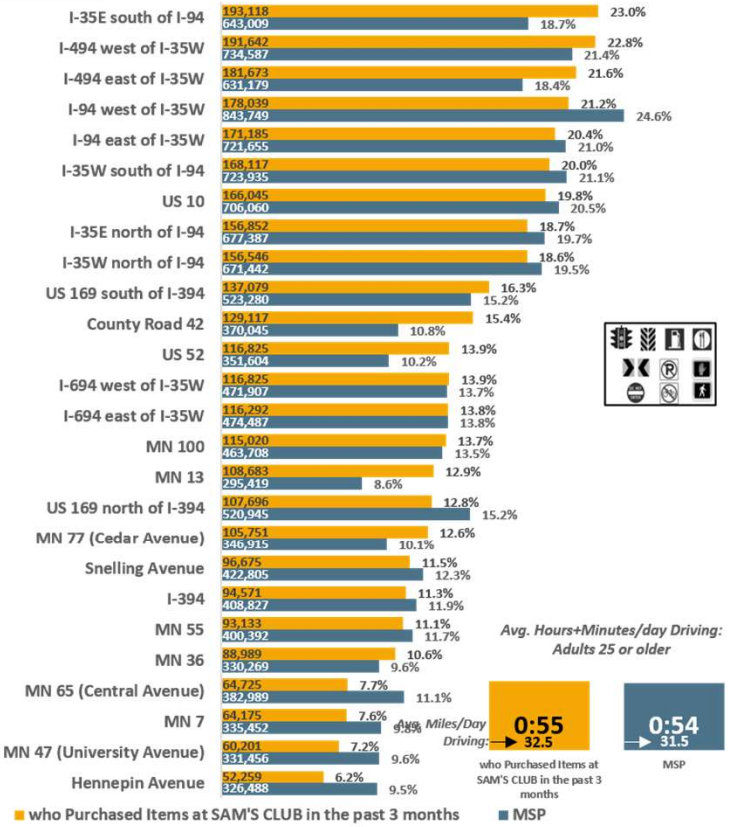
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Major stores bought past 3 months: Sam's Club

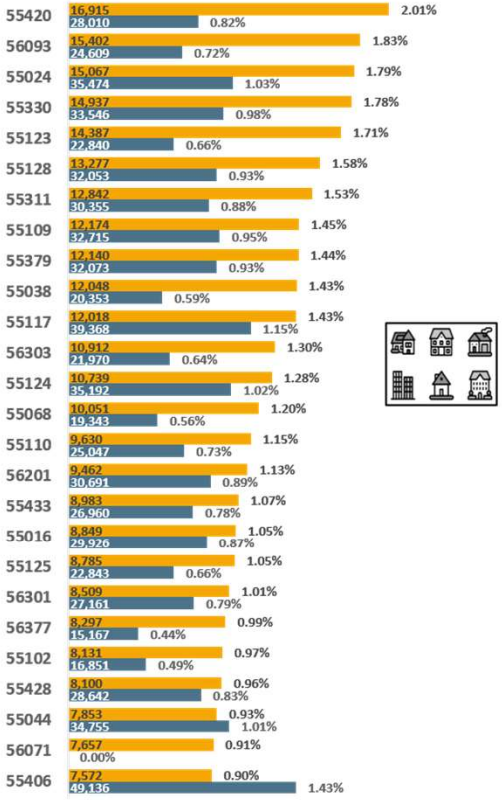


810,888 or 96.5% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months spend an average of 55.8 minutes per day driving an average of 32.5 miles each day and are 50.4% more likely to use MN 13 than the Metro average.

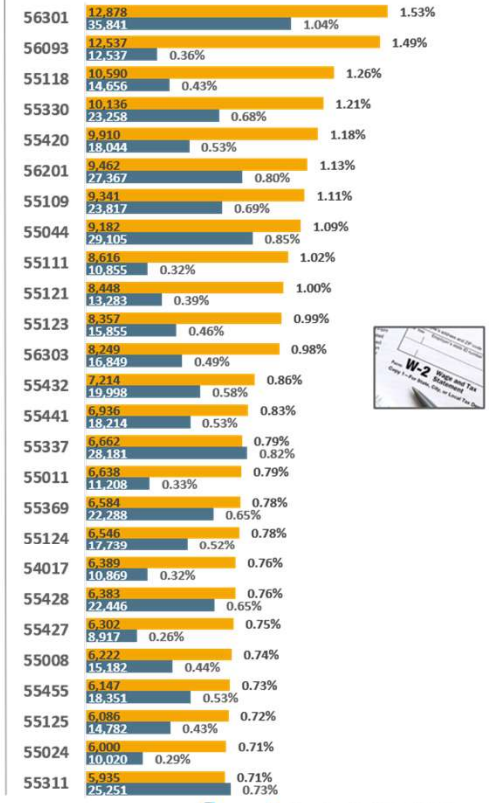
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 or older



Top-26 Residential Zip Codes: Adults 25 or older



Top-26 Employment Zip Codes: Adults 25 or older



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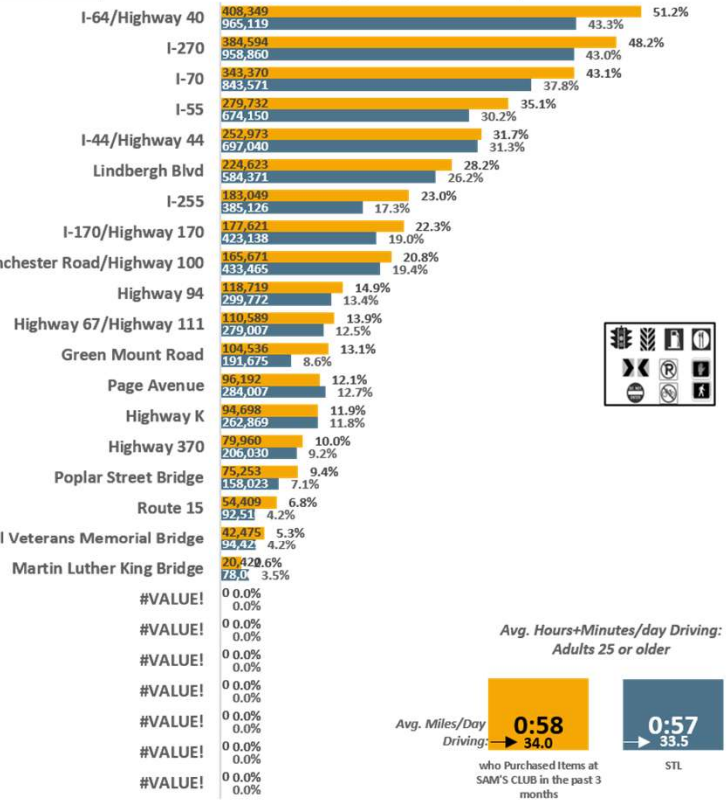
MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 857

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Major stores bought past 3 months: Sam's Club

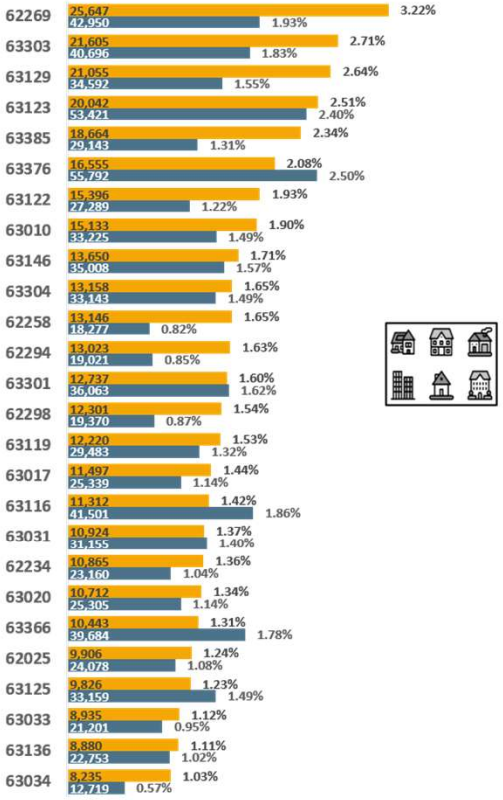
765,042 or 95.9% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months spend an average of 58.4 minutes per day driving an average of 34. miles each day and are 64.4% more likely to use Route 15 than the Metro average.

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

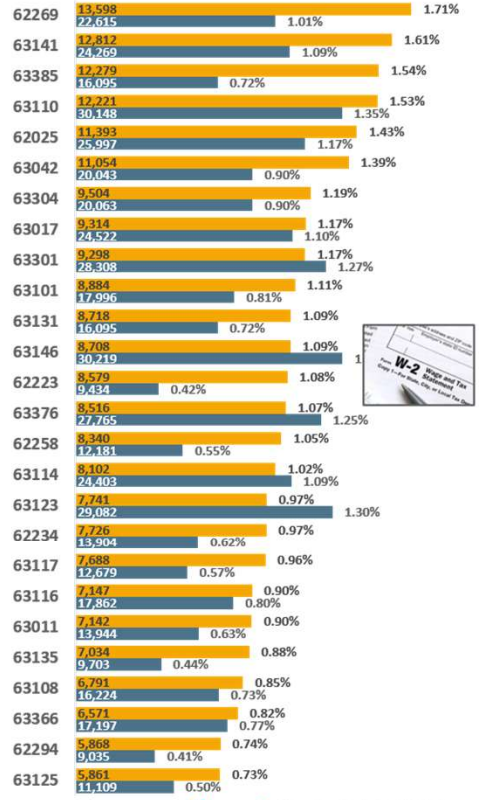


Avg. Hours+Minutes/day Driving: Adults 25 or older

Top-26 Residential Zip Codes: Adults 25 or older



Top-26 Employment Zip Codes: Adults 25 or older



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STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,281

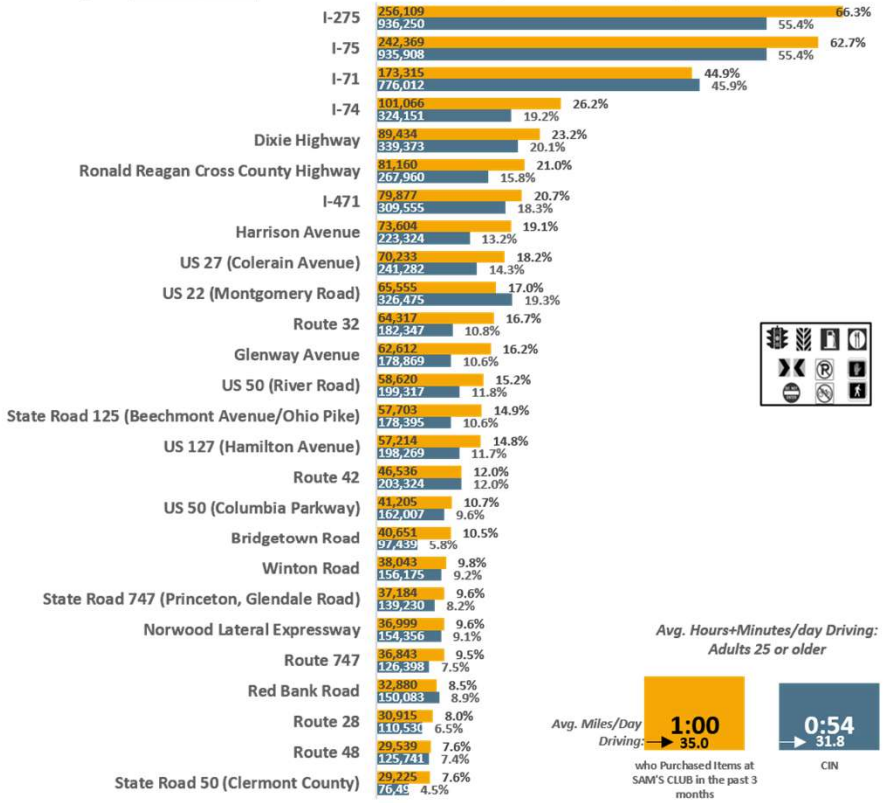
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Major stores bought past 3 months: Sam's Club



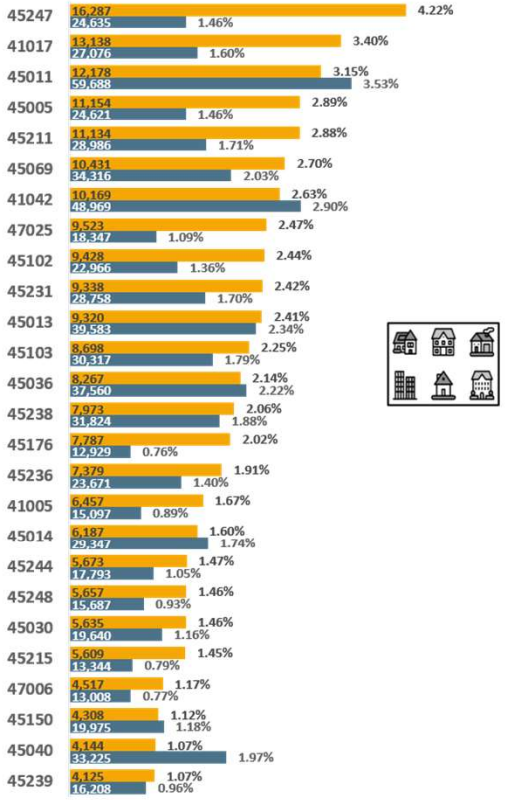
366,128 or 94.8% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months spend an average of 60.2 minutes per day driving an average of 35. miles each day and are 82.6% more likely to use Bridgetown Road than the Metro average.

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

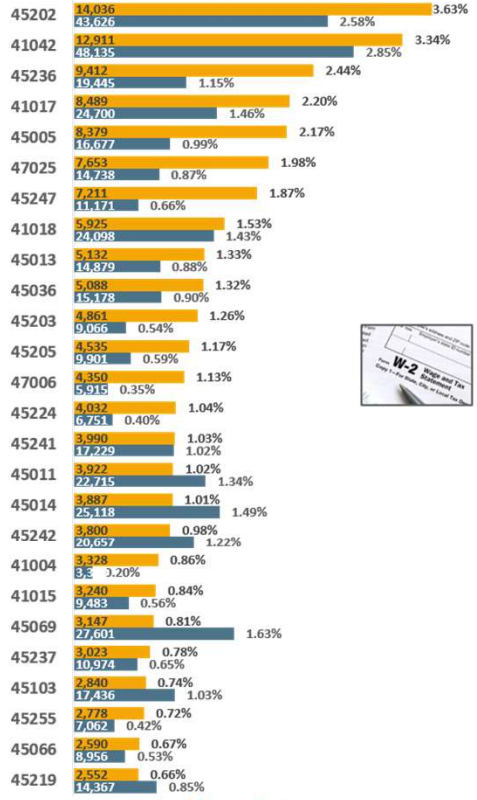


Avg. Hours+Minutes/day Driving: Adults 25 or older

Top-26 Residential Zip Codes: Adults 25 or older



Top-26 Employment Zip Codes: Adults 25 or older



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CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 827

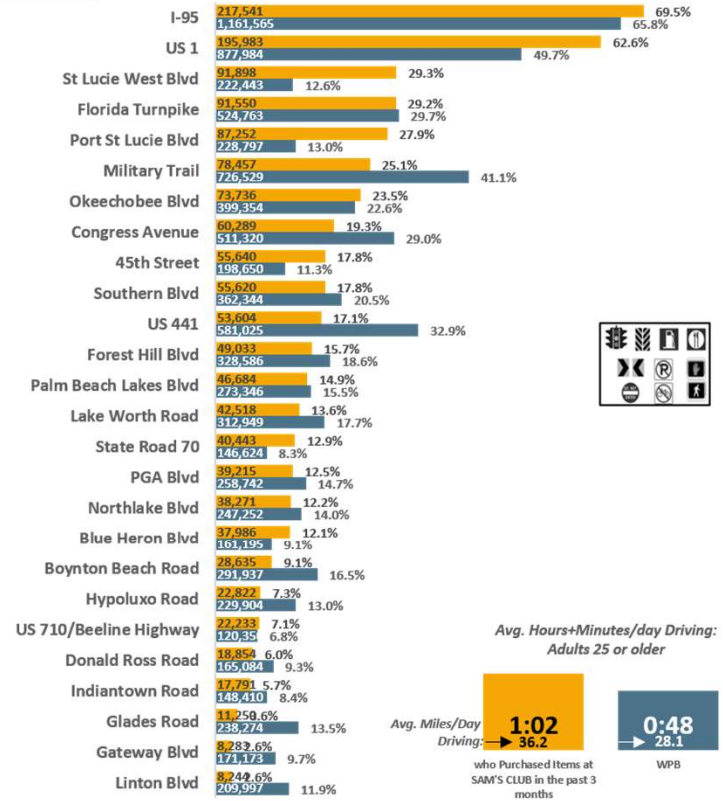
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Major stores bought past 3 months: Sam's Club

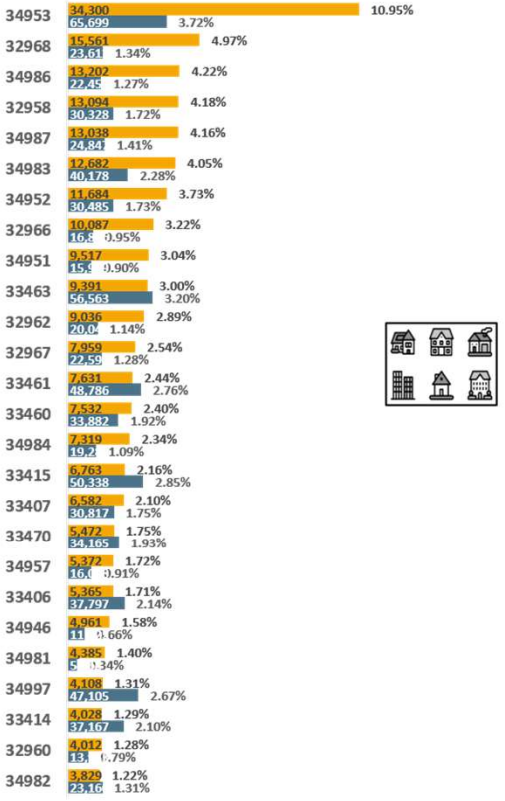


299,169 or 95.5% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months spend an average of 62.2 minutes per day driving an average of 36.2 miles each day and are 132.9% more likely to use St Lucie West Blvd than the Metro average.

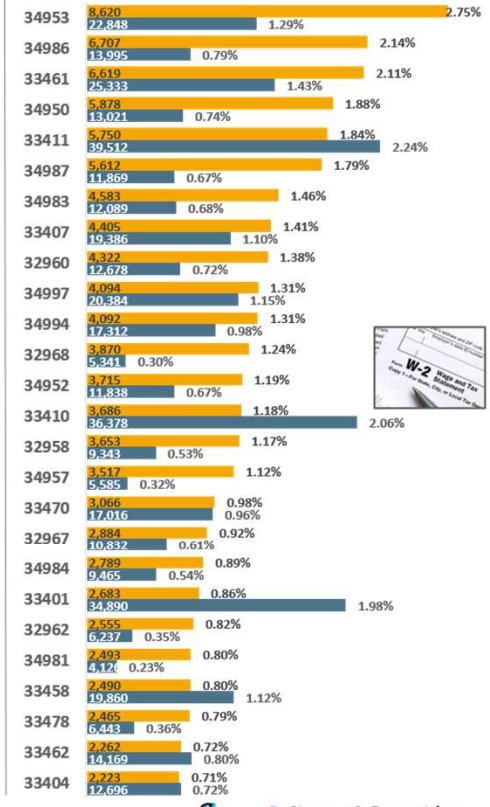
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 or older



Top-26 Residential Zip Codes: Adults 25 or older



Top-26 Employment Zip Codes: Adults 25 or older



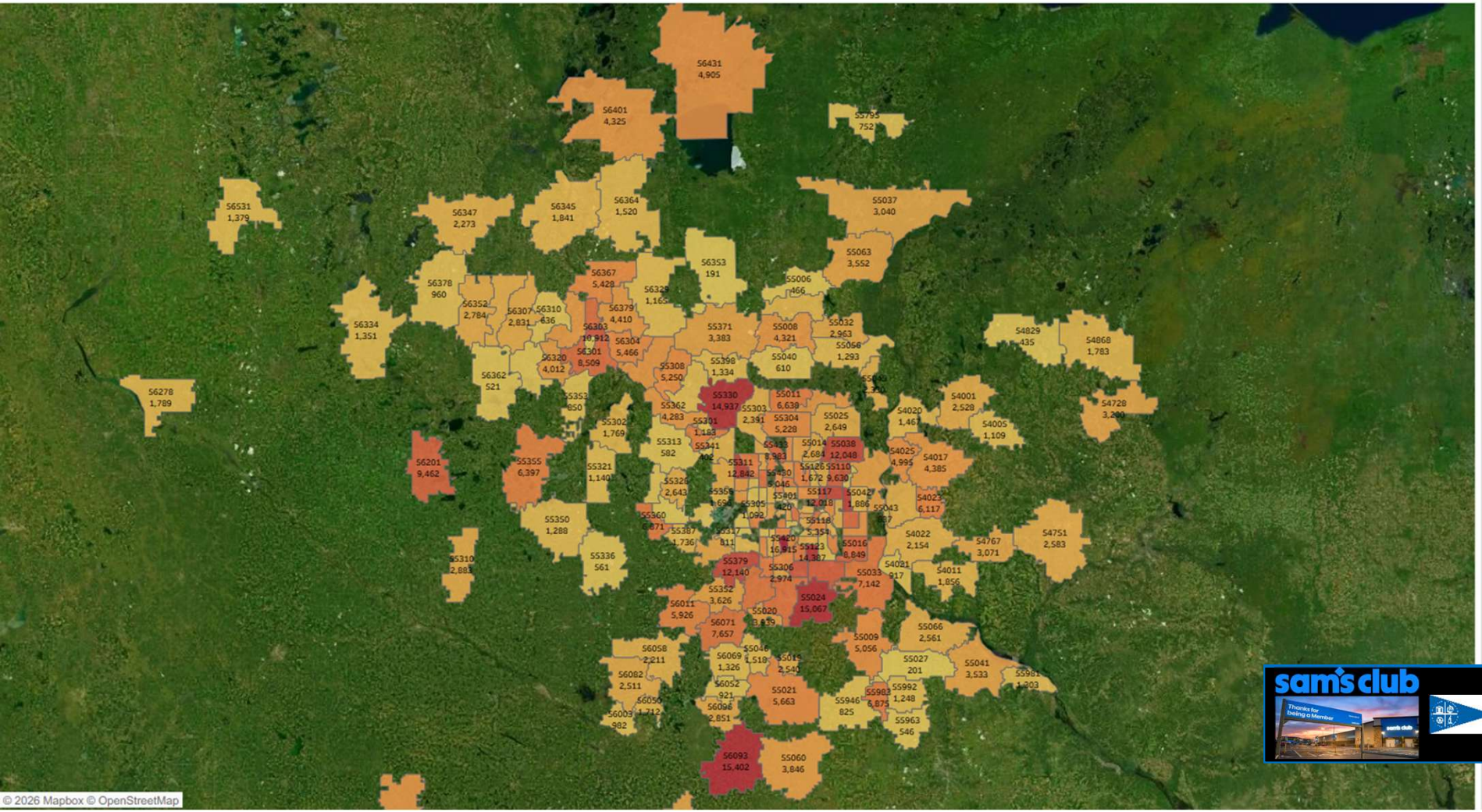
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WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,042

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Major stores bought past 3 months: Sam's Club

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



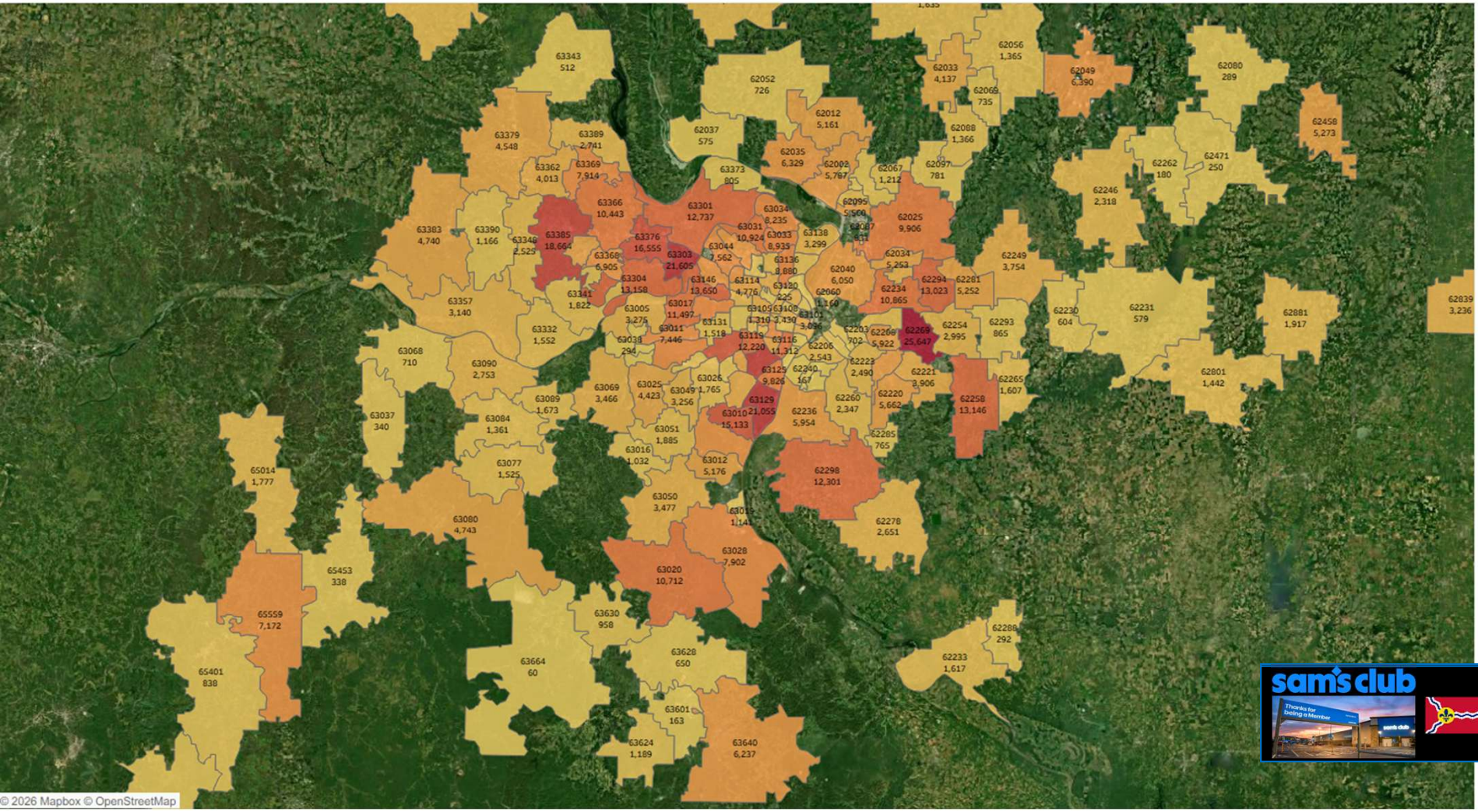
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Major stores bought past 3 months: Sam's Club

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



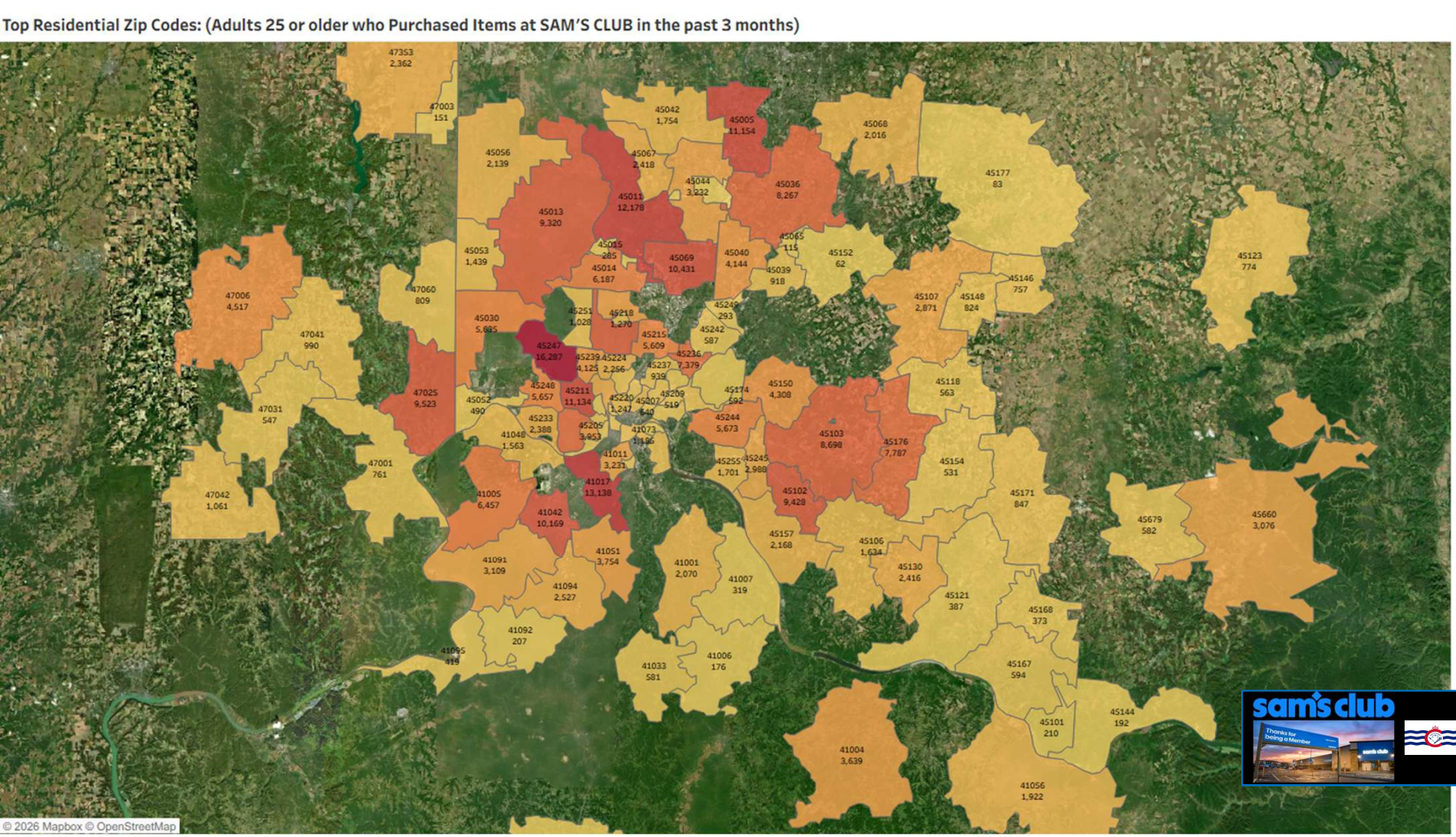
STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,281

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Major stores bought past 3 months: Sam's Club

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



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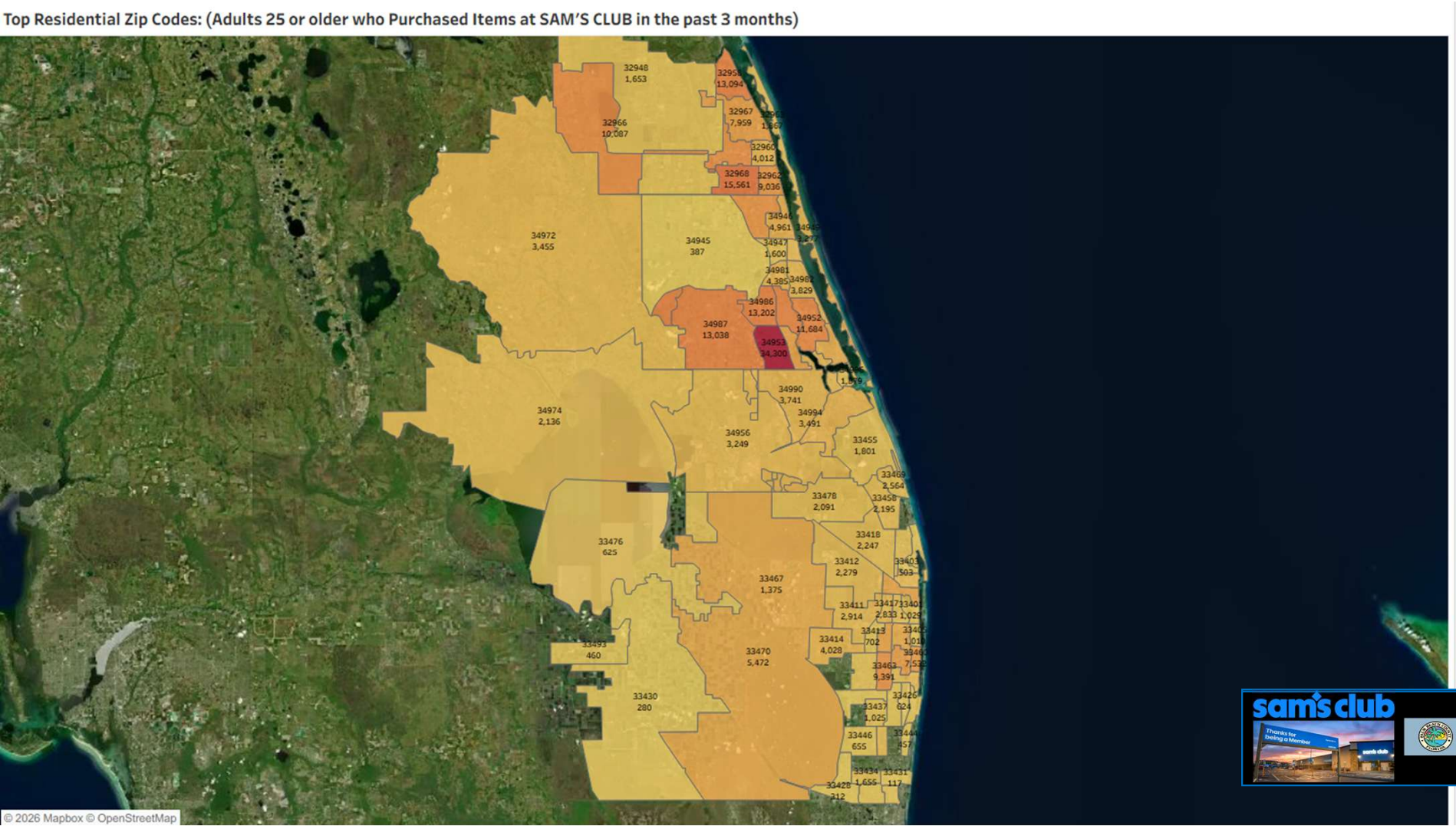
CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 827

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Major stores bought past 3 months: Sam's Club

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



sam's club
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WPB

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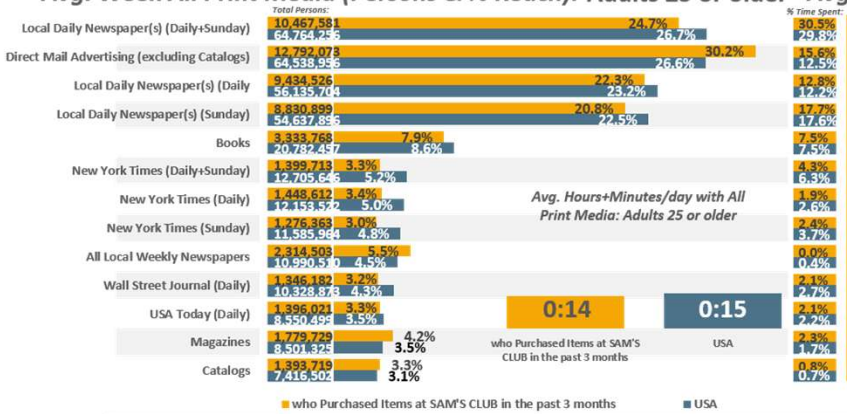
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Major stores bought past 3 months: Sam's Club

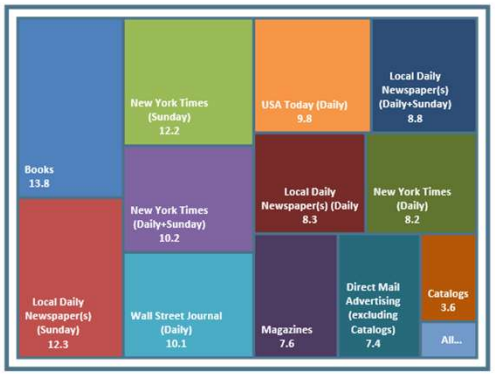


10,467,581 or 24.7% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.8 minutes every day representing 33.% of all time spent daily with All forms of Print Media.

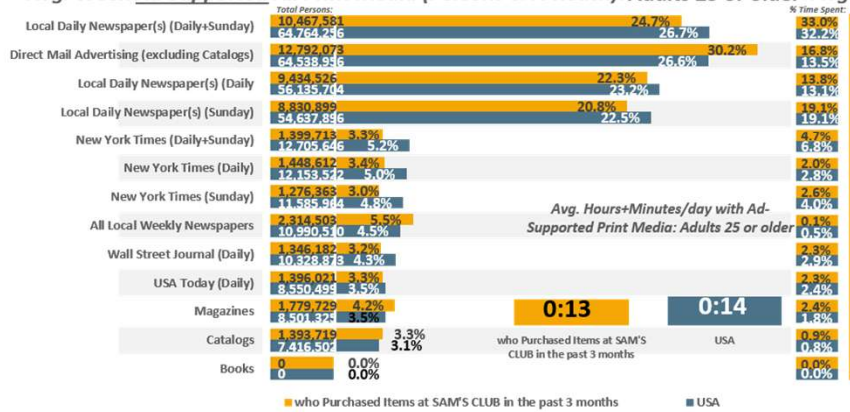
Avg. Week All Print Media (Persons & % Reach): Adults 25 or older





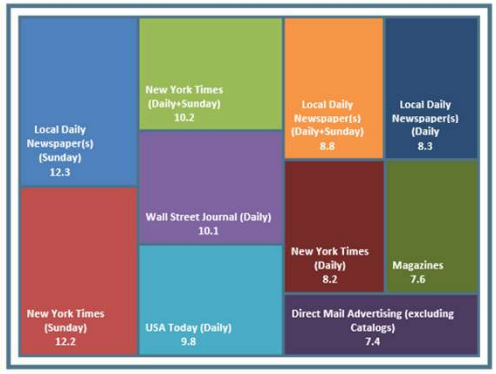


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 or older



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





USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 7,602

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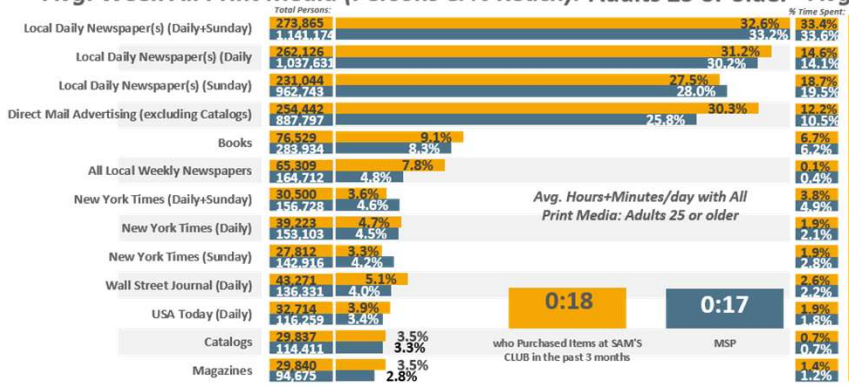
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Major stores bought past 3 months: Sam's Club



273,865 or 32.6% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9. minutes every day representing 35.8% of all time spent daily with All forms of Print Media.

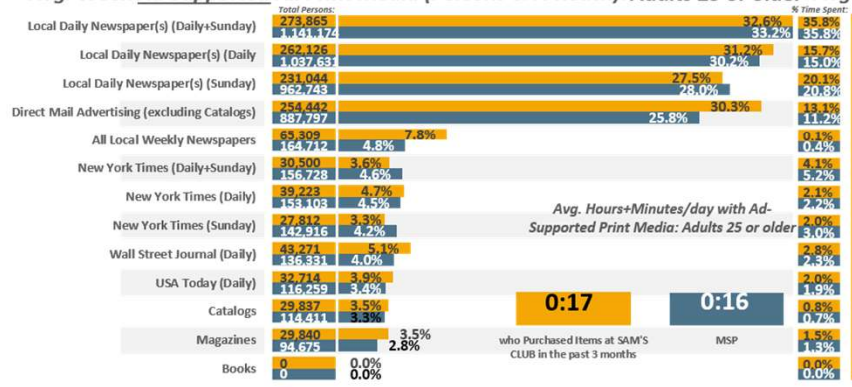
Avg. Week All Print Media (Persons & % Reach): Adults 25 or older



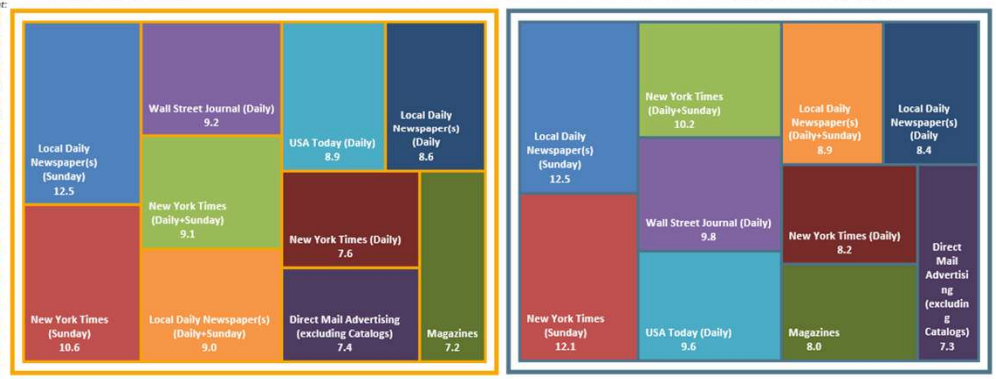
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 857

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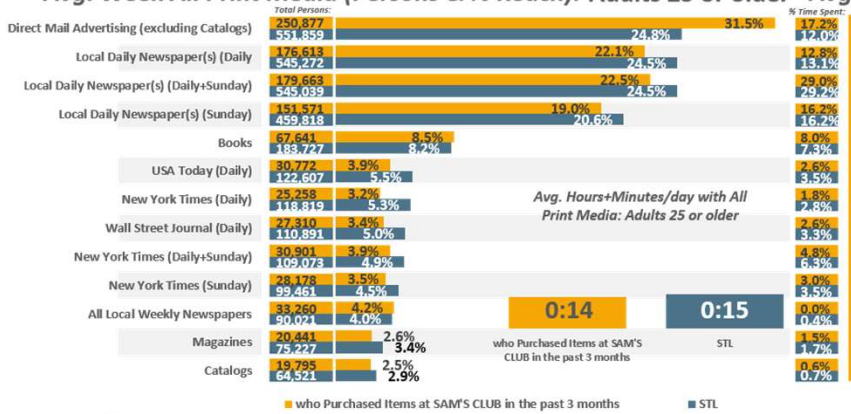
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Major stores bought past 3 months: Sam's Club

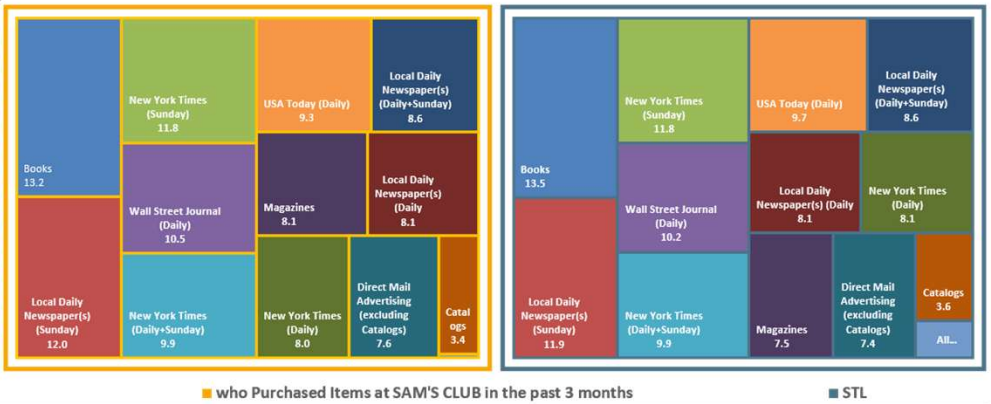


179,663 or 22.5% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.6 minutes every day representing 31.6% of all time spent daily with All forms of Print Media.

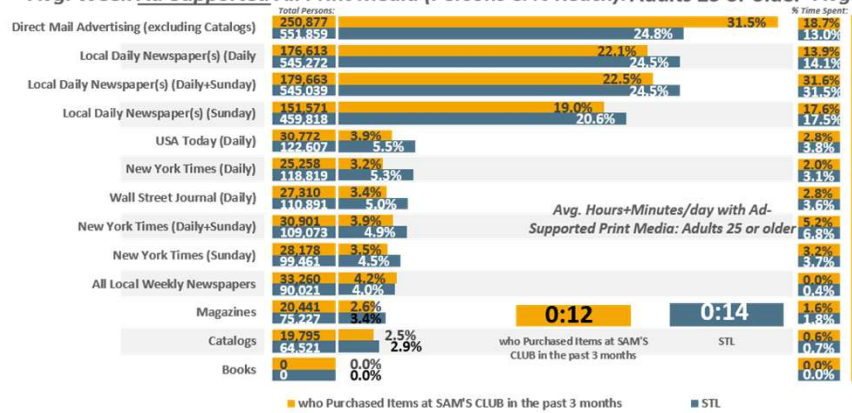
Avg. Week All Print Media (Persons & % Reach): Adults 25 or older



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



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



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



STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,281

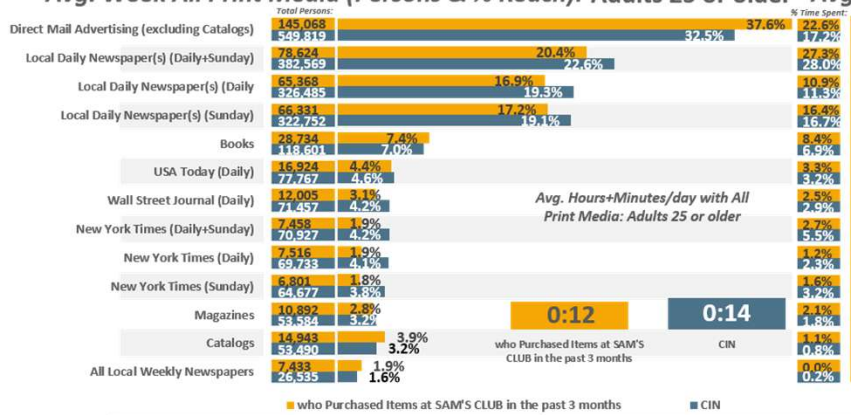
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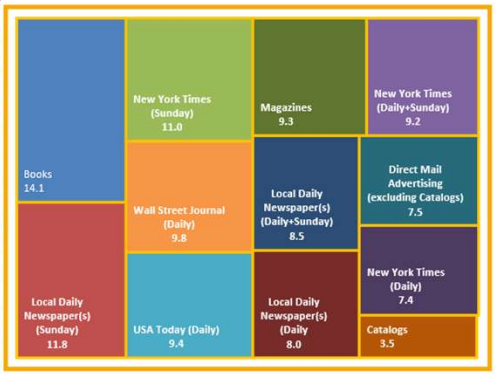
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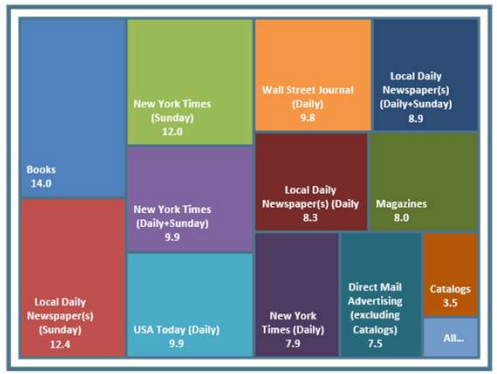
Major stores bought past 3 months: Sam's Club

78,624 or 20.4% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.5 minutes every day representing 29.8% of all time spent daily with All forms of Print Media.

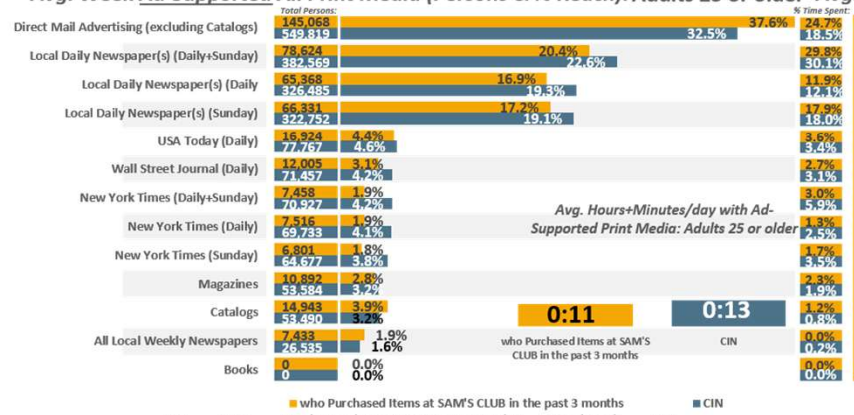
Avg. Week All Print Media (Persons & % Reach): Adults 25 or older



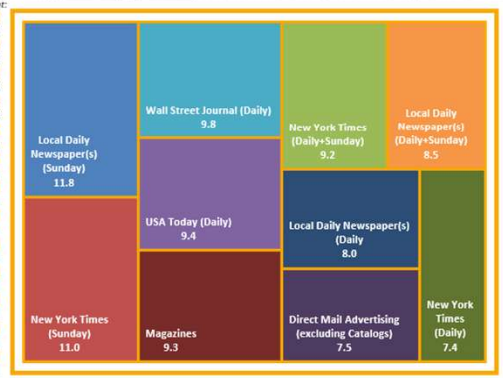


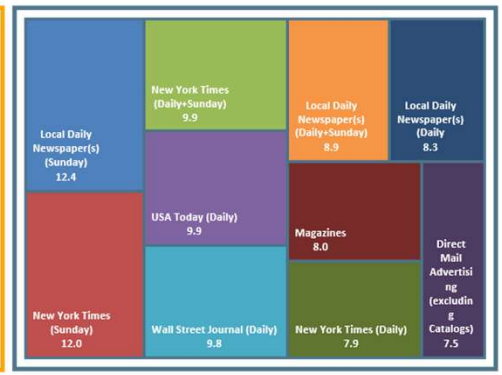


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 or older



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





CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 827

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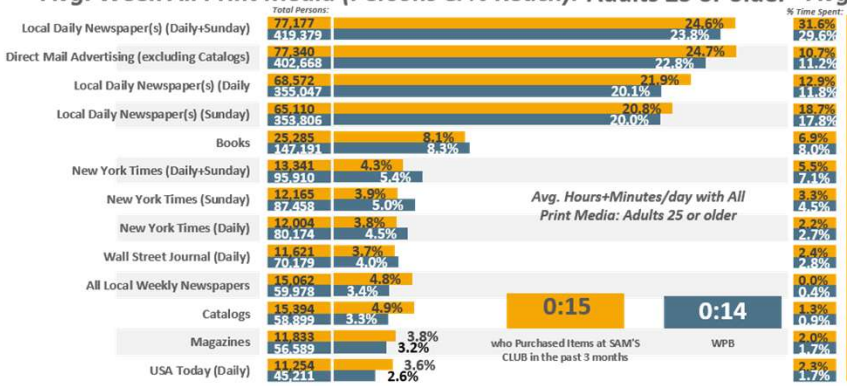
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Major stores bought past 3 months: Sam's Club

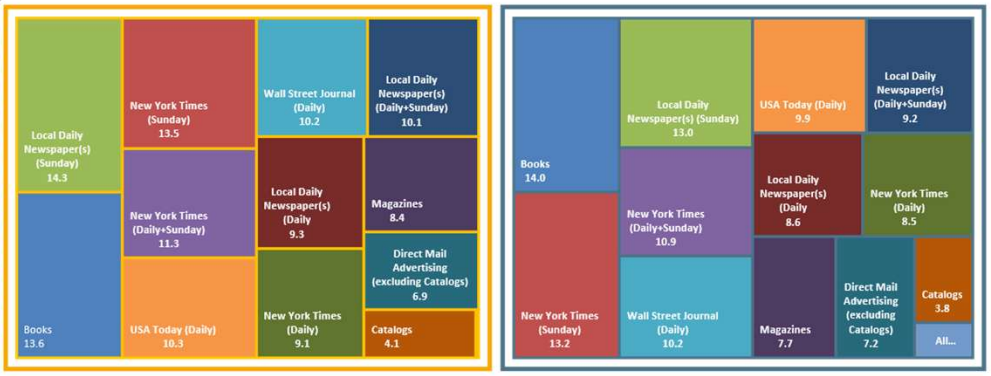


77,177 or 24.6% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.1 minutes every day representing 34.% of all time spent daily with All forms of Print Media.

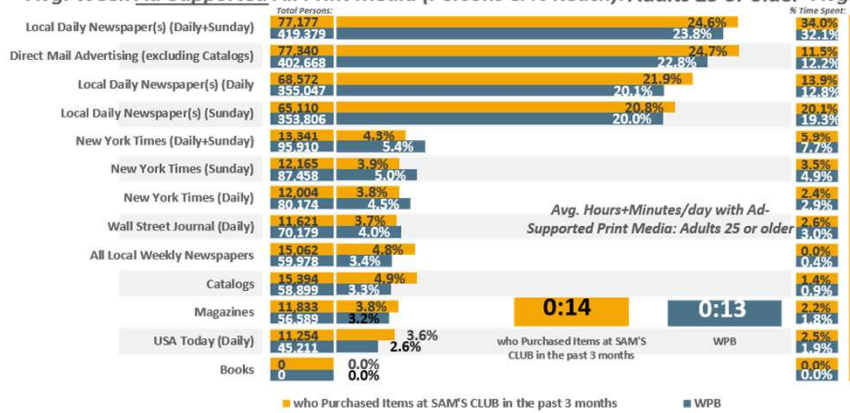
Avg. Week All Print Media (Persons & % Reach): Adults 25 or older



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



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



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



WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,042

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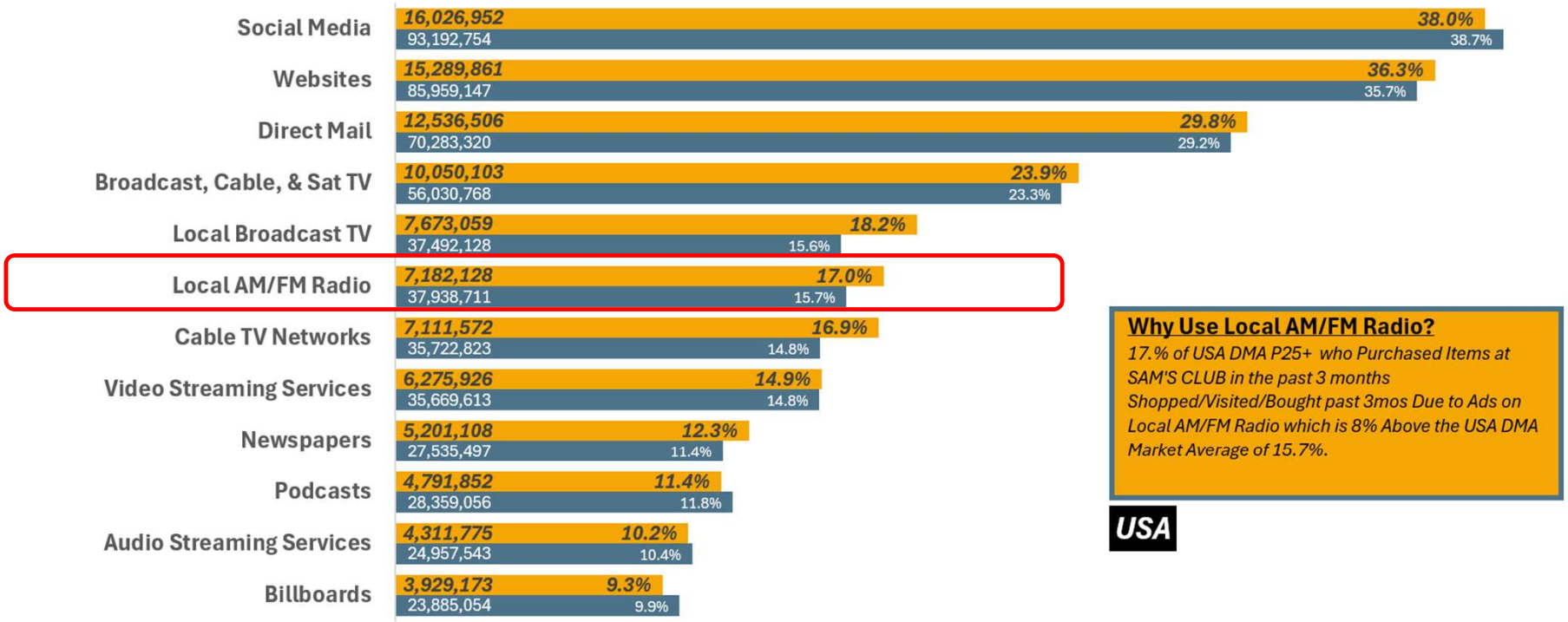
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Major stores bought past 3 months: Sam's Club



"Advertising Actions"

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



Why Use Local AM/FM Radio?

17.% of USA DMA P25+ who Purchased Items at SAM'S CLUB in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 8% Above the USA DMA Market Average of 15.7%.

USA

USA DMA Scarborough R2 2025-26: Feb24-Jul26 Qual Intab: 7602

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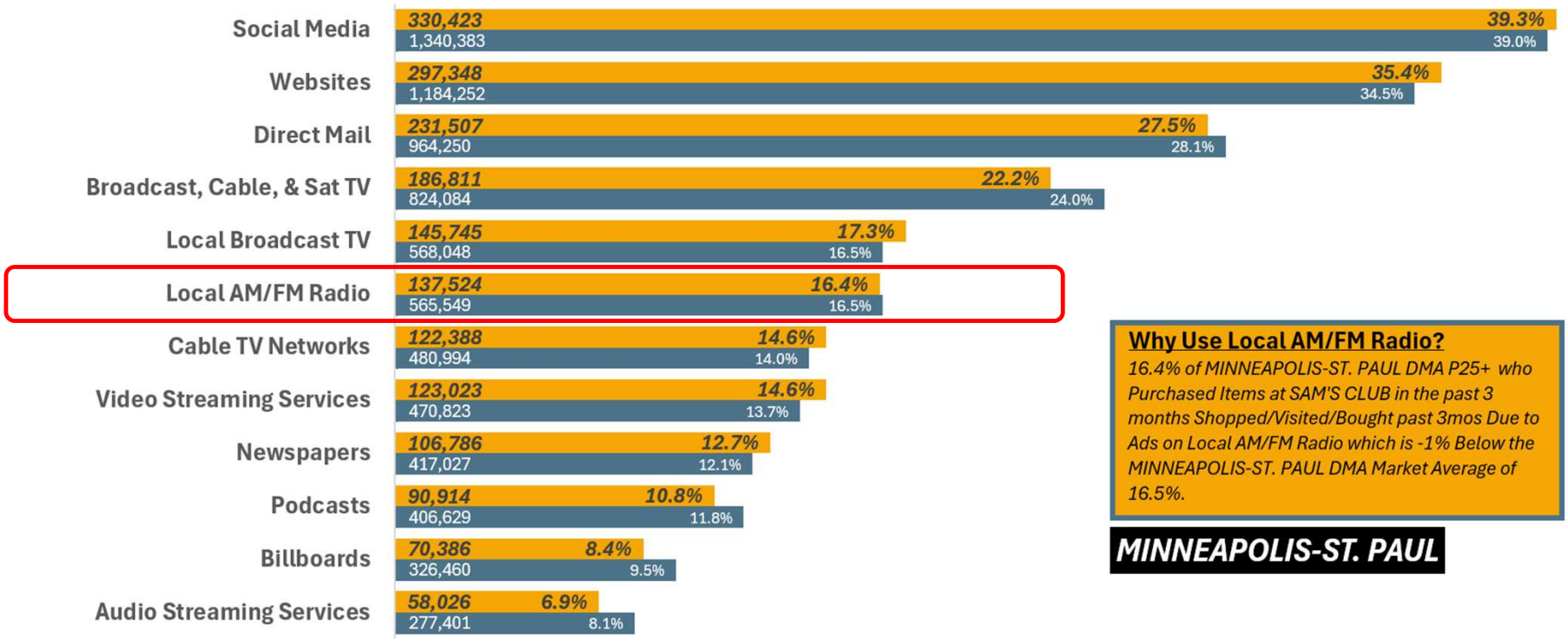
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Major stores bought past 3 months: Sam's Club



"Advertising Actions"

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



Why Use Local AM/FM Radio?

16.4% of MINNEAPOLIS-ST. PAUL DMA P25+ who Purchased Items at SAM'S CLUB in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -1% Below the MINNEAPOLIS-ST. PAUL DMA Market Average of 16.5%.

MINNEAPOLIS-ST. PAUL

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 / Scarborough R1 2025: Feb24-Feb25 Qual Intab: 857

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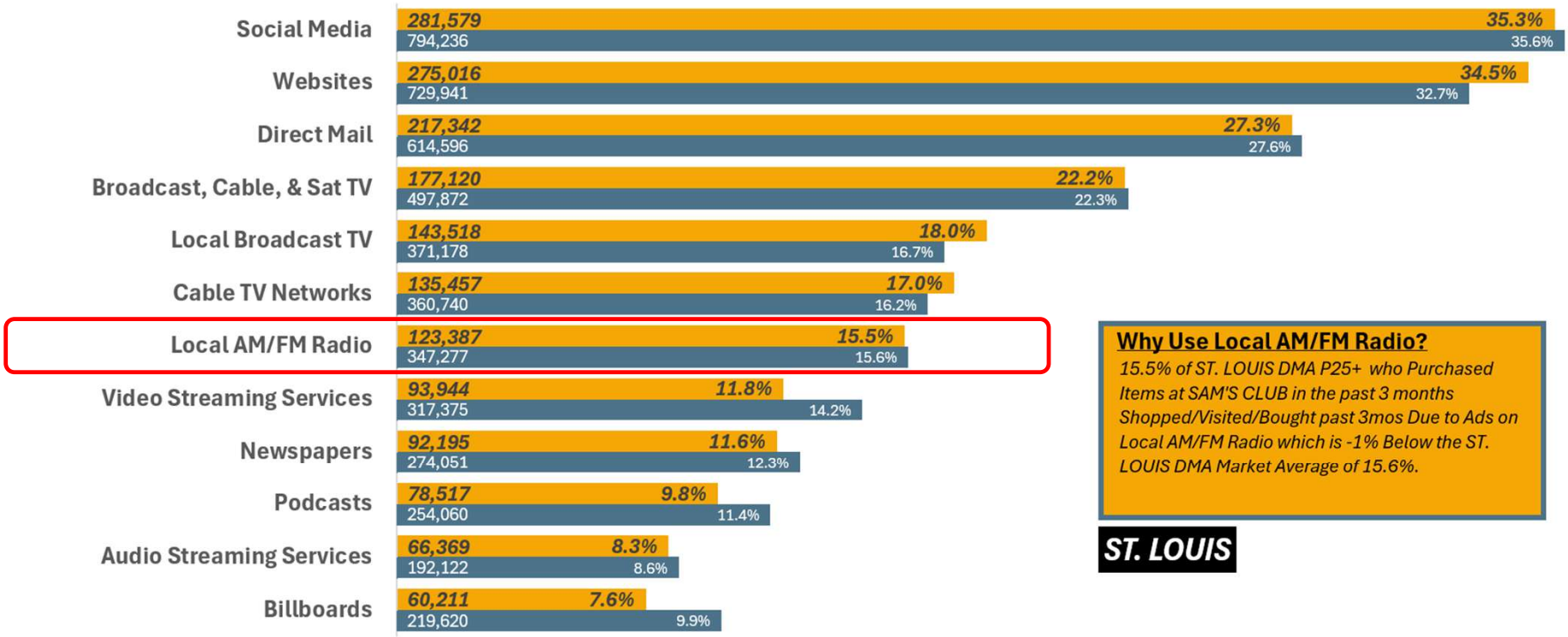
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Major stores bought past 3 months: Sam's Club



"Advertising Actions"

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



Why Use Local AM/FM Radio?

15.5% of ST. LOUIS DMA P25+ who Purchased Items at SAM'S CLUB in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -1% Below the ST. LOUIS DMA Market Average of 15.6%.

ST. LOUIS

ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 / Scarborough R1 2025: Feb24-Feb25 Qual Intab: 1281

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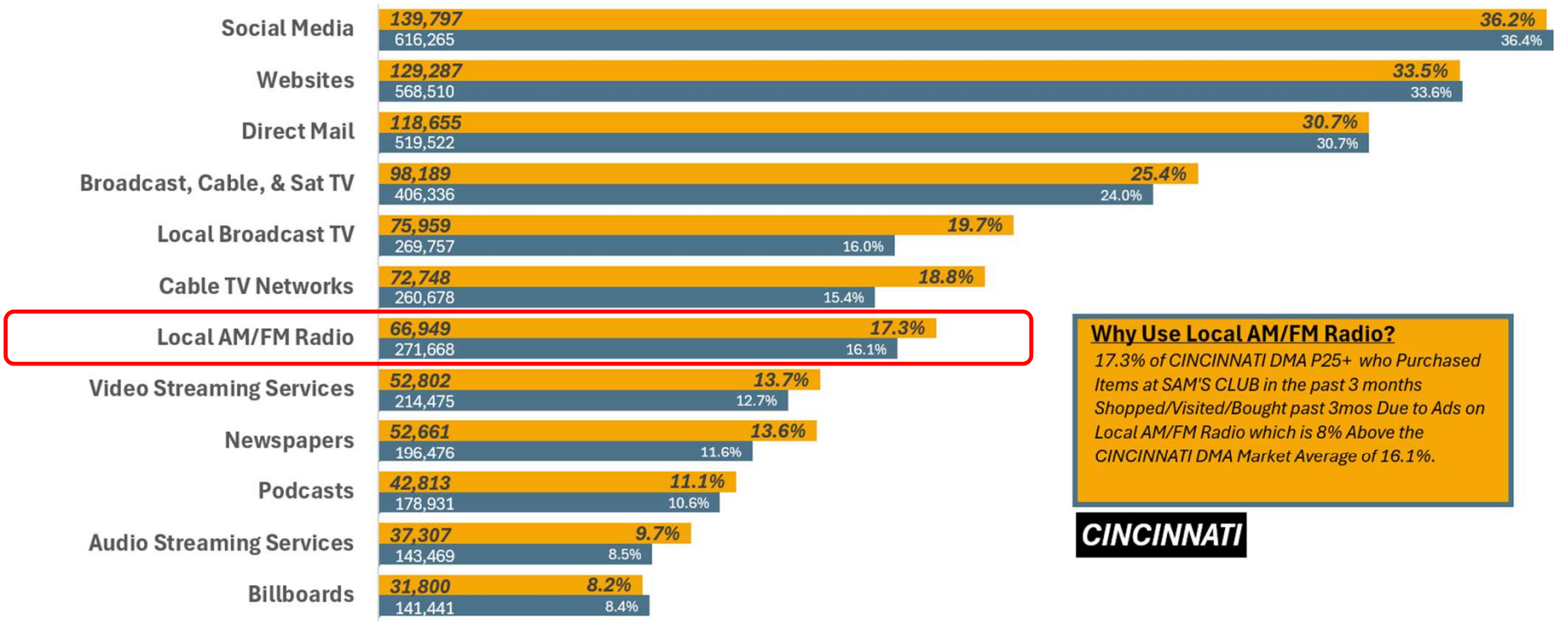
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Major stores bought past 3 months: Sam's Club



"Advertising Actions"

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



Why Use Local AM/FM Radio?

17.3% of CINCINNATI DMA P25+ who Purchased Items at SAM'S CLUB in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 8% Above the CINCINNATI DMA Market Average of 16.1%.

CINCINNATI

CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 / Scarborough R1 2025: Feb24-Feb25 Qual Intab:...

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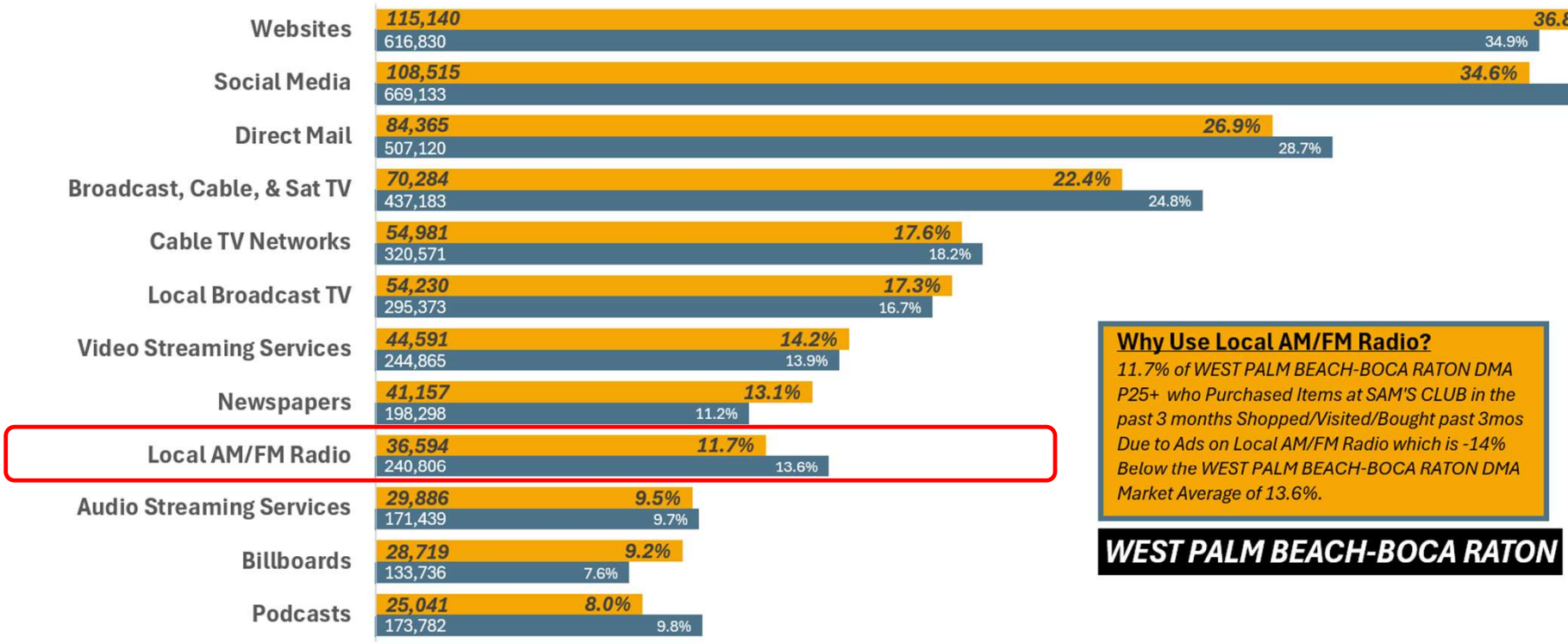
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Major stores bought past 3 months: Sam's Club



"Advertising Actions"

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



Why Use Local AM/FM Radio?

11.7% of WEST PALM BEACH-BOCA RATON DMA P25+ who Purchased Items at SAM'S CLUB in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -14% Below the WEST PALM BEACH-BOCA RATON DMA Market Average of 13.6%.

WEST PALM BEACH-BOCA RATON

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

P25+ WEST PALM BEACH-BOCA RATON AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2026: Aug25-Jul26 / Scarborough R2 2025: Aug24-Jun25 Qual Intab: 1042

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Major stores bought past 3 months: Sam's Club