USA+4 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, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA** and **PHOENIX 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

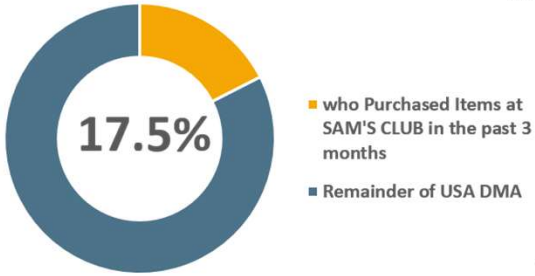
And, Yes! You ARE Smart Enough to Read a Robinhood Legend. So get ready to Learn!

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.

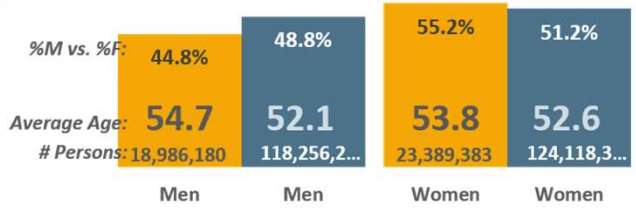
Percent of Market: Adults 25 or older



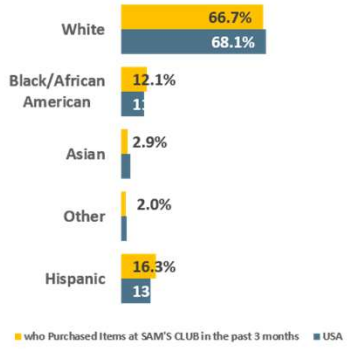
Total Persons:



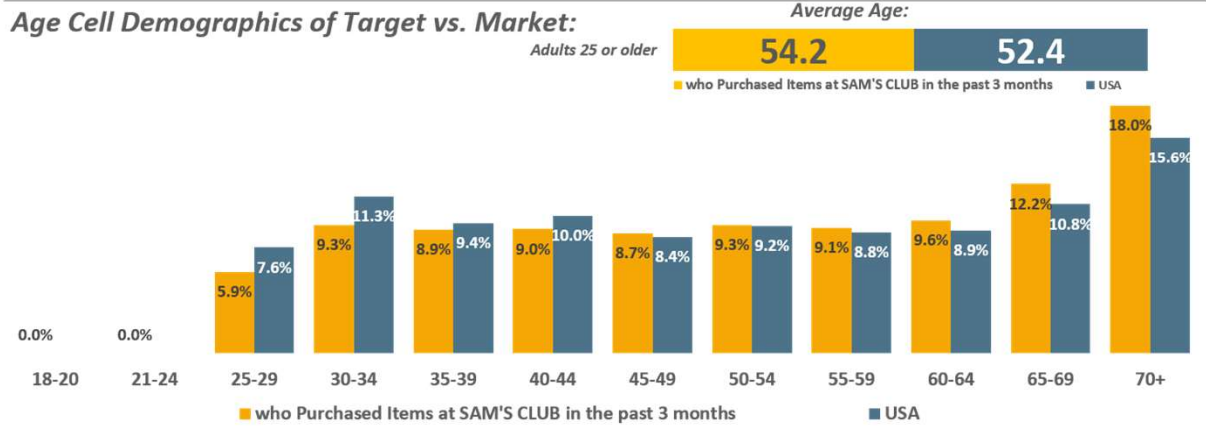
Gender of Target vs. Market: Adults 25 or older



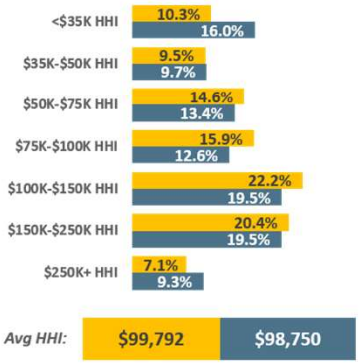
Ethnicity of Target vs. Market:



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

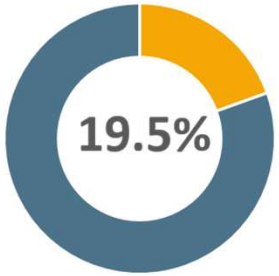
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Major stores bought past 3 months: Sam's Club



19.5% or 1,310,226 of CHI 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 53.3 years old (2.6% older than average) and have a $109,710 (1.1% lower than average) annual household income.

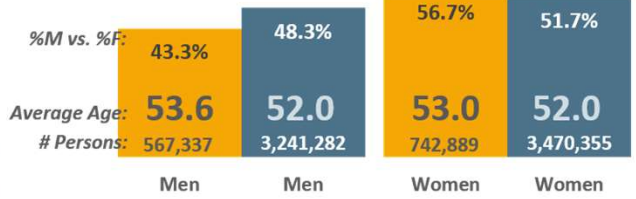
Percent of Market: Adults 25 or older



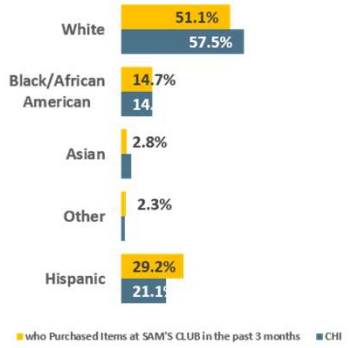
Total Persons:



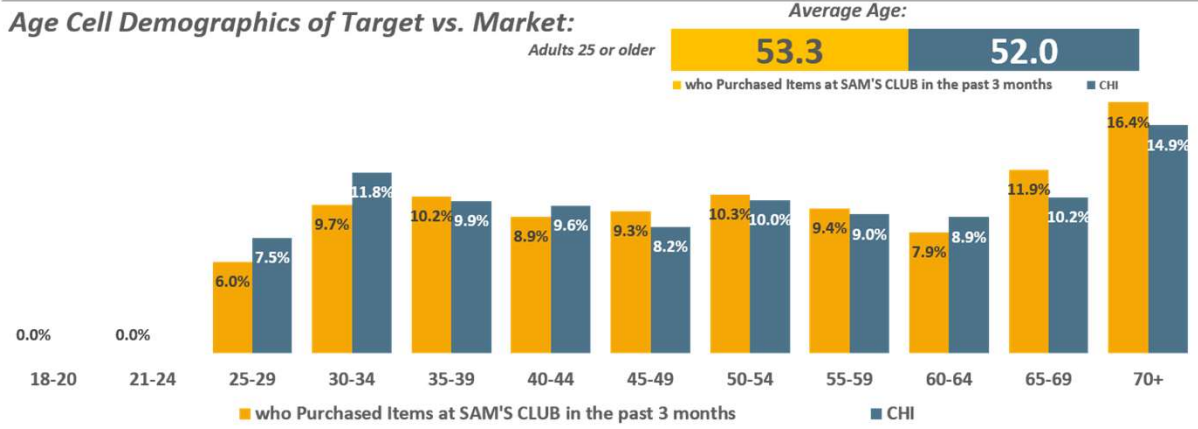
Gender of Target vs. Market: Adults 25 or older



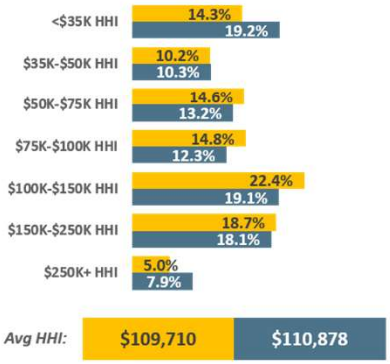
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



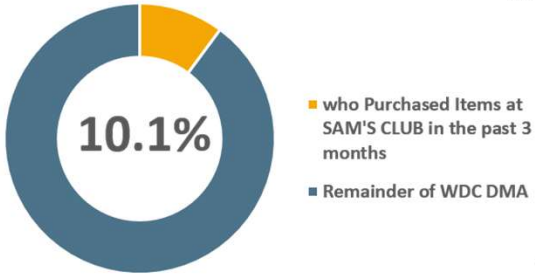
Avg HHI: $109,710 | $110,878

CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,401

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10.1% or 514,164 of WDC 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 52.7 years old (2.6% older than average) and have a $147,288 (4.1% higher than average) annual household income.

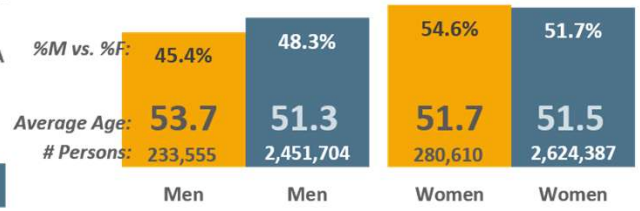
Percent of Market: Adults 25 or older



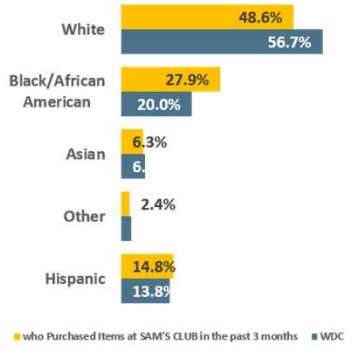
Total Persons:

514,164 | 4,561,927

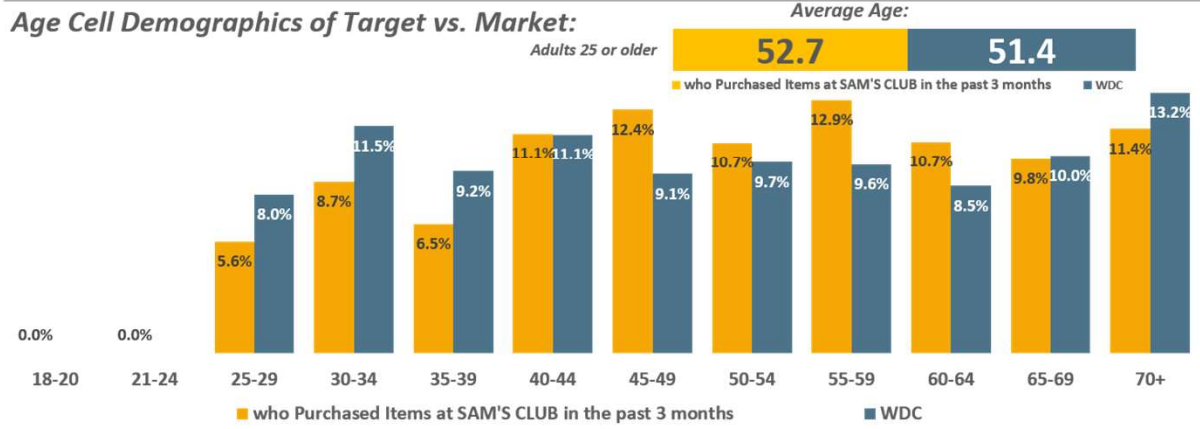
Gender of Target vs. Market: Adults 25 or older



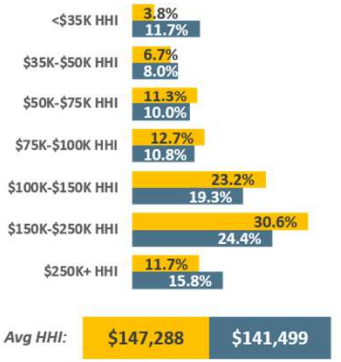
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $147,288 | $141,499

WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,101

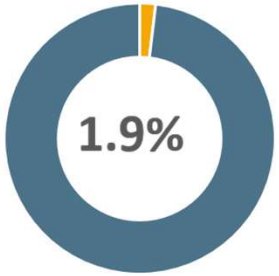
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Major stores bought past 3 months: Sam's Club



1.9% or 77,125 of SEA 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 55.4 years old (7.5% older than average) and have a $143,074 (11.4% higher than average) annual household income.

Percent of Market: Adults 25 or older

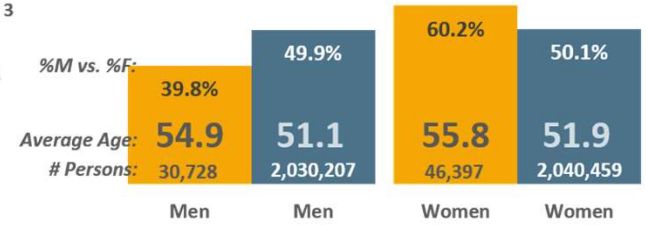


- who Purchased Items at SAM'S CLUB in the past 3 months
- Remainder of SEA DMA

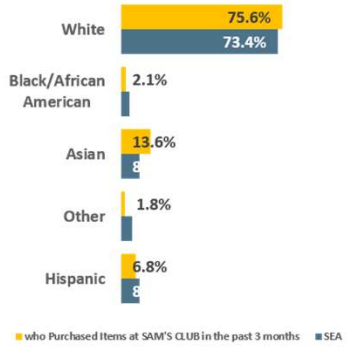
Total Persons:

77,125 | 3,993,541

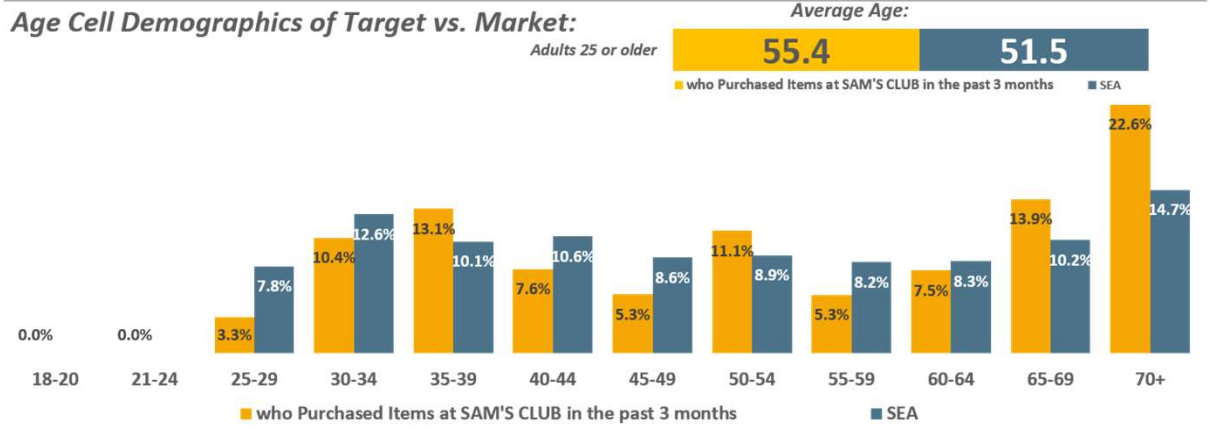
Gender of Target vs. Market: Adults 25 or older



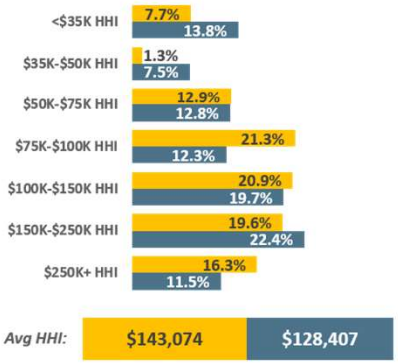
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 175

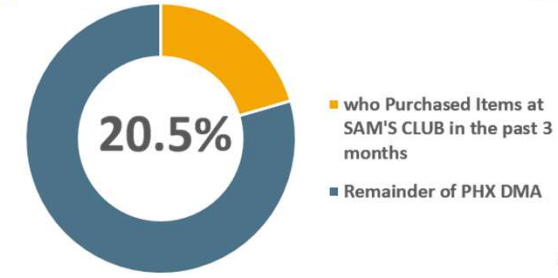
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Major stores bought past 3 months: Sam's Club

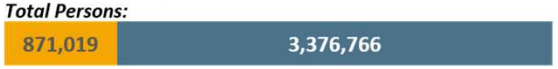


20.5% or 871,019 of PHX DMA Adults 25 or older Purchased Items at SAM'S CLUB in the past 3 months. Typical Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months are 54.6 years old (3.8% older than average) and have a $113,671 (2.2% higher than average) annual household income.

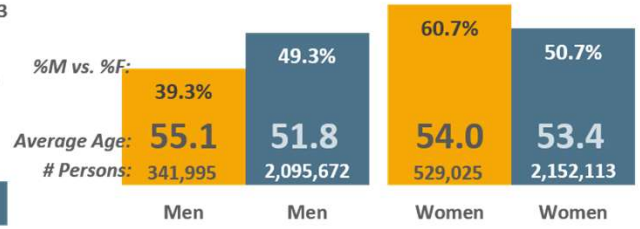
Percent of Market: Adults 25 or older



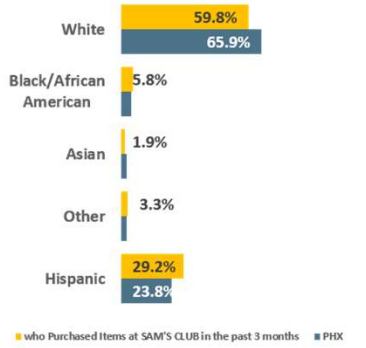
Total Persons:



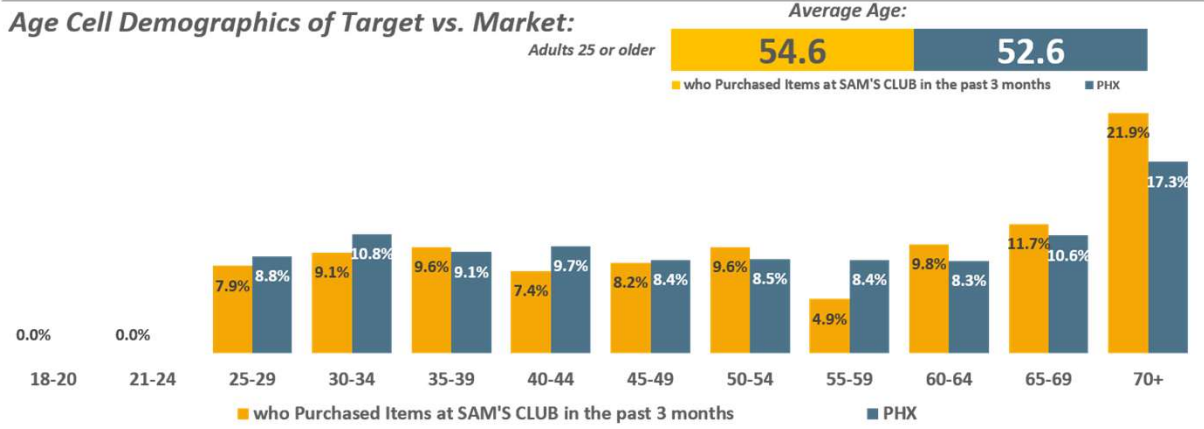
Gender of Target vs. Market: Adults 25 or older



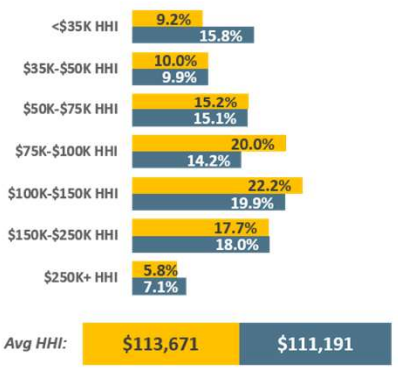
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $113,671 | $111,191

PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 918

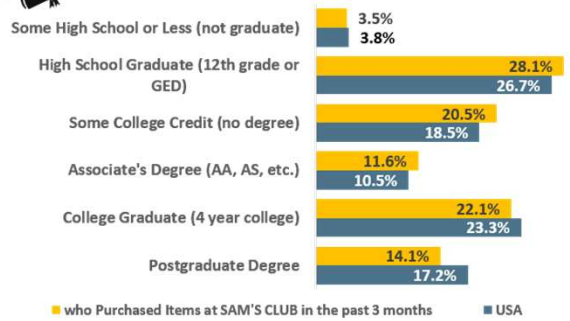
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Major stores bought past 3 months: Sam's Club

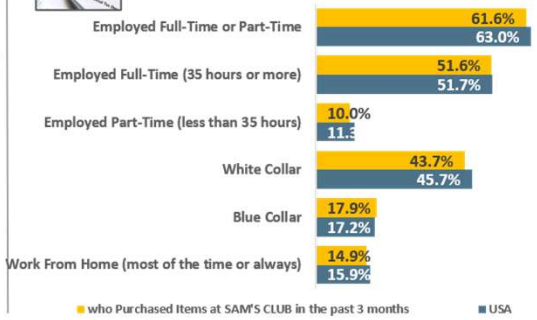


17.5% or 42,375,547 of USA DMA Adults 25 or older Purchased Items at SAM'S CLUB in the past 3 months. Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months are 10.4% less likely to be a college graduate, .1% less likely to work full-time, 17.8% more likely to be married, 10.% more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

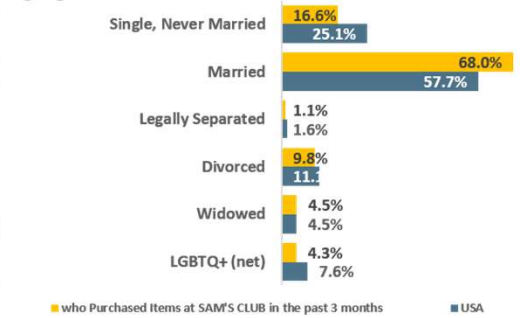
Education Levels: Adults 25 or older



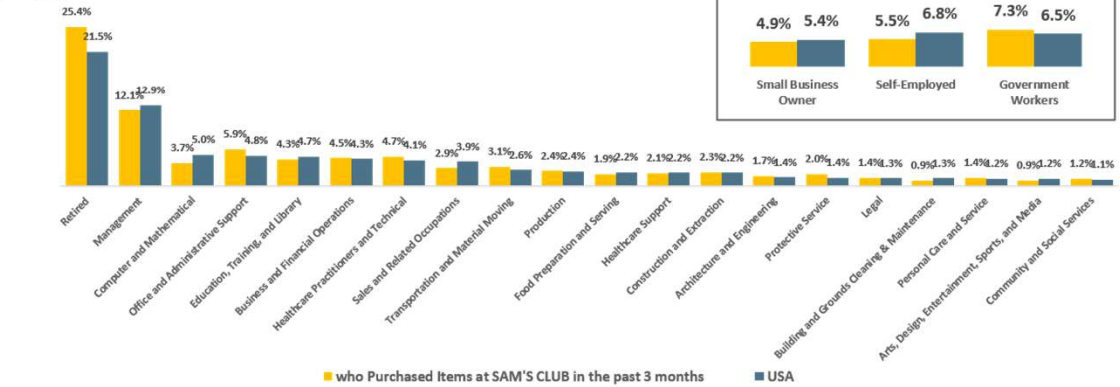
Employment: Adults 25 or older



Marital Status: Adults 25 or older

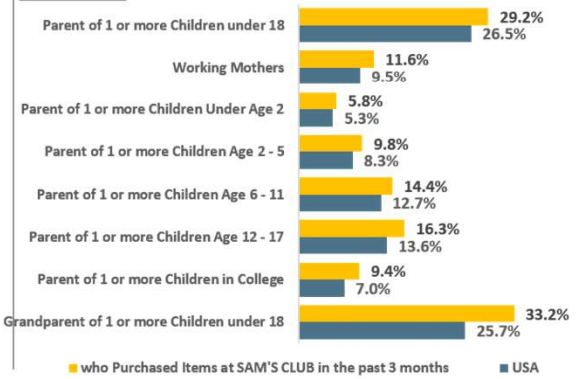


Top-20 Occupations: Adults 25 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 25 or older



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

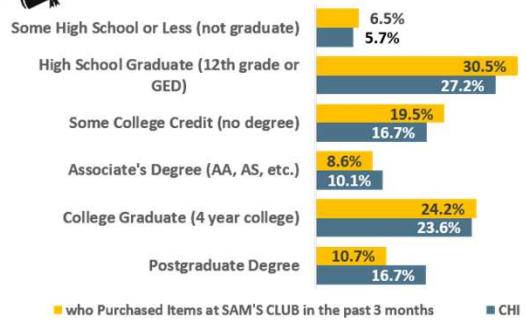
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Major stores bought past 3 months: Sam's Club

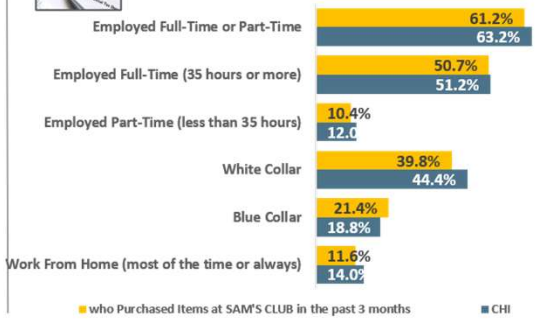


19.5% or 1,310,226 of CHI DMA Adults 25 or older Purchased Items at SAM'S CLUB in the past 3 months. Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months are 13.4% less likely to be a college graduate, .9% less likely to work full-time, 14.1% more likely to be married, 20.7% more likely to be a parent of 1 or more children under 18.

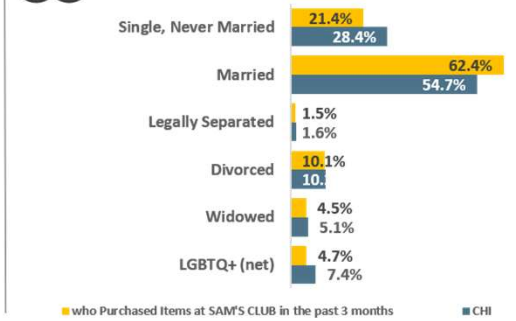
Education Levels: Adults 25 or older



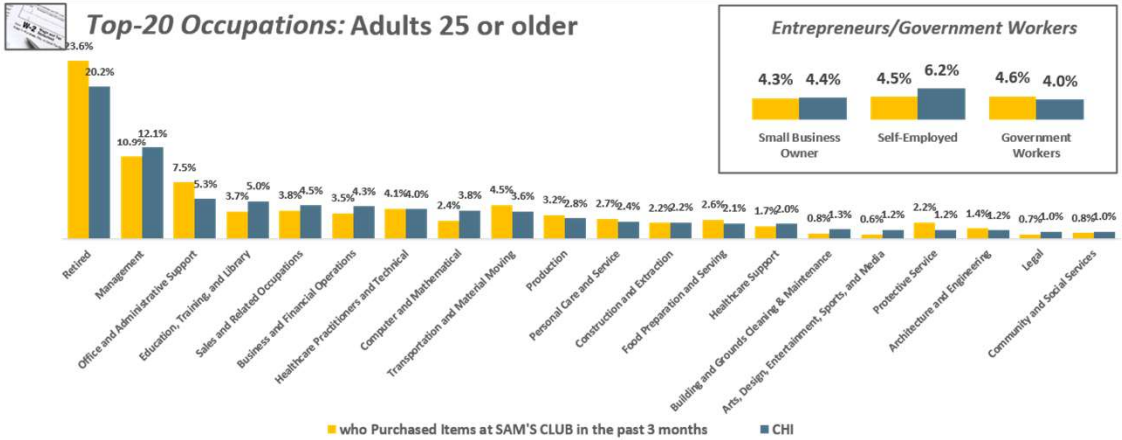
Employment: Adults 25 or older



Marital Status: Adults 25 or older

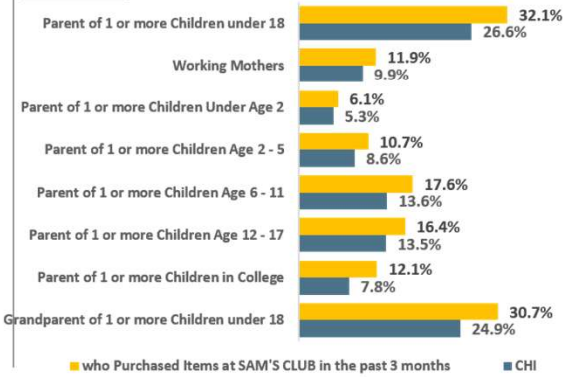


Top-20 Occupations: Adults 25 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 25 or older



CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,401

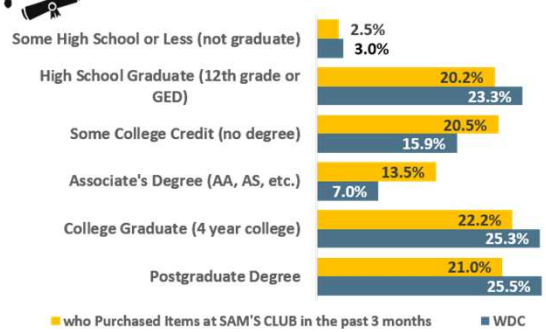
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Major stores bought past 3 months: Sam's Club

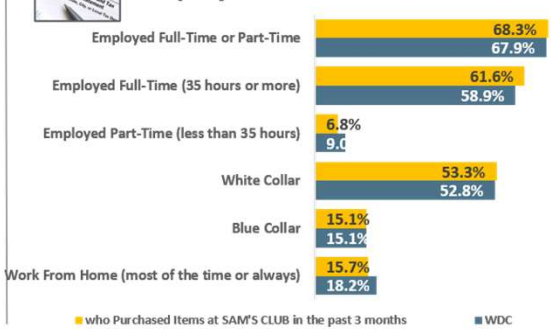


10.1% or 514,164 of WDC DMA Adults 25 or older Purchased Items at SAM'S CLUB in the past 3 months. Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months are 14.9% less likely to be a college graduate, 4.6% more likely to work full-time, 20.3% more likely to be married, .8% more likely to be a parent of 1 or more children under 18.

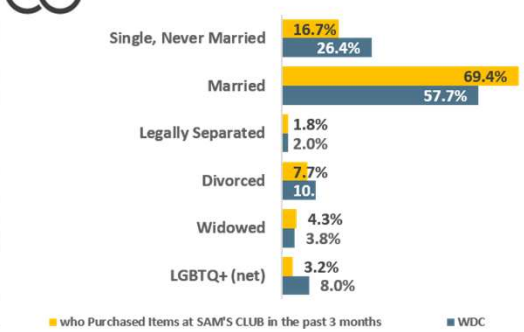
Education Levels: Adults 25 or older



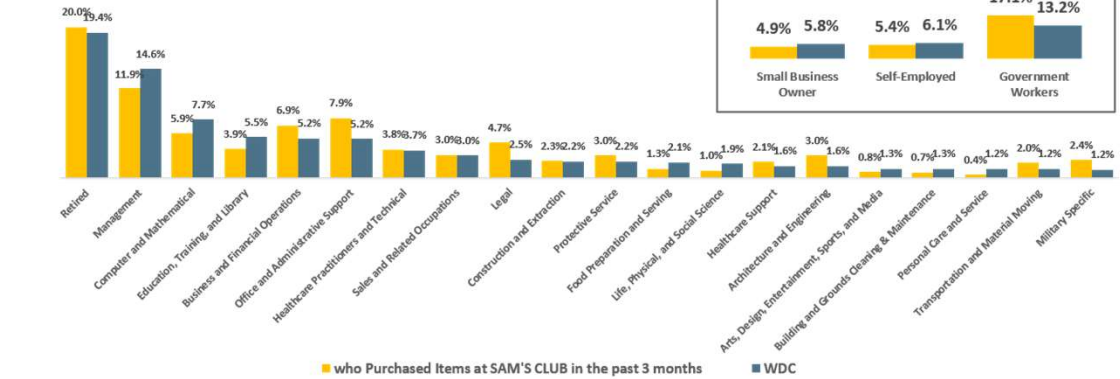
Employment: Adults 25 or older



Marital Status: Adults 25 or older

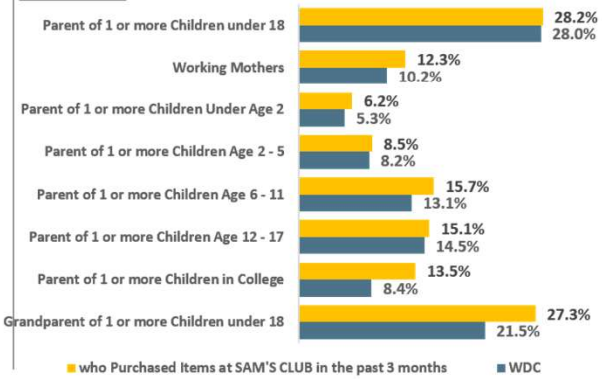


Top-20 Occupations: Adults 25 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 25 or older



WDC DMA Scarborough R2 2025-26; Aug24-Jul26 Qual Intab 1,101

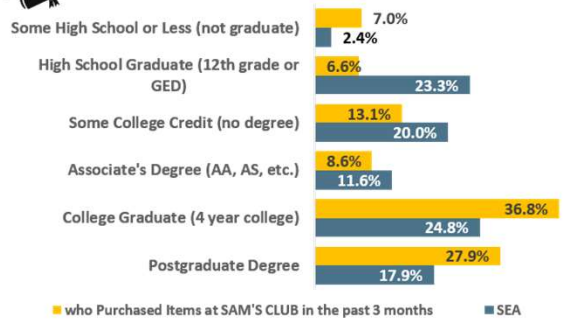
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Major stores bought past 3 months: Sam's Club

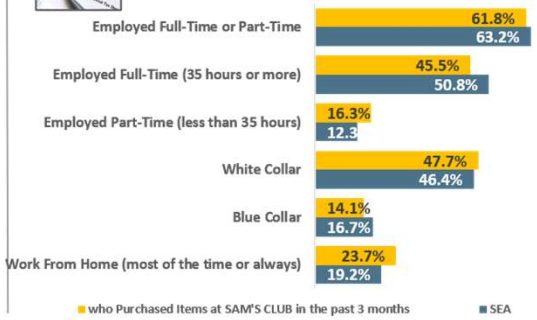


1.9% or 77,125 of SEA DMA Adults 25 or older Purchased Items at SAM'S CLUB in the past 3 months. Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months are 51.6% more likely to be a college graduate, 10.6% less likely to work full-time, 18.2% more likely to be married, 14.5% less likely to be a parent of 1 or more children under 18

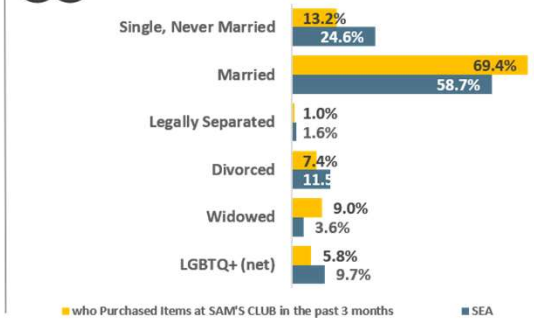
Education Levels: Adults 25 or older



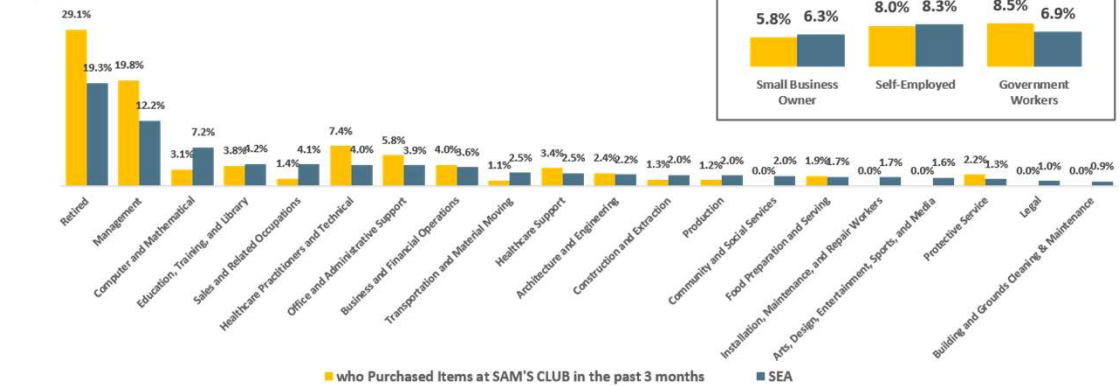
Employment: Adults 25 or older



Marital Status: Adults 25 or older

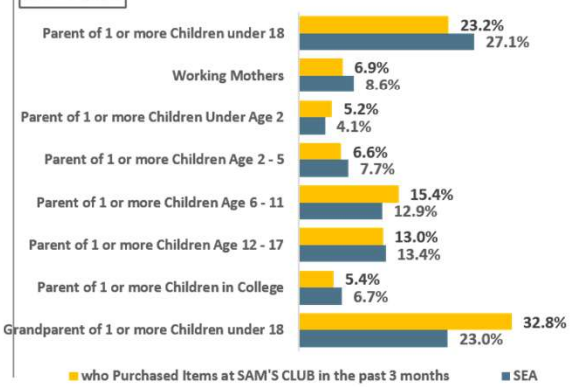


Top-20 Occupations: Adults 25 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 25 or older



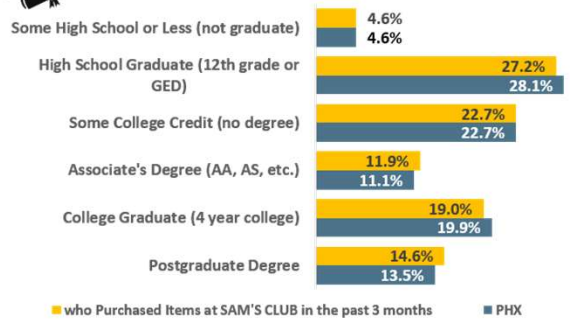
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Major stores bought past 3 months: Sam's Club

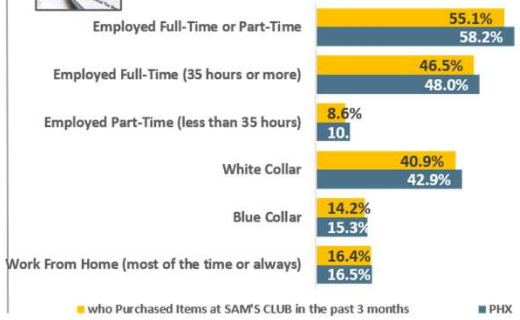


20.5% or 871,019 of PHX DMA Adults 25 or older Purchased Items at SAM'S CLUB in the past 3 months. Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months are .3% more likely to be a college graduate, 3.2% less likely to work full-time, 18.3% more likely to be married, 14.7% more likely to be a parent of 1 or more children under 18.

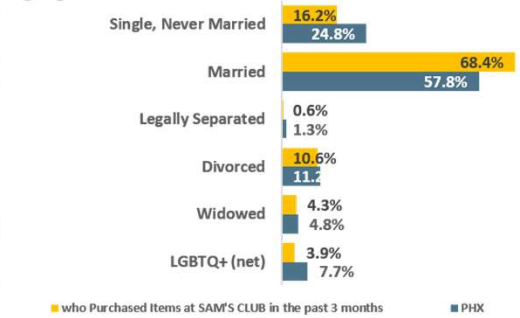
Education Levels: Adults 25 or older



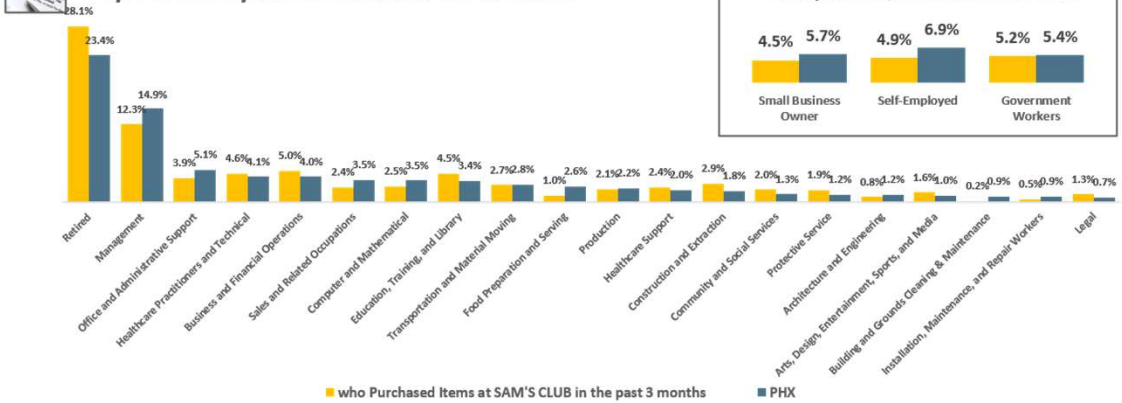
Employment: Adults 25 or older



Marital Status: Adults 25 or older

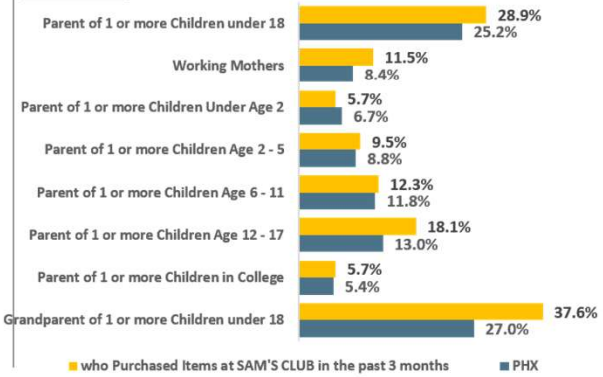


Top-20 Occupations: Adults 25 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 25 or older



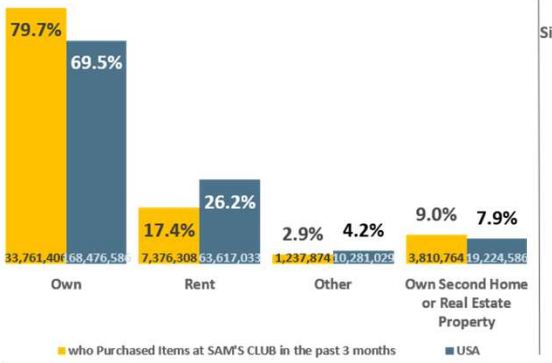
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Major stores bought past 3 months: Sam's Club

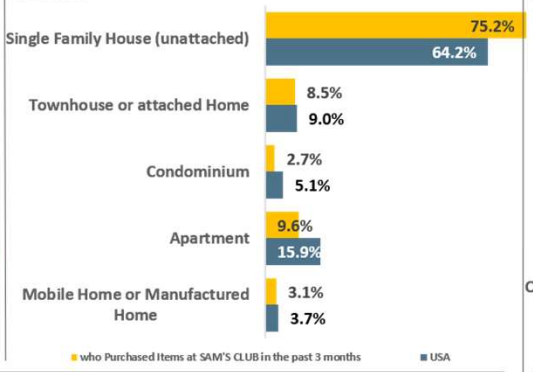


17.5% or 42,375,547 of USA DMA Adults 25 or older Purchased Items at SAM'S CLUB in the past 3 months. Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months are 14.6% more likely to own their home, 16.6% more likely to own a lower valued home, 17.1% more likely to have a single-family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

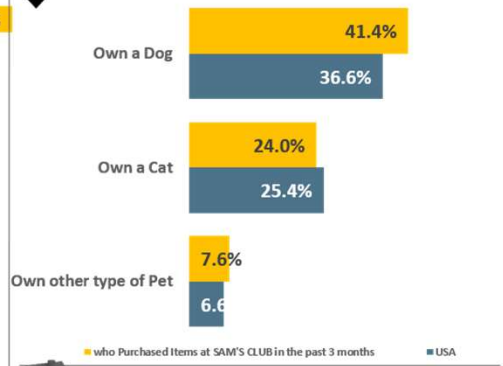
Own/Rent/Other: Adults 25 or older



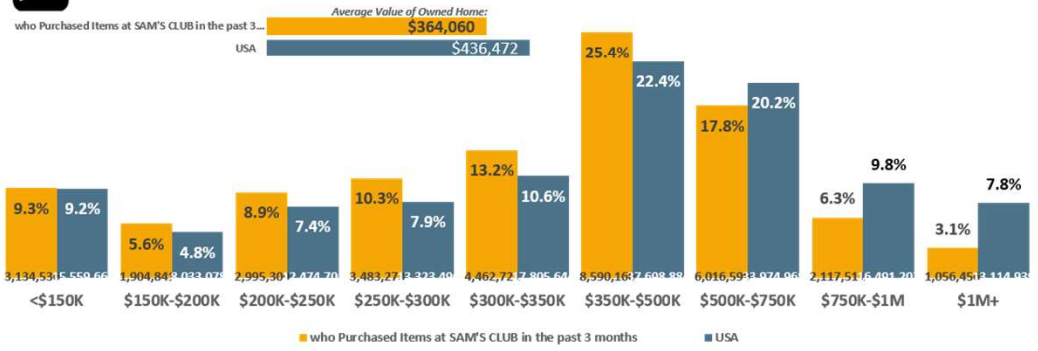
Type of Home: Adults 25 or older



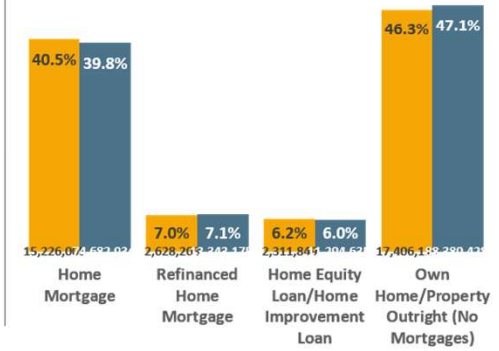
Pets in Home: Adults 25 or older



Value of Owned Home: Adults 25 or older



Home Loans: Adults 25 or older



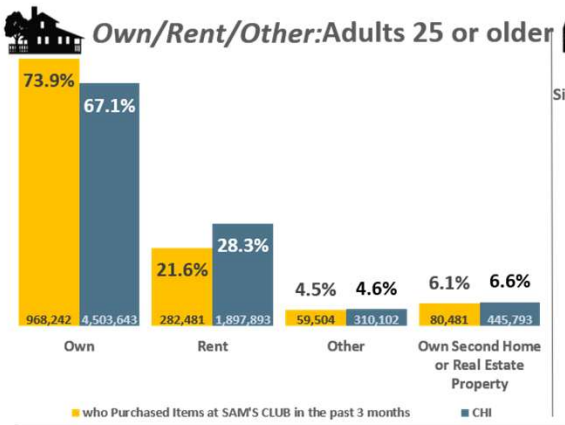
USA *USA Projection* *Scarborough R2 2025-26: Feb24-Jul26* *Qual Intab* *7,602*

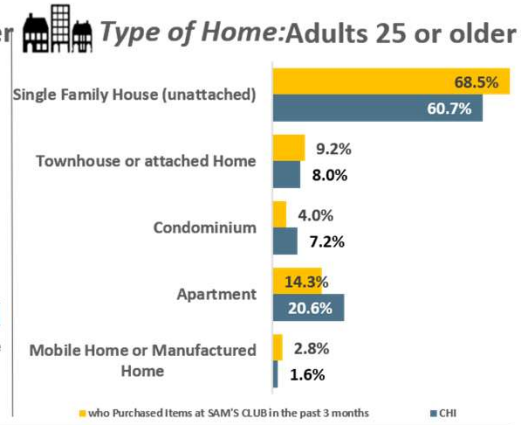
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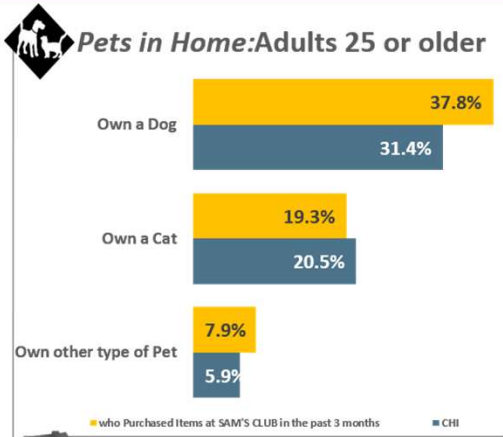
Major stores bought past 3 months: Sam's Club

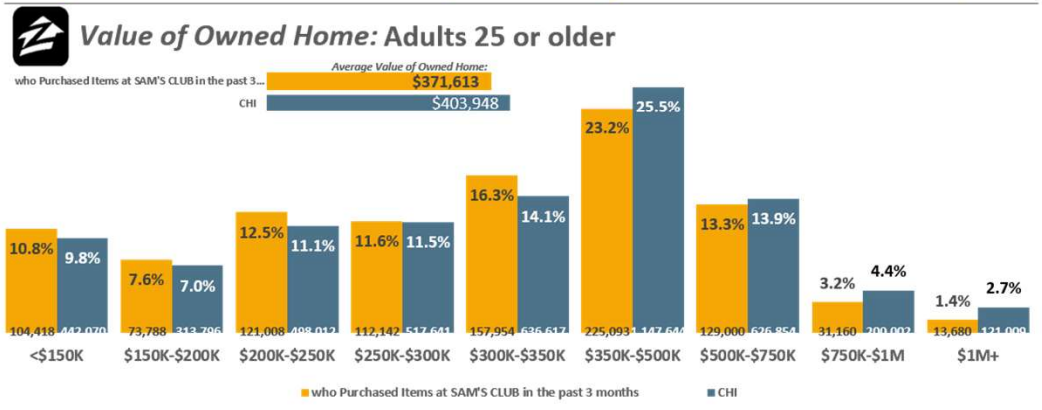


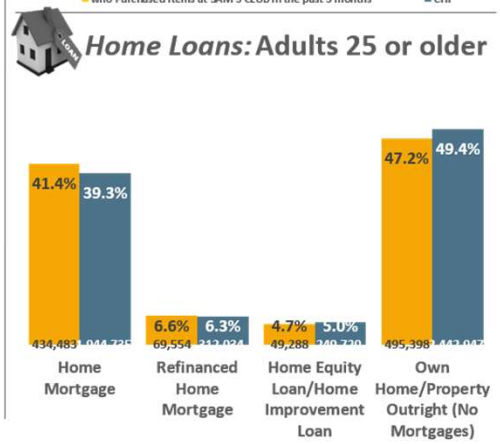
19.5% or 1,310,226 of CHI DMA Adults 25 or older Purchased Items at SAM'S CLUB in the past 3 months. Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months are 10.1% more likely to own their home, 8.% more likely to own a lower valued home, 12.9% more likely to have a single-family home, 20.1% more likely to have a dog.











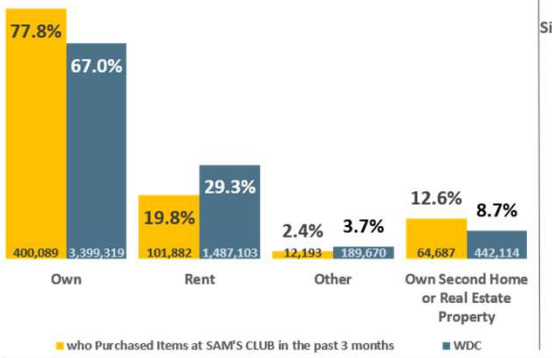
CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,401

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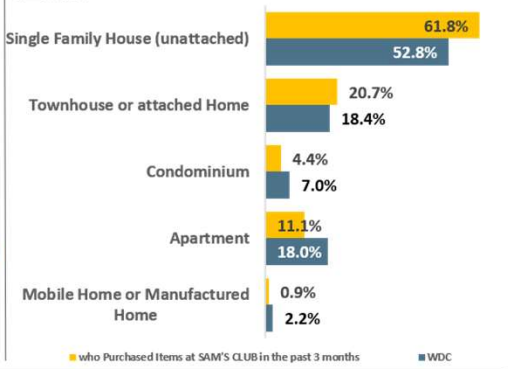
Major stores bought past 3 months: Sam's Club

10.1% or 514,164 of WDC 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 16.2% more likely to own their home, 12.5% more likely to own a lower valued home, 17.% more likely to have a single-family home, 14.% more likely to have a dog.

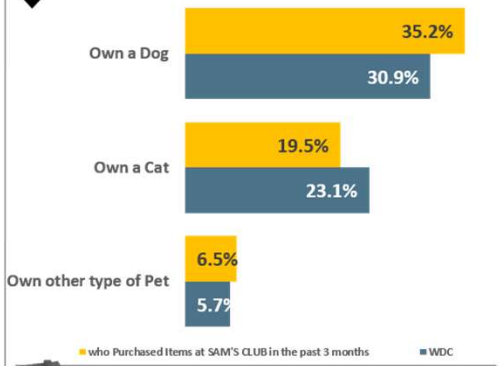
Own/Rent/Other: Adults 25 or older



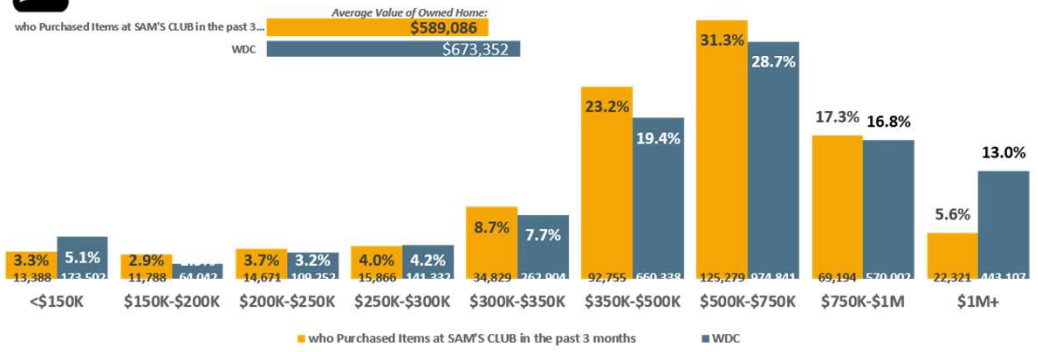
Type of Home: Adults 25 or older



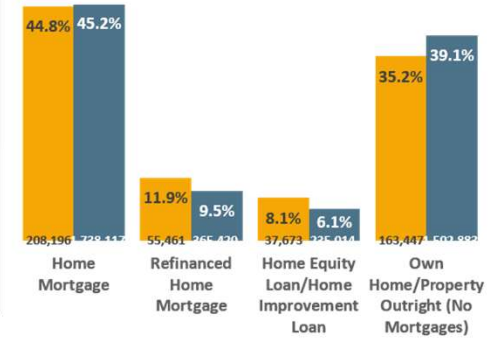
Pets in Home: Adults 25 or older



Value of Owned Home: Adults 25 or older



Home Loans: Adults 25 or older



WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,101

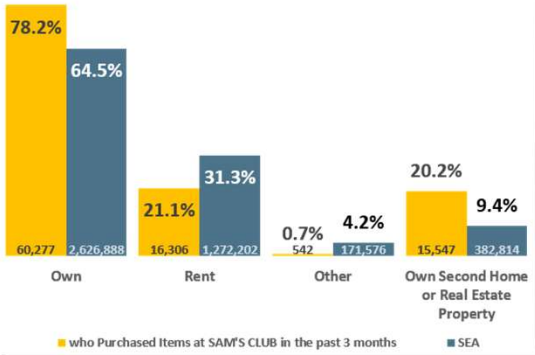
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Major stores bought past 3 months: Sam's Club

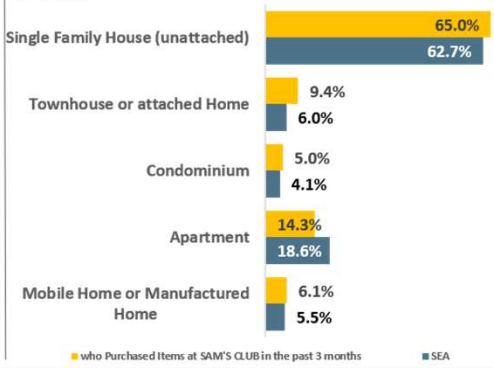


1.9% or 77,125 of SEA DMA Adults 25 or older Purchased Items at SAM'S CLUB in the past 3 months. Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months are 21.1% more likely to own their home, .7% more likely to own a higher valued home, 3.6% more likely to have a single-family home, 6.1% more likely to have a dog.

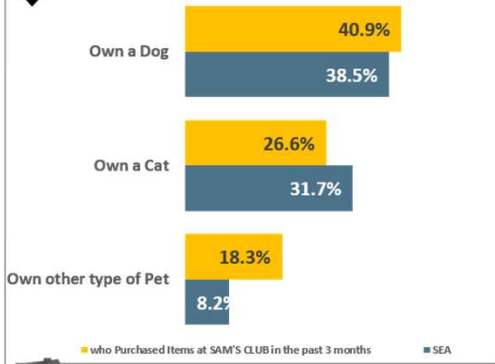
Own/Rent/Other: Adults 25 or older



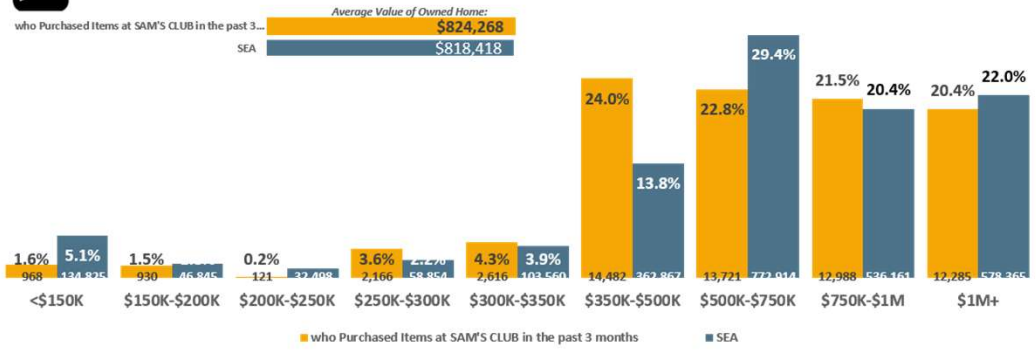
Type of Home: Adults 25 or older



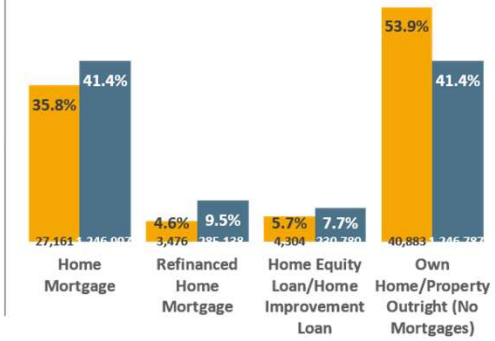
Pets in Home: Adults 25 or older



Value of Owned Home: Adults 25 or older



Home Loans: Adults 25 or older



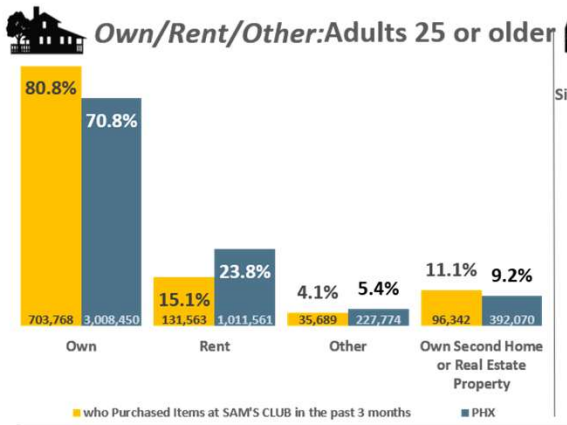
SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 175

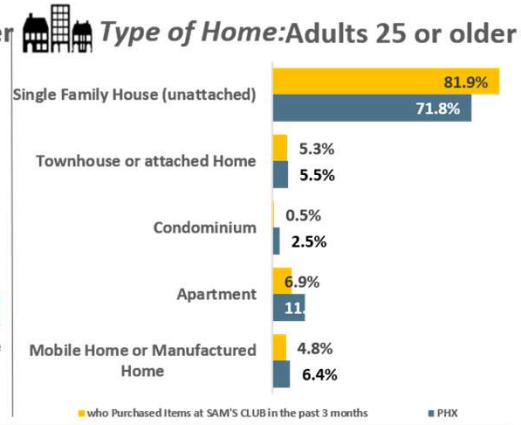
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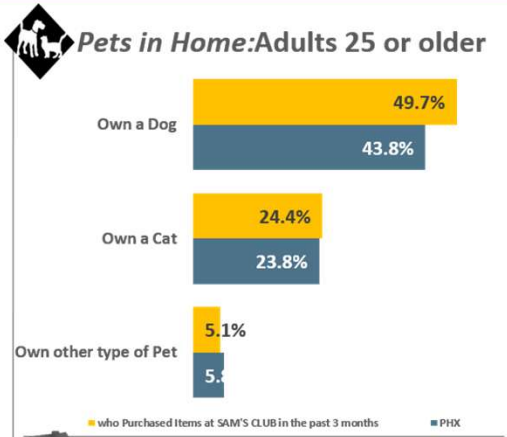
Major stores bought past 3 months: Sam's Club

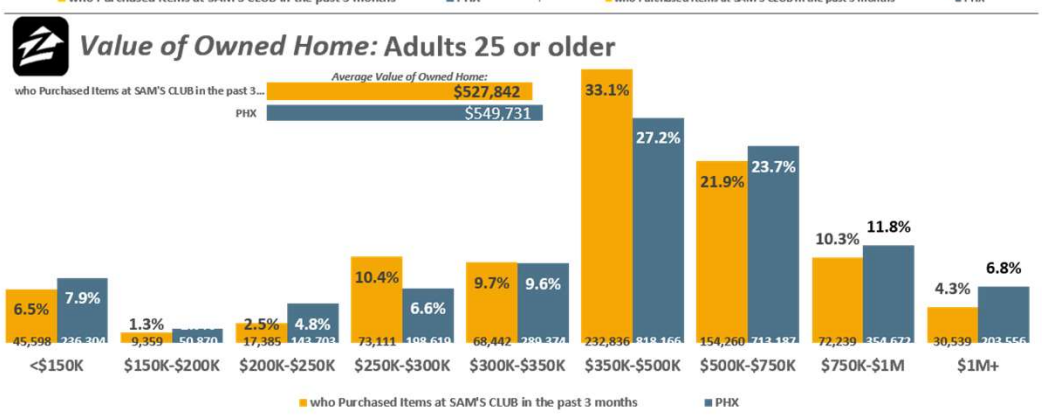


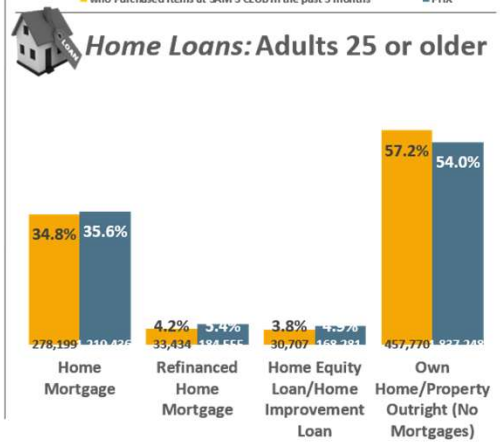
20.5% or 871,019 of PHX DMA Adults 25 or older Purchased Items at SAM'S CLUB in the past 3 months. Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months are 14.1% more likely to own their home, 4.% more likely to own a lower valued home, 14.1% more likely to have a single-family home, 13.4% more likely to have a dog.











PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 918

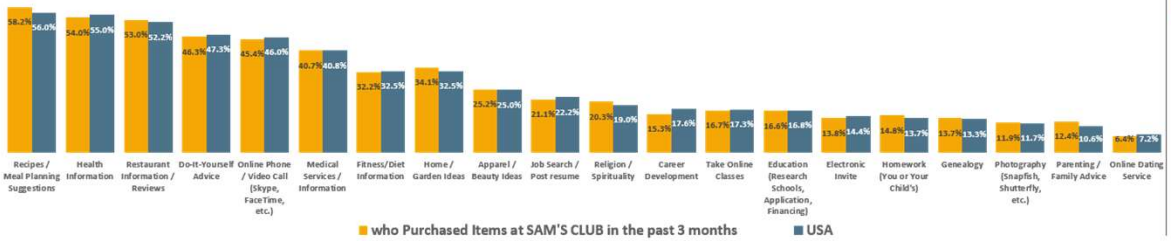
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Major stores bought past 3 months: Sam's Club

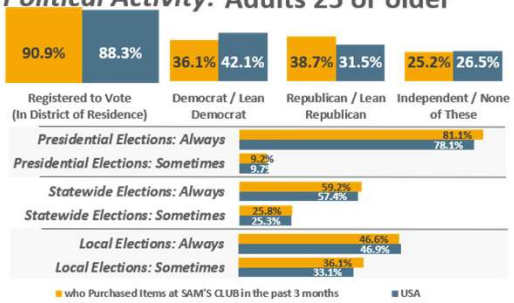


17.5% or 42,375,547 of USA DMA Adults 25 or older Purchased Items at SAM'S CLUB in the past 3 months. Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months are 2.1% less likely to look up D-I-Y advice online, .7% less likely to always vote in local elections, 1.1% more likely to belong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

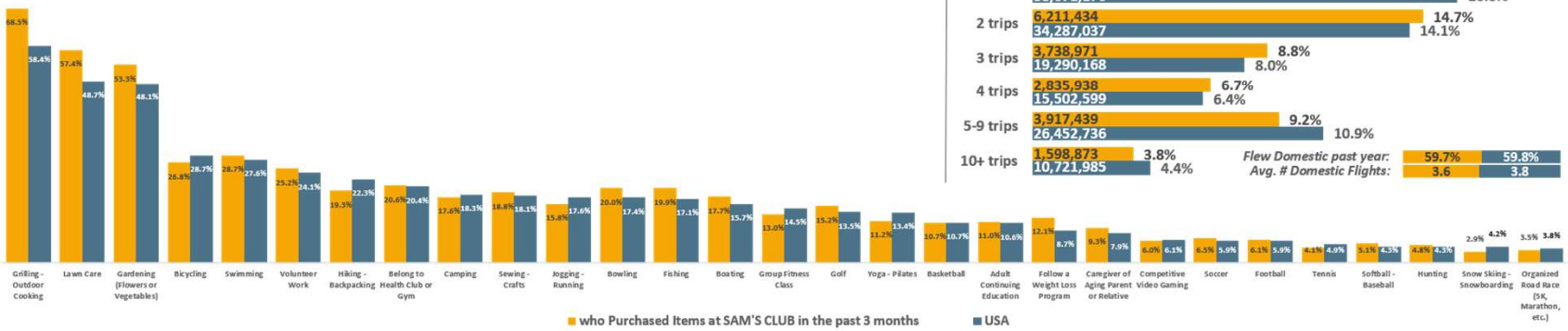
Top-20 past 30-days Online Lifestyle Activites: Adults 25 or older



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

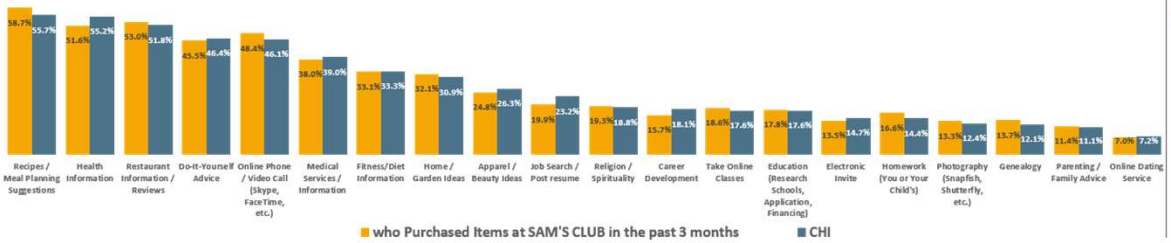
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Major stores bought past 3 months: Sam's Club

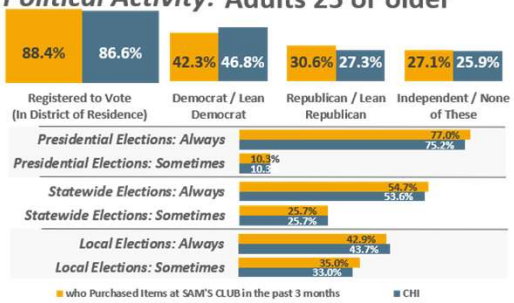


19.5% or 1,310,226 of CHI DMA Adults 25 or older Purchased Items at SAM'S CLUB in the past 3 months. Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months are 1.8% less likely to look up D-I-Y advice online, 1.9% less likely to always vote in local elections, 9.6% less likely to belong to a gym, 2.2% less likely to fly domestic past y

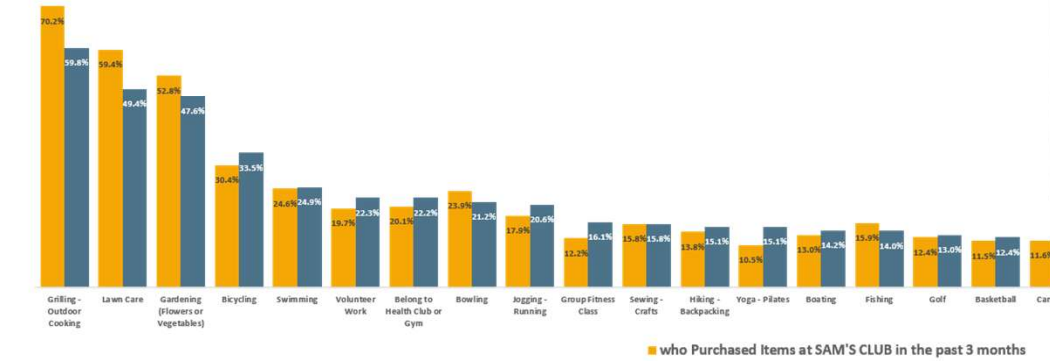
Top-20 past 30-days Online Lifestyle Activites: Adults 25 or older



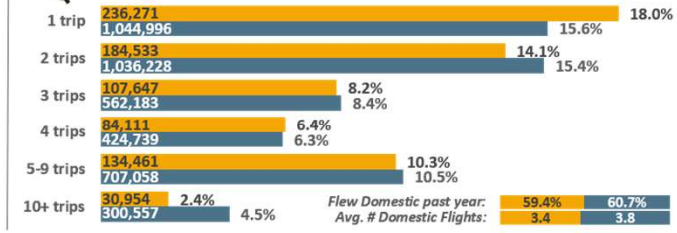
Political Activity: Adults 25 or older



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



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



CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,401

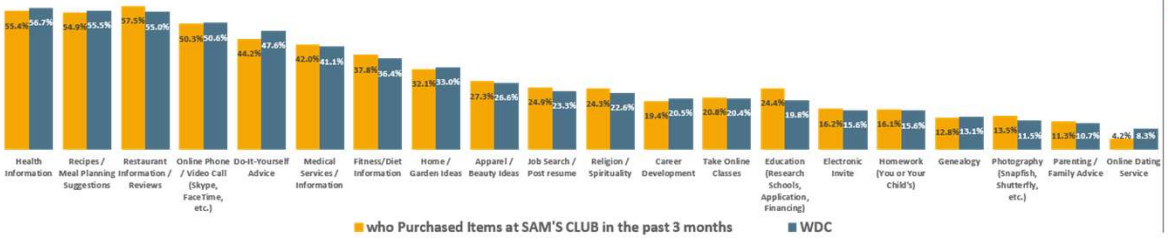
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Major stores bought past 3 months: Sam's Club

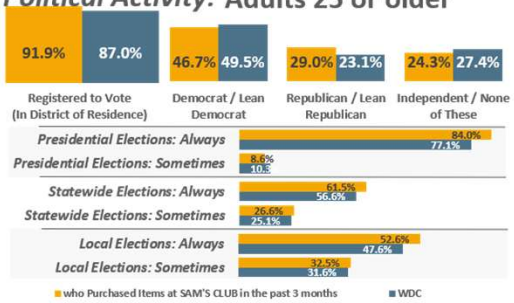


10.1% or 514,164 of WDC DMA Adults 25 or older Purchased Items at SAM'S CLUB in the past 3 months. Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months are 7.% less likely to look up D-I-Y advice online, 10.5% more likely to always vote in local elections, 2.8% less likely to belong to a gym, .2% more likely to fly domestic past yr

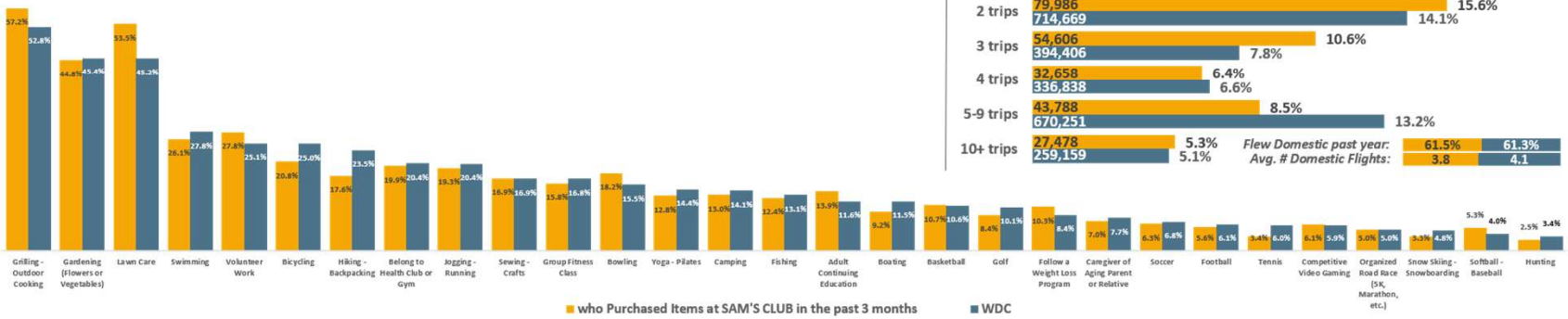
Top-20 past 30-days Online Lifestyle Activites: Adults 25 or older



Political Activity: Adults 25 or older



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



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

WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,101

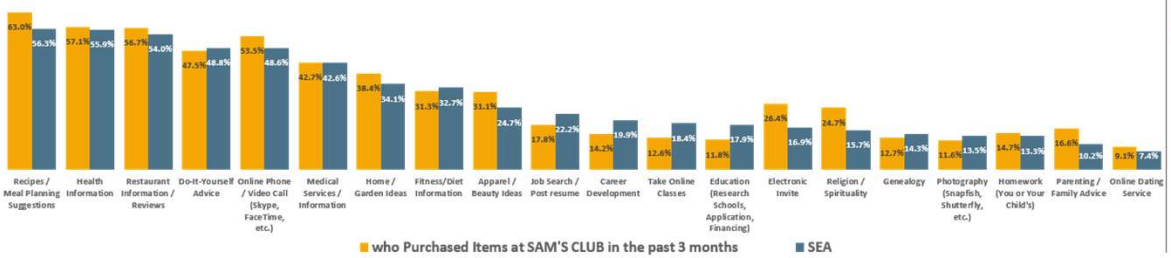
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Major stores bought past 3 months: Sam's Club

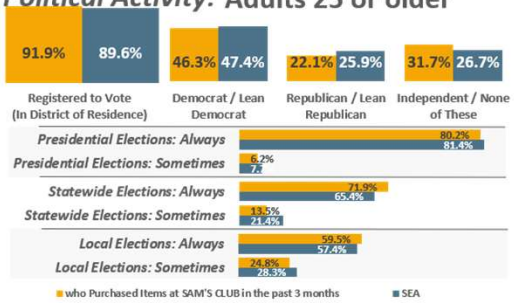


1.9% or 77,125 of SEA DMA Adults 25 or older Purchased Items at SAM'S CLUB in the past 3 months. Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months are 2.7% less likely to look up D-I-Y advice online, 3.7% more likely to always vote in local elections, 35.8% more likely to belong to a gym, 32.9% more likely to fly domestic past

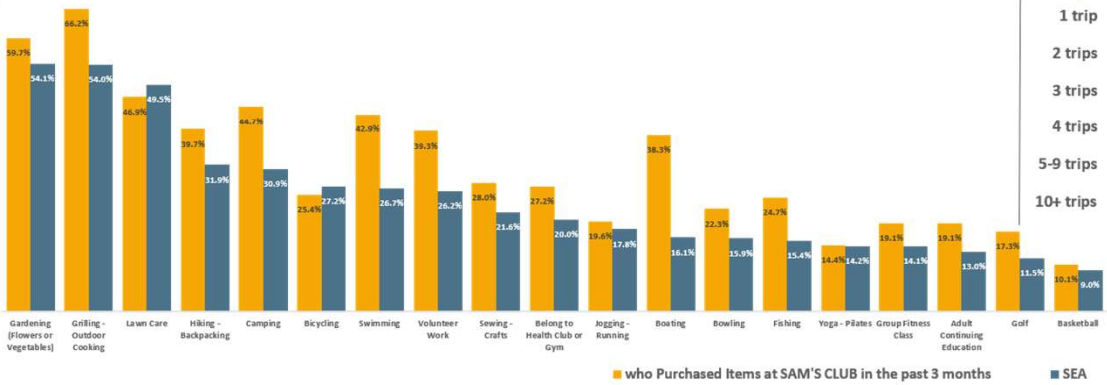
Top-20 past 30-days Online Lifestyle Activites: Adults 25 or older



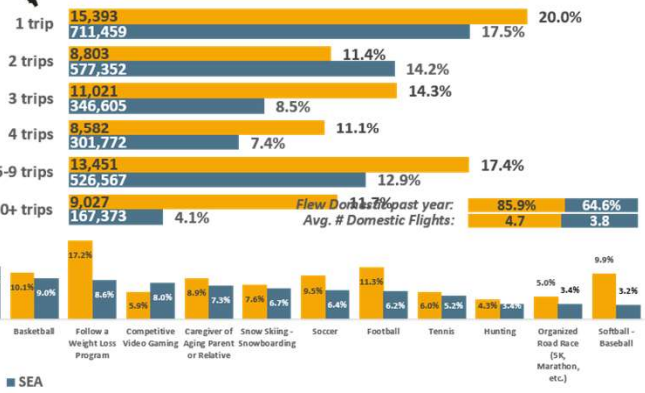
Political Activity: Adults 25 or older



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



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



SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 175

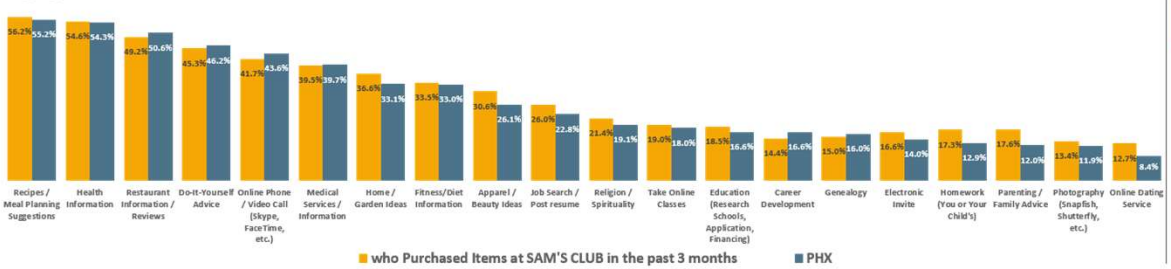
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Major stores bought past 3 months: Sam's Club

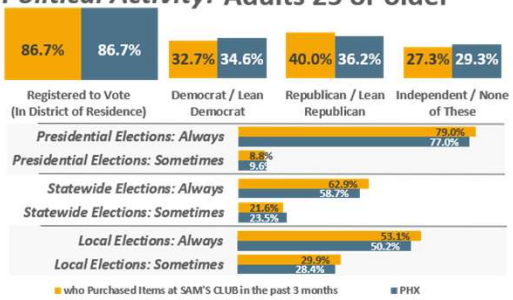


20.5% or 871,019 of PHX DMA Adults 25 or older Purchased Items at SAM'S CLUB in the past 3 months. Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months are 2.% less likely to look up D-I-Y advice online, 5.8% more likely to always vote in local elections, 1.7% more likely to belong to a gym, 1.1% more likely to fly domestic past yr

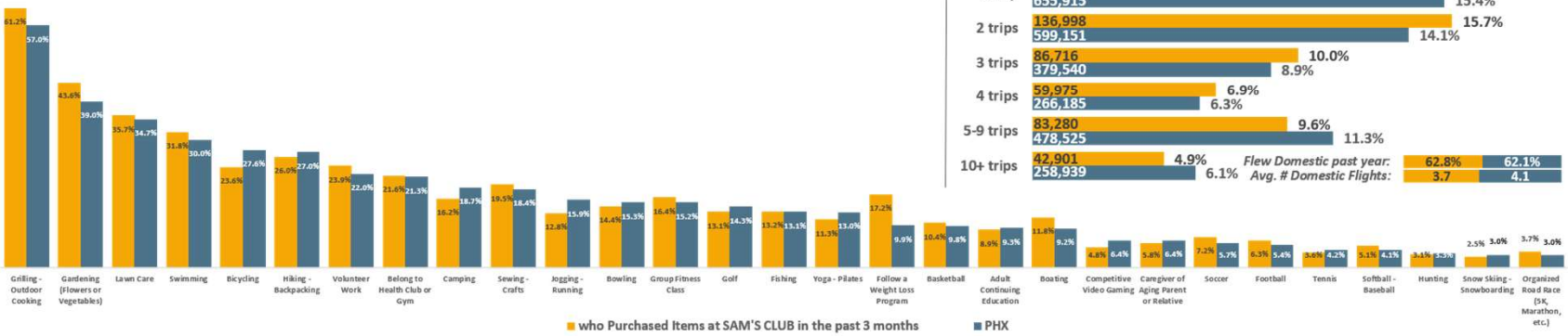
Top-20 past 30-days Online Lifestyle Activites: Adults 25 or older



Political Activity: Adults 25 or older



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



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

PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 918

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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

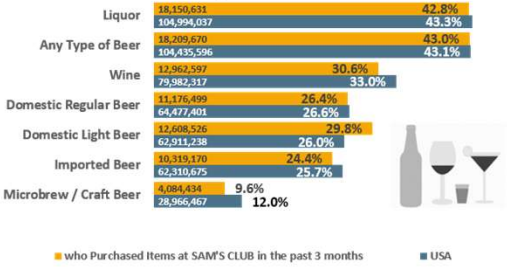
(Sit-Down Restaurants Used Past 30-days)



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

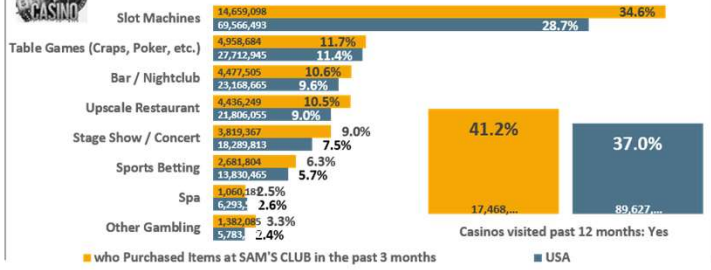


Drank Past 30-days: Adults 25 or older



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



19.5% or 1,310,226 of CHI 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.% more likely to use QSRs past mo., 1.6% more likely to use Sit-Down Restaurants past mo., 20.1% more likely to use Casinos past yr., 31.% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 or older



Total Monthly QSR Users:



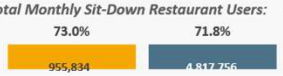
Avg. Monthly QSR Meals:



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

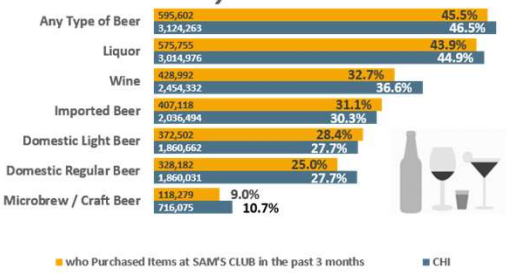
(Sit-Down Restaurants Used Past 30-days)



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

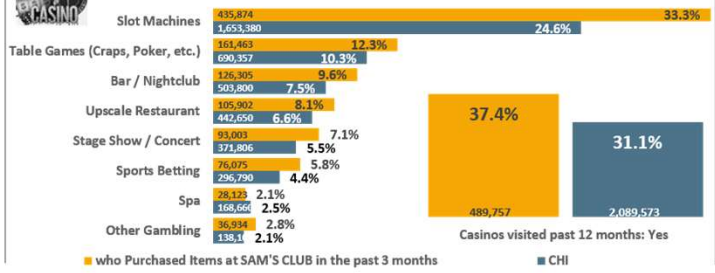


Drank Past 30-days: Adults 25 or older



Past 12 months Casino Activities: Adults 25 or older





Used Past 30-days: Adults 25 or older



CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,401

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Major stores bought past 3 months: Sam's Club



10.1% or 514,164 of WDC 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 11.3% more likely to use QSRs past mo., 7.6% more likely to use Sit-Down Restaurants past mo., 28.3% more likely to use Casinos past yr., 41.2% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 25 or older

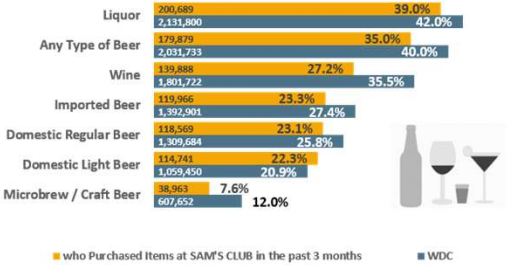
(Sit-Down Restaurants Used Past 30-days)



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

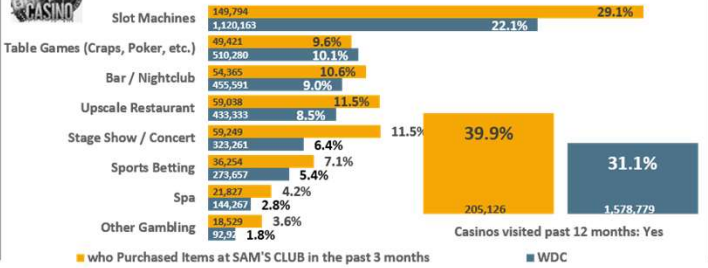


Drank Past 30-days: Adults 25 or older



Past 12 months Casino Activities: Adults 25 or older





Used Past 30-days: Adults 25 or older



WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,101

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Major stores bought past 3 months: Sam's Club

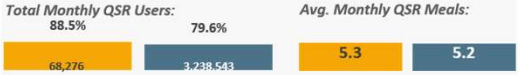


1.9% or 77,125 of SEA DMA Adults 25 or older Purchased Items at SAM'S CLUB in the past 3 months. Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months are 11.3% more likely to use QSRs past mo., 14.7% more likely to use Sit-Down Restaurants past mo., 37.6% more likely to use Casinos past yr., 14.9% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

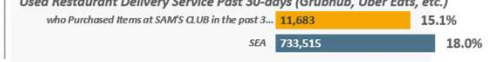


Top-10 Cuisines: Adults 25 or older

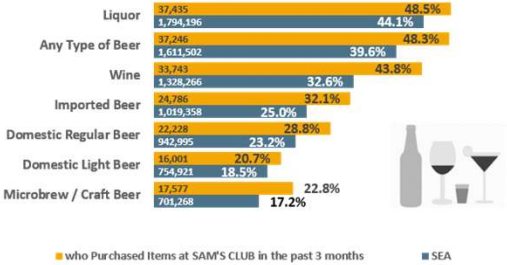
(Sit-Down Restaurants Used Past 30-days)



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

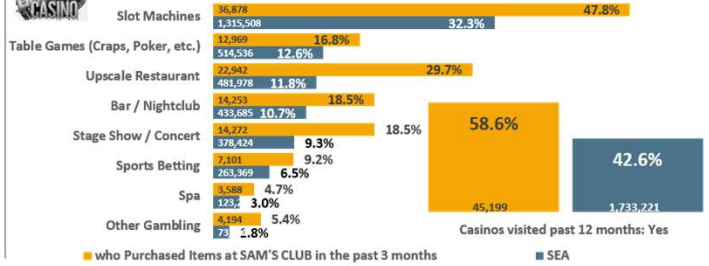


Drank Past 30-days: Adults 25 or older



Past 12 months Casino Activities: Adults 25 or older





Used Past 30-days: Adults 25 or older



SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 175

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Major stores bought past 3 months: Sam's Club



20.5% or 871,019 of PHX 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 2.8% more likely to use QSRs past mo., 7.3% more likely to use Sit-Down Restaurants past mo., 3.8% more likely to use Casinos past yr., 42.1% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 or older



Total Monthly QSR Users: 85.6% 745,609 | 83.3% 3,538,762

Avg. Monthly QSR Meals: 6.4 | 5.9

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



Total Monthly Sit-Down Restaurant Users: 76.6% 667,050 | 71.4% 3,030,883

Avg. Monthly Sit-Down Restaurant Meals: 3.7 | 3.7

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... 108,902 12.5%

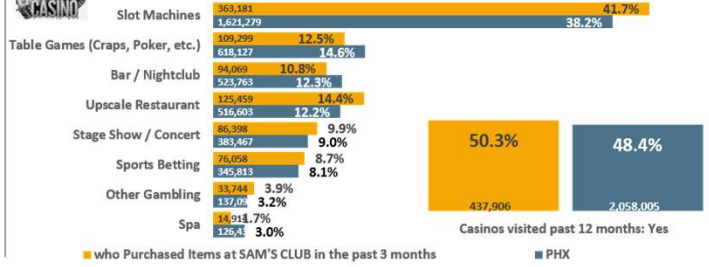
PHX 680,047 16.0%

Drank Past 30-days: Adults 25 or older



Past 12 months Casino Activities: Adults 25 or older





Used Past 30-days: Adults 25 or older



PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 918

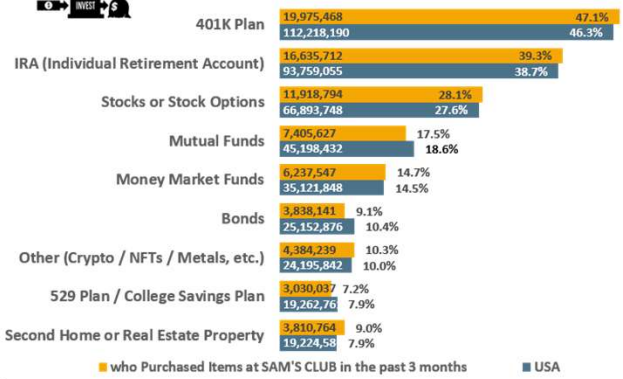
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Major stores bought past 3 months: Sam's Club

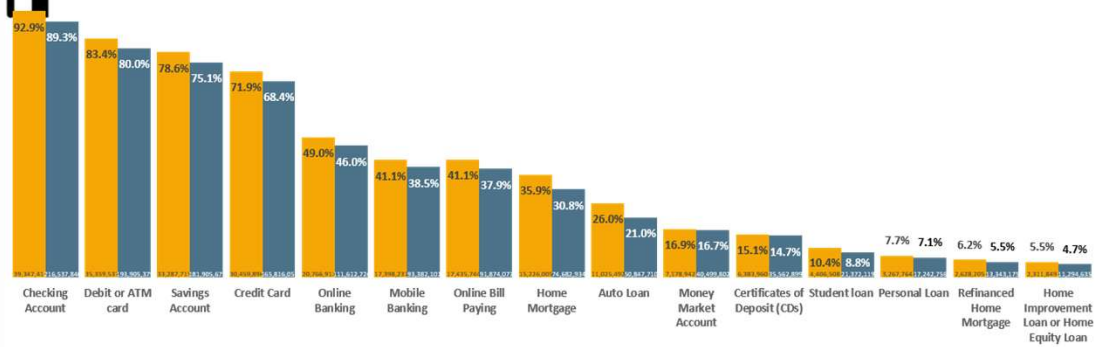


17.5% or 42,375,547 of USA DMA Adults 25 or older Purchased Items at SAM'S CLUB in the past 3 months. Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months are 1.8% more likely to have a 401K, 24.% more likely to have an Auto Loan, 8.2% less likely to Invest/Trade Stocks Online, 5.9%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

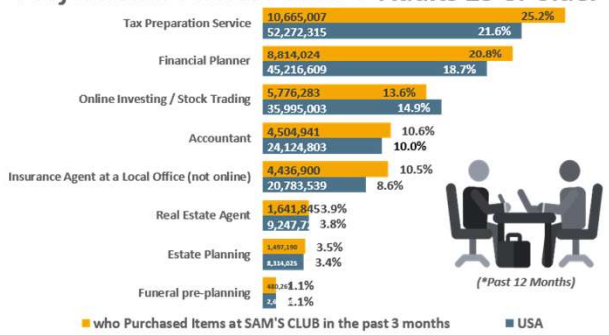
Investments Owned: Adults 25 or older



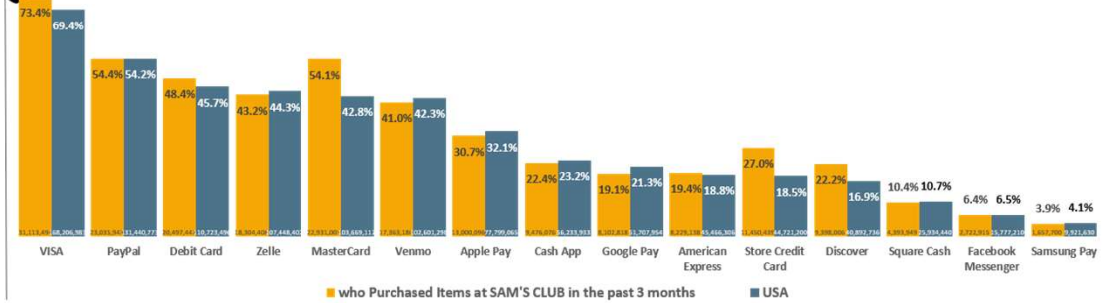
Financial Services Has and/or Uses: Adults 25 or older



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

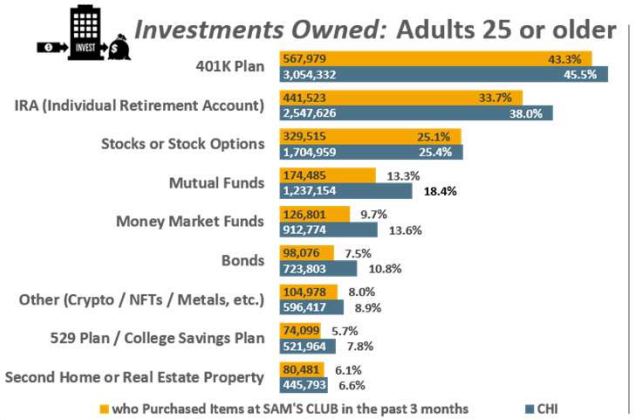
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Major stores bought past 3 months: Sam's Club

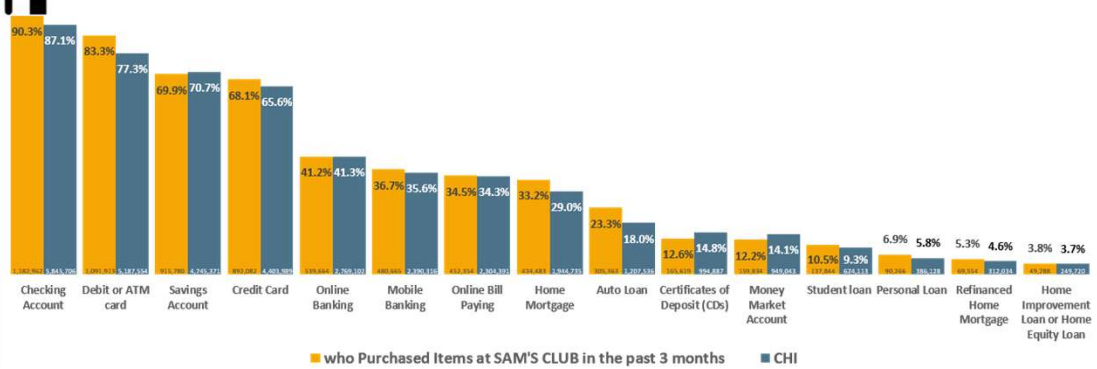


19.5% or 1,310,226 of CHI DMA Adults 25 or older Purchased Items at SAM'S CLUB in the past 3 months. Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months are 4.7% less likely to have a 401K, 29.5% more likely to have an Auto Loan, 22.% less likely to Invest/Trade Stocks Online, 14.3% more likely to pay with their Debit Card.

Investments Owned: Adults 25 or older



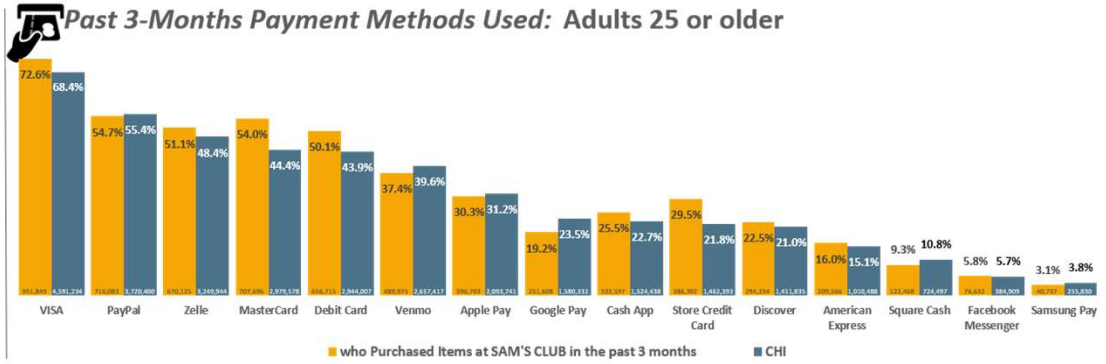
Financial Services Has and/or Uses: Adults 25 or older



Professional Services Used:* Adults 25 or older



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



CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,401

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Major stores bought past 3 months: Sam's Club

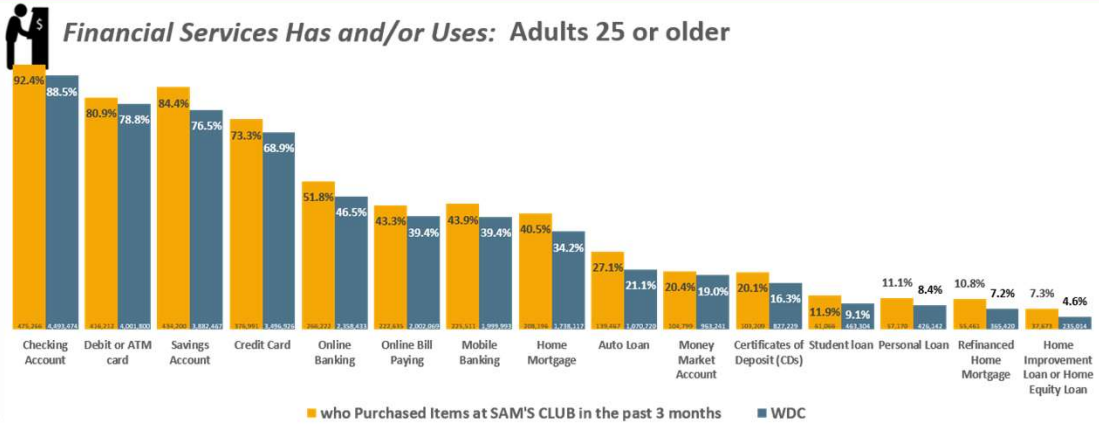


10.1% or 514,164 of WDC DMA Adults 25 or older Purchased Items at SAM'S CLUB in the past 3 months. Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months are 10.1% more likely to have a 401K, 28.6% more likely to have an Auto Loan, 5.3% less likely to Invest/Trade Stocks Online, 8.8% more likely to pay with their Debit Card.

Investments Owned: Adults 25 or older



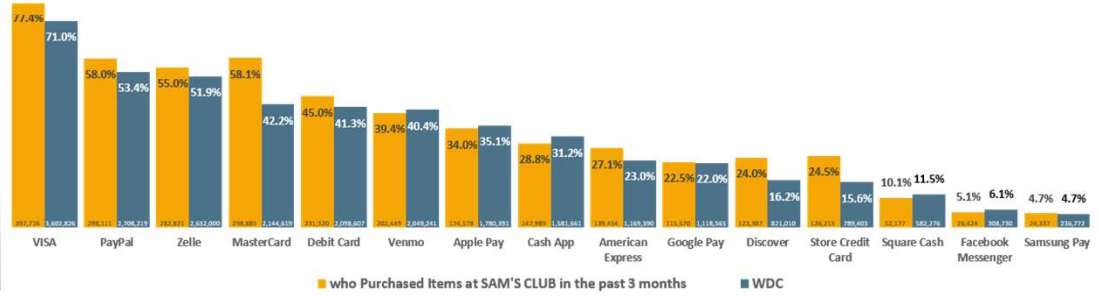
Financial Services Has and/or Uses: Adults 25 or older



Professional Services Used:* Adults 25 or older



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



WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,101

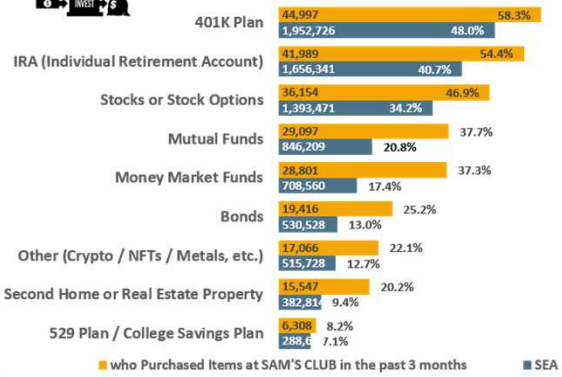
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Major stores bought past 3 months: Sam's Club

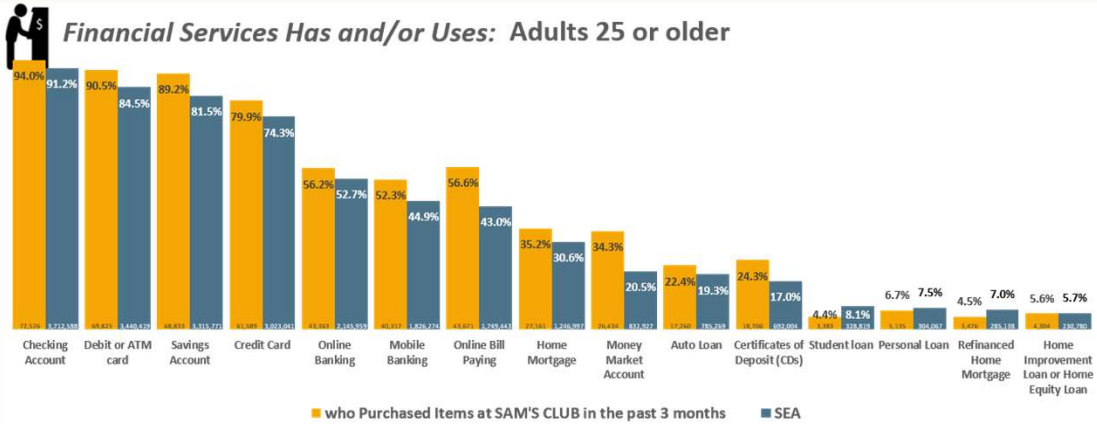


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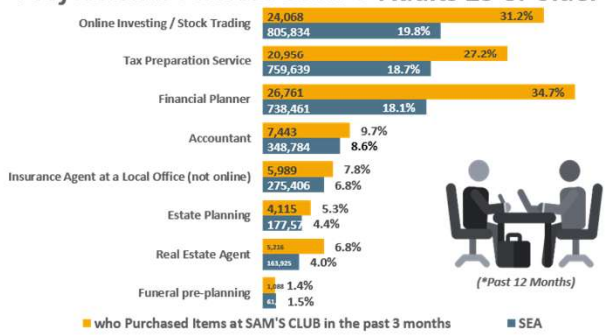
Investments Owned: Adults 25 or older



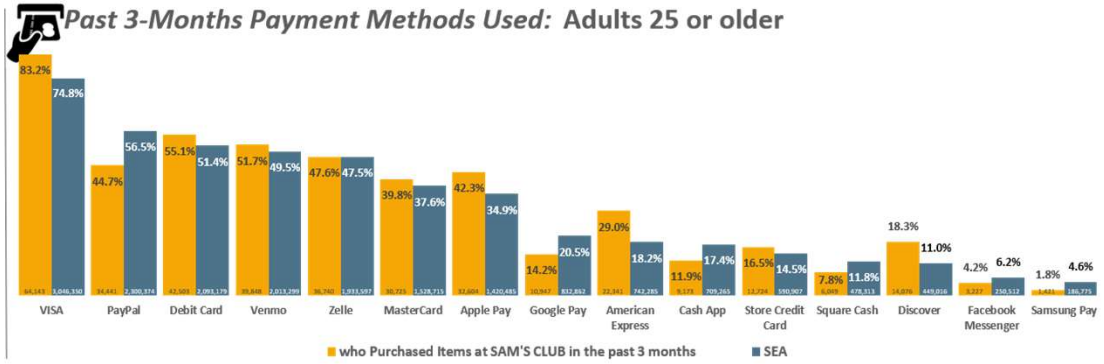
Financial Services Has and/or Uses: Adults 25 or older



Professional Services Used:* Adults 25 or older



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



SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 175

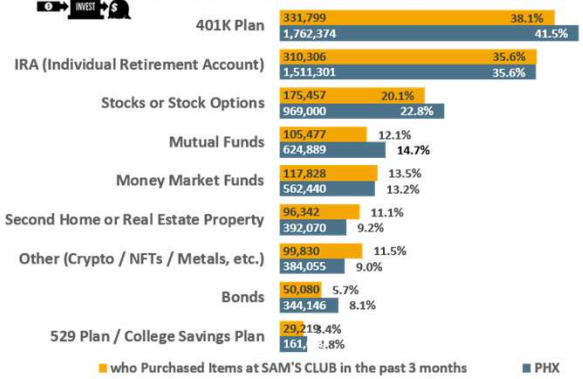
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Major stores bought past 3 months: Sam's Club

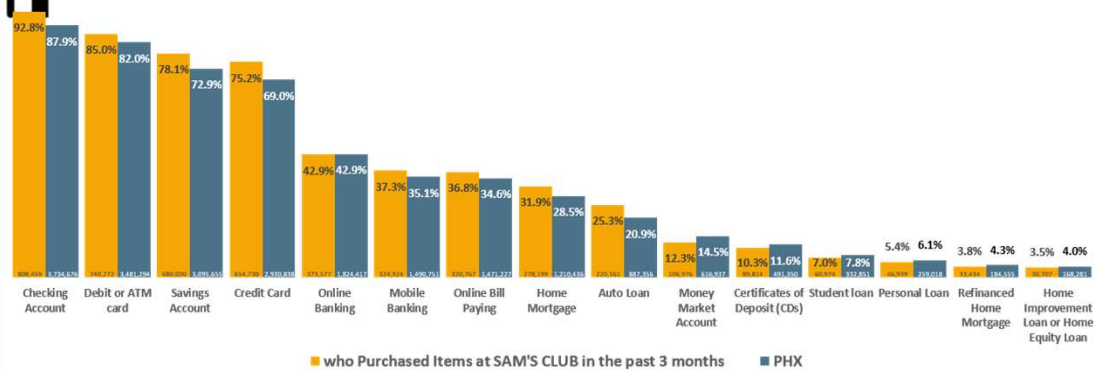


20.5% or 871,019 of PHX DMA Adults 25 or older Purchased Items at SAM'S CLUB in the past 3 months. Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months are 8.2% less likely to have a 401K, 21.2% more likely to have an Auto Loan, 4.5% more likely to Invest/Trade Stocks Online, 2.4% more likely to pay with their Debit Card.

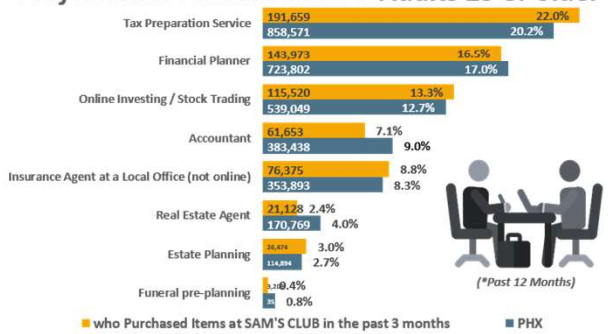
Investments Owned: Adults 25 or older



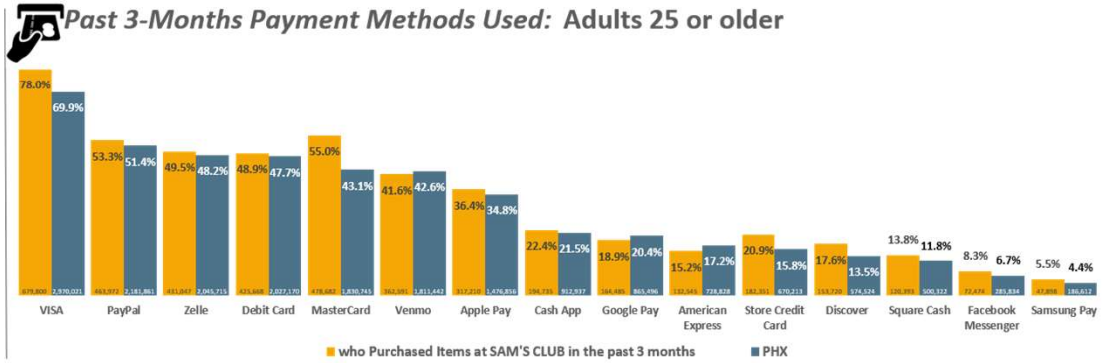
Financial Services Has and/or Uses: Adults 25 or older



Professional Services Used:* Adults 25 or older



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



PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 918

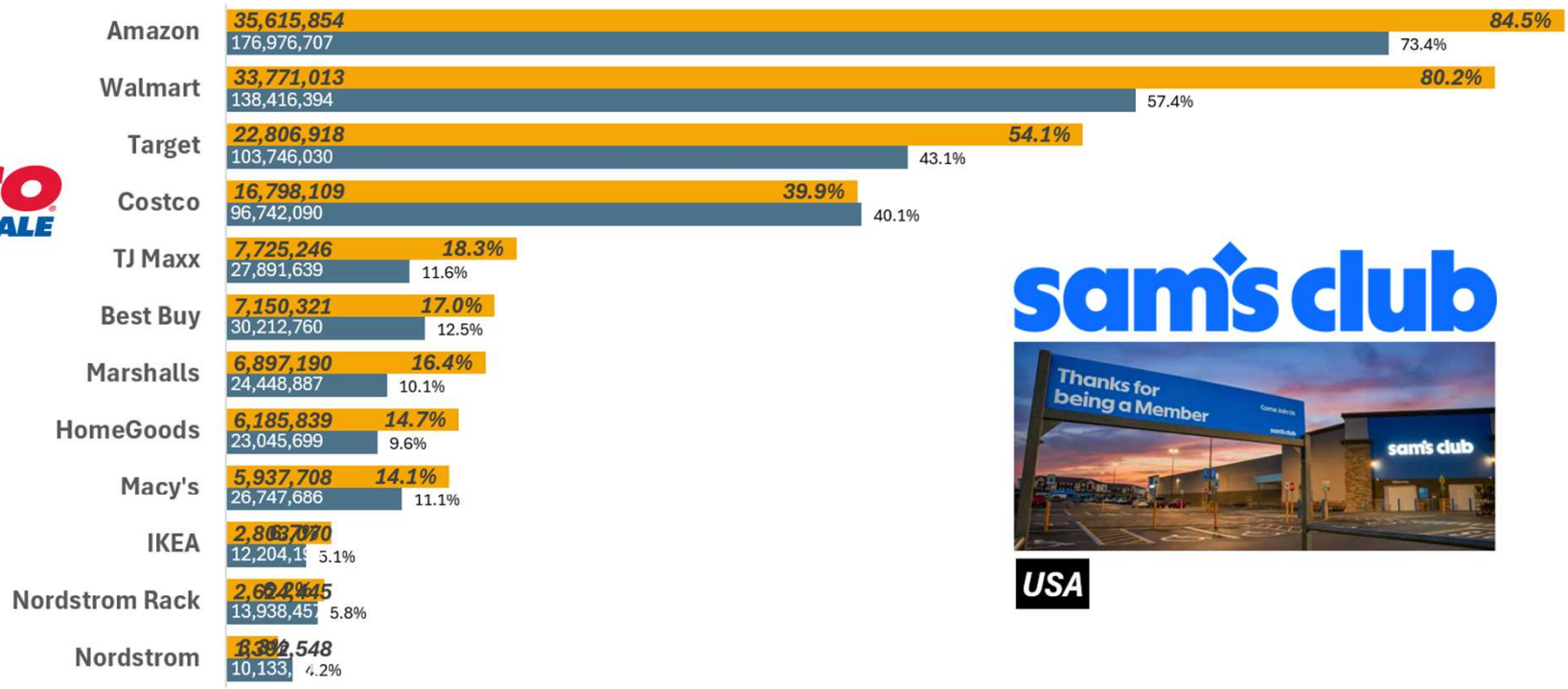
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Major stores bought past 3 months: Sam's Club



"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

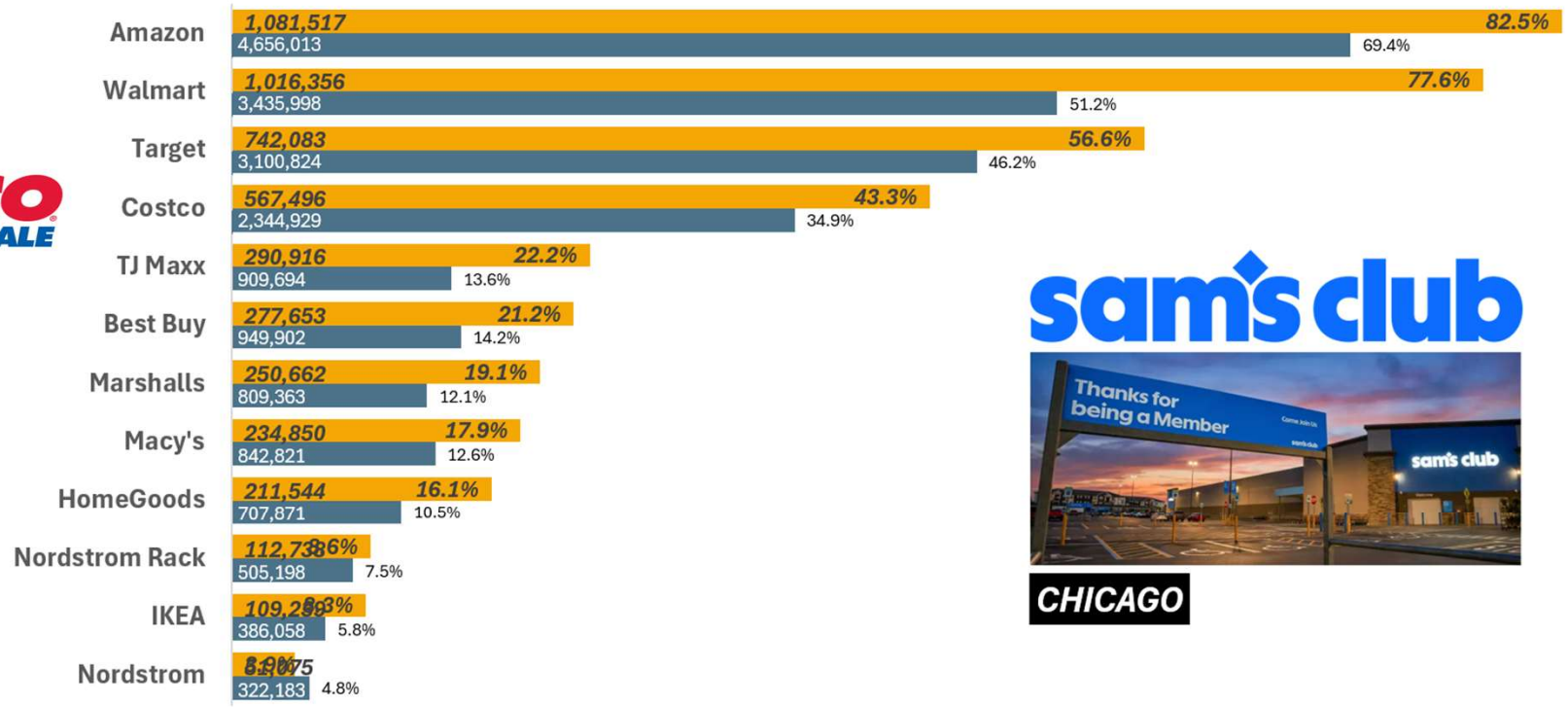
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"Other Major Stores Bought at in the past 3 months"

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





CHICAGO

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

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

CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 / Scarborough R1 2025: Feb24-Feb25 Qual Intab: 1401

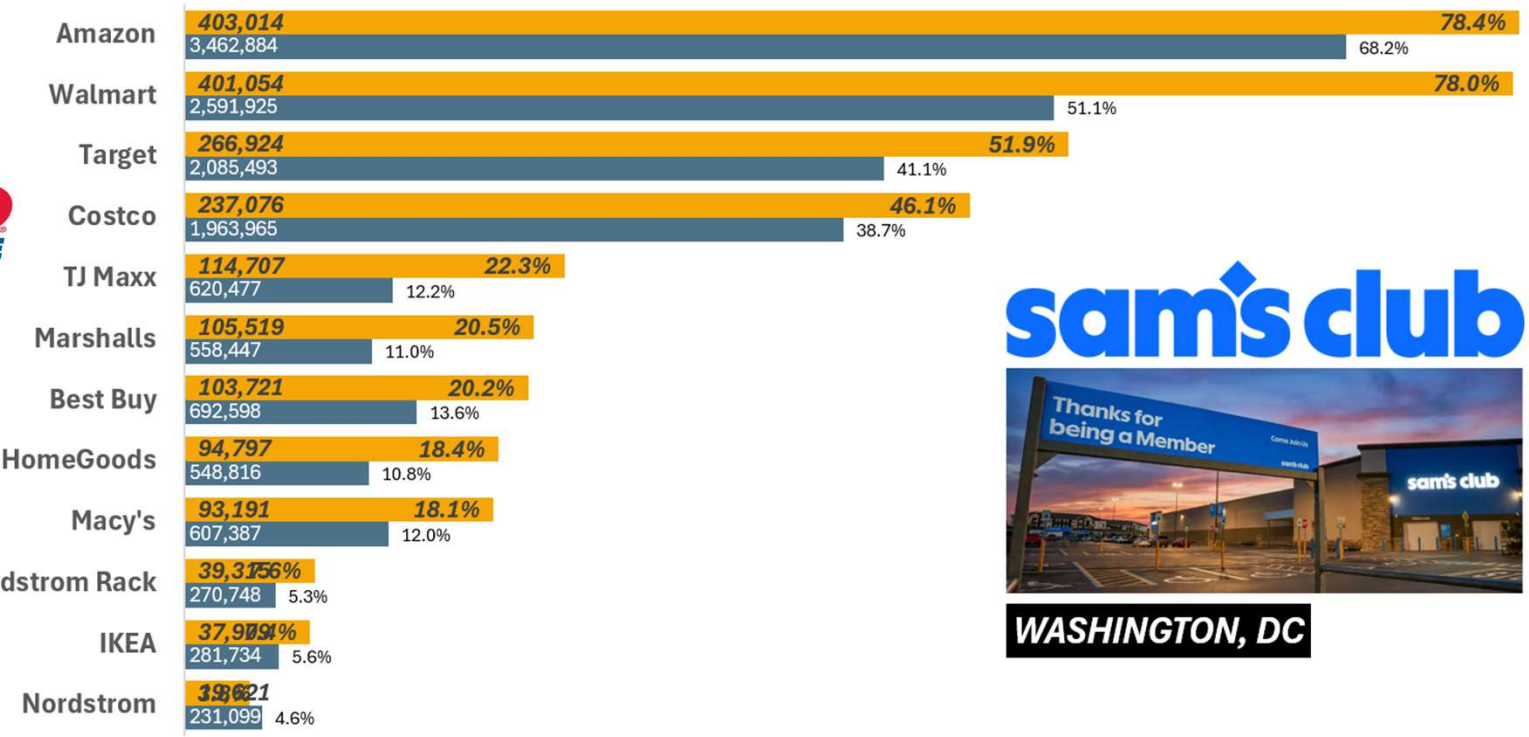
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"Other Major Stores Bought at in the past 3 months"

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



WASHINGTON, DC

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

P18+ WASHINGTON, DC (Percent Purchasing Items from AMAZON, COSTCO, Others past 3 months)

WASHINGTON, DC DMA Scarborough R1 2025-26: Mar24-Mar26 Qual Intab: 1101

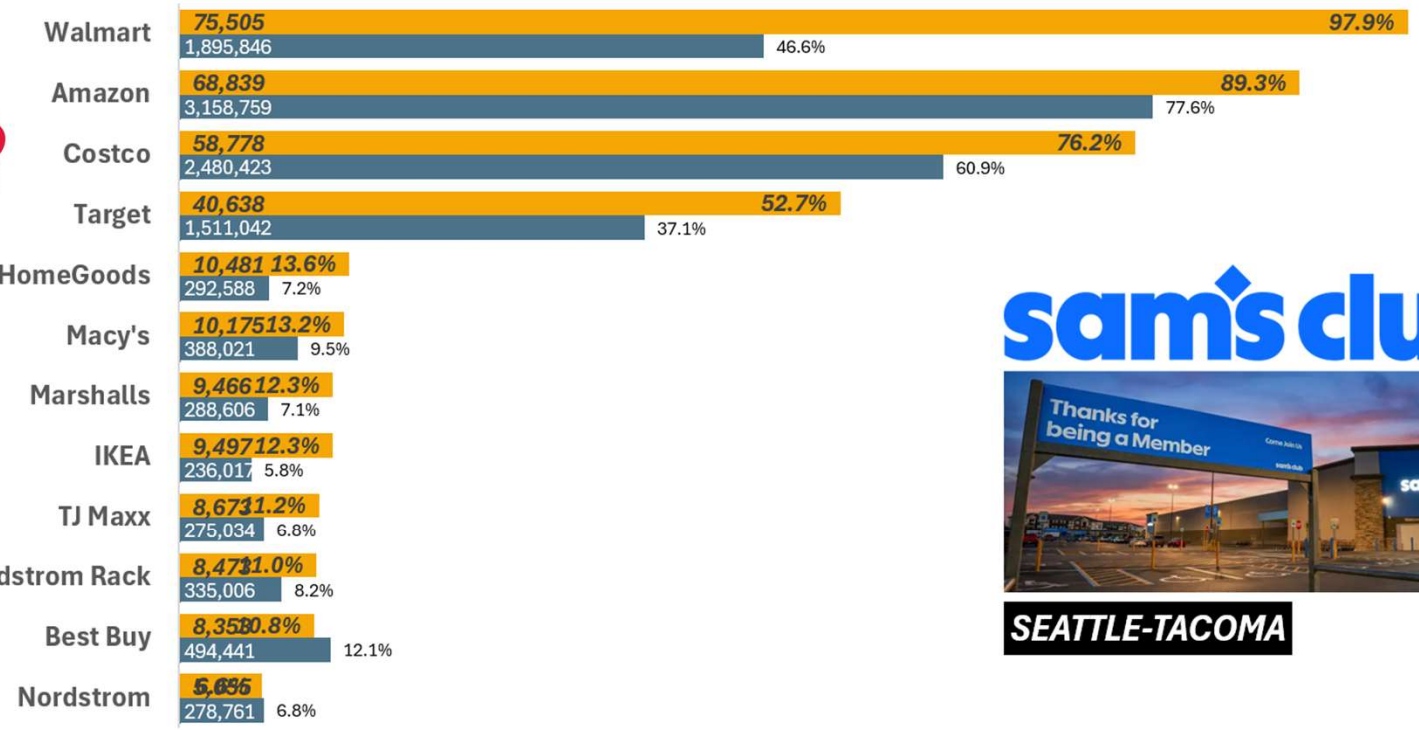
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"Other Major Stores Bought at in the past 3 months"

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





SEATTLE-TACOMA

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

P25+ SEATTLE-TACOMA (Percent Purchasing Items from AMAZON, COSTCO, Others past 3 months)

SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 / Scarborough R1 2025: Feb24-Feb25 Qual Intab: 175

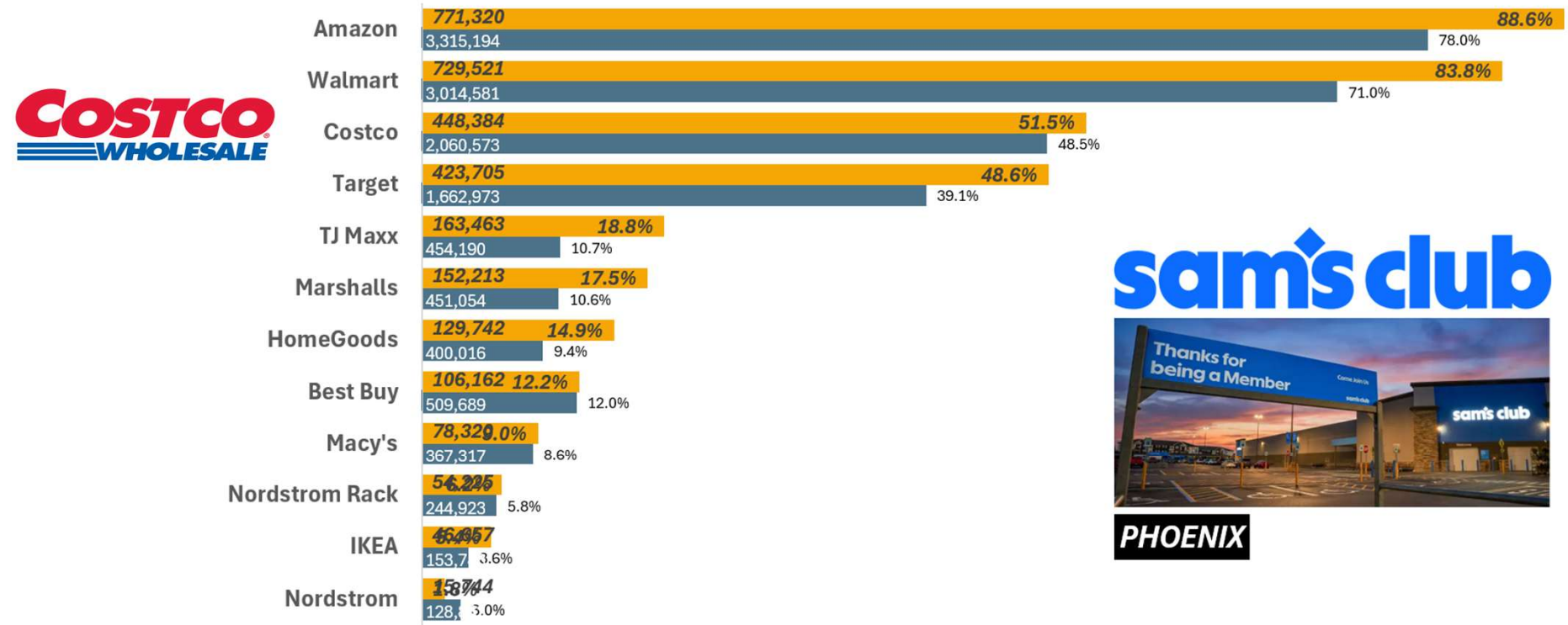
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"Other Major Stores Bought at in the past 3 months"

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

PHOENIX

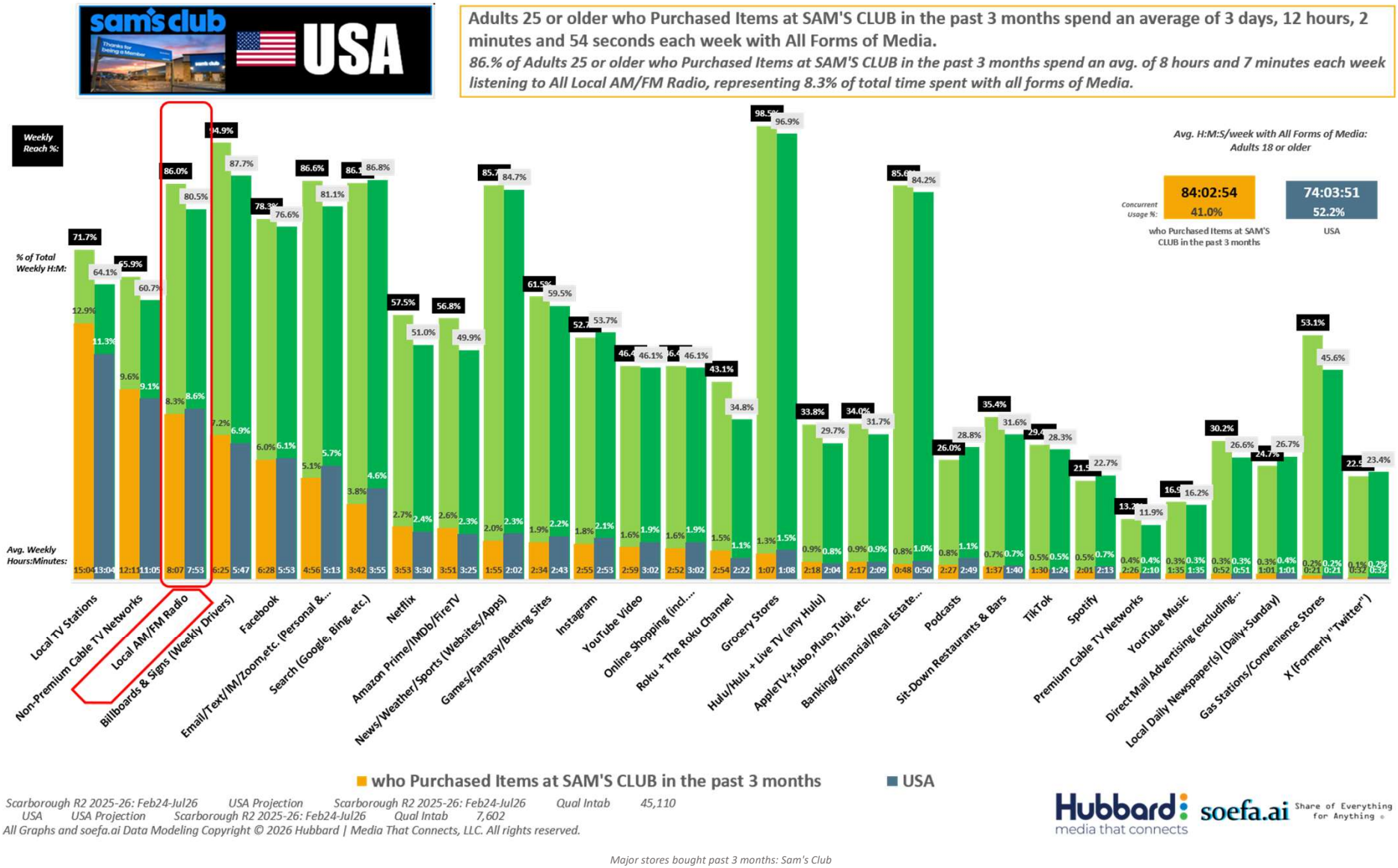
P25+ who Purchased Items at SAM'S CLUB in the past 3 months (Percent Purchasing Items from AMAZON, COSTCO, Others past 3 months)

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

PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 / Scarborough R2 2025: Aug24-Jul25 Qual Intab: 918

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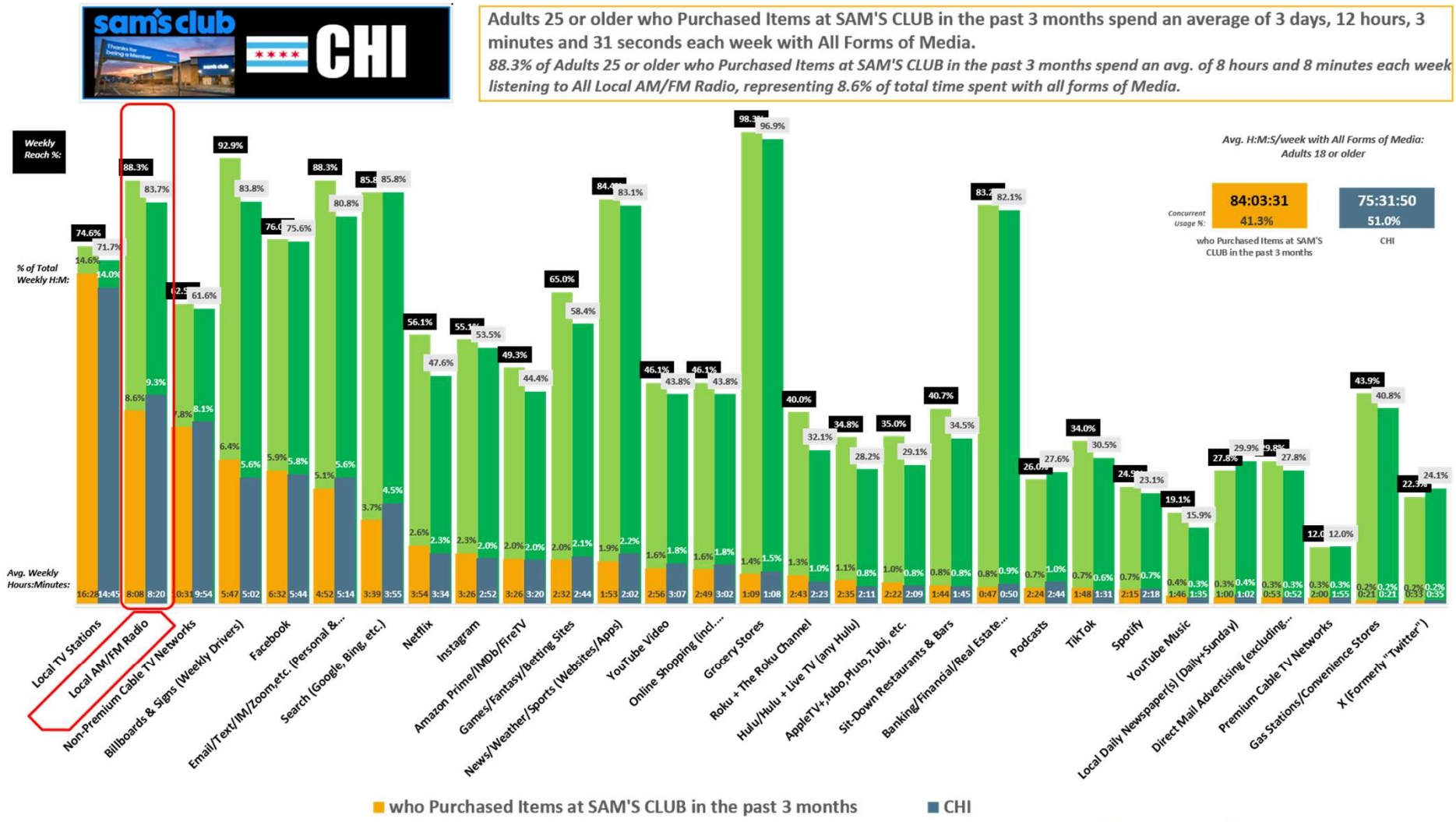


Scarborough R2 2025-26: Feb24-Jul26 USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 45,110
USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 7,602

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Major stores bought past 3 months: Sam's Club

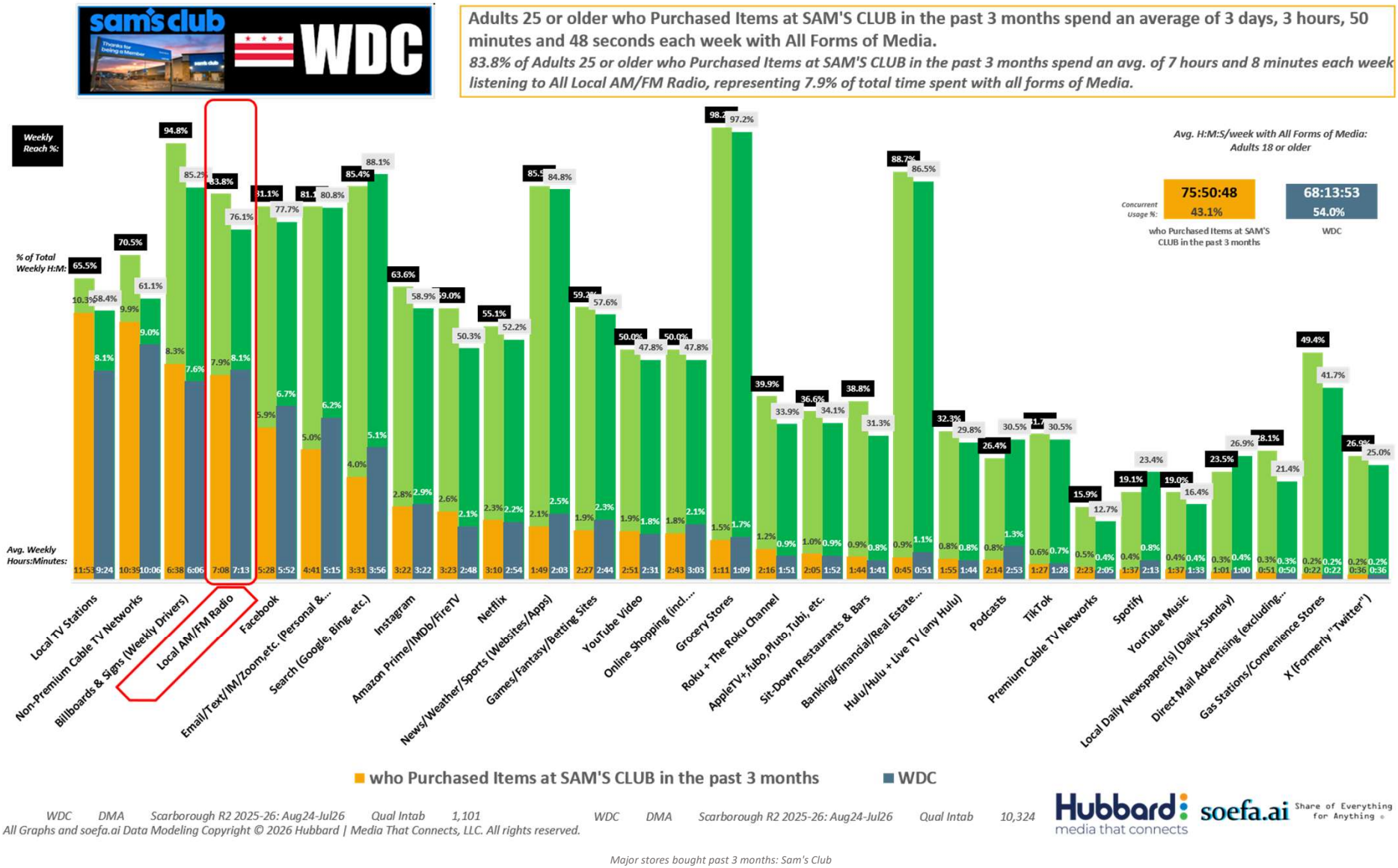


CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,401 CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 7,248

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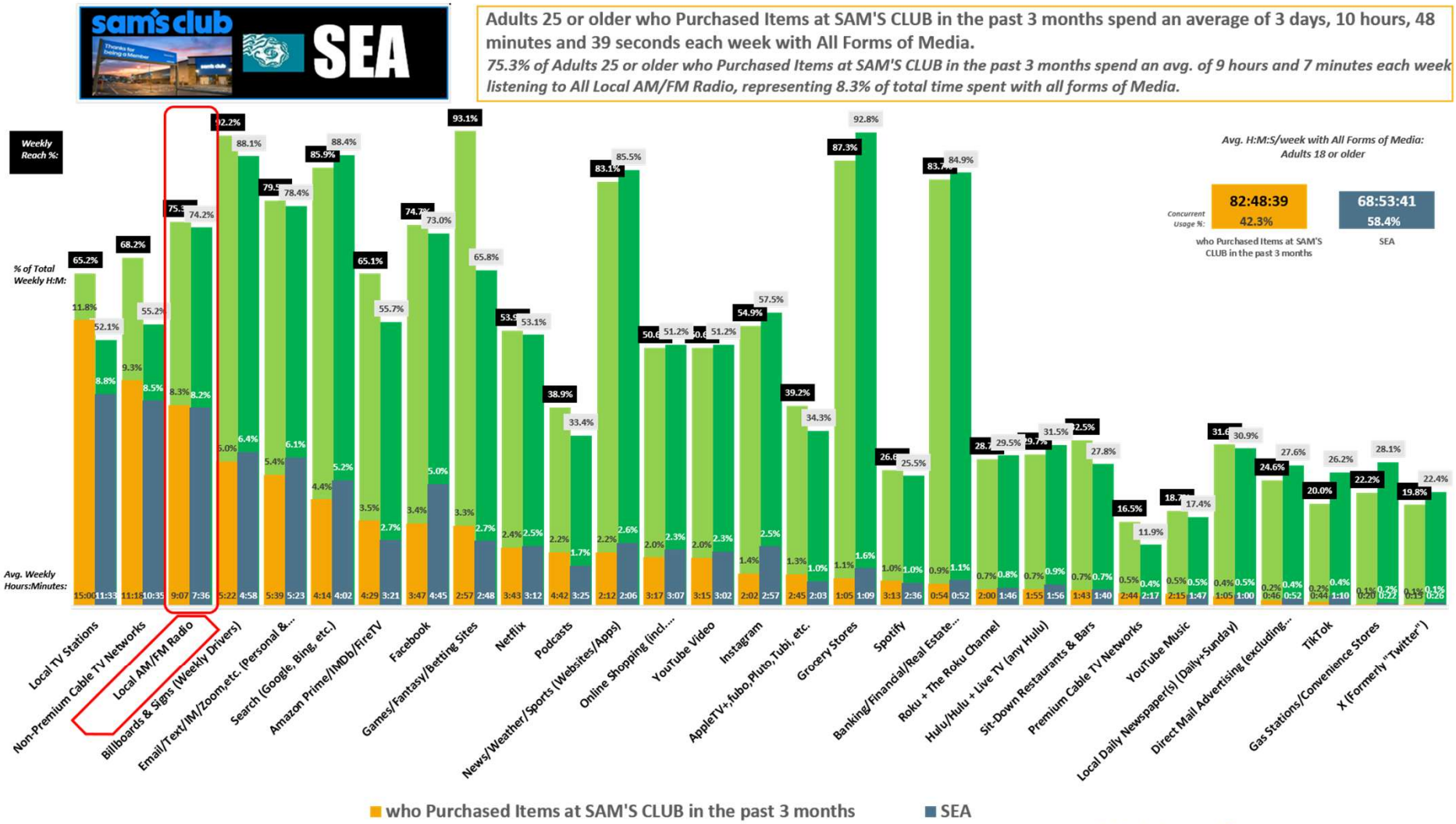
Major stores bought past 3 months: Sam's Club



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Major stores bought past 3 months: Sam's Club

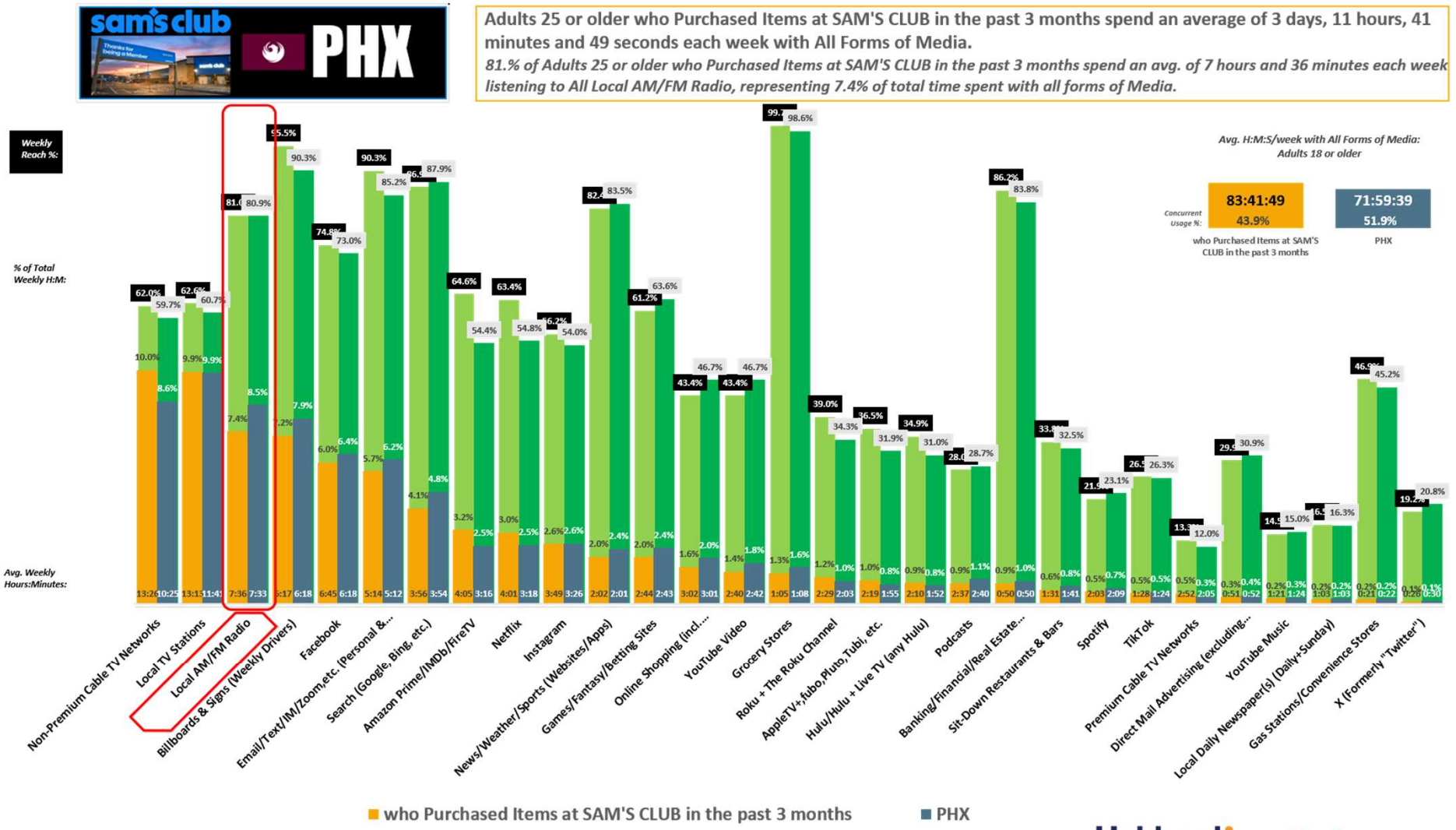


SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 175 SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 7,280

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Major stores bought past 3 months: Sam's Club

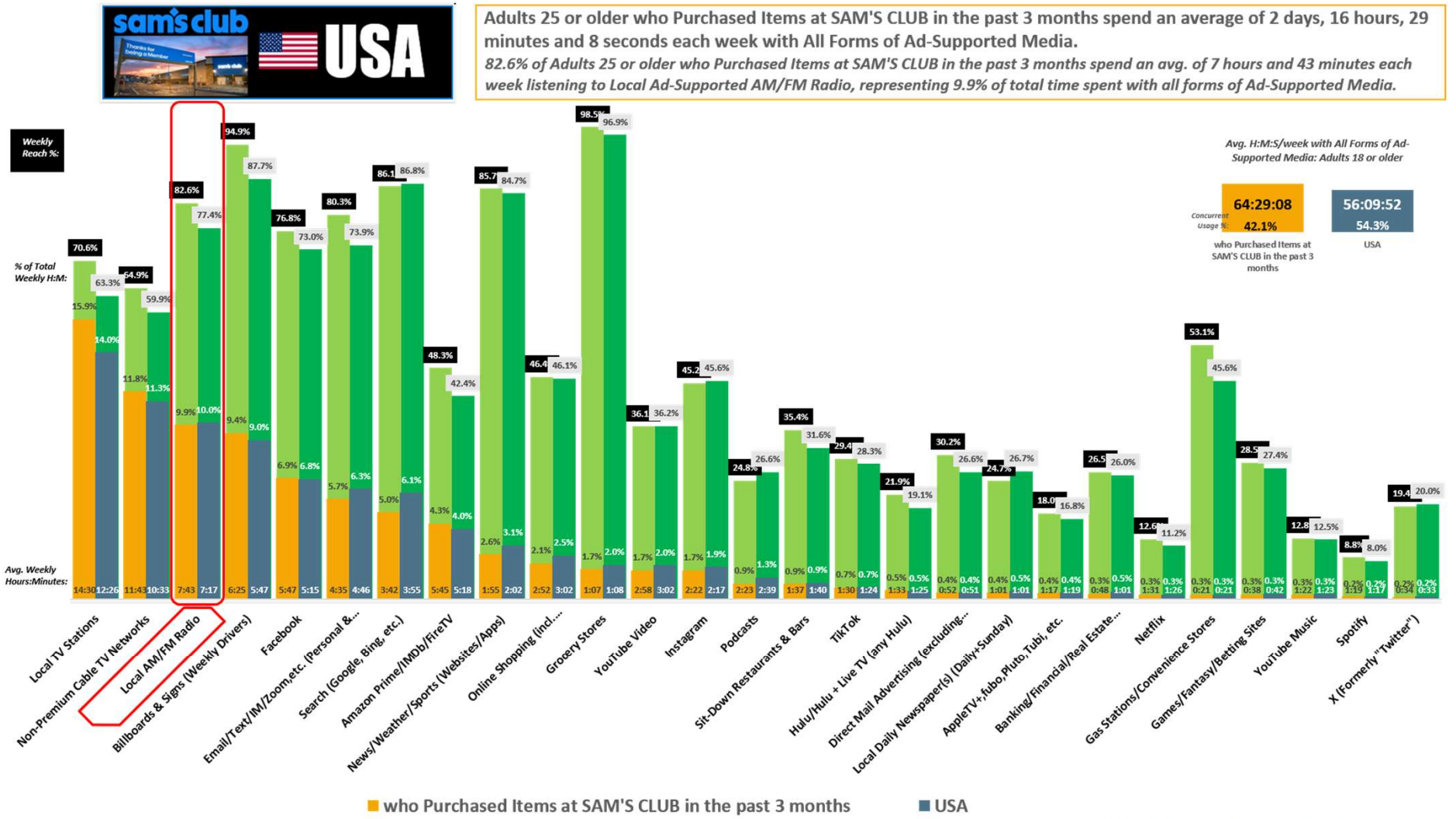


PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 918 PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,474

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Major stores bought past 3 months: Sam's Club

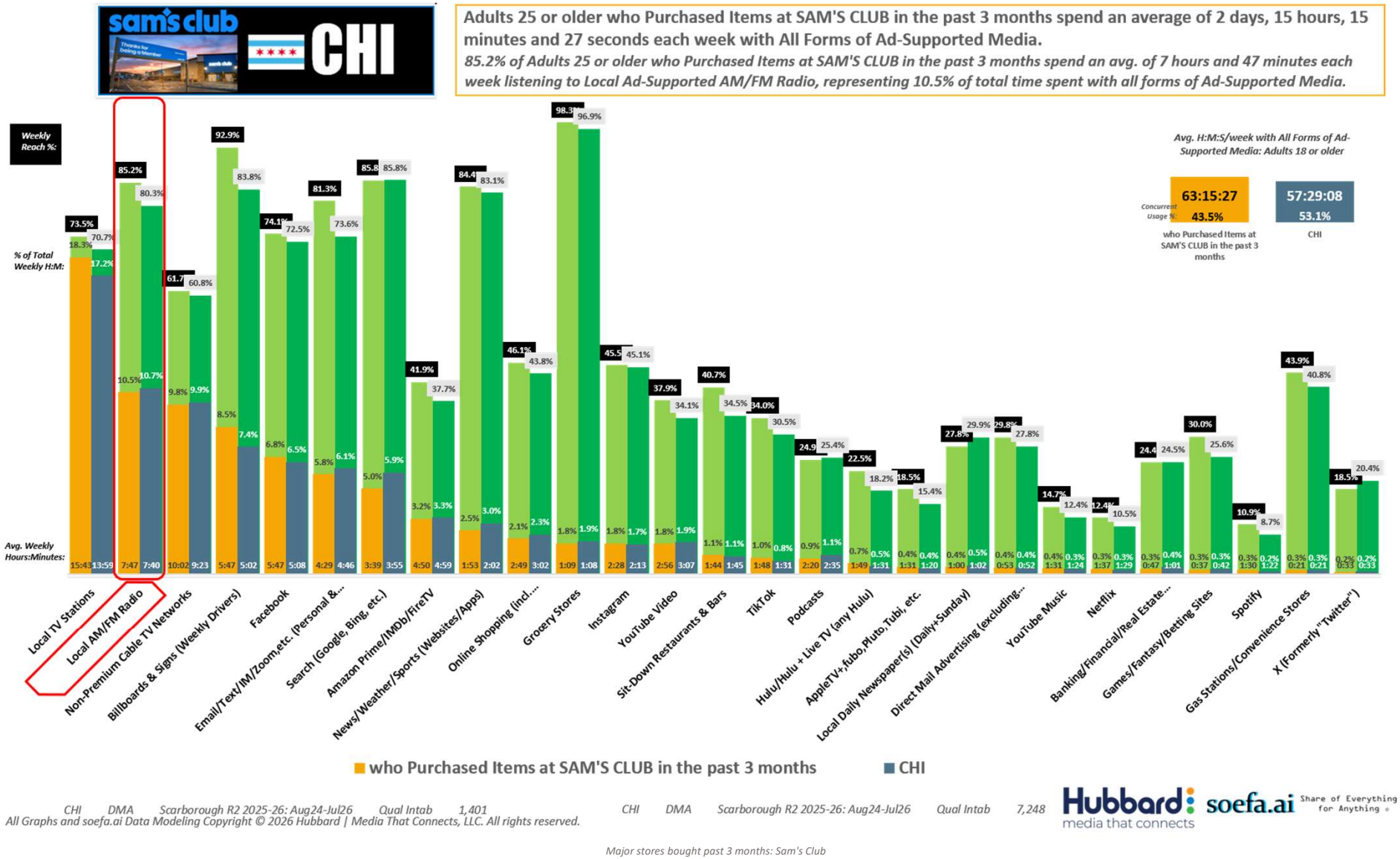


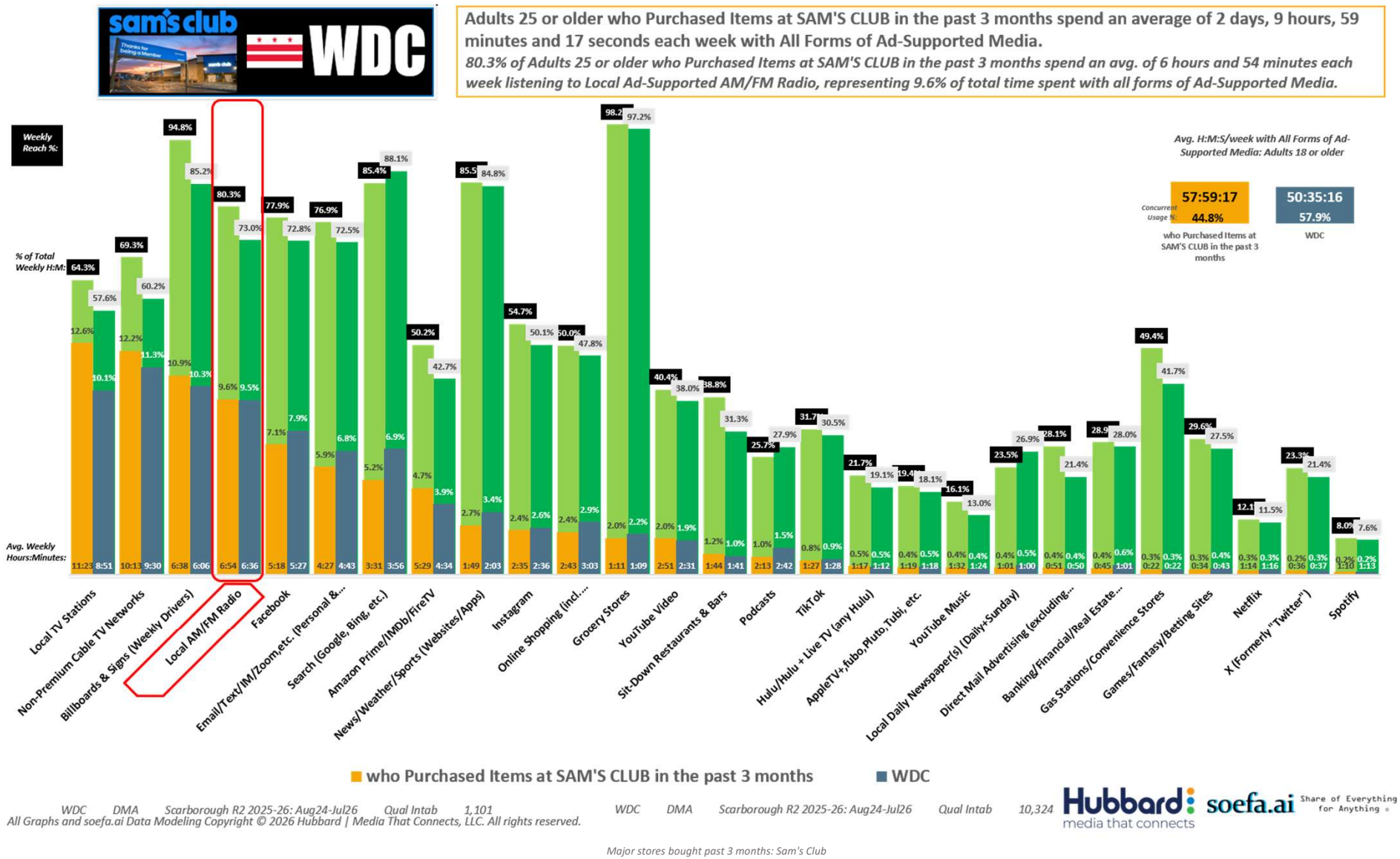
Scarborough R2 2025-26: Feb24-Jul26 USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 45,110
USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 7,602

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Major stores bought past 3 months: Sam's Club


sam's club
CHI
Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months spend an average of 2 days, 15 hours, 15 minutes and 27 seconds each week with All Forms of Ad-Supported Media.
85.2% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months spend an avg. of 7 hours and 47 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.5% of total time spent with all forms of Ad-Supported Media.
Weekly Reach %:
% of Total Weekly H:M:
Avg. Weekly Hours:Minutes:
Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older
Concurrent Usage %:
63:15:27
43.5%
who Purchased Items at SAM'S CLUB in the past 3 months
57:29:08
53.1%
CHI
Local TV Stations
Local AM/FM Radio
Non-Premium Cable TV Networks
Billboards & Signs (Weekly Drivers)
Email/Text/IM/Zoom,etc. (Personal &...
Facebook
Search (Google, Bing, etc.)
Amazon Prime/IMDb/FireTV
News/Weather/Sports (Websites/Apps)
Online Shopping (incl....
Grocery Stores
Instagram
YouTube Video
Sit-Down Restaurants & Bars
TikTok
Podcasts
Hulu/Hulu + Live TV (any Hulu)
AppleTV+,fubo,Pluto,Tubi, etc.
Local Daily Newspaper(s) (Daily+Sunday)
Direct Mail Advertising (excluding...
YouTube Music
Netflix
Banking/Financial/Real Estate...
Games/Fantasy/Betting Sites
Spotify
Gas Stations/Convenience Stores
X (Formerly "Twitter")
who Purchased Items at SAM'S CLUB in the past 3 months
CHI
CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,401
CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 7,248
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Major stores bought past 3 months: Sam's Club

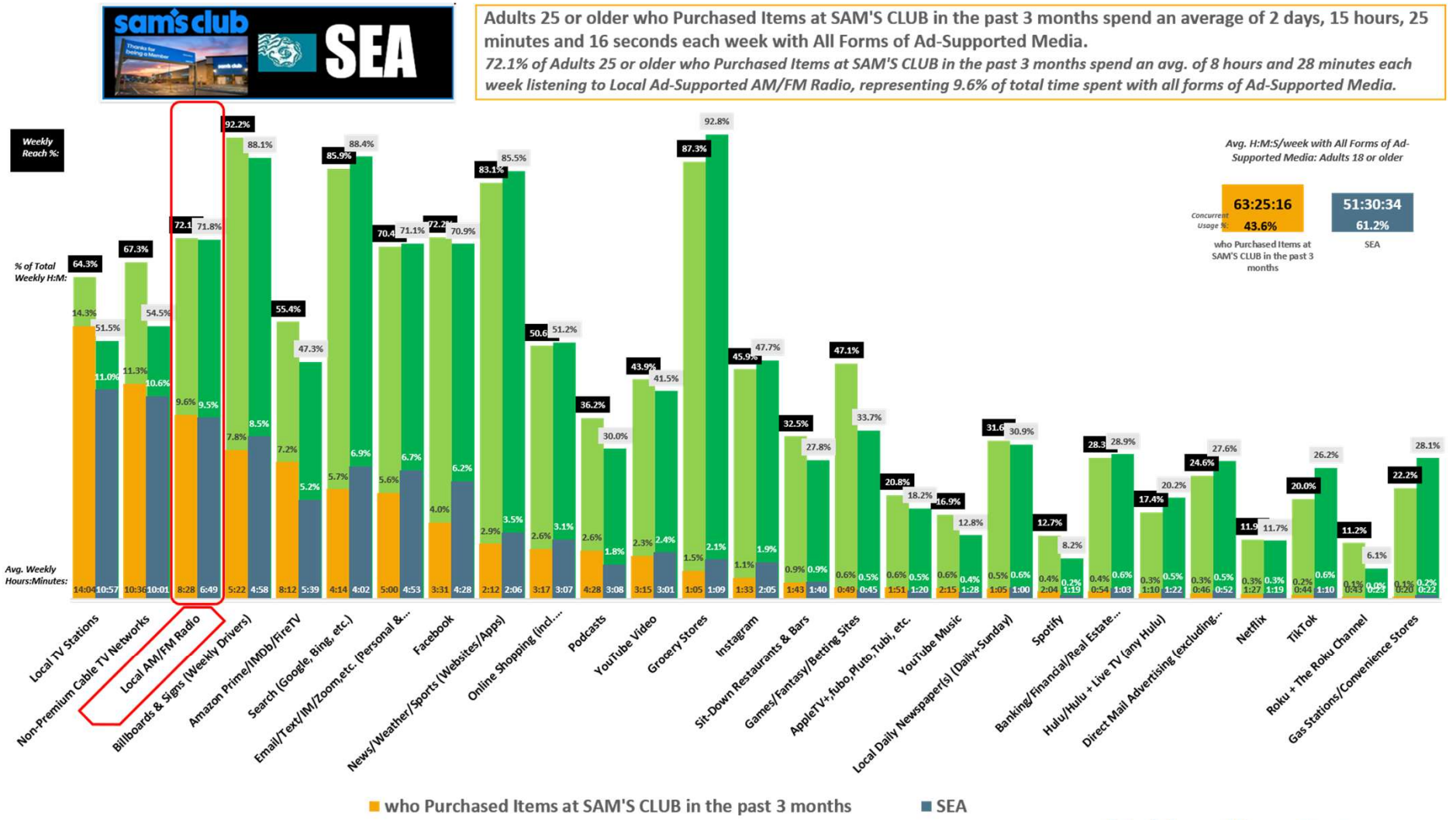


WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,101 WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 10,324

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Major stores bought past 3 months: Sam's Club



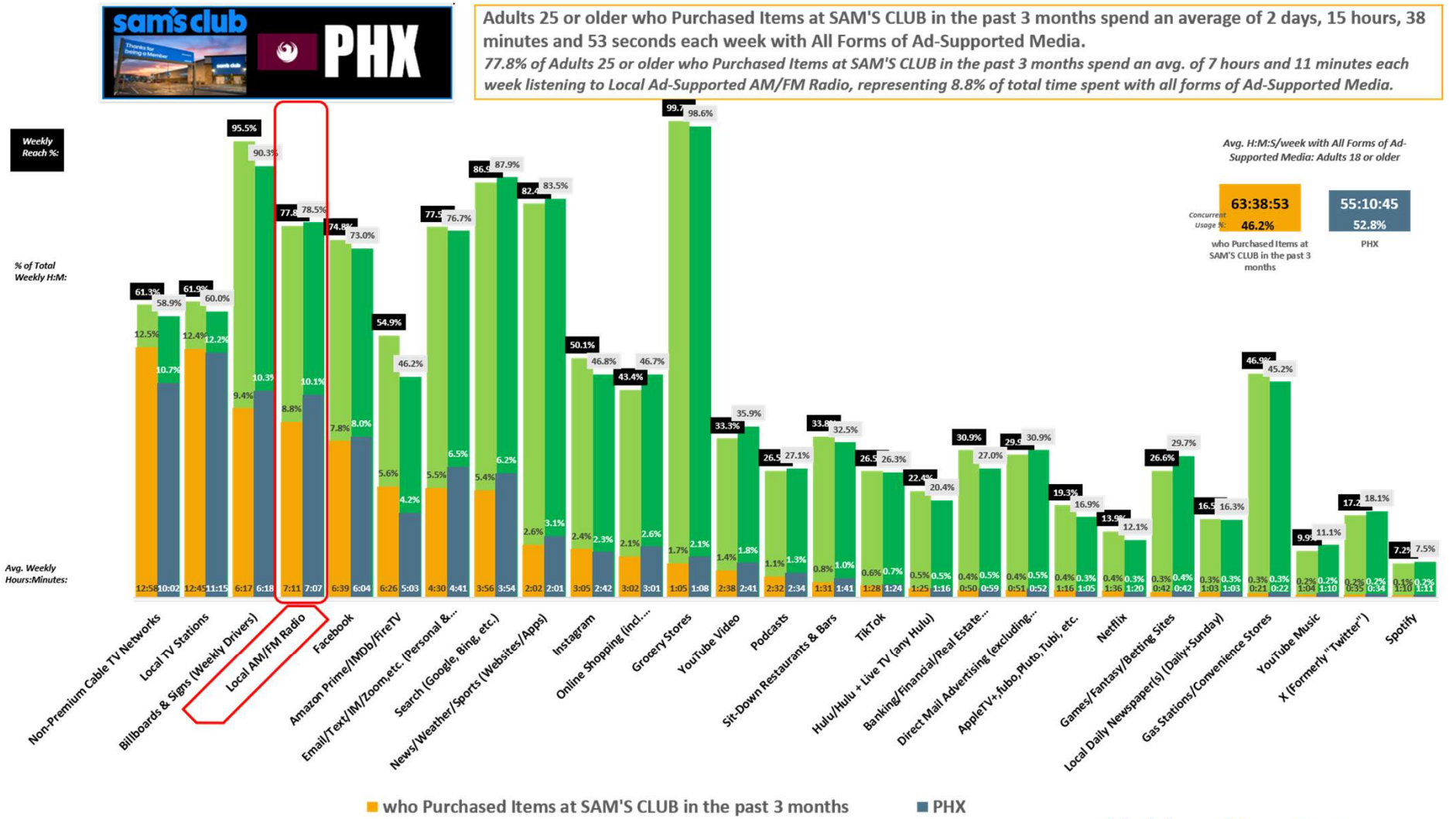
SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 175

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

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Major stores bought past 3 months: Sam's Club



PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 918

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

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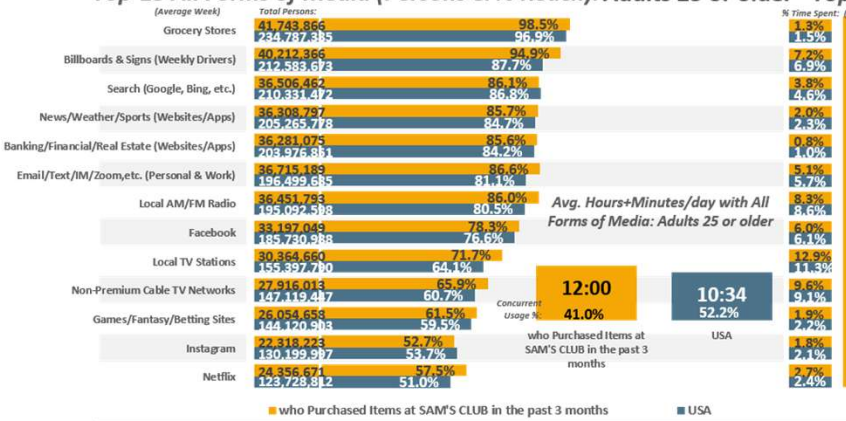
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Major stores bought past 3 months: Sam's Club

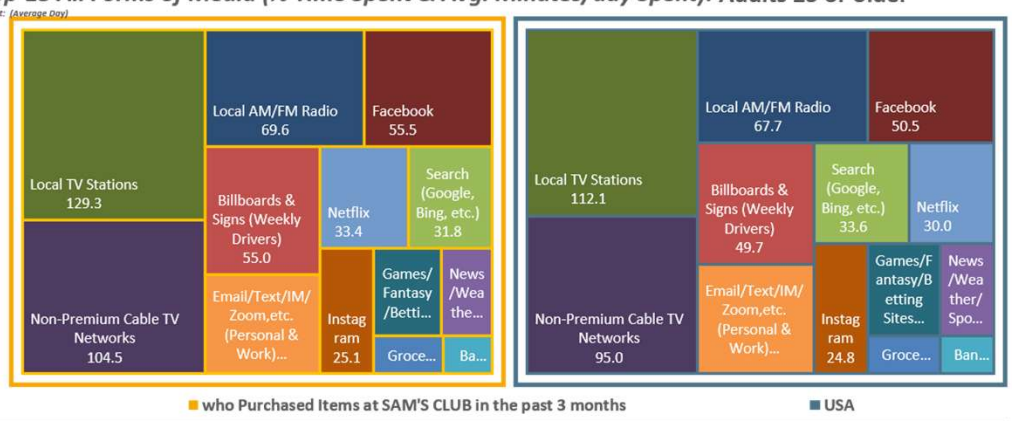


Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months spend an average of 9 hours and 12 minutes each day with All Forms of Ad-Supported Media. 82.6% listen to Local AM/FM Radio for an avg. of 66.3 minutes/day. *(Local Radio delivers 9.9% of Time with Ad-Supported Media.)*

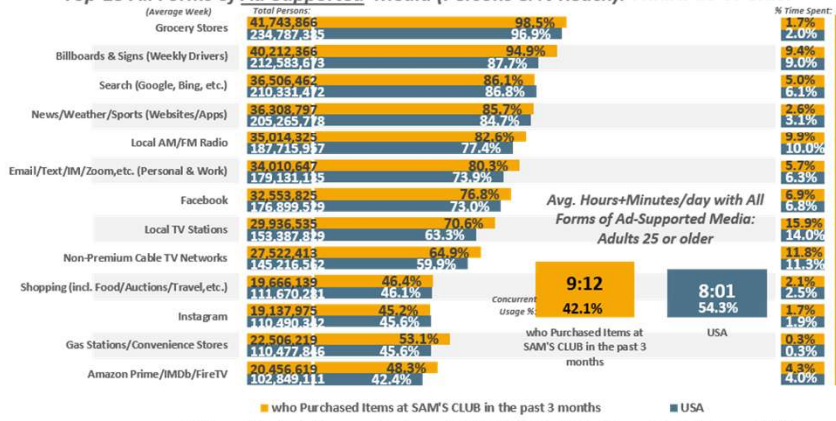
Top-13 All Forms of Media (Persons & % Reach): Adults 25 or older



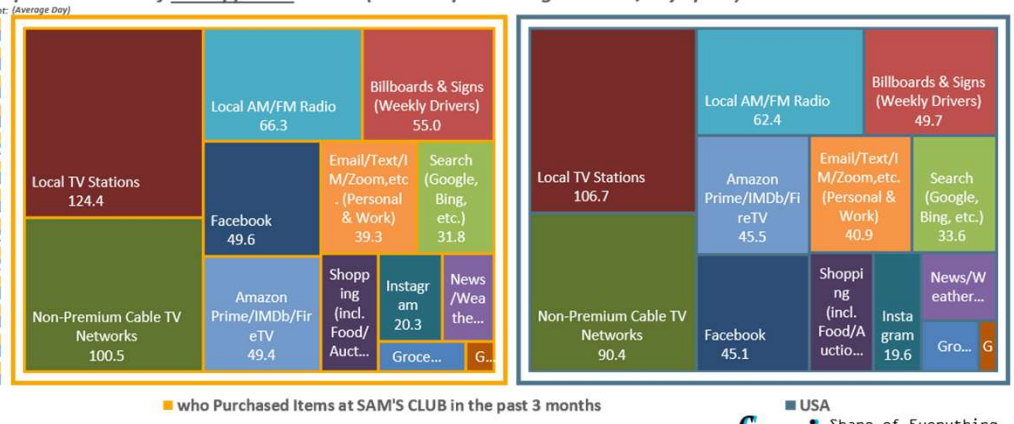
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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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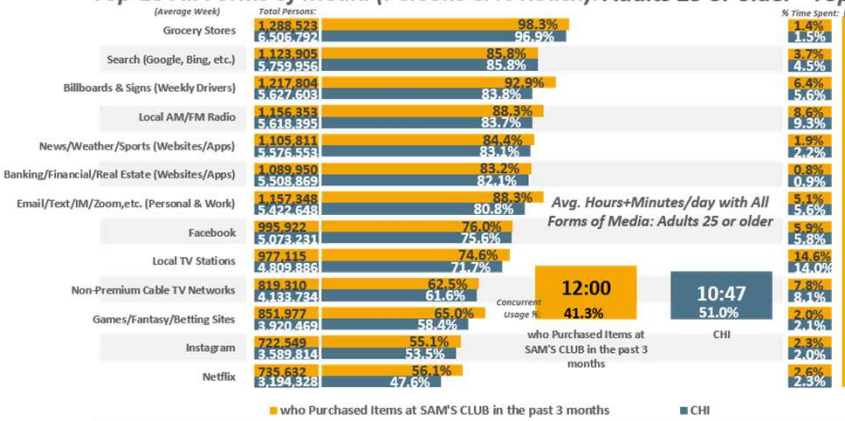
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Major stores bought past 3 months: Sam's Club

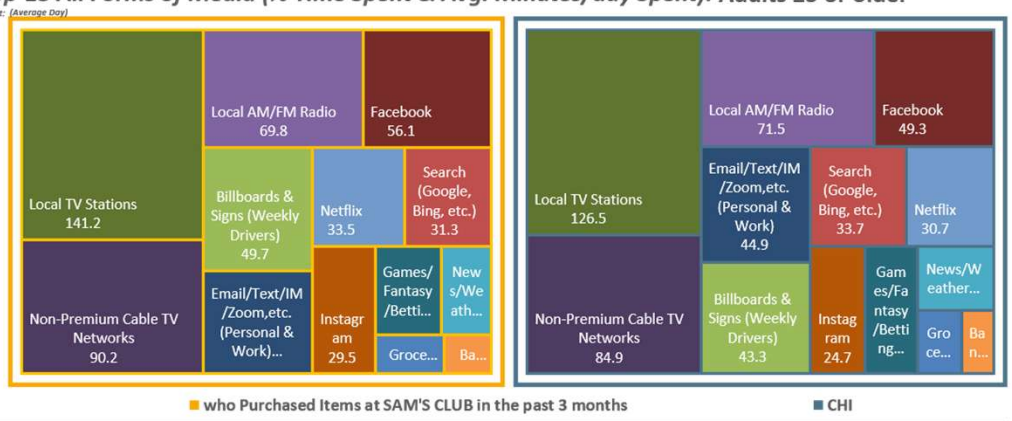


Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months spend an average of 9 hours and 2 minutes each day with All Forms of Ad-Supported Media. 85.2% listen to Local AM/FM Radio for an avg. of 66.8 minutes/day. *(Local Radio delivers 10.5% of Time with Ad-Supported Media.)*

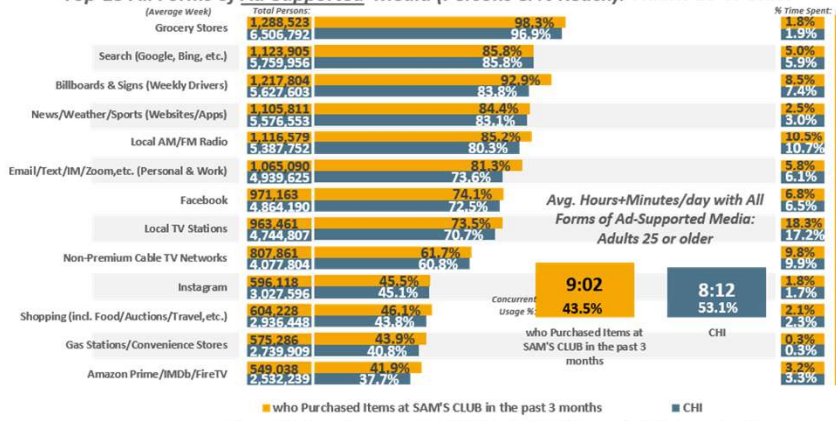
Top-13 All Forms of Media (Persons & % Reach): Adults 25 or older



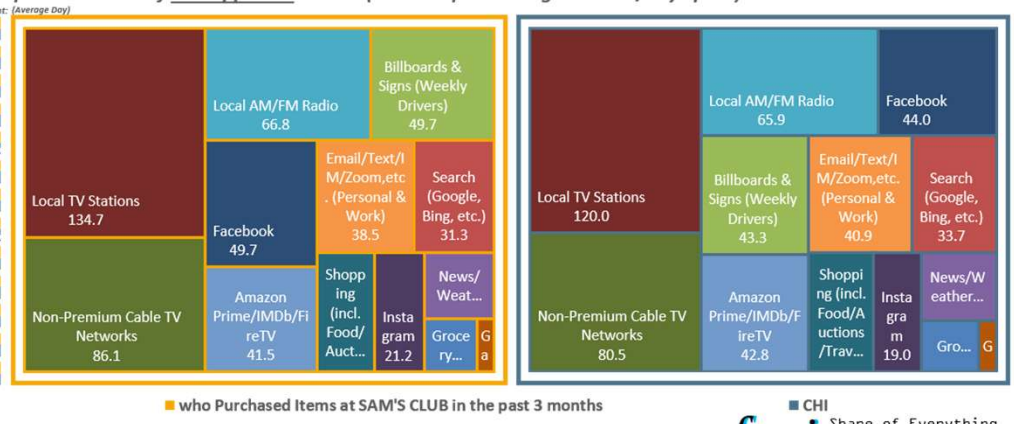
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,401

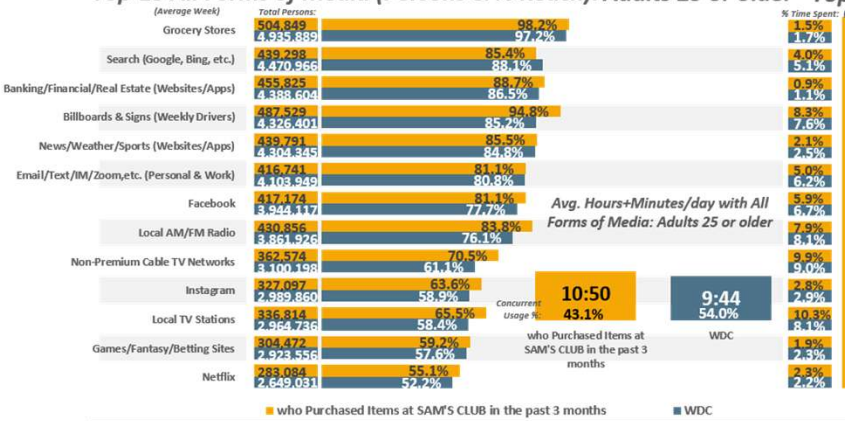
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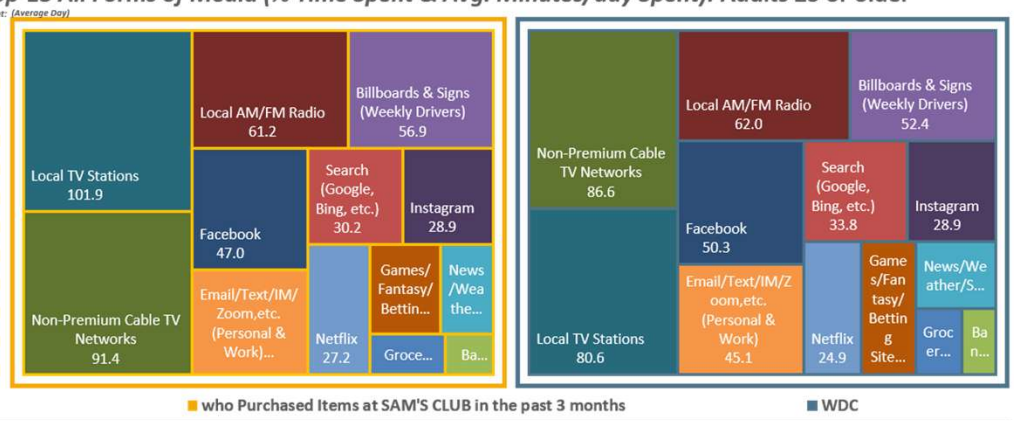
Major stores bought past 3 months: Sam's Club

Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months spend an average of 8 hours and 17 minutes each day with All Forms of Ad-Supported Media. 80.3% listen to Local AM/FM Radio for an avg. of 59.3 minutes/day. *(Local Radio delivers 9.6% of Time with Ad-Supported Media.)*

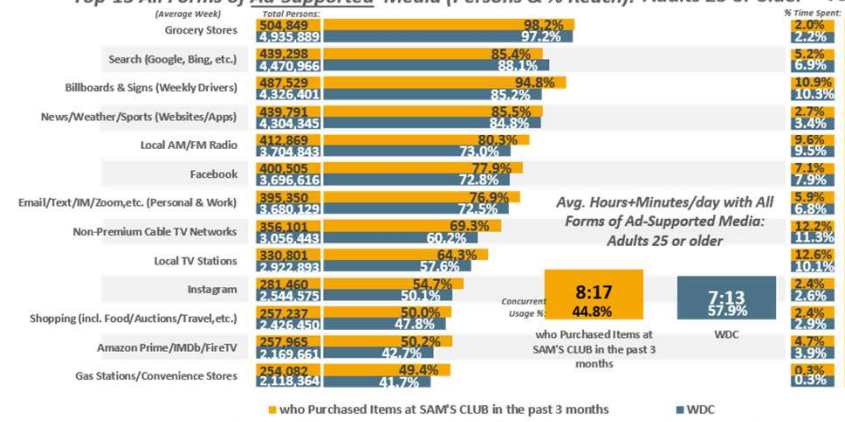
Top-13 All Forms of Media (Persons & % Reach): Adults 25 or older



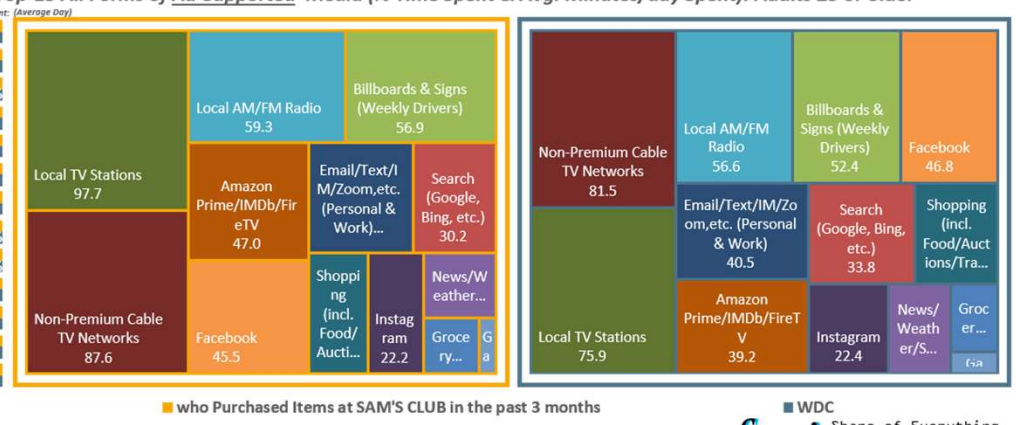
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,101

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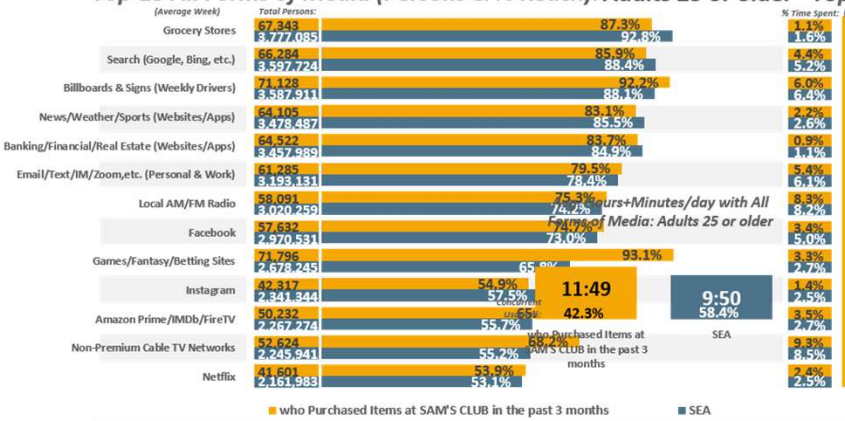
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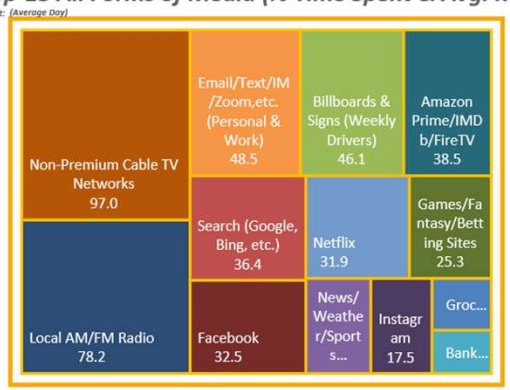
Major stores bought past 3 months: Sam's Club

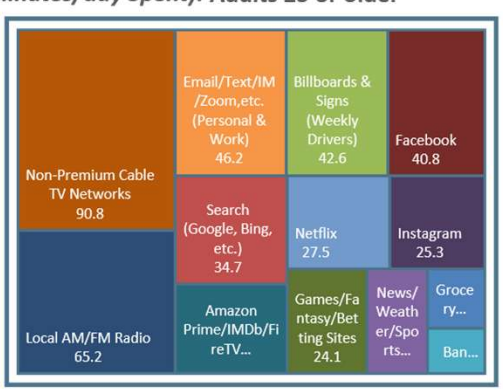


Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months spend an average of 9 hours and 3 minutes each day with All Forms of Ad-Supported Media. 72.1% listen to Local AM/FM Radio for an avg. of 72.6 minutes/day. *(Local Radio delivers 9.6% of Time with Ad-Supported Media.)*

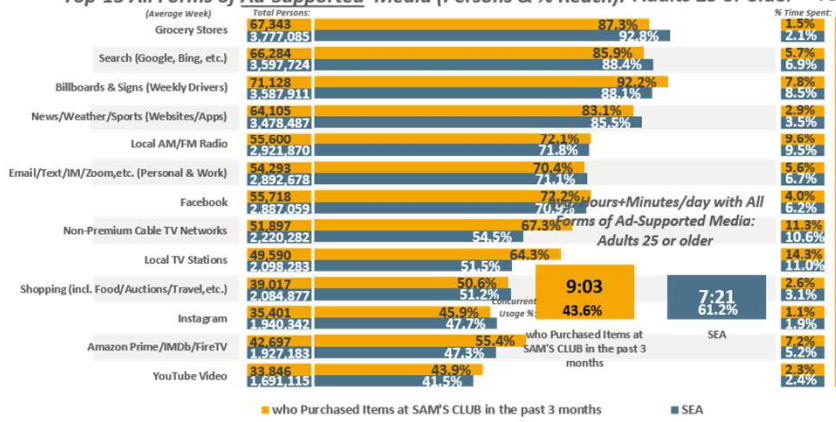
Top-13 All Forms of Media (Persons & % Reach): **Adults 25 or older** ***Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent):*** **Adults 25 or older**

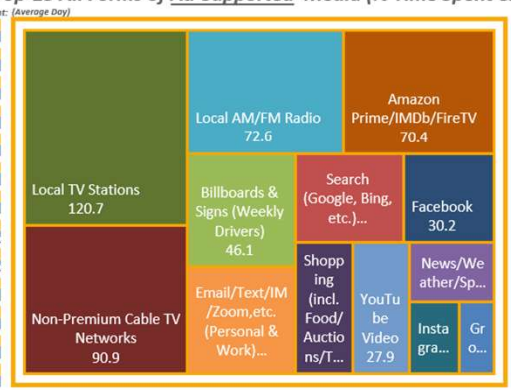


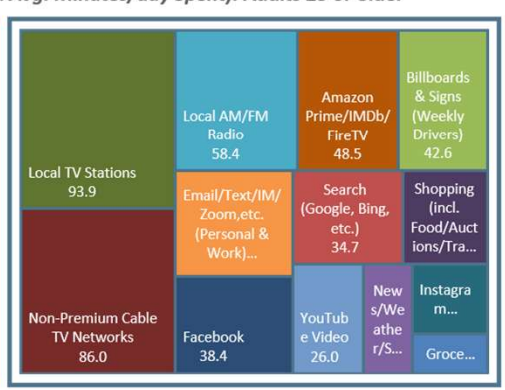




Top-13 All Forms of <u>Ad-Supported</u> Media (Persons & % Reach): **Adults 25 or older** ***Top-13 All Forms of <u>Ad-Supported</u> Media (% Time Spent & Avg. Minutes/day Spent):*** **Adults 25 or older**







SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 175

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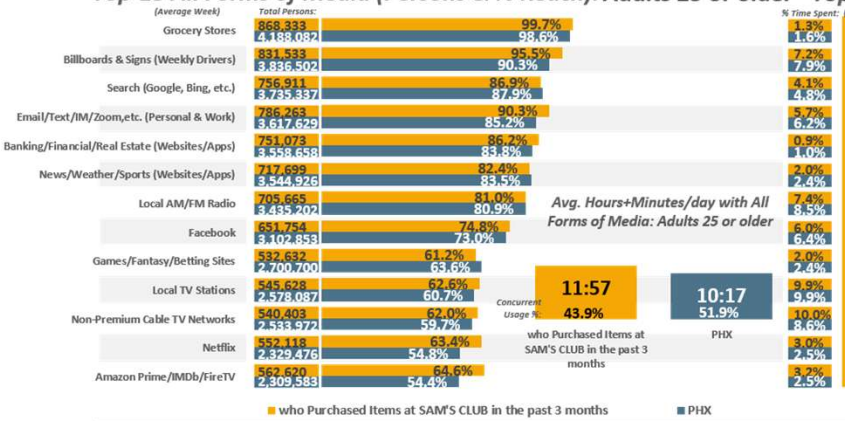
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Major stores bought past 3 months: Sam's Club

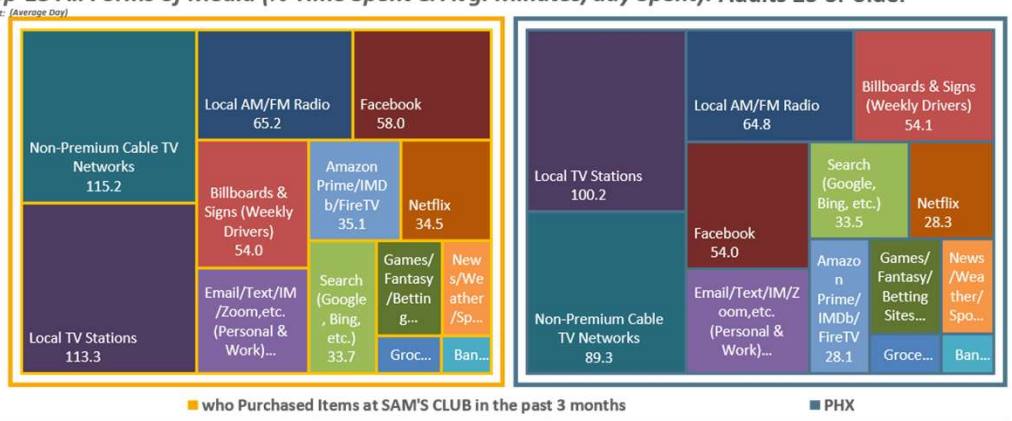


Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months spend an average of 9 hours and 5 minutes each day with All Forms of Ad-Supported Media. 77.8% listen to Local AM/FM Radio for an avg. of 61.6 minutes/day. *(Local Radio delivers 8.8% of Time with Ad-Supported Media.)*

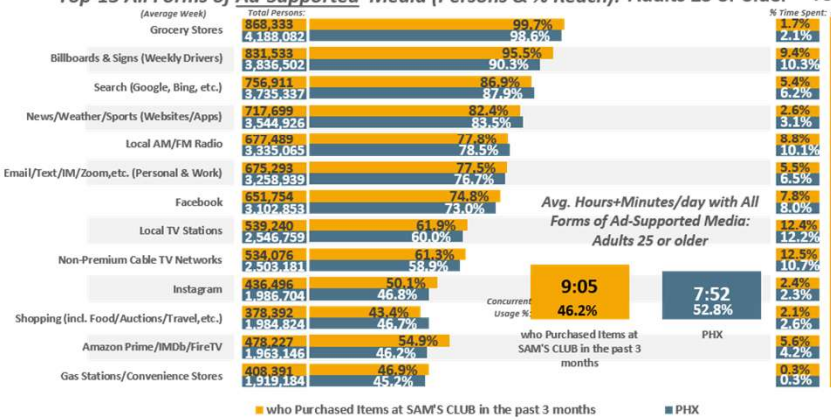
Top-13 All Forms of Media (Persons & % Reach): Adults 25 or older



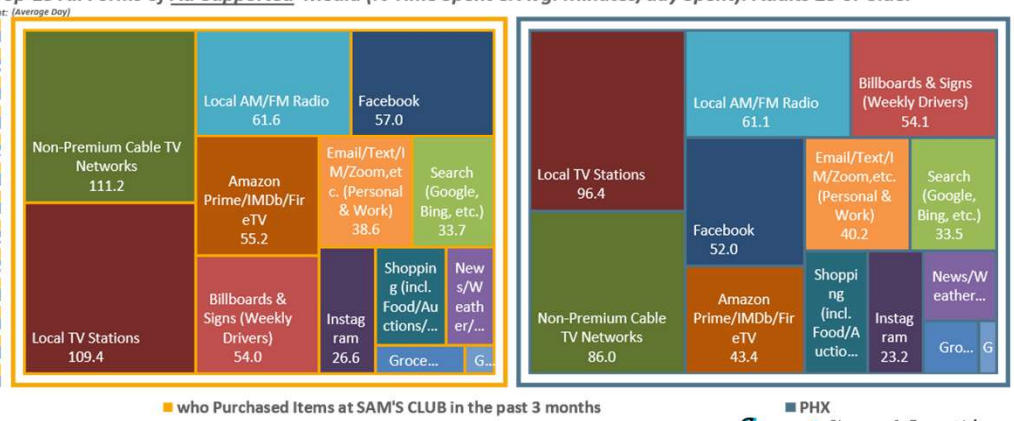
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 918

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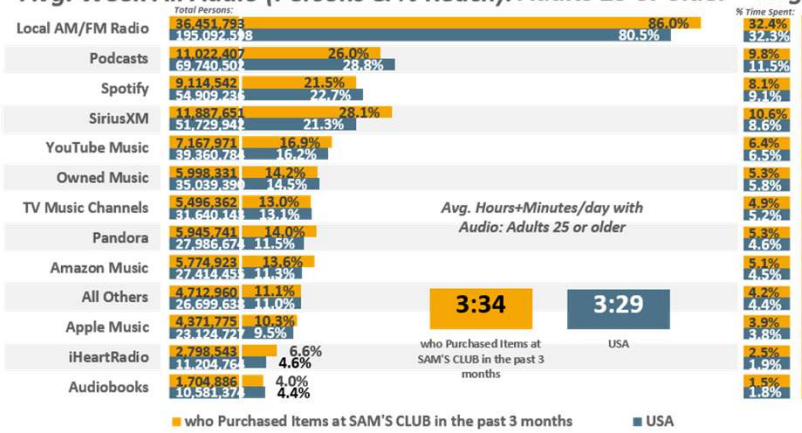
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Major stores bought past 3 months: Sam's Club

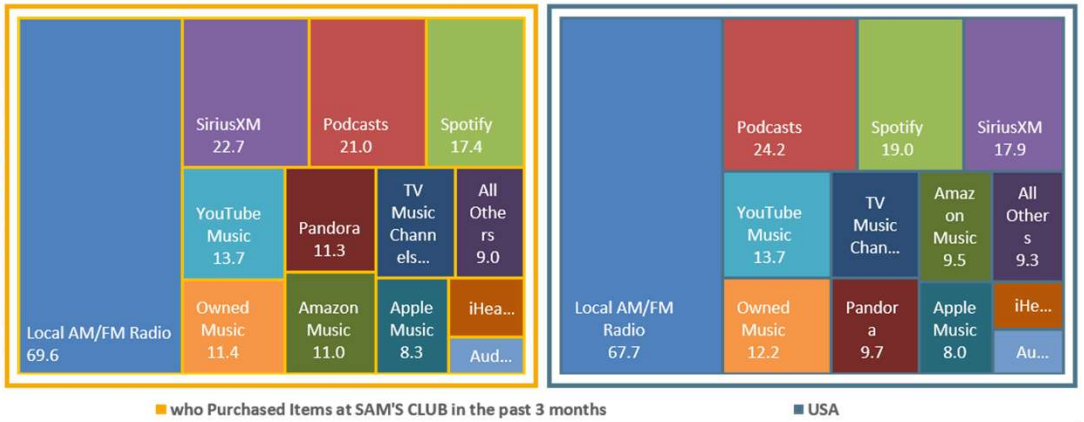


35,014,325 or 82.6% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 66.3 minutes every day representing 42.7% of all time spent daily with Ad-Supported Audio.

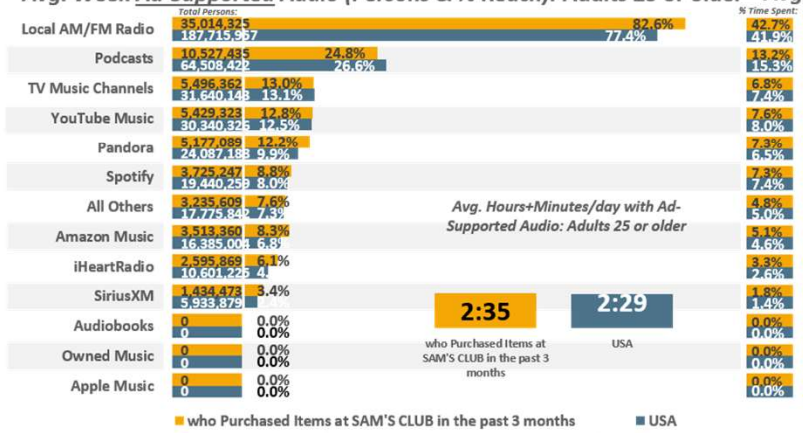
Avg. Week All Audio (Persons & % Reach): Adults 25 or older



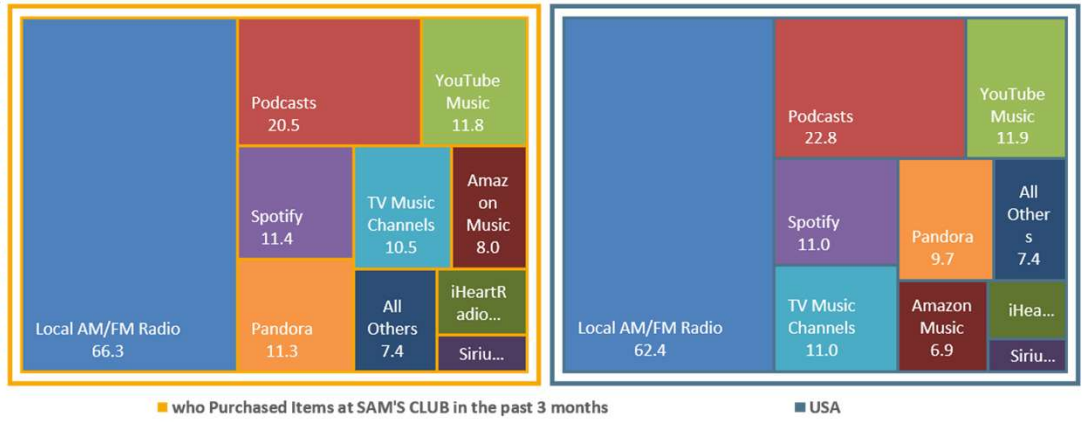
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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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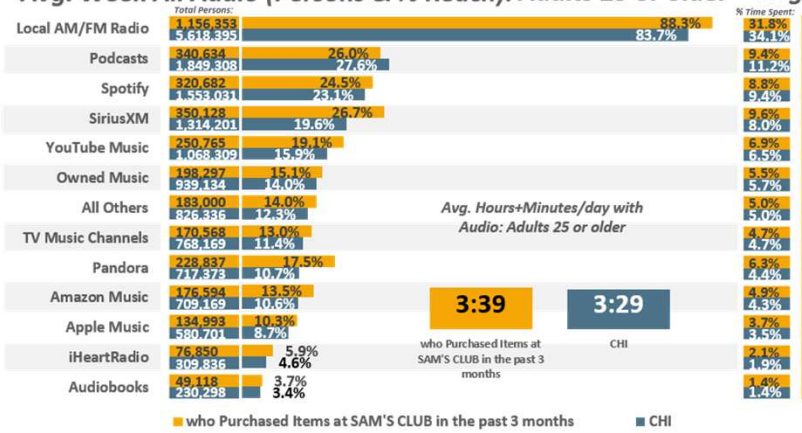
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Major stores bought past 3 months: Sam's Club

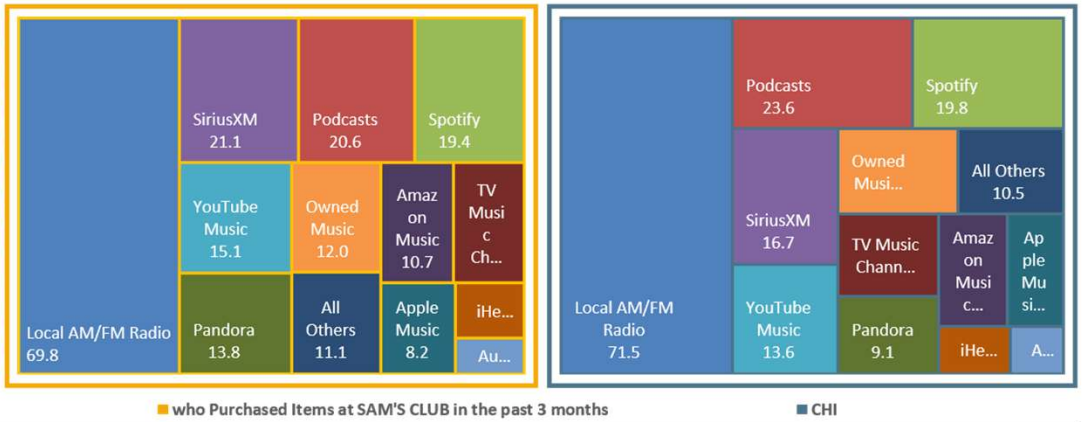


1,116,579 or 85.2% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 66.8 minutes every day representing 41.7% of all time spent daily with Ad-Supported Audio.

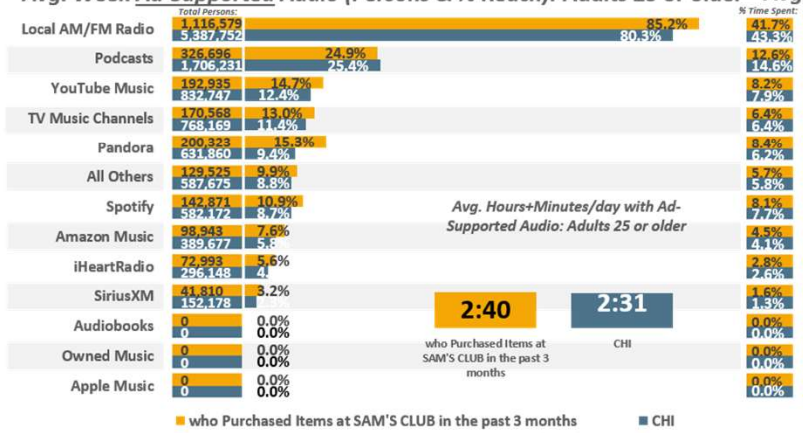
Avg. Week All Audio (Persons & % Reach): Adults 25 or older



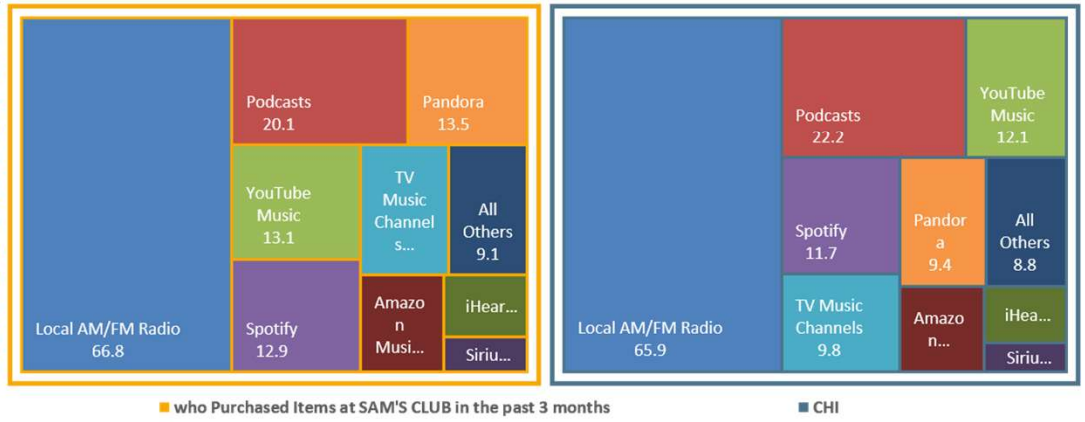
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,401

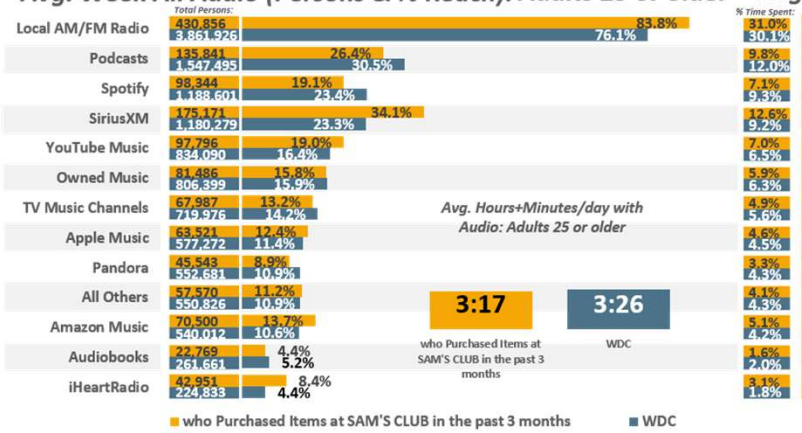
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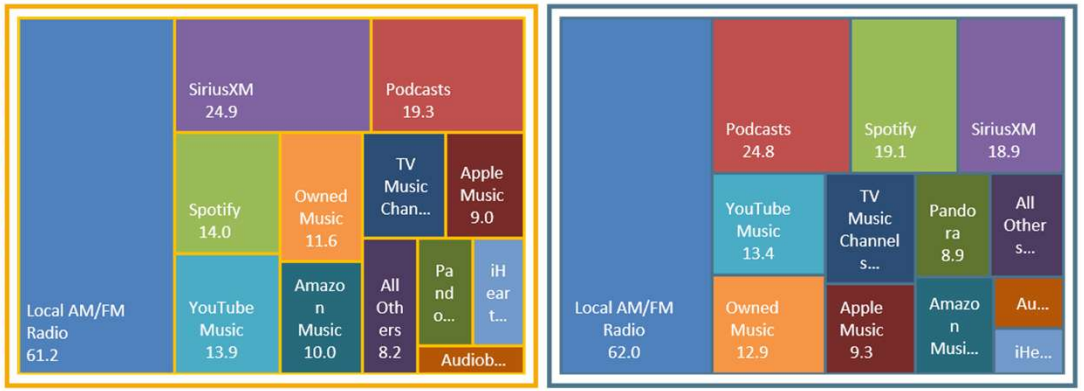
Major stores bought past 3 months: Sam's Club

412,869 or 80.3% 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 59.3 minutes every day representing 42.5% of all time spent daily with Ad-Supported Audio.

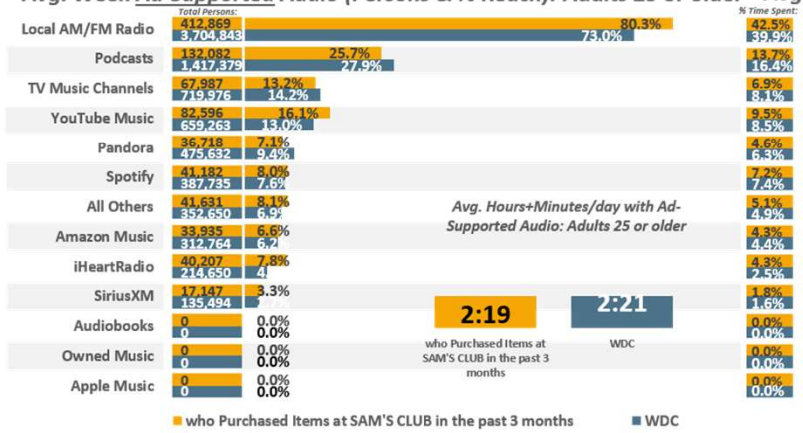
Avg. Week All Audio (Persons & % Reach): Adults 25 or older



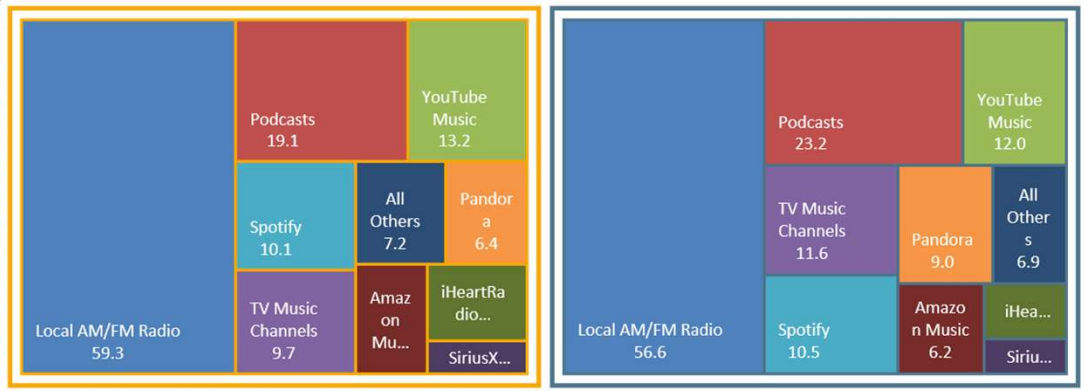
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,101

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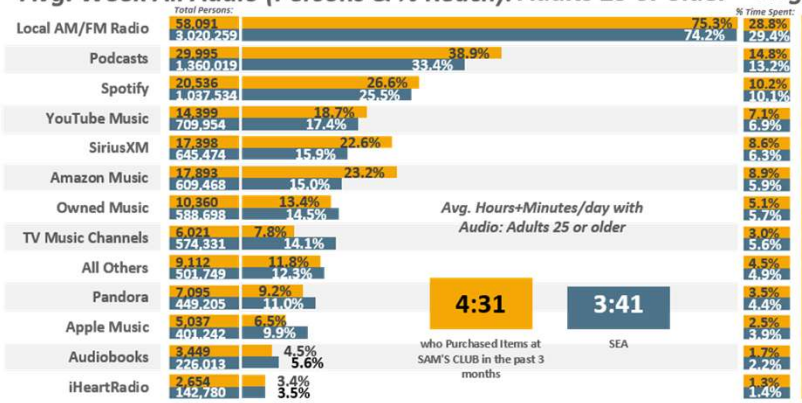
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Major stores bought past 3 months: Sam's Club

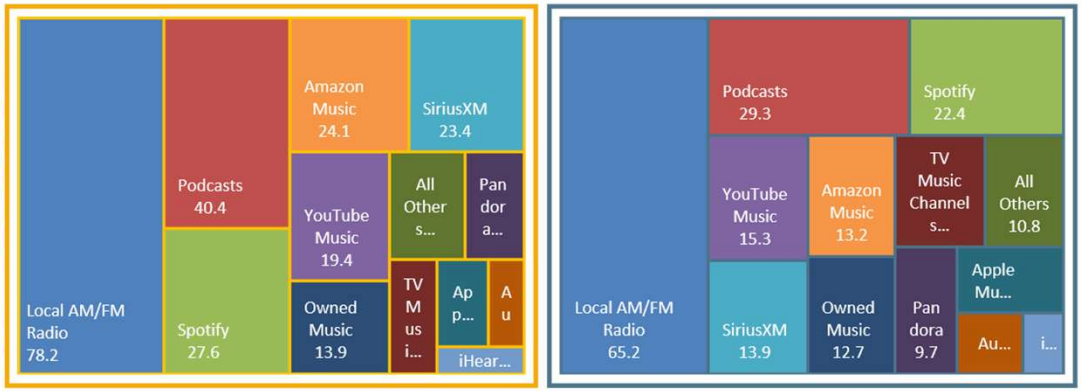


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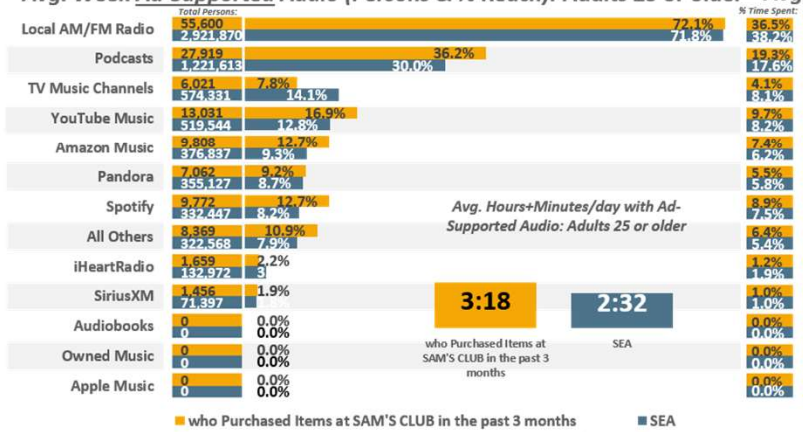
Avg. Week All Audio (Persons & % Reach): Adults 25 or older



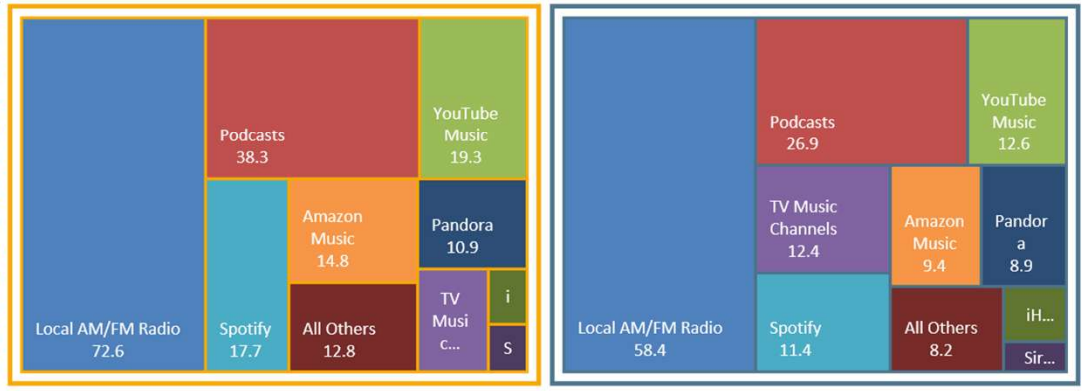
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 175

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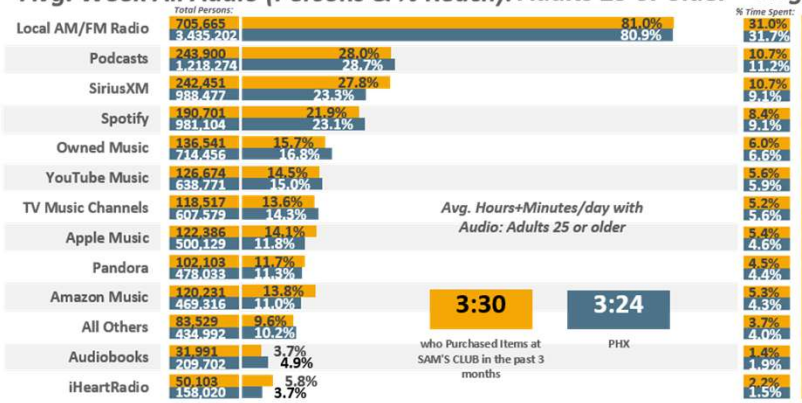
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Major stores bought past 3 months: Sam's Club

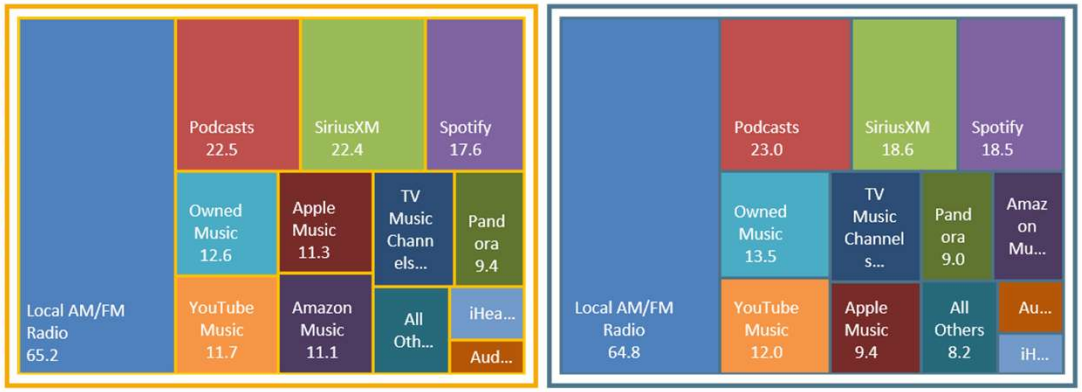


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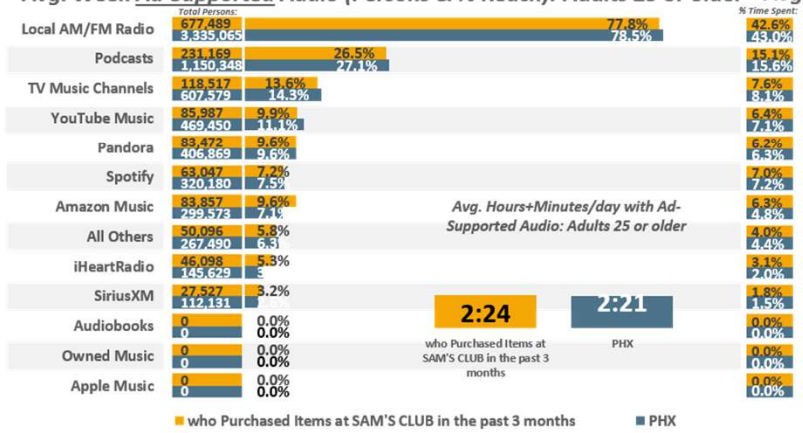
Avg. Week All Audio (Persons & % Reach): Adults 25 or older



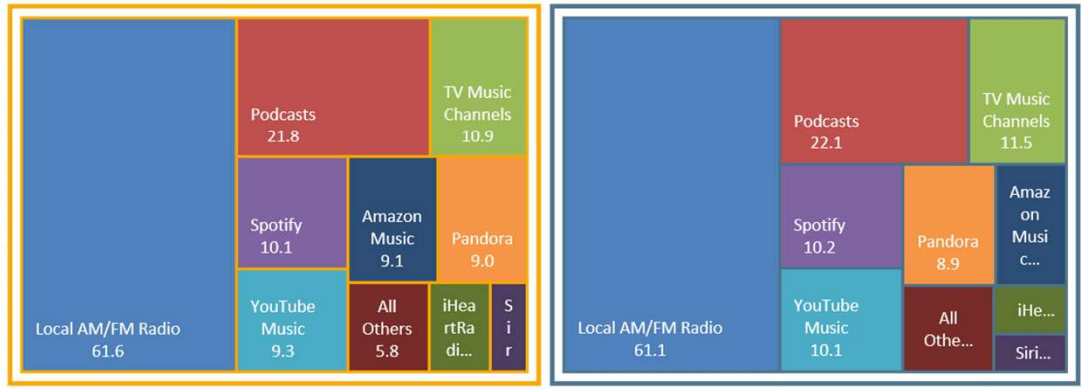
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 918

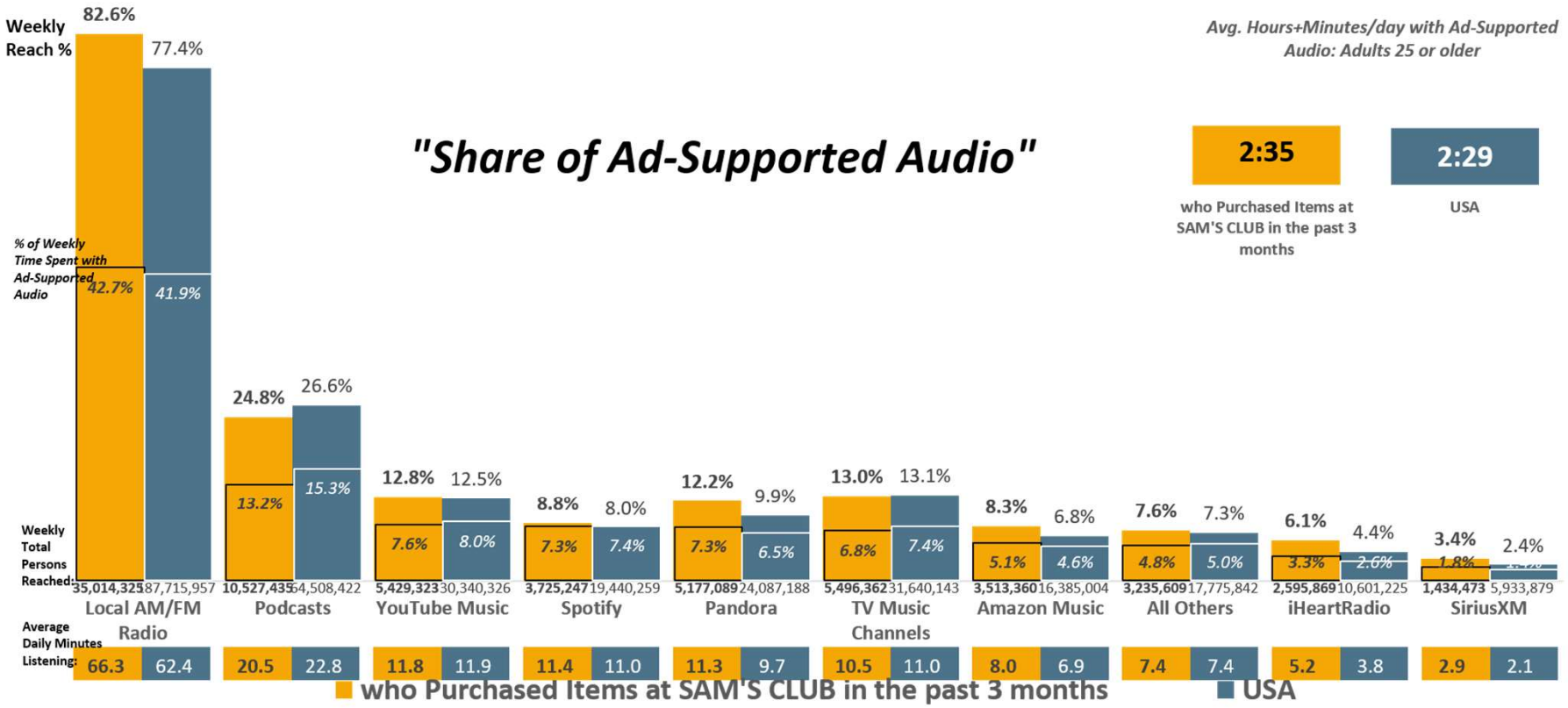
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Major stores bought past 3 months: Sam's Club



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

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

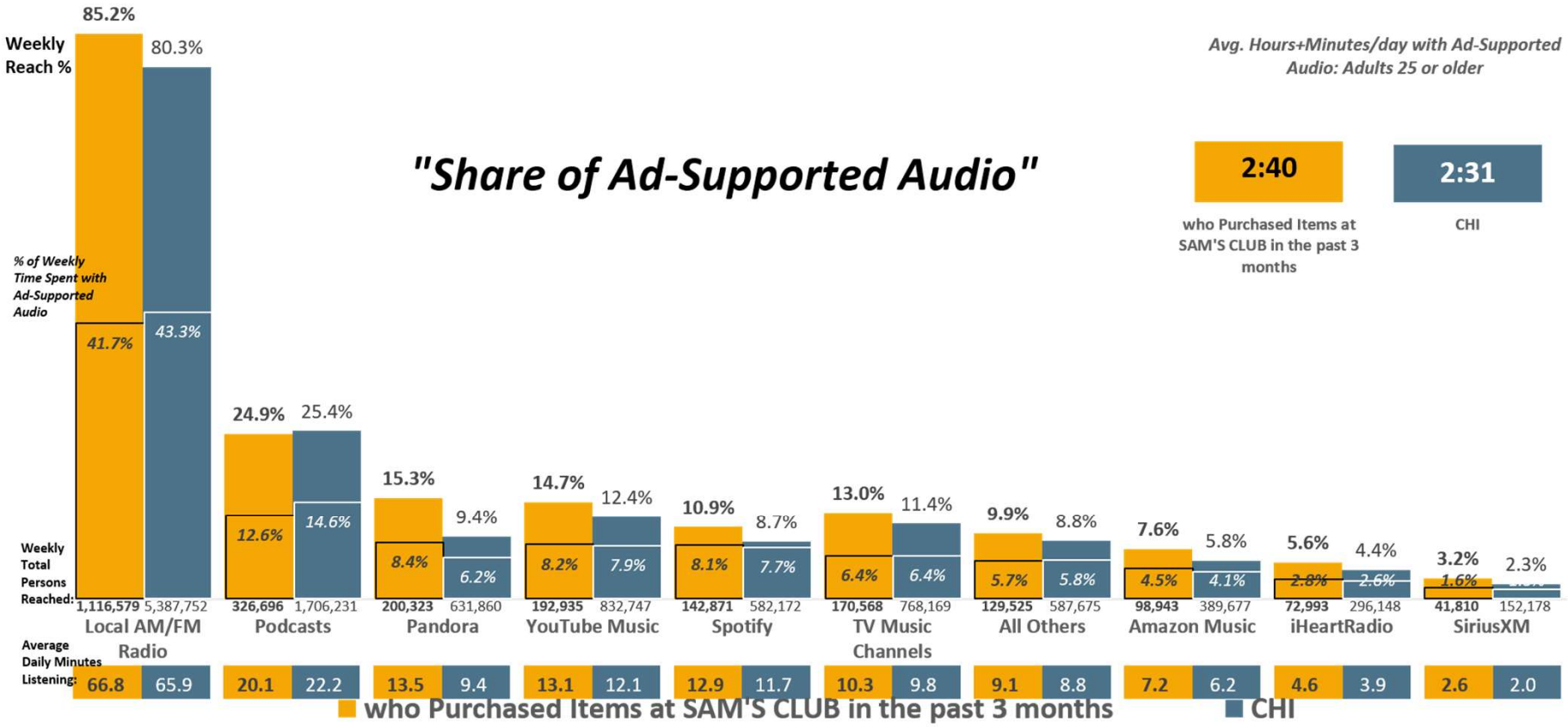
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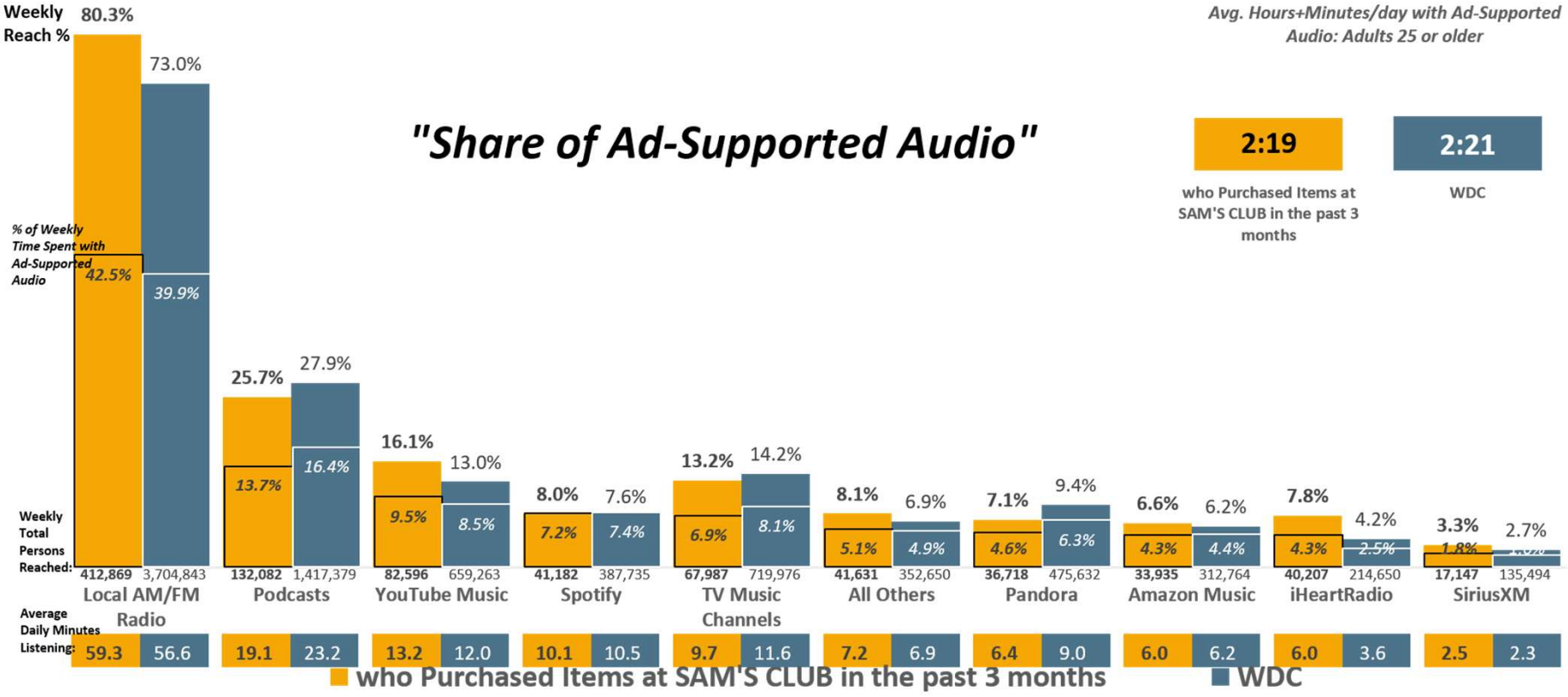
CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,401 CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 7,248

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Major stores bought past 3 months: Sam's Club

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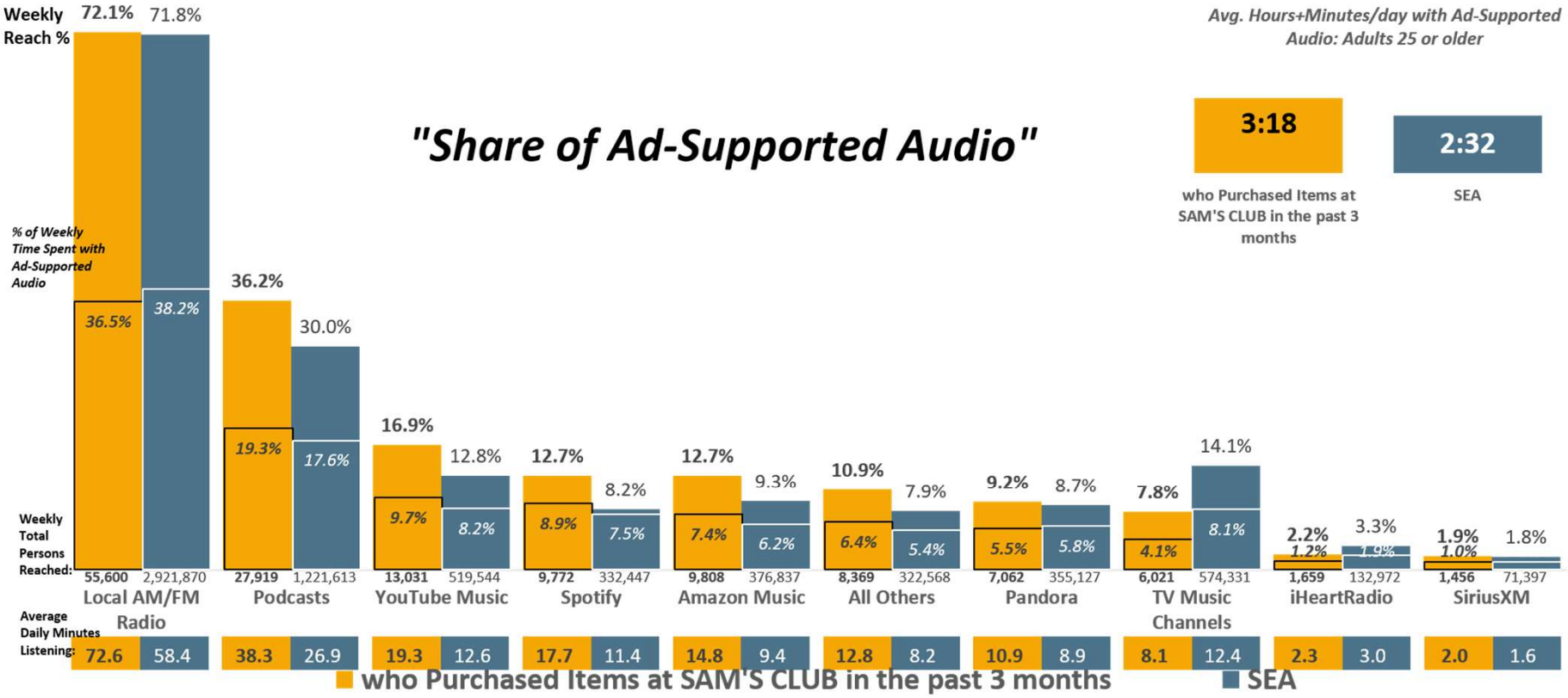
WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,101 WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 10,324

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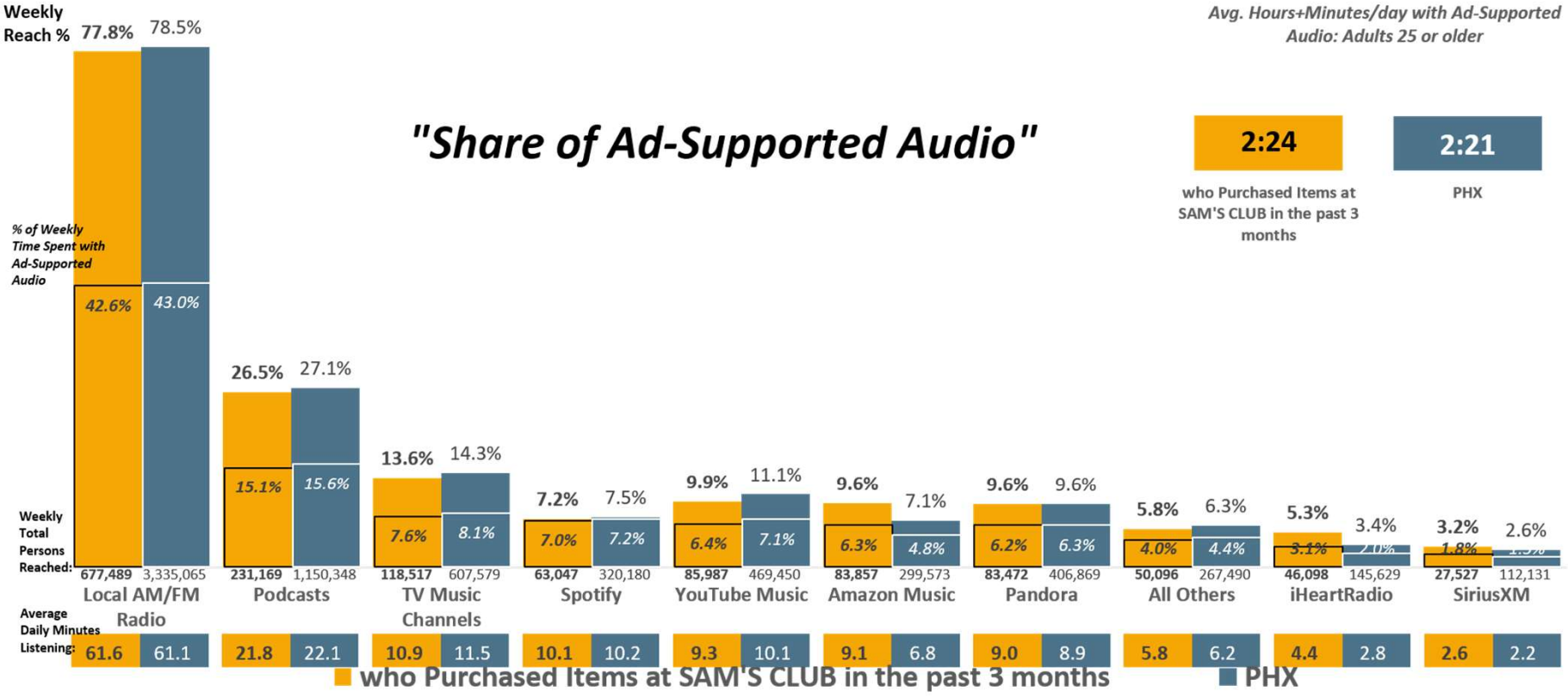
SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 175 SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 7,280

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PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 918 PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,474

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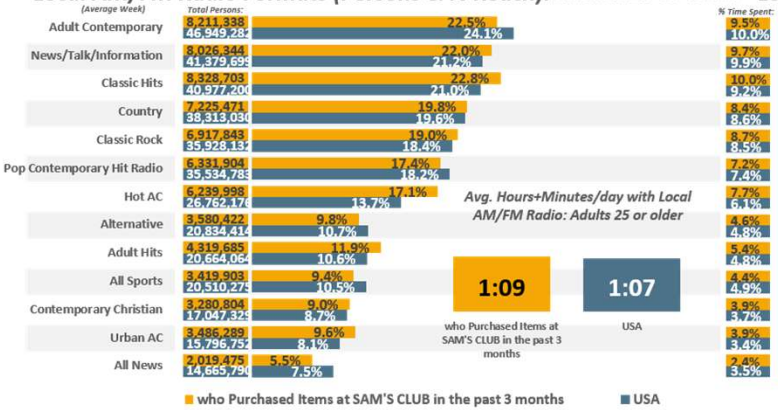
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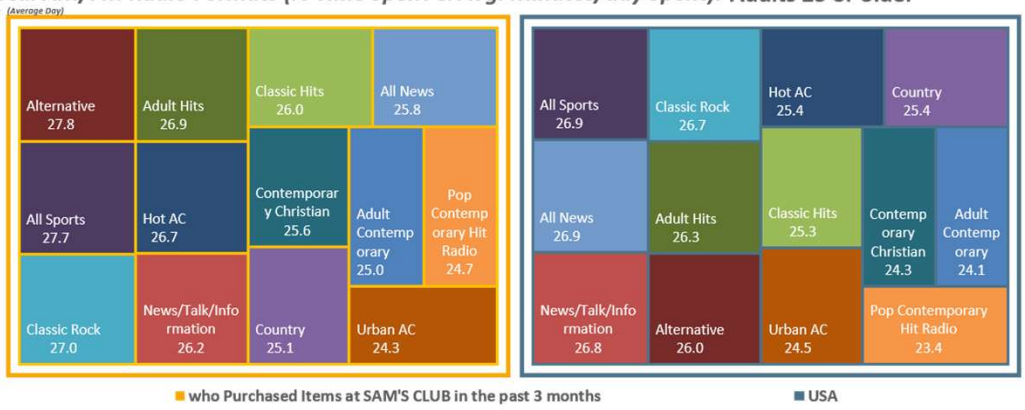


35,014,325 or 82.6% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Adult Contemporary, Country, Classic Rock, and Pop Contemporary Hit Radio.

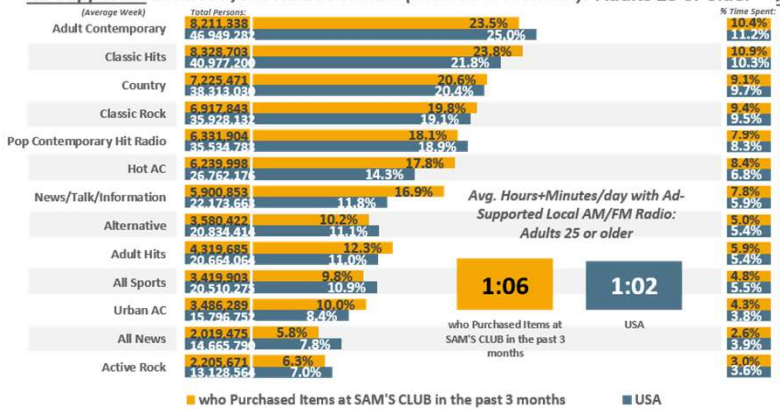
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



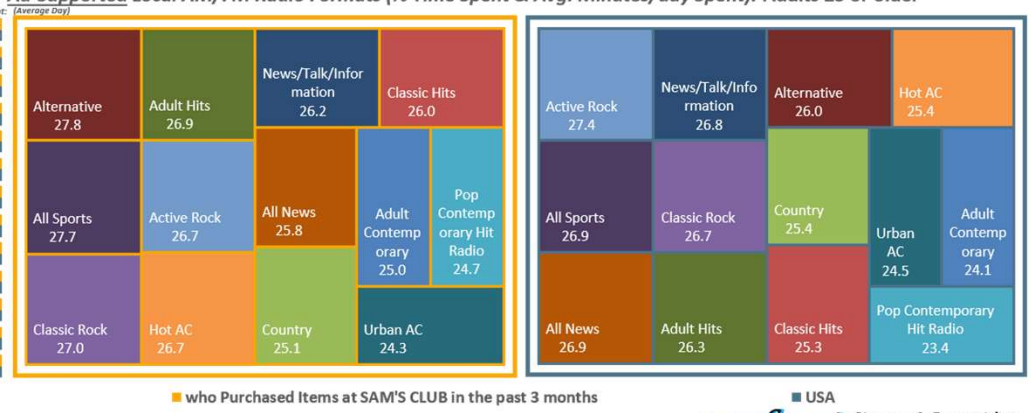
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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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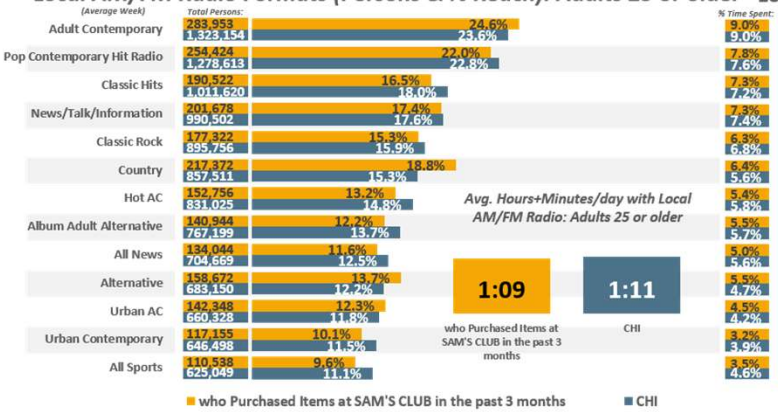
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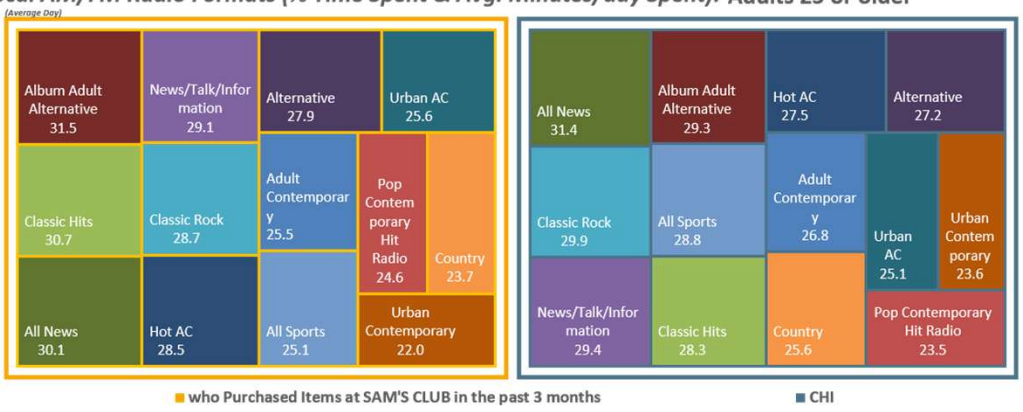


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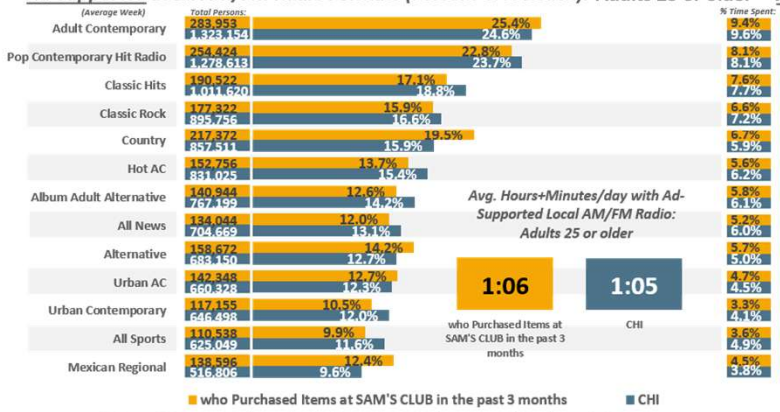
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



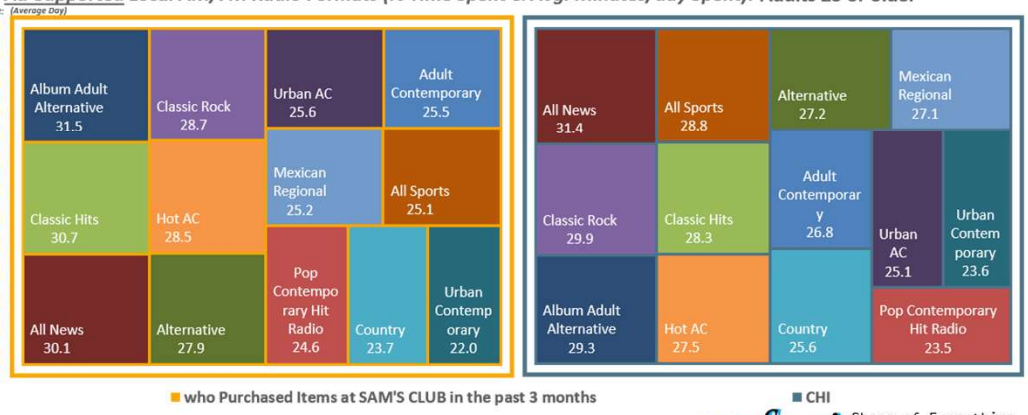
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,401

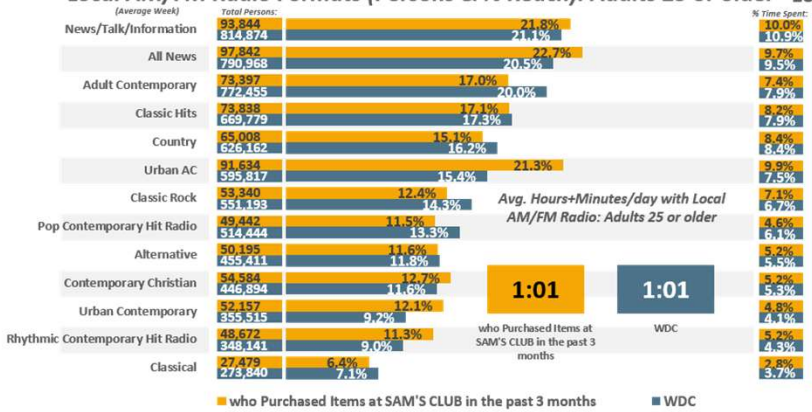
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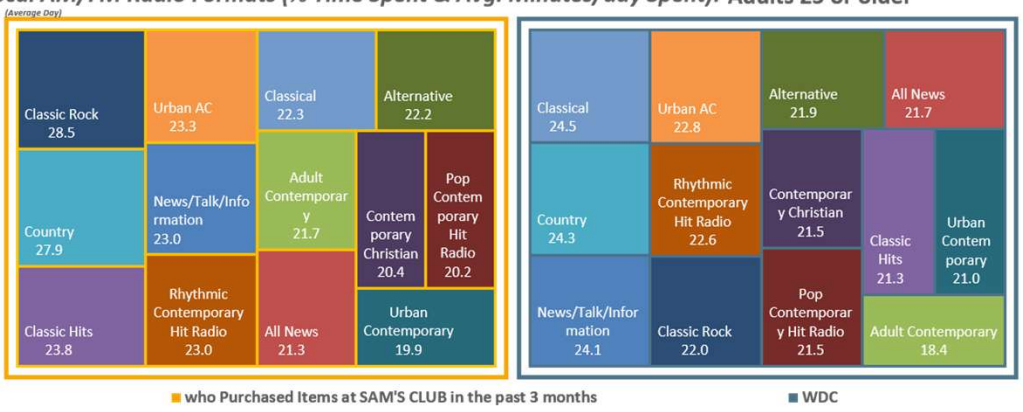
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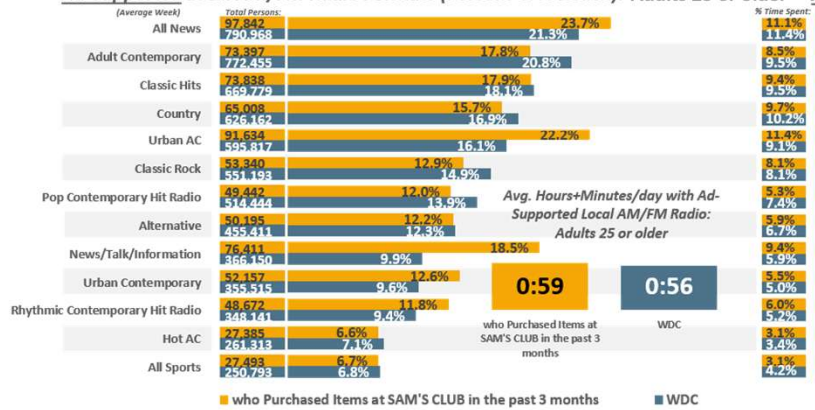
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



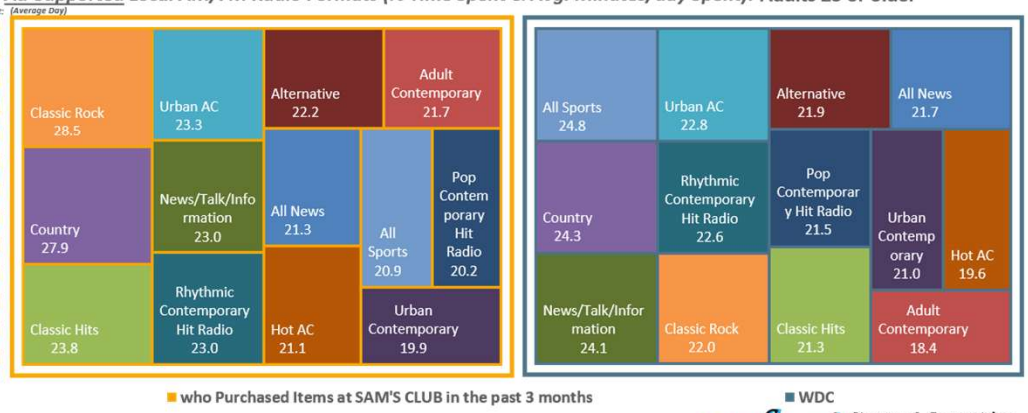
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,101

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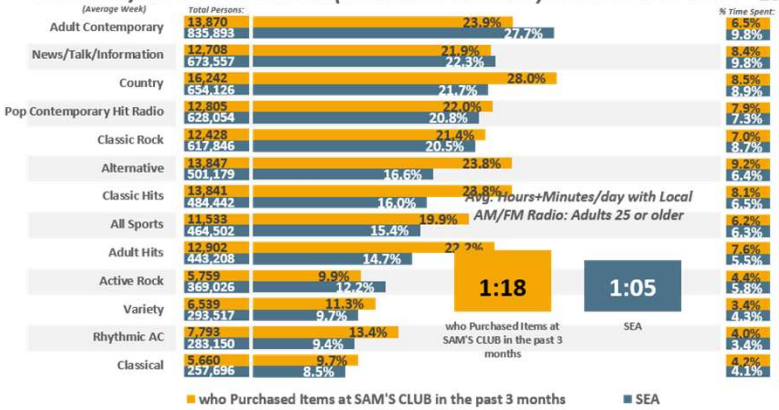
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Major stores bought past 3 months: Sam's Club

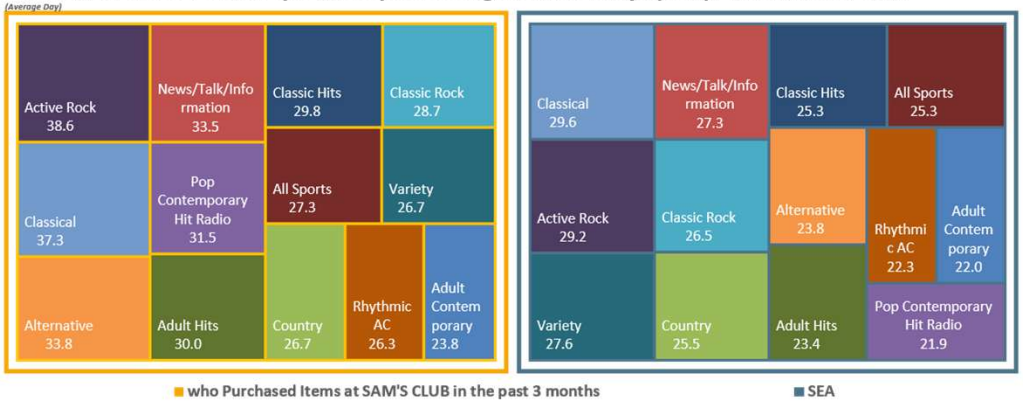


55,600 or 72.1% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, Alternative, Classic Hits, and Adult Hits.

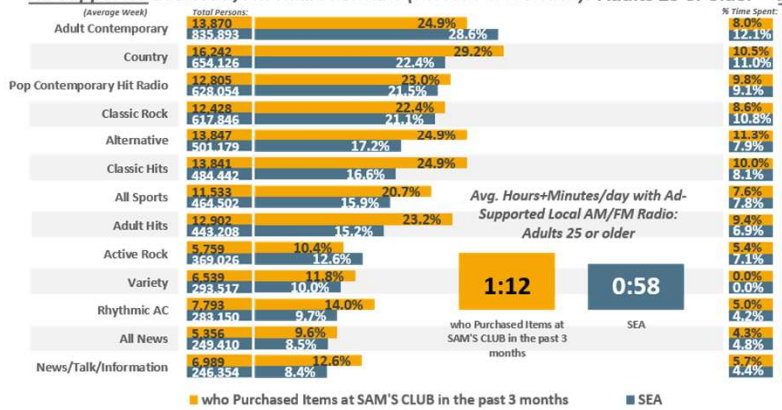
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



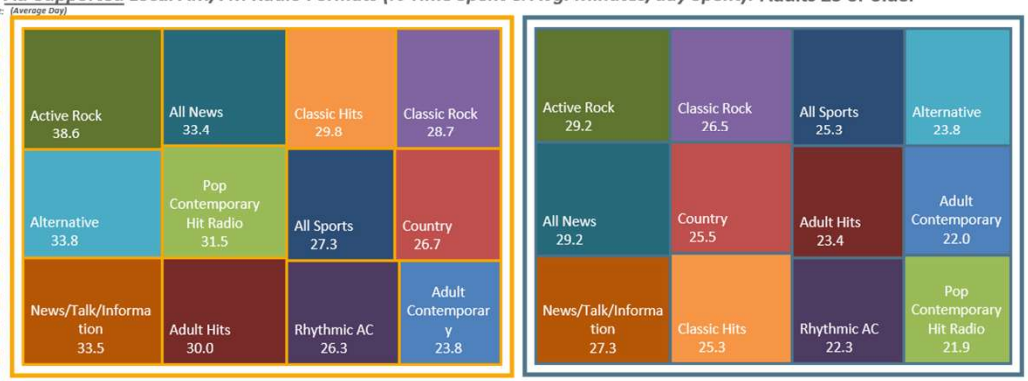
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 175

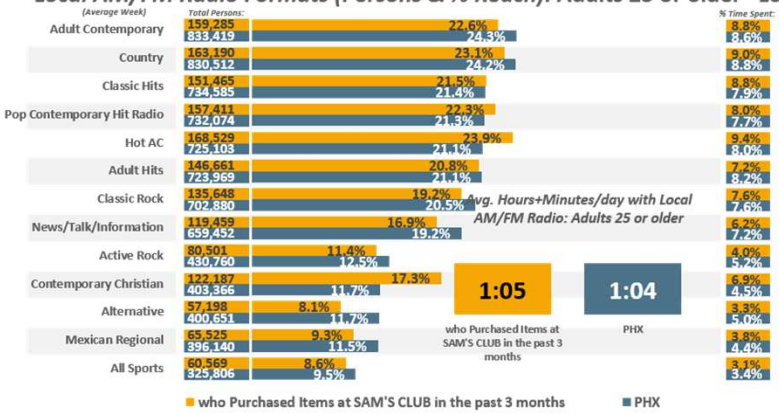
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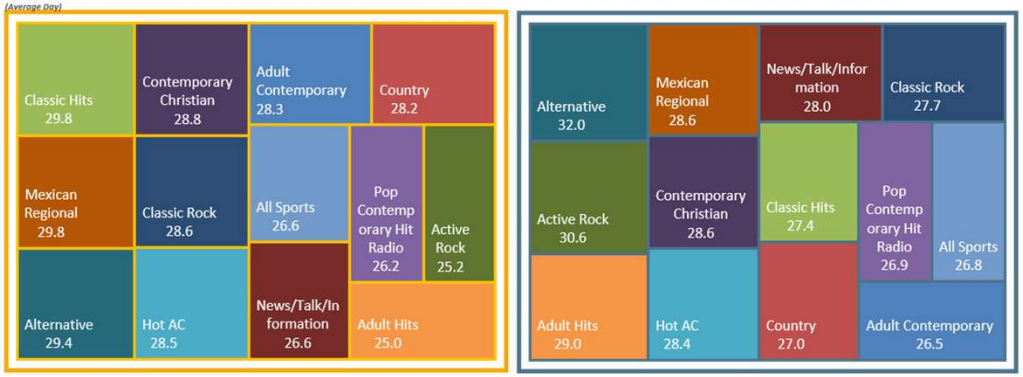
Major stores bought past 3 months: Sam's Club

677,489 or 77.8% 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 Hot AC, Country, Adult Contemporary, Pop Contemporary Hit Radio, and Classic Hits.

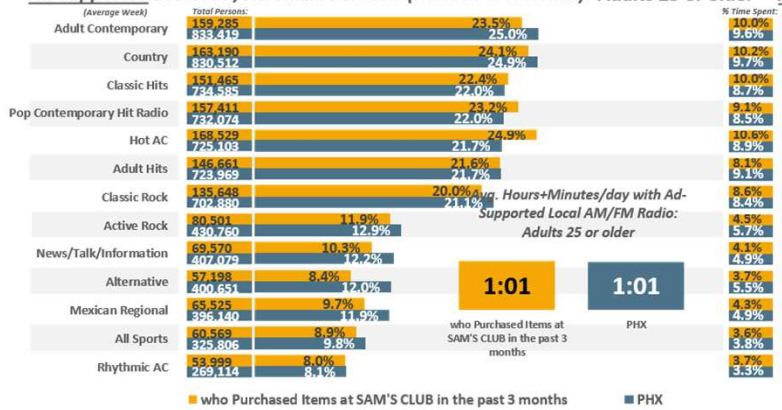
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



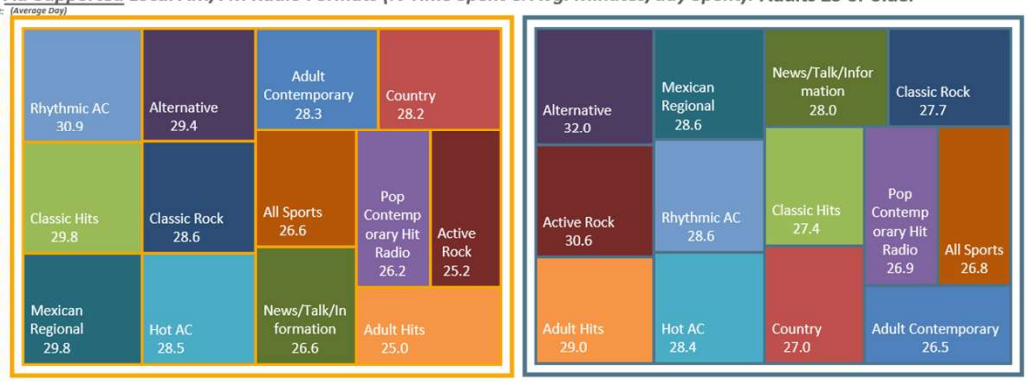
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



PHX DMA Scarborough R2 2025-26; Aug24-Jul26 Qual Intab 918

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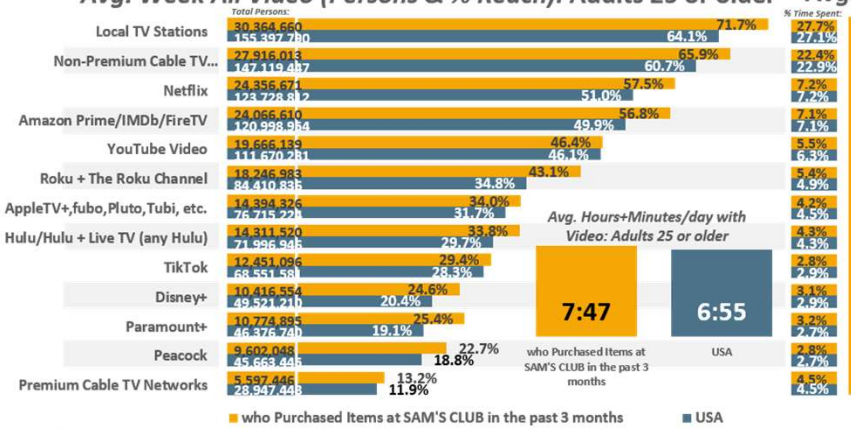
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Major stores bought past 3 months: Sam's Club

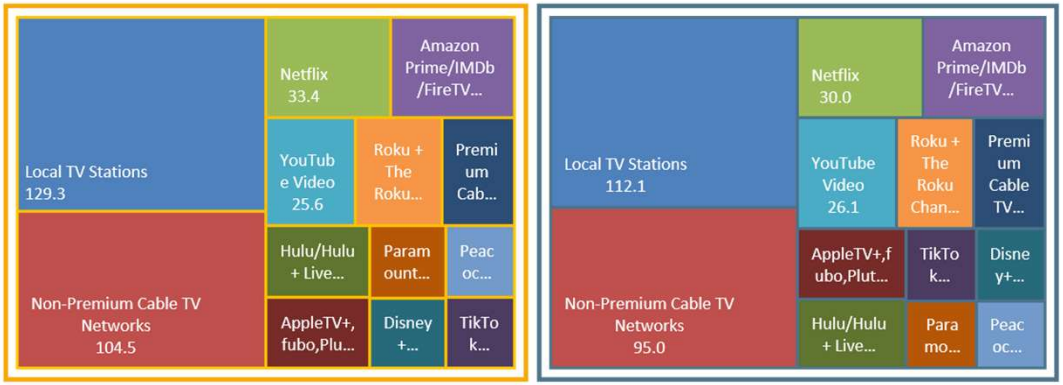


29,936,535 or 70.6% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months watch Ad-Supported Local TV Stations for an average of 124.4 minutes every day representing 32.9% of all time spent daily with Ad-Supported Video.

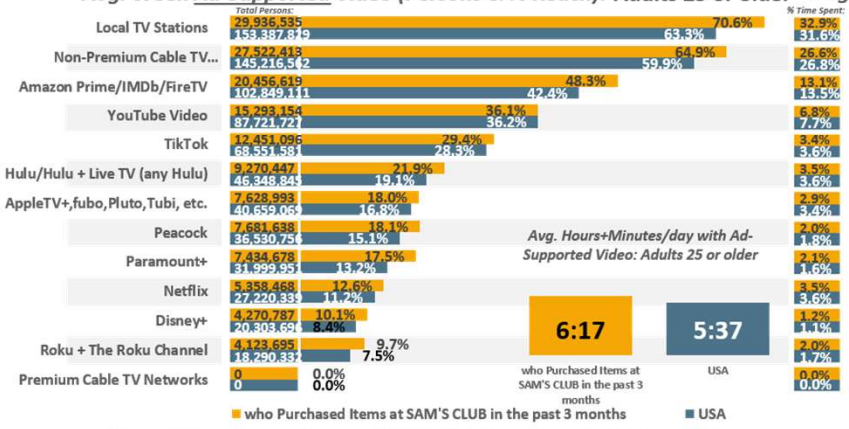
Avg. Week All Video (Persons & % Reach): Adults 25 or older



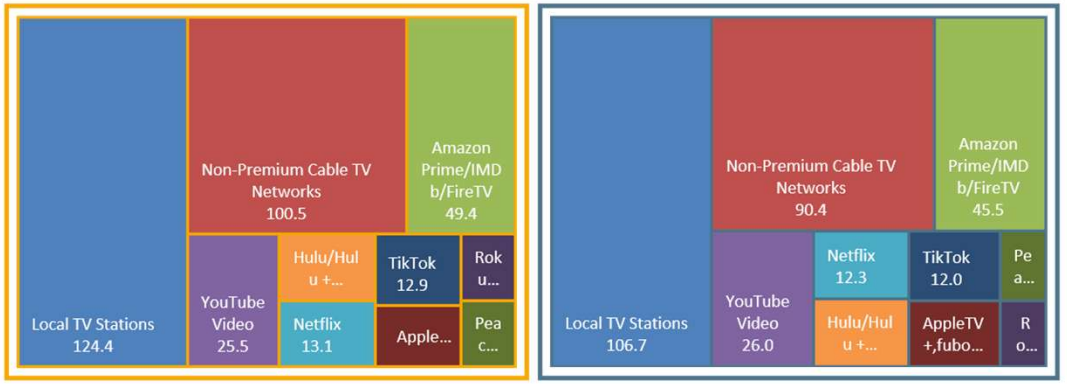
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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

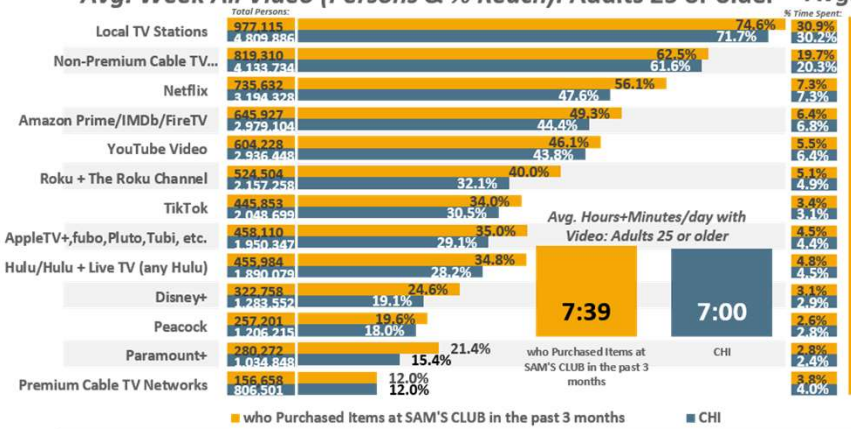
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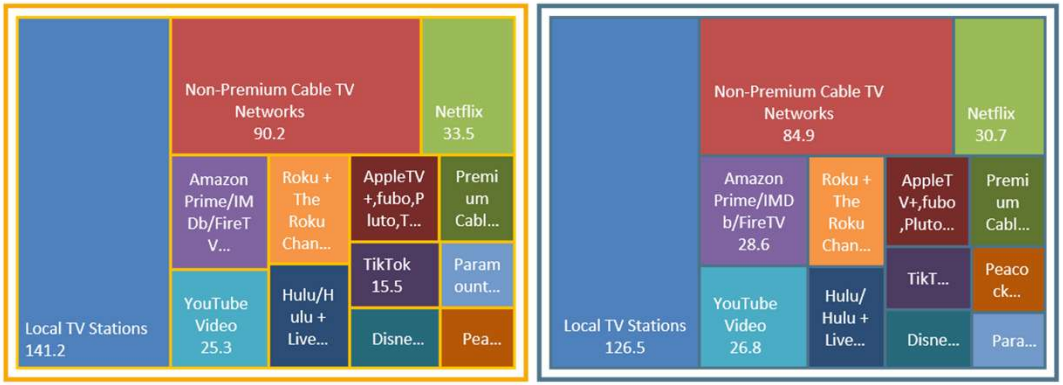
Major stores bought past 3 months: Sam's Club

963,461 or 73.5% 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 134.7 minutes every day representing 36.4% of all time spent daily with Ad-Supported Video.

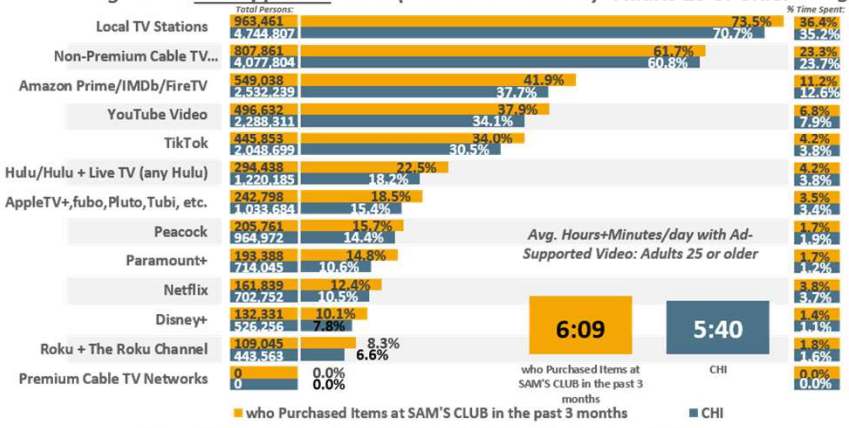
Avg. Week All Video (Persons & % Reach): Adults 25 or older



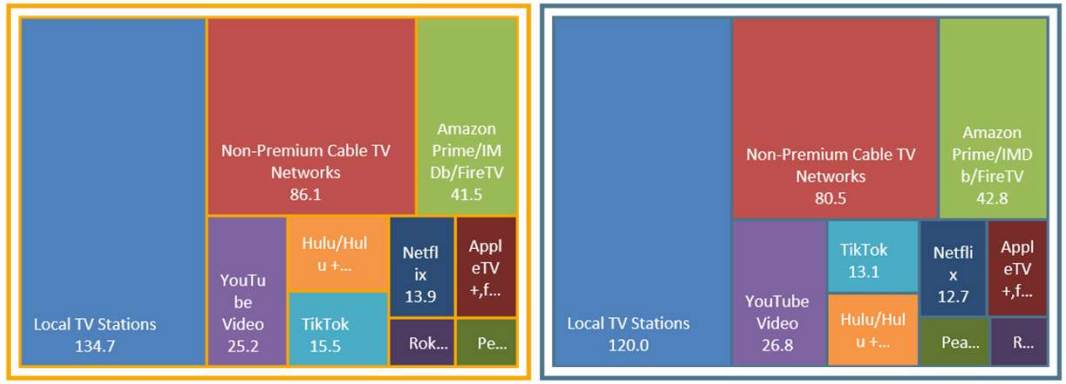
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,401

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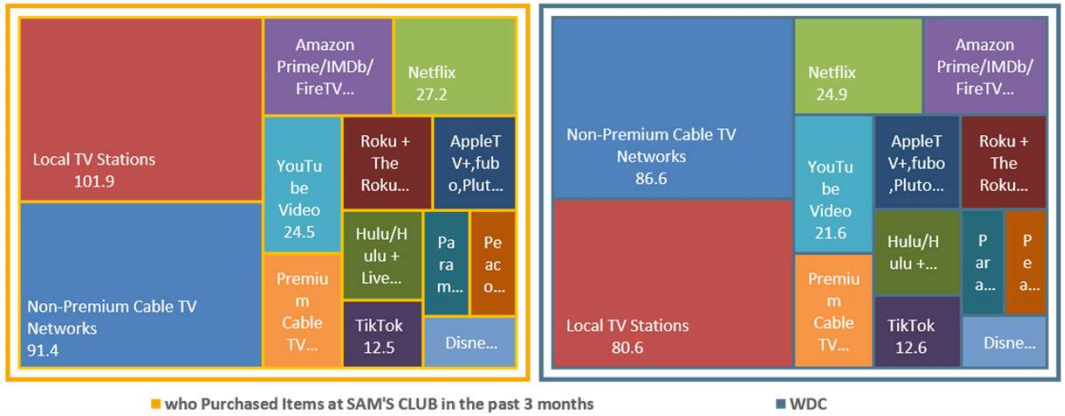
Major stores bought past 3 months: Sam's Club

330,801 or 64.3% 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 97.7 minutes every day representing 30.2% of all time spent daily with Ad-Supported Video.

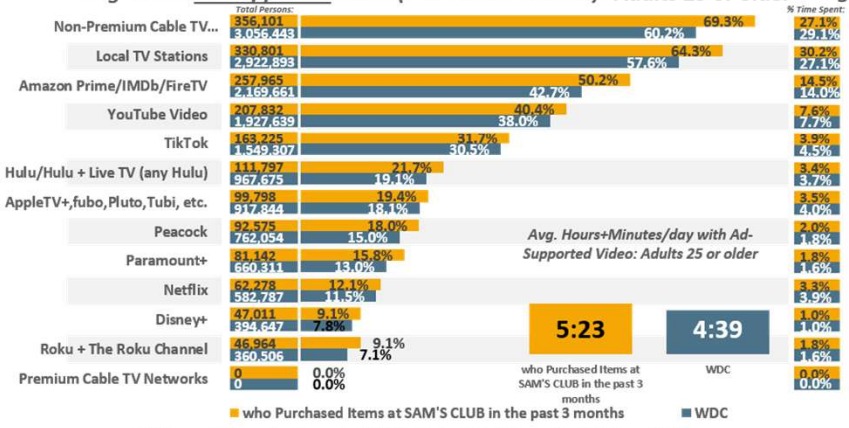
Avg. Week All Video (Persons & % Reach): Adults 25 or older



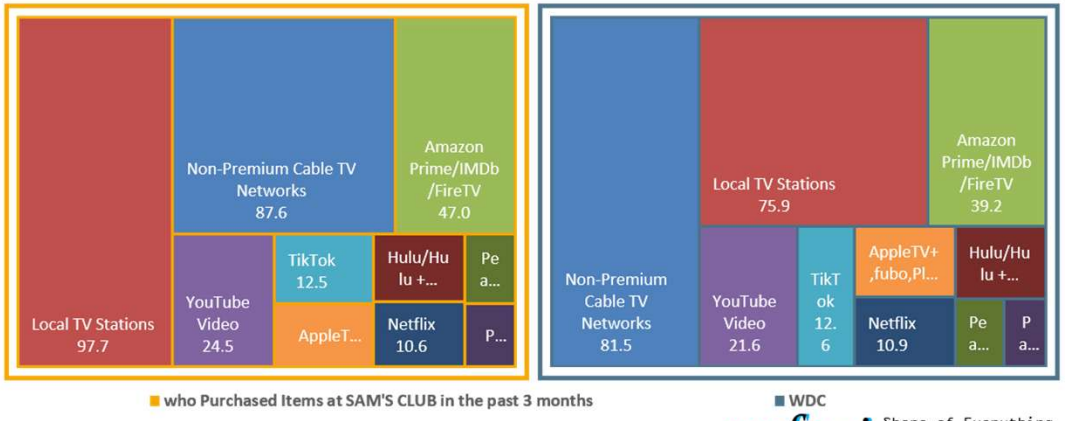
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,101

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Major stores bought past 3 months: Sam's Club

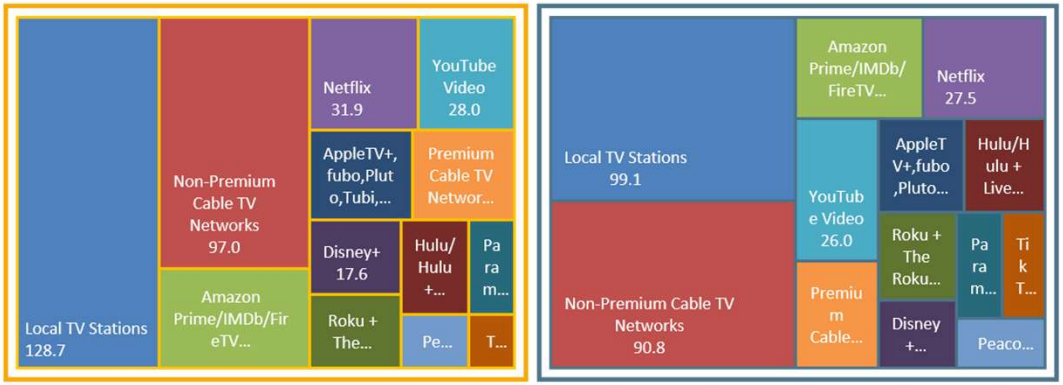


49,590 or 64.3% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months watch Ad-Supported Local TV Stations for an average of 120.7 minutes every day representing 32.% of all time spent daily with Ad-Supported Video.

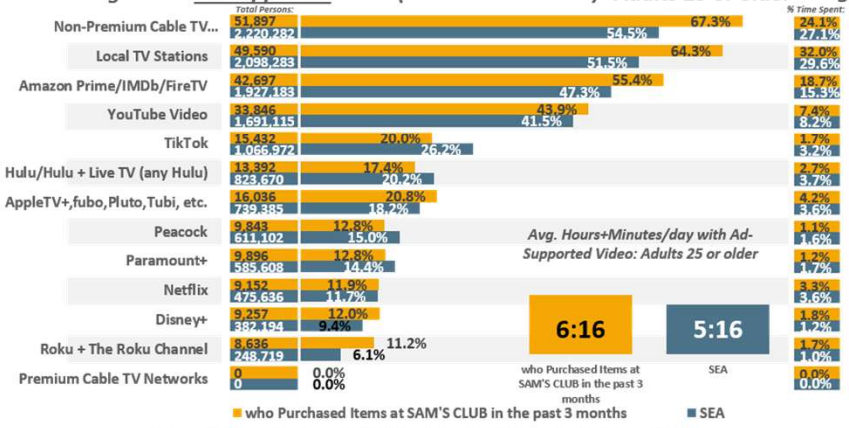
Avg. Week All Video (Persons & % Reach): Adults 25 or older



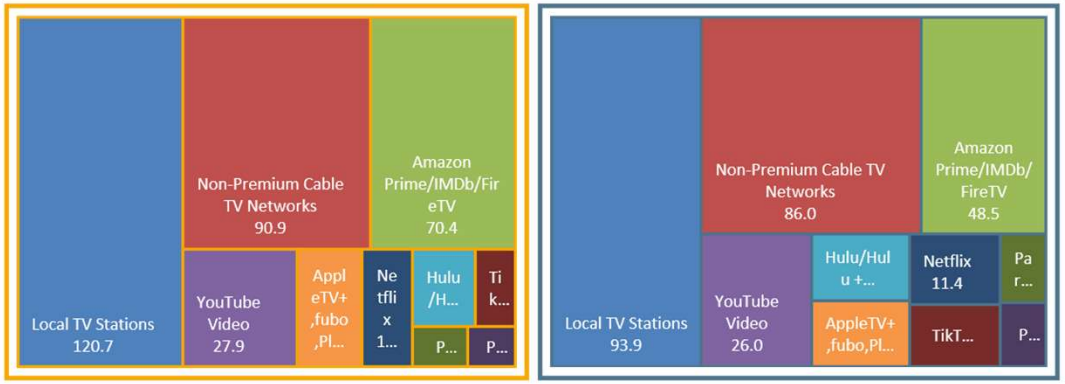
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 175

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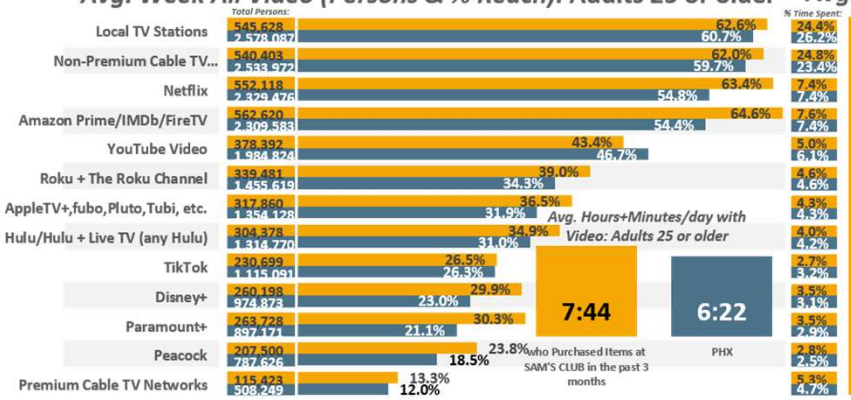
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Major stores bought past 3 months: Sam's Club

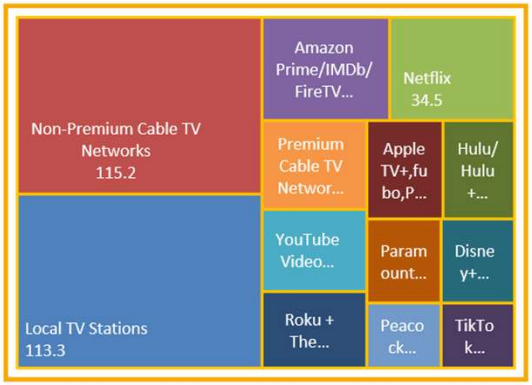


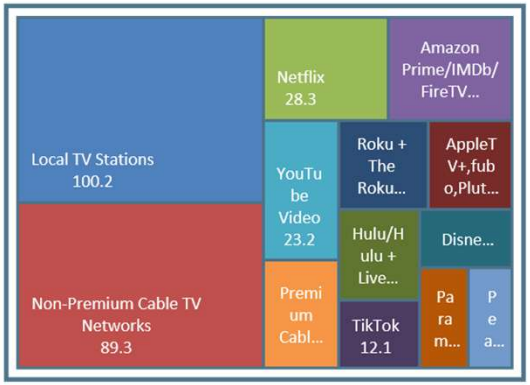
539,240 or 61.9% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months watch Ad-Supported Local TV Stations for an average of 109.4 minutes every day representing 29.1% of all time spent daily with Ad-Supported Video.

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

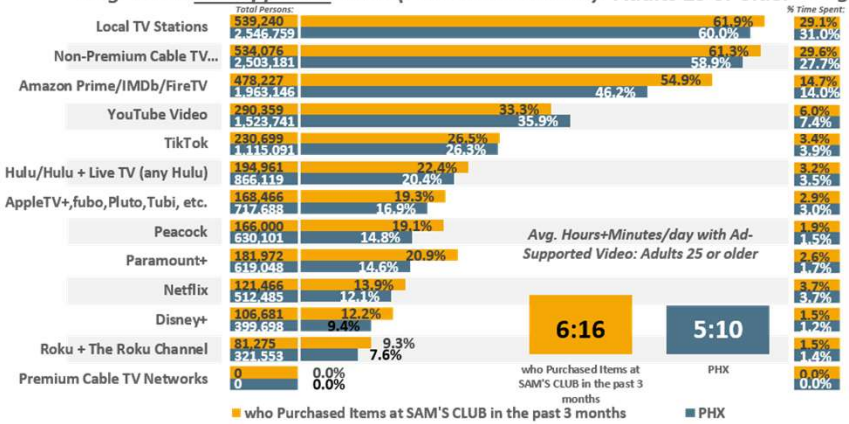


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older

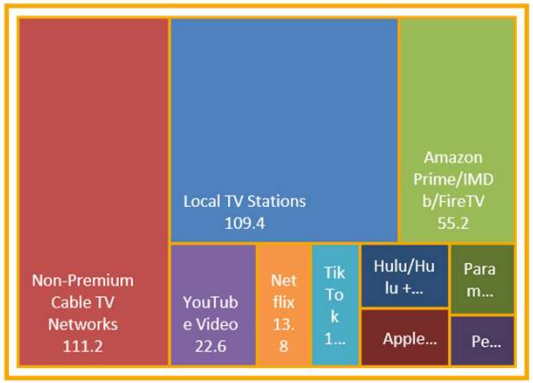


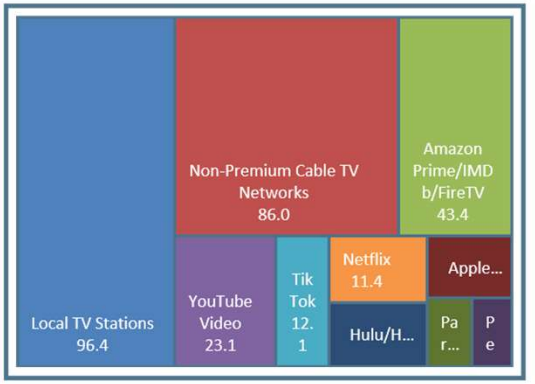


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 or older



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





PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 918

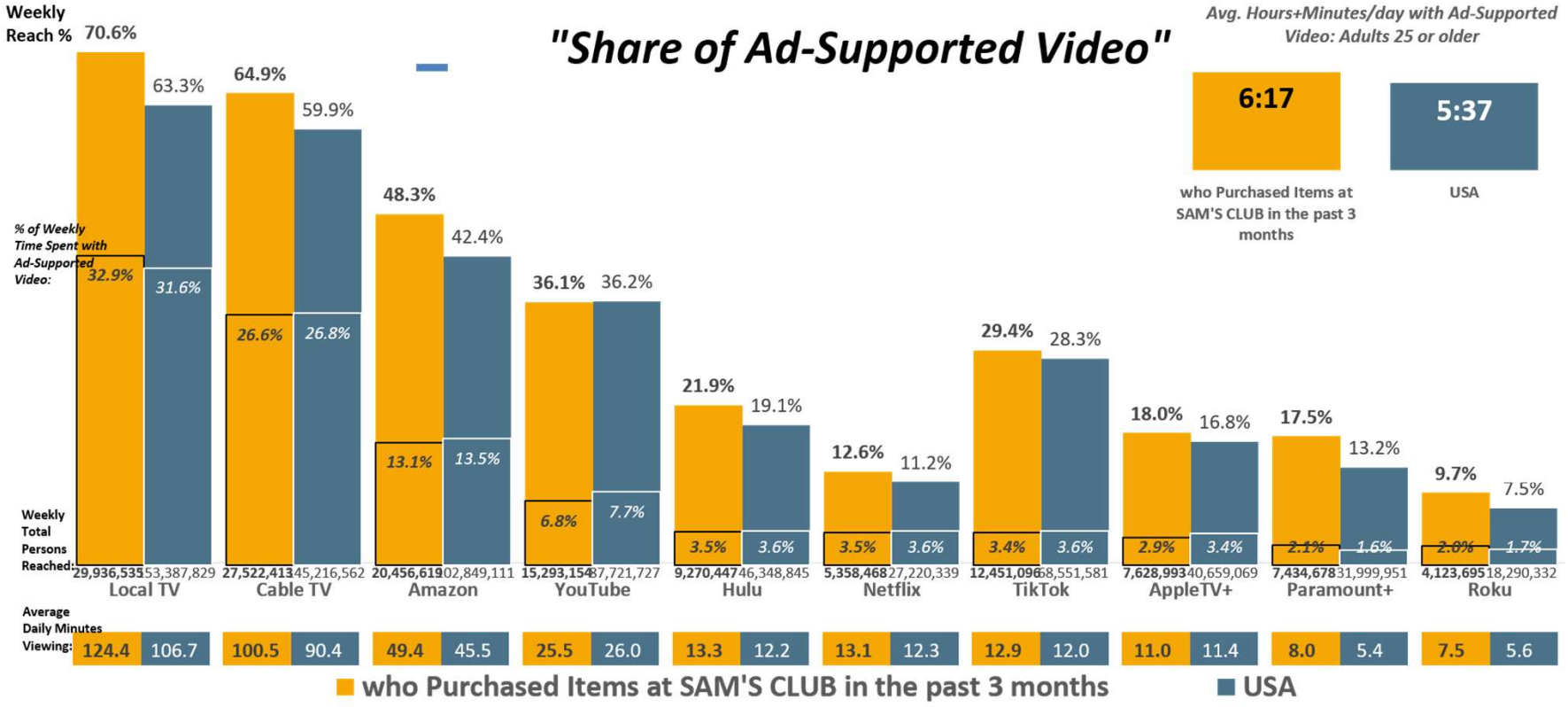
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Major stores bought past 3 months: Sam's Club



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.



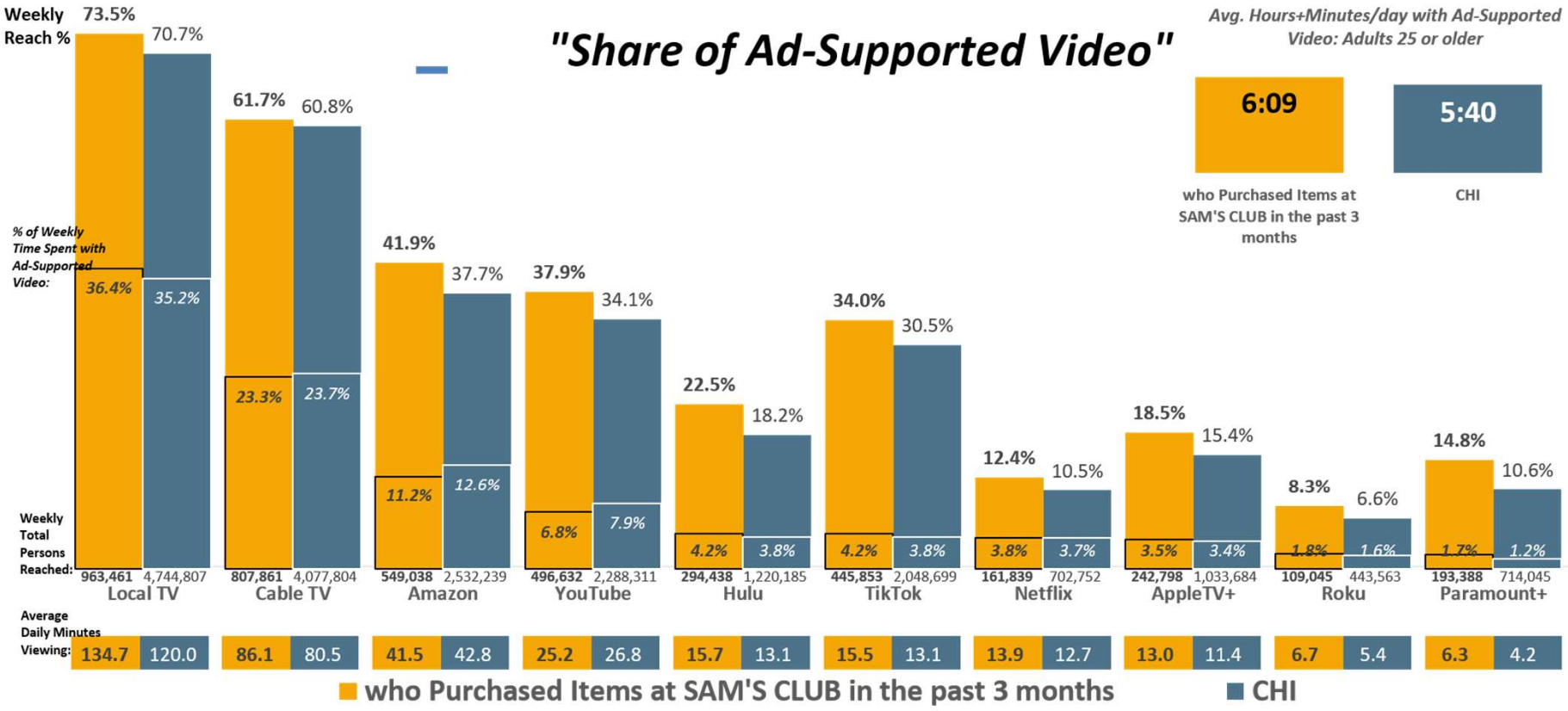
Scarborough R2 2025-26: Feb24-Jul26 USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 45,110
USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 7,602

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Major stores bought past 3 months: Sam's Club

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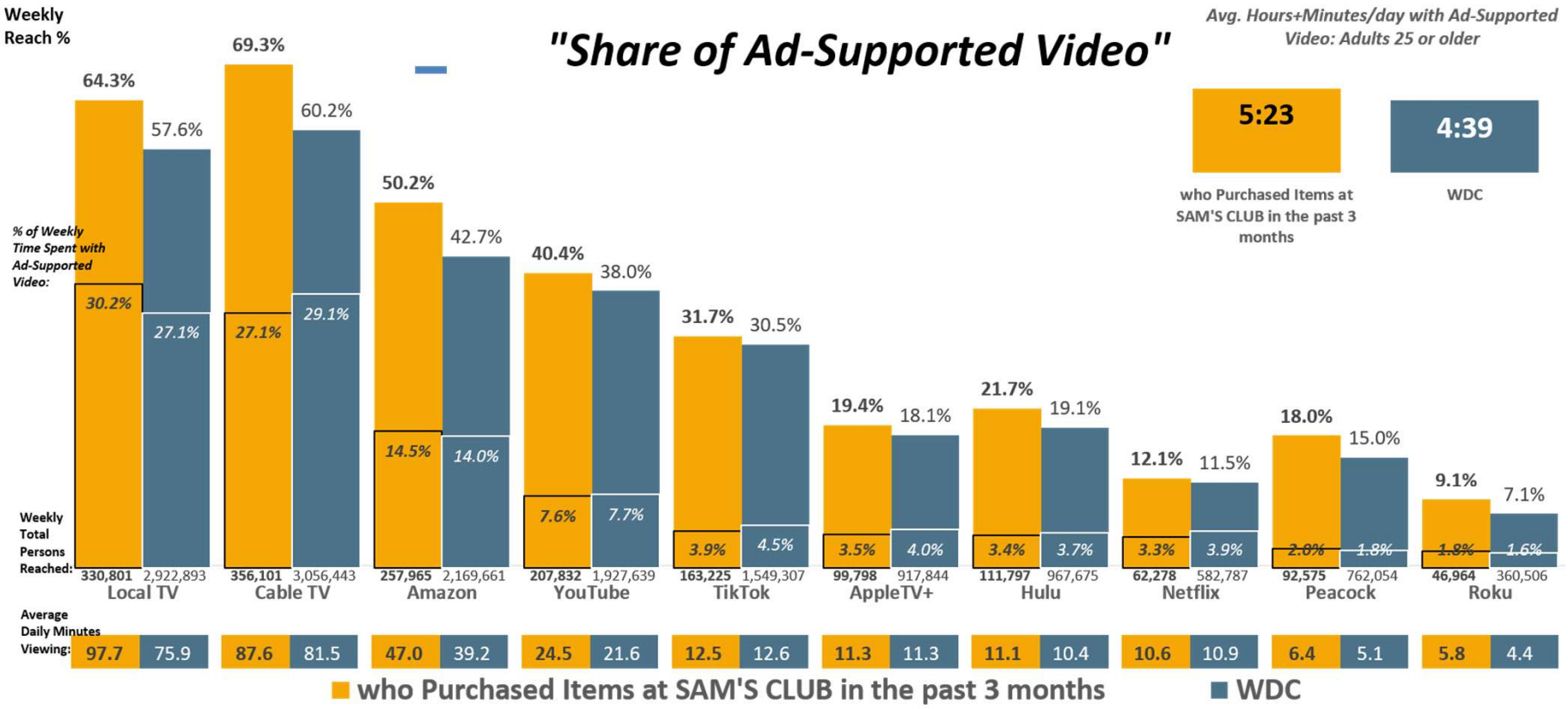
CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,401 CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 7,248

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WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,101 WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 10,324

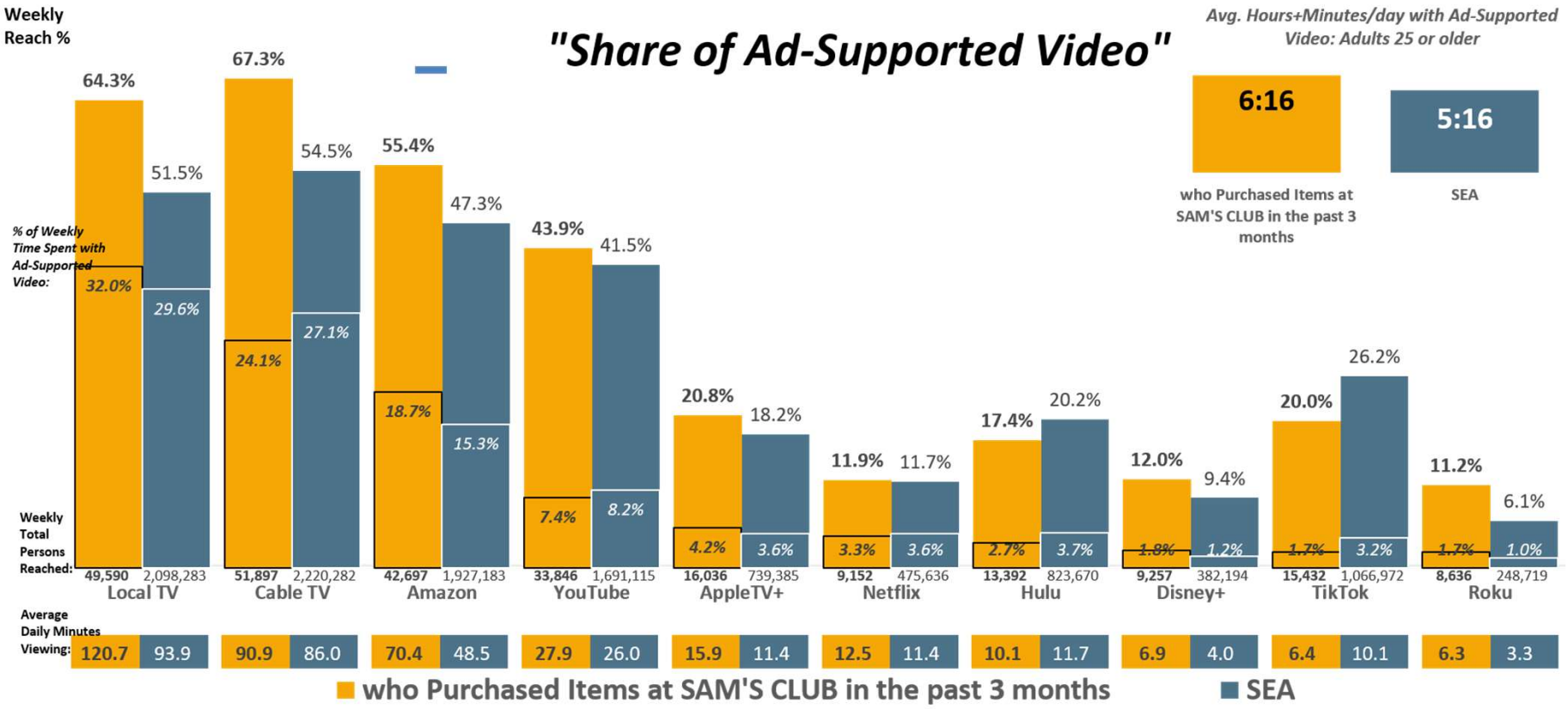
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Major stores bought past 3 months: Sam's Club



49,590 or 64.3% 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 120.7 minutes every day representing 32.% of all time spent daily with Ad-Supported Video.



SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 175 SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 7,280

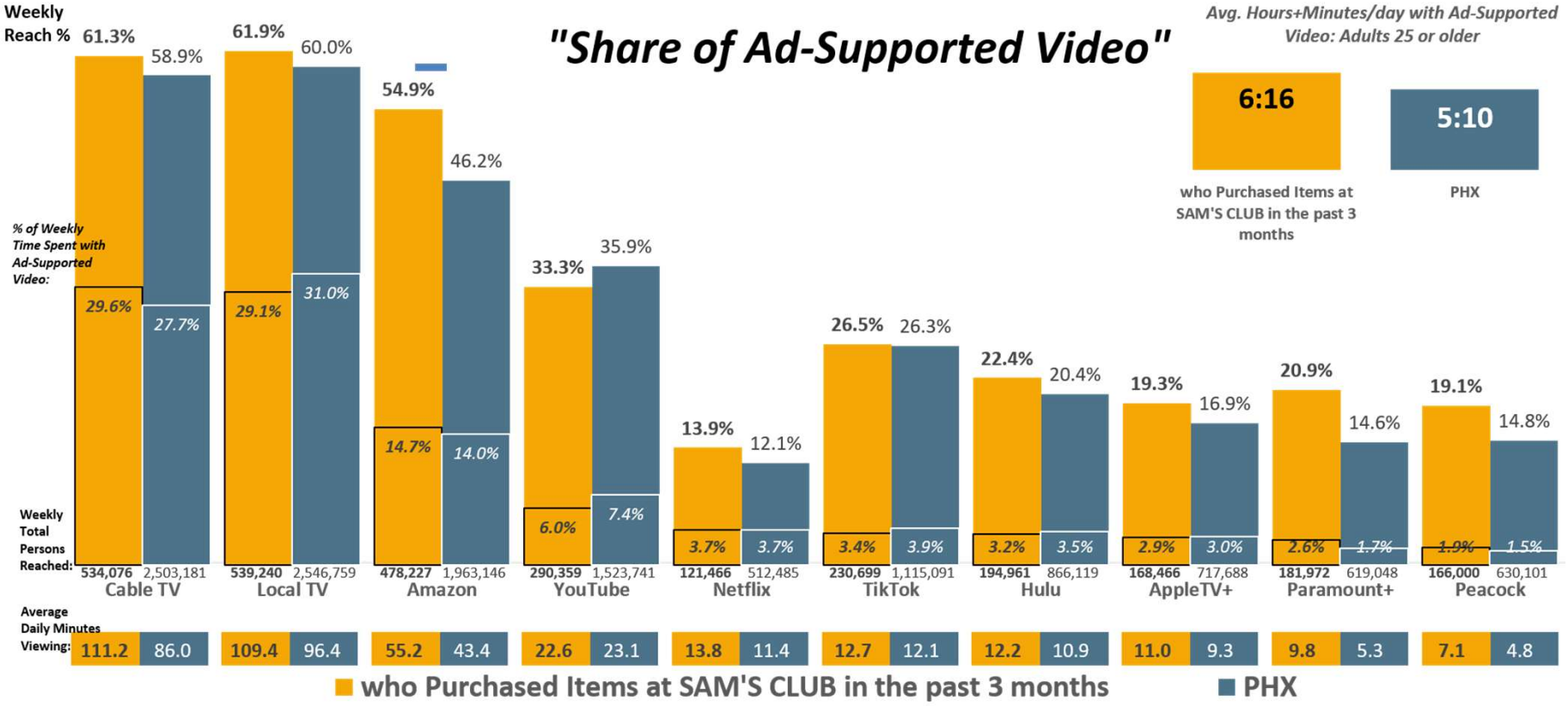
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Major stores bought past 3 months: Sam's Club



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PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 918 PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,474

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Major stores bought past 3 months: Sam's Club

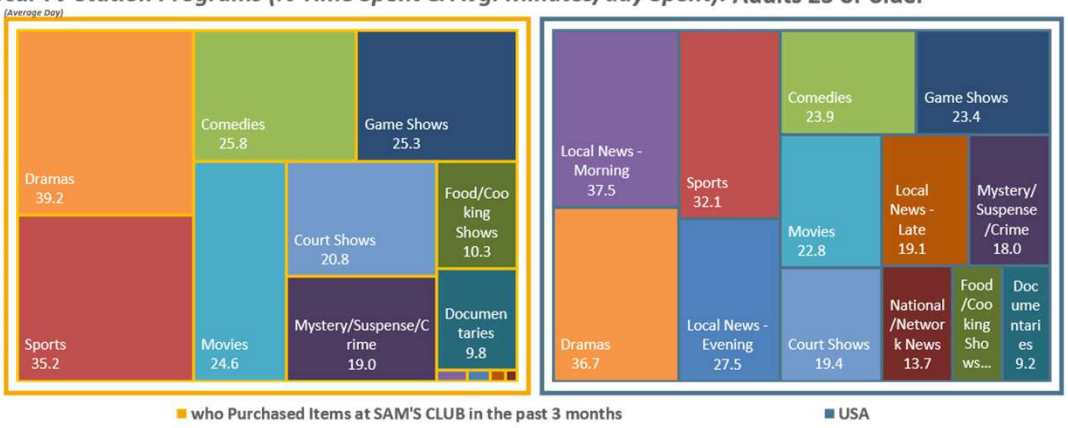


29,936,535 or 70.6% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Comedies, Movies, and Dramas.

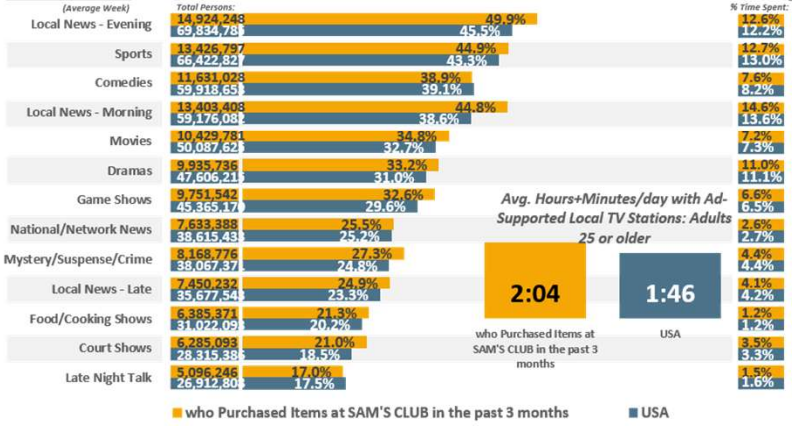
Local TV Station Programs (Persons & % Reach): Adults 25 or older



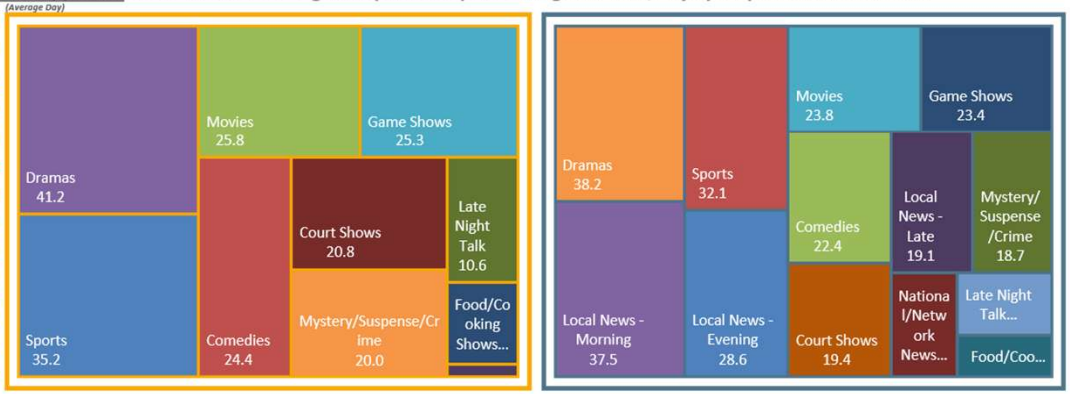
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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

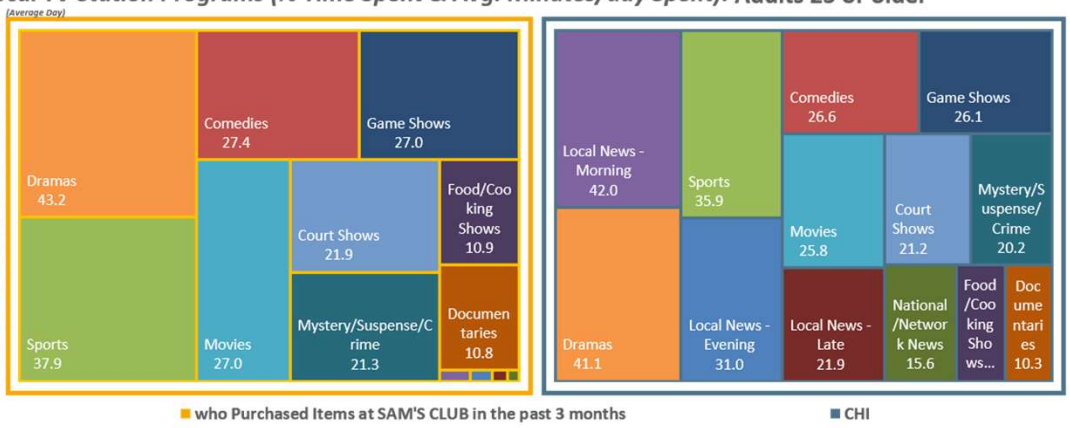


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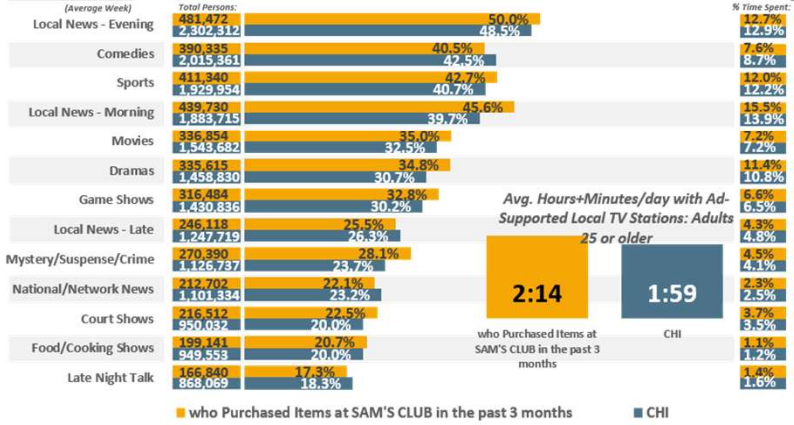
Local TV Station Programs (Persons & % Reach): Adults 25 or older



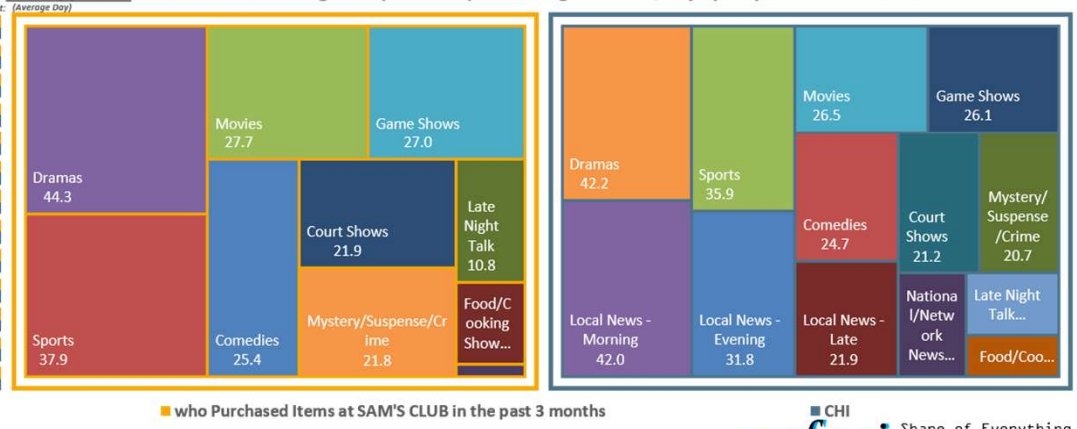
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,401

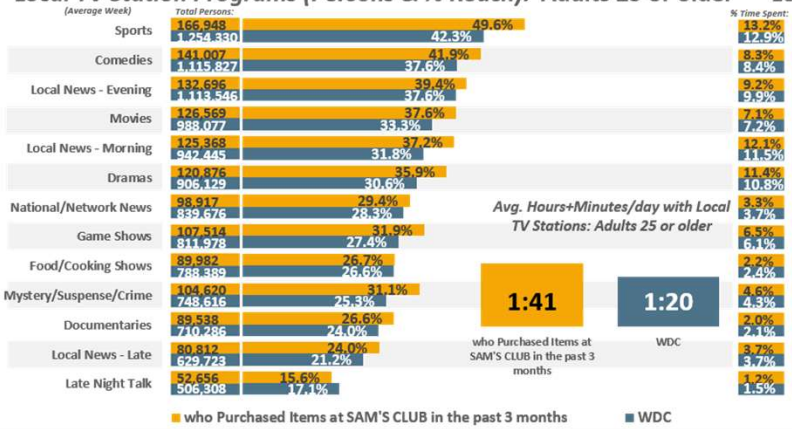
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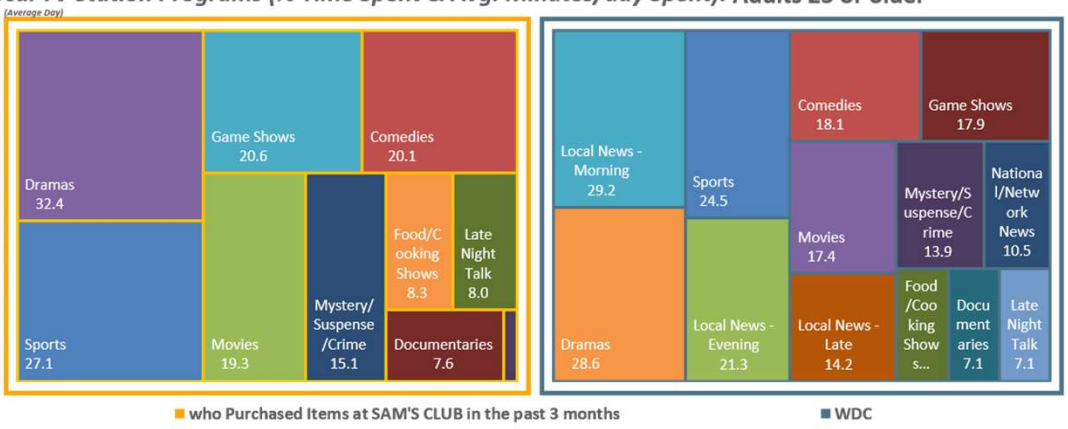
Major stores bought past 3 months: Sam's Club

330,801 or 64.3% 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 Sports, Comedies, Local News - Evening, Local News - Morning, Movies, and Dramas.

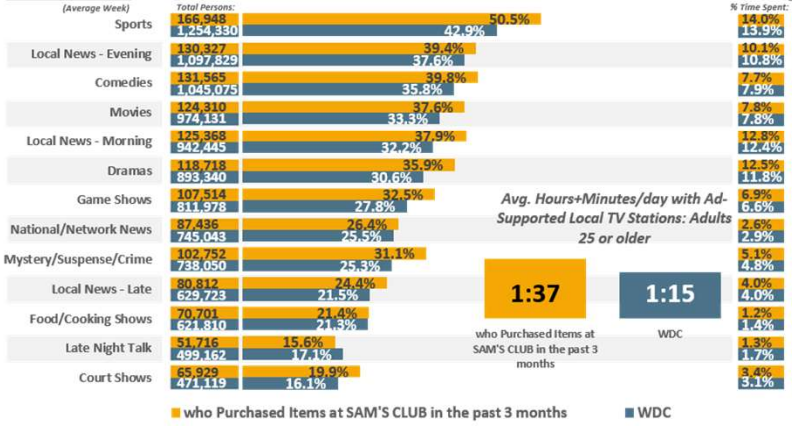
Local TV Station Programs (Persons & % Reach): Adults 25 or older



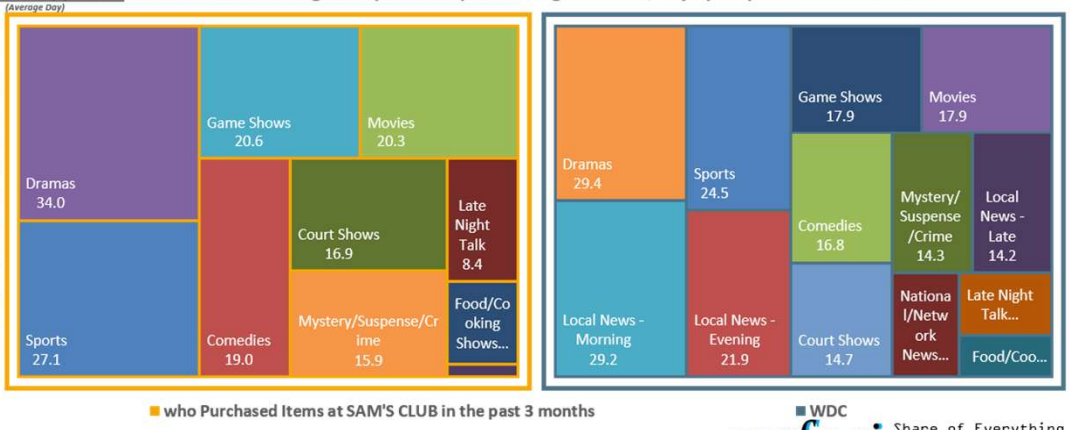
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,101

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Major stores bought past 3 months: Sam's Club

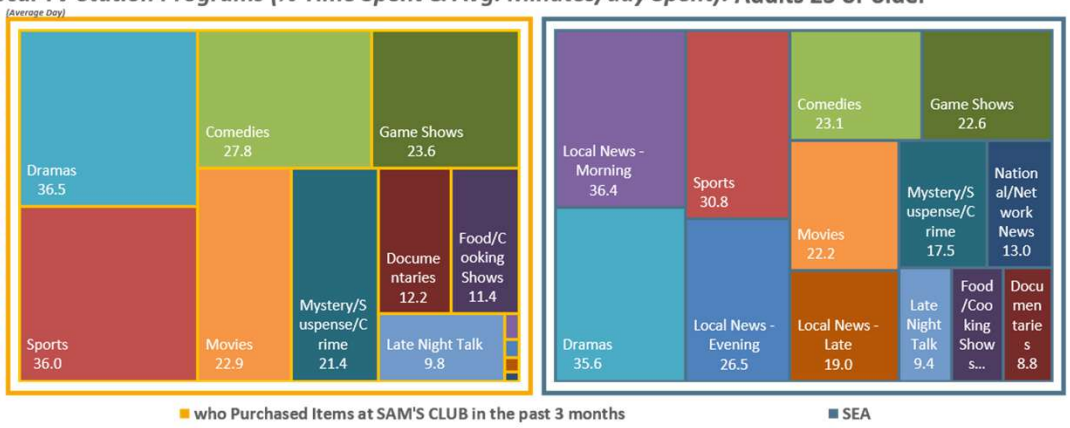


49,590 or 64.3% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Sports, Movies, National/Network News, and Game Shows.

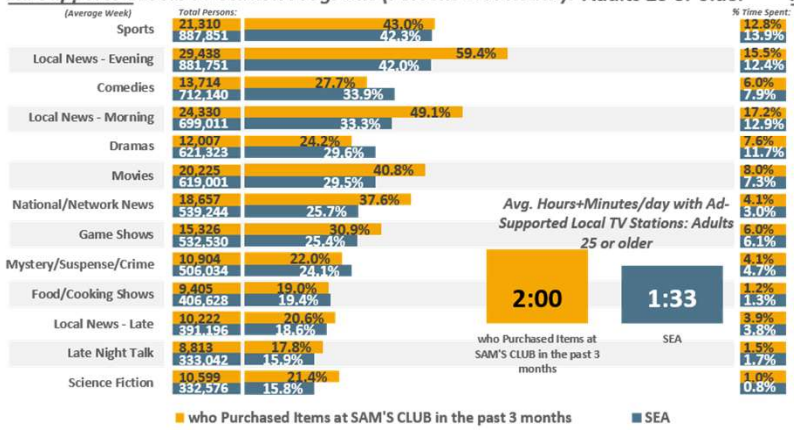
Local TV Station Programs (Persons & % Reach): Adults 25 or older



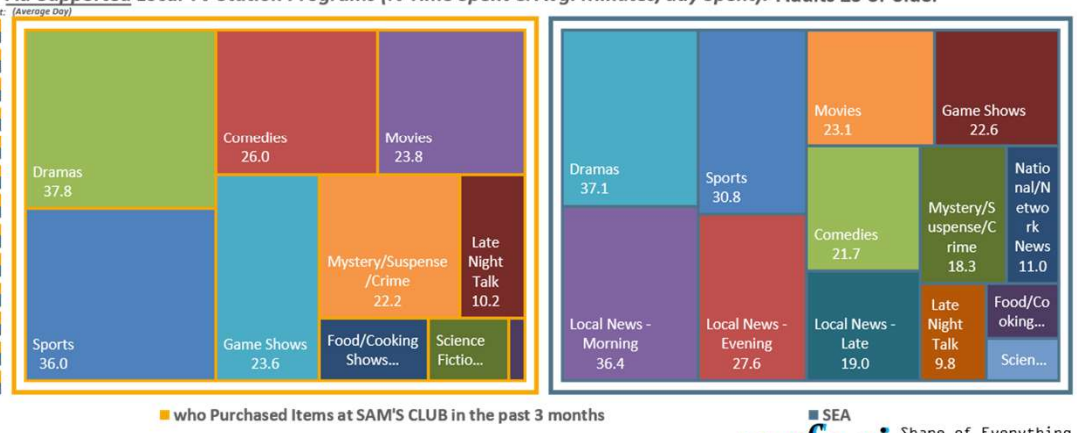
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 175

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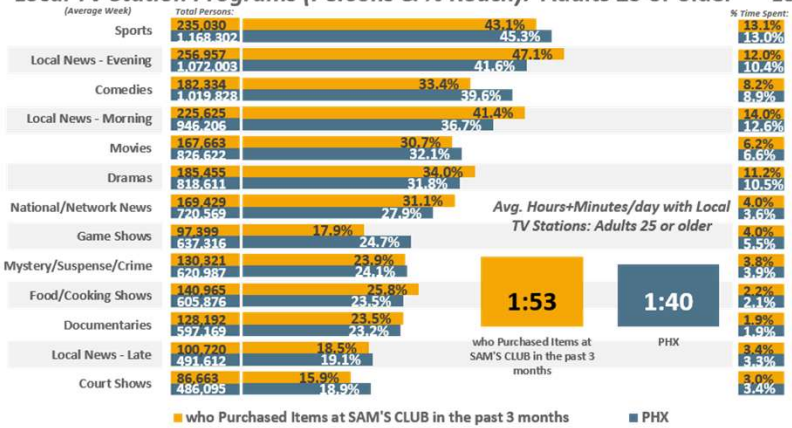
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Major stores bought past 3 months: Sam's Club

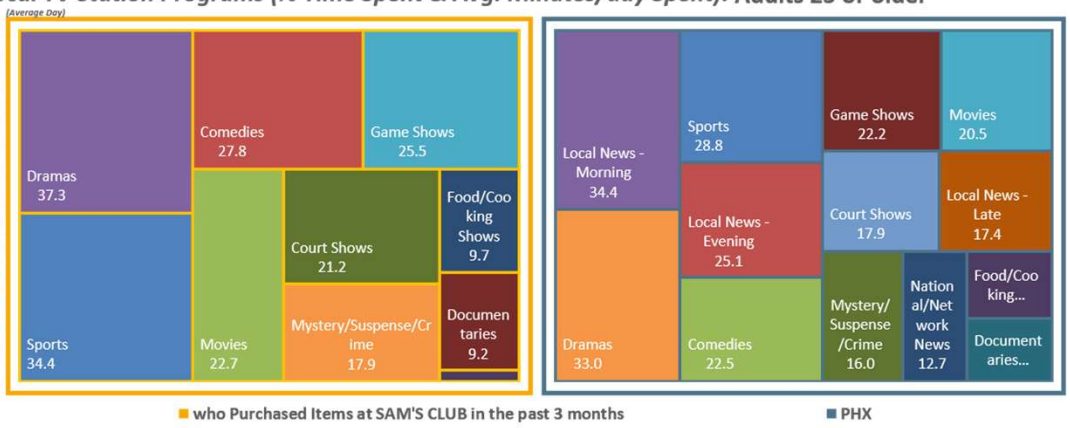


539,240 or 61.9% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Dramas, Comedies, and Movies.

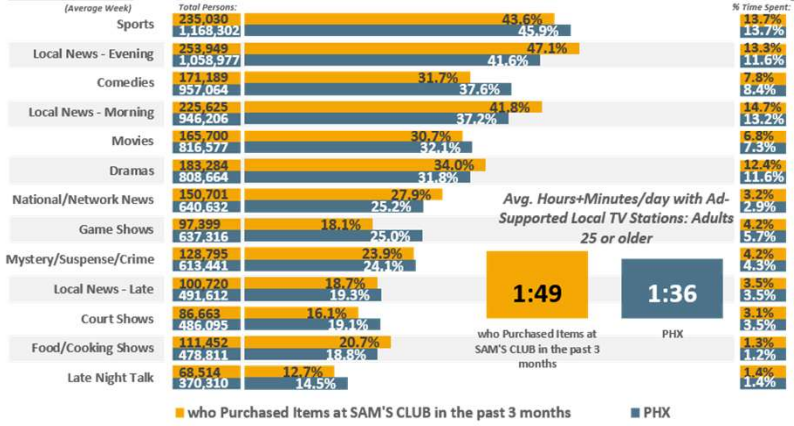
Local TV Station Programs (Persons & % Reach): Adults 25 or older



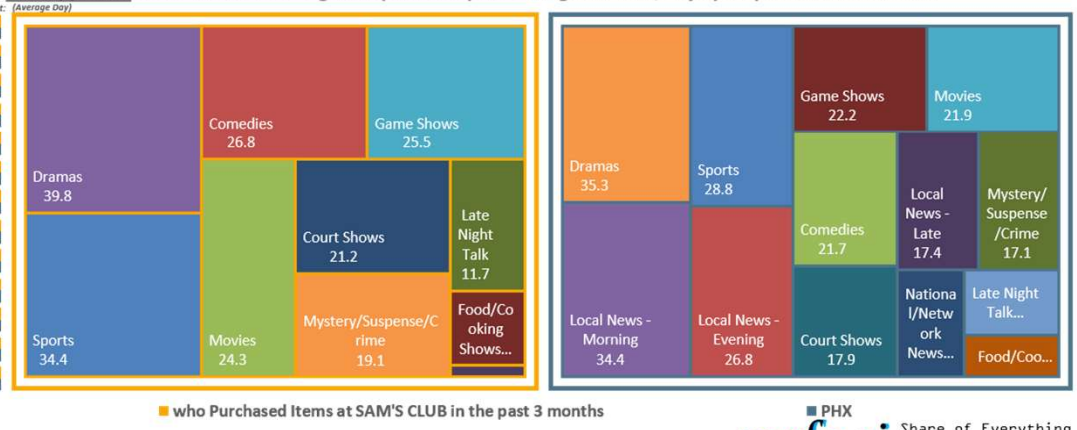
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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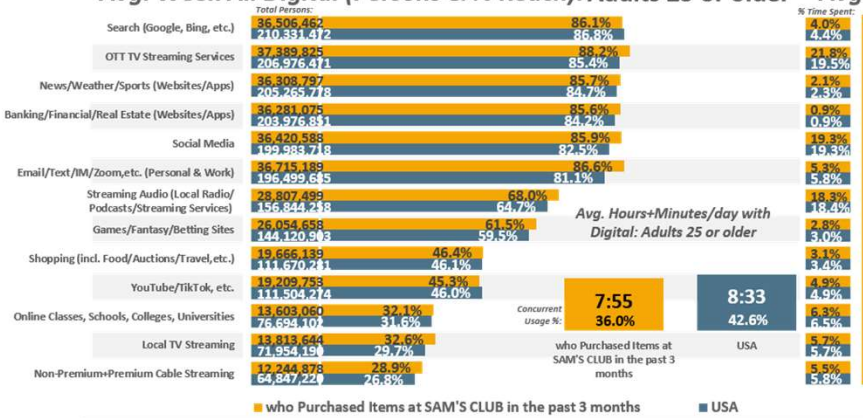
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Major stores bought past 3 months: Sam's Club

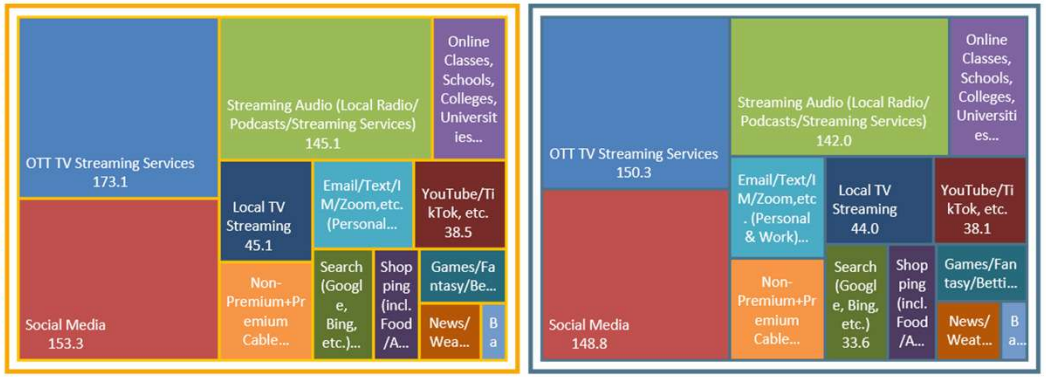


32,553,825 or 76.8% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months use Ad-Supported Social Media for an average of 137. minutes every day representing 23.6% of all time spent daily with Ad-Supported Digital Media.

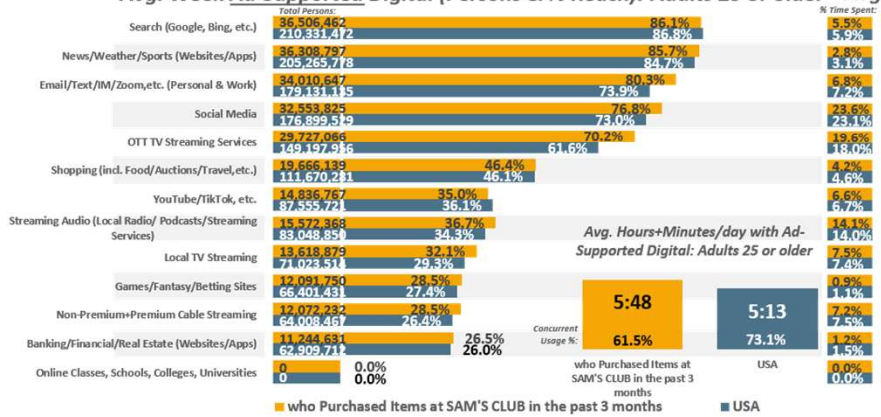
Avg. Week All Digital (Persons & % Reach): Adults 25 or older



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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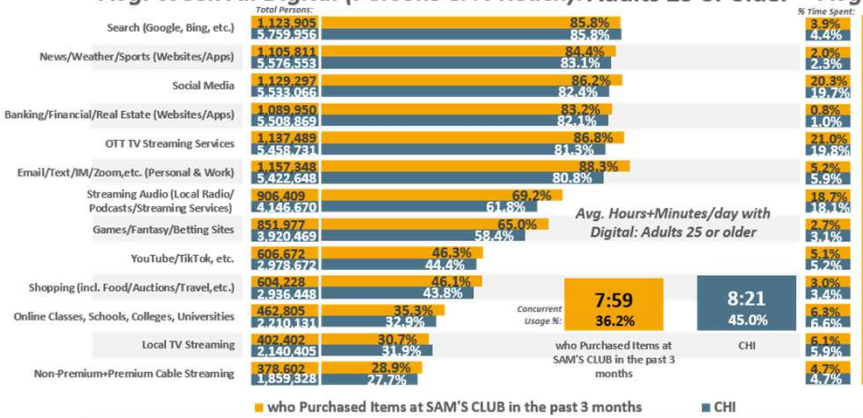
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Major stores bought past 3 months: Sam's Club

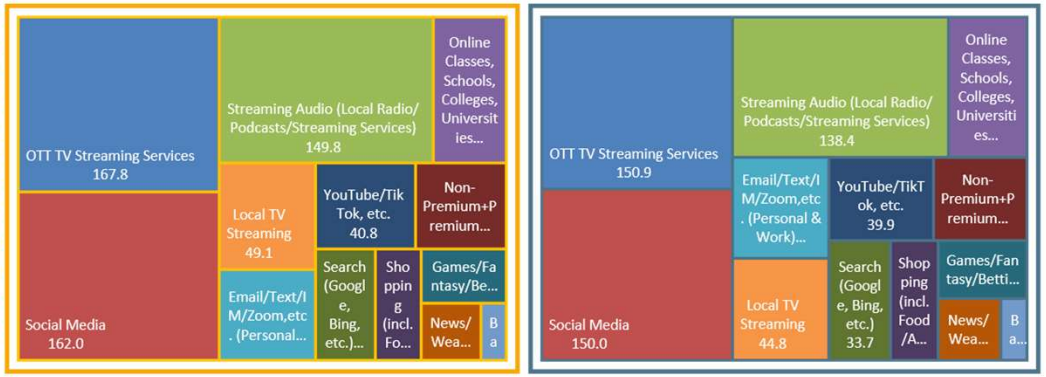


971,163 or 74.1% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months use Ad-Supported Social Media for an average of 139.3 minutes every day representing 24.% of all time spent daily with Ad-Supported Digital Media.

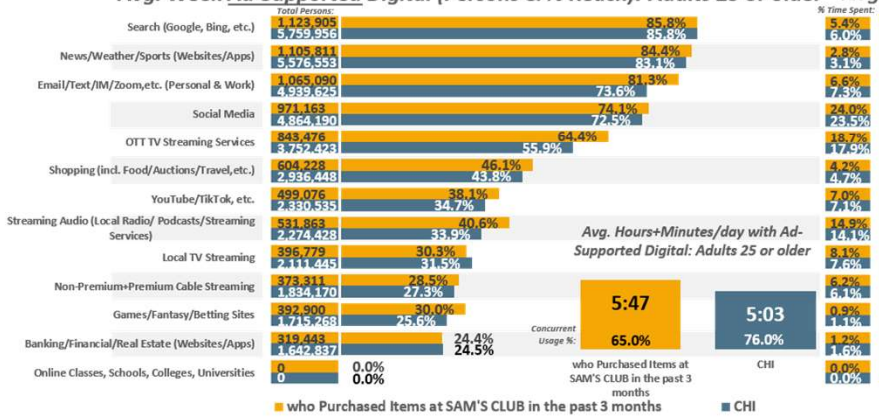
Avg. Week All Digital (Persons & % Reach): Adults 25 or older



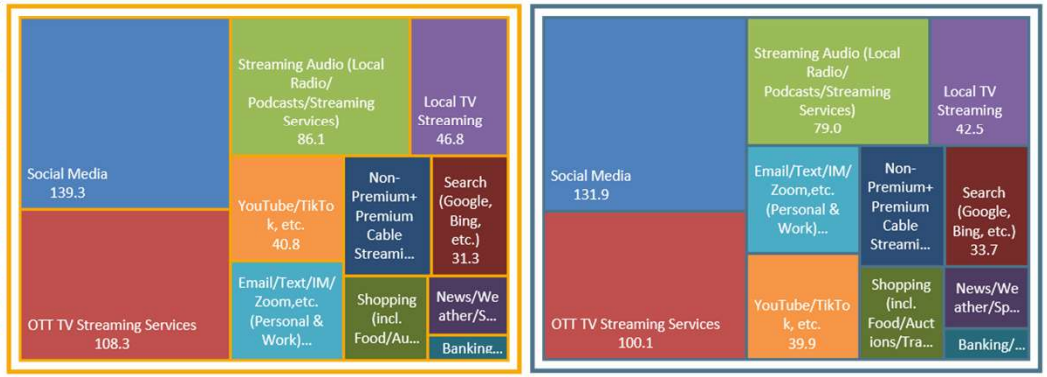
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,401

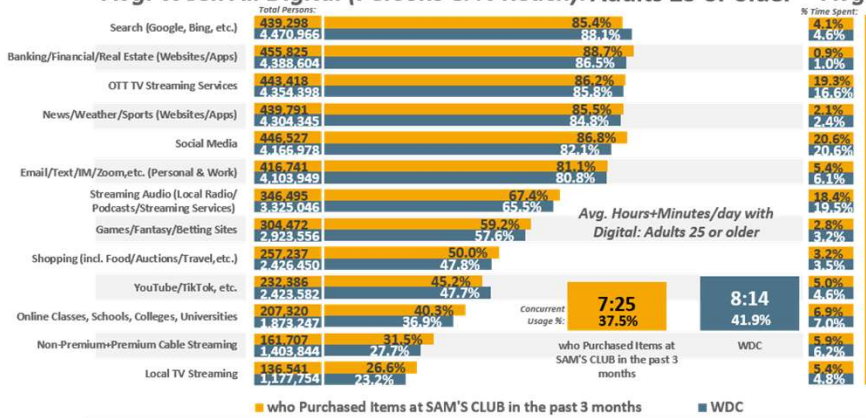
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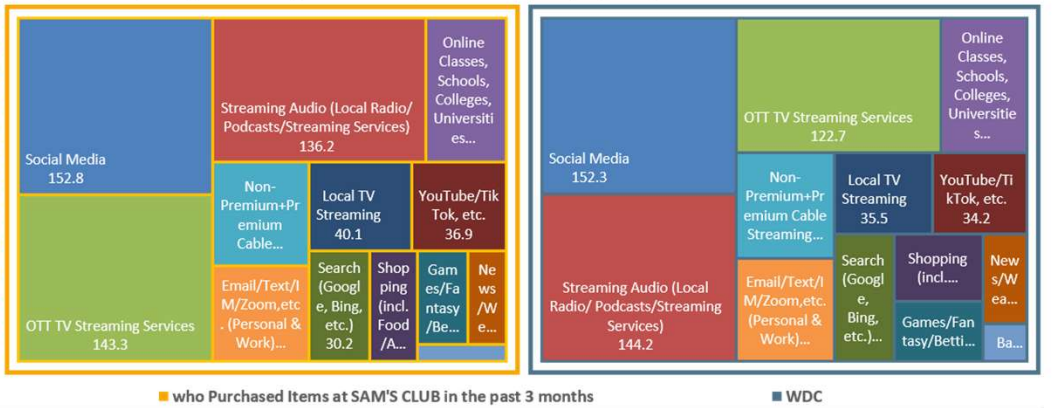
Major stores bought past 3 months: Sam's Club

400,505 or 77.9% 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 137.1 minutes every day representing 25.% of all time spent daily with Ad-Supported Digital Media.

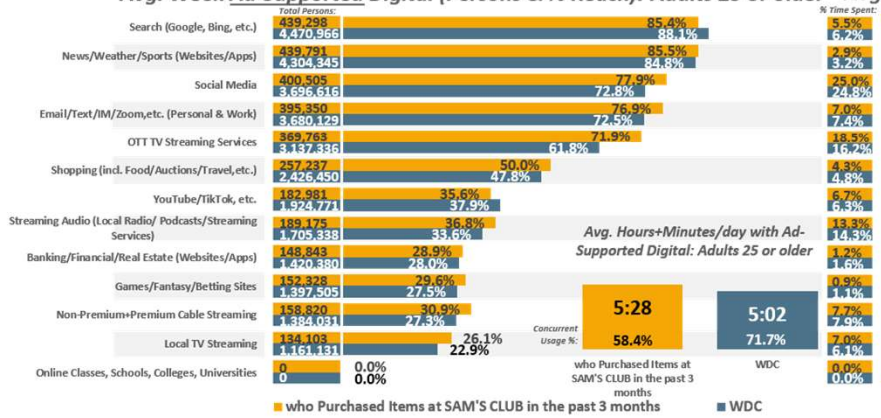
Avg. Week All Digital (Persons & % Reach): Adults 25 or older



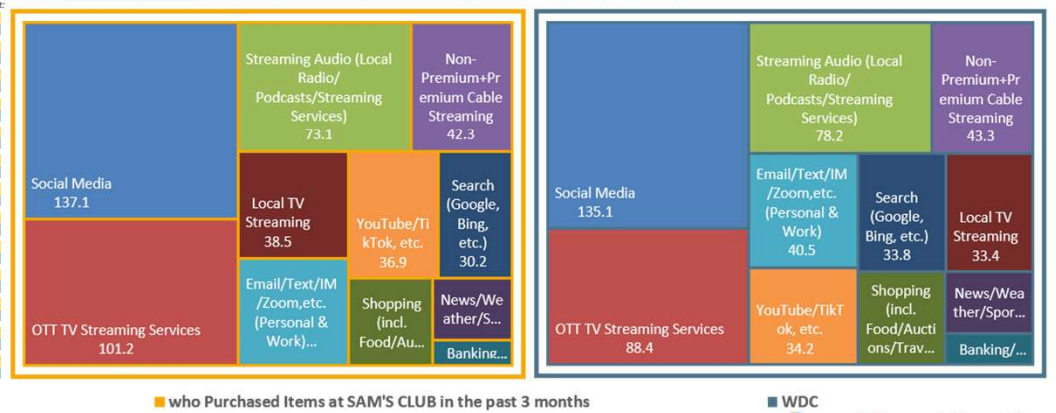
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,101

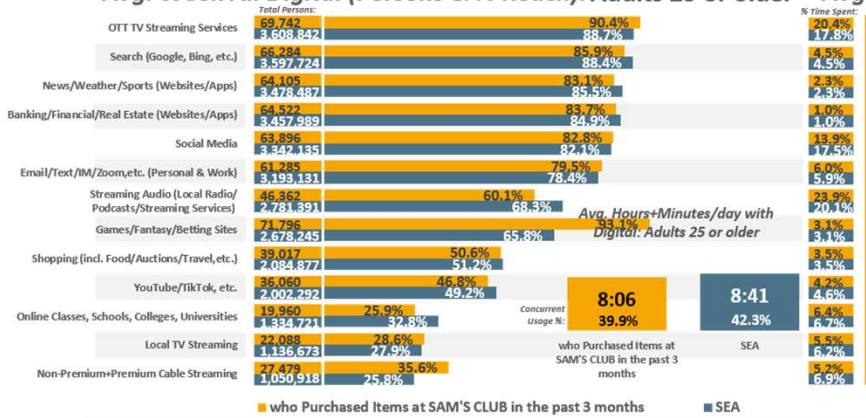
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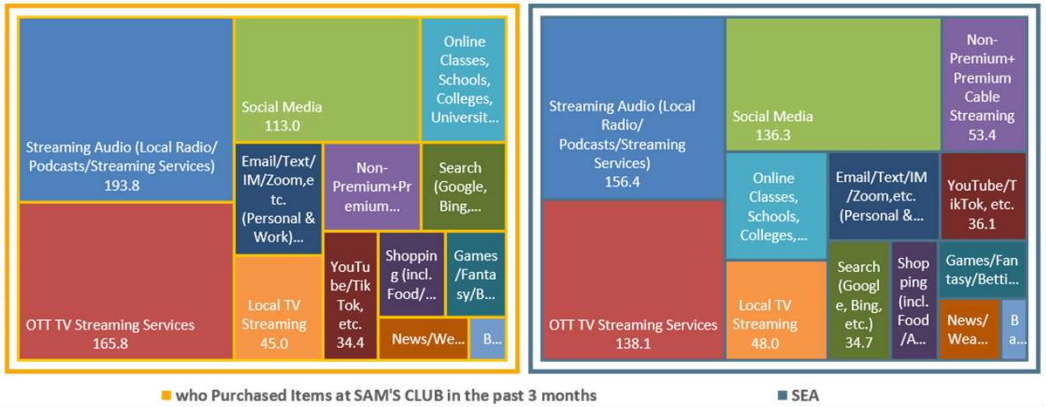
Major stores bought past 3 months: Sam's Club

55,718 or 72.2% 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 98.6 minutes every day representing 16.3% of all time spent daily with Ad-Supported Digital Media.

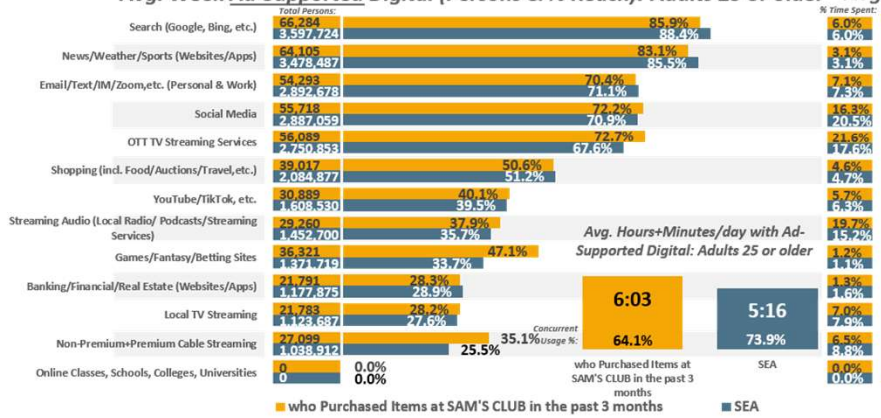
Avg. Week All Digital (Persons & % Reach): Adults 25 or older



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



SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 175

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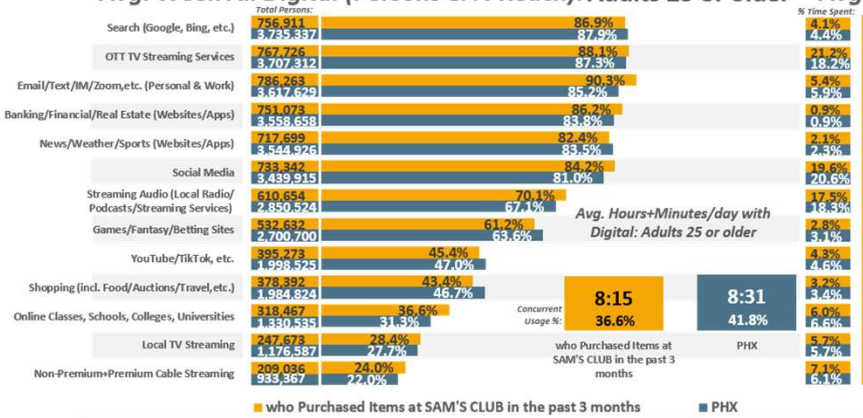
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Major stores bought past 3 months: Sam's Club

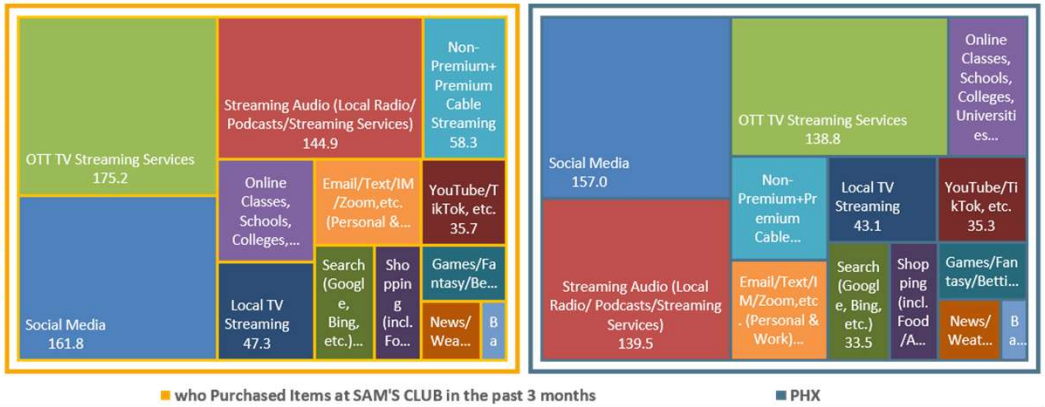


681,585 or 78.3% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months use Ad-Supported Social Media for an average of 150.4 minutes every day representing 24.5% of all time spent daily with Ad-Supported Digital Media.

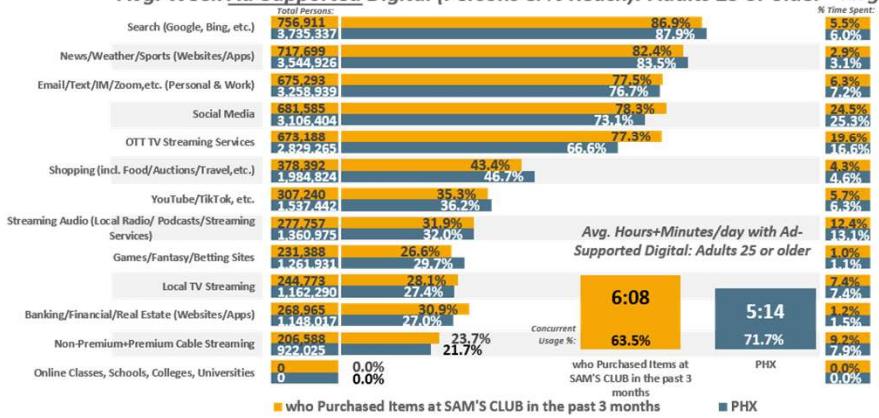
Avg. Week All Digital (Persons & % Reach): Adults 25 or older



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



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



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



PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 918

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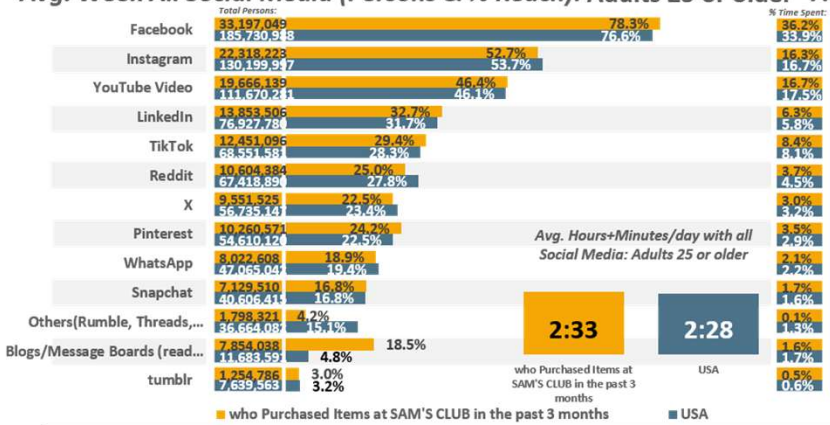
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Major stores bought past 3 months: Sam's Club

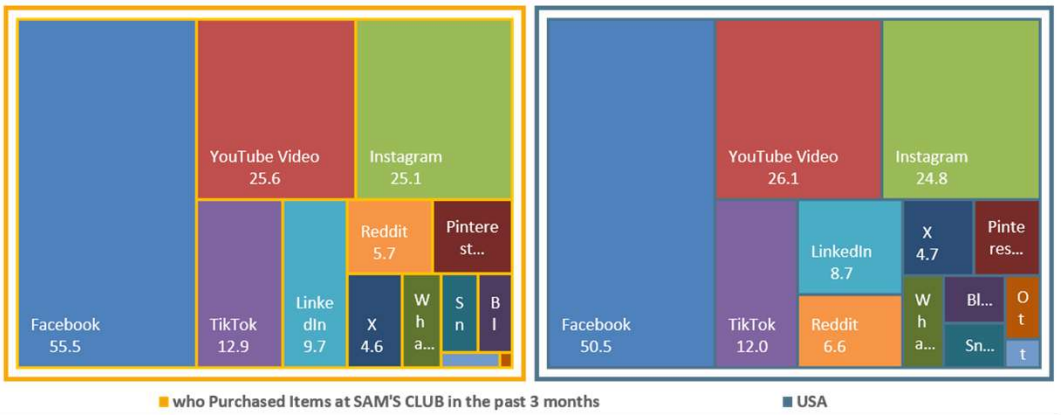


32,553,825 or 76.8% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months use Ad-Supported Facebook for an average of 49.6 minutes every day representing 36.2% of all time spent daily with Ad-Supported Social Media.

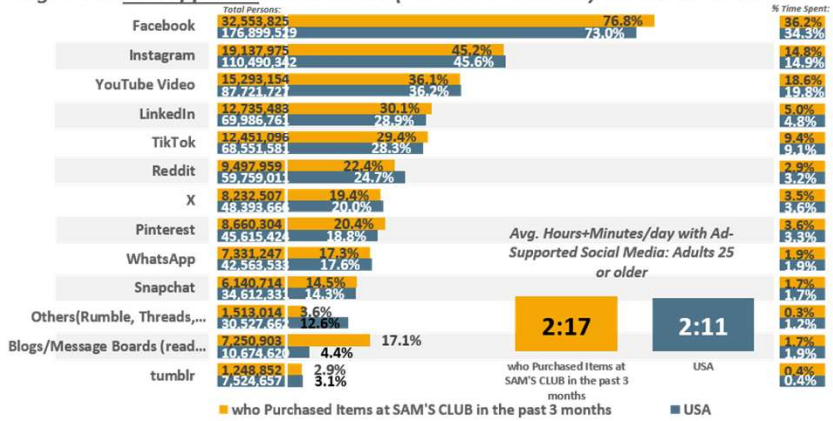
Avg. Week All Social Media (Persons & % Reach): Adults 25 or older



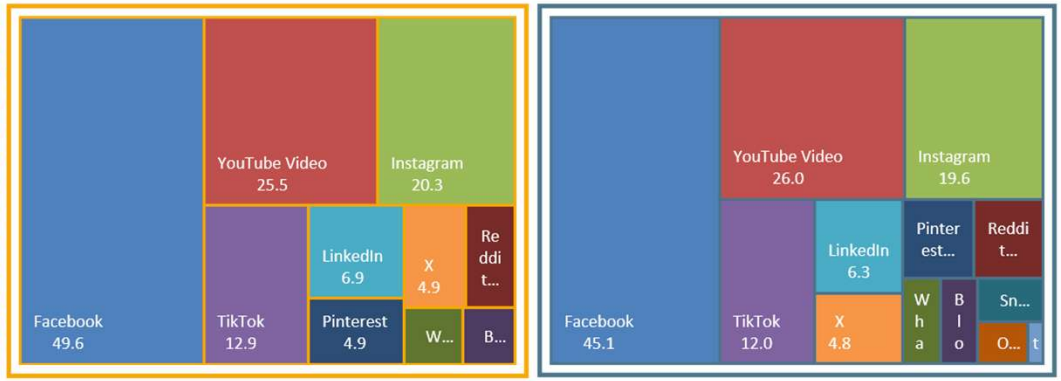
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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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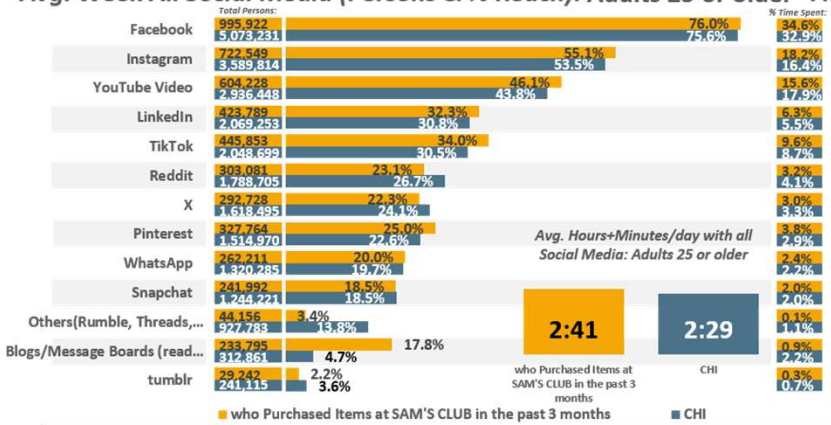
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Major stores bought past 3 months: Sam's Club

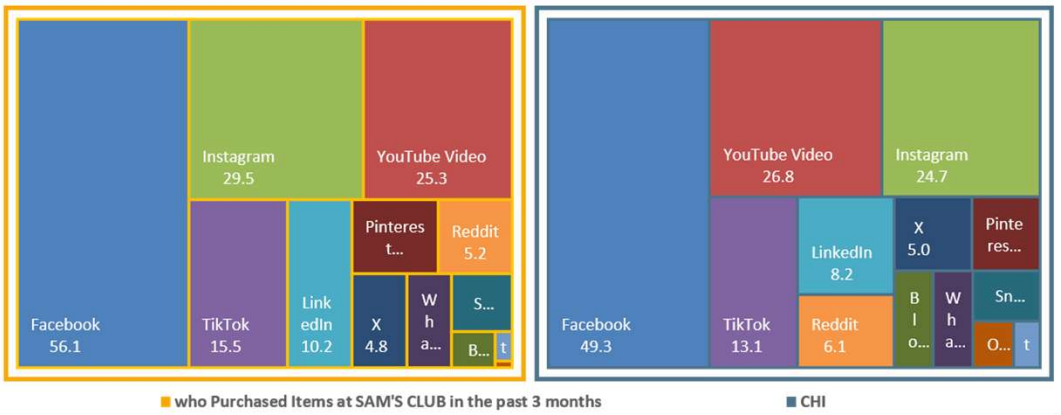


971,163 or 74.1% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months use Ad-Supported Facebook for an average of 49.7 minutes every day representing 35.7% of all time spent daily with Ad-Supported Social Media.

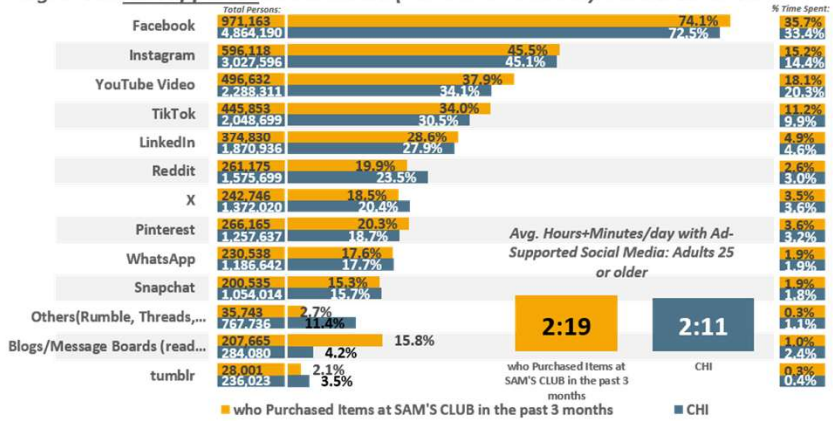
Avg. Week All Social Media (Persons & % Reach): Adults 25 or older



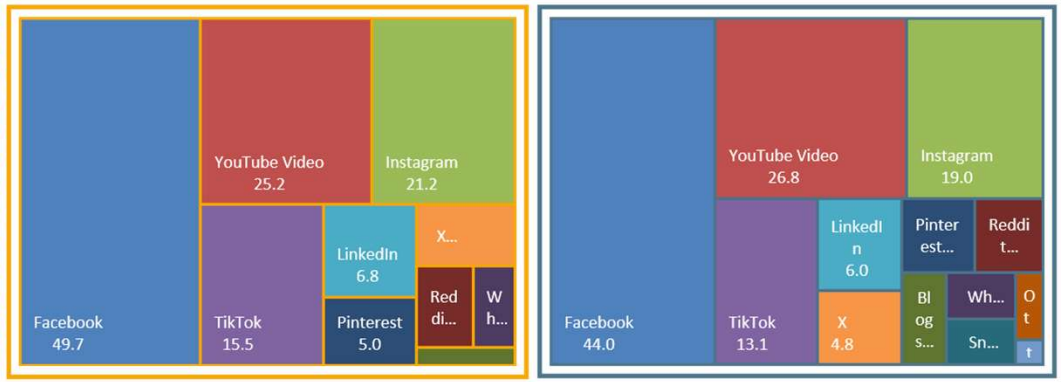
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,401

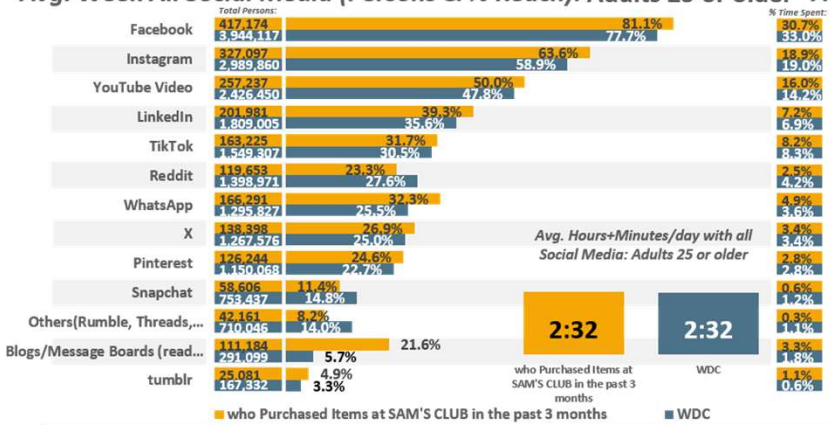
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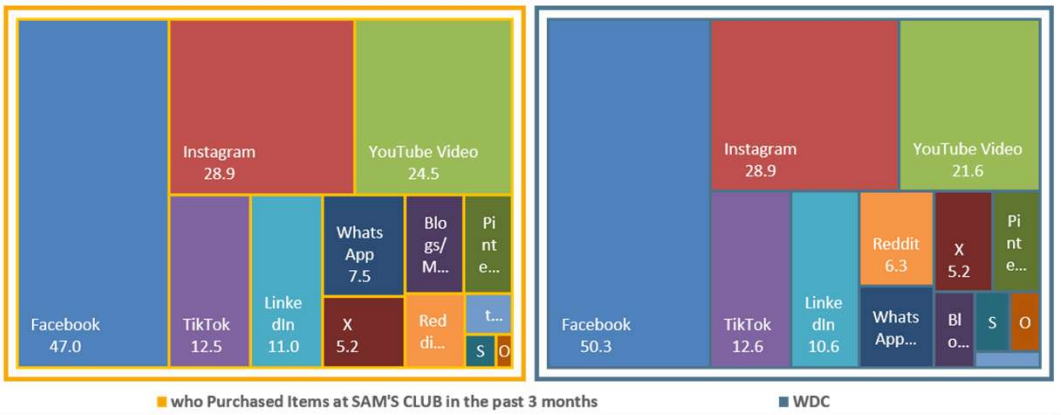
Major stores bought past 3 months: Sam's Club

400,505 or 77.9% 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 45.5 minutes every day representing 33.2% of all time spent daily with Ad-Supported Social Media.

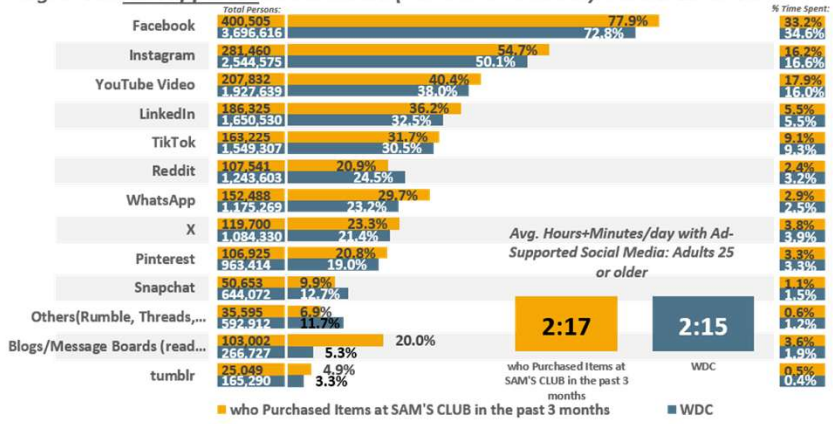
Avg. Week All Social Media (Persons & % Reach): Adults 25 or older



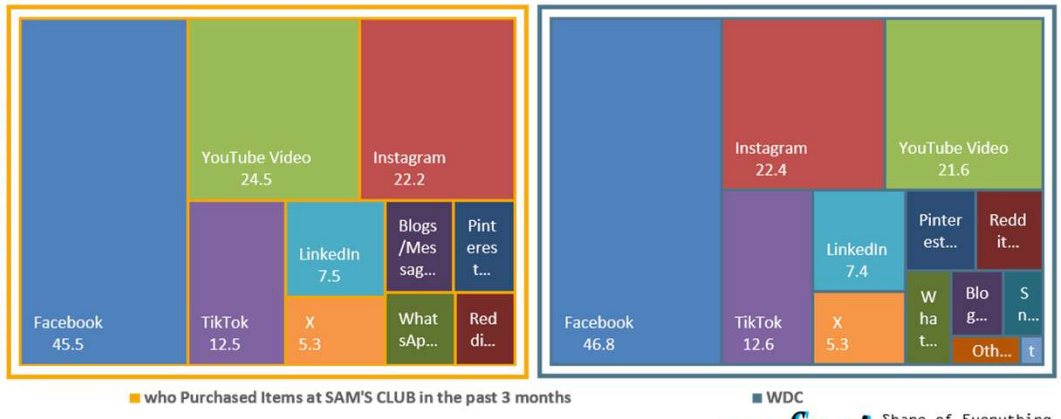
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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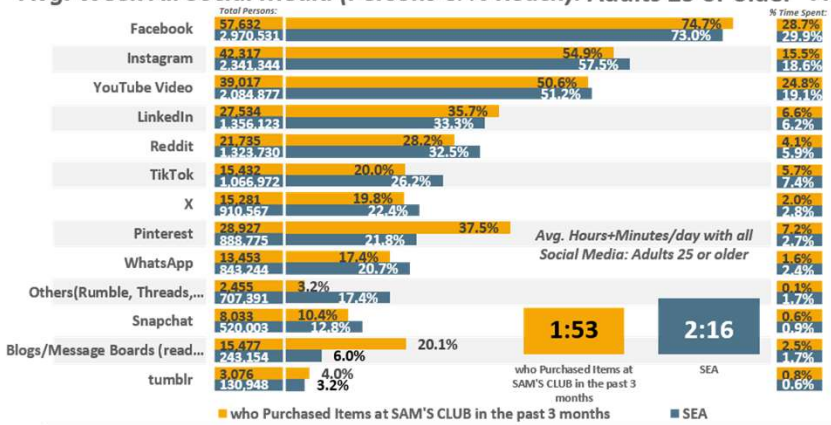
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Major stores bought past 3 months: Sam's Club

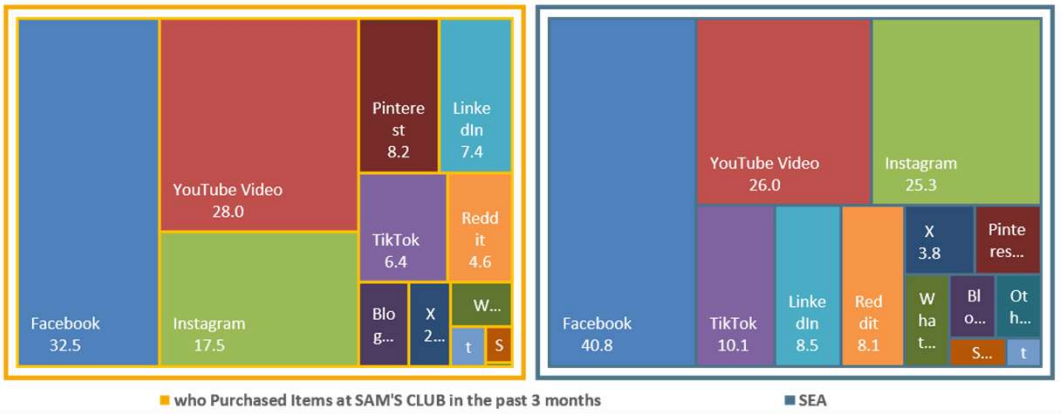


55,718 or 72.2% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months use Ad-Supported Facebook for an average of 30.2 minutes every day representing 30.7% of all time spent daily with Ad-Supported Social Media.

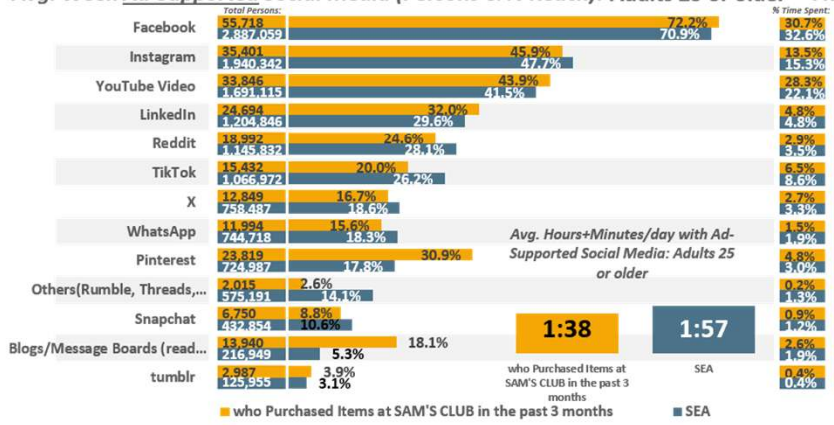
Avg. Week All Social Media (Persons & % Reach): Adults 25 or older



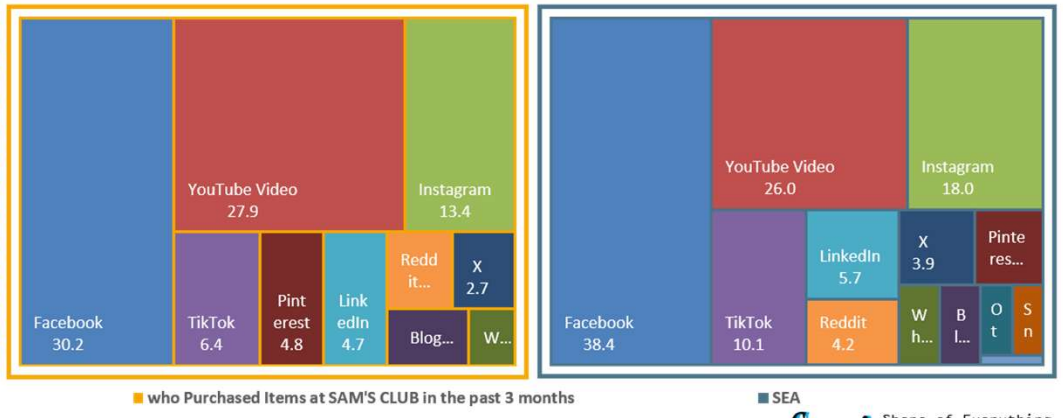
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 175

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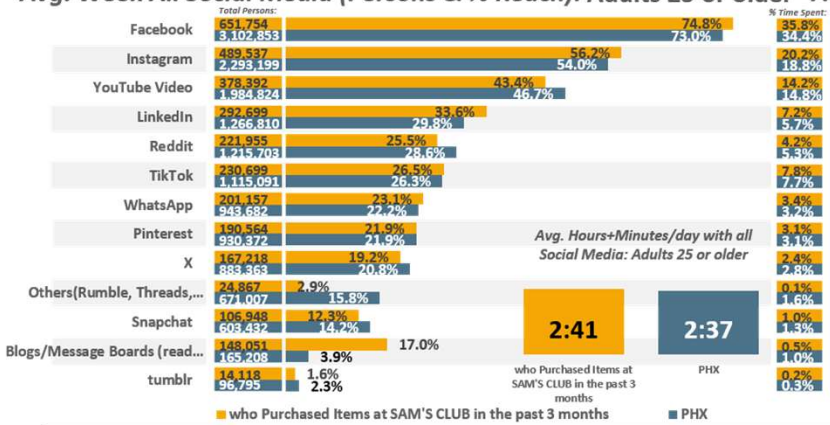
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Major stores bought past 3 months: Sam's Club

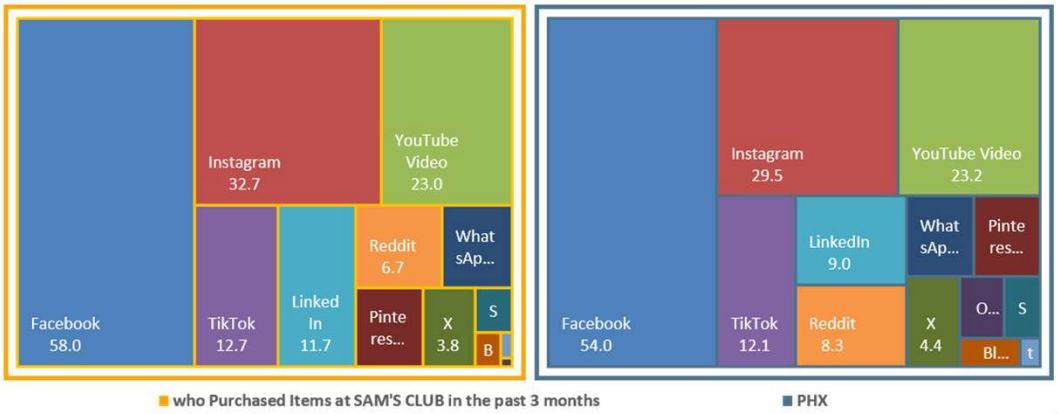


651,754 or 74.8% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months use Ad-Supported Facebook for an average of 57. minutes every day representing 37.9% of all time spent daily with Ad-Supported Social Media.

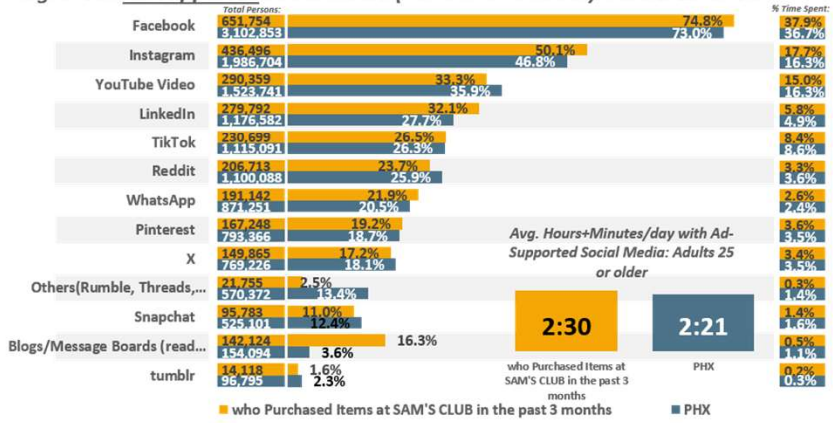
Avg. Week All Social Media (Persons & % Reach): Adults 25 or older



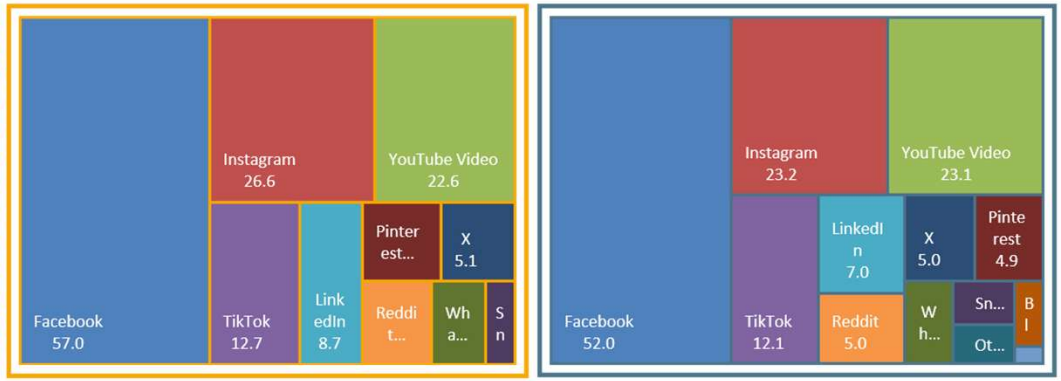
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week 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



PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 918

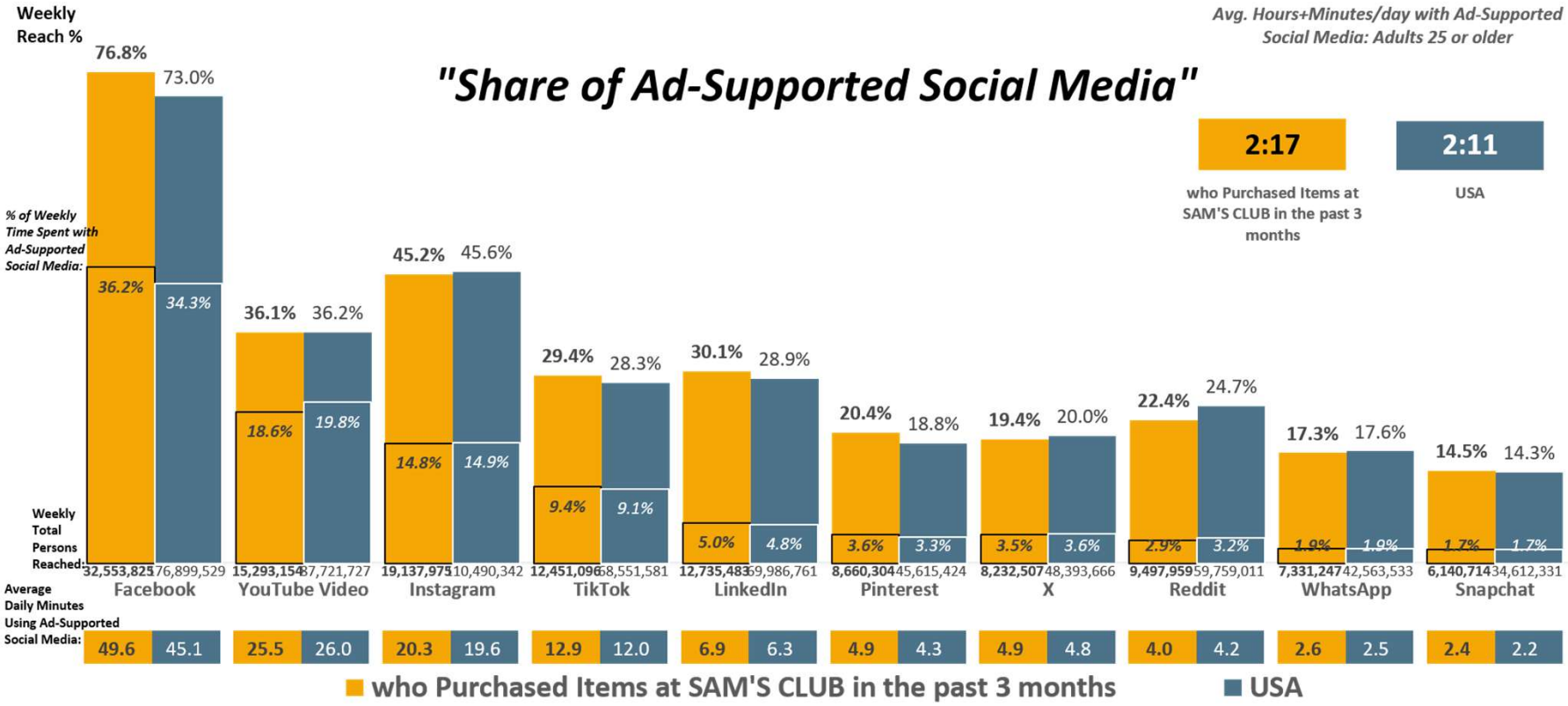
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Major stores bought past 3 months: Sam's Club



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

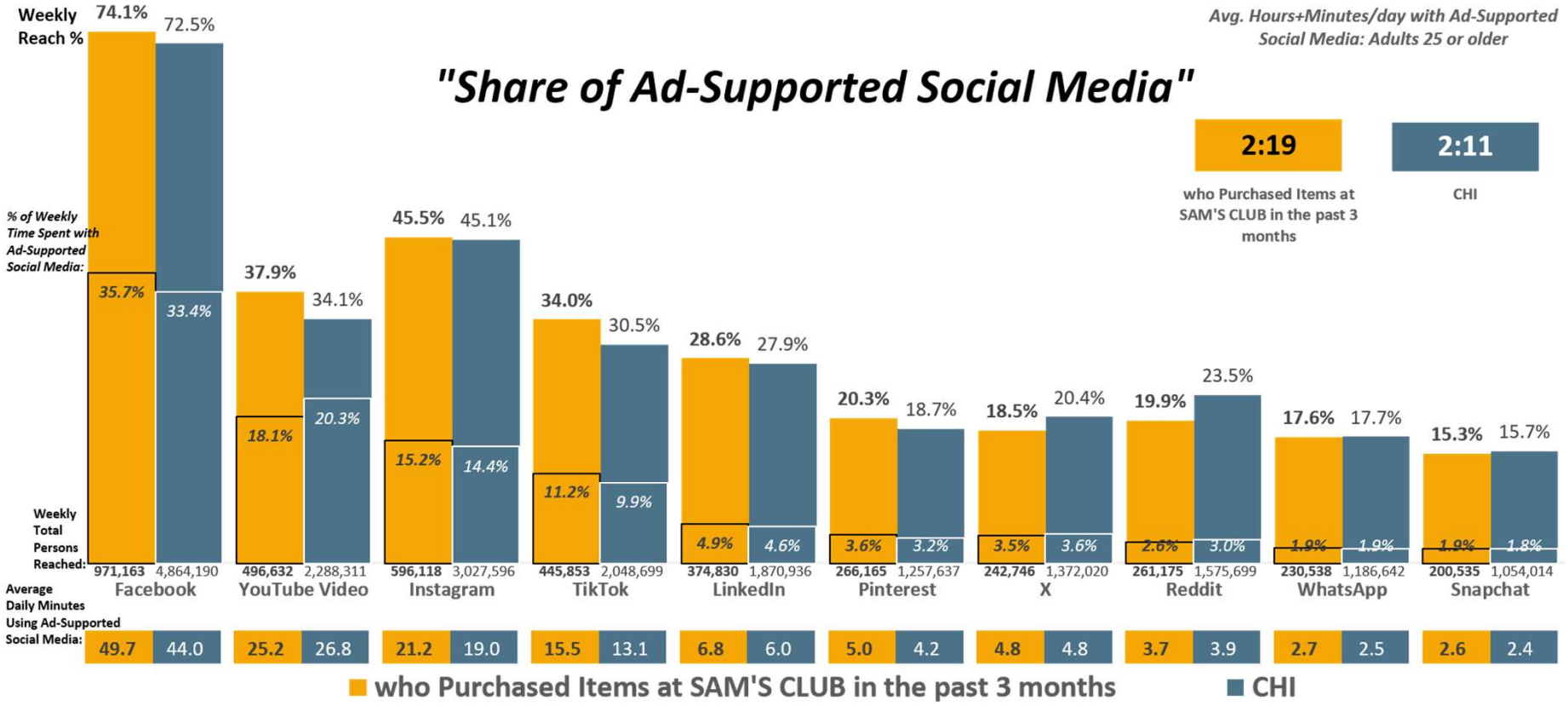
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Major stores bought past 3 months: Sam's Club



971,163 or 74.1% 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 49.7 minutes every day representing 35.7% of all time spent daily with Ad-Supported Social Media.



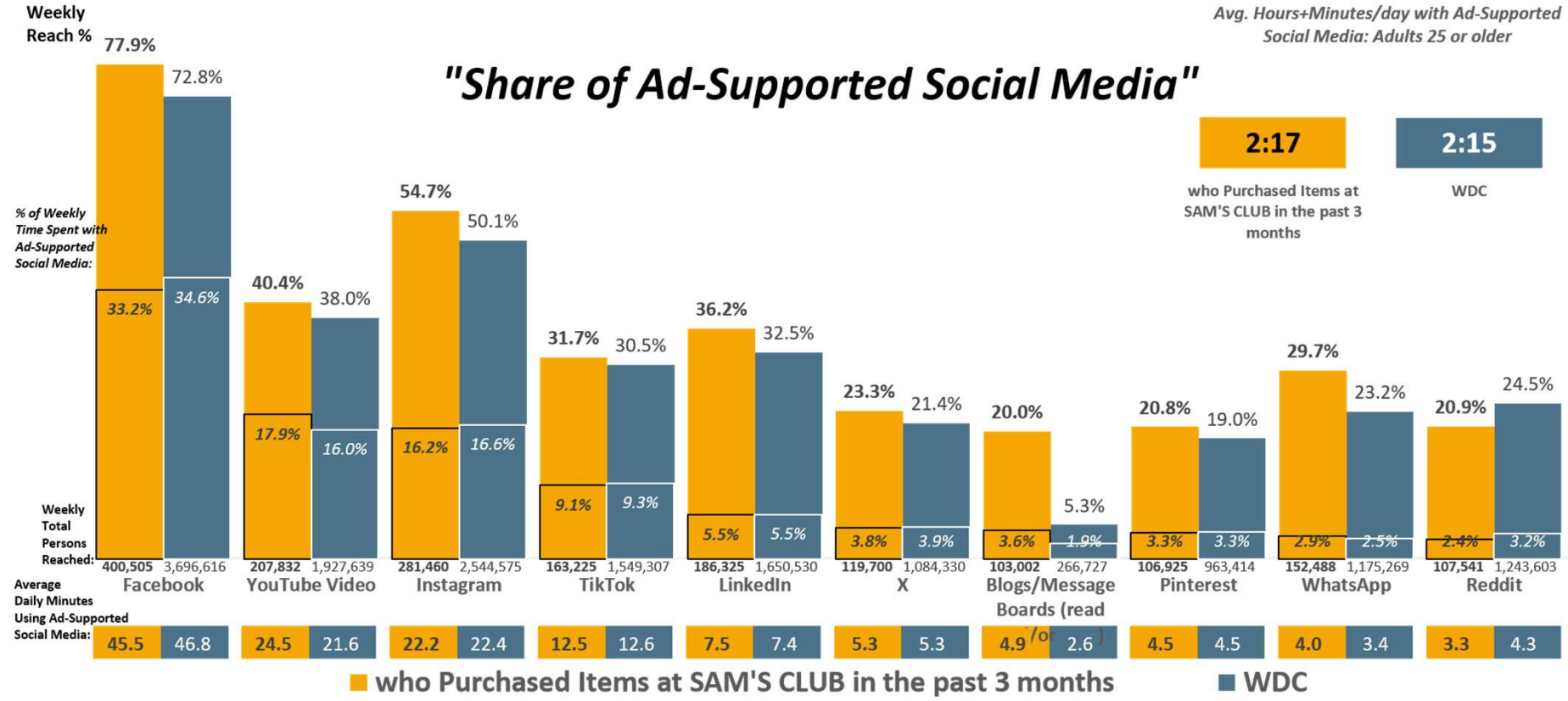
CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,401 CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 7,248

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Major stores bought past 3 months: Sam's Club

400,505 or 77.9% 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 45.5 minutes every day representing 33.2% of all time spent daily with Ad-Supported Social Media.



WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,101 WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 10,324

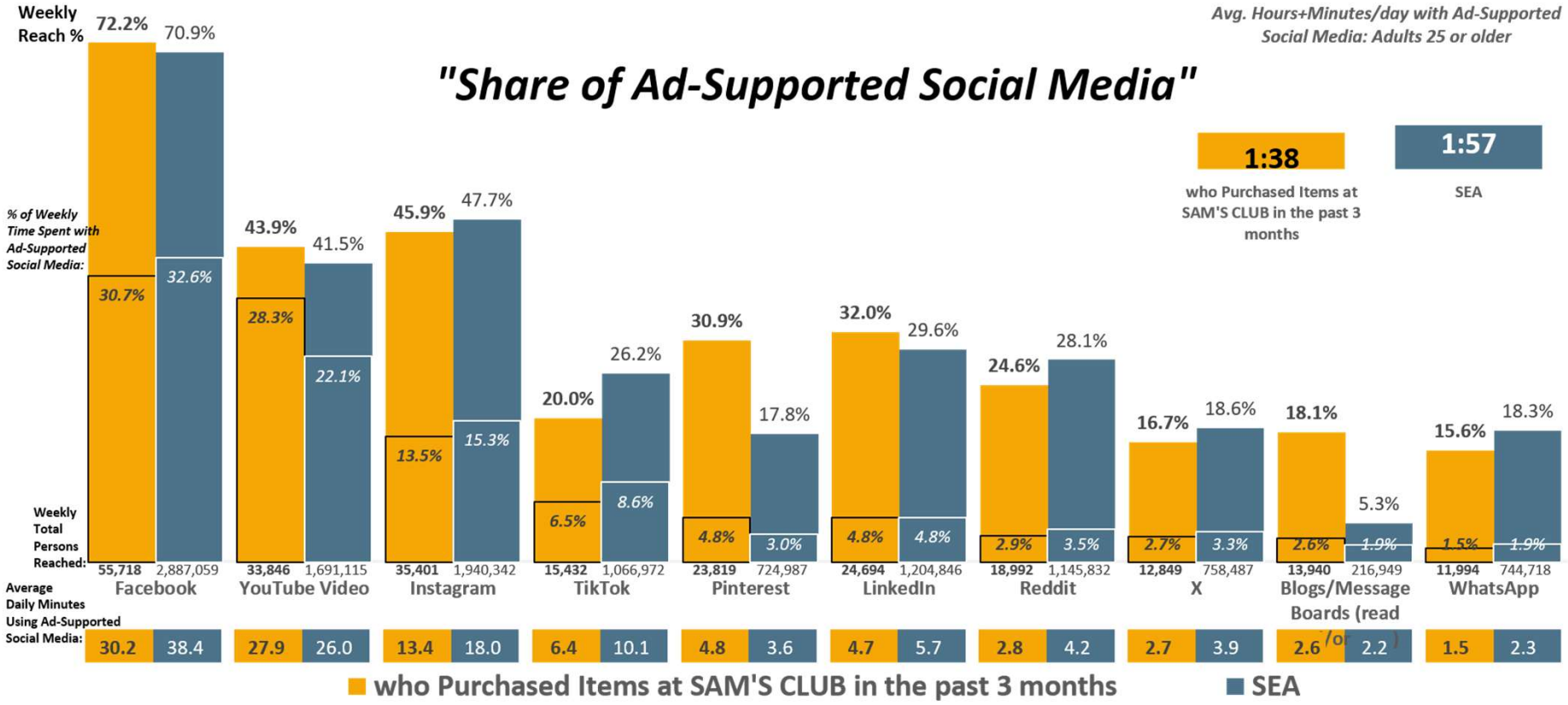
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Major stores bought past 3 months: Sam's Club



55,718 or 72.2% 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 30.2 minutes every day representing 30.7% of all time spent daily with Ad-Supported Social Media.



SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 175 SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 7,280

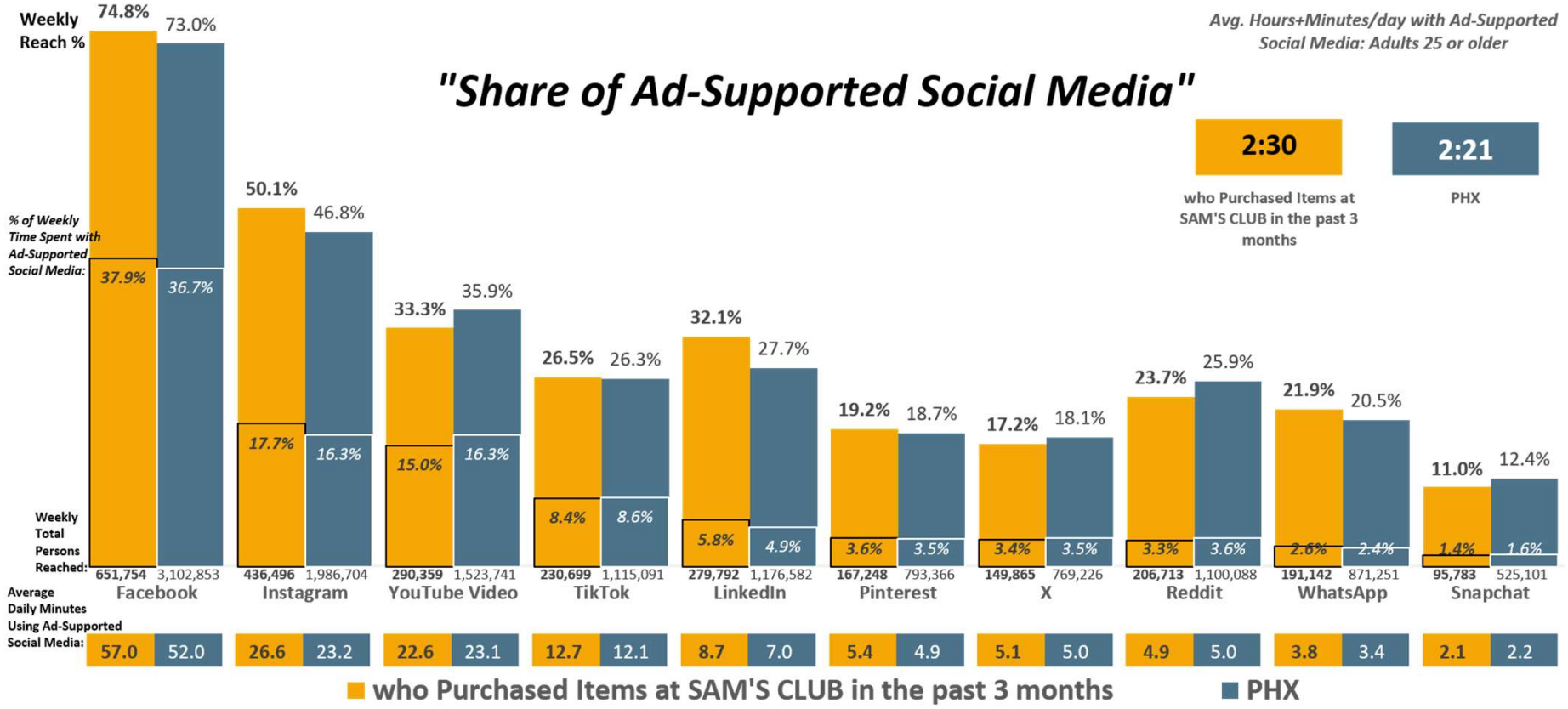
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Major stores bought past 3 months: Sam's Club



651,754 or 74.8% 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 57. minutes every day representing 37.9% of all time spent daily with Ad-Supported Social Media.



PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 918 PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,474

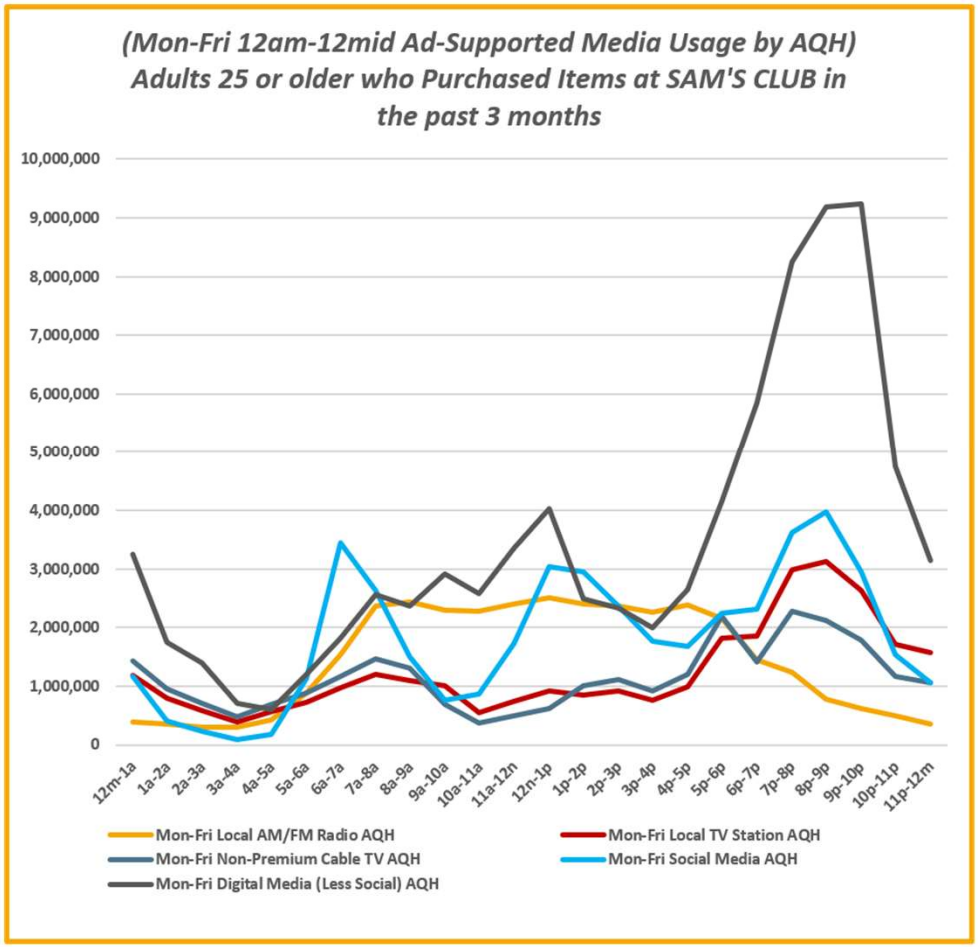
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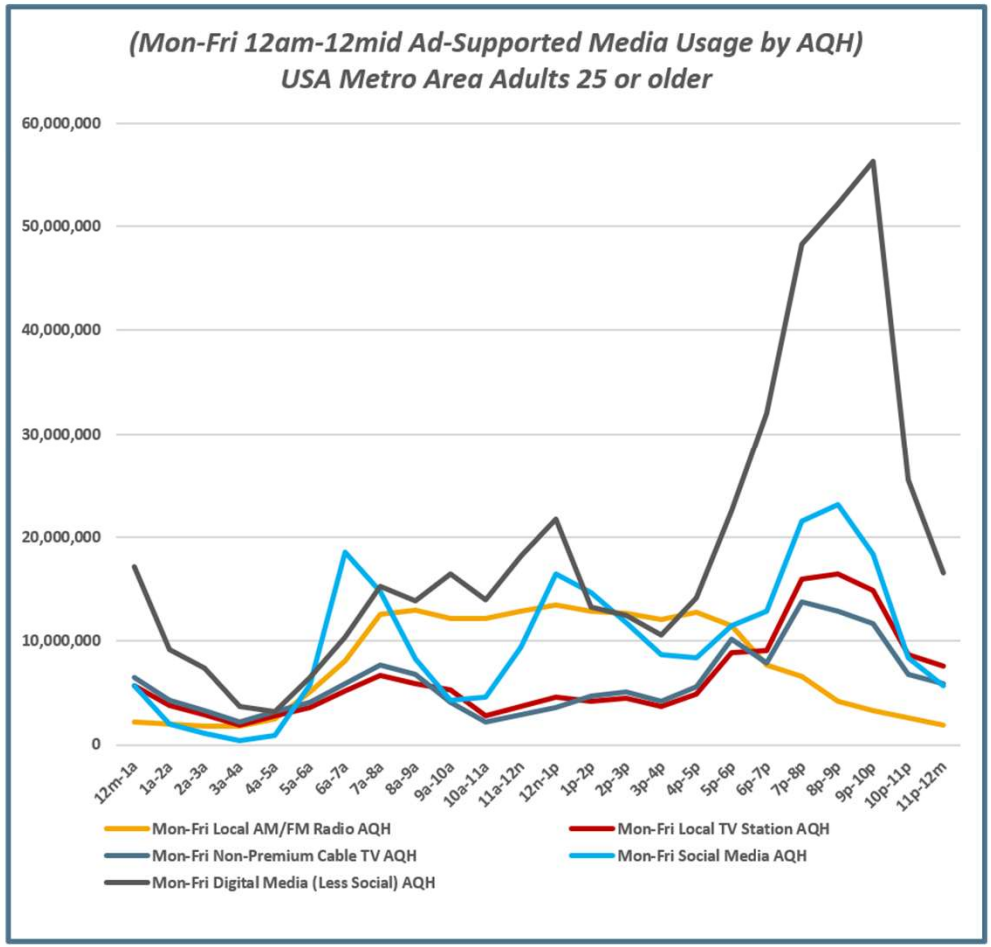
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Major stores bought past 3 months: Sam's Club



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

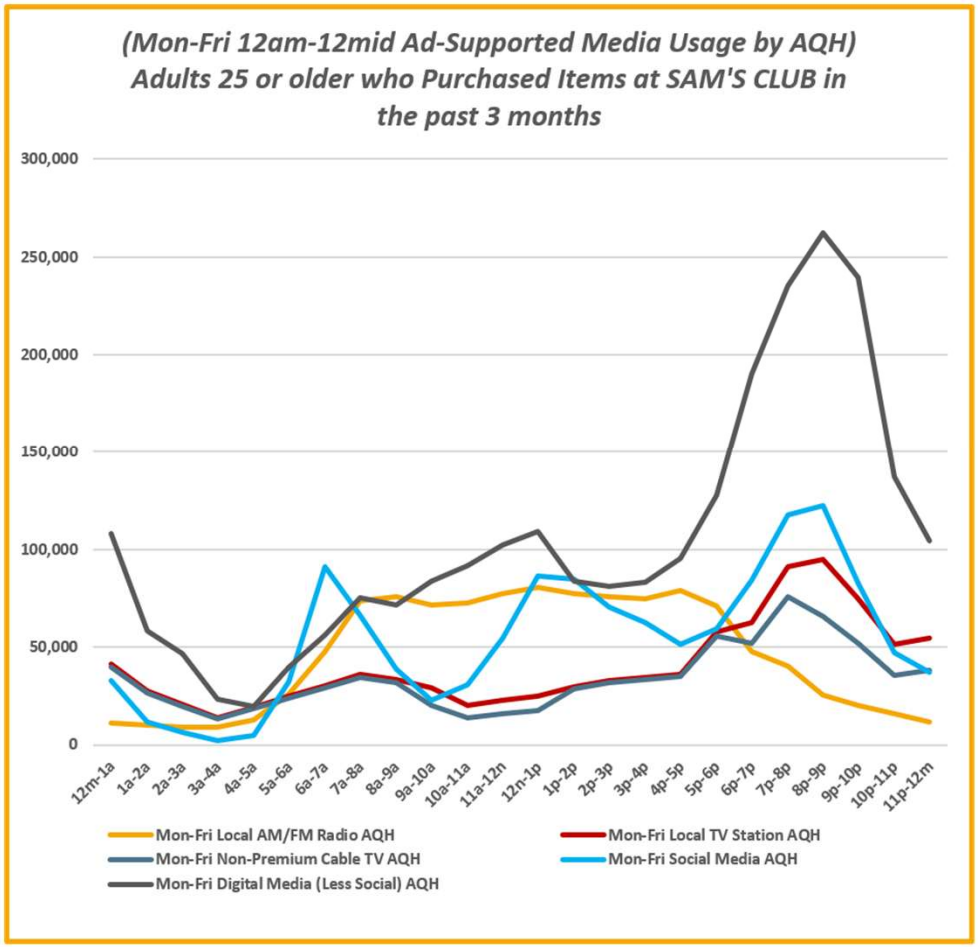
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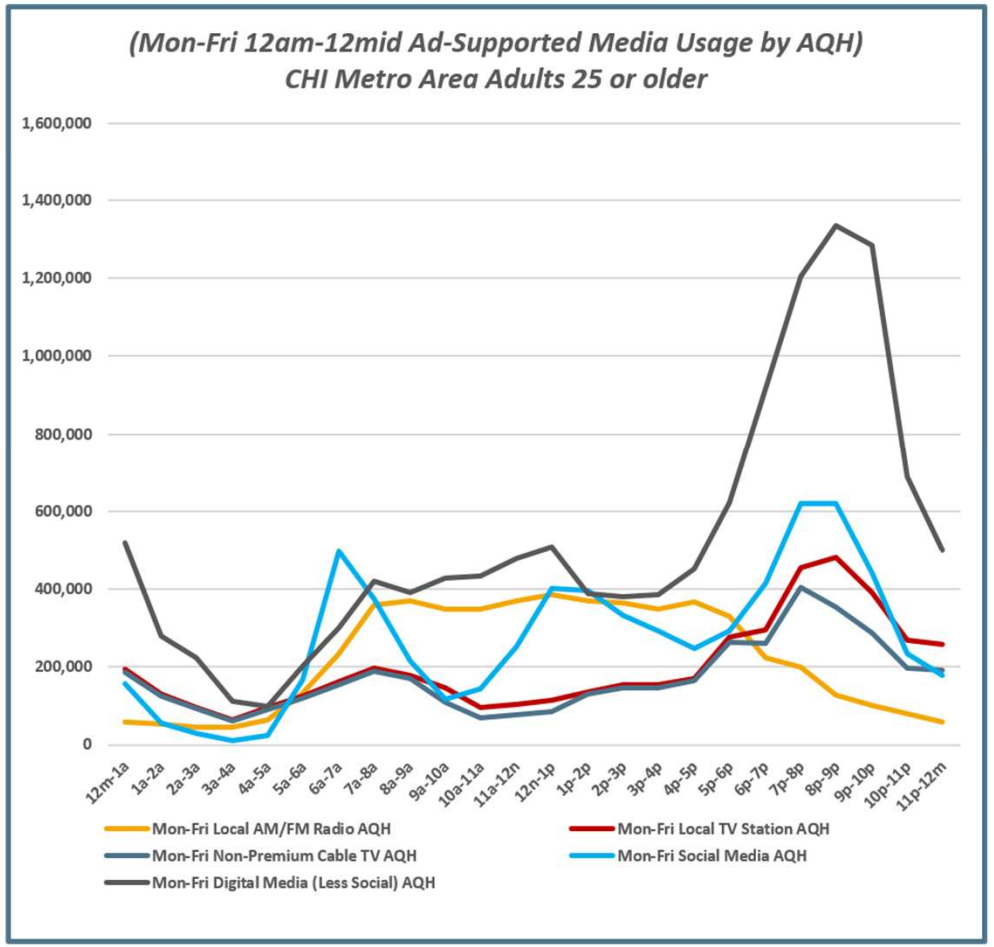
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Major stores bought past 3 months: Sam's Club



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 96,256; Local Radio: 71,076; Social Media: 61,829; Local TV: 34,621; Non-Prem. Cable: 30,721 reaching Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 m





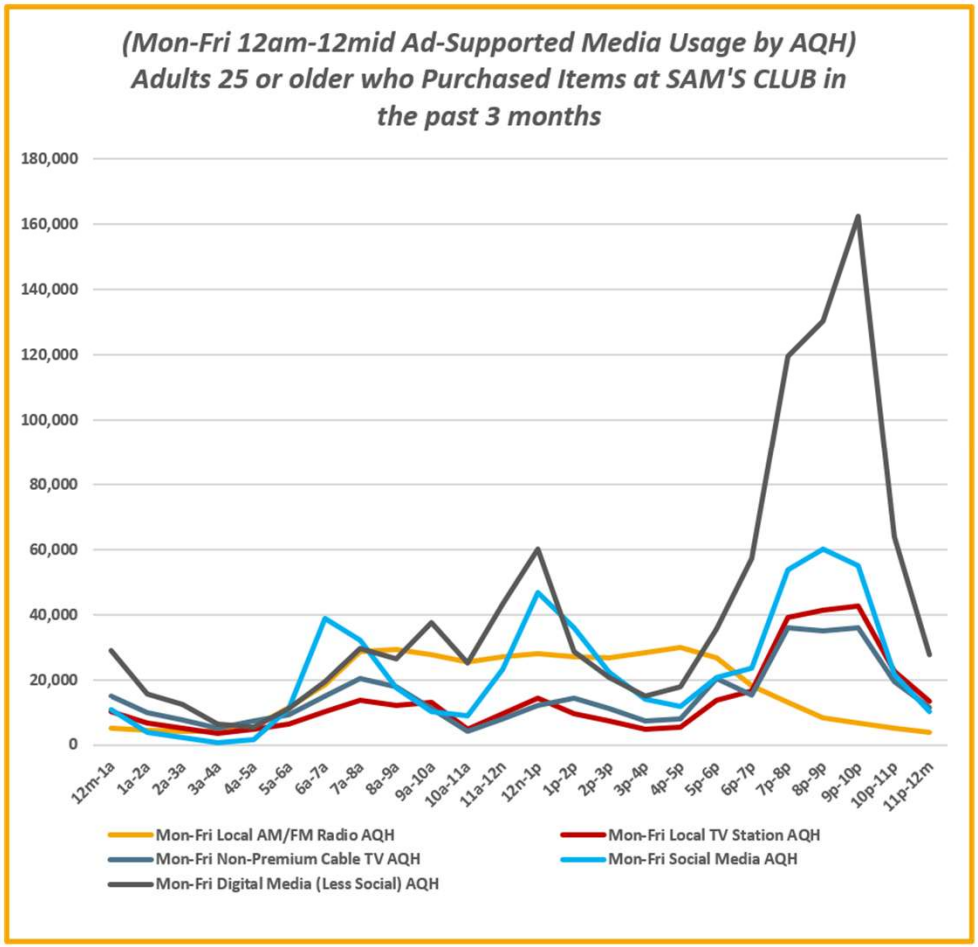
CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,401

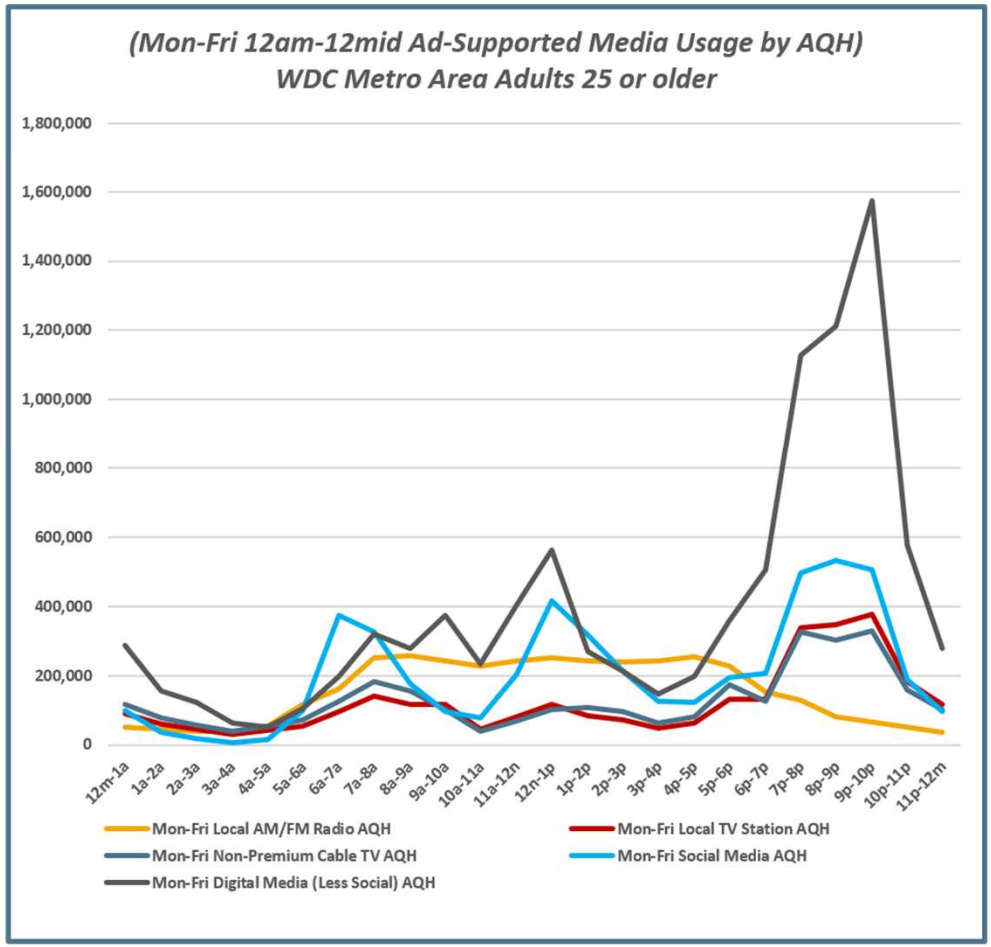
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Major stores bought past 3 months: Sam's Club

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 32,042; Local Radio: 26,240; Social Media: 23,519; Non-Prem. Cable: 12,659; Local TV: 10,402 reaching Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 m





WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,101

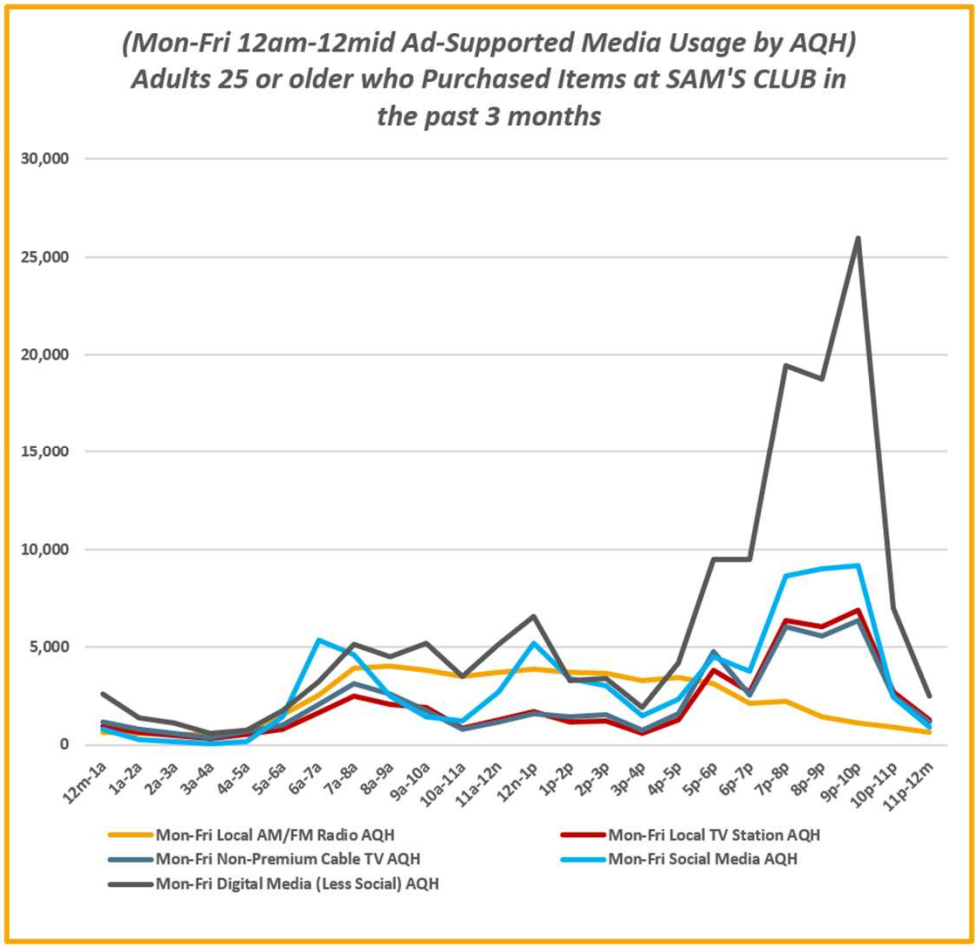
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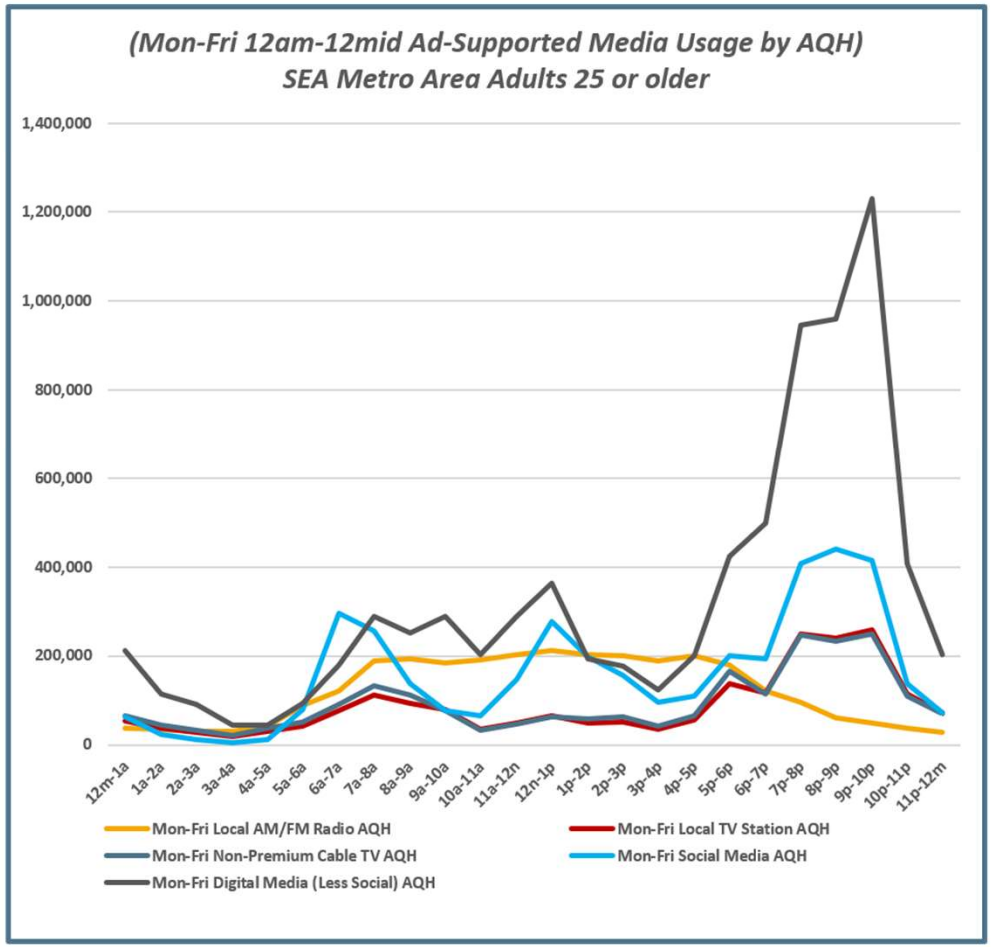
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Major stores bought past 3 months: Sam's Club



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 5,005; Local Radio: 3,444; Social Media: 3,191; Non-Prem. Cable: 1,975; Local TV: 1,744 reaching Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months





SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 175

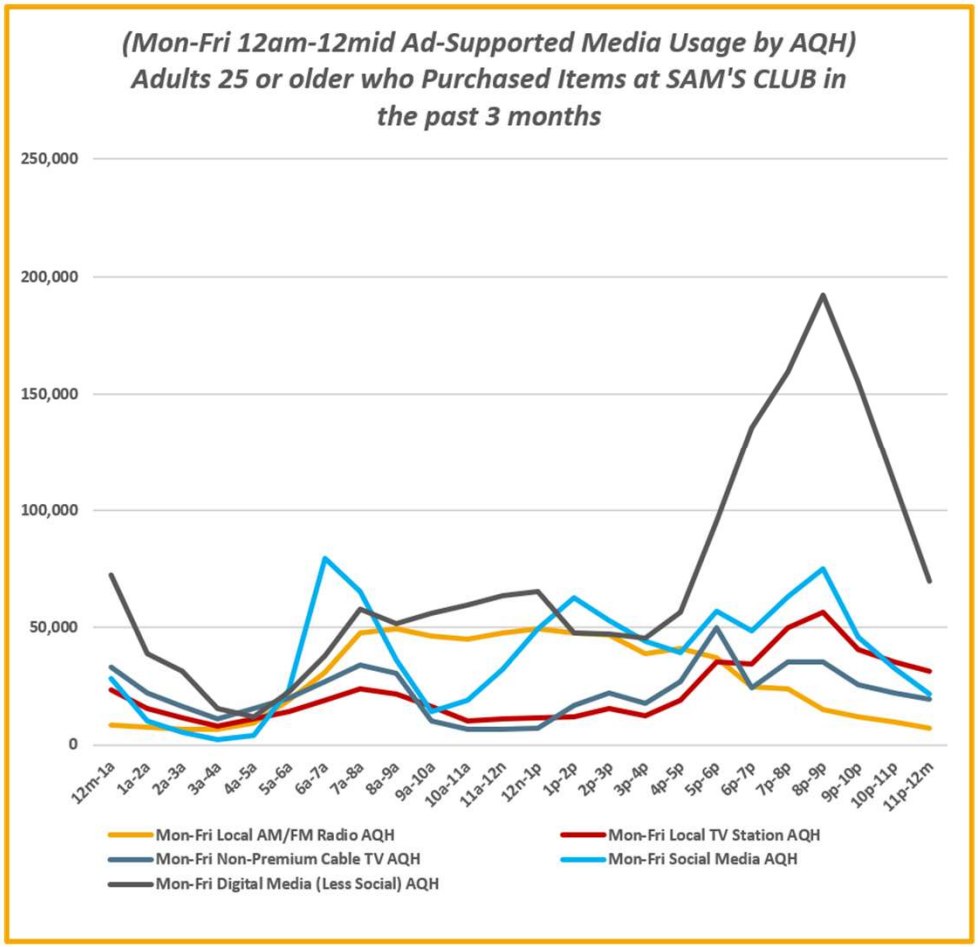
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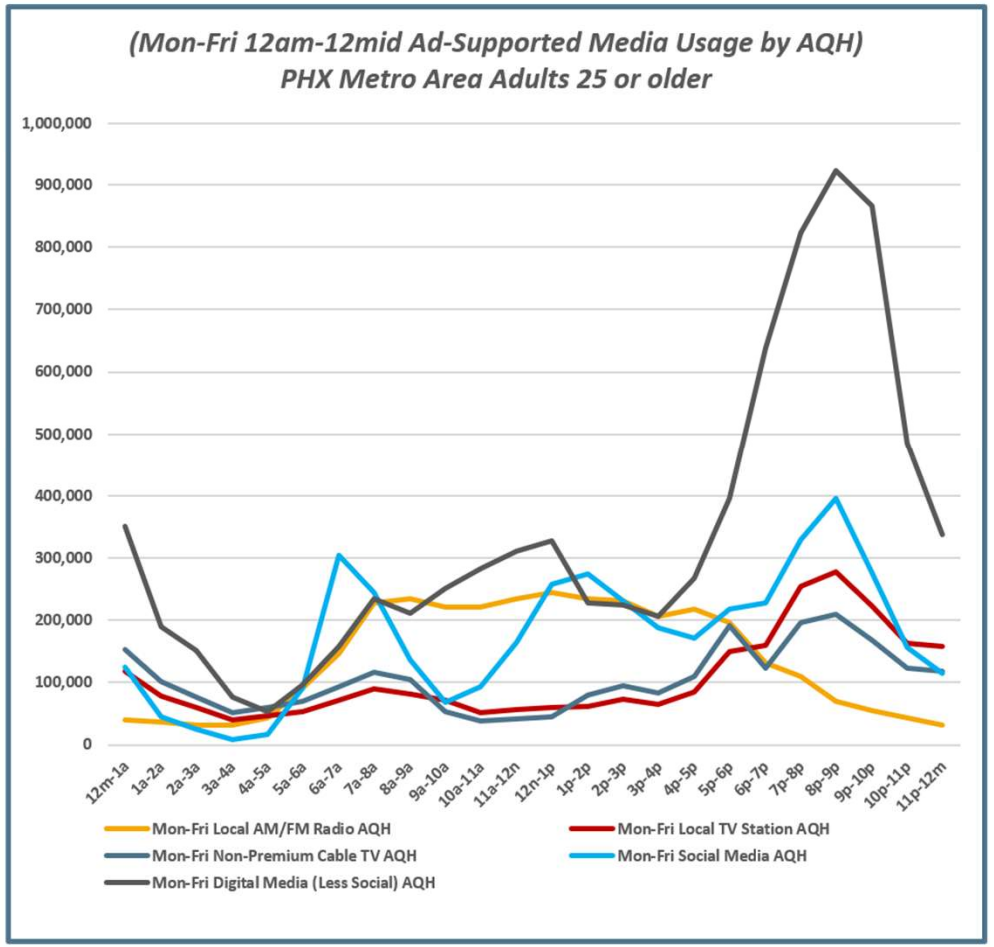
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Major stores bought past 3 months: Sam's Club



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 63,108; Social Media: 46,272; Local Radio: 42,536; Non-Prem. Cable: 21,472; Local TV: 18,660 reaching Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 m





PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 918

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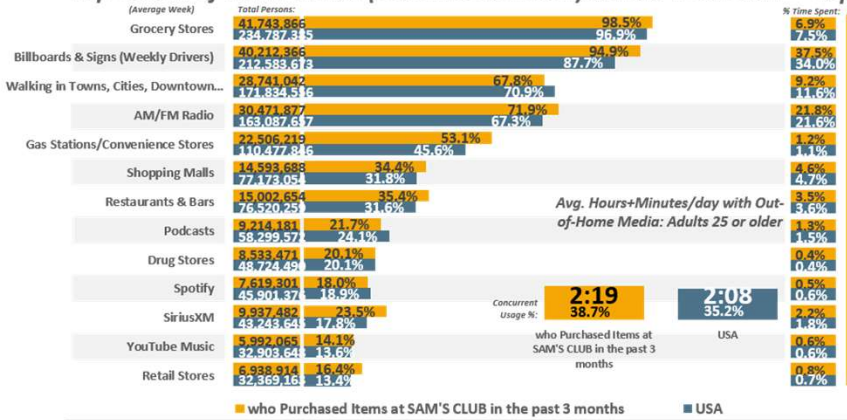
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Major stores bought past 3 months: Sam's Club

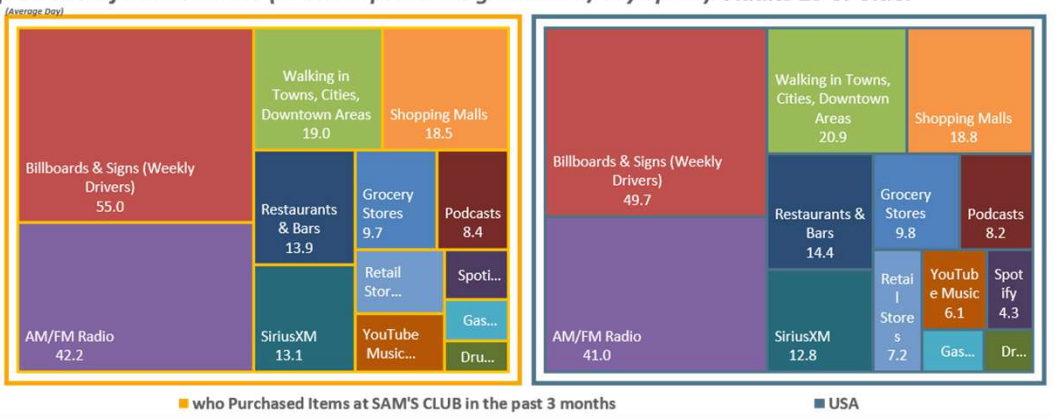


40,212,366 or 94.9% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months spend an average of 55. minutes per day driving, seeing Billboards and Signs. 69.1% Listen to Local Radio Stations Out-of-Home for an average of 40.2 minutes/

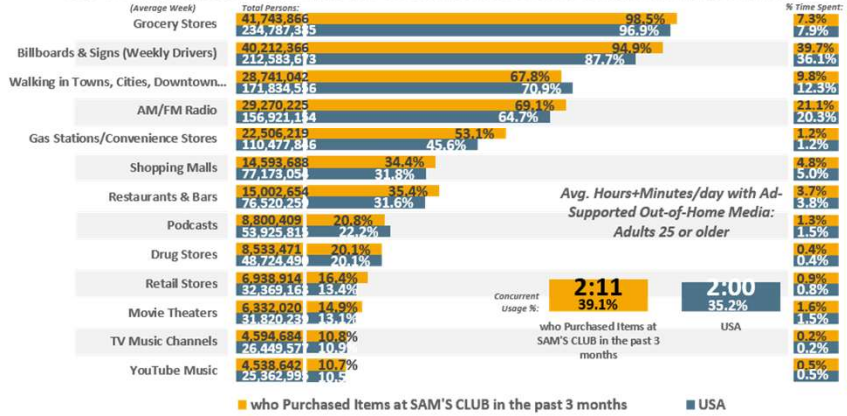
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 or older



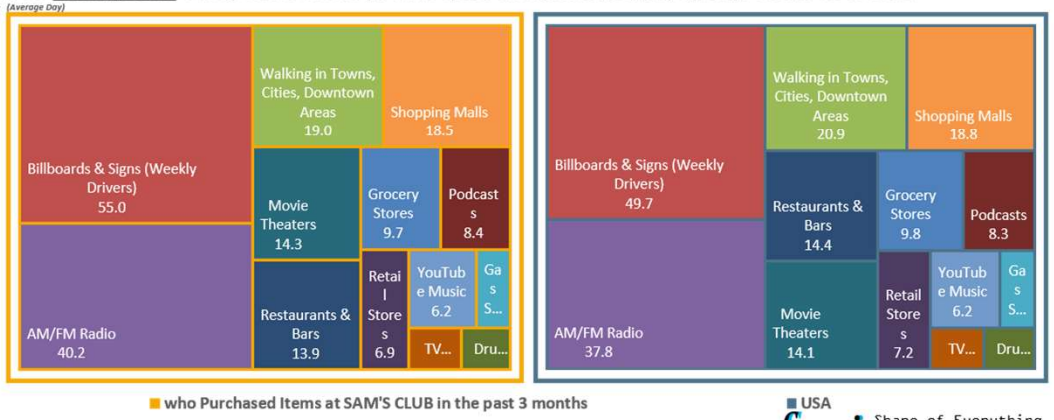
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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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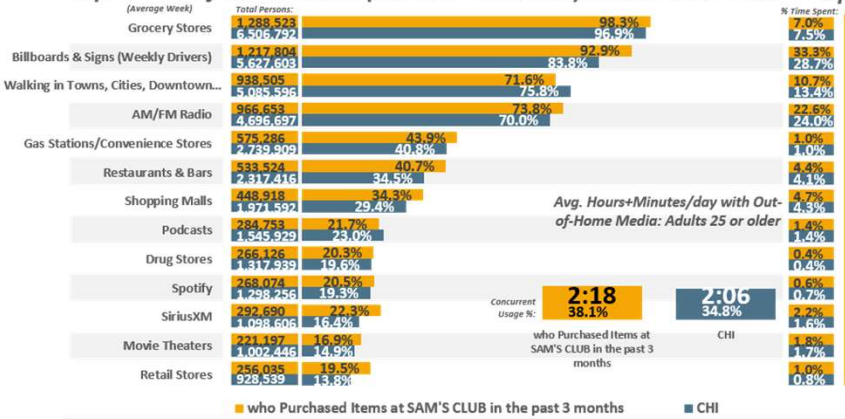
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Major stores bought past 3 months: Sam's Club

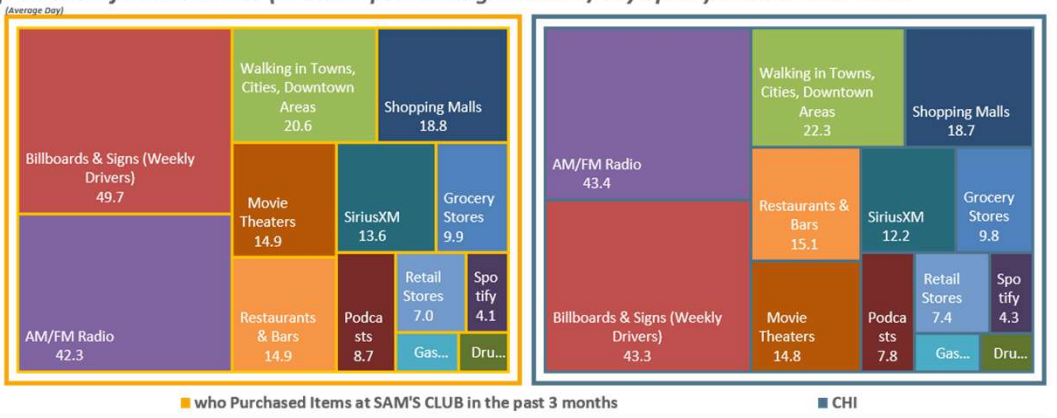


1,217,804 or 92.9% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months spend an average of 49.7 minutes per day driving, seeing Billboards and Signs. 71.2% Listen to Local Radio Stations Out-of-Home for an average of 40.5 minutes/

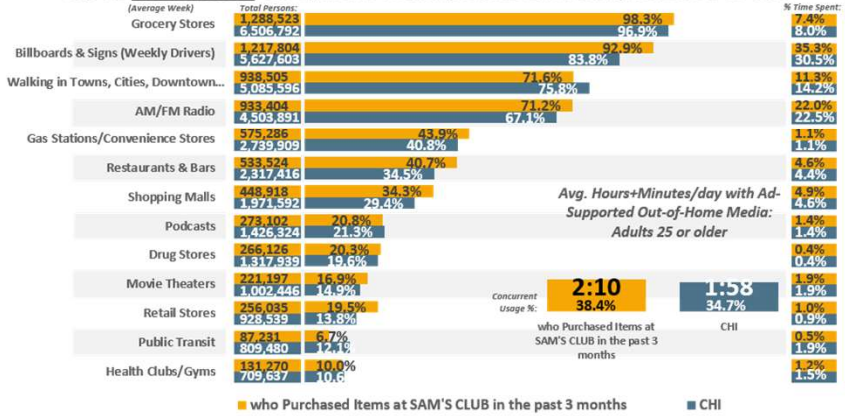
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 or older



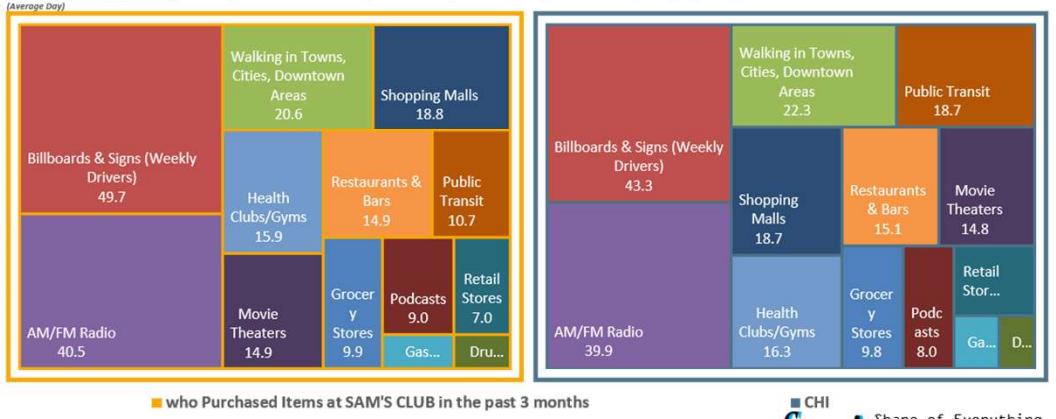
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,401

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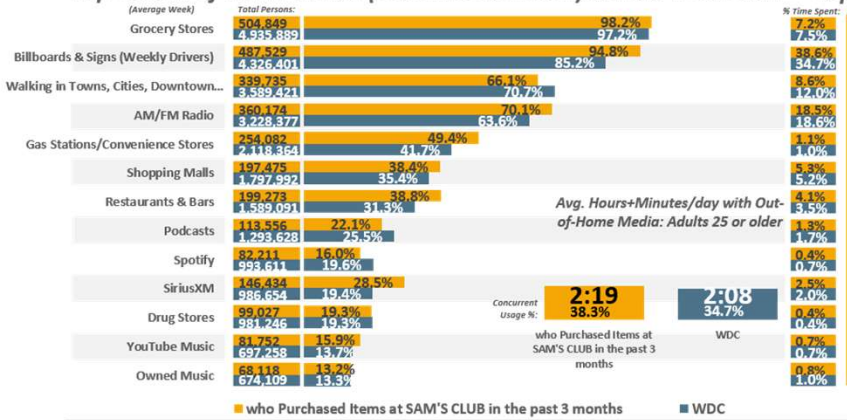
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Major stores bought past 3 months: Sam's Club

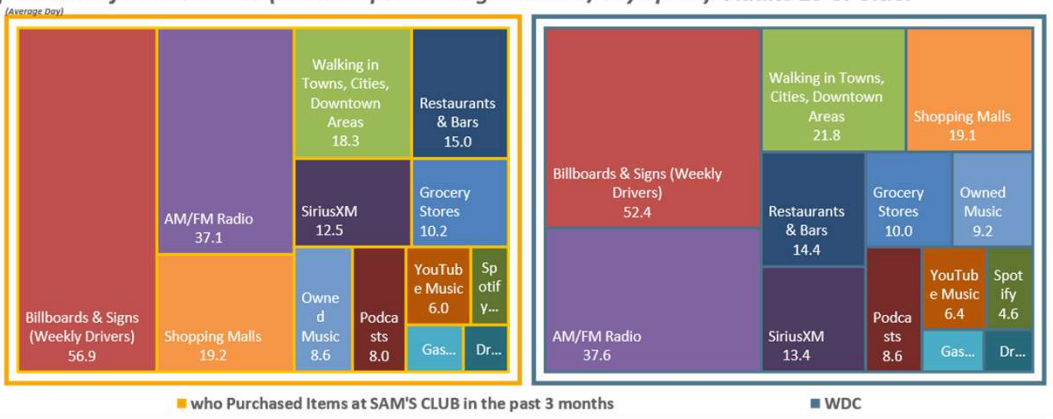


487,529 or 94.8% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months spend an average of 56.9 minutes per day driving, seeing Billboards and Signs. 67.1% Listen to Local Radio Stations Out-of-Home for an average of 35.9 minutes/da

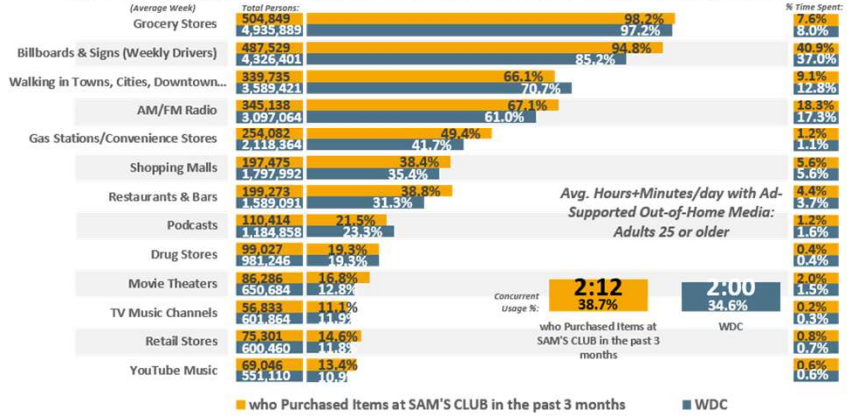
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 or older



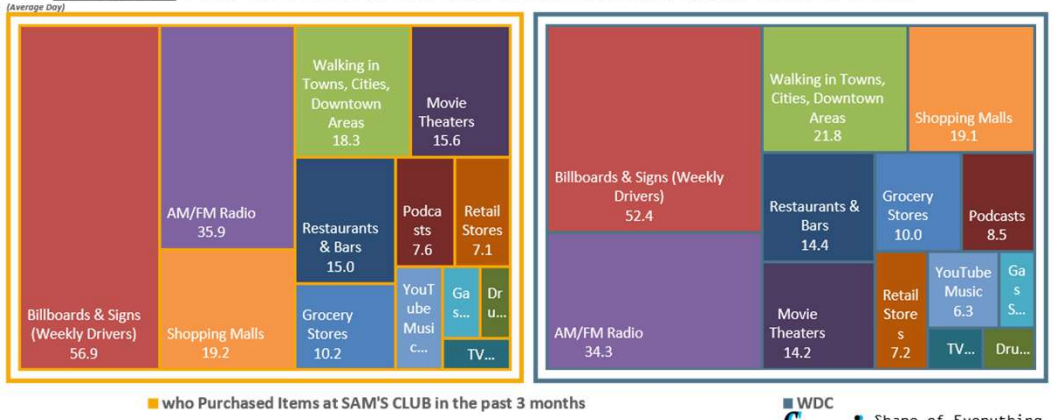
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,101

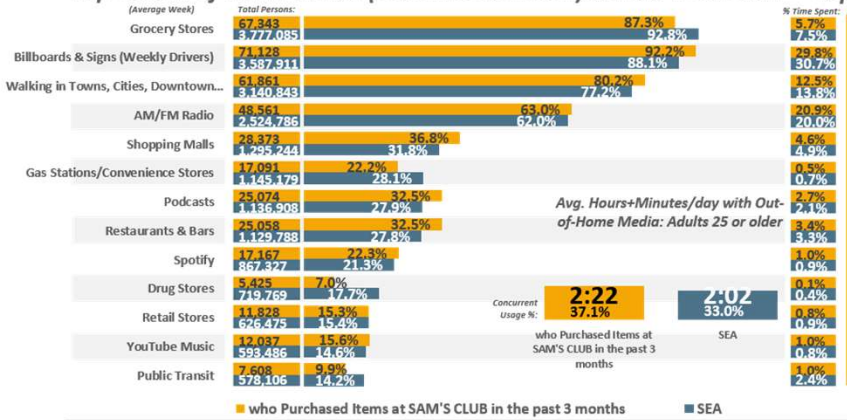
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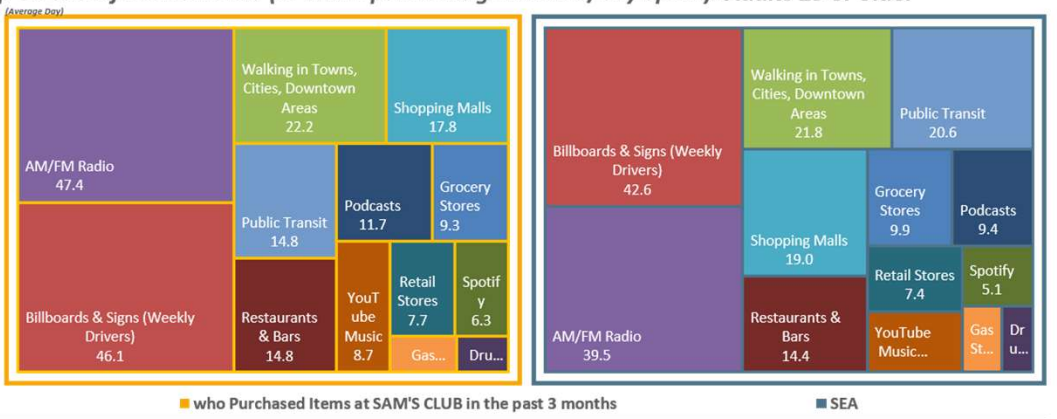
Major stores bought past 3 months: Sam's Club

71,128 or 92.2% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months spend an average of 46.1 minutes per day driving, seeing Billboards and Signs. 60.3% Listen to Local Radio Stations Out-of-Home for an average of 44. minutes/day.

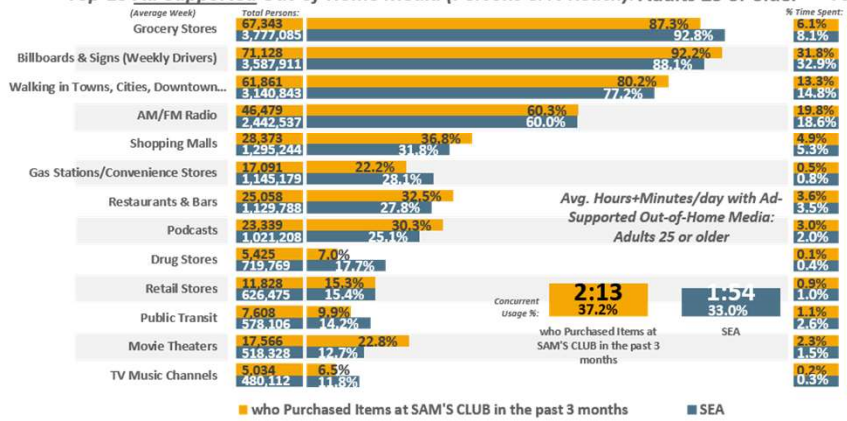
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 or older



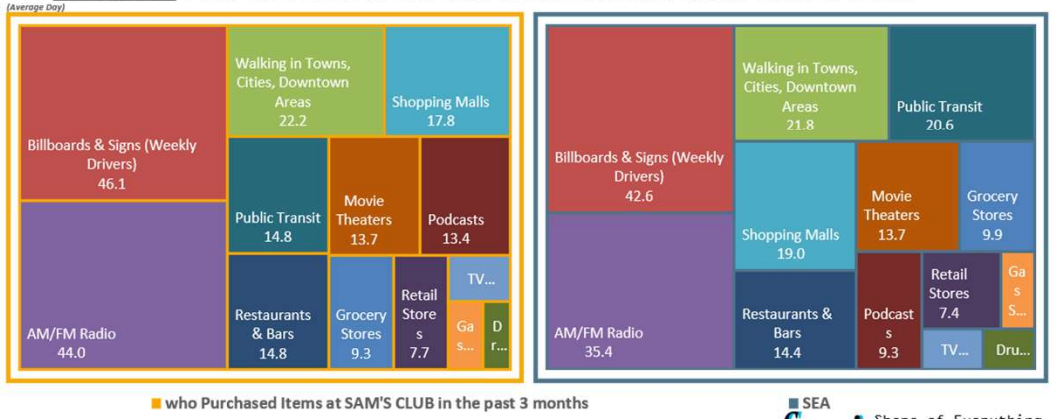
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 175

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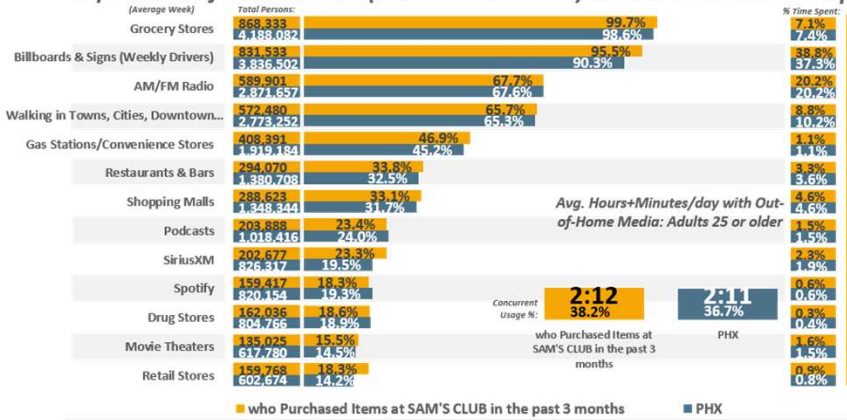
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Major stores bought past 3 months: Sam's Club

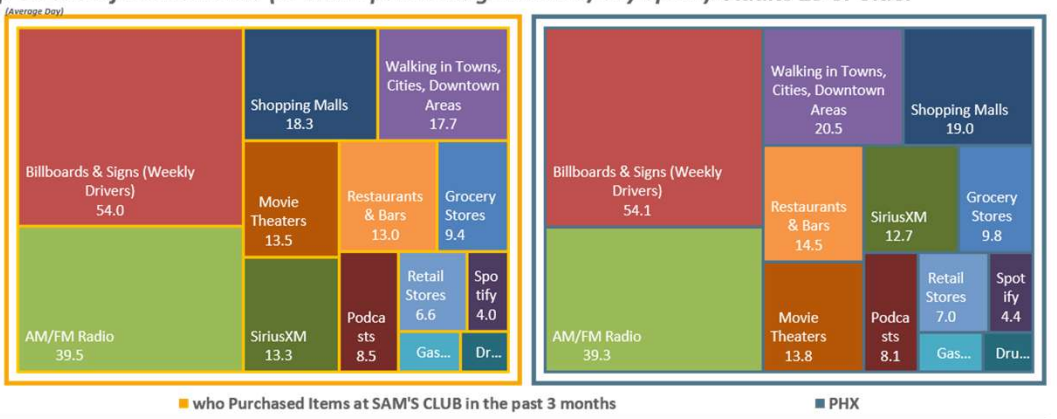


831,533 or 95.5% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months spend an average of 54. minutes per day driving, seeing Billboards and Signs. 65.% Listen to Local Radio Stations Out-of-Home for an average of 37.3 minutes/day.

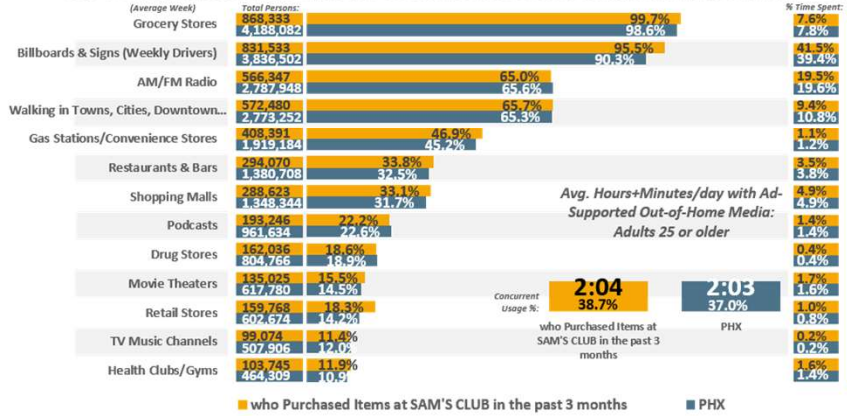
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 or older



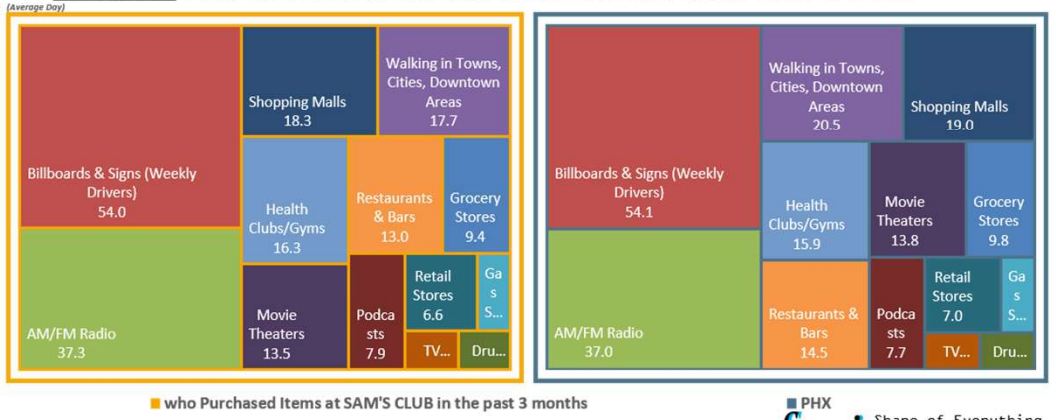
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 918

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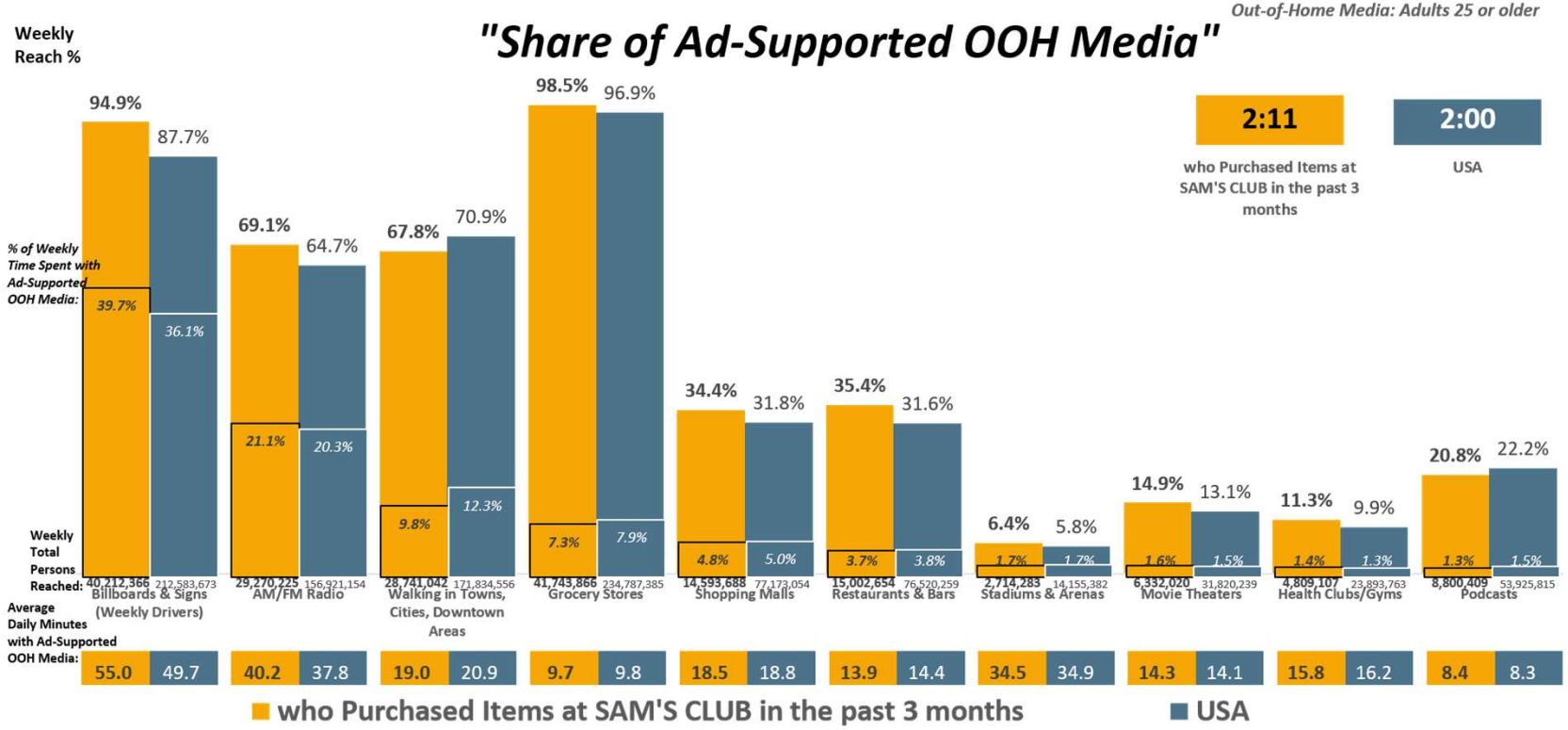
Major stores bought past 3 months: Sam's Club



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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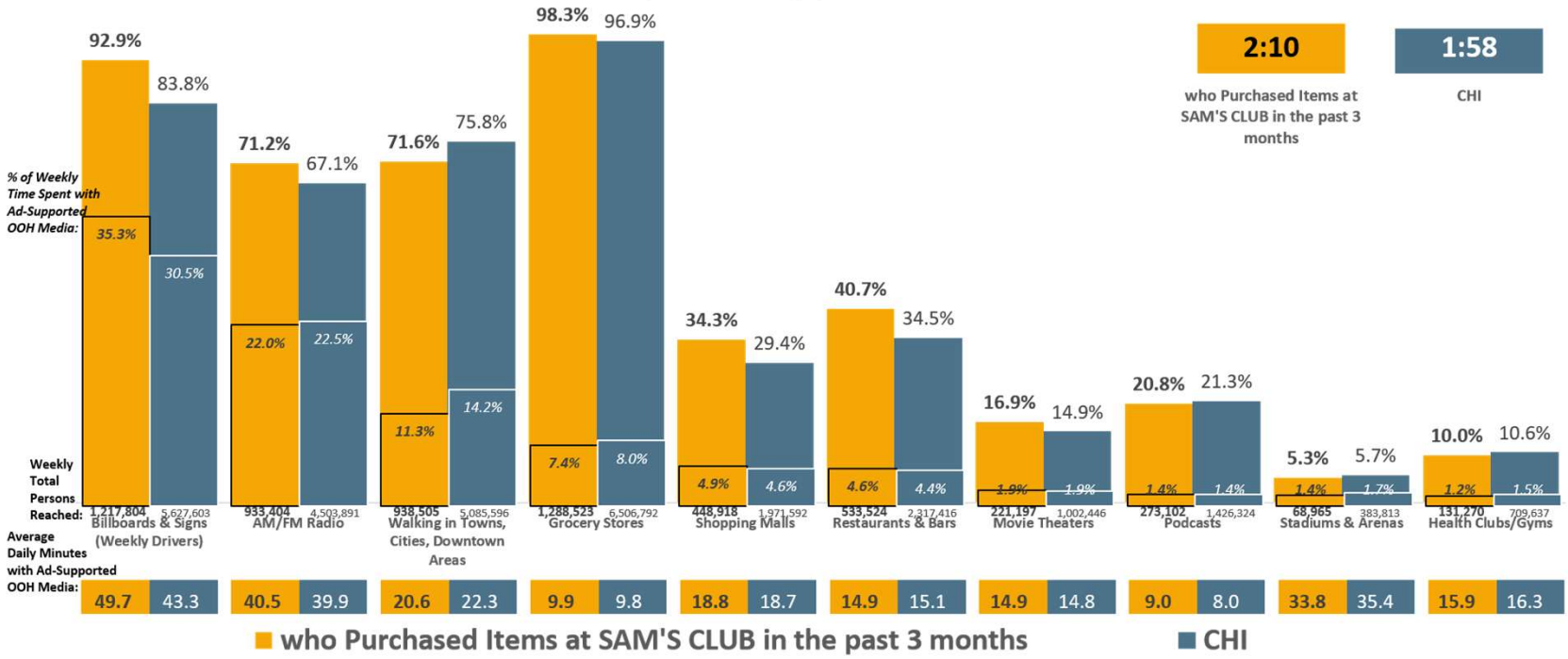
Major stores bought past 3 months: Sam's Club



1,217,804 or 92.9% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months spend an average of 49.7 minutes per day driving, seeing Billboards and Signs representing 35.3% 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"



CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,401 CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 7,248

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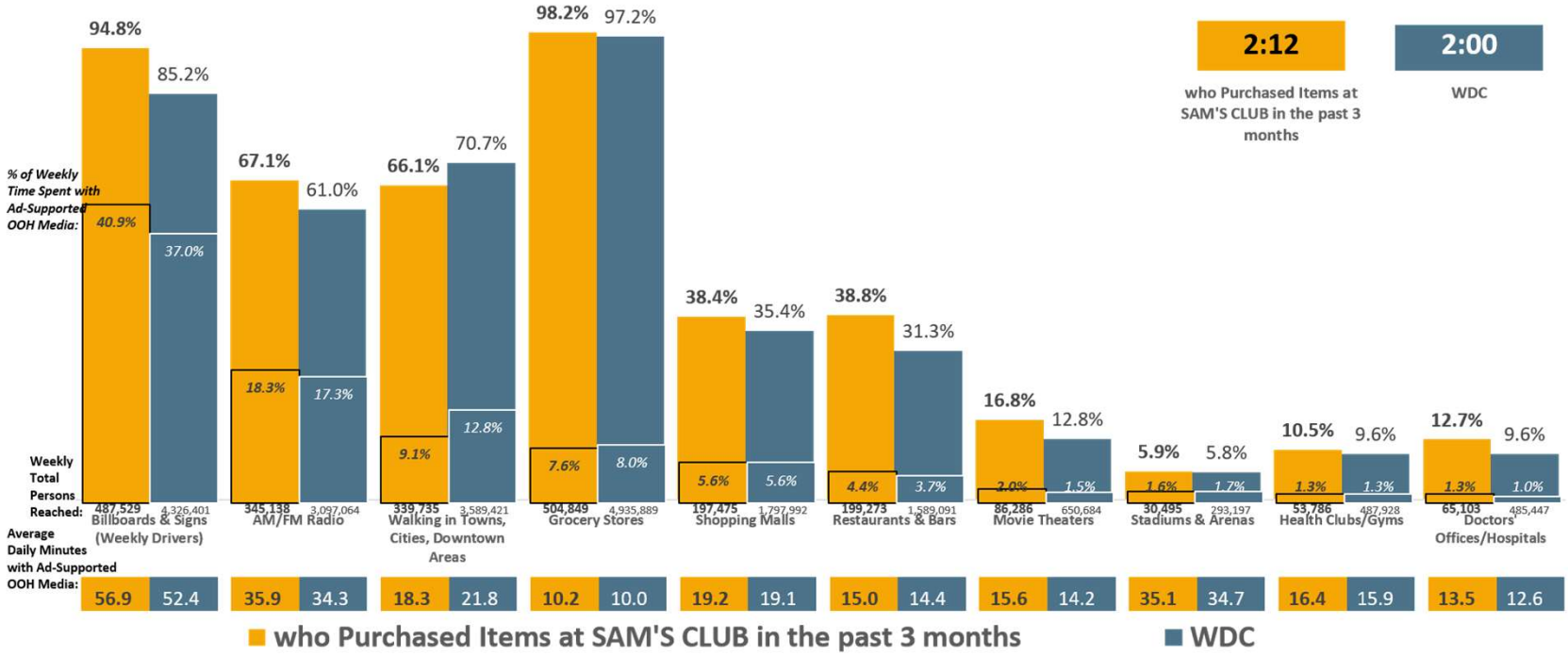
Major stores bought past 3 months: Sam's Club



487,529 or 94.8% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months spend an average of 56.9 minutes per day driving, seeing Billboards and Signs representing 40.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,101 WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 10,324

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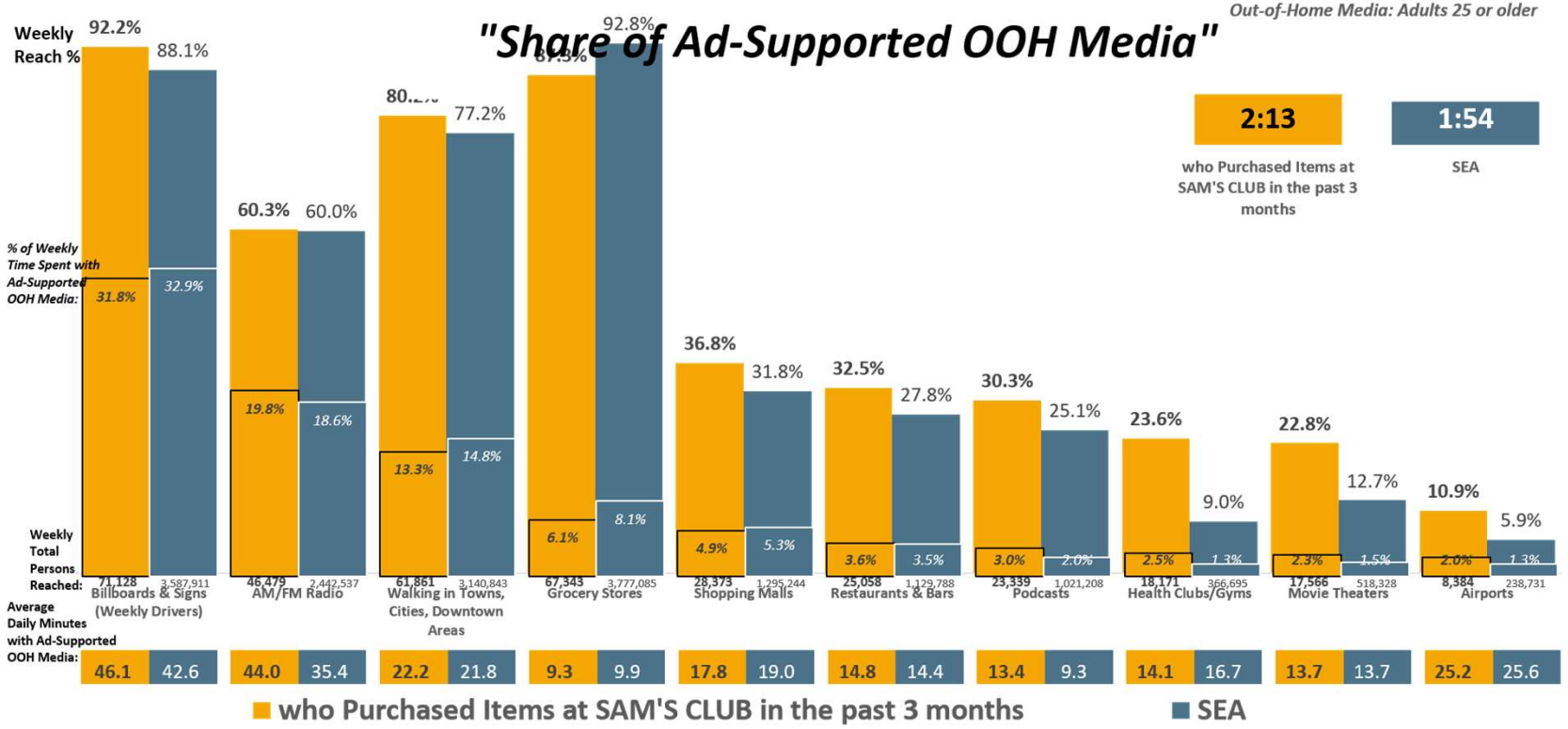
Major stores bought past 3 months: Sam's Club



71,128 or 92.2% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months spend an average of 46.1 minutes per day driving, seeing Billboards and Signs representing 31.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 175 SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 7,280

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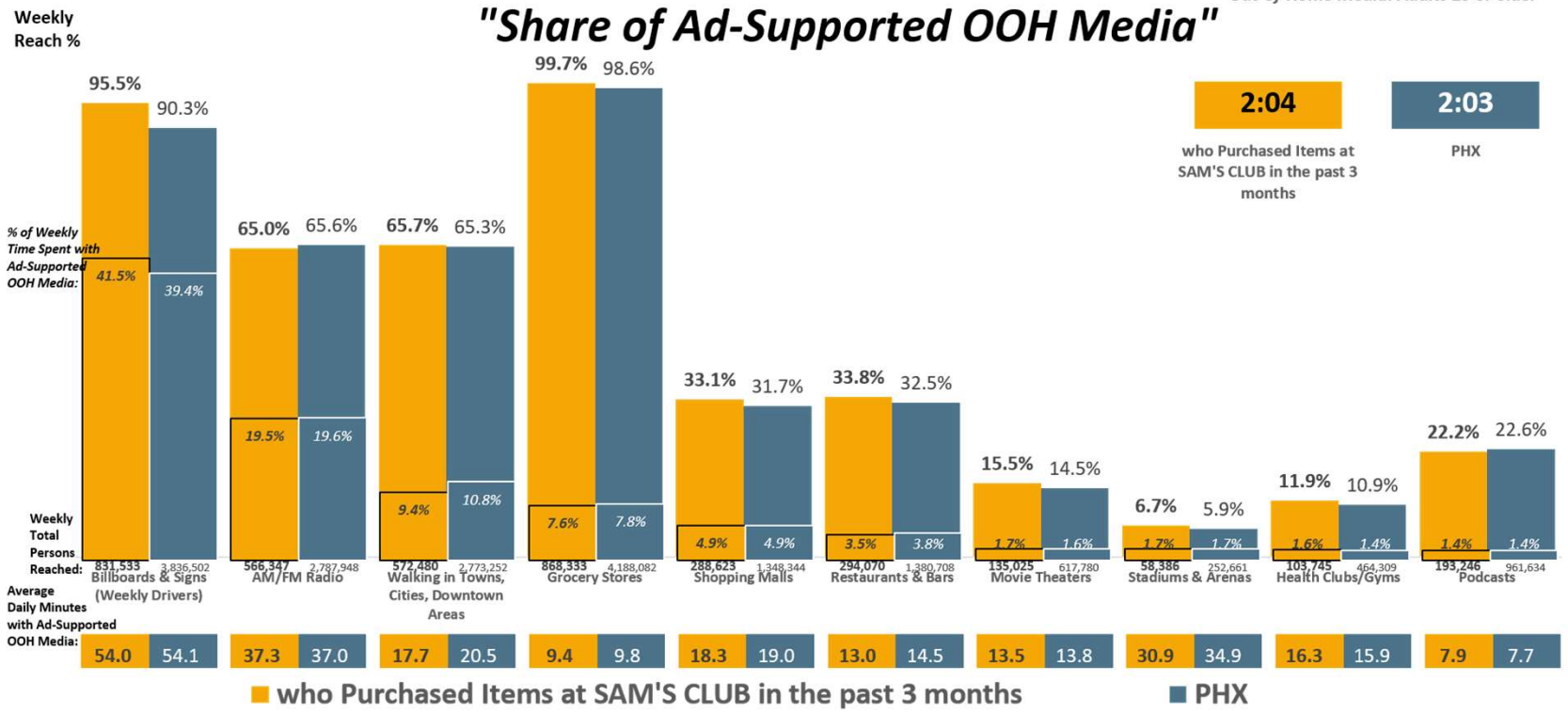
Major stores bought past 3 months: Sam's Club



831,533 or 95.5% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months spend an average of 54. minutes per day driving, seeing Billboards and Signs representing 41.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 918 PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,474

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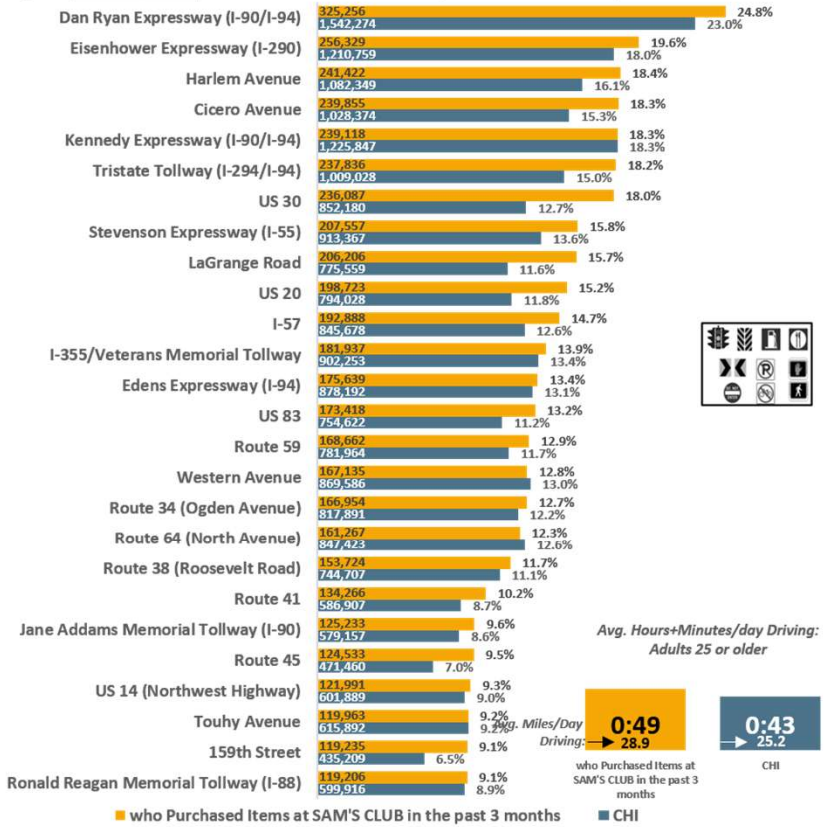
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Major stores bought past 3 months: Sam's Club

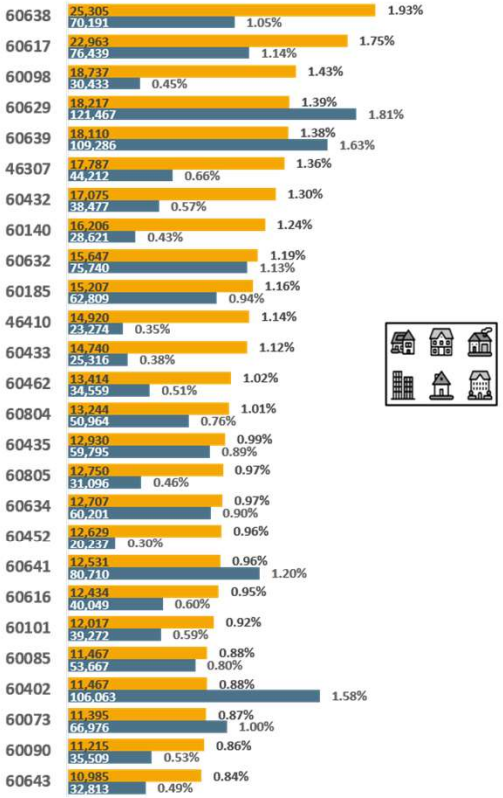


1,217,804 or 92.9% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months spend an average of 49.7 minutes per day driving an average of 28.9 miles each day and are 41.9% more likely to use US 30 than the Metro average.

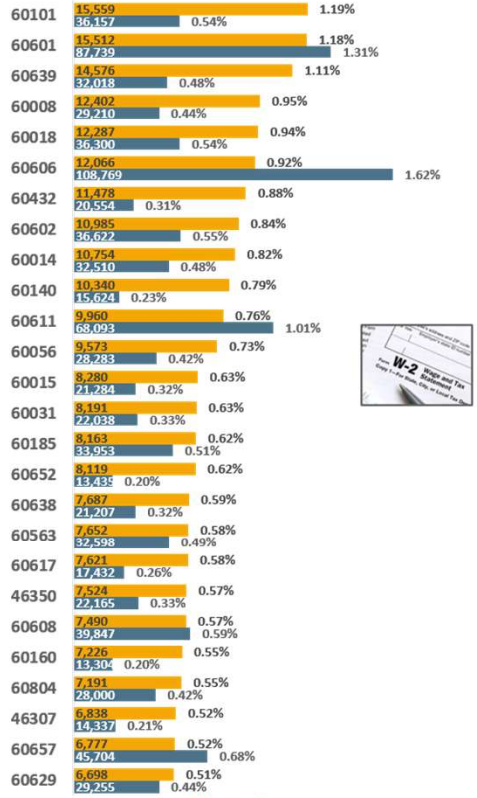
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 or older



Top-26 Residential Zip Codes: Adults 25 or older



Top-26 Employment Zip Codes: Adults 25 or older



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CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,401

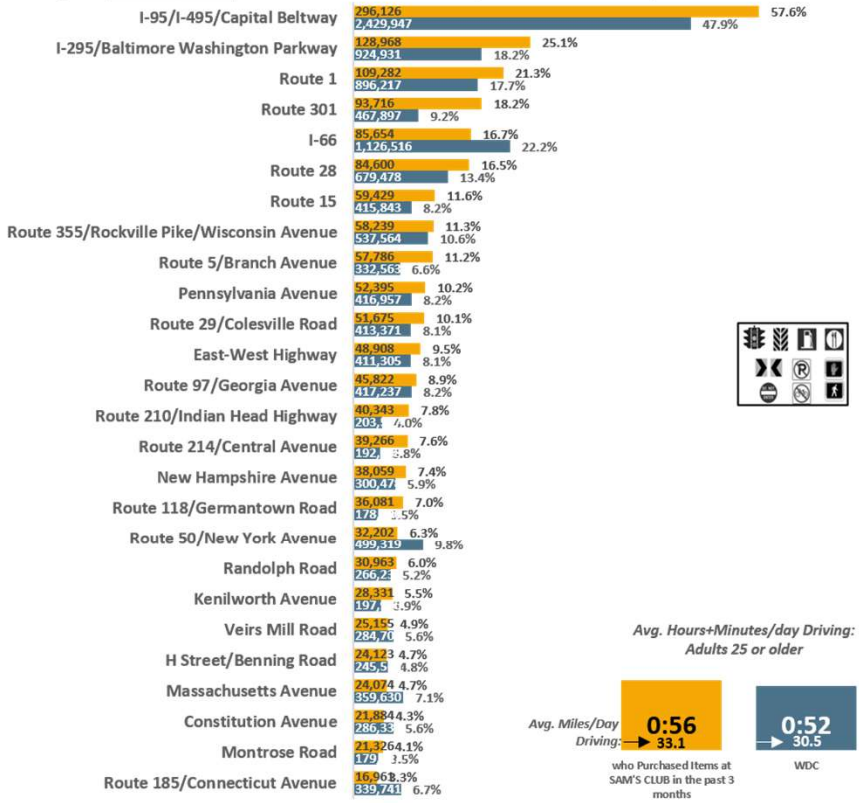
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Major stores bought past 3 months: Sam's Club

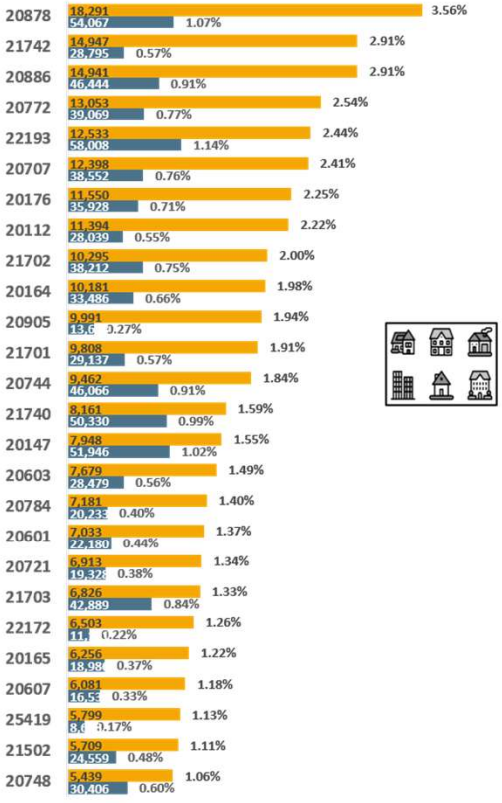


487,529 or 94.8% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months spend an average of 56.9 minutes per day driving an average of 33.1 miles each day and are 101.1% more likely to use Route 214/Central Avenue than the Metro aver

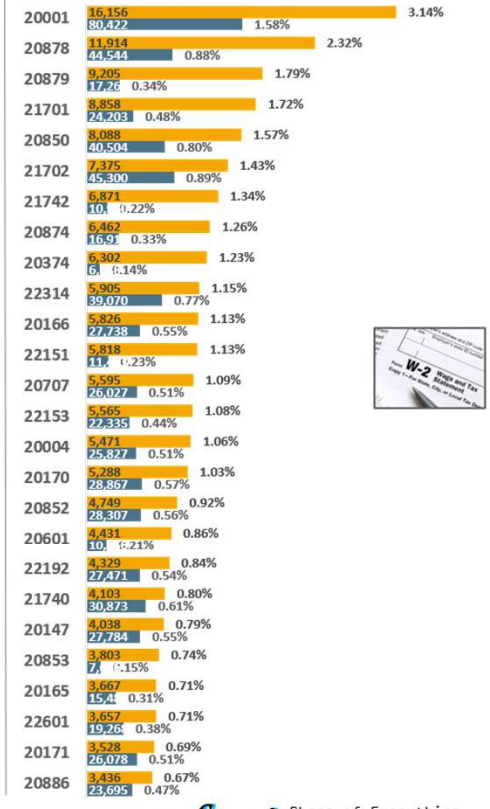
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 or older



Top-26 Residential Zip Codes: Adults 25 or older



Top-26 Employment Zip Codes: Adults 25 or older



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WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,101

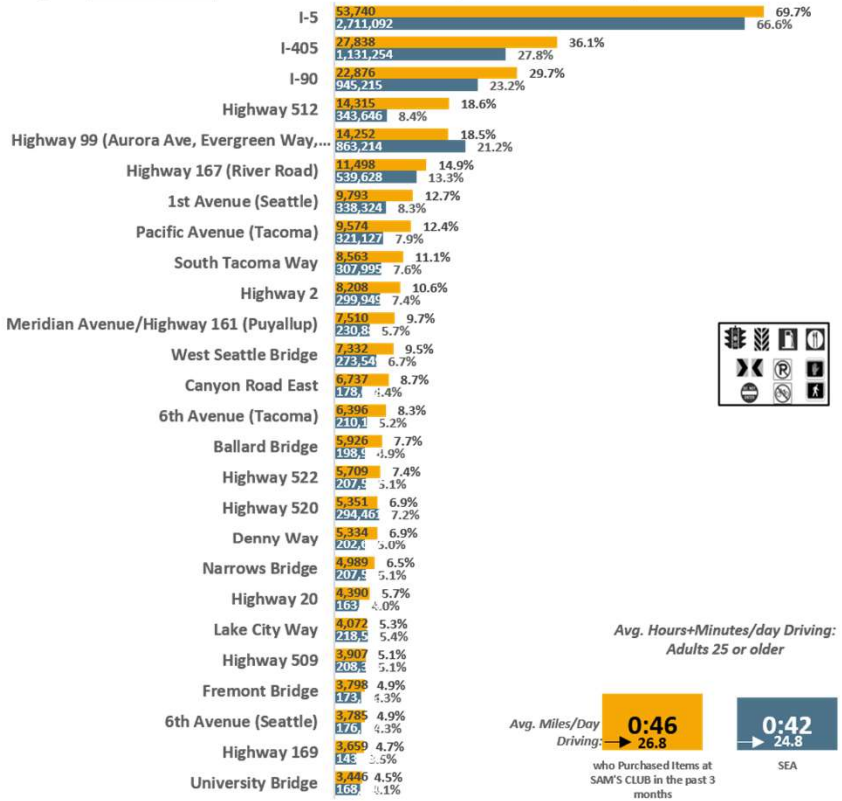
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Major stores bought past 3 months: Sam's Club



71,128 or 92.2% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months spend an average of 46.1 minutes per day driving an average of 26.8 miles each day and are 119.9% more likely to use Highway 512 than the Metro average.

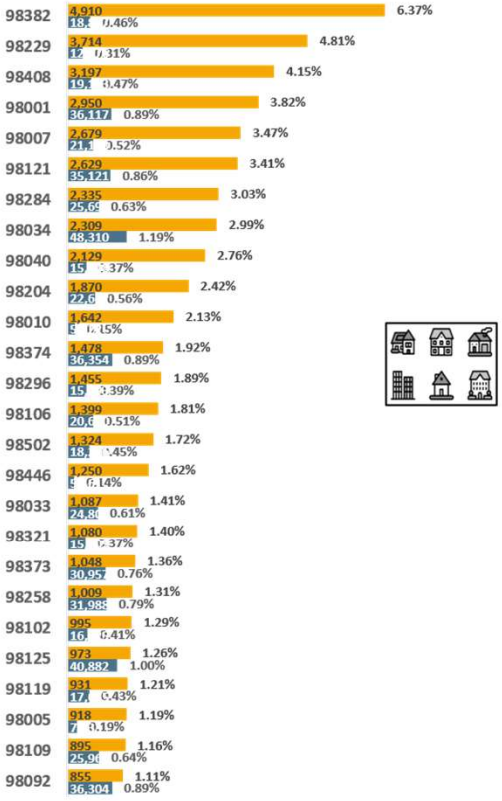
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 or older



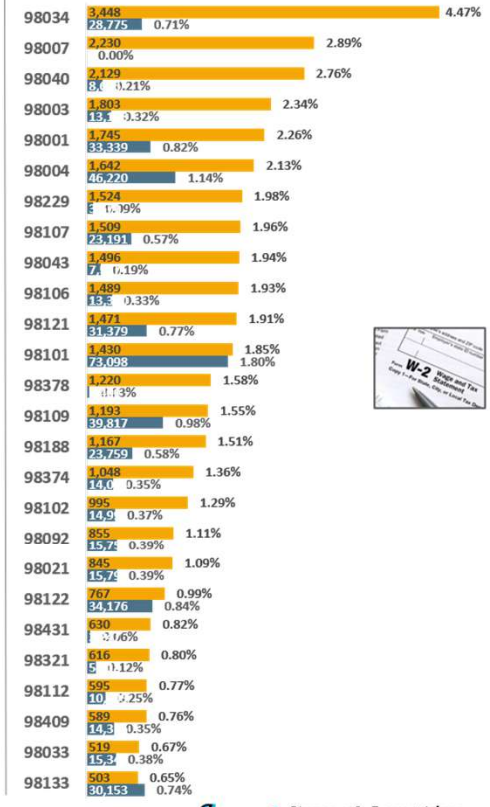
Avg. Hours+Minutes/day Driving: Adults 25 or older

Avg. Miles/Day Driving:

Top-26 Residential Zip Codes: Adults 25 or older



Top-26 Employment Zip Codes: Adults 25 or older



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SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 175

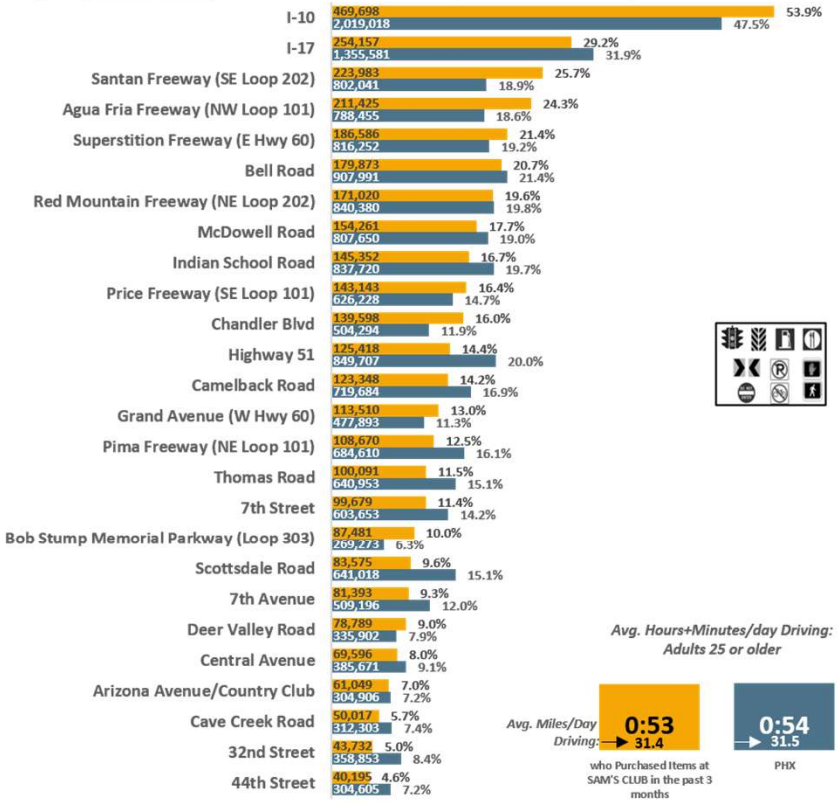
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Major stores bought past 3 months: Sam's Club

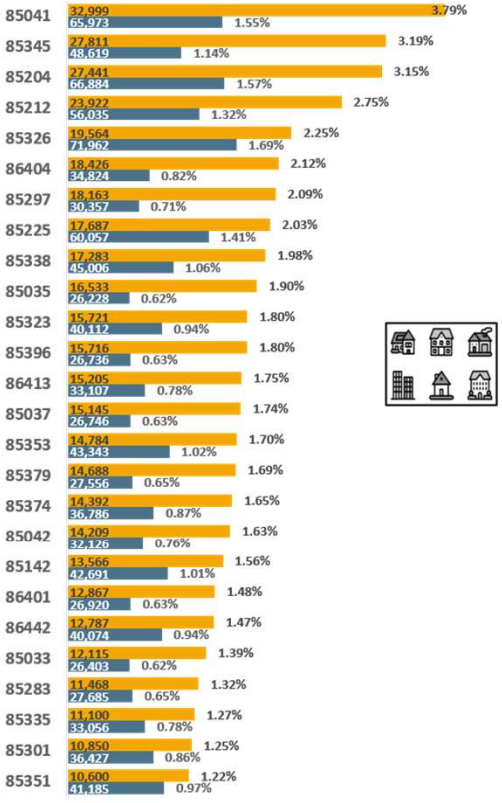


831,533 or 95.5% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months spend an average of 54. minutes per day driving an average of 31.4 miles each day and are 58.4% more likely to use Bob Stump Memorial Parkway (Loop 303) than the

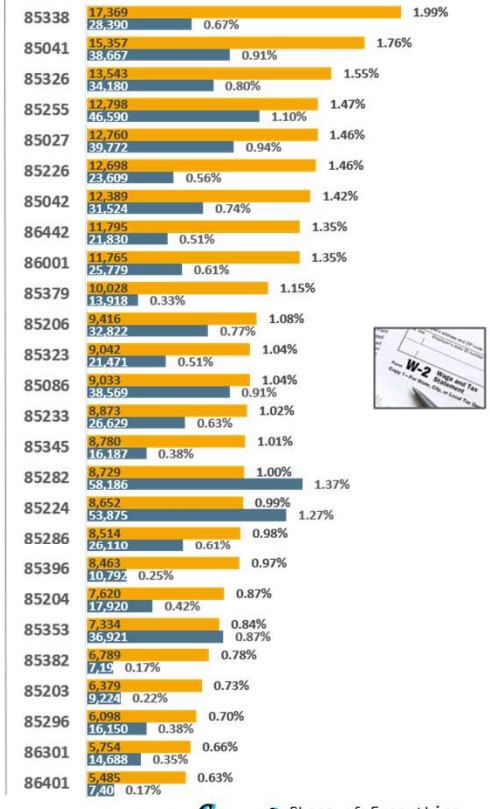
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 or older



Top-26 Residential Zip Codes: Adults 25 or older



Top-26 Employment Zip Codes: Adults 25 or older



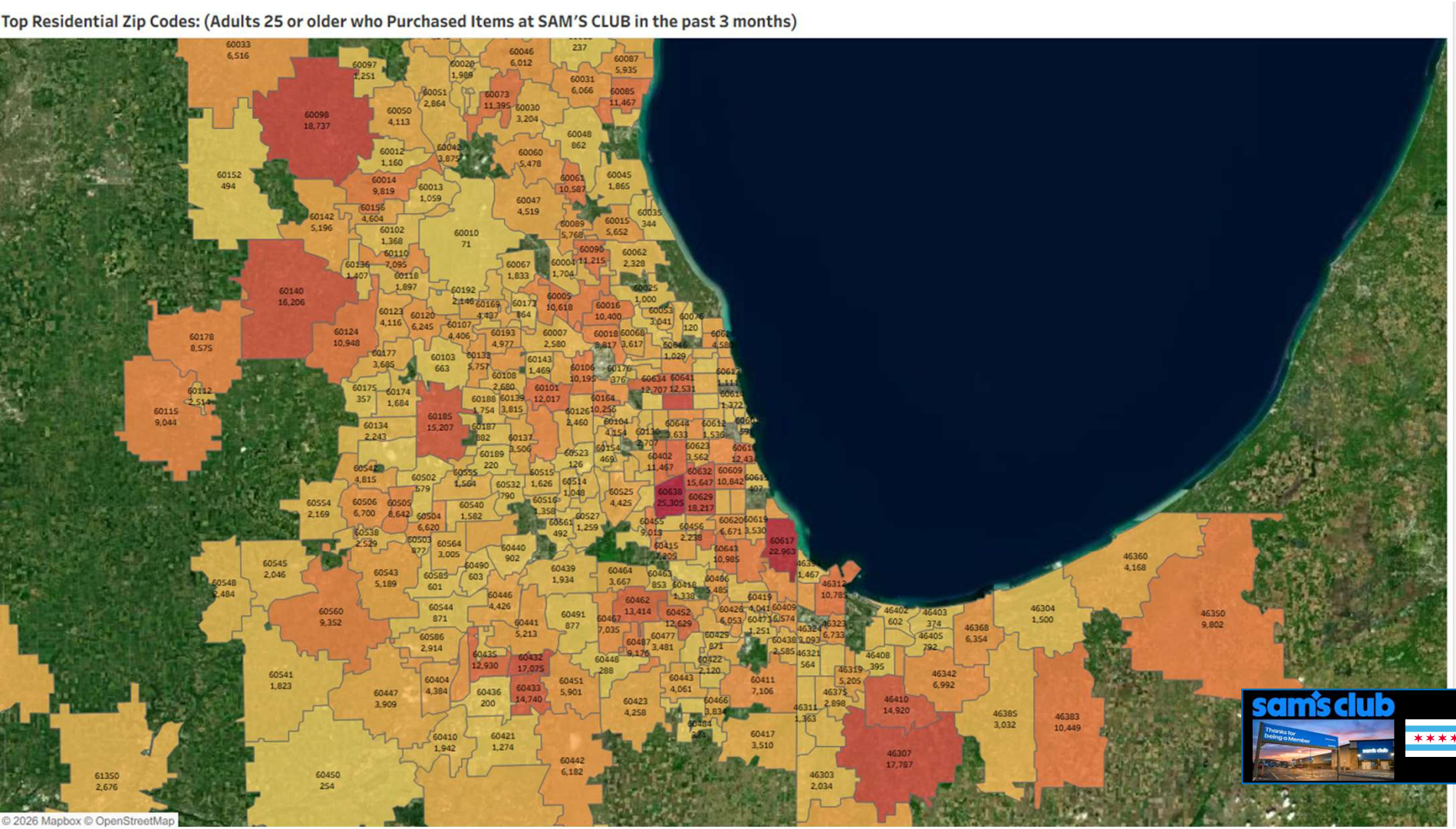
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PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 918

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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
Thanks for being a Member
CHI

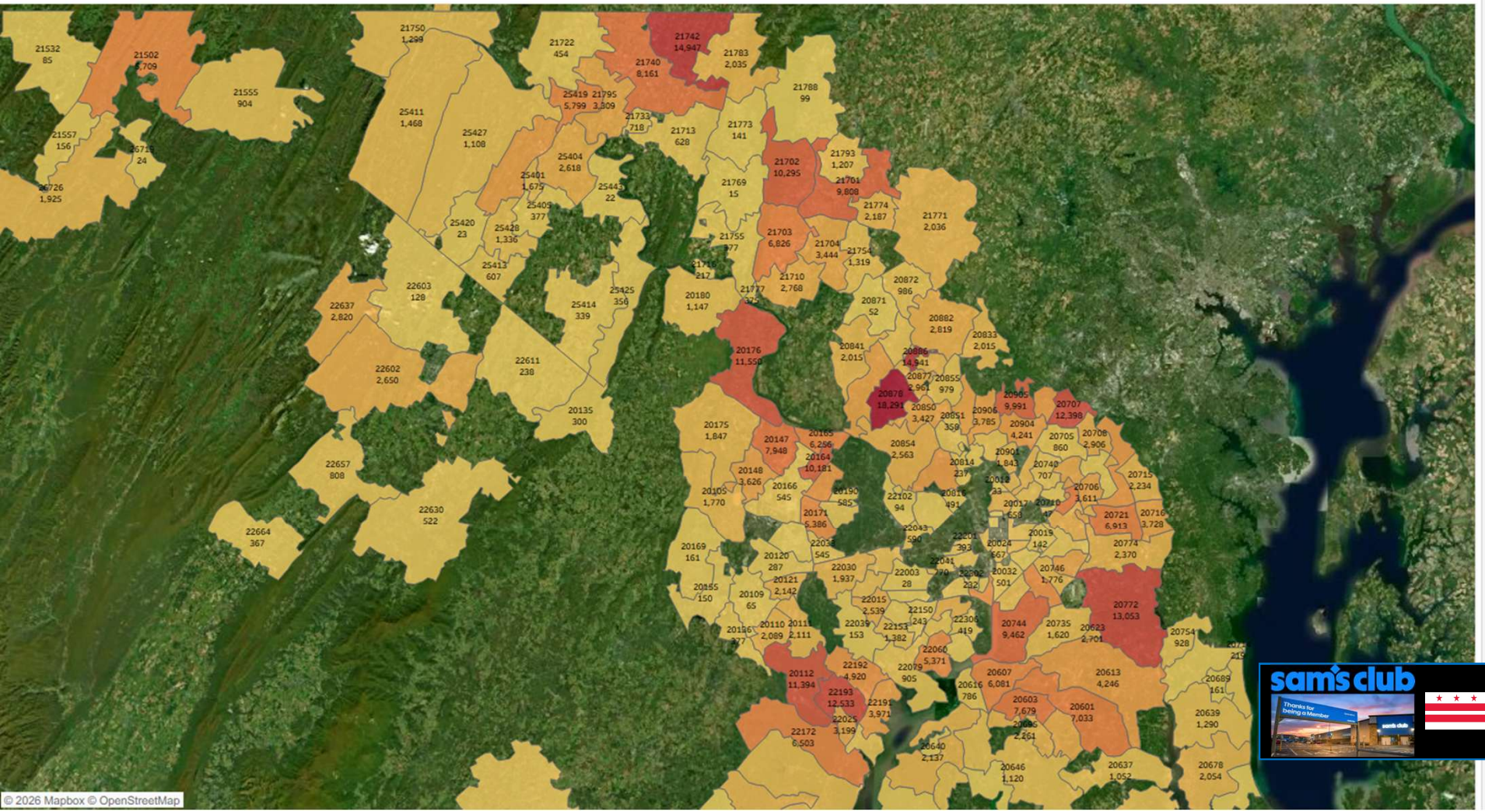
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Major stores bought past 3 months: Sam's Club

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



sam's club
Thanks for being a Member
WDC

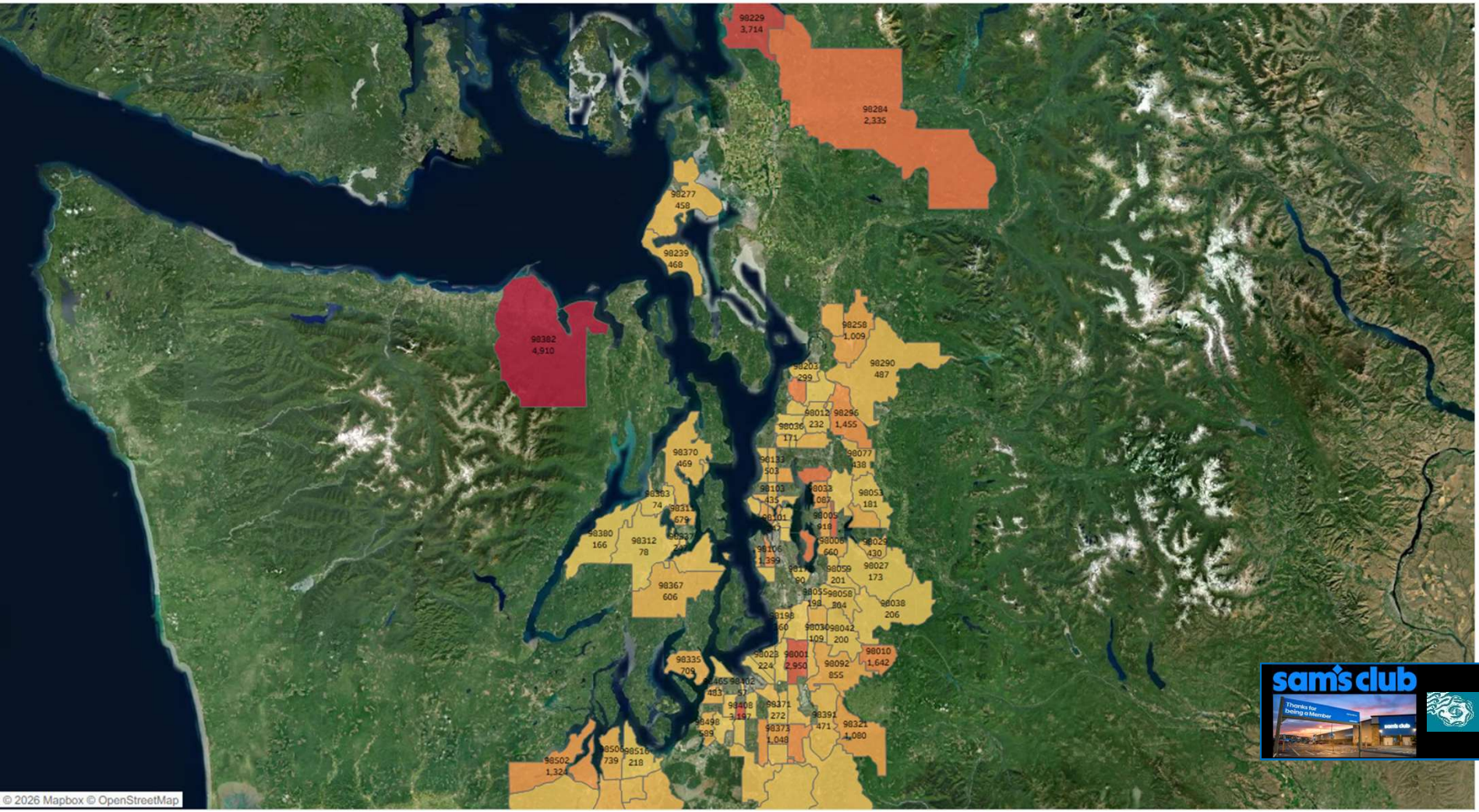
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Major stores bought past 3 months: Sam's Club

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



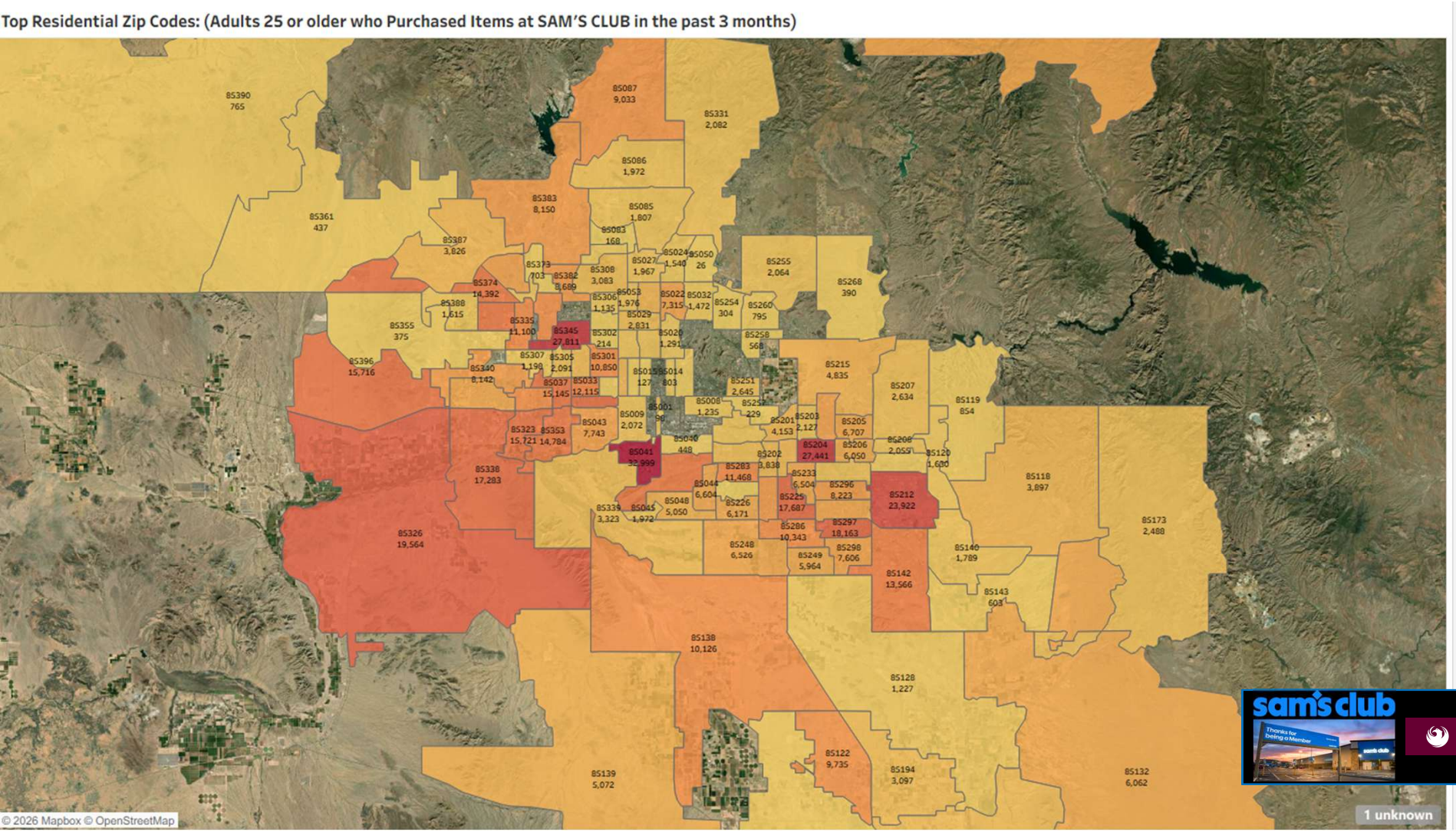
sam's club
Thanks for being a Member
SEA

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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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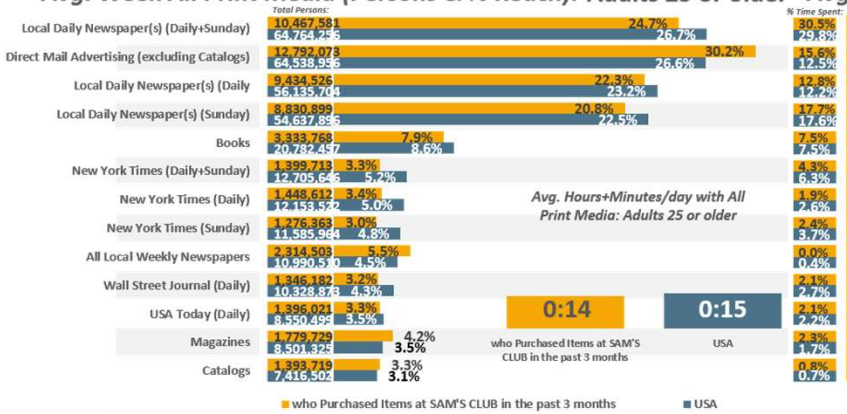
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Major stores bought past 3 months: Sam's Club

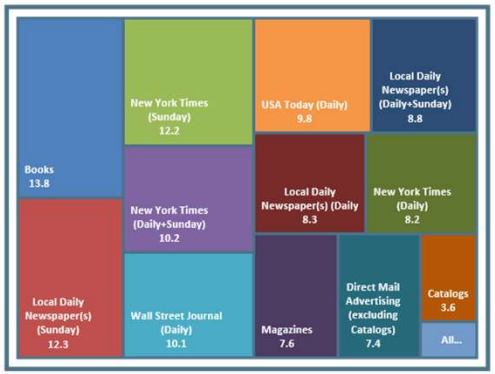


10,467,581 or 24.7% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.8 minutes every day representing 33.% of all time spent daily with All forms of Print Media.

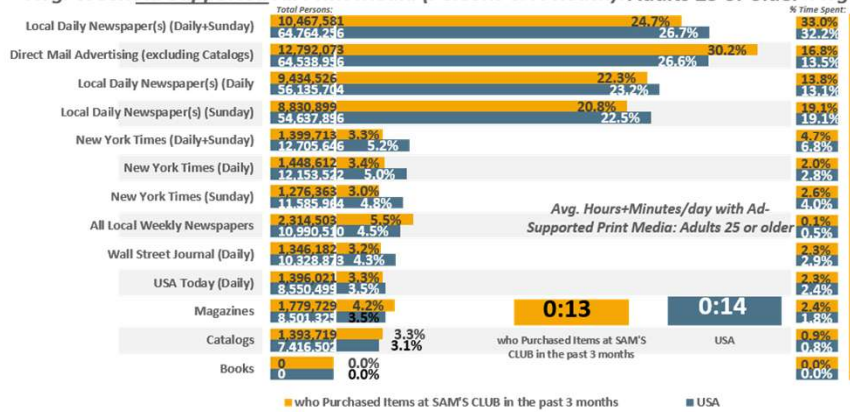
Avg. Week All Print Media (Persons & % Reach): Adults 25 or older





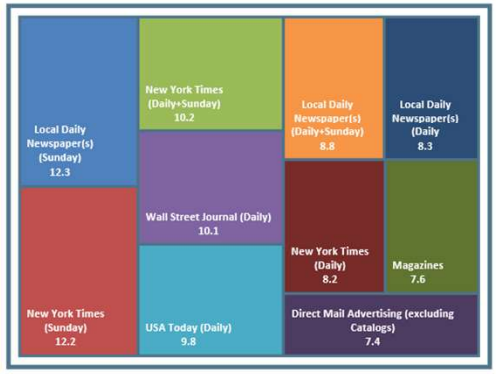


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 or older



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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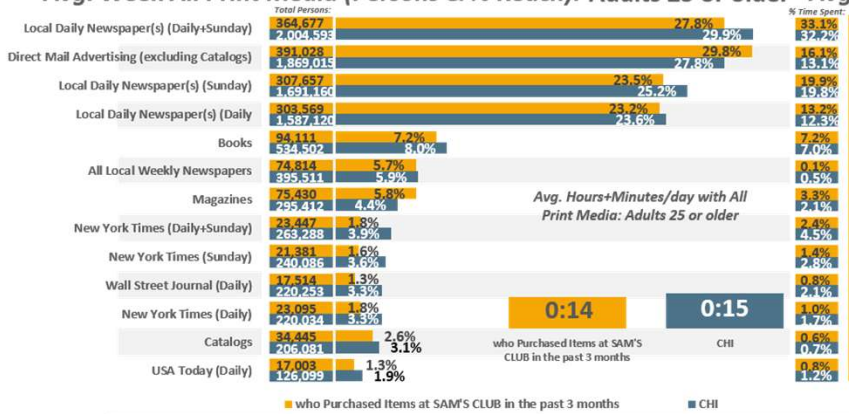
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Major stores bought past 3 months: Sam's Club

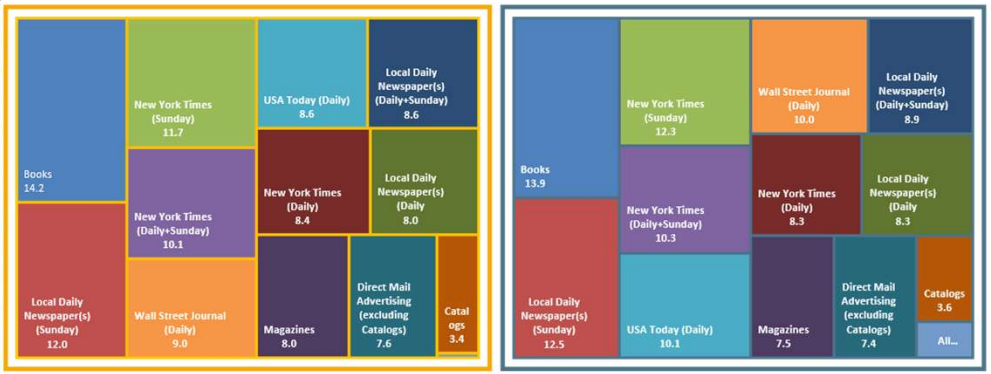


364,677 or 27.8% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.6 minutes every day representing 35.7% of all time spent daily with All forms of Print Media.

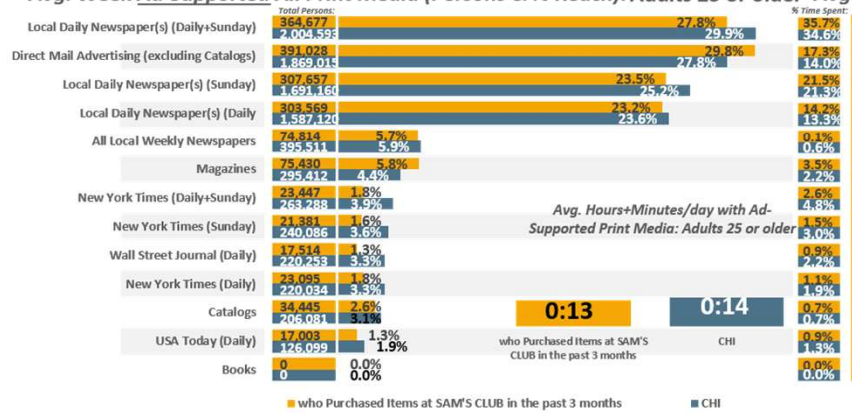
Avg. Week All Print Media (Persons & % Reach): Adults 25 or older



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



CHI DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,401

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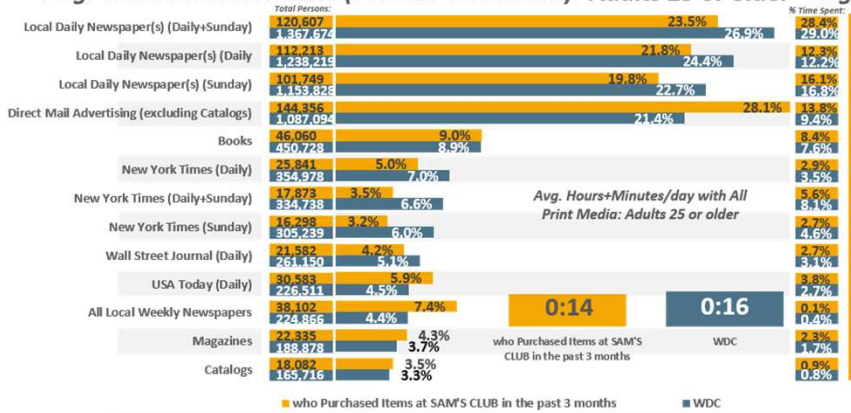
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Major stores bought past 3 months: Sam's Club



120,607 or 23.5% 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 8.8 minutes every day representing 31.% of all time spent daily with All forms of Print Media.

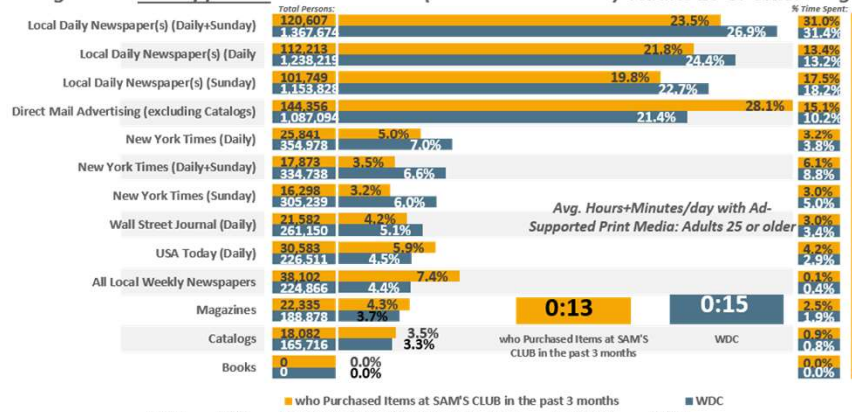
Avg. Week All Print Media (Persons & % Reach): Adults 25 or older



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



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



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



WDC DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,101

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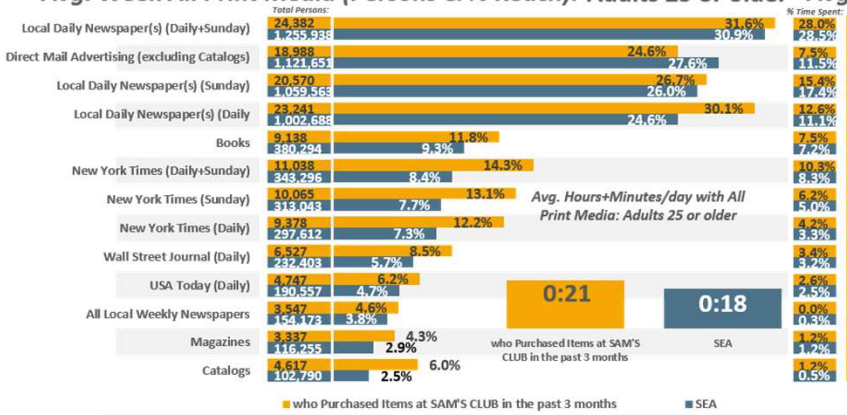
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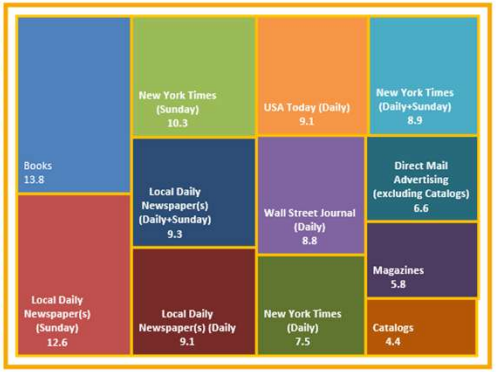
Major stores bought past 3 months: Sam's Club

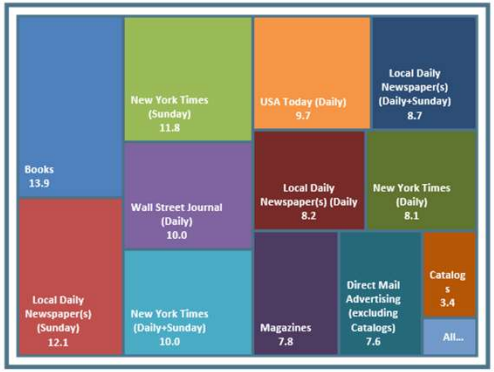


24,382 or 31.6% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.3 minutes every day representing 30.3% of all time spent daily with All forms of Print Media.

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

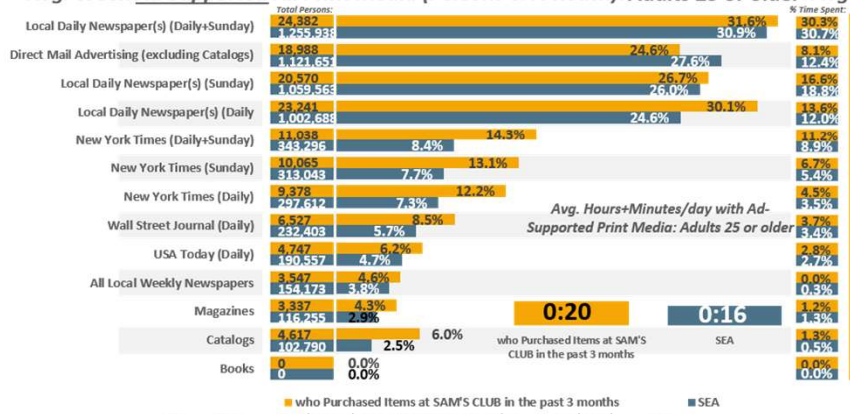




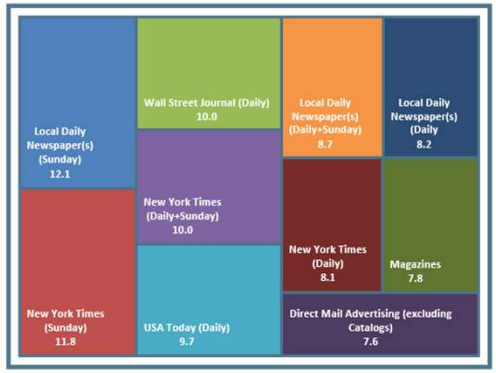


■ who Purchased Items at SAM'S CLUB in the past 3 months ■ SEA

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







■ who Purchased Items at SAM'S CLUB in the past 3 months ■ SEA

SEA DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 175

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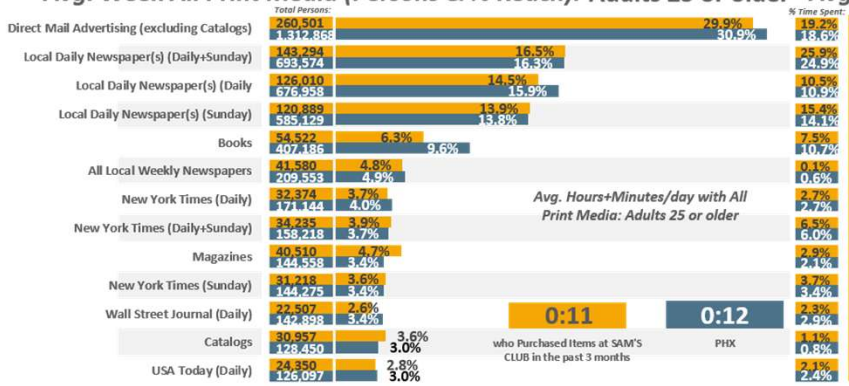
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Major stores bought past 3 months: Sam's Club

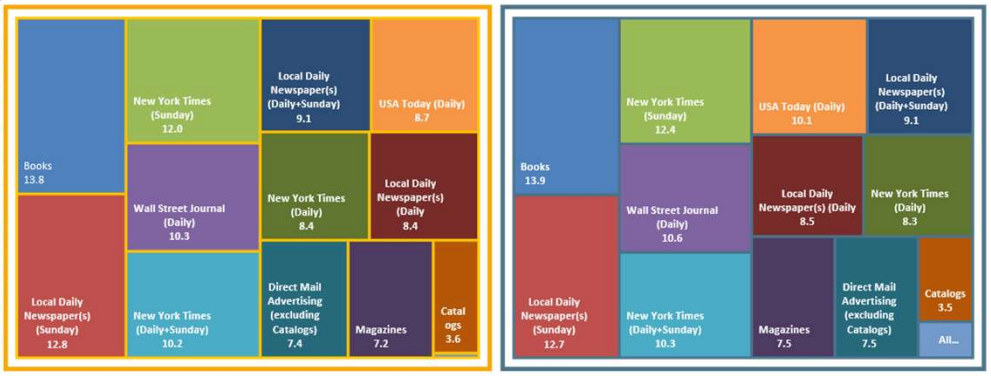


143,294 or 16.5% of Adults 25 or older who Purchased Items at SAM'S CLUB in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.1 minutes every day representing 28.% of all time spent daily with All forms of Print Media.

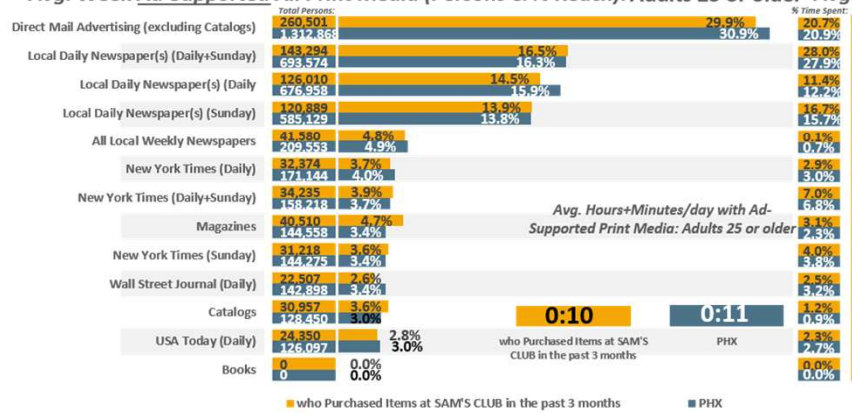
Avg. Week All Print Media (Persons & % Reach): Adults 25 or older



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



PHX DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 918

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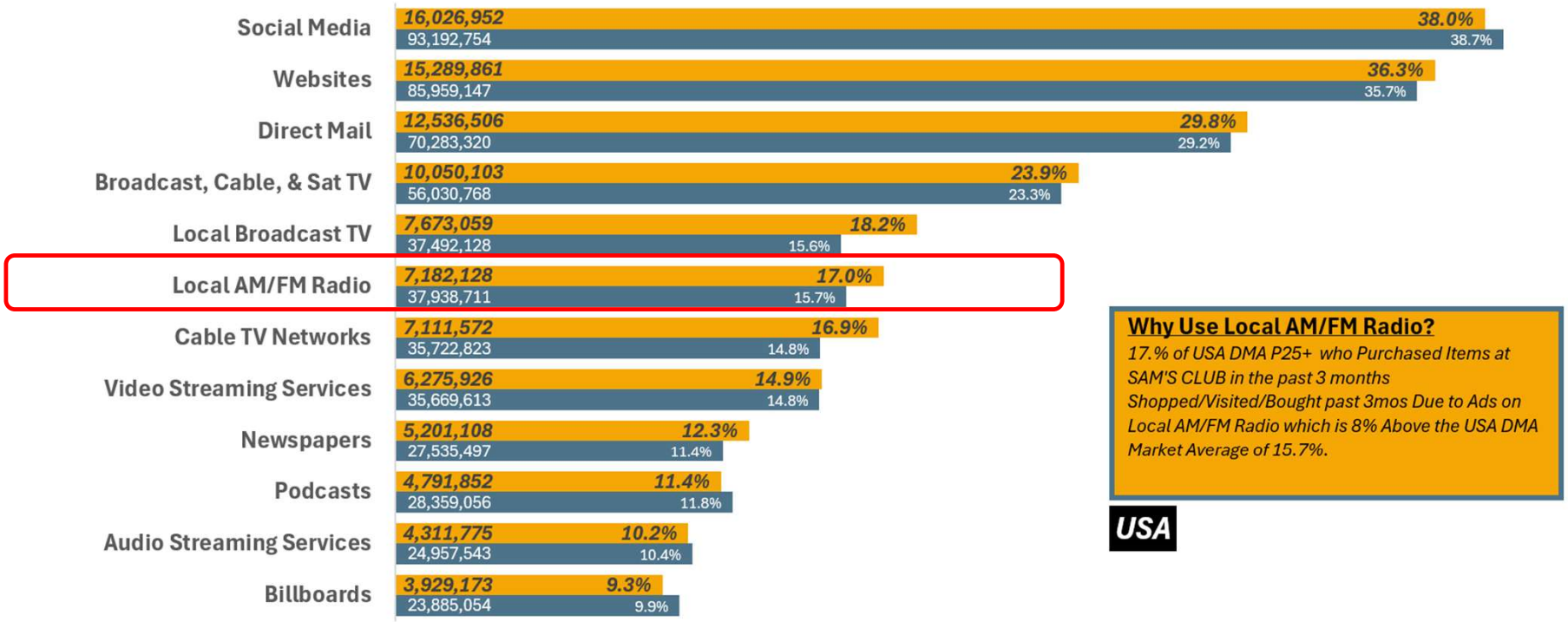
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Major stores bought past 3 months: Sam's Club



"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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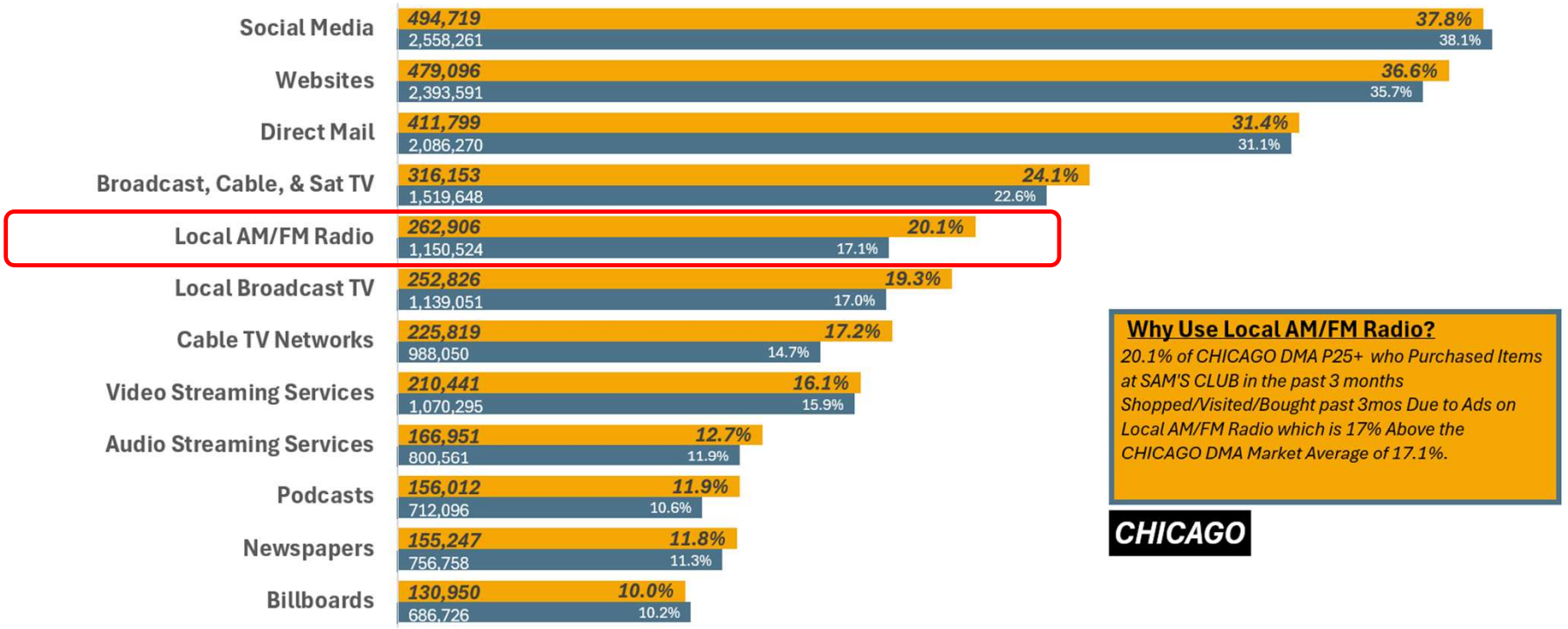
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Major stores bought past 3 months: Sam's Club



"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?

20.1% of CHICAGO 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 17% Above the CHICAGO DMA Market Average of 17.1%.

CHICAGO

CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 / Scarborough R1 2025: Feb24-Feb25 Qual Intab: 1401

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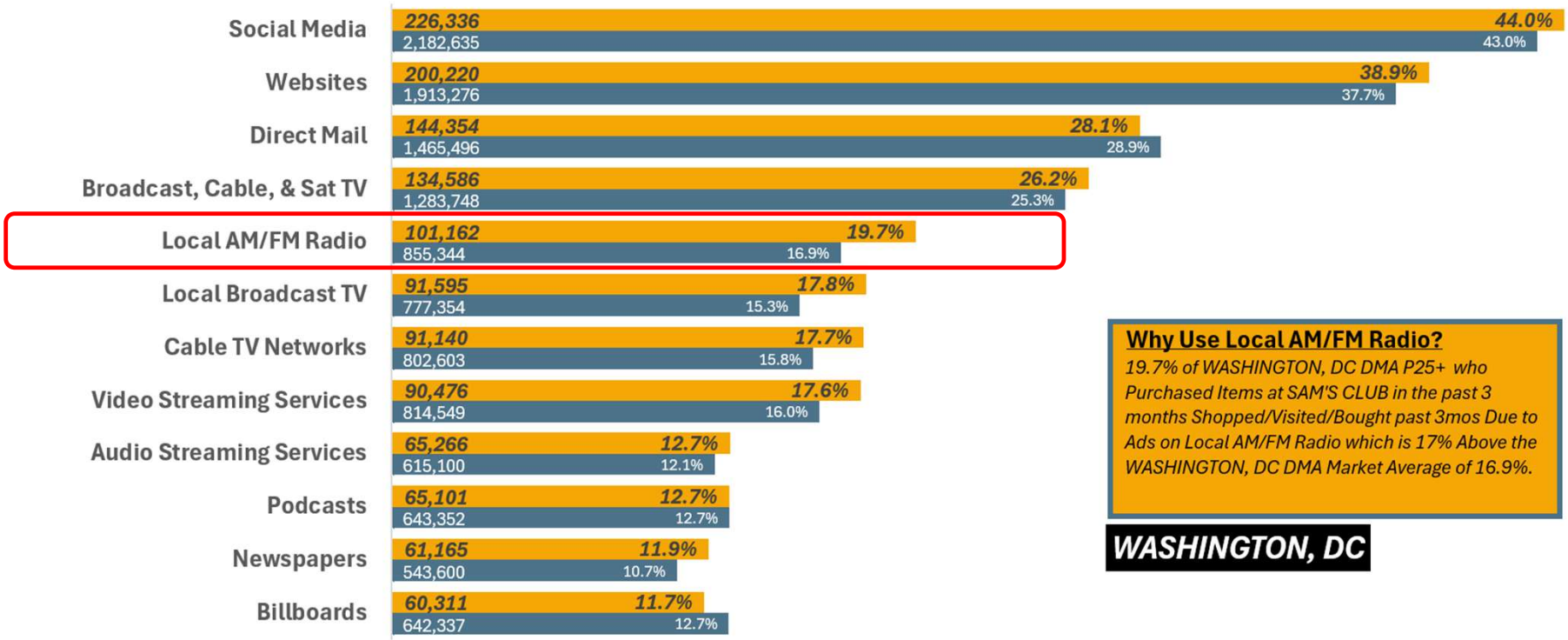
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Major stores bought past 3 months: Sam's Club



"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?

19.7% of WASHINGTON, DC 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 17% Above the WASHINGTON, DC DMA Market Average of 16.9%.

WASHINGTON, DC

WASHINGTON, DC DMA Scarborough R1 2025-26: Mar24-Mar26 Qual Intab: 1101

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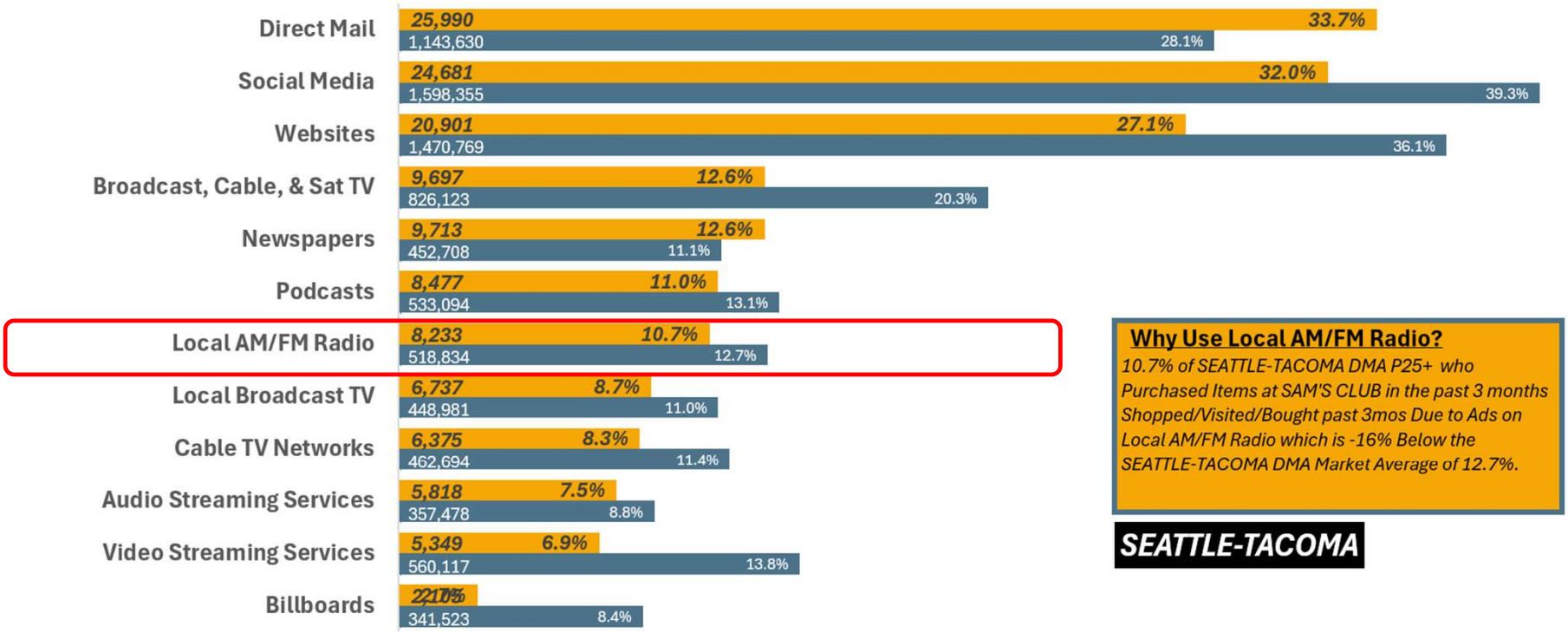
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Major stores bought past 3 months: Sam's Club



"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?

10.7% of SEATTLE-TACOMA 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 -16% Below the SEATTLE-TACOMA DMA Market Average of 12.7%.

SEATTLE-TACOMA

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

■ P25+ SEATTLE-TACOMA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

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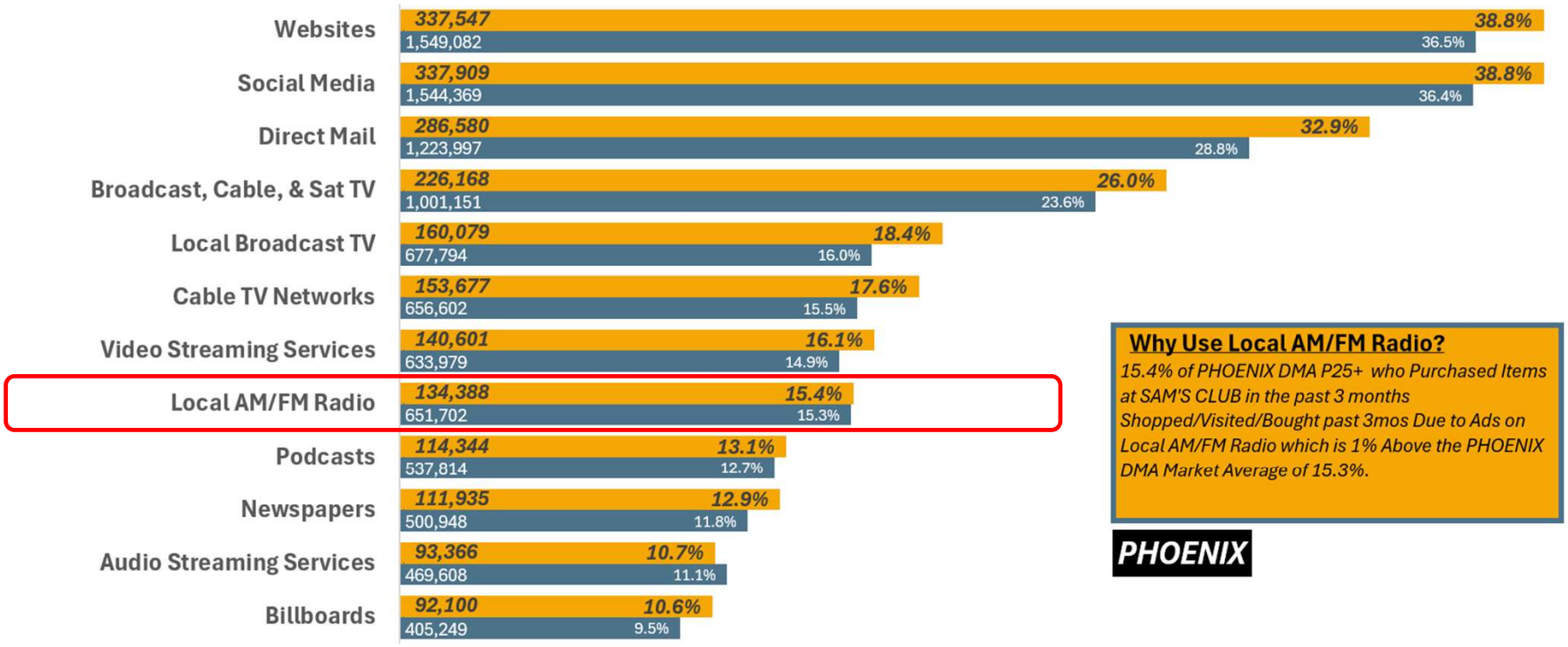
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Major stores bought past 3 months: Sam's Club



"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?

15.4% of PHOENIX 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% Above the PHOENIX DMA Market Average of 15.3%.

PHOENIX

PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 / Scarborough R2 2025: Aug24-Jul25 Qual Intab: 918

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Major stores bought past 3 months: Sam's Club