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

Complete Demographic & Media Use Profiles



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





Vanguard BlackRock



P25+

Hubbard
media that connects

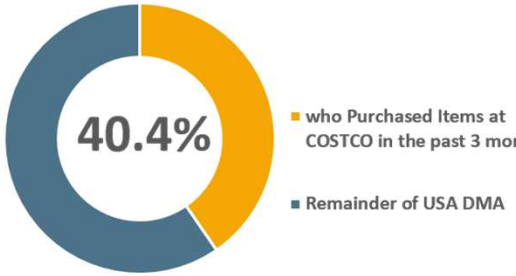
And, Yes! You ARE Smart Enough to Read a Robinhood Legend. *So get ready to Learn!*

Major stores bought past 3 months: Costco



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

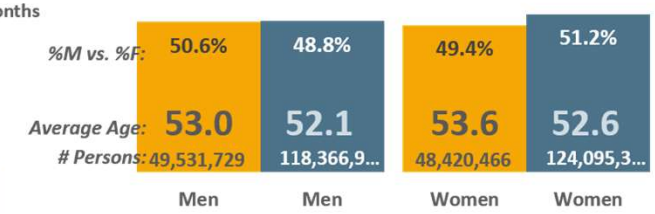
Percent of Market: Adults 25 or older



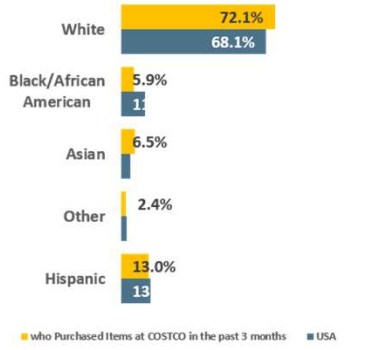
Total Persons:

97,952,196	144,510,128

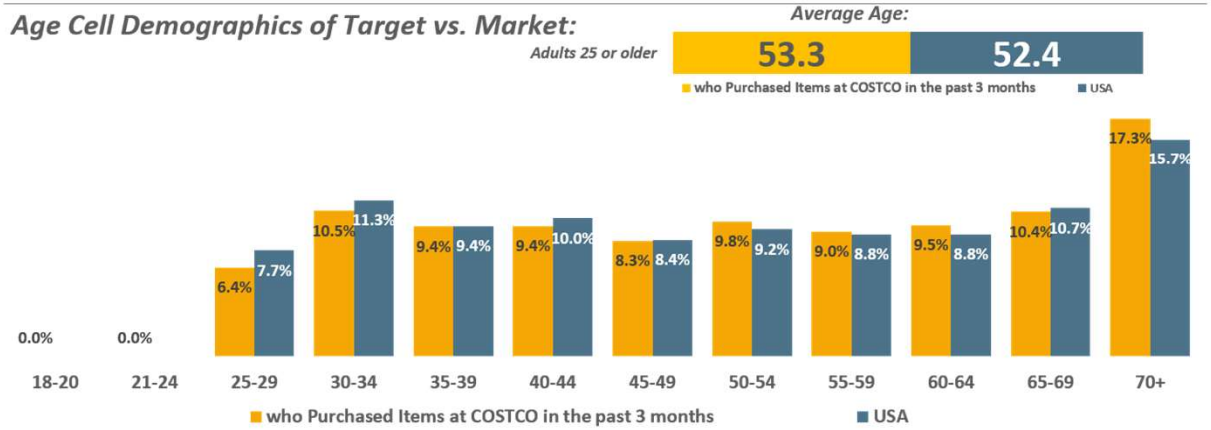
Gender of Target vs. Market: Adults 25 or older



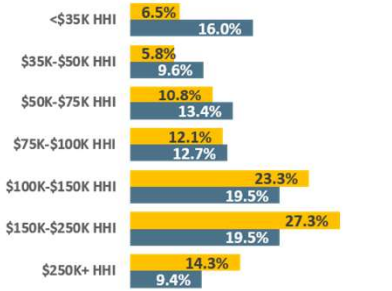
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:

$123,838	$99,016

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

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Major stores bought past 3 months: Costco



41.% or 1,414,984 of MSP DMA Adults 25 or older Purchased Items at COSTCO in the past 3 months. Typical Adults 25 or older who Purchased Items at COSTCO in the past 3 months are 53.1 years old (1.% older than average) and have a $143,059 (23.% higher than average) annual household income.

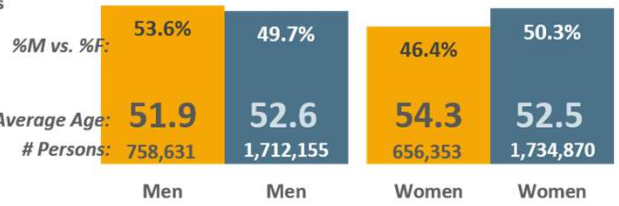
Percent of Market: Adults 25 or older



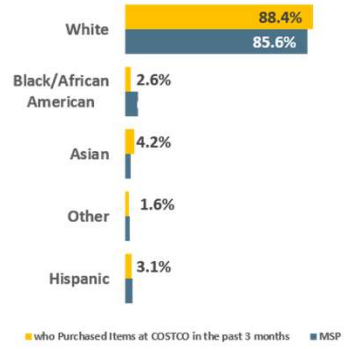
Total Persons:

1,414,984	2,032,040

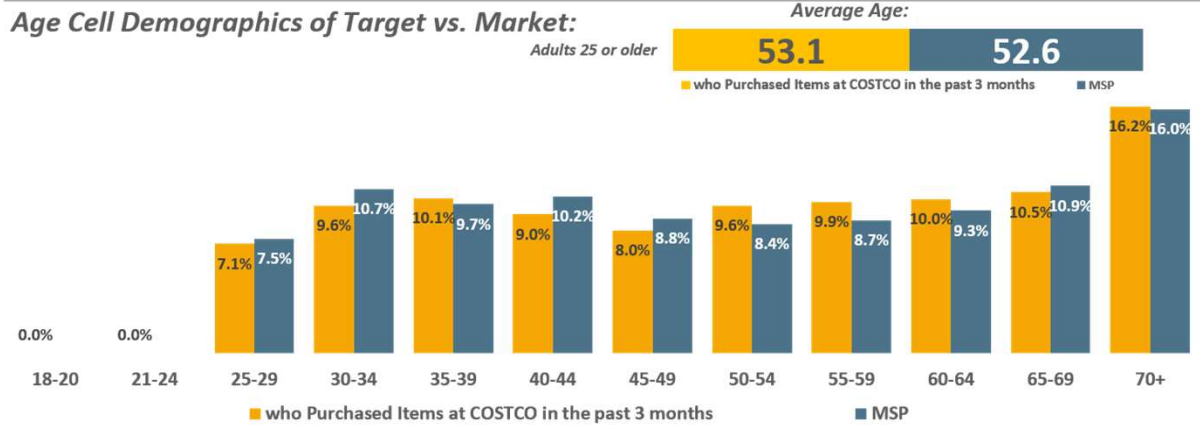
Gender of Target vs. Market: Adults 25 or older



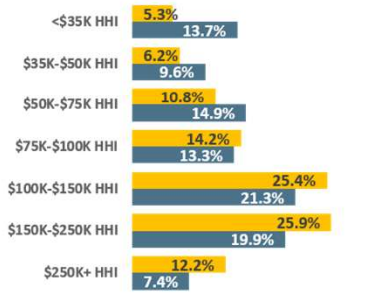
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:

$143,059	$116,322

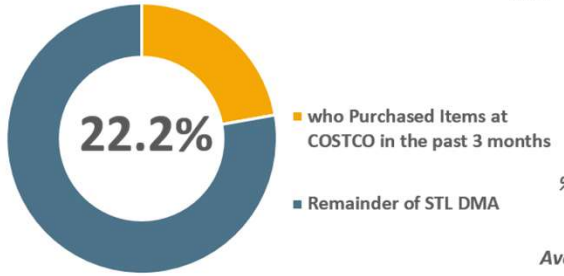
MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,443

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COSTCO WHOLESALE STL

22.2% or 495,079 of STL DMA Adults 25 or older Purchased Items at COSTCO in the past 3 months. Typical Adults 25 or older who Purchased Items at COSTCO in the past 3 months are 54.3 years old (2.3% older than average) and have a $138,864 (36.% higher than average) annual household income.

Percent of Market: Adults 25 or older



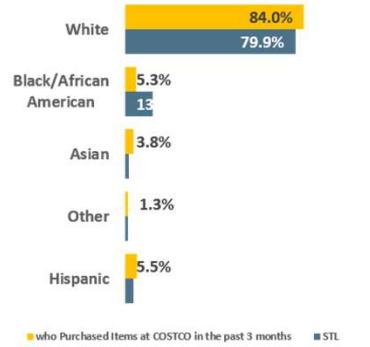
Total Persons:

495,079	1,733,778

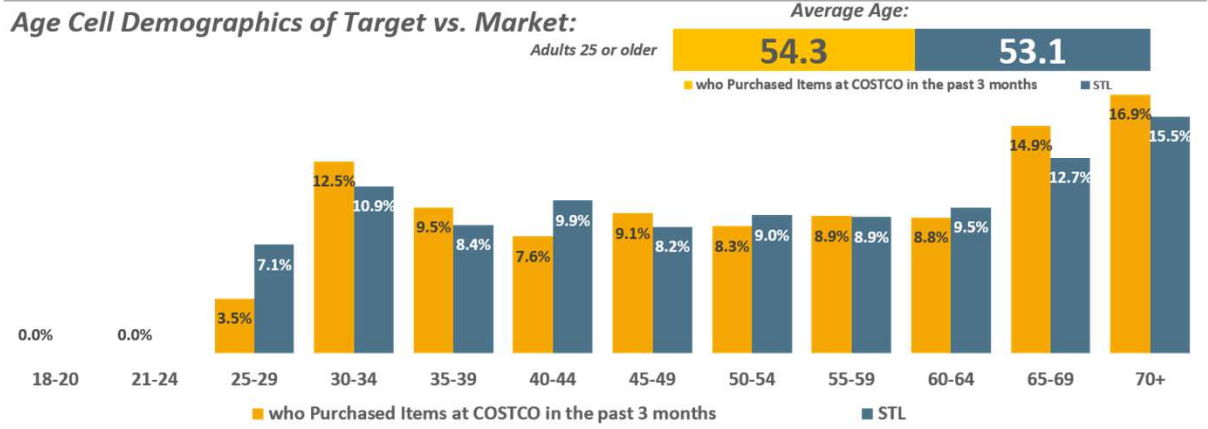
Gender of Target vs. Market: Adults 25 or older

	Men	Men	Women	Women
%M vs. %F:	49.7%	48.2%	50.3%	51.8%
Average Age:	52.7	52.8	55.9	53.3
# Persons:	245,923	1,073,803	249,156	1,155,055

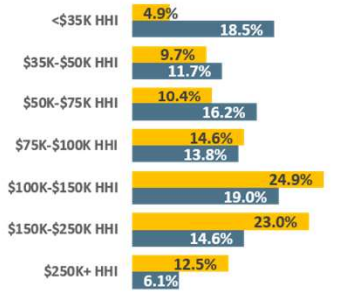
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$138,864	$102,141

STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 927

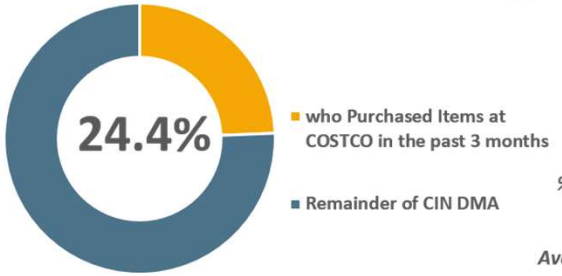
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Major stores bought past 3 months: Costco



24.4% or 411,990 of CIN DMA Adults 25 or older Purchased Items at COSTCO in the past 3 months. Typical Adults 25 or older who Purchased Items at COSTCO in the past 3 months are 53.2 years old (1.1% older than average) and have a $152,646 (50.% higher than average) annual household income.

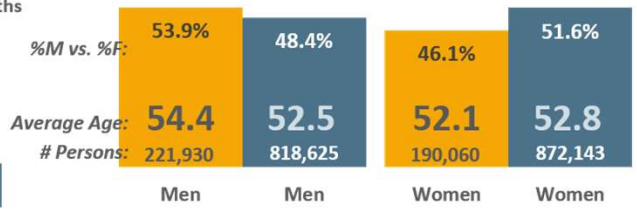
Percent of Market: Adults 25 or older



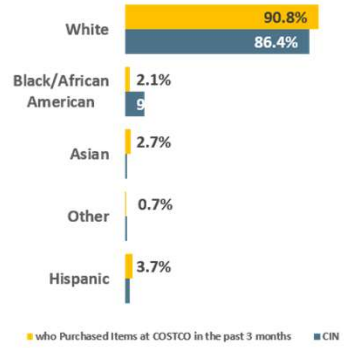
Total Persons:



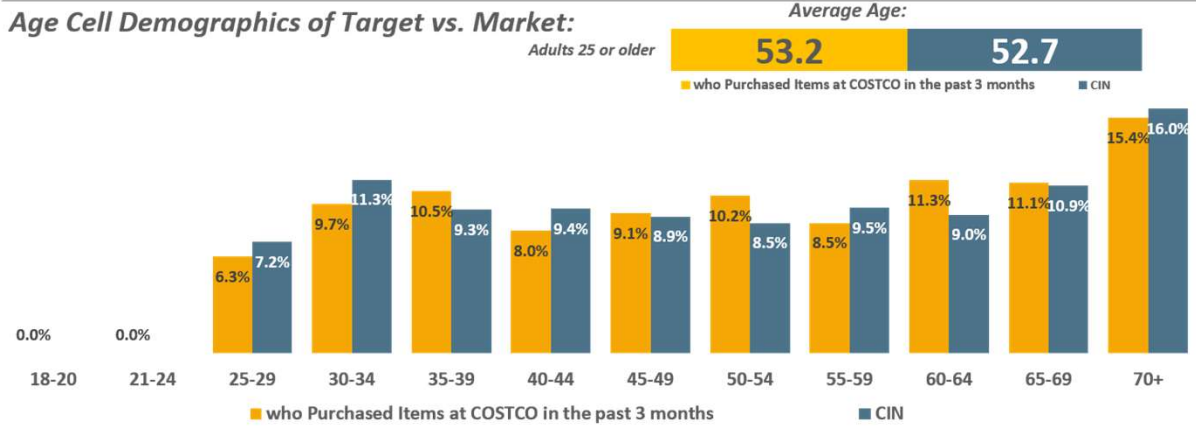
Gender of Target vs. Market: Adults 25 or older



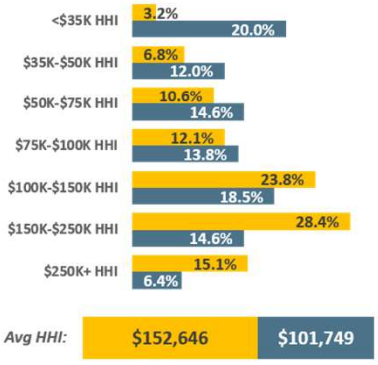
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 929

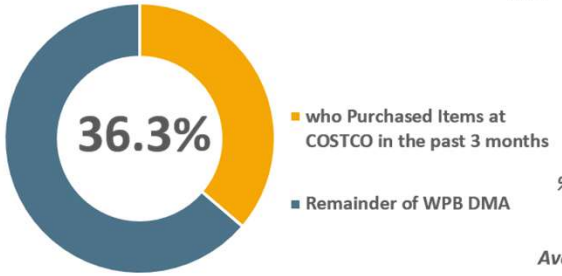
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Major stores bought past 3 months: Costco



36.3% or 640,139 of WPB DMA Adults 25 or older Purchased Items at COSTCO in the past 3 months. Typical Adults 25 or older who Purchased Items at COSTCO in the past 3 months are 58.6 years old (3.6% older than average) and have a $138,127 (25.7% higher than average) annual household income.

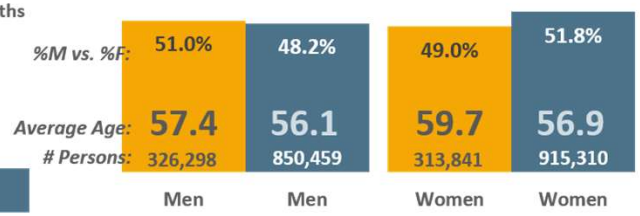
Percent of Market: Adults 25 or older



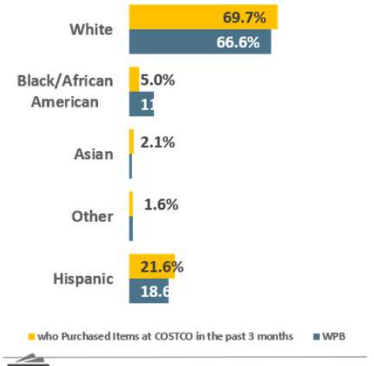
Total Persons:

640,139	1,125,630

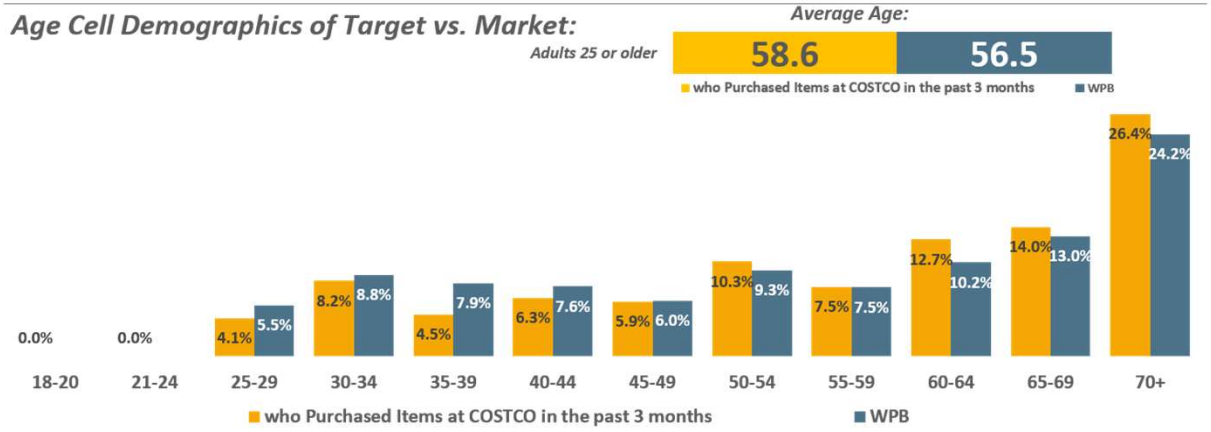
Gender of Target vs. Market: Adults 25 or older



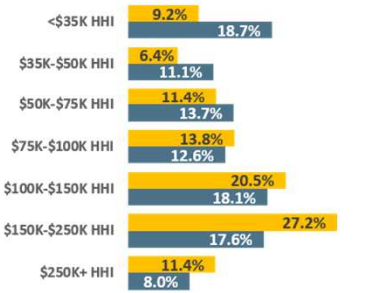
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:

$138,127	$109,927

WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,490

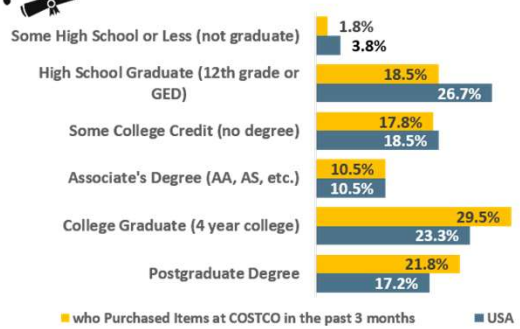
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Major stores bought past 3 months: Costco

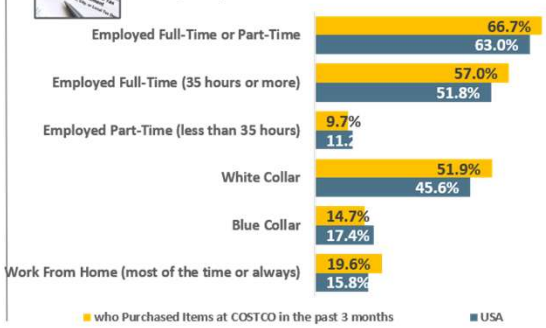


40.4% or 97,952,196 of USA DMA Adults 25 or older Purchased Items at COSTCO in the past 3 months. Adults 25 or older who Purchased Items at COSTCO in the past 3 months are 26.5% more likely to be a college graduate, 10.% more likely to work full-time, 21.1% more likely to be married, 6.2% more likely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

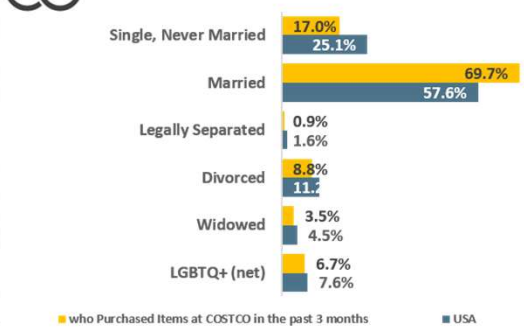
Education Levels: Adults 25 or older



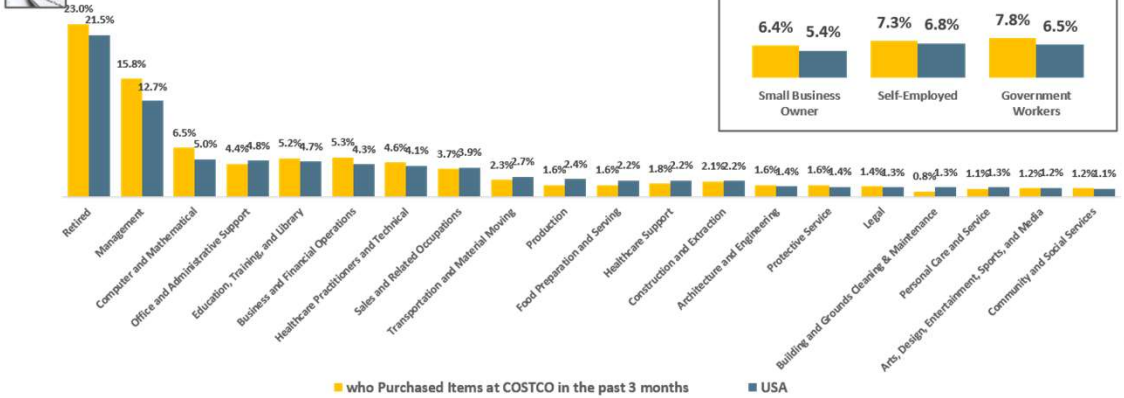
Employment: Adults 25 or older



Marital Status: Adults 25 or older

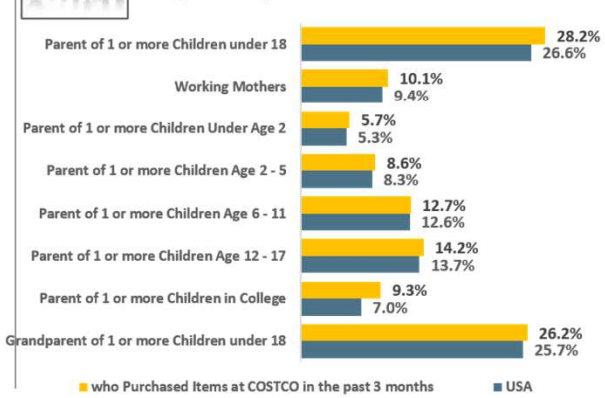


Top-20 Occupations: Adults 25 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 25 or older



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

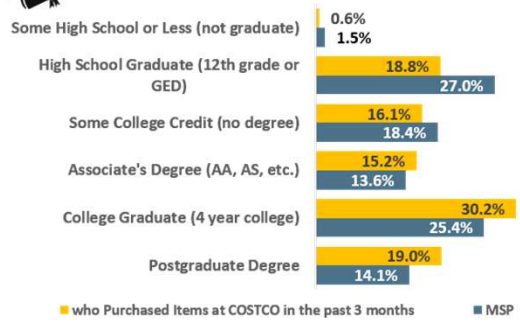
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Major stores bought past 3 months: Costco

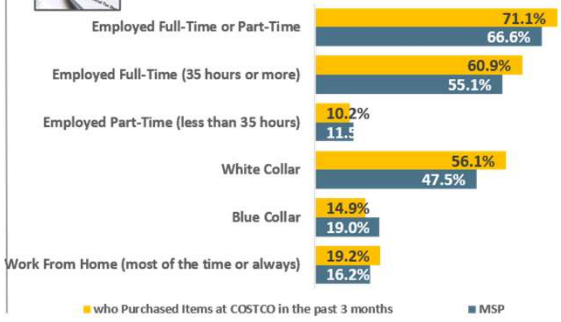


41.% or 1,414,984 of MSP DMA Adults 25 or older Purchased Items at COSTCO in the past 3 months. Adults 25 or older who Purchased Items at COSTCO in the past 3 months are 24.6% more likely to be a college graduate, 10.5% more likely to work full-time, 19.% more likely to be married, 6.1% more likely to be a parent of 1 or more children under 18.

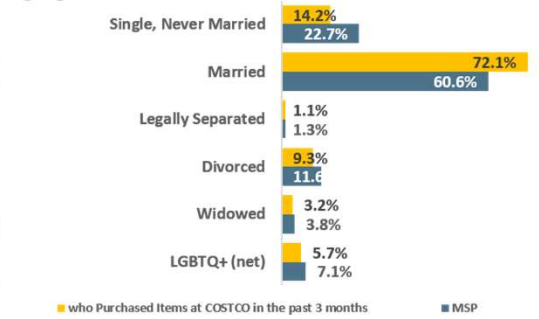
Education Levels: Adults 25 or older



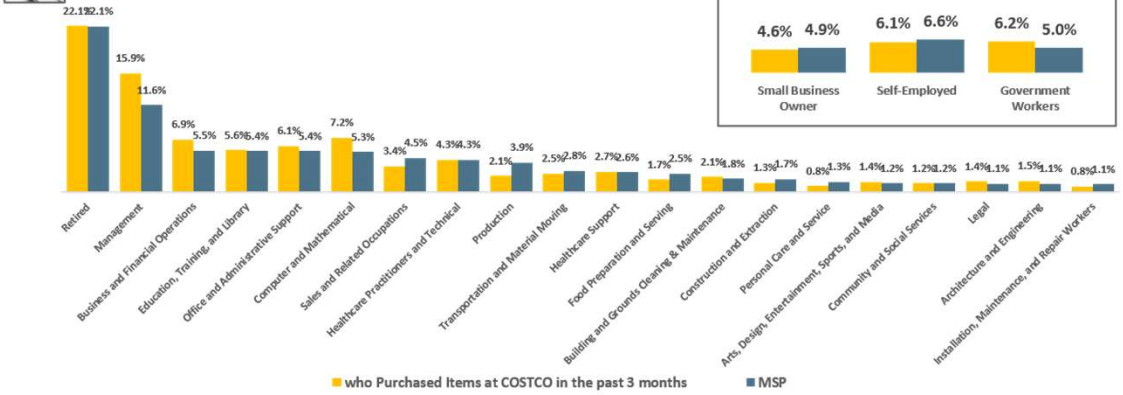
Employment: Adults 25 or older



Marital Status: Adults 25 or older

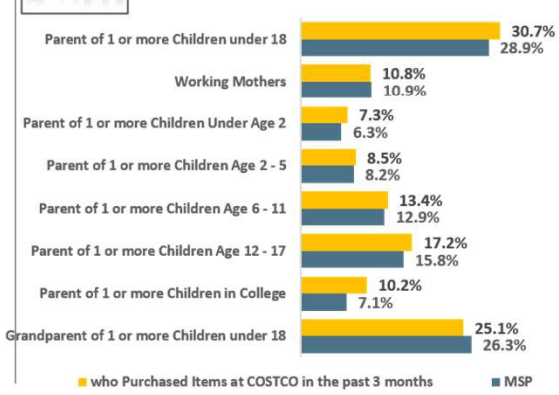


Top-20 Occupations: Adults 25 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 25 or older



MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,443

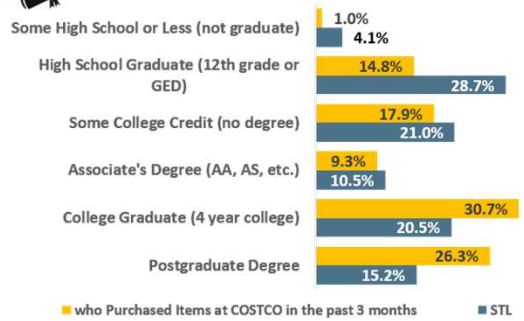
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Major stores bought past 3 months: Costco

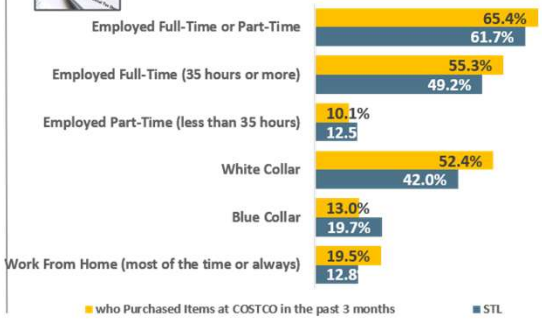


22.2% or 495,079 of STL DMA Adults 25 or older Purchased Items at COSTCO in the past 3 months. Adults 25 or older who Purchased Items at COSTCO in the past 3 months are 59.5% more likely to be a college graduate, 12.5% more likely to work full-time, 29.% more likely to be married, 12.5% more likely to be a parent of 1 or more children under 18.

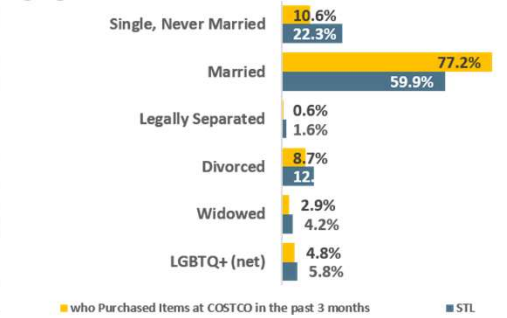
Education Levels: Adults 25 or older



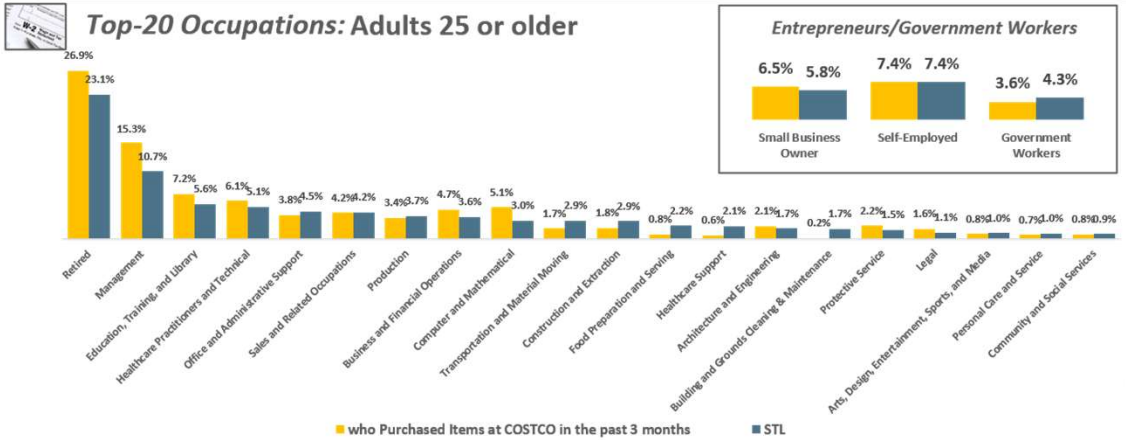
Employment: Adults 25 or older



Marital Status: Adults 25 or older

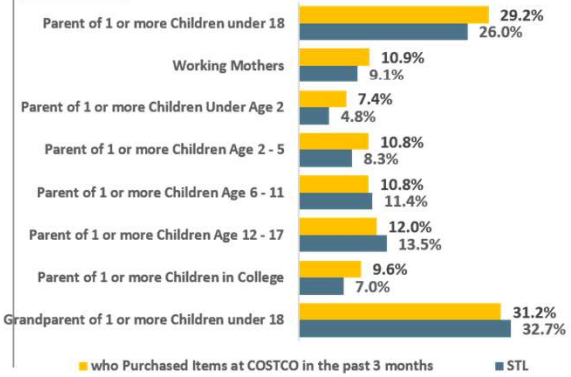


Top-20 Occupations: Adults 25 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 25 or older



STL DMA Scarborough R2 2025-26; Aug24-Jul26 Qual Intab 927

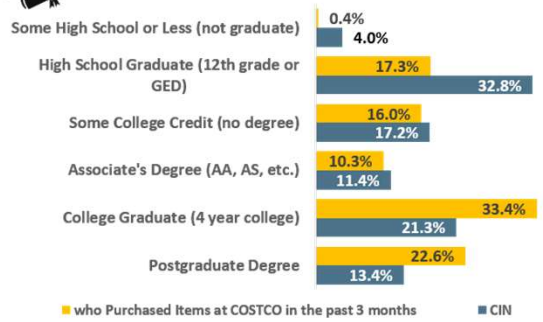
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Major stores bought past 3 months: Costco

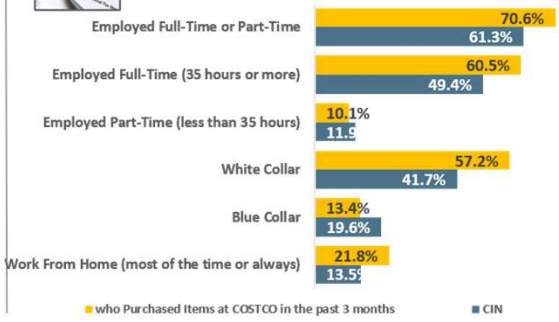


24.4% or 411,990 of CIN DMA Adults 25 or older Purchased Items at COSTCO in the past 3 months. Adults 25 or older who Purchased Items at COSTCO in the past 3 months are 61.8% more likely to be a college graduate, 22.4% more likely to work full-time, 33.6% more likely to be married, 5.8% more likely to be a parent of 1 or more children under 18.

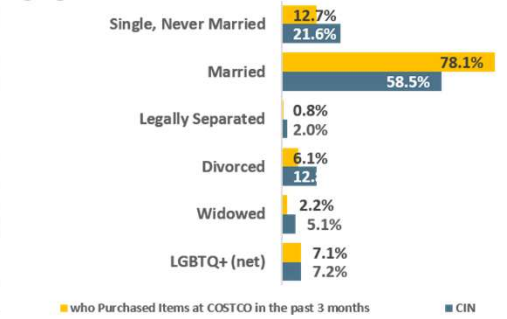
Education Levels: Adults 25 or older



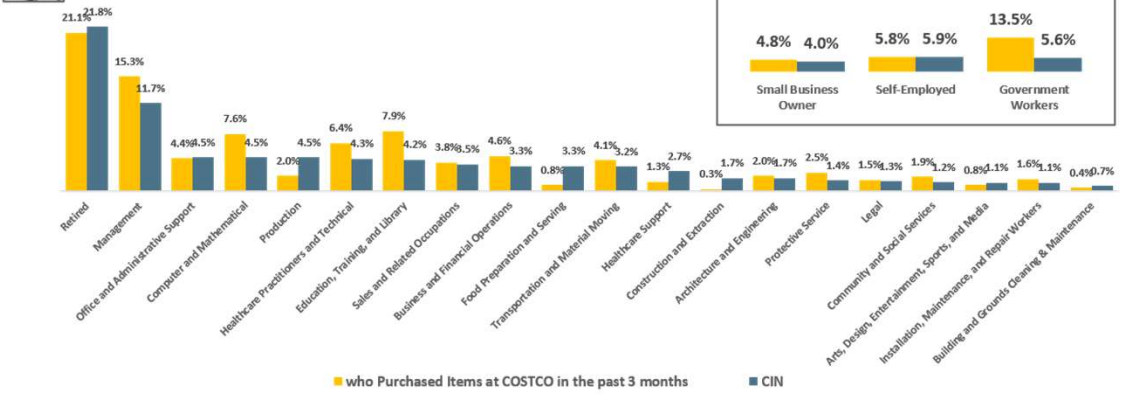
Employment: Adults 25 or older



Marital Status: Adults 25 or older

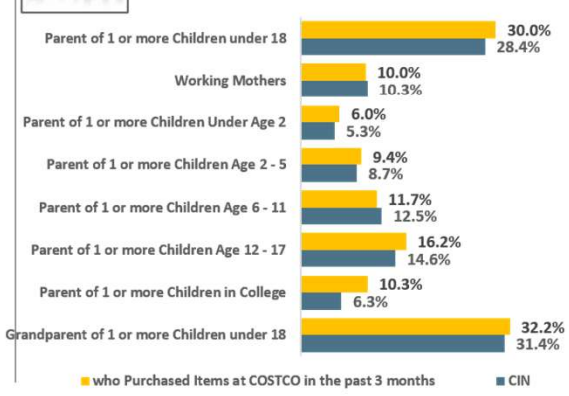


Top-20 Occupations: Adults 25 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 25 or older



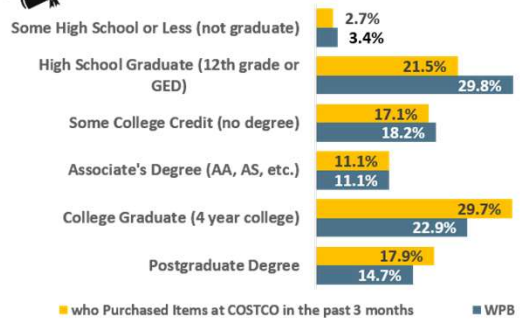
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Major stores bought past 3 months: Costco

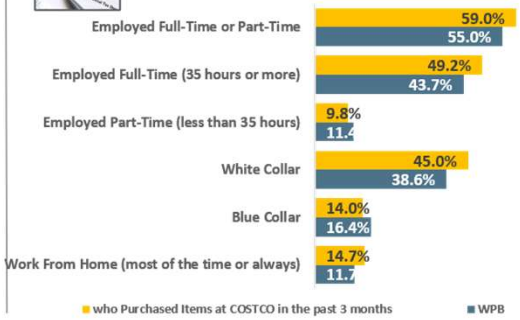


36.3% or 640,139 of WPB DMA Adults 25 or older Purchased Items at COSTCO in the past 3 months. Adults 25 or older who Purchased Items at COSTCO in the past 3 months are 26.6% more likely to be a college graduate, 12.6% more likely to work full-time, 20.3% more likely to be married, 14.6% less likely to be a parent of 1 or more children under 18.

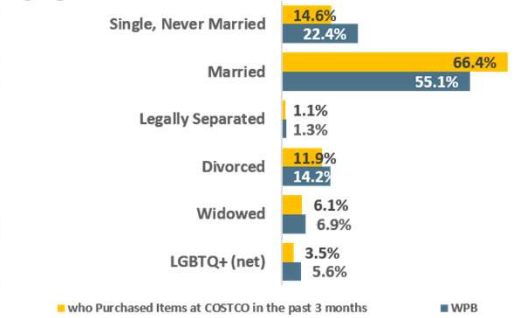
Education Levels: Adults 25 or older



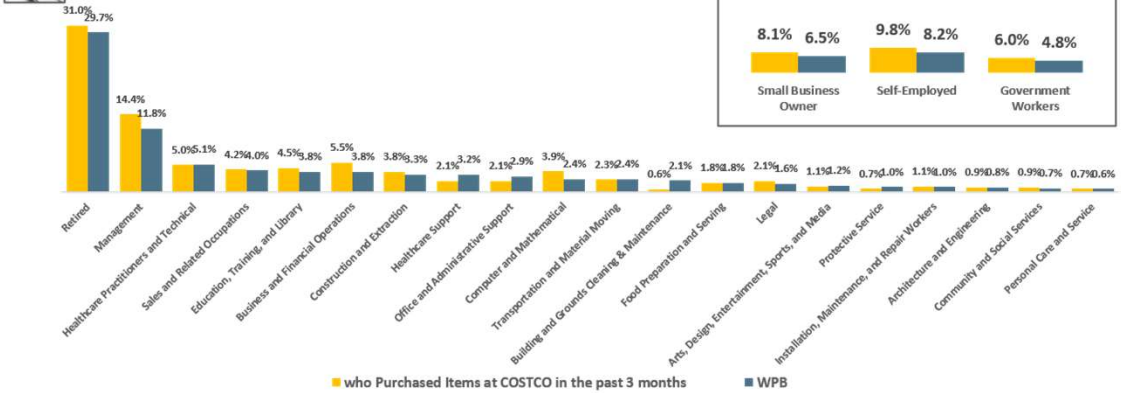
Employment: Adults 25 or older



Marital Status: Adults 25 or older

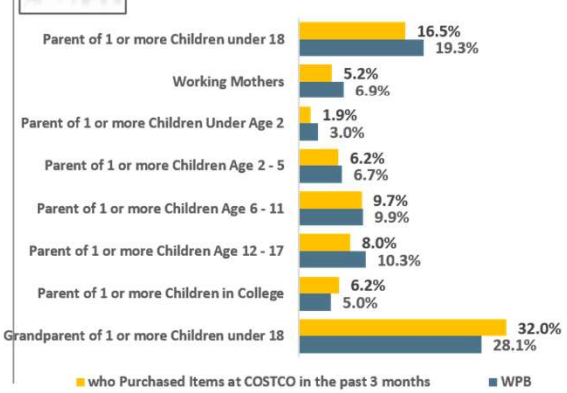


Top-20 Occupations: Adults 25 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 25 or older



WPB DMA Scarborough R2 2025-26; Aug24-Jul26 Qual Intab 1,490

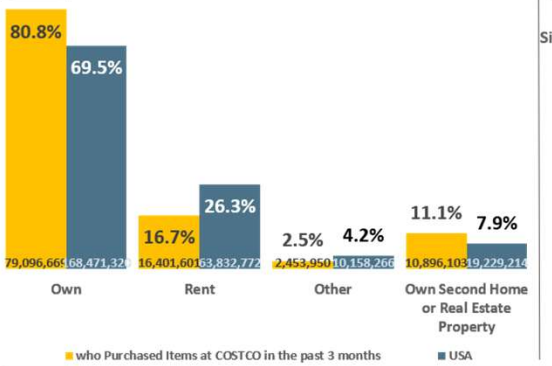
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Major stores bought past 3 months: Costco

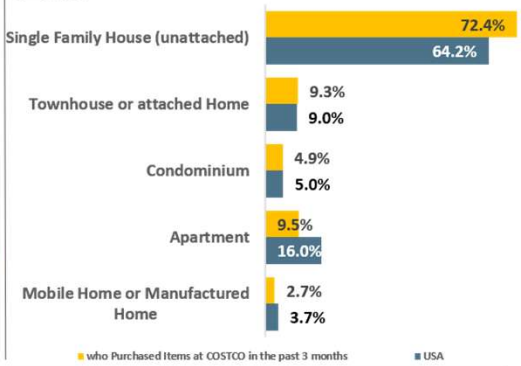


40.4% or 97,952,196 of USA DMA Adults 25 or older Purchased Items at COSTCO in the past 3 months. Adults 25 or older who Purchased Items at COSTCO in the past 3 months are 16.2% more likely to own their home, 19.6% more likely to own a higher valued home, 12.7% more likely to have a single-family home,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

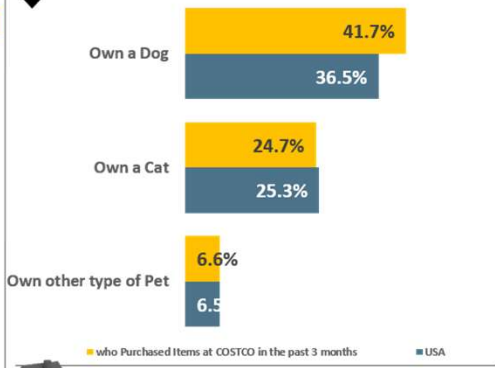
Own/Rent/Other: Adults 25 or older



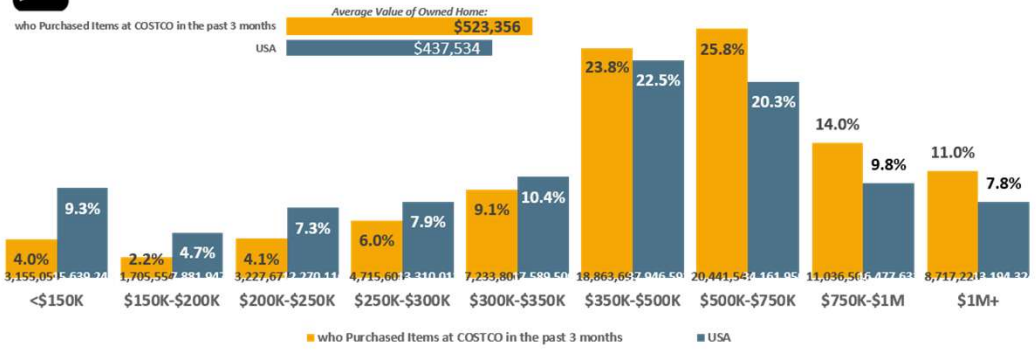
Type of Home: Adults 25 or older



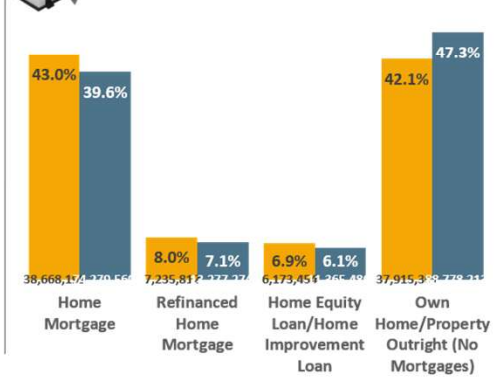
Pets in Home: Adults 25 or older



Value of Owned Home: Adults 25 or older



Home Loans: Adults 25 or older



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

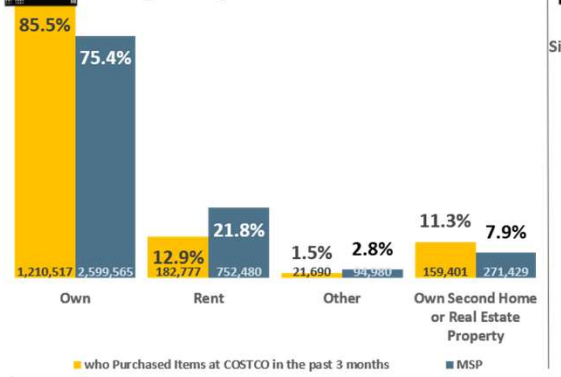
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Major stores bought past 3 months: Costco

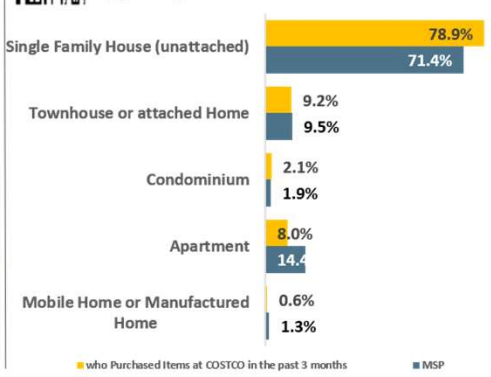


41.% or 1,414,984 of MSP DMA Adults 25 or older Purchased Items at COSTCO in the past 3 months. Adults 25 or older who Purchased Items at COSTCO in the past 3 months are 13.4% more likely to own their home, 11.7% more likely to own a higher valued home, 10.4% more likely to have a single-family home, 19.9% more likely to have a dog.

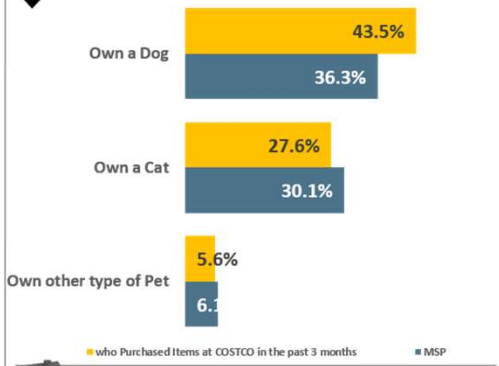
Own/Rent/Other: Adults 25 or older



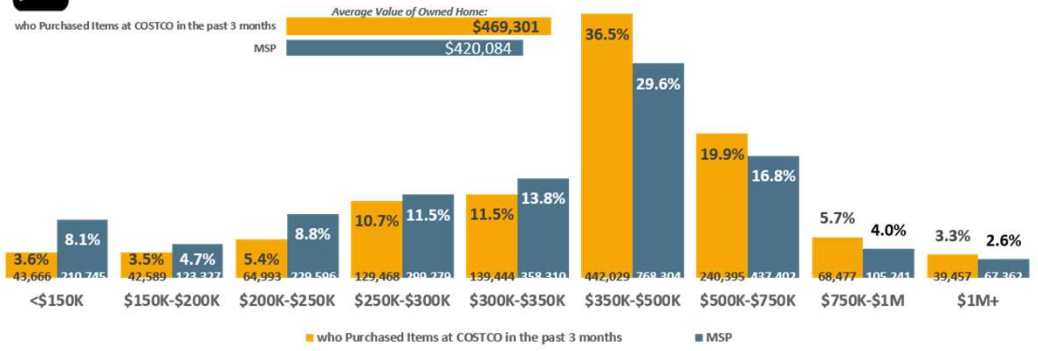
Type of Home: Adults 25 or older



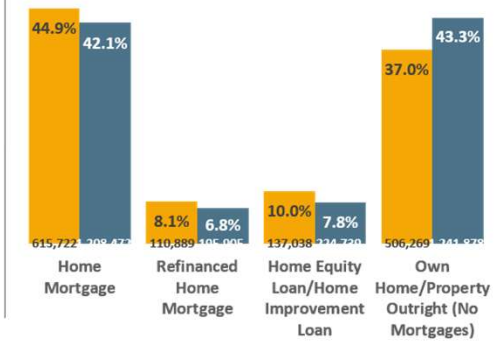
Pets in Home: Adults 25 or older



Value of Owned Home: Adults 25 or older



Home Loans: Adults 25 or older



MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,443

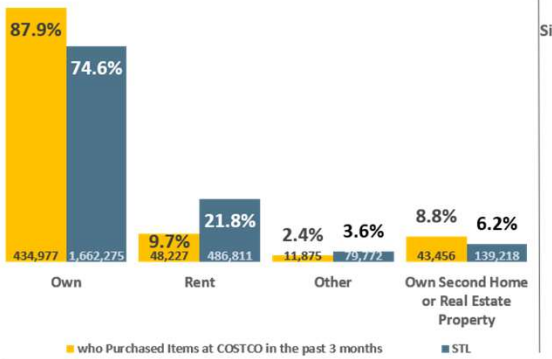
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Major stores bought past 3 months: Costco

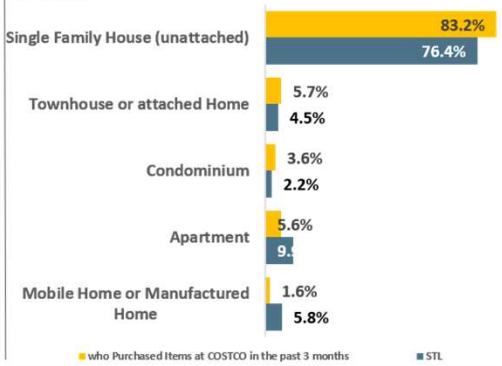


22.2% or 495,079 of STL DMA Adults 25 or older Purchased Items at COSTCO in the past 3 months. Adults 25 or older who Purchased Items at COSTCO in the past 3 months are 17.8% more likely to own their home, 31.4% more likely to own a higher valued home, 9.% more likely to have a single-family home, 4.9% more likely to have a dog.

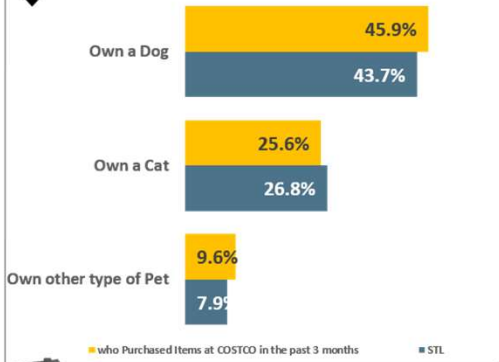
Own/Rent/Other: Adults 25 or older



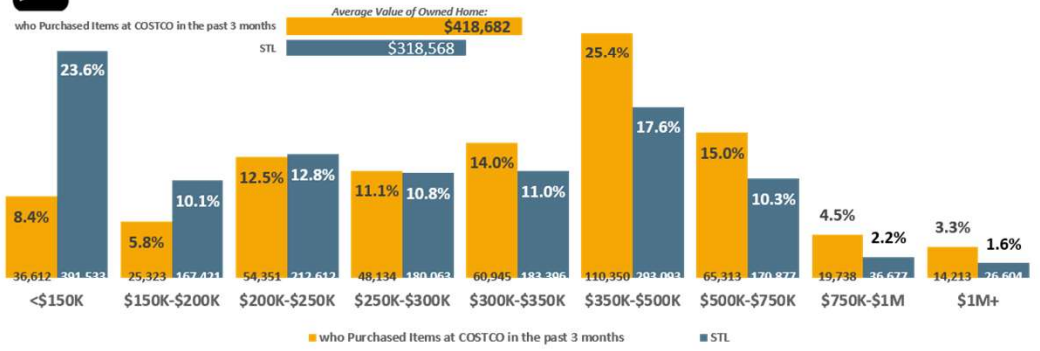
Type of Home: Adults 25 or older



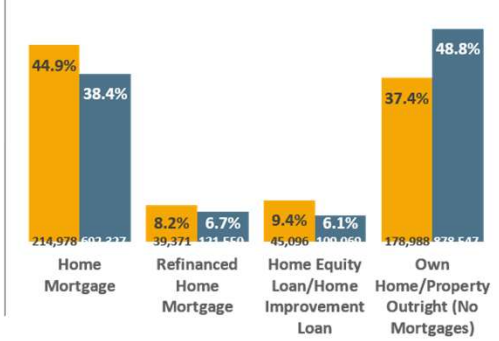
Pets in Home: Adults 25 or older



Value of Owned Home: Adults 25 or older



Home Loans: Adults 25 or older



STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 927

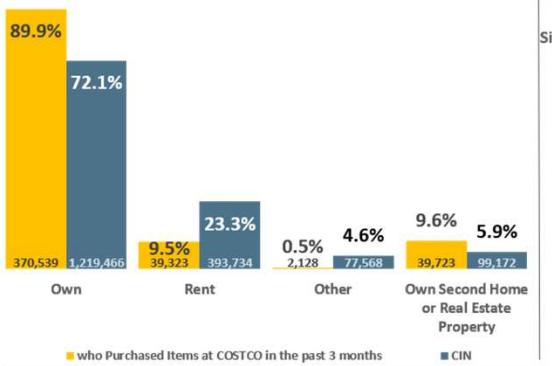
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Major stores bought past 3 months: Costco

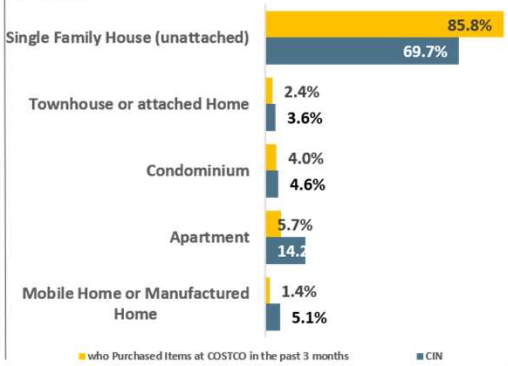


24.4% or 411,990 of CIN DMA Adults 25 or older Purchased Items at COSTCO in the past 3 months. Adults 25 or older who Purchased Items at COSTCO in the past 3 months are 24.7% more likely to own their home, 25.7% more likely to own a higher valued home, 23.% more likely to have a single-family home, 24.5% more likely to have a dog.

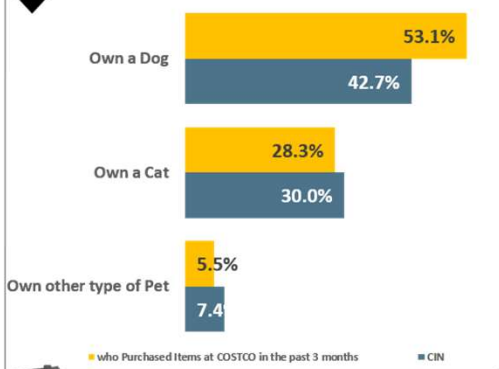
Own/Rent/Other: Adults 25 or older



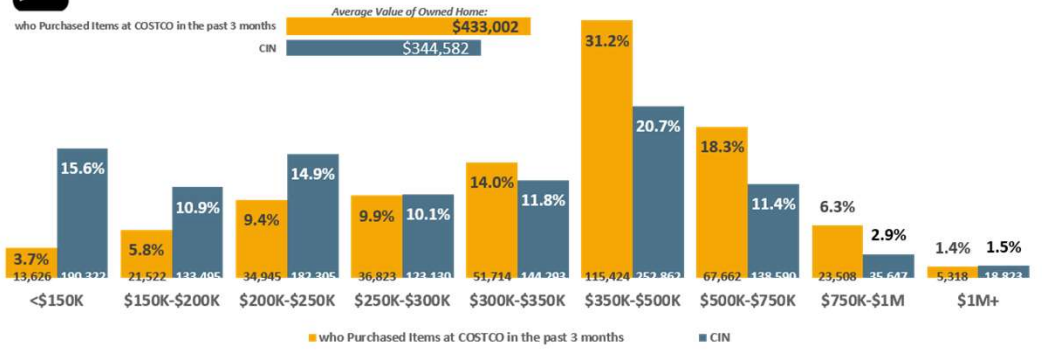
Type of Home: Adults 25 or older



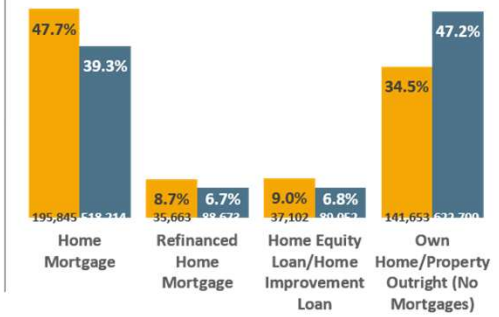
Pets in Home: Adults 25 or older



Value of Owned Home: Adults 25 or older



Home Loans: Adults 25 or older



CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 929

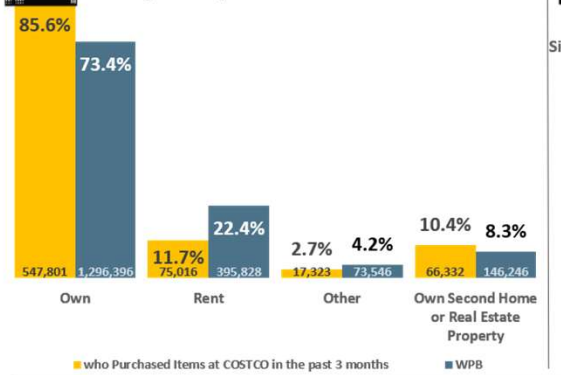
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Major stores bought past 3 months: Costco

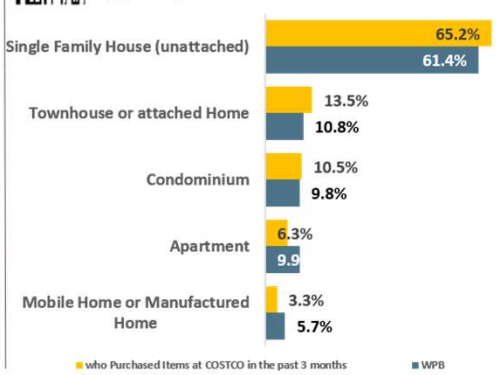


36.3% or 640,139 of WPB DMA Adults 25 or older Purchased Items at COSTCO in the past 3 months. Adults 25 or older who Purchased Items at COSTCO in the past 3 months are 16.6% more likely to own their home, 17.5% more likely to own a higher valued home, 6.2% more likely to have a single-family home, 19.% more likely to have a dog.

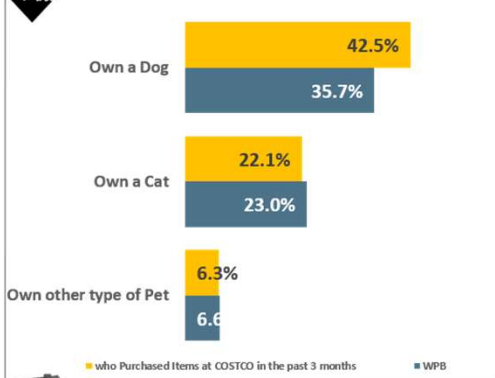
Own/Rent/Other: Adults 25 or older



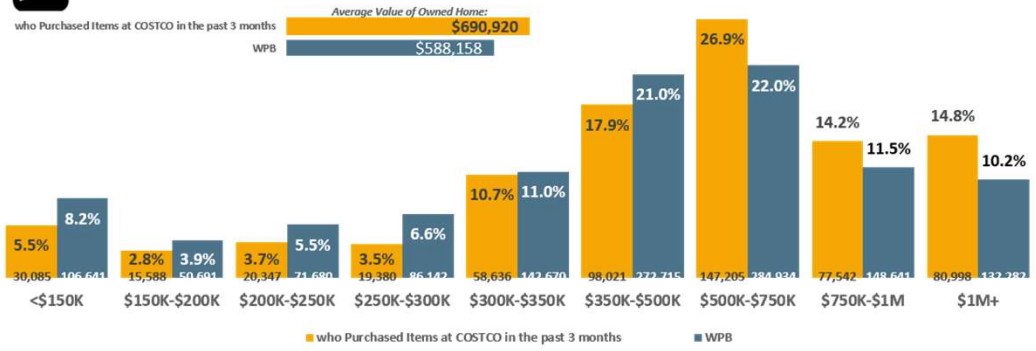
Type of Home: Adults 25 or older



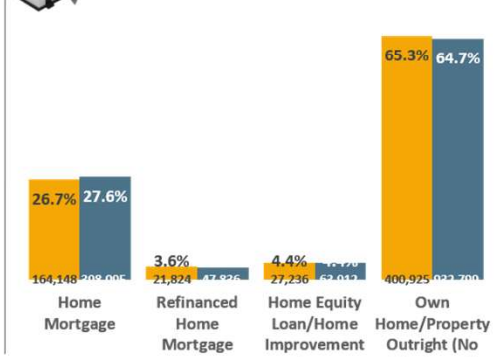
Pets in Home: Adults 25 or older



Value of Owned Home: Adults 25 or older



Home Loans: Adults 25 or older



WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,490

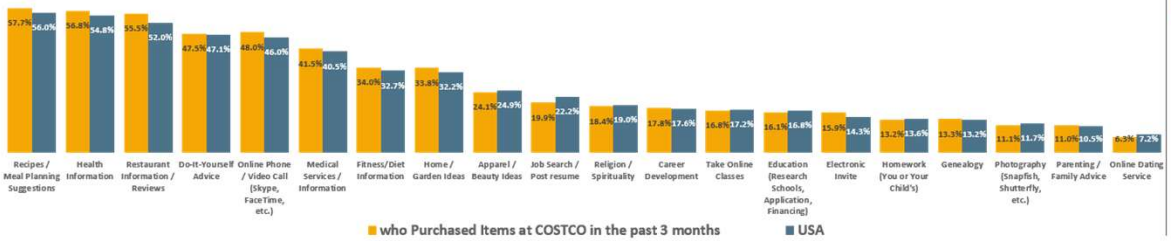
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Major stores bought past 3 months: Costco

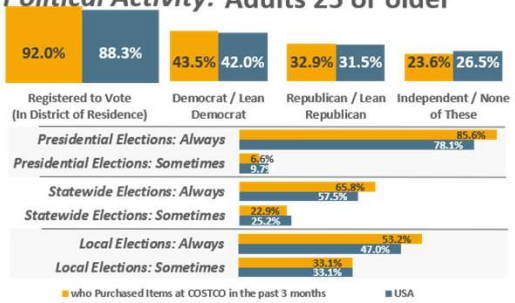


40.4% or 97,952,196 of USA DMA Adults 25 or older Purchased Items at COSTCO in the past 3 months. Adults 25 or older who Purchased Items at COSTCO in the past 3 months are .9% more likely to look up D-I-Y advice online, 13.2% more likely to always vote in local elections, 24.4% more likely to belong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

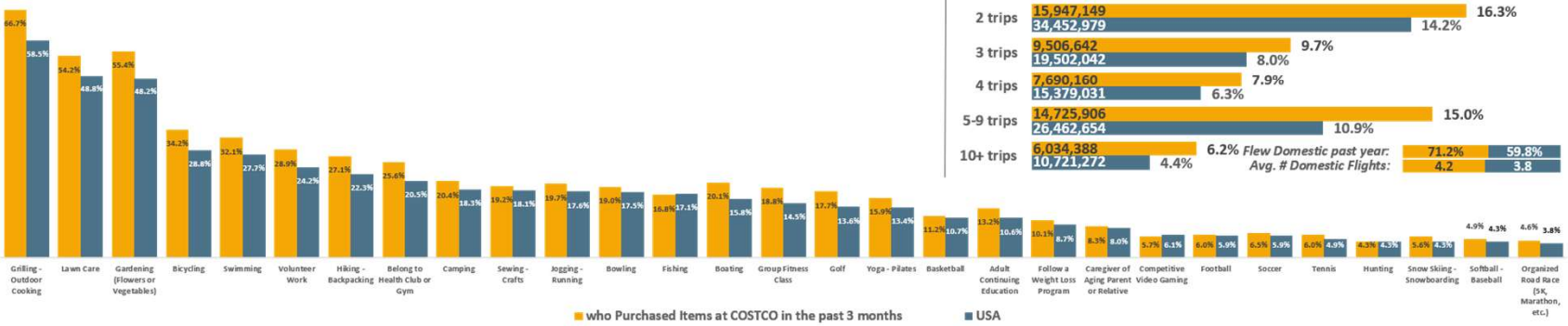
Top-20 past 30-days Online Lifestyle Activites: Adults 25 or older



Political Activity: Adults 25 or older



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



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

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

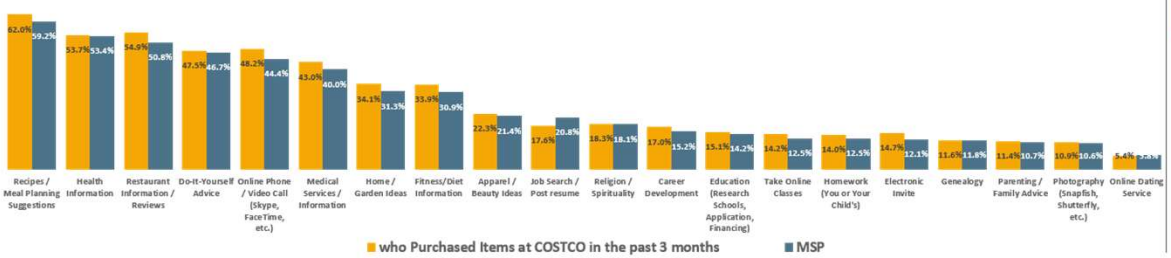
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Major stores bought past 3 months: Costco

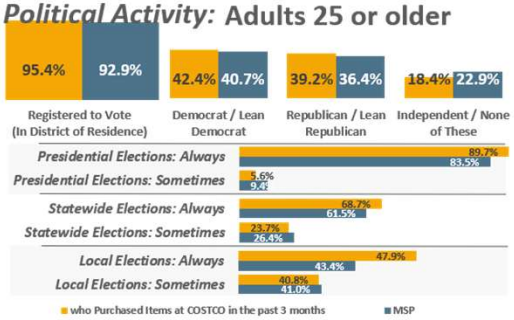


41.% or 1,414,984 of MSP DMA Adults 25 or older Purchased Items at COSTCO in the past 3 months. Adults 25 or older who Purchased Items at COSTCO in the past 3 months are 1.6% more likely to look up D-I-Y advice online, 10.2% more likely to always vote in local elections, 15.7% more likely to belong to a gym, 16.% more likely to fly domestic past yr.

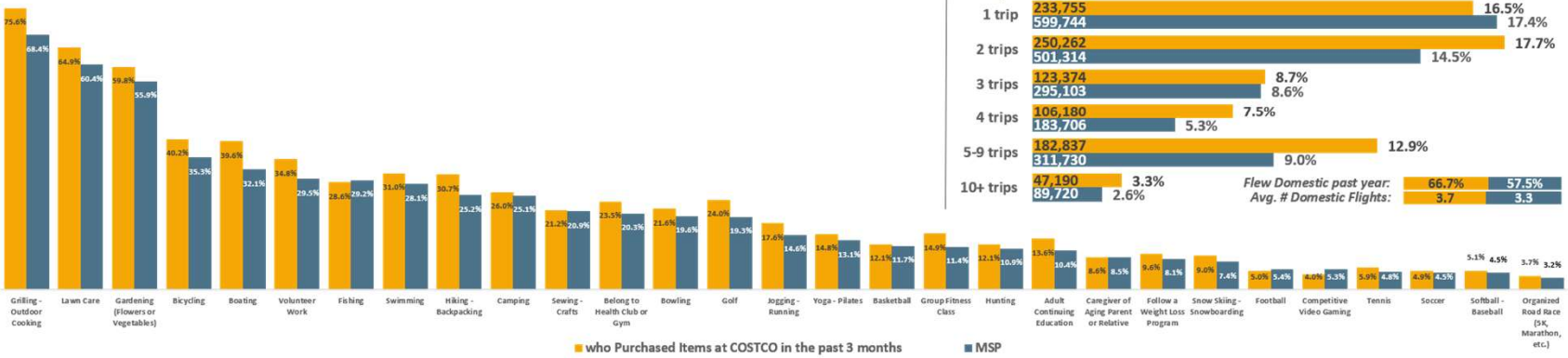
Top-20 past 30-days Online Lifestyle Activites: Adults 25 or older



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

MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,443

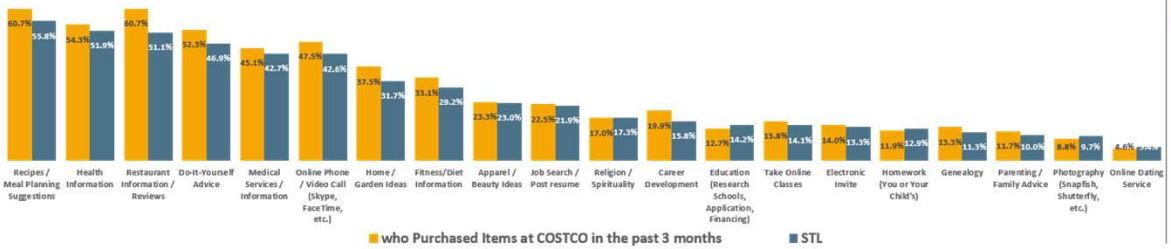
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Major stores bought past 3 months: Costco

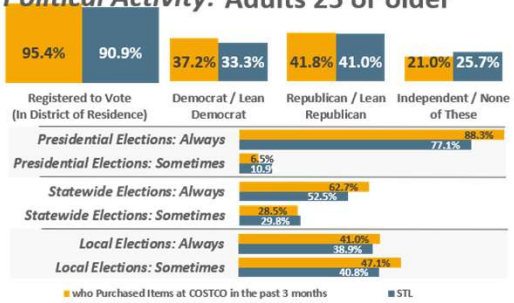


22.2% or 495,079 of STL DMA Adults 25 or older Purchased Items at COSTCO in the past 3 months. Adults 25 or older who Purchased Items at COSTCO in the past 3 months are 11.5% more likely to look up D-I-Y advice online, 5.2% more likely to always vote in local elections, 54.6% more likely to belong to a gym, 38.3% more likely to fly domestic past yr

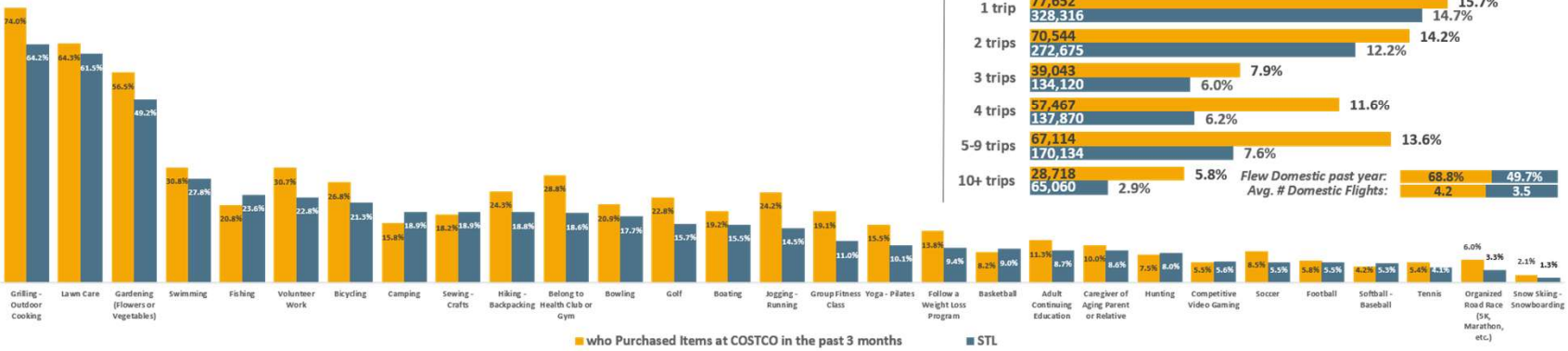
Top-20 past 30-days Online Lifestyle Activites: Adults 25 or older



Political Activity: Adults 25 or older



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



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

STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 927

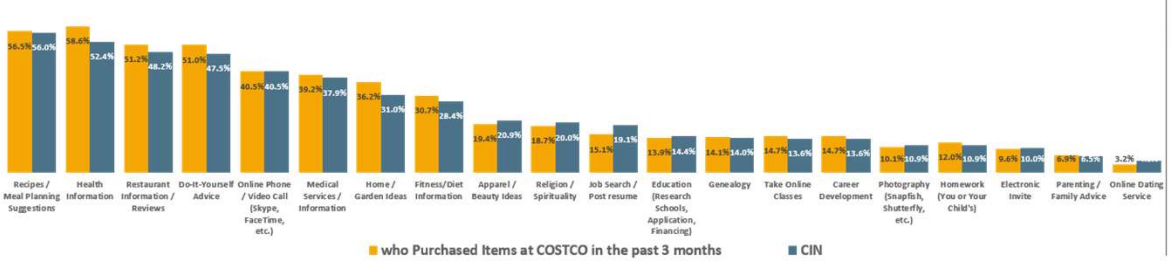
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Major stores bought past 3 months: Costco

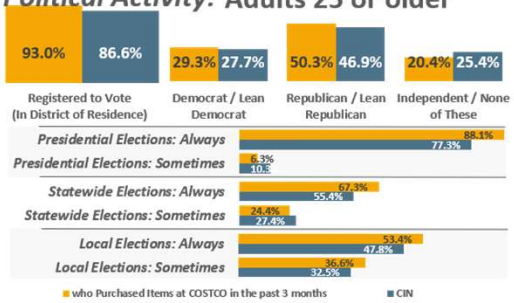


24.4% or 411,990 of CIN DMA Adults 25 or older Purchased Items at COSTCO in the past 3 months. Adults 25 or older who Purchased Items at COSTCO in the past 3 months are 7.4% more likely to look up D-I-Y advice online, 11.7% more likely to always vote in local elections, 47.3% more likely to belong to a gym, 37.8% more likely to fly domestic past yr

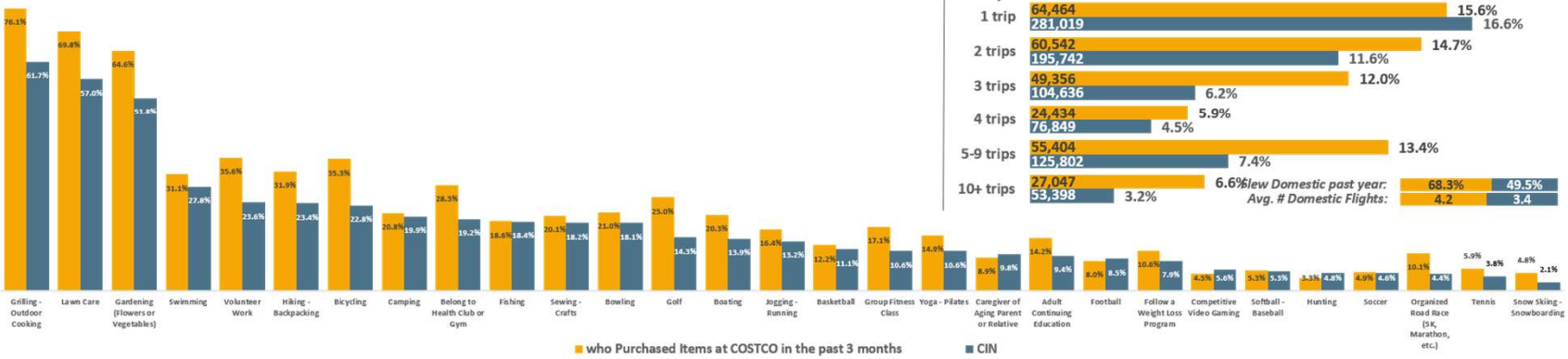
Top-20 past 30-days Online Lifestyle Activites: Adults 25 or older



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

CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 929

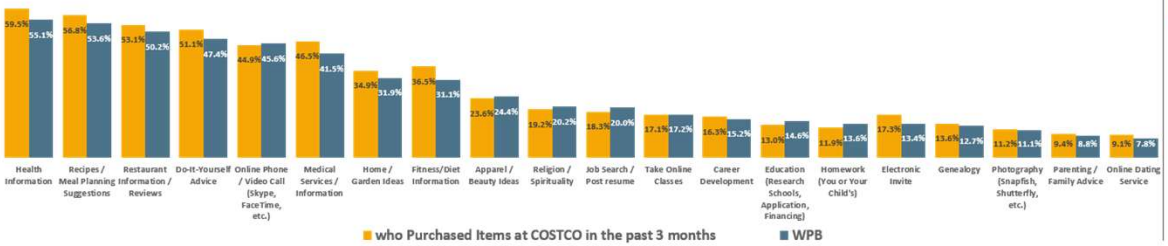
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Major stores bought past 3 months: Costco

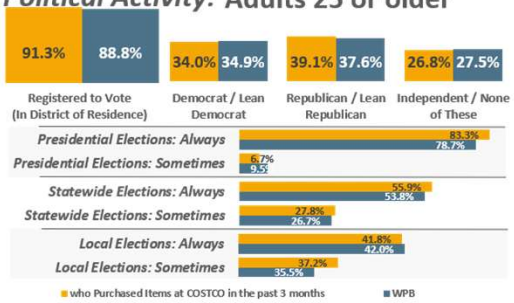


36.3% or 640,139 of WPB DMA Adults 25 or older Purchased Items at COSTCO in the past 3 months. Adults 25 or older who Purchased Items at COSTCO in the past 3 months are 7.8% more likely to look up D-I-Y advice online, .4% less likely to always vote in local elections, 30.% more likely to belong to a gym, 19.3% more likely to fly domestic past yr.

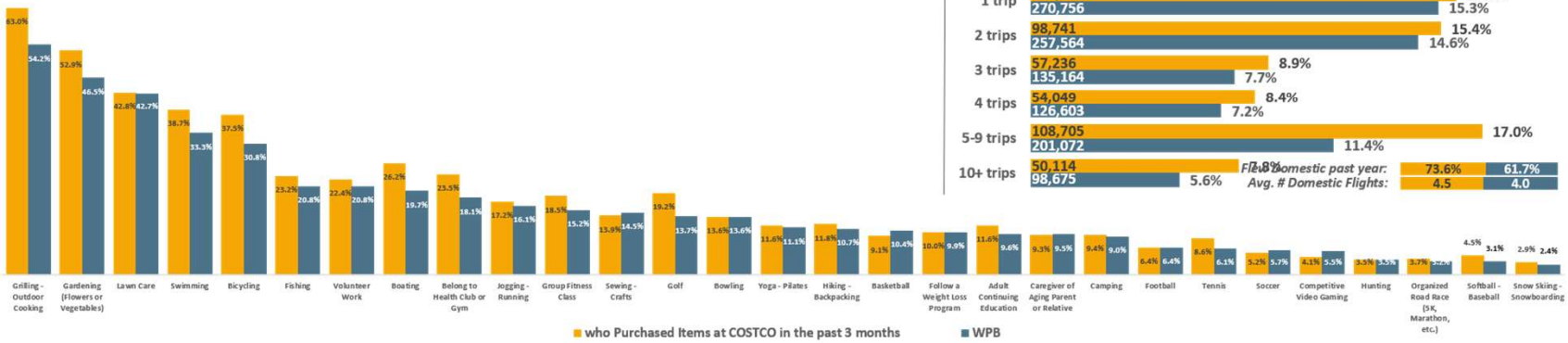
Top-20 past 30-days Online Lifestyle Activites: Adults 25 or older



Political Activity: Adults 25 or older



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



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

WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,490

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Major stores bought past 3 months: Costco



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

Past 30-days QSR Users: Adults 25 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 25 or older

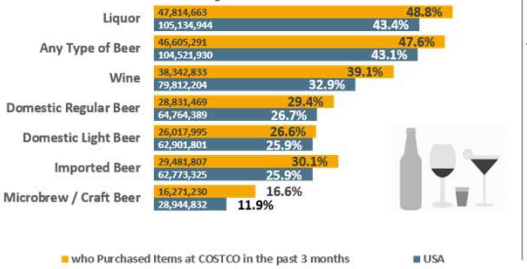
(Sit-Down Restaurants Used Past 30-days)



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

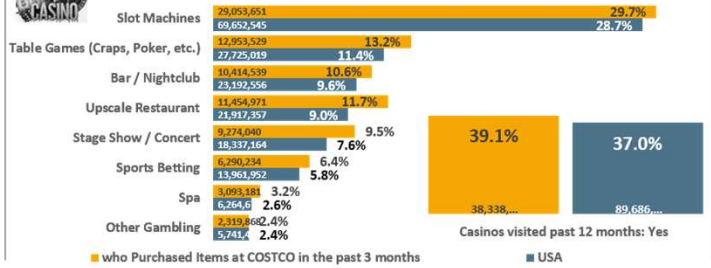


Drank Past 30-days: Adults 25 or older



Past 12 months Casino Activities: Adults 25 or older





Used Past 30-days: Adults 25 or older



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

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Major stores bought past 3 months: Costco



41.% or 1,414,984 of MSP DMA Adults 25 or older Purchased Items at COSTCO in the past 3 months. Adults 25 or older who Purchased Items at COSTCO in the past 3 months are 4.1% more likely to use QSRs past mo., 11.1% more likely to use Sit-Down Restaurants past mo., 1.% more likely to use Casinos past yr., 53.3% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 or older



Total Monthly QSR Users: 87.0% 1,230,650 | 83.5% 2,878,544

Avg. Monthly QSR Meals: 5.4 | 5.3

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



Total Monthly Sit-Down Restaurant Users: 81.4% 1,152,379 | 73.3% 2,526,099

Avg. Monthly Sit-Down Restaurant Meals: 3.4 | 3.2

Top-10 Cuisines: Adults 25 or older

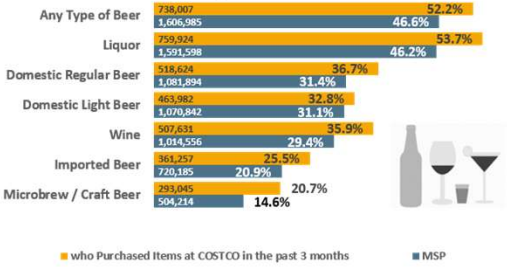
(Sit-Down Restaurants Used Past 30-days)



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

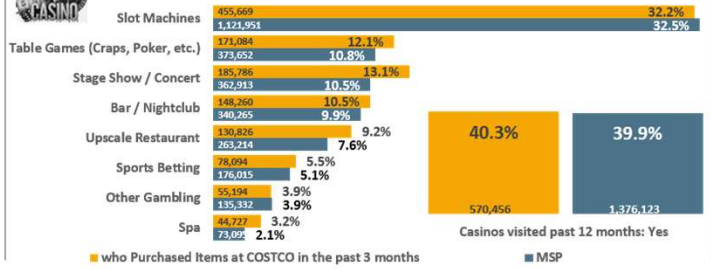
who Purchased Items at COSTCO in the past 3 months	161,656	11.4%
MSP	431,391	12.5%

Drank Past 30-days: Adults 25 or older



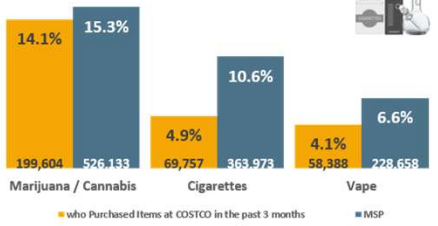
Past 12 months Casino Activities: Adults 25 or older





Used Past 30-days: Adults 25 or older





MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,443

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Major stores bought past 3 months: Costco



22.2% or 495,079 of STL DMA Adults 25 or older Purchased Items at COSTCO in the past 3 months.
Adults 25 or older who Purchased Items at COSTCO in the past 3 months are 1.4% more likely to use QSRs past mo., 13.% more likely to use Sit-Down Restaurants past mo., 9.8% more likely to use Casinos past yr., 59.7% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



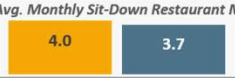
Past 30-days Sit-Down Restaurant Users: Adults 25 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 25 or older

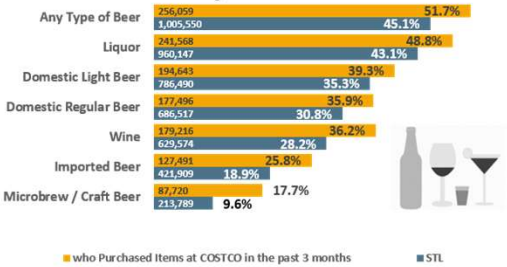
(Sit-Down Restaurants Used Past 30-days)



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

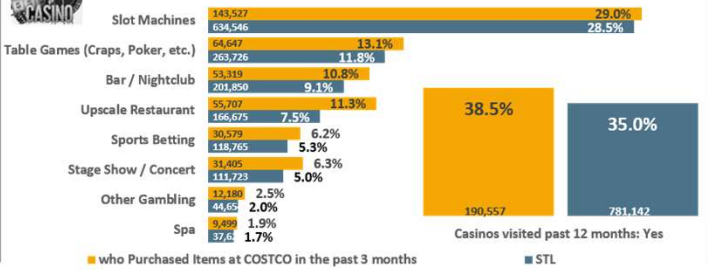


Drank Past 30-days: Adults 25 or older



Past 12 months Casino Activities: Adults 25 or older





Used Past 30-days: Adults 25 or older



STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 927

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Major stores bought past 3 months: Costco



24.4% or 411,990 of CIN DMA Adults 25 or older Purchased Items at COSTCO in the past 3 months. Adults 25 or older who Purchased Items at COSTCO in the past 3 months are 4.% more likely to use QSRs past mo., 13.% more likely to use Sit-Down Restaurants past mo., 3.3% more likely to use Casinos past yr., 73.8% 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

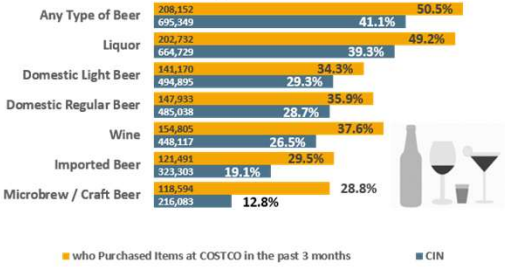
(Sit-Down Restaurants Used Past 30-days)



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

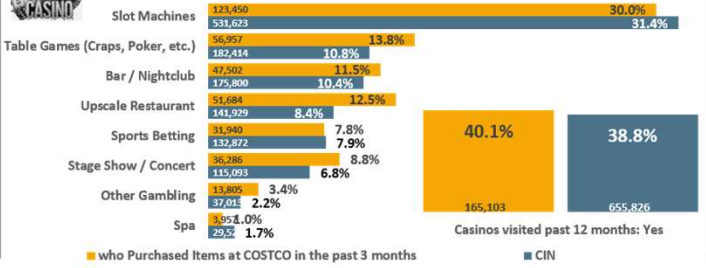


Drank Past 30-days: Adults 25 or older



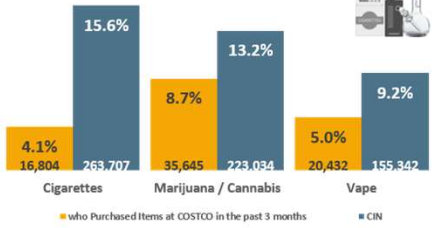
Past 12 months Casino Activities: Adults 25 or older





Used Past 30-days: Adults 25 or older





CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 929

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Major stores bought past 3 months: Costco



36.3% or 640,139 of WPB DMA Adults 25 or older Purchased Items at COSTCO in the past 3 months. Adults 25 or older who Purchased Items at COSTCO in the past 3 months are .9% more likely to use QSRs past mo., 10.4% more likely to use Sit-Down Restaurants past mo., 23.8% more likely to use Casinos past yr., 25.4% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 or older



Total Monthly QSR Users: 78.6% 503,125 | 77.9% 1,375,260

Avg. Monthly QSR Meals: 5.2 | 5.4

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



Total Monthly Sit-Down Restaurant Users: 81.4% 521,038 | 73.7% 1,301,707

Avg. Monthly Sit-Down Restaurant Meals: 4.7 | 4.3

Top-10 Cuisines: Adults 25 or older

(Sit-Down Restaurants Used Past 30-days)

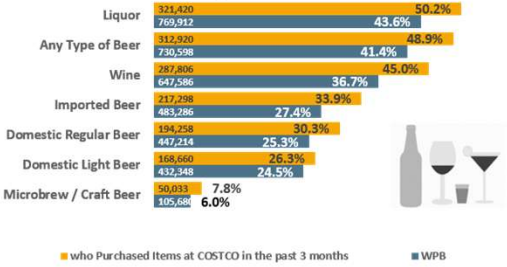


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

who Purchased Items at COSTCO in the past 3 months 104,080 16.3%

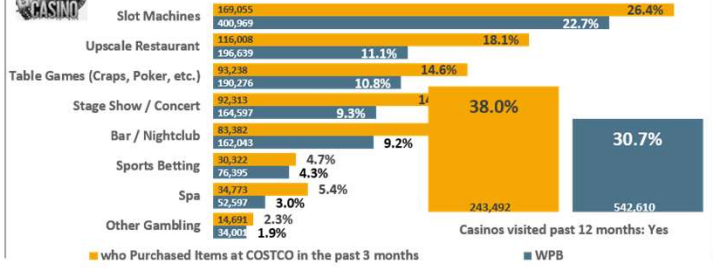
WPB 319,788 18.1%

Drank Past 30-days: Adults 25 or older



Past 12 months Casino Activities: Adults 25 or older





Used Past 30-days: Adults 25 or older



WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,490

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Major stores bought past 3 months: Costco

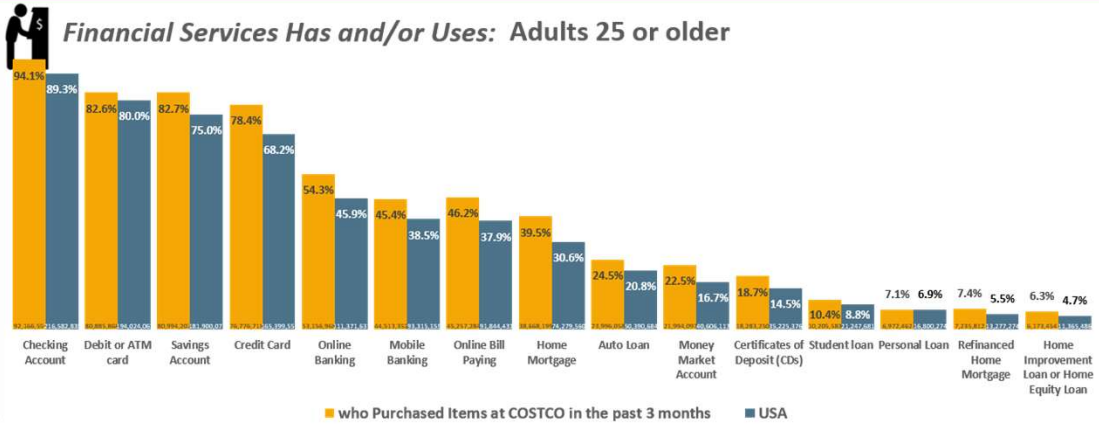


40.4% or 97,952,196 of USA DMA Adults 25 or older Purchased Items at COSTCO in the past 3 months. Adults 25 or older who Purchased Items at COSTCO in the past 3 months are 22.9% more likely to have a 401K, 17.9% more likely to have an Auto Loan, 30.% more likely to Invest/Trade Stocks Online, 3.% less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

Investments Owned: Adults 25 or older



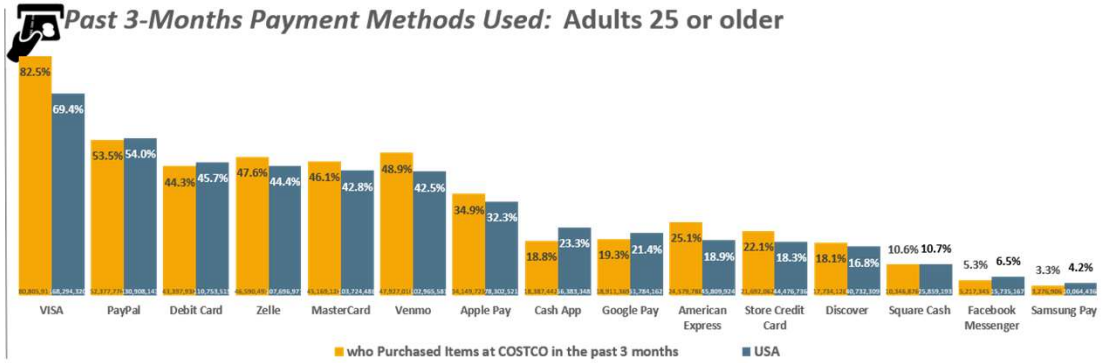
Financial Services Has and/or Uses: Adults 25 or older



Professional Services Used:* Adults 25 or older



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



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

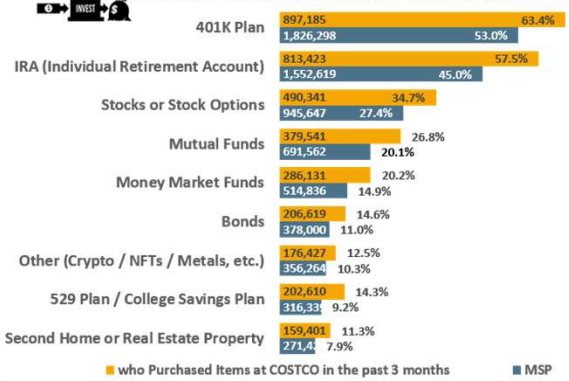
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Major stores bought past 3 months: Costco

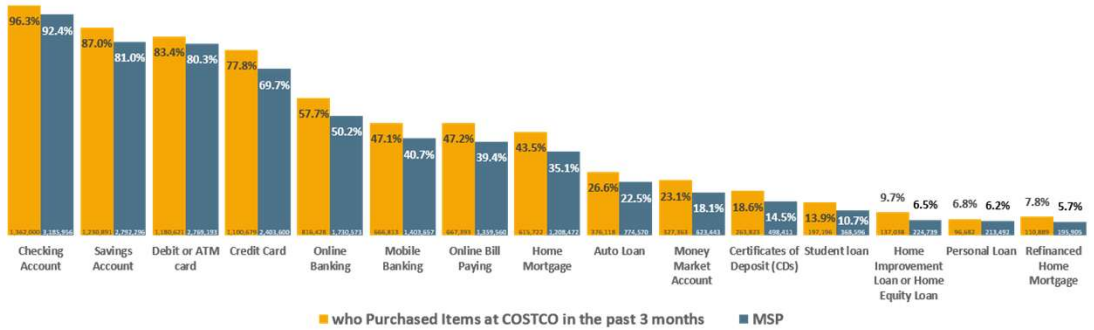


41.% or 1,414,984 of MSP DMA Adults 25 or older Purchased Items at COSTCO in the past 3 months. Adults 25 or older who Purchased Items at COSTCO in the past 3 months are 19.7% more likely to have a 401K, 18.3% more likely to have an Auto Loan, 14.9% more likely to Invest/Trade Stocks Online, 4.8% less likely to pay with their Debit Card.

Investments Owned: Adults 25 or older



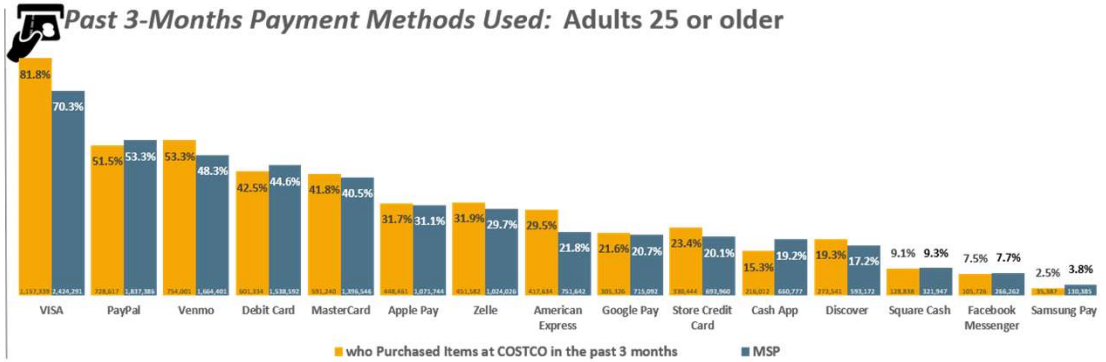
Financial Services Has and/or Uses: Adults 25 or older



Professional Services Used:* Adults 25 or older



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



MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,443

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Major stores bought past 3 months: Costco

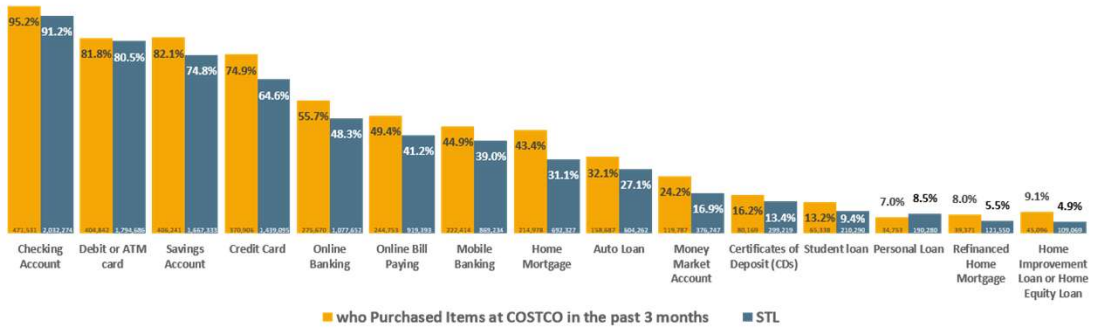


22.2% or 495,079 of STL DMA Adults 25 or older Purchased Items at COSTCO in the past 3 months. Adults 25 or older who Purchased Items at COSTCO in the past 3 months are 32.4% more likely to have a 401K, 18.2% more likely to have an Auto Loan, 59.8% more likely to Invest/Trade Stocks Online, 16.3% less likely to pay with their Debit Card.

Investments Owned: Adults 25 or older



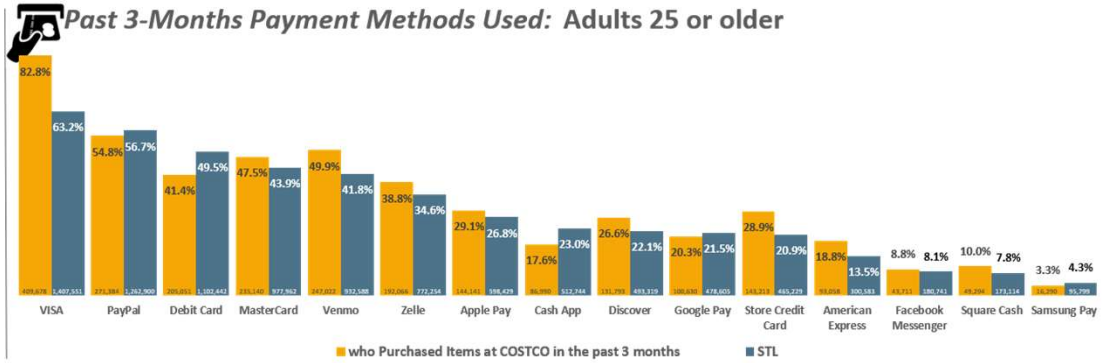
Financial Services Has and/or Uses: Adults 25 or older



Professional Services Used:* Adults 25 or older



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



STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 927

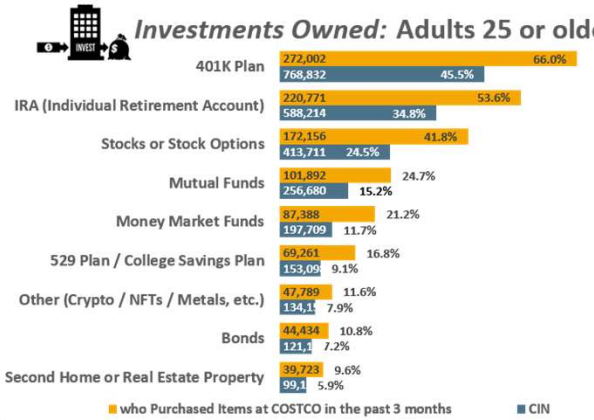
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Major stores bought past 3 months: Costco

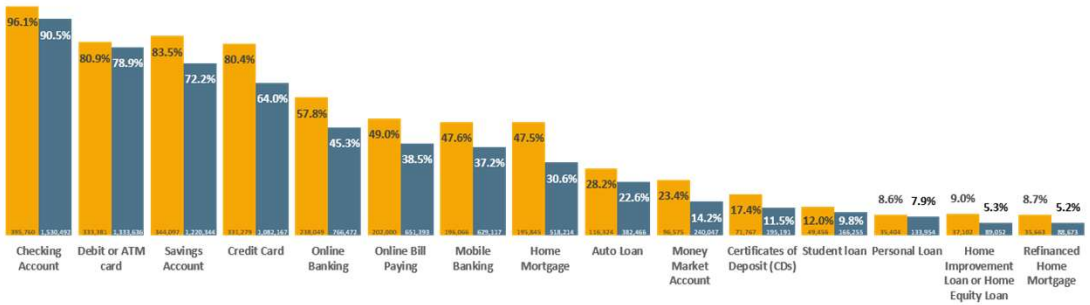


24.4% or 411,990 of CIN DMA Adults 25 or older Purchased Items at COSTCO in the past 3 months. Adults 25 or older who Purchased Items at COSTCO in the past 3 months are 45.2% more likely to have a 401K, 24.8% more likely to have an Auto Loan, 58.6% more likely to Invest/Trade Stocks Online, 13.2% less likely to pay with their Debit Card.

Investments Owned: Adults 25 or older



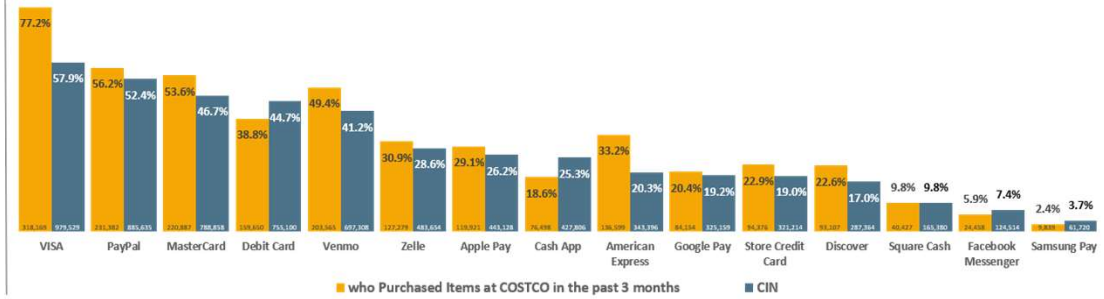
Financial Services Has and/or Uses: Adults 25 or older



Professional Services Used:* Adults 25 or older



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



CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 929

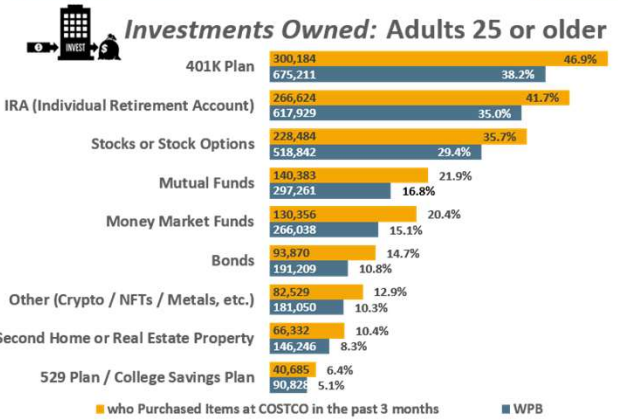
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Major stores bought past 3 months: Costco

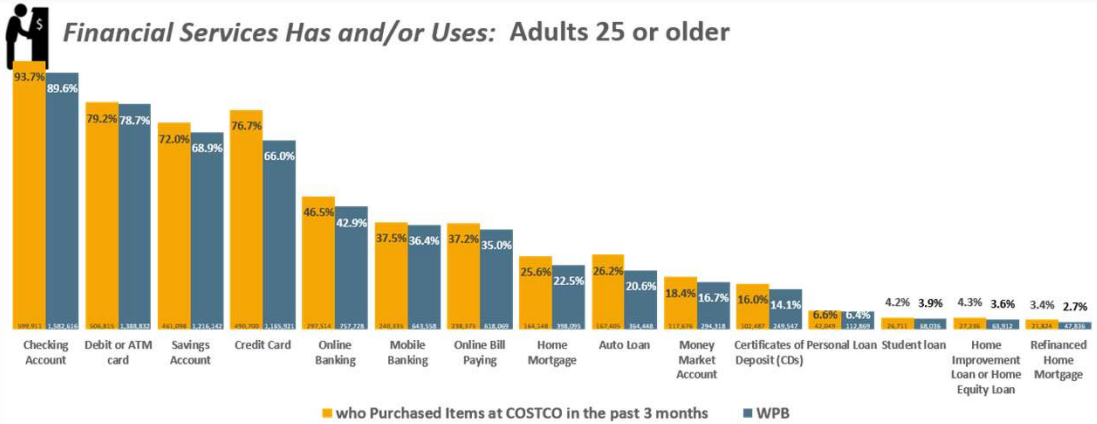


36.3% or 640,139 of WPB DMA Adults 25 or older Purchased Items at COSTCO in the past 3 months. Adults 25 or older who Purchased Items at COSTCO in the past 3 months are 22.6% more likely to have a 401K, 26.7% more likely to have an Auto Loan, 7.5% more likely to Invest/Trade Stocks Online, 10.3% less likely to pay with their Debit Card.

Investments Owned: Adults 25 or older



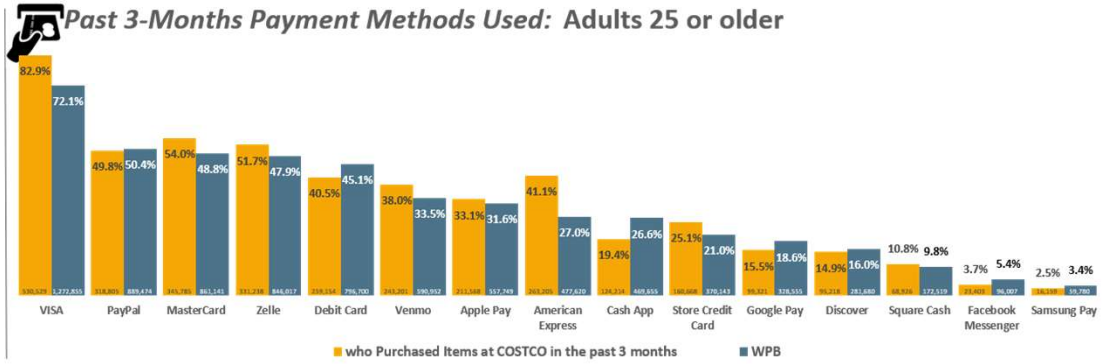
Financial Services Has and/or Uses: Adults 25 or older



Professional Services Used:* Adults 25 or older



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



WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,490

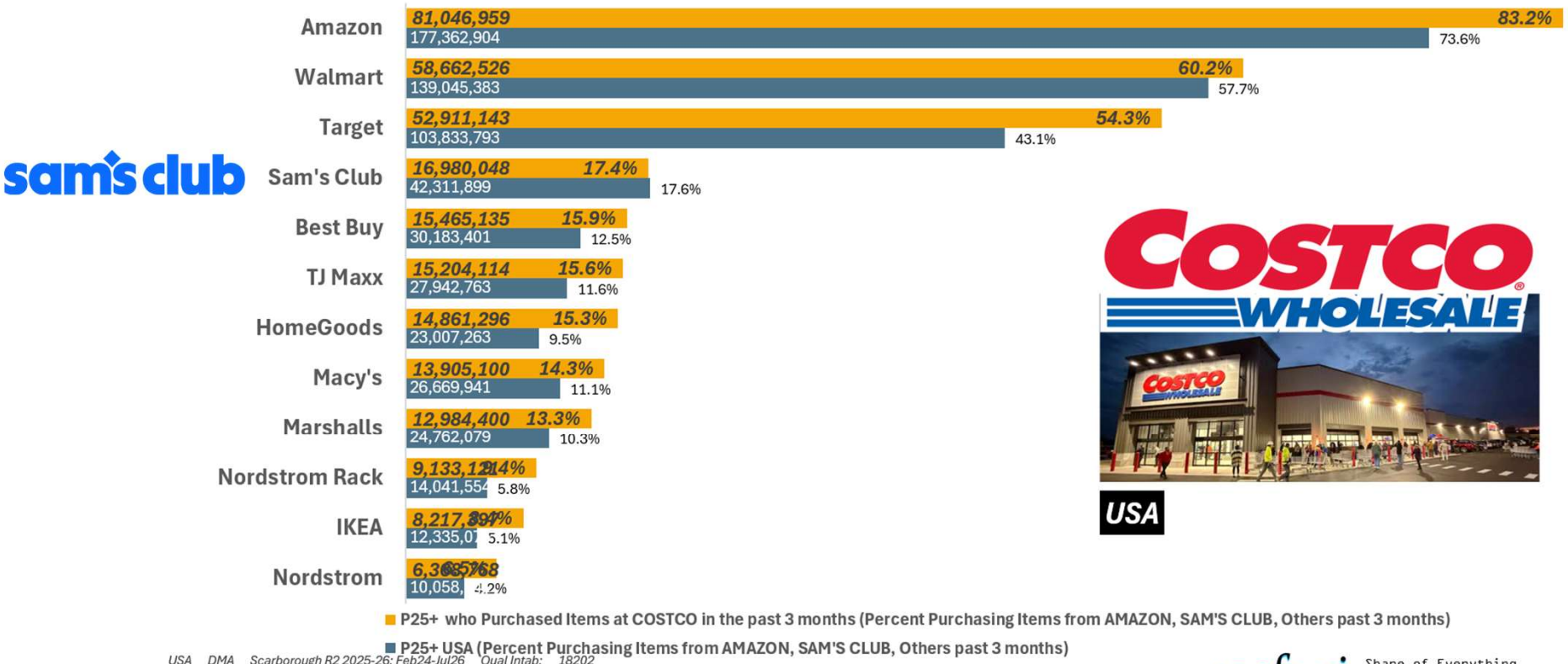
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Major stores bought past 3 months: Costco



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

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



USA

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

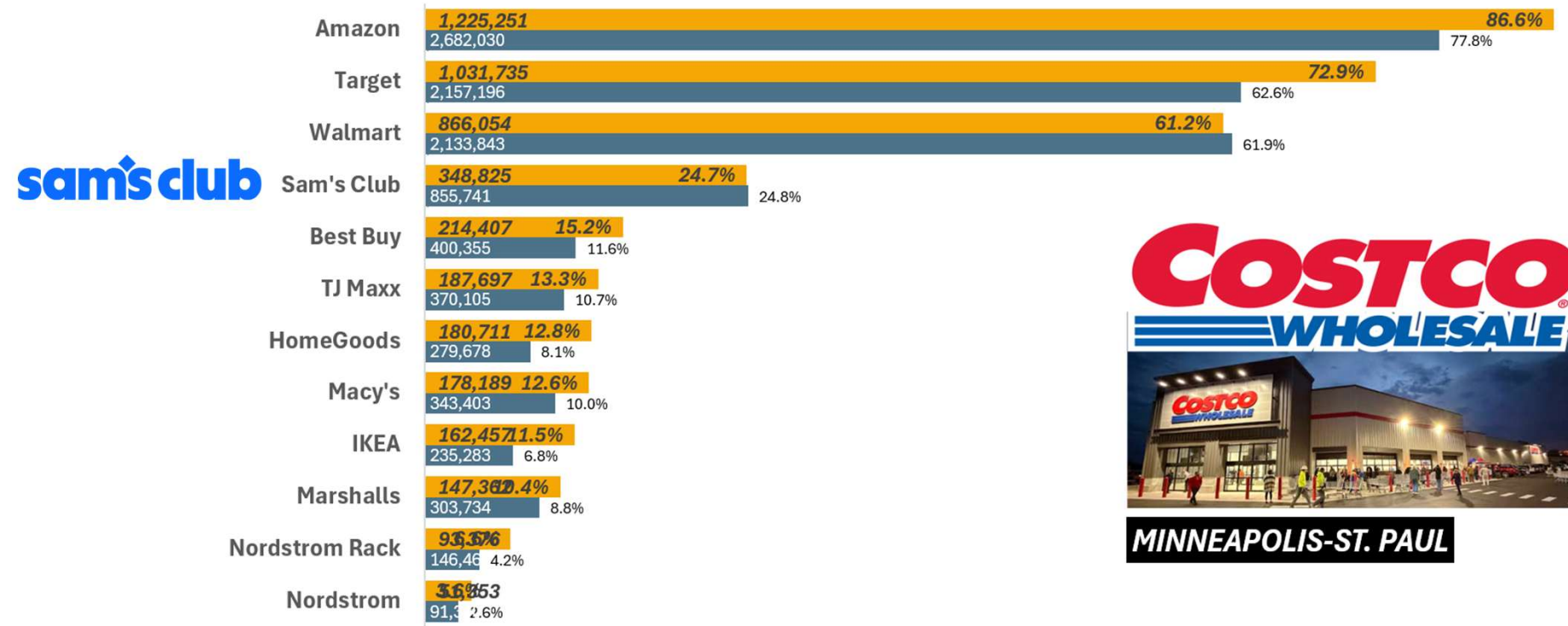
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"Other Major Stores Bought at in the past 3 months"

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



MINNEAPOLIS-ST. PAUL

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

P25+ MINNEAPOLIS-ST. PAUL (Percent Purchasing Items from AMAZON, SAM'S CLUB, Others past 3 months)

MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2026: Aug25-Jul26 / Scarborough R2 2025: Aug24-Jul25 Qual Intab: 1443

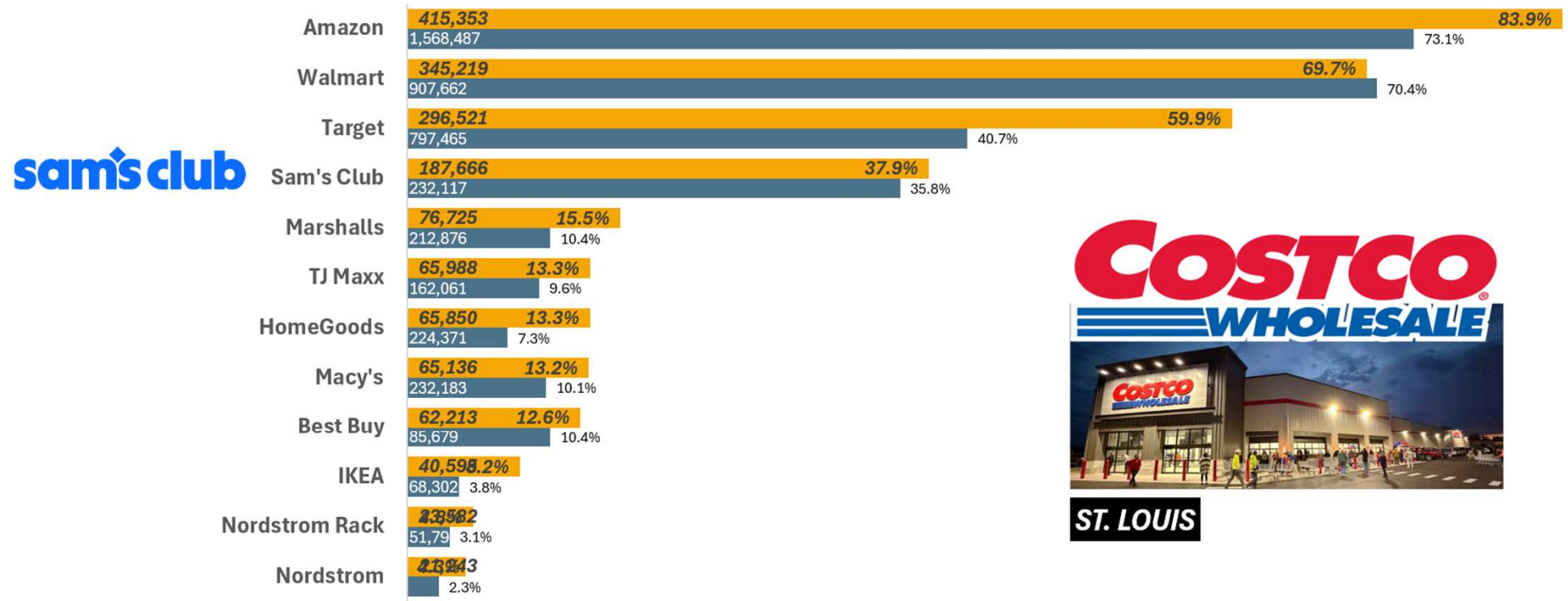
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"Other Major Stores Bought at in the past 3 months"

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



ST. LOUIS

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

P25+ ST. LOUIS (Percent Purchasing Items from AMAZON, SAM'S CLUB, Others past 3 months)

ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 / Scarborough R1 2025: Feb24-Feb25 Qual Intab: 927

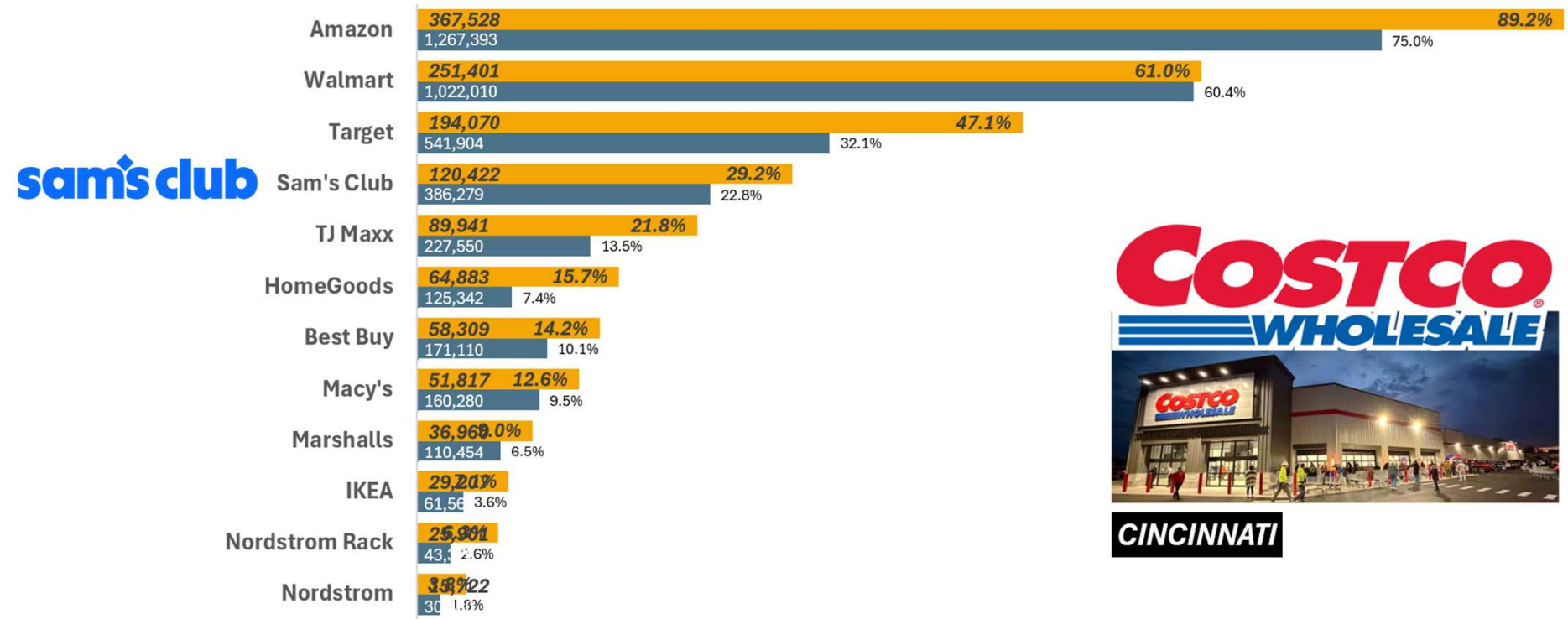
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"Other Major Stores Bought at in the past 3 months"

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



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

P25+ CINCINNATI (Percent Purchasing Items from AMAZON, SAM'S CLUB, Others past 3 months)

CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 / Scarborough R1 2025: Feb24-Feb25 Qual Intab: 929

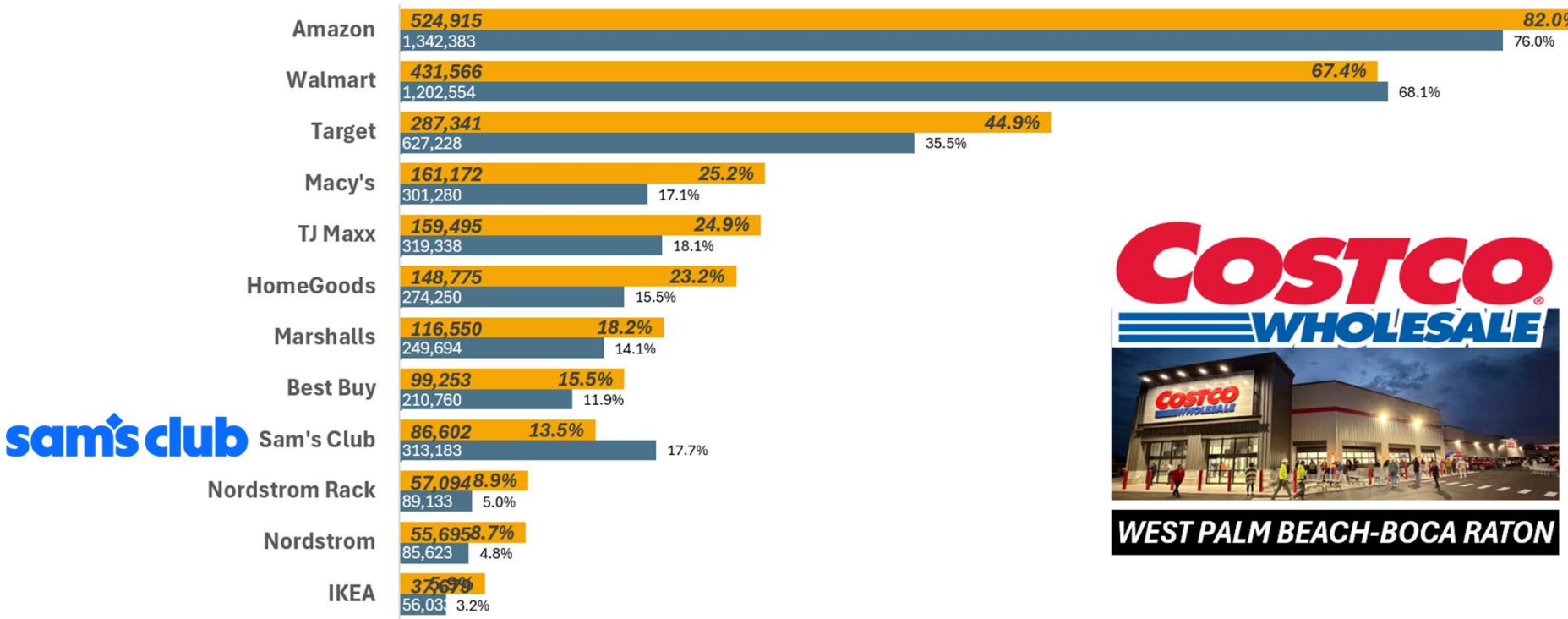
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"Other Major Stores Bought at in the past 3 months"

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



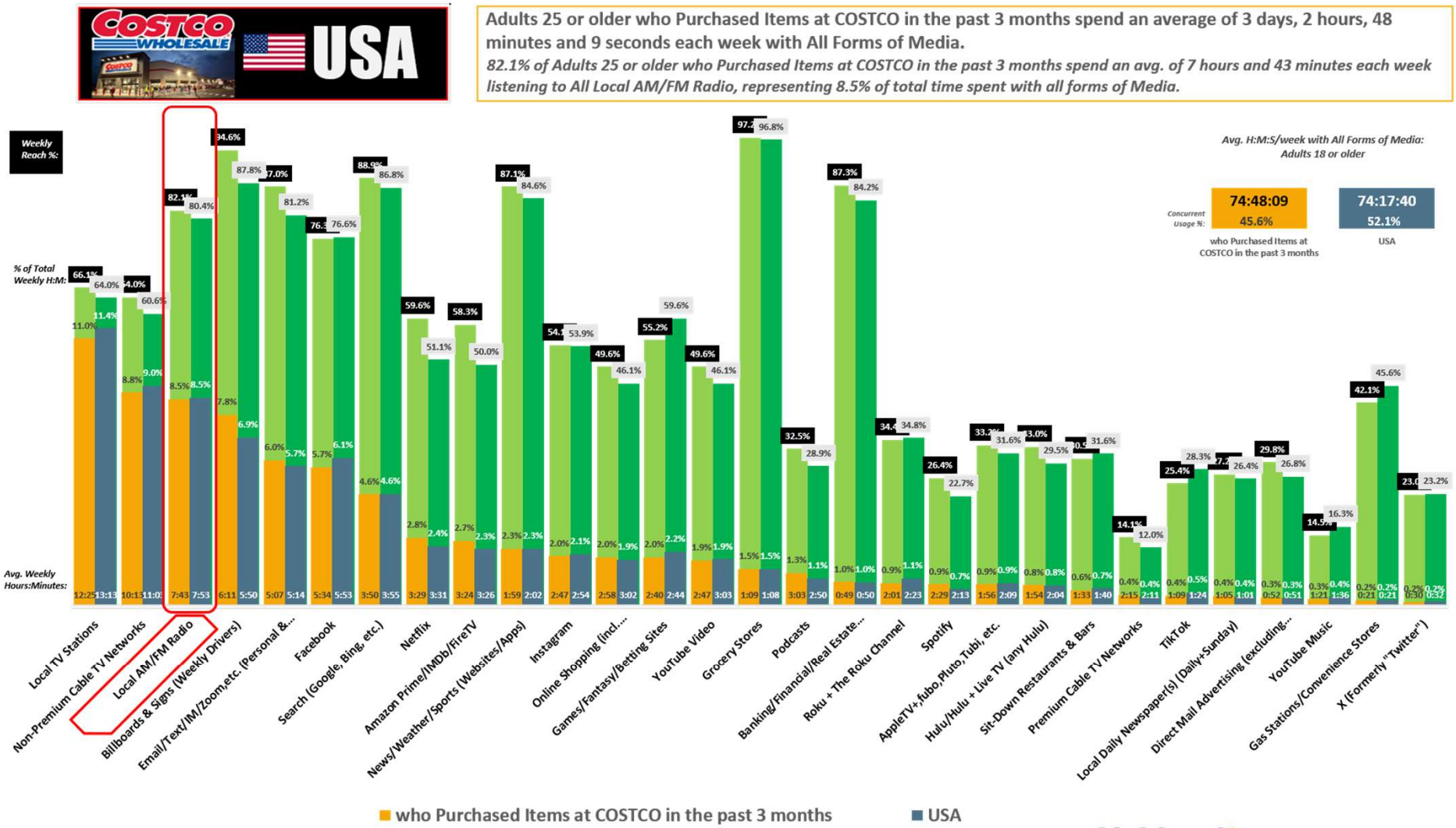
P25+ who Purchased Items at COSTCO in the past 3 months (Percent Purchasing Items from AMAZON, SAM'S CLUB, Others past 3 months)

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

WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2026: Aug25-Jul26 / Scarborough R2 2025: Aug24-Jun25 Qual Intab: 1490

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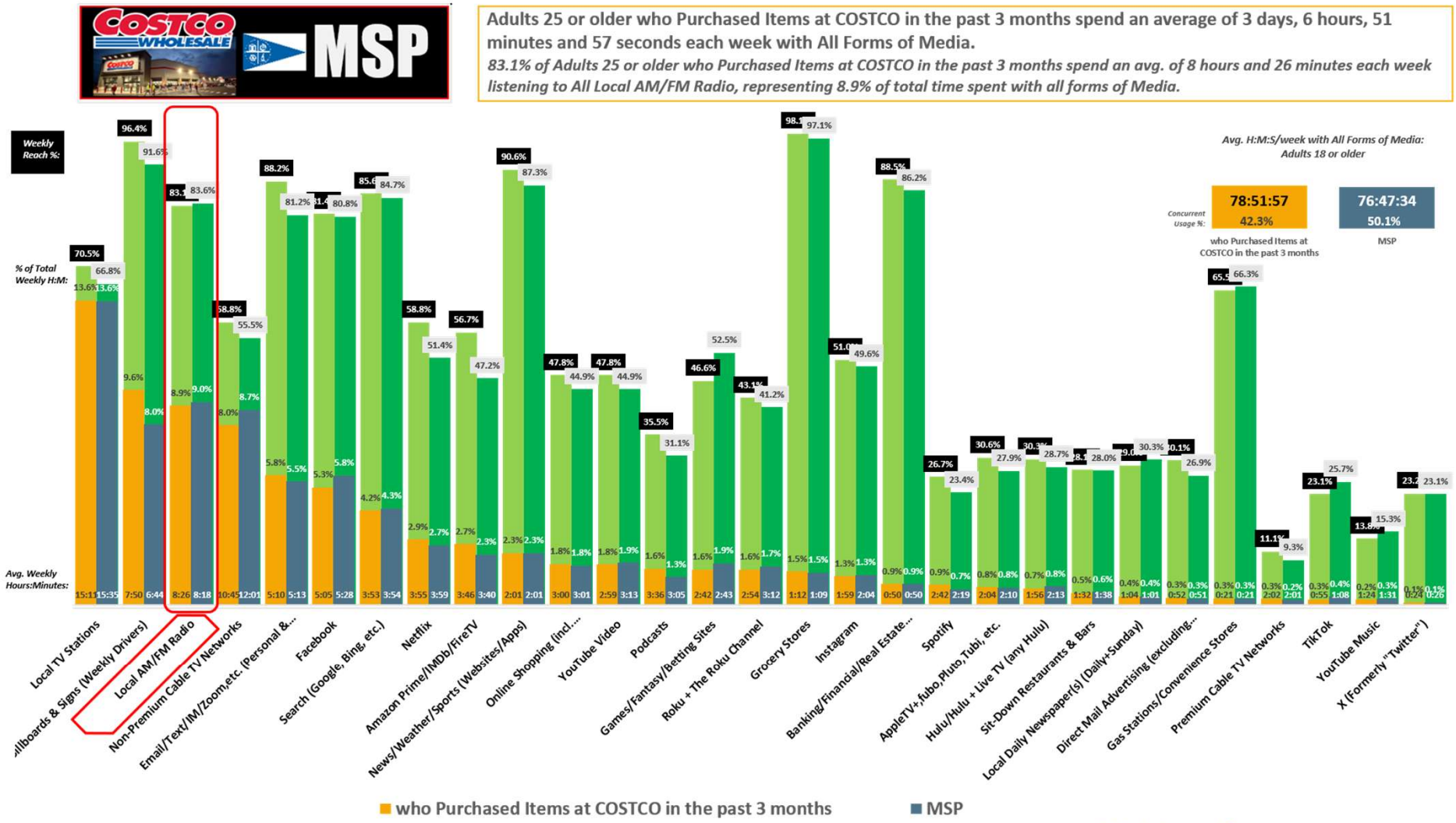


Scarborough R2 2025-26: Feb24-Jul26 USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 45,070
USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 18,202

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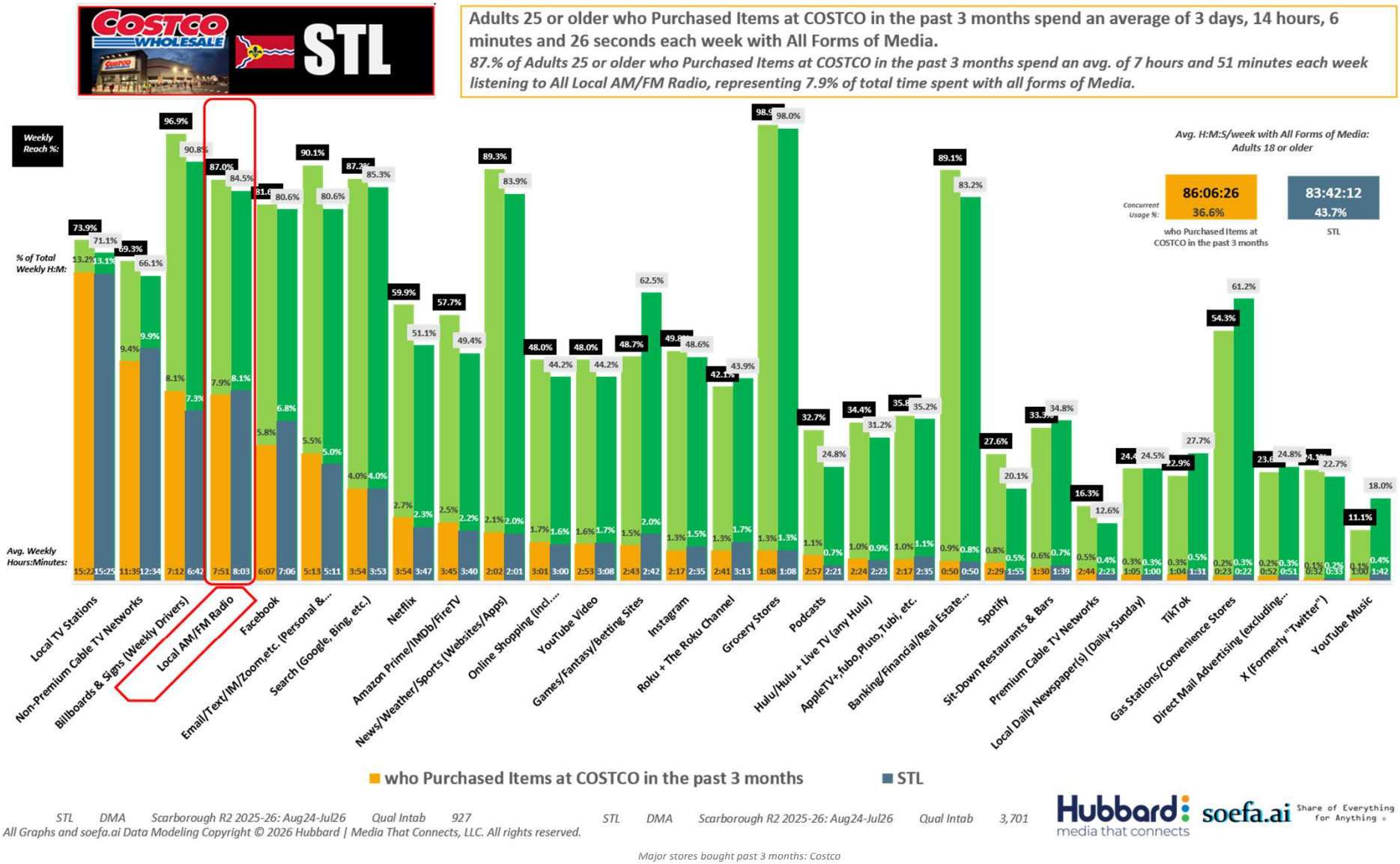
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Major stores bought past 3 months: Costco



MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,443 MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 3,647
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Major stores bought past 3 months: Costco

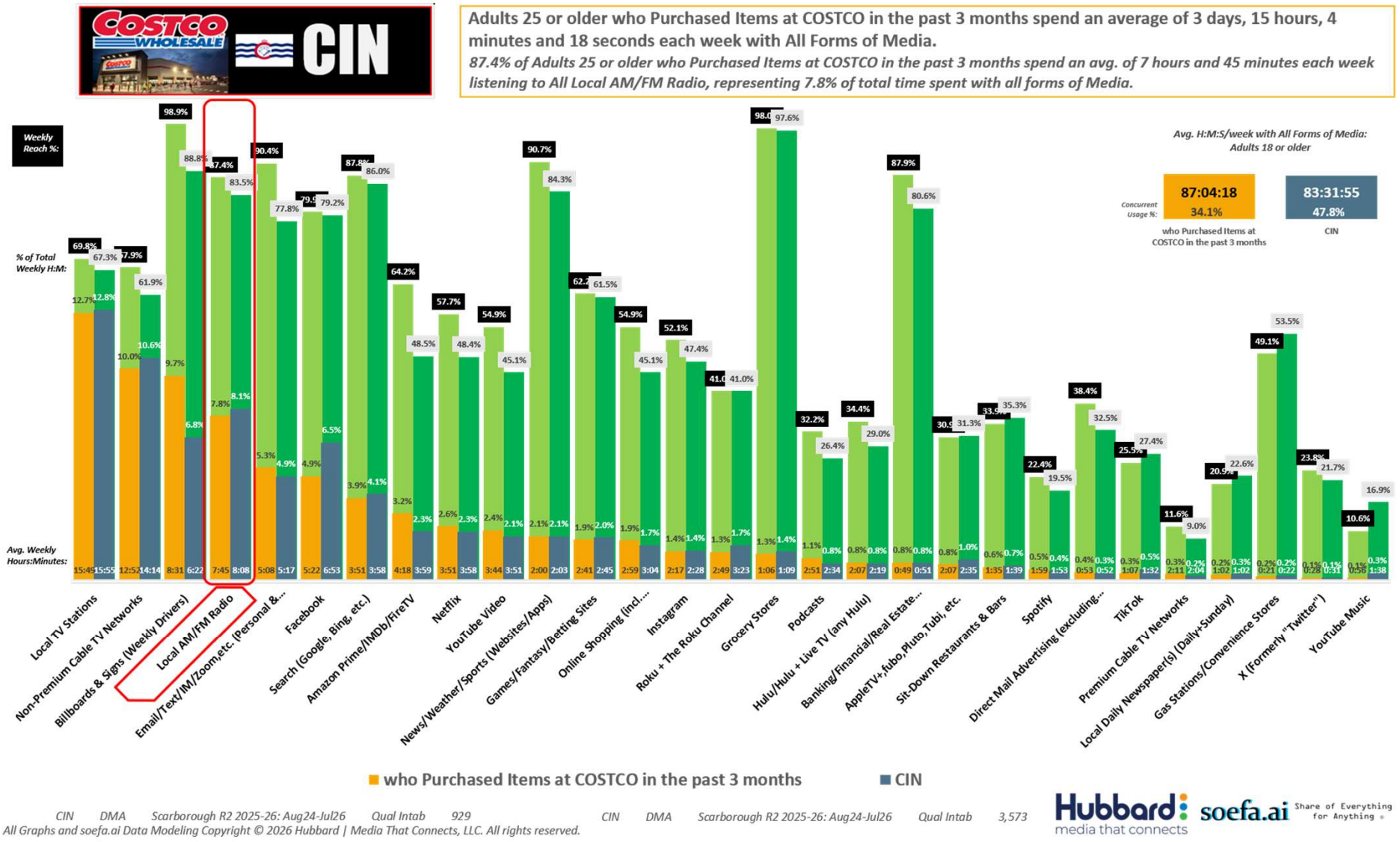


STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 927 STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 3,701

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Major stores bought past 3 months: Costco

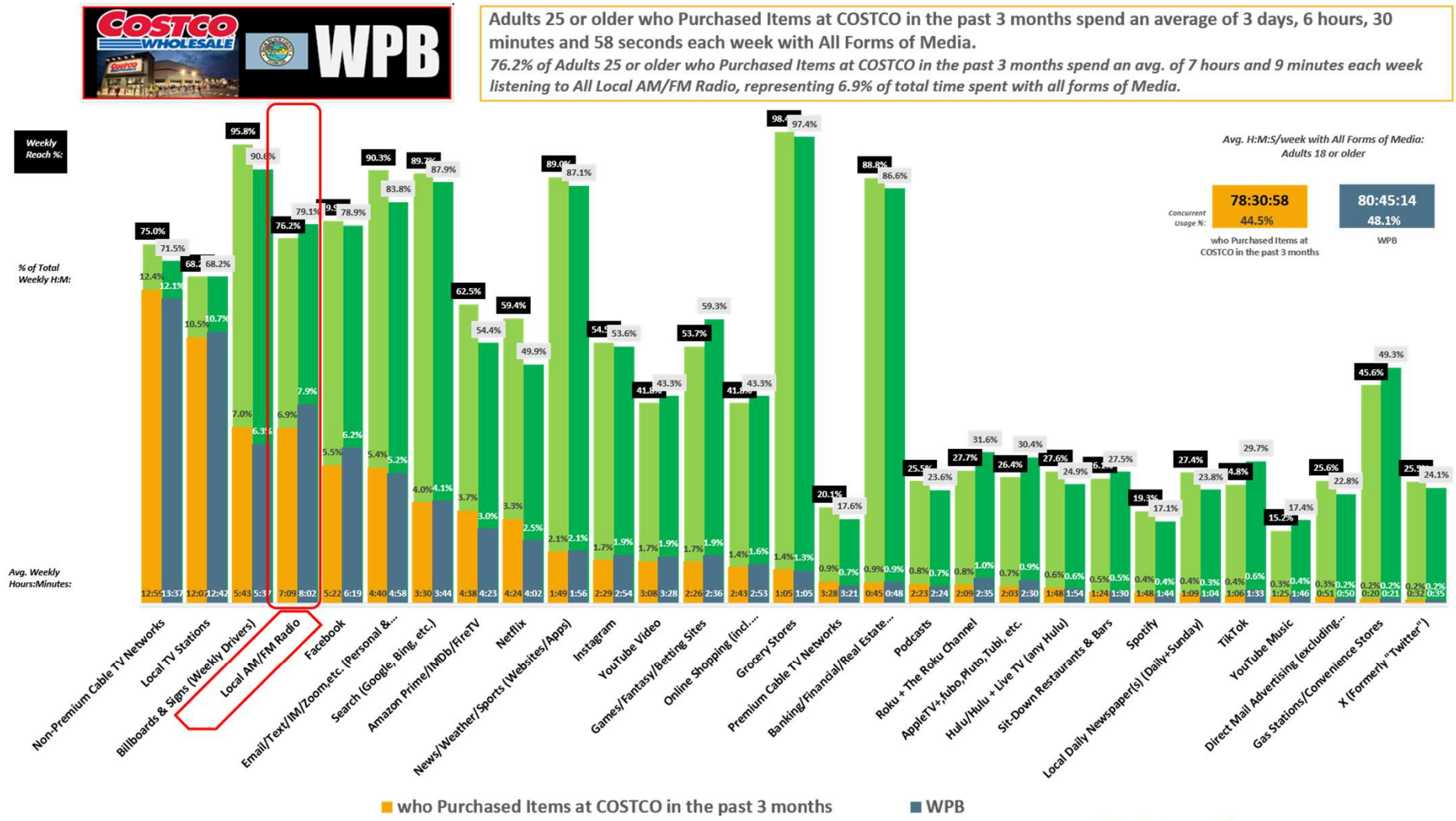


CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 929 CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 3,573

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Major stores bought past 3 months: Costco

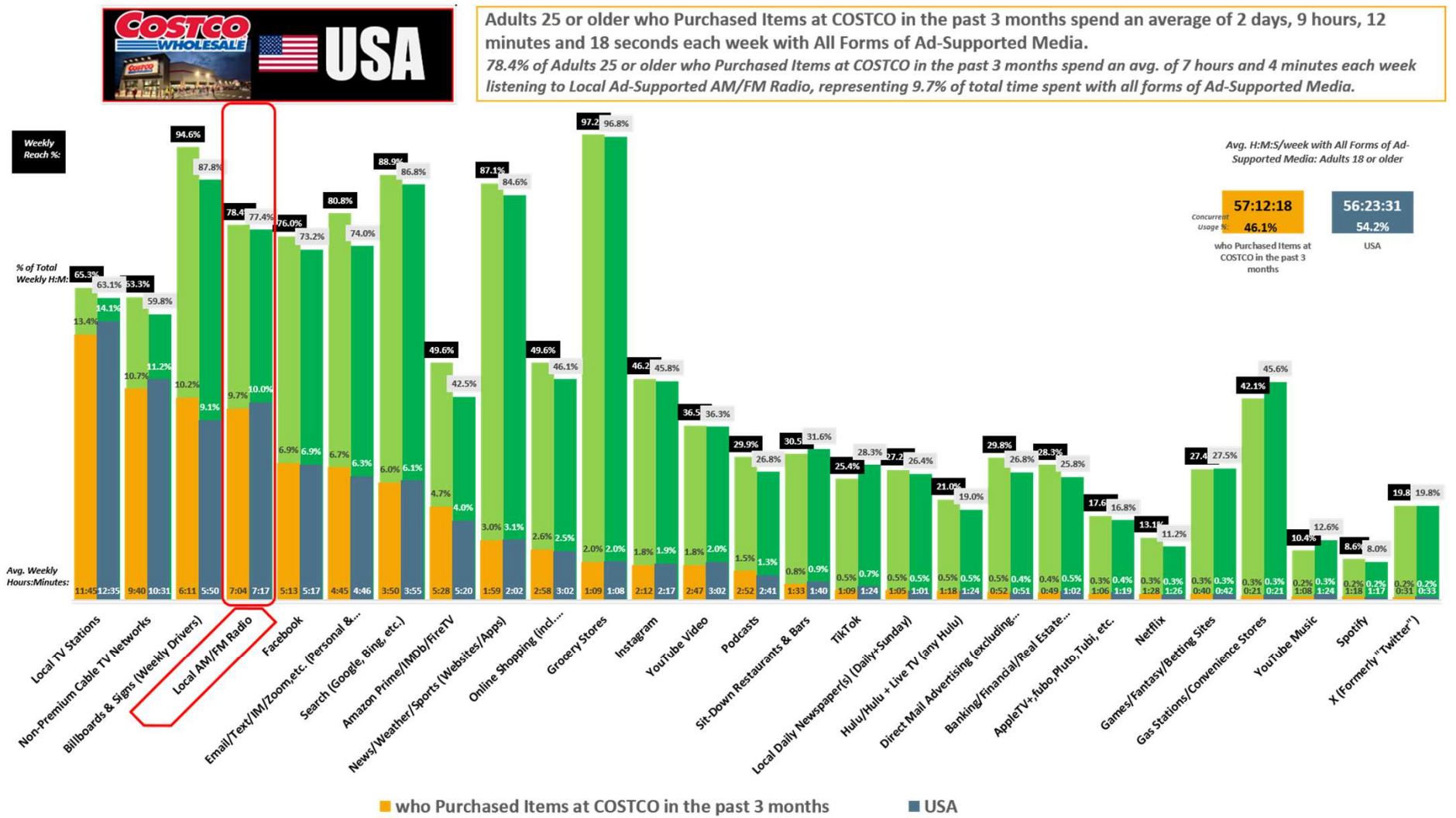


WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,490 WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,823

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Major stores bought past 3 months: Costco

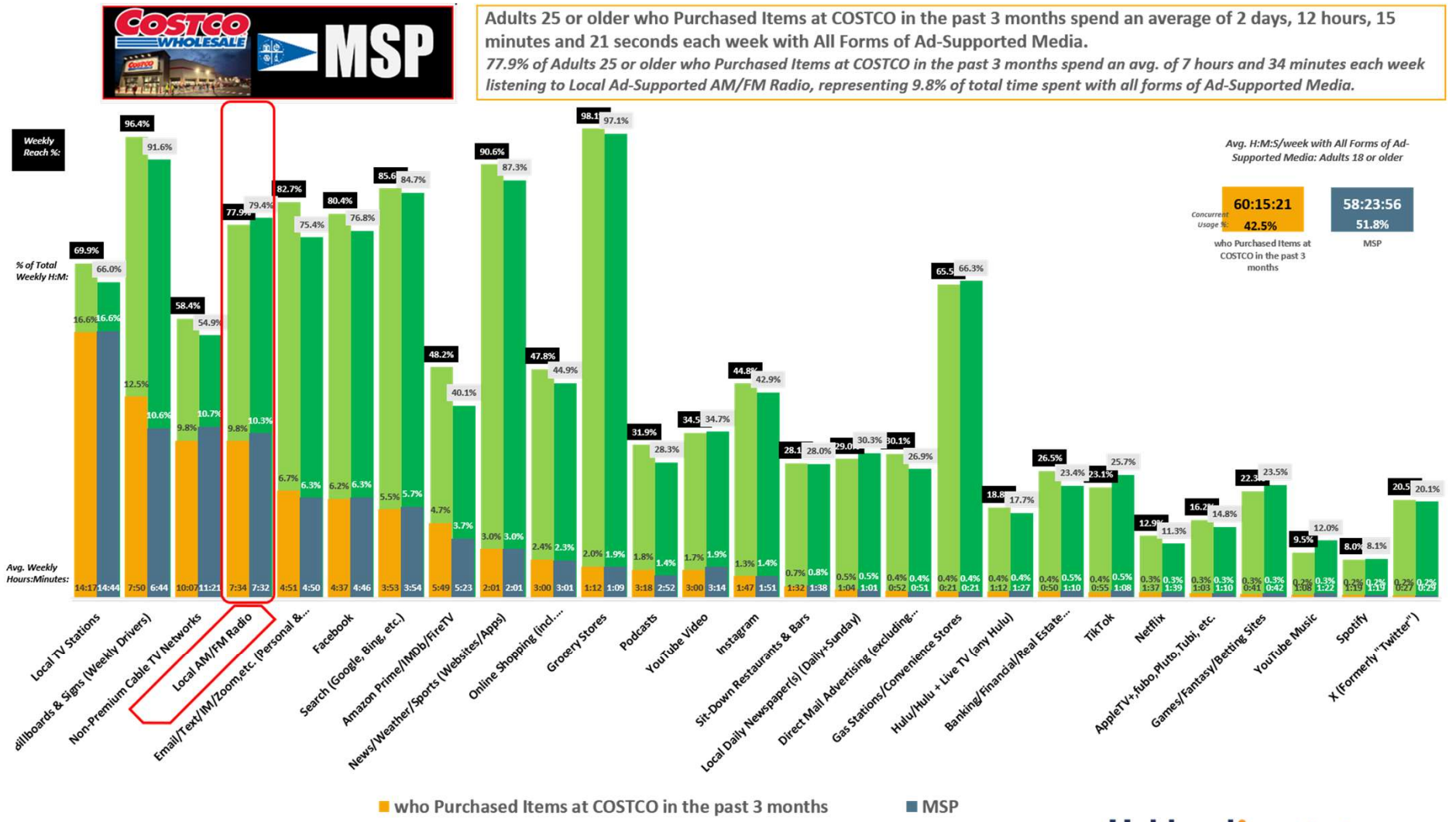


Scarborough R2 2025-26: Feb24-Jul26 USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 45,070
USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 18,202

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Major stores bought past 3 months: Costco



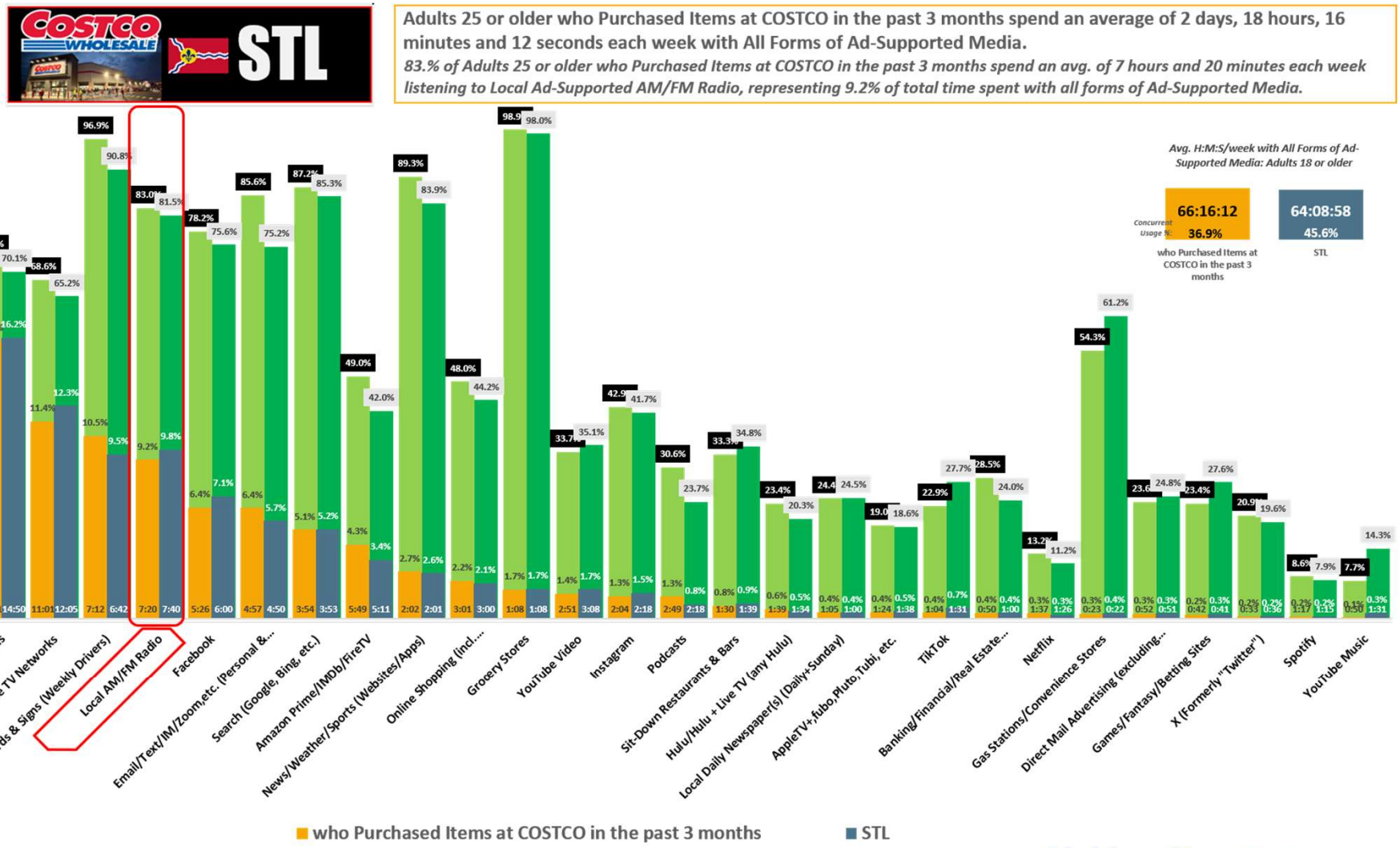
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MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 3,647

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Major stores bought past 3 months: Costco



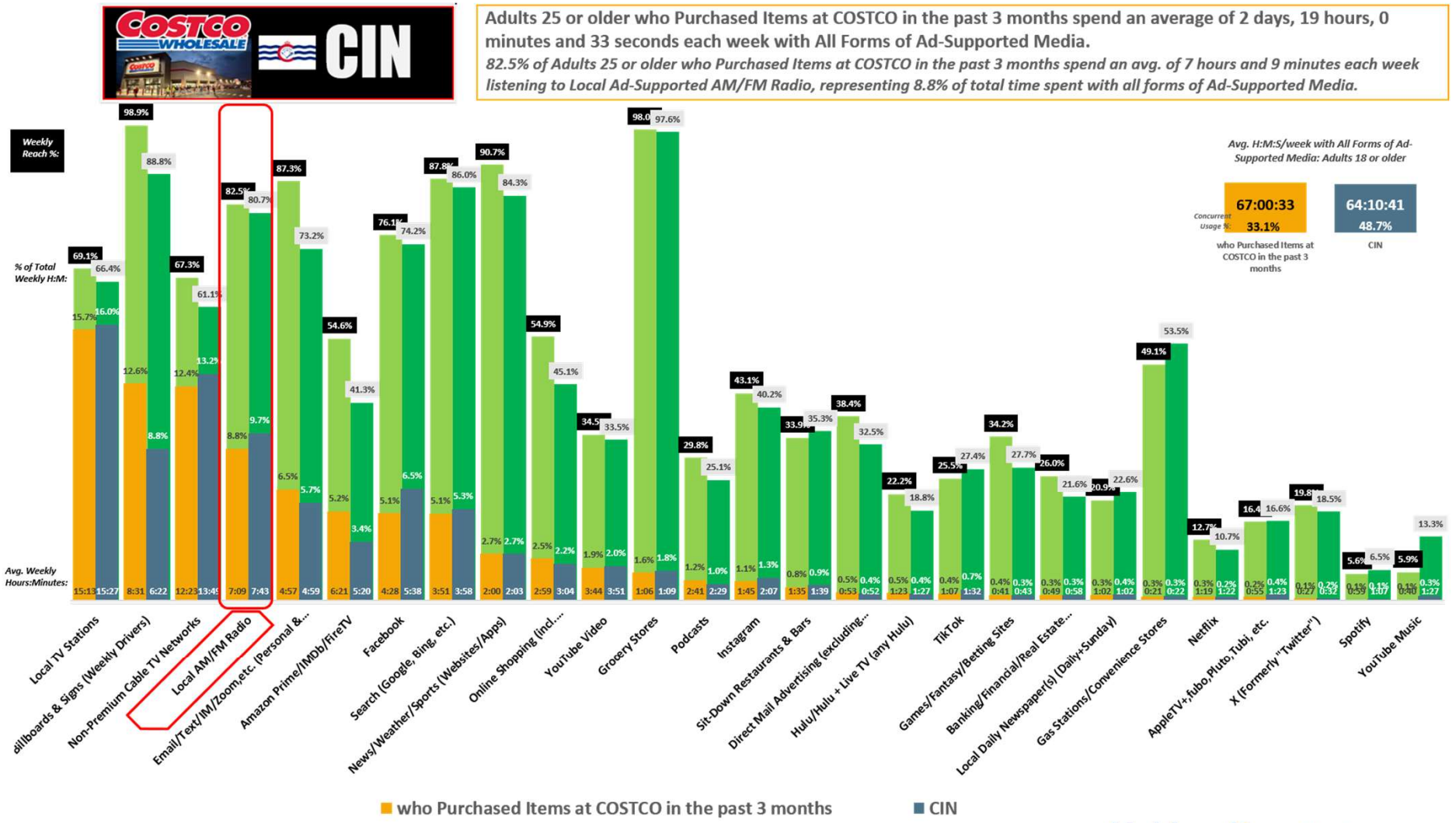
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STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 3,701

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Major stores bought past 3 months: Costco

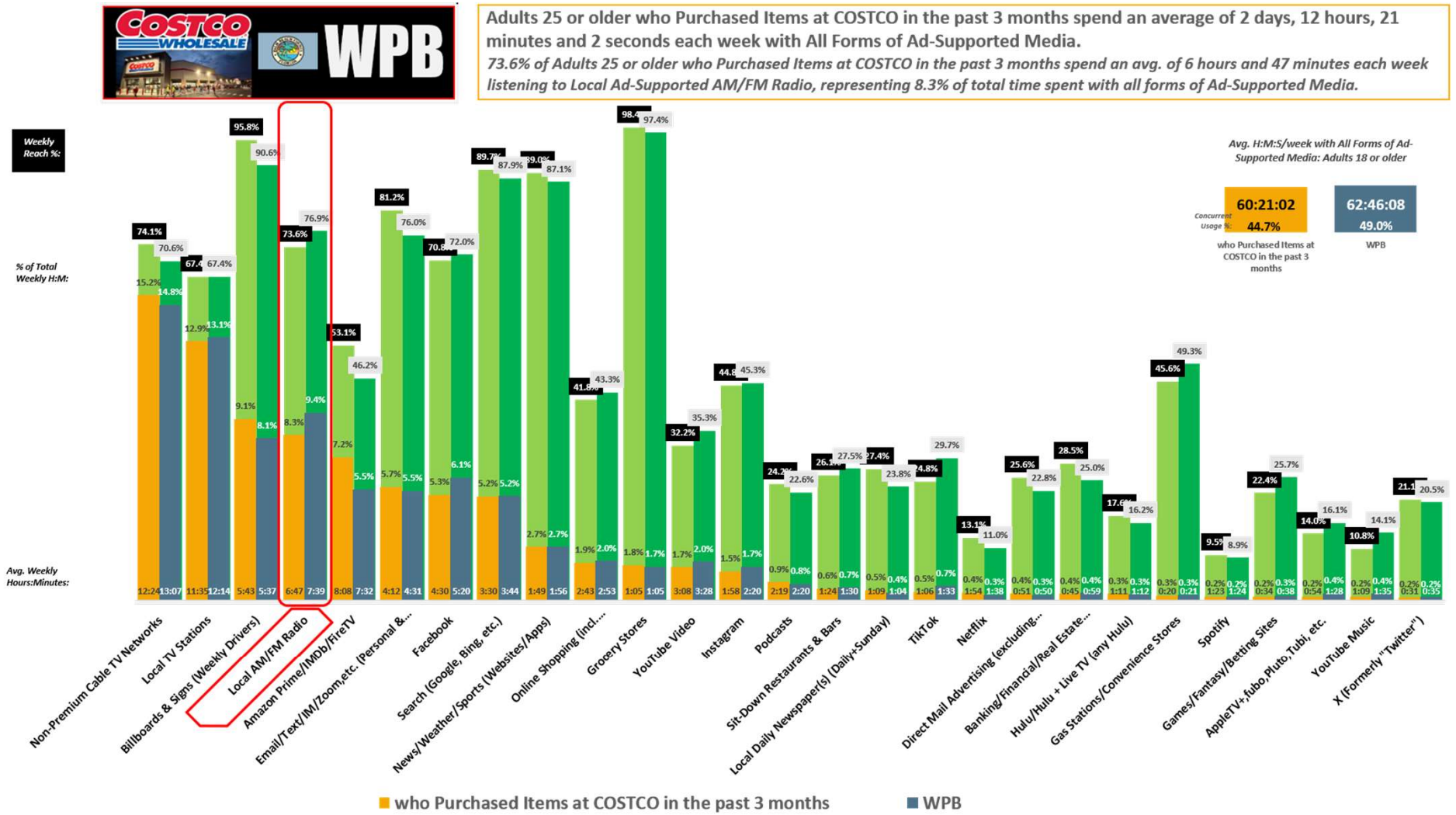


CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 929 CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 3,573

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Major stores bought past 3 months: Costco



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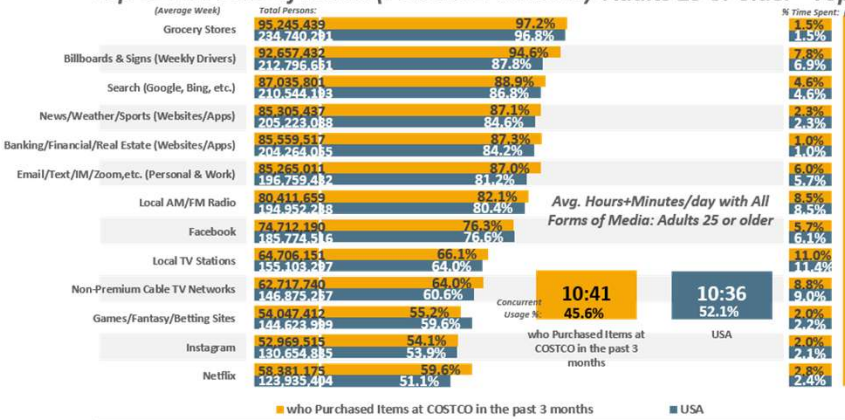
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Major stores bought past 3 months: Costco

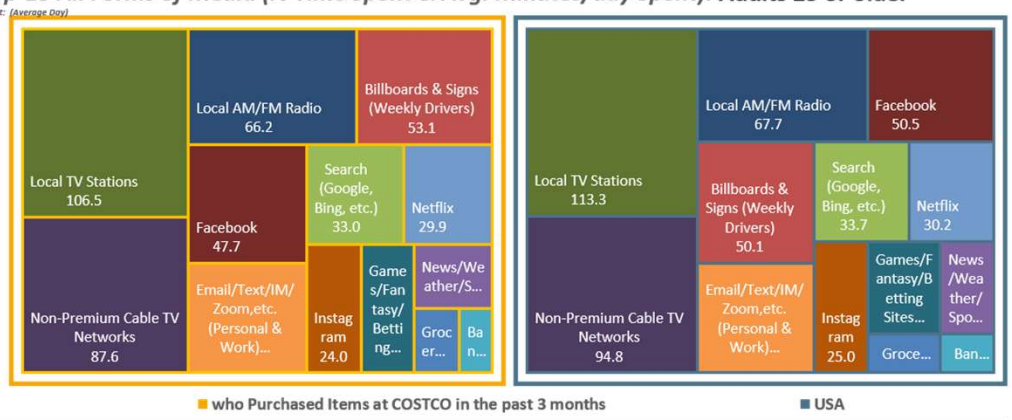


Adults 25 or older who Purchased Items at COSTCO in the past 3 months spend an average of 8 hours and 10 minutes each day with All Forms of Ad-Supported Media. 78.4% listen to Local AM/FM Radio for an avg. of 60.7 minutes/day. *(Local Radio delivers 9.7% of Time with Ad-Supported Media.)*

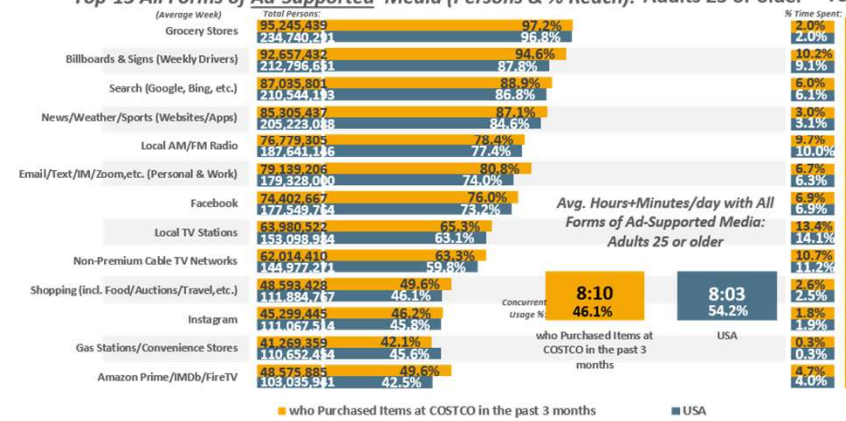
Top-13 All Forms of Media (Persons & % Reach): Adults 25 or older



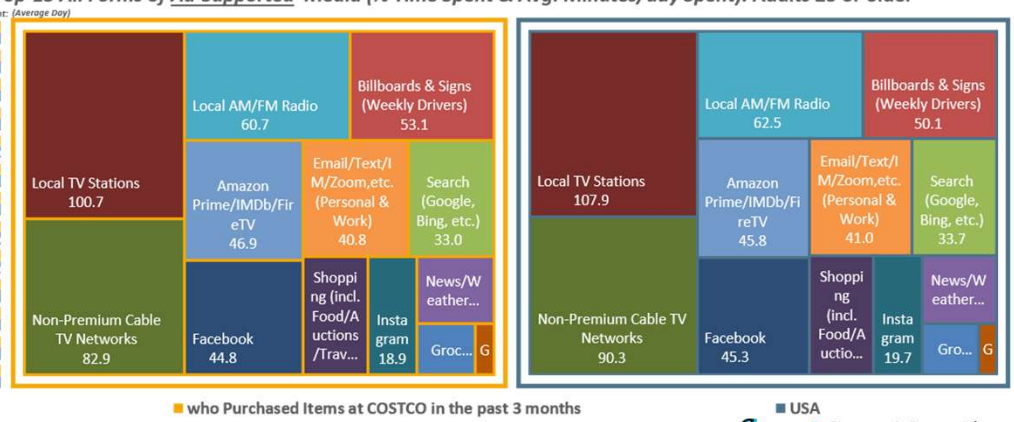
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



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

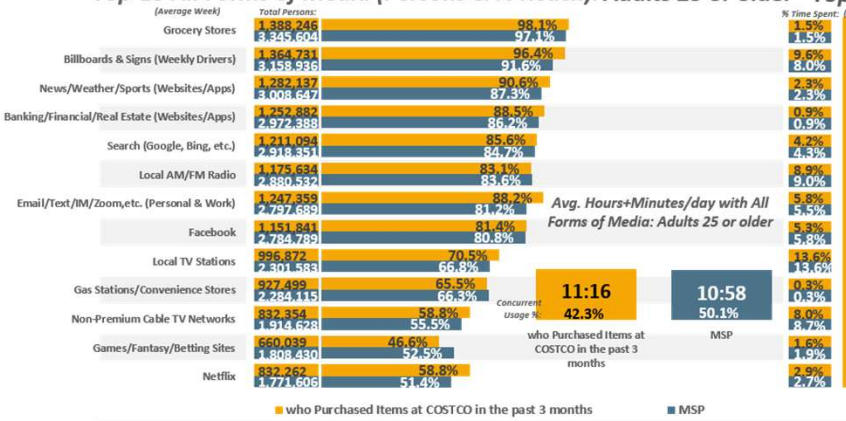
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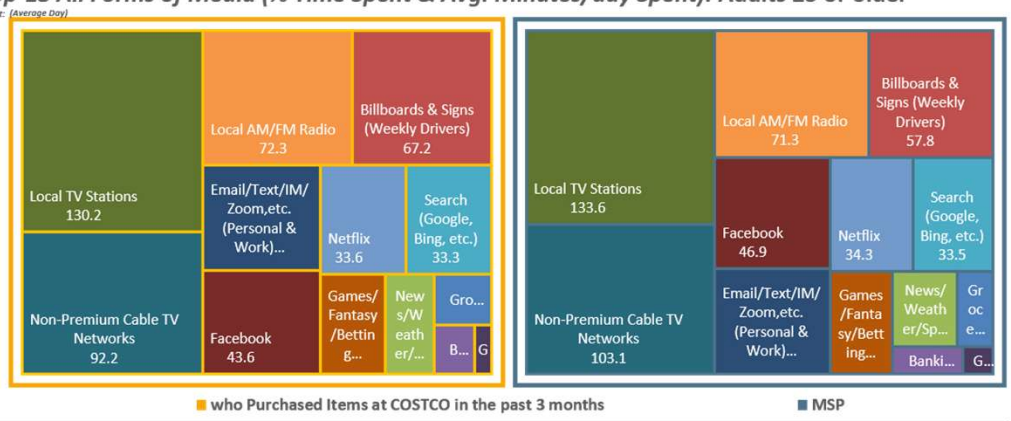
Major stores bought past 3 months: Costco

Adults 25 or older who Purchased Items at COSTCO in the past 3 months spend an average of 8 hours and 36 minutes each day with All Forms of Ad-Supported Media. 77.9% listen to Local AM/FM Radio for an avg. of 64.9 minutes/day. *(Local Radio delivers 9.8% of Time with Ad-Supported Media.)*

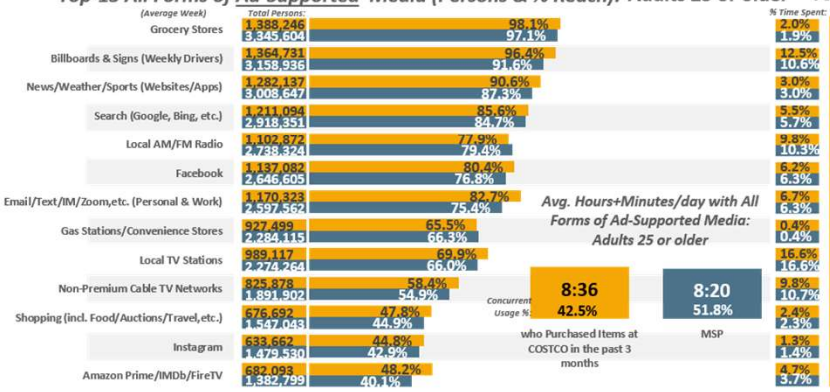
Top-13 All Forms of Media (Persons & % Reach): Adults 25 or older



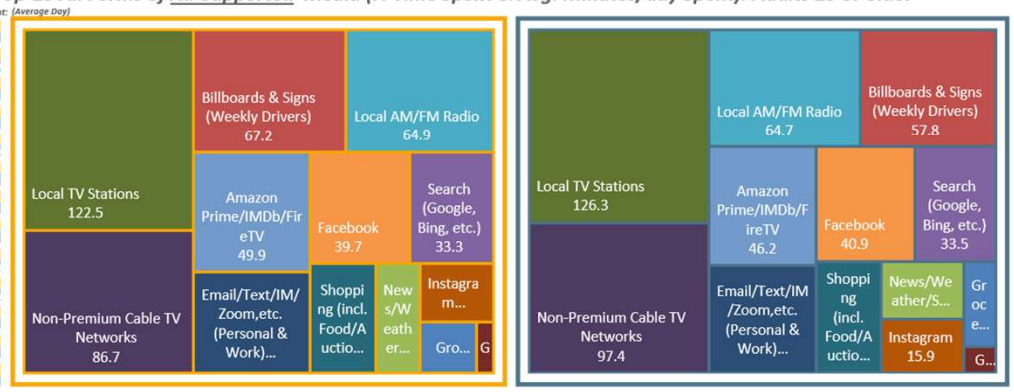
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,443

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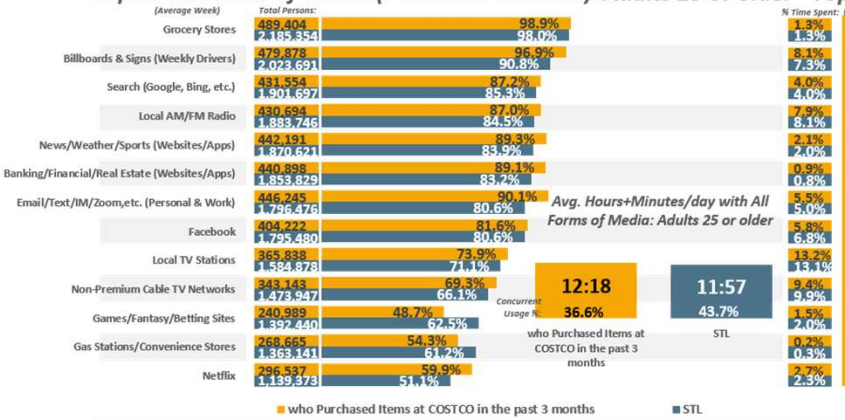
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Major stores bought past 3 months: Costco

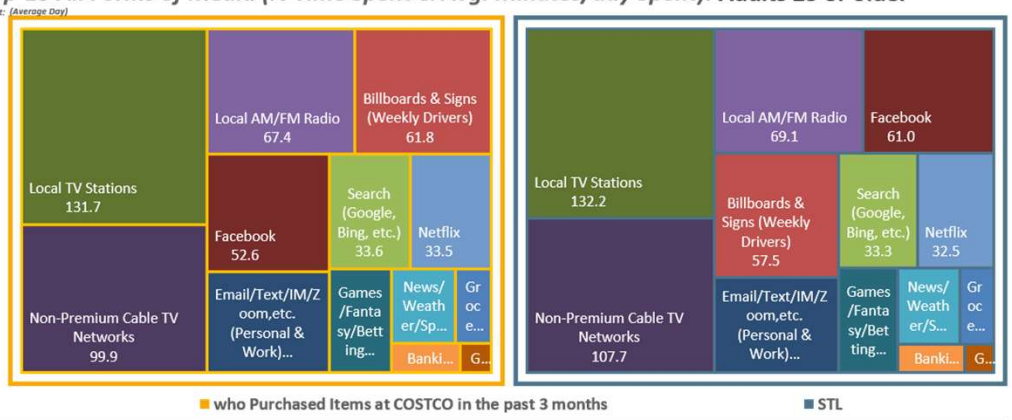


Adults 25 or older who Purchased Items at COSTCO in the past 3 months spend an average of 9 hours and 28 minutes each day with All Forms of Ad-Supported Media. 83.% listen to Local AM/FM Radio for an avg. of 62.9 minutes/day. *(Local Radio delivers 9.2% of Time with Ad-Supported Media.)*

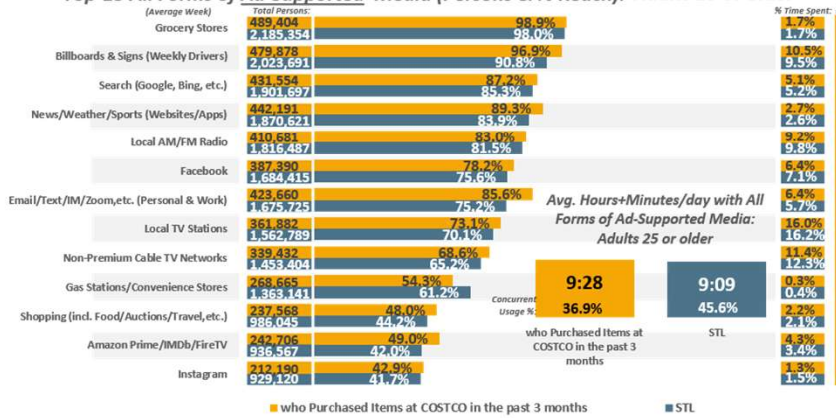
Top-13 All Forms of Media (Persons & % Reach): Adults 25 or older



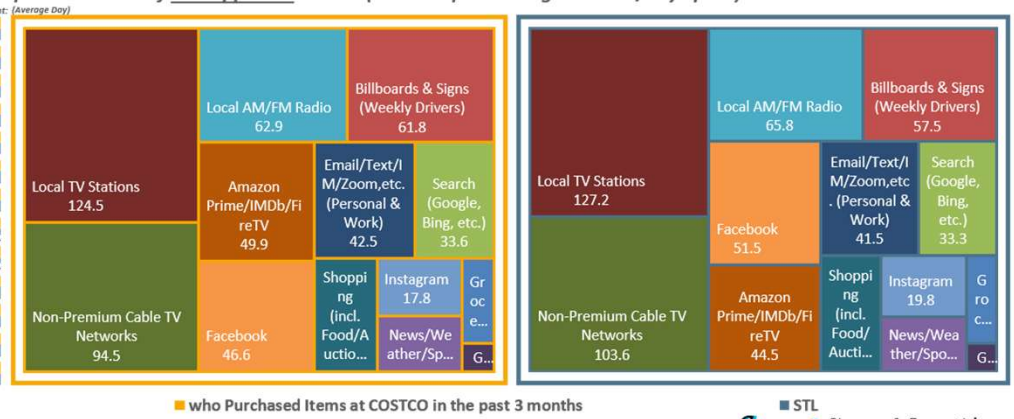
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 927

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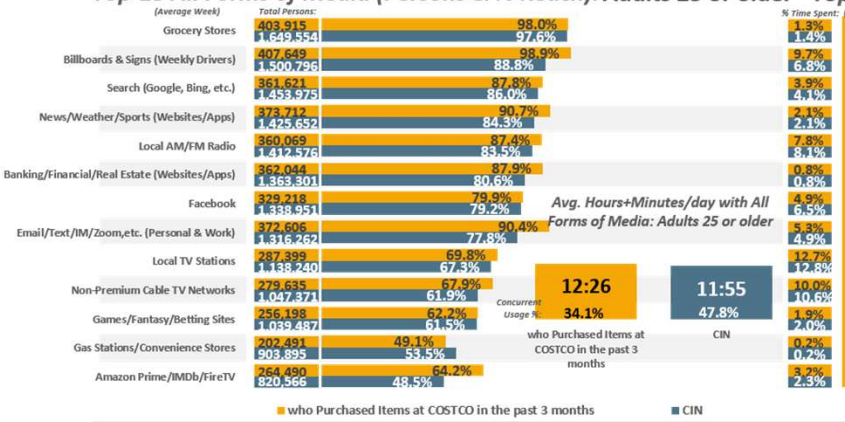
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Major stores bought past 3 months: Costco

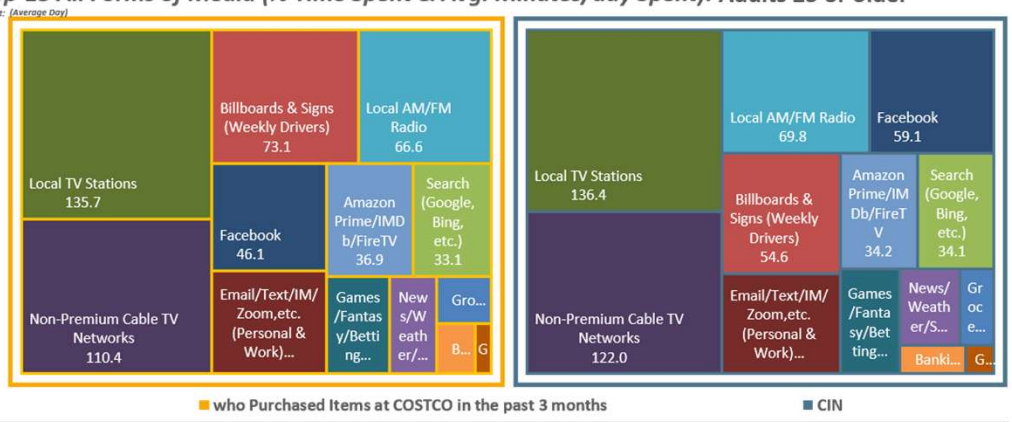


Adults 25 or older who Purchased Items at COSTCO in the past 3 months spend an average of 9 hours and 34 minutes each day with All Forms of Ad-Supported Media. 82.5% listen to Local AM/FM Radio for an avg. of 61.3 minutes/day. *(Local Radio delivers 8.8% of Time with Ad-Supported Media.)*

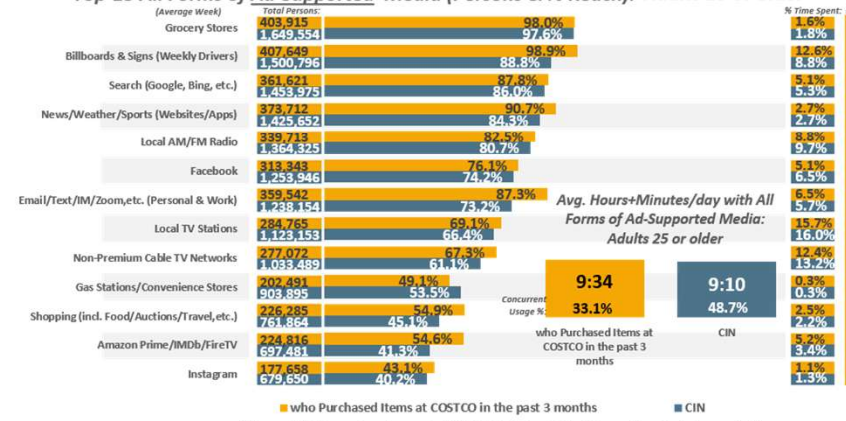
Top-13 All Forms of Media (Persons & % Reach): Adults 25 or older



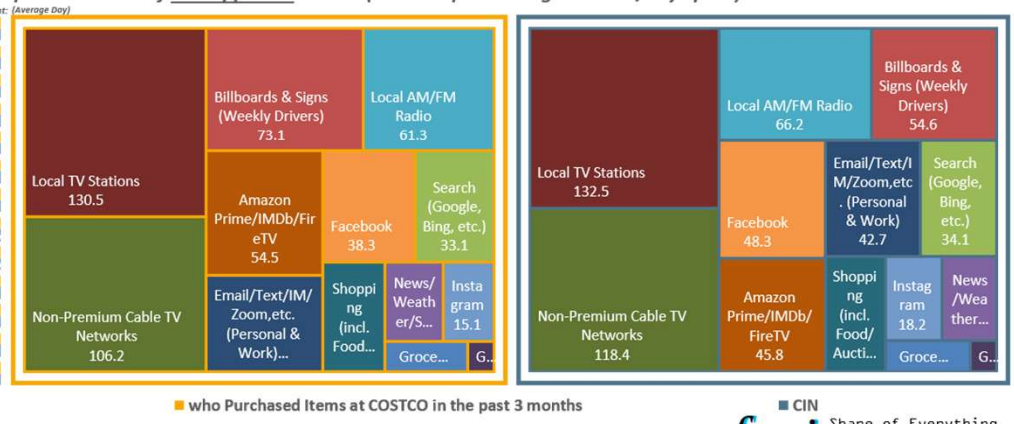
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 929

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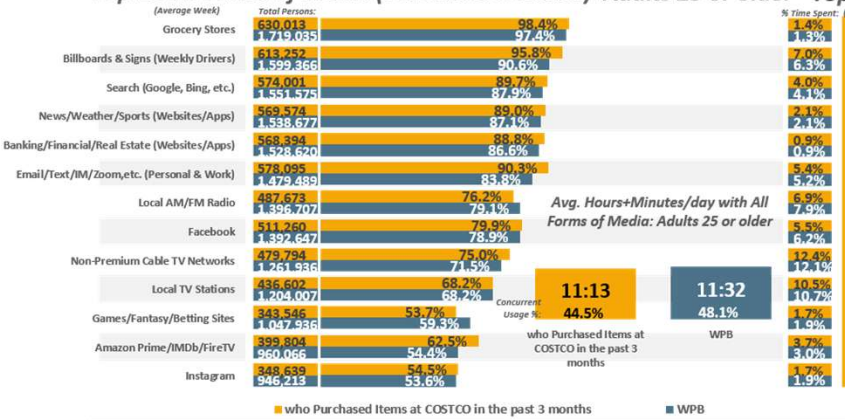
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Major stores bought past 3 months: Costco

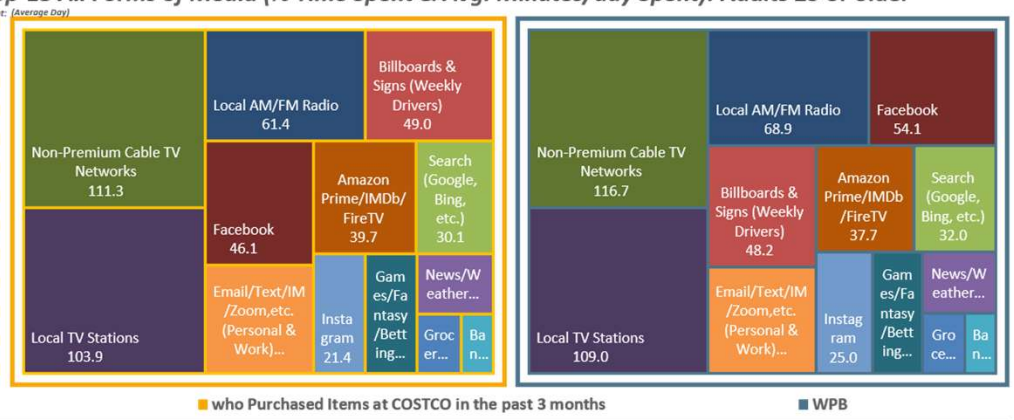


Adults 25 or older who Purchased Items at COSTCO in the past 3 months spend an average of 8 hours and 37 minutes each day with All Forms of Ad-Supported Media. 73.6% listen to Local AM/FM Radio for an avg. of 58.1 minutes/day. *(Local Radio delivers 8.3% of Time with Ad-Supported Media.)*

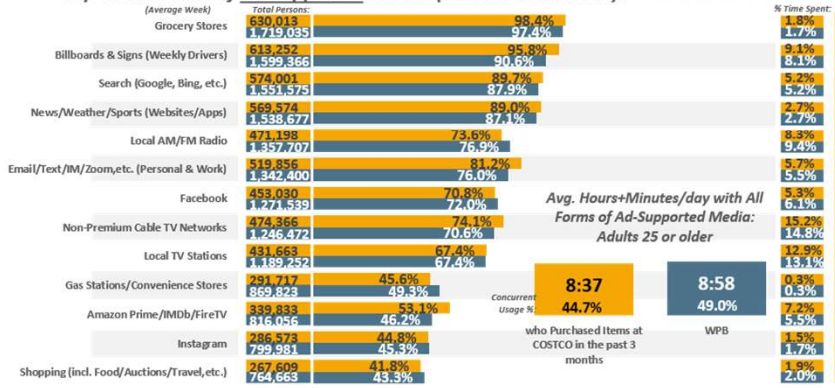
Top-13 All Forms of Media (Persons & % Reach): Adults 25 or older



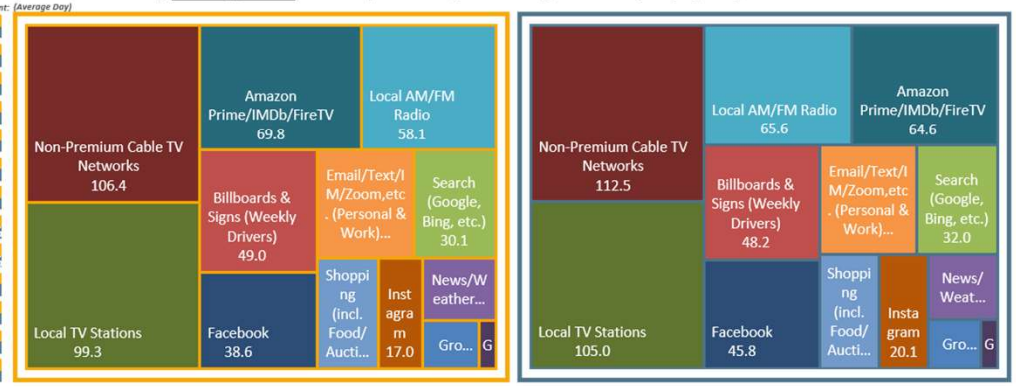
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,490

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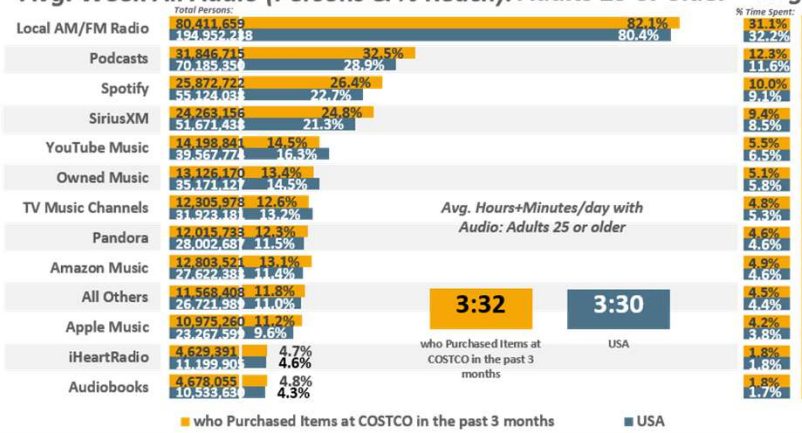
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Major stores bought past 3 months: Costco

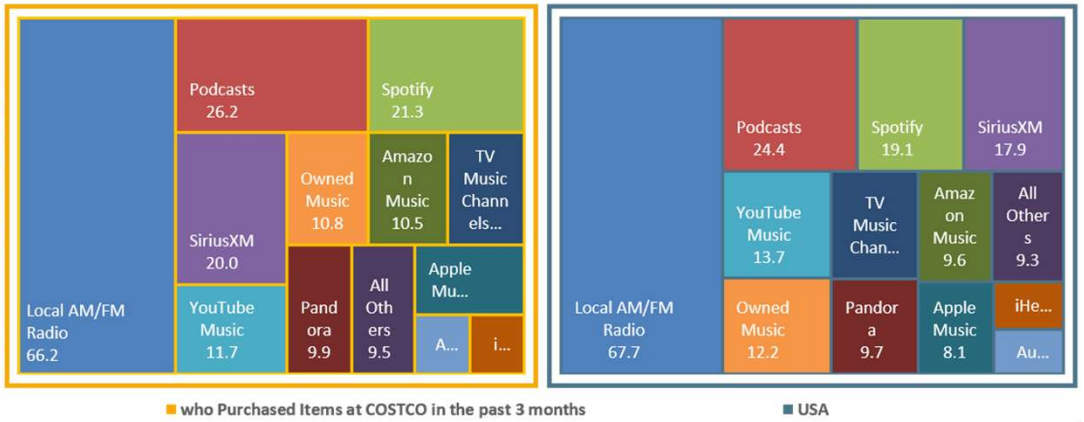


76,779,305 or 78.4% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 60.7 minutes every day representing 41.2% of all time spent daily with Ad-Supported Audio.

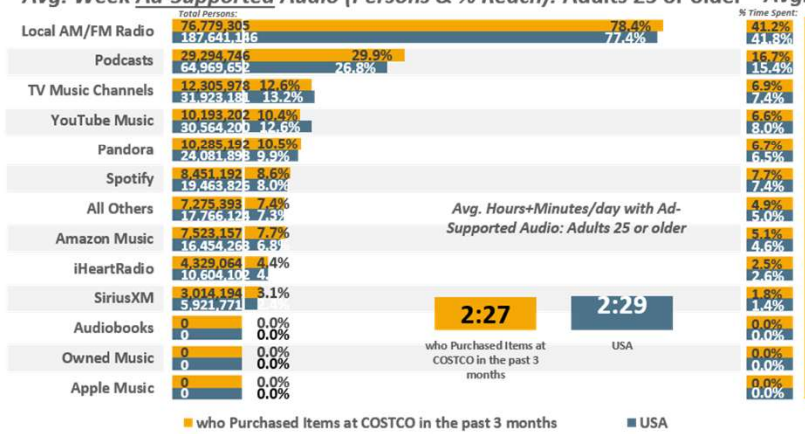
Avg. Week All Audio (Persons & % Reach): Adults 25 or older



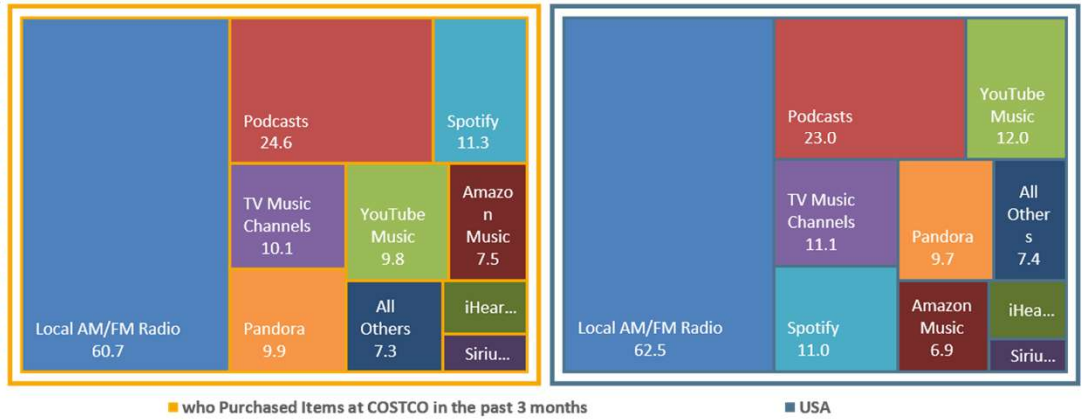
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



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

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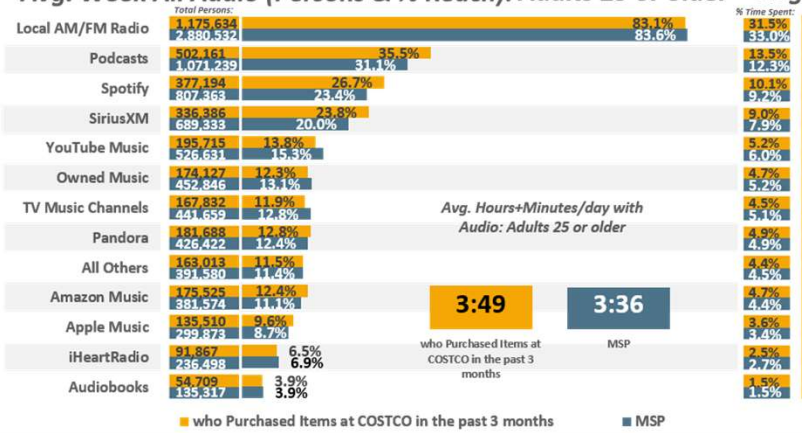
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Major stores bought past 3 months: Costco

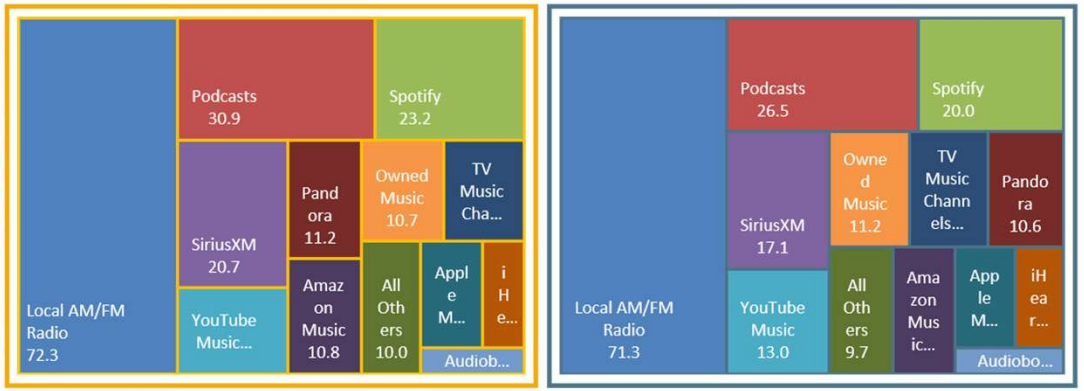


1,102,872 or 77.9% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 64.9 minutes every day representing 40.4% of all time spent daily with Ad-Supported Audio.

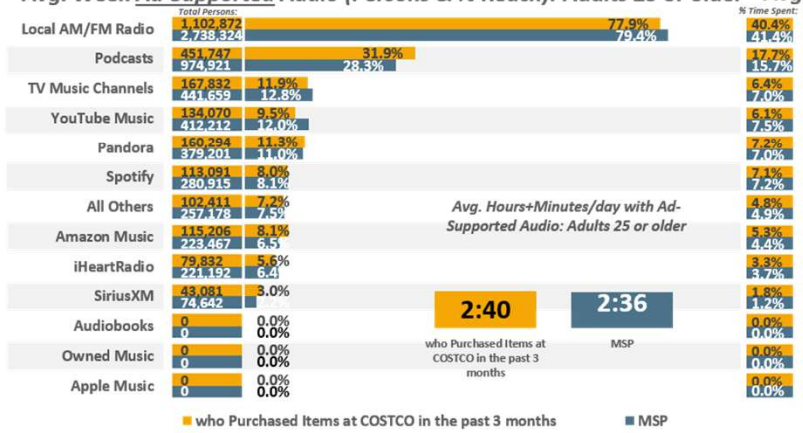
Avg. Week All Audio (Persons & % Reach): Adults 25 or older



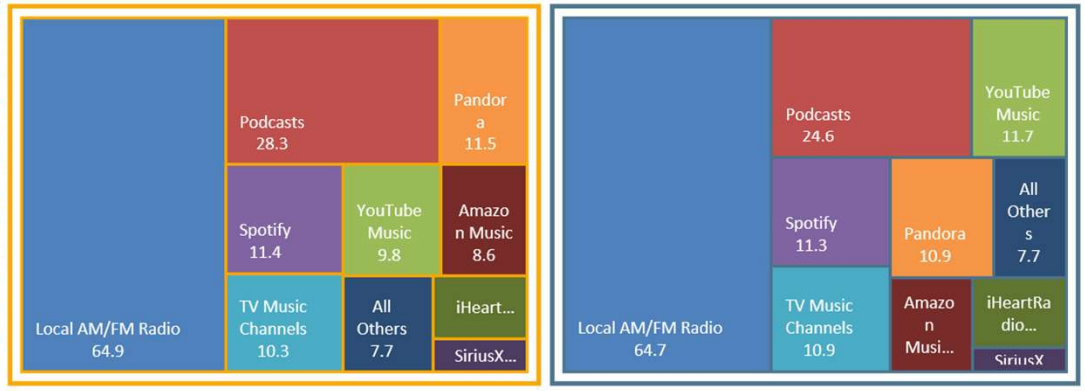
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,443

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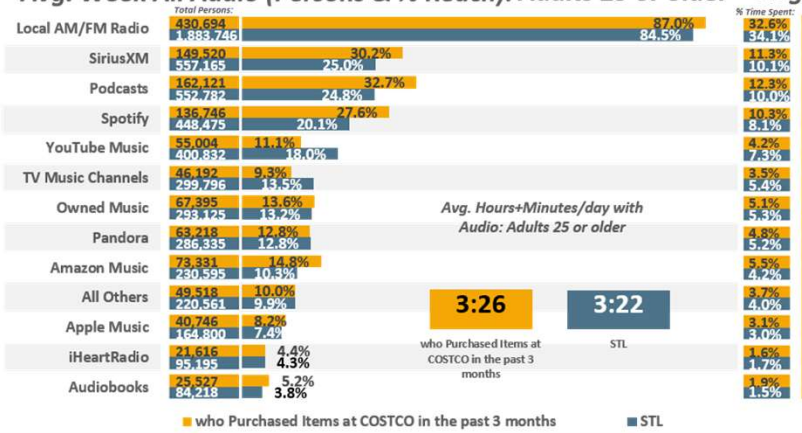
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Major stores bought past 3 months: Costco

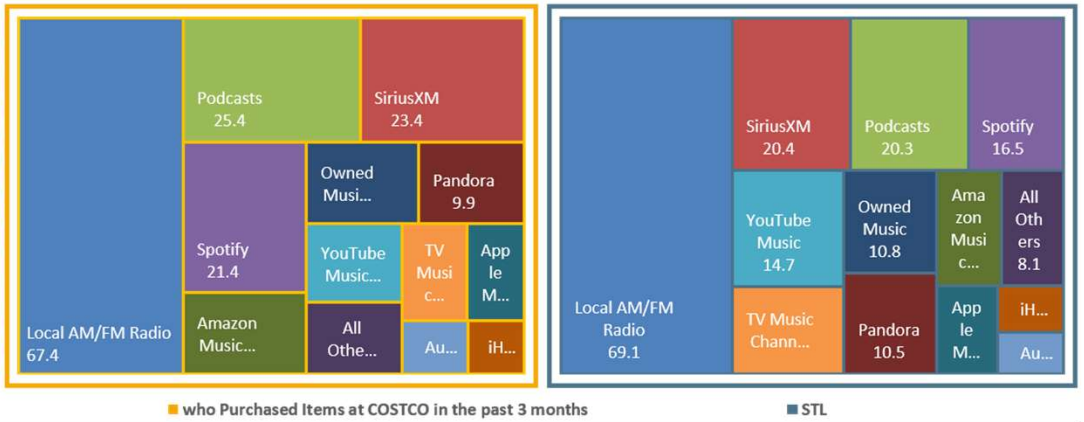


410,681 or 83.% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 62.9 minutes every day representing 44.4% of all time spent daily with Ad-Supported Audio.

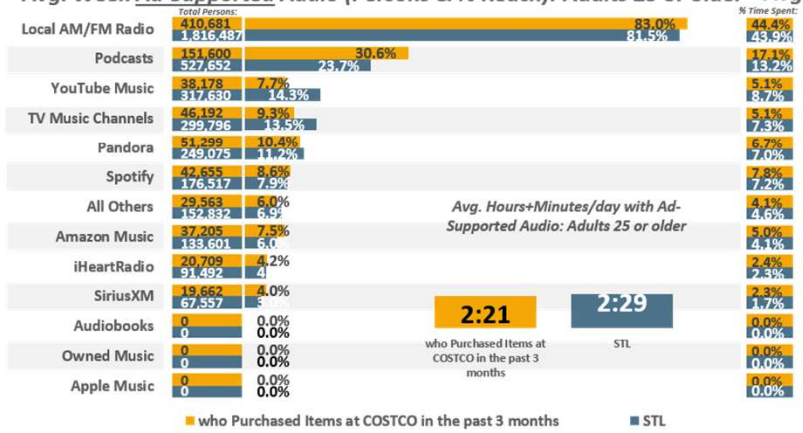
Avg. Week All Audio (Persons & % Reach): Adults 25 or older



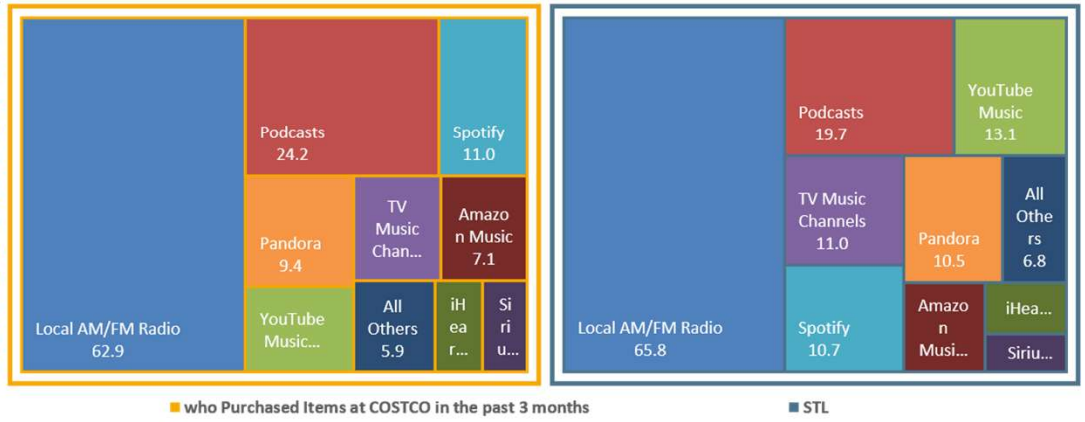
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 927

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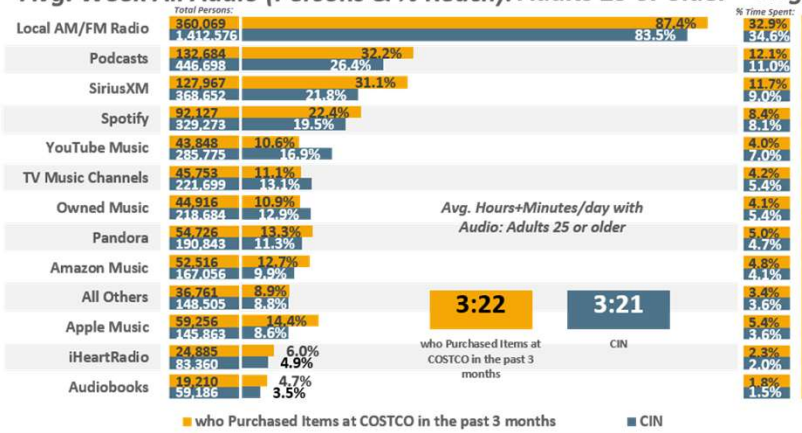
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Major stores bought past 3 months: Costco

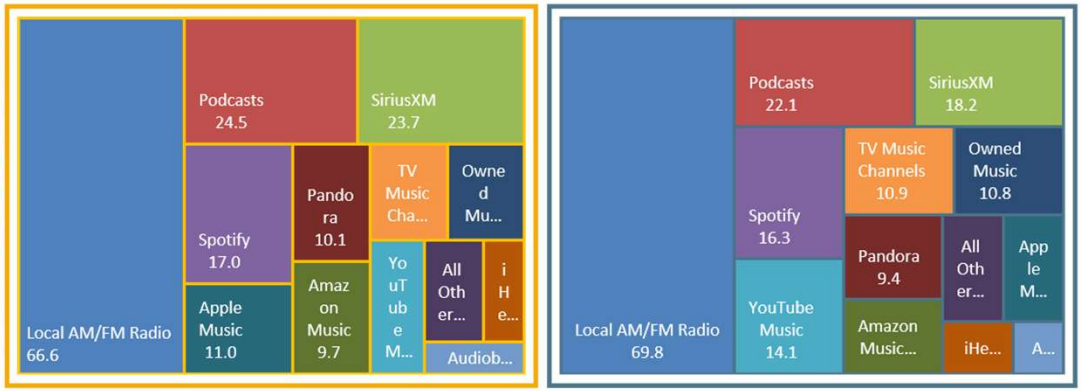


339,713 or 82.5% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 61.3 minutes every day representing 45.1% of all time spent daily with Ad-Supported Audio.

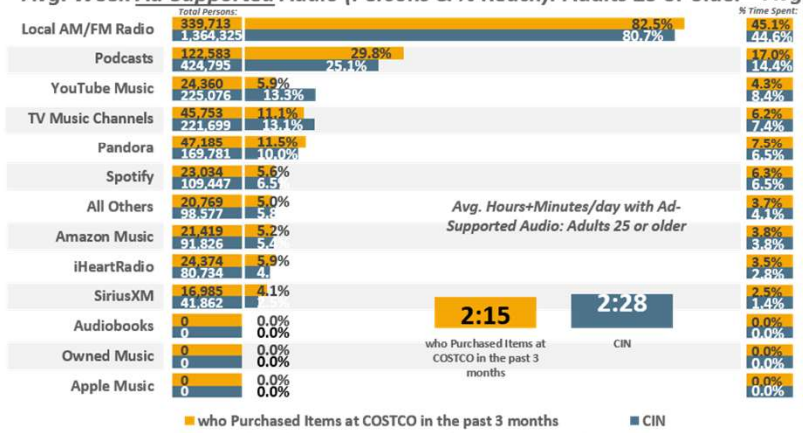
Avg. Week All Audio (Persons & % Reach): Adults 25 or older



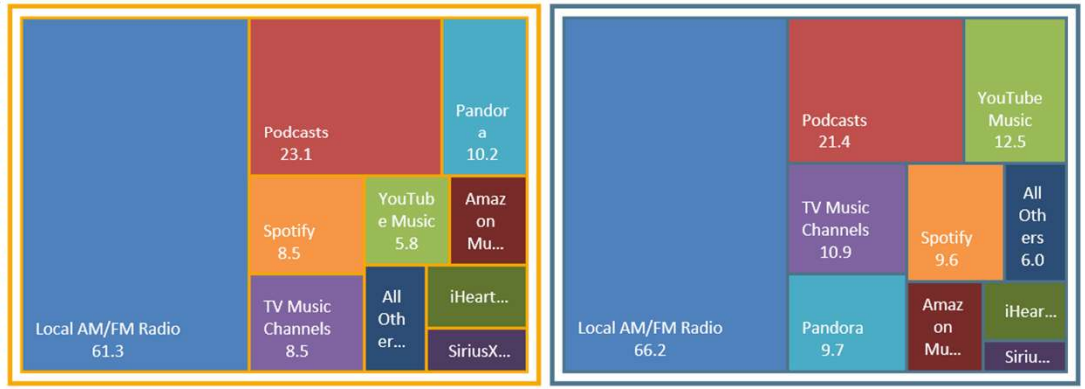
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 929

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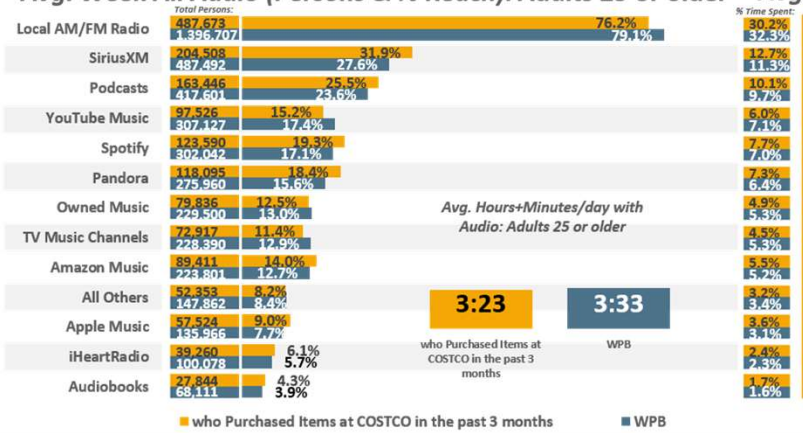
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Major stores bought past 3 months: Costco

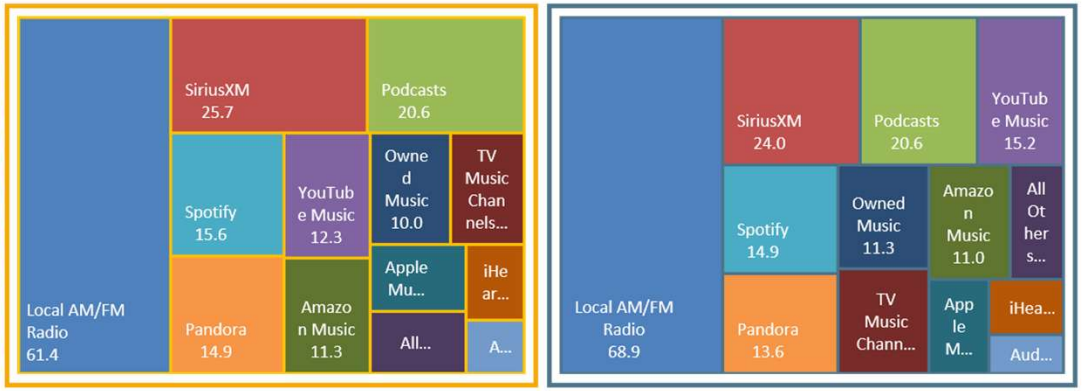


471,198 or 73.6% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 58.1 minutes every day representing 39.8% of all time spent daily with Ad-Supported Audio.

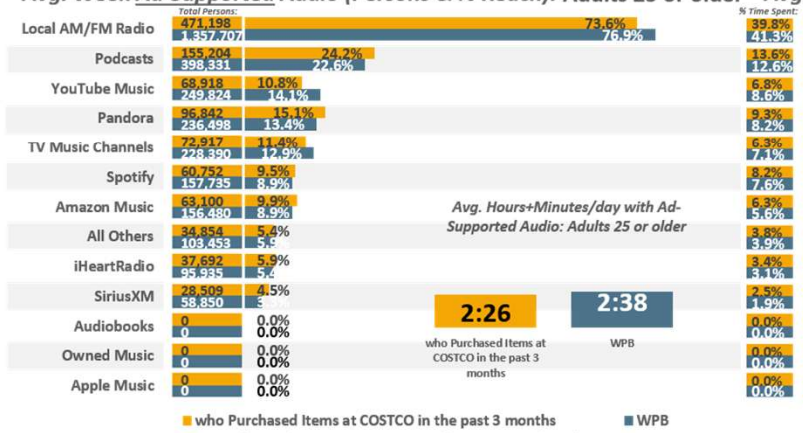
Avg. Week All Audio (Persons & % Reach): Adults 25 or older



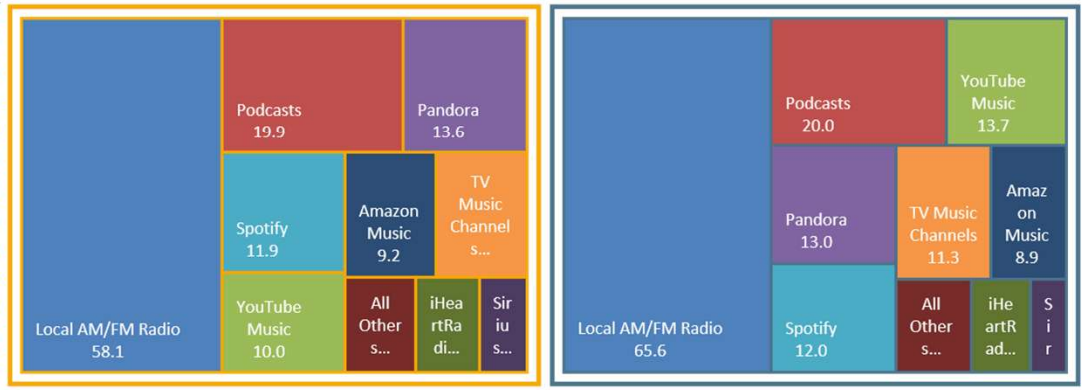
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,490

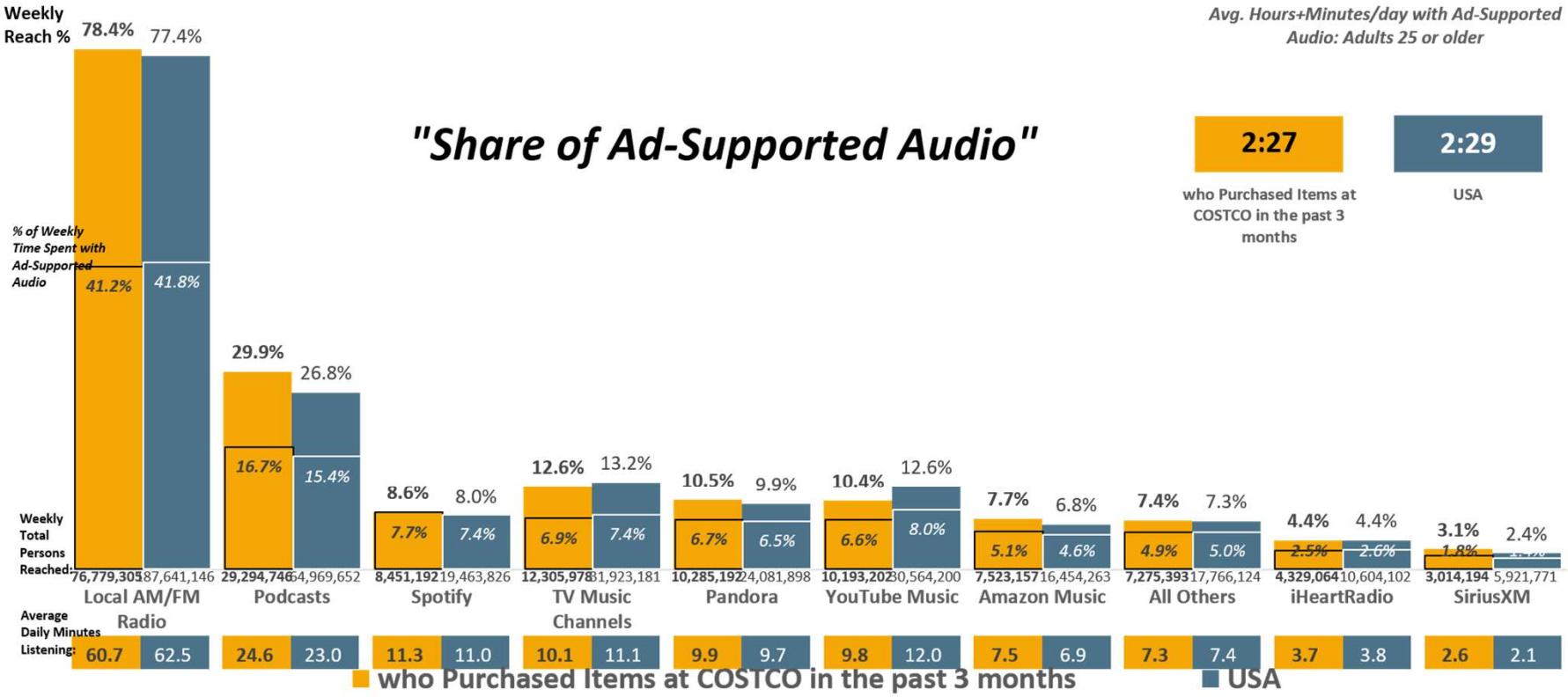
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Major stores bought past 3 months: Costco



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



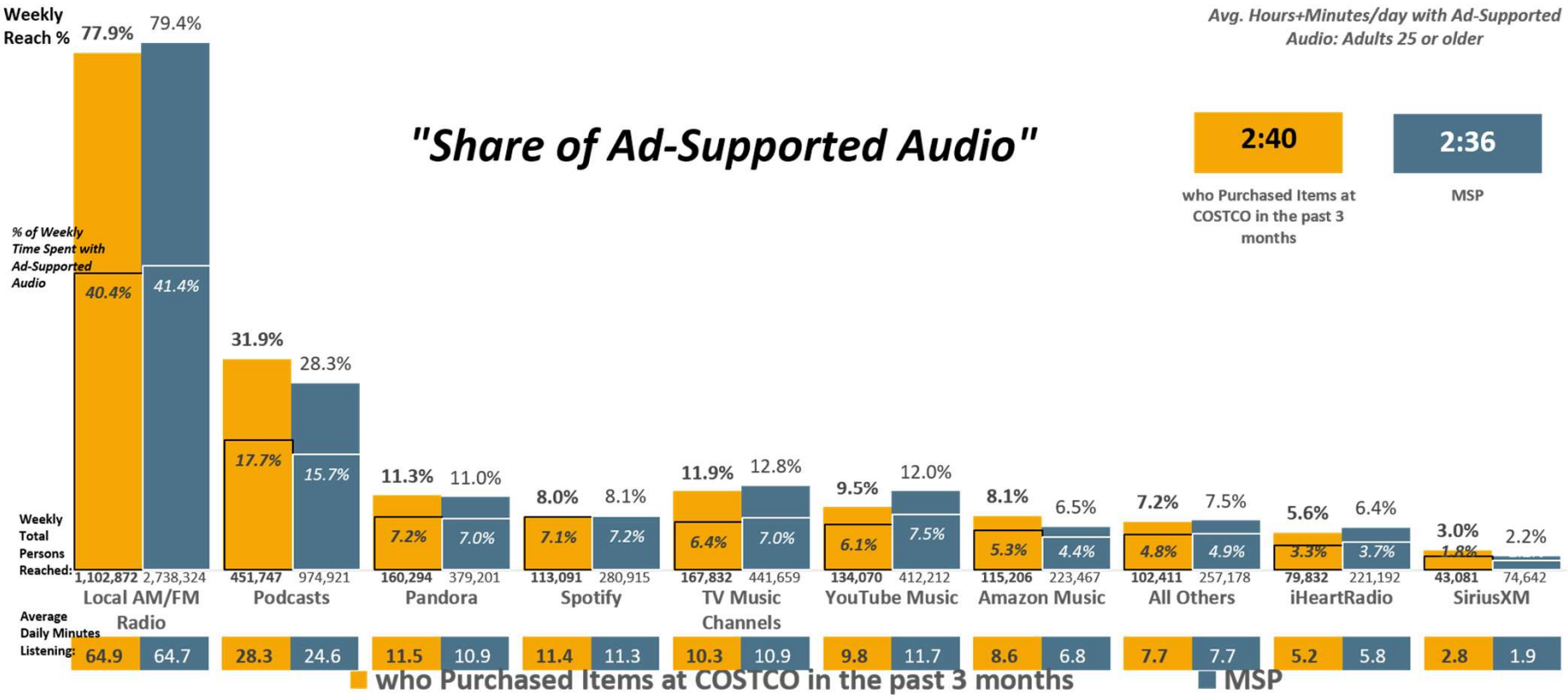
Scarborough R2 2025-26: Feb24-Jul26 USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 45,070
USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 18,202

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Major stores bought past 3 months: Costco

1,102,872 or 77.9% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 64.9 minutes every day representing 40.4% of all time spent daily with Ad-Supported Audio.



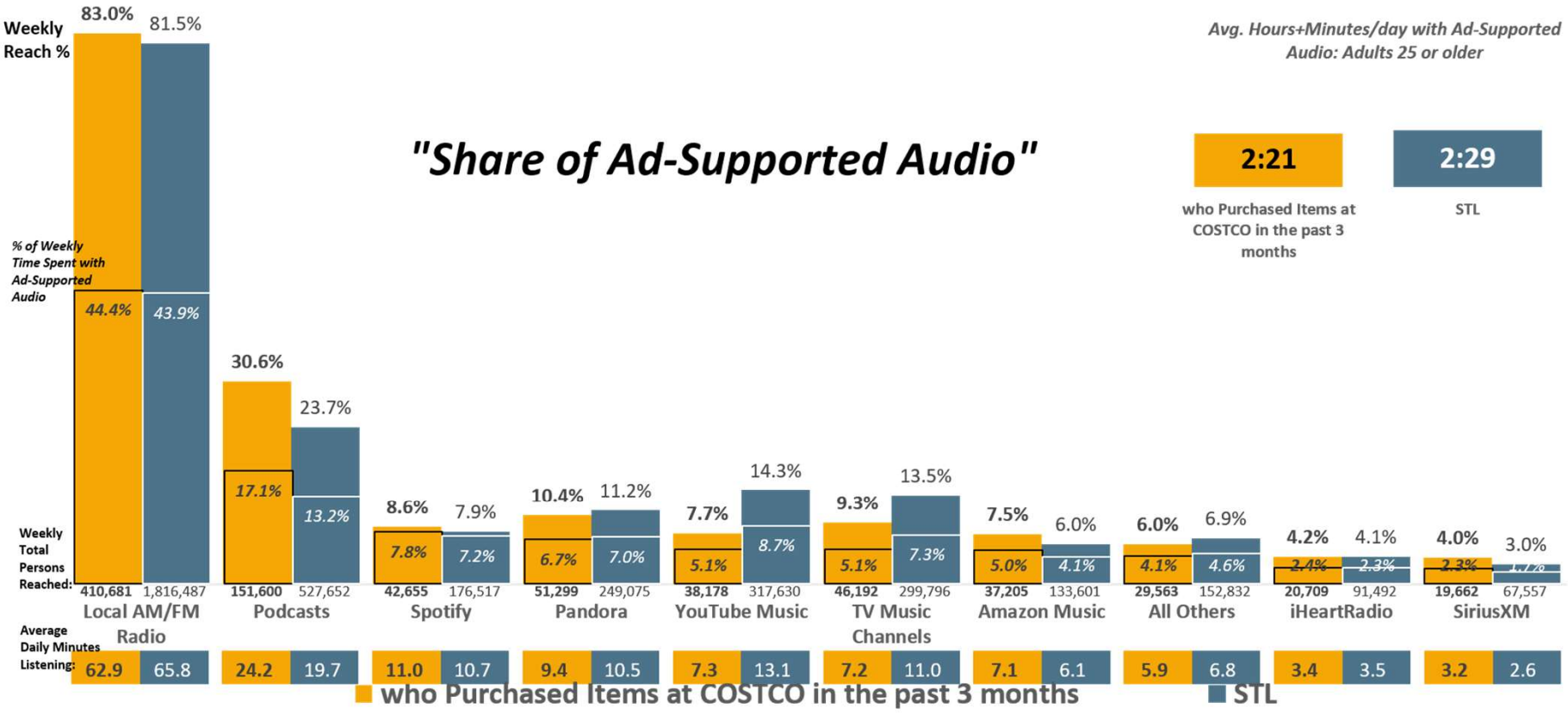
MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,443 MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 3,647

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Major stores bought past 3 months: Costco

410,681 or 83.% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 62.9 minutes every day representing 44.4% of all time spent daily with Ad-Supported Audio.



	Local AM/FM Radio	Podcasts	Spotify	Pandora	YouTube Music	TV Music Channels	Amazon Music	All Others	iHeartRadio	SiriusXM
Weekly Reach % (who Purchased Items at COSTCO in the past 3 months)	83.0%	30.6%	8.6%	10.4%	7.7%	9.3%	7.5%	6.0%	4.2%	4.0%
Weekly Reach % (STL)	81.5%	23.7%	7.9%	11.2%	14.3%	13.5%	6.0%	6.9%	4.1%	3.0%
% of Weekly Time Spent with Ad-Supported Audio (who Purchased Items at COSTCO in the past 3 months)	44.4%	17.1%	7.8%	6.7%	5.1%	5.1%	5.0%	4.1%	2.4%	2.3%
% of Weekly Time Spent with Ad-Supported Audio (STL)	43.9%	13.2%	7.2%	7.0%	8.7%	7.3%	4.1%	4.6%	2.3%	1.7%
Weekly Total Persons Reached: (who Purchased Items at COSTCO in the past 3 months)	410,681	151,600	42,655	51,299	38,178	46,192	37,205	29,563	20,709	19,662
Weekly Total Persons Reached: (STL)	1,816,487	527,652	176,517	249,075	317,630	299,796	133,601	152,832	91,492	67,557
Average Daily Minutes Listening: (who Purchased Items at COSTCO in the past 3 months)	62.9	24.2	11.0	9.4	7.3	7.2	7.1	5.9	3.4	3.2
Average Daily Minutes Listening: (STL)	65.8	19.7	10.7	10.5	13.1	11.0	6.1	6.8	3.5	2.6

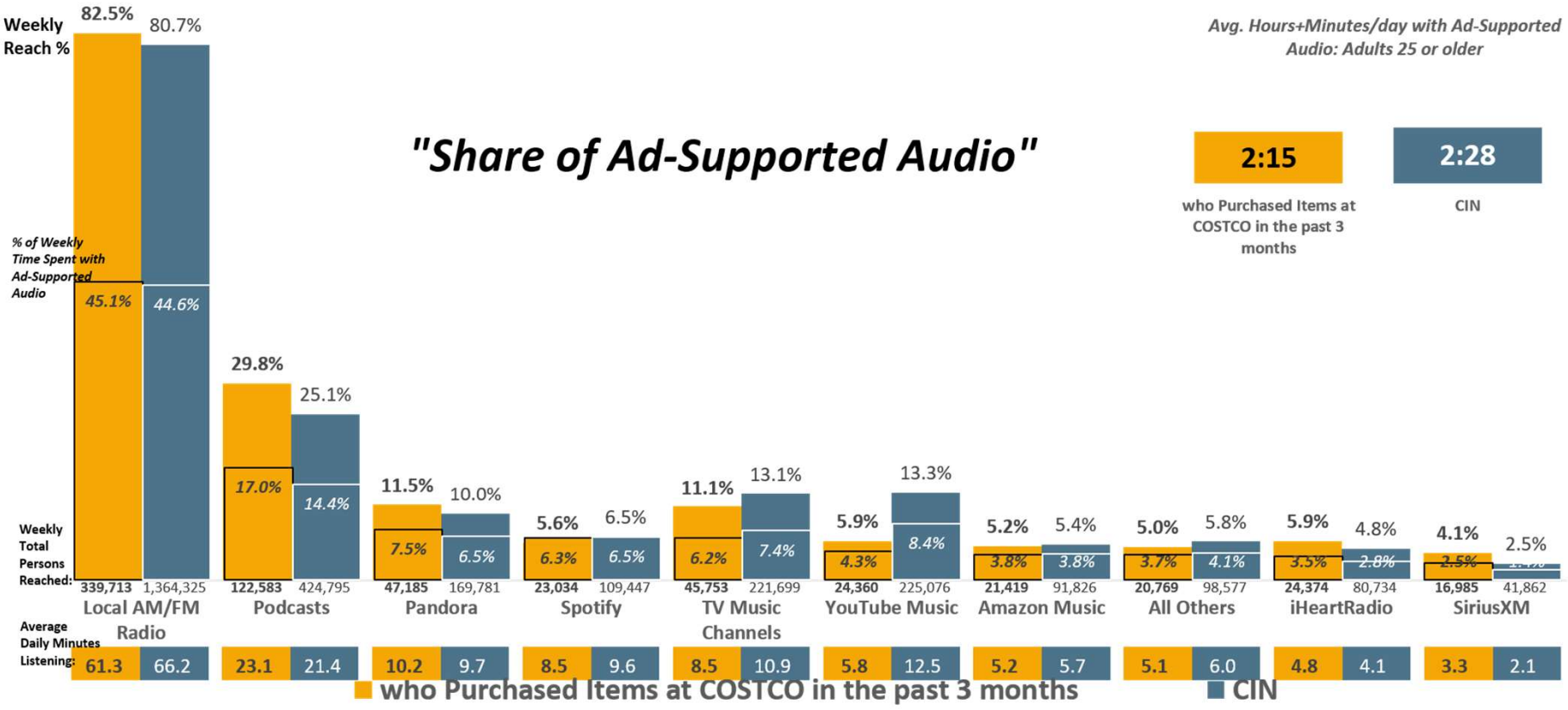
STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 927 STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 3,701

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Major stores bought past 3 months: Costco

339,713 or 82.5% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 61.3 minutes every day representing 45.1% of all time spent daily with Ad-Supported Audio.



CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 929 CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 3,573

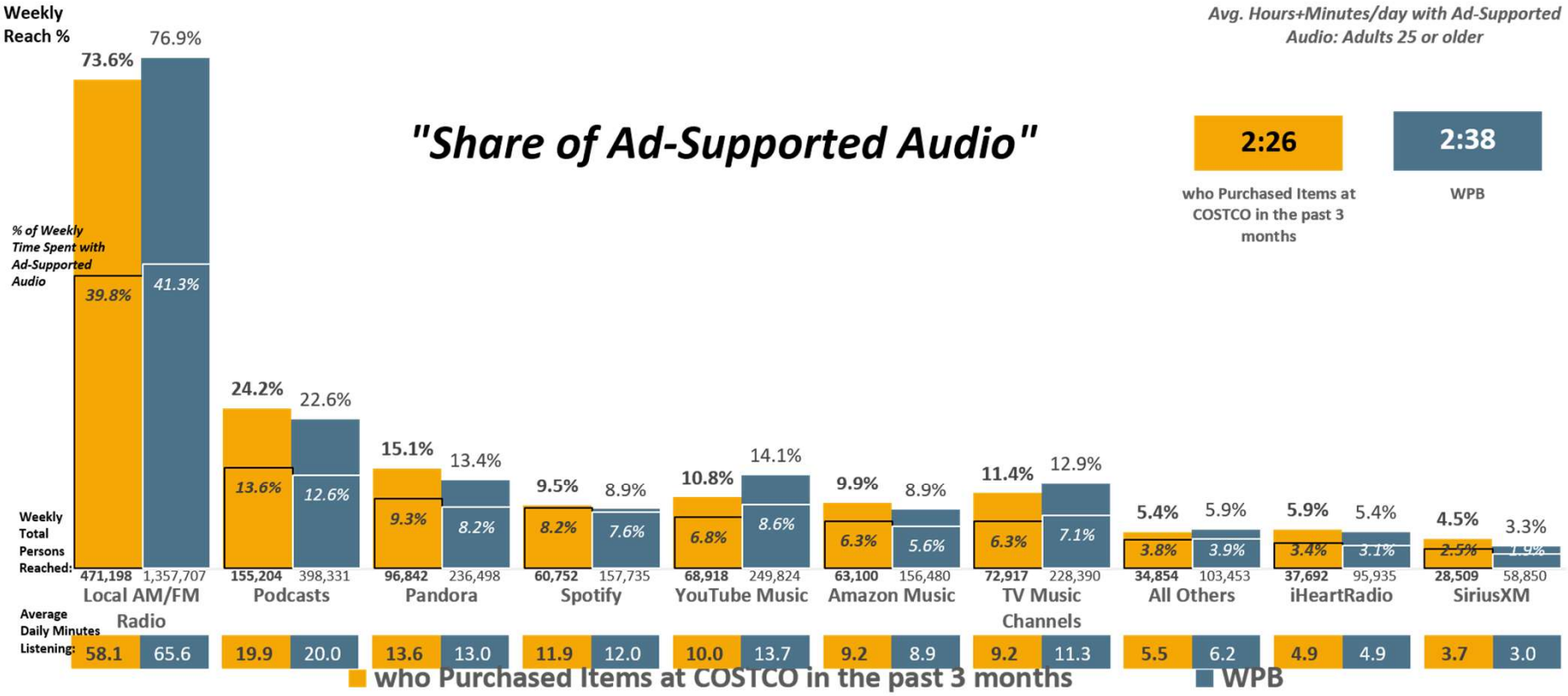
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Major stores bought past 3 months: Costco



471,198 or 73.6% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 58.1 minutes every day representing 39.8% of all time spent daily with Ad-Supported Audio.



WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,490 WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,823

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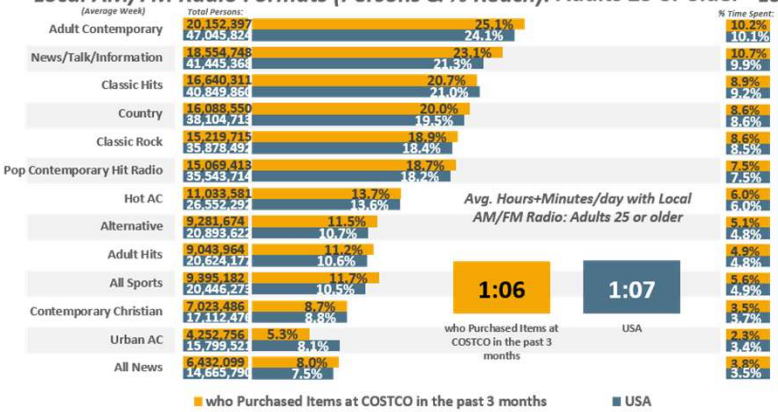
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Major stores bought past 3 months: Costco

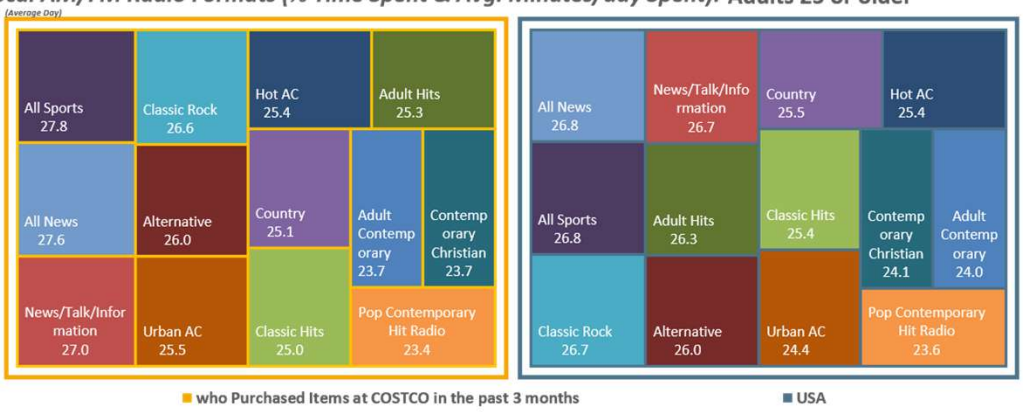


76,779,305 or 78.4% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Country, Classic Rock, and Pop Contemporary Hit Radio.

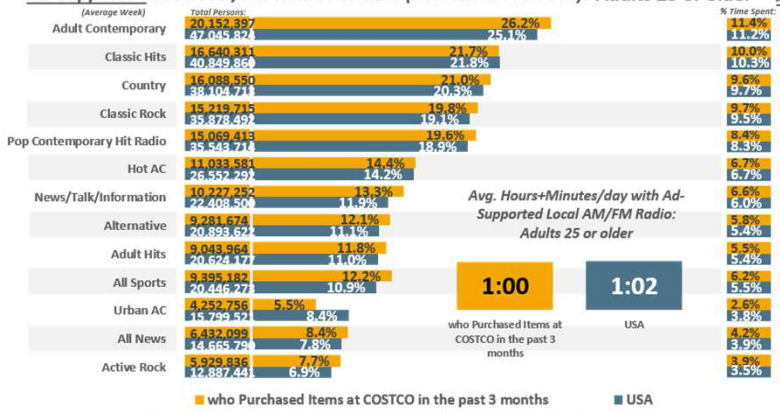
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



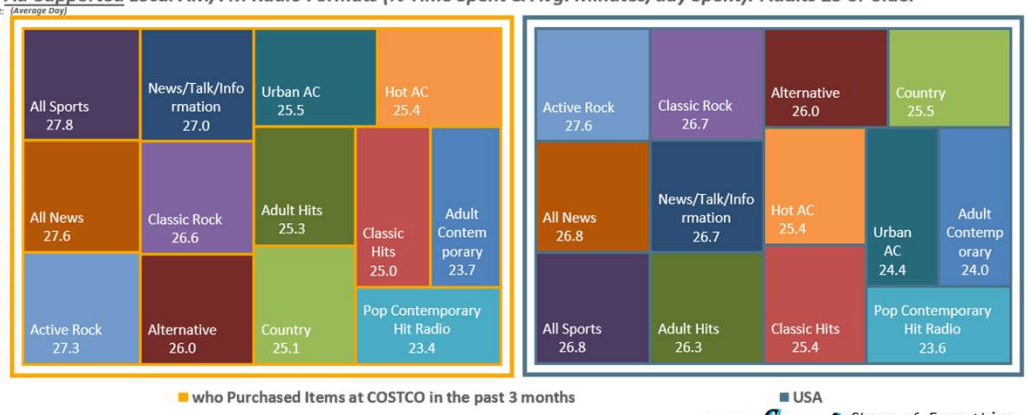
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



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

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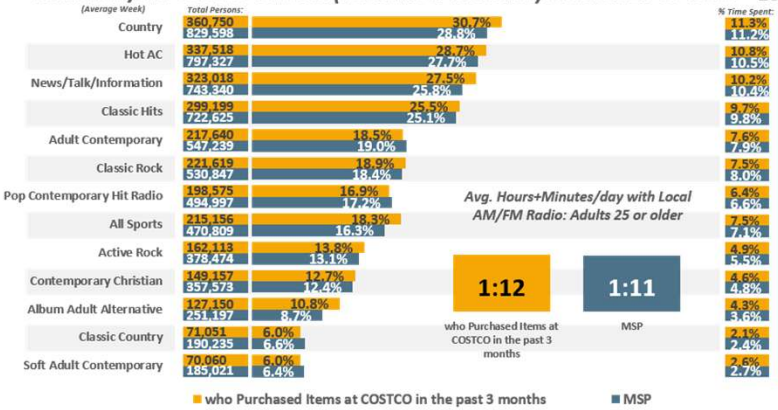
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Major stores bought past 3 months: Costco

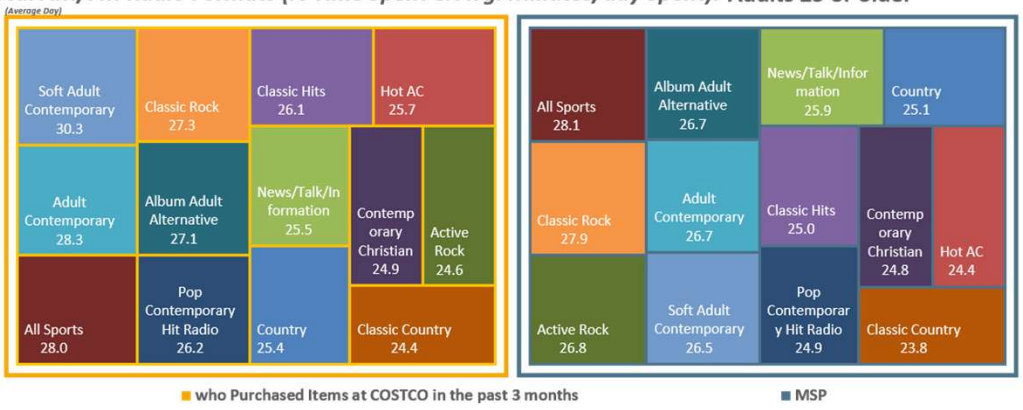


1,102,872 or 77.9% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Hot AC, Classic Hits, Classic Rock, and Adult Contemporary.

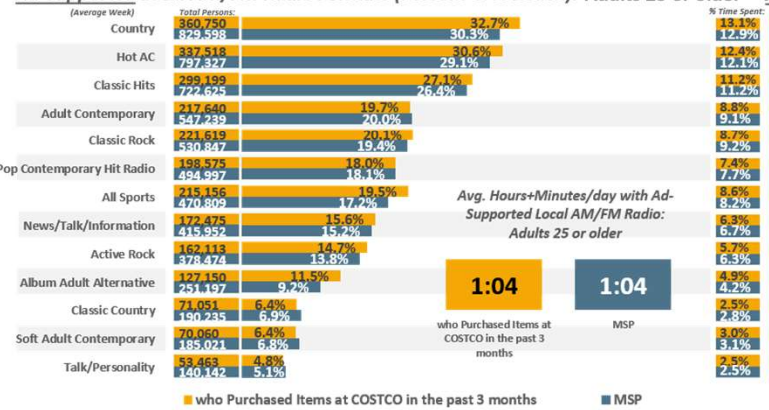
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



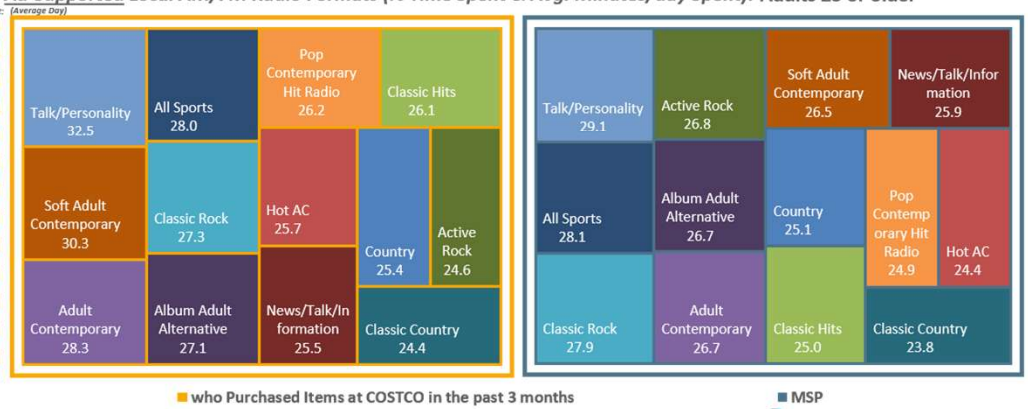
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,443

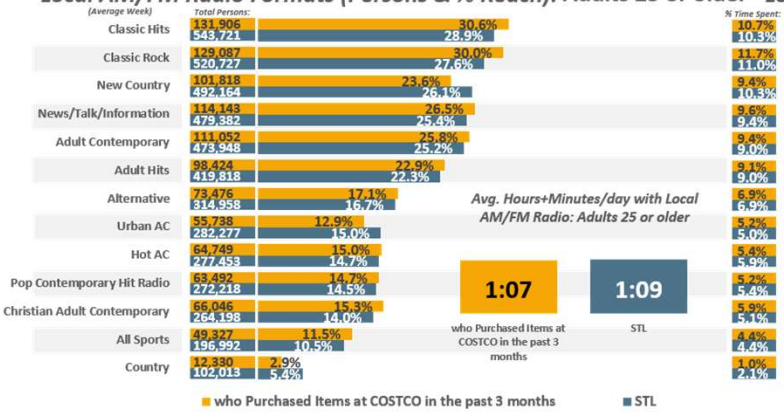
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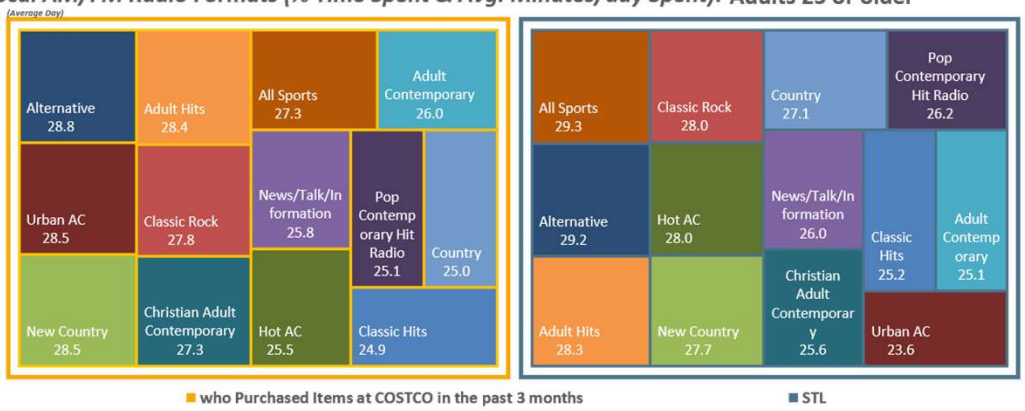
Major stores bought past 3 months: Costco

410,681 or 83.% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Classic Rock, Adult Contemporary, New Country, and Adult Hits.

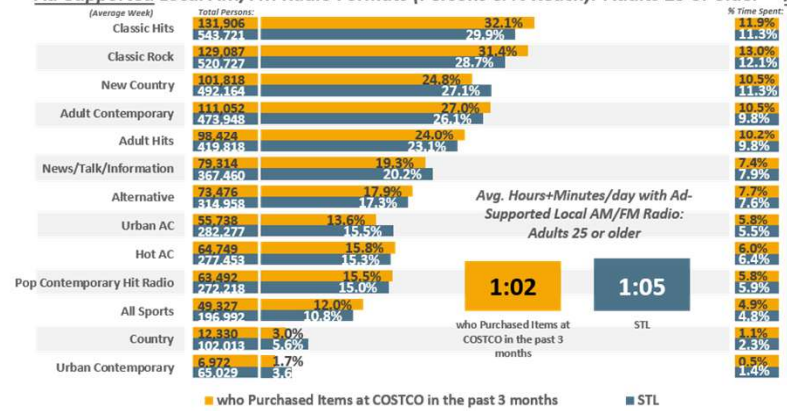
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



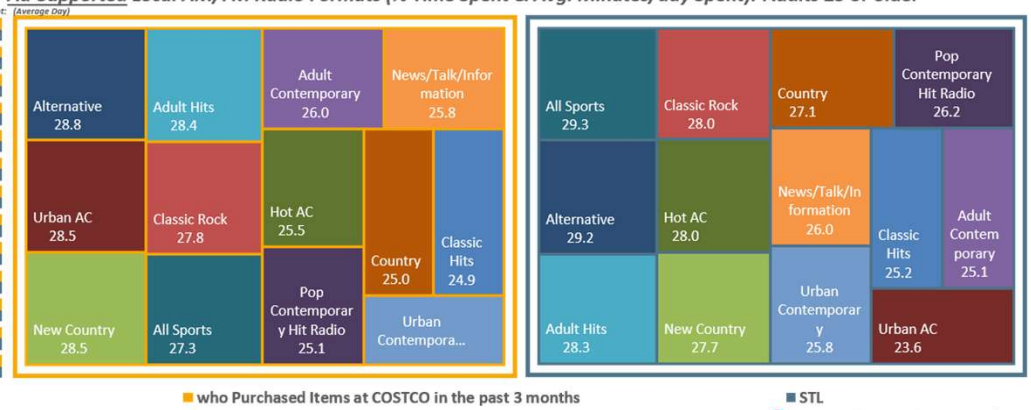
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 927

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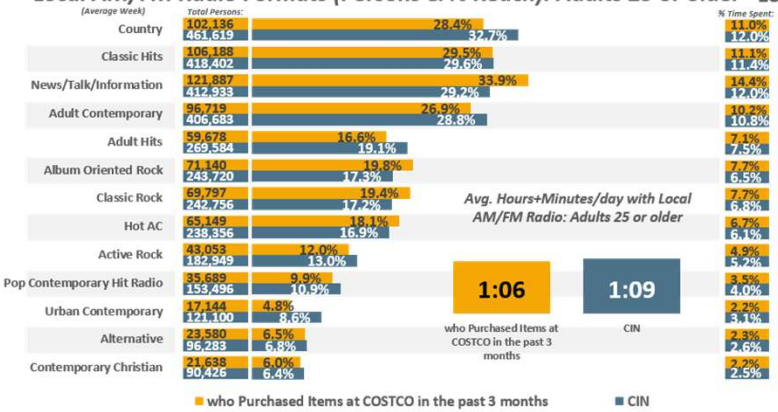
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Major stores bought past 3 months: Costco

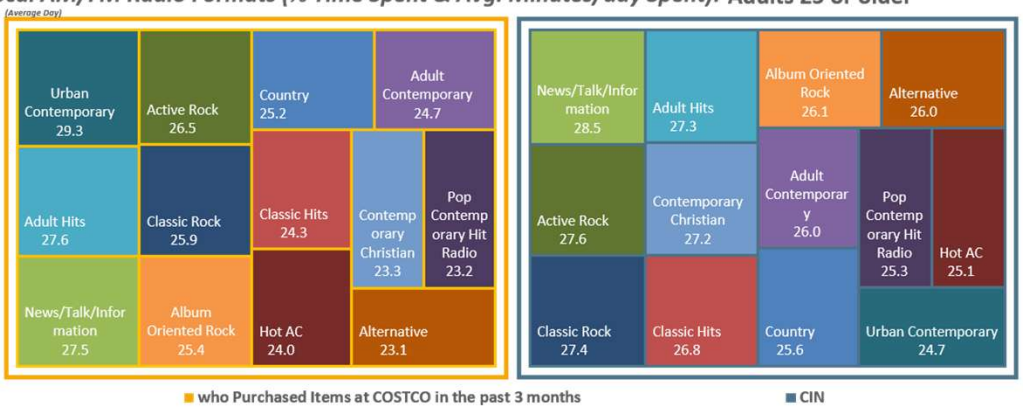


339,713 or 82.5% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Country, Adult Contemporary, News/Talk/Information, and Album Oriented Rock.

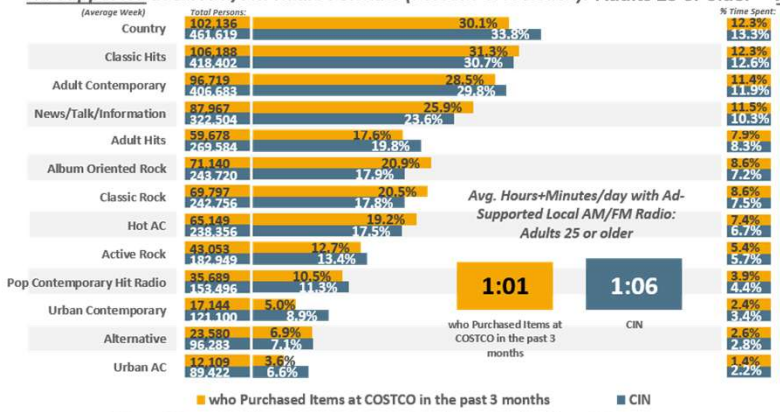
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



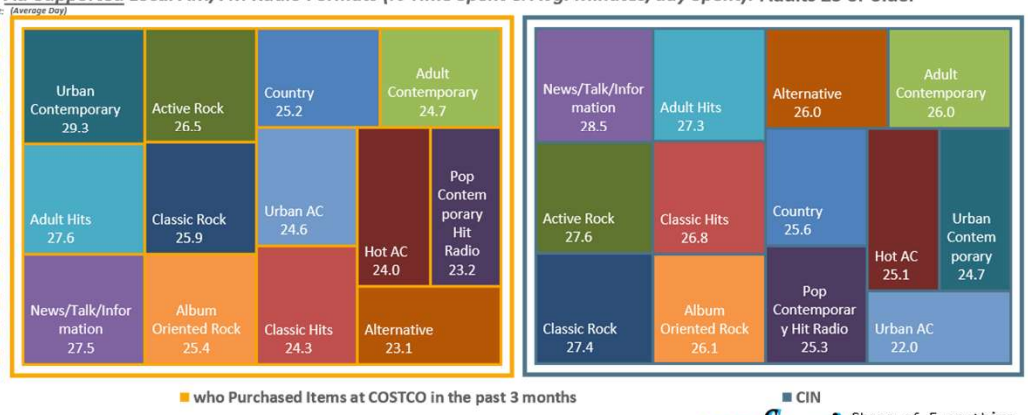
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



CIN DMA Scarborough R2 2025-26; Aug24-Jul26 Qual Intab 929

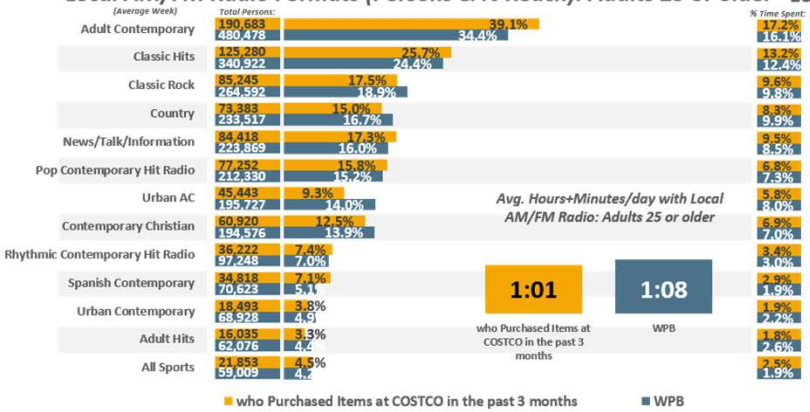
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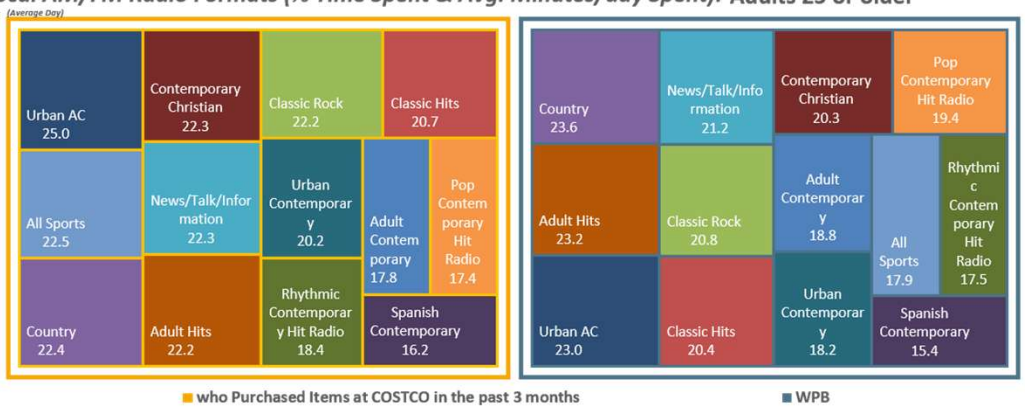
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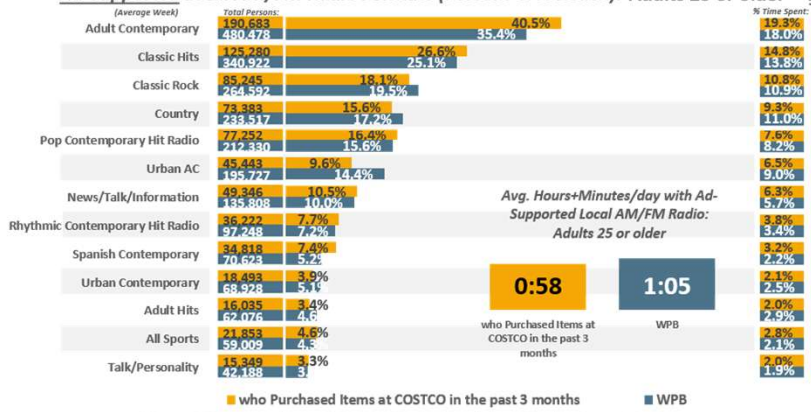
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



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



WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,490

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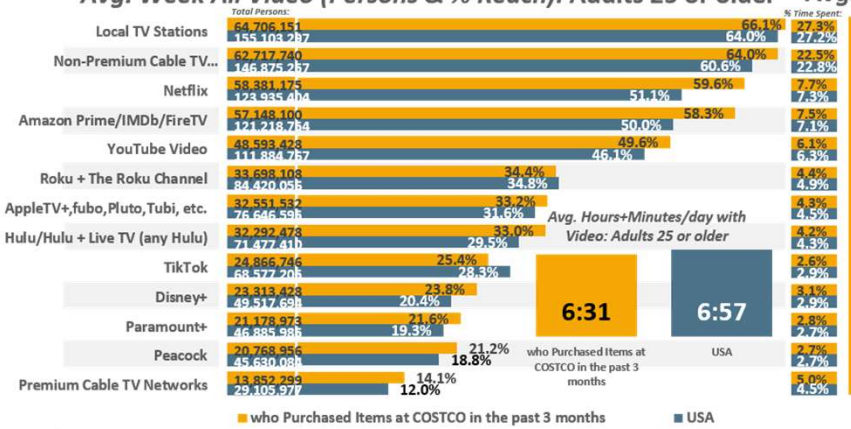
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Major stores bought past 3 months: Costco

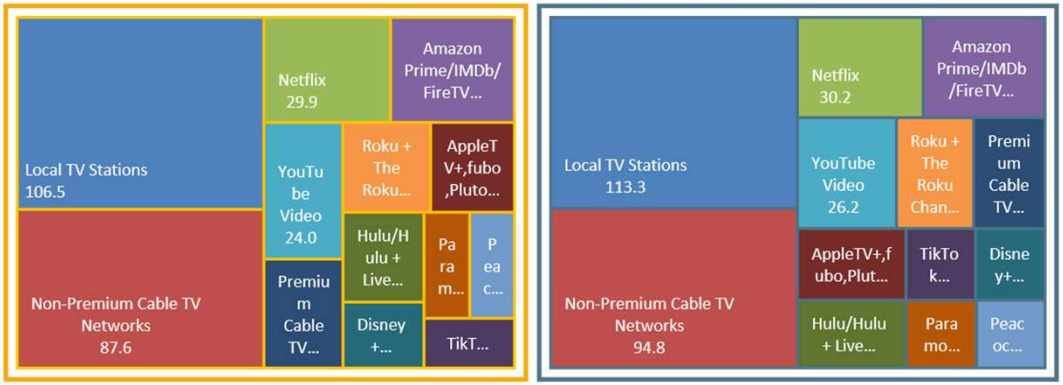


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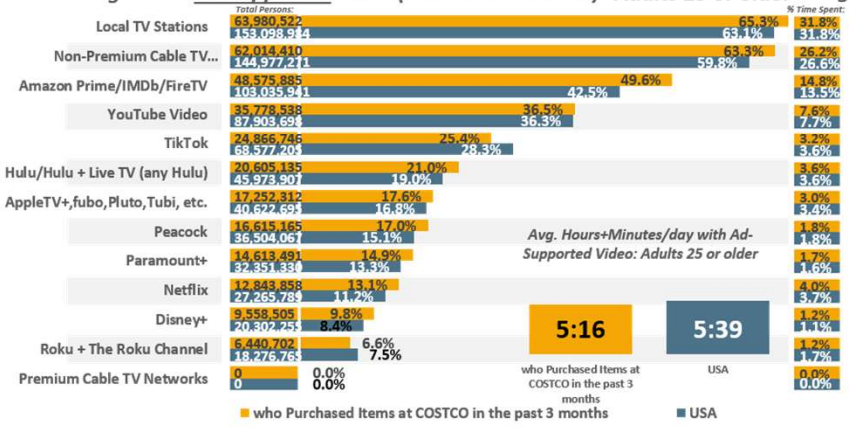
Avg. Week All Video (Persons & % Reach): Adults 25 or older



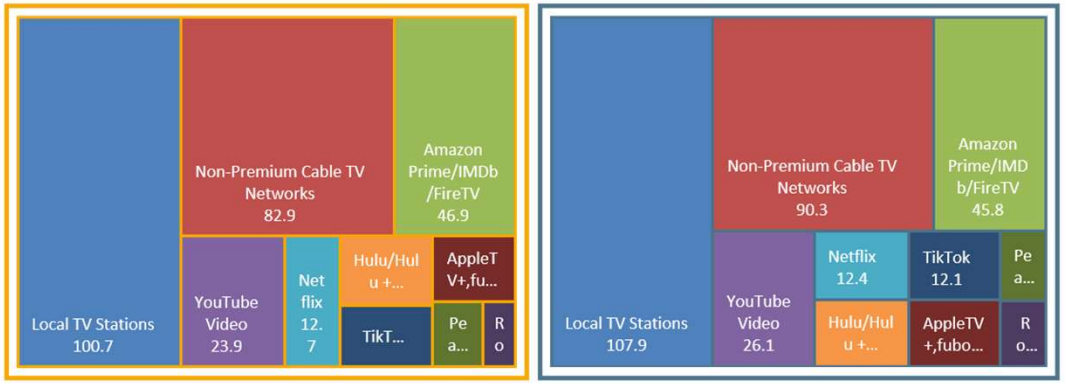
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



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

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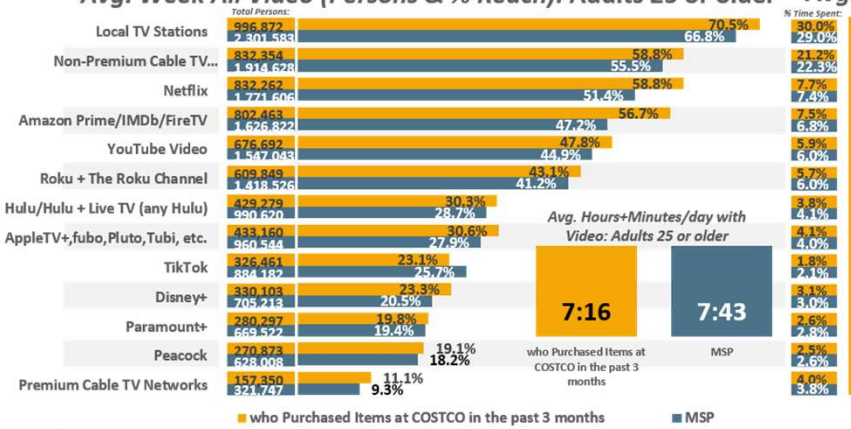
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Major stores bought past 3 months: Costco

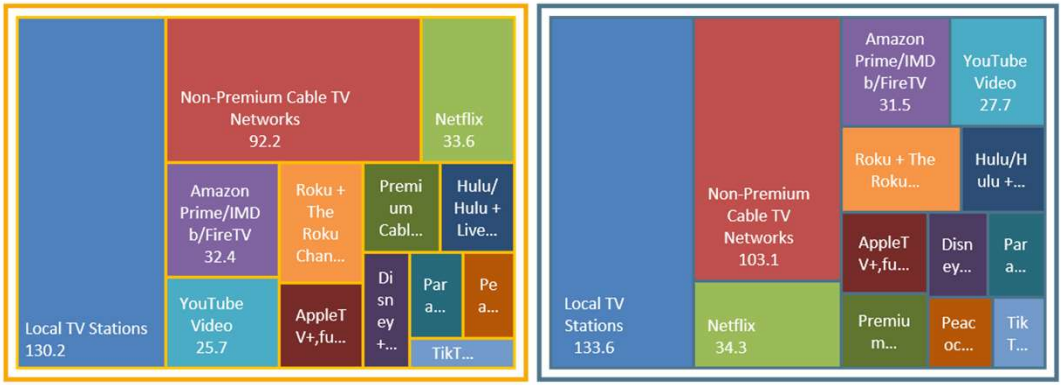


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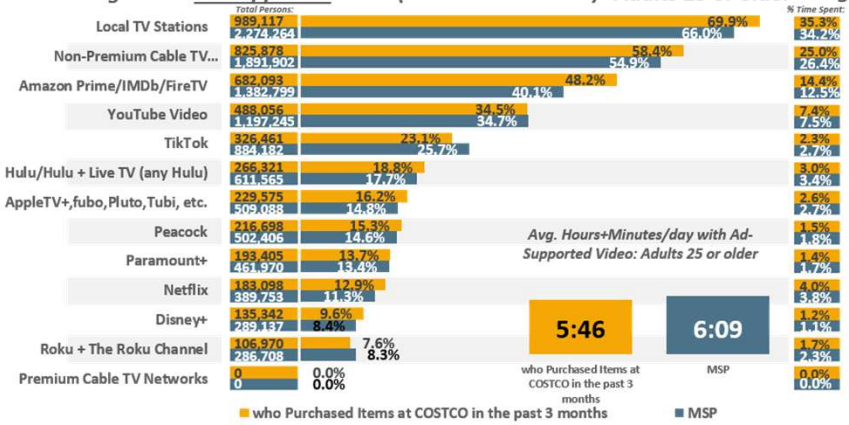
Avg. Week All Video (Persons & % Reach): Adults 25 or older



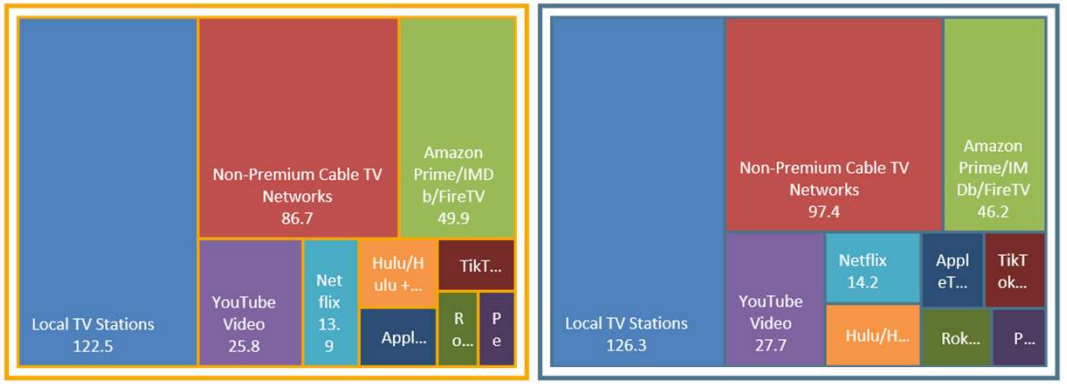
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,443

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Major stores bought past 3 months: Costco

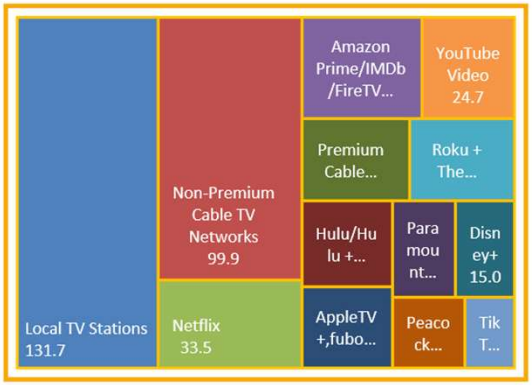


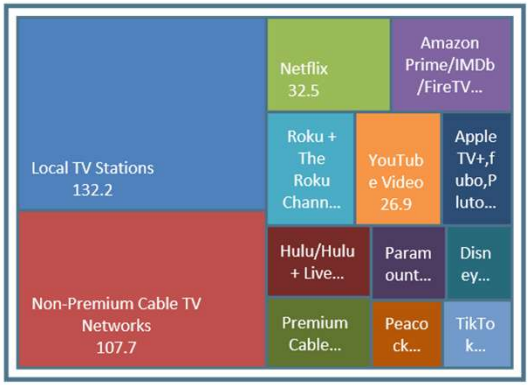
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Avg. Week All Video (Persons & % Reach): Adults 25 or older

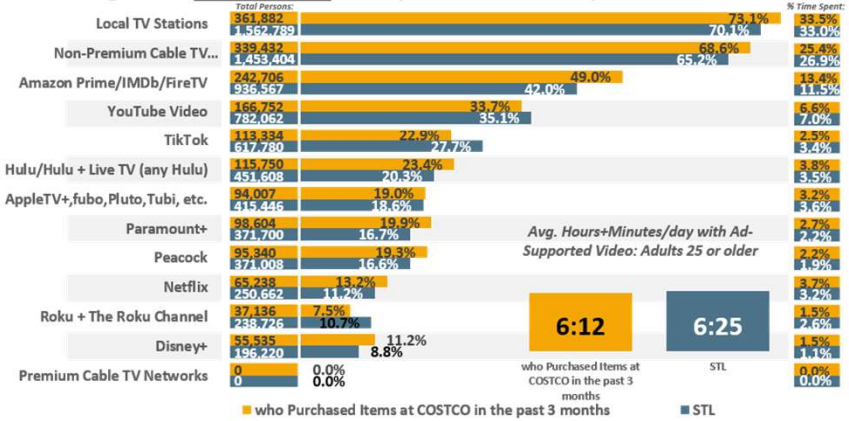


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older

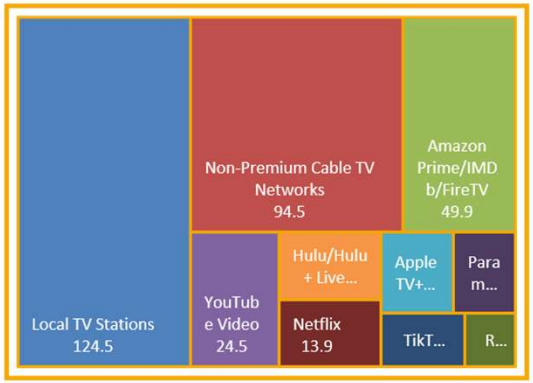


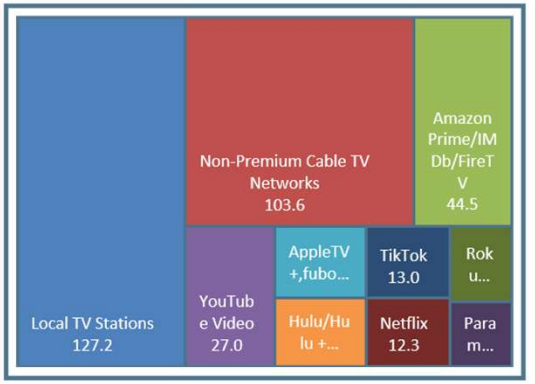


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 or older



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





STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 927

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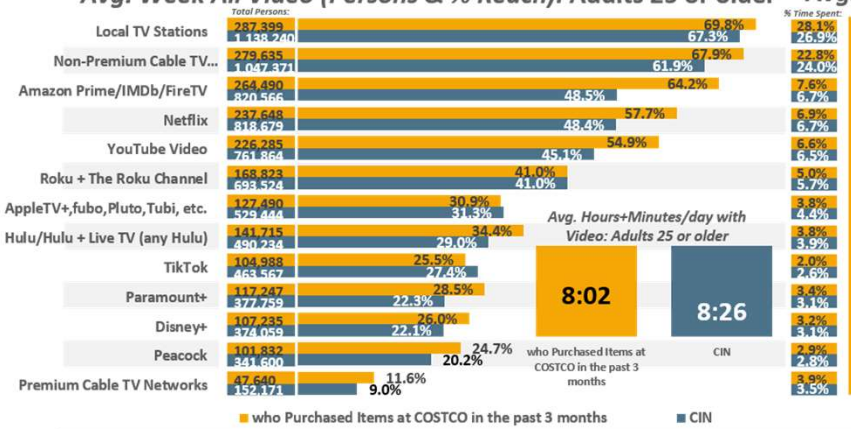
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Major stores bought past 3 months: Costco

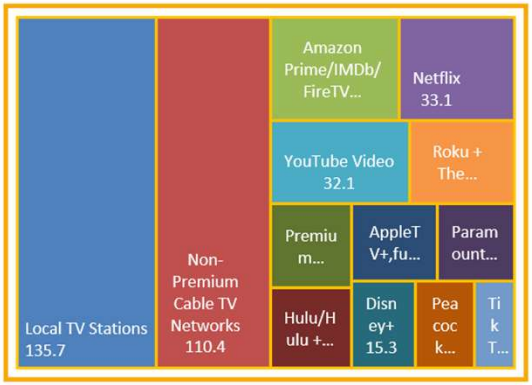


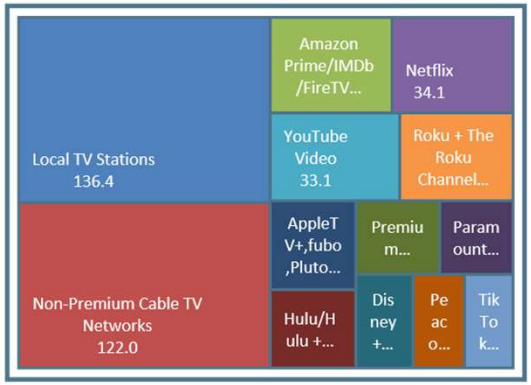
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Avg. Week All Video (Persons & % Reach): Adults 25 or older

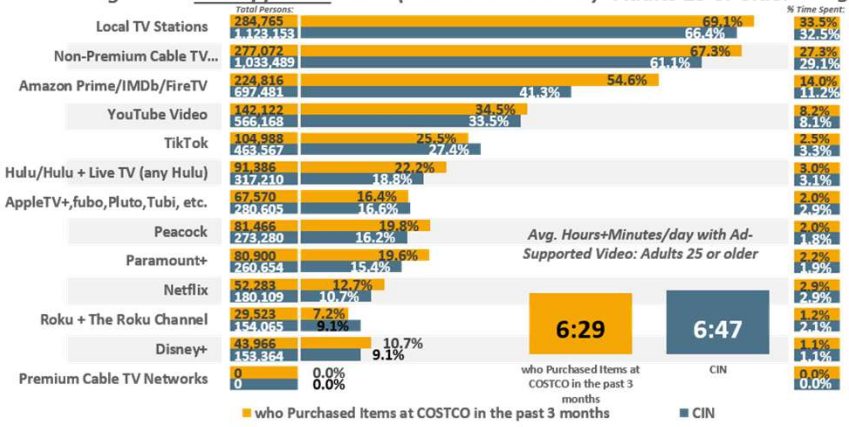


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older

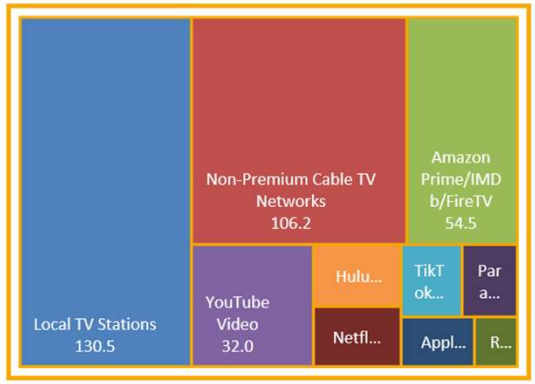


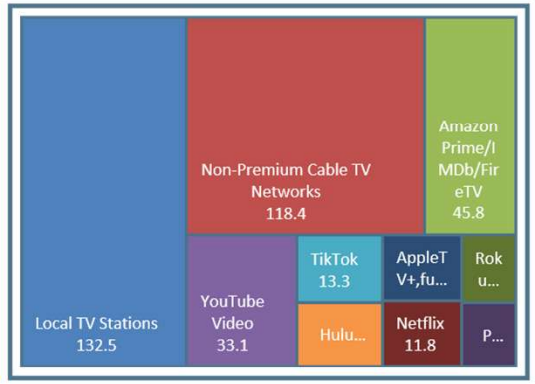


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 or older



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





CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 929

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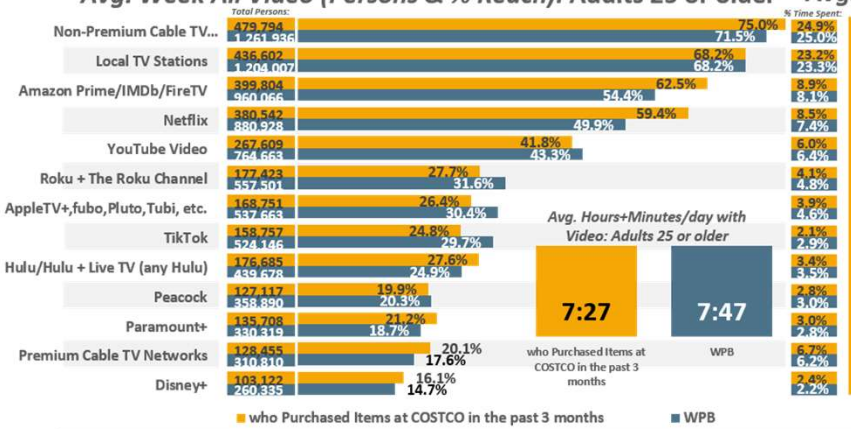
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Major stores bought past 3 months: Costco

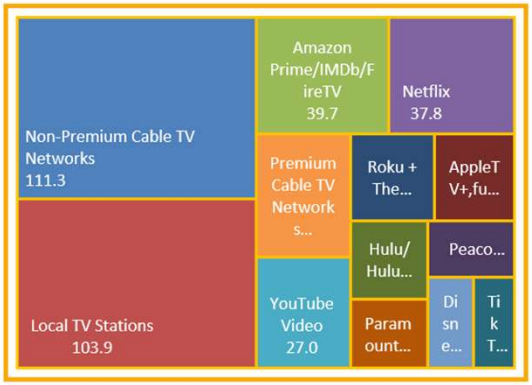


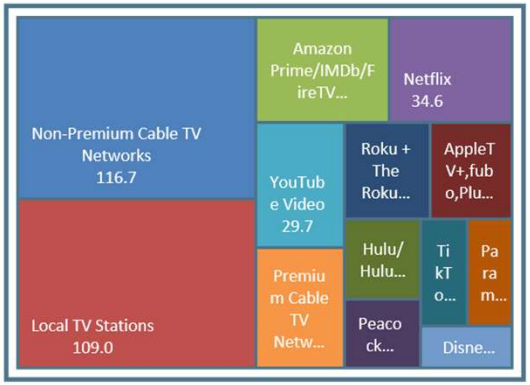
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Avg. Week All Video (Persons & % Reach): Adults 25 or older

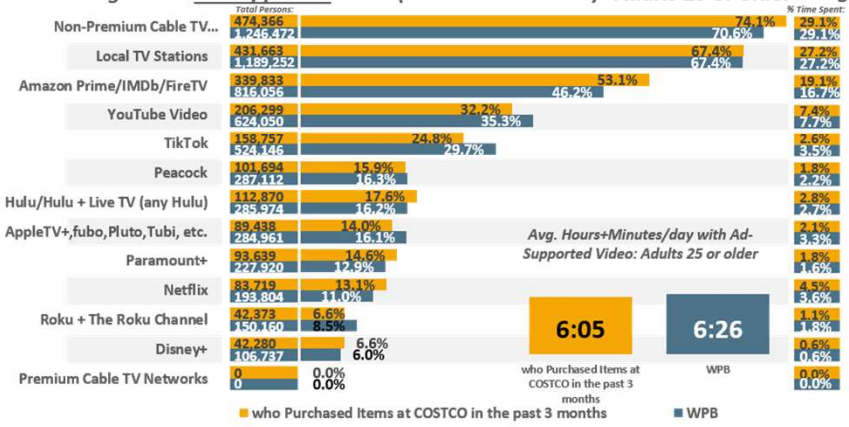


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older

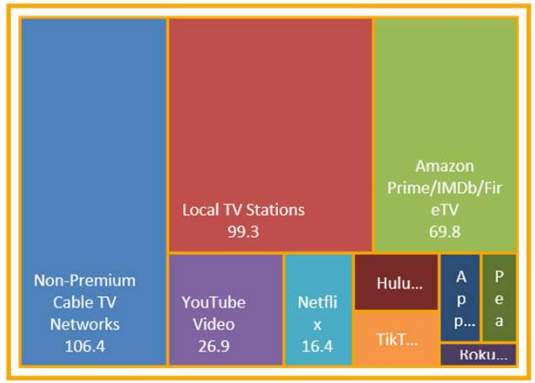


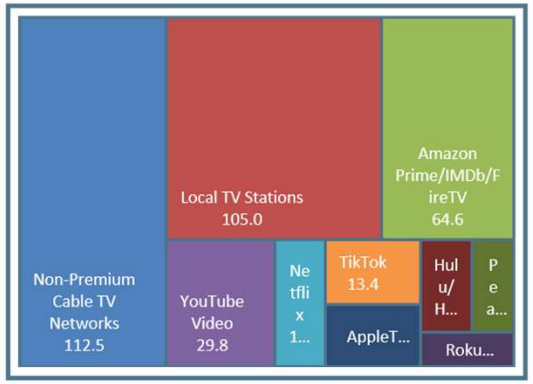


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 or older



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





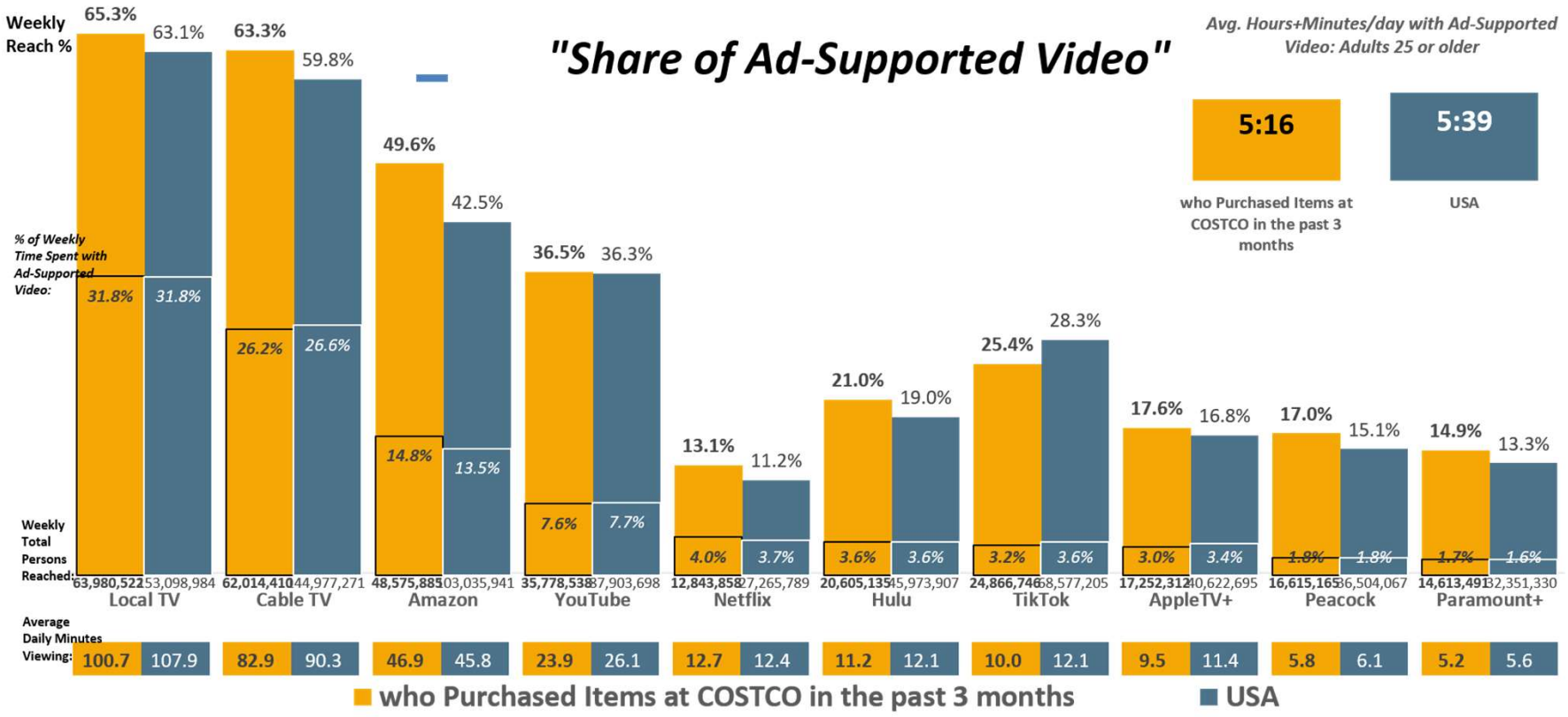
WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,490

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Major stores bought past 3 months: Costco

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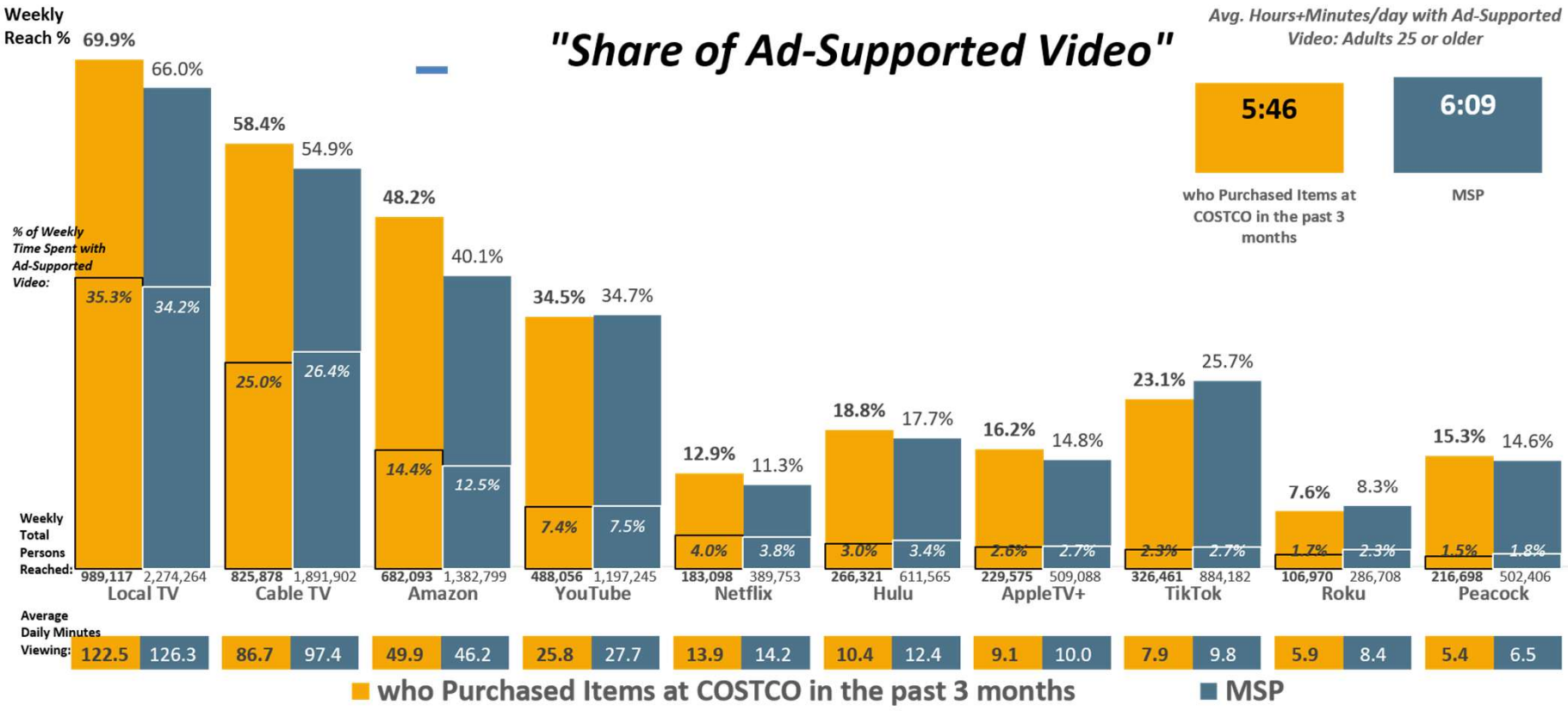
Scarborough R2 2025-26: Feb24-Jul26 USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 45,070
USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 18,202

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MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,443 MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 3,647

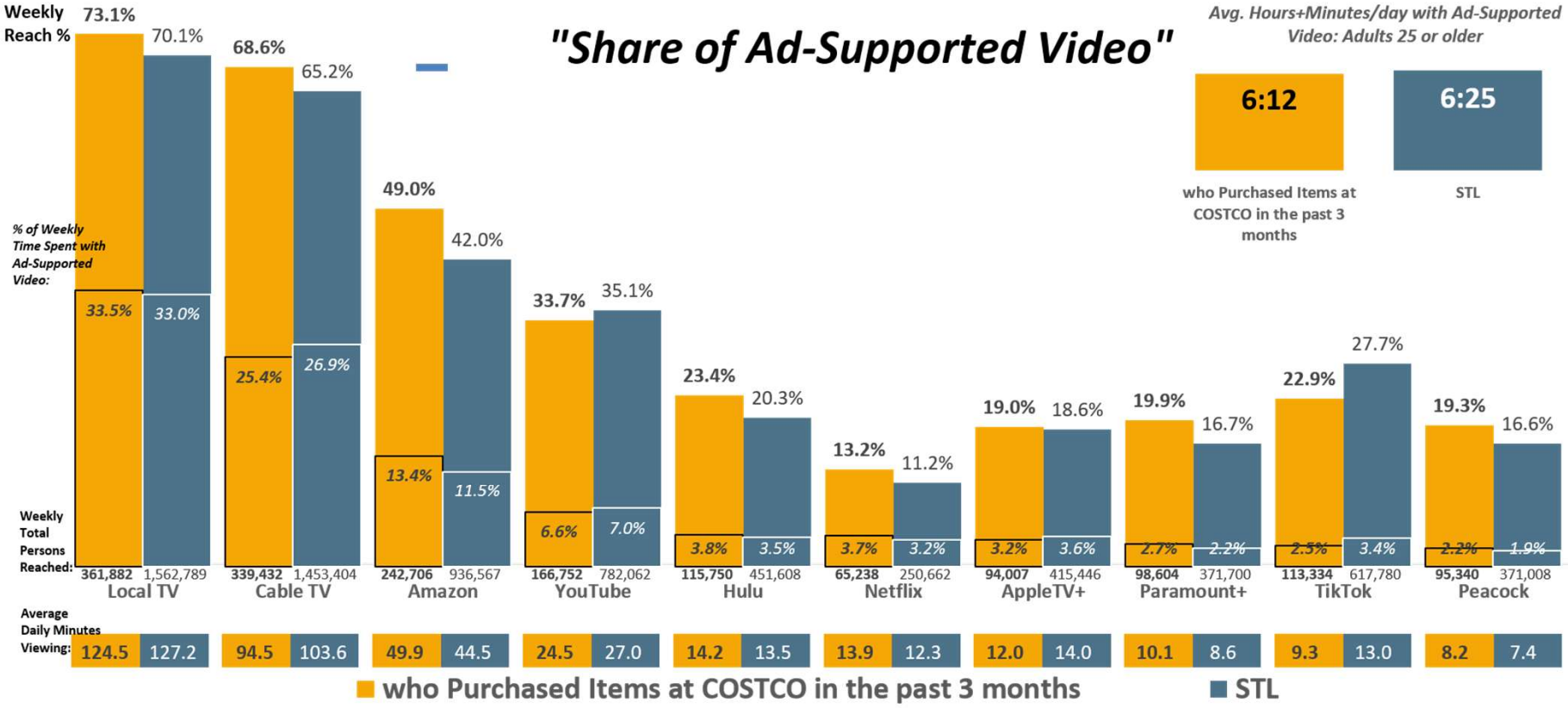
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STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 927 STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 3,701

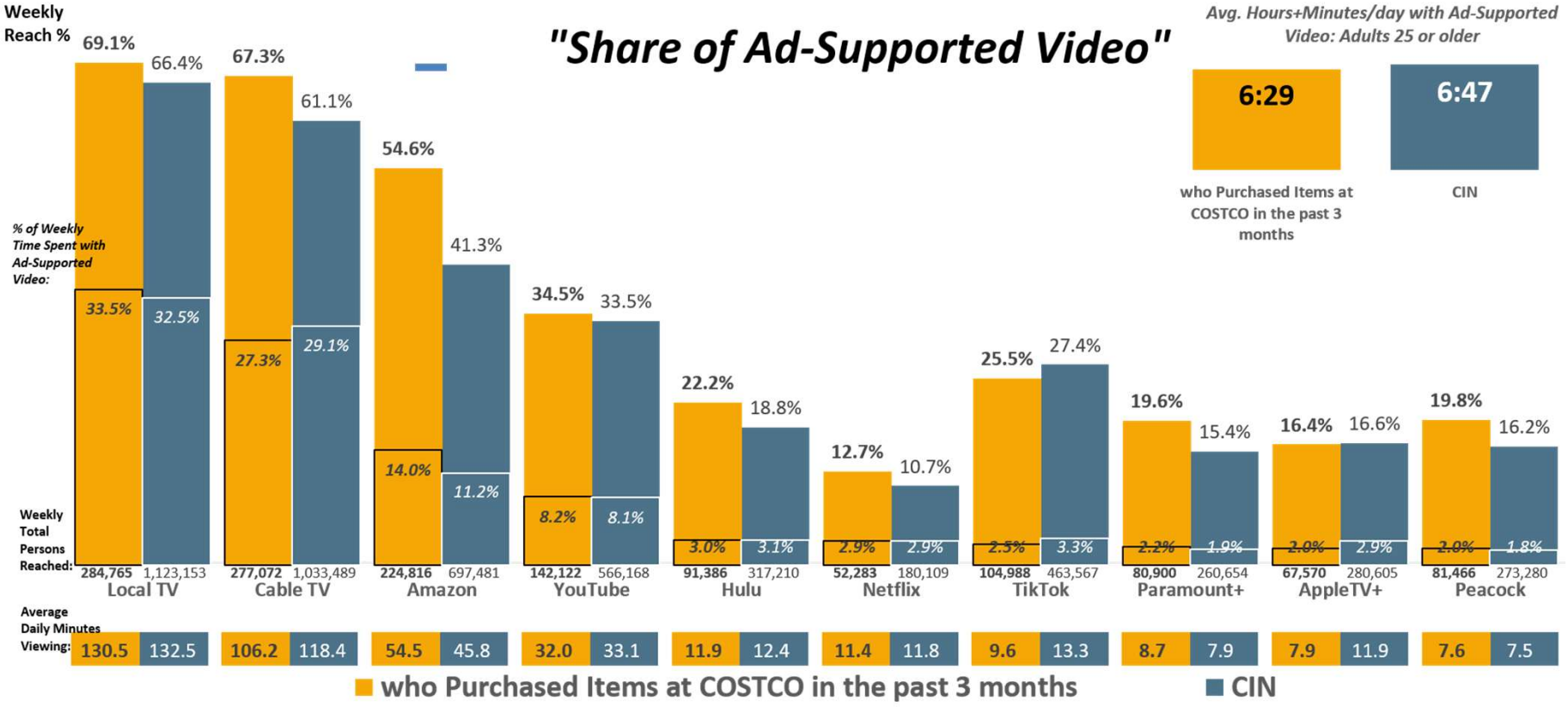
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CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 929 CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 3,573

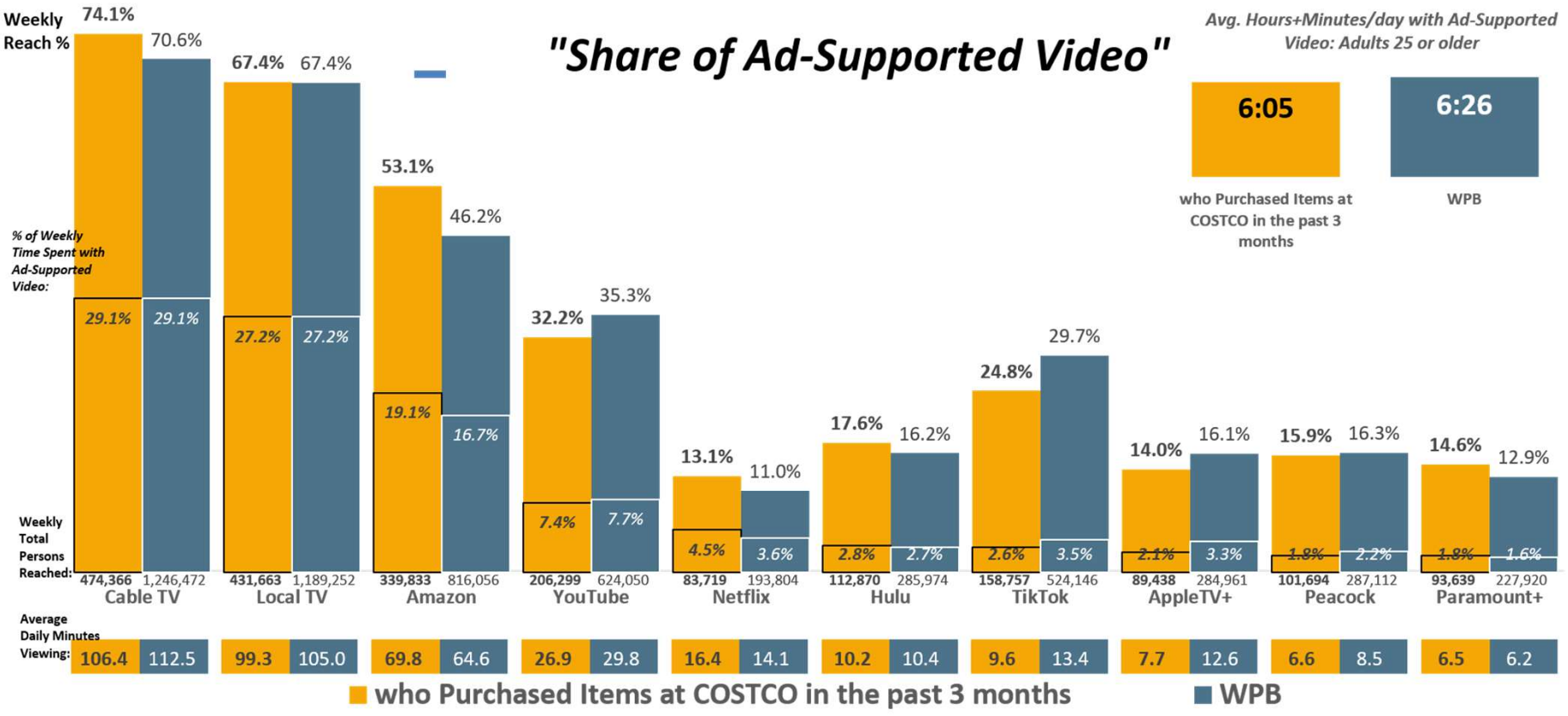
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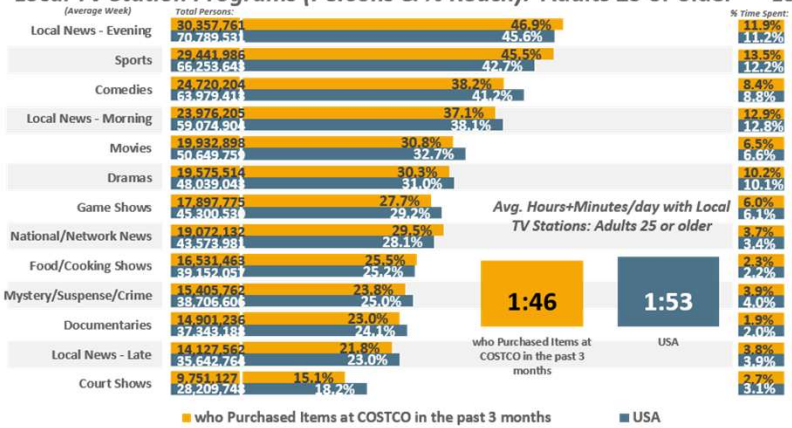
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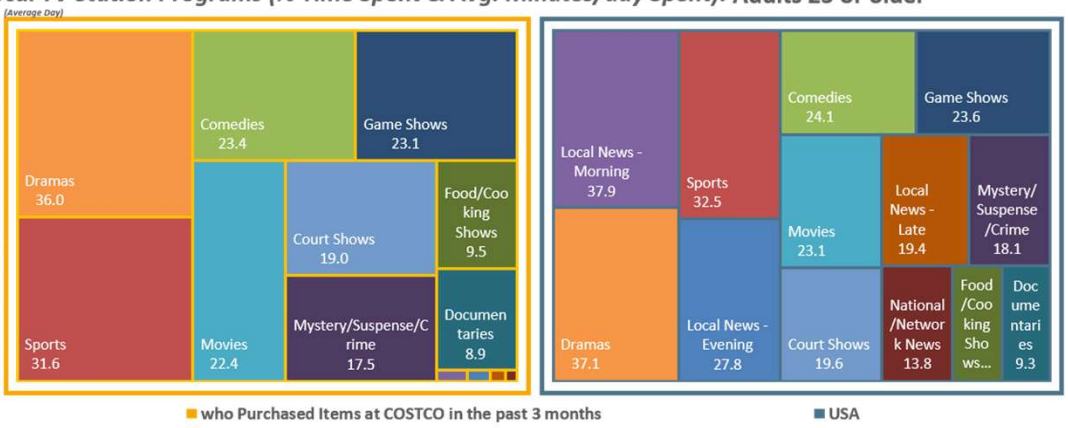
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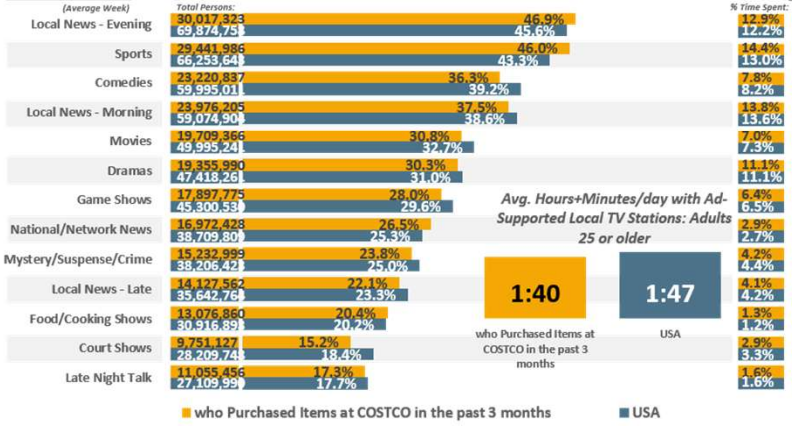
Local TV Station Programs (Persons & % Reach): Adults 25 or older



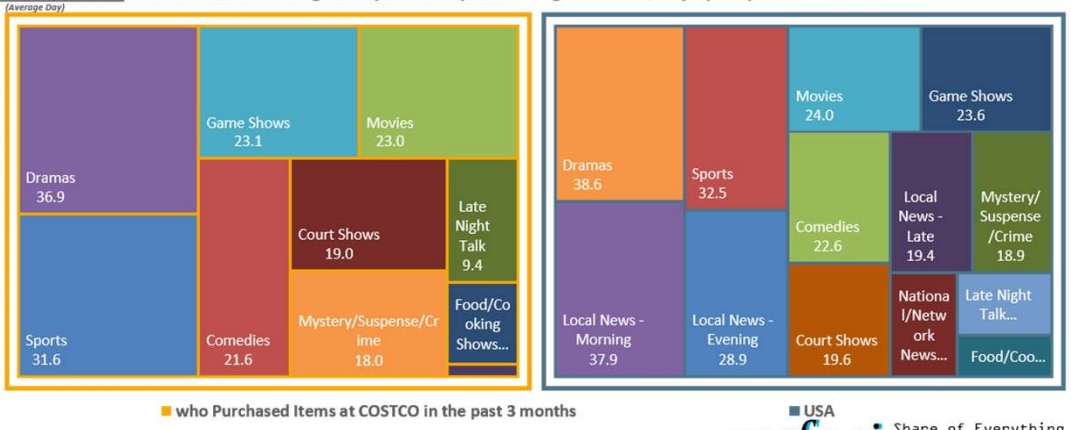
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



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

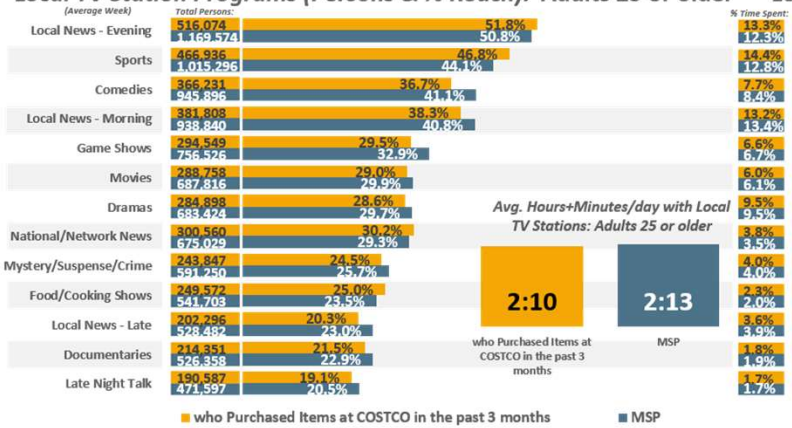
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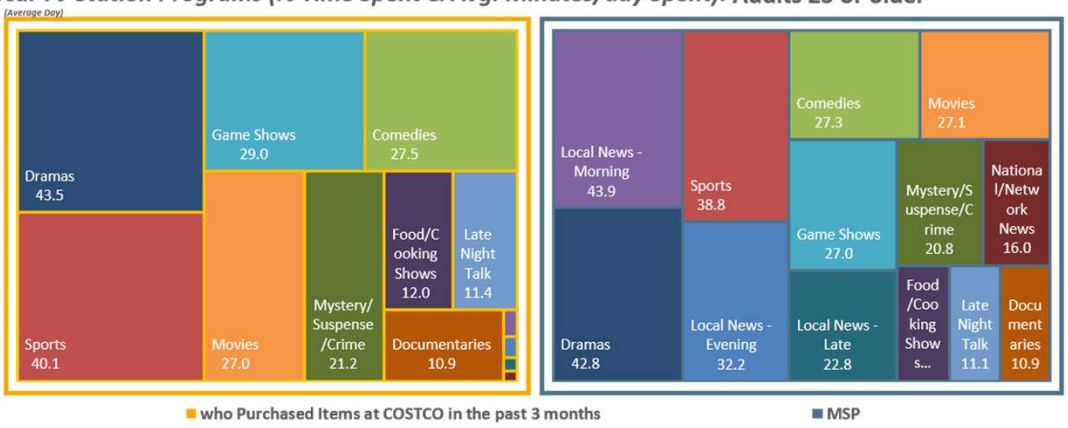
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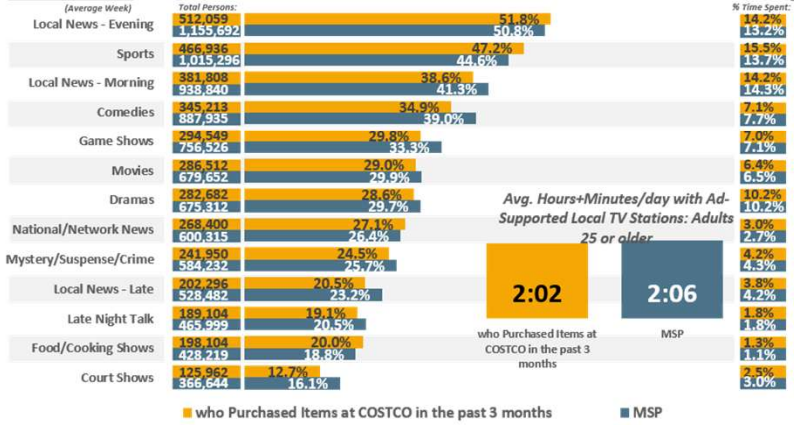
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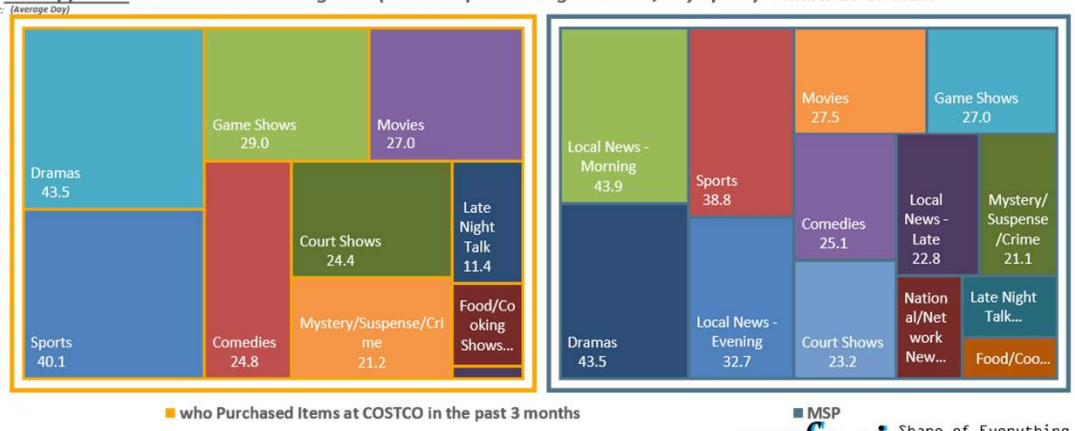
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,443

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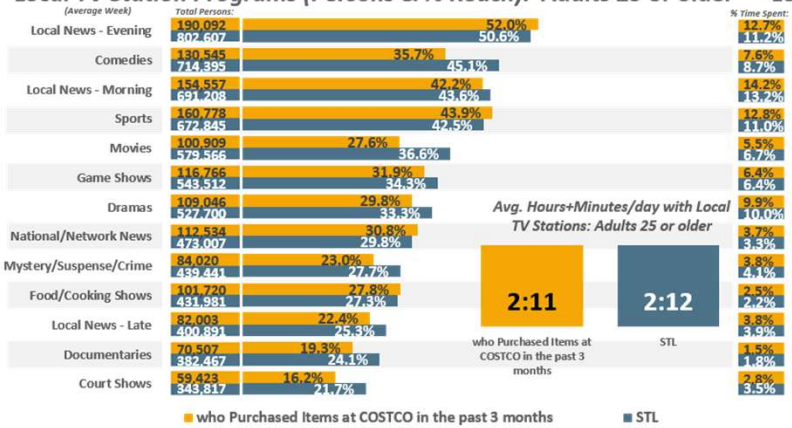
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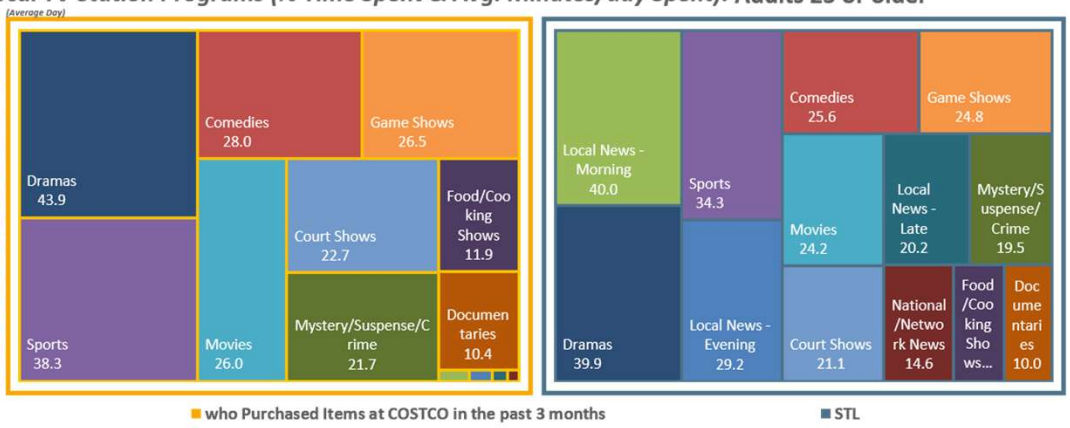


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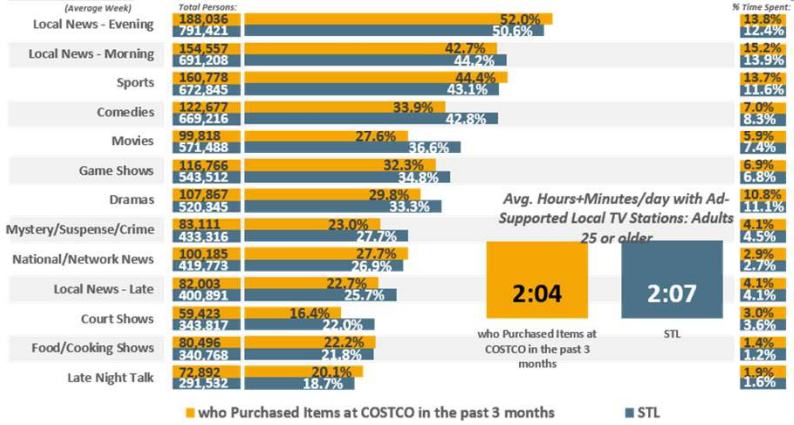
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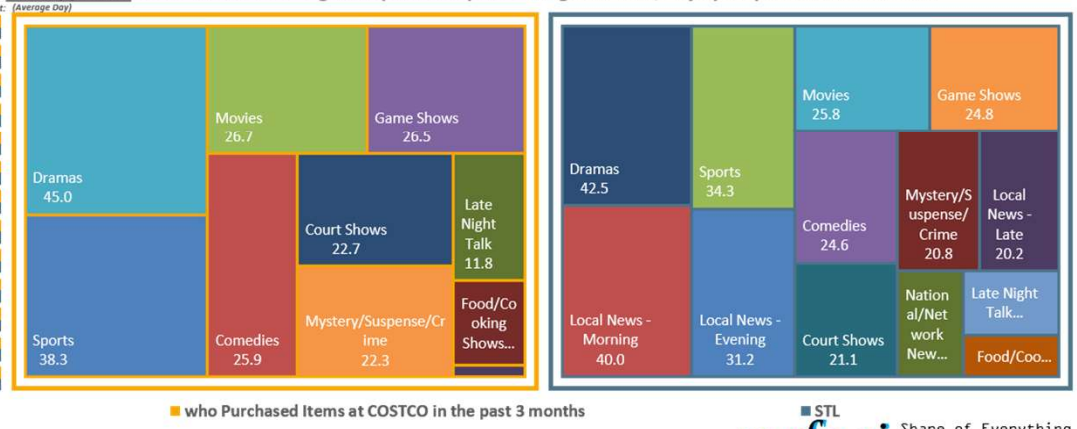
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Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 or older



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



STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 927

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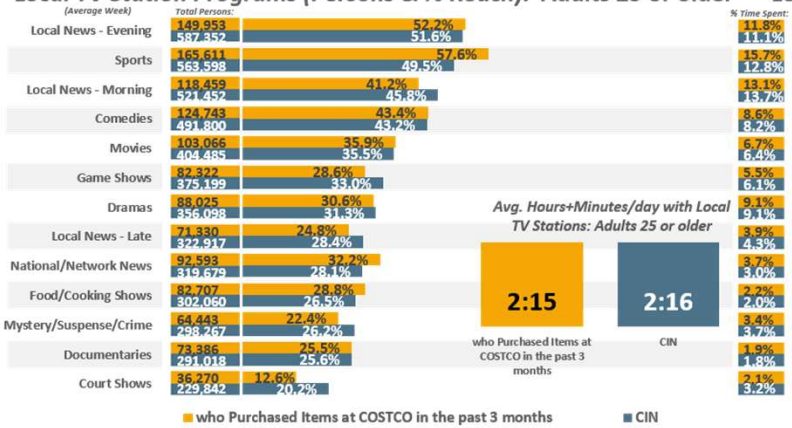
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Major stores bought past 3 months: Costco

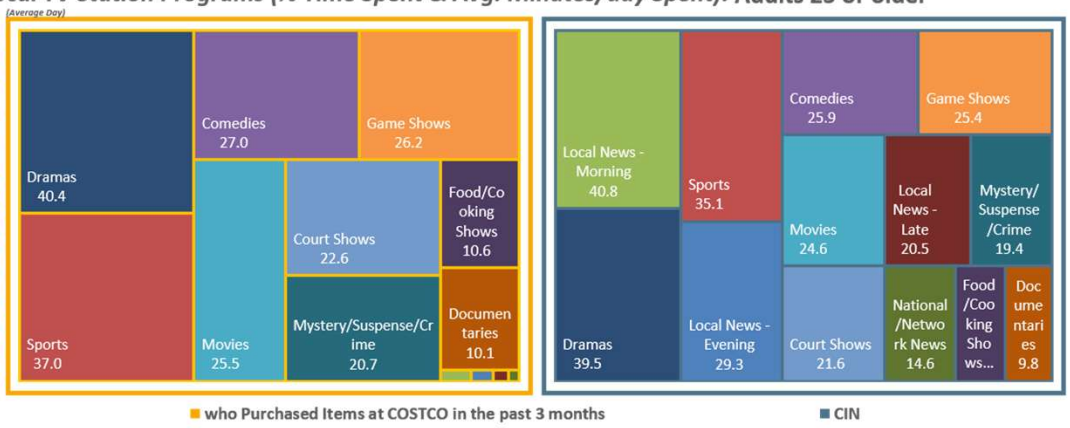


284,765 or 69.1% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Movies, and Dramas.

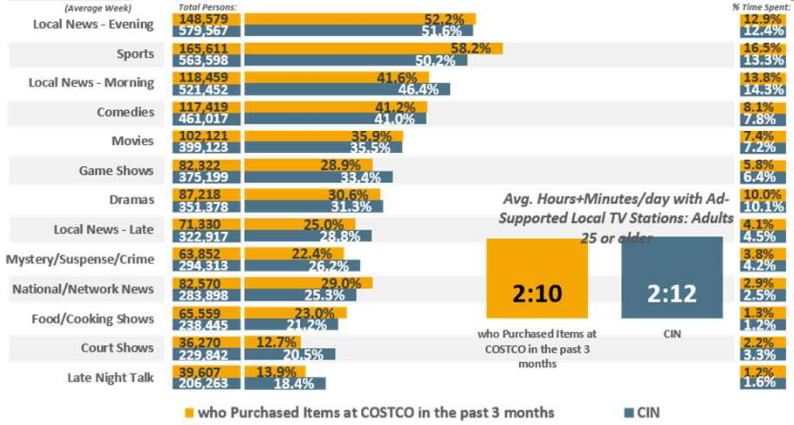
Local TV Station Programs (Persons & % Reach): Adults 25 or older



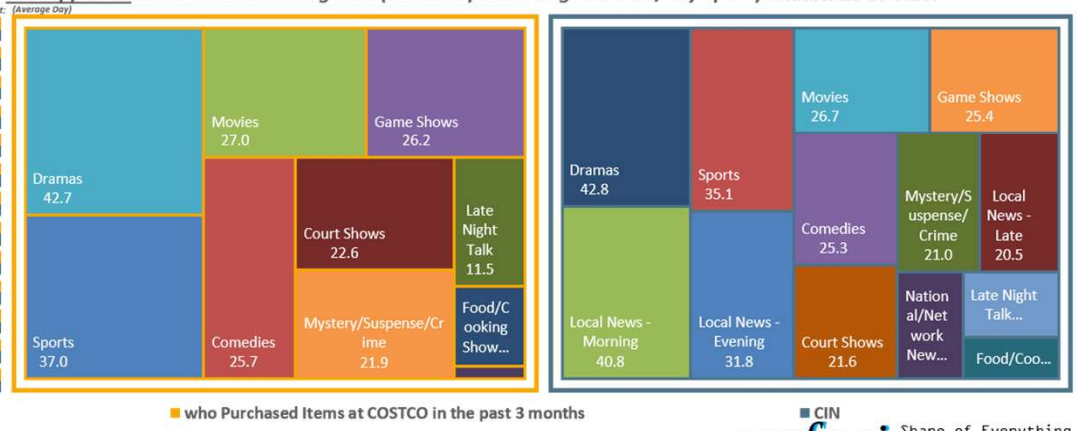
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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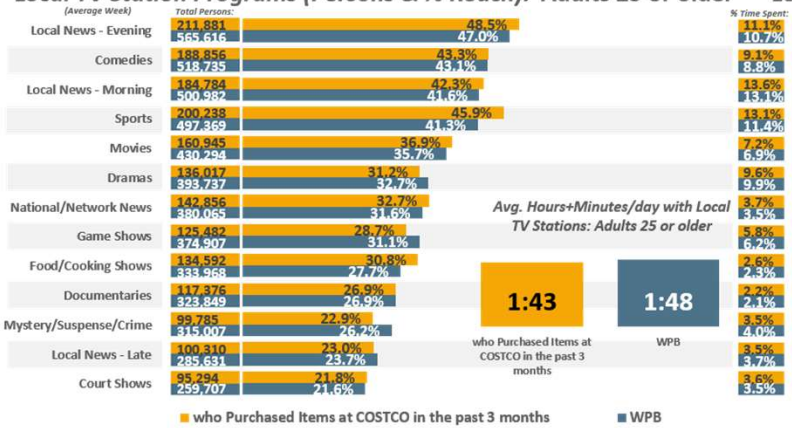
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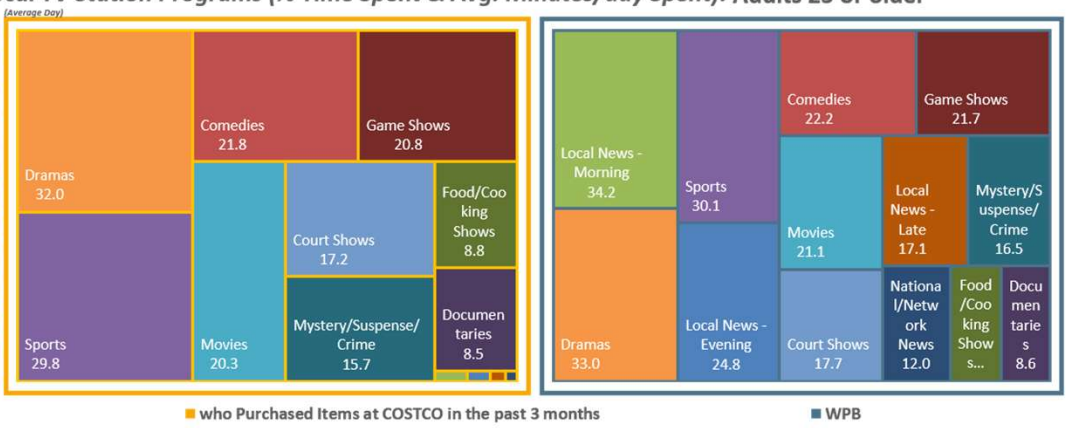
Major stores bought past 3 months: Costco

431,663 or 67.4% of Adults 25 or older who Purchased Items at COSTCO 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.

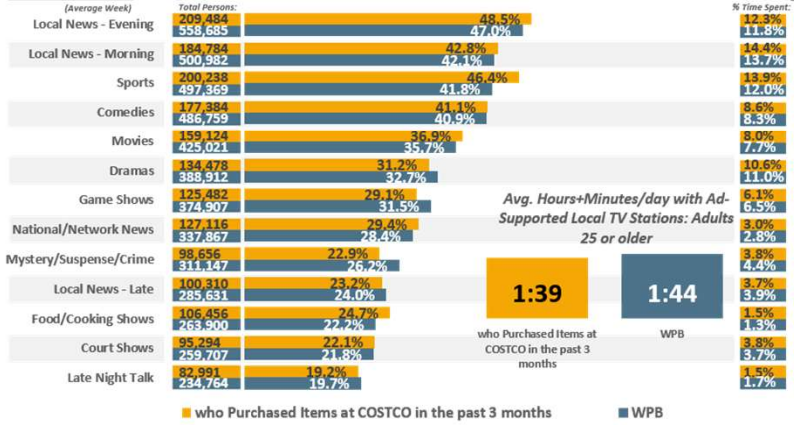
Local TV Station Programs (Persons & % Reach): Adults 25 or older



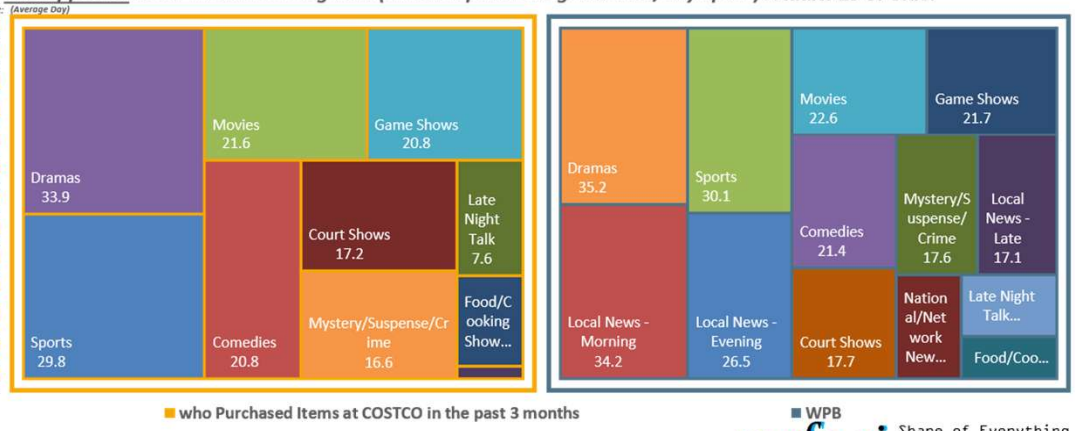
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,490

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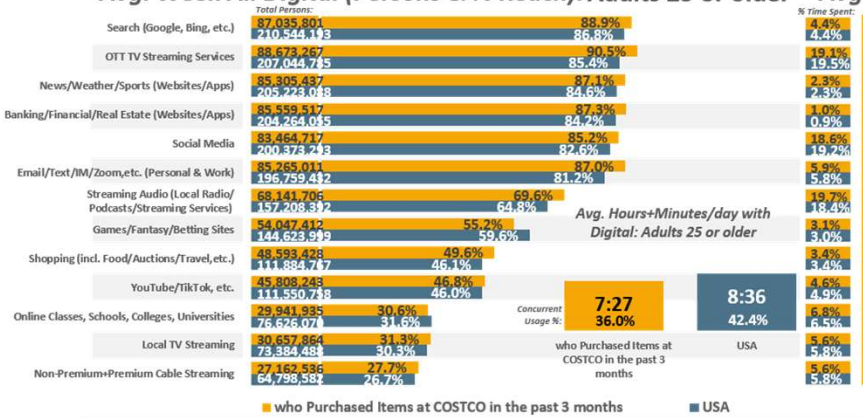
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Major stores bought past 3 months: Costco

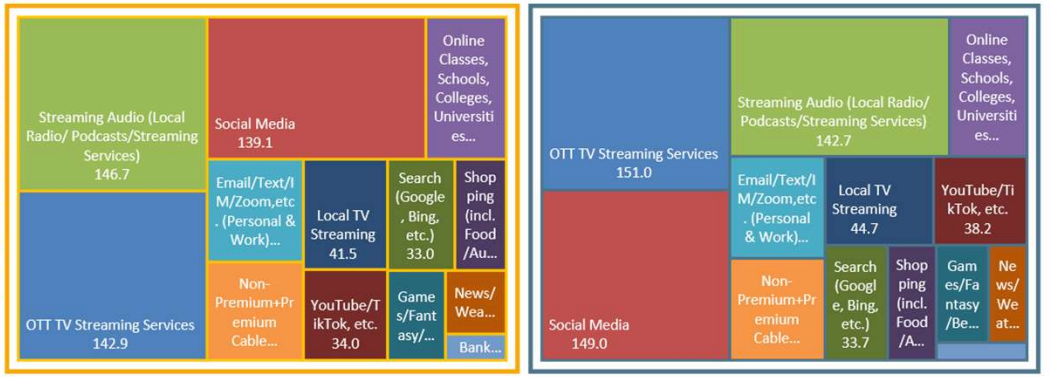


74,402,667 or 76.% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months use Ad-Supported Social Media for an average of 124. minutes every day representing 22.8% of all time spent daily with Ad-Supported Digital Media.

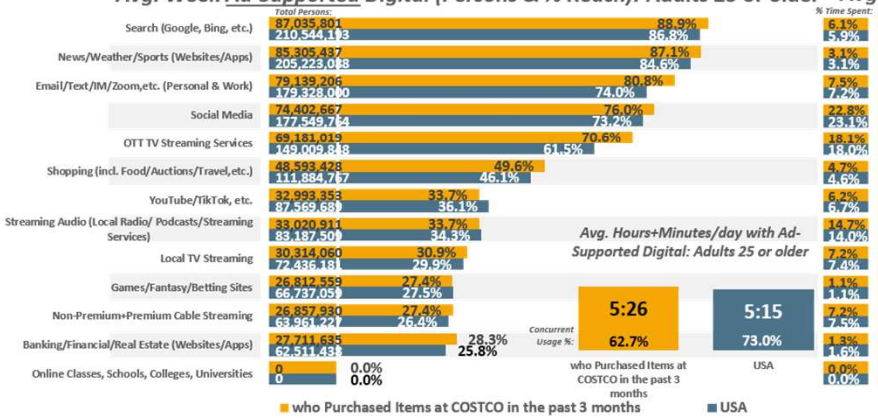
Avg. Week All Digital (Persons & % Reach): Adults 25 or older



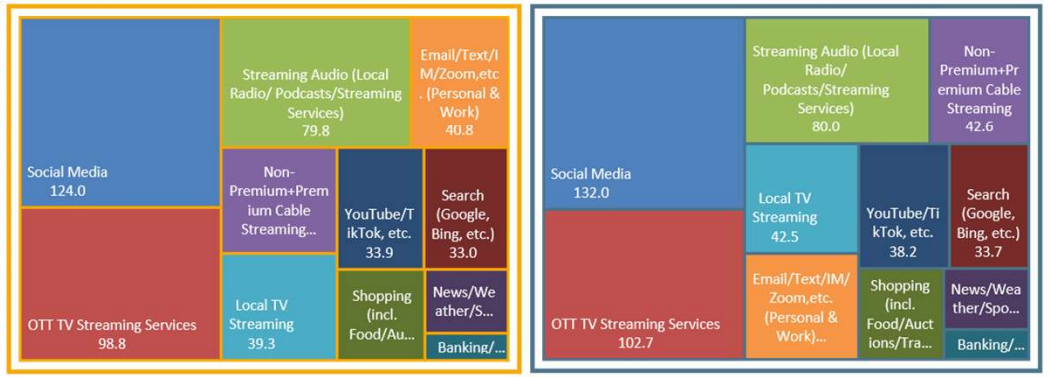
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



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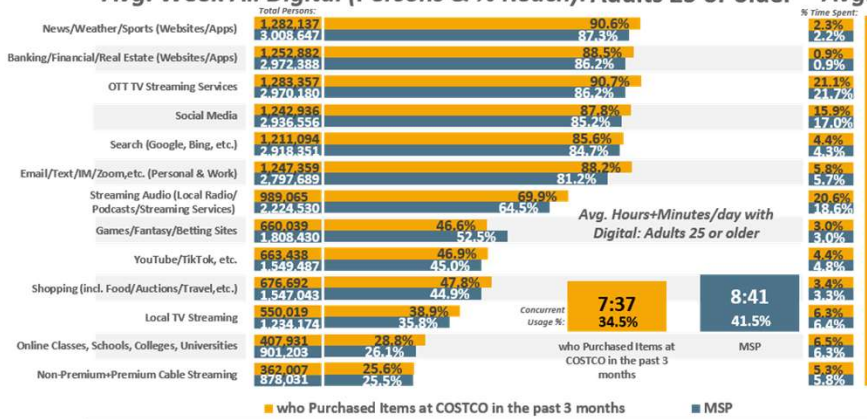
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Major stores bought past 3 months: Costco

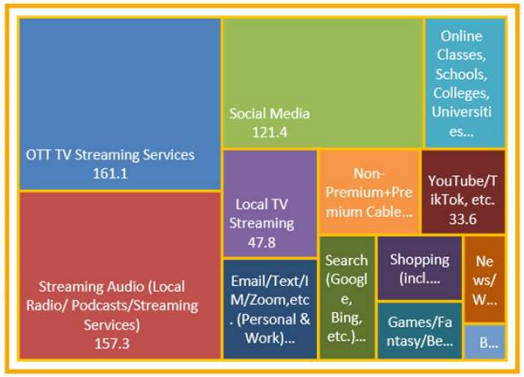


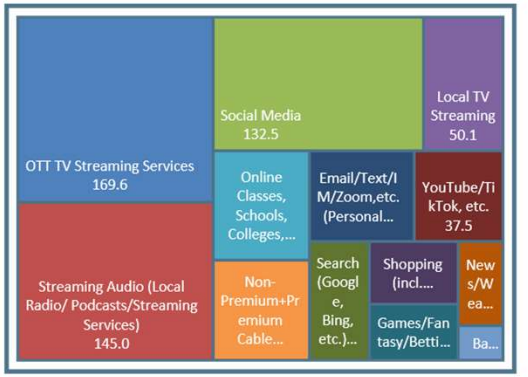
1,137,082 or 80.4% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months use Ad-Supported Social Media for an average of 111. minutes every day representing 20.1% of all time spent daily with Ad-Supported Digital Media.

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

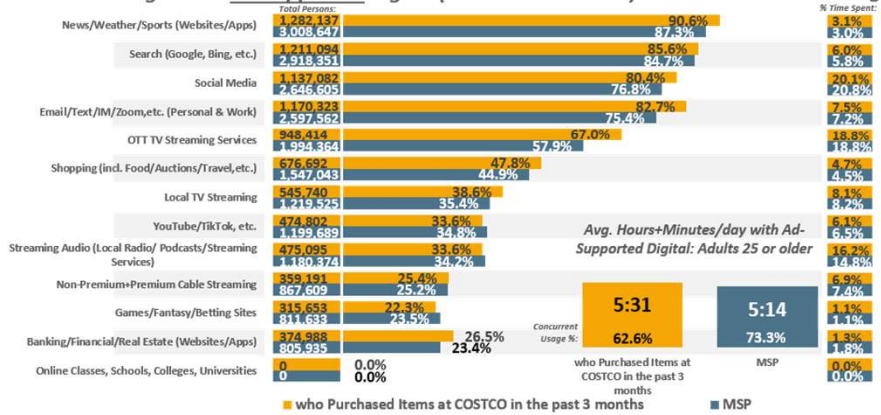


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



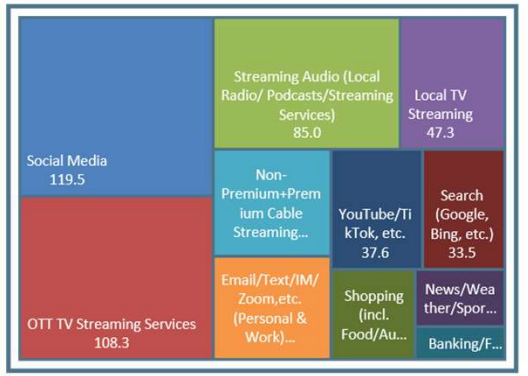


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 or older



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





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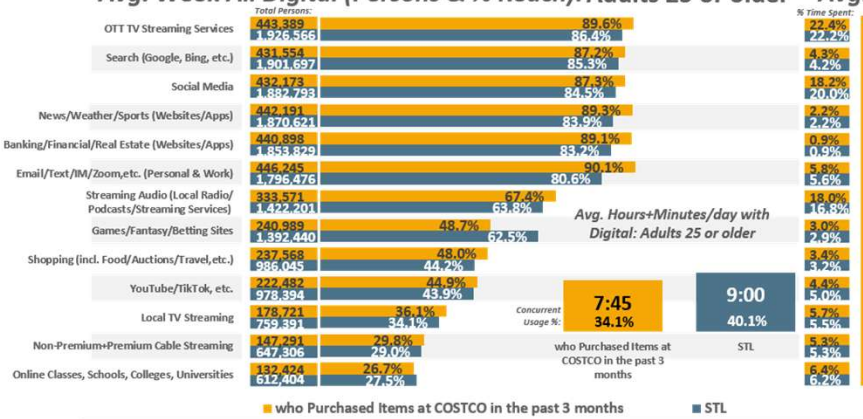
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Major stores bought past 3 months: Costco

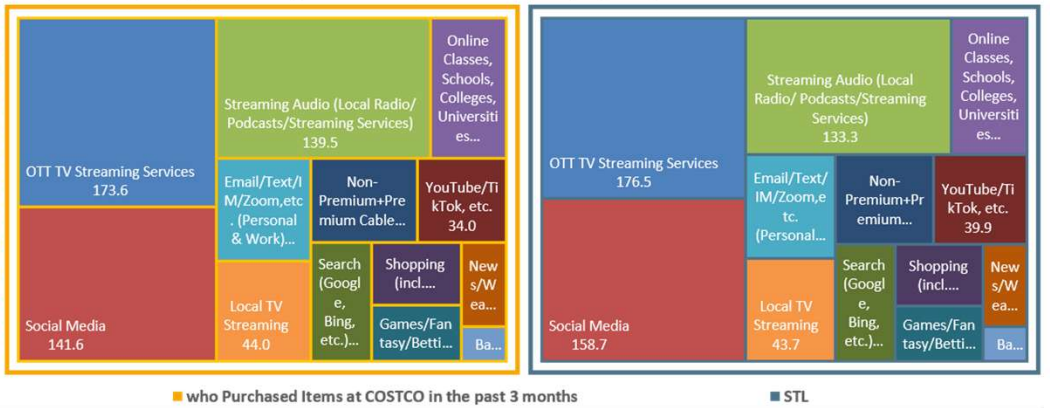


387,390 or 78.2% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months use Ad-Supported Social Media for an average of 126.9 minutes every day representing 22.5% of all time spent daily with Ad-Supported Digital Media.

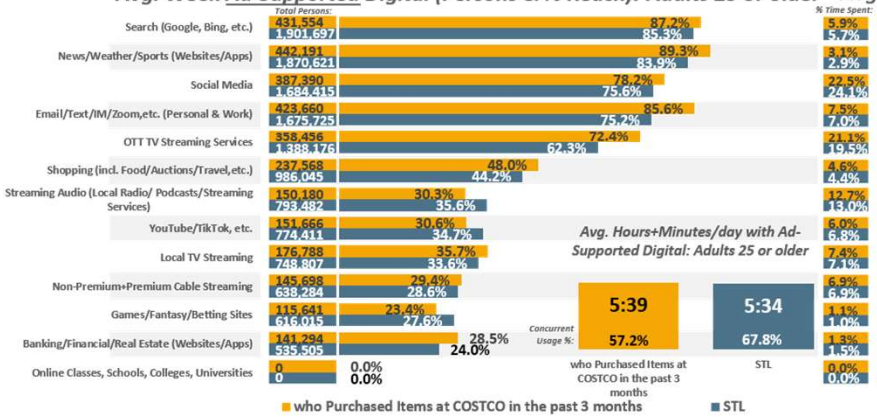
Avg. Week All Digital (Persons & % Reach): Adults 25 or older



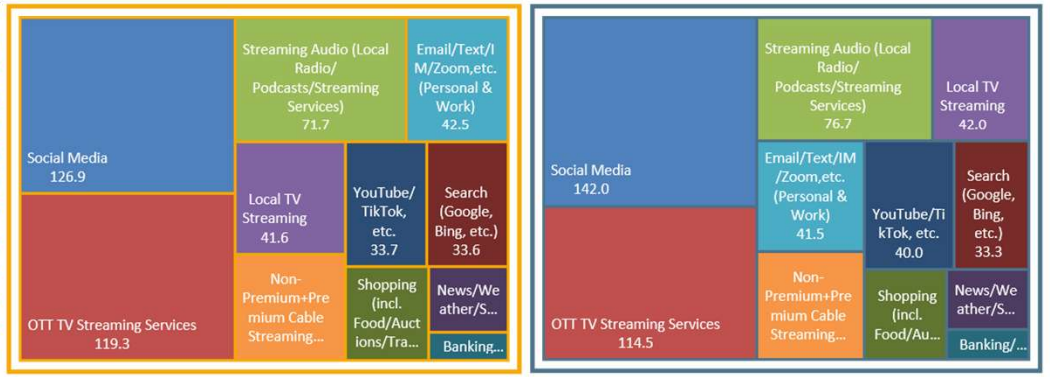
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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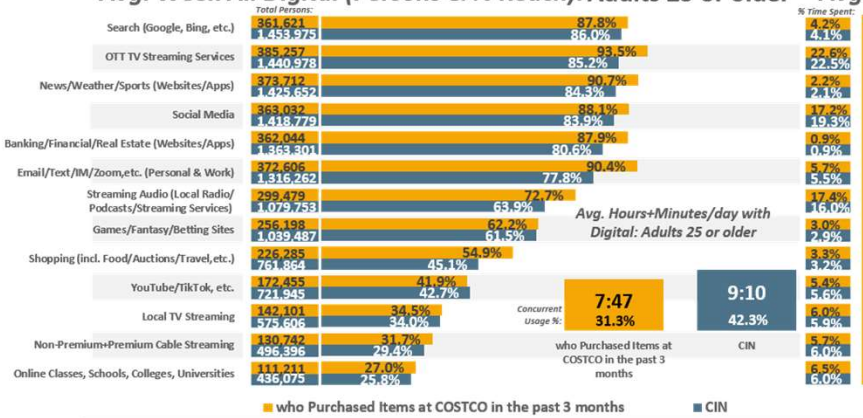
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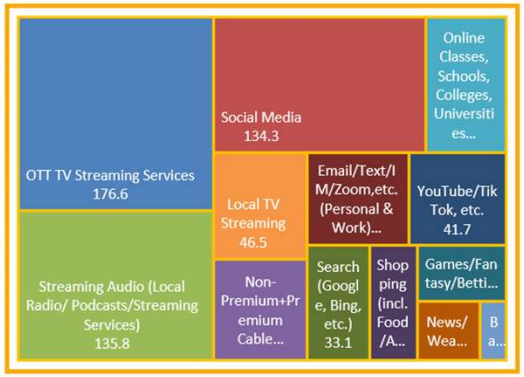
Major stores bought past 3 months: Costco

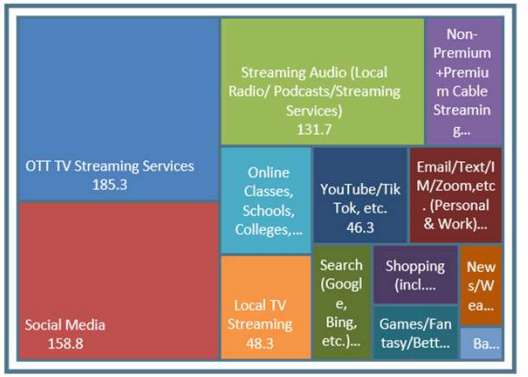
313,343 or 76.1% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months use Ad-Supported Social Media for an average of 115.9 minutes every day representing 20.9% of all time spent daily with Ad-Supported Digital Media.

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

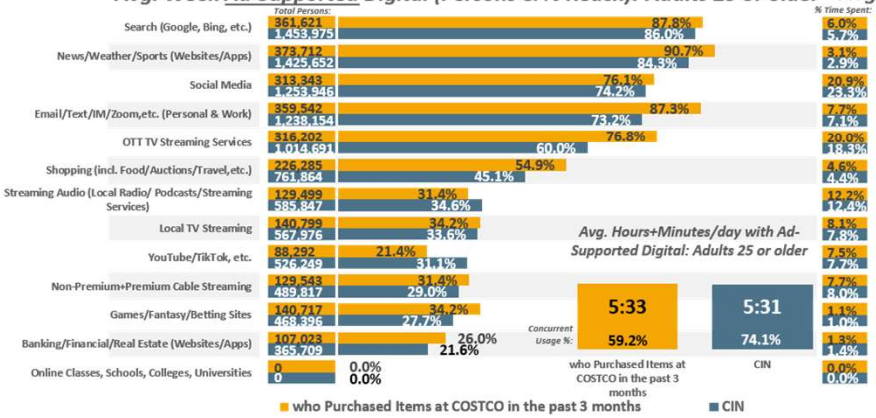


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older

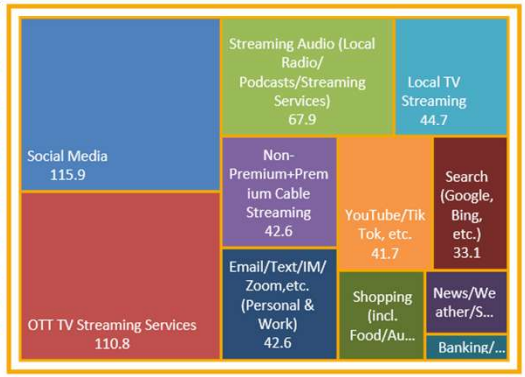


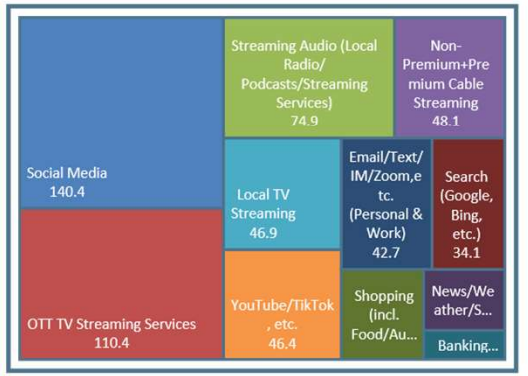


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 or older



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





CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 929

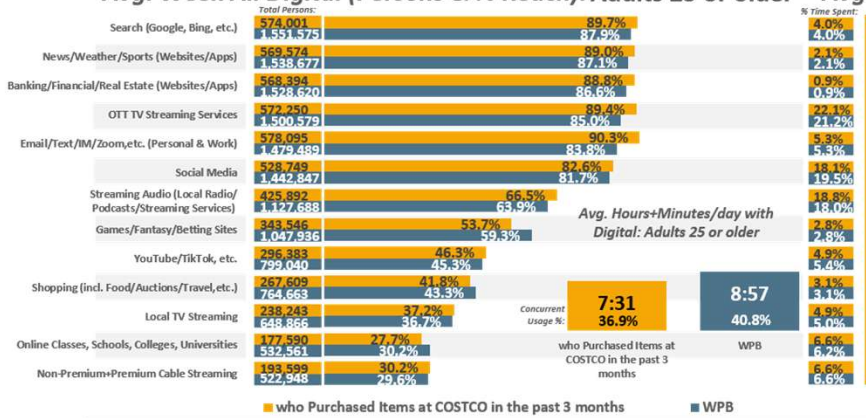
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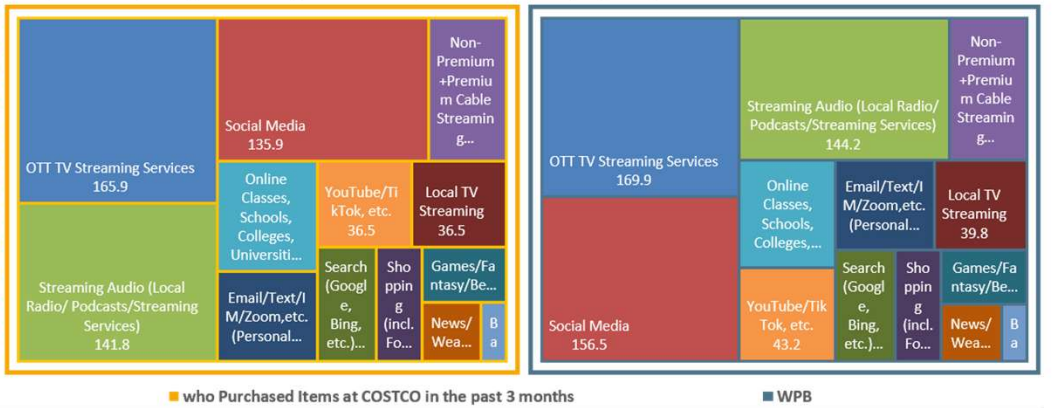
Major stores bought past 3 months: Costco

453,030 or 70.8% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months use Ad-Supported Social Media for an average of 116.4 minutes every day representing 21.% of all time spent daily with Ad-Supported Digital Media.

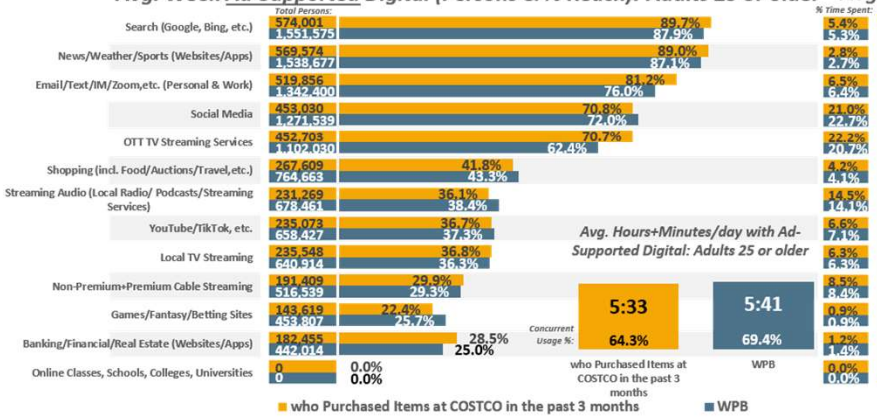
Avg. Week All Digital (Persons & % Reach): Adults 25 or older



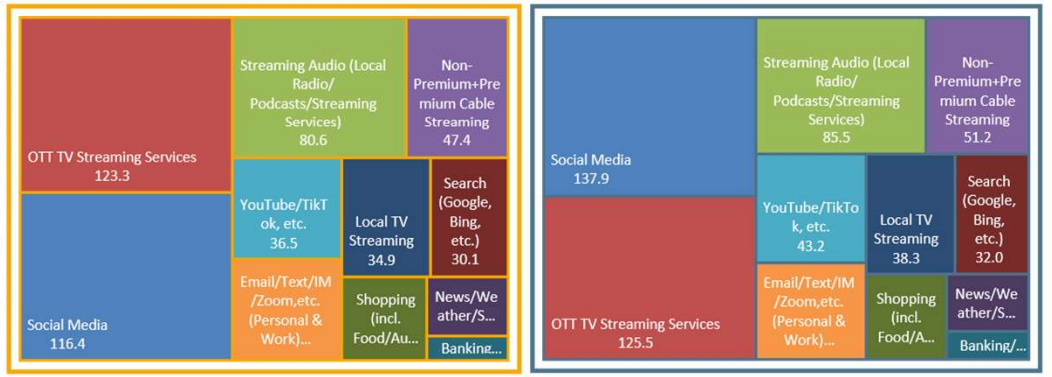
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,490

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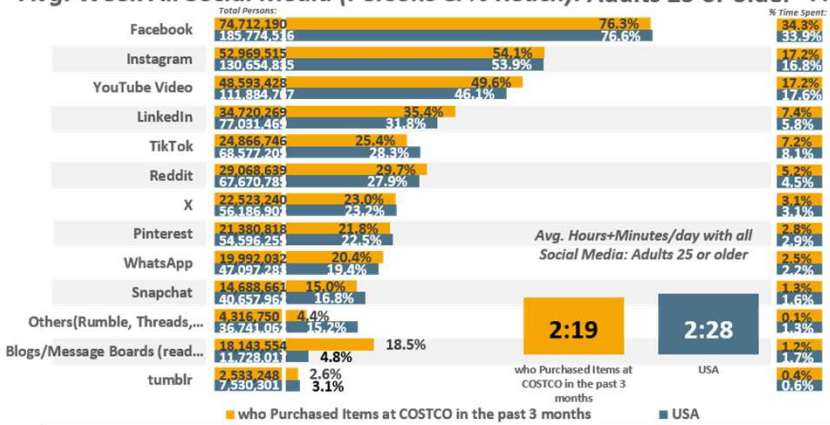
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Major stores bought past 3 months: Costco

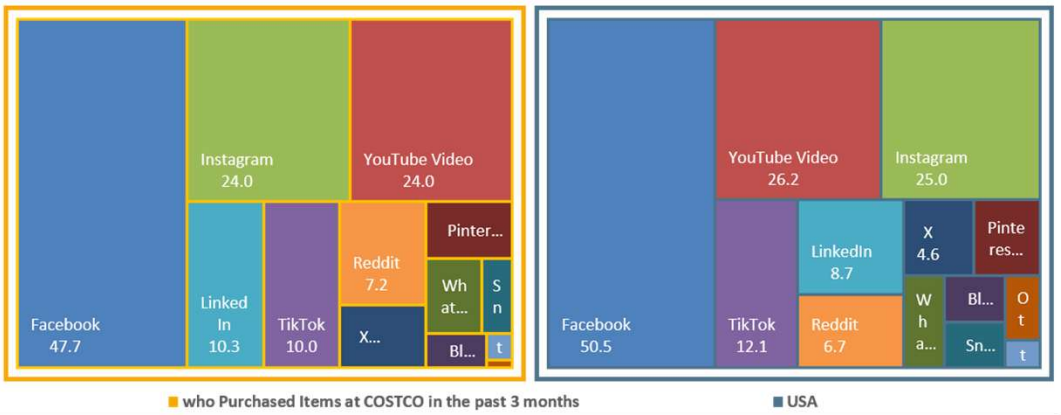


74,402,667 or 76.% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months use Ad-Supported Facebook for an average of 44.8 minutes every day representing 36.1% of all time spent daily with Ad-Supported Social Media.

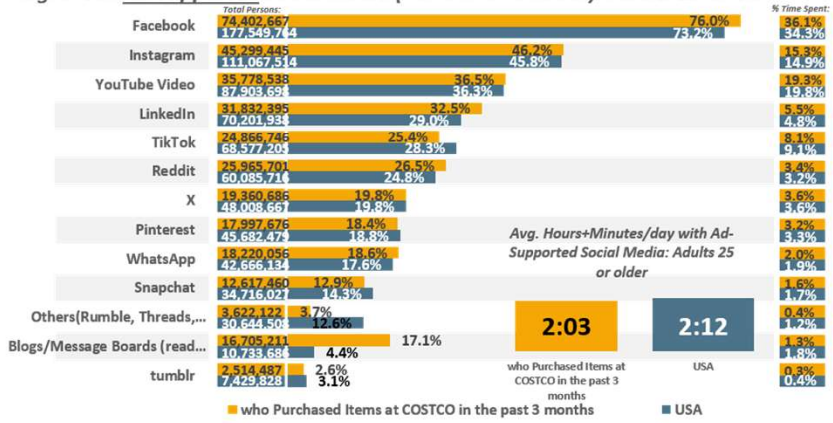
Avg. Week All Social Media (Persons & % Reach): Adults 25 or older



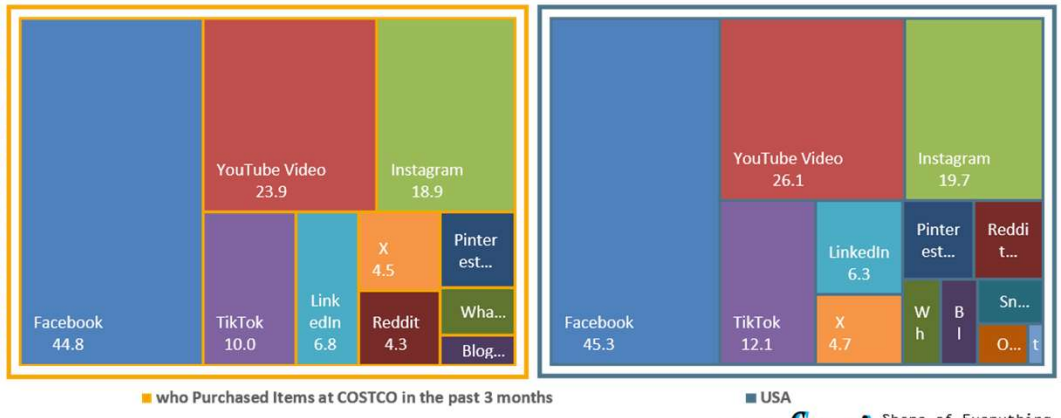
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



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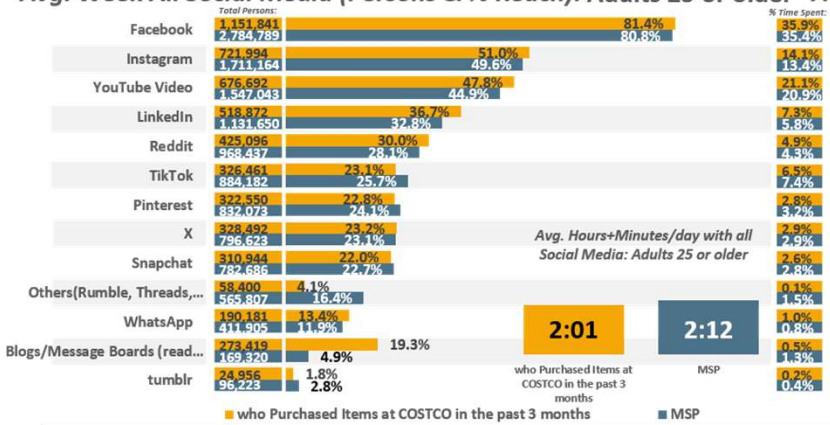
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Major stores bought past 3 months: Costco

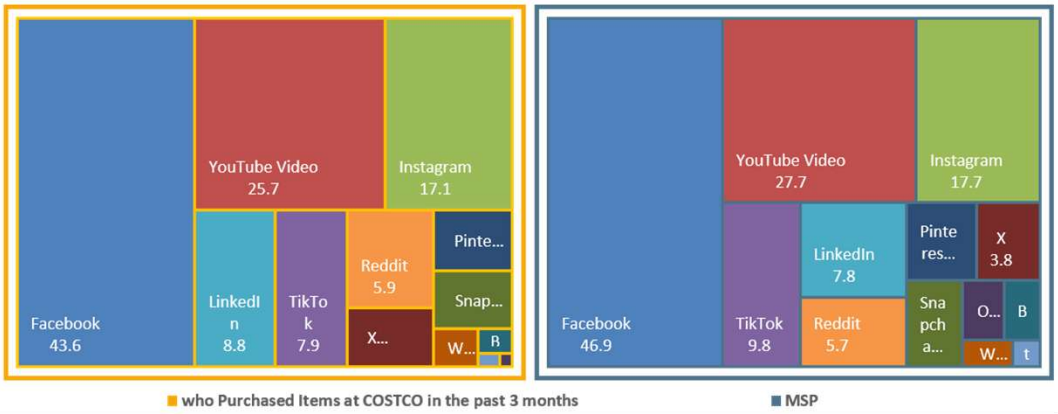


1,137,082 or 80.4% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months use Ad-Supported Facebook for an average of 39.7 minutes every day representing 35.7% of all time spent daily with Ad-Supported Social Media.

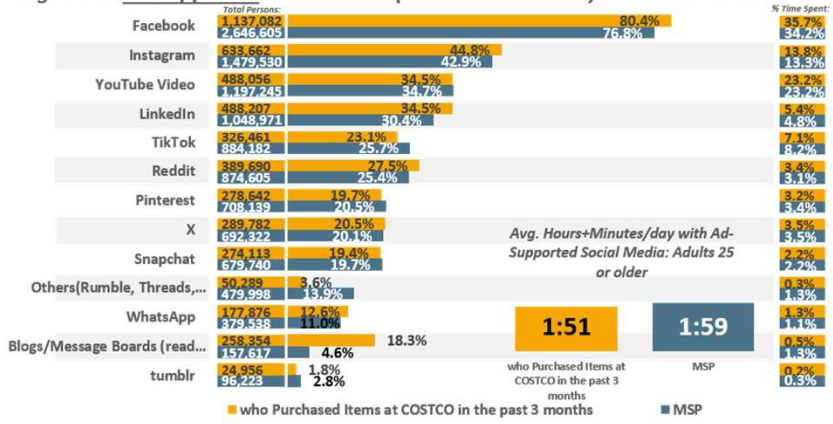
Avg. Week All Social Media (Persons & % Reach): Adults 25 or older



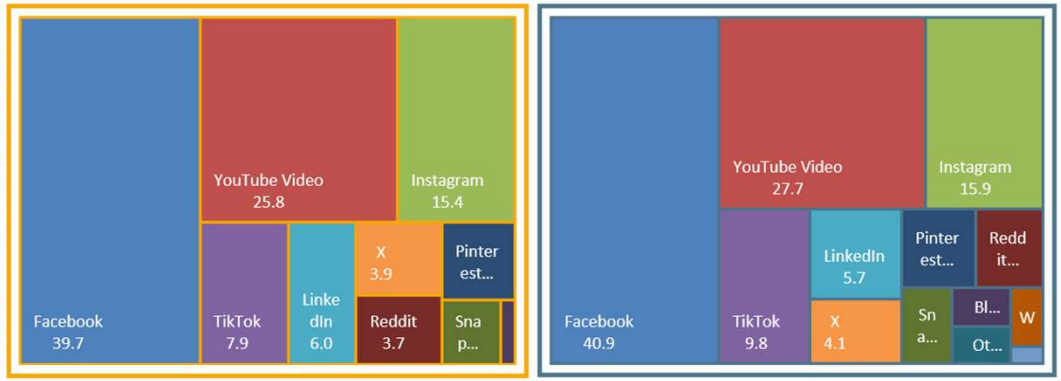
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,443

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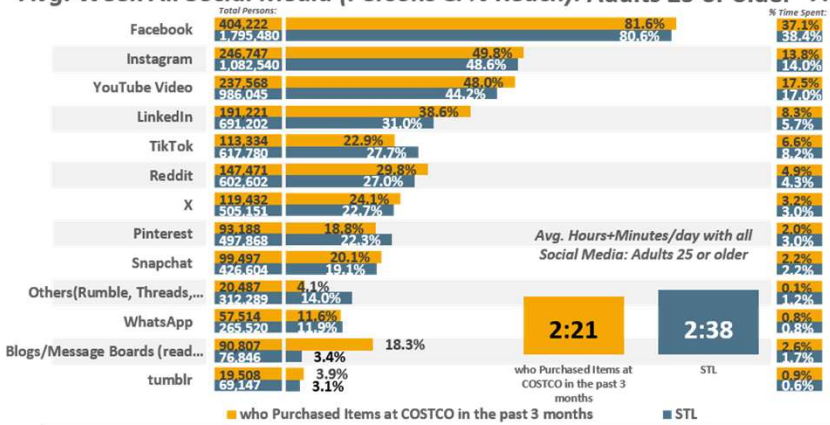
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Major stores bought past 3 months: Costco

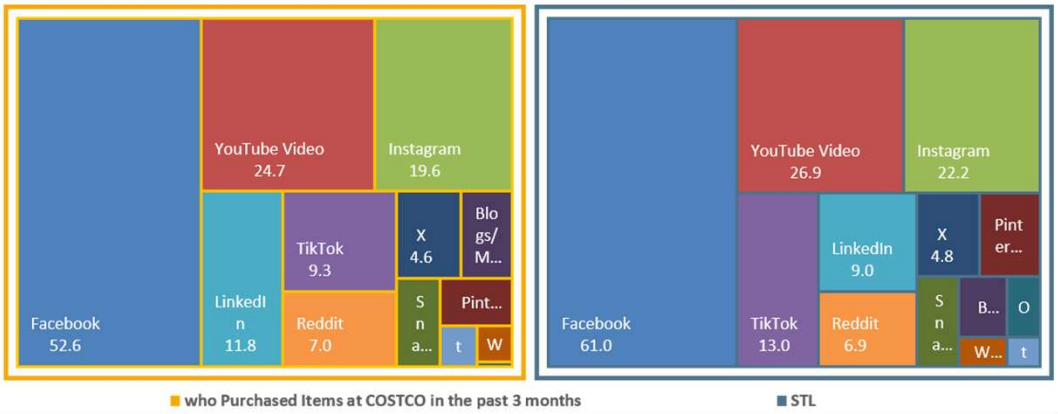


387,390 or 78.2% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months use Ad-Supported Facebook for an average of 46.6 minutes every day representing 36.7% of all time spent daily with Ad-Supported Social Media.

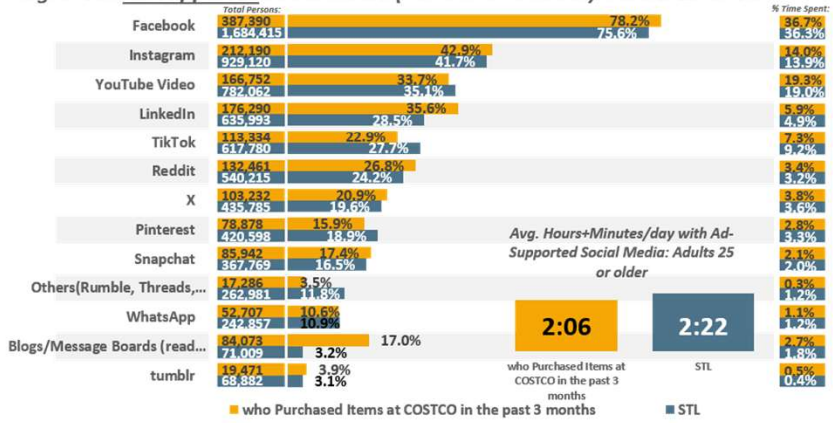
Avg. Week All Social Media (Persons & % Reach): Adults 25 or older



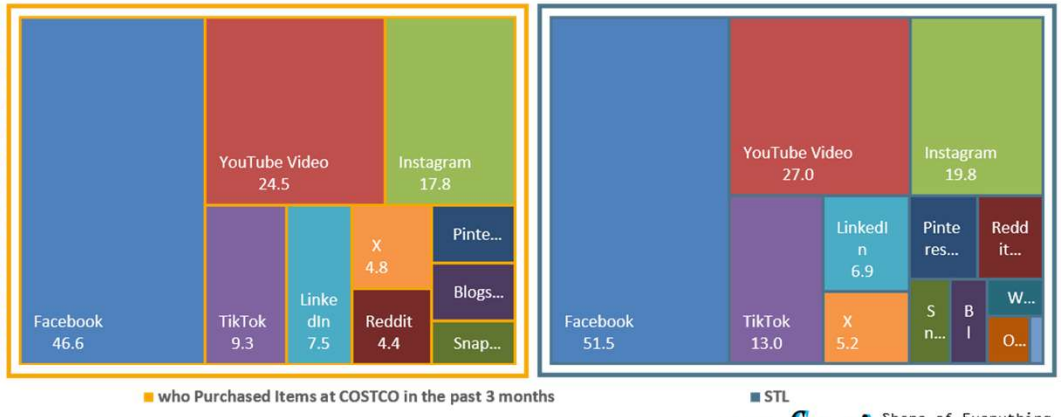
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 927

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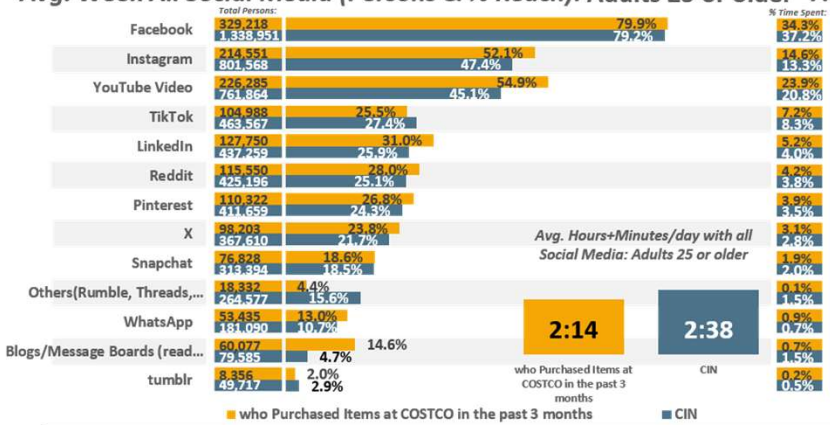
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Major stores bought past 3 months: Costco

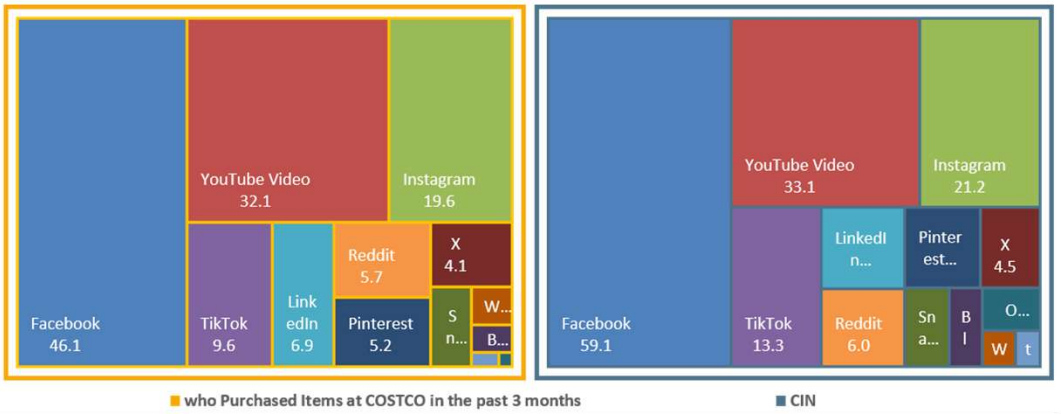


313,343 or 76.1% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months use Ad-Supported Facebook for an average of 38.3 minutes every day representing 33.% of all time spent daily with Ad-Supported Social Media.

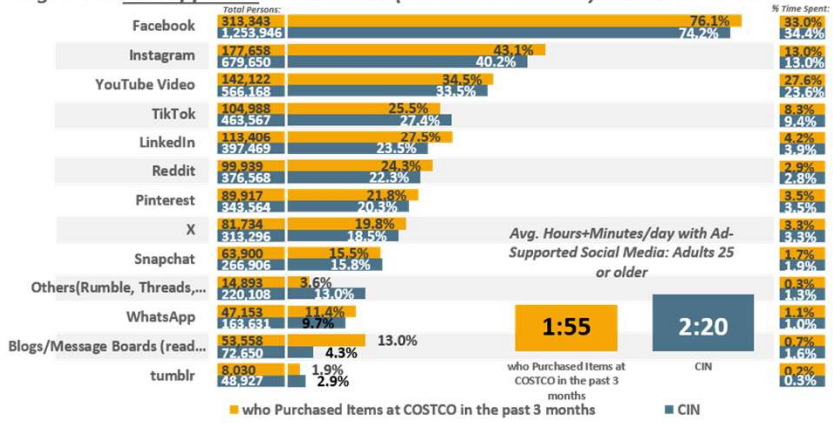
Avg. Week All Social Media (Persons & % Reach): Adults 25 or older



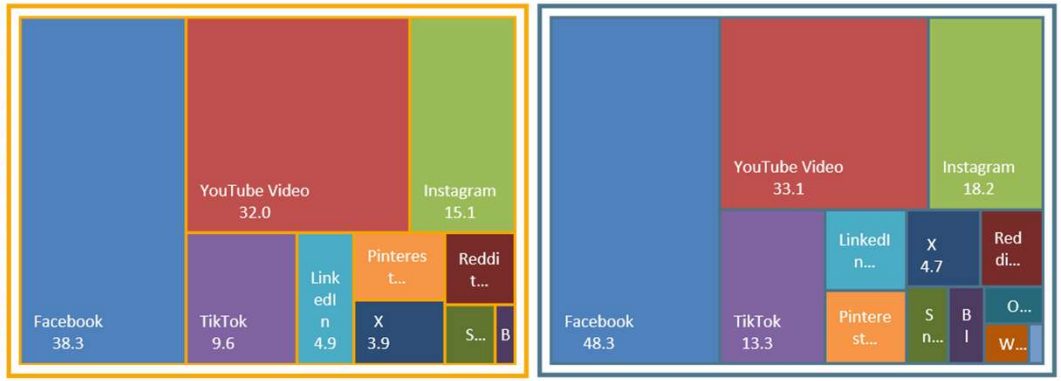
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 929

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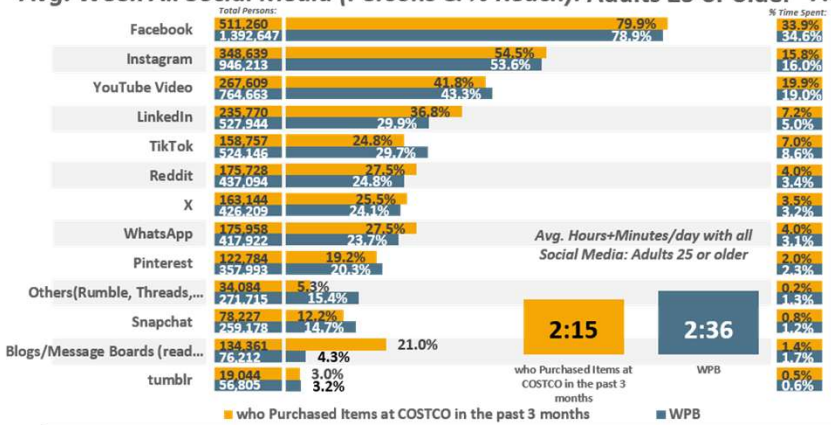
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Major stores bought past 3 months: Costco

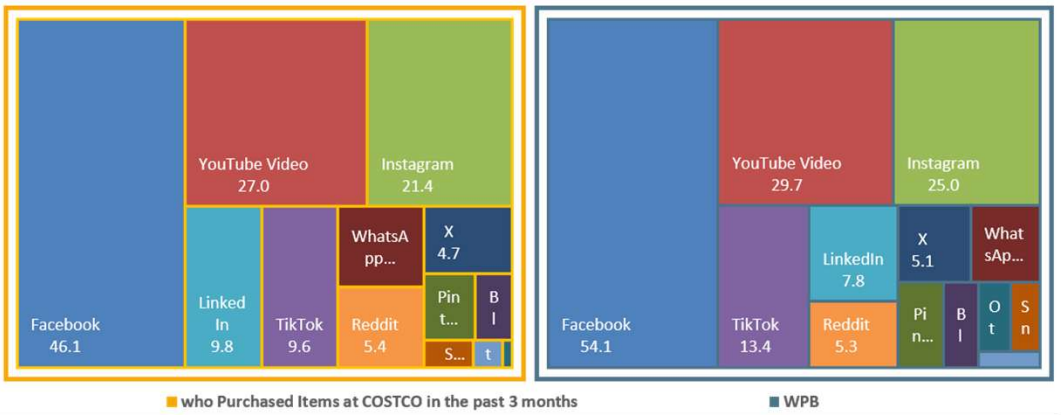


453,030 or 70.8% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months use Ad-Supported Facebook for an average of 38.6 minutes every day representing 33.2% of all time spent daily with Ad-Supported Social Media.

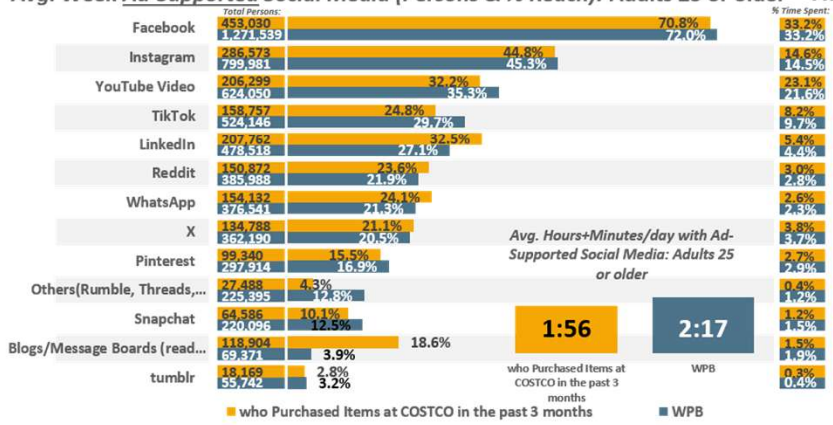
Avg. Week All Social Media (Persons & % Reach): Adults 25 or older



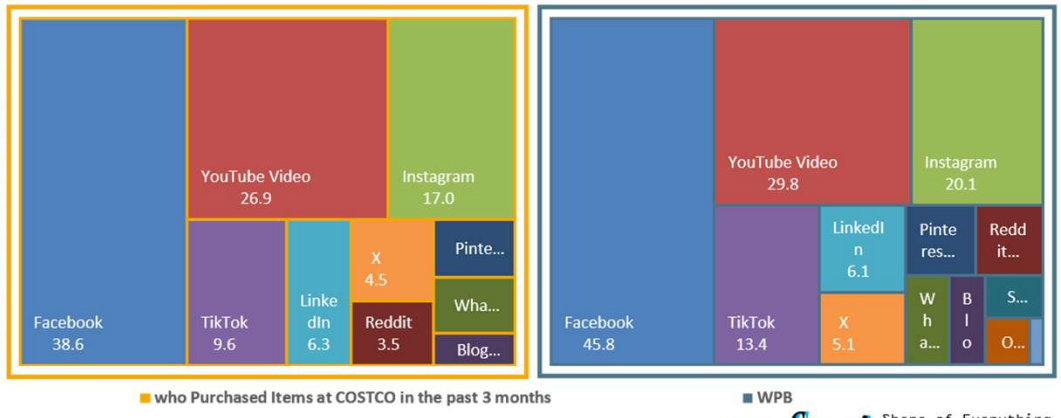
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,490

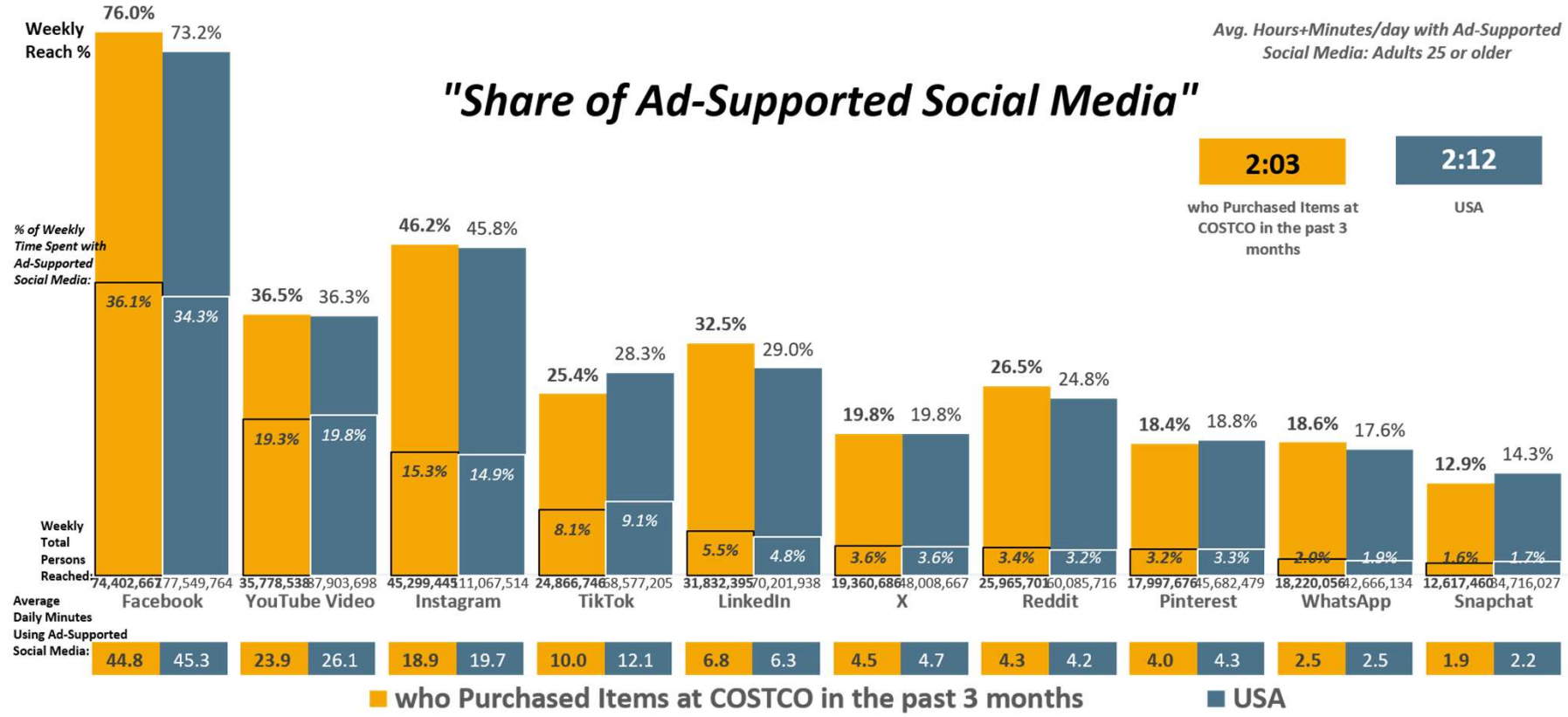
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Major stores bought past 3 months: Costco



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



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

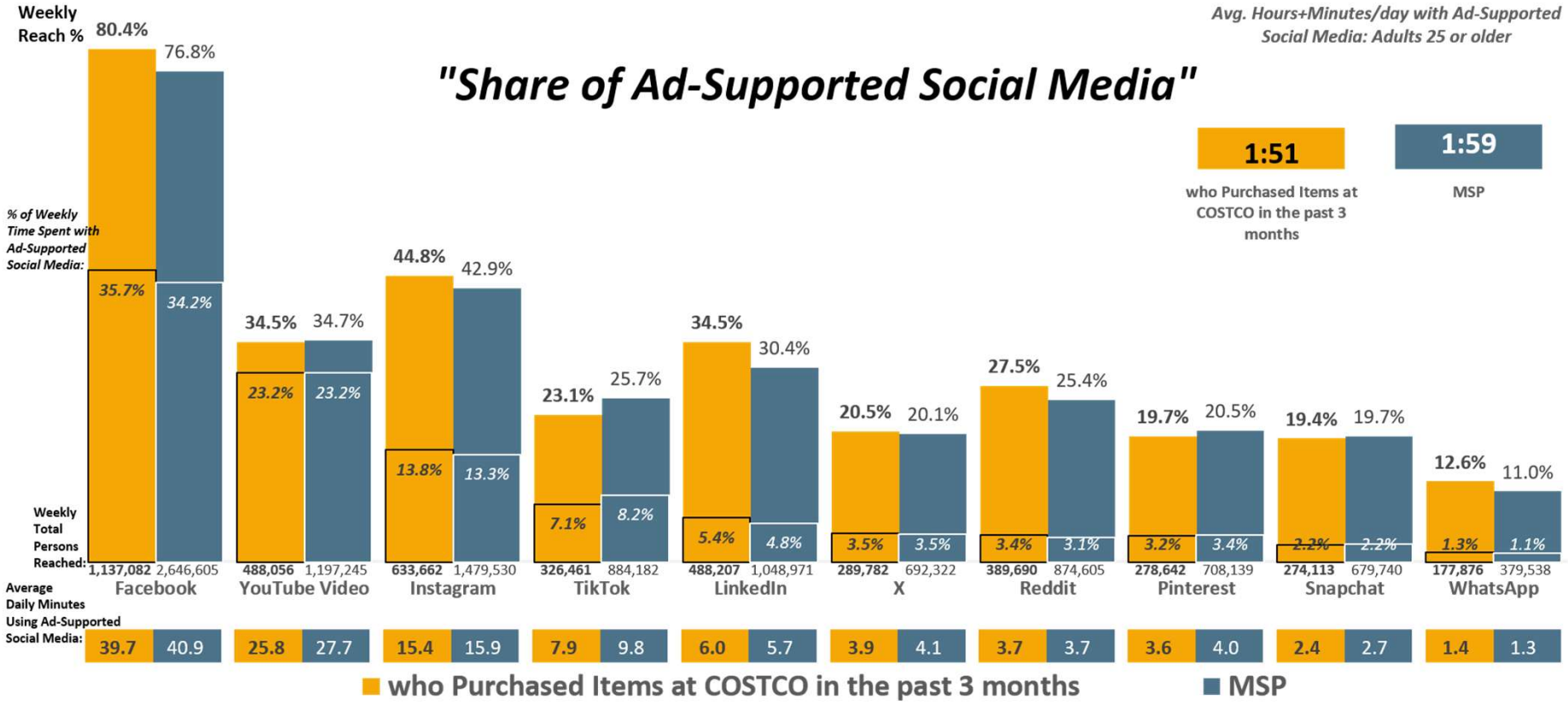
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Major stores bought past 3 months: Costco



1,137,082 or 80.4% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months use Ad-Supported Facebook for an average of 39.7 minutes every day representing 35.7% of all time spent daily with Ad-Supported Social Media.



MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,443 MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 3,647

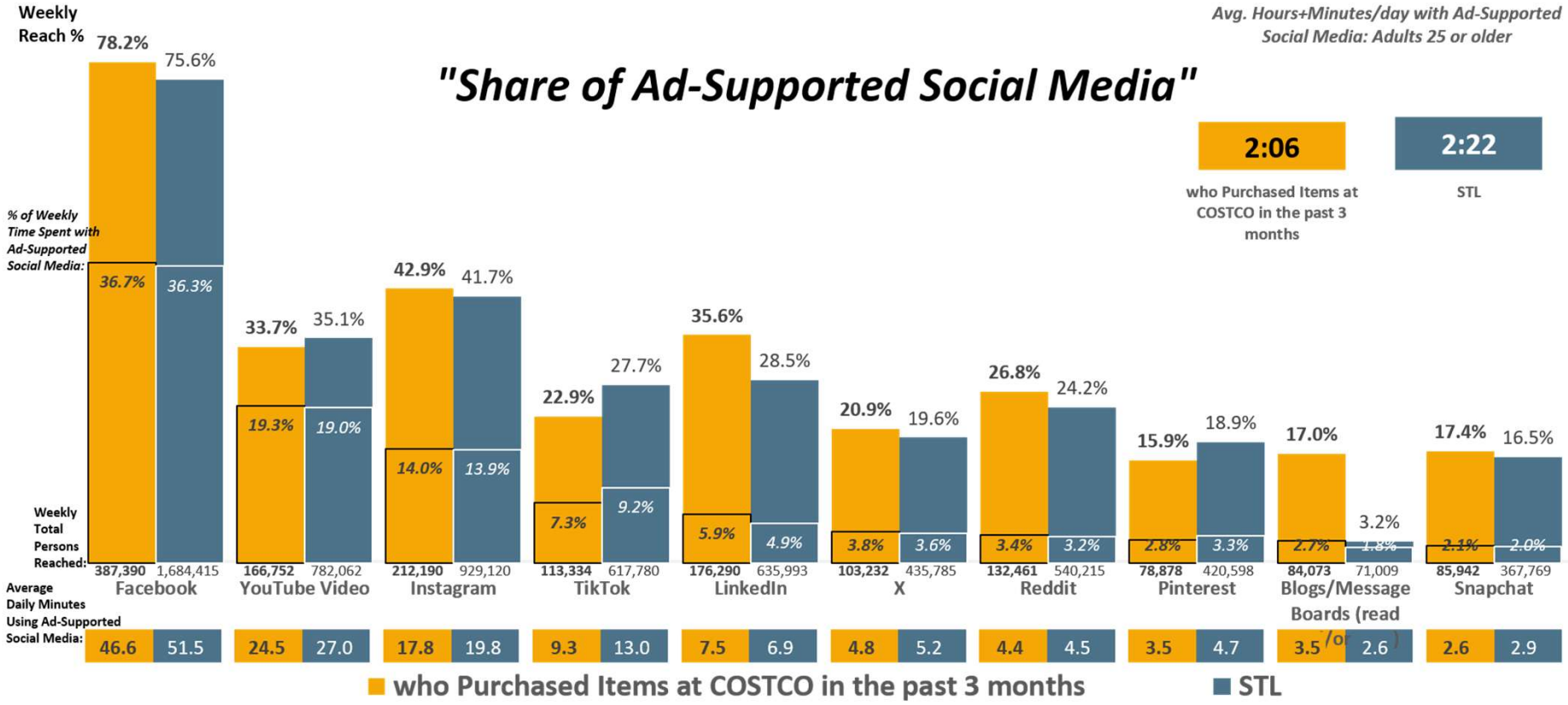
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Major stores bought past 3 months: Costco



387,390 or 78.2% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months use Ad-Supported Facebook for an average of 46.6 minutes every day representing 36.7% of all time spent daily with Ad-Supported Social Media.



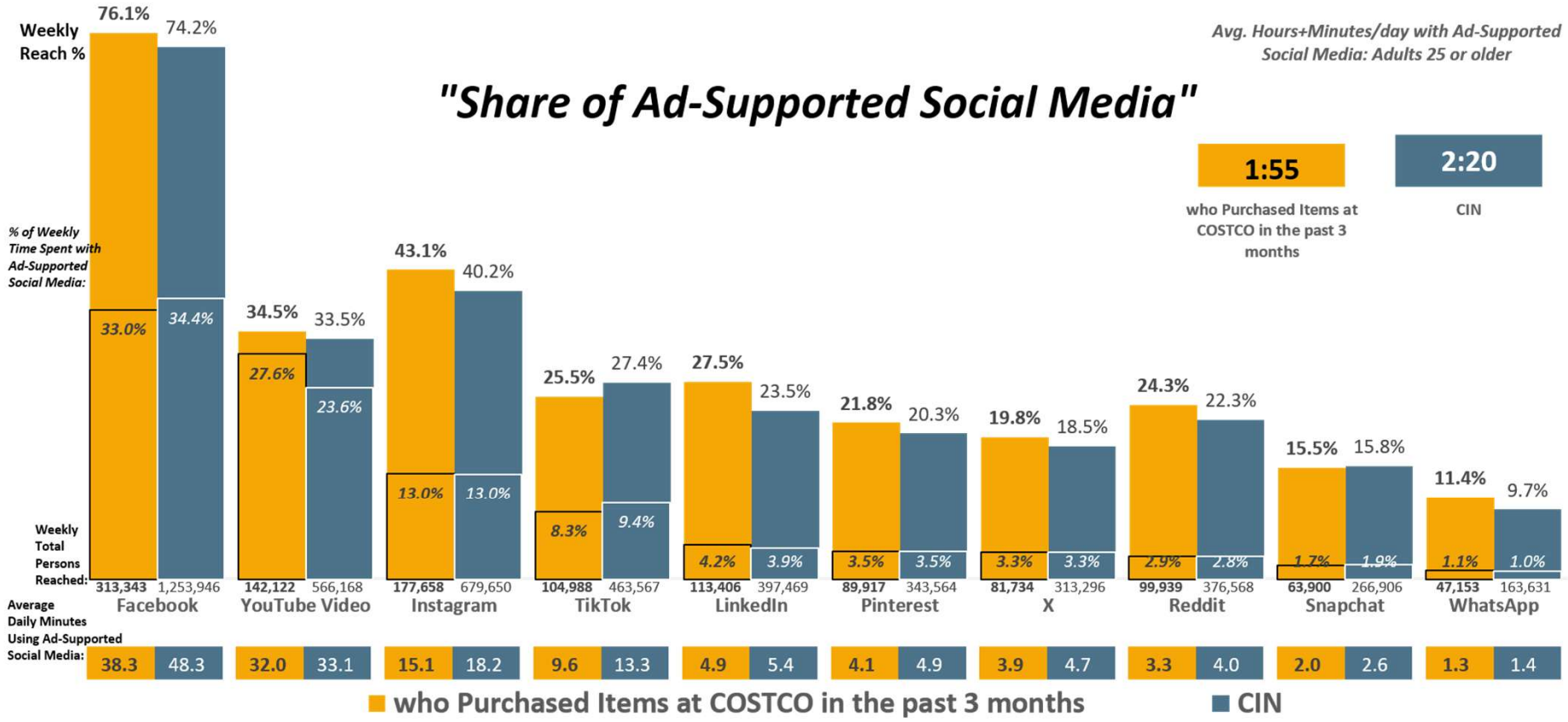
STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 927 STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 3,701

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Major stores bought past 3 months: Costco

313,343 or 76.1% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months use Ad-Supported Facebook for an average of 38.3 minutes every day representing 33.% of all time spent daily with Ad-Supported Social Media.



CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 929 CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 3,573

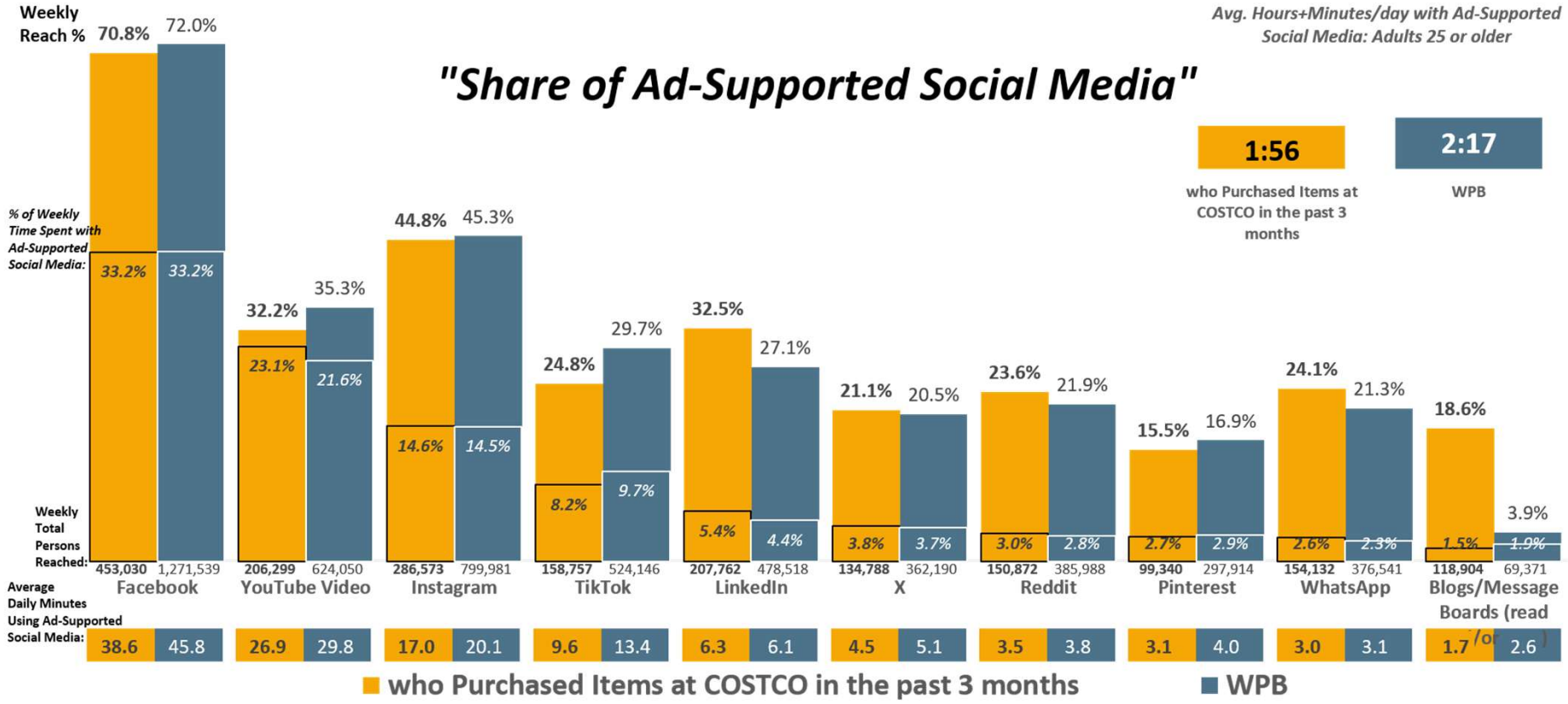
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Major stores bought past 3 months: Costco



453,030 or 70.8% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months use Ad-Supported Facebook for an average of 38.6 minutes every day representing 33.2% of all time spent daily with Ad-Supported Social Media.



WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,490 WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,823

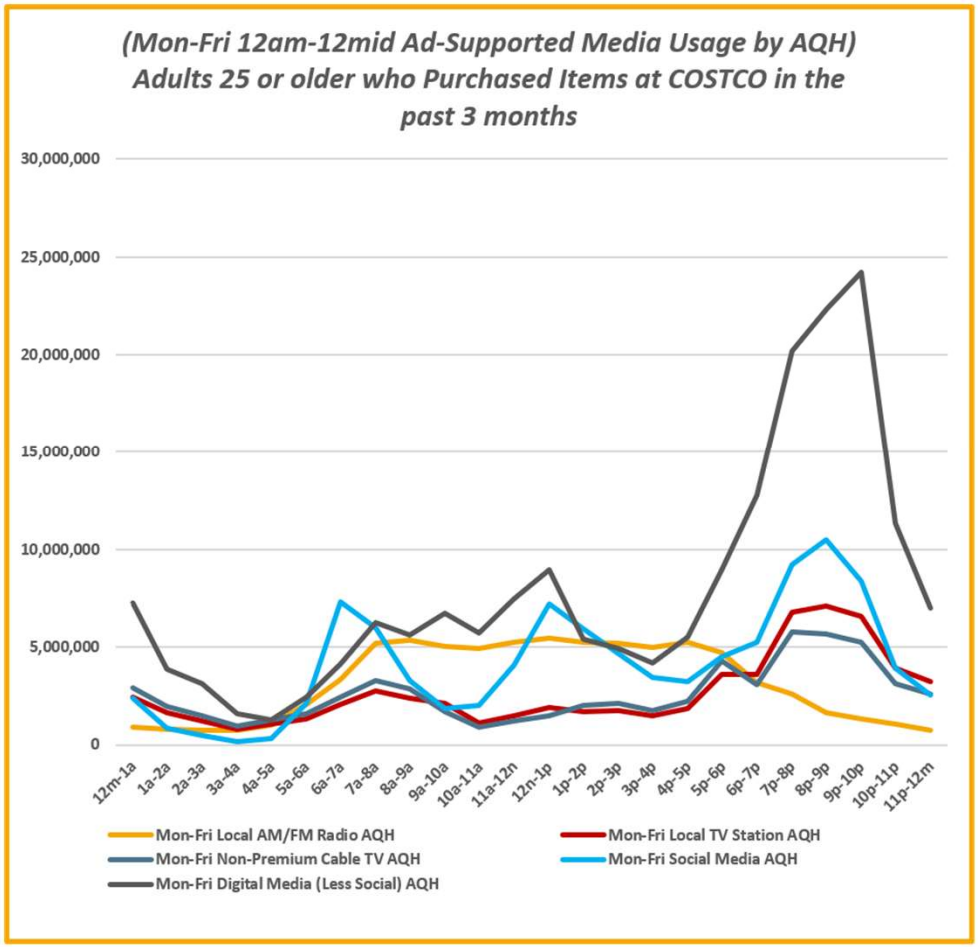
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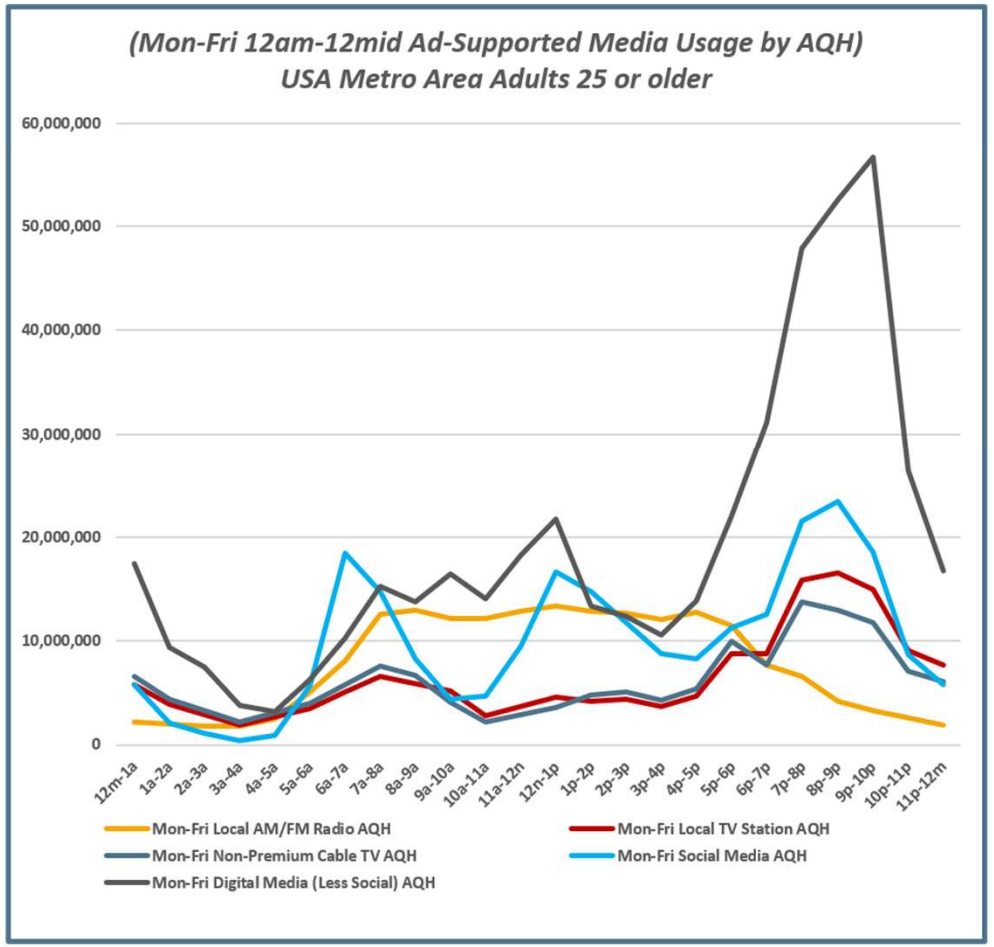
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Major stores bought past 3 months: Costco



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





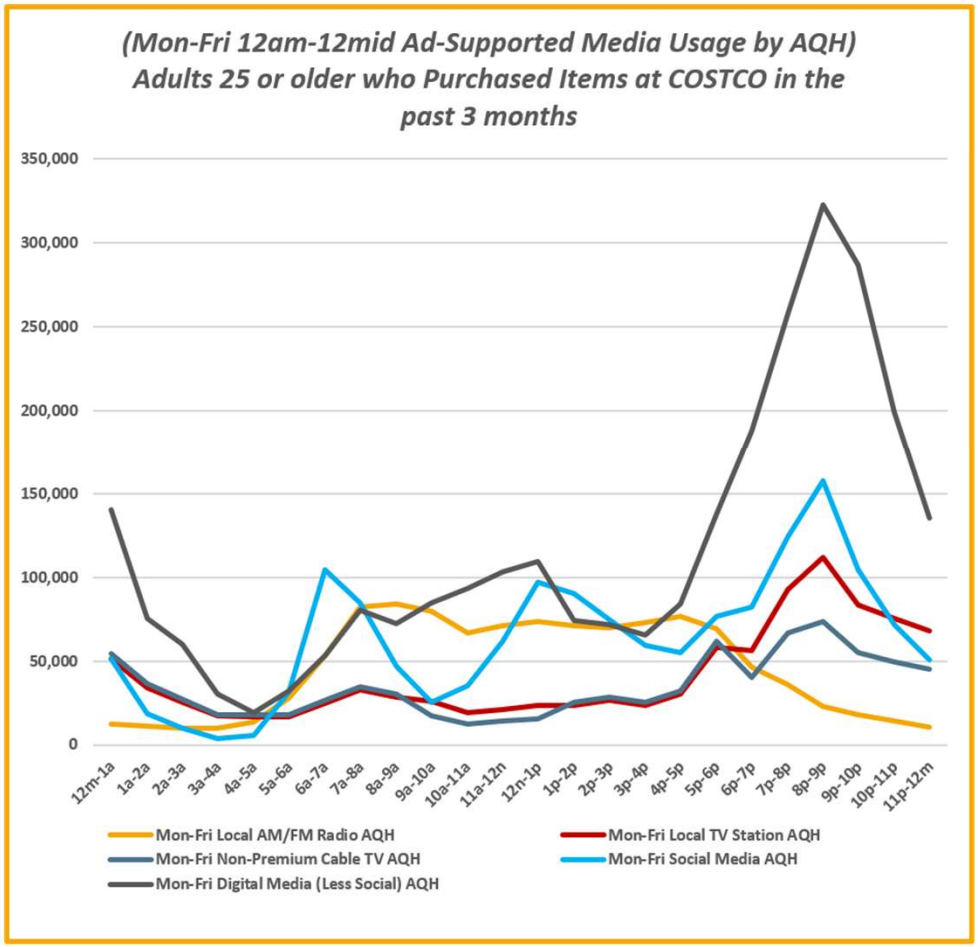
USA USA Projection Scarborough R2 2025-26: Feb24-Jul26 Qual Intab 18,202

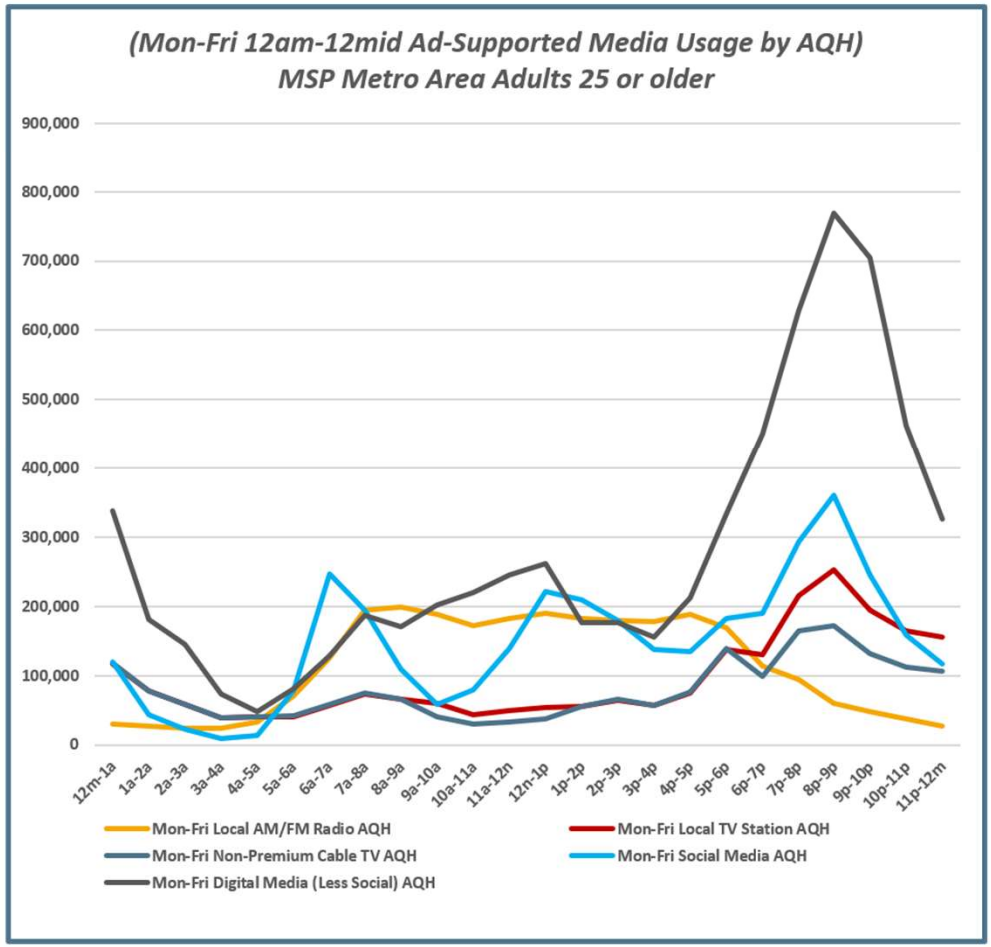
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Major stores bought past 3 months: Costco

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 93,731; Local Radio: 70,523; Social Media: 68,772; Local TV: 30,378; Non-Prem. Cable: 28,004 reaching Adults 25 or older who Purchased Items at COSTCO in the past 3 month





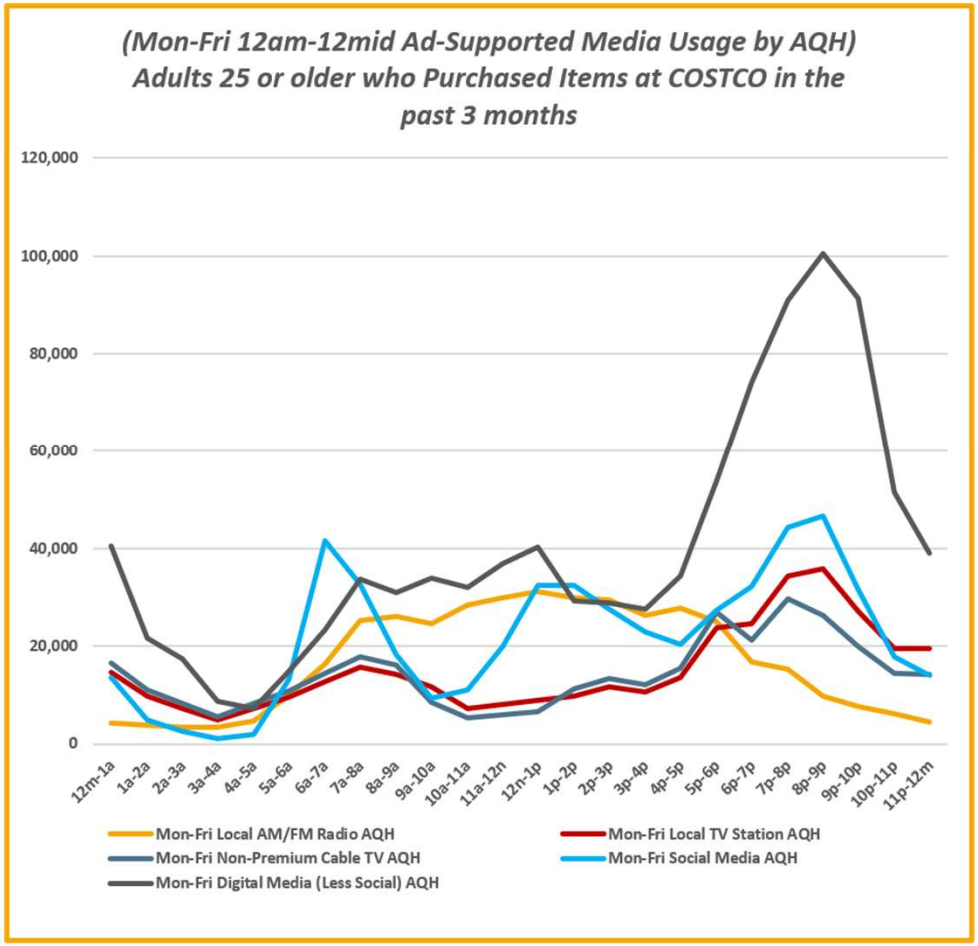
MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,443

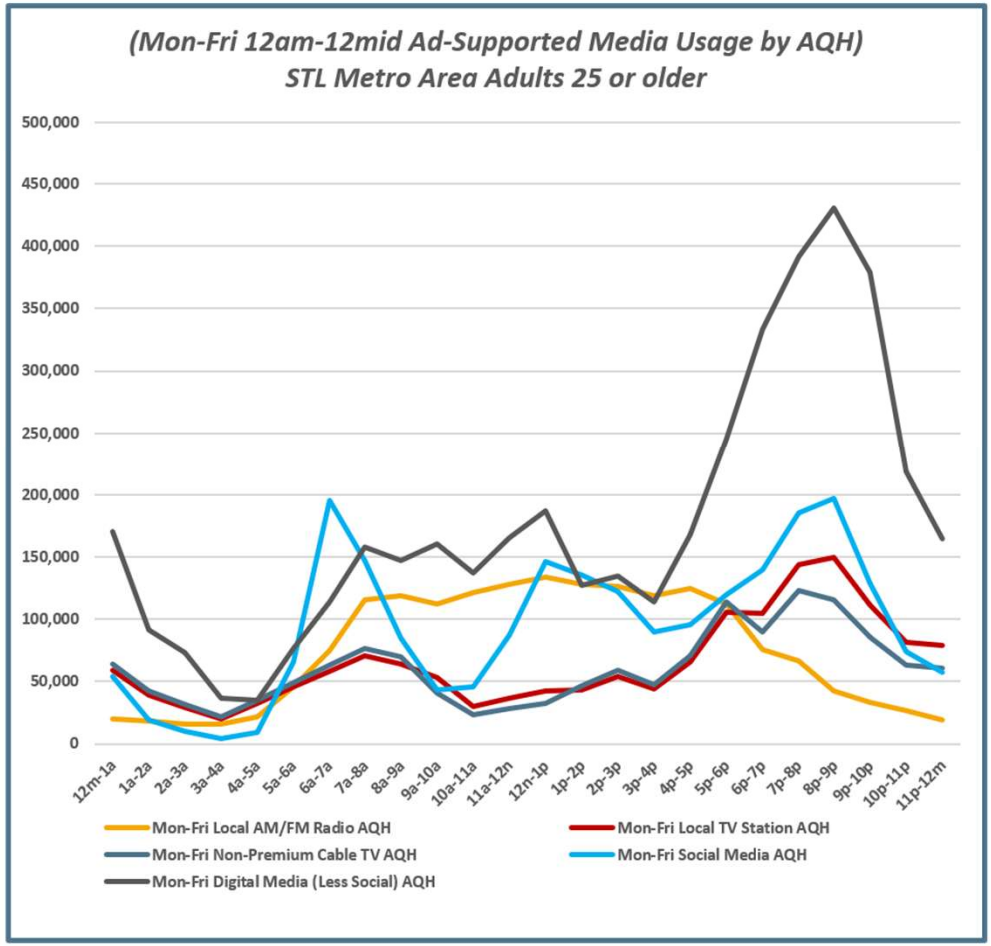
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Major stores bought past 3 months: Costco

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 36,843; Local Radio: 25,951; Social Media: 25,232; Non-Prem. Cable: 13,425; Local TV: 13,257 reaching Adults 25 or older who Purchased Items at COSTCO in the past 3 month





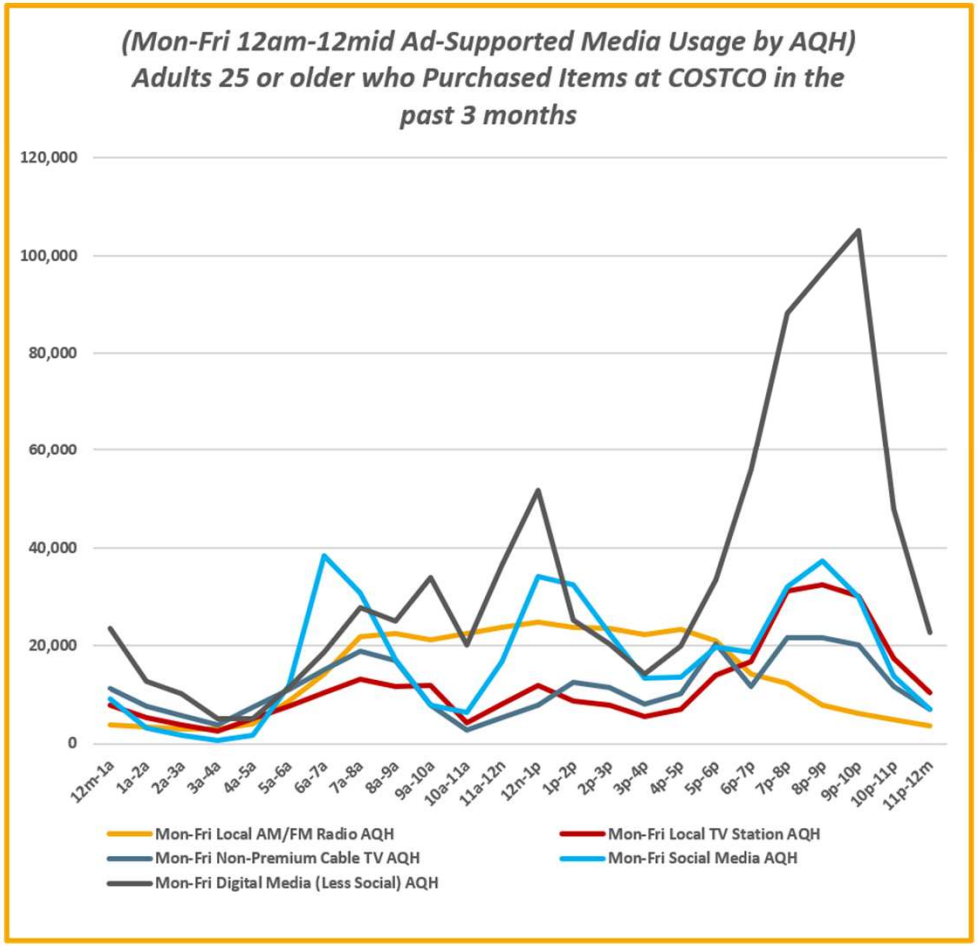
STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 927

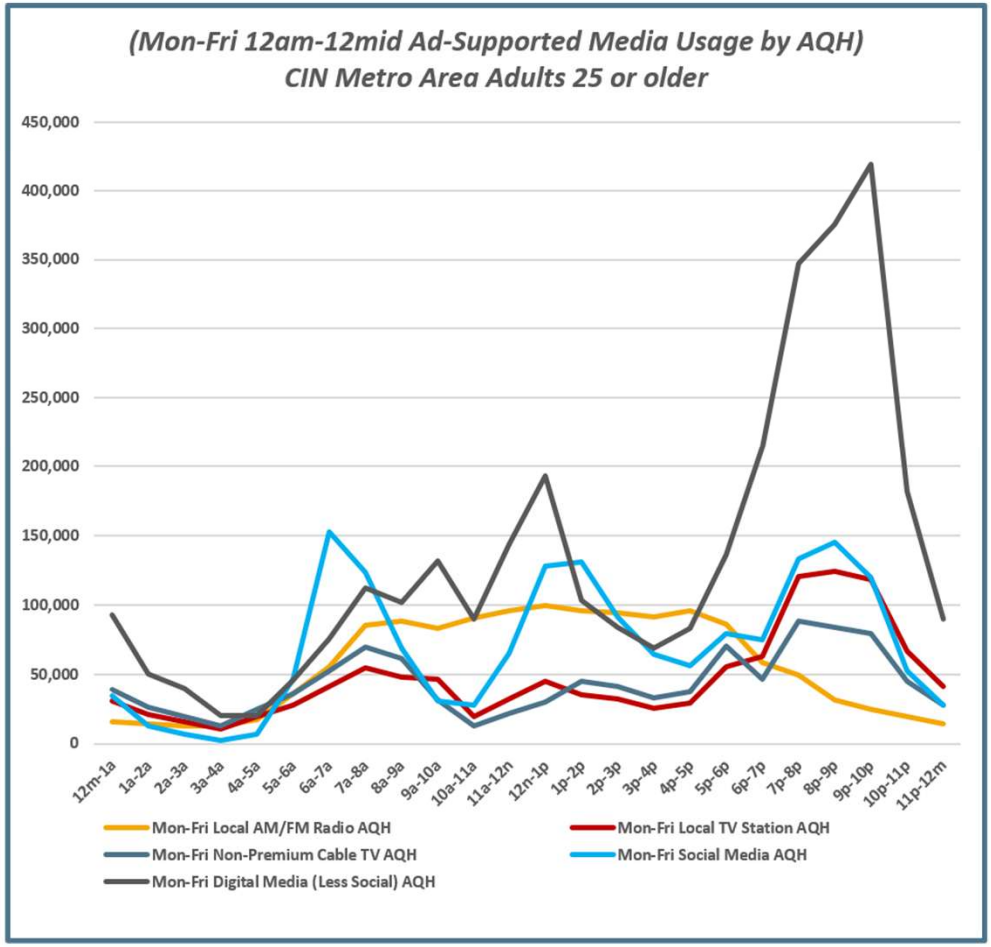
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Major stores bought past 3 months: Costco

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 29,471; Local Radio: 21,445; Social Media: 20,897; Non-Prem. Cable: 11,440; Local TV: 10,078 reaching Adults 25 or older who Purchased Items at COSTCO in the past 3 month





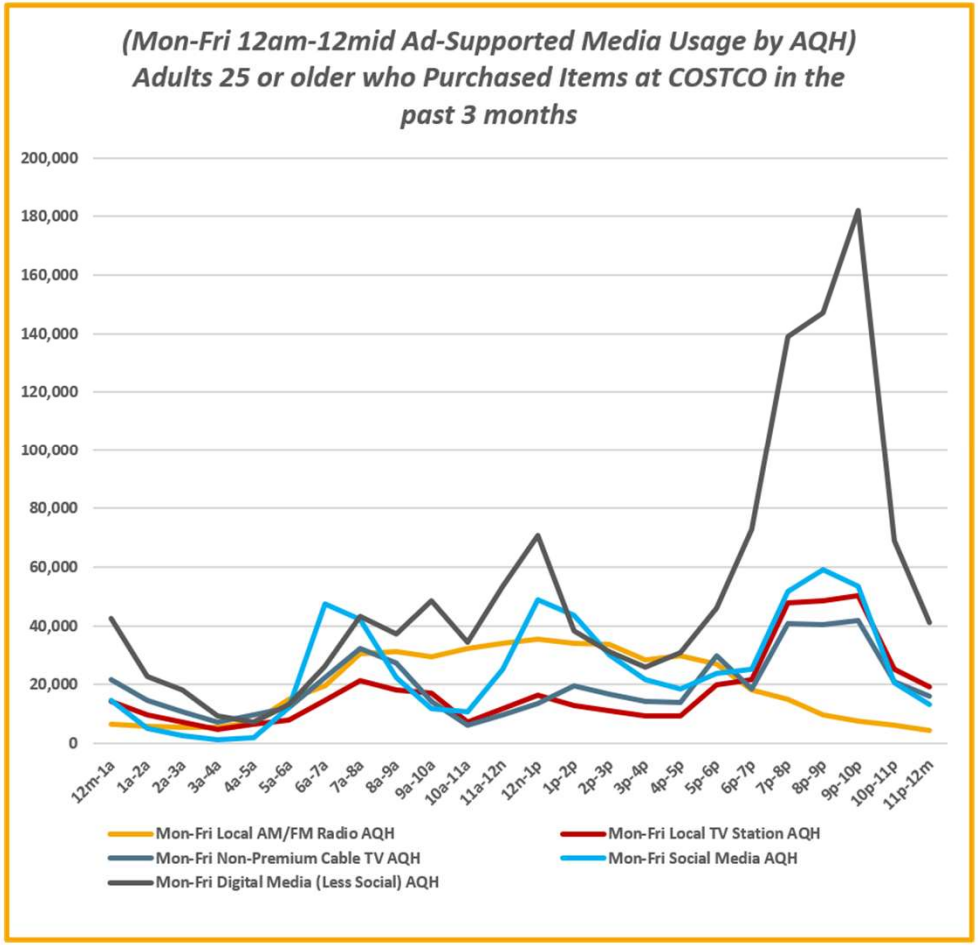
CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 929

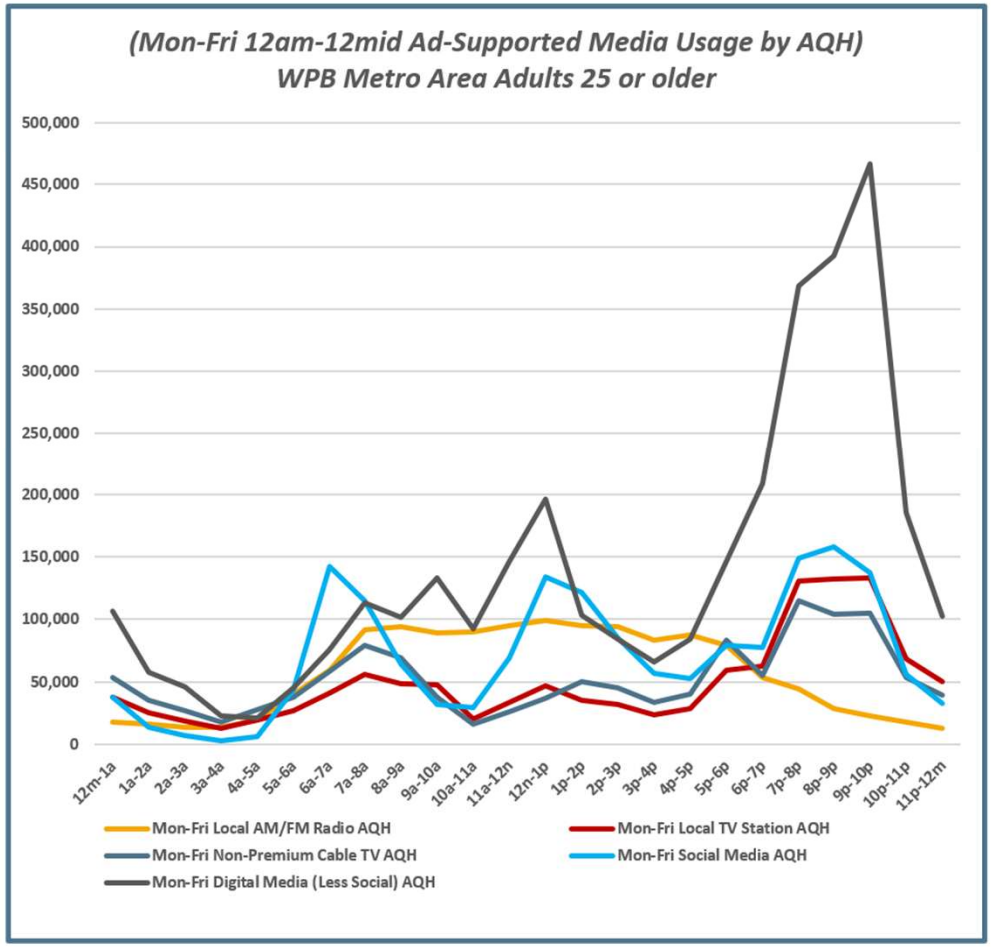
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Major stores bought past 3 months: Costco

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 43,005; Local Radio: 29,504; Social Media: 28,572; Non-Prem. Cable: 18,340; Local TV: 14,658 reaching Adults 25 or older who Purchased Items at COSTCO in the past 3 month





WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,490

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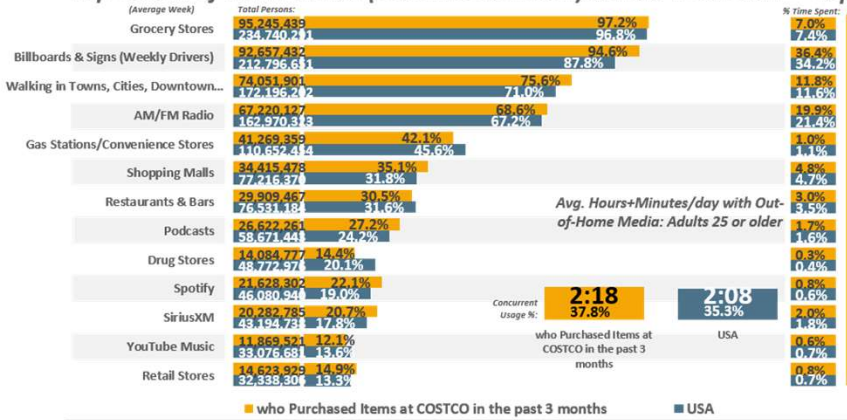
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Major stores bought past 3 months: Costco

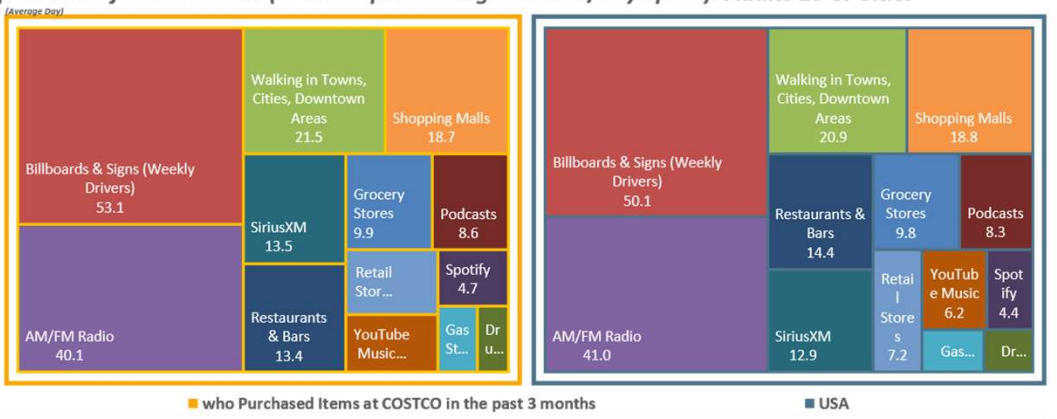


92,657,432 or 94.6% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months spend an average of 53.1 minutes per day driving, seeing Billboards and Signs. 65.5% Listen to Local Radio Stations Out-of-Home for an average of 36.8 minutes/day

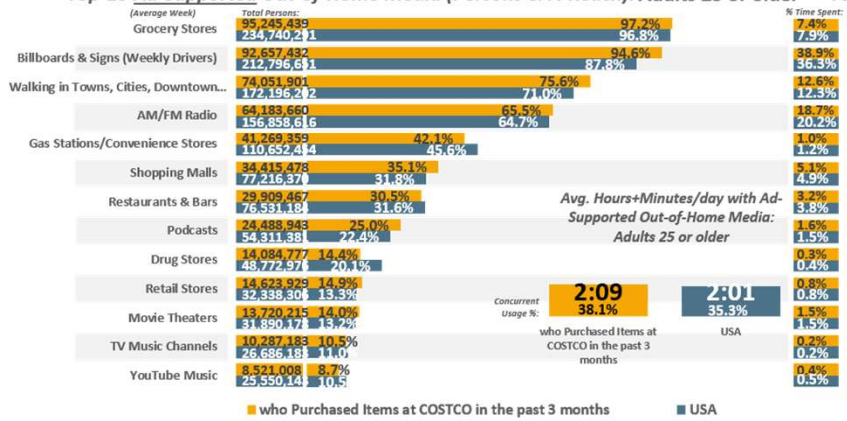
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 or older



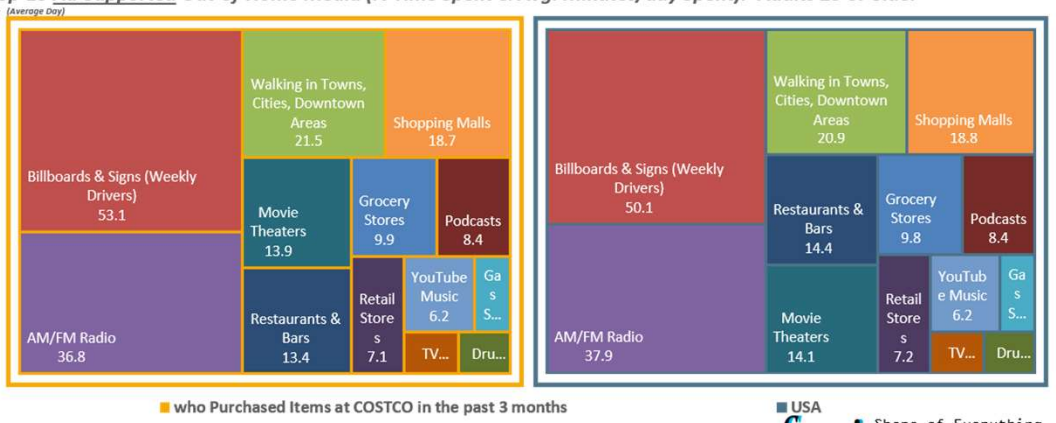
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



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

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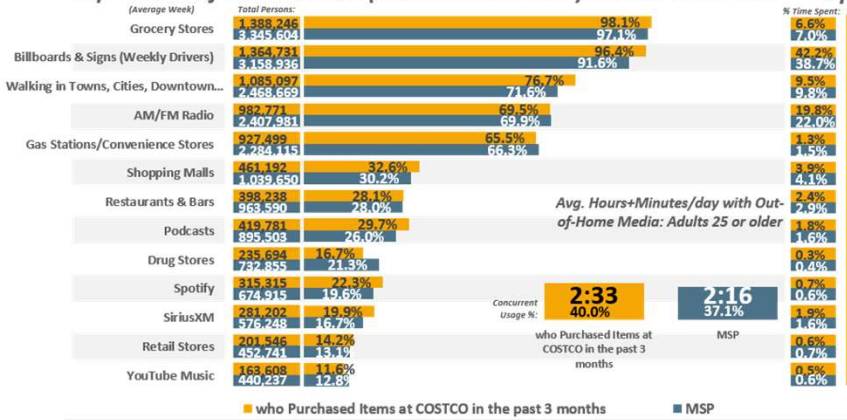
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Major stores bought past 3 months: Costco

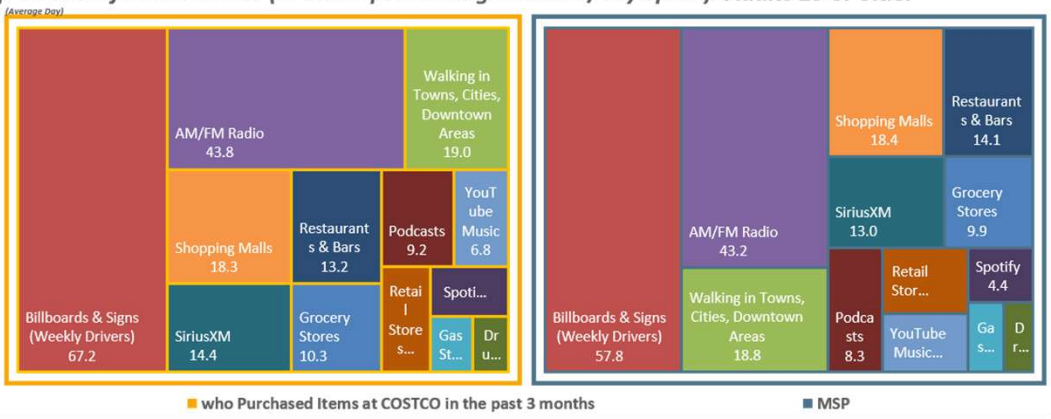


1,364,731 or 96.4% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months spend an average of 67.2 minutes per day driving, seeing Billboards and Signs. 65.2% Listen to Local Radio Stations Out-of-Home for an average of 39.3 minutes/day.

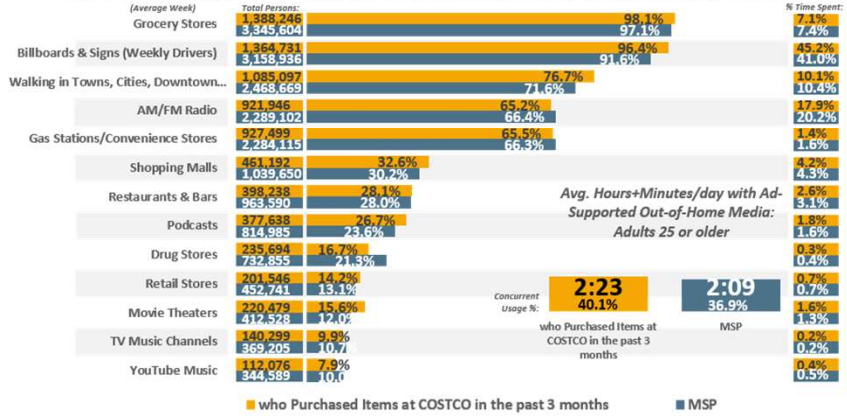
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 or older



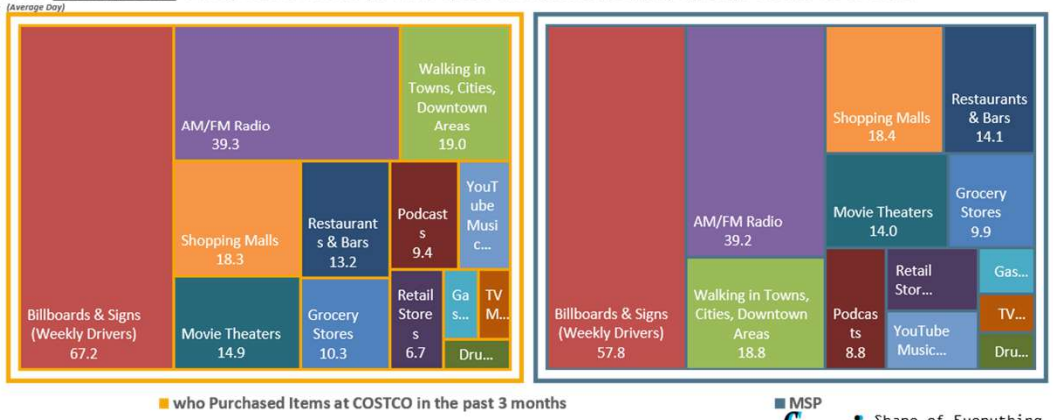
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,443

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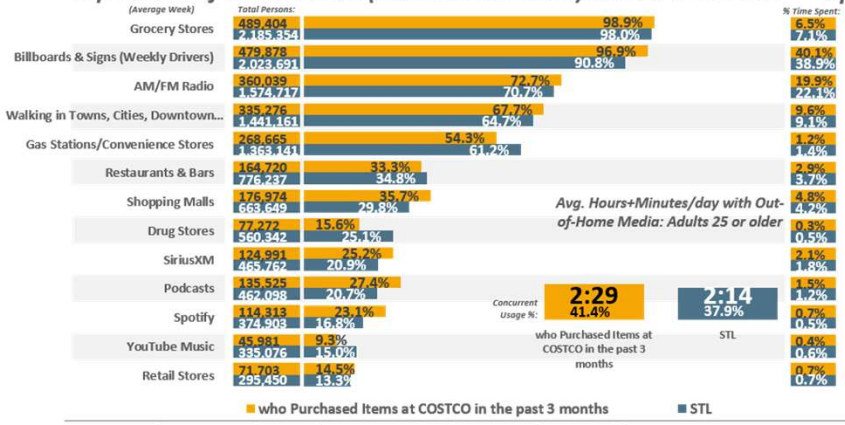
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Major stores bought past 3 months: Costco

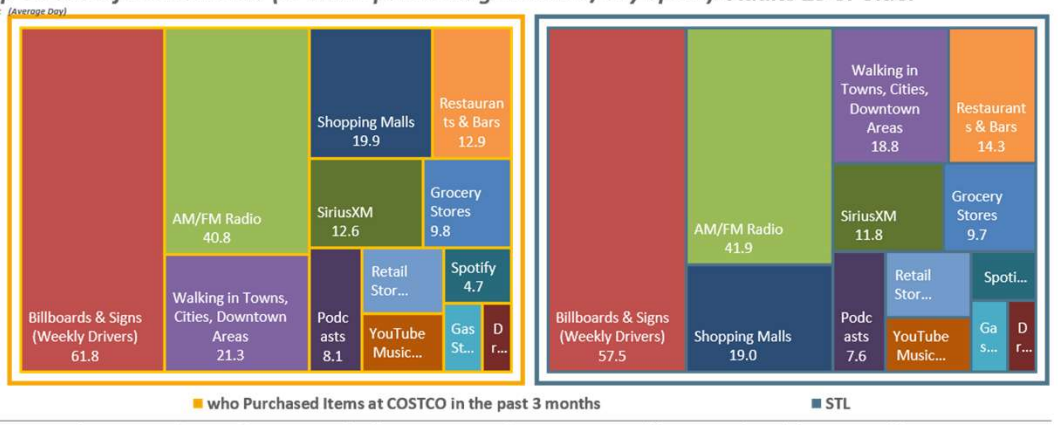


479,878 or 96.9% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months spend an average of 61.8 minutes per day driving, seeing Billboards and Signs. 69.3% Listen to Local Radio Stations Out-of-Home for an average of 38.1 minutes/day.

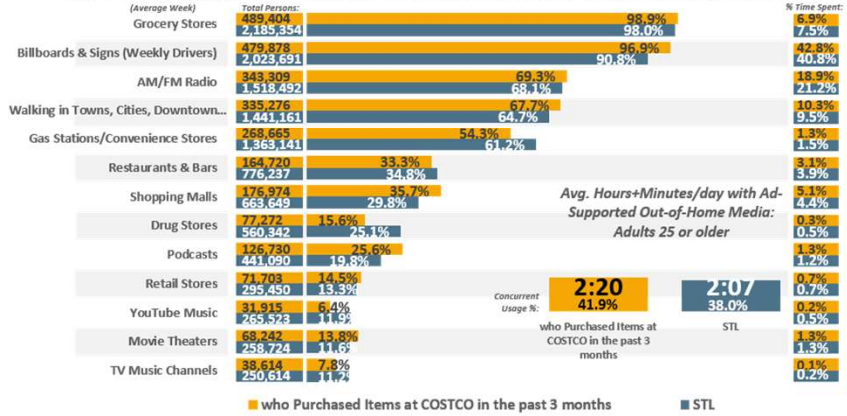
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 or older



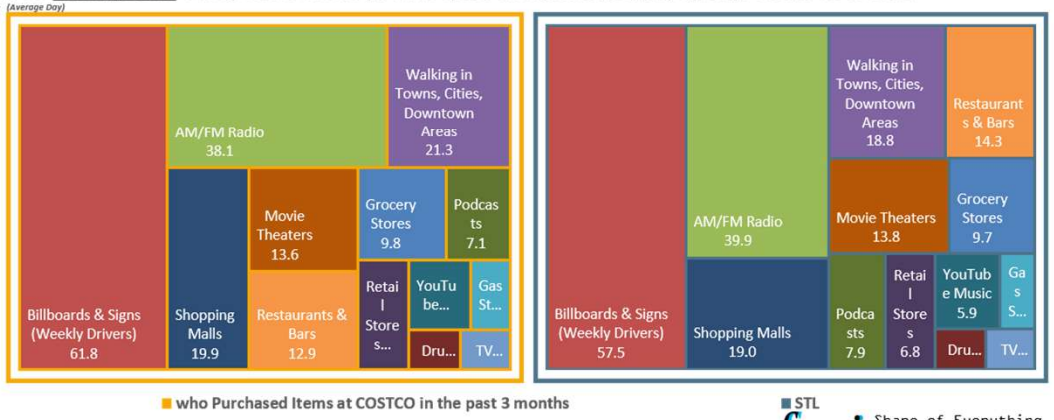
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 927

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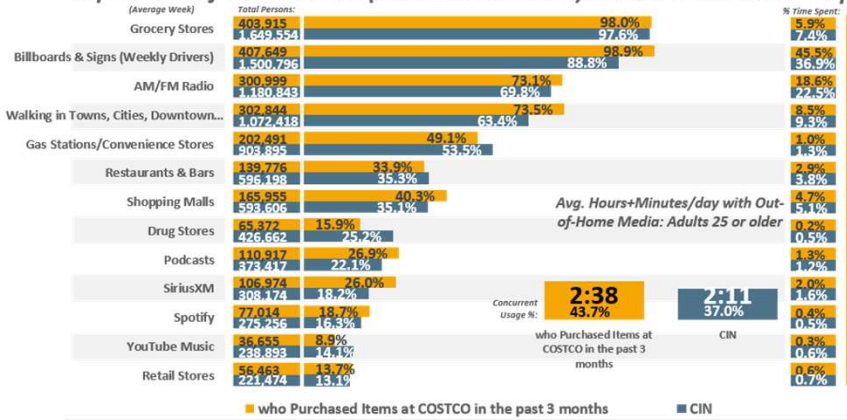
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Major stores bought past 3 months: Costco

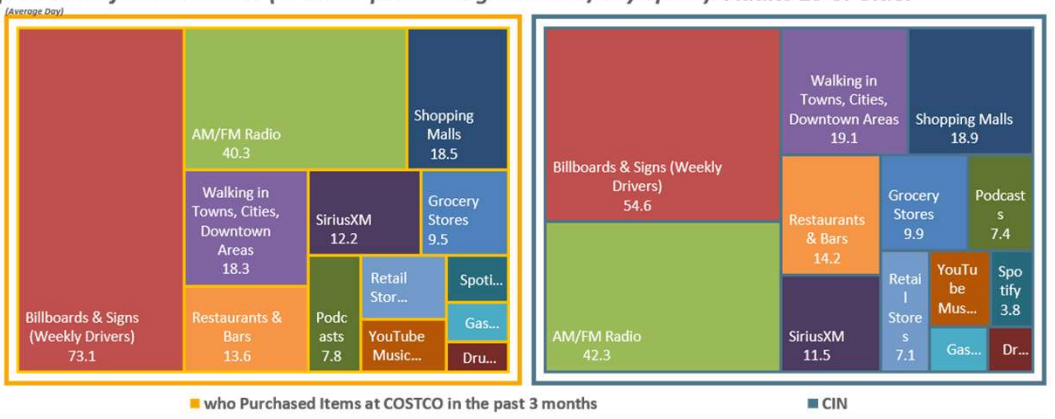


407,649 or 98.9% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months spend an average of 73.1 minutes per day driving, seeing Billboards and Signs. 68.9% Listen to Local Radio Stations Out-of-Home for an average of 37.1 minutes/day.

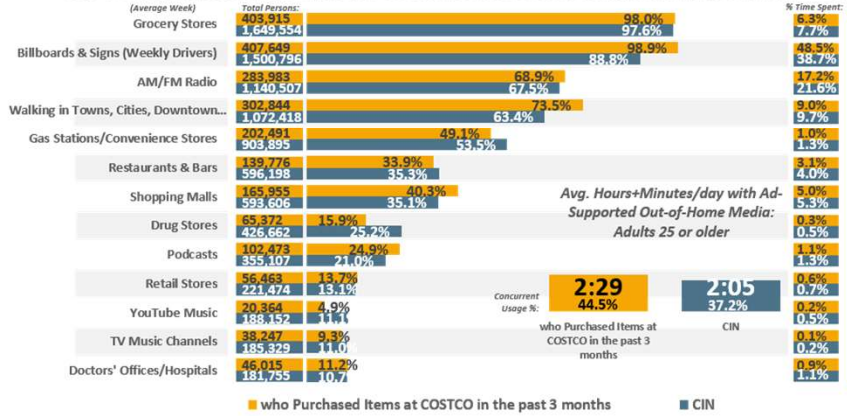
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 or older



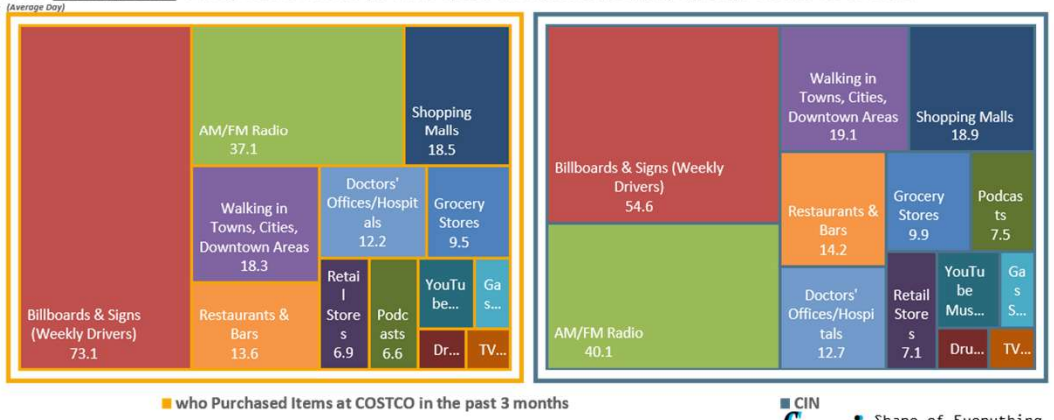
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 929

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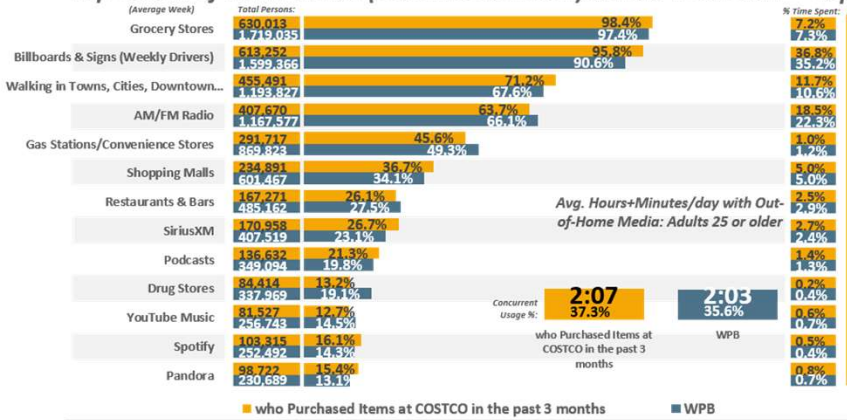
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Major stores bought past 3 months: Costco

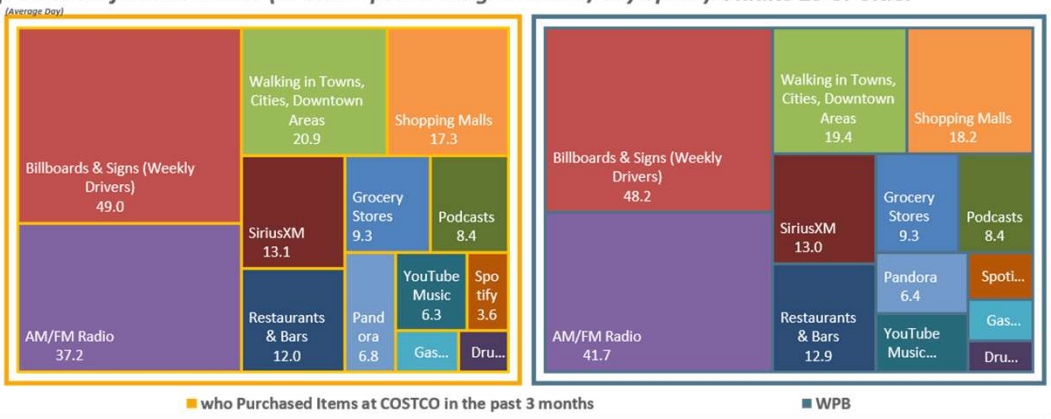


613,252 or 95.8% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months spend an average of 49. minutes per day driving, seeing Billboards and Signs. 61.5% Listen to Local Radio Stations Out-of-Home for an average of 35.2 minutes/day.

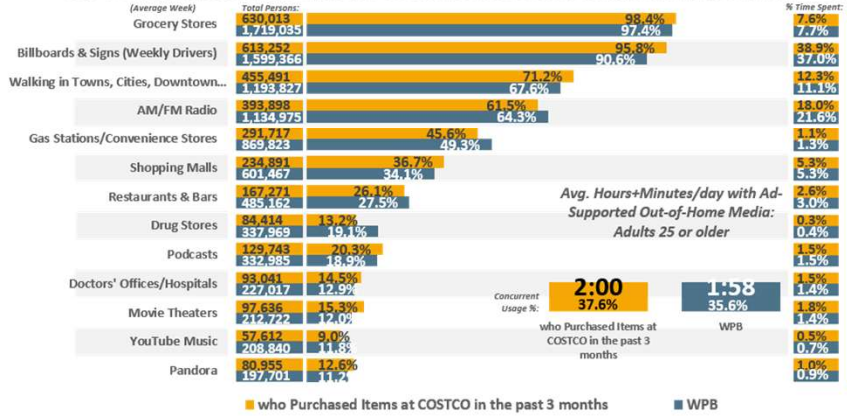
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 or older



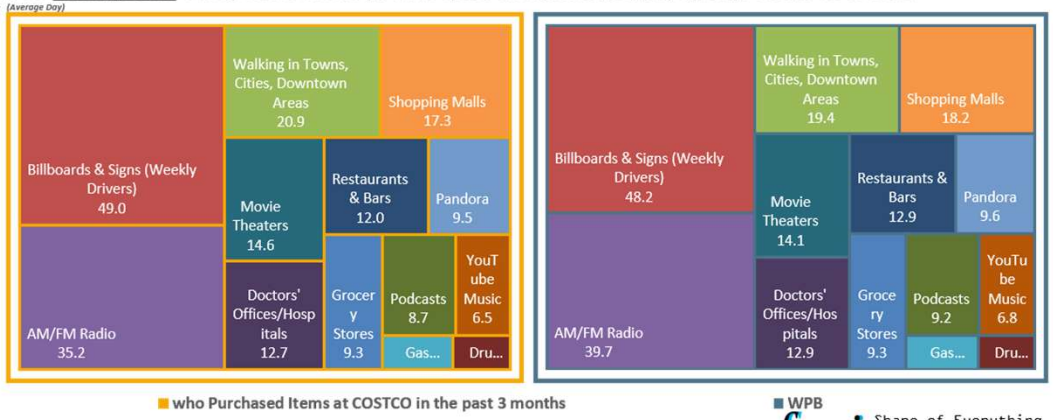
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,490

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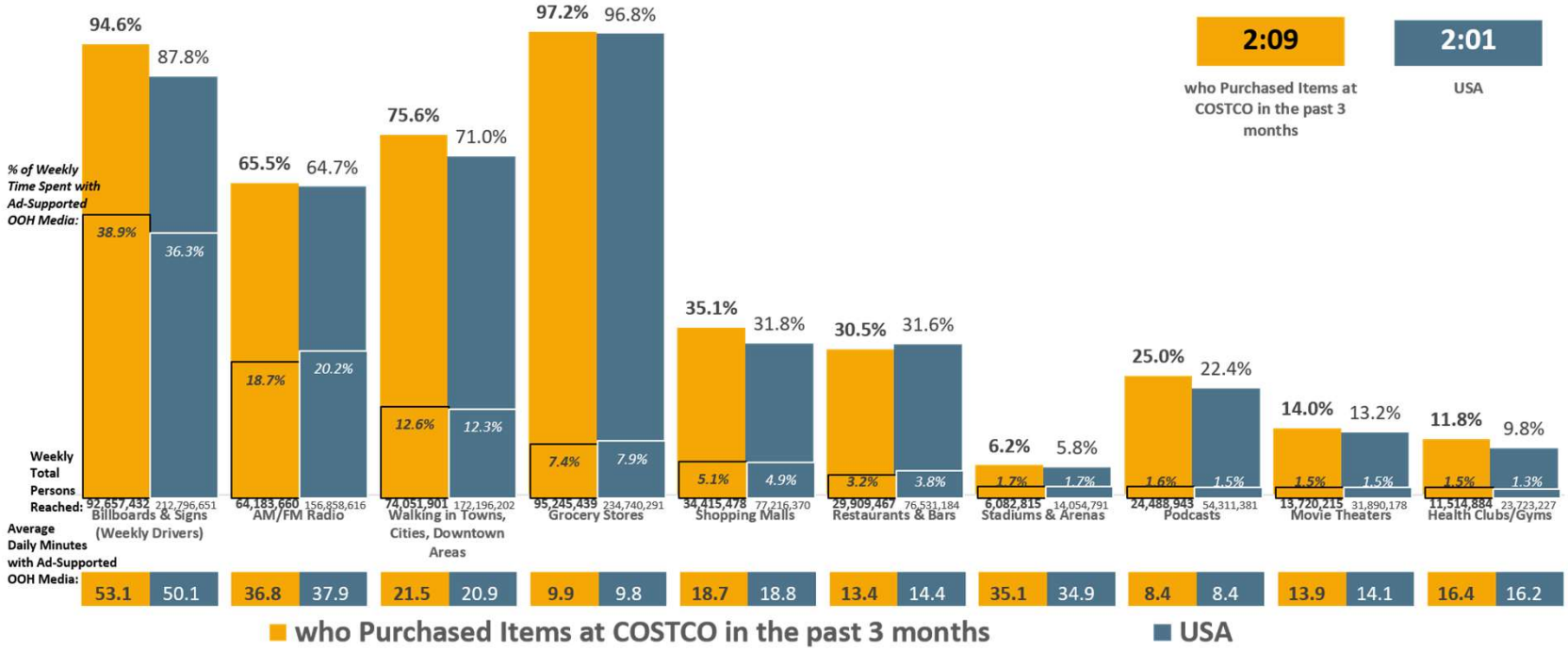
Major stores bought past 3 months: Costco



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

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

"Share of Ad-Supported OOH Media"



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

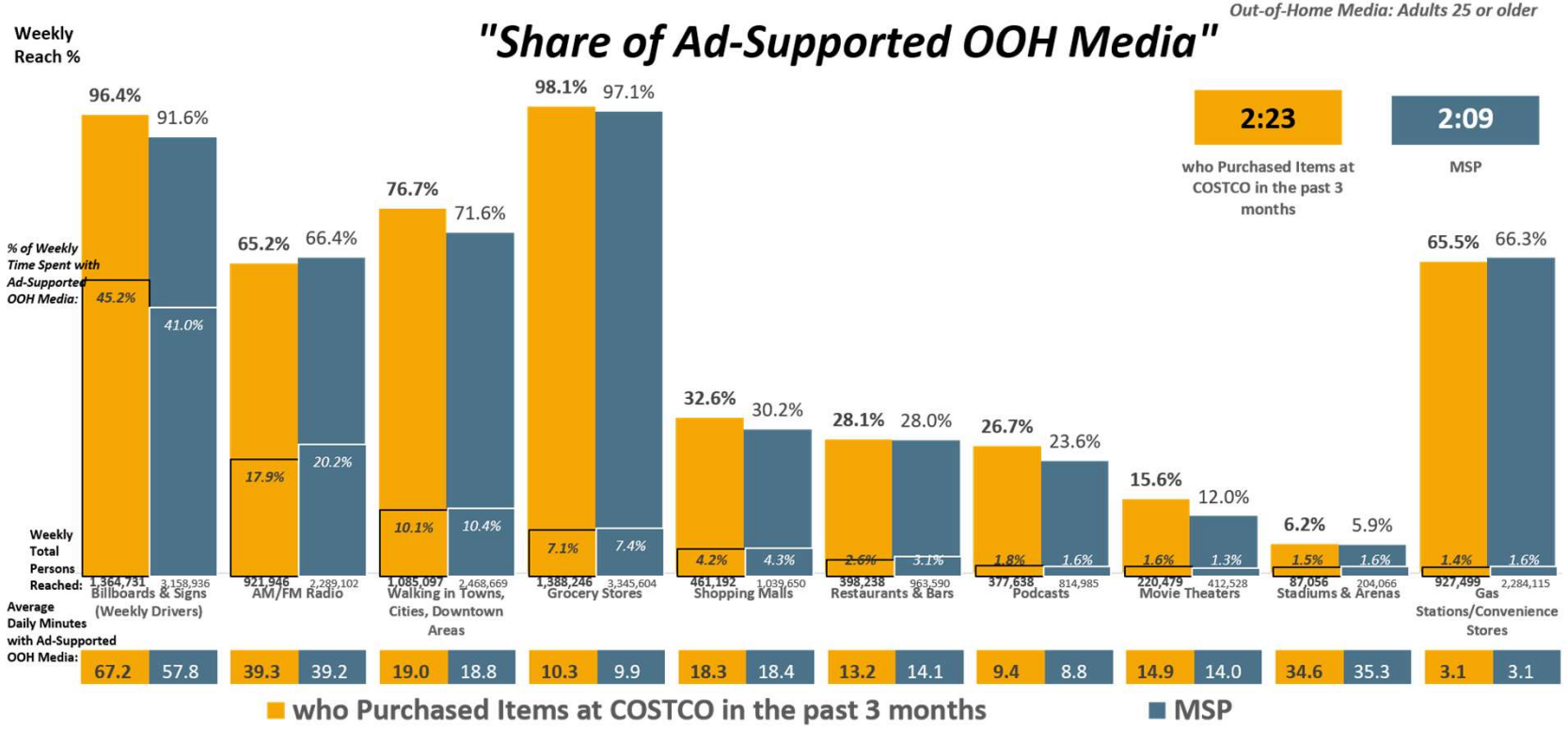
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Major stores bought past 3 months: Costco

1,364,731 or 96.4% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months spend an average of 67.2 minutes per day driving, seeing Billboards and Signs representing 45.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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



MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,443 MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 3,647

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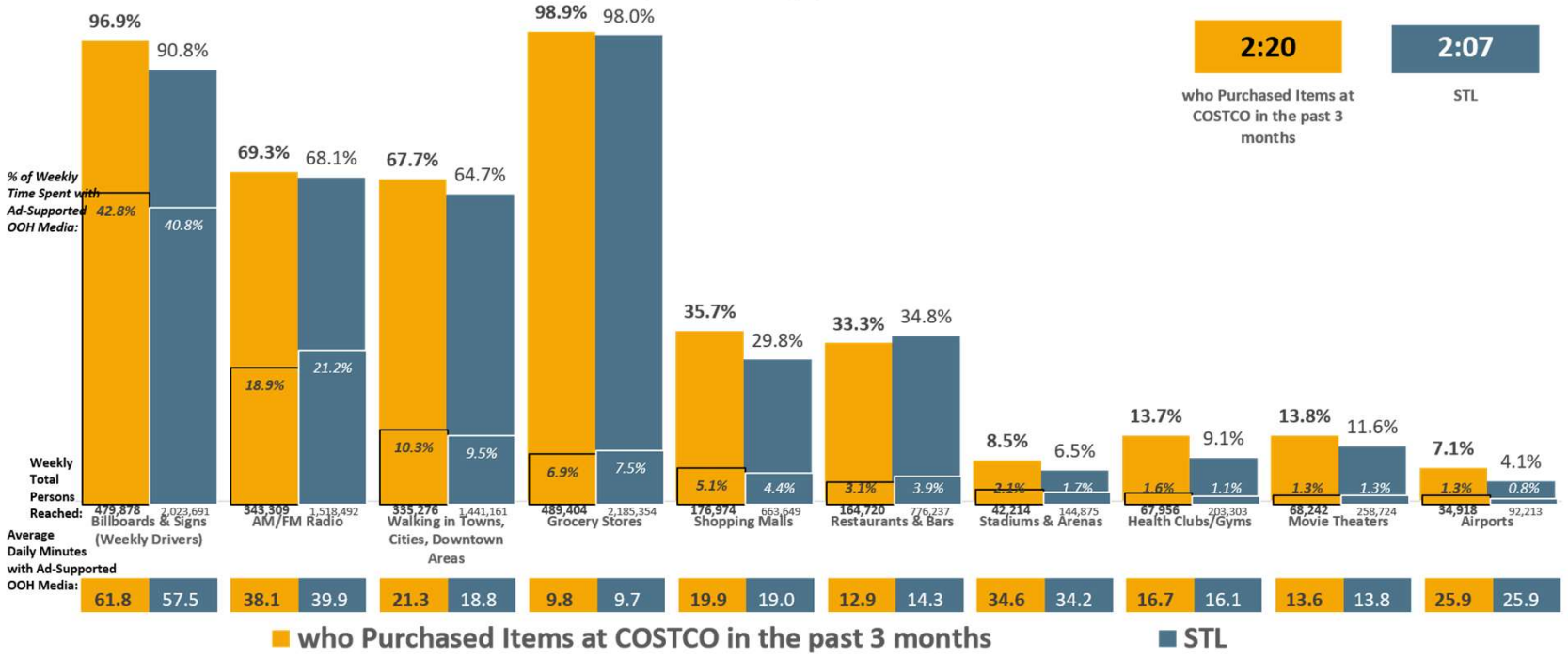
Major stores bought past 3 months: Costco



479,878 or 96.9% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months spend an average of 61.8 minutes per day driving, seeing Billboards and Signs representing 42.8% 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"



STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 927 STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 3,701

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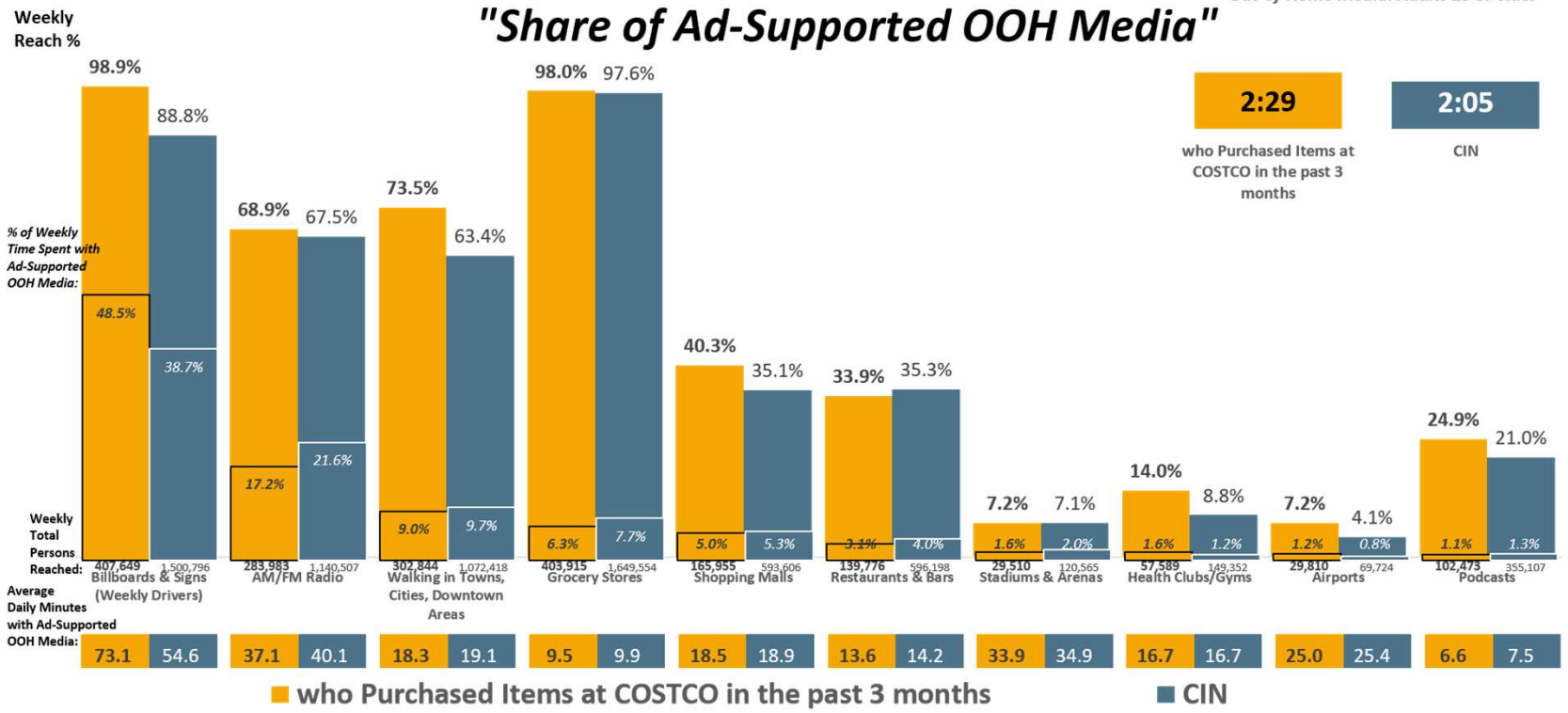
Major stores bought past 3 months: Costco



407,649 or 98.9% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months spend an average of 73.1 minutes per day driving, seeing Billboards and Signs representing 48.5% 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"



CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 929 CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 3,573

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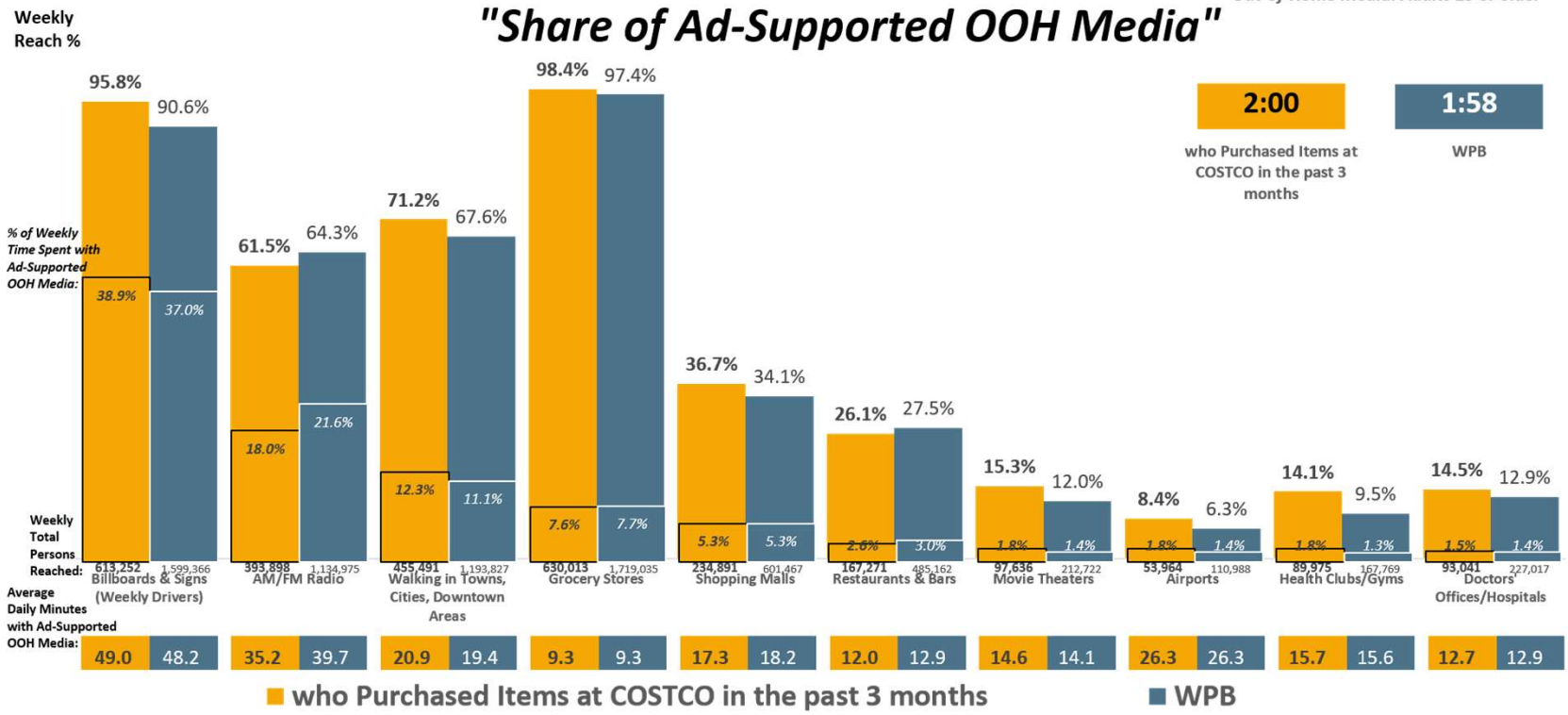
Major stores bought past 3 months: Costco



613,252 or 95.8% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months spend an average of 49. minutes per day driving, seeing Billboards and Signs representing 38.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,490 WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 4,823

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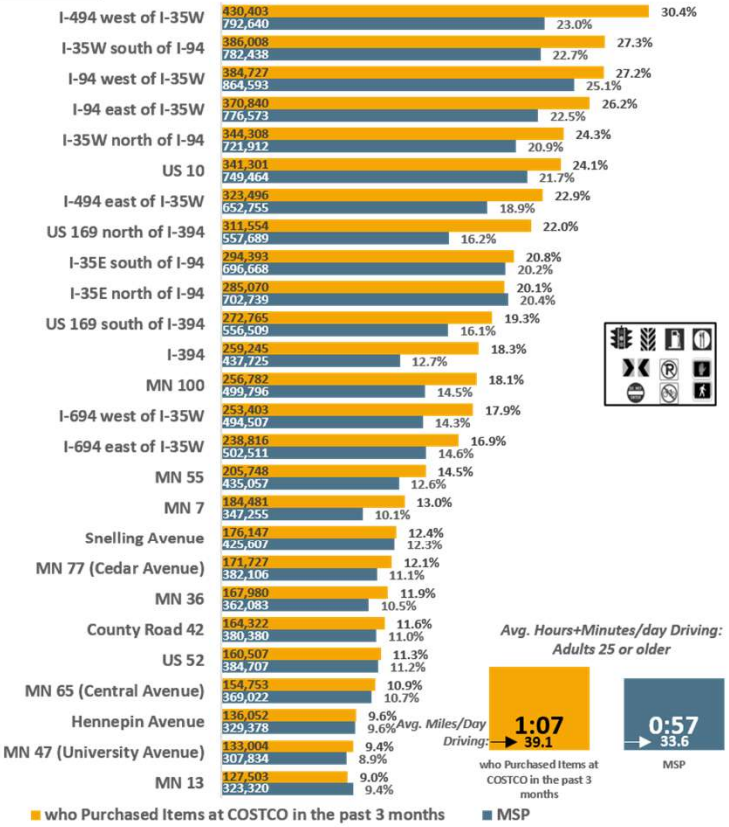
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Major stores bought past 3 months: Costco

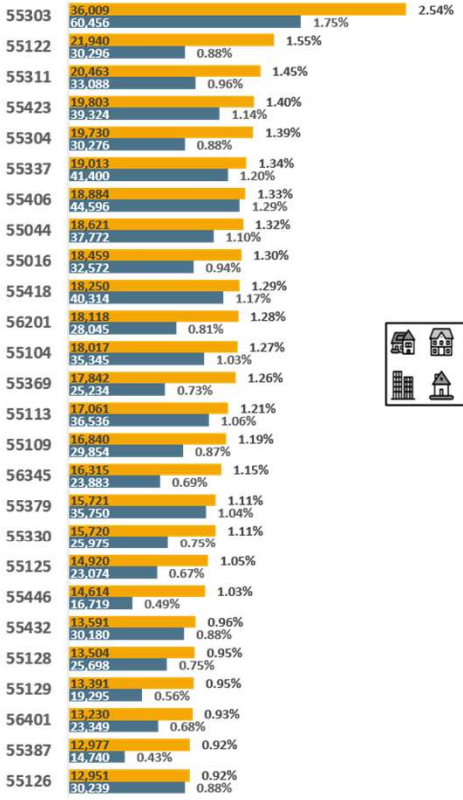


1,364,731 or 96.4% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months spend an average of 67.2 minutes per day driving an average of 39.1 miles each day and are 44.3% more likely to use I-394 than the Metro average.

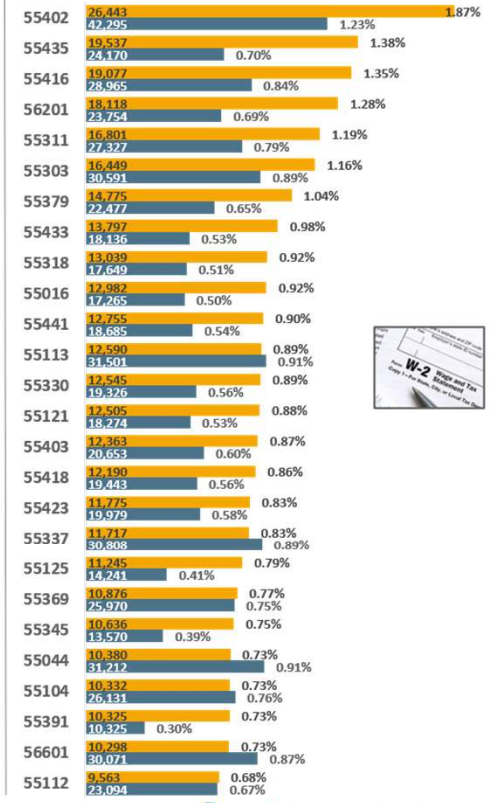
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 or older



Top-26 Residential Zip Codes: Adults 25 or older



Top-26 Employment Zip Codes: Adults 25 or older



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MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,443

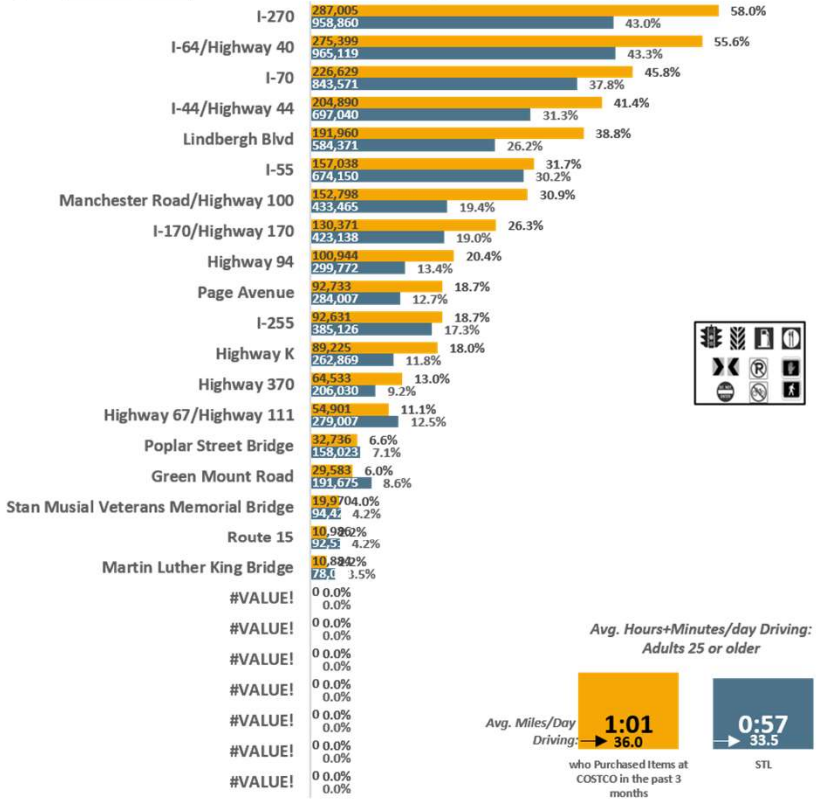
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Major stores bought past 3 months: Costco



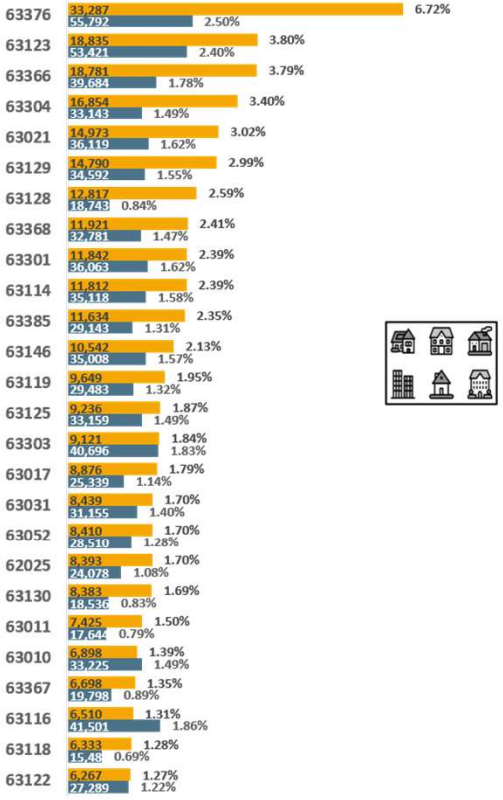
479,878 or 96.9% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months spend an average of 61.8 minutes per day driving an average of 36. miles each day and are 58.7% more likely to use Manchester Road/Highway 100 than the Metro average

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

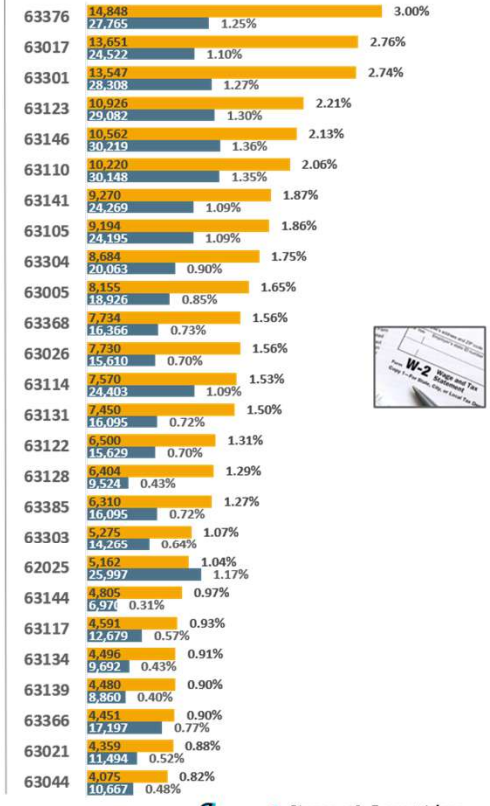


Avg. Hours+Minutes/day Driving: Adults 25 or older

Top-26 Residential Zip Codes: Adults 25 or older



Top-26 Employment Zip Codes: Adults 25 or older



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STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 927

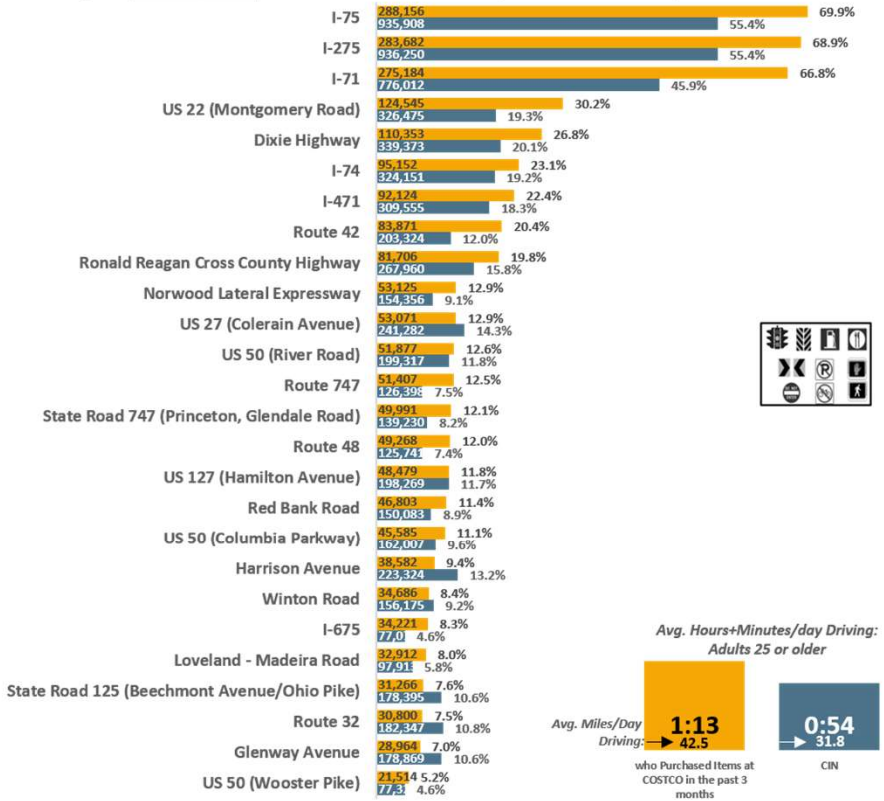
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Major stores bought past 3 months: Costco



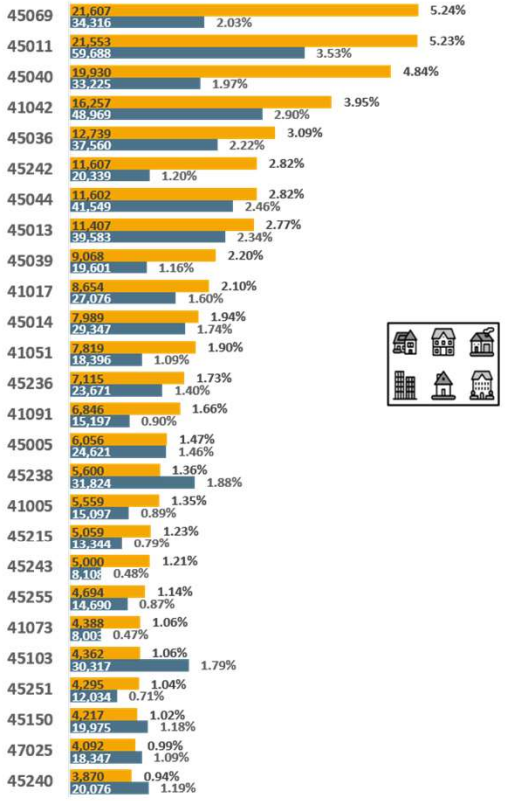
407,649 or 98.9% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months spend an average of 73.1 minutes per day driving an average of 42.5 miles each day and are 69.3% more likely to use Route 42 than the Metro average.

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

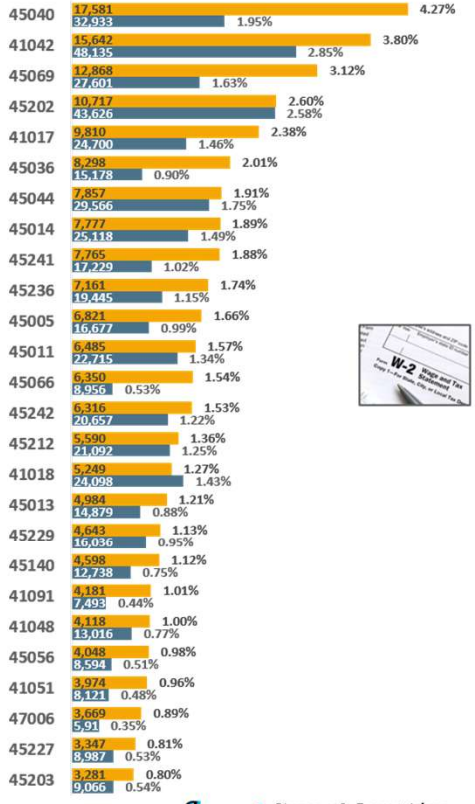


Avg. Hours+Minutes/day Driving: Adults 25 or older

Top-26 Residential Zip Codes: Adults 25 or older



Top-26 Employment Zip Codes: Adults 25 or older



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CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 929

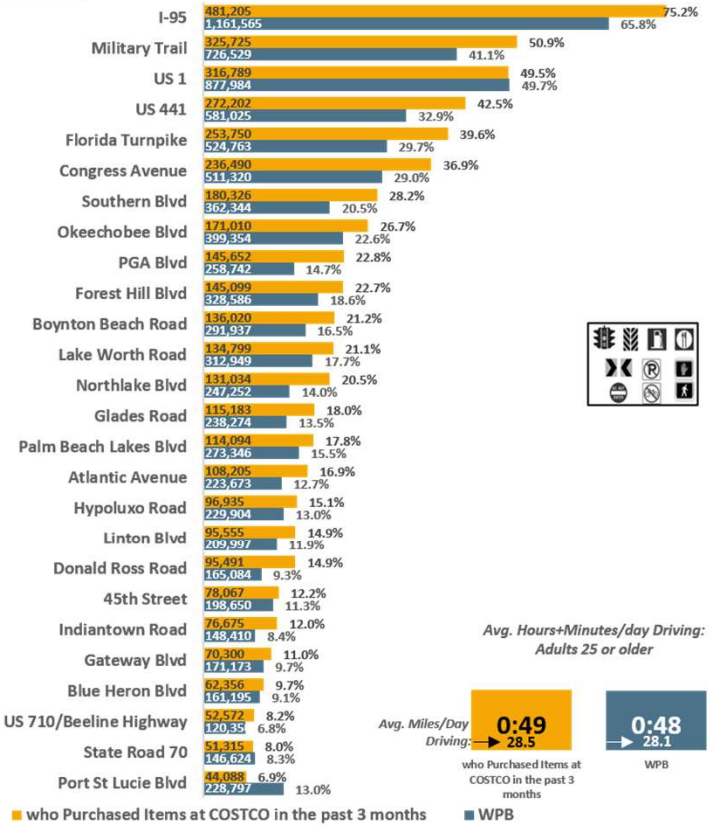
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Major stores bought past 3 months: Costco



613,252 or 95.8% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months spend an average of 49. minutes per day driving an average of 28.5 miles each day and are 59.6% more likely to use Donald Ross Road than the Metro average.

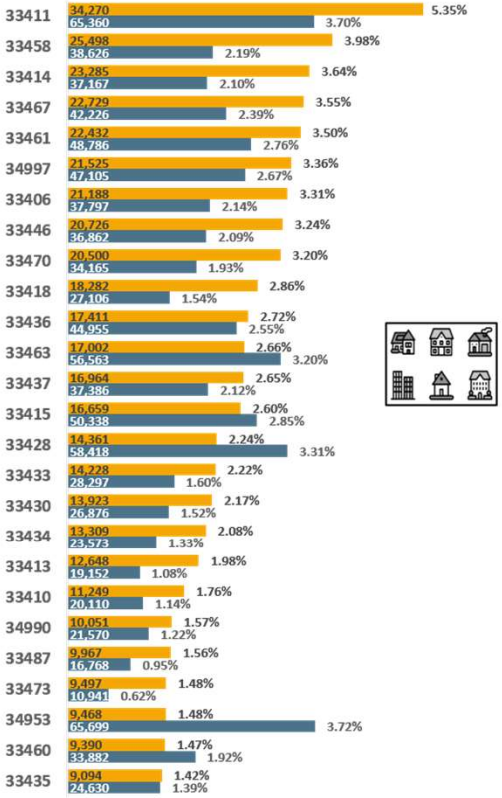
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 or older



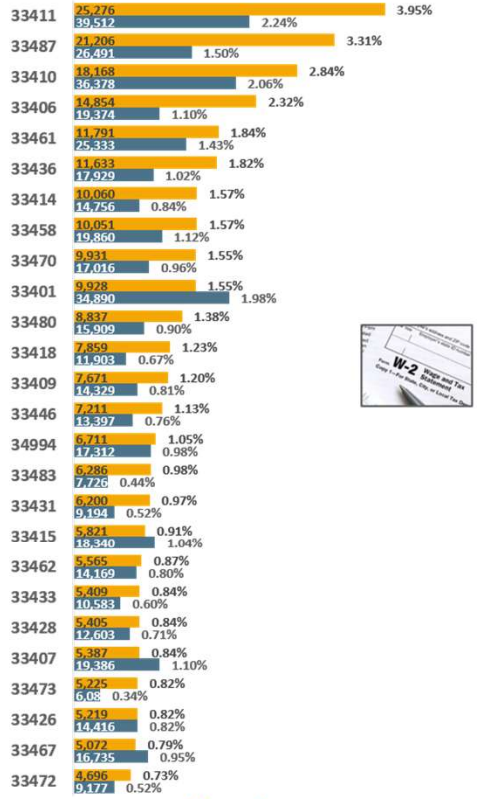
Avg. Hours+Minutes/day Driving: Adults 25 or older

Avg. Miles/Day Driving:

Top-26 Residential Zip Codes: Adults 25 or older



Top-26 Employment Zip Codes: Adults 25 or older



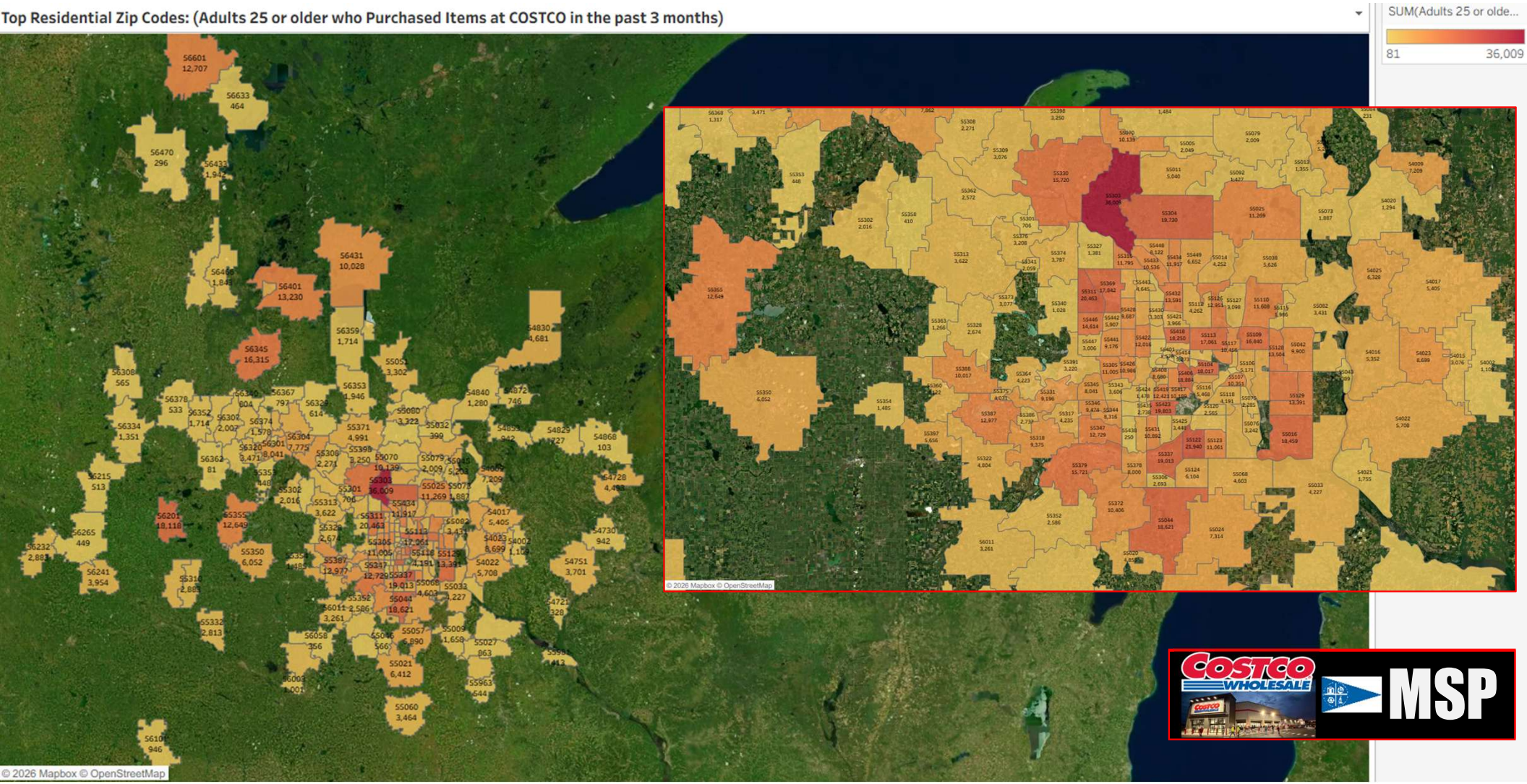
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WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,490

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Major stores bought past 3 months: Costco

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



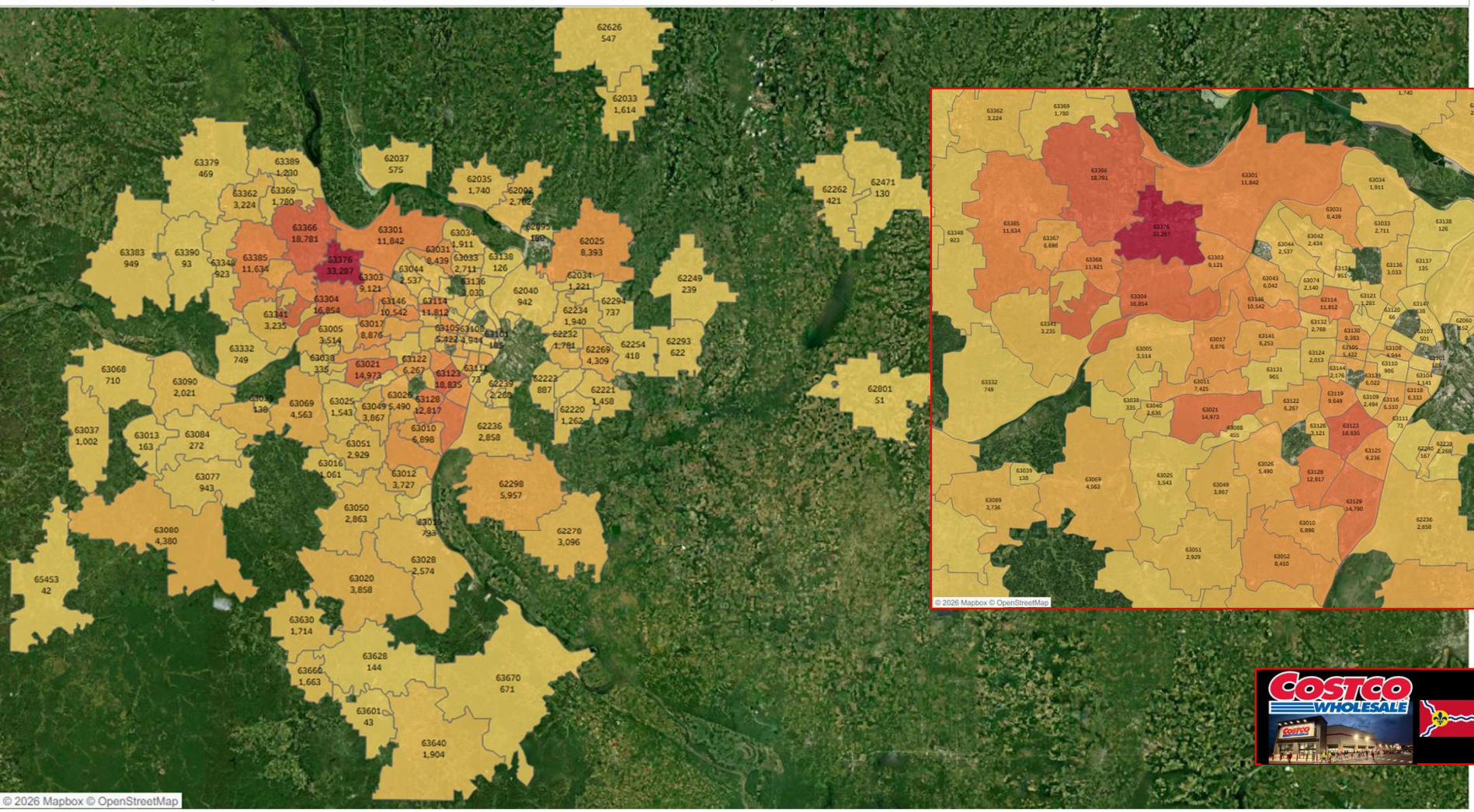
MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,443

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Major stores bought past 3 months: Costco

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

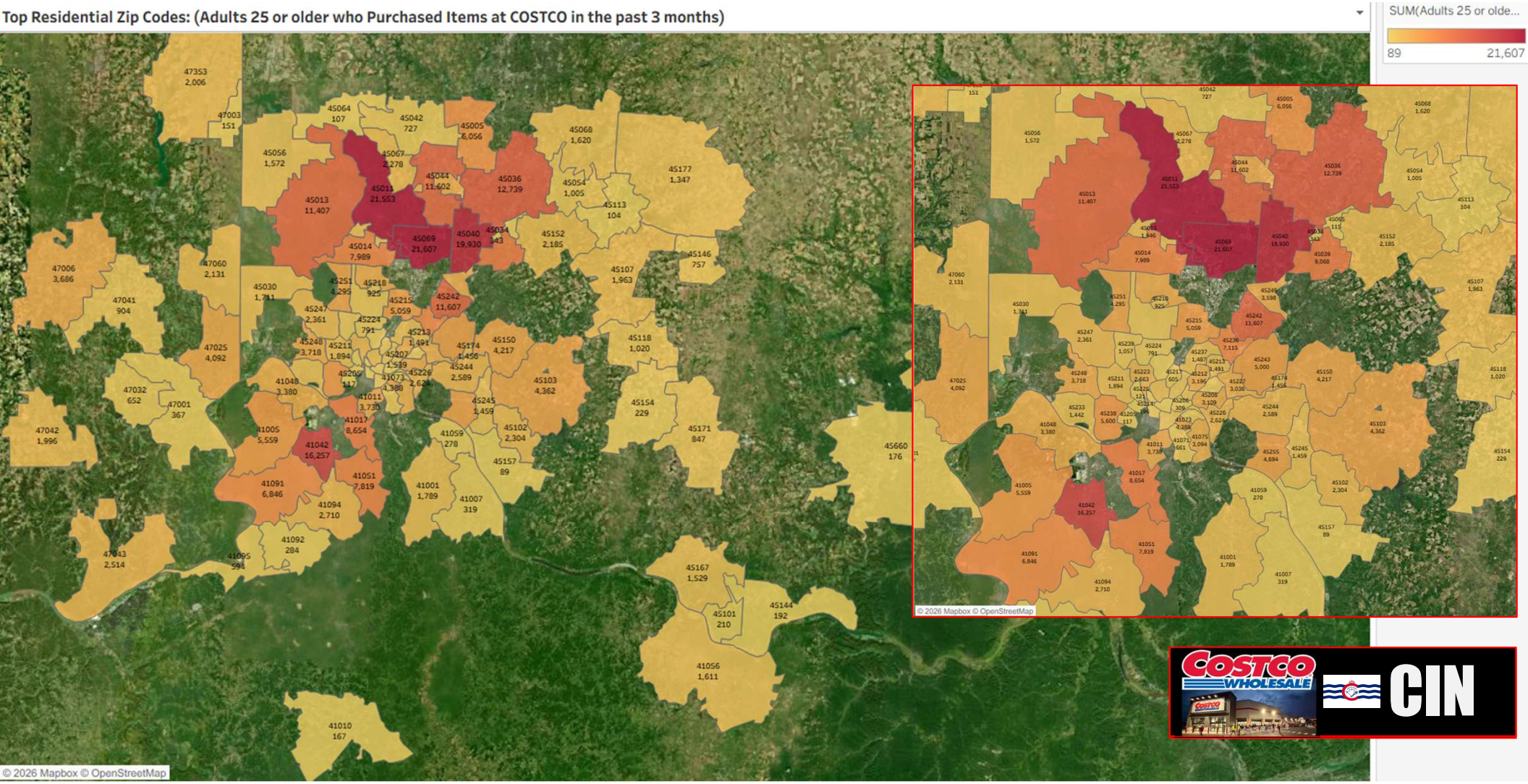


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Major stores bought past 3 months: Costco

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



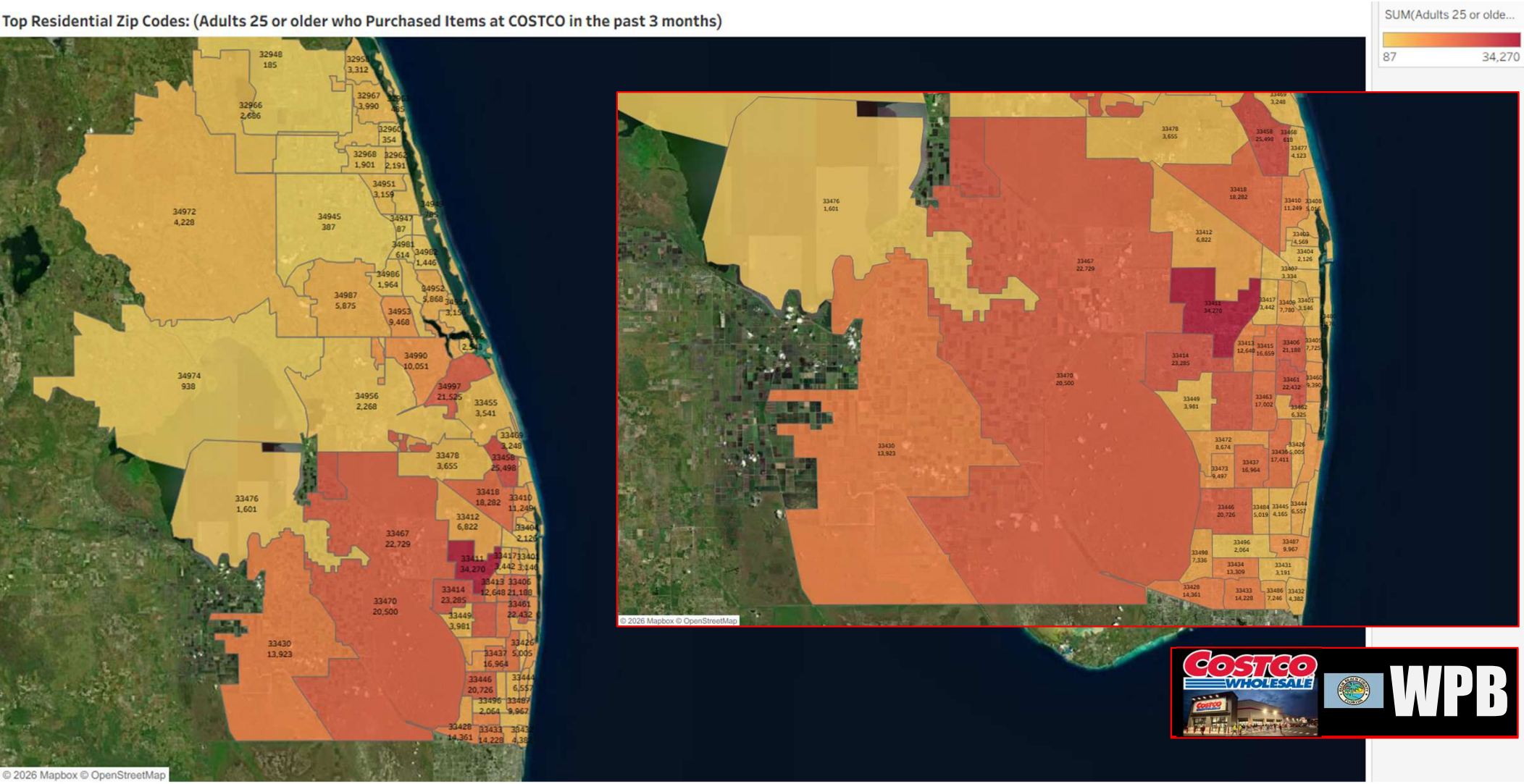


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Major stores bought past 3 months: Costco

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



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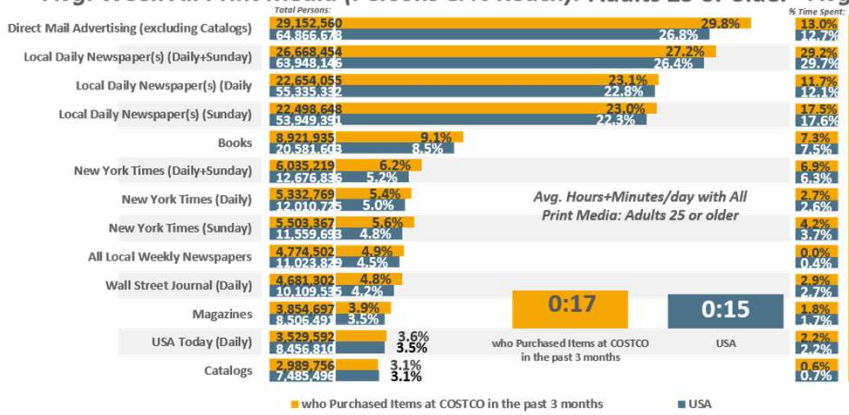
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Major stores bought past 3 months: Costco

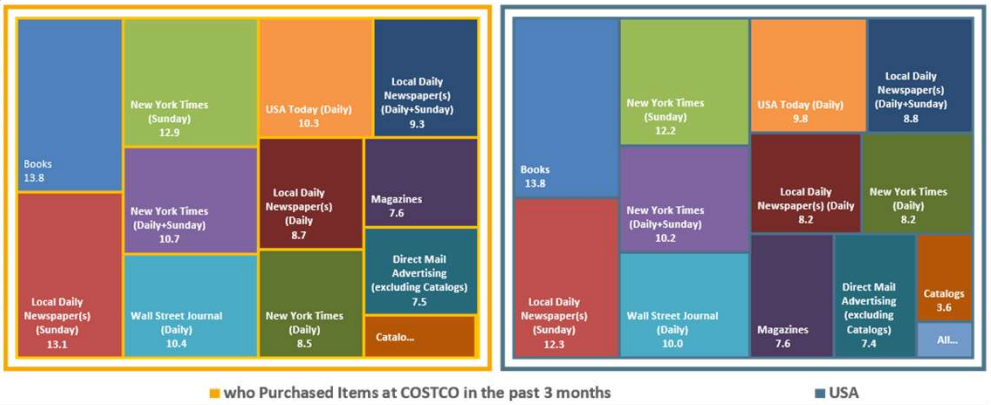


26,668,454 or 27.2% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.3 minutes every day representing 31.5% of all time spent daily with All forms of Print Media.

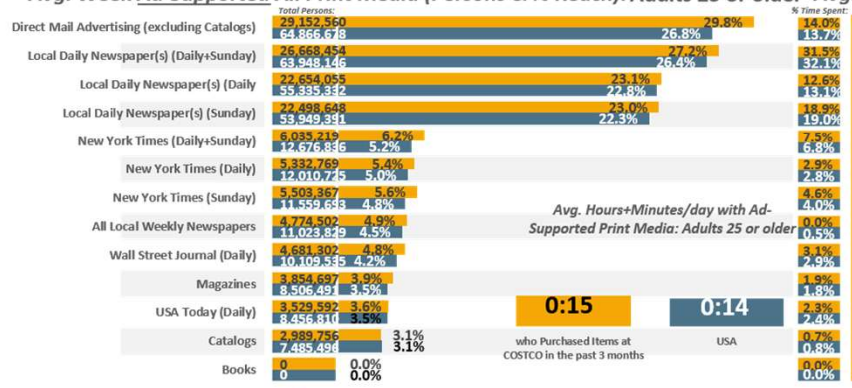
Avg. Week All Print Media (Persons & % Reach): Adults 25 or older



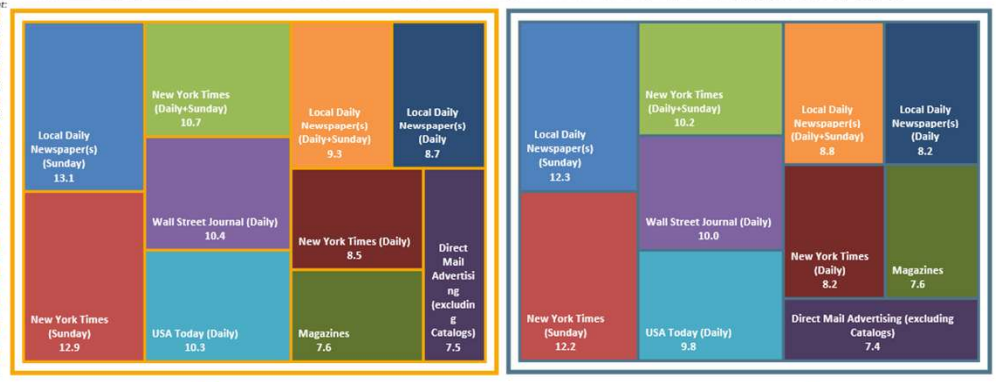
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



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



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

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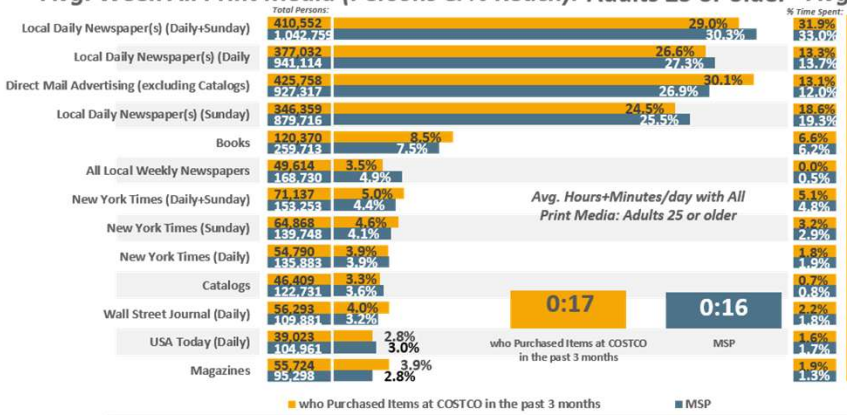
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Major stores bought past 3 months: Costco

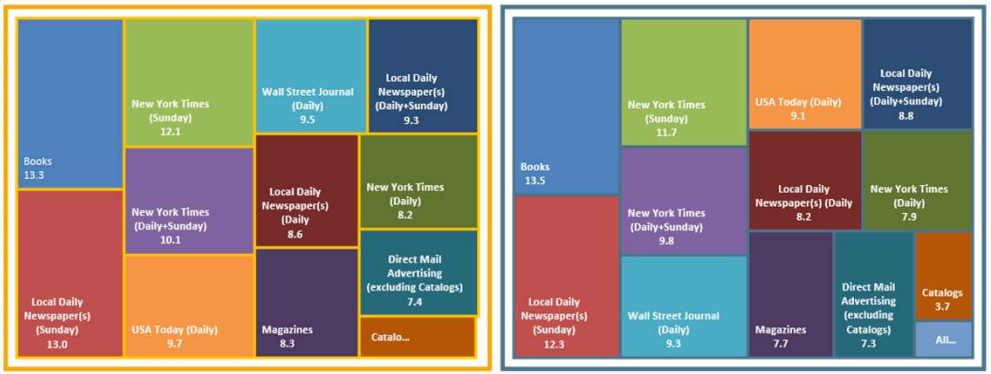


410,552 or 29.% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.3 minutes every day representing 34.2% of all time spent daily with All forms of Print Media.

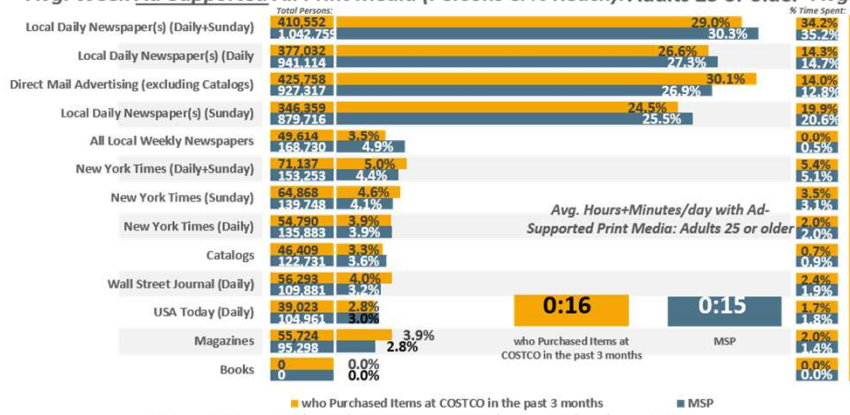
Avg. Week All Print Media (Persons & % Reach): Adults 25 or older



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



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



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



MSP DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,443

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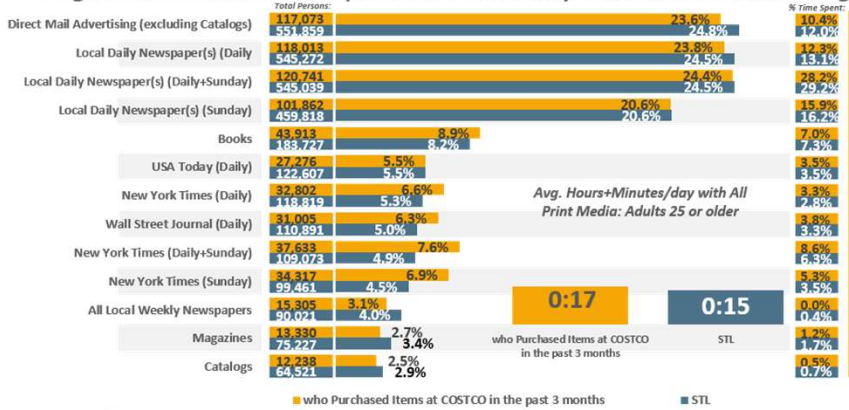
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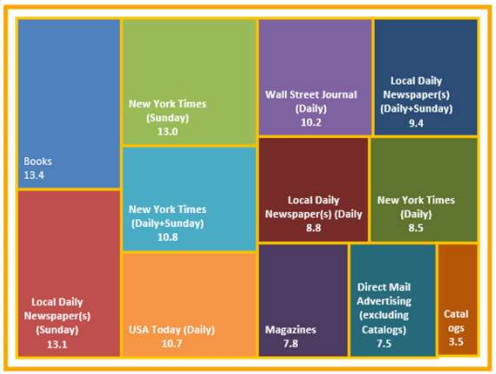
Major stores bought past 3 months: Costco

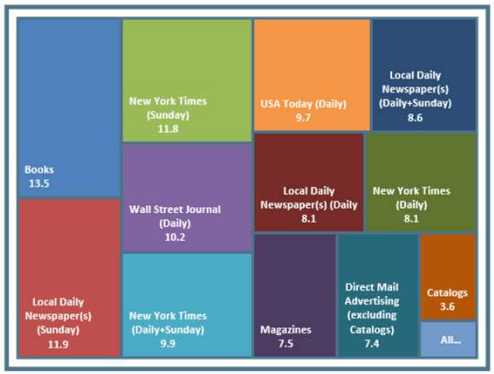


120,741 or 24.4% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.4 minutes every day representing 30.3% of all time spent daily with All forms of Print Media.

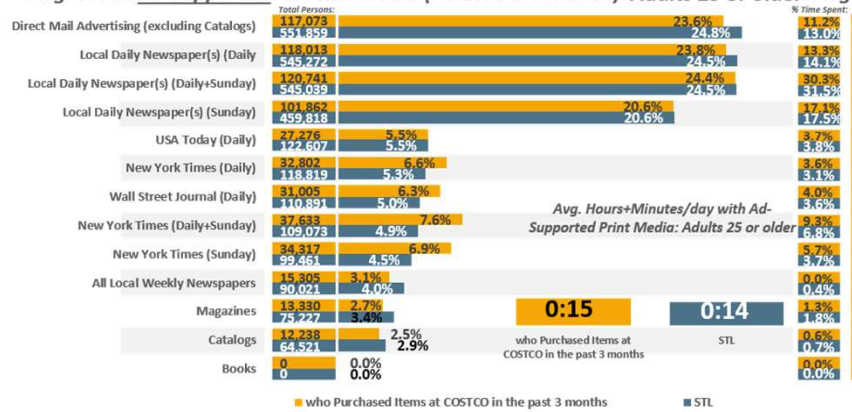
Avg. Week All Print Media (Persons & % Reach): Adults 25 or older

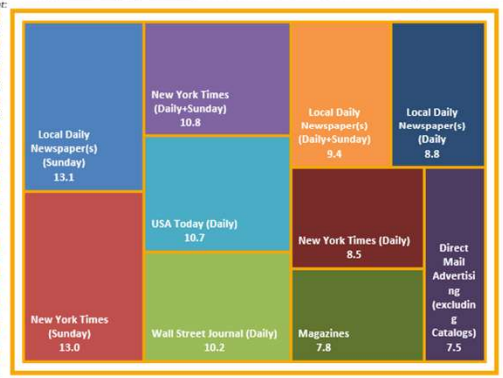


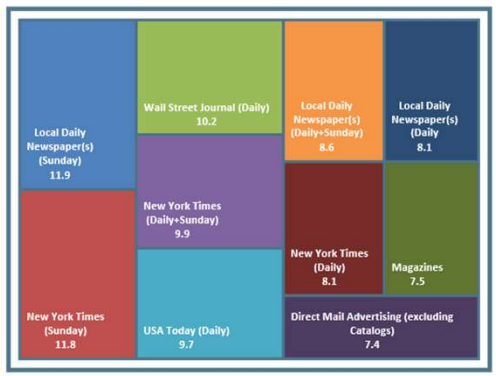




Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 or older







STL DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 927

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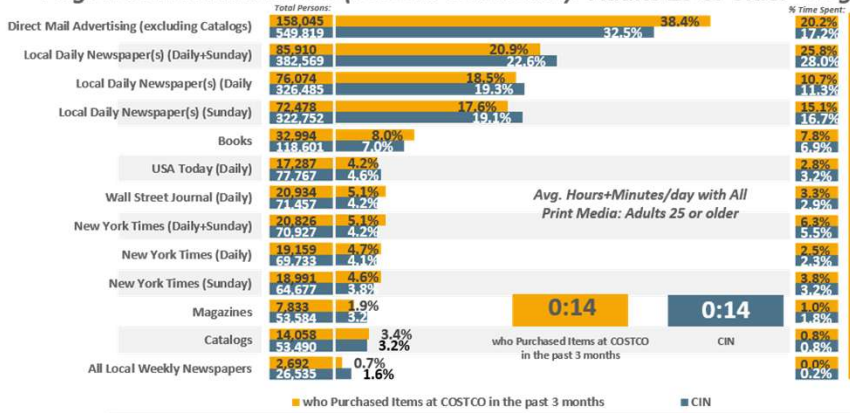
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Major stores bought past 3 months: Costco

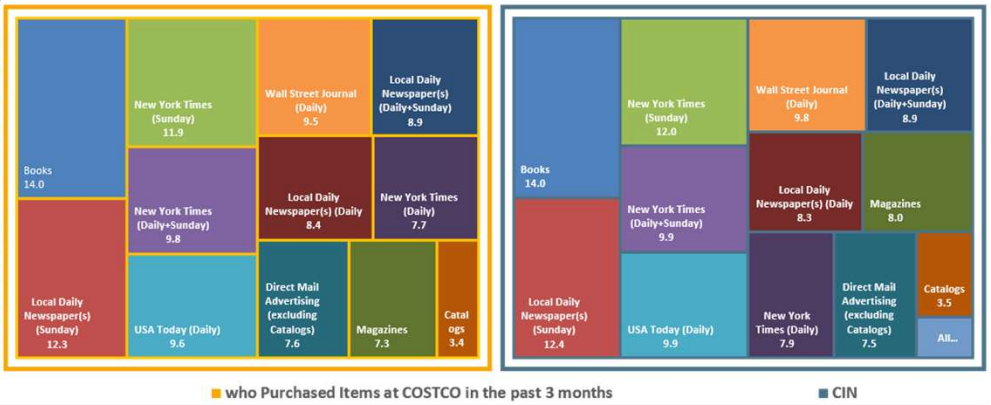


85,910 or 20.9% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.9 minutes every day representing 28.% of all time spent daily with All forms of Print Media.

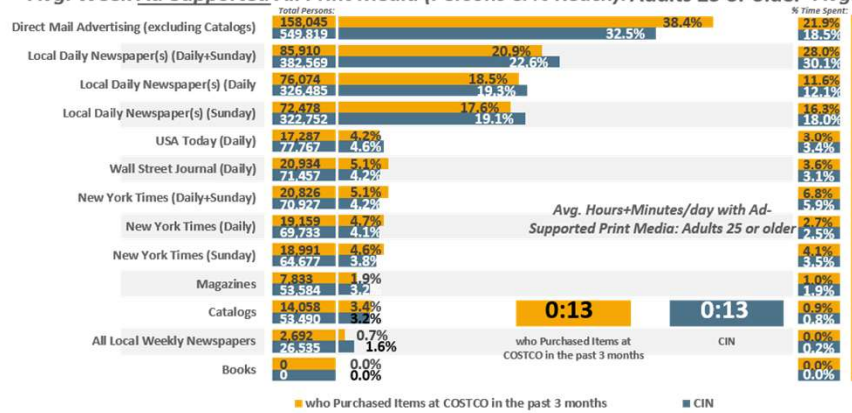
Avg. Week All Print Media (Persons & % Reach): Adults 25 or older



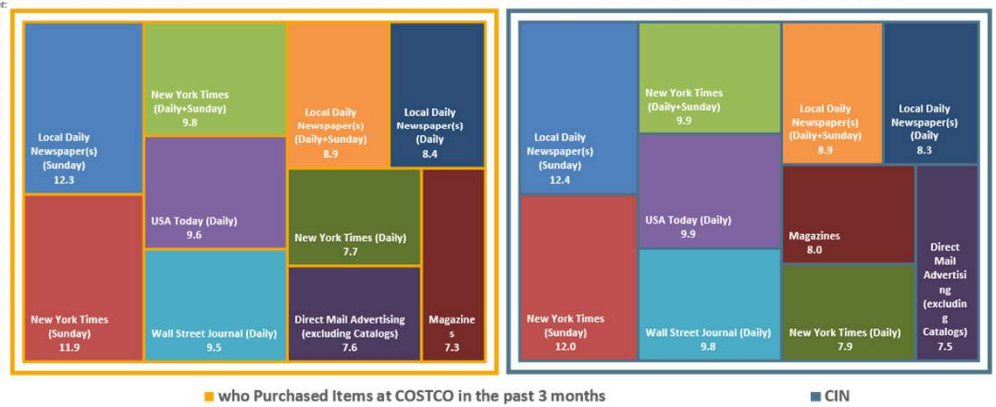
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



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



CIN DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 929

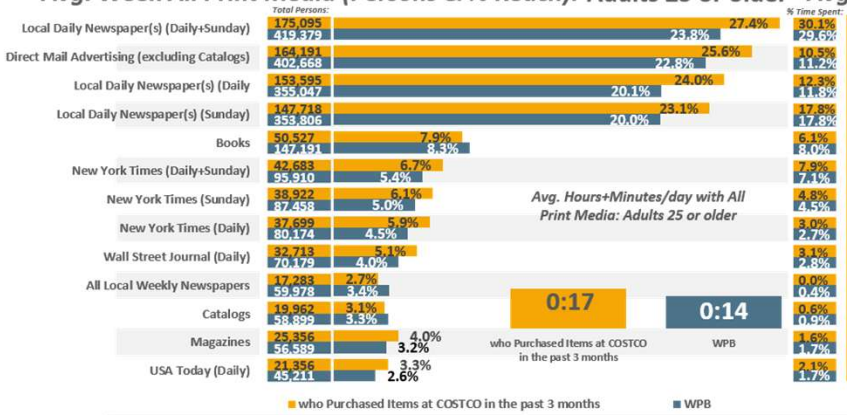
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Major stores bought past 3 months: Costco

175,095 or 27.4% of Adults 25 or older who Purchased Items at COSTCO in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.9 minutes every day representing 32.1% of all time spent daily with All forms of Print Media.

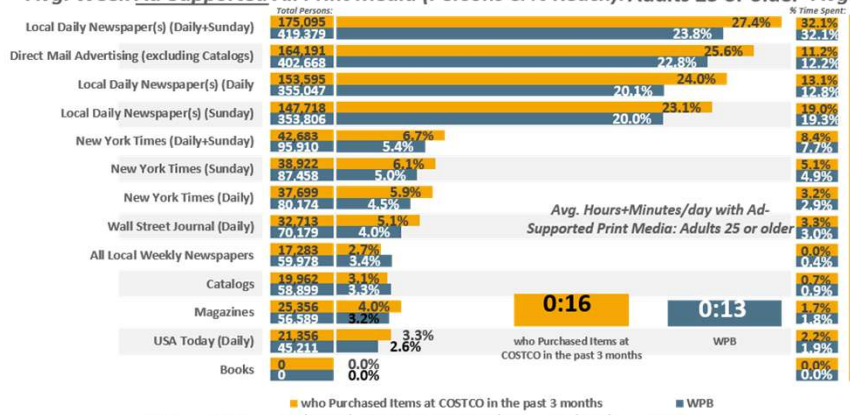
Avg. Week All Print Media (Persons & % Reach): Adults 25 or older



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



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



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



WPB DMA Scarborough R2 2025-26: Aug24-Jul26 Qual Intab 1,490

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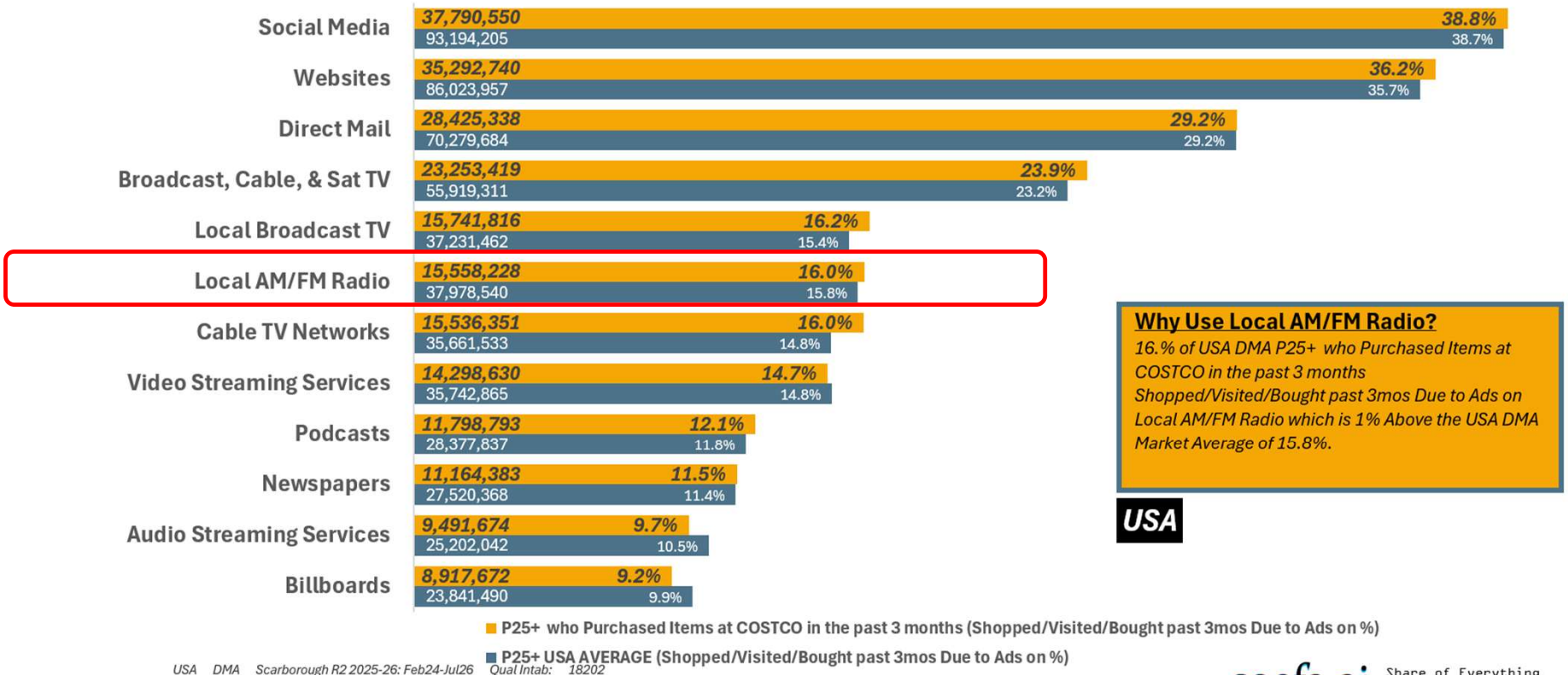
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Major stores bought past 3 months: Costco



"Advertising Actions"

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



Why Use Local AM/FM Radio?

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

USA

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

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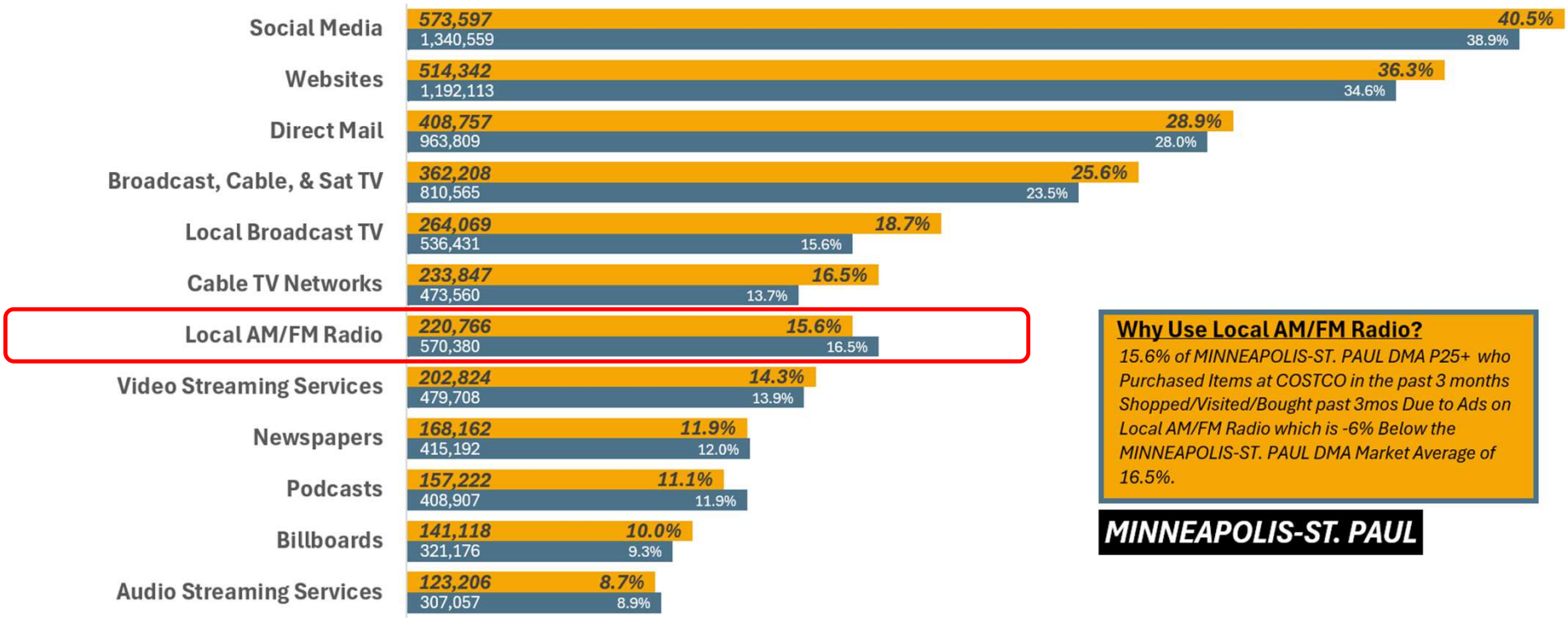
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Major stores bought past 3 months: Costco



"Advertising Actions"

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



Why Use Local AM/FM Radio?

15.6% of MINNEAPOLIS-ST. PAUL DMA P25+ who Purchased Items at COSTCO in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -6% Below the MINNEAPOLIS-ST. PAUL DMA Market Average of 16.5%.

MINNEAPOLIS-ST. PAUL

MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2026: Aug25-Jul26 / Scarborough R2 2025: Aug24-Jul25 Qual Intab: 1443

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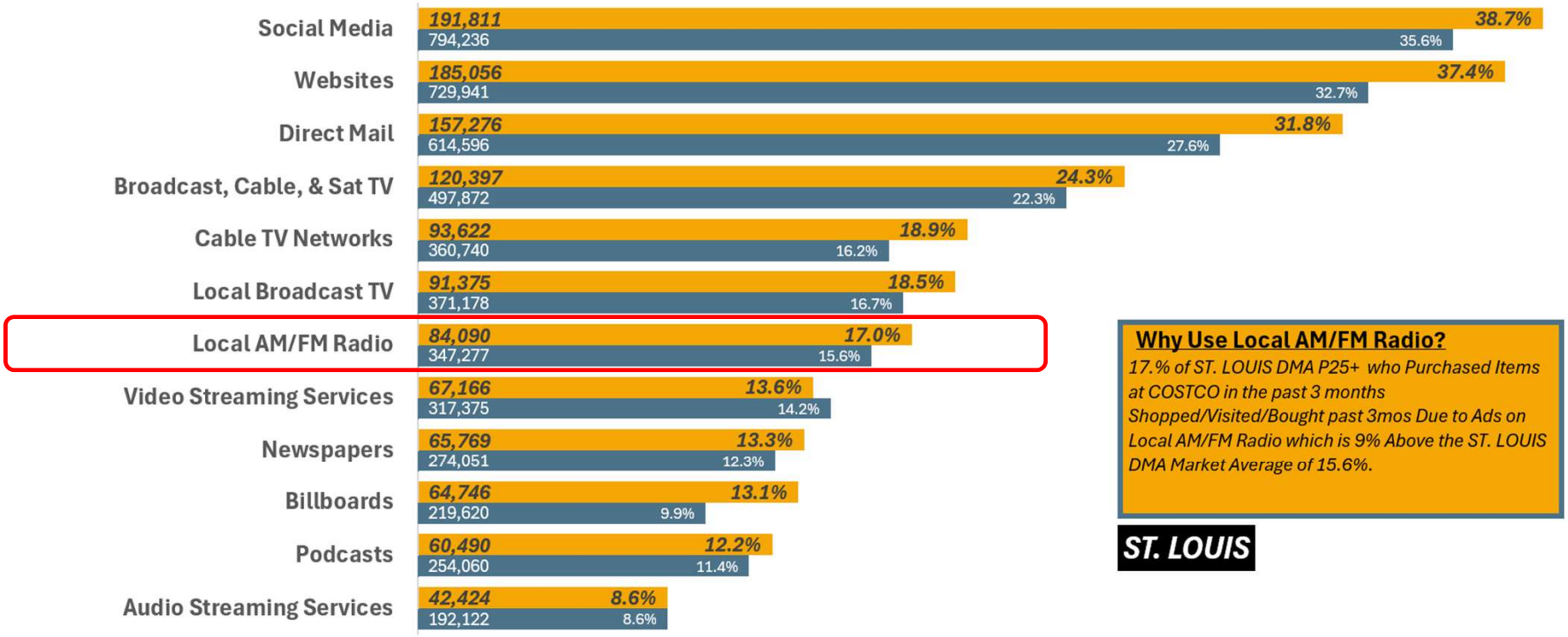
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Major stores bought past 3 months: Costco



"Advertising Actions"

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



Why Use Local AM/FM Radio?

17.% of ST. LOUIS DMA P25+ who Purchased Items at COSTCO in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 9% Above the ST. LOUIS DMA Market Average of 15.6%.

ST. LOUIS

ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 / Scarborough R1 2025: Feb24-Feb25 Qual Intab: 927

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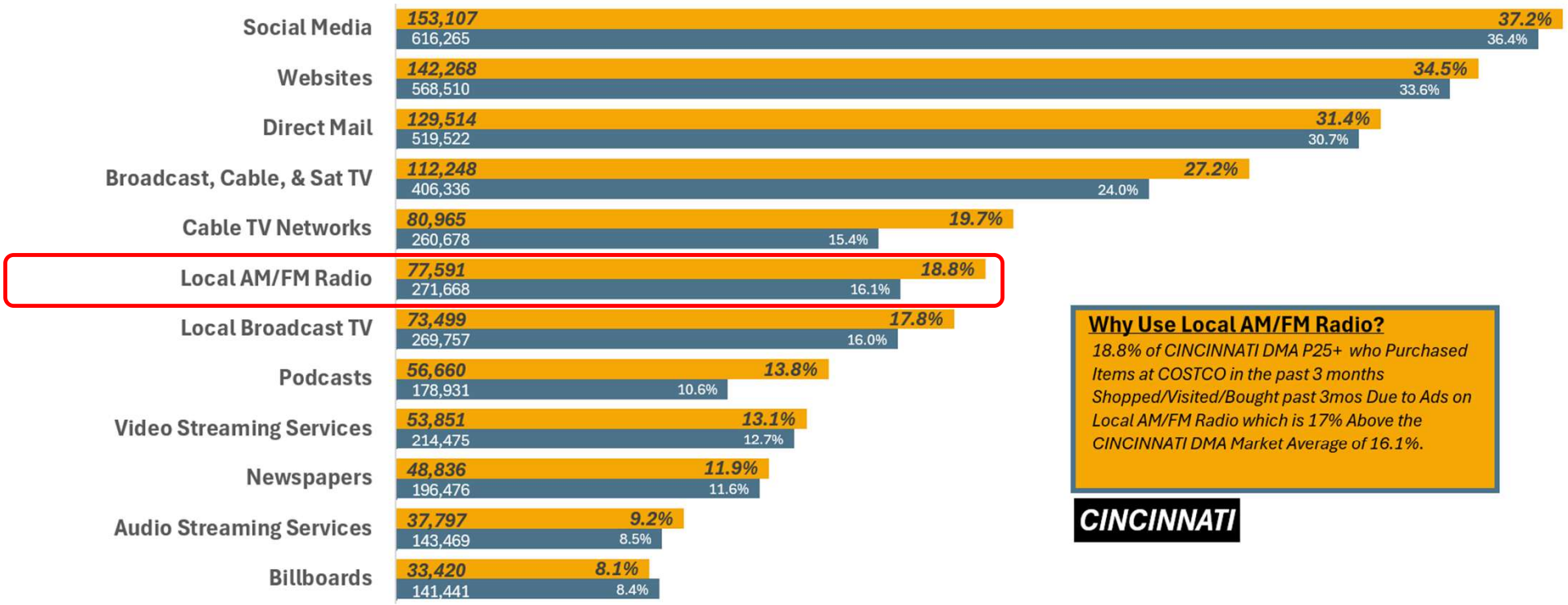
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Major stores bought past 3 months: Costco

CIN

"Advertising Actions"

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



Why Use Local AM/FM Radio?

18.8% of CINCINNATI DMA P25+ who Purchased Items at COSTCO in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 17% Above the CINCINNATI DMA Market Average of 16.1%.

CINCINNATI

CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 / Scarborough R1 2025: Feb24-Feb25 Qual Intab: 929

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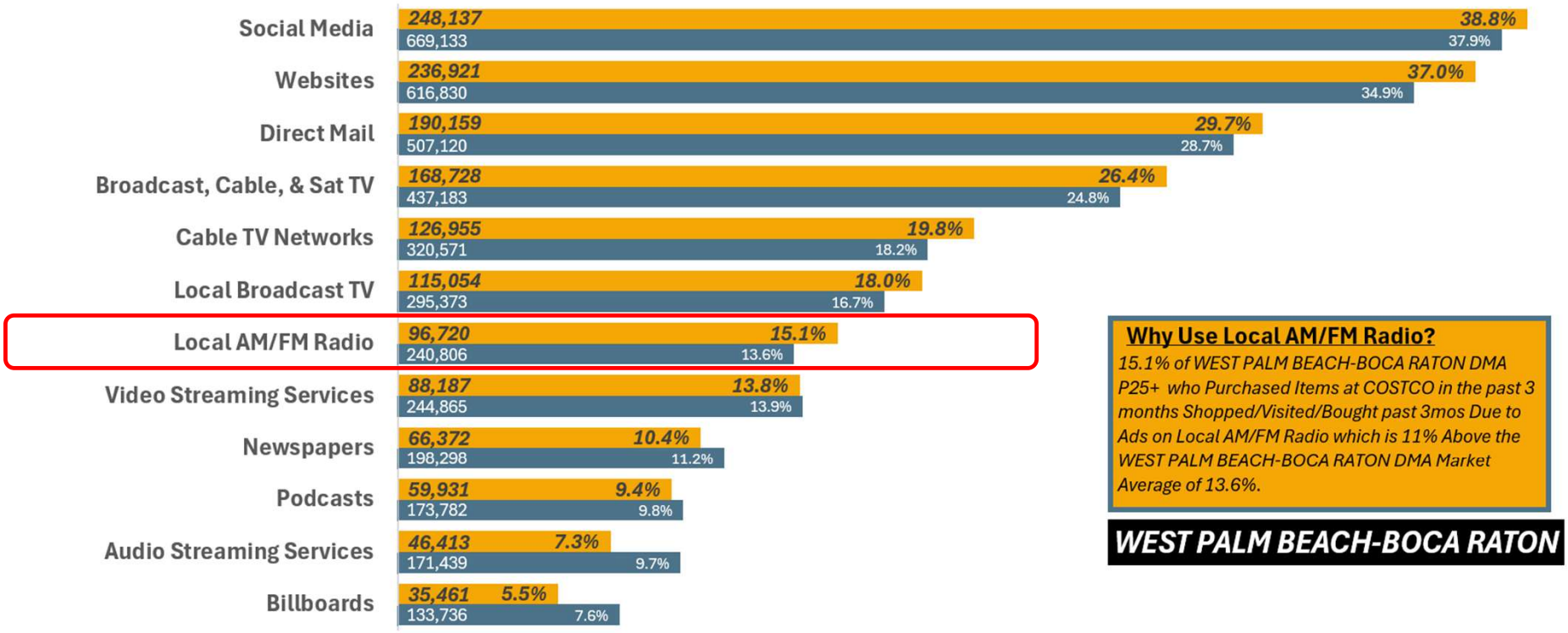
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Major stores bought past 3 months: Costco



"Advertising Actions"

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



Why Use Local AM/FM Radio?

15.1% of WEST PALM BEACH-BOCA RATON DMA P25+ who Purchased Items at COSTCO in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 11% Above the WEST PALM BEACH-BOCA RATON DMA Market Average of 13.6%.

WEST PALM BEACH-BOCA RATON

WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2026: Aug25-Jul26 / Scarborough R2 2025: Aug24-Jun25 Qual Intab: 1490

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Major stores bought past 3 months: Costco