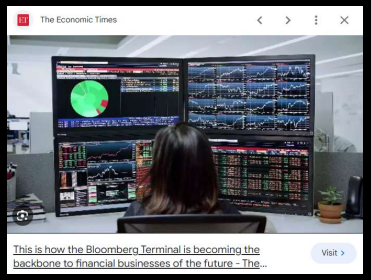
USA+4 More DMAs – P18+ who Purchased Items In-Store at MACY'S in the past 3 mos!

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** P18+ who **Purchased Items In-Store at MACY'S in the past 3 months** as of July 31, 2025.





macy's USA

macy's MSP

macy's STL

macy's CIN

macy's WPB

P18+

Vanguard BlackRock

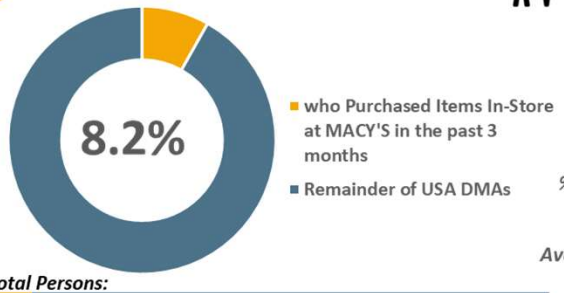
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

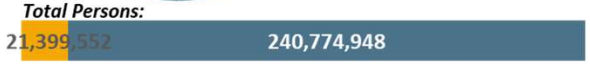


8.2% or 21,399,552 of USA Adults 18 or older Purchased Items In-Store at MACY'S in the past 3 months. Typical Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months are 52.5 years old (7.8% older than average) and have a $115,639 (21.6% higher than average) annual household income.

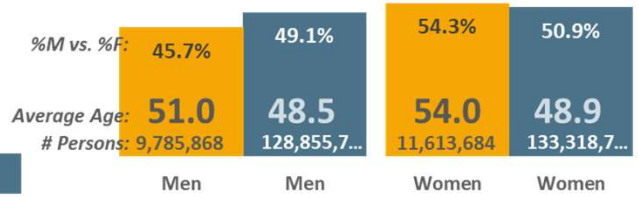
Percent of Market: Adults 18 or older



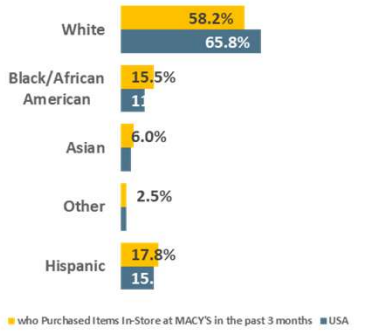
Total Persons:



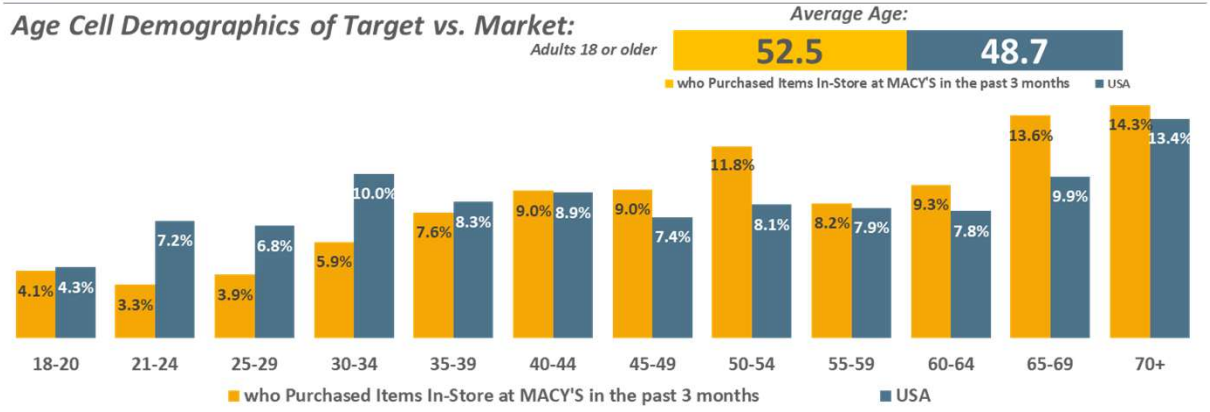
Gender of Target vs. Market: Adults 18 or older



Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:

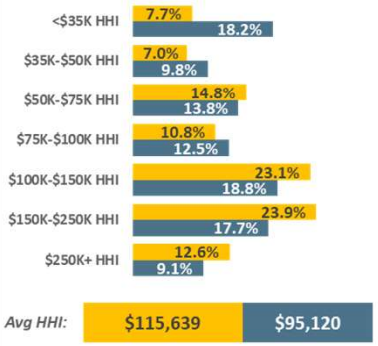


USA *USA Projection* *Scarborough R2 2025: Feb24-Jul25* *Qual Intab* *2,329*

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USA Projection *Scarborough R2 2025: Feb24-Jul25* *Qual Intab* *25,445*

HHI of Target vs. Market:

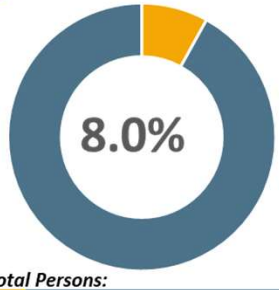


[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

macy's MSP

8.% or 312,695 of MSP DMA Adults 18 or older Purchased Items In-Store at MACY'S in the past 3 months. Typical Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months are 53. years old (8.6% older than average) and have a $139,113 (26.2% higher than average) annual household income.

Percent of Market: Adults 18 or older



- who Purchased Items In-Store at MACY'S in the past 3 months
- Remainder of MSP DMA

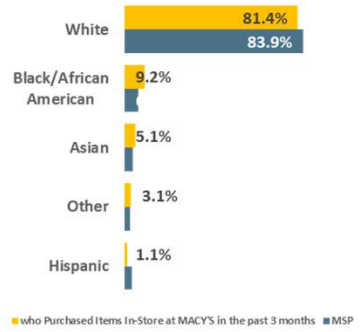
Total Persons:

312,695	3,576,785

Gender of Target vs. Market: Adults 18 or older

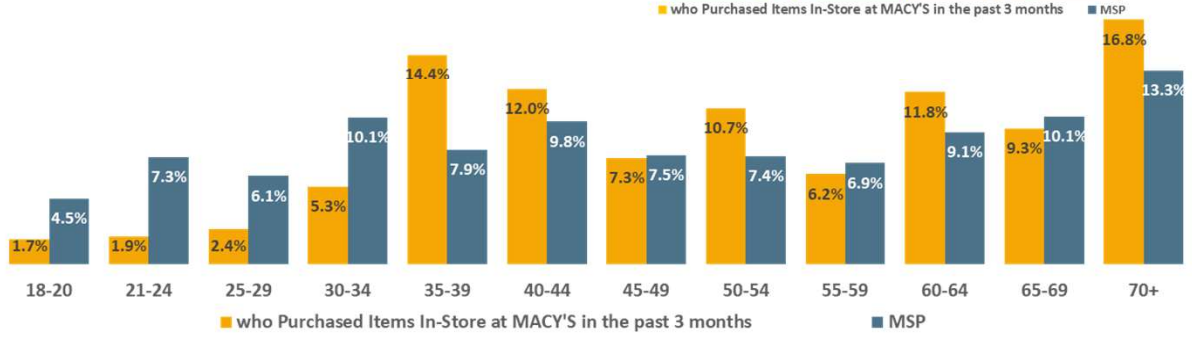
	Men	Men	Women	Women
%M vs. %F:	52.7%	49.9%	47.3%	50.1%
Average Age:	47.7	49.0	59.0	48.7
# Persons:	164,764	1,940,932	147,931	1,948,548

Ethnicity of Target vs. Market:

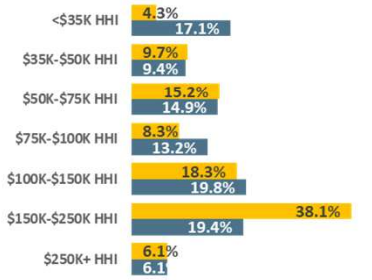


Age Cell Demographics of Target vs. Market:

	Average Age:	
Adults 18 or older	53.0	48.8



HHI of Target vs. Market:



Avg HHI:	$139,113	$110,275

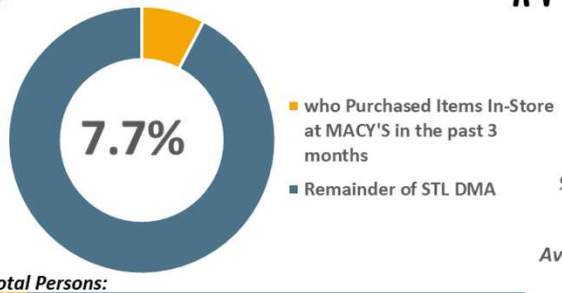
MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 168

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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

7.7% or 192,158 of STL DMA Adults 18 or older Purchased Items In-Store at MACY'S in the past 3 months. Typical Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months are 56.1 years old (13.7% older than average) and have a $142,944 (42.3% higher than average) annual household income.

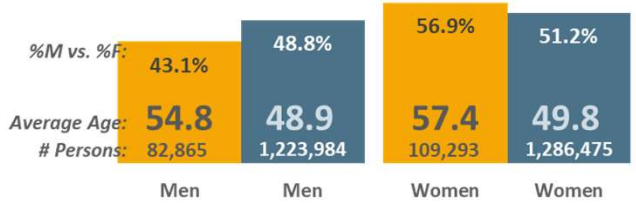
Percent of Market: Adults 18 or older



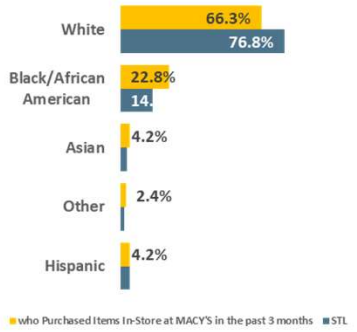
Total Persons:



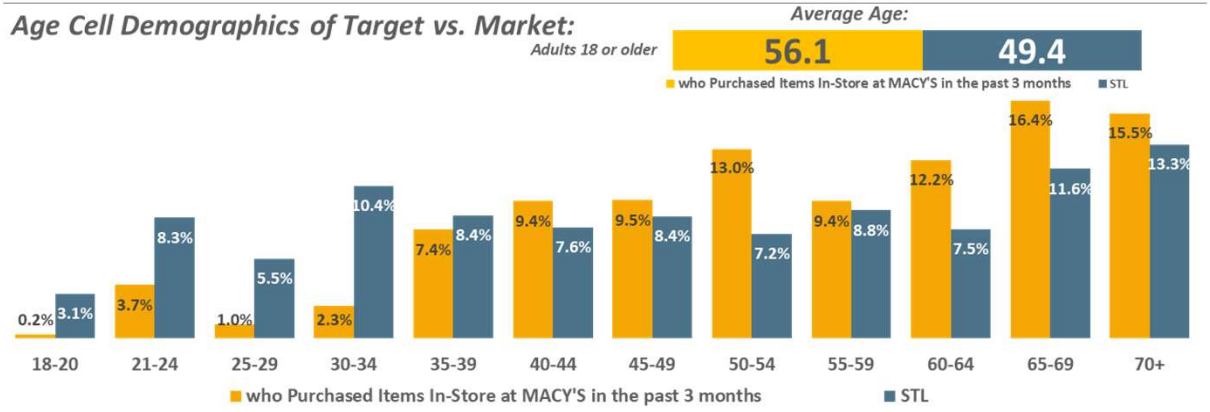
Gender of Target vs. Market: Adults 18 or older



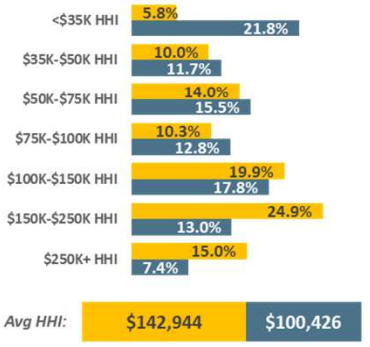
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $142,944 | $100,426

STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 196

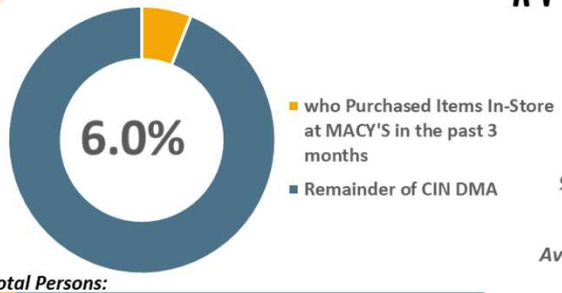
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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

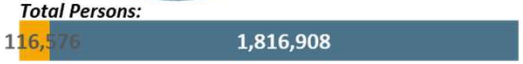
macy's CIN

6.% or 116,576 of CIN DMA Adults 18 or older Purchased Items In-Store at MACY'S in the past 3 months. Typical Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months are 55.6 years old (14.2% older than average) and have a $137,833 (37.3% higher than average) annual household income.

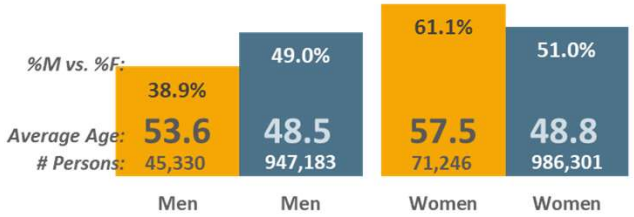
Percent of Market: Adults 18 or older



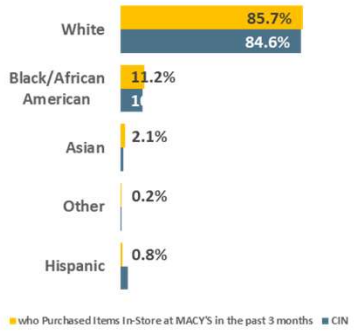
Total Persons:



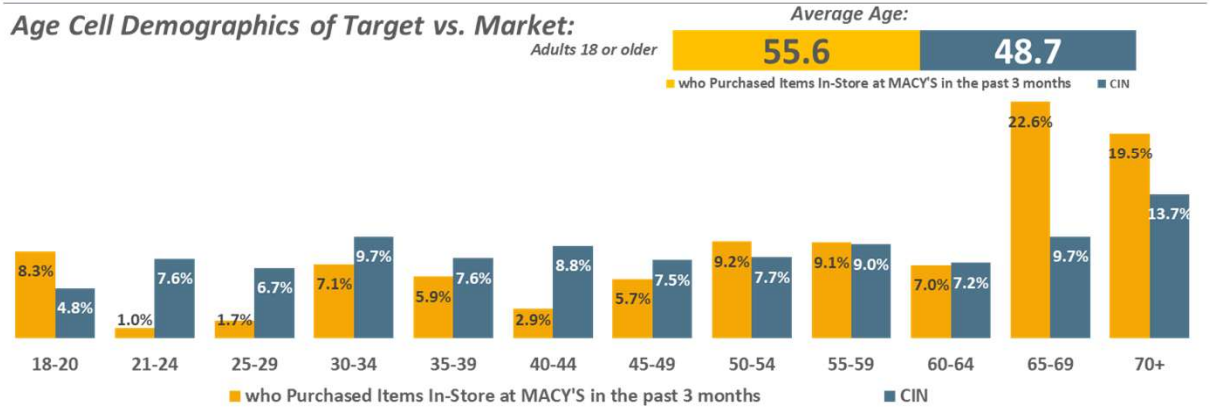
Gender of Target vs. Market: Adults 18 or older



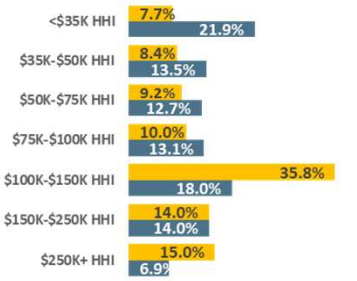
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $137,833 $100,373

CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 151

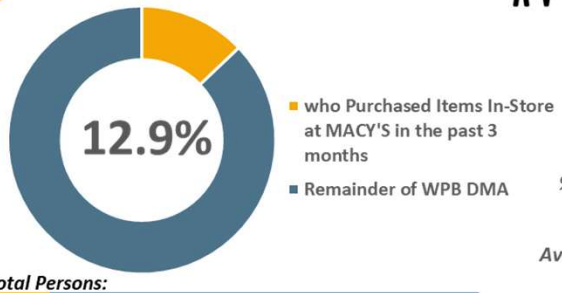
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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

macy's WPB

12.9% or 246,732 of WPB DMA Adults 18 or older Purchased Items In-Store at MACY'S in the past 3 months. Typical Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months are 57.1 years old (7.6% older than average) and have a $133,095 (30.8% higher than average) annual household income.

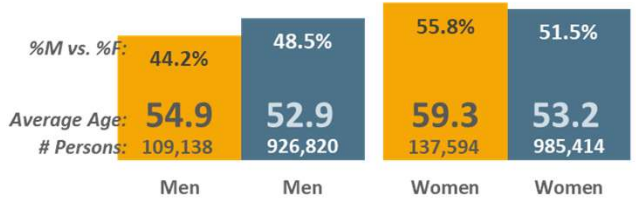
Percent of Market: Adults 18 or older



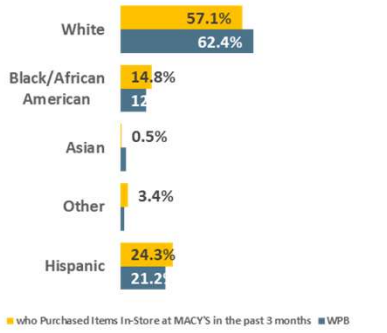
Total Persons:



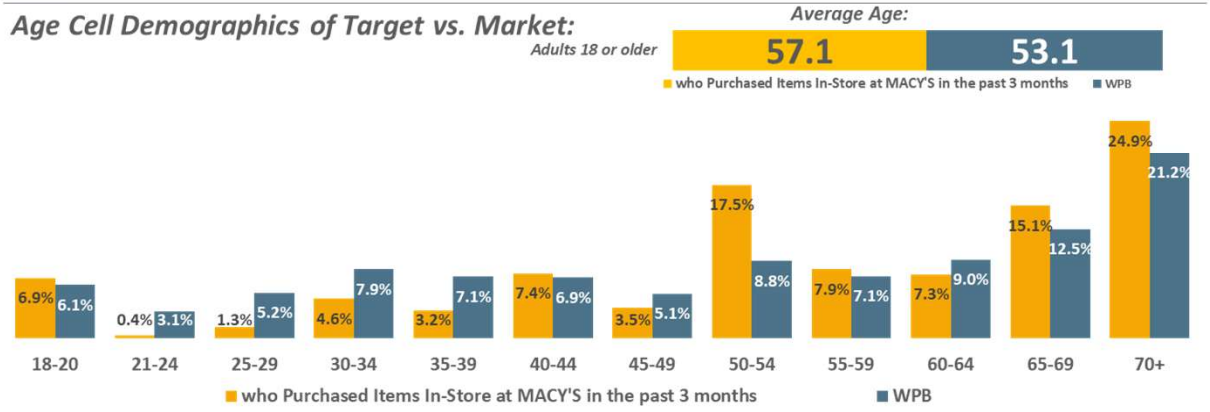
Gender of Target vs. Market: Adults 18 or older



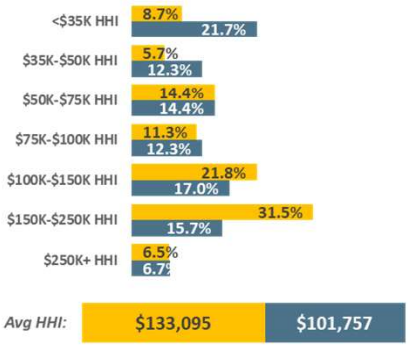
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 344

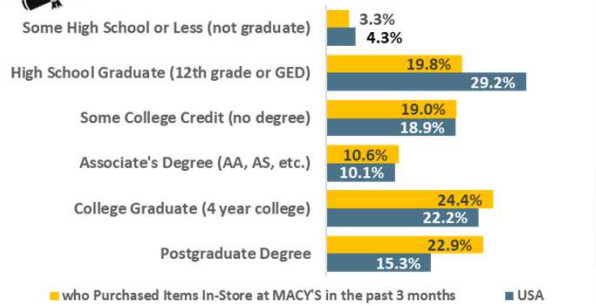
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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

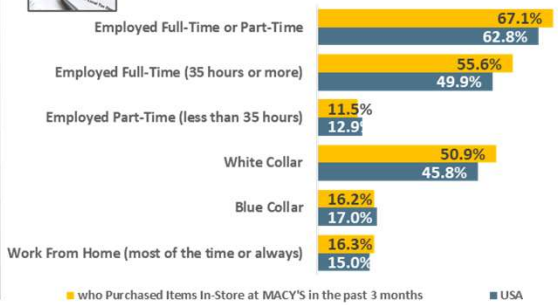


8.2% or 21,399,552 of USA Adults 18 or older Purchased Items In-Store at MACY'S in the past 3 months. Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months are 26.% more likely to be a college graduate, 11.3% more likely to work full-time, 19.8% more likely to be married, 3.8% less likely to be a parent of 1 or more children under

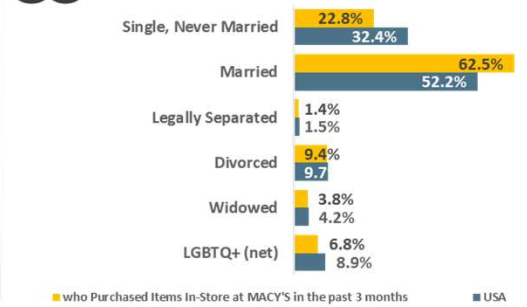
Education Levels: Adults 18 or older



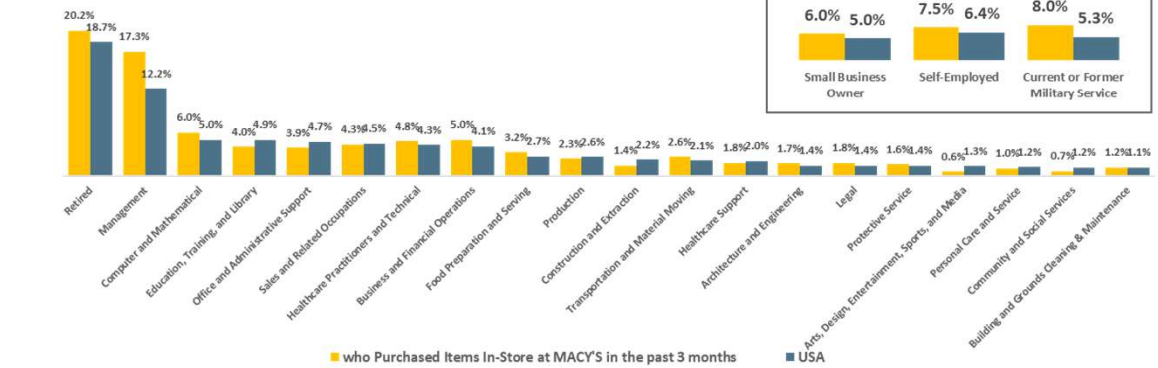
Employment: Adults 18 or older



Marital Status: Adults 18 or older

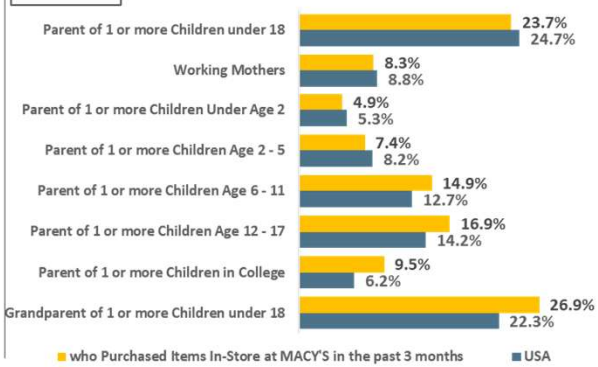


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 2,329

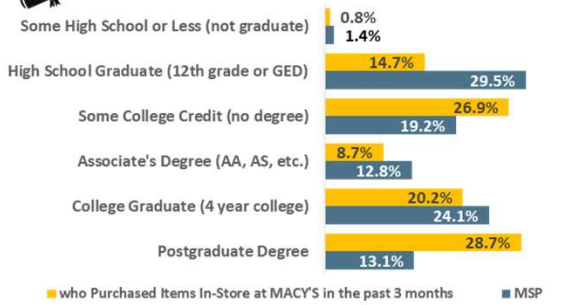
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USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445

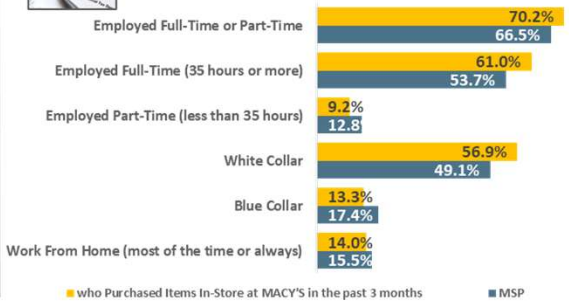
[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

8.% or 312,695 of MSP DMA Adults 18 or older Purchased Items In-Store at MACY'S in the past 3 months. Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months are 31.6% more likely to be a college graduate, 13.6% more likely to work full-time, 9.2% more likely to be married, 16.% more likely to be a parent of 1 or more children under

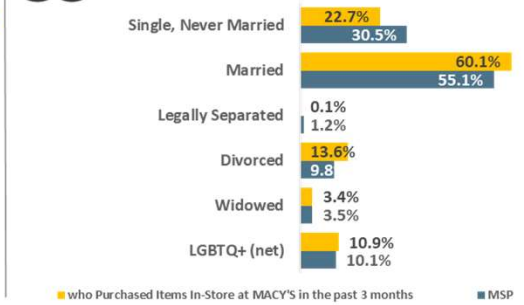
Education Levels: Adults 18 or older



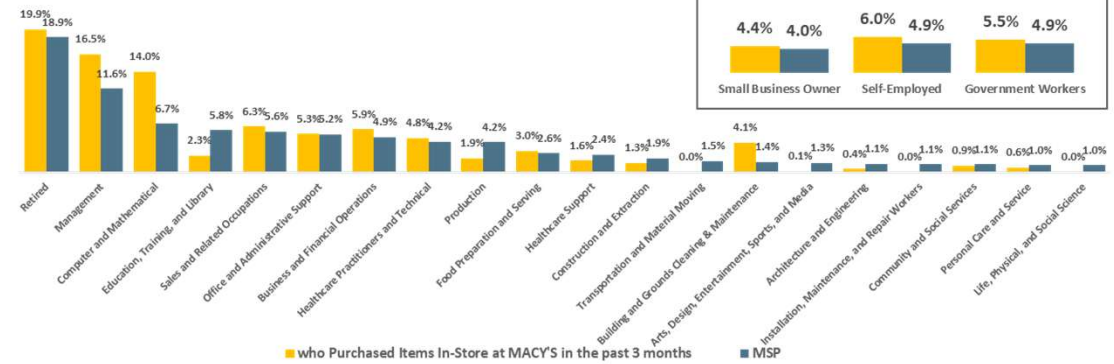
Employment: Adults 18 or older



Marital Status: Adults 18 or older

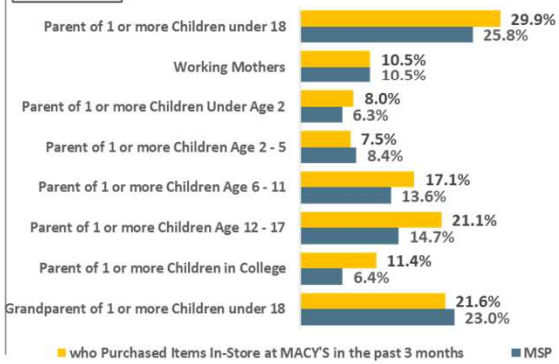


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



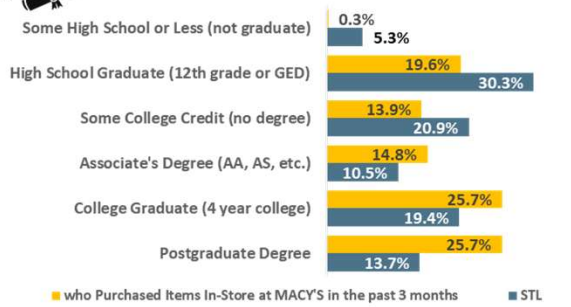
MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 168

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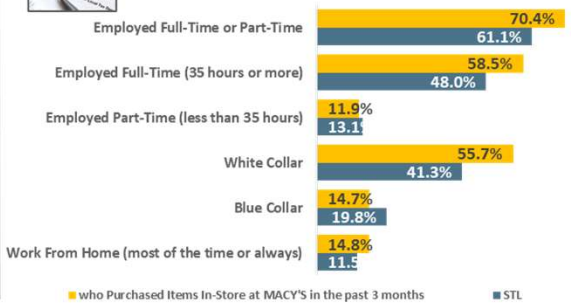
[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

7.7% or 192,158 of STL DMA Adults 18 or older Purchased Items In-Store at MACY'S in the past 3 months. Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months are 55.4% more likely to be a college graduate, 21.9% more likely to work full-time, 21.6% more likely to be married, 19.7% less likely to be a parent of 1 or more children und

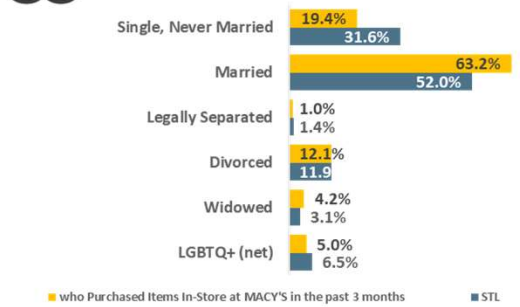
Education Levels: Adults 18 or older



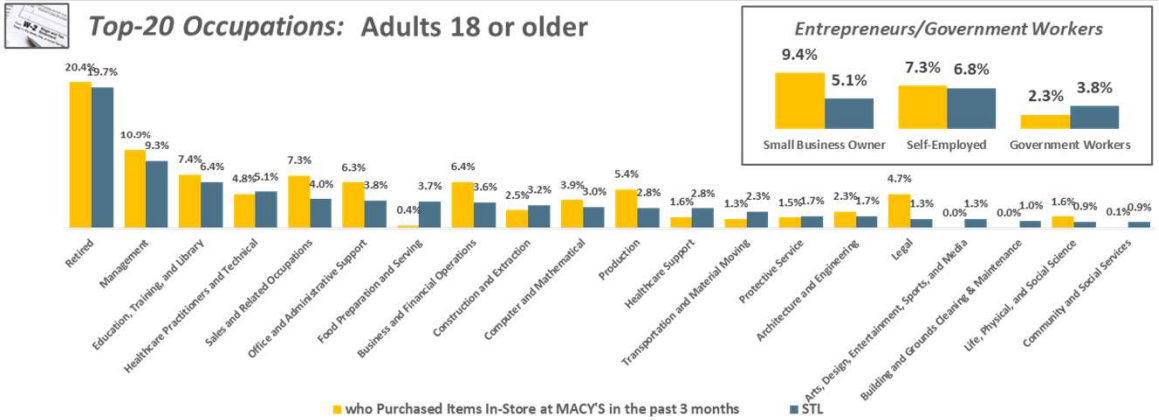
Employment: Adults 18 or older



Marital Status: Adults 18 or older

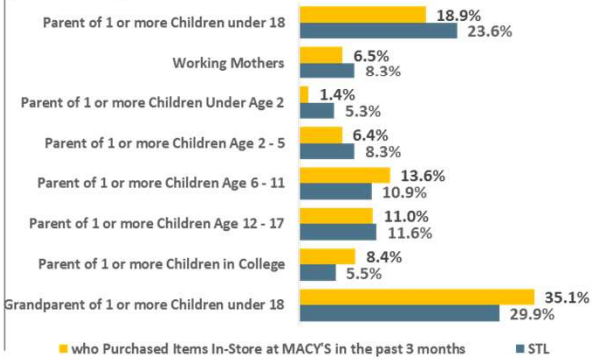


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



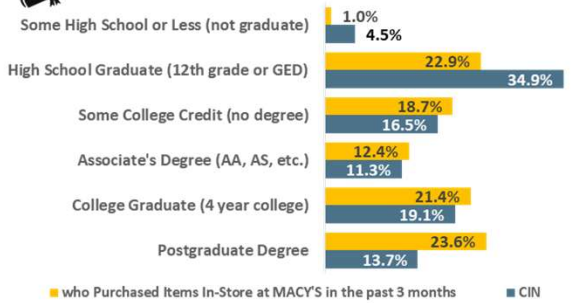
STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 196

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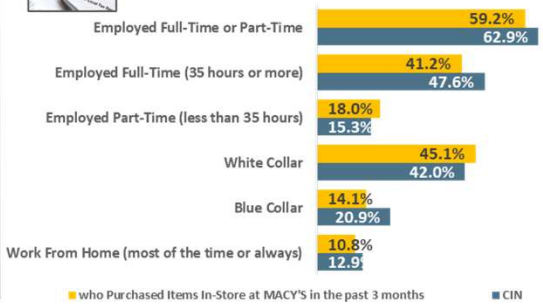
[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

6.% or 116,576 of CIN DMA Adults 18 or older Purchased Items In-Store at MACY'S in the past 3 months. Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months are 37.5% more likely to be a college graduate, 13.5% less likely to work full-time, 14.1% more likely to be married, 52.4% less likely to be a parent of 1 or more children und

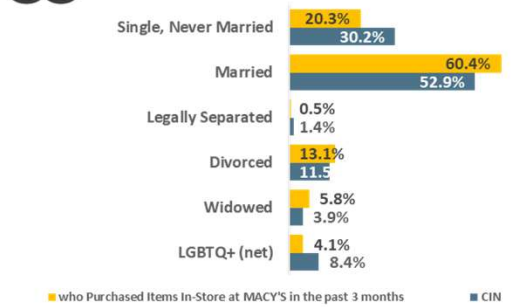
Education Levels: Adults 18 or older



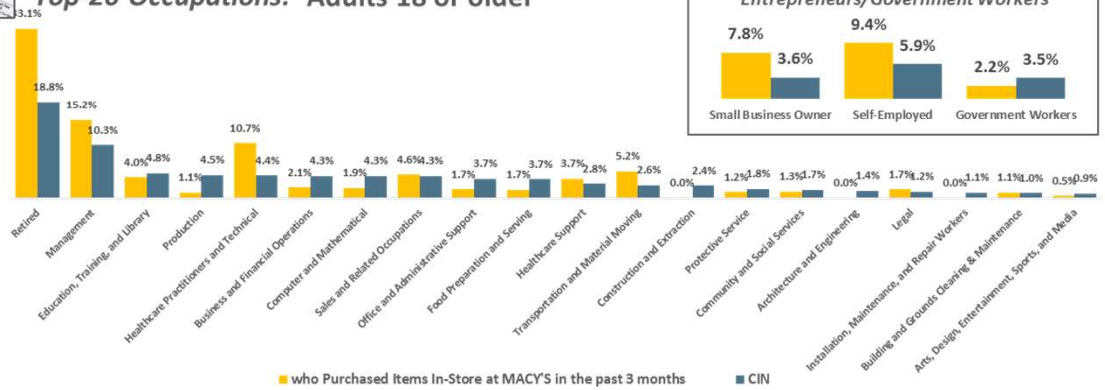
Employment: Adults 18 or older



Marital Status: Adults 18 or older

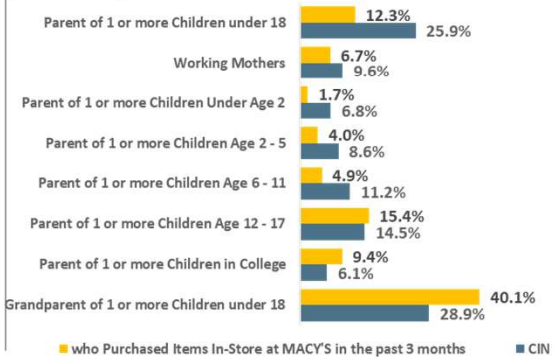


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 151

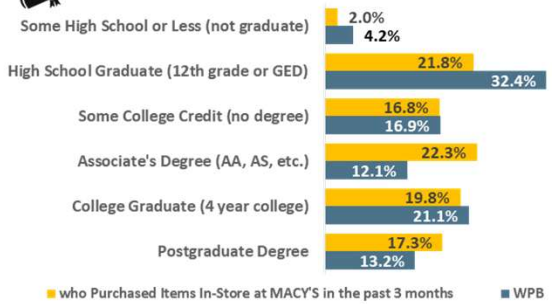
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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

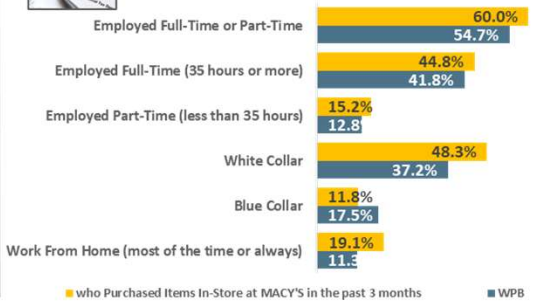
macy's WPB

12.9% or 246,732 of WPB DMA Adults 18 or older Purchased Items In-Store at MACY'S in the past 3 months. Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months are 8.1% more likely to be a college graduate, 7.% more likely to work full-time, 33.% more likely to be married, 19.8% more likely to be a parent of 1 or more children under 1

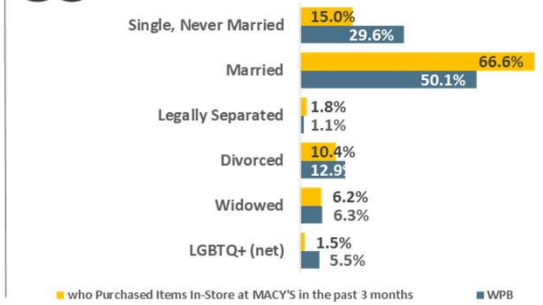
Education Levels: Adults 18 or older



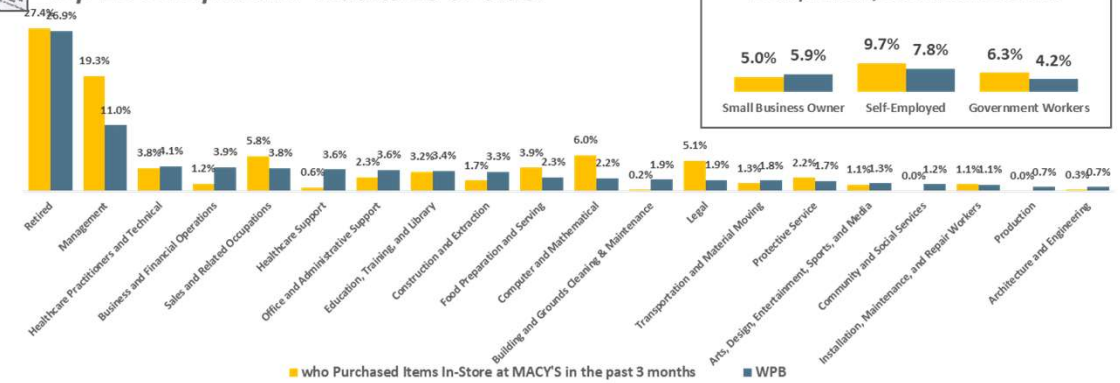
Employment: Adults 18 or older



Marital Status: Adults 18 or older

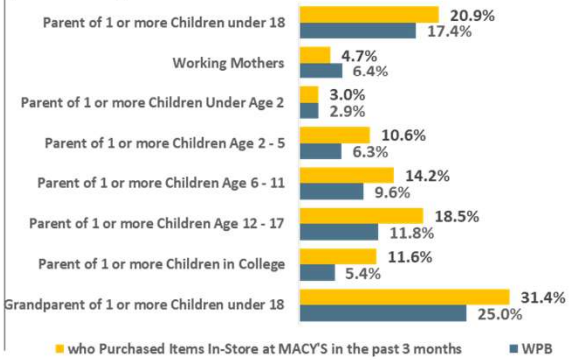


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 344

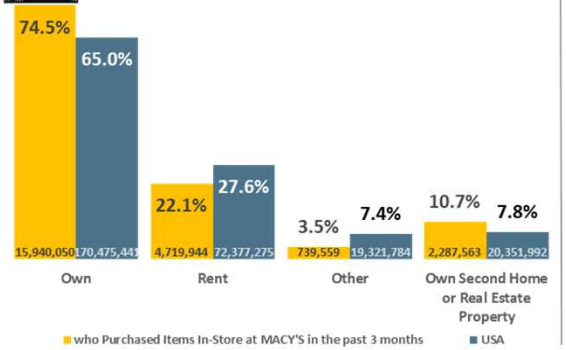
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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

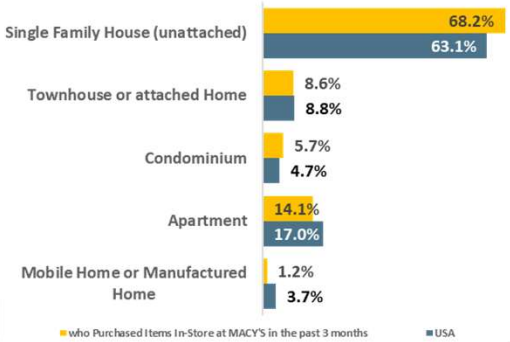
macy's USA

8.2% or 21,399,552 of USA Adults 18 or older Purchased Items In-Store at MACY'S in the past 3 months. Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months are 14.6% more likely to own their home, 32.4% more likely to own a higher valued home, 8.1% more likely to have a single-family home, 4.3% less likely to have a dog.

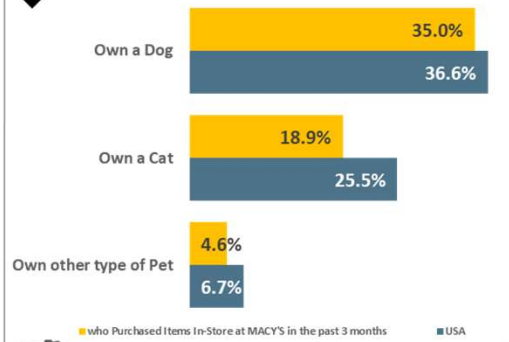
Own/Rent/Other: Adults 18 or older



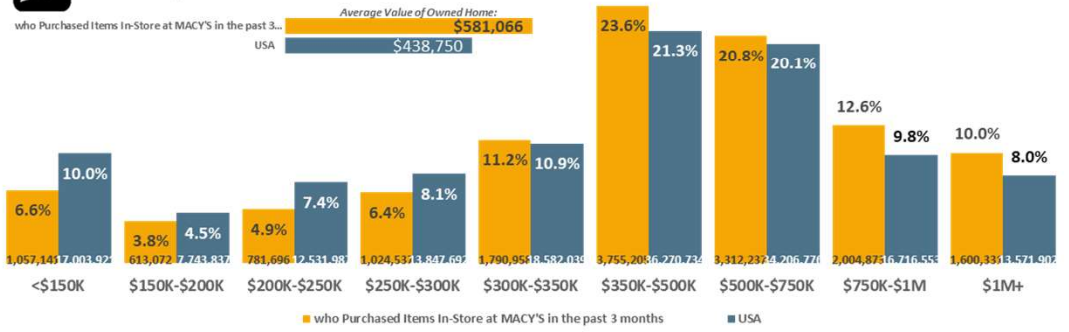
Type of Home: Adults 18 or older



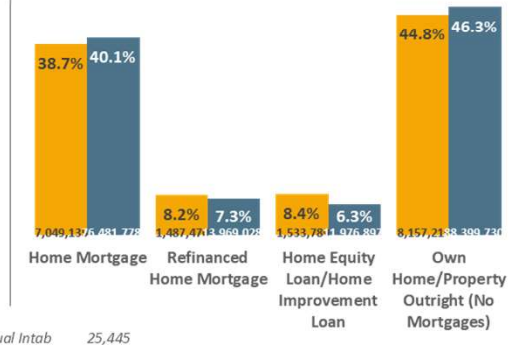
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R2 2025: Feb24-Jul25* *Qual Intab* *2,329*

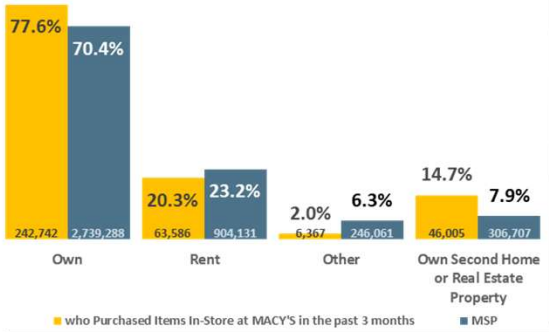
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USA Projection *Scarborough R2 2025: Feb24-Jul25* *Qual Intab* *25,445*

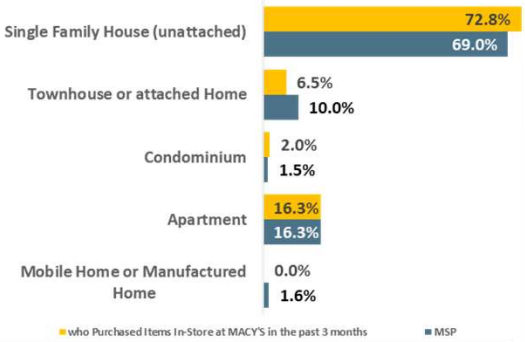
[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

8.% or 312,695 of MSP DMA Adults 18 or older Purchased Items In-Store at MACY'S in the past 3 months. Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months are 10.2% more likely to own their home, 32.8% more likely to own a higher valued home, 5.5% more likely to have a single-family home, 20.4% more likely to have a dog.

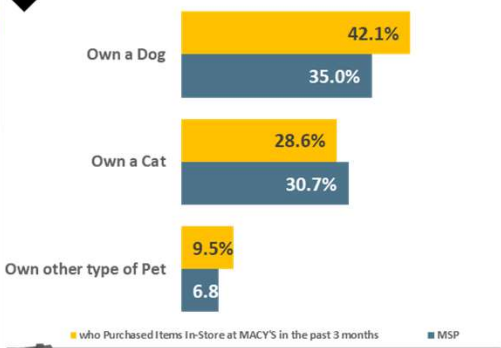
Own/Rent/Other: Adults 18 or older



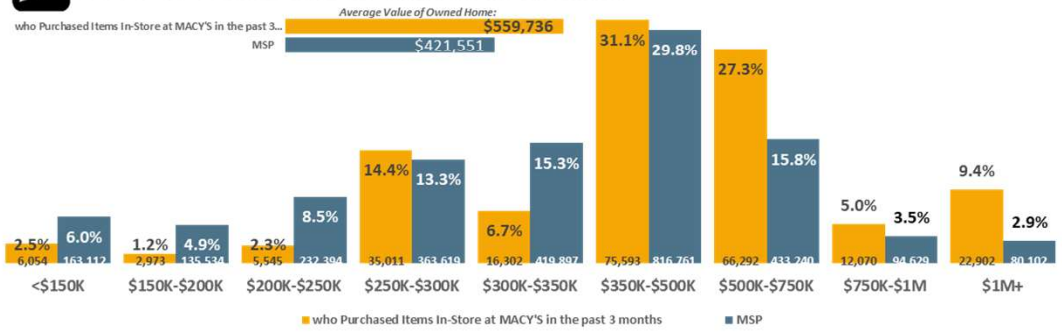
Type of Home: Adults 18 or older



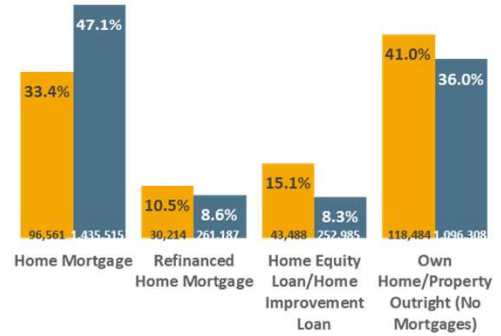
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



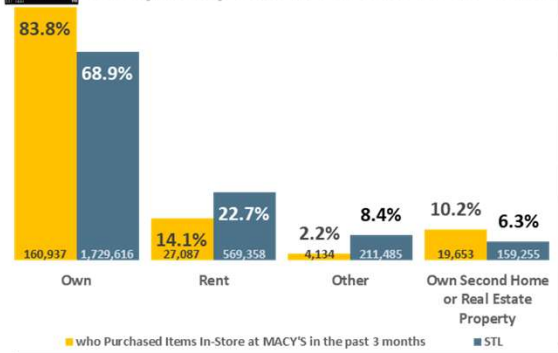
MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 168

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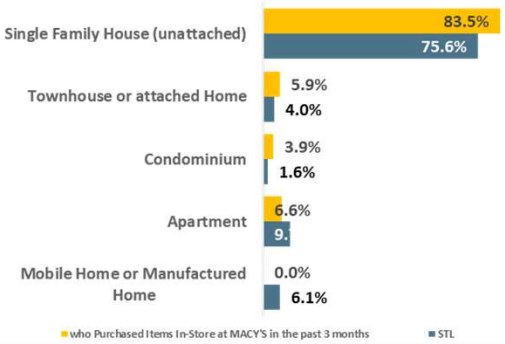
[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

7.7% or 192,158 of STL DMA Adults 18 or older Purchased Items In-Store at MACY'S in the past 3 months. Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months are 21.6% more likely to own their home, 26.4% more likely to own a higher valued home, 10.5% more likely to have a single-family home, 6.7% less likely to have a dog.

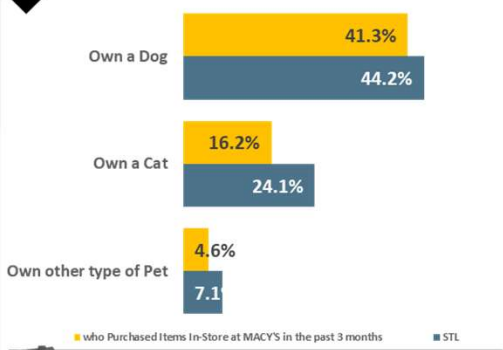
Own/Rent/Other: Adults 18 or older



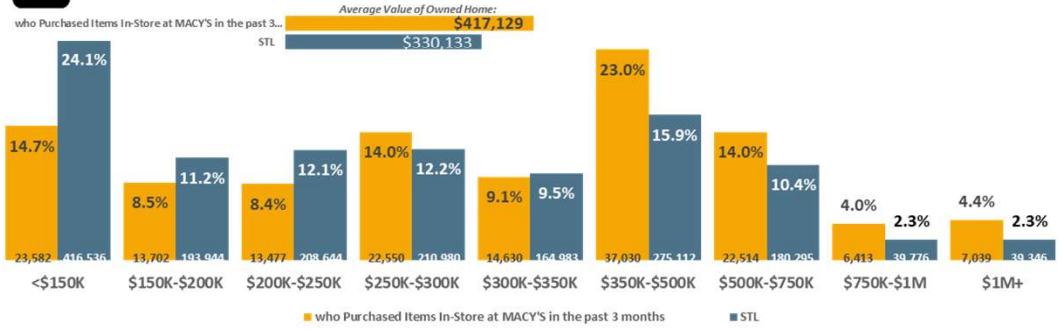
Type of Home: Adults 18 or older



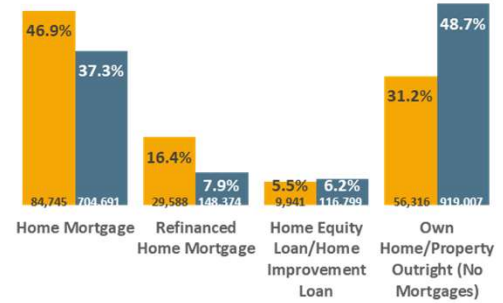
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



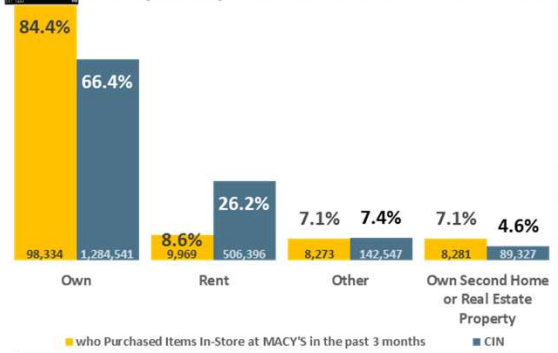
STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 196

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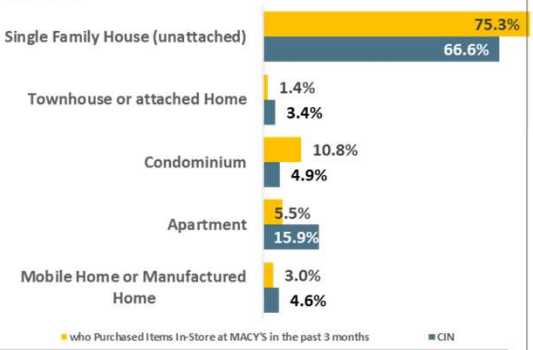
[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

6.% or 116,576 of CIN DMA Adults 18 or older Purchased Items In-Store at MACY'S in the past 3 months. Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months are 27.% more likely to own their home, 18.9% more likely to own a higher valued home, 13.1% more likely to have a single-family home, 8.7% less likely to have a dog.

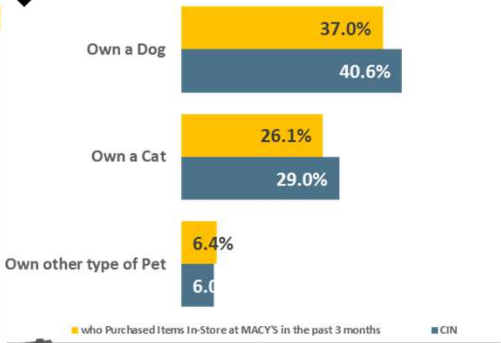
Own/Rent/Other: Adults 18 or older



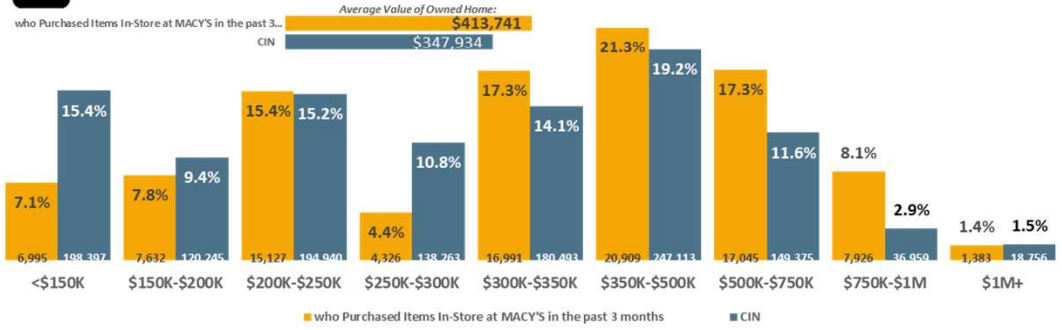
Type of Home: Adults 18 or older



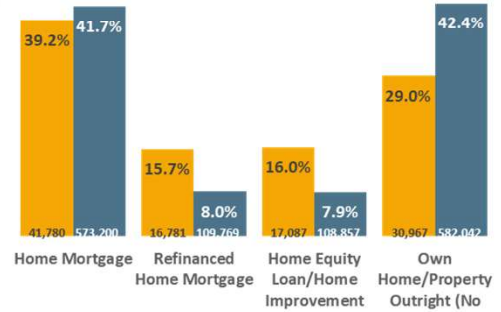
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



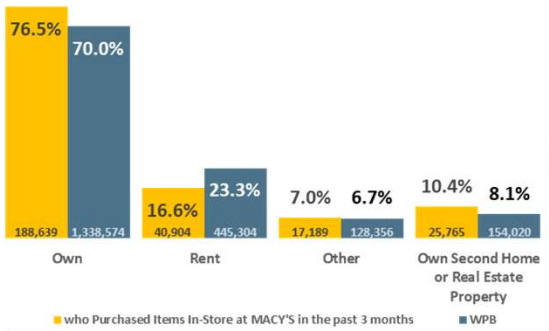
CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 151

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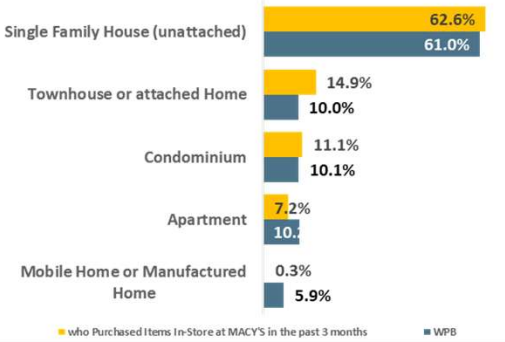
[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

12.9% or 246,732 of WPB DMA Adults 18 or older Purchased Items In-Store at MACY'S in the past 3 months. Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months are 9.2% more likely to own their home, 14.9% more likely to own a higher valued home, 2.6% more likely to have a single-family home, 8.7% more likely to have a dog.

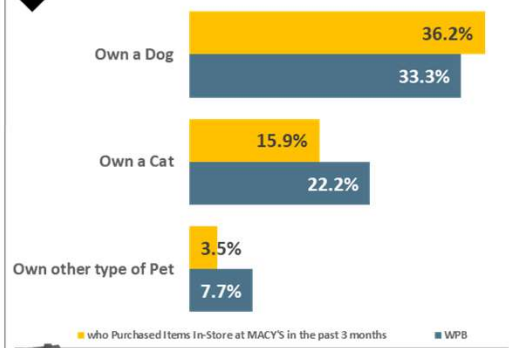
Own/Rent/Other: Adults 18 or older



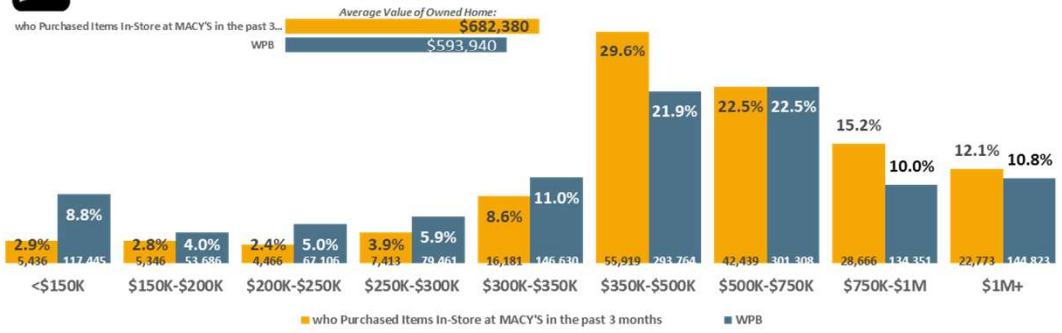
Type of Home: Adults 18 or older



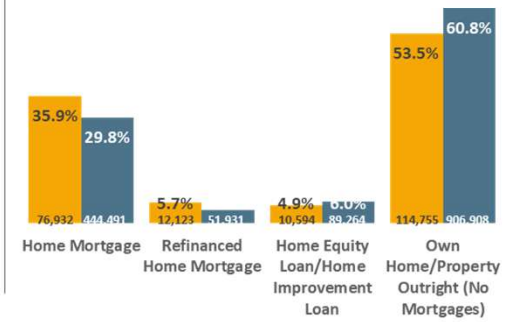
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



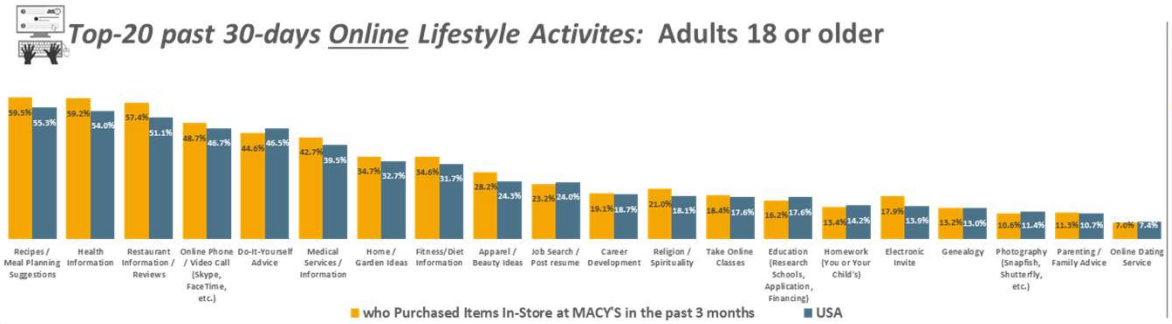
WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 344

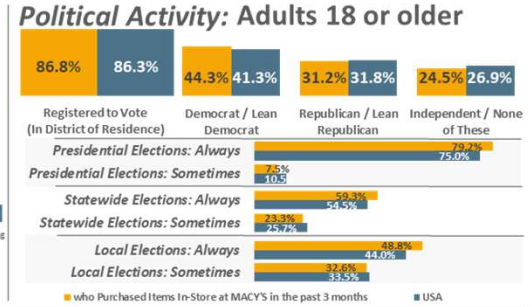
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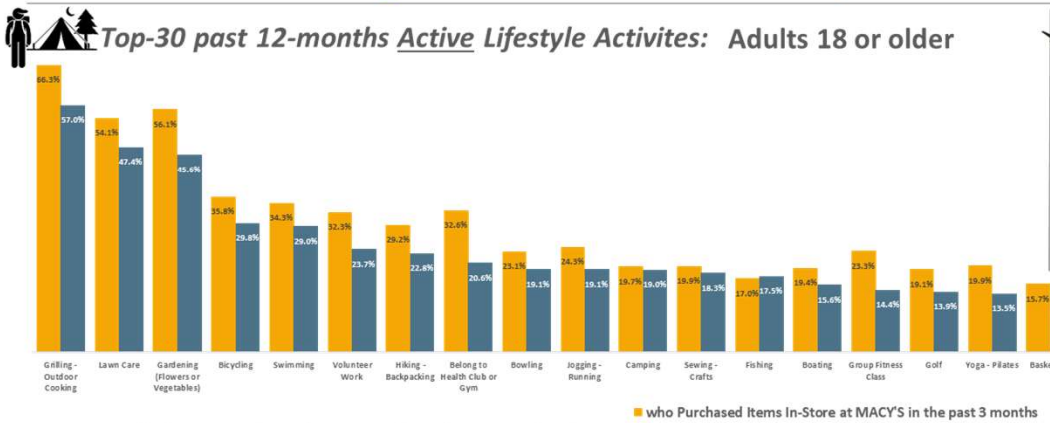
[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

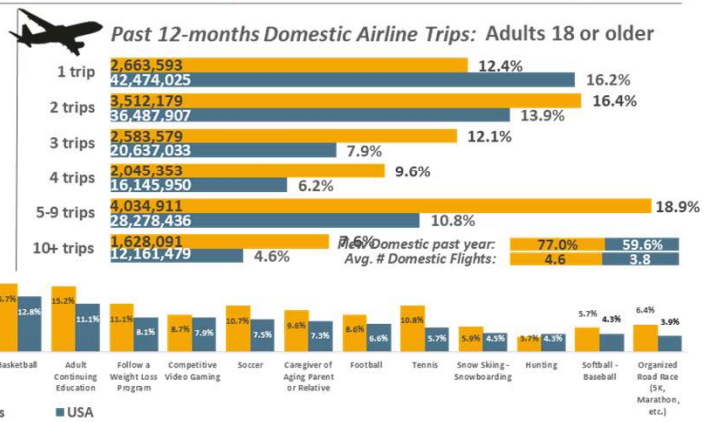


8.2% or 21,399,552 of USA Adults 18 or older Purchased Items In-Store at MACY'S in the past 3 months. Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months are 4.3% less likely to look up D-I-Y advice online, 10.8% more likely to always vote in local elections, 58.5% more likely to belong to a gym, 29.2% more likely to fly domesti









USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 2,329

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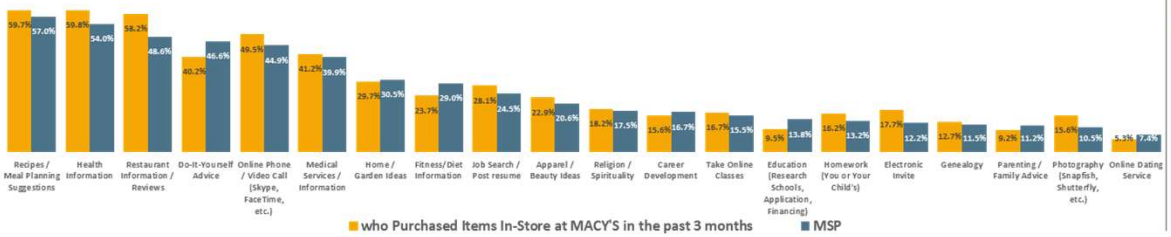
USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445

[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

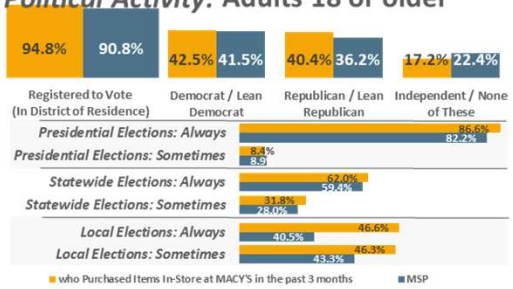


8.% or 312,695 of MSP DMA Adults 18 or older Purchased Items In-Store at MACY'S in the past 3 months. Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months are 13.7% less likely to look up D-I-Y advice online, 15.2% more likely to always vote in local elections, 131.6% more likely to belong to a gym, 52.2% more likely to fly domes

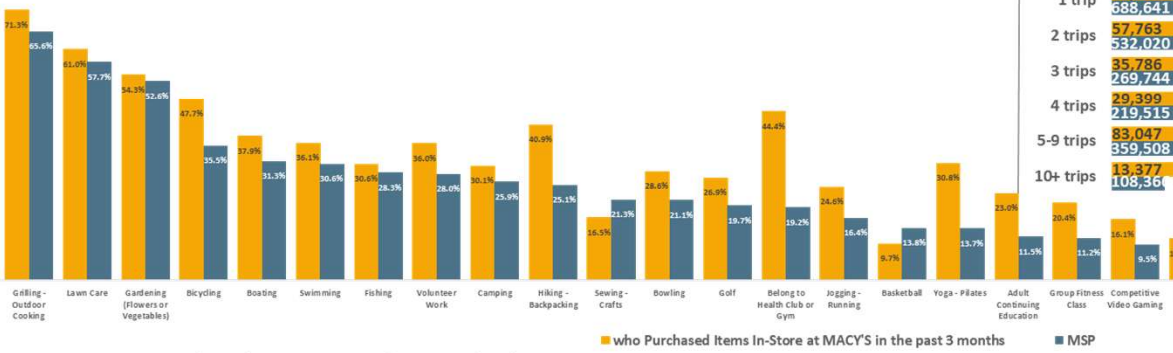
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



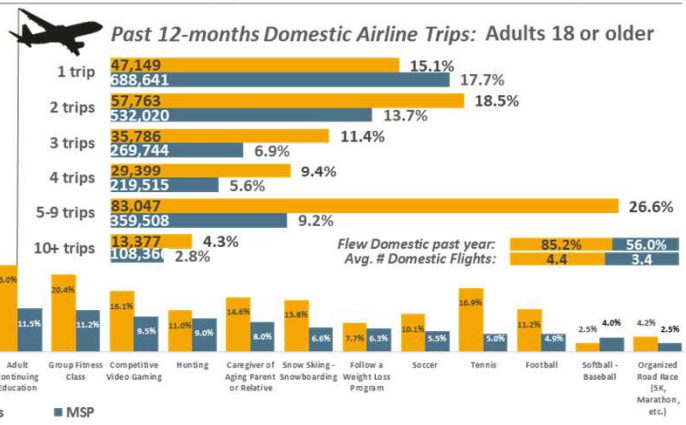
Political Activity: Adults 18 or older



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



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



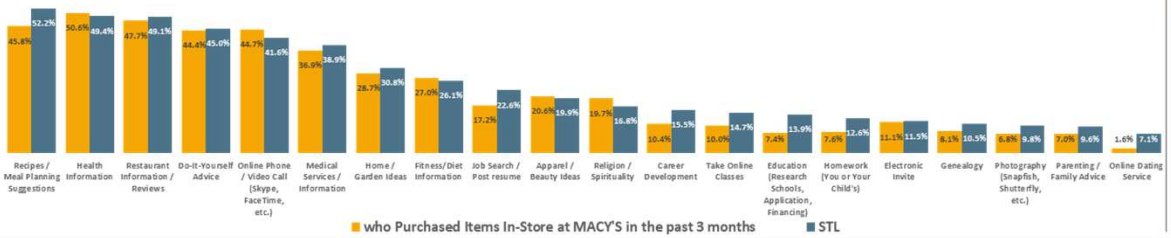
MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 168

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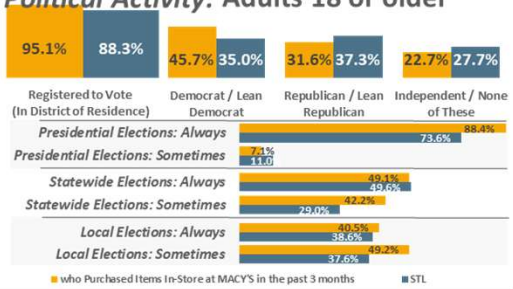
[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

7.7% or 192,158 of STL DMA Adults 18 or older Purchased Items In-Store at MACY'S in the past 3 months. Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months are 1.5% less likely to look up D-I-Y advice online, 4.8% more likely to always vote in local elections, 57.4% more likely to belong to a gym, 47.4% more likely to fly domestic

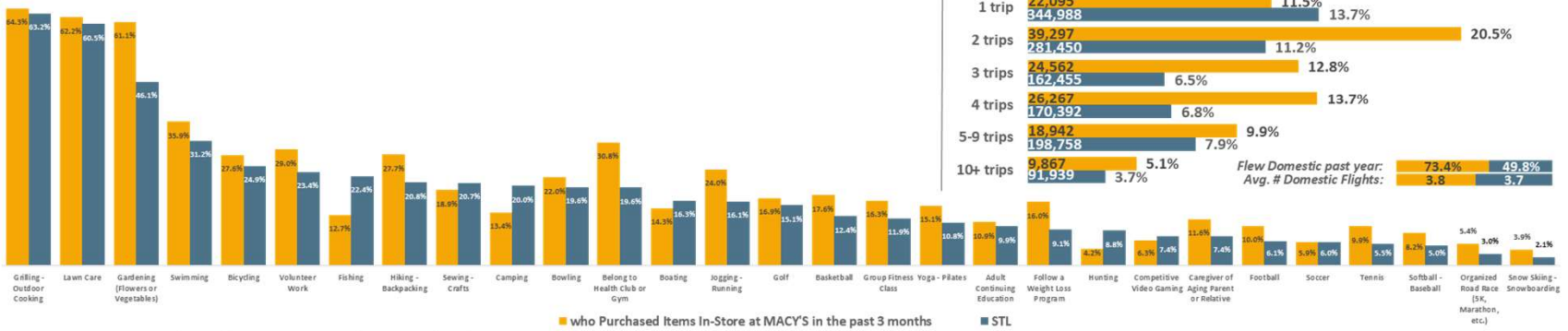
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

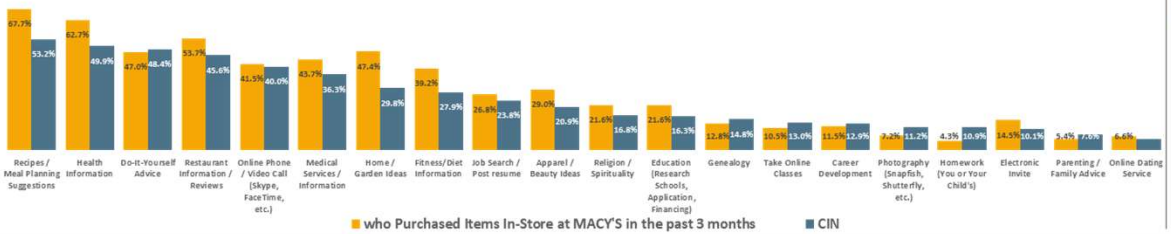
STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 196

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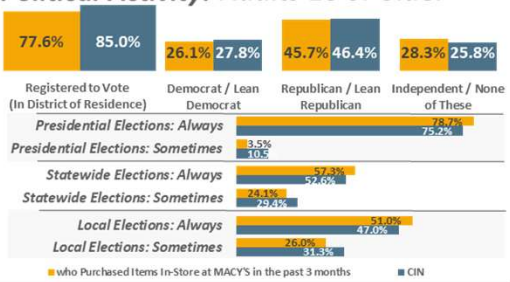
[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

6.% or 116,576 of CIN DMA Adults 18 or older Purchased Items In-Store at MACY'S in the past 3 months. Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months are 2.9% less likely to look up D-I-Y advice online, 8.5% more likely to always vote in local elections, 91.2% more likely to belong to a gym, 31.3% more likely to fly domestic

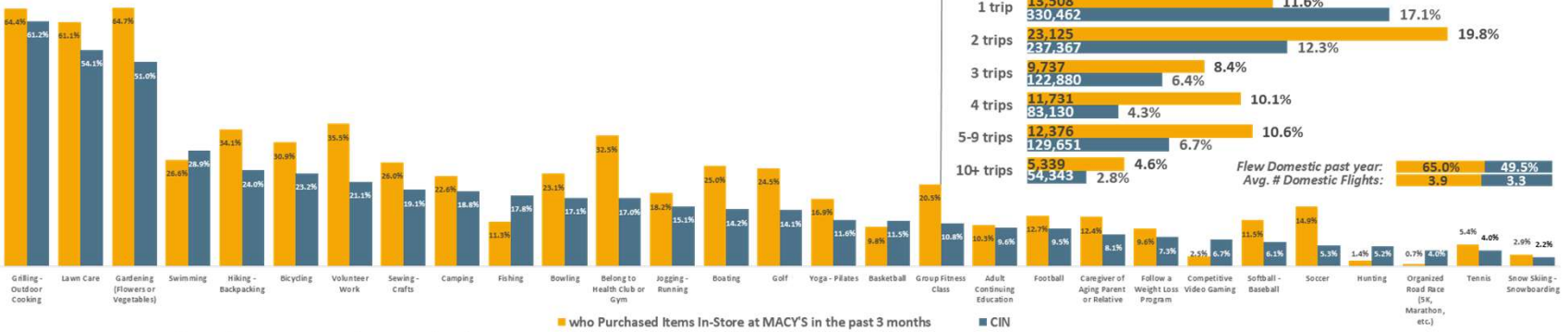
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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

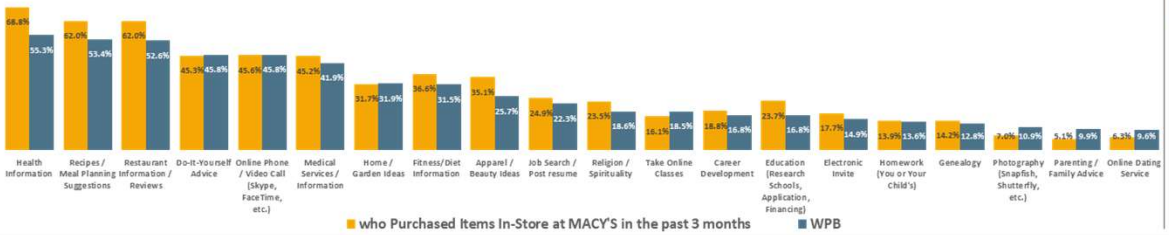
CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 151

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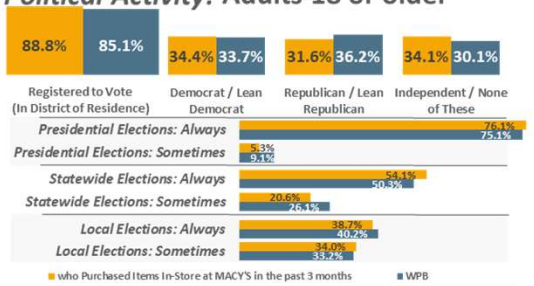
[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

12.9% or 246,732 of WPB DMA Adults 18 or older Purchased Items In-Store at MACY'S in the past 3 months. Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months are 1.% less likely to look up D-I-Y advice online, 3.8% less likely to always vote in local elections, 26.5% more likely to belong to a gym, 31.9% more likely to fly domestic

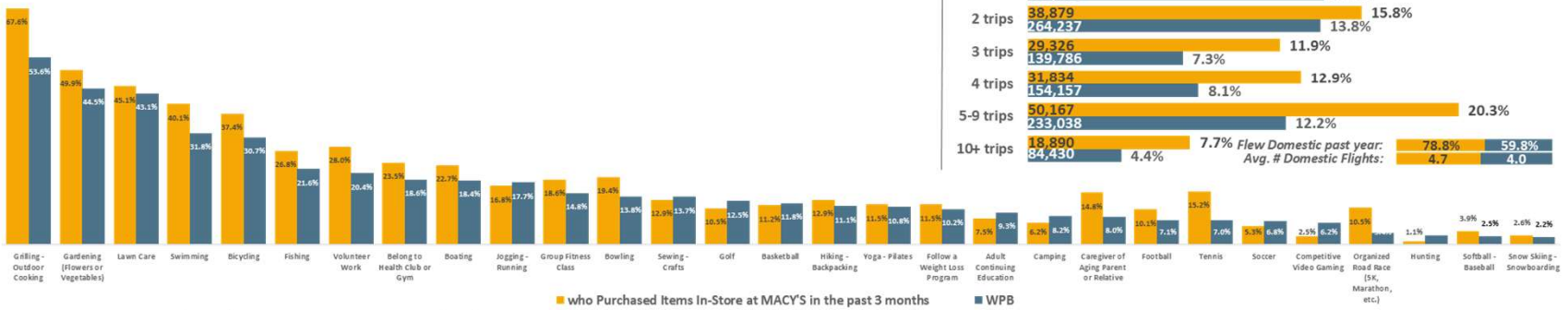
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 344

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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]



8.2% or 21,399,552 of USA Adults 18 or older Purchased Items In-Store at MACY'S in the past 3 months. Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months are 8.6% more likely to use QSRs past mo., 21.1% more likely to use Sit-Down Restaurants past mo., 28.% more likely to use Casinos past yr., 20.4% less likely to smoke cigarett

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

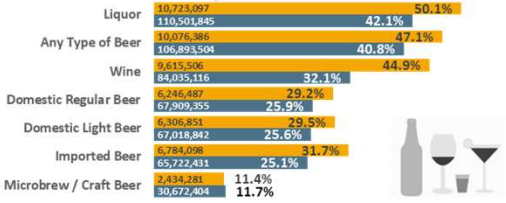
(Sit-Down Restaurants Used Past 30-days)



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

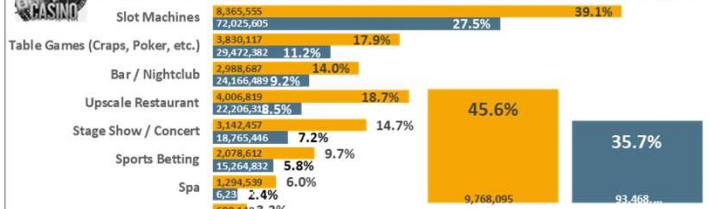


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 2,329

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USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445

[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]



8.% or 312,695 of MSP DMA Adults 18 or older Purchased Items In-Store at MACY'S in the past 3 months. Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months are 7.9% more likely to use QSRs past mo., 16.7% more likely to use Sit-Down Restaurants past mo., 39.4% more likely to use Casinos past yr., 50.2% more likely to smoke cigaret

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 93.1% 291,094 | 86.2% 3,354,586

Avg. Monthly QSR Meals: 6.7 | 5.6

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



Total Monthly Sit-Down Restaurant Users: 87.8% 274,686 | 75.3% 2,928,056

Avg. Monthly Sit-Down Restaurant Meals: 3.6 | 3.2

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)

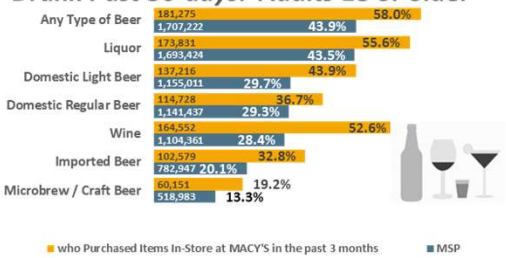


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

who Purchased Items In-Store at MACY'S in the past 3... 46,995 15.0%

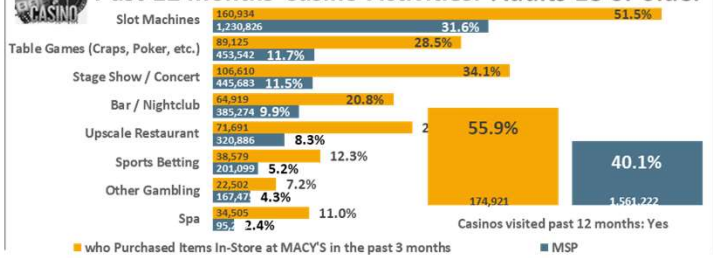
MSP 486,328 12.5%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 168

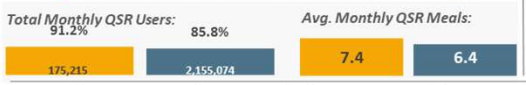
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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

7.7% or 192,158 of STL DMA Adults 18 or older Purchased Items In-Store at MACY'S in the past 3 months. Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months are 6.2% more likely to use QSRs past mo., 21.1% more likely to use Sit-Down Restaurants past mo., 55.5% more likely to use Casinos past yr., 40.1% less likely to smoke cigaret

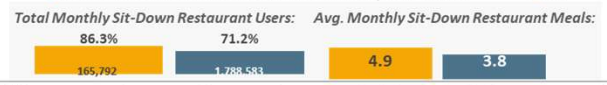
Past 30-days QSR Users: Adults 18 or older





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





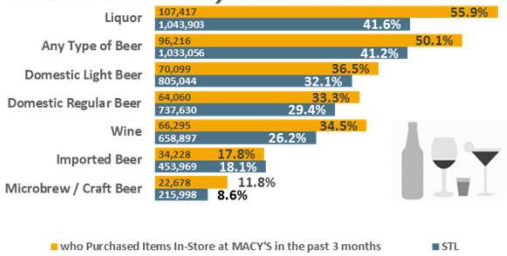
Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



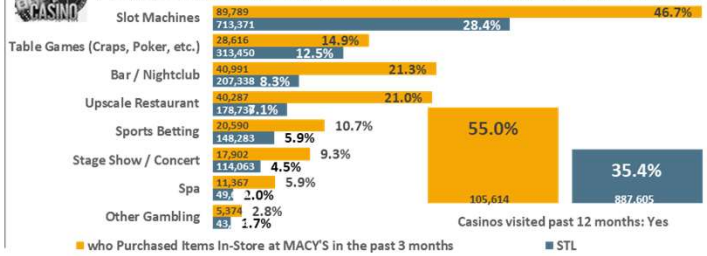


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 196

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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]



6.% or 116,576 of CIN DMA Adults 18 or older Purchased Items In-Store at MACY'S in the past 3 months. Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months are 4.5% more likely to use QSRs past mo., 21.9% more likely to use Sit-Down Restaurants past mo., 23.7% more likely to use Casinos past yr., 76.% less likely to smoke cigarett

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 90.9% 105,952 | 86.9% 1,680,883

Avg. Monthly QSR Meals: 7.6 | 6.3

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



Total Monthly Sit-Down Restaurant Users: 93.1% 108,494 | 76.4% 1,476,397

Avg. Monthly Sit-Down Restaurant Meals: 5.3 | 3.9

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who Purchased Items In-Store at MACY'S in the past 3... 33,924 29.1%

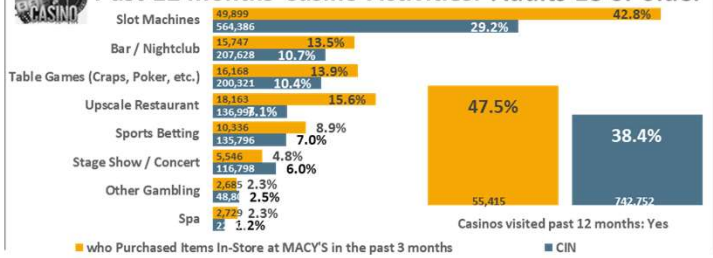
CIN 366,382 18.9%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 151

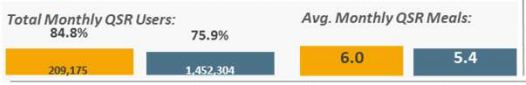
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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

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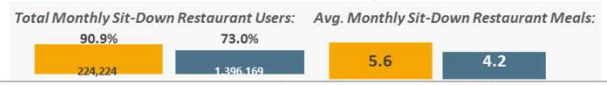
Past 30-days QSR Users: Adults 18 or older





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





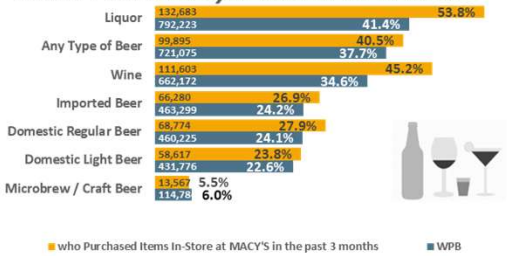
Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



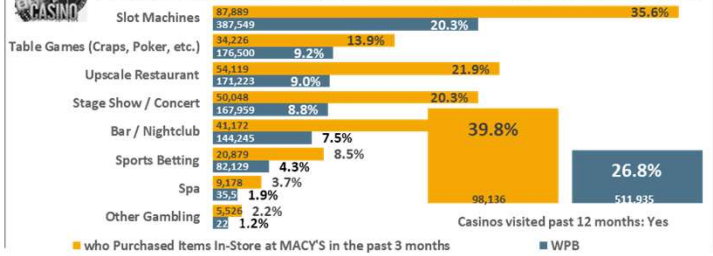


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 344

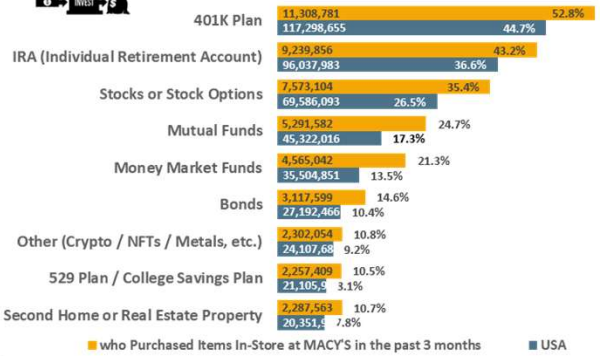
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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

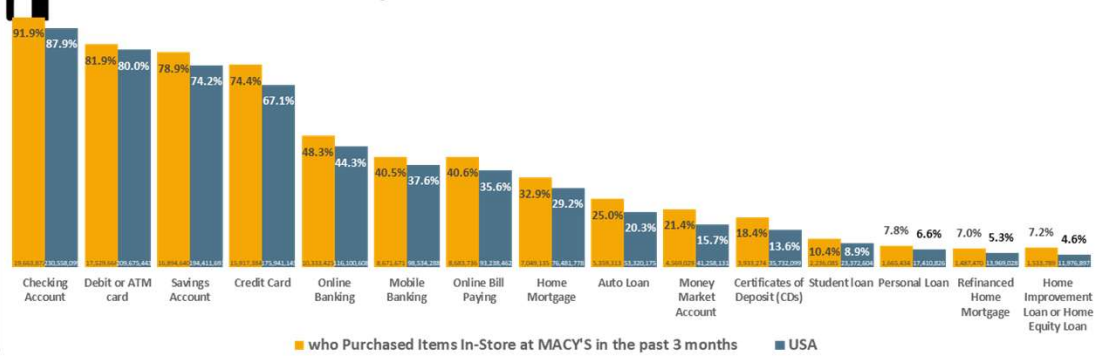


8.2% or 21,399,552 of USA Adults 18 or older Purchased Items In-Store at MACY'S in the past 3 months. Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months are 18.1% more likely to have a 401K, 23.1% more likely to have an Auto Loan, 40.2% more likely to Invest/Trade Stocks Online, 4.9% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



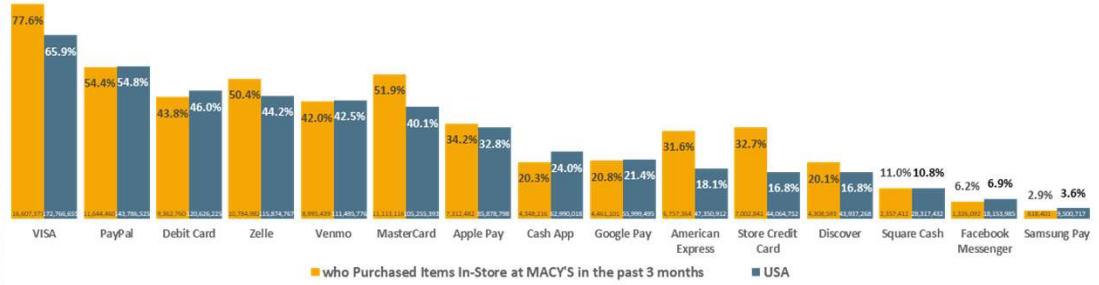
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 2,329

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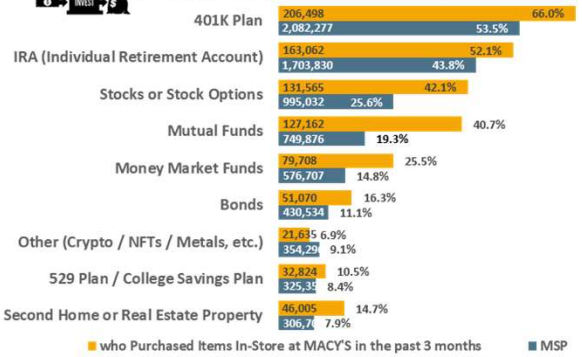
USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445

[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

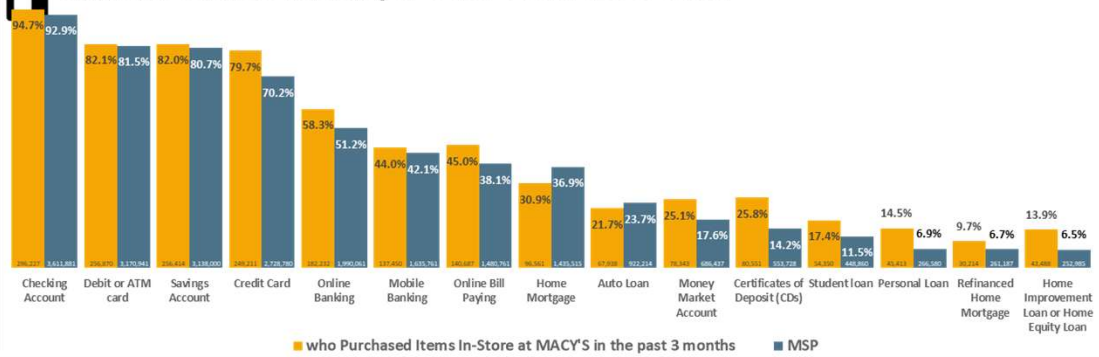
macys MSP

8.% or 312,695 of MSP DMA Adults 18 or older Purchased Items In-Store at MACY'S in the past 3 months. Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months are 23.4% more likely to have a 401K, 8.4% less likely to have an Auto Loan, 83.8% more likely to Invest/Trade Stocks Online, 15.1% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



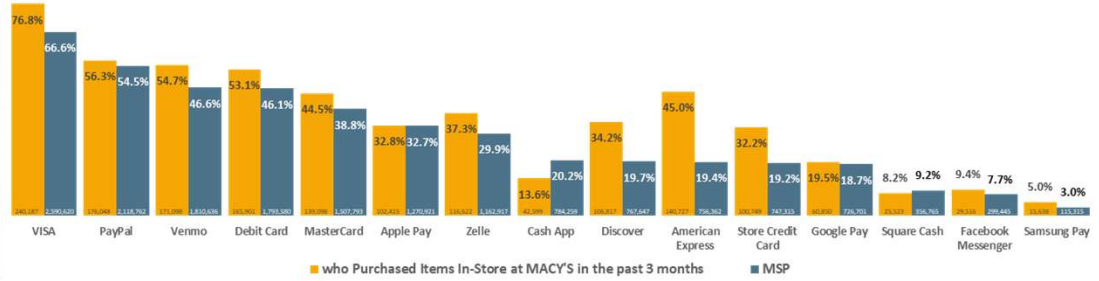
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



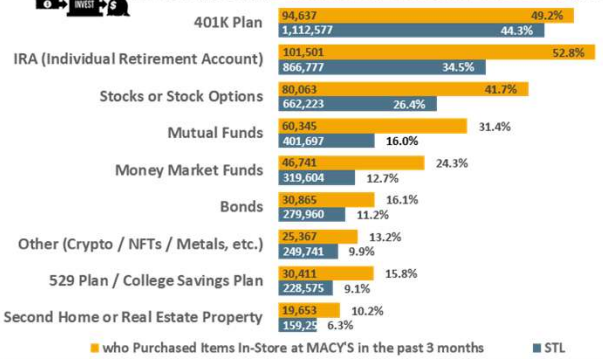
MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 168

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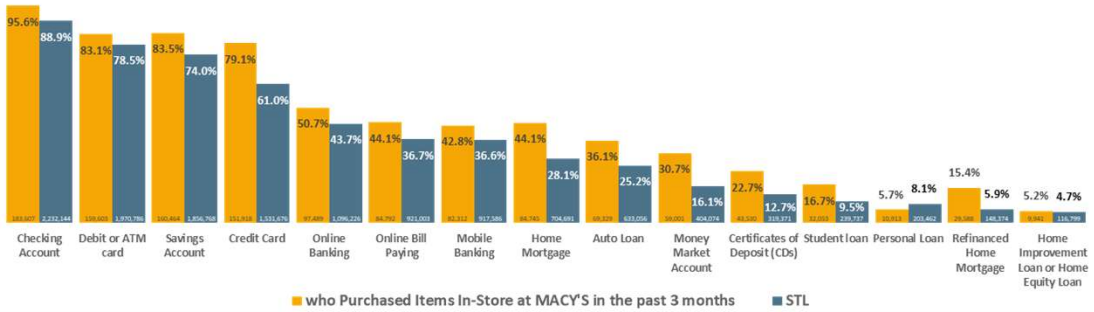
[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

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Investments Owned: Adults 18 or older



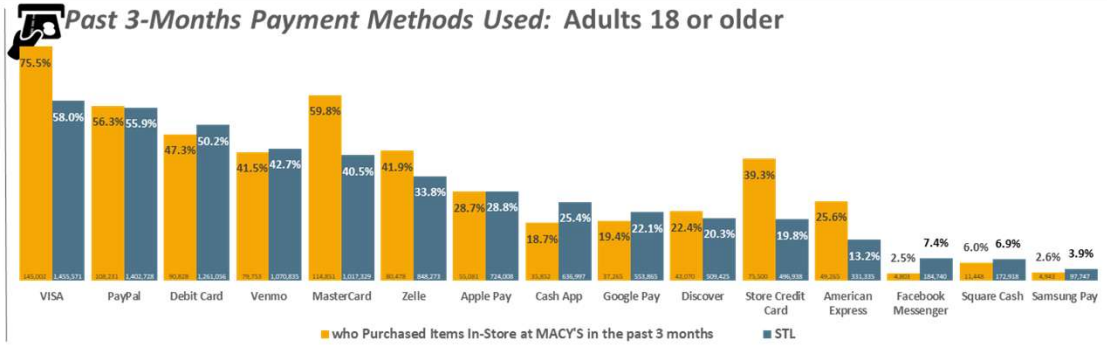
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 196

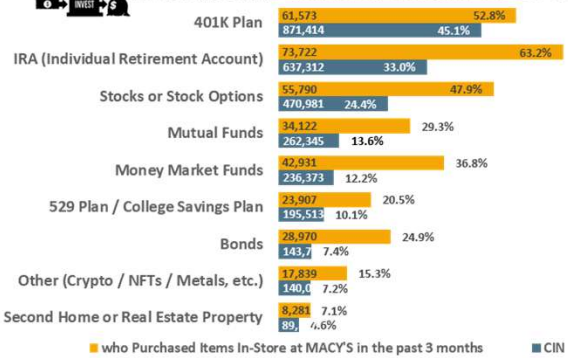
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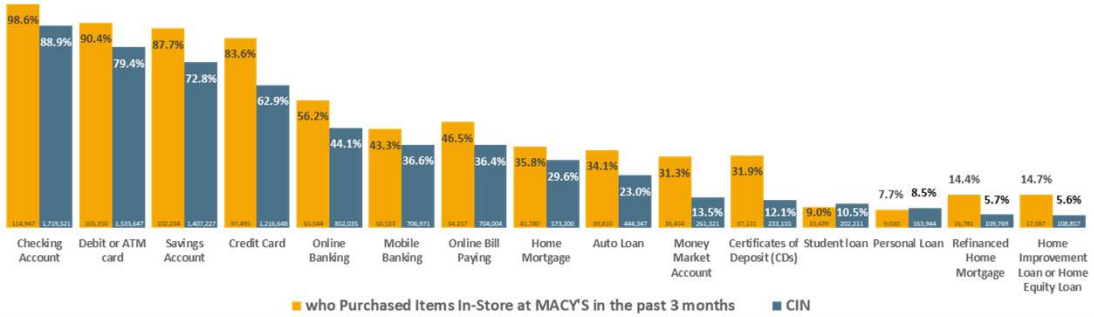
macy's CIN

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Investments Owned: Adults 18 or older



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

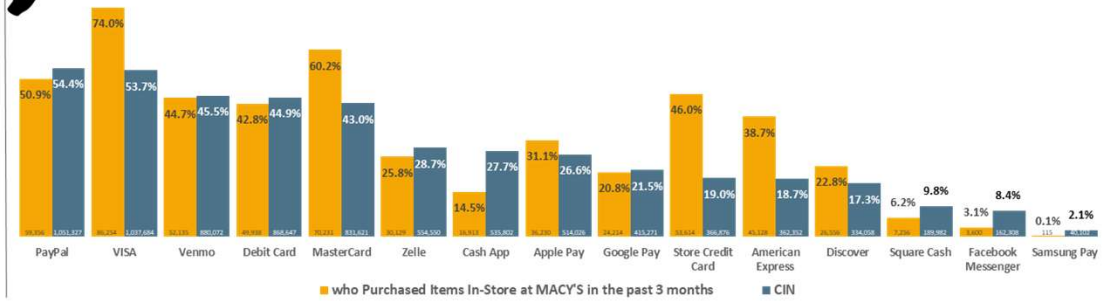


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



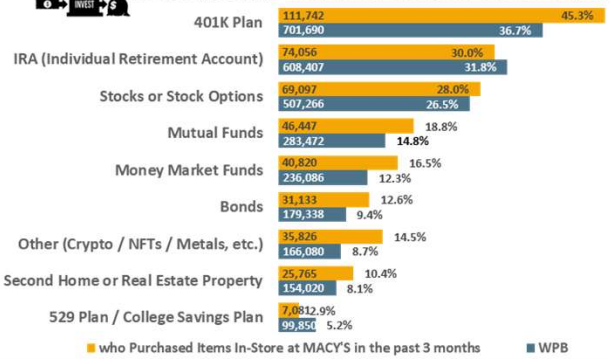
CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 151

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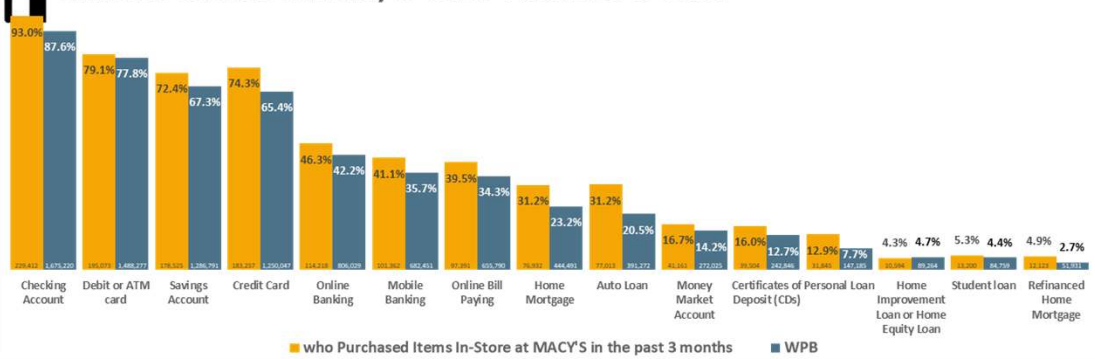
[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

12.9% or 246,732 of WPB DMA Adults 18 or older Purchased Items In-Store at MACY'S in the past 3 months. Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months are 23.4% more likely to have a 401K, 52.5% more likely to have an Auto Loan, 13.7% more likely to Invest/Trade Stocks Online, 11.7% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



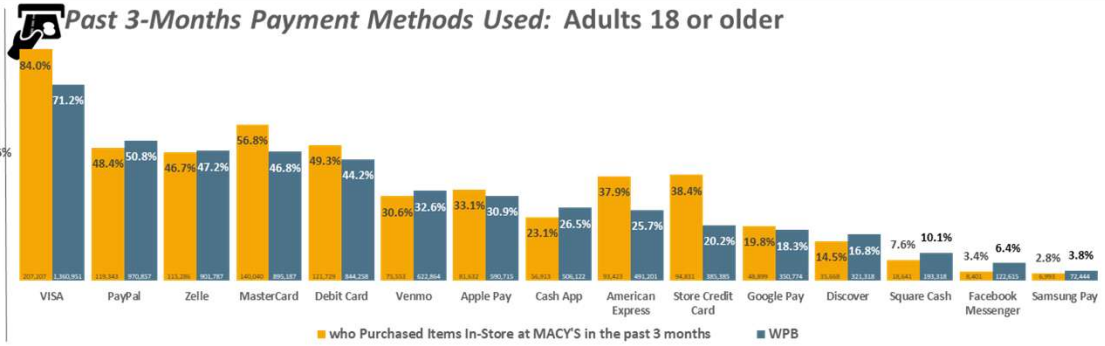
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



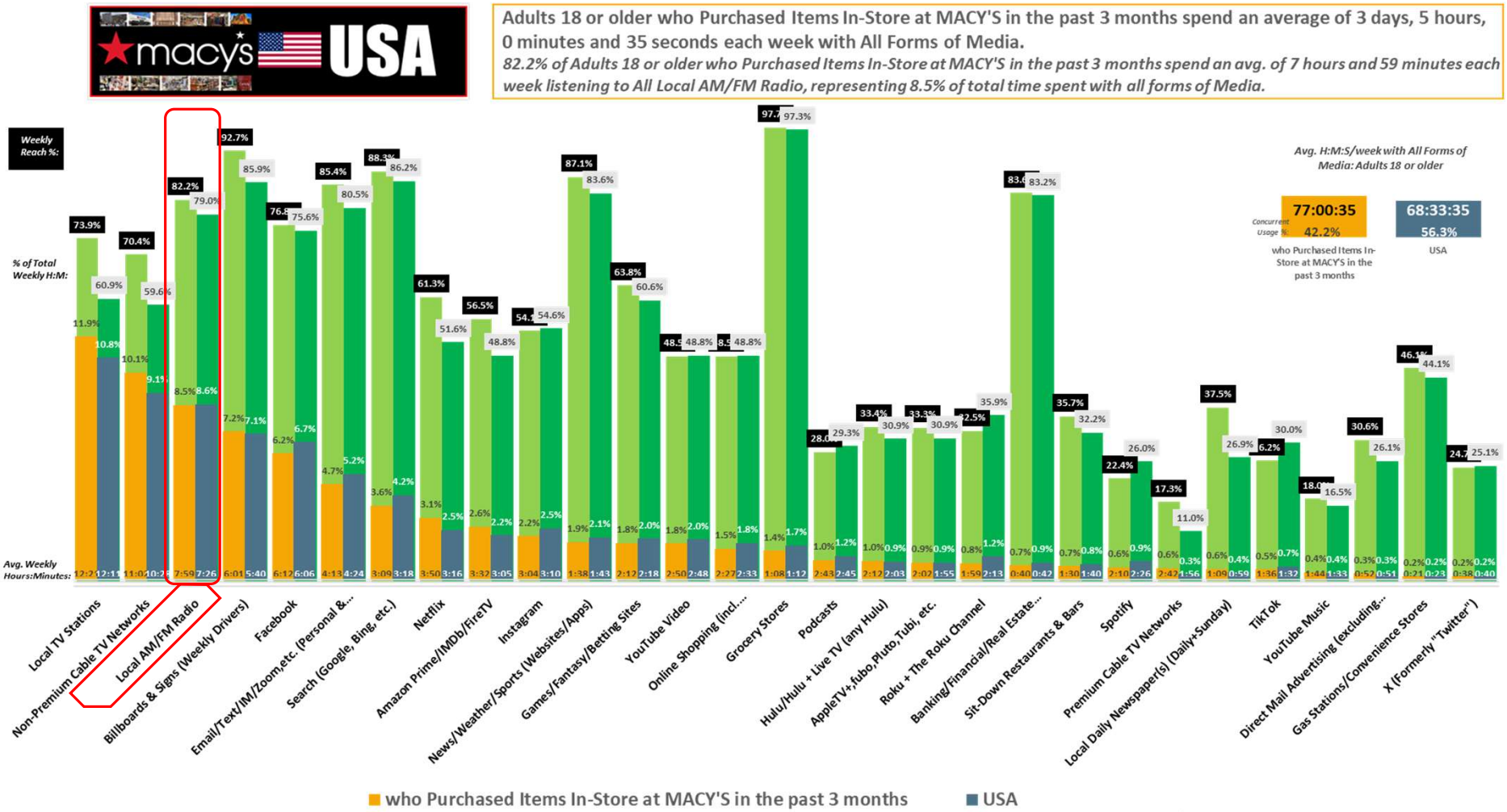
Past 3-Months Payment Methods Used: Adults 18 or older



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 344

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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 2,329 USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445

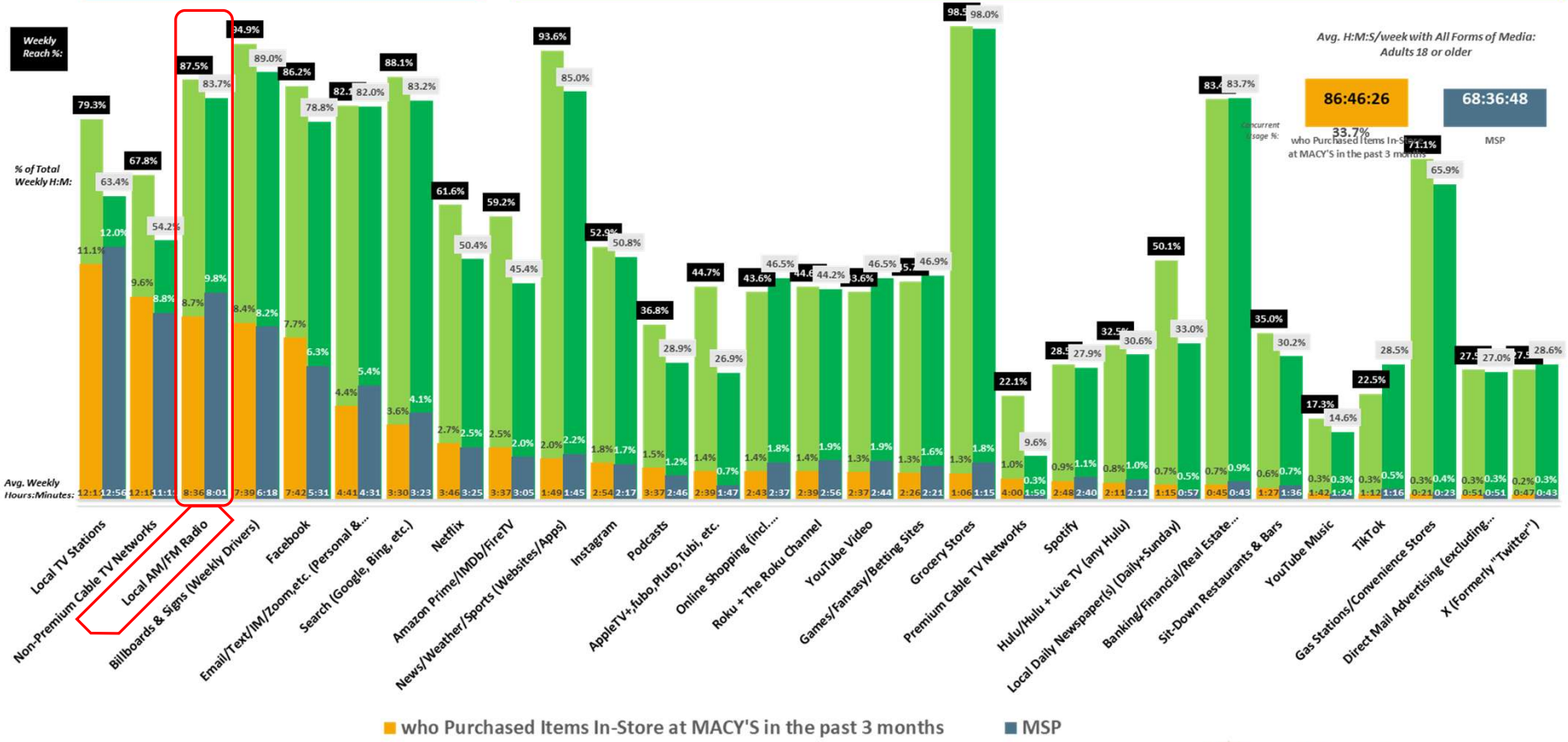
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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months spend an average of 3 days, 14 hours, 46 minutes and 26 seconds each week with All Forms of Media.

87.5% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months spend an avg. of 8 hours and 36 minutes each week listening to All Local AM/FM Radio, representing 8.7% of total time spent with all forms of Media.

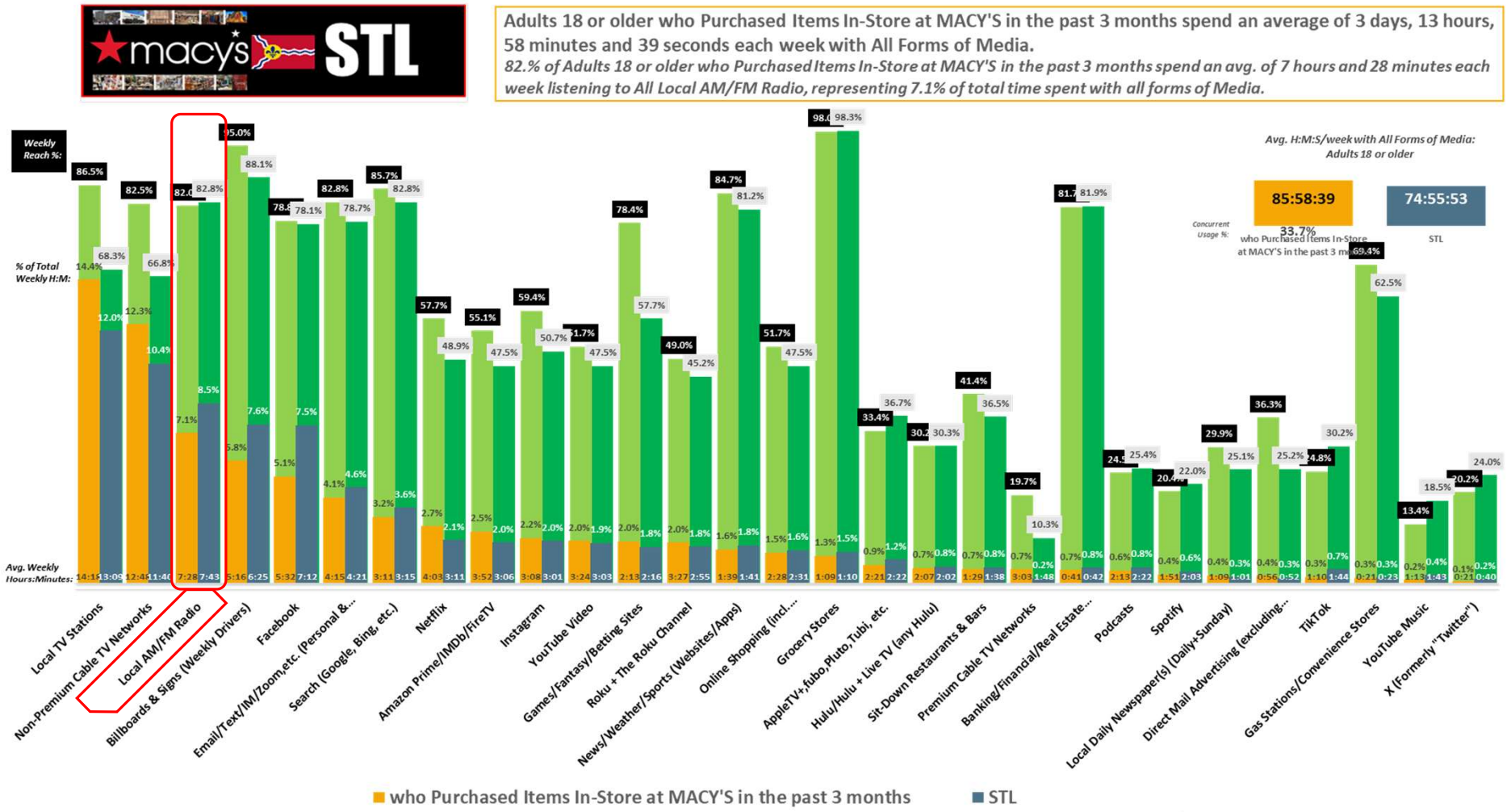


MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 168 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081

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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

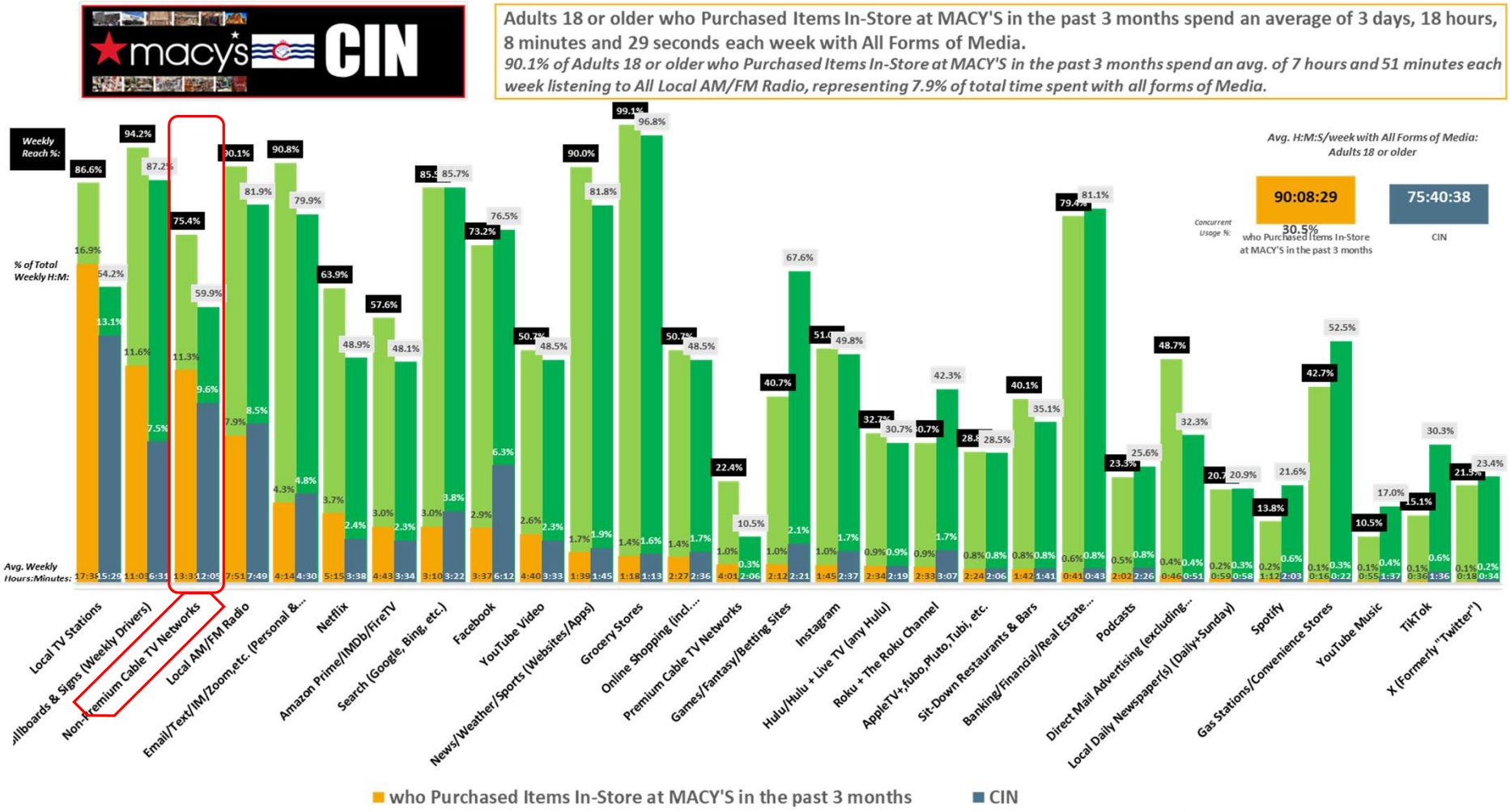


STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 196 ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 151 CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

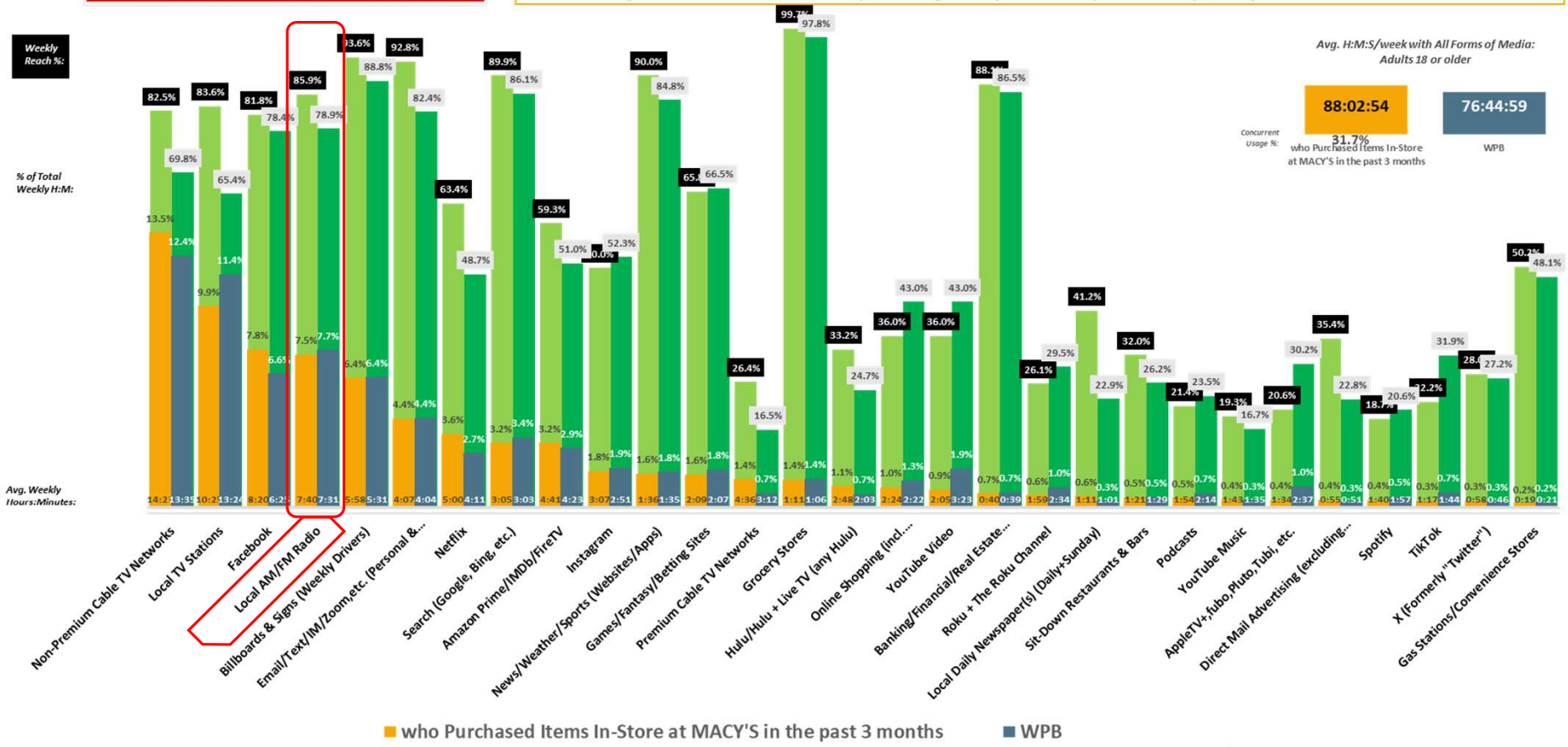
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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months spend an average of 3 days, 16 hours, 2 minutes and 54 seconds each week with All Forms of Media.

85.9% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months spend an avg. of 7 hours and 40 minutes each week listening to All Local AM/FM Radio, representing 7.5% of total time spent with all forms of Media.

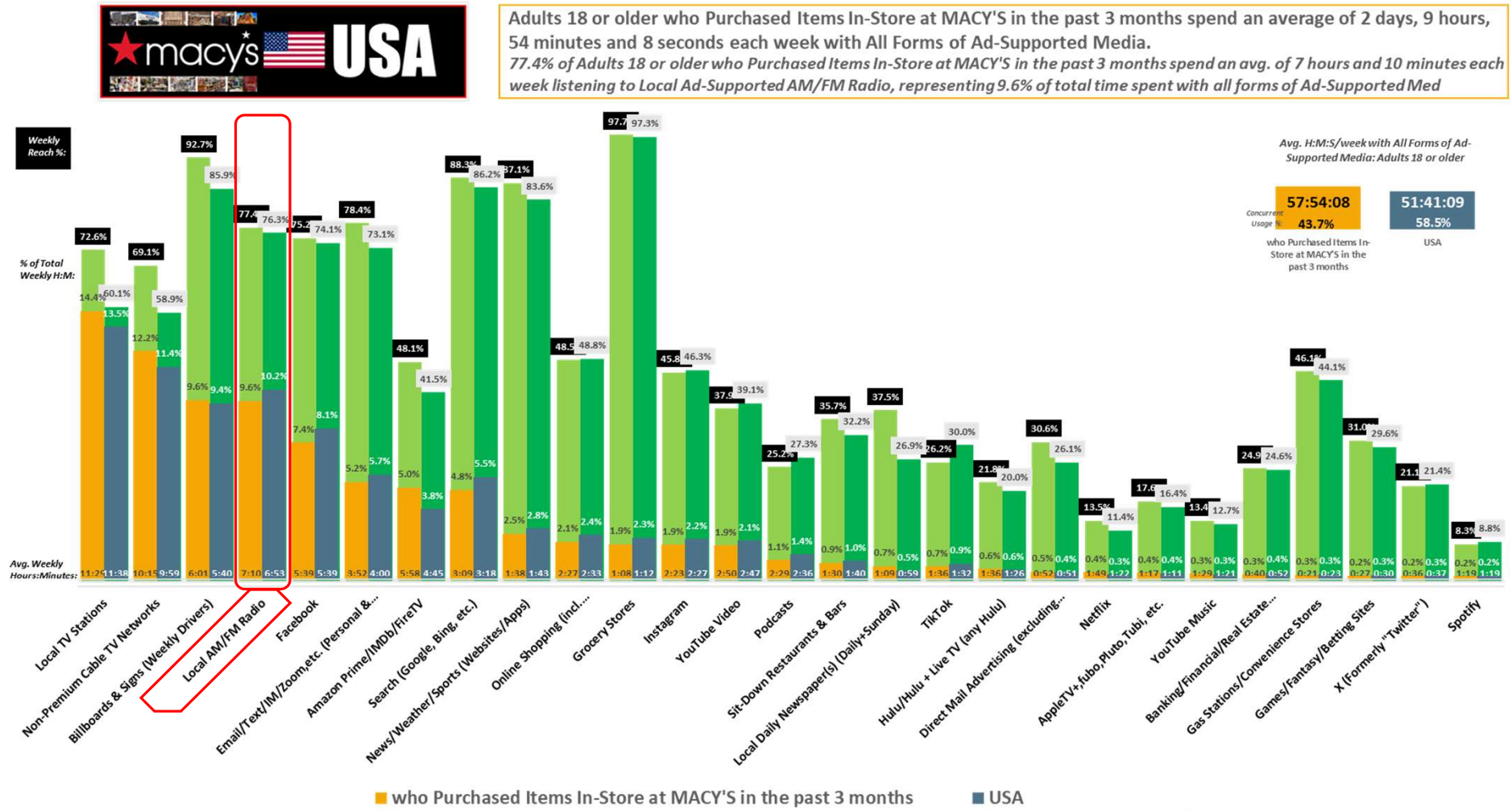


WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 344 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

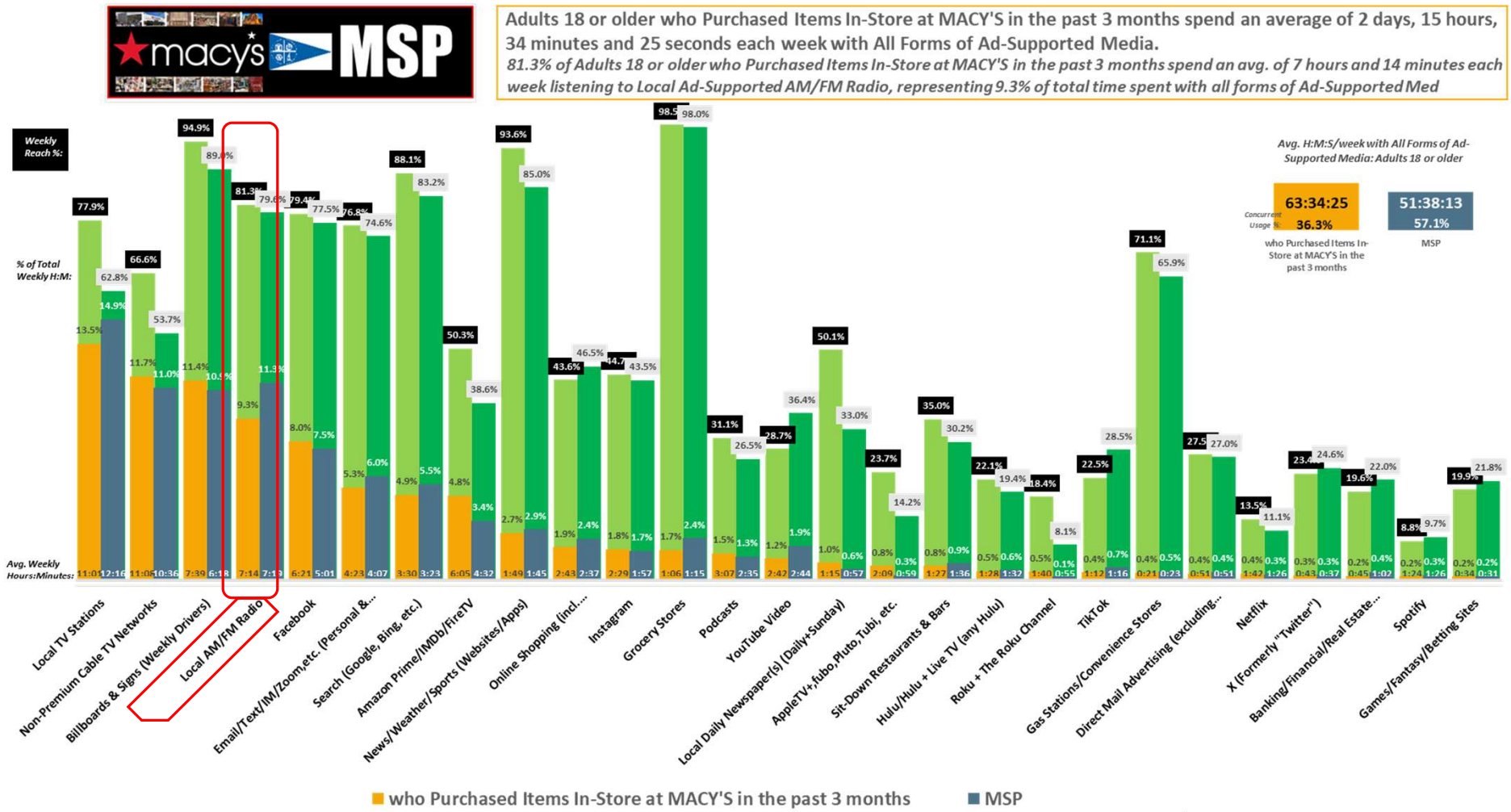


USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 2,329 USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445

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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

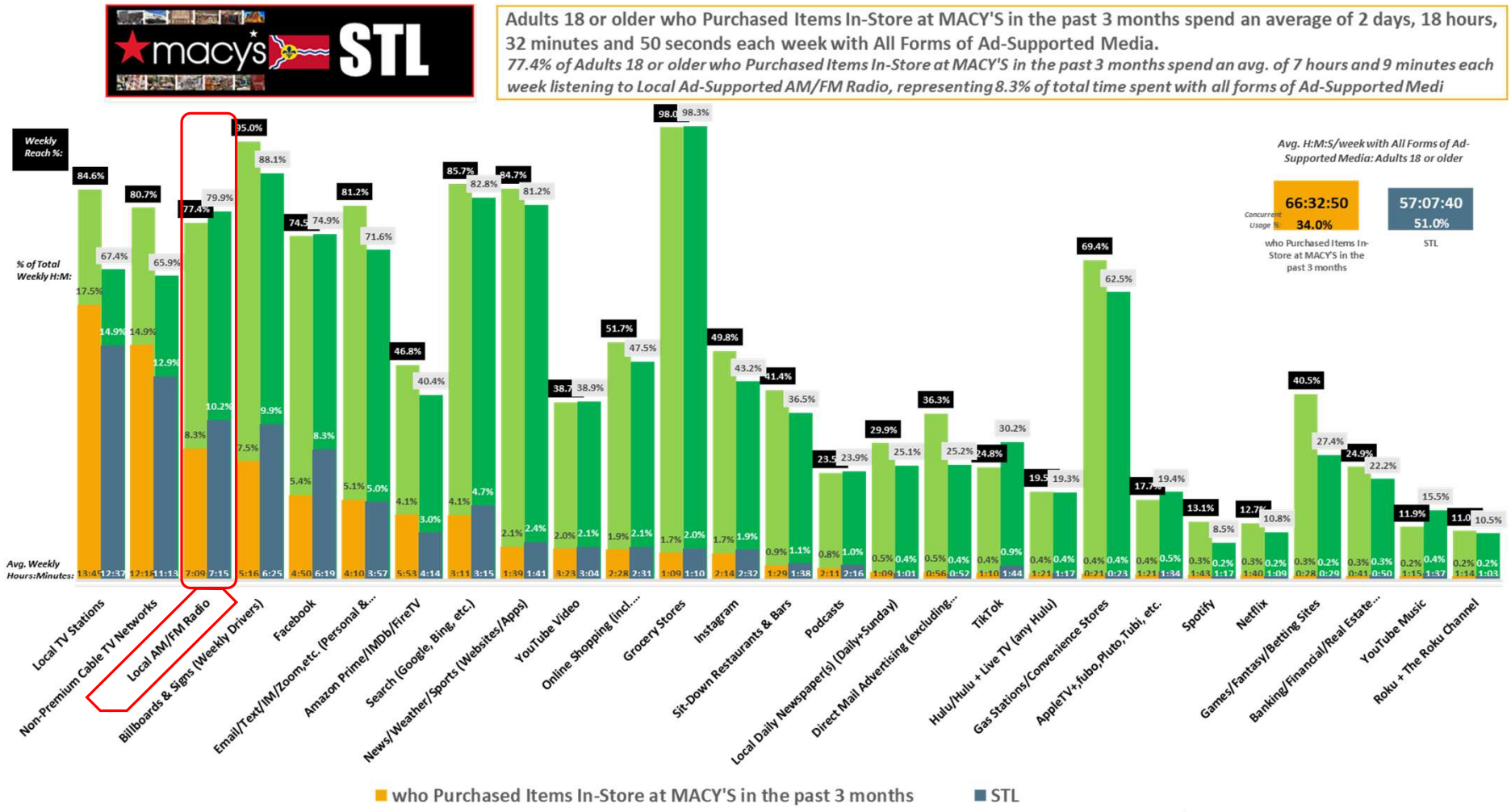


MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 168 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081

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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

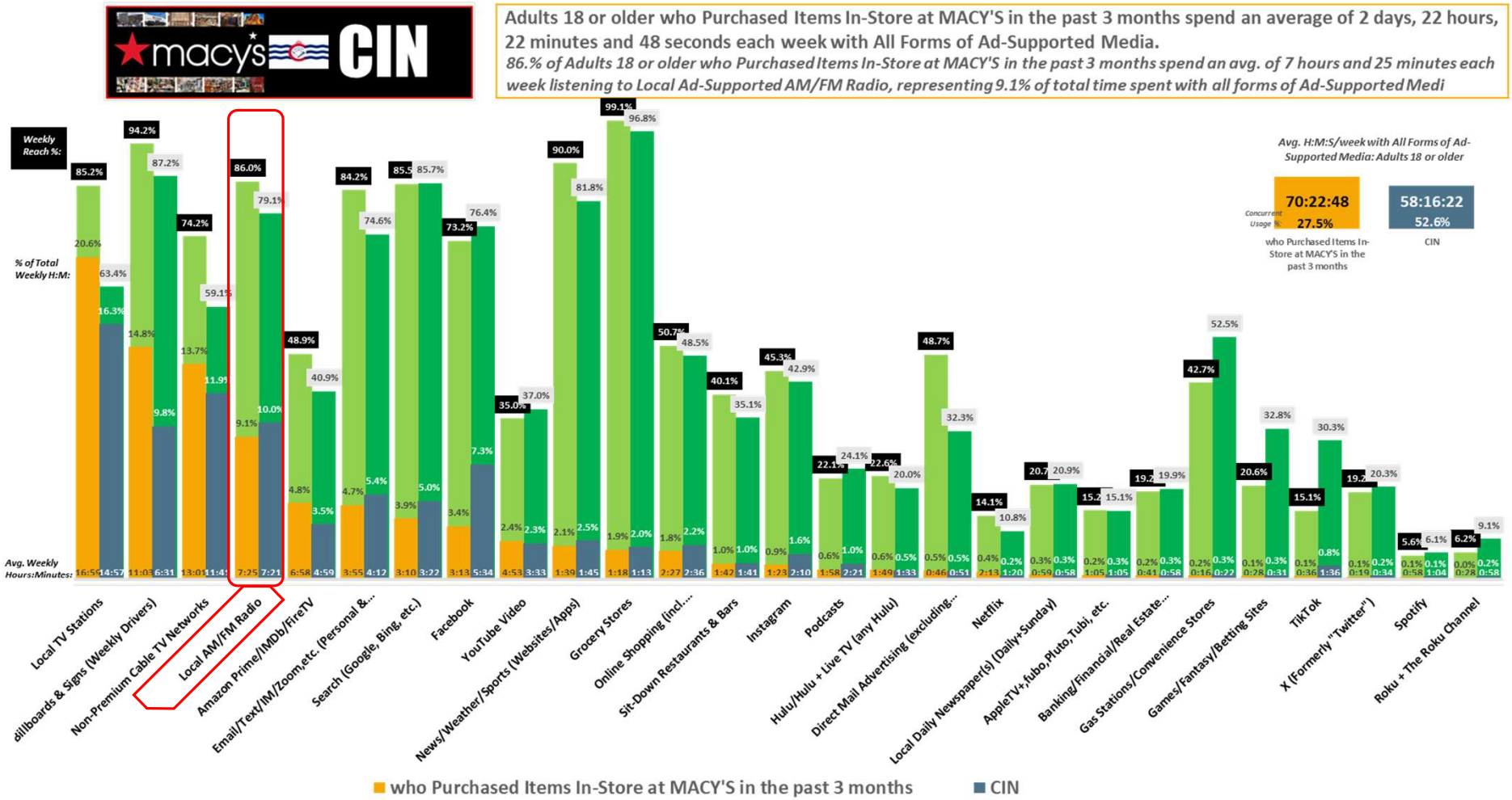


STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 196 ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

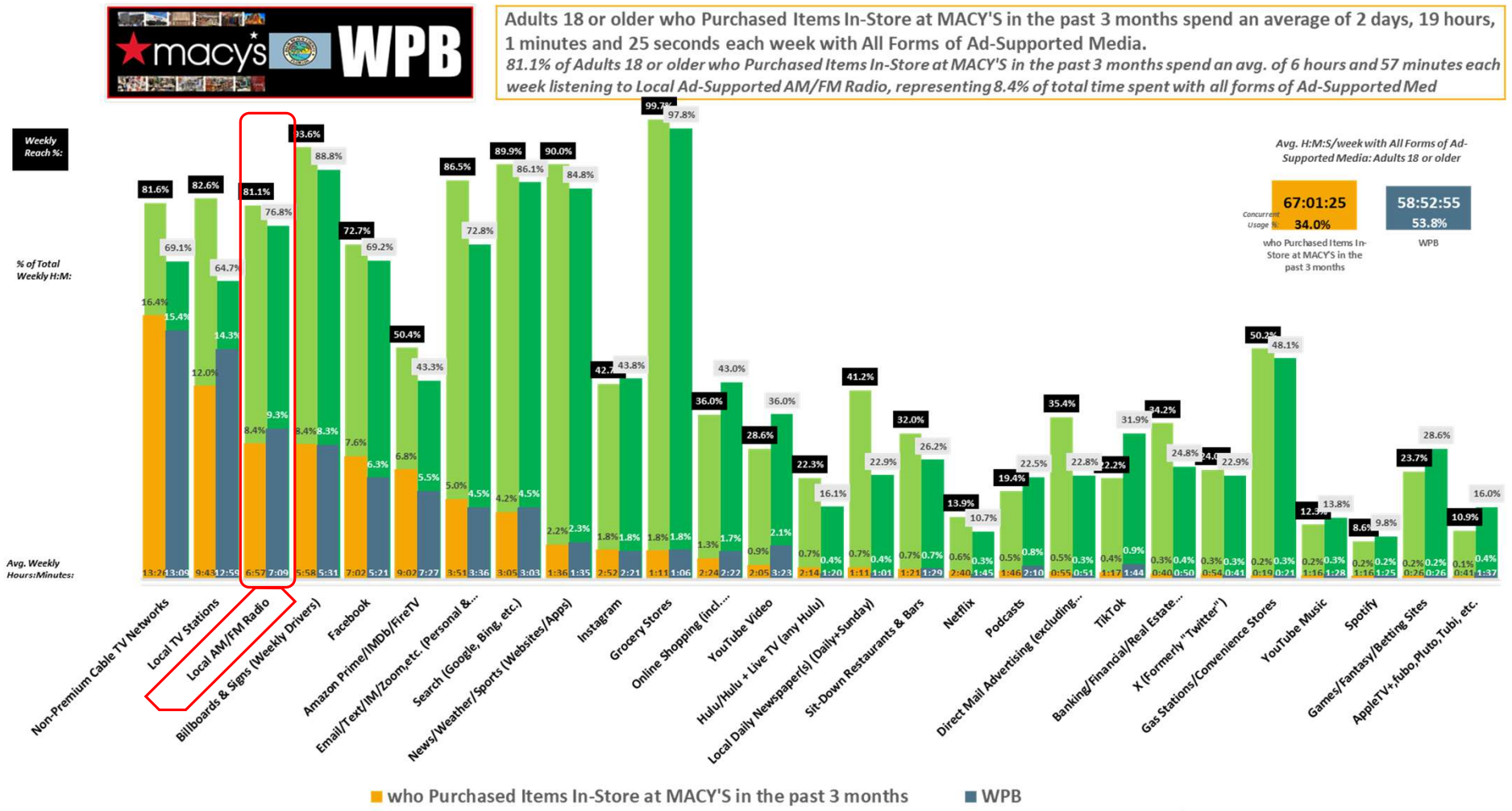


CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 151 CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 344 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

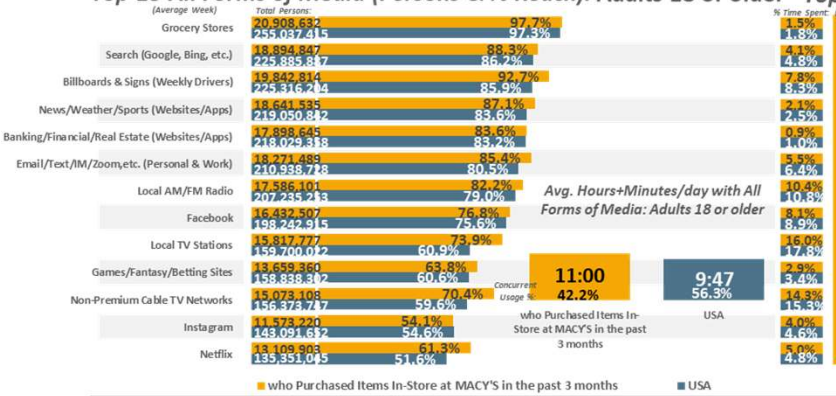
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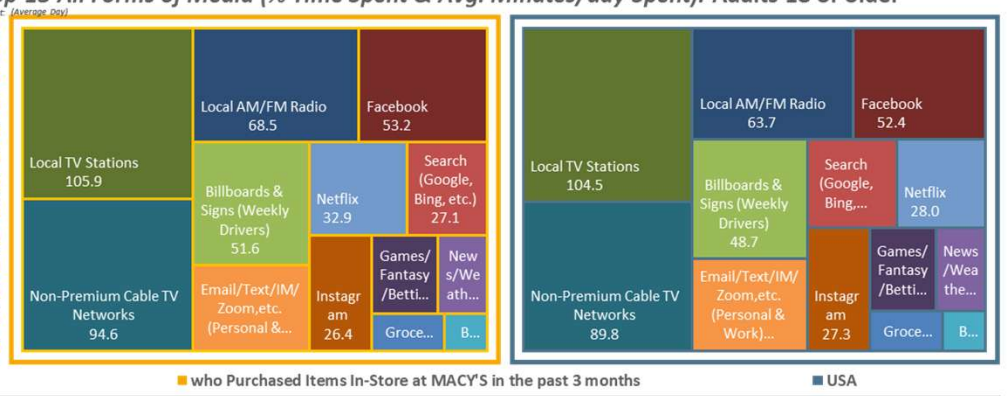
[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months spend an average of 8 hours and 16 minutes each day with All Forms of Ad-Supported Media. 77.4% listen to Local AM/FM Radio for an avg. of 61.5 minutes/day. *(Local Radio delivers 9.6% of Time with Ad-Supported Media.)*

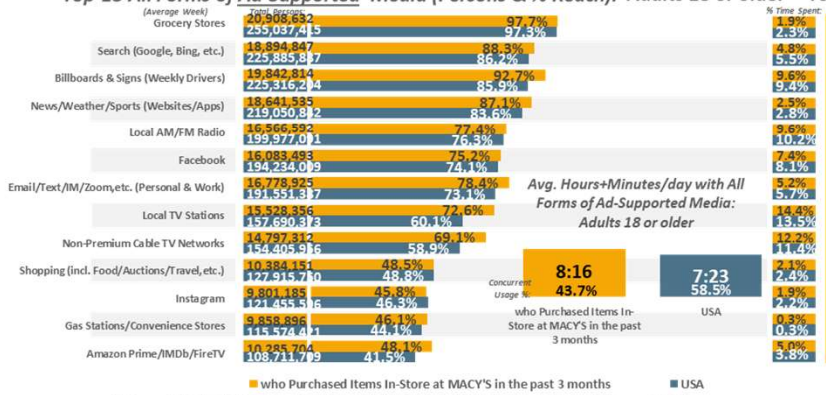
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



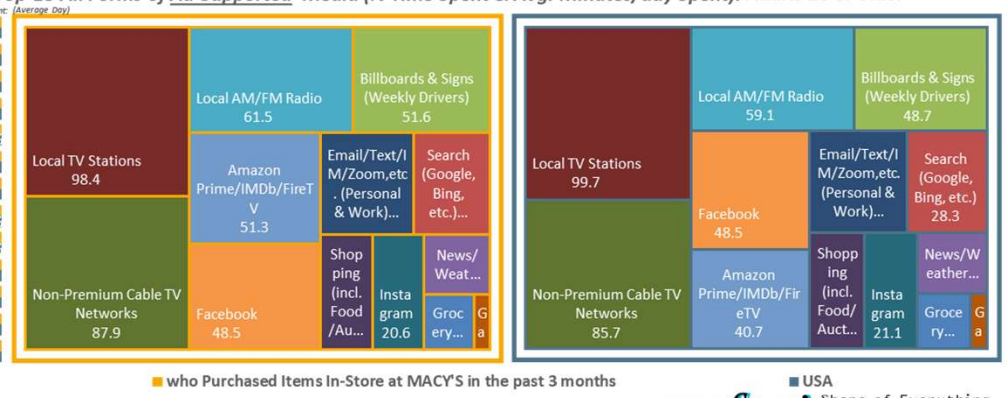
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 2,329

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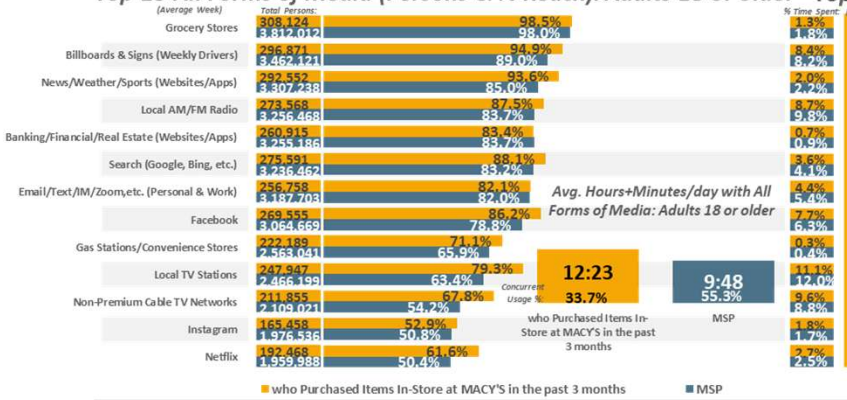
USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445

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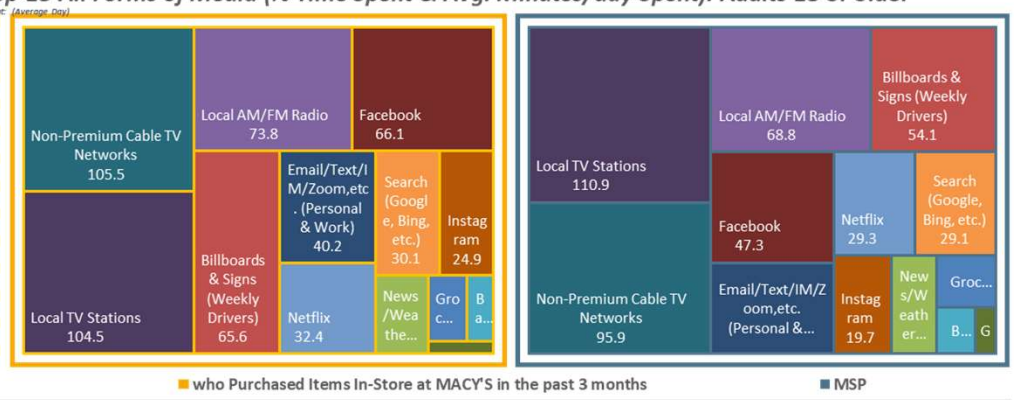
[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months spend an average of 9 hours and 4 minutes each day with All Forms of Ad-Supported Media. 81.3% listen to Local AM/FM Radio for an avg. of 62.1 minutes/day. *(Local Radio delivers 9.3% of Time with Ad-Supported Media.)*

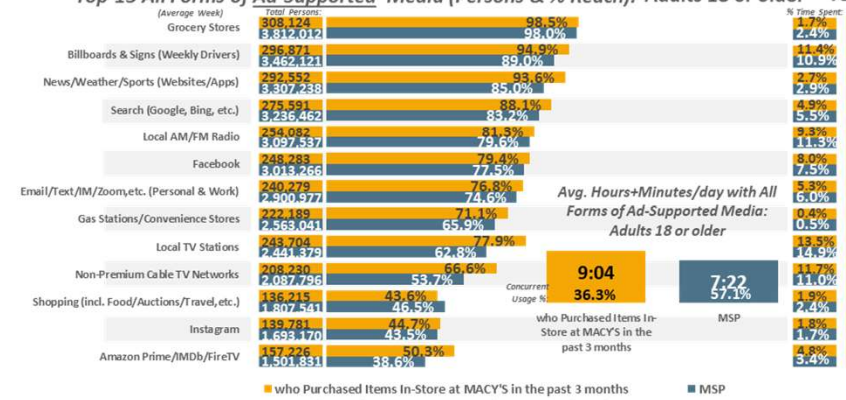
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



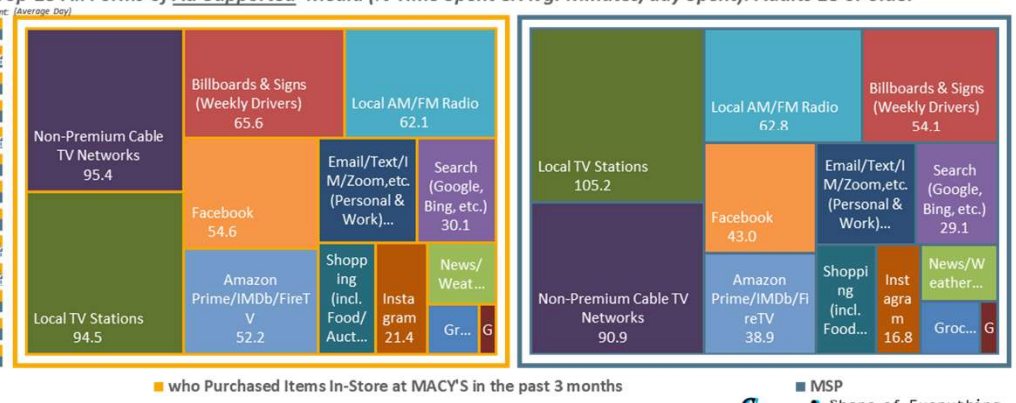
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 168

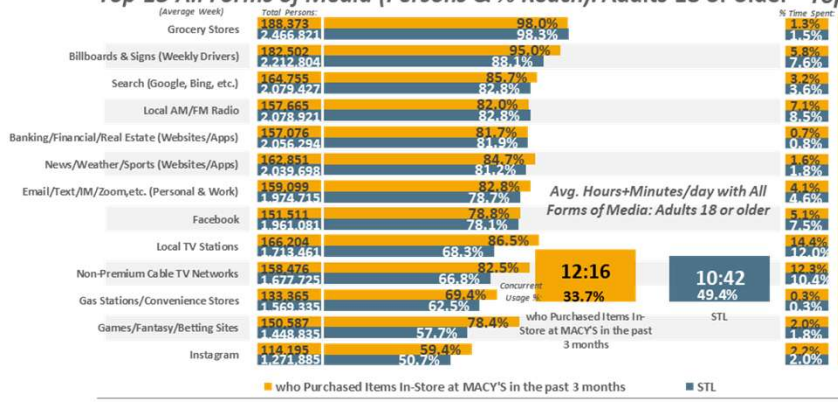
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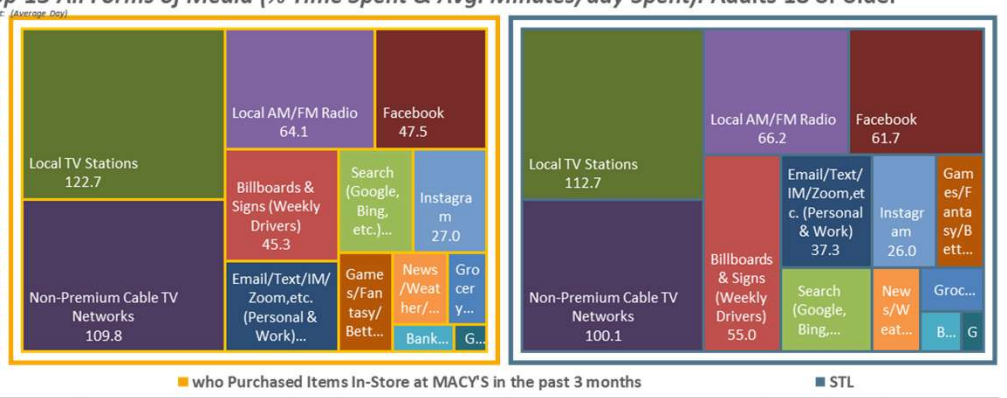
[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months spend an average of 9 hours and 30 minutes each day with All Forms of Ad-Supported Media. 77.4% listen to Local AM/FM Radio for an avg. of 61.4 minutes/day. *(Local Radio delivers 8.3% of Time with Ad-Supported Media.)*

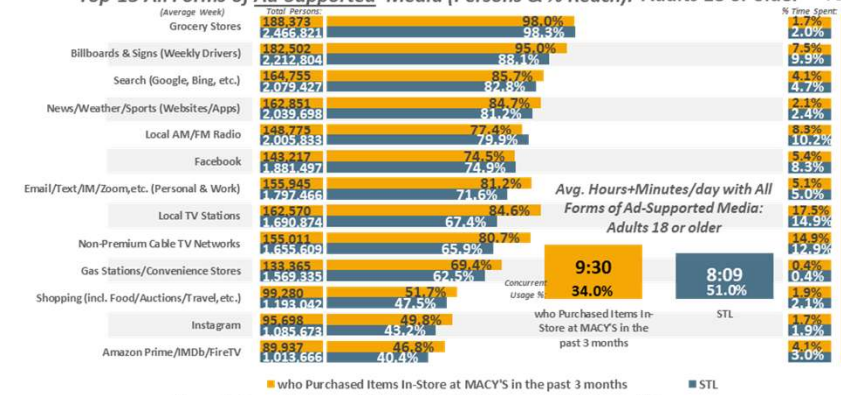
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



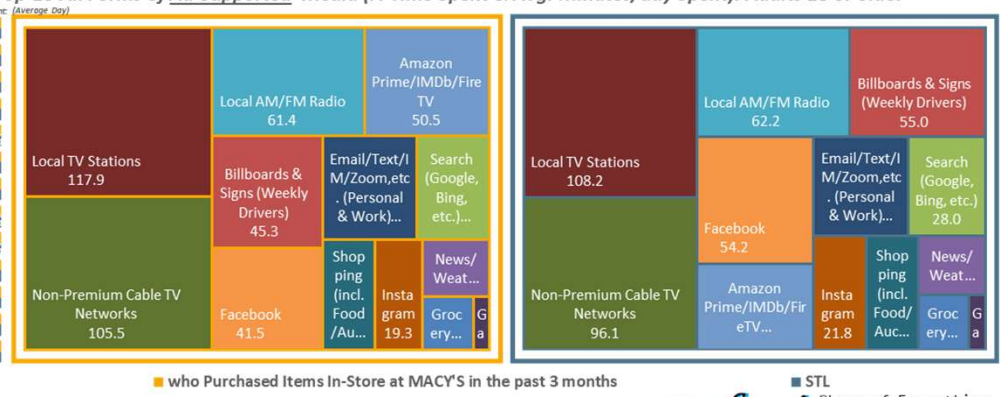
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 196

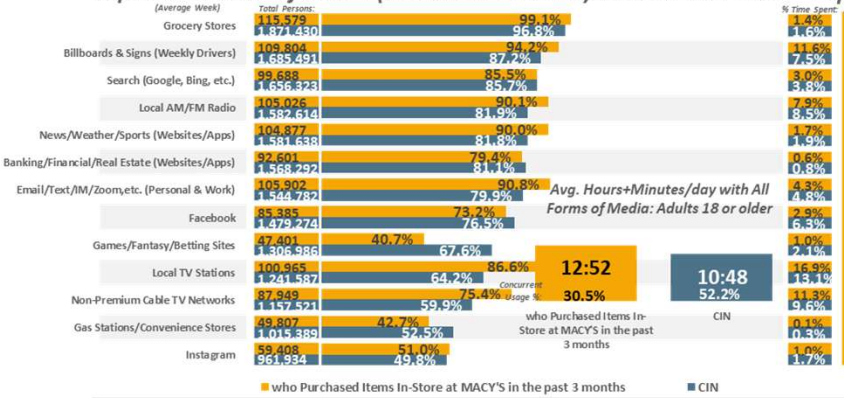
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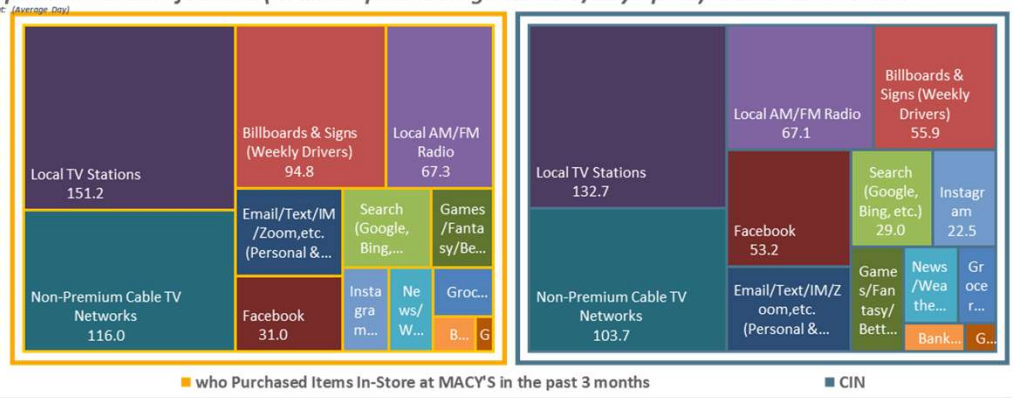
[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months spend an average of 10 hours and 3 minutes each day with All Forms of Ad-Supported Media. 86.% listen to Local AM/FM Radio for an avg. of 63.7 minutes/day. *(Local Radio delivers 9.1% of Time with Ad-Supported Media.)*

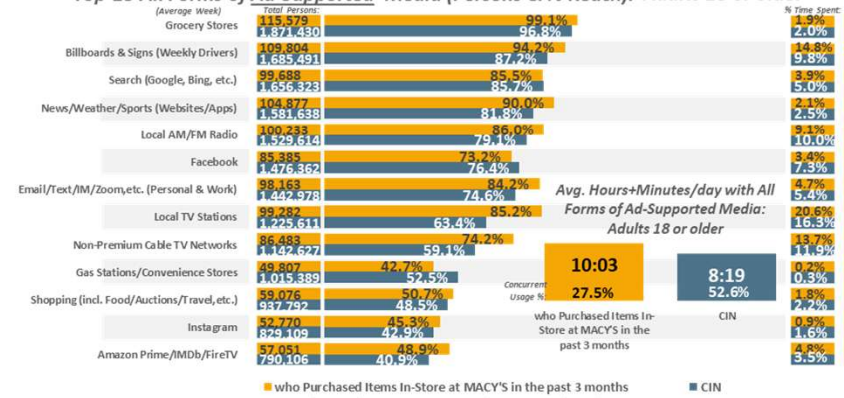
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



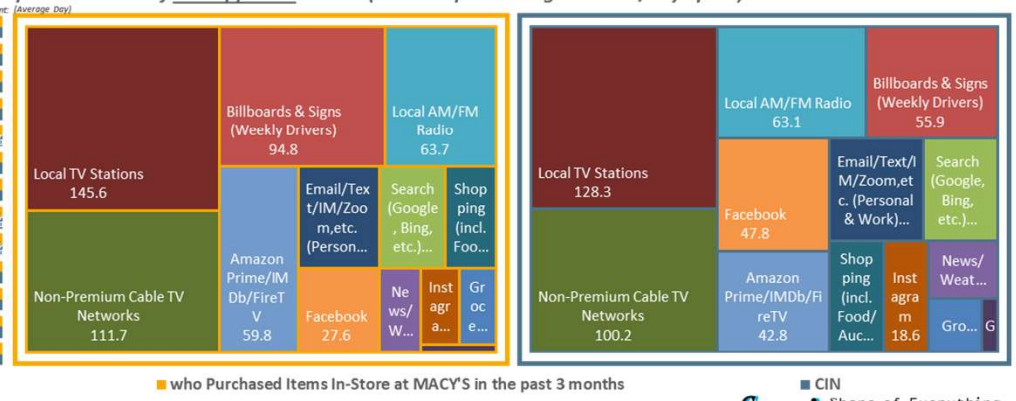
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 151

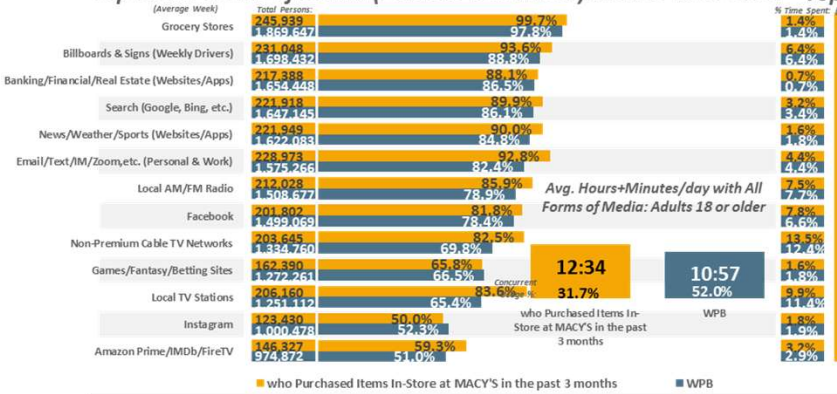
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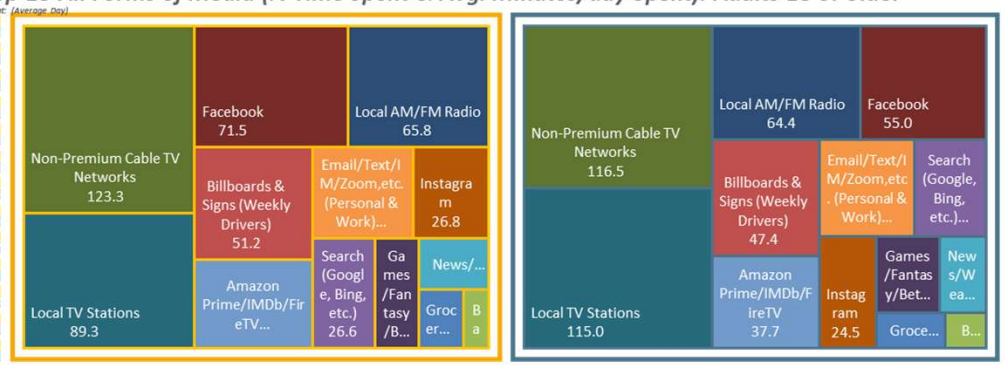
[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months spend an average of 9 hours and 34 minutes each day with All Forms of Ad-Supported Media. 81.1% listen to Local AM/FM Radio for an avg. of 59.6 minutes/day.*(Local Radio delivers 8.4% of Time with Ad-Supported Media.)*

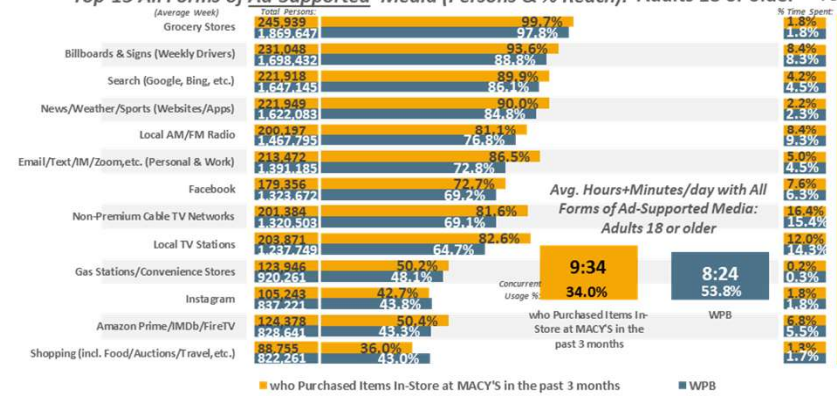
***Top-13 All Forms of Media (Persons & % Reach):* Adults 18 or older**



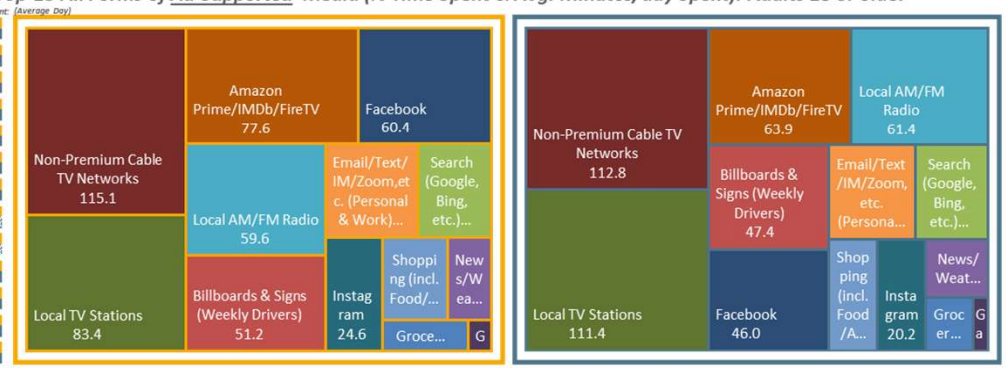
***Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older**



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



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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 344

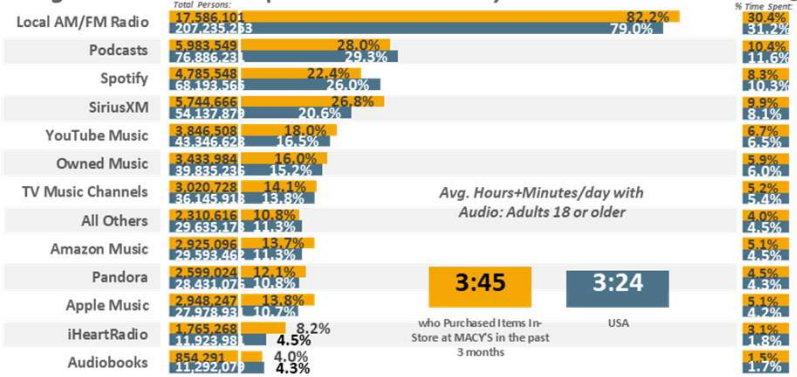
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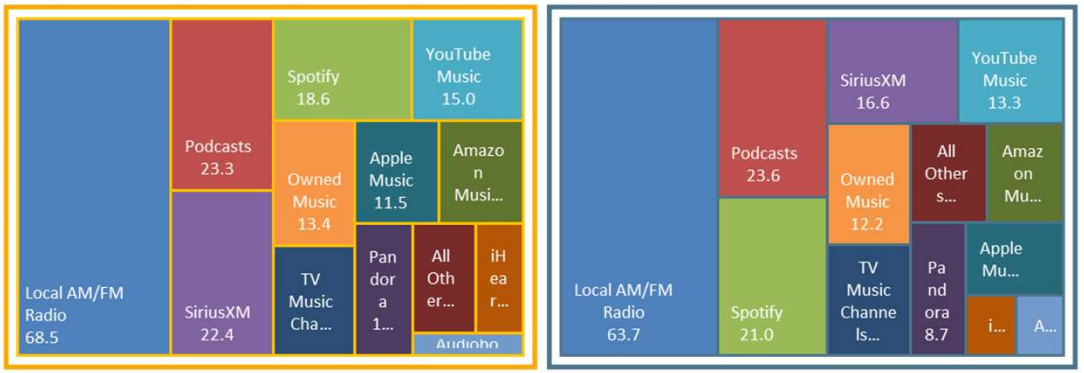
[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

16,566,592 or 77.4% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 61.5 minutes every day representing 40.% of all time spent daily with Ad-Supported Audio.

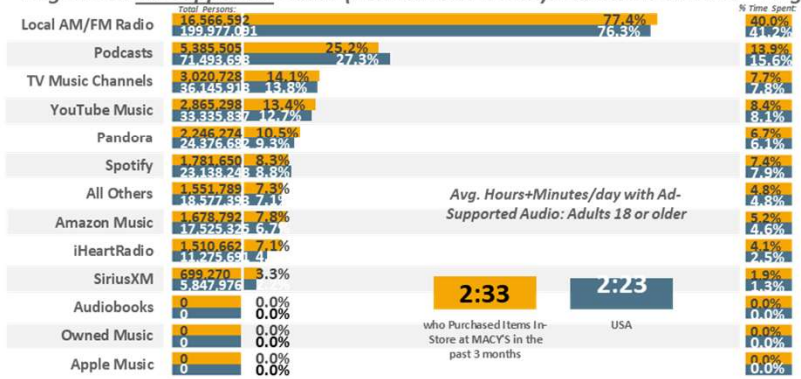
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



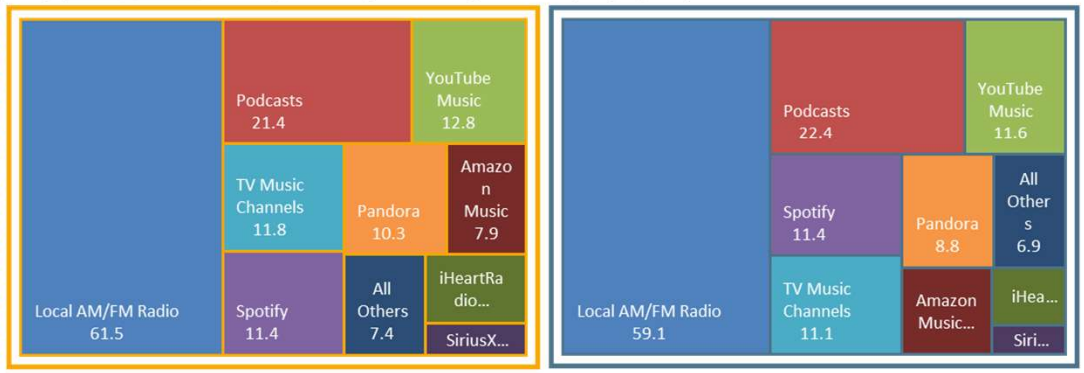
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 2,329

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Scarborough R2 2025: Feb24-Jul25 USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445

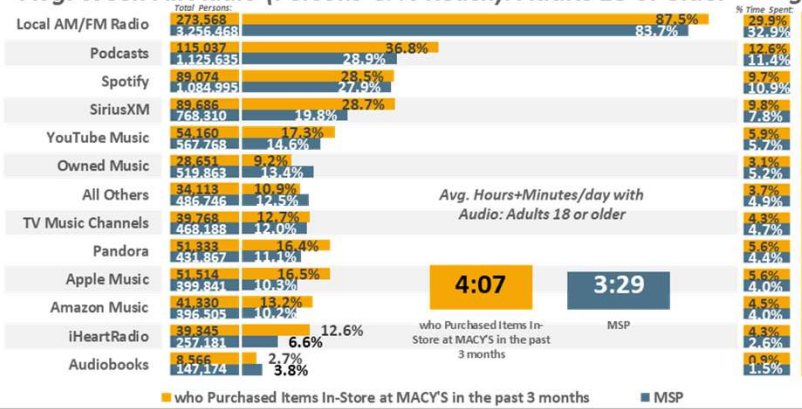
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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

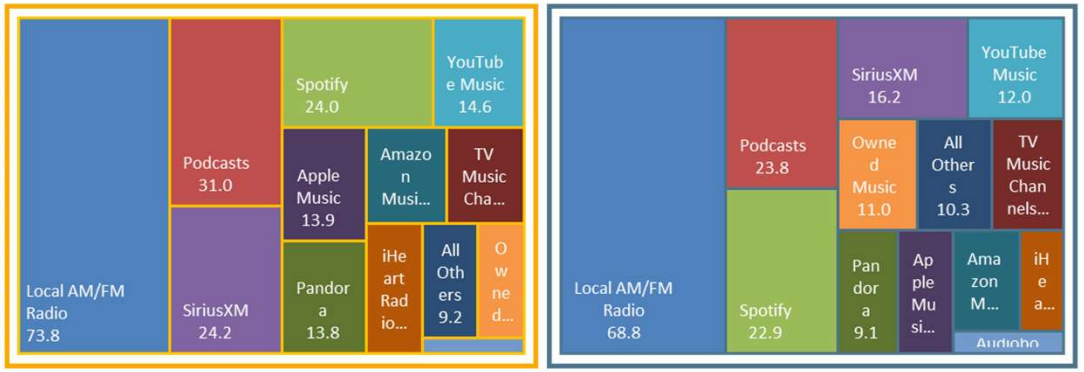
macy's MSP

254,082 or 81.3% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 62.1 minutes every day representing 39.8% of all time spent daily with Ad-Supported Audio.

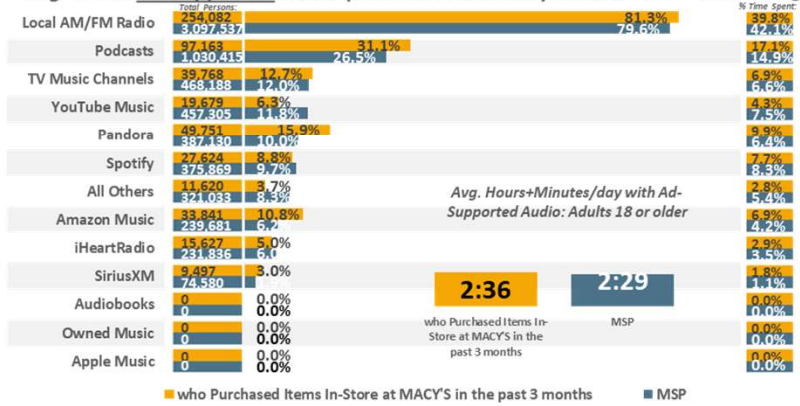
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



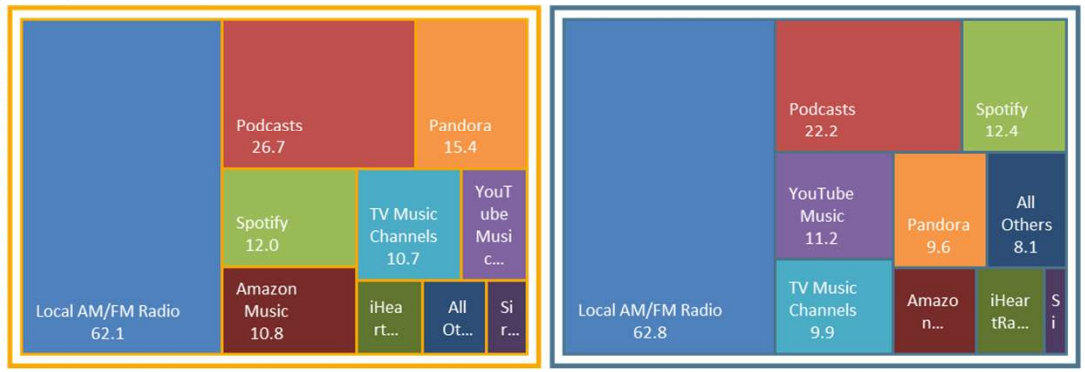
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 168

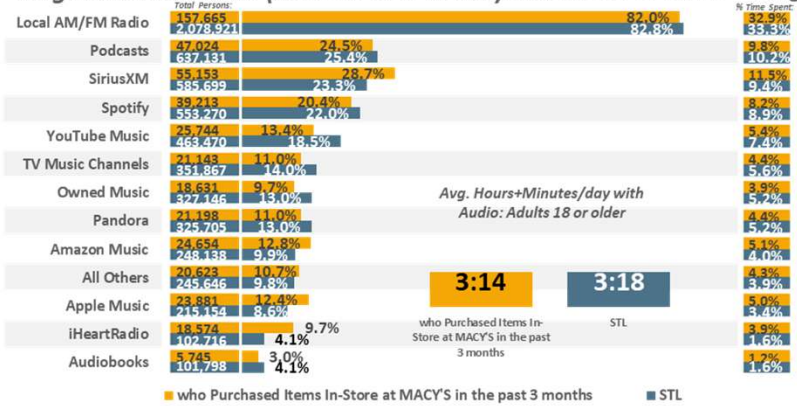
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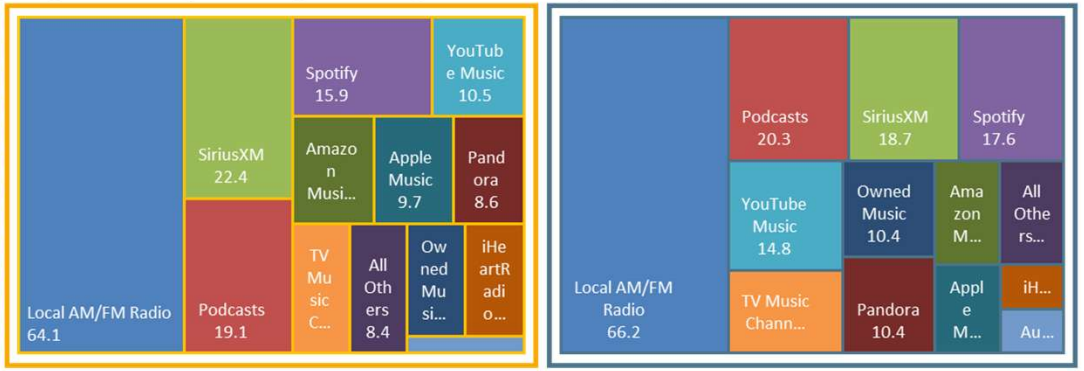
[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

148,775 or 77.4% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 61.4 minutes every day representing 41.3% of all time spent daily with Ad-Supported Audio.

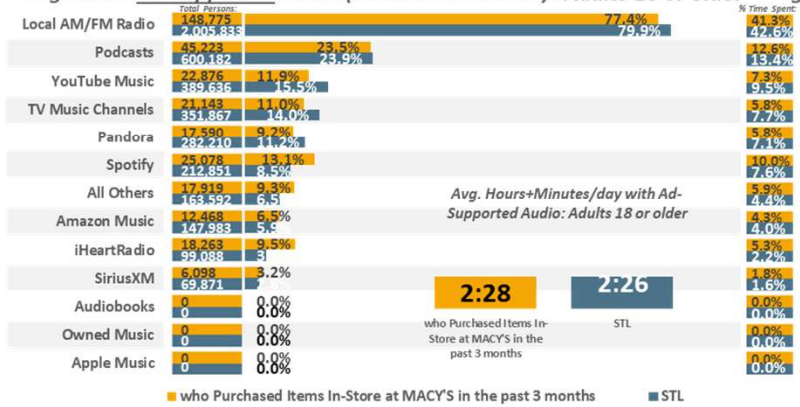
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



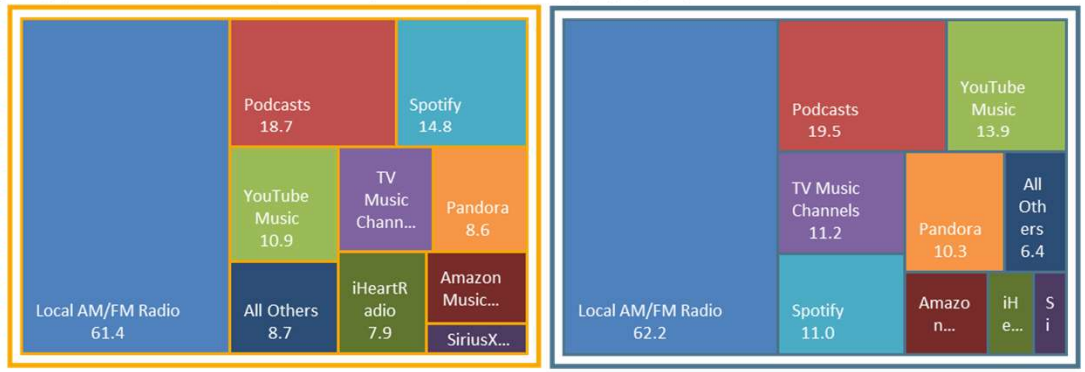
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 196

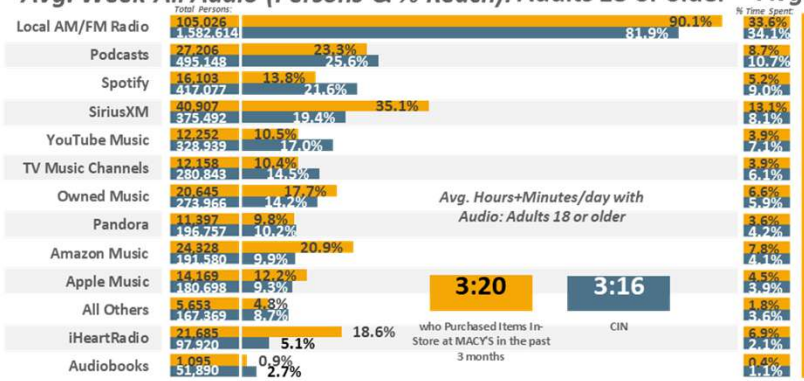
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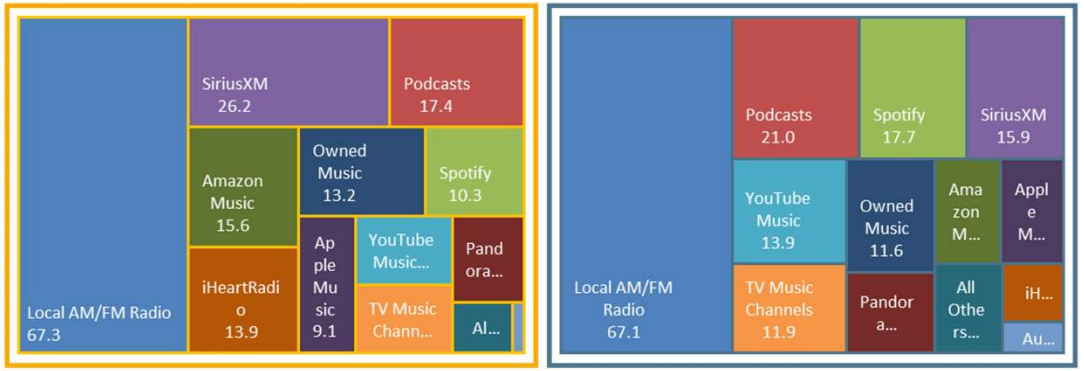
[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

100,233 or 86.% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 63.7 minutes every day representing 48.5% of all time spent daily with Ad-Supported Audio.

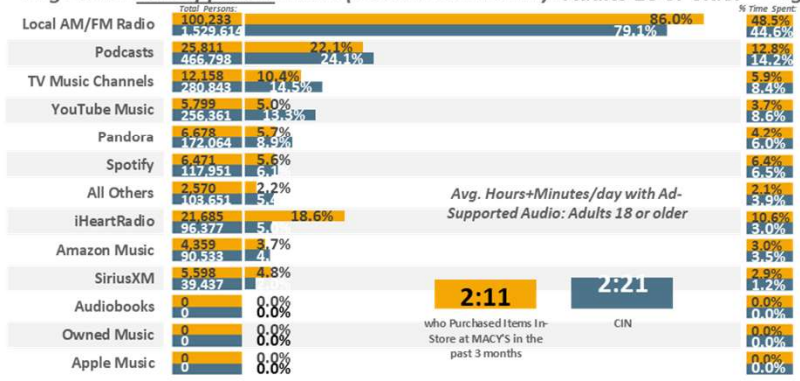
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



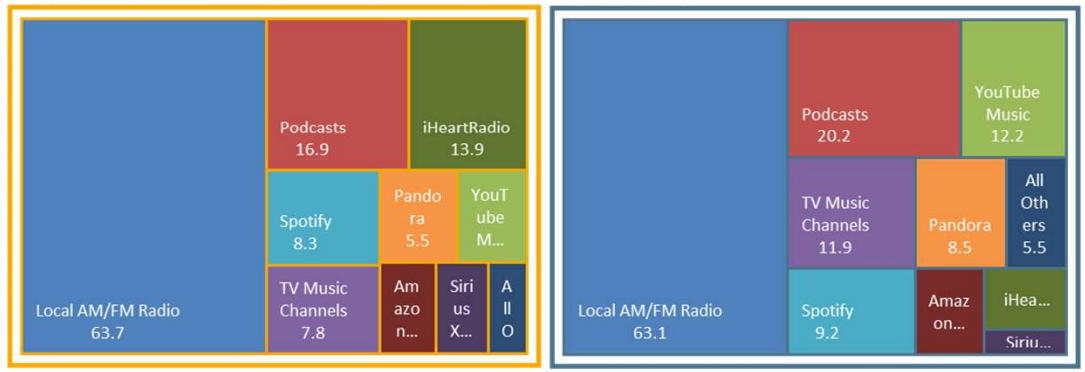
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 151

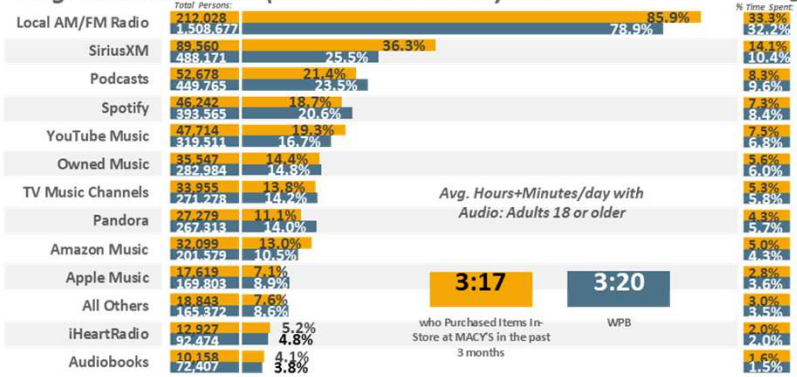
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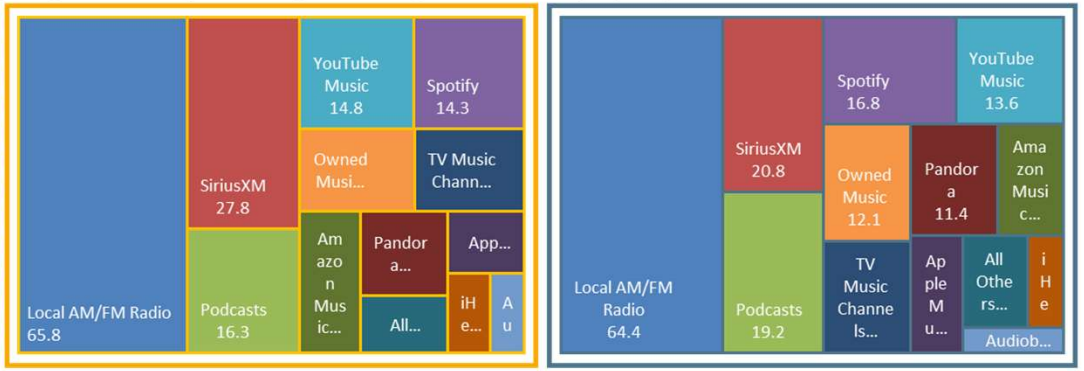
[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

200,197 or 81.1% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 59.6 minutes every day representing 42.8% of all time spent daily with Ad-Supported Audio.

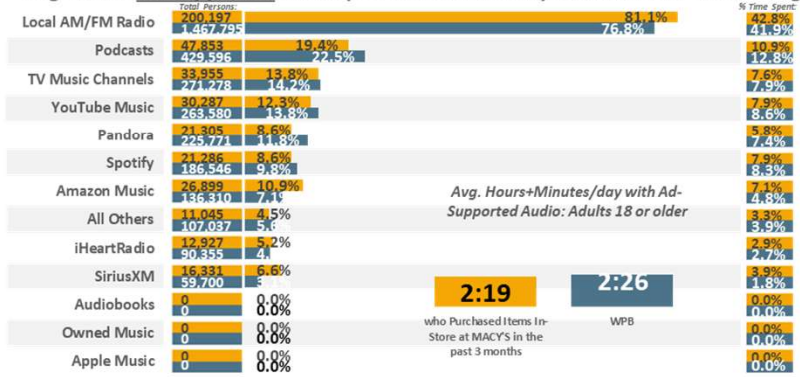
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



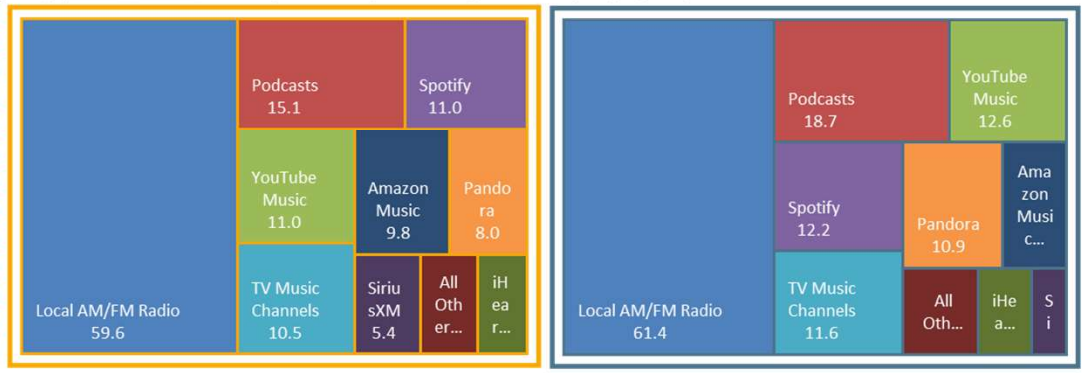
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



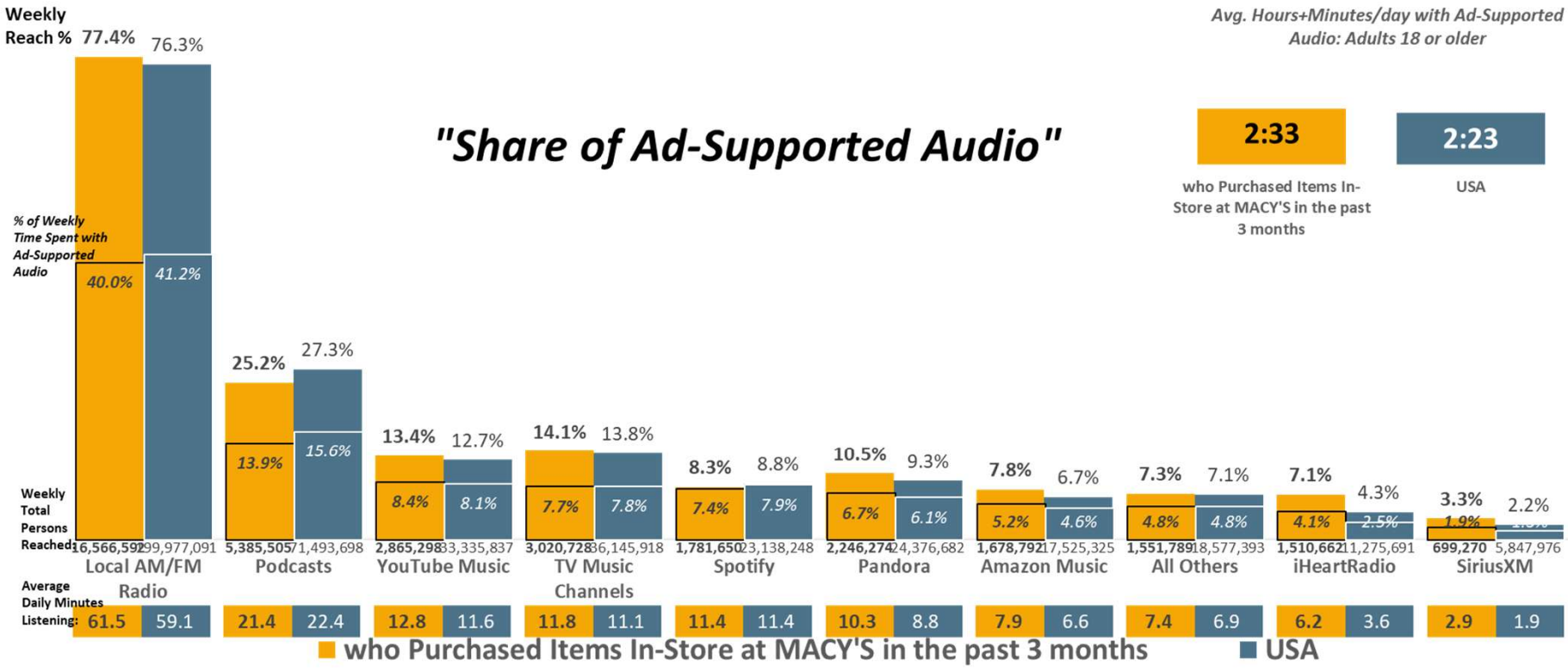
WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 344

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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

16,566,592 or 77.4% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 61.5 minutes every day representing 40.% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 2,329

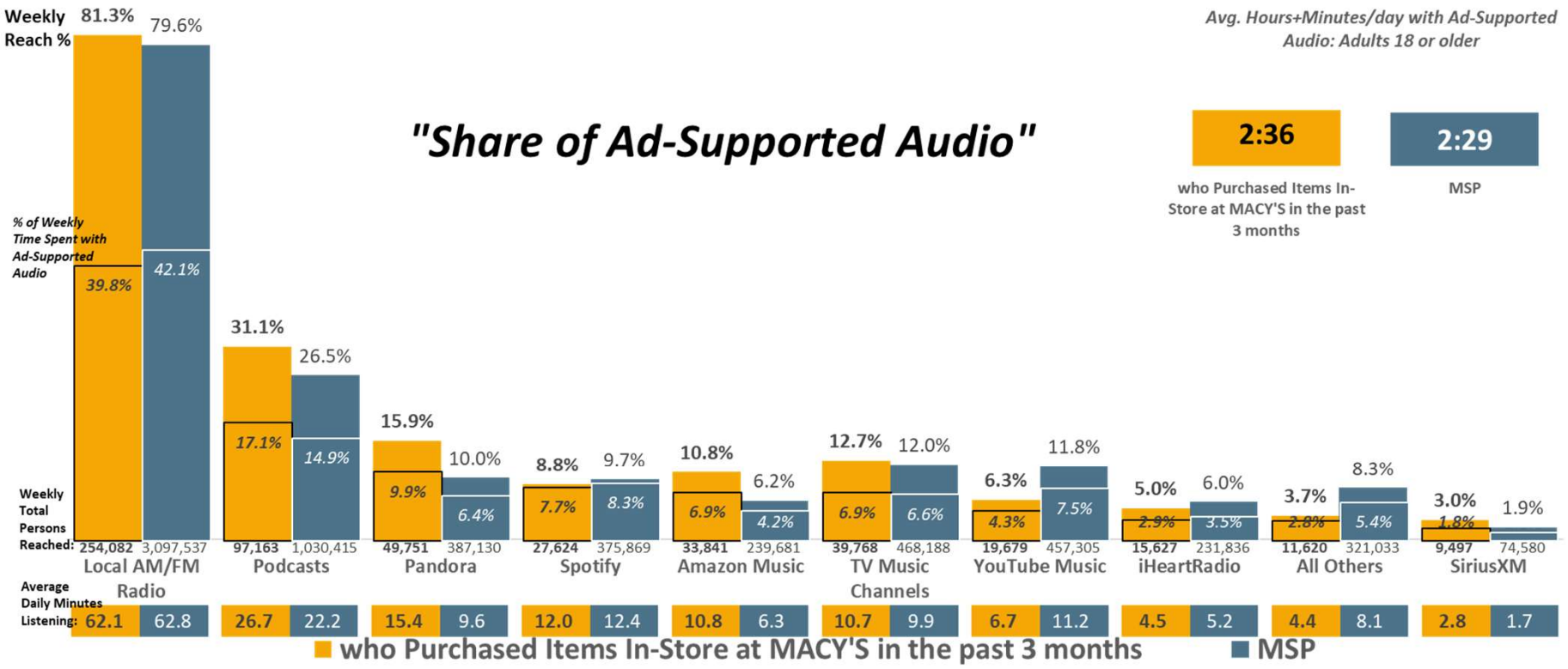
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USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445

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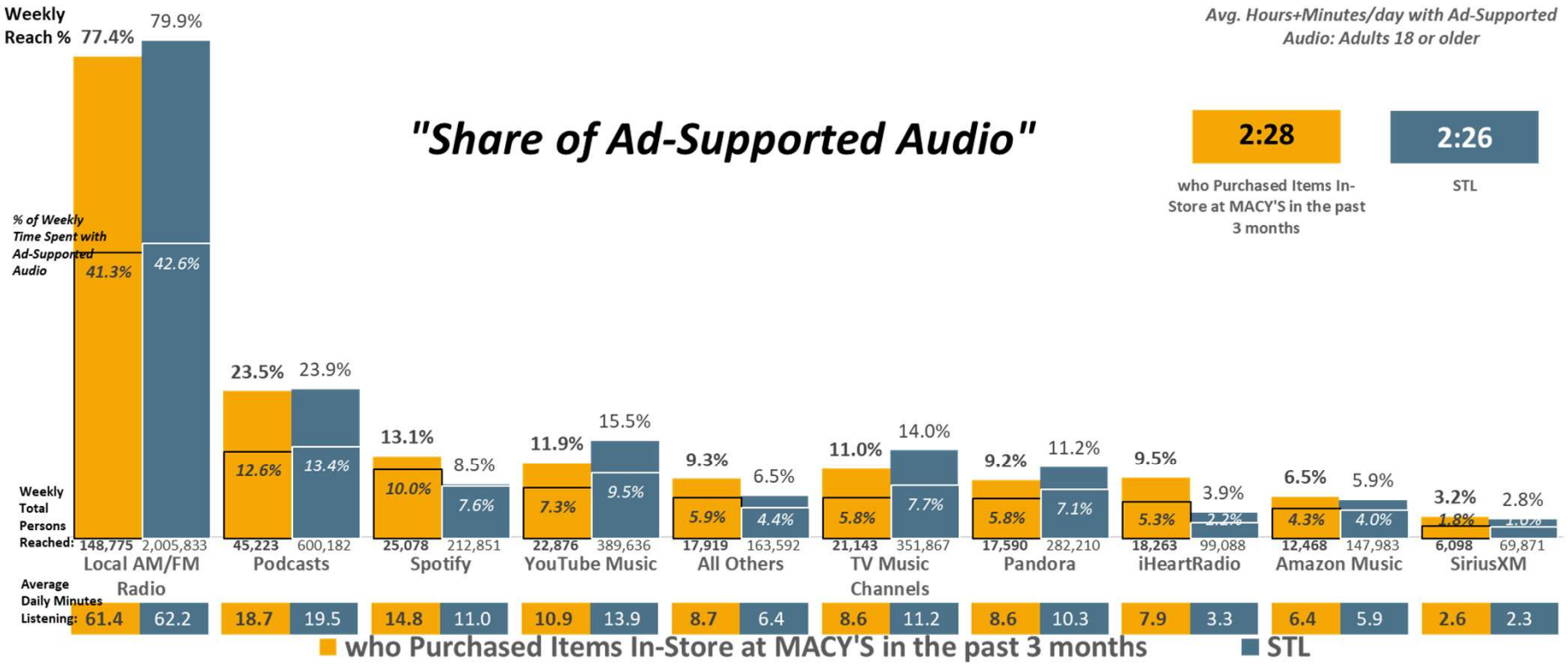
MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 168 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081

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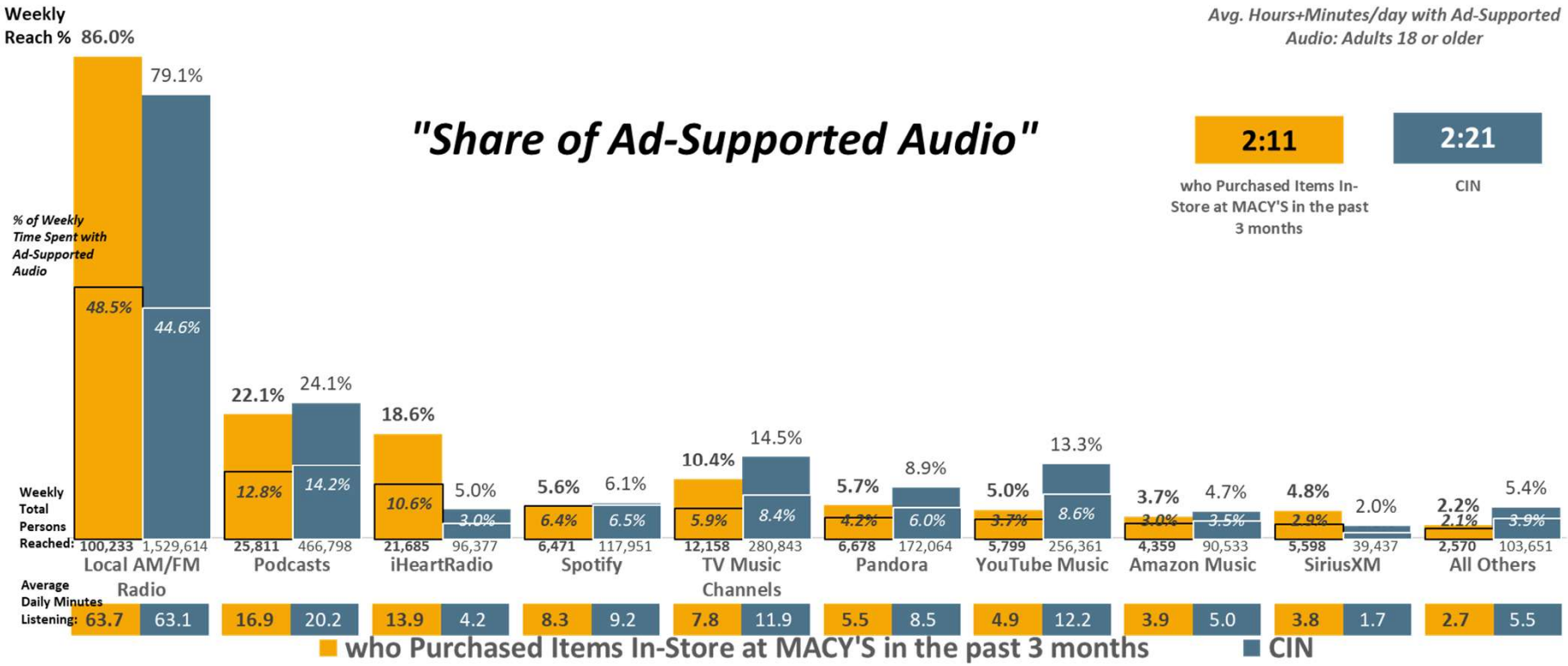
STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 196 ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

100,233 or 86.% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 63.7 minutes every day representing 48.5% of all time spent daily with Ad-Supported Audio.



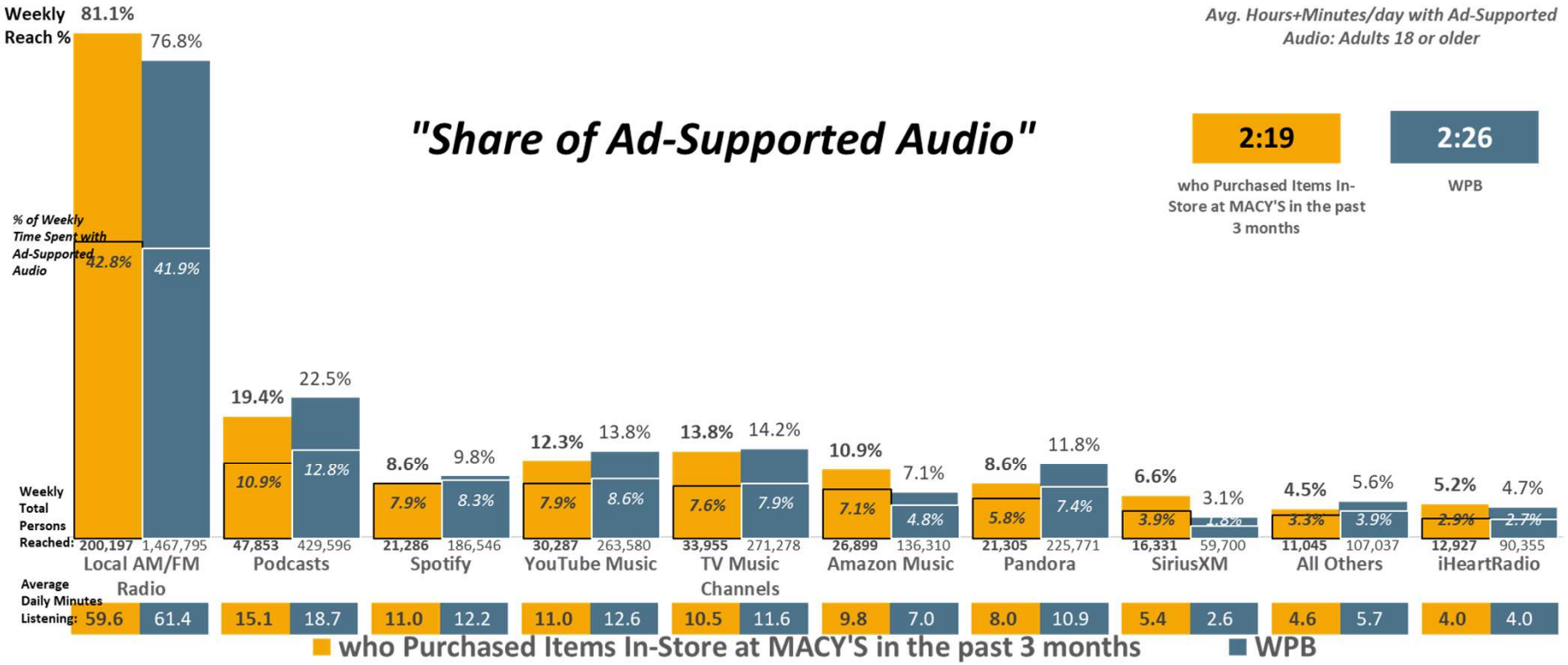
CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 151 CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

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	Local AM/FM Radio	Podcasts	Spotify	YouTube Music	TV Music Channels	Amazon Music	Pandora	SiriusXM	All Others	iHeartRadio
Weekly Reach %	81.1% / 76.8%	19.4% / 22.5%	8.6% / 9.8%	12.3% / 13.8%	13.8% / 14.2%	10.9% / 7.1%	8.6% / 11.8%	6.6% / 3.1%	4.5% / 5.6%	5.2% / 4.7%
% of Weekly Time Spent with Ad-Supported Audio	42.8% / 41.9%	10.9% / 12.8%	7.9% / 8.3%	7.9% / 8.6%	7.6% / 7.9%	7.1% / 4.8%	5.8% / 7.4%	3.9% / [illegible]	3.3% / 3.9%	2.9% / 2.7%
Weekly Total Persons Reached:	200,197 / 1,467,795	47,853 / 429,596	21,286 / 186,546	30,287 / 263,580	33,955 / 271,278	26,899 / 136,310	21,305 / 225,771	16,331 / 59,700	11,045 / 107,037	12,927 / 90,355
Average Daily Minutes Listening:	59.6 / 61.4	15.1 / 18.7	11.0 / 12.2	11.0 / 12.6	10.5 / 11.6	9.8 / 7.0	8.0 / 10.9	5.4 / 2.6	4.6 / 5.7	4.0 / 4.0

WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 344 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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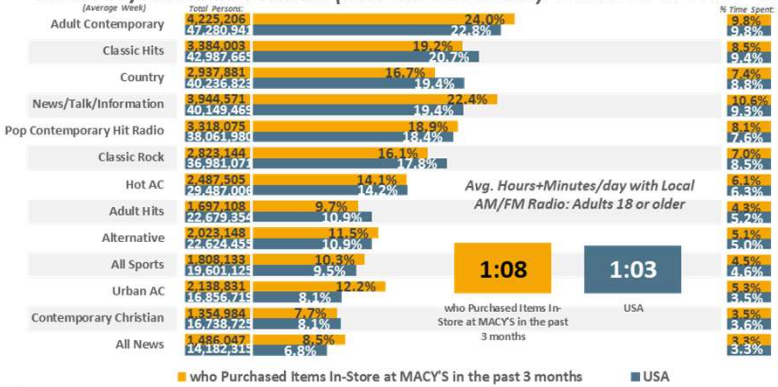
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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

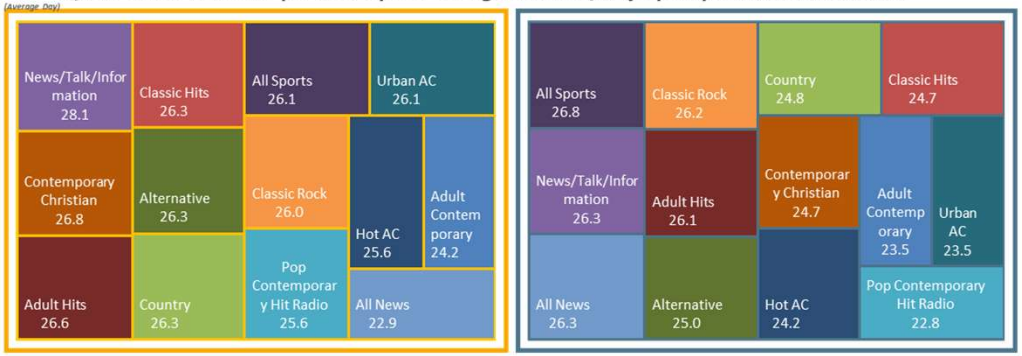


16,566,592 or 77.4% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Pop Contemporary Hit Radio, Country, and Classic Rock.

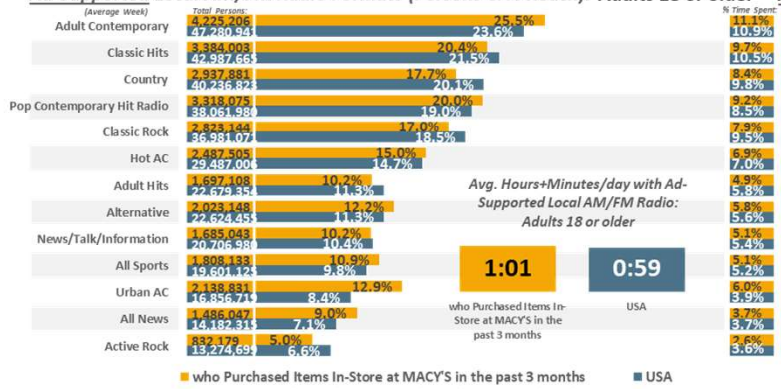
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



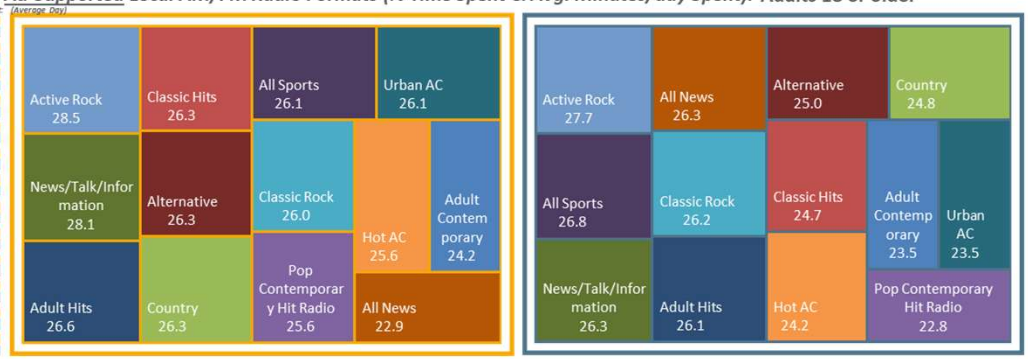
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA *USA Projection* *Scarborough R2 2025: Feb24-Jul25* *Qual Intab* *2,329*

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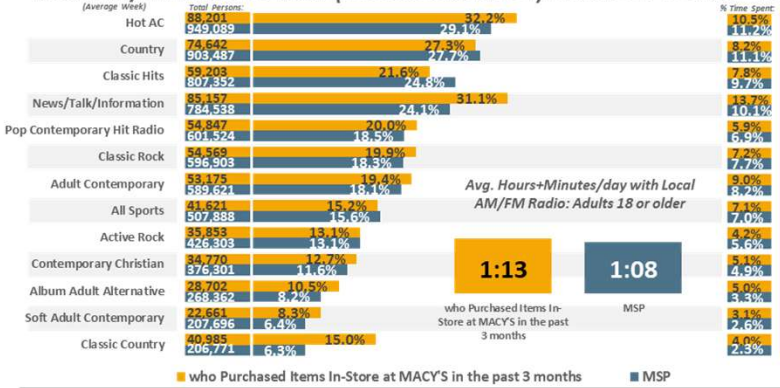
USA Projection *Scarborough R2 2025: Feb24-Jul25* *Qual Intab* *25,445*

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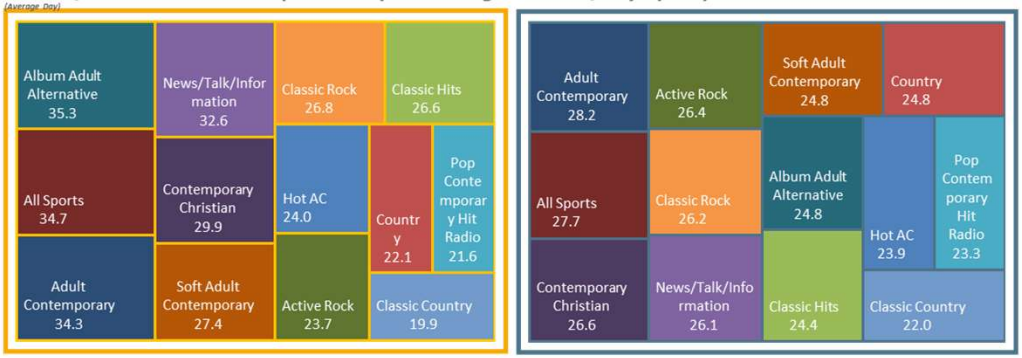
[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

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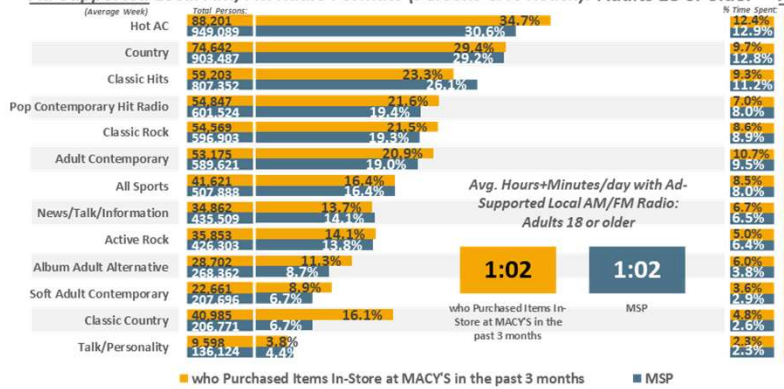
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



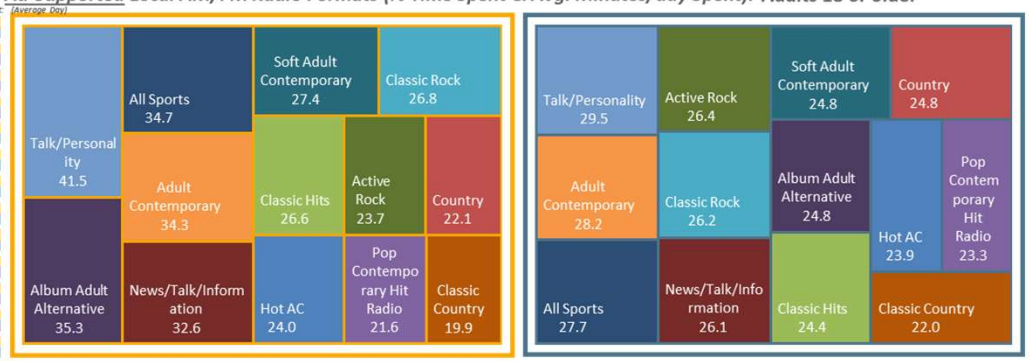
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 168

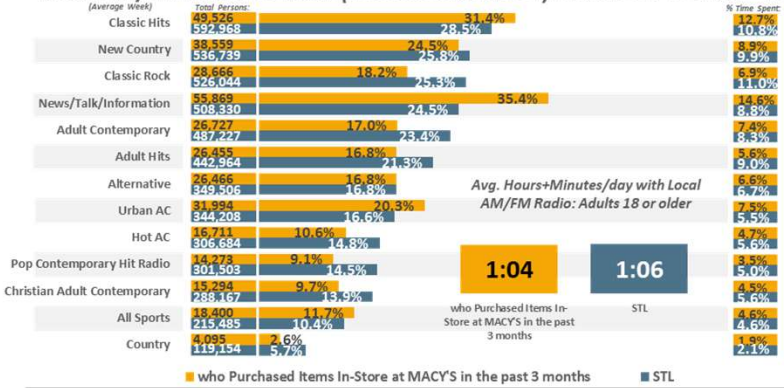
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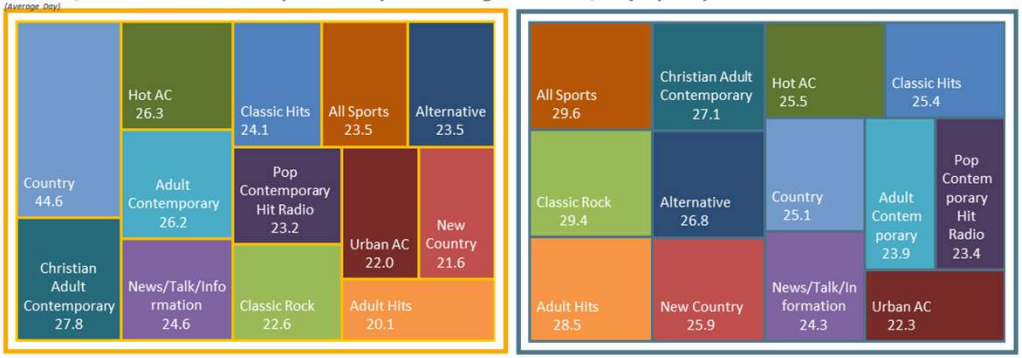
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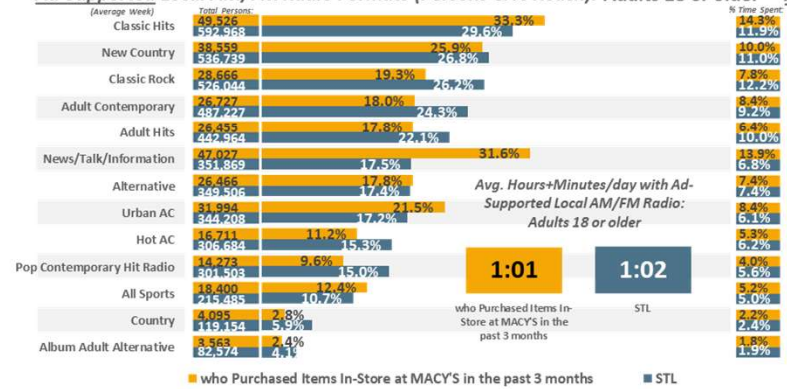
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



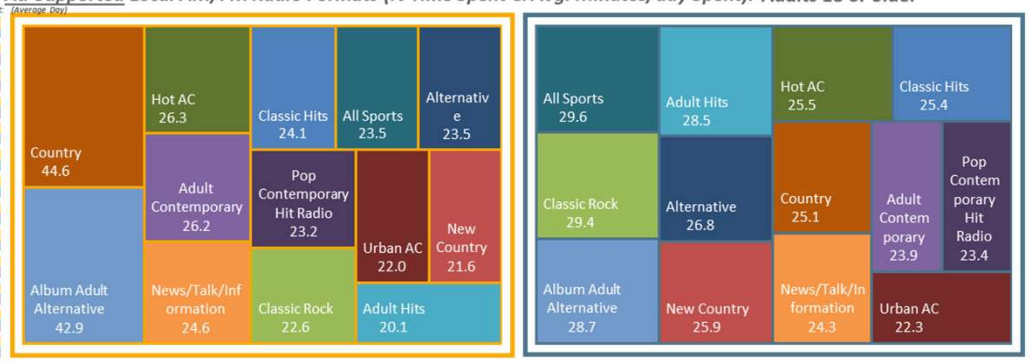
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 196

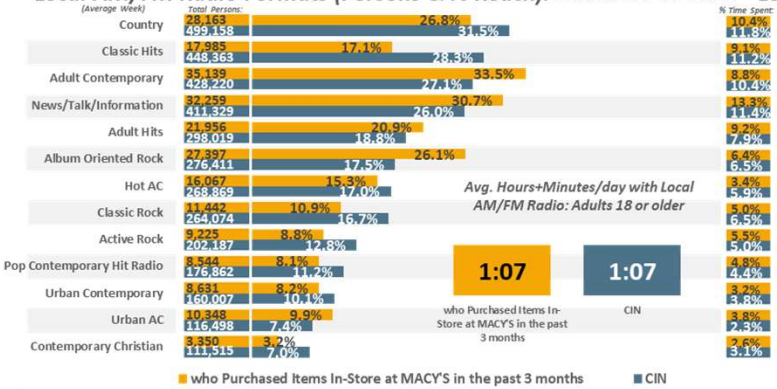
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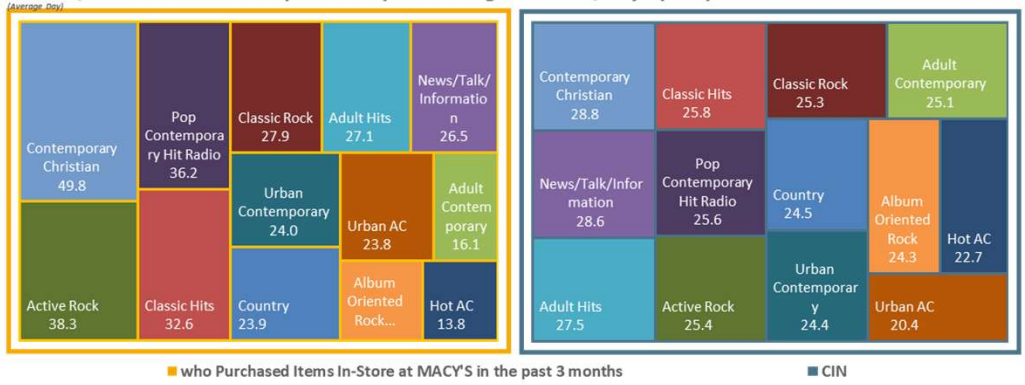
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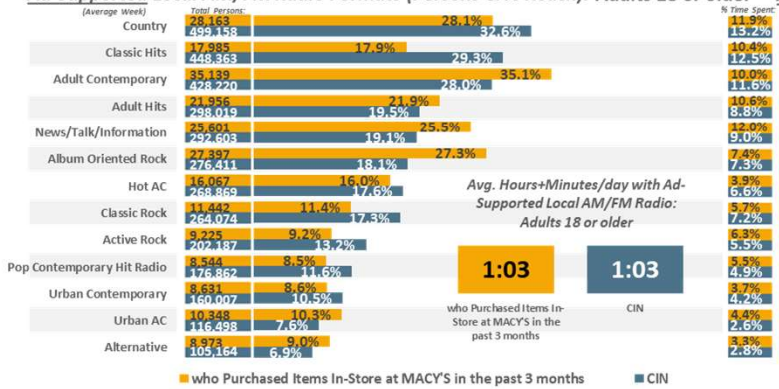
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



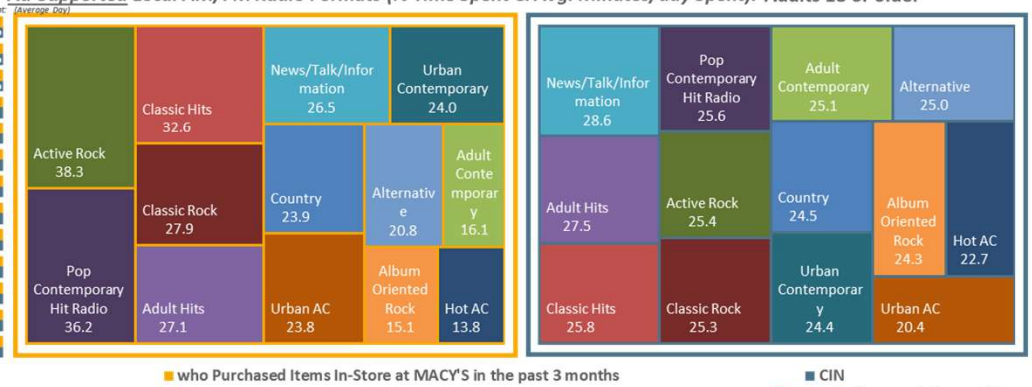
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 151

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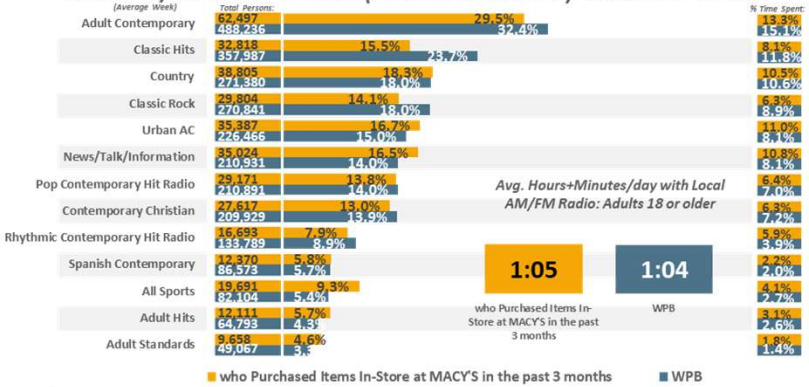
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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

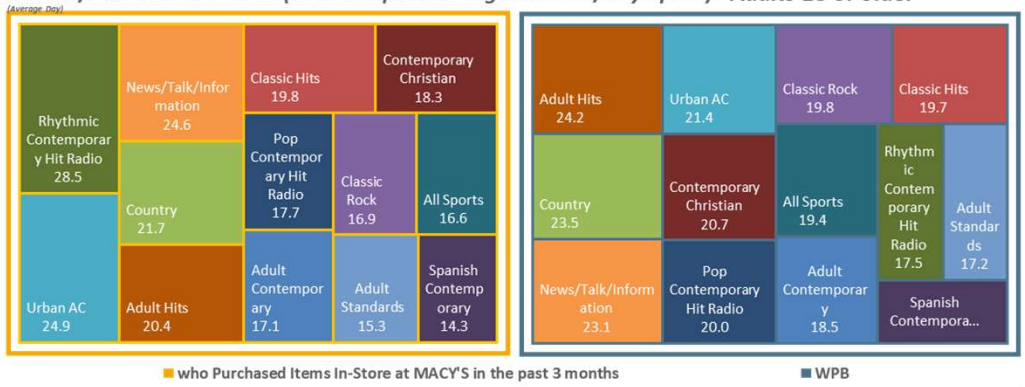


200,197 or 81.1% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Urban AC, Classic Hits, and Classic Rock.

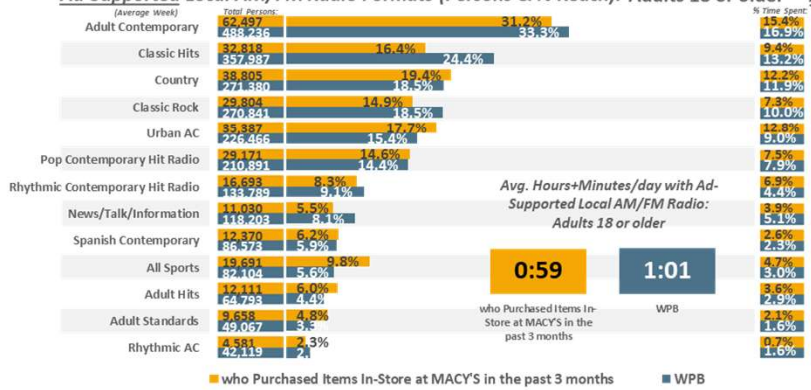
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



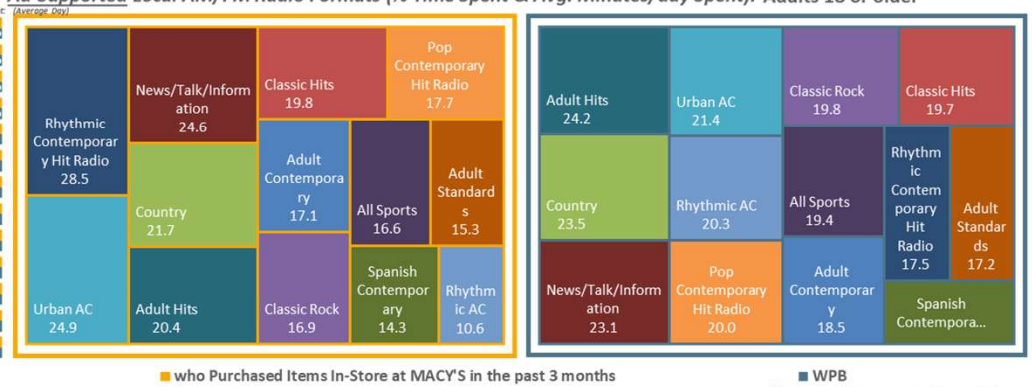
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 344

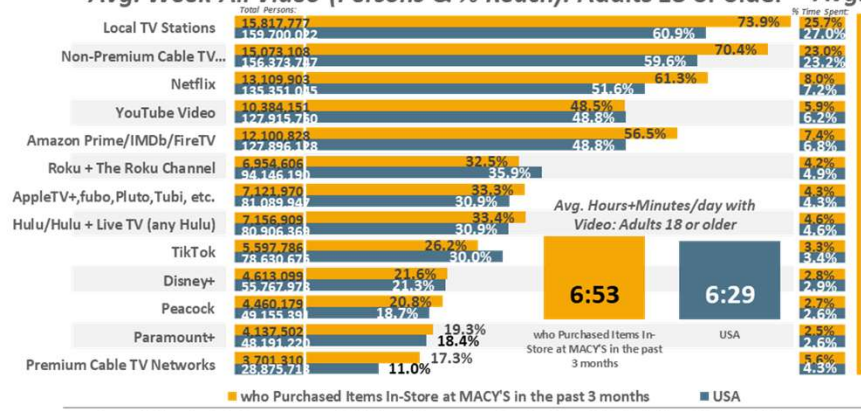
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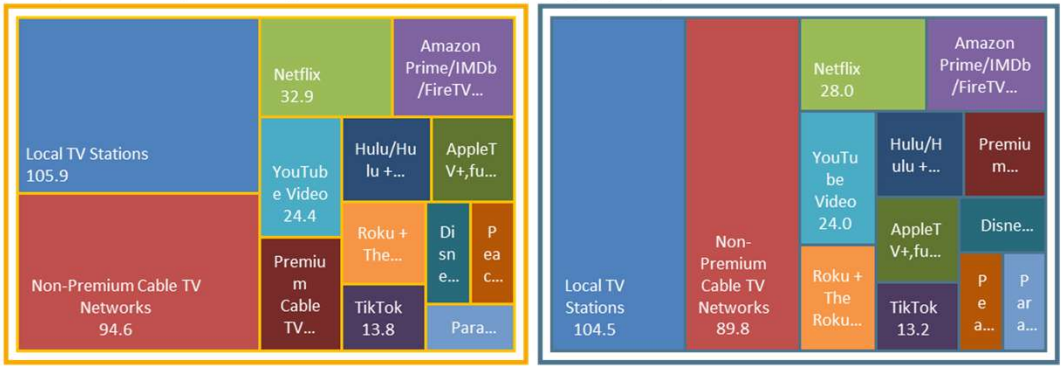
[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

15,528,356 or 72.6% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months watch Ad-Supported Local TV Stations for an average of 98.4 minutes every day representing 29.3% of all time spent daily with Ad-Supported Video.

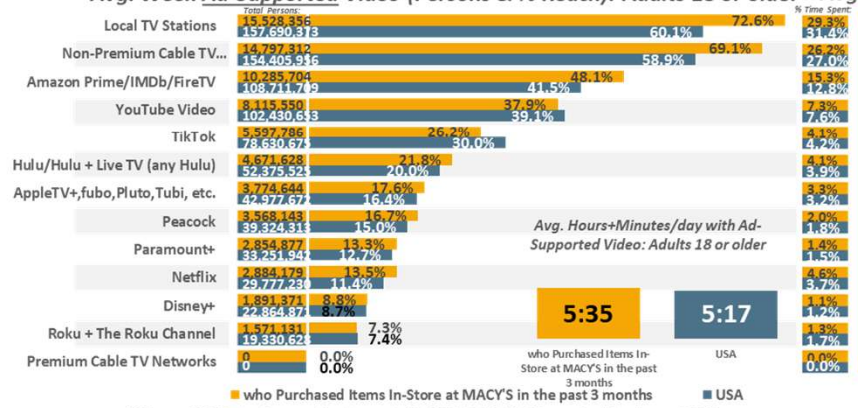
Avg. Week All Video (Persons & % Reach): Adults 18 or older



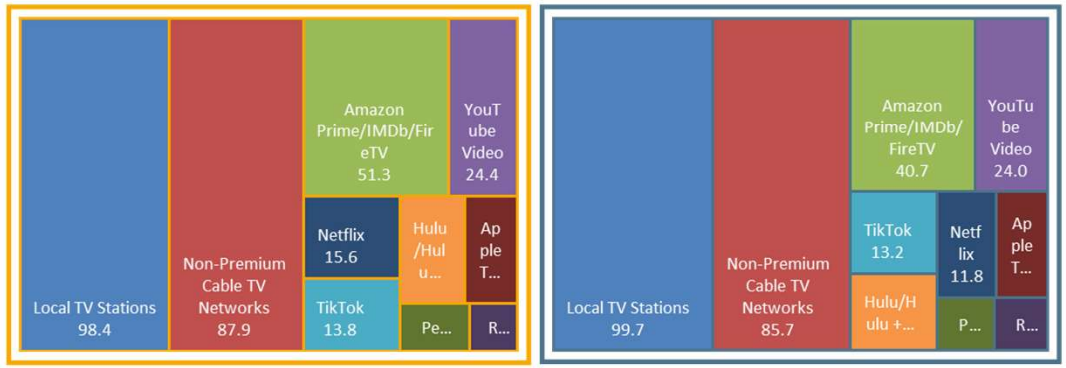
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 2,329

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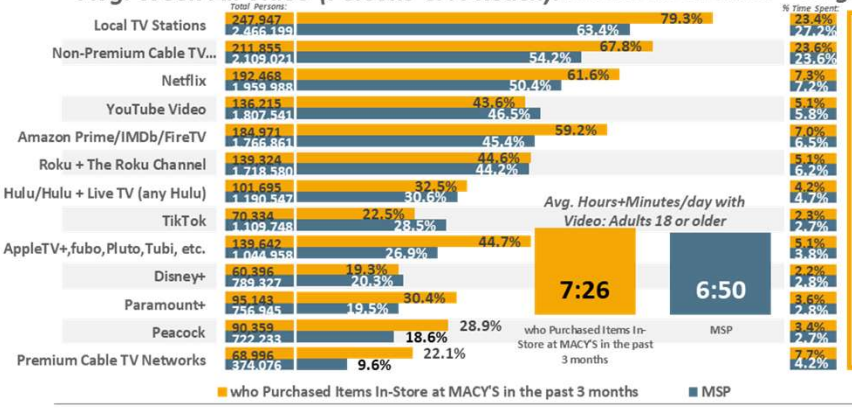
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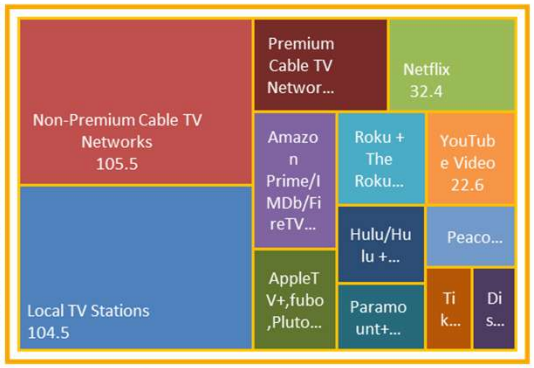
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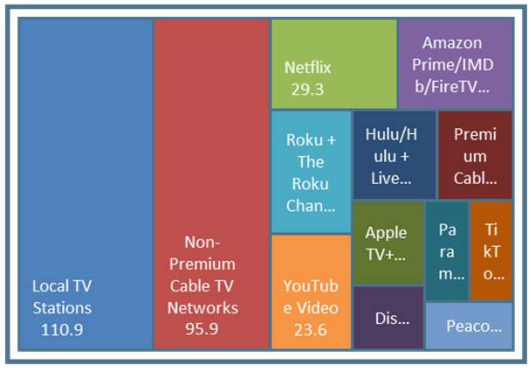
[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

243,704 or 77.9% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months watch Ad-Supported Local TV Stations for an average of 94.5 minutes every day representing 26.1% of all time spent daily with Ad-Supported Video.

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



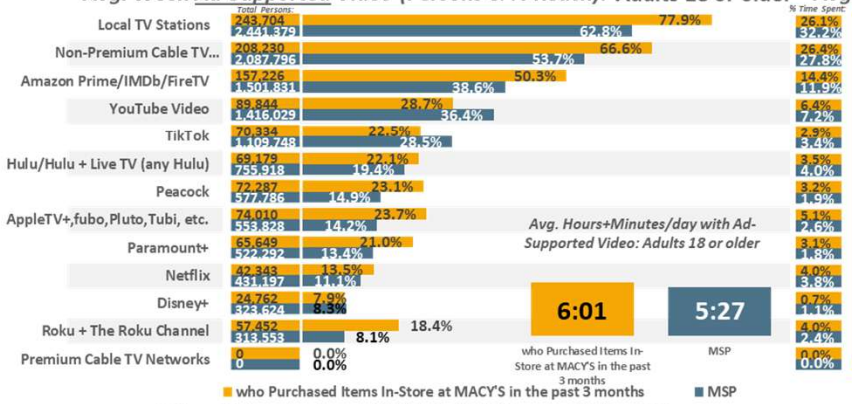


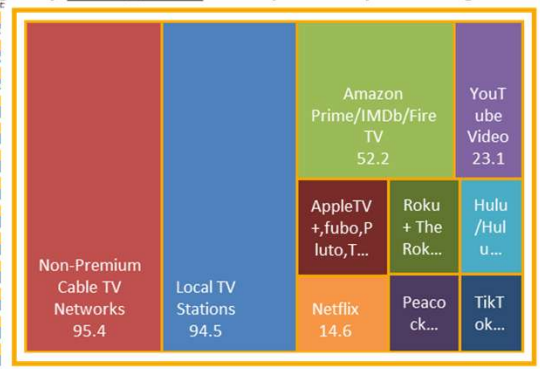


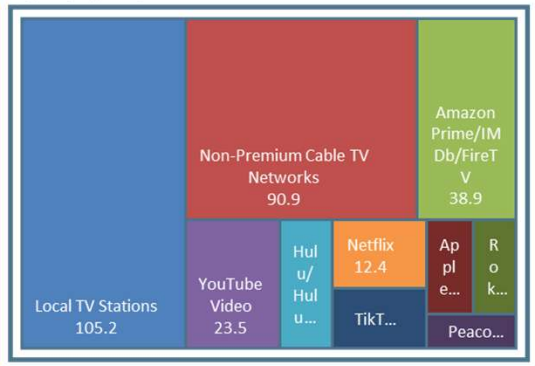
who Purchased Items In-Store at MACY'S in the past 3 months ■ MSP

who Purchased Items In-Store at MACY'S in the past 3 months ■ MSP

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







who Purchased Items In-Store at MACY'S in the past 3 months ■ MSP

MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 168

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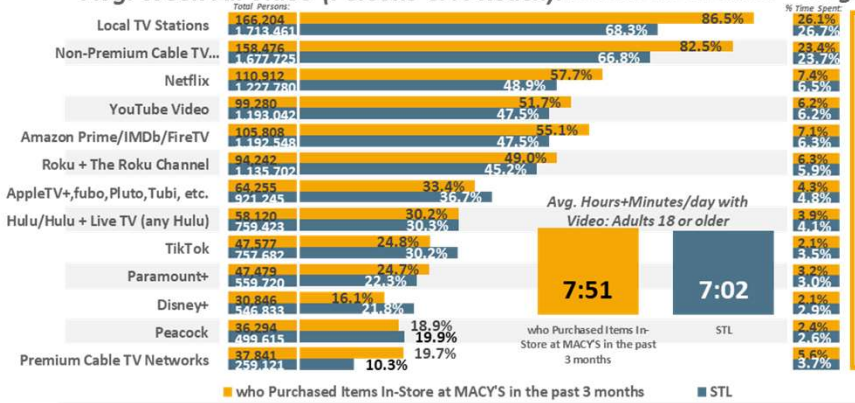
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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

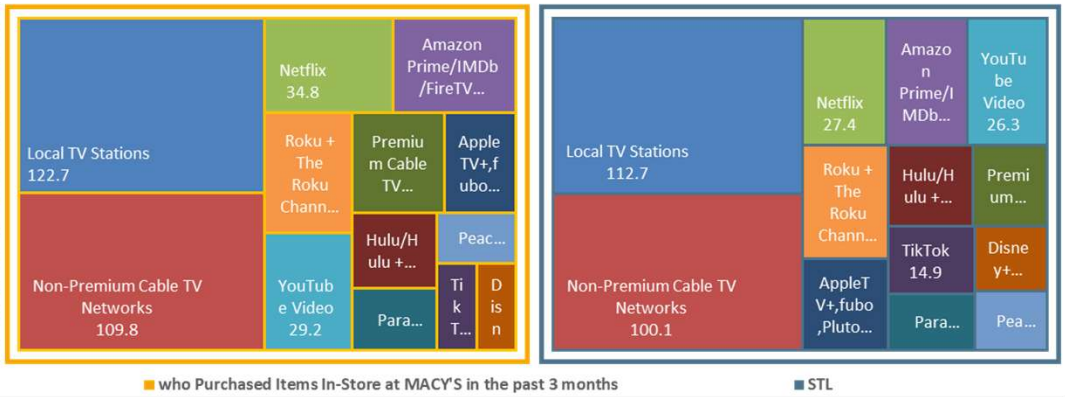


162,570 or 84.6% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months watch Ad-Supported Local TV Stations for an average of 117.9 minutes every day representing 31.3% of all time spent daily with Ad-Supported Video.

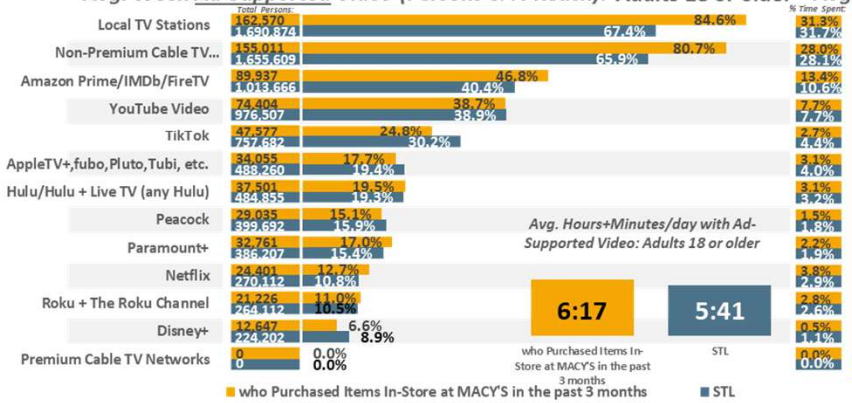
Avg. Week All Video (Persons & % Reach): Adults 18 or older



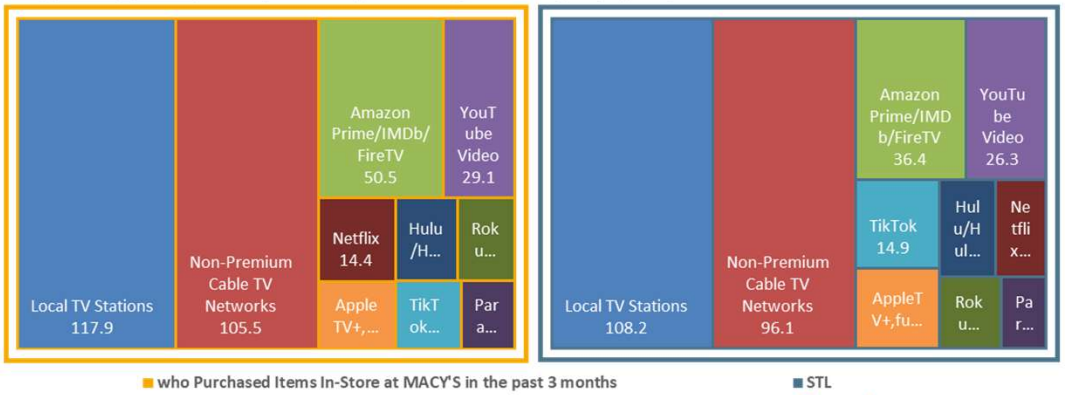
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 196

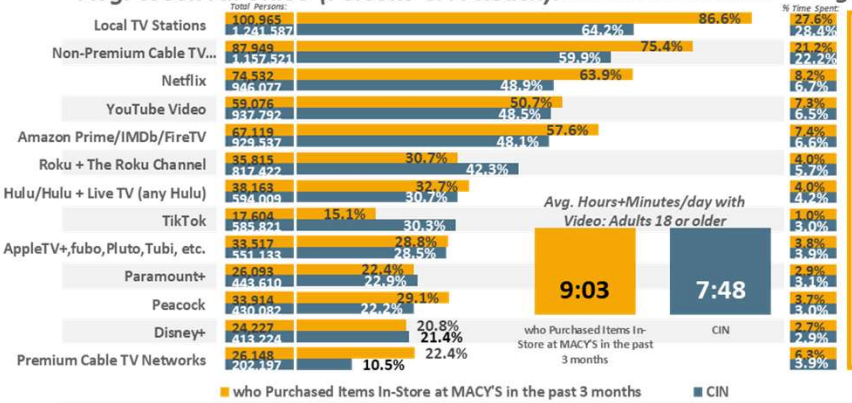
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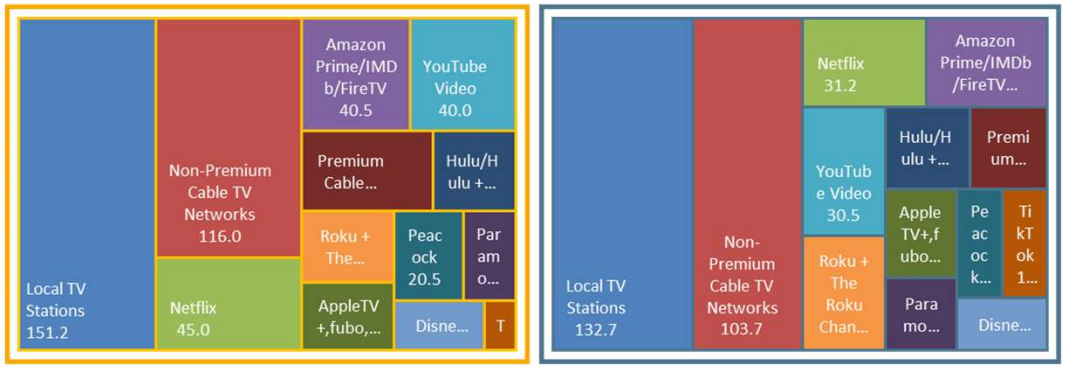
[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

99,282 or 85.2% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months watch Ad-Supported Local TV Stations for an average of 145.6 minutes every day representing 33.3% of all time spent daily with Ad-Supported Video.

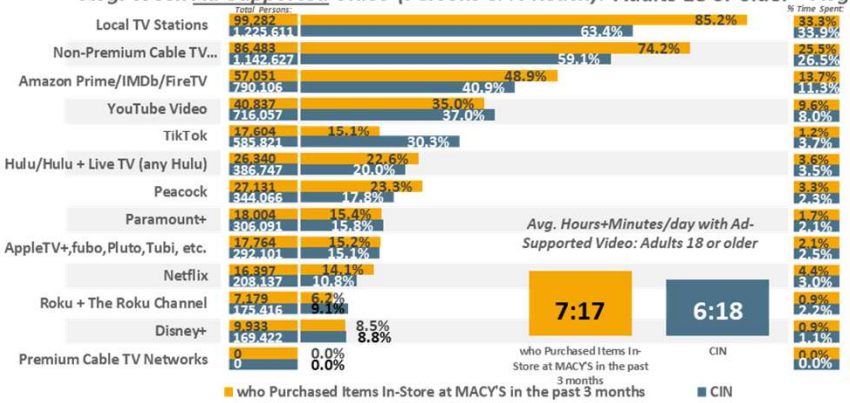
Avg. Week All Video (Persons & % Reach): Adults 18 or older



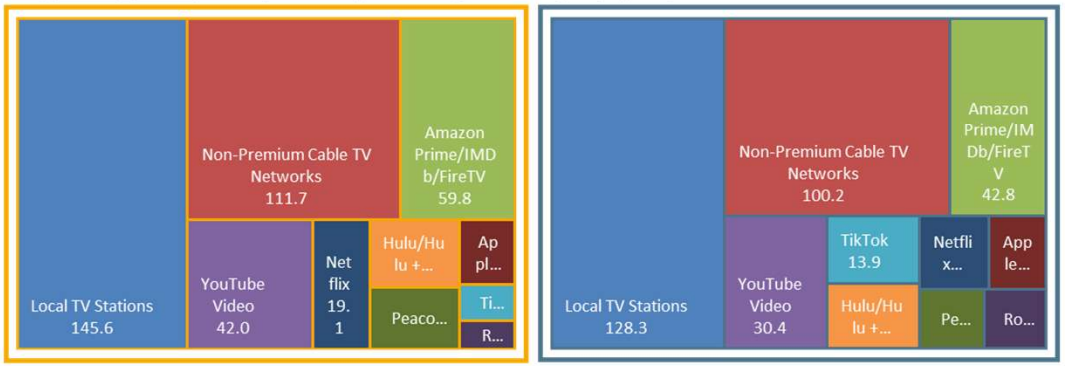
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 151

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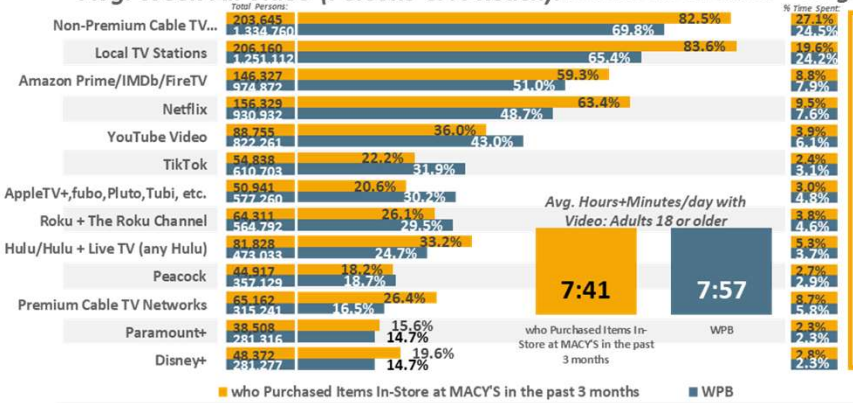
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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

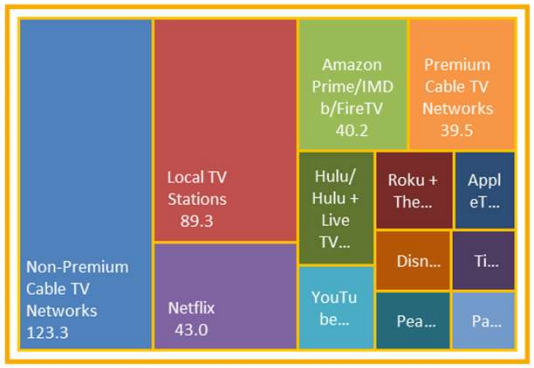


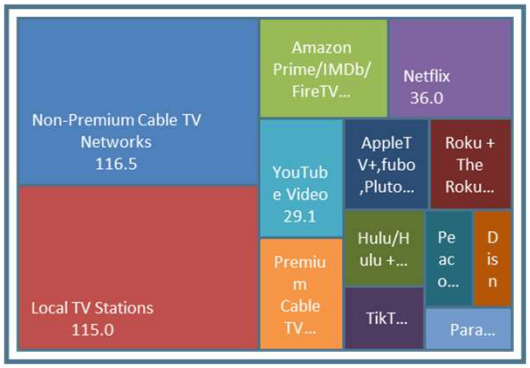
203,871 or 82.6% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months watch Ad-Supported Local TV Stations for an average of 83.4 minutes every day representing 22.4% of all time spent daily with Ad-Supported Video.

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

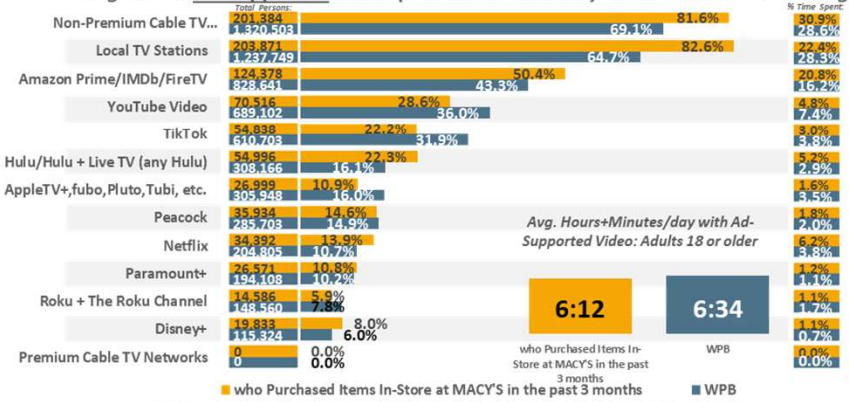


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

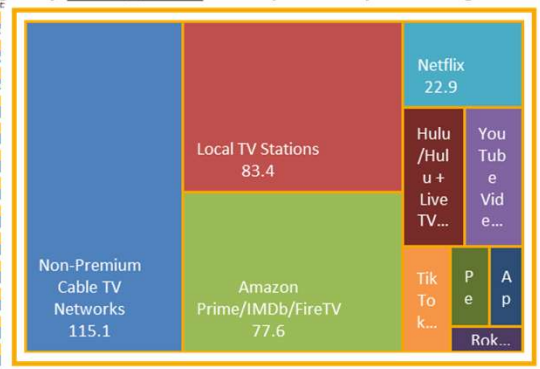


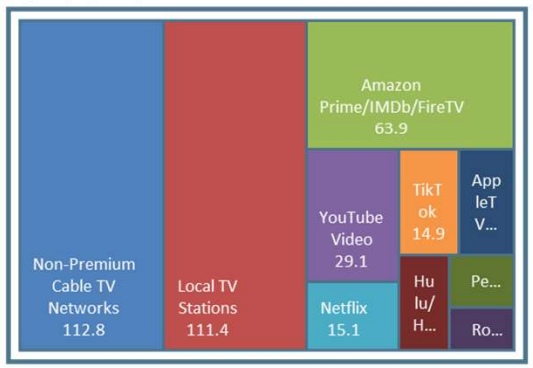


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





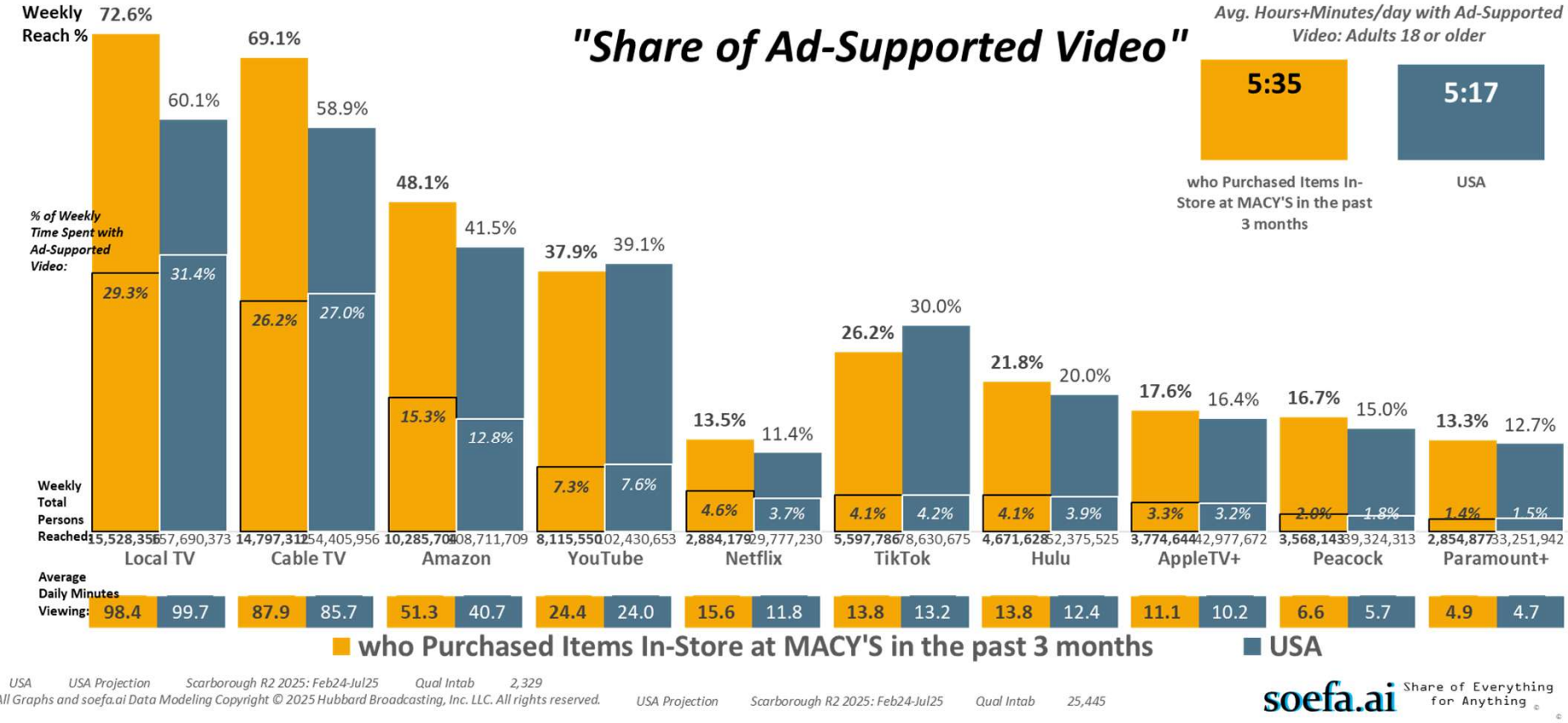
WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 344

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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

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USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 2,329

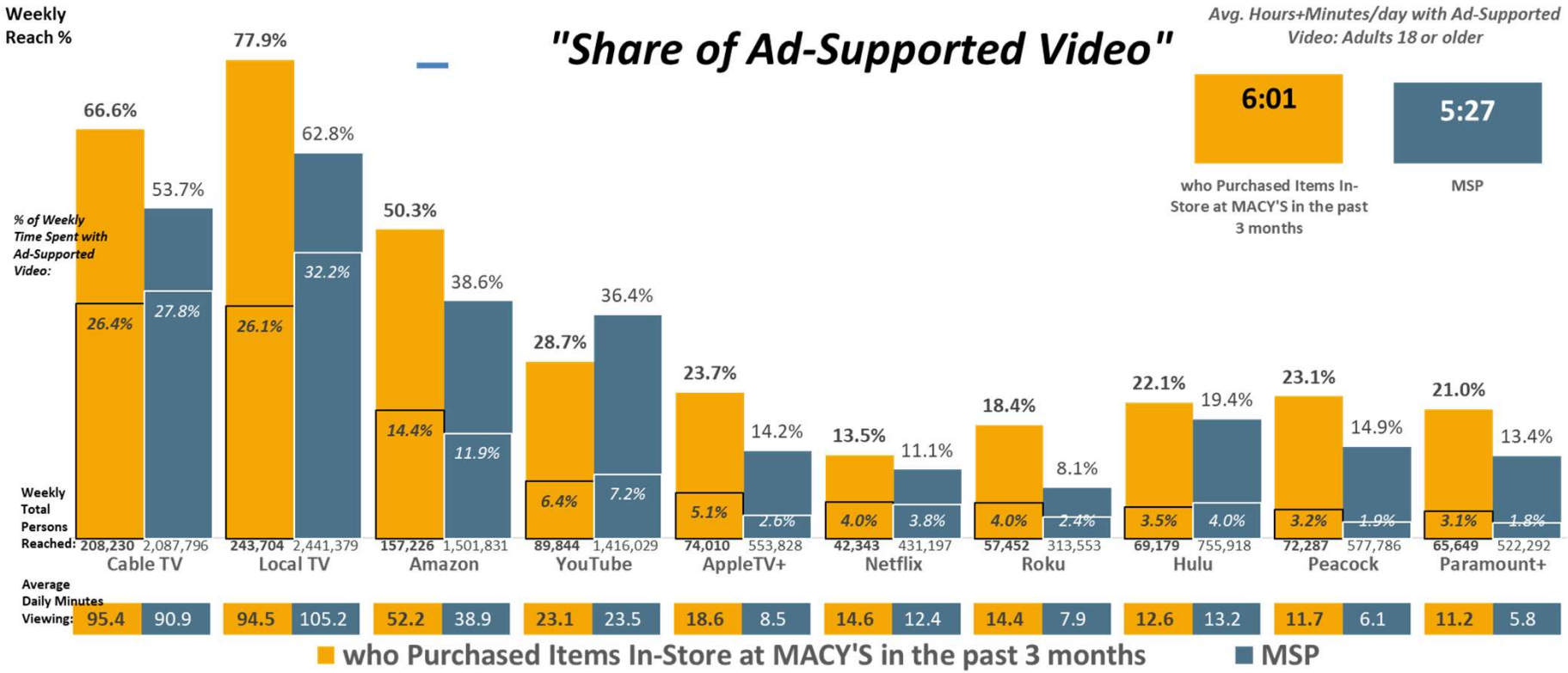
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USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445

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MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 168 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081

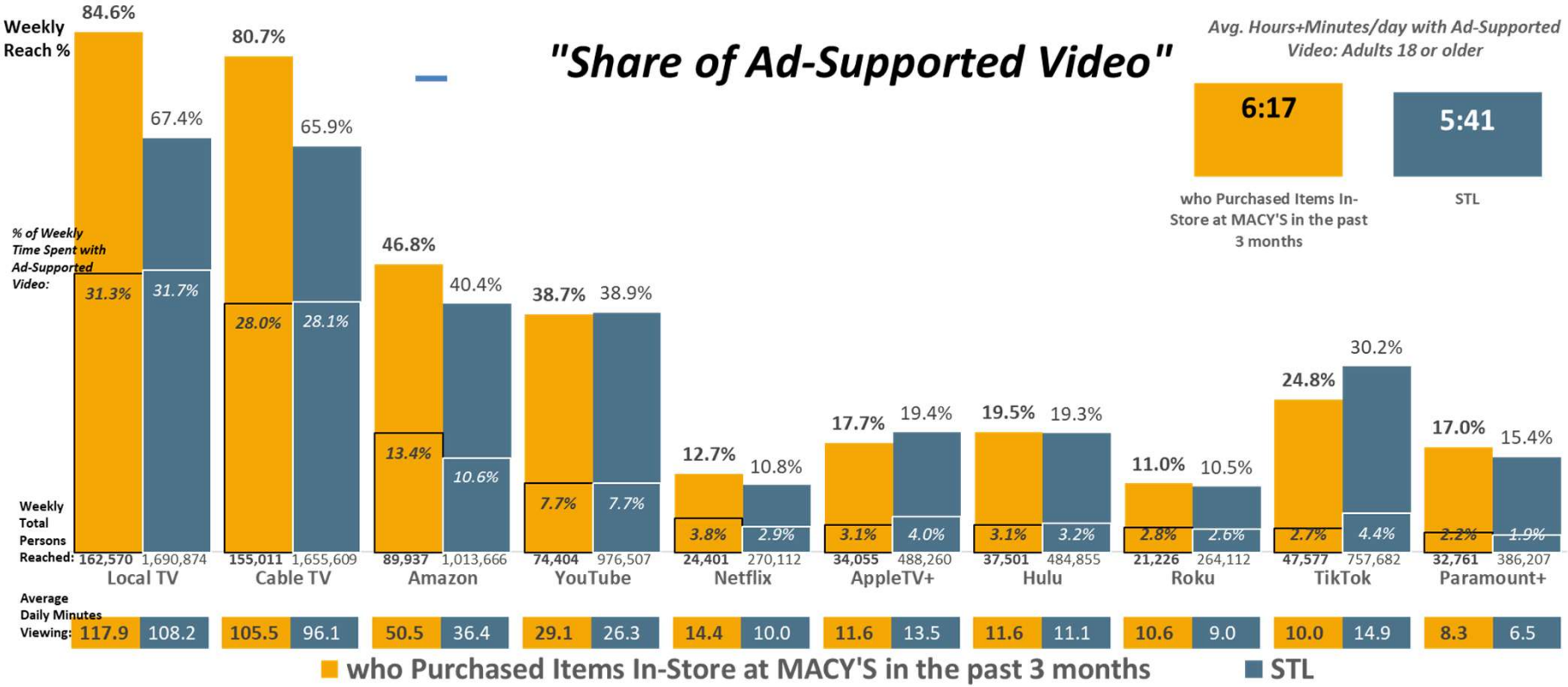
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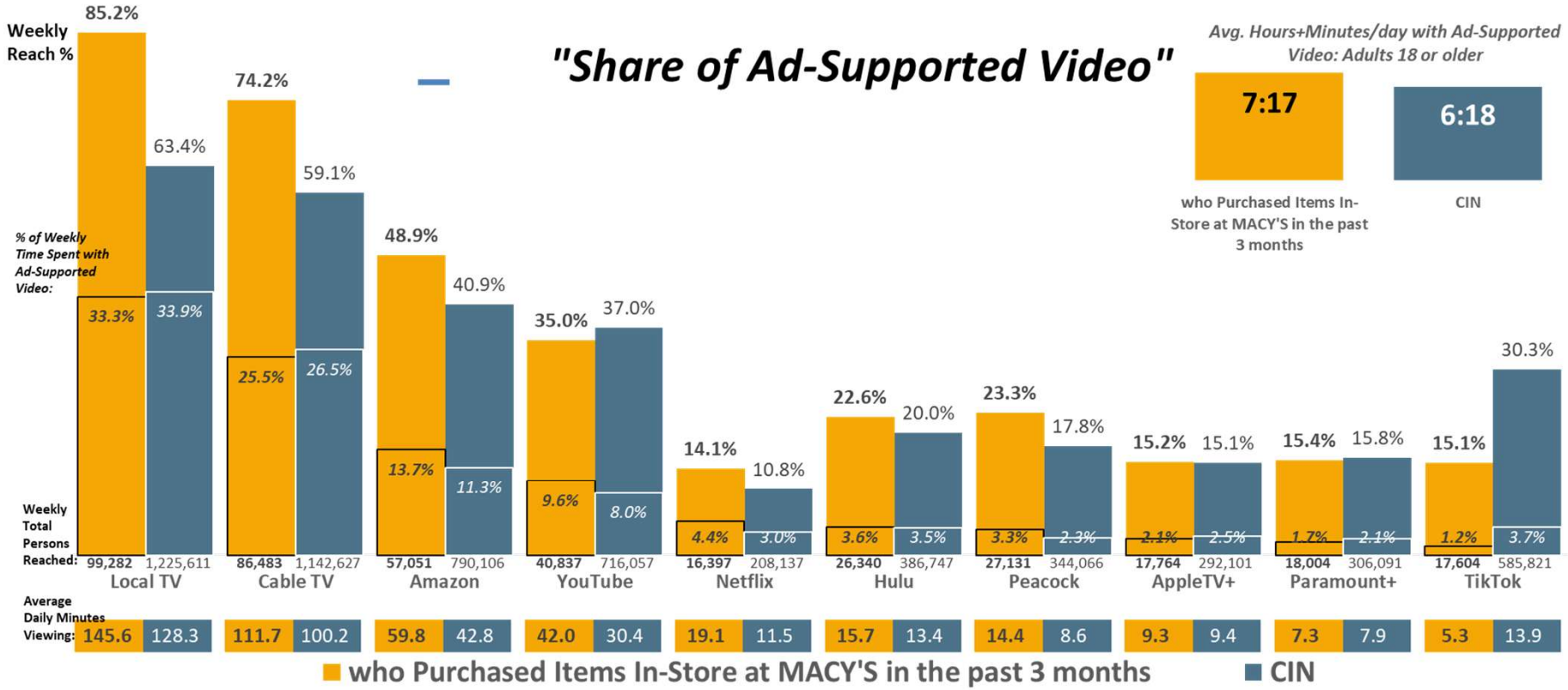
STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 196 ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 151 CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

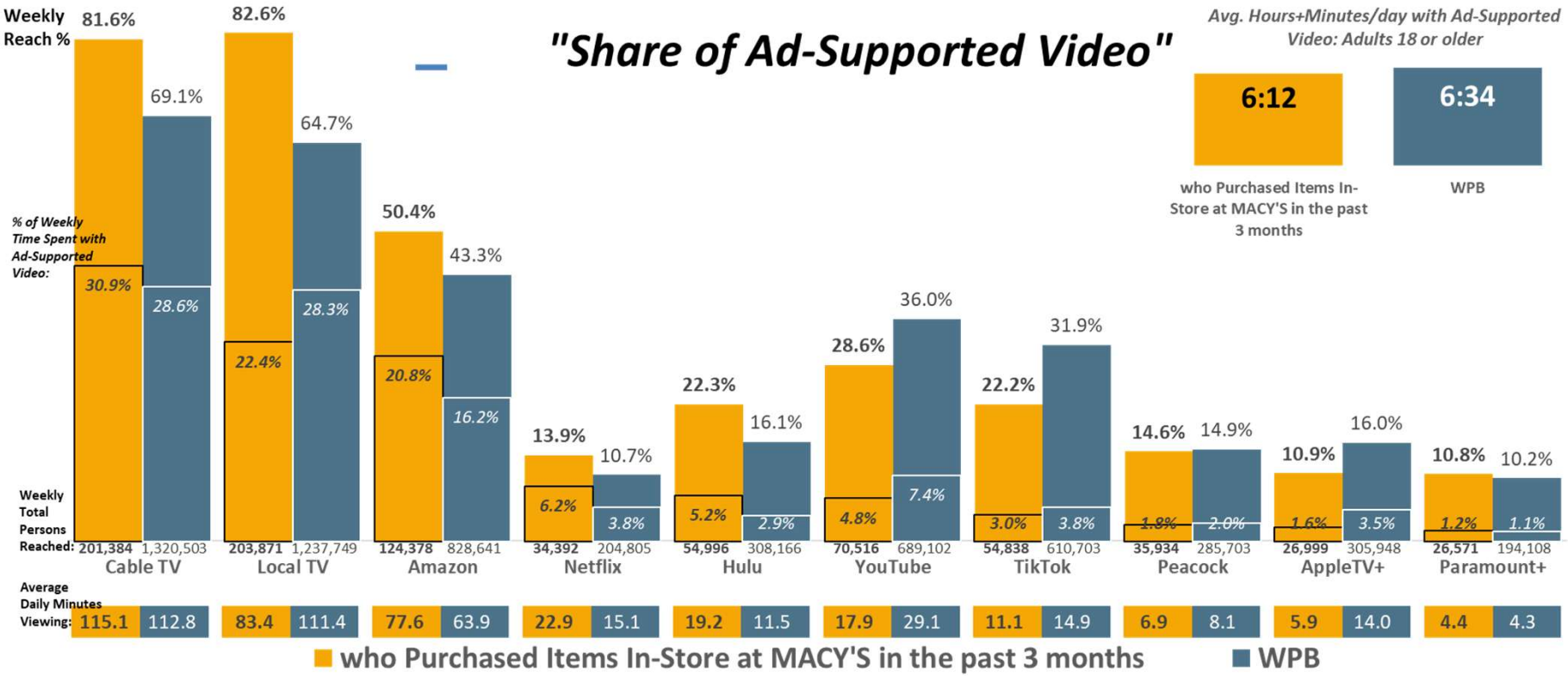
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WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 344 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

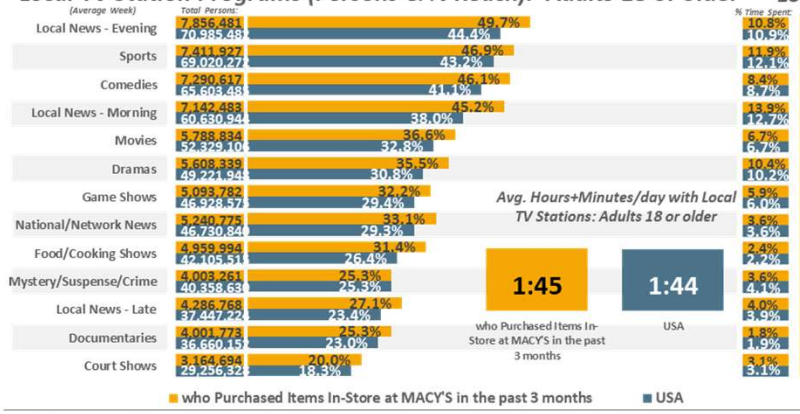
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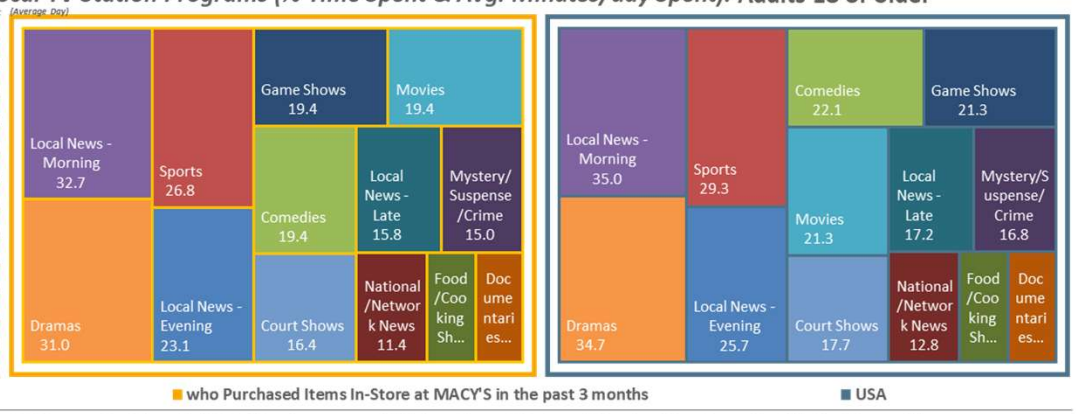
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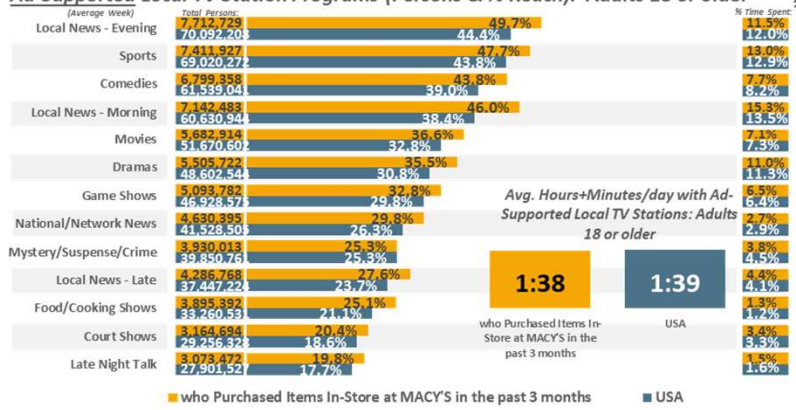
Local TV Station Programs (Persons & % Reach): Adults 18 or older



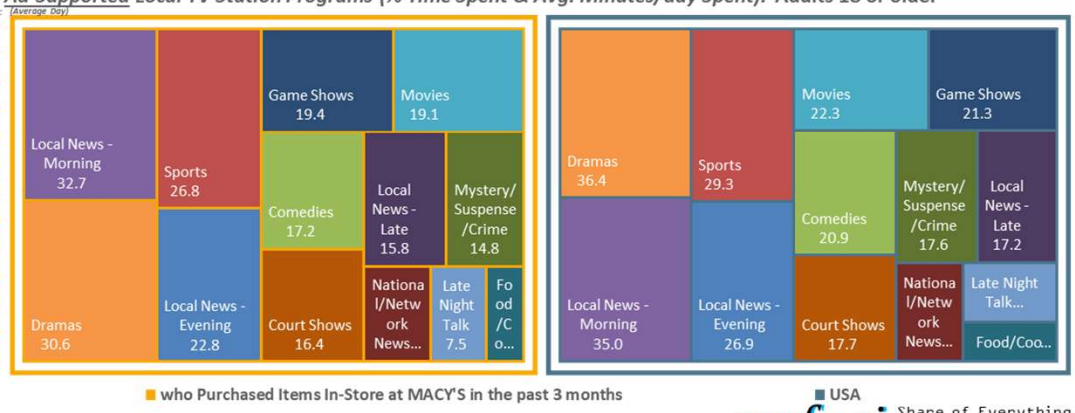
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 2,329

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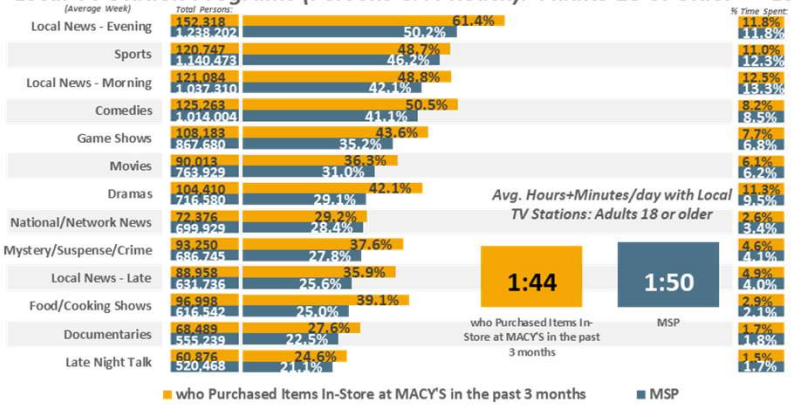
USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445

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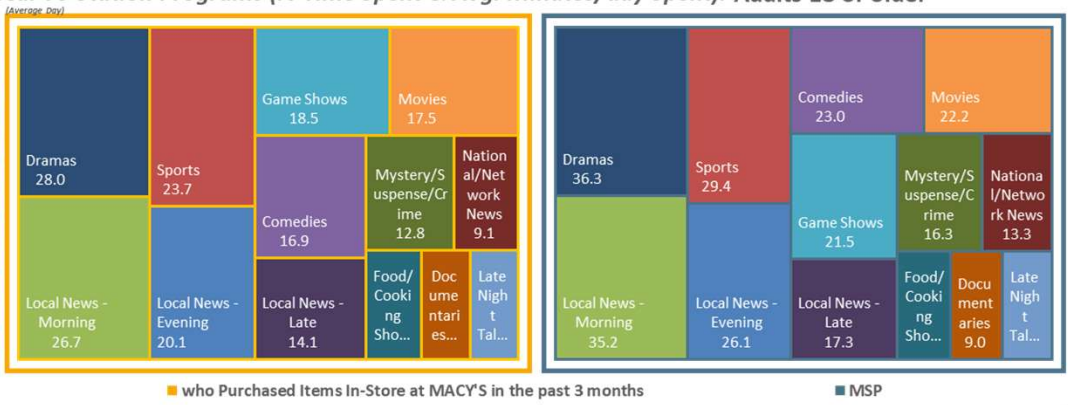
[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

243,704 or 77.9% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Sports, Comedies, Game Shows, and Dramas.

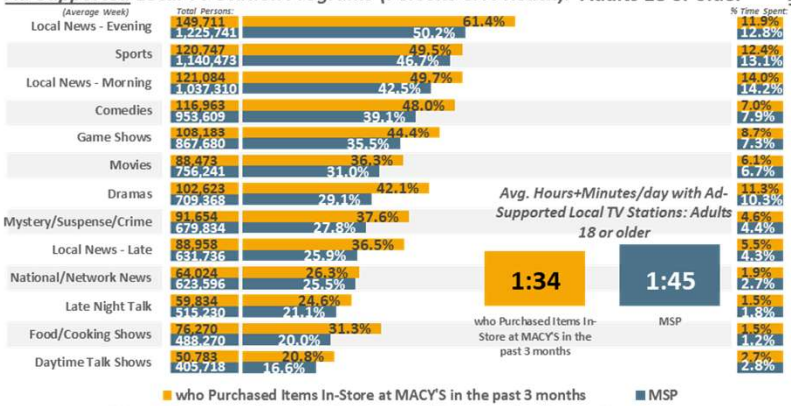
Local TV Station Programs (Persons & % Reach): Adults 18 or older



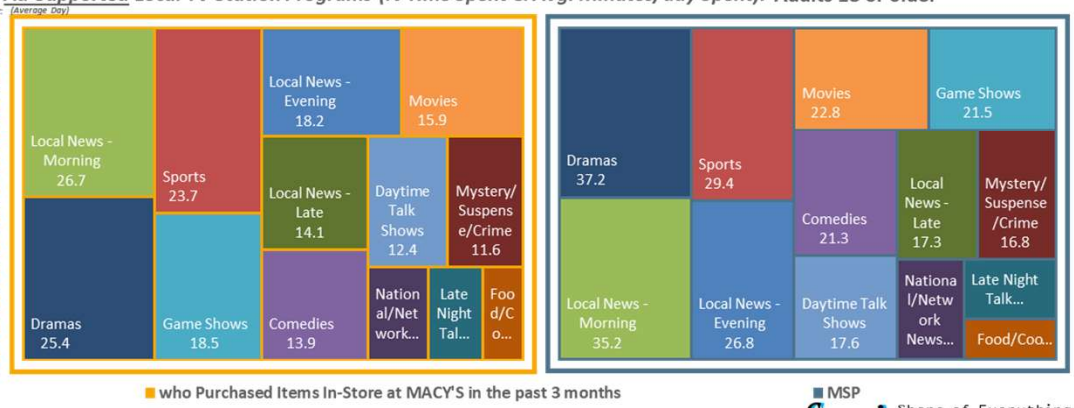
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 168

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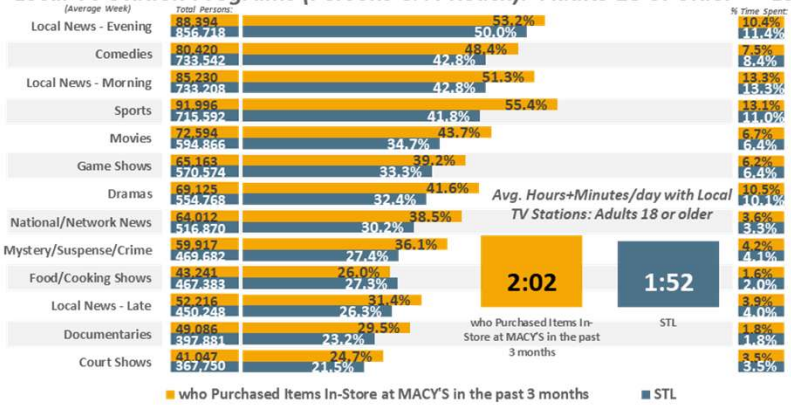
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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

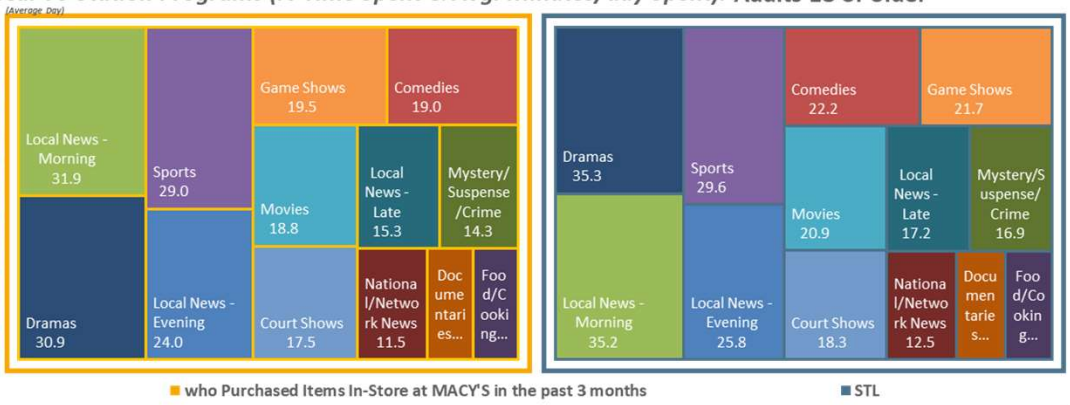


162,570 or 84.6% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Movies, and Dramas.

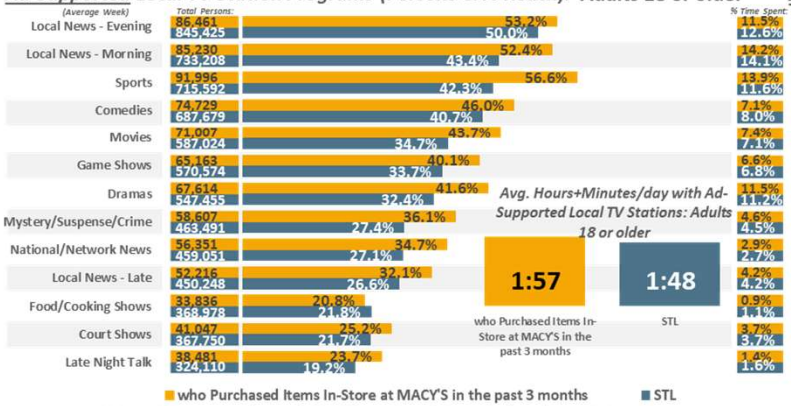
Local TV Station Programs (Persons & % Reach): Adults 18 or older



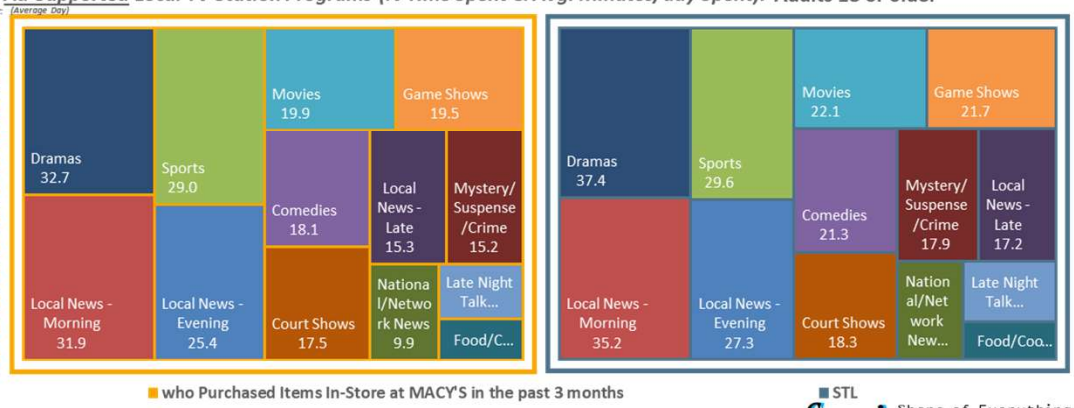
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 196

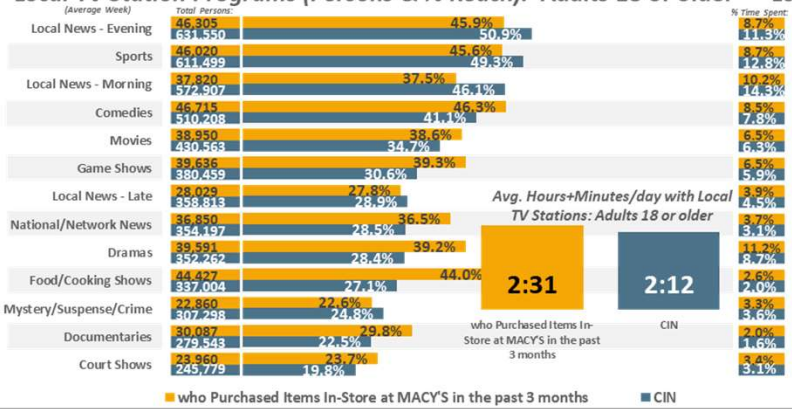
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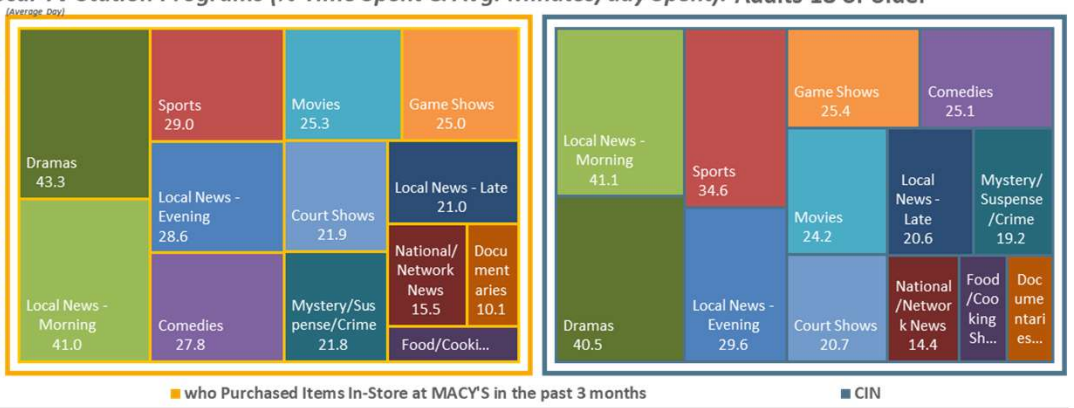
[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

99,282 or 85.2% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Game Shows, Dramas, and Movies.

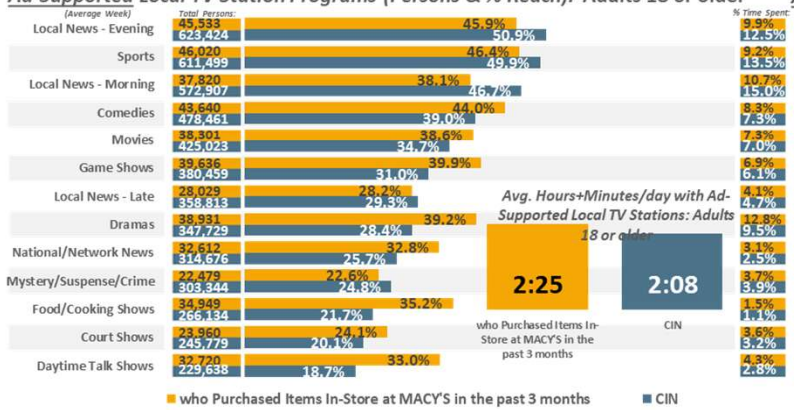
Local TV Station Programs (Persons & % Reach): Adults 18 or older



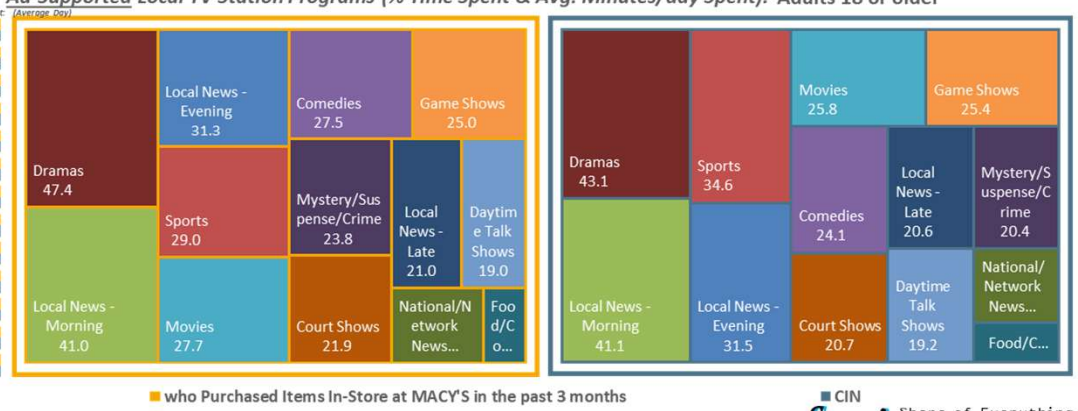
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 151

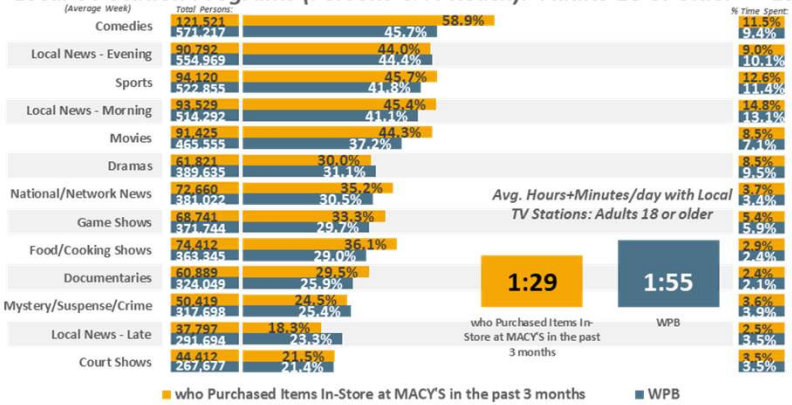
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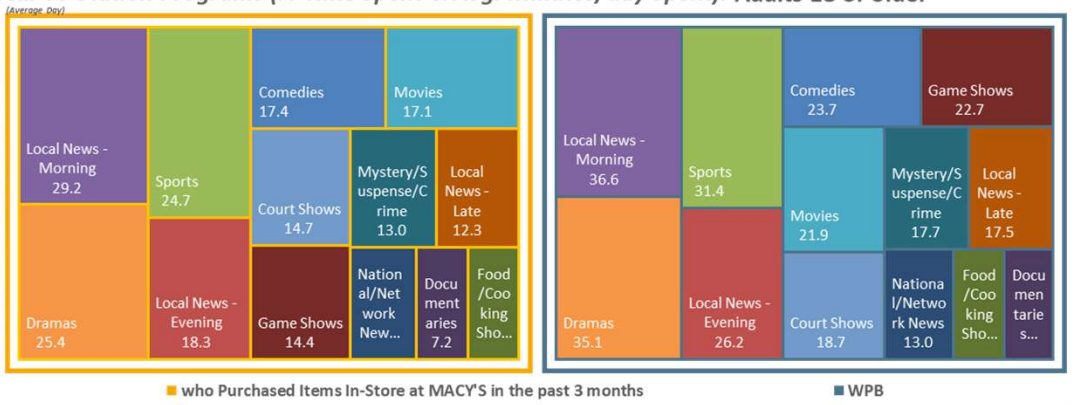
[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

203,871 or 82.6% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Sports, Local News - Morning, Movies, Local News - Evening, and Game Shows.

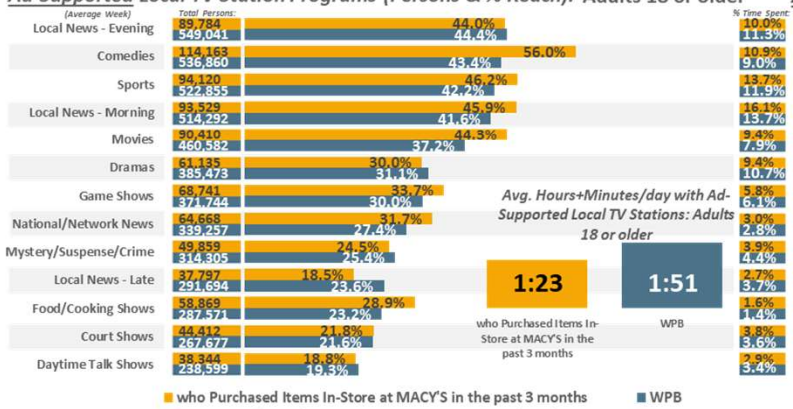
Local TV Station Programs (Persons & % Reach): Adults 18 or older



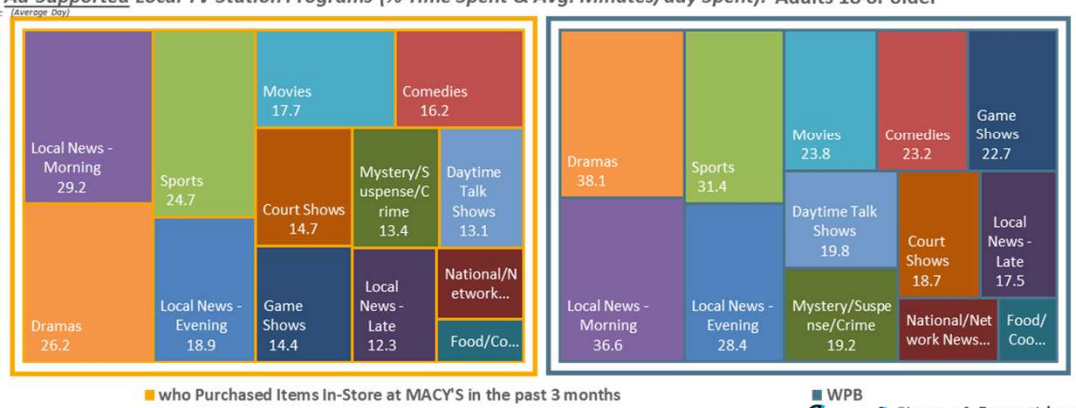
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 344

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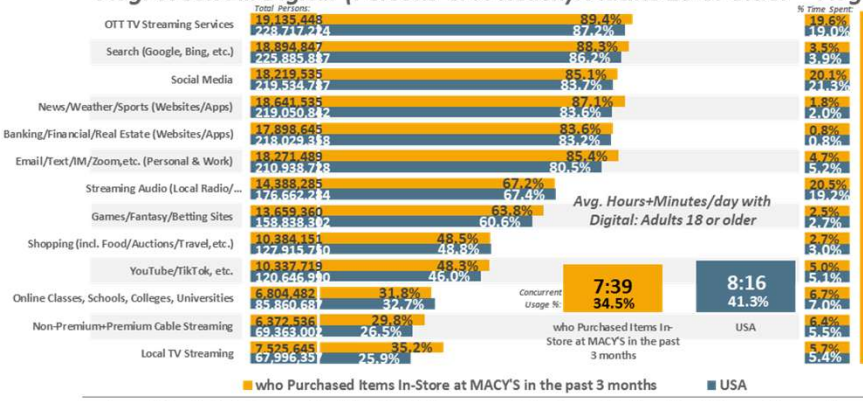
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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

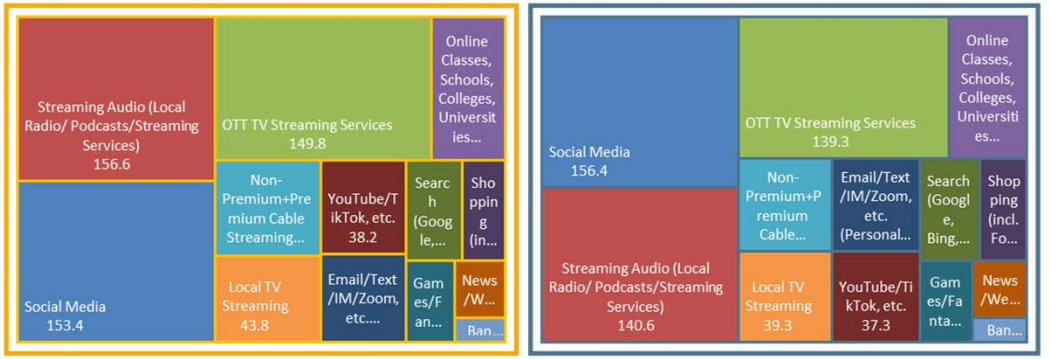


16,083,493 or 75.2% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months use Ad-Supported Social Media for an average of 135.5 minutes every day representing 24.1% of all time spent daily with Ad-Supported Digital Media.

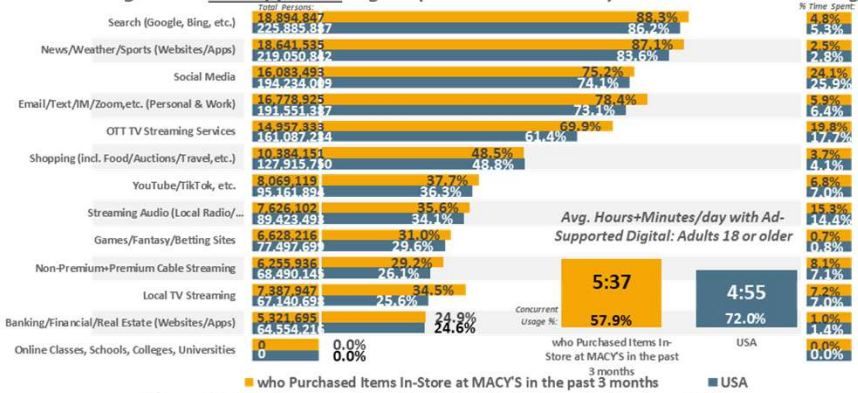
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



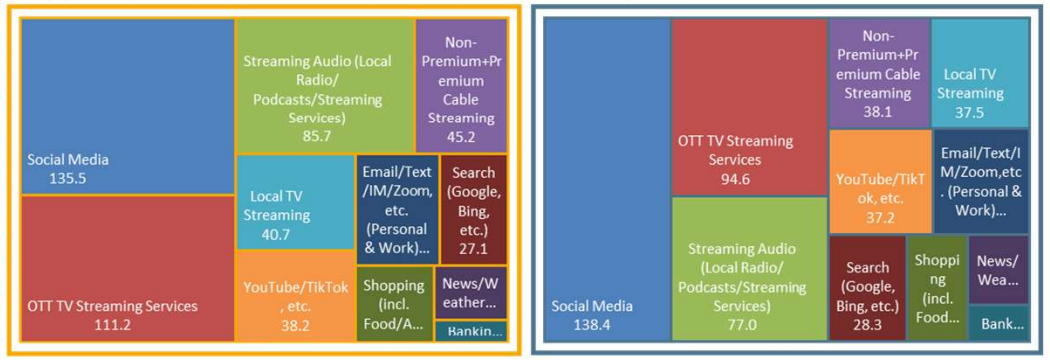
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



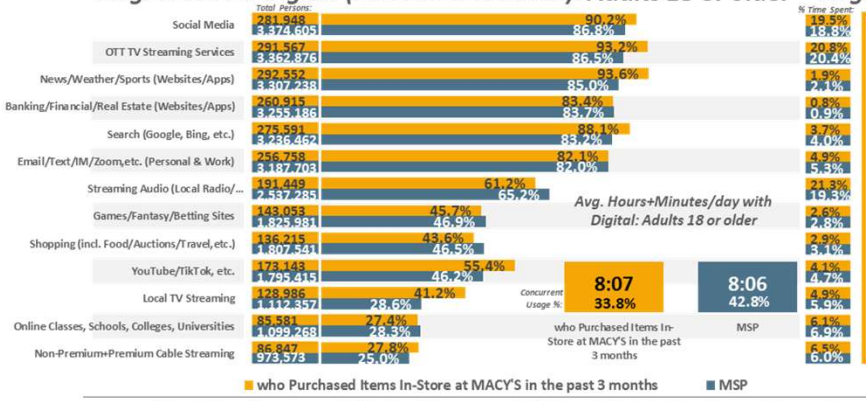
USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 2,329
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USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445
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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

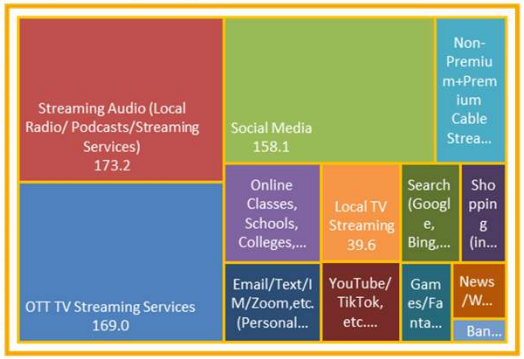


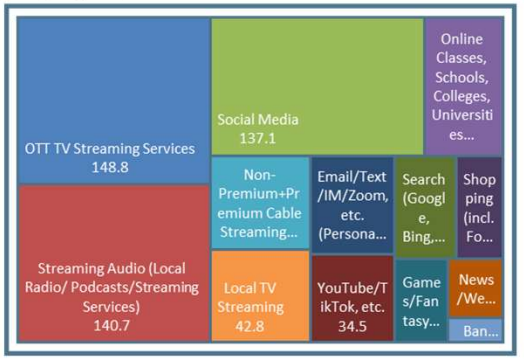
248,283 or 79.4% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months use Ad-Supported Social Media for an average of 139.2 minutes every day representing 23.2% of all time spent daily with Ad-Supported Digital Media.

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

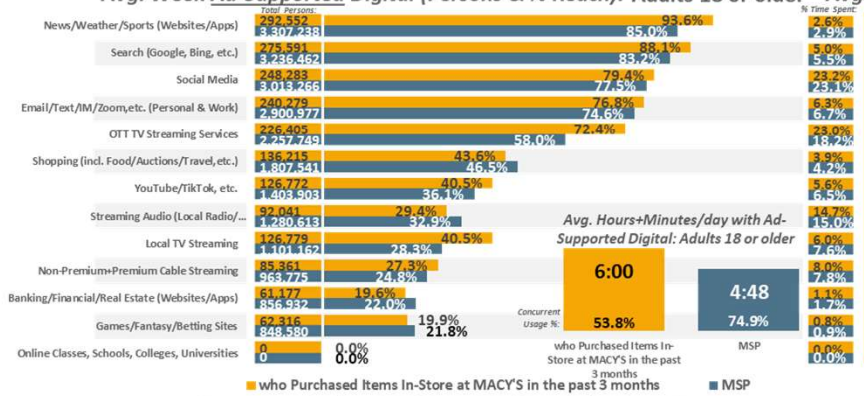


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

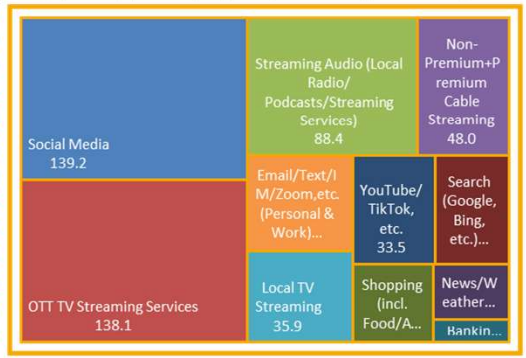


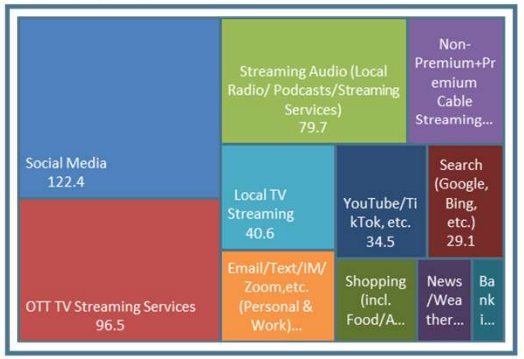


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 168

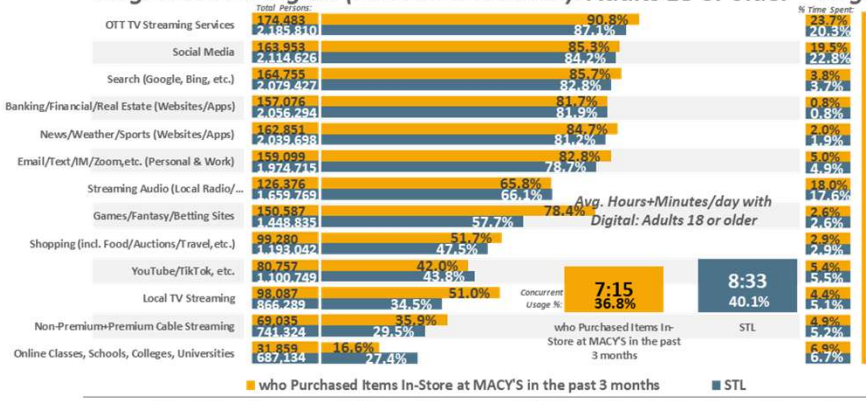
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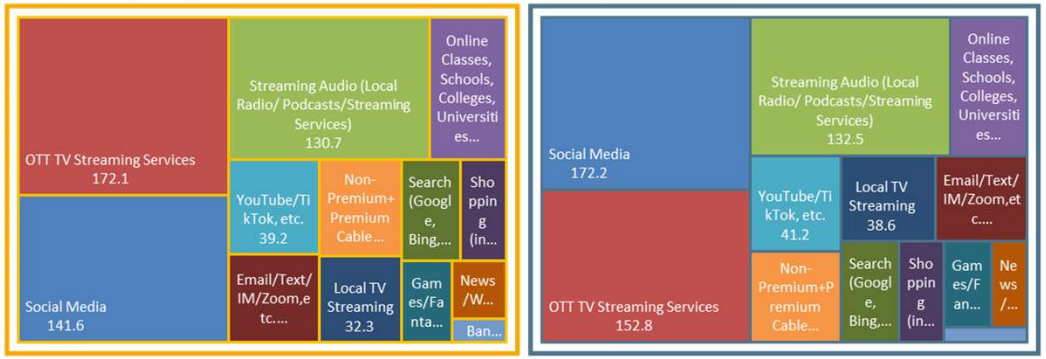
[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

143,217 or 74.5% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months use Ad-Supported Social Media for an average of 123.7 minutes every day representing 23.3% of all time spent daily with Ad-Supported Digital Media.

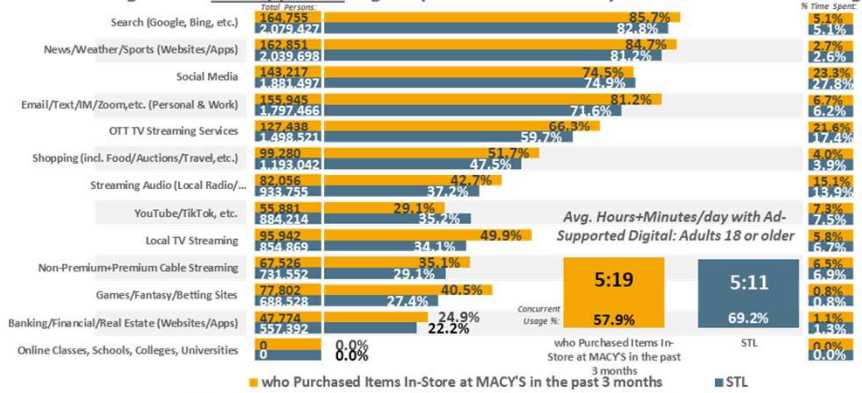
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



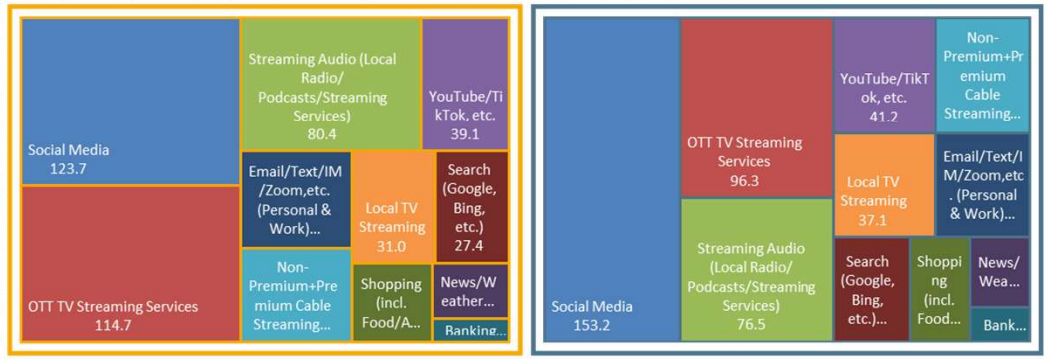
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 196

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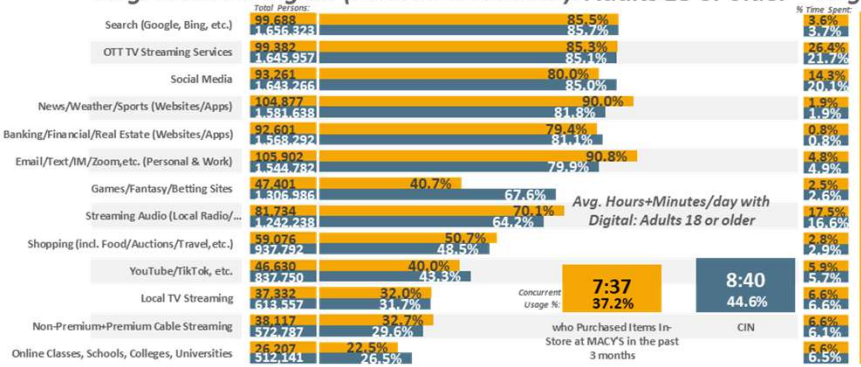
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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

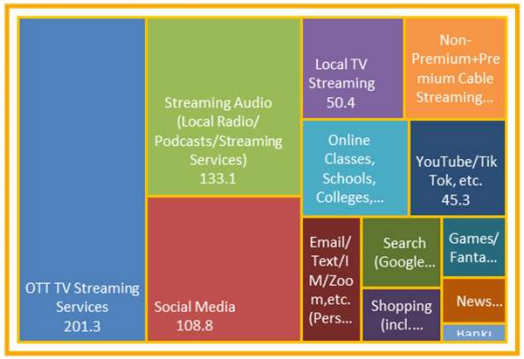


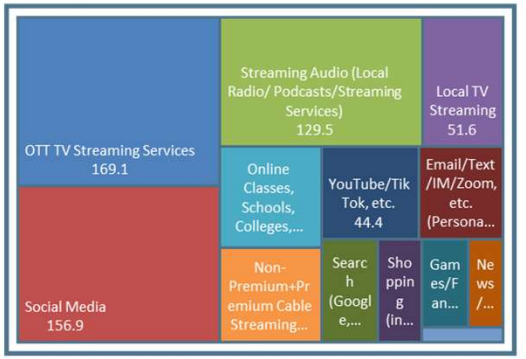
86,350 or 74.1% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months use Ad-Supported Social Media for an average of 100.7 minutes every day representing 18.5% of all time spent daily with Ad-Supported Digital Media.

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

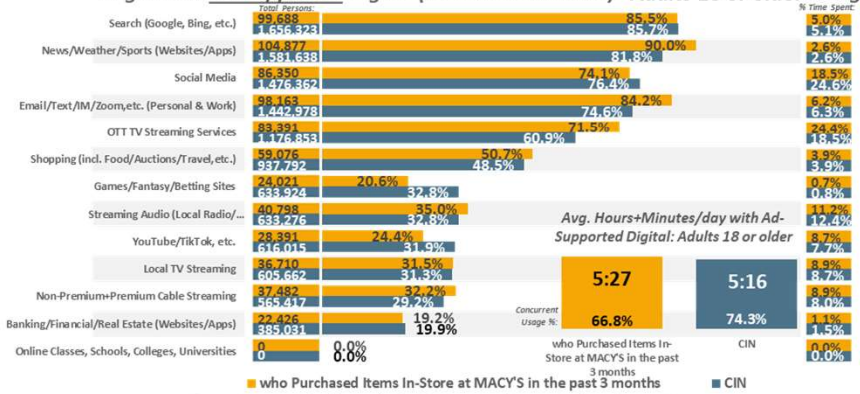


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

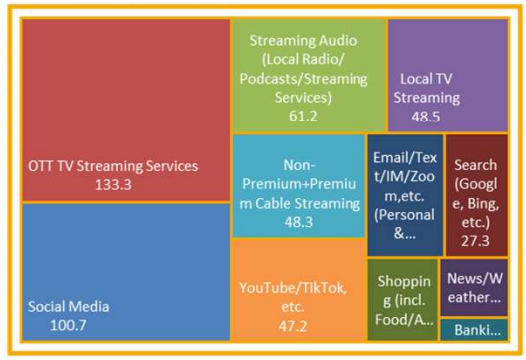


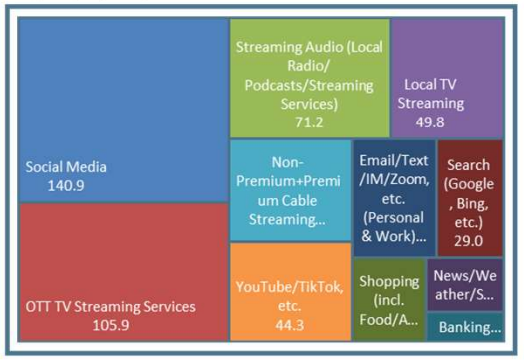


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 151

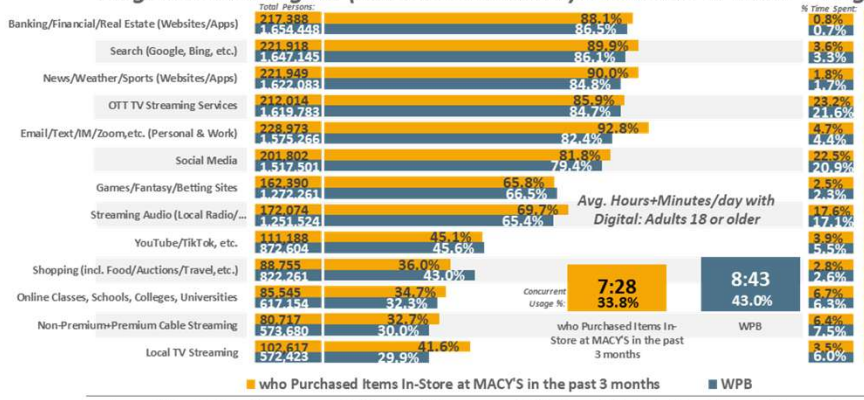
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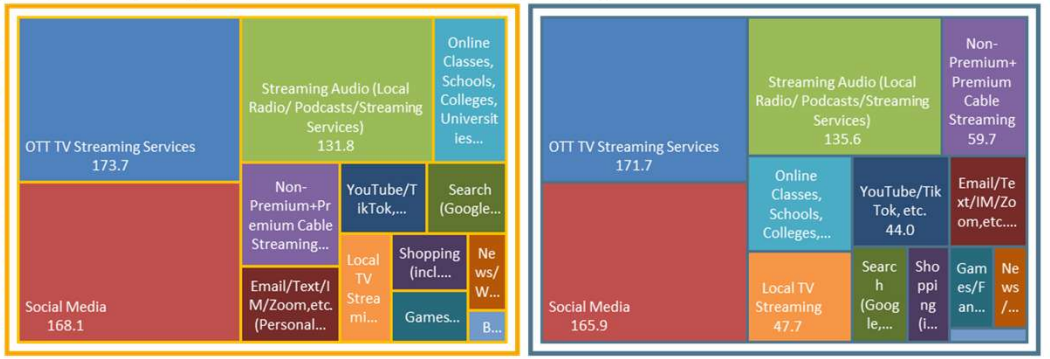
[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

179,356 or 72.7% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months use Ad-Supported Social Media for an average of 149.4 minutes every day representing 26.2% of all time spent daily with Ad-Supported Digital Media.

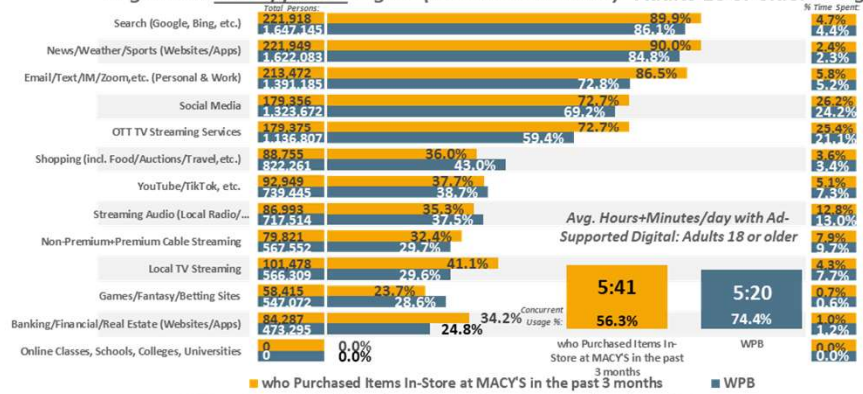
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



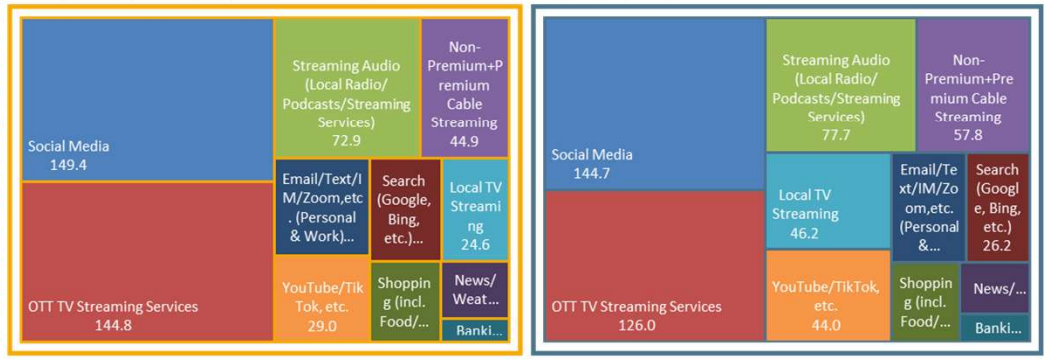
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 344

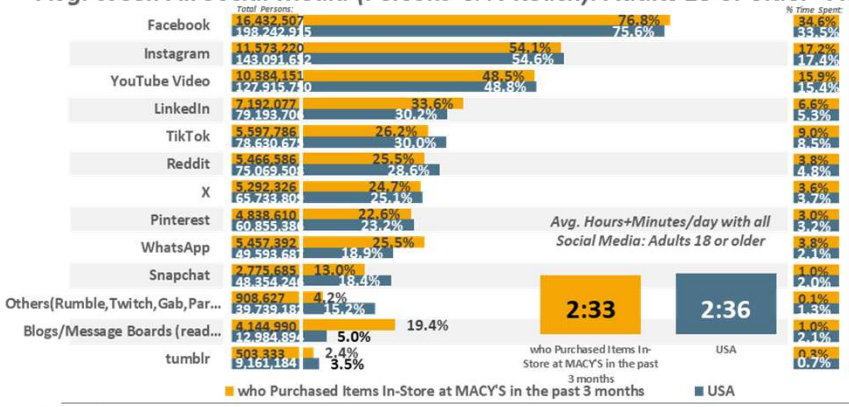
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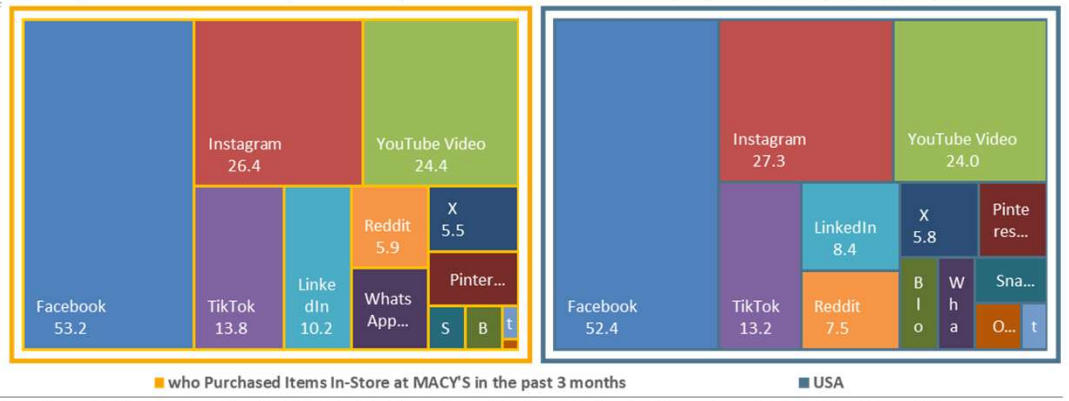
[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

16,083,493 or 75.2% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months use Ad-Supported Facebook for an average of 48.5 minutes every day representing 35.8% of all time spent daily with Ad-Supported Social Media.

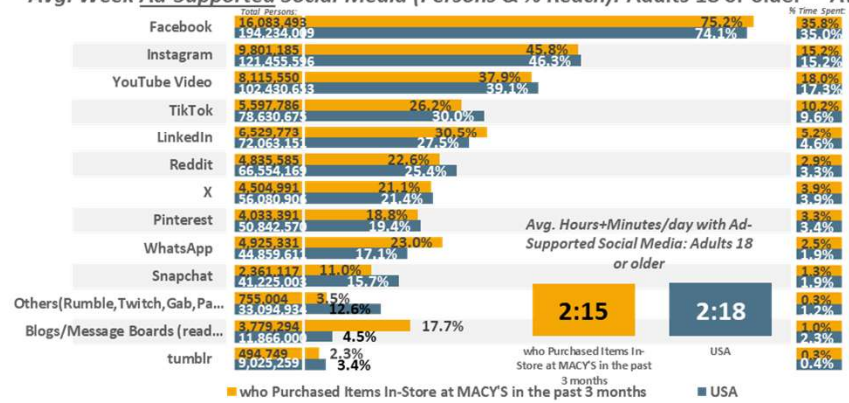
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



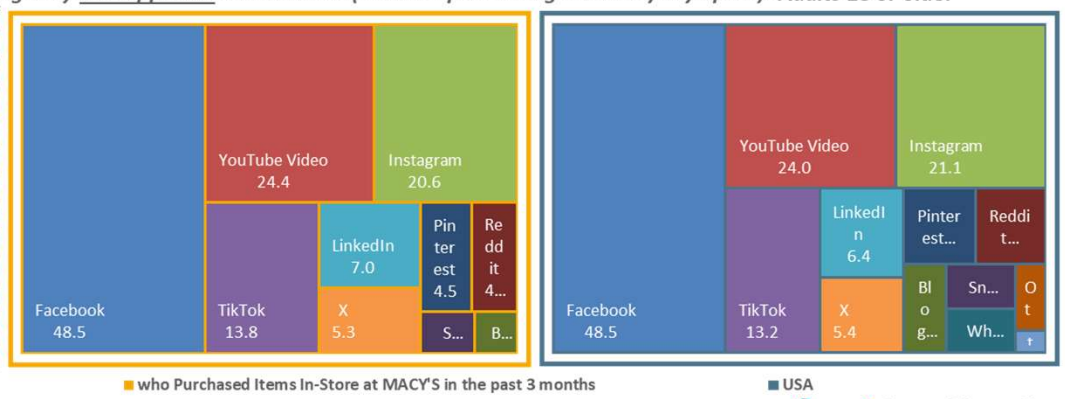
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 2,329

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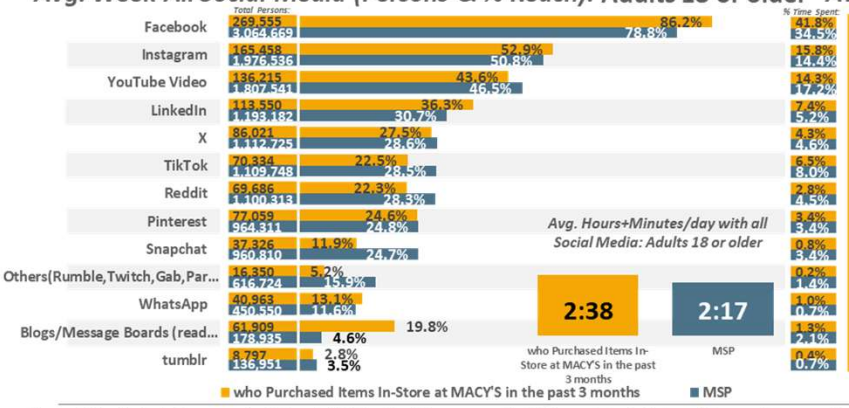
USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445

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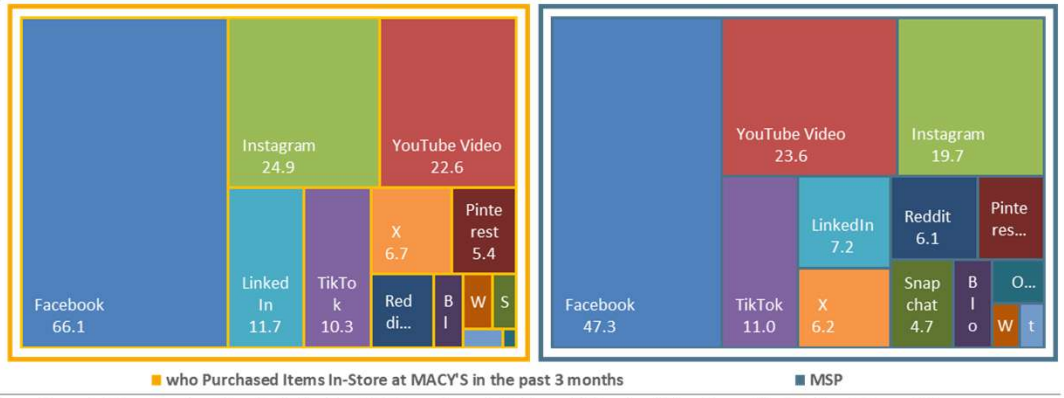
[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

248,283 or 79.4% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months use Ad-Supported Facebook for an average of 54.6 minutes every day representing 39.2% of all time spent daily with Ad-Supported Social Media.

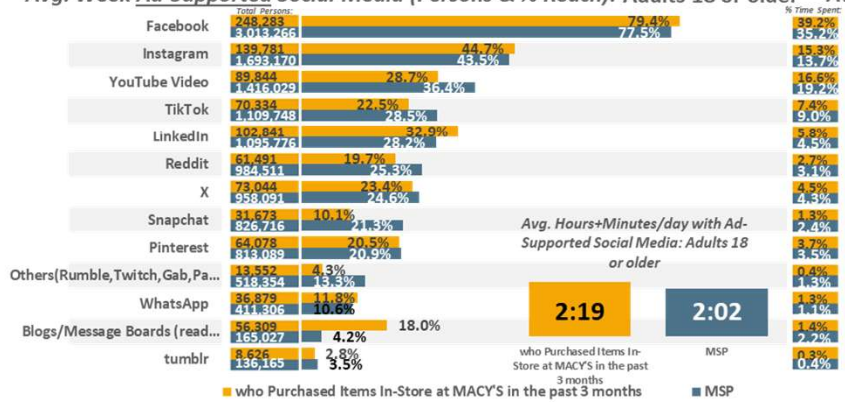
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



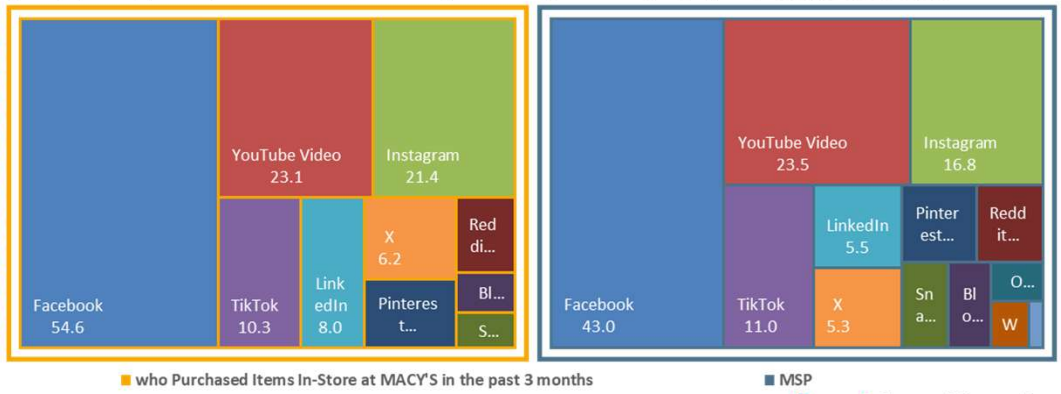
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 168

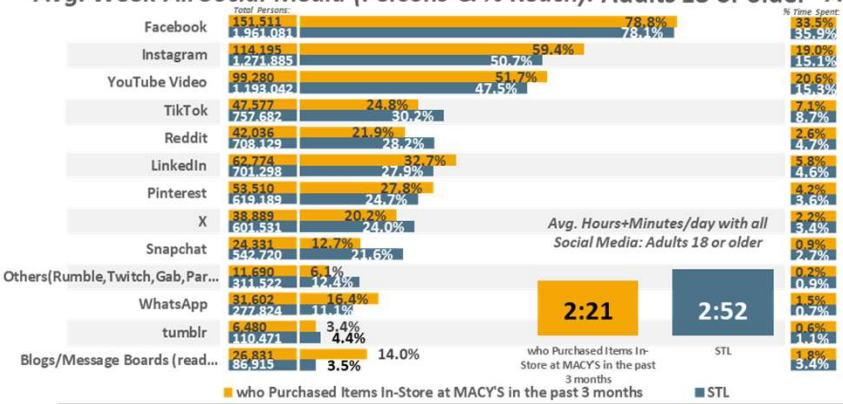
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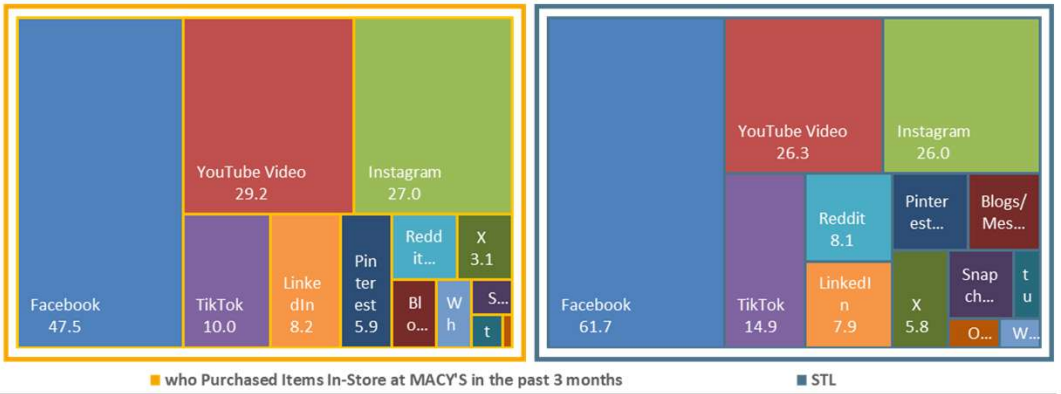
[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

143,217 or 74.5% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months use Ad-Supported Facebook for an average of 41.5 minutes every day representing 33.5% of all time spent daily with Ad-Supported Social Media.

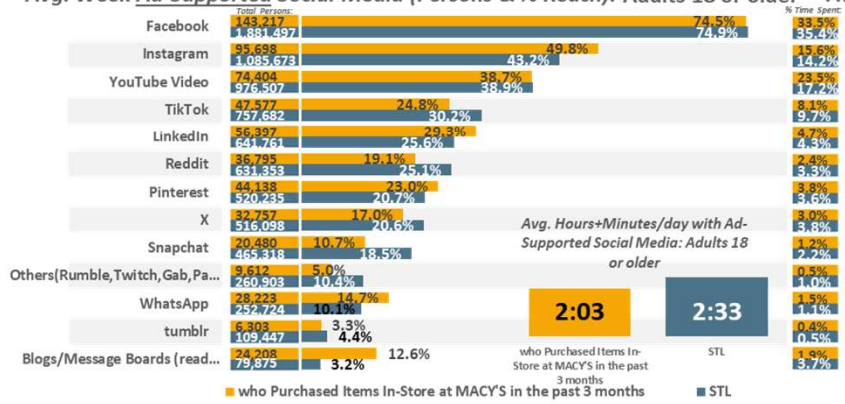
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



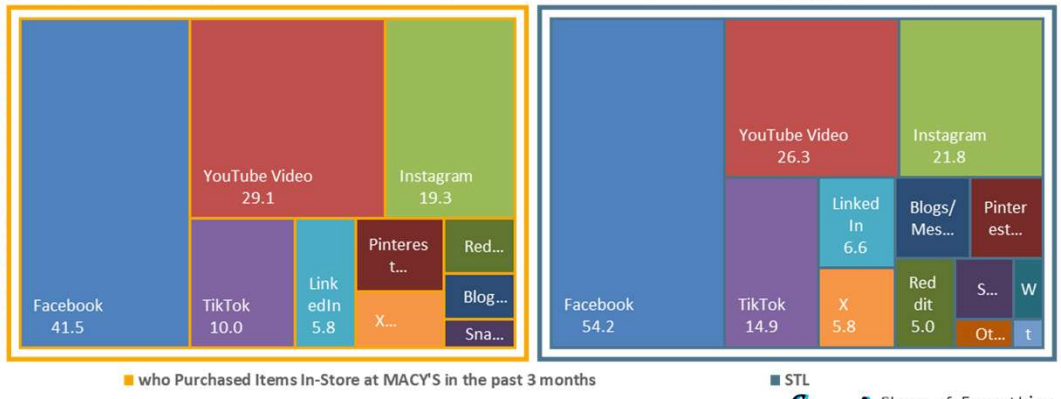
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 196

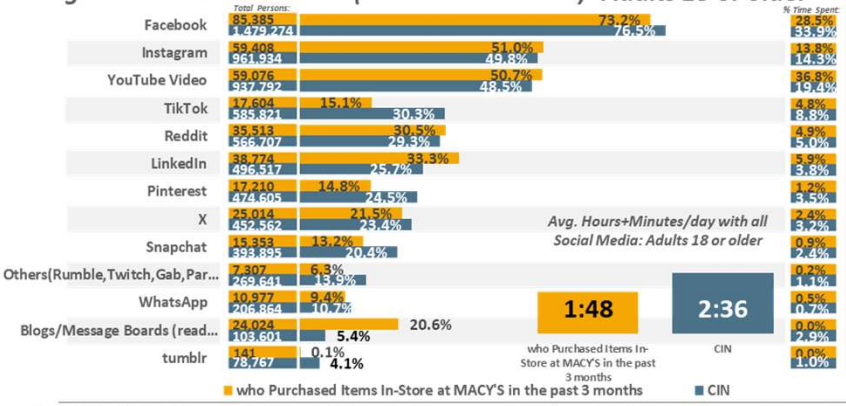
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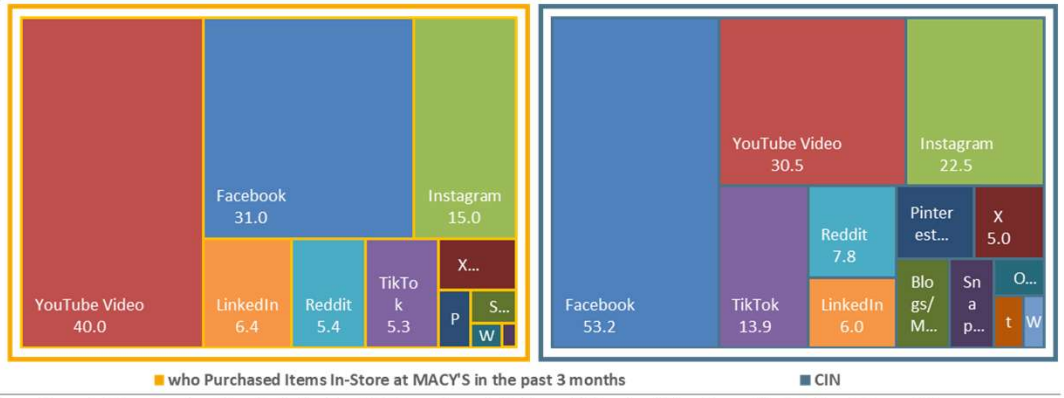
[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

40,837 or 35.% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months use Ad-Supported YouTube Video for an average of 42. minutes every day representing 41.6% of all time spent daily with Ad-Supported Social Media.

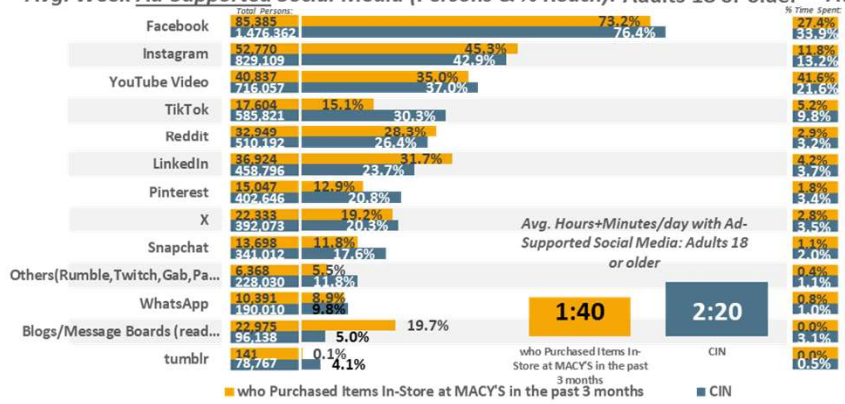
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



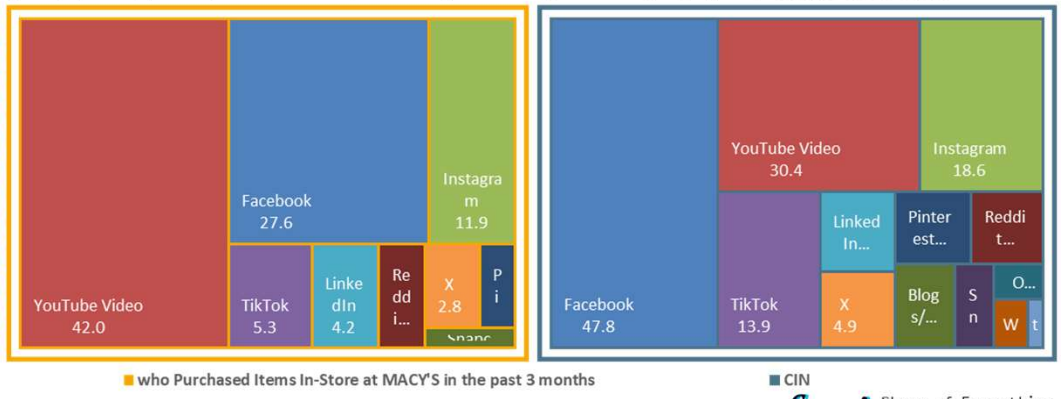
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 151

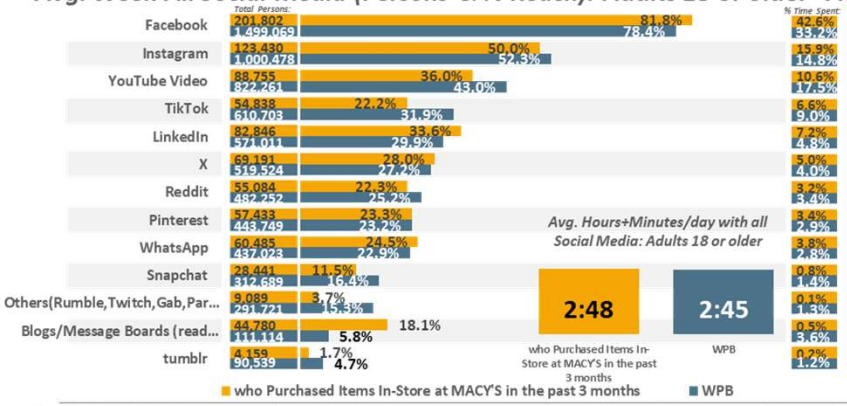
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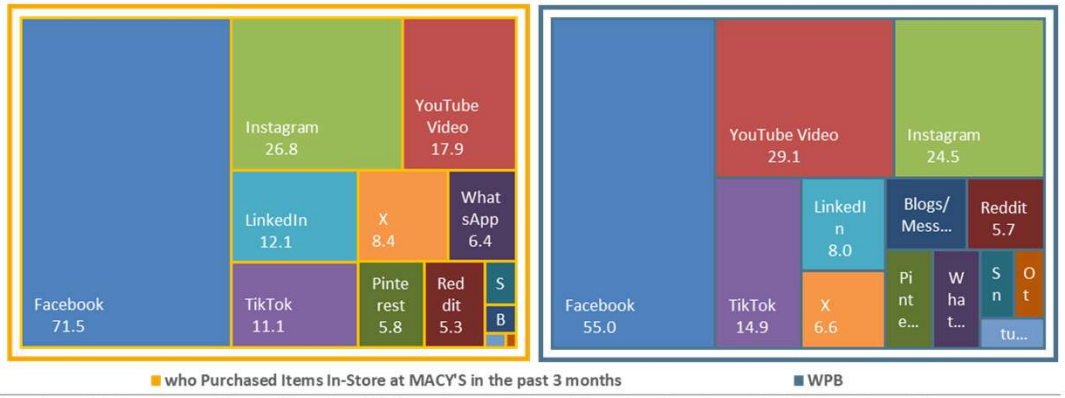
[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

179,356 or 72.7% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months use Ad-Supported Facebook for an average of 60.4 minutes every day representing 40.4% of all time spent daily with Ad-Supported Social Media.

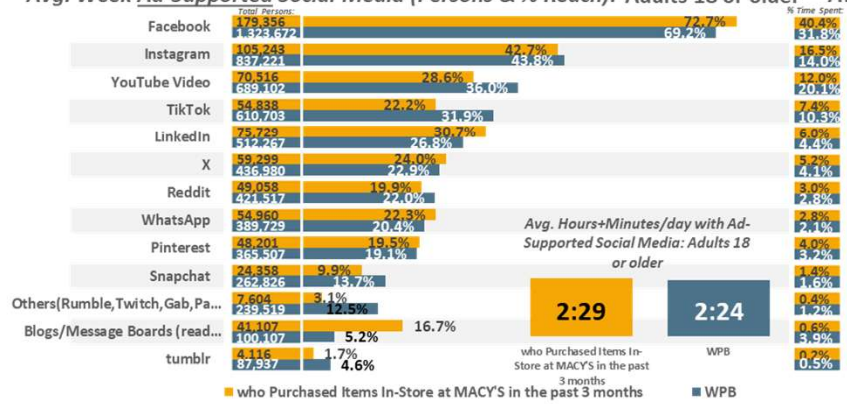
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



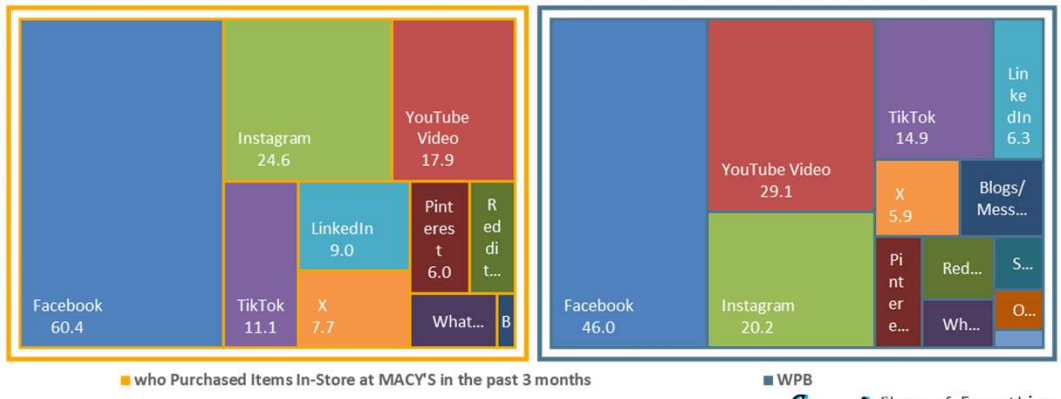
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



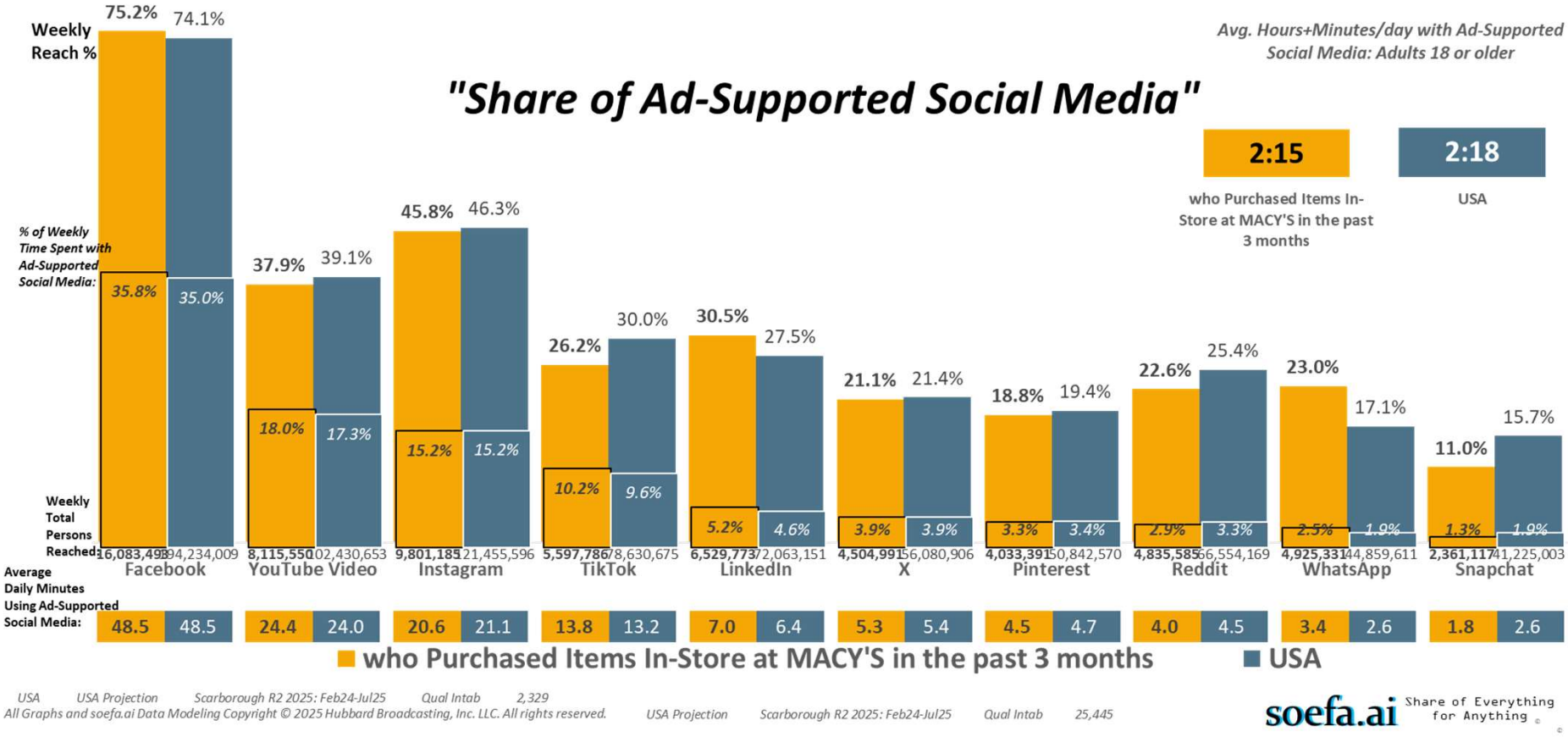
WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 344

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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

16,083,493 or 75.2% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months use Ad-Supported Facebook for an average of 48.5 minutes every day representing 35.8% of all time spent daily with Ad-Supported Social Media.



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 2,329

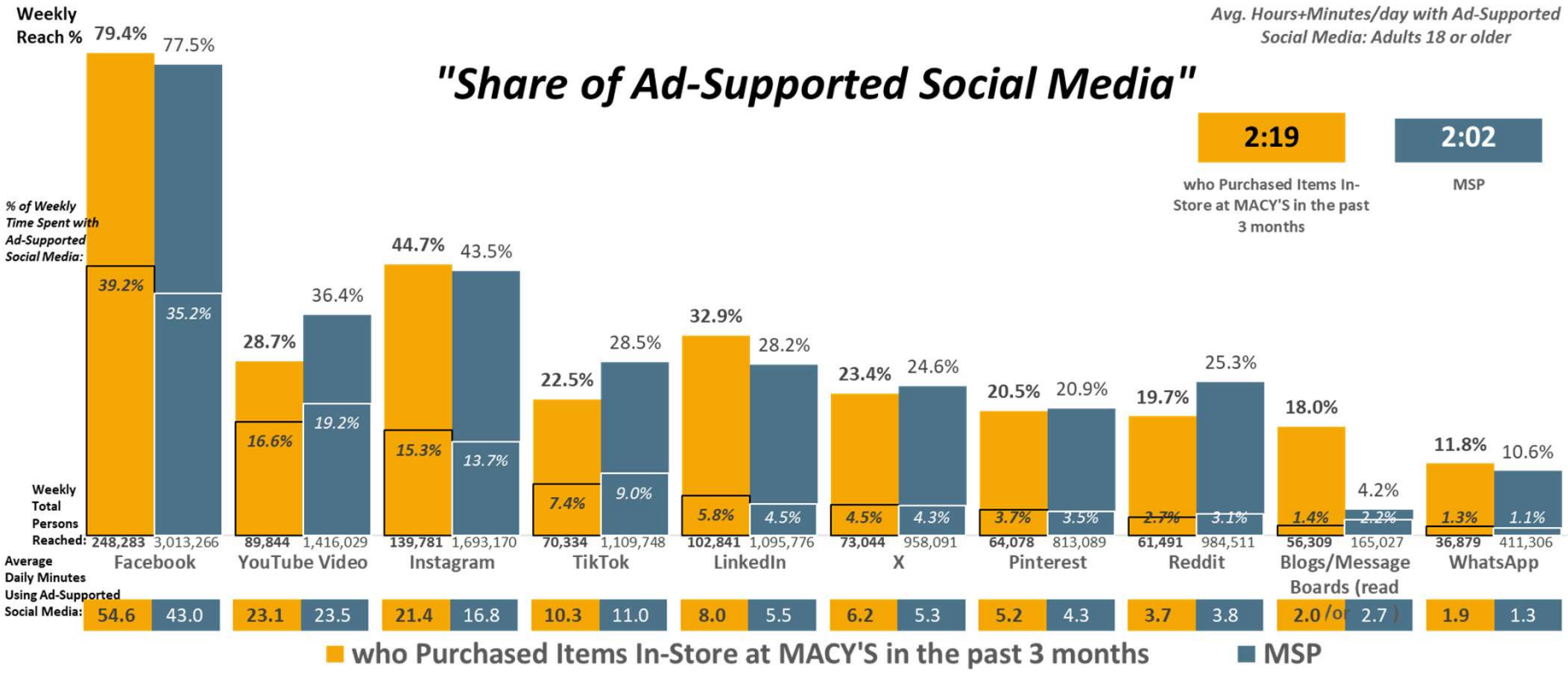
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USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445

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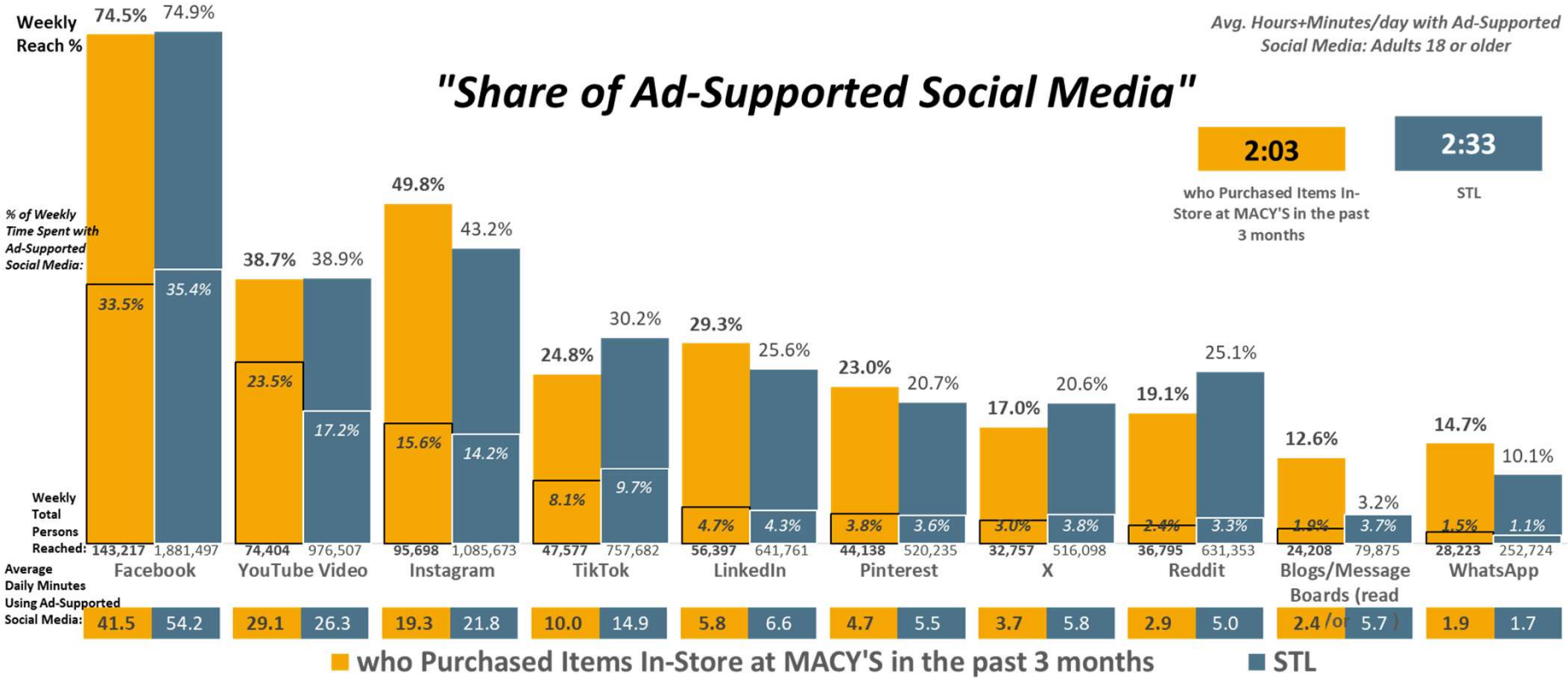
MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 168 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081

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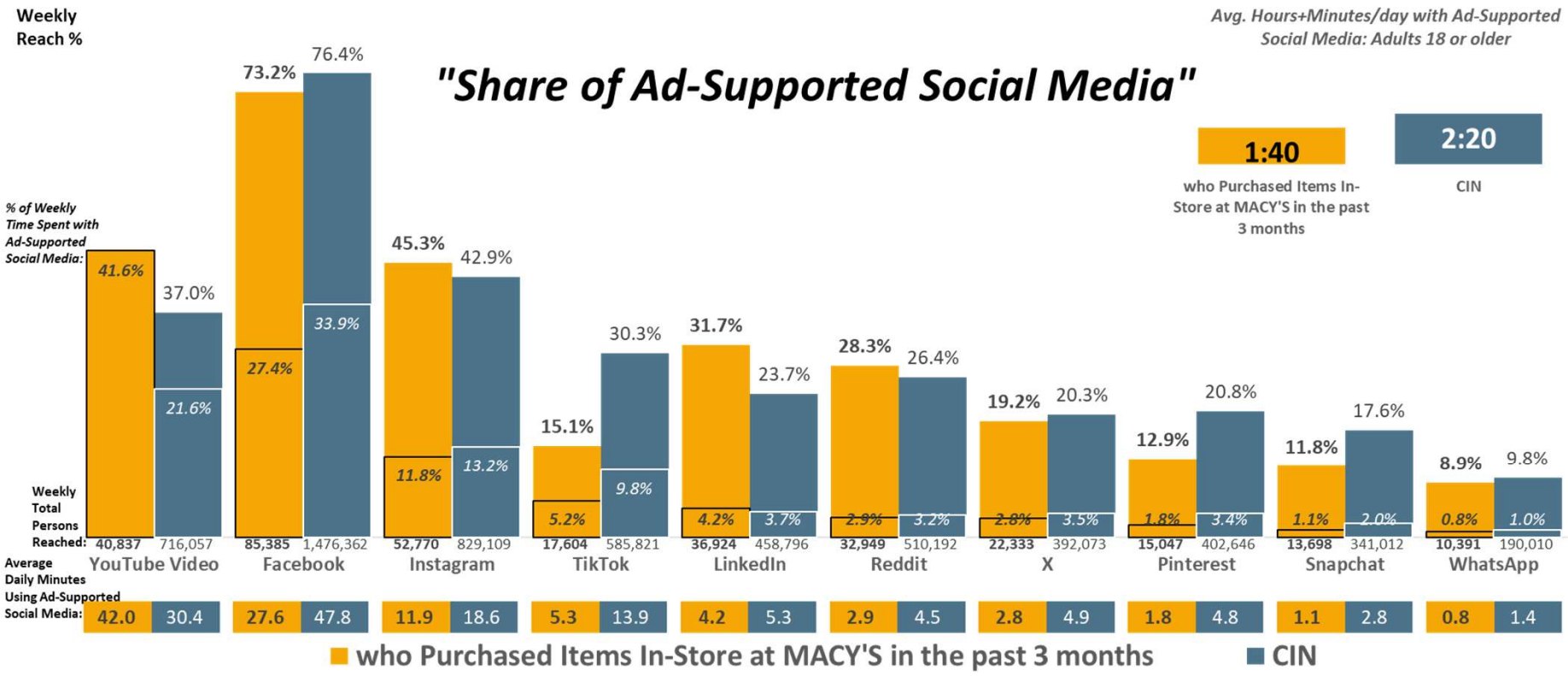
STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 196 ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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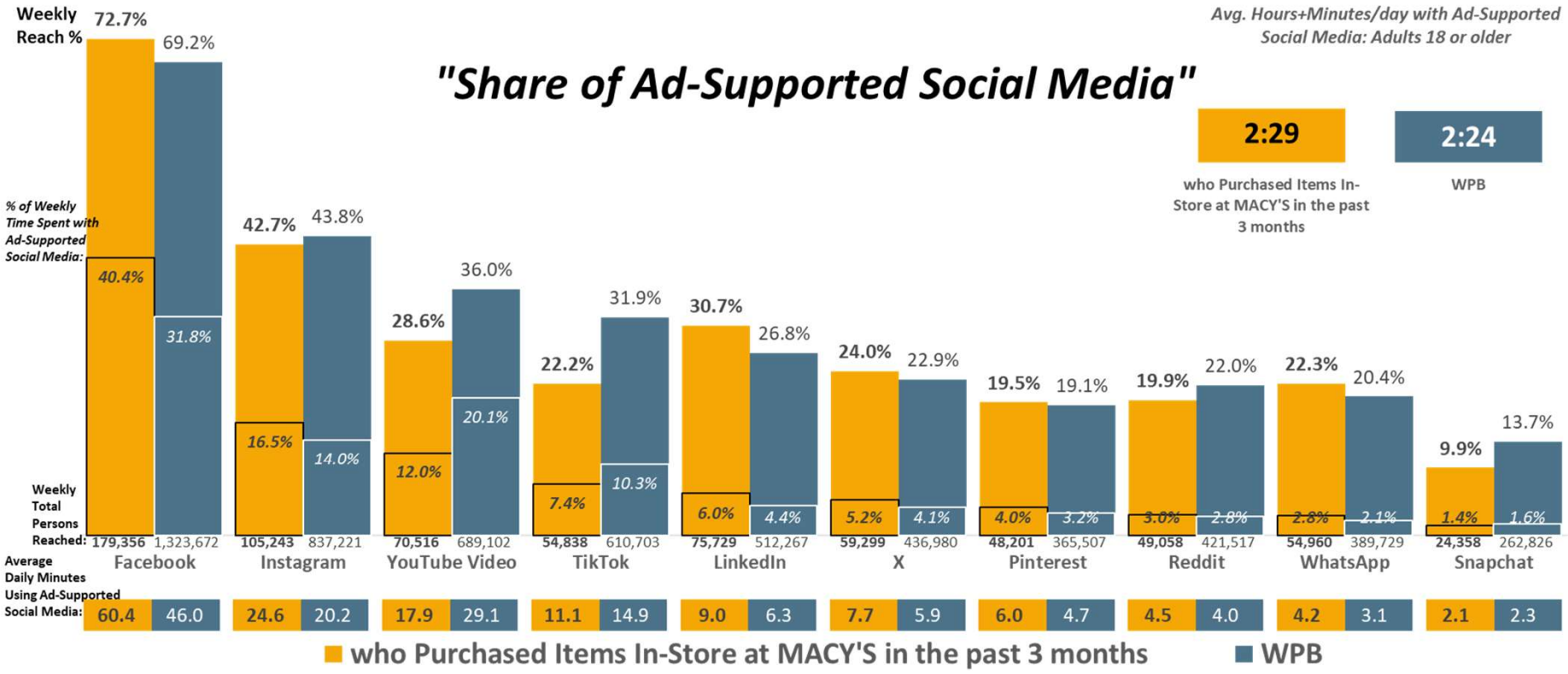
CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 151 CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

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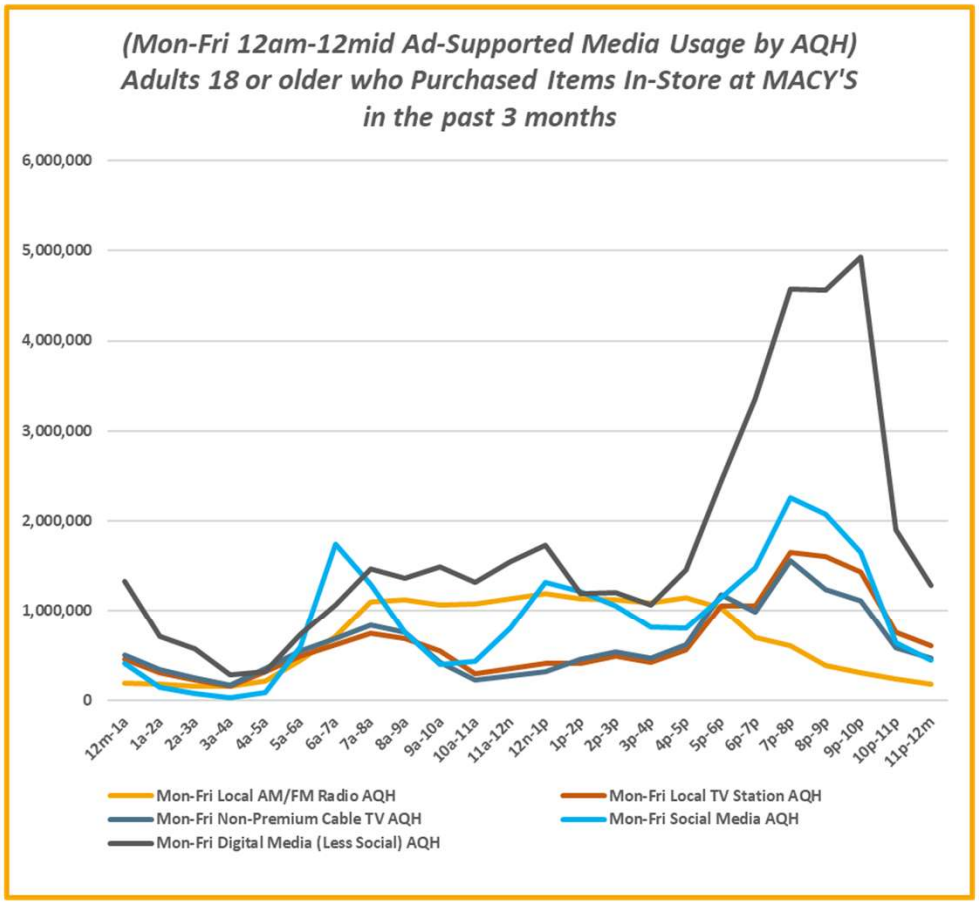
WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 344 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

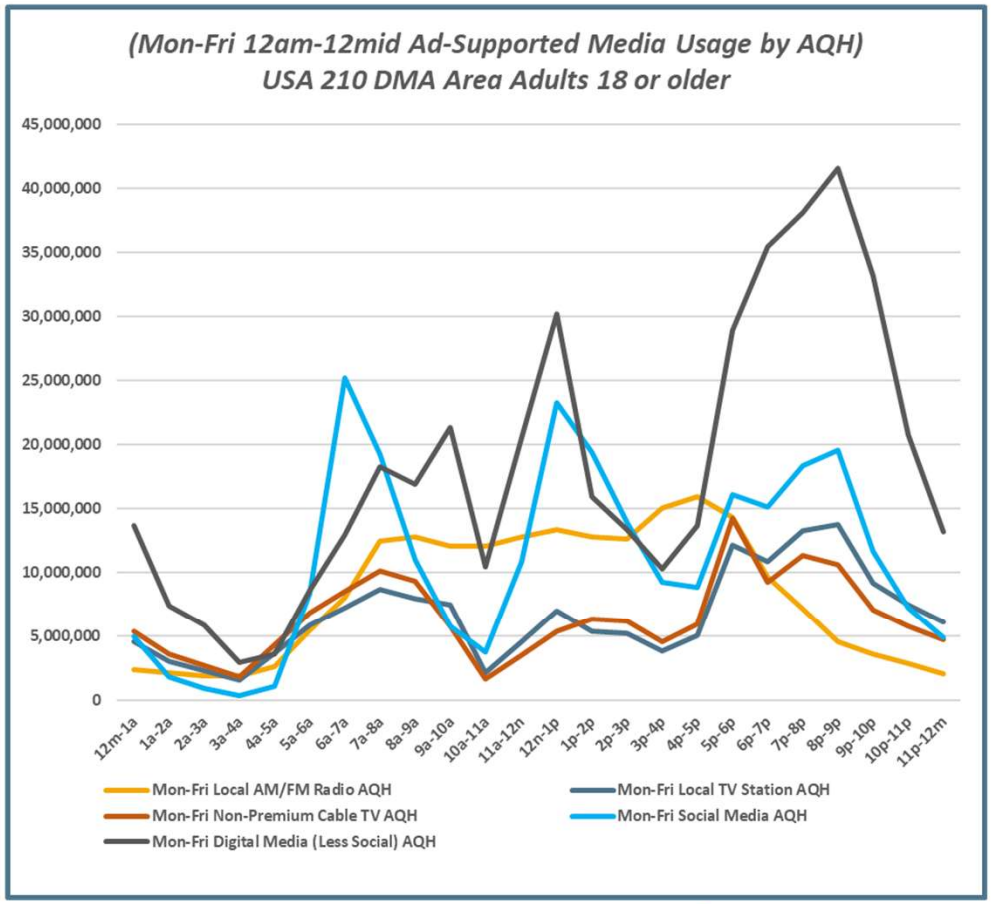
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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,587,744; Local Radio: 1,042,944; Social Media: 1,014,007; Non-Prem. Cable: 593,717; Local TV: 582,992 reaching Adults 18 or older who Purchased Items In-Store at MACY'S





USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 2,329

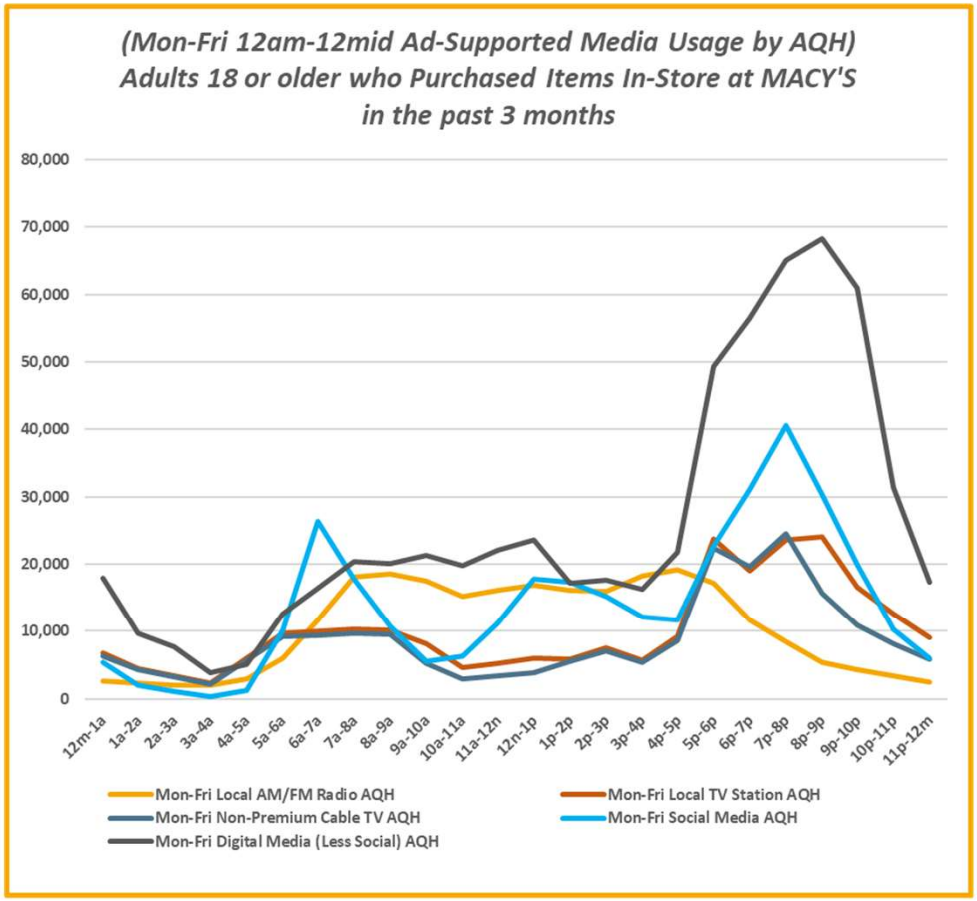
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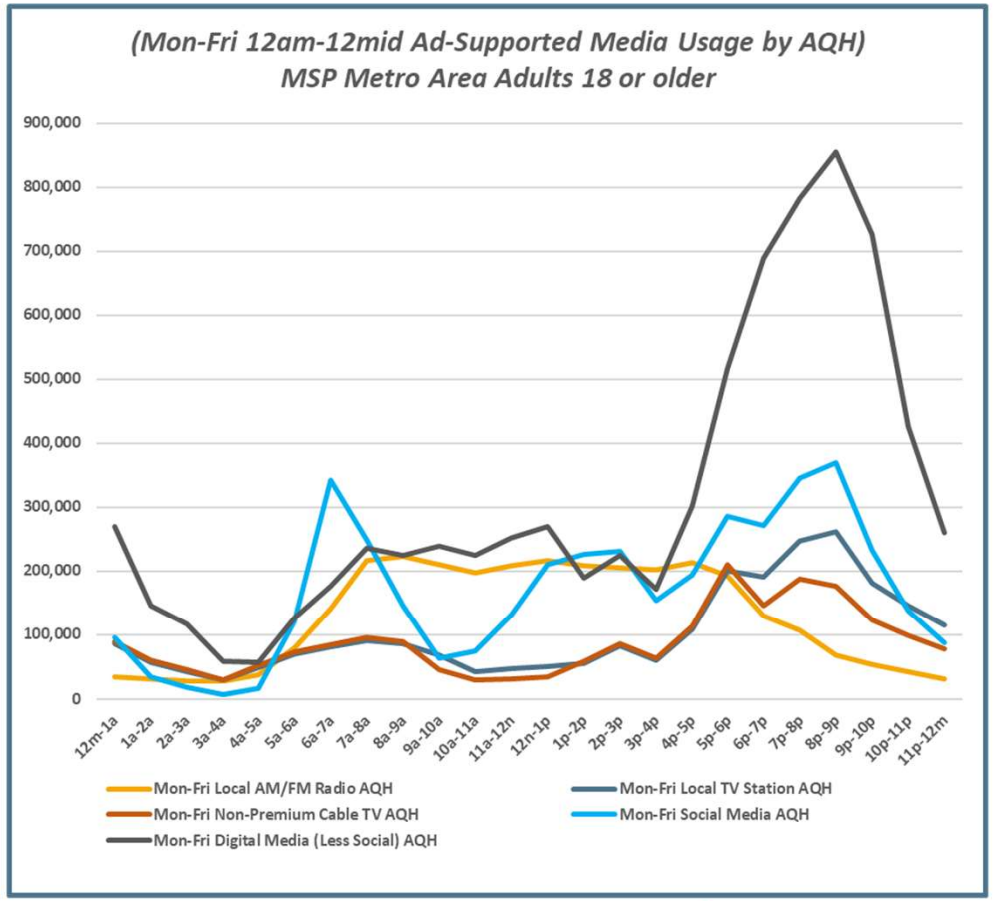
USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445

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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 24,777; Local Radio: 16,333; Social Media: 15,817; Local TV: 9,633; Non-Prem. Cable: 8,660 reaching Adults 18 or older who Purchased Items In-Store at MACY'S in the past





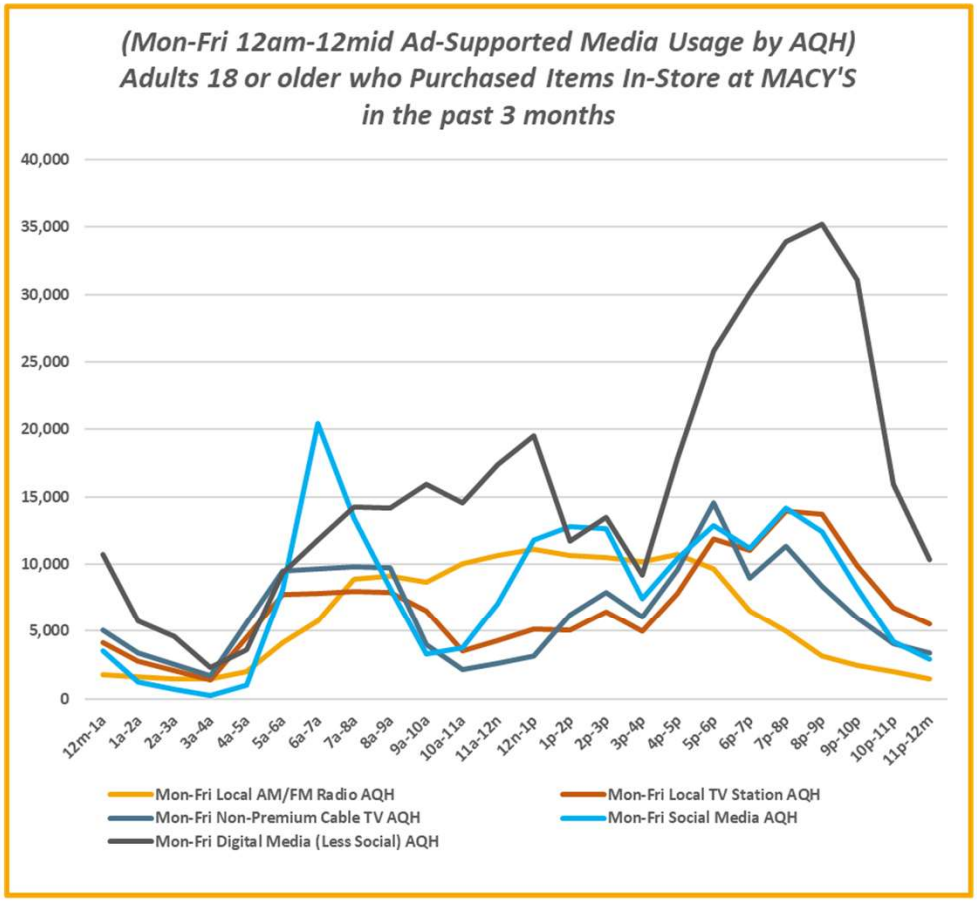
MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 168

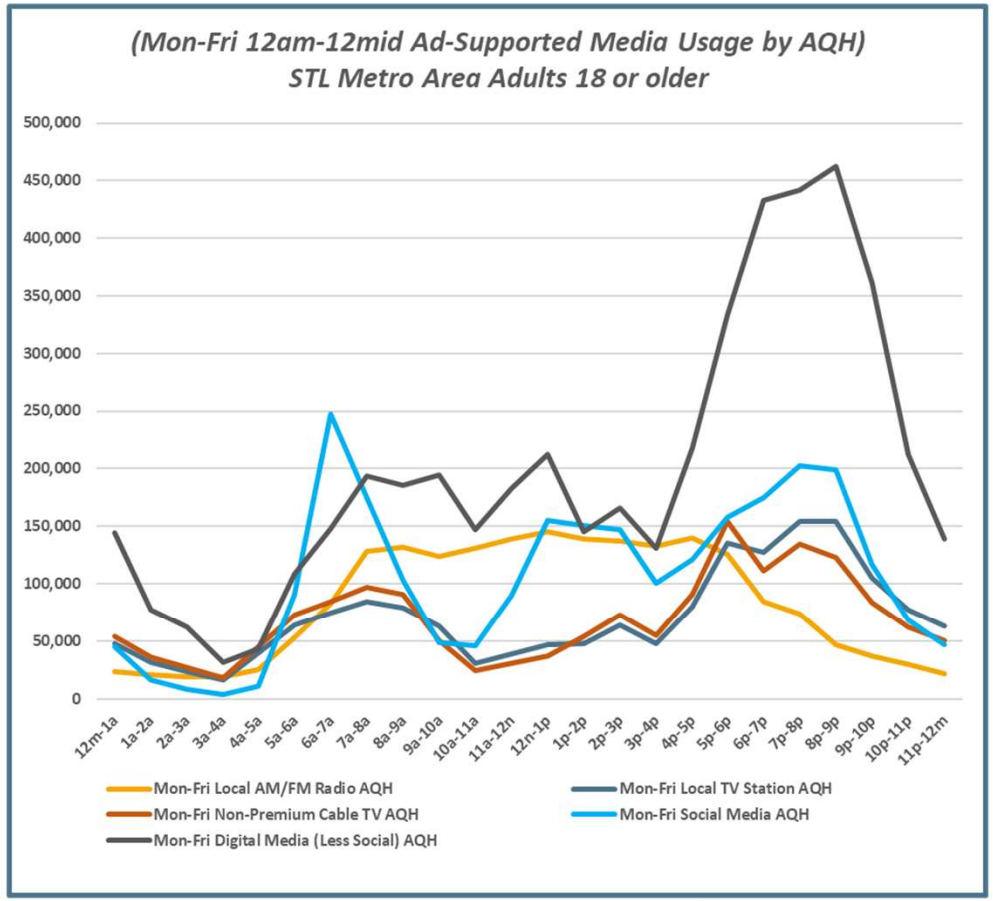
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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 16,594; Social Media: 10,406; Local Radio: 9,417; Non-Prem. Cable: 7,248; Local TV: 6,942 reaching Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3





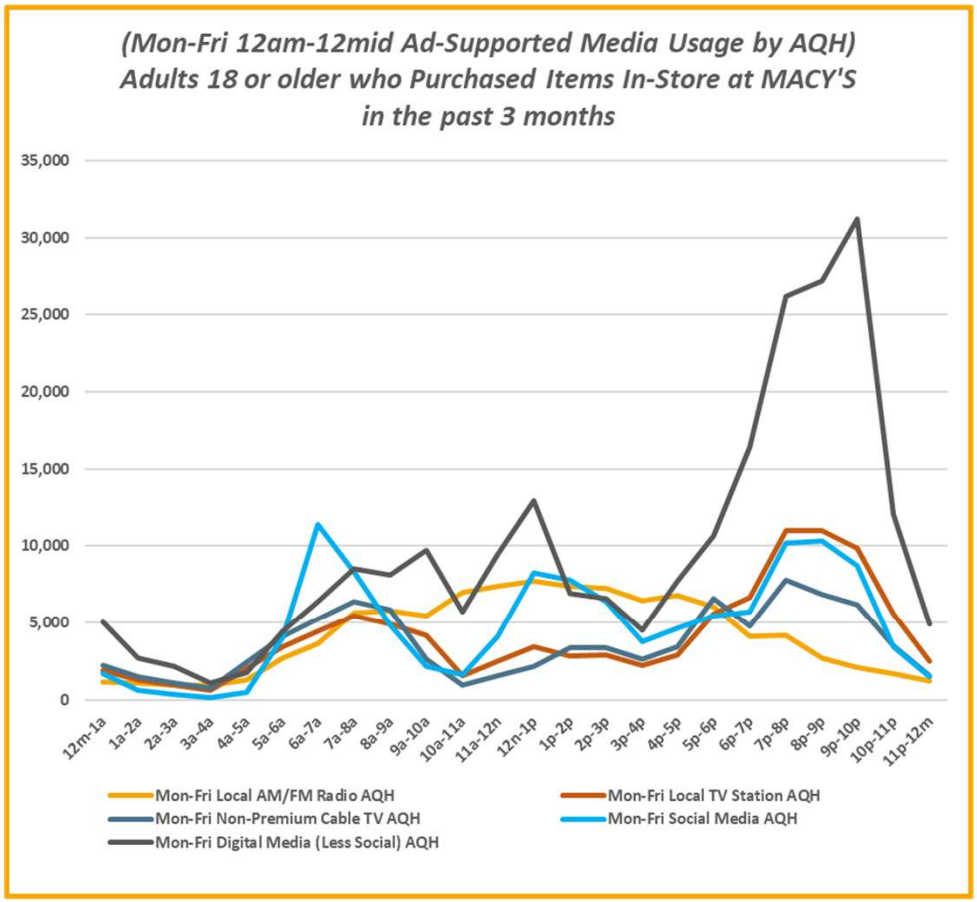
STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 196

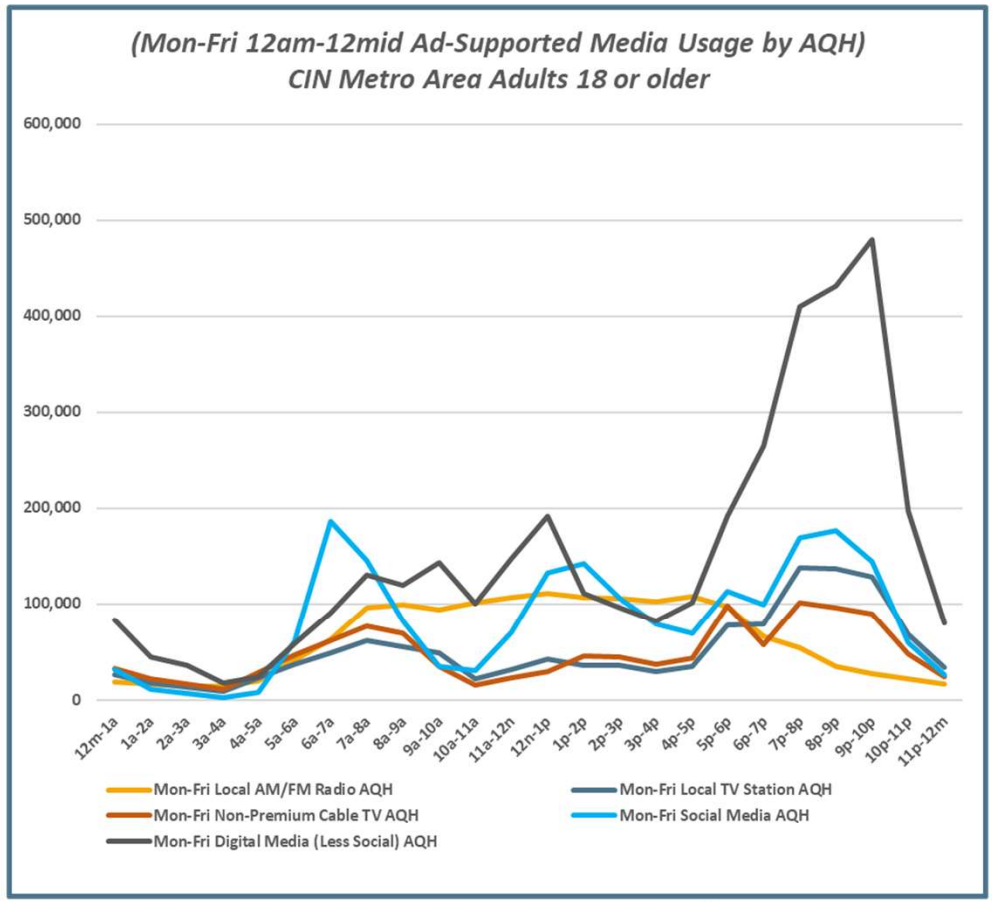
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M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 8,724; Local Radio: 6,181; Social Media: 5,719; Local TV: 3,796; Non-Prem. Cable: 3,747 reaching Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 m





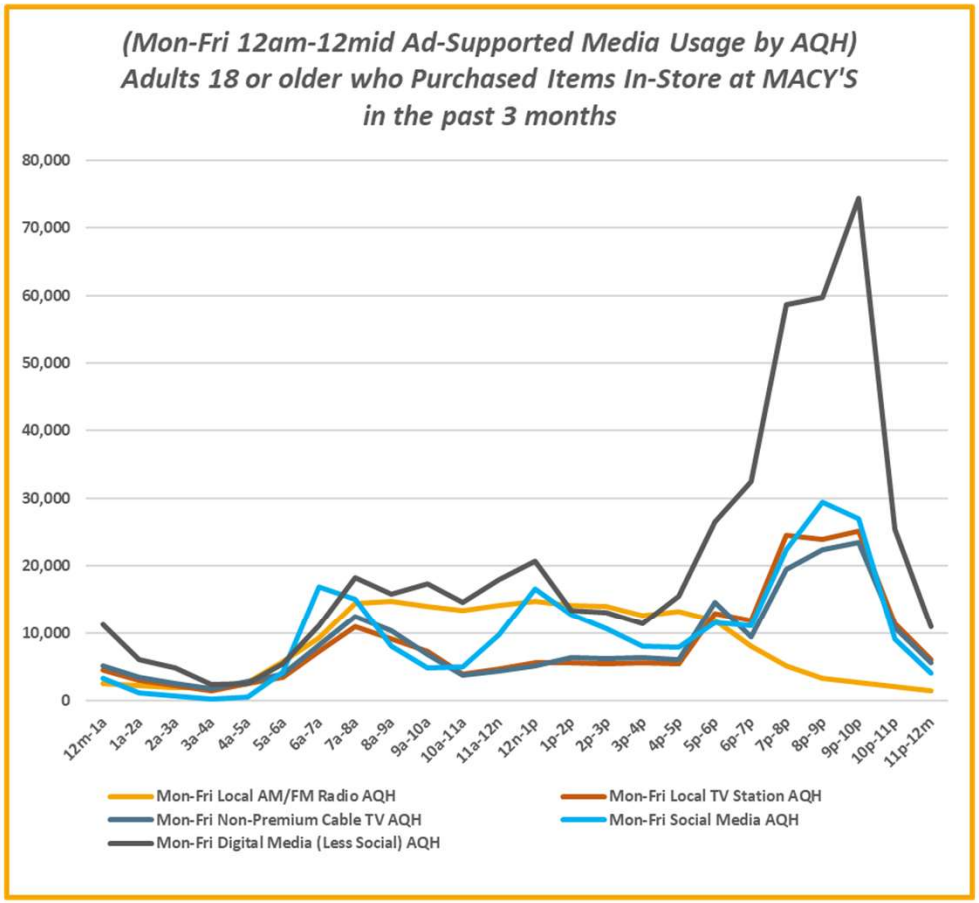
CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 151

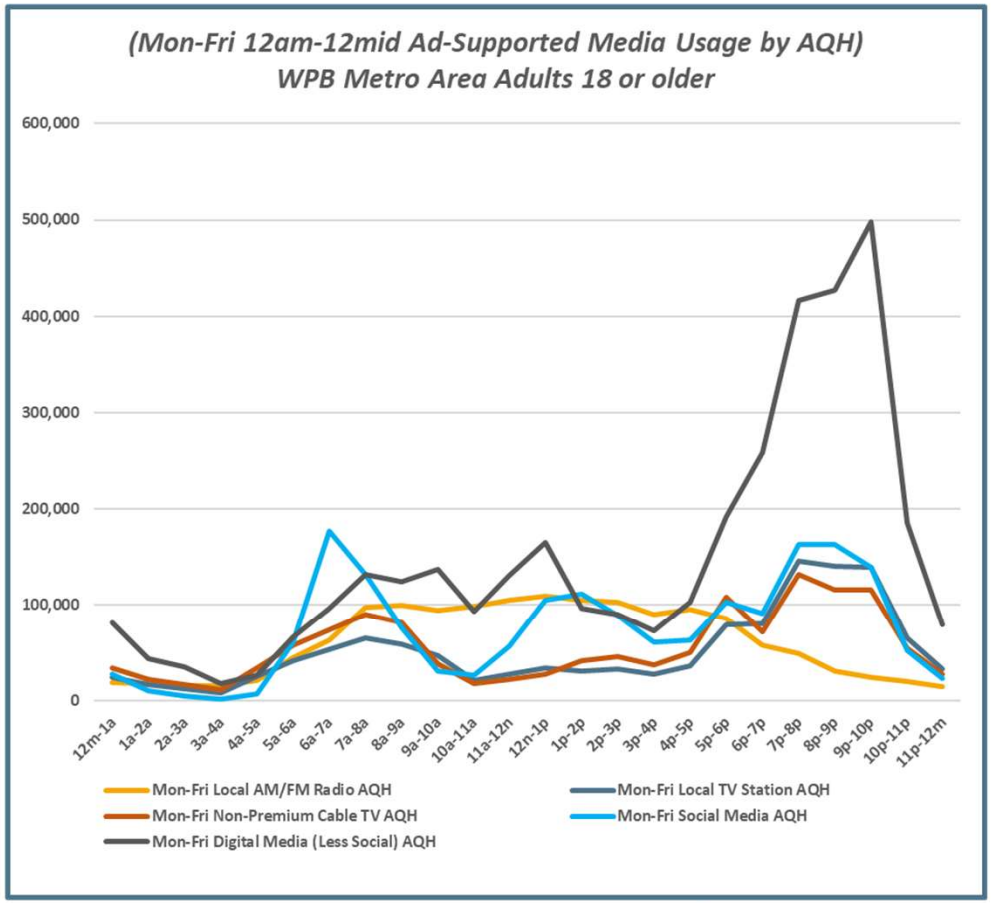
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M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 17,544; Local Radio: 12,971; Social Media: 10,640; Non-Prem. Cable: 7,687; Local TV: 7,337 reaching Adults 18 or older who Purchased Items In-Store at MACY'S in the past





WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 344

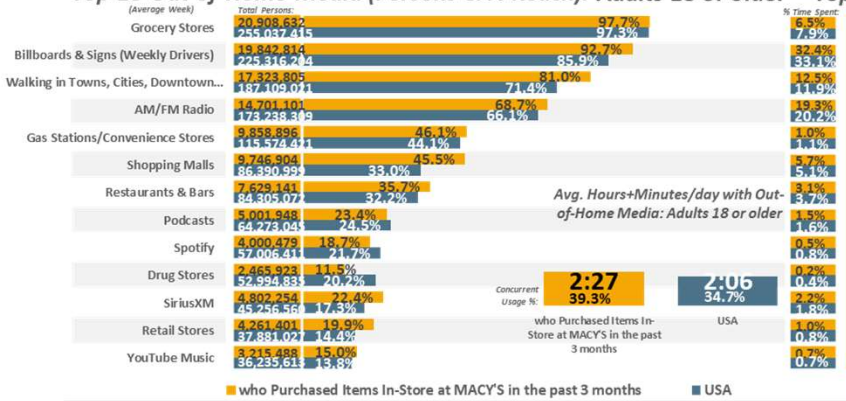
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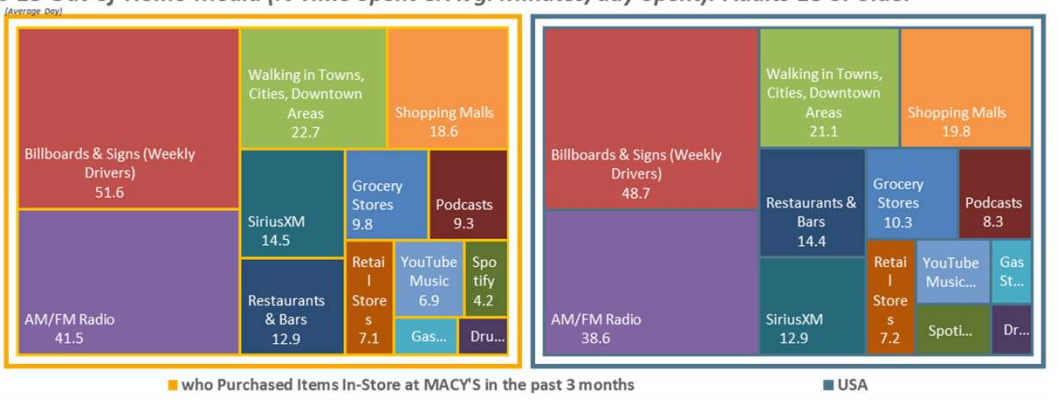
[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

19,842,814 or 92.7% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months spend an average of 51.6 minutes per day driving, seeing Billboards and Signs. 64.7% Listen to Local Radio Stations Out-of-Home for an average of 37.2 mi

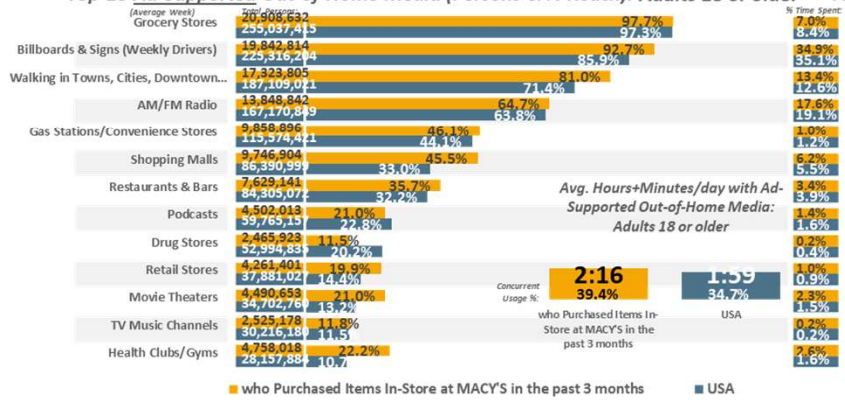
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



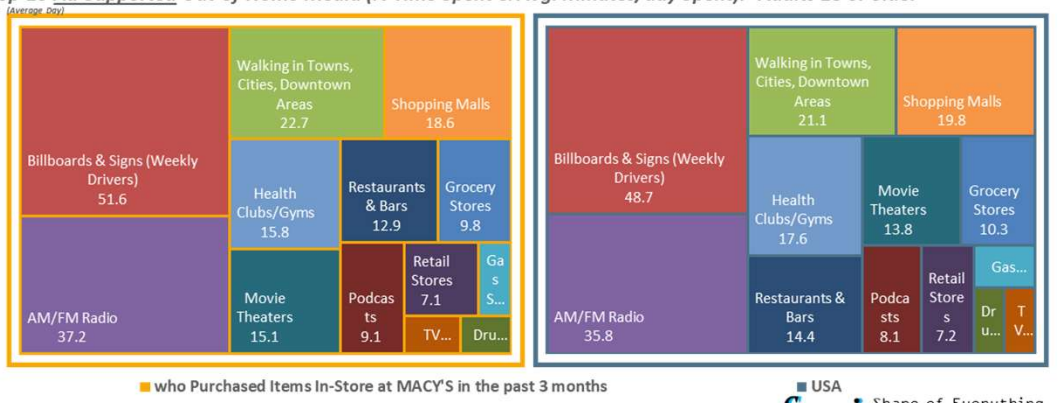
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 2,329

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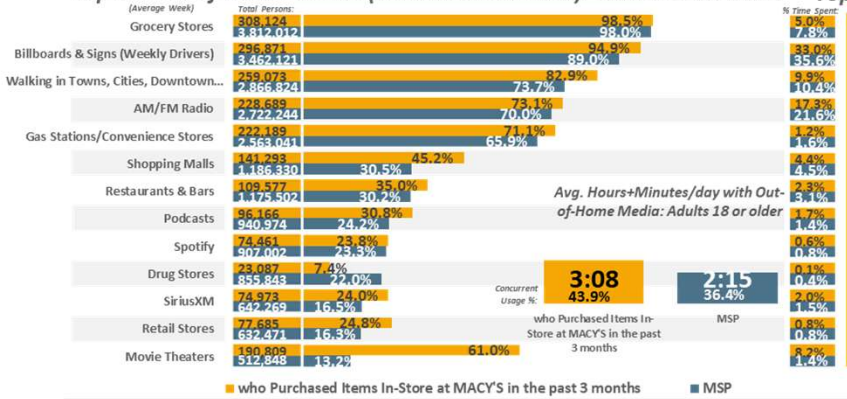
USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445

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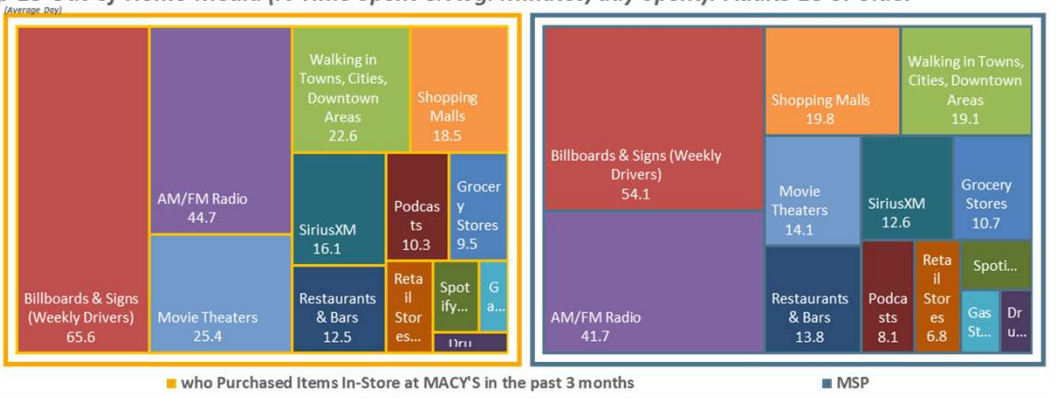
[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

296,871 or 94.9% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months spend an average of 65.6 minutes per day driving, seeing Billboards and Signs. 67.9% Listen to Local Radio Stations Out-of-Home for an average of 37.6 minut

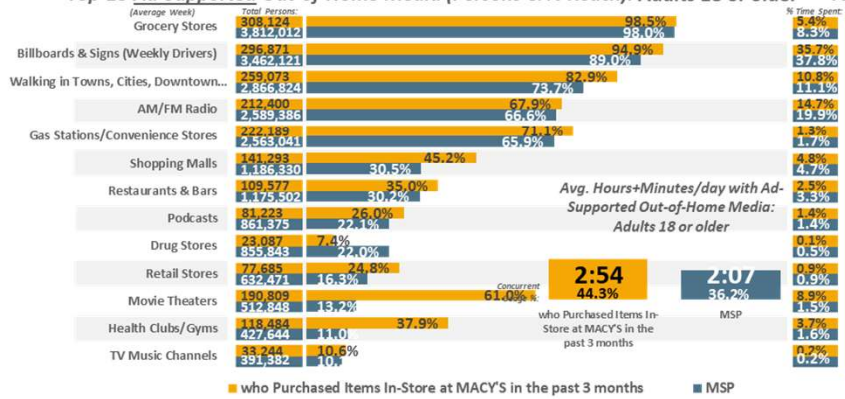
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



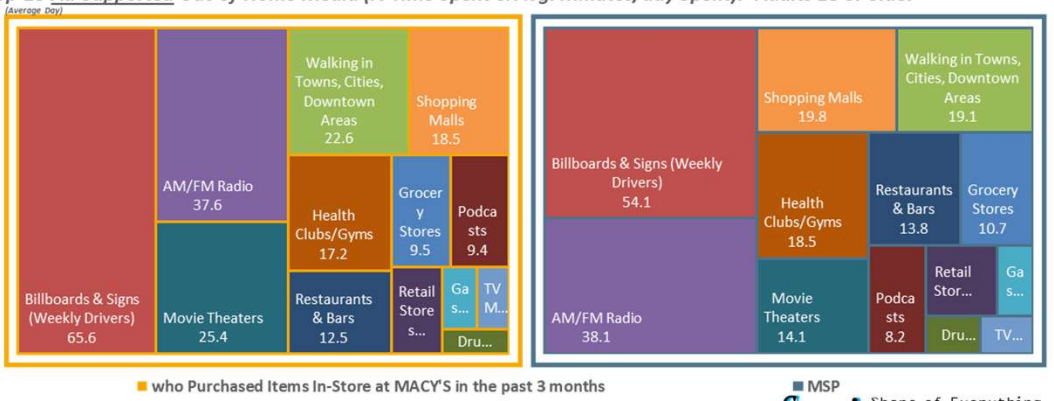
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 168

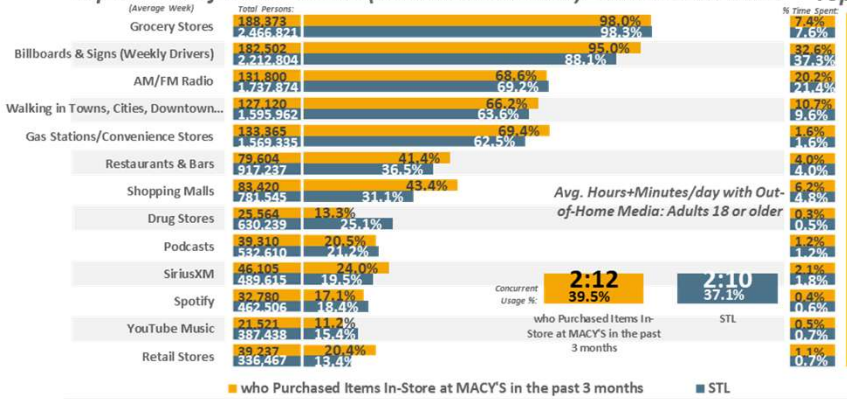
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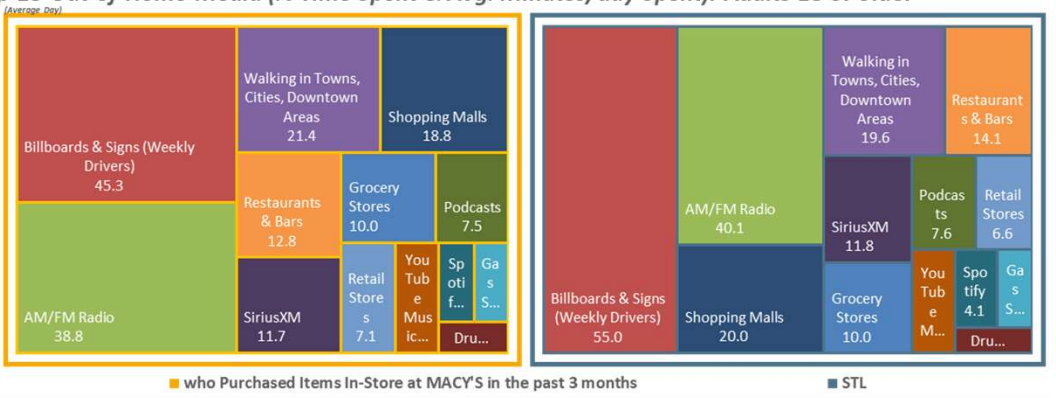
[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

182,502 or 95.% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months spend an average of 45.3 minutes per day driving, seeing Billboards and Signs. 64.7% Listen to Local Radio Stations Out-of-Home for an average of 37.2 minute

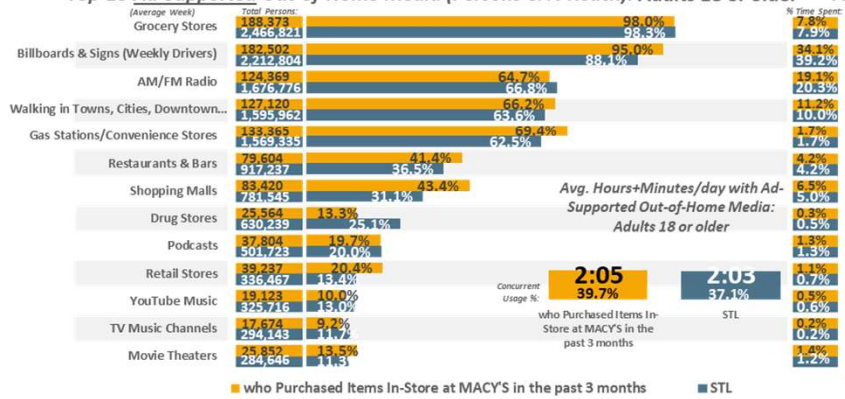
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



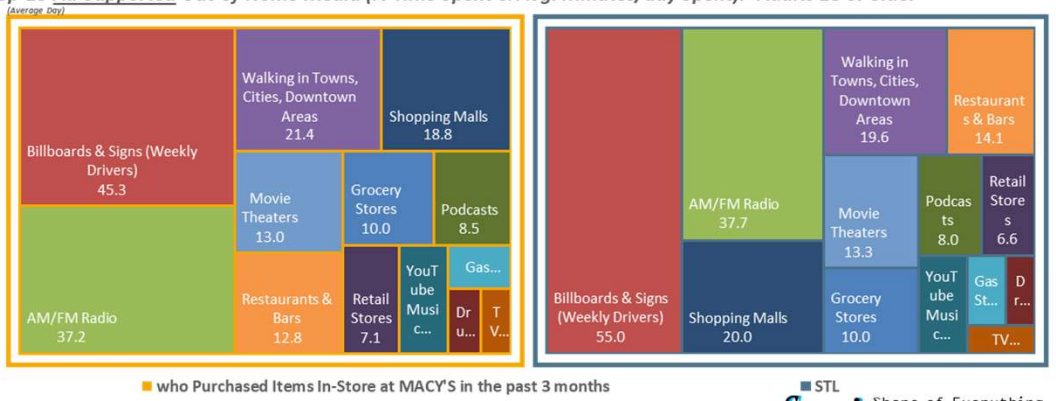
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 196

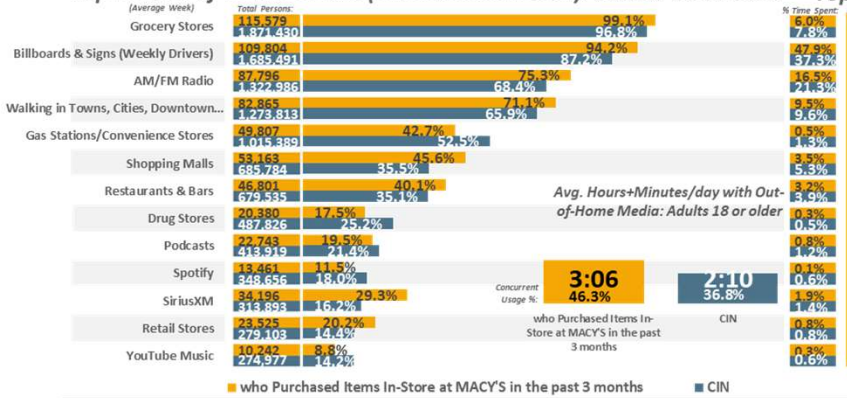
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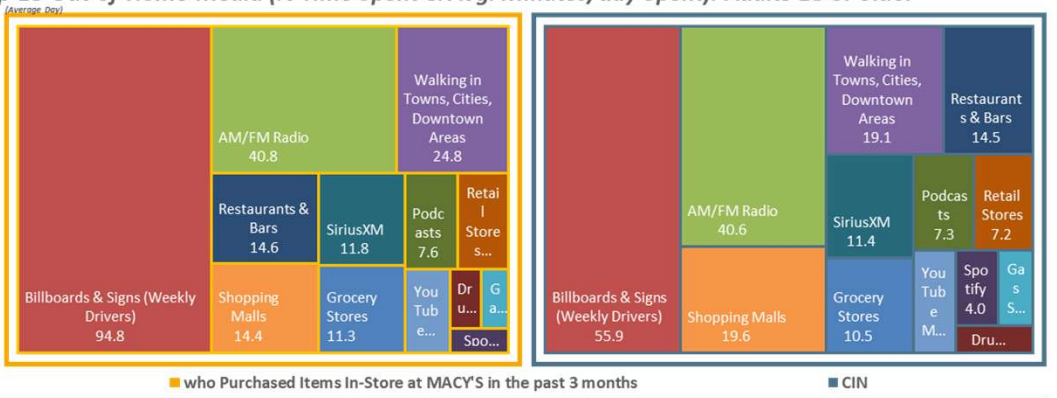
[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

109,804 or 94.2% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months spend an average of 94.8 minutes per day driving, seeing Billboards and Signs. 71.9% Listen to Local Radio Stations Out-of-Home for an average of 38.6 minut

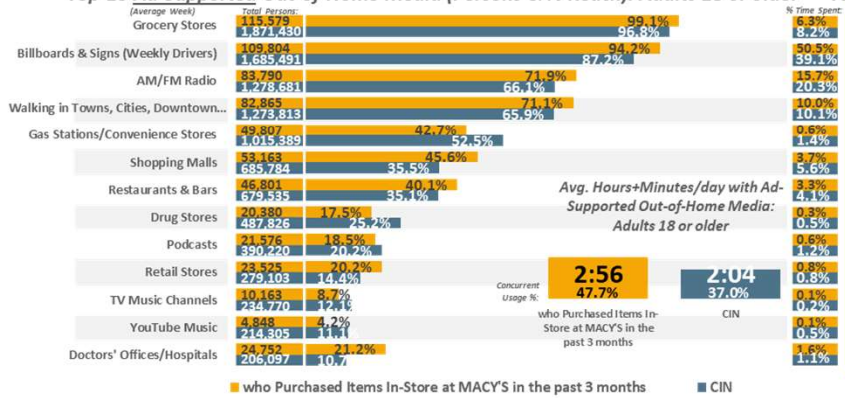
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



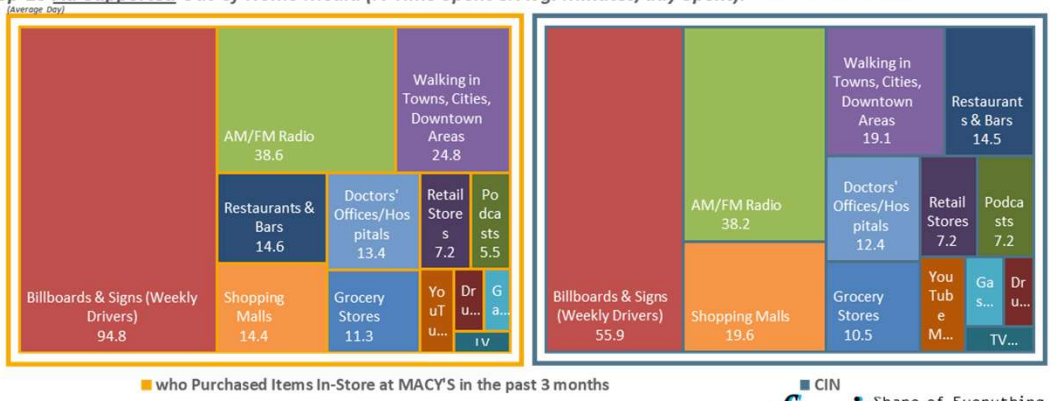
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 151

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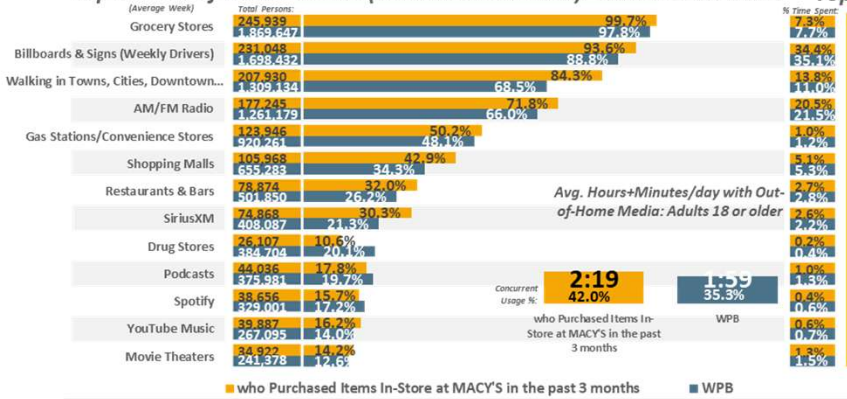
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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

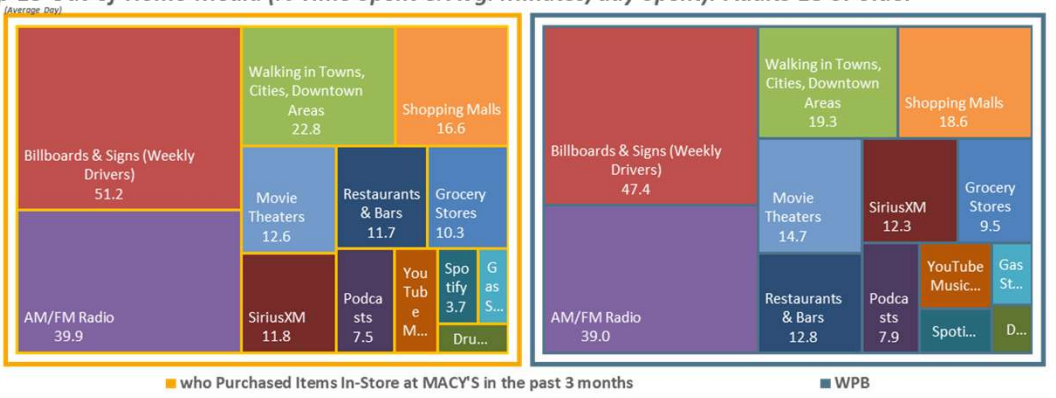
macys WPB

231,048 or 93.6% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months spend an average of 51.2 minutes per day driving, seeing Billboards and Signs. 67.8% Listen to Local Radio Stations Out-of-Home for an average of 36.1 minut

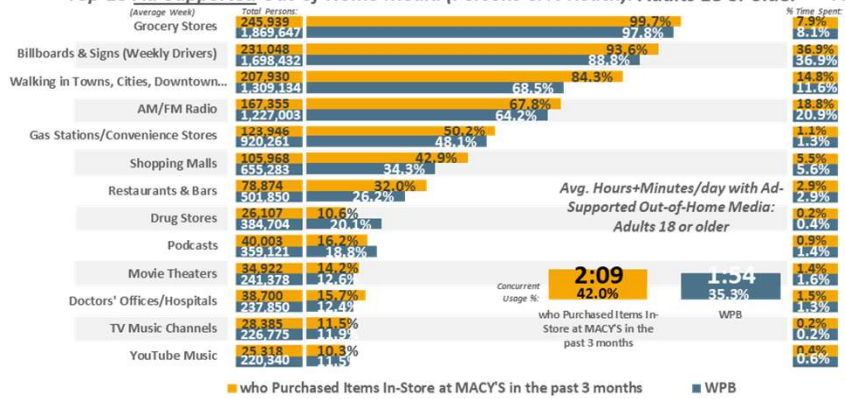
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



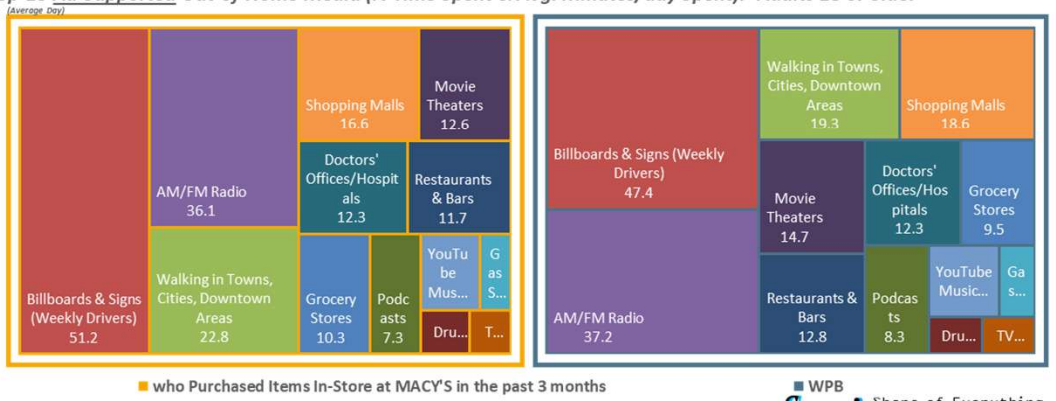
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 344

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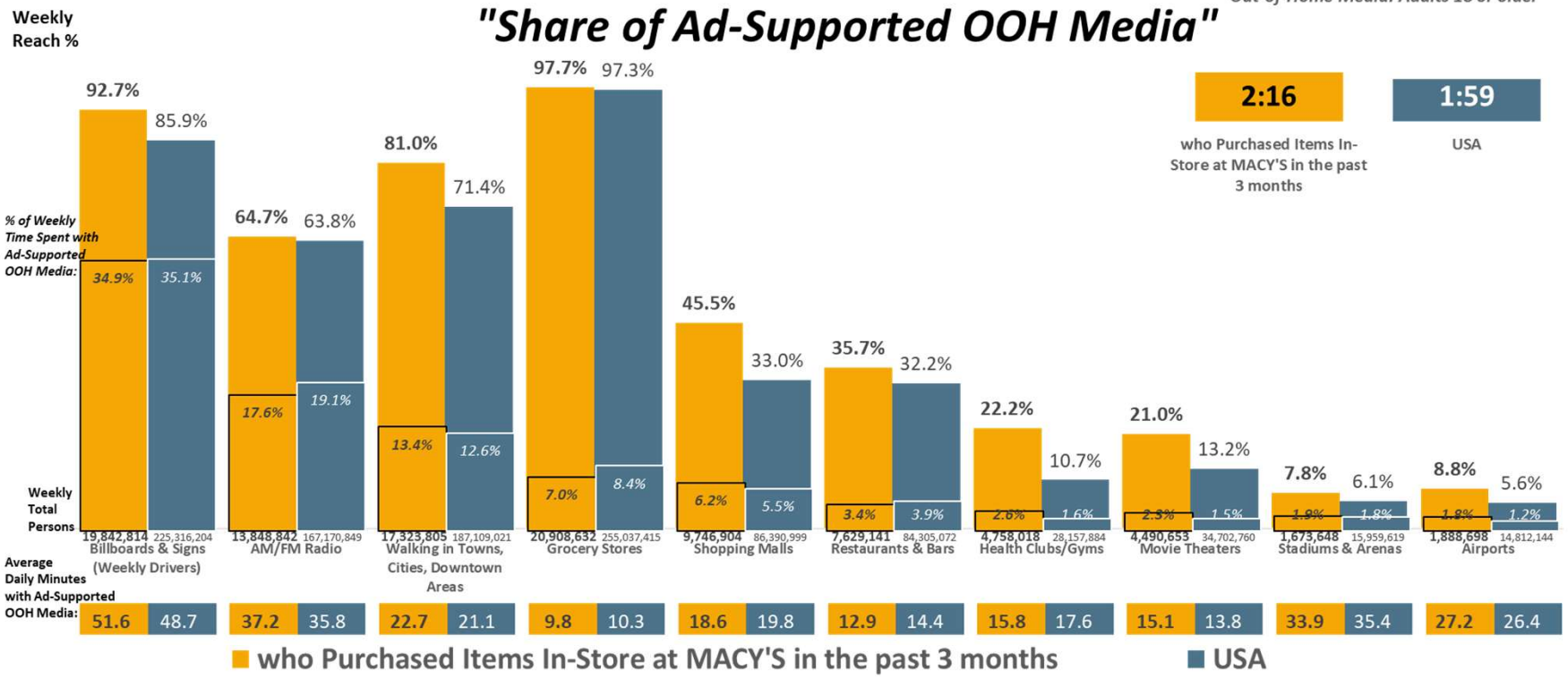
[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]



19,842,814 or 92.7% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months spend an average of 51.6 minutes per day driving, seeing Billboards and Signs representing 34.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 2,329

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USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445

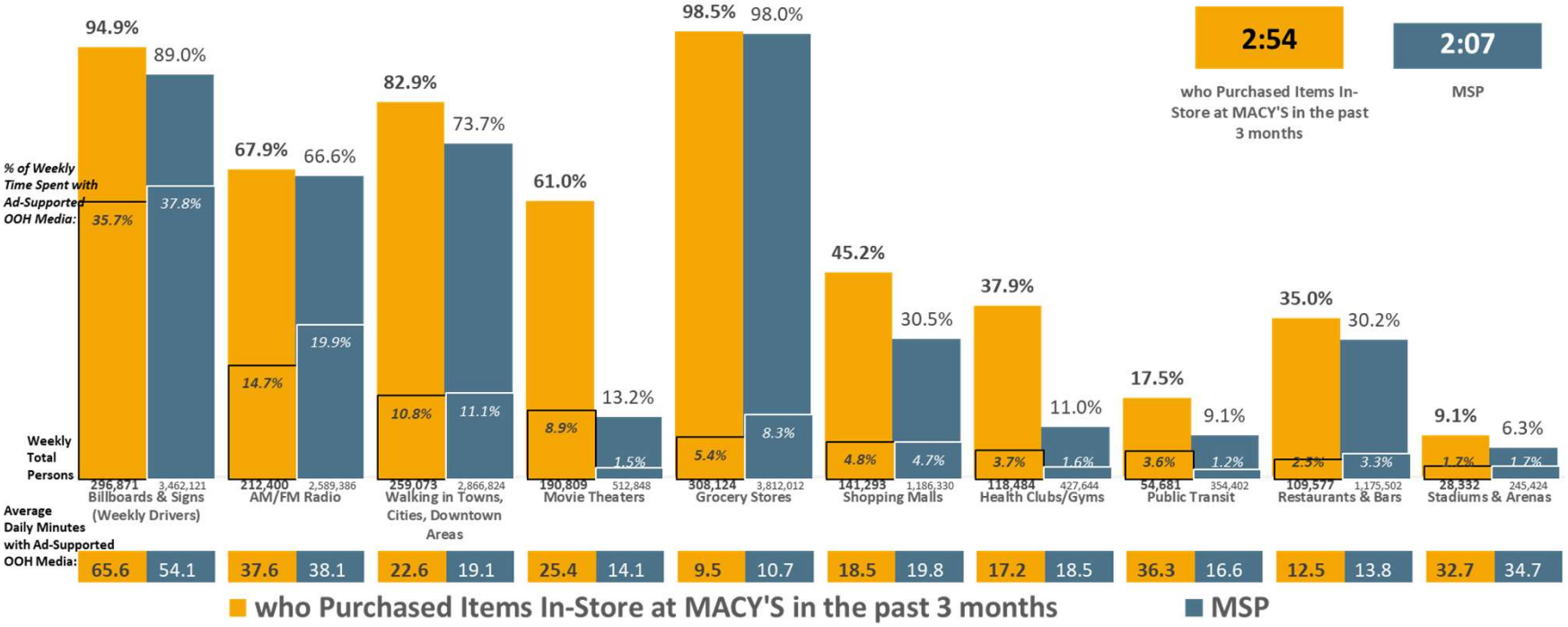
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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

296,871 or 94.9% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months spend an average of 65.6 minutes per day driving, seeing Billboards and Signs representing 35.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 168 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081

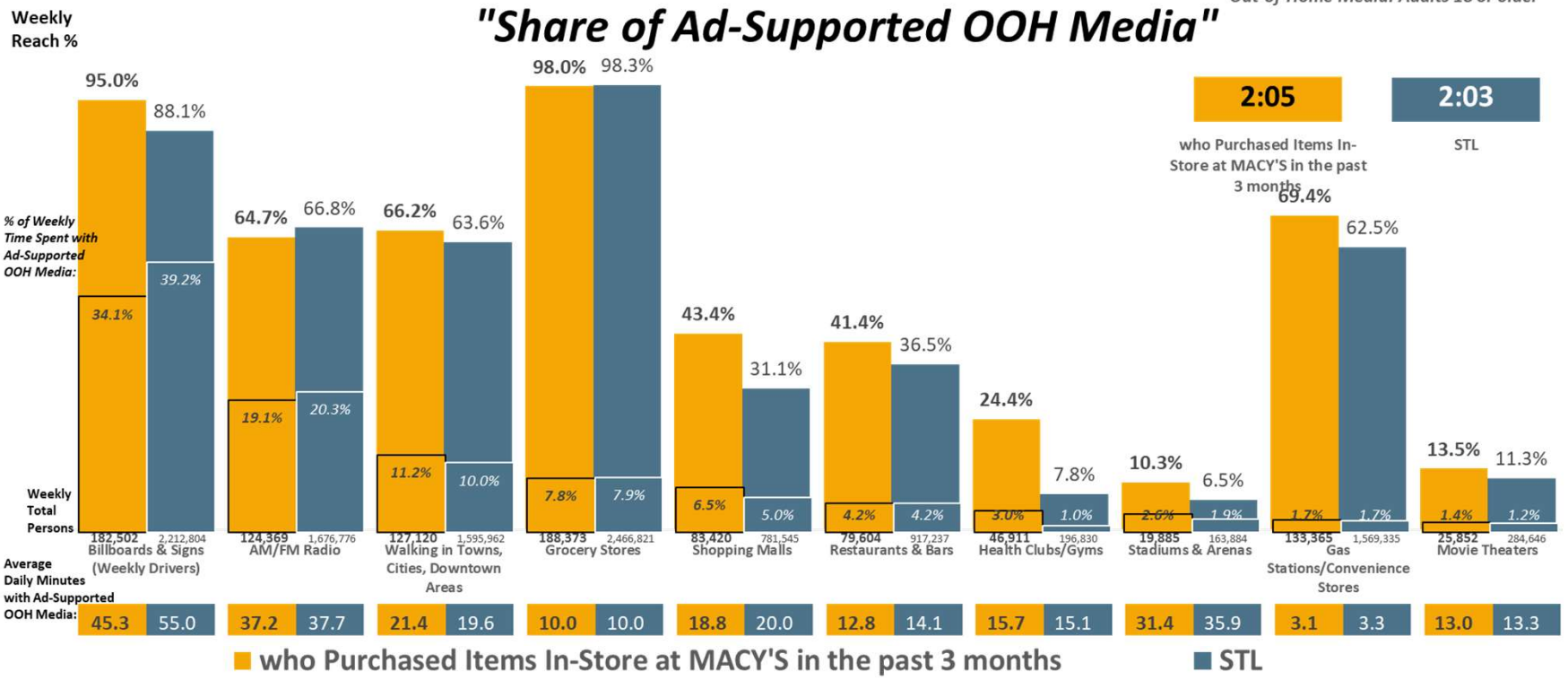
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[{Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's}]

182,502 or 95.% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months spend an average of 45.3 minutes per day driving, seeing Billboards and Signs representing 34.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 196 ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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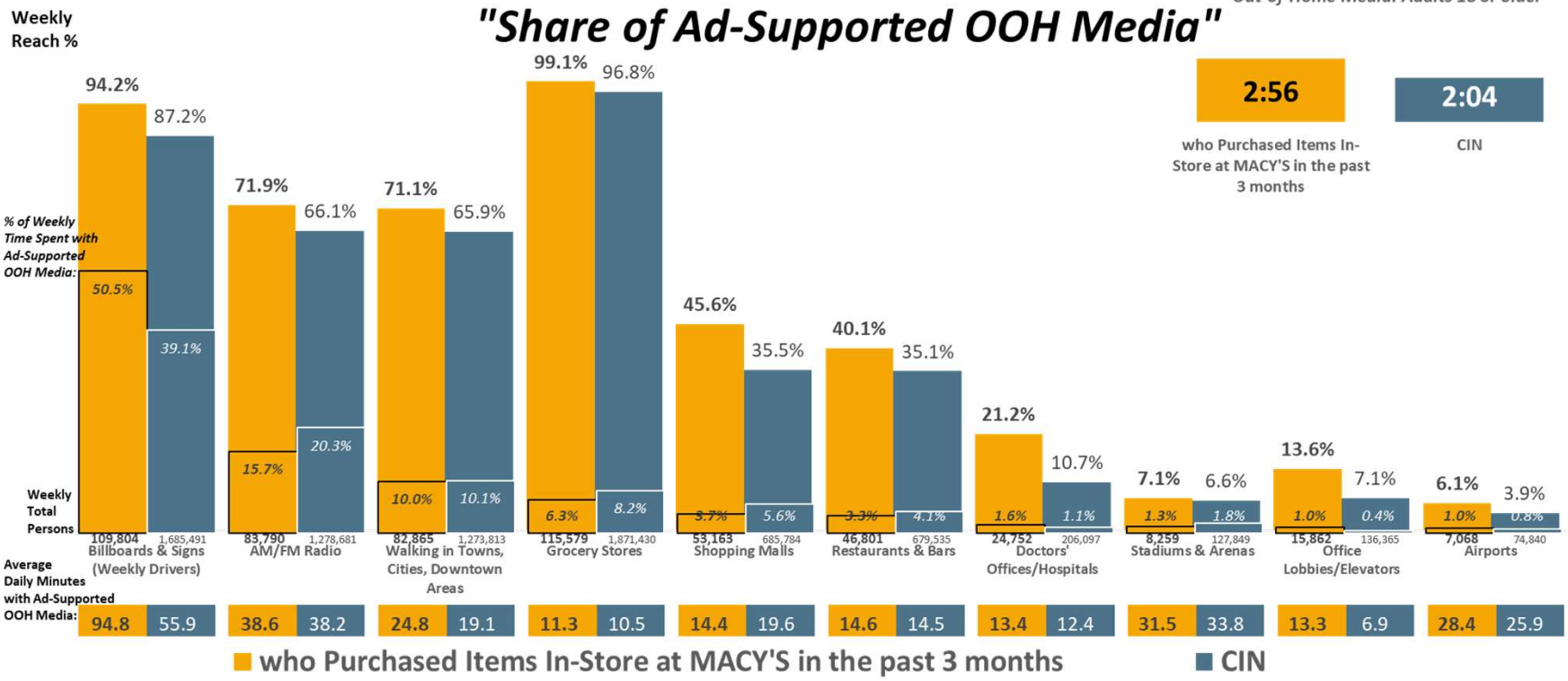
[{Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's}]



109,804 or 94.2% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months spend an average of 94.8 minutes per day driving, seeing Billboards and Signs representing 50.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 151 CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

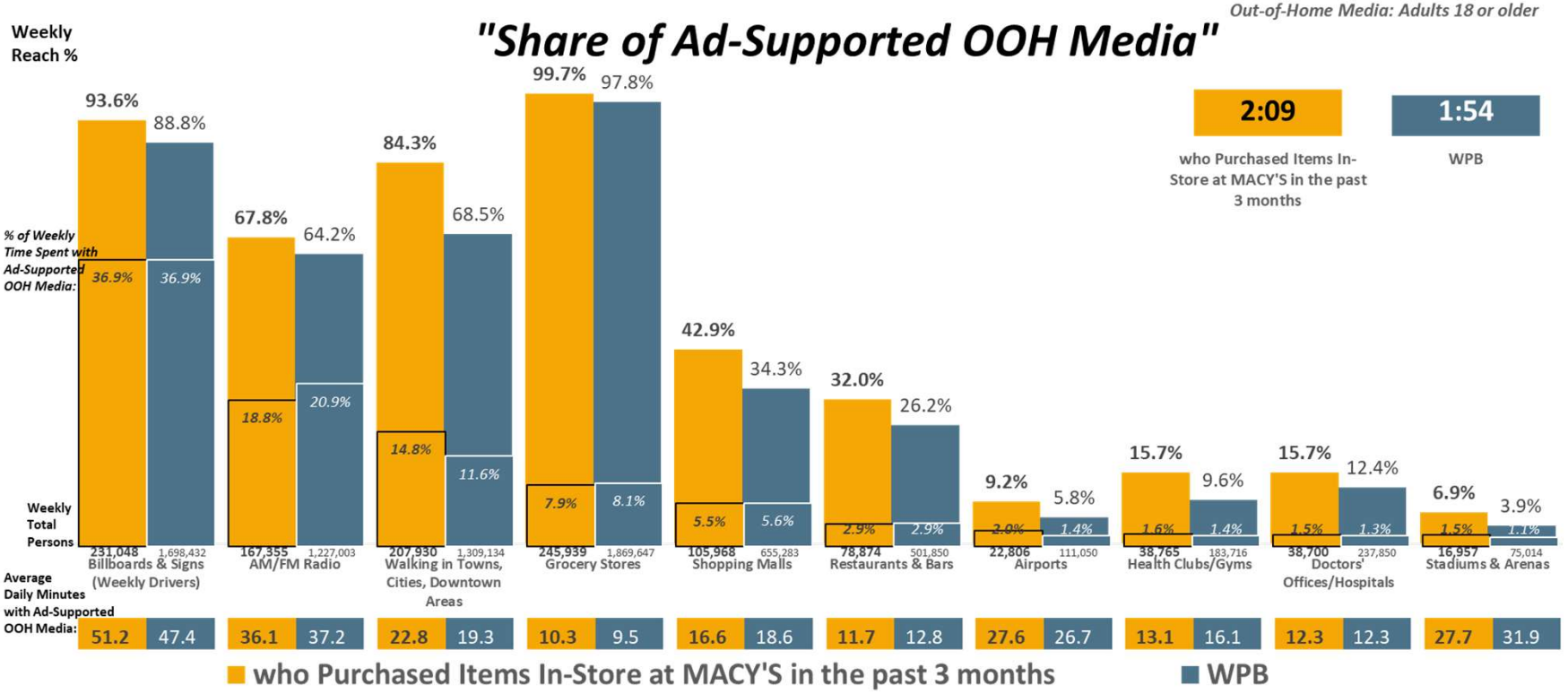
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[{Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's}]

231,048 or 93.6% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months spend an average of 51.2 minutes per day driving, seeing Billboards and Signs representing 36.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 344 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

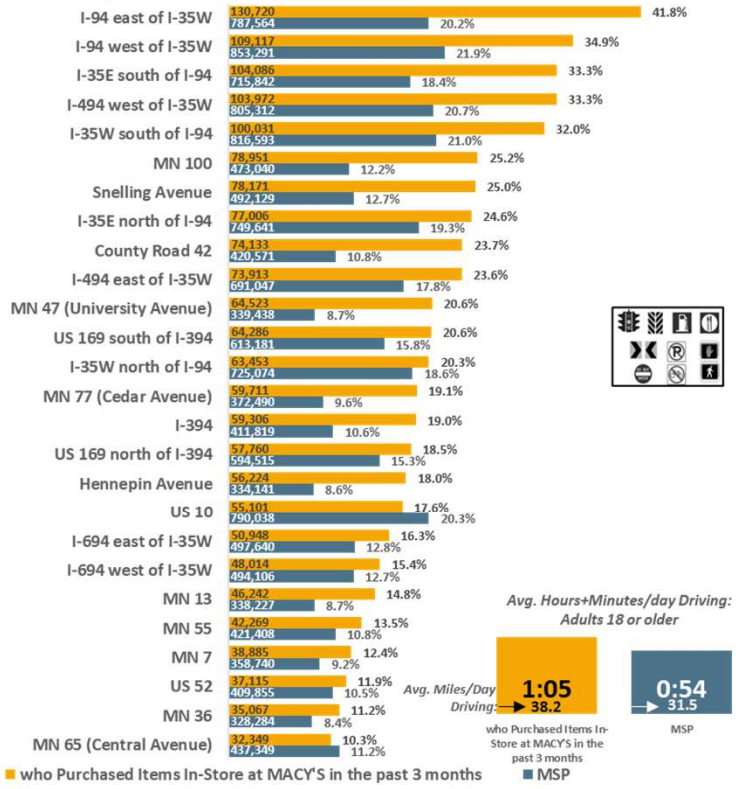
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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

296,871 or 94.9% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months spend an average of 65.6 minutes per day driving an average of 38.2 miles each day and are 136.4% more likely to use MN 47 (University Avenue) than the Metr

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



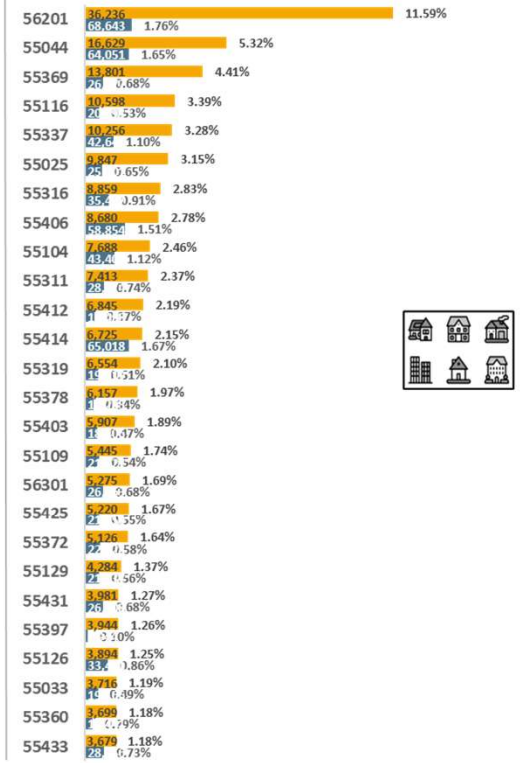
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: 38.2

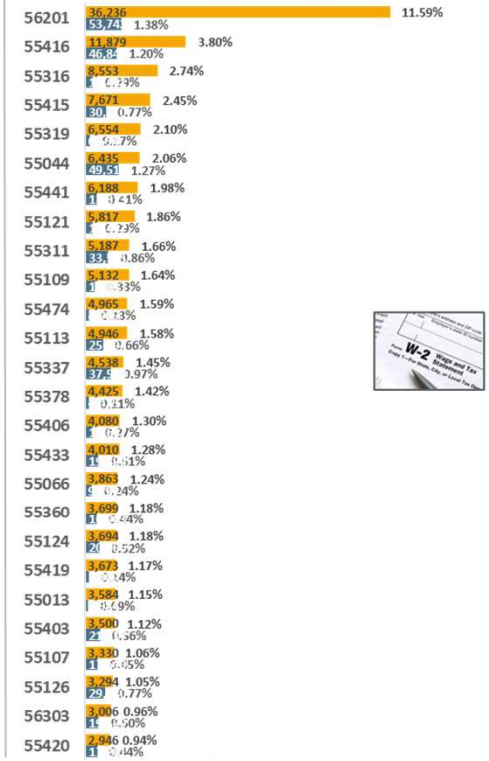
1:05 who Purchased Items In-Store at MACY'S in the past 3 months

0:54 31.5 MSP

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 168

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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]



182,502 or 95.% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months spend an average of 45.3 minutes per day driving an average of 26.4 miles each day and are 78.9% more likely to use Martin Luther King Bridge than the Metro

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

	who Purchased Items In-Store at MACY'S in the past 3 months		STL	
I-64/Highway 40	118,482	61.7%	1,064,240	42.4%
I-270	118,214	61.5%	1,034,155	41.2%
I-70	85,175	44.3%	921,932	36.7%
Lindbergh Blvd	77,832	40.5%	654,548	26.1%
I-44/Highway 44	77,166	40.2%	825,313	32.9%
I-55	68,362	35.6%	769,324	30.6%
I-170/Highway 170	61,381	31.9%	471,889	18.8%
I-255	53,247	27.7%	399,658	15.9%
Manchester Road/Highway 100	52,675	27.4%	484,768	19.3%
Highway 94	35,678	18.6%	315,680	12.6%
Page Avenue	33,345	17.4%	303,118	12.1%
Highway K	28,837	15.0%	305,743	12.2%
Highway 370	28,547	14.9%	232,298	9.3%
Highway 67/Highway 111	27,249	14.2%	323,211	12.9%
Poplar Street Bridge	20,959	10.9%	169,702	6.8%
Green Mount Road	15,513	8.1%	199,713	8.0%
Martin Luther King Bridge	14,559	7.6%	105,[illegible]	4.2%
Stan Musial Veterans Memorial Bridge	11,823	6.2%	110,8[illegible]	1.4%
Route 15	5,023	2.6%	86,4[illegible]	3.4%
#VALUE!	0	0.0%	0	0.0%
#VALUE!	0	0.0%	0	0.0%
#VALUE!	0	0.0%	0	0.0%
#VALUE!	0	0.0%	0	0.0%
#VALUE!	0	0.0%	0	0.0%
#VALUE!	0	0.0%	0	0.0%
#VALUE!	0	0.0%	0	0.0%

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

Avg. Miles/Day Driving: → 26.4

0:45 — who Purchased Items In-Store at MACY'S in the past 3 months

0:55 → 32.0 — STL

Top-26 Residential Zip Codes: Adults 18 or older

	who Purchased Items In-Store at MACY'S in the past 3 months		STL	
63123	13,650	7.10%	72,755	2.90%
63368	8,972	4.67%	44,058	1.75%
63129	8,766	4.56%	36,332	1.45%
62269	8,709	4.53%	38,592	1.54%
63141	8,031	4.18%	19,366	0.77%
63021	7,907	4.11%	41,739	1.66%
63017	6,453	3.36%	28,297	1.13%
63376	6,310	3.28%	64,123	2.55%
63367	5,210	2.71%	20,036	0.80%
63033	4,902	2.55%	21,688	0.86%
63301	4,900	2.55%	29,183	1.16%
63112	4,799	2.50%	15,24[illegible]	0.61%
62062	4,682	2.44%	6,[illegible]	0.26%
63124	4,486	2.33%	9,5[illegible]	0.38%
63136	4,109	2.14%	29,403	1.17%
63031	3,936	2.05%	44,499	1.77%
63101	3,867	2.01%	22,819	0.91%
62203	3,833	1.99%	6,[illegible]	0.27%
63385	3,334	1.74%	34,903	1.39%
63132	3,125	1.63%	7,[illegible]	0.29%
65559	2,854	1.49%	12,6[illegible]	0.50%
62258	2,650	1.38%	19,05[illegible]	0.76%
63042	2,473	1.29%	13,[illegible]	0.52%
62034	2,434	1.27%	14,[illegible]	0.58%
63379	2,382	1.24%	20,002	0.80%
63090	2,367	1.23%	13,8	0.55%

Top-26 Employment Zip Codes: Adults 18 or older

	who Purchased Items In-Store at MACY'S in the past 3 months		STL	
63105	9,635	5.01%	33,704	1.34%
63042	9,134	4.75%	28,000	1.12%
62269	7,936	4.13%	13,6[illegible]	0.54%
63146	7,353	3.83%	23,802	0.95%
63141	6,726	3.50%	30,368	1.21%
63110	6,530	3.40%	25,864	1.03%
63017	6,029	3.14%	30,923	1.23%
63136	4,459	2.32%	12,4[illegible]	0.49%
63301	4,454	2.32%	26,629	1.06%
62221	3,893	2.03%	16,647	0.66%
63026	3,360	1.75%	18,597	0.74%
63366	3,123	1.63%	23,107	0.92%
63376	3,085	1.61%	35,865	1.43%
63131	3,065	1.60%	25,146	1.00%
63134	2,887	1.50%	13,28[illegible]	0.53%
63367	2,774	1.44%	10,9[illegible]	0.44%
63368	2,738	1.42%	15,647	0.62%
62258	2,650	1.38%	13,95[illegible]	0.56%
62010	2,473	1.29%	4,[illegible]	0.18%
65201	2,261	1.18%	[illegible]	0.[illegible]%
62025	2,142	1.11%	24,201	0.96%
63139	2,045	1.06%	3,[illegible]	0.15%
63121	2,030	1.06%	16,024	0.64%
63043	2,000	1.04%	12,0[illegible]	0.48%
63143	1,876	0.98%	8,7[illegible]	0.35%
62002	1,594	0.83%	14,96[illegible]	0.60%

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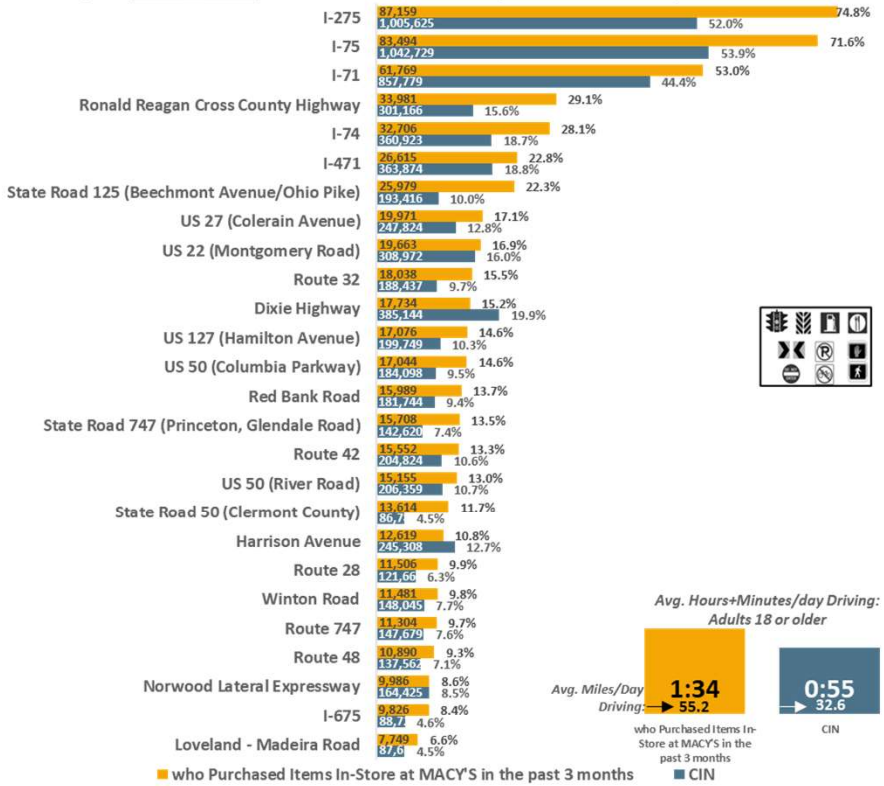
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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]



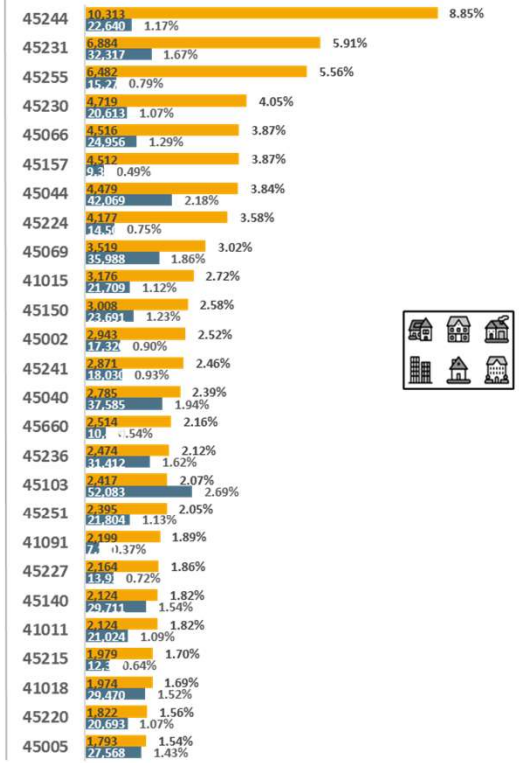
109,804 or 94.2% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months spend an average of 94.8 minutes per day driving an average of 55.2 miles each day and are 160.2% more likely to use State Road 50 (Clermont County) than th

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

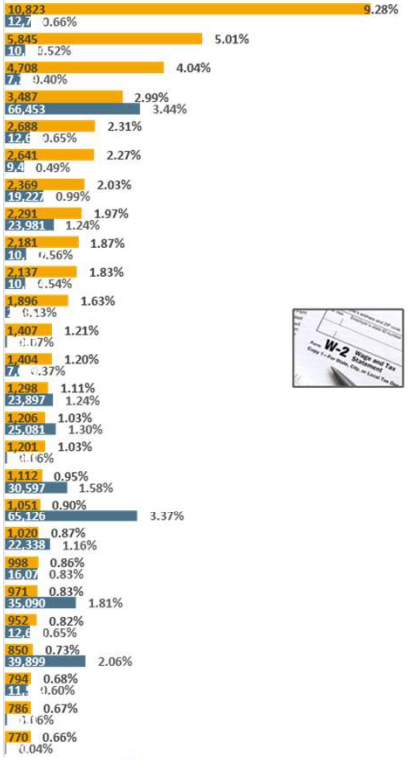


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 151

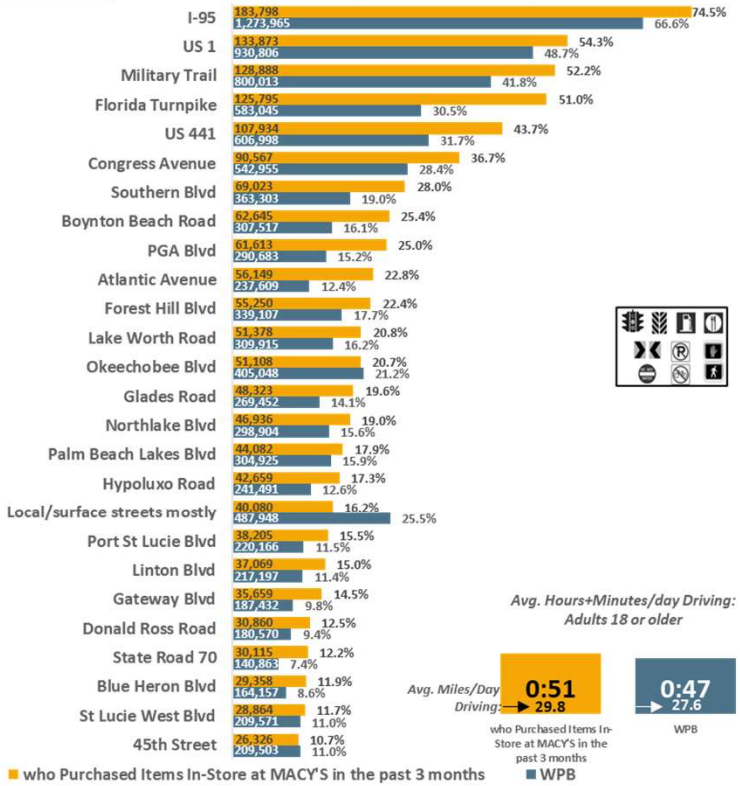
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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]



231,048 or 93.6% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months spend an average of 51.2 minutes per day driving an average of 29.8 miles each day and are 83.1% more likely to use Atlantic Avenue than the Metro average.

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



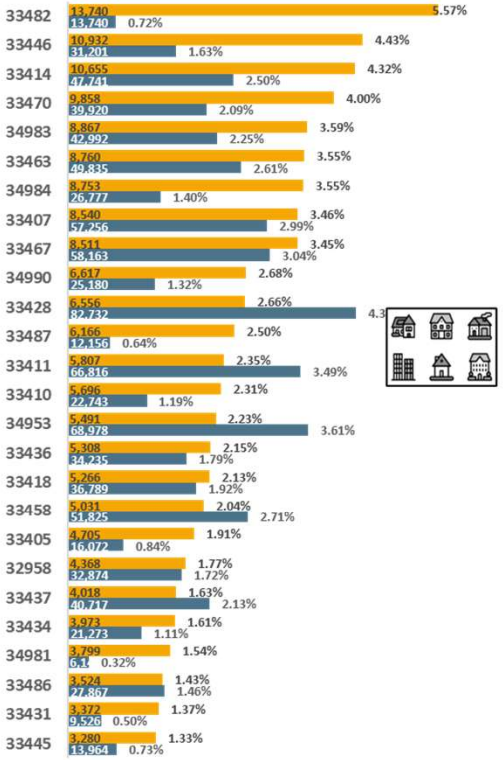
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: → 29.8

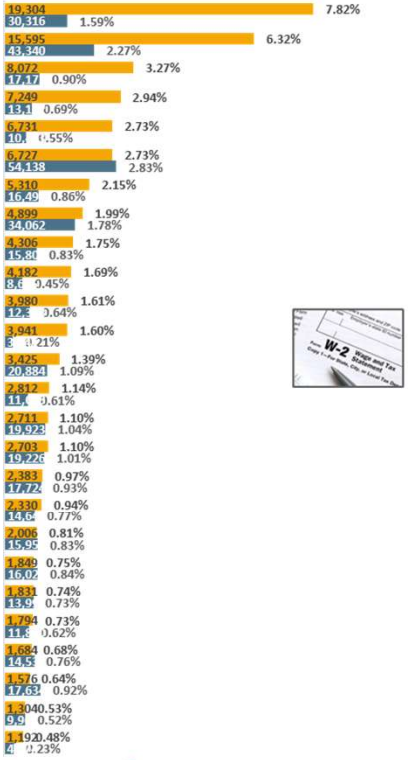
who Purchased Items In-Store at MACY'S in the past 3 months

WPB

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



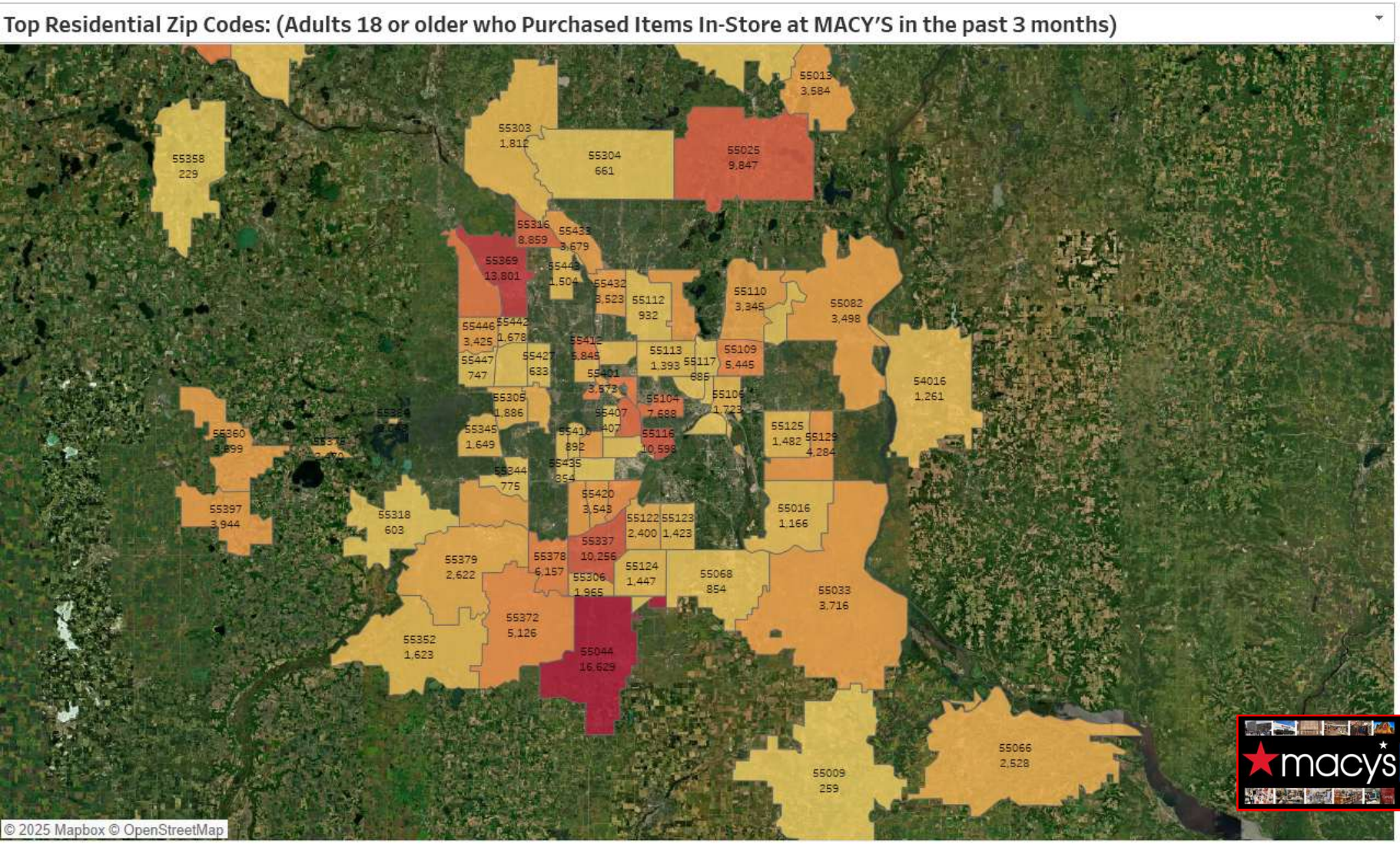
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WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 344

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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

Top Residential Zip Codes: (Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months)



macys MSP

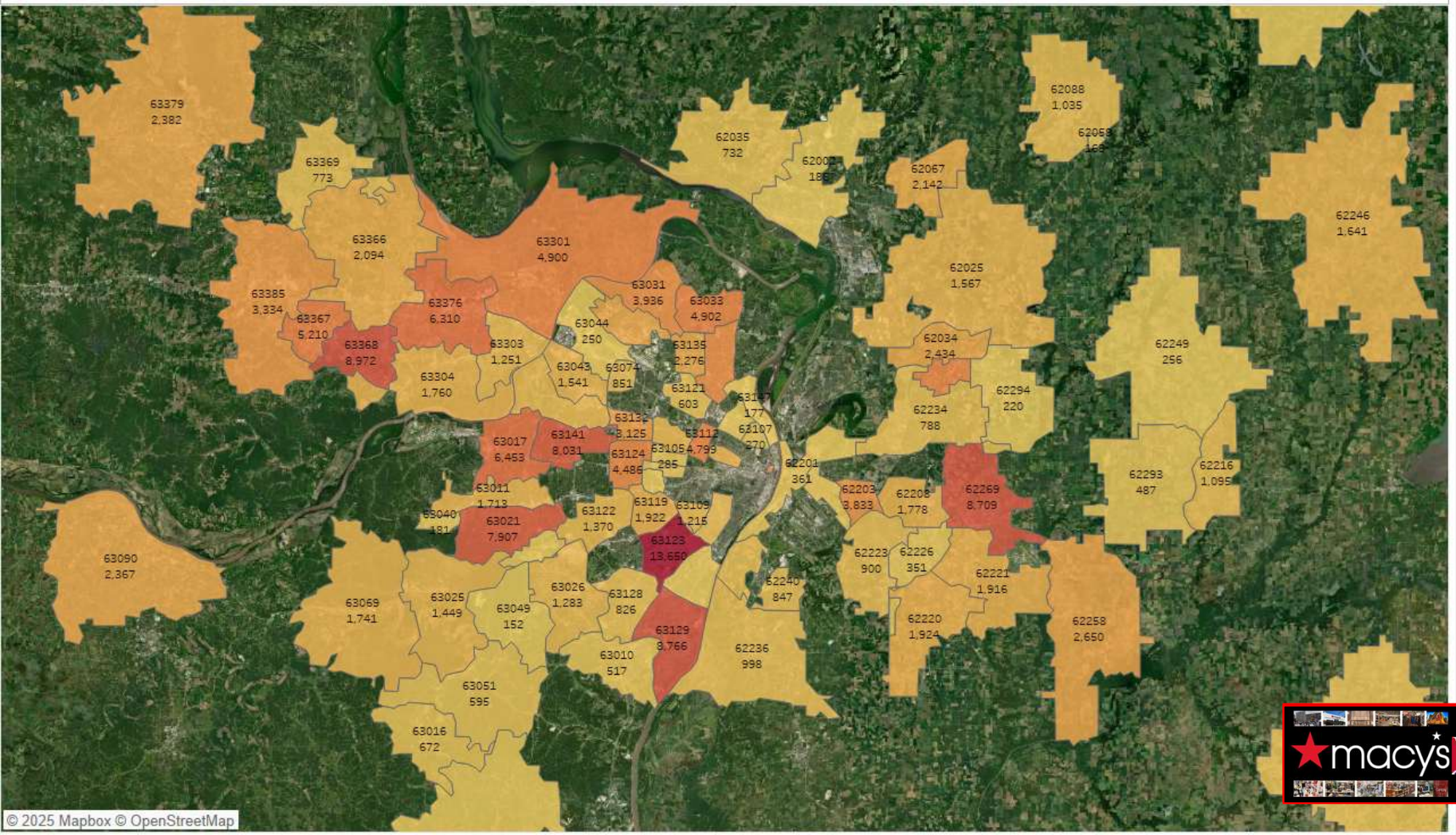
MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 168

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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

Top Residential Zip Codes: (Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months)



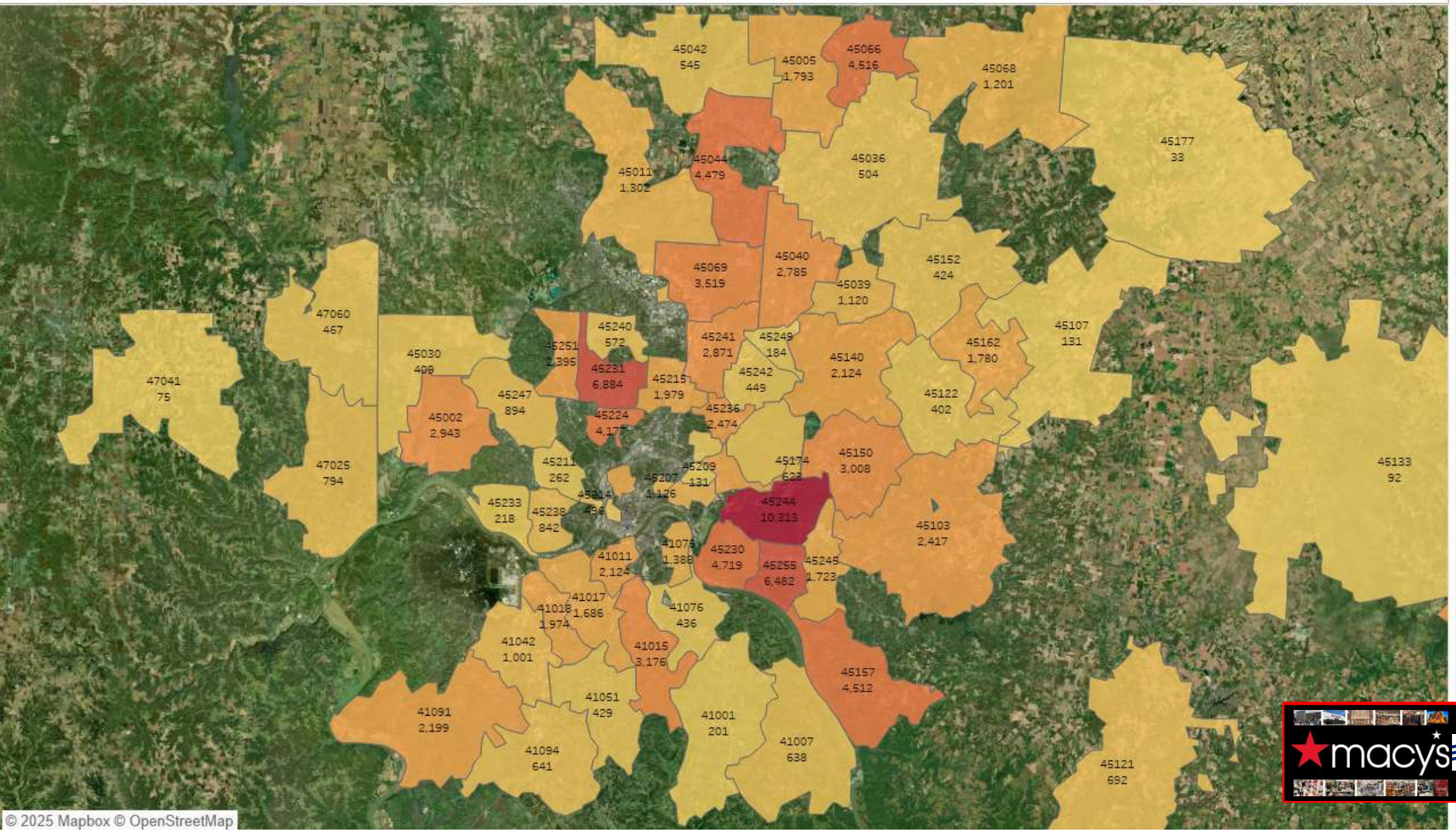
STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 196

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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

Top Residential Zip Codes: (Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months)



SUM(Adults 18 or older ...
33 10,313

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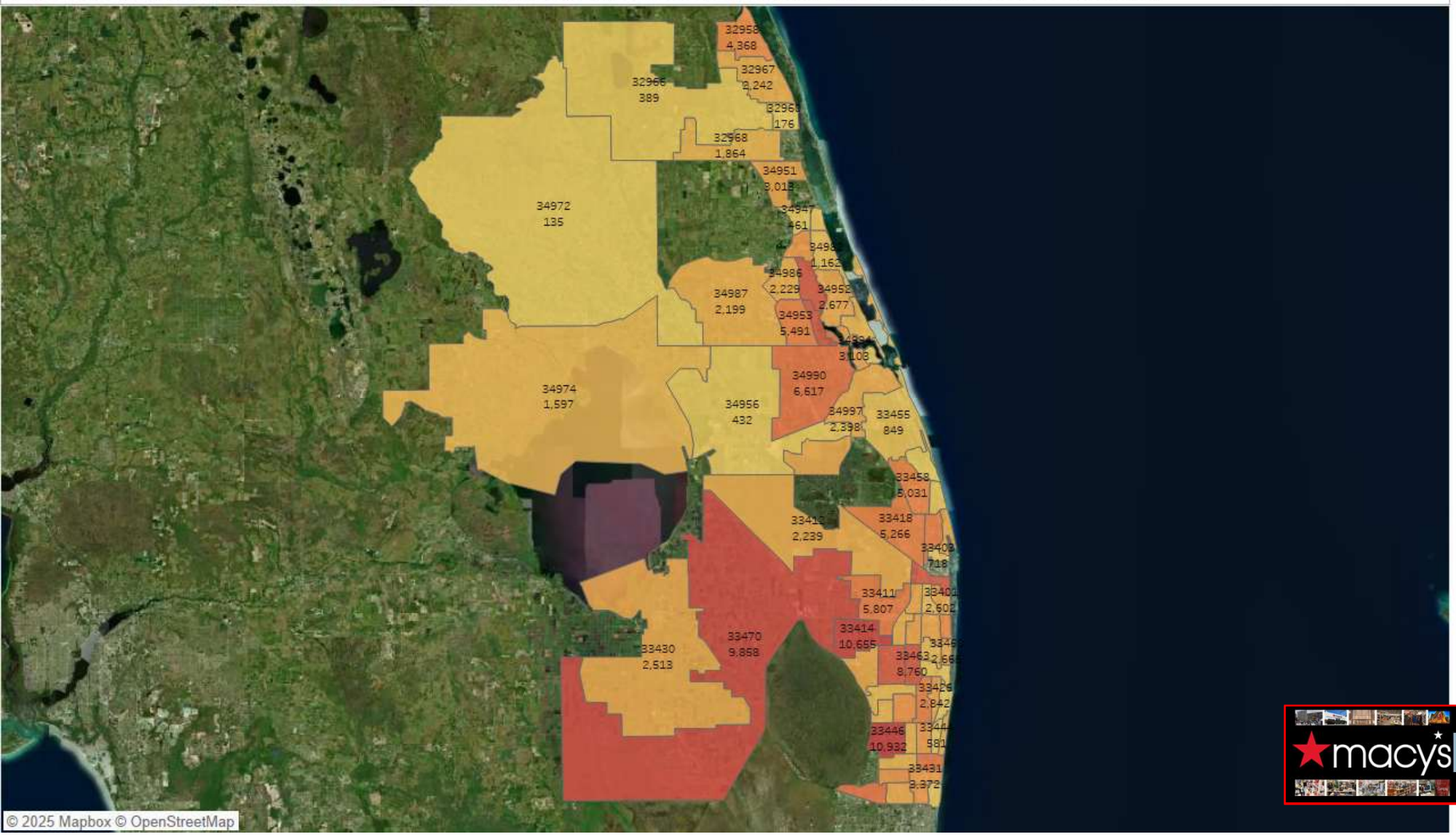
CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 151

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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

Top Residential Zip Codes: (Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months)



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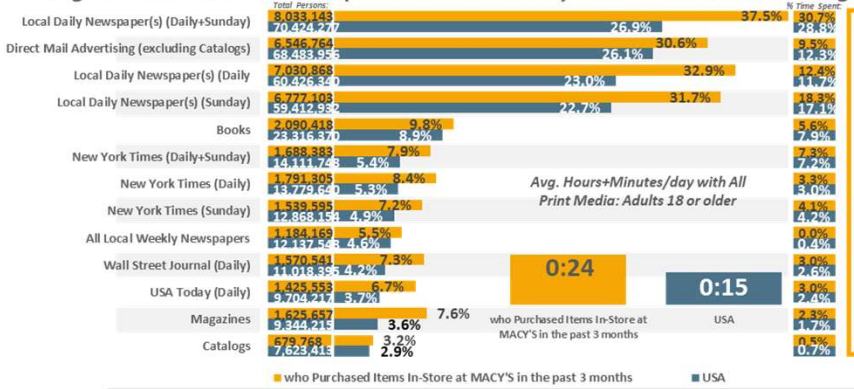
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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

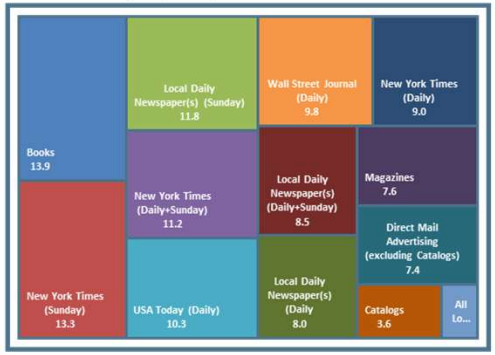


8,033,143 or 37.5% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.9 minutes every day representing 32.5% of all time spent daily with All forms of Print M

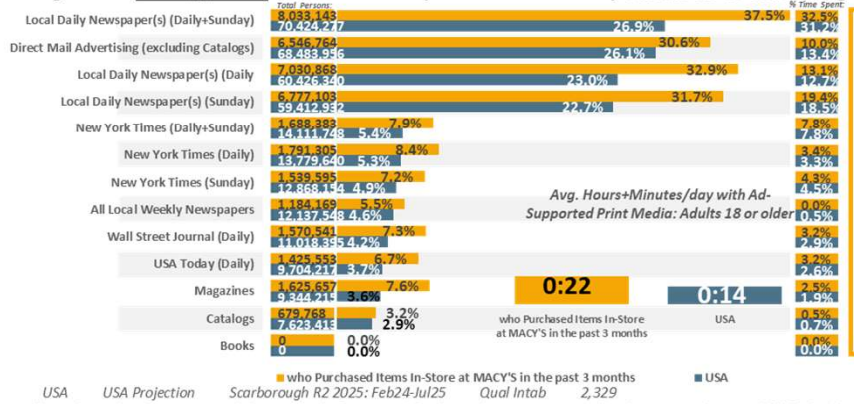
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



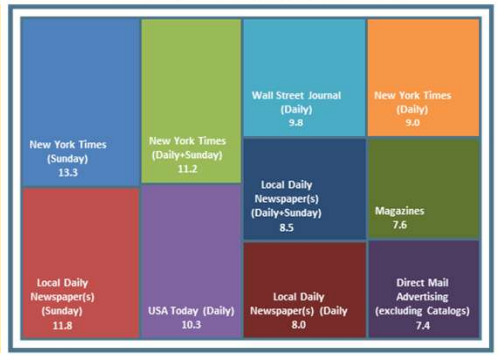




Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older







USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 2,329

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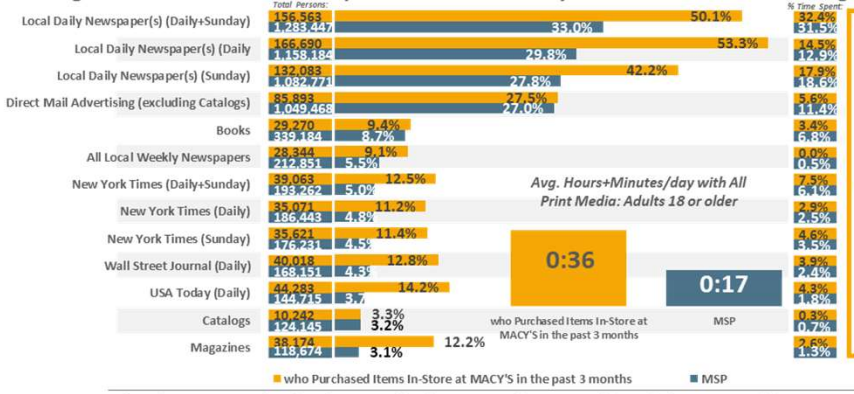
USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445

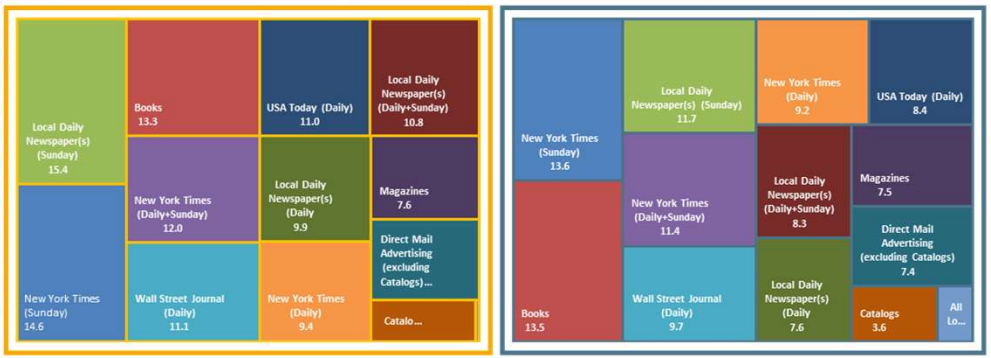
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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

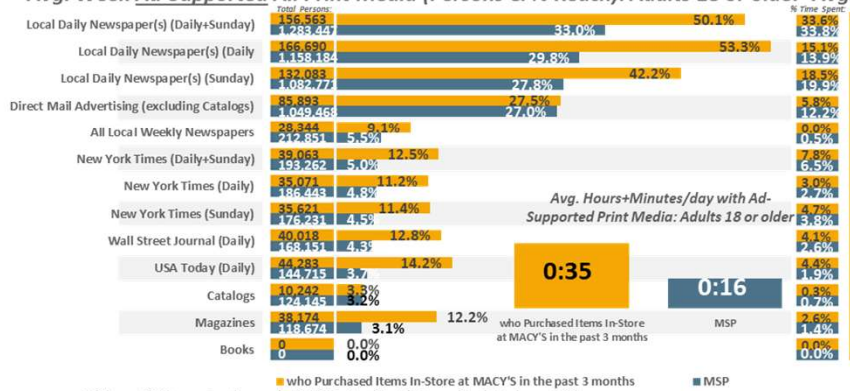
156,563 or 50.1% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.8 minutes every day representing 33.6% of all time spent daily with All forms of Print Me

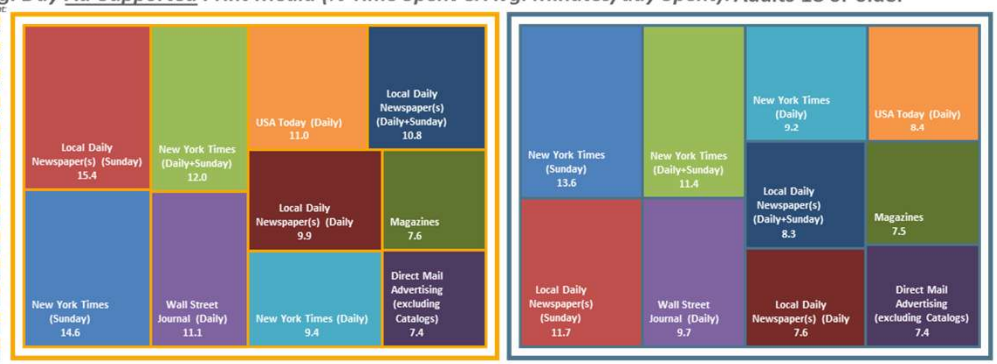
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older





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





MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 168

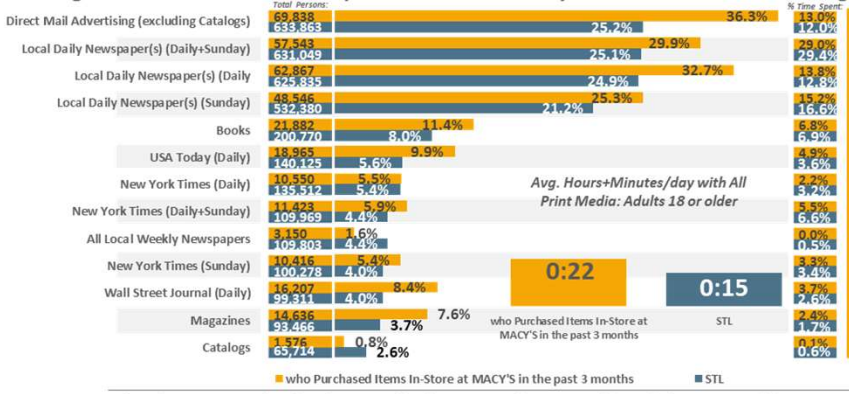
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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

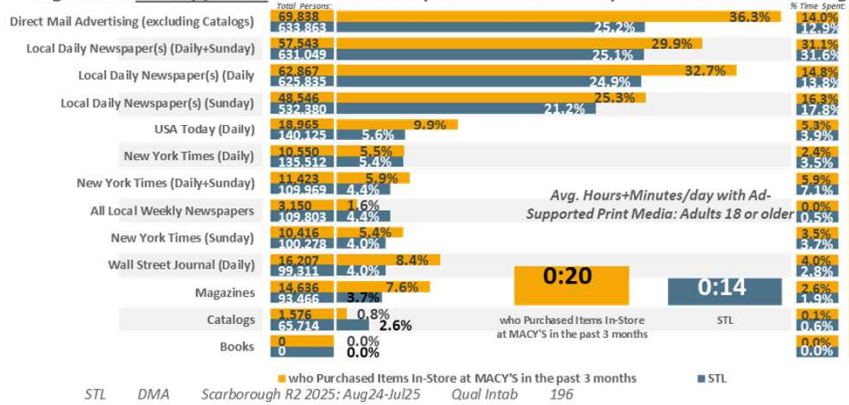
57,543 or 29.9% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.9 minutes every day representing 31.1% of all time spent daily with All forms of Print Medi

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





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



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



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 196

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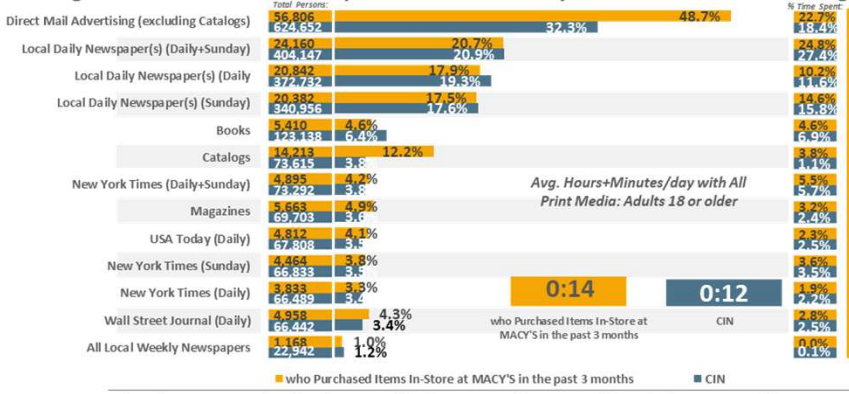
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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

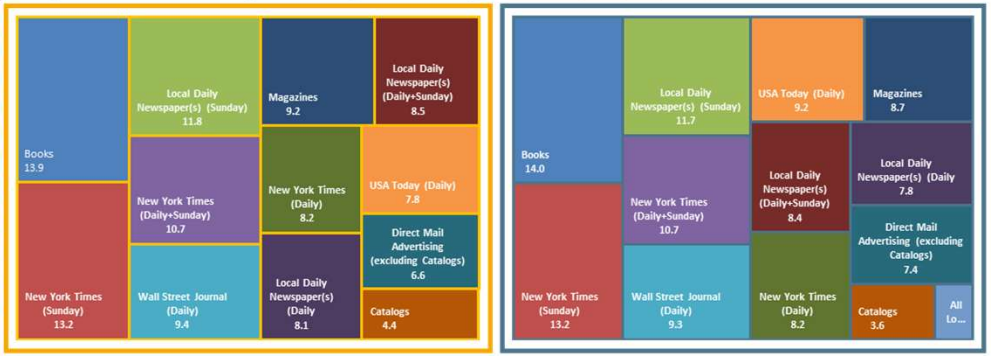


24,160 or 20.7% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.5 minutes every day representing 26.% of all time spent daily with All forms of Print Media

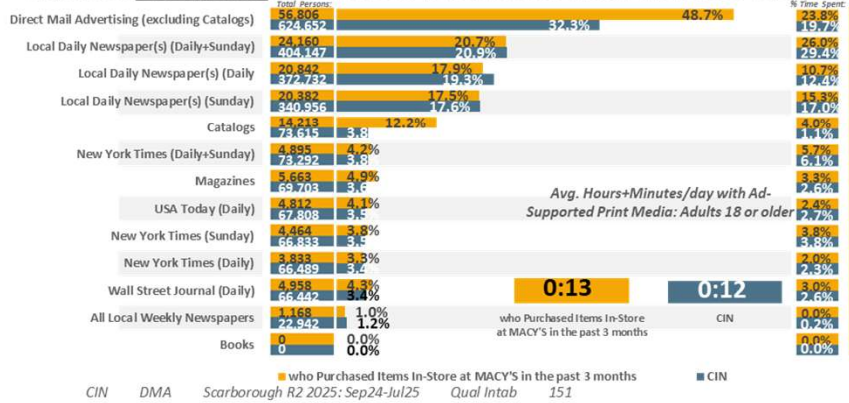
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



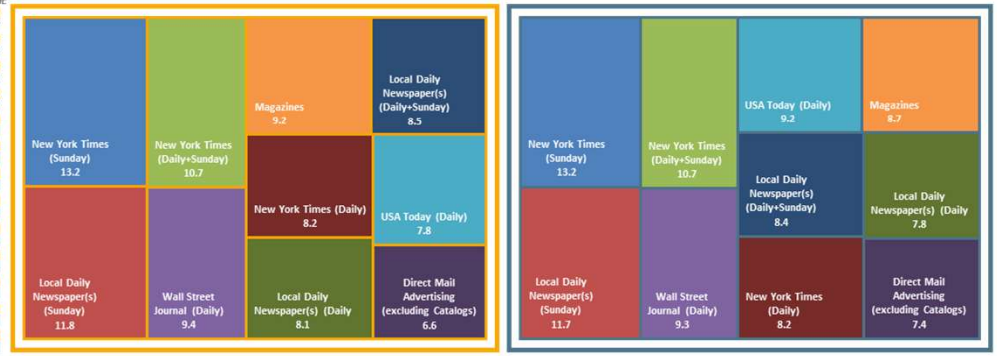
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 151

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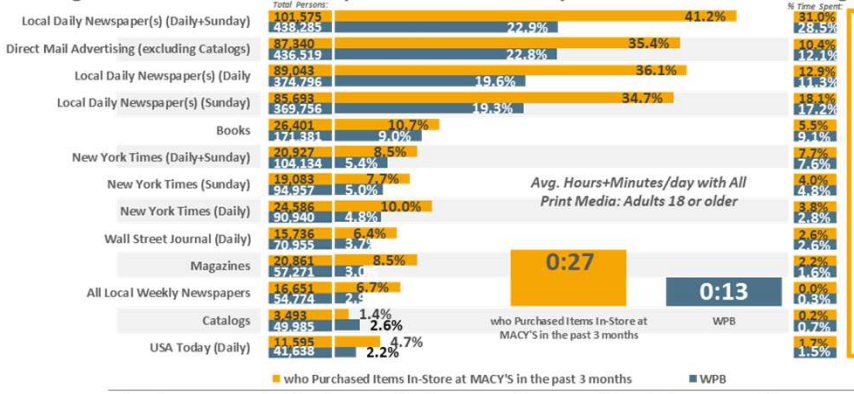
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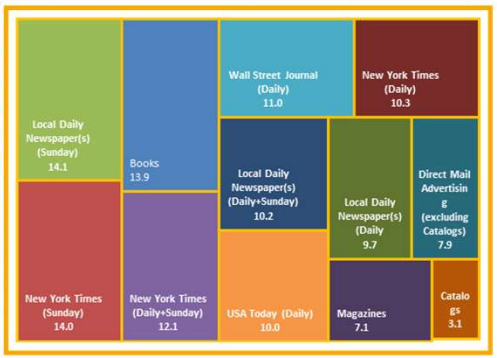
[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

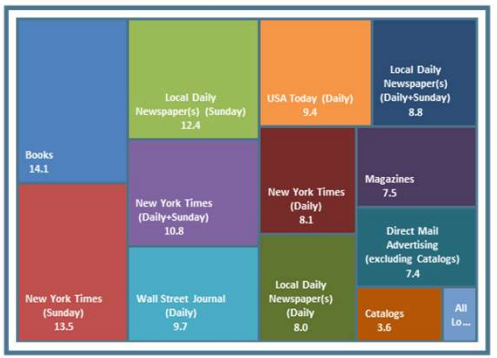
macy's WPB

101,575 or 41.2% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.2 minutes every day representing 32.8% of all time spent daily with All forms of Print Me

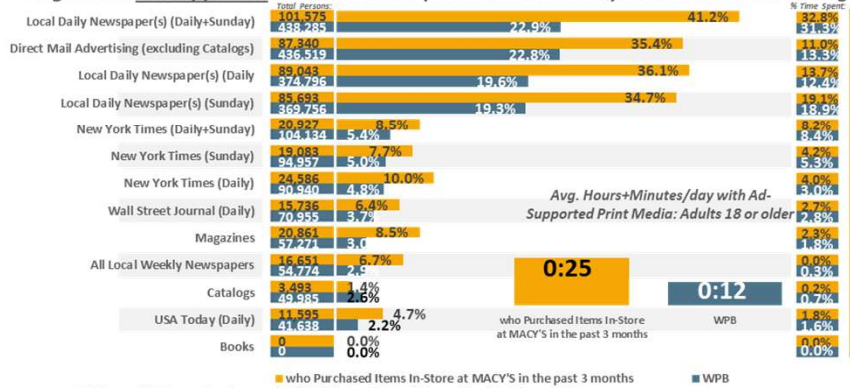
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older

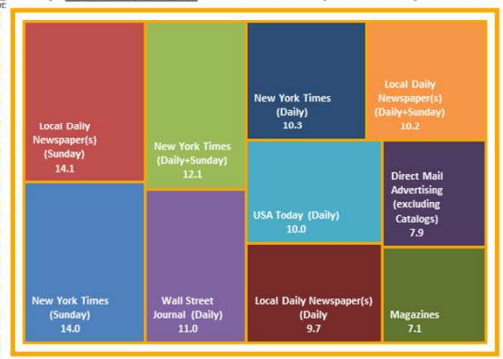


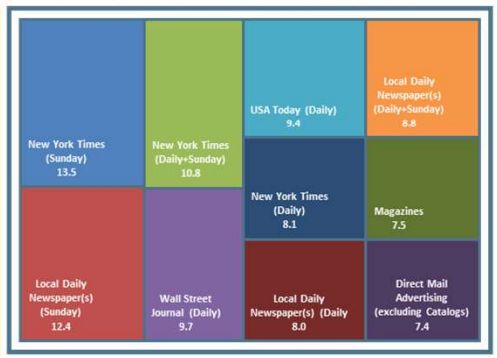




Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older







WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 344

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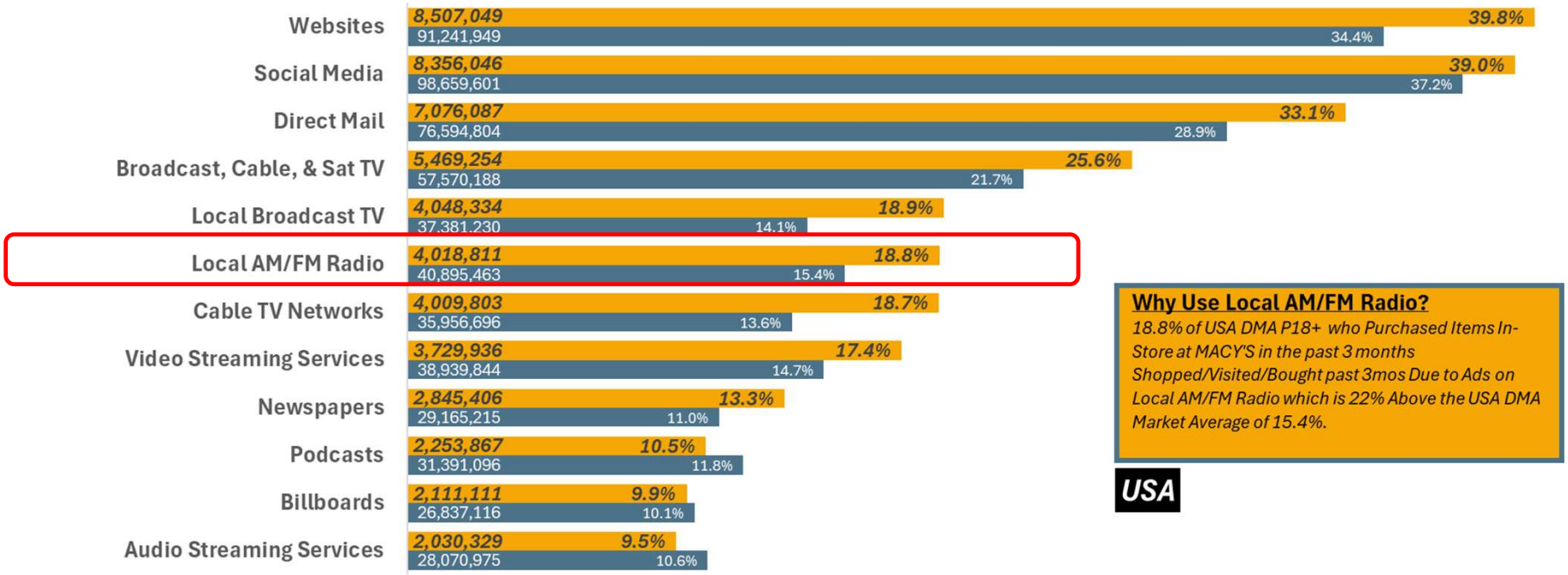
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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

macy's USA

"Advertising Actions"

P18+ who Purchased Items In-Store at MACY'S in the past 3 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

18.8% of USA DMA P18+ who Purchased Items In-Store at MACY'S in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 22% Above the USA DMA Market Average of 15.4%.

USA

USA DMA Scarborough R2 2025: Feb24-Jul25 Qual Intab: 2329

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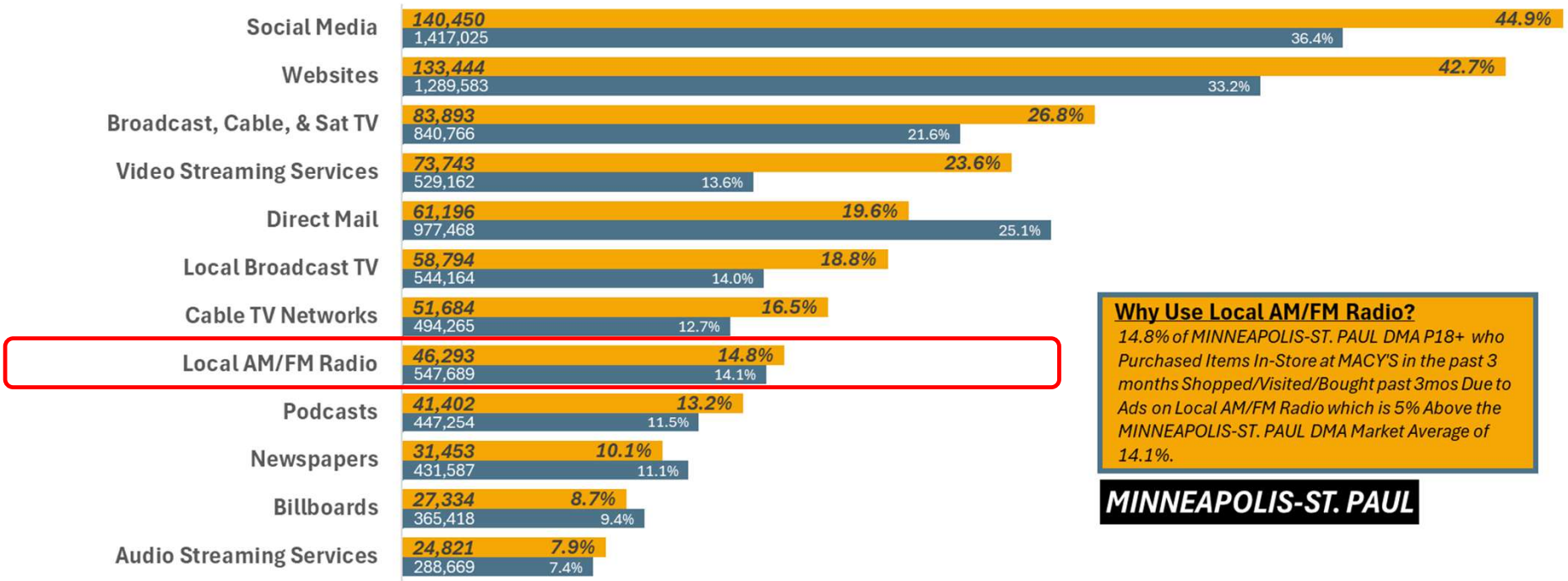
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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

macy's MSP

"Advertising Actions"

P18+ who Purchased Items In-Store at MACY'S in the past 3 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

14.8% of MINNEAPOLIS-ST. PAUL DMA P18+ who Purchased Items In-Store at MACY'S in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 5% Above the MINNEAPOLIS-ST. PAUL DMA Market Average of 14.1%.

MINNEAPOLIS-ST. PAUL

MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab: 168

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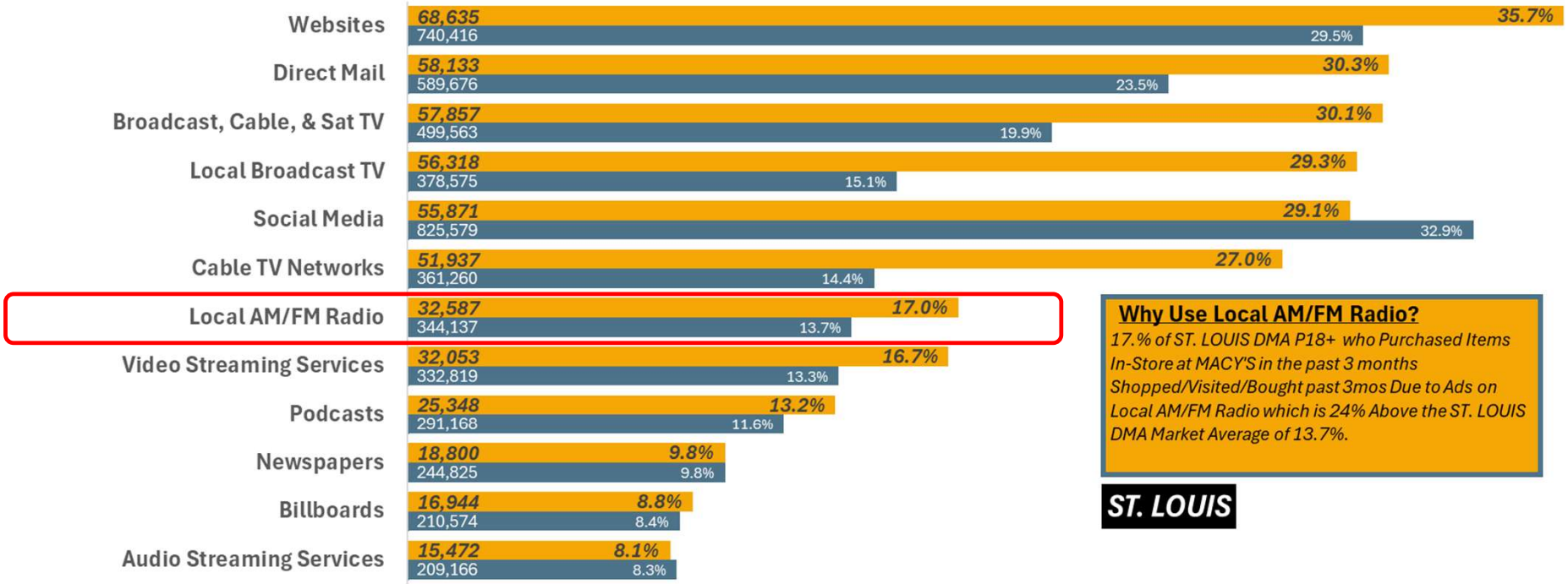
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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

macy's STL

"Advertising Actions"

P18+ who Purchased Items In-Store at MACY'S 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 P18+ who Purchased Items In-Store at MACY'S in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 24% Above the ST. LOUIS DMA Market Average of 13.7%.

ST. LOUIS

ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab: 196

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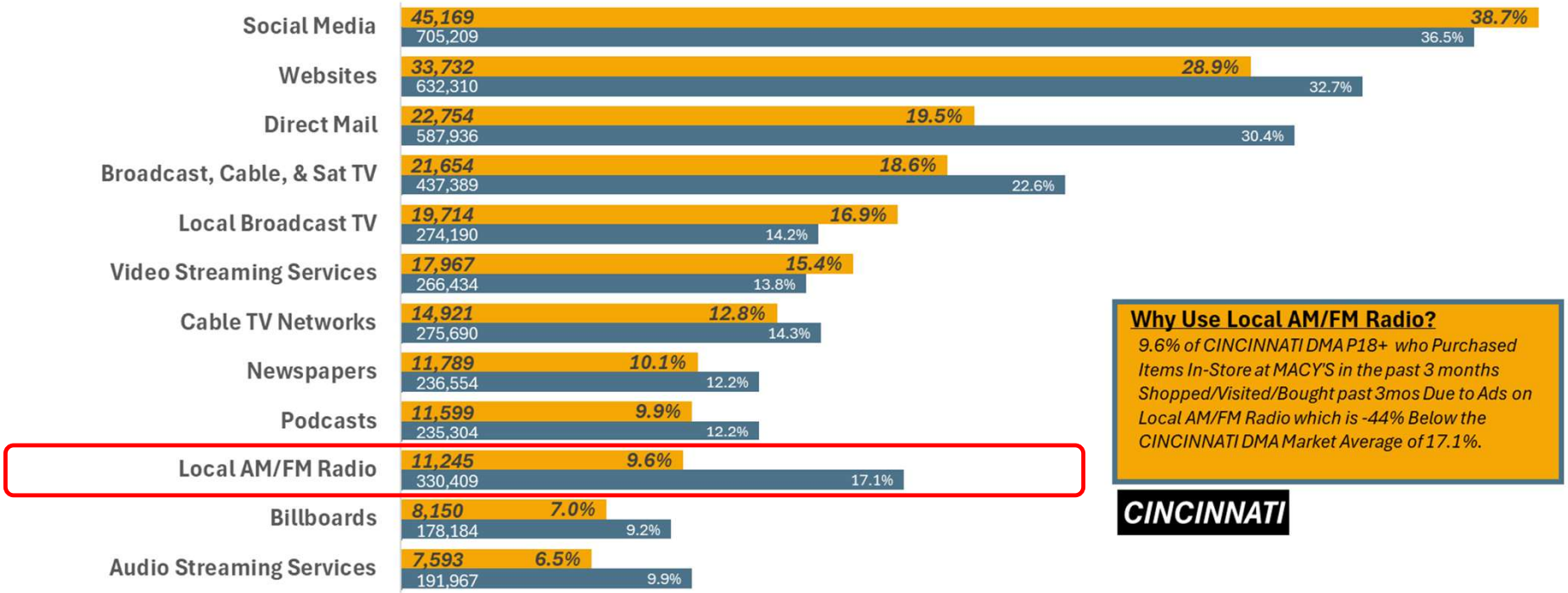
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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

macy's CIN

"Advertising Actions"

P18+ who Purchased Items In-Store at MACY'S in the past 3 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

9.6% of CINCINNATI DMA P18+ who Purchased Items In-Store at MACY'S in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -44% Below the CINCINNATI DMA Market Average of 17.1%.

CINCINNATI

CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 151

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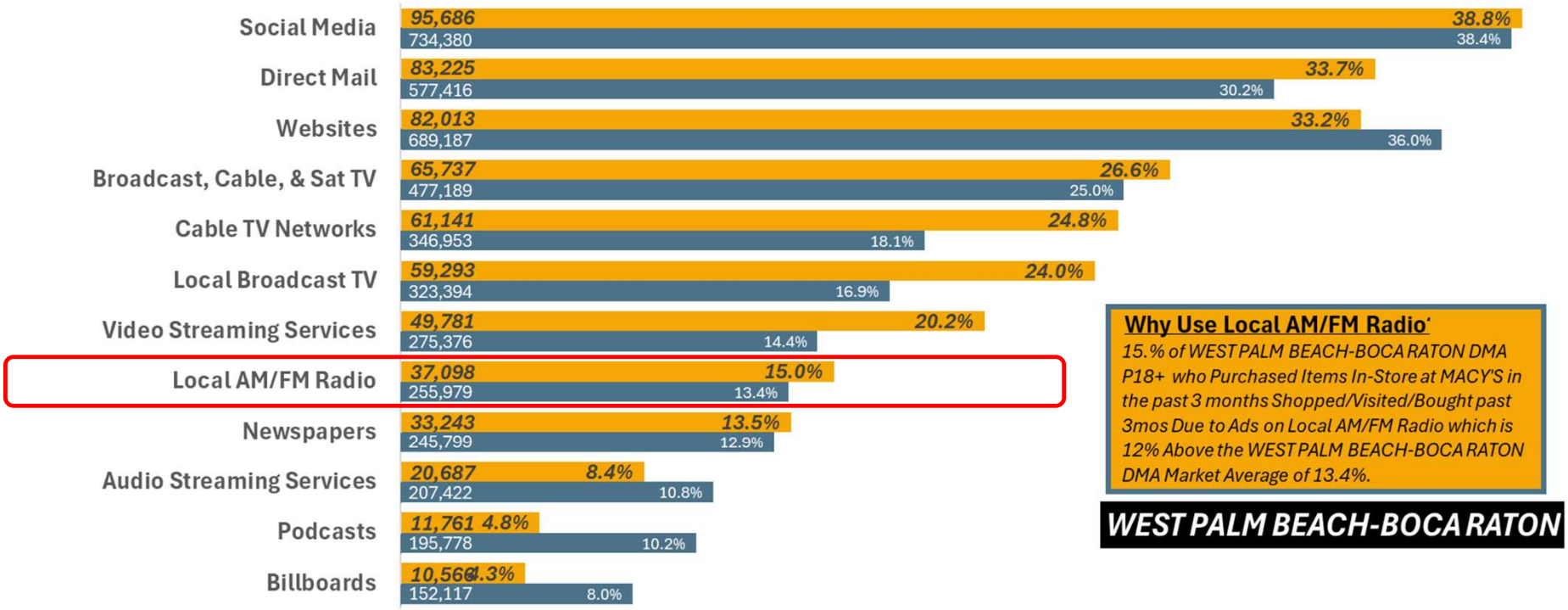
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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

macy's WPB

"Advertising Actions"

P18+ who Purchased Items In-Store at MACY'S in the past 3 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio'

15.% of WEST PALM BEACH-BOCA RATON DMA P18+ who Purchased Items In-Store at MACY'S in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 12% Above the WEST PALM BEACH-BOCA RATON DMA Market Average of 13.4%.

WEST PALM BEACH-BOCA RATON

WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab: 344

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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]