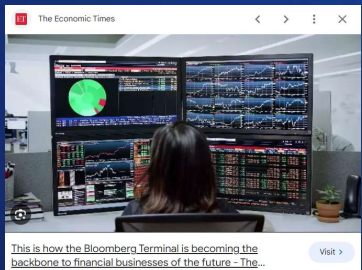


USA+4 More DMAs – P18+ who Purchased Items In-Store at BEST BUY in the past 3 mos!

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 BEST BUY in the past 3 months as of August 31, 2025.



BEST BUY®

BEST BUY **USA**

BEST BUY **MSP**

BEST BUY **STL**

BEST BUY **CIN**

BEST BUY **WPB**

P18+

Vanguard® BlackRock® **STATE STREET**

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

[(Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy)]





8.8% or 23,095,730 of USA Adults 18 or older Purchased Items In-Store at BEST BUY in the past 3 months. Typical Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months are 47.7 years old (2.1% younger than average) and have a \$112,094 (17.5% higher than average) annual household income.

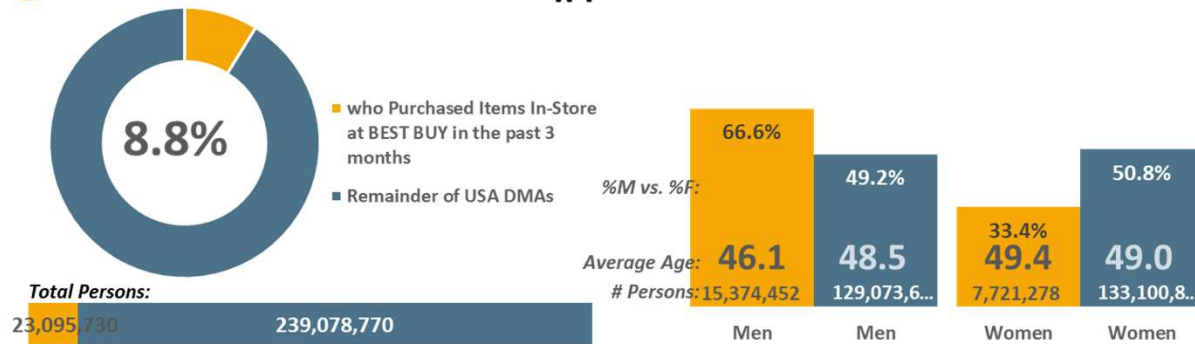


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

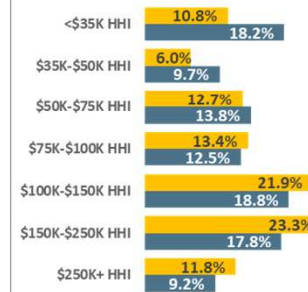
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: \$112,094 (Target) vs \$95,398 (Market)

USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,175
All Graphs and HBI AI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

[[Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy]]



9.1% or 352,202 of MSP DMA Adults 18 or older Purchased Items In-Store at BEST BUY in the past 3 months. Typical Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months are 45.2 years old (7.4% younger than average) and have a \$128,385 (16.4% higher than average) annual household income.

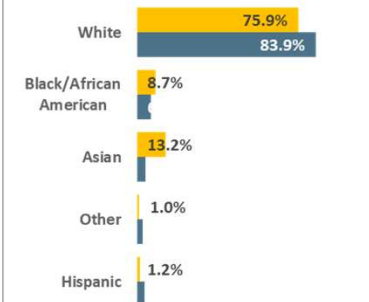
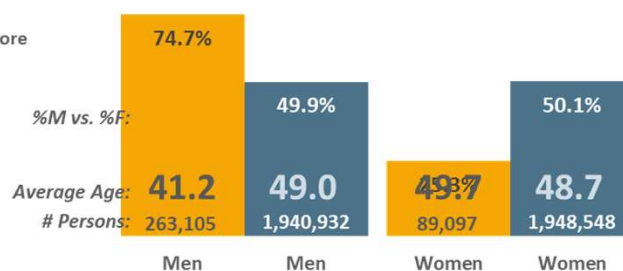
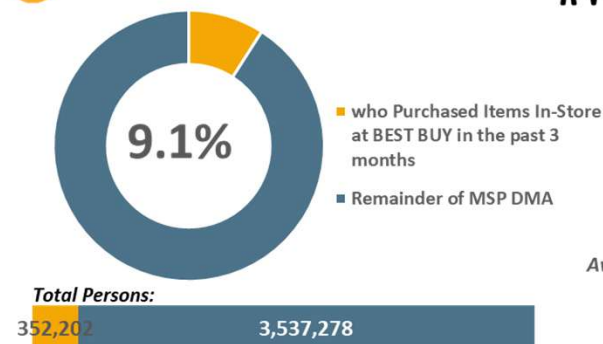


Percent of Market: Adults 18 or older

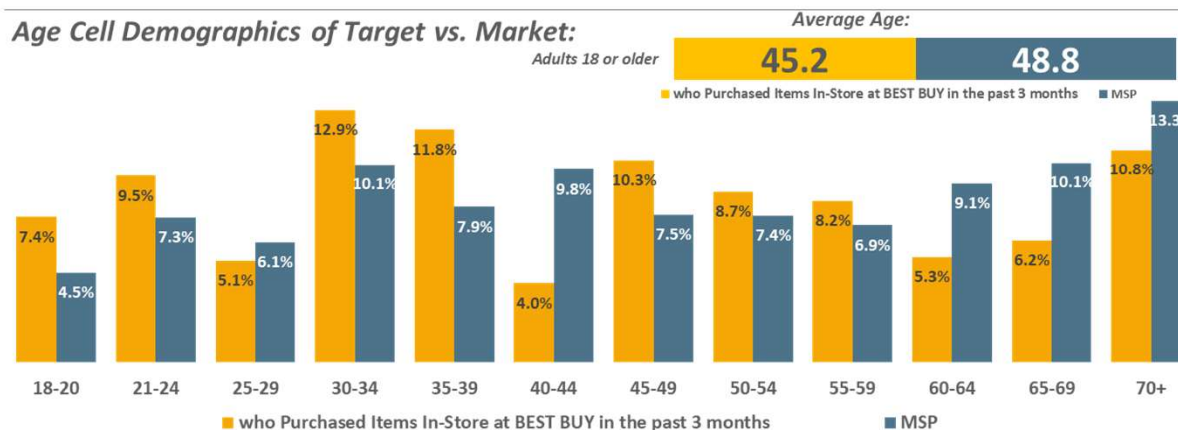


Gender of Target vs. Market: Adults 18 or older

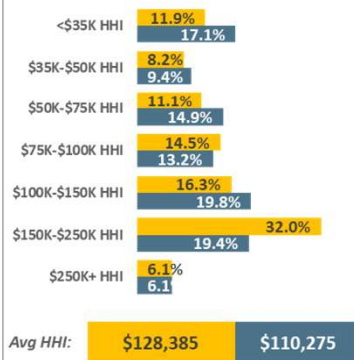
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:





7.7% or 174,904 of STL DMA Adults 18 or older Purchased Items In-Store at BEST BUY in the past 3 months. Typical Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months are 51.1 years old (3.5% older than average) and have a \$129,146 (28.6% higher than average) annual household income.

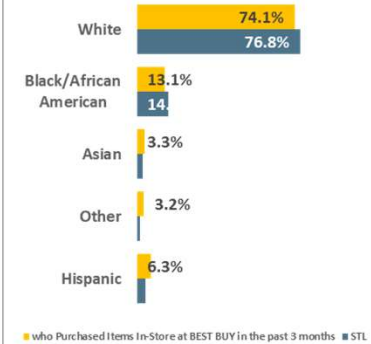
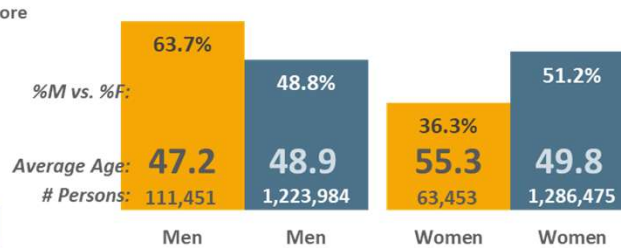


Percent of Market: Adults 18 or older



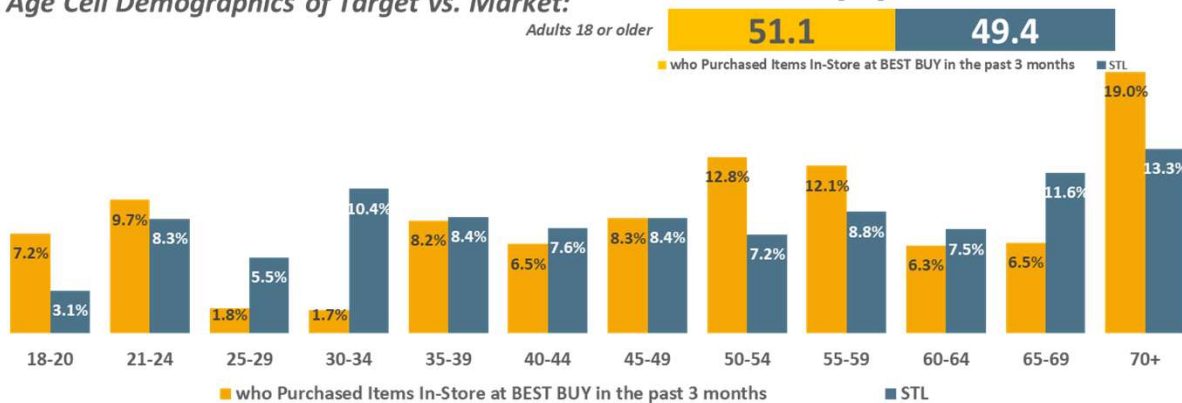
Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:

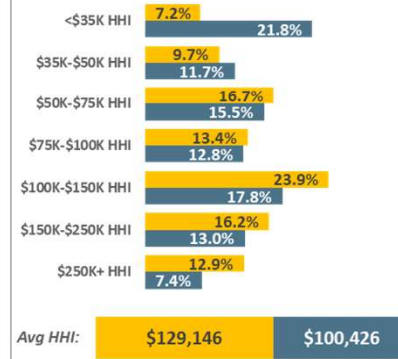


Age Cell Demographics of Target vs. Market:

Average Age:



HHI of Target vs. Market:





7.0% or 135,769 of CIN DMA Adults 18 or older Purchased Items In-Store at BEST BUY in the past 3 months. Typical Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months are 47.2 years old (3.1% younger than average) and have a \$123,122 (22.7% higher than average) annual household income.

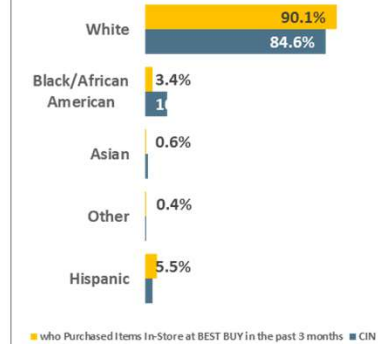
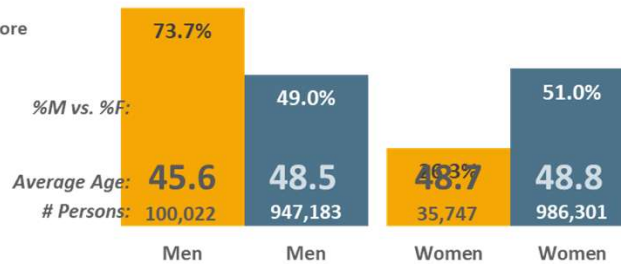
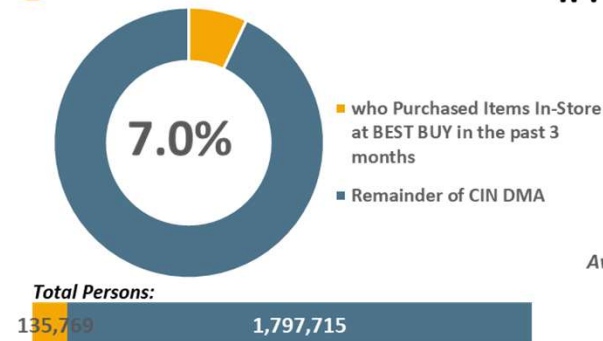


Percent of Market: Adults 18 or older

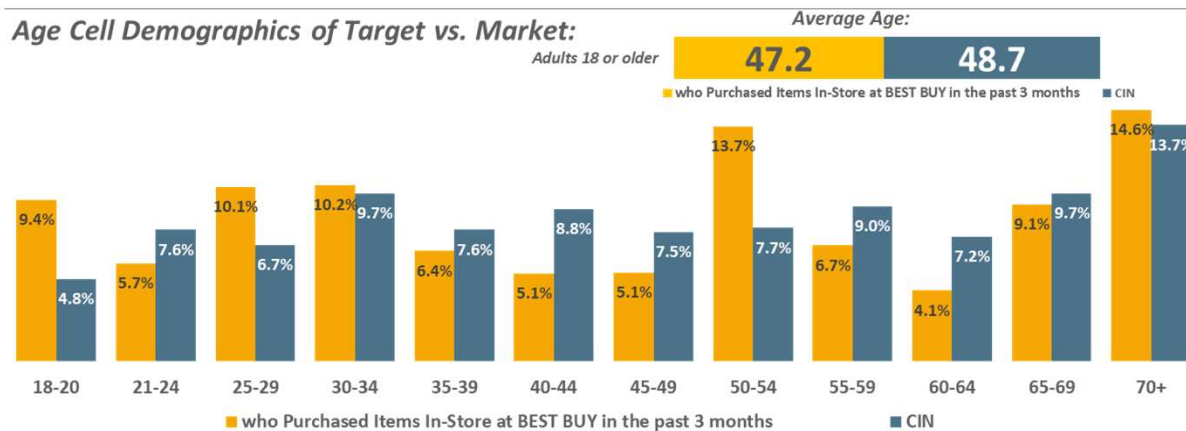


Gender of Target vs. Market: Adults 18 or older

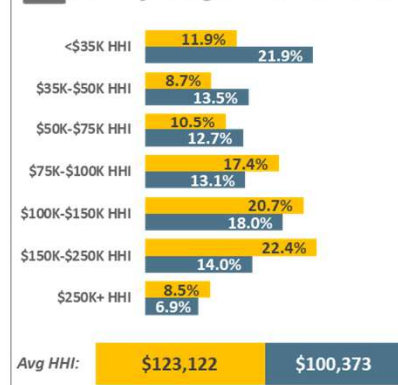
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:





8.8% or 167,849 of WPB DMA Adults 18 or older Purchased Items In-Store at BEST BUY in the past 3 months. Typical Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months are 55.4 years old (4.4% older than average) and have a \$131,195 (28.9% higher than average) annual household income.

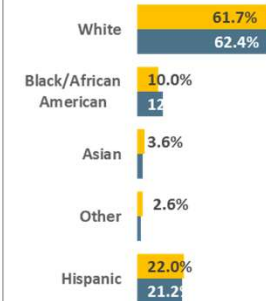
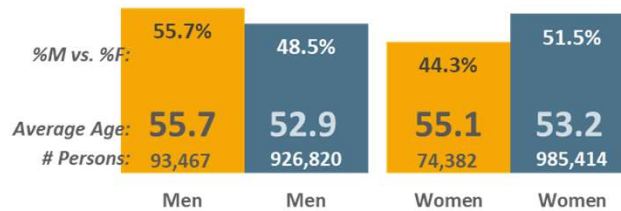
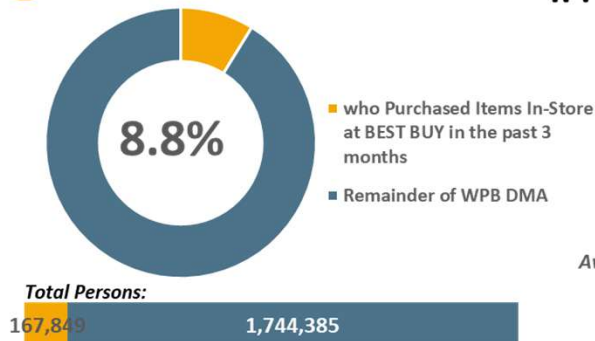


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:

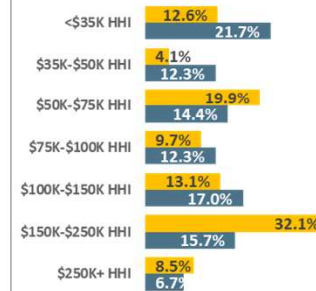


Age Cell Demographics of Target vs. Market:

Average Age:



HHI of Target vs. Market:



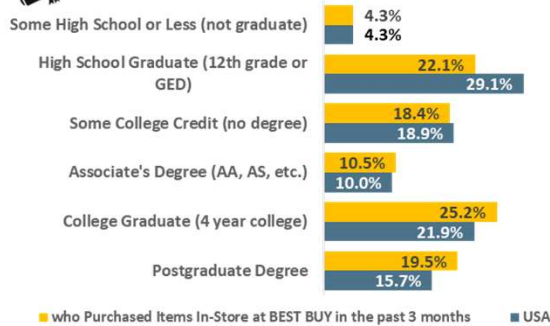
Avg HHI: \$131,195 (who purchased items in-store) vs \$101,757 (WPB)



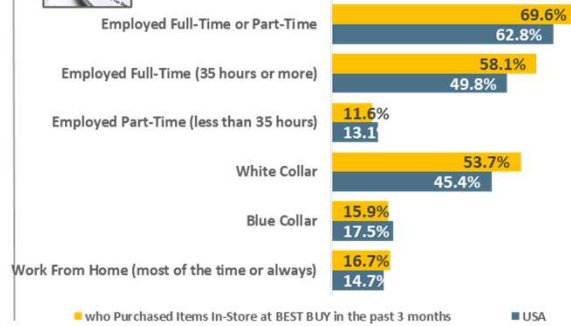
8.8% or 23,095,730 of USA Adults 18 or older Purchased Items In-Store at BEST BUY in the past 3 months. Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months are 18.6% more likely to be a college graduate, 16.6% more likely to work full-time, 8% more likely to be married, 2.5% more likely to be a parent of 1 or more children unde



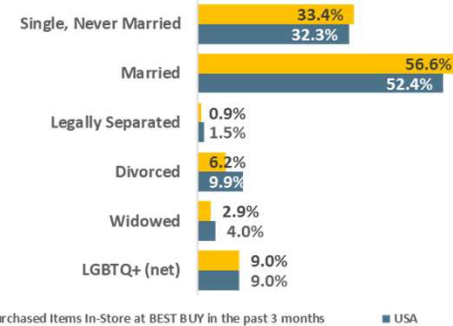
Education Levels: Adults 18 or older



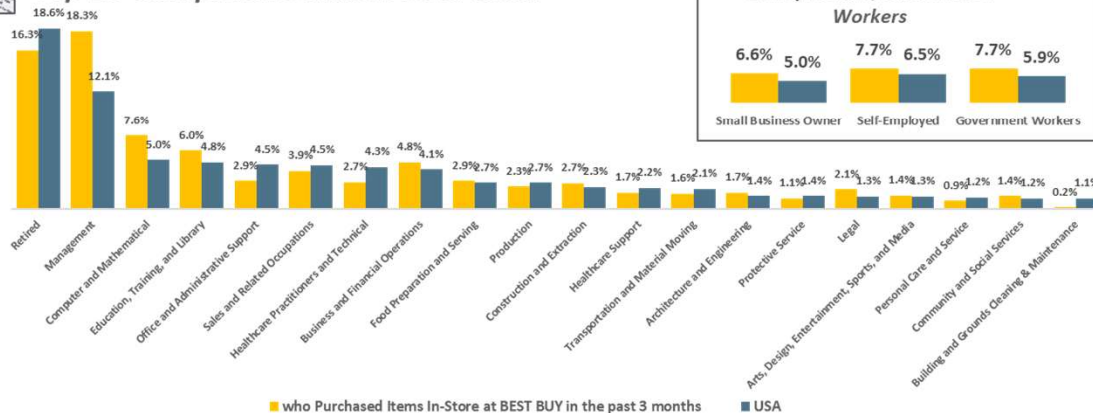
Employment: Adults 18 or older



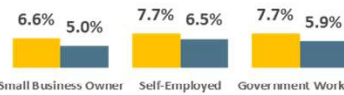
Marital Status: Adults 18 or older



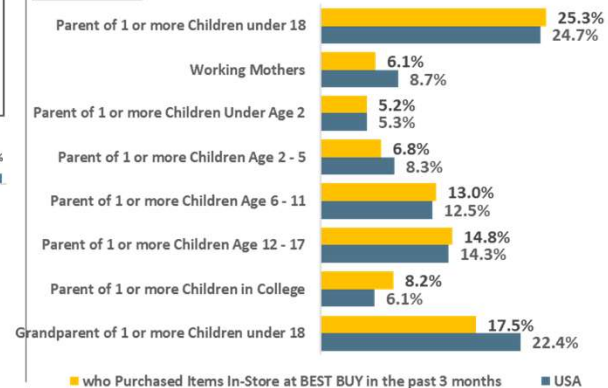
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

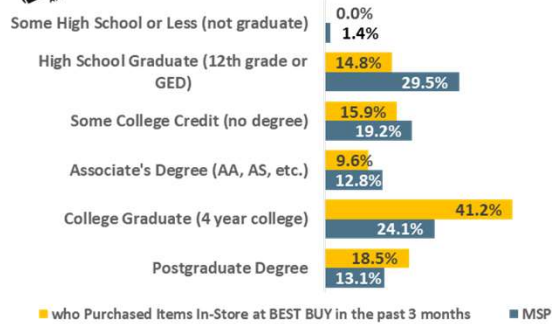




9.1% or 352,202 of MSP DMA Adults 18 or older Purchased Items In-Store at BEST BUY in the past 3 months. Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months are 60.7% more likely to be a college graduate, 2.7% less likely to work full-time, 4.2% less likely to be married, 31.1% more likely to be a parent of 1 or more children und



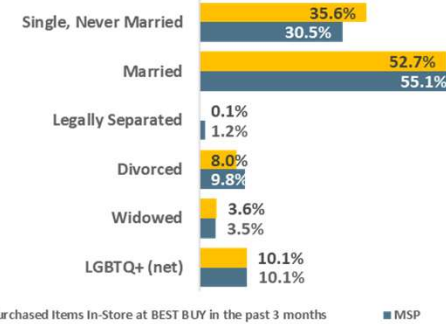
Education Levels: Adults 18 or older



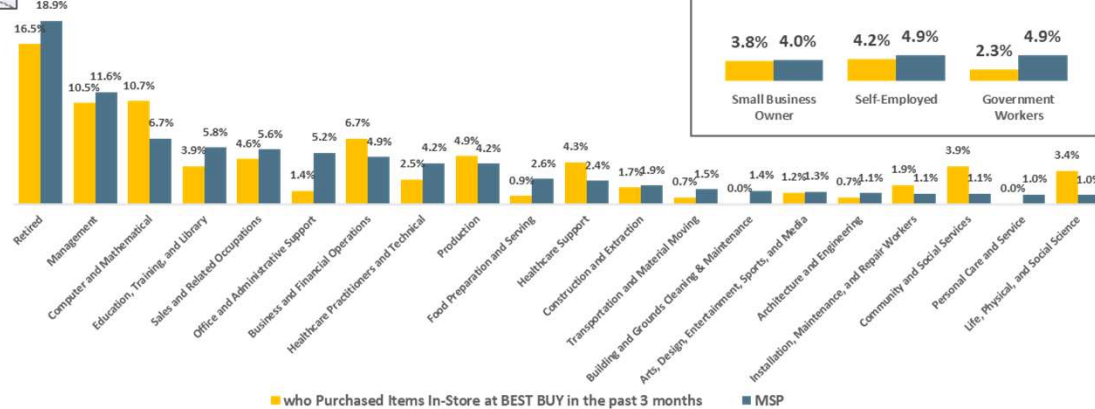
Employment: Adults 18 or older



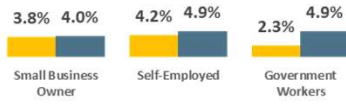
Marital Status: Adults 18 or older



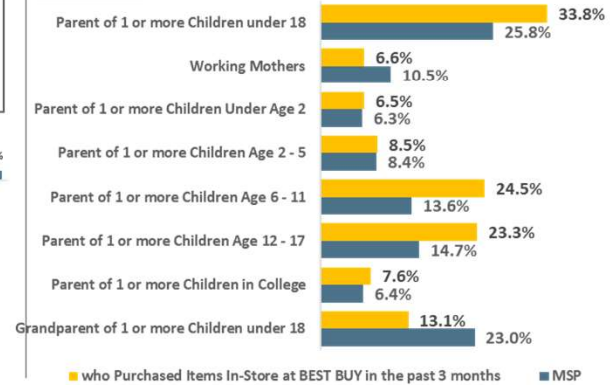
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

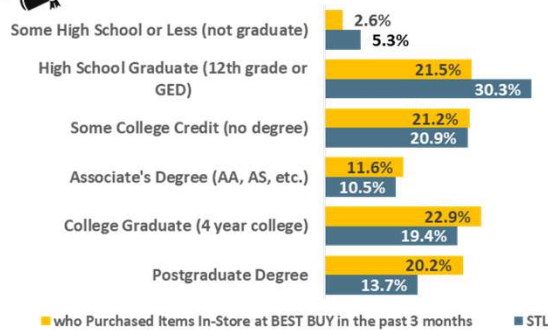




7.7% or 174,904 of STL DMA Adults 18 or older Purchased Items In-Store at BEST BUY in the past 3 months. Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months are 30.4% more likely to be a college graduate, 25.7% more likely to work full-time, 23.% more likely to be married, 5.2% less likely to be a parent of 1 or more children und



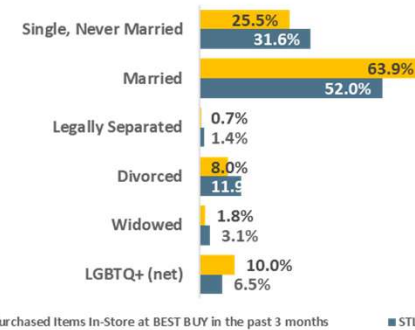
Education Levels: Adults 18 or older



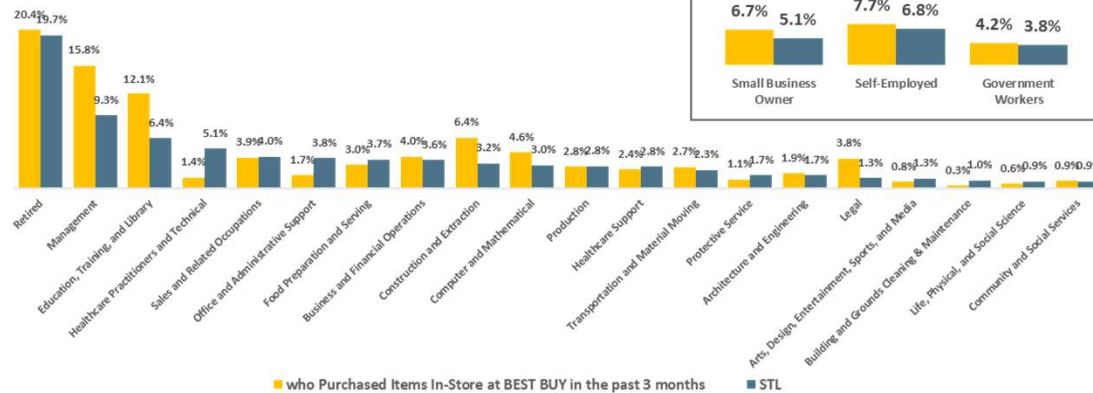
Employment: Adults 18 or older



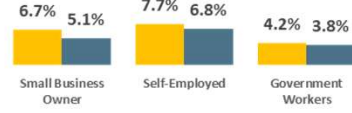
Marital Status: Adults 18 or older



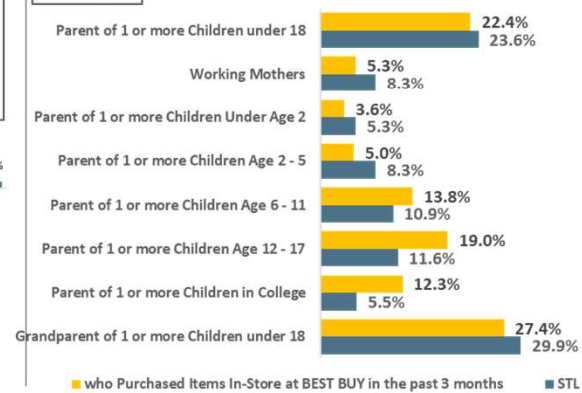
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

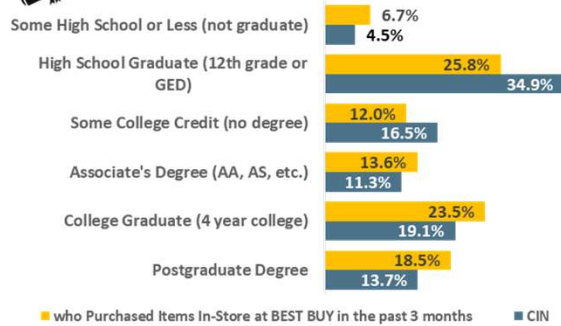




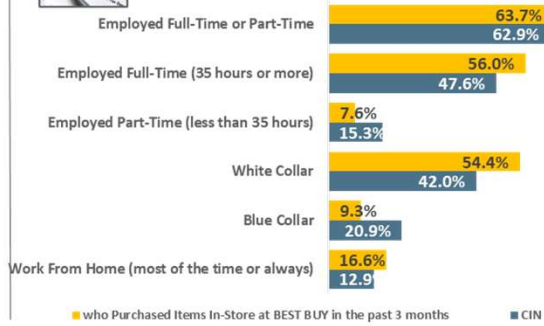
7.7% or 135,769 of CIN DMA Adults 18 or older Purchased Items In-Store at BEST BUY in the past 3 months. Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months are 28.2% more likely to be a college graduate, 17.7% more likely to work full-time, 2.6% more likely to be married, 9.2% more likely to be a parent of 1 or more children und



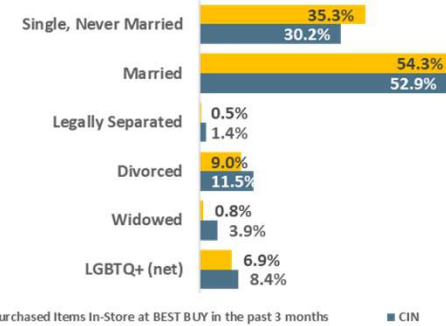
Education Levels: Adults 18 or older



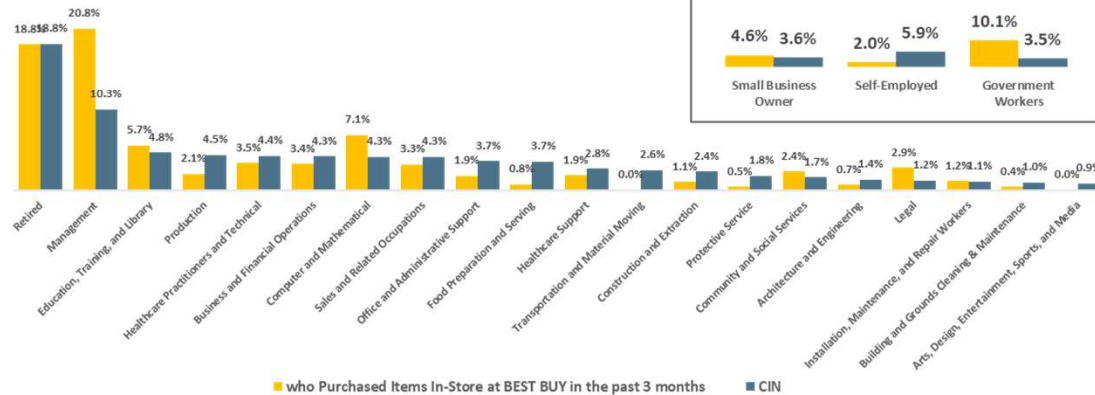
Employment: Adults 18 or older



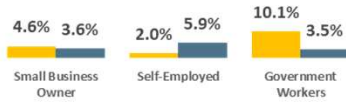
Marital Status: Adults 18 or older



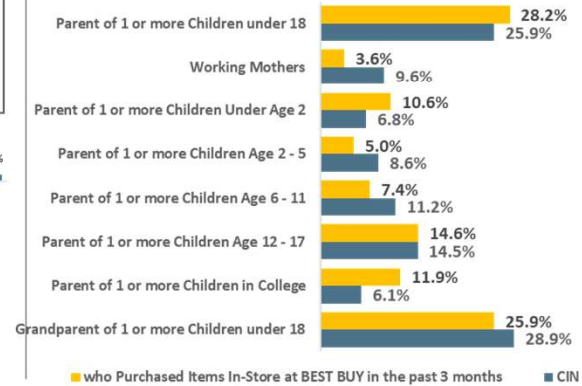
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



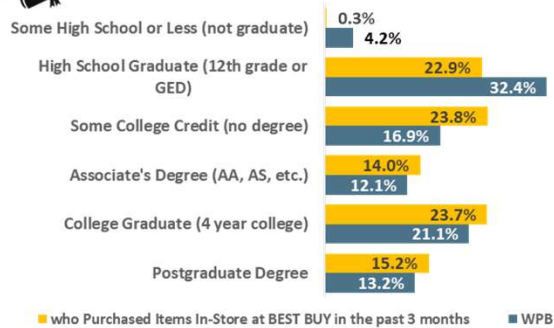
Stage in Life: Adults 18 or older



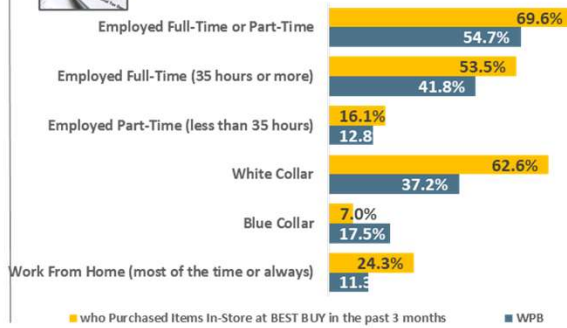


8.8% or 167,849 of WPB DMA Adults 18 or older Purchased Items In-Store at BEST BUY in the past 3 months. Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months are 13.5% more likely to be a college graduate, 27.9% more likely to work full-time, 20.2% more likely to be married, 22.5% less likely to be a parent of 1 or more children u

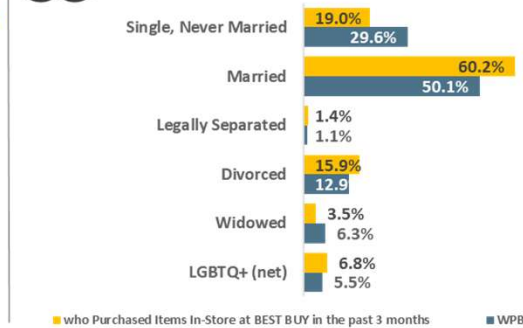
Education Levels: Adults 18 or older



Employment: Adults 18 or older



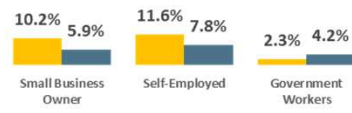
Marital Status: Adults 18 or older



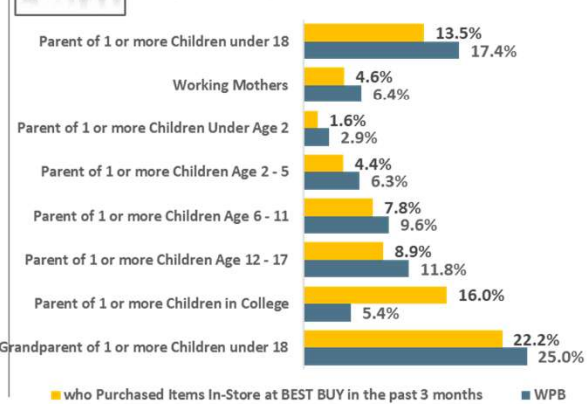
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



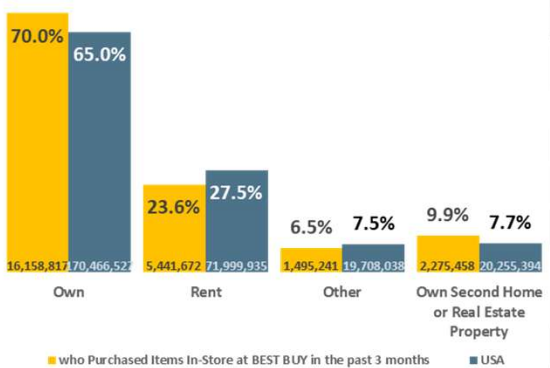
Stage in Life: Adults 18 or older



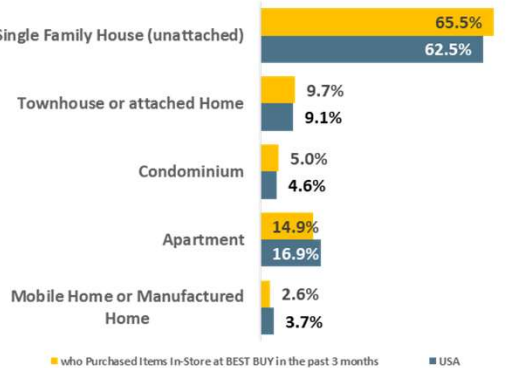


8.8% or 23,095,730 of USA Adults 18 or older Purchased Items In-Store at BEST BUY in the past 3 months. Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months are 7.6% more likely to own their home, 35.2% more likely to own a higher valued home, 4.7% more likely to have a single-family home, 8.5% more likely to have a dog.

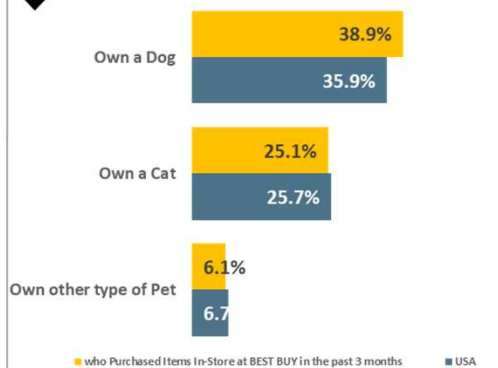
Own/Rent/Other: Adults 18 or older



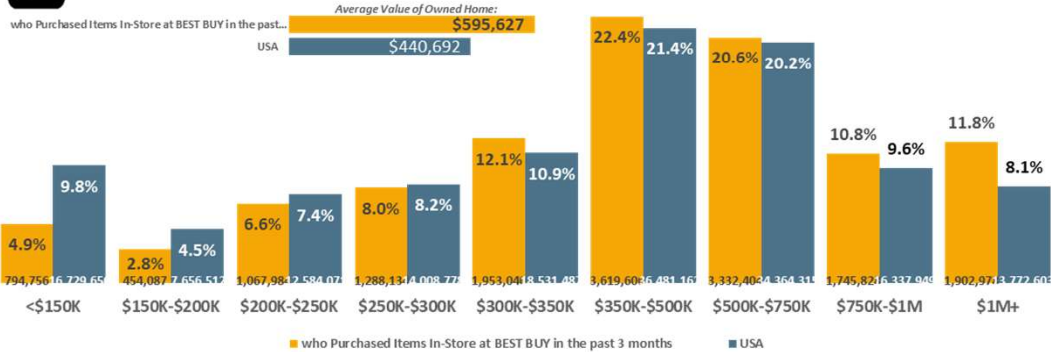
Type of Home: Adults 18 or older



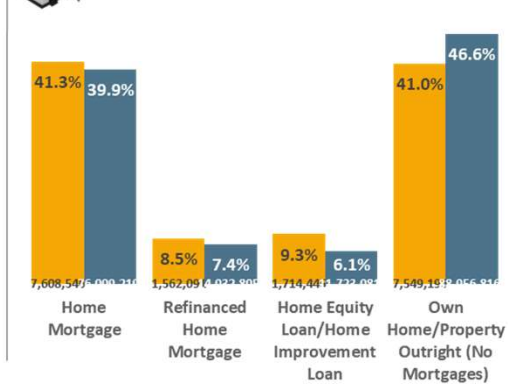
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



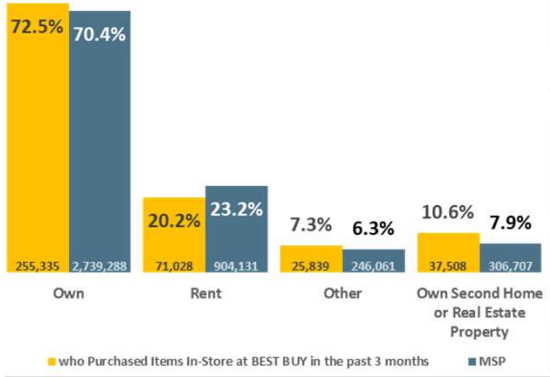
USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,175
All Graphs and HBI AI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved. USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

[[Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy]]

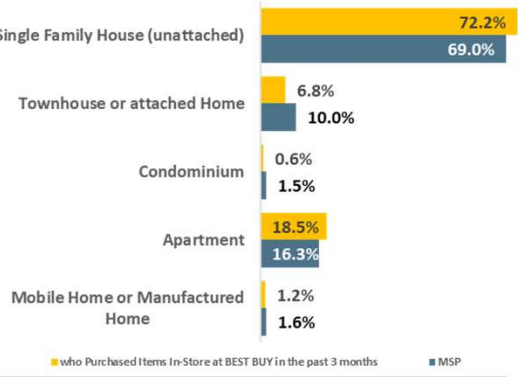


9.1% or 352,202 of MSP DMA Adults 18 or older Purchased Items In-Store at BEST BUY in the past 3 months. Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months are 2.9% more likely to own their home, 40.9% more likely to own a higher valued home, 4.6% more likely to have a single-family home, 3.7% more likely to have a dog.

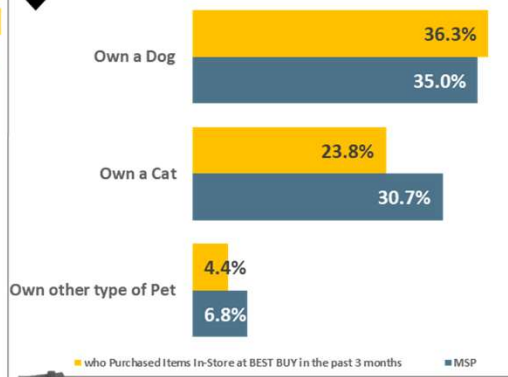
Own/Rent/Other: Adults 18 or older



Type of Home: Adults 18 or older



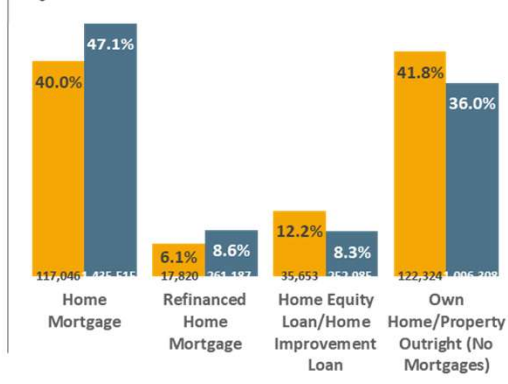
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



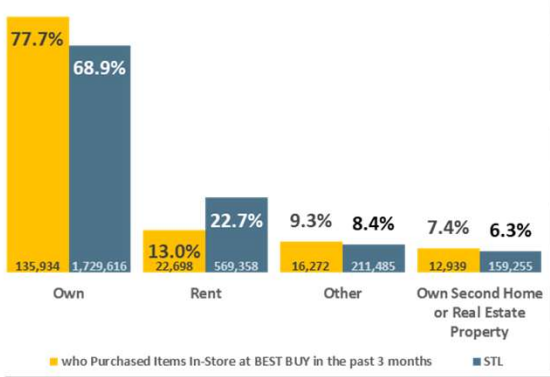
[(Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy)]



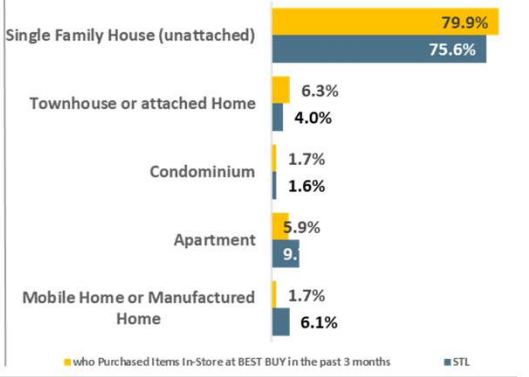
7.7% or 174,904 of STL DMA Adults 18 or older Purchased Items In-Store at BEST BUY in the past 3 months. Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months are 12.8% more likely to own their home, 16.3% more likely to own a higher valued home, 5.8% more likely to have a single-family home, 6.3% less likely to have a dog.



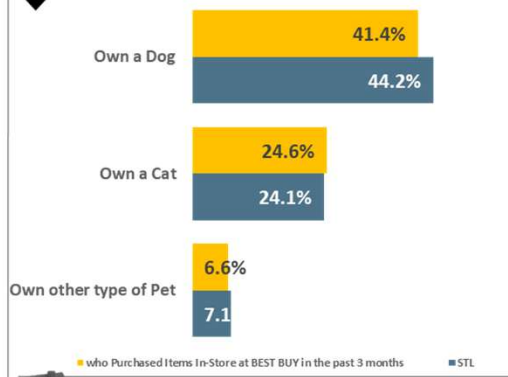
Own/Rent/Other: Adults 18 or older



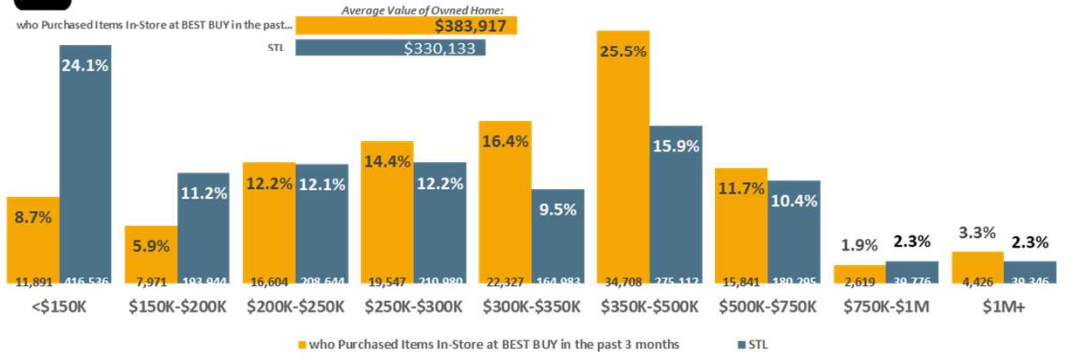
Type of Home: Adults 18 or older



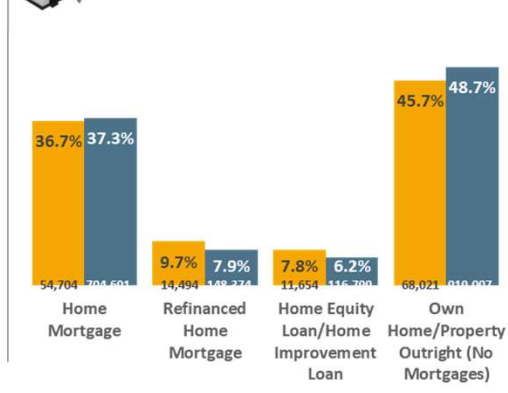
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



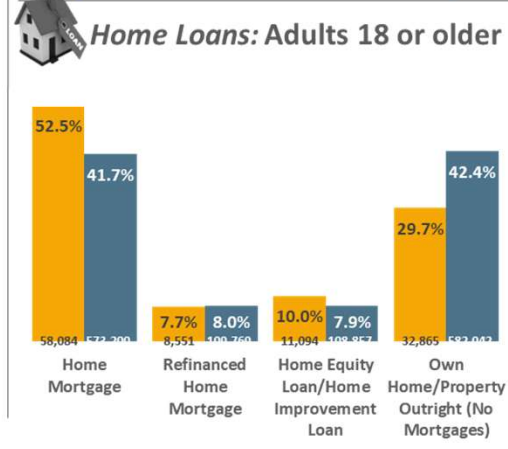
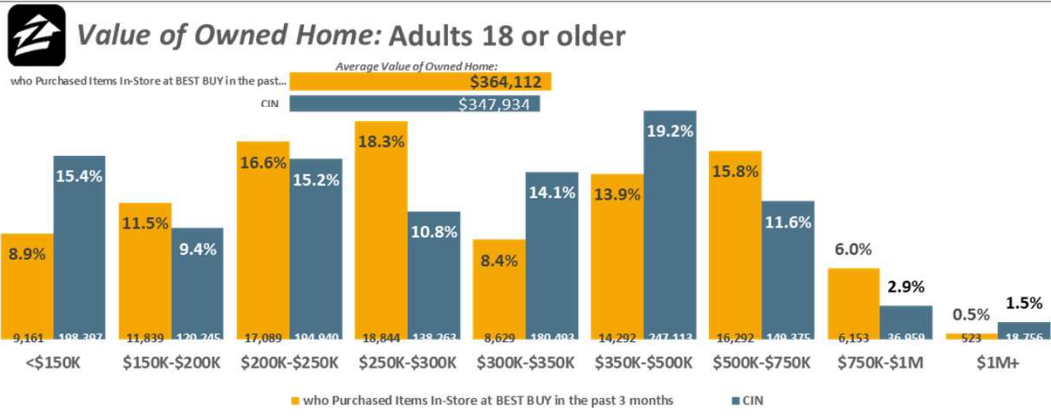
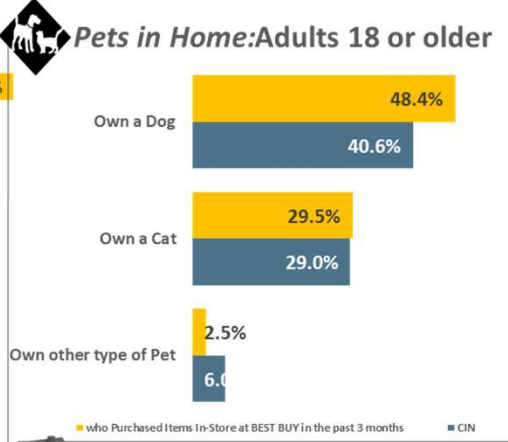
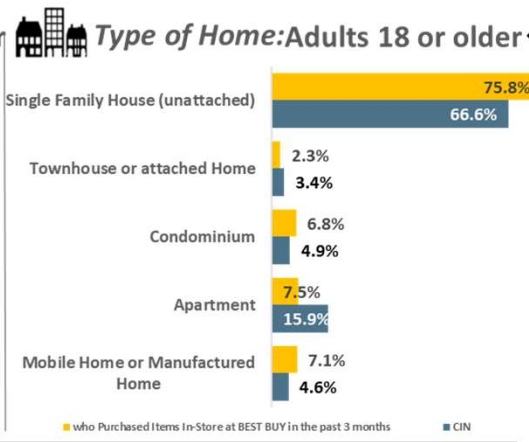
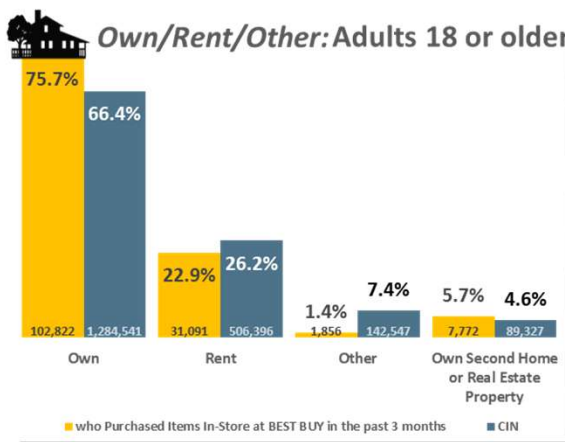
Home Loans: Adults 18 or older



[(Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy)]



7.7% or 135,769 of CIN DMA Adults 18 or older Purchased Items In-Store at BEST BUY in the past 3 months. Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months are 14.% more likely to own their home, 4.6% more likely to own a higher valued home, 13.9% more likely to have a single-family home, 19.2% more likely to have a dog.

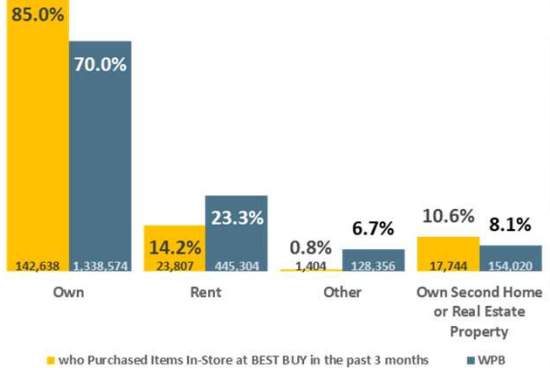


[(Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy)]

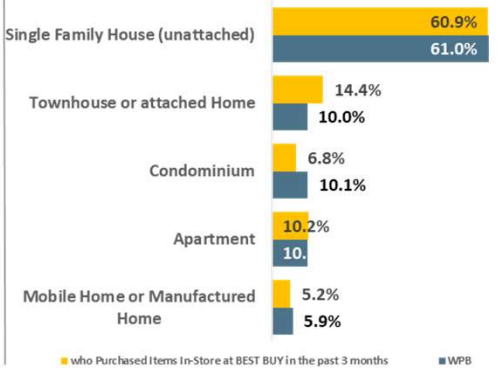


8.8% or 167,849 of WPB DMA Adults 18 or older Purchased Items In-Store at BEST BUY in the past 3 months. Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months are 21.4% more likely to own their home, 8.9% more likely to own a higher valued home, .3% less likely to have a single-family home, 34.1% more likely to have a dog.

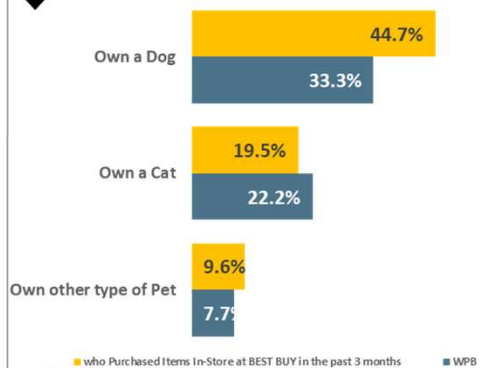
Own/Rent/Other: Adults 18 or older



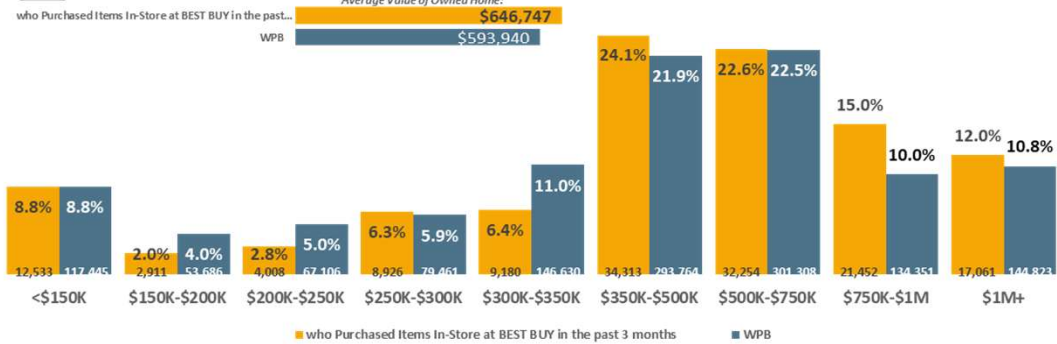
Type of Home: Adults 18 or older



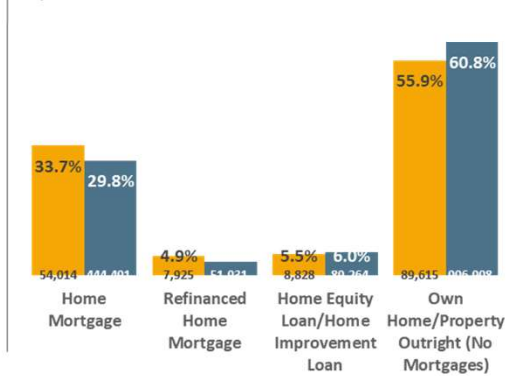
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



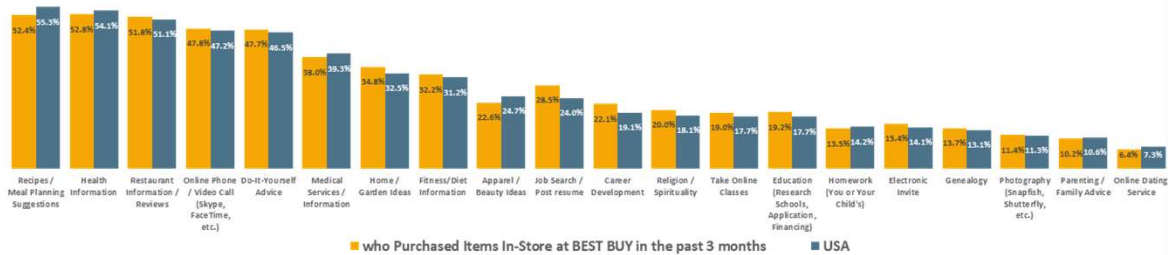
[[Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy]]



8.8% or 23,095,730 of USA Adults 18 or older Purchased Items In-Store at BEST BUY in the past 3 months. Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months are 2.6% more likely to look up D-I-Y advice online, 11.7% more likely to always vote in local elections, 43.4% more likely to belong to a gym, 21.8% more likely to fly domes

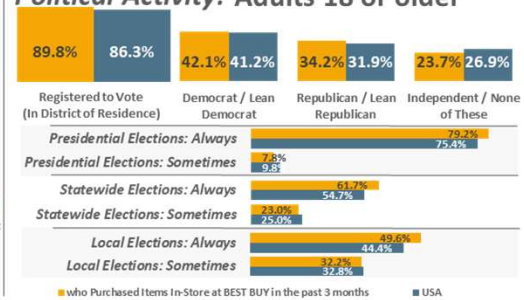


Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



■ who Purchased Items In-Store at BEST BUY in the past 3 months ■ USA

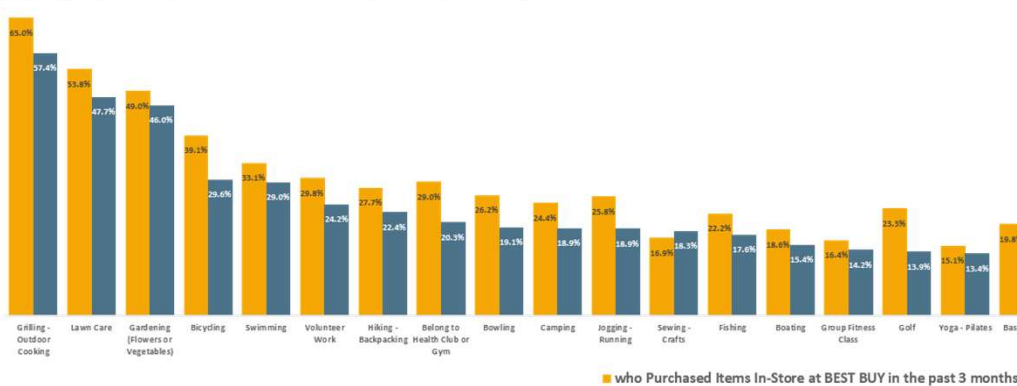
Political Activity: Adults 18 or older



■ who Purchased Items In-Store at BEST BUY in the past 3 months ■ USA



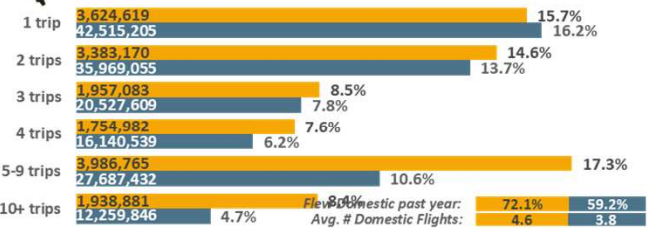
Top-30 past 12-months Active Lifestyle Activities: Adults 18 or older



■ who Purchased Items In-Store at BEST BUY in the past 3 months ■ USA



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



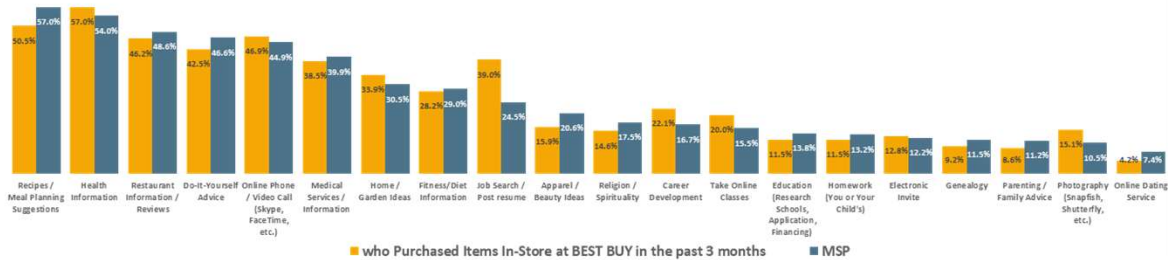
Flew Domestic past year: 72.1%
Avg. # Domestic Flights: 4.6



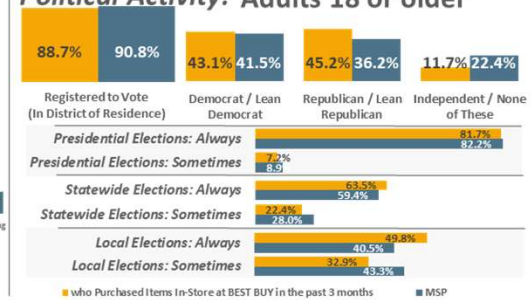
9.1% or 352,202 of MSP DMA Adults 18 or older Purchased Items In-Store at BEST BUY in the past 3 months. Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months are 8.6% less likely to look up D-I-Y advice online, 23.% more likely to always vote in local elections, 82.8% more likely to belong to a gym, 36.1% more likely to fly domest



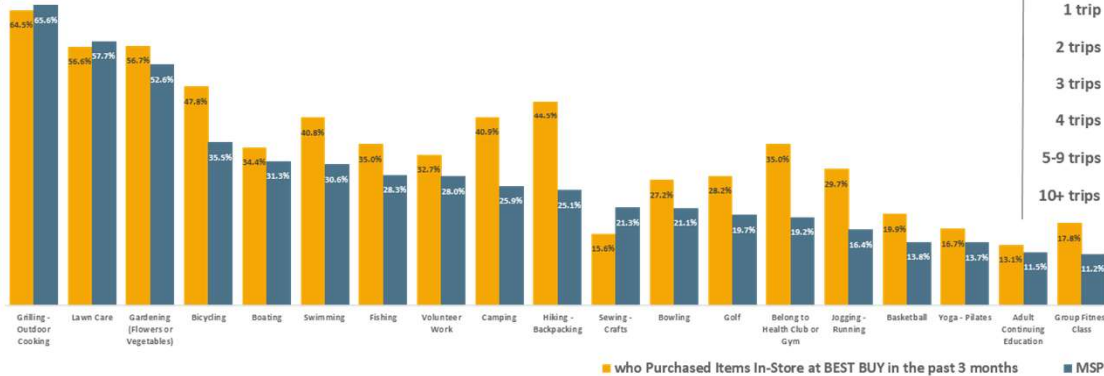
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



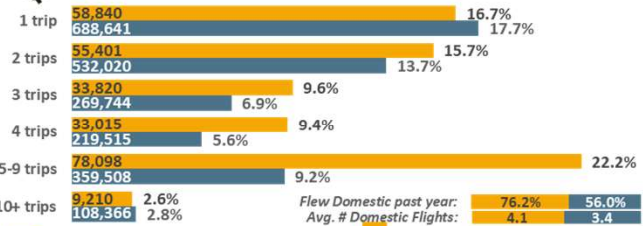
Political Activity: Adults 18 or older



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



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

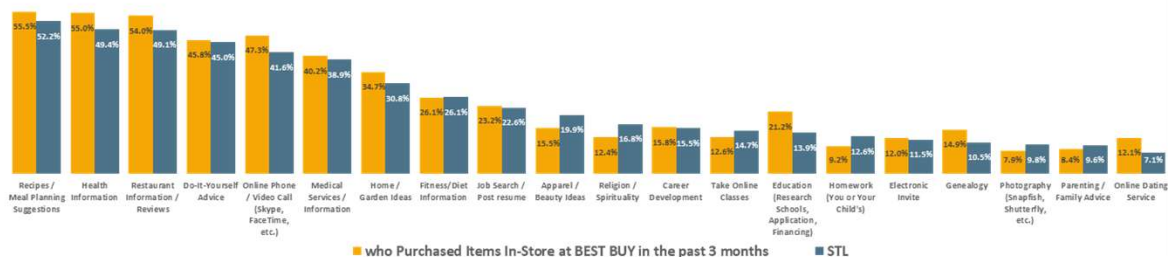




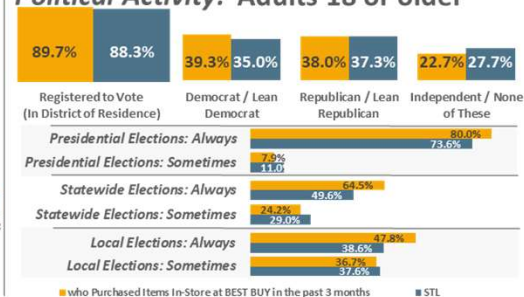
7.7% or 174,904 of STL DMA Adults 18 or older Purchased Items In-Store at BEST BUY in the past 3 months. Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months are 1.8% more likely to look up D-I-Y advice online, 23.8% more likely to always vote in local elections, 46.5% more likely to belong to a gym, 28.4% more likely to fly domes



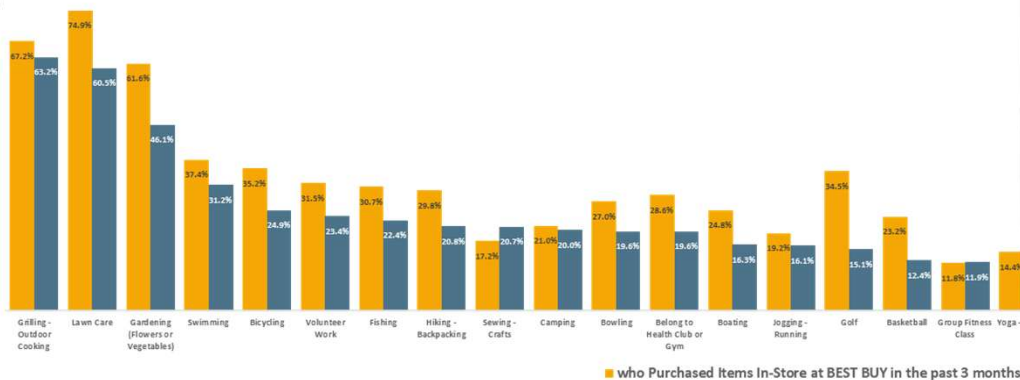
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



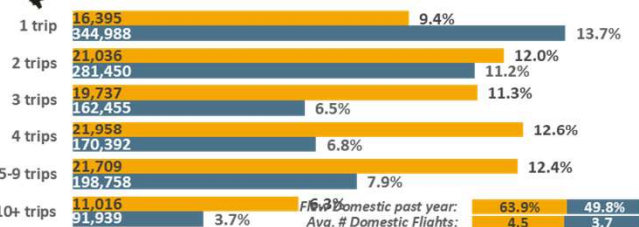
Political Activity: Adults 18 or older



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



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



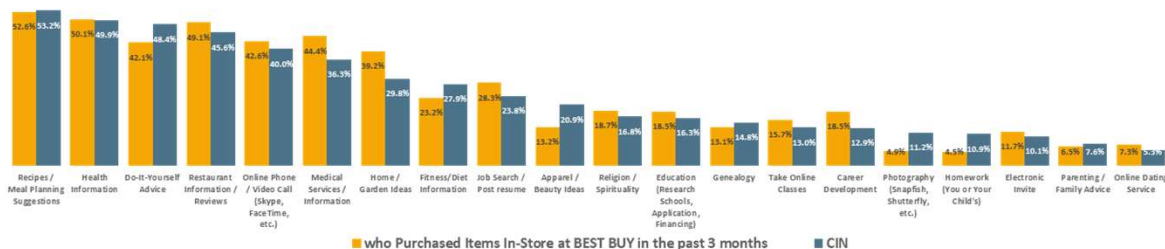
Domestic past year: 63.9% vs 49.8%
Avg. # Domestic Flights: 4.5 vs 3.7



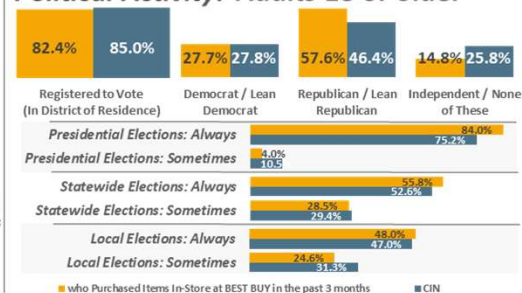
7.7% or 135,769 of CIN DMA Adults 18 or older Purchased Items In-Store at BEST BUY in the past 3 months. Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months are 12.9% less likely to look up D-I-Y advice online, 2.1% more likely to always vote in local elections, 55.4% more likely to belong to a gym, 25.9% more likely to fly domes



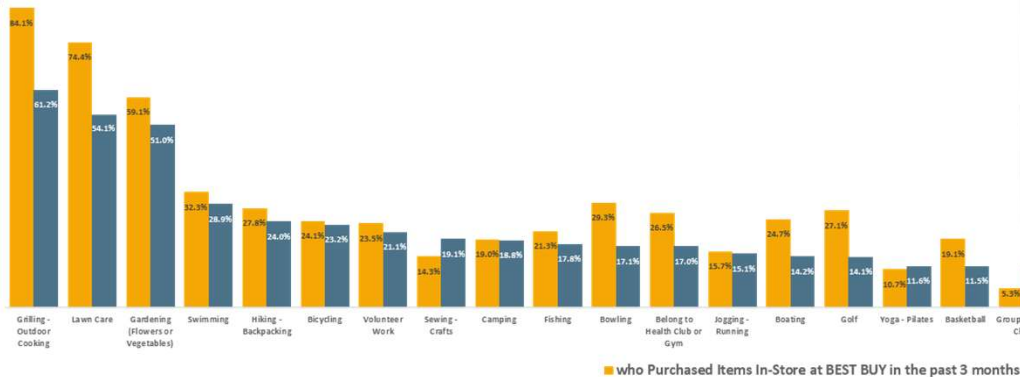
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



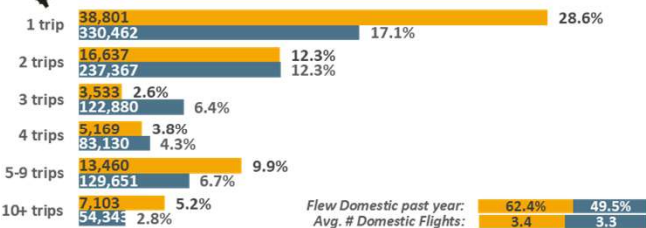
Political Activity: Adults 18 or older



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



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

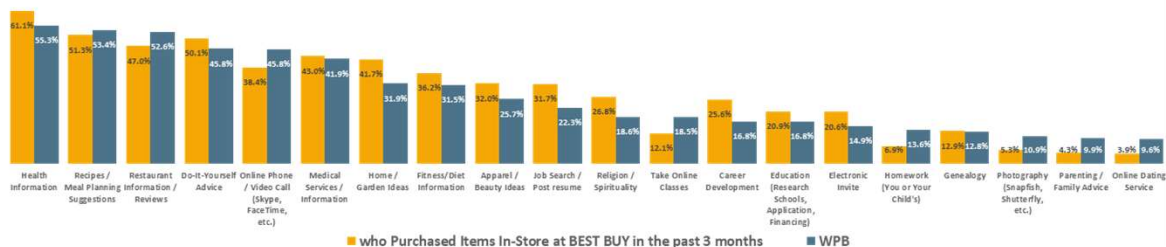




8.8% or 167,849 of WPB DMA Adults 18 or older Purchased Items In-Store at BEST BUY in the past 3 months. Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months are 9.3% more likely to look up D-I-Y advice online, 21.4% more likely to always vote in local elections, 24.8% more likely to belong to a gym, 17.% more likely to fly domest



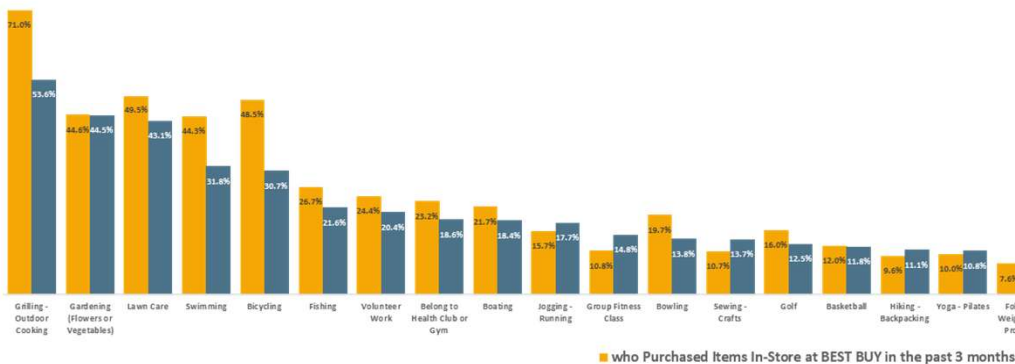
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



■ who Purchased Items In-Store at BEST BUY in the past 3 months ■ WPB



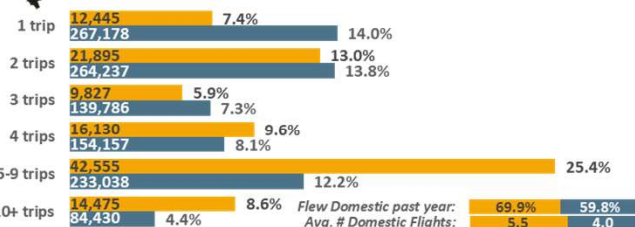
Top-30 past 12-months Active Lifestyle Activities: Adults 18 or older



■ who Purchased Items In-Store at BEST BUY in the past 3 months ■ WPB



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





8.8% or 23,095,730 of USA Adults 18 or older Purchased Items In-Store at BEST BUY in the past 3 months. Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months are 6.5% more likely to use QSRs past mo., 11.5% more likely to use Sit-Down Restaurants past mo., 23.3% more likely to use Casinos past yr., 7.6% more likely to smoke cigaret

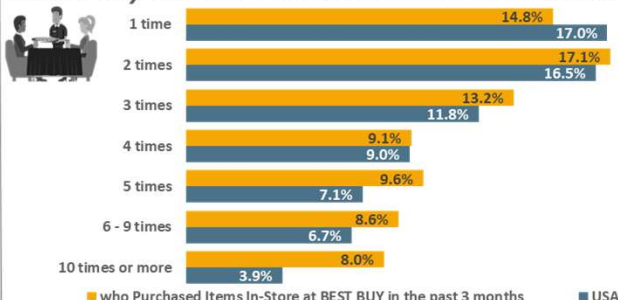
Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 88.8%
20,517,278

Avg. Monthly QSR Meals: 6.8
218,723,595

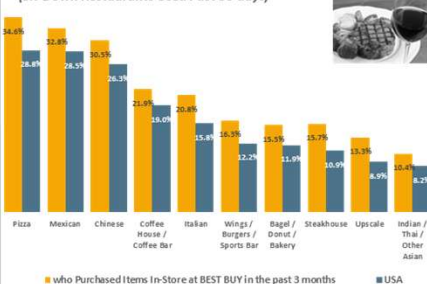
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users: 80.3%
18,537,568

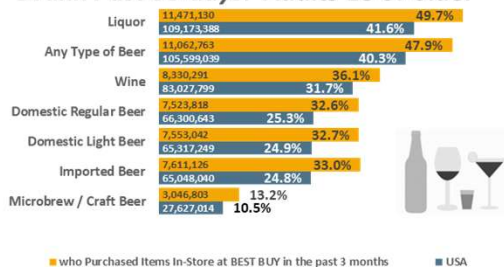
Avg. Monthly Sit-Down Restaurant Meals: 4.4
188,675,723

Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



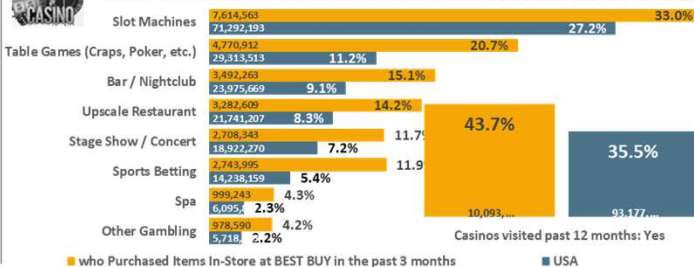
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Purchased Items In-Store at BEST BUY in the past 3 months: 4,855,155 (21.0%)
USA: 2,311,725 (19.5%)

Drank Past 30-days: Adults 18 or older



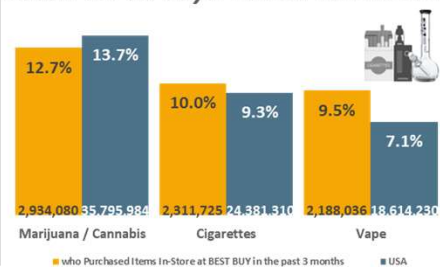
USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,175
All Graphs and HBAI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Past 12 months Casino Activities: Adults 18 or older



Casinos visited past 12 months: Yes
10,093,111 (43.7%)
93,177,111 (35.5%)

Used Past 30-days: Adults 18 or older

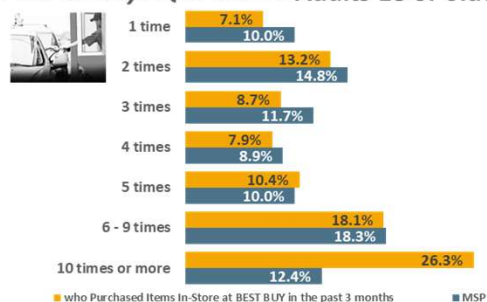


[[Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy]]



9.1% or 352,202 of MSP DMA Adults 18 or older Purchased Items In-Store at BEST BUY in the past 3 months. Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months are 6.5% more likely to use QSRs past mo., 19.8% more likely to use Sit-Down Restaurants past mo., 25.1% more likely to use Casinos past yr., 24.3% more likely to smoke cigar

Past 30-days QSR Users: Adults 18 or older



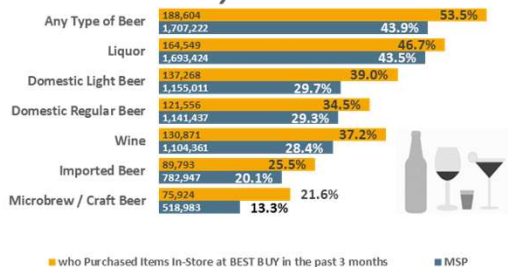
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



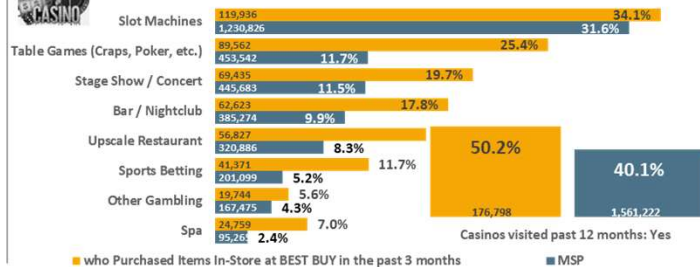
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



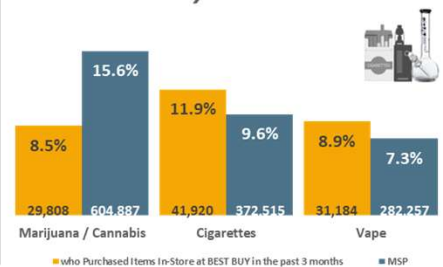
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



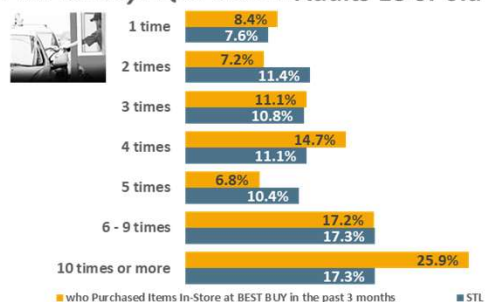
Used Past 30-days: Adults 18 or older



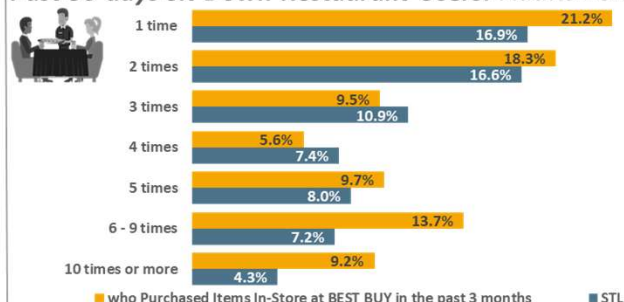


7.7% or 174,904 of STL DMA Adults 18 or older Purchased Items In-Store at BEST BUY in the past 3 months. Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months are 6.3% more likely to use QSRs past mo., 22.3% more likely to use Sit-Down Restaurants past mo., 20.6% more likely to use Casinos past yr., 31.7% less likely to smoke cigar

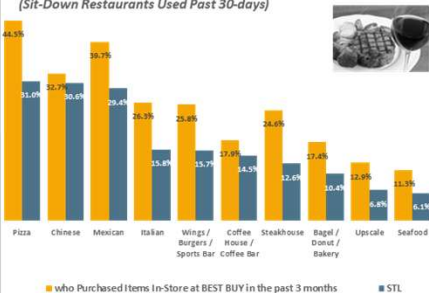
Past 30-days QSR Users: Adults 18 or older



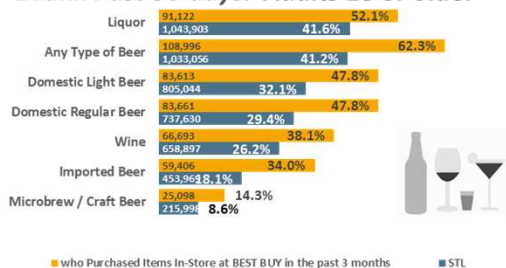
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



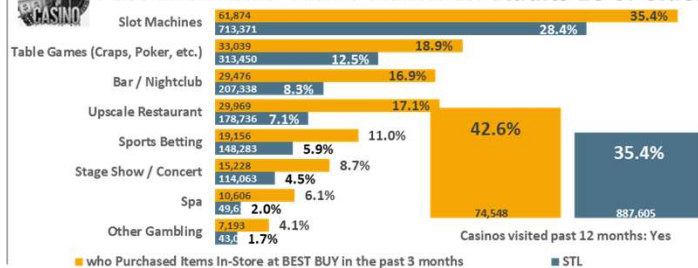
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



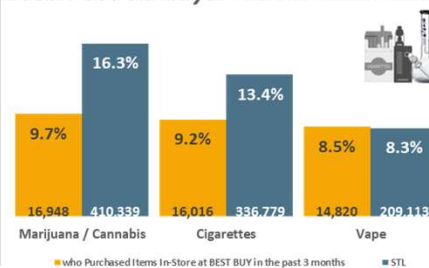
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



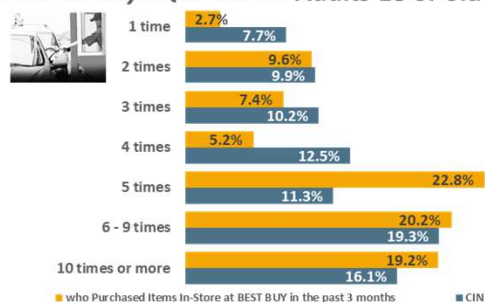
Used Past 30-days: Adults 18 or older





7.7% or 135,769 of CIN DMA Adults 18 or older Purchased Items In-Store at BEST BUY in the past 3 months. Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months are .3% more likely to use QSRs past mo., 17.7% more likely to use Sit-Down Restaurants past mo., 30.4% more likely to use Casinos past yr., 79.6% more likely to smoke cigare

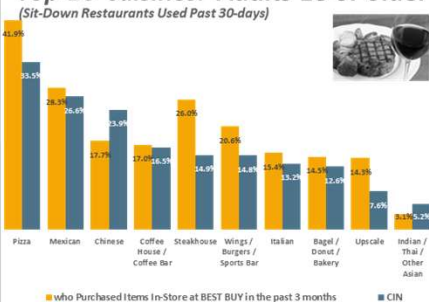
Past 30-days QSR Users: Adults 18 or older



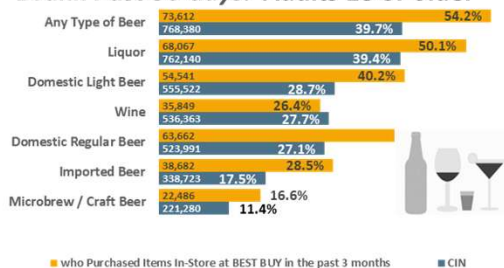
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



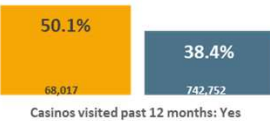
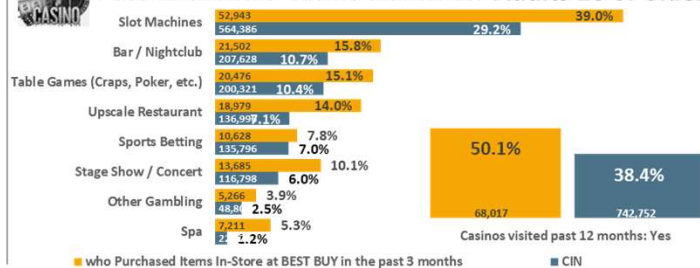
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



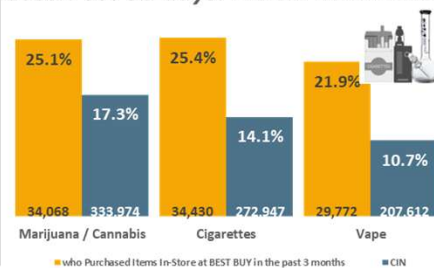
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older

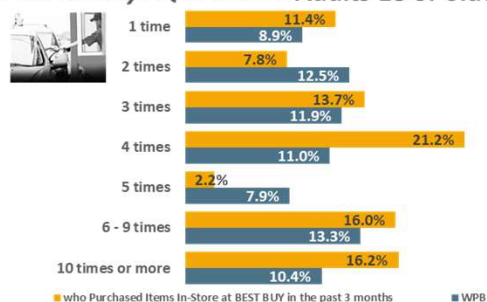


[[Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy]]

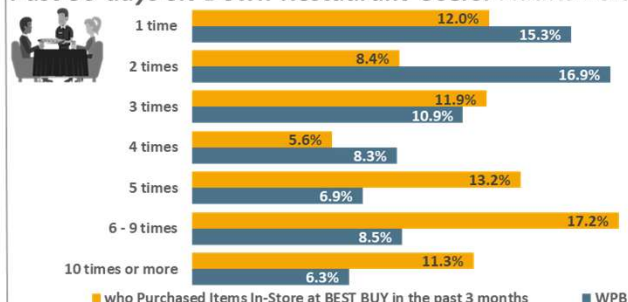


8.8% or 167,849 of WPB DMA Adults 18 or older Purchased Items In-Store at BEST BUY in the past 3 months. Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months are 16.6% more likely to use QSRs past mo., 9% more likely to use Sit-Down Restaurants past mo., 63.4% more likely to use Casinos past yr., 103.4% more likely to smoke cigar

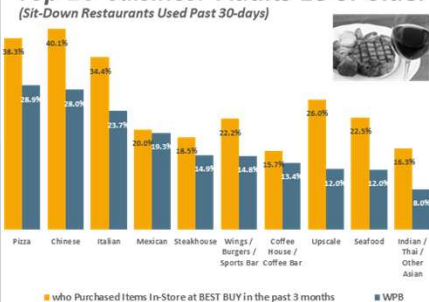
Past 30-days QSR Users: Adults 18 or older



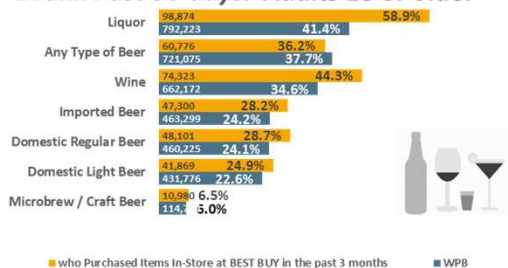
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



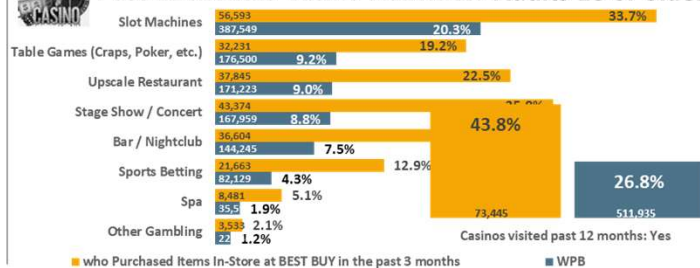
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



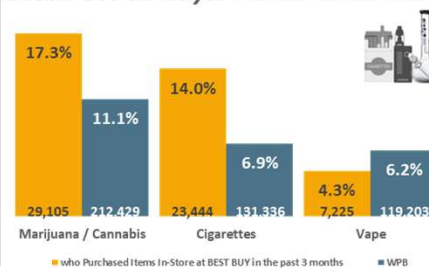
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older

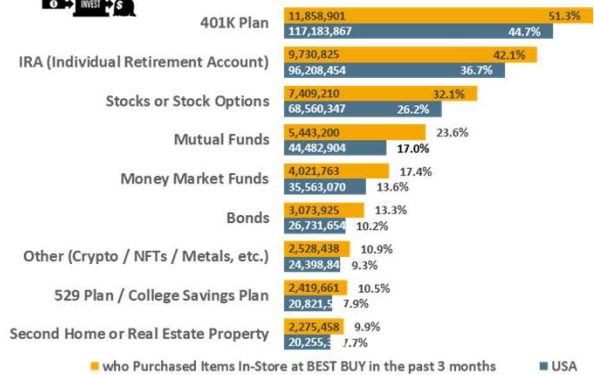




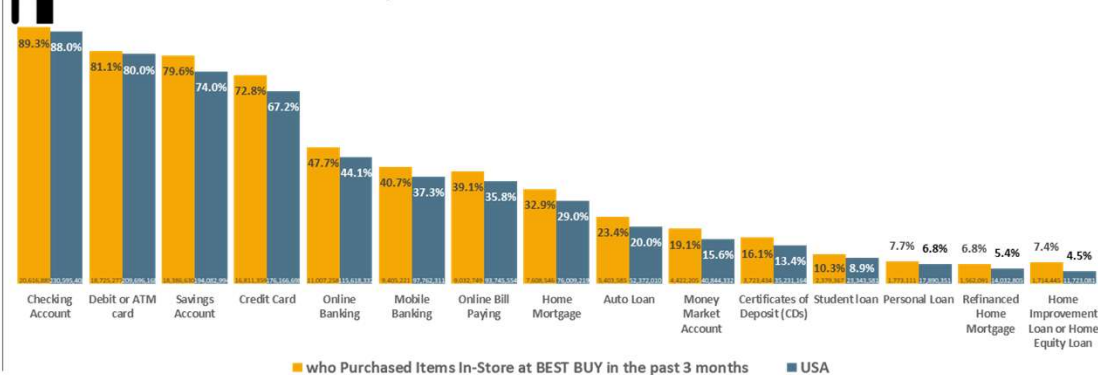
8.8% or 23,095,730 of USA Adults 18 or older Purchased Items In-Store at BEST BUY in the past 3 months. Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months are 14.9% more likely to have a 401K, 17.1% more likely to have an Auto Loan, 30.3% more likely to Invest/Trade Stocks Online, 6.4% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



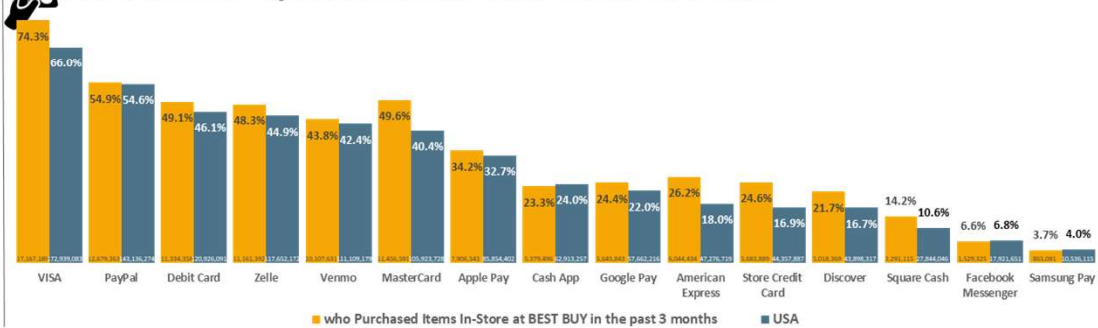
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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





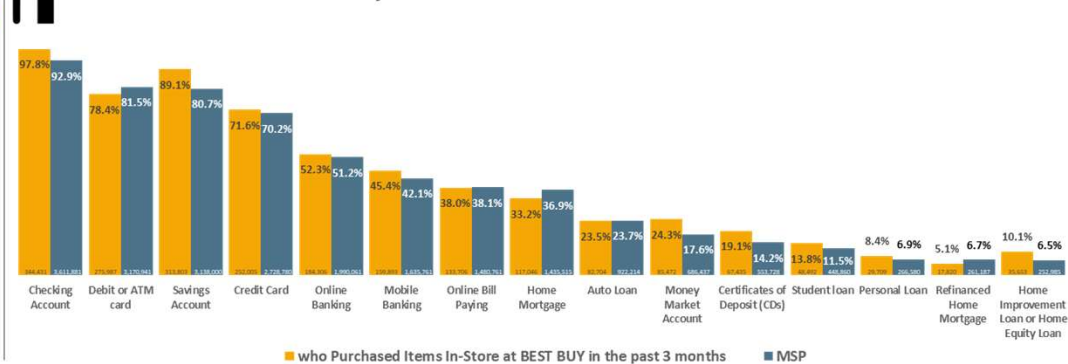
9.1% or 352,202 of MSP DMA Adults 18 or older Purchased Items In-Store at BEST BUY in the past 3 months. Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months are 4.7% more likely to have a 401K, 1% less likely to have an Auto Loan, 69.8% more likely to Invest/Trade Stocks Online, 7.8% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



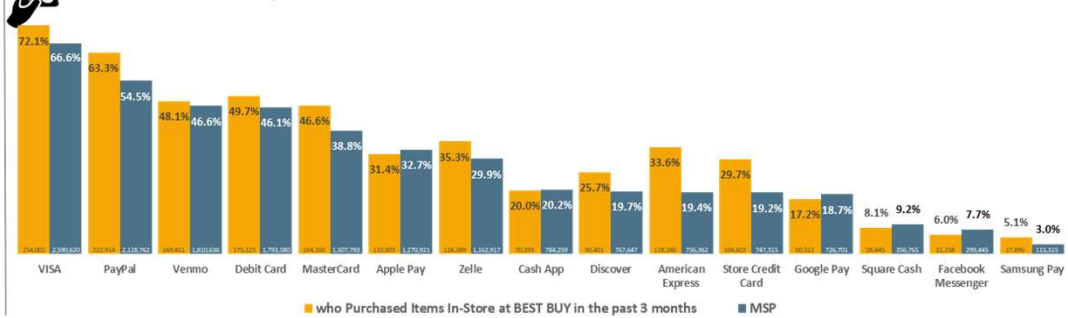
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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





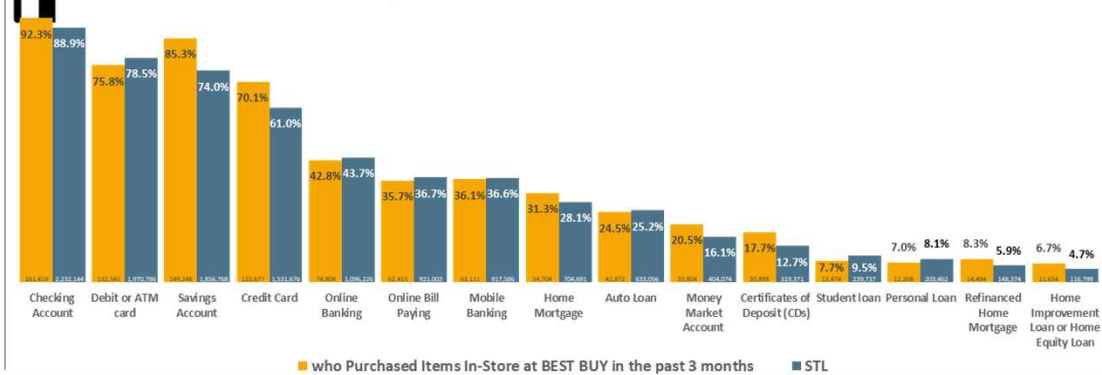
7.7% or 174,904 of STL DMA Adults 18 or older Purchased Items In-Store at BEST BUY in the past 3 months. Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months are 3.1% less likely to have a 401K, 2.8% less likely to have an Auto Loan, 19.8% more likely to Invest/Trade Stocks Online, 5.5% less likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



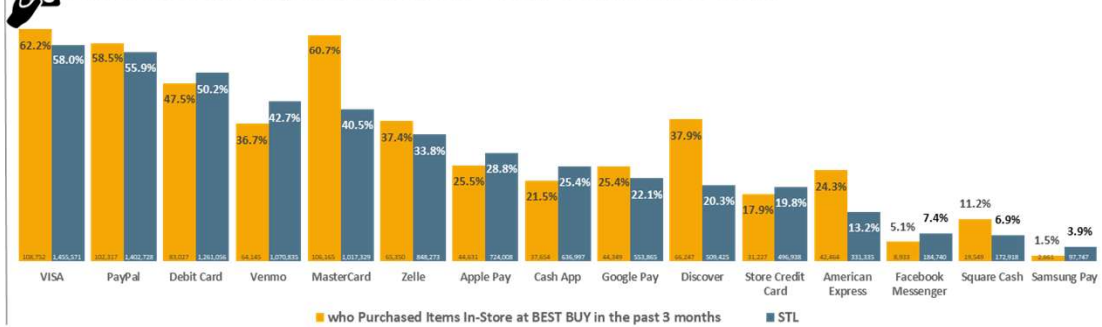
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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





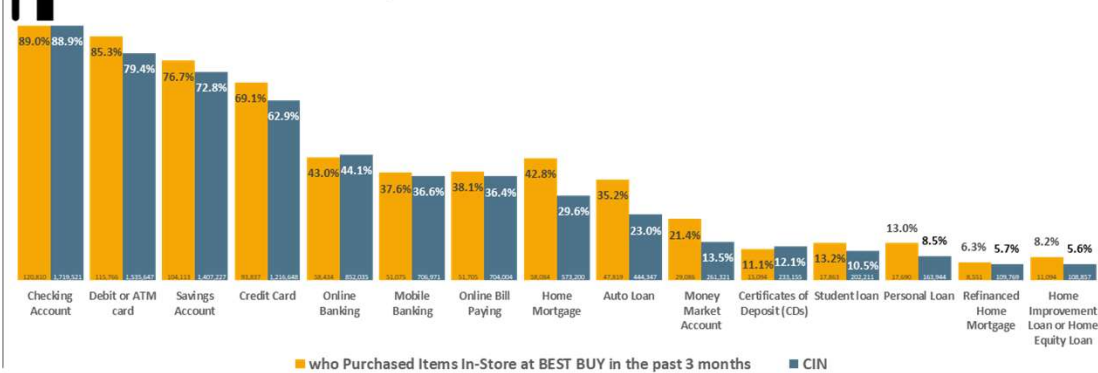
7.7% or 135,769 of CIN DMA Adults 18 or older Purchased Items In-Store at BEST BUY in the past 3 months. Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months are 19.3% more likely to have a 401K, 53.3% more likely to have an Auto Loan, 38.2% less likely to Invest/Trade Stocks Online, 17.7% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



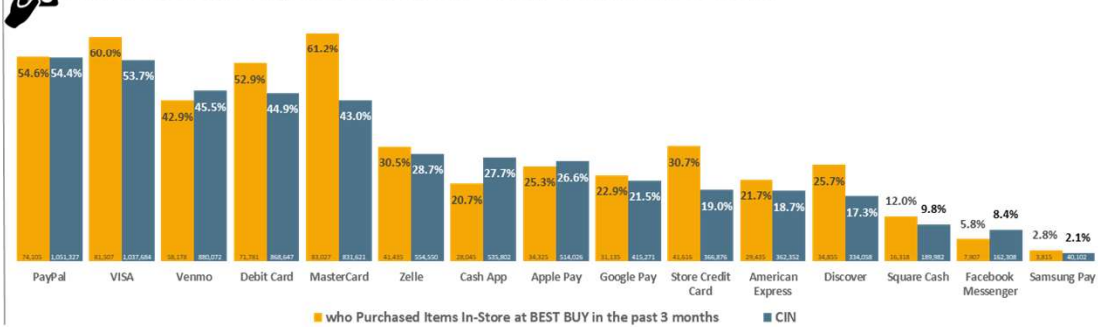
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

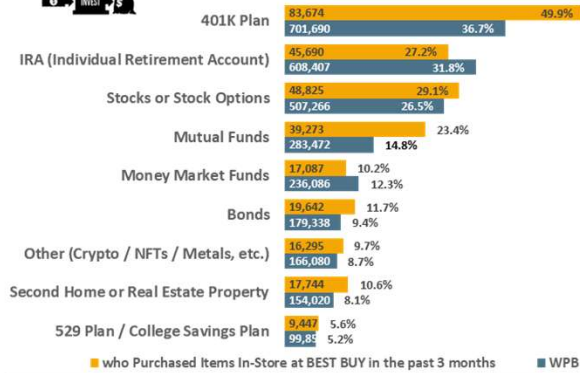




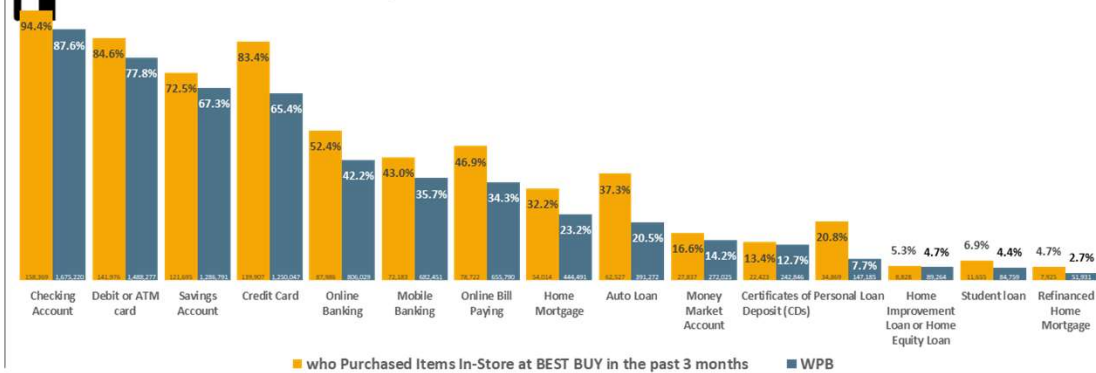
8.8% or 167,849 of WPB DMA Adults 18 or older Purchased Items In-Store at BEST BUY in the past 3 months. Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months are 35.9% more likely to have a 401K, 82.1% more likely to have an Auto Loan, 11.% more likely to Invest/Trade Stocks Online, 18.2% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



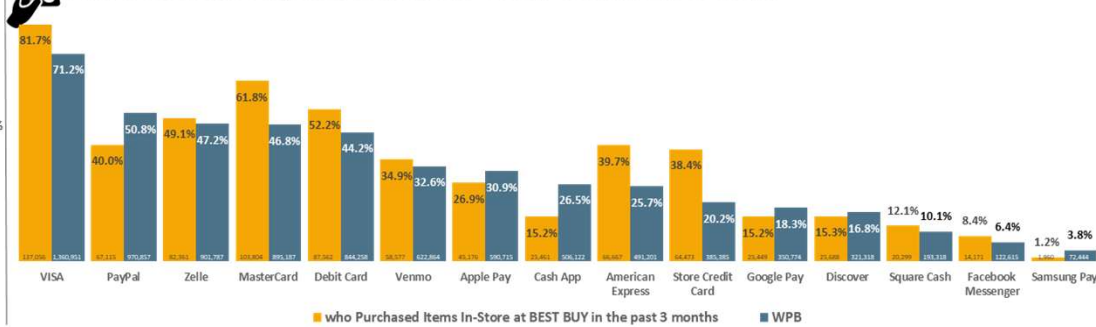
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older

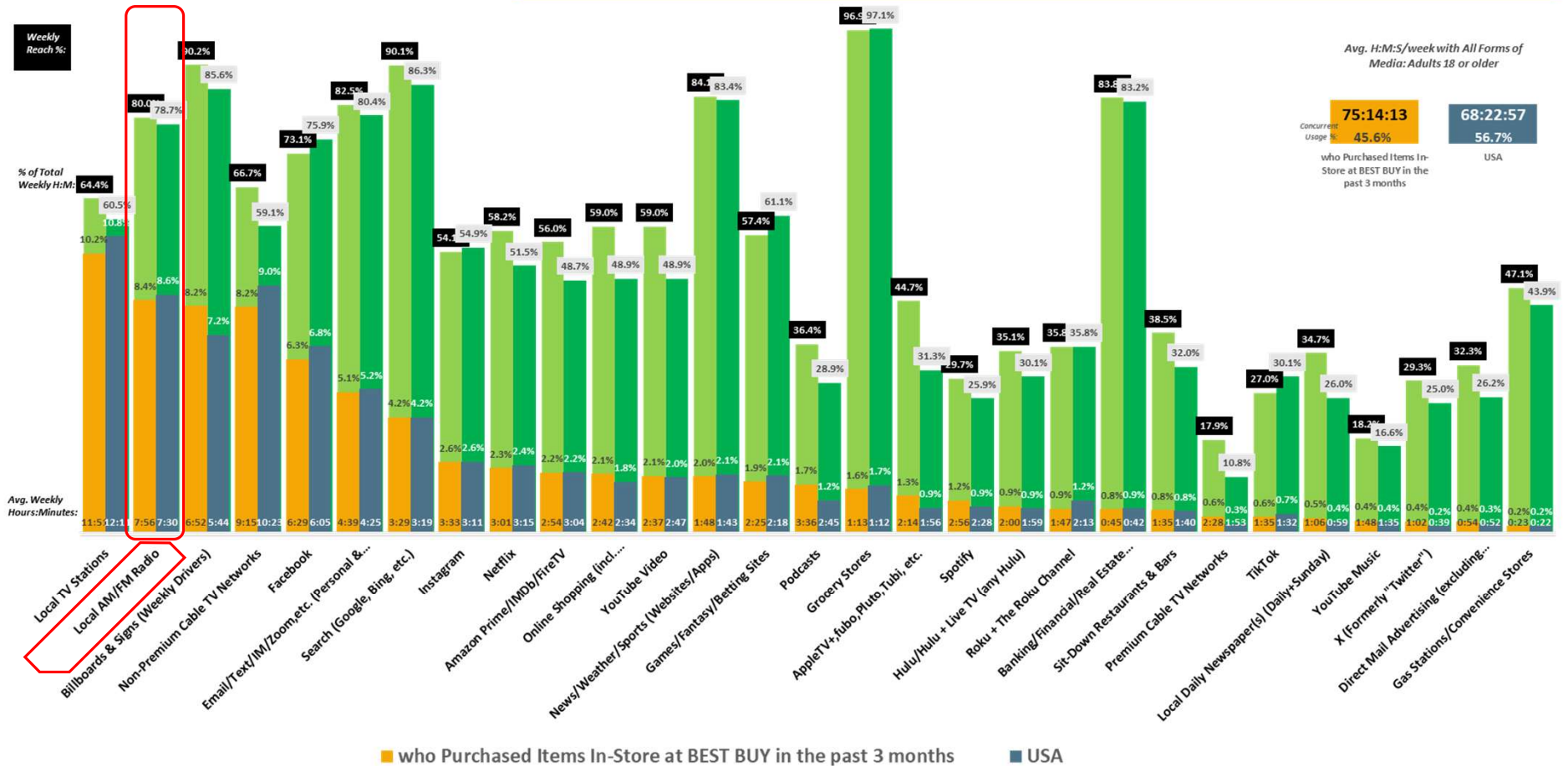


Past 3-Months Payment Methods Used: Adults 18 or older





Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months spend an average of 3 days, 3 hours, 14 minutes and 13 seconds each week with All Forms of Media.
80.% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months spend an avg. of 7 hours and 56 minutes each week listening to All Local AM/FM Radio, representing 8.4% of total time spent with all forms of Media.



Avg. H:M:S/week with All Forms of Media: Adults 18 or older

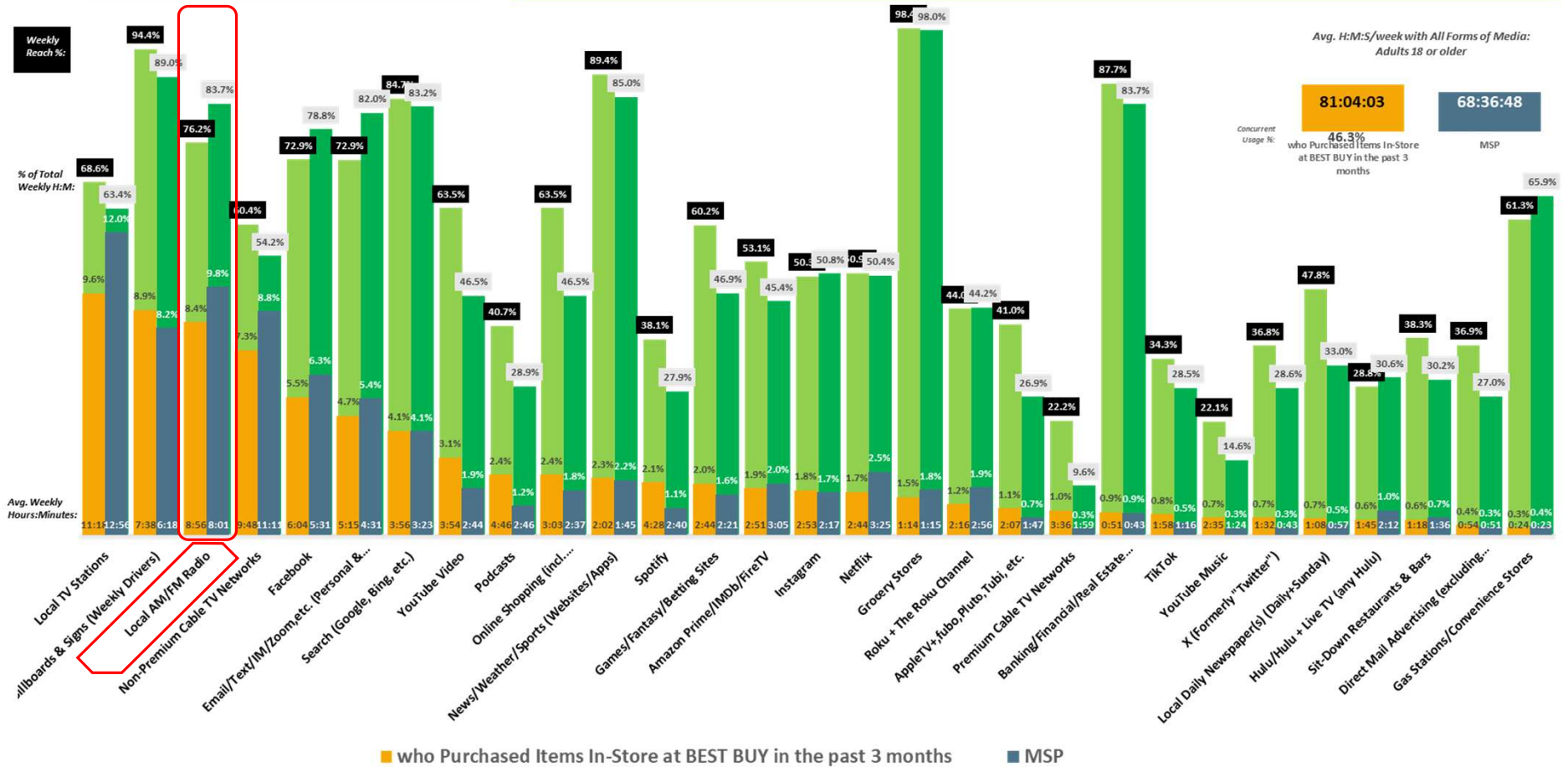
Concurrent Usage %: 75:14:13 (45.6%) 68:22:57 (56.7%)

who Purchased Items In-Store at BEST BUY in the past 3 months USA



Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months spend an average of 3 days, 9 hours, 4 minutes and 3 seconds each week with All Forms of Media.

76.2% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months spend an avg. of 8 hours and 56 minutes each week listening to All Local AM/FM Radio, representing 8.4% of total time spent with all forms of Media.

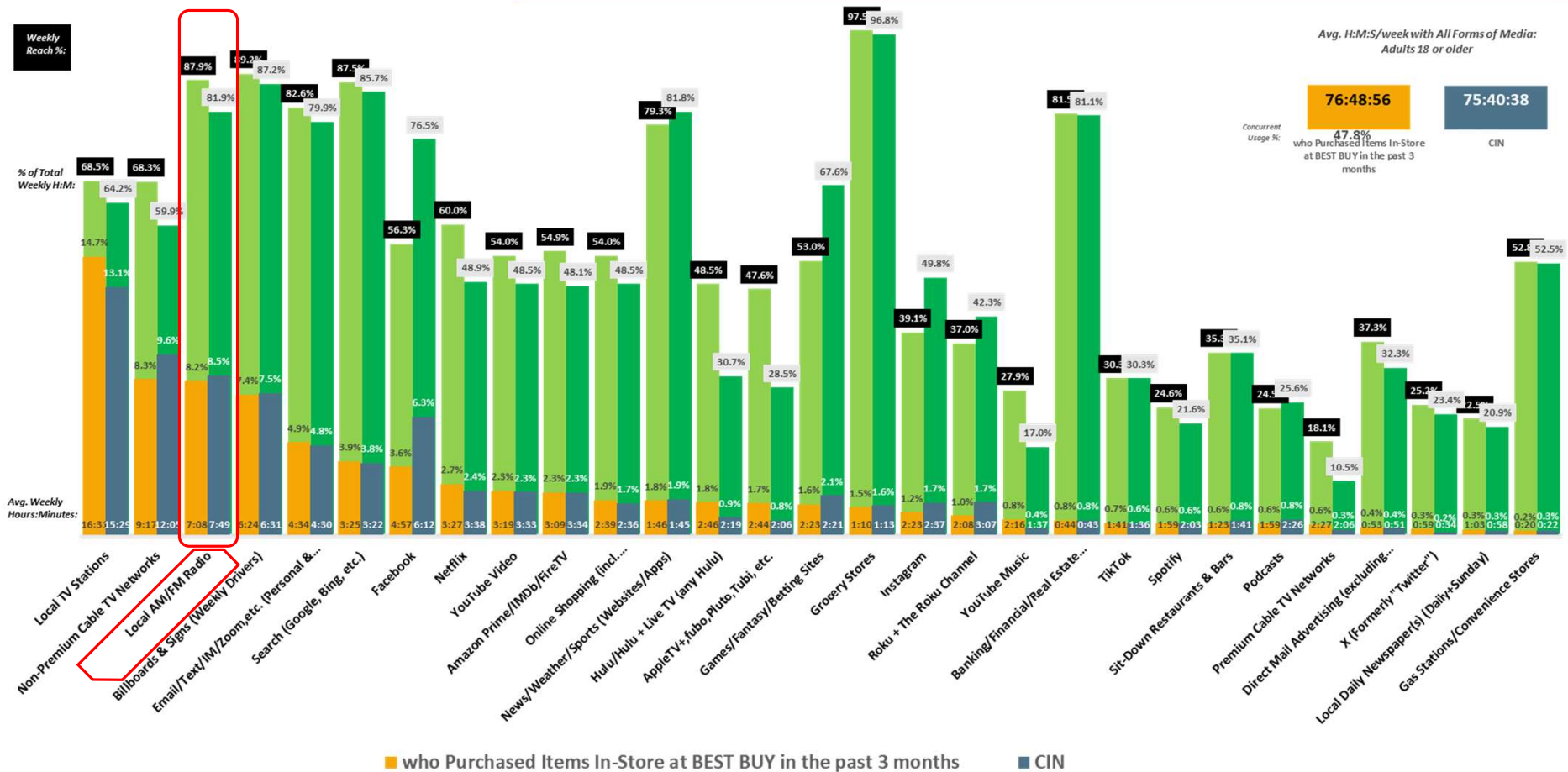




[(Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy)]

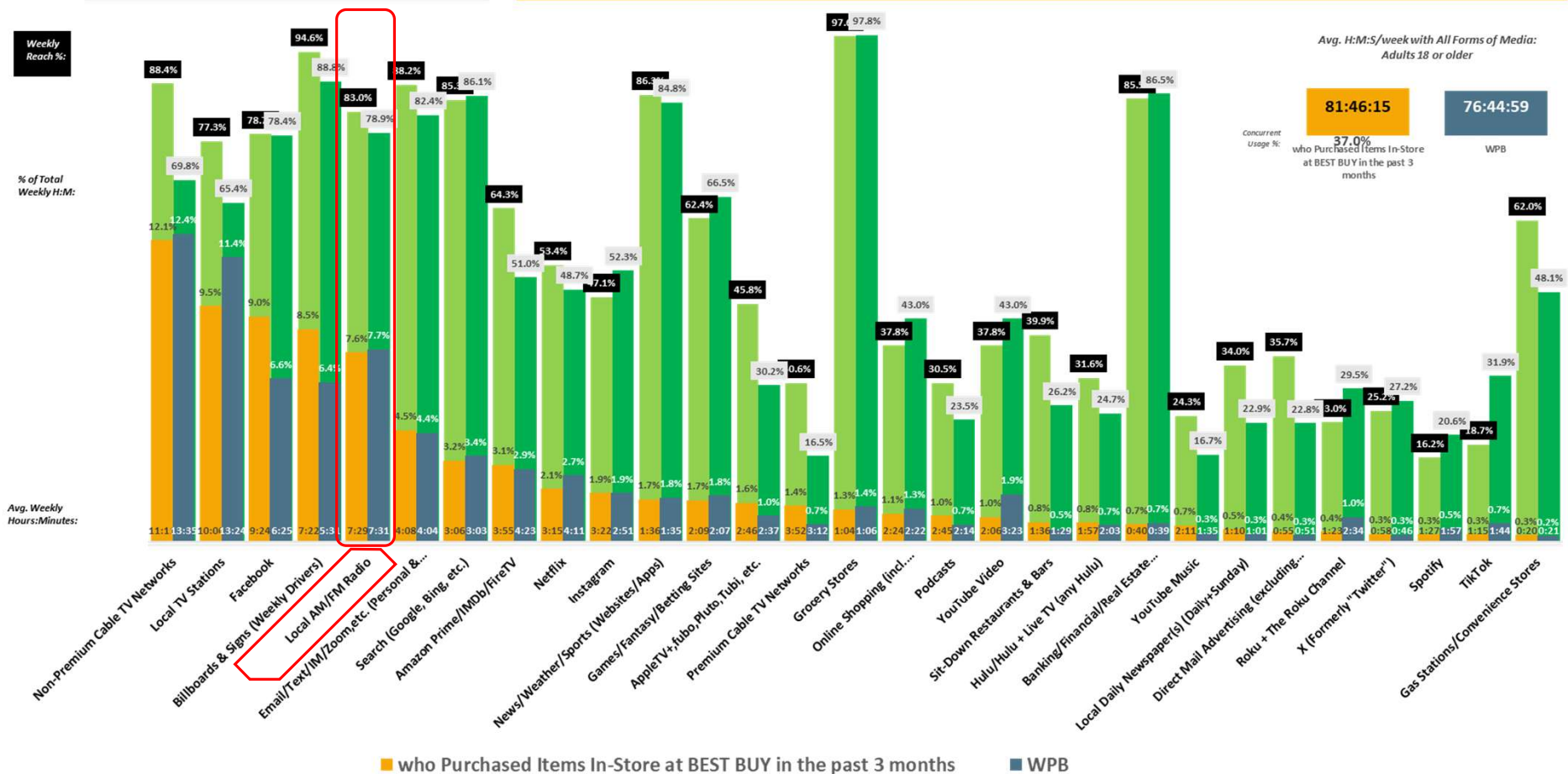


Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months spend an average of 3 days, 4 hours, 48 minutes and 56 seconds each week with All Forms of Media.
87.9% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months spend an avg. of 7 hours and 8 minutes each week listening to All Local AM/FM Radio, representing 8.2% of total time spent with all forms of Media.



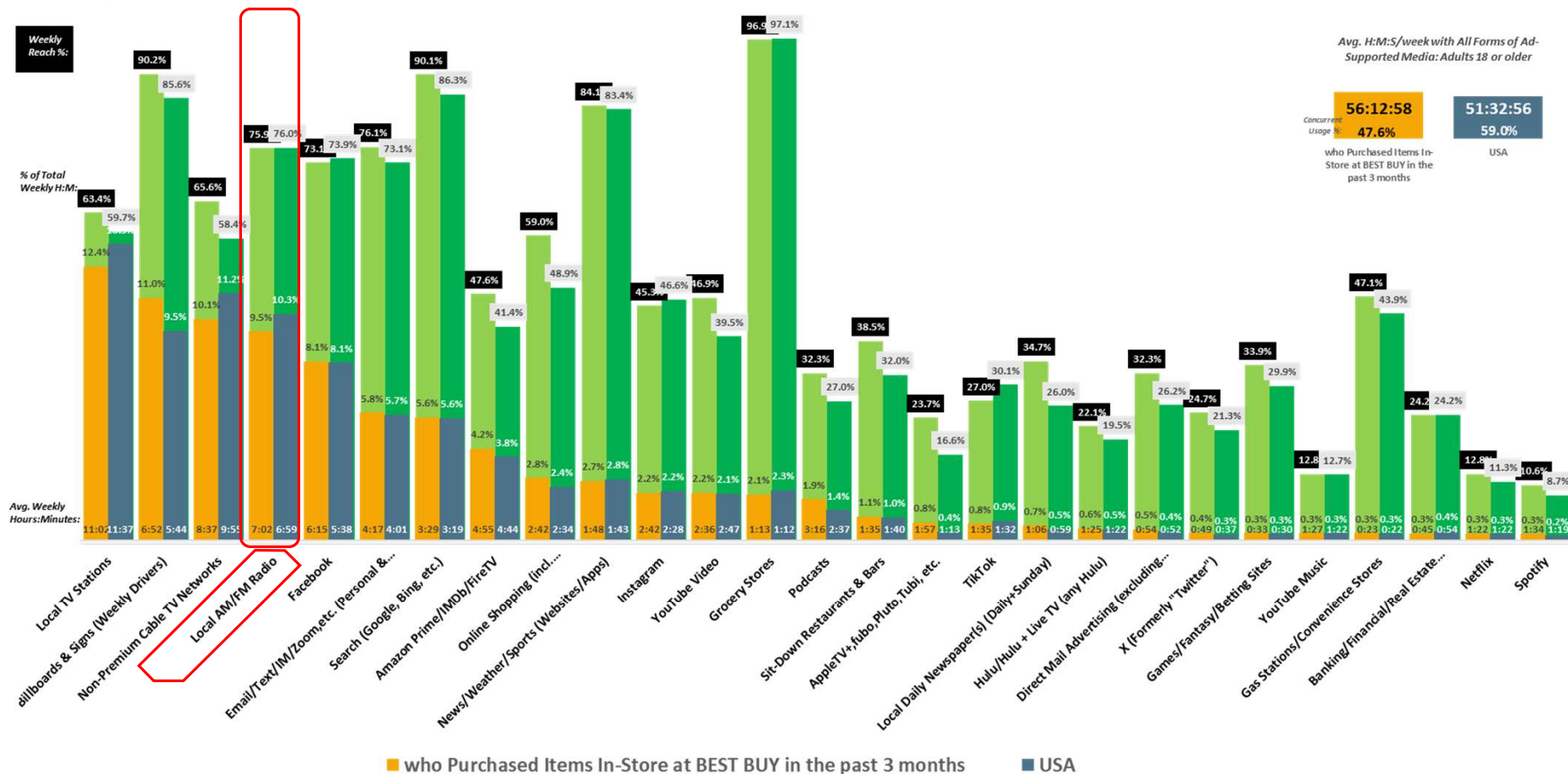


Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months spend an average of 3 days, 9 hours, 46 minutes and 15 seconds each week with All Forms of Media.
 83.0% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months spend an avg. of 7 hours and 29 minutes each week listening to All Local AM/FM Radio, representing 7.6% of total time spent with all forms of Media.



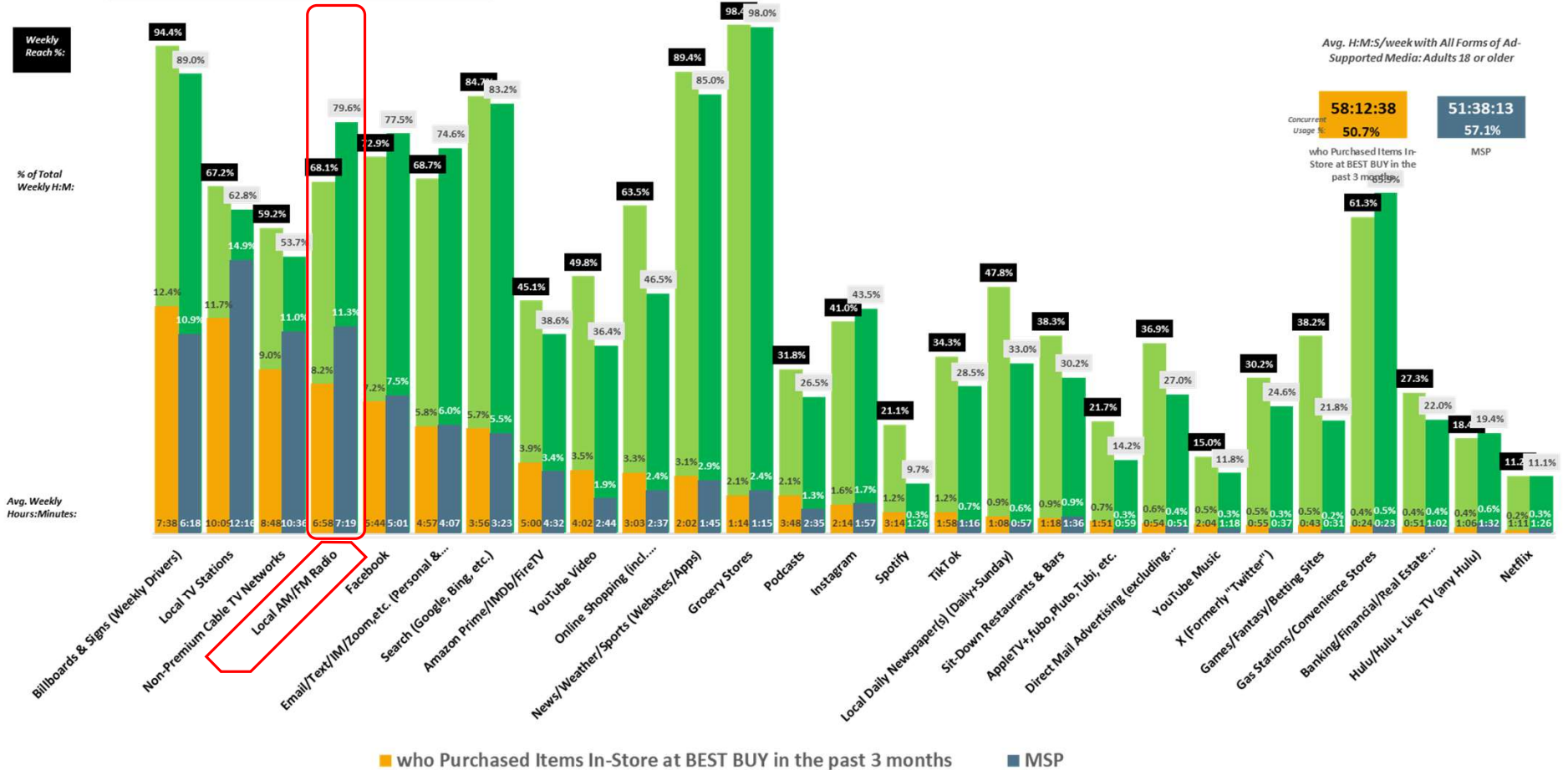


Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months spend an average of 2 days, 8 hours, 12 minutes and 58 seconds each week with All Forms of Ad-Supported Media.
75.9% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months spend an avg. of 7 hours and 2 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.5% of total time spent with all forms of Ad-Supported Me



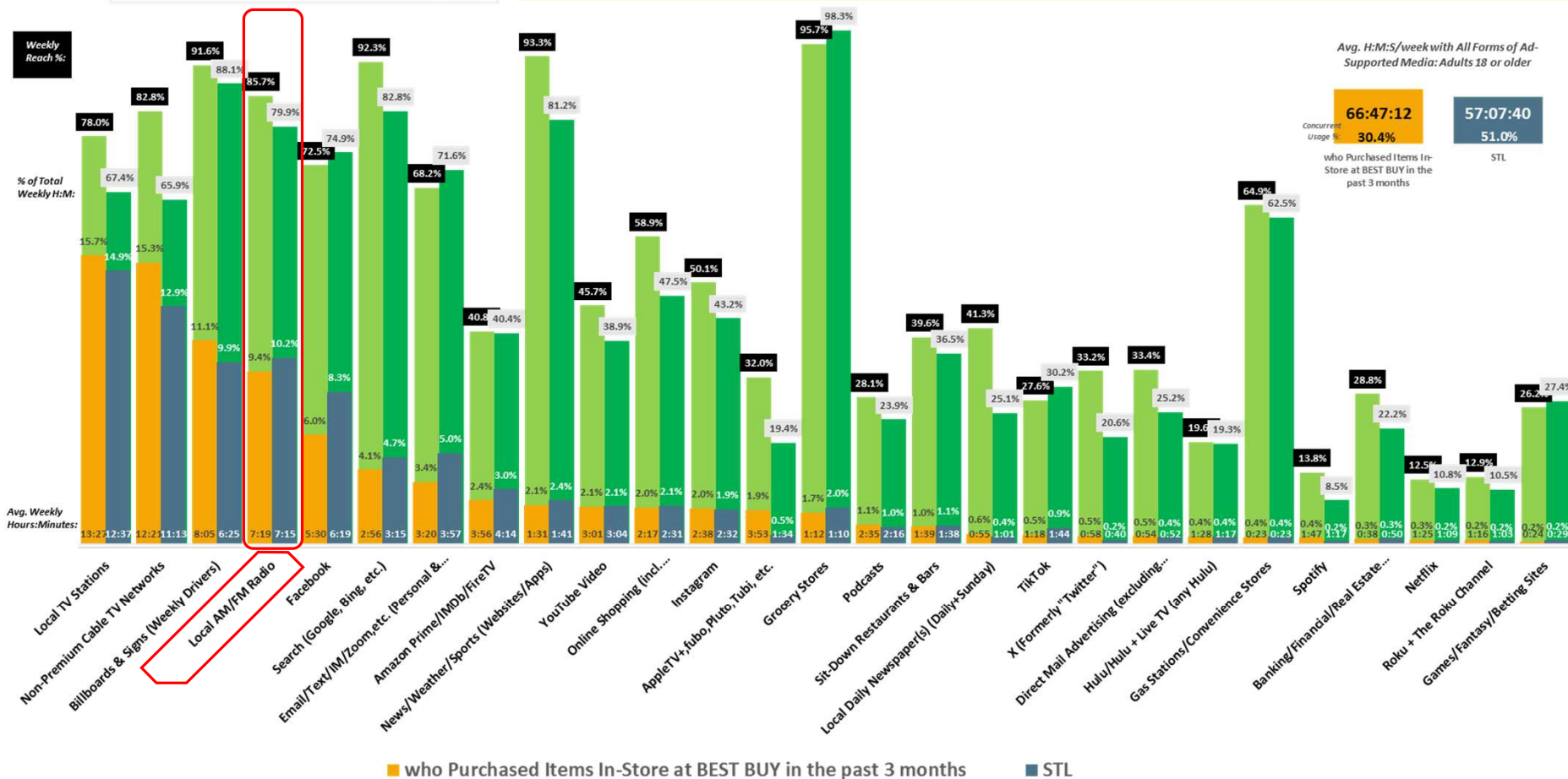


Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months spend an average of 2 days, 10 hours, 12 minutes and 38 seconds each week with All Forms of Ad-Supported Media.
 68.1% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months spend an avg. of 6 hours and 58 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.2% of total time spent with all forms of Ad-Supported M



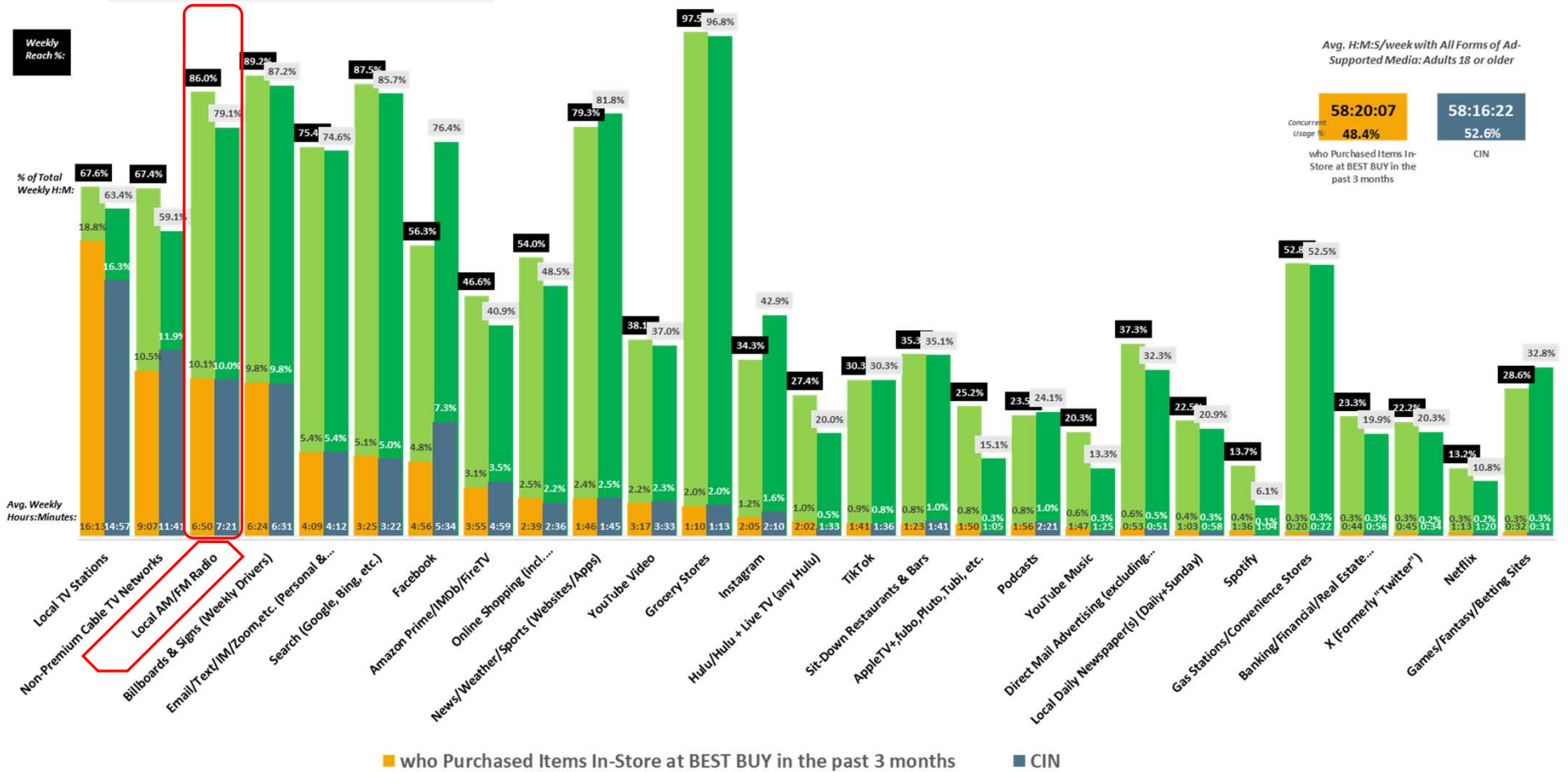


Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months spend an average of 2 days, 18 hours, 47 minutes and 12 seconds each week with All Forms of Ad-Supported Media.
 85.7% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months spend an avg. of 7 hours and 19 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.4% of total time spent with all forms of Ad-Supported M



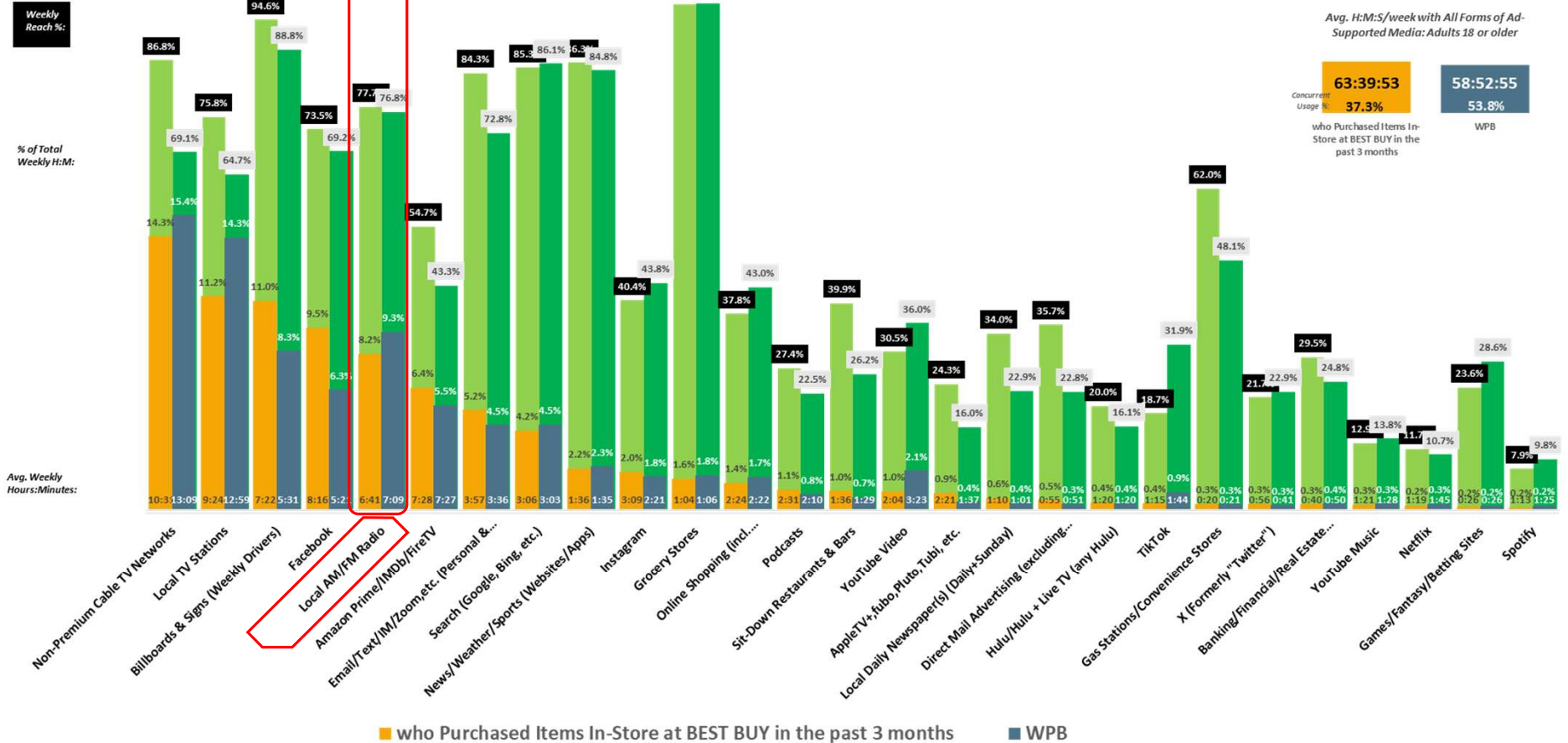


Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months spend an average of 2 days, 10 hours, 20 minutes and 7 seconds each week with All Forms of Ad-Supported Media.
86.% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months spend an avg. of 6 hours and 50 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.1% of total time spent with all forms of Ad-Supported M





Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months spend an average of 2 days, 15 hours, 39 minutes and 53 seconds each week with All Forms of Ad-Supported Media.
 77.7% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months spend an avg. of 6 hours and 41 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.2% of total time spent with all forms of Ad-Supported M

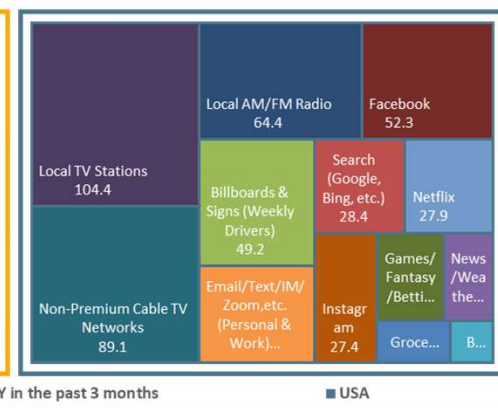
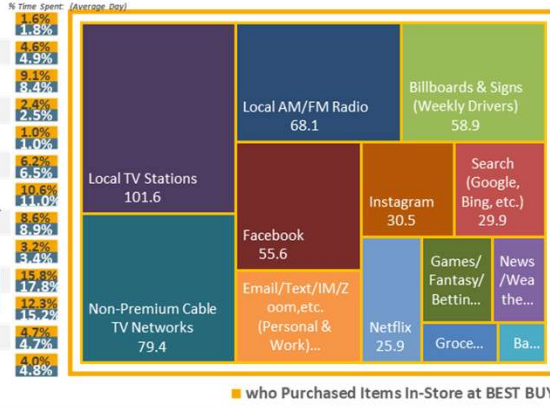
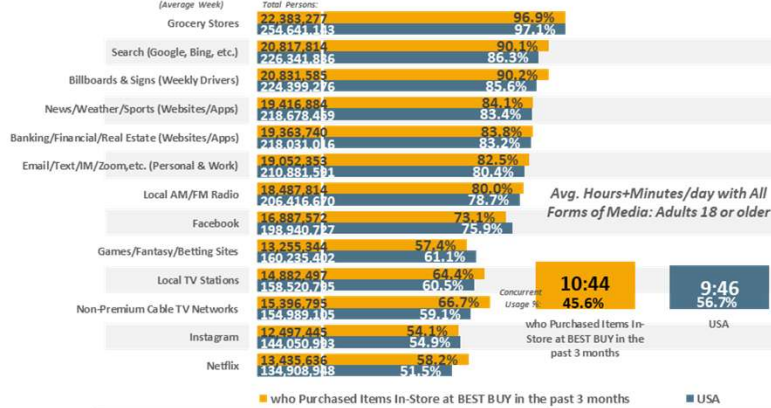




Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months spend an average of 8 hours and 1 minutes each day with All Forms of Ad-Supported Media. 75.9% listen to Local AM/FM Radio for an avg. of 60.4 minutes/day. (Local Radio delivers 9.5% of Time with Ad-Supported Media.)

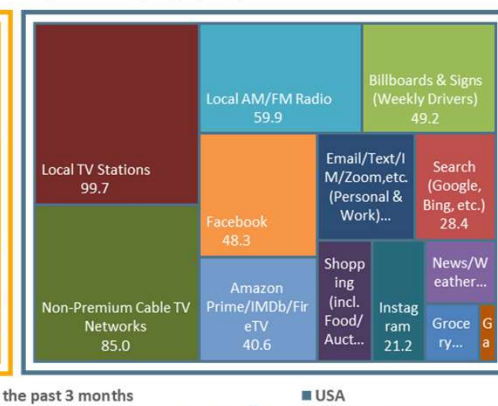
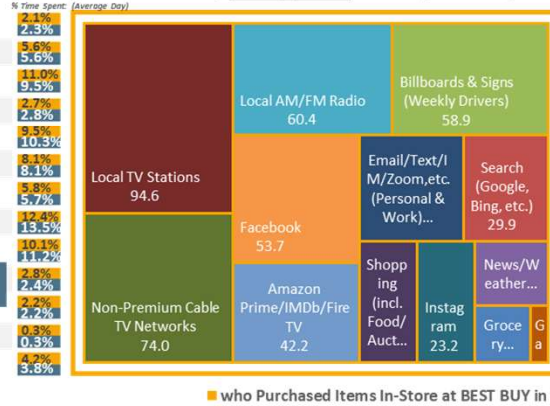
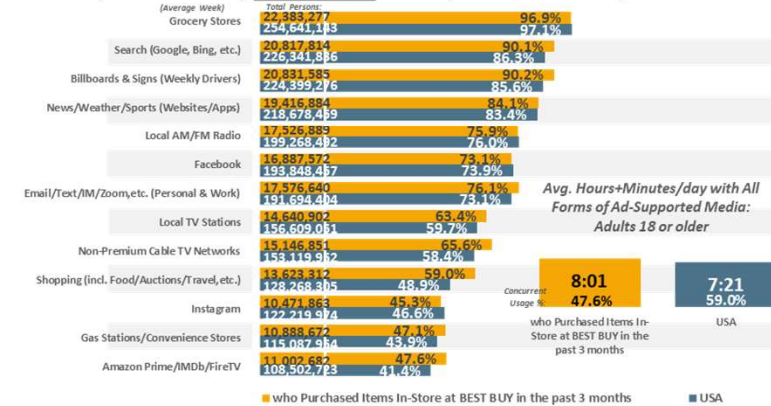
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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: Sep24-Aug25 Qual Intab 2,175
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

soefa.ai Share of Everything for Anything

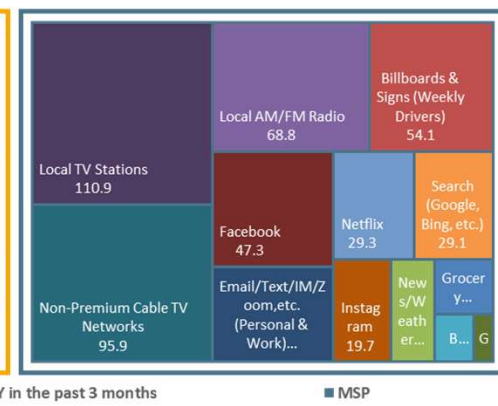
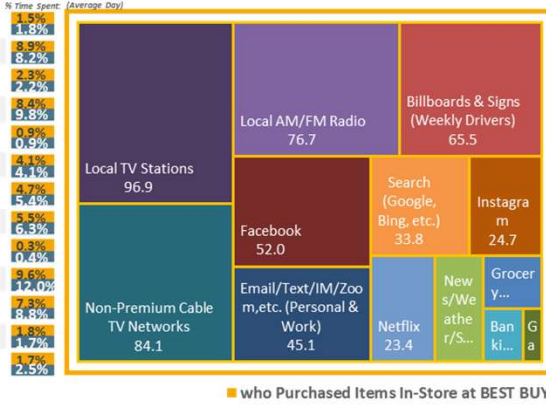
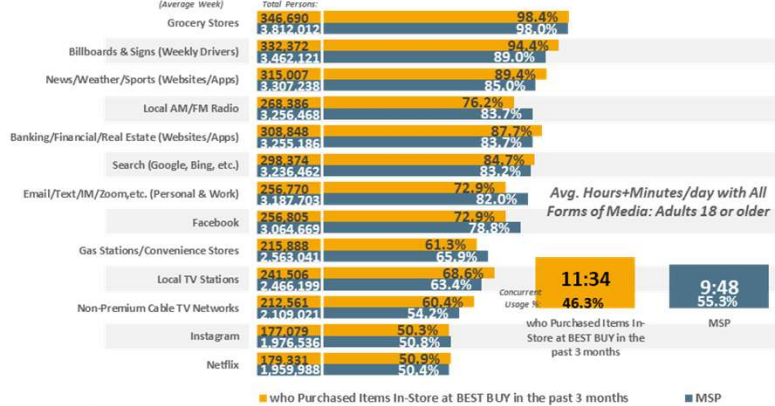
[[Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy]]



Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months spend an average of 8 hours and 18 minutes each day with All Forms of Ad-Supported Media. 68.1% listen to Local AM/FM Radio for an avg. of 59.8 minutes/day. (Local Radio delivers 8.2% of Time with Ad-Supported Media.)

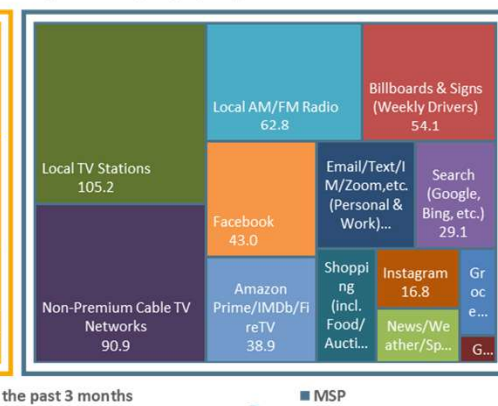
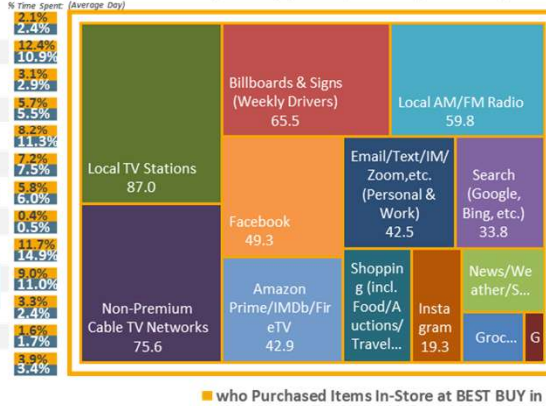
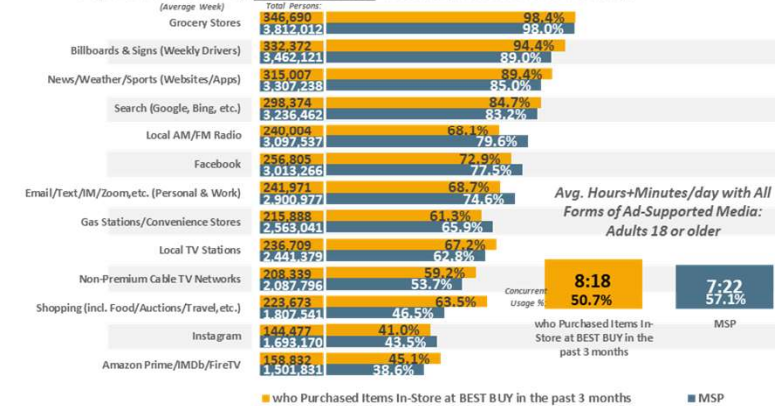
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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 170
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

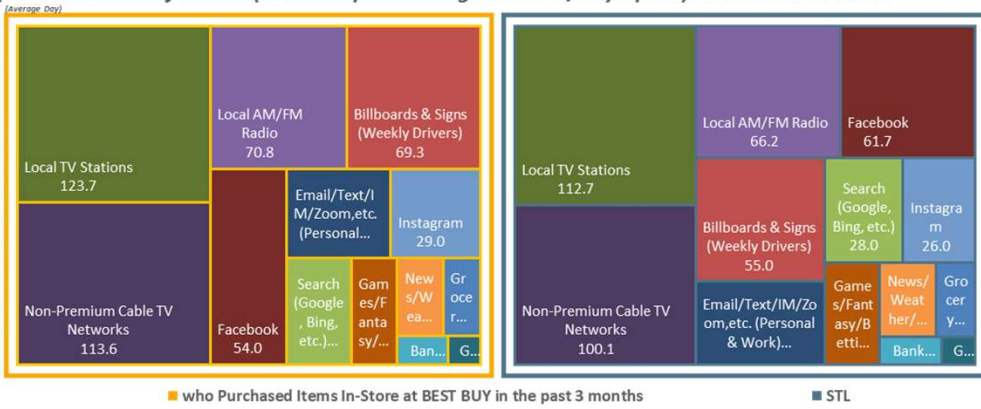
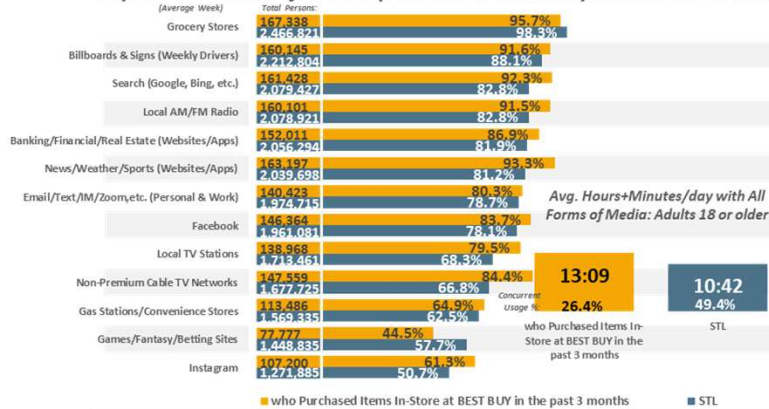
[[Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy]]



Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months spend an average of 9 hours and 32 minutes each day with All Forms of Ad-Supported Media. 85.7% listen to Local AM/FM Radio for an avg. of 62.8 minutes/day. (Local Radio delivers 9.4% of Time with Ad-Supported Media.)

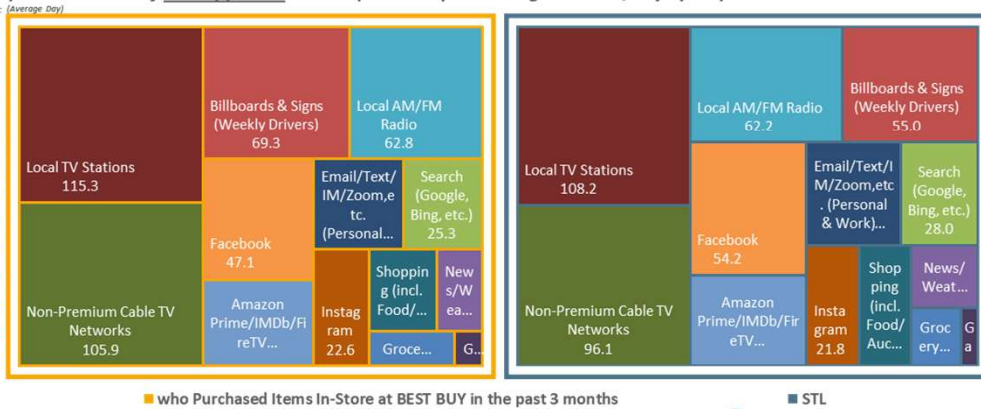
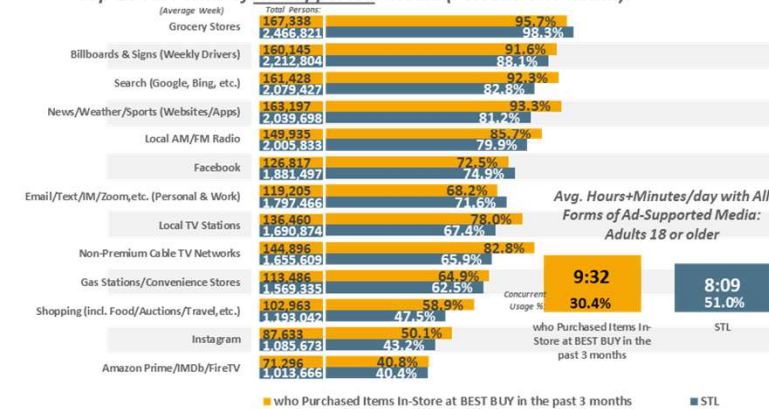
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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

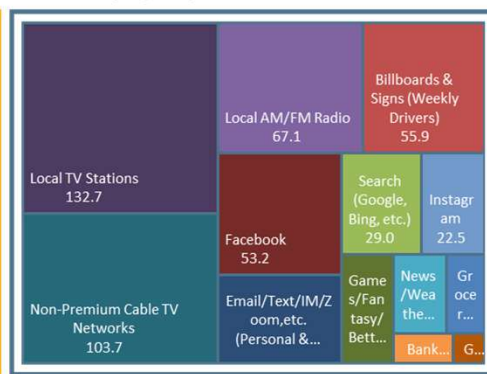
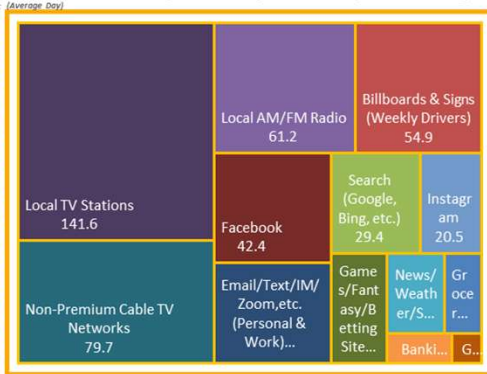
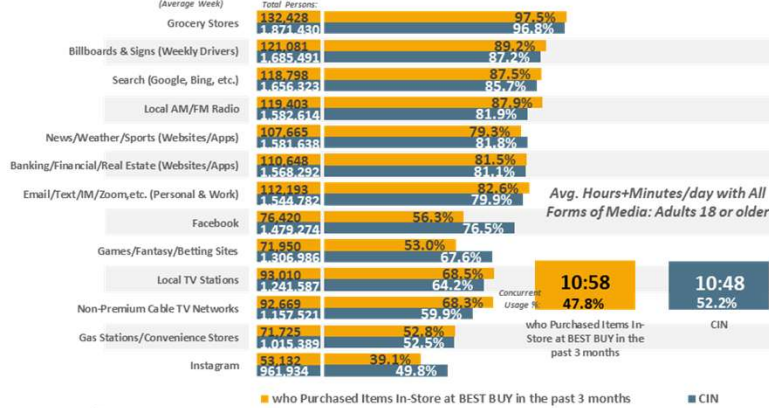




Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months spend an average of 8 hours and 20 minutes each day with All Forms of Ad-Supported Media. 86.% listen to Local AM/FM Radio for an avg. of 58.6 minutes/day. (Local Radio delivers 10.1% of Time with Ad-Supported Media.)

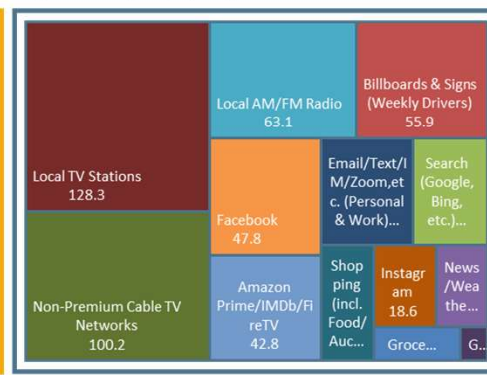
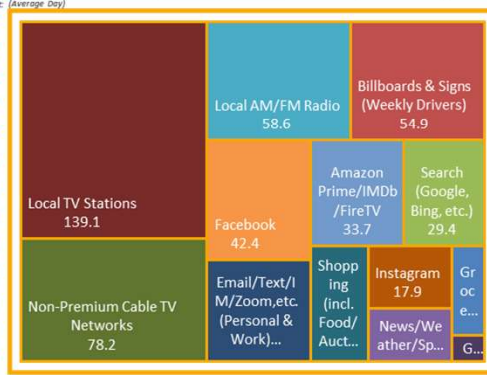
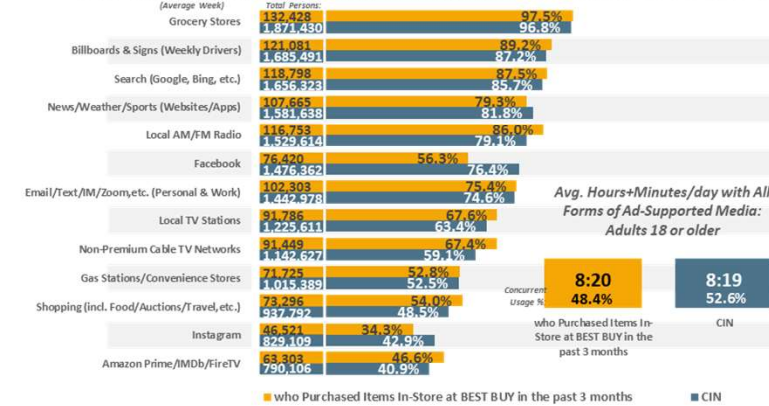
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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

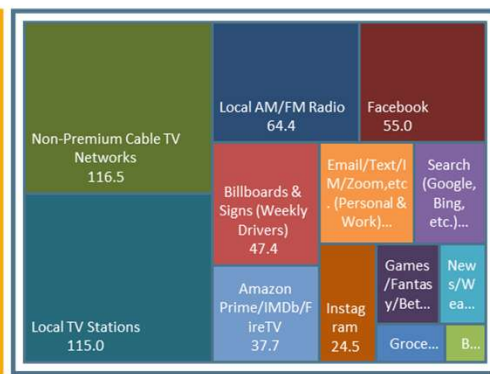
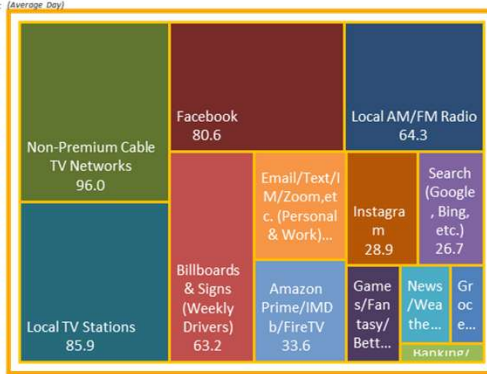
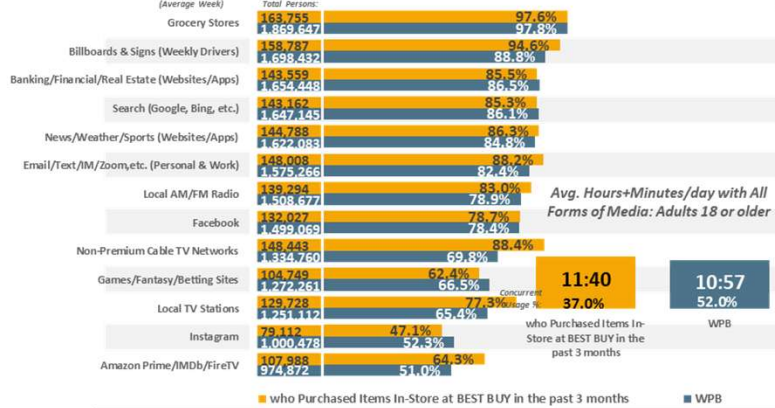




Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months spend an average of 9 hours and 5 minutes each day with All Forms of Ad-Supported Media. 77.7% listen to Local AM/FM Radio for an avg. of 57.4 minutes/day. (Local Radio delivers 8.2% of Time with Ad-Supported Media.)

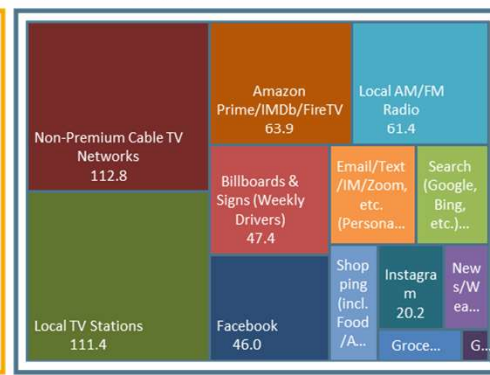
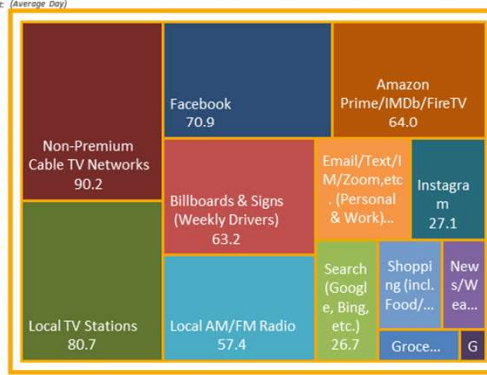
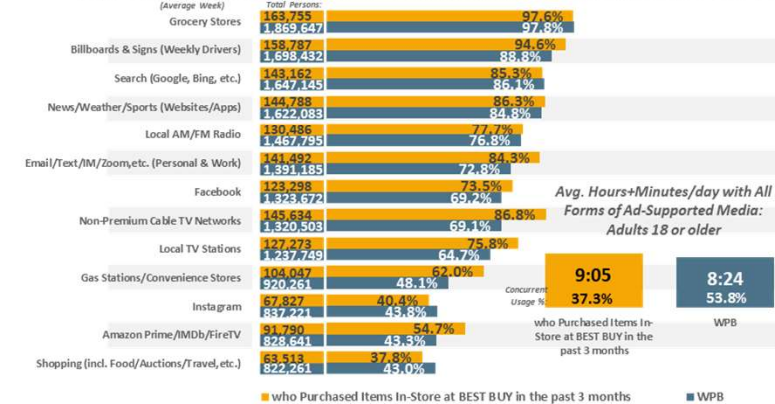
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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

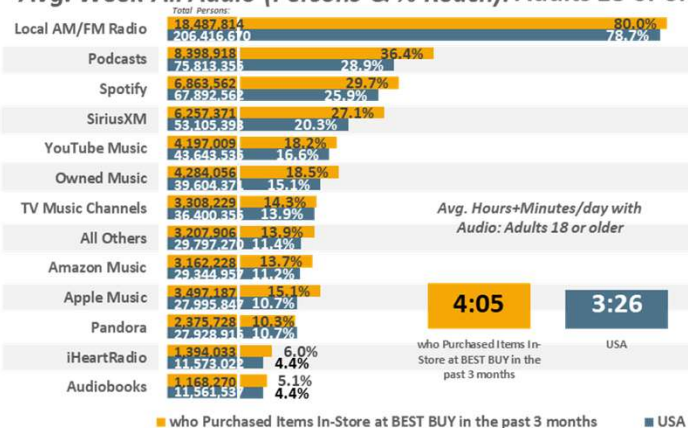
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



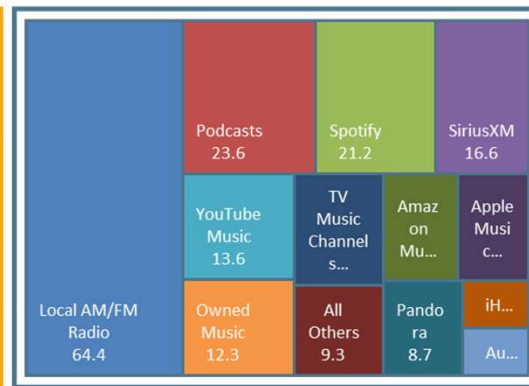
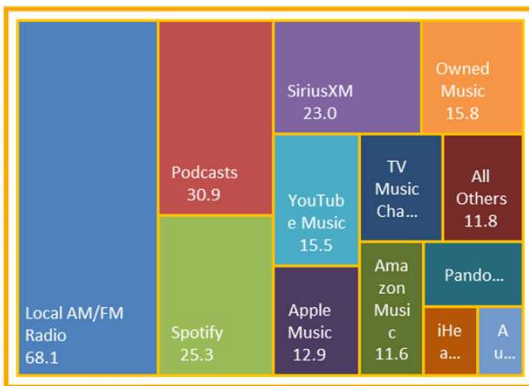


17,526,889 or 75.9% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 60.4 minutes every day representing 37.7% of all time spent daily with Ad-Supported Audio.

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



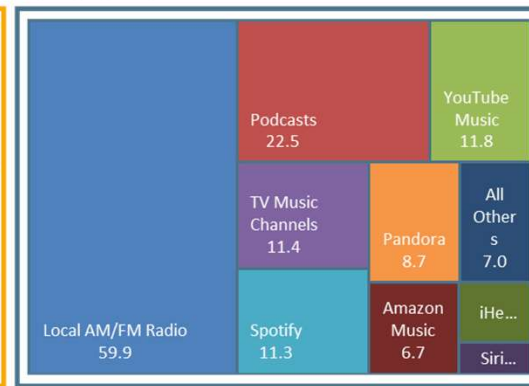
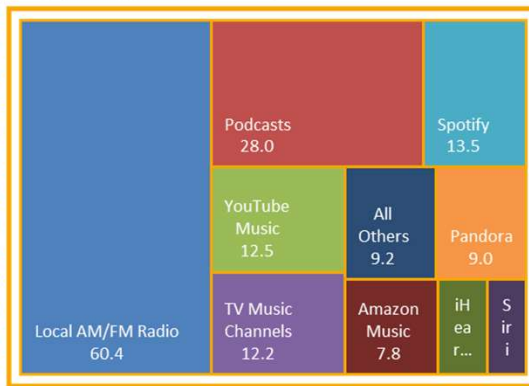
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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: Sep24-Aug25 Qual Intab 2,175
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R2 2025: Sep24-Aug25 USA Projection

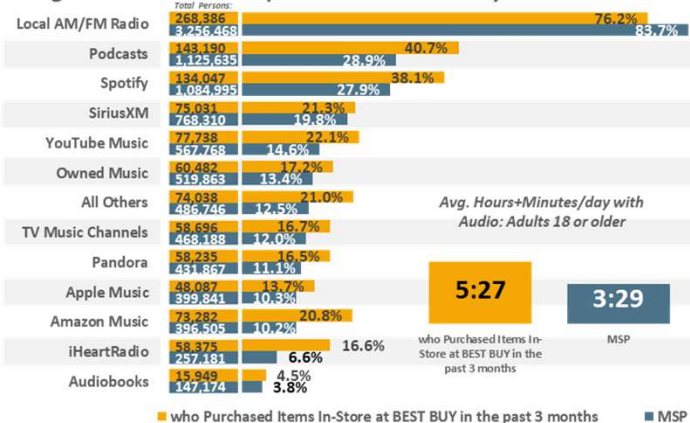
soefa.ai Share of Everything for Anything

[[Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy]]

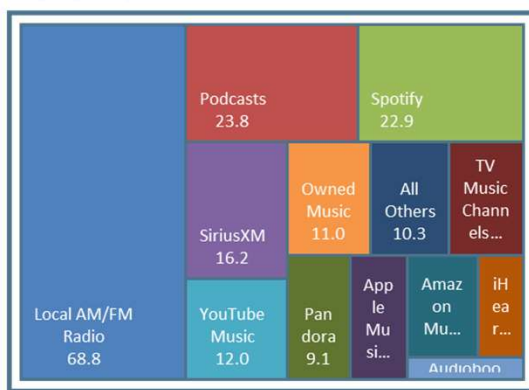
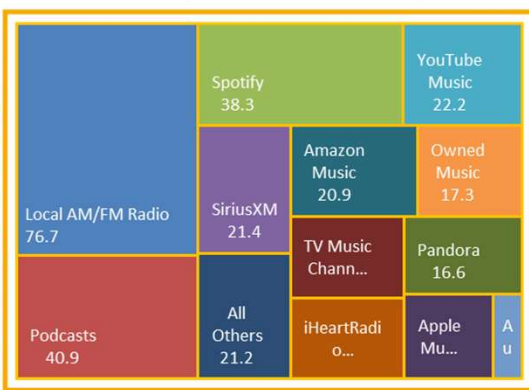


240,004 or 68.1% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 59.8 minutes every day representing 26.6% of all time spent daily with Ad-Supported Audio.

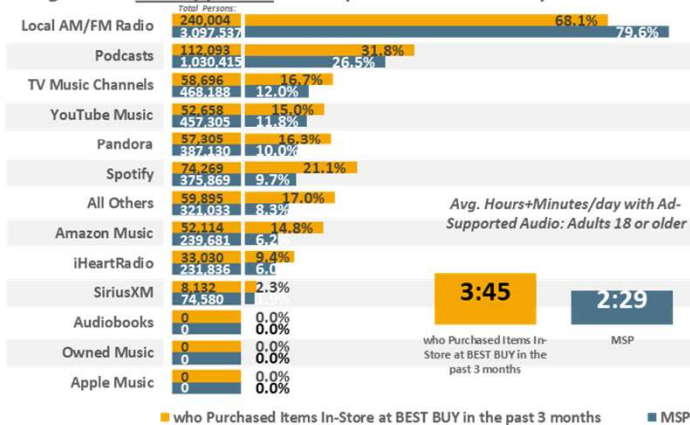
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



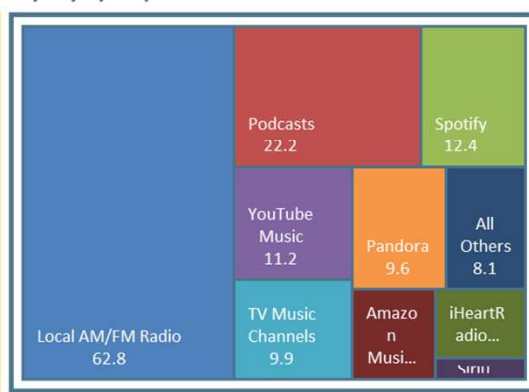
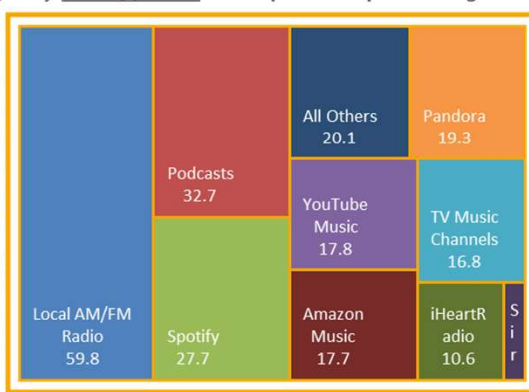
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 170
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

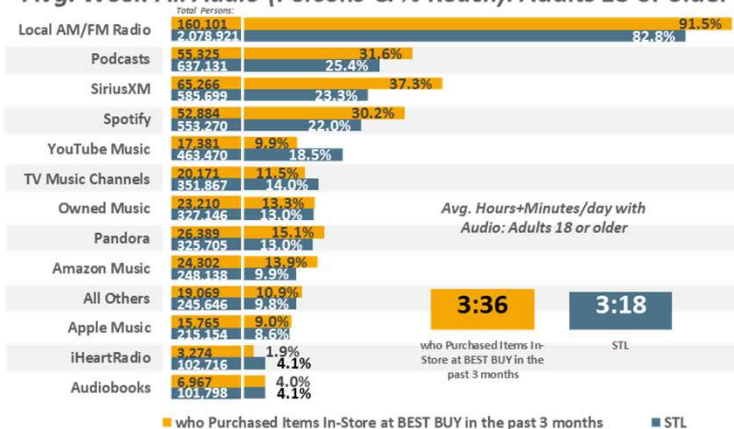
soefa.ai Share of Everything for Anything

[[Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy]]

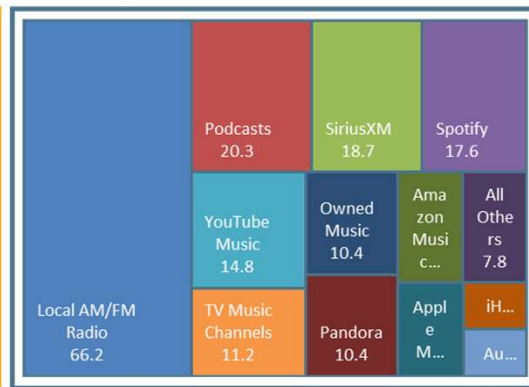
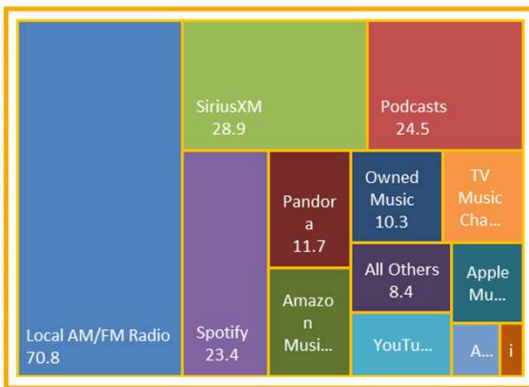


149,935 or 85.7% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 62.8 minutes every day representing 42.5% of all time spent daily with Ad-Supported Audio.

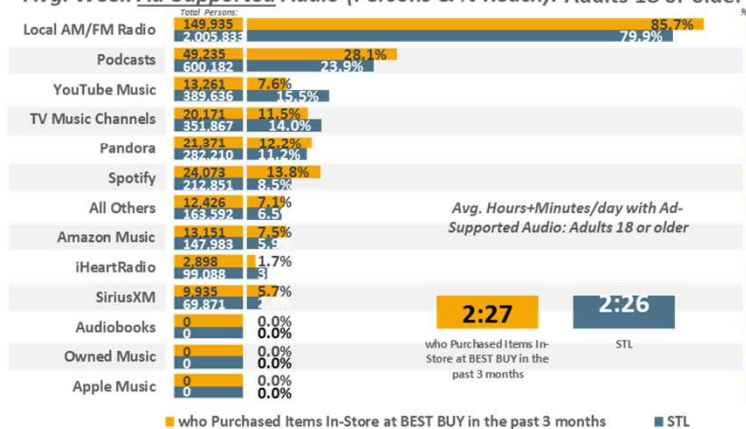
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



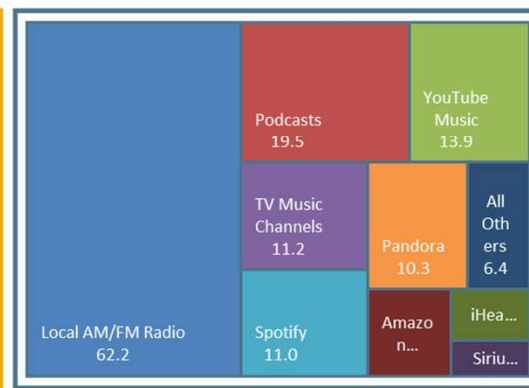
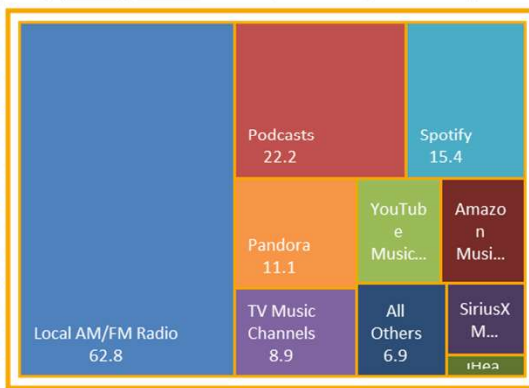
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 158
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

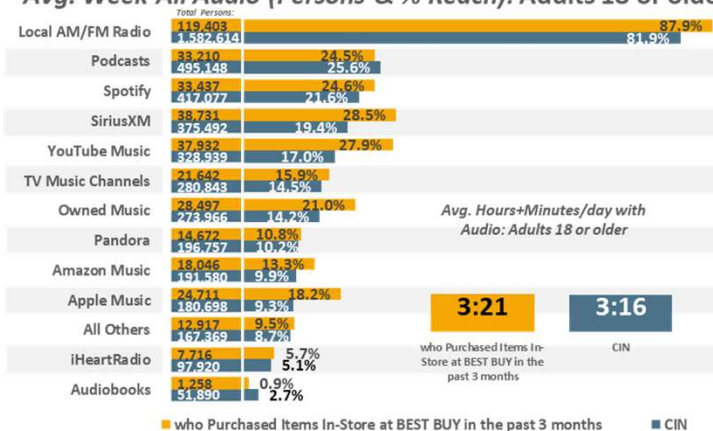
soefa.ai Share of Everything for Anything

[[Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy]]

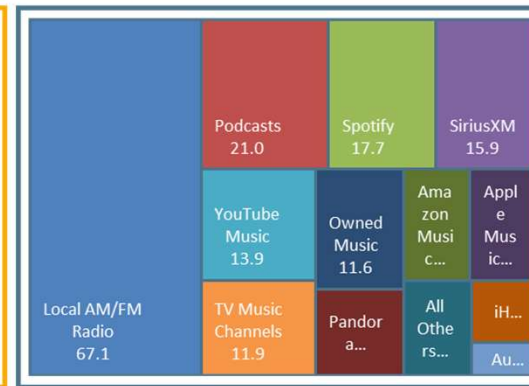
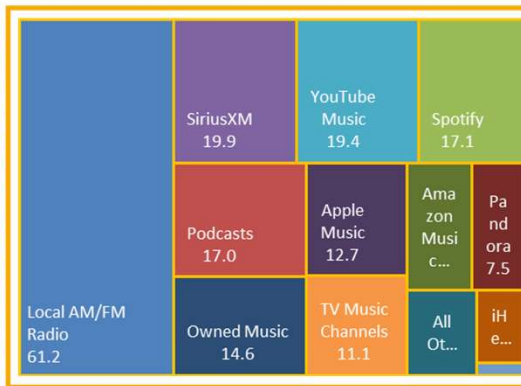


116,753 or 86.% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 58.6 minutes every day representing 42.5% of all time spent daily with Ad-Supported Audio.

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



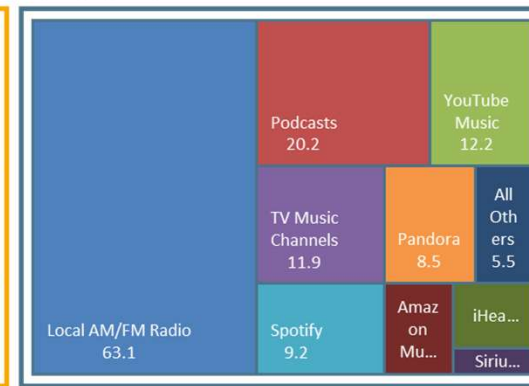
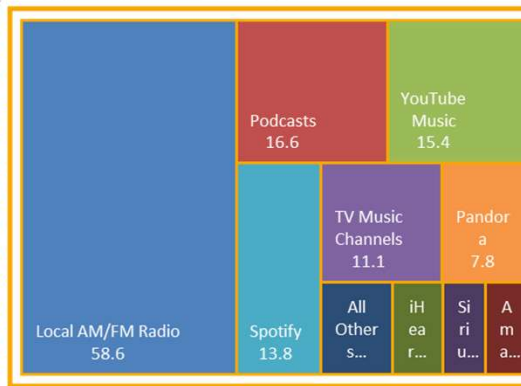
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



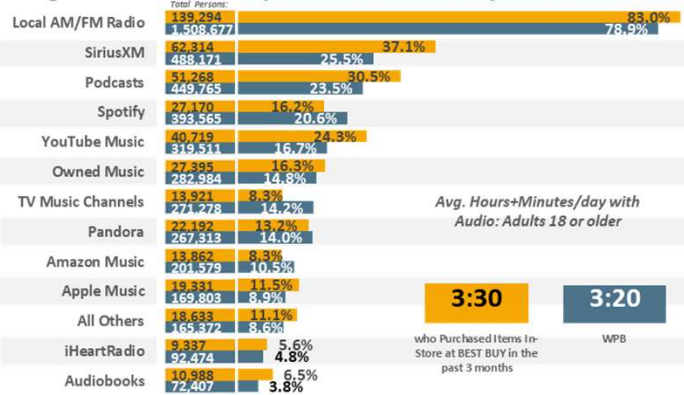
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



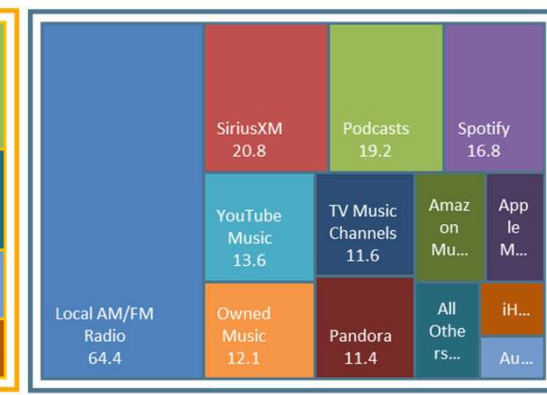
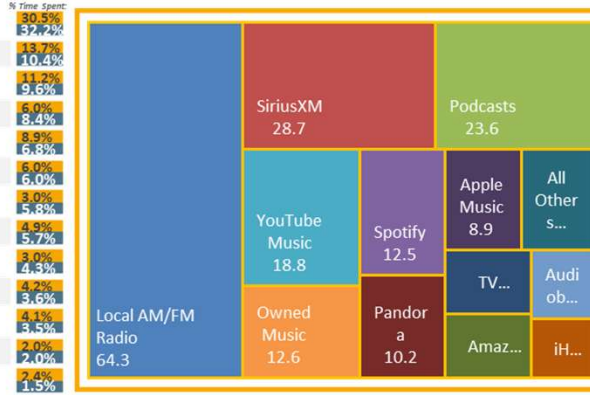


130,486 or 77.7% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 57.4 minutes every day representing 41.1% of all time spent daily with Ad-Supported Audio.

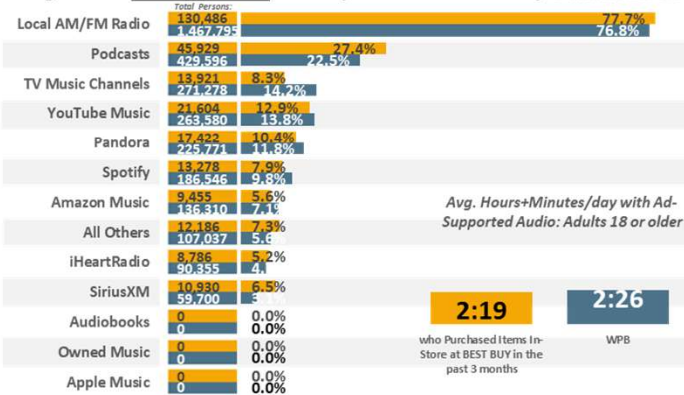
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



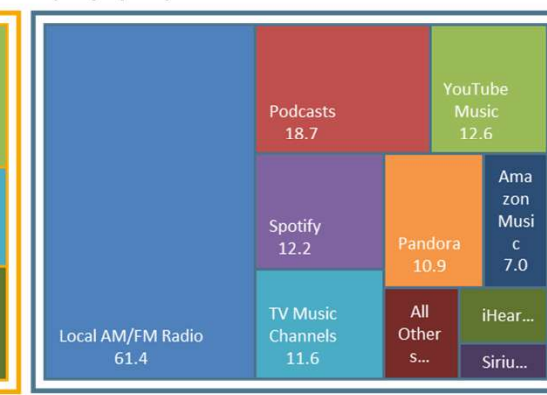
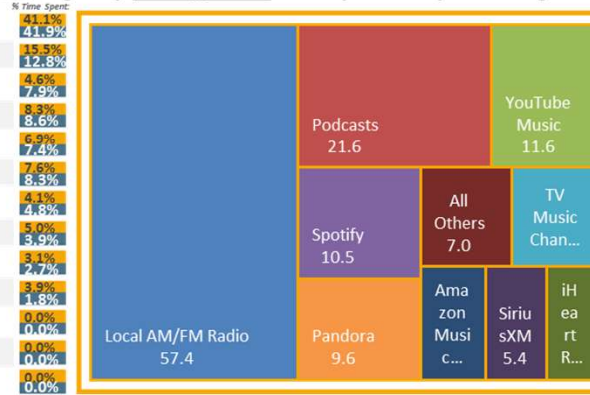
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

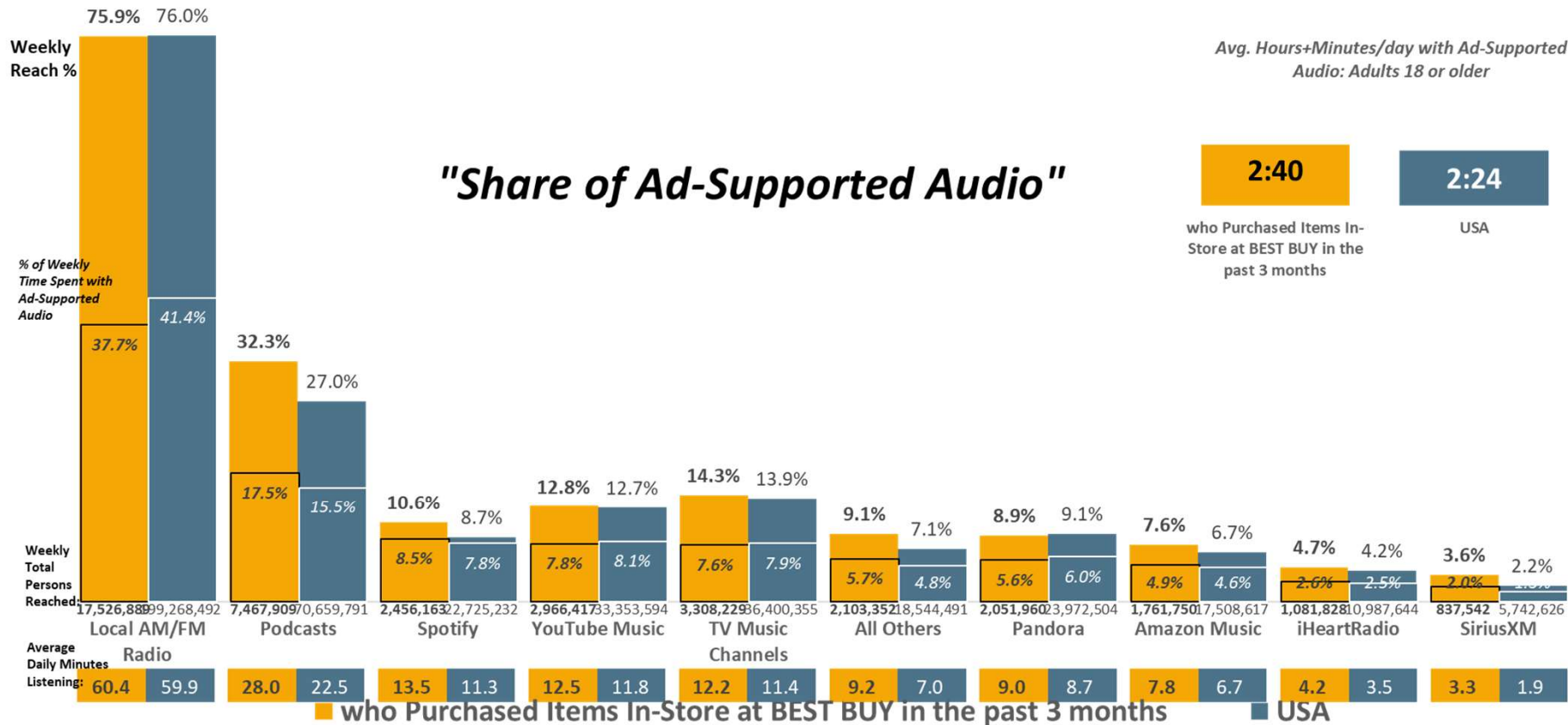


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



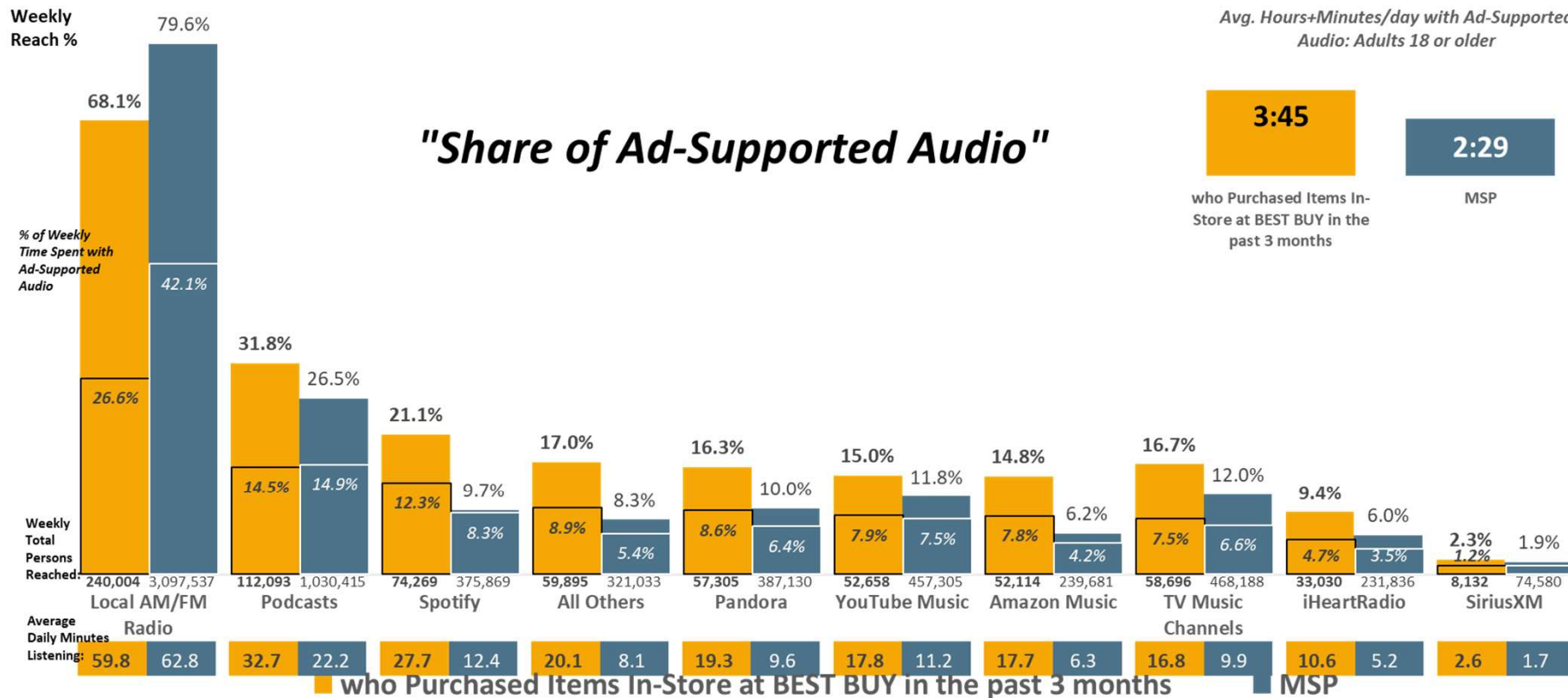


17,526,889 or 75.9% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 60.4 minutes every day representing 37.7% of all time spent daily with Ad-Supported Audio.





240,004 or 68.1% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 59.8 minutes every day representing 26.6% of all time spent daily with Ad-Supported Audio.





149,935 or 85.7% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 62.8 minutes every day representing 42.5% of all time spent daily with Ad-Supported Audio.

Weekly
Reach % 85.7%

Avg. Hours+Minutes/day with Ad-Supported
Audio: Adults 18 or older

"Share of Ad-Supported Audio"

2:27

2:26

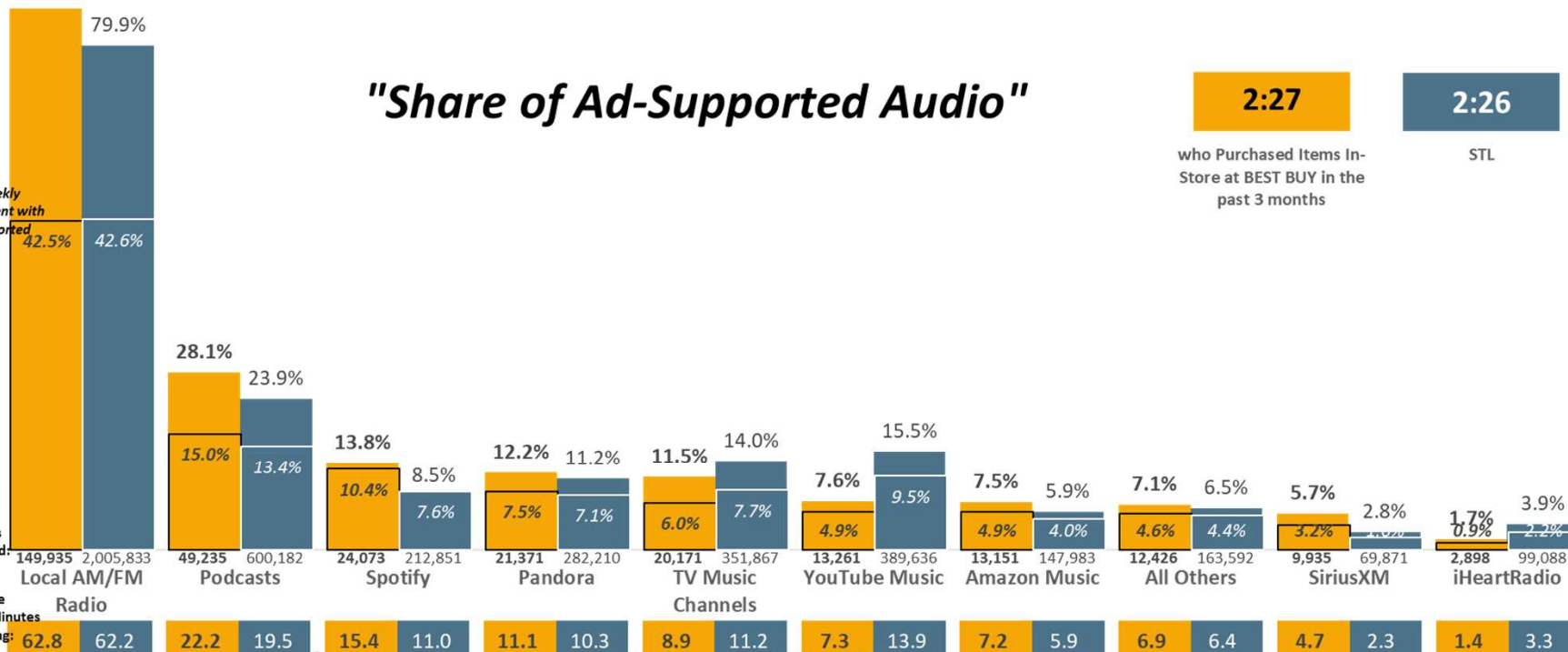
who Purchased Items In-
Store at BEST BUY in the
past 3 months

STL

% of Weekly
Time Spent with
Ad-Supported
Audio

Weekly
Total
Persons
Reached

Average
Daily Minutes
Listening



who Purchased Items In-Store at BEST BUY in the past 3 months STL

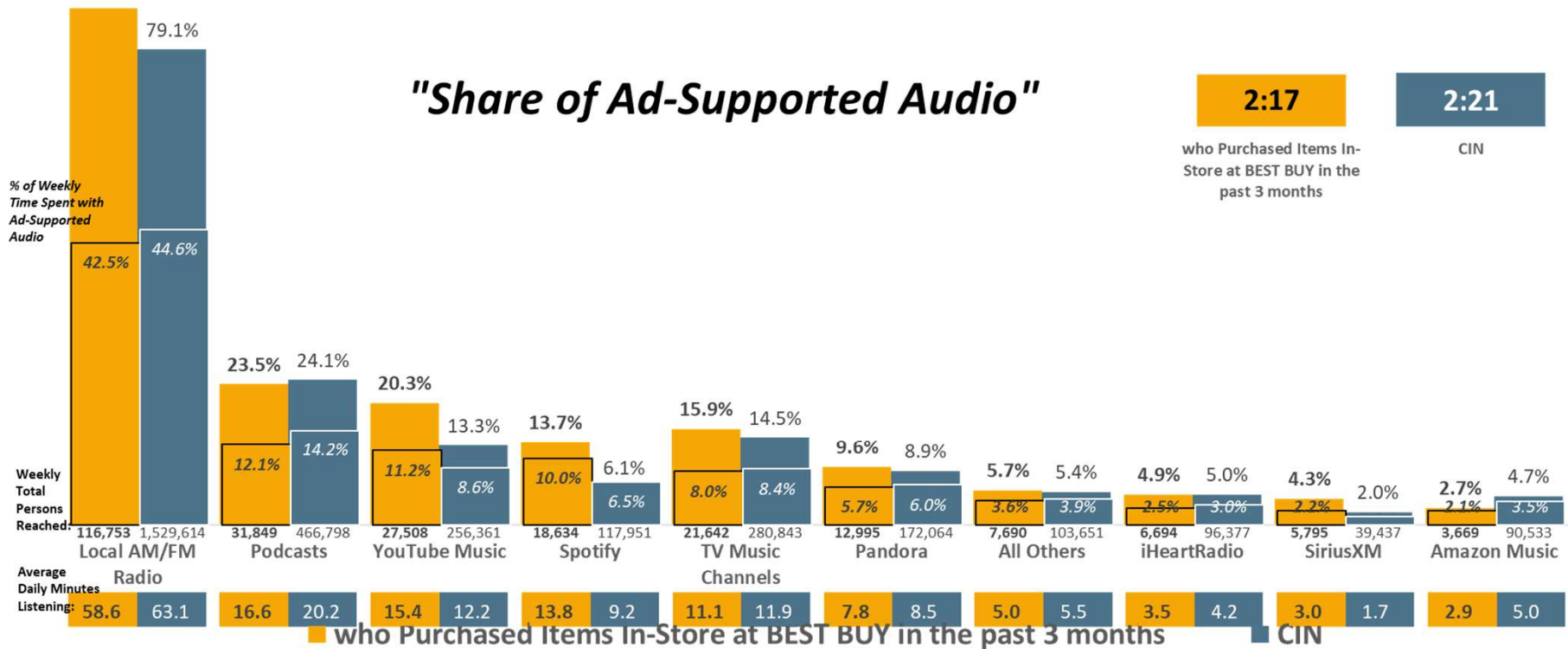


116,753 or 86.0% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 58.6 minutes every day representing 42.5% of all time spent daily with Ad-Supported Audio.

Weekly
Reach % 86.0%

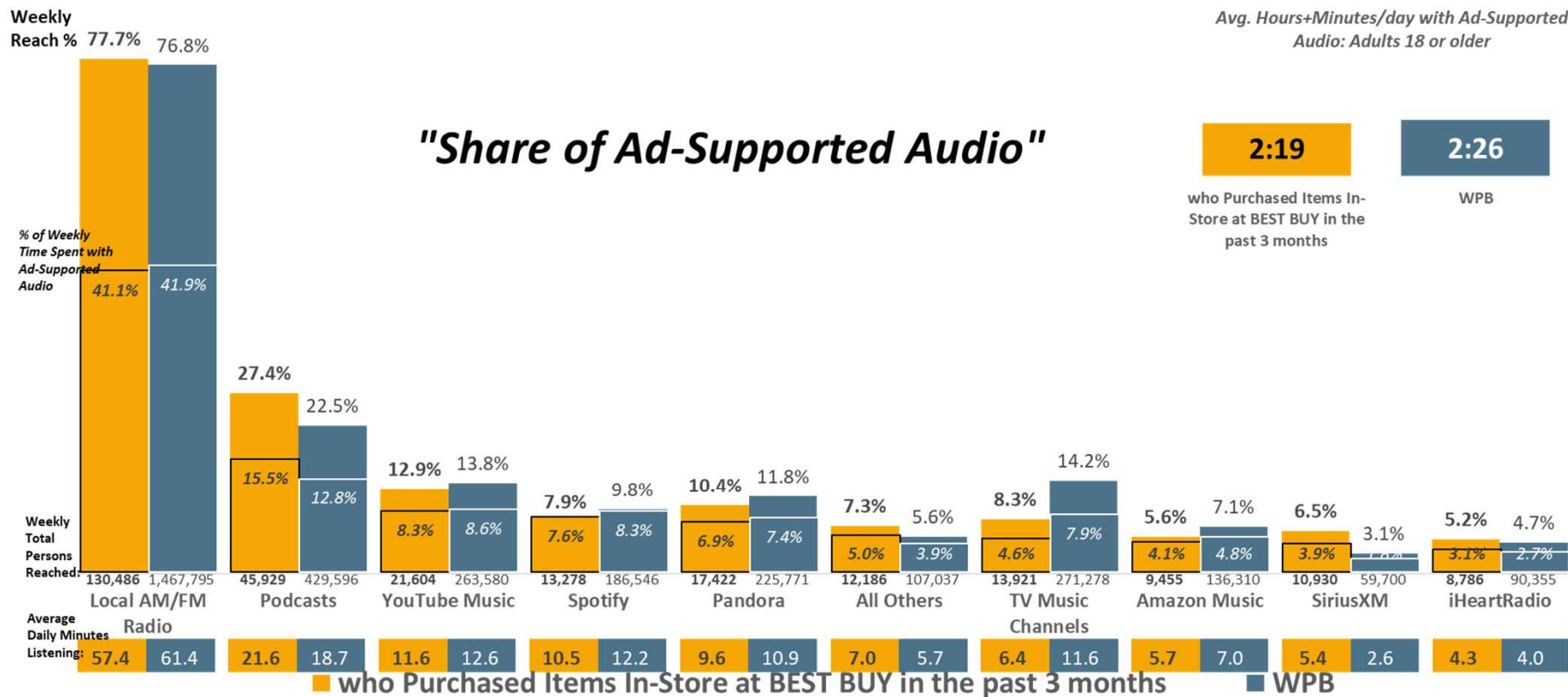
Avg. Hours+Minutes/day with Ad-Supported
Audio: Adults 18 or older

"Share of Ad-Supported Audio"





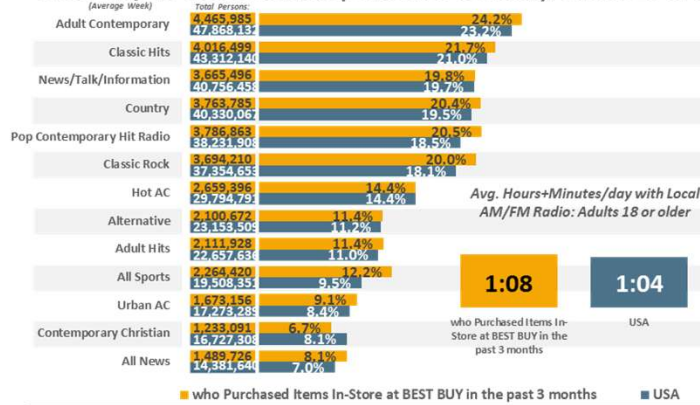
130,486 or 77.7% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 57.4 minutes every day representing 41.1% of all time spent daily with Ad-Supported Audio.





17,526,889 or 75.9% of Adults 18 or older who Purchased Items In-Store at BEST BUY 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

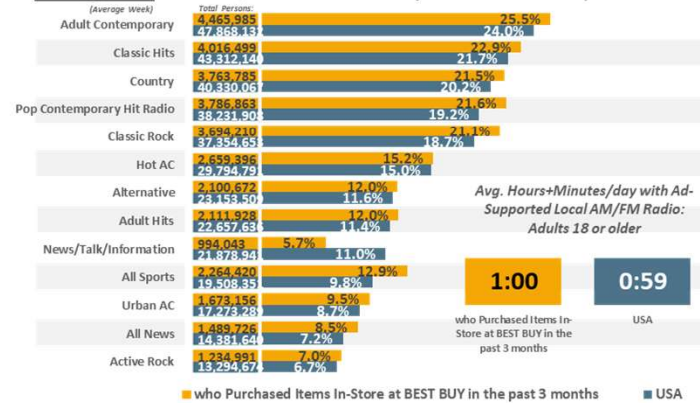
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



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: Sep24-Aug25 Qual Intab 2,175
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

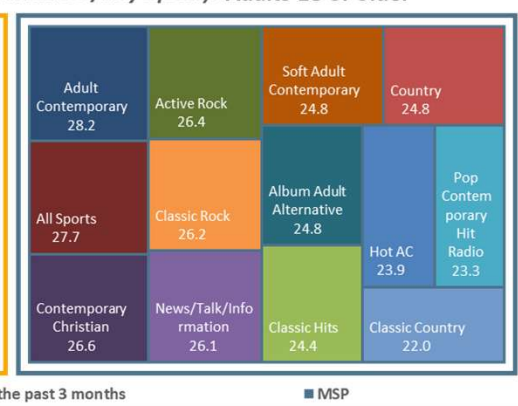
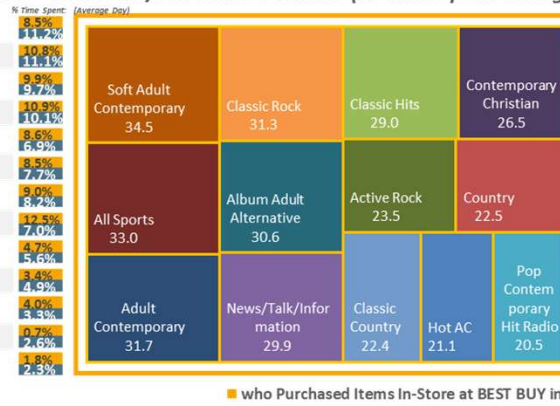
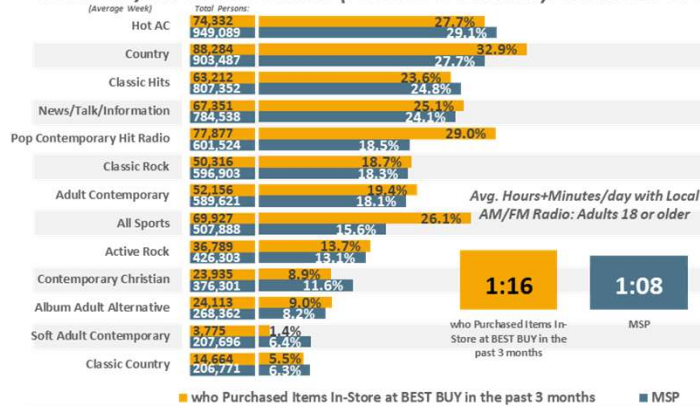
soefa.ai Share of Everything for Anything

[[Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy]]

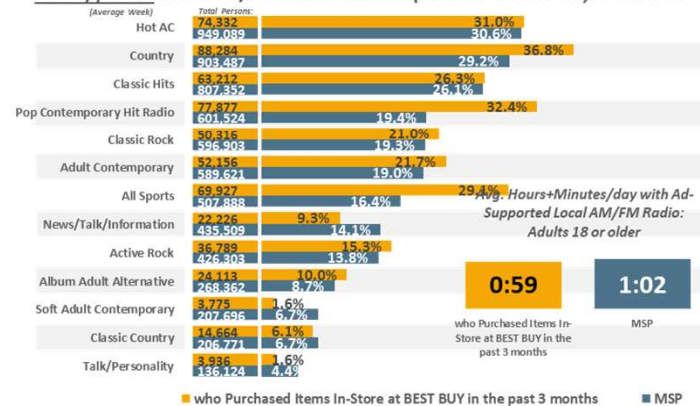


240,004 or 68.1% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Pop Contemporary Hit Radio, Hot AC, All Sports, and Classic Hits.

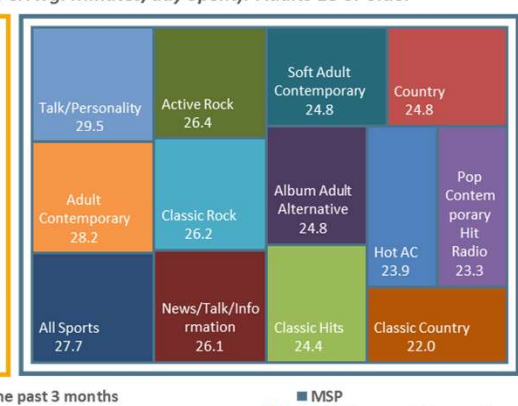
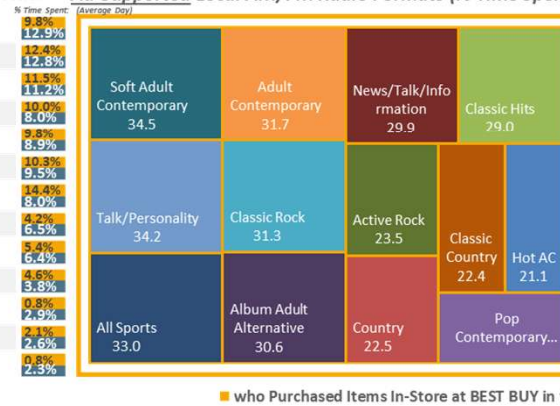
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older **Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



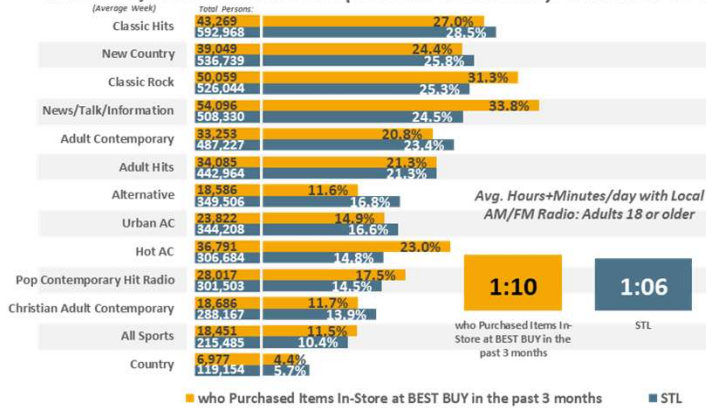
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



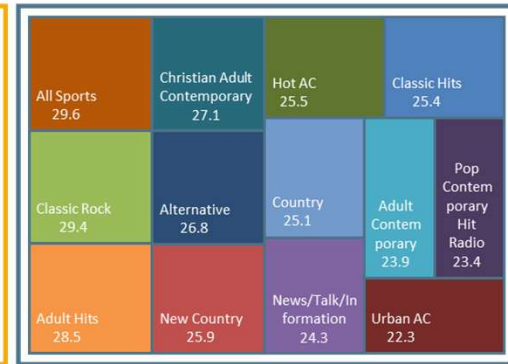
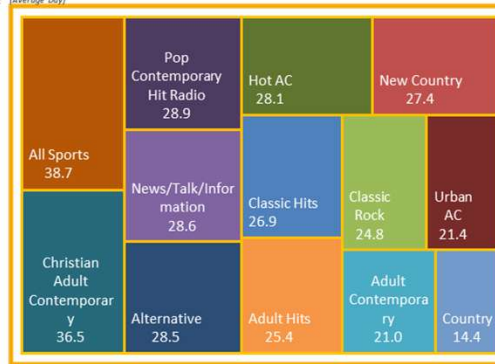


149,935 or 85.7% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Classic Hits, New Country, Hot AC, and Adult Hits.

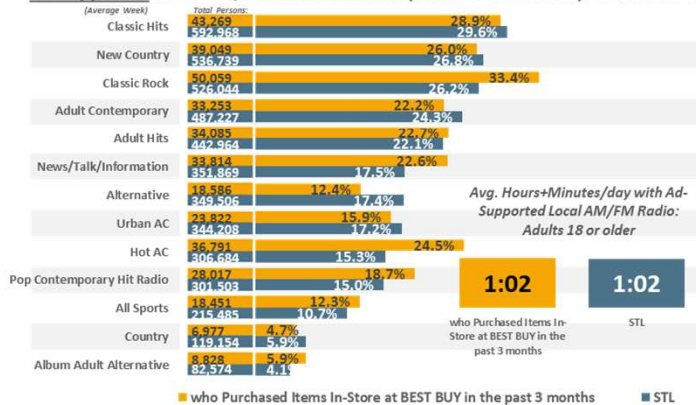
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



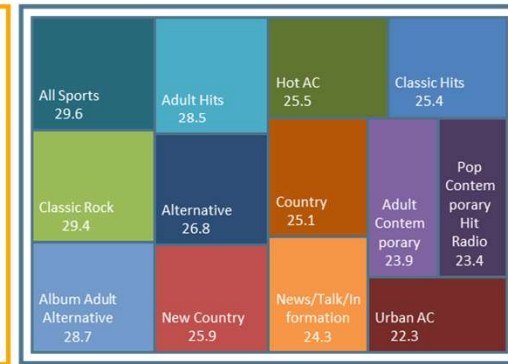
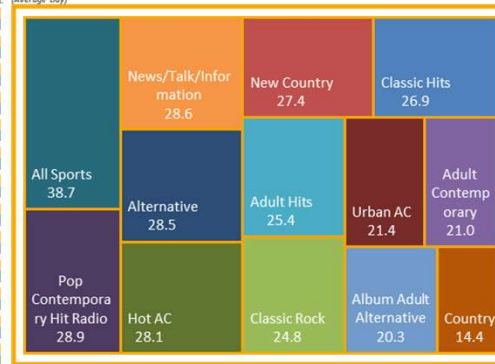
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



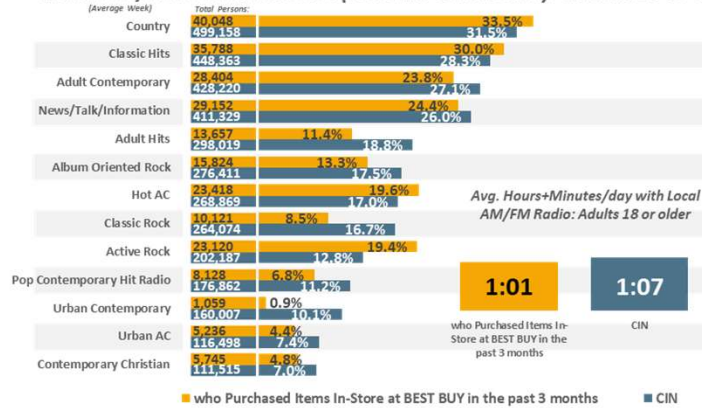
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



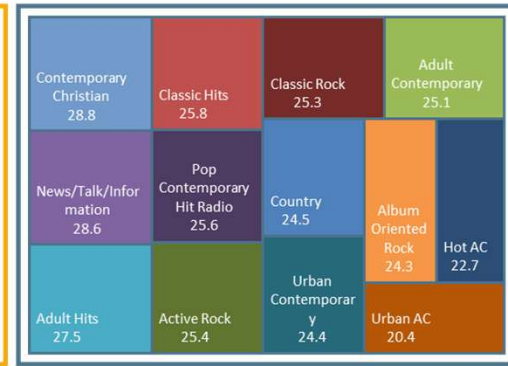
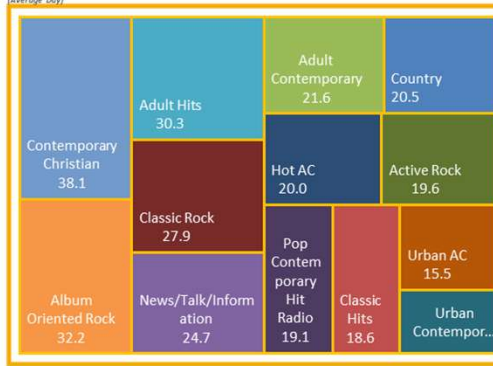


116,753 or 86.% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Classic Hits, Adult Contemporary, Hot AC, and News/Talk/Information.

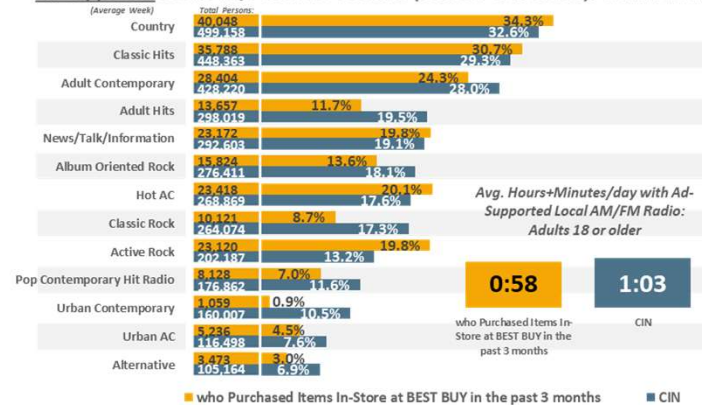
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



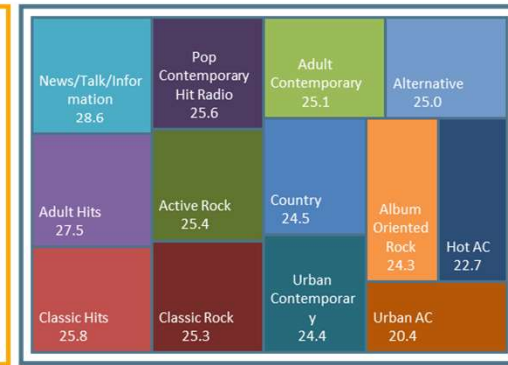
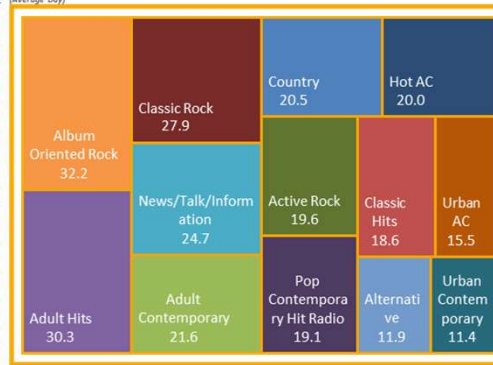
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



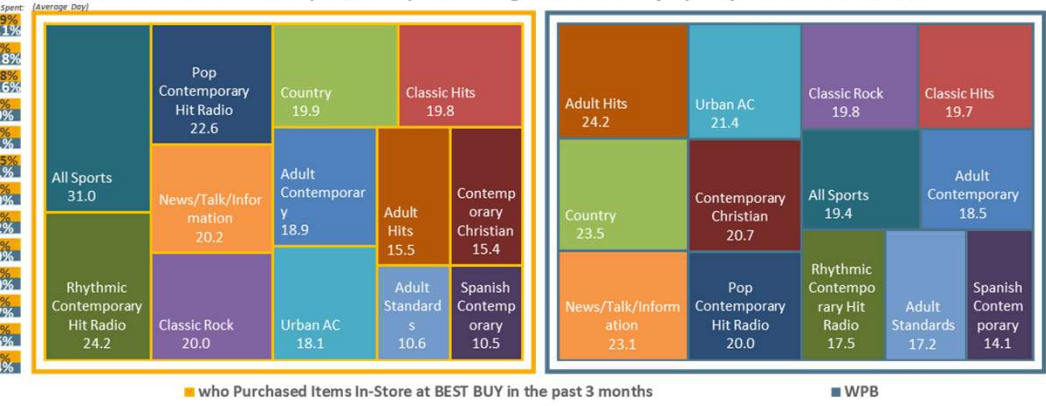


130,486 or 77.7% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Classic Hits, Classic Rock, and Pop Contemporary Hit Radio.

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



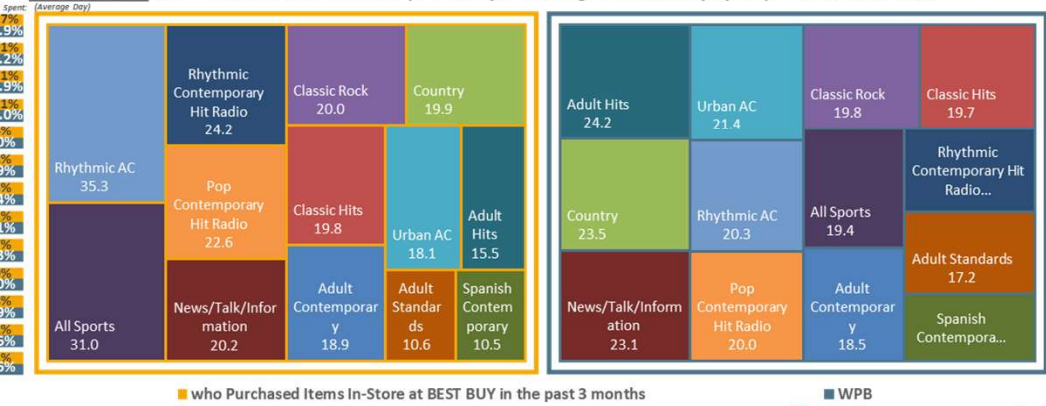
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

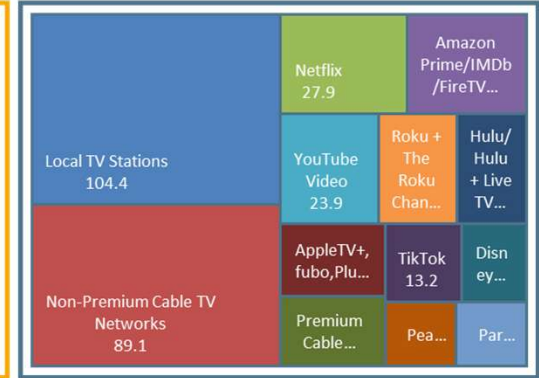
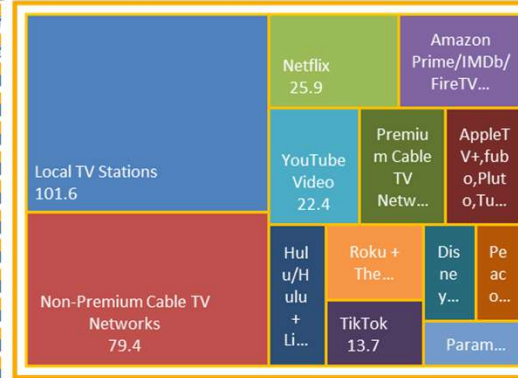
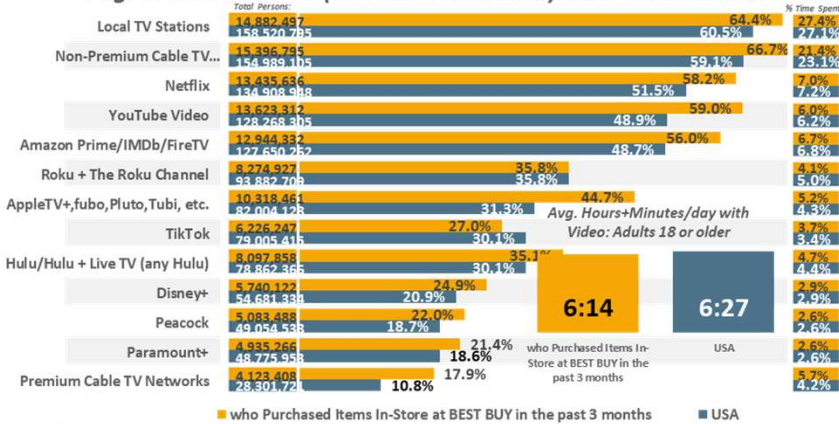




14,640,902 or 63.4% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months watch Ad-Supported Local TV Stations for an average of 94.6 minutes every day representing 30.7% of all time spent daily with Ad-Supported Video.

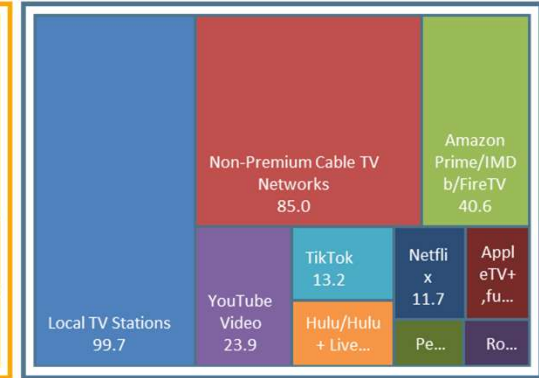
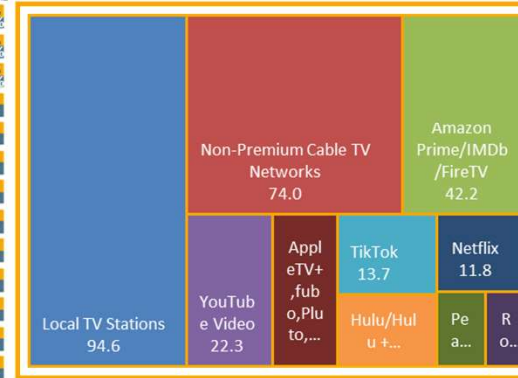
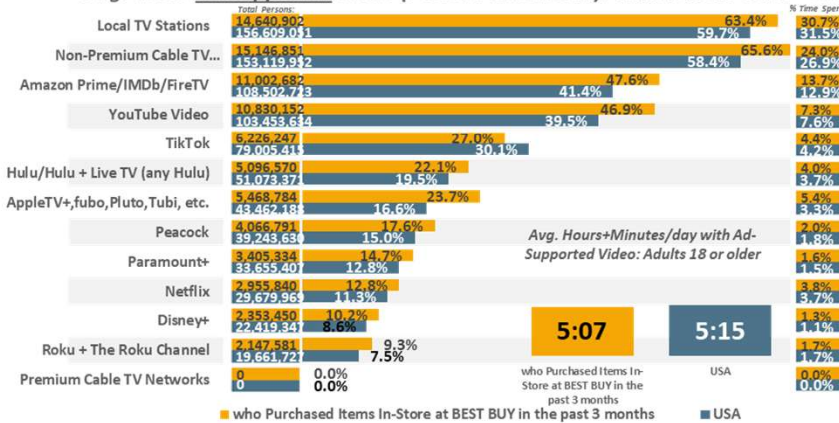
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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

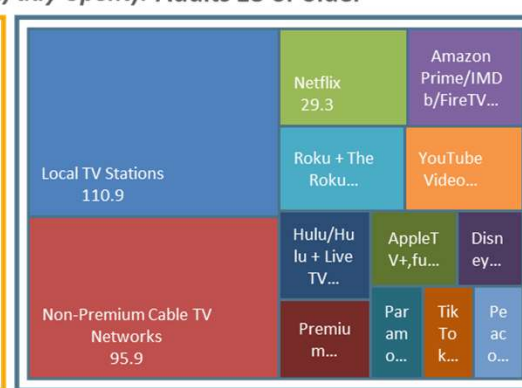
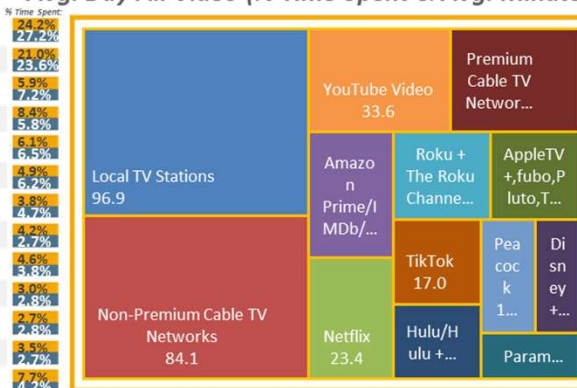
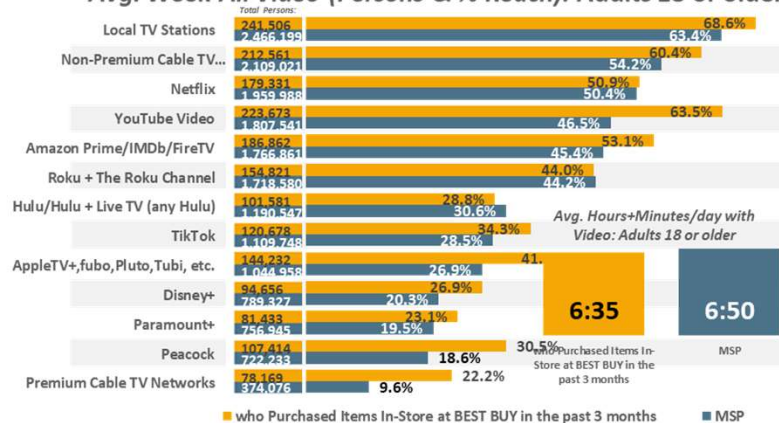




236,709 or 67.2% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months watch Ad-Supported Local TV Stations for an average of 87. minutes every day representing 26.6% of all time spent daily with Ad-Supported Video.

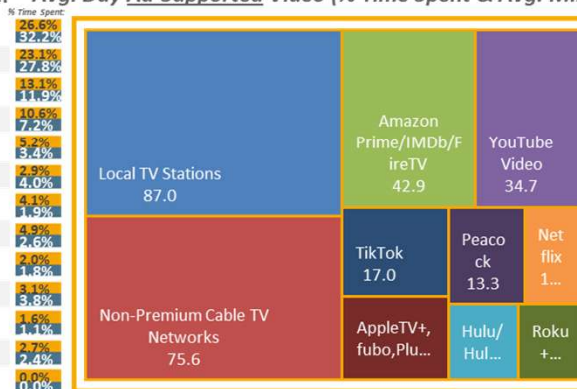
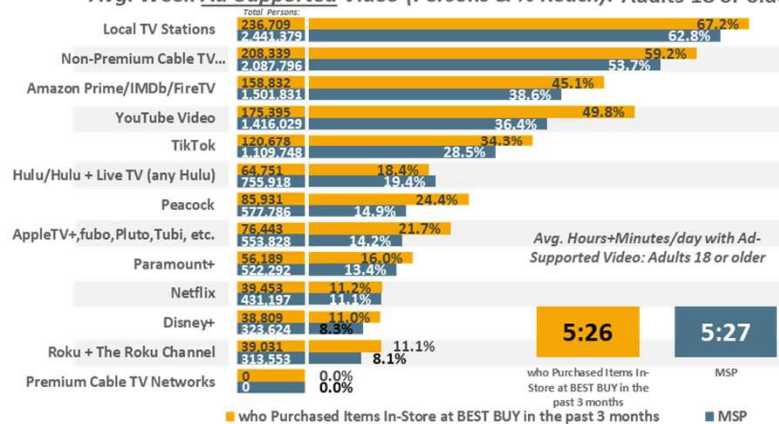
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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

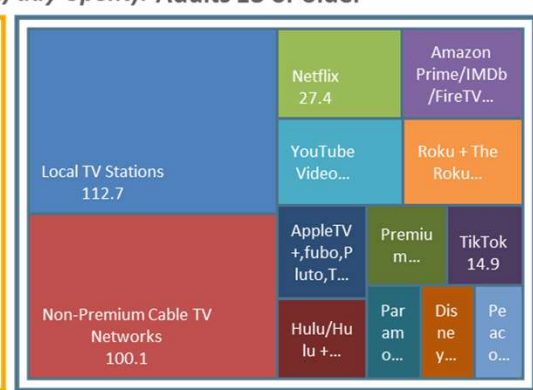
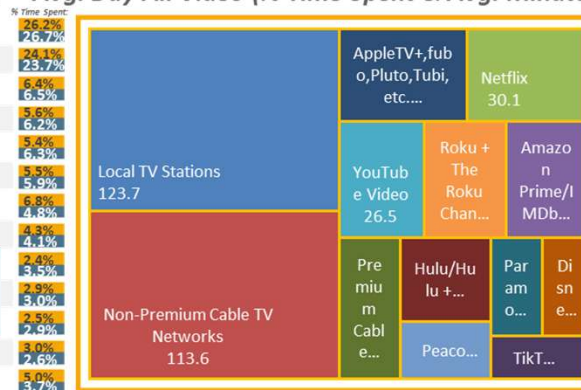
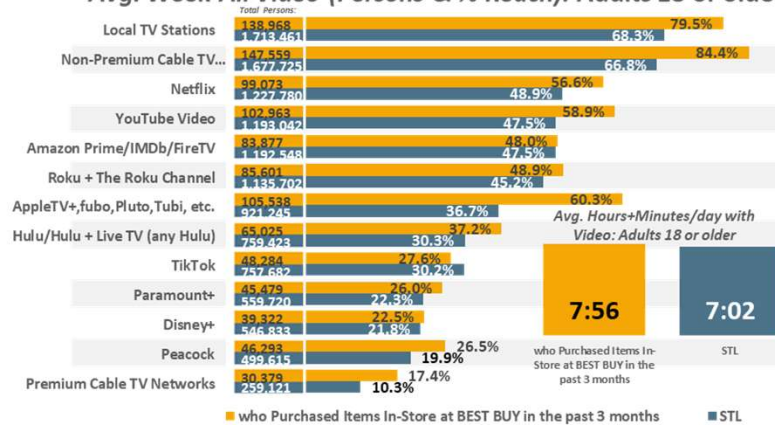




136,460 or 78.% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months watch Ad-Supported Local TV Stations for an average of 115.3 minutes every day representing 30.1% of all time spent daily with Ad-Supported Video.

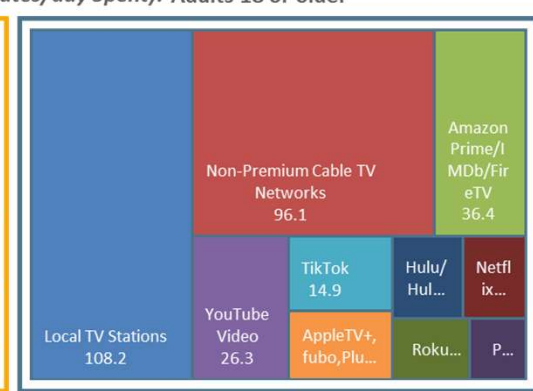
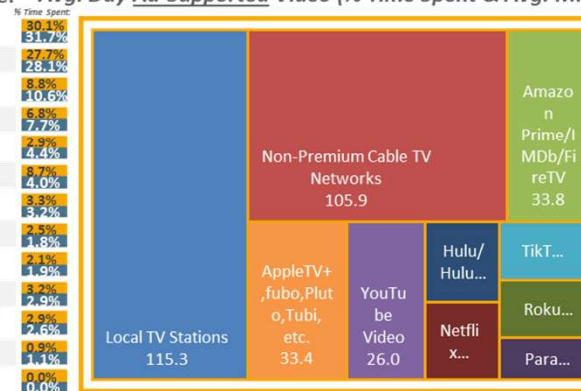
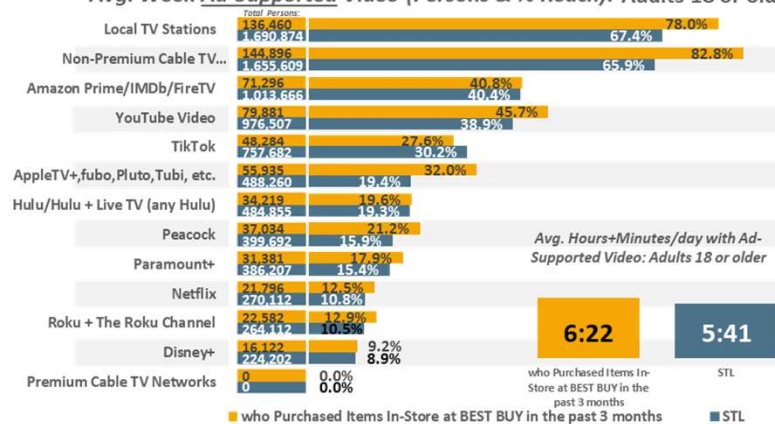
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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 158
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

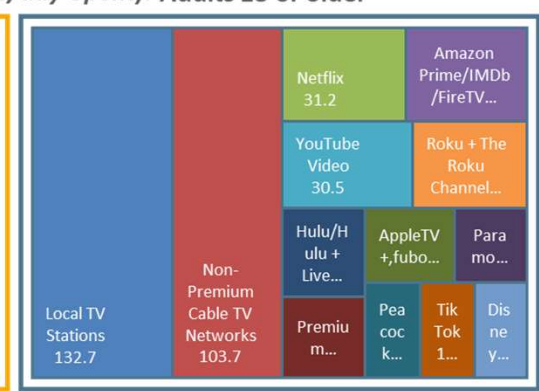
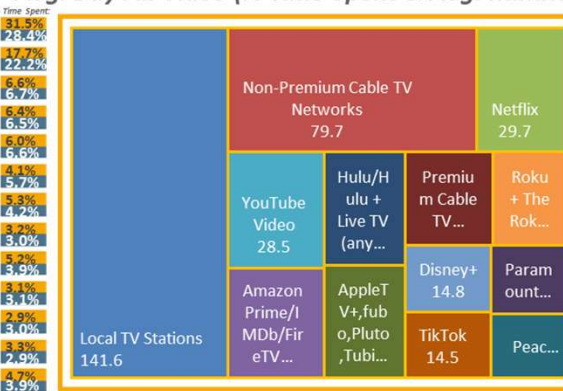
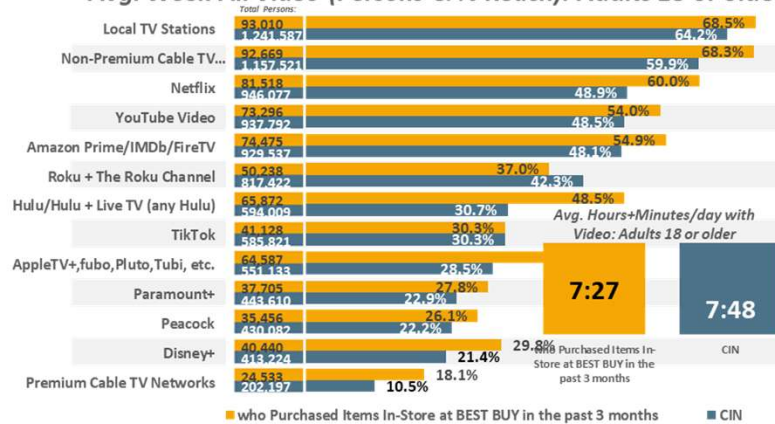
[[Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy]]



91,786 or 67.6% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months watch Ad-Supported Local TV Stations for an average of 139.1 minutes every day representing 38.7% of all time spent daily with Ad-Supported Video.

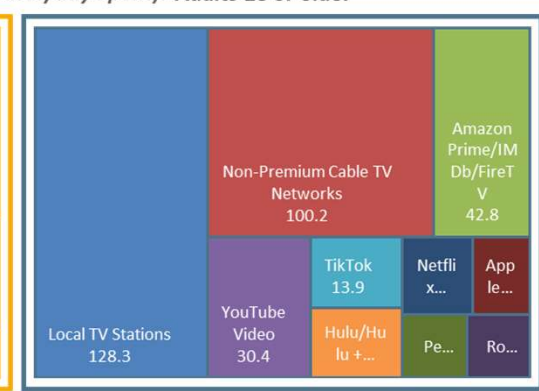
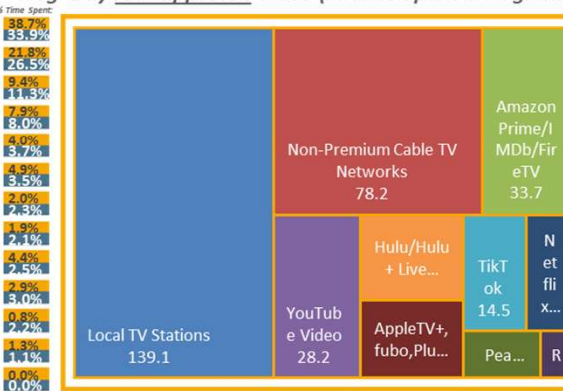
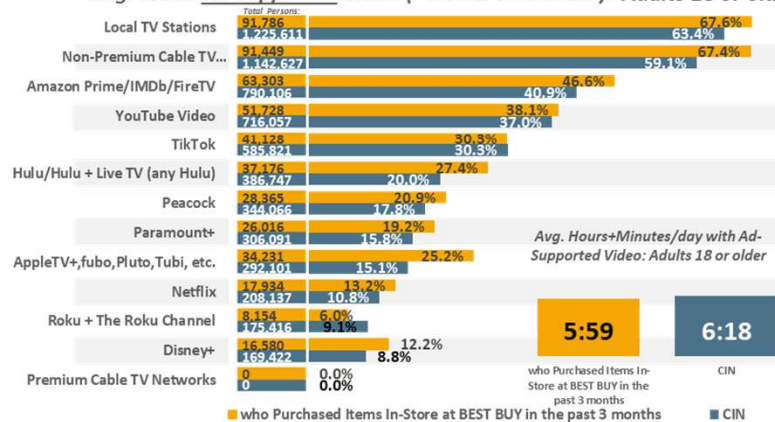
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 124
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

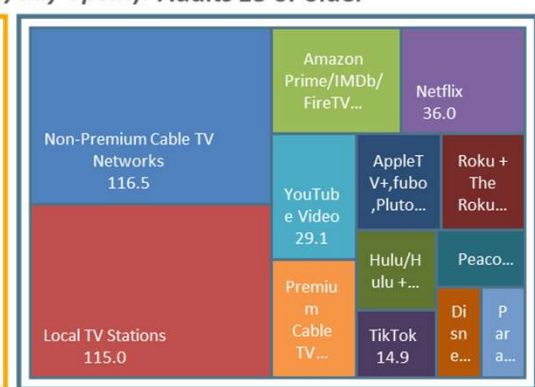
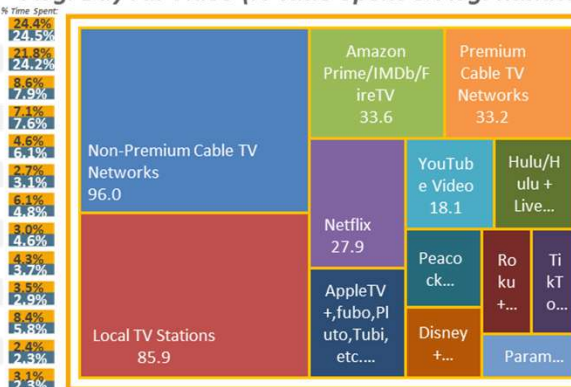
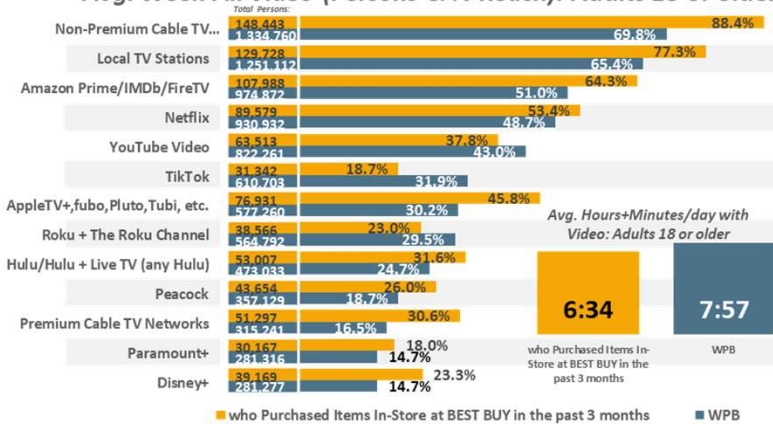
[[Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy]]



127,273 or 75.8% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months watch Ad-Supported Local TV Stations for an average of 80.7 minutes every day representing 24.6% of all time spent daily with Ad-Supported Video.

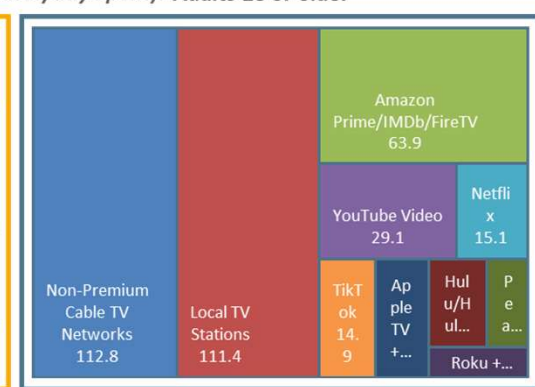
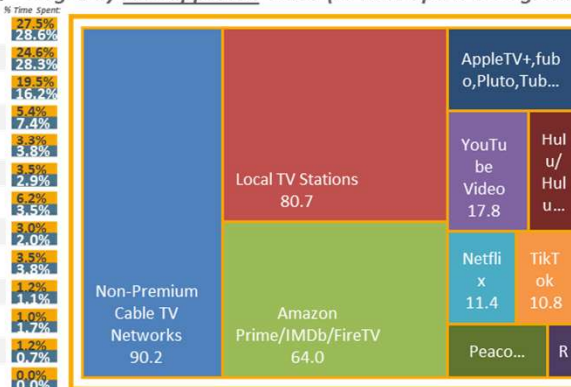
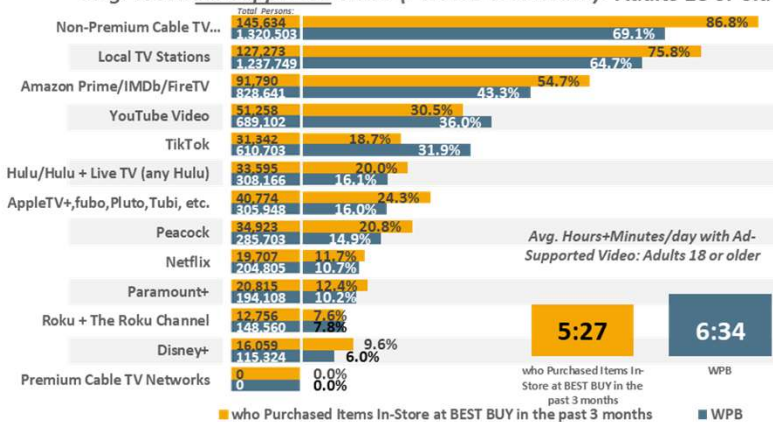
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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 225
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. All rights reserved.

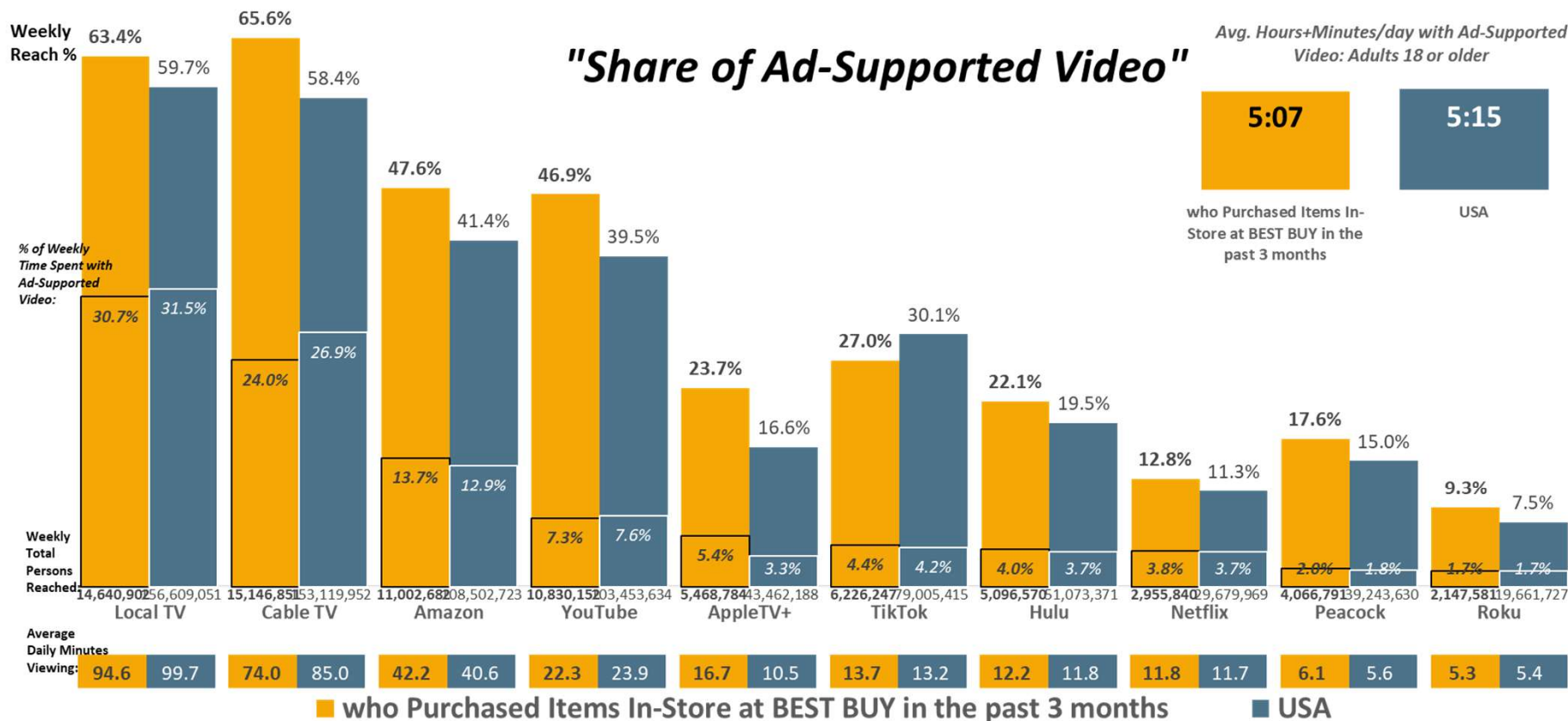
soefa.ai Share of Everything for Anything

[[Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy]]



14,640,902 or 63.4% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months watch Ad-Supported Local TV Stations for an average of 94.6 minutes every day representing 30.7% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,175
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

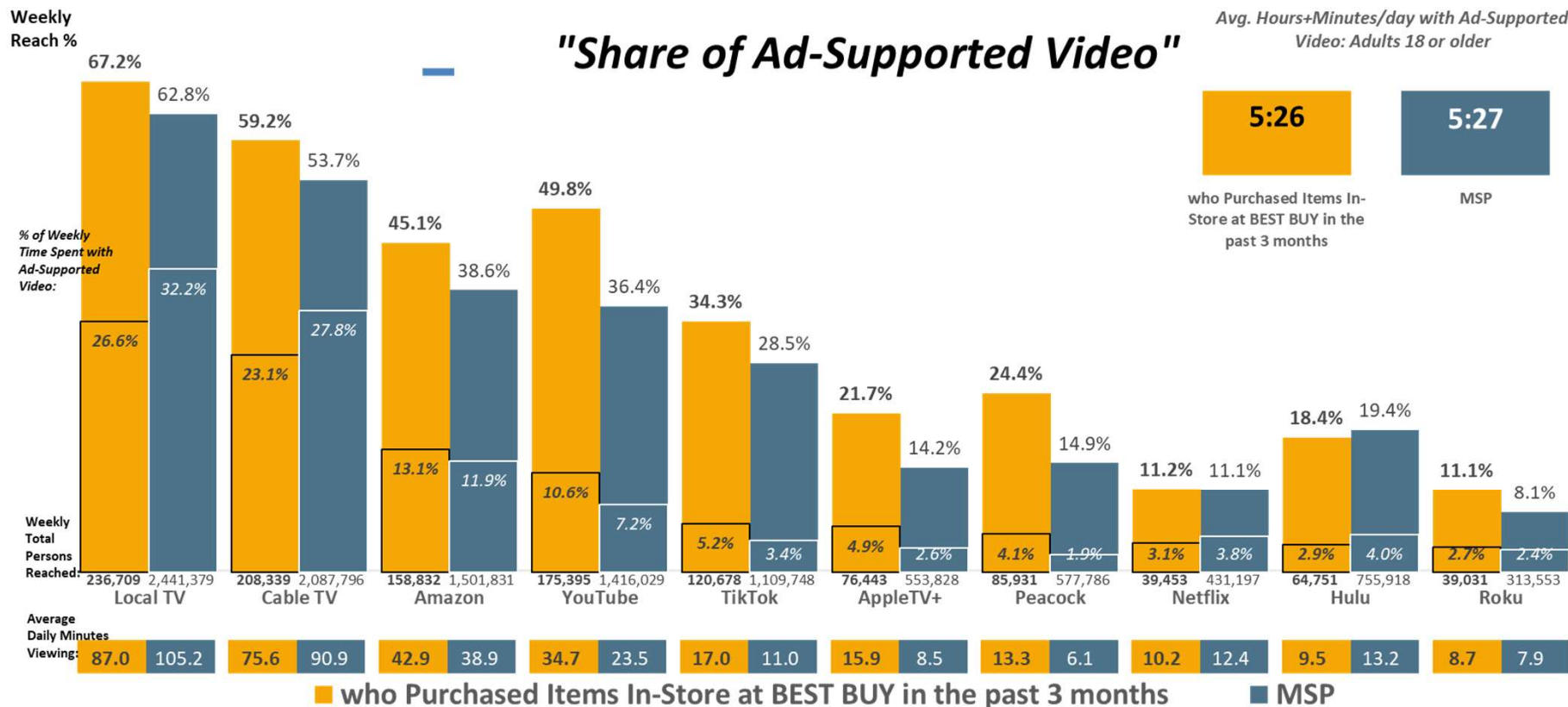
soefa.ai Share of Everything for Anything

[[Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy]]



236,709 or 67.2% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months watch Ad-Supported Local TV Stations for an average of 87. minutes every day representing 26.6% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 170 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. All rights reserved.

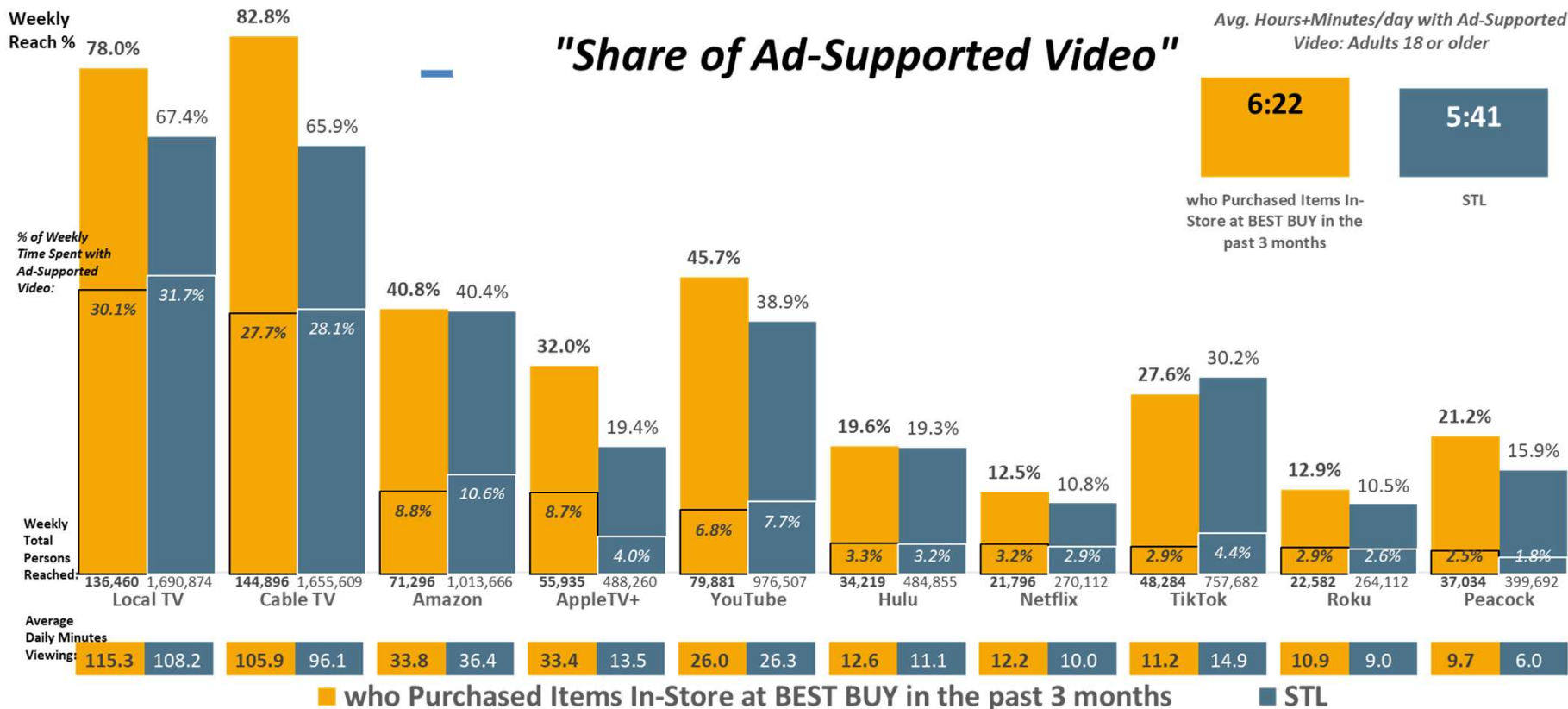
soefa.ai Share of Everything for Anything

[[Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy]]



136,460 or 78.0% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months watch Ad-Supported Local TV Stations for an average of 115.3 minutes every day representing 30.1% of all time spent daily with Ad-Supported Video.

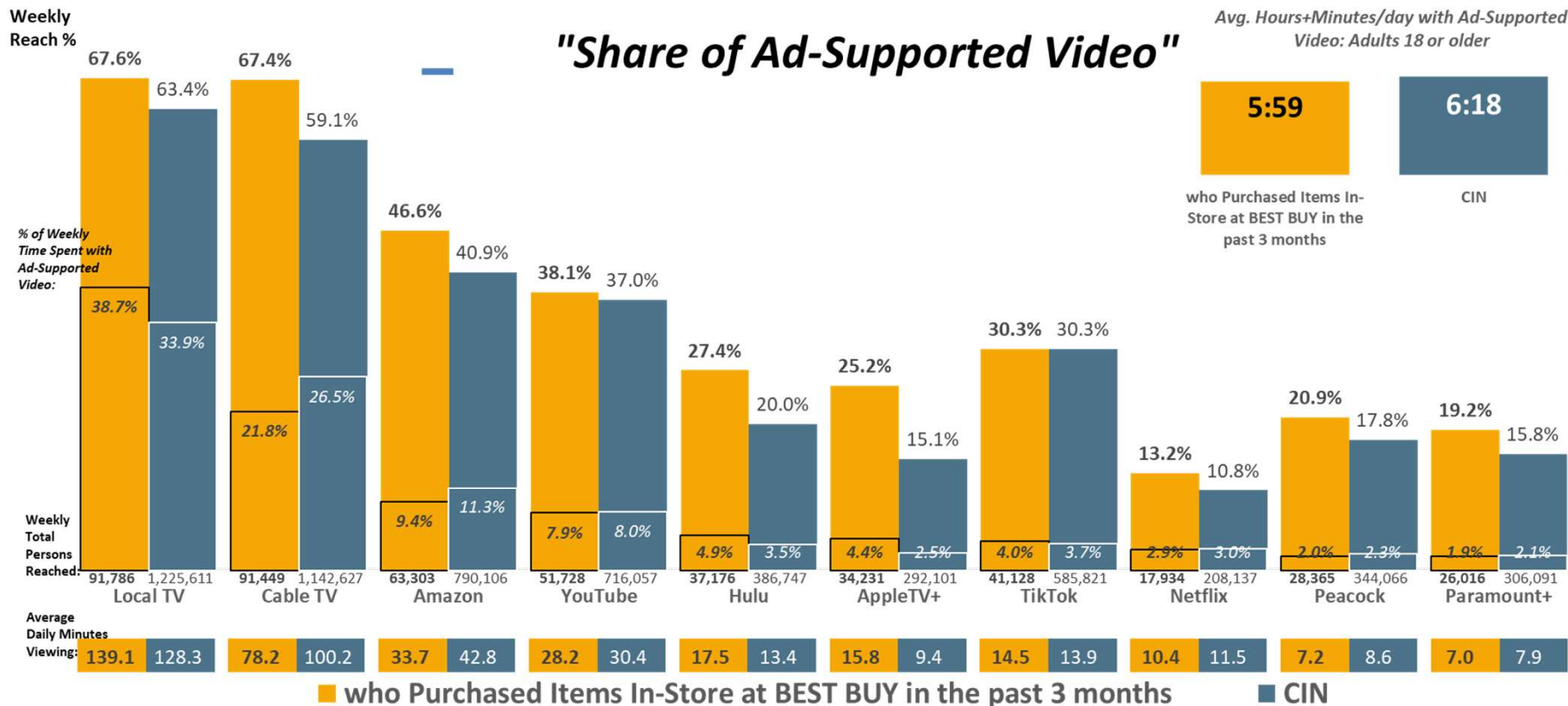
"Share of Ad-Supported Video"





91,786 or 67.6% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months watch Ad-Supported Local TV Stations for an average of 139.1 minutes every day representing 38.7% of all time spent daily with Ad-Supported Video.

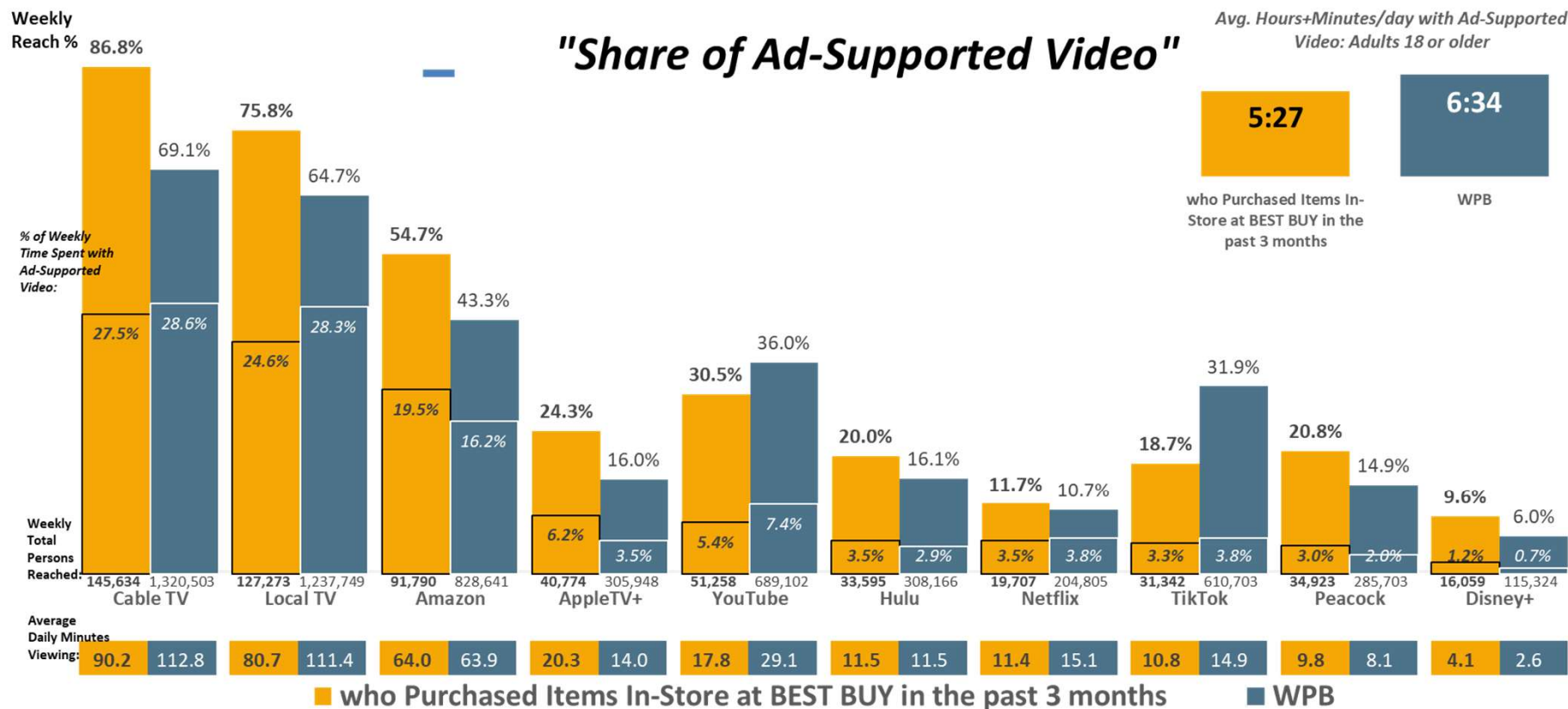
"Share of Ad-Supported Video"





127,273 or 75.8% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months watch Ad-Supported Local TV Stations for an average of 80.7 minutes every day representing 24.6% of all time spent daily with Ad-Supported Video.

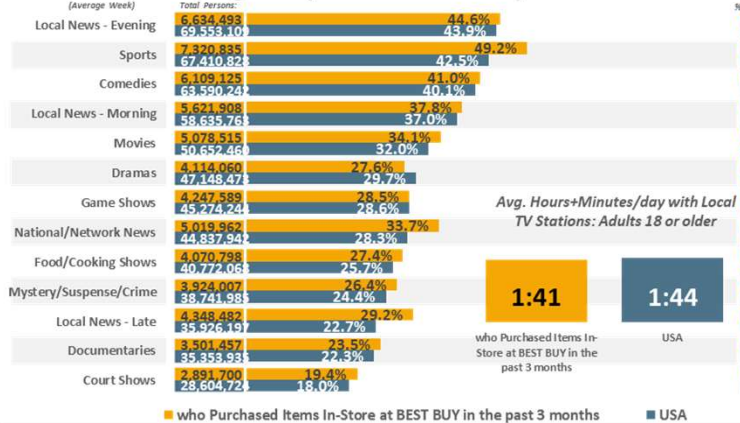
"Share of Ad-Supported Video"



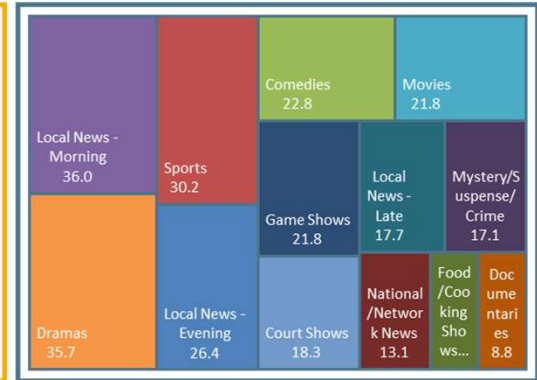
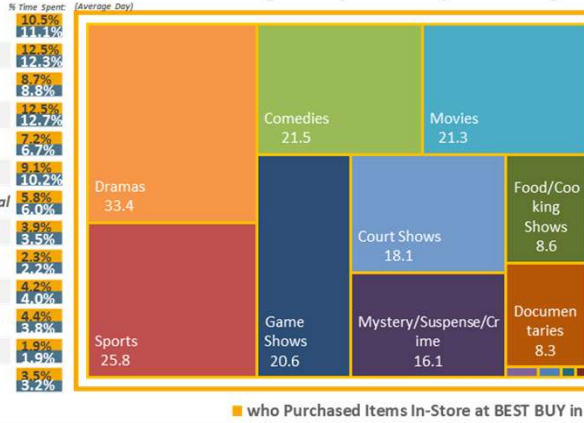


14,640,902 or 63.4% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Movies, and National/Network

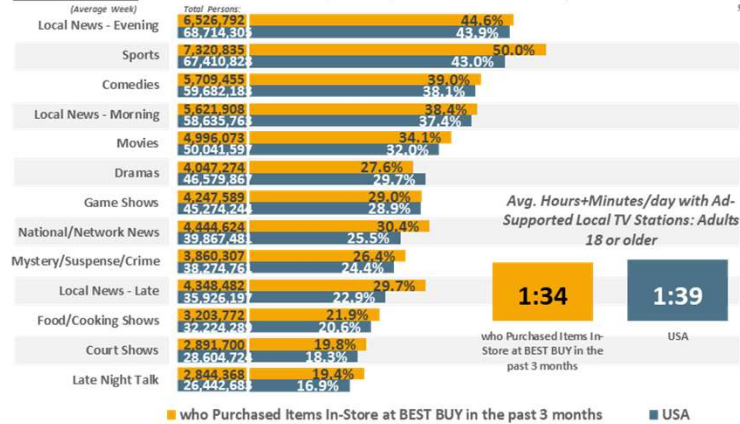
Local TV Station Programs (Persons & % Reach): Adults 18 or older



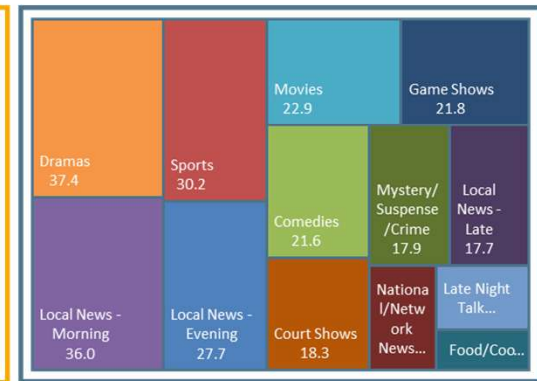
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



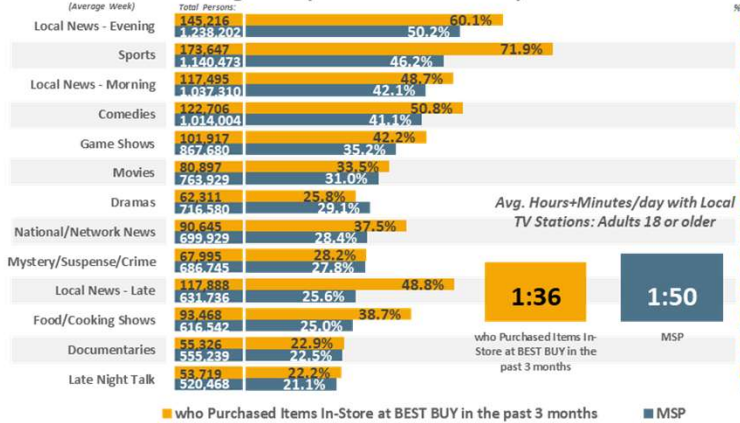
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





236,709 or 67.2% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Late, Local News - Morning, Comedies, and Game Sho

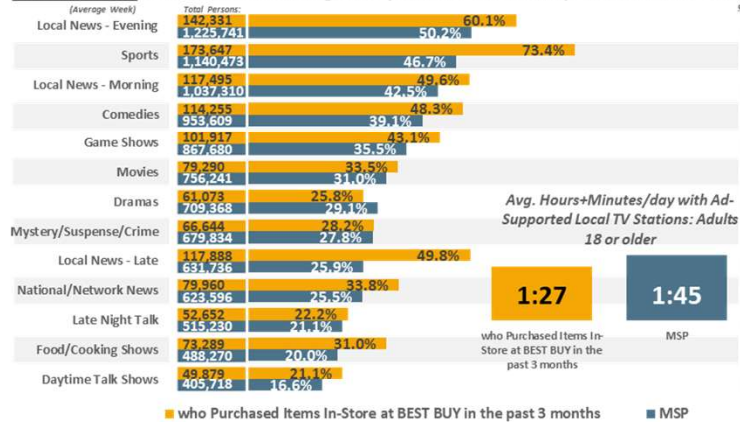
Local TV Station Programs (Persons & % Reach): Adults 18 or older



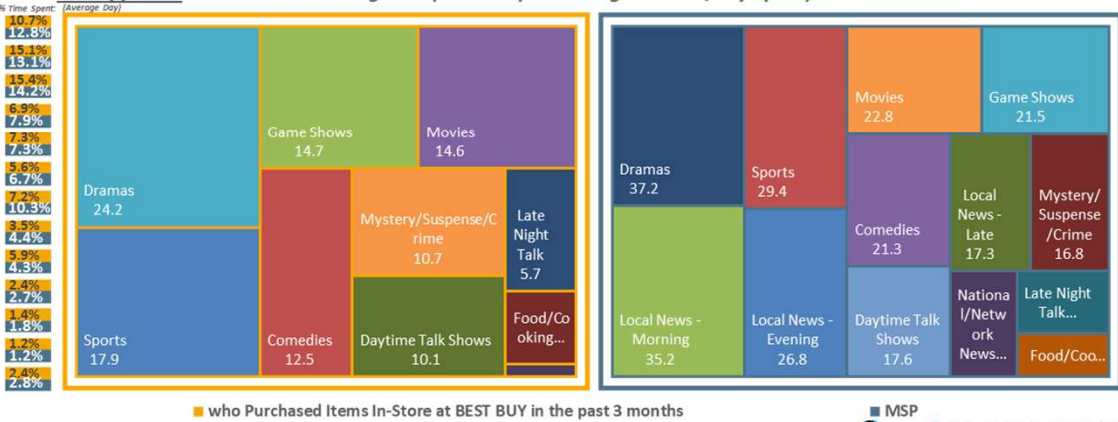
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



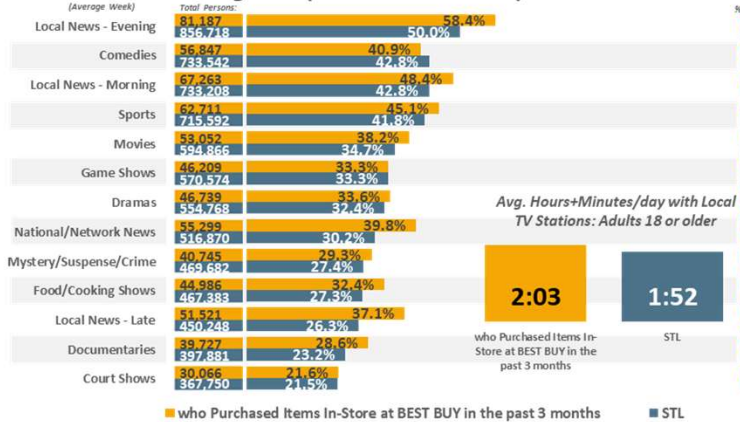
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





136,460 or 78.% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Sports, Comedies, Movies, and Local News - Late.

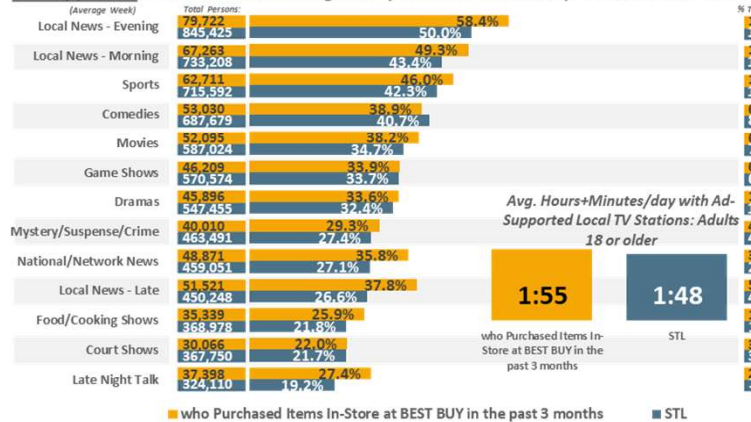
Local TV Station Programs (Persons & % Reach): Adults 18 or older



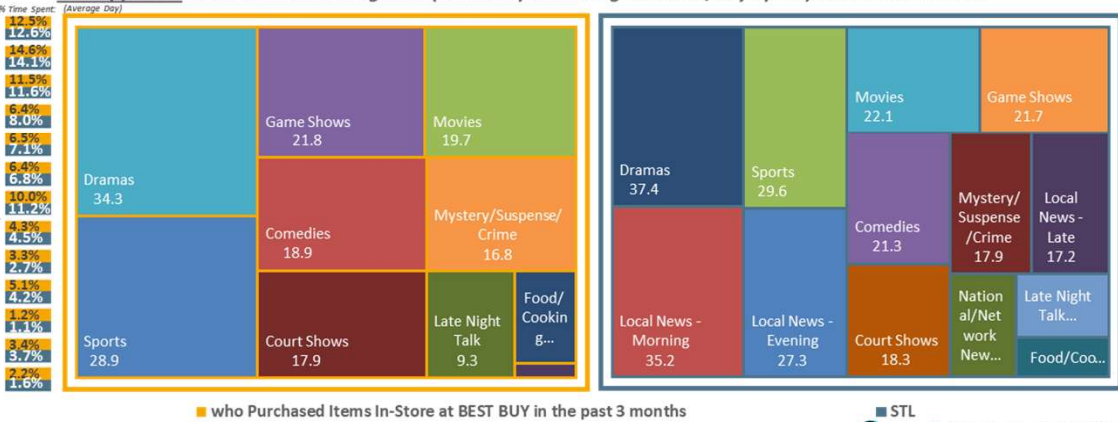
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



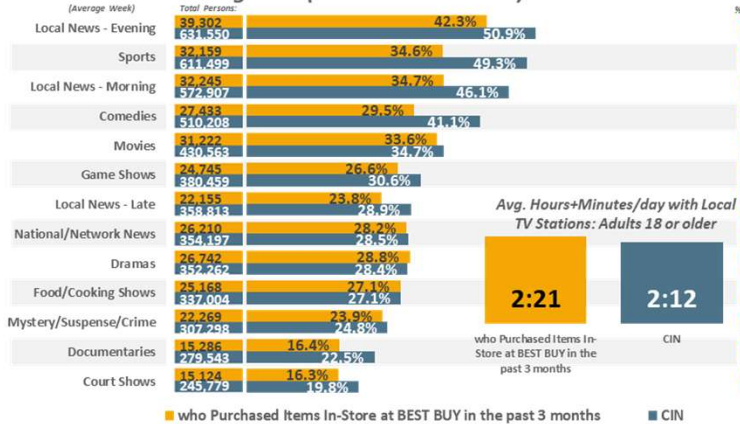
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





91,786 or 67.6% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Sports, Movies, Dramas, and Comedies.

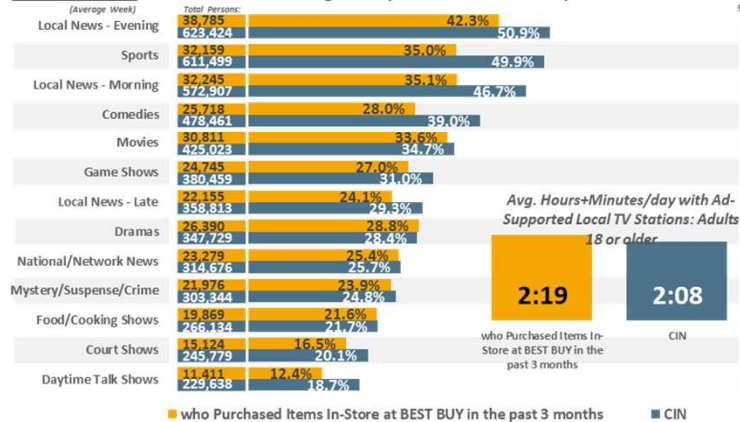
Local TV Station Programs (Persons & % Reach): Adults 18 or older



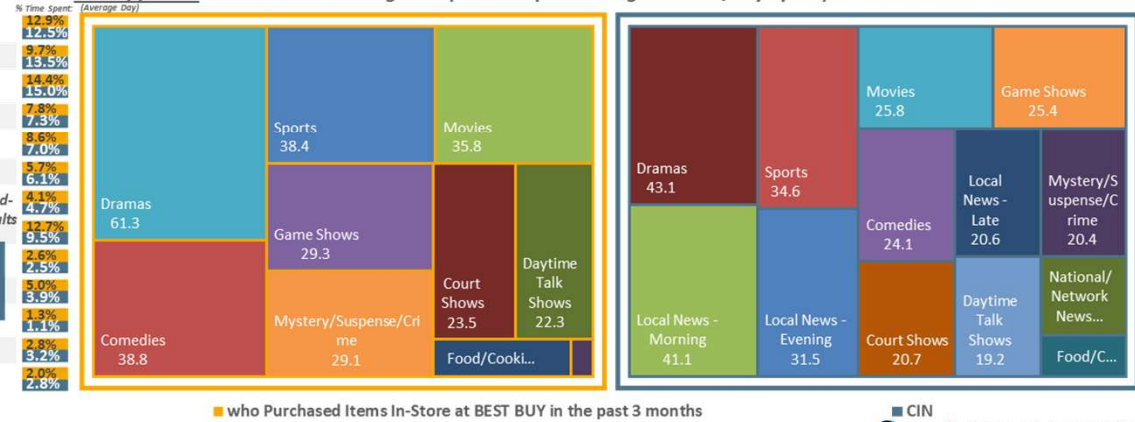
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



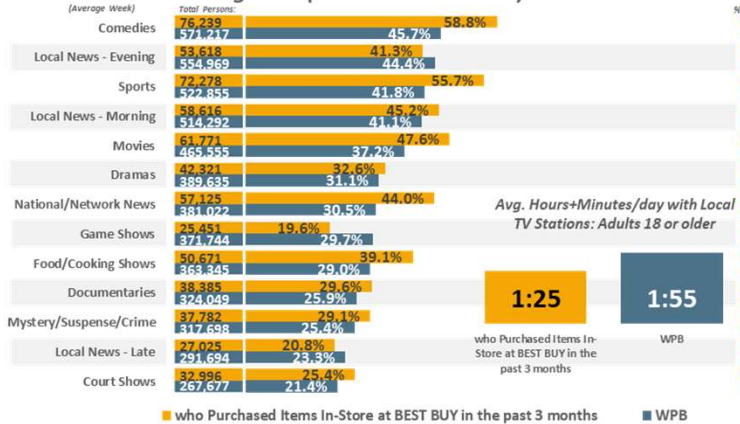
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



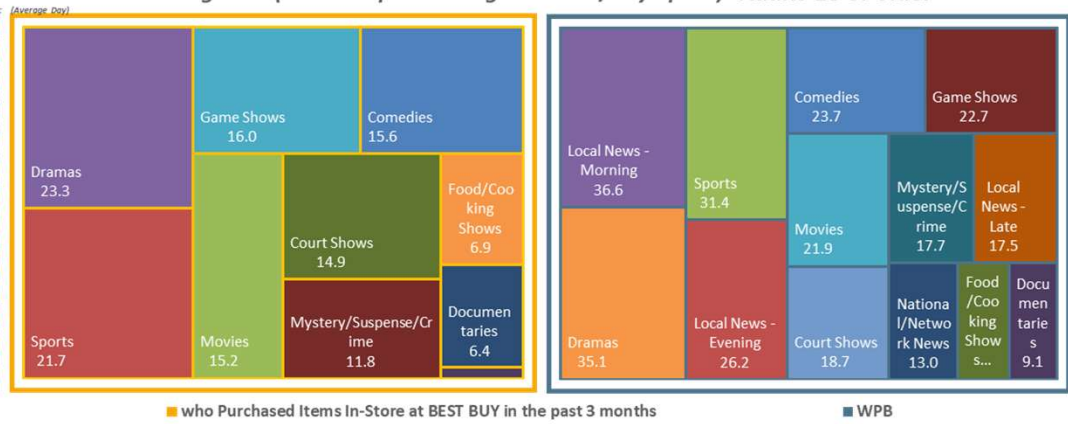


127,273 or 75.8% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Movies, Local News - Morning, Local News - Evening, and National/Network News

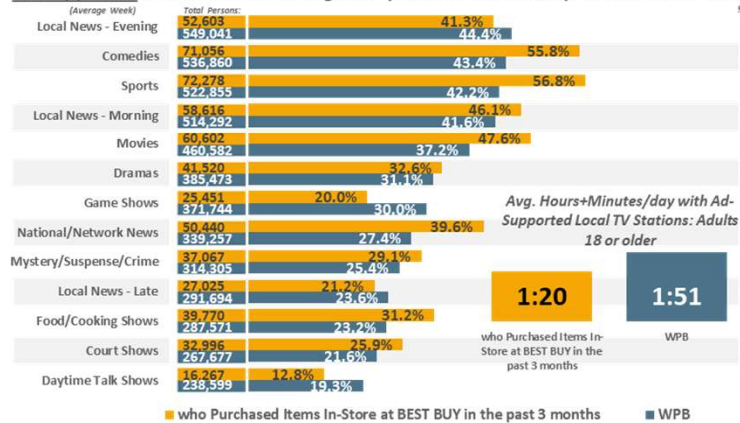
Local TV Station Programs (Persons & % Reach): Adults 18 or older



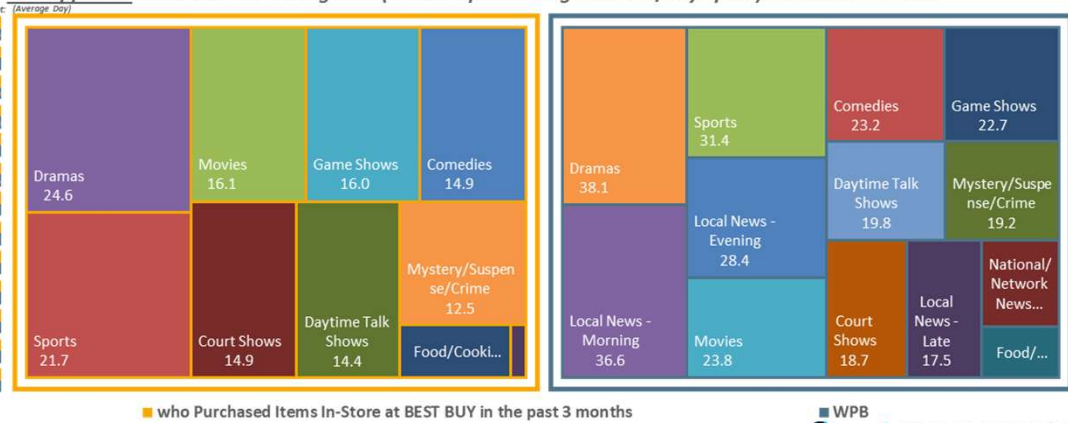
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

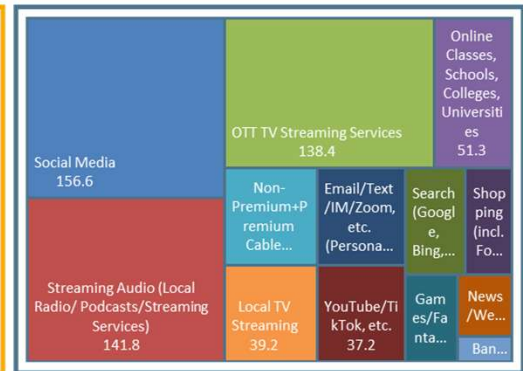


Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

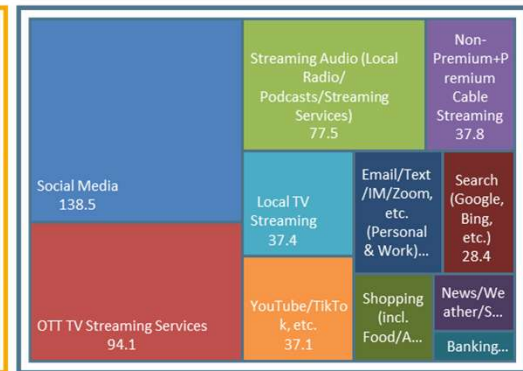




Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



■ USA
soefa.ai Share of Everything
for Anything ©

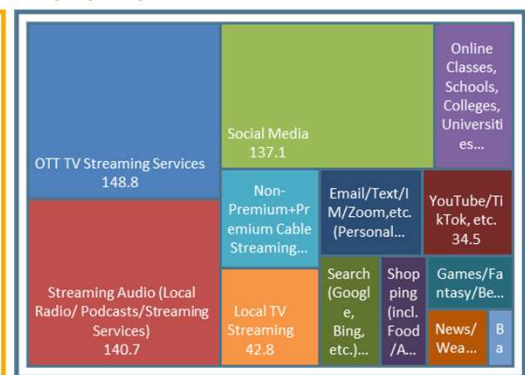
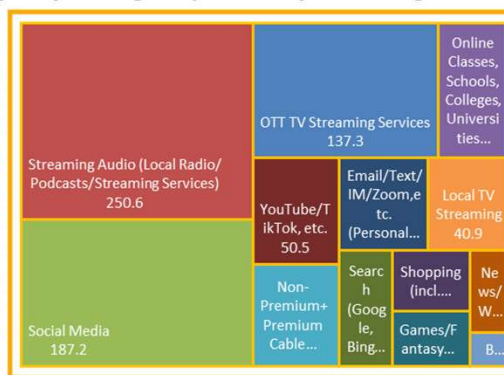
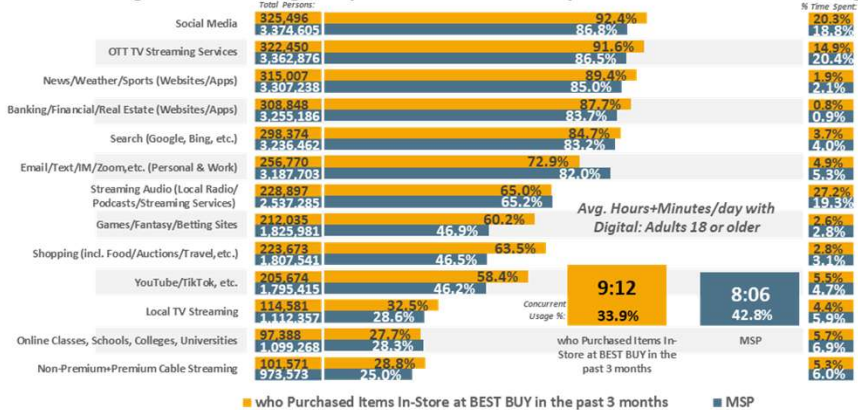
[(Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy)]



276,820 or 78.6% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months use Ad-Supported Social Media for an average of 159.2 minutes every day representing 22.8% of all time spent daily with Ad-Supported Digital Media.

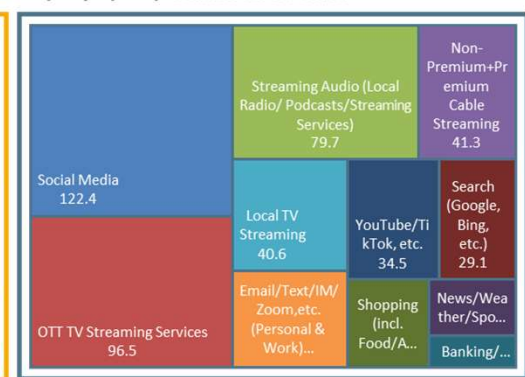
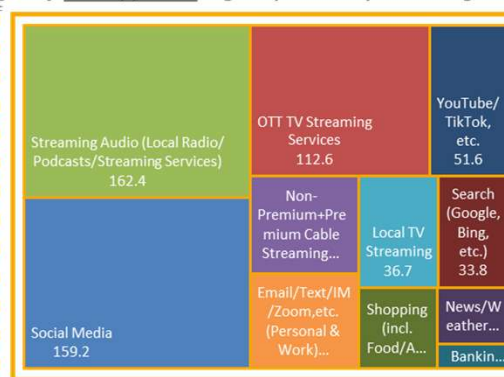
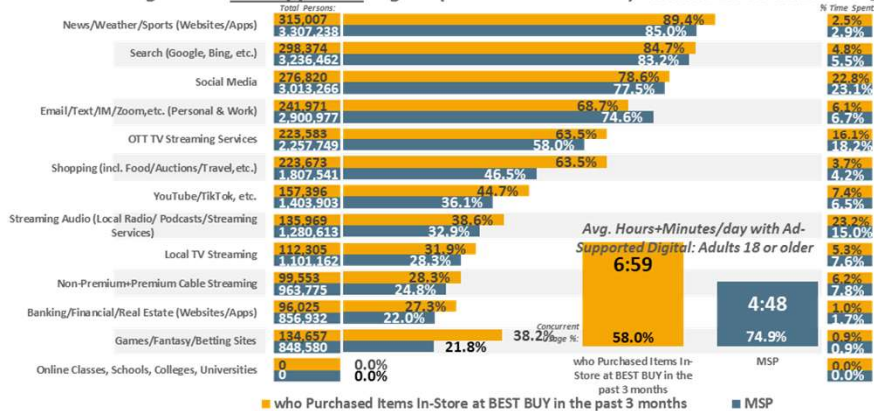
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



MSP DMA Scarborough R2 2025: Aug 24-Jul 25 Qual Intab 170
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

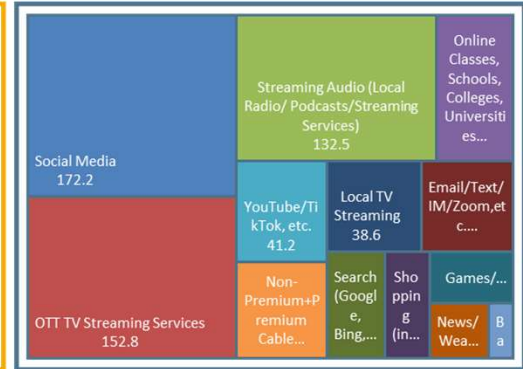
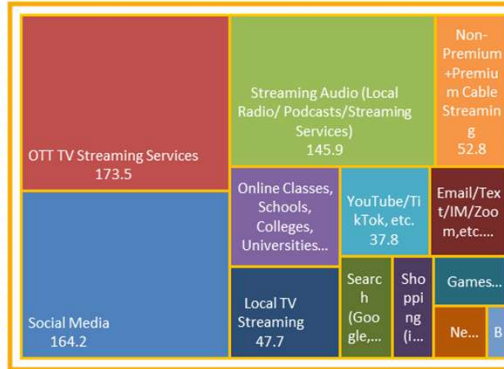
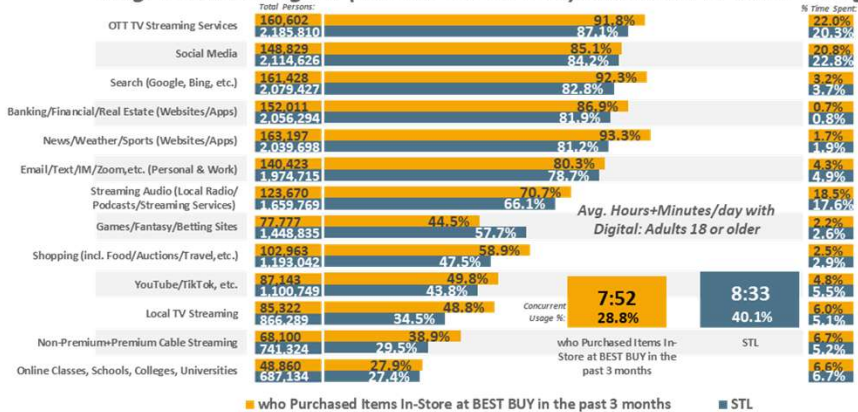
[[Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy]]



126,817 or 72.5% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months use Ad-Supported Social Media for an average of 139.9 minutes every day representing 24.6% of all time spent daily with Ad-Supported Digital Media.

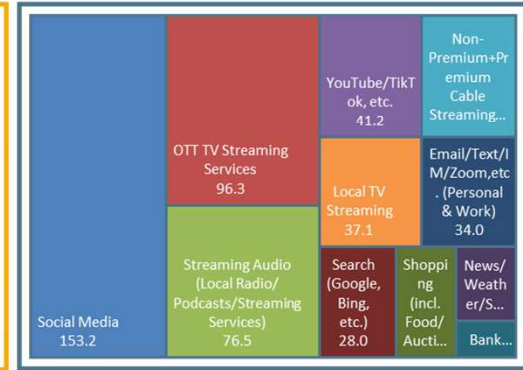
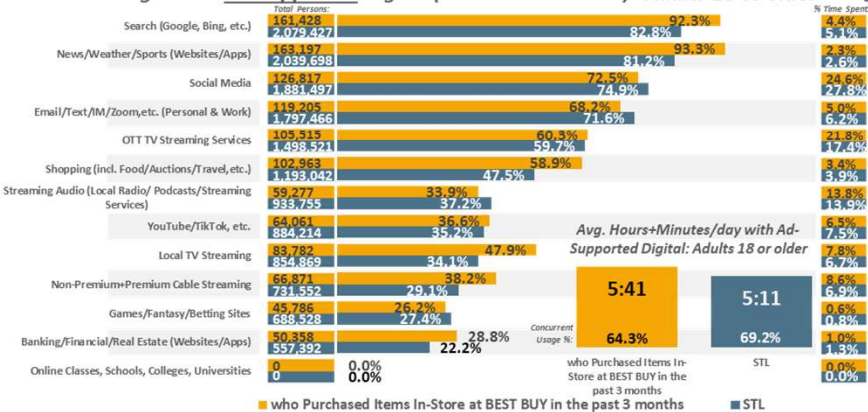
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 158
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

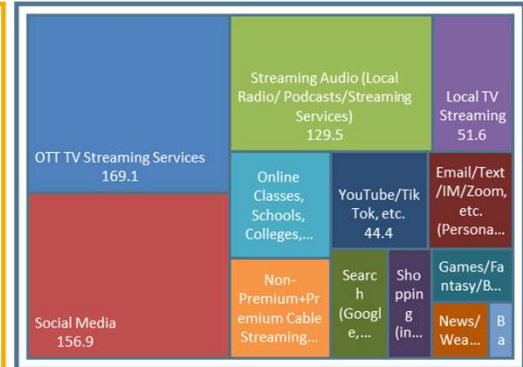
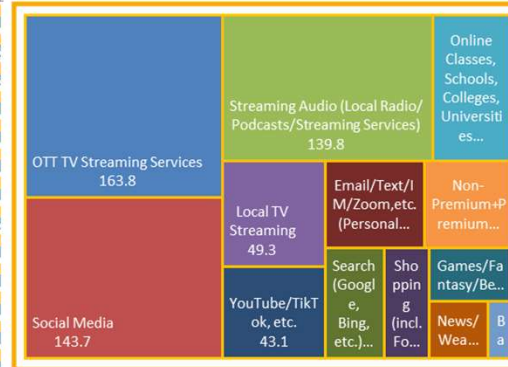
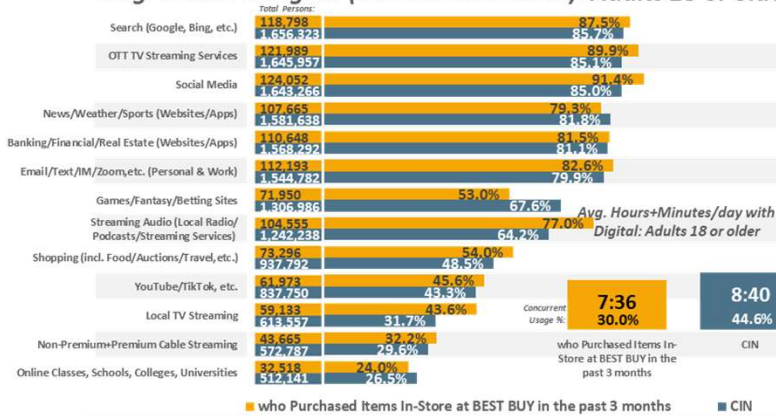
[[Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy]]



113,217 or 83.4% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months use Ad-Supported Social Media for an average of 131.2 minutes every day representing 24.2% of all time spent daily with Ad-Supported Digital Media.

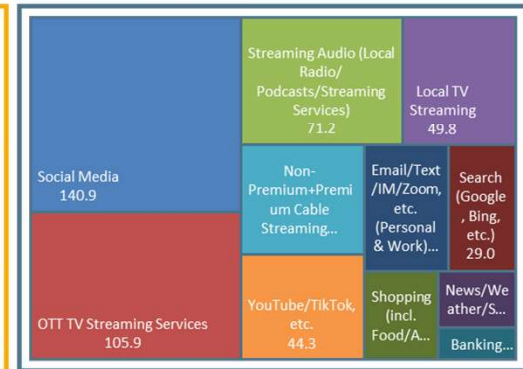
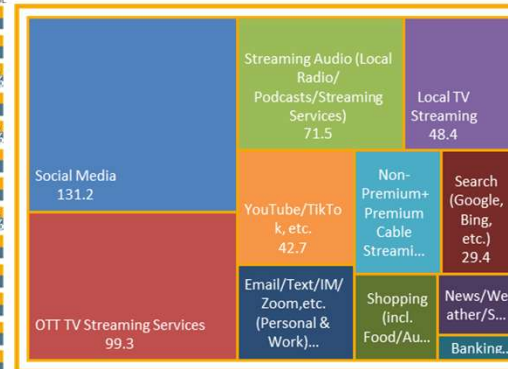
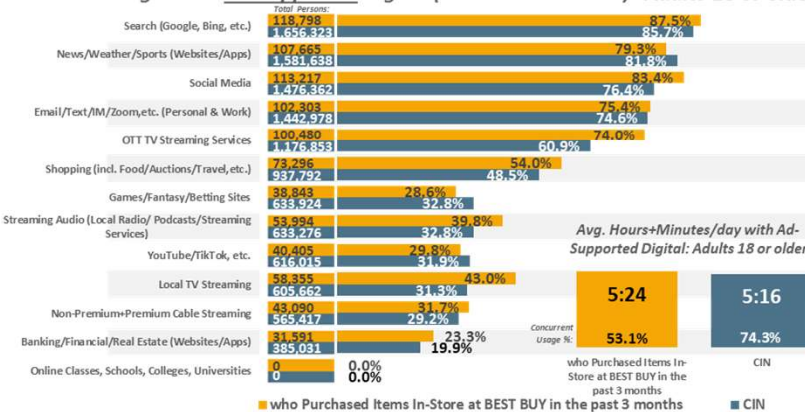
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 124
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

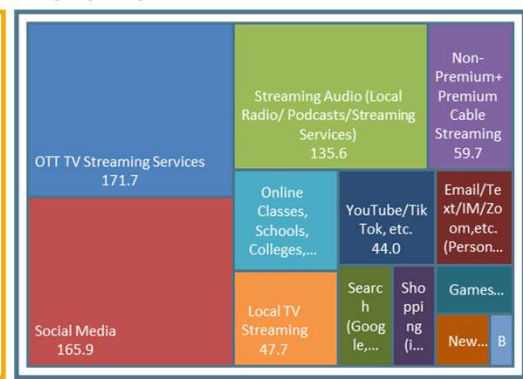
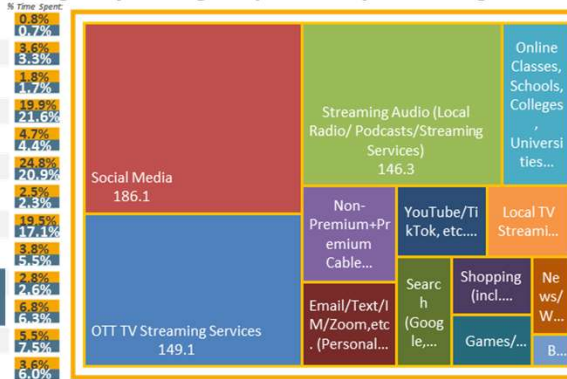
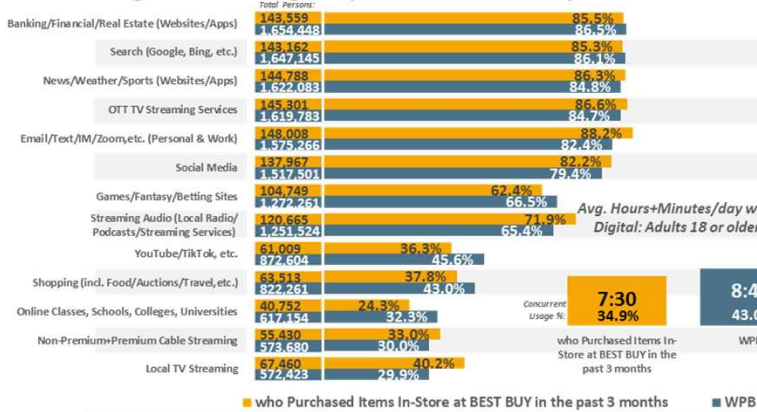
[[Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy]]



123,298 or 73.5% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months use Ad-Supported Social Media for an average of 166.3 minutes every day representing 29.3% of all time spent daily with Ad-Supported Digital Media.

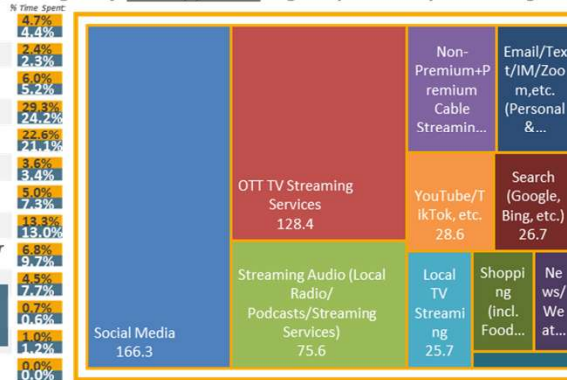
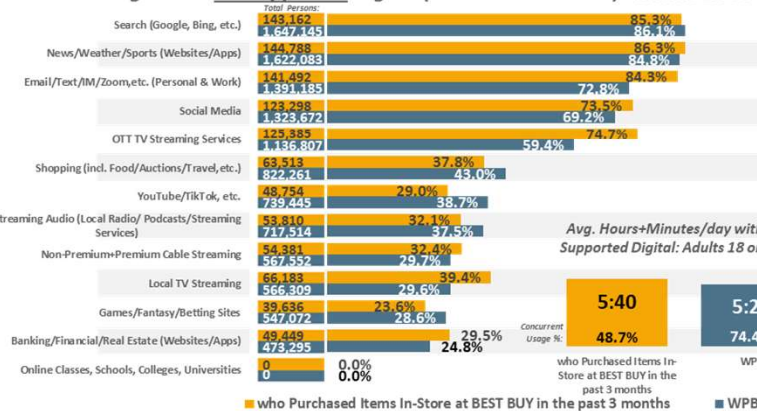
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 225
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

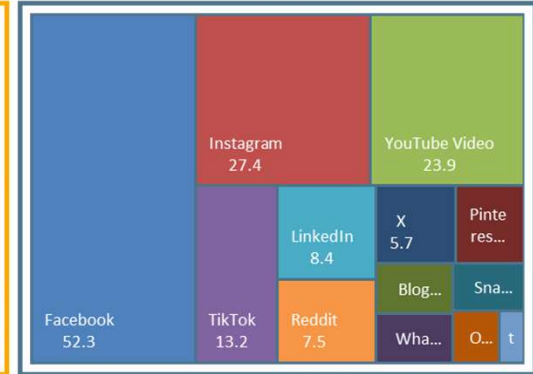
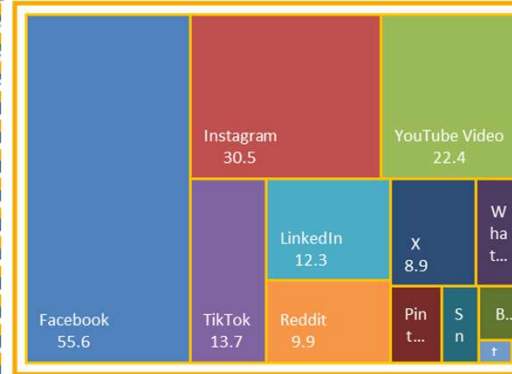
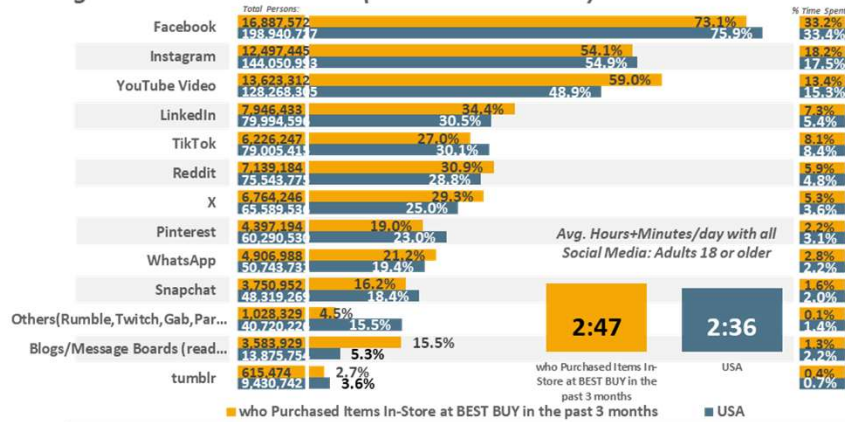
soefa.ai Share of Everything for Anything

[[Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy]]

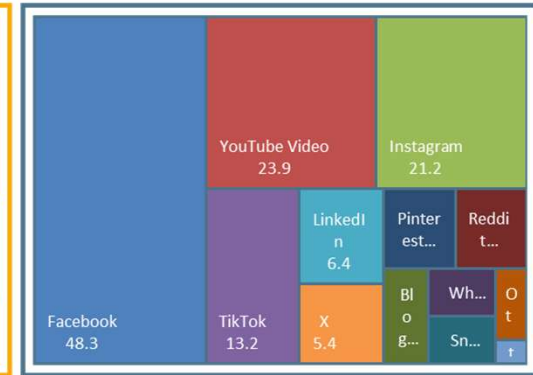
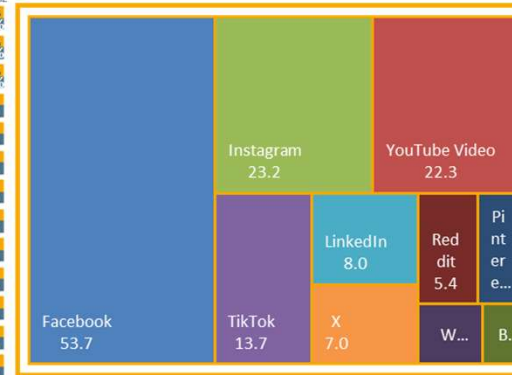
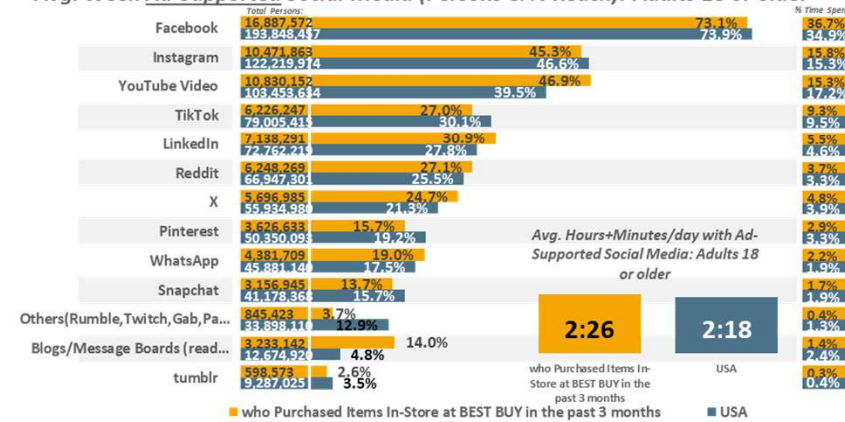


16,887,572 or 73.1% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months use Ad-Supported Facebook for an average of 53.7 minutes every day representing 36.7% of all time spent daily with Ad-Supported Social Media.

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: Sep24-Aug25 Qual Intab 2,175
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

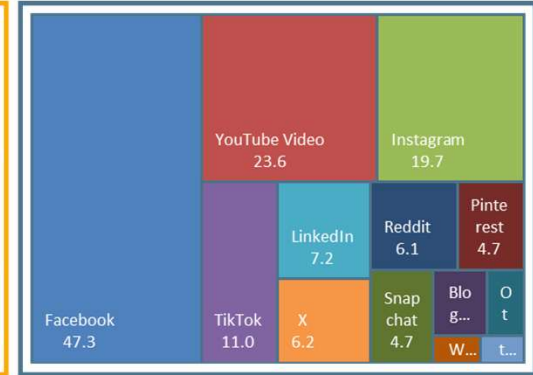
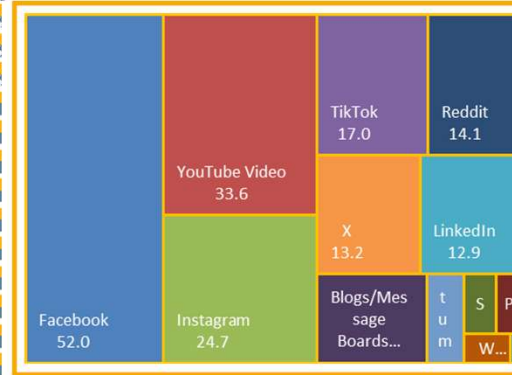
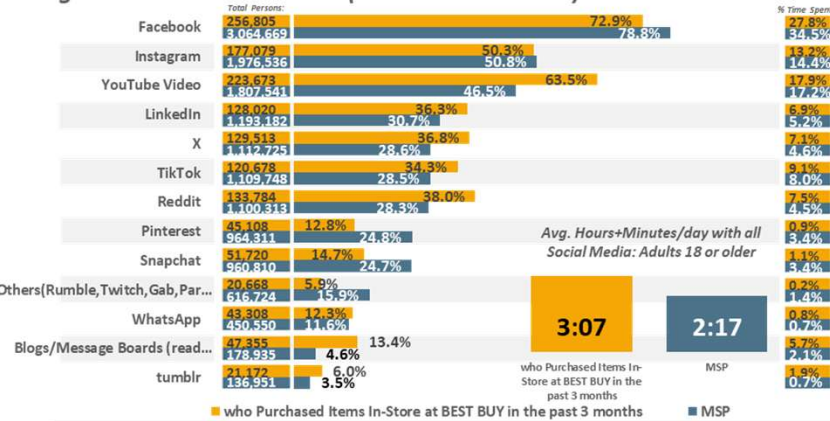
soefa.ai Share of Everything for Anything

[[Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy]]

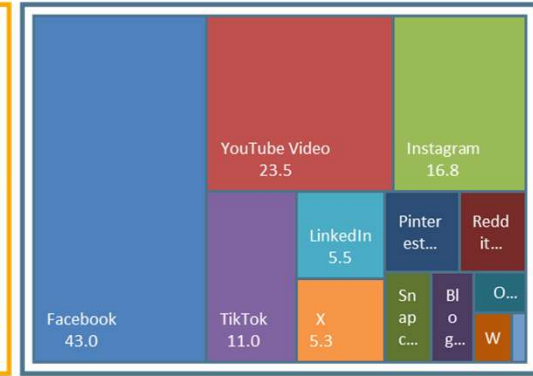
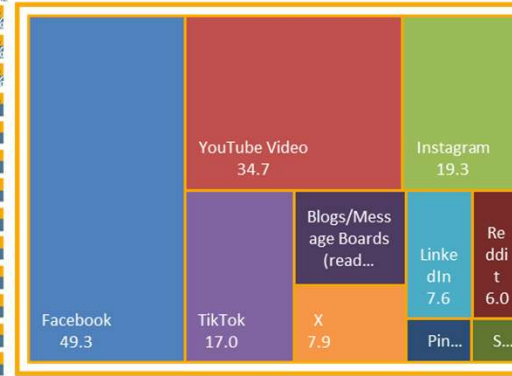
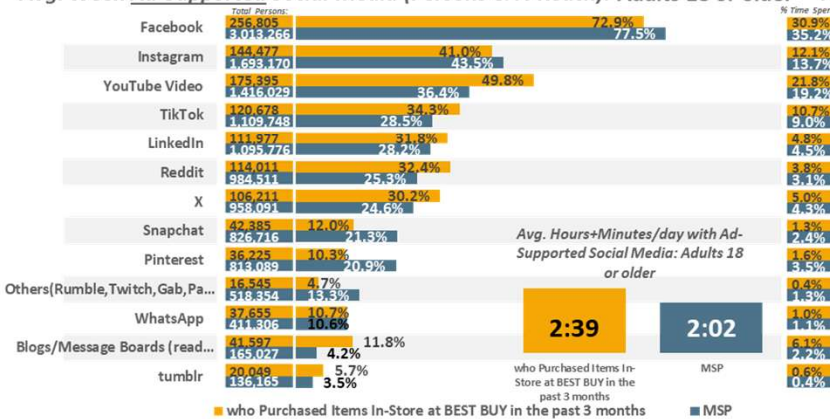


256,805 or 72.9% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months use Ad-Supported Facebook for an average of 49.3 minutes every day representing 30.9% of all time spent daily with Ad-Supported Social Media.

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**





How much time do you spend on social media?

Total Persons: 1,466,364

Social Media Platform	Total Persons	% of Total
Facebook	1,466,364	83.7%
Instagram	1,072,000	61.3%
YouTube Video	1,027,885	50.7%
TikTok	1,027,885	58.9%
Reddit	49,284	27.6%
LinkedIn	757,682	30.2%
Pinterest	59,581	34.1%
X	705,129	28.2%
Snapchat	61,658	35.3%
Tumblr, Twitch, Gab, Par...	701,298	27.9%
WhatsApp	36,471	20.9%
tumblr	61,619	24.7%
/Message Boards (read...	70,552	40.4%

Avg. Hours+Minutes/day with all Social Media: Adults 18 or older

2:44

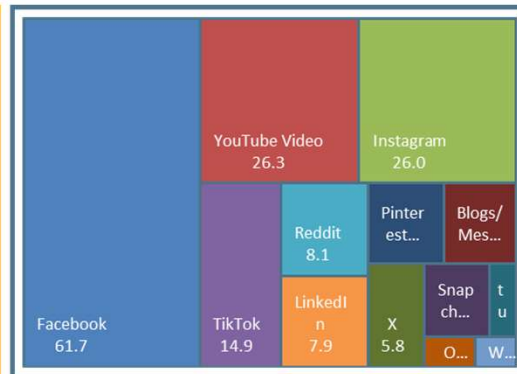
who Purchased Items In-Store at BEST BUY in the past 3 months

2:52

STL

who Purchased Items In-Store at BEST BUY in the past 3 months

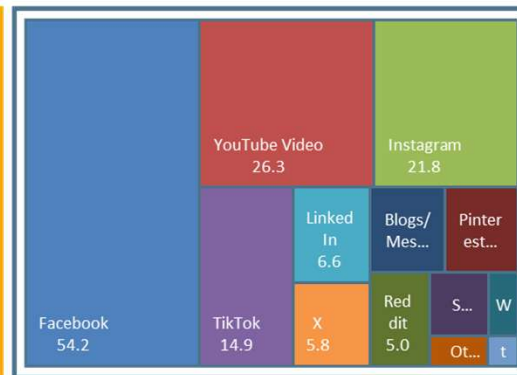
STL



Platform	who Purchased Items In-Store at BEST BUY in the past 3 months (Hours:Minutes)	STL (Hours:Minutes)
Facebook	1:39	1:57
Instagram	1:03	1:57
YouTube Video	1:03	1:57
TikTok	48:28	757:68
LinkedIn	54:03	641:76
Reddit	50:87	631:53
Pinterest	29:34	570:43
X	59:09	516:08
Snapchat	26:03	455:18
Rumble, Twitch, Gab, Pa...	9:89	260:03
WhatsApp	32:17	457:24
tumblr	4:87	102:47
/Message Boards (read...	34:08	72:37

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

- who Purchased Items In-Store at BEST BUY in the past 3 months: **2:19**
- STL: **2:33**

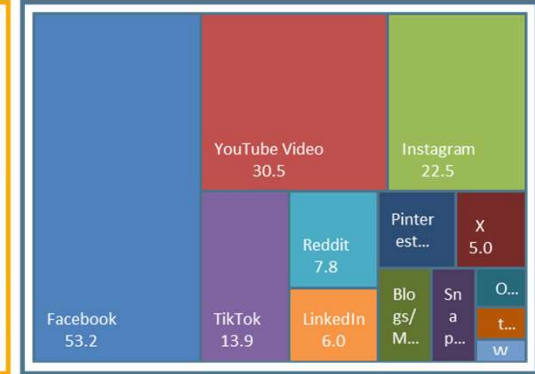
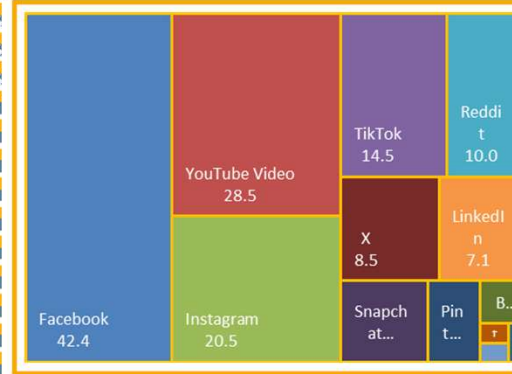
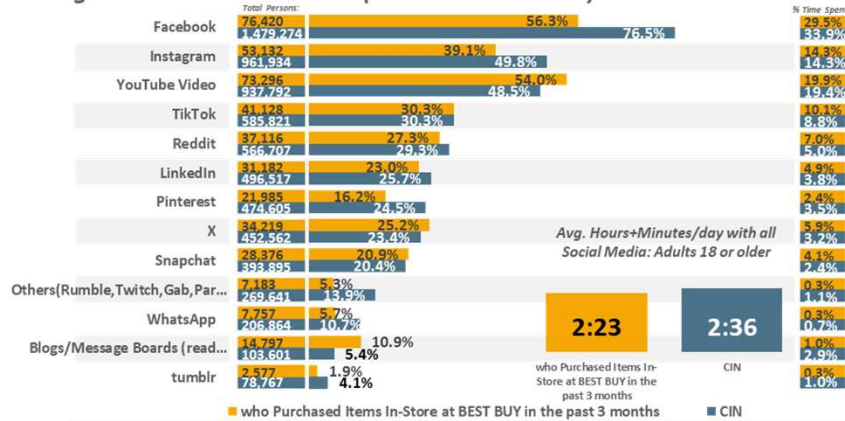


[(Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy)]

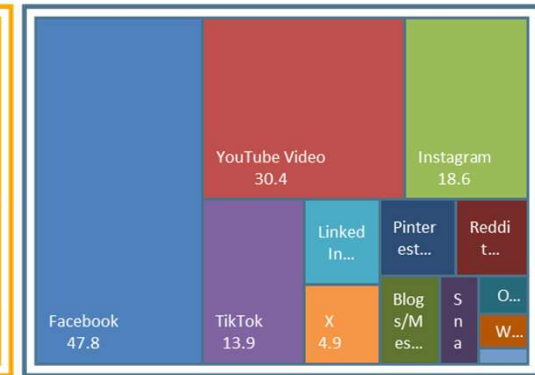
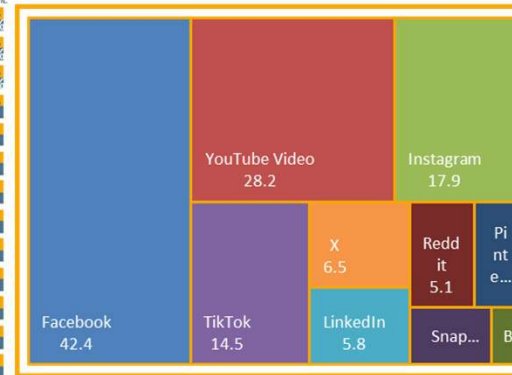
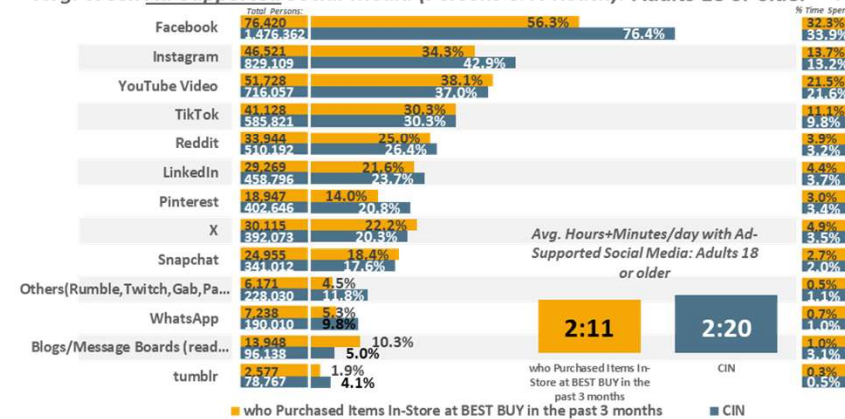


76,420 or 56.3% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months use Ad-Supported Facebook for an average of 42.4 minutes every day representing 32.3% of all time spent daily with Ad-Supported Social Media.

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



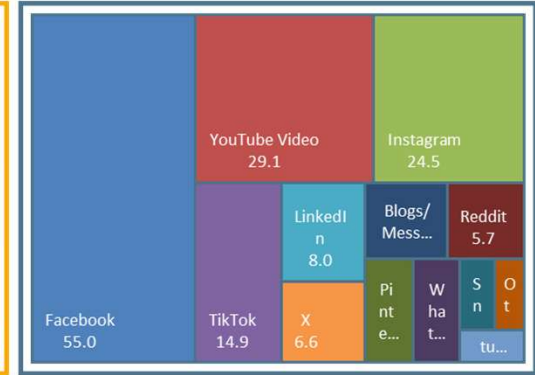
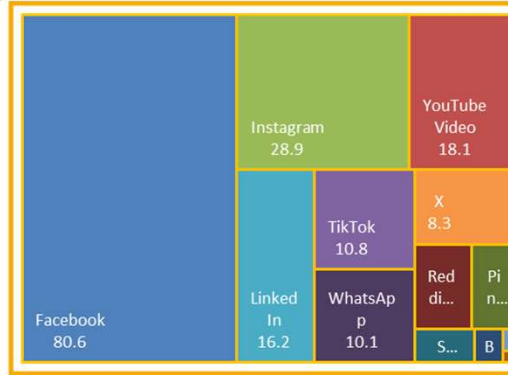
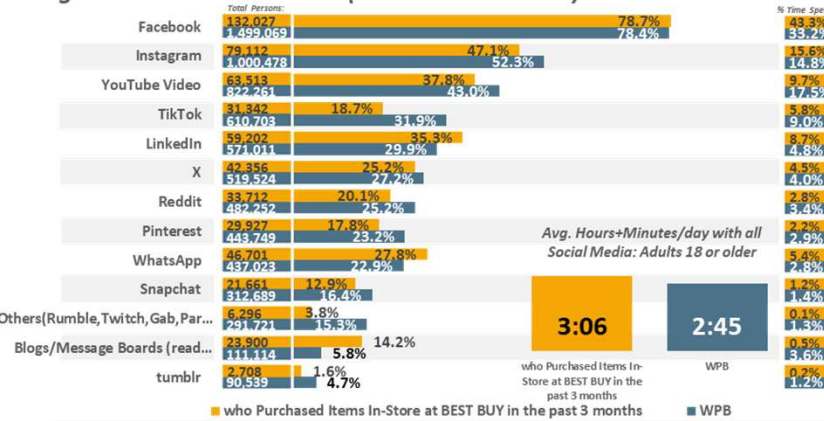
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



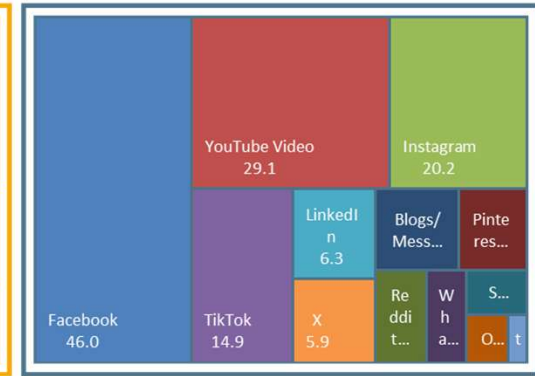
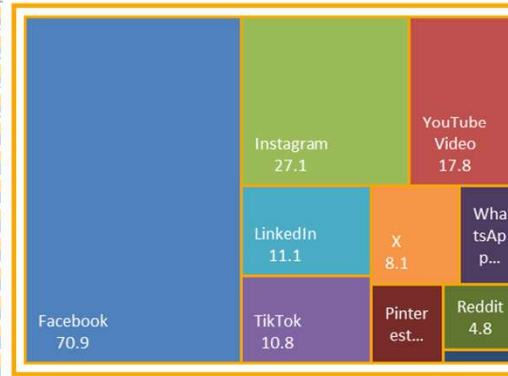
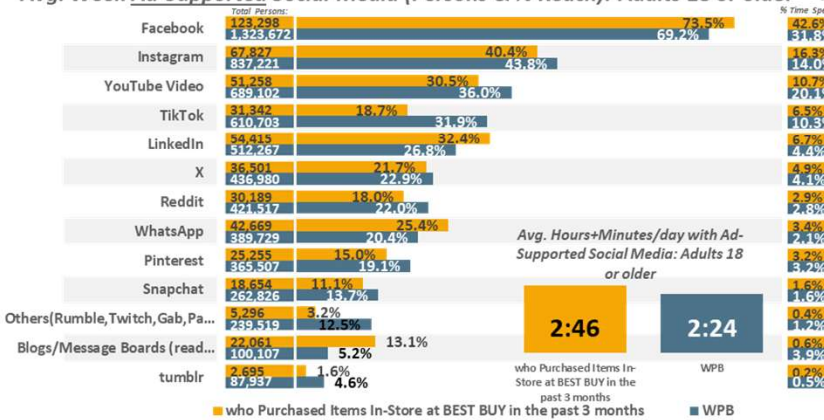


123,298 or 73.5% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months use Ad-Supported Facebook for an average of 70.9 minutes every day representing 42.6% of all time spent daily with Ad-Supported Social Media.

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**

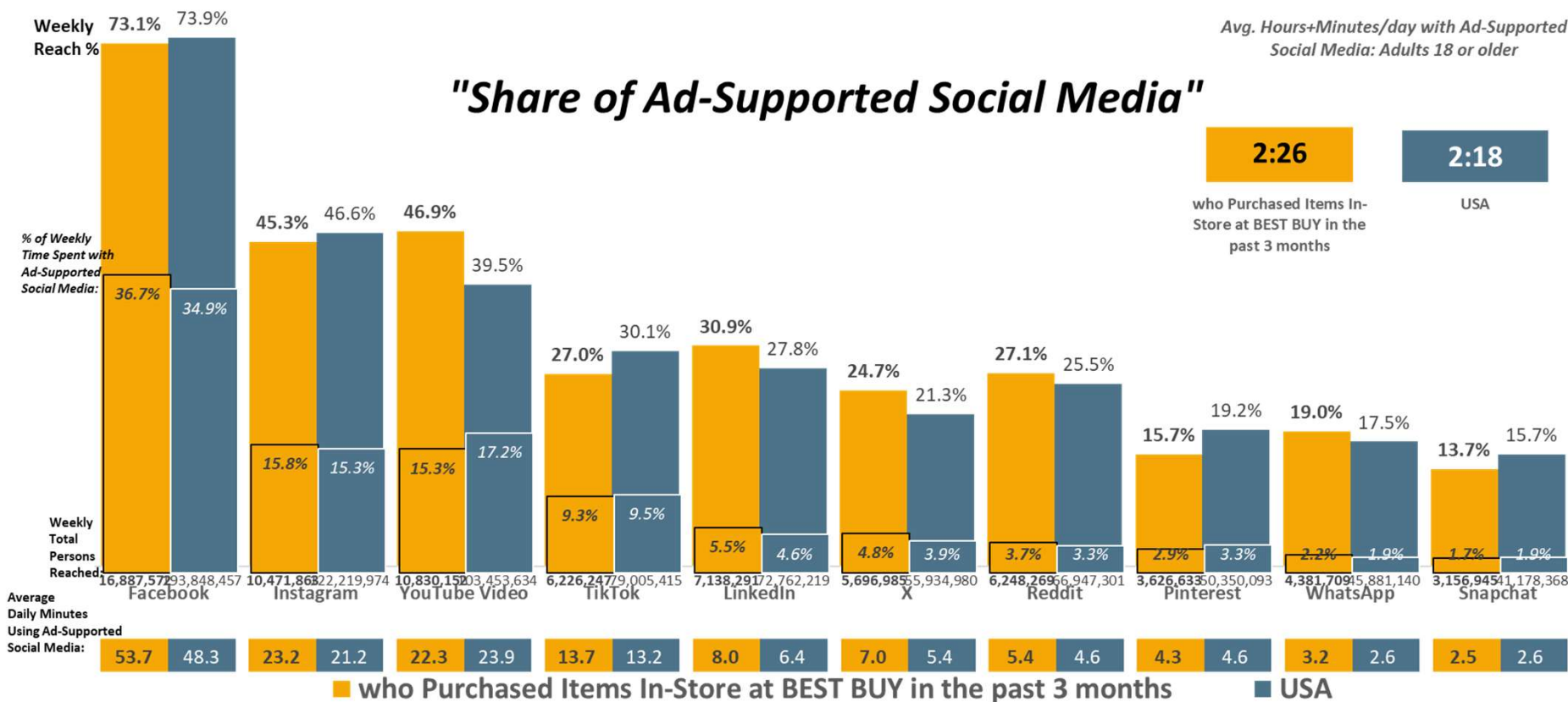


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



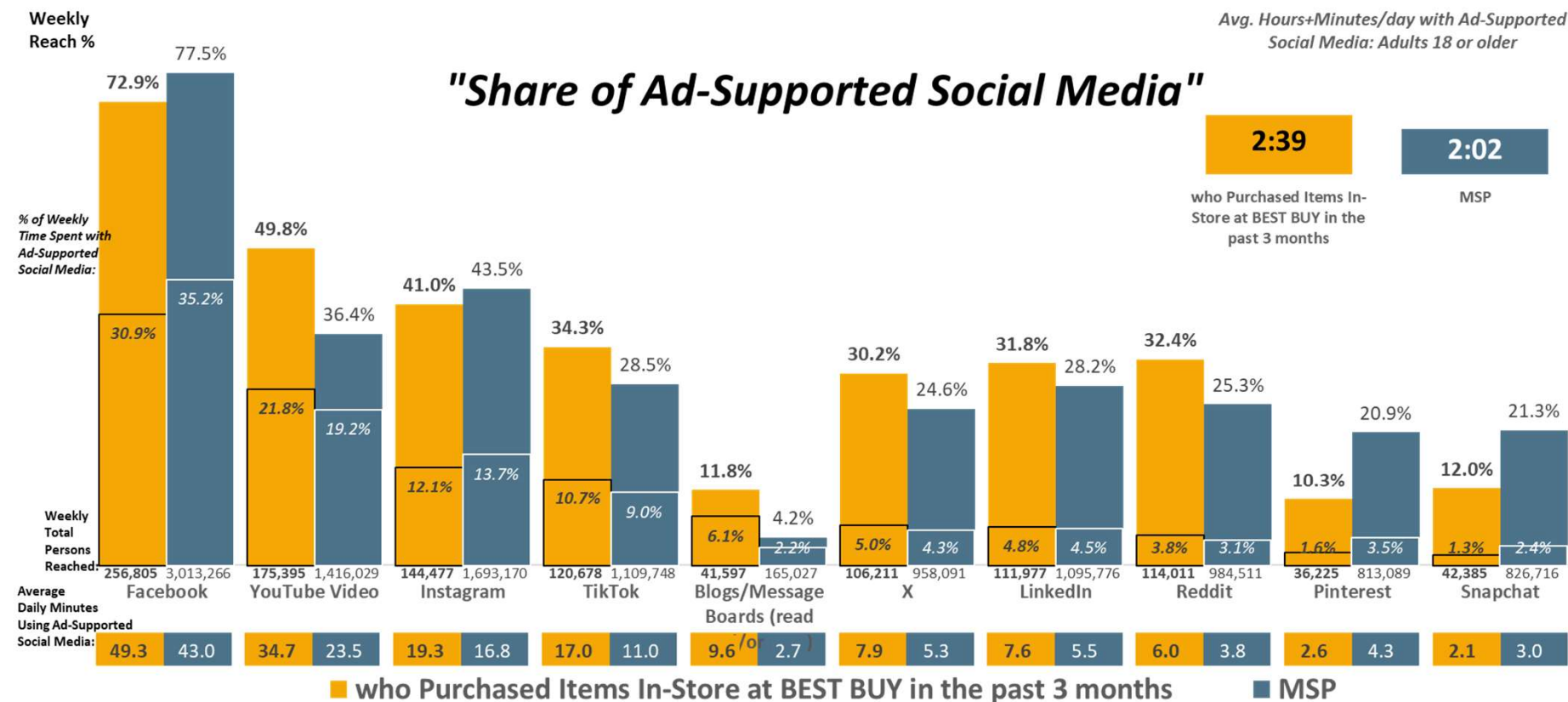


16,887,572 or 73.1% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months use Ad-Supported Facebook for an average of 53.7 minutes every day representing 36.7% of all time spent daily with Ad-Supported Social Media.





256,805 or 72.9% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months use Ad-Supported Facebook for an average of 49.3 minutes every day representing 30.9% of all time spent daily with Ad-Supported Social Media.



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 170 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

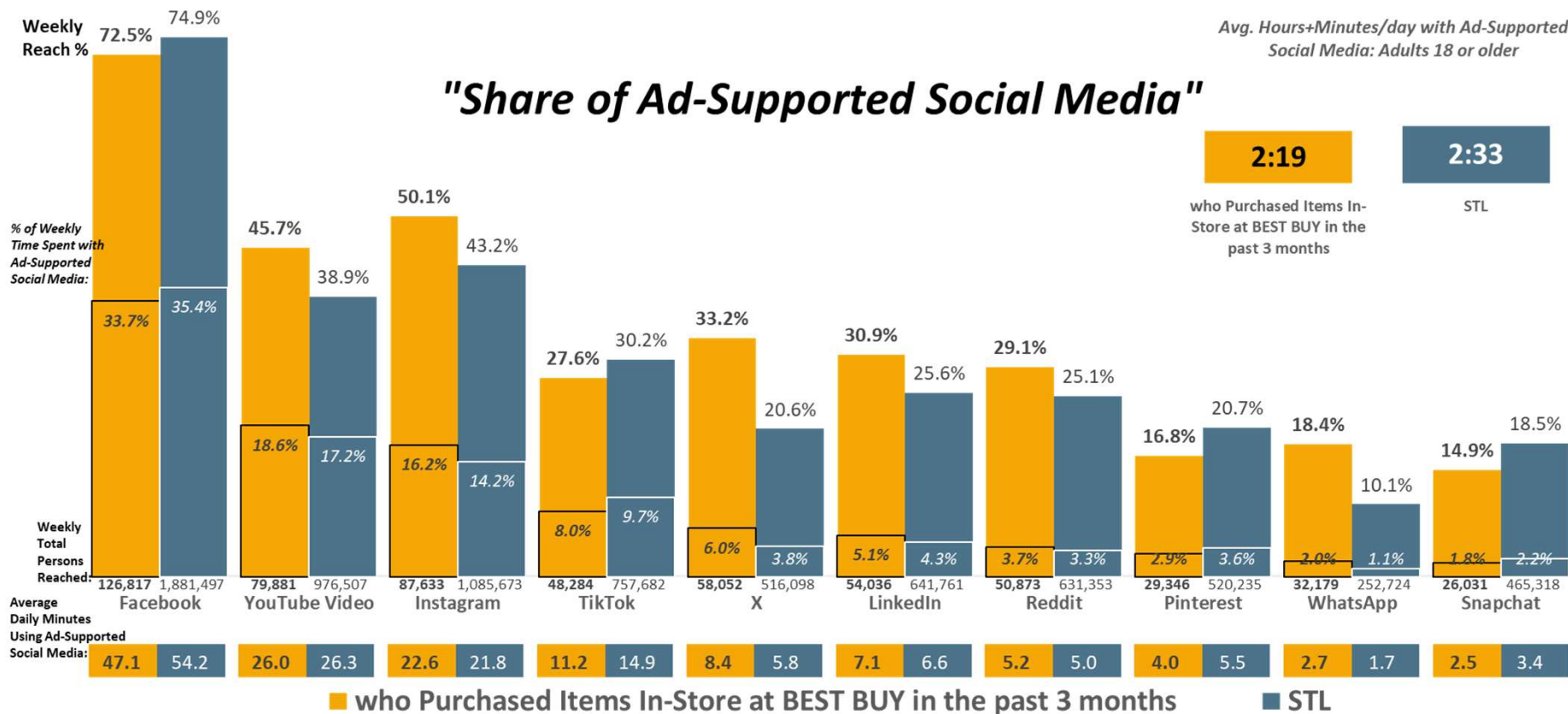
soefa.ai Share of Everything for Anything

[[Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy]]



126,817 or 72.5% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months use Ad-Supported Facebook for an average of 47.1 minutes every day representing 33.7% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"





76,420 or 56.3% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months use Ad-Supported Facebook for an average of 42.4 minutes every day representing 32.3% of all time spent daily with Ad-Supported Social Media.

Weekly
Reach %

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

"Share of Ad-Supported Social Media"



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 124
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

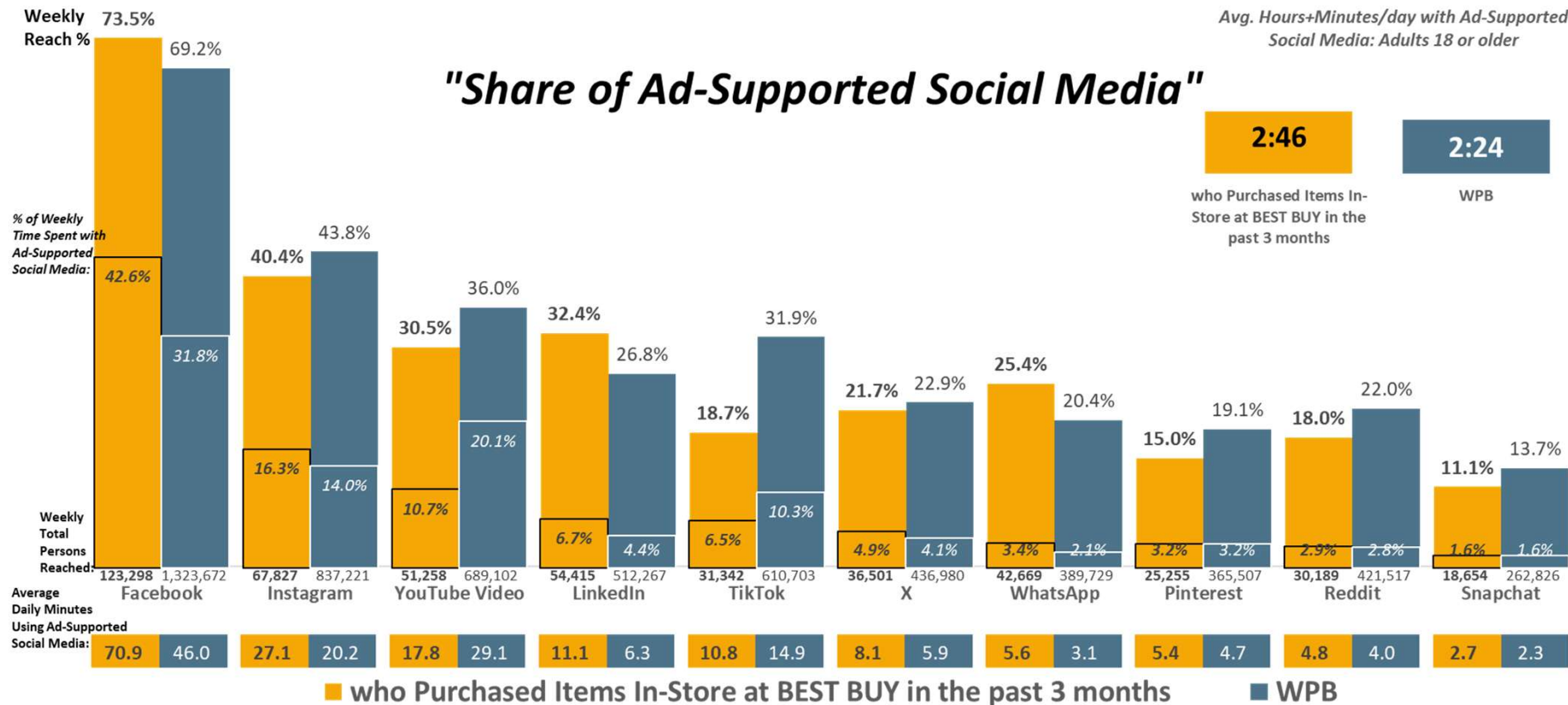
soefa.ai Share of Everything for Anything

[[Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy]]



123,298 or 73.5% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months use Ad-Supported Facebook for an average of 70.9 minutes every day representing 42.6% of all time spent daily with Ad-Supported Social Media.

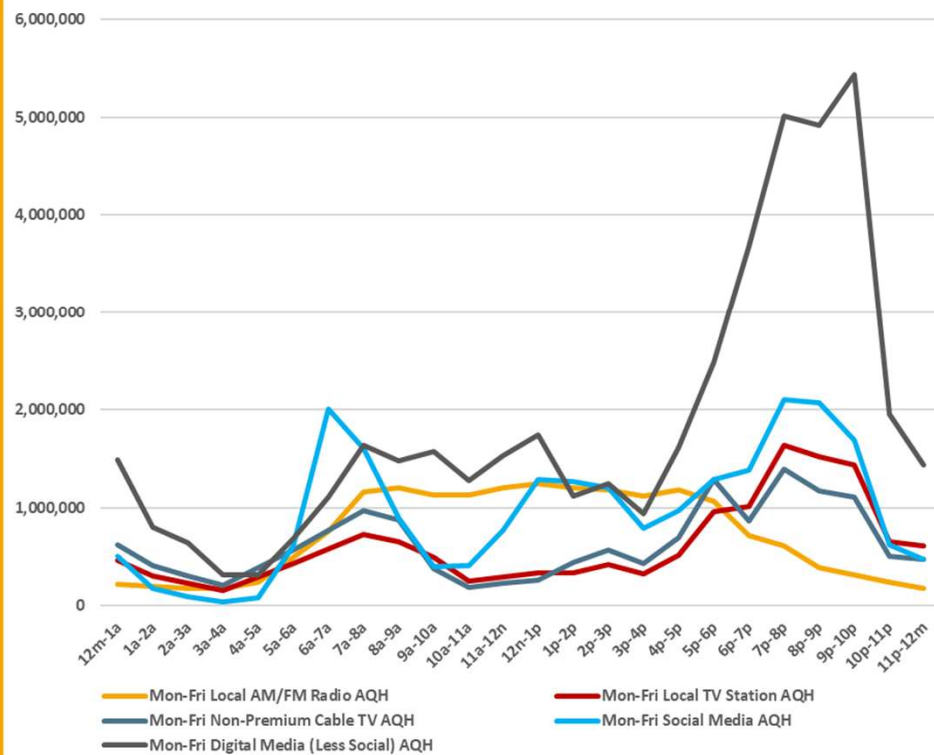
"Share of Ad-Supported Social Media"



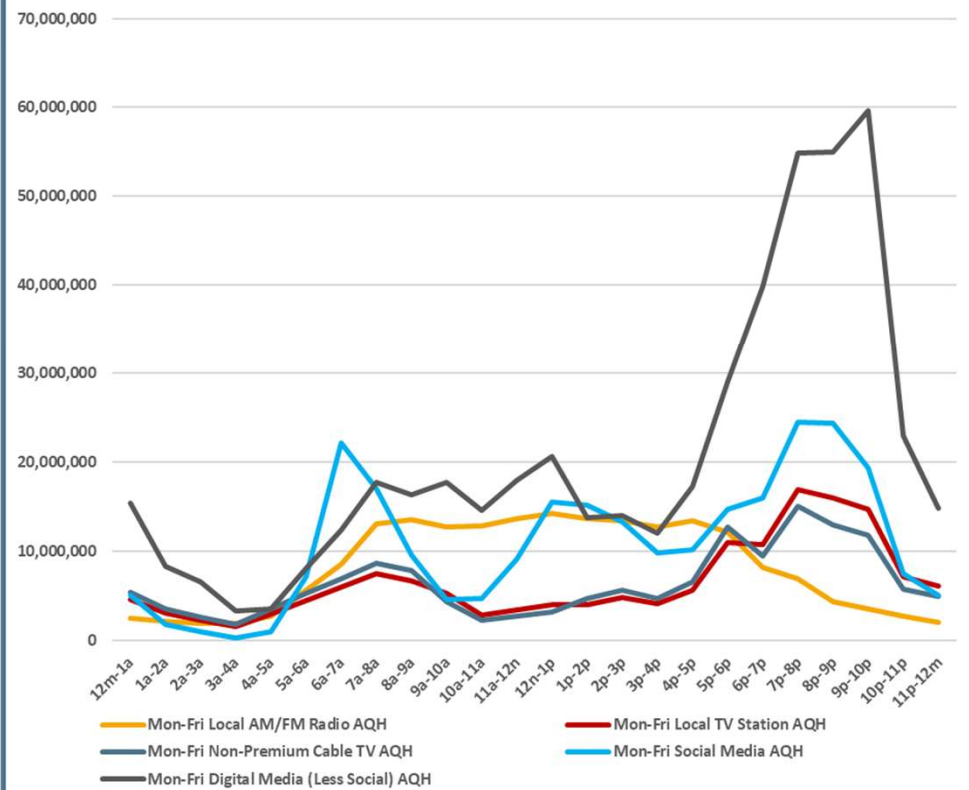


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,649,360;
Local Radio: 1,099,564; Social Media: 1,097,846; Non-Prem. Cable: 613,532; Local TV:
531,427 reaching Adults 18 or older who Purchased Items In-Store at BEST B

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Purchased Items In-Store at BEST
BUY in the past 3 months*



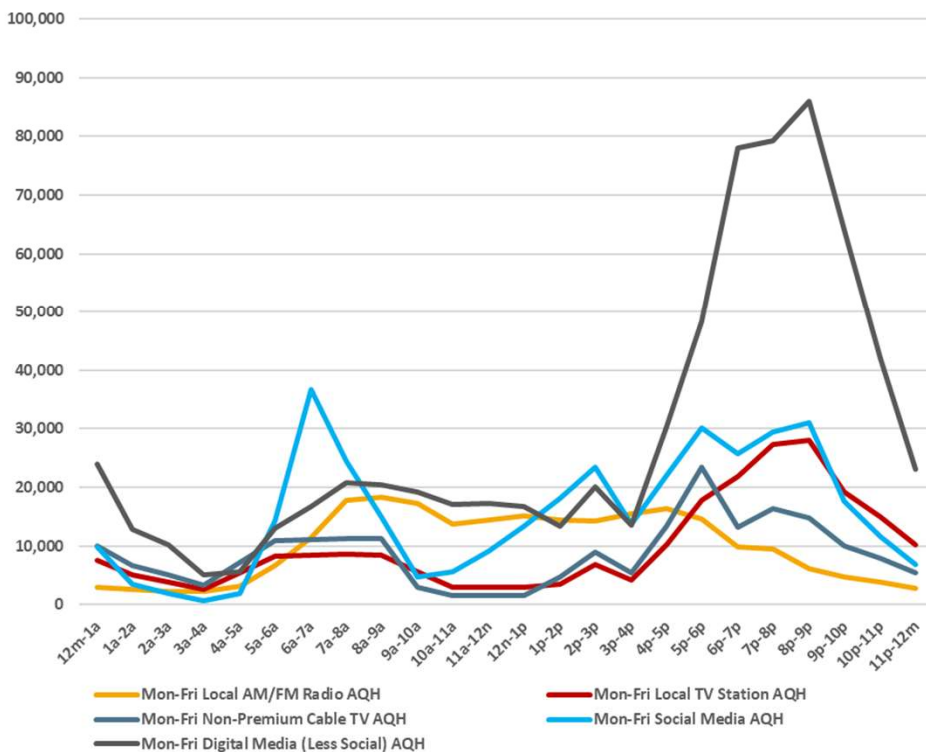
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Adults 18 or older*



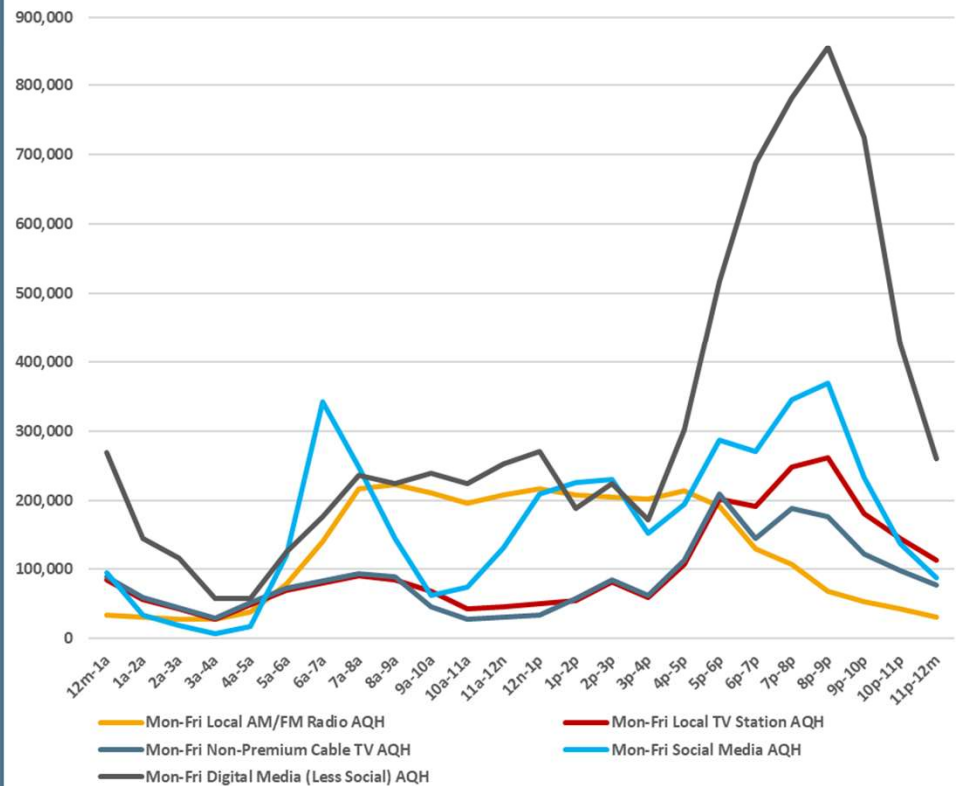


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 25,549;
Social Media: 18,645; Local Radio: 14,850; Non-Prem. Cable: 8,495; Local TV: 8,019
reaching Adults 18 or older who Purchased Items In-Store at BEST BUY in the pas

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Purchased Items In-Store at BEST
BUY in the past 3 months



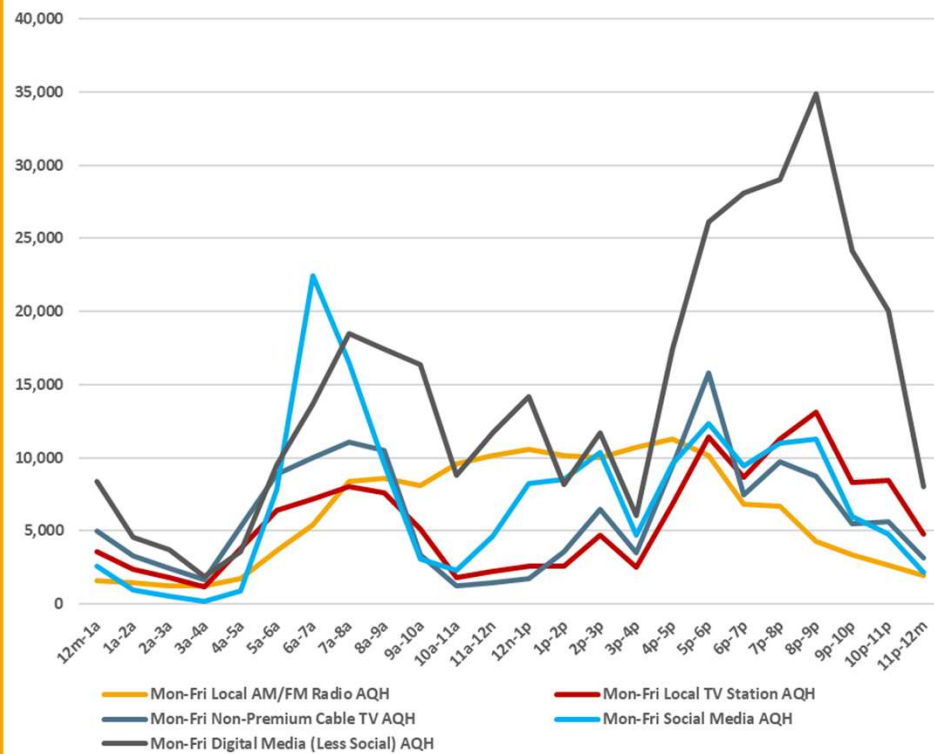
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
MSP Metro Area Adults 18 or older



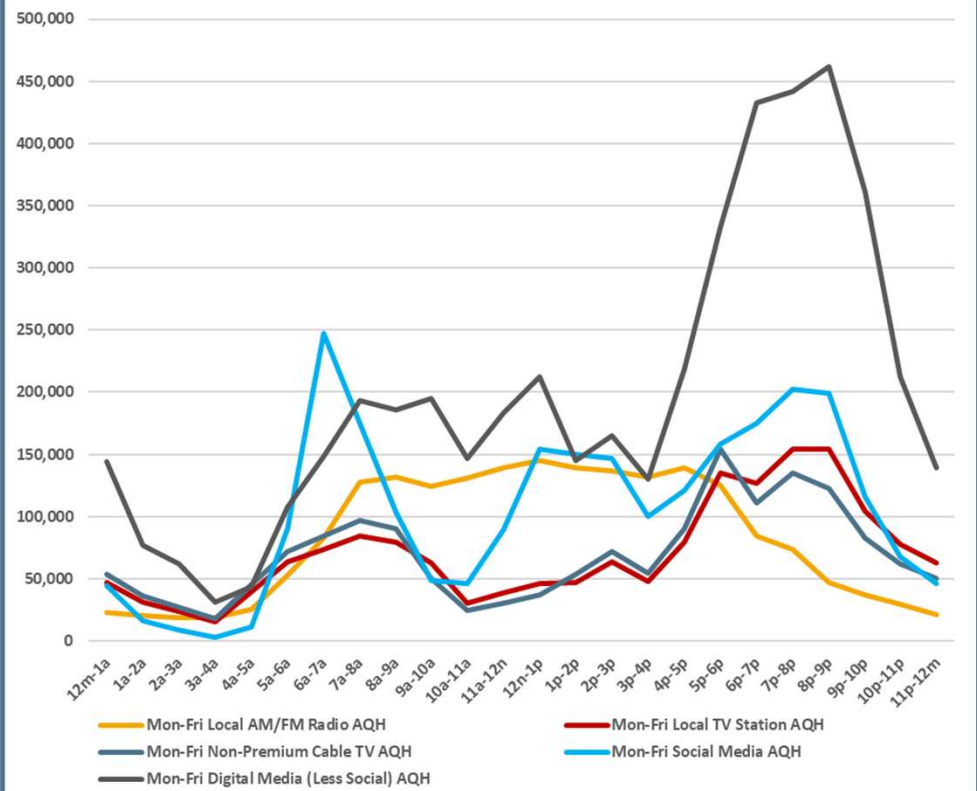


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 15,249;
Social Media: 9,362; Local Radio: 9,225; Non-Prem. Cable: 6,586; Local TV: 5,483 reaching
Adults 18 or older who Purchased Items In-Store at BEST BUY in the past

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Purchased Items In-Store at BEST
BUY in the past 3 months*



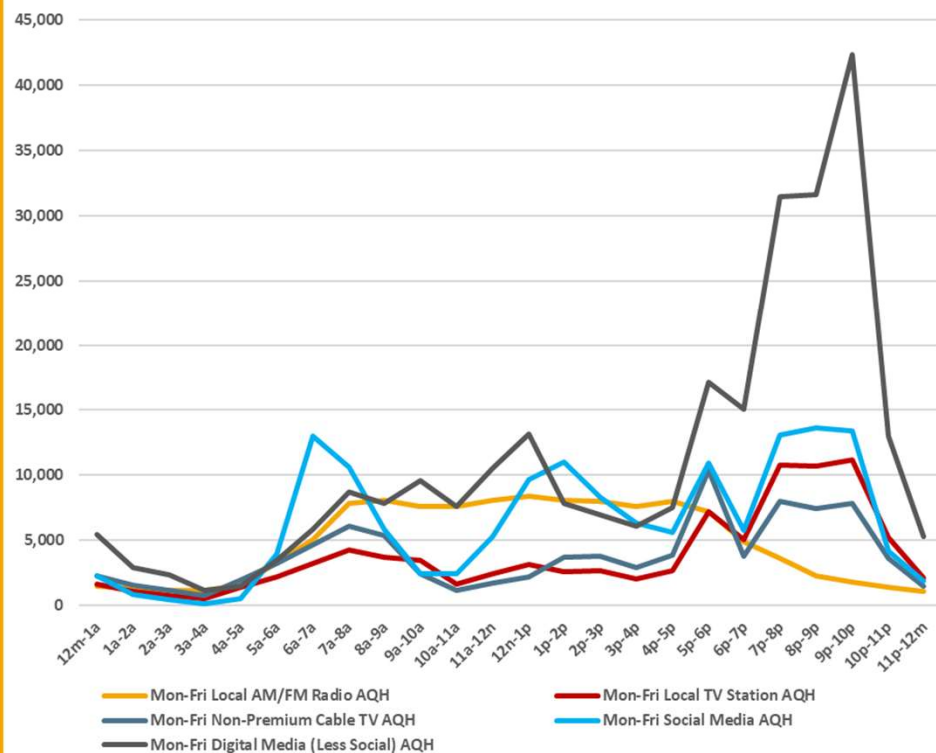
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
STL Metro Area Adults 18 or older*



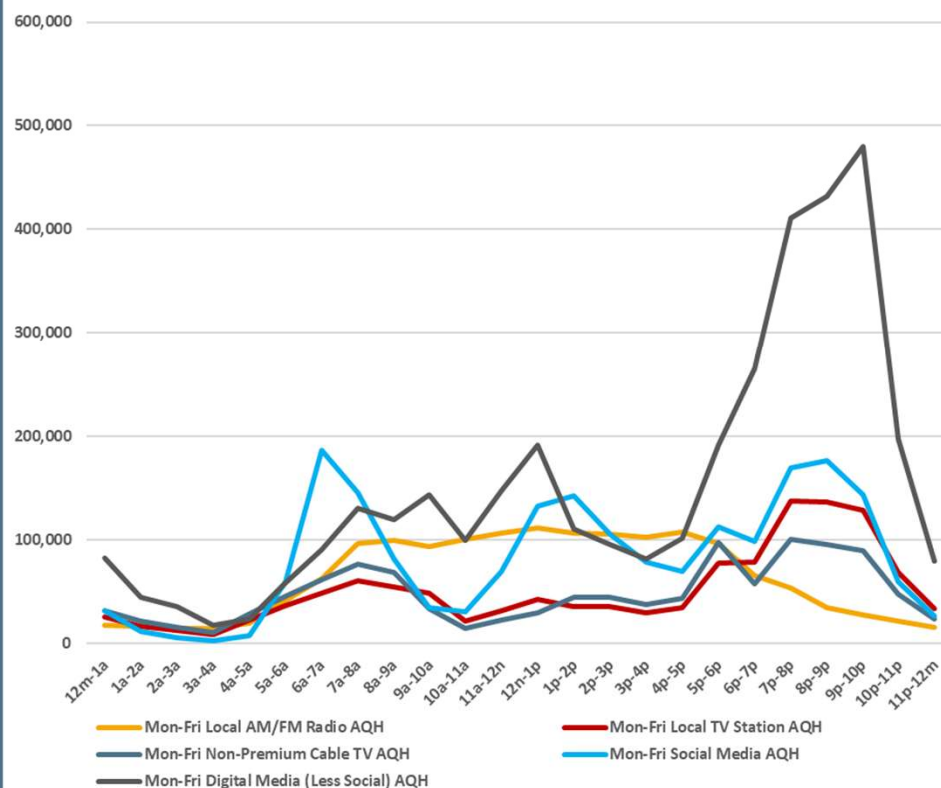


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 9,546;
Social Media: 7,487; Local Radio: 7,426; Non-Prem. Cable: 4,003; Local TV: 3,391 reaching
Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Purchased Items In-Store at BEST
BUY in the past 3 months*



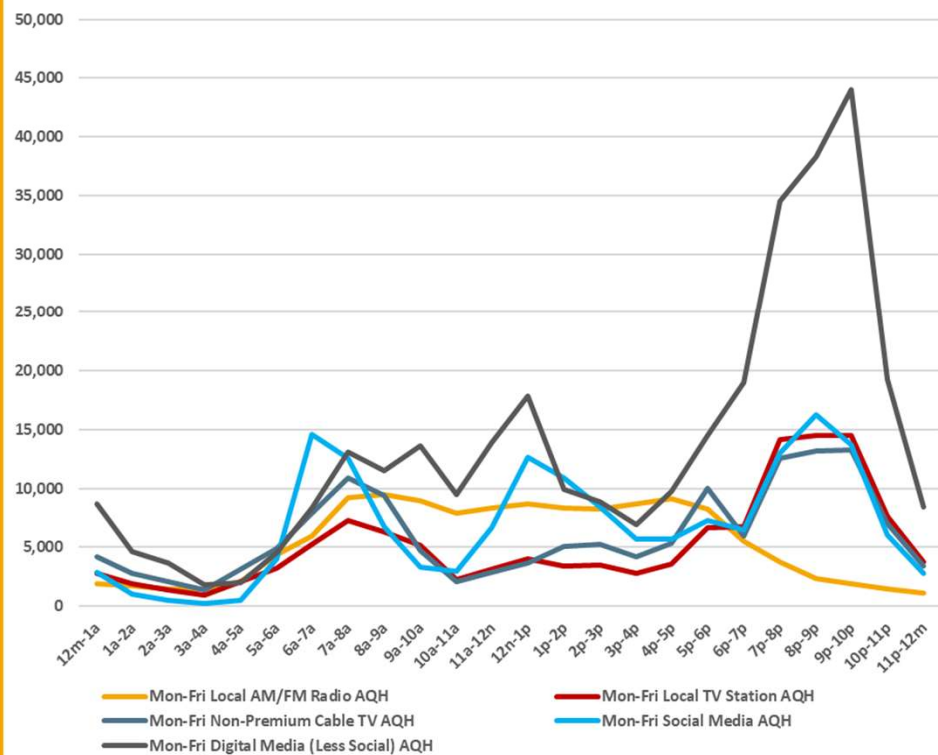
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CIN Metro Area Adults 18 or older*



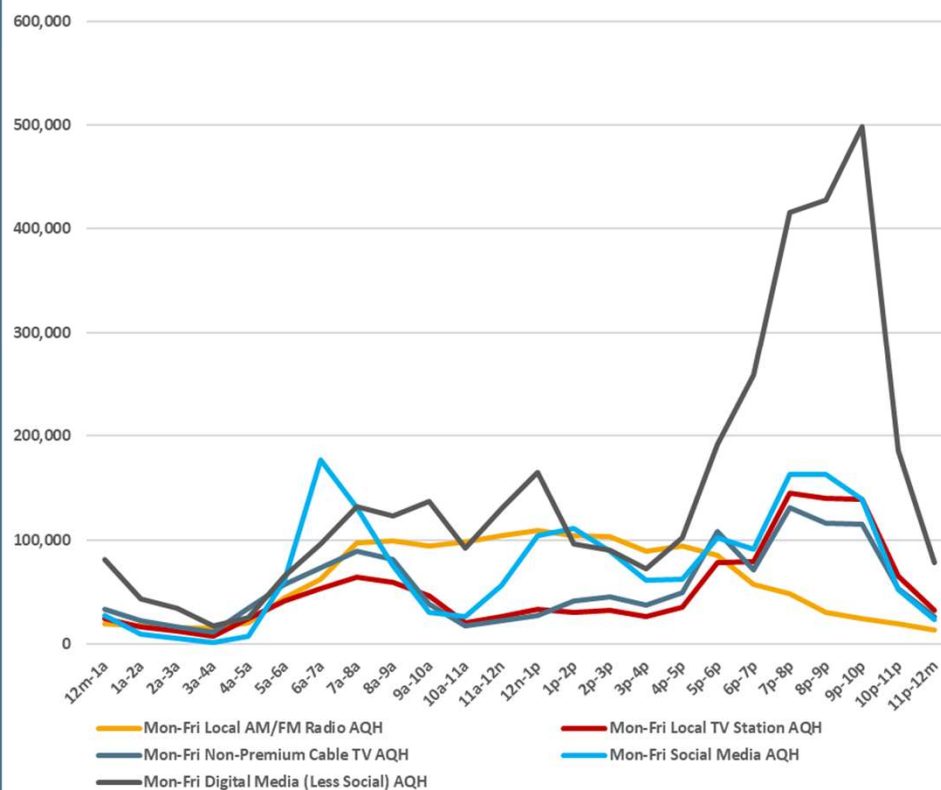


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 12,068;
Local Radio: 8,218; Social Media: 8,013; Non-Prem. Cable: 5,962; Local TV: 4,630 reaching
Adults 18 or older who Purchased Items In-Store at BEST BUY in the past

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Purchased Items In-Store at BEST
BUY in the past 3 months



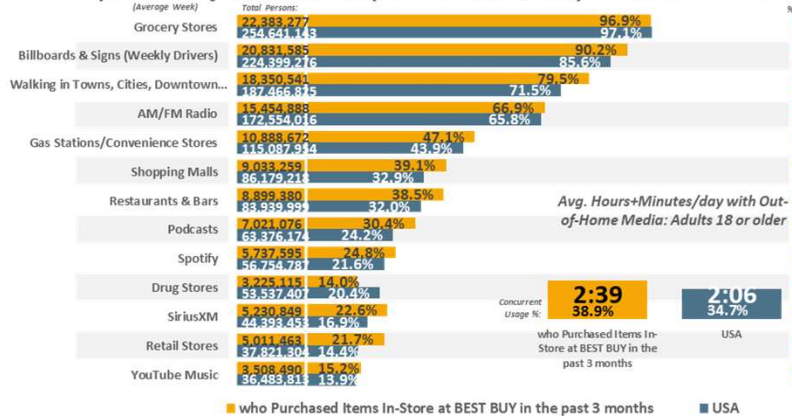
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WPB Metro Area Adults 18 or older



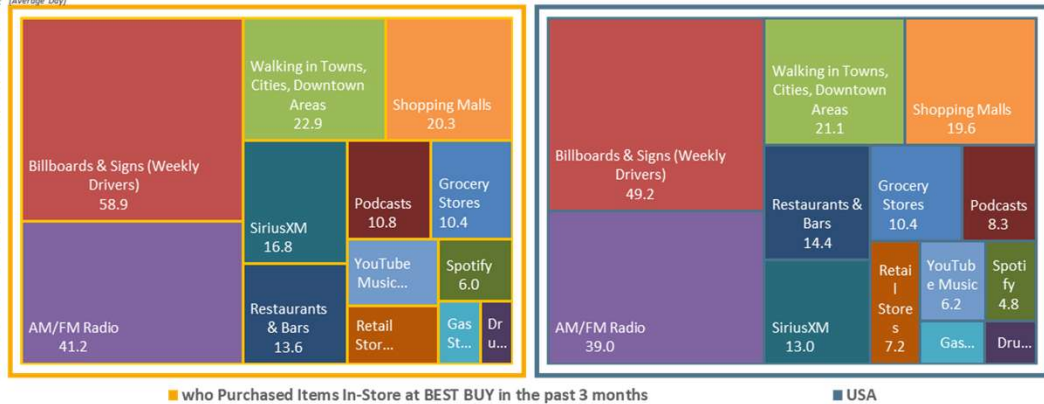


20,831,585 or 90.2% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months spend an average of 58.9 minutes per day driving, seeing Billboards and Signs. 63.4% Listen to Local Radio Stations Out-of-Home for an average of 36.6

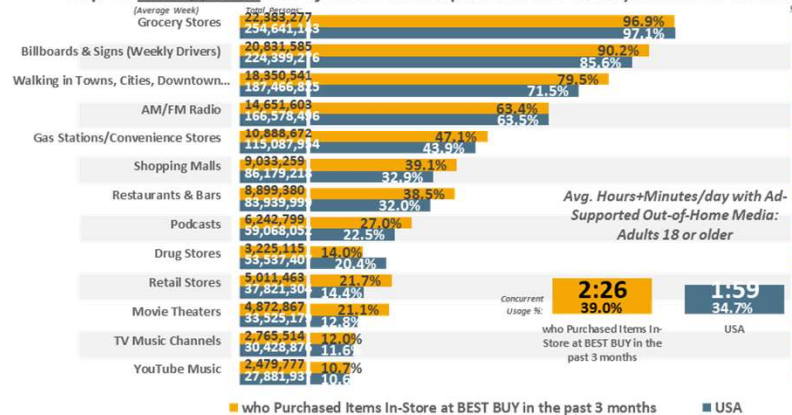
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



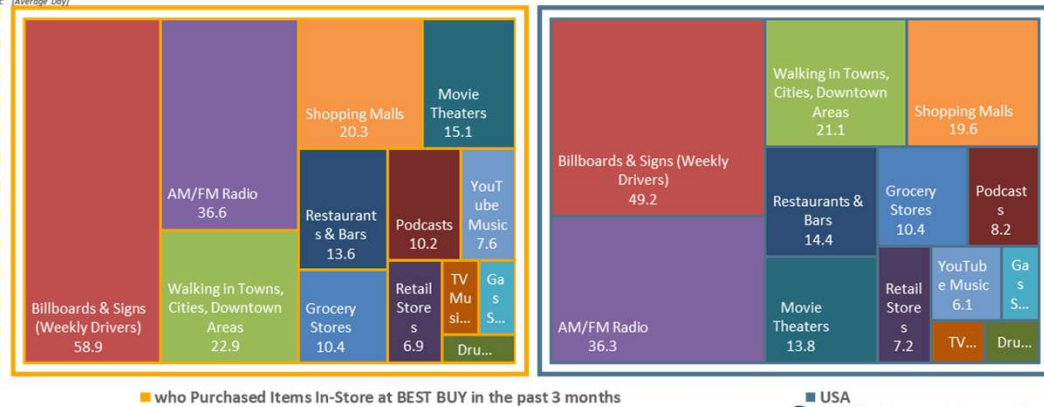
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



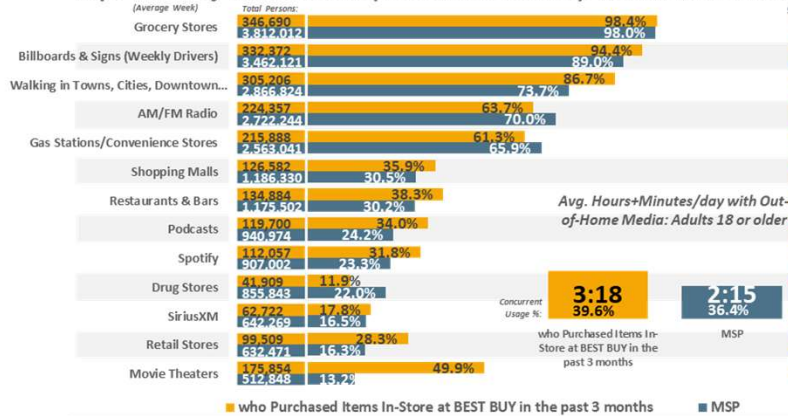
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



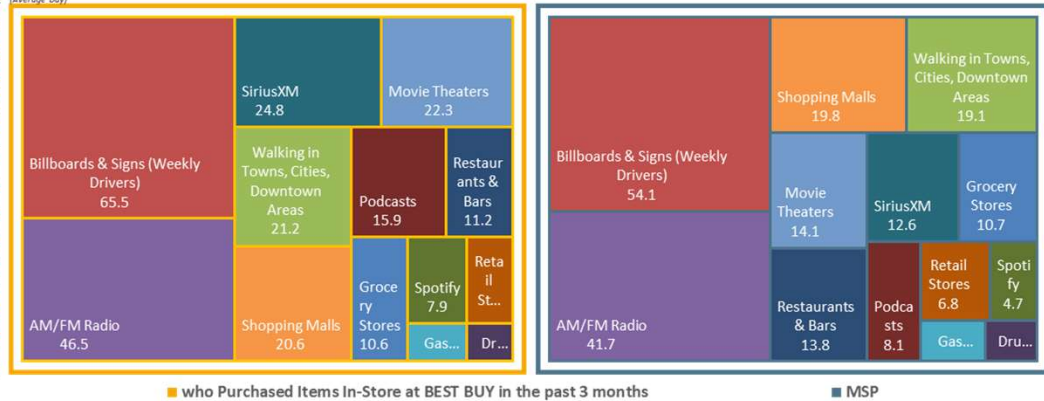


332,372 or 94.4% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months spend an average of 65.5 minutes per day driving, seeing Billboards and Signs. 57.% Listen to Local Radio Stations Out-of-Home for an average of 36.2 minu

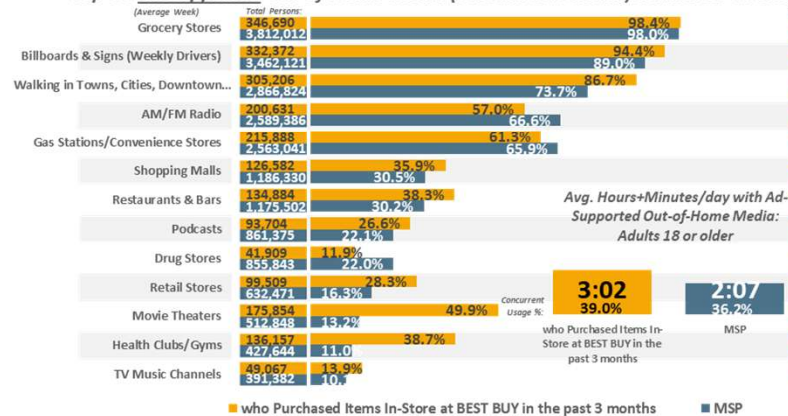
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



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 170
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

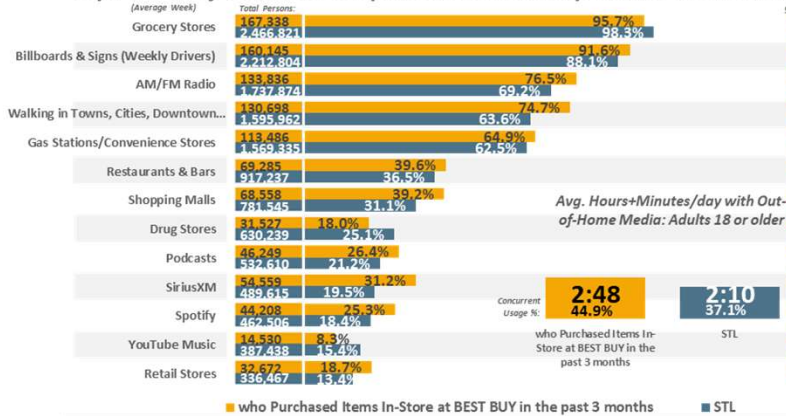
soefa.ai Share of Everything for Anything

[[Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy]]

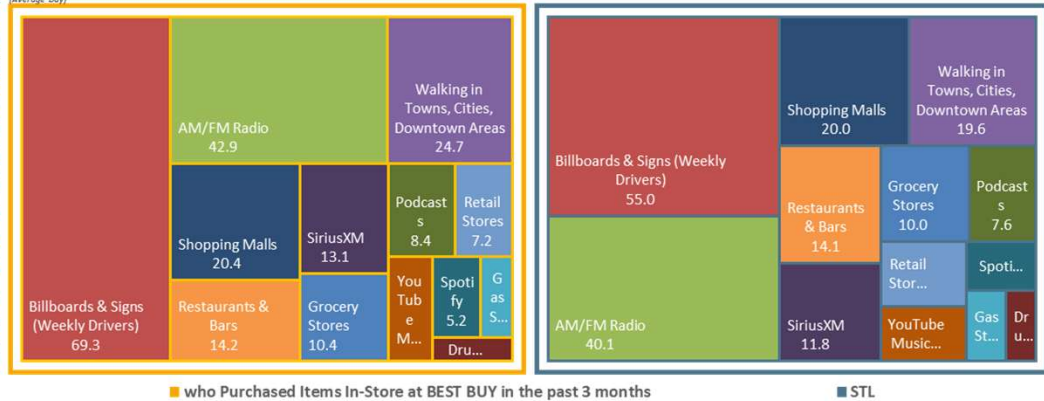


160,145 or 91.6% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months spend an average of 69.3 minutes per day driving, seeing Billboards and Signs. 71.7% Listen to Local Radio Stations Out-of-Home for an average of 38. minu

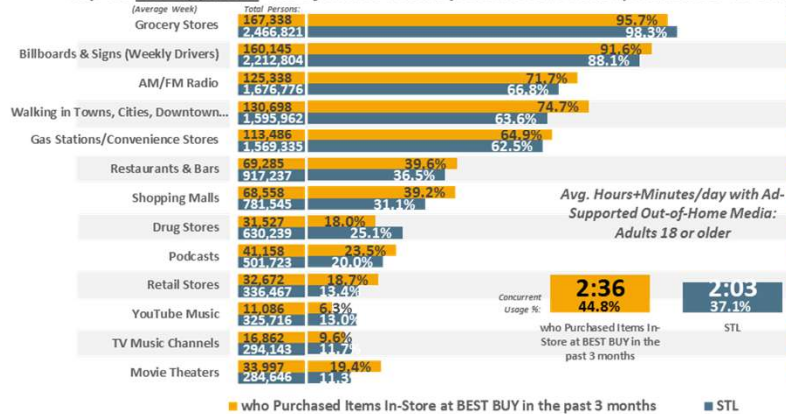
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



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 158
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

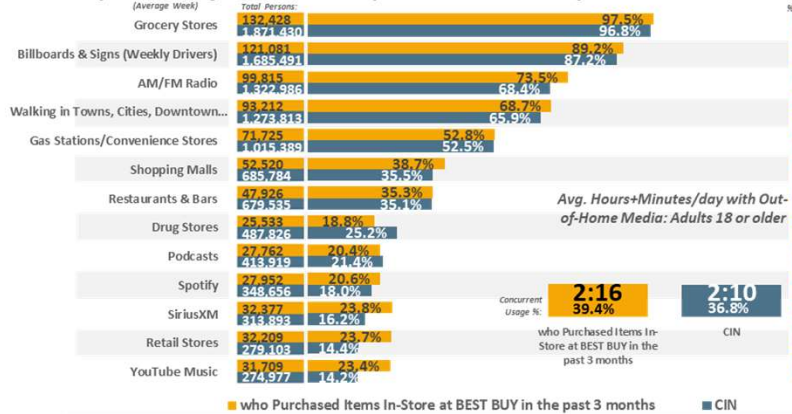
soefa.ai Share of Everything for Anything

[[Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy]]

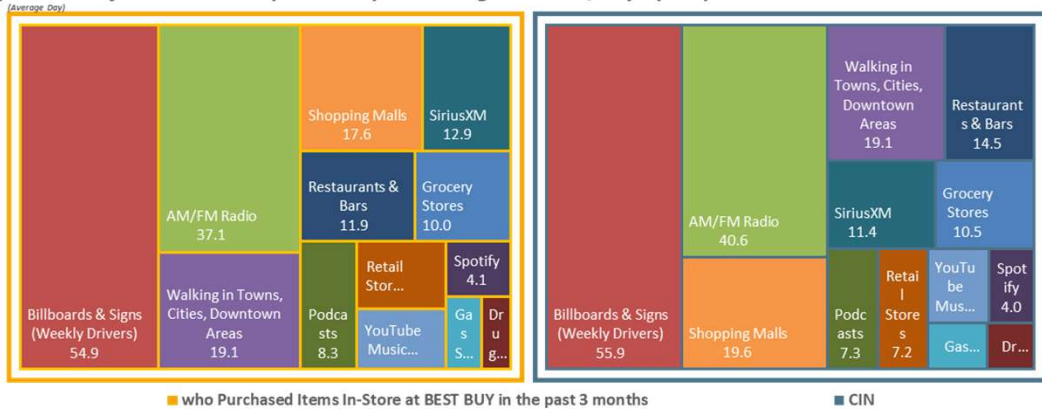


121,081 or 89.2% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months spend an average of 54.9 minutes per day driving, seeing Billboards and Signs. 71.9% Listen to Local Radio Stations Out-of-Home for an average of 35.5 min

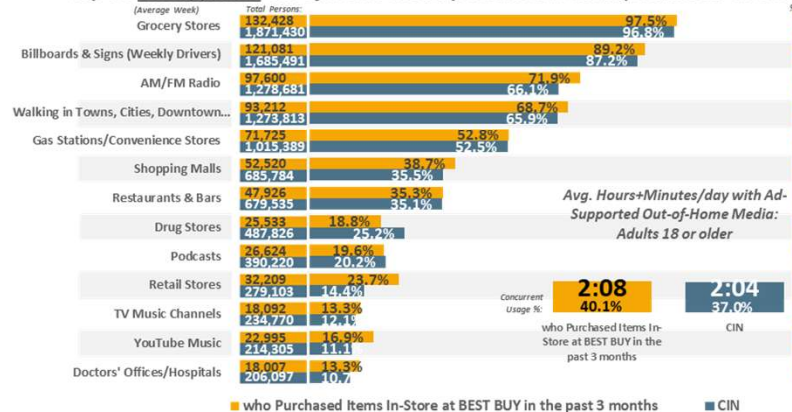
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



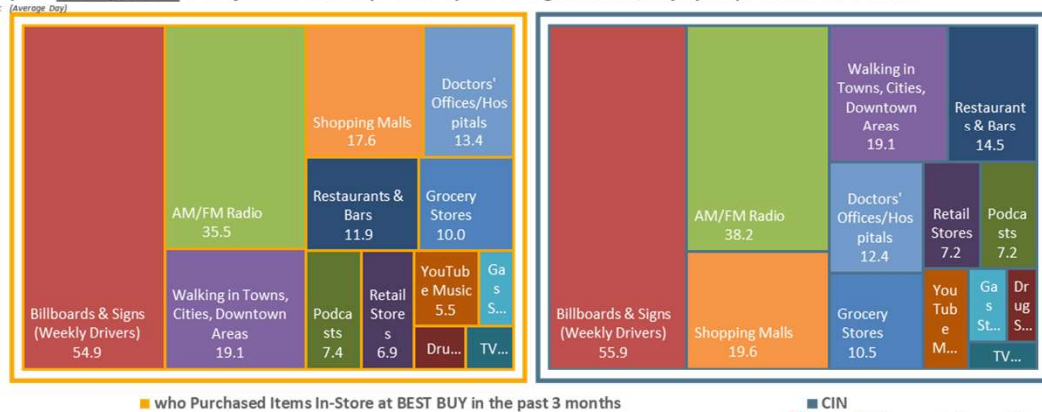
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



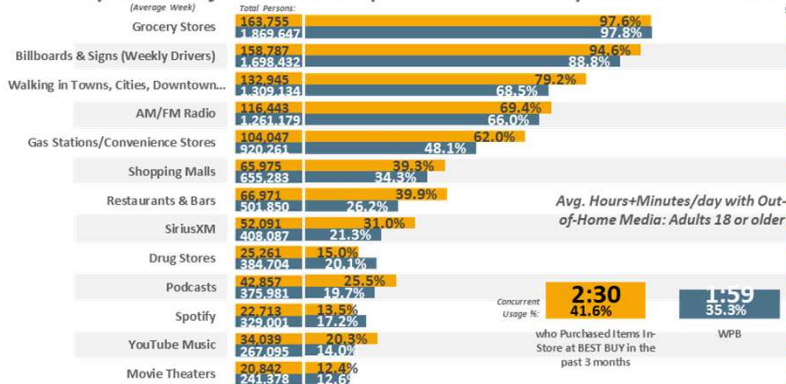
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





158,787 or 94.6% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months spend an average of 63.2 minutes per day driving, seeing Billboards and Signs. 65.% Listen to Local Radio Stations Out-of-Home for an average of 34.8 minu

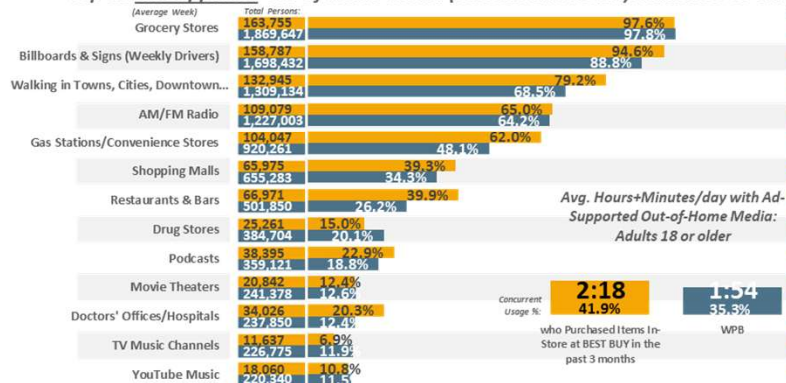
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



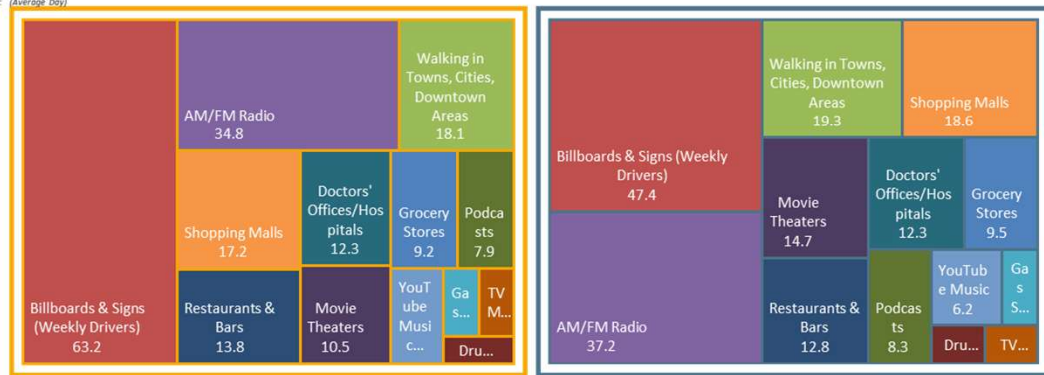
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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





20,831,585 or 90.2% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months spend an average of 58.9 minutes per day driving, seeing Billboards and Signs representing 36.3% 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

Weekly Reach %

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,175
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

soefa.ai Share of Everything for Anything

[[Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy]]



332,372 or 94.4% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months spend an average of 65.5 minutes per day driving, seeing Billboards and Signs representing 33.9% 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

Weekly Reach %

"Share of Ad-Supported OOH Media"



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 170 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

[(Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy)]



160,145 or 91.6% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months spend an average of 69.3 minutes per day driving, seeing Billboards and Signs representing 40.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 158
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

soefa.ai Share of Everything for Anything

[[Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy]]



121,081 or 89.2% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months spend an average of 54.9 minutes per day driving, seeing Billboards and Signs representing 38.2% 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

Weekly Reach %

"Share of Ad-Supported OOH Media"



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 124 CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

[[Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy]]



158,787 or 94.6% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months spend an average of 63.2 minutes per day driving, seeing Billboards and Signs representing 43.0% 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

Weekly Reach %

"Share of Ad-Supported OOH Media"



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 225 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687
 All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

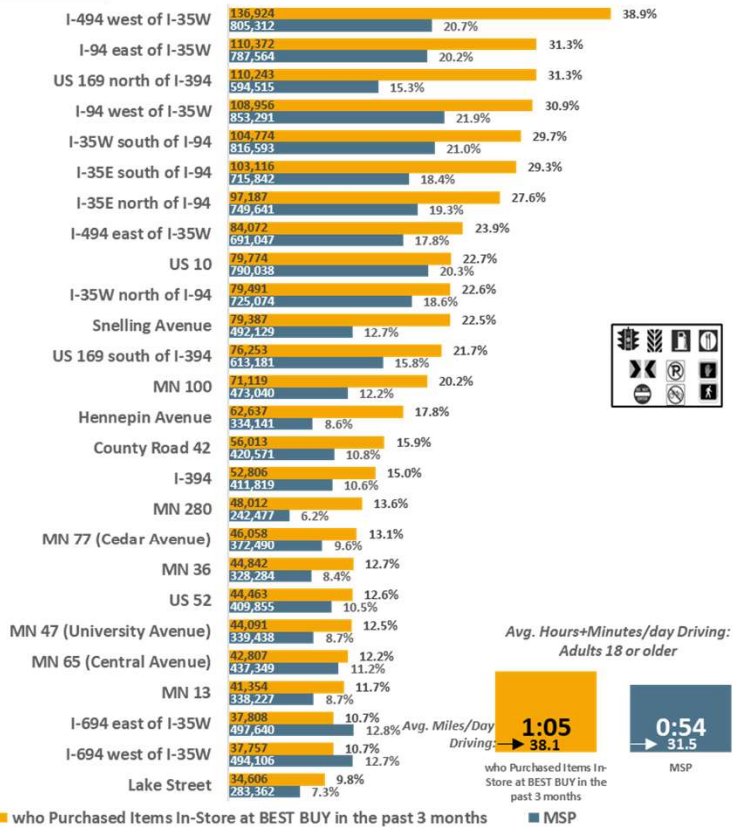
soefa.ai Share of Everything for Anything

[[Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy]]

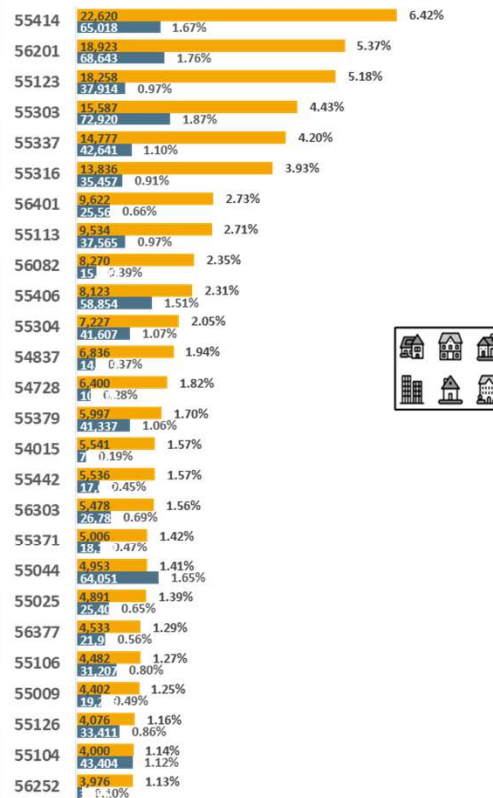


332,372 or 94.4% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months spend an average of 65.5 minutes per day driving an average of 38.1 miles each day and are 118.7% more likely to use MN 280 than the Metro average.

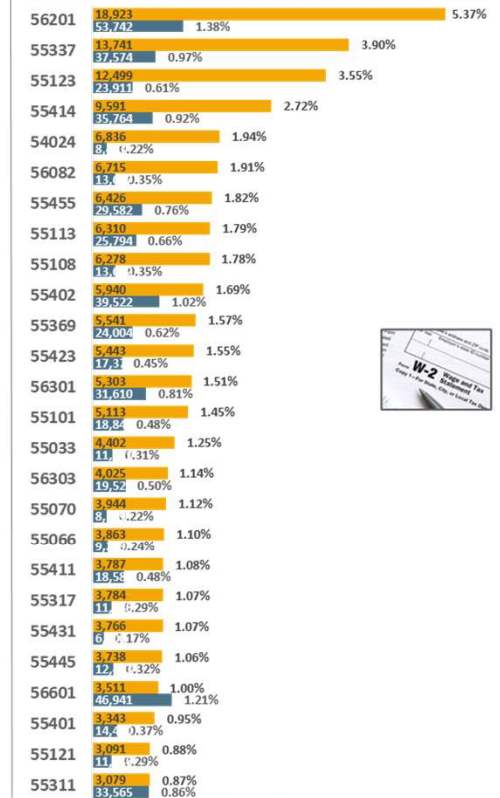
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



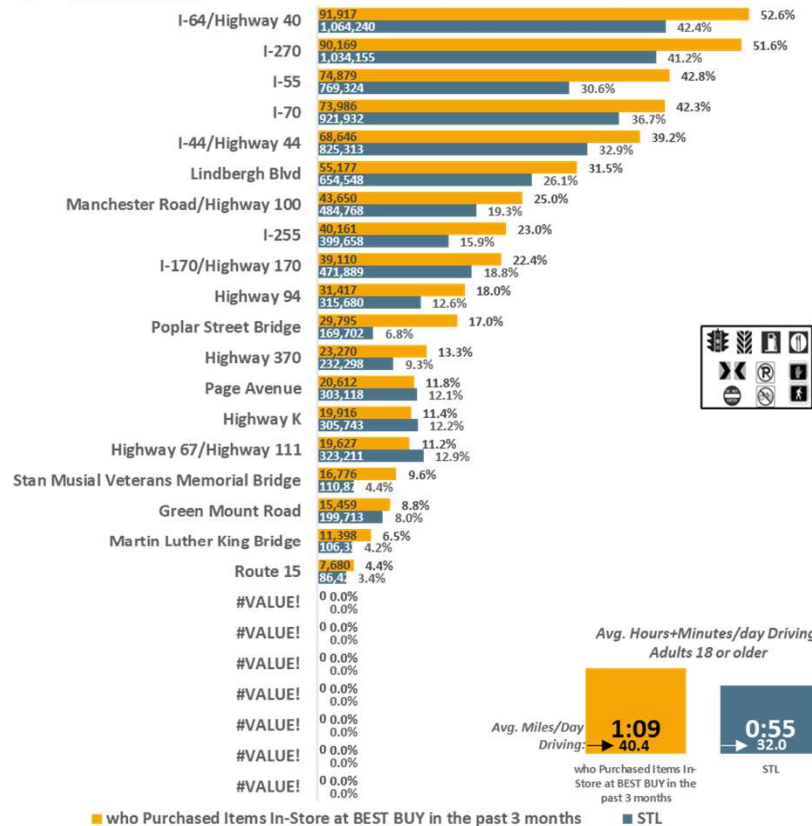
Top-26 Employment Zip Codes: Adults 18 or older



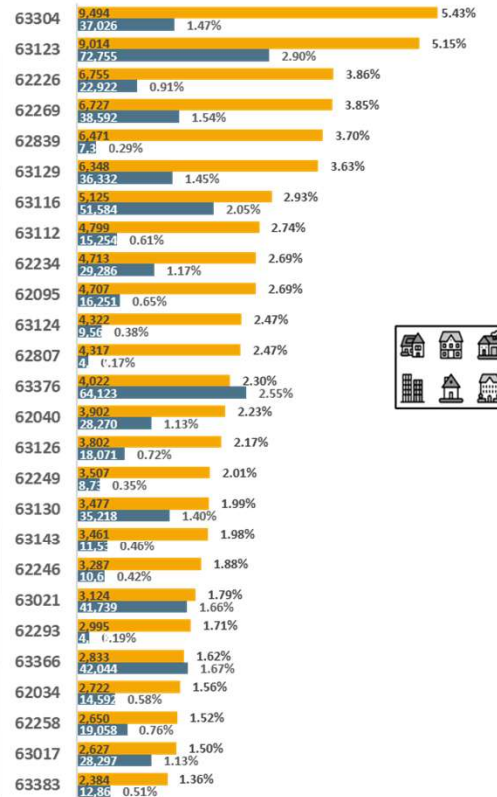


160,145 or 91.6% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months spend an average of 69.3 minutes per day driving an average of 40.4 miles each day and are 152.% more likely to use Poplar Street Bridge than the Metro av

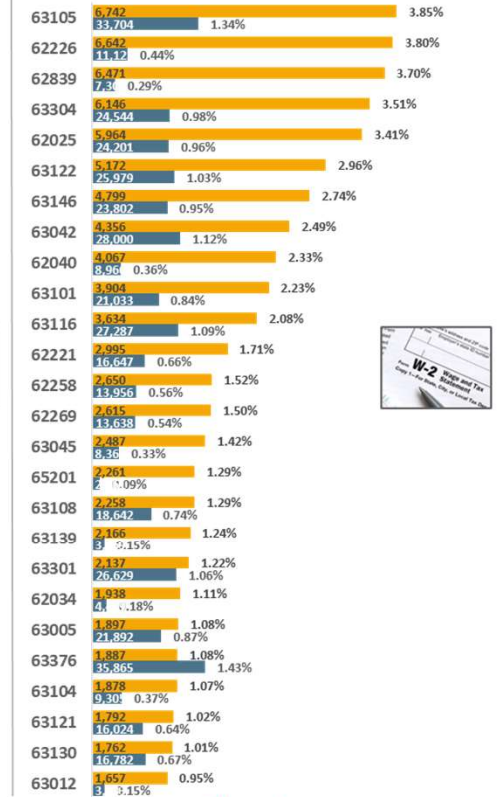
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



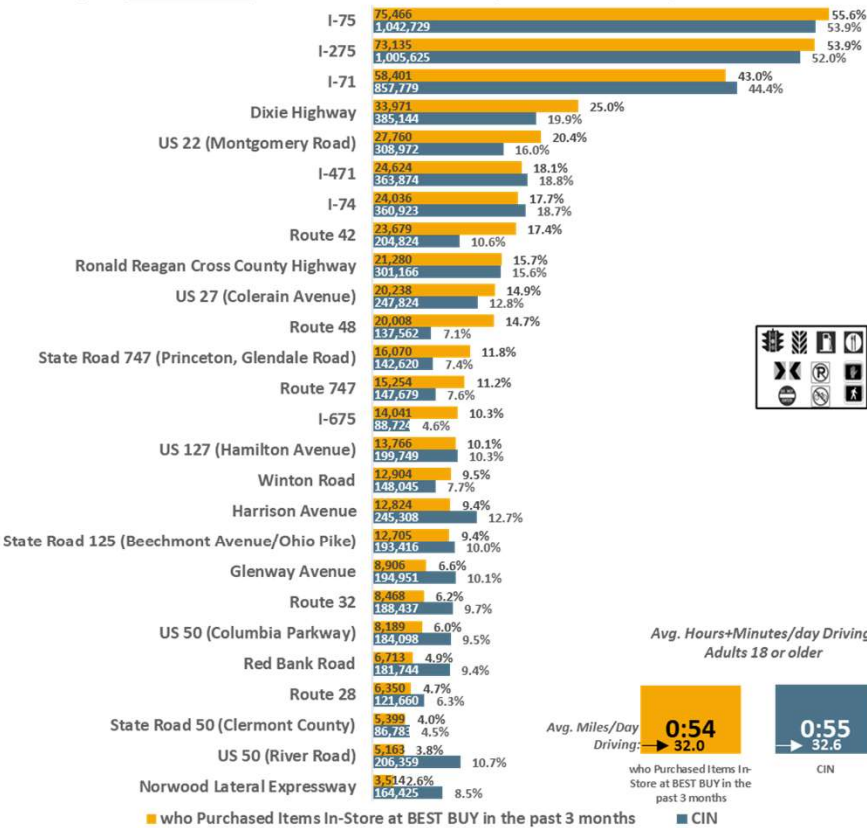
Top-26 Employment Zip Codes: Adults 18 or older





121,081 or 89.2% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months spend an average of 54.9 minutes per day driving an average of 32. miles each day and are 125.4% more likely to use I-675 than the Metro average.

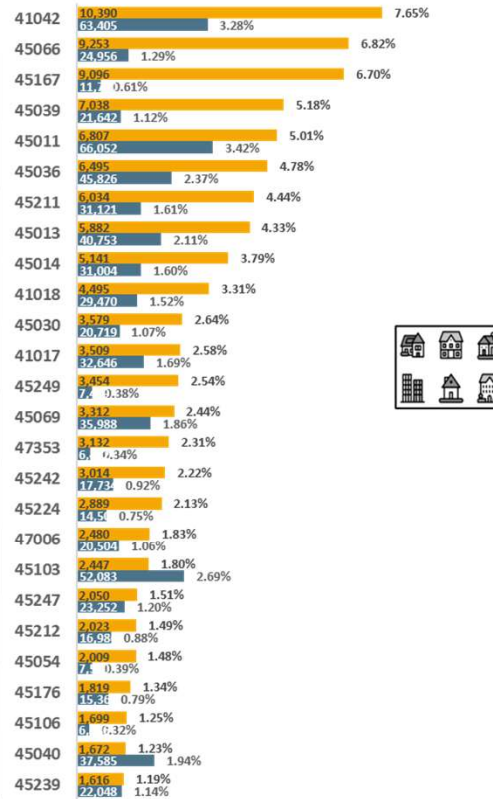
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



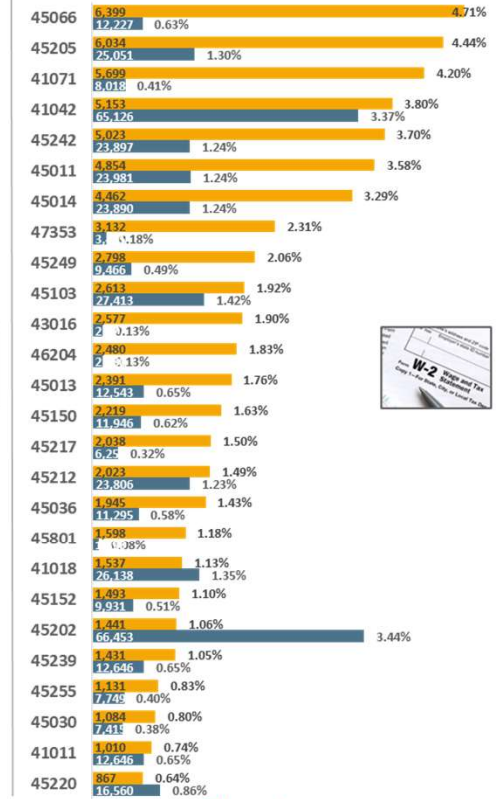
Avg. Hours+Minutes/day Driving:
Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

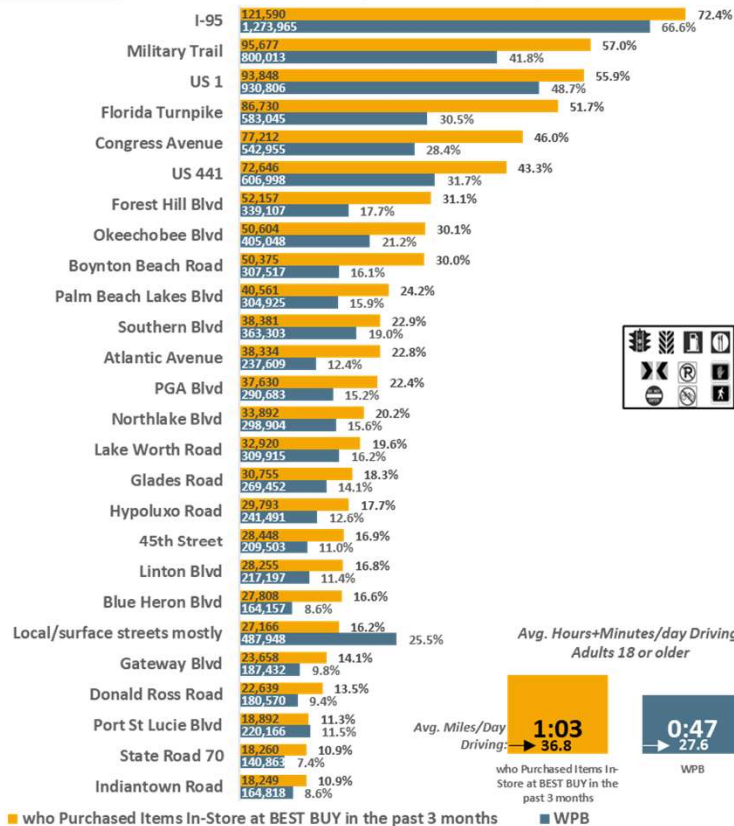


soefa.ai Share of Everything for Anything



158,787 or 94.6% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months spend an average of 63.2 minutes per day driving an average of 36.8 miles each day and are 86.6% more likely to use Boynton Beach Road than the Metro aver

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



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

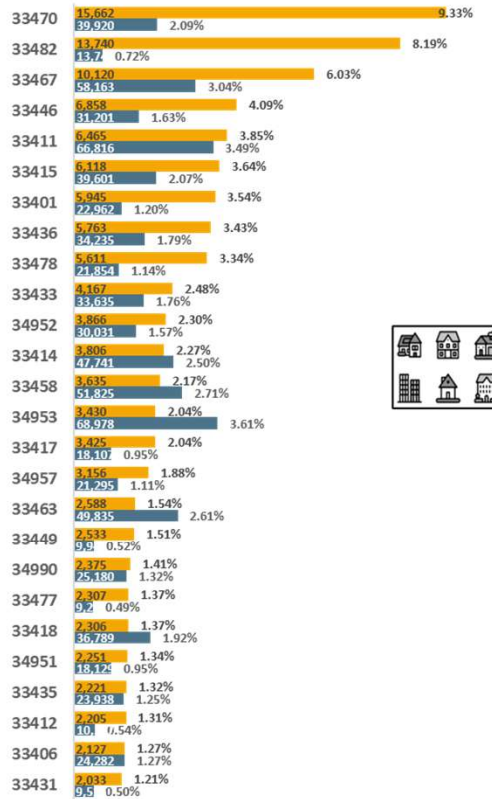
Avg. Miles/Day
Driving:

1:03
36.8

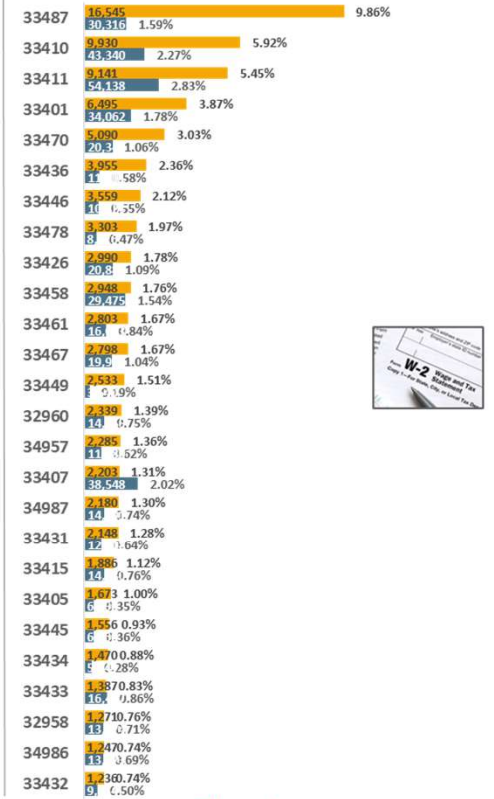
0:47
27.6

who Purchased Items In-Store at BEST BUY in the past 3 months WPB

Top-26 Residential Zip Codes: Adults 18 or older

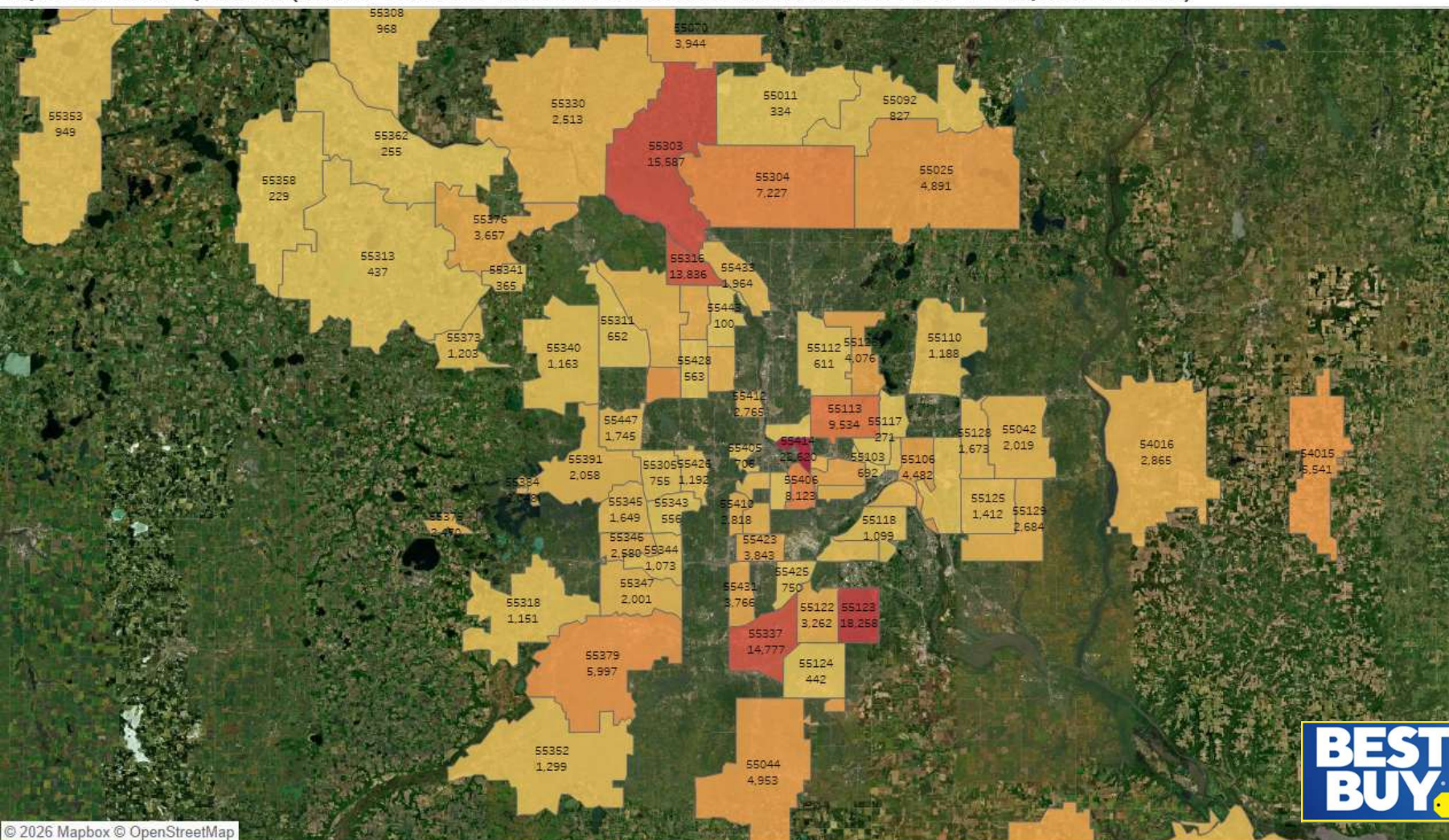


Top-26 Employment Zip Codes: Adults 18 or older



soefa.ai Share of Everything for Anything

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



SUM(Adults 18 or older ...
100 22,620



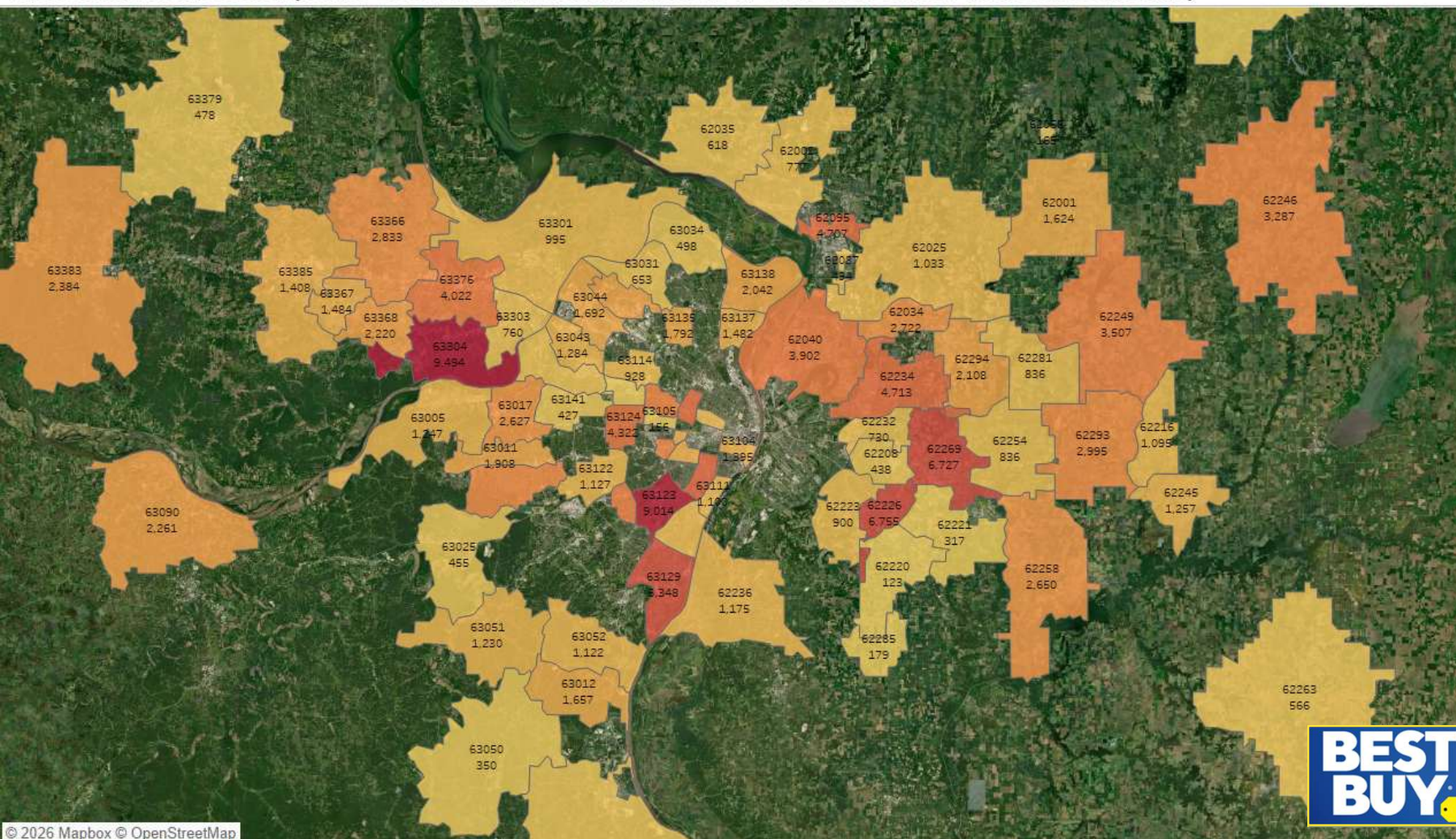
© 2026 Mapbox © OpenStreetMap

MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 170
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

[[Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy]]

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



© 2026 Mapbox © OpenStreetMap

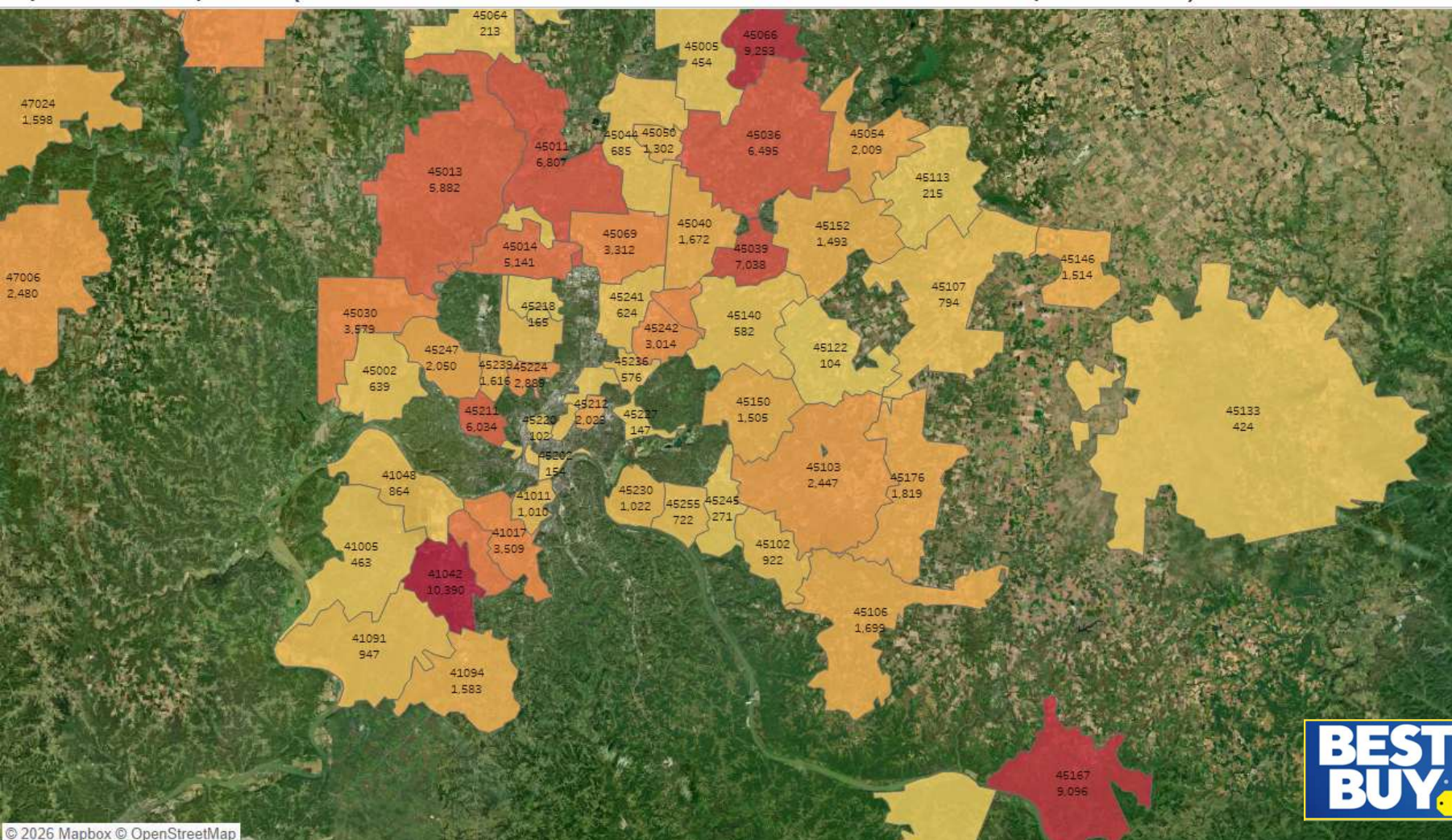
STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 158

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

[[Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy]]

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



SUM(Adults 18 or older ...



© 2026 Mapbox © OpenStreetMap

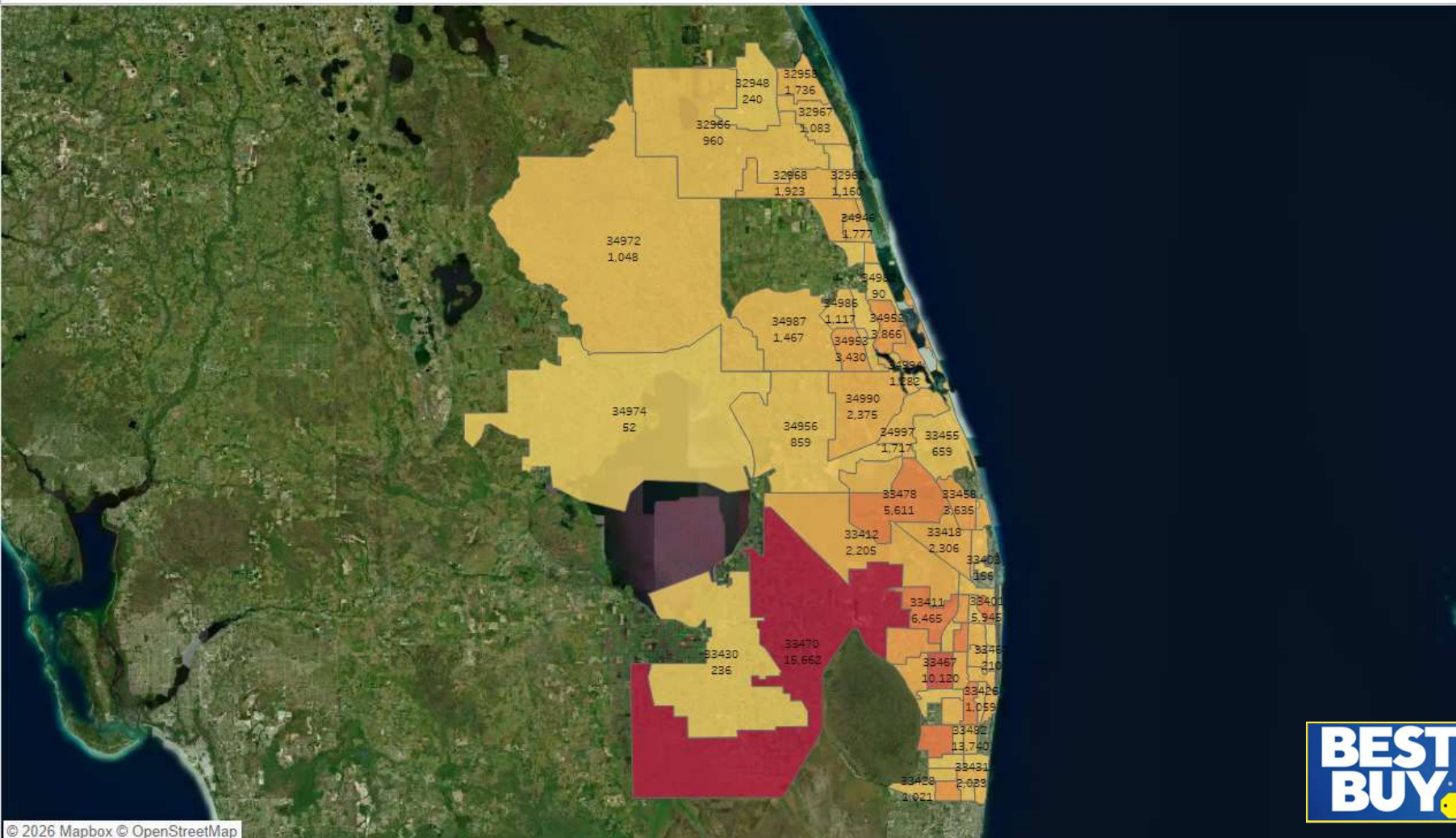
CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 124

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

[(Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy)]

soefa.ai Share of Everything for Anything

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



SUM(Adults 18 or older ...)

49 15,662



© 2026 Mapbox © OpenStreetMap

WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 225

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

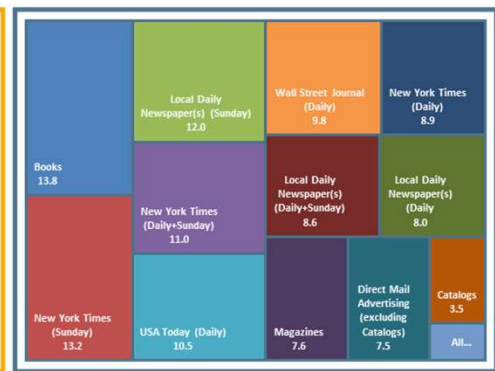
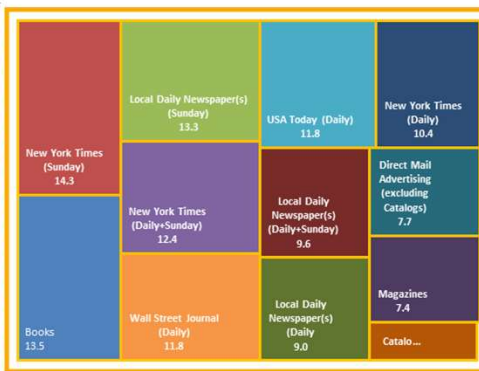
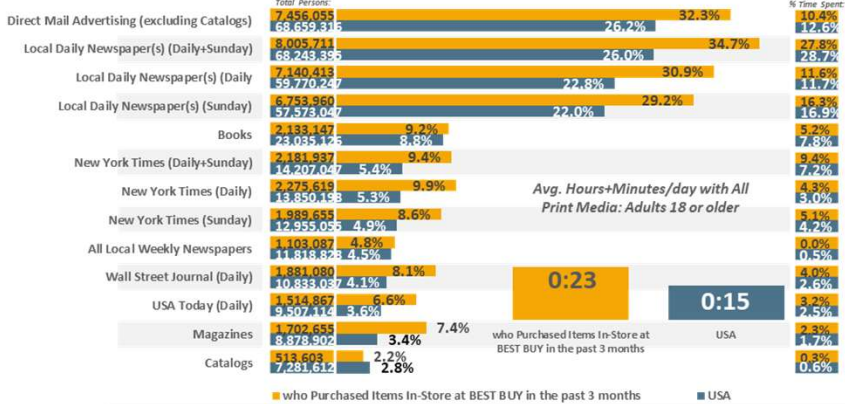
soefa.ai Share of Everything for Anything

[[Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy]]

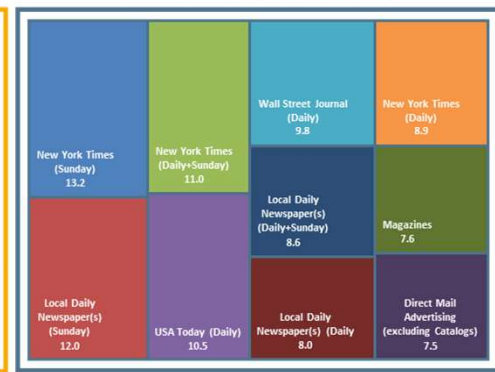
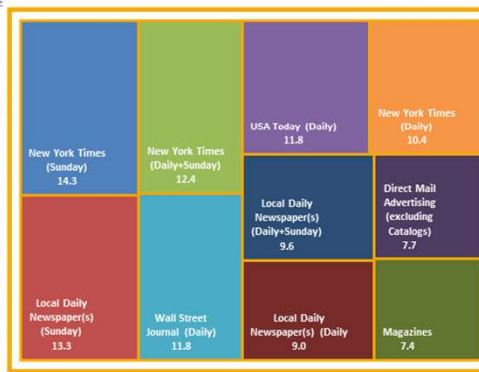
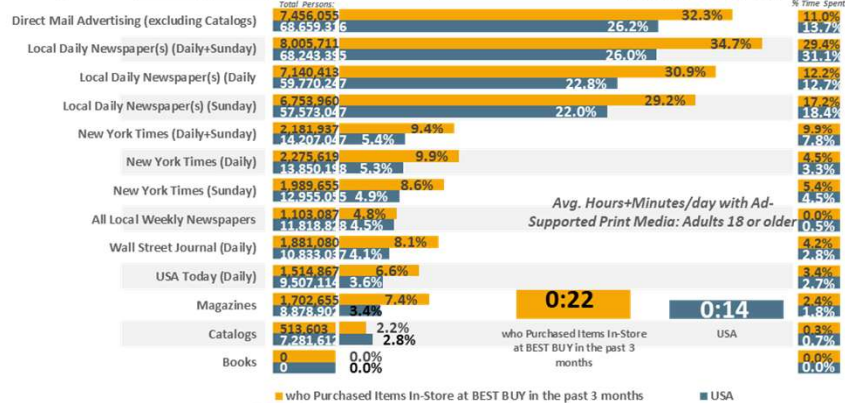


8,005,711 or 34.7% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.6 minutes every day representing 29.4% of all time spent daily with All forms of Print

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**



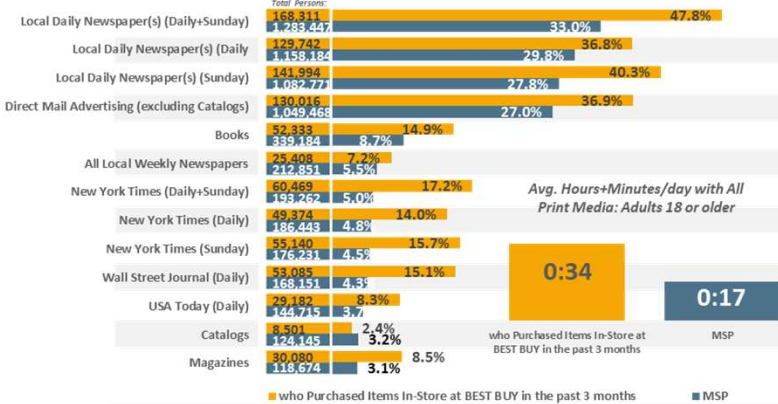
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



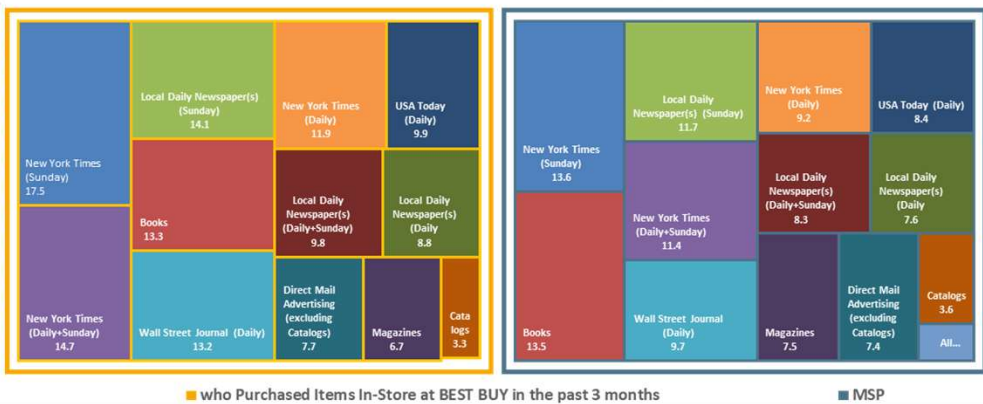


168,311 or 47.8% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.8 minutes every day representing 27.% of all time spent daily with All forms of Print Me

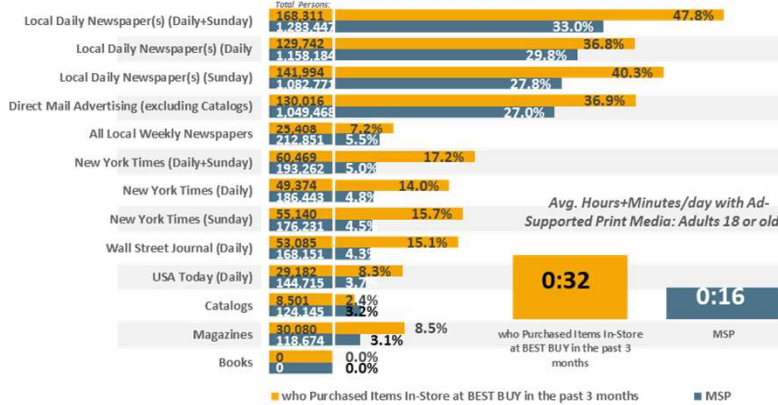
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



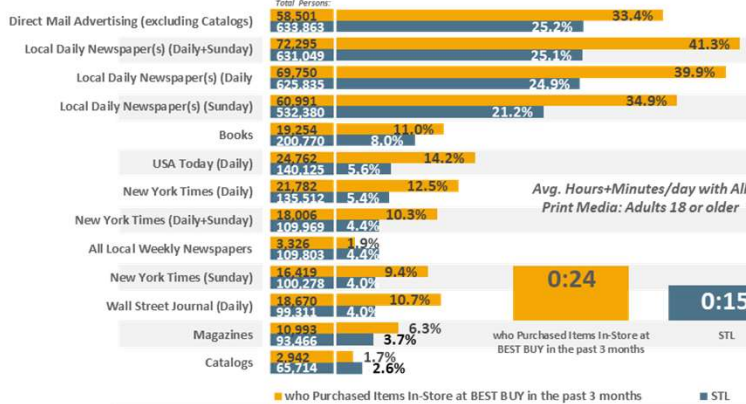
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





72,295 or 41.3% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.9 minutes every day representing 29.1% of all time spent daily with All forms of Print Me

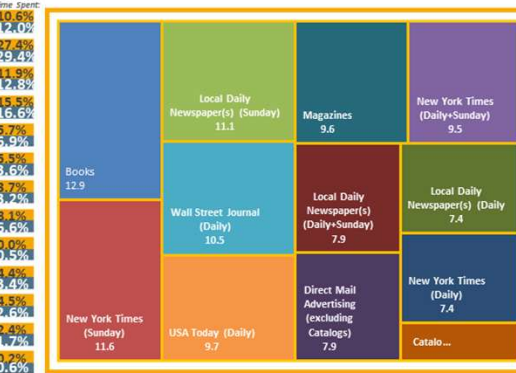
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



Avg. Hours+Minutes/day with All Print Media: Adults 18 or older

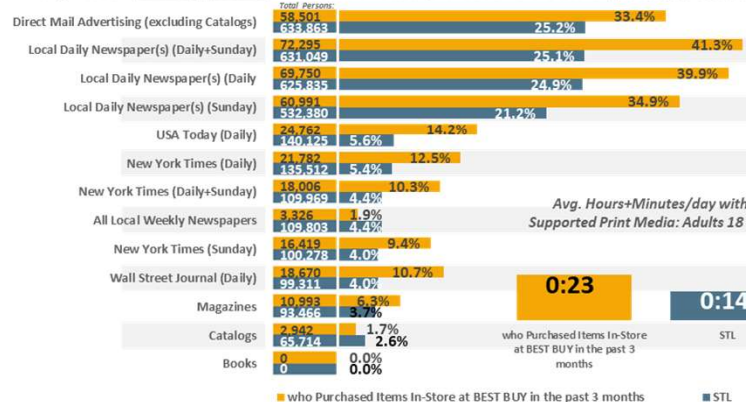
0:24

0:15



who Purchased Items In-Store at BEST BUY in the past 3 months

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



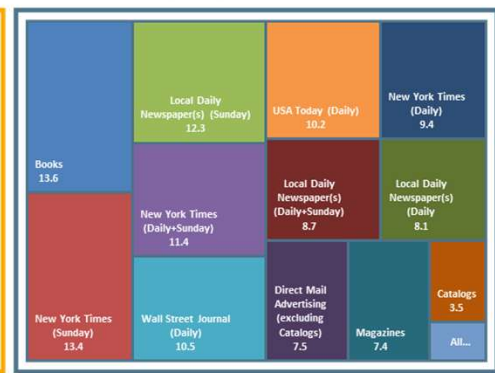
Avg. Hours+Minutes/day with Ad-Supported Print Media: Adults 18 or older

0:23

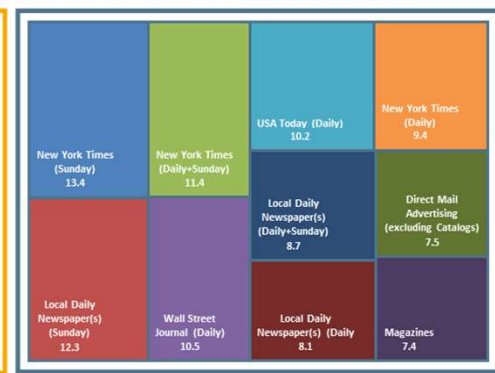
0:14



who Purchased Items In-Store at BEST BUY in the past 3 months



who Purchased Items In-Store at BEST BUY in the past 3 months

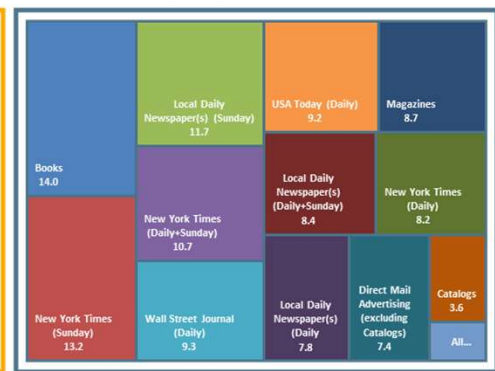
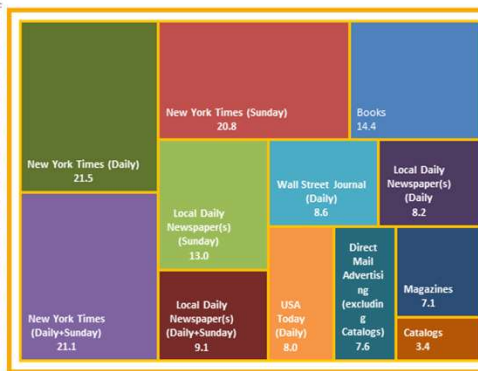
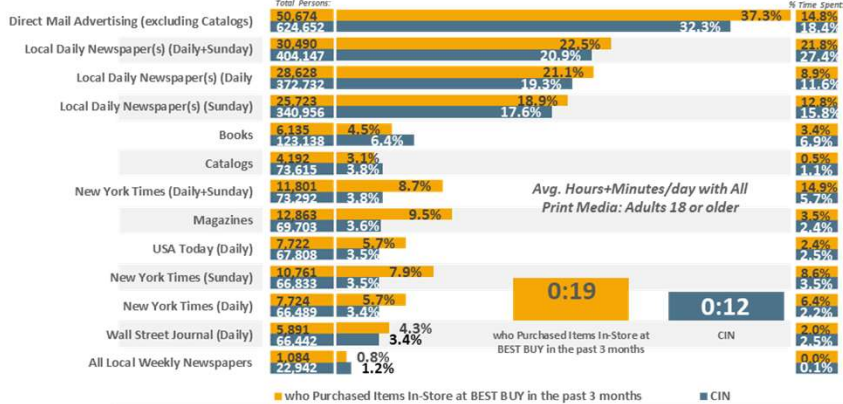


who Purchased Items In-Store at BEST BUY in the past 3 months

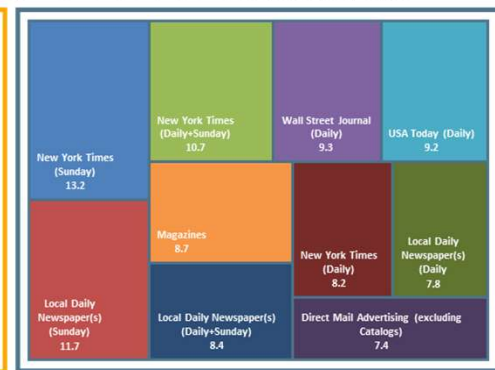
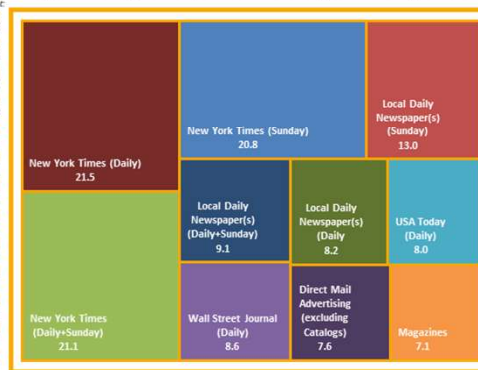
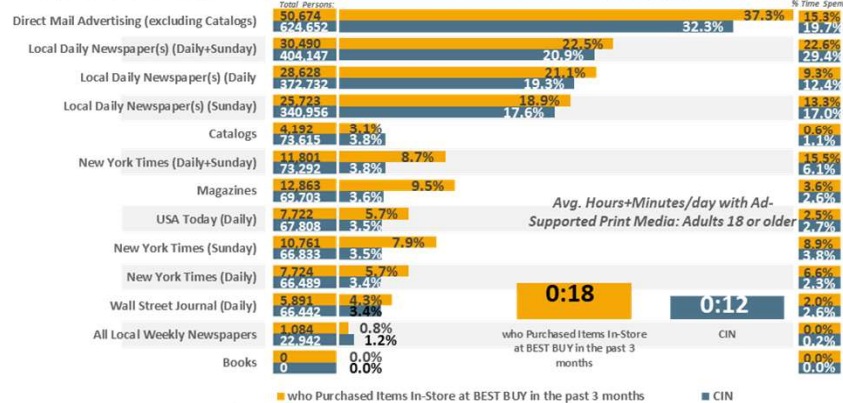


30,490 or 22.5% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.1 minutes every day representing 22.6% of all time spent daily with All forms of Print Me

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**



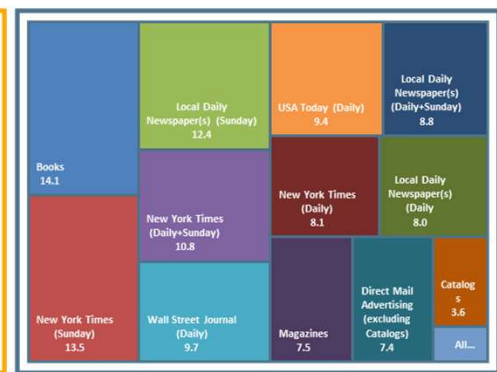
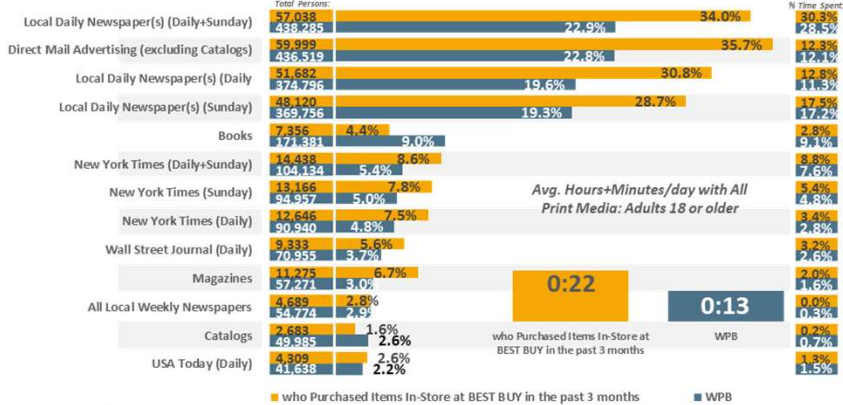
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



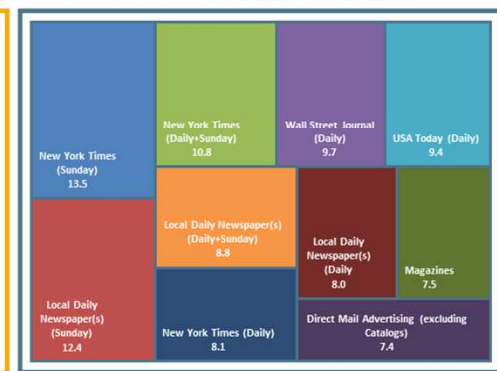
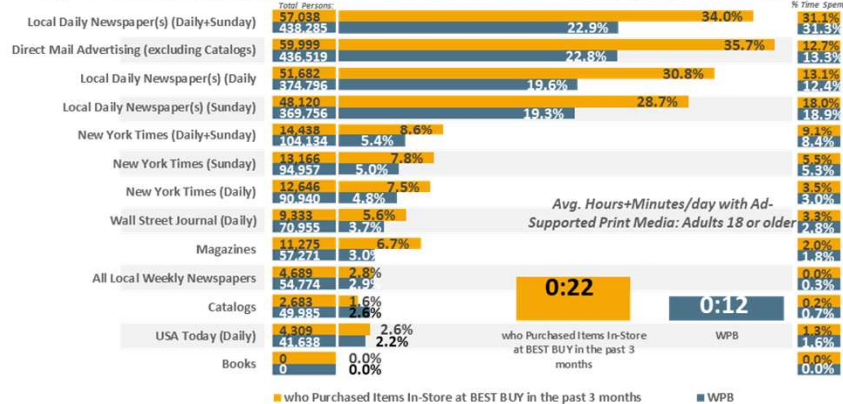


57,038 or 34.% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.1 minutes every day representing 31.1% of all time spent daily with All forms of Print Me

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**

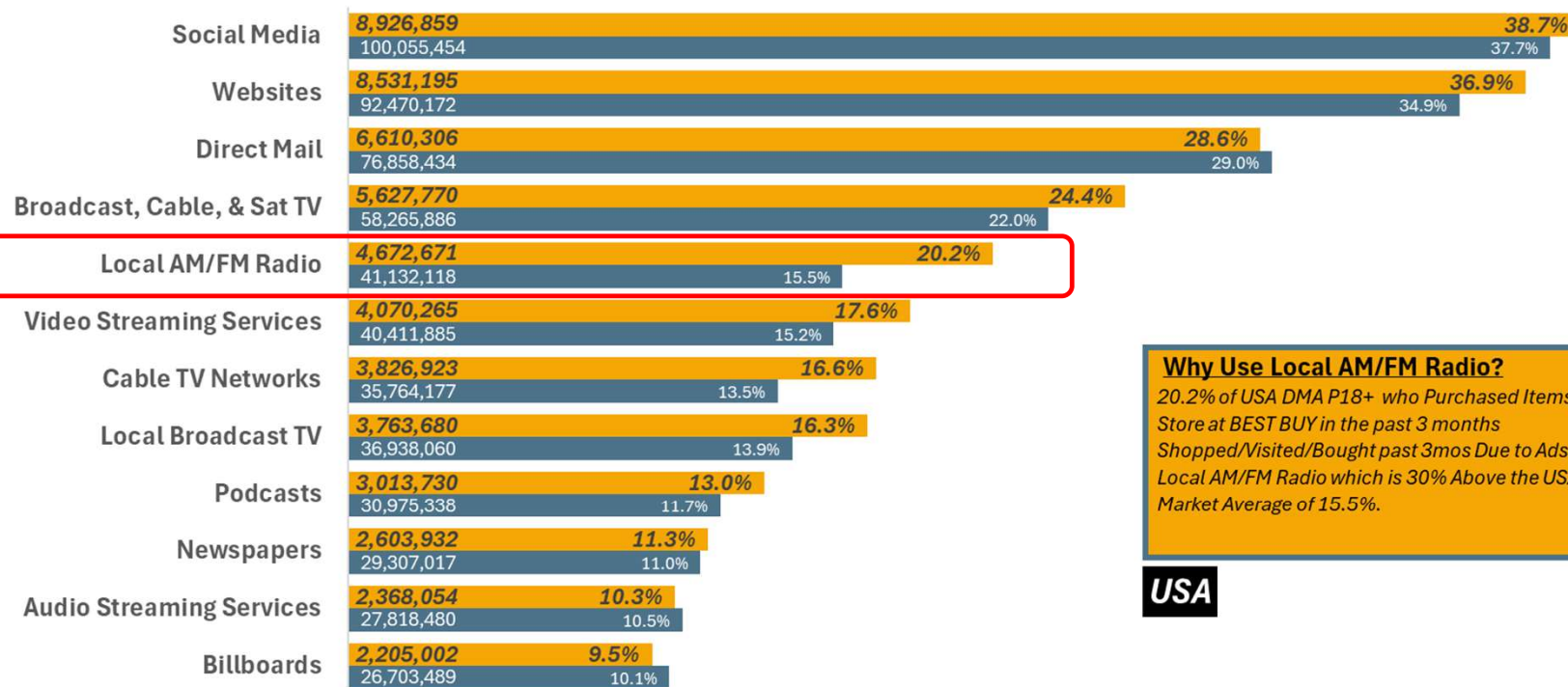


[[Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy]]



"Advertising Actions"

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



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

■ P18+ USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

Why Use Local AM/FM Radio?

20.2% of USA DMA P18+ who Purchased Items In-Store at BEST BUY in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 30% Above the USA DMA Market Average of 15.5%.

USA

USA DMA Scarborough R2 2025: Sep 24-Aug 25 Qual Intab: 2175
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

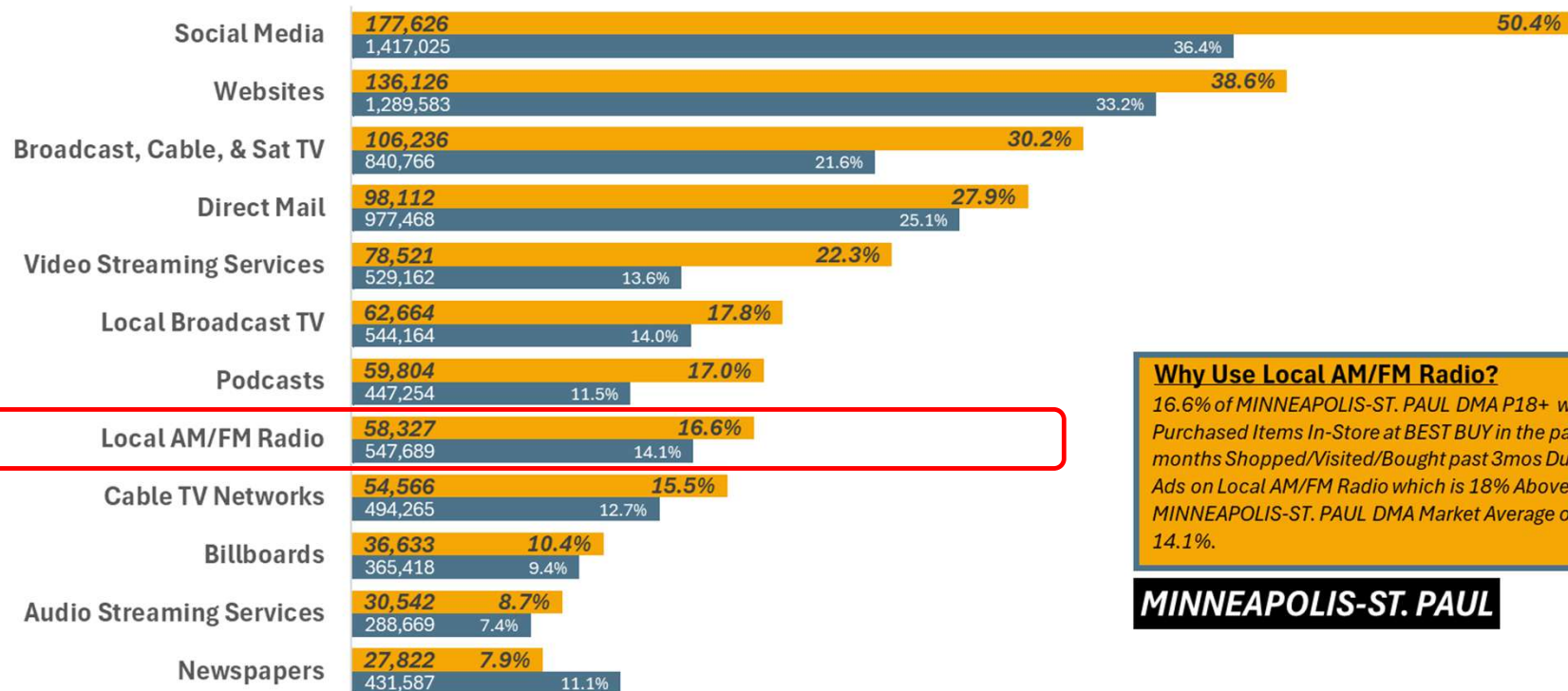
soefa.ai Share of Everything for Anything ©

[[Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy]]



"Advertising Actions"

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



Why Use Local AM/FM Radio?

16.6% of MINNEAPOLIS-ST. PAUL DMA P18+ who Purchased Items In-Store at BEST BUY in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 18% Above the MINNEAPOLIS-ST. PAUL DMA Market Average of 14.1%.

MINNEAPOLIS-ST. PAUL

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

■ P18+ MINNEAPOLIS-ST. PAUL AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab: 170
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

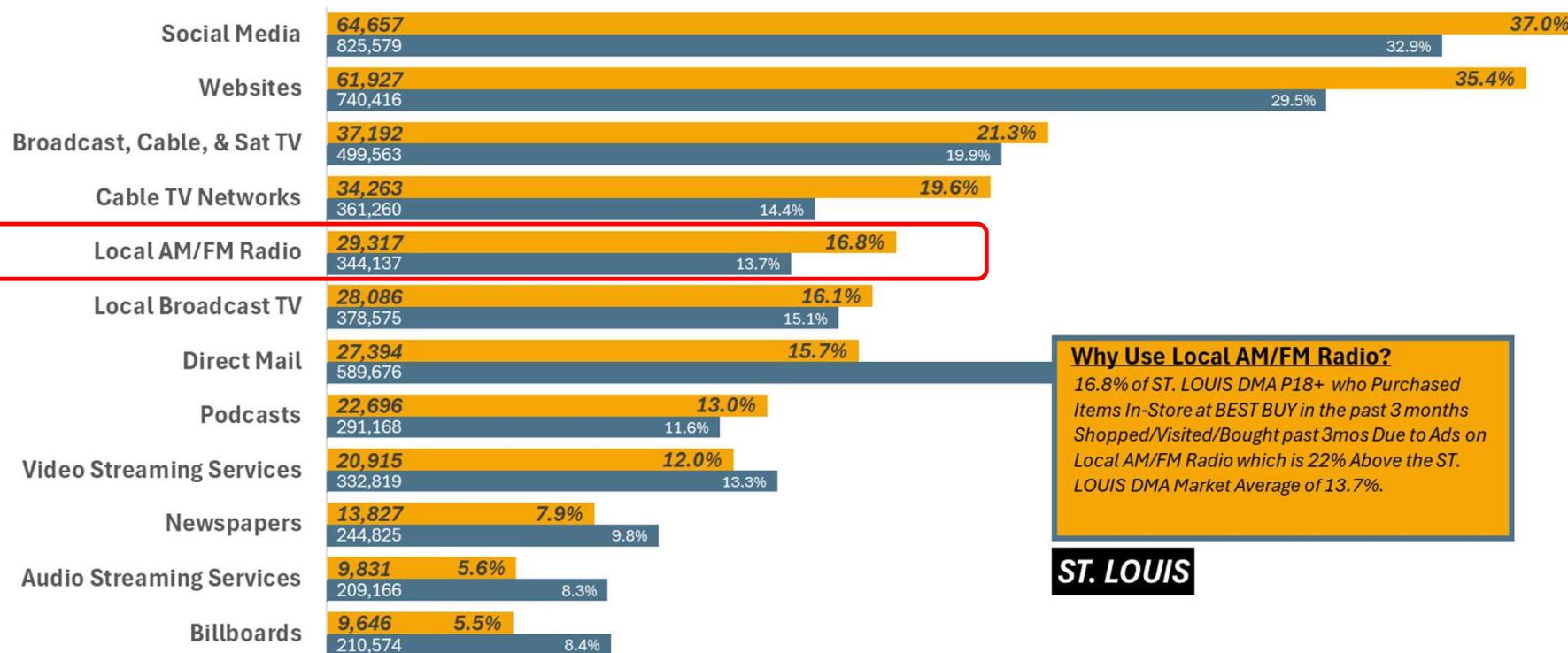
soefa.ai Share of Everything for Anything ®

[[Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy]]



"Advertising Actions"

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



Why Use Local AM/FM Radio?

16.8% of ST. LOUIS DMA P18+ who Purchased Items In-Store at BEST BUY in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 22% Above the ST. LOUIS DMA Market Average of 13.7%.

ST. LOUIS

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

■ P18+ ST. LOUIS AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

ST. LOUIS DMA ScarboroughR2 2025: Aug24-Jul25 Qual Intab: 158
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

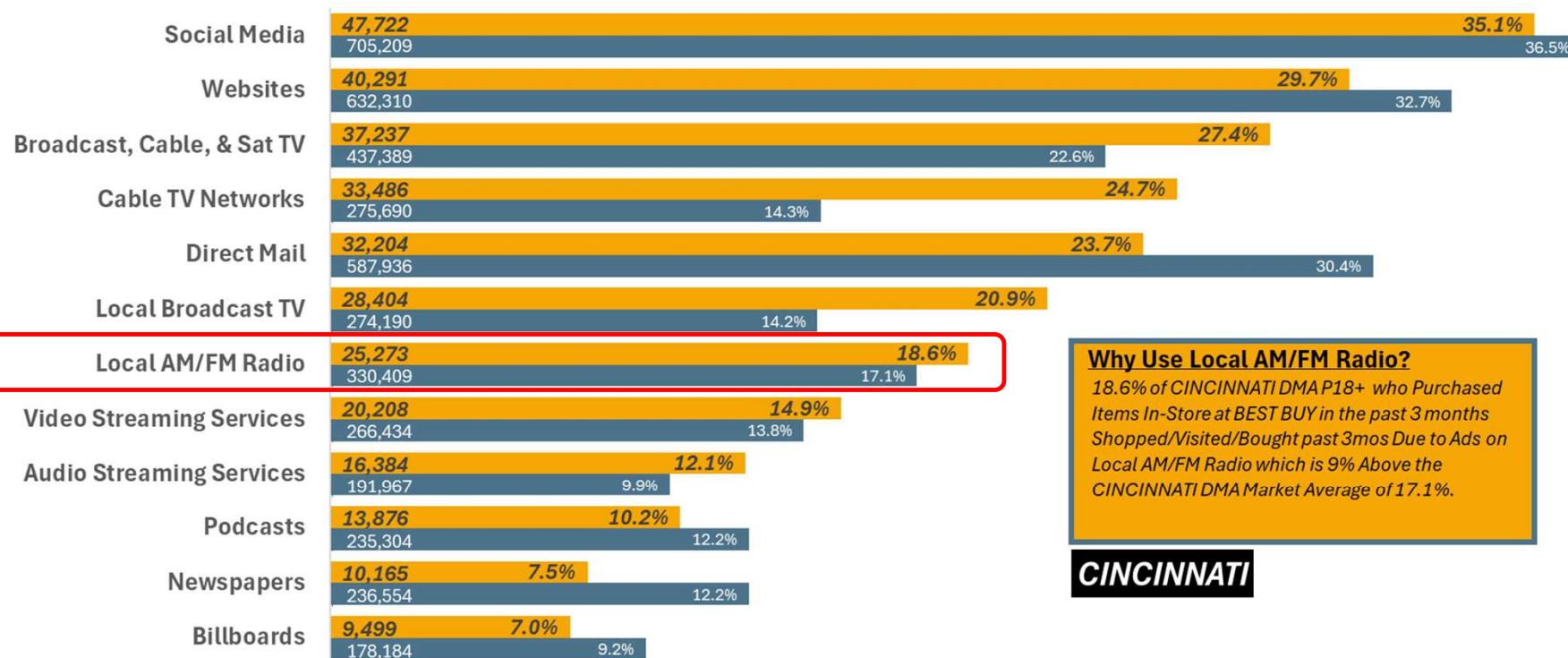
soefa.ai Share of Everything for Anything ®

[[Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy]]



"Advertising Actions"

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



Why Use Local AM/FM Radio?

18.6% of CINCINNATI DMA P18+ who Purchased Items In-Store at BEST BUY in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 9% Above the CINCINNATI DMA Market Average of 17.1%.

CINCINNATI

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

■ P18+ CINCINNATI AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 124

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

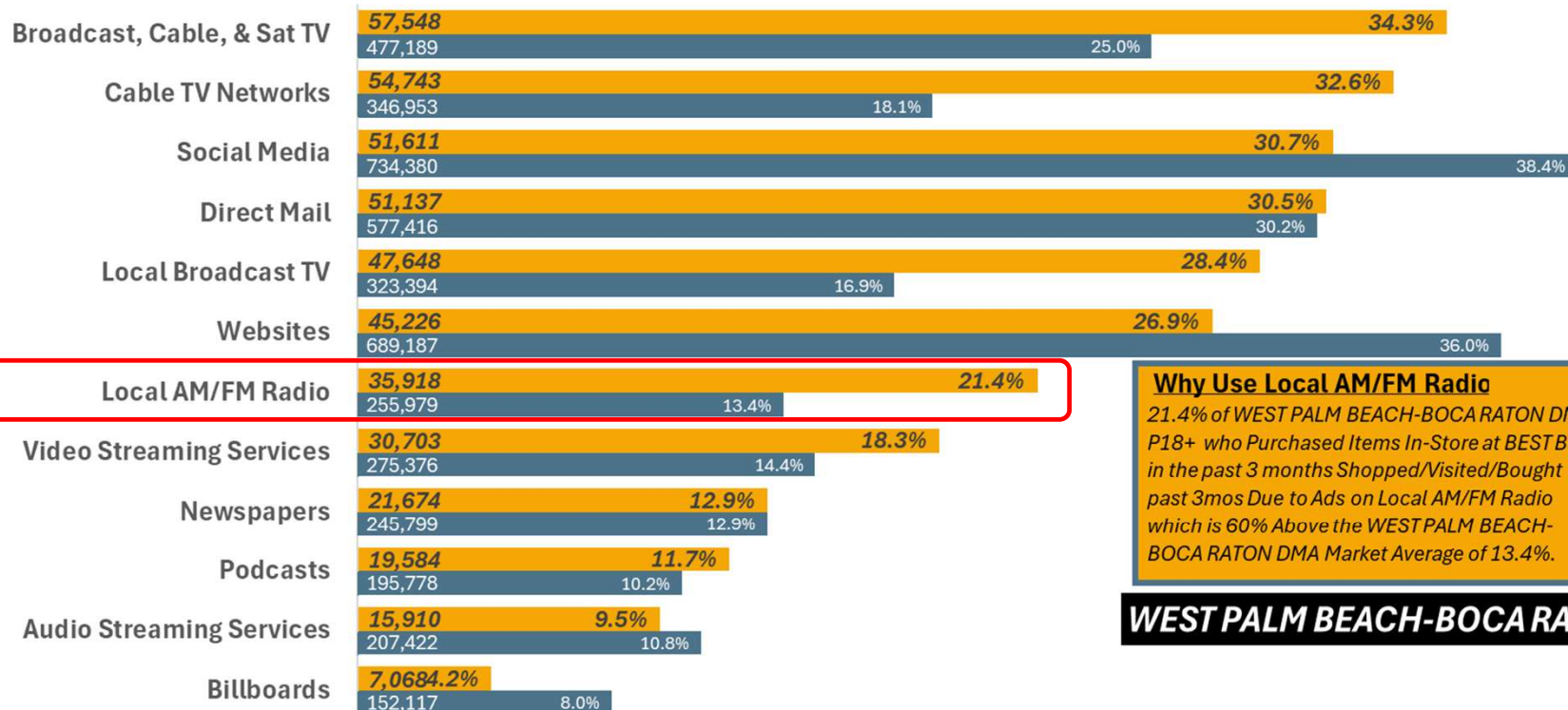
soefa.ai Share of Everything for Anything ©

[[Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy]]



"Advertising Actions"

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



Why Use Local AM/FM Radio

21.4% of WEST PALM BEACH-BOCA RATON DMA P18+ who Purchased Items In-Store at BEST BUY in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 60% Above the WEST PALM BEACH-BOCA RATON DMA Market Average of 13.4%.

WEST PALM BEACH-BOCA RATON

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

■ P18+ WEST PALM BEACH-BOCA RATON AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

WESTPALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab: 225

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved

soefa.ai Share of Everything for Anything

[[Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy]]