USA+4 DMAs – P18+ Purchasing Items In–Store past 3mos at COSTCO!

Complete Demographic & Media Use Profiles



COSTCO WHOLESALE™



COSTCO WHOLESALE USA

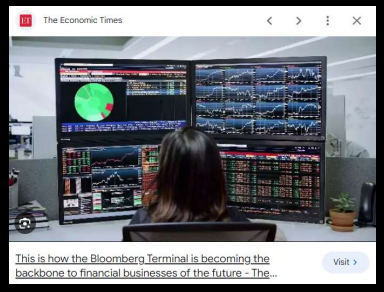
COSTCO WHOLESALE CHI

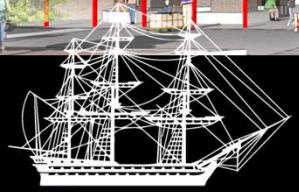
COSTCO WHOLESALE WDC

COSTCO WHOLESALE SEA

COSTCO WHOLESALE PHX

Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA, and PHOENIX DMA P18+ who Purchased Items In-Store at COSTCO past 3 months as of SEPTEMBER 2024.





Vanguard®

BLACKROCK

STATE STREET℠

P18+

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

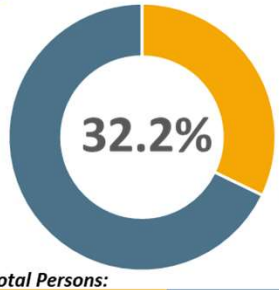
HUBBARD BROADCASTING INC. HB INC.

[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

COSTCO WHOLESALE USA

32.2% or 84,322,599 of USA Adults 18 or older Purchased Items In-Store at COSTCO in the past 3 mos.
Typical Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos are 50.2 years old (2.7% older than average) and have a $116,486 (26.% higher than average) annual household income.

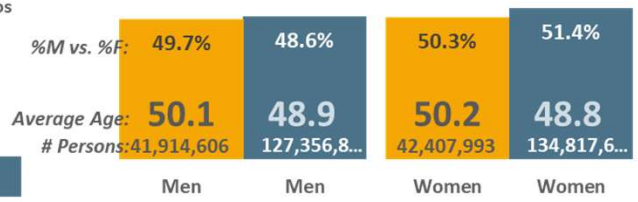
Percent of Market: Adults 18 or older



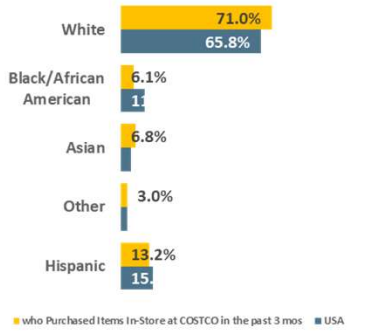
Total Persons:

who Purchased Items In-Store at COSTCO in the past 3 mos	Remainder of USA DMAs
84,322,599	177,851,901

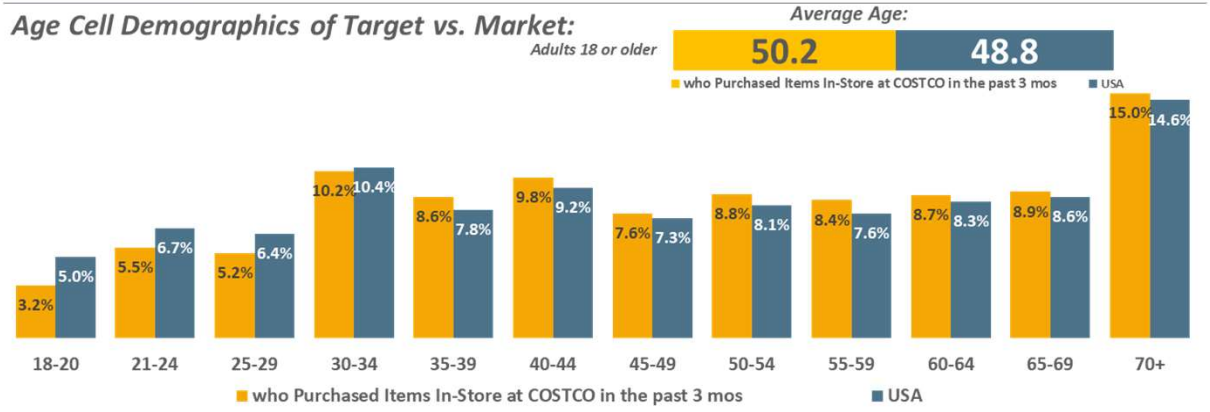
Gender of Target vs. Market: Adults 18 or older



Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:

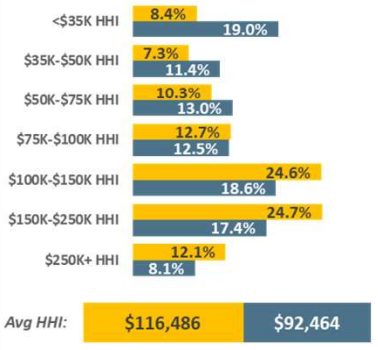


USA *USA Projection* *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *7,755*

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USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *23,243*

HHI of Target vs. Market:

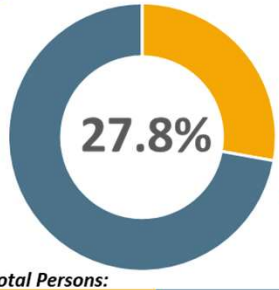


[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]



27.8% or 2,104,737 of CHI DMA Adults 18 or older Purchased Items In-Store at COSTCO in the past 3 mos. Typical Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos are 47.6 years old (1.6% younger than average) and have a $144,648 (35.8% higher than average) annual household income.

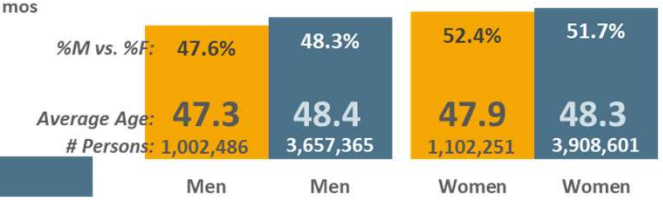
Percent of Market: Adults 18 or older



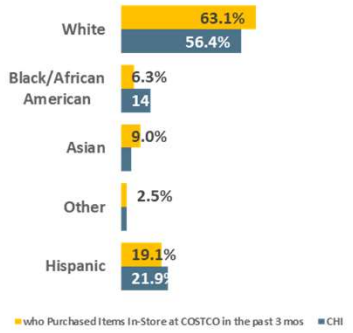
Total Persons:



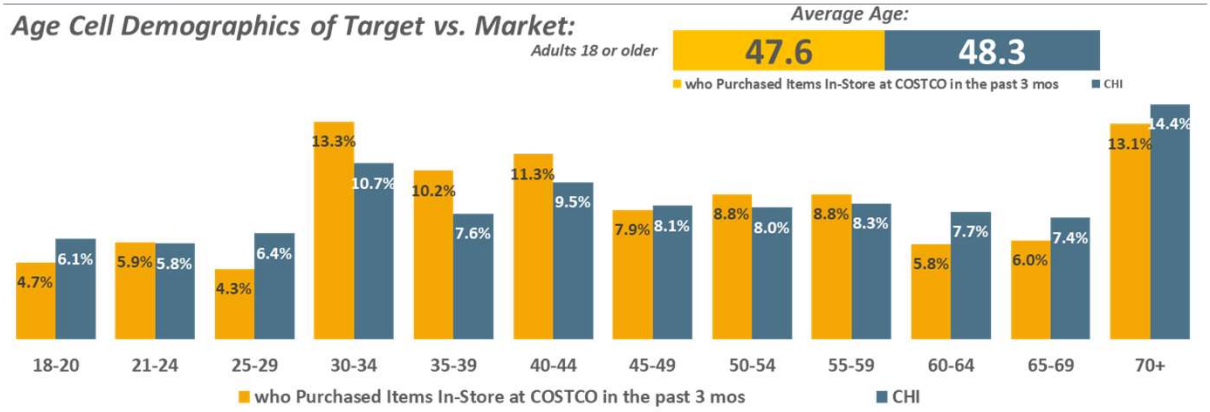
Gender of Target vs. Market: Adults 18 or older



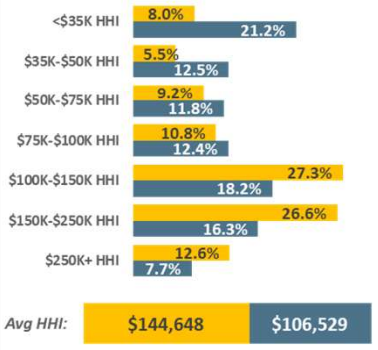
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



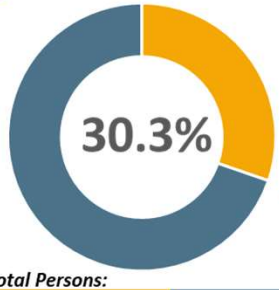
CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 907

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[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

30.3% or 1,723,541 of WDC DMA Adults 18 or older Purchased Items In-Store at COSTCO in the past 3 mos. Typical Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos are 49.2 years old (3.4% older than average) and have a $160,788 (20.7% higher than average) annual household income.

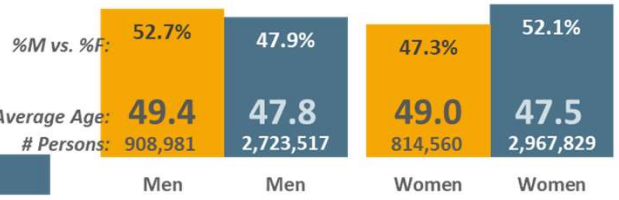
Percent of Market: Adults 18 or older



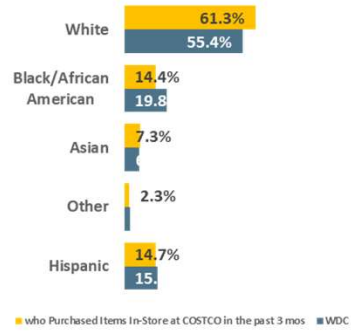
Total Persons:

1,723,541	3,967,805

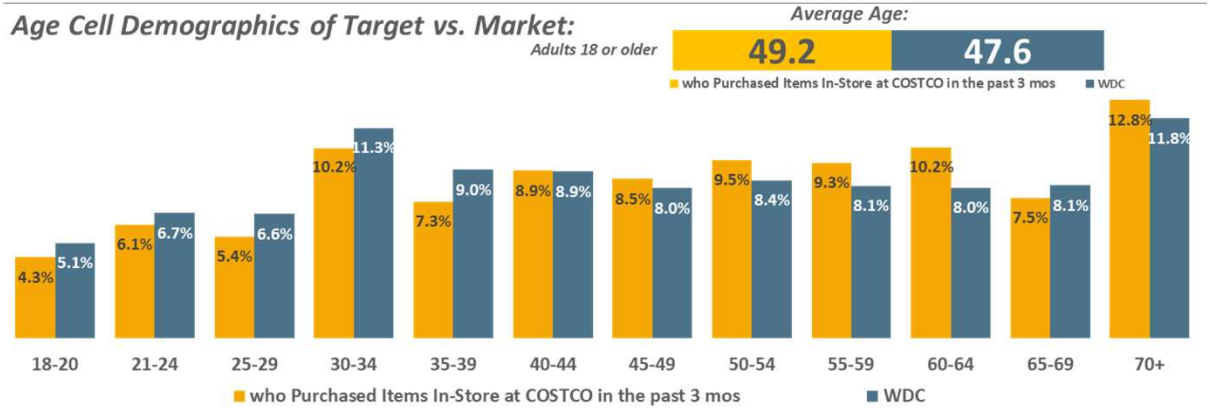
Gender of Target vs. Market: Adults 18 or older



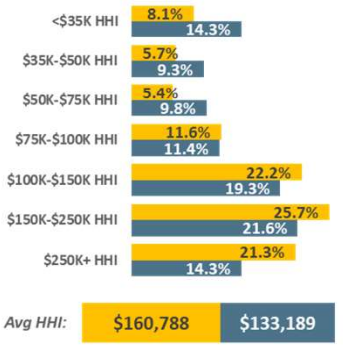
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$160,788	$133,189

WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,829

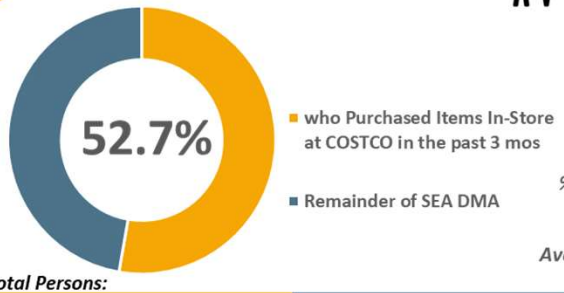
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[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

COSTCO WHOLESALE SEA

52.7% or 2,375,185 of SEA DMA Adults 18 or older Purchased Items In-Store at COSTCO in the past 3 mos. Typical Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos are 50.9 years old (5.4% older than average) and have a $141,230 (15.1% higher than average) annual household income.

Percent of Market: Adults 18 or older



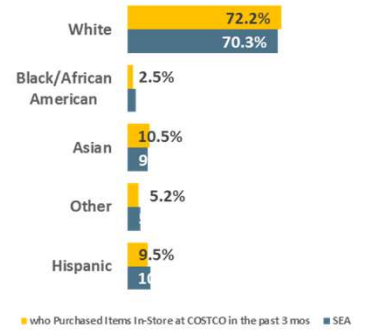
Total Persons:

who Purchased Items In-Store at COSTCO in the past 3 mos	Remainder of SEA DMA
2,375,185	2,129,415

Gender of Target vs. Market: Adults 18 or older

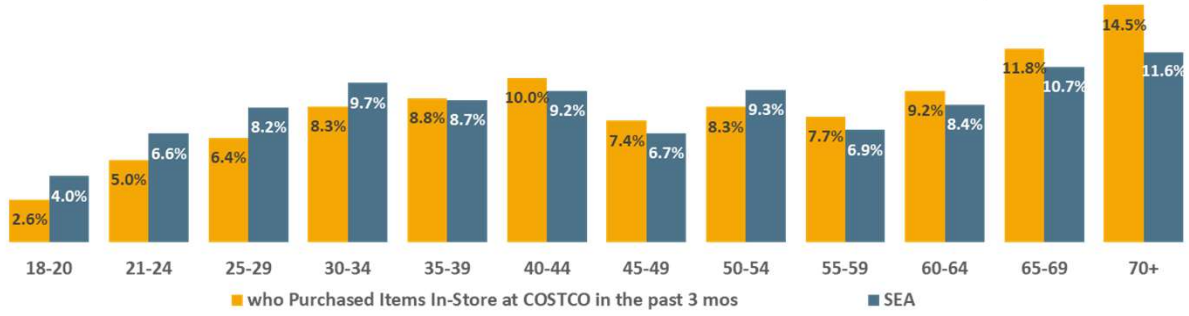
	Men	Men	Women	Women
%M vs. %F:	49.2%	49.5%	50.8%	50.5%
Average Age:	50.8	48.3	51.0	48.3
# Persons:	1,167,721	2,231,123	1,207,464	2,273,477

Ethnicity of Target vs. Market:

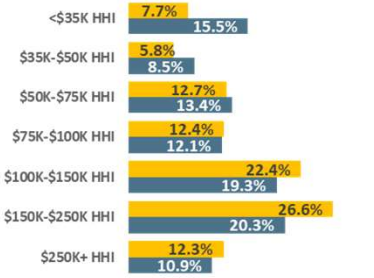


Age Cell Demographics of Target vs. Market:

Adults 18 or older	Average Age: who Purchased Items In-Store at COSTCO in the past 3 mos	Average Age: SEA
	50.9	48.3



HHI of Target vs. Market:



Avg HHI:	$141,230	$122,671

SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,159

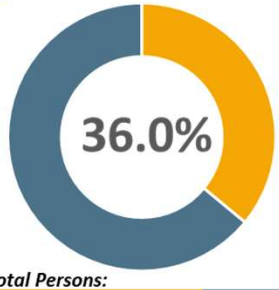
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[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

COSTCO WHOLESALE PHX

36.% or 1,679,022 of PHX DMA Adults 18 or older Purchased Items In-Store at COSTCO in the past 3 mos. Typical Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos are 50.3 years old (1.7% older than average) and have a $118,431 (19.7% higher than average) annual household income.

Percent of Market: Adults 18 or older



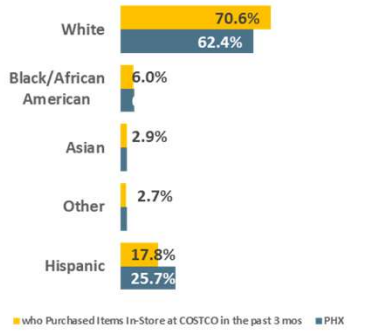
Total Persons:

1,679,022	2,987,145

Gender of Target vs. Market: Adults 18 or older

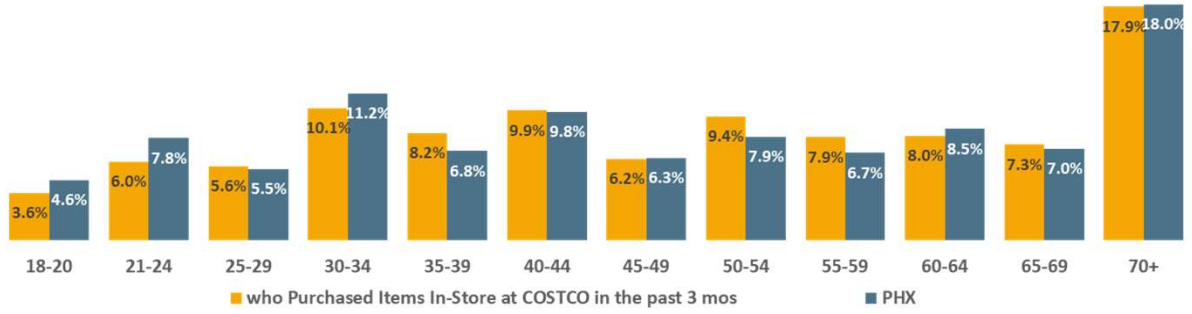
	Men	Men	Women	Women
%M vs. %F:	46.0%	49.0%	54.0%	51.0%
Average Age:	49.8	49.2	50.7	49.7
# Persons:	772,187	2,284,310	906,835	2,381,857

Ethnicity of Target vs. Market:

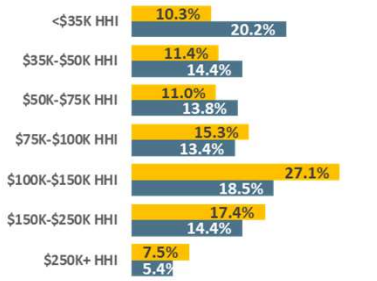


Age Cell Demographics of Target vs. Market:

Adults 18 or older	Average Age: 50.3	49.4



HHI of Target vs. Market:



Avg HHI:	$118,431	$98,906

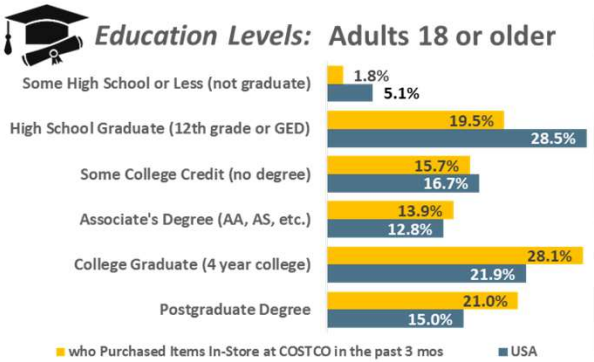
PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 903

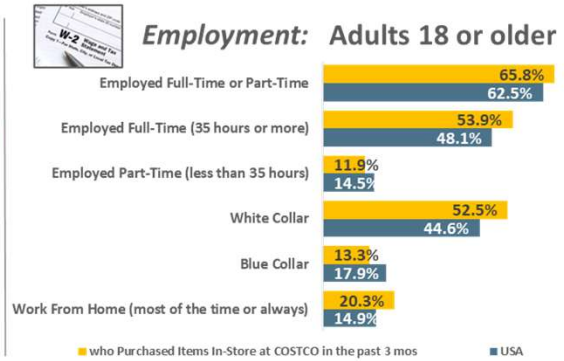
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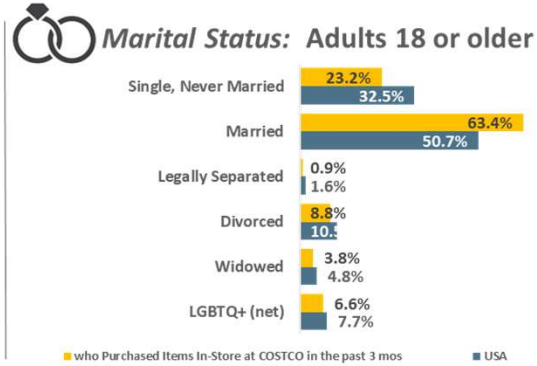
[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

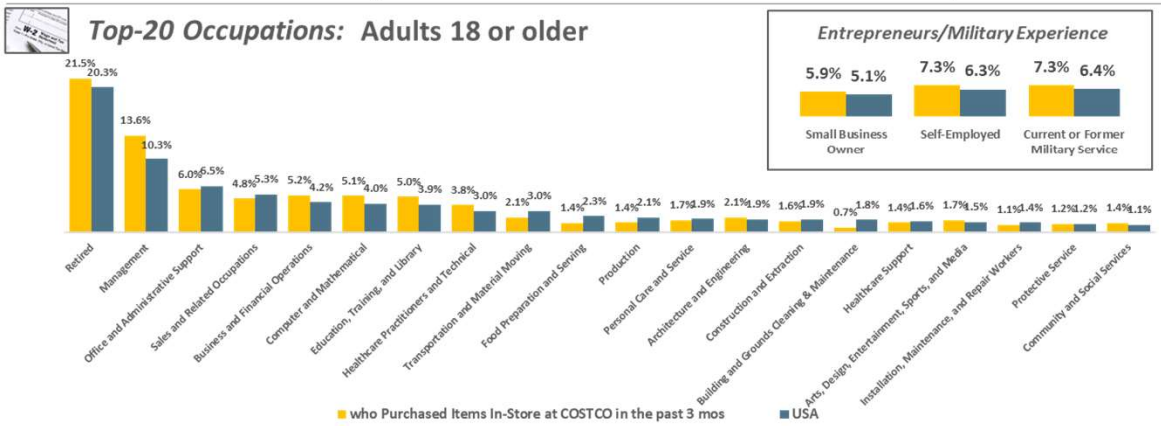


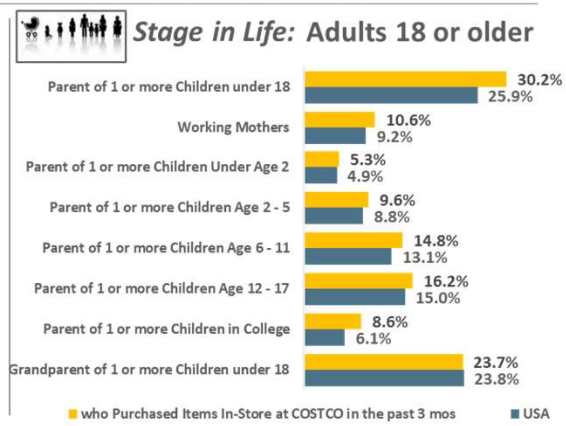
32.2% or 84,322,599 of USA Adults 18 or older Purchased Items In-Store at COSTCO in the past 3 mos. Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos are 33.1% more likely to be a college graduate, 12.1% more likely to work full-time, 25.1% more likely to be married, 16.7% more likely to be a parent of 1 or more children under











USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 7,755

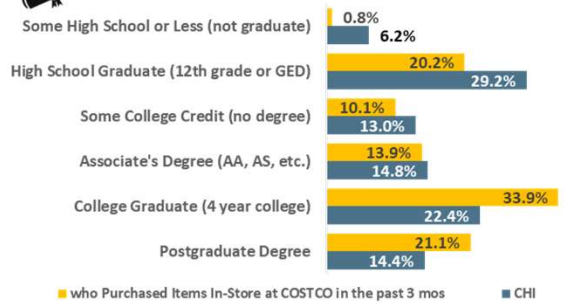
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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

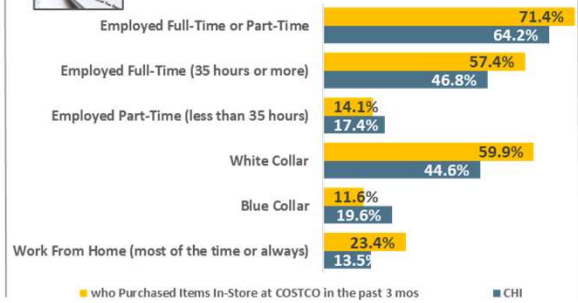
[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

27.8% or 2,104,737 of CHI DMA Adults 18 or older Purchased Items In-Store at COSTCO in the past 3 mos. Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos are 49.3% more likely to be a college graduate, 22.7% more likely to work full-time, 31.3% more likely to be married, 32.% more likely to be a parent of 1 or more children under 1

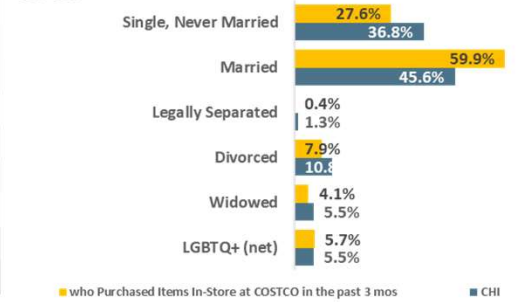
Education Levels: Adults 18 or older



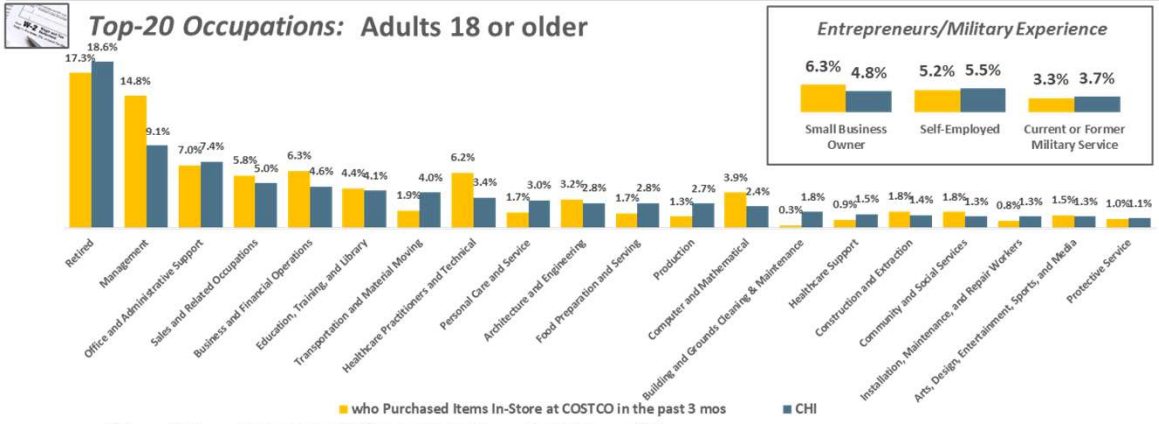
Employment: Adults 18 or older



Marital Status: Adults 18 or older

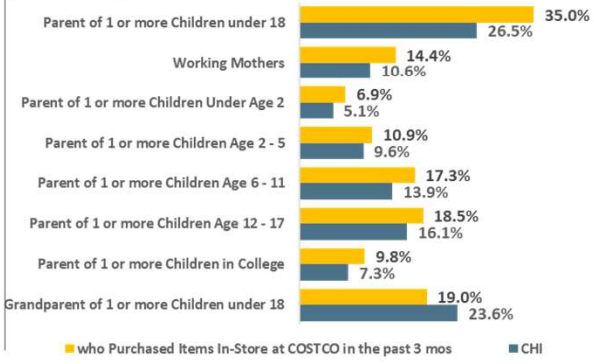


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 907

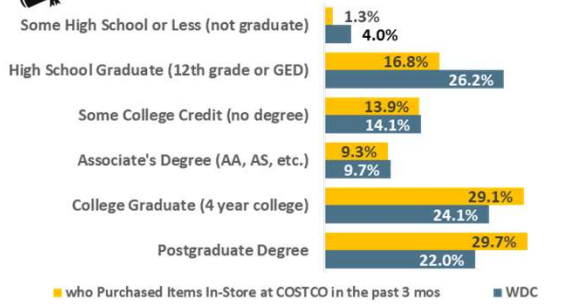
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[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

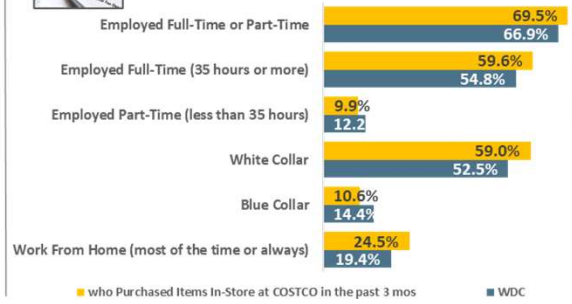
COSTCO WHOLESALE WDC

30.3% or 1,723,541 of WDC DMA Adults 18 or older Purchased Items In-Store at COSTCO in the past 3 mos. Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos are 27.7% more likely to be a college graduate, 8.9% more likely to work full-time, 17.5% more likely to be married, 11.8% more likely to be a parent of 1 or more children under 1

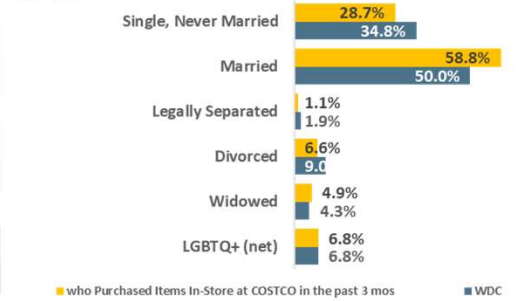
Education Levels: Adults 18 or older



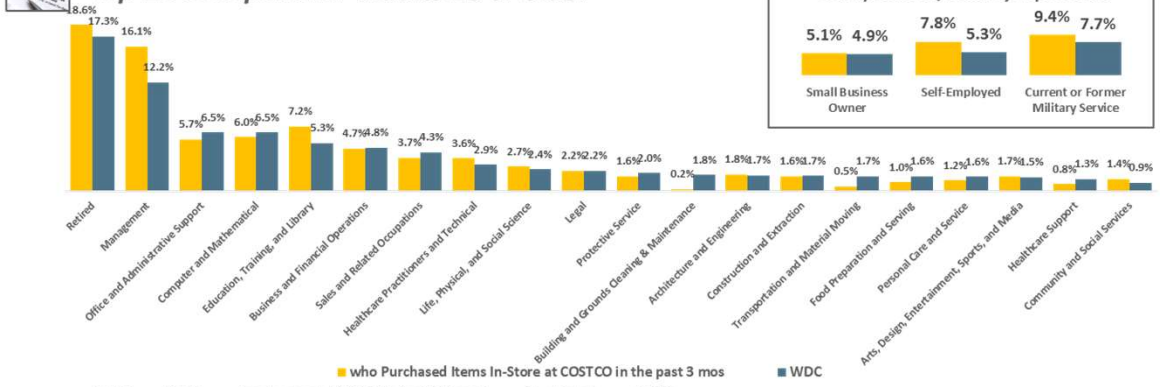
Employment: Adults 18 or older



Marital Status: Adults 18 or older

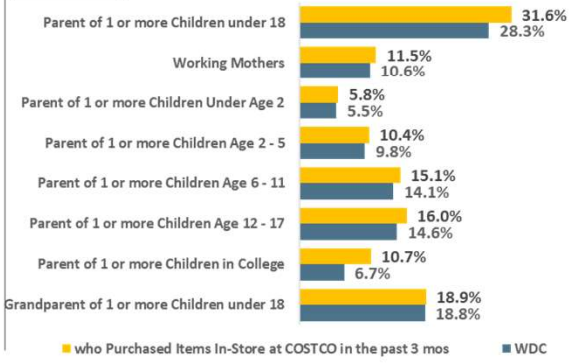


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



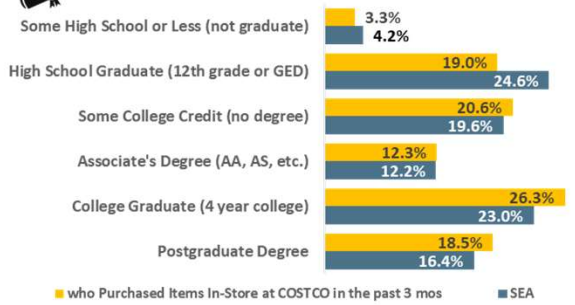
WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,829

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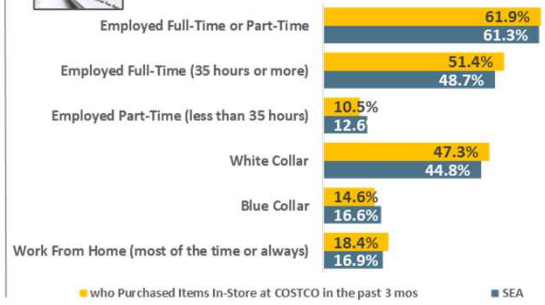
[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

52.7% or 2,375,185 of SEA DMA Adults 18 or older Purchased Items In-Store at COSTCO in the past 3 mos. Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos are 13.8% more likely to be a college graduate, 5.4% more likely to work full-time, 19.8% more likely to be married, 10.3% more likely to be a parent of 1 or more children under 1

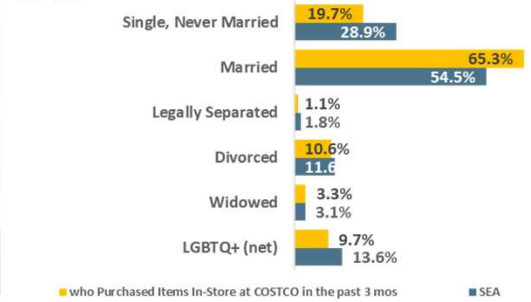
Education Levels: Adults 18 or older



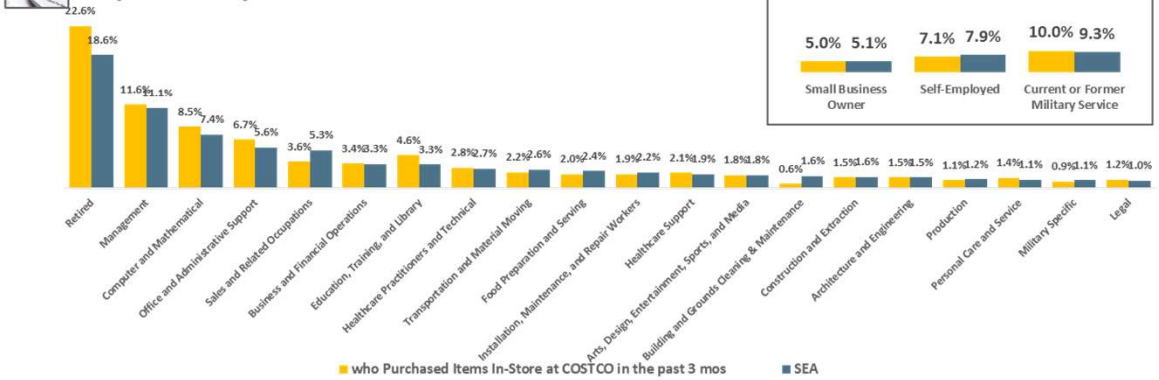
Employment: Adults 18 or older



Marital Status: Adults 18 or older

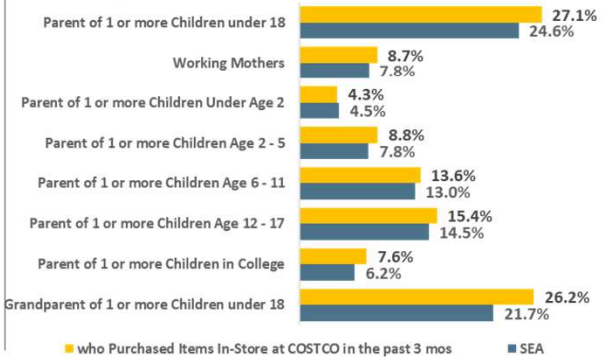


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



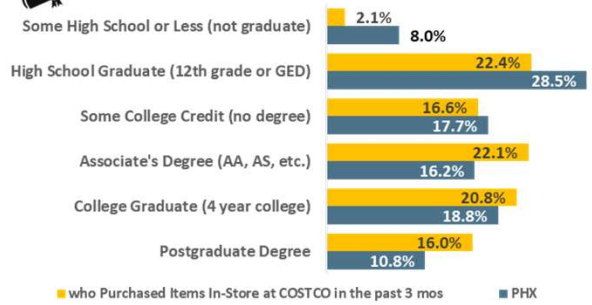
SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,159

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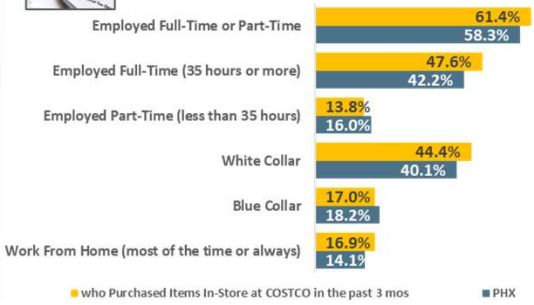
[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

36.% or 1,679,022 of PHX DMA Adults 18 or older Purchased Items In-Store at COSTCO in the past 3 mos. Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos are 24.5% more likely to be a college graduate, 12.7% more likely to work full-time, 17.3% more likely to be married, 18.8% more likely to be a parent of 1 or more children under

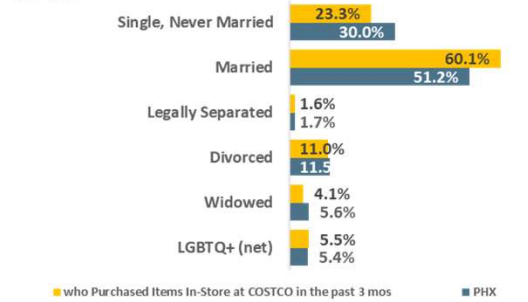
Education Levels: Adults 18 or older



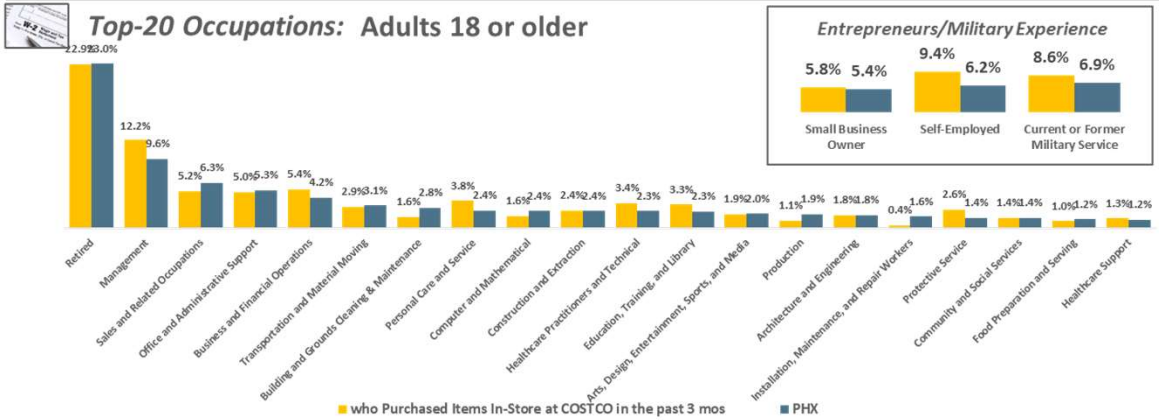
Employment: Adults 18 or older



Marital Status: Adults 18 or older

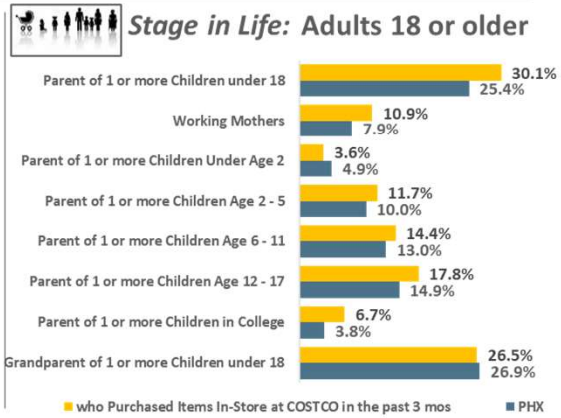


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



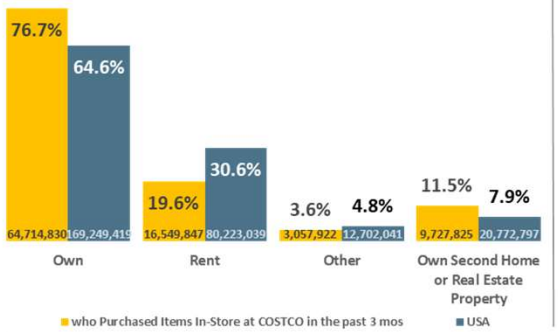
PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 903

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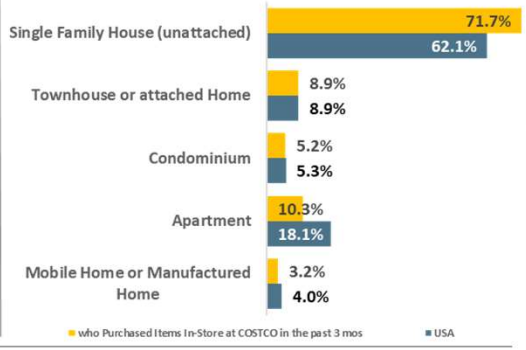
[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

32.2% or 84,322,599 of USA Adults 18 or older Purchased Items In-Store at COSTCO in the past 3 mos. Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos are 18.9% more likely to own their home, 45.% more likely to own a higher valued home, 15.6% more likely to have a single-family home, 14.2% more likely to have a dog.

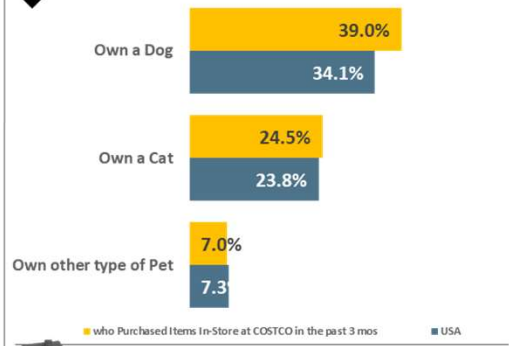
Own/Rent/Other: Adults 18 or older



Type of Home: Adults 18 or older



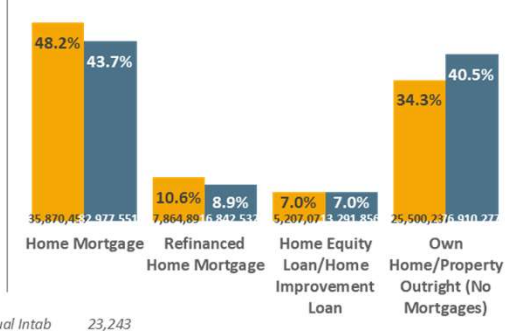
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *7,755*

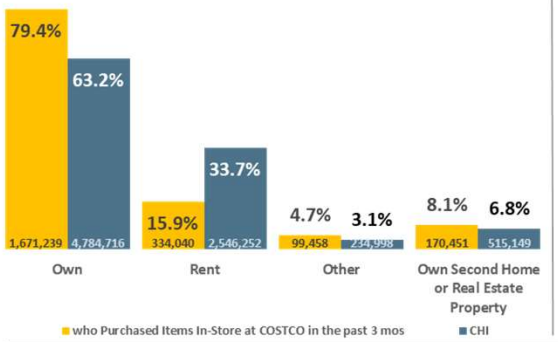
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USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *23,243*

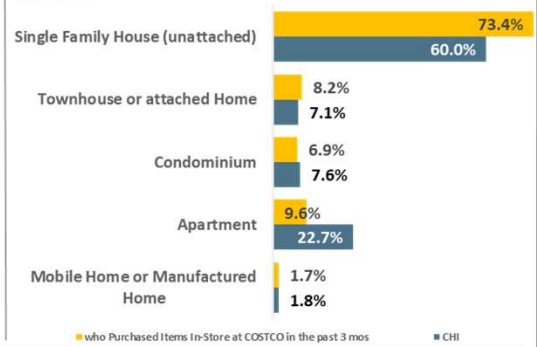
[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

27.8% or 2,104,737 of CHI DMA Adults 18 or older Purchased Items In-Store at COSTCO in the past 3 mos. Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos are 25.6% more likely to own their home, 15.% more likely to own a higher valued home, 22.3% more likely to have a single-family home, 40.9% more likely to have a dog.

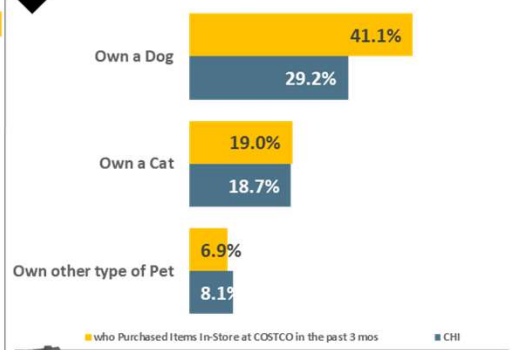
Own/Rent/Other: Adults 18 or older



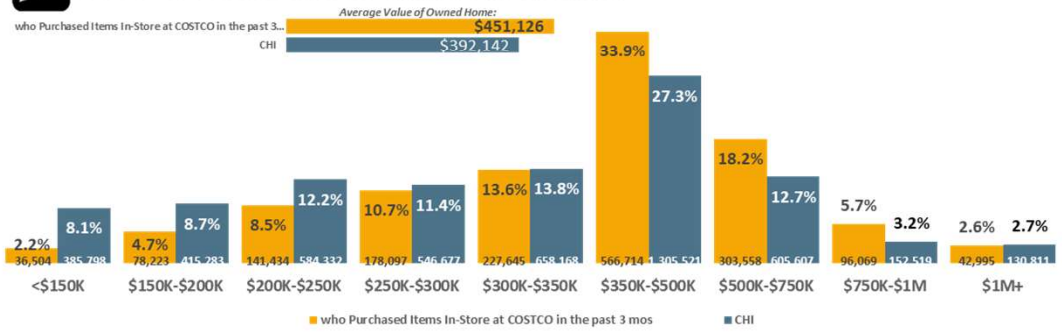
Type of Home: Adults 18 or older



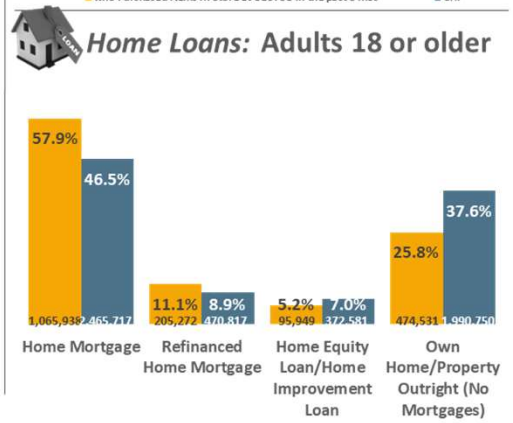
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



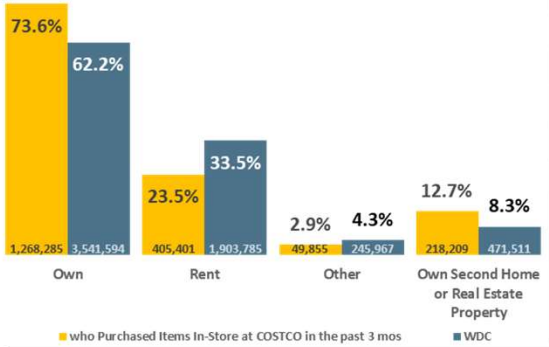
CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 907

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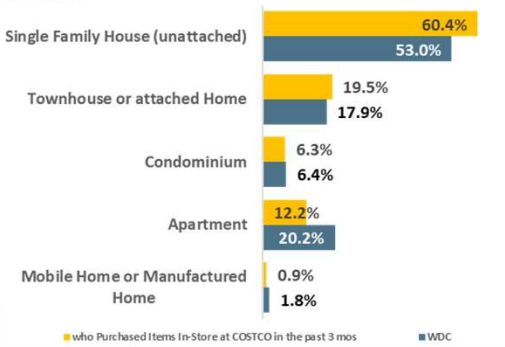
[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

30.3% or 1,723,541 of WDC DMA Adults 18 or older Purchased Items In-Store at COSTCO in the past 3 mos. Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos are 18.3% more likely to own their home, 13.8% more likely to own a higher valued home, 13.9% more likely to have a single-family home, 15.9% more likely to have a dog.

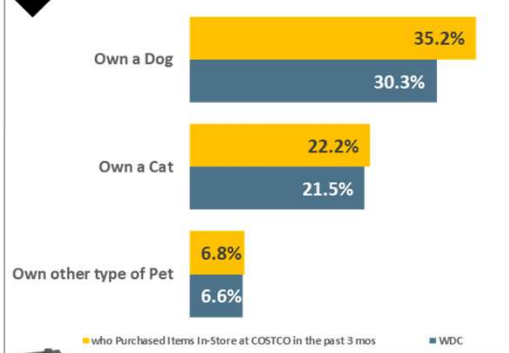
Own/Rent/Other: Adults 18 or older



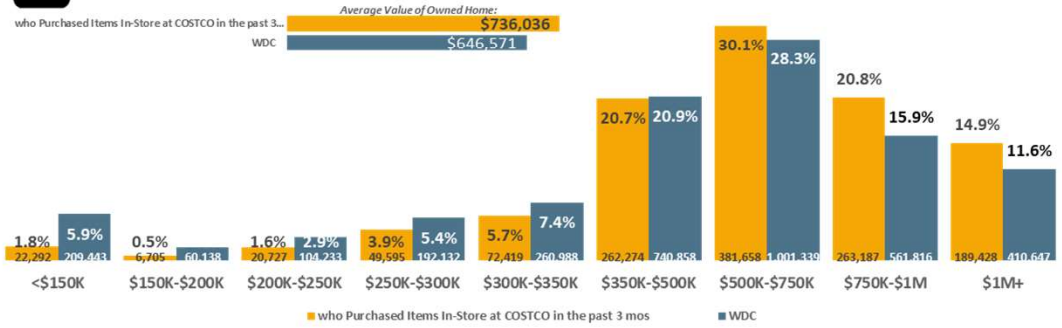
Type of Home: Adults 18 or older



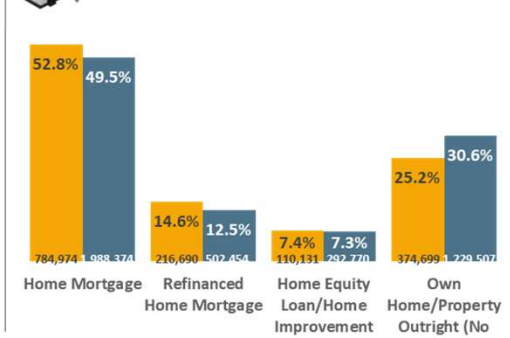
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



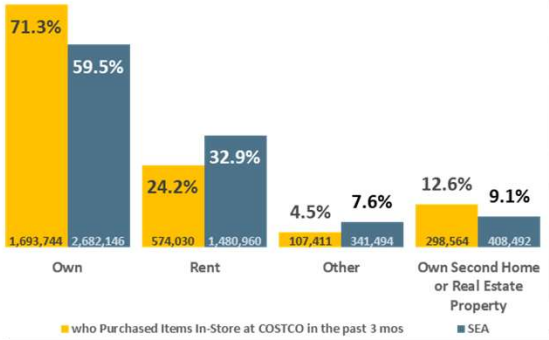
WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,829

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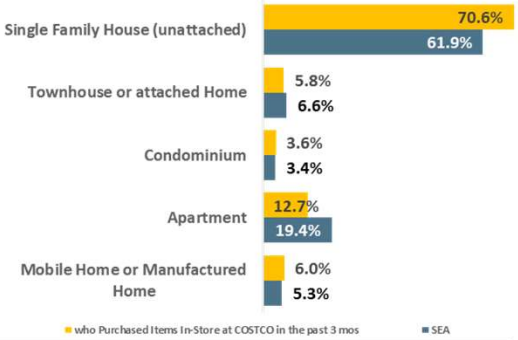
[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

52.7% or 2,375,185 of SEA DMA Adults 18 or older Purchased Items In-Store at COSTCO in the past 3 mos. Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos are 19.8% more likely to own their home, 5.3% more likely to own a higher valued home, 14.1% more likely to have a single-family home, .3% more likely to have a dog.

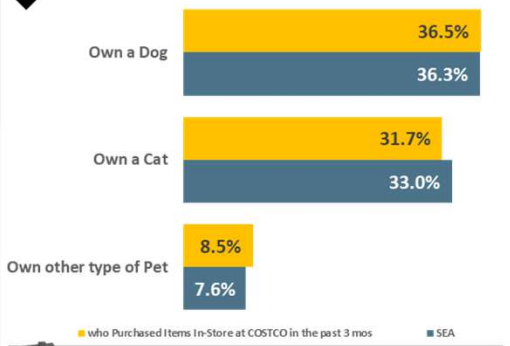
Own/Rent/Other: Adults 18 or older



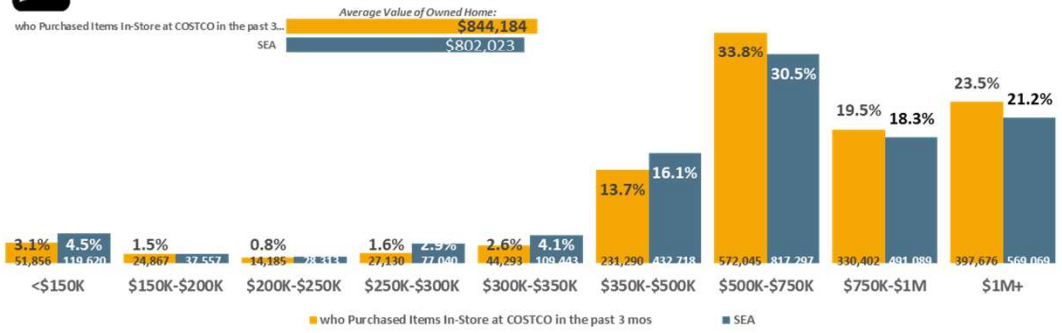
Type of Home: Adults 18 or older



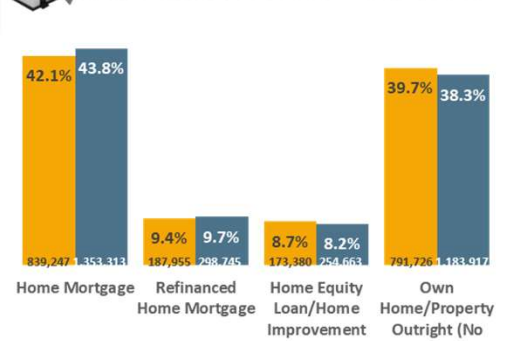
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,159

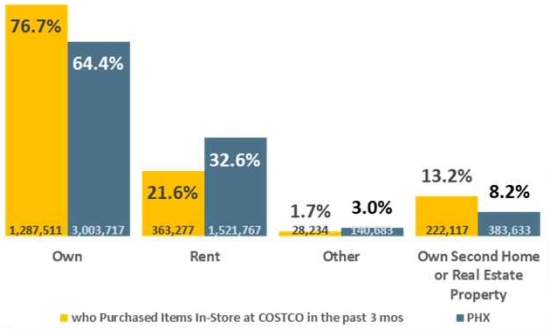
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[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

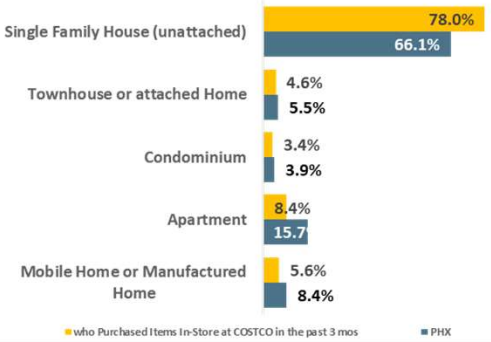


36.% or 1,679,022 of PHX DMA Adults 18 or older Purchased Items In-Store at COSTCO in the past 3 mos. Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos are 19.1% more likely to own their home, 11.% more likely to own a higher valued home, 17.9% more likely to have a single-family home, 5.9% more likely to have a dog.

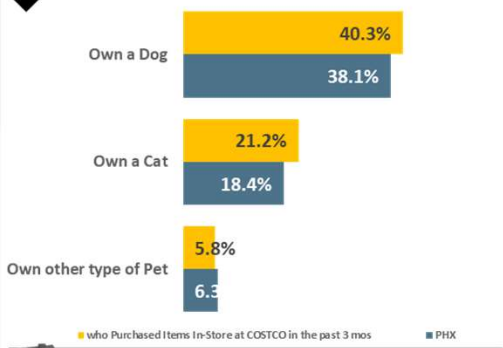
Own/Rent/Other: Adults 18 or older



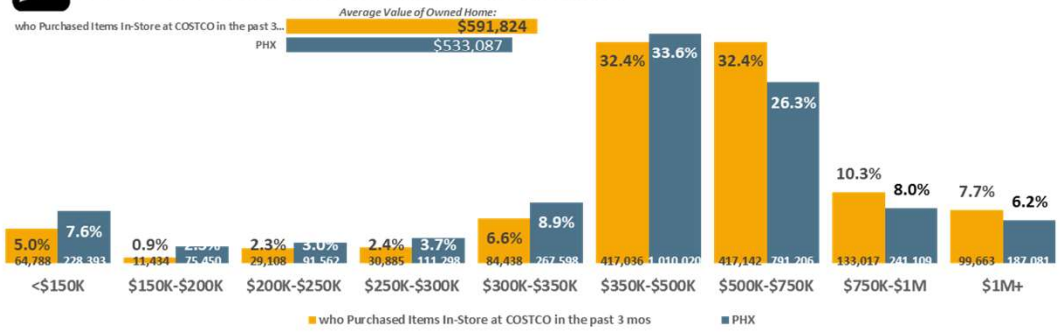
Type of Home: Adults 18 or older



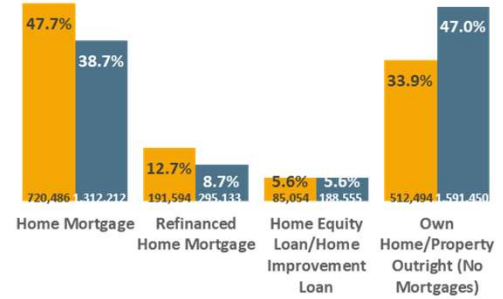
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



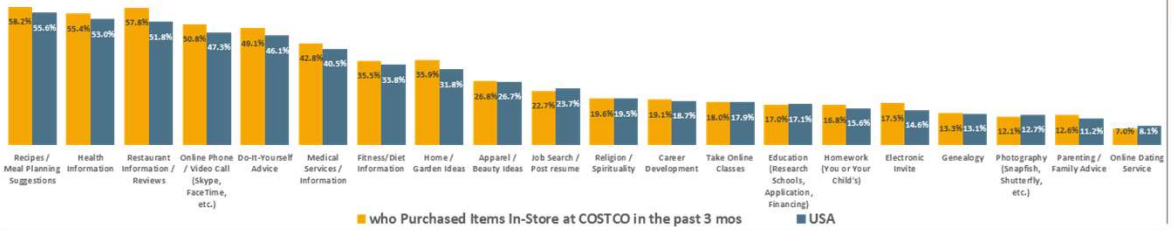
PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 903

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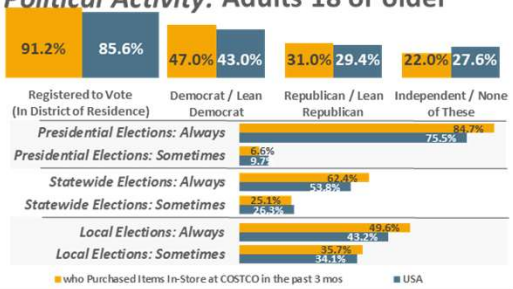
[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

32.2% or 84,322,599 of USA Adults 18 or older Purchased Items In-Store at COSTCO in the past 3 mos. Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos are 6.4% more likely to look up D-I-Y advice online, 14.6% more likely to always vote in local elections, 25.4% more likely to belong to a gym, 21.9% more likely to fly domestic p

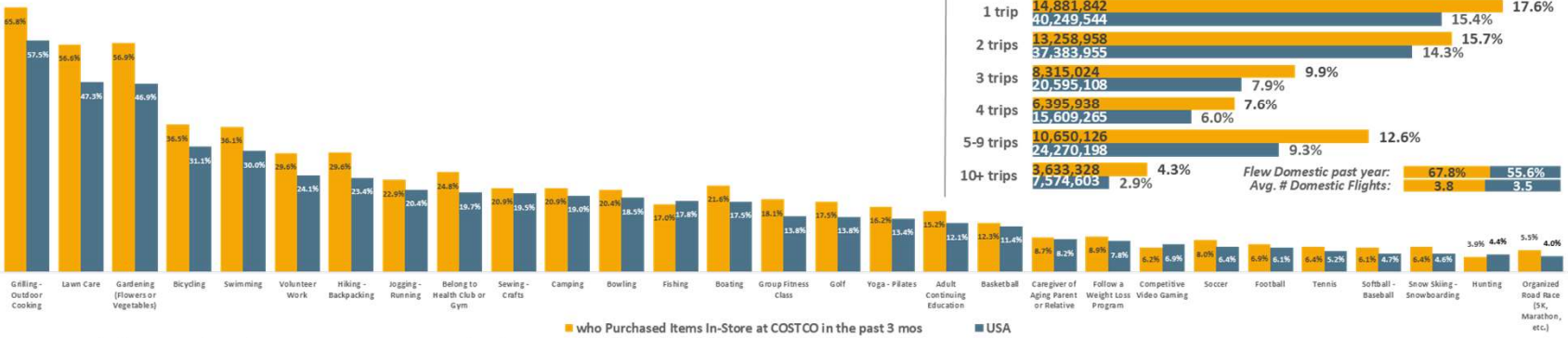
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 7,755

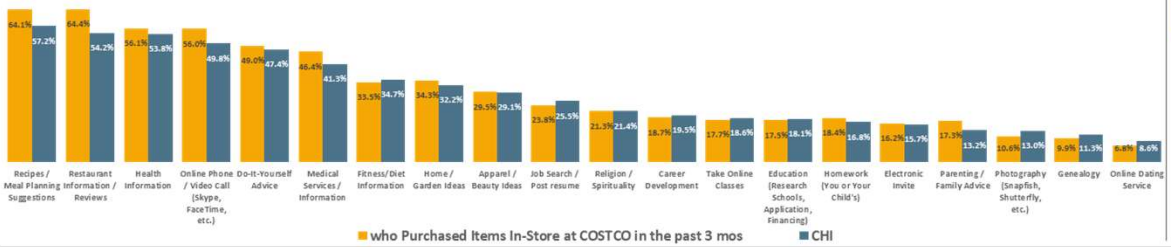
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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

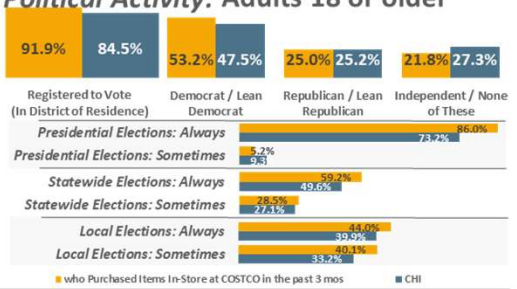
[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

27.8% or 2,104,737 of CHI DMA Adults 18 or older Purchased Items In-Store at COSTCO in the past 3 mos. Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos are 3.4% more likely to look up D-I-Y advice online, 10.2% more likely to always vote in local elections, 30.3% more likely to belong to a gym, 20.6% more likely to fly domestic p

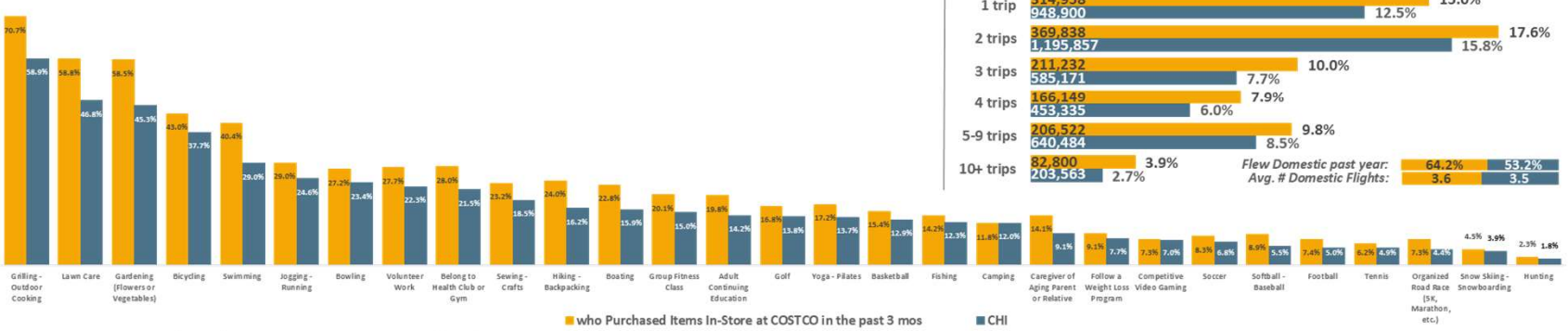
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

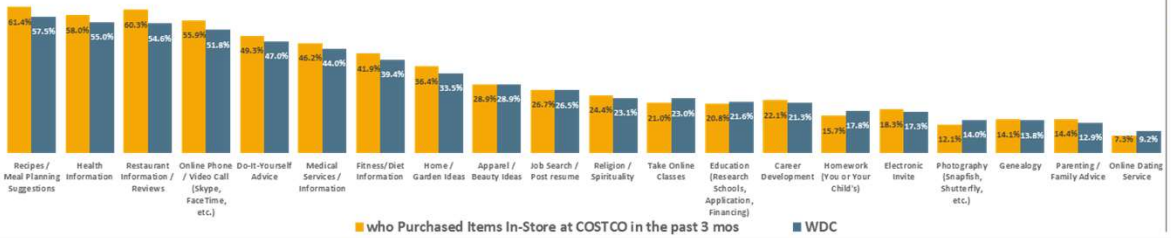
CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 907

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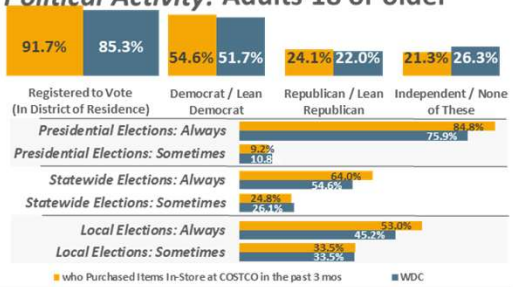
[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

30.3% or 1,723,541 of WDC DMA Adults 18 or older Purchased Items In-Store at COSTCO in the past 3 mos. Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos are 4.8% more likely to look up D-I-Y advice online, 17.2% more likely to always vote in local elections, 15.2% more likely to belong to a gym, 15.% more likely to fly domestic pa

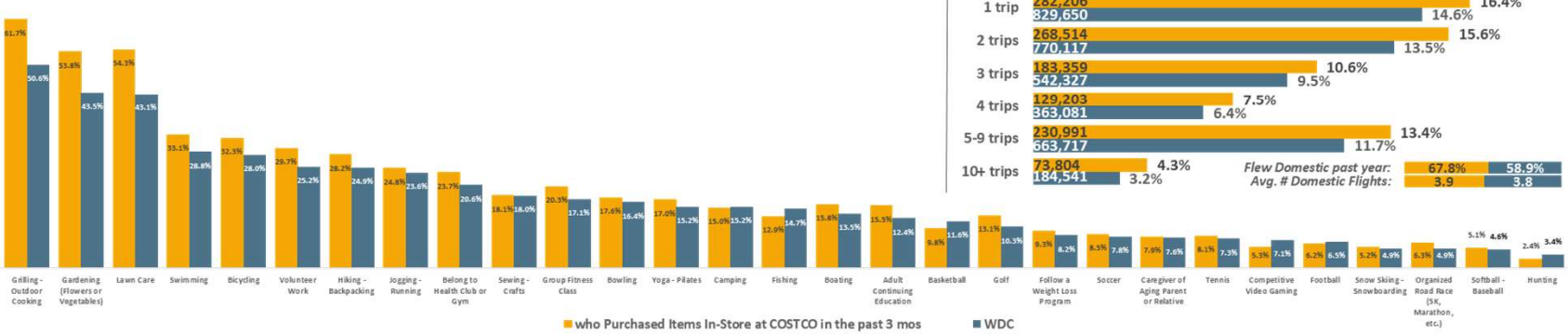
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

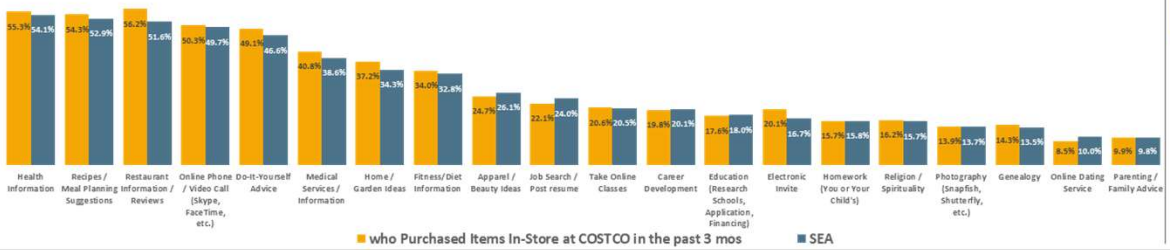
WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,829

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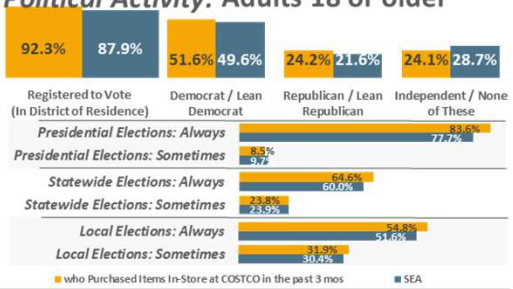
[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

52.7% or 2,375,185 of SEA DMA Adults 18 or older Purchased Items In-Store at COSTCO in the past 3 mos. Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos are 5.3% more likely to look up D-I-Y advice online, 6.1% more likely to always vote in local elections, 22.6% more likely to belong to a gym, 13.2% more likely to fly domestic pa

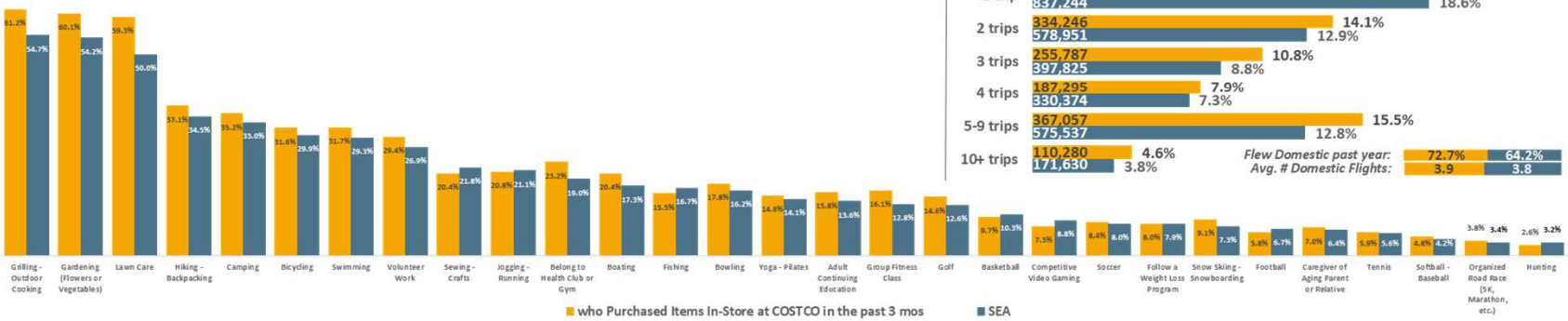
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,159

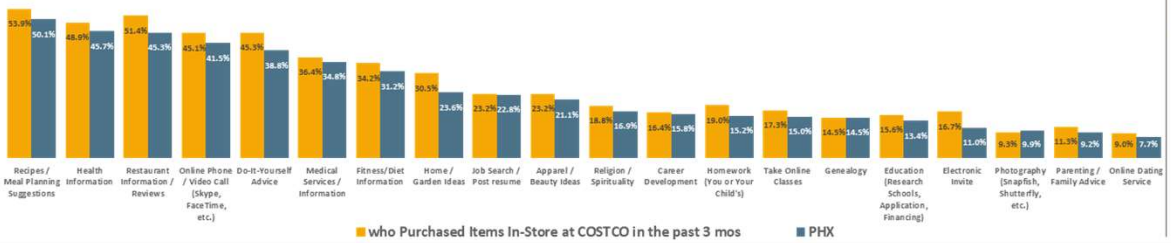
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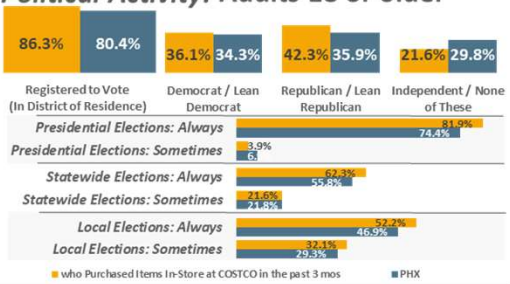


36.% or 1,679,022 of PHX DMA Adults 18 or older Purchased Items In-Store at COSTCO in the past 3 mos. Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos are 16.9% more likely to look up D-I-Y advice online, 11.3% more likely to always vote in local elections, 16.2% more likely to belong to a gym, 29.7% more likely to fly domestic

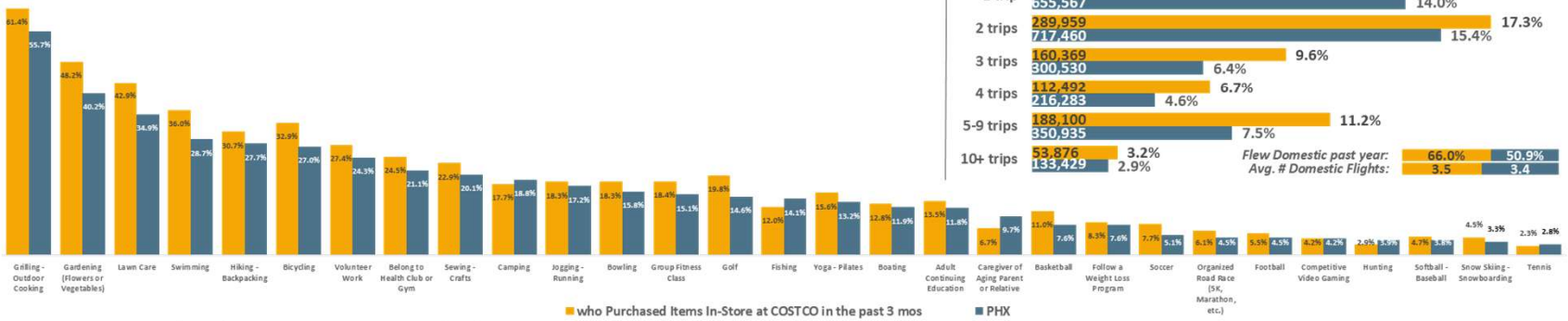
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 903

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[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]



32.2% or 84,322,599 of USA Adults 18 or older Purchased Items In-Store at COSTCO in the past 3 mos. Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos are 3.% more likely to use QSRs past mo., 12.8% more likely to use Sit-Down Restaurants past mo., 9.1% more likely to use Casinos past yr., 48.8% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 90.3% 87.7% — 76,132,865 — 229,822,149

Avg. Monthly QSR Meals: 6.5 — 6.3

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



Total Monthly Sit-Down Restaurant Users: 84.2% 74.7% — 71,012,932 — 195,761,148

Avg. Monthly Sit-Down Restaurant Meals: 4.1 — 4.0

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 COSTCO in the past 3... 15,413,460 — 18.3%

USA 48,602,002 — 18.6%

Drank Past 30-days: Adults 18 or older



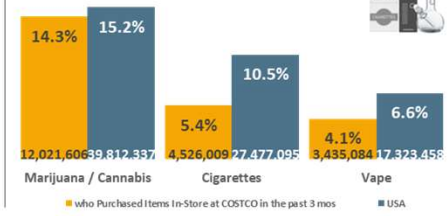
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





USA *USA Projection* *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *7,755*

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USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *23,243*

[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]



27.8% or 2,104,737 of CHI DMA Adults 18 or older Purchased Items In-Store at COSTCO in the past 3 mos. Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos are 2.9% more likely to use QSRs past mo., 15.2% more likely to use Sit-Down Restaurants past mo., 1.5% less likely to use Casinos past yr., 44.9% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:

Avg. Monthly Sit-Down Restaurant Meals:

Top-10 Cuisines: Adults 18 or older

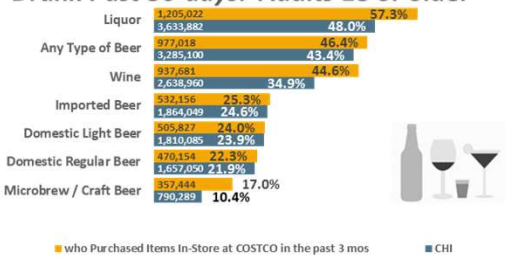
(Sit-Down Restaurants Used Past 30-days)



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

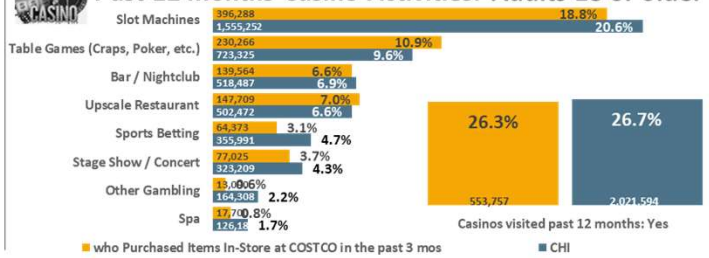


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 907

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[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]



30.3% or 1,723,541 of WDC DMA Adults 18 or older Purchased Items In-Store at COSTCO in the past 3 mos. Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos are 4.1% more likely to use QSRs past mo., 10.9% more likely to use Sit-Down Restaurants past mo., 10.% more likely to use Casinos past yr., 57.1% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

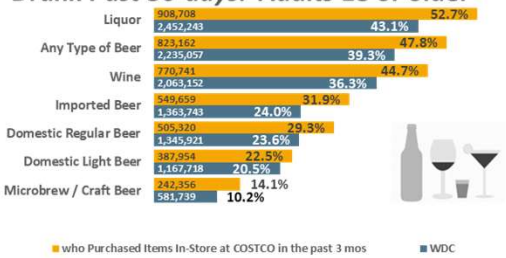
(Sit-Down Restaurants Used Past 30-days)



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



Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,829

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[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

COSTCO WHOLESALE SEA

52.7% or 2,375,185 of SEA DMA Adults 18 or older Purchased Items In-Store at COSTCO in the past 3 mos. Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos are 3.5% more likely to use QSRs past mo., 12.6% more likely to use Sit-Down Restaurants past mo., .7% more likely to use Casinos past yr., 45.6% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 86.4% 2,051,018 | 83.4% 3,756,709

Avg. Monthly QSR Meals: 5.4 | 5.1

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



Total Monthly Sit-Down Restaurant Users: 79.5% 1,888,741 | 70.7% 3,182,588

Avg. Monthly Sit-Down Restaurant Meals: 3.7 | 3.6

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 COSTCO in the past 3... 355,977 15.0%

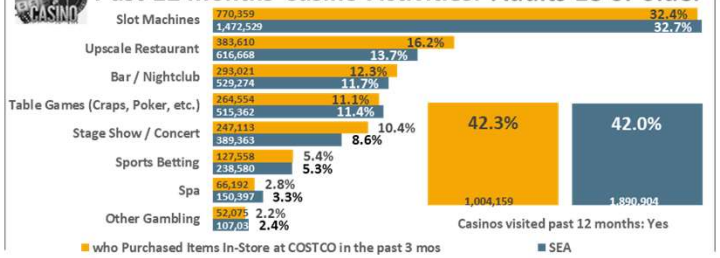
SEA 784,696 17.4%

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



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,159

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[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]



36.% or 1,679,022 of PHX DMA Adults 18 or older Purchased Items In-Store at COSTCO in the past 3 mos. Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos are 4.6% more likely to use QSRs past mo., 15.7% more likely to use Sit-Down Restaurants past mo., 7.9% more likely to use Casinos past yr., 48.4% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:

Avg. Monthly Sit-Down Restaurant Meals:

Top-10 Cuisines: Adults 18 or older

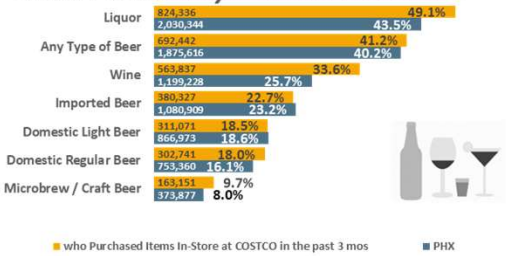
(Sit-Down Restaurants Used Past 30-days)



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

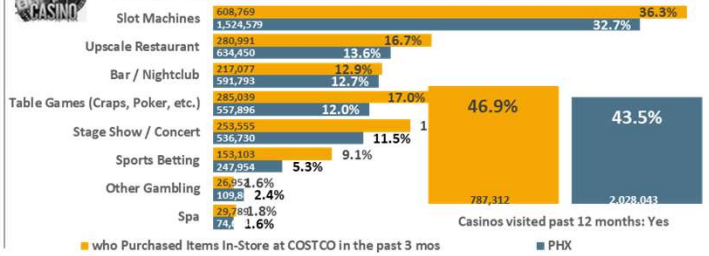


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 903

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[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

COSTCO WHOLESALE

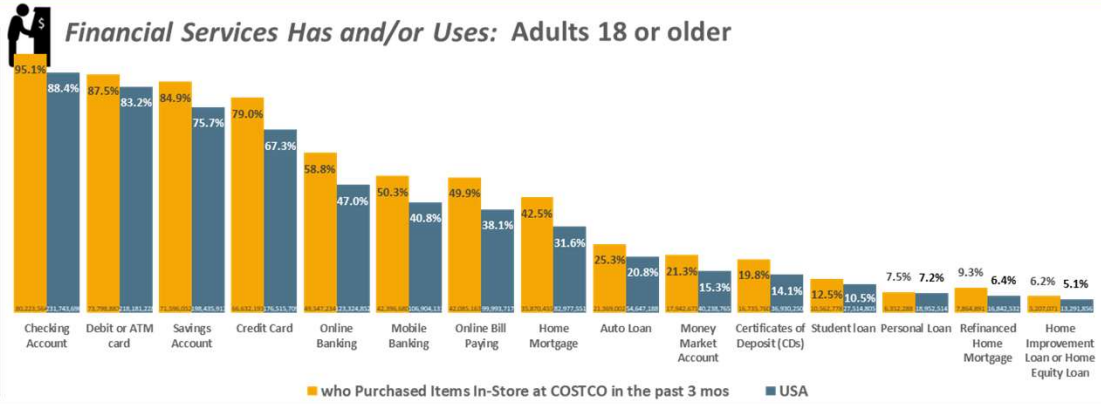
USA

32.2% or 84,322,599 of USA Adults 18 or older Purchased Items In-Store at COSTCO in the past 3 mos. Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos are 27.3% more likely to have a 401K, 21.6% more likely to have an Auto Loan, 37.% more likely to Invest/Trade Stocks Online, .8% more likely to pay with their Debit Card.

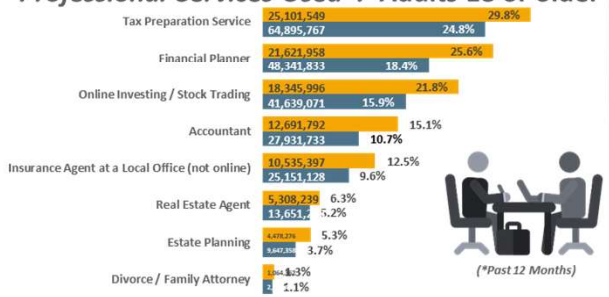
Investments Owned: Adults 18 or older



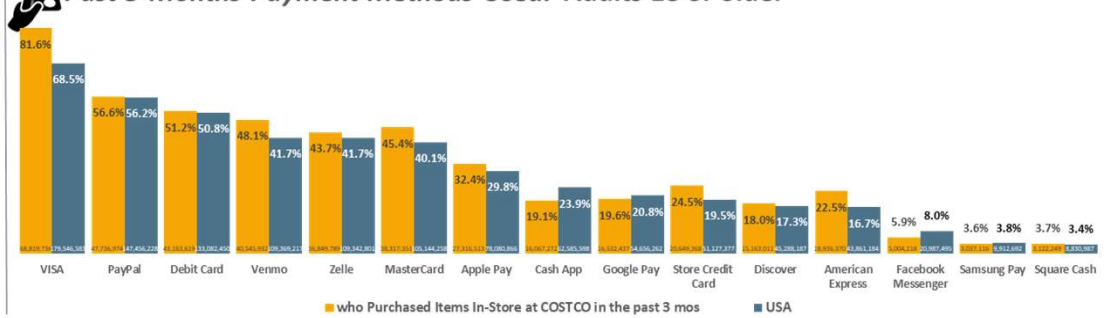
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 7,755

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

COSTCO WHOLESALE

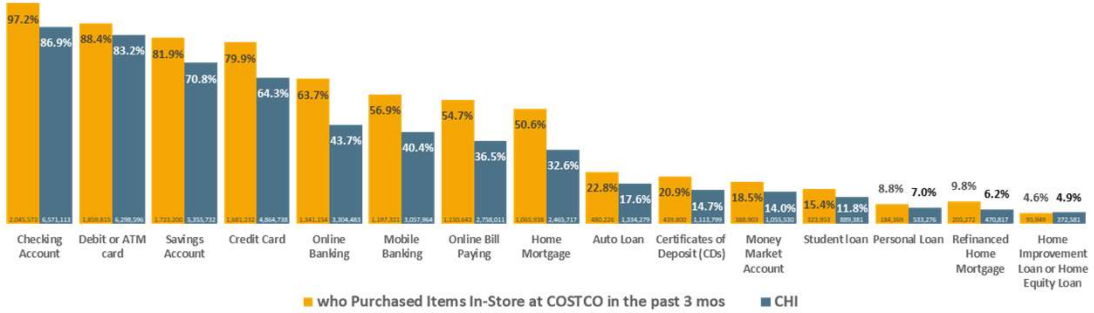
CHI

27.8% or 2,104,737 of CHI DMA Adults 18 or older Purchased Items In-Store at COSTCO in the past 3 mos. Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos are 45.5% more likely to have a 401K, 29.4% more likely to have an Auto Loan, 45.% more likely to Invest/Trade Stocks Online, 2.2% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



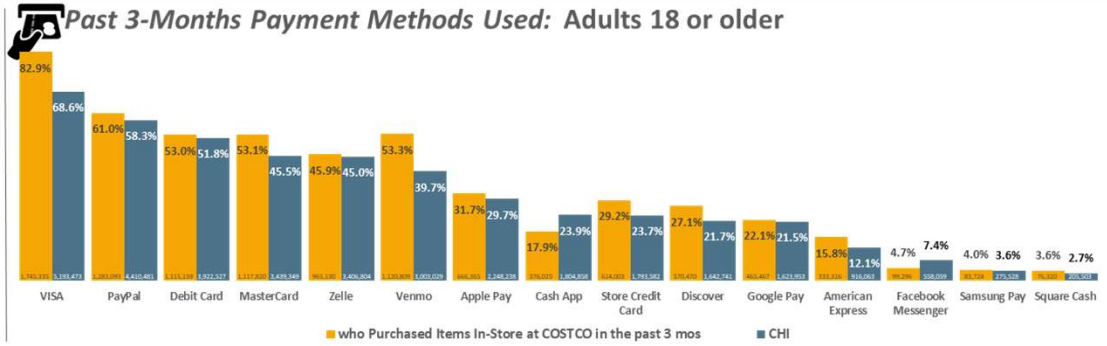
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 907

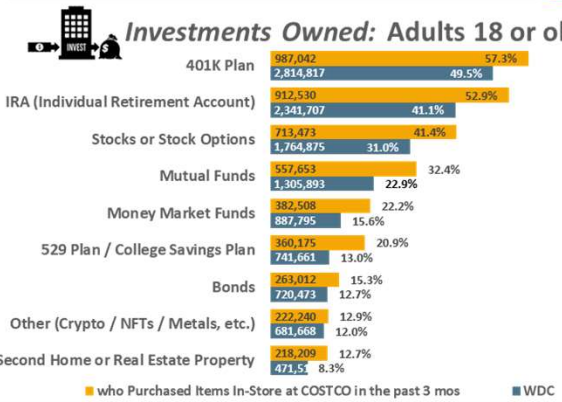
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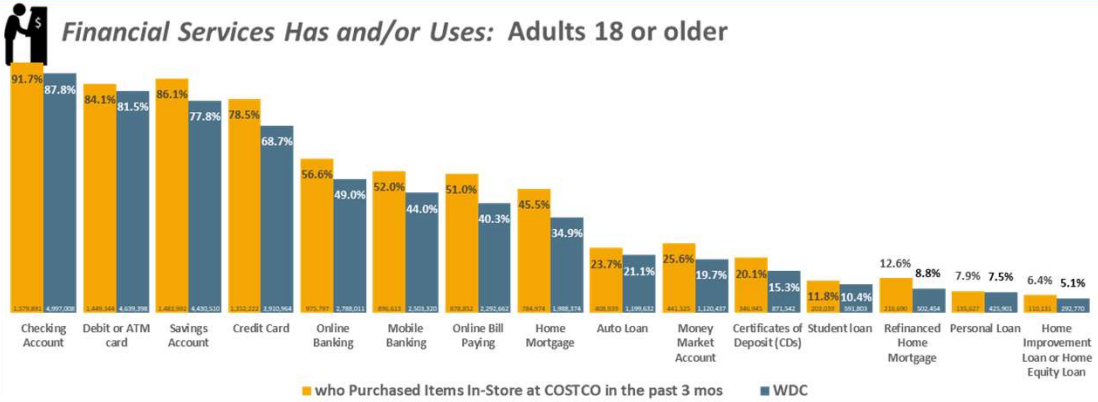


30.3% or 1,723,541 of WDC DMA Adults 18 or older Purchased Items In-Store at COSTCO in the past 3 mos. Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos are 15.8% more likely to have a 401K, 12.6% more likely to have an Auto Loan, 33.5% more likely to Invest/Trade Stocks Online, 2.3% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



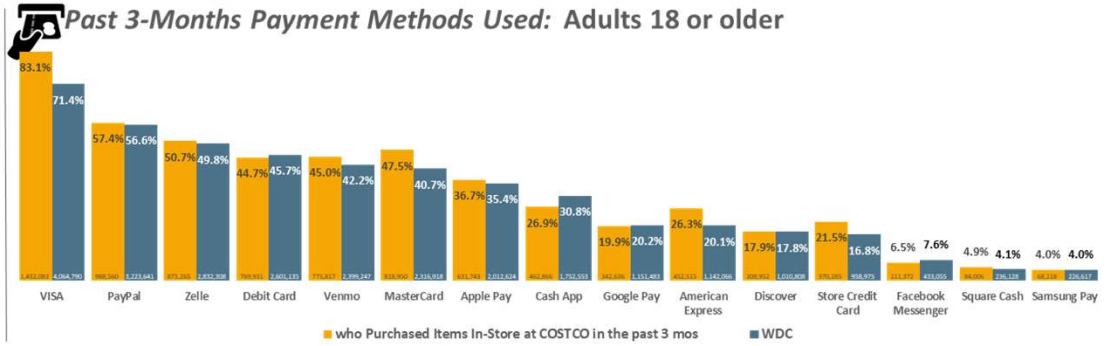
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,829

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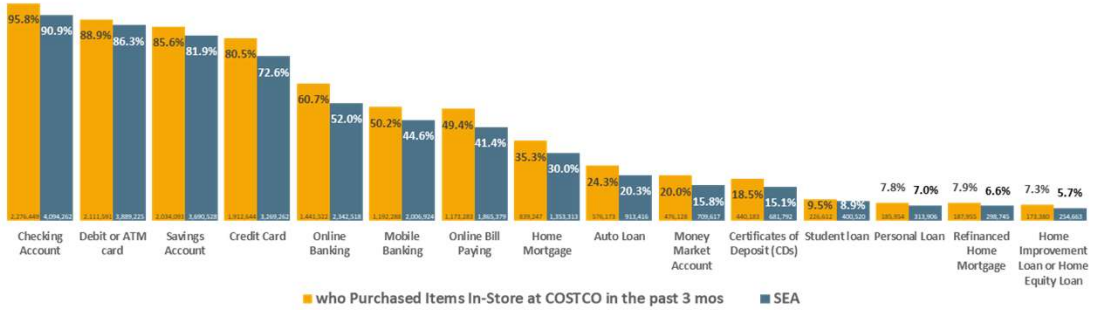
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52.7% or 2,375,185 of SEA DMA Adults 18 or older Purchased Items In-Store at COSTCO in the past 3 mos. Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos are 17.4% more likely to have a 401K, 19.6% more likely to have an Auto Loan, 17.6% more likely to Invest/Trade Stocks Online, 2.5% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



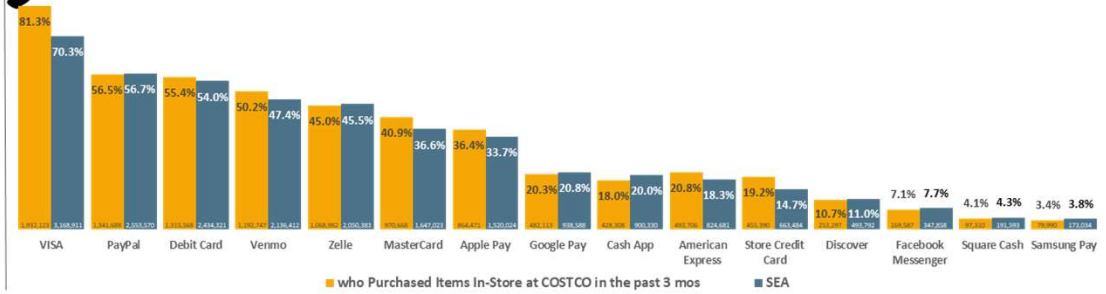
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,159

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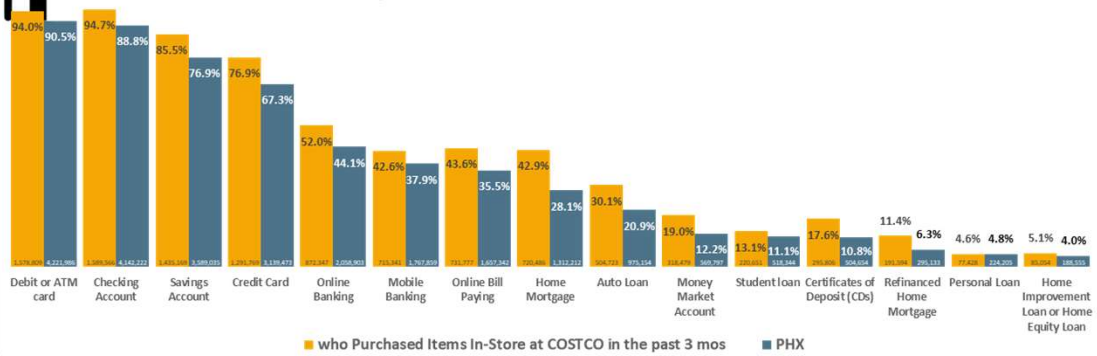


36.% or 1,679,022 of PHX DMA Adults 18 or older Purchased Items In-Store at COSTCO in the past 3 mos. Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos are 21.7% more likely to have a 401K, 43.8% more likely to have an Auto Loan, 27.1% more likely to Invest/Trade Stocks Online, 2.9% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



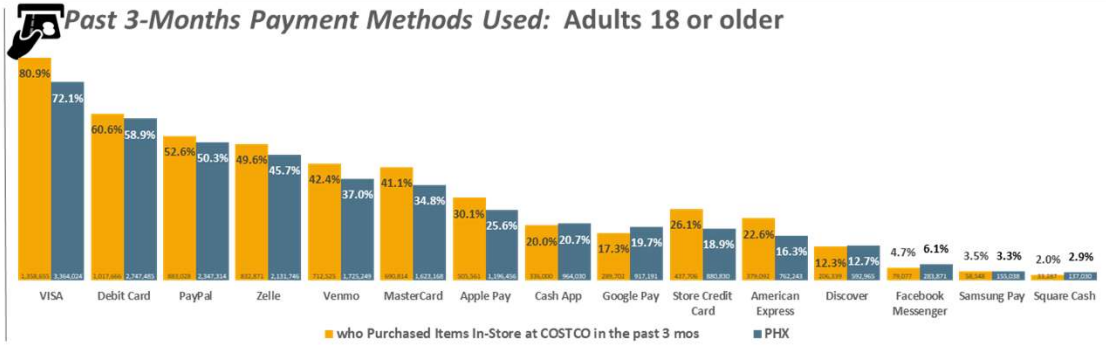
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



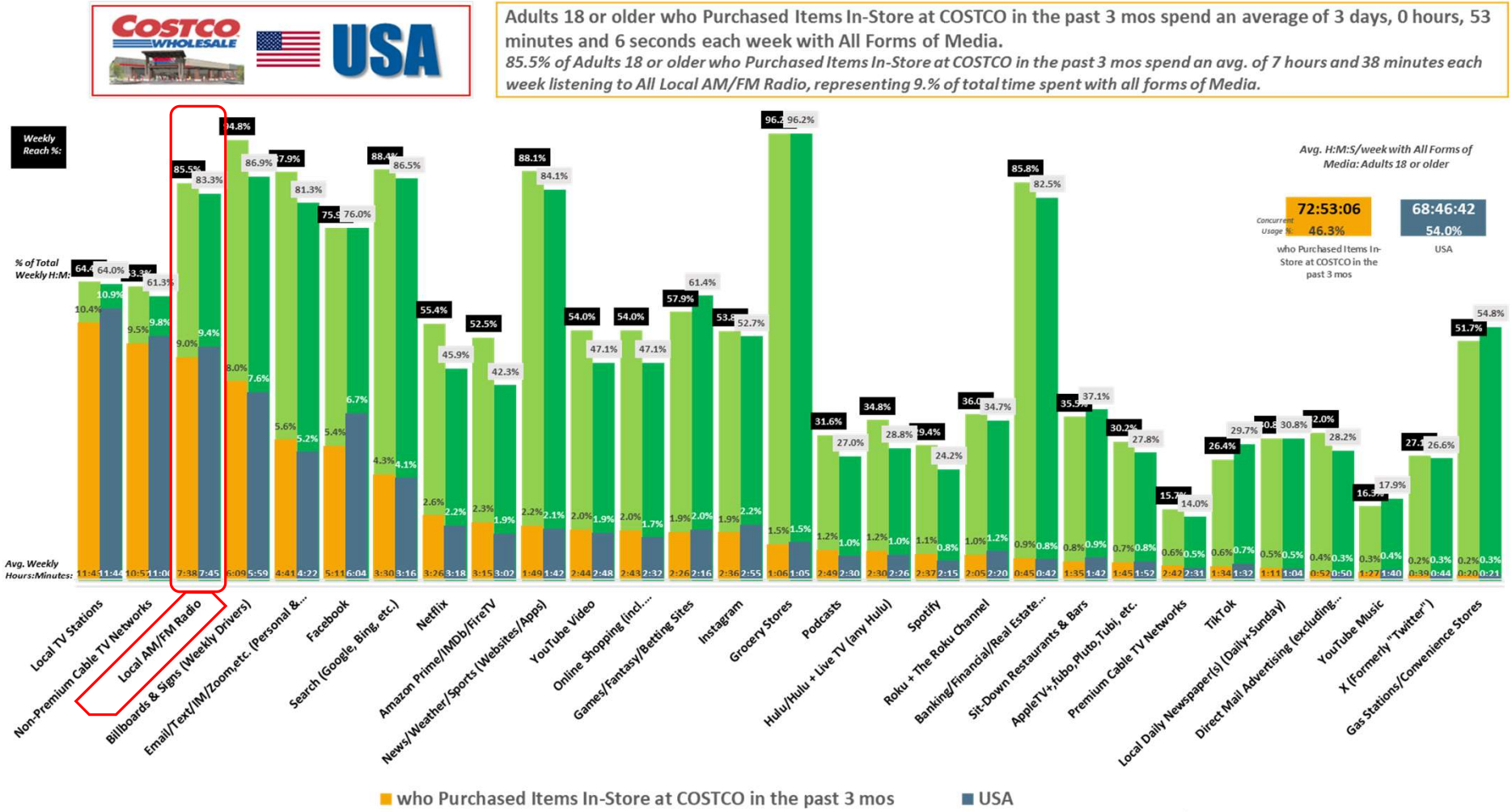
Past 3-Months Payment Methods Used: Adults 18 or older



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 903

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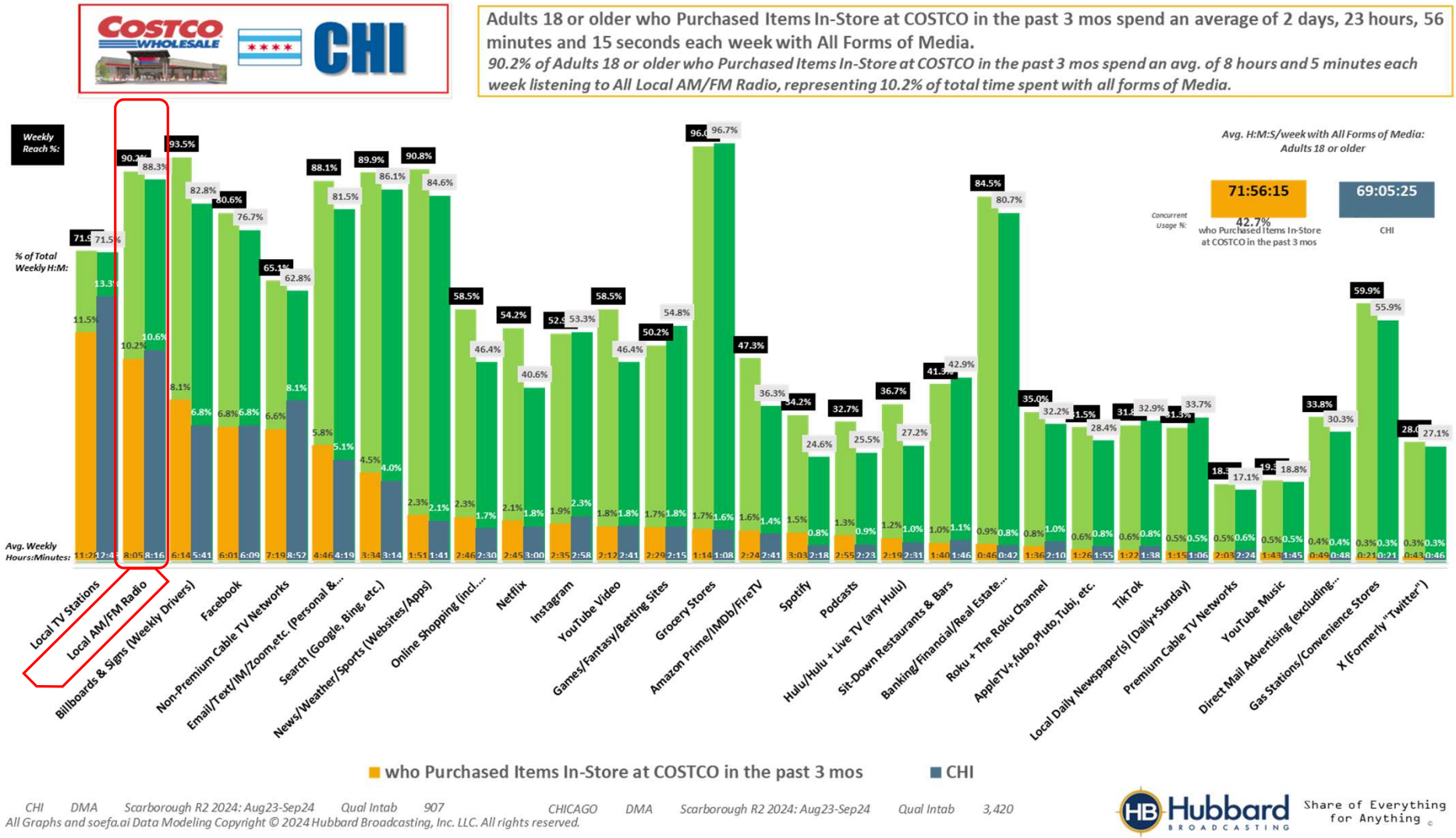


USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 7,755 USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

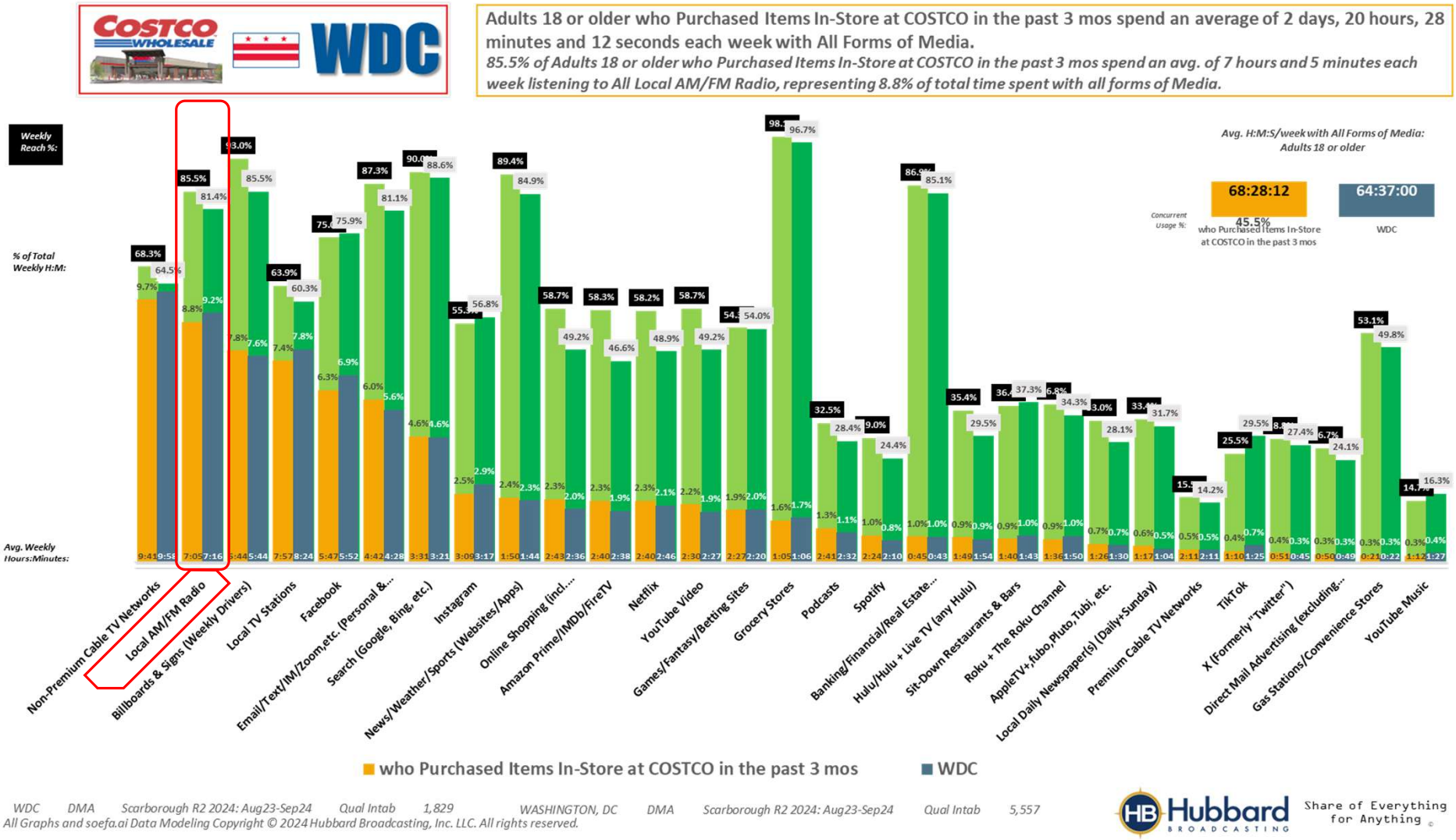


CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 907 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

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[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

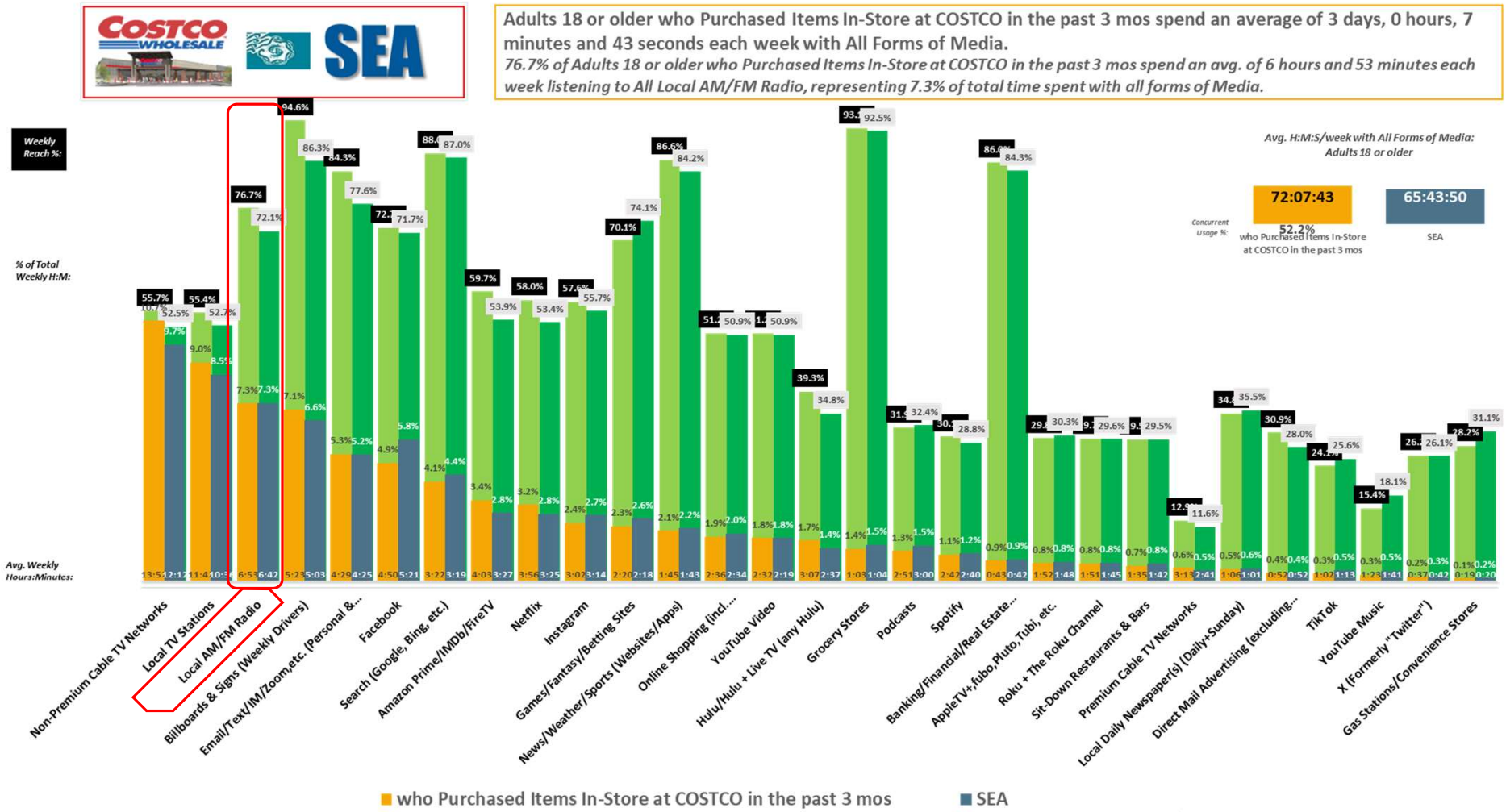


WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,829 WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

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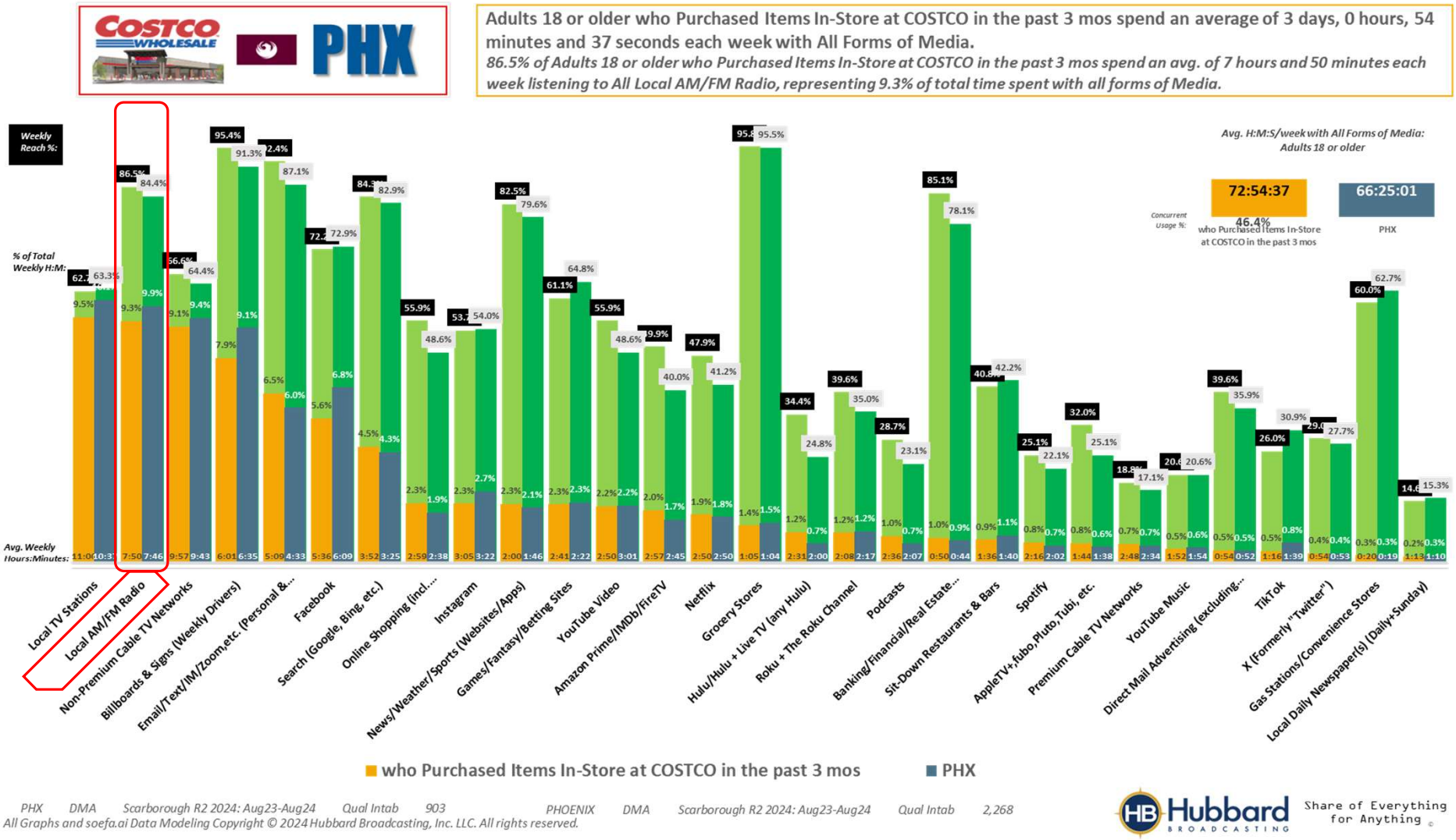


SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,159 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

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[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

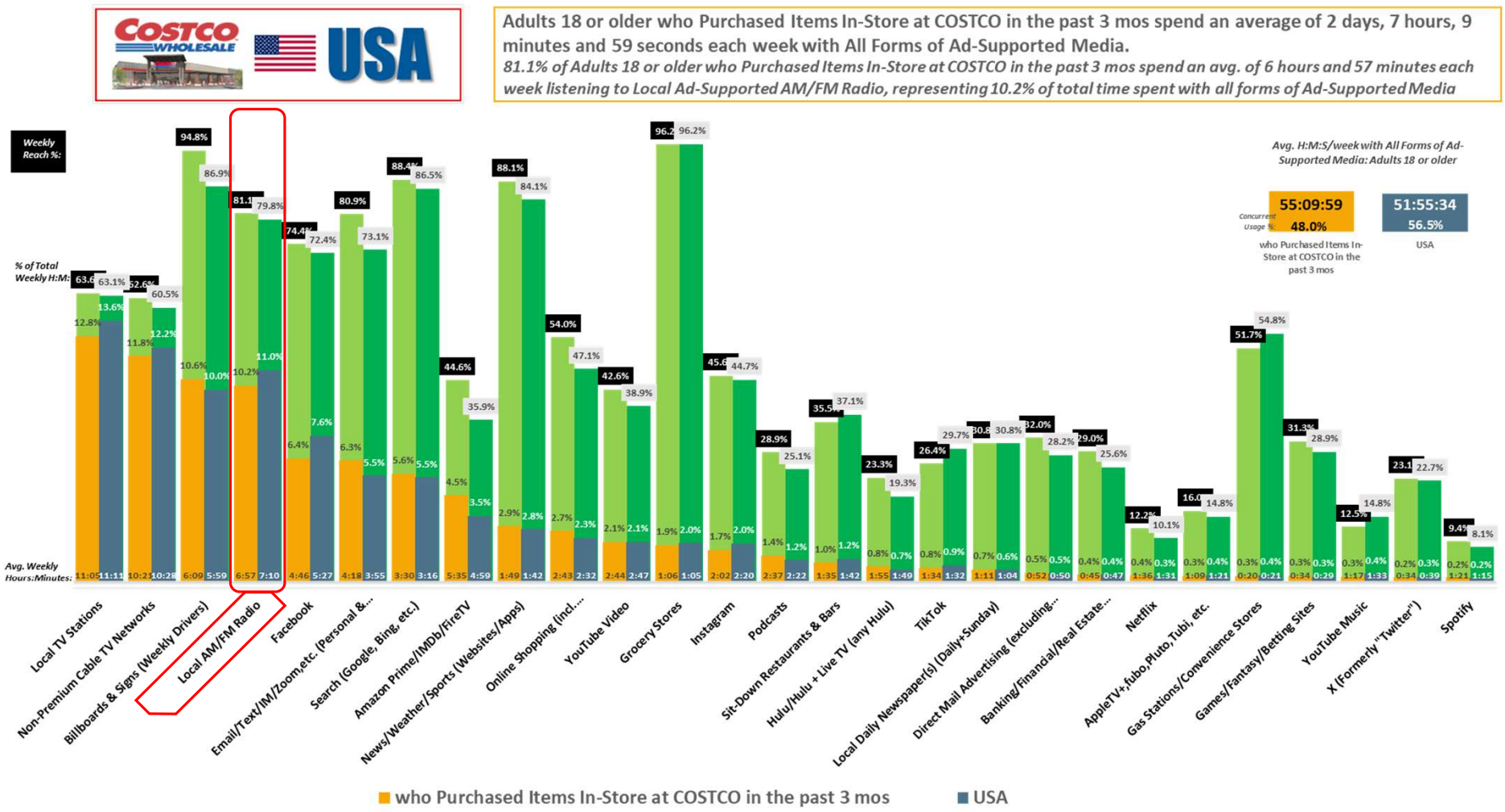


PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 903 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

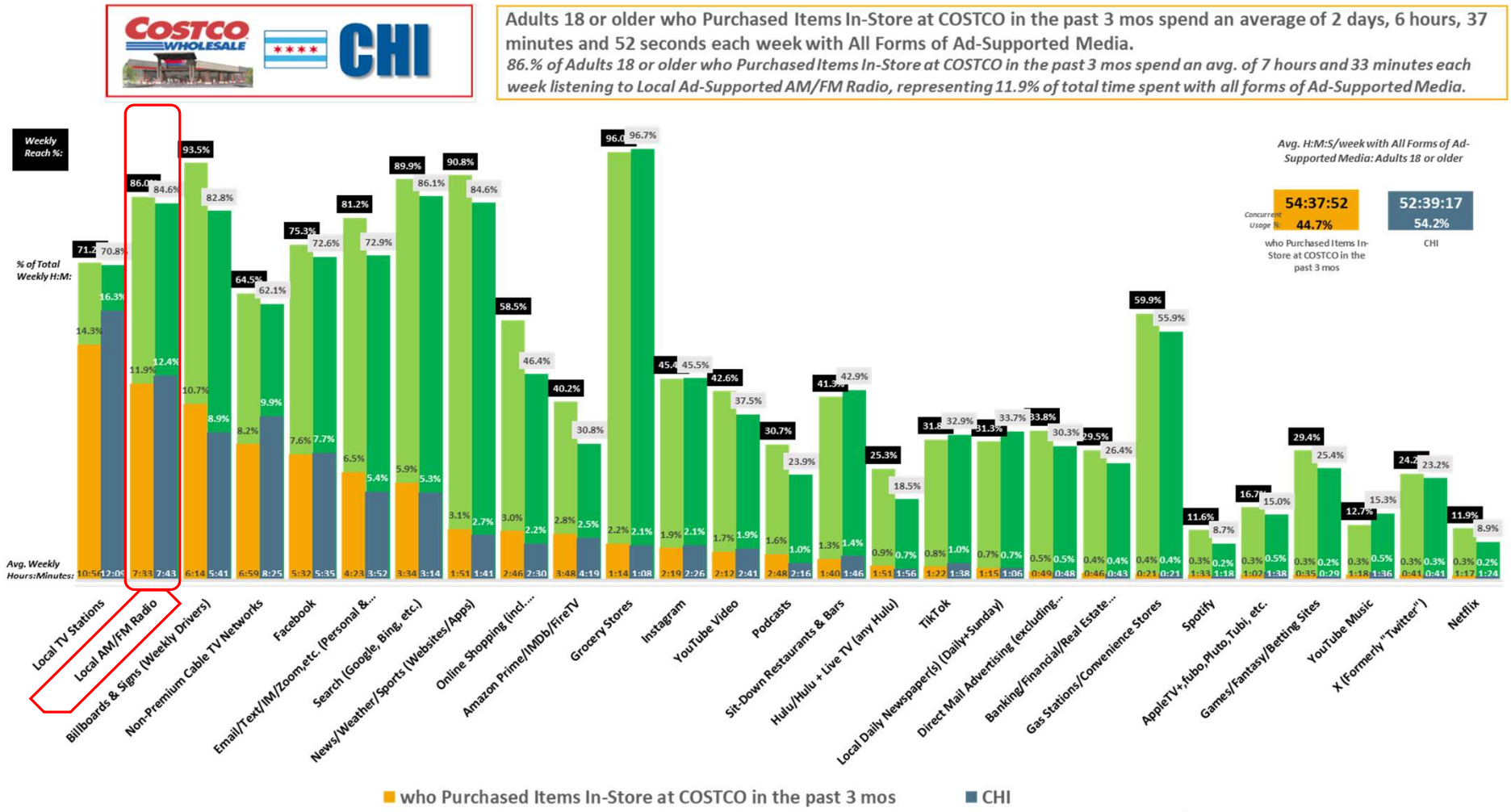


USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 7,755 USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]



CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 907 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

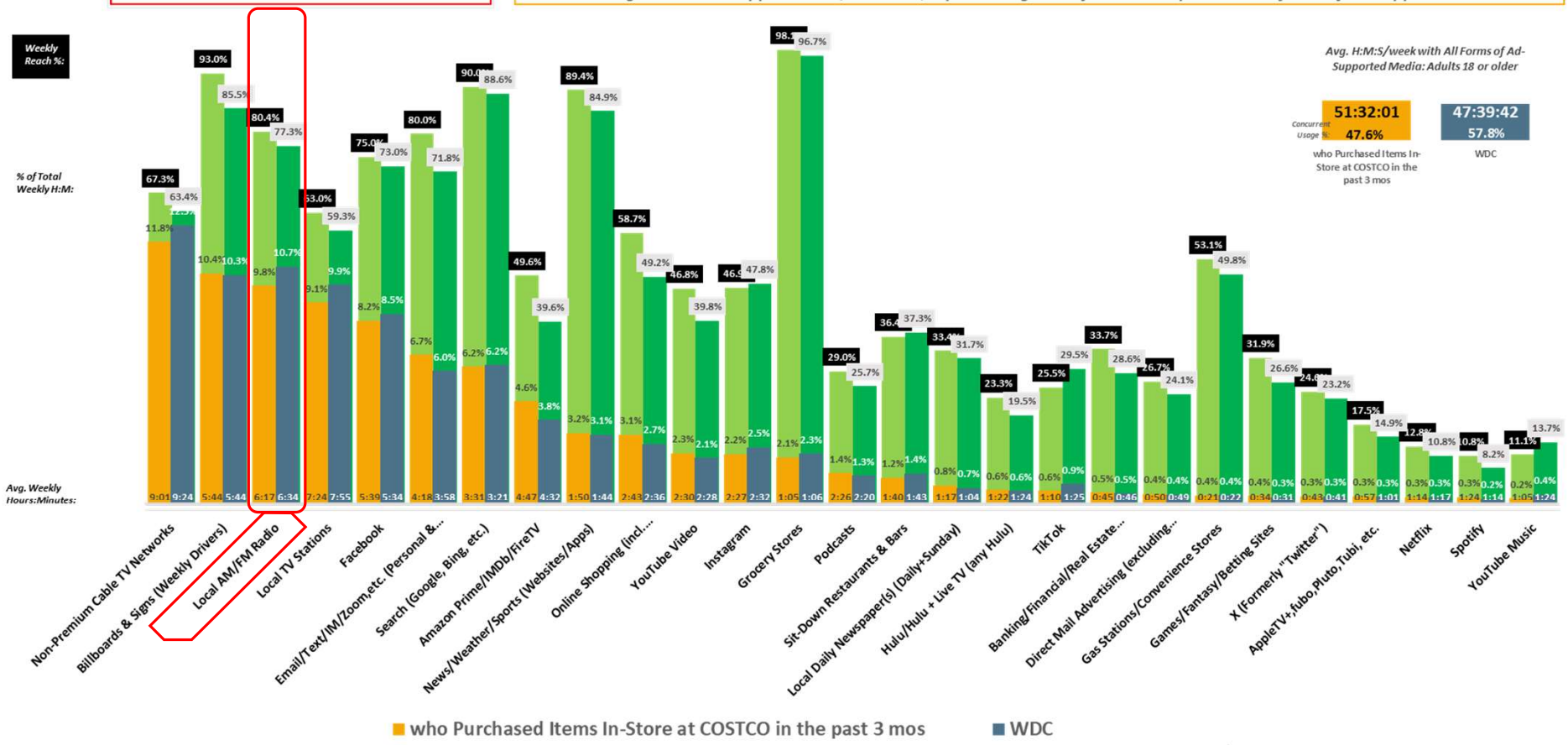
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[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos spend an average of 2 days, 3 hours, 32 minutes and 1 seconds each week with All Forms of Ad-Supported Media.

80.4% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos spend an avg. of 6 hours and 17 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.8% of total time spent with all forms of Ad-Supported Media.

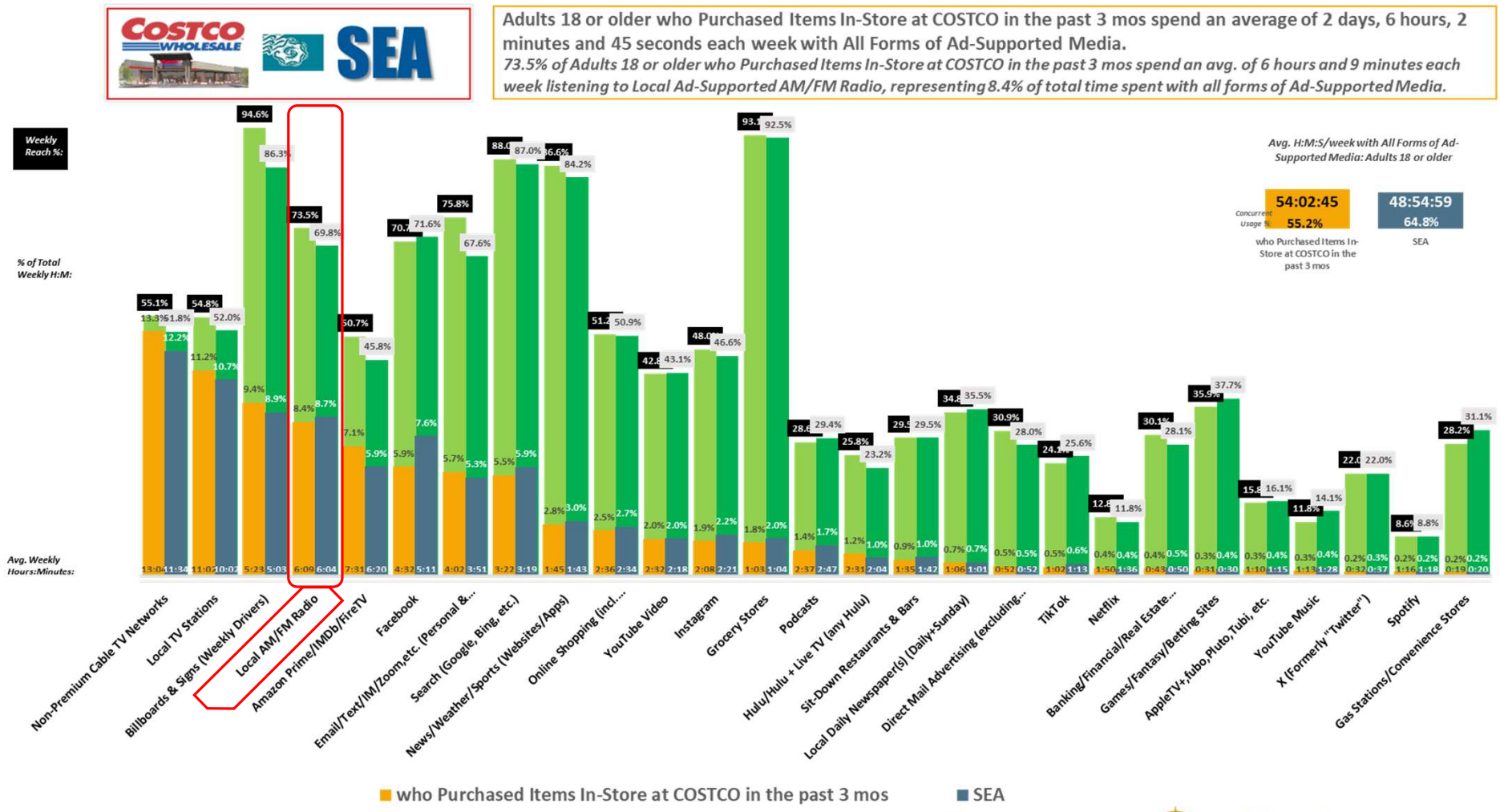


WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,829 WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

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[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

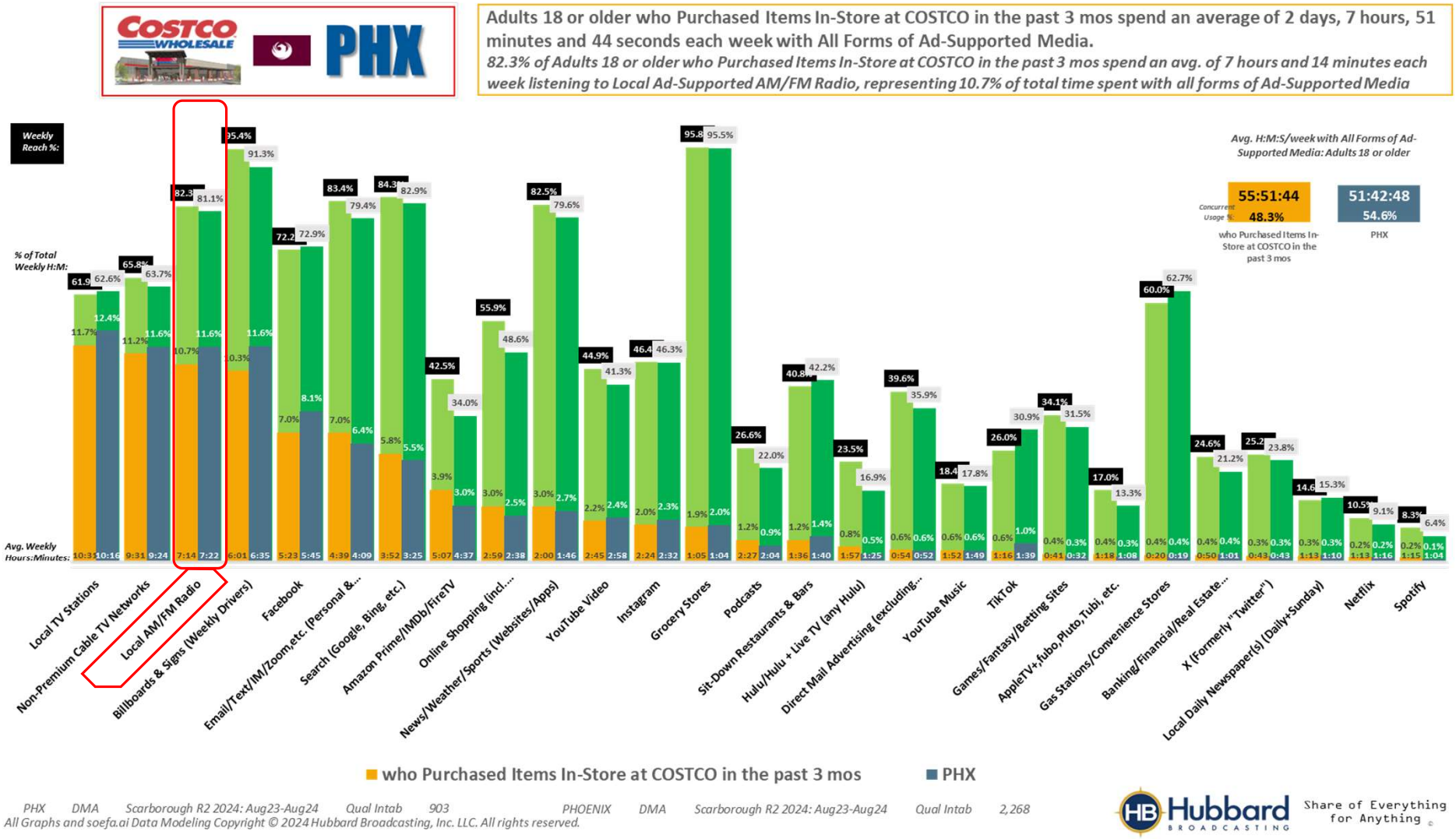


SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,159 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

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[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 903 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

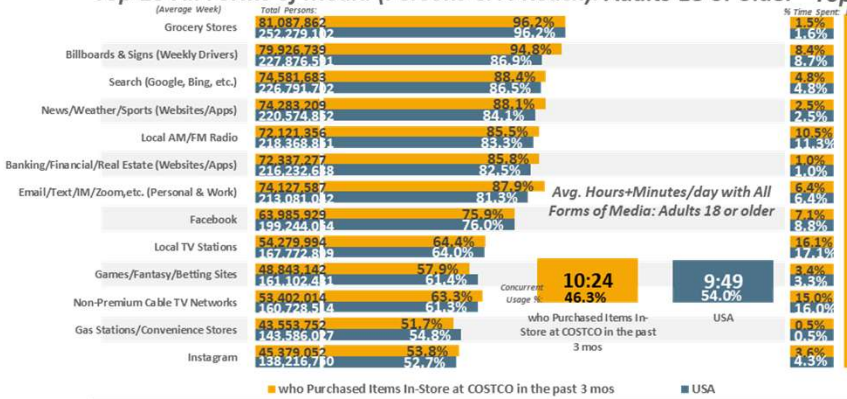
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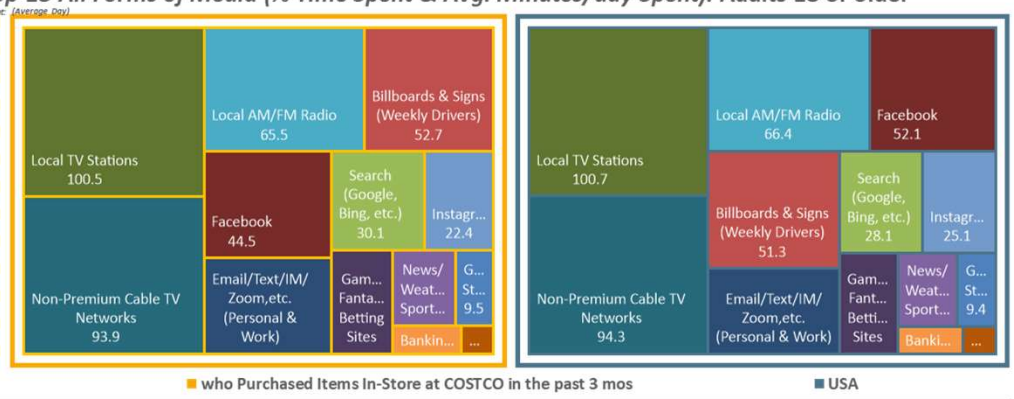
[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos spend an average of 7 hours and 52 minutes each day with All Forms of Ad-Supported Media. 81.1% listen to Local AM/FM Radio for an avg. of 59.6 minutes/day. *(Local Radio delivers 10.2% of Time with Ad-Supported Media.)*

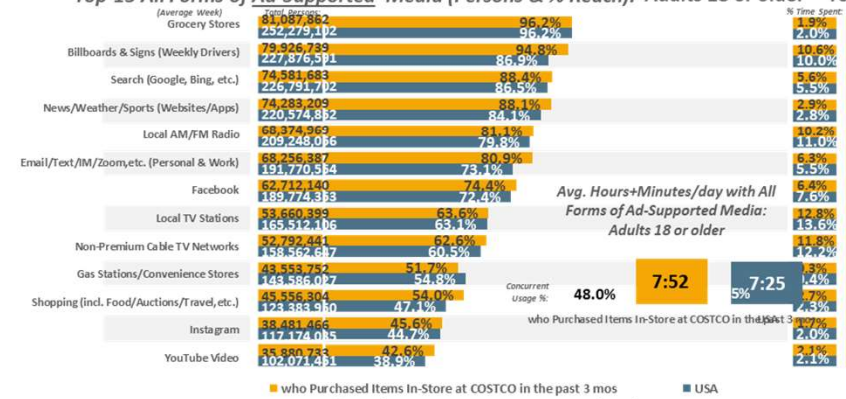
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



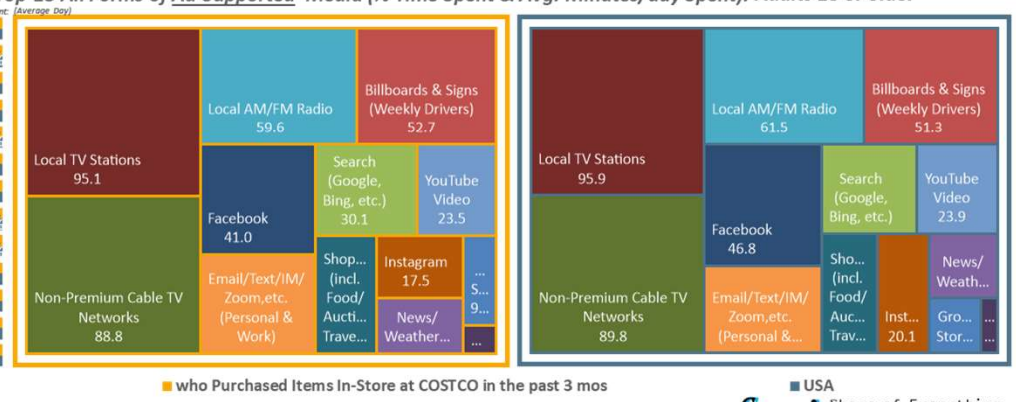
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 7,755

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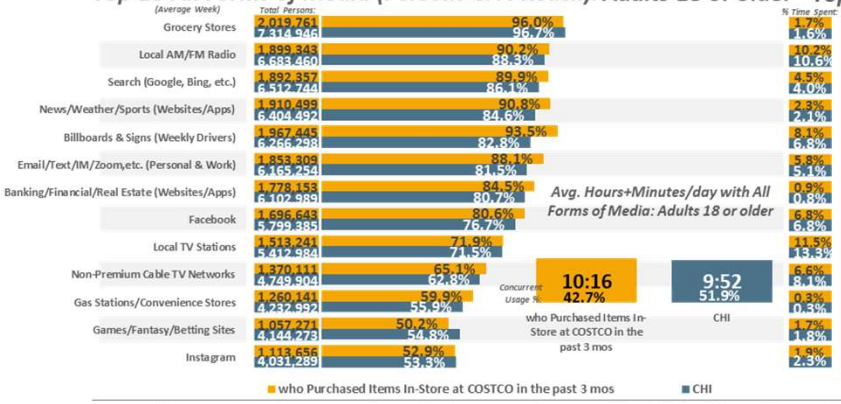
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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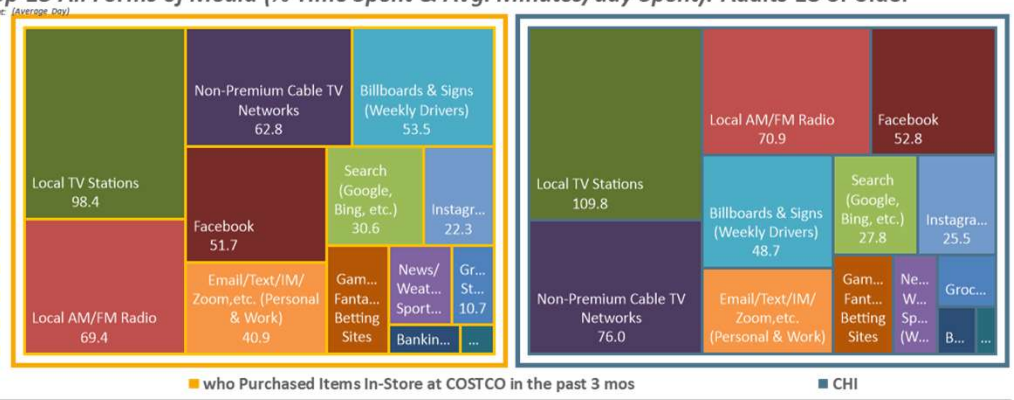
[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos spend an average of 7 hours and 48 minutes each day with All Forms of Ad-Supported Media. 86.% listen to Local AM/FM Radio for an avg. of 64.8 minutes/day. *(Local Radio delivers 11.9% of Time with Ad-Supported Media.)*

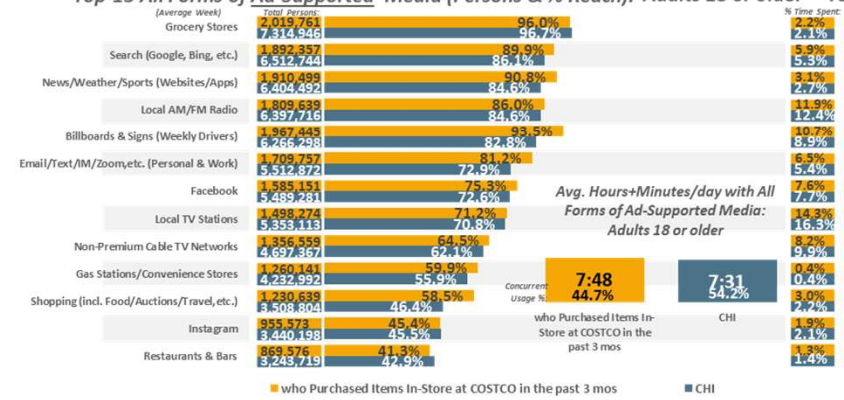
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



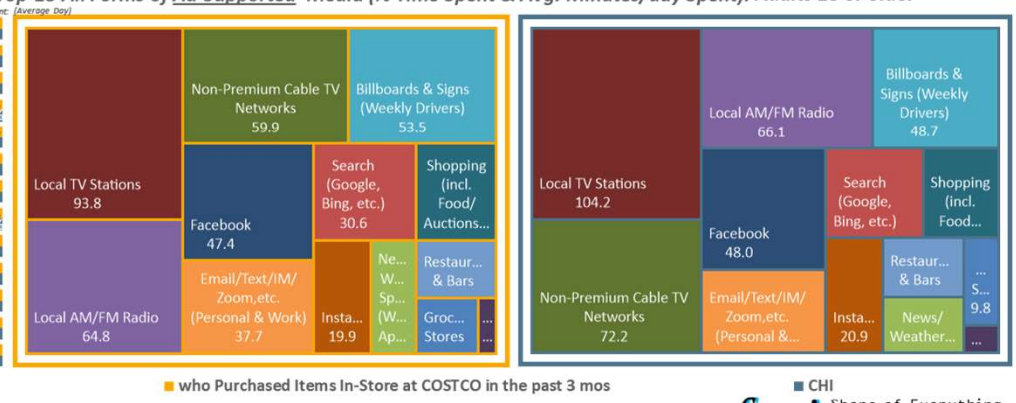
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 907

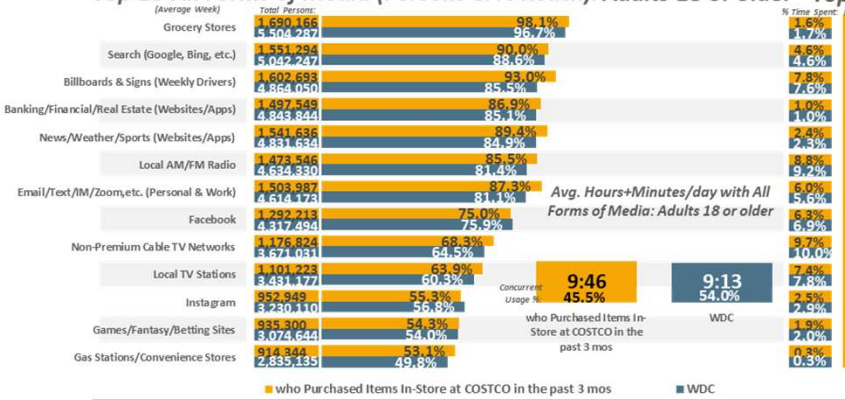
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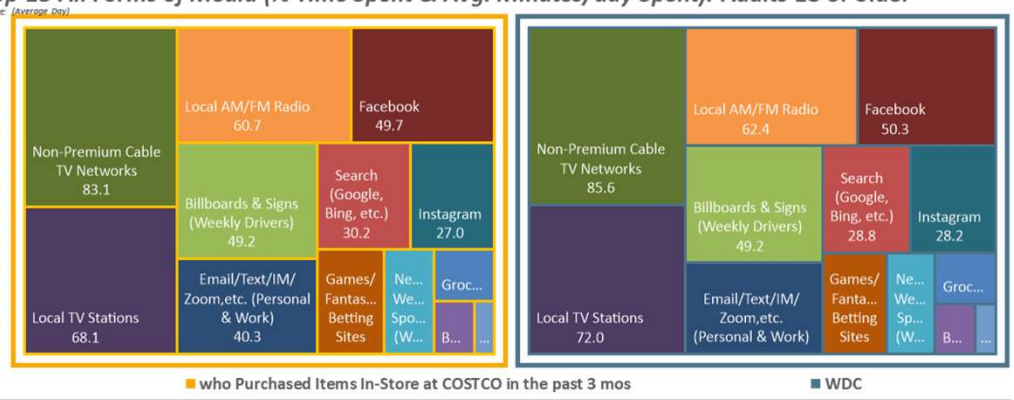
[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos spend an average of 7 hours and 21 minutes each day with All Forms of Ad-Supported Media. 80.4% listen to Local AM/FM Radio for an avg. of 53.9 minutes/day. *(Local Radio delivers 9.8% of Time with Ad-Supported Media.)*

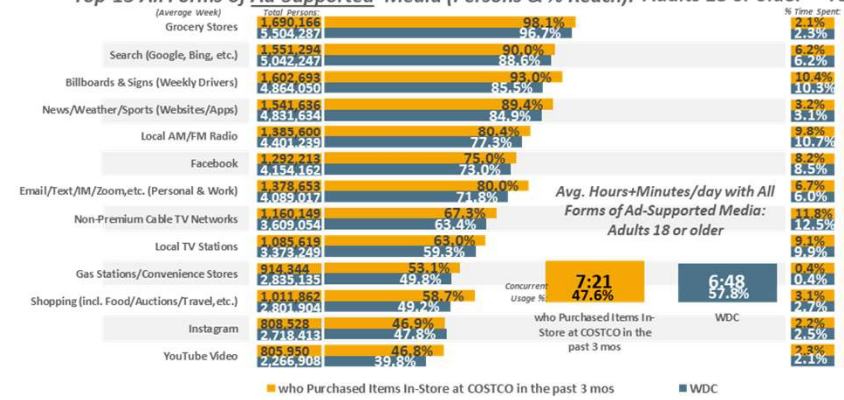
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



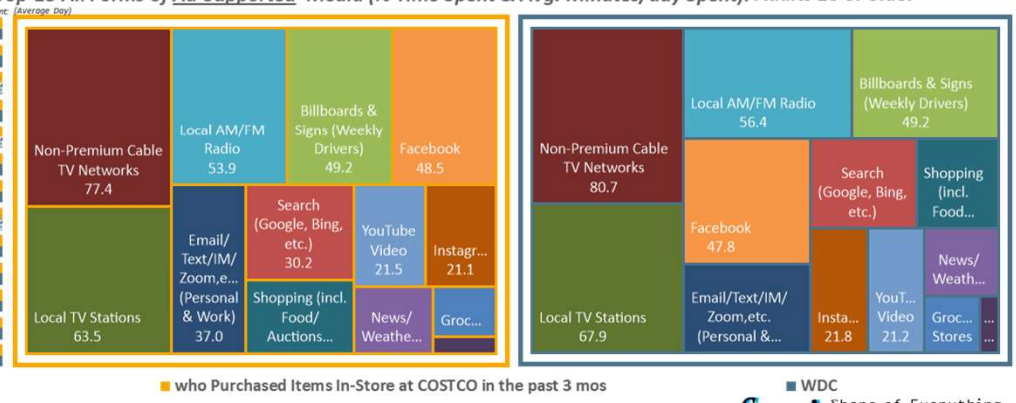
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,829

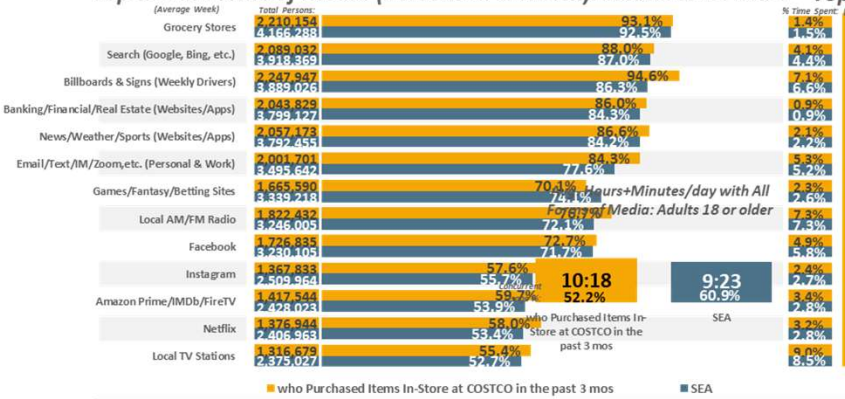
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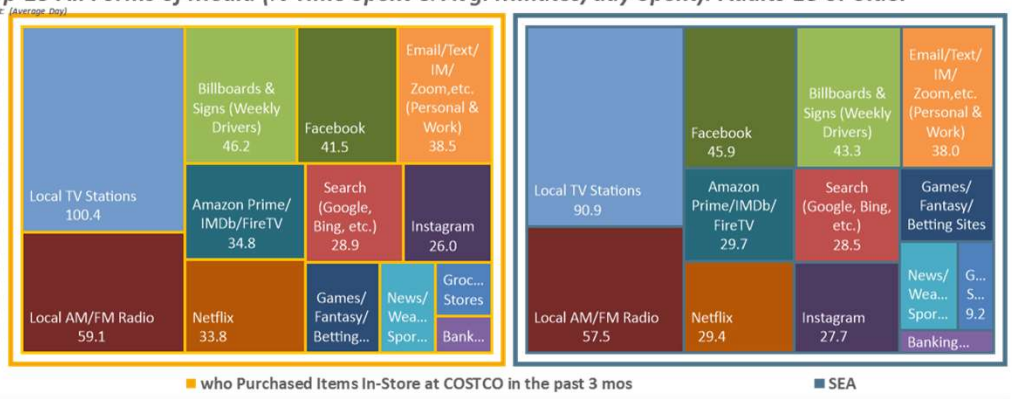
[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos spend an average of 7 hours and 43 minutes each day with All Forms of Ad-Supported Media. 73.5% listen to Local AM/FM Radio for an avg. of 52.8 minutes/day. *(Local Radio delivers 8.4% of Time with Ad-Supported Media.)*

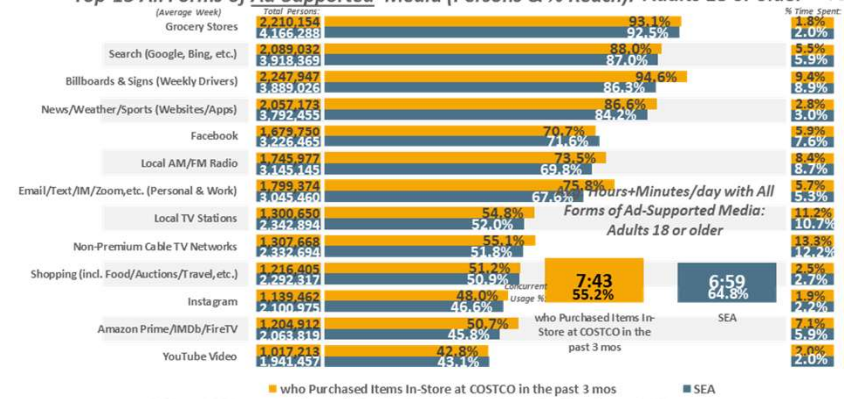
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



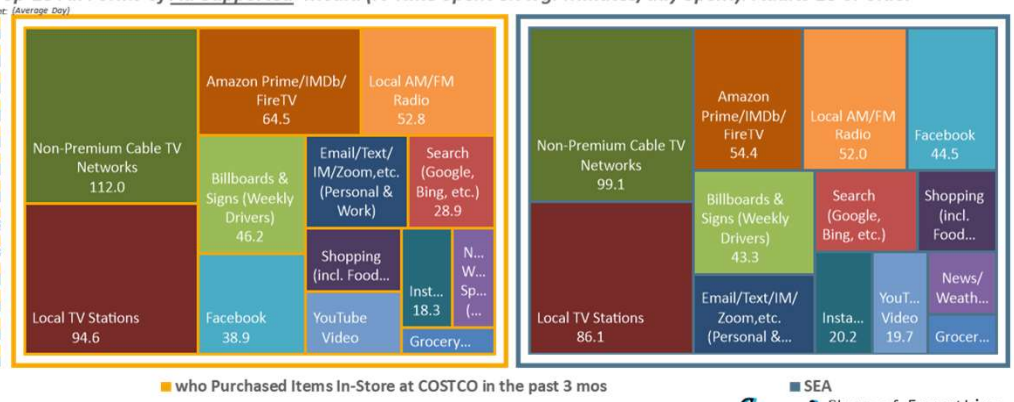
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,159

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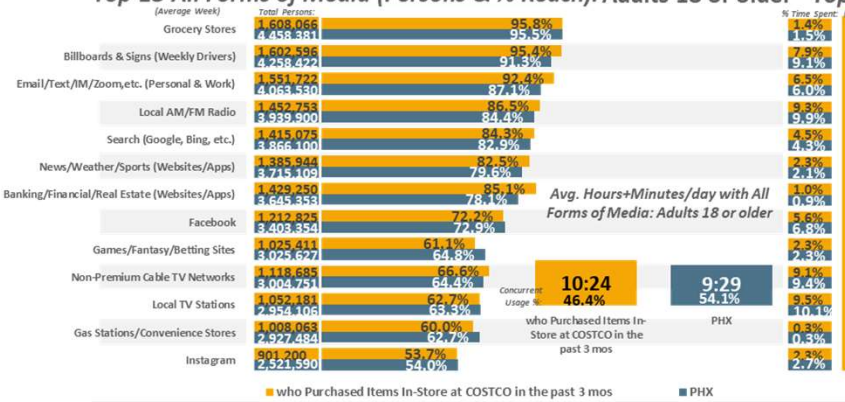
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[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

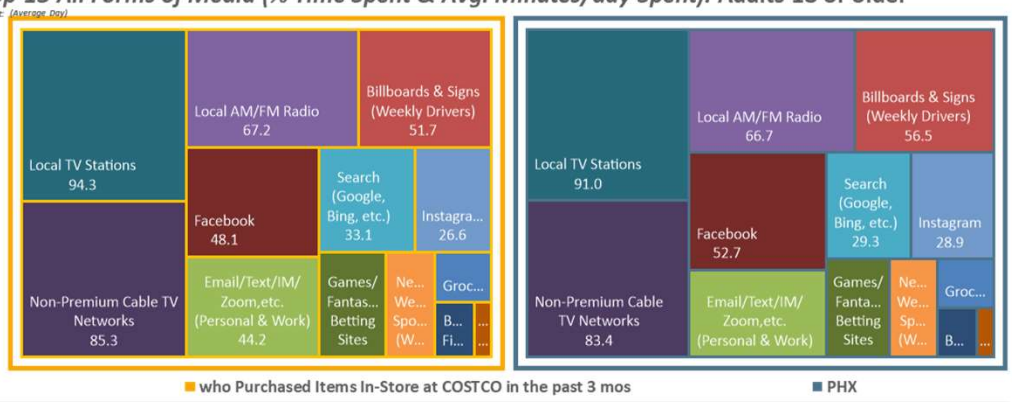


Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos spend an average of 7 hours and 58 minutes each day with All Forms of Ad-Supported Media. 82.3% listen to Local AM/FM Radio for an avg. of 62. minutes/day. *(Local Radio delivers 10.7% of Time with Ad-Supported Media.)*

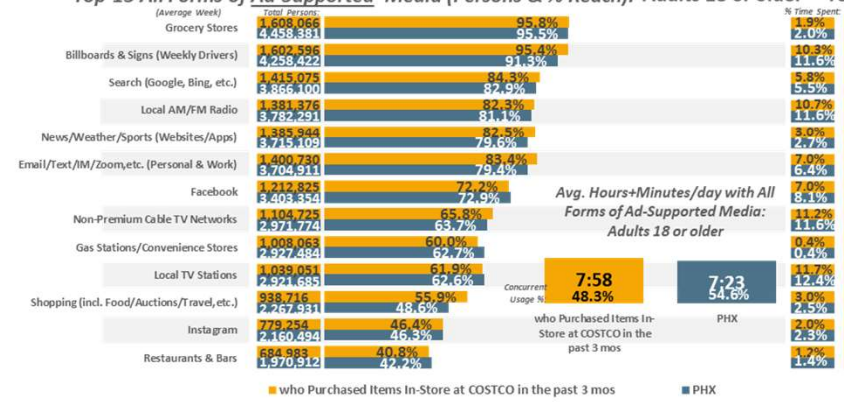
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



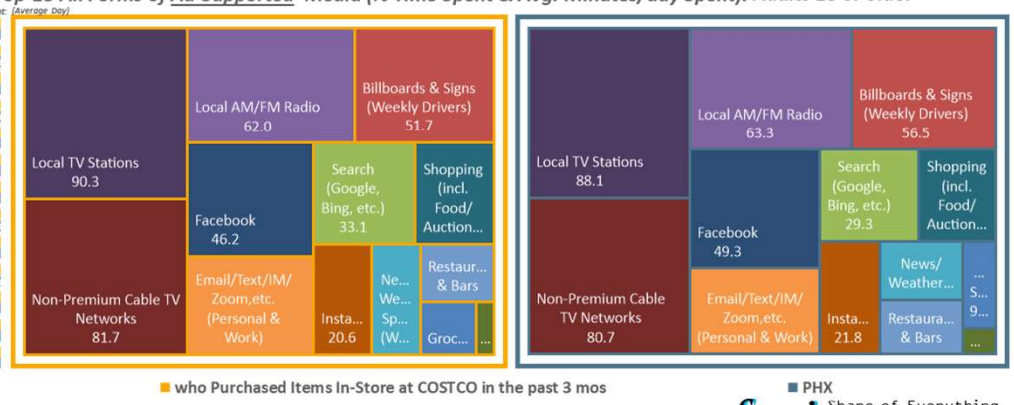
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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**



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 903

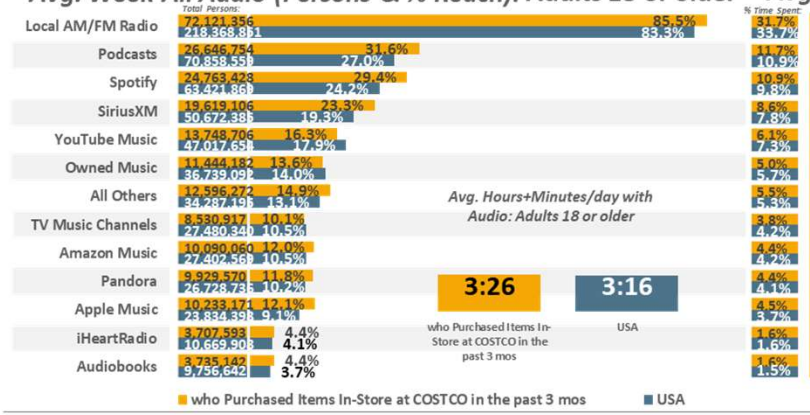
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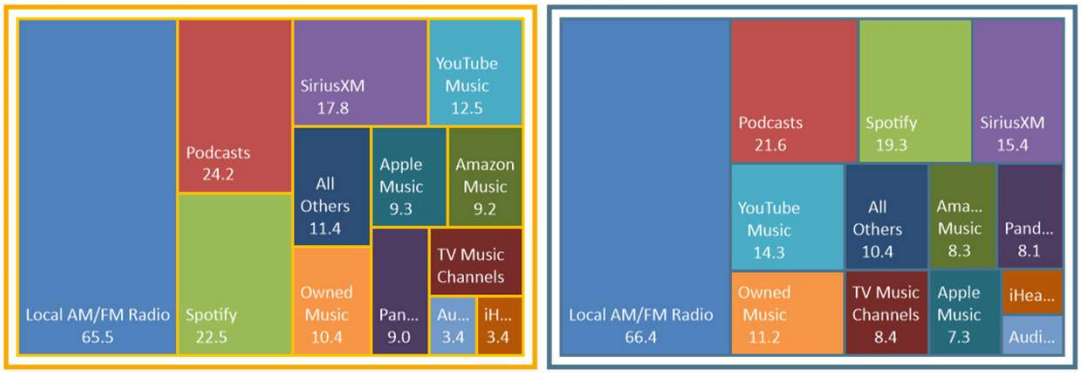
[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

68,374,969 or 81.1% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos listen to Ad-Supported Local AM/FM Radio for an average of 59.6 minutes every day representing 41.6% of all time spent daily with Ad-Supported Audio.

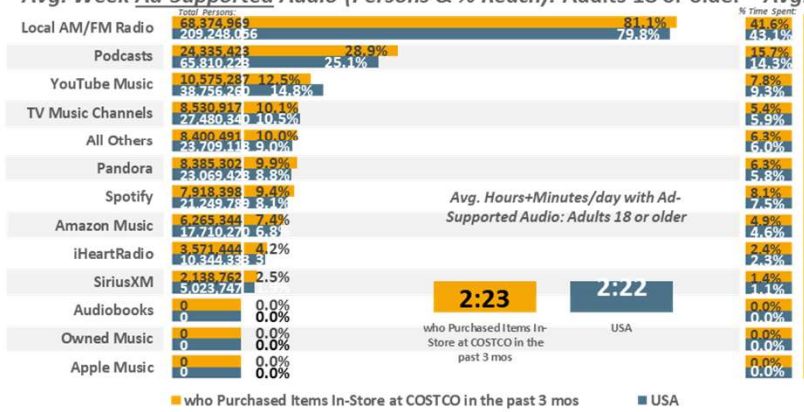
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



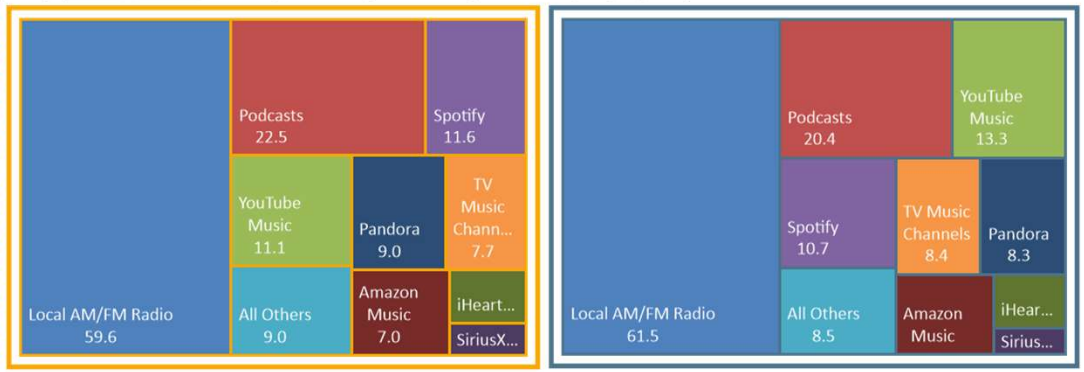
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA *USA Projection* *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *7,755*

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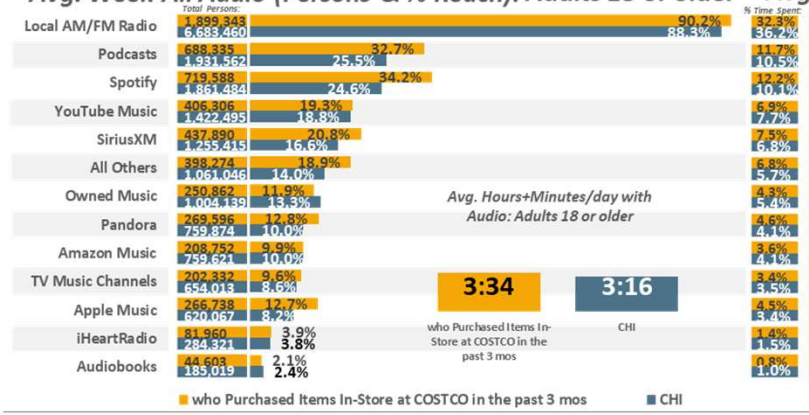
Scarborough R1 2024: Jan23-Aug24 *USA Projection* *Scarborough R1 2024: Jan23-Aug24*

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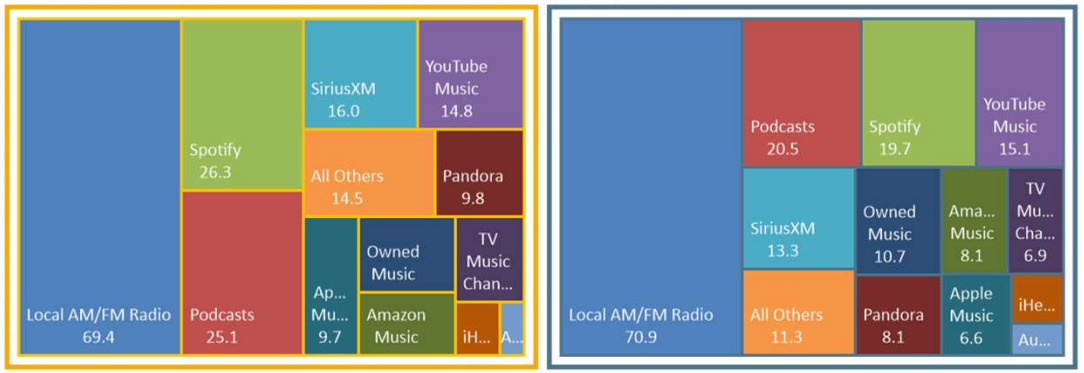
[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

1,809,639 or 86.% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos listen to Ad-Supported Local AM/FM Radio for an average of 64.8 minutes every day representing 42.1% of all time spent daily with Ad-Supported Audio.

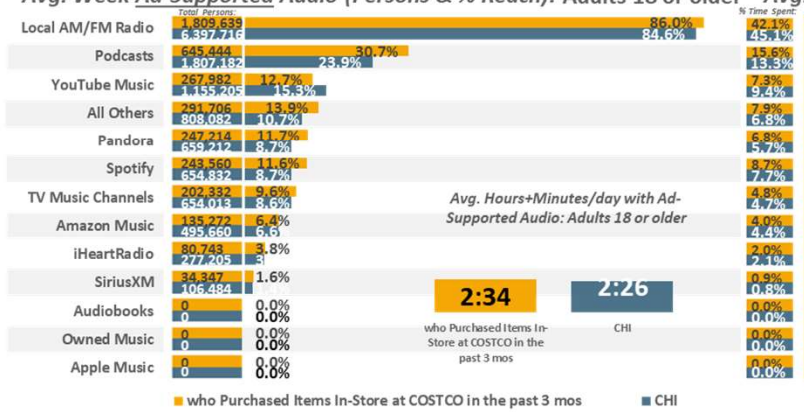
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



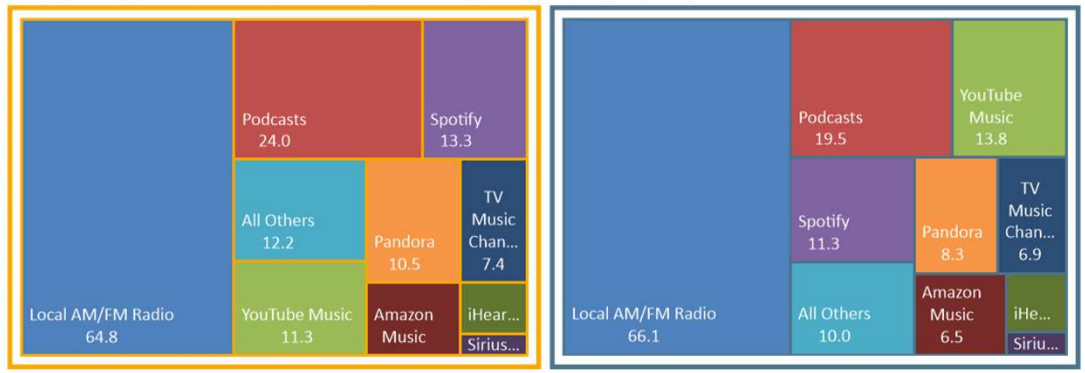
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 907

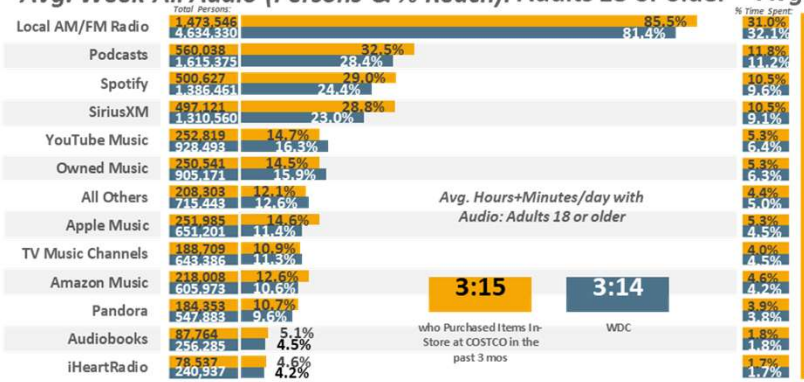
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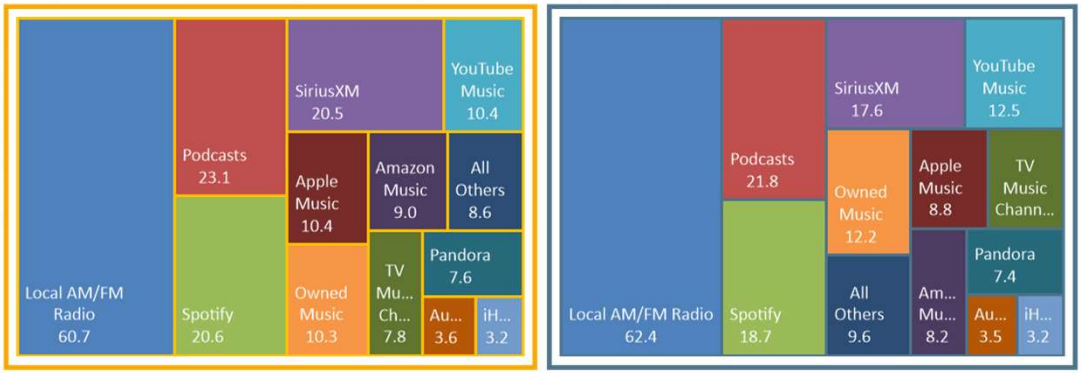
[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

1,385,600 or 80.4% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos listen to Ad-Supported Local AM/FM Radio for an average of 53.9 minutes every day representing 41.3% of all time spent daily with Ad-Supported Audio.

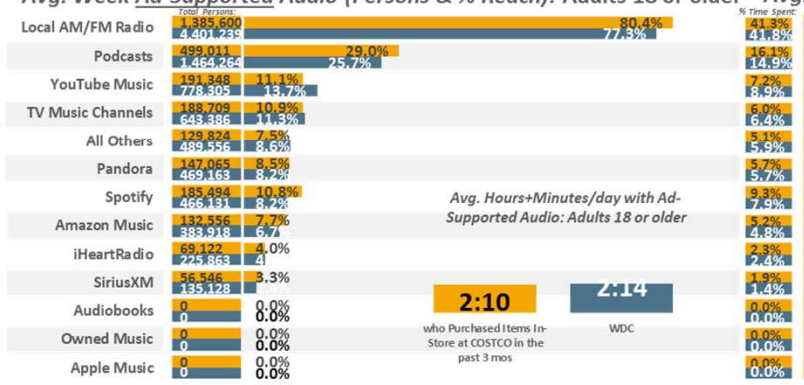
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



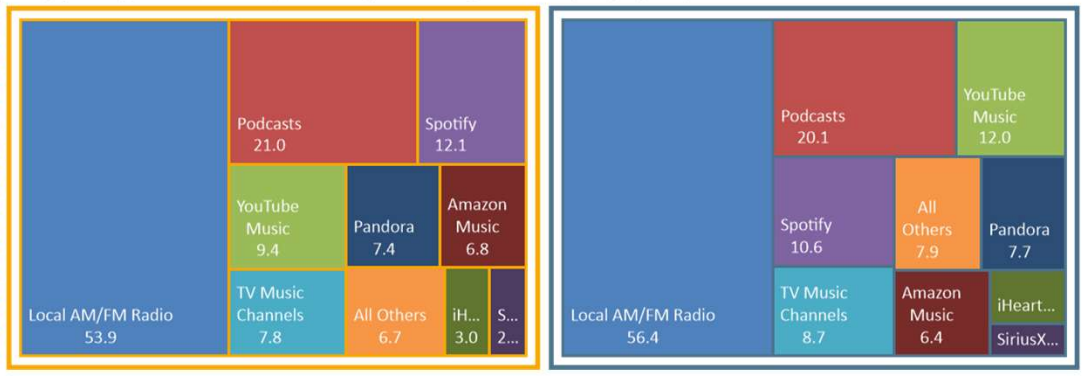
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,829

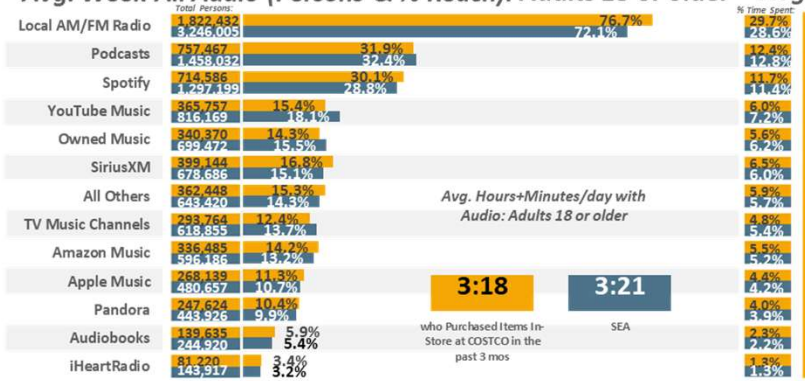
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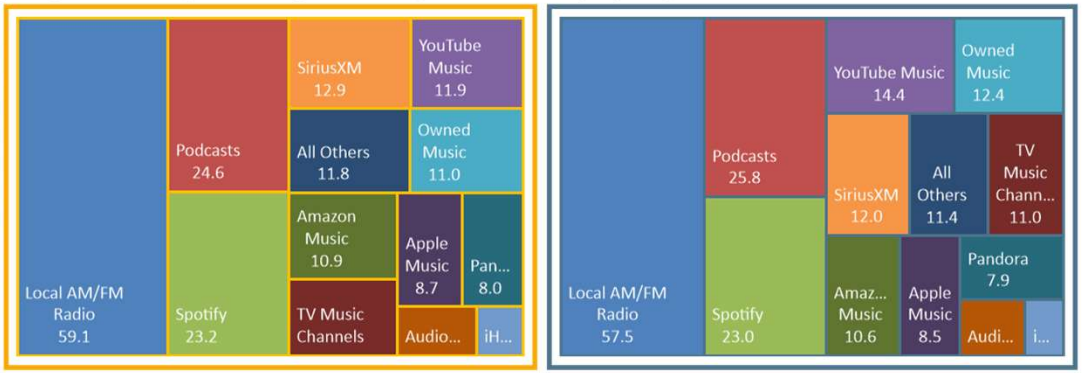
[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

1,745,977 or 73.5% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos listen to Ad-Supported Local AM/FM Radio for an average of 52.8 minutes every day representing 39.3% of all time spent daily with Ad-Supported Audio.

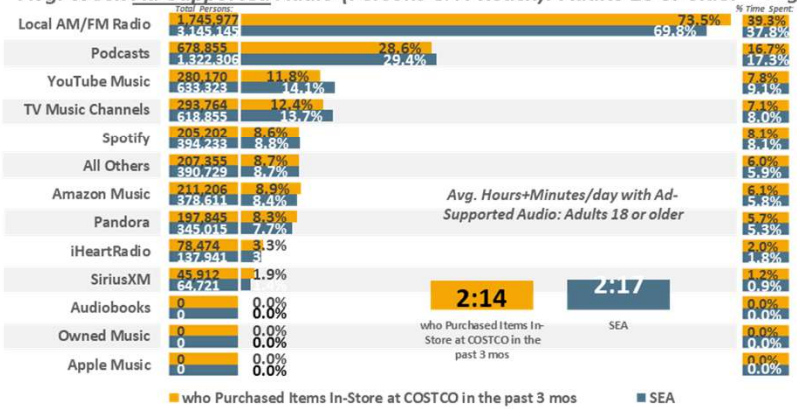
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



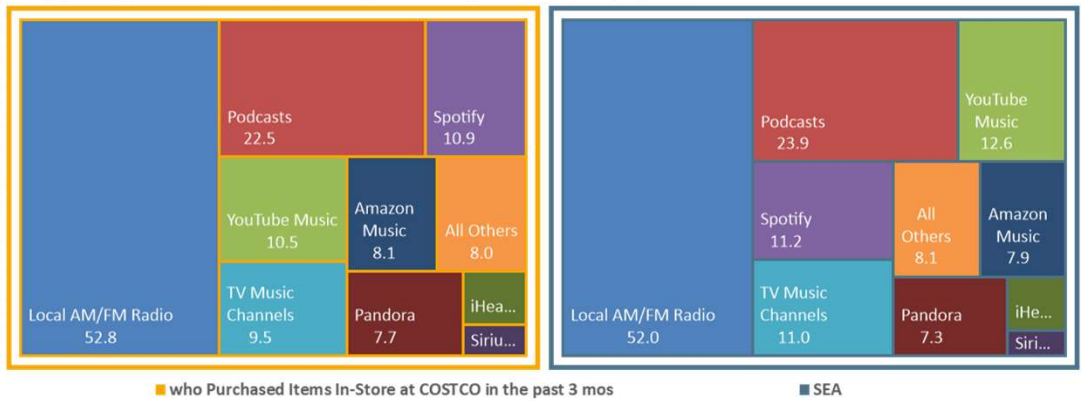
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,159

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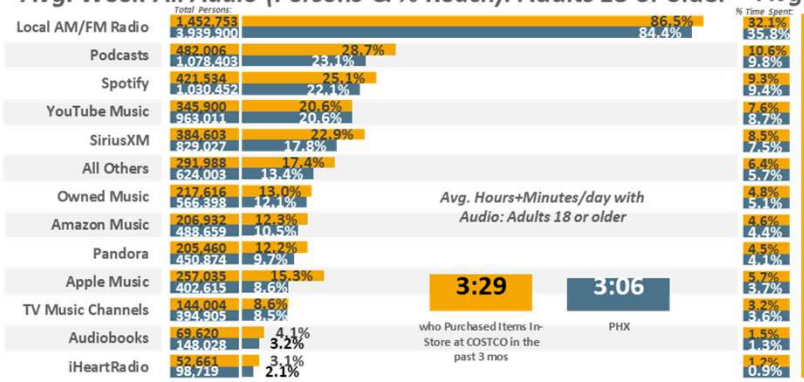
[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

COSTCO WHOLESALE

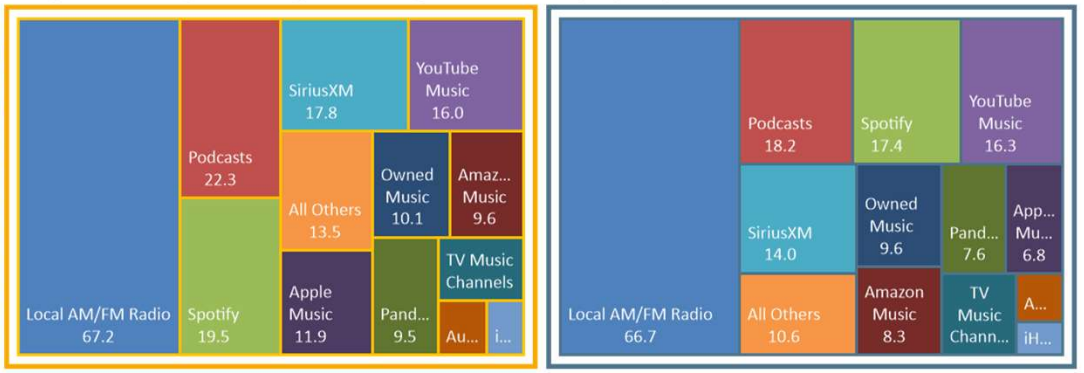
PHX

1,381,376 or 82.3% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos listen to Ad-Supported Local AM/FM Radio for an average of 62. minutes every day representing 41.5% of all time spent daily with Ad-Supported Audio.

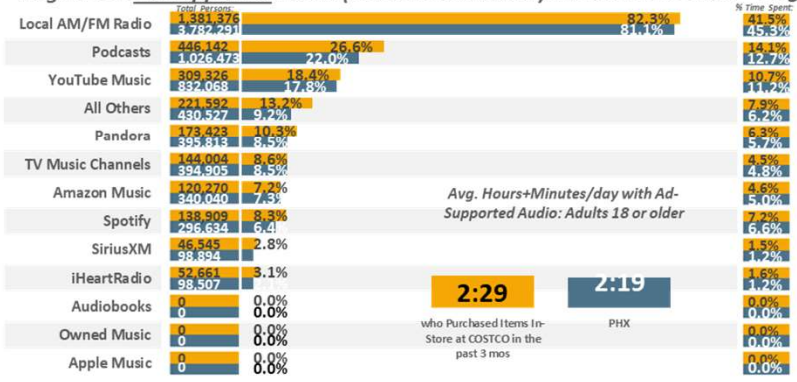
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



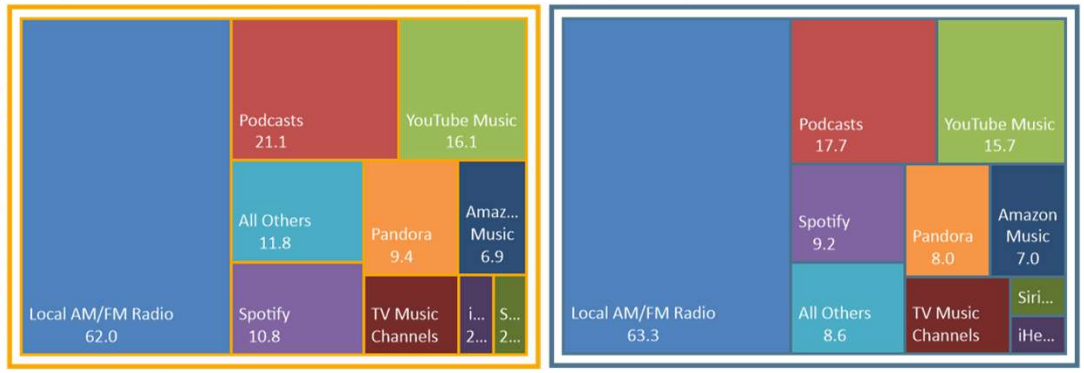
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 903

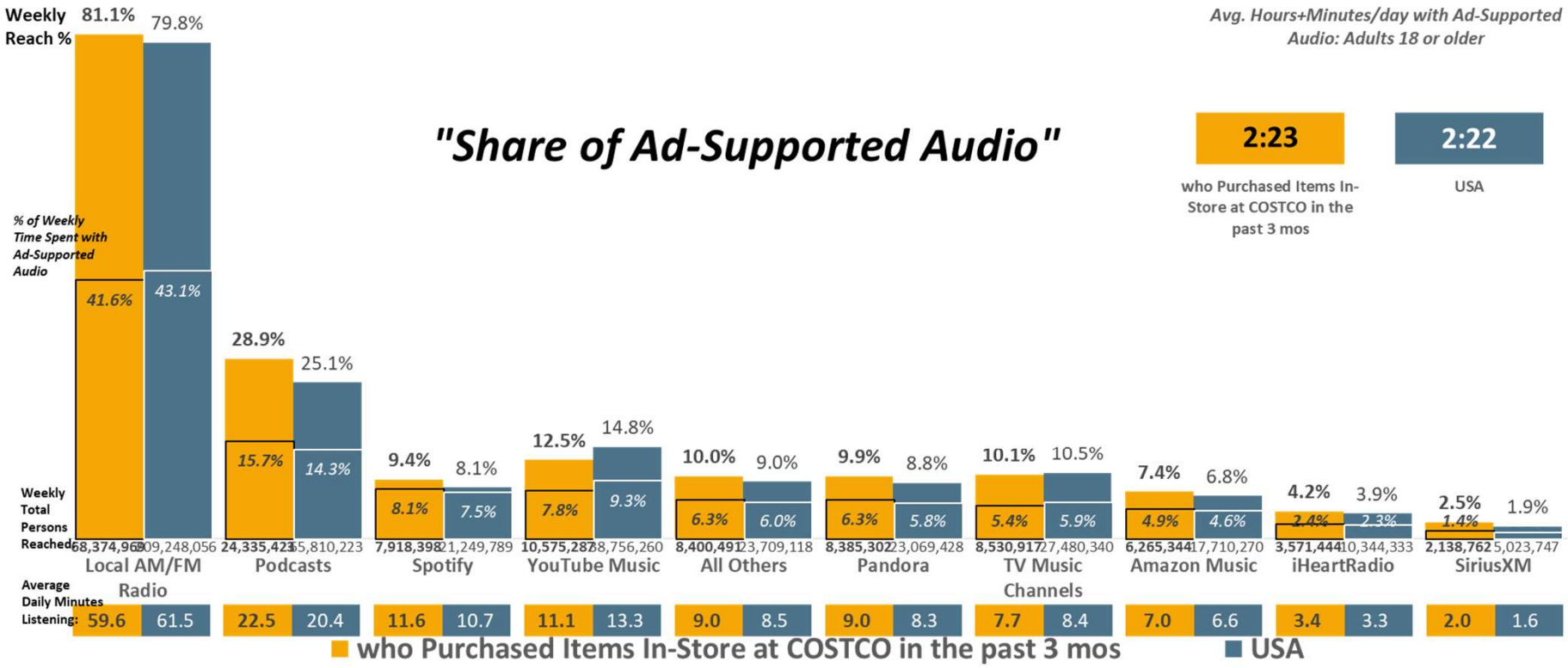
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[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]



68,374,969 or 81.1% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos listen to Ad-Supported Local AM/FM Radio for an average of 59.6 minutes every day representing 41.6% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 7,755

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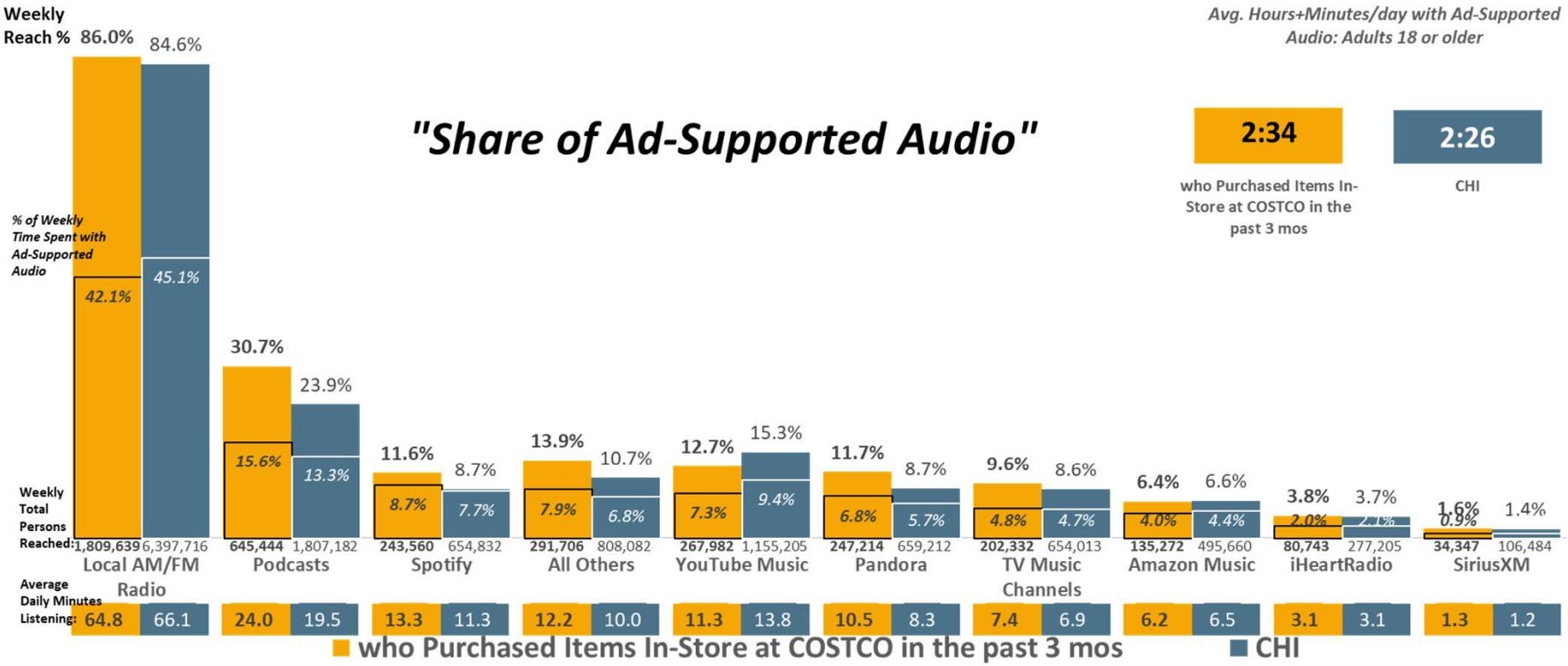
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]



1,809,639 or 86.% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos listen to Ad-Supported Local AM/FM Radio for an average of 64.8 minutes every day representing 42.1% of all time spent daily with Ad-Supported Audio.



	Local AM/FM Radio	Podcasts	Spotify	All Others	YouTube Music	Pandora	TV Music Channels	Amazon Music	iHeartRadio	SiriusXM
Weekly Reach %	86.0% / 84.6%	30.7% / 23.9%	11.6% / 8.7%	13.9% / 10.7%	12.7% / 15.3%	11.7% / 8.7%	9.6% / 8.6%	6.4% / 6.6%	3.8% / 3.7%	1.6% / 1.4%
% of Weekly Time Spent with Ad-Supported Audio	42.1% / 45.1%	15.6% / 13.3%	8.7% / 7.7%	7.9% / 6.8%	7.3% / 9.4%	6.8% / 5.7%	4.8% / 4.7%	4.0% / 4.4%	2.0% / 2.1%	0.9% / 1.2%
Weekly Total Persons Reached:	1,809,639 / 6,397,716	645,444 / 1,807,182	243,560 / 654,832	291,706 / 808,082	267,982 / 1,155,205	247,214 / 659,212	202,332 / 654,013	135,272 / 495,660	80,743 / 277,205	34,347 / 106,484
Average Daily Minutes Listening:	64.8 / 66.1	24.0 / 19.5	13.3 / 11.3	12.2 / 10.0	11.3 / 13.8	10.5 / 8.3	7.4 / 6.9	6.2 / 6.5	3.1 / 3.1	1.3 / 1.2

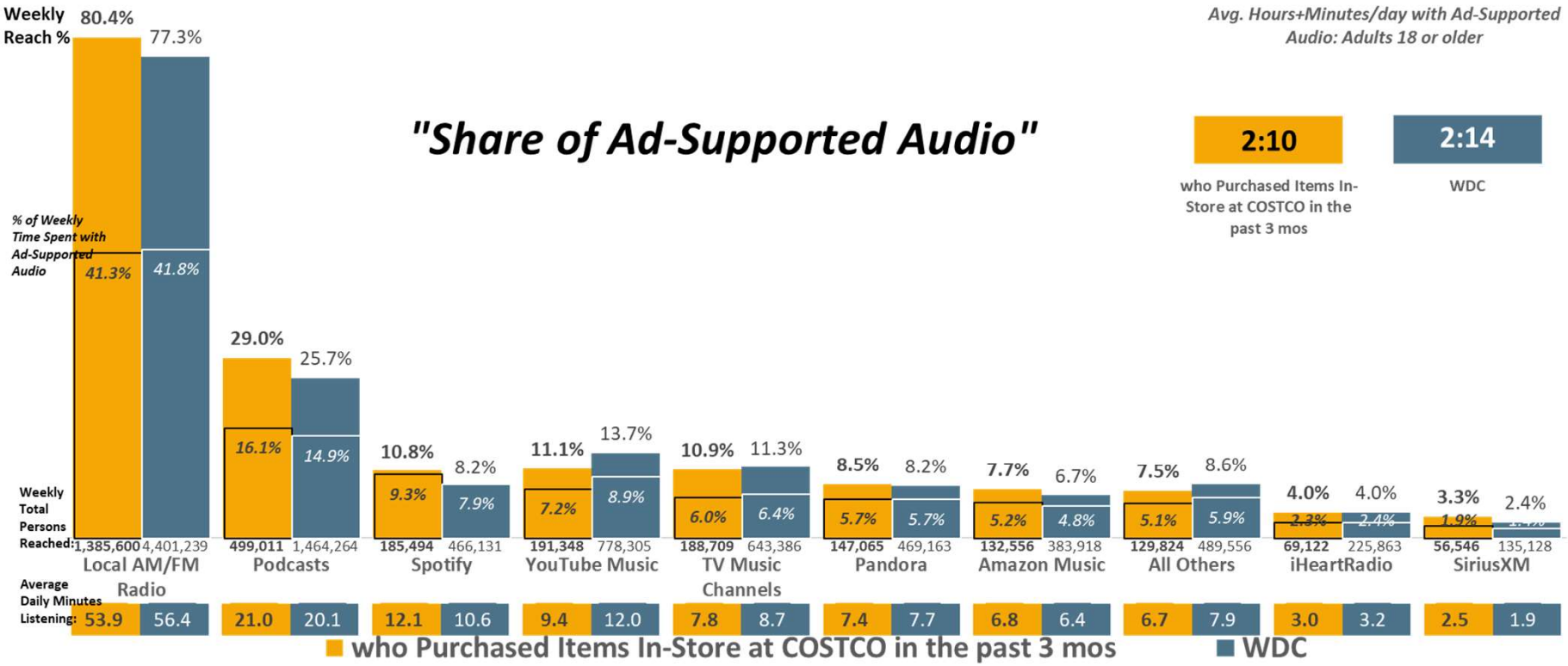
CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 907 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

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[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

1,385,600 or 80.4% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos listen to Ad-Supported Local AM/FM Radio for an average of 53.9 minutes every day representing 41.3% of all time spent daily with Ad-Supported Audio.



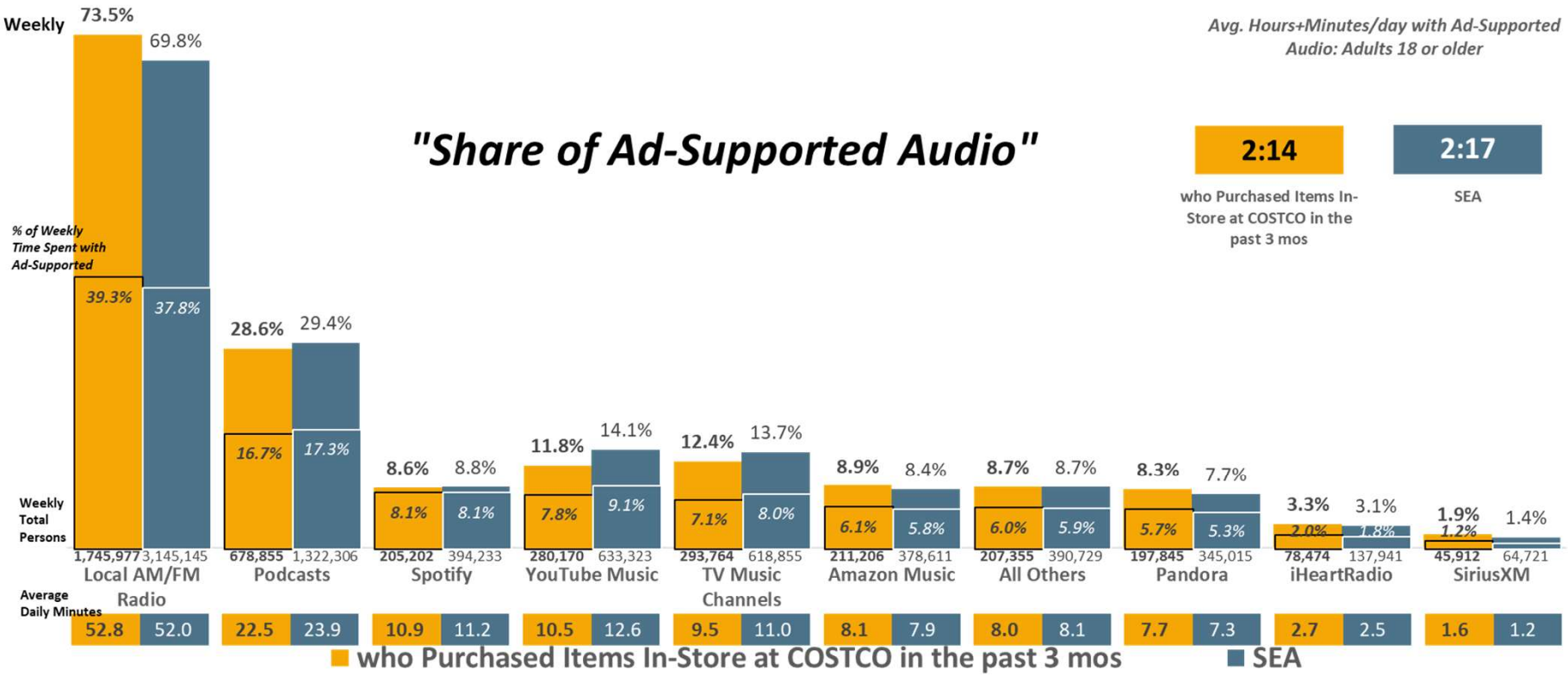
WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,829 WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

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[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

1,745,977 or 73.5% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos listen to Ad-Supported Local AM/FM Radio for an average of 52.8 minutes every day representing 39.3% of all time spent daily with Ad-Supported Audio.



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,159 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

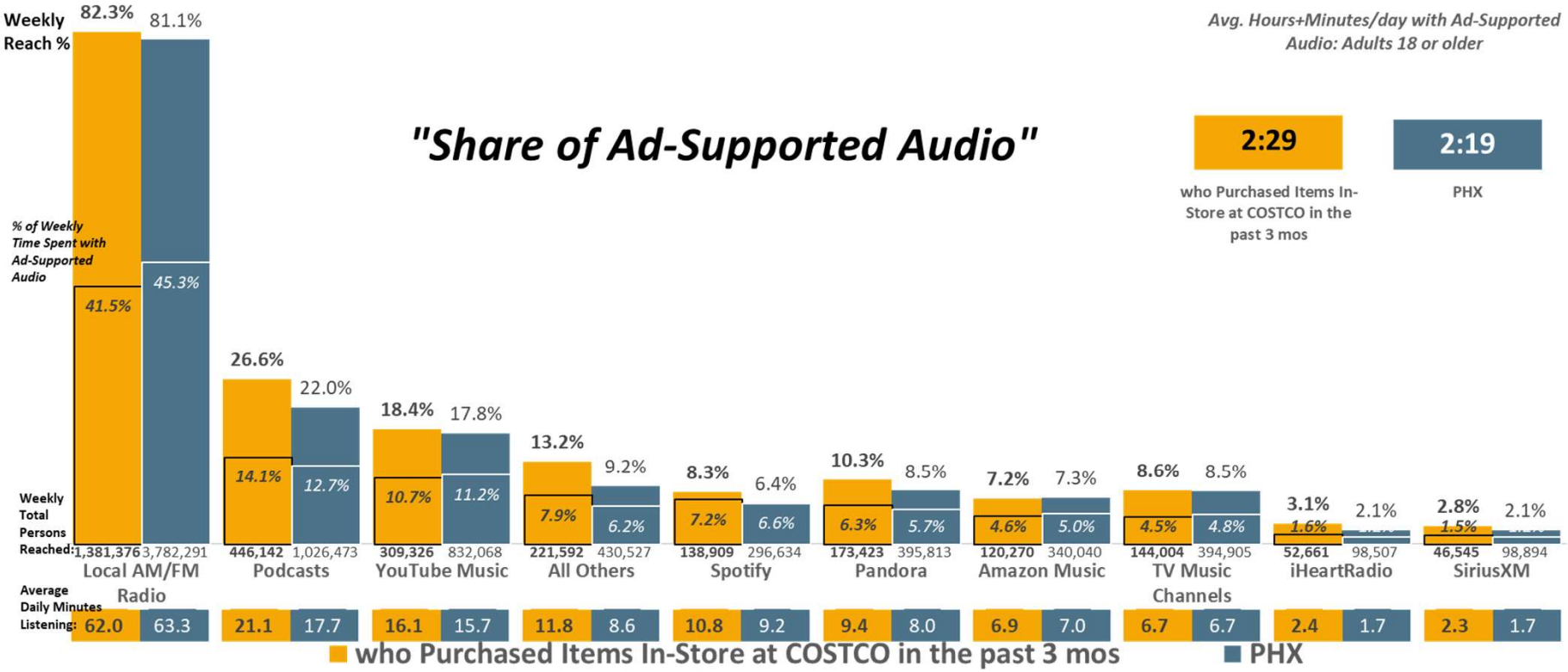
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[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]



1,381,376 or 82.3% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos listen to Ad-Supported Local AM/FM Radio for an average of 62. minutes every day representing 41.5% of all time spent daily with Ad-Supported Audio.



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 903 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

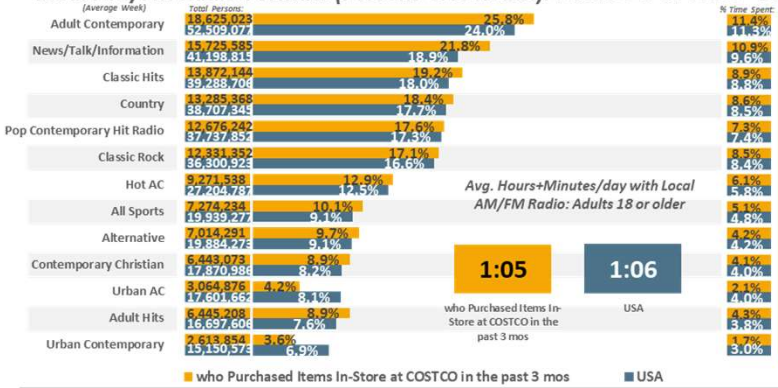
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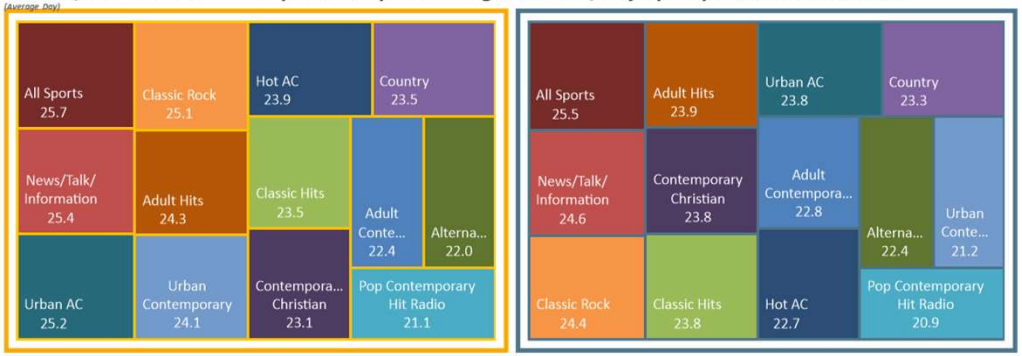
[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

68,374,969 or 81.1% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Country, Pop Contemporary Hit Radio, and Classic Rock.

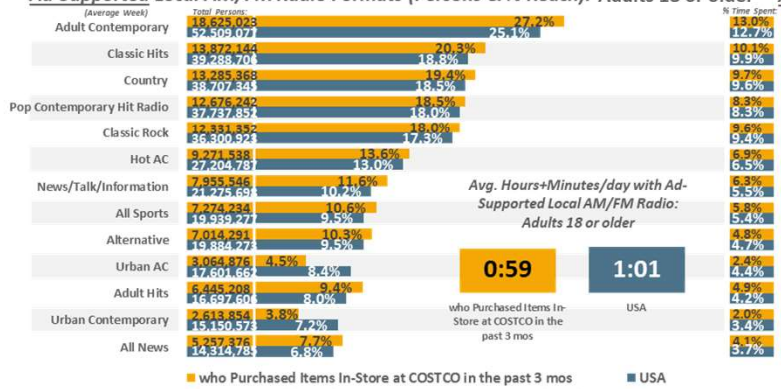
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



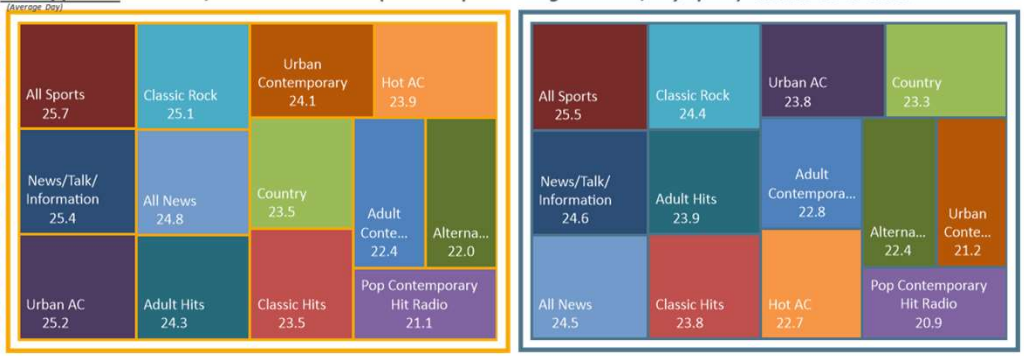
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R1 2024: Jan23-Aug24 Qual Intab 7,755

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

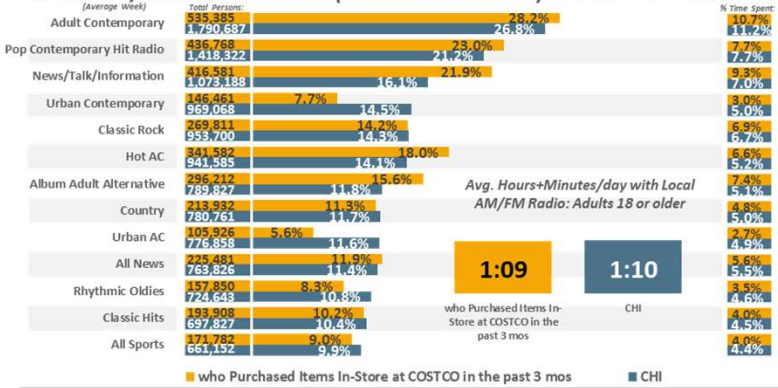
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[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

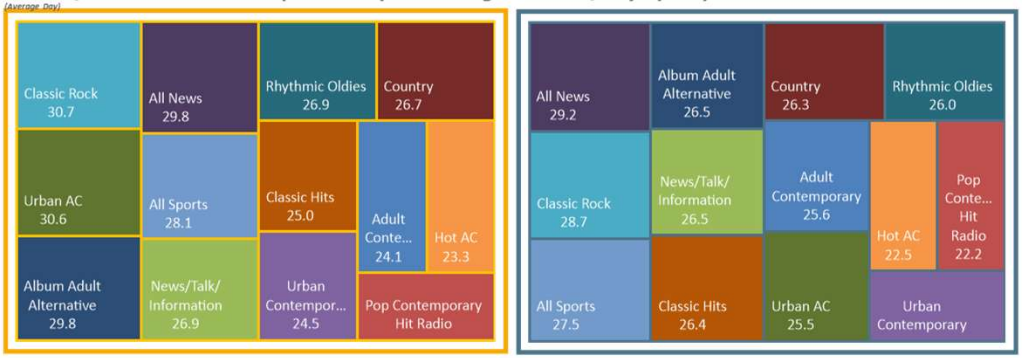


1,809,639 or 86.% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Hot AC, Album Adult Alternative, and News/Talk

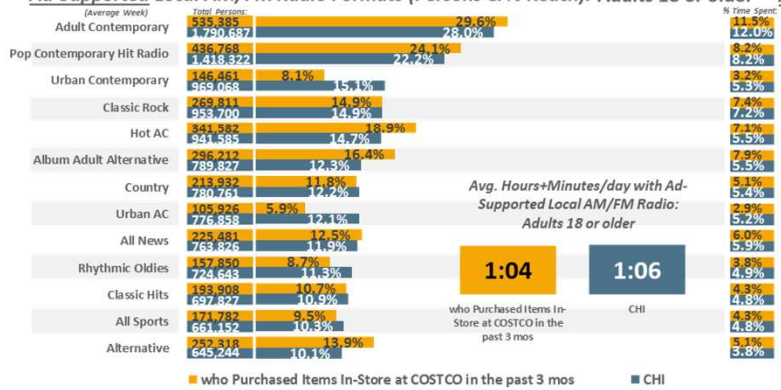
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



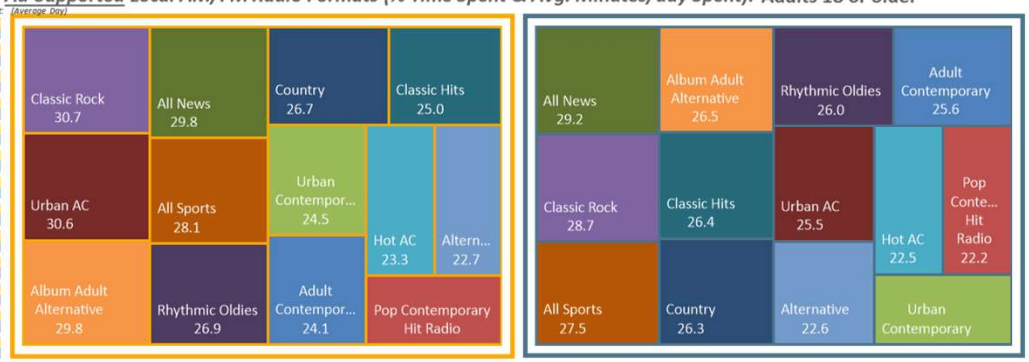
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 907

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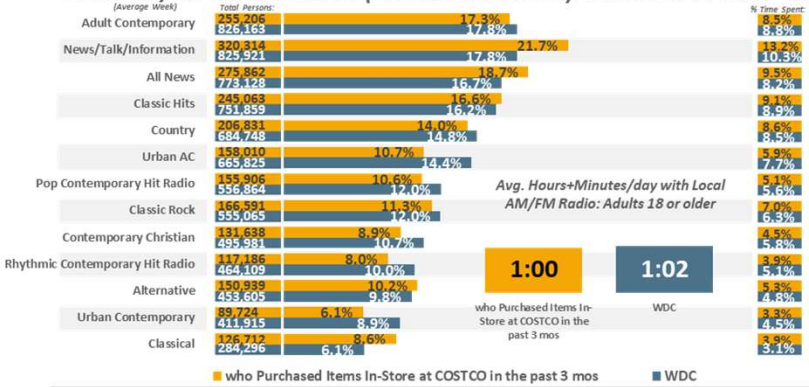
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[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

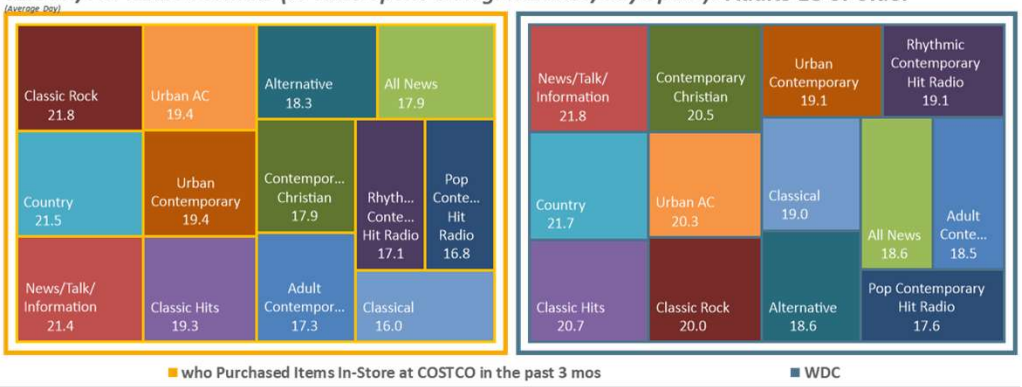


1,385,600 or 80.4% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are All News, Adult Contemporary, Classic Hits, Country, and Classic Rock.

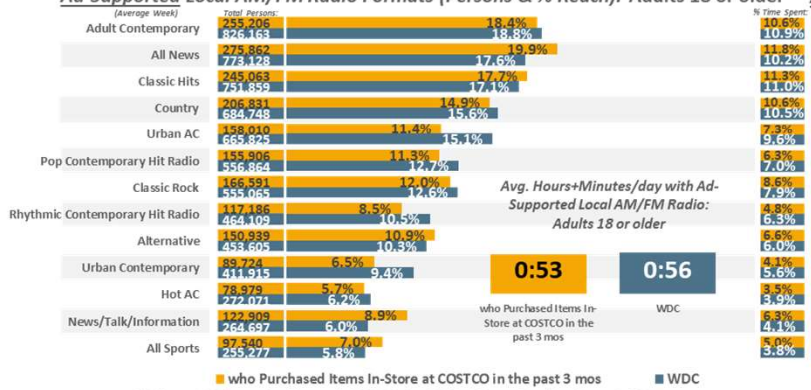
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



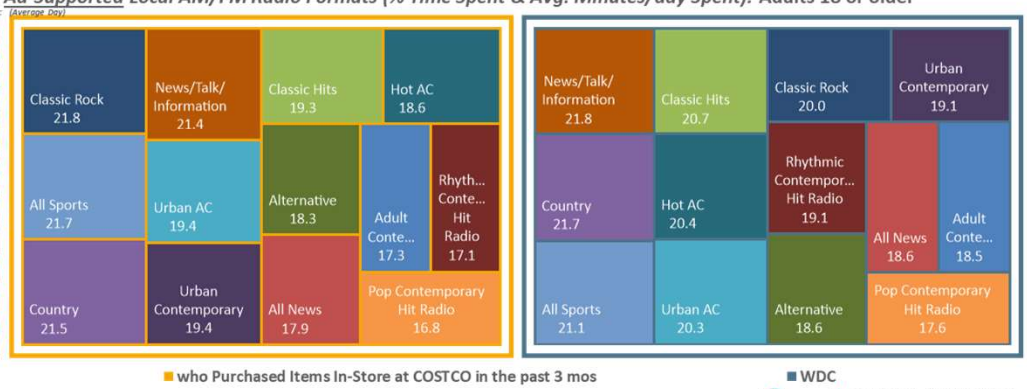
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,829

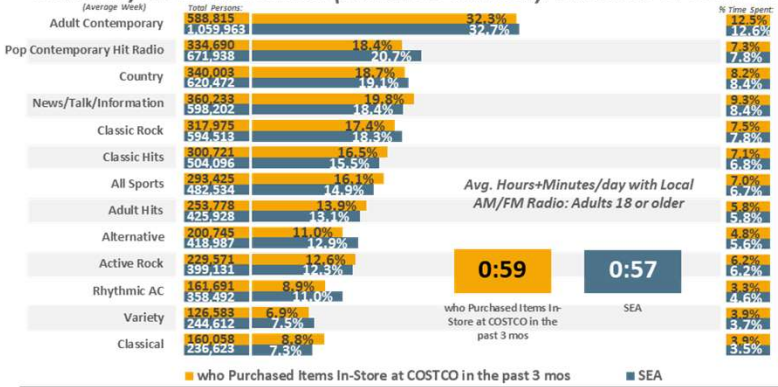
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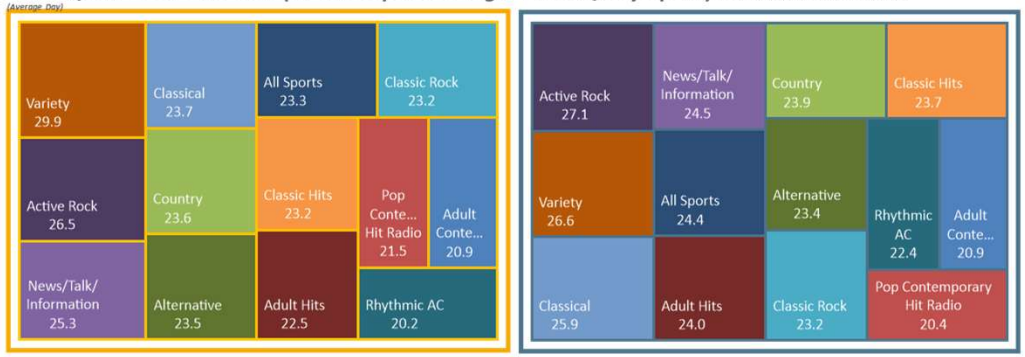
[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

1,745,977 or 73.5% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Pop Contemporary Hit Radio, Classic Rock, and Classic Hits.

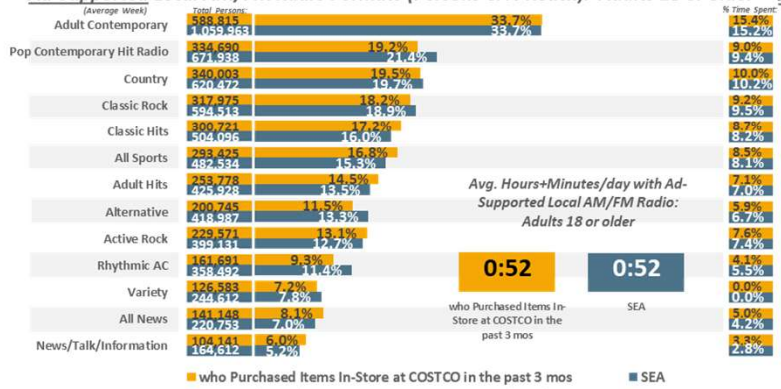
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



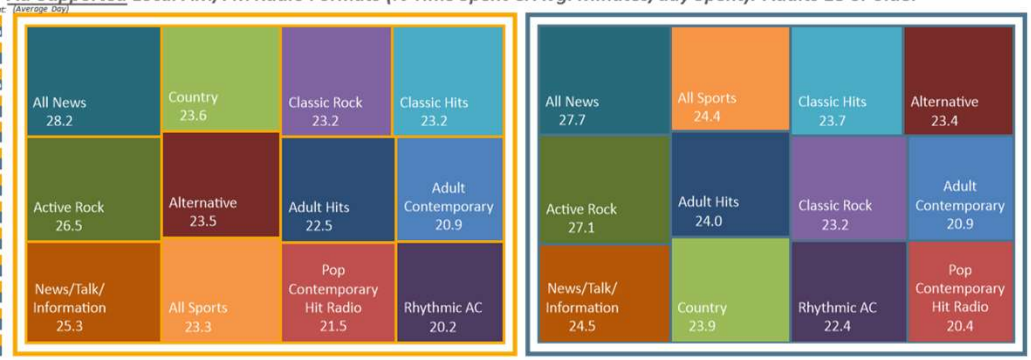
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,159

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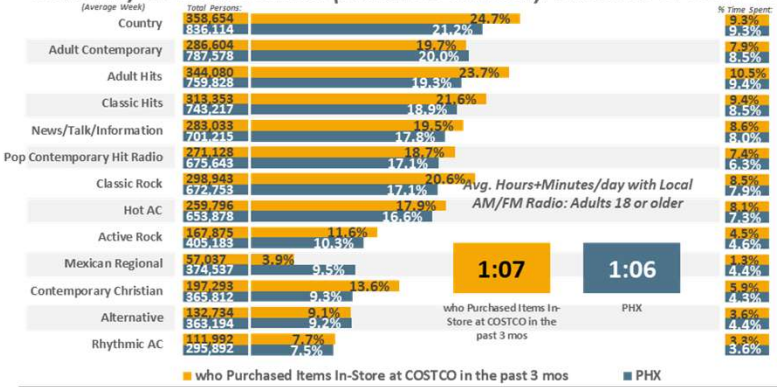
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[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

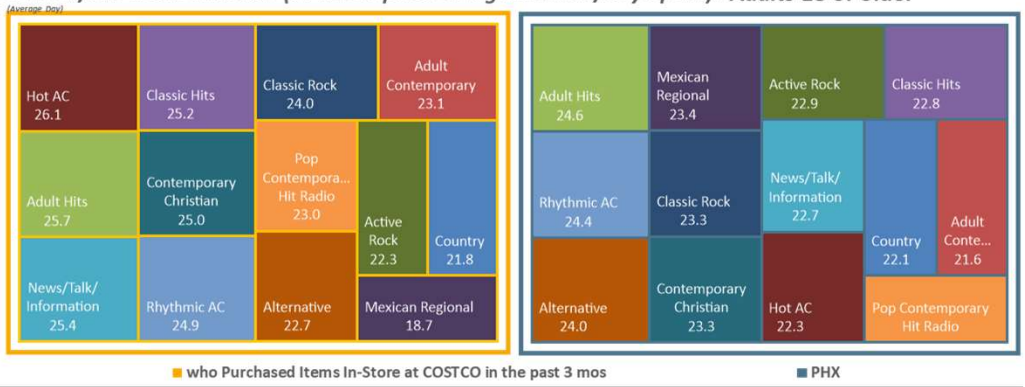


1,381,376 or 82.3% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Hits, Classic Hits, Classic Rock, and Adult Contemporary.

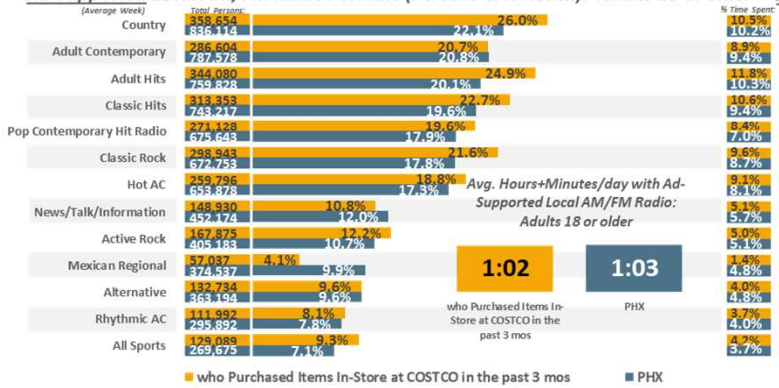
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



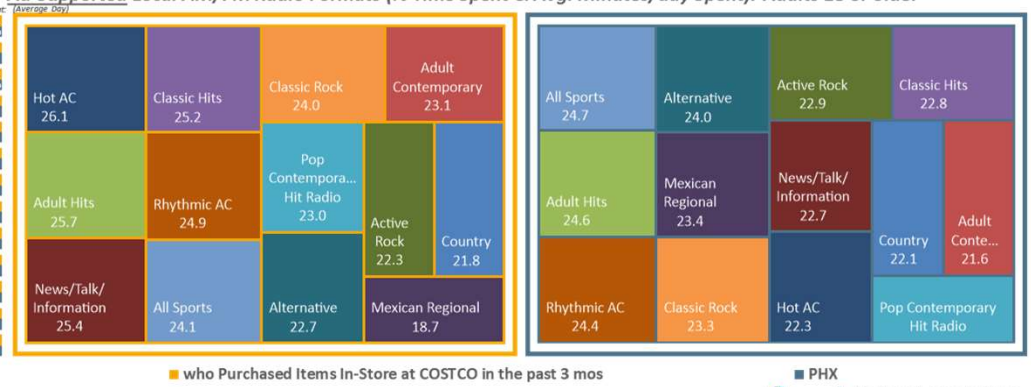
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 903

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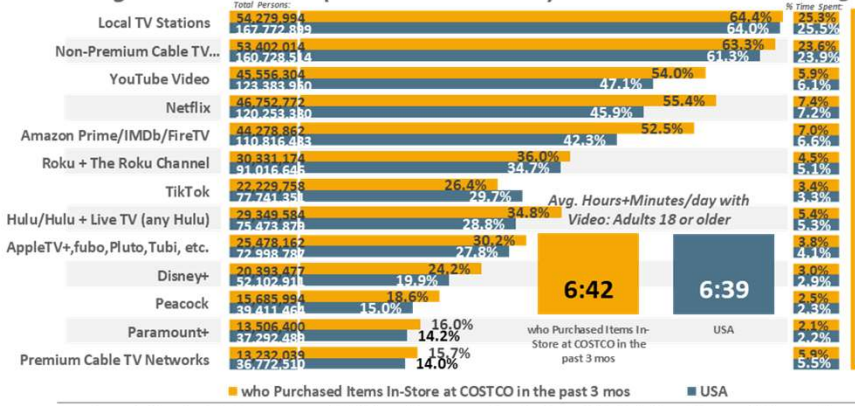
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[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

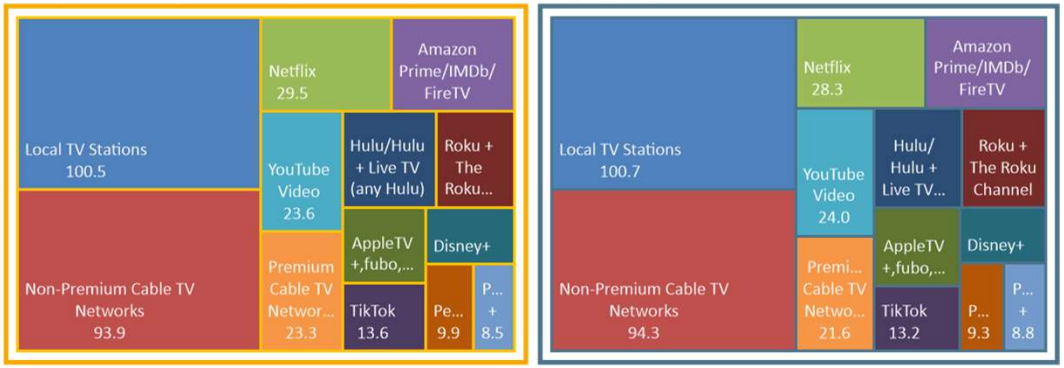


53,660,399 or 63.6% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos watch Ad-Supported Local TV Stations for an average of 95.1 minutes every day representing 29.1% of all time spent daily with Ad-Supported Video.

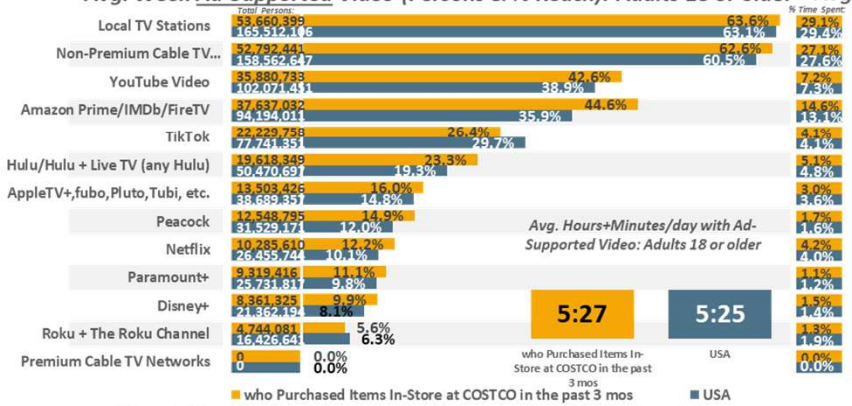
Avg. Week All Video (Persons & % Reach): Adults 18 or older



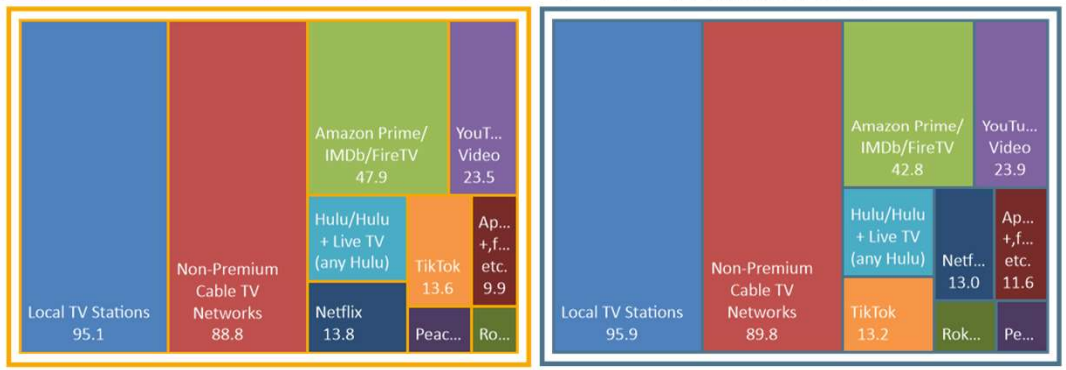
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 7,755

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

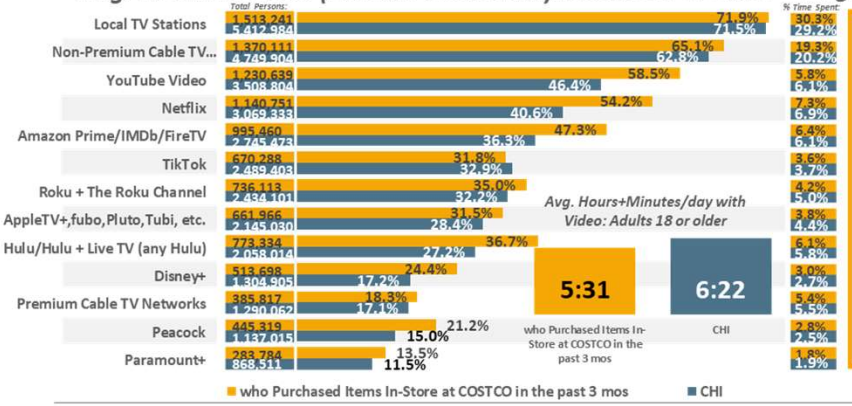
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[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

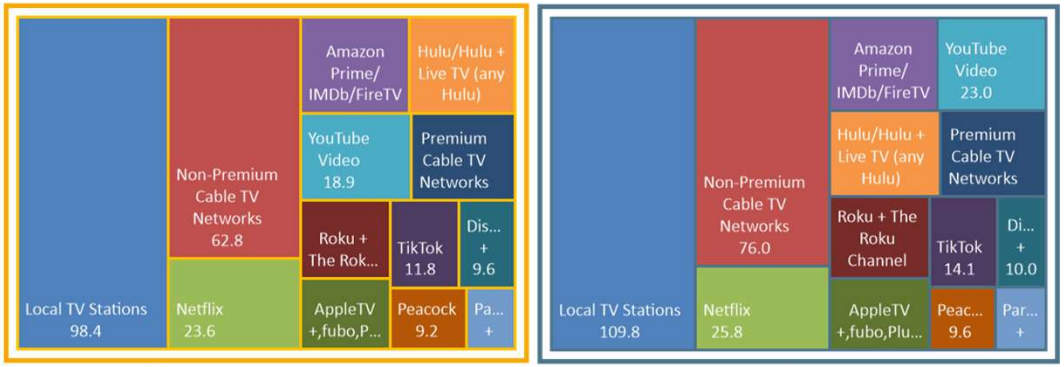


1,498,274 or 71.2% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos watch Ad-Supported Local TV Stations for an average of 93.8 minutes every day representing 35.% of all time spent daily with Ad-Supported Video.

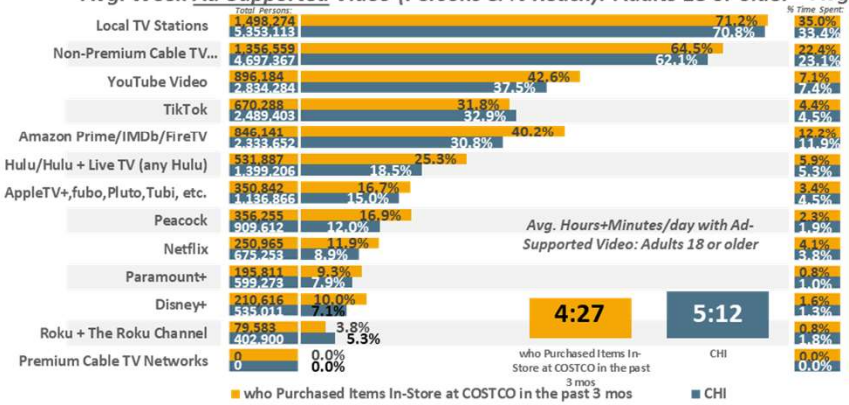
Avg. Week All Video (Persons & % Reach): Adults 18 or older



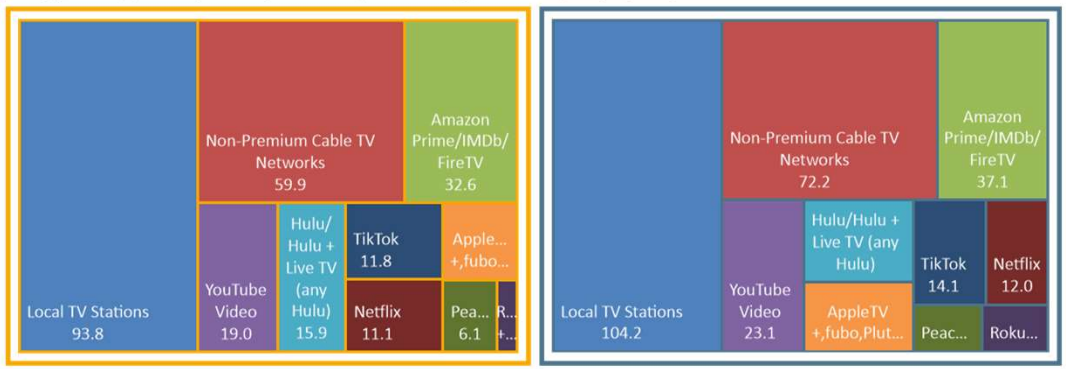
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 907

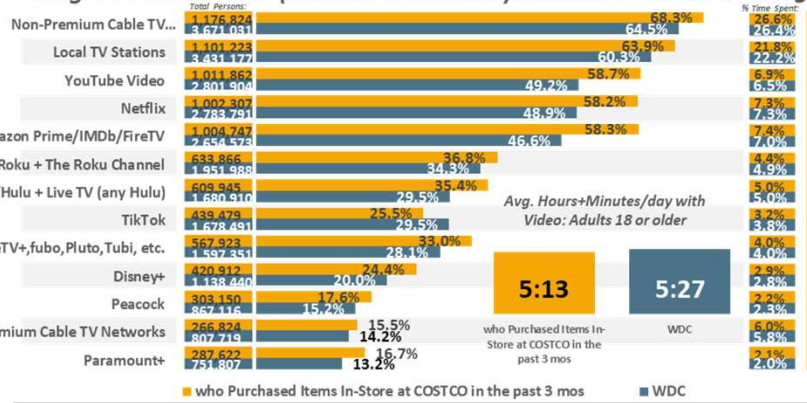
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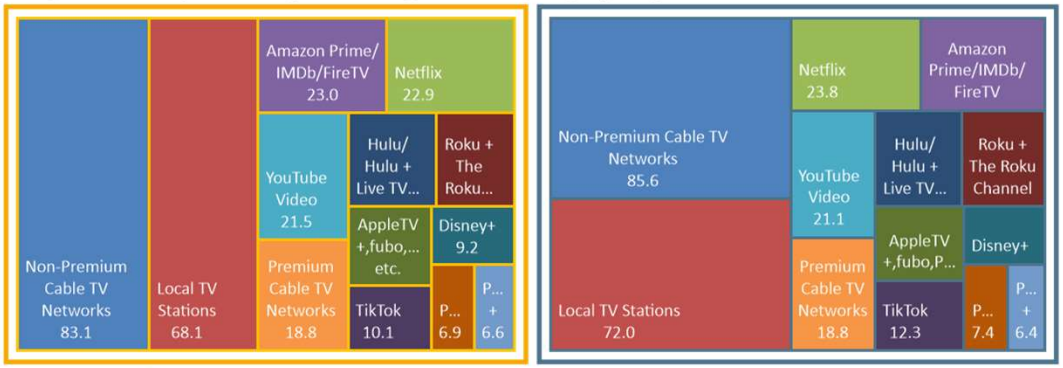
[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

1,085,619 or 63.% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos watch Ad-Supported Local TV Stations for an average of 63.5 minutes every day representing 24.7% of all time spent daily with Ad-Supported Video.

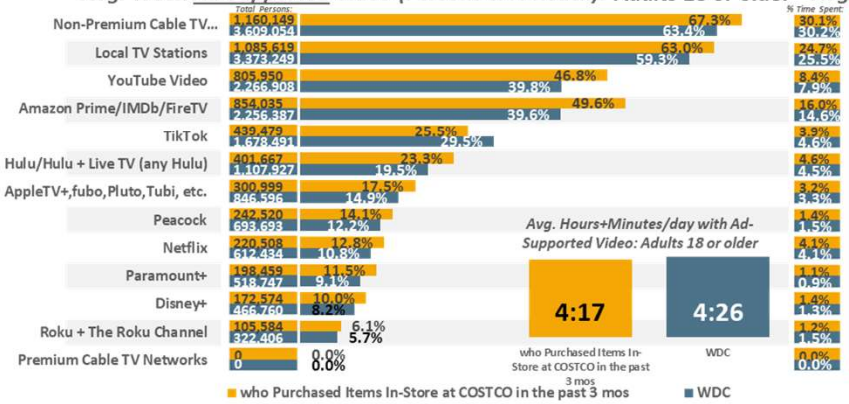
Avg. Week All Video (Persons & % Reach): Adults 18 or older



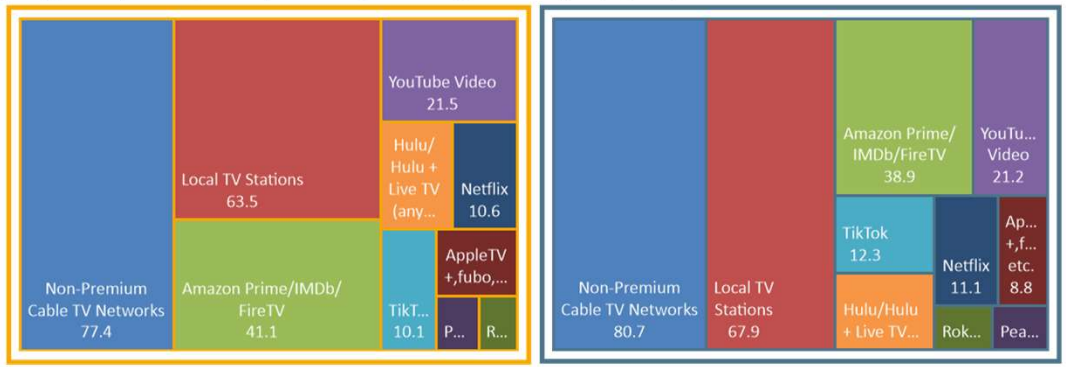
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,829

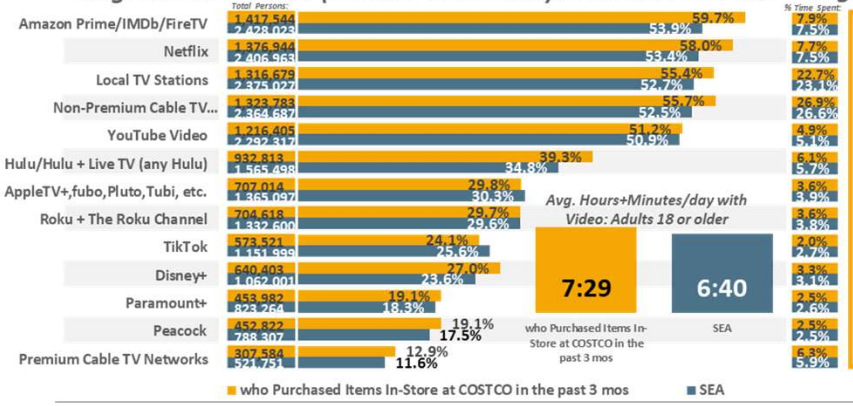
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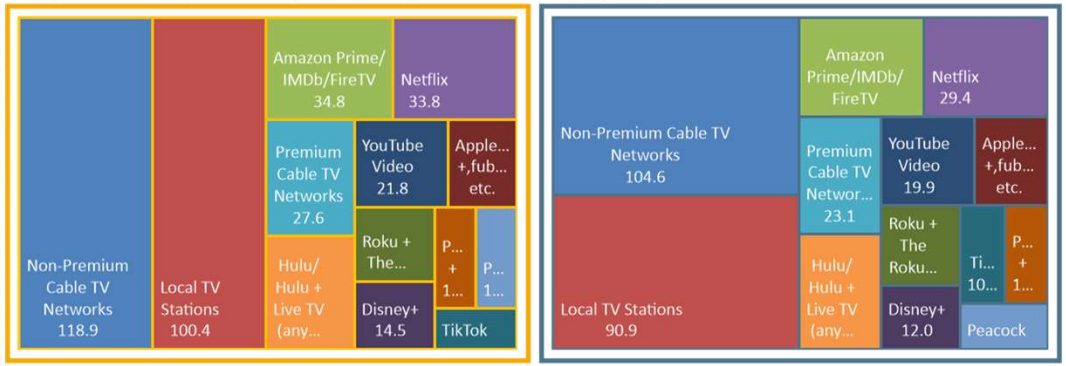
[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

1,300,650 or 54.8% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos watch Ad-Supported Local TV Stations for an average of 94.6 minutes every day representing 25.6% of all time spent daily with Ad-Supported Video.

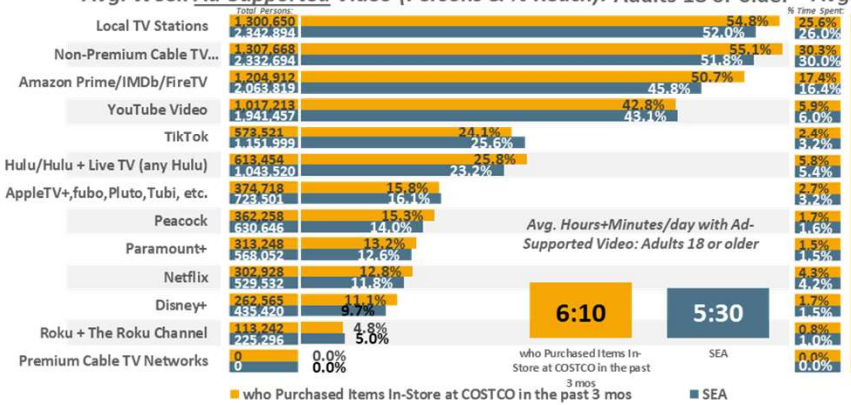
Avg. Week All Video (Persons & % Reach): Adults 18 or older



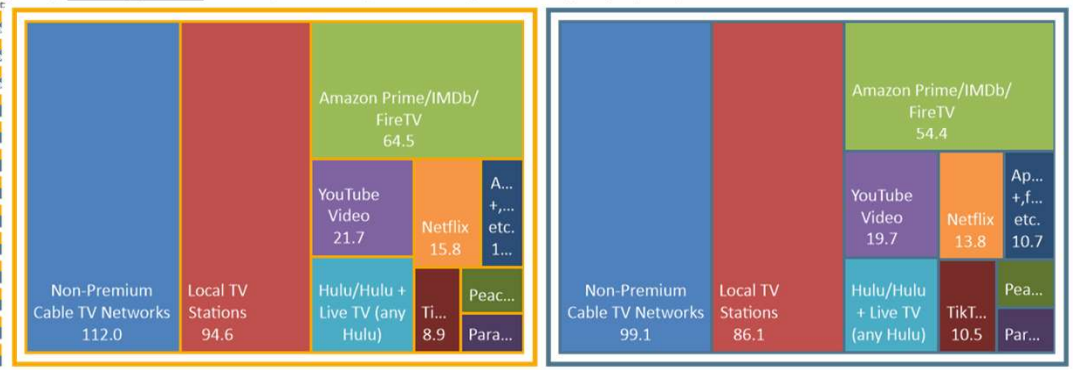
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,159

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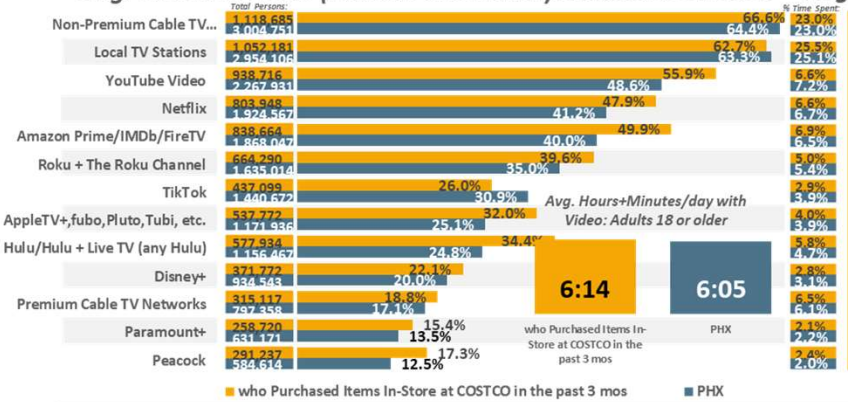
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[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

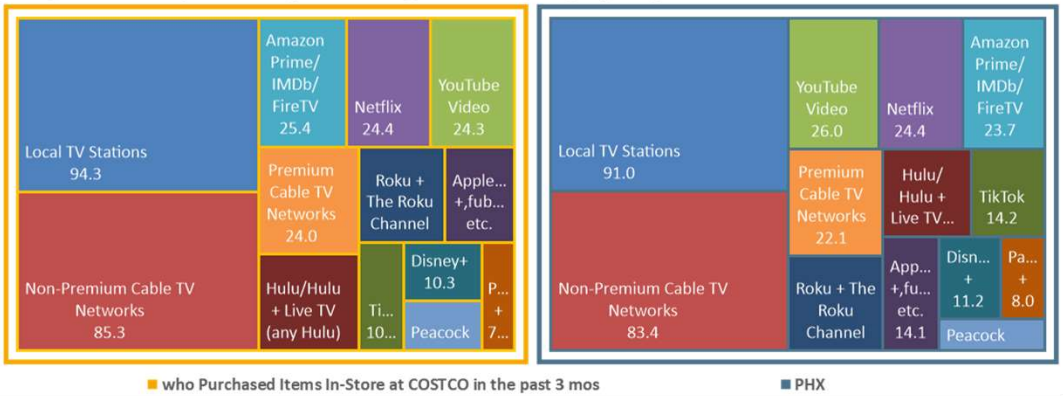


1,039,051 or 61.9% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos watch Ad-Supported Local TV Stations for an average of 90.3 minutes every day representing 29.4% of all time spent daily with Ad-Supported Video.

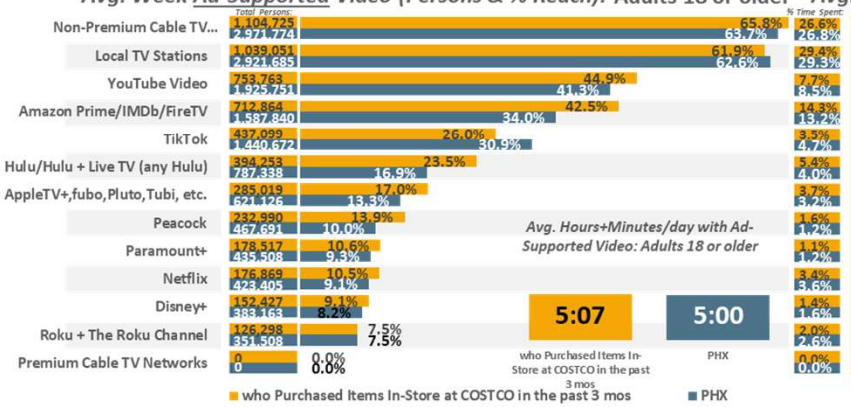
Avg. Week All Video (Persons & % Reach): Adults 18 or older



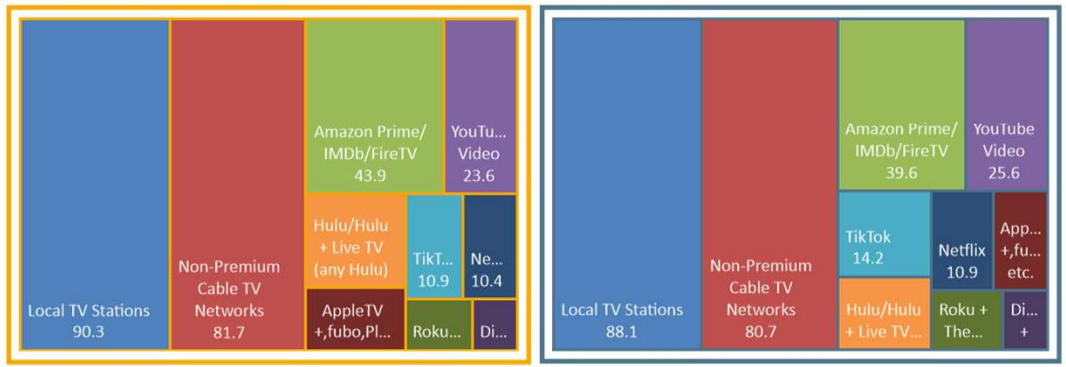
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 903

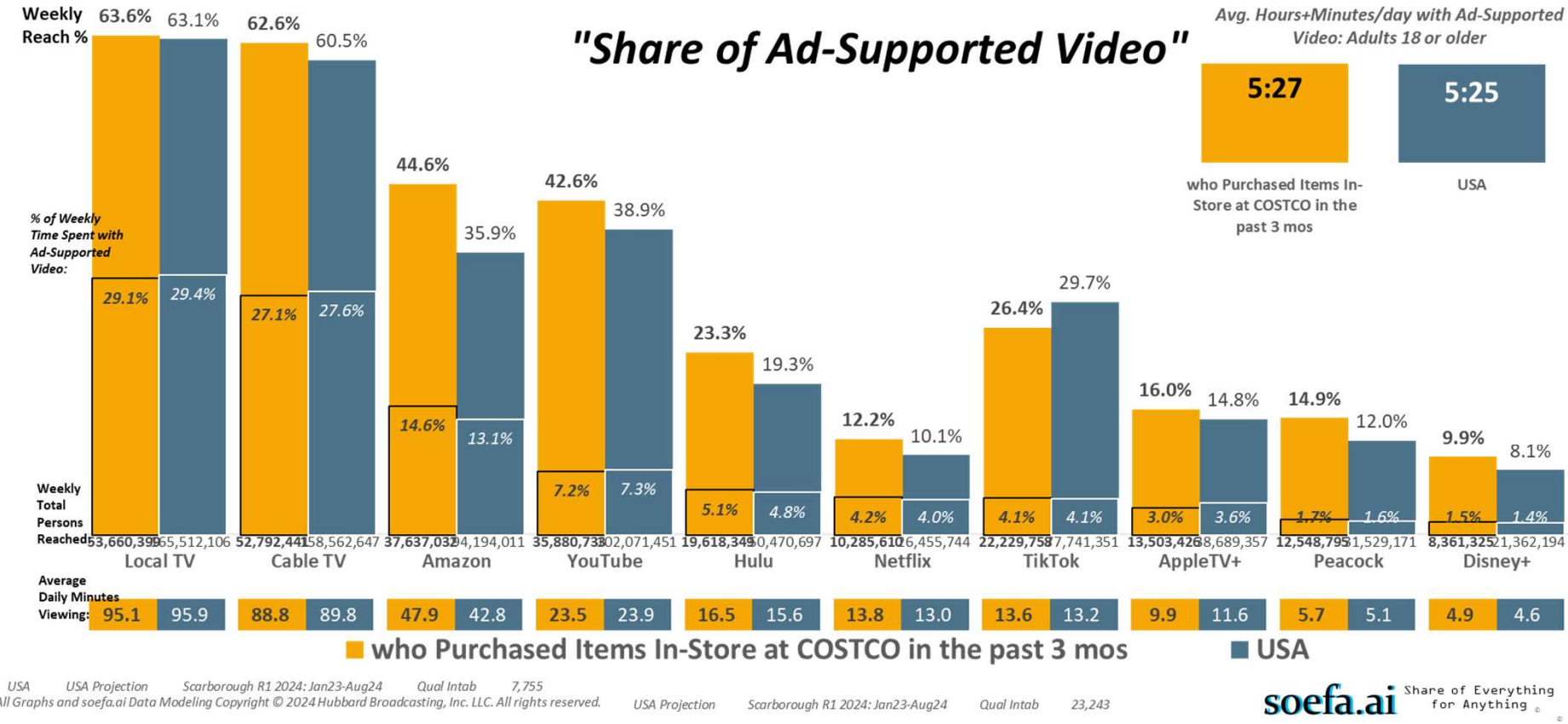
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[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]



53,660,399 or 63.6% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos watch Ad-Supported Local TV Stations for an average of 95.1 minutes every day representing 29.1% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 7,755

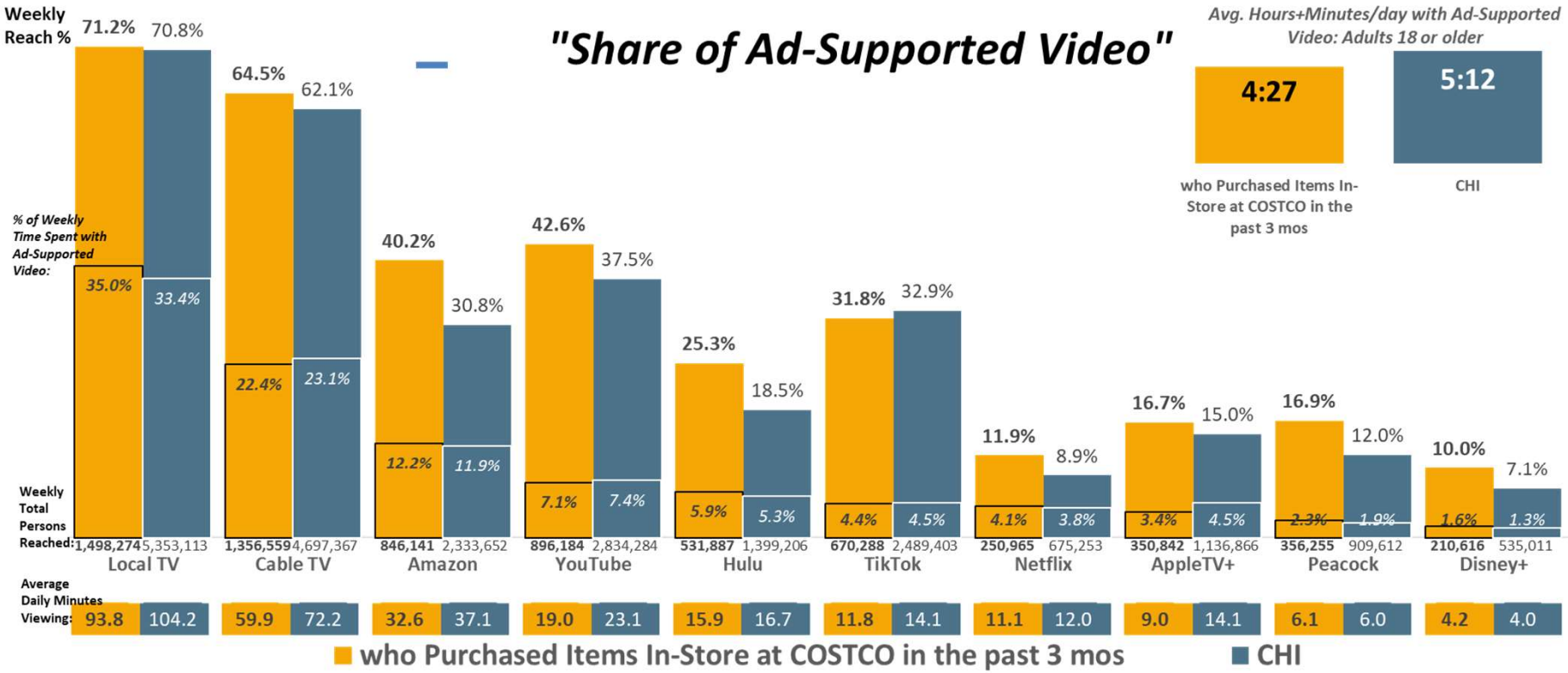
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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

1,498,274 or 71.2% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos watch Ad-Supported Local TV Stations for an average of 93.8 minutes every day representing 35.% of all time spent daily with Ad-Supported Video.



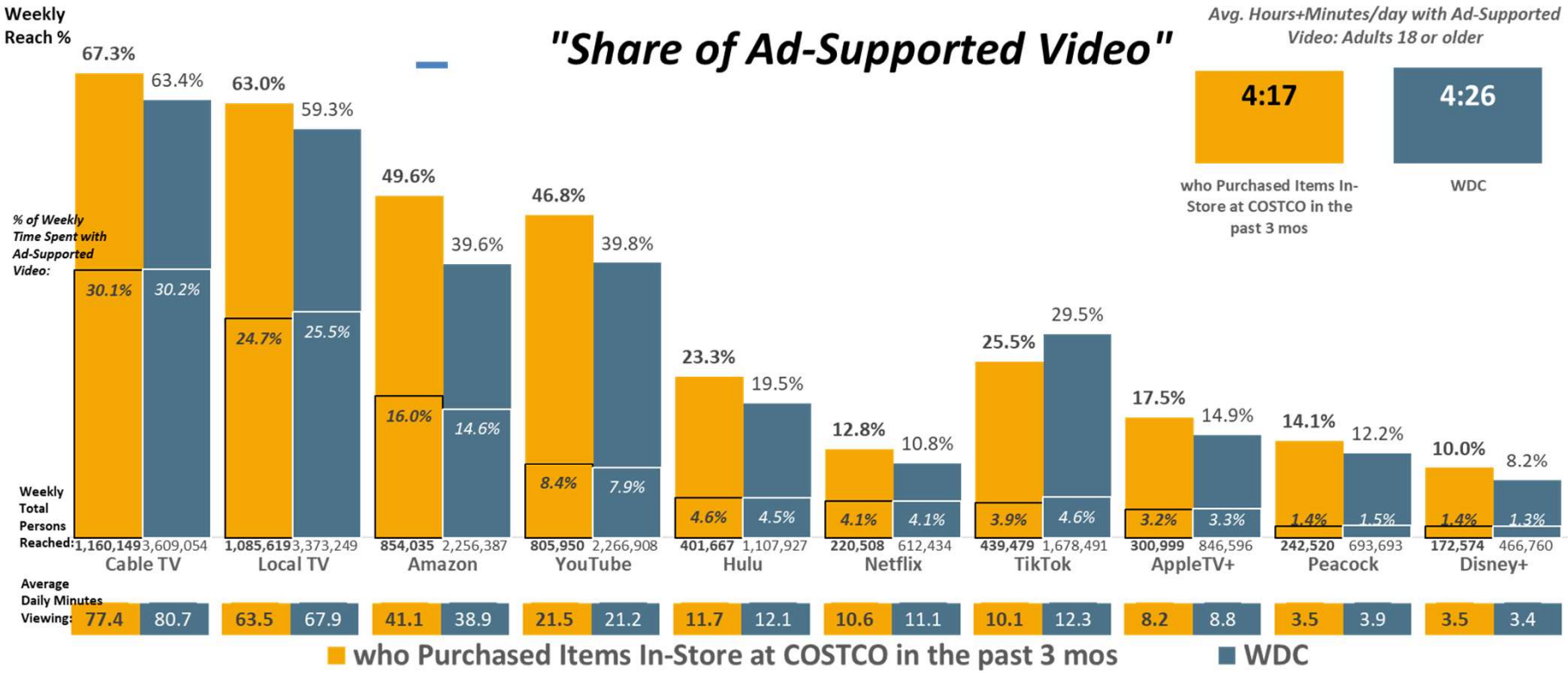
CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 907 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

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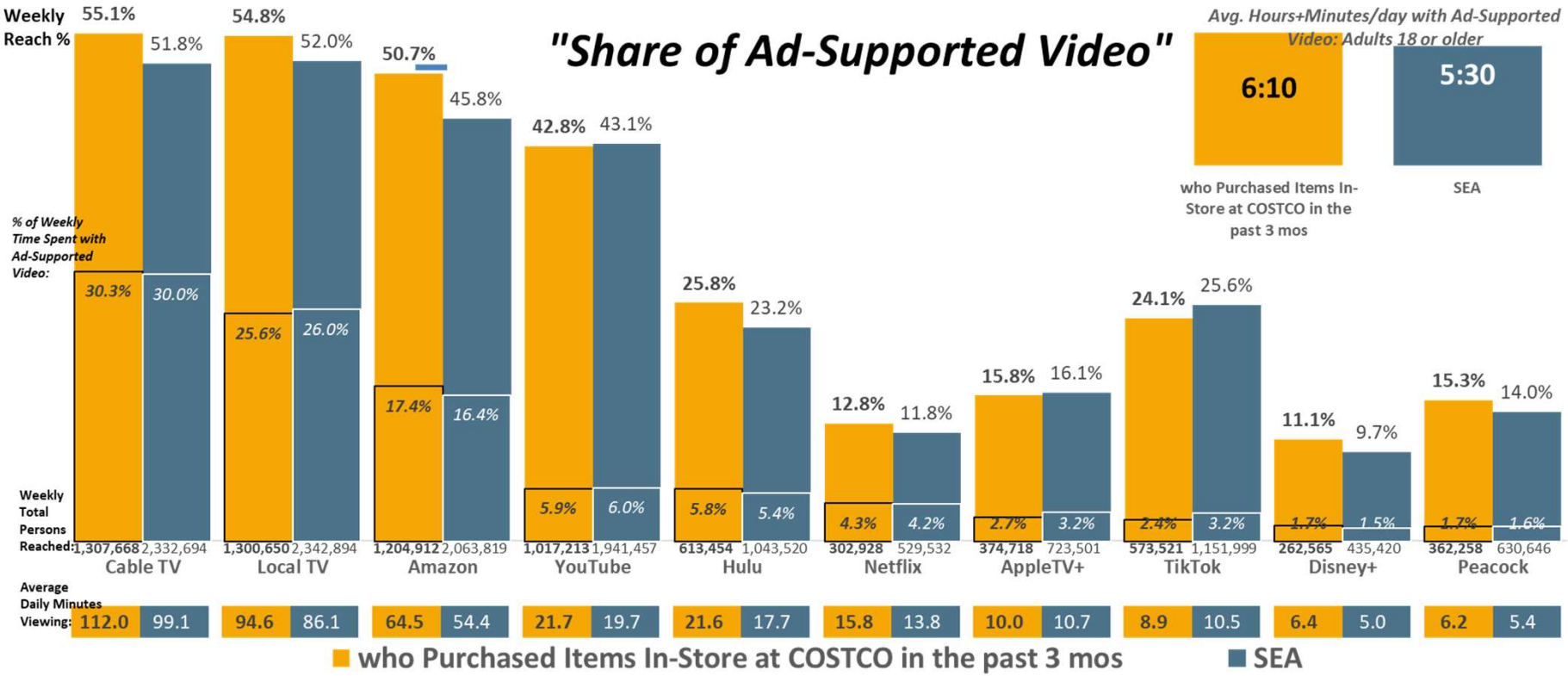
WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,829 WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

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1,300,650 or 54.8% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos watch Ad-Supported Local TV Stations for an average of 94.6 minutes every day representing 25.6% of all time spent daily with Ad-Supported Video.



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,159 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

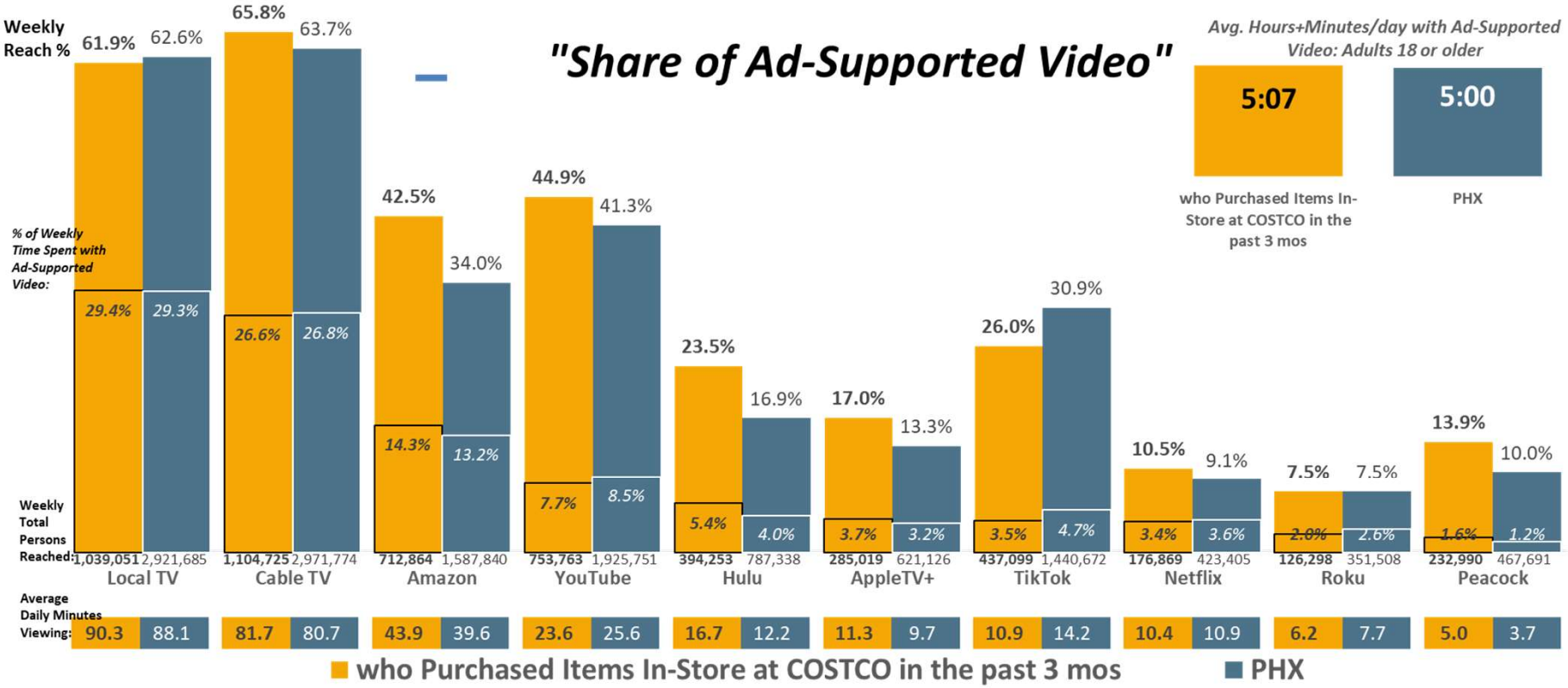
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[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]



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PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 903 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

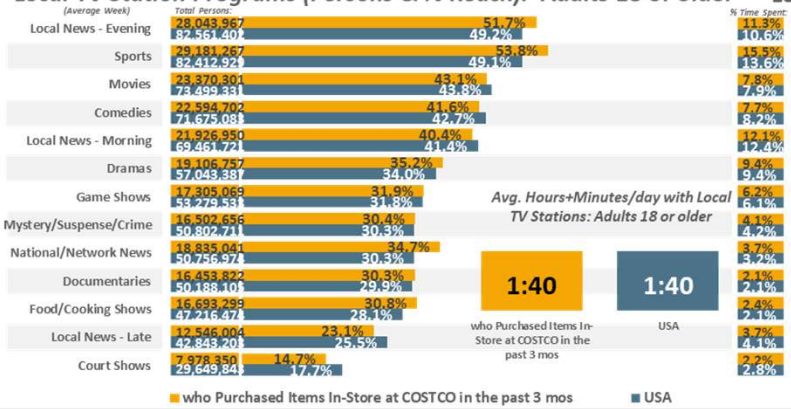
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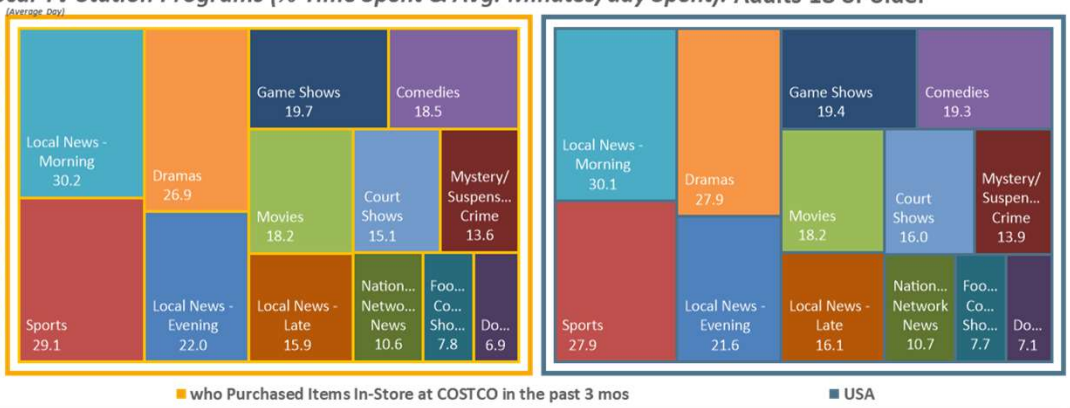
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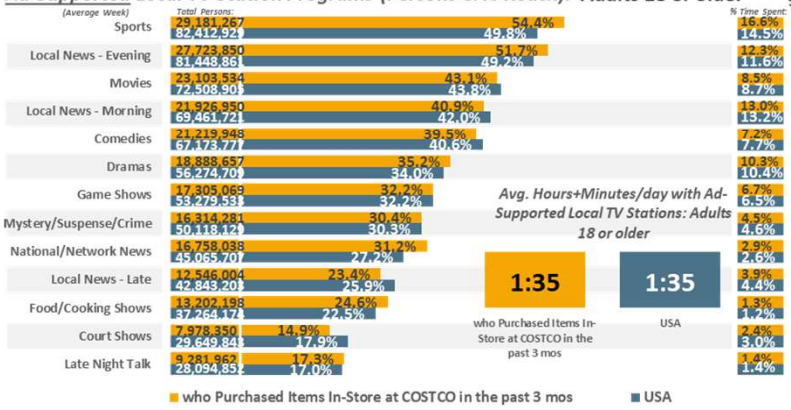
Local TV Station Programs (Persons & % Reach): Adults 18 or older



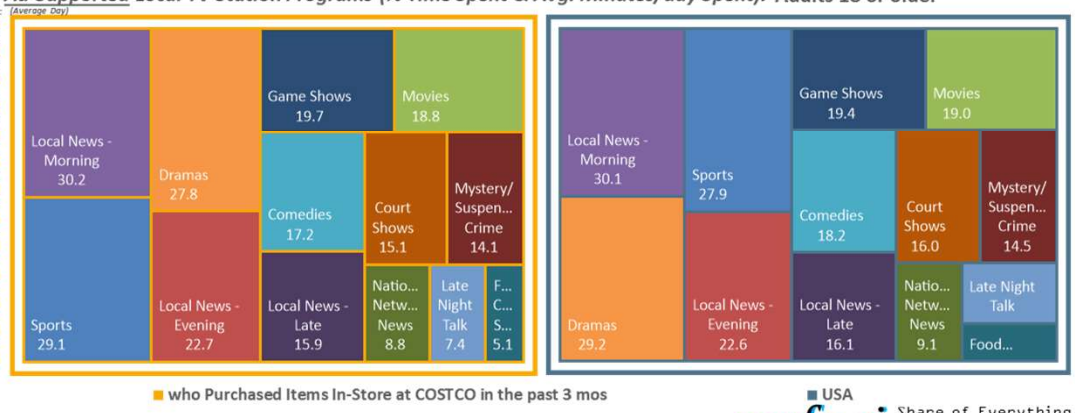
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 7,755

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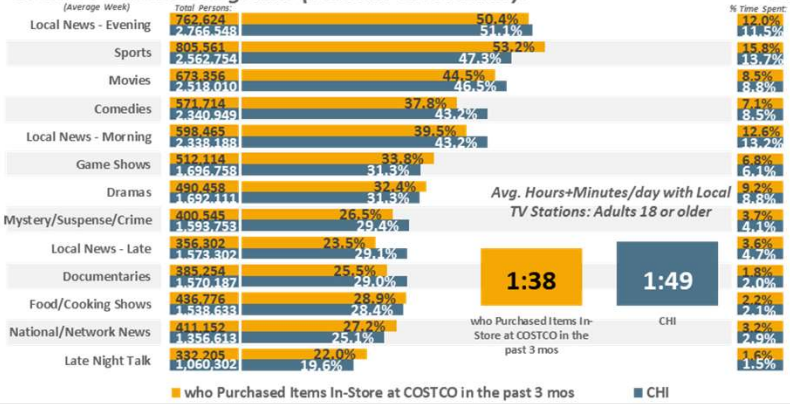
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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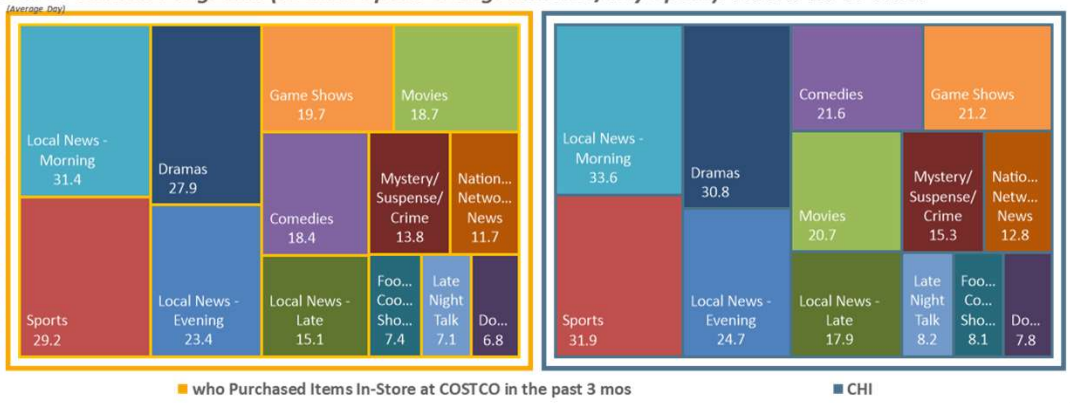
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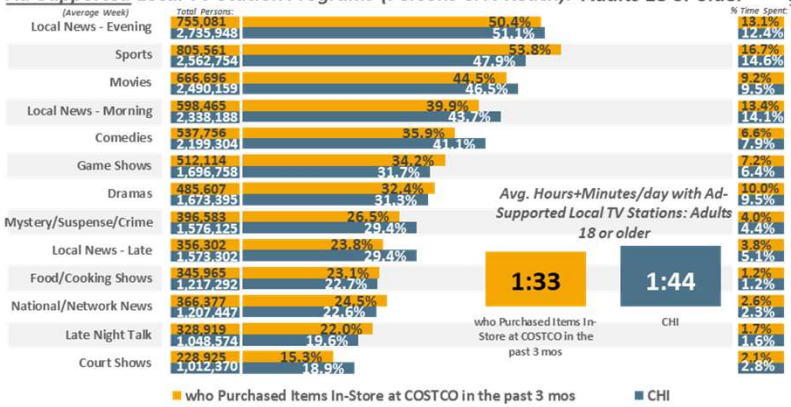
Local TV Station Programs (Persons & % Reach): Adults 18 or older



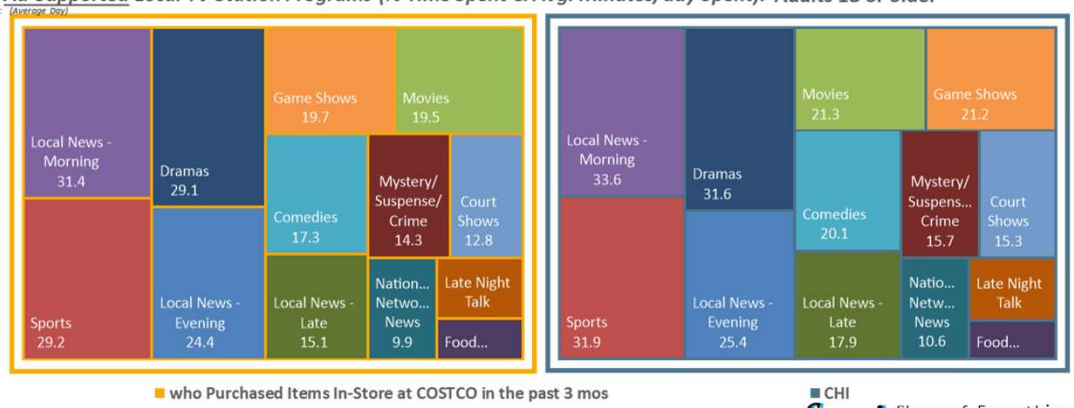
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 907

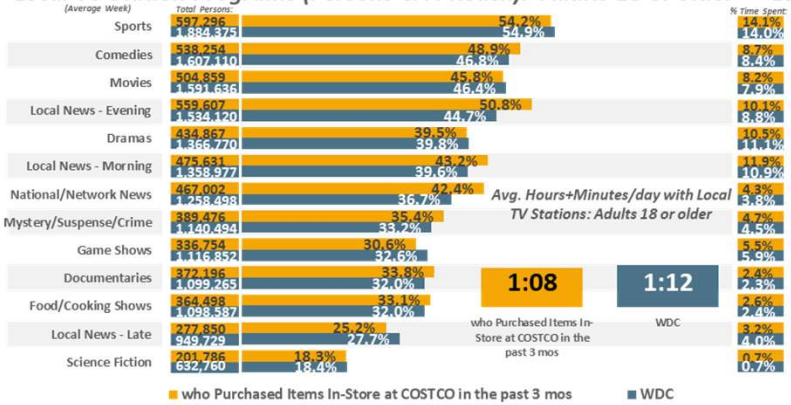
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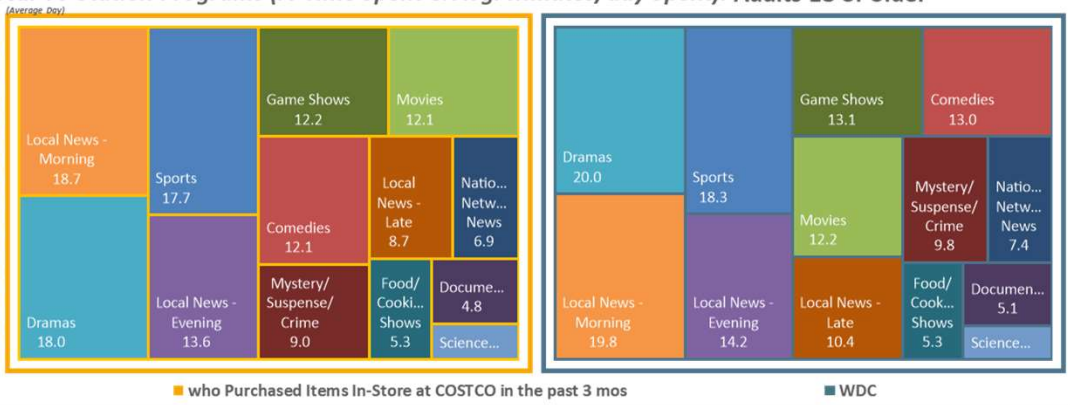
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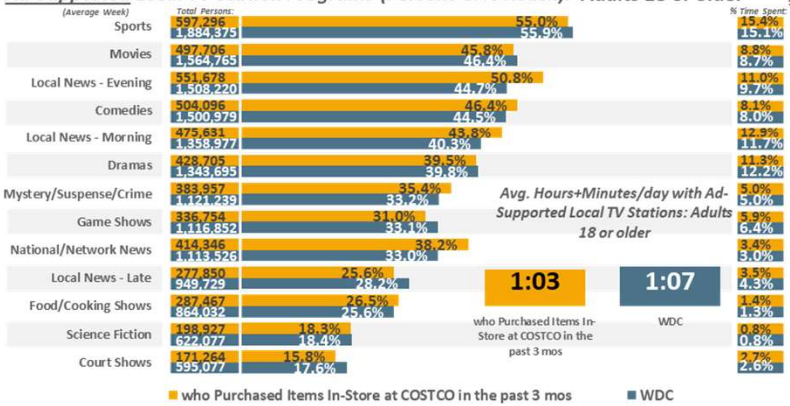
Local TV Station Programs (Persons & % Reach): Adults 18 or older



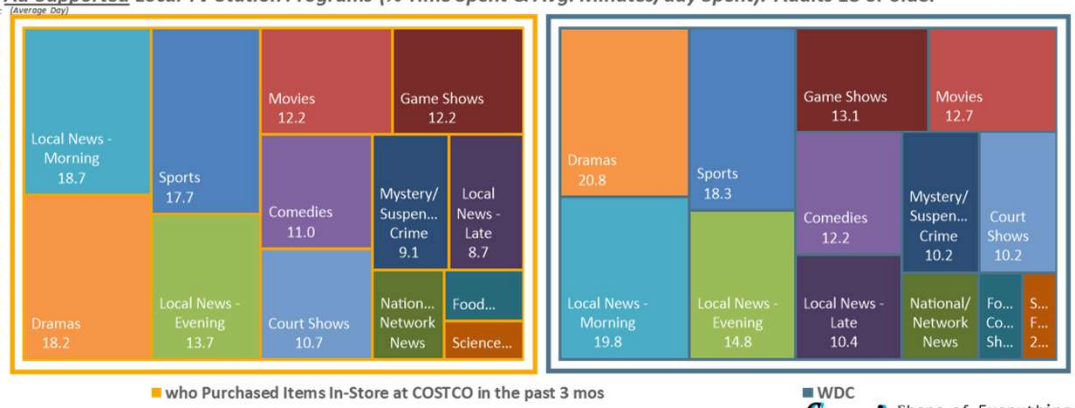
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,829

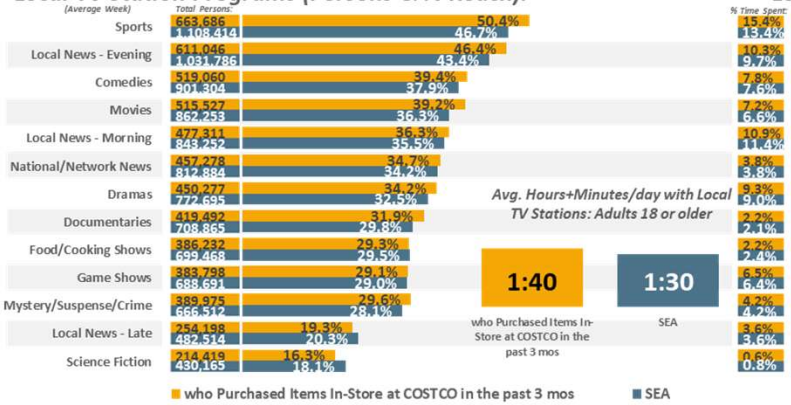
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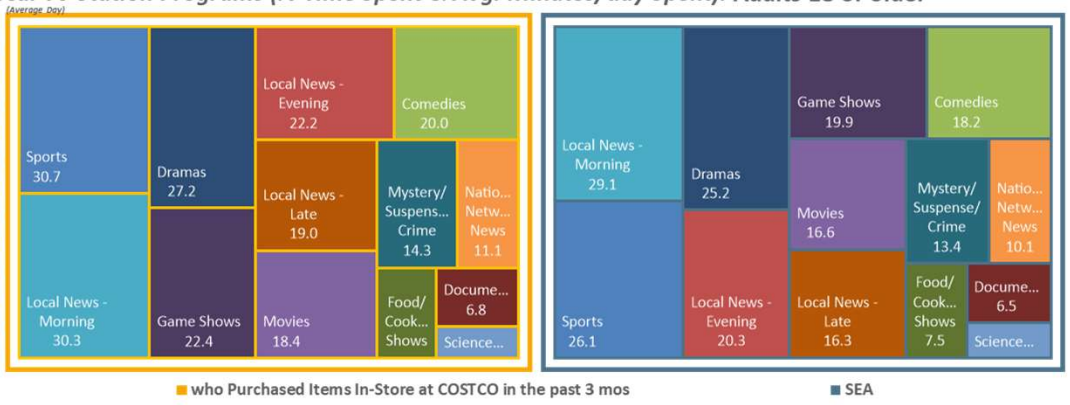
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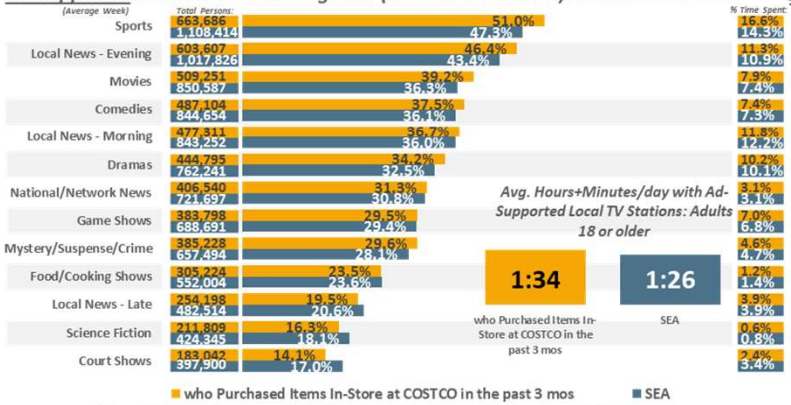
Local TV Station Programs (Persons & % Reach): Adults 18 or older



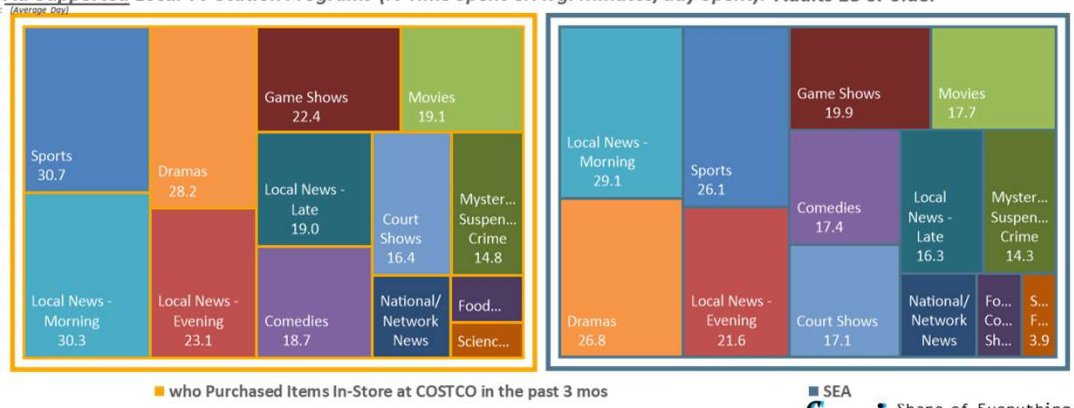
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,159

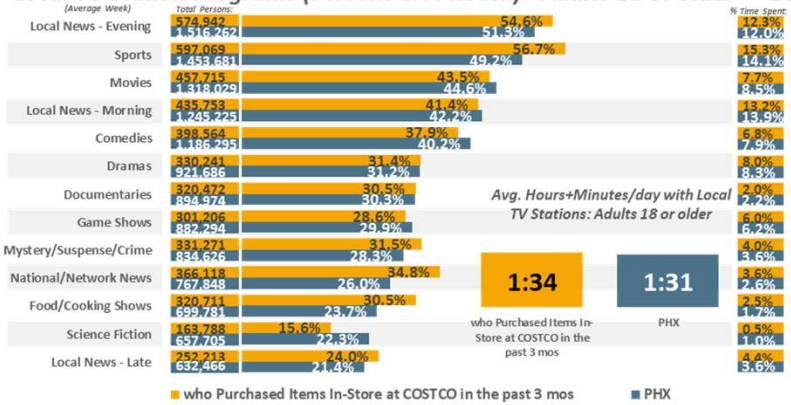
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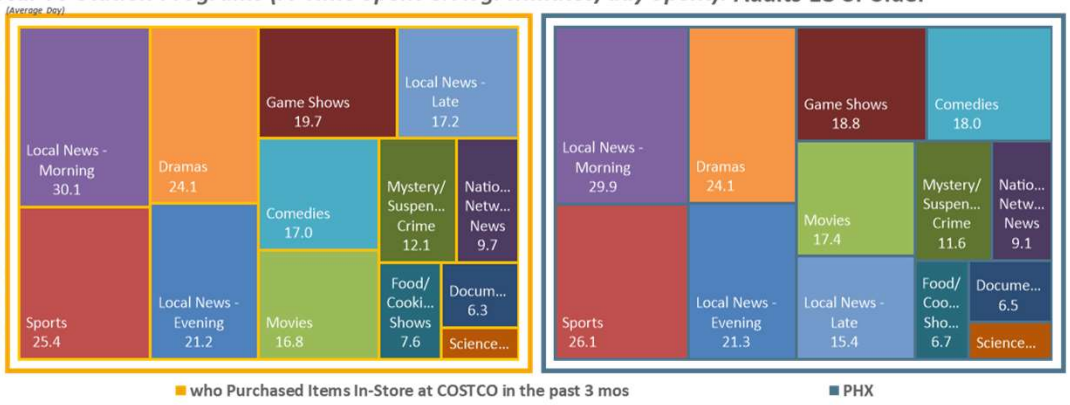
[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

1,039,051 or 61.9% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Local News - Morning, Comedies, and Mystery/Suspense/Crime

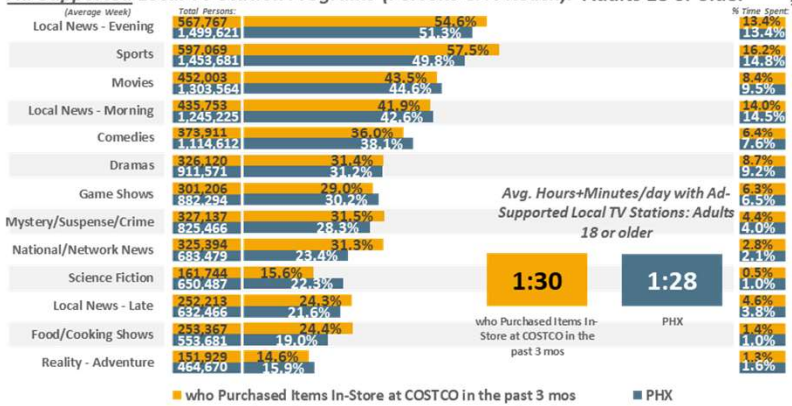
Local TV Station Programs (Persons & % Reach): Adults 18 or older



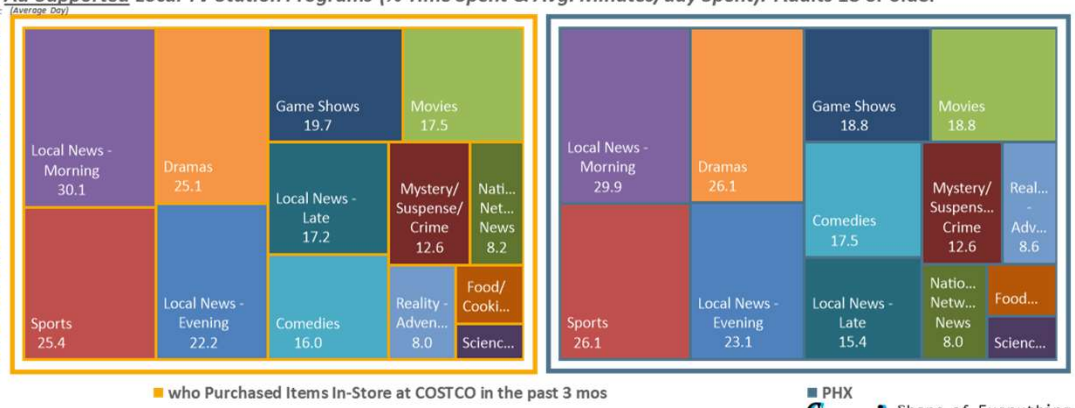
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 903

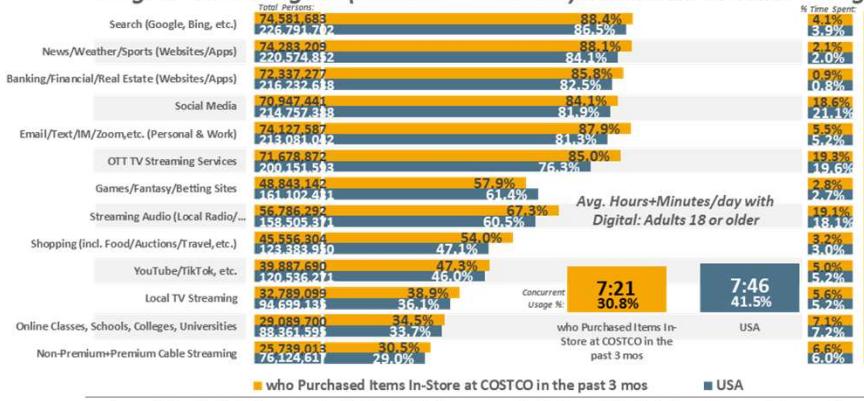
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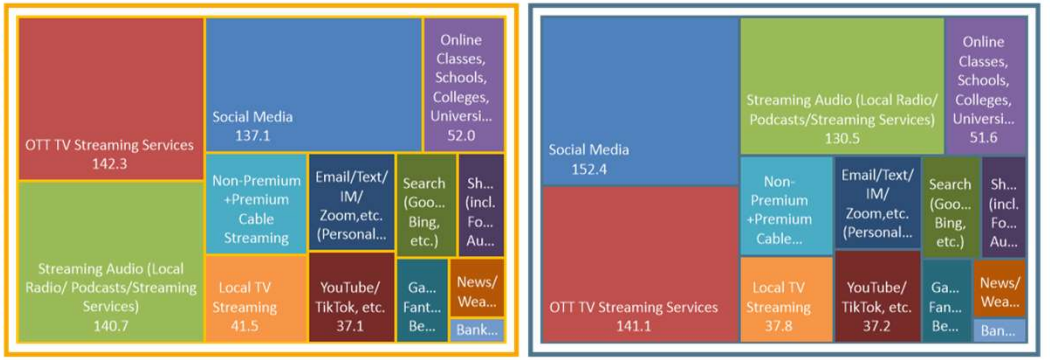
[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

62,712,140 or 74.4% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos use Ad-Supported Social Media for an average of 121.2 minutes every day representing 22.3% of all time spent daily with Ad-Supported Digital Media.

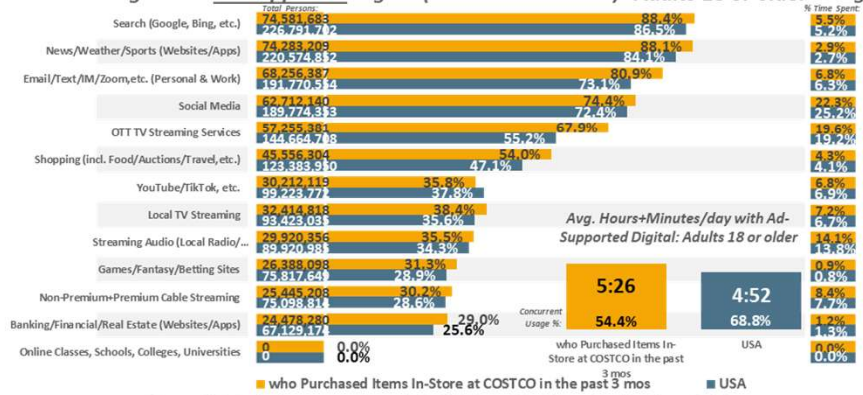
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 7,755

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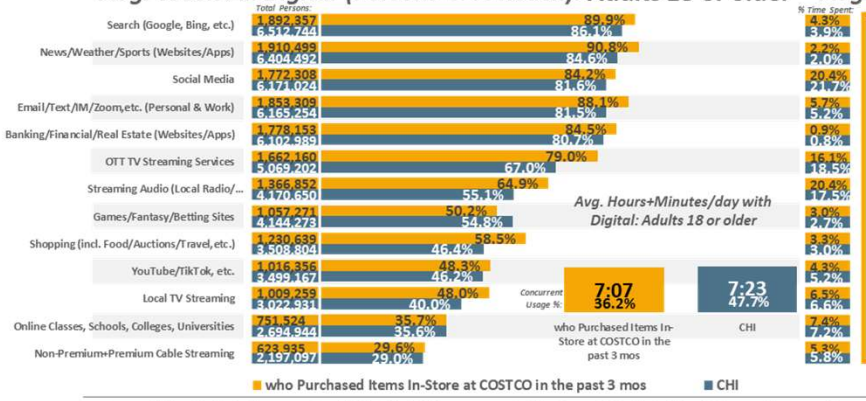
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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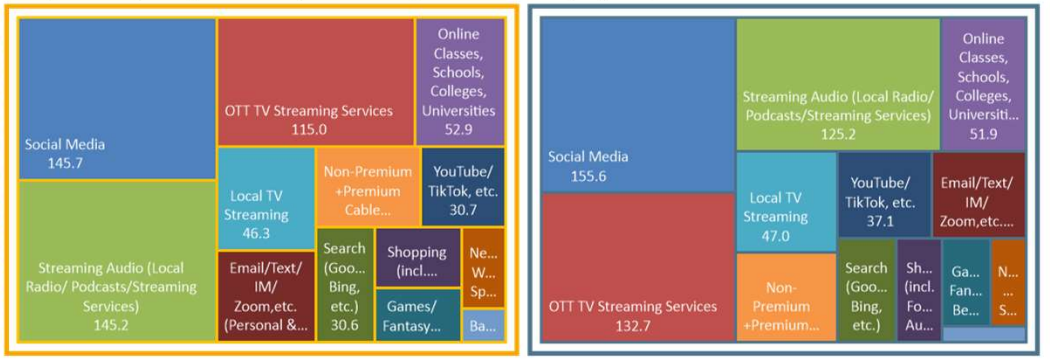
[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

1,585,151 or 75.3% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos use Ad-Supported Social Media for an average of 130.3 minutes every day representing 24.7% of all time spent daily with Ad-Supported Digital Media.

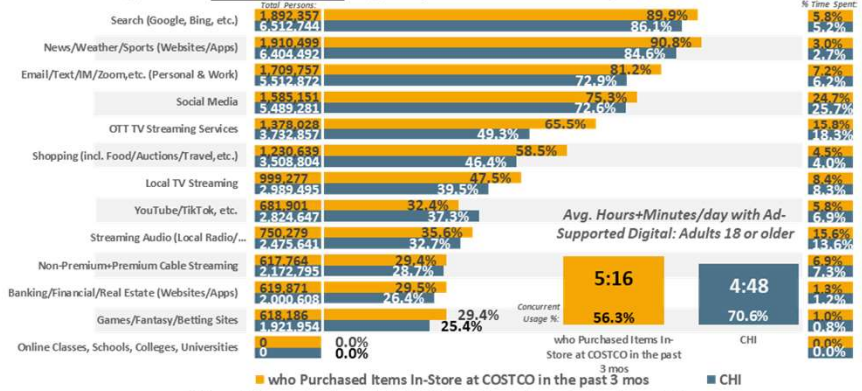
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



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



CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 907

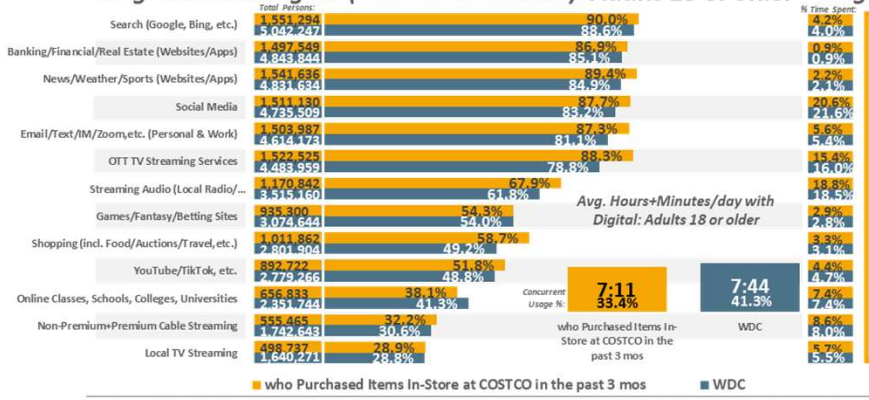
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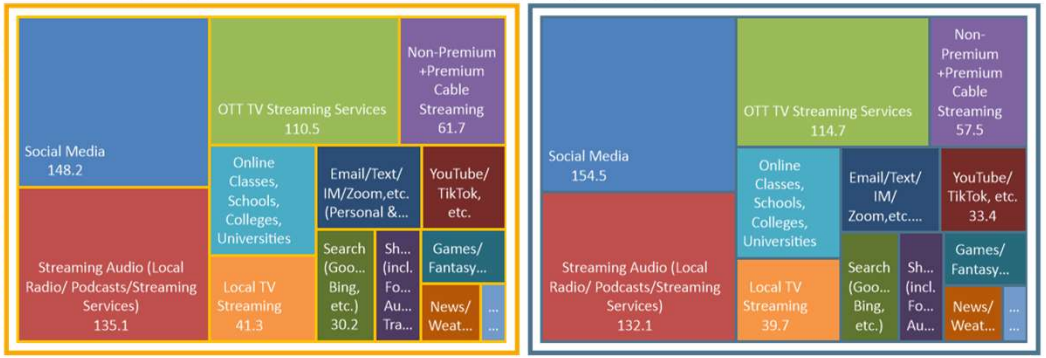
[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

1,336,429 or 77.5% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos use Ad-Supported Social Media for an average of 131.1 minutes every day representing 24.7% of all time spent daily with Ad-Supported Digital Media.

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



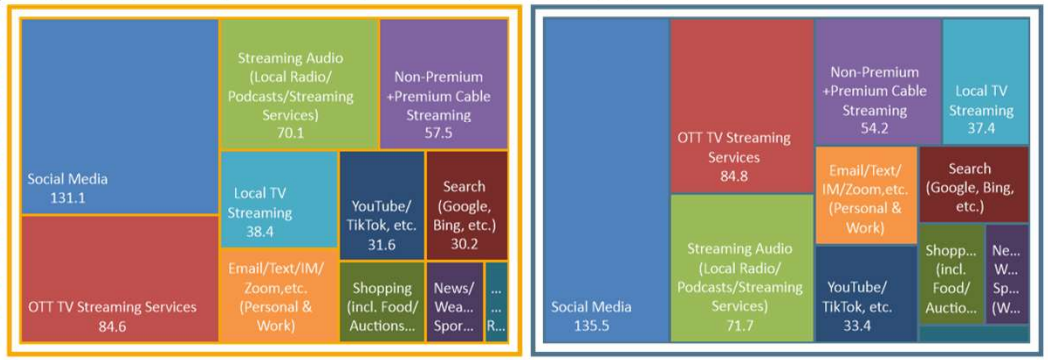
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,829

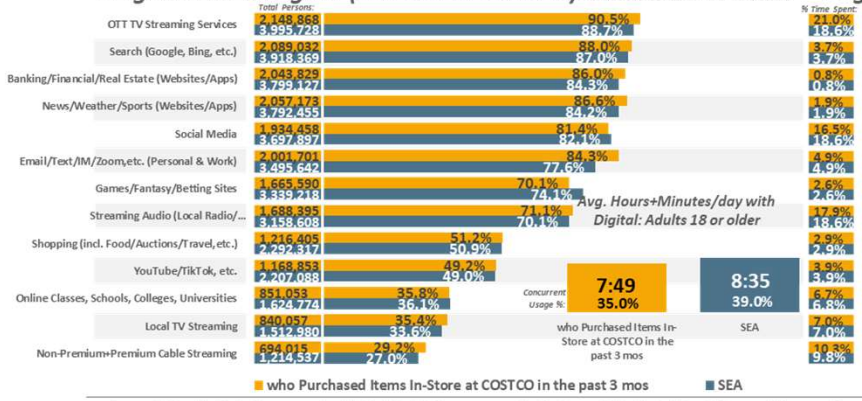
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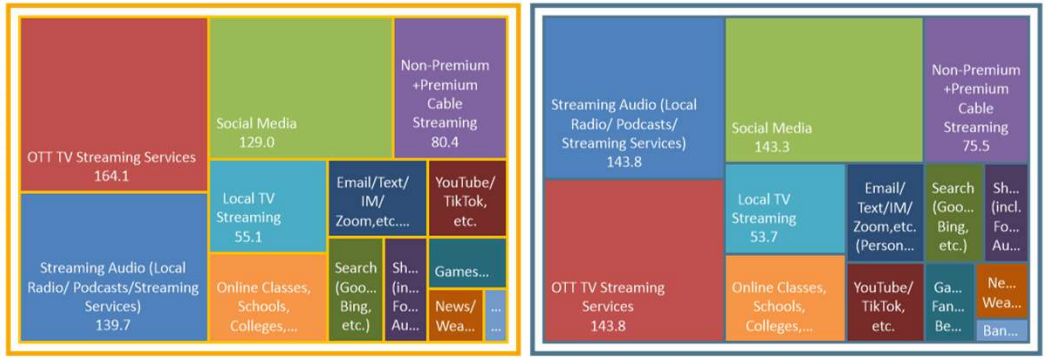
[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

1,679,750 or 70.7% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos use Ad-Supported Social Media for an average of 112. minutes every day representing 19.% of all time spent daily with Ad-Supported Digital Media.

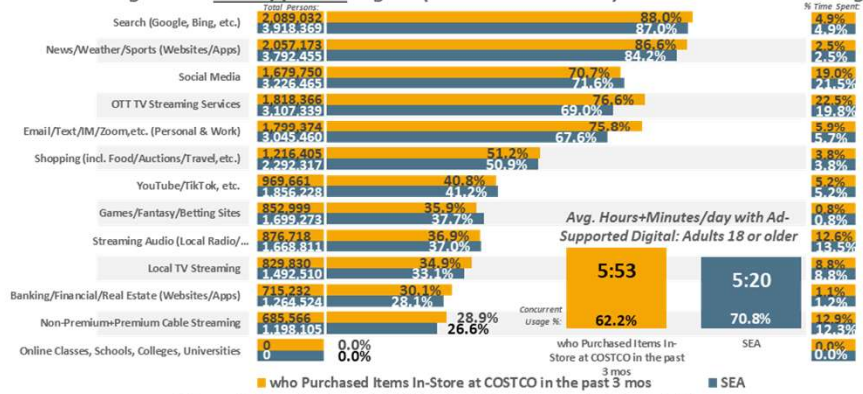
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



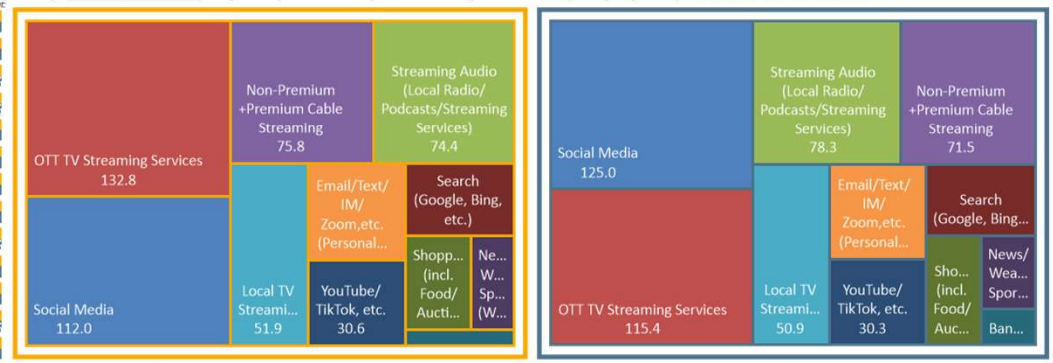
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,159

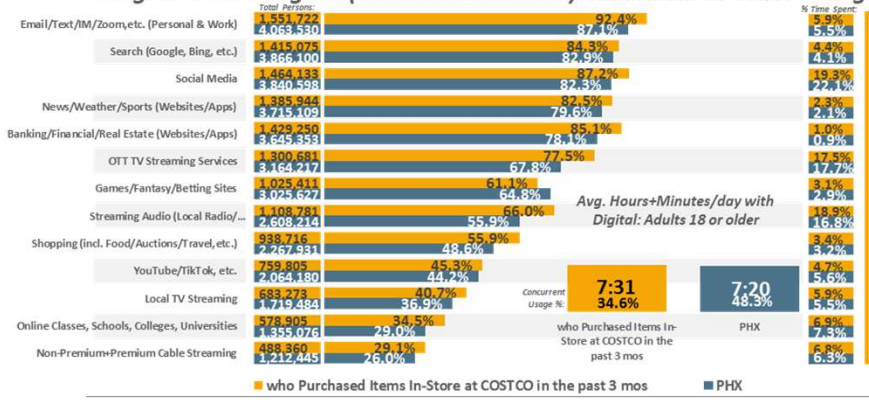
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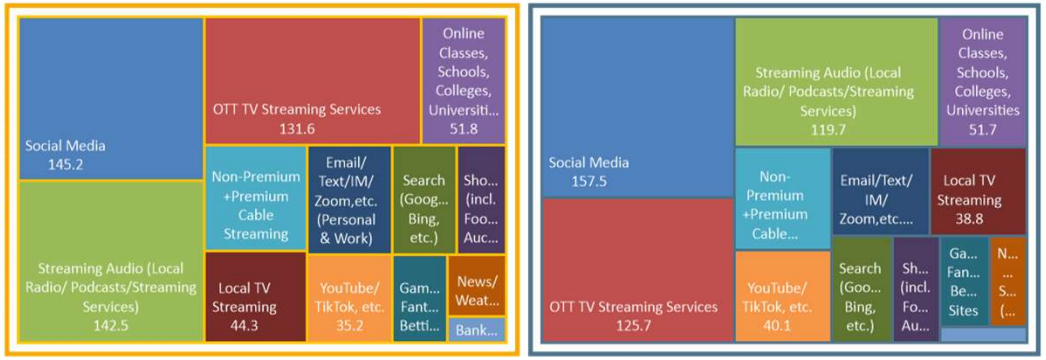
[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

1,319,645 or 78.6% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos use Ad-Supported Social Media for an average of 130.9 minutes every day representing 23.1% of all time spent daily with Ad-Supported Digital Media.

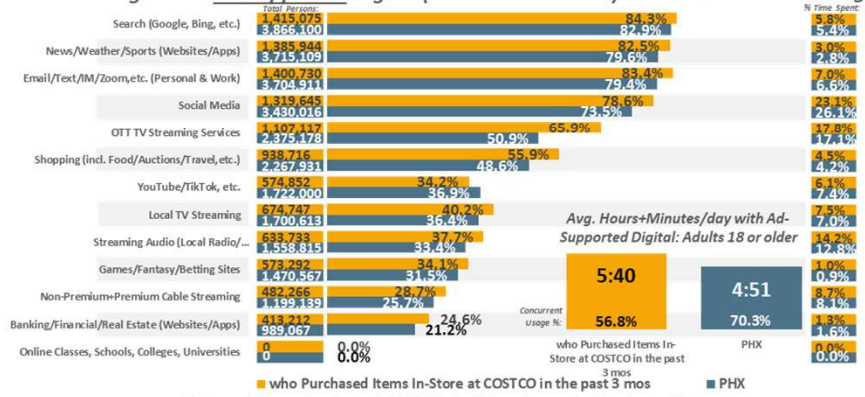
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



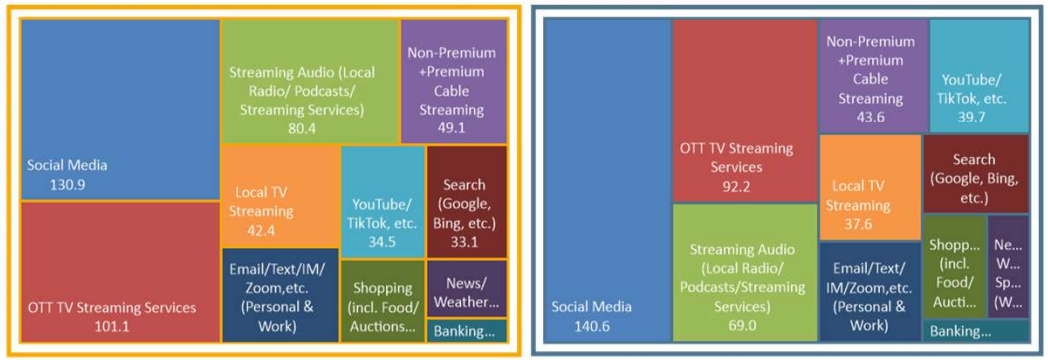
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 903

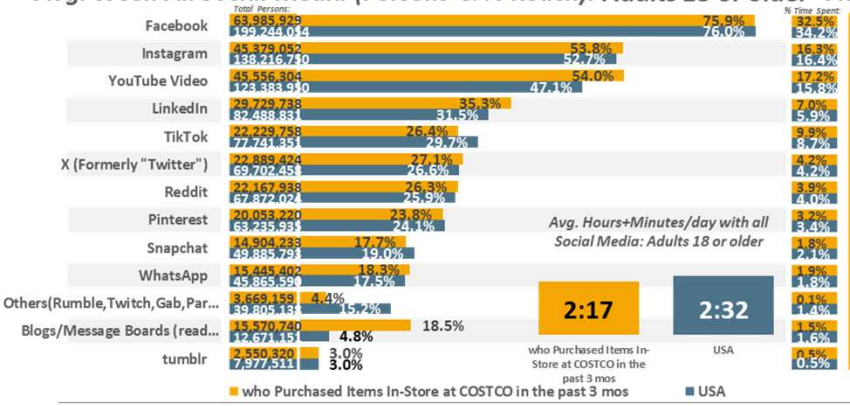
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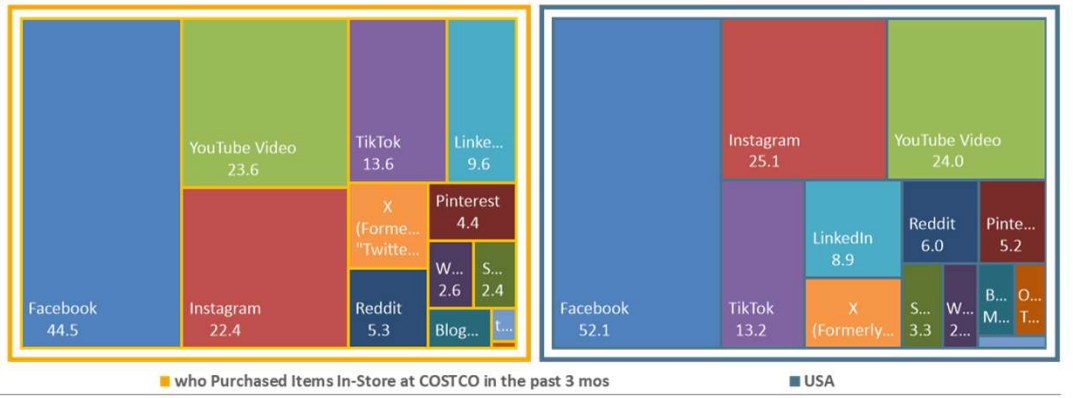
[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

62,712,140 or 74.4% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos use Ad-Supported Facebook for an average of 41. minutes every day representing 33.8% of all time spent daily with Ad-Supported Social Media.

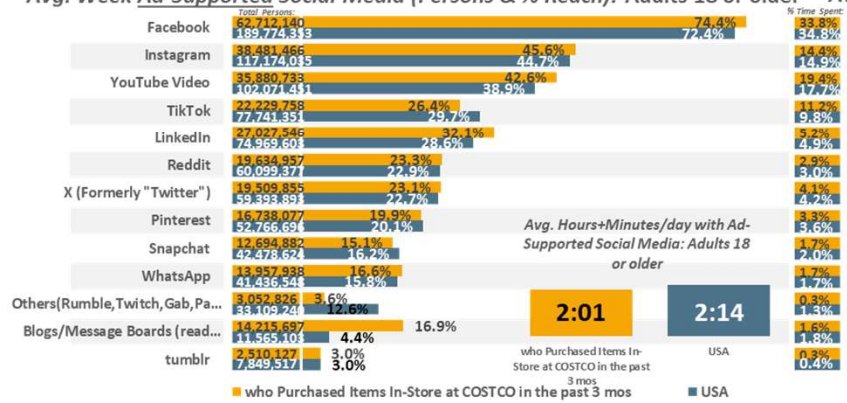
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



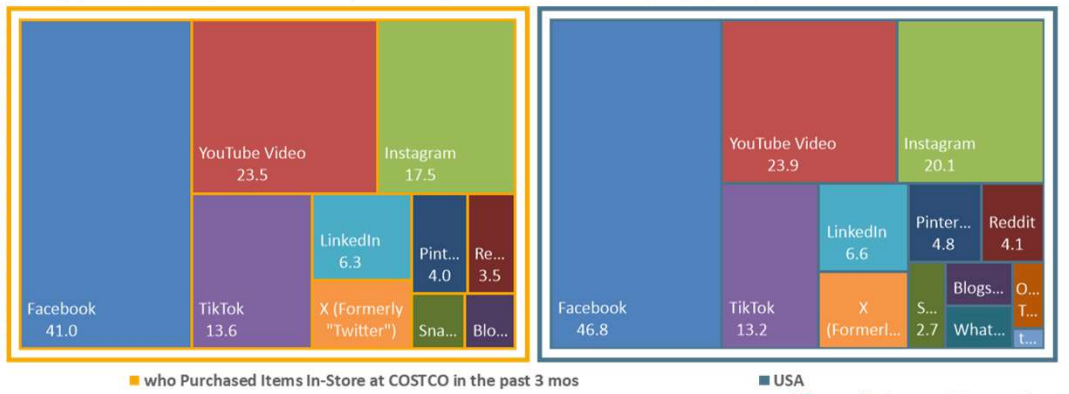
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 7,755

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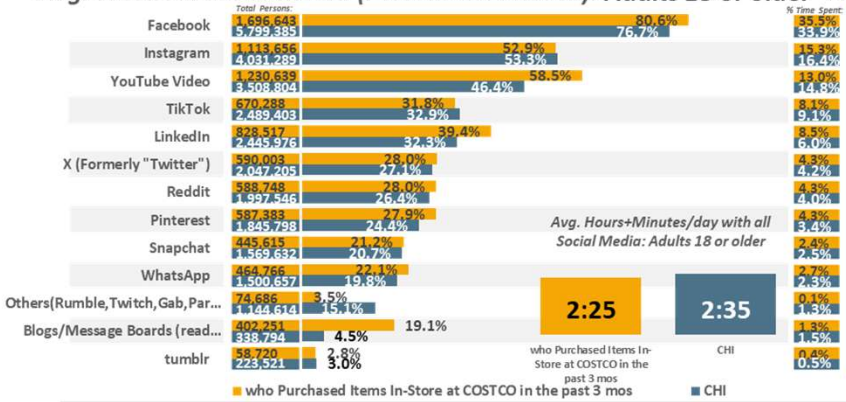
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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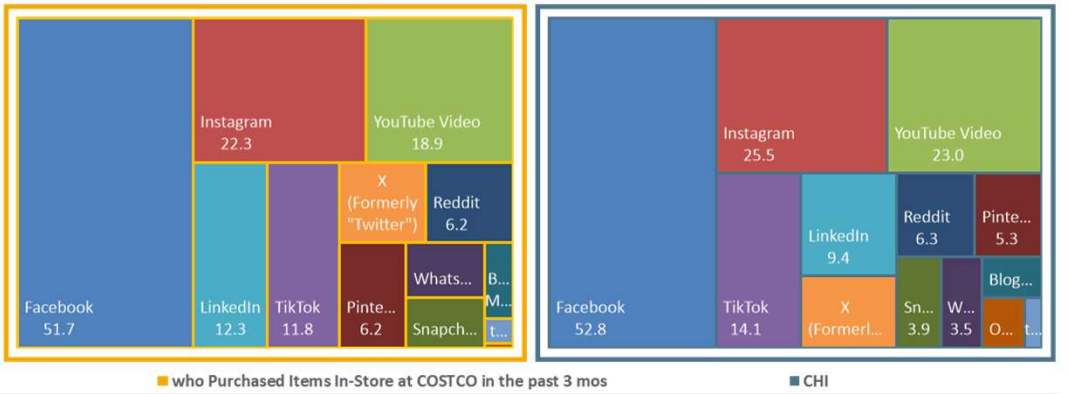
[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

1,585,151 or 75.3% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos use Ad-Supported Facebook for an average of 47.4 minutes every day representing 36.4% of all time spent daily with Ad-Supported Social Media.

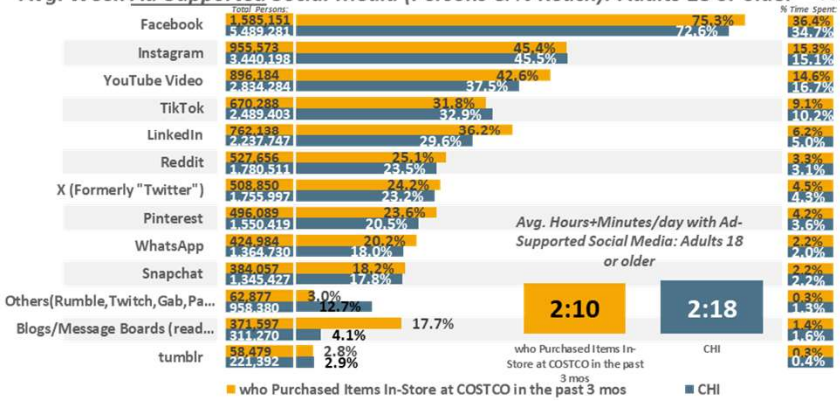
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



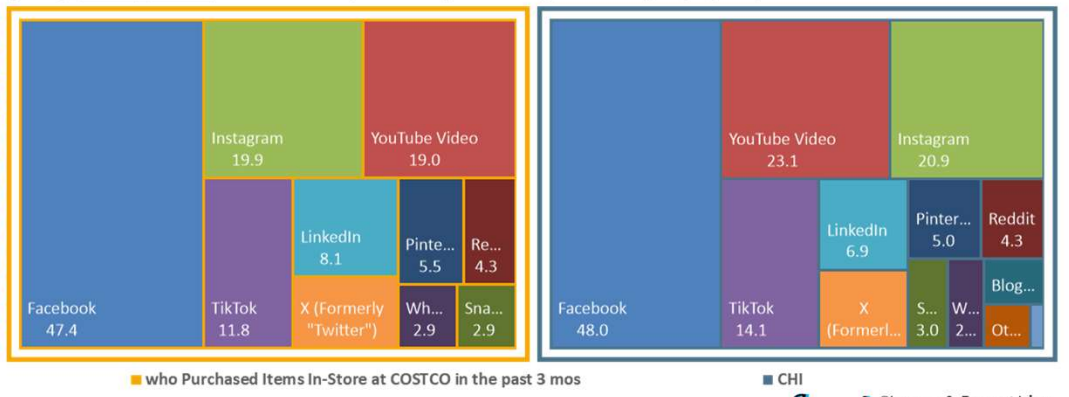
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 907

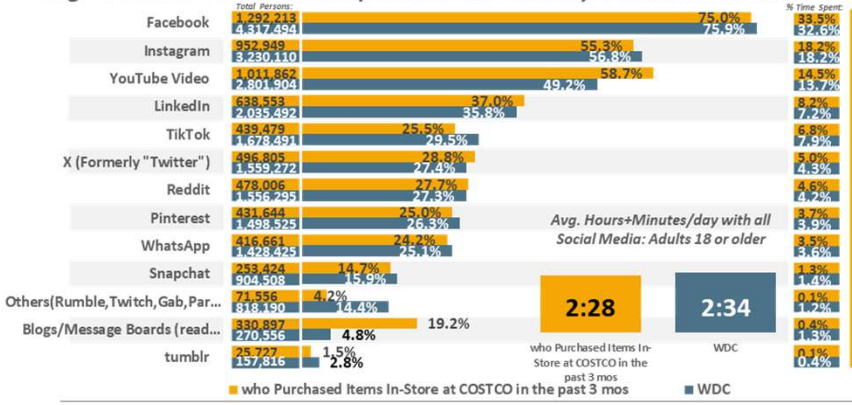
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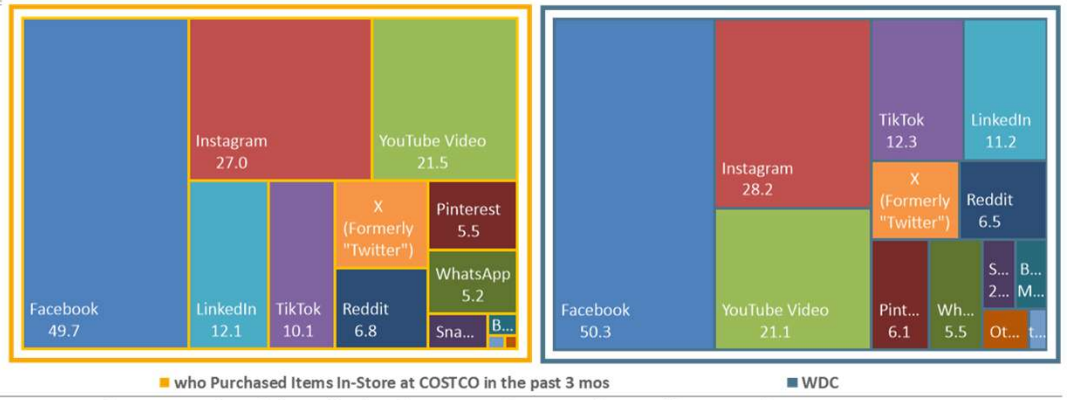
[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

1,292,213 or 75.% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos use Ad-Supported Facebook for an average of 48.5 minutes every day representing 37.% of all time spent daily with Ad-Supported Social Media.

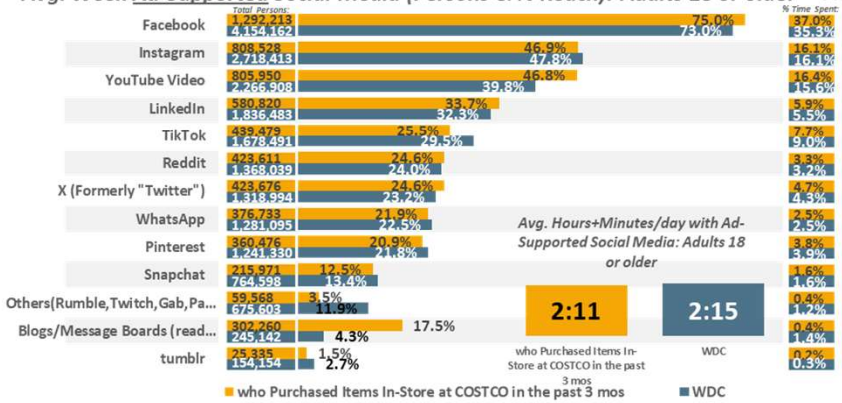
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



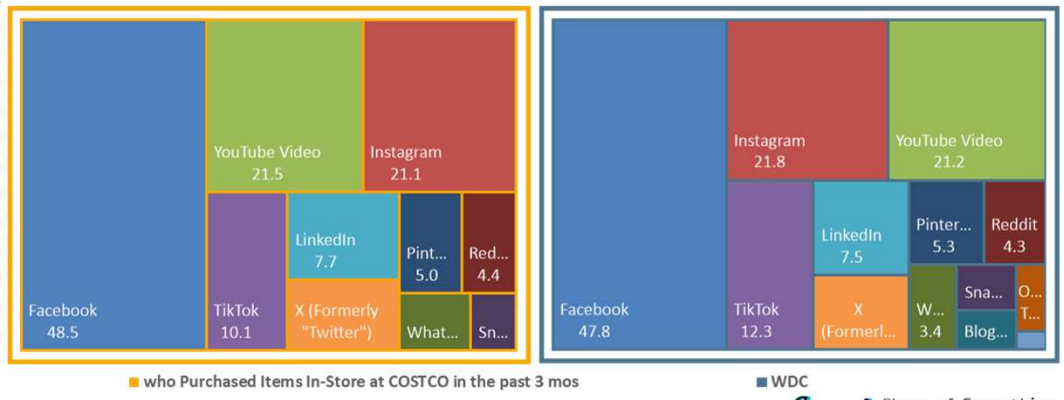
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,829

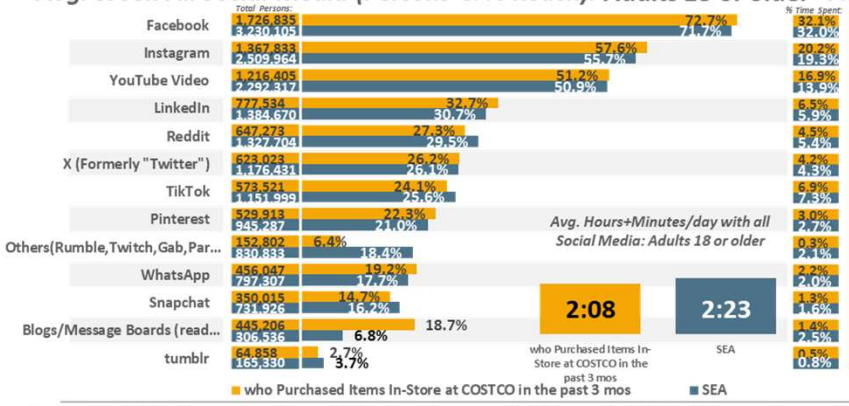
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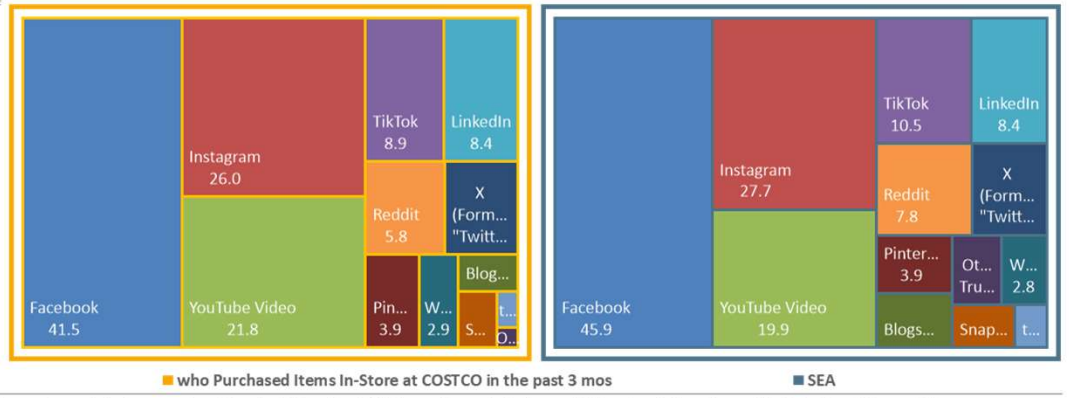
[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

1,679,750 or 70.7% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos use Ad-Supported Facebook for an average of 38.9 minutes every day representing 34.7% of all time spent daily with Ad-Supported Social Media.

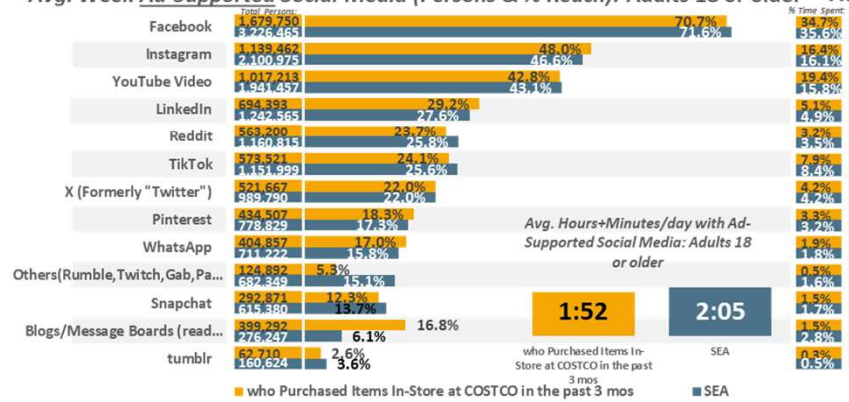
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



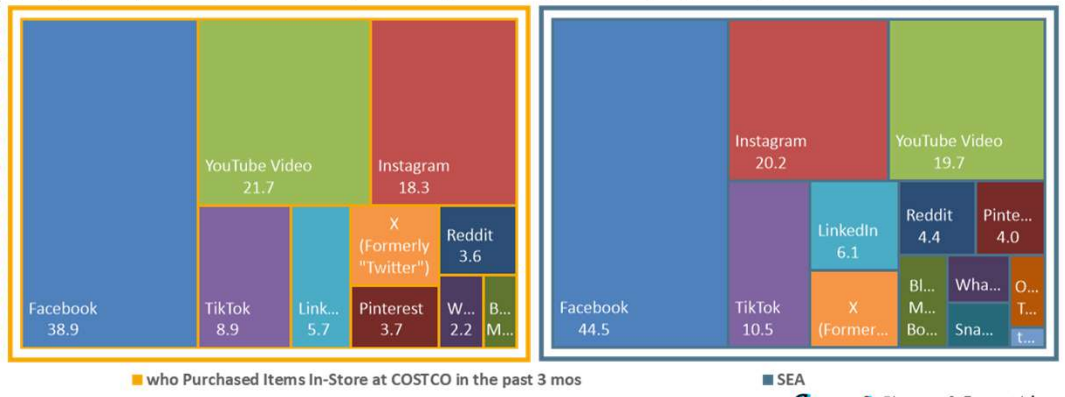
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,159

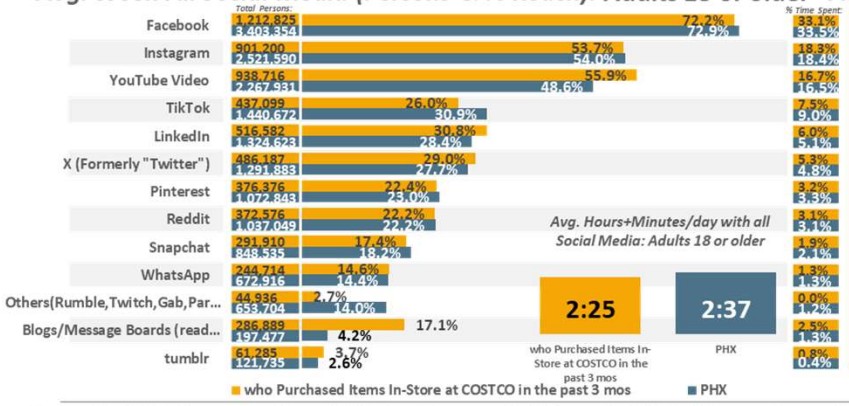
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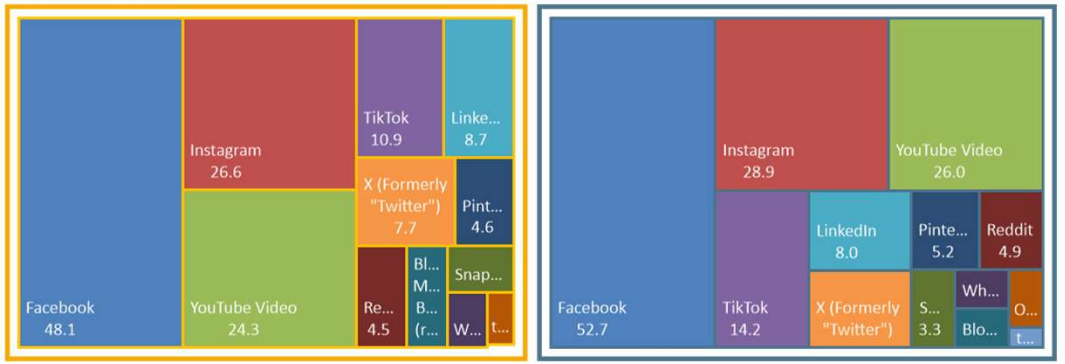
[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

1,212,825 or 72.2% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos use Ad-Supported Facebook for an average of 46.2 minutes every day representing 35.3% of all time spent daily with Ad-Supported Social Media.

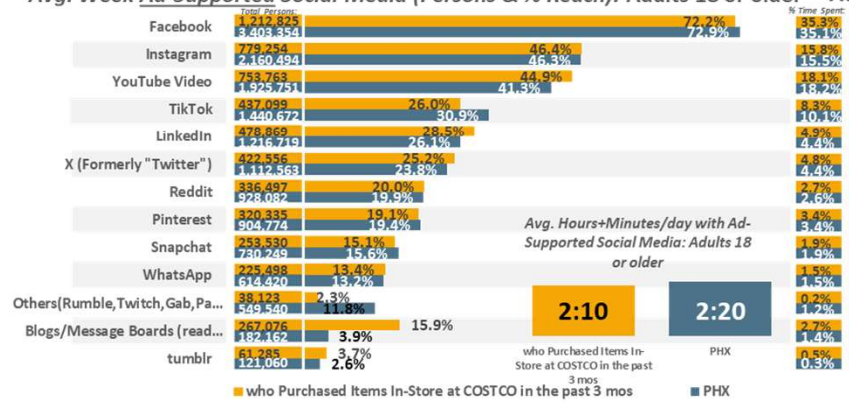
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



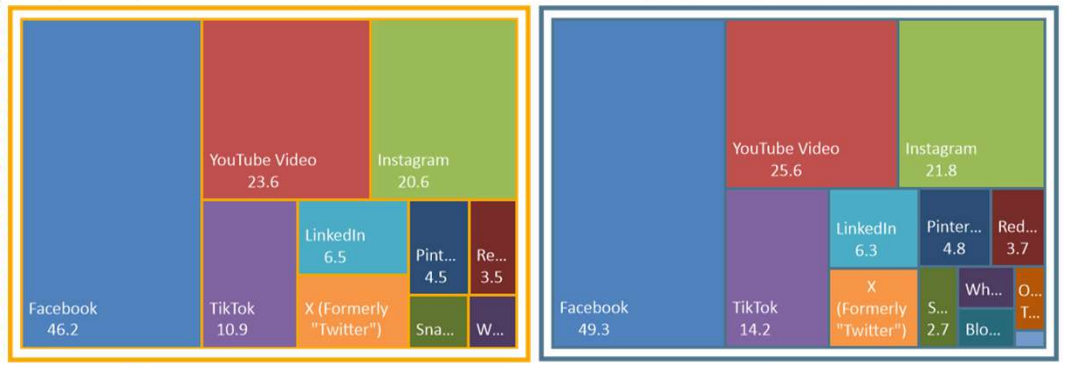
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



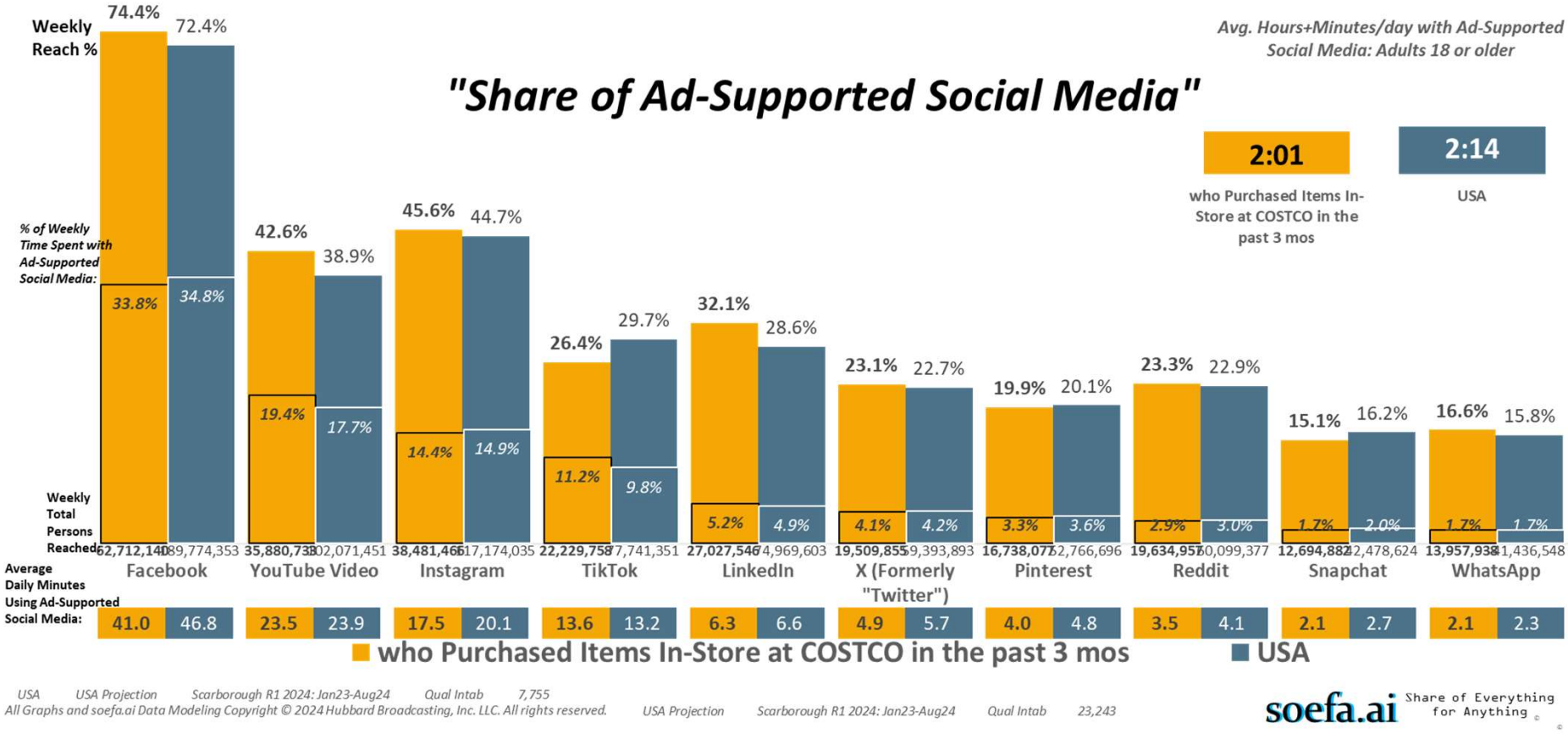
PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 903

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[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

62,712,140 or 74.4% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos use Ad-Supported Facebook for an average of 41. minutes every day representing 33.8% of all time spent daily with Ad-Supported Social Media.



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 7,755

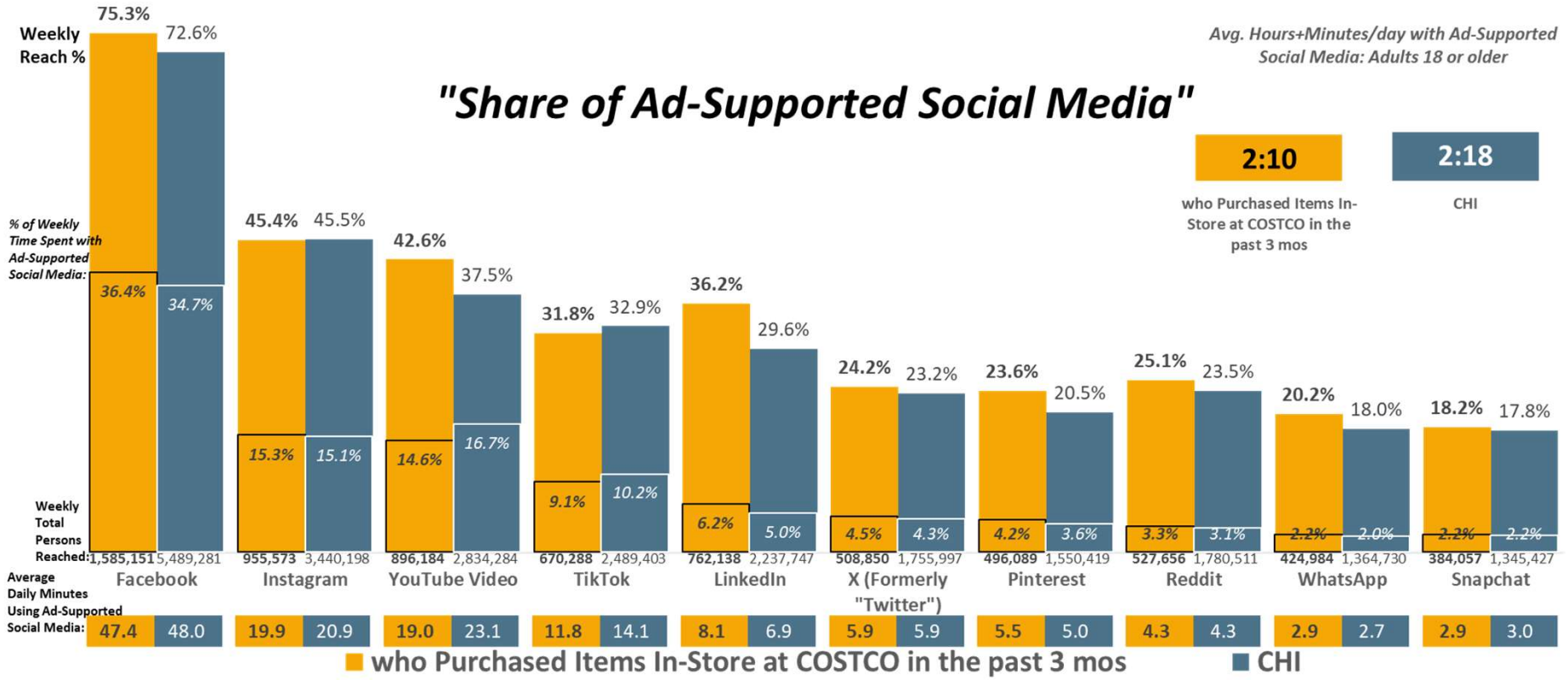
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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

1,585,151 or 75.3% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos use Ad-Supported Facebook for an average of 47.4 minutes every day representing 36.4% of all time spent daily with Ad-Supported Social Media.



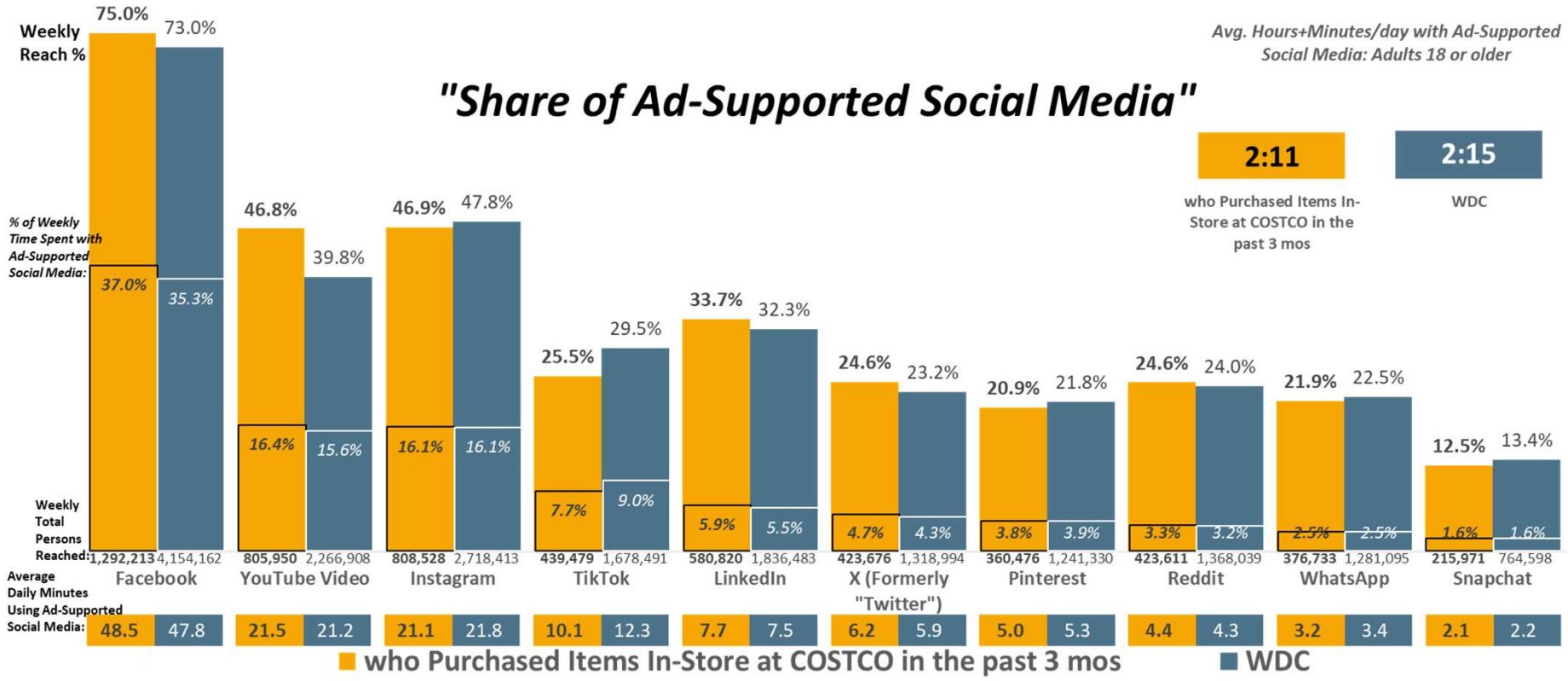
CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 907 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

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[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

1,292,213 or 75.% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos use Ad-Supported Facebook for an average of 48.5 minutes every day representing 37.% of all time spent daily with Ad-Supported Social Media.



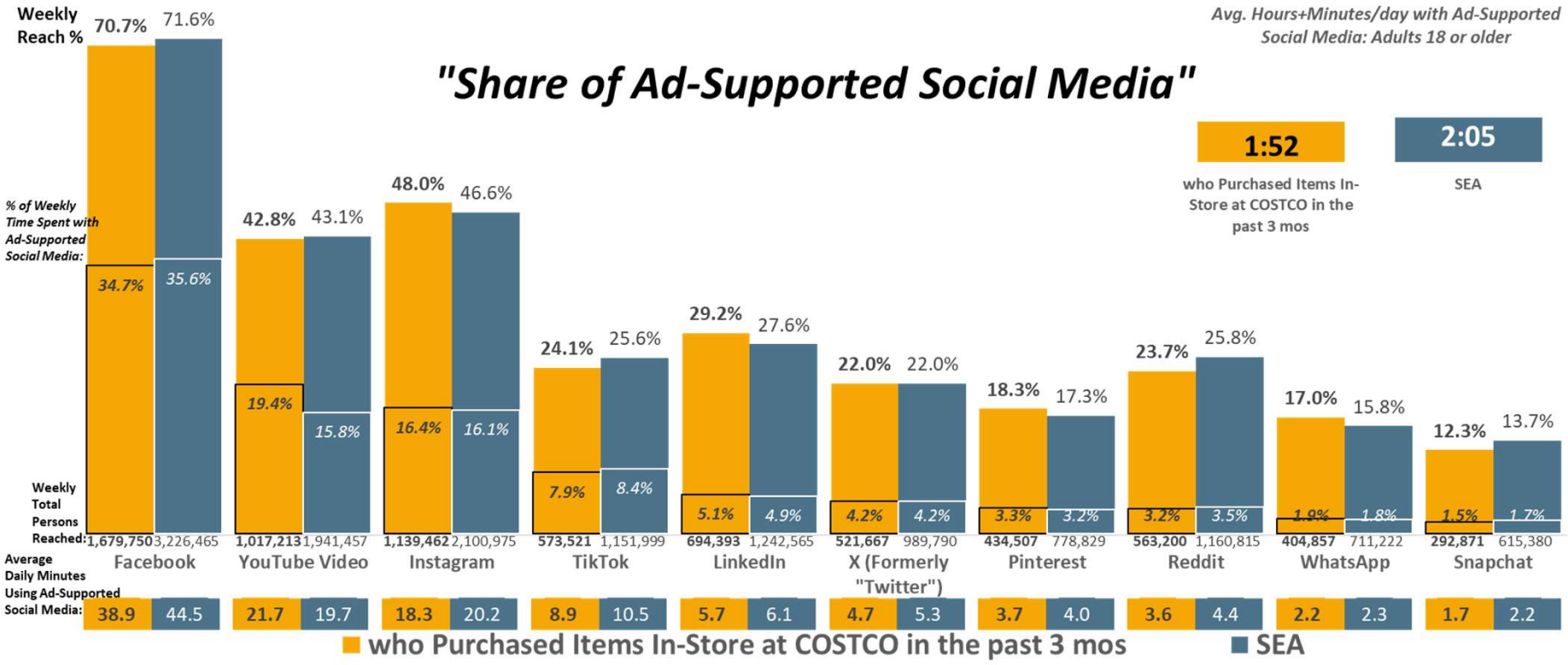
WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,829 WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

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[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

1,679,750 or 70.7% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos use Ad-Supported Facebook for an average of 38.9 minutes every day representing 34.7% of all time spent daily with Ad-Supported Social Media.



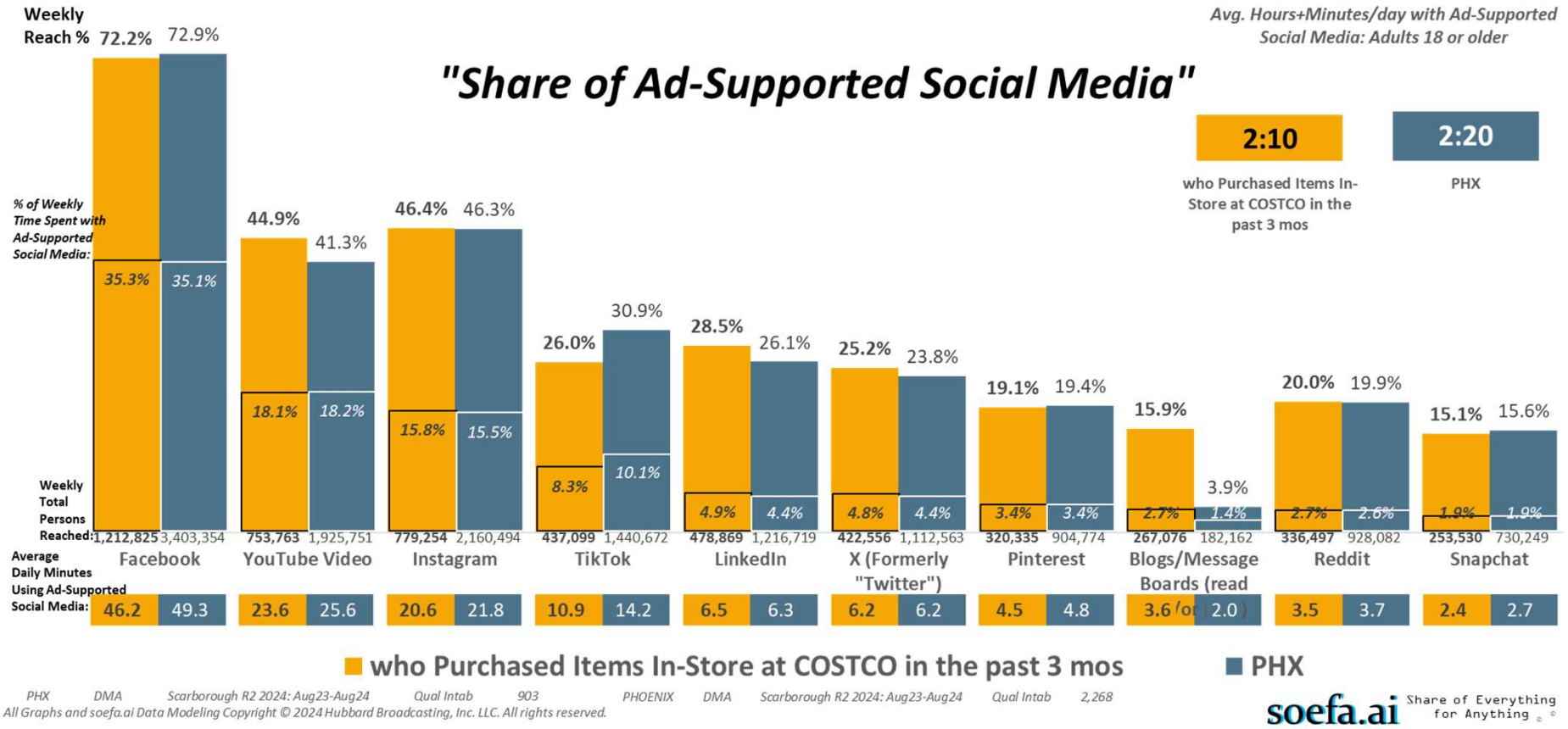
SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,159 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

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[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

1,212,825 or 72.2% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos use Ad-Supported Facebook for an average of 46.2 minutes every day representing 35.3% of all time spent daily with Ad-Supported Social Media.



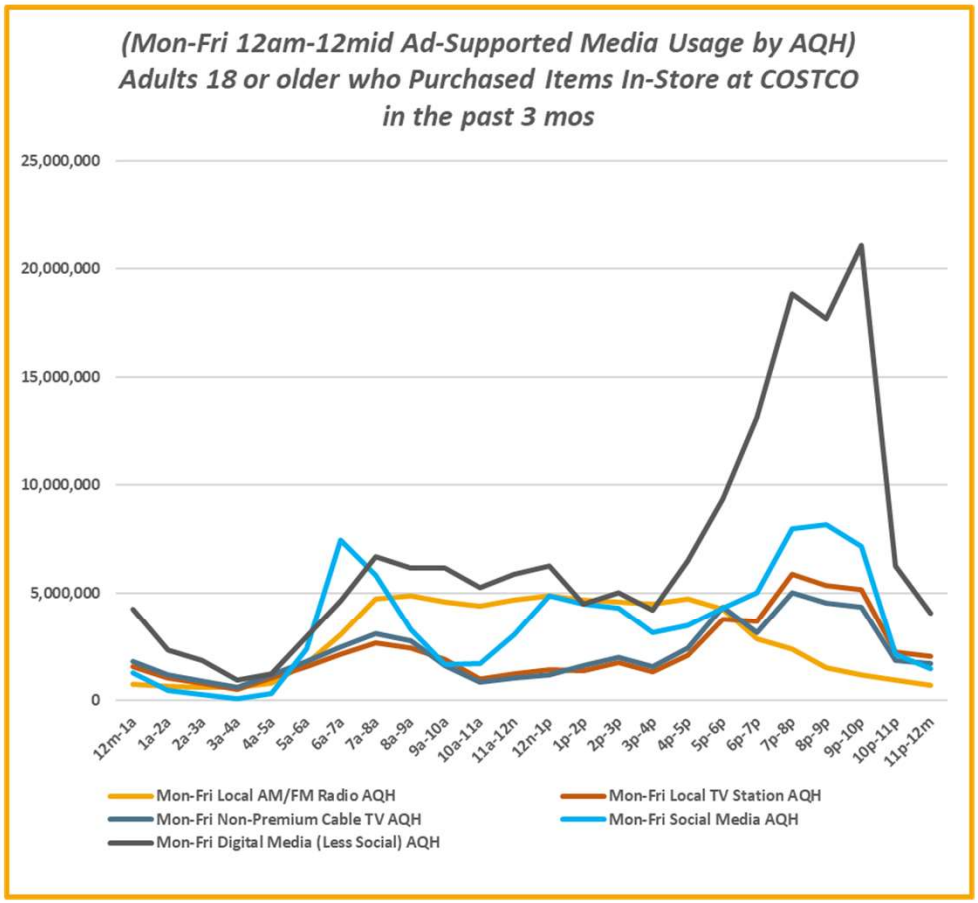
PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 903 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

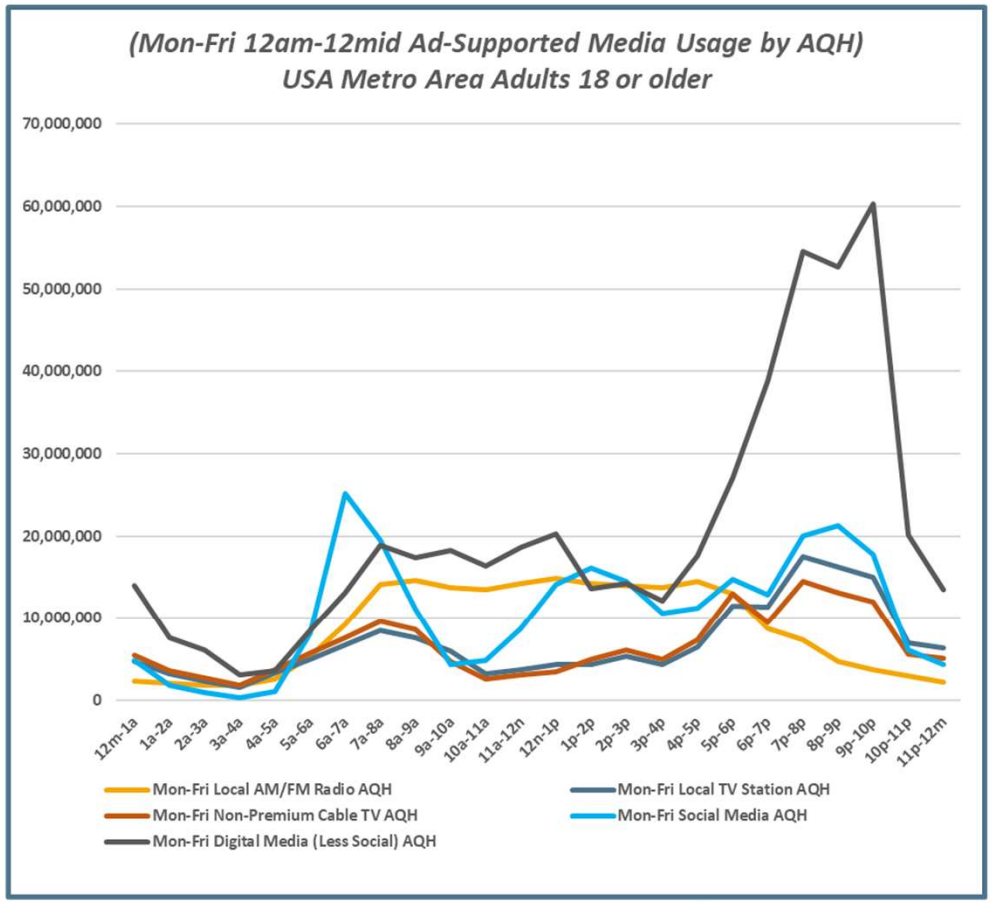
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[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 6,434,616; Local Radio: 4,355,611; Social Media: 4,031,476; Non-Prem. Cable: 2,150,523; Local TV: 2,048,566 reaching Adults 18 or older who Purchased Items In-Store at CO





USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 7,755

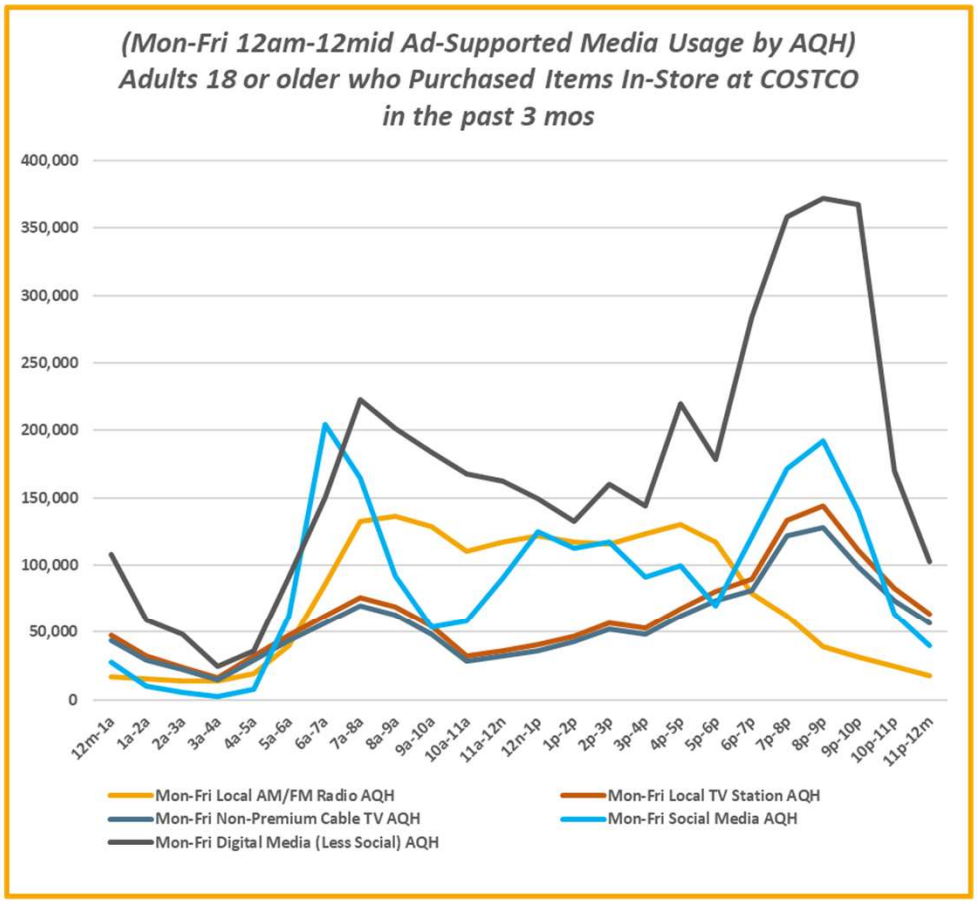
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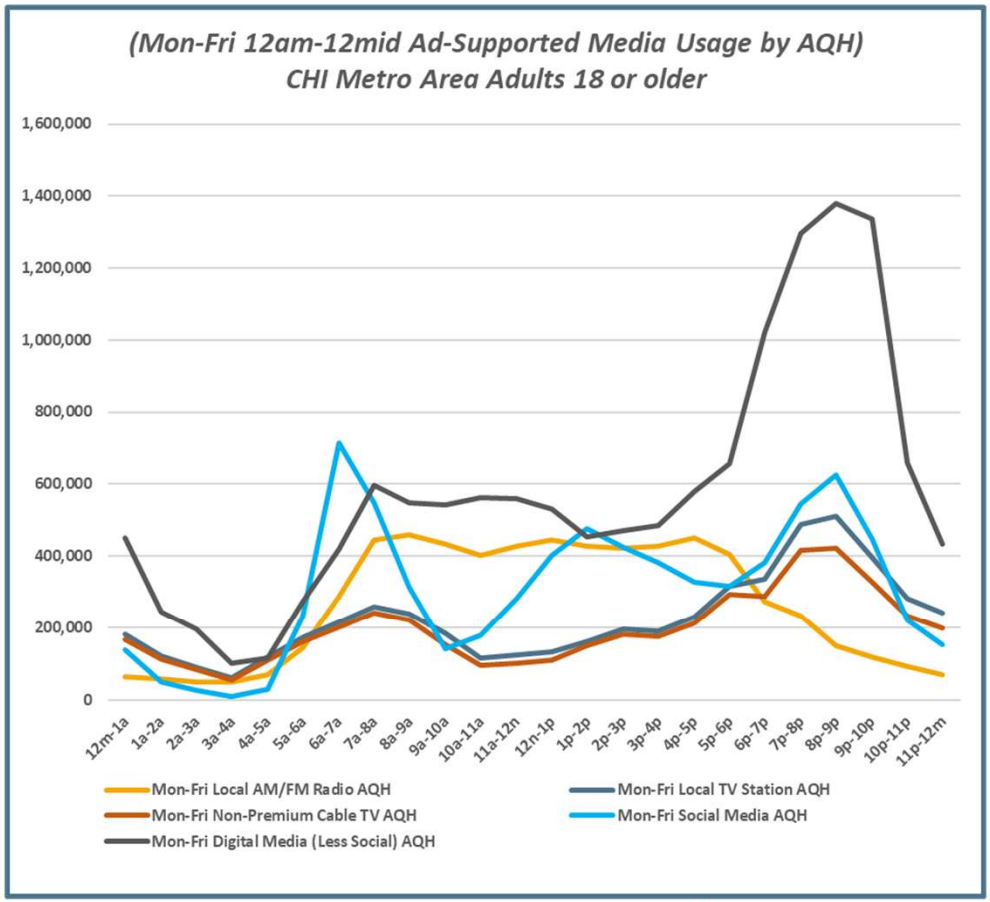
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 181,348; Local Radio: 116,594; Social Media: 107,753; Local TV: 58,740; Non-Prem. Cable: 53,428 reaching Adults 18 or older who Purchased Items In-Store at COSTCO in the





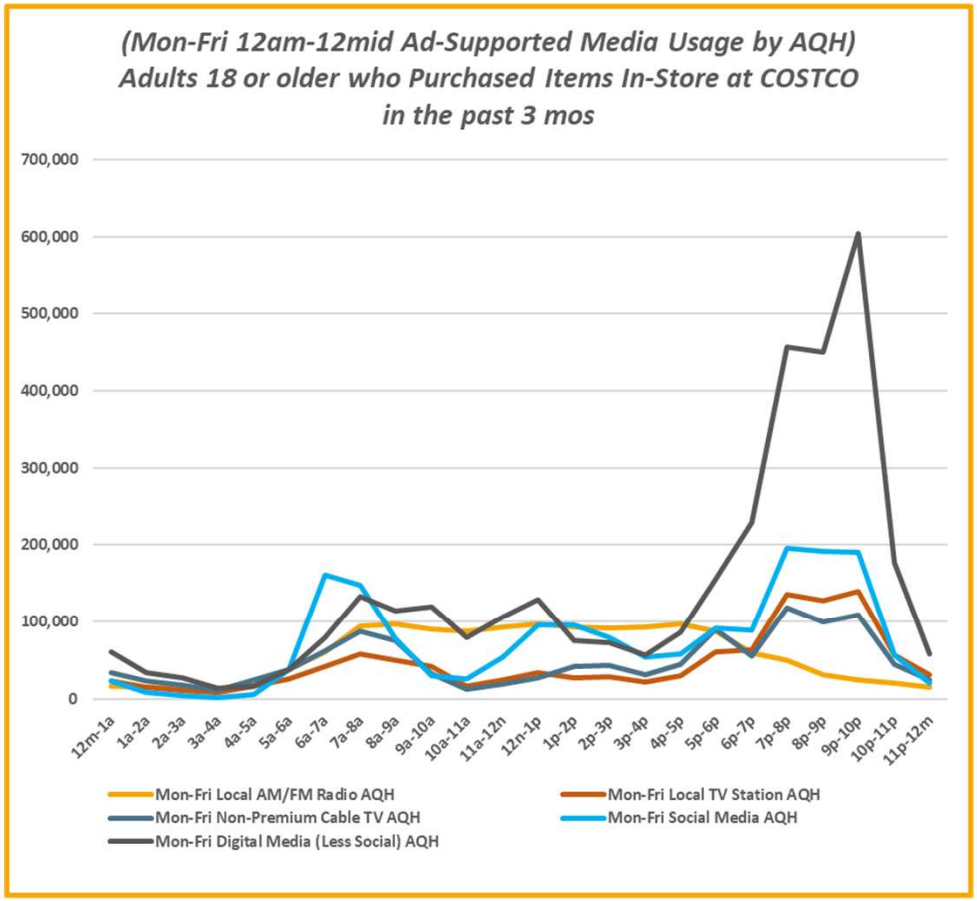
CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 907

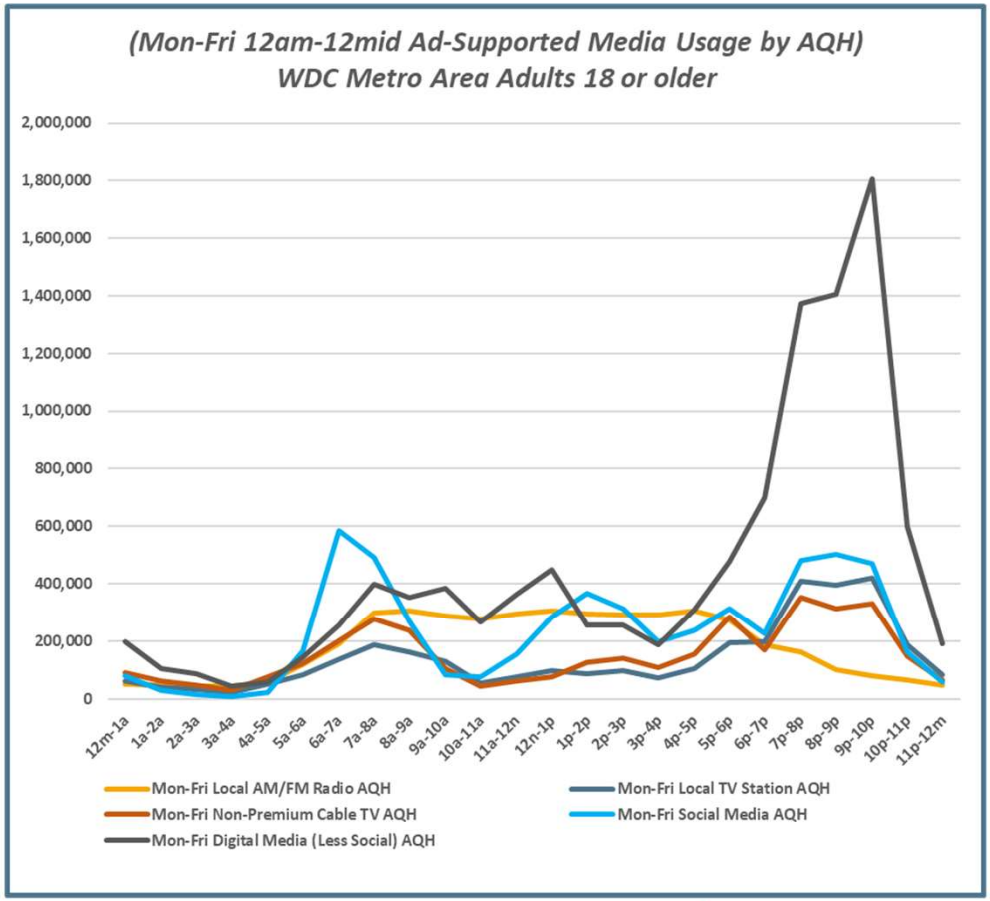
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[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 110,327; Local Radio: 87,314; Social Media: 81,192; Non-Prem. Cable: 47,583; Local TV: 38,211 reaching Adults 18 or older who Purchased Items In-Store at COSTCO in the pa





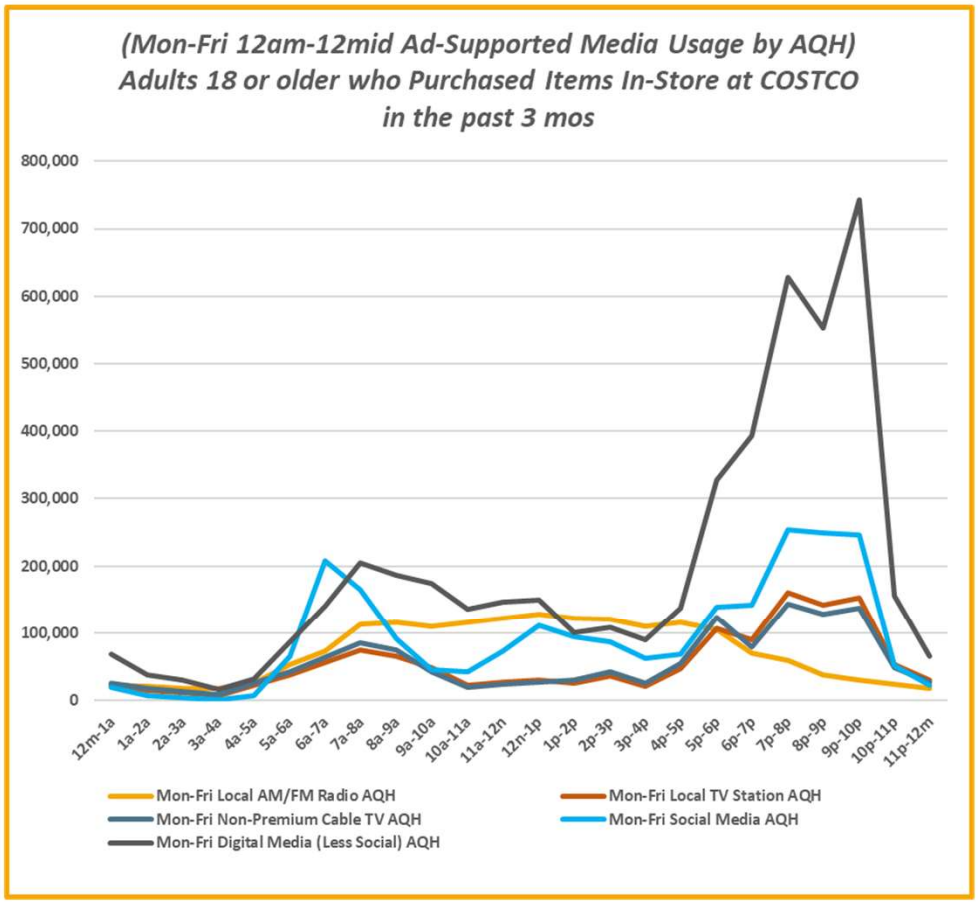
WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,829

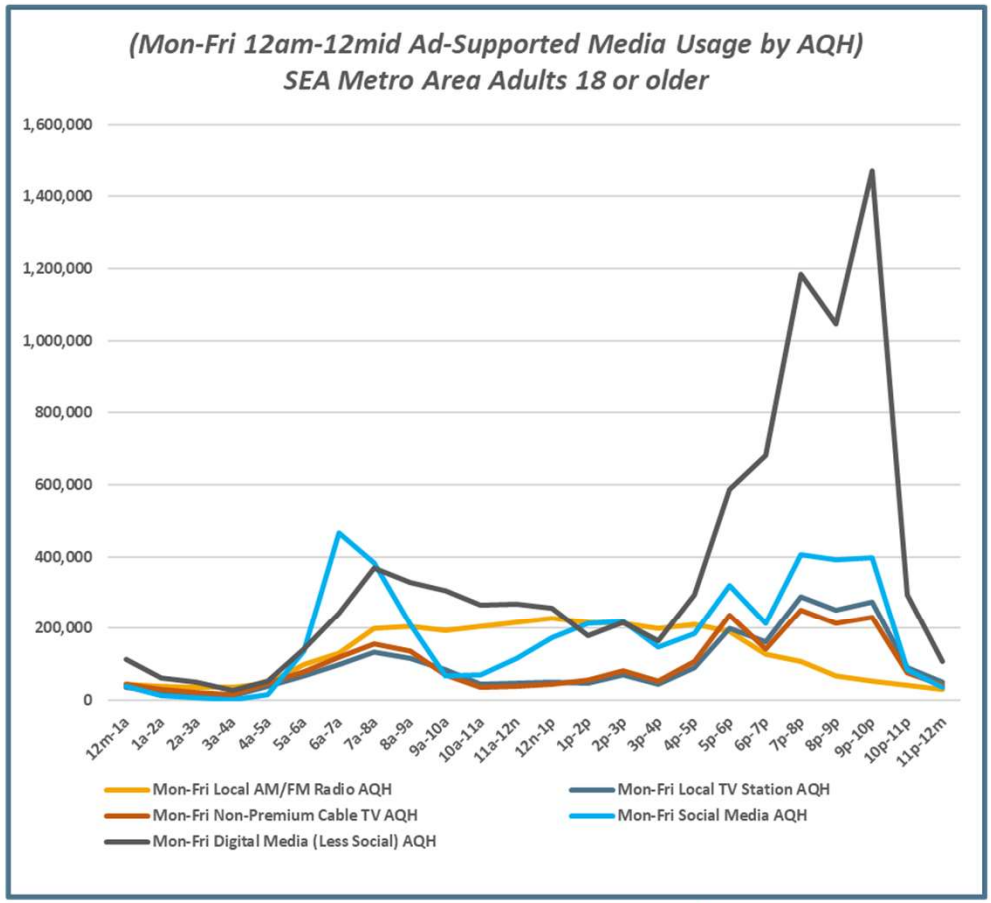
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[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 176,499; Local Radio: 109,253; Social Media: 101,947; Non-Prem. Cable: 53,314; Local TV: 49,795 reaching Adults 18 or older who Purchased Items In-Store at COSTCO in the





SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,159

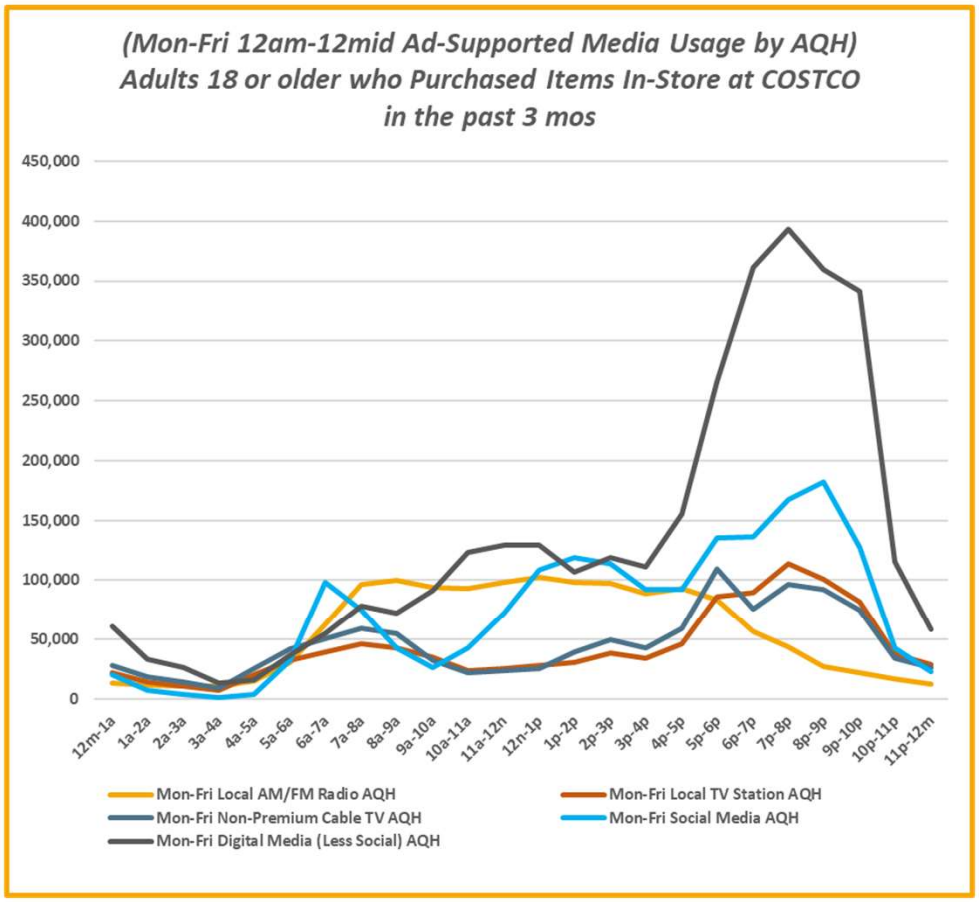
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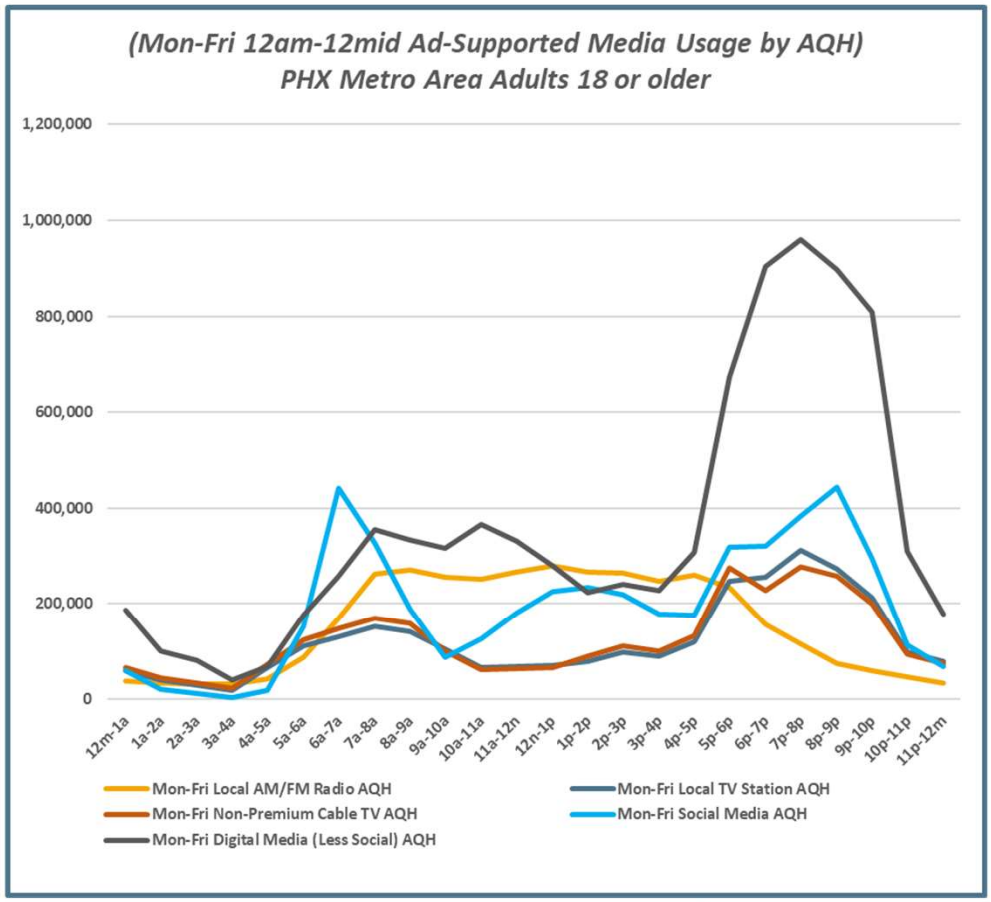
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[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

PHX

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 138,295; Local Radio: 89,639; Social Media: 88,910; Non-Prem. Cable: 49,511; Local TV: 43,716 reaching Adults 18 or older who Purchased Items In-Store at COSTCO in the pa





PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 903

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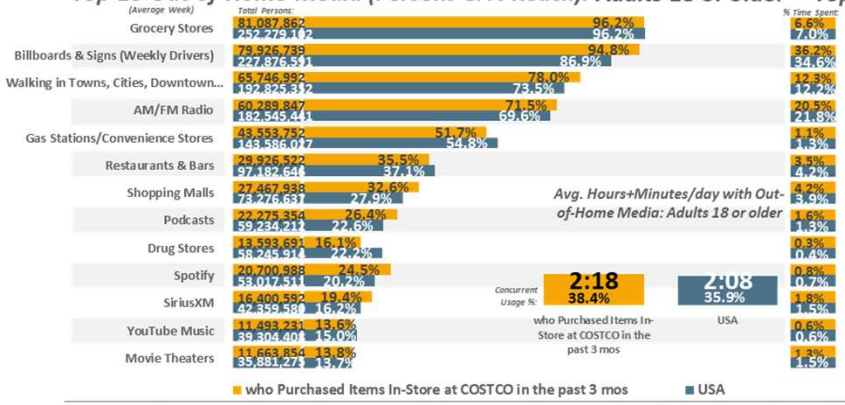
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[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

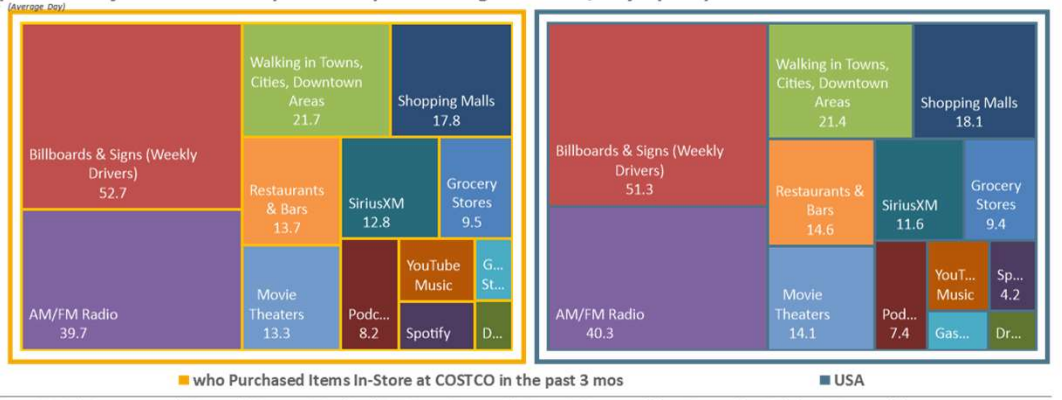


79,926,739 or 94.8% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos spend an average of 52.7 minutes per day driving, seeing Billboards and Signs. 67.8% Listen to Local Radio Stations Out-of-Home for an average of 36.1 minut

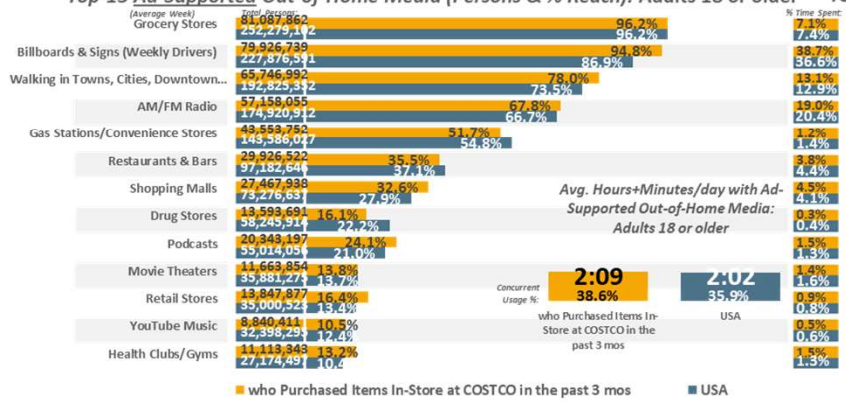
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



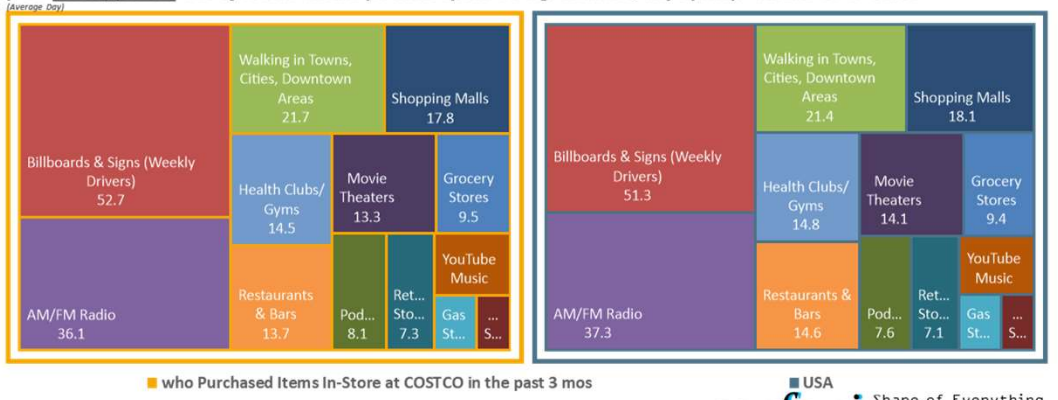
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 7,755

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

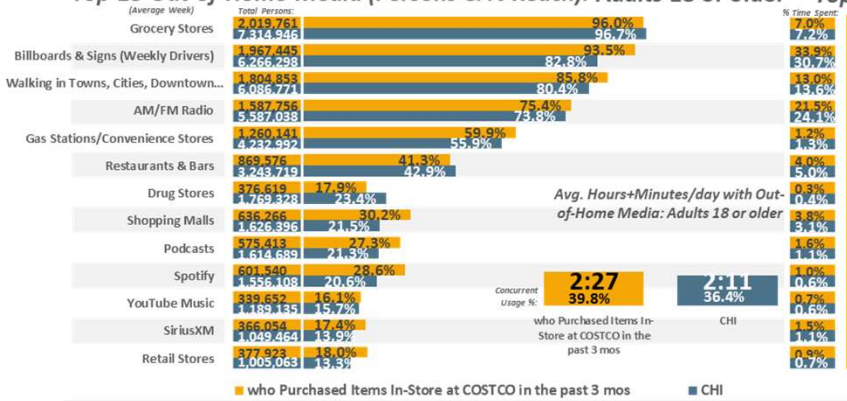
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[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

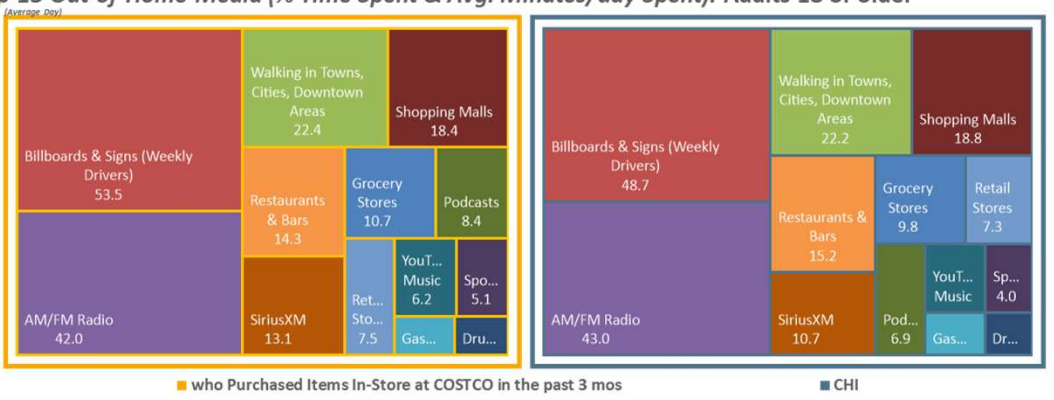


1,967,445 or 93.5% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos spend an average of 53.5 minutes per day driving, seeing Billboards and Signs. 71.9% Listen to Local Radio Stations Out-of-Home for an average of 39.3 minute

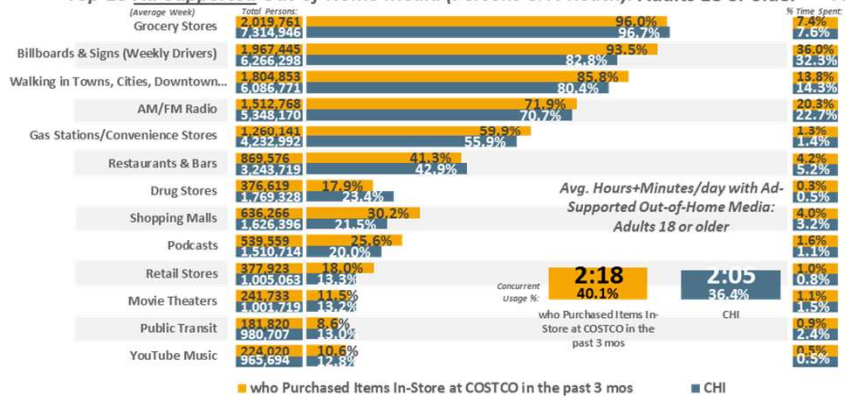
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



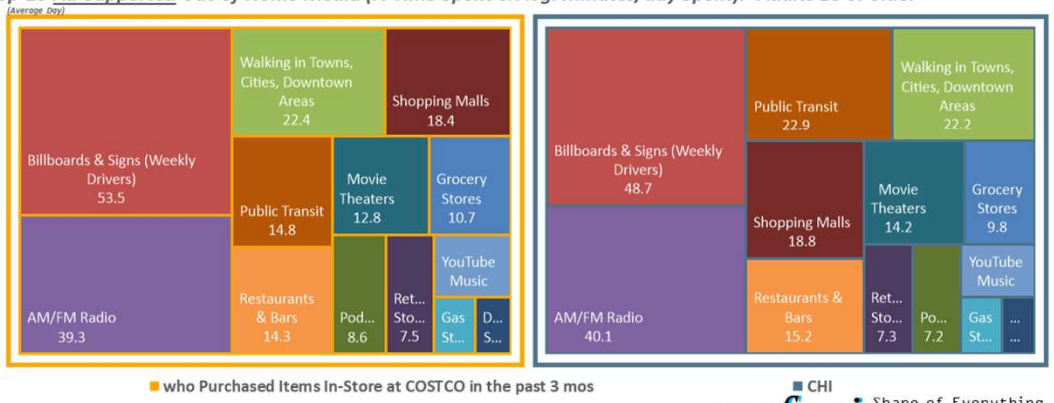
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 907

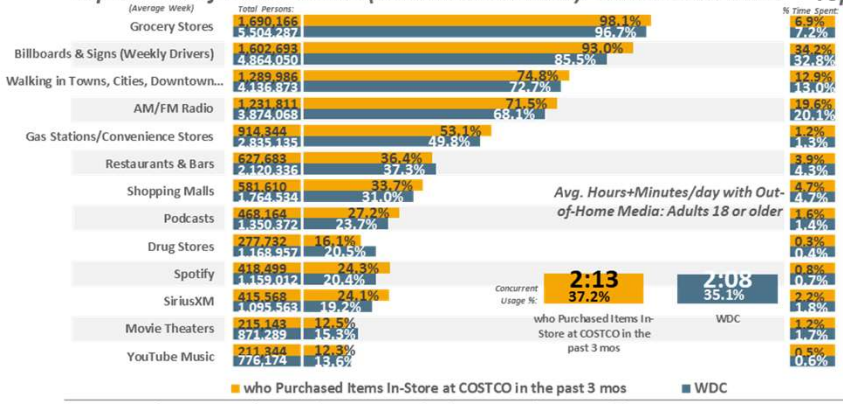
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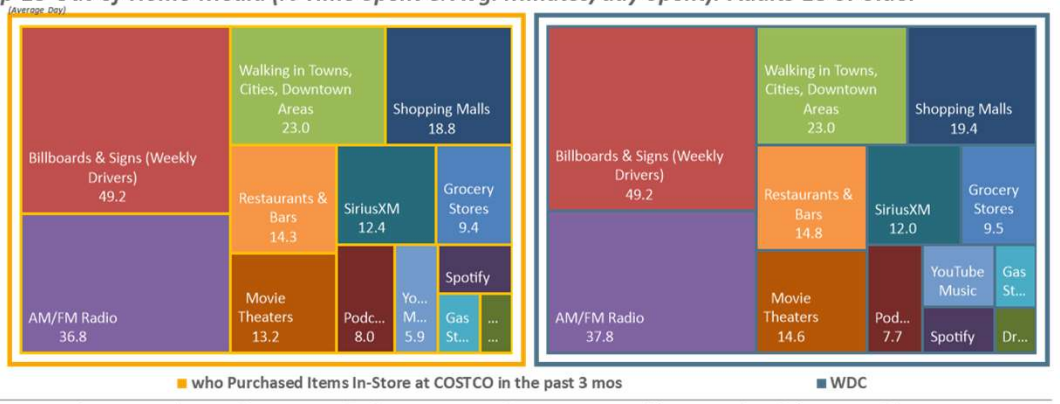
[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

1,602,693 or 93.% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos spend an average of 49.2 minutes per day driving, seeing Billboards and Signs. 67.2% Listen to Local Radio Stations Out-of-Home for an average of 32.7 minutes

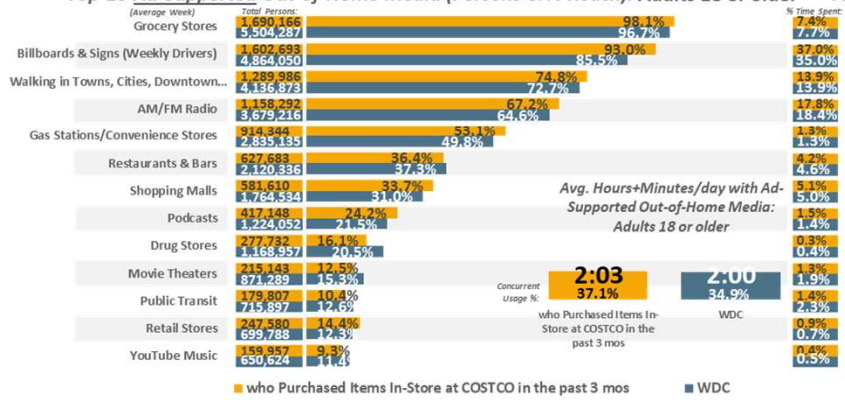
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



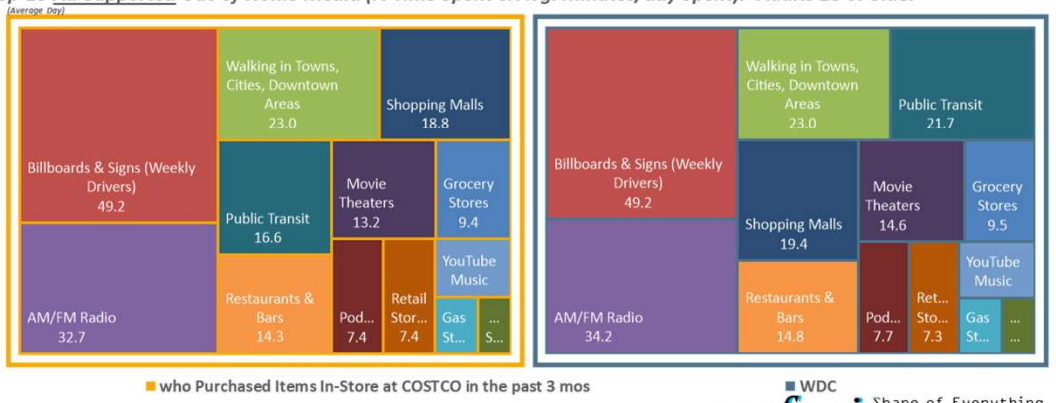
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,829

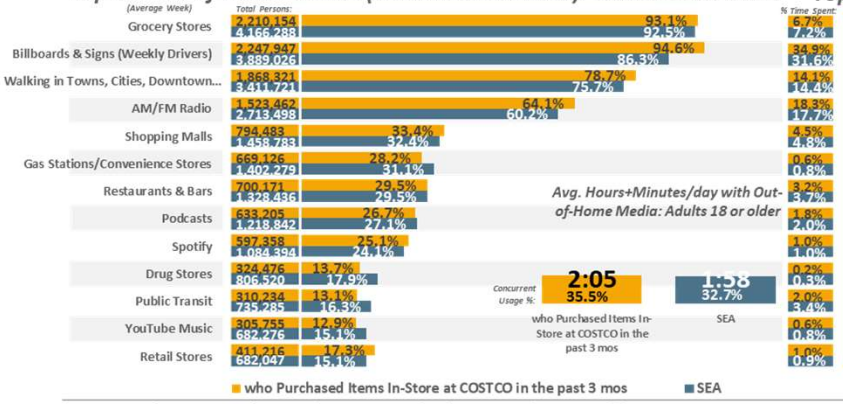
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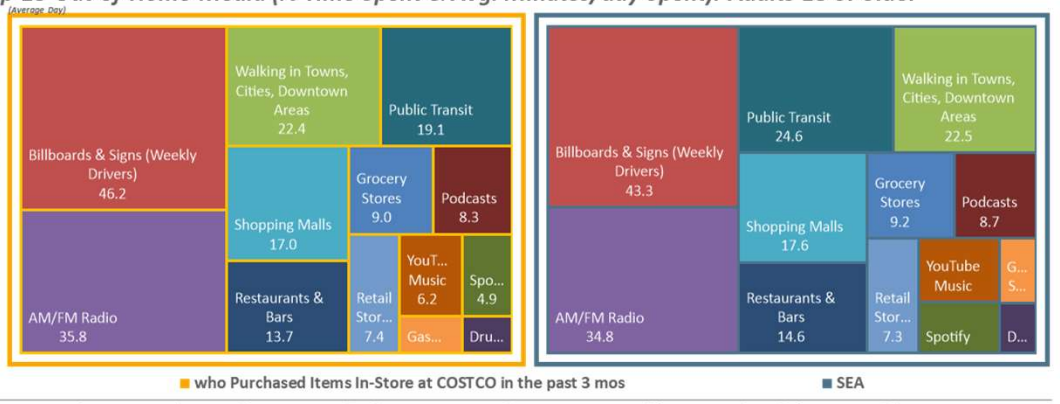
[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

2,247,947 or 94.6% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos spend an average of 46.2 minutes per day driving, seeing Billboards and Signs. 61.4% Listen to Local Radio Stations Out-of-Home for an average of 32. minutes

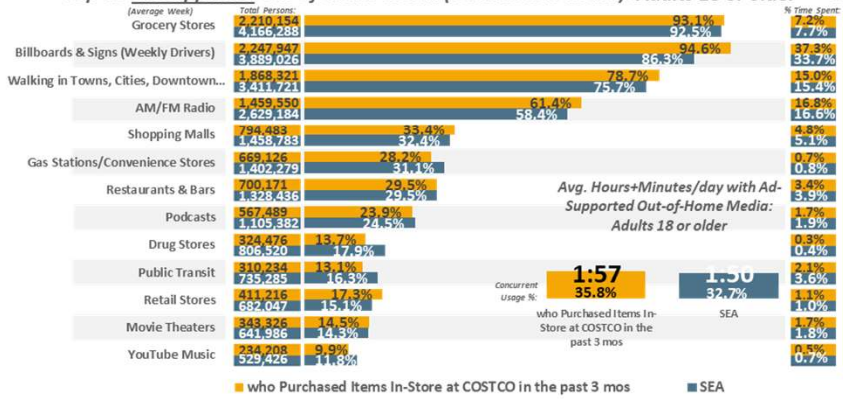
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



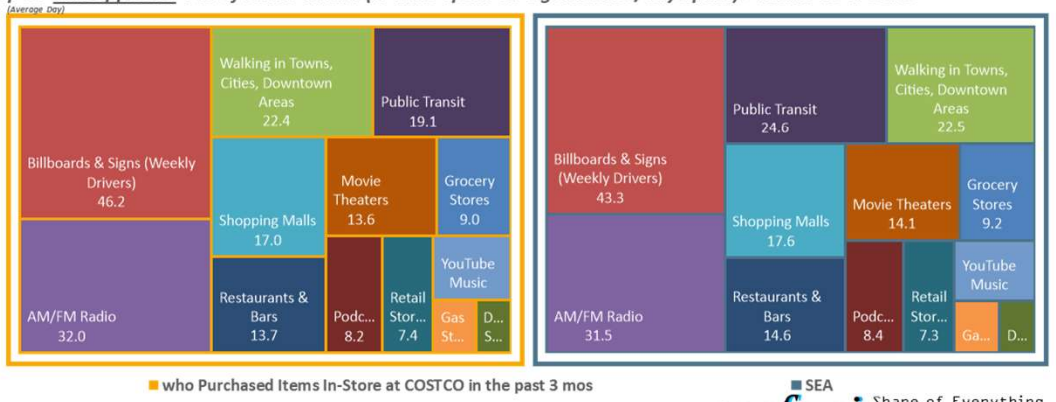
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,159

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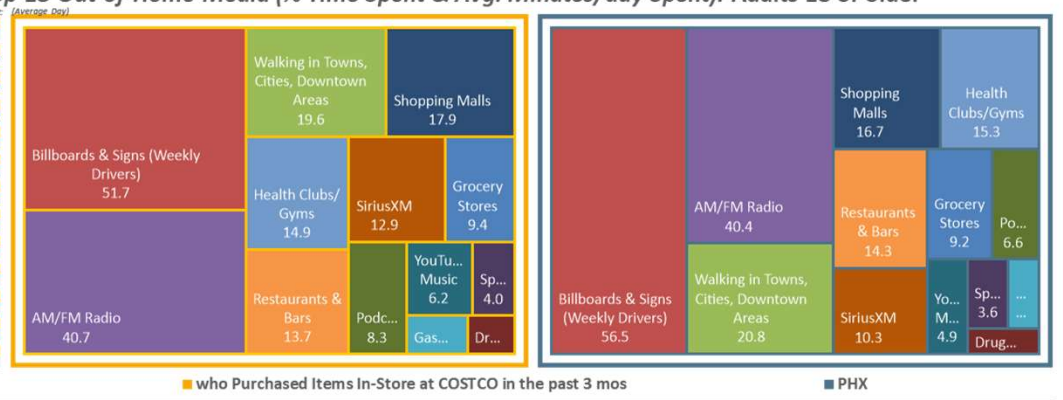
[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

1,602,596 or 95.4% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos spend an average of 51.7 minutes per day driving, seeing Billboards and Signs. 68.8% Listen to Local Radio Stations Out-of-Home for an average of 37.6 minute

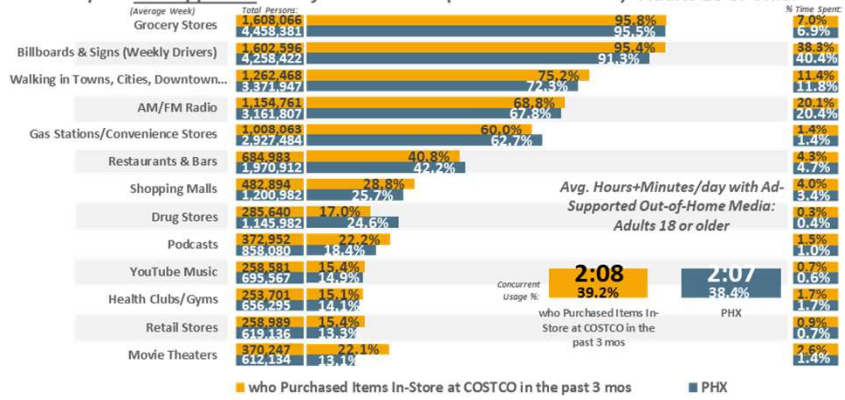
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



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



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



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



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 903

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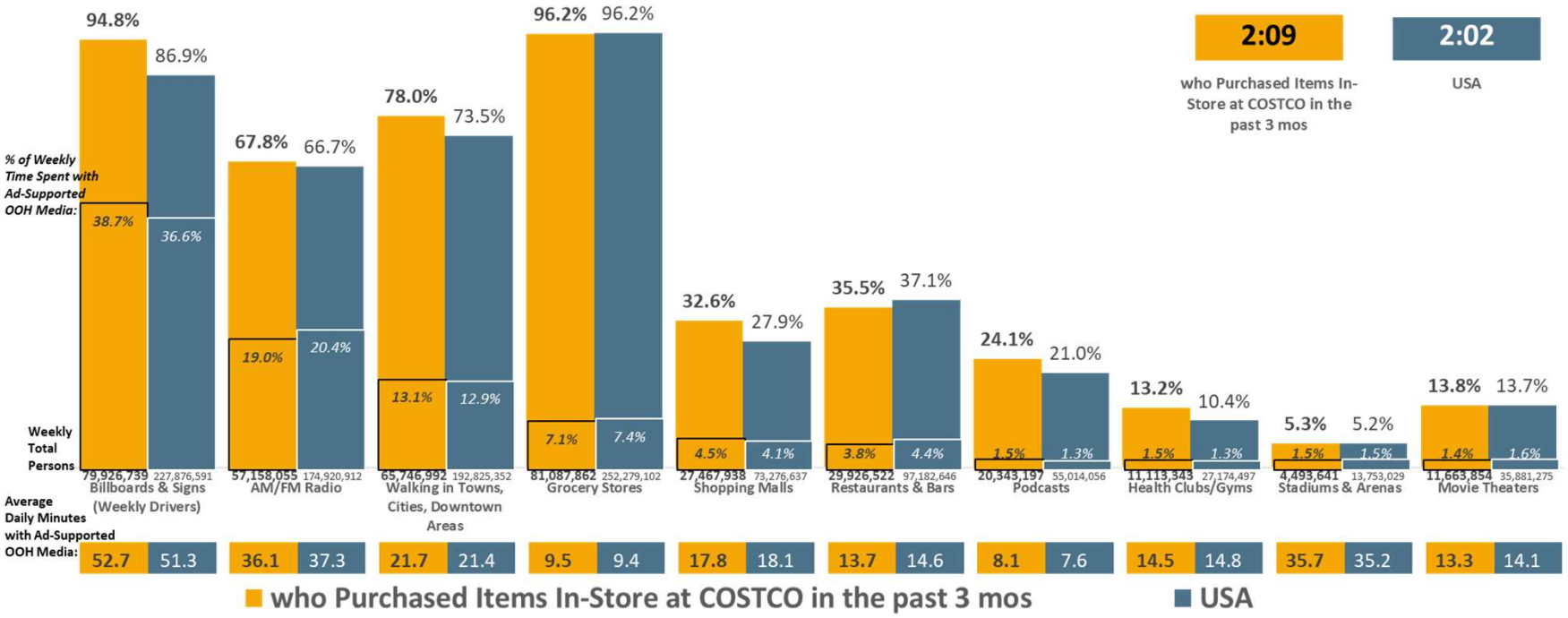
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[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

79,926,739 or 94.8% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos spend an average of 52.7 minutes per day driving, seeing Billboards and Signs representing 38.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 7,755

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

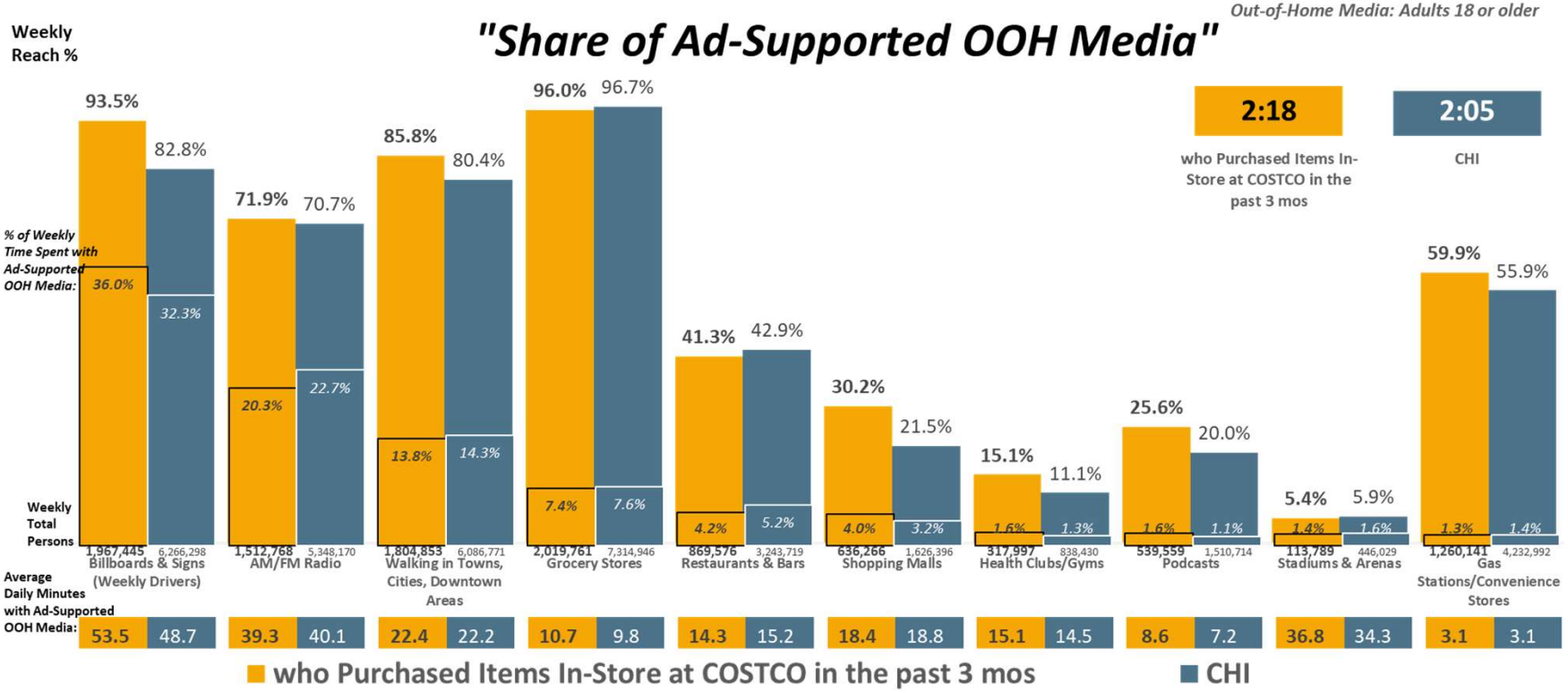
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[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]



1,967,445 or 93.5% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos spend an average of 53.5 minutes per day driving, seeing Billboards and Signs representing 36.% 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



CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 907 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

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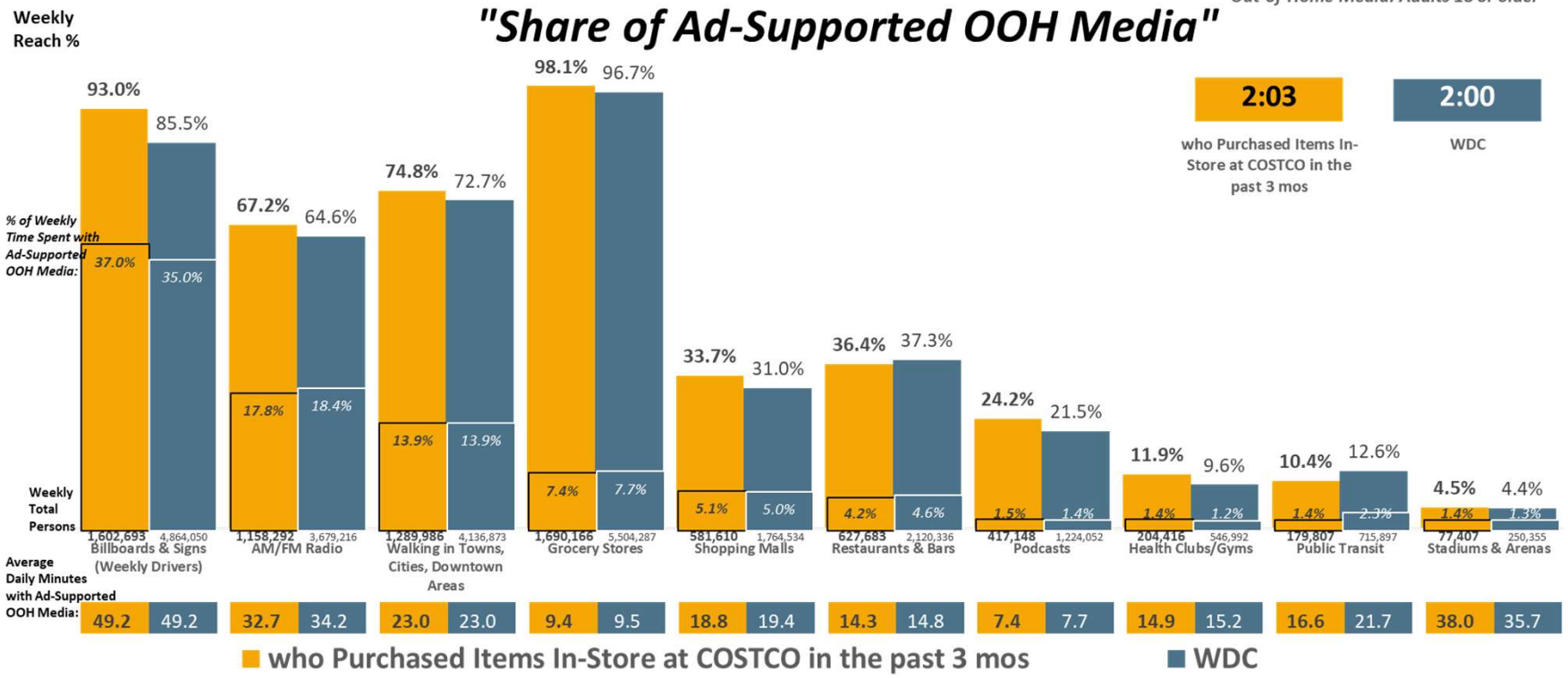
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[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

1,602,693 or 93.% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos spend an average of 49.2 minutes per day driving, seeing Billboards and Signs representing 37.% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,829 WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

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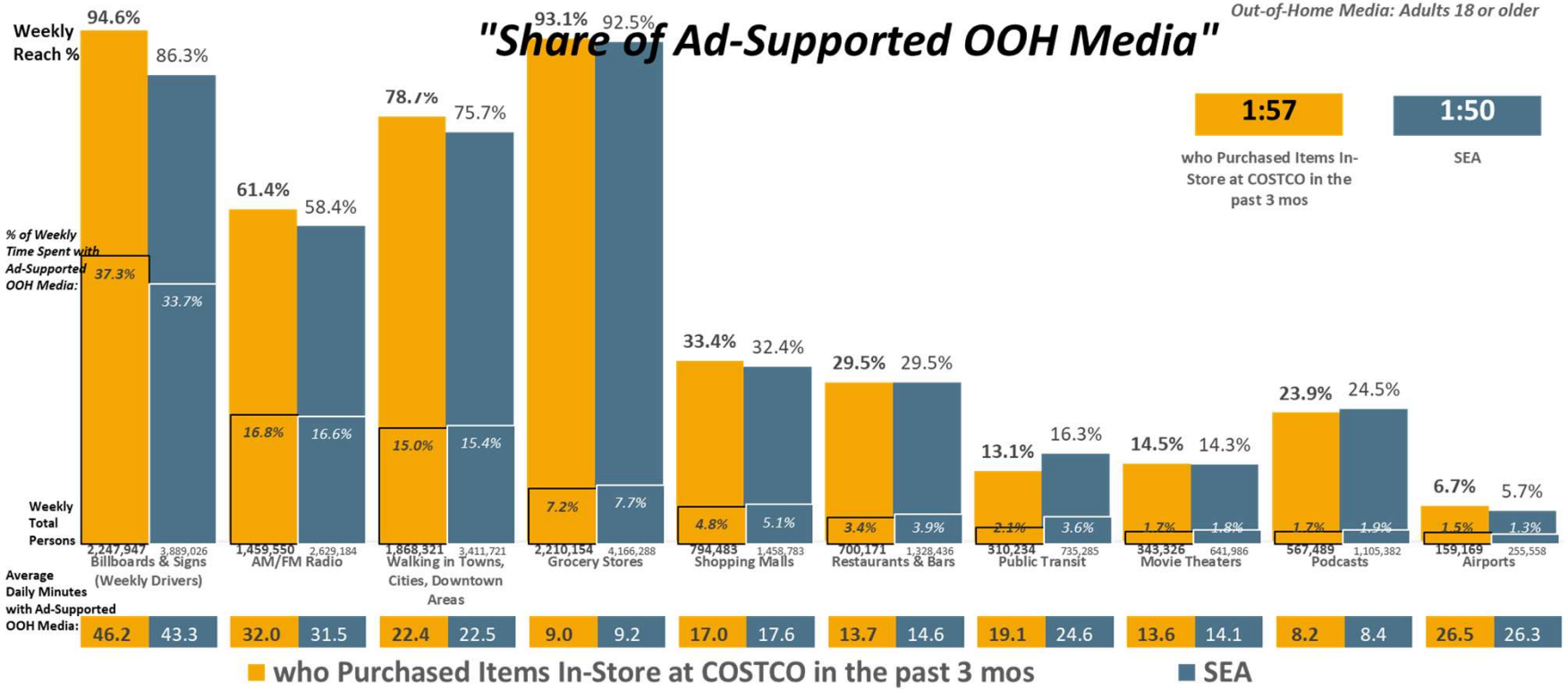
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[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

2,247,947 or 94.6% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos spend an average of 46.2 minutes per day driving, seeing Billboards and Signs representing 37.3% 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

"Share of Ad-Supported OOH Media"



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,159 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

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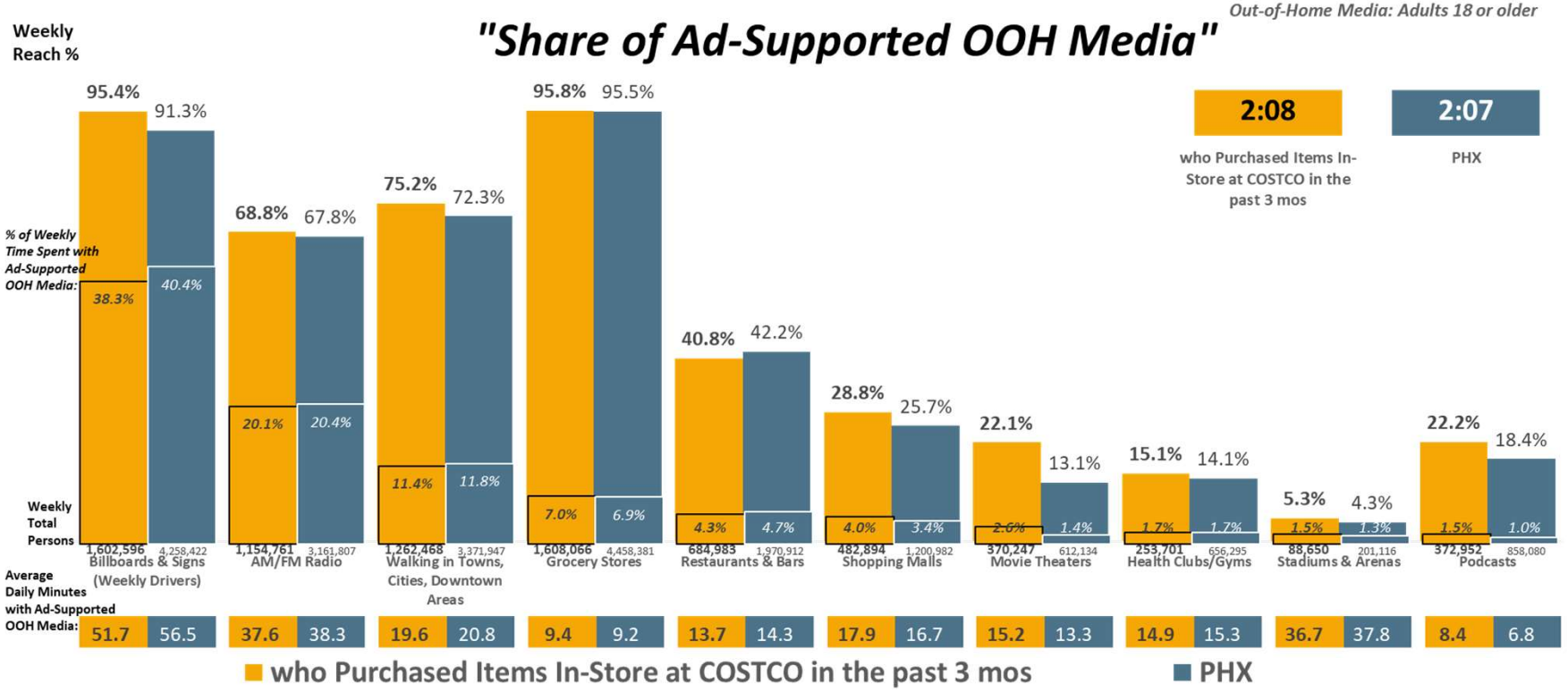
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[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]



1,602,596 or 95.4% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos spend an average of 51.7 minutes per day driving, seeing Billboards and Signs representing 38.3% 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



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 903 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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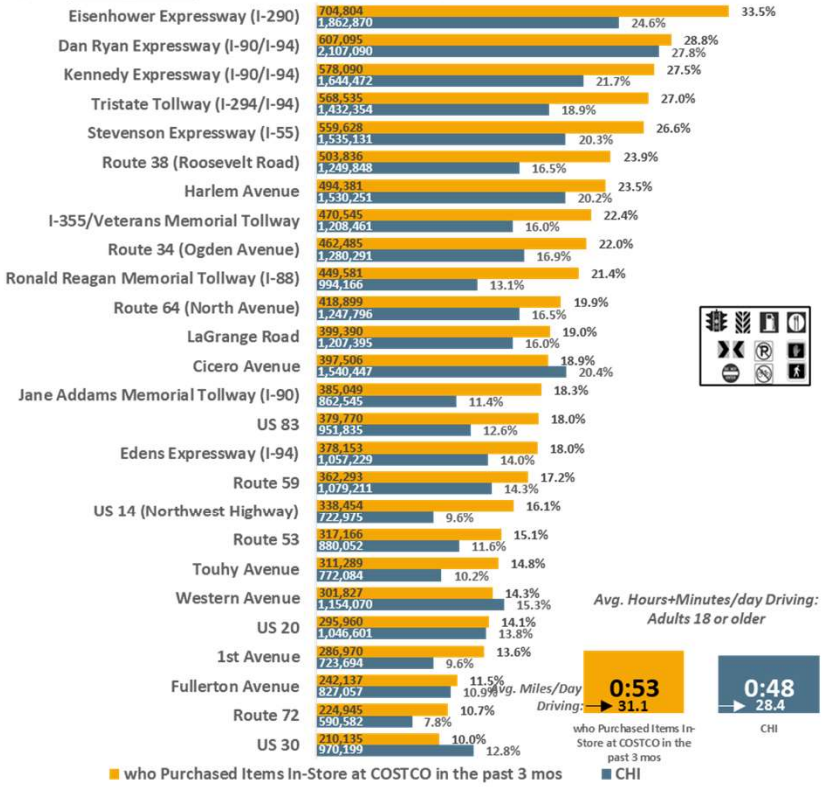
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[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]



1,967,445 or 93.5% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos spend an average of 53.5 minutes per day driving an average of 31.1 miles each day and are 68.3% more likely to use US 14 (Northwest Highway) than the Metro

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



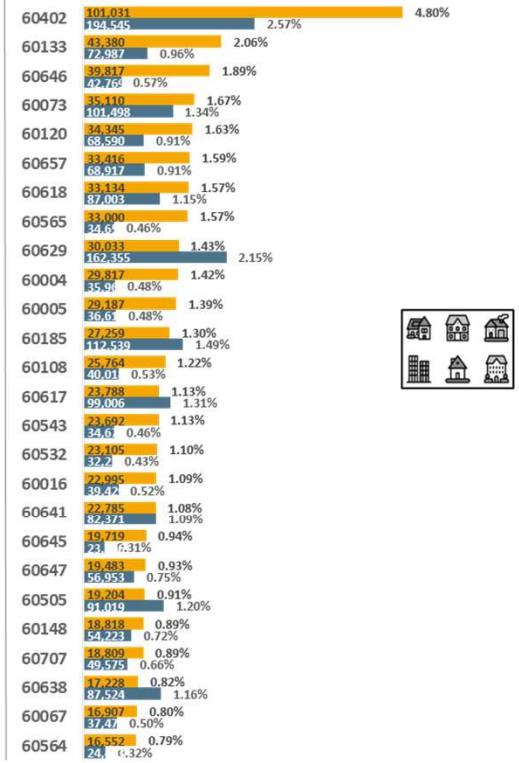
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: 31.1

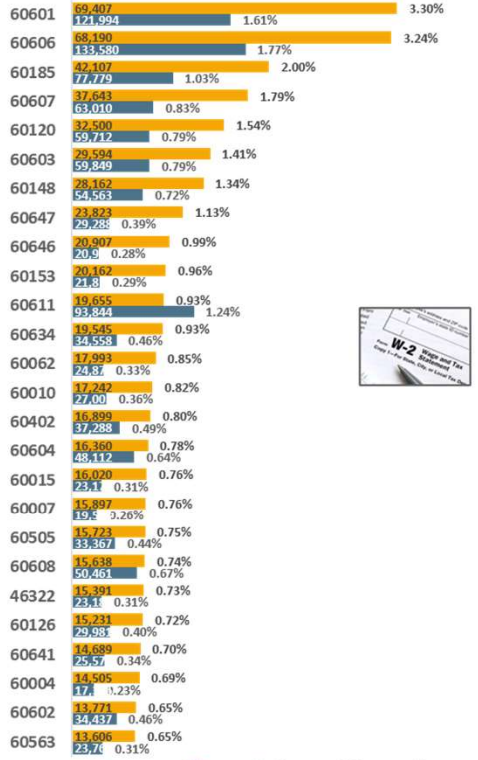
who Purchased Items In-Store at COSTCO in the past 3 mos

CHI

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 907

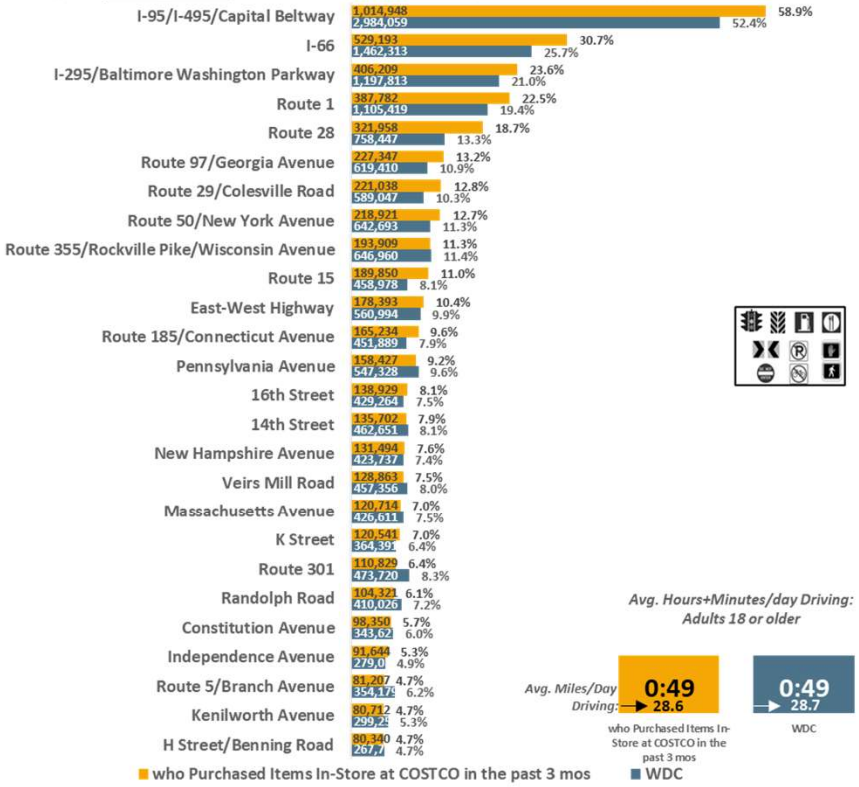
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[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]



1,602,693 or 93.% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos spend an average of 49.2 minutes per day driving an average of 28.6 miles each day and are 40.2% more likely to use Route 28 than the Metro average.

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



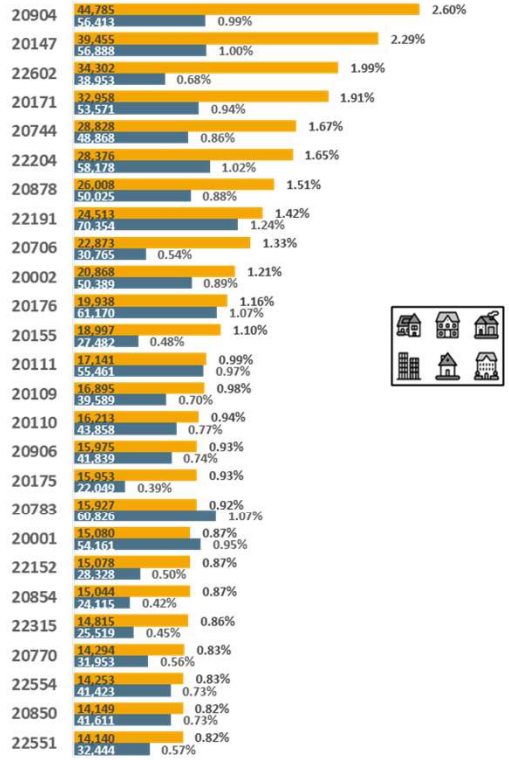
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: → 28.6

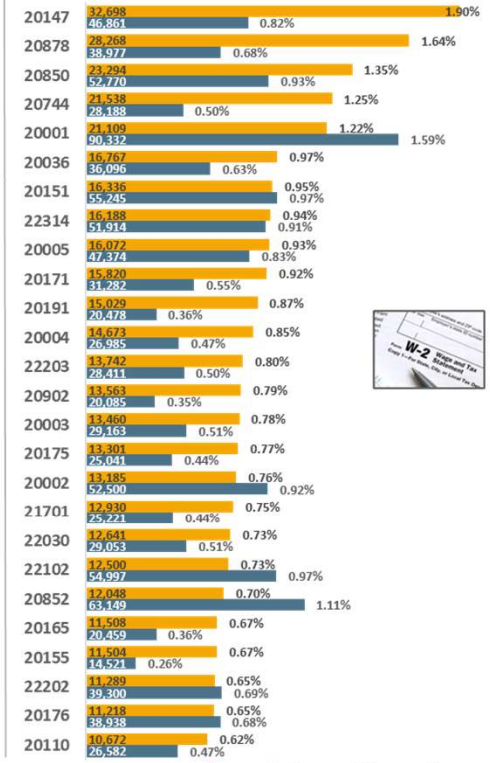
0:49 who Purchased Items In-Store at COSTCO in the past 3 mos

0:49 → 28.7 WDC

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,829

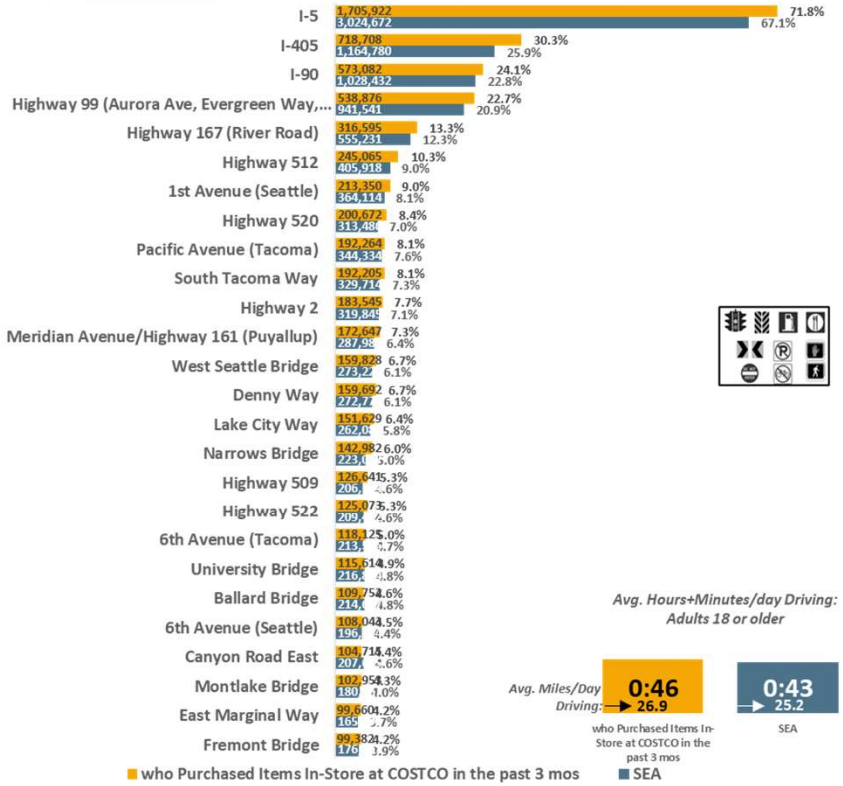
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[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]



2,247,947 or 94.6% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos spend an average of 46.2 minutes per day driving an average of 26.9 miles each day and are 21.5% more likely to use Narrows Bridge than the Metro average.

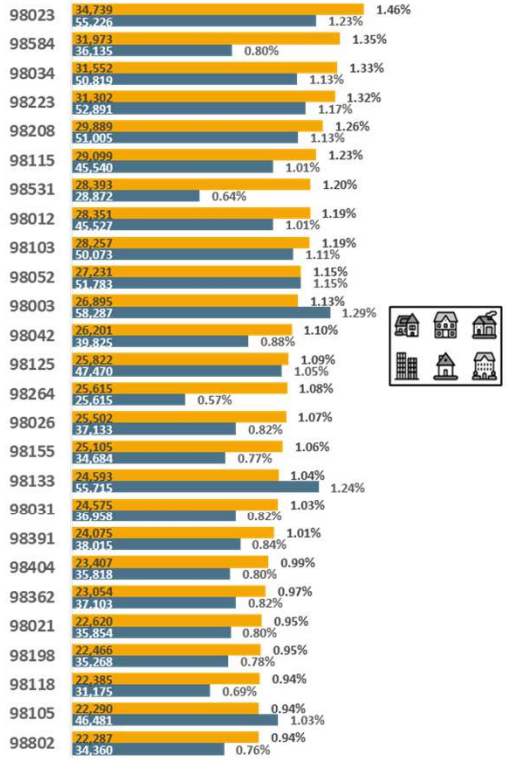
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



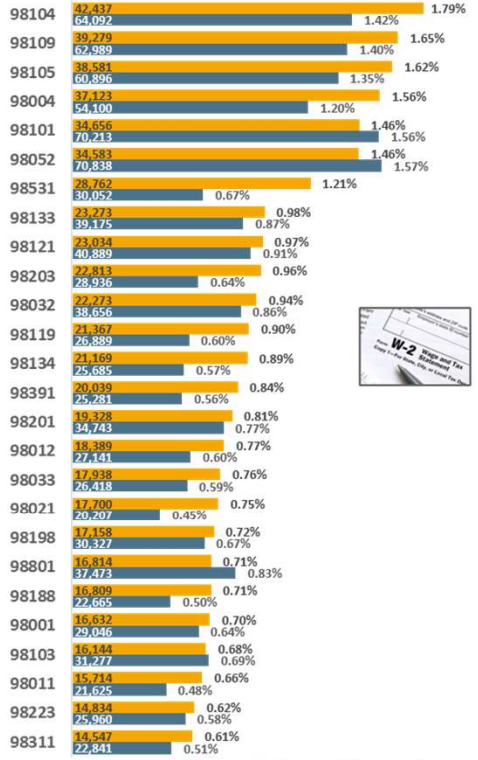
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving:

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,159

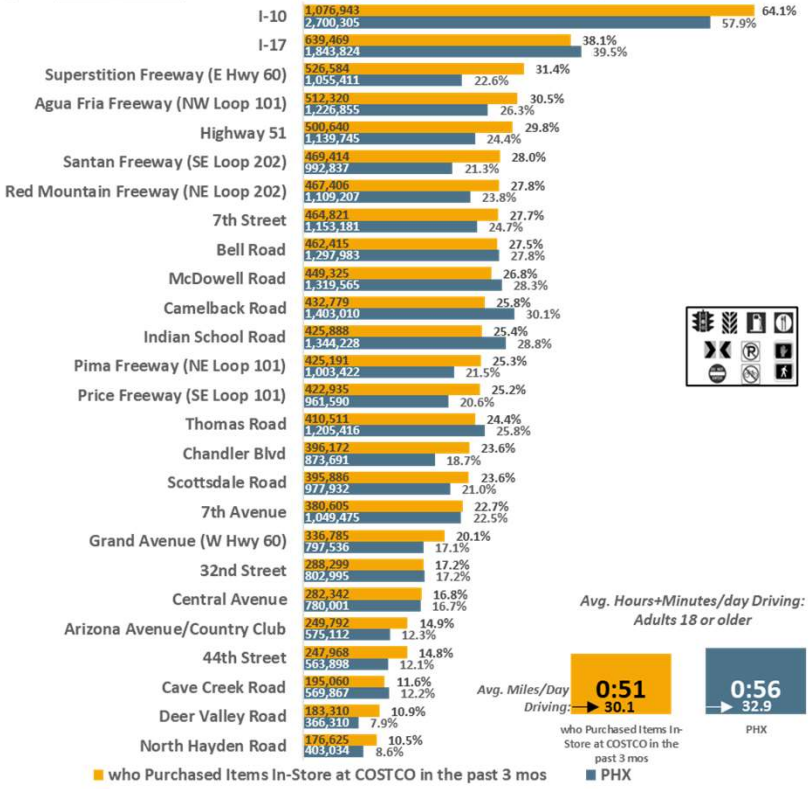
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[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]



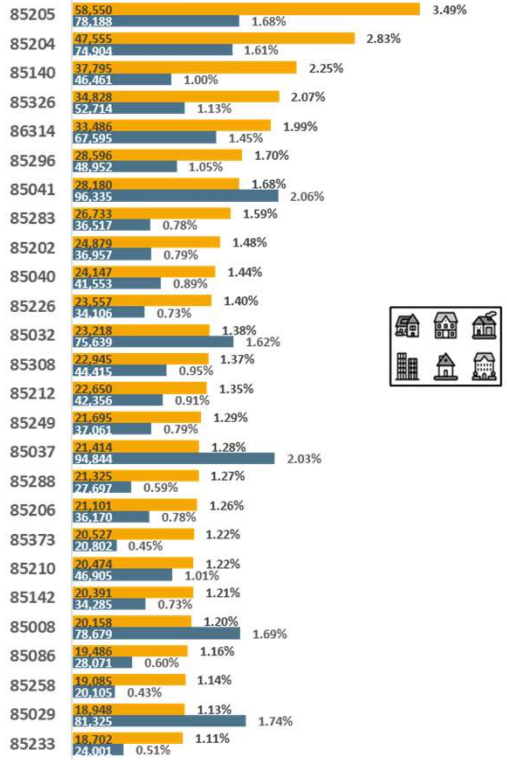
1,602,596 or 95.4% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos spend an average of 51.7 minutes per day driving an average of 30.1 miles each day and are 38.7% more likely to use Superstition Freeway (E Hwy 60) than the

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

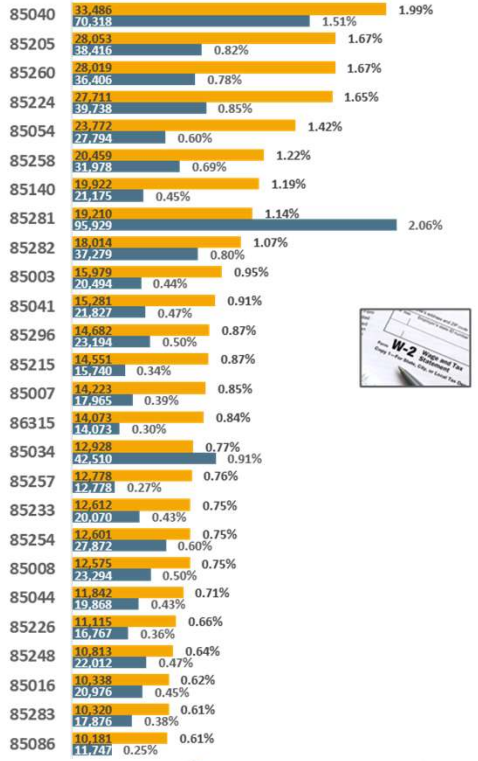


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



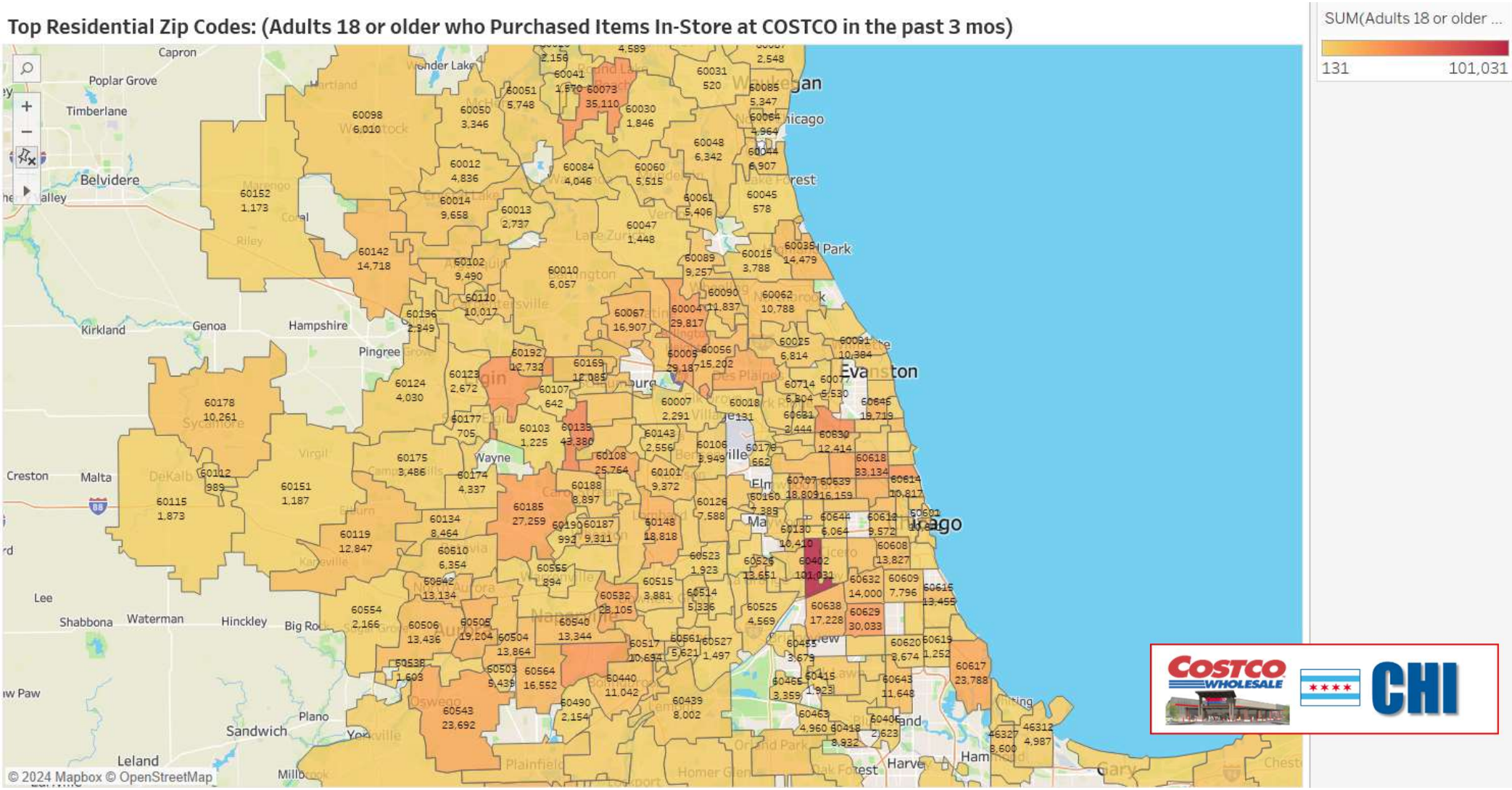
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PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 903

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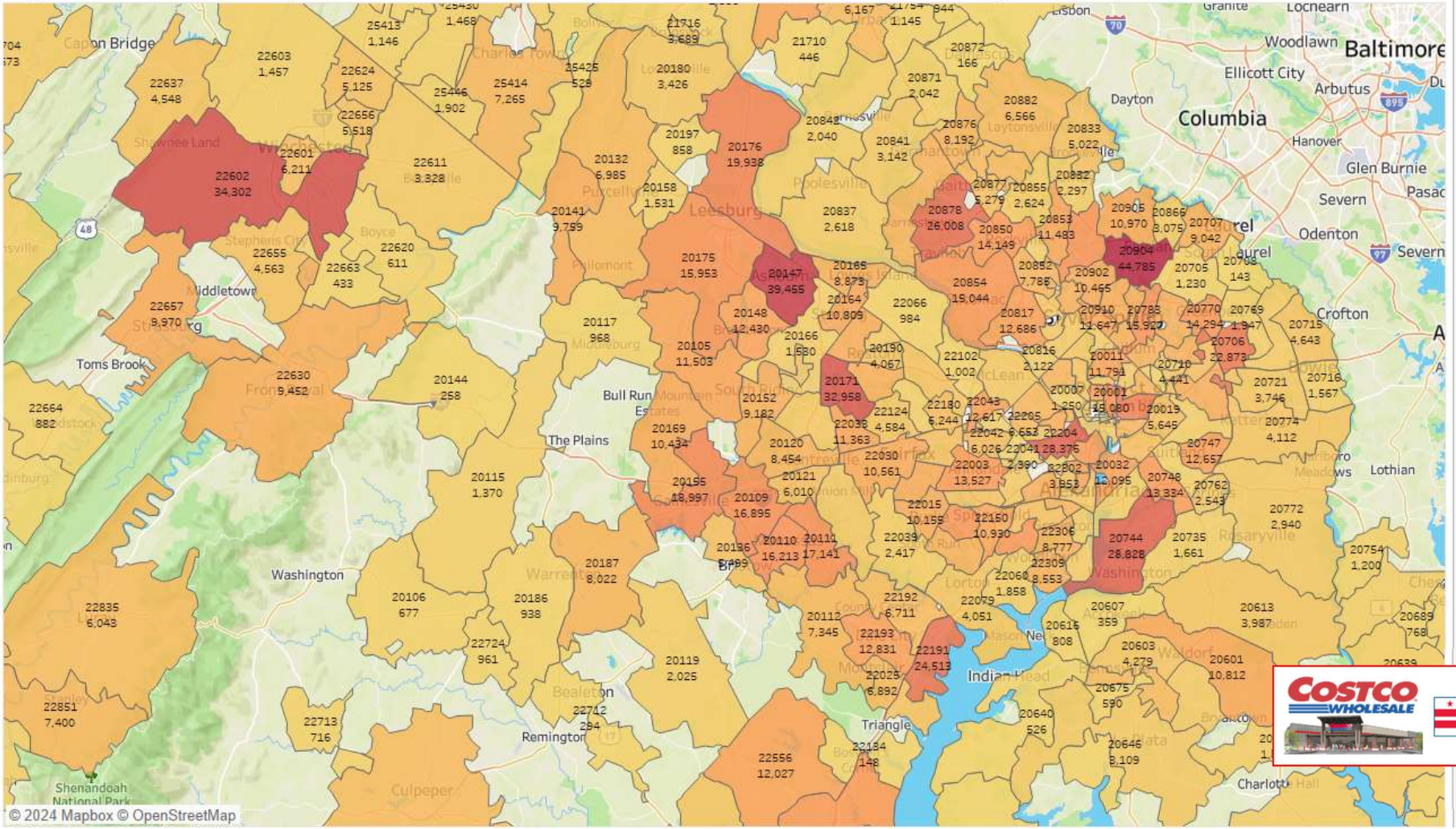
[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

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



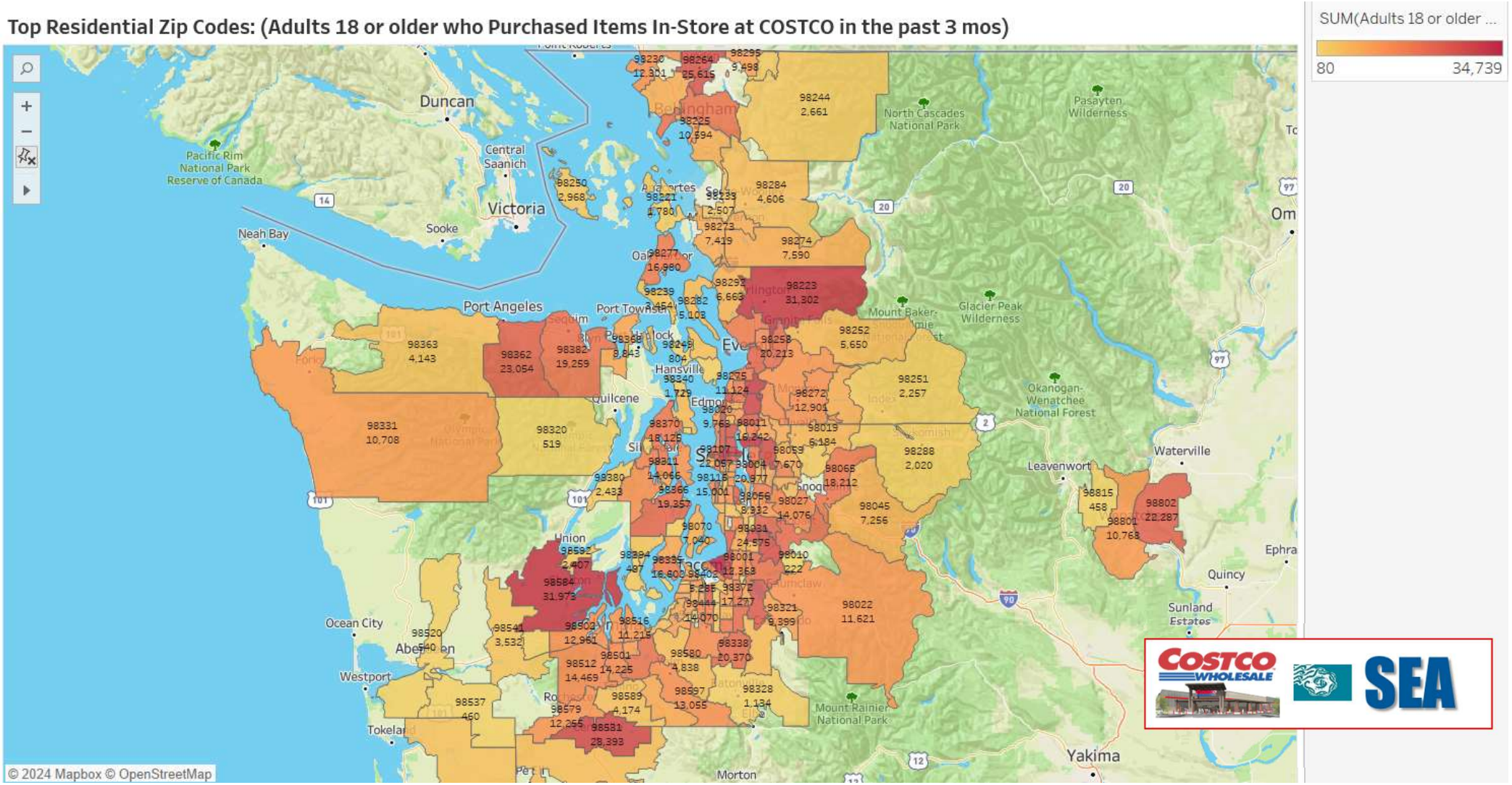
[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

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



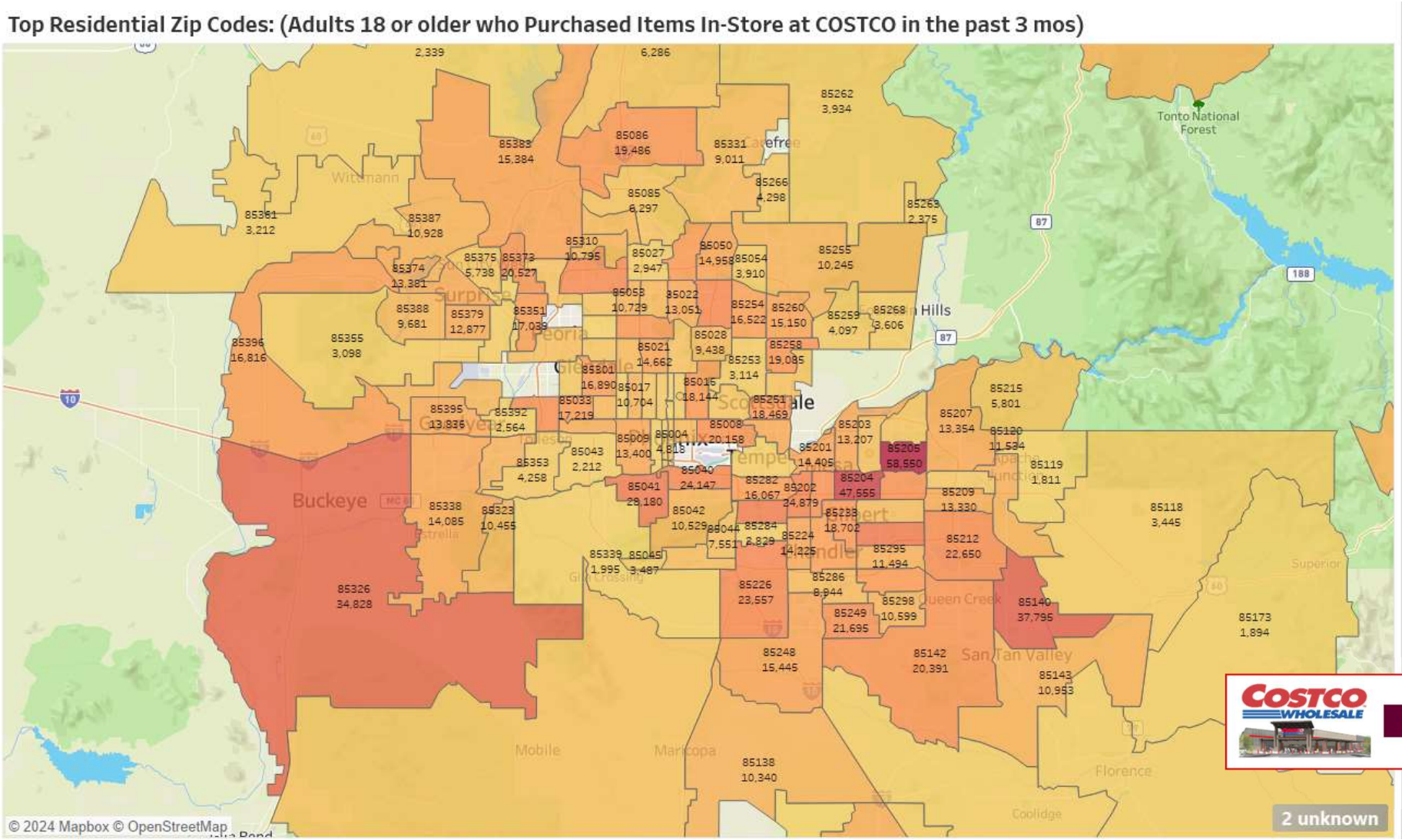
[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

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



[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

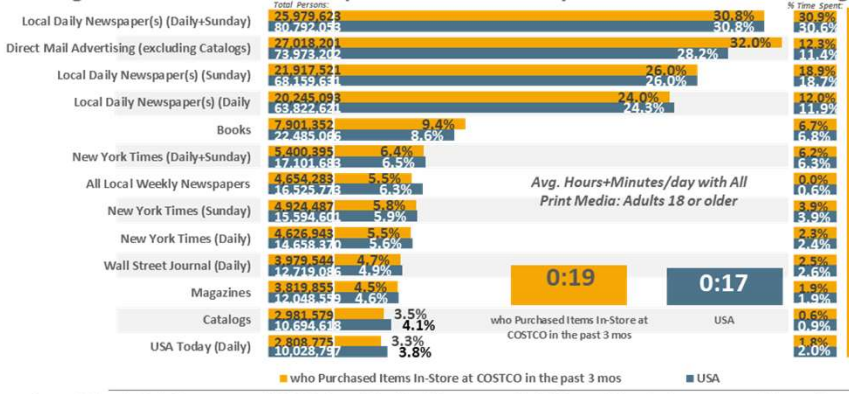
Top Residential Zip Codes: (Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos)



[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

25,979,623 or 30.8% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.2 minutes every day representing 33.1% of all time spent daily with All forms of Print Me

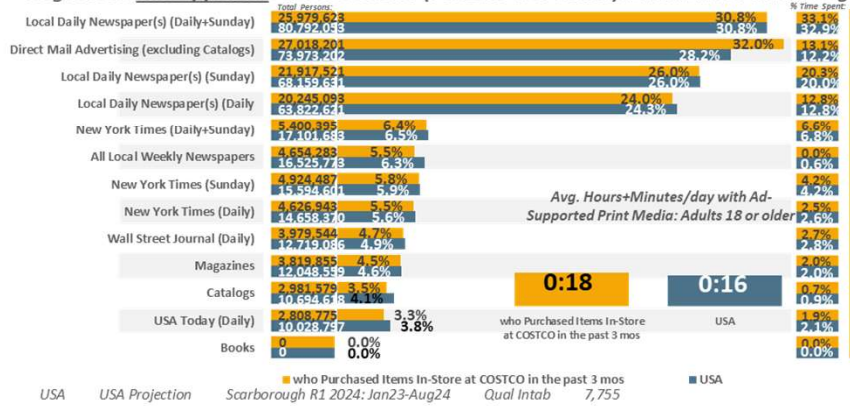
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 7,755

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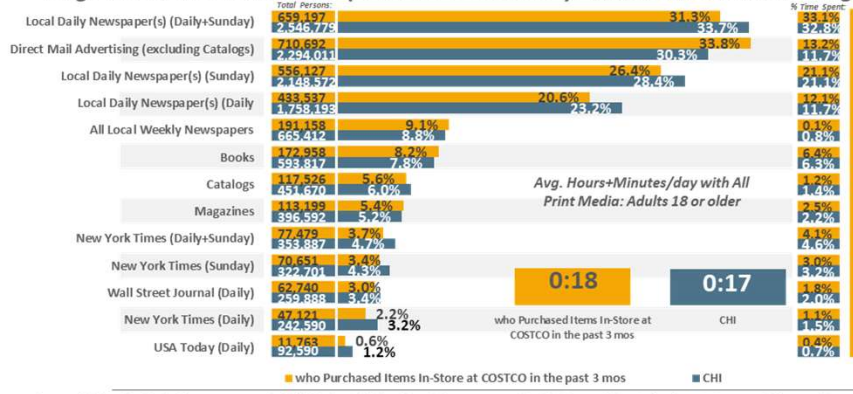
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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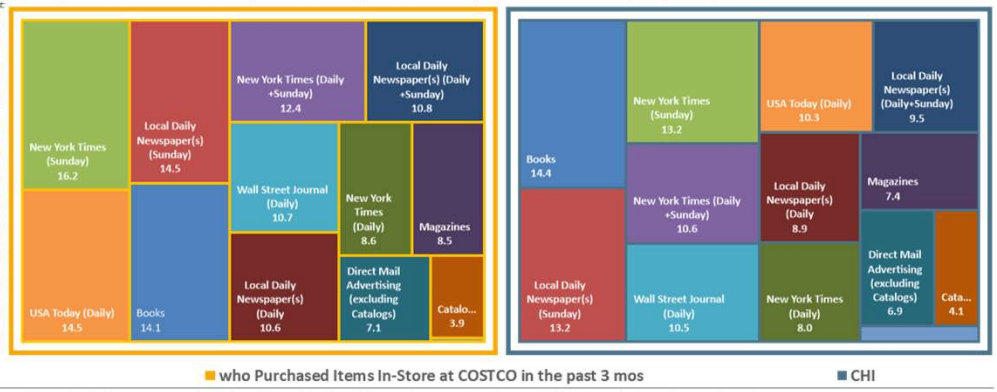
[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

659,197 or 31.3% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.8 minutes every day representing 35.4% of all time spent daily with All forms of Print Media

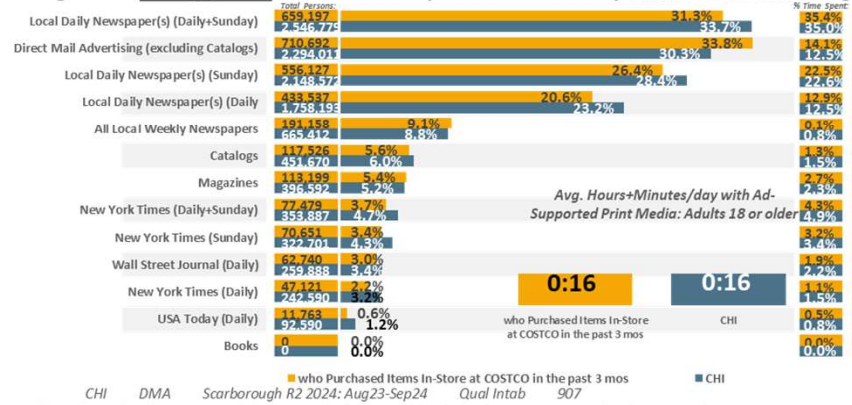
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 907

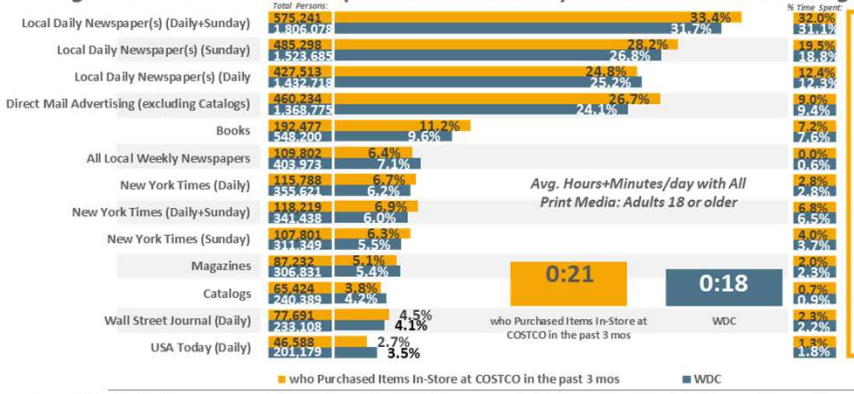
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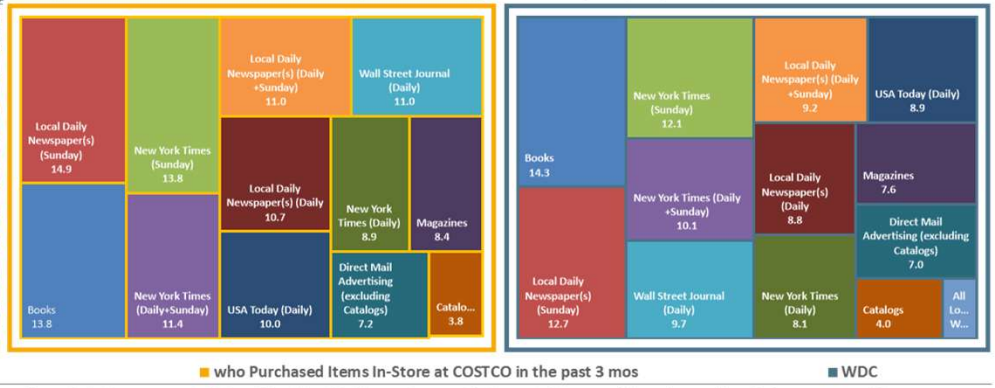
[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

575,241 or 33.4% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11. minutes every day representing 34.4% of all time spent daily with All forms of Print Media.

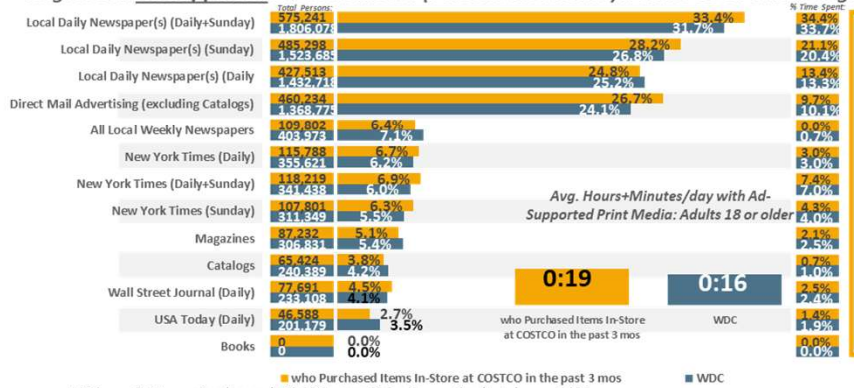
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



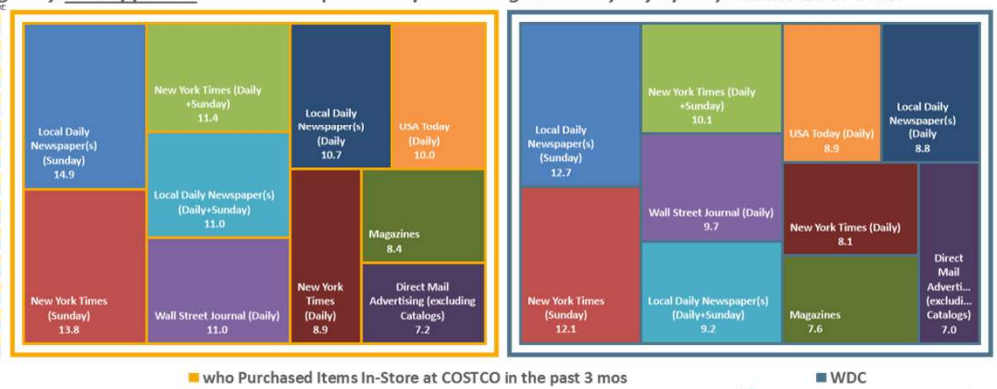
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,829

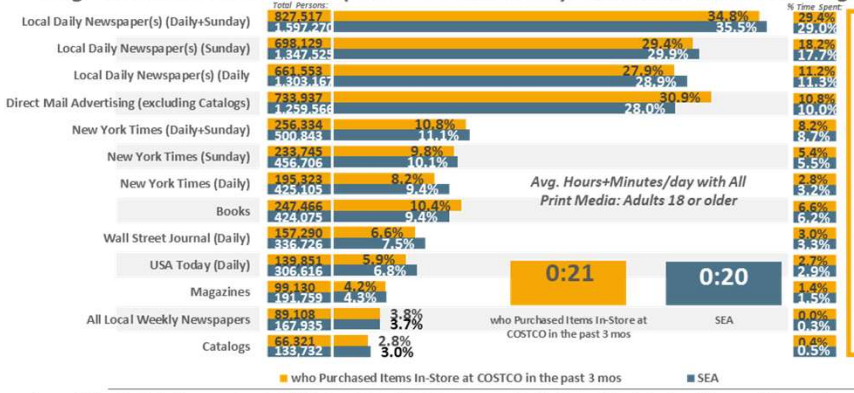
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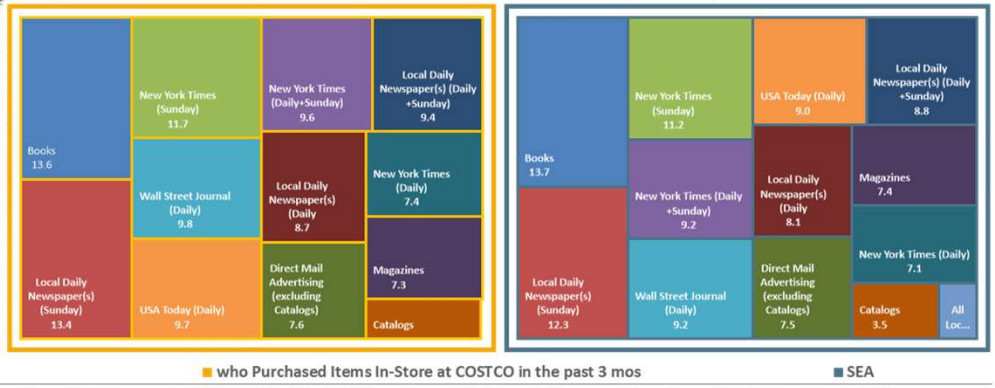
[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

827,517 or 34.8% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.4 minutes every day representing 31.4% of all time spent daily with All forms of Print Media.

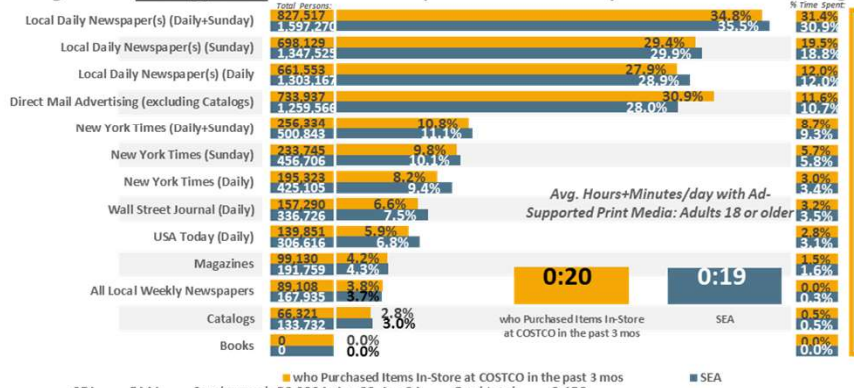
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



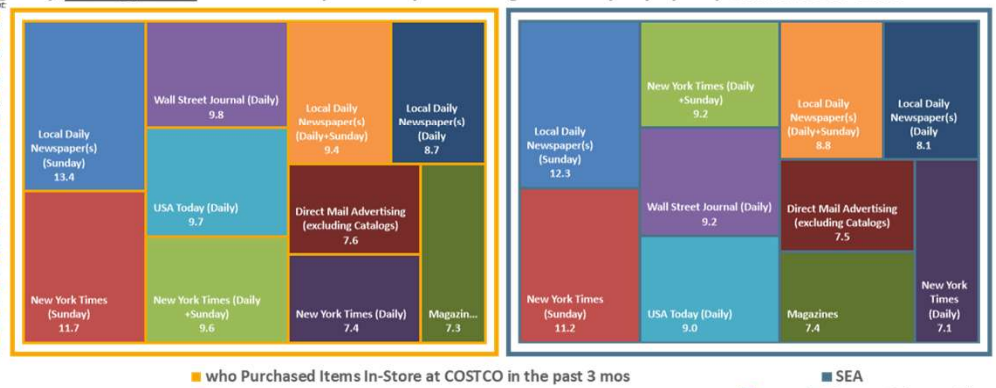
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,159

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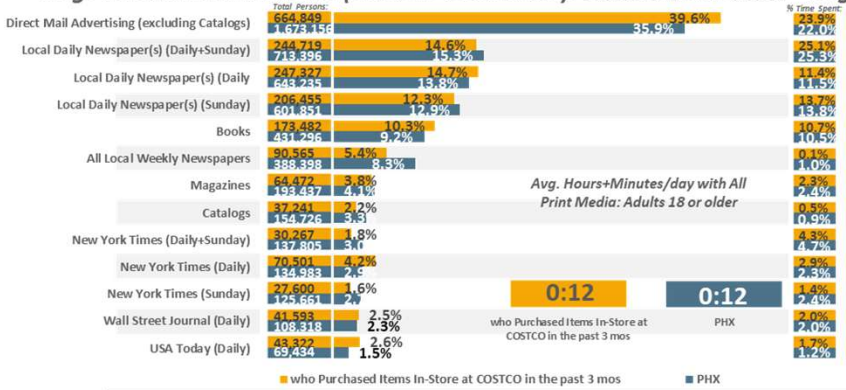
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[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

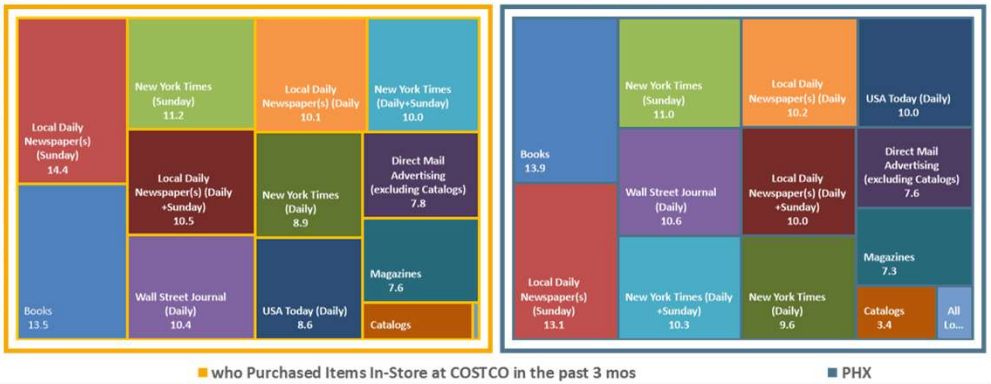


244,719 or 14.6% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.5 minutes every day representing 28.1% of all time spent daily with All forms of Print Media

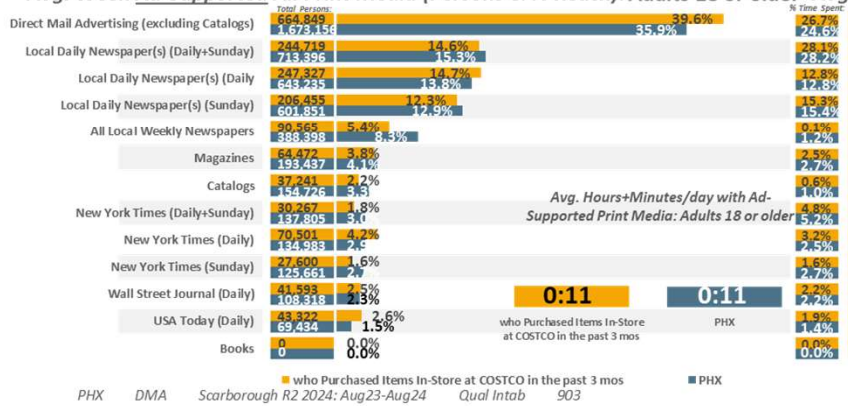
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



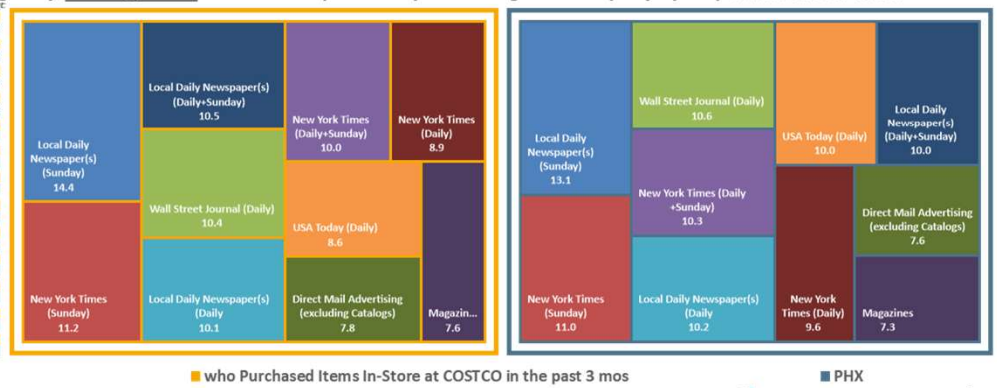
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 903

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[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]