

USA+4 More DMAs – P18+ who Shopped at STAPLES and/or PARTY SUPPLY Stores in the past 3mos!

Complete Demographic & Media Use Profiles



Staples

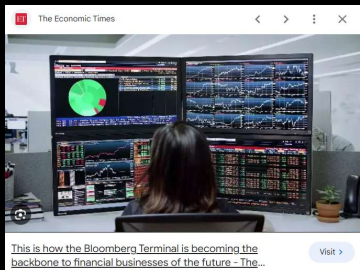


Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI, and WEST PALM BEACH DMA P18+** who Shopped at **STAPLES** and/or **PARTY SUPPLY Stores** in the past 3 months as of March 31, 2026.



Party City

P18+



SYCAMORE
PARTNERS



AD POPULUM



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

(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)



11.2% or 30,719,021 of USA Adults 18 or older Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos.
 Typical Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos are 50.5 years old (3.4% older than average) and have a \$113,426 (15.3% higher than average) annual household income.

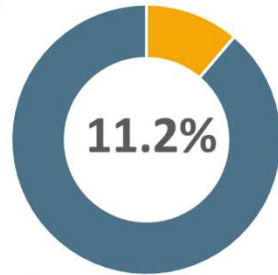


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:

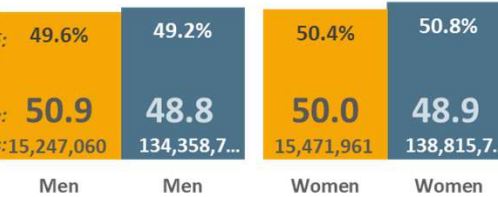


■ who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos
 ■ Remainder of USA DMAs

%M vs. %F:

Average Age:

Persons:



Total Persons:

30,719,021

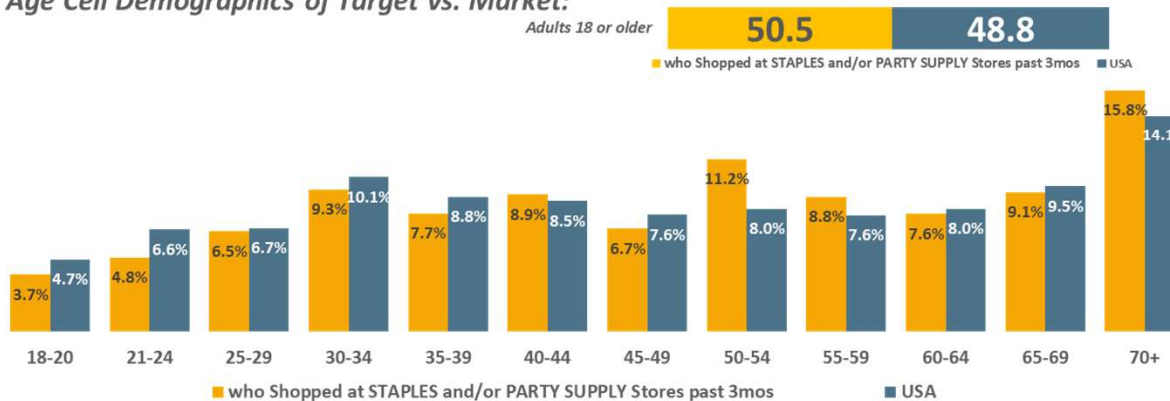
242,455,479

Age Cell Demographics of Target vs. Market:

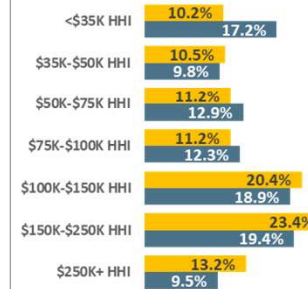
Average Age:

Adults 18 or older

■ who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos ■ USA



HHI of Target vs. Market:



Avg HHI:

\$113,426

\$98,335

USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 3,219
 All Graphs and HBI AI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection

Scarborough R1 2026: Jan 25-Mar26

Qual Intab

24,338

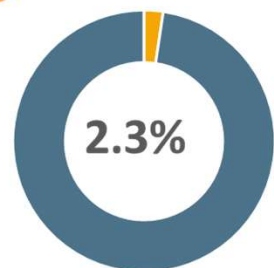
(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)



2.3% or 91,878 of MSP DMA Adults 18 or older Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos. Typical Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos are 53. years old (8.3% older than average) and have a \$134,907 (17.9% higher than average) annual household income.



Percent of Market: Adults 18 or older

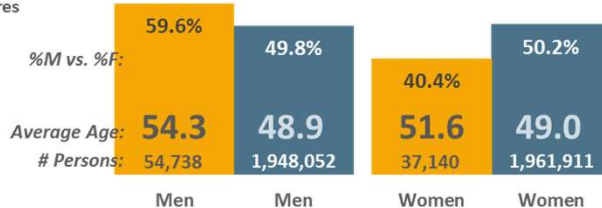


- who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos
- Remainder of MSP DMA

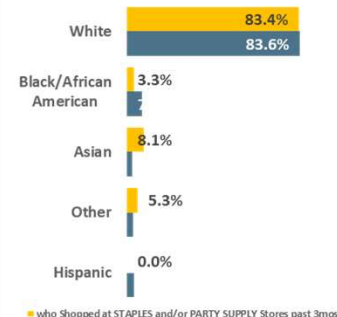
Total Persons:
91,878 3,818,085



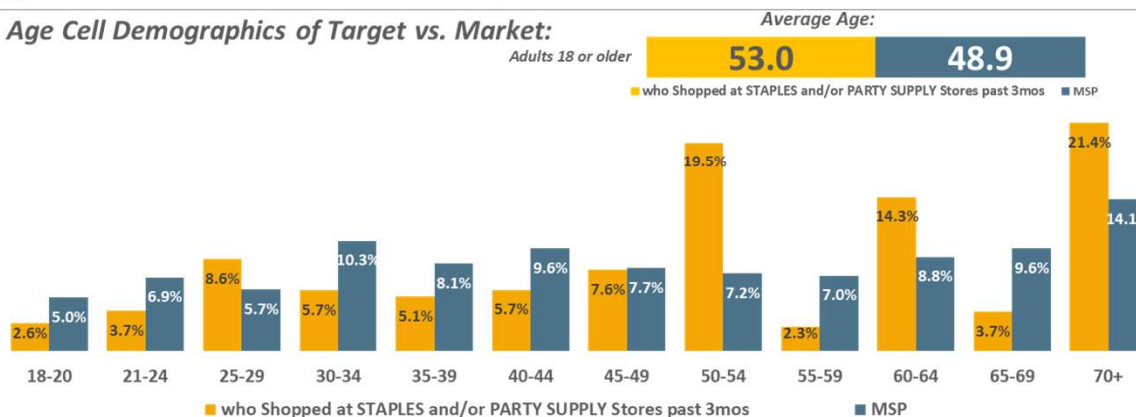
Gender of Target vs. Market: Adults 18 or older



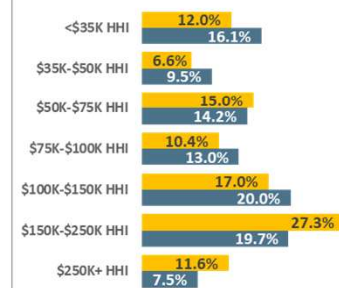
Ethnicity of Target vs. Market:



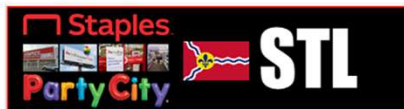
Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: \$134,907 \$114,452



3.3% or 84,169 of STL DMA Adults 18 or older Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos. Typical Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos are 50. years old (1.1% older than average) and have a \$113,804 (9.5% higher than average) annual household income.

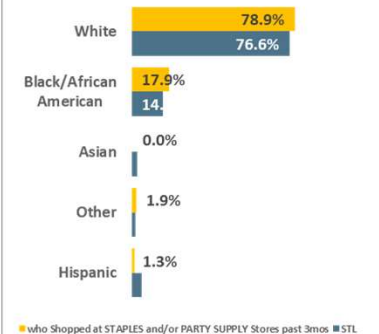
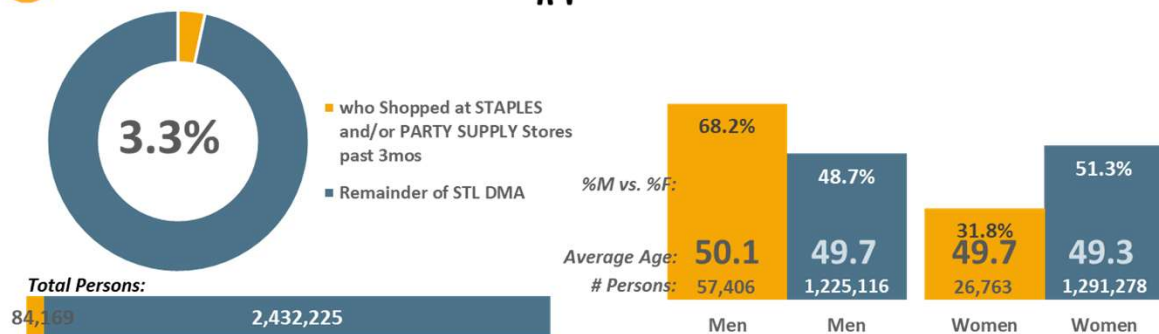


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

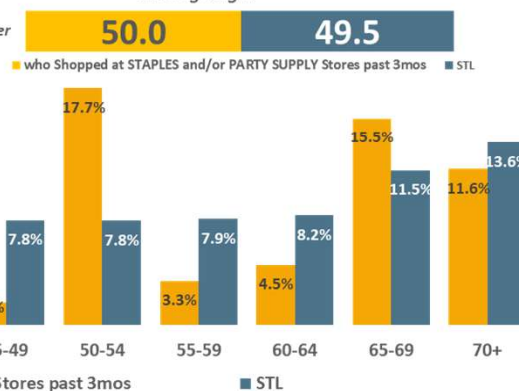
Ethnicity of Target vs. Market:



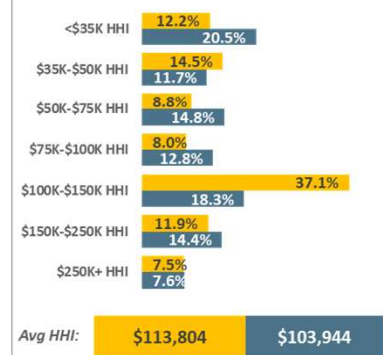
Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older



HHI of Target vs. Market:

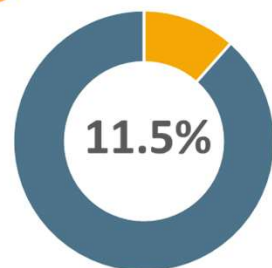




11.5% or 224,313 of CIN DMA Adults 18 or older Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos. Typical Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos are 51. years old (4.8% older than average) and have a \$124,603 (20.4% higher than average) annual household income.



Percent of Market: Adults 18 or older Gender of Target vs. Market: Adults 18 or older



■ who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos
■ Remainder of CIN DMA

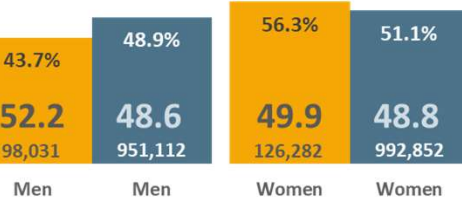
Total Persons:



%M vs. %F:

Average Age:

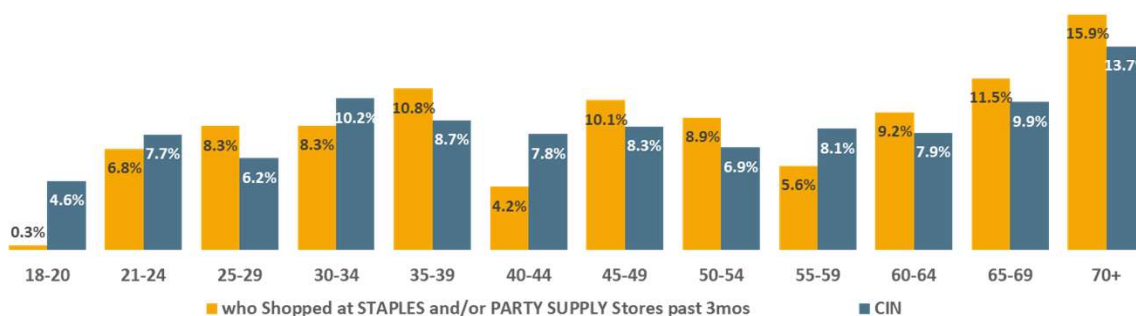
Persons:



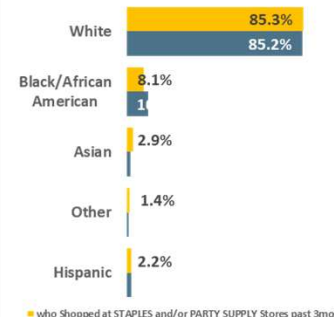
Age Cell Demographics of Target vs. Market:

Adults 18 or older

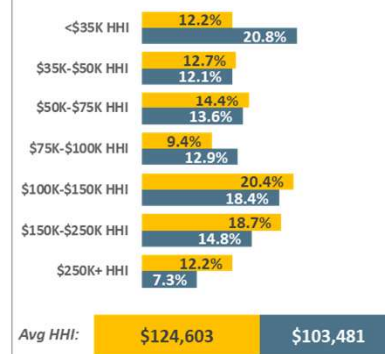
Average Age:



Ethnicity of Target vs. Market:



HHI of Target vs. Market:





11.2% or 218,038 of WPB DMA Adults 18 or older Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos. Typical Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos are 59.4 years old (11.6% older than average) and have a \$118,631 (12.6% higher than average) annual household income.



Percent of Market: Adults 18 or older

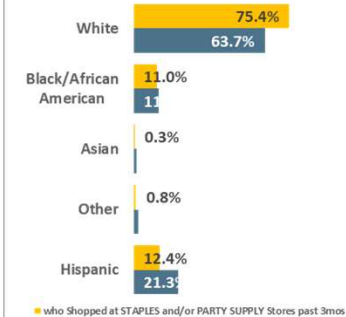


Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



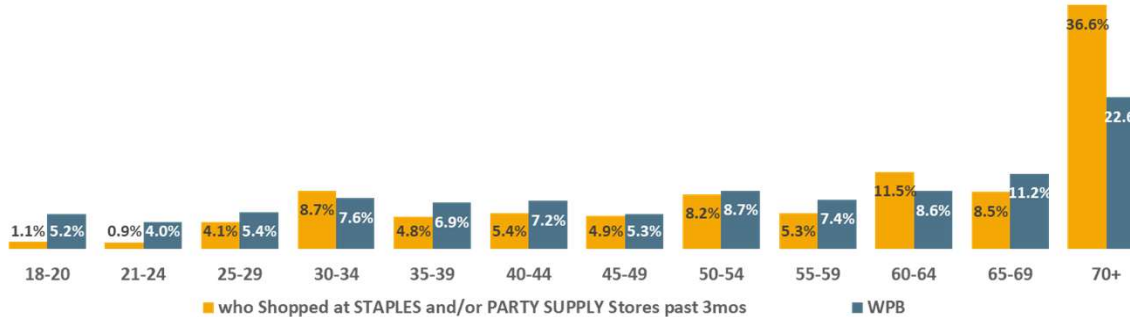
%M vs. %F:	48.1%	48.5%	51.9%	51.5%
Average Age:	57.9	53.3	60.7	53.2
# Persons:	104,785	941,910	113,253	1,002,088
	Men	Men	Women	Women



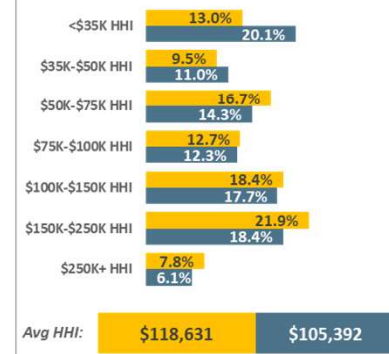
Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older



HHI of Target vs. Market:

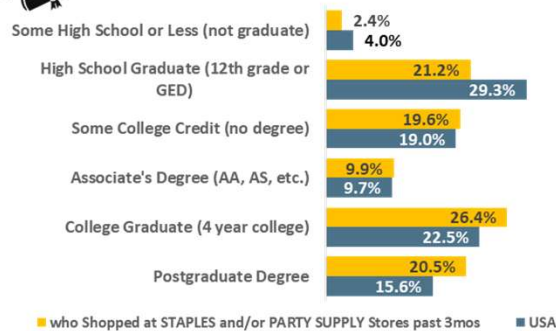




11.2% or 30,719,021 of USA Adults 18 or older Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos. Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos are 23.2% more likely to be a college graduate, 10.1% more likely to work full-time, 14.6% more likely to be married, 13.% more likely to be a parent of 1 or more children unde



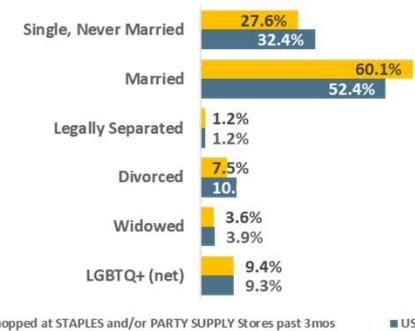
Education Levels: Adults 18 or older



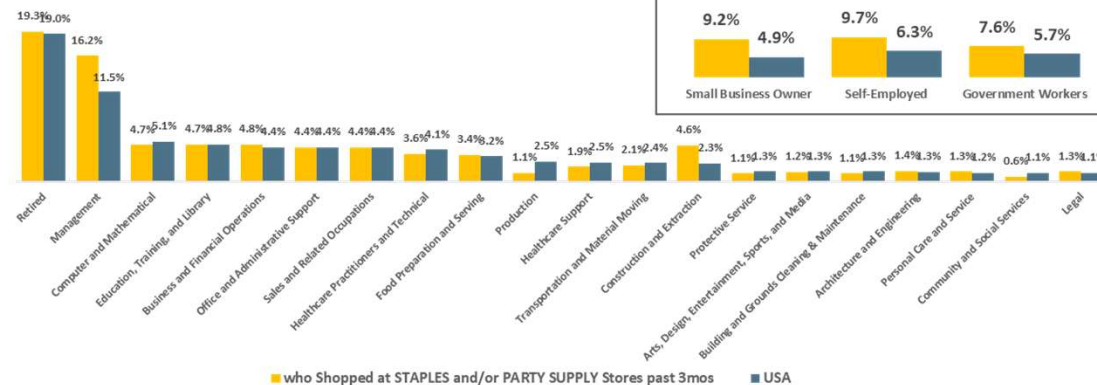
Employment: Adults 18 or older



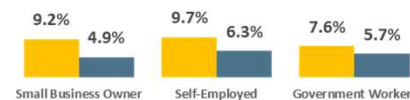
Marital Status: Adults 18 or older



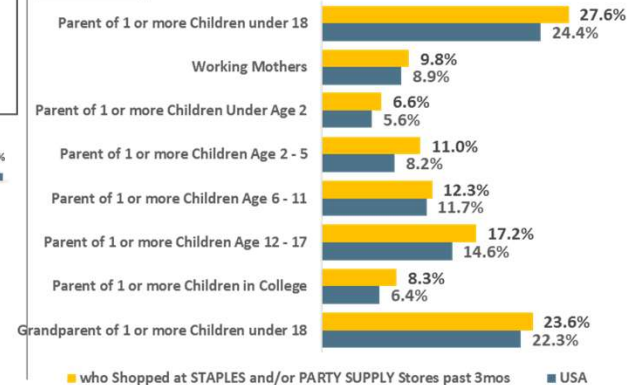
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 3,219
All Graphs and HBAI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved

USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

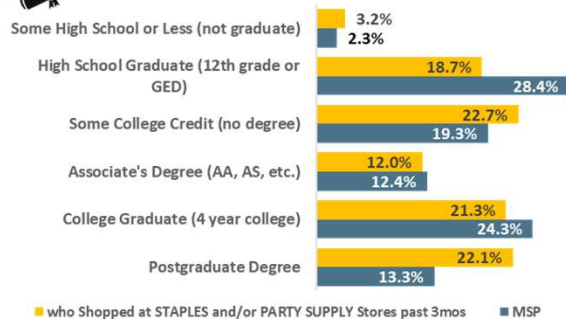
(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)



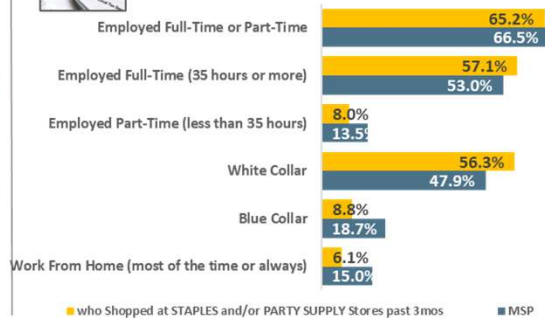
2.3% or 91,878 of MSP DMA Adults 18 or older Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos. Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos are 15.5% more likely to be a college graduate, 7.8% more likely to work full-time, .4% more likely to be married, 7.5% more likely to be a parent of 1 or more children under 1



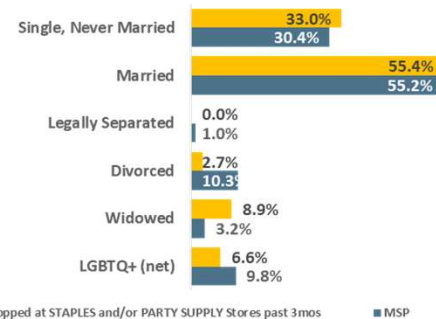
Education Levels: Adults 18 or older



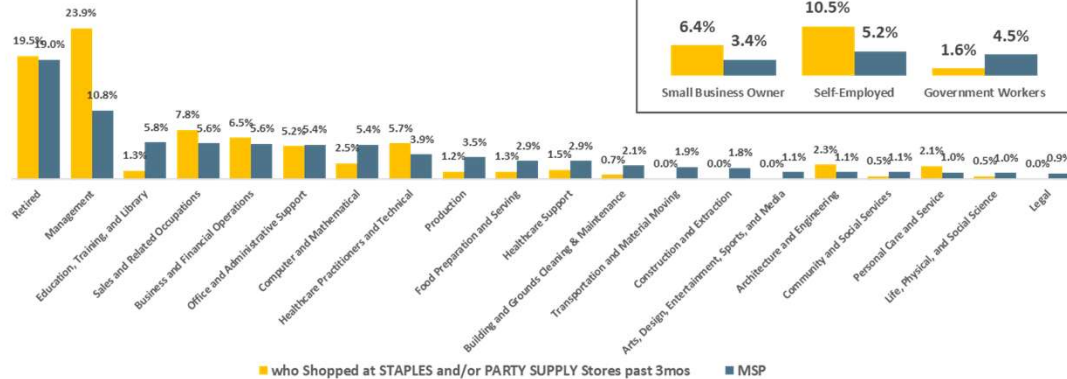
Employment: Adults 18 or older



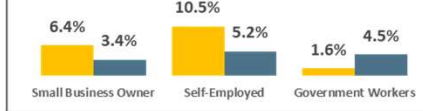
Marital Status: Adults 18 or older



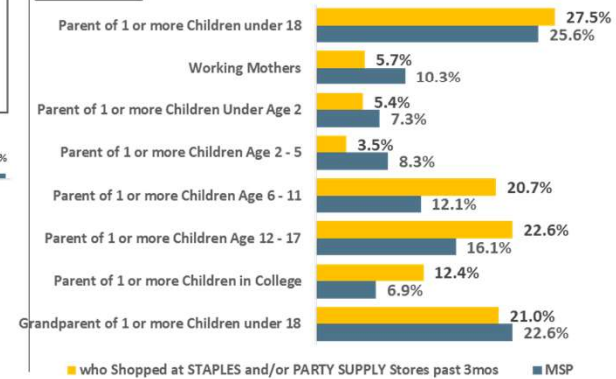
Top-20 Occupations: Adults 18 or older

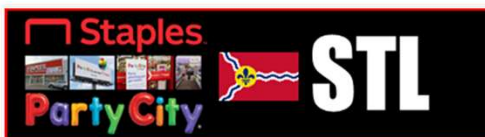


Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

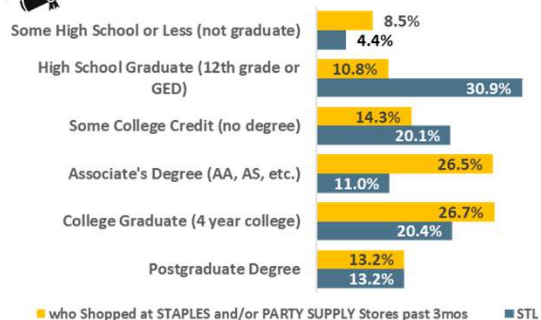




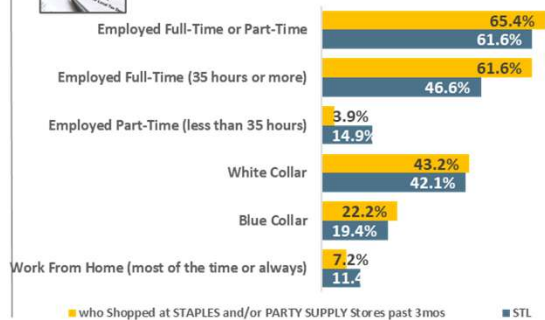
3.3% or 84,169 of STL DMA Adults 18 or older Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos. Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos are 18.9% more likely to be a college graduate, 32.% more likely to work full-time, 18.8% less likely to be married, 61.2% more likely to be a parent of 1 or more children unde



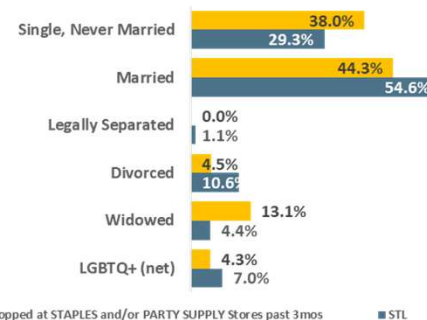
Education Levels: Adults 18 or older



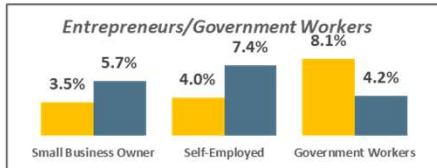
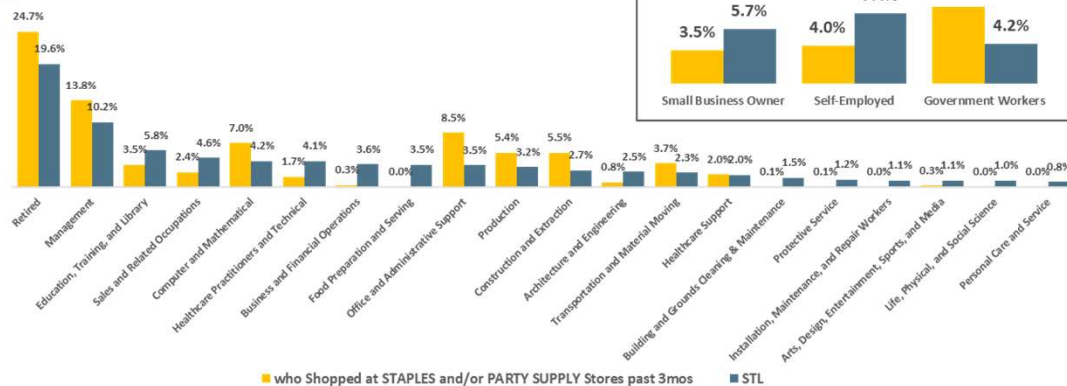
Employment: Adults 18 or older



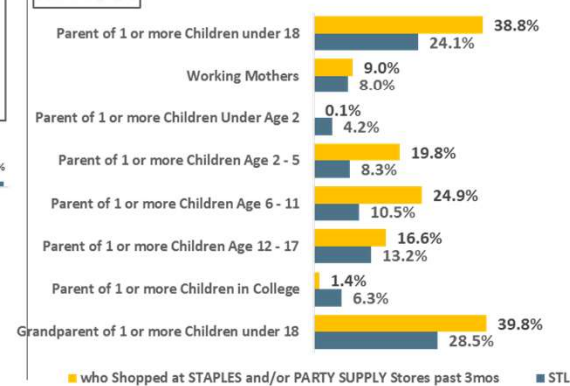
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



Stage in Life: Adults 18 or older

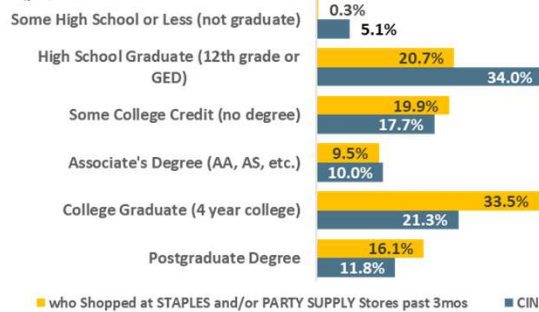




11.5% or 224,313 of CIN DMA Adults 18 or older Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos. Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos are 49.7% more likely to be a college graduate, 3.2% more likely to work full-time, 21.9% more likely to be married, 12.3% more likely to be a parent of 1 or more children unde



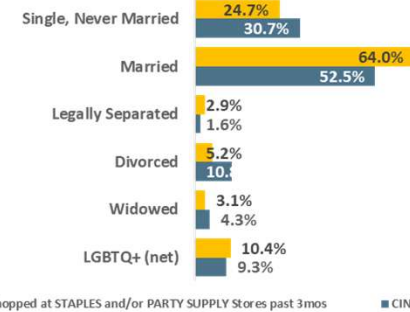
Education Levels: Adults 18 or older



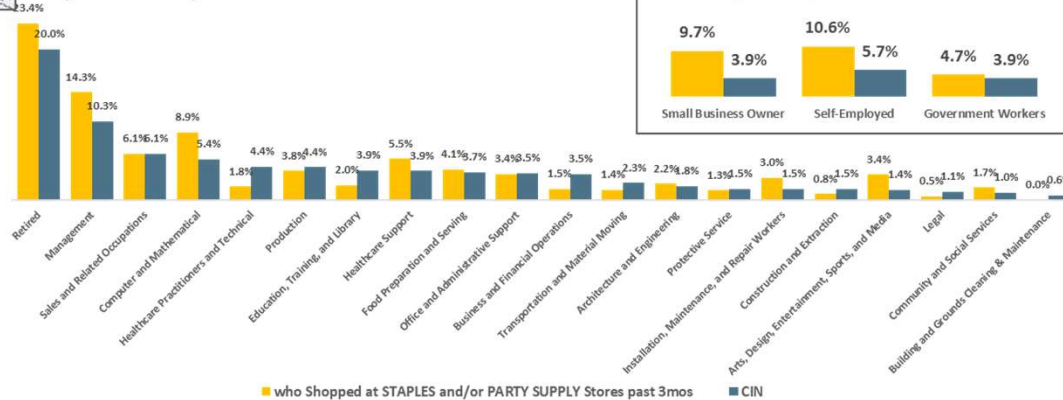
Employment: Adults 18 or older



Marital Status: Adults 18 or older



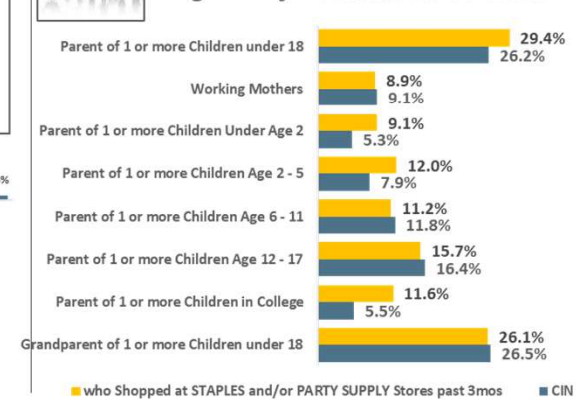
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

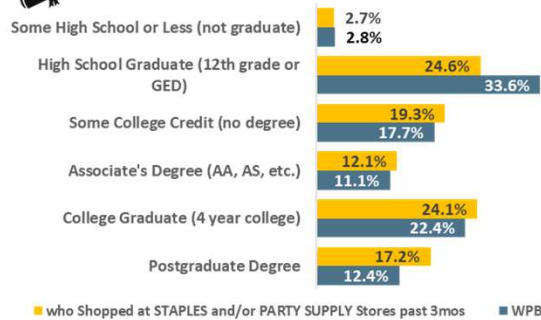




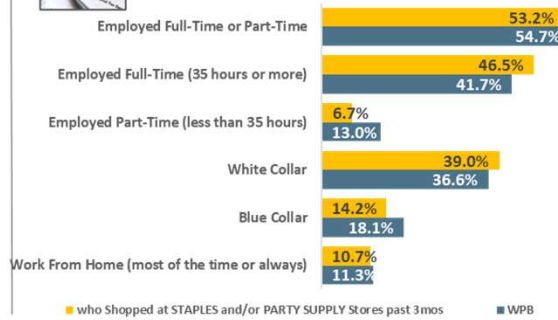
11.2% or 218,038 of WPB DMA Adults 18 or older Shopped at STAPLES and/or PARTY SUPPLY Stores past... Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos are 18.6% more likely to be a college graduate, 11.4% more likely to work full-time, 27.6% more likely to be married, 3.4% less likely to be a parent of 1 or more children unde



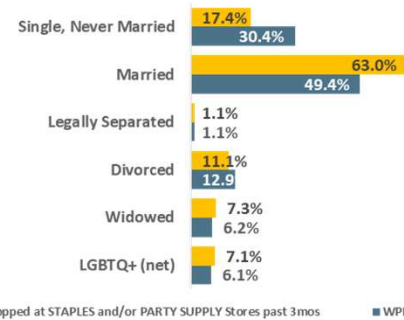
Education Levels: Adults 18 or older



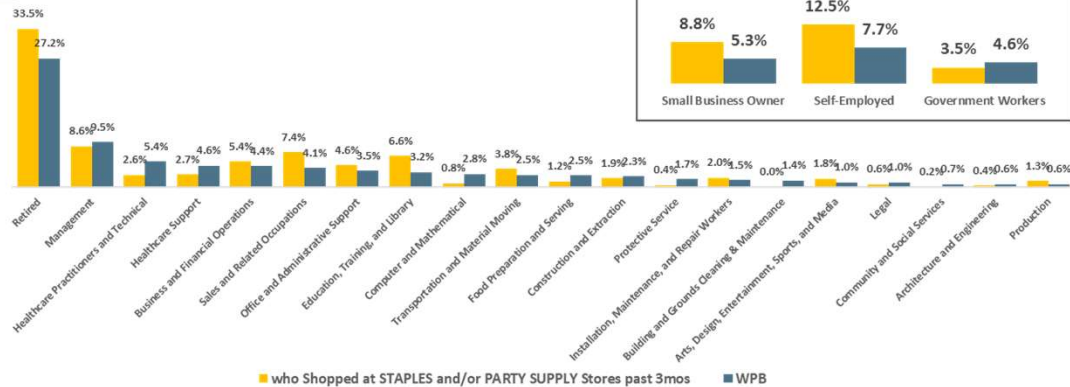
Employment: Adults 18 or older



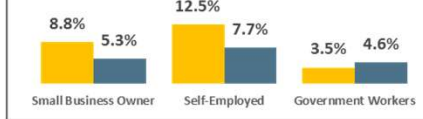
Marital Status: Adults 18 or older



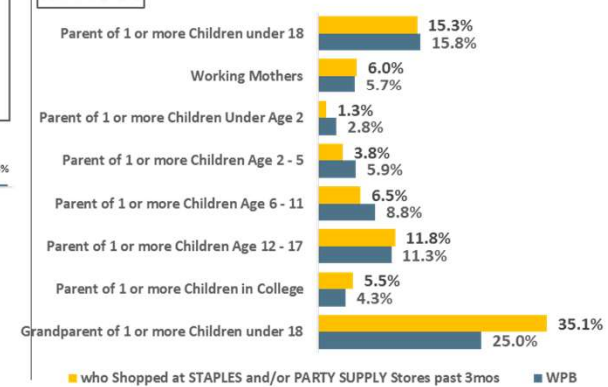
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



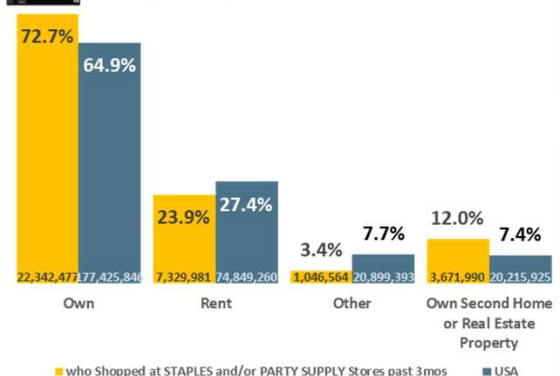
Stage in Life: Adults 18 or older



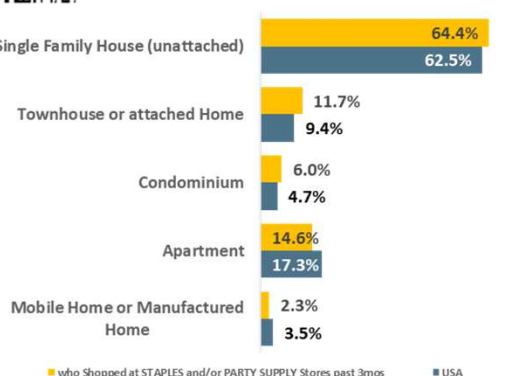


11.2% or 30,719,021 of USA Adults 18 or older Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos. Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos are 12.% more likely to own their home, 29.4% more likely to own a higher valued home, 3.% more likely to have a single-family home, 4.8% more likely to have a dog.

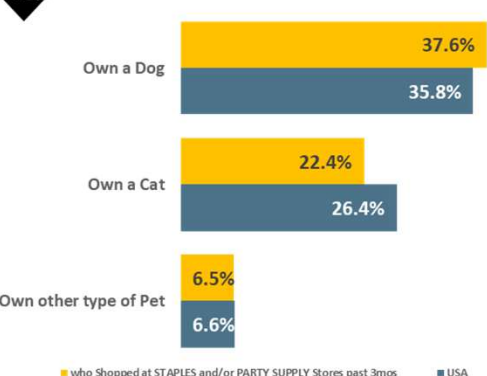
Own/Rent/Other: Adults 18 or older



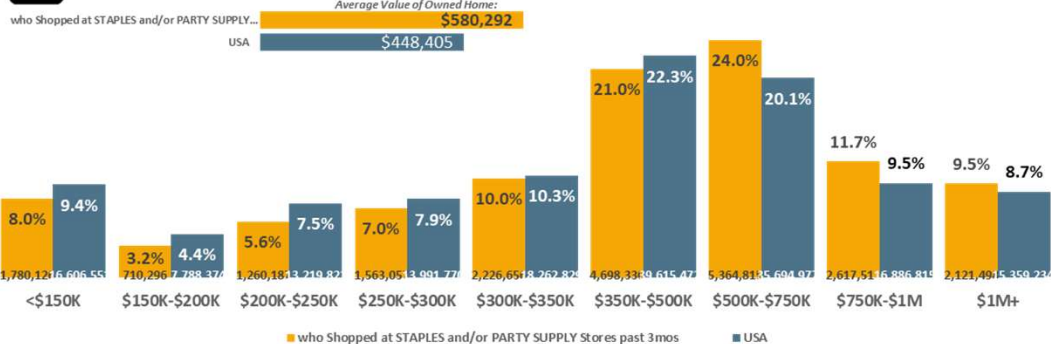
Type of Home: Adults 18 or older



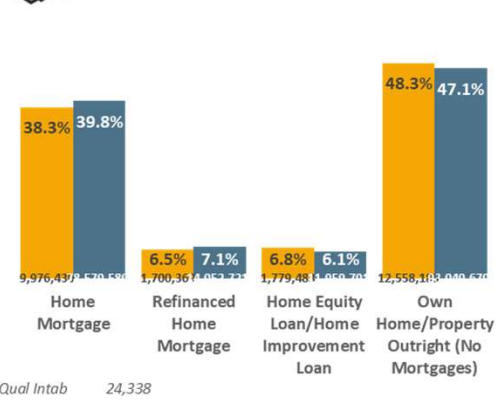
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



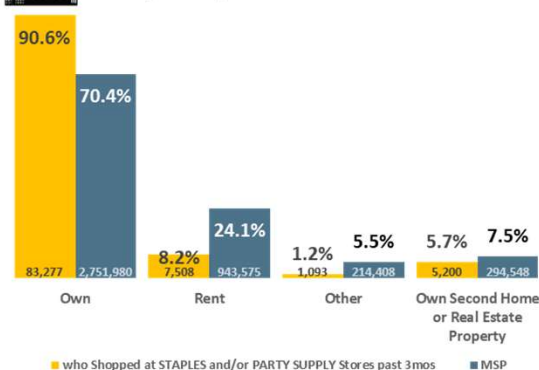
USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 3,219
All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved. USA Projection Scarborough R1 2026: Jan 25-Mar26

(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)

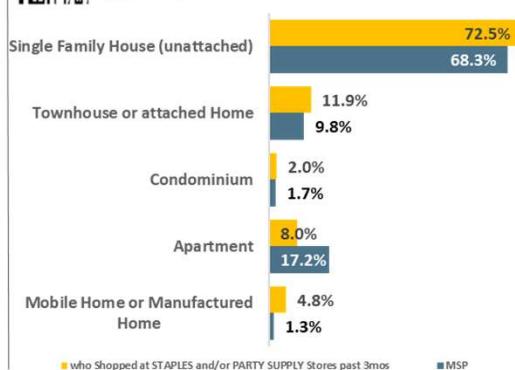


2.3% or 91,878 of MSP DMA Adults 18 or older Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos. Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos are 28.8% more likely to own their home, 11.% more likely to own a higher valued home, 6.2% more likely to have a single-family home, 26.2% less likely to have a dog.

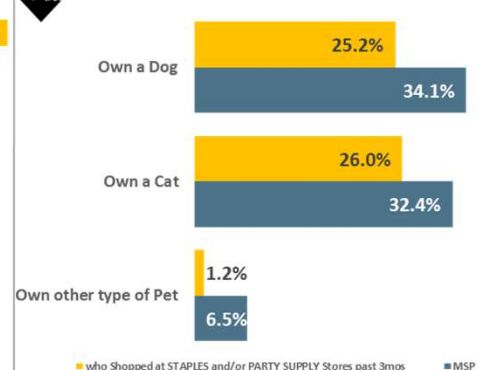
Own/Rent/Other: Adults 18 or older



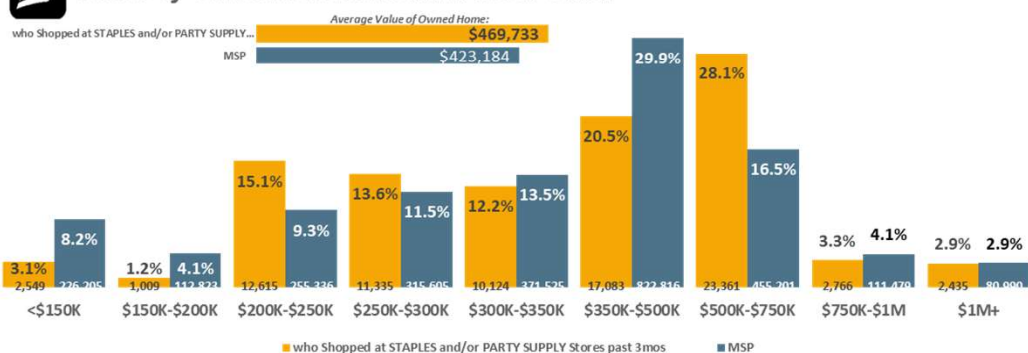
Type of Home: Adults 18 or older



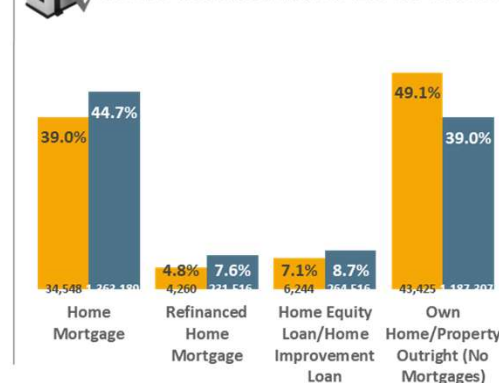
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



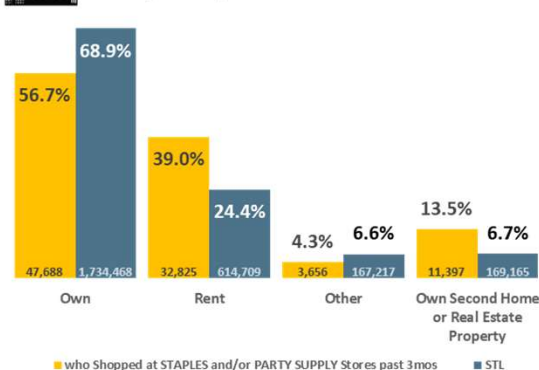
Home Loans: Adults 18 or older



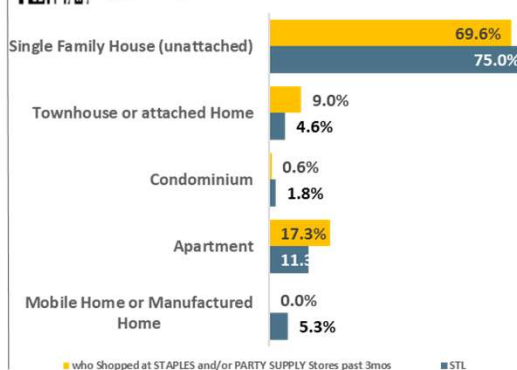


3.3% or 84,169 of STL DMA Adults 18 or older Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos. Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos are 17.8% less likely to own their home, 25.5% more likely to own a higher valued home, 7.2% less likely to have a single-family home, 23.% more likely to have a dog.

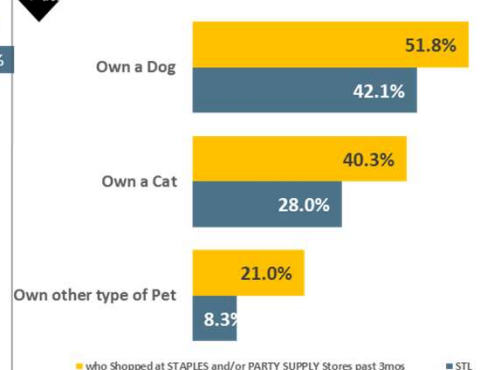
Own/Rent/Other: Adults 18 or older



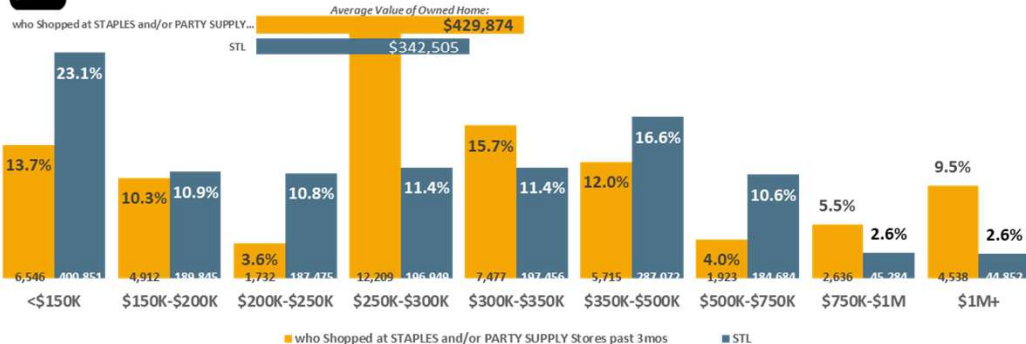
Type of Home: Adults 18 or older



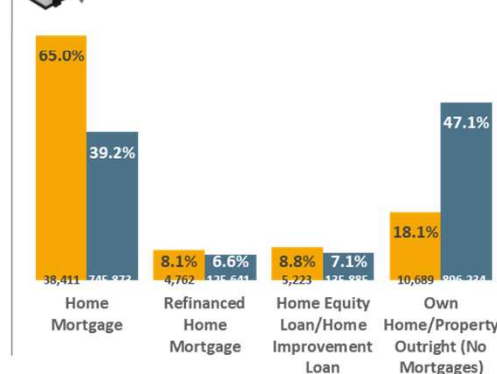
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

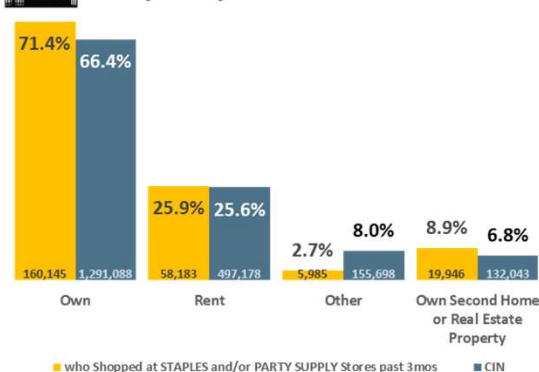




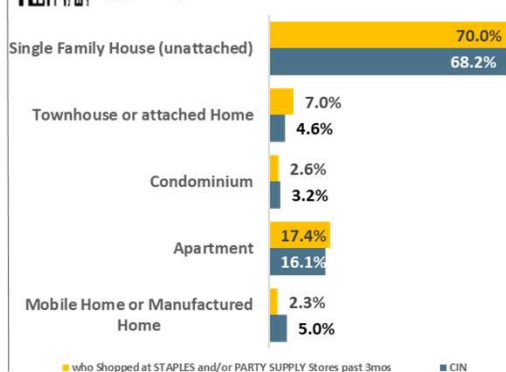
11.5% or 224,313 of CIN DMA Adults 18 or older Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos. Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos are 7.5% more likely to own their home, 24.8% more likely to own a higher valued home, 2.6% more likely to have a single-family home, 18.% more likely to have a dog.



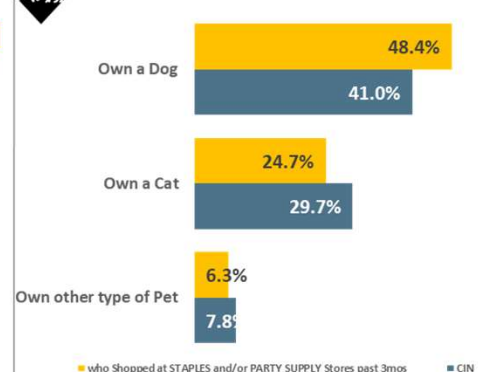
Own/Rent/Other: Adults 18 or older



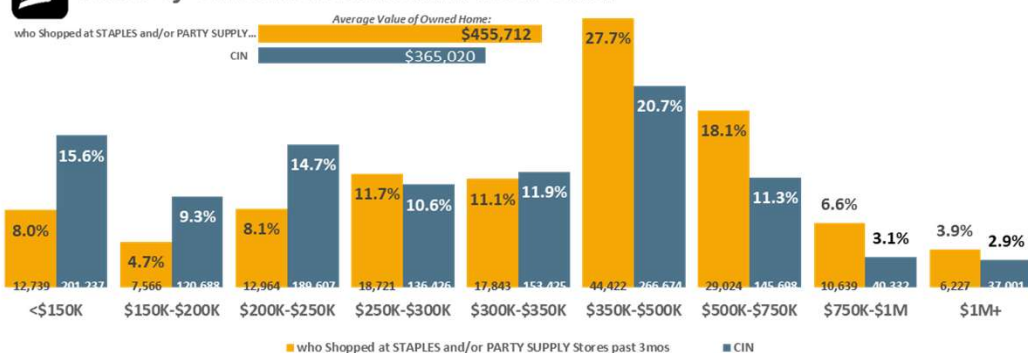
Type of Home: Adults 18 or older



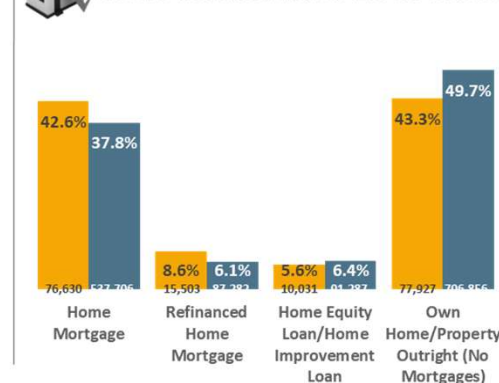
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



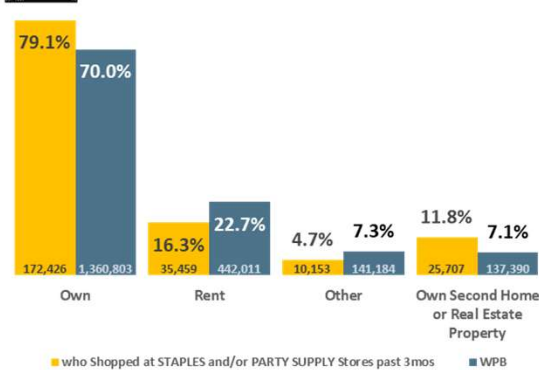
Home Loans: Adults 18 or older



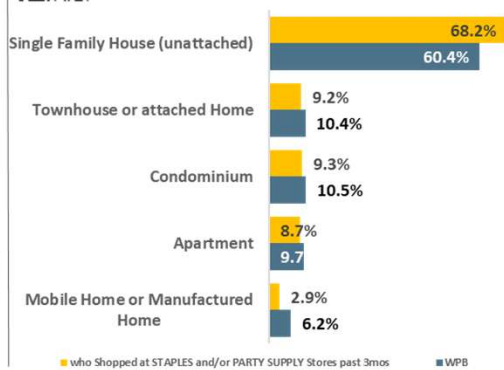


11.2% or 218,038 of WPB DMA Adults 18 or older Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos. Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos are 13.% more likely to own their home, 11.7% more likely to own a higher valued home, 12.9% more likely to have a single-family home, 15.2% less likely to have a dog.

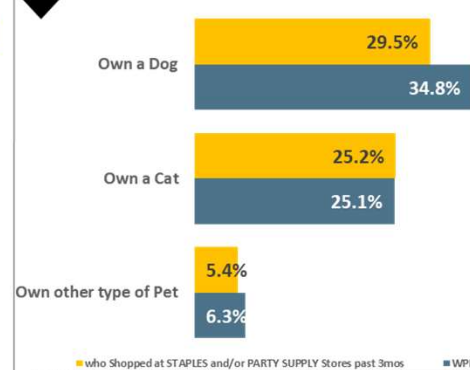
Own/Rent/Other: Adults 18 or older



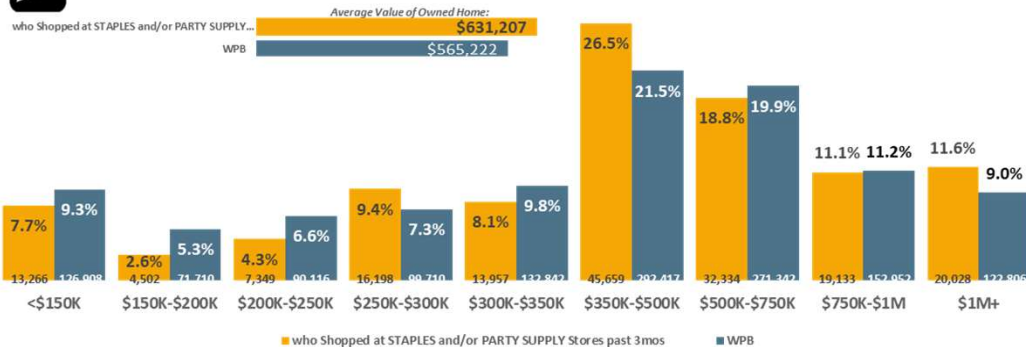
Type of Home: Adults 18 or older



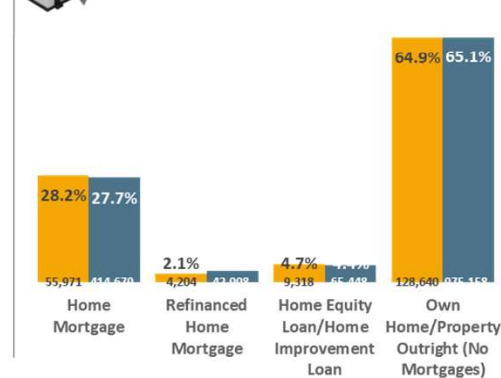
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

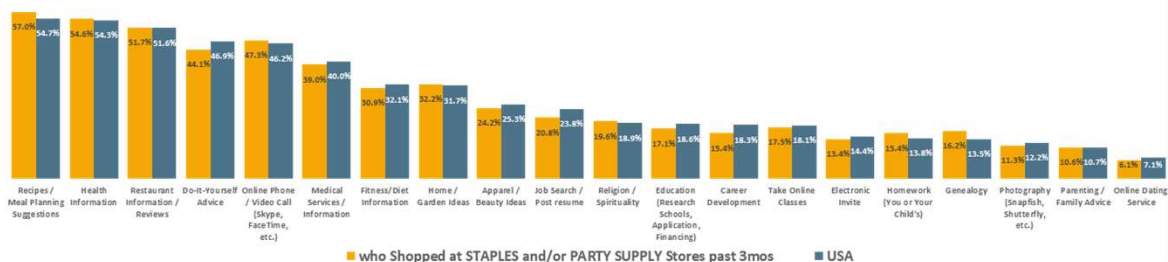




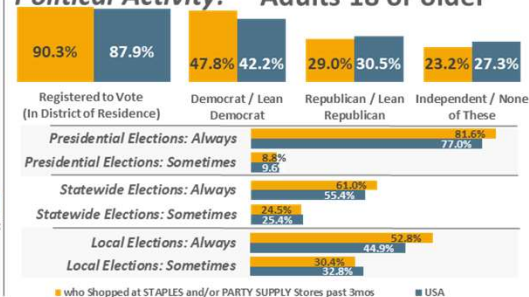
11.2% or 30,719,021 of USA Adults 18 or older Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos. Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos are 6% less likely to look up D-I-Y advice online, 17.7% more likely to always vote in local elections, 26.4% more likely to belong to a gym, 22.2% more likely to fly domestic



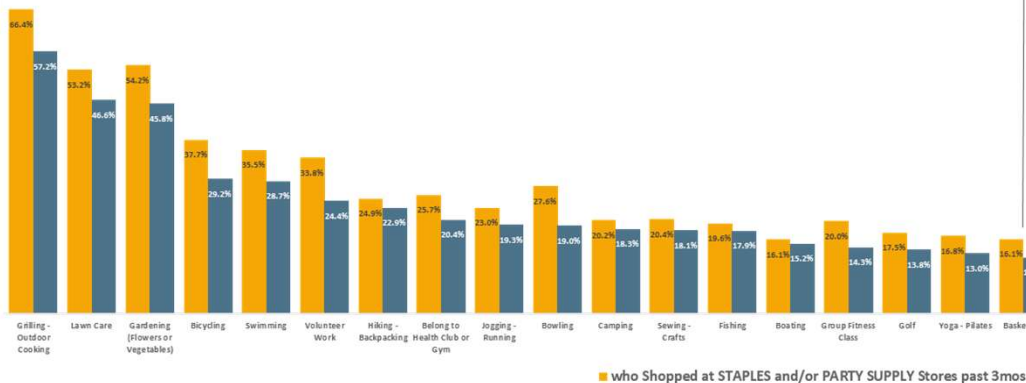
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



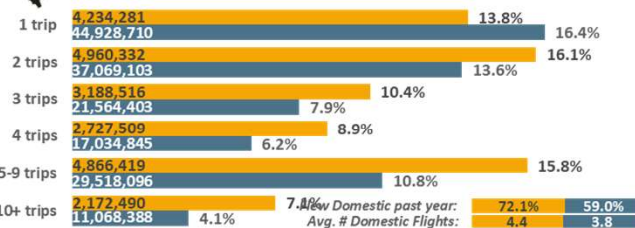
Political Activity: Adults 18 or older



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



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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 3,219
All Graphs and HBAI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

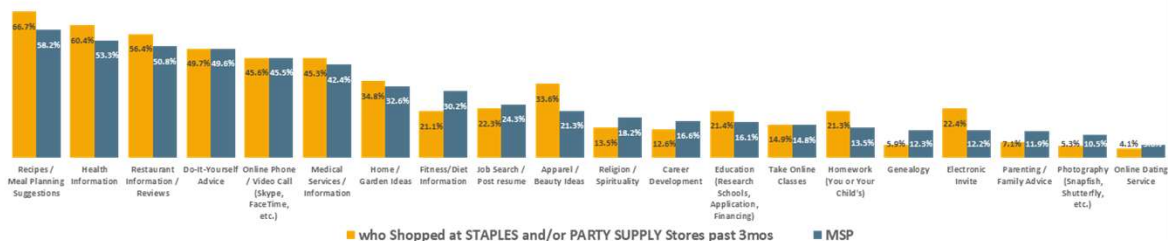
(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)



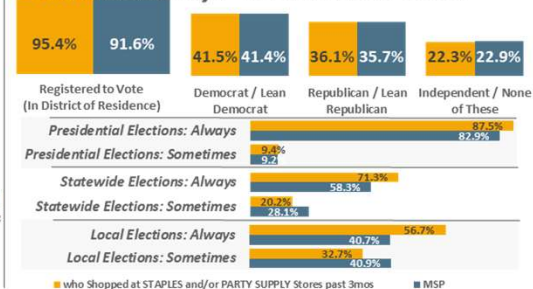
2.3% or 91,878 of MSP DMA Adults 18 or older Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos. Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos are .3% more likely to look up D-I-Y advice online, 39.2% more likely to always vote in local elections, 21.2% more likely to belong to a gym, 43.% more likely to fly domestic



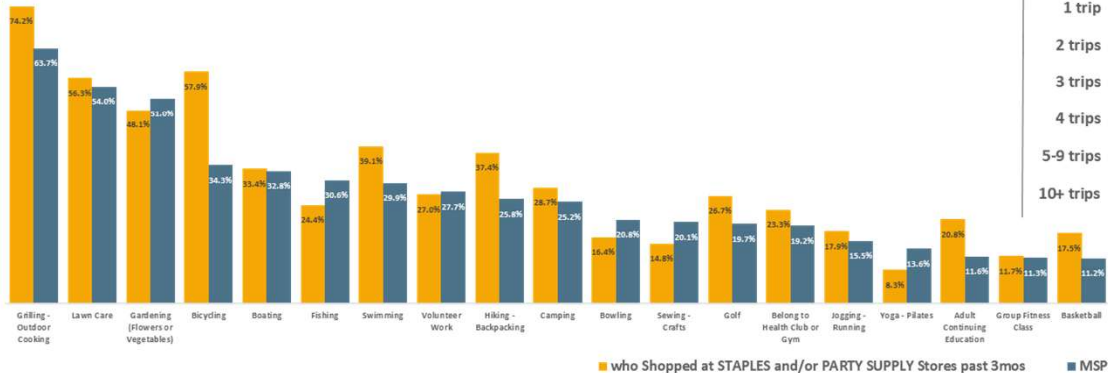
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



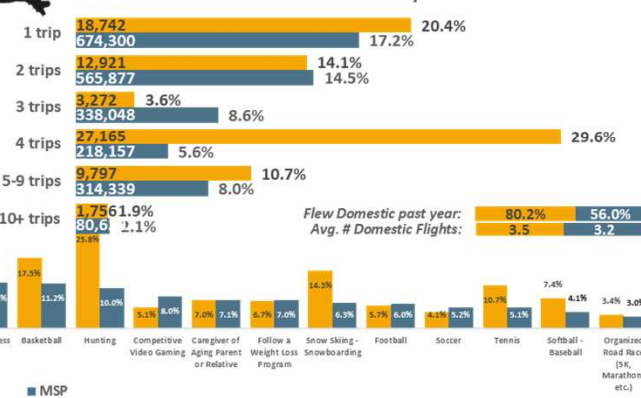
Political Activity: Adults 18 or older

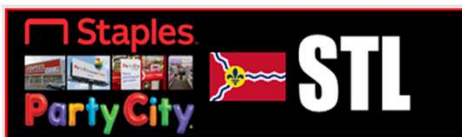


Top-30 past 12-months Active Lifestyle Activities: Adults 18 or older



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

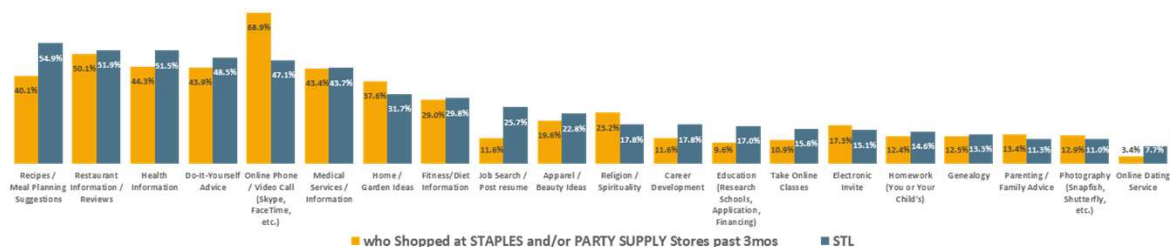




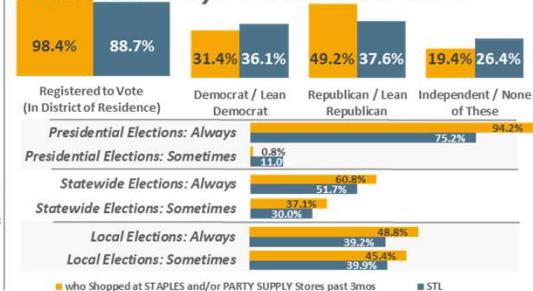
3.3% or 84,169 of STL DMA Adults 18 or older Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos. Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos are 9.6% less likely to look up D-I-Y advice online, 24.3% more likely to always vote in local elections, 90.3% more likely to belong to a gym, 27.8% more likely to fly domestic



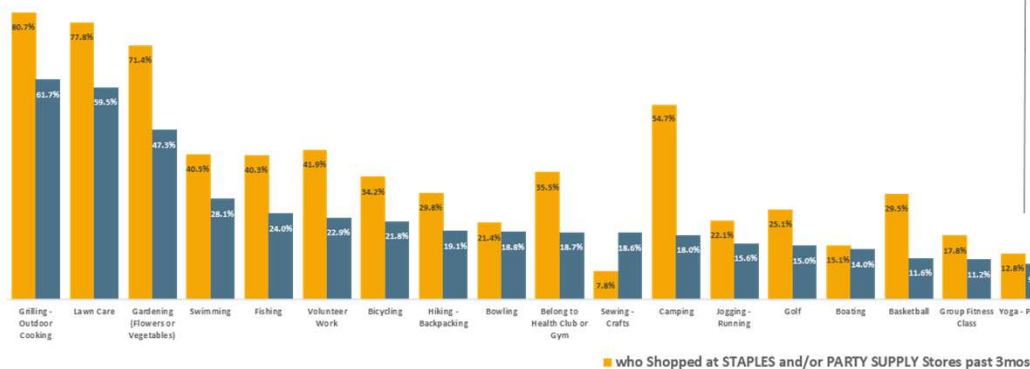
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



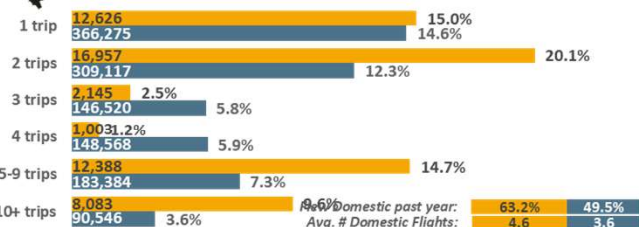
Political Activity: Adults 18 or older



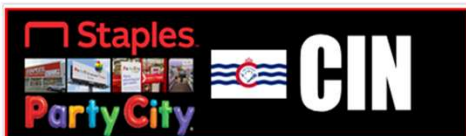
Top-30 past 12-months Active Lifestyle Activities: Adults 18 or older



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



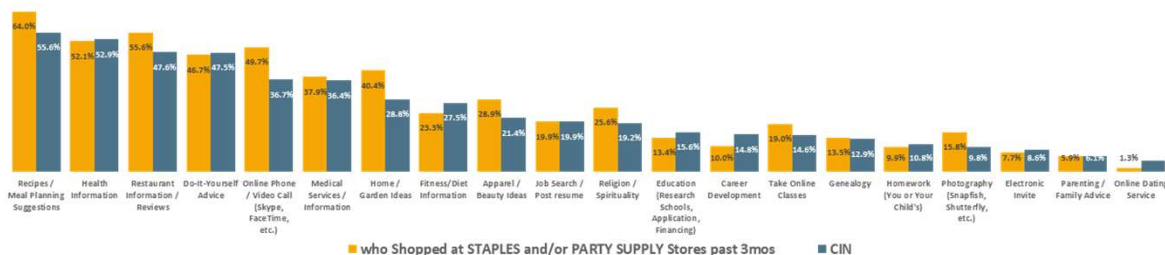
Avg. # Domestic Flights: 4.6 (who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos) vs 3.6 (STL)



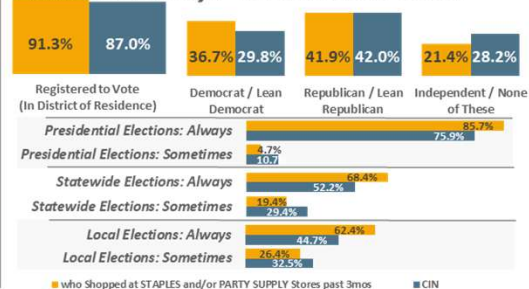
11.5% or 224,313 of CIN DMA Adults 18 or older Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos. Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos are 1.7% less likely to look up D-I-Y advice online, 39.6% more likely to always vote in local elections, 38.9% more likely to belong to a gym, 27.4% more likely to fly domesti



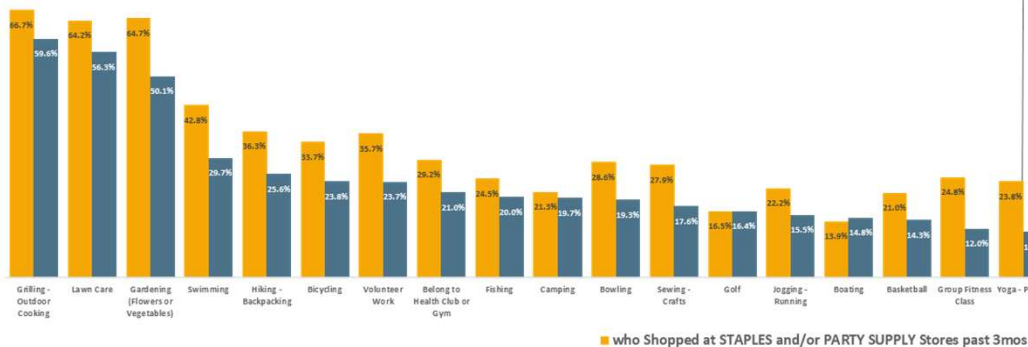
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



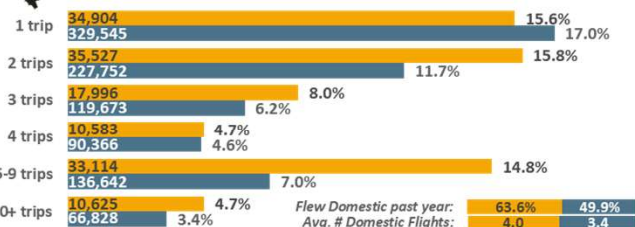
Political Activity: Adults 18 or older



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



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

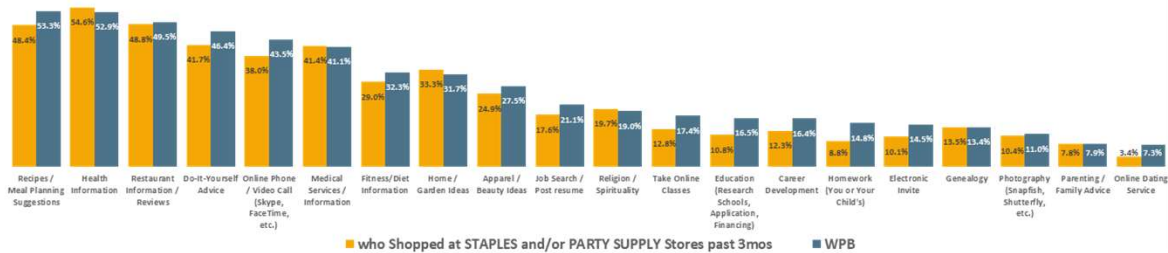




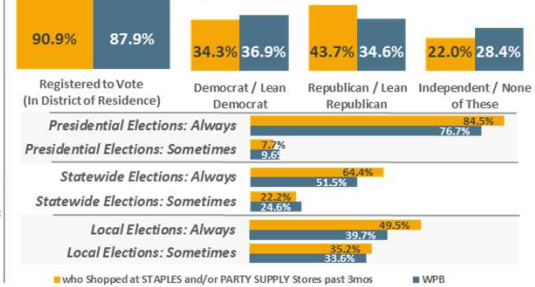
11.2% or 218,038 of WPB DMA Adults 18 or older Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos. Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos are 10.1% less likely to look up D-I-Y advice online, 24.7% more likely to always vote in local elections, 4.8% more likely to belong to a gym, 12.7% more likely to fly domesti



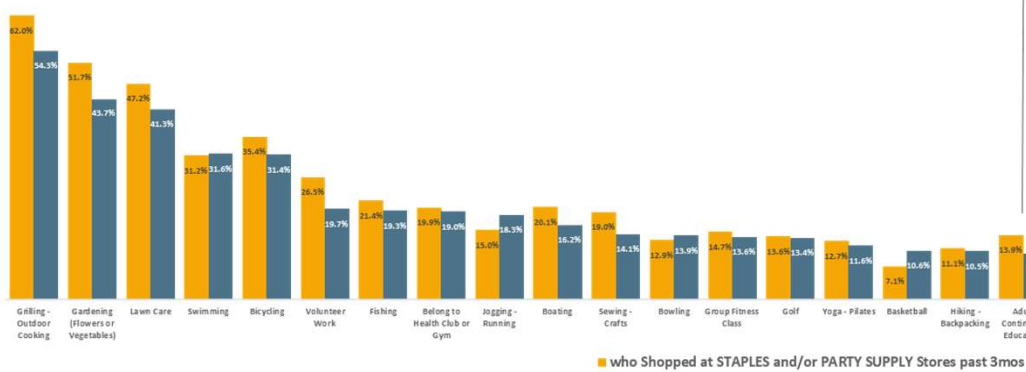
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



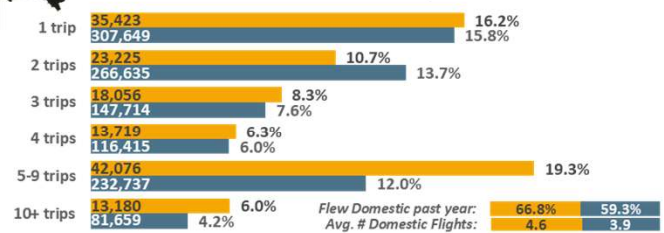
Political Activity: Adults 18 or older



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



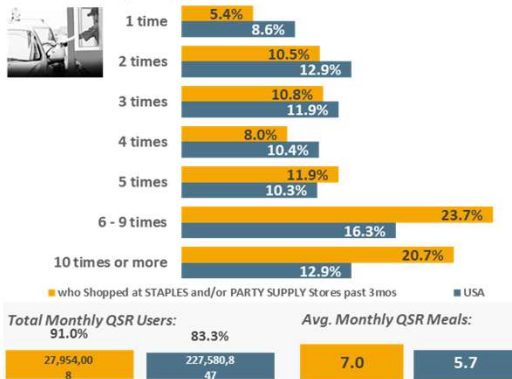
Past 12-months Domestic Airline Trips: Adults 18 or older





11.2% or 30,719,021 of USA Adults 18 or older Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos. Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos are 9.2% more likely to use QSRs past mo., 18.% more likely to use Sit-Down Restaurants past mo., 23.5% more likely to use Casinos past yr., 4.8% more likely to smoke cigarette

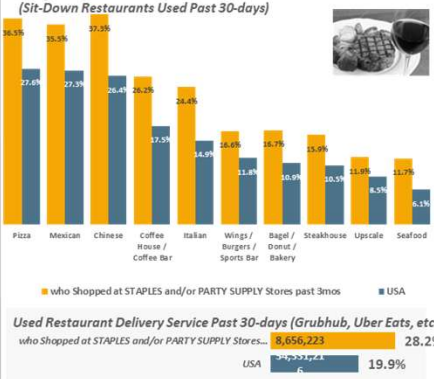
Past 30-days QSR Users: Adults 18 or older



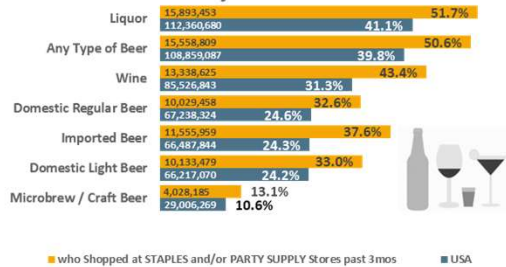
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



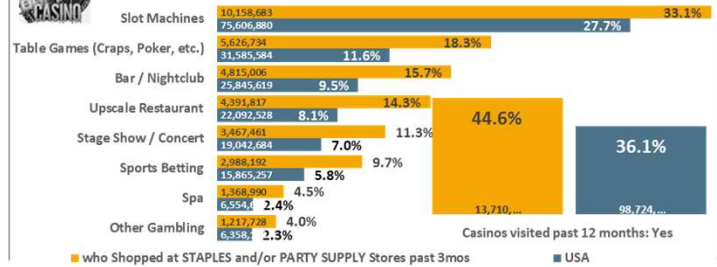
Top-10 Cuisines: Adults 18 or older



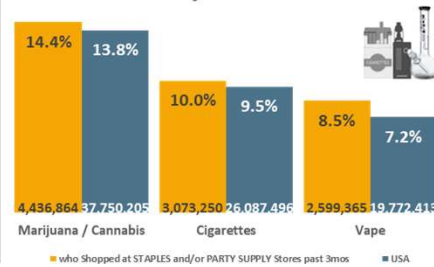
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



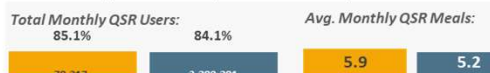
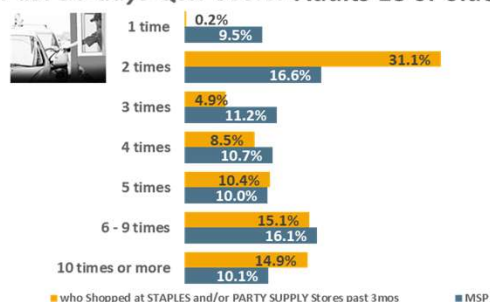
Used Past 30-days: Adults 18 or older



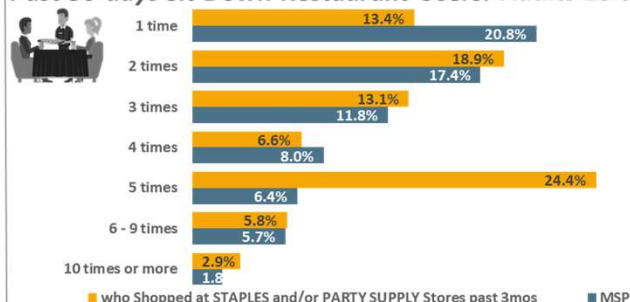


2.3% or 91,878 of MSP DMA Adults 18 or older Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos. Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos are 1.2% more likely to use QSRs past mo., 18.3% more likely to use Sit-Down Restaurants past mo., 15.2% less likely to use Casinos past yr., 18.8% less likely to smoke cigaret

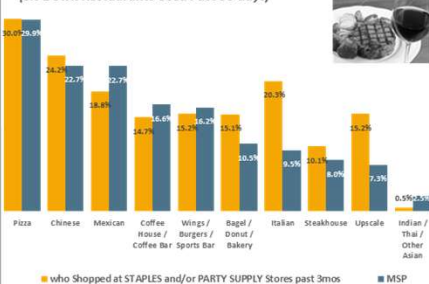
Past 30-days QSR Users: Adults 18 or older



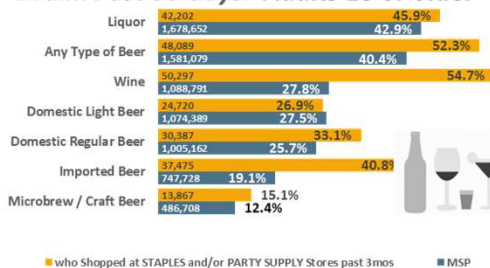
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



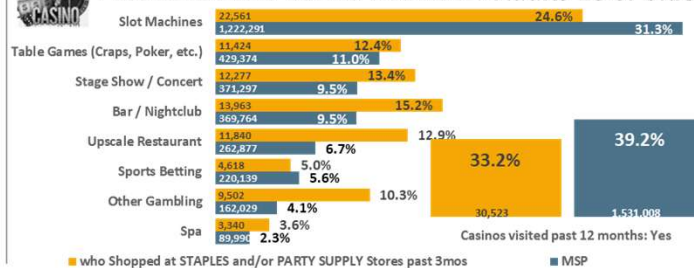
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



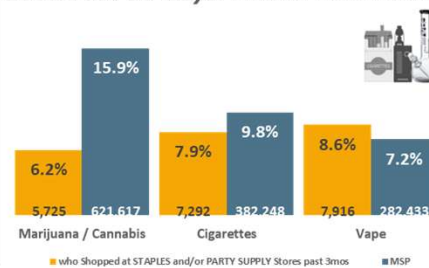
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



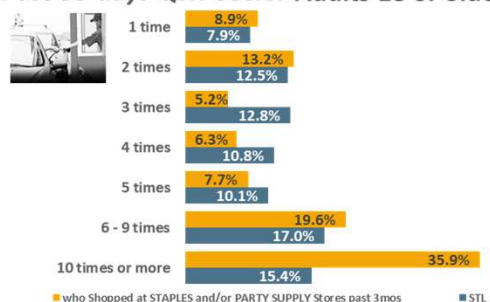
Used Past 30-days: Adults 18 or older



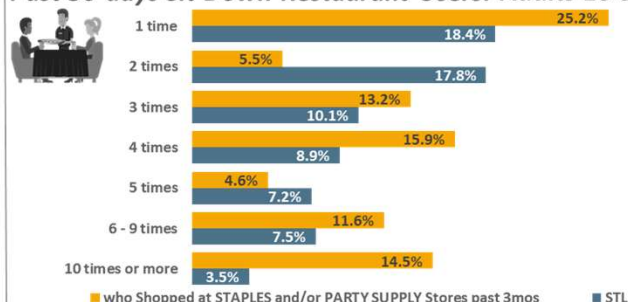


3.3% or 84,169 of STL DMA Adults 18 or older Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos. Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos are 11.9% more likely to use QSRs past mo., 23.5% more likely to use Sit-Down Restaurants past mo., 48.% more likely to use Casinos past yr., 35.7% more likely to smoke cigaret

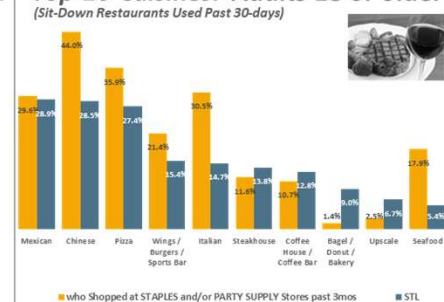
Past 30-days QSR Users: Adults 18 or older



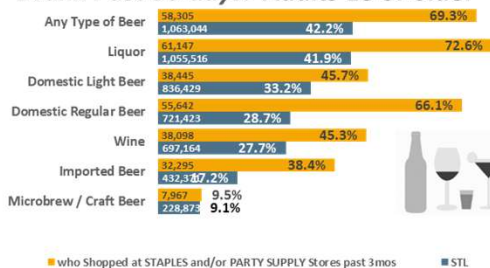
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



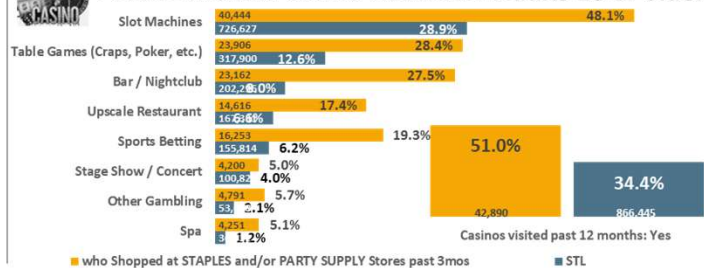
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



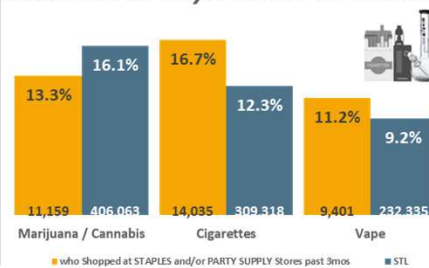
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



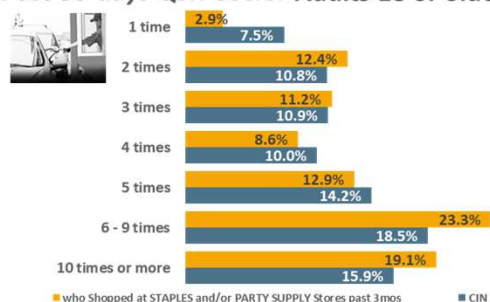
Used Past 30-days: Adults 18 or older



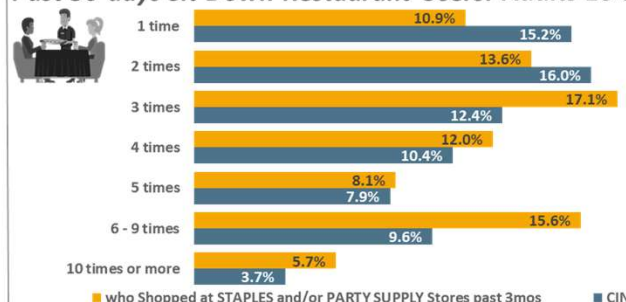


11.5% or 224,313 of CIN DMA Adults 18 or older Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos. Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos are 2.9% more likely to use QSRs past mo., 10.5% more likely to use Sit-Down Restaurants past mo., 7.7% more likely to use Casinos past yr., 15.6% less likely to smoke cigarett

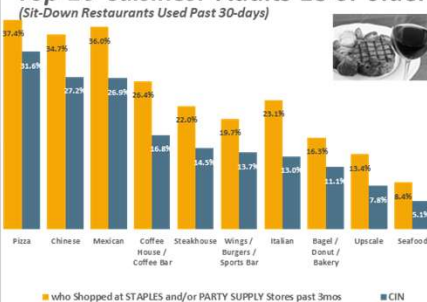
Past 30-days QSR Users: Adults 18 or older



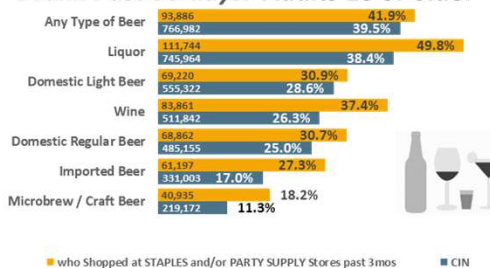
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



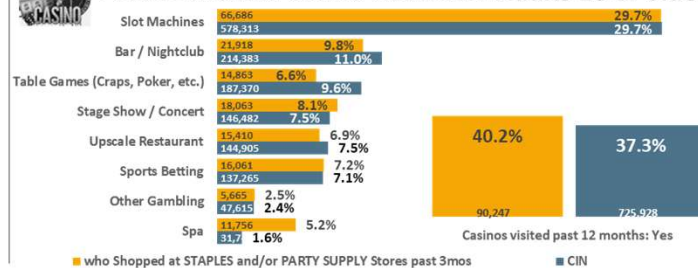
Top-10 Cuisines: Adults 18 or older



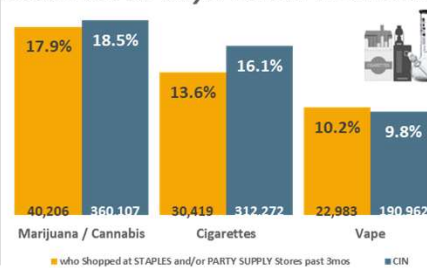
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



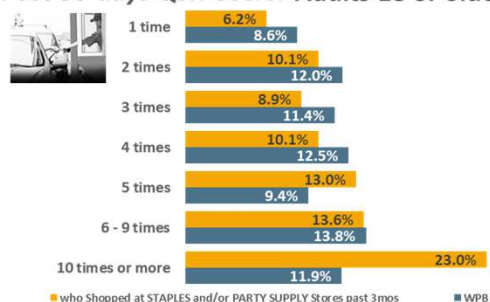
Used Past 30-days: Adults 18 or older



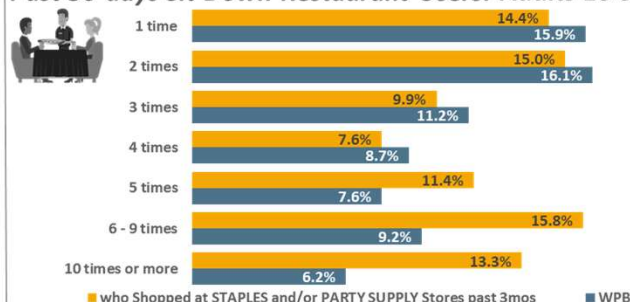


11.2% or 218,038 of WPB DMA Adults 18 or older Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos. Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos are 7.% more likely to use QSRs past mo., 16.4% more likely to use Sit-Down Restaurants past mo., .3% more likely to use Casinos past yr., 19.4% less likely to smoke cigarettes

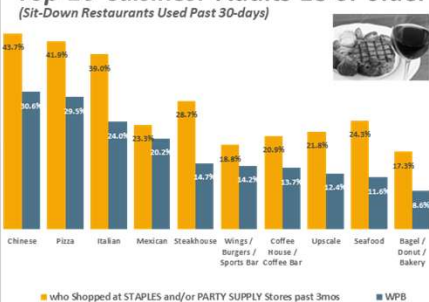
Past 30-days QSR Users: Adults 18 or older



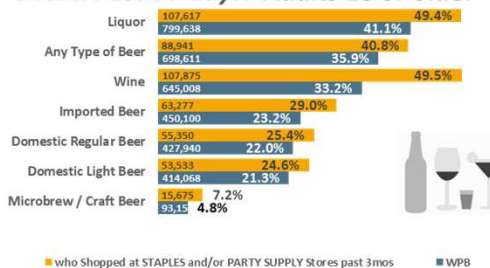
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



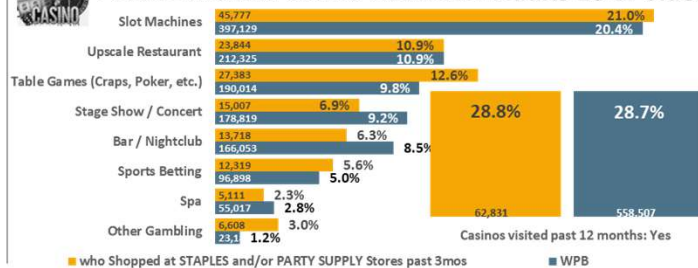
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



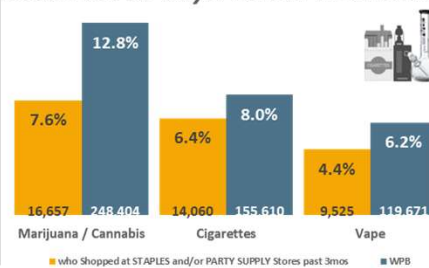
Drank Past 30-days: Adults 18 or older

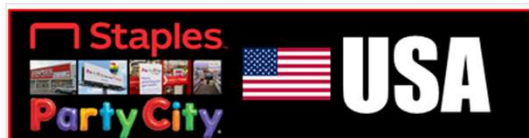


Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older

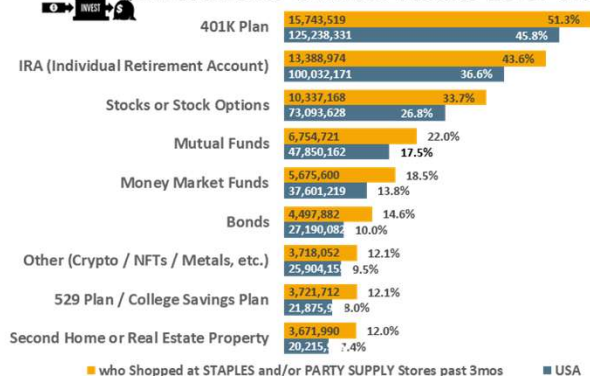




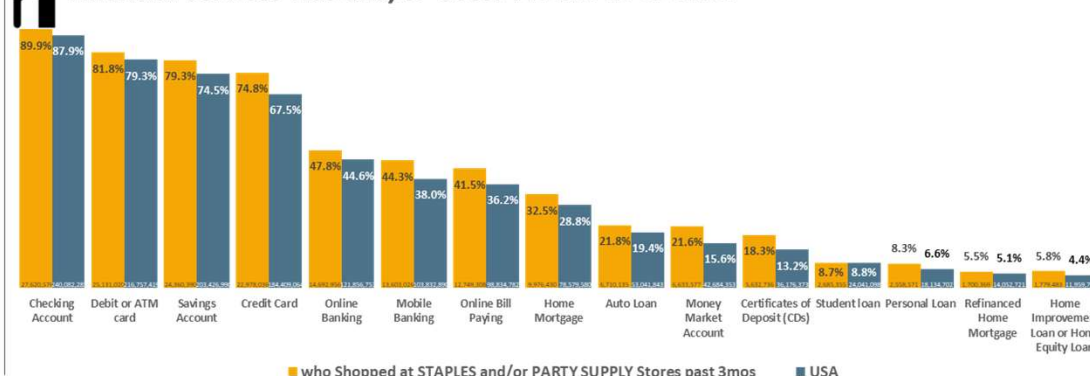
11.2% or 30,719,021 of USA Adults 18 or older Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos. Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos are 11.8% more likely to have a 401K, 12.5% more likely to have an Auto Loan, 22.% more likely to Invest/Trade Stocks Online, 3.8% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



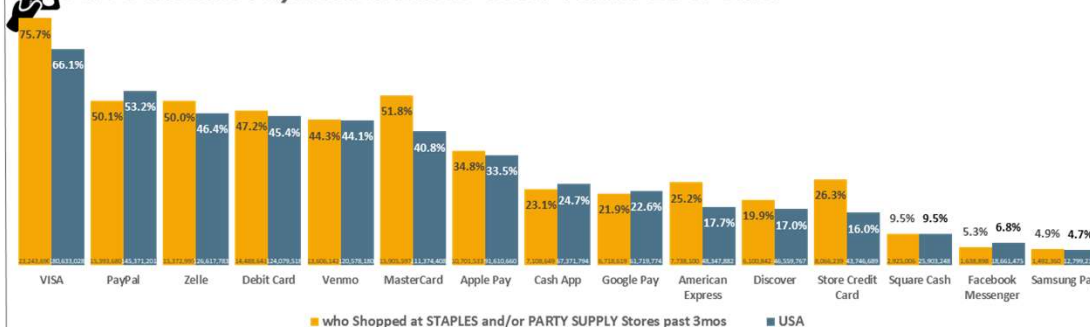
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

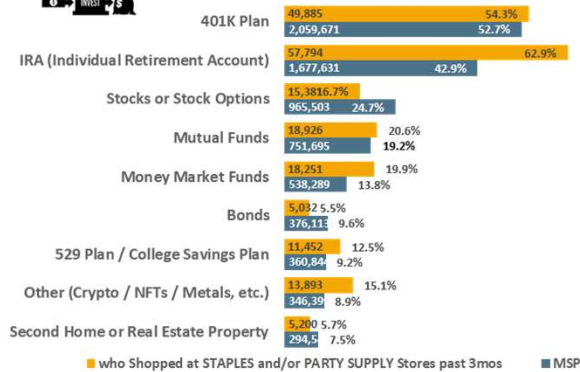




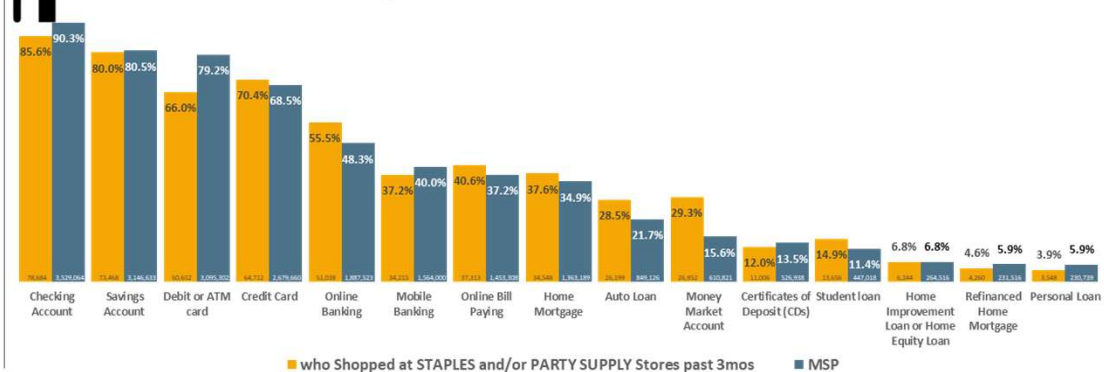
2.3% or 91,878 of MSP DMA Adults 18 or older Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos. Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos are 3.1% more likely to have a 401K, 31.3% more likely to have an Auto Loan, 18.7% less likely to Invest/Trade Stocks Online, 10.2% less likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



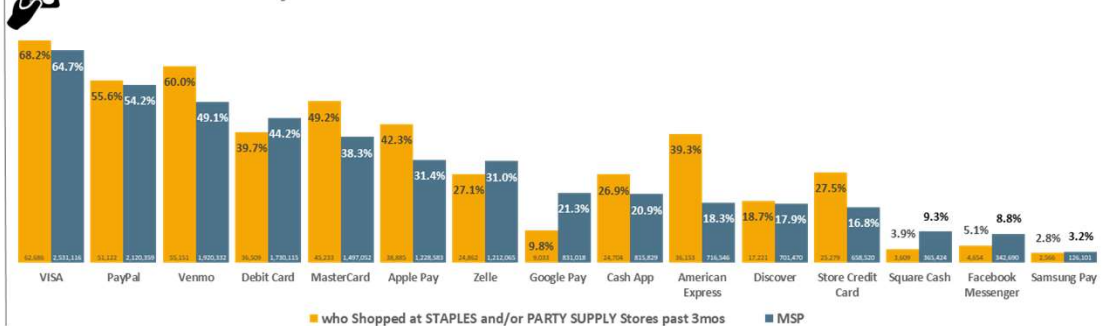
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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





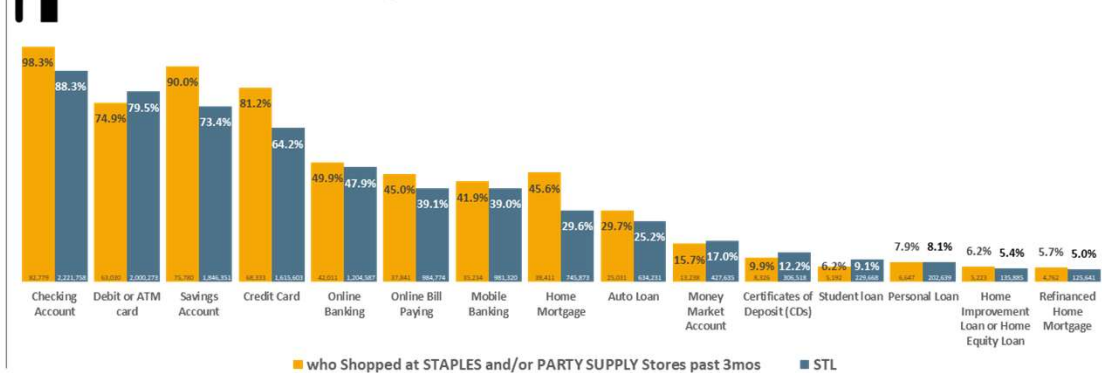
3.3% or 84,169 of STL DMA Adults 18 or older Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos. Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos are 23.3% more likely to have a 401K, 18.% more likely to have an Auto Loan, 108.6% more likely to Invest/Trade Stocks Online, 1.2% less likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



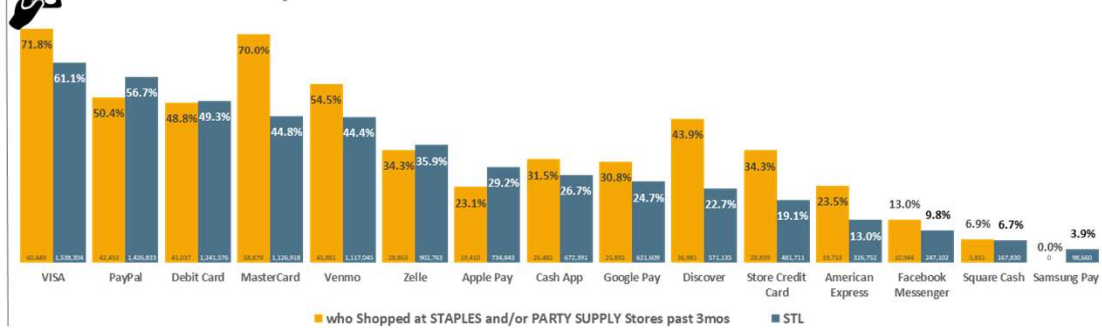
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

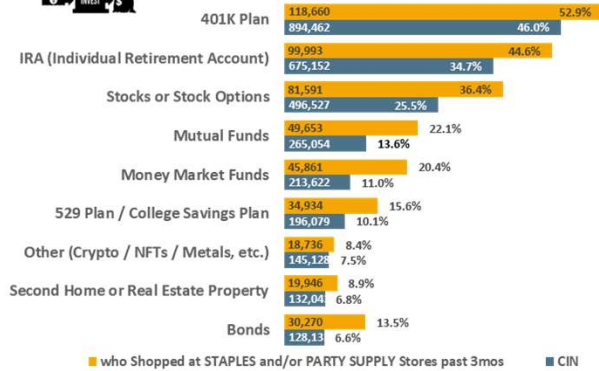




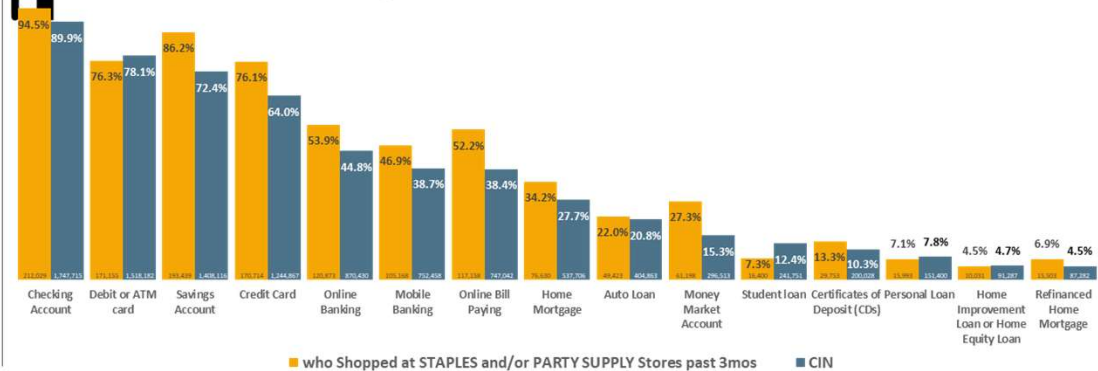
11.5% or 224,313 of CIN DMA Adults 18 or older Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos. Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos are 15.% more likely to have a 401K, 5.8% more likely to have an Auto Loan, 80.6% more likely to Invest/Trade Stocks Online, 1.% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



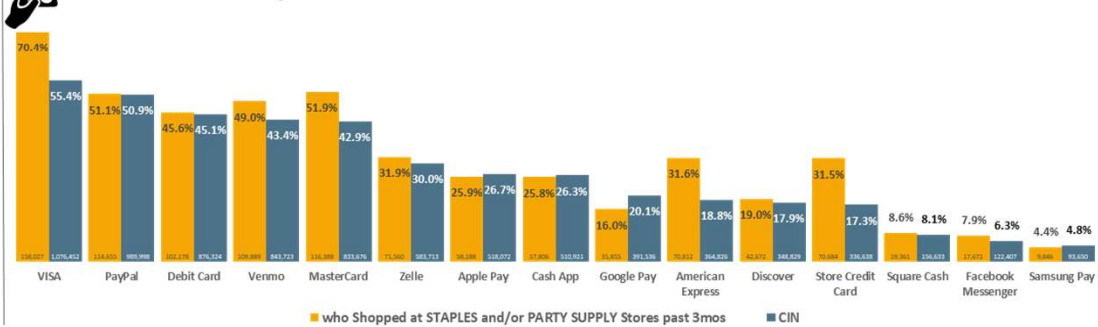
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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





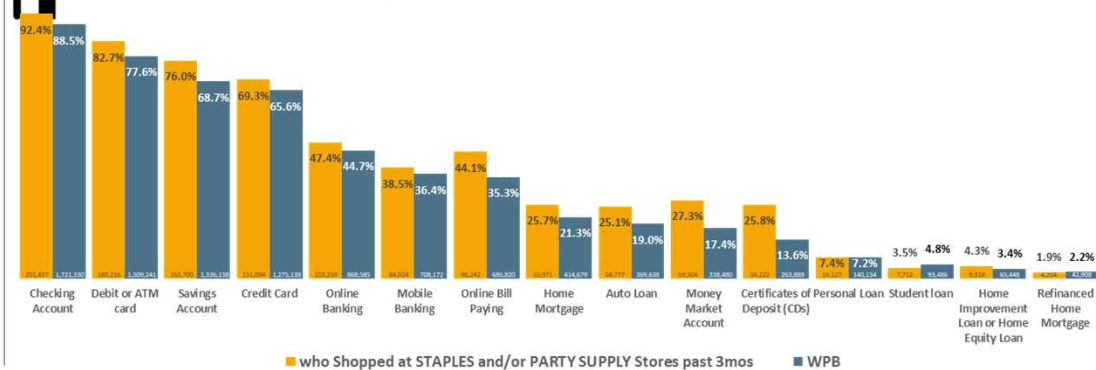
11.2% or 218,038 of WPB DMA Adults 18 or older Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos. Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos are 5.% less likely to have a 401K, 32.1% more likely to have an Auto Loan, 48.3% more likely to Invest/Trade Stocks Online, 14.9% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



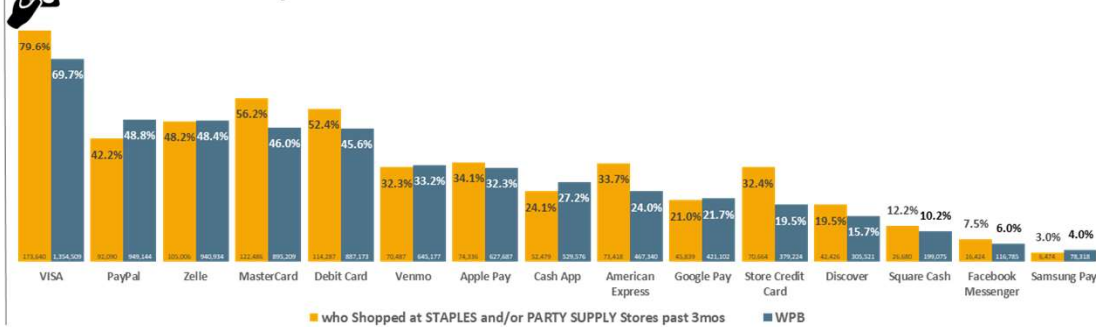
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older

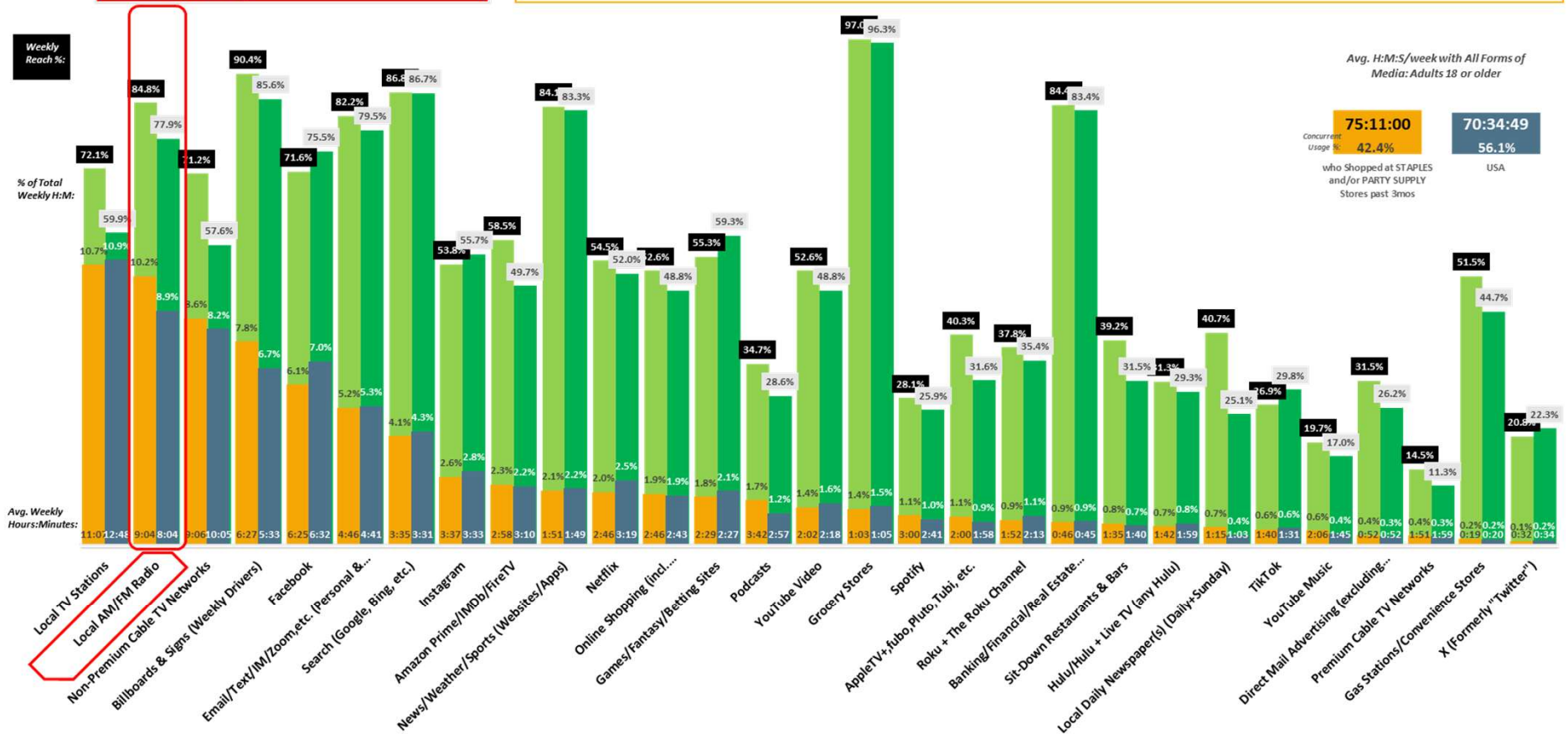


Past 3-Months Payment Methods Used: Adults 18 or older





Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos spend an average of 3 days, 3 hours, 11 minutes and 0 seconds each week with All Forms of Media.
 84.8% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos spend an avg. of 9 hours and 4 minutes each week listening to All Local AM/FM Radio, representing 10.2% of total time spent with all forms of Media.



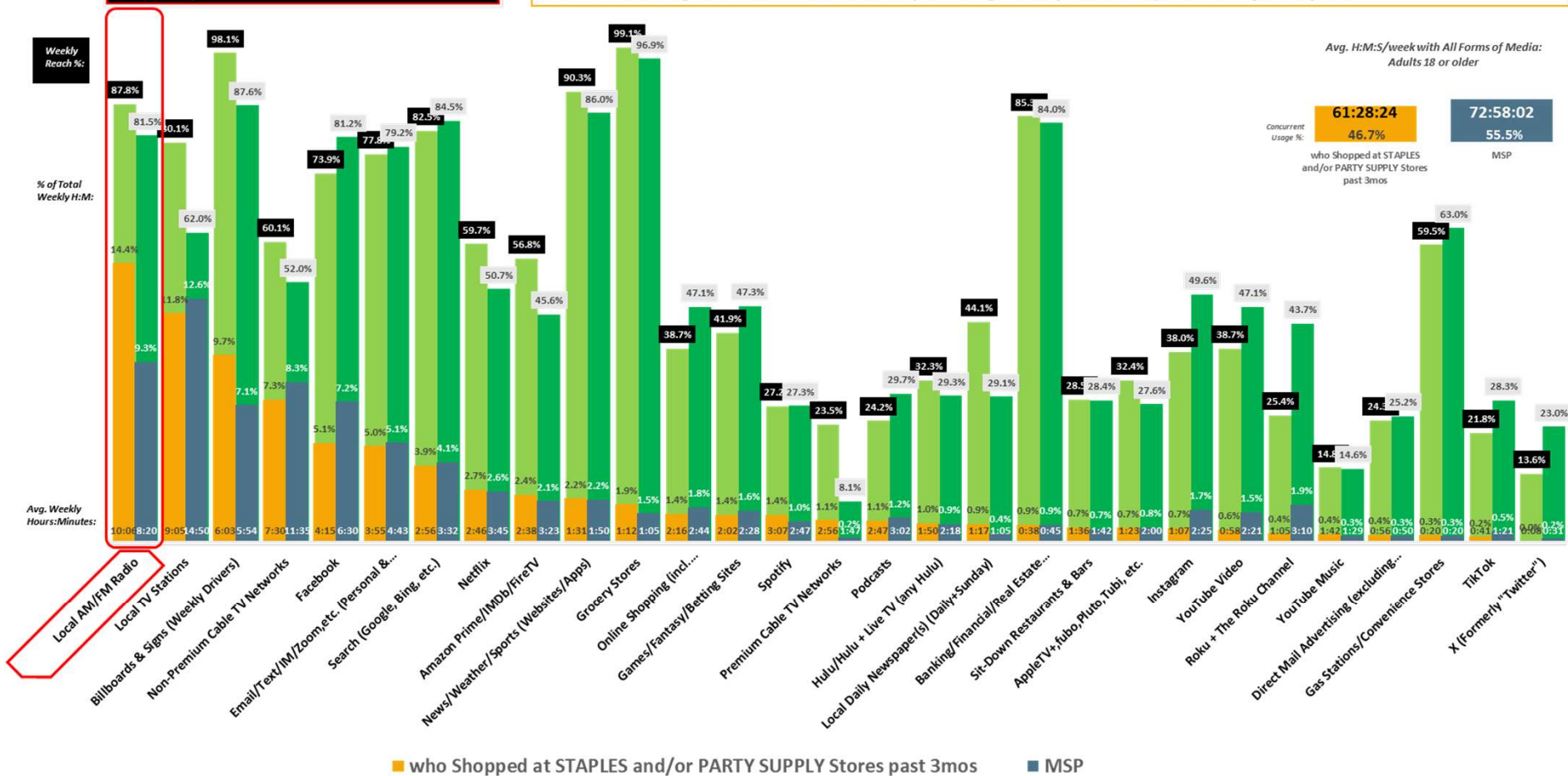
Avg. H:M:S/week with All Forms of Media: Adults 18 or older

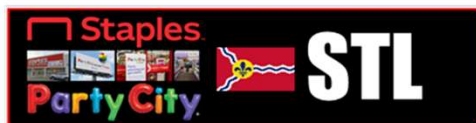
who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos	USA
75:11:00	70:34:49
Concurrent Usage %: 42.4%	56.1%

■ who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos ■ USA

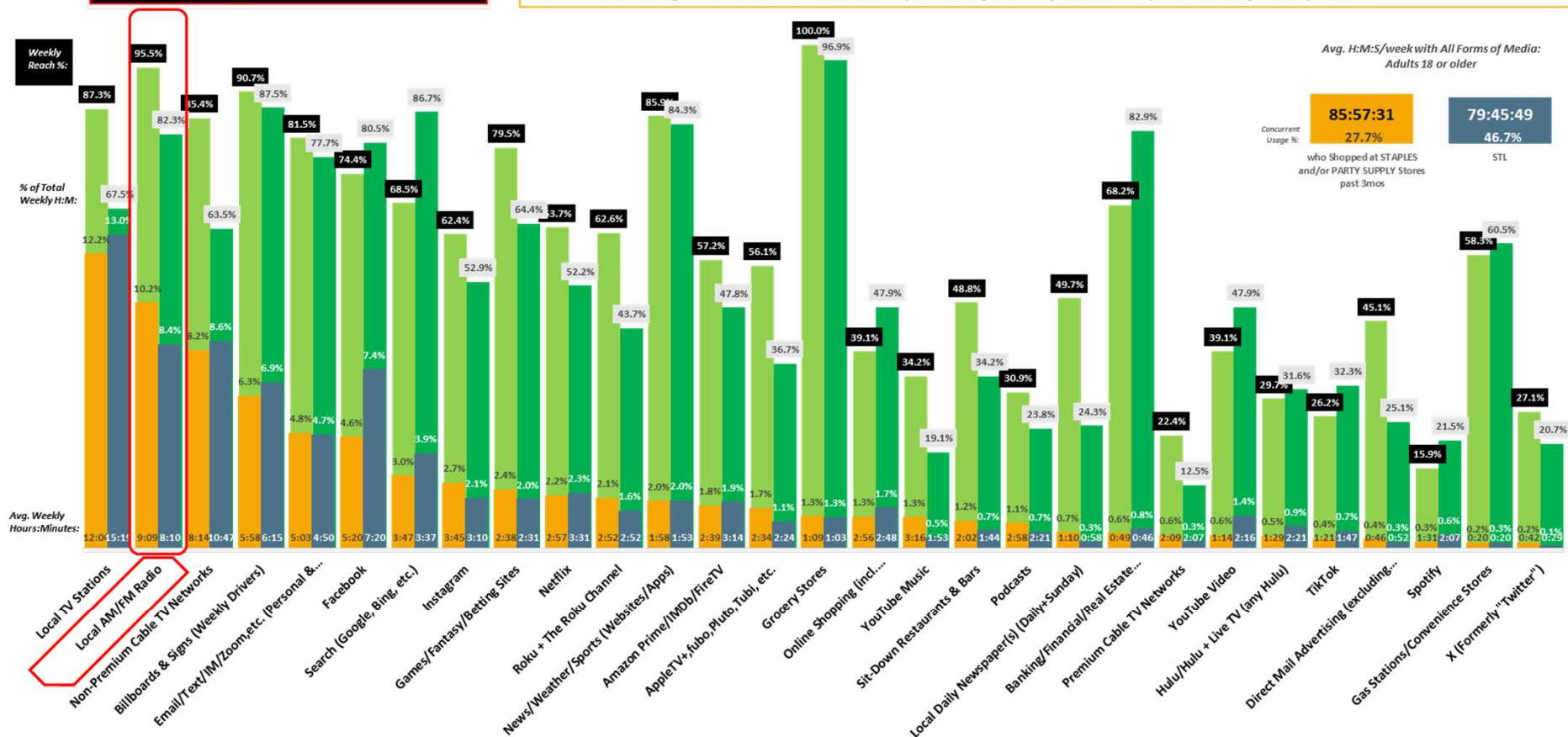


Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos spend an average of 2 days, 13 hours, 28 minutes and 24 seconds each week with All Forms of Media.
 87.8% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos spend an avg. of 10 hours and 6 minutes each week listening to All Local AM/FM Radio, representing 14.4% of total time spent with all forms of Media.





Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos spend an average of 3 days, 13 hours, 57 minutes and 31 seconds each week with All Forms of Media.
 95.5% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos spend an avg. of 9 hours and 9 minutes each week listening to All Local AM/FM Radio, representing 10.2% of total time spent with all forms of Media.



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

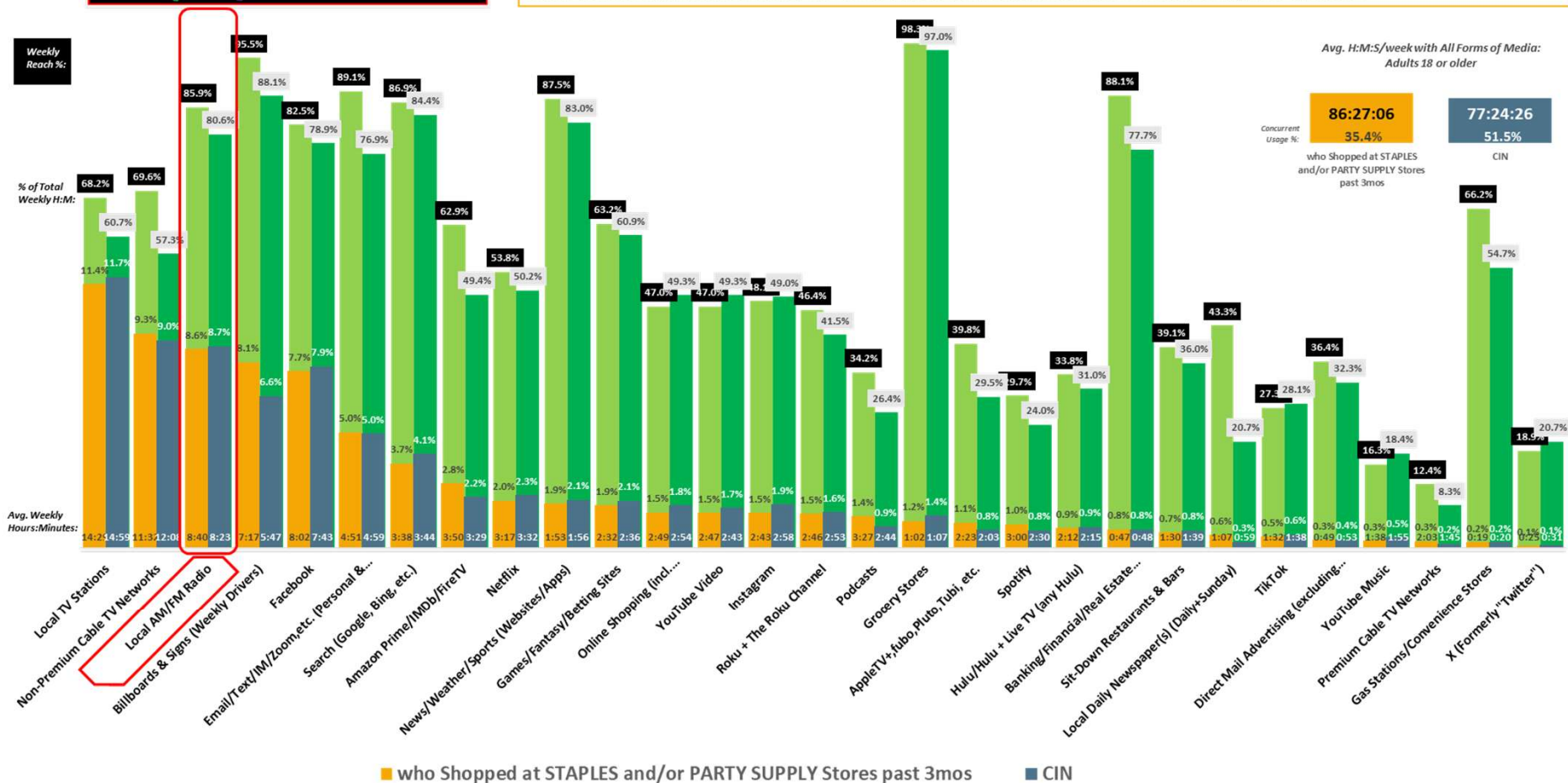
Concurrent Usage %
85:57:31
 27.7%
 who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos

79:45:49
 46.7%
 STL

who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos STL

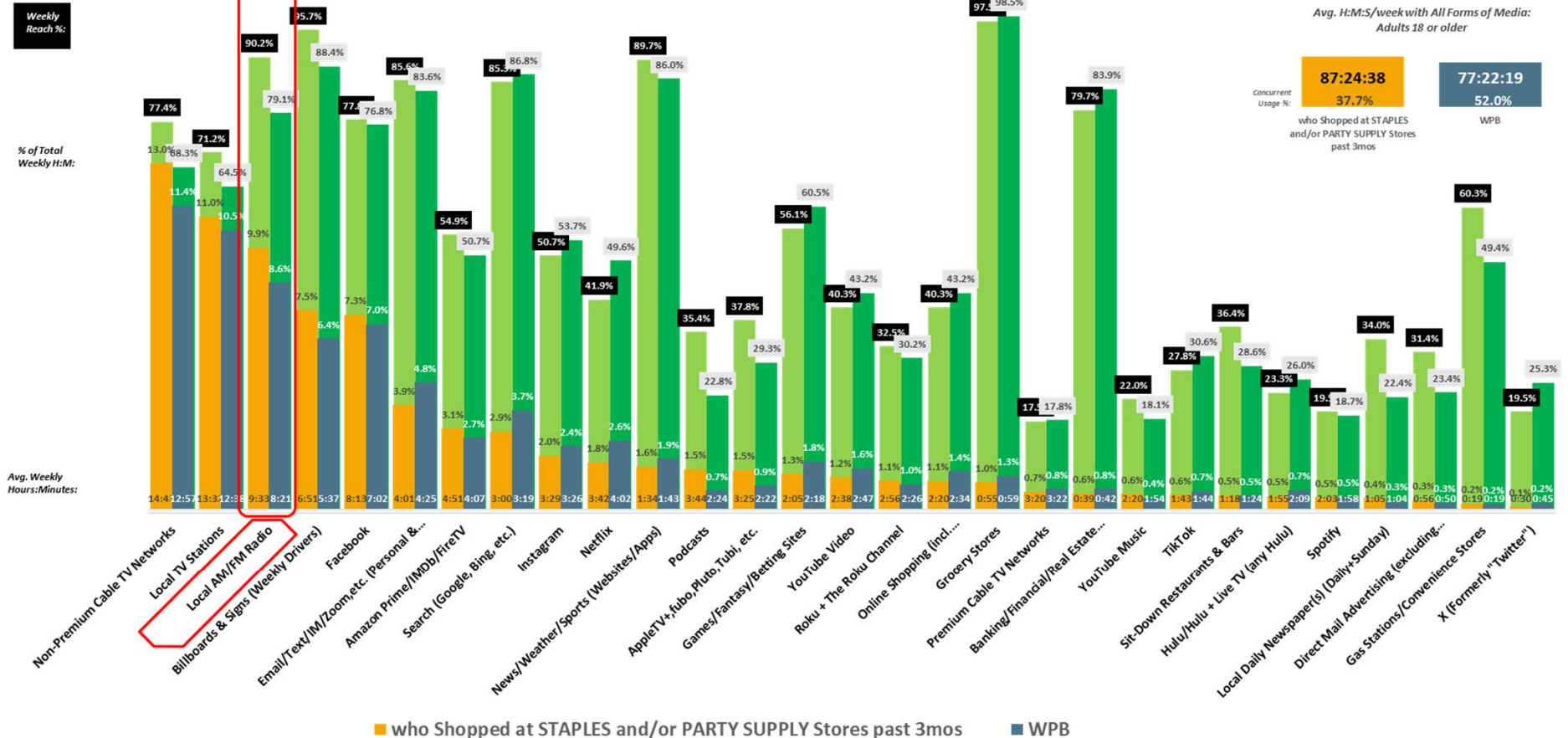


Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos spend an average of 3 days, 14 hours, 27 minutes and 6 seconds each week with All Forms of Media.
 85.9% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos spend an avg. of 8 hours and 40 minutes each week listening to All Local AM/FM Radio, representing 8.6% of total time spent with all forms of Media.





Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos spend an average of 3 days, 15 hours, 24 minutes and 38 seconds each week with All Forms of Media.
 90.2% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos spend an avg. of 9 hours and 33 minutes each week listening to All Local AM/FM Radio, representing 9.9% of total time spent with all forms of Media.



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

87:24:38

Concurrent Usage %

37.7%
 who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos

77:22:19

52.0%

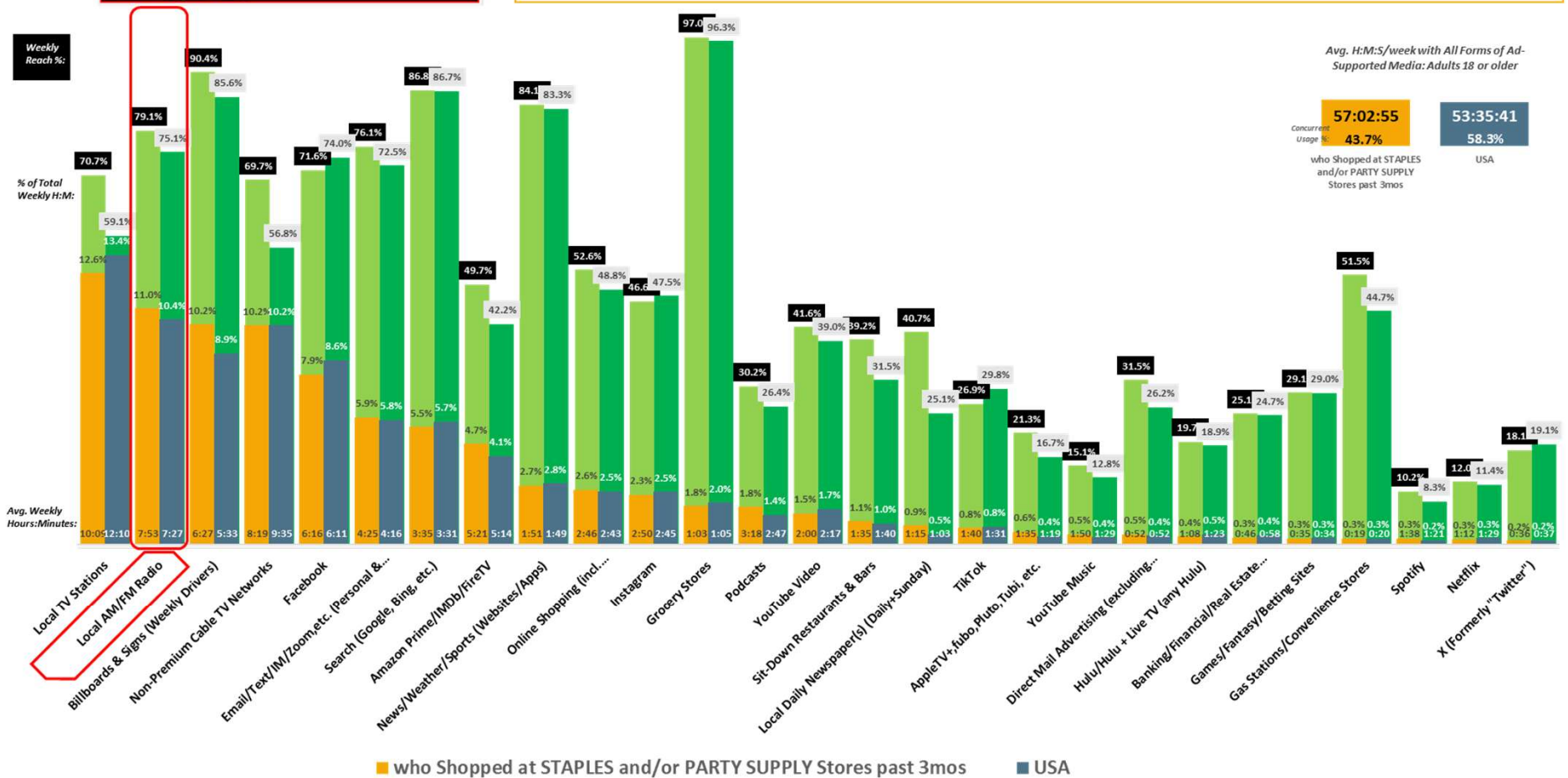
WPB

who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos

WPB

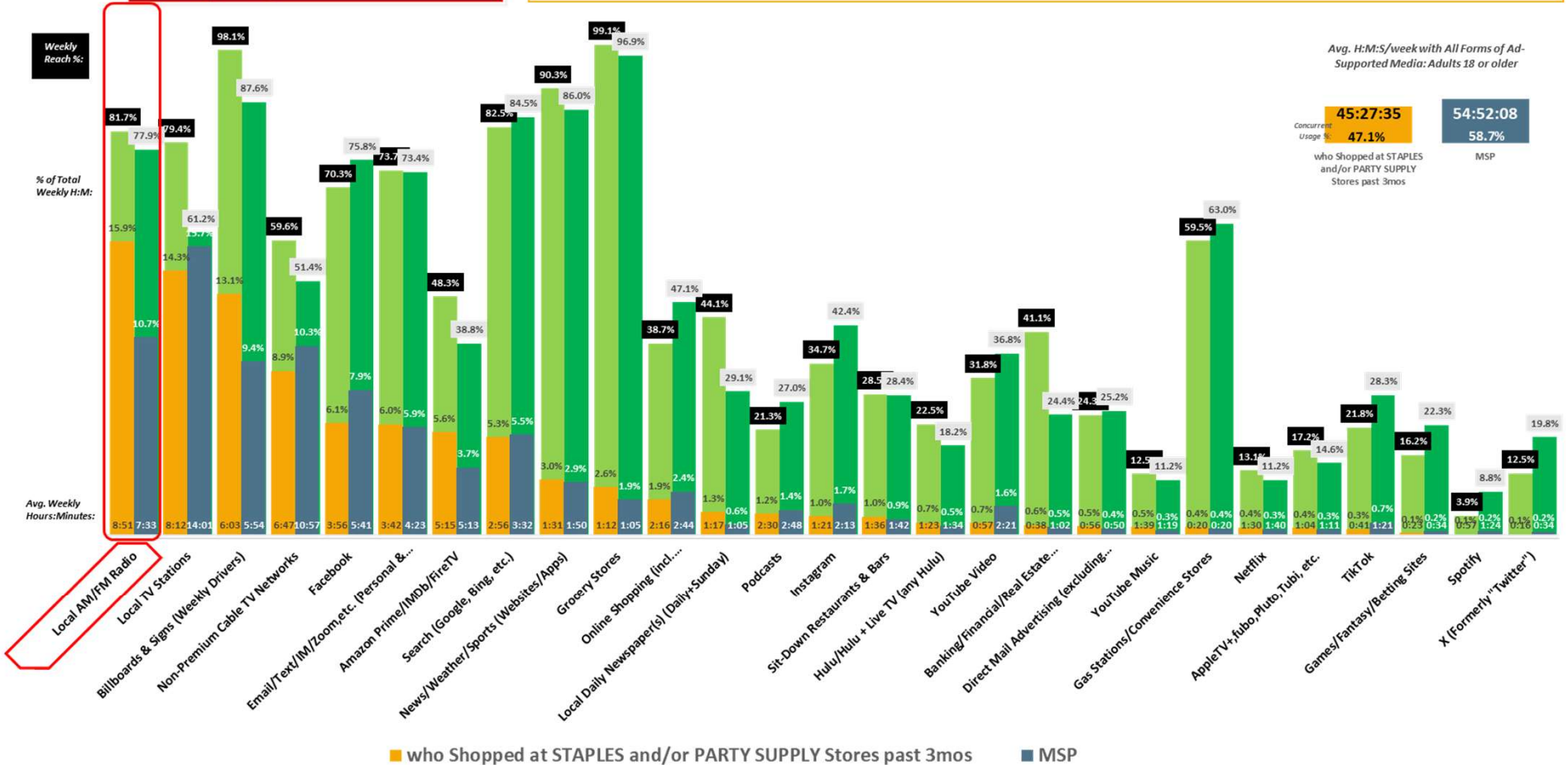


Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos spend an average of 2 days, 9 hours, 2 minutes and 55 seconds each week with All Forms of Ad-Supported Media.
 79.1% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos spend an avg. of 7 hours and 53 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.1% of total time spent with all forms of Ad-Supported Med



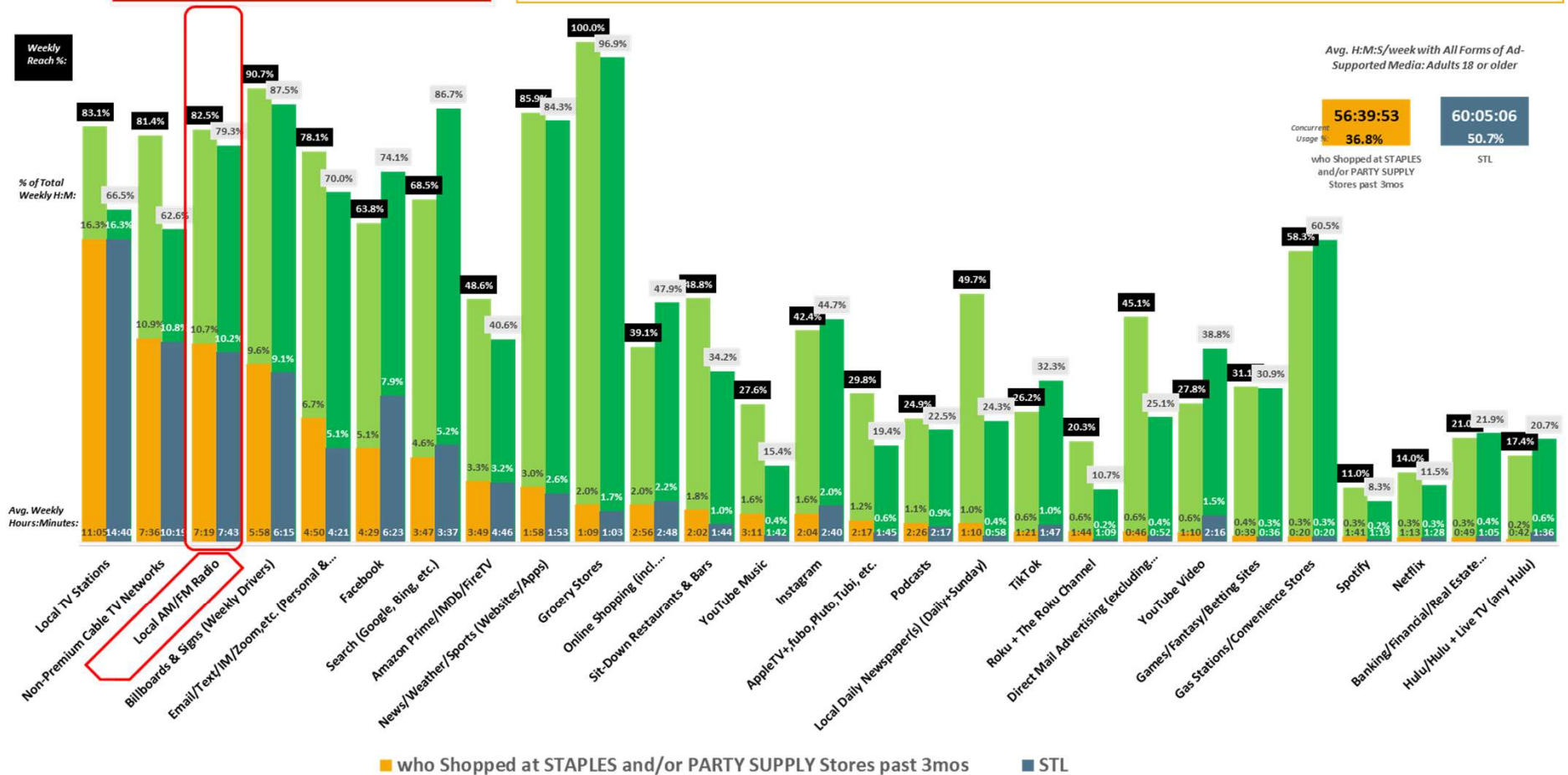


Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos spend an average of 1 days, 21 hours, 27 minutes and 35 seconds each week with All Forms of Ad-Supported Media.
 81.7% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos spend an avg. of 8 hours and 51 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 15.9% of total time spent with all forms of Ad-Supported Me



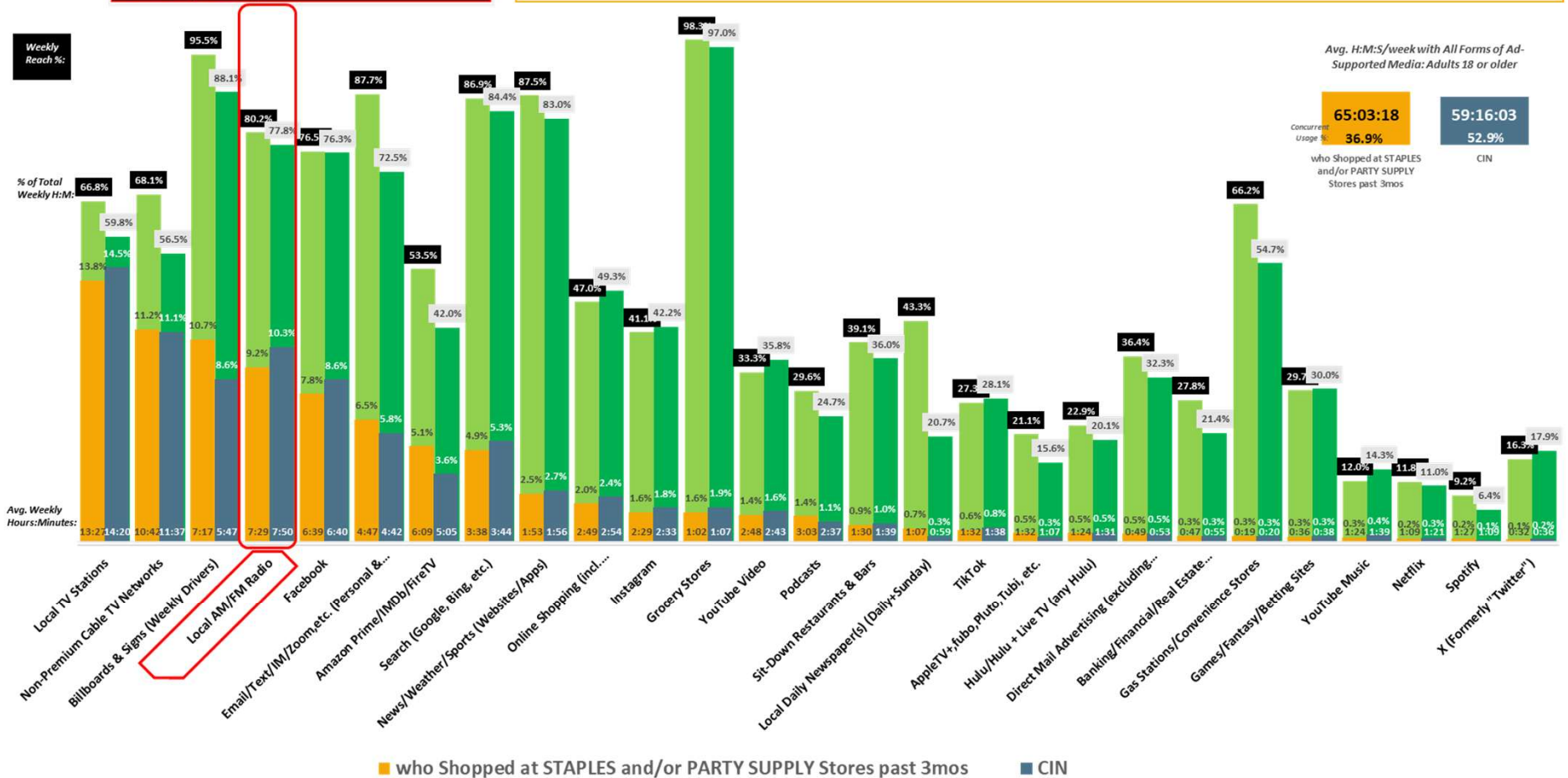


Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos spend an average of 2 days, 8 hours, 39 minutes and 53 seconds each week with All Forms of Ad-Supported Media.
 82.5% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos spend an avg. of 7 hours and 19 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.7% of total time spent with all forms of Ad-Supported Me



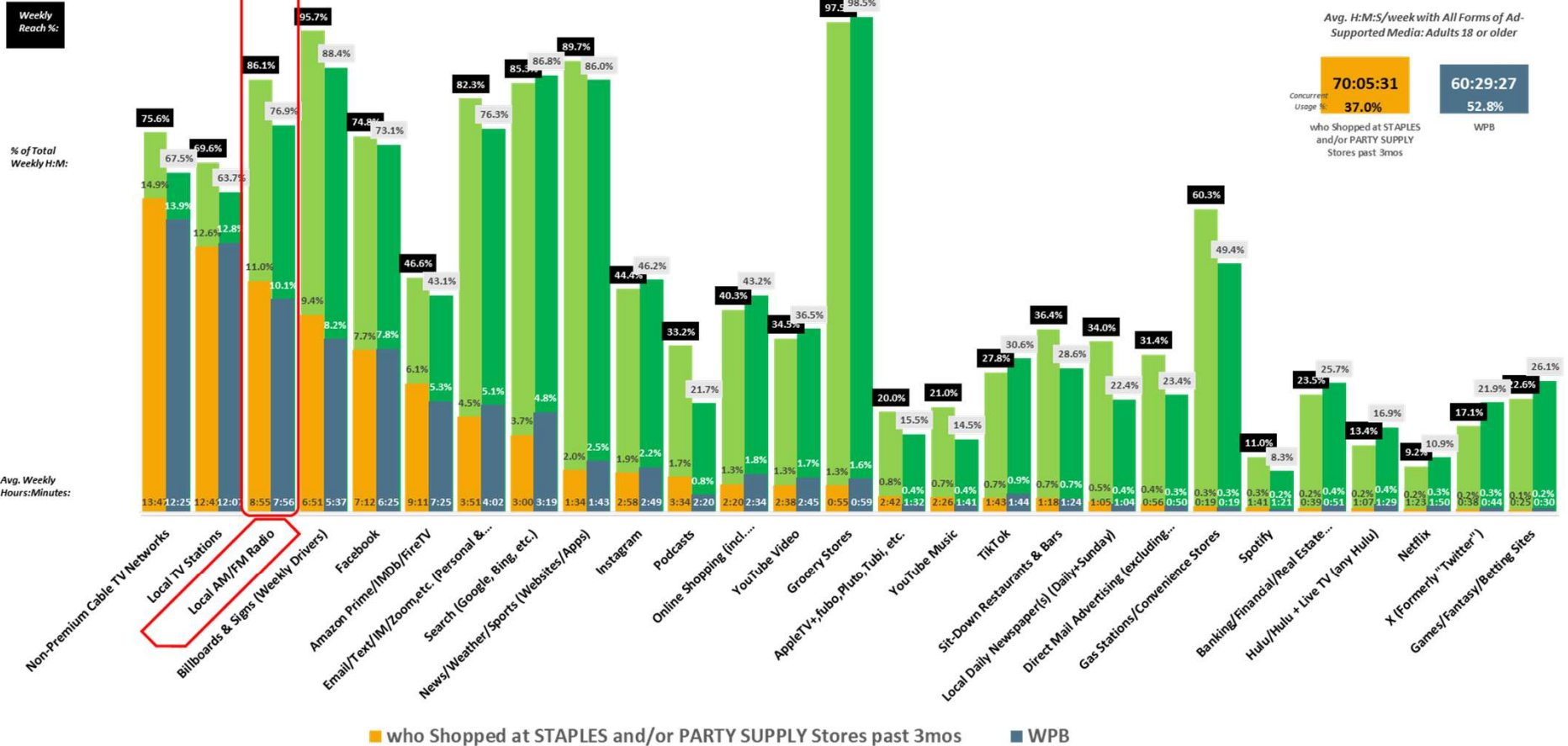


Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos spend an average of 2 days, 17 hours, 3 minutes and 18 seconds each week with All Forms of Ad-Supported Media.
 80.2% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos spend an avg. of 7 hours and 29 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.2% of total time spent with all forms of Ad-Supported Med





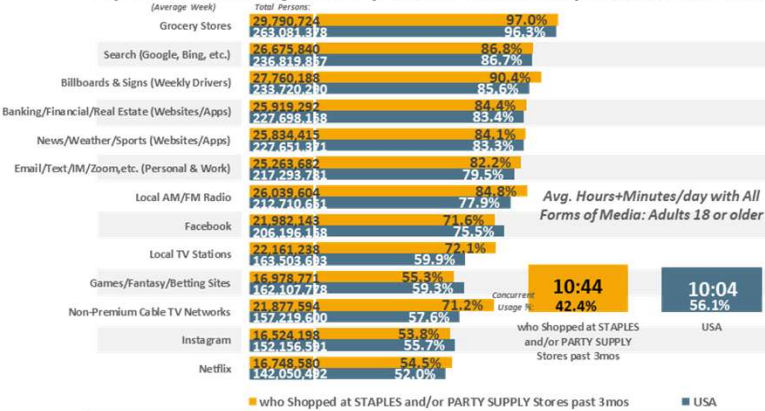
Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos spend an average of 2 days, 22 hours, 5 minutes and 31 seconds each week with All Forms of Ad-Supported Media.
 86.1% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos spend an avg. of 8 hours and 55 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.1% of total time spent with all forms of Ad-Supported Med



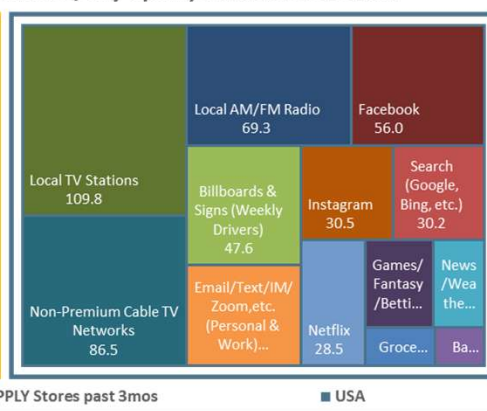
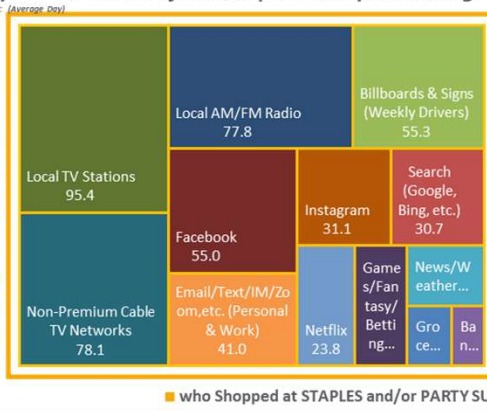


Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos spend an average of 8 hours and 8 minutes each day with All Forms of Ad-Supported Media. 79.1% listen to Local AM/FM Radio for an avg. of 67.7 minutes/day. (Local Radio delivers 11.% of Time with Ad-Supported Media.)

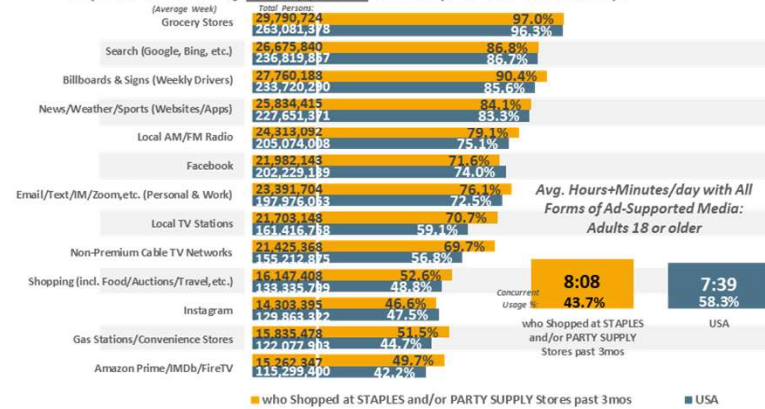
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



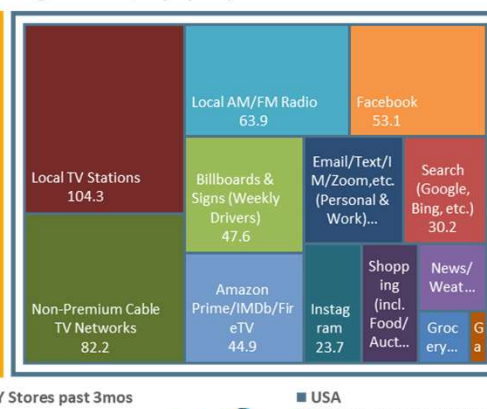
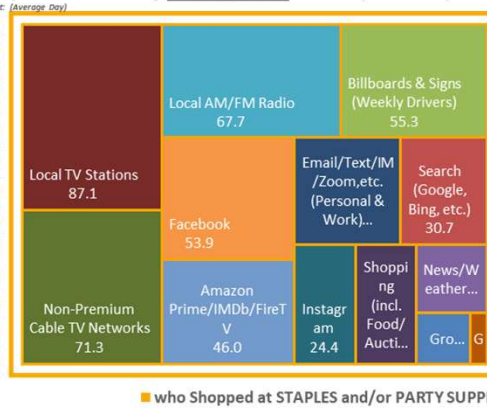
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

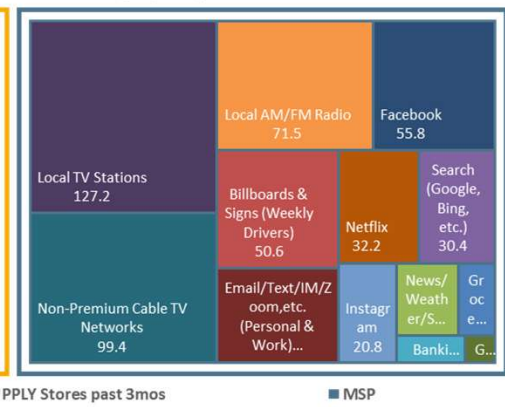
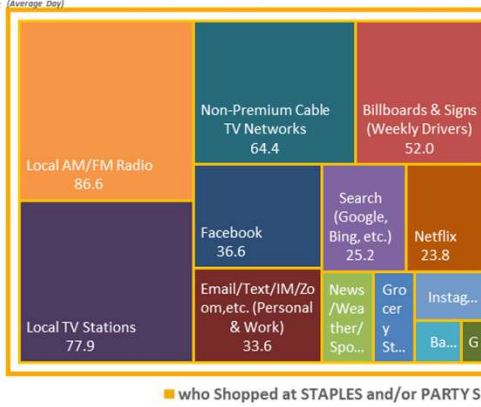
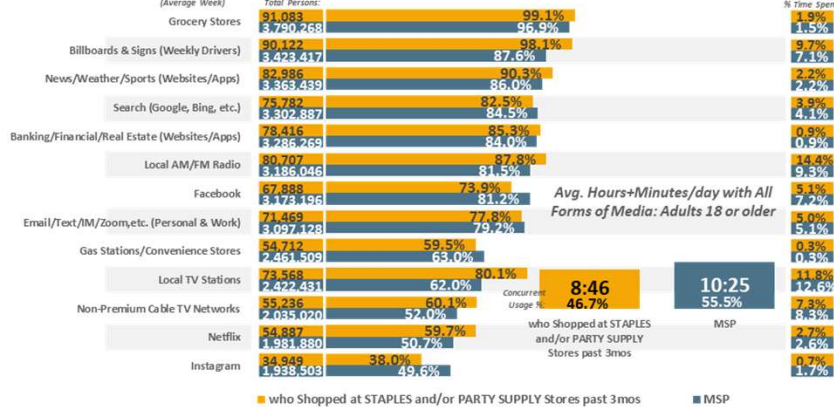




Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos spend an average of 6 hours and 29 minutes each day with All Forms of Ad-Supported Media. 81.7% listen to Local AM/FM Radio for an avg. of 76. minutes/day. (Local Radio delivers 15.9% of Time with Ad-Supported Media.)

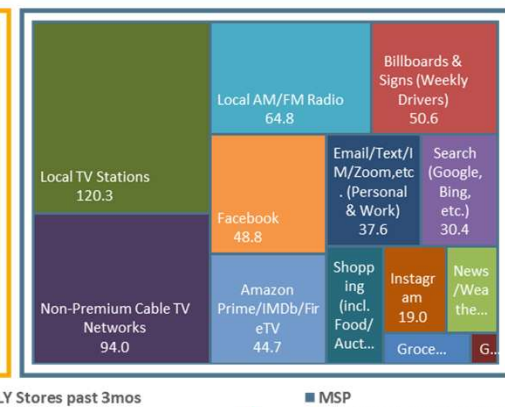
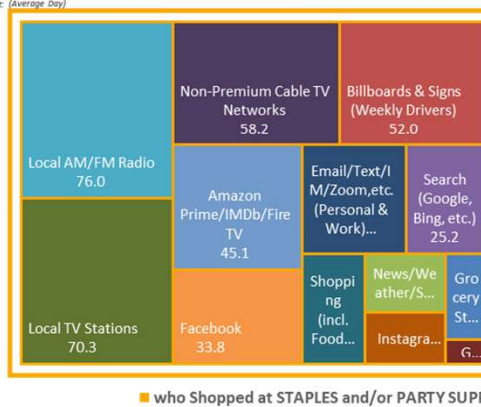
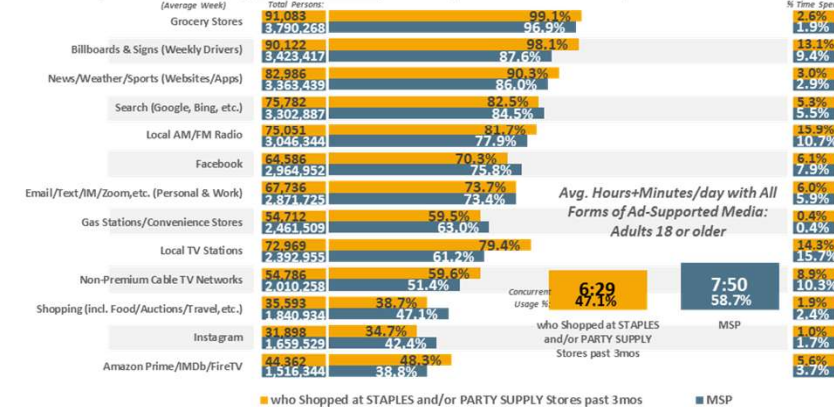
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 56
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

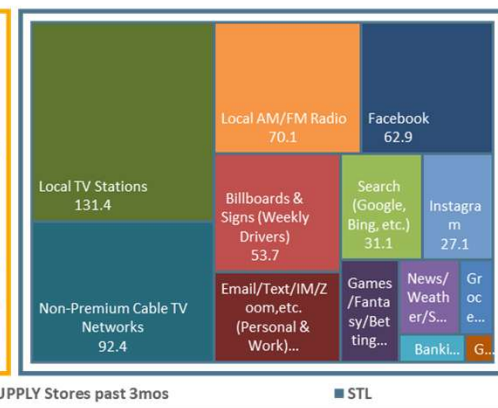
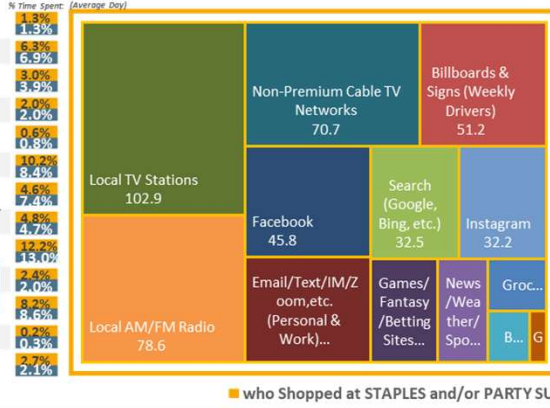
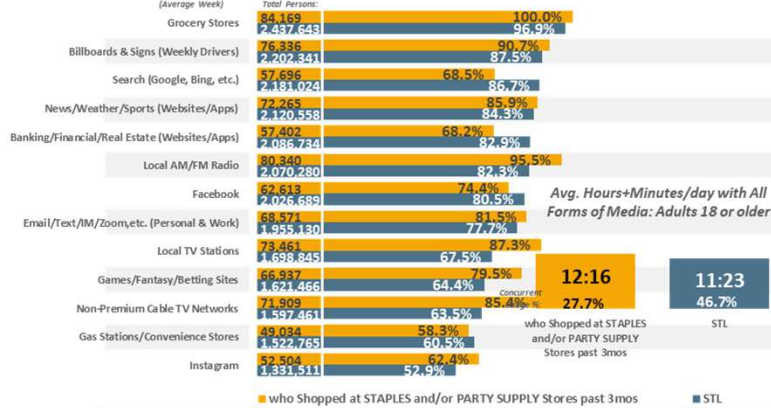
(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)



Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos spend an average of 8 hours and 5 minutes each day with All Forms of Ad-Supported Media. 82.5% listen to Local AM/FM Radio for an avg. of 62.8 minutes/day. (Local Radio delivers 10.7% of Time with Ad-Supported Media.)

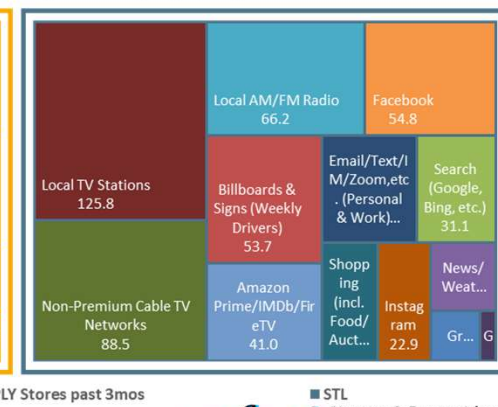
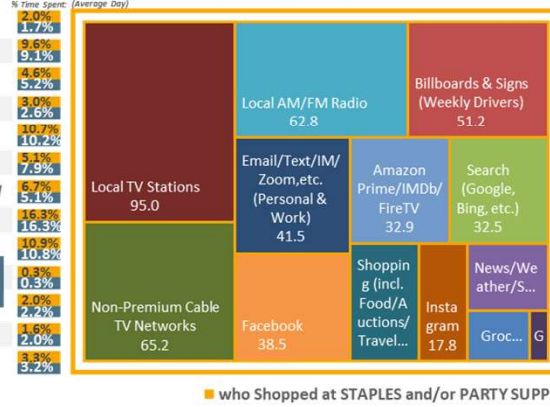
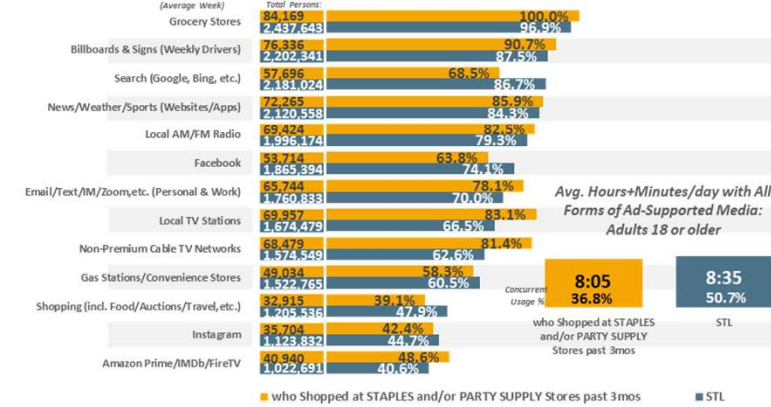
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 58
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

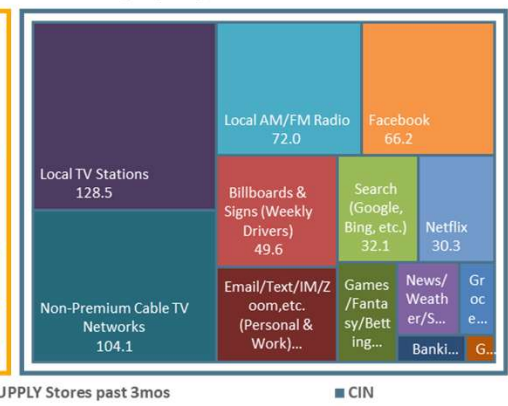
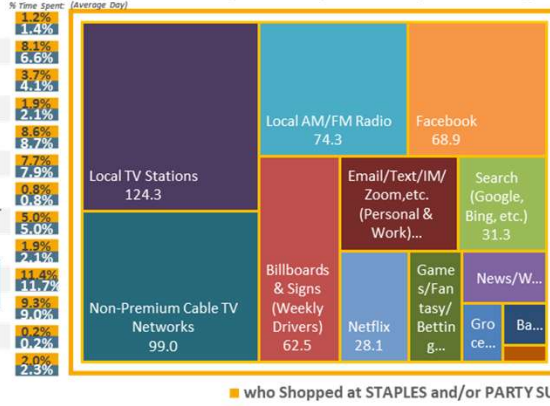
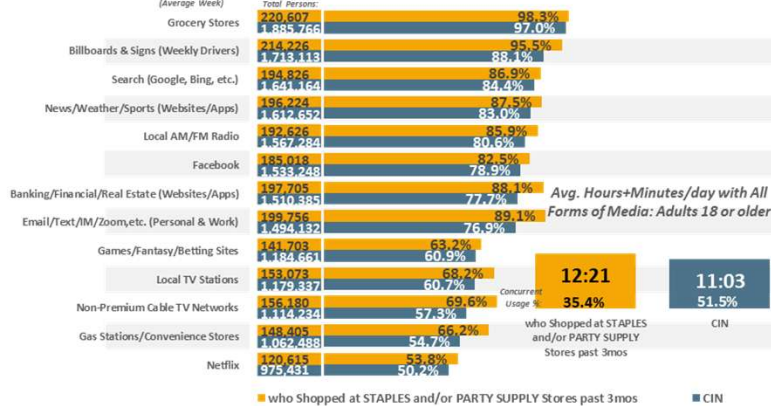
(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)



Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos spend an average of 9 hours and 17 minutes each day with All Forms of Ad-Supported Media. 80.2% listen to Local AM/FM Radio for an avg. of 64.2 minutes/day. (Local Radio delivers 9.2% of Time with Ad-Supported Media.)

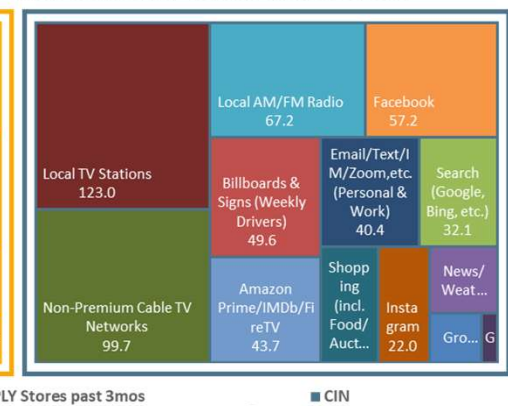
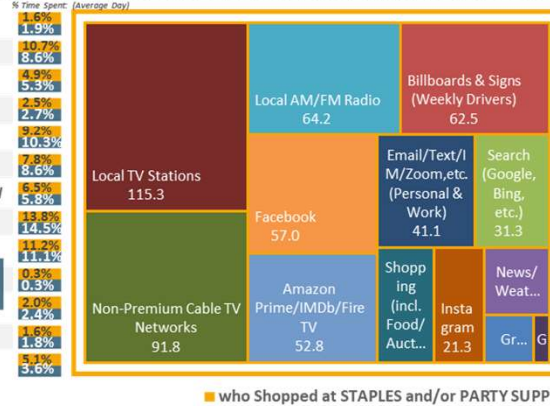
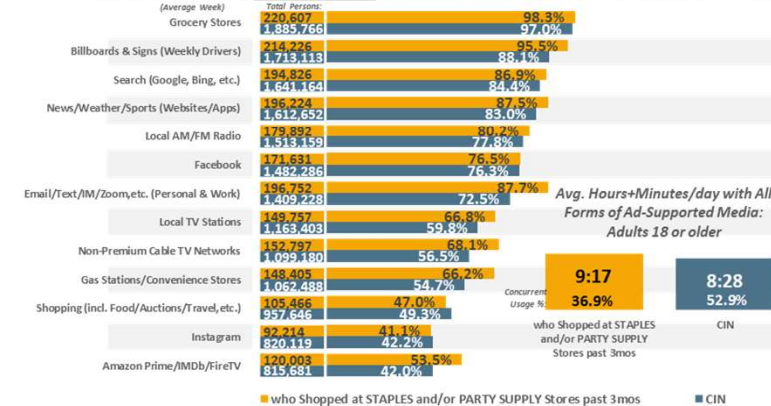
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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

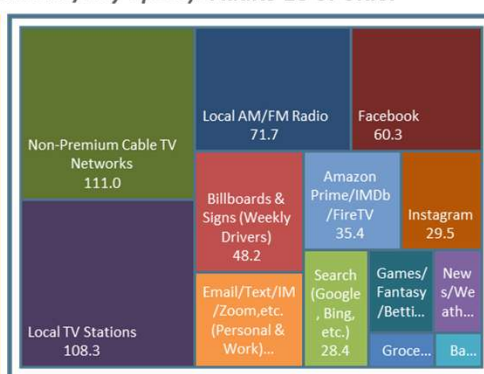
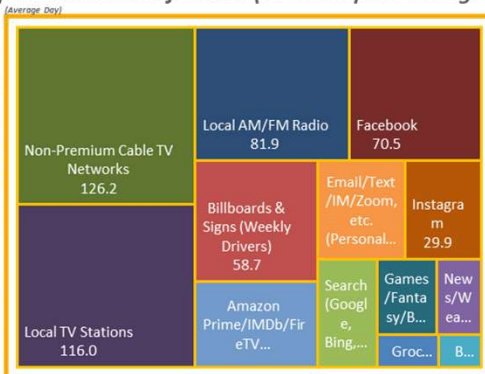
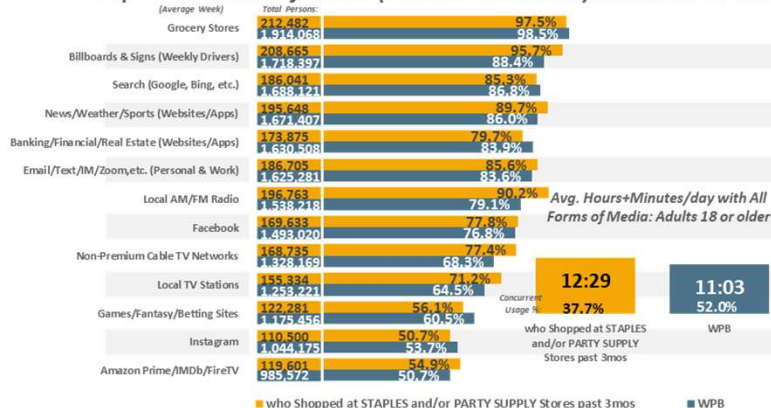




Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos spend an average of 10 hours and 0 minutes each day with All Forms of Ad-Supported Media. 86.1% listen to Local AM/FM Radio for an avg. of 76.5 minutes/day. (Local Radio delivers 11.% of Time with Ad-Supported Media.)

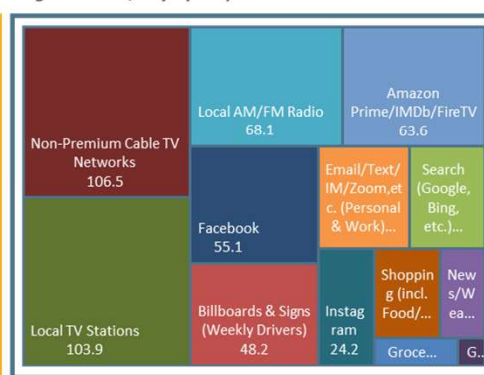
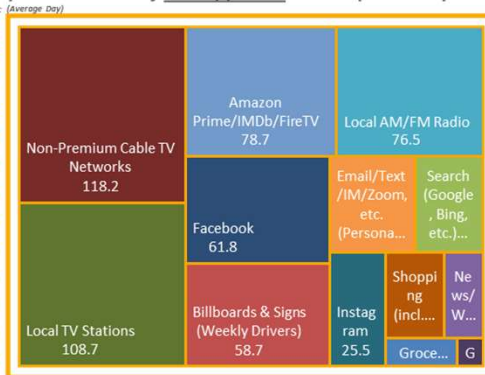
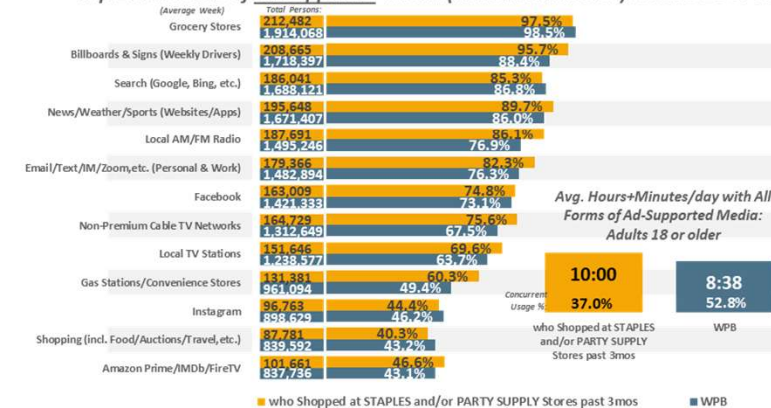
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 373
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

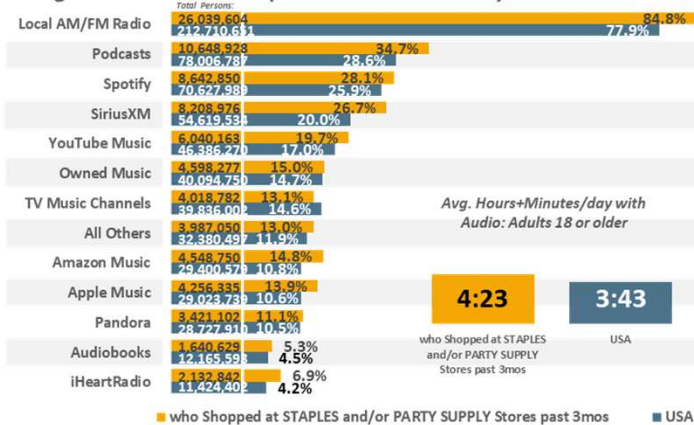
soefa.ai Share of Everything for Anything

(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)

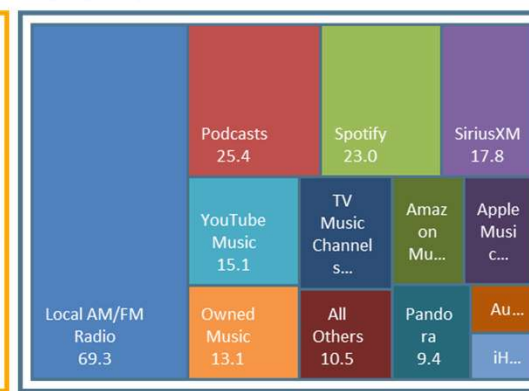
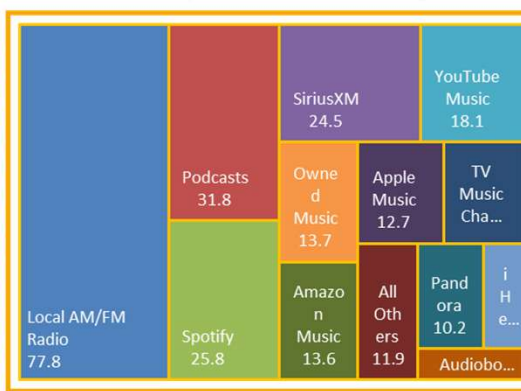


24,313,092 or 79.1% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 67.7 minutes every day representing 38.3% of all time spent daily with Ad-Supported Audio.

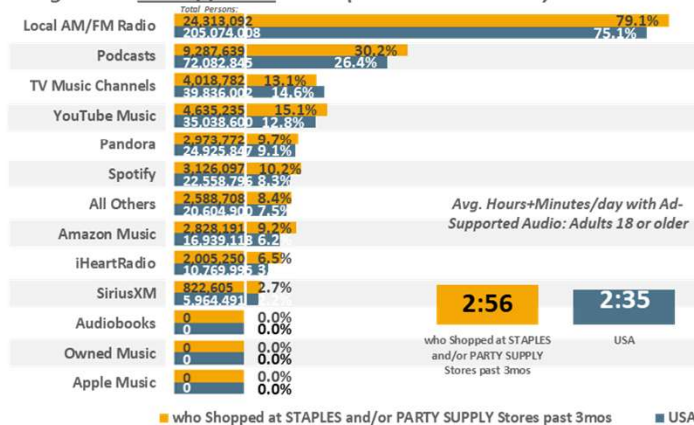
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



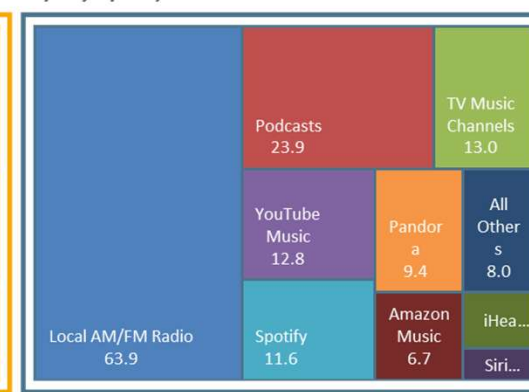
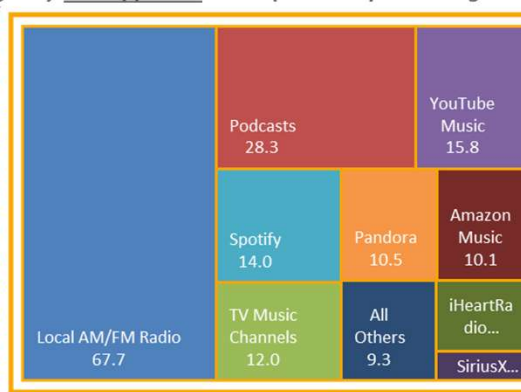
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 3,219
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2026: Jan 25-Mar26 USA Projection

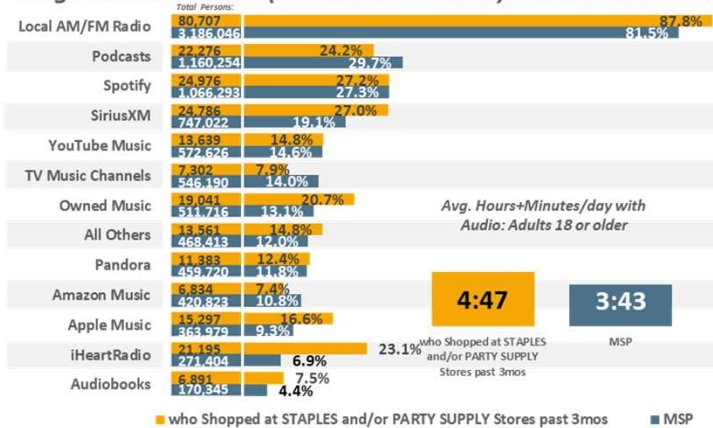
soefa.ai Share of Everything for Anything

(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)

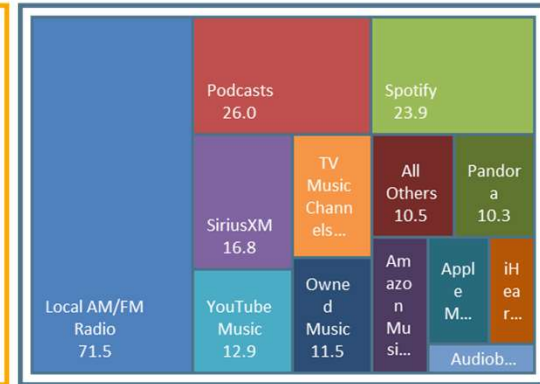
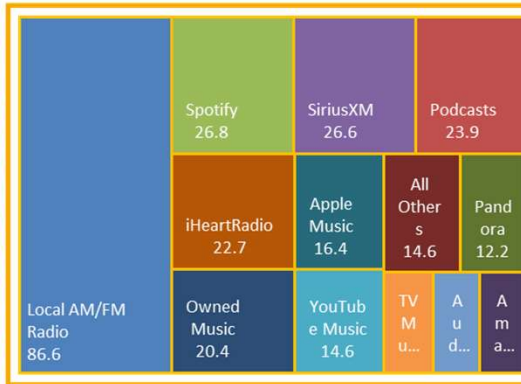


75,051 or 81.7% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 76. minutes every day representing 41.2% of all time spent daily with Ad-Supported Audio.

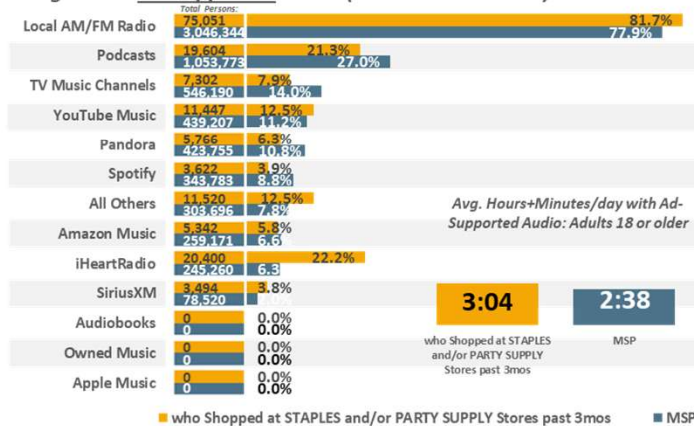
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



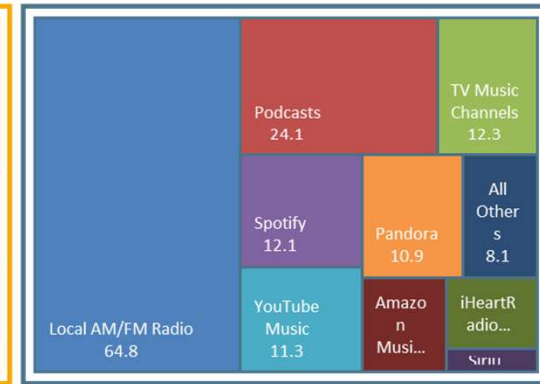
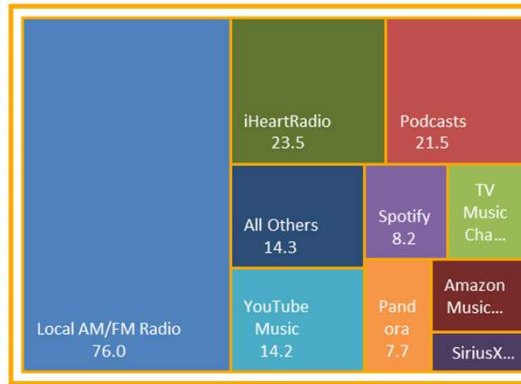
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

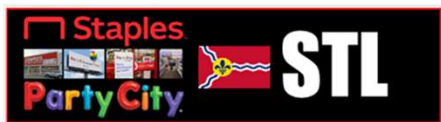


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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



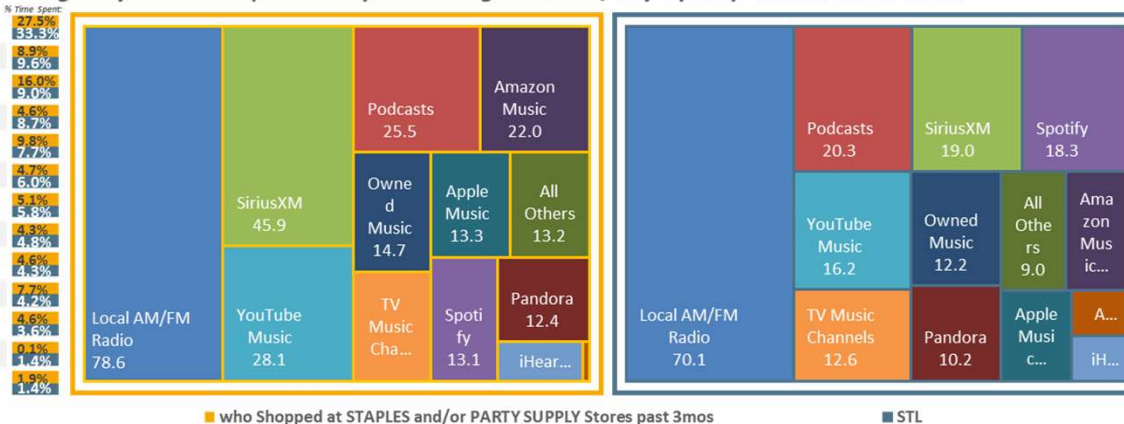


69,424 or 82.5% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 62.8 minutes every day representing 32.8% of all time spent daily with Ad-Supported Audio.

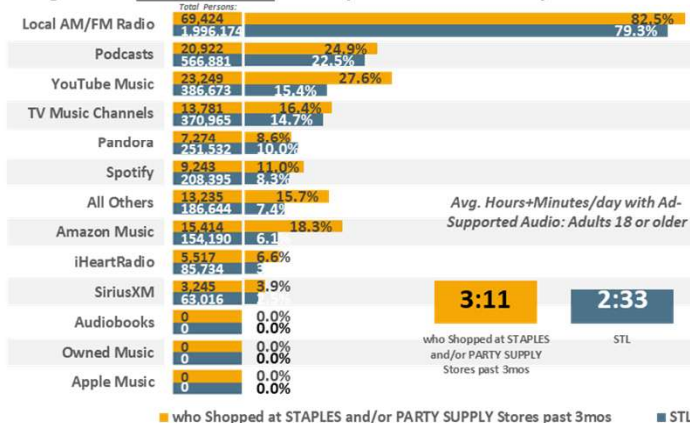
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



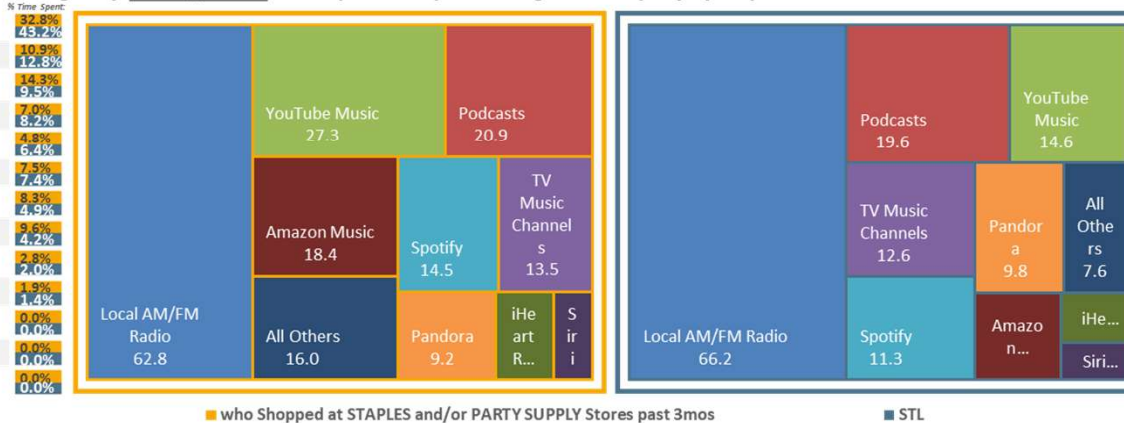
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



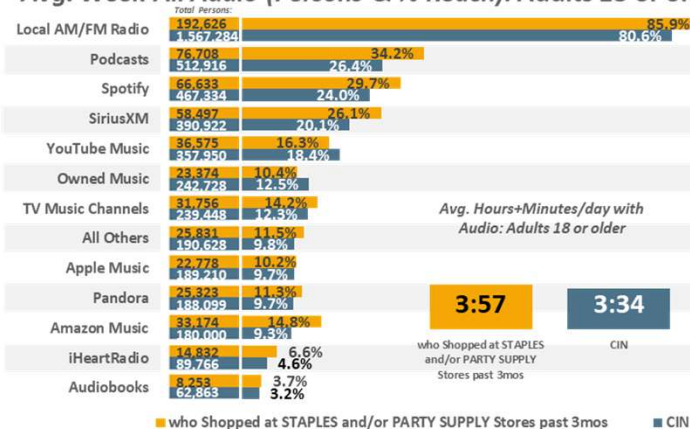
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



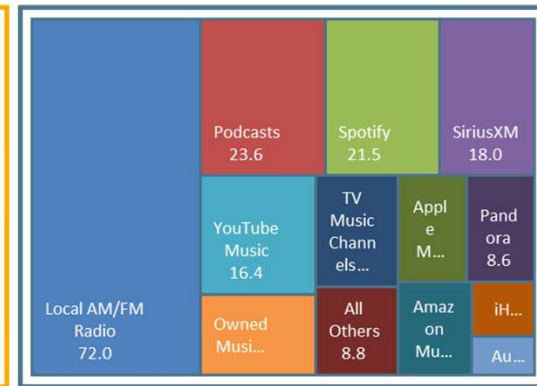
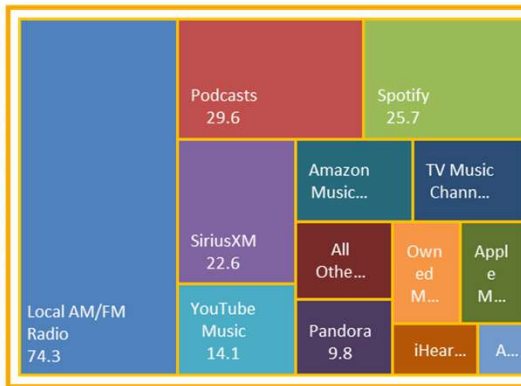


179,892 or 80.2% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 64.2 minutes every day representing 40.3% of all time spent daily with Ad-Supported Audio.

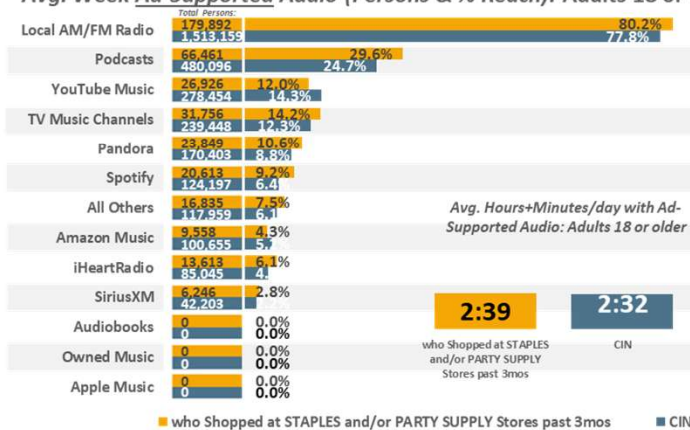
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



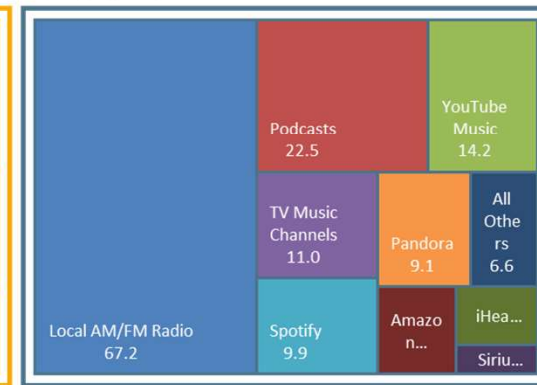
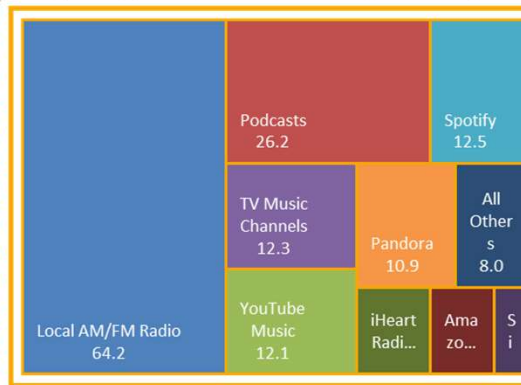
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



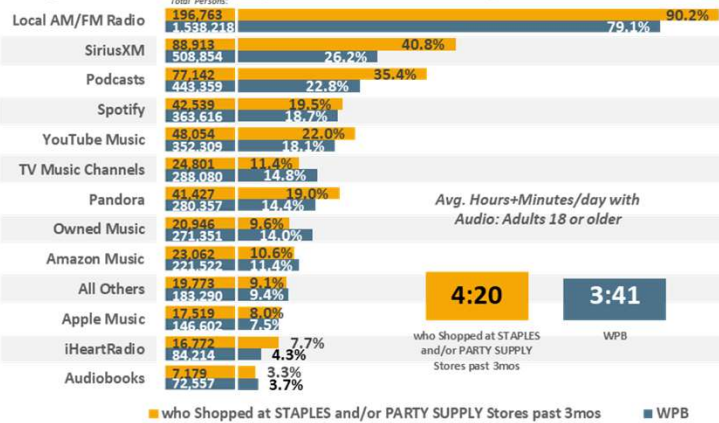
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



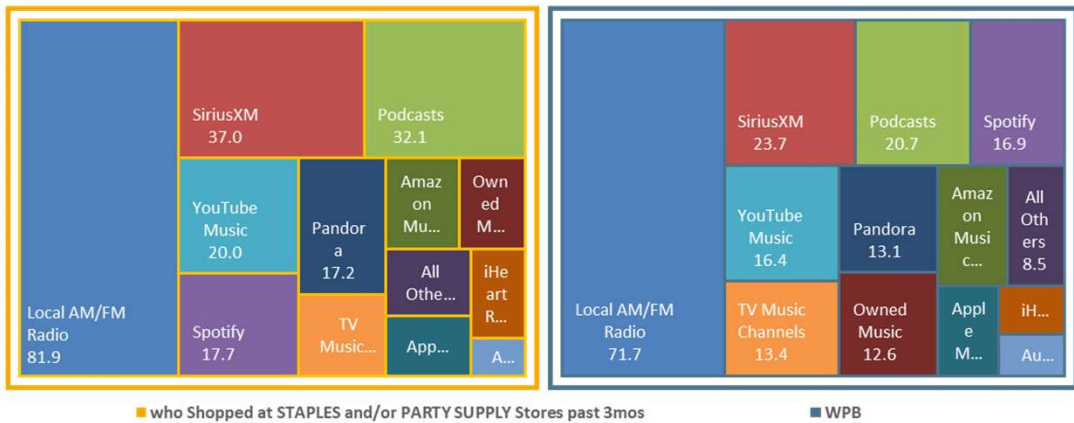


187,691 or 86.1% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 76.5 minutes every day representing 38.2% of all time spent daily with Ad-Supported Audio.

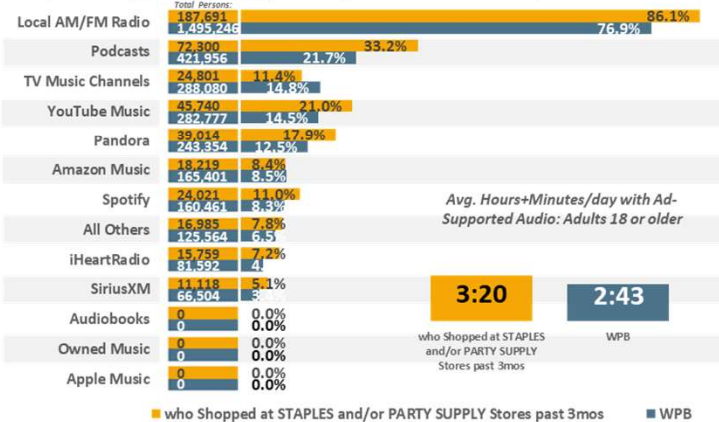
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



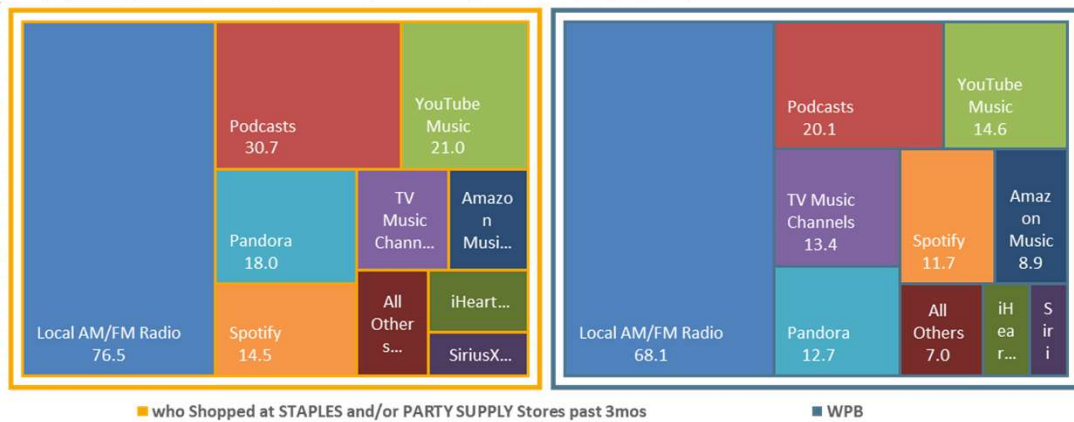
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



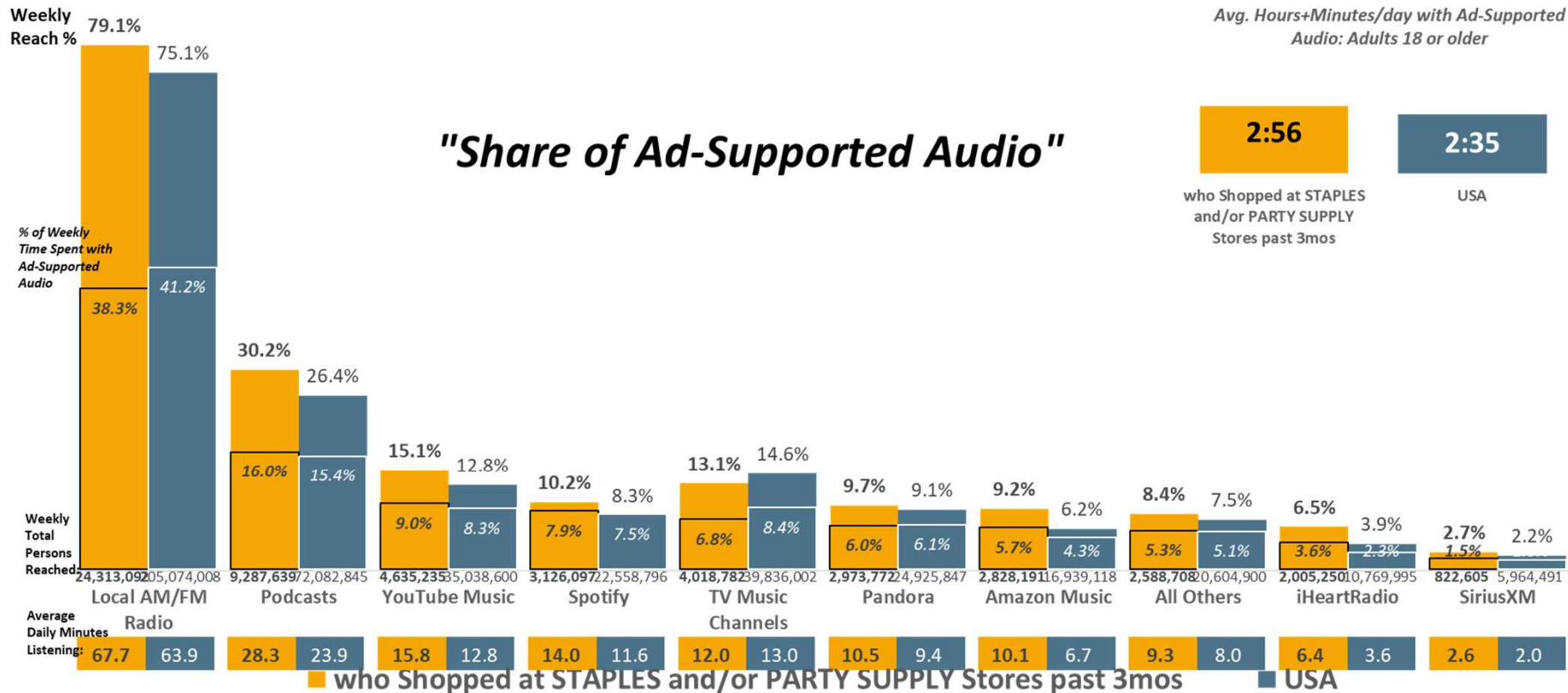
WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 373
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)

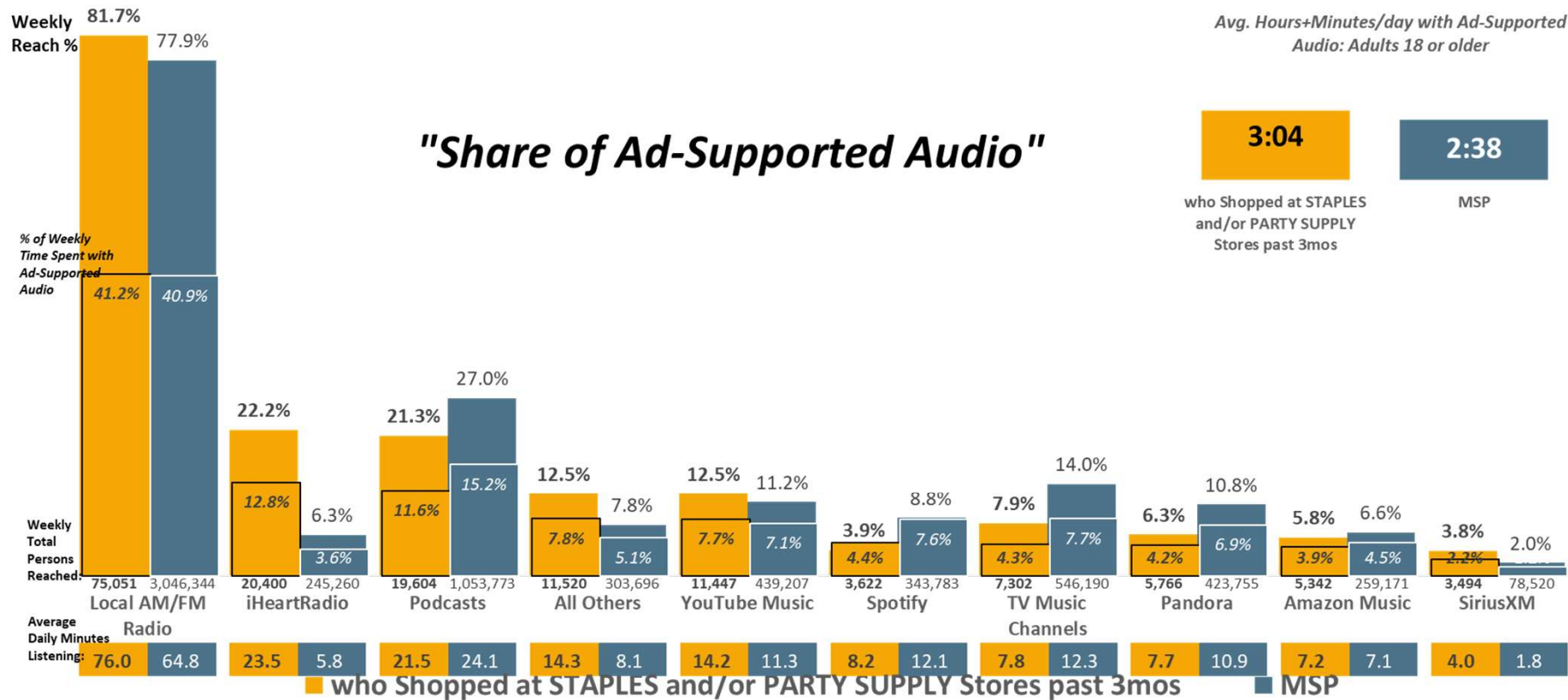


24,313,092 or 79.1% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 67.7 minutes every day representing 38.3% of all time spent daily with Ad-Supported Audio.



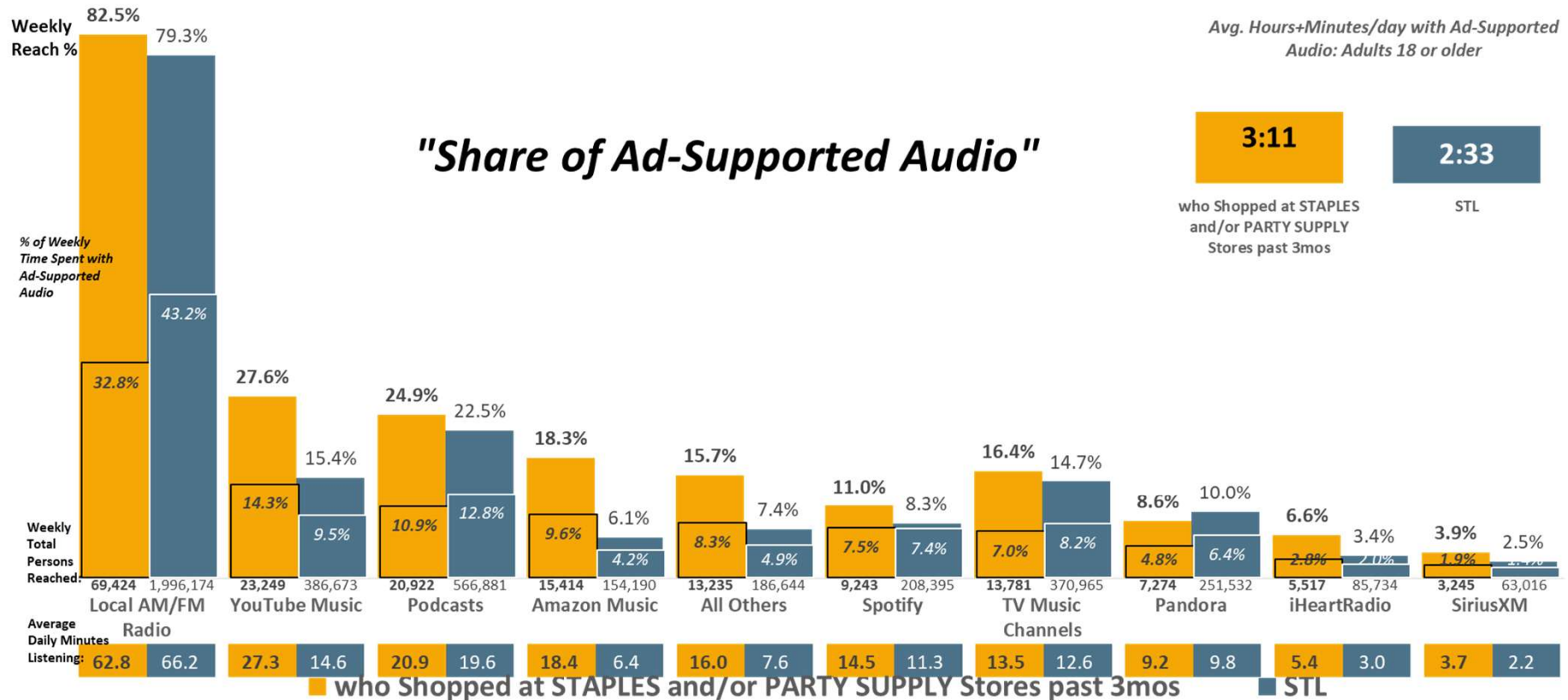


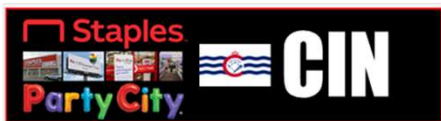
75,051 or 81.7% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 76. minutes every day representing 41.2% of all time spent daily with Ad-Supported Audio.



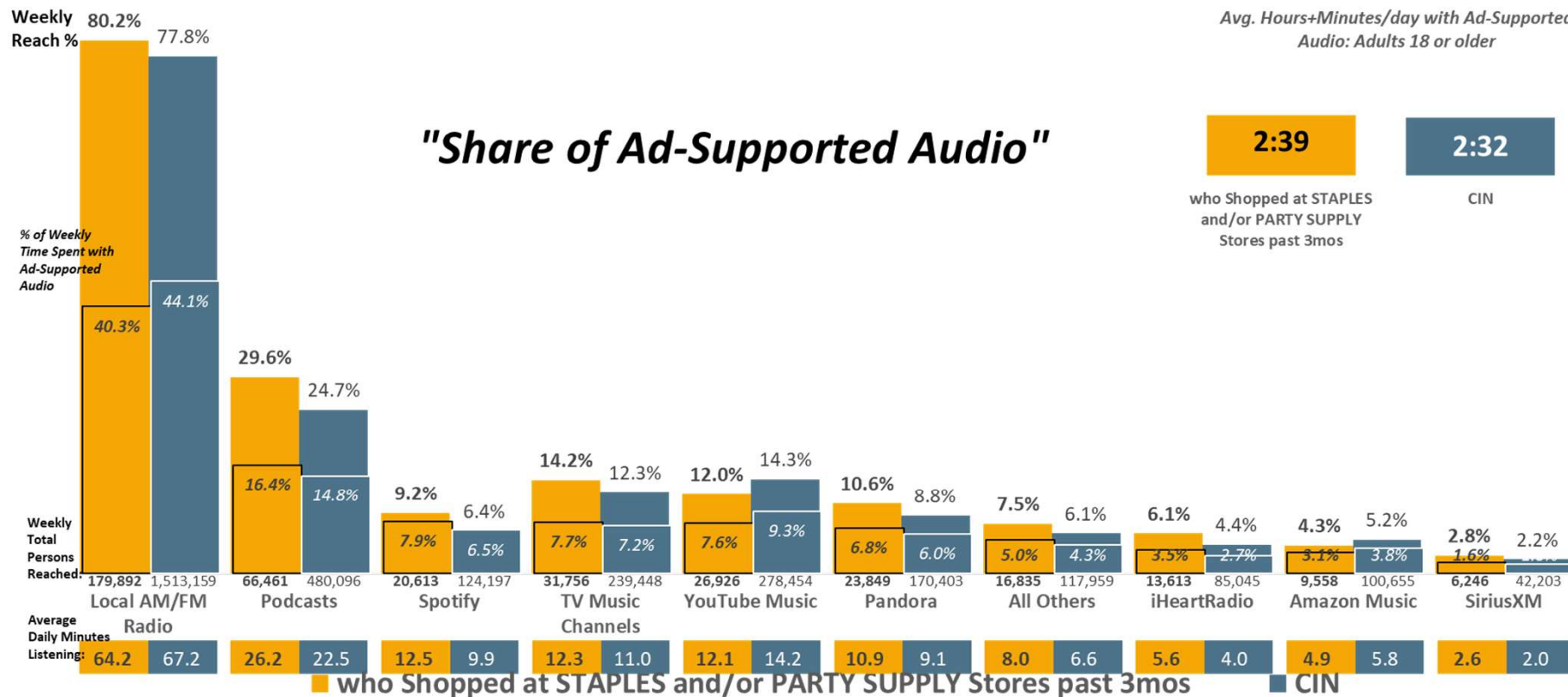


69,424 or 82.5% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 62.8 minutes every day representing 32.8% of all time spent daily with Ad-Supported Audio.





179,892 or 80.2% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 64.2 minutes every day representing 40.3% of all time spent daily with Ad-Supported Audio.



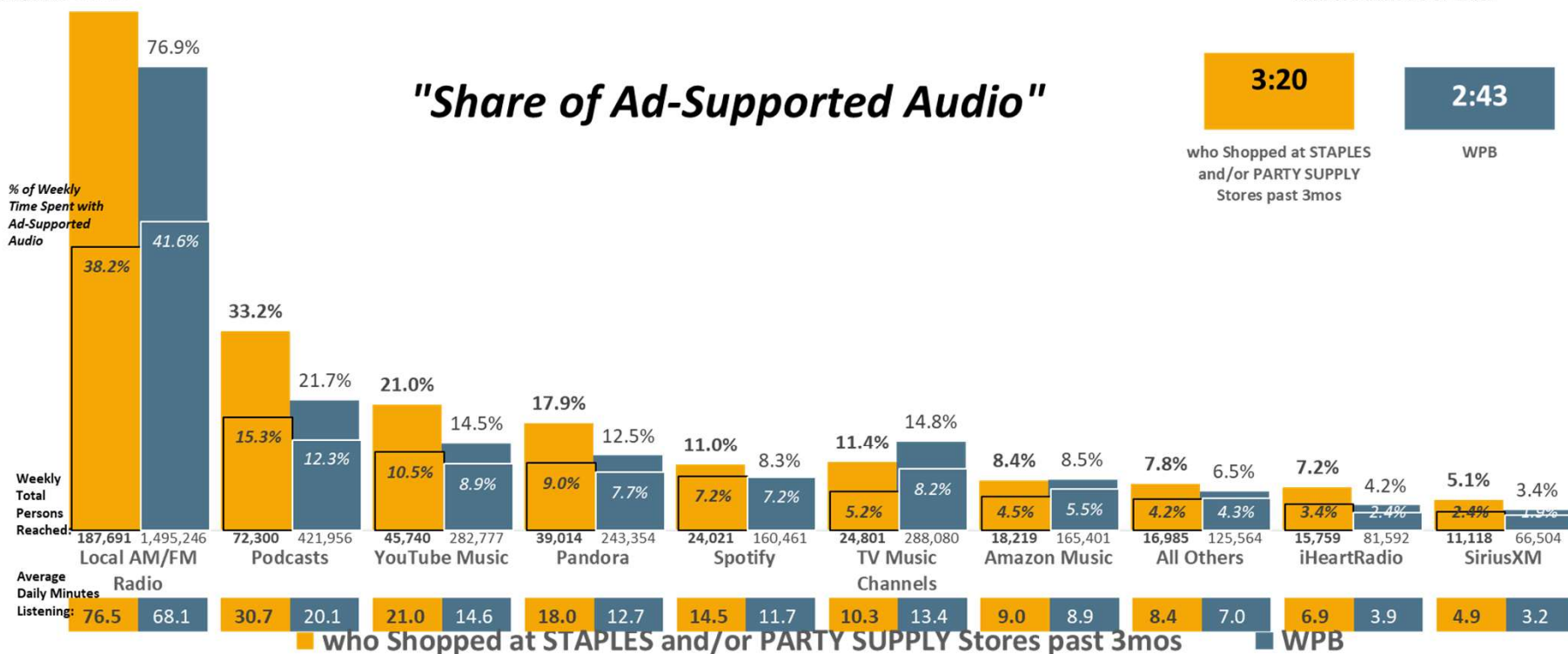


187,691 or 86.1% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 76.5 minutes every day representing 38.2% of all time spent daily with Ad-Supported Audio.

Weekly
Reach % 86.1%

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

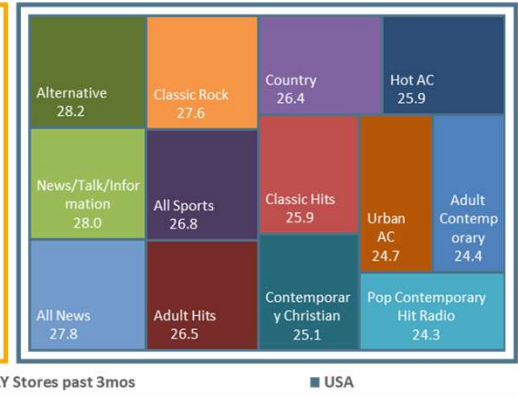
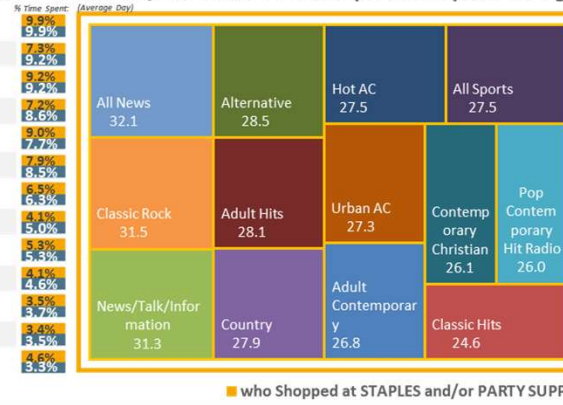
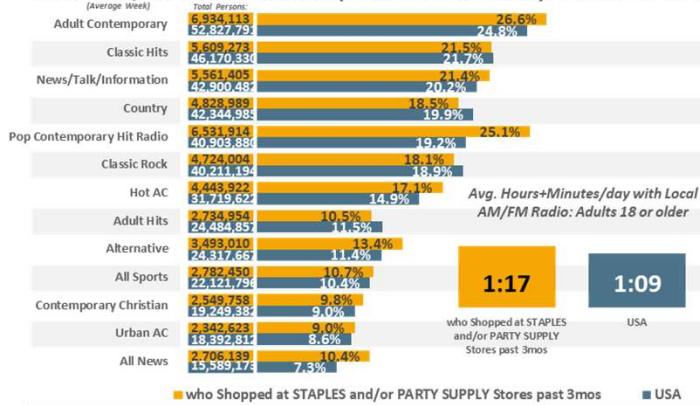
"Share of Ad-Supported Audio"



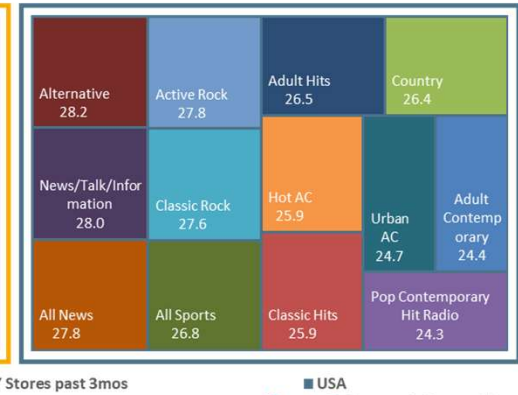
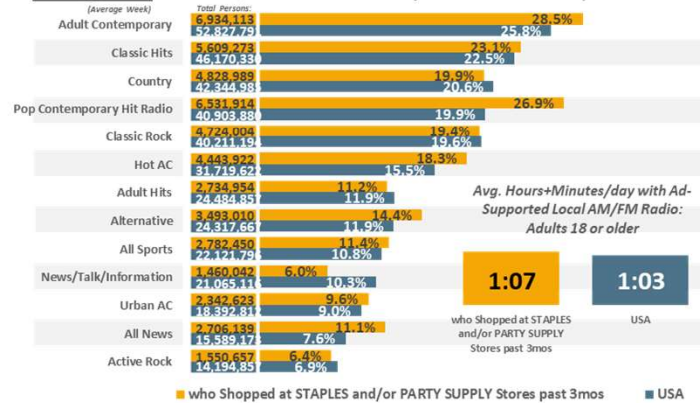


24,313,092 or 79.1% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Country, and Classic Rock.

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**



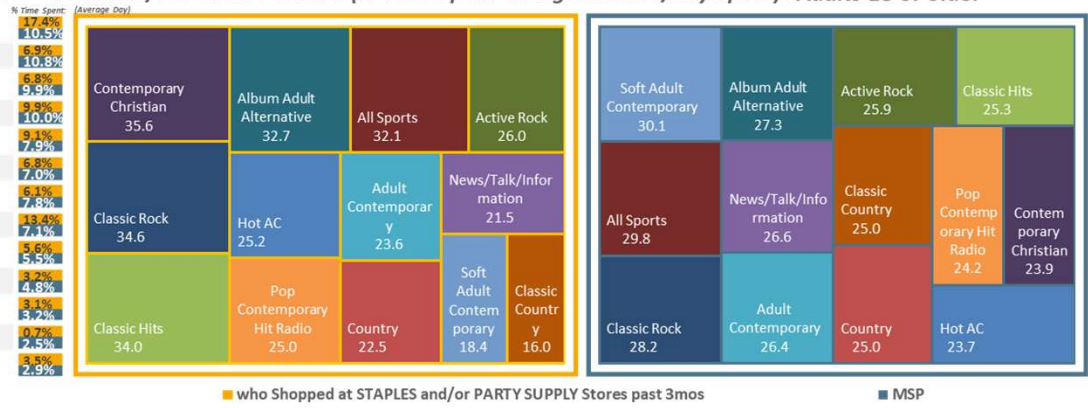
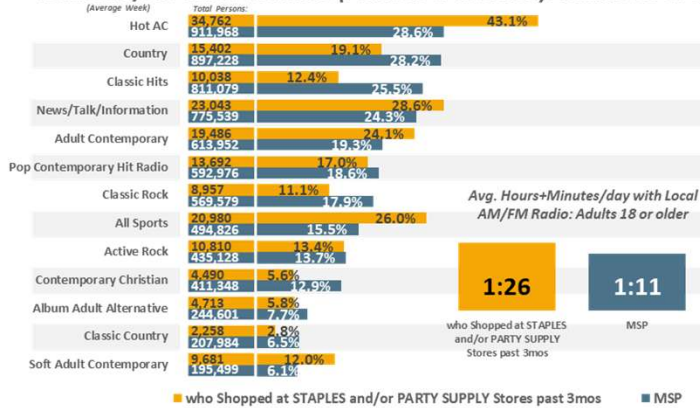
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



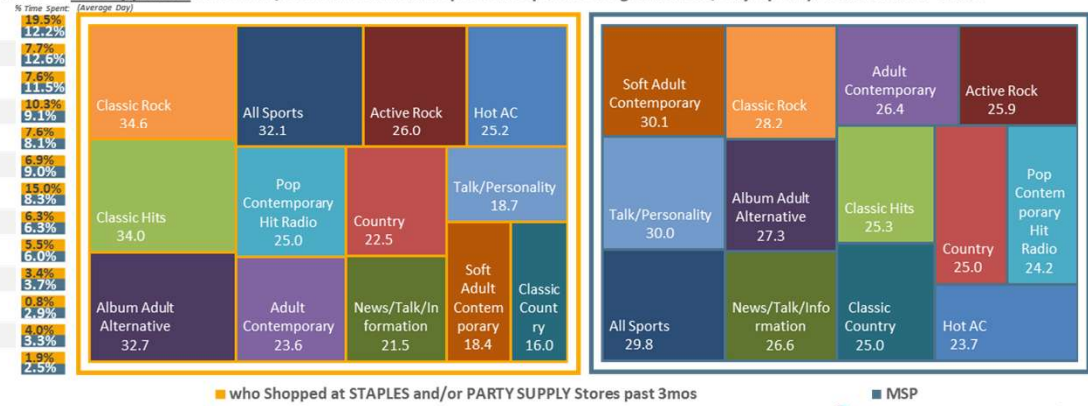
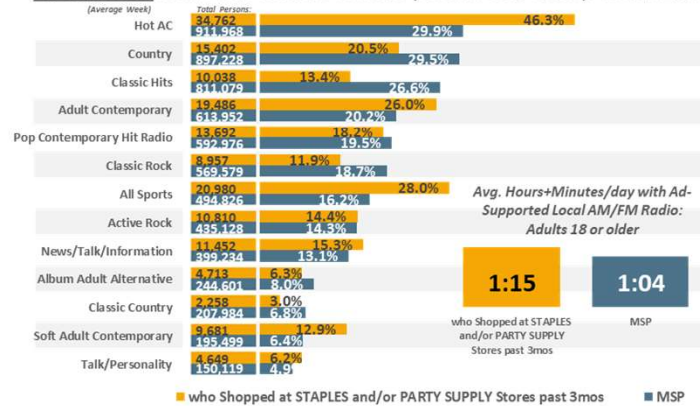


75,051 or 81.7% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, All Sports, Adult Contemporary, Country, and Pop Contemporary Hit Radio.

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



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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 56
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

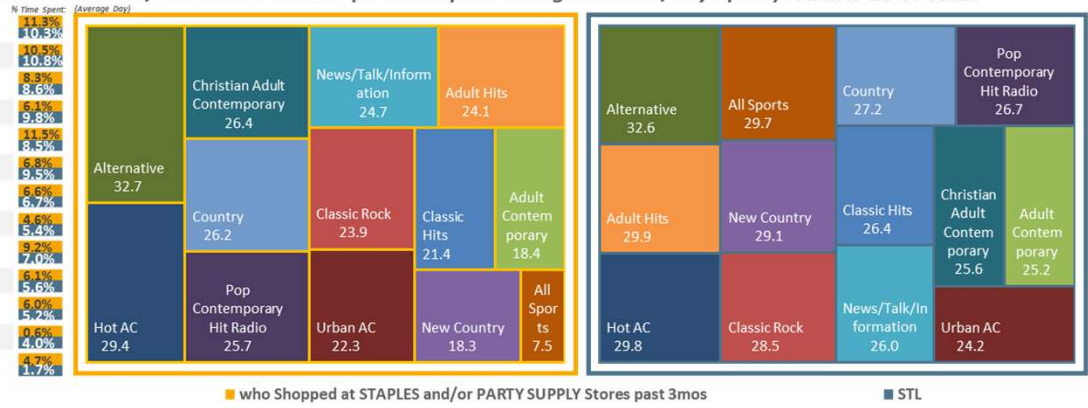
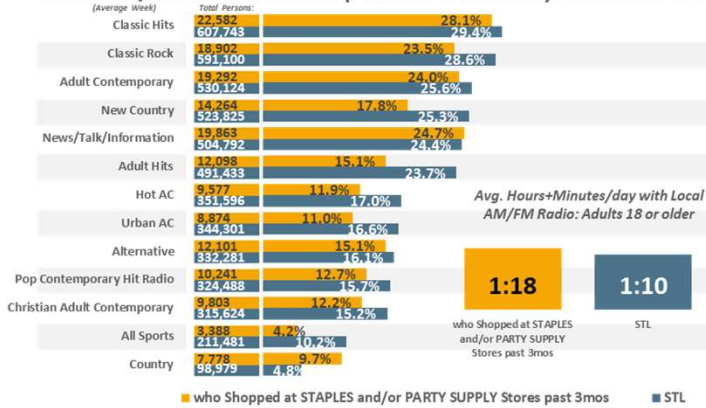
soefa.ai Share of Everything for Anything

(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)

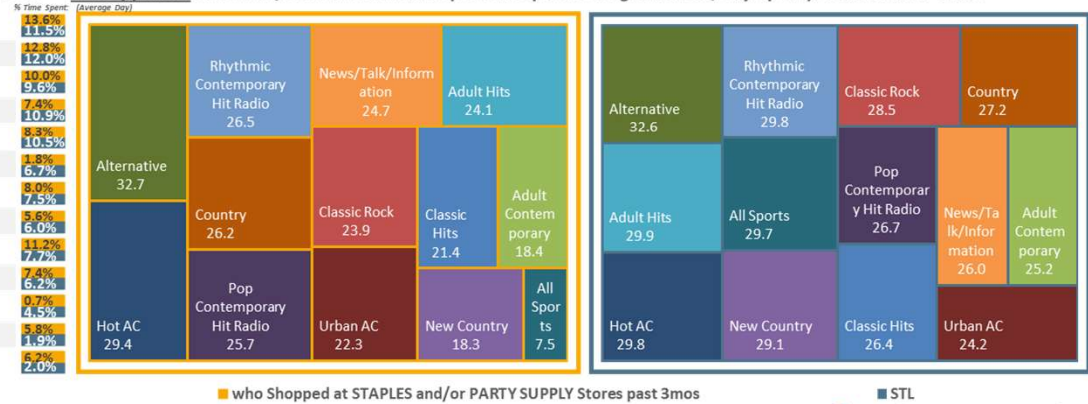
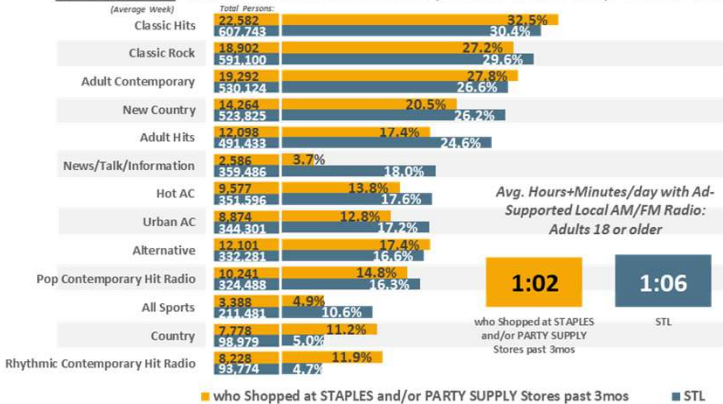


69,424 or 82.5% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Adult Contemporary, Classic Rock, New Country, and Alternative.

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**



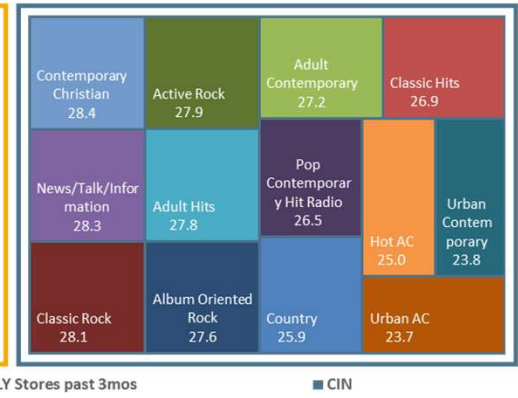
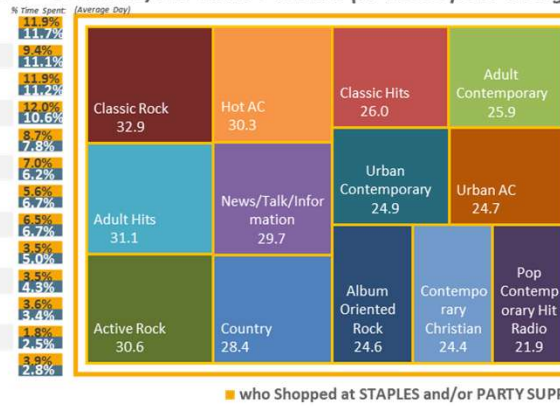
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



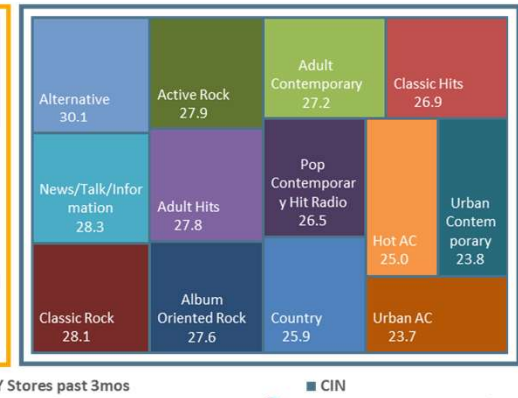
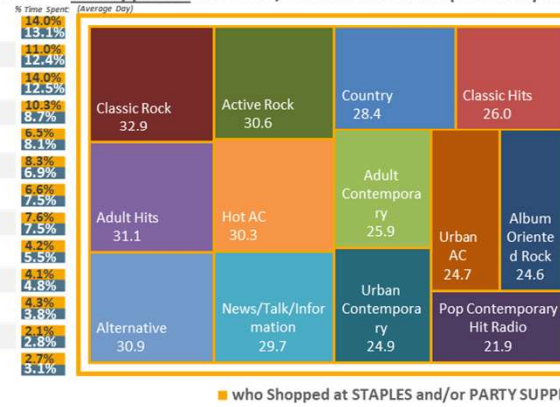
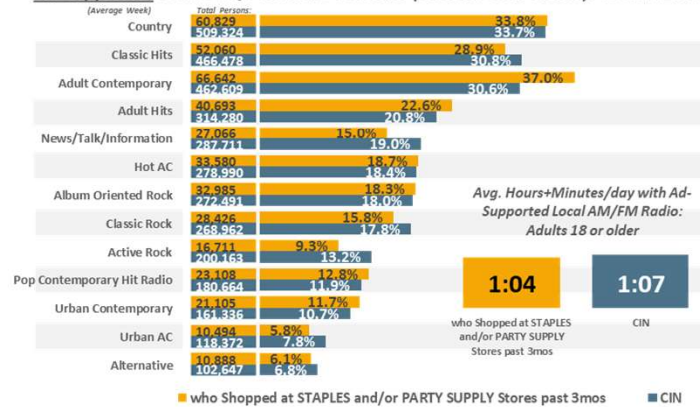


179,892 or 80.2% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Classic Hits, Adult Hits, and Hot AC.

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



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



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 272
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

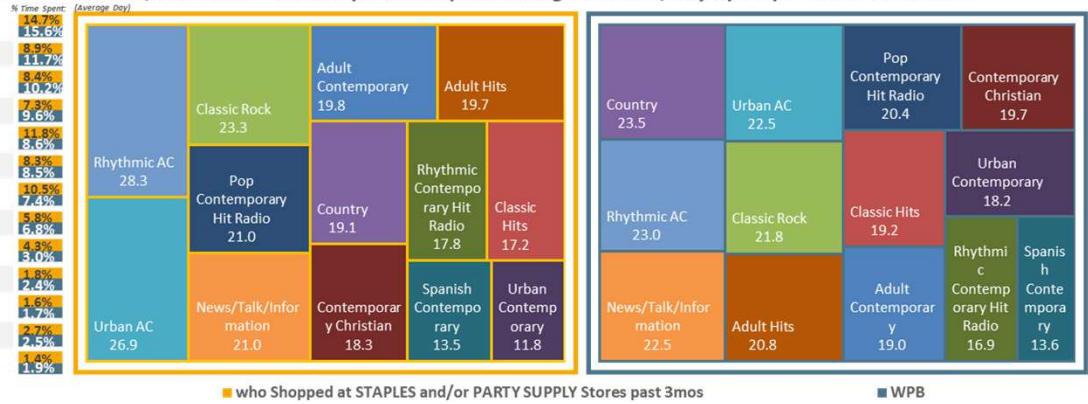
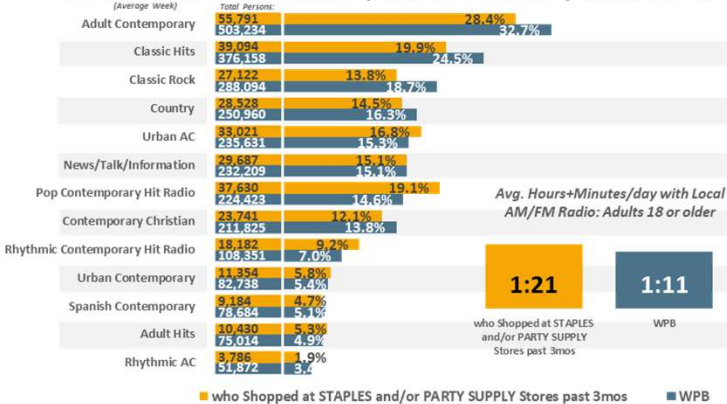
soefa.ai Share of Everything for Anything

(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)

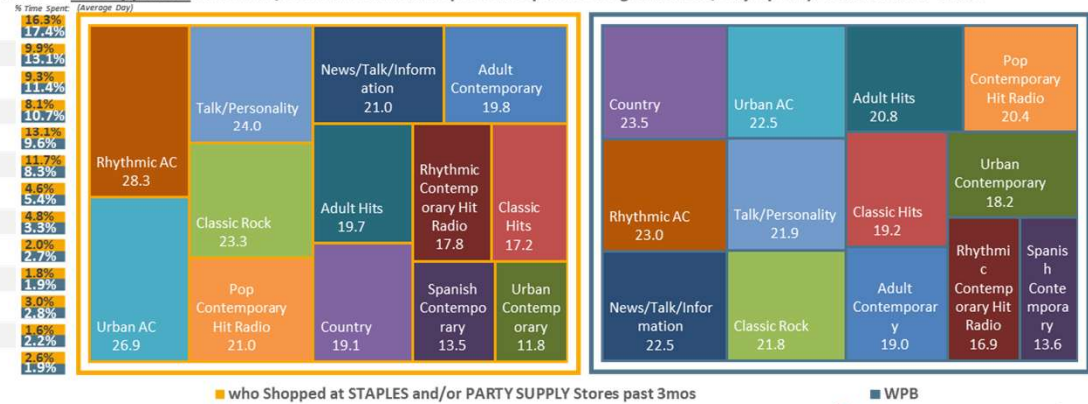
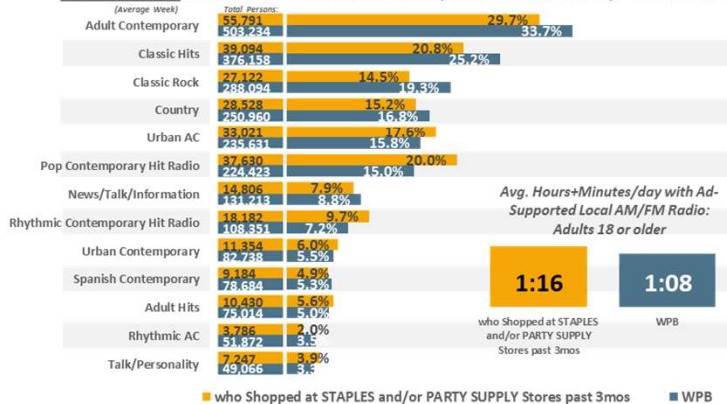


187,691 or 86.1% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Pop Contemporary Hit Radio, Urban AC, and Country.

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**

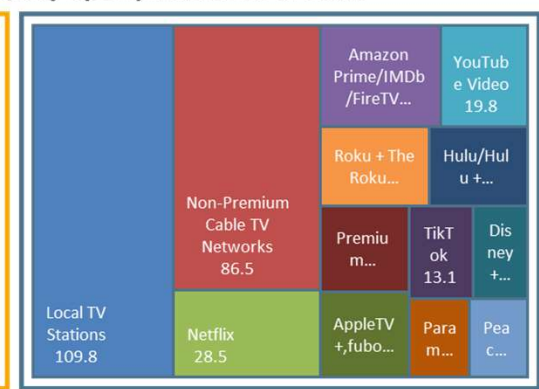
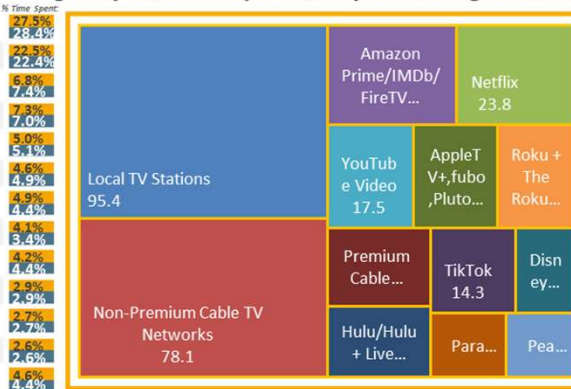
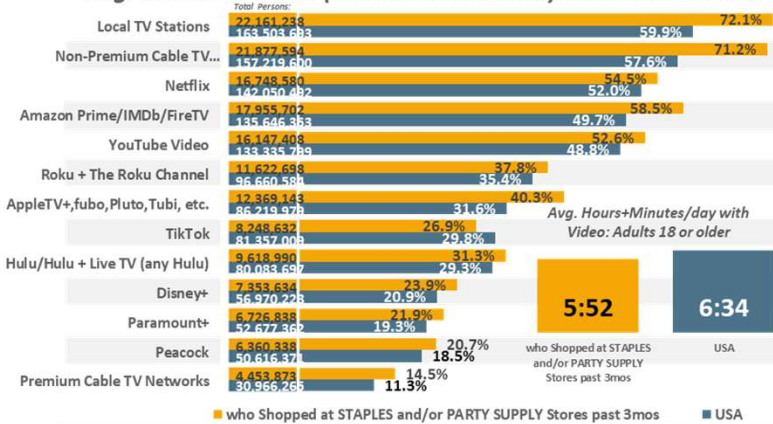




21,703,148 or 70.7% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos watch Ad-Supported Local TV Stations for an average of 87.1 minutes every day representing 30.1% of all time spent daily with Ad-Supported Video.

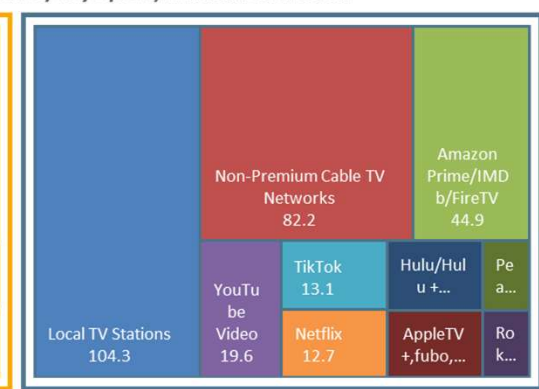
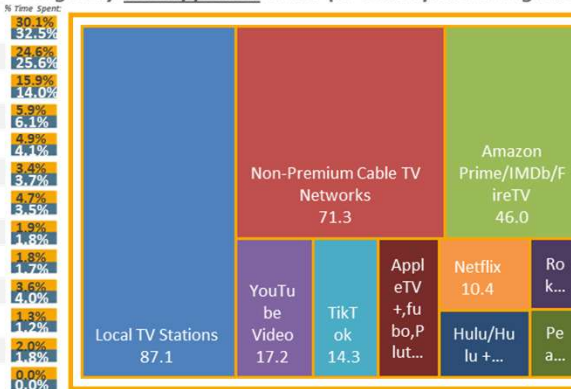
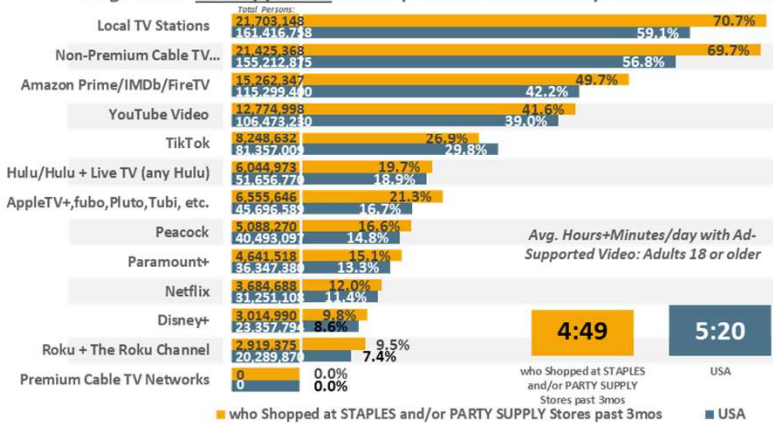
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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

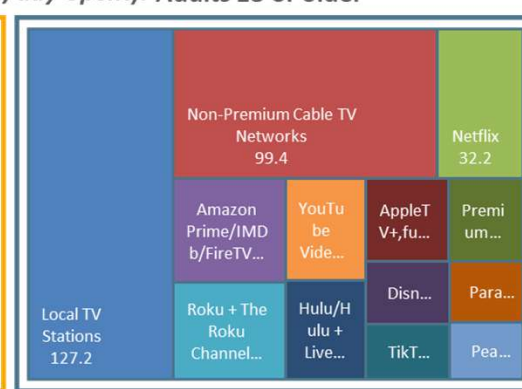
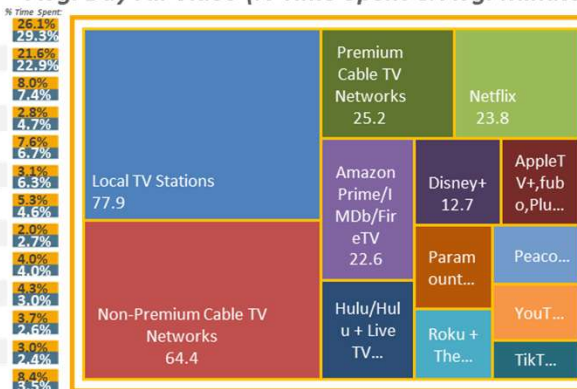
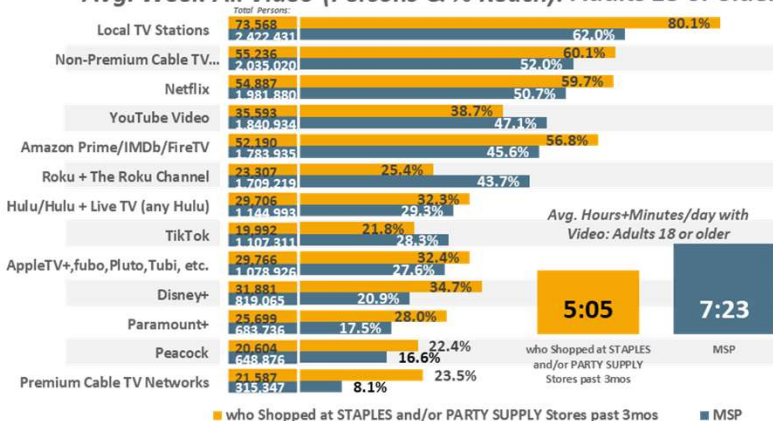




72,969 or 79.4% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos watch Ad-Supported Local TV Stations for an average of 70.3 minutes every day representing 28.4% of all time spent daily with Ad-Supported Video.

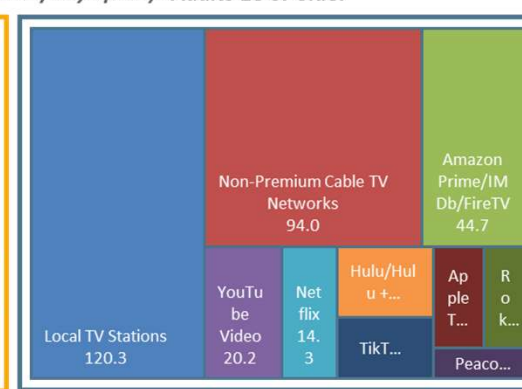
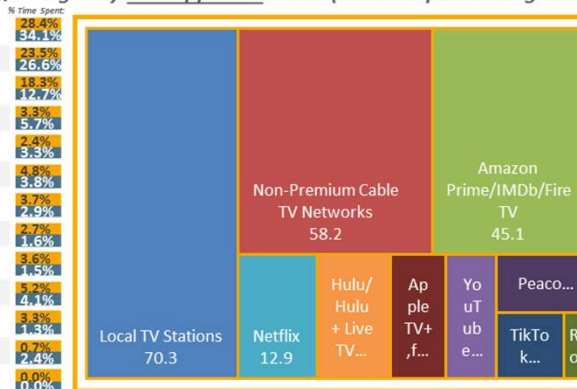
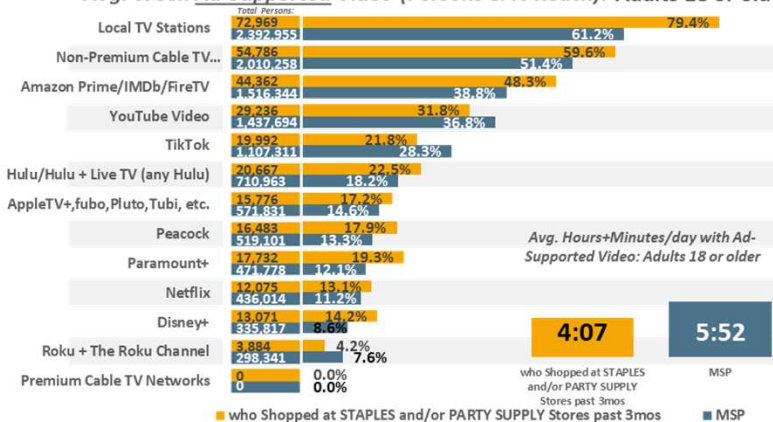
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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

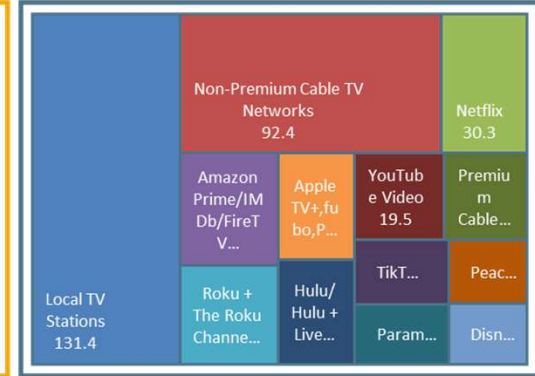
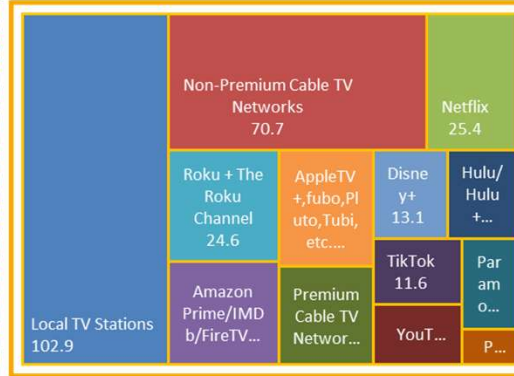
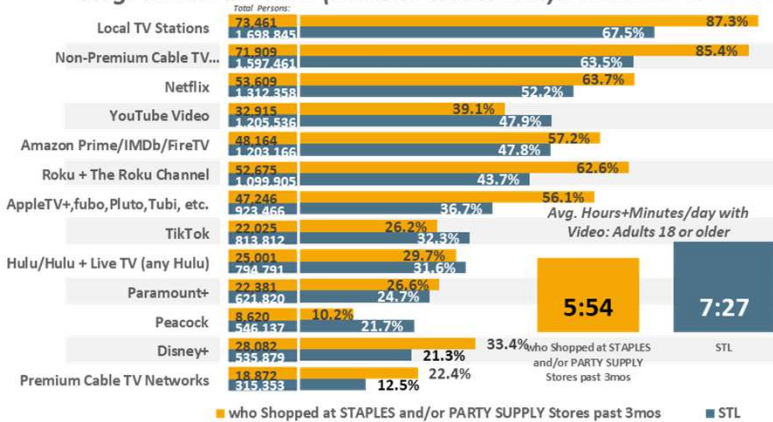




69,957 or 83.1% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos watch Ad-Supported Local TV Stations for an average of 95. minutes every day representing 34.2% of all time spent daily with Ad-Supported Video.

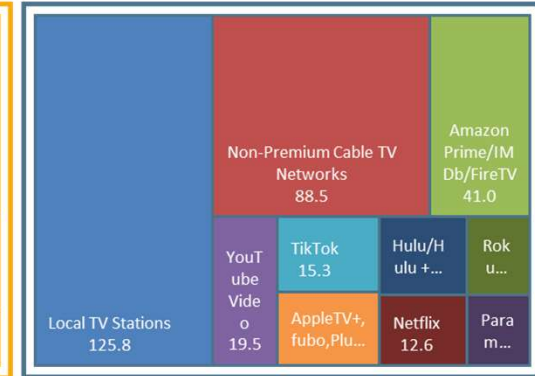
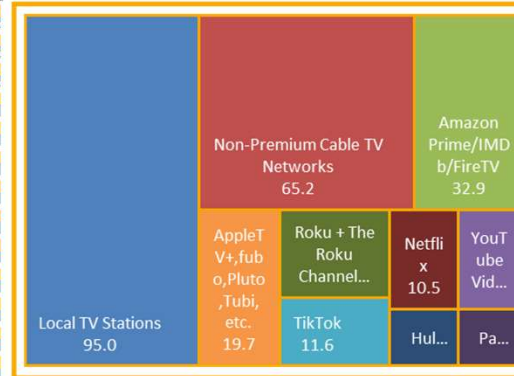
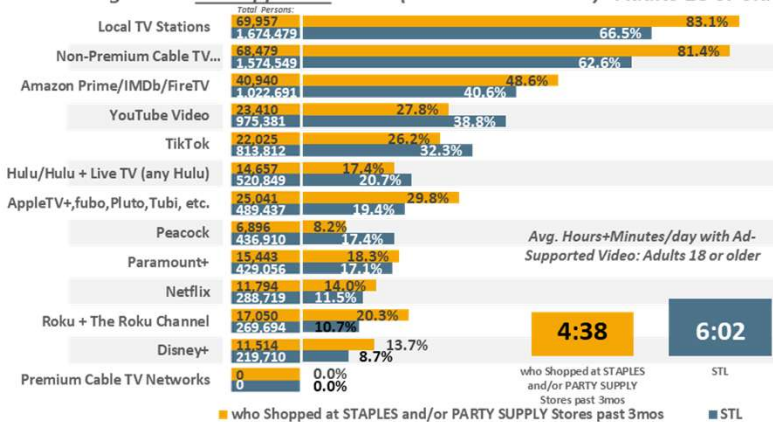
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 58
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

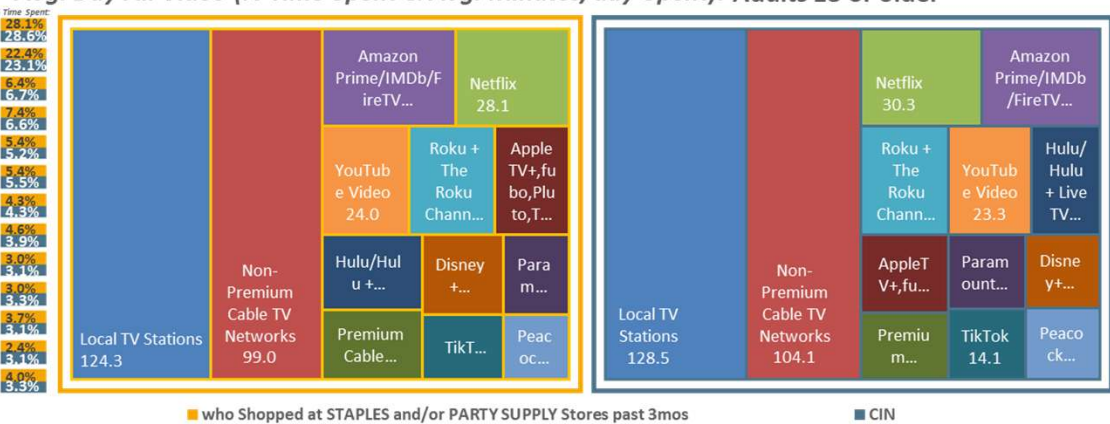
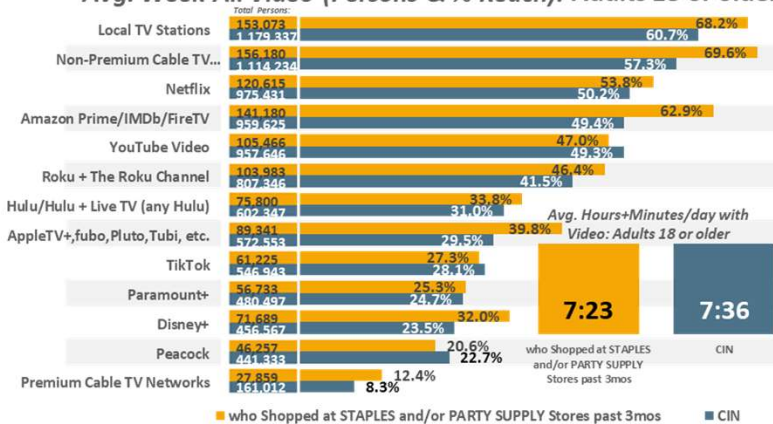
(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)



149,757 or 66.8% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos watch Ad-Supported Local TV Stations for an average of 115.3 minutes every day representing 32.2% of all time spent daily with Ad-Supported Video.

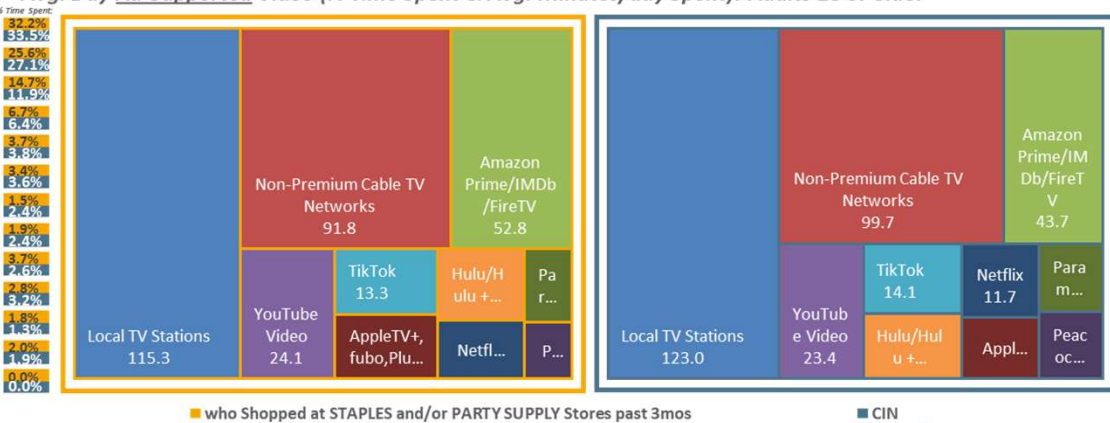
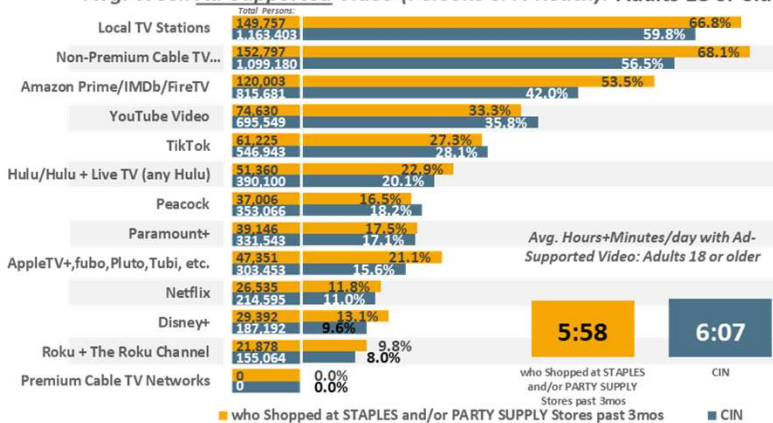
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 272
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

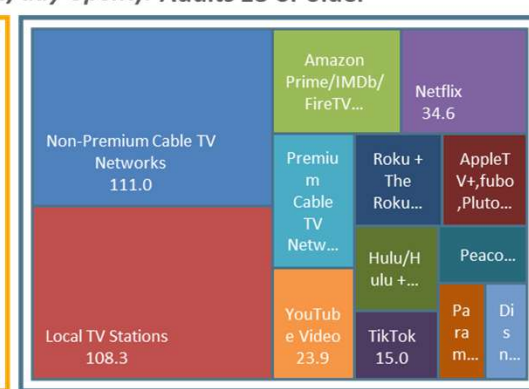
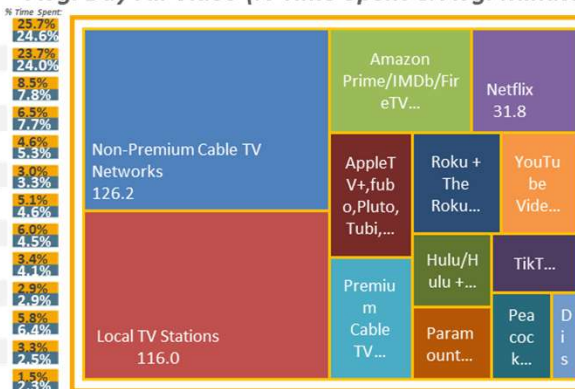
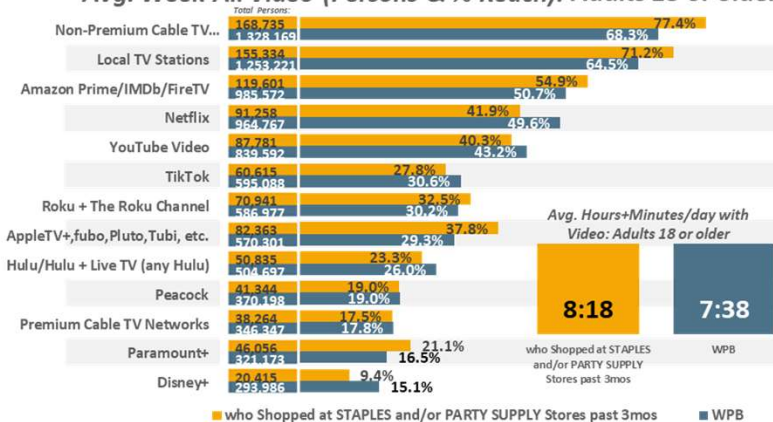
(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)



151,646 or 69.6% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos watch Ad-Supported Local TV Stations for an average of 108.7 minutes every day representing 26.1% of all time spent daily with Ad-Supported Video.

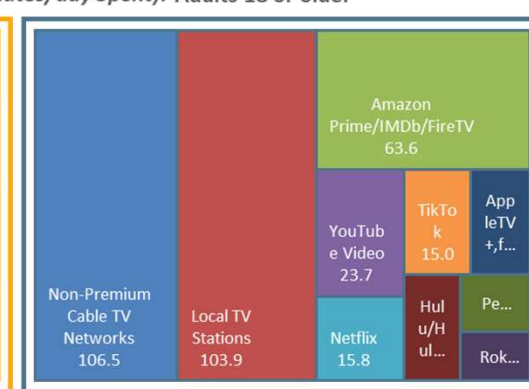
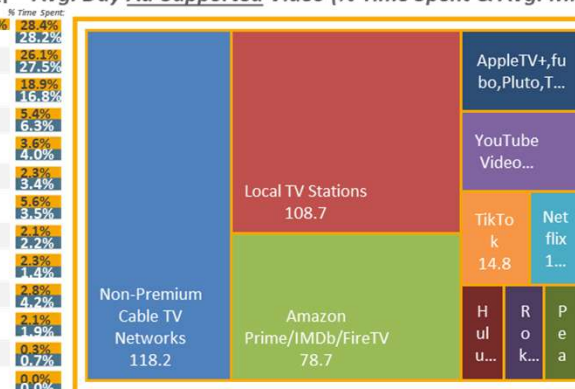
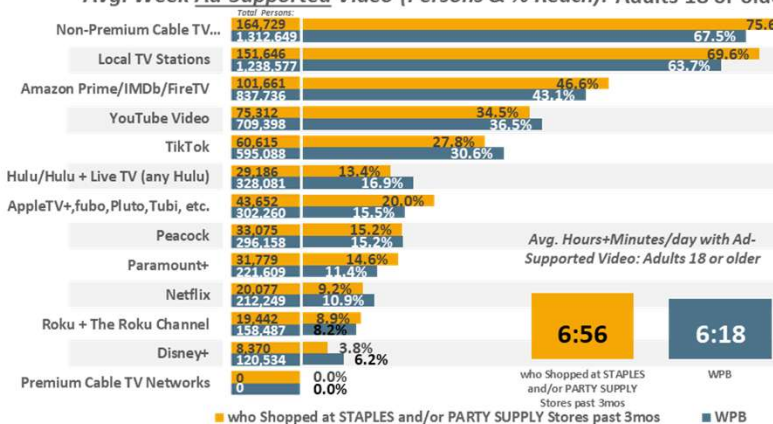
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 373
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

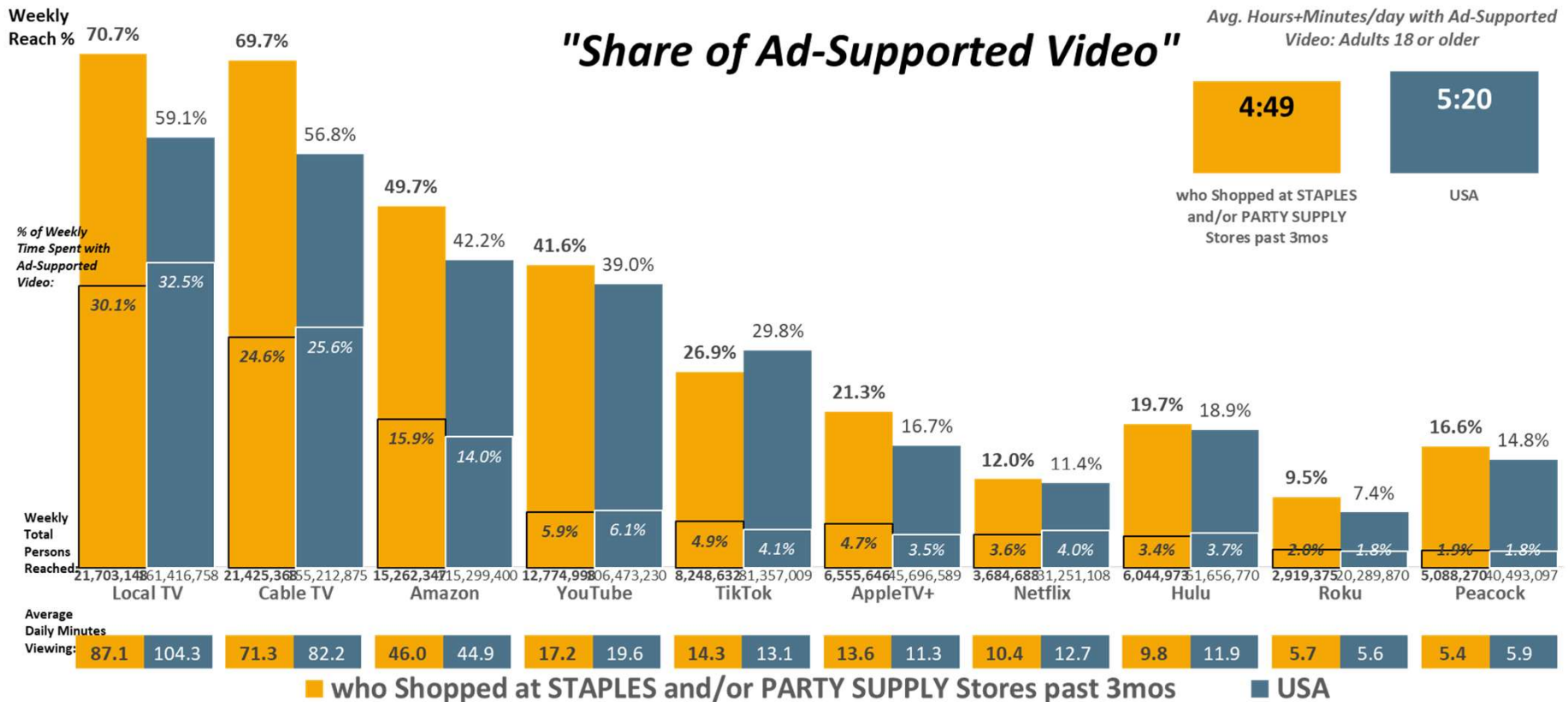
soefa.ai Share of Everything for Anything

(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)



21,703,148 or 70.7% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos watch Ad-Supported Local TV Stations for an average of 87.1 minutes every day representing 30.1% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 3,219
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

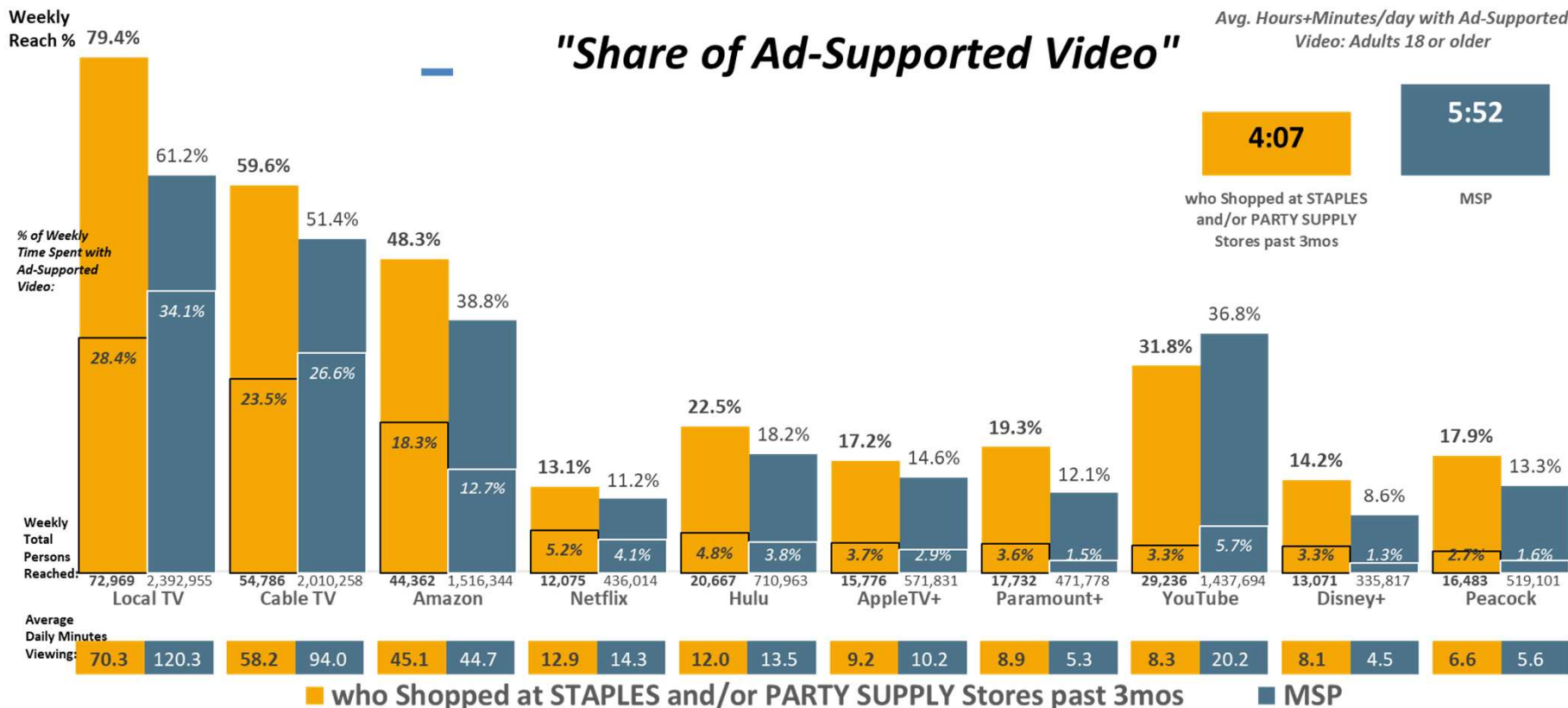
soefa.ai Share of Everything for Anything

(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)



72,969 or 79.4% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos watch Ad-Supported Local TV Stations for an average of 70.3 minutes every day representing 28.4% of all time spent daily with Ad-Supported Video.

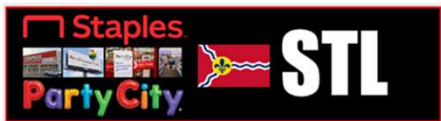
"Share of Ad-Supported Video"



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 56 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,934
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

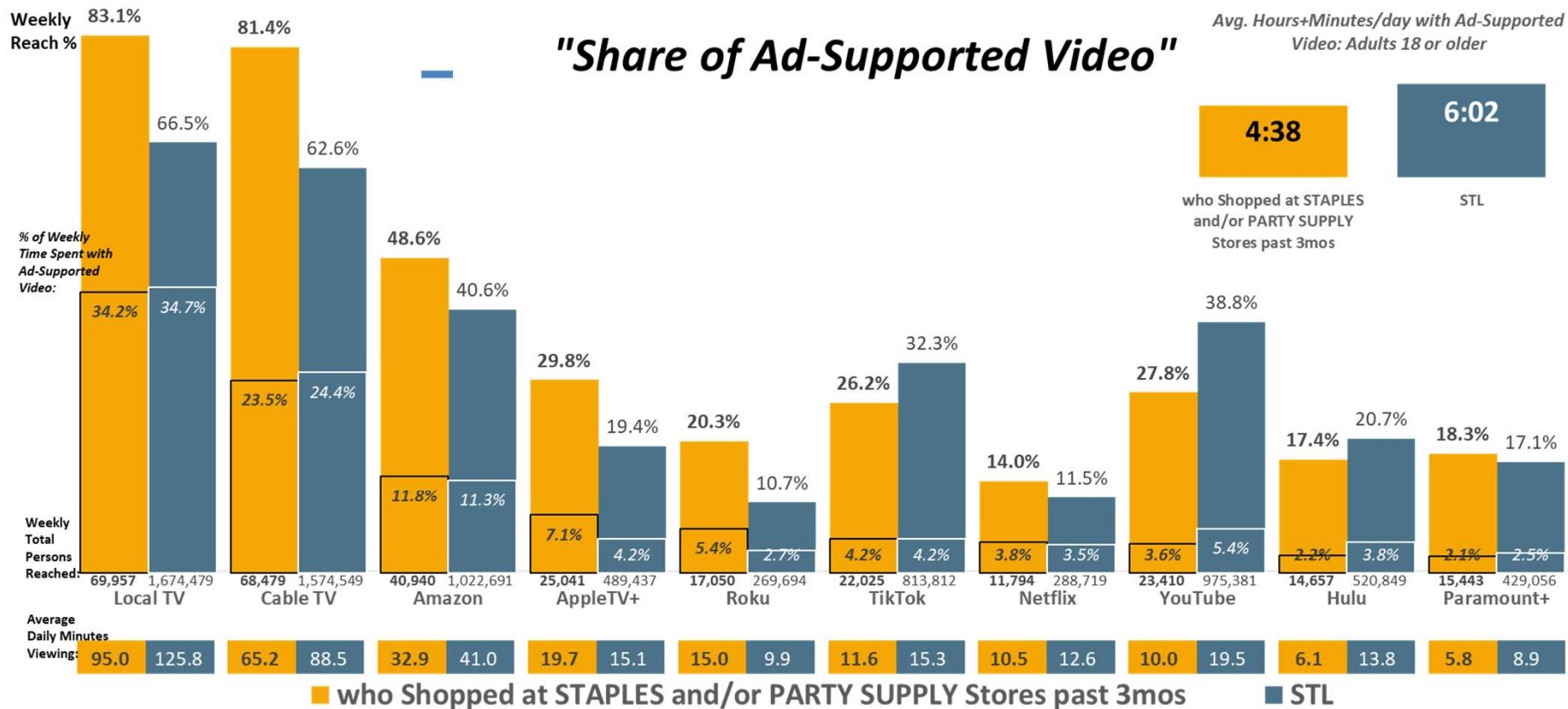
soefa.ai Share of Everything for Anything

(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)

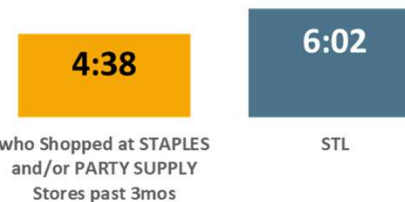


69,957 or 83.1% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos watch Ad-Supported Local TV Stations for an average of 95. minutes every day representing 34.2% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



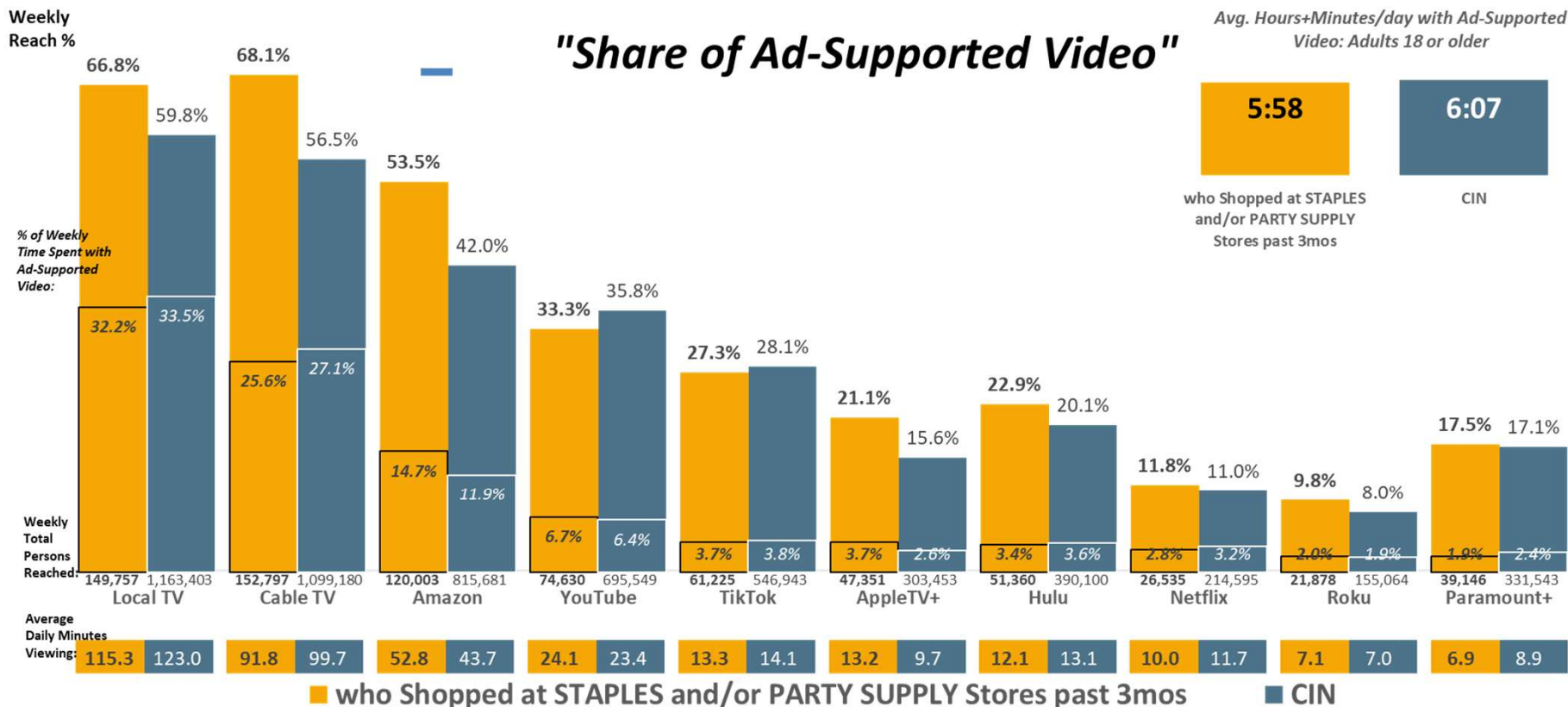
Avg. Hours+Minutes/day with Ad-Supported Video: Adults 18 or older





149,757 or 66.8% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos watch Ad-Supported Local TV Stations for an average of 115.3 minutes every day representing 32.2% of all time spent daily with Ad-Supported Video.

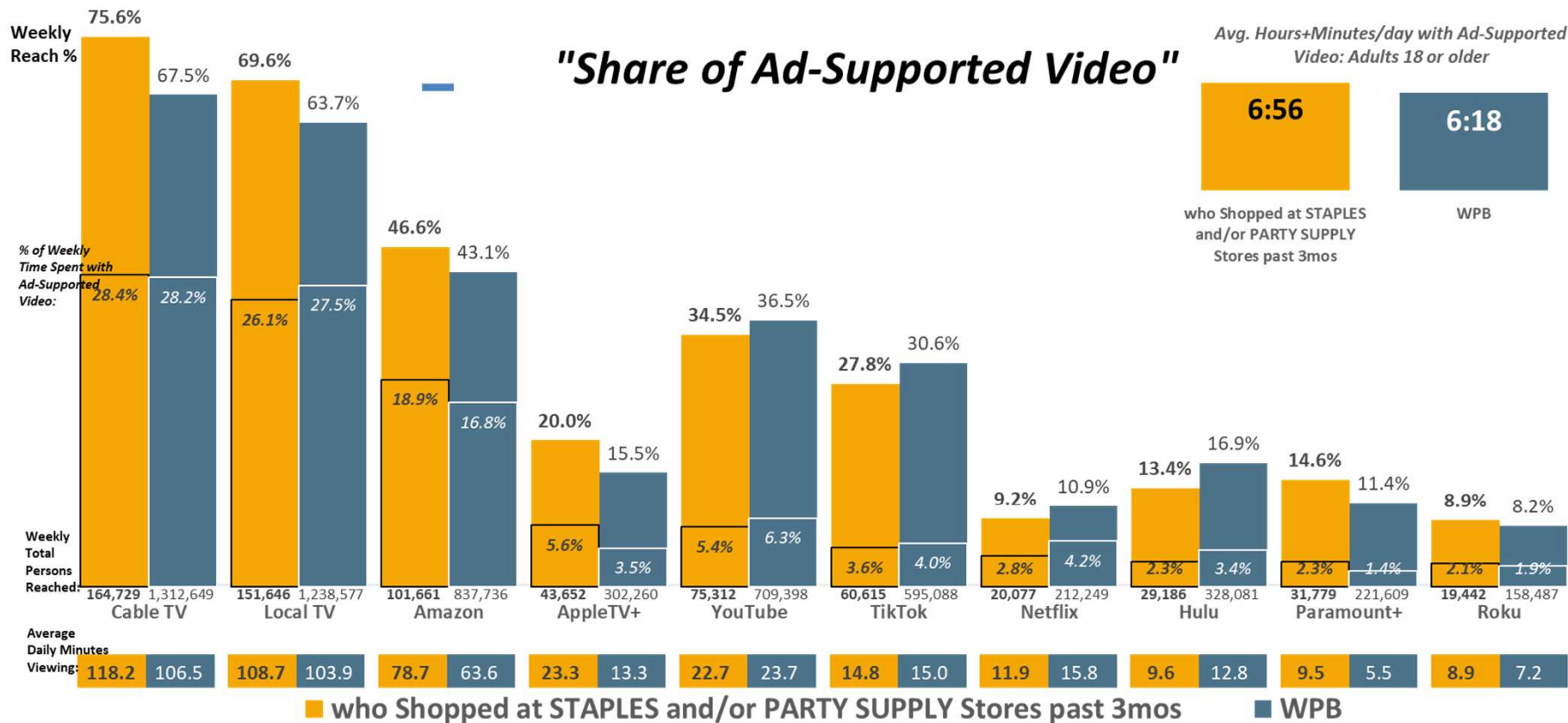
"Share of Ad-Supported Video"





151,646 or 69.6% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos watch Ad-Supported Local TV Stations for an average of 108.7 minutes every day representing 26.1% of all time spent daily with Ad-Supported Video.

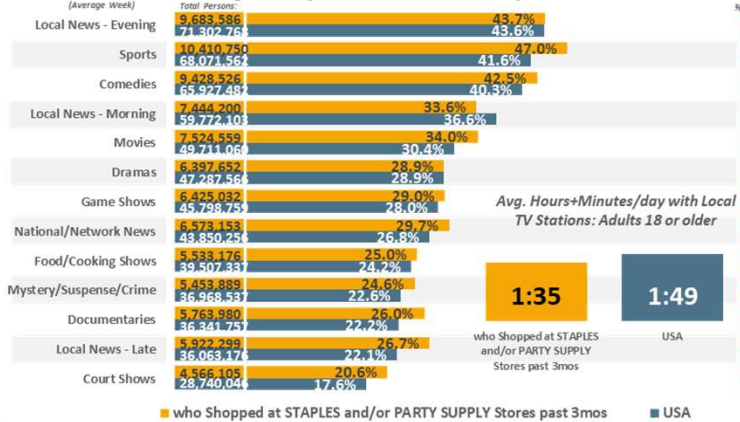
"Share of Ad-Supported Video"



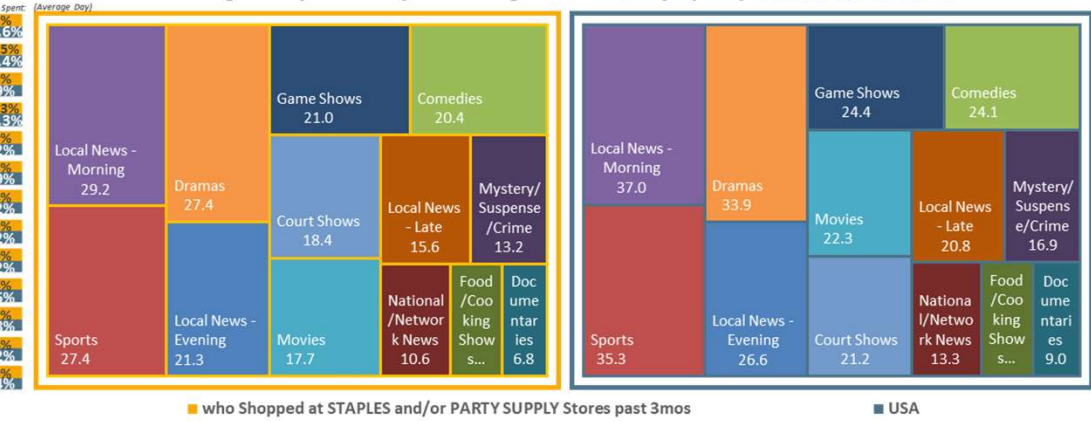


21,703,148 or 70.7% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Movies, and Game Shows.

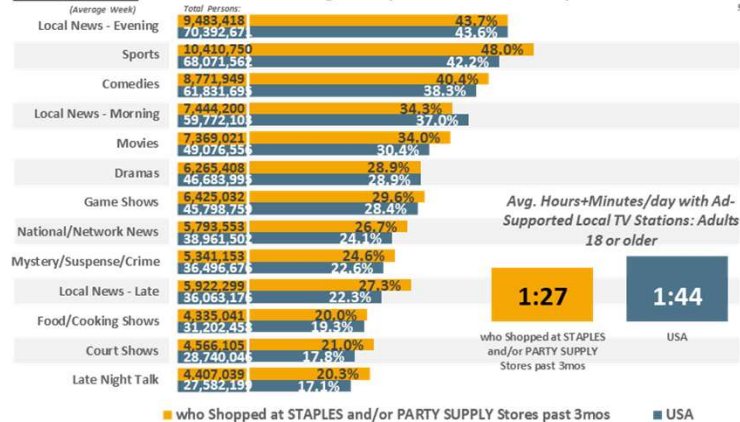
Local TV Station Programs (Persons & % Reach): Adults 18 or older



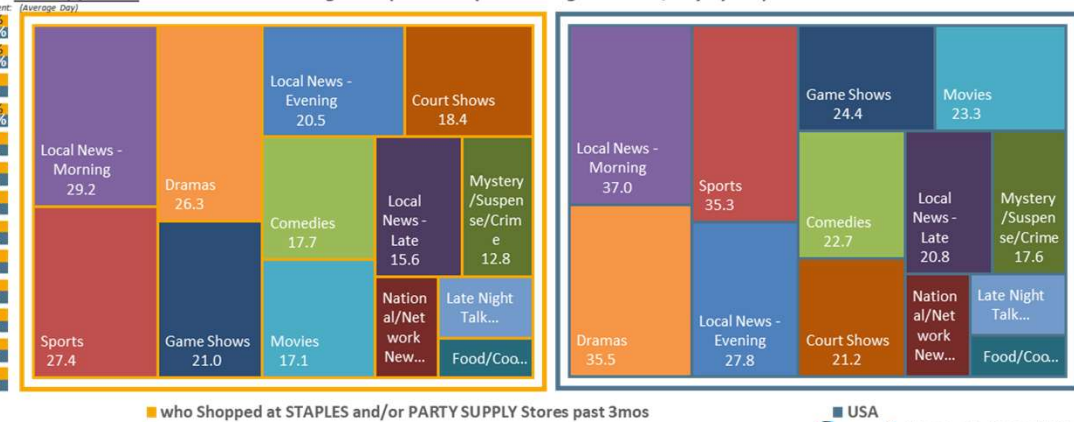
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



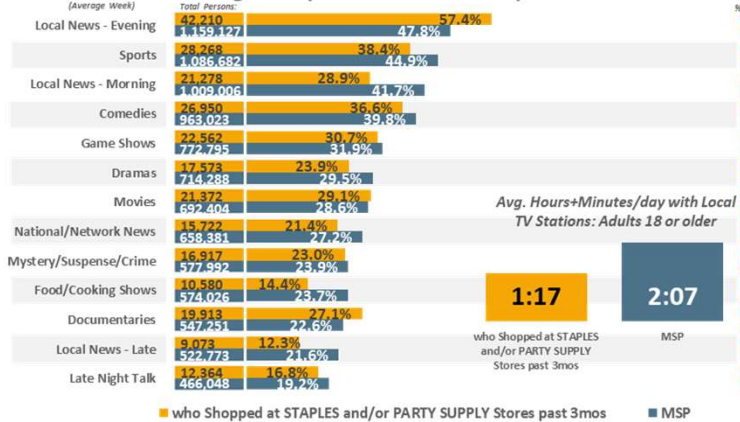
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



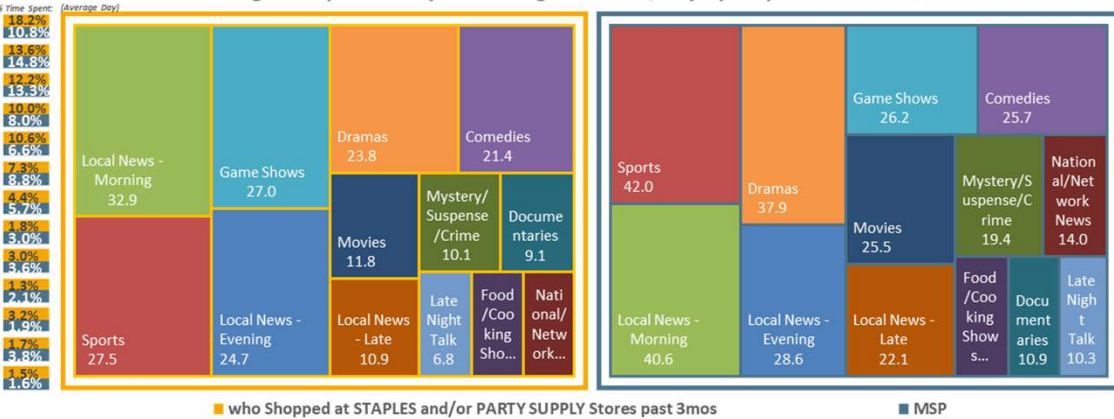


72,969 or 79.4% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Comedies, Game Shows, Local News - Morning, and Movies.

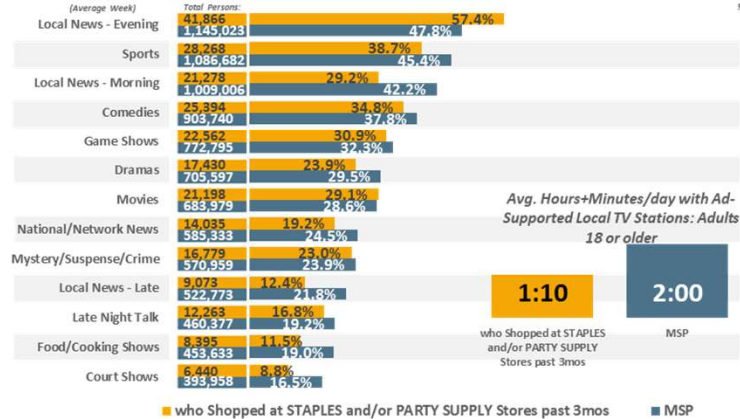
Local TV Station Programs (Persons & % Reach): Adults 18 or older



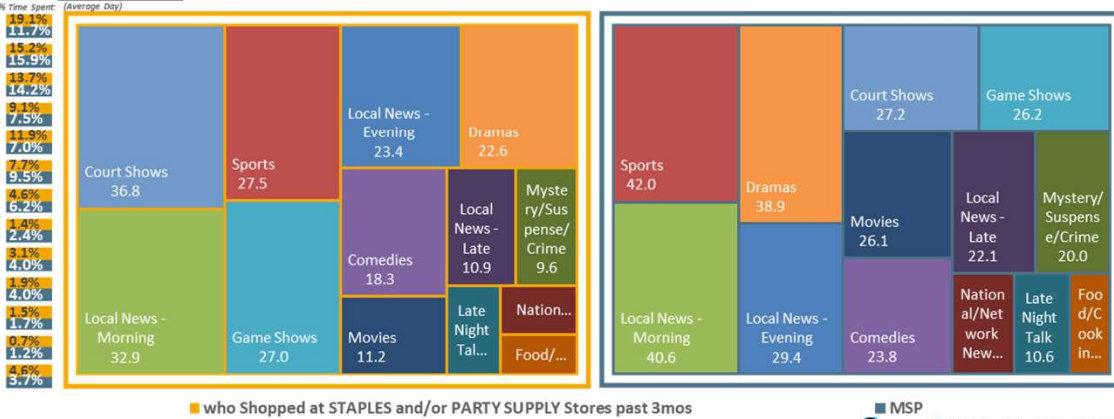
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



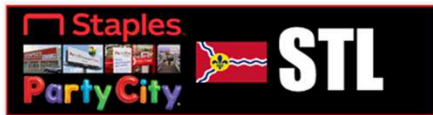
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 56
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

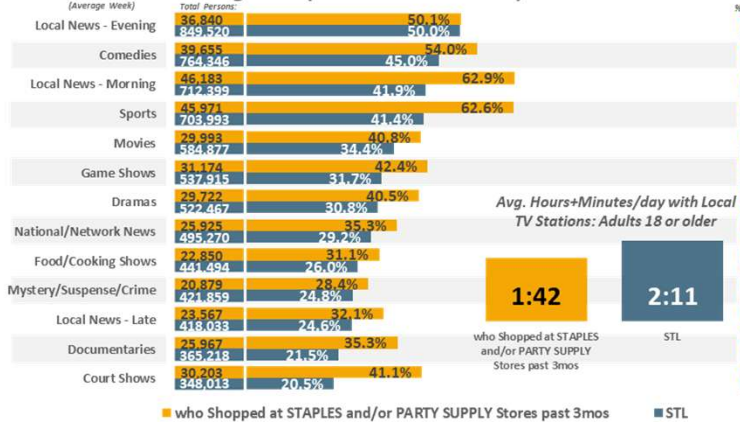
soefa.ai Share of Everything for Anything

(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)

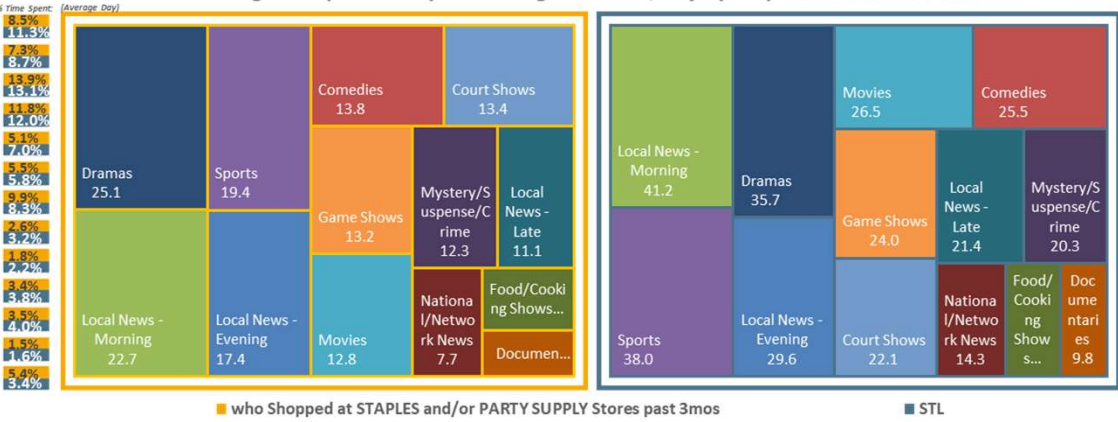


69,957 or 83.1% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Sports, Comedies, Local News - Evening, Daytime Soap Operas, and Game Show

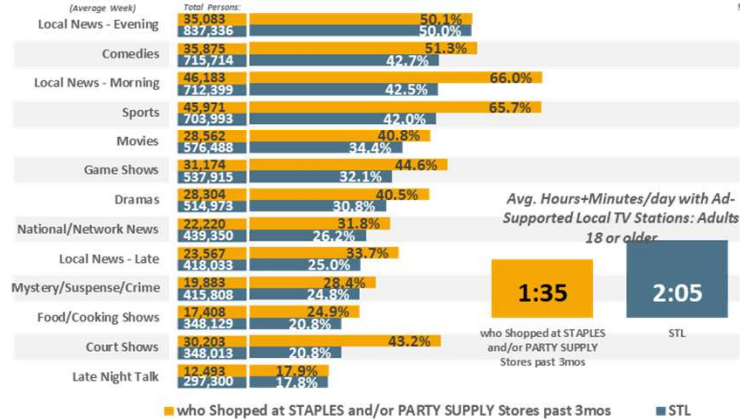
Local TV Station Programs (Persons & % Reach): Adults 18 or older



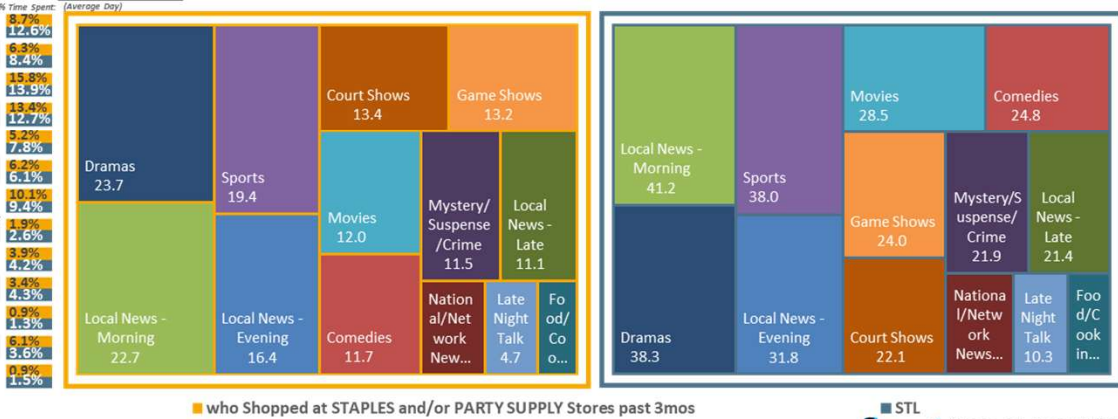
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 58
 All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

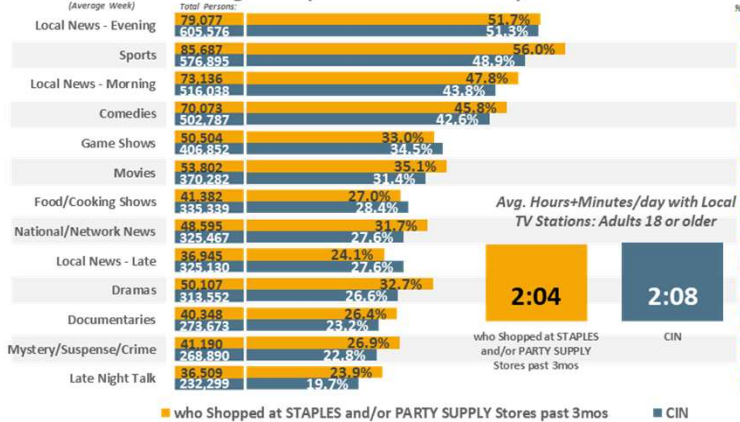
soefa.ai STL Share of Everything for Anything

(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)

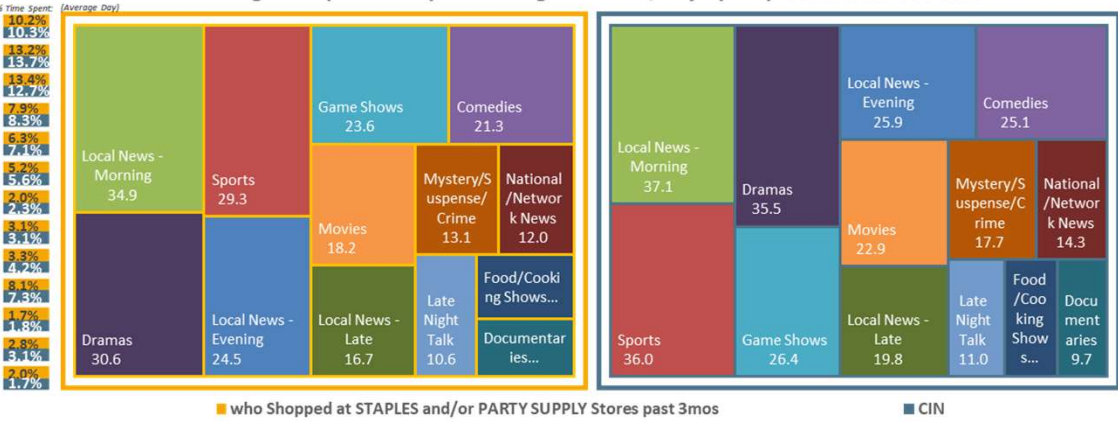


149,757 or 66.8% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Movies, and Game Shows.

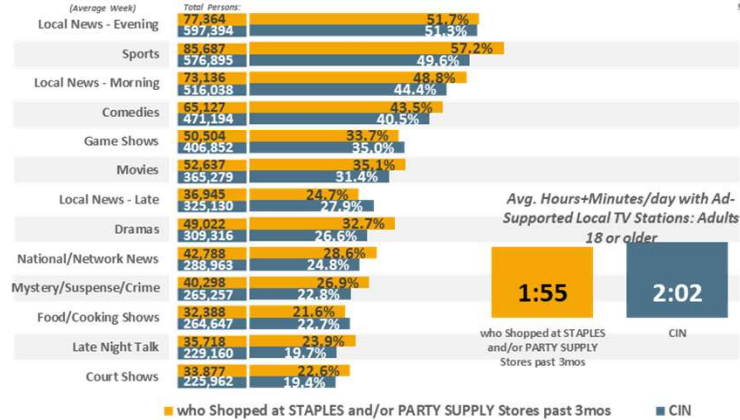
Local TV Station Programs (Persons & % Reach): Adults 18 or older



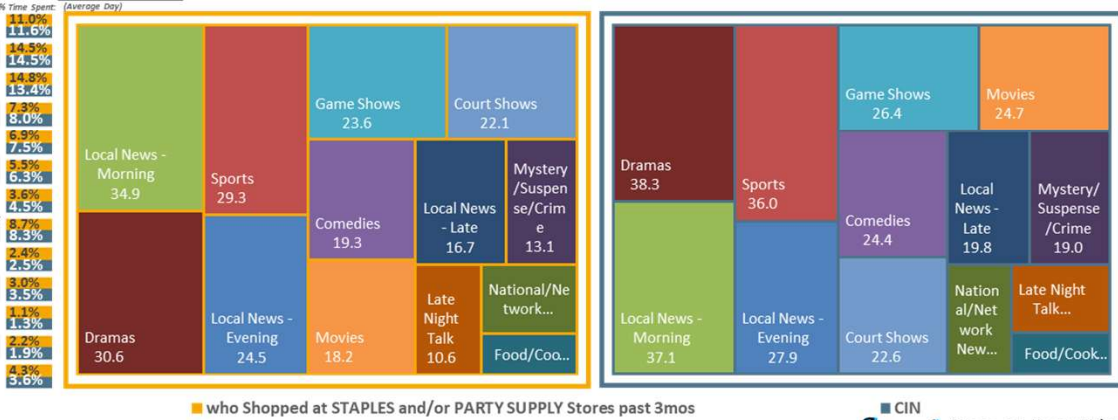
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 272
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

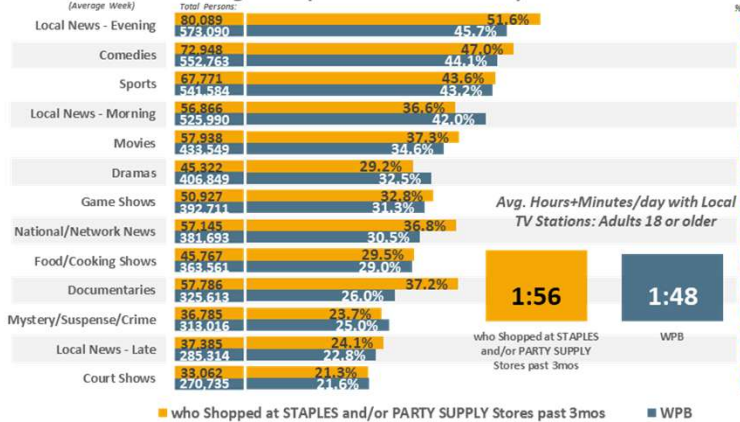
soefa.ai Share of Everything for Anything

(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)

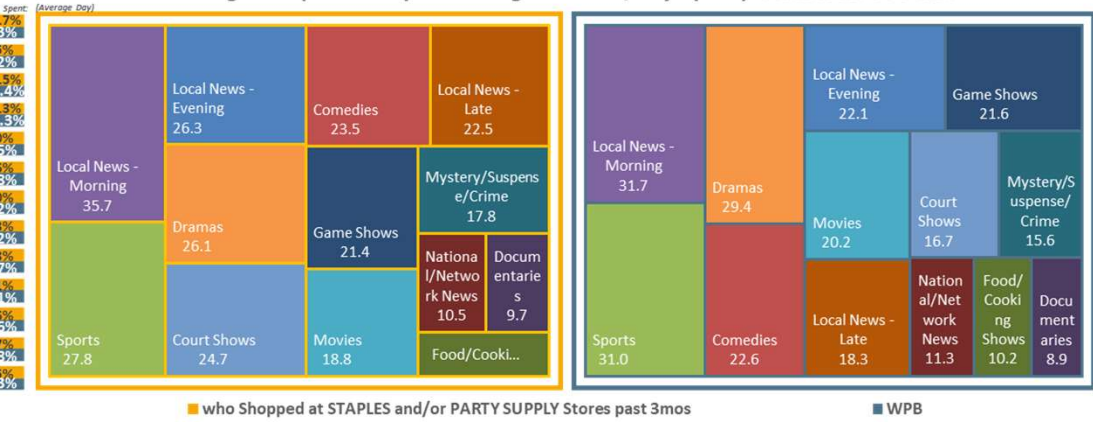


151,646 or 69.6% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Comedies, Local News - Morning, Movies, and Game Shows.

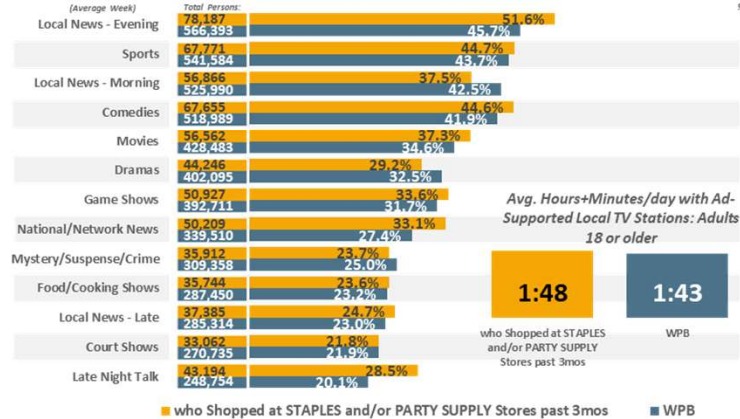
Local TV Station Programs (Persons & % Reach): Adults 18 or older



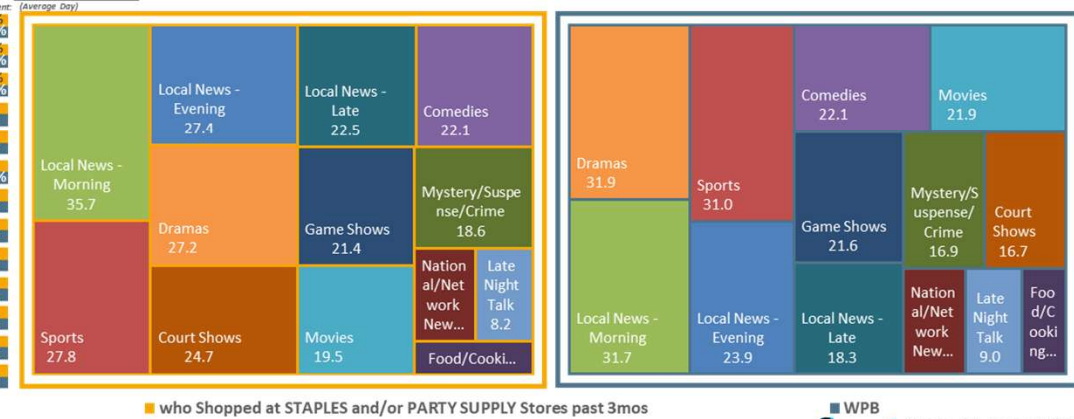
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 373
 All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai WPB
 Share of Everything for Anything

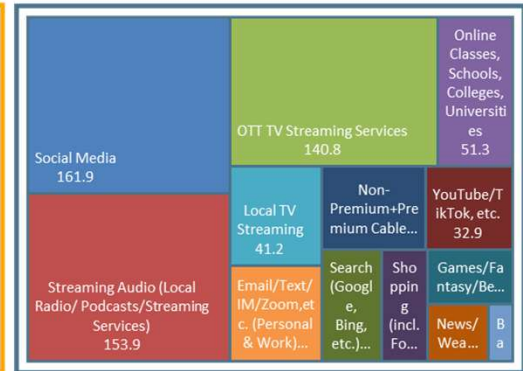
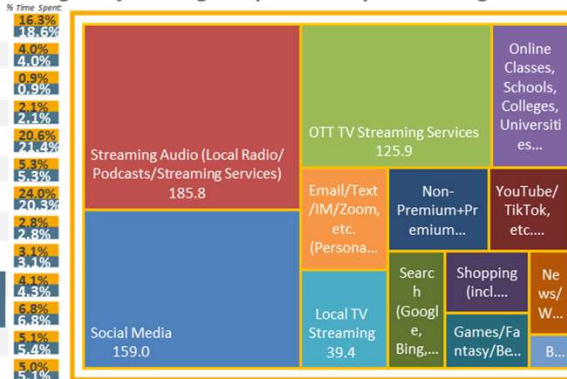
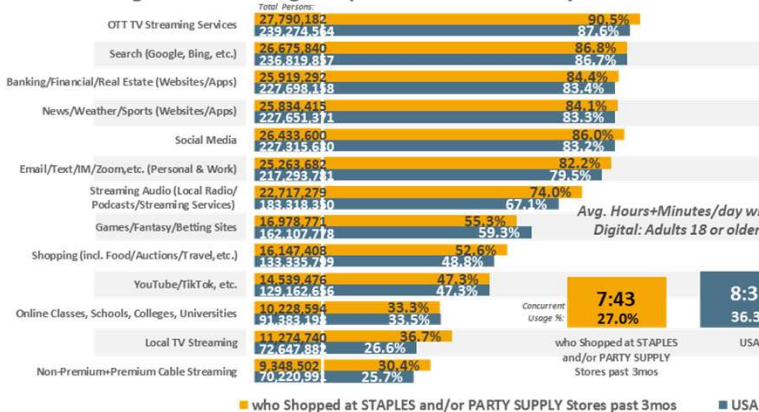
(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)



23,850,295 or 77.6% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos use Ad-Supported Social Media for an average of 143.4 minutes every day representing 25.2% of all time spent daily with Ad-Supported Digital Media.

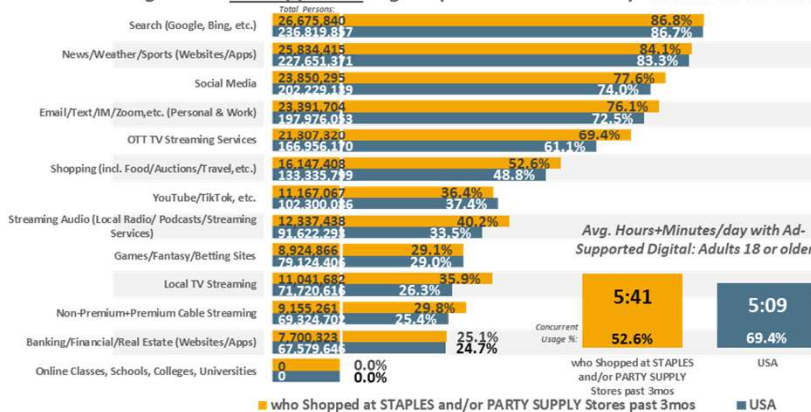
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 3,219
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

soefa.ai Share of Everything for Anything

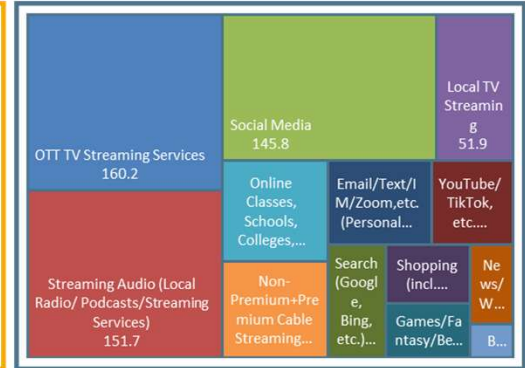
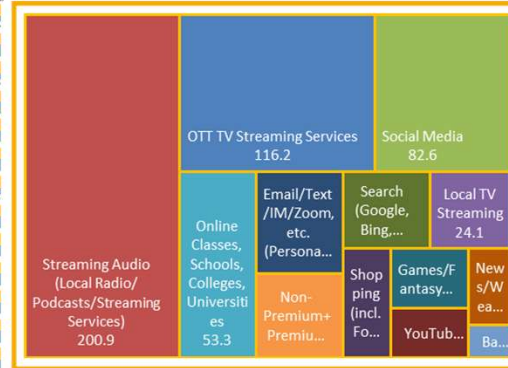
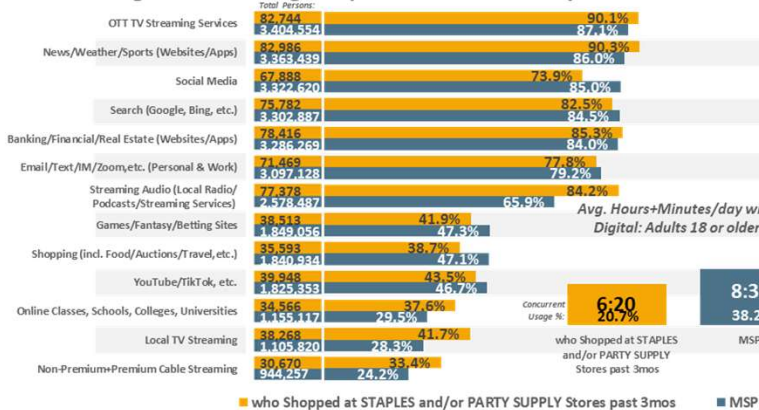
(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)



64,586 or 70.3% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos use Ad-Supported Social Media for an average of 78.6 minutes every day representing 17.7% of all time spent daily with Ad-Supported Digital Media.

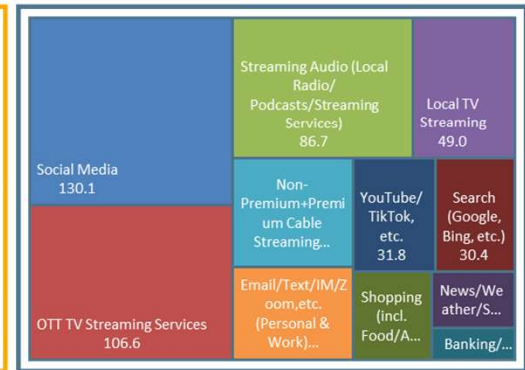
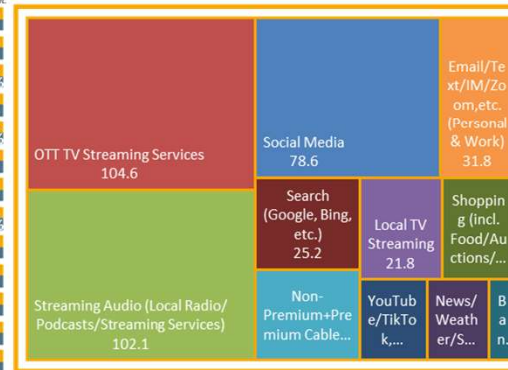
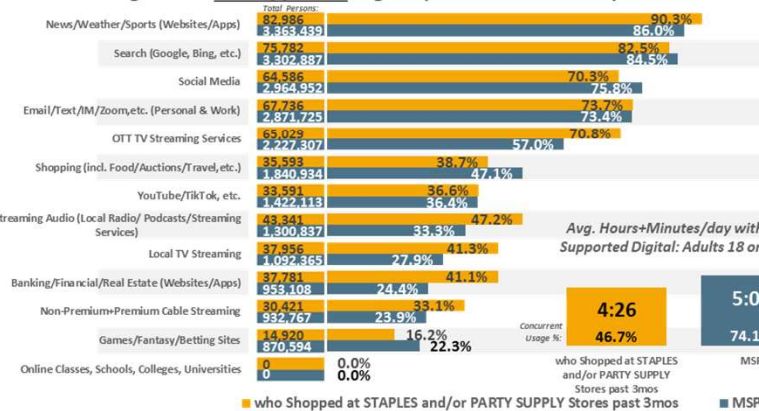
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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

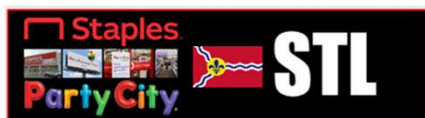
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 56
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

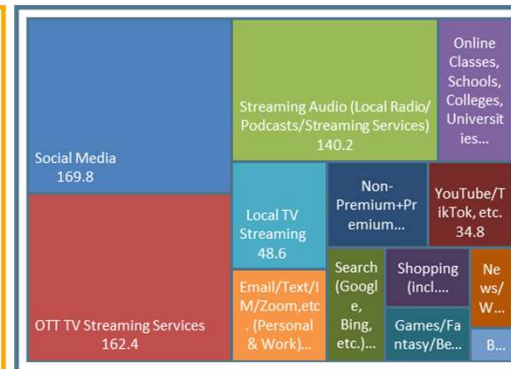
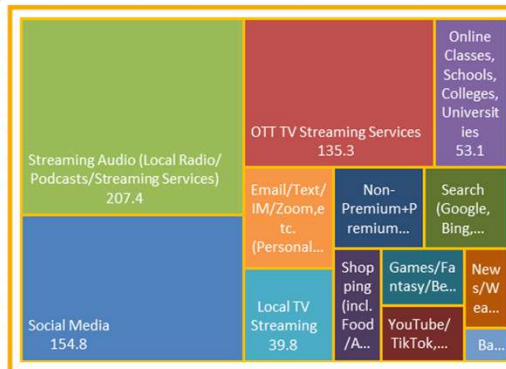
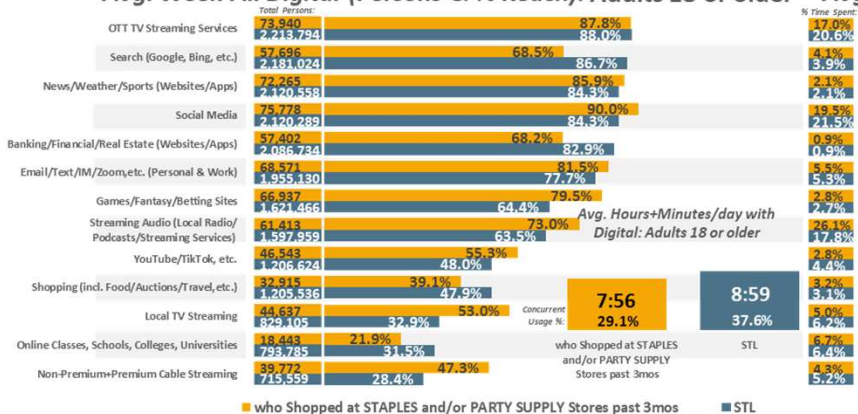
(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)



53,714 or 63.8% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos use Ad-Supported Social Media for an average of 109.8 minutes every day representing 19.9% of all time spent daily with Ad-Supported Digital Media.

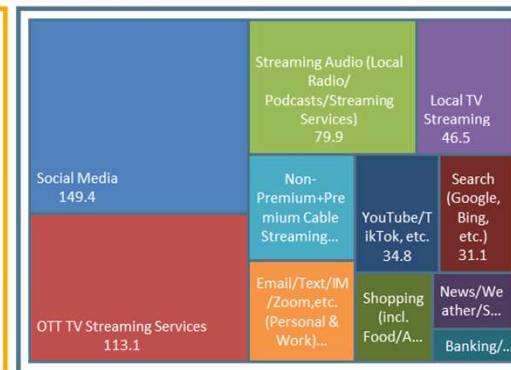
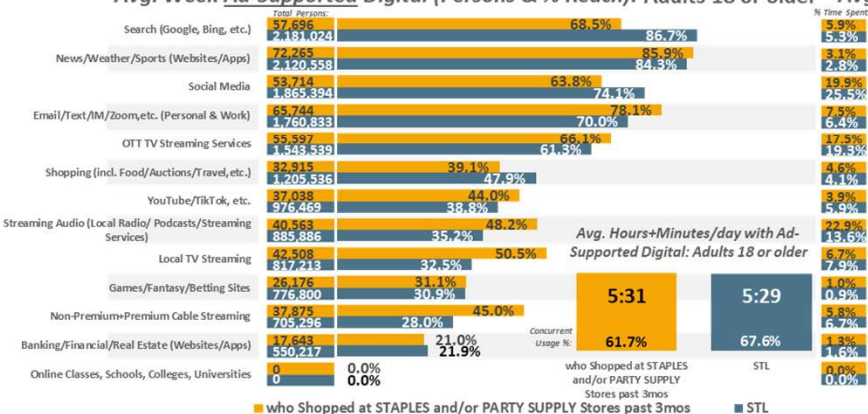
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 58
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

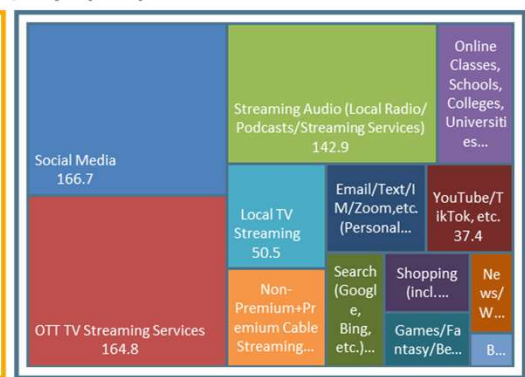
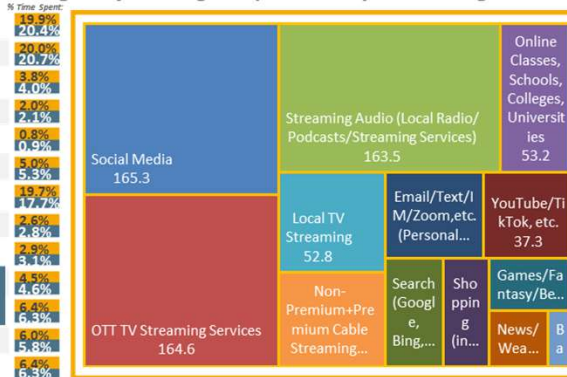
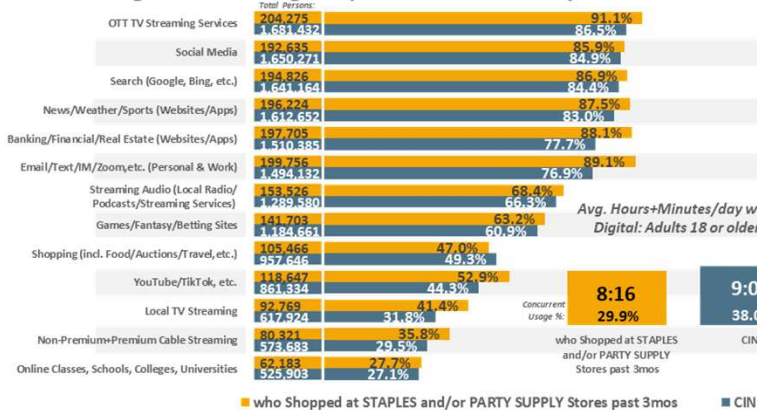
(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)



171,631 or 76.5% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos use Ad-Supported Social Media for an average of 147.3 minutes every day representing 24.2% of all time spent daily with Ad-Supported Digital Media.

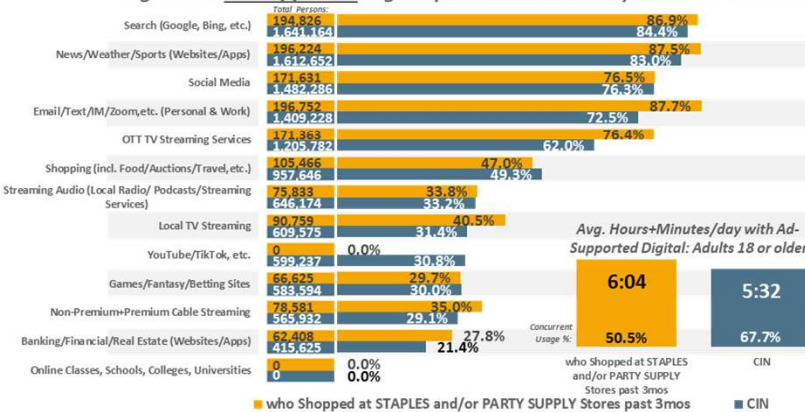
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 272
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

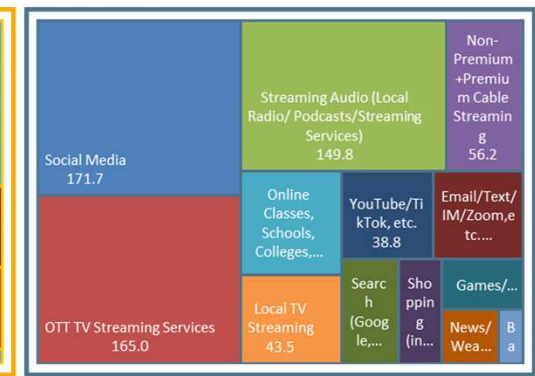
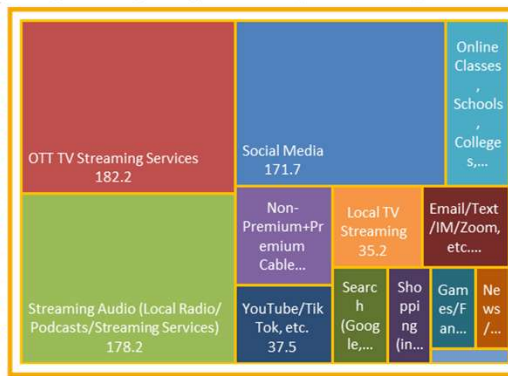
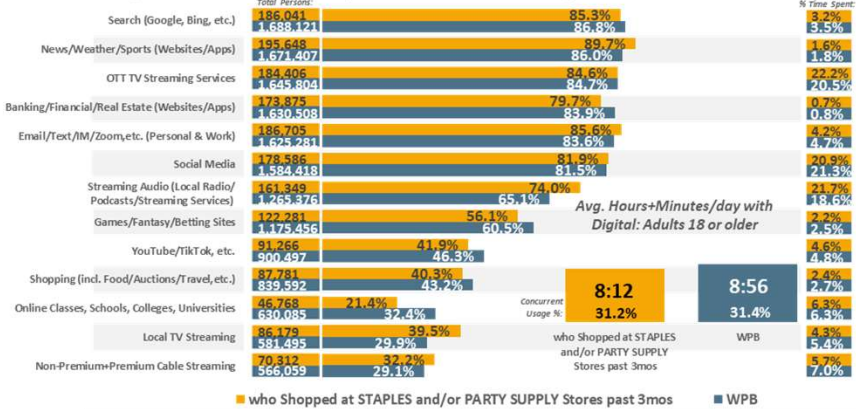
(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)



163,009 or 74.8% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos use Ad-Supported Social Media for an average of 156.7 minutes every day representing 24.4% of all time spent daily with Ad-Supported Digital Media.

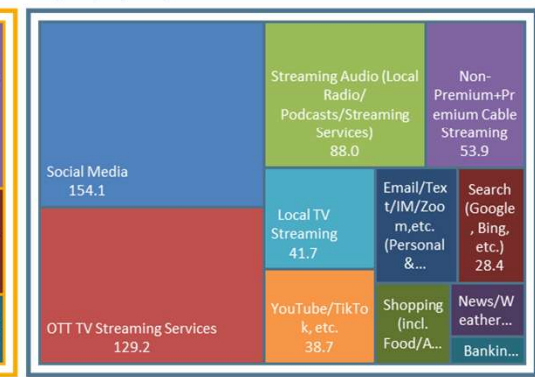
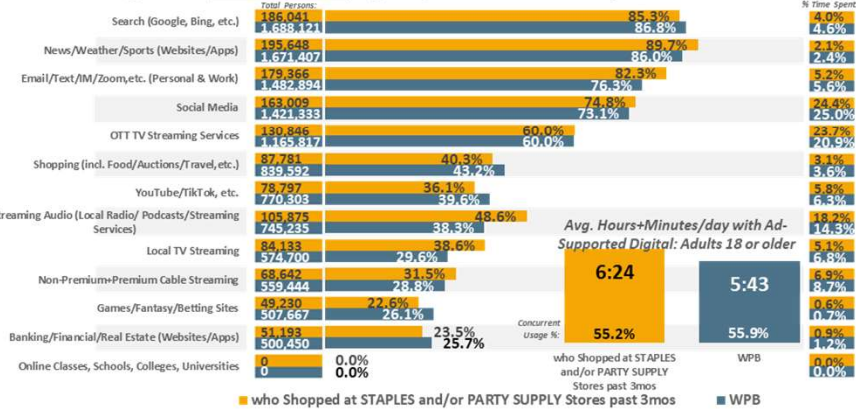
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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

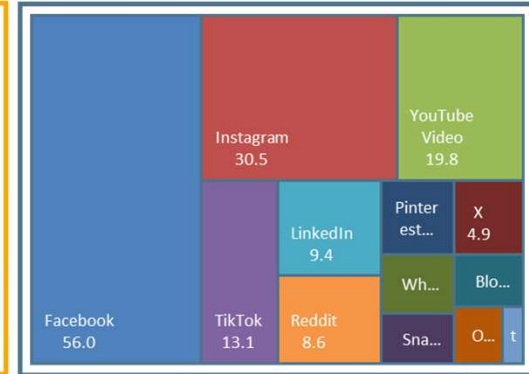
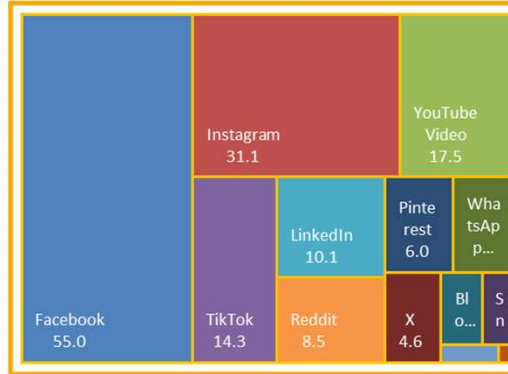
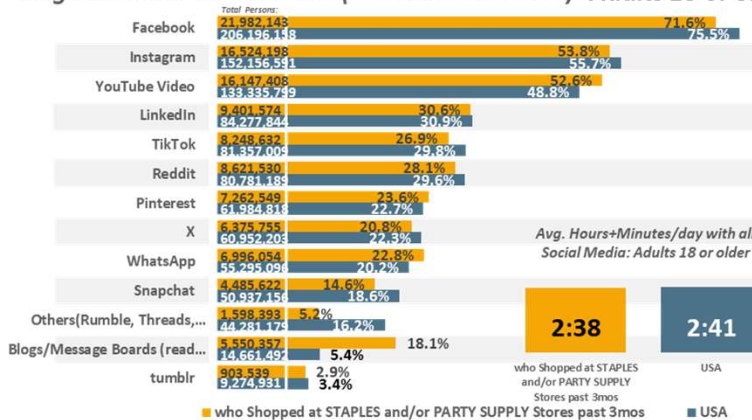
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



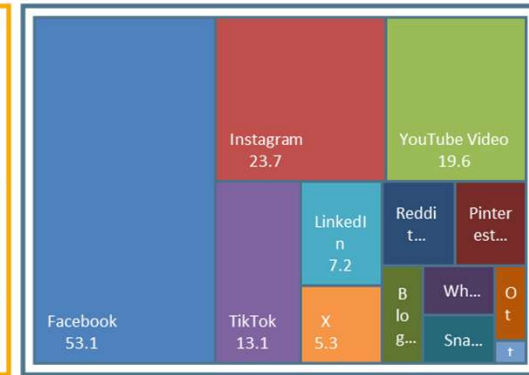
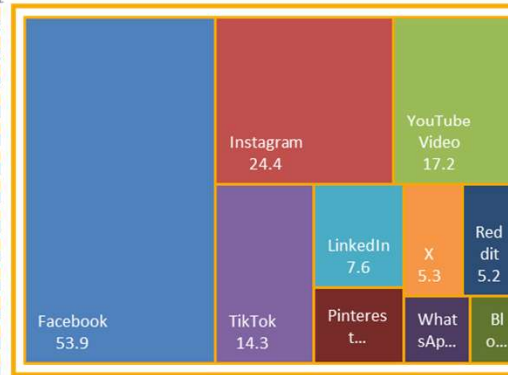
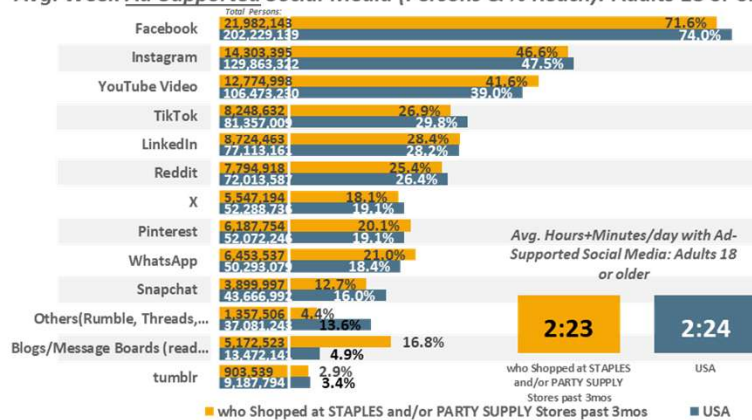


21,982,143 or 71.6% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos use Ad-Supported Facebook for an average of 53.9 minutes every day representing 37.5% of all time spent daily with Ad-Supported Social Media.

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



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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 3,219
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

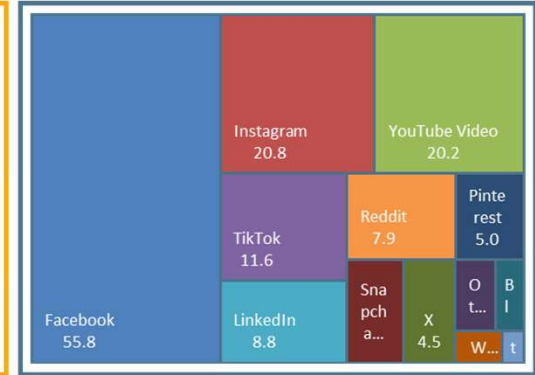
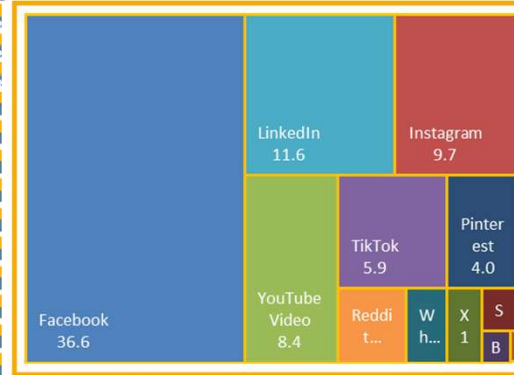
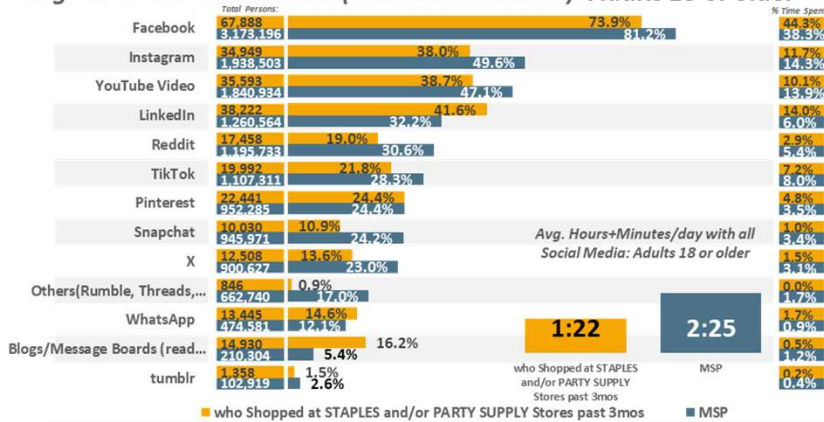
soefa.ai Share of Everything for Anything

(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)

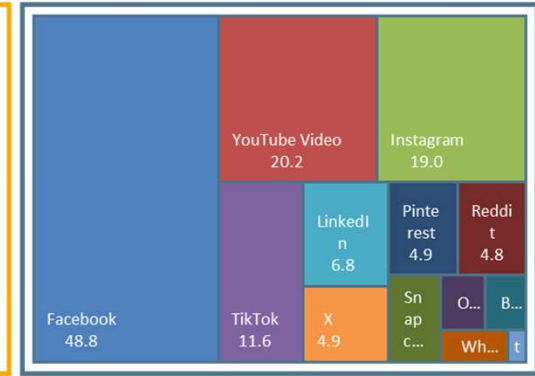
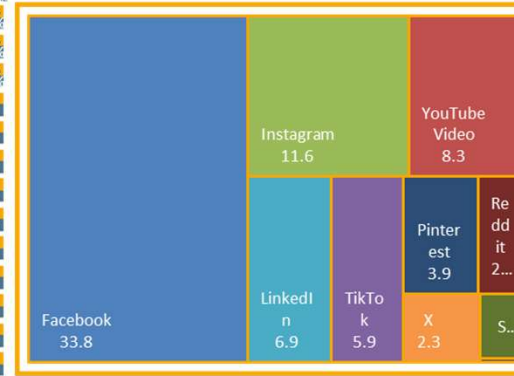
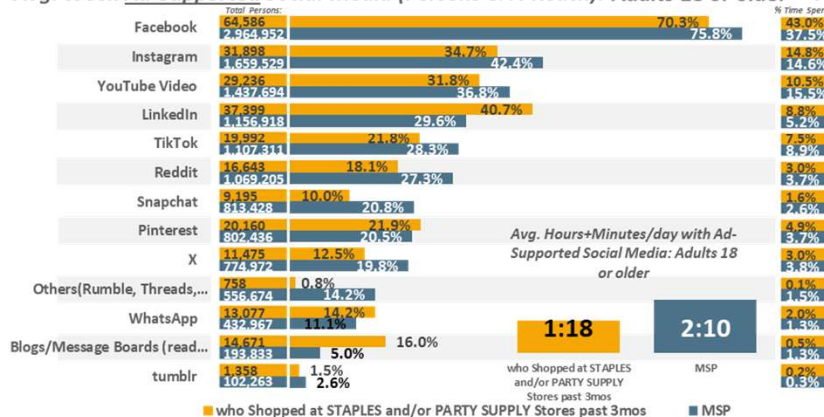


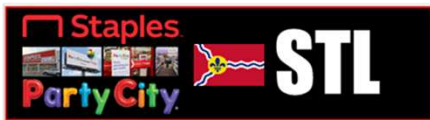
64,586 or 70.3% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos use Ad-Supported Facebook for an average of 33.8 minutes every day representing 43.% of all time spent daily with Ad-Supported Social Media.

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**



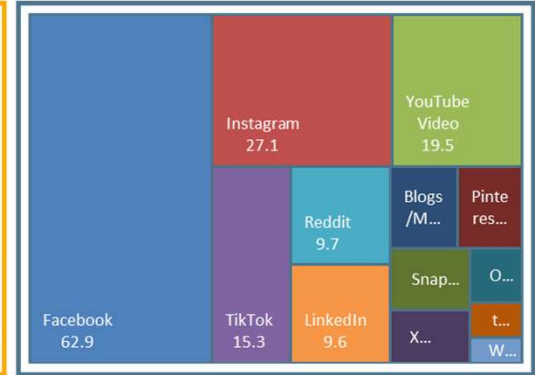
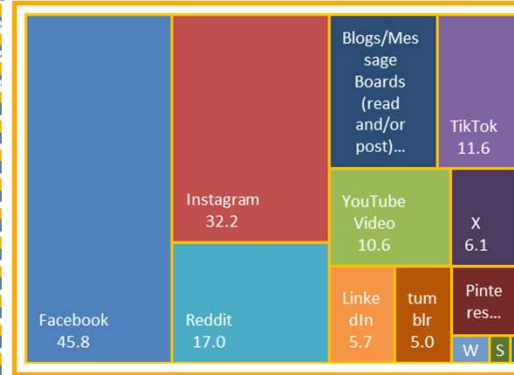
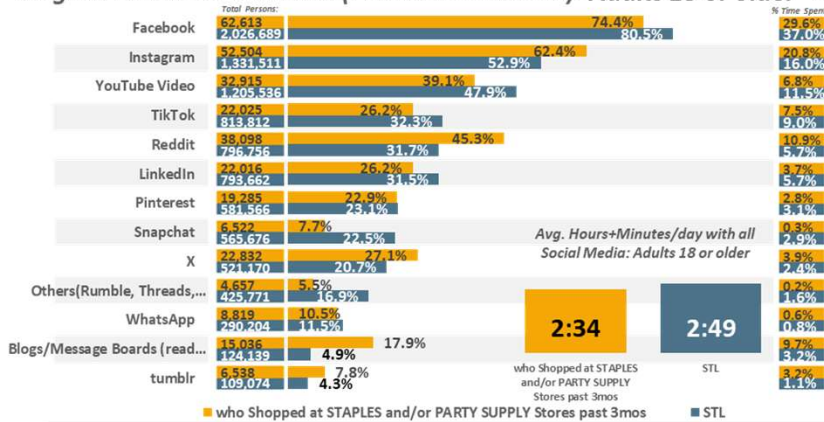
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



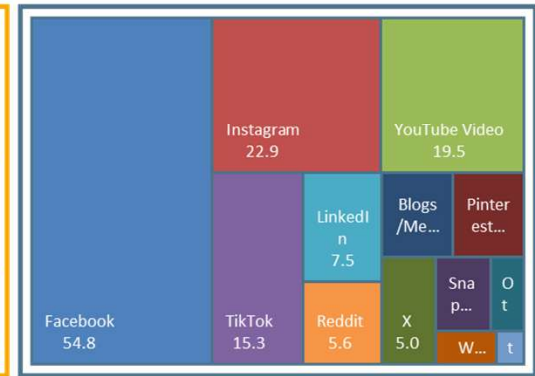
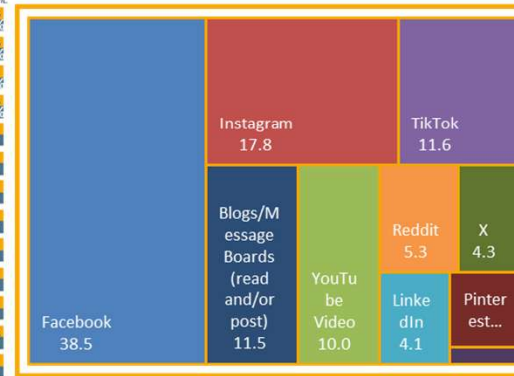
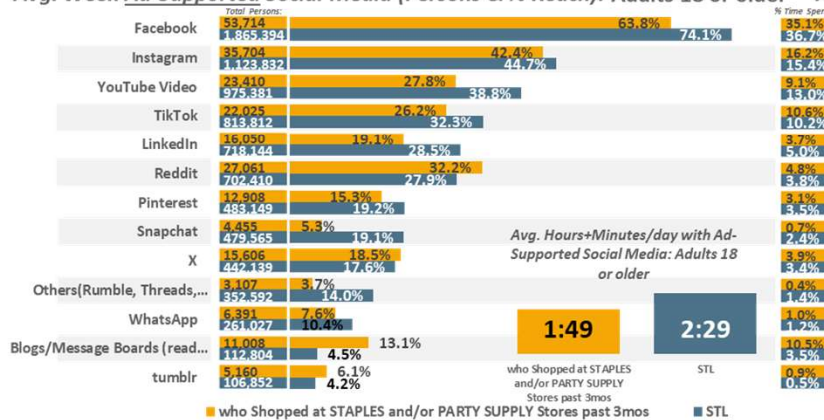


53,714 or 63.8% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos use Ad-Supported Facebook for an average of 38.5 minutes every day representing 35.1% of all time spent daily with Ad-Supported Social Media.

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**



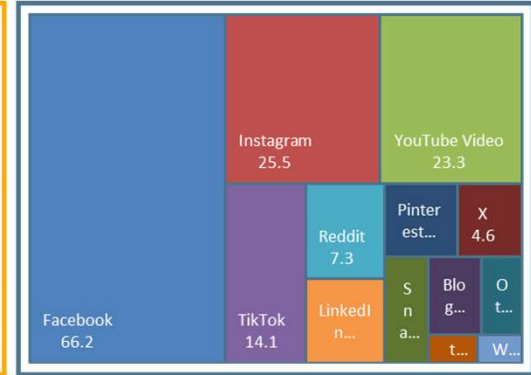
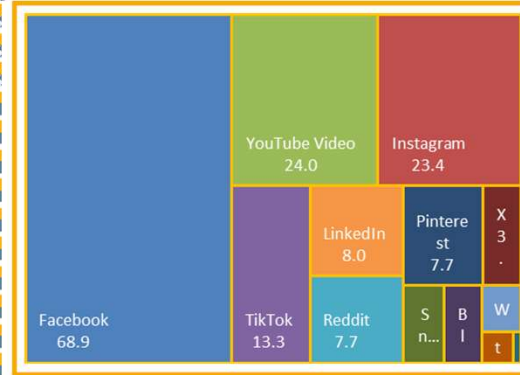
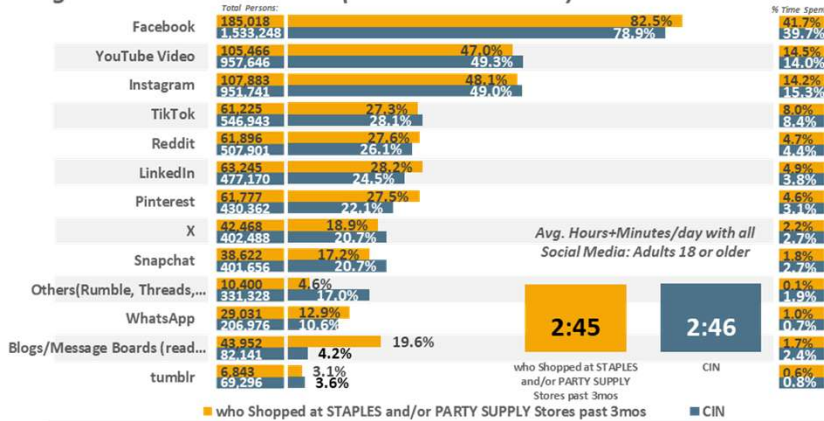
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



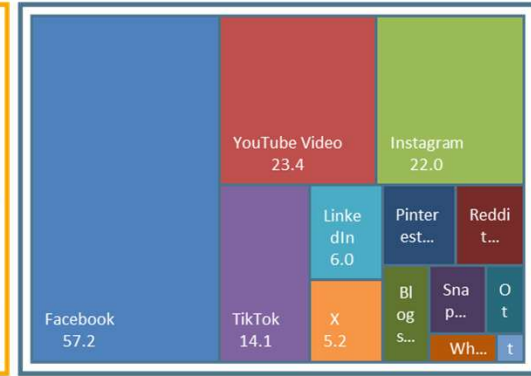
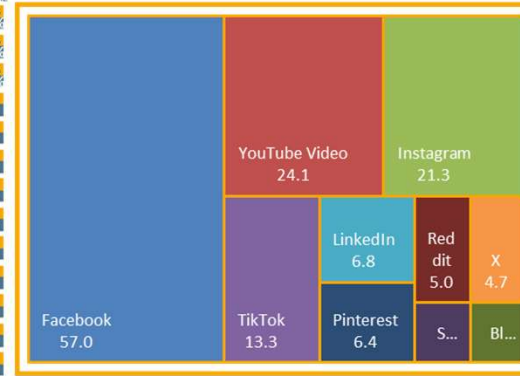
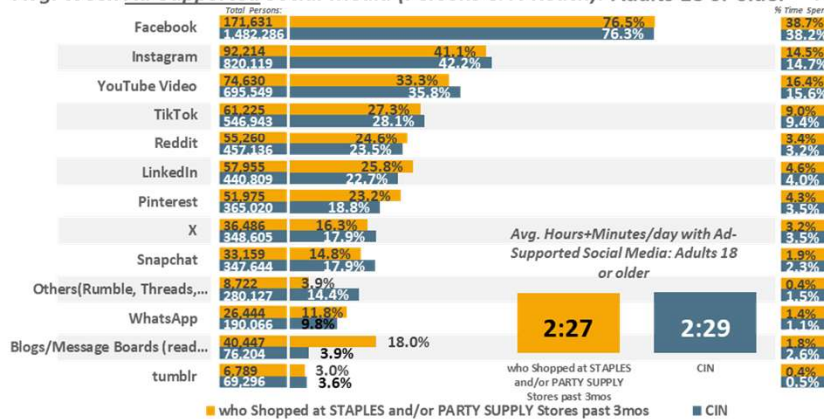


171,631 or 76.5% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos use Ad-Supported Facebook for an average of 57. minutes every day representing 38.7% of all time spent daily with Ad-Supported Social Media.

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**



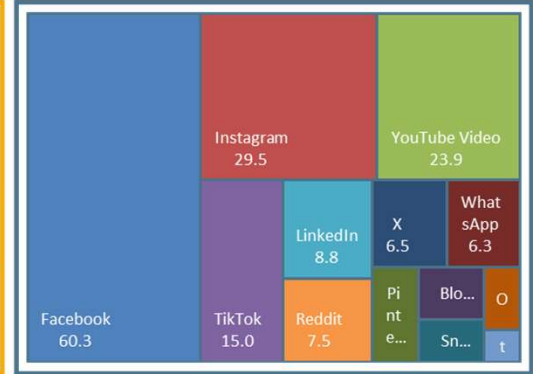
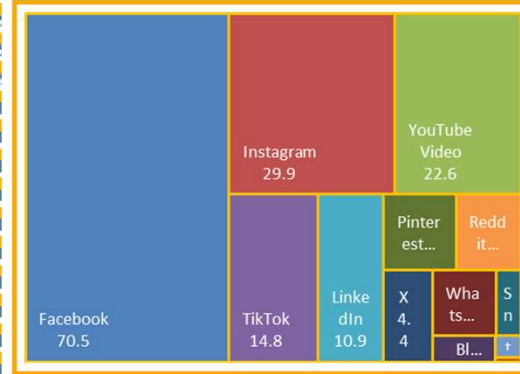
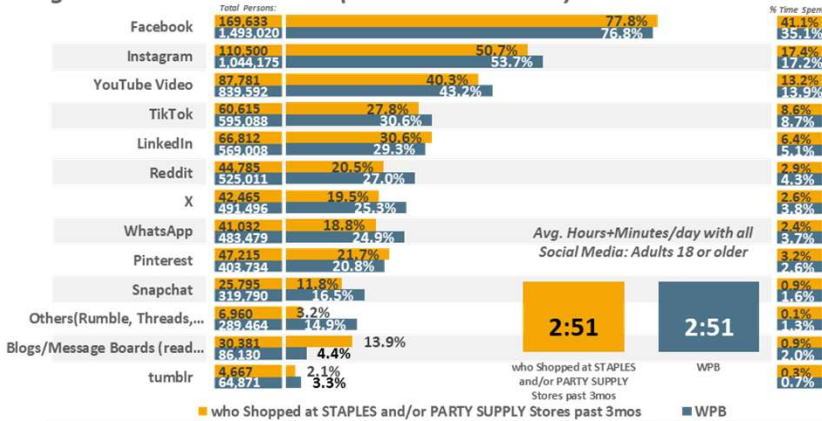
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



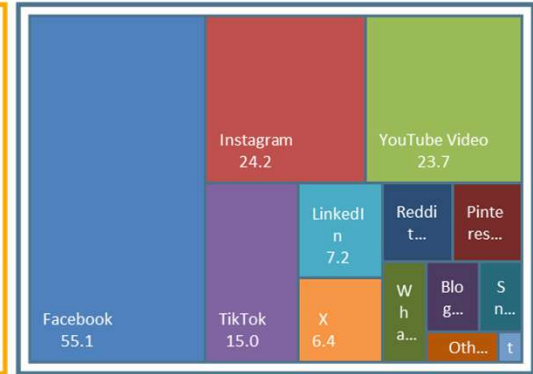
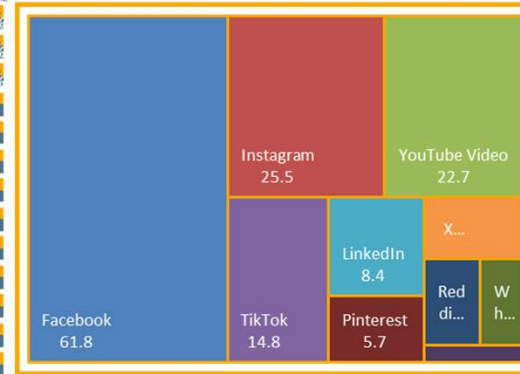
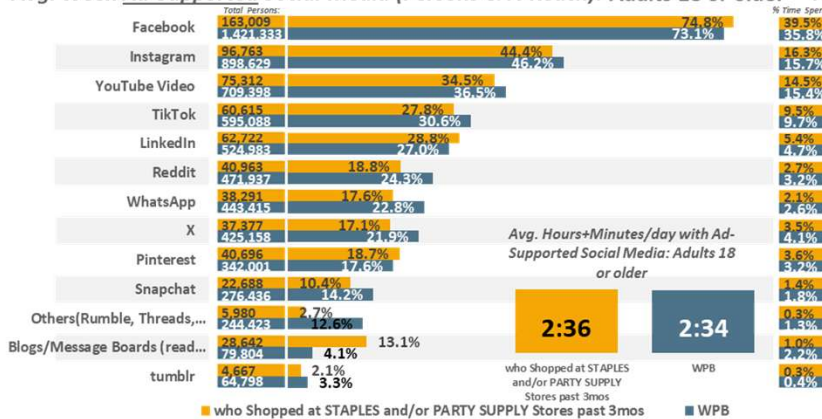


163,009 or 74.8% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos use Ad-Supported Facebook for an average of 61.8 minutes every day representing 39.5% of all time spent daily with Ad-Supported Social Media.

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



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



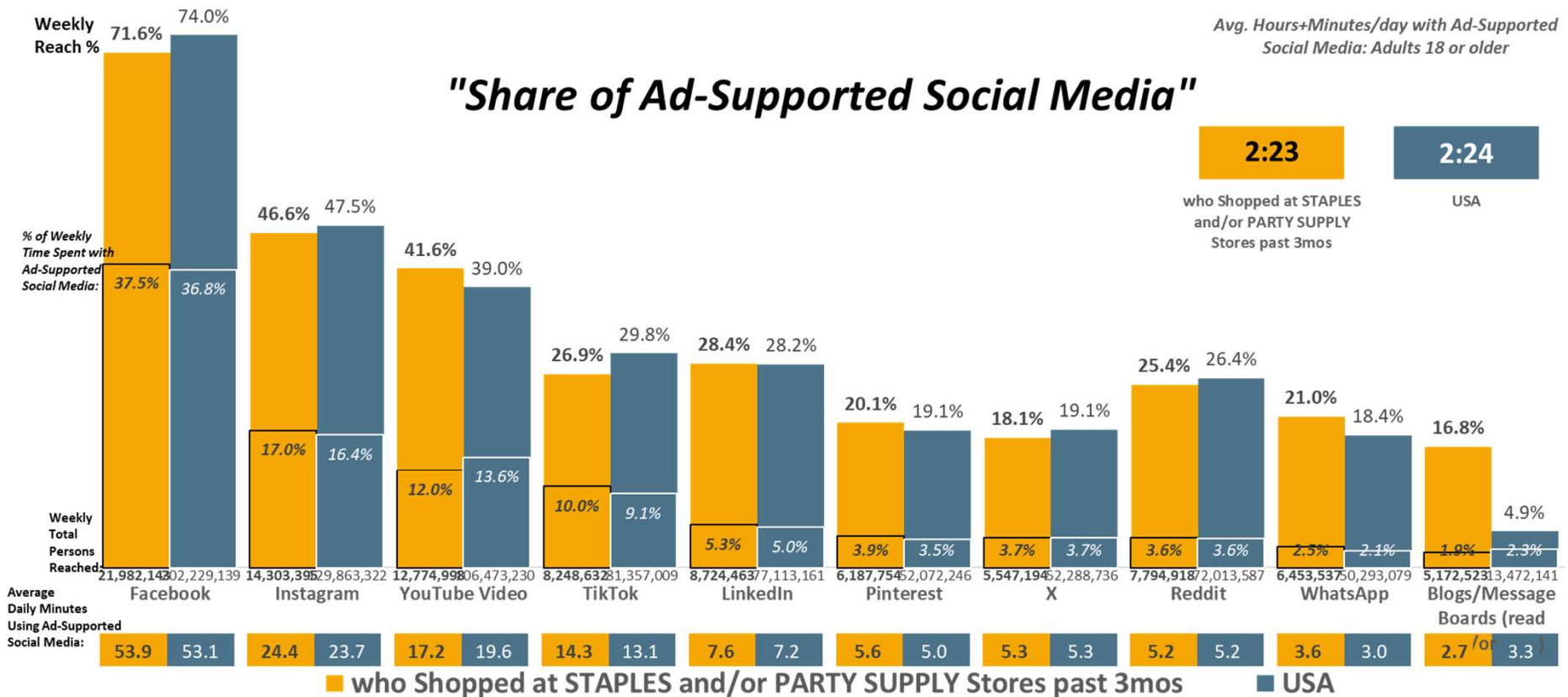
WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 373
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)



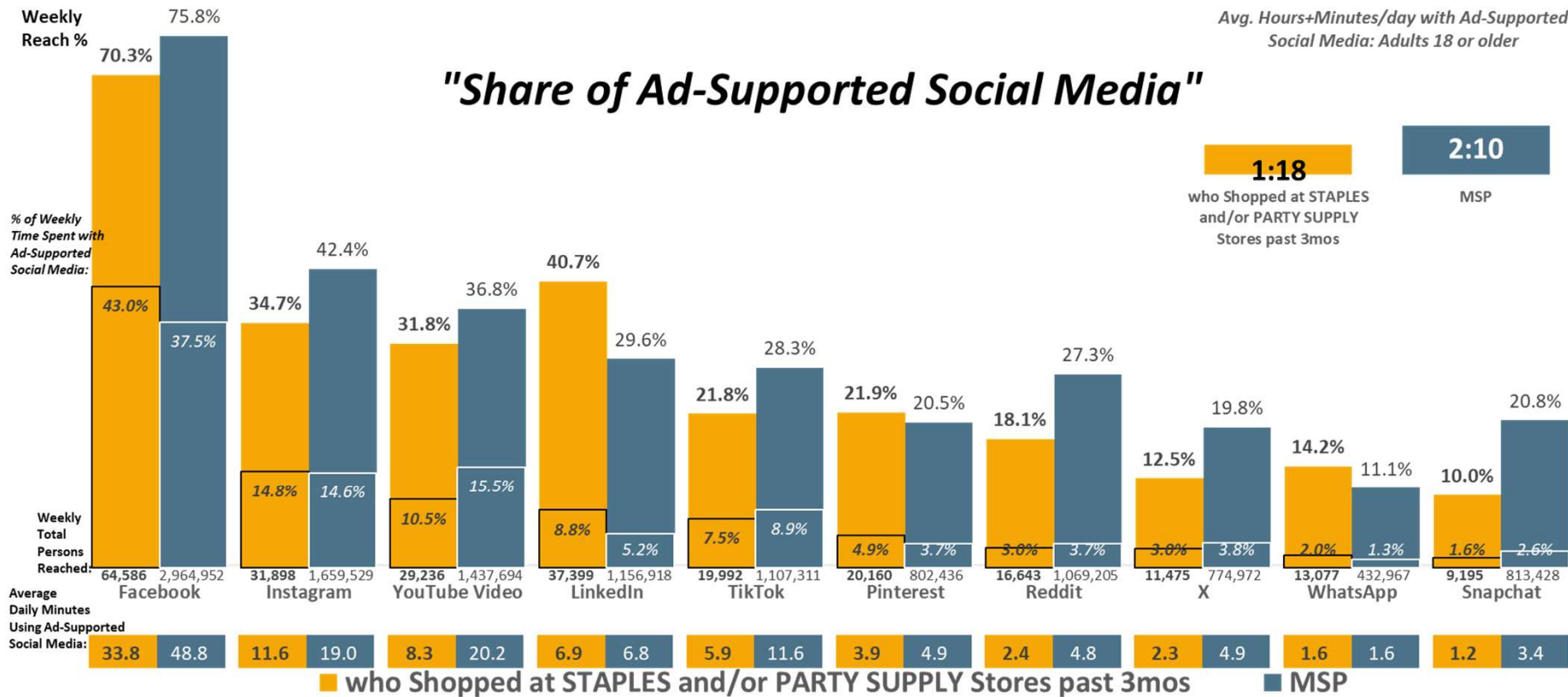
21,982,143 or 71.6% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos use Ad-Supported Facebook for an average of 53.9 minutes every day representing 37.5% of all time spent daily with Ad-Supported Social Media.

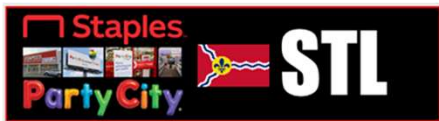




64,586 or 70.3% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos use Ad-Supported Facebook for an average of 33.8 minutes every day representing 43.% of all time spent daily with Ad-Supported Social Media.

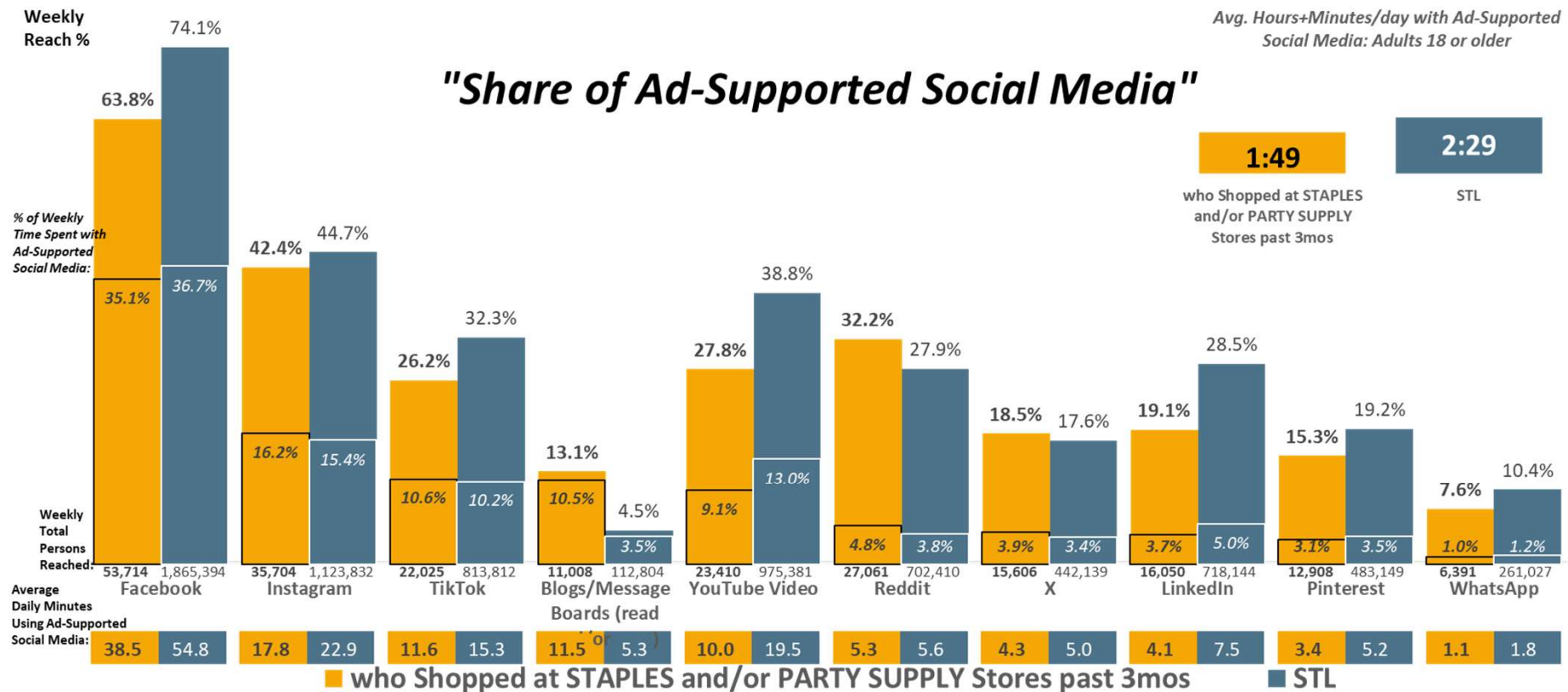
"Share of Ad-Supported Social Media"





53,714 or 63.8% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos use Ad-Supported Facebook for an average of 38.5 minutes every day representing 35.1% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



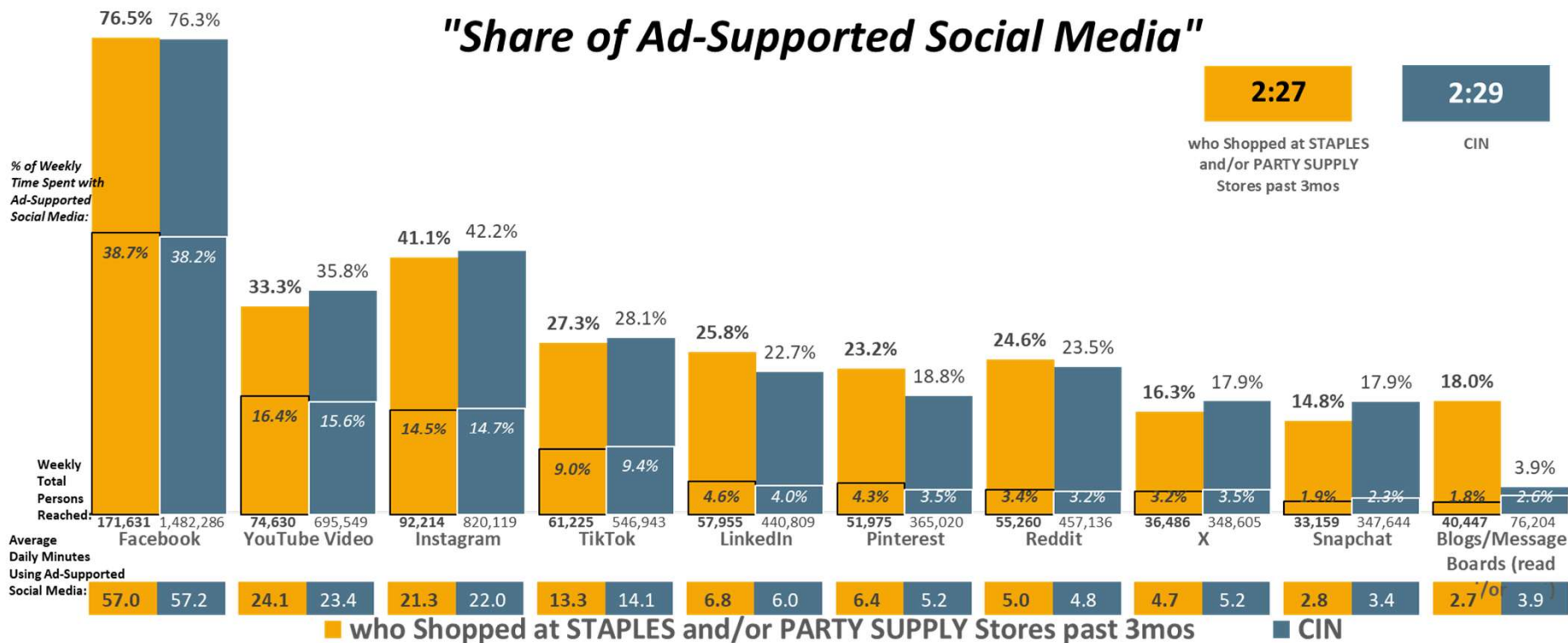


171,631 or 76.5% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos use Ad-Supported Facebook for an average of 57. minutes every day representing 38.7% of all time spent daily with Ad-Supported Social Media.

Weekly
Reach %

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

"Share of Ad-Supported Social Media"



■ who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos ■ CIN

CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 272
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved

CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,900

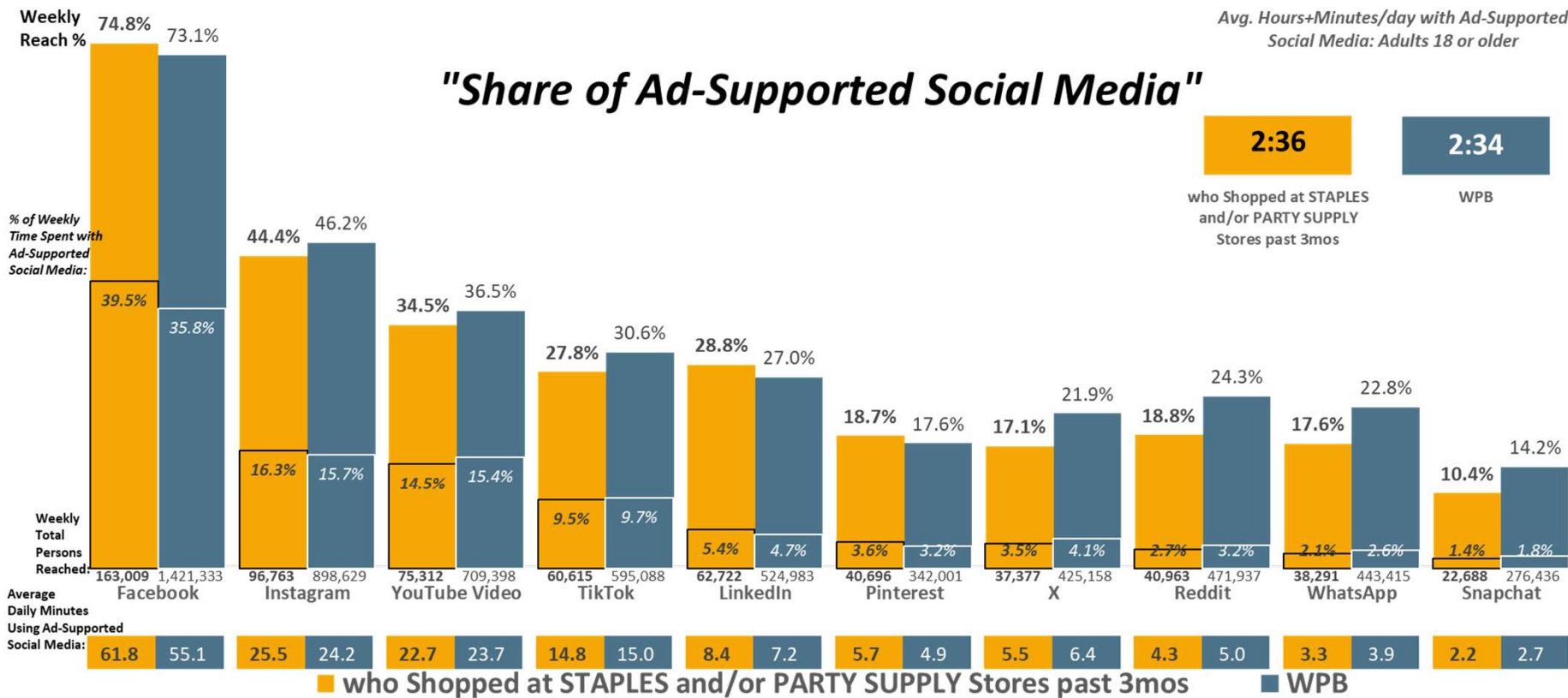
soefa.ai Share of Everything for Anything

(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)



163,009 or 74.8% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos use Ad-Supported Facebook for an average of 61.8 minutes every day representing 39.5% of all time spent daily with Ad-Supported Social Media.

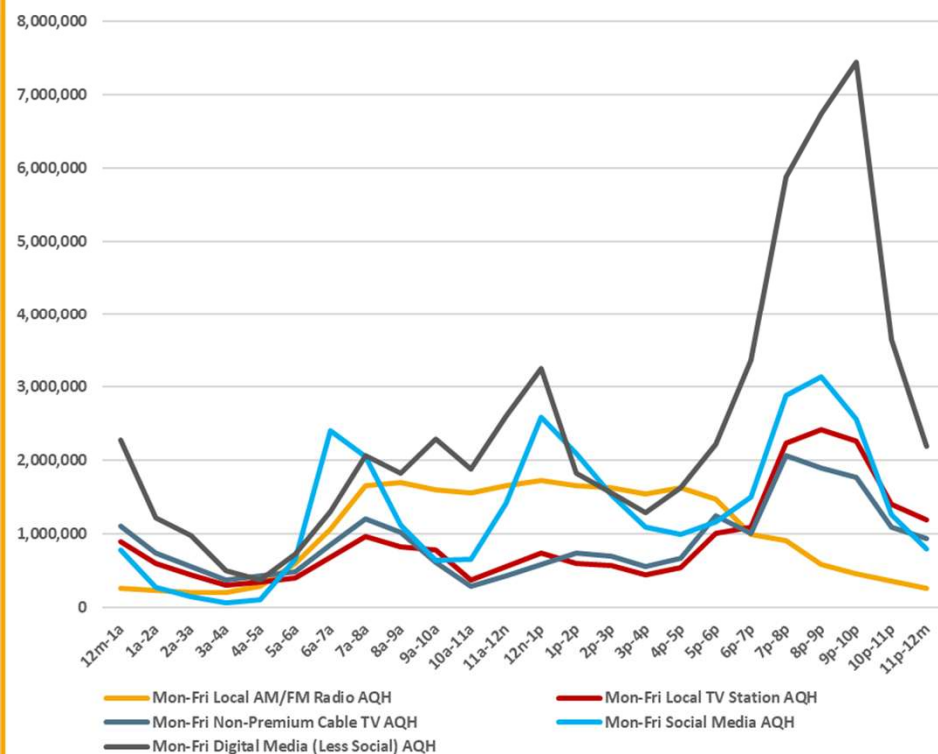
"Share of Ad-Supported Social Media"



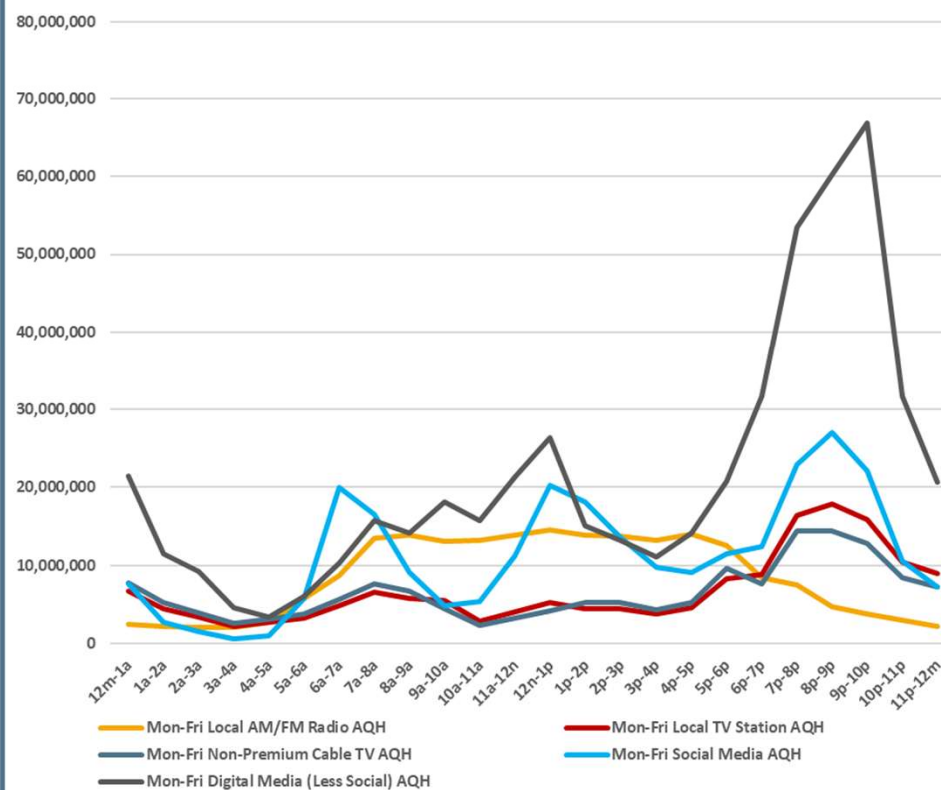


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,088,200;
Local Radio: 1,531,205; Social Media: 1,481,871; Non-Prem. Cable: 764,271; Local TV:
707,046 reaching Adults 18 or older who Shopped at STAPLES and/or PARTY SU

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Shopped at STAPLES and/or PARTY
SUPPLY Stores past 3mos*



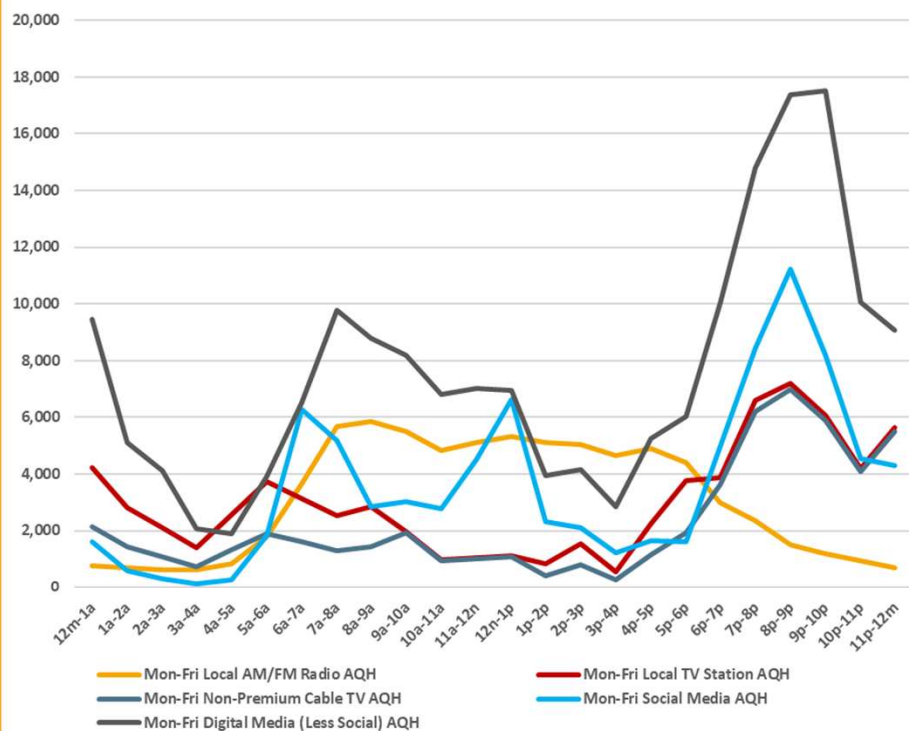
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Adults 18 or older*



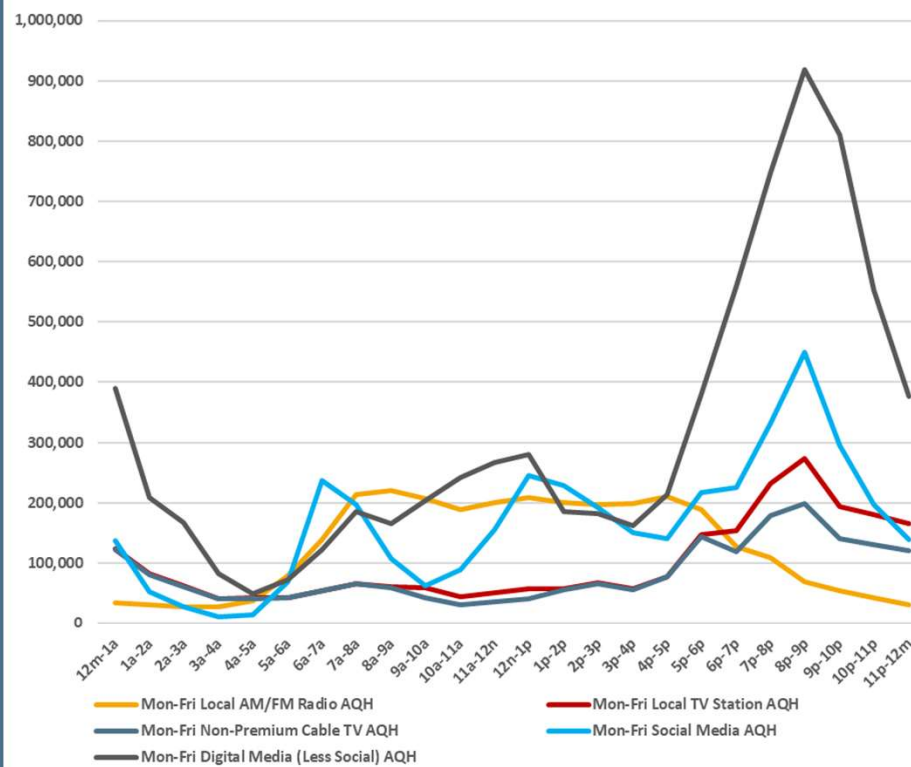


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 6,635; Local Radio: 4,852; Social Media: 3,475; Local TV: 2,031; Non-Prem. Cable: 1,347 reaching Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Shopped at STAPLES and/or PARTY
SUPPLY Stores past 3mos



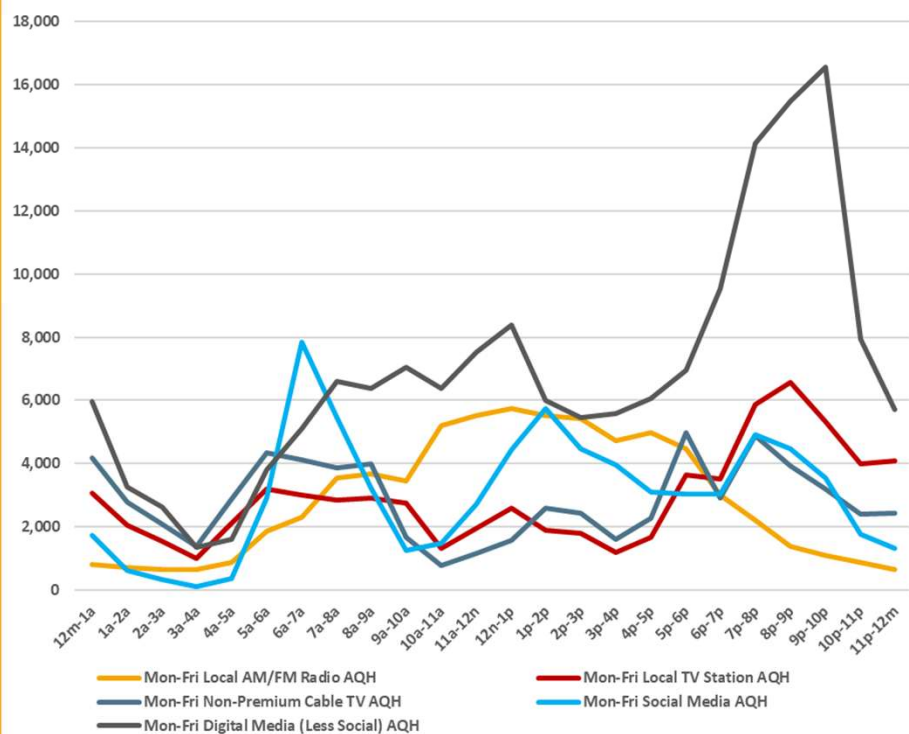
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
MSP Metro Area Adults 18 or older



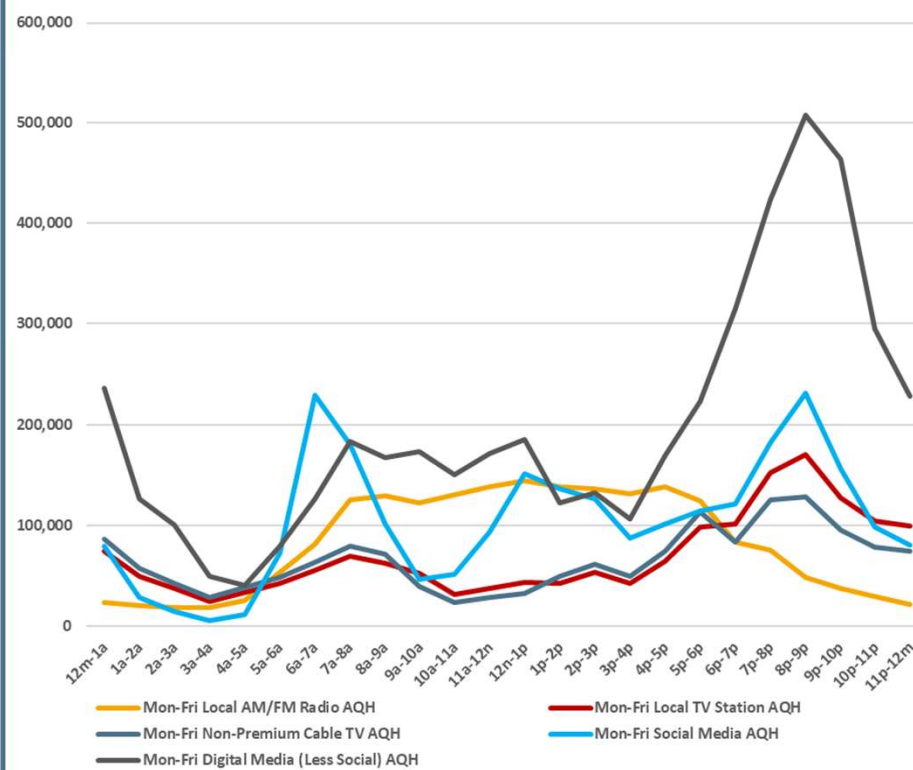


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 6,692; Local Radio: 4,433; Social Media: 3,829; Non-Prem. Cable: 2,614; Local TV: 2,397 reaching Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Shopped at STAPLES and/or PARTY
SUPPLY Stores past 3mos*



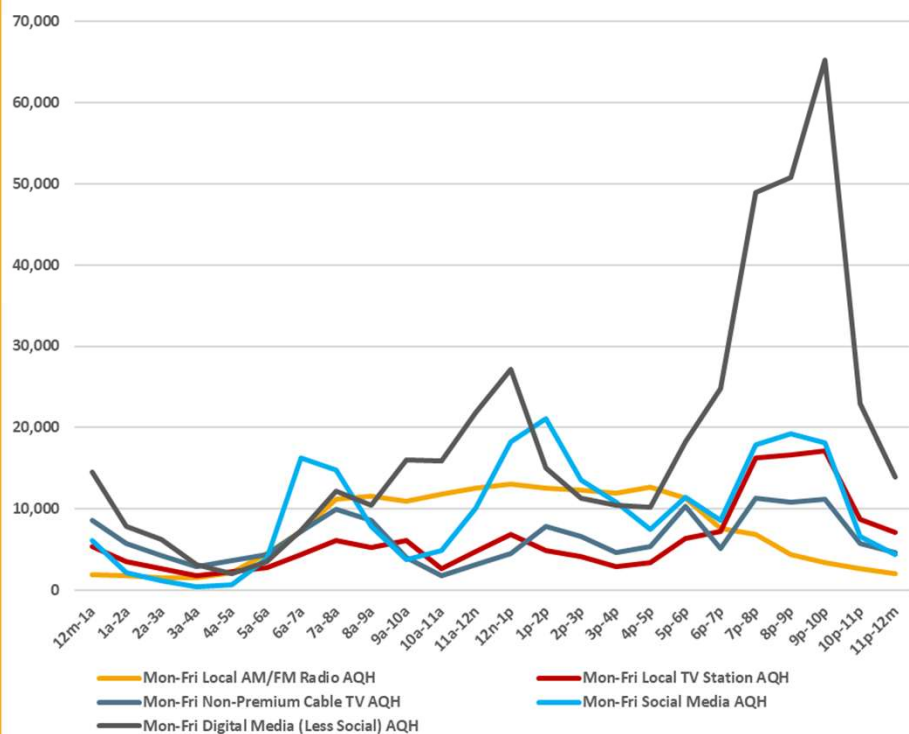
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
STL Metro Area Adults 18 or older*



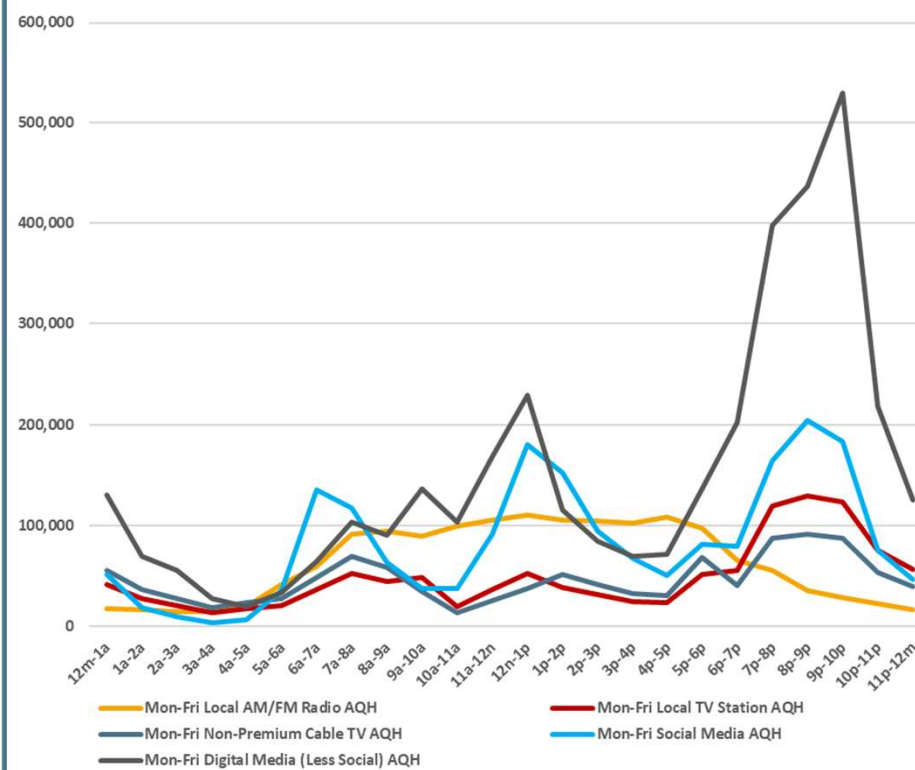


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 15,466; Social Media: 11,464; Local Radio: 11,304; Non-Prem. Cable: 6,101; Local TV: 5,034 reaching Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores p

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Shopped at STAPLES and/or PARTY
SUPPLY Stores past 3mos**



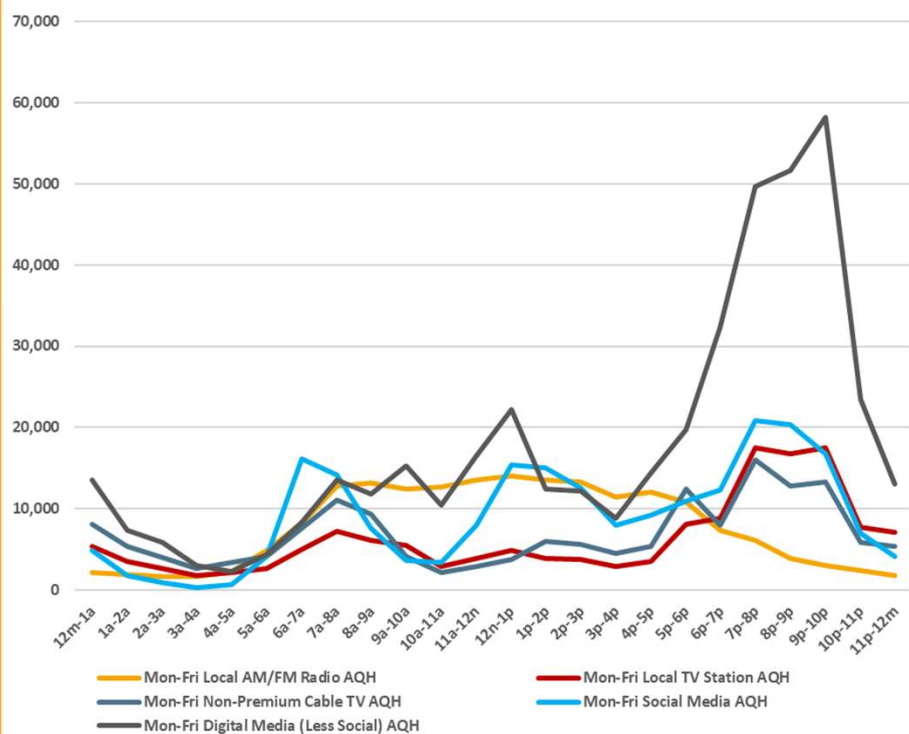
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CIN Metro Area Adults 18 or older**



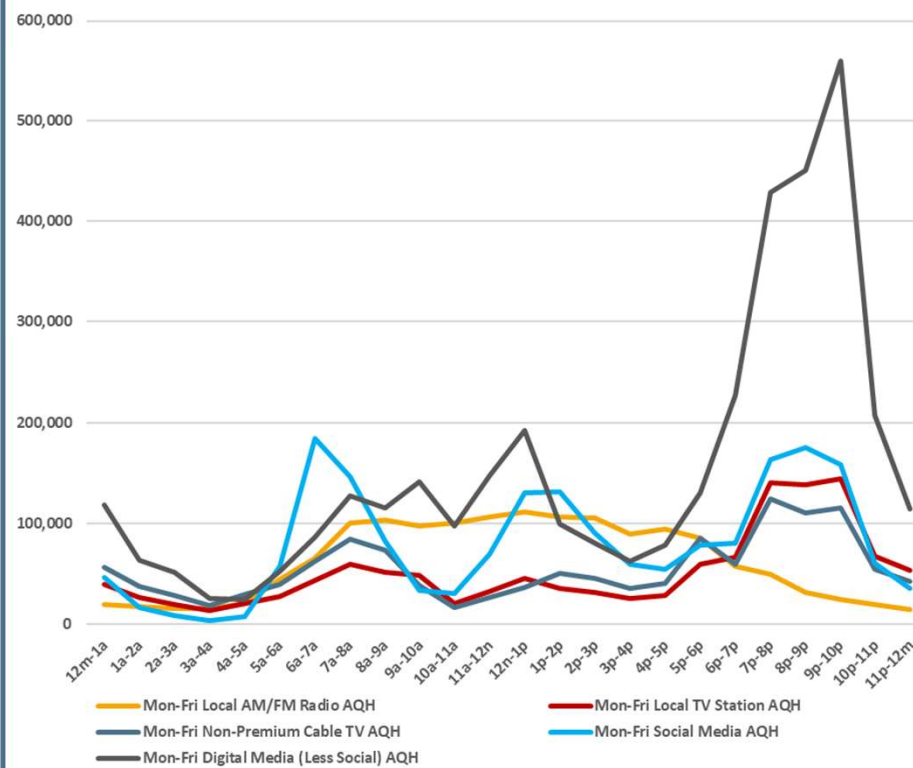


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 15,254;
Local Radio: 11,957; Social Media: 10,496; Non-Prem. Cable: 6,410; Local TV: 5,132
reaching Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores p

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Shopped at STAPLES and/or PARTY
SUPPLY Stores past 3mos



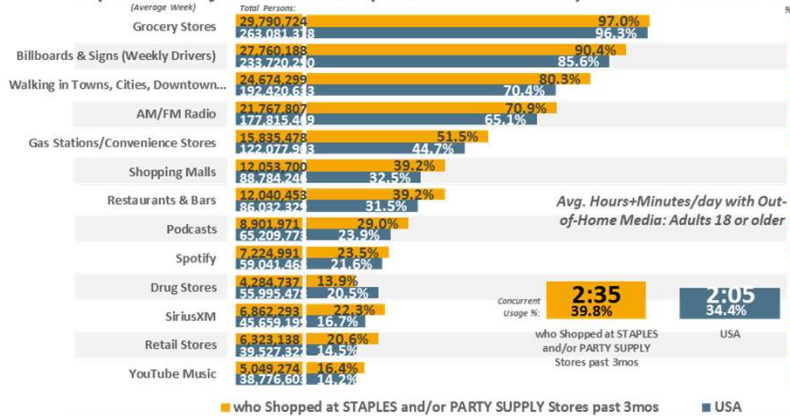
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WPB Metro Area Adults 18 or older



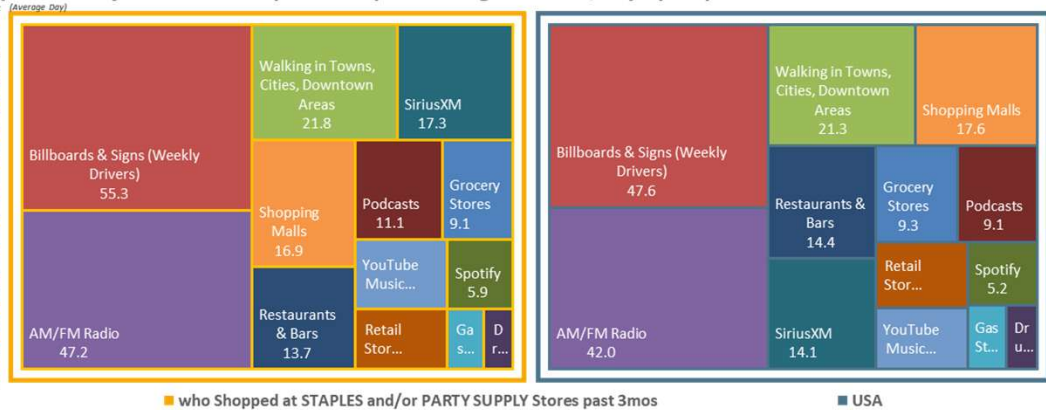


27,760,188 or 90.4% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos spend an average of 55.3 minutes per day driving, seeing Billboards and Signs. 66.2% Listen to Local Radio Stations Out-of-Home for an average of 41. min

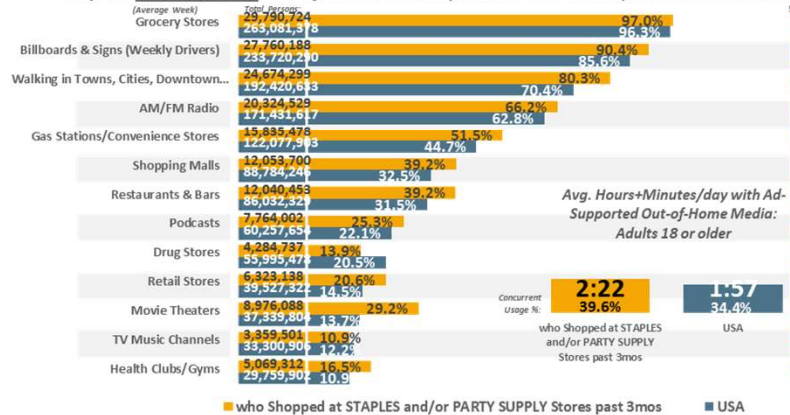
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



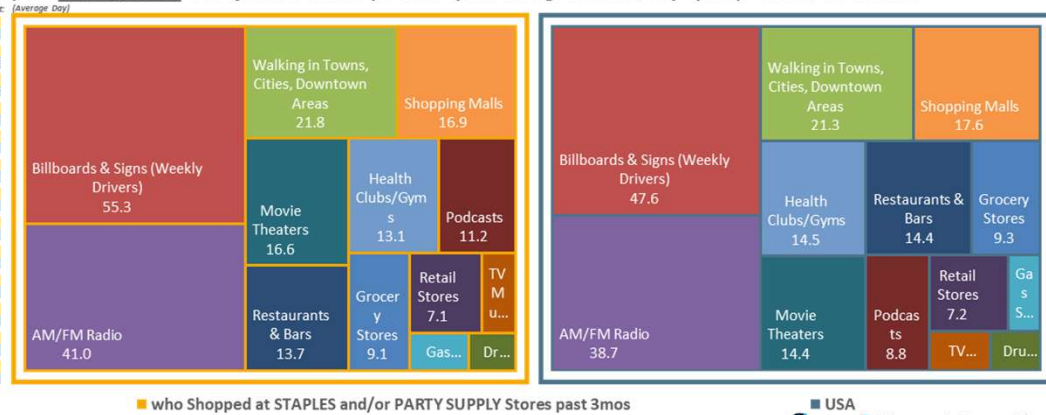
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 3,219
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

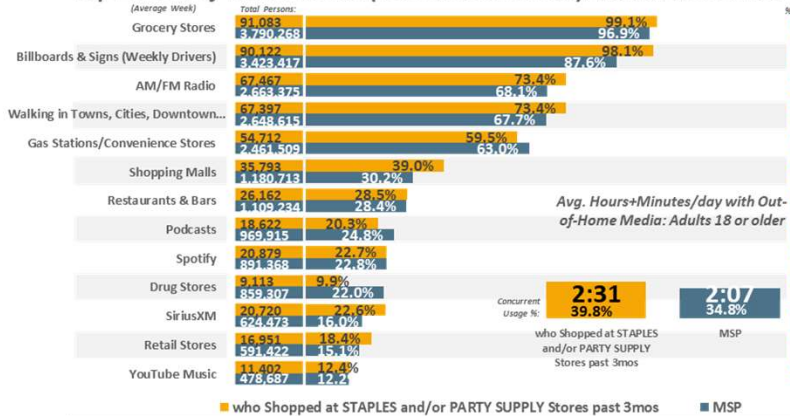
soefa.ai Share of Everything for Anything

(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)

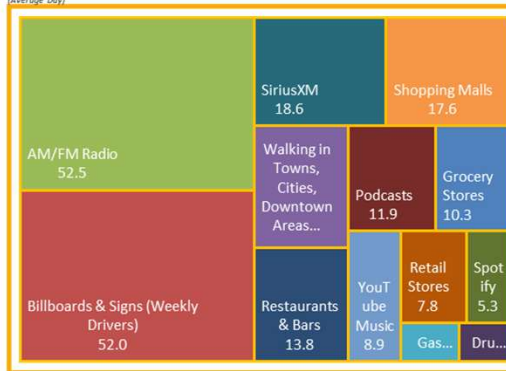


90,122 or 98.1% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos spend an average of 52. minutes per day driving, seeing Billboards and Signs. 68.3% Listen to Local Radio Stations Out-of-Home for an average of 46. minutes/

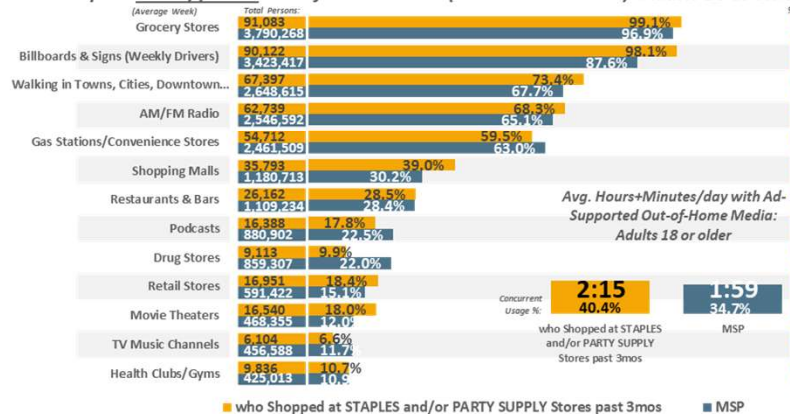
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



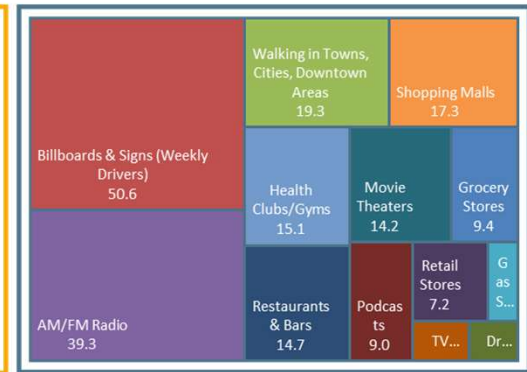
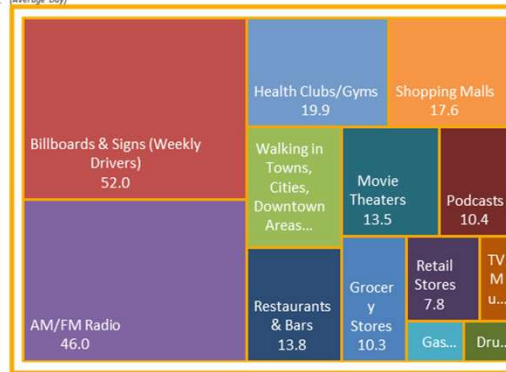
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 56
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

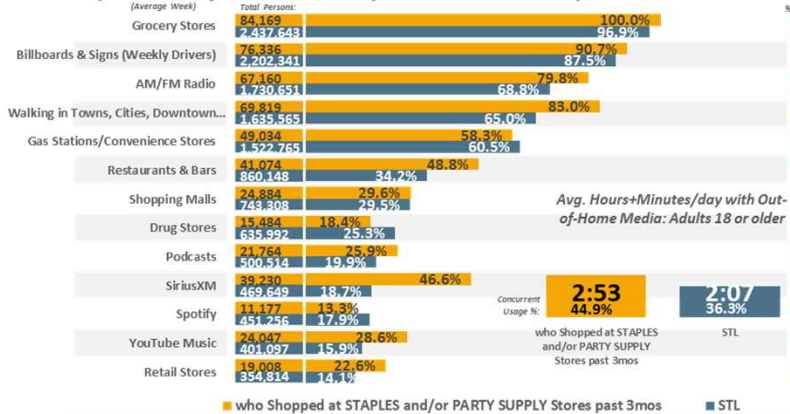
soefa.ai Share of Everything for Anything

(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)

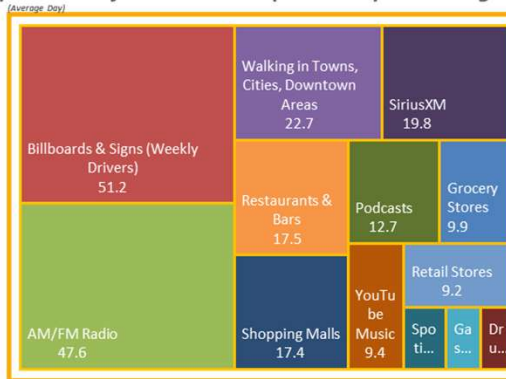


76,336 or 90.7% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos spend an average of 51.2 minutes per day driving, seeing Billboards and Signs. 69.% Listen to Local Radio Stations Out-of-Home for an average of 38. minutes/

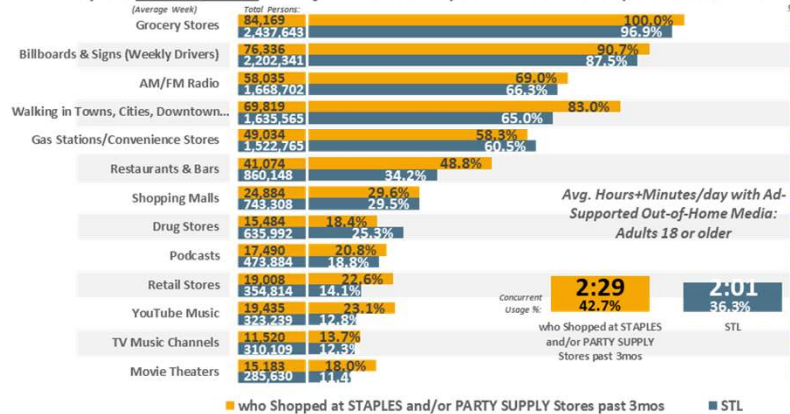
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



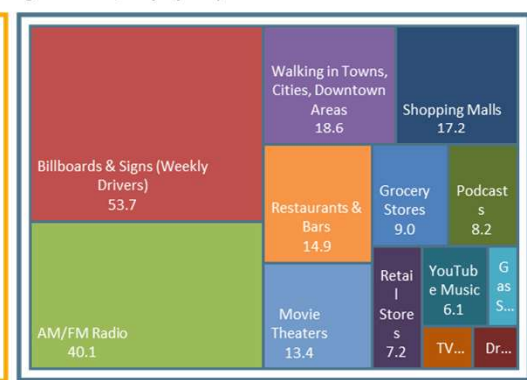
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 58
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

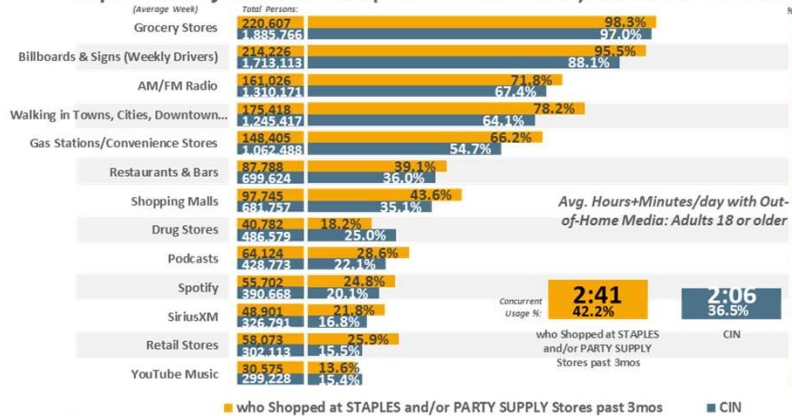
soefa.ai Share of Everything for Anything

(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)

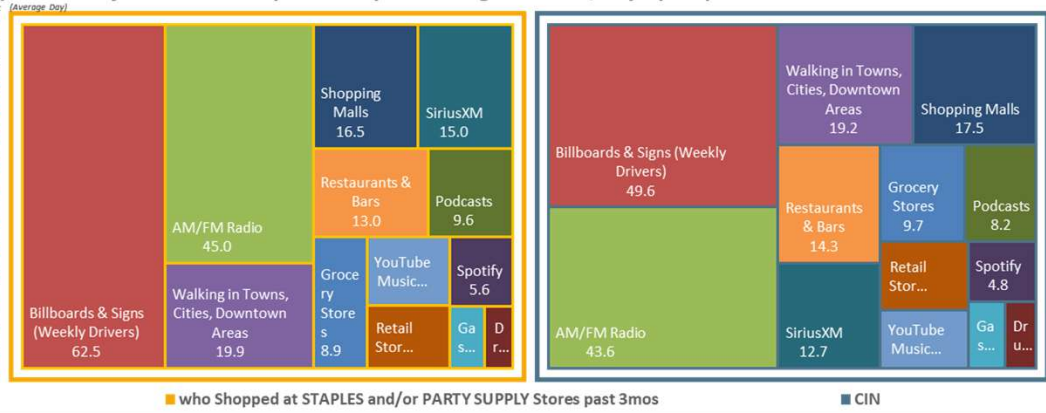


214,226 or 95.5% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos spend an average of 62.5 minutes per day driving, seeing Billboards and Signs. 67.% Listen to Local Radio Stations Out-of-Home for an average of 38.9 minute

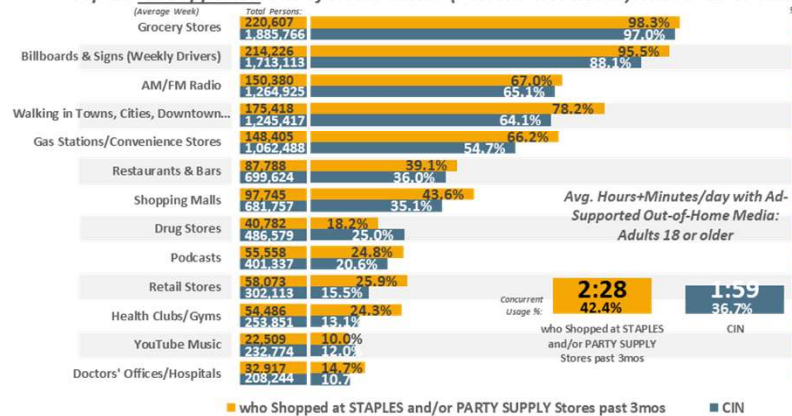
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



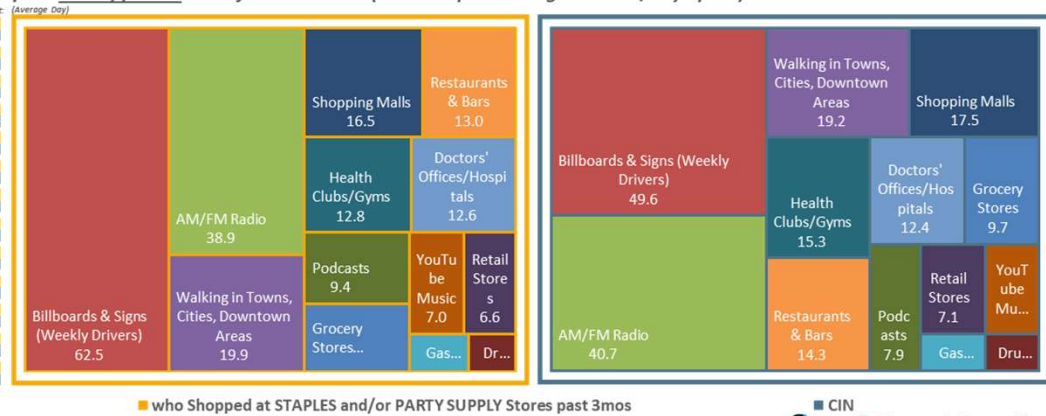
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 272
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

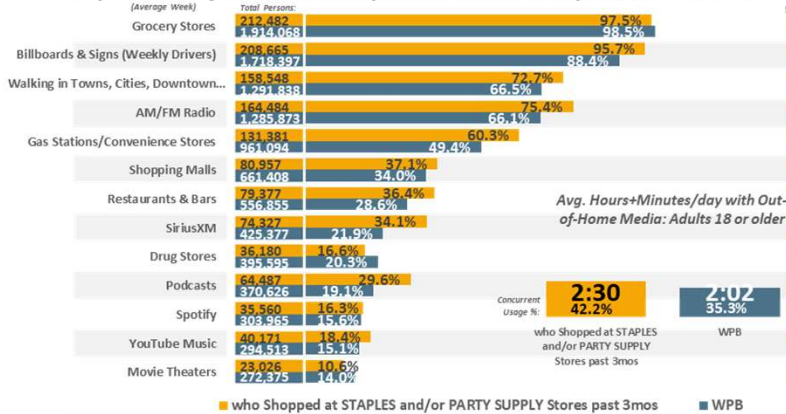
soefa.ai Share of Everything for Anything

(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)

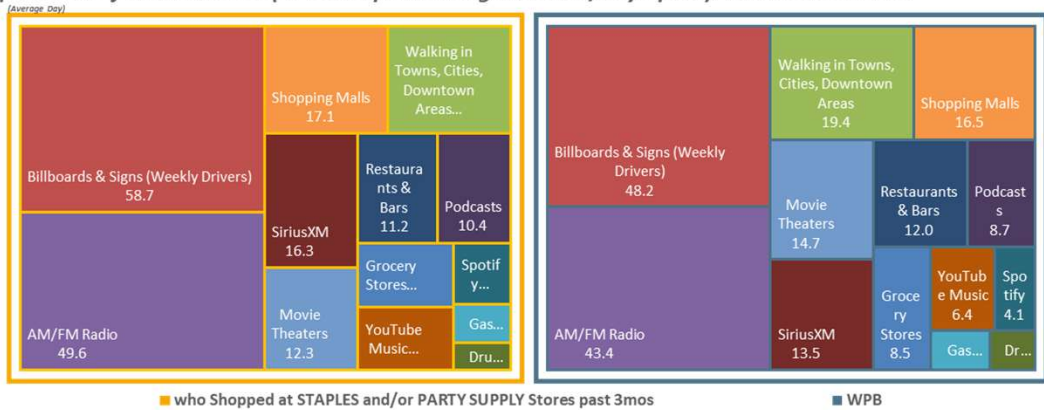


208,665 or 95.7% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos spend an average of 58.7 minutes per day driving, seeing Billboards and Signs. 72.% Listen to Local Radio Stations Out-of-Home for an average of 46.4 minute

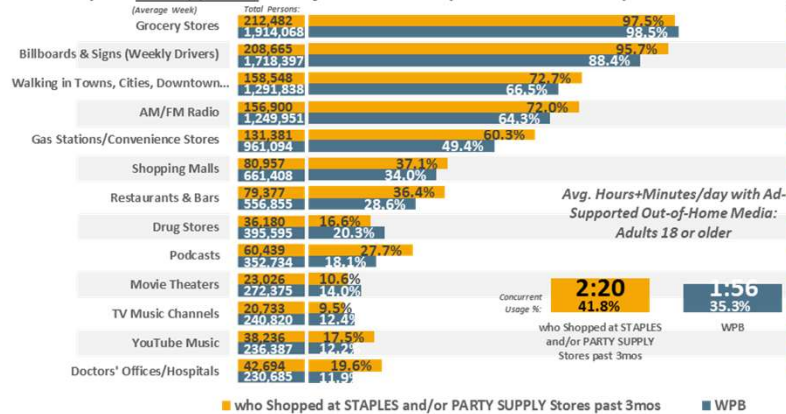
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



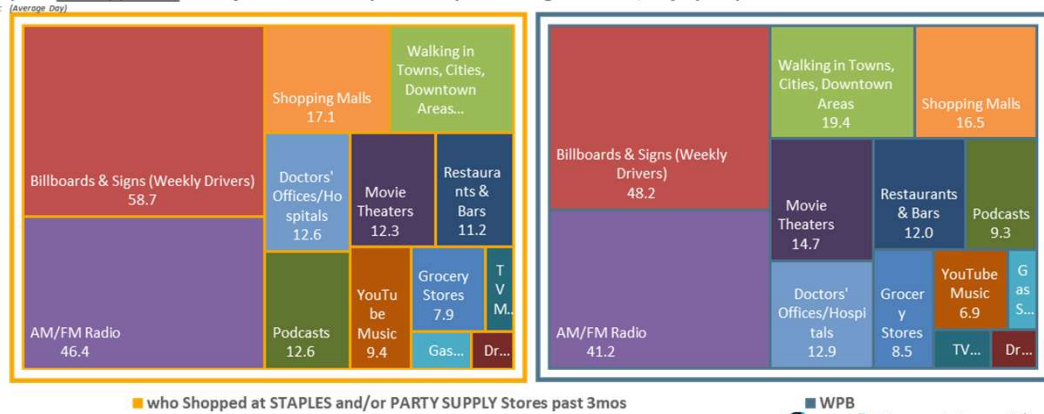
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 373
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)

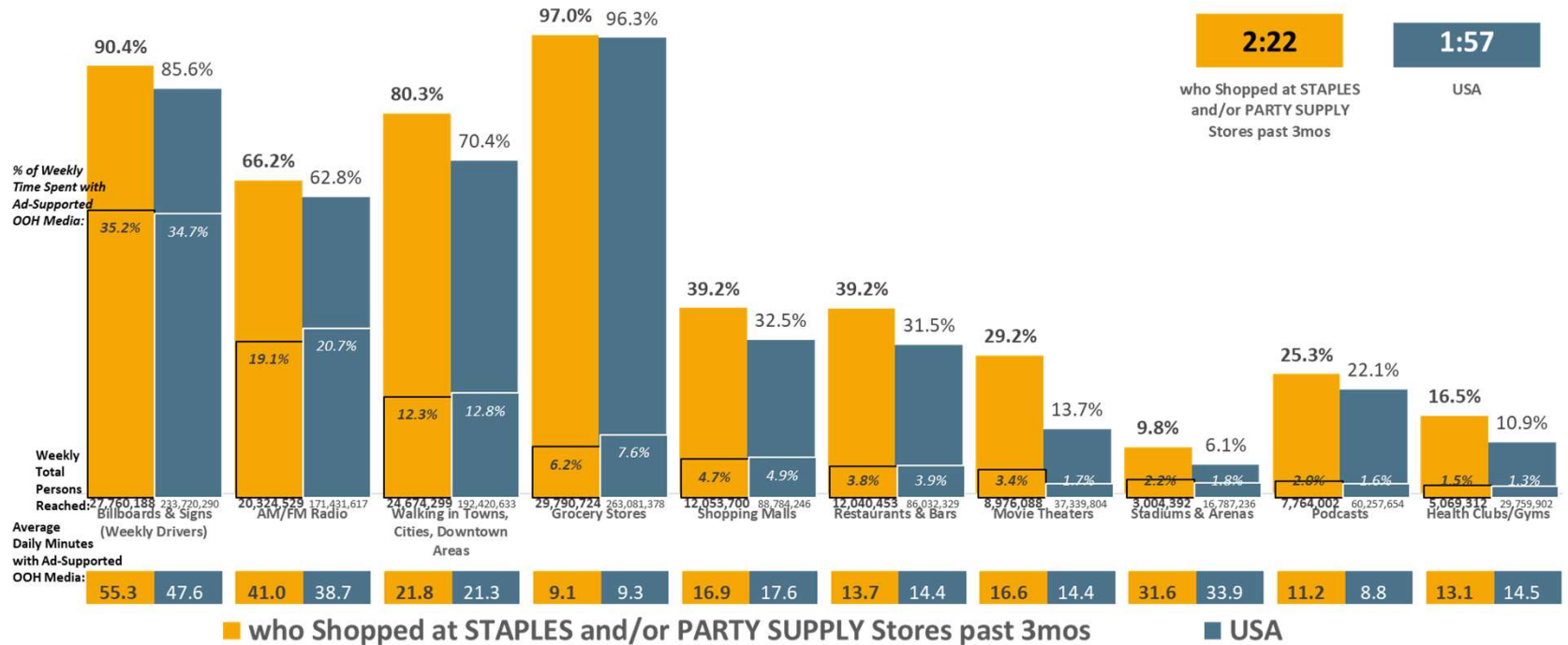


27,760,188 or 90.4% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos spend an average of 55.3 minutes per day driving, seeing Billboards and Signs representing 35.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 3,219
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved. USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

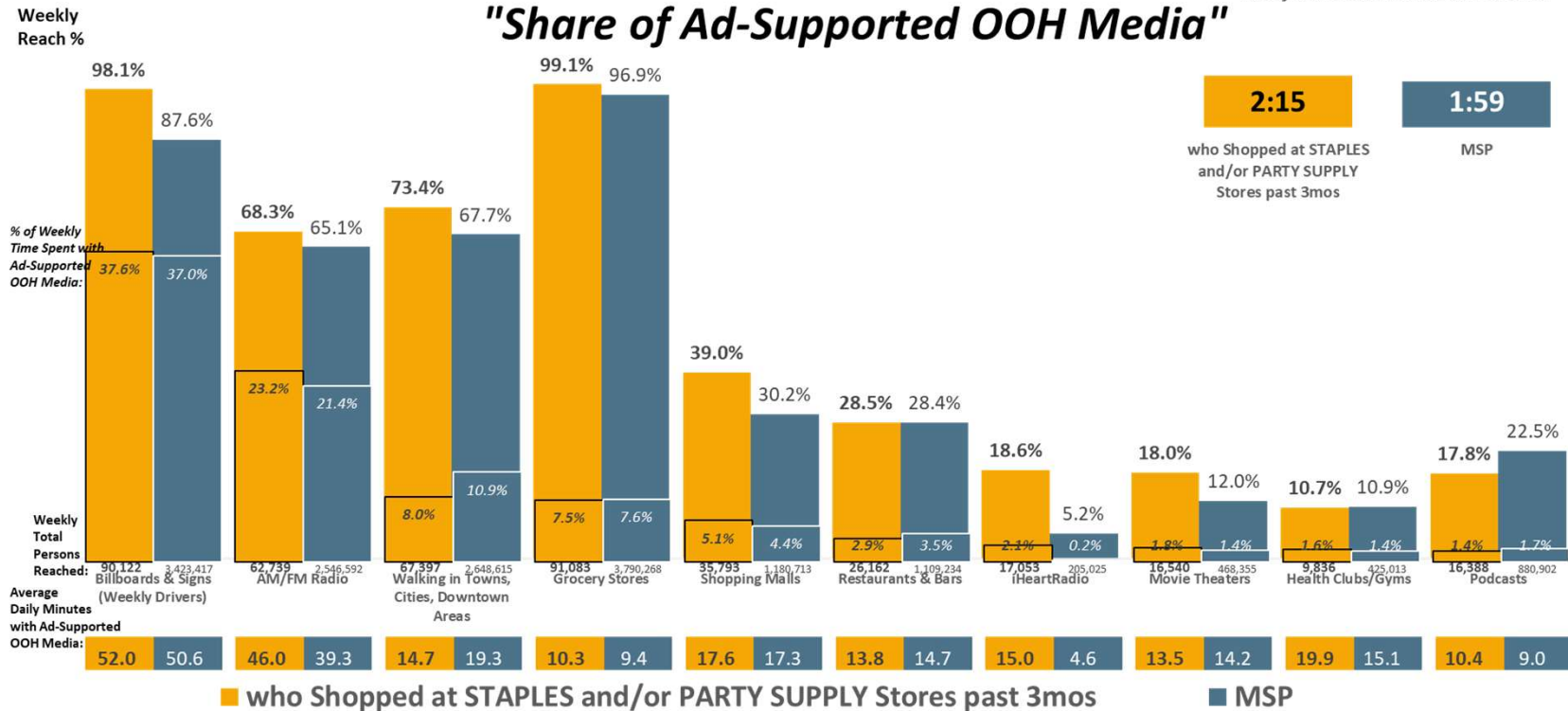
soefa.ai Share of Everything for Anything

(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)



90,122 or 98.1% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos spend an average of 52. minutes per day driving, seeing Billboards and Signs representing 37.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 56 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,934

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

soefa.ai Share of Everything for Anything

(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)

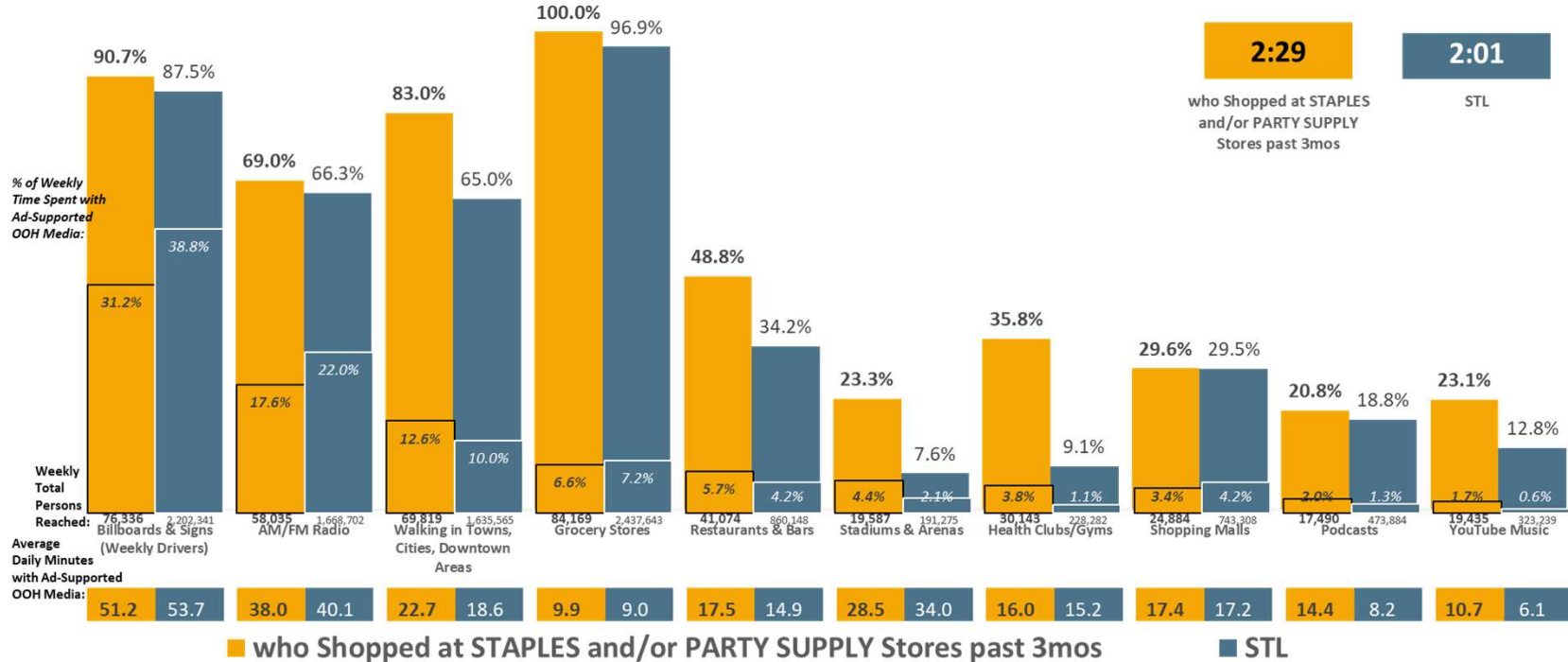


76,336 or 90.7% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos spend an average of 51.2 minutes per day driving, seeing Billboards and Signs representing 31.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



2:29
who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos

2:01
STL

STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 58
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,956

soefa.ai Share of Everything for Anything

(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)

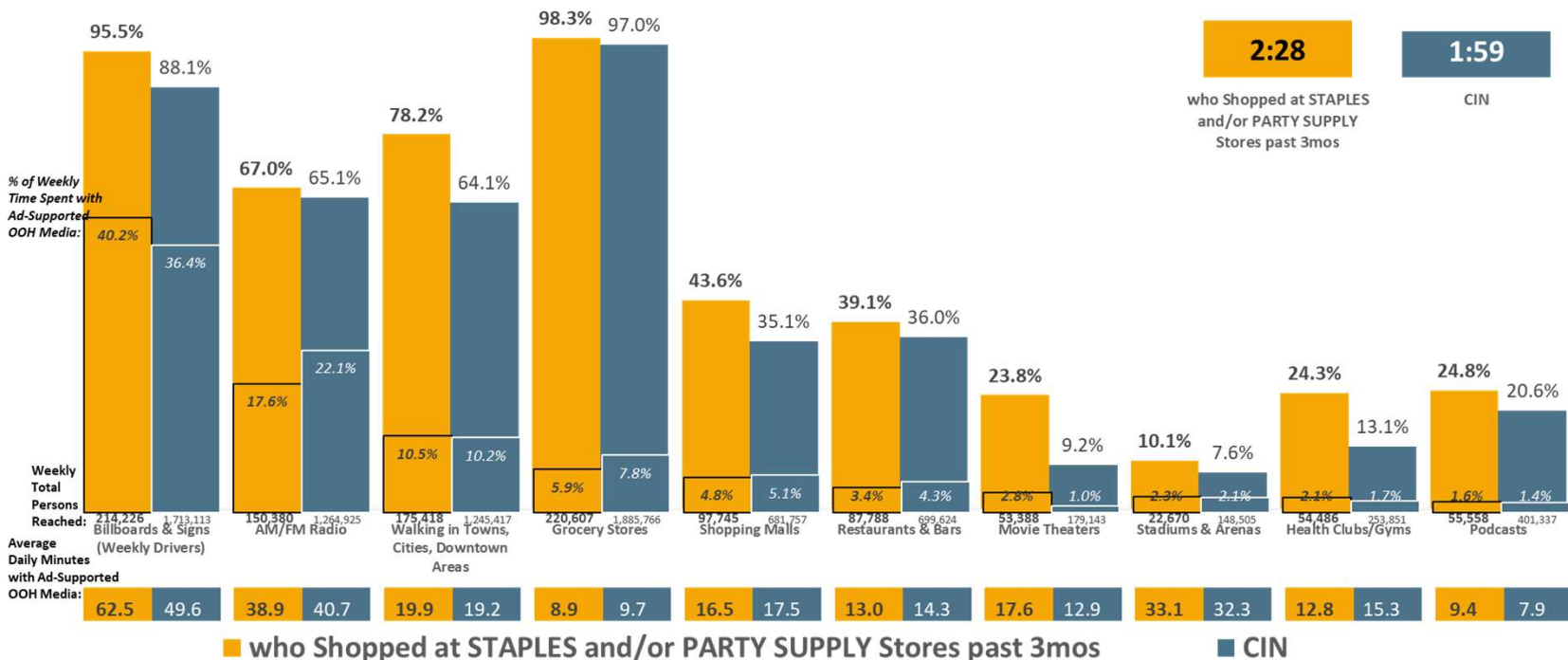


214,226 or 95.5% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos spend an average of 62.5 minutes per day driving, seeing Billboards and Signs representing 40.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 272
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,900

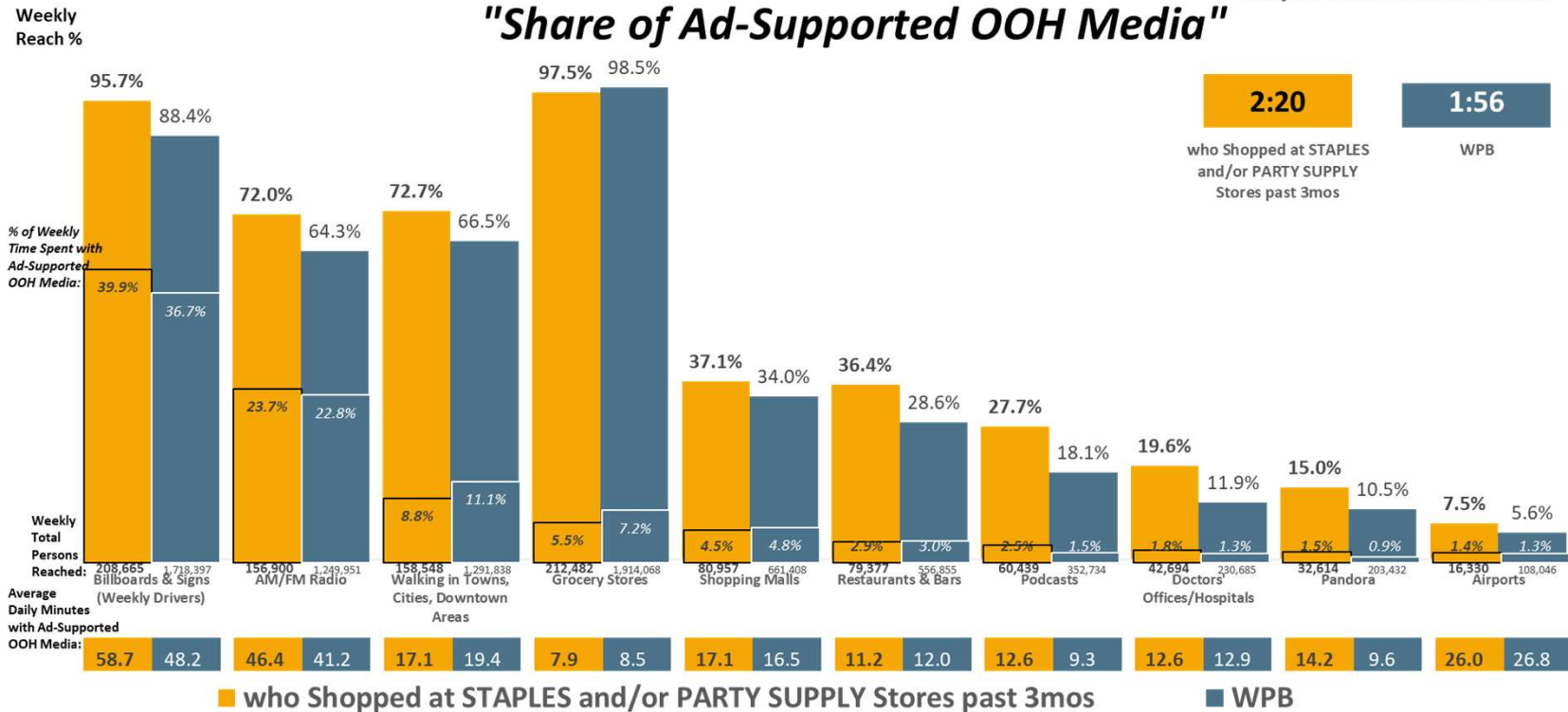
soefa.ai Share of Everything for Anything

(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)



208,665 or 95.7% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos spend an average of 58.7 minutes per day driving, seeing Billboards and Signs representing 39.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 373 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

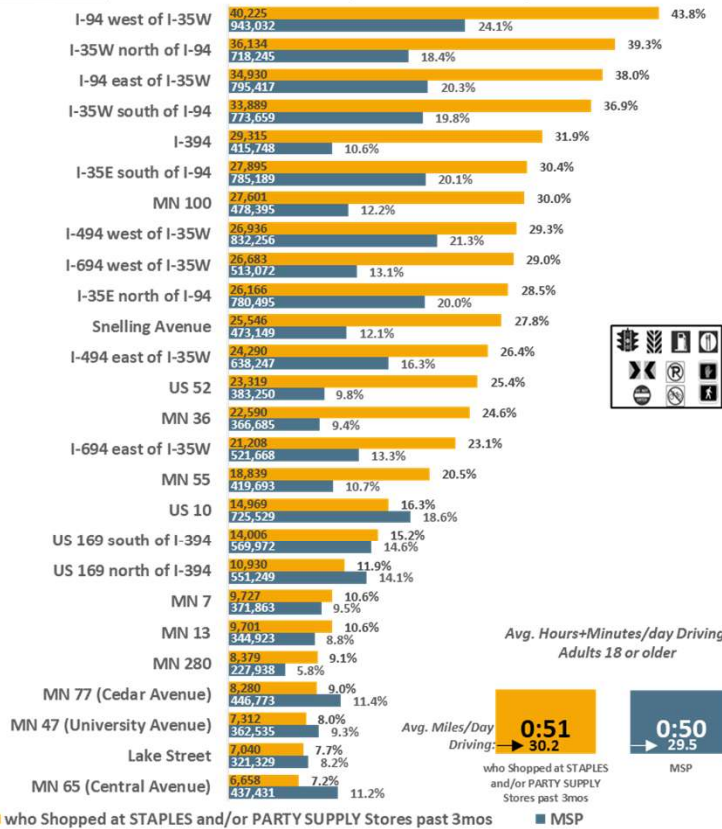
soefa.ai Share of Everything for Anything

(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)

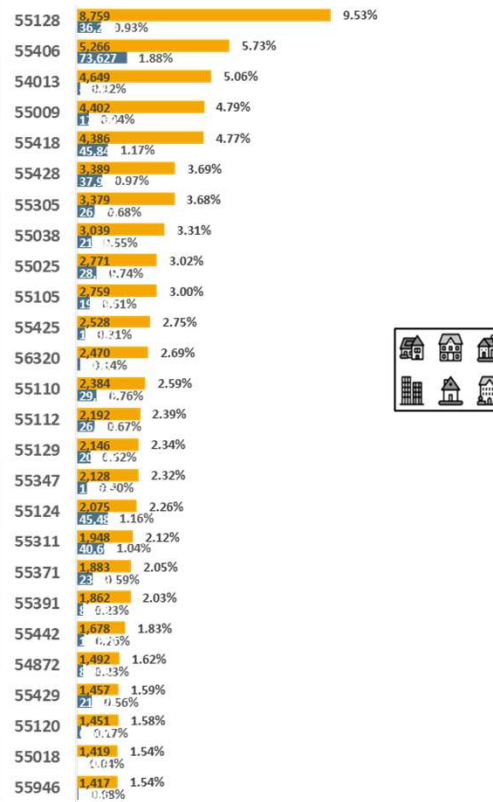


90,122 or 98.1% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos spend an average of 52. minutes per day driving an average of 30.2 miles each day and are 200.1% more likely to use I-394 than the Metro average.

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

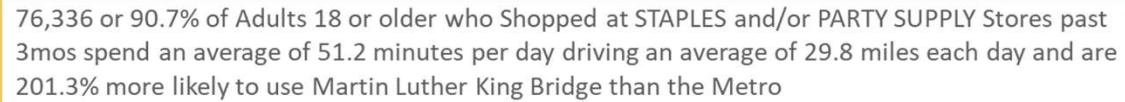


Top-26 Residential Zip Codes: Adults 18 or older

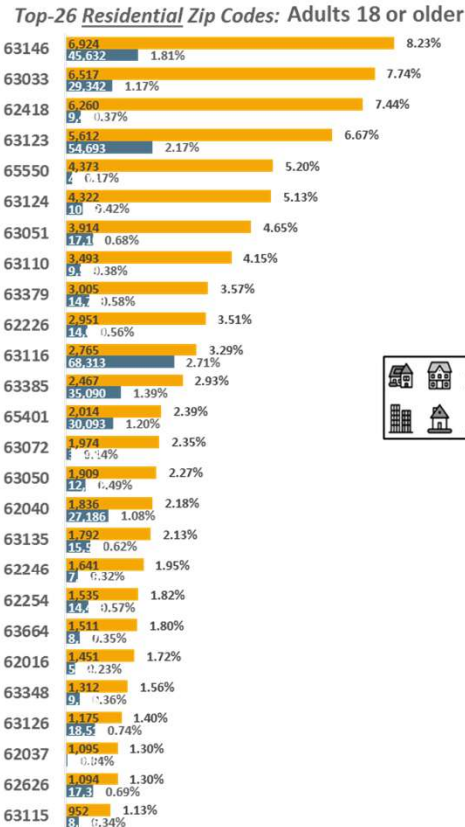


Top-26 Employment Zip Codes: Adults 18 or older





Top-26 Residential Zip Codes: Adults 18 or older



Rank	City	Rate	Change
63146	6,924	0.92%	
63123	23,107	1.50%	8.23%
	5,612		
	37,797	1.50%	6.67%
63105	4,173	1.13%	4.96%
	28,510		
63051	3,914	1.16%	4.65%
	3,773		
63141	34,265	1.36%	4.48%
	3,095		
63131	39,428	1.57%	3.57%
	2,765		
63116	41,418	1.65%	3.29%
	2,744		
63034	4	0.19%	3.26%
	2,125		
62040	8	0.34%	2.52%
	1,909		
63050	5	0.22%	2.27%
	1,905		
62225	1	0.53%	2.26%
	1,835		
63121	4	0.2%	2.18%
	1,511		
63664	8	0.34%	1.80%
	1,312		
63348	4	0.17%	1.56%
	1,095		
62047	0	0.04%	1.30%
	1,094		
62704	1	0.09%	1.30%
	1,046		
62226	1	0.10%	1.24%
	911		
62002	11	0.44%	1.08%
	789		
63301	24,291	0.93%	0.93%
	687		
63366	18,8	0.75%	0.82%
	670		
63113	0	0.03%	0.80%
	591		
63109	5	0.21%	0.58%
	451		
63119	12	0.48%	0.54%
	450		
63038	0	0.13%	0.53%
	398		
63132	10	0.42%	0.47%
	319		
63104	5	0.24%	0.38%

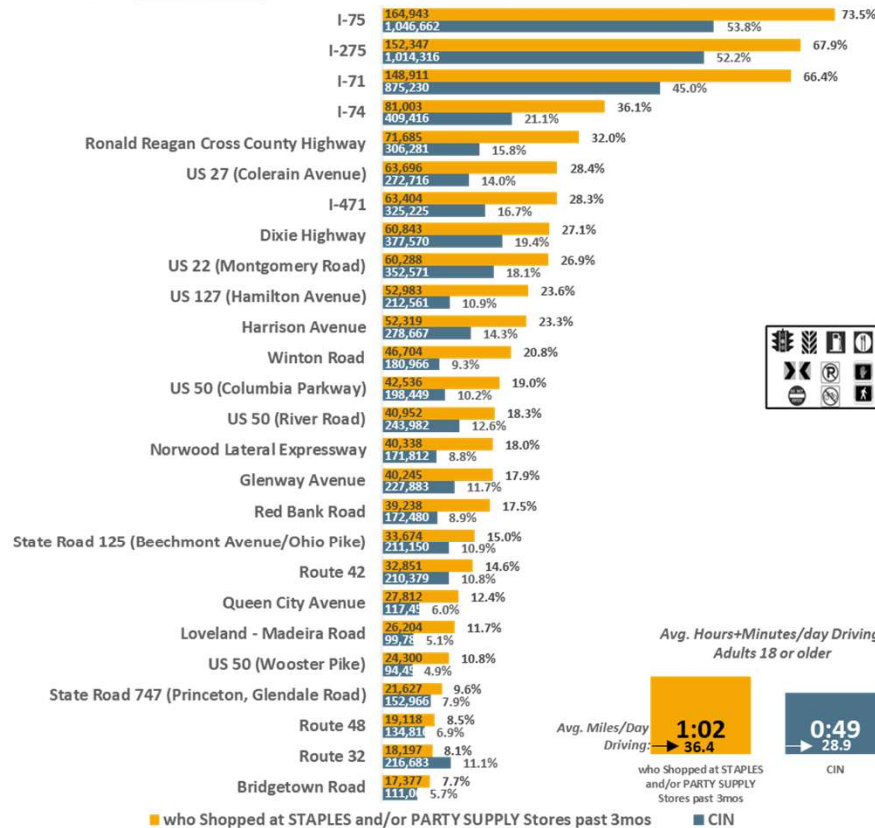
soefa.ai Share of Everything
for Anything

(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)

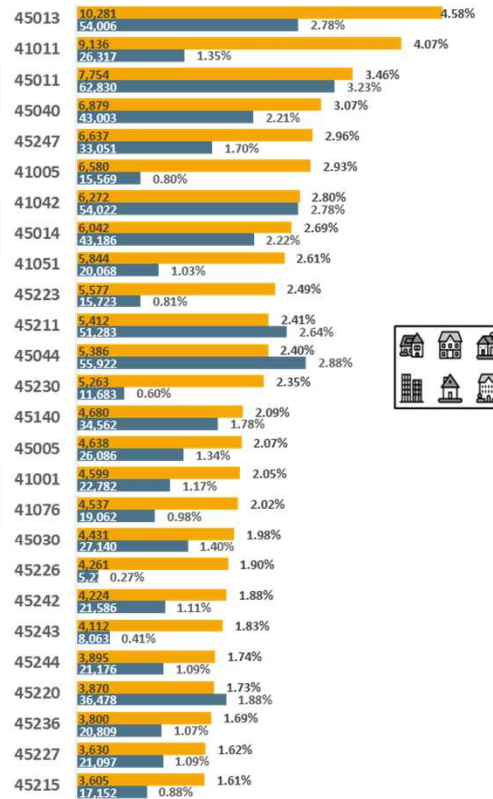


214,226 or 95.5% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos spend an average of 62.5 minutes per day driving an average of 36.4 miles each day and are 123.7% more likely to use Winton Road than the Metro average.

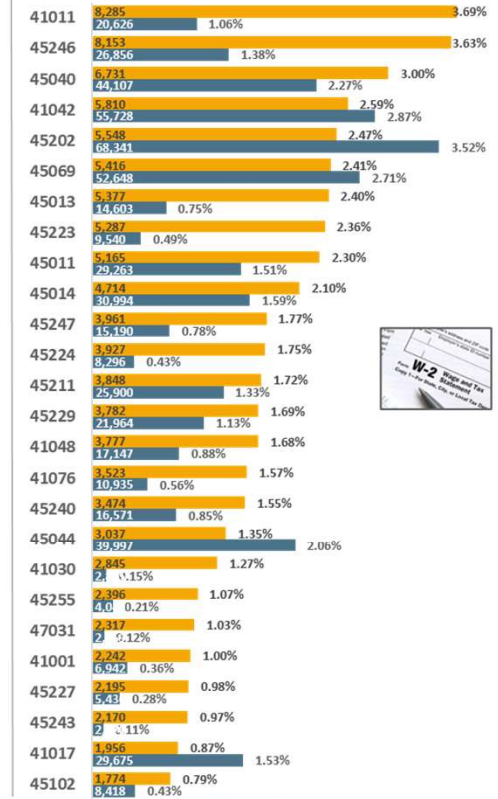
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



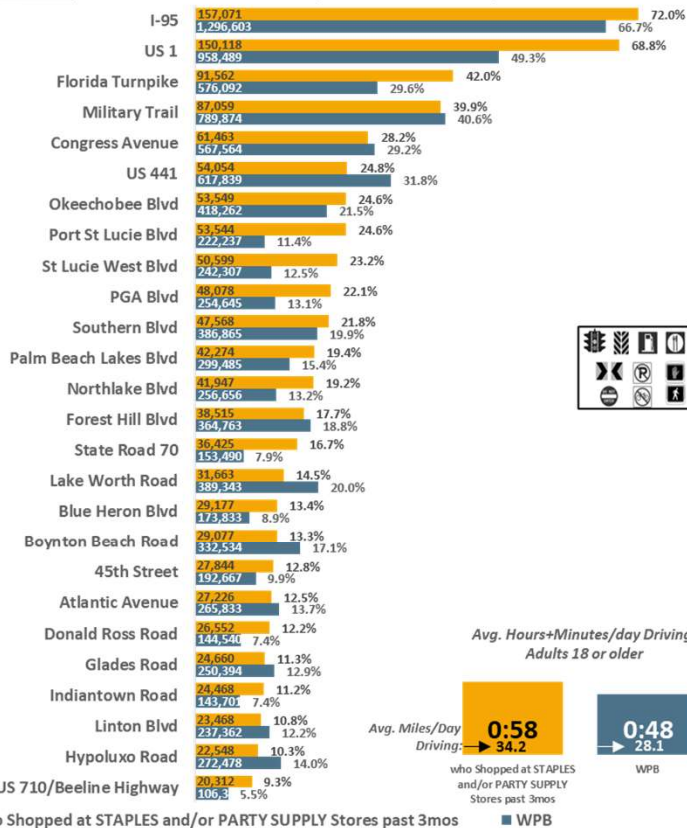
Top-26 Employment Zip Codes: Adults 18 or older



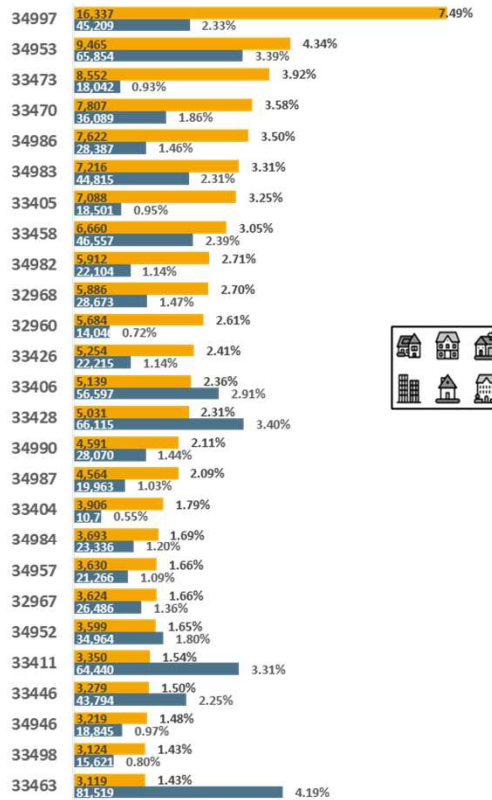


208,665 or 95.7% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos spend an average of 58.7 minutes per day driving an average of 34.2 miles each day and are 114.8% more likely to use Port St Lucie Blvd than the Metro avara

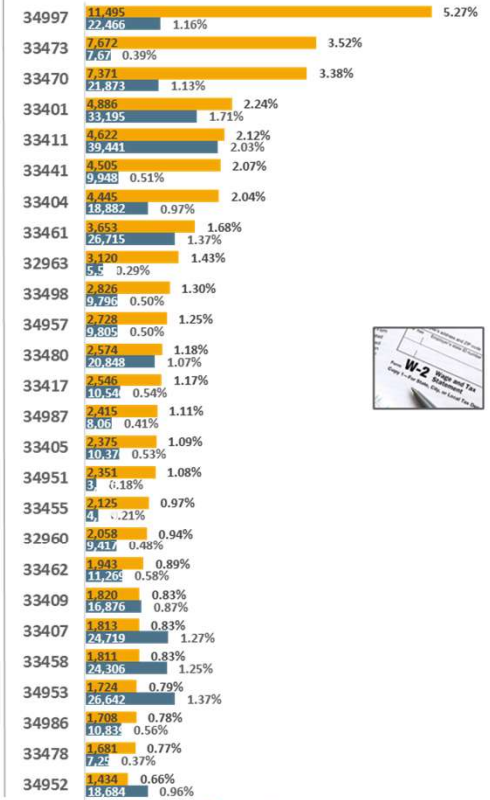
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



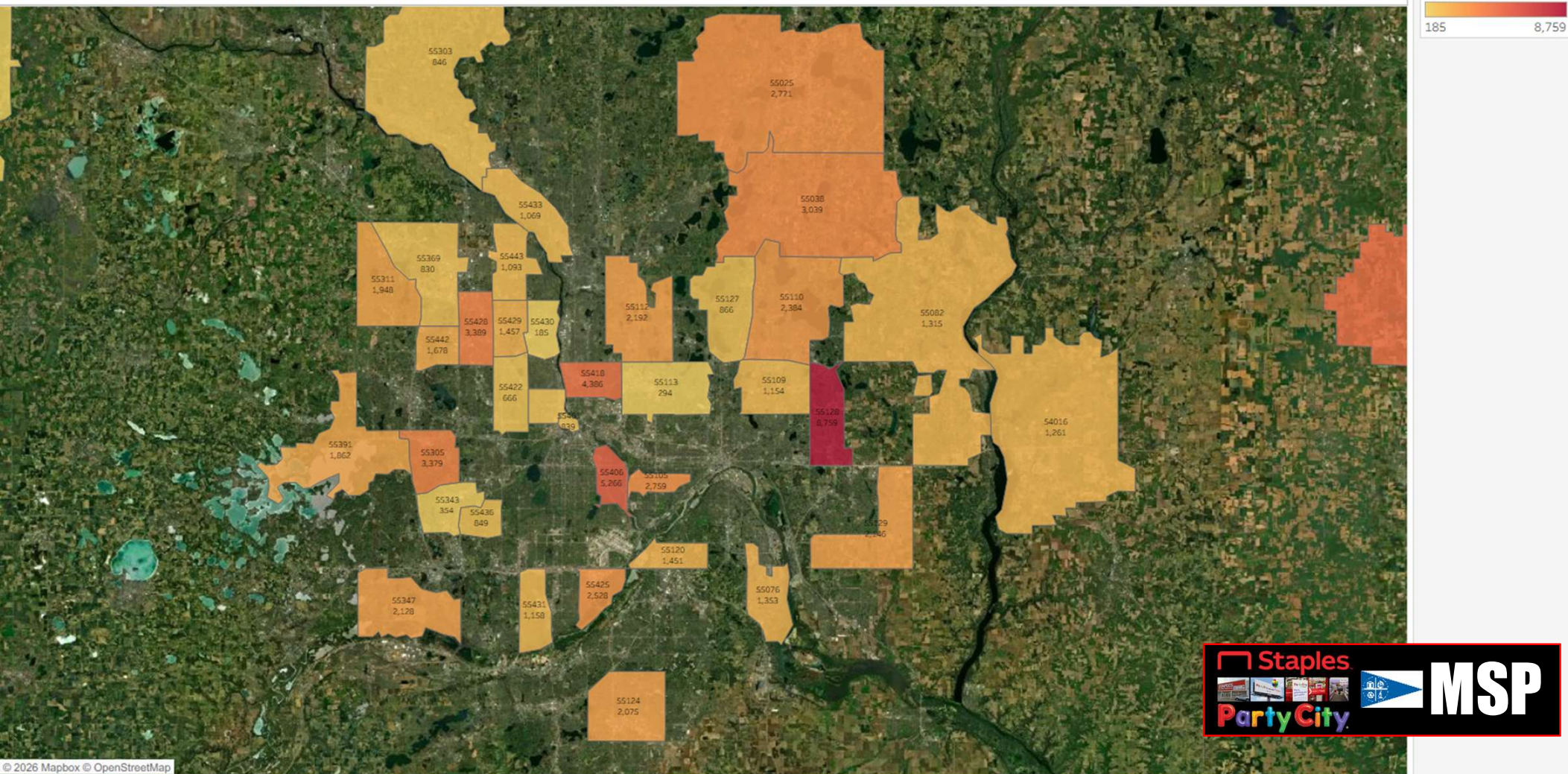
Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



Top Residential Zip Codes: (Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos)



© 2026 Mapbox © OpenStreetMap

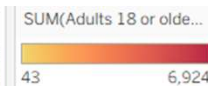
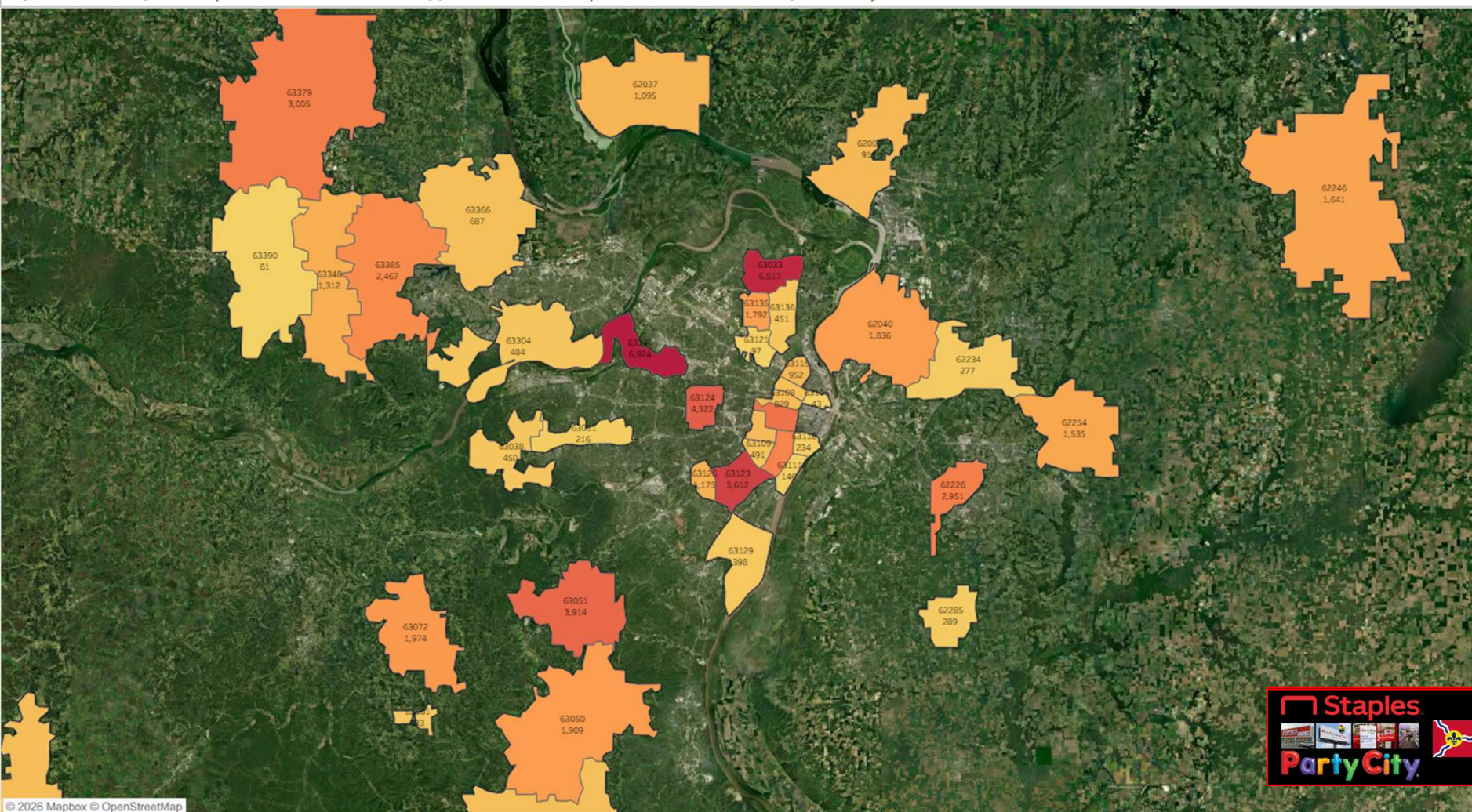
MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

56

soefa.ai Share of Everything for Anything ®

(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)

Top Residential Zip Codes: (Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos)



© 2026 Mapbox © OpenStreetMap

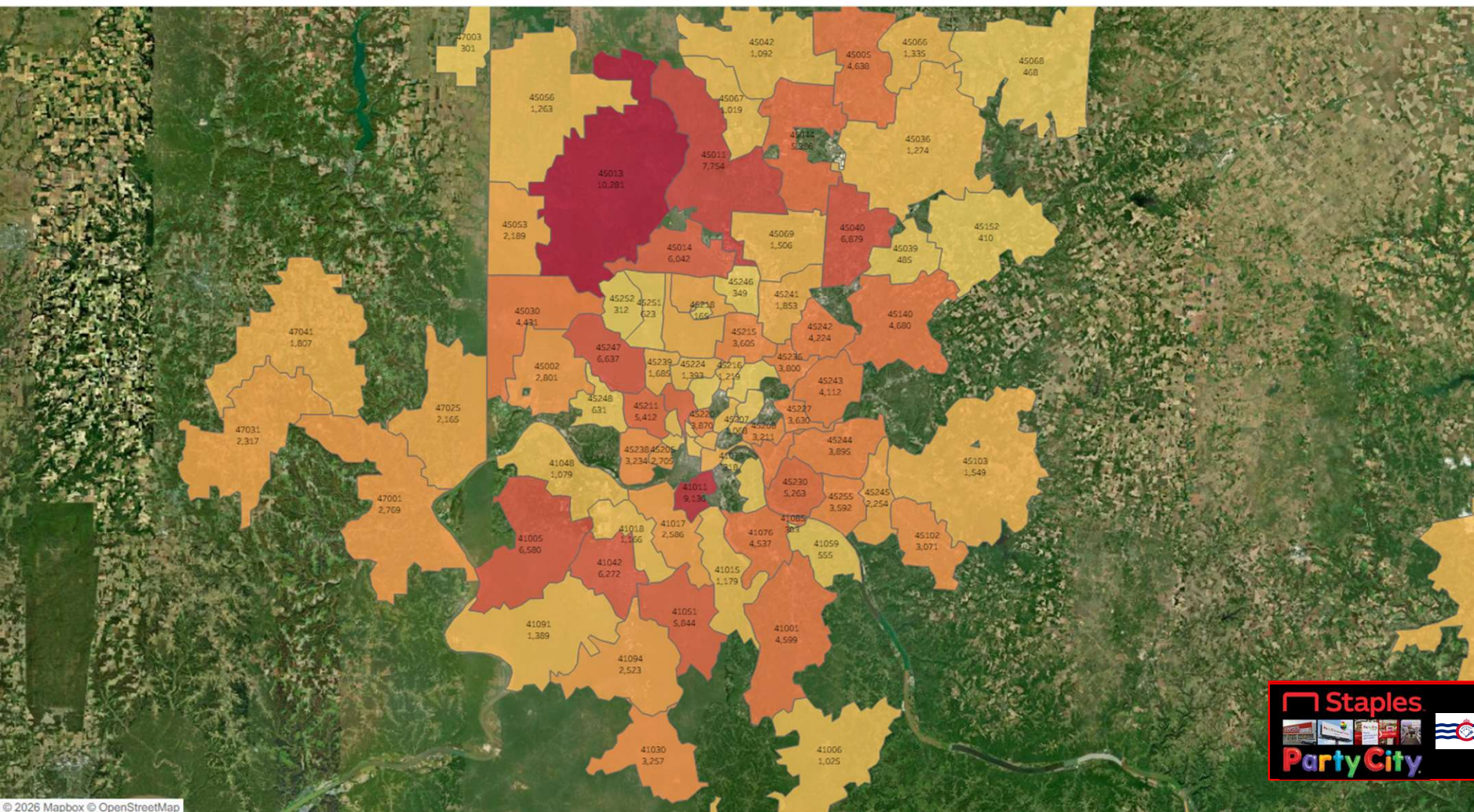
STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

58

soefa.ai Share of Everything for Anything

(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)

Top Residential Zip Codes: (Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos)

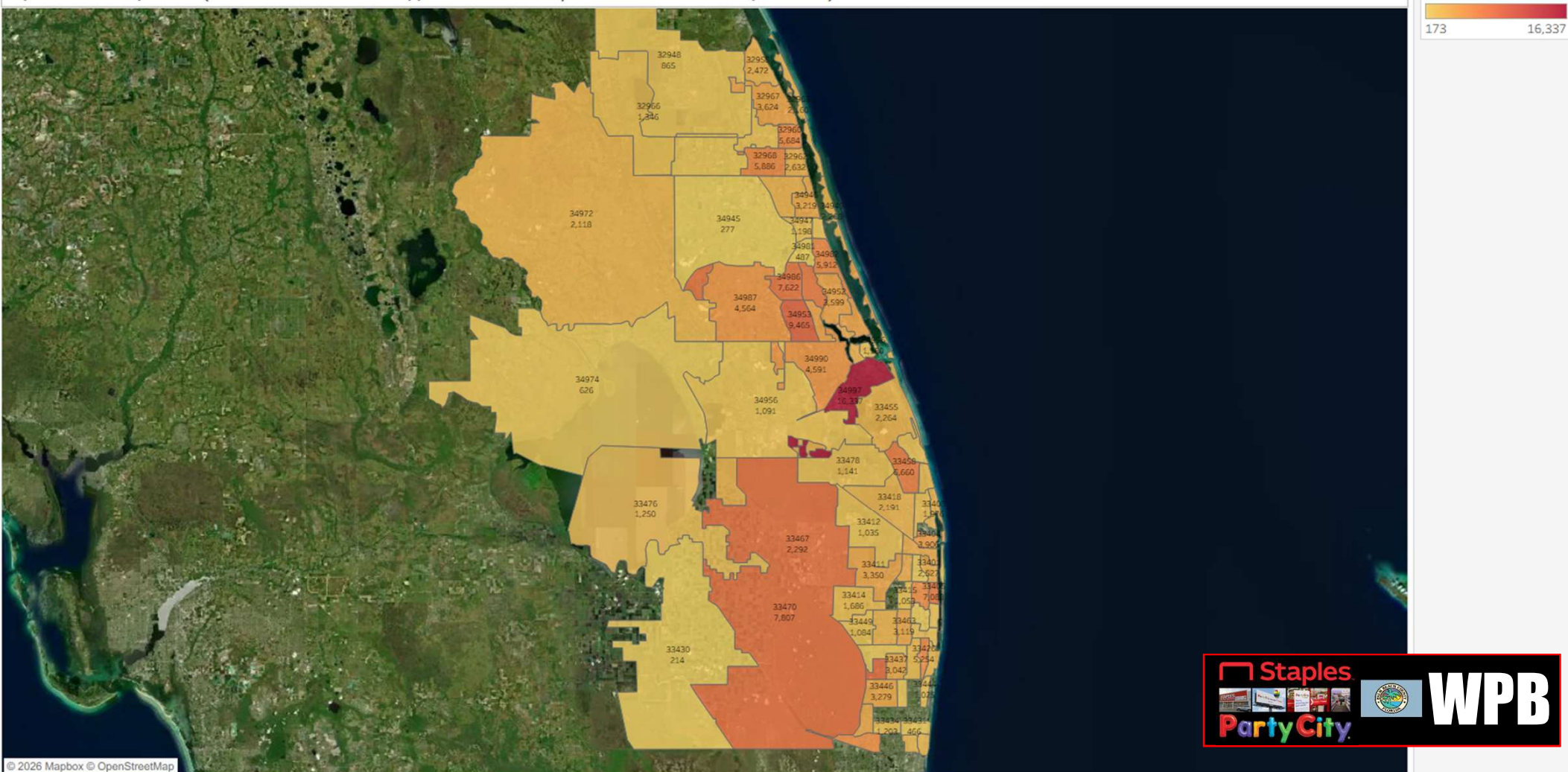


SUM(Adults 18 or olde...

165	10,281
-----	--------



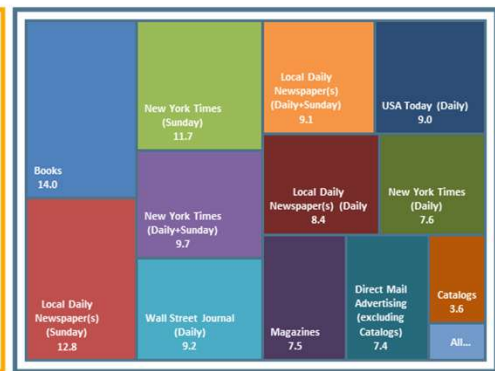
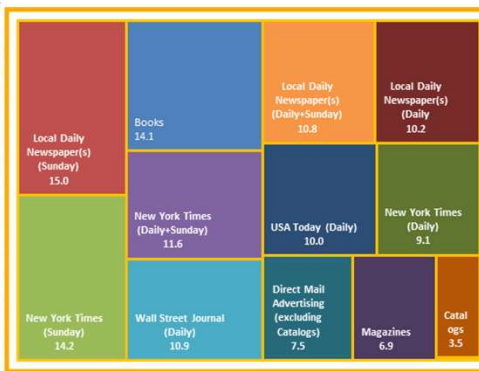
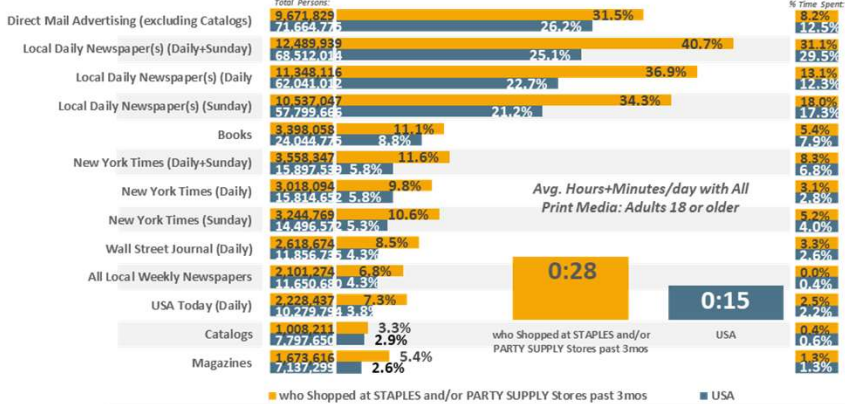
Top Residential Zip Codes: (Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos)



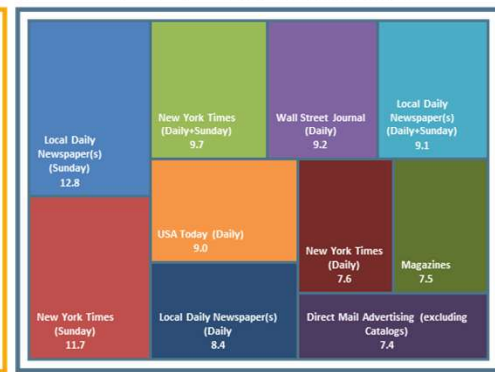
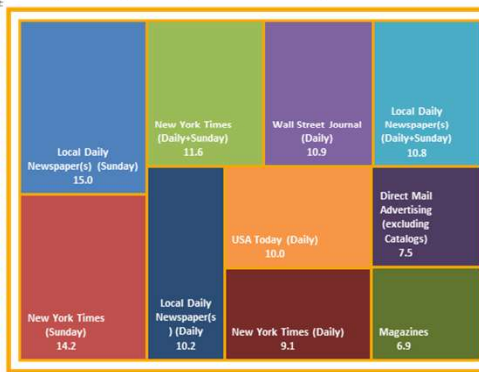
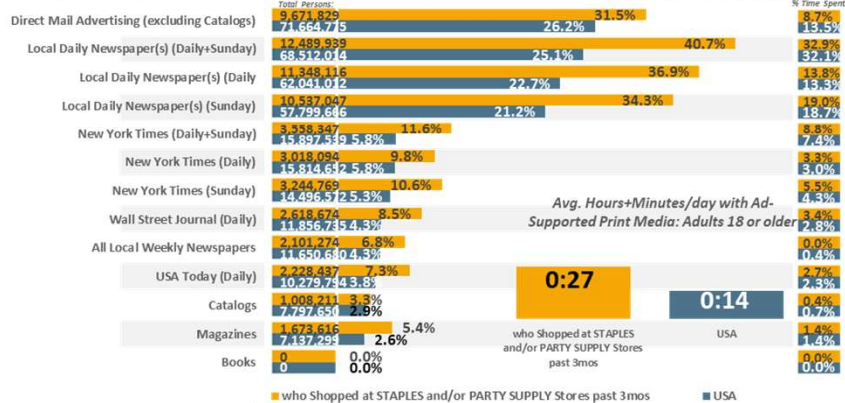


12,489,939 or 40.7% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.8 minutes every day representing 32.9% of all time spent daily with All forms of Print

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



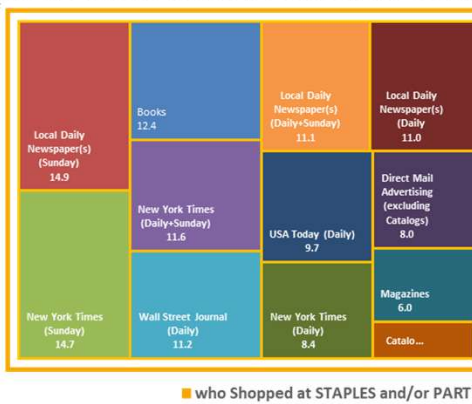
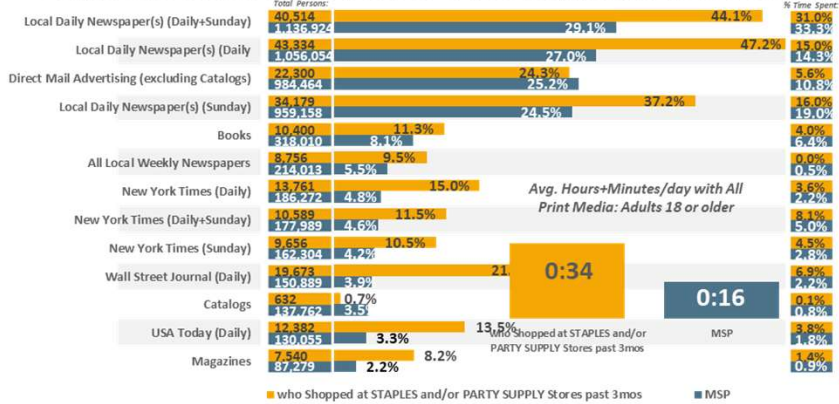
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



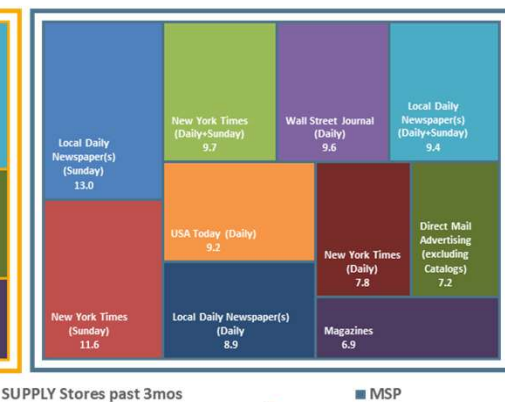
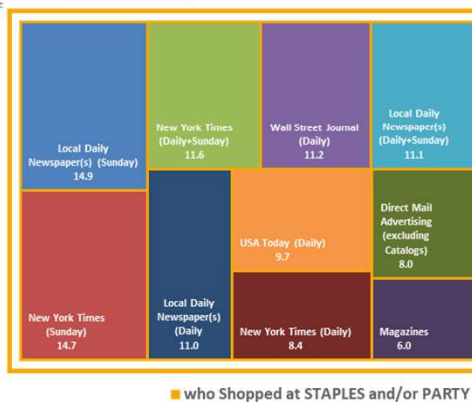
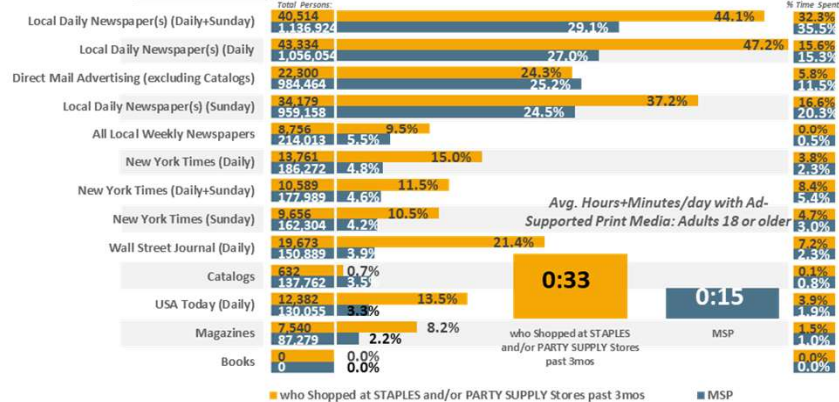


40,514 or 44.1% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.1 minutes every day representing 32.3% of all time spent daily with All forms of Print Med

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**



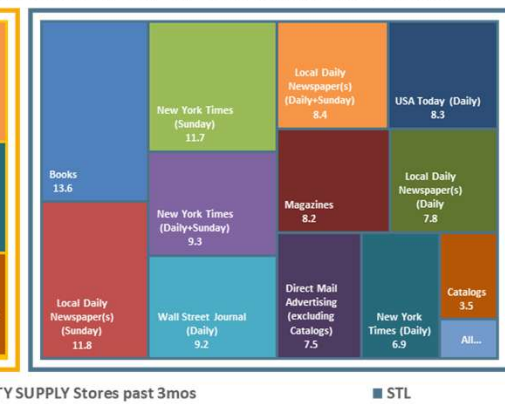
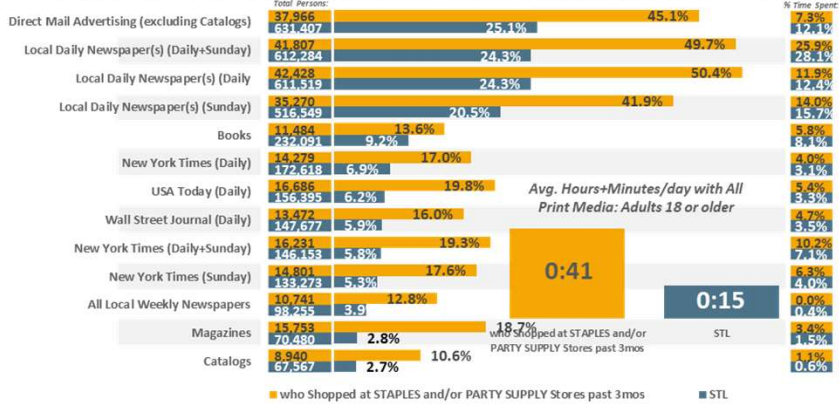
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



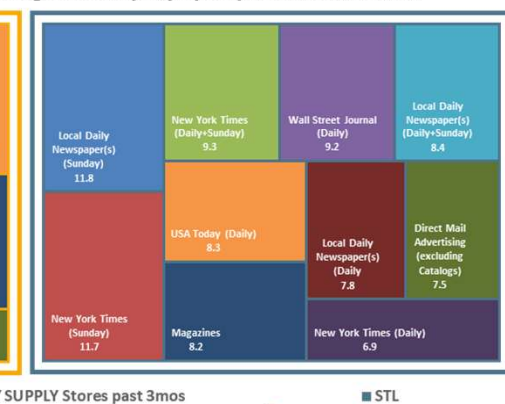
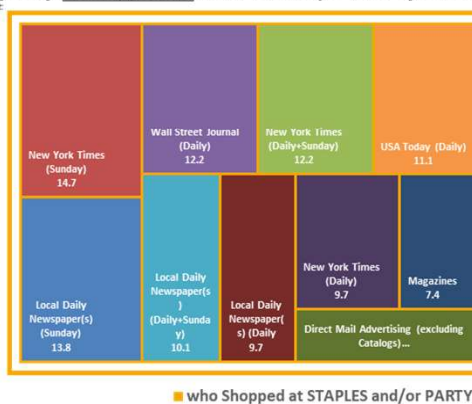
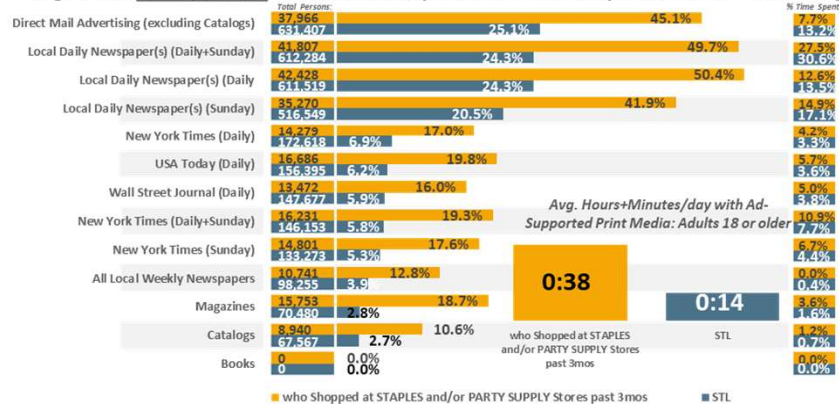


41,807 or 49.7% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.1 minutes every day representing 27.5% of all time spent daily with All forms of Print Med

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**



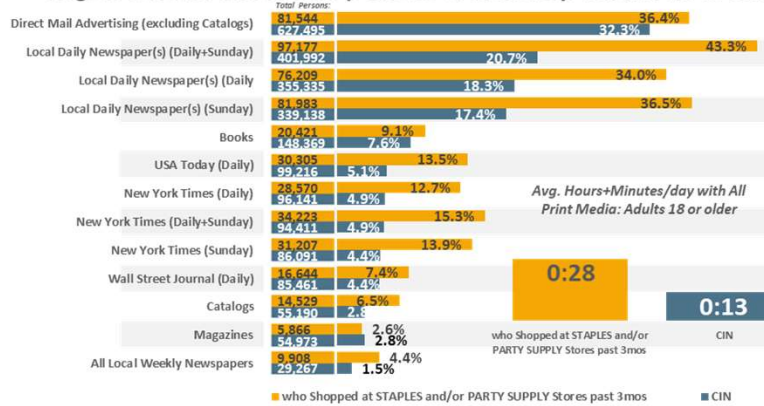
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



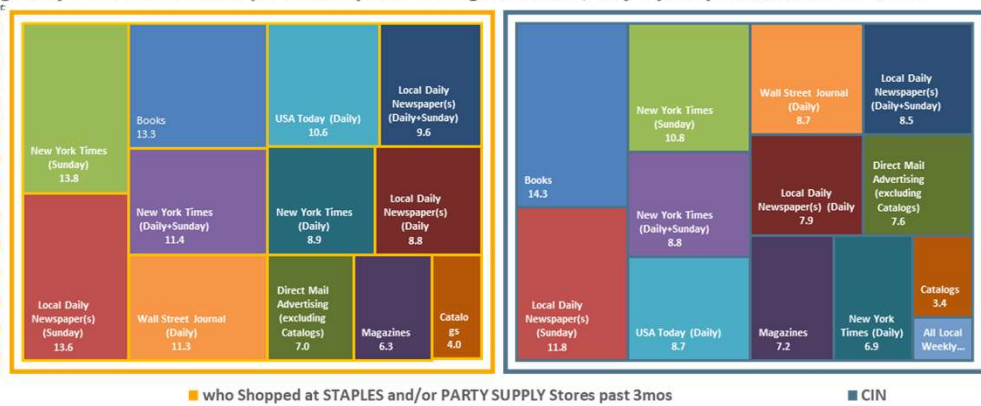


97,177 or 43.3% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.6 minutes every day representing 29.2% of all time spent daily with All forms of Print Media

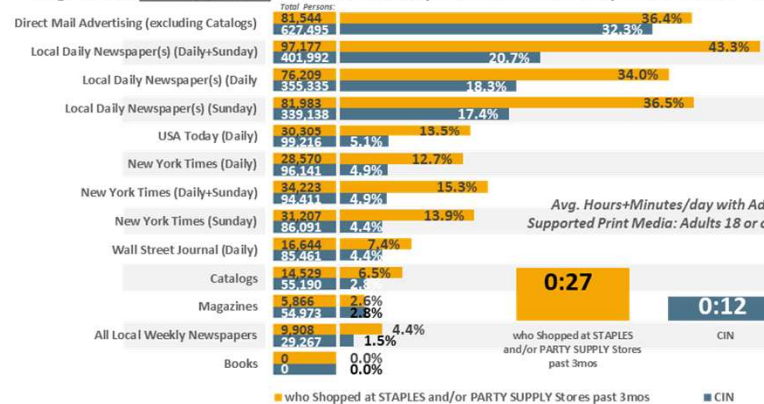
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



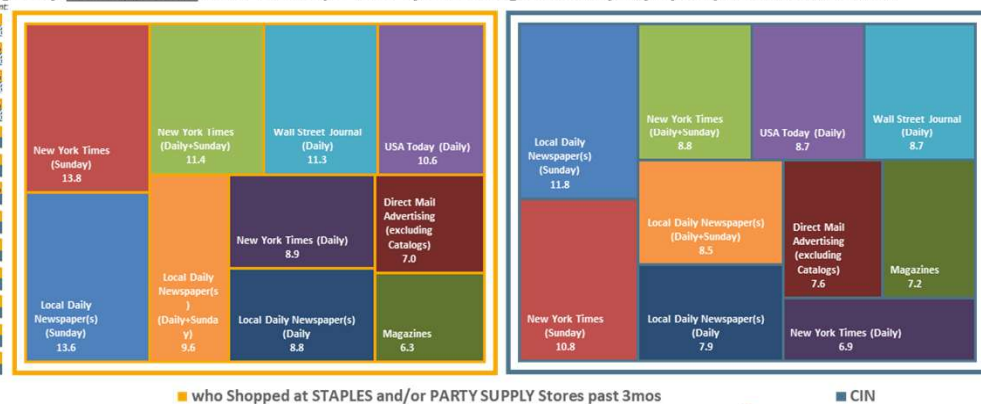
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



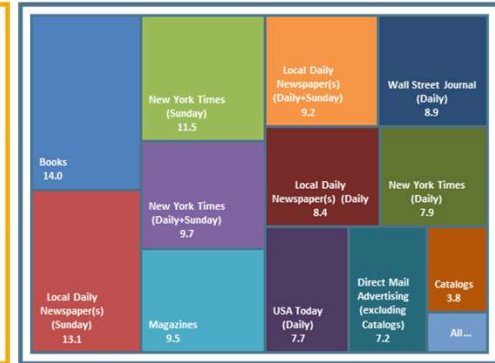
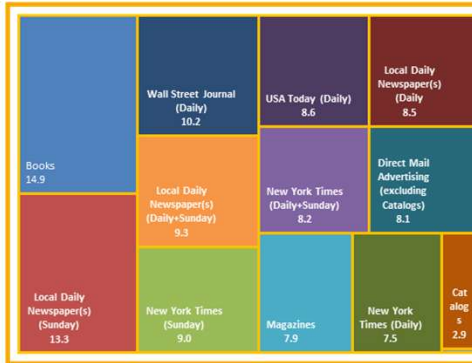
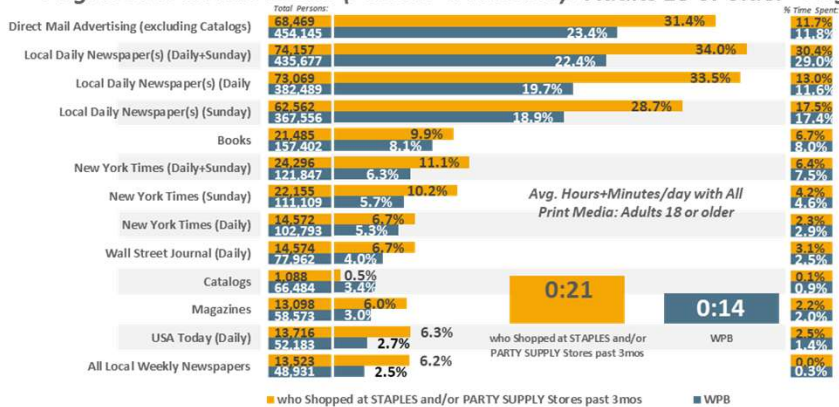
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



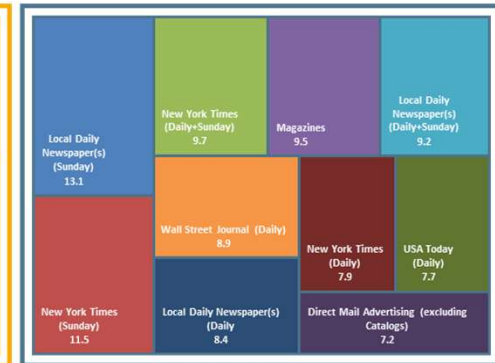
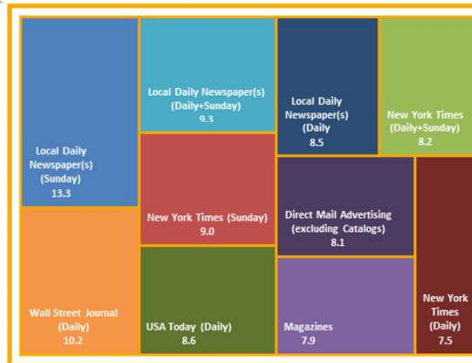
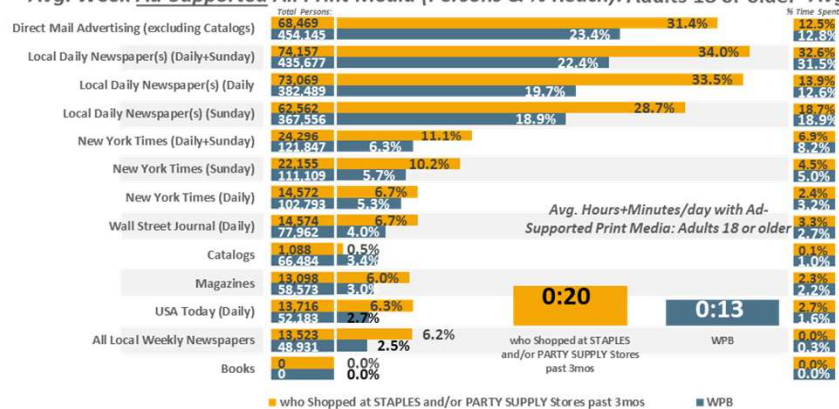


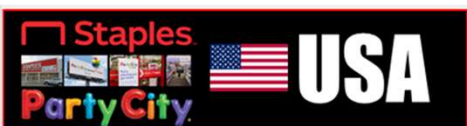
74,157 or 34.% of Adults 18 or older who Shopped at STAPLES and/or PARTY SUPPLY Stores past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.3 minutes every day representing 32.6% of all time spent daily with All forms of Print Media

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**



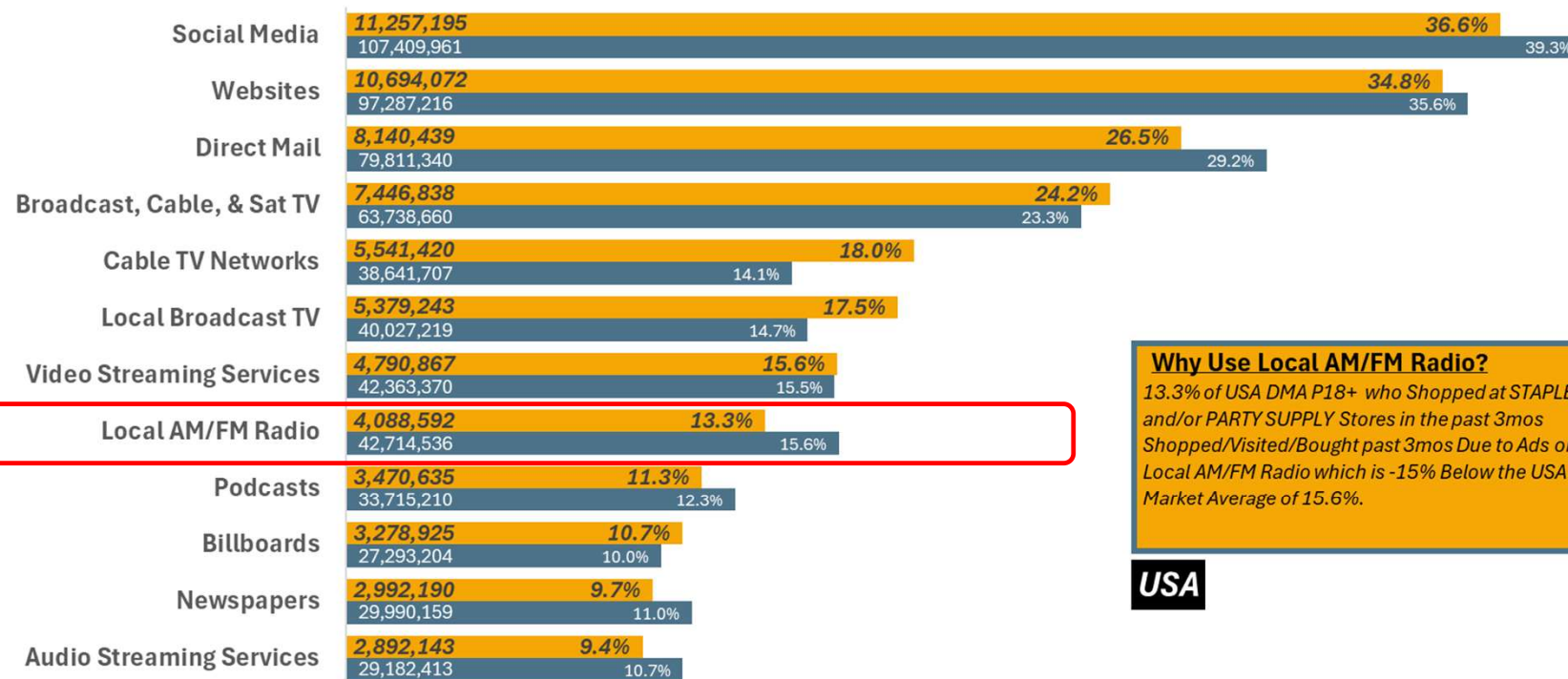
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





"Advertising Actions"

P18+ who Shopped at STAPLES and/or PARTY SUPPLY Stores in the past 3mos
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

13.3% of USA DMA P18+ who Shopped at STAPLES and/or PARTY SUPPLY Stores in the past 3mos Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -15% Below the USA DMA Market Average of 15.6%.

USA

■ P18+ who Shopped at STAPLES and/or PARTY SUPPLY Stores in the past 3mos (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

USA DMA ScarboroughR1 2026:Jan25-Mar26 Qual Intab: 3219

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

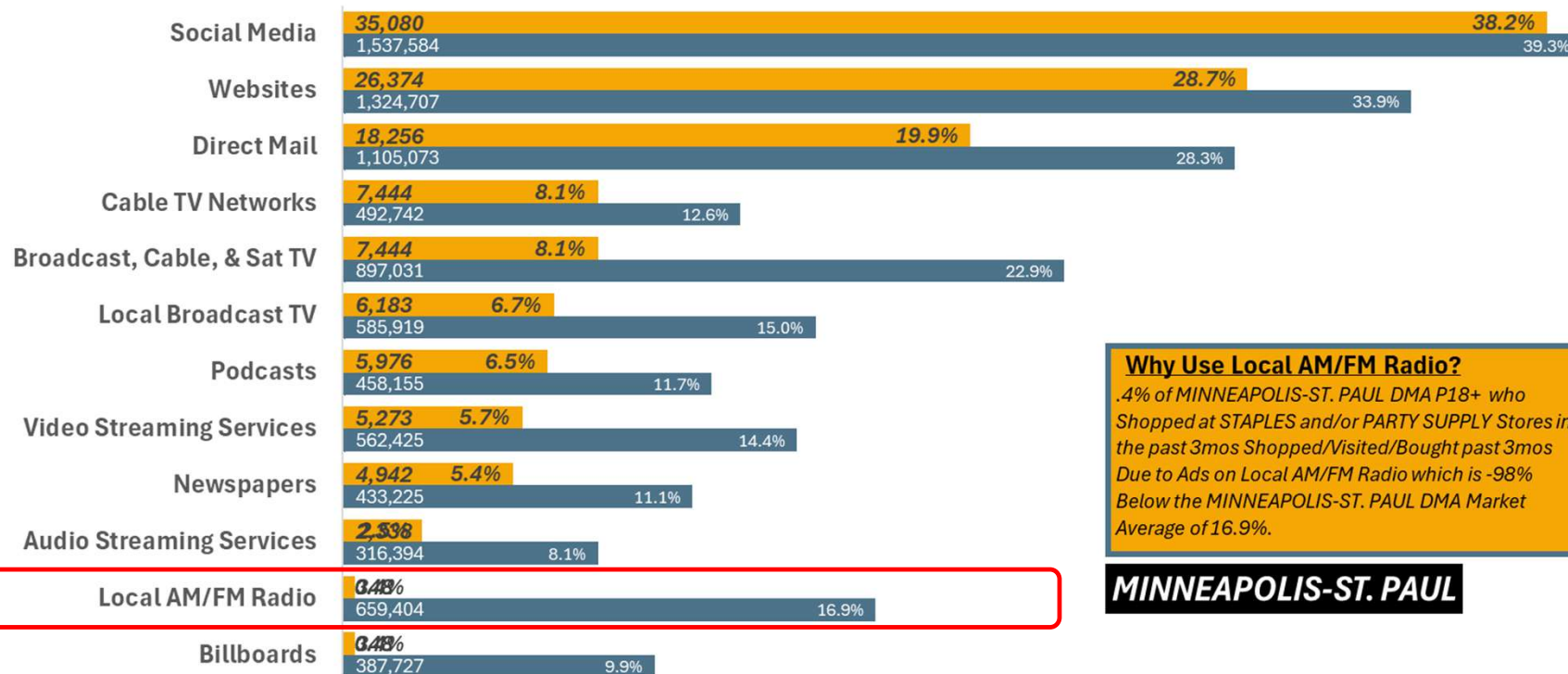
soefa.ai Share of Everything for Anything ®

(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)



"Advertising Actions"

P18+ who Shopped at STAPLES and/or PARTY SUPPLY Stores in the past 3mos
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

.4% of MINNEAPOLIS-ST. PAUL DMA P18+ who Shopped at STAPLES and/or PARTY SUPPLY Stores in the past 3mos Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -98% Below the MINNEAPOLIS-ST. PAUL DMA Market Average of 16.9%.

MINNEAPOLIS-ST. PAUL

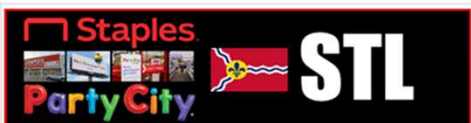
■ P18+ who Shopped at STAPLES and/or PARTY SUPPLY Stores in the past 3mos (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 56
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

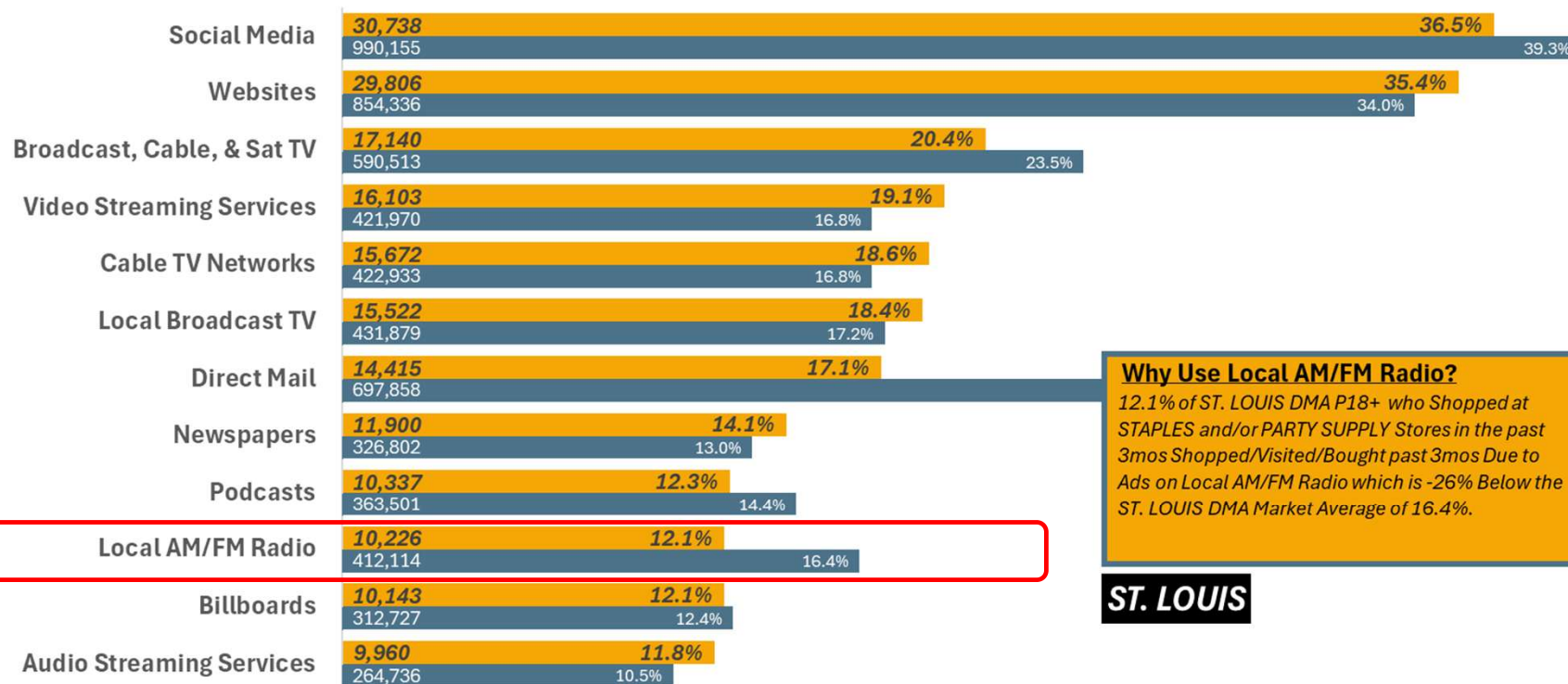
soefa.ai Share of Everything for Anything ®

(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)



"Advertising Actions"

**P18+ who Shopped at STAPLES and/or PARTY SUPPLY Stores in the past 3mos
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

12.1% of ST. LOUIS DMA P18+ who Shopped at STAPLES and/or PARTY SUPPLY Stores in the past 3mos Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -26% Below the ST. LOUIS DMA Market Average of 16.4%.

ST. LOUIS

■ P18+ who Shopped at STAPLES and/or PARTY SUPPLY Stores in the past 3mos (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 58
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

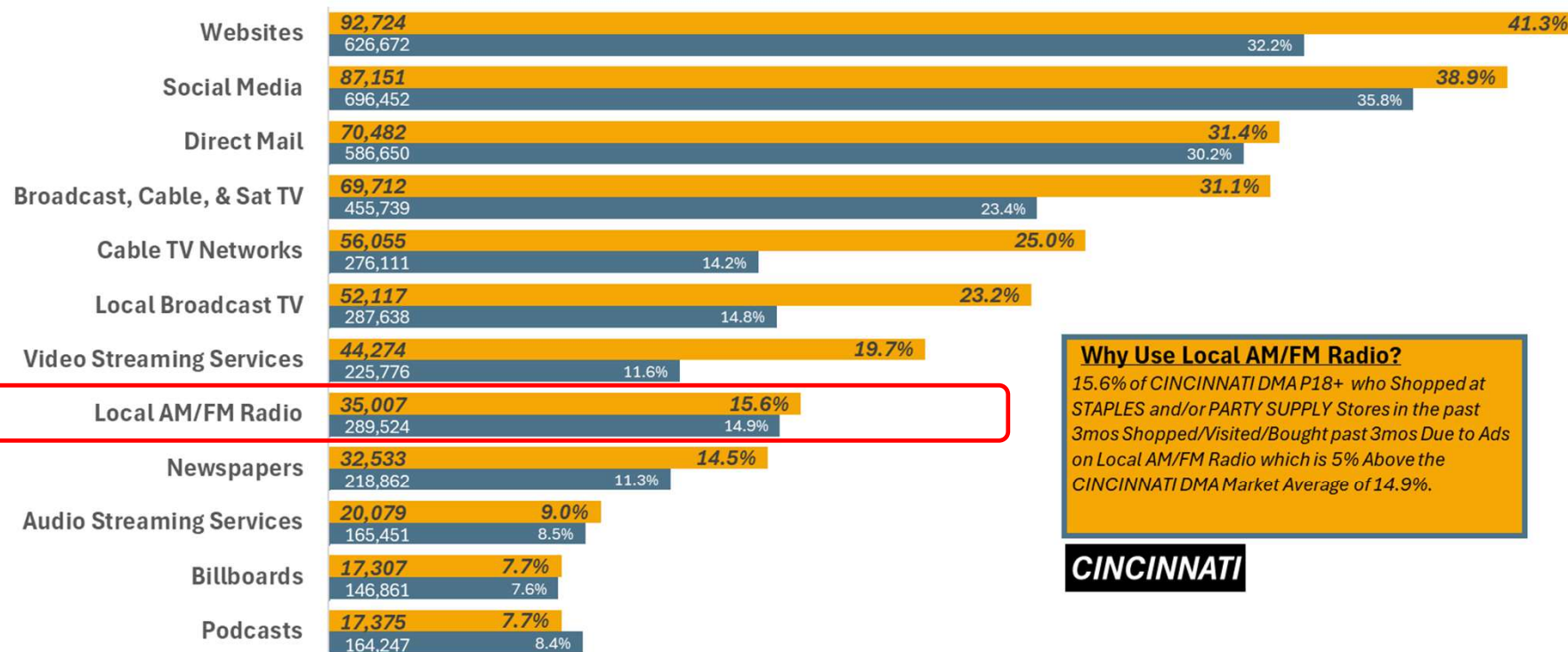
soefa.ai Share of Everything for Anything ®

(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)



"Advertising Actions"

**P18+ who Shopped at STAPLES and/or PARTY SUPPLY Stores in the past 3mos
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

15.6% of CINCINNATI DMA P18+ who Shopped at STAPLES and/or PARTY SUPPLY Stores in the past 3mos Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 5% Above the CINCINNATI DMA Market Average of 14.9%.

CINCINNATI

■ P18+ who Shopped at STAPLES and/or PARTY SUPPLY Stores in the past 3mos (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 272
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

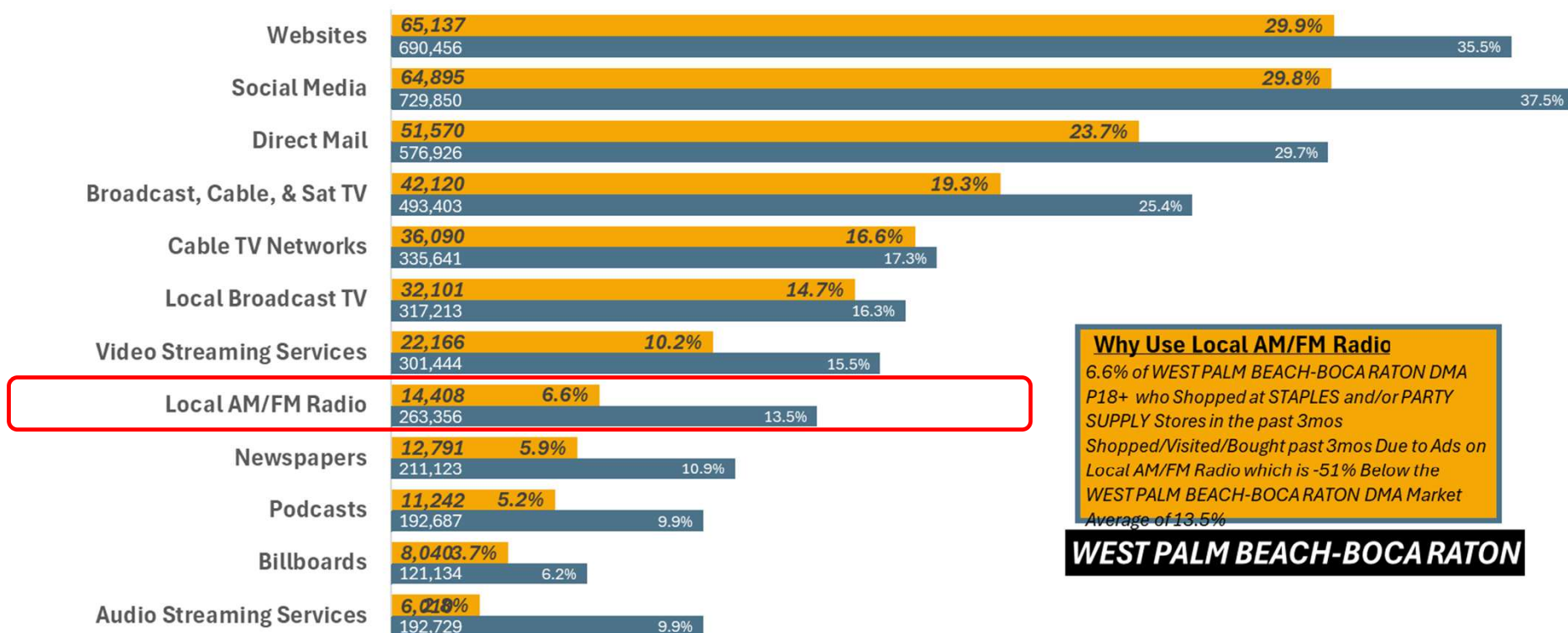
soefa.ai Share of Everything
for Anything ©

(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)



"Advertising Actions"

**P18+ who Shopped at STAPLES and/or PARTY SUPPLY Stores in the past 3mos
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio

6.6% of WEST PALM BEACH-BOCA RATON DMA
P18+ who Shopped at STAPLES and/or PARTY
SUPPLY Stores in the past 3mos
Shopped/Visited/Bought past 3mos Due to Ads on
Local AM/FM Radio which is -51% Below the
WEST PALM BEACH-BOCA RATON DMA Market
Average of 13.5%

WEST PALM BEACH-BOCA RATON

■ P18+ who Shopped at STAPLES and/or PARTY SUPPLY Stores in the past 3mos (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab: 373

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

soefa.ai Share of Everything
for Anything ®

(Office supply/service stores shopped past 3 months: Staples OR Other stores shopped past 3 months: Any party supply store)