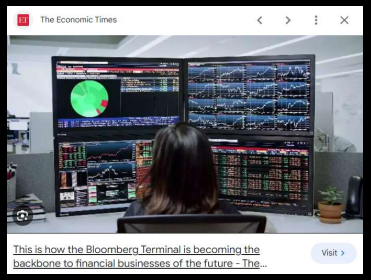
USA+4 DMAs – P18+ who Purchased Items In-Store at MACY'S in the past 3 months!

Complete Demographic & Media Use Profiles





Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA and PHOENIX DMA P18+ who Purchased Items In-Store at MACY'S in the past 3 months** as of July 31, 2025.





USA **CHI** **WDC** **SEA** **PHX**

P18+

Vanguard BlackRock

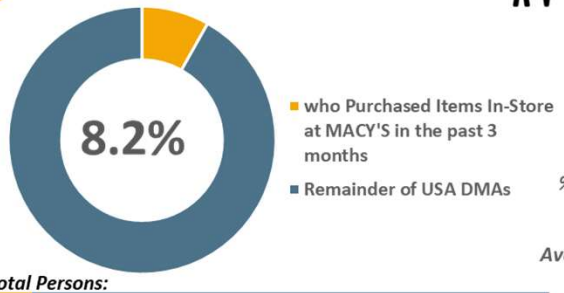
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

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

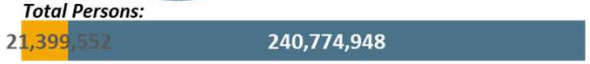


8.2% or 21,399,552 of USA Adults 18 or older Purchased Items In-Store at MACY'S in the past 3 months. Typical Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months are 52.5 years old (7.8% older than average) and have a $115,639 (21.6% higher than average) annual household income.

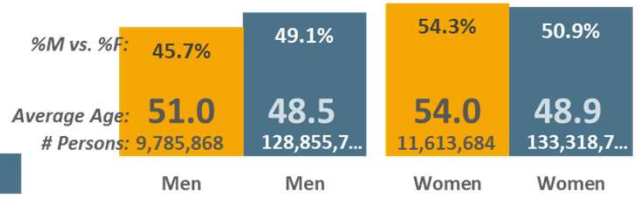
Percent of Market: Adults 18 or older



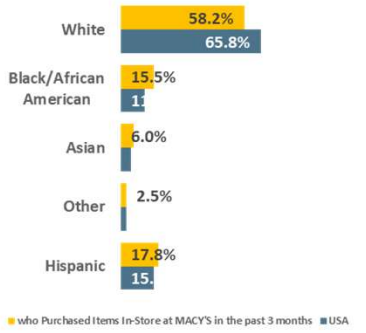
Total Persons:



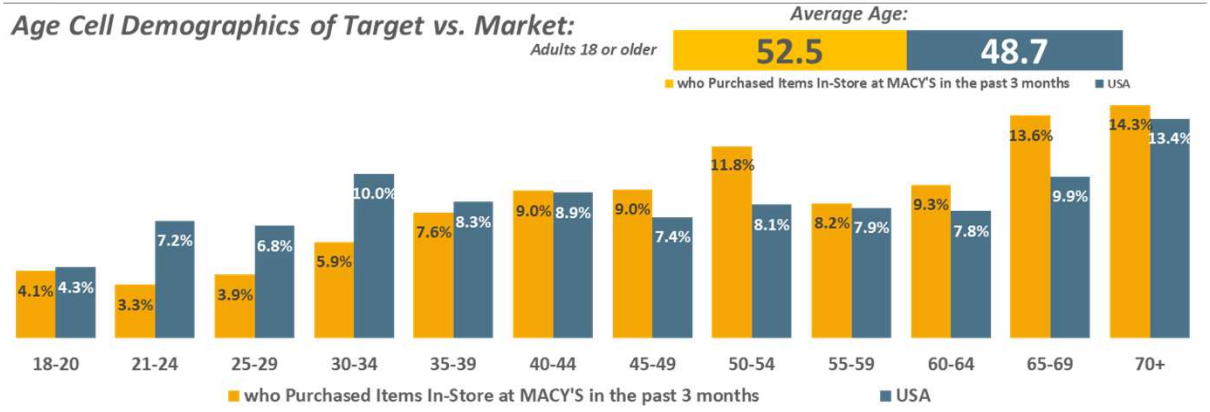
Gender of Target vs. Market: Adults 18 or older



Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:

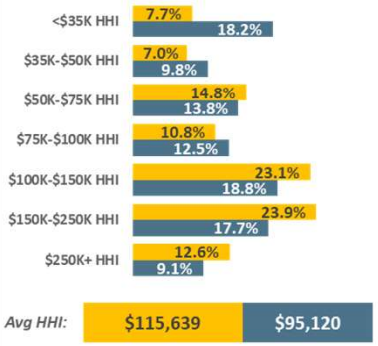


USA *USA Projection* *Scarborough R2 2025: Feb24-Jul25* *Qual Intab* *2,329*

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

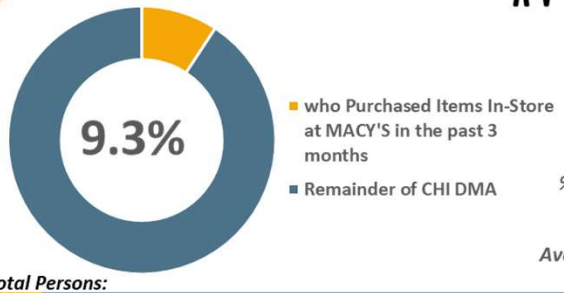
HHI of Target vs. Market:



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

9.3% or 699,379 of CHI DMA Adults 18 or older Purchased Items In-Store at MACY'S in the past 3 months. Typical Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months are 52.6 years old (8.8% older than average) and have a $132,081 (22.9% higher than average) annual household income.

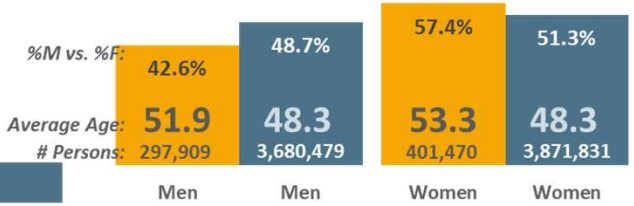
Percent of Market: Adults 18 or older



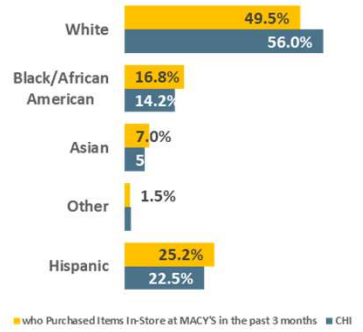
Total Persons:



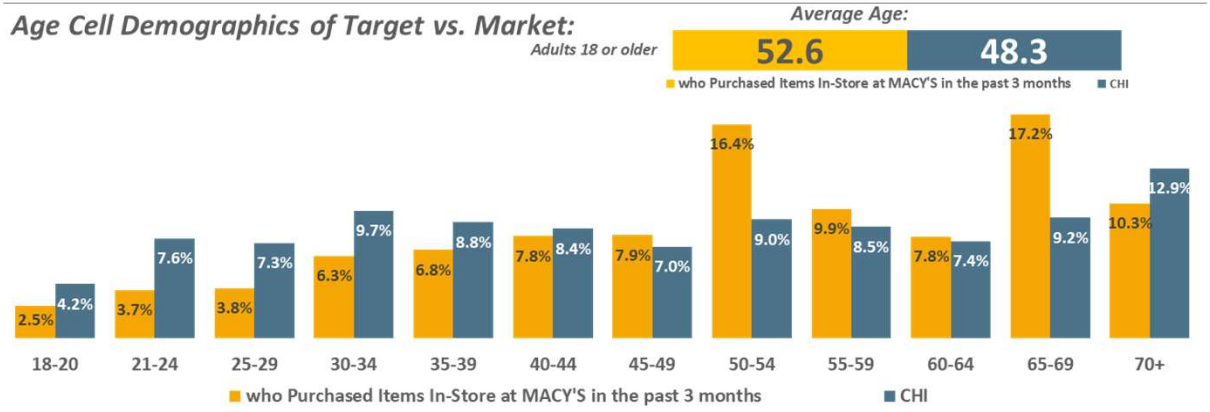
Gender of Target vs. Market: Adults 18 or older



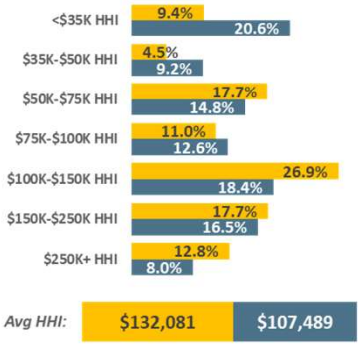
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



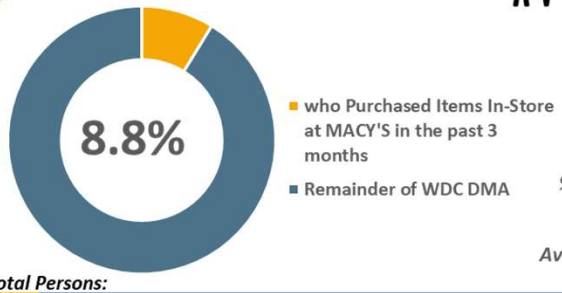
CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 435

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

8.8% or 499,275 of WDC DMA Adults 18 or older Purchased Items In-Store at MACY'S in the past 3 months. Typical Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months are 51. years old (6.9% older than average) and have a $161,510 (19.5% higher than average) annual household income.

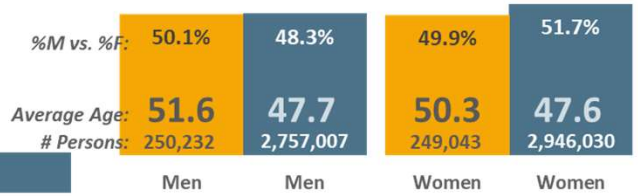
Percent of Market: Adults 18 or older



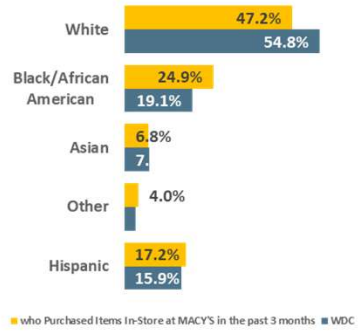
Total Persons:



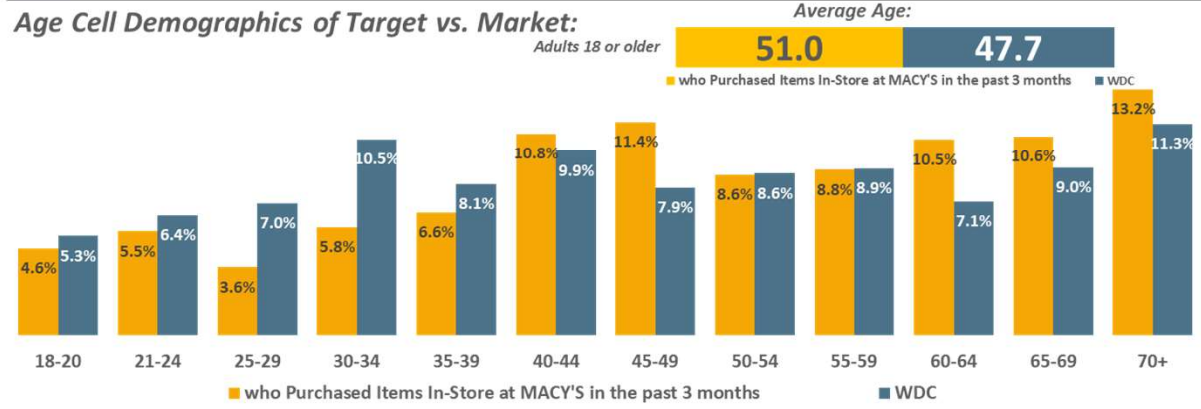
Gender of Target vs. Market: Adults 18 or older



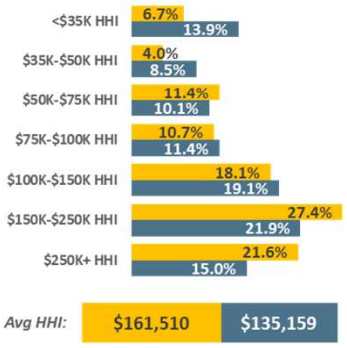
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 599

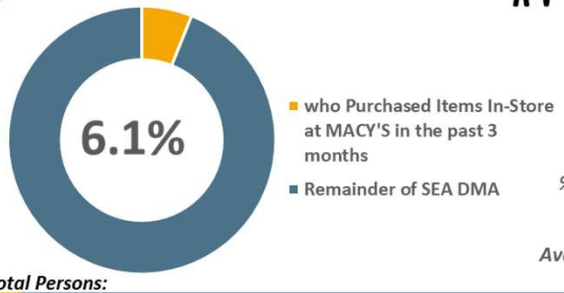
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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

macy's SEA

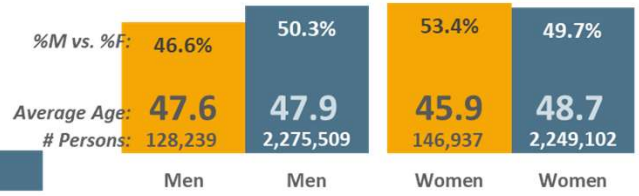
6.1% or 275,176 of SEA DMA Adults 18 or older Purchased Items In-Store at MACY'S in the past 3 months. Typical Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months are 46.7 years old (3.2% younger than average) and have a $136,995 (9.7% higher than average) annual household income.

Percent of Market: Adults 18 or older

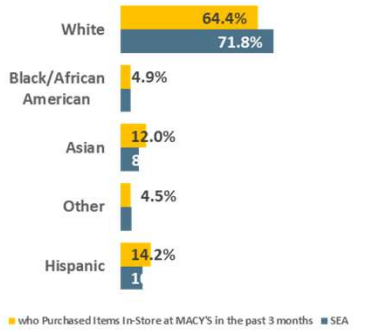


Total Persons:
275,176 | 4,249,435

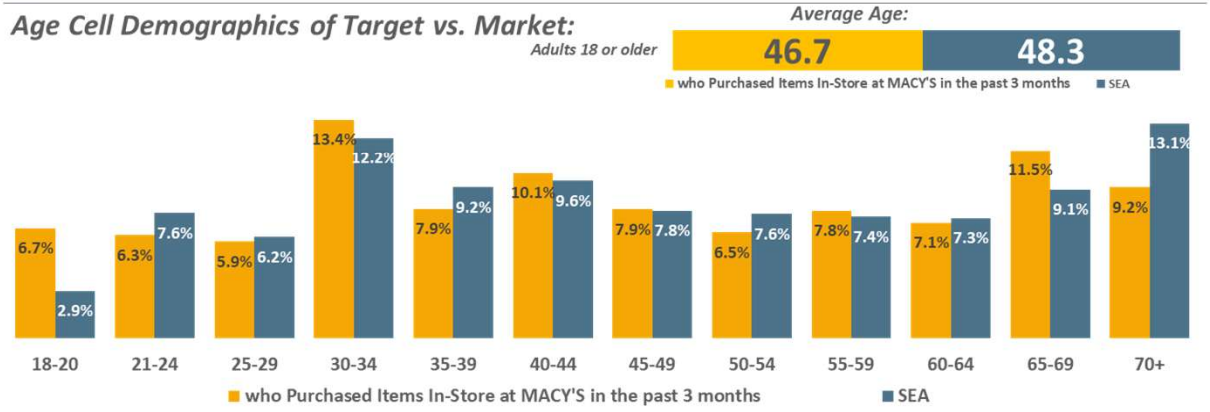
Gender of Target vs. Market: Adults 18 or older



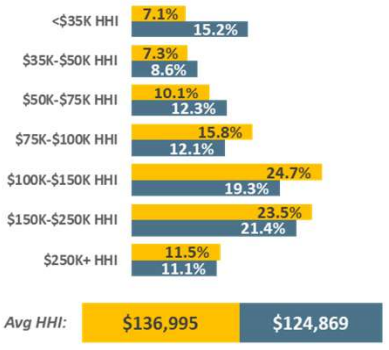
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 276

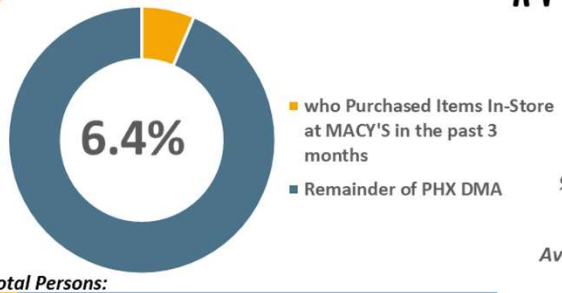
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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

macy's PHX

6.4% or 304,399 of PHX DMA Adults 18 or older Purchased Items In-Store at MACY'S in the past 3 months. Typical Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months are 52. years old (6.9% older than average) and have a $112,784 (7.1% higher than average) annual household income.

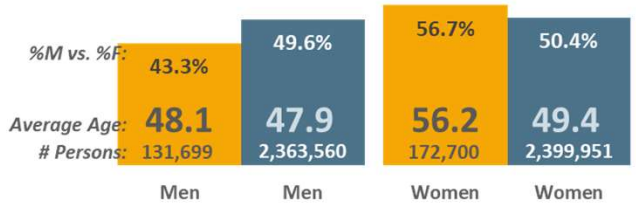
Percent of Market: Adults 18 or older



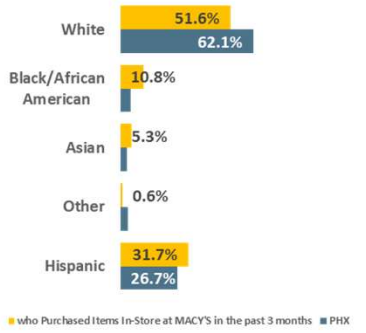
Total Persons:

304,399 | 4,459,112

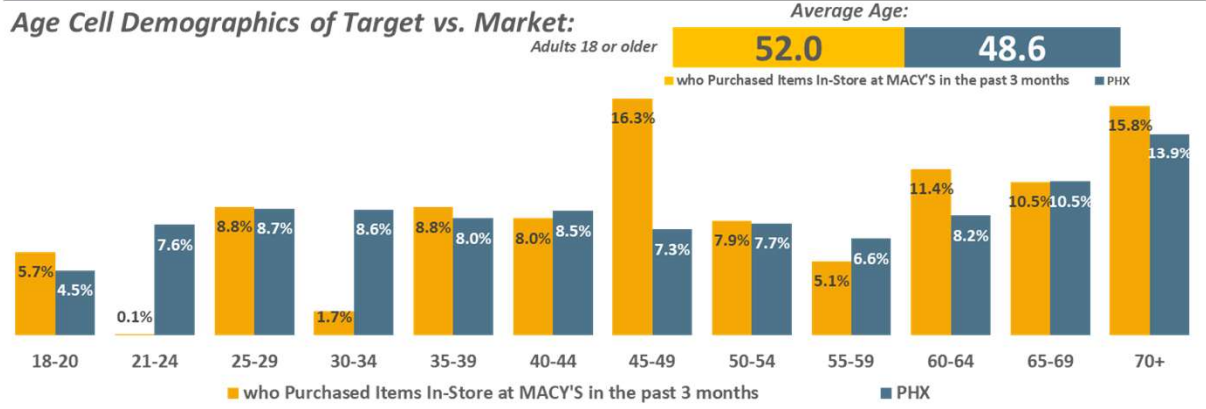
Gender of Target vs. Market: Adults 18 or older



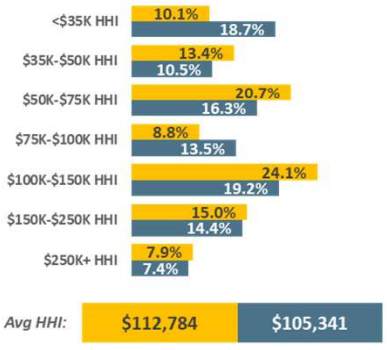
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $112,784 | $105,341

PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 160

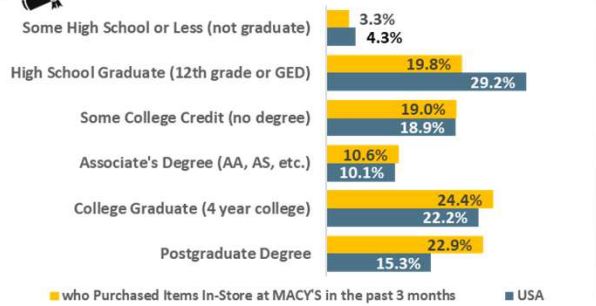
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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

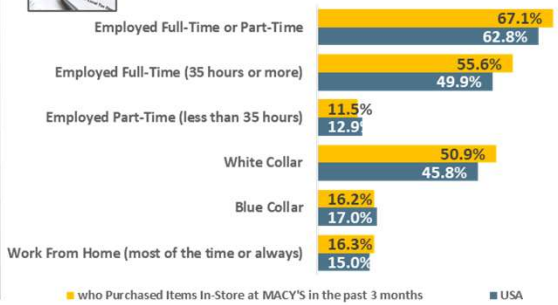


8.2% or 21,399,552 of USA Adults 18 or older Purchased Items In-Store at MACY'S in the past 3 months. Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months are 26.% more likely to be a college graduate, 11.3% more likely to work full-time, 19.8% more likely to be married, 3.8%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

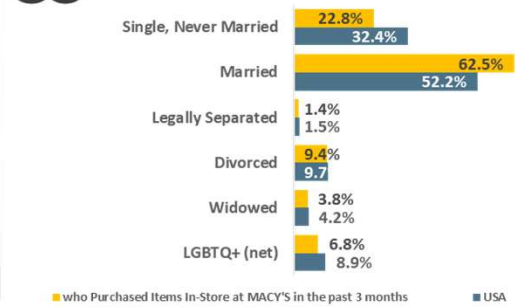
Education Levels: Adults 18 or older



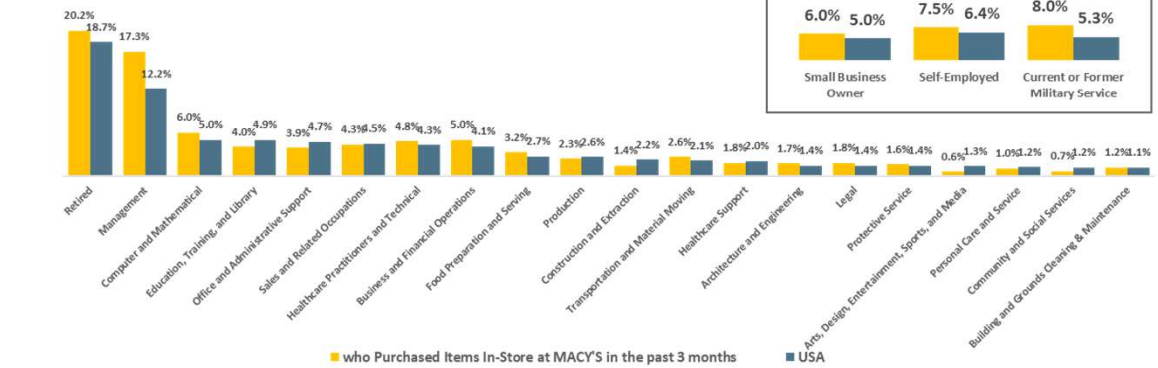
Employment: Adults 18 or older



Marital Status: Adults 18 or older

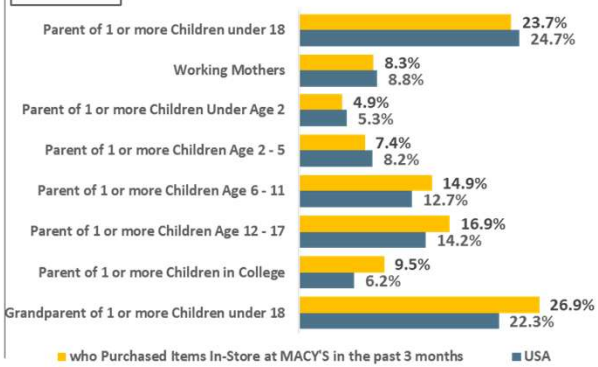


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



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

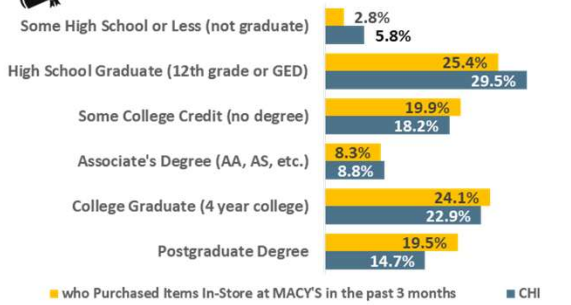
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USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445

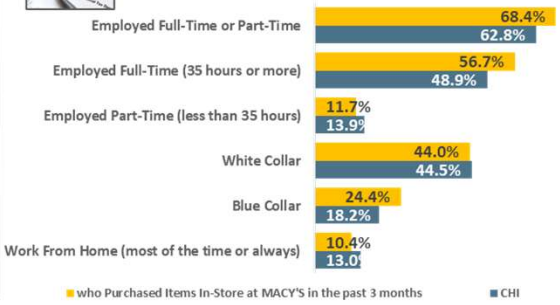
[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

9.3% or 699,379 of CHI DMA Adults 18 or older Purchased Items In-Store at MACY'S in the past 3 months. Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months are 15.9% more likely to be a college graduate, 15.9% more likely to work full-time, 25.6% more likely to be married, 8.2% less likely to be a parent of 1 or more children unde

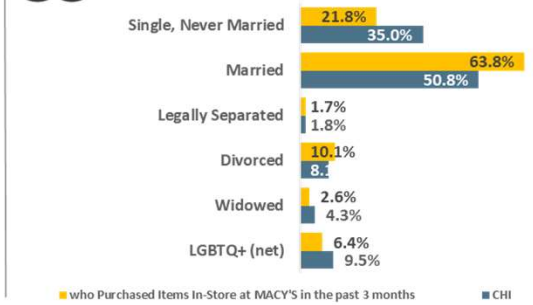
Education Levels: Adults 18 or older



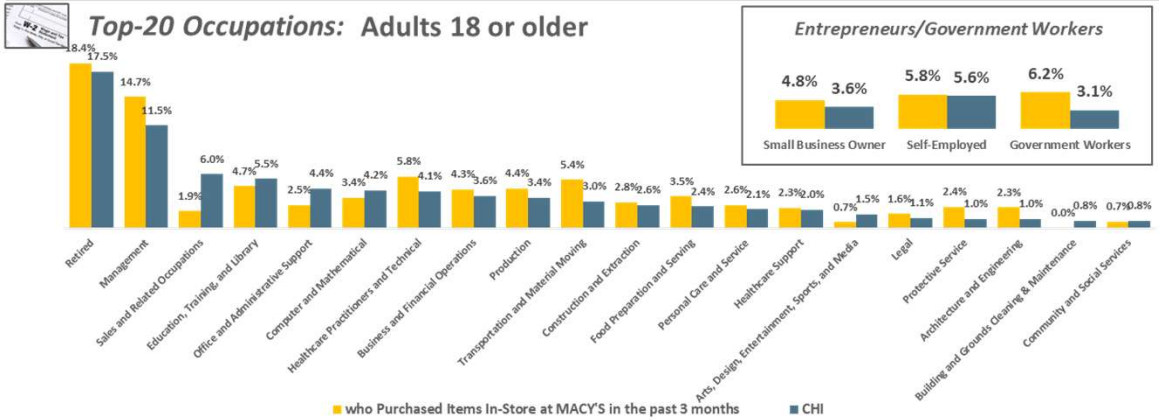
Employment: Adults 18 or older



Marital Status: Adults 18 or older

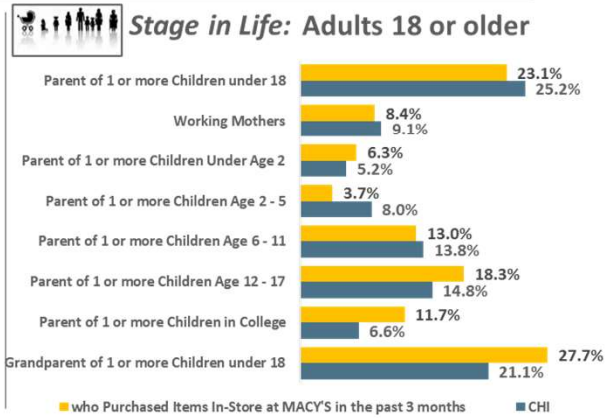


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



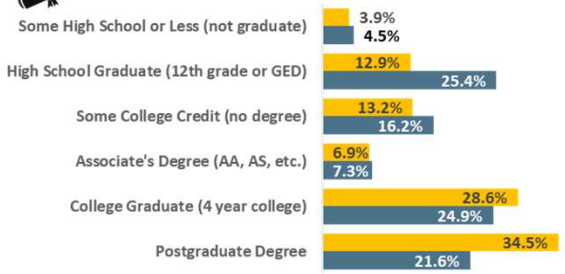
CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 435

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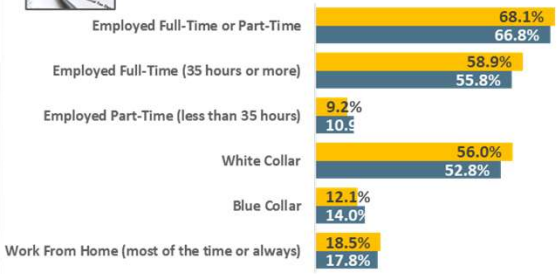
[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

8.8% or 499,275 of WDC DMA Adults 18 or older Purchased Items In-Store at MACY'S in the past 3 months. Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months are 35.5% more likely to be a college graduate, 5.5% more likely to work full-time, 10.4% more likely to be married, 7.4% less likely to be a parent of 1 or more children under

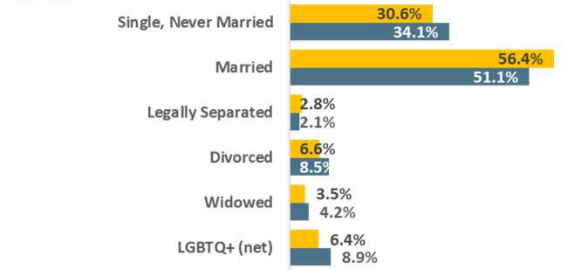
Education Levels: Adults 18 or older



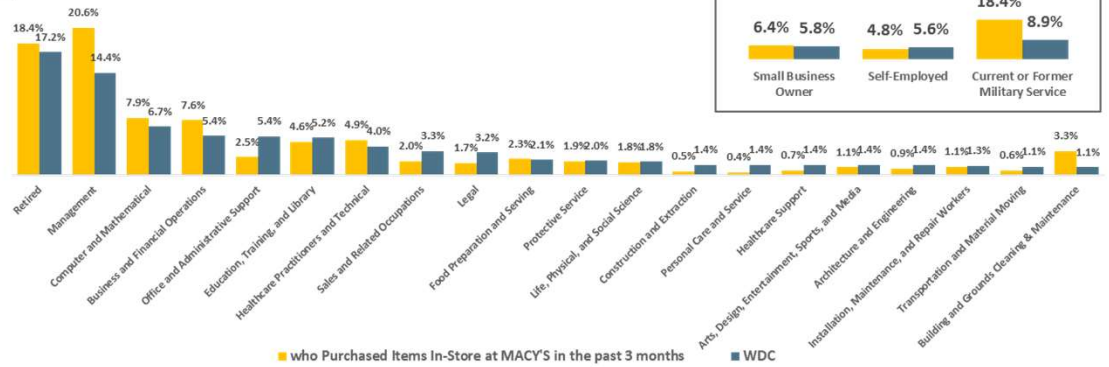
Employment: Adults 18 or older



Marital Status: Adults 18 or older

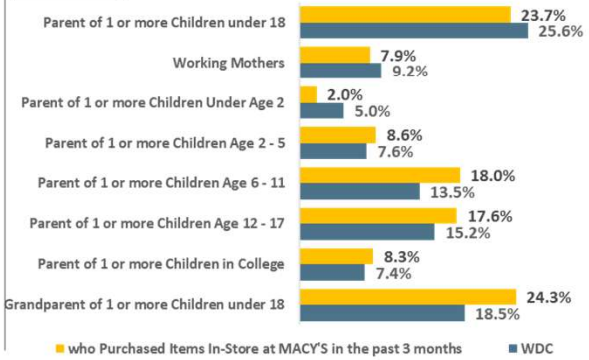


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 599

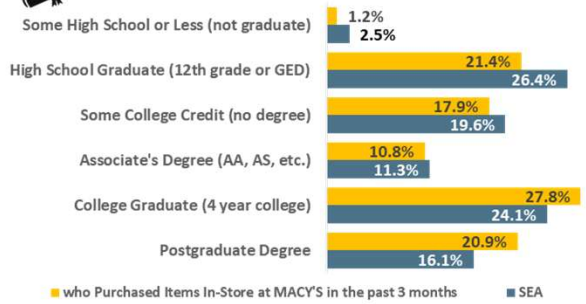
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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

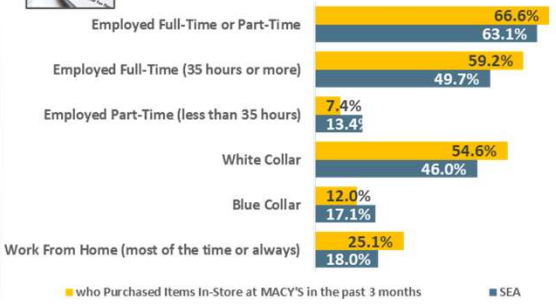
macy's SEA

6.1% or 275,176 of SEA DMA Adults 18 or older Purchased Items In-Store at MACY'S in the past 3 months. Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months are 21.2% more likely to be a college graduate, 19.1% more likely to work full-time, 13.5% more likely to be married, 9.% less likely to be a parent of 1 or more children under

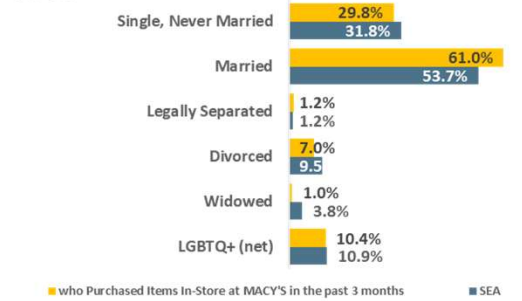
Education Levels: Adults 18 or older



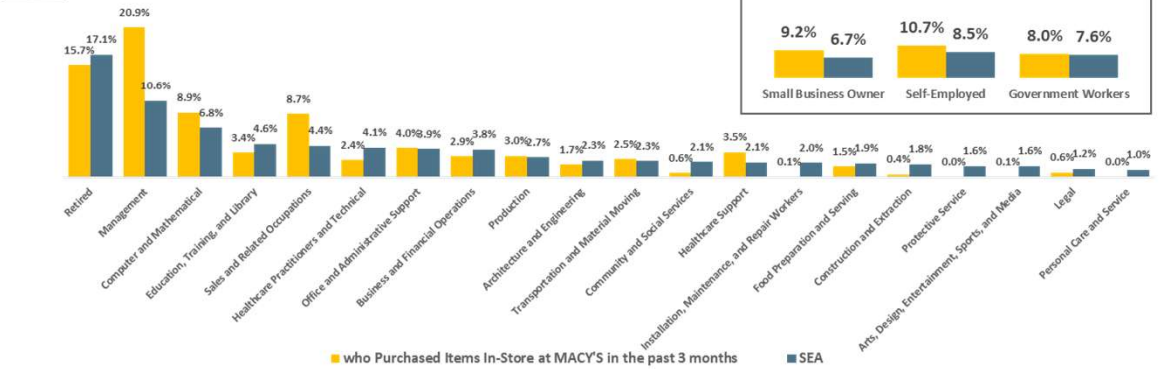
Employment: Adults 18 or older



Marital Status: Adults 18 or older

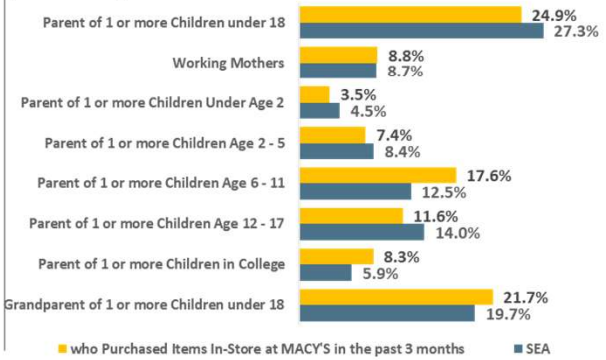


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 276

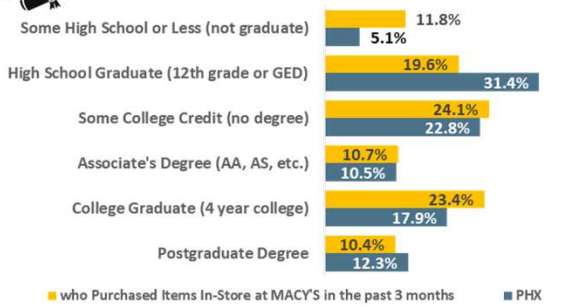
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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

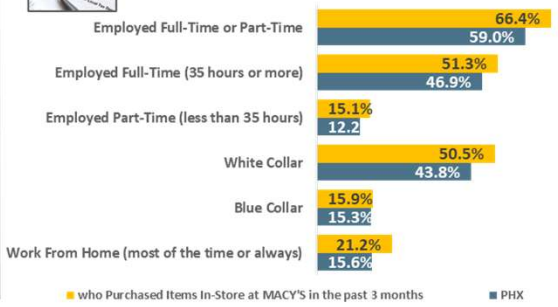
macy's PHX

6.4% or 304,399 of PHX DMA Adults 18 or older Purchased Items In-Store at MACY'S in the past 3 months. Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months are 11.8% more likely to be a college graduate, 9.5% more likely to work full-time, 34.3% more likely to be married, 23.7% more likely to be a parent of 1 or more children unde

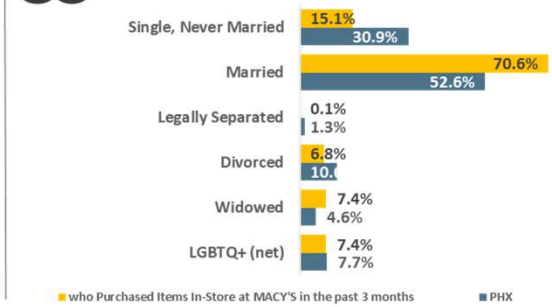
Education Levels: Adults 18 or older



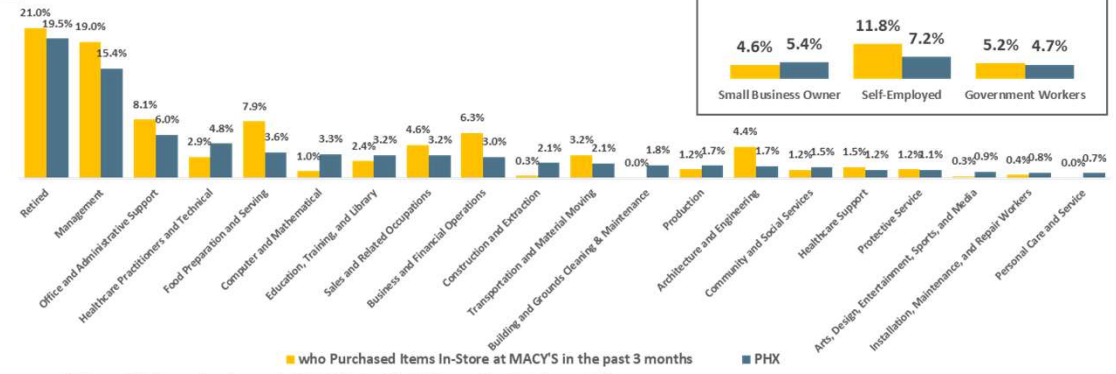
Employment: Adults 18 or older



Marital Status: Adults 18 or older

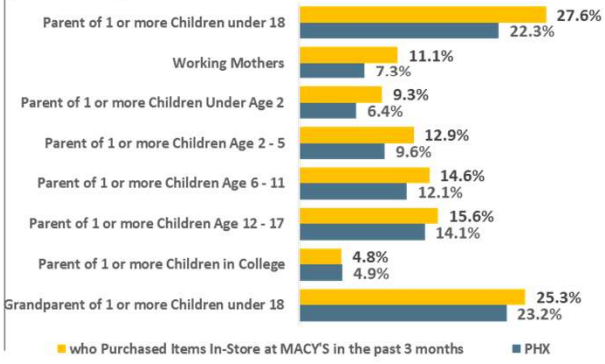


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 160

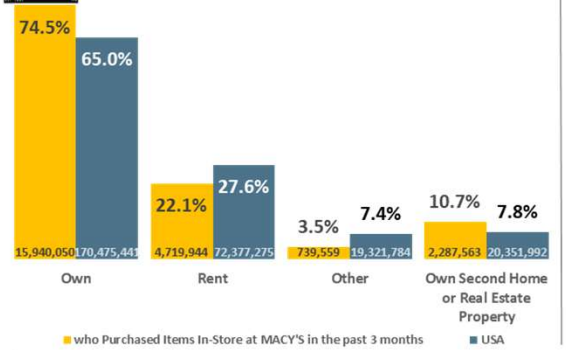
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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

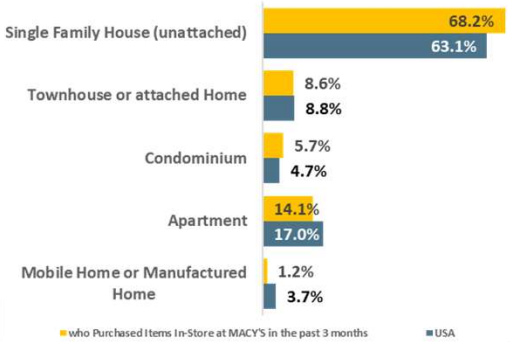
macy's USA

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

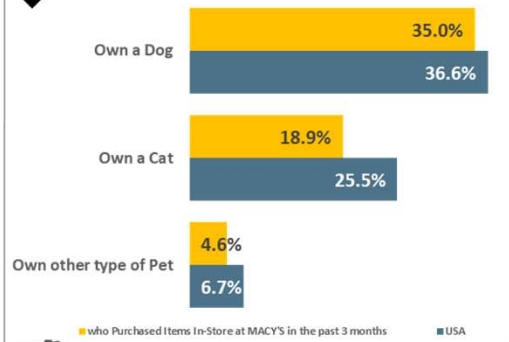
Own/Rent/Other: Adults 18 or older



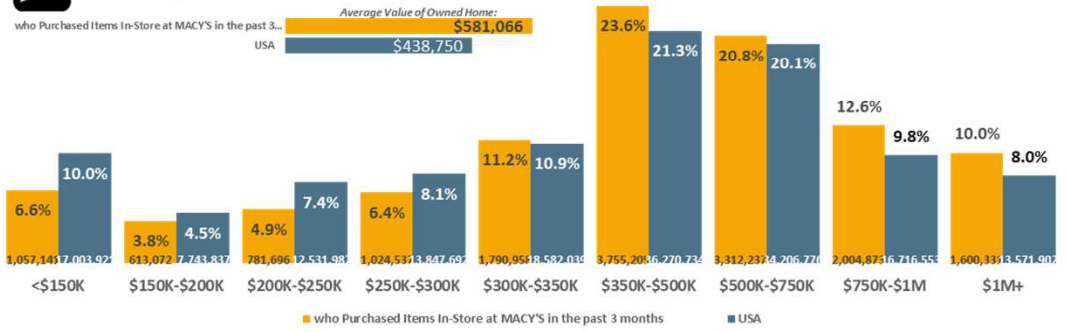
Type of Home: Adults 18 or older



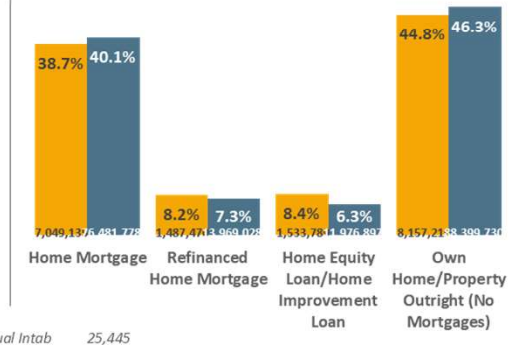
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



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

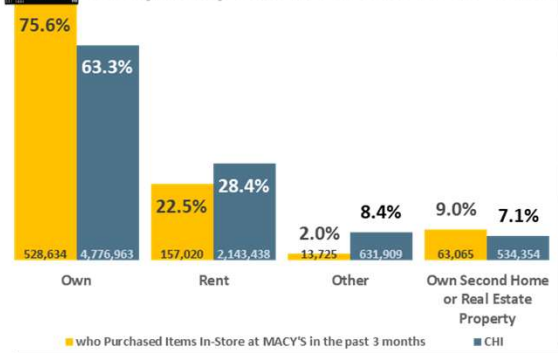
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USA Projection *Scarborough R2 2025: Feb24-Jul25* *Qual Intab* *25,445*

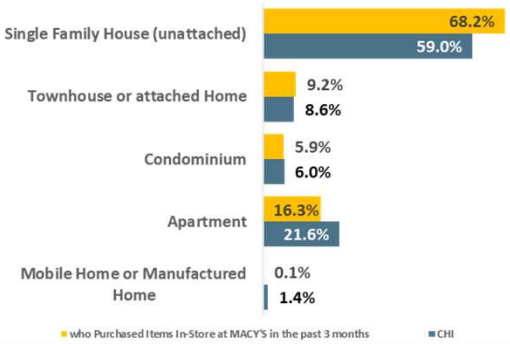
[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

9.3% or 699,379 of CHI DMA Adults 18 or older Purchased Items In-Store at MACY'S in the past 3 months. Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months are 19.5% more likely to own their home, .6% more likely to own a higher valued home, 15.7% more likely to have a single-family home, 12.8% less likely to have a dog.

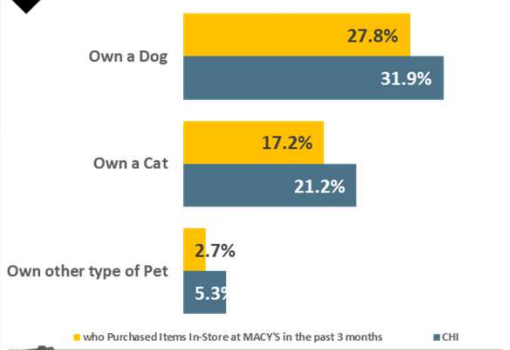
Own/Rent/Other: Adults 18 or older



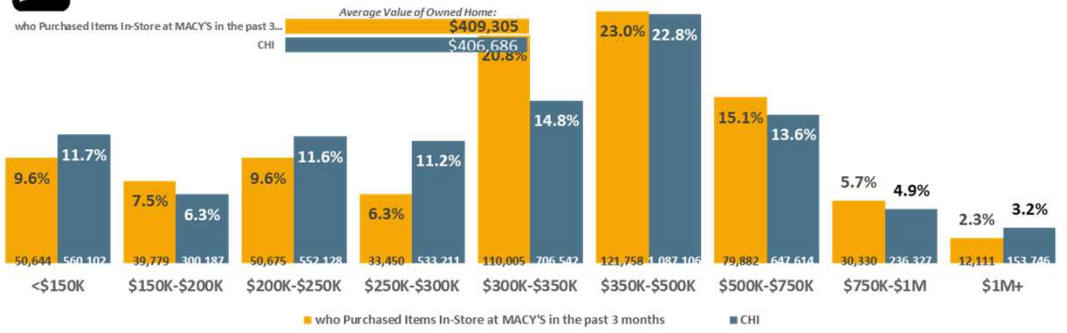
Type of Home: Adults 18 or older



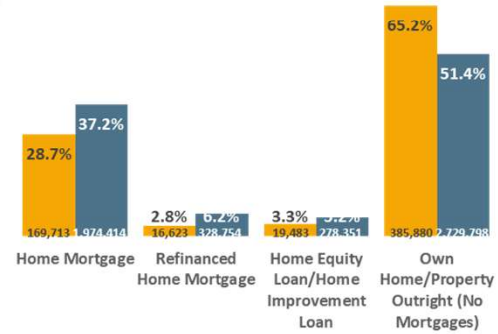
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



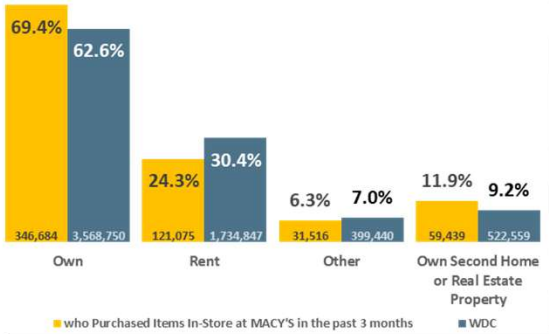
CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 435

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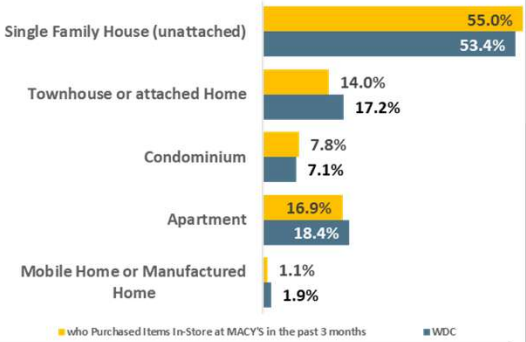
[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

8.8% or 499,275 of WDC DMA Adults 18 or older Purchased Items In-Store at MACY'S in the past 3 months. Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months are 11.% more likely to own their home, 17.8% more likely to own a higher valued home, 2.9% more likely to have a single-family home, 13.3% less likely to have a dog.

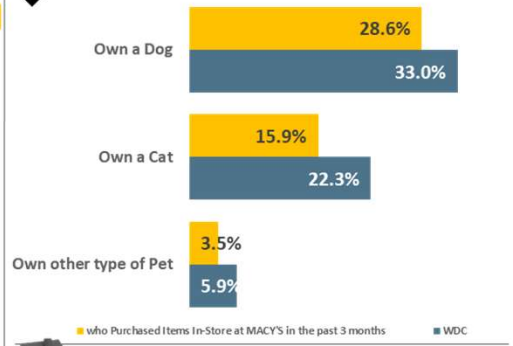
Own/Rent/Other: Adults 18 or older



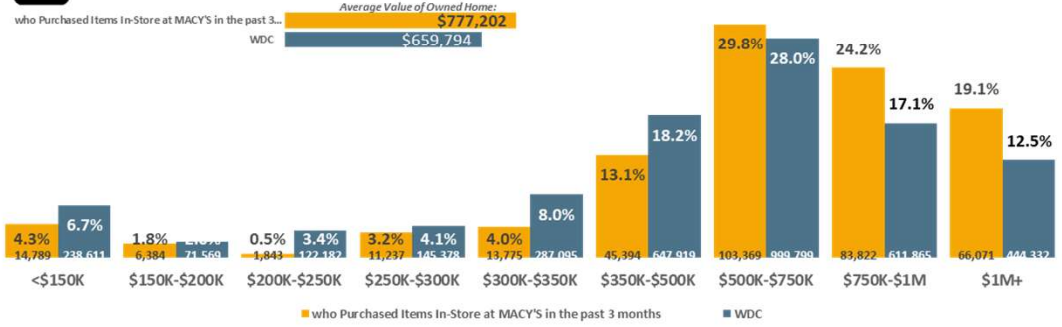
Type of Home: Adults 18 or older



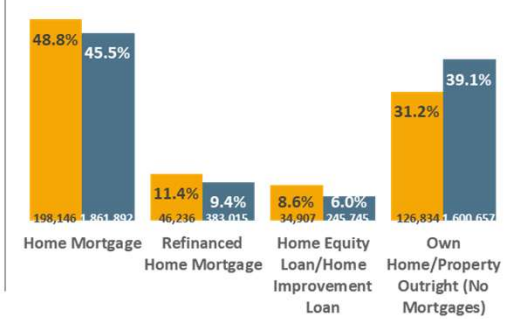
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 599

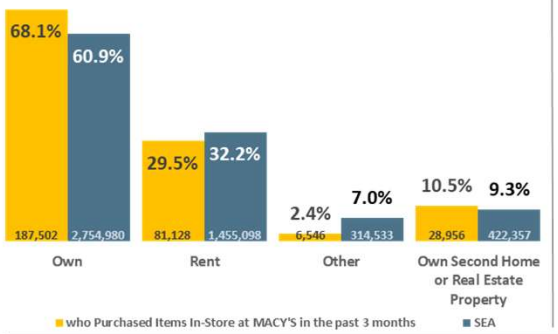
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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

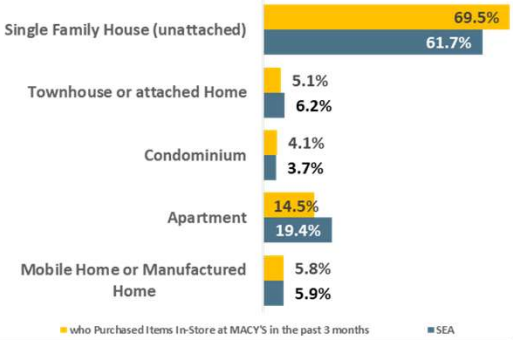
macy's SEA

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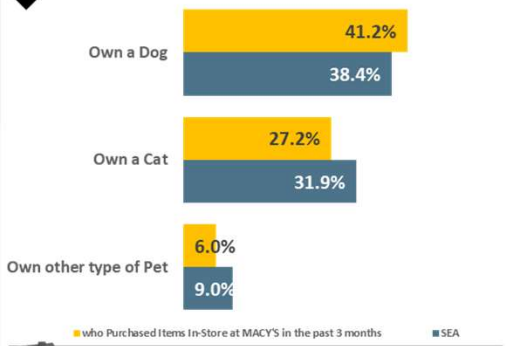
Own/Rent/Other: Adults 18 or older



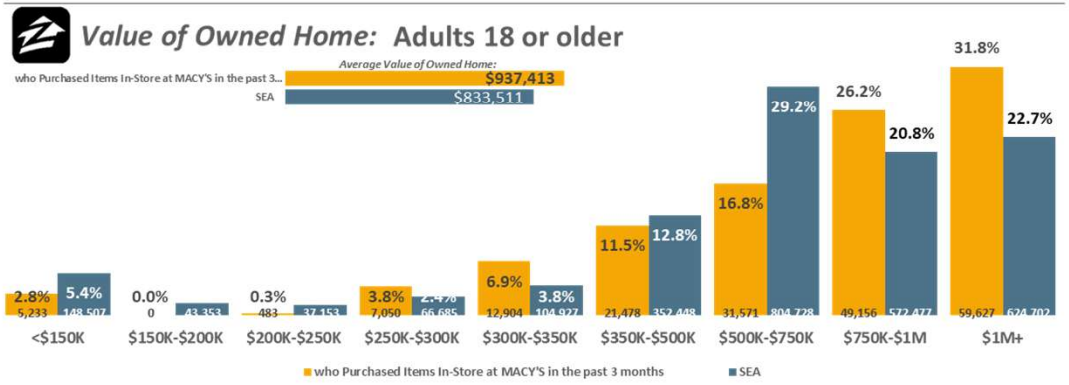
Type of Home: Adults 18 or older



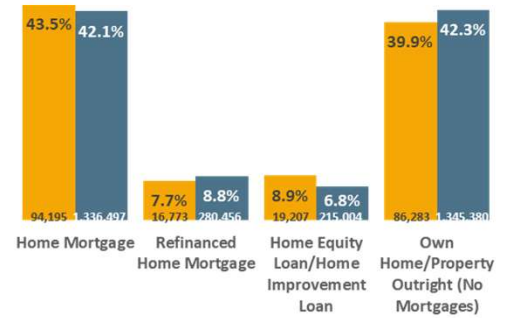
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 276

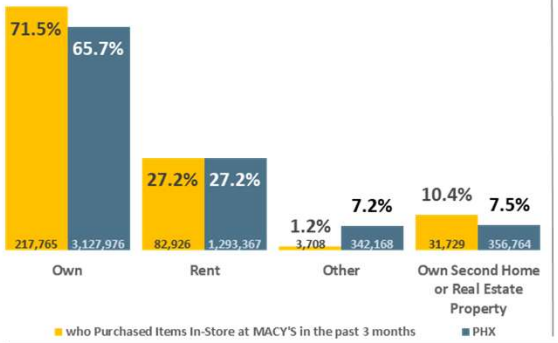
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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

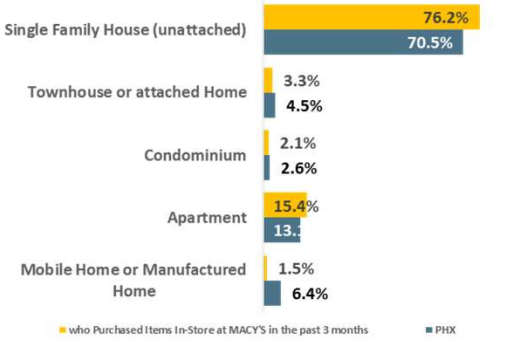
macy's PHX

6.4% or 304,399 of PHX DMA Adults 18 or older Purchased Items In-Store at MACY'S in the past 3 months. Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months are 8.9% more likely to own their home, 6.7% more likely to own a lower valued home, 8.1% more likely to have a single-family home, .2% less likely to have a dog.

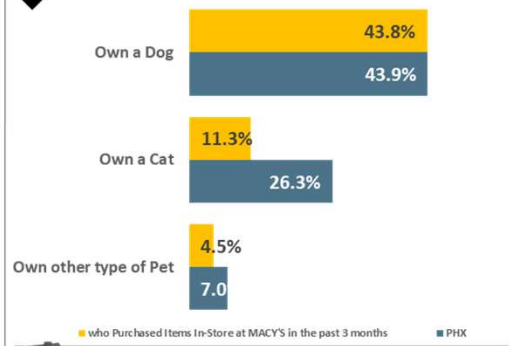
Own/Rent/Other: Adults 18 or older



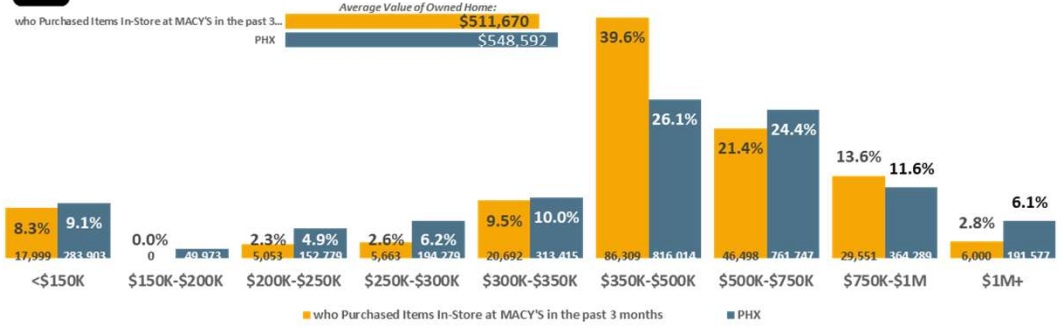
Type of Home: Adults 18 or older



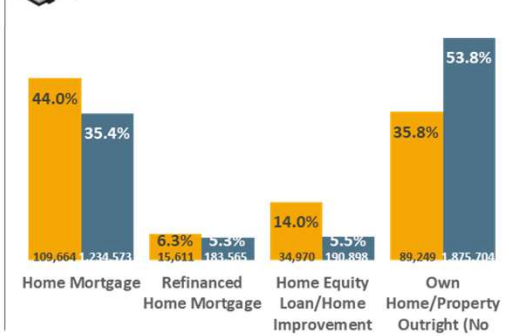
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



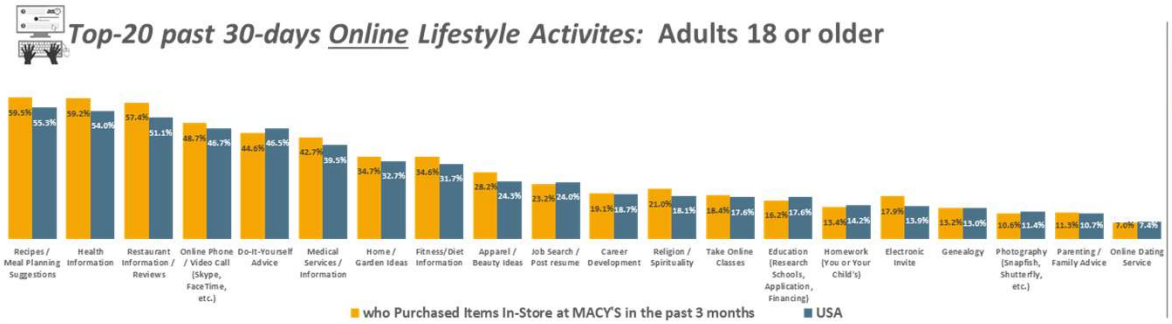
PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 160

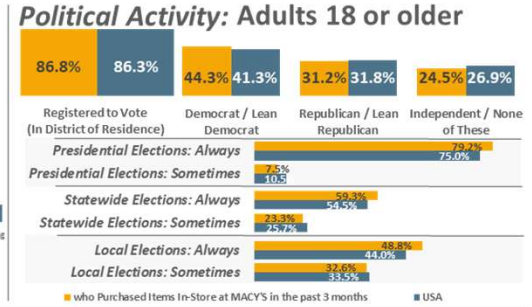
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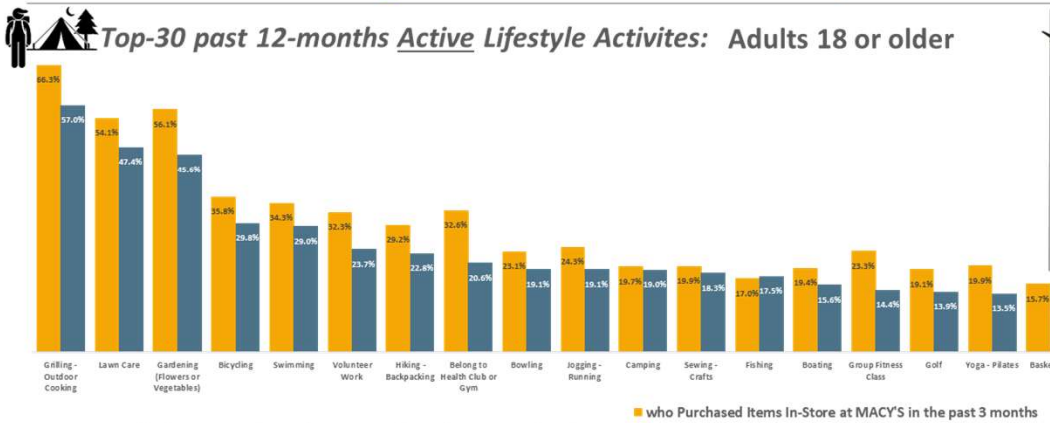
[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

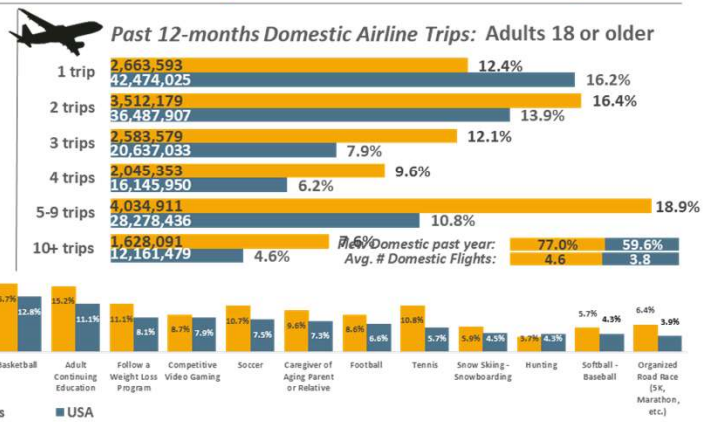


8.2% or 21,399,552 of USA Adults 18 or older Purchased Items In-Store at MACY'S in the past 3 months. Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months are 4.3% less likely to look up D-I-Y advice online, 10.8% more likely to always vote in local elections, 58.5% more likely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









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

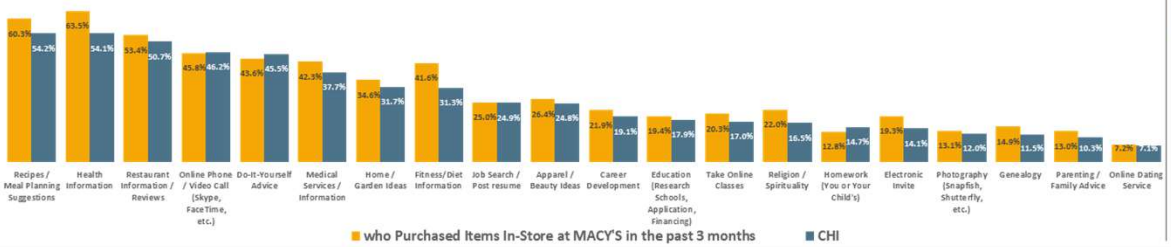
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USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445

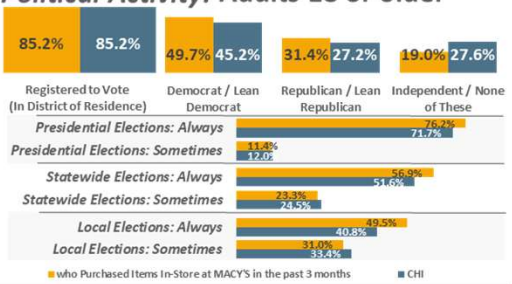
[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

9.3% or 699,379 of CHI DMA Adults 18 or older Purchased Items In-Store at MACY'S in the past 3 months. Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months are 4.3% less likely to look up D-I-Y advice online, 21.3% more likely to always vote in local elections, 47.1% more likely to belong to a gym, 19.2% more likely to fly domesti

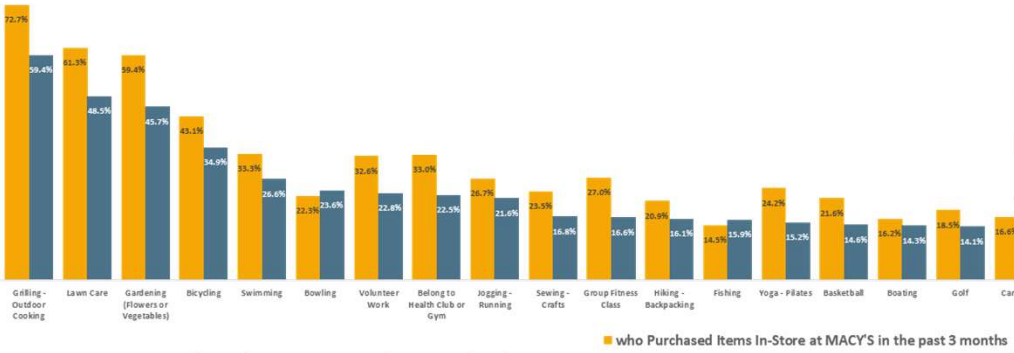
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



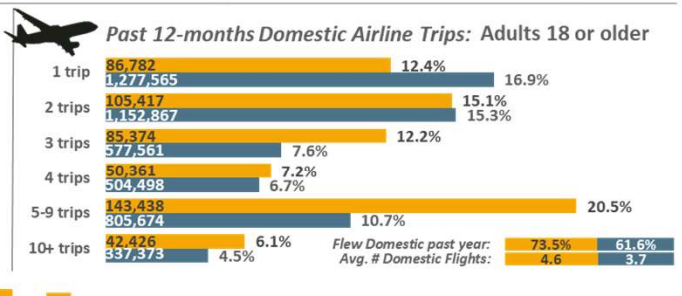
Political Activity: Adults 18 or older



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



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



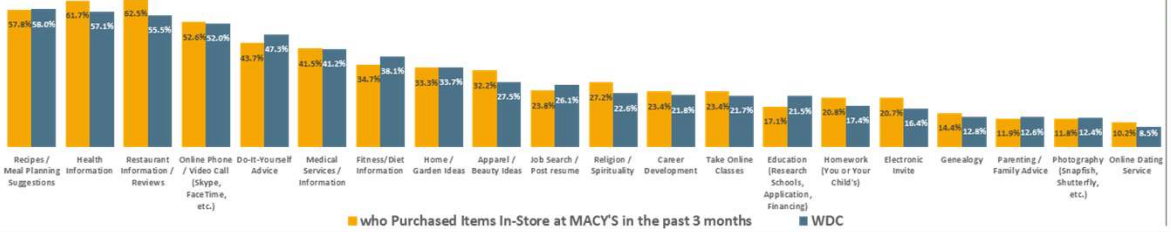
CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 435

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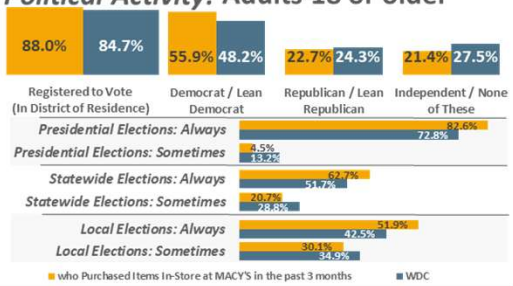
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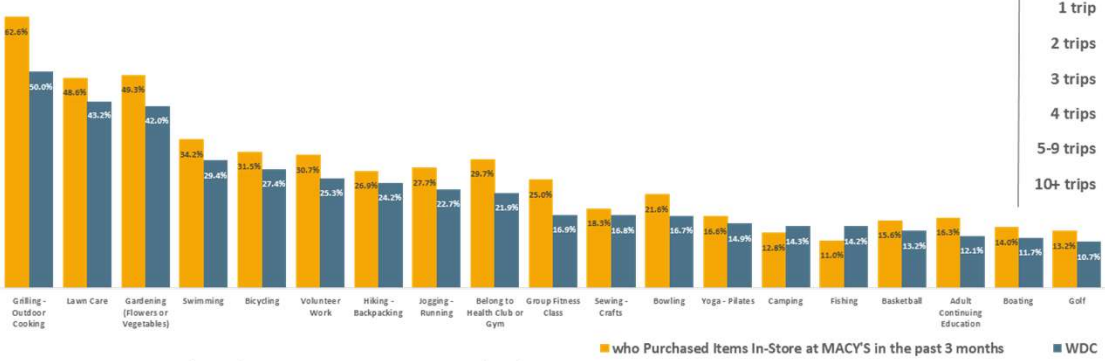
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



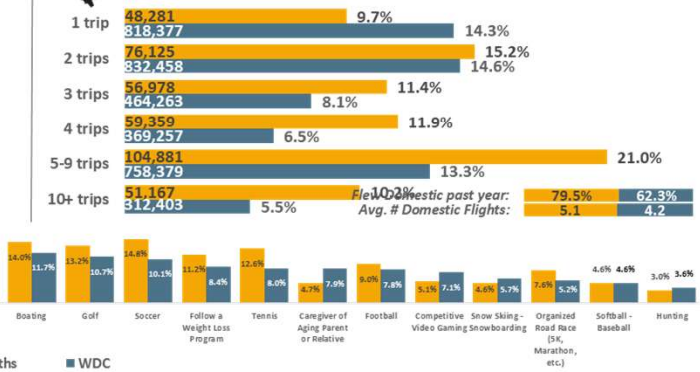
Political Activity: Adults 18 or older



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



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



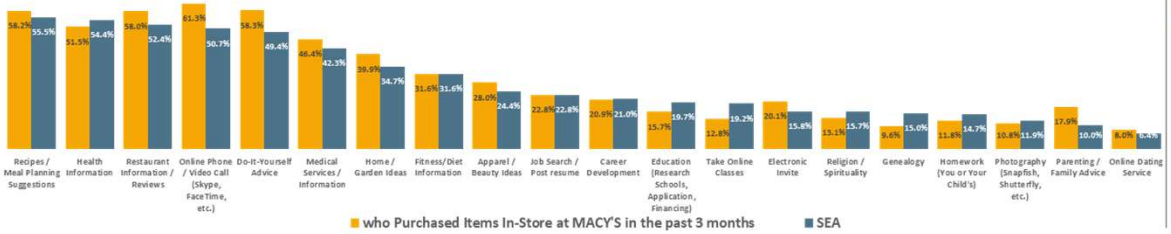
WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 599

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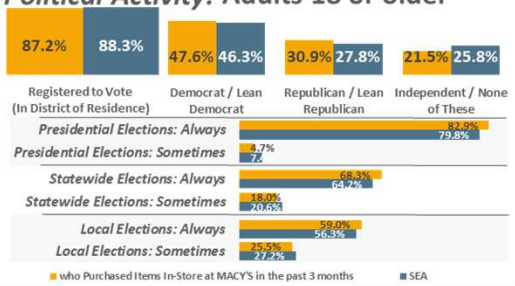
[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

6.1% or 275,176 of SEA DMA Adults 18 or older Purchased Items In-Store at MACY'S in the past 3 months. Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months are 18.1% more likely to look up D-I-Y advice online, 4.7% more likely to always vote in local elections, 15.1% more likely to belong to a gym, 32.% more likely to fly domestic

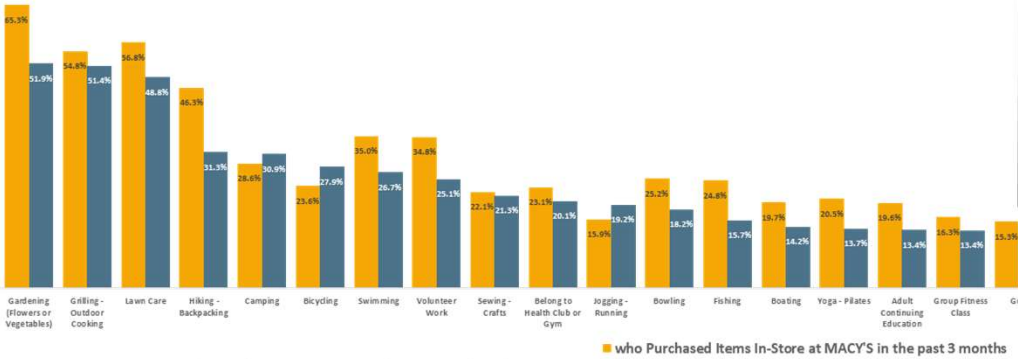
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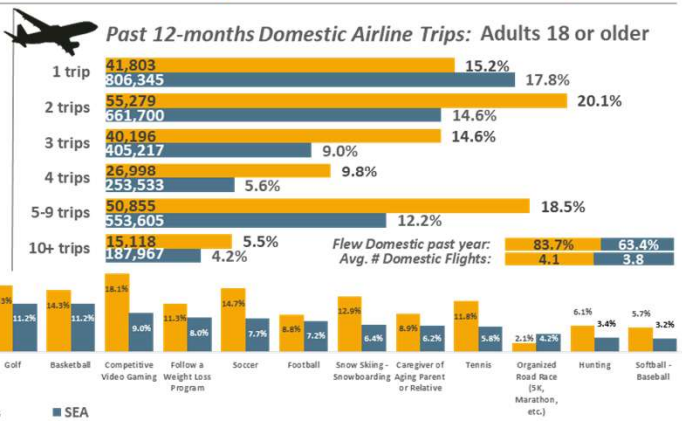
Political Activity: Adults 18 or older



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



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



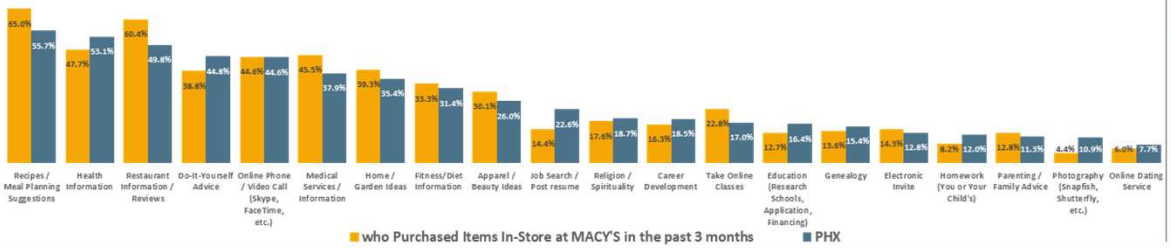
SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 276

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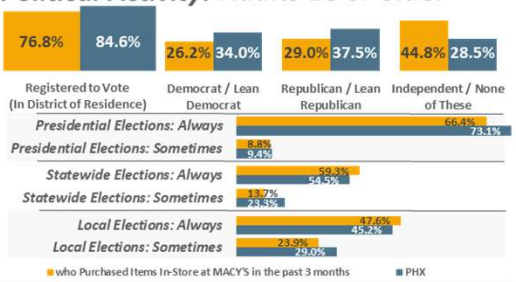
[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

6.4% or 304,399 of PHX DMA Adults 18 or older Purchased Items In-Store at MACY'S in the past 3 months. Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months are 13.4% less likely to look up D-I-Y advice online, 5.2% more likely to always vote in local elections, 103.9% more likely to belong to a gym, 16.5% more likely to fly domest

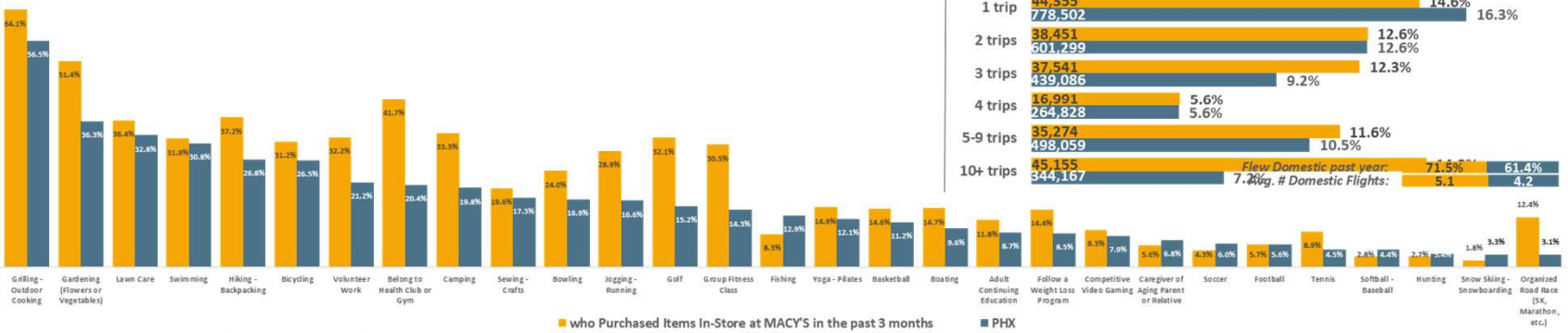
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 160

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



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

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

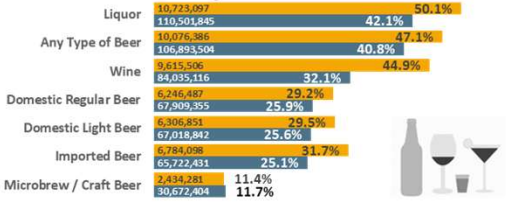
(Sit-Down Restaurants Used Past 30-days)



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

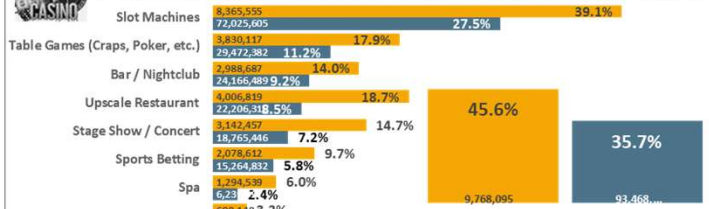


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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

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

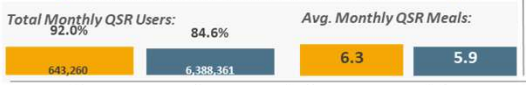
[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

macy's CHI

9.3% or 699,379 of CHI DMA Adults 18 or older Purchased Items In-Store at MACY'S in the past 3 months. Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months are 8.7% more likely to use QSRs past mo., 20.2% more likely to use Sit-Down Restaurants past mo., 23.3% more likely to use Casinos past yr., 17.6% less likely to smoke cigaret

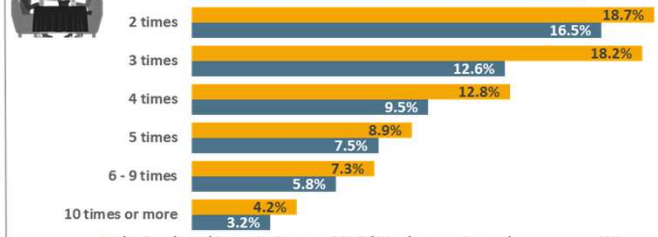
Past 30-days QSR Users: Adults 18 or older

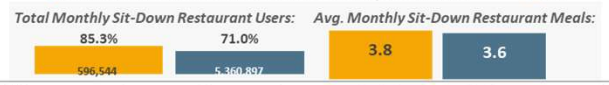




Past 30-days Sit-Down Restaurant Users: Adults 18 or older







Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



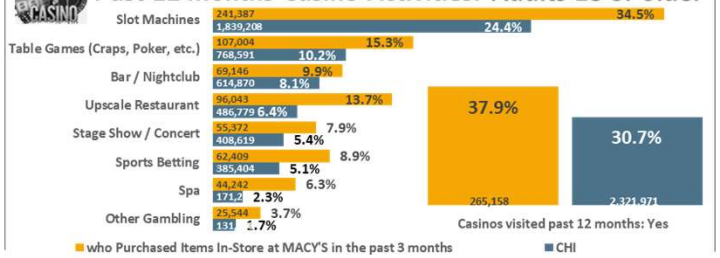


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 435

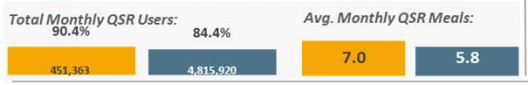
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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

8.8% or 499,275 of WDC DMA Adults 18 or older Purchased Items In-Store at MACY'S in the past 3 months. Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months are 7.1% more likely to use QSRs past mo., 17.6% more likely to use Sit-Down Restaurants past mo., 28.4% more likely to use Casinos past yr., 45.5% less likely to smoke cigaret

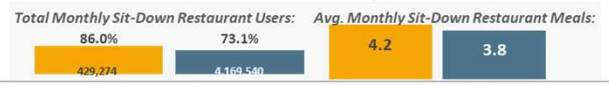
Past 30-days QSR Users: Adults 18 or older





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





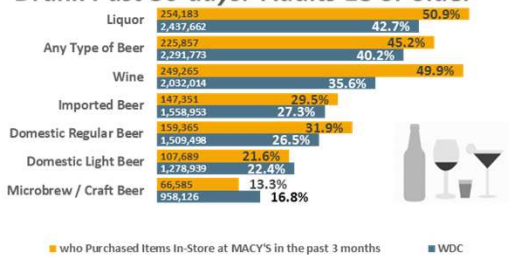
Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



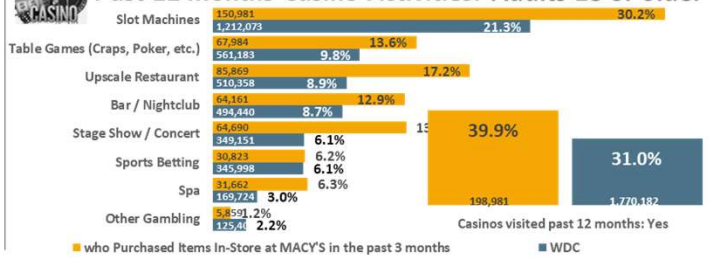


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 599

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



6.1% or 275,176 of SEA DMA Adults 18 or older Purchased Items In-Store at MACY'S in the past 3 months. Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months are 11.8% more likely to use QSRs past mo., 19.9% more likely to use Sit-Down Restaurants past mo., 30.7% more likely to use Casinos past yr., 3.2% more likely to smoke cigaret

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 89.6% 246,503 | 80.1% 3,624,751

Avg. Monthly QSR Meals: 6.2 | 5.5

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



Total Monthly Sit-Down Restaurant Users: 83.8% 230,605 | 69.9% 3,162,900

Avg. Monthly Sit-Down Restaurant Meals: 4.5 | 3.8

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)

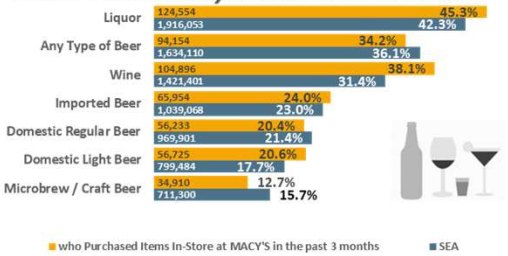


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

who Purchased Items In-Store at MACY'S in the past 3... 69,692 25.3%

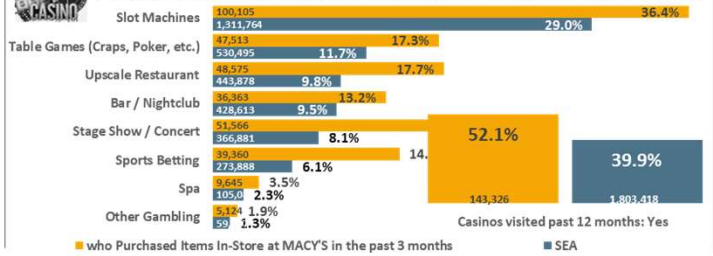
SEA 893,209 19.7%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 276

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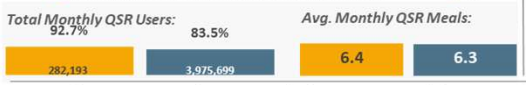
[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

macy's PHX

6.4% or 304,399 of PHX DMA Adults 18 or older Purchased Items In-Store at MACY'S in the past 3 months. Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months are 11.1% more likely to use QSRs past mo., 31.3% more likely to use Sit-Down Restaurants past mo., 24.6% more likely to use Casinos past yr., 50.3% less likely to smoke cigare

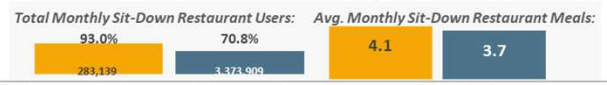
Past 30-days QSR Users: Adults 18 or older





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





Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)

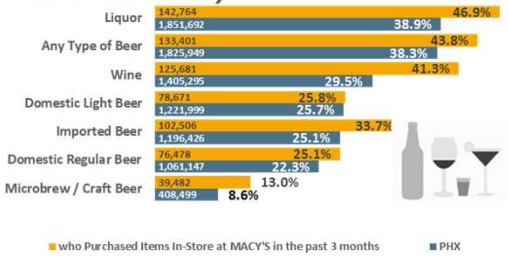


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

who Purchased Items In-Store at MACY'S in the past 3... 39,450 13.0%

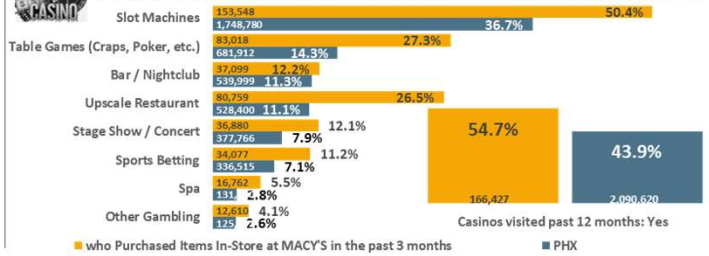
PHX 785,235 16.5%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 160

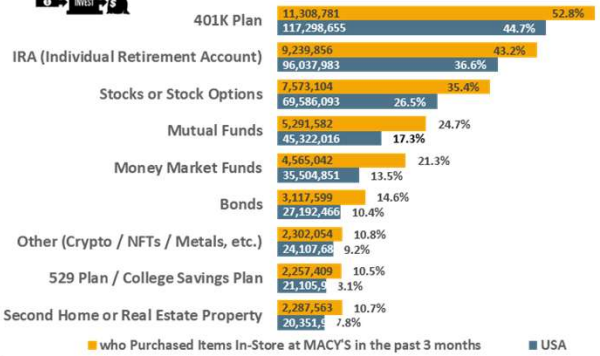
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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

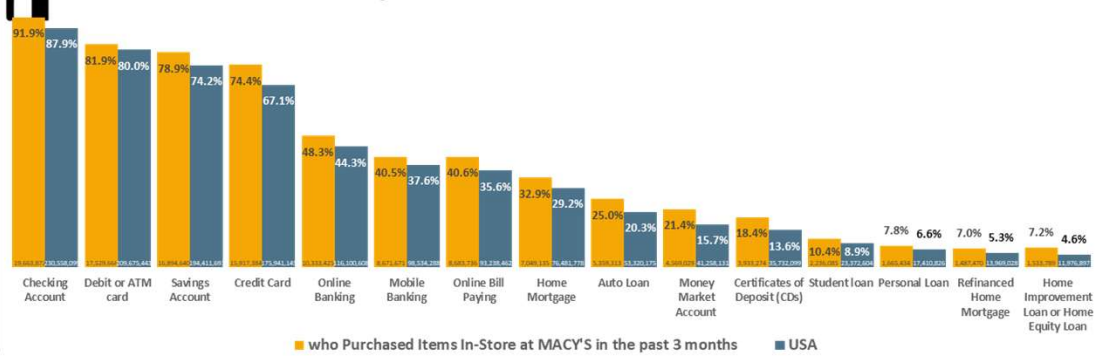


8.2% or 21,399,552 of USA Adults 18 or older Purchased Items In-Store at MACY'S in the past 3 months. Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months are 18.1% more likely to have a 401K, 23.1% more likely to have an Auto Loan, 40.2% more likely to Invest/Trade Stocks Online,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

Investments Owned: Adults 18 or older



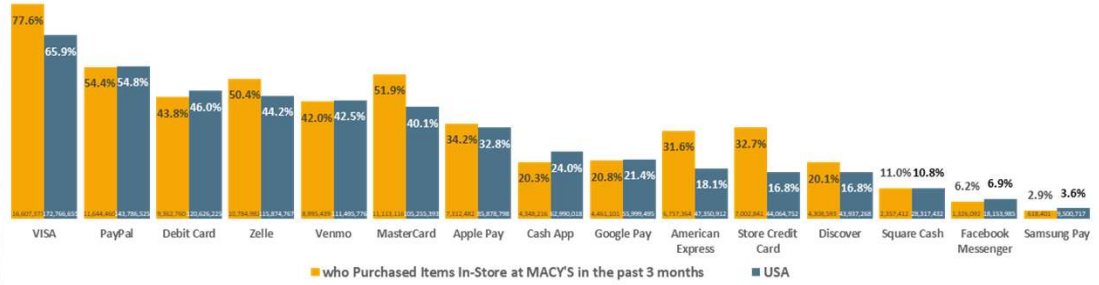
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



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

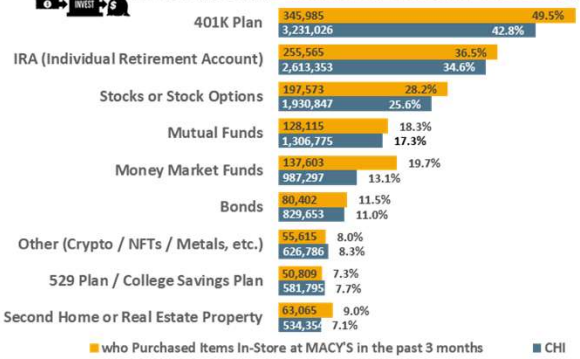
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USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445

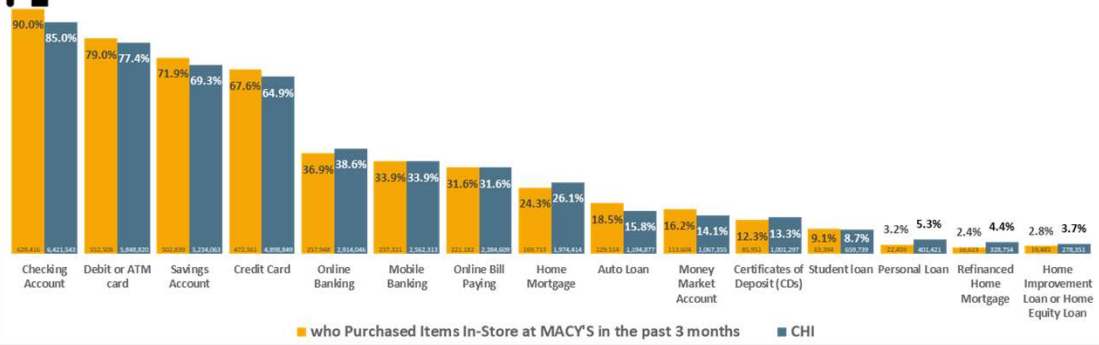
[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

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Investments Owned: Adults 18 or older



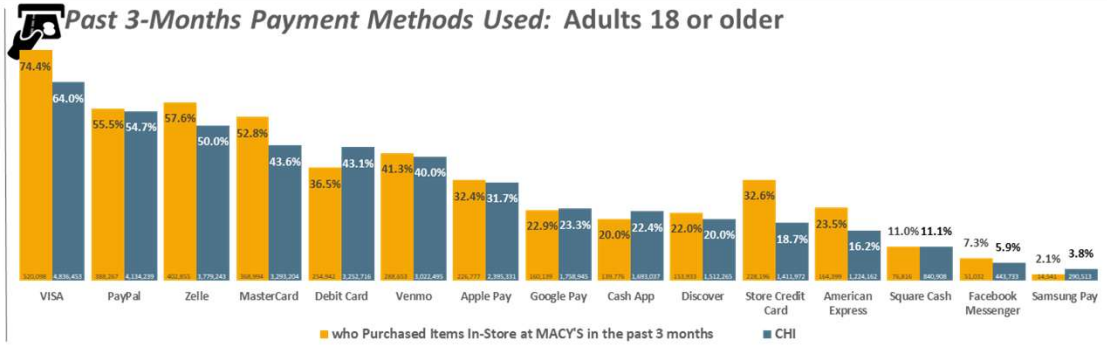
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



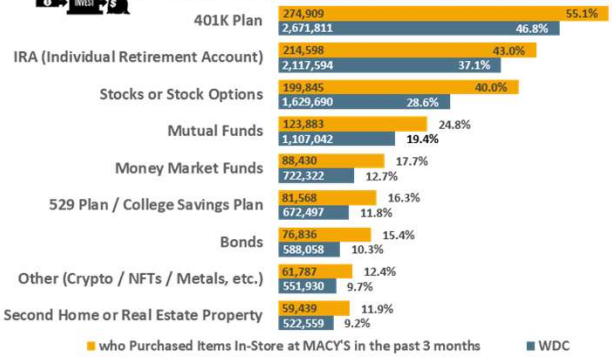
CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 435

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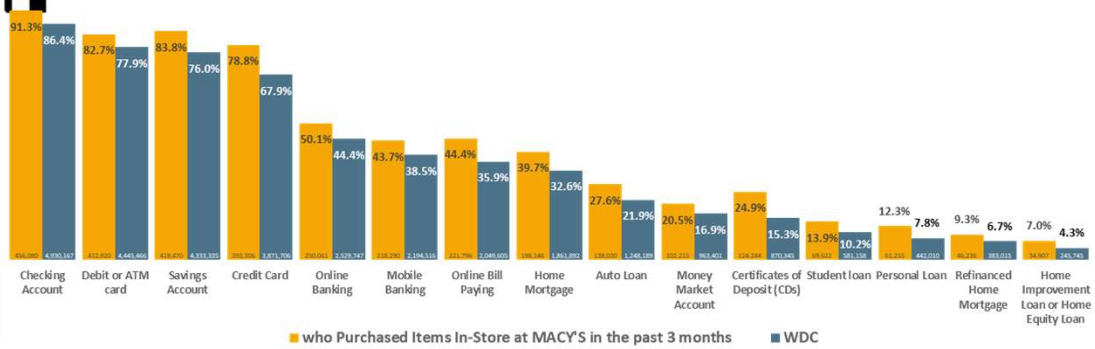
[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

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Investments Owned: Adults 18 or older



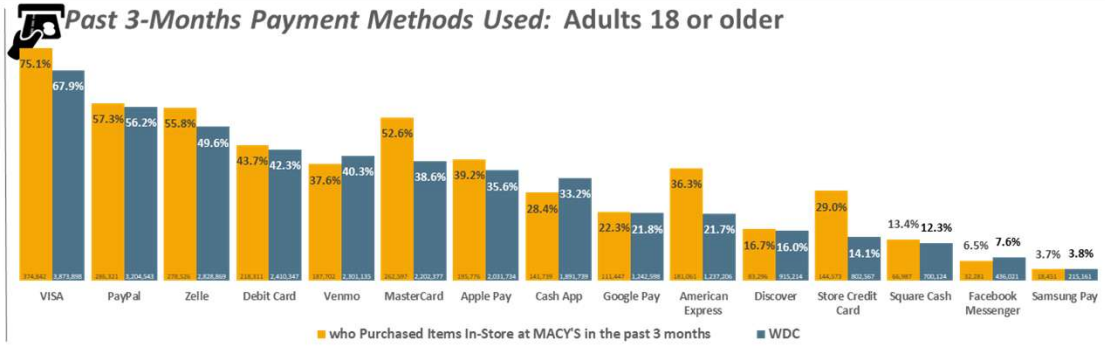
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 599

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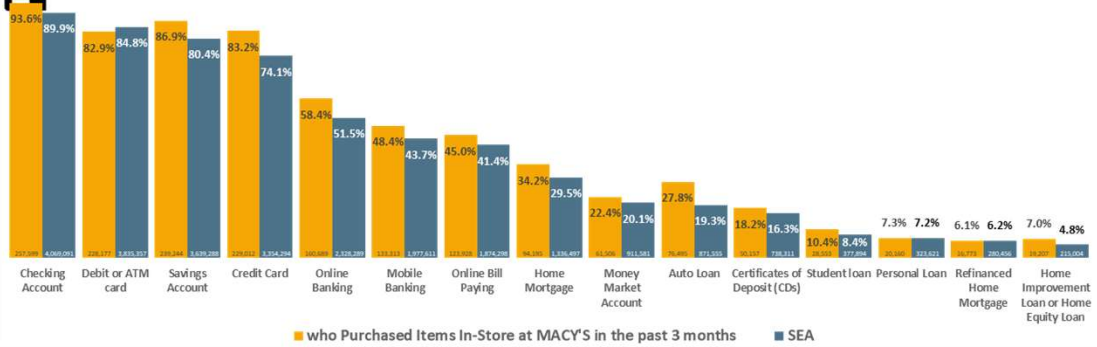
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Investments Owned: Adults 18 or older



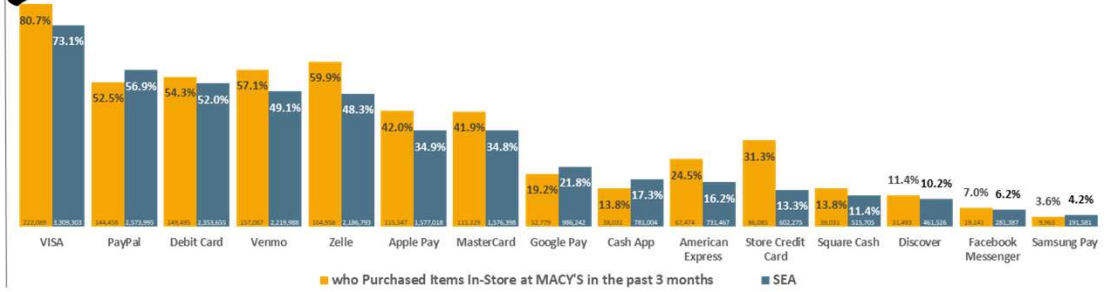
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 276

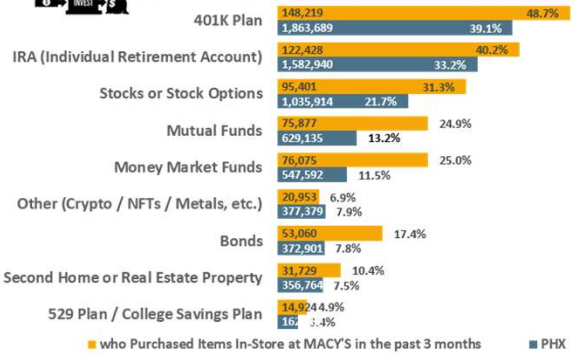
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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

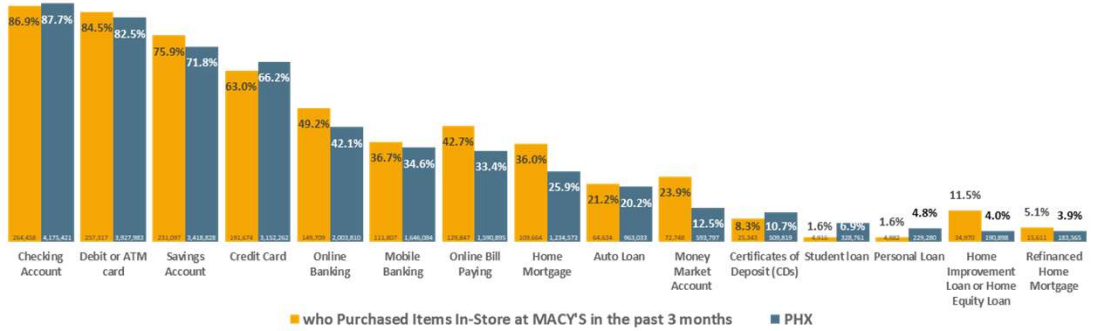
macy's PHX

6.4% or 304,399 of PHX DMA Adults 18 or older Purchased Items In-Store at MACY'S in the past 3 months. Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months are 24.5% more likely to have a 401K, 5.% more likely to have an Auto Loan, 89.9% more likely to Invest/Trade Stocks Online, 27.5% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



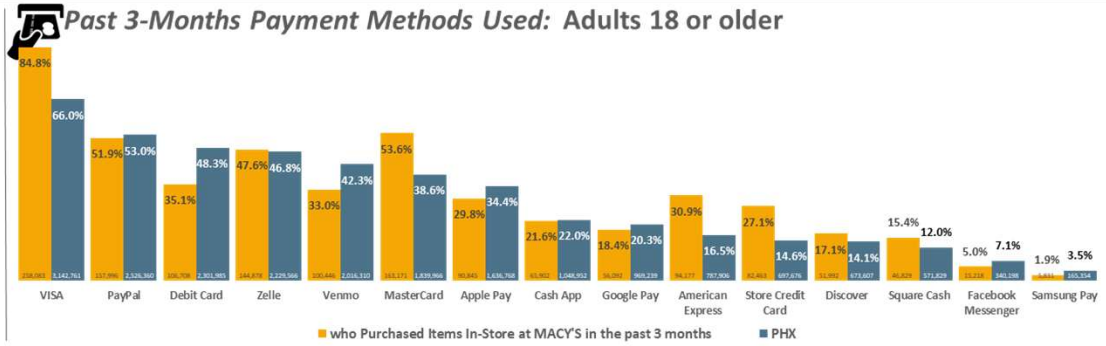
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



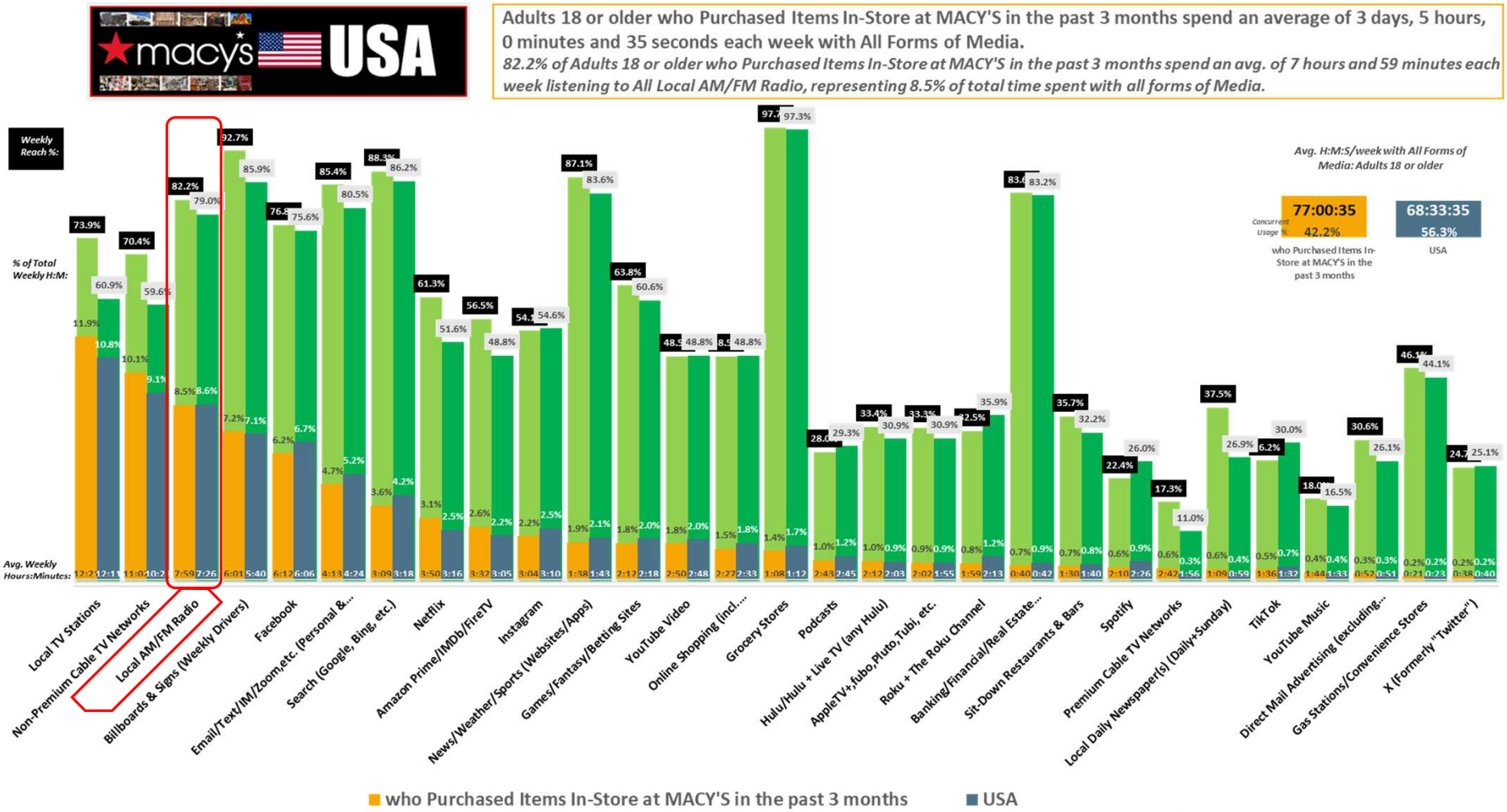
Past 3-Months Payment Methods Used: Adults 18 or older



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 160

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

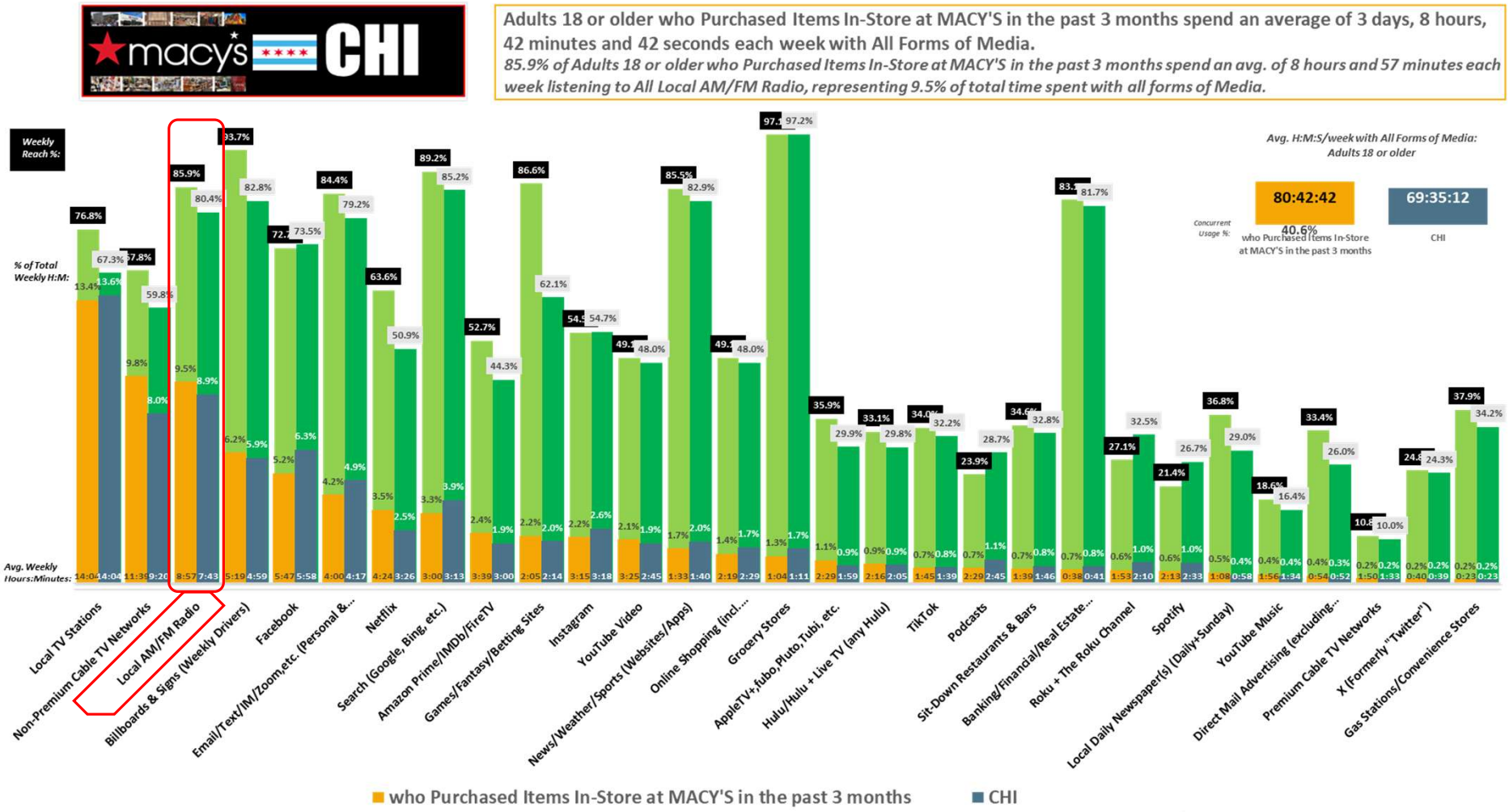


USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 2,329 USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445

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

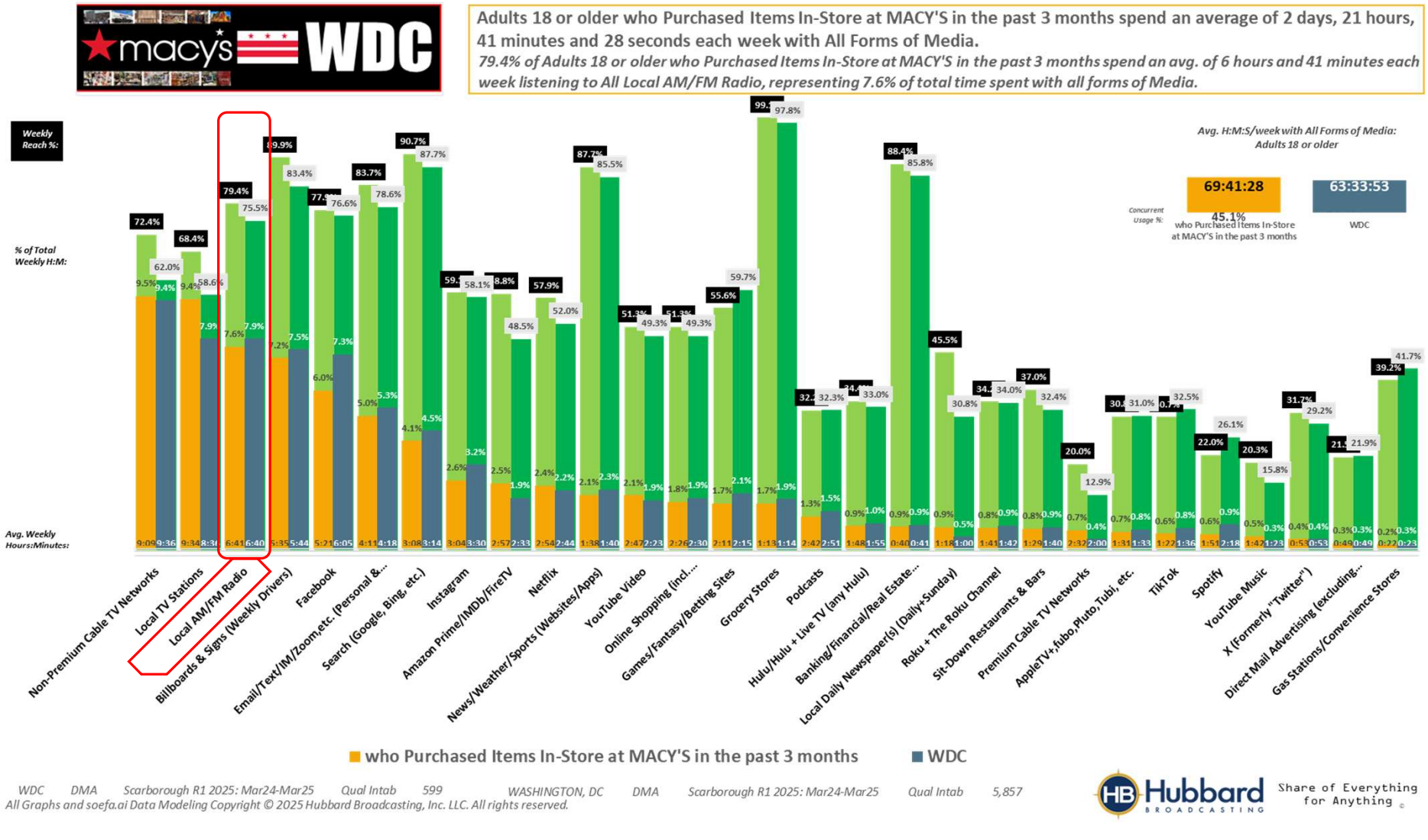


CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 435 CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

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

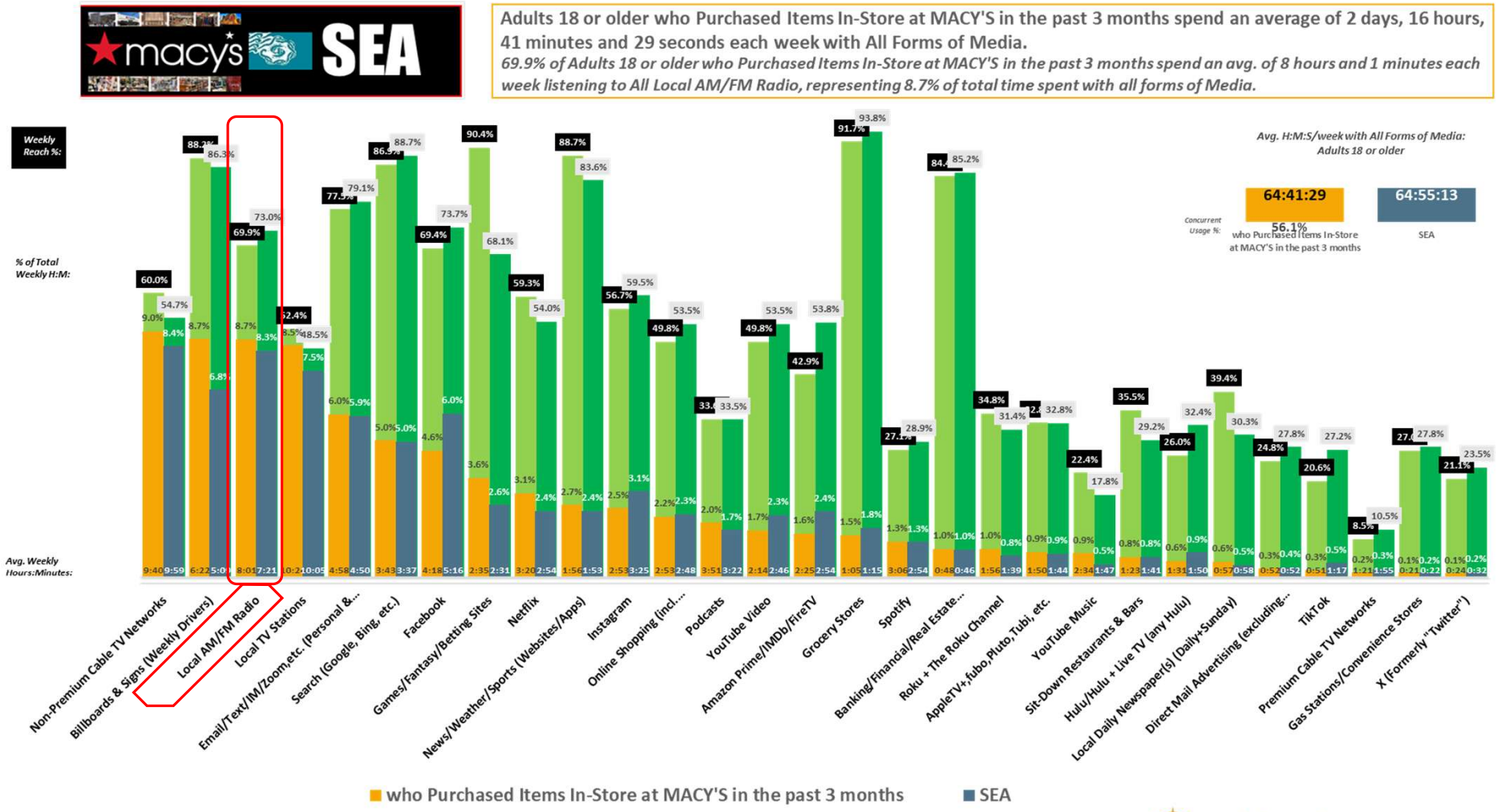


WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 599 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

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



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 276 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986

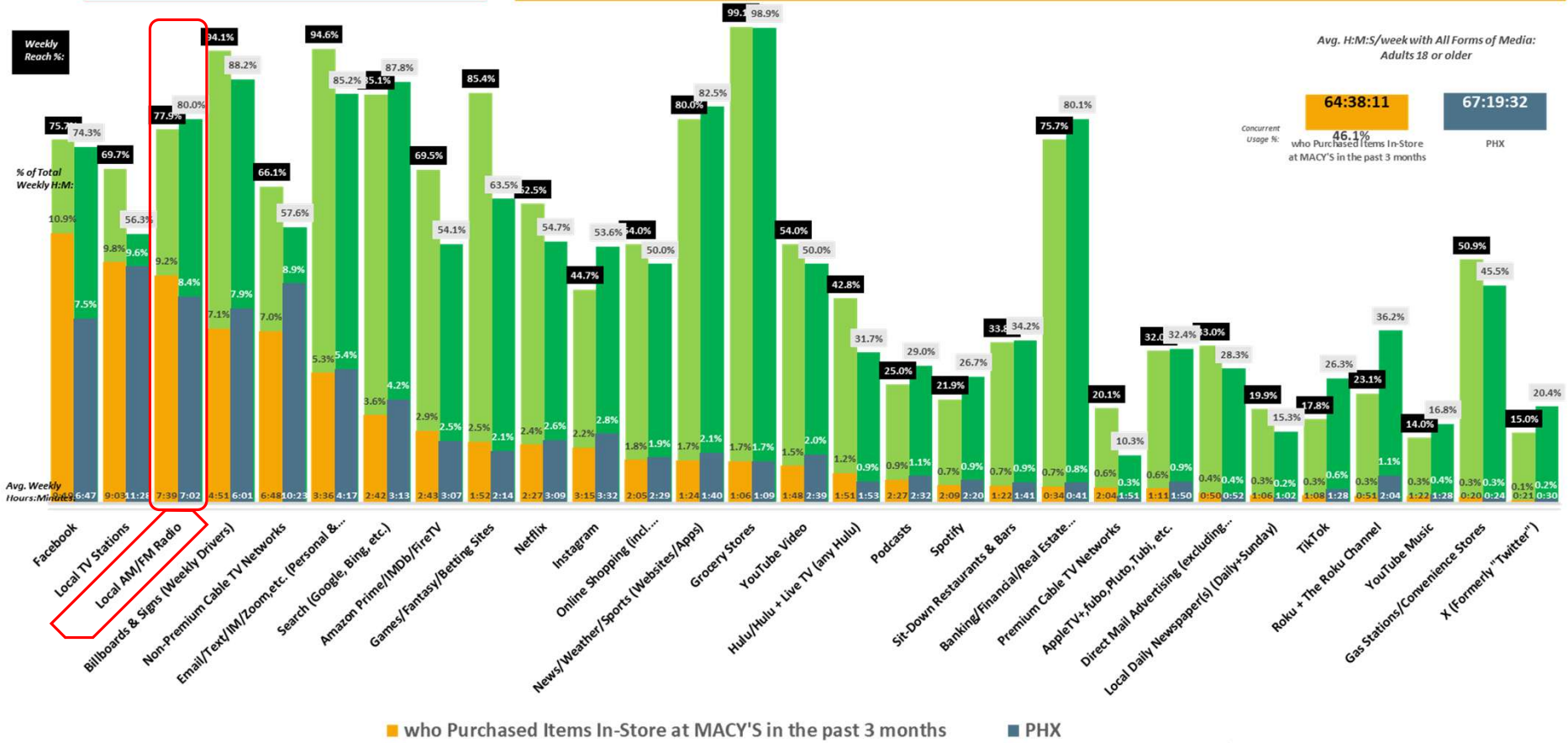
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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months spend an average of 2 days, 16 hours, 38 minutes and 11 seconds each week with All Forms of Media.

77.9% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months spend an avg. of 7 hours and 39 minutes each week listening to All Local AM/FM Radio, representing 9.2% of total time spent with all forms of Media.

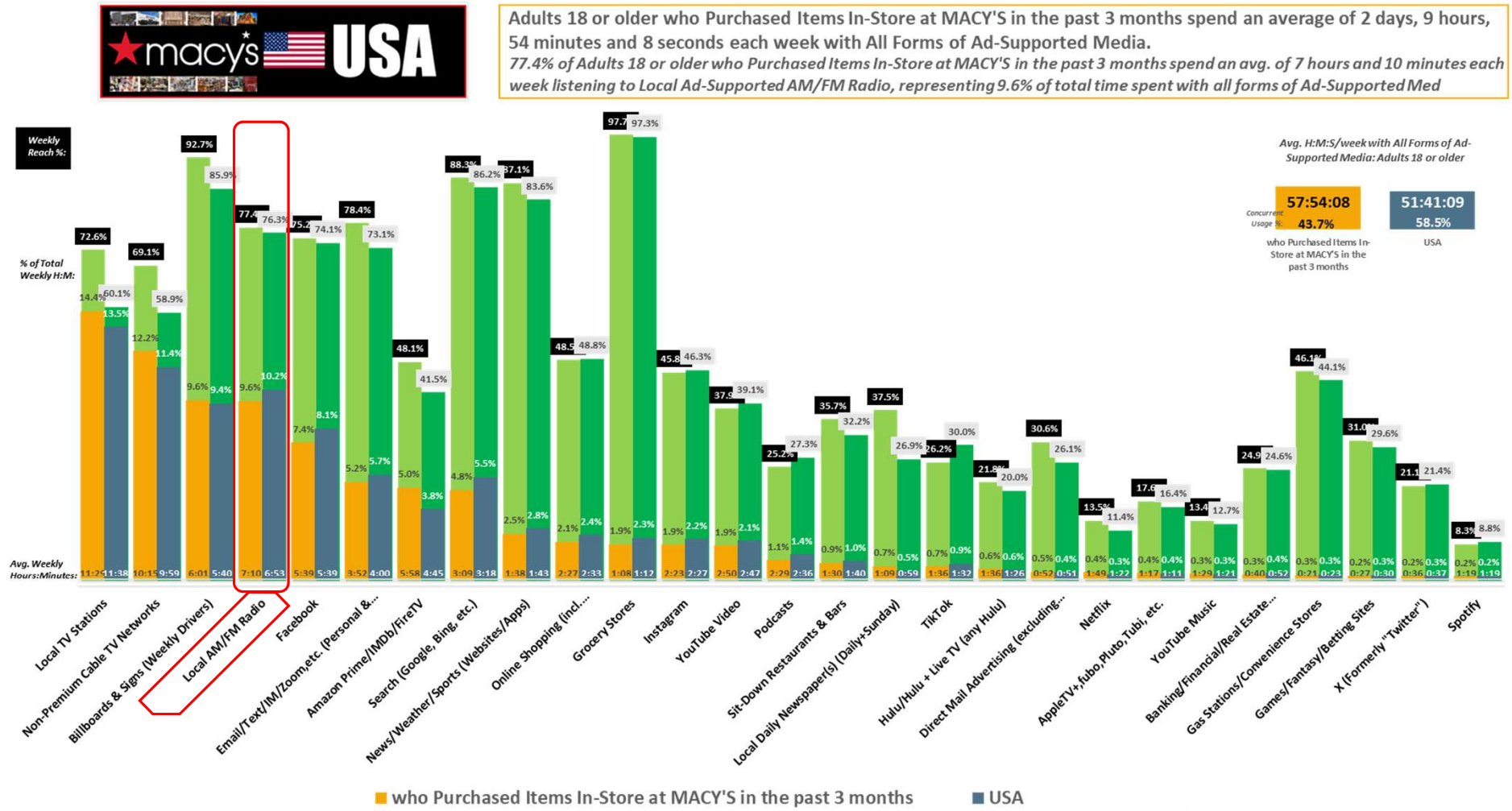


PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 160 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

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

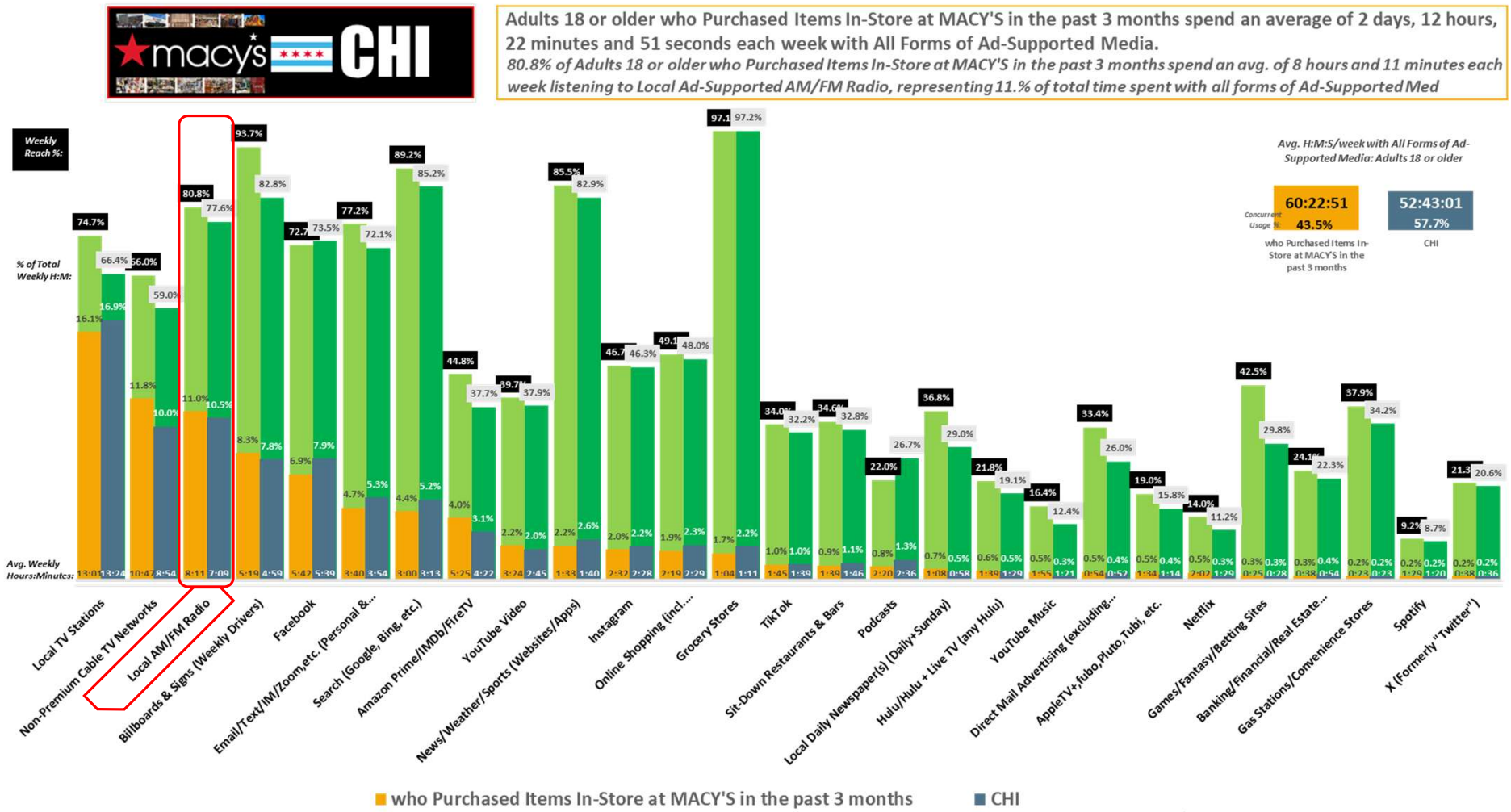


USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 2,329 USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445

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

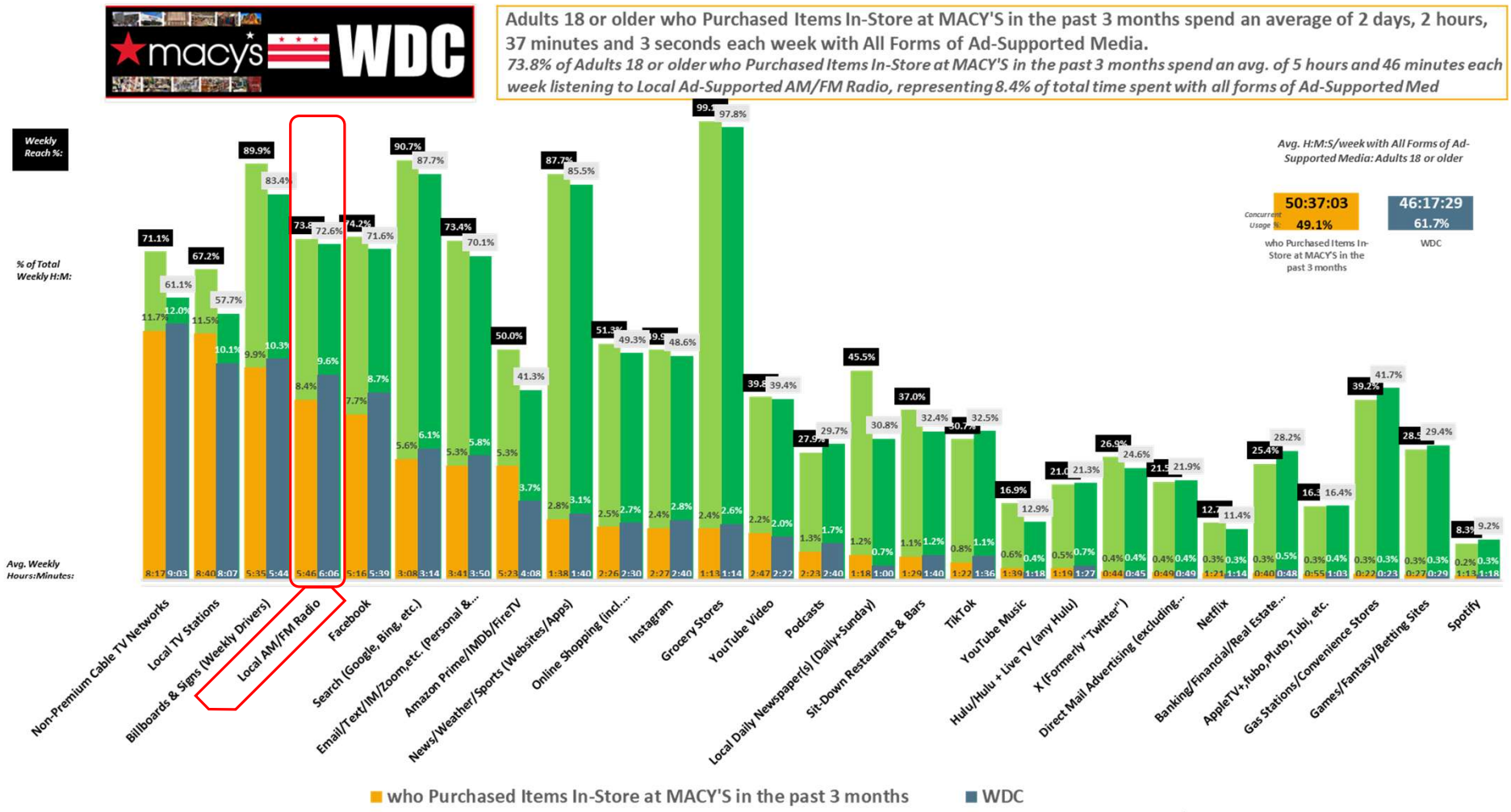


CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 435 CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

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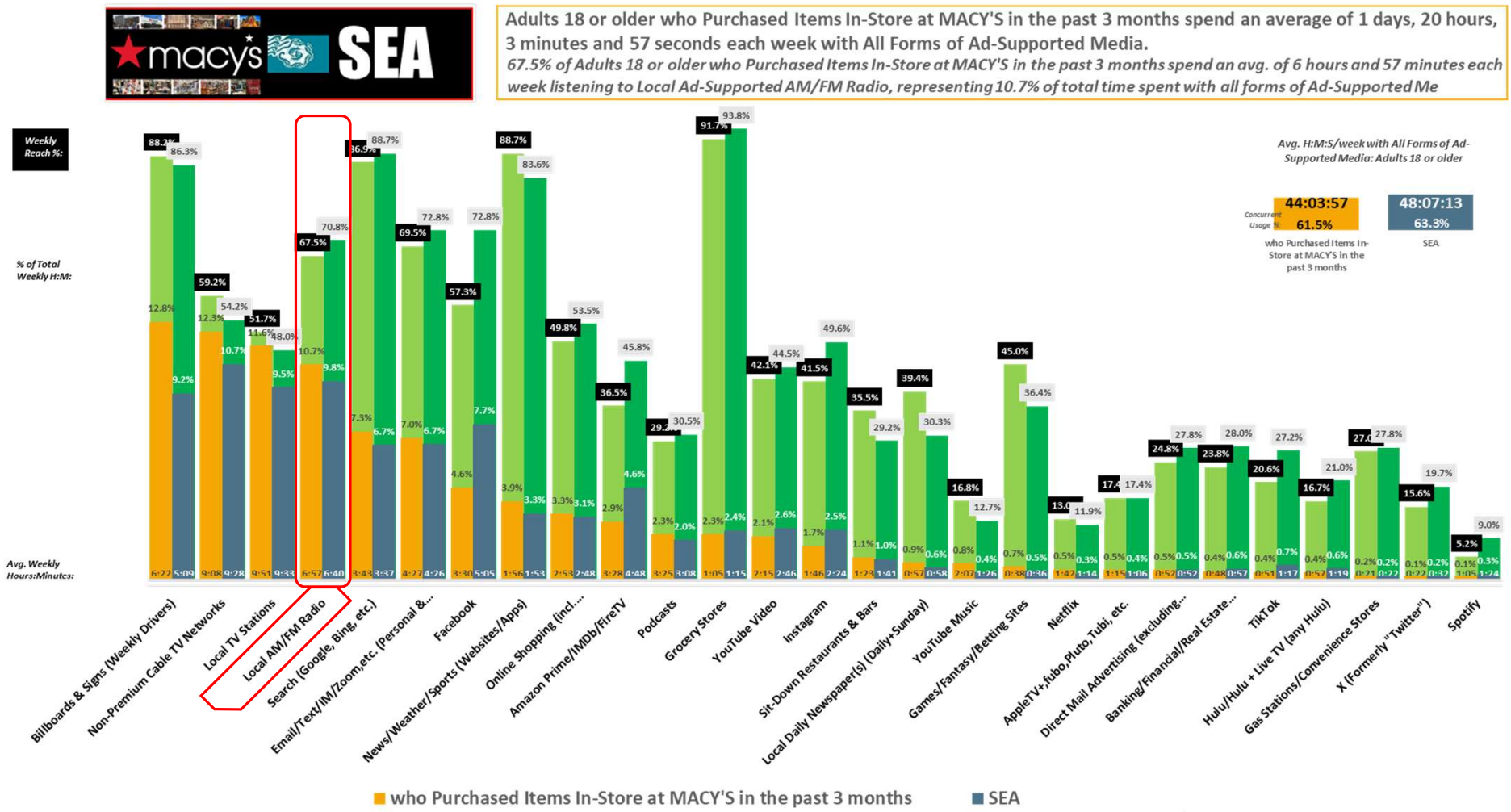
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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 599 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857
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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

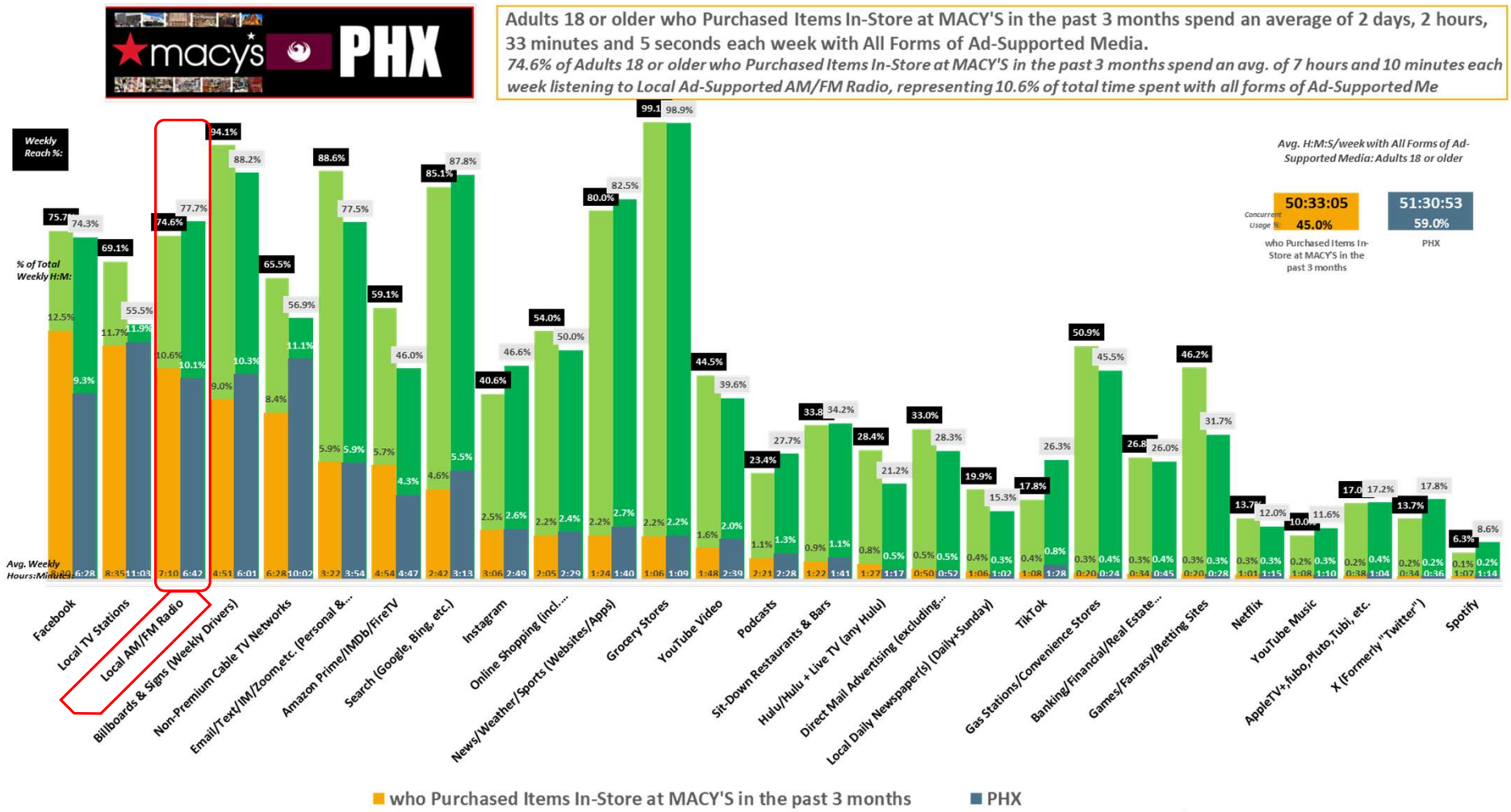


SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 276 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986

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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 160 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

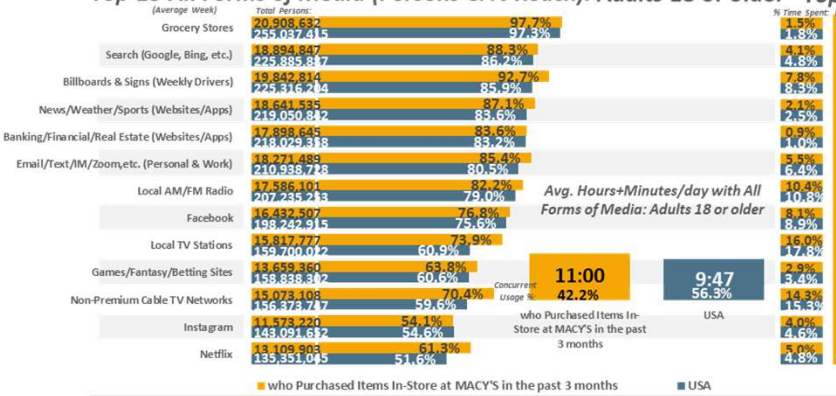
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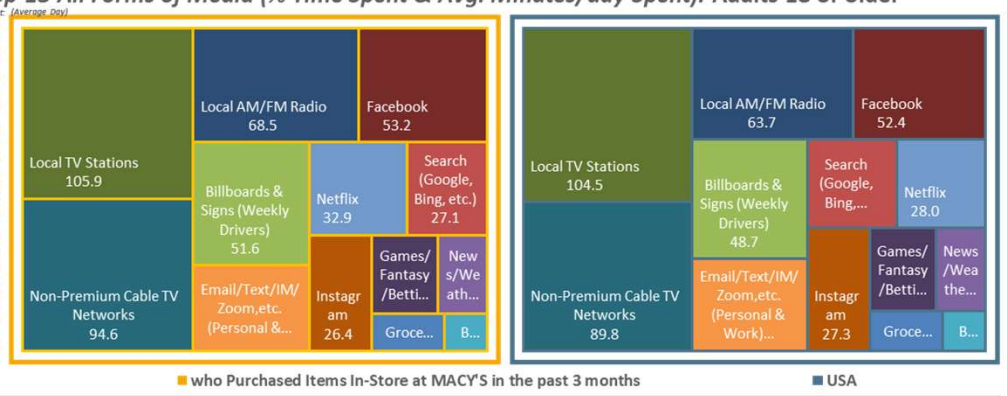
[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

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

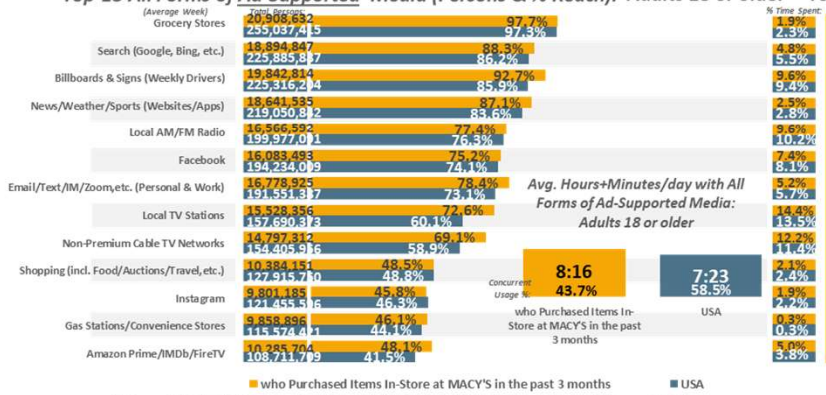
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



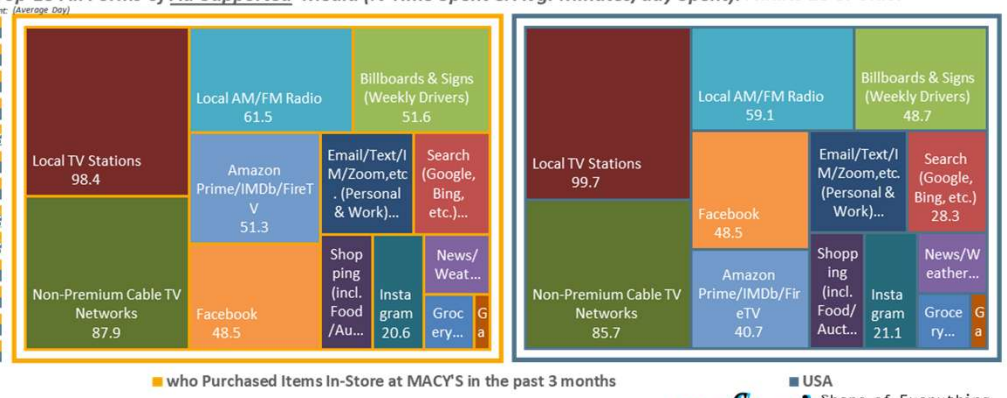
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



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

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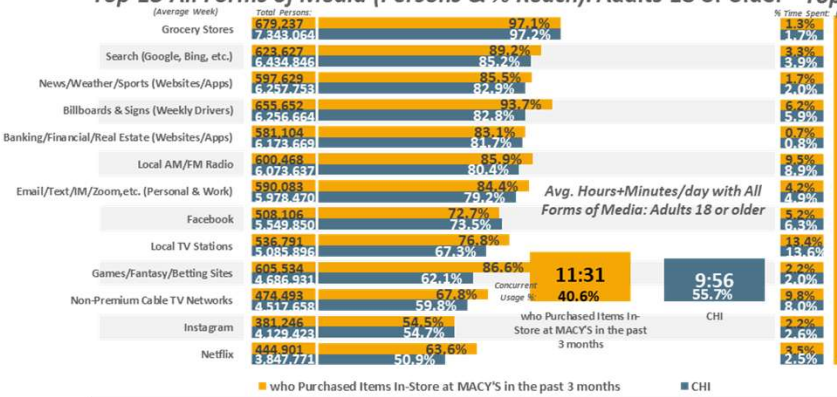
USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445

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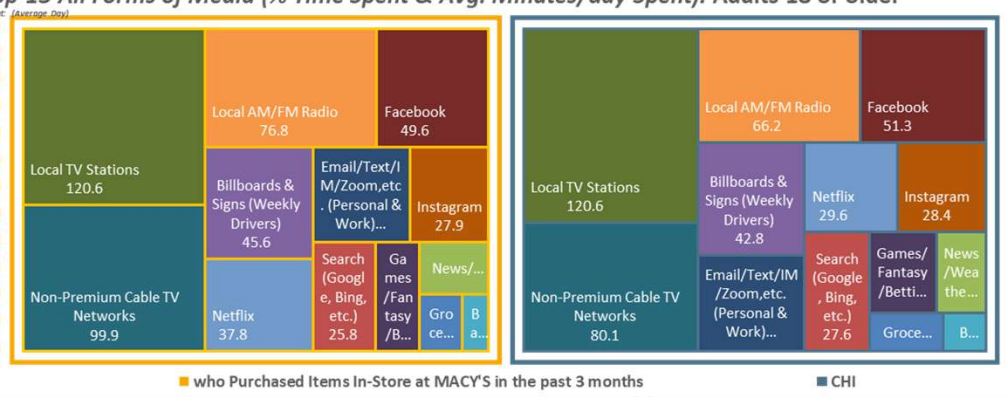
[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months spend an average of 8 hours and 37 minutes each day with All Forms of Ad-Supported Media. 80.8% listen to Local AM/FM Radio for an avg. of 70.1 minutes/day.*(Local Radio delivers 11.% of Time with Ad-Supported Media.)*

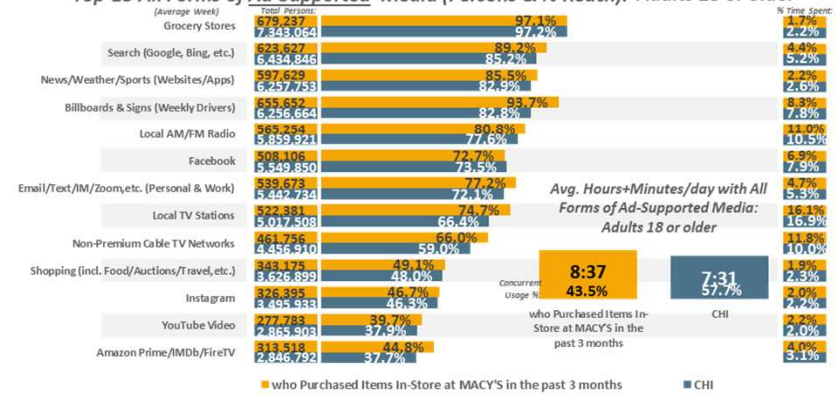
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



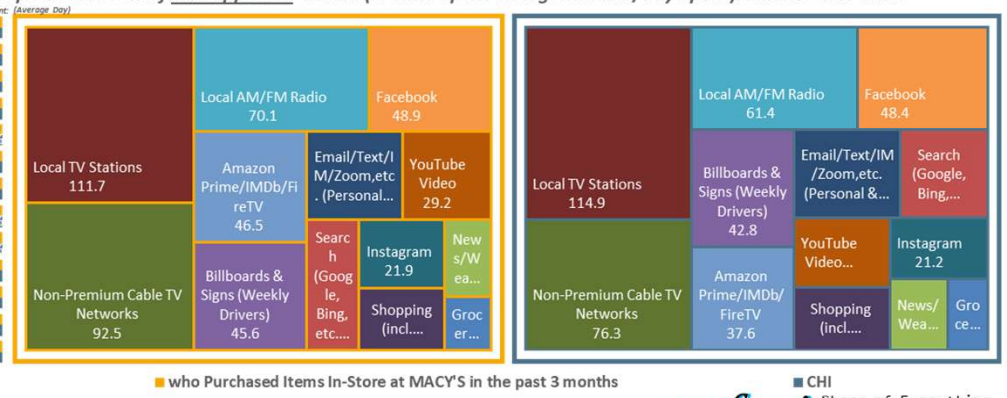
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 435

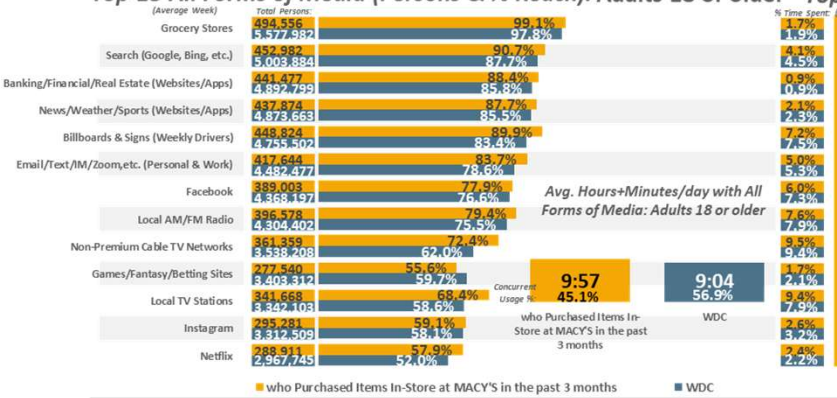
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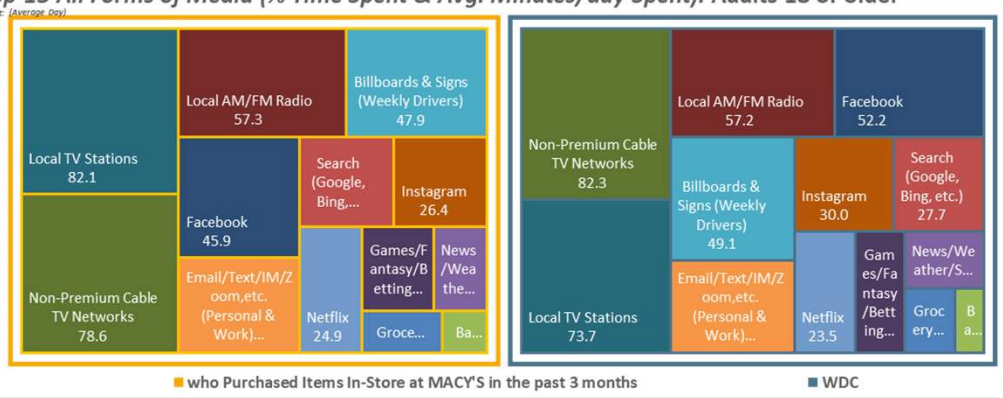
[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months spend an average of 7 hours and 13 minutes each day with All Forms of Ad-Supported Media. 73.8% listen to Local AM/FM Radio for an avg. of 49.5 minutes/day.*(Local Radio delivers 8.4% of Time with Ad-Supported Media.)*

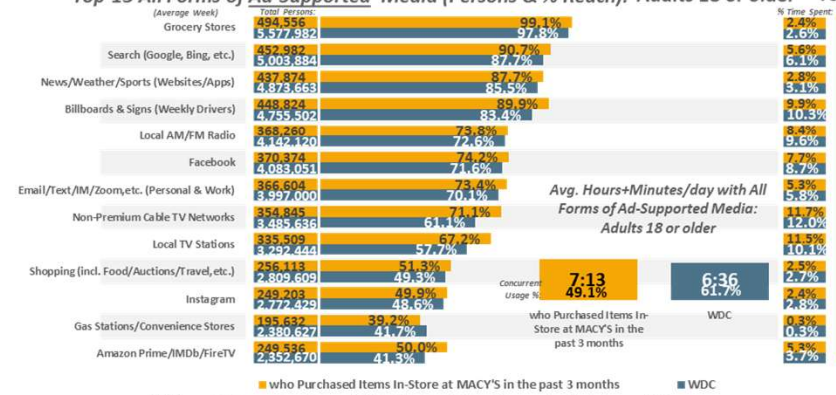
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



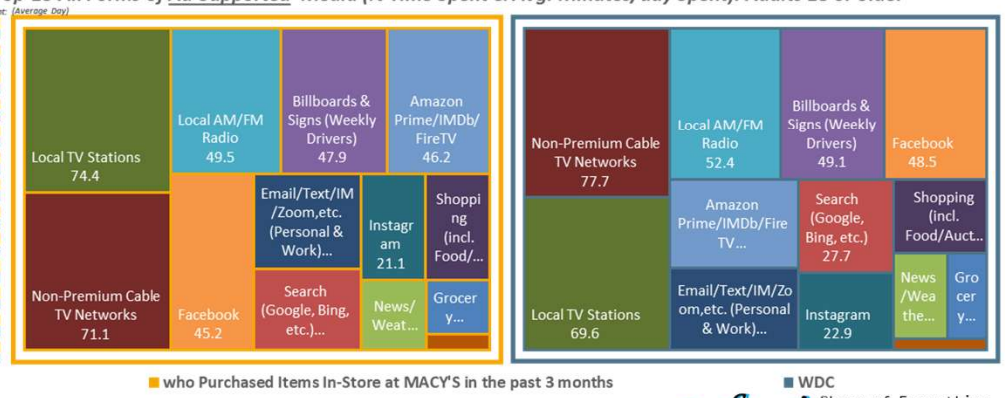
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 599

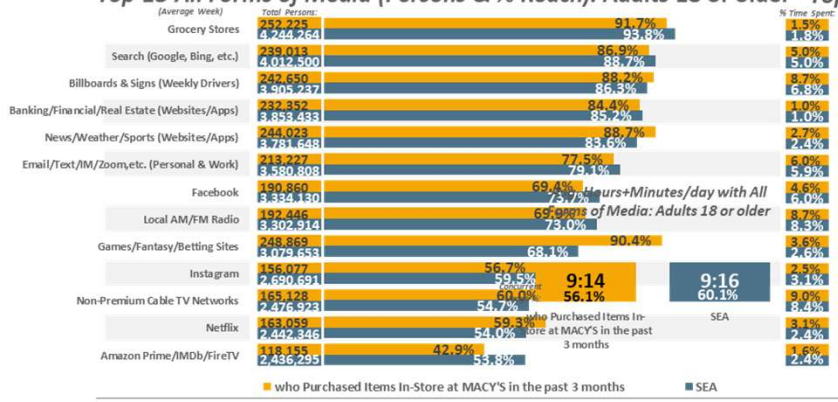
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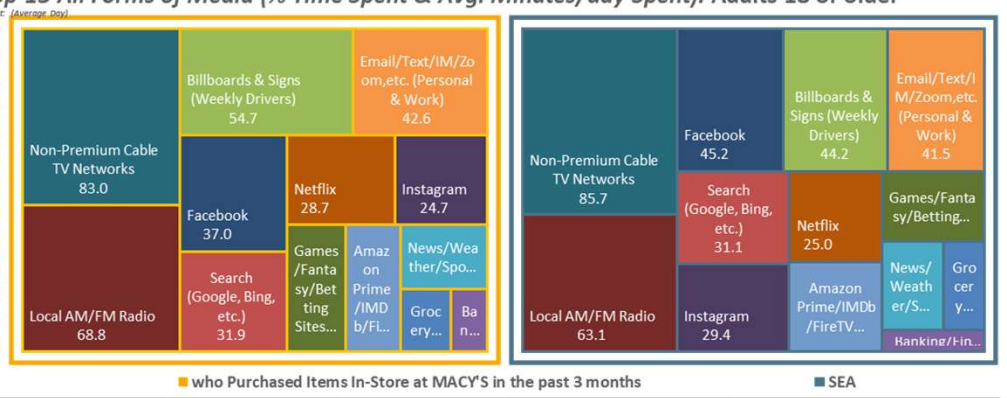
[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months spend an average of 6 hours and 17 minutes each day with All Forms of Ad-Supported Media. 67.5% listen to Local AM/FM Radio for an avg. of 59.7 minutes/day. *(Local Radio delivers 10.7% of Time with Ad-Supported Media.)*

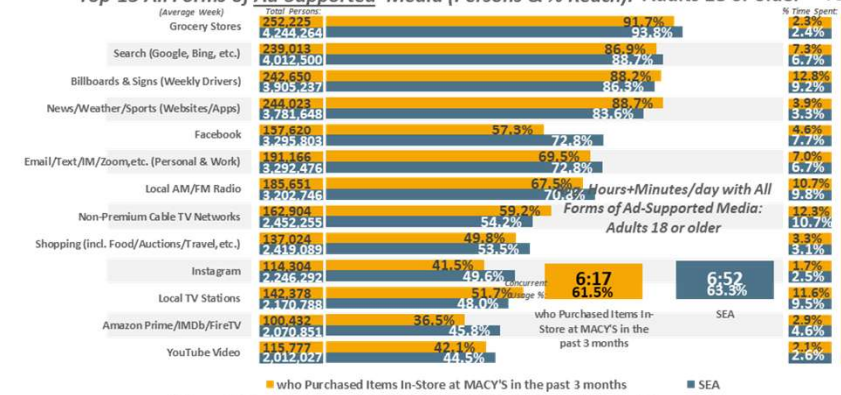
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



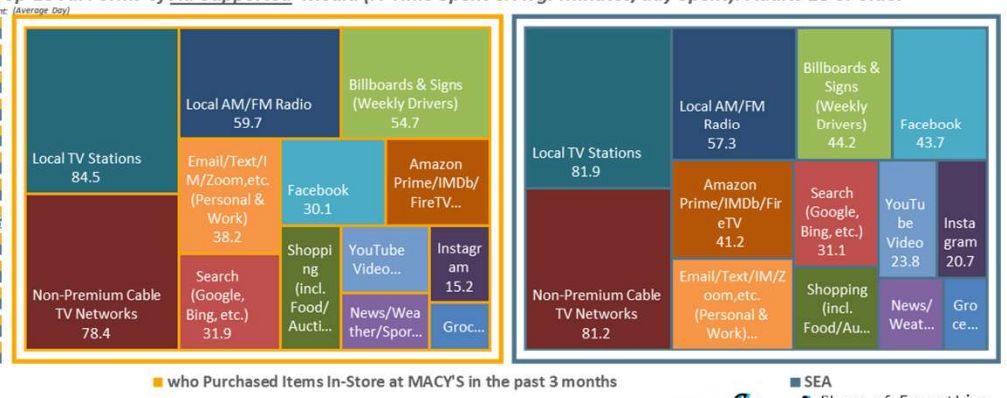
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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**



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 276

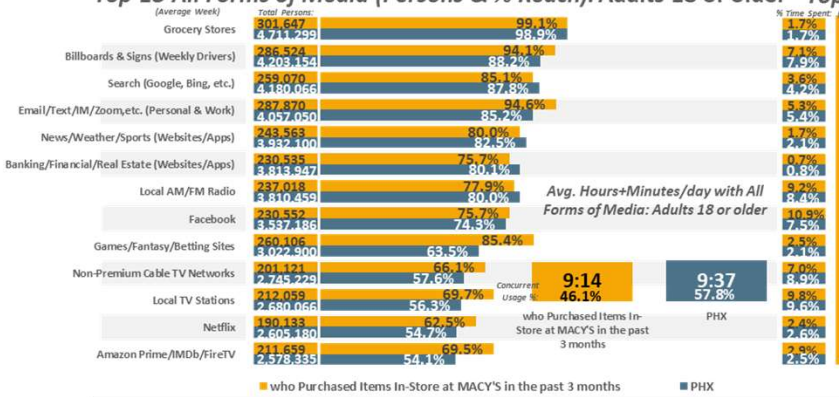
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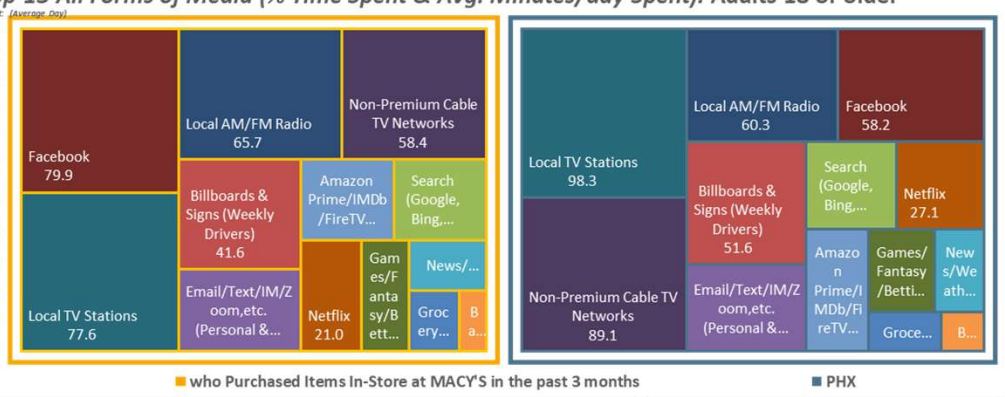
[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months spend an average of 7 hours and 13 minutes each day with All Forms of Ad-Supported Media. 74.6% listen to Local AM/FM Radio for an avg. of 61.5 minutes/day.*(Local Radio delivers 10.6% of Time with Ad-Supported Media.)*

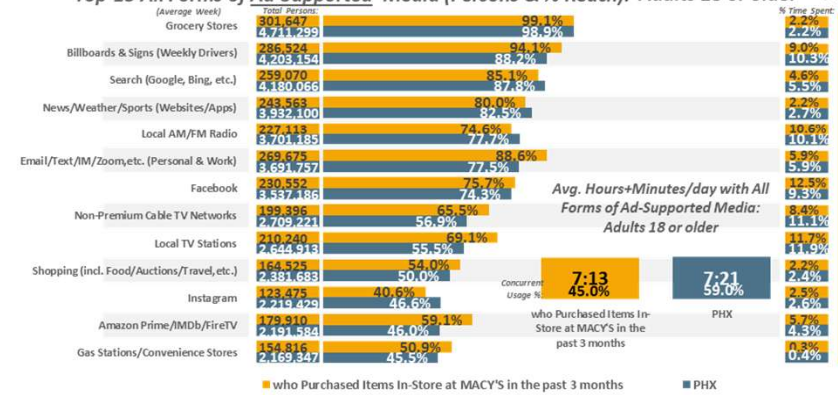
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



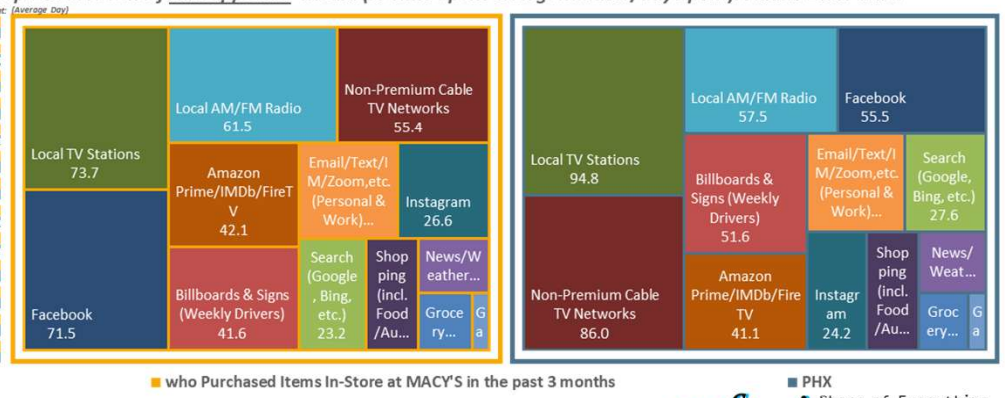
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 160

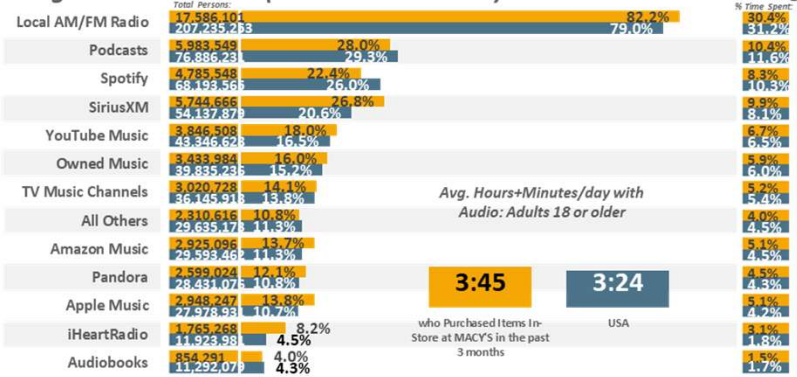
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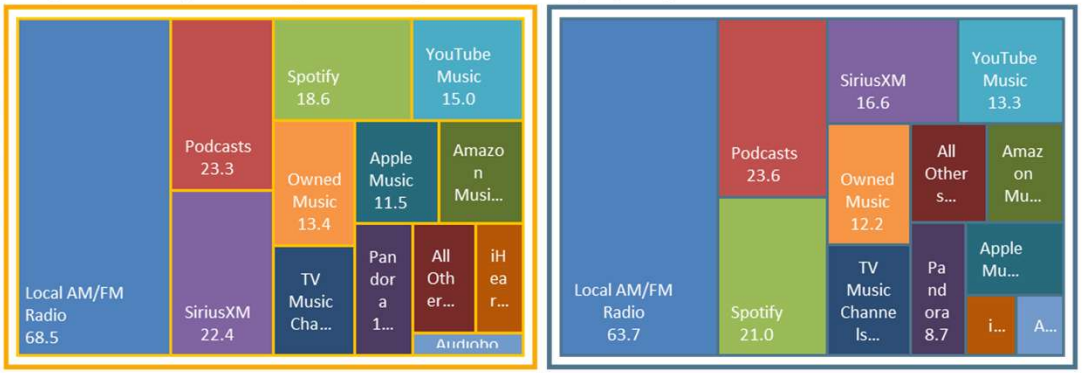
[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

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

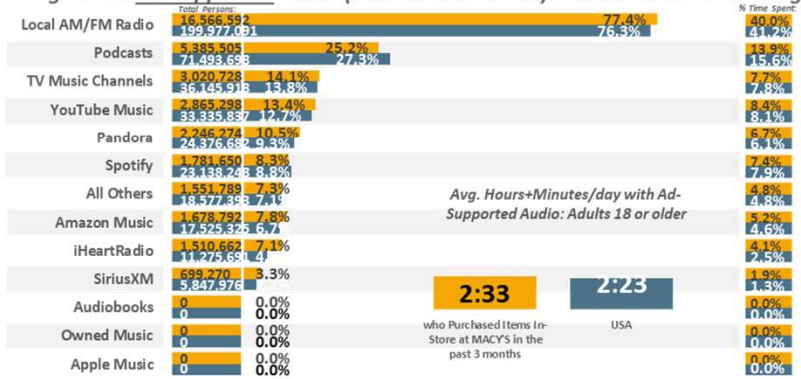
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



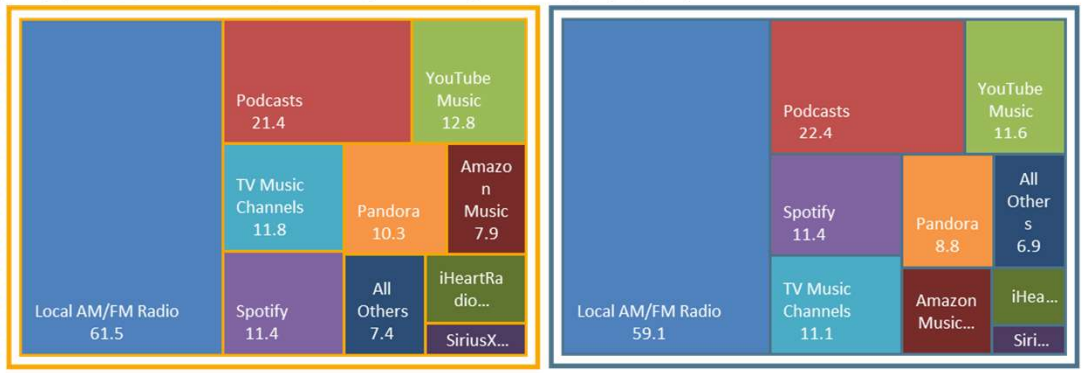
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

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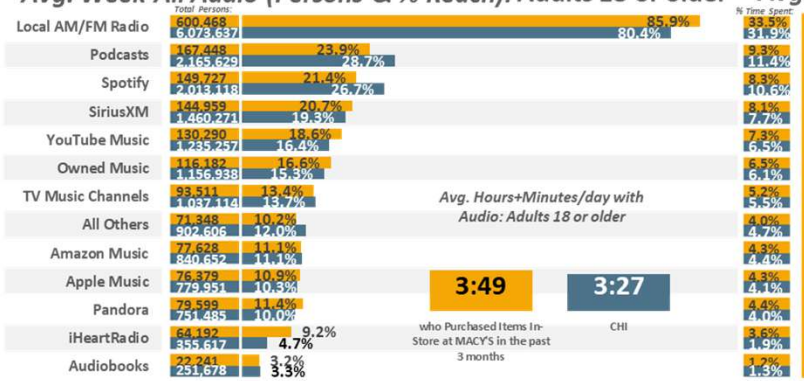
Scarborough R2 2025: Feb24-Jul25 USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445

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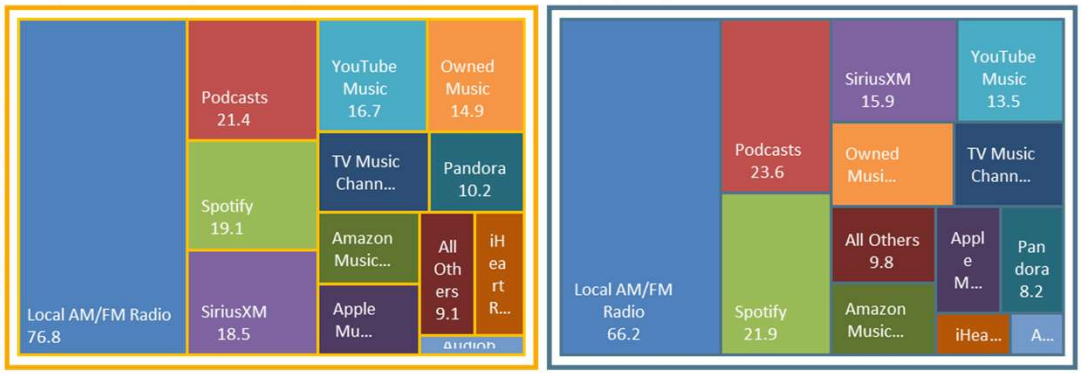
[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

565,254 or 80.8% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 70.1 minutes every day representing 42.% of all time spent daily with Ad-Supported Audio.

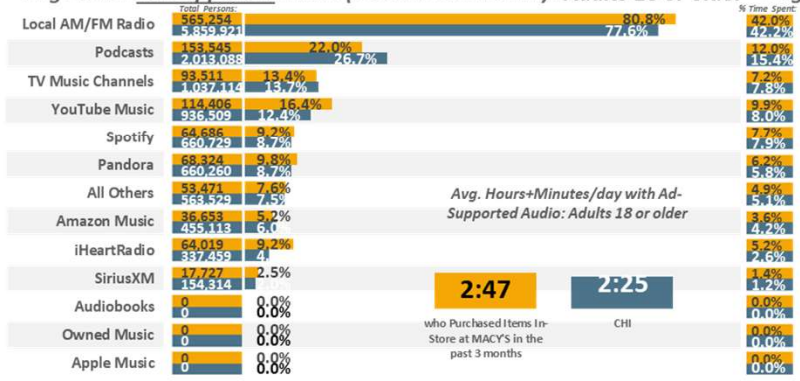
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



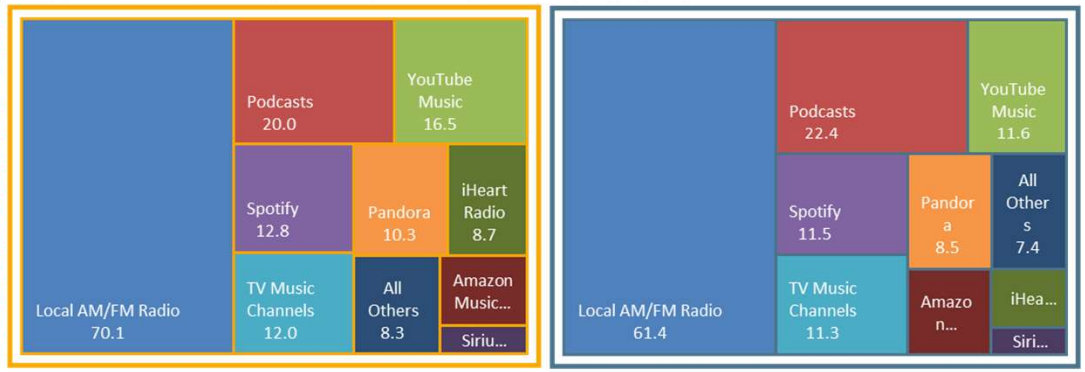
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 435

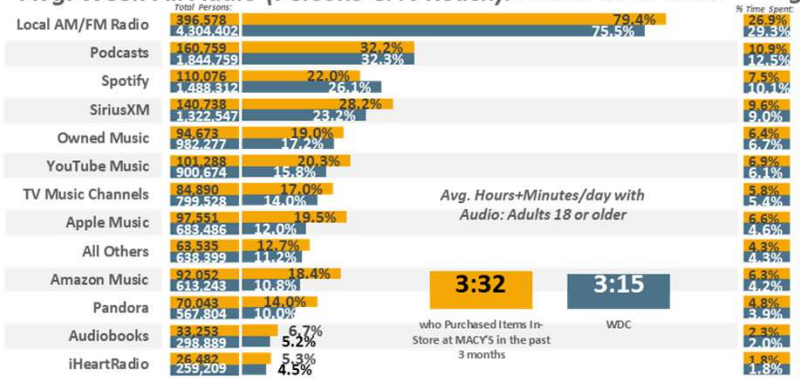
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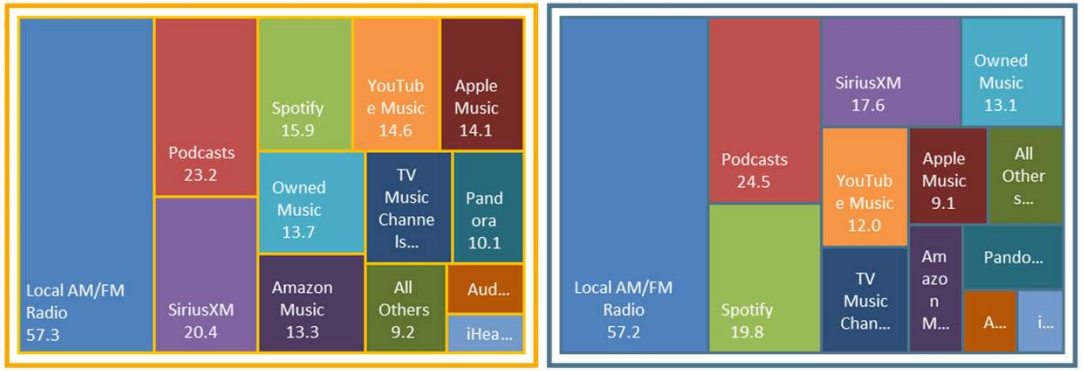
[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

368,260 or 73.8% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 49.5 minutes every day representing 35.% of all time spent daily with Ad-Supported Audio.

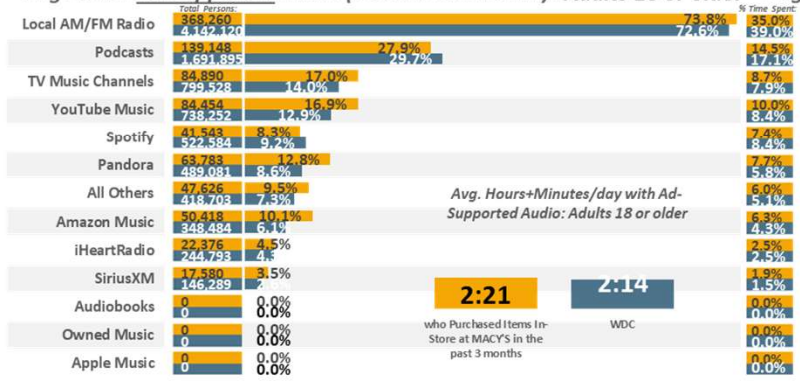
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



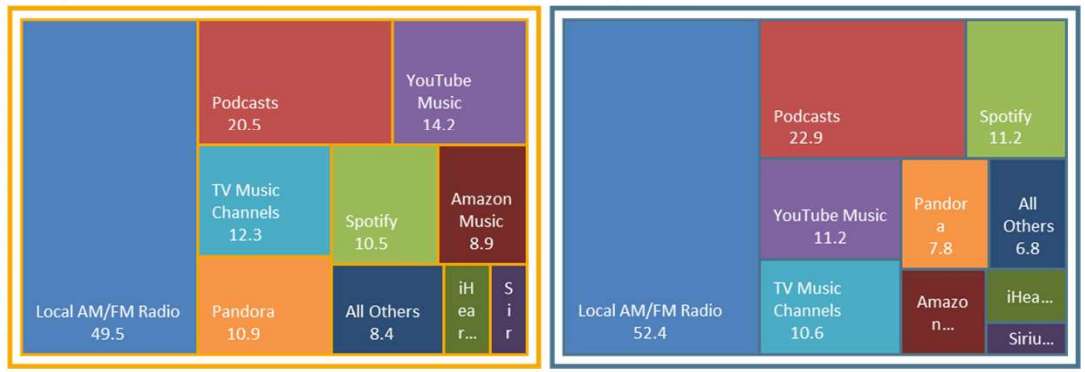
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 599

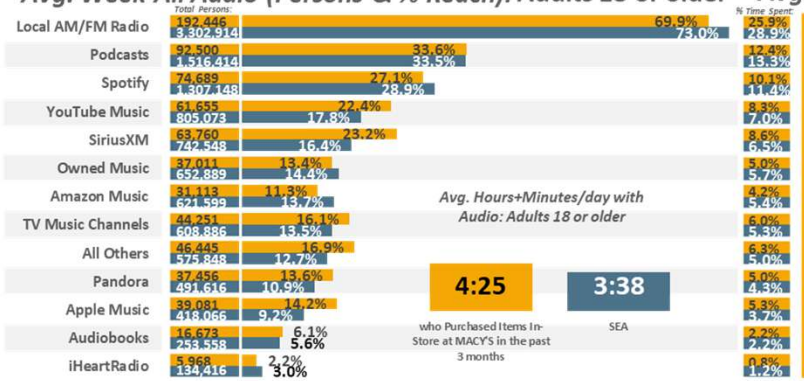
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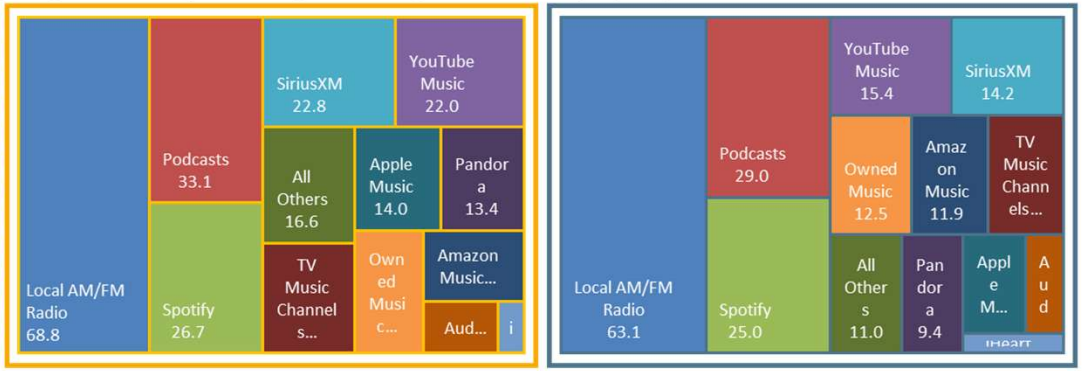
[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

185,651 or 67.5% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 59.7 minutes every day representing 35.2% of all time spent daily with Ad-Supported Audio.

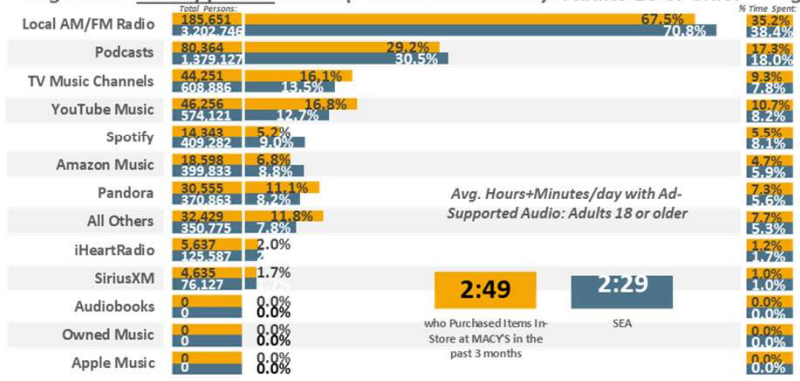
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



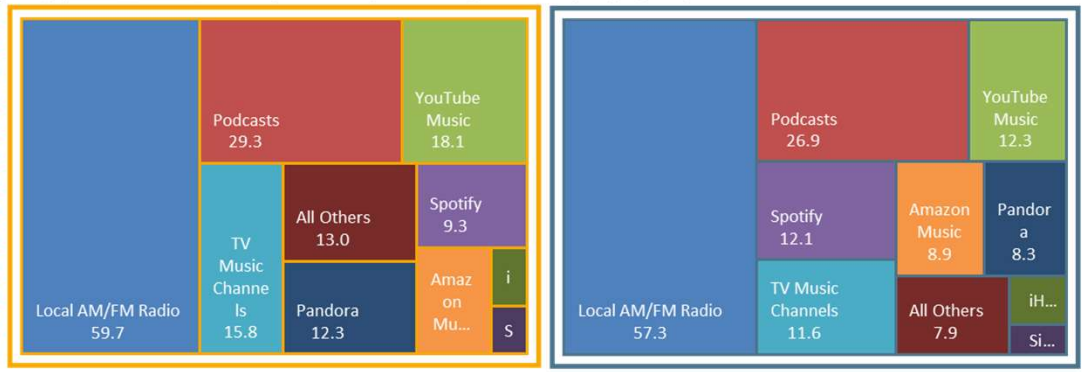
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 276

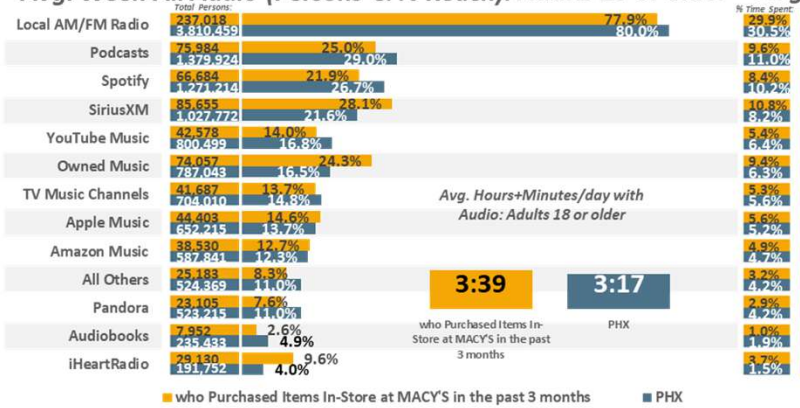
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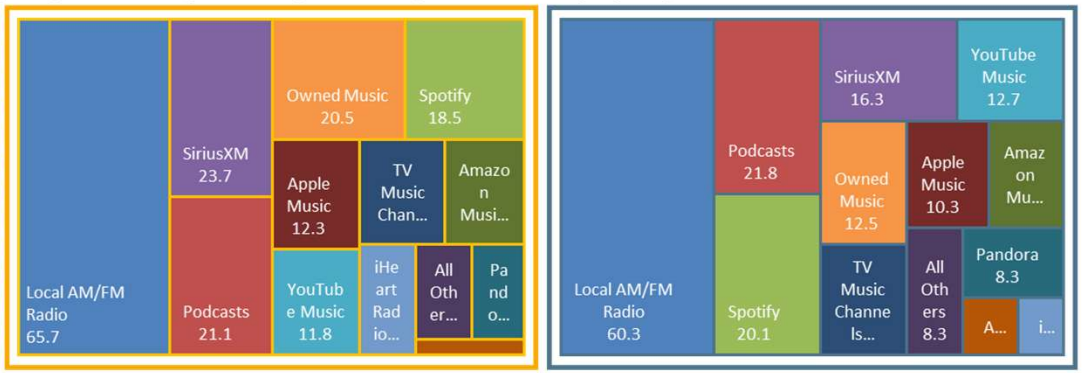
[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

227,113 or 74.6% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 61.5 minutes every day representing 43.% of all time spent daily with Ad-Supported Audio.

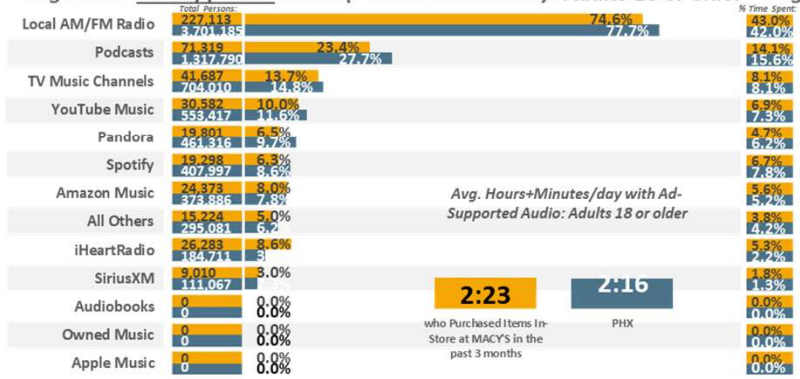
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



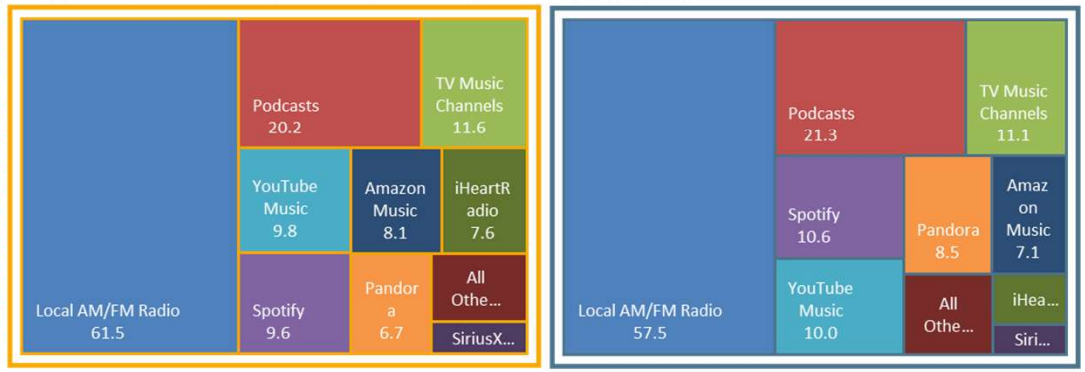
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



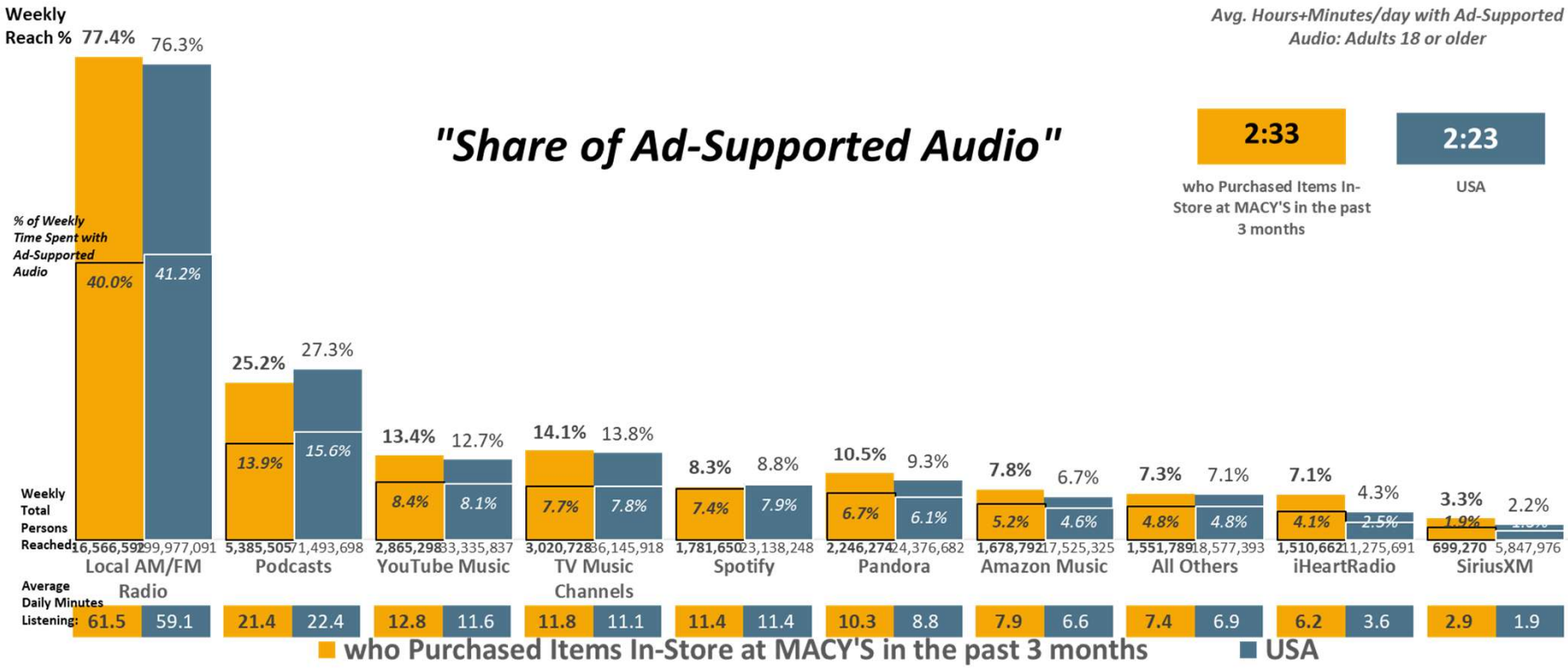
PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 160

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

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



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

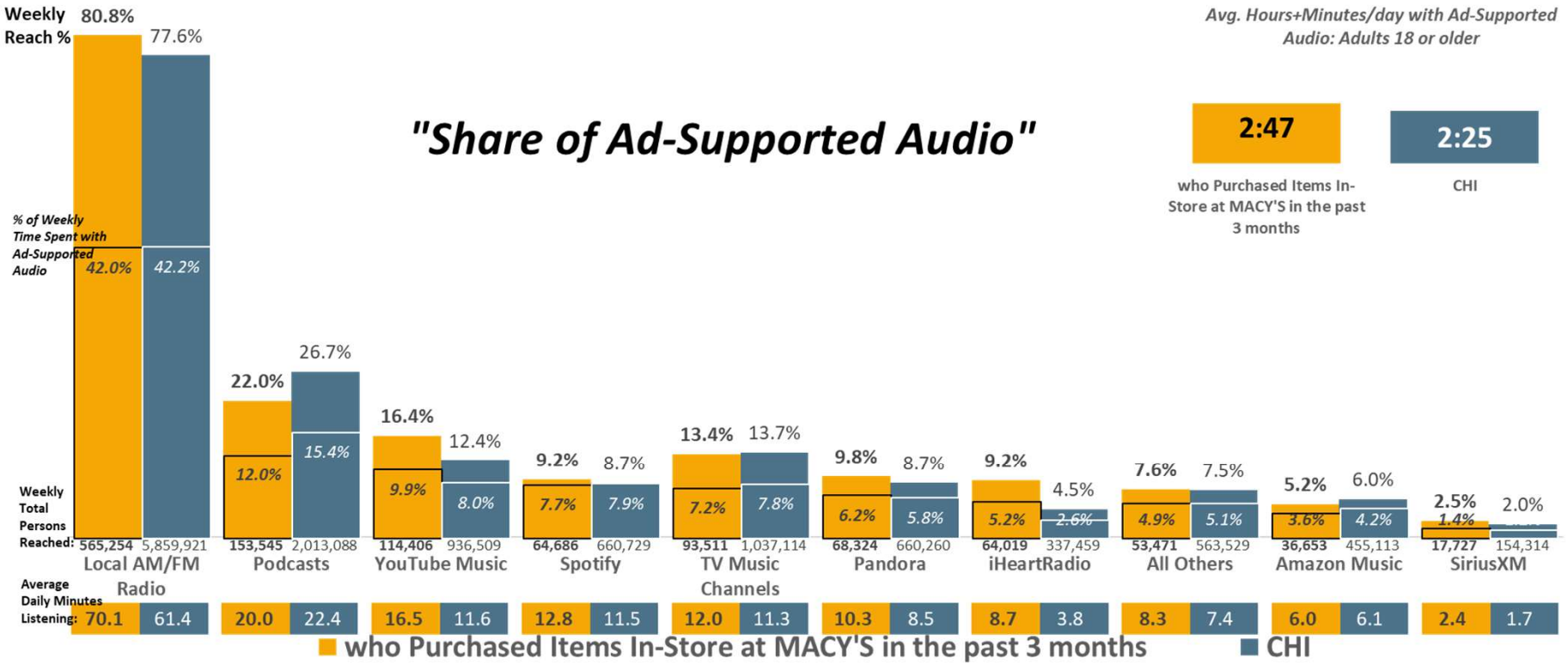
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USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445

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

565,254 or 80.8% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 70.1 minutes every day representing 42.% of all time spent daily with Ad-Supported Audio.



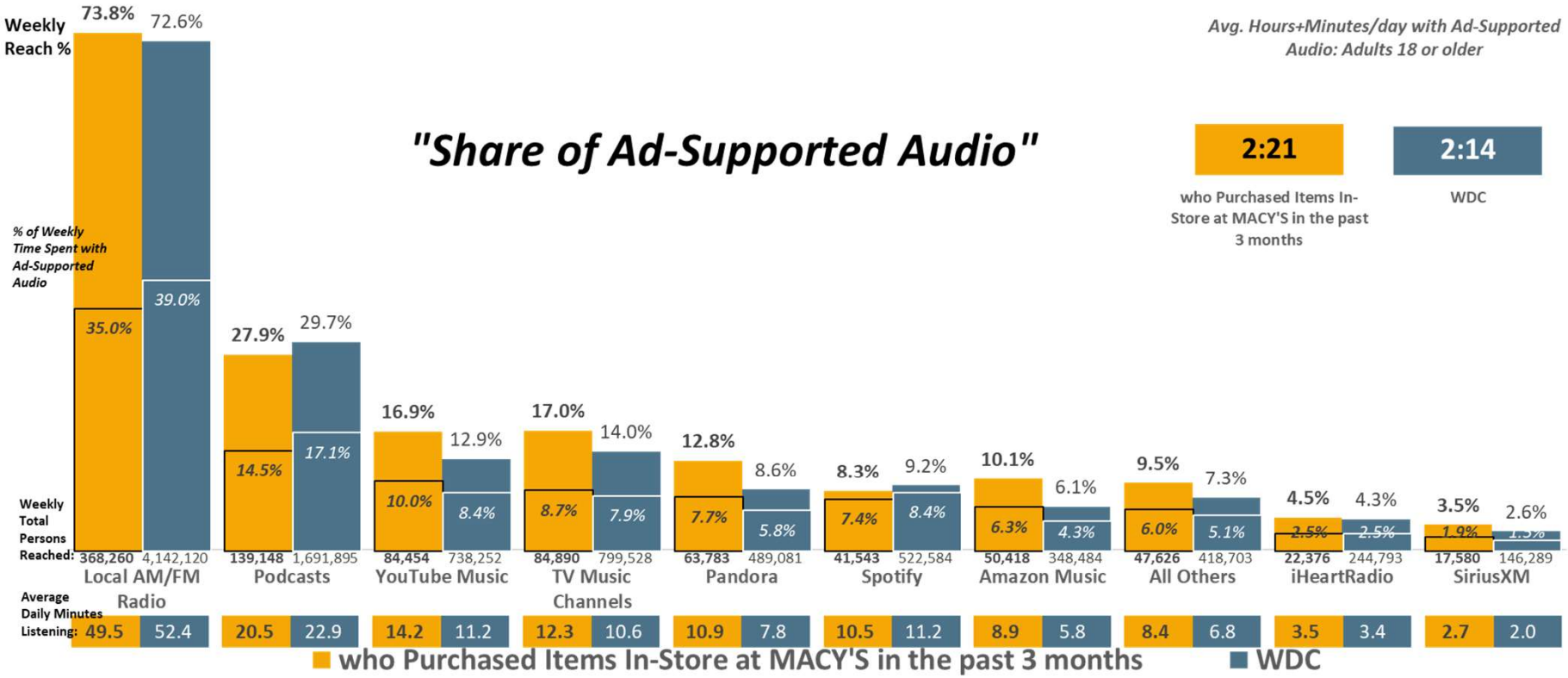
CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 435 CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

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

368,260 or 73.8% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 49.5 minutes every day representing 35.% of all time spent daily with Ad-Supported Audio.



	Local AM/FM Radio	Podcasts	YouTube Music	TV Music Channels	Pandora	Spotify	Amazon Music	All Others	iHeartRadio	SiriusXM
Weekly Reach %	73.8% / 72.6%	27.9% / 29.7%	16.9% / 12.9%	17.0% / 14.0%	12.8% / 8.6%	8.3% / 9.2%	10.1% / 6.1%	9.5% / 7.3%	4.5% / 4.3%	3.5% / 2.6%
% of Weekly Time Spent with Ad-Supported Audio	35.0% / 39.0%	14.5% / 17.1%	10.0% / 8.4%	8.7% / 7.9%	7.7% / 5.8%	7.4% / 8.4%	6.3% / 4.3%	6.0% / 5.1%	2.5% / 2.5%	1.9% / 1.5%
Weekly Total Persons Reached:	368,260 / 4,142,120	139,148 / 1,691,895	84,454 / 738,252	84,890 / 799,528	63,783 / 489,081	41,543 / 522,584	50,418 / 348,484	47,626 / 418,703	22,376 / 244,793	17,580 / 146,289
Average Daily Minutes Listening:	49.5 / 52.4	20.5 / 22.9	14.2 / 11.2	12.3 / 10.6	10.9 / 7.8	10.5 / 11.2	8.9 / 5.8	8.4 / 6.8	3.5 / 3.4	2.7 / 2.0

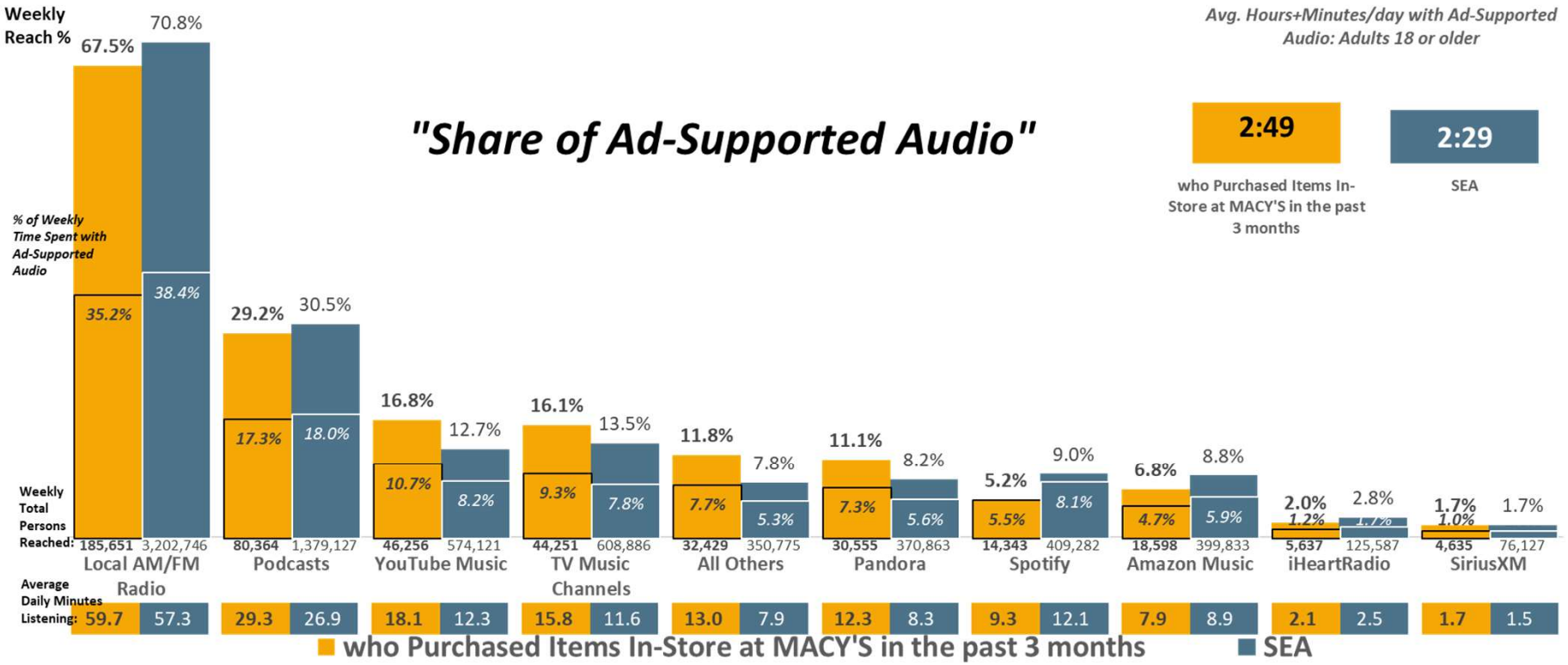
WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 599 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

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

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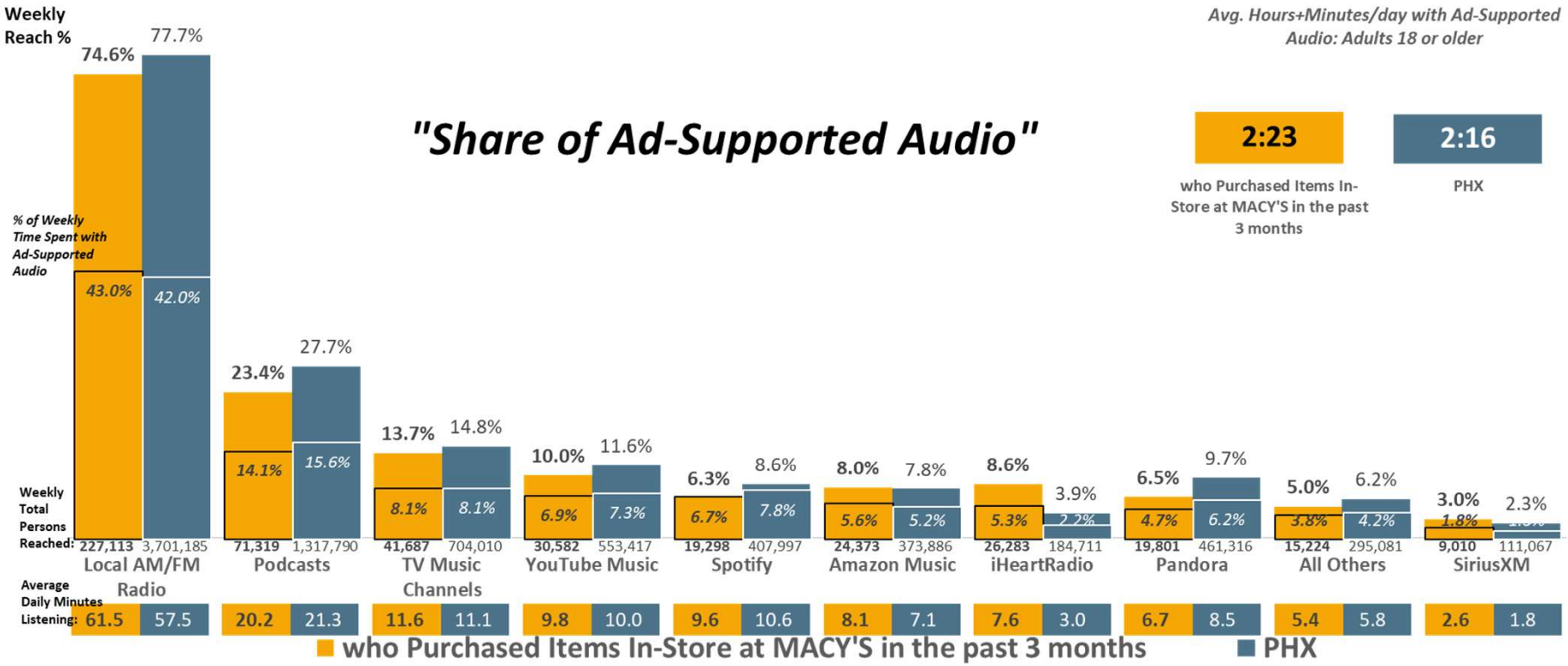
SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 276 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986

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

227,113 or 74.6% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 61.5 minutes every day representing 43.% of all time spent daily with Ad-Supported Audio.



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 160 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

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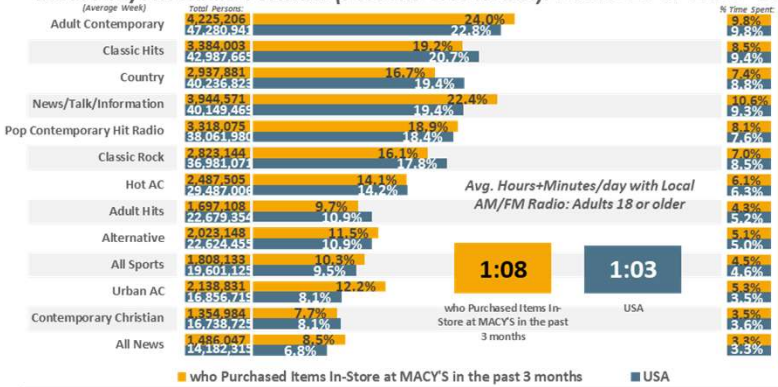
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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

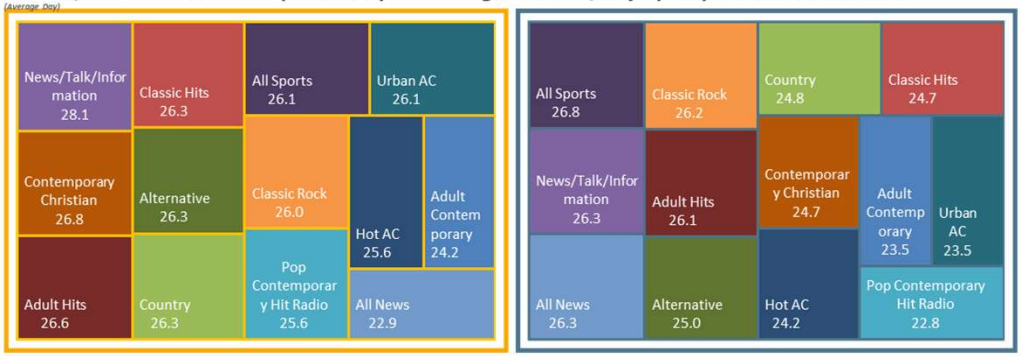


16,566,592 or 77.4% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Pop Contemporary Hit Radio, Country, and Classic Rock.

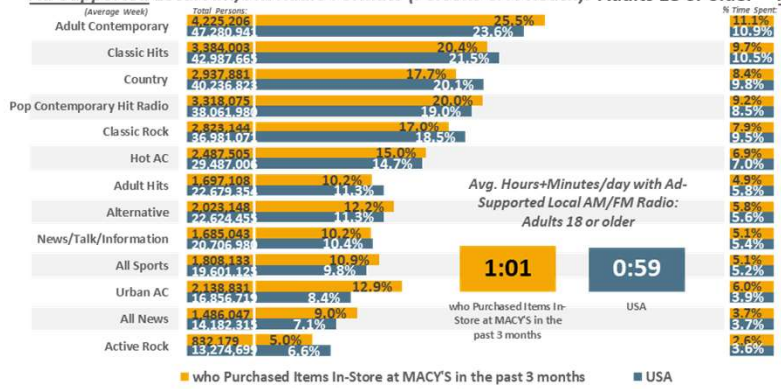
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



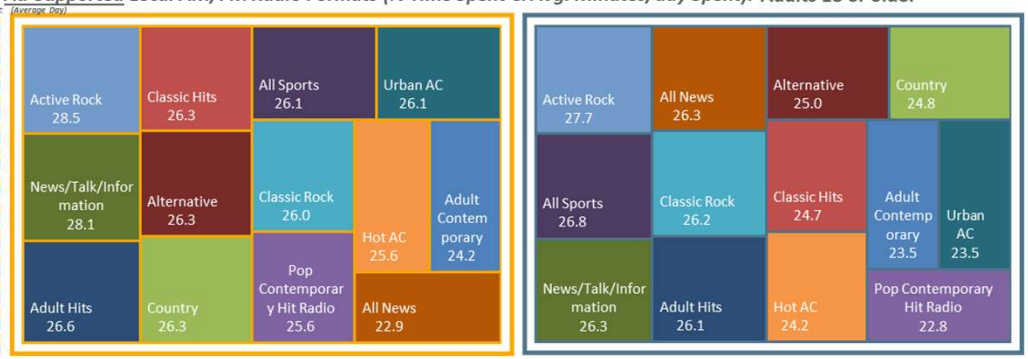
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

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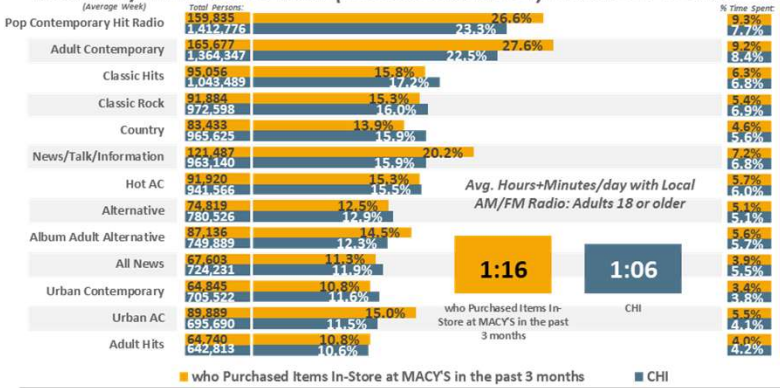
USA Projection *Scarborough R2 2025: Feb24-Jul25* *Qual Intab* *25,445*

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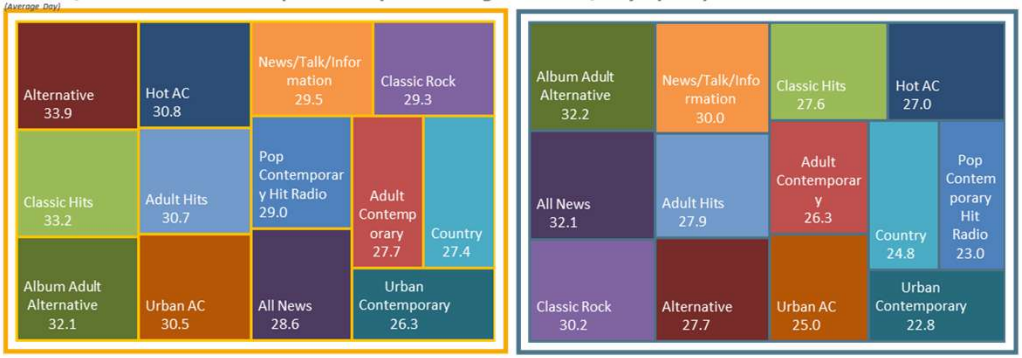
[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

565,254 or 80.8% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Mexican Regional, Classic Hits, and Hot AC.

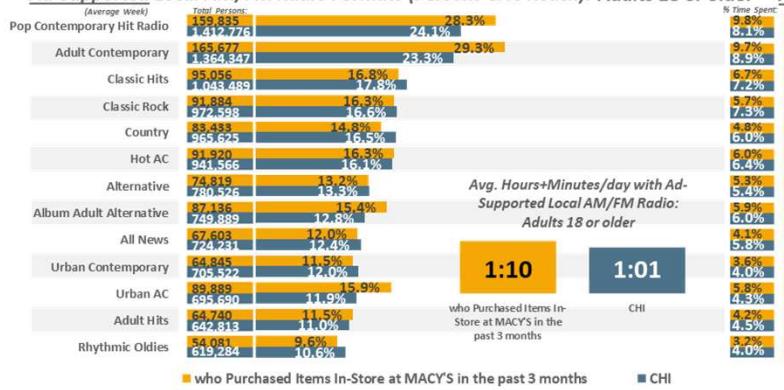
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



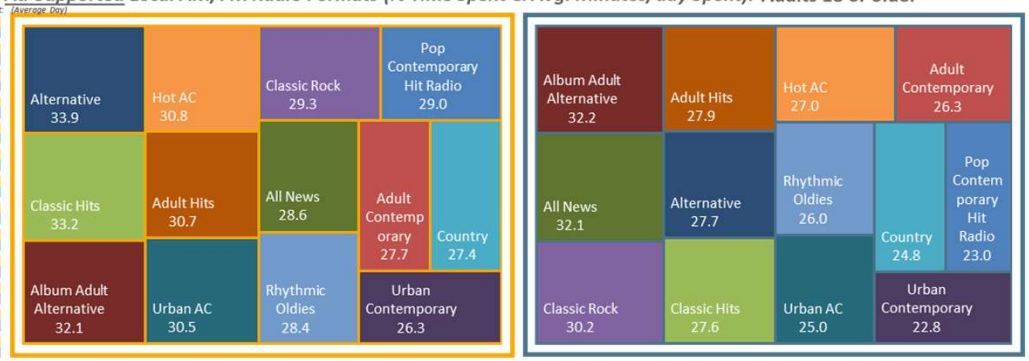
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 435

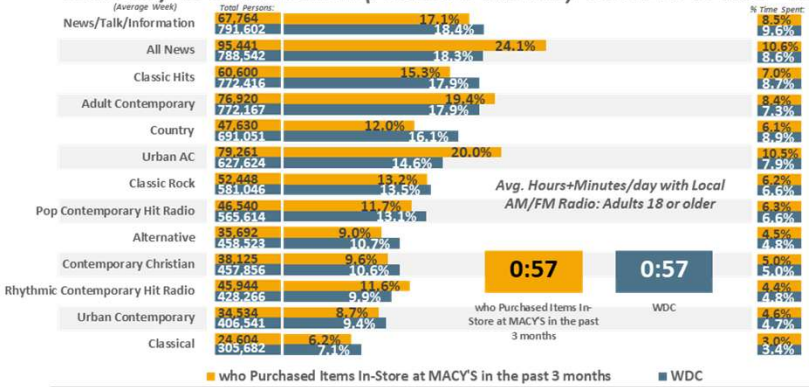
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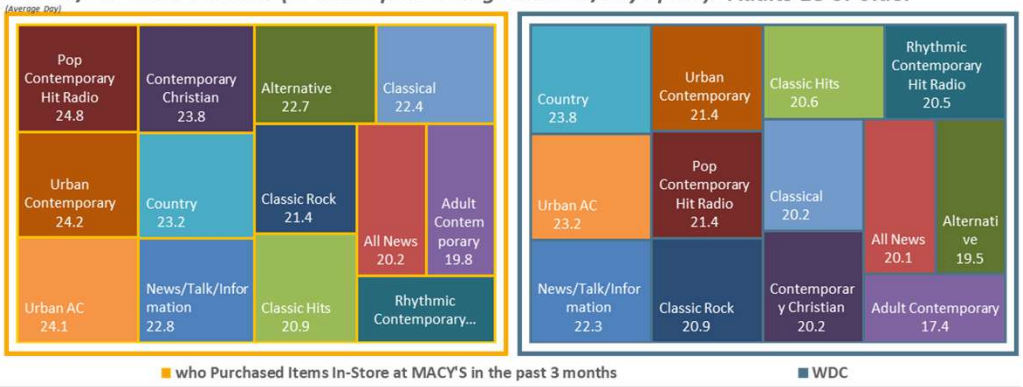
[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

368,260 or 73.8% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are All News, Urban AC, Adult Contemporary, Classic Hits, and Classic Rock.

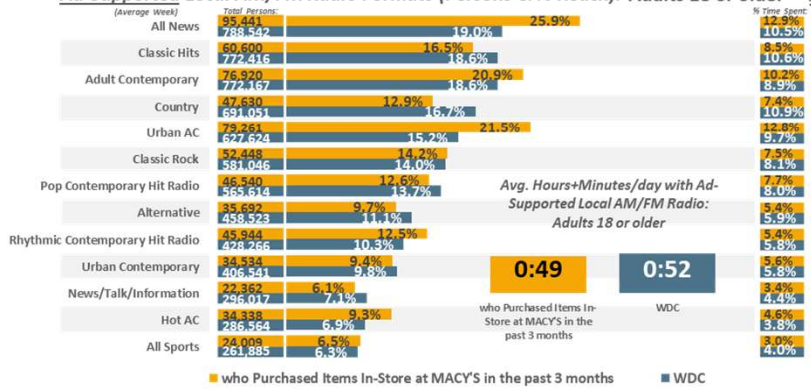
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



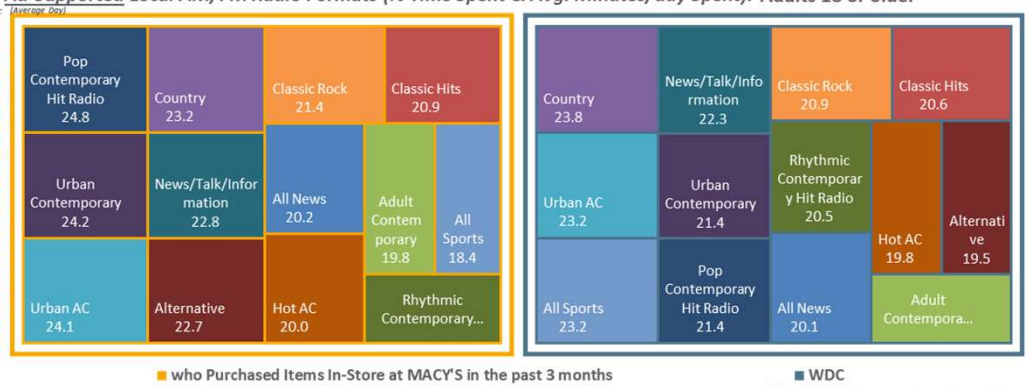
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 599

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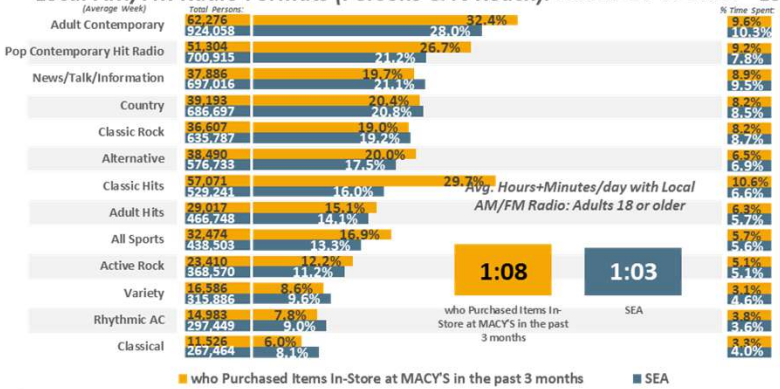
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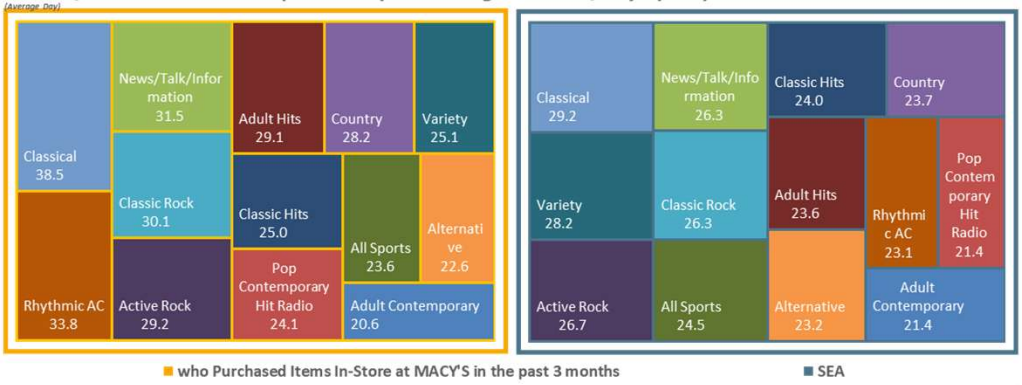


185,651 or 67.5% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Pop Contemporary Hit Radio, Country, and Alternative.

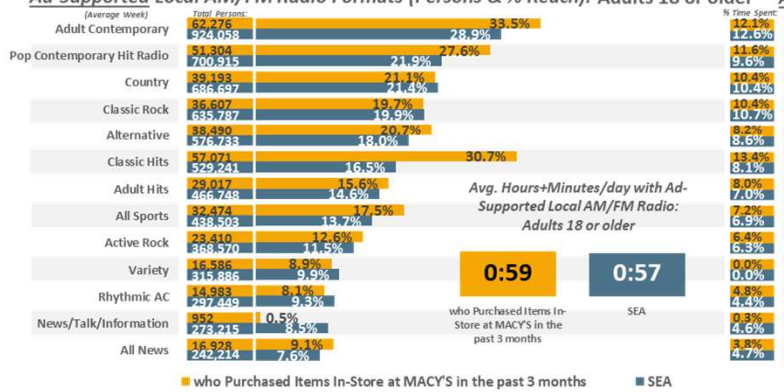
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



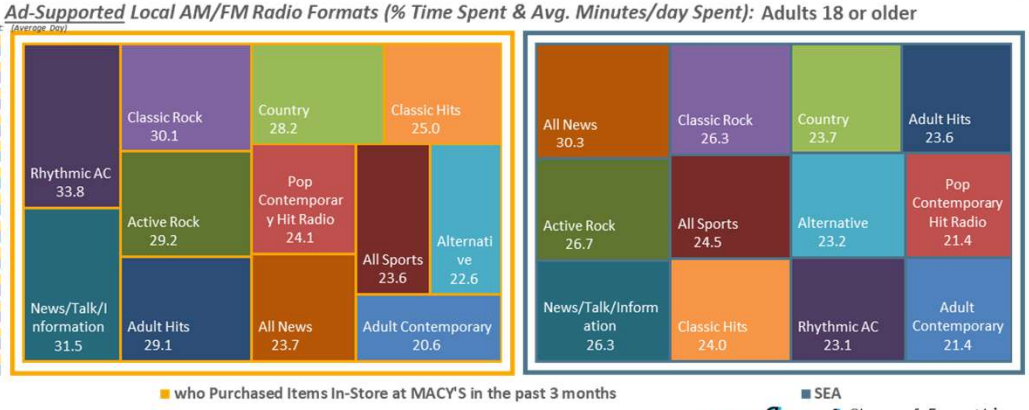
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 276

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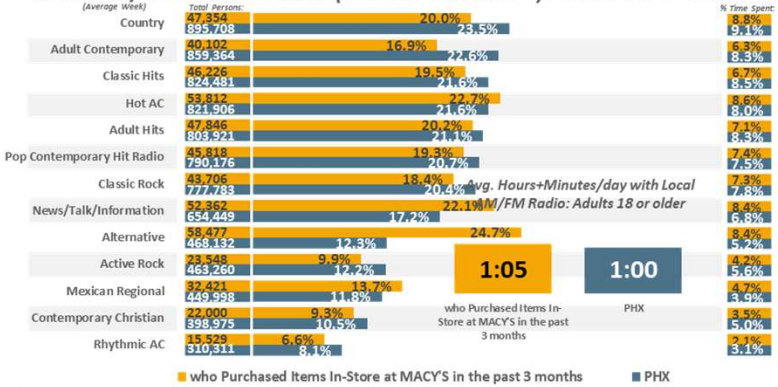
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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

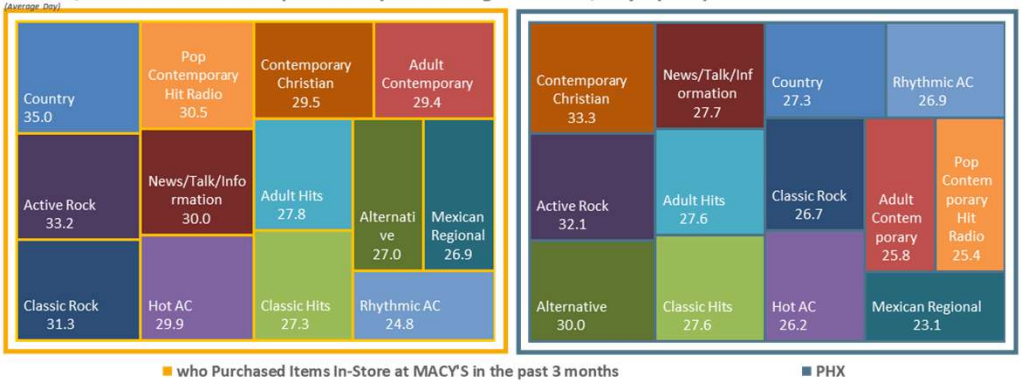


227,113 or 74.6% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Alternative, Hot AC, Adult Hits, Country, and Classic Hits.

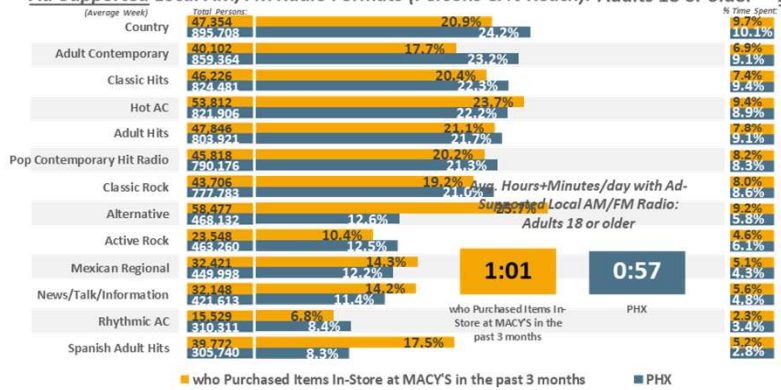
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



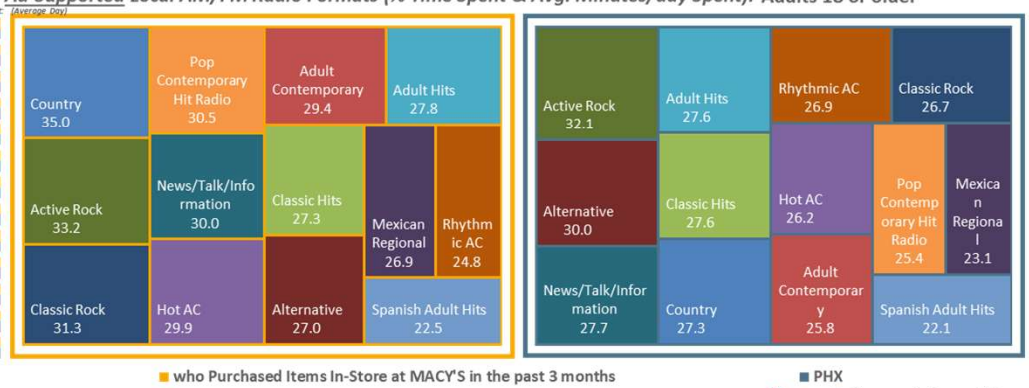
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 160

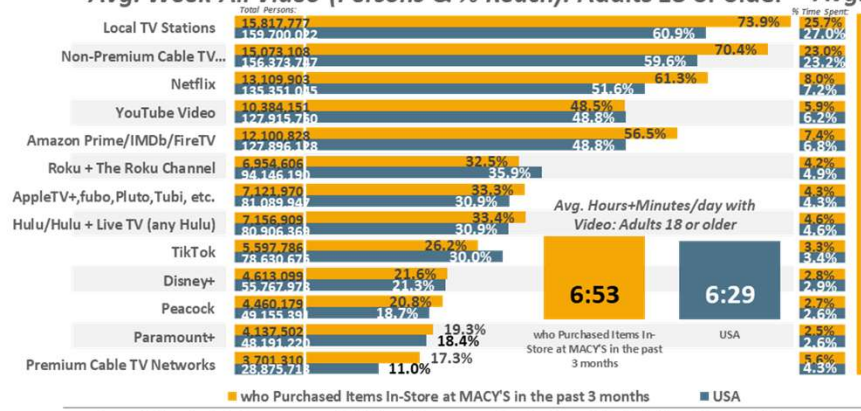
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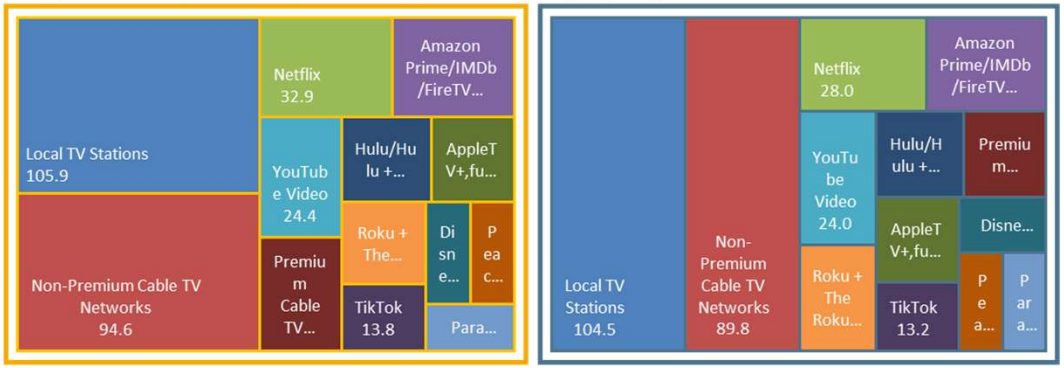
[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

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

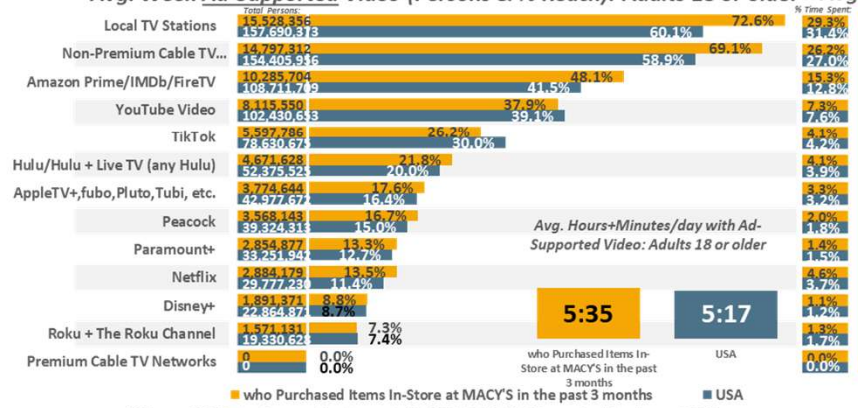
Avg. Week All Video (Persons & % Reach): Adults 18 or older



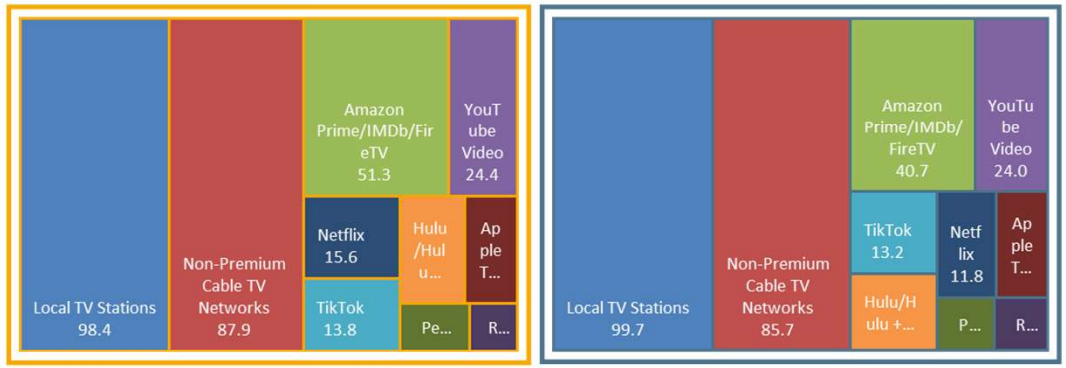
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

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

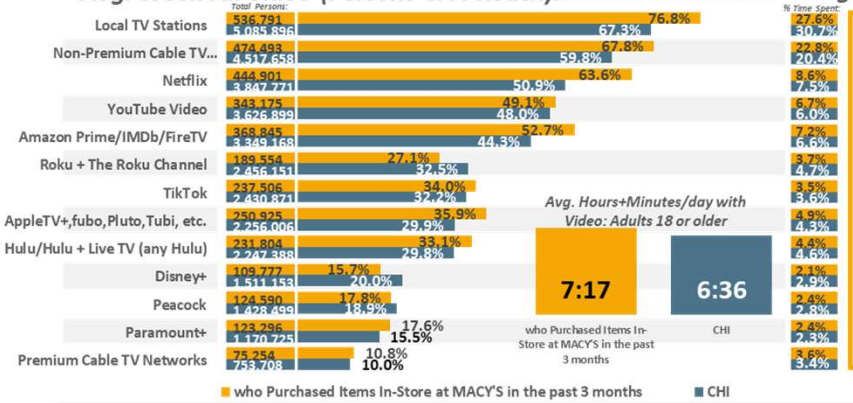
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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

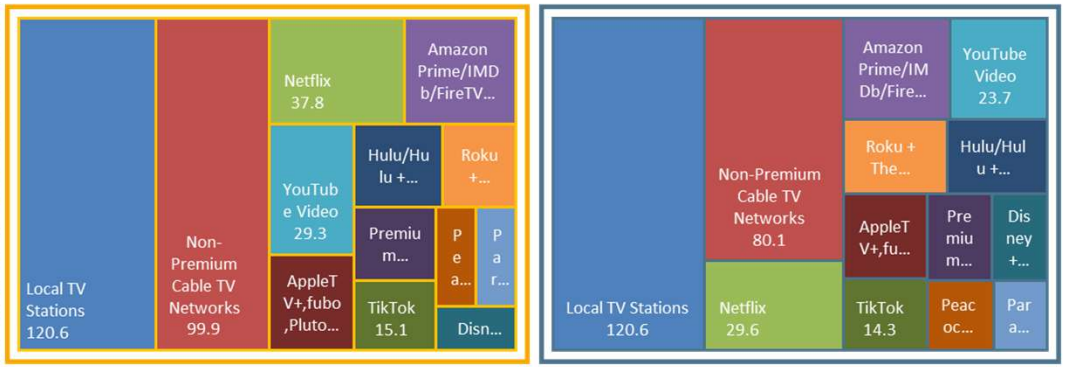
macy's CHI

522,381 or 74.7% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months watch Ad-Supported Local TV Stations for an average of 111.7 minutes every day representing 31.5% of all time spent daily with Ad-Supported Video.

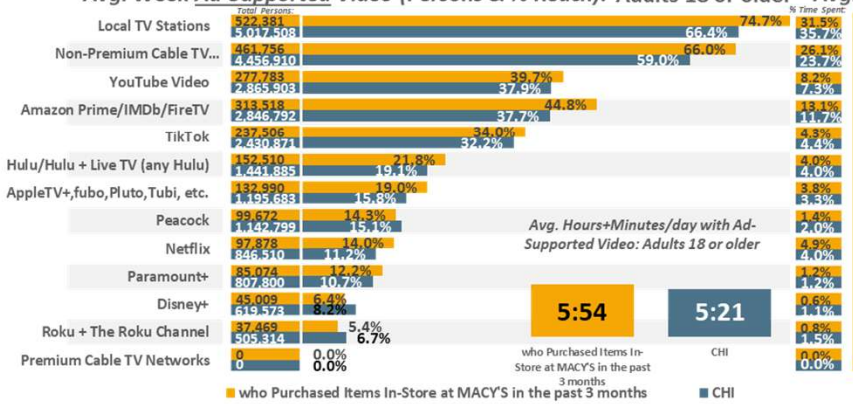
Avg. Week All Video (Persons & % Reach): Adults 18 or older



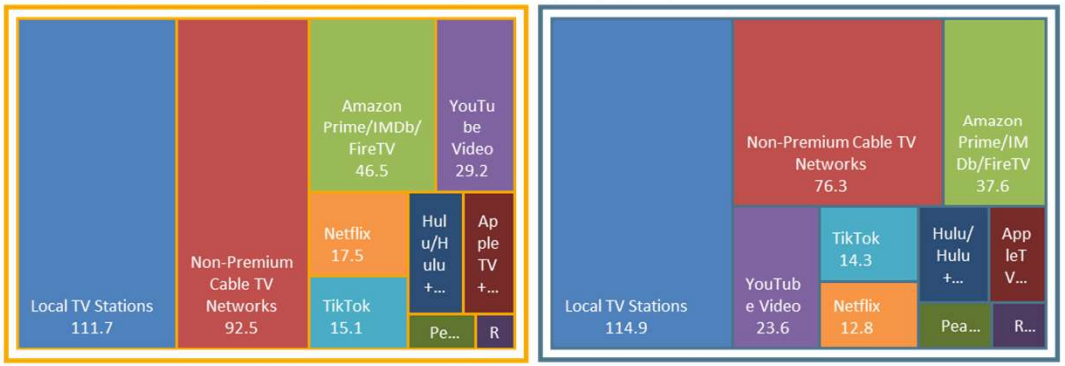
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 435

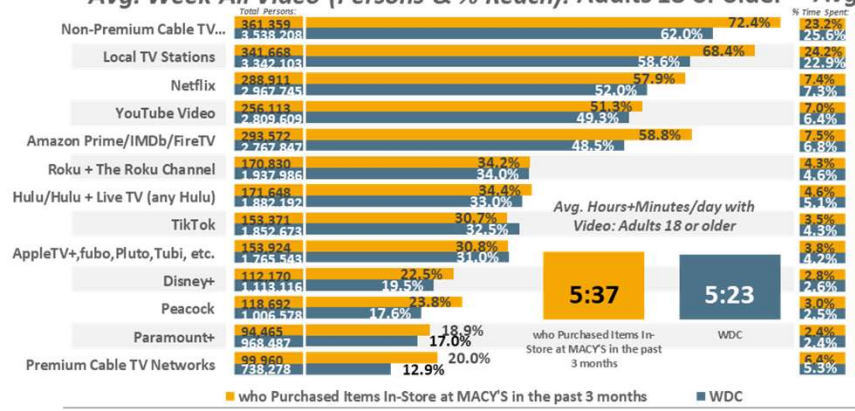
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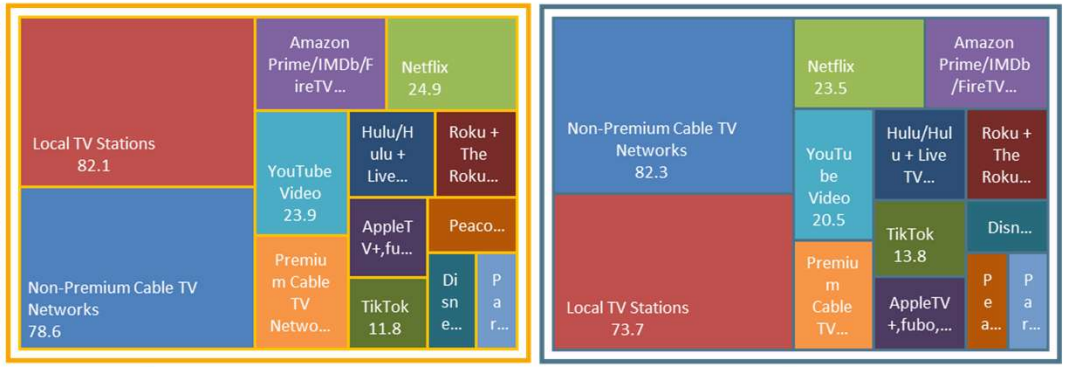
[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

335,509 or 67.2% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months watch Ad-Supported Local TV Stations for an average of 74.4 minutes every day representing 27.% of all time spent daily with Ad-Supported Video.

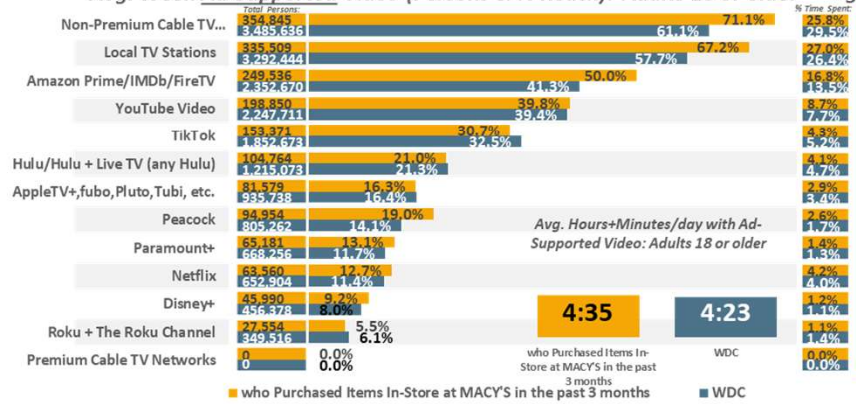
Avg. Week All Video (Persons & % Reach): Adults 18 or older



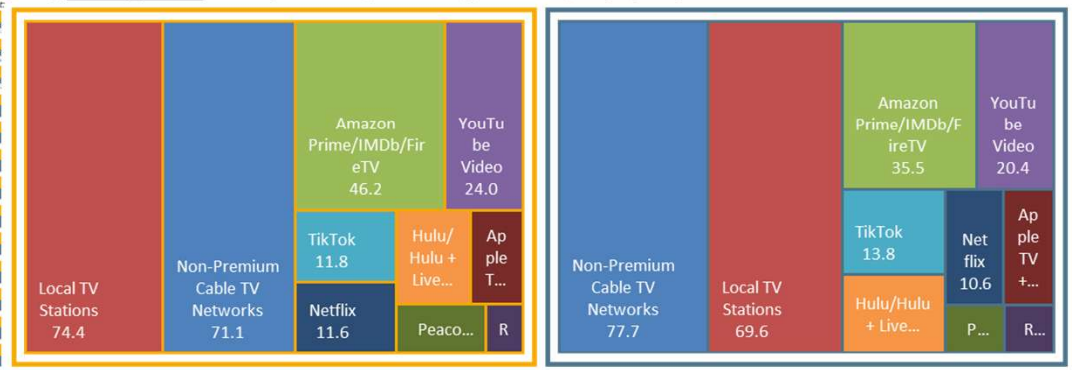
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 599

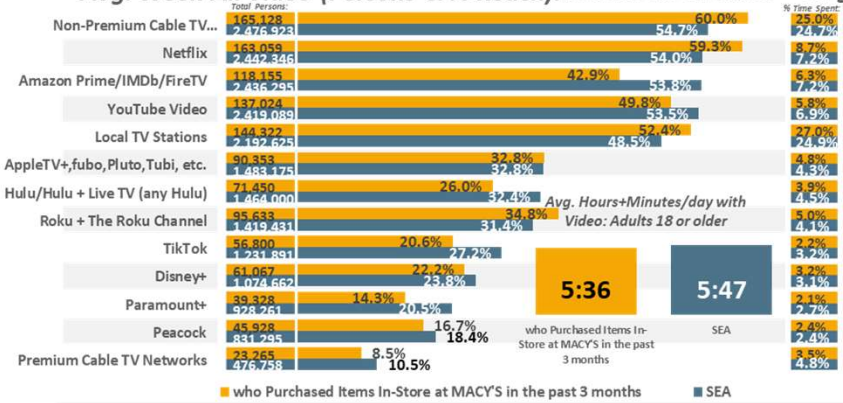
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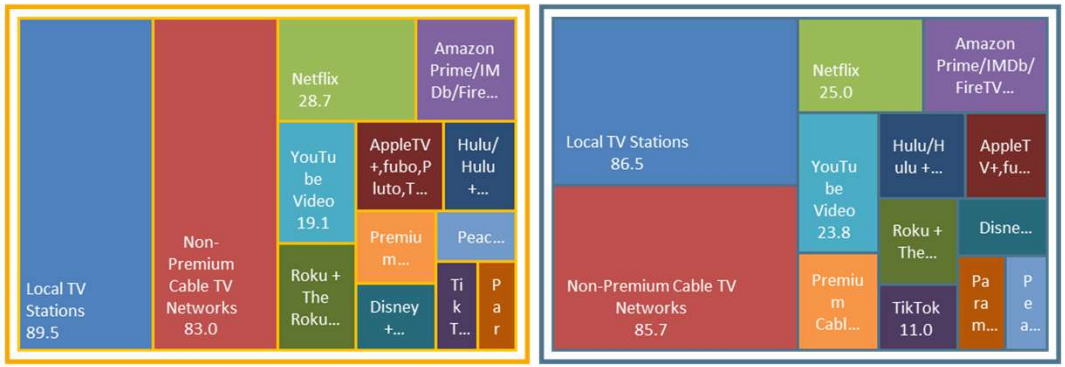
[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

142,378 or 51.7% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months watch Ad-Supported Local TV Stations for an average of 84.5 minutes every day representing 31.5% of all time spent daily with Ad-Supported Video.

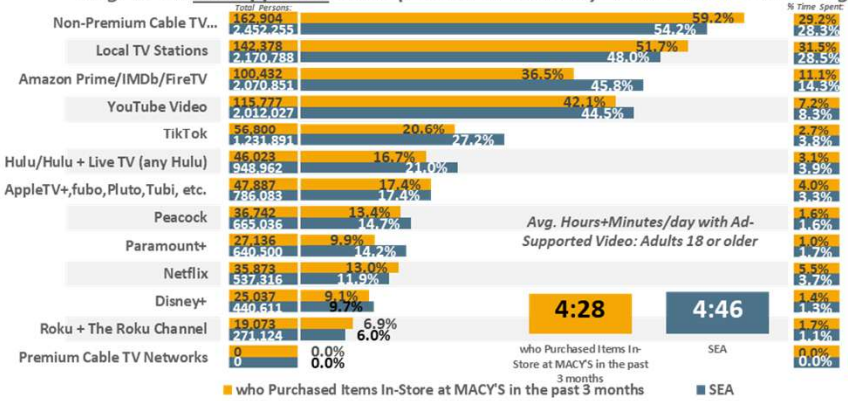
Avg. Week All Video (Persons & % Reach): Adults 18 or older



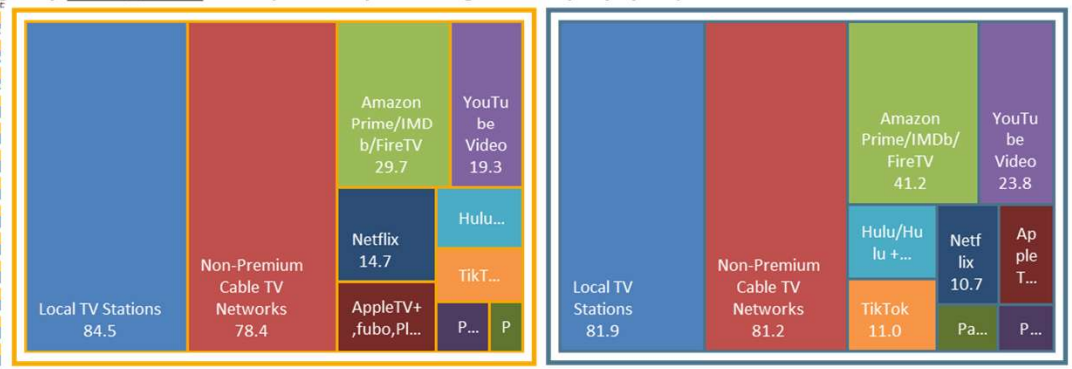
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 276

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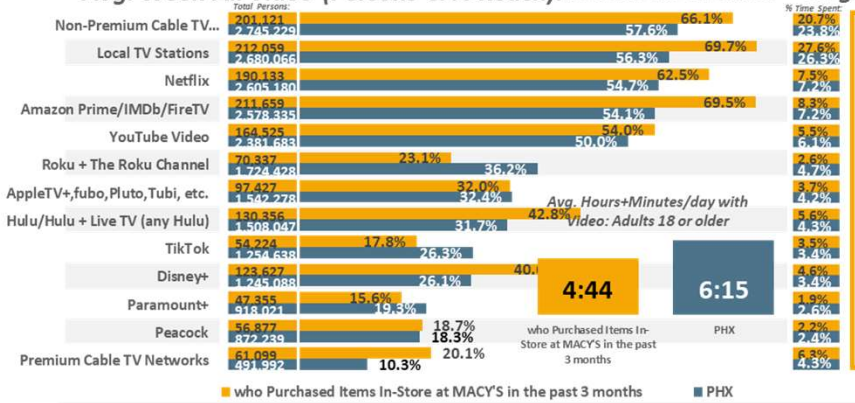
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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

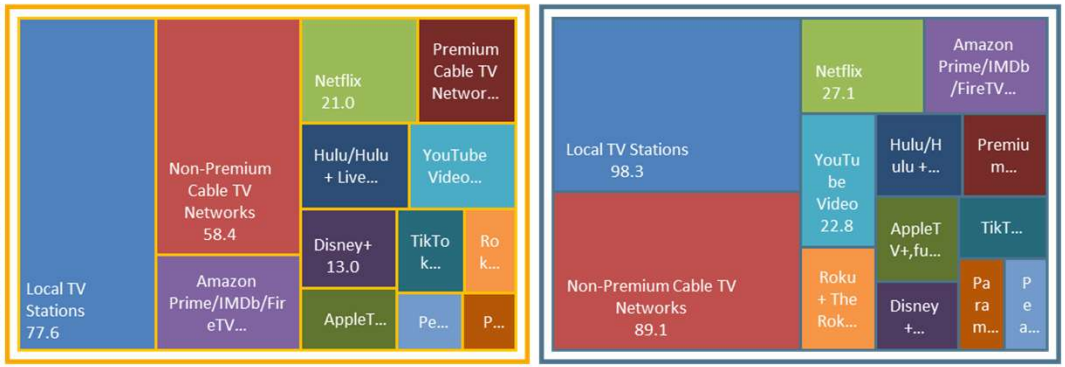
macys PHX

210,240 or 69.1% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months watch Ad-Supported Local TV Stations for an average of 73.7 minutes every day representing 31.3% of all time spent daily with Ad-Supported Video.

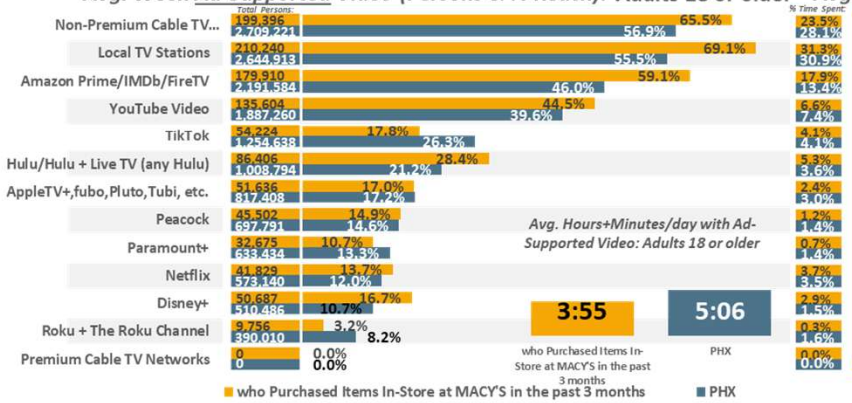
Avg. Week All Video (Persons & % Reach): Adults 18 or older



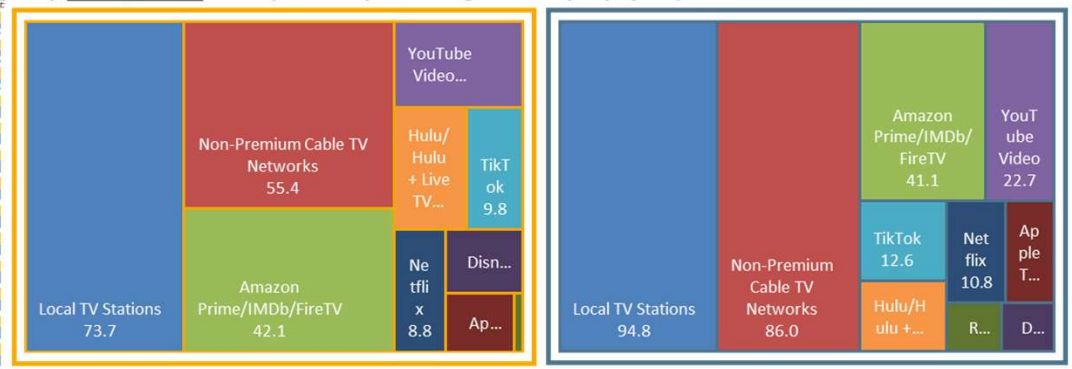
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



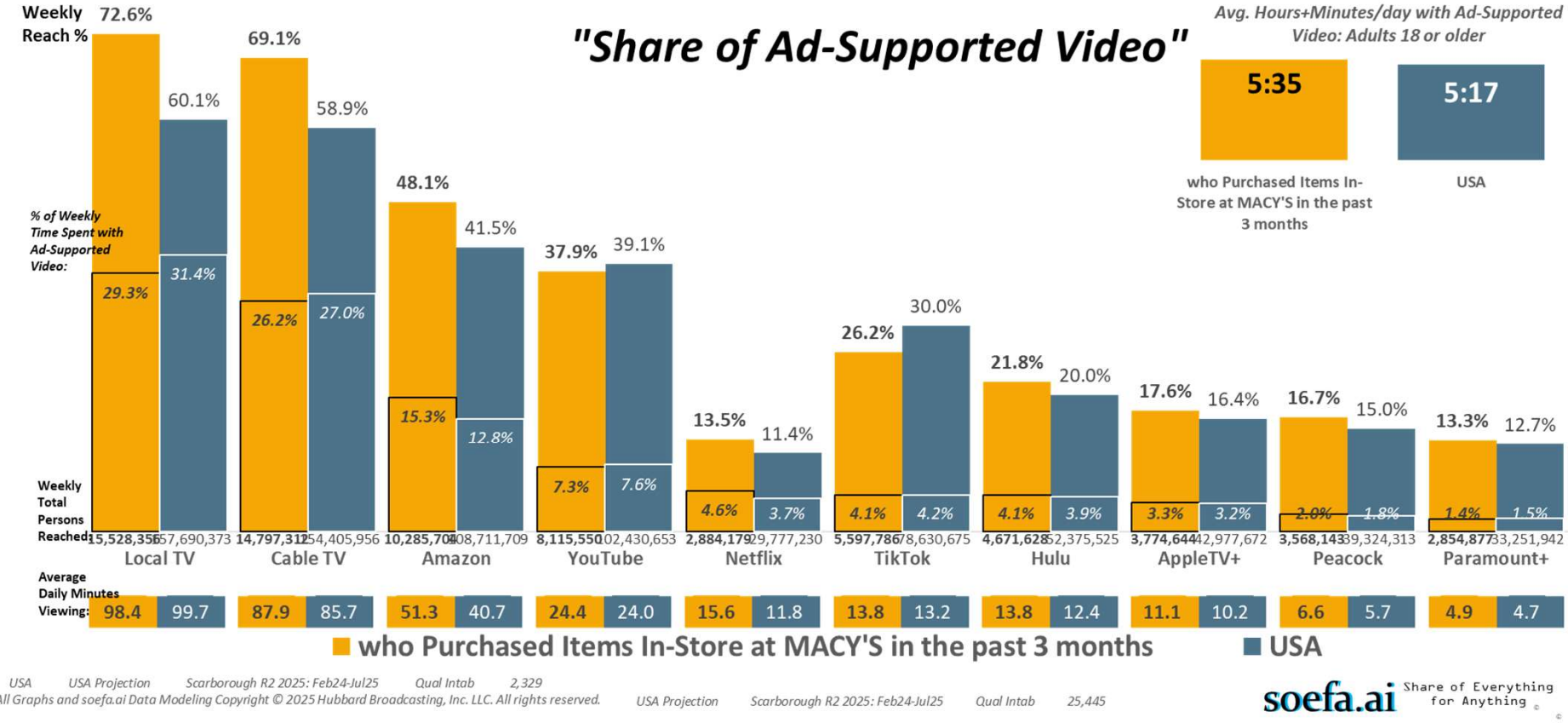
PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 160

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

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



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

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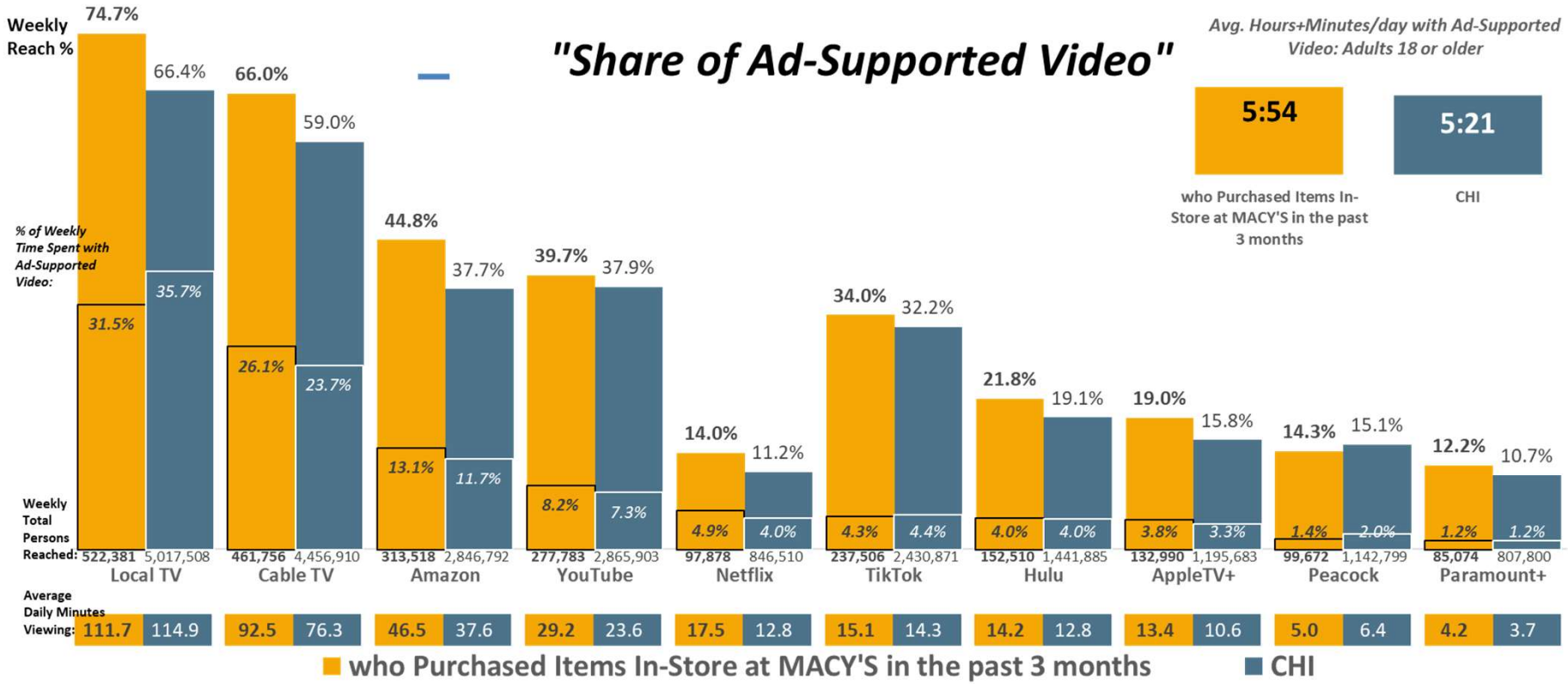
USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445

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

macy's CHI

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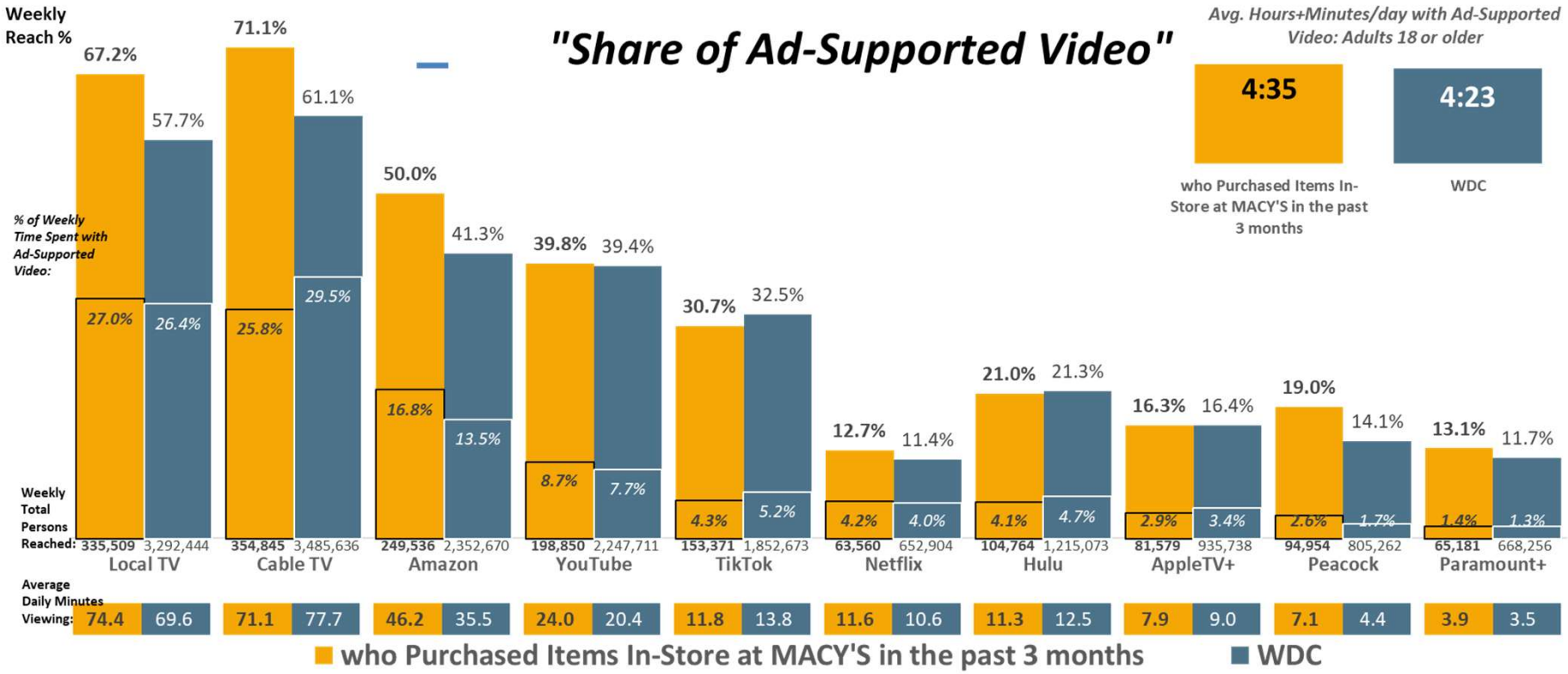
CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 435 CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

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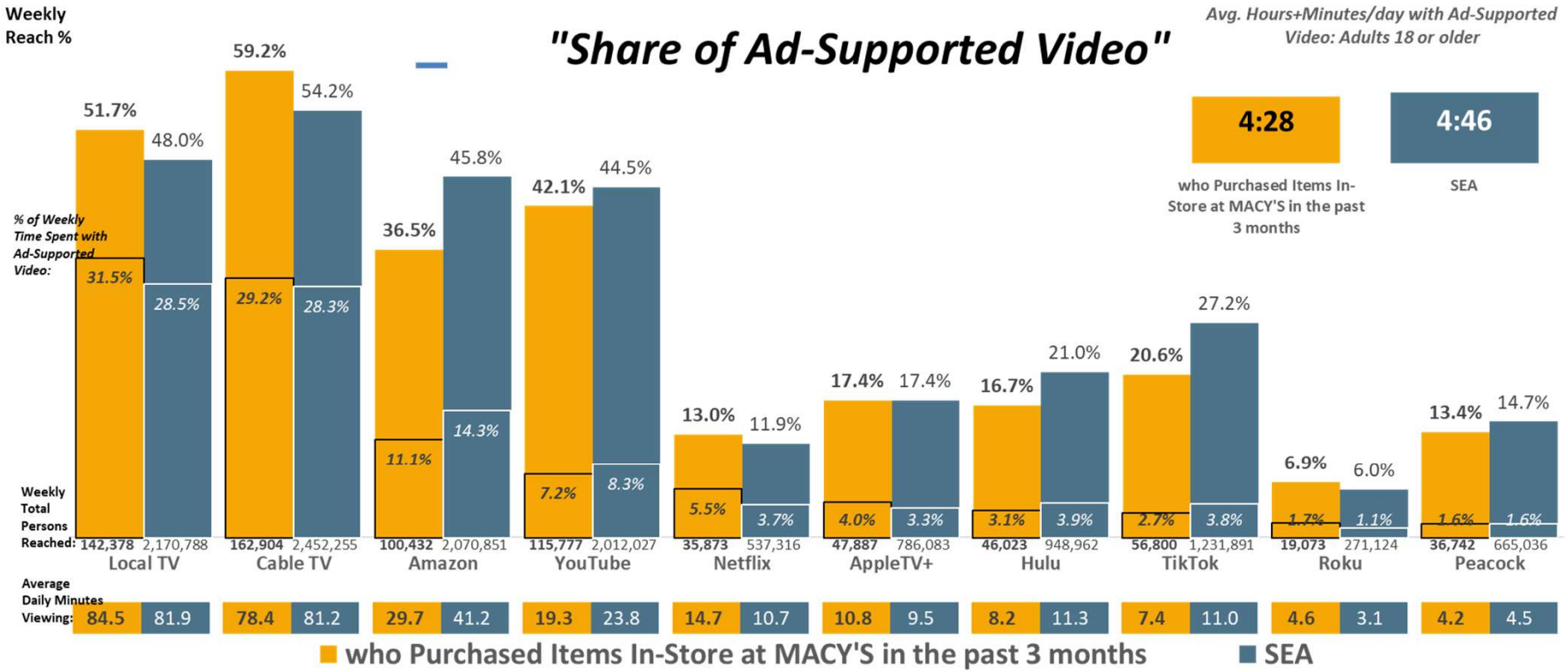
WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 599 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

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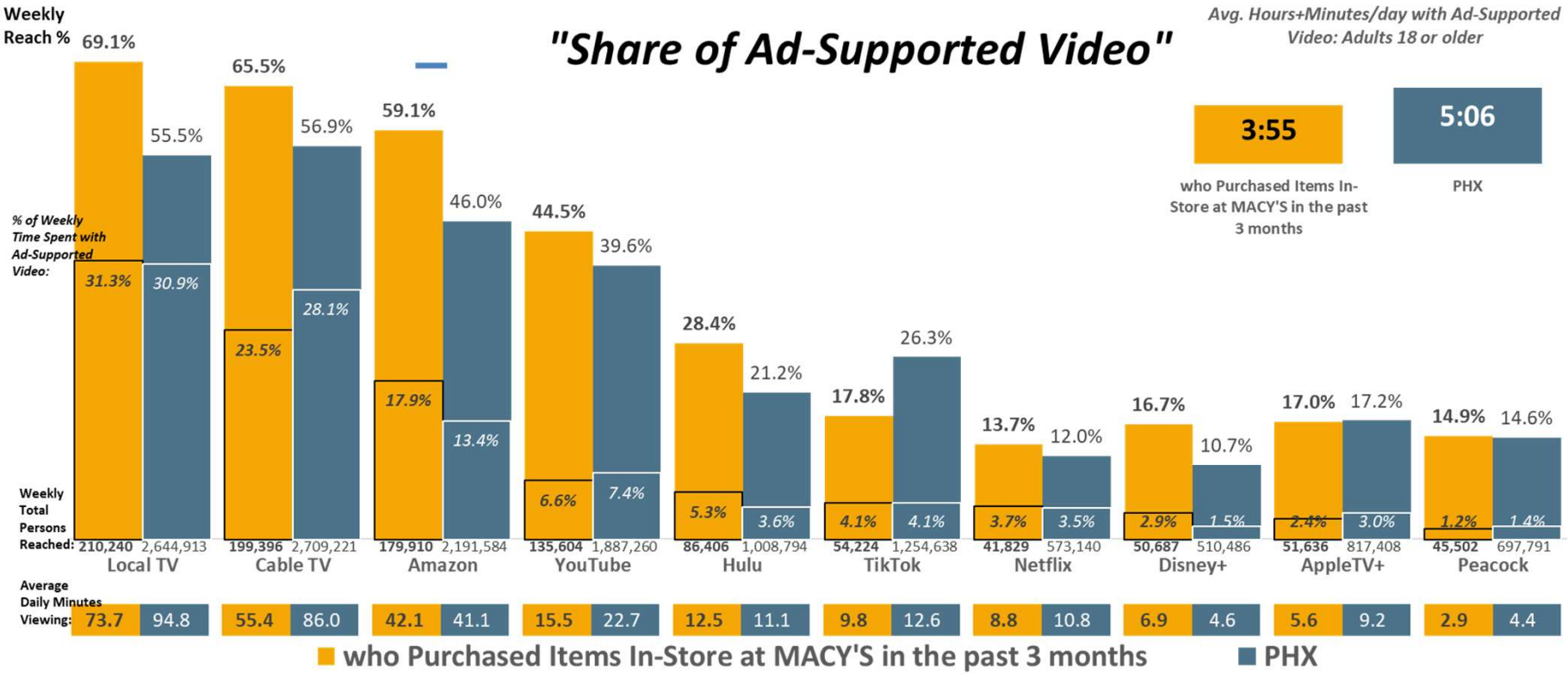
SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 276 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986

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PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 160 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

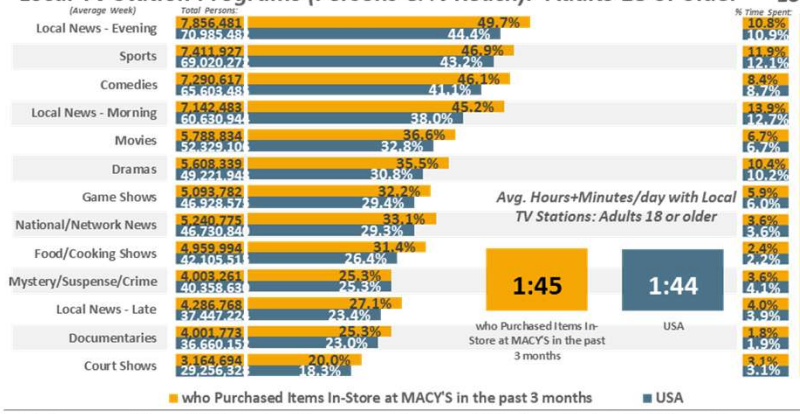
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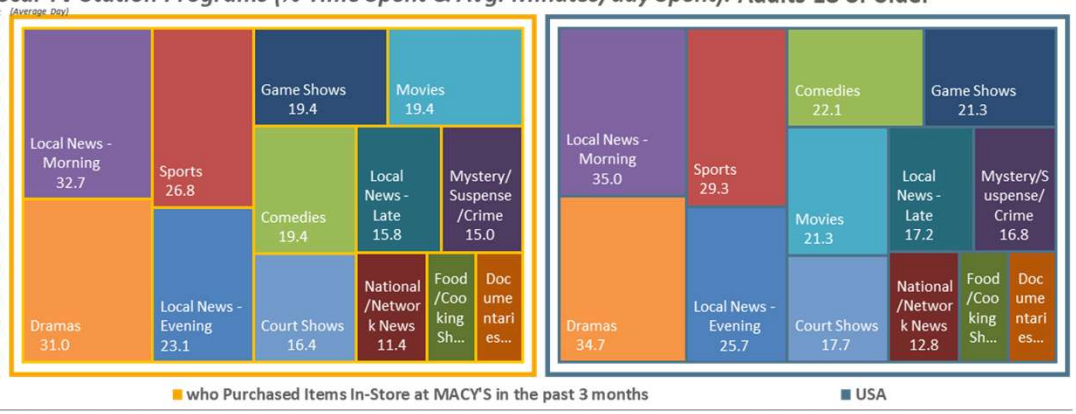
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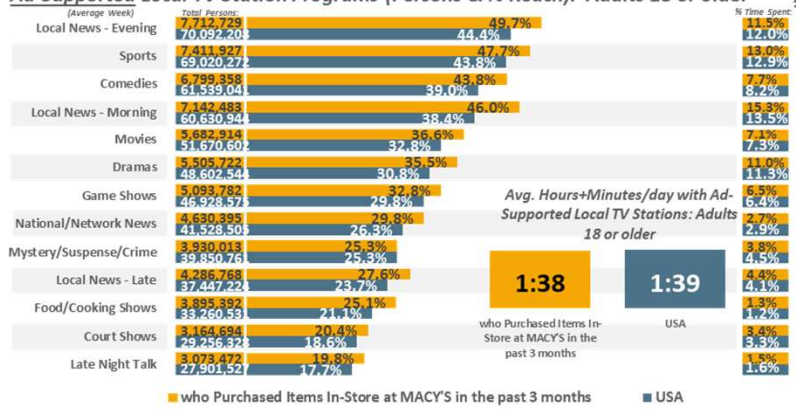
Local TV Station Programs (Persons & % Reach): Adults 18 or older



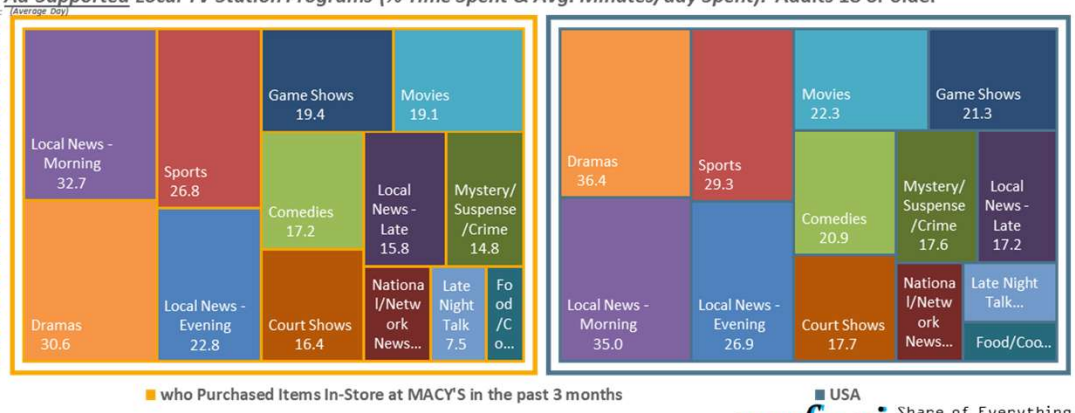
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

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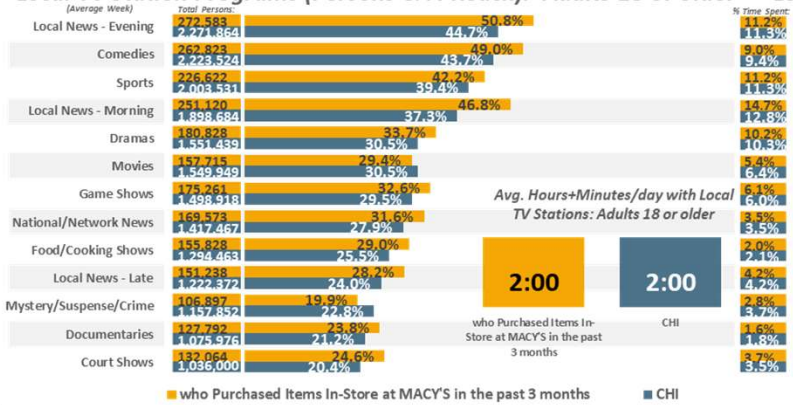
USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445

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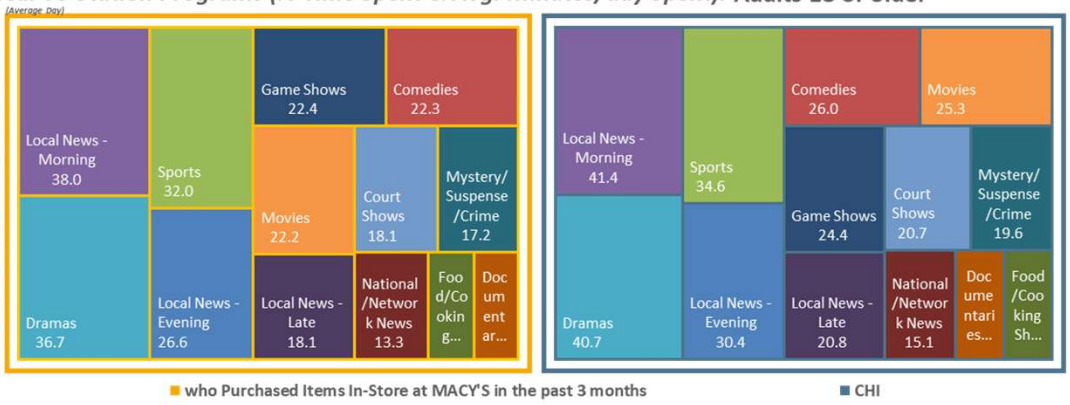
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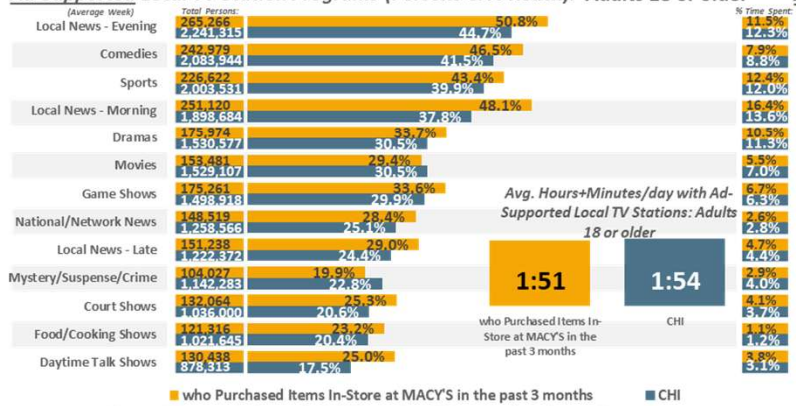
Local TV Station Programs (Persons & % Reach): Adults 18 or older



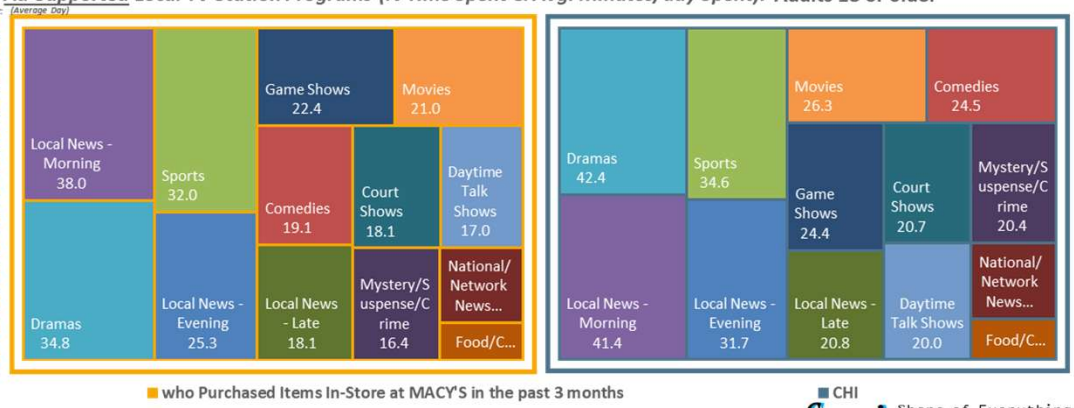
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 435

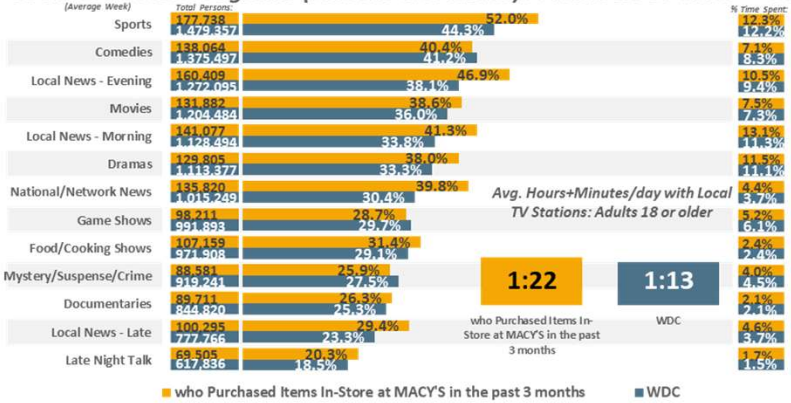
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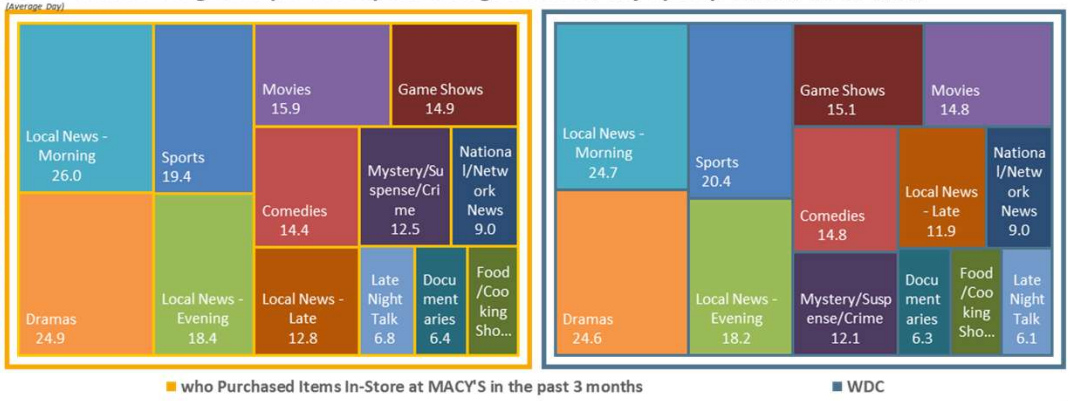
[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

335,509 or 67.2% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Movies, Comedies, and Dramas.

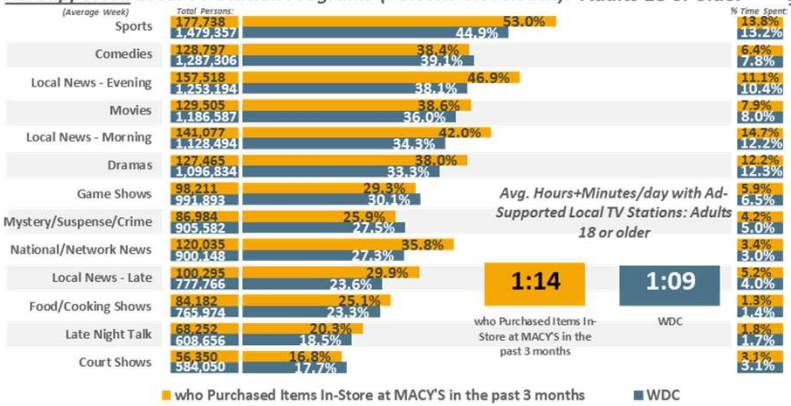
Local TV Station Programs (Persons & % Reach): Adults 18 or older



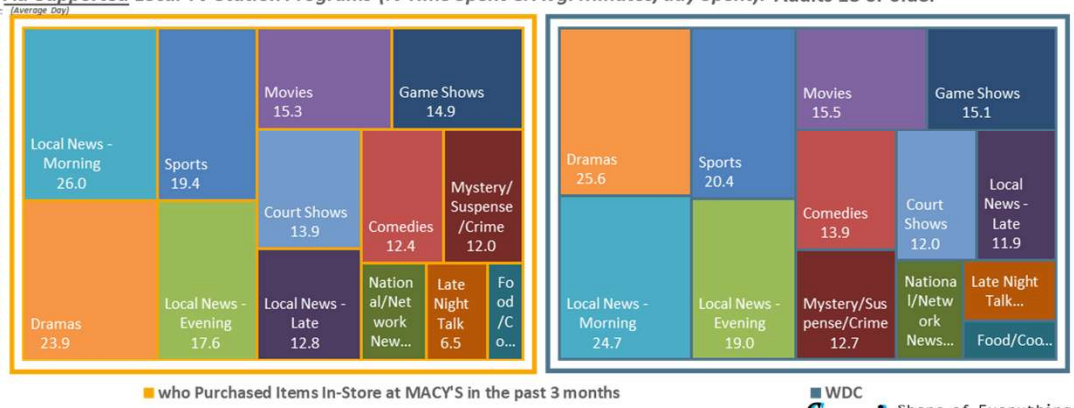
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 599

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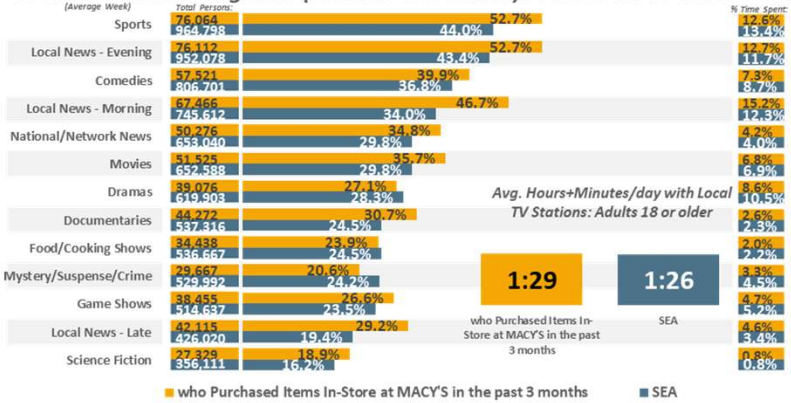
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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

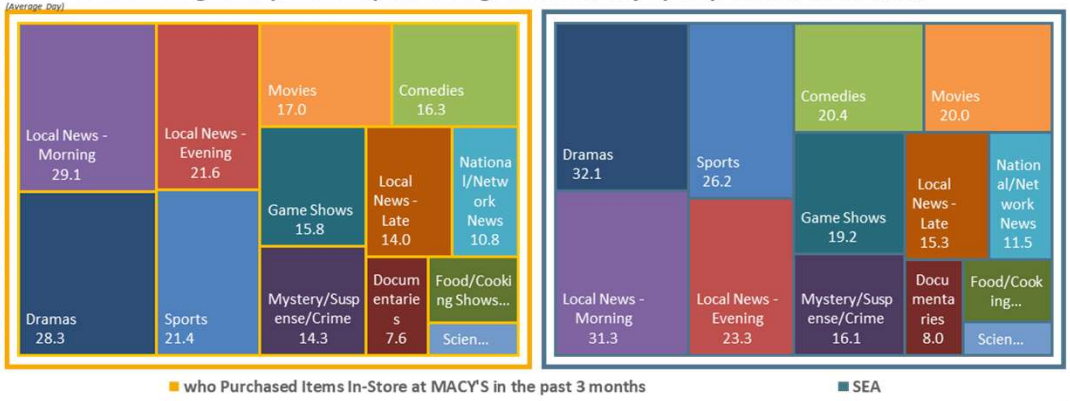


142,378 or 51.7% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Movies, and National/Network News

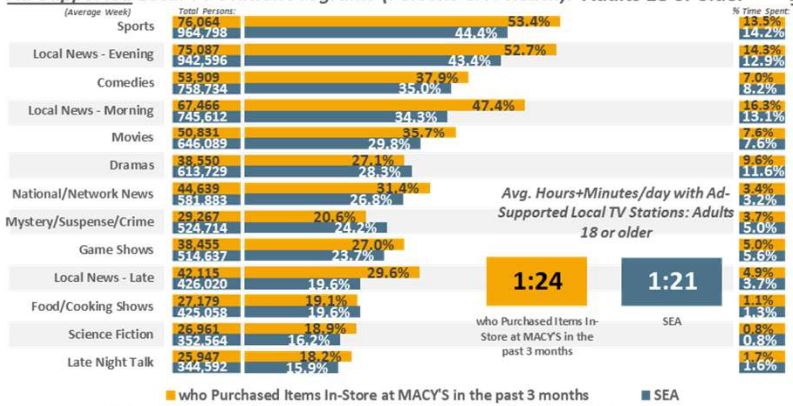
Local TV Station Programs (Persons & % Reach): Adults 18 or older



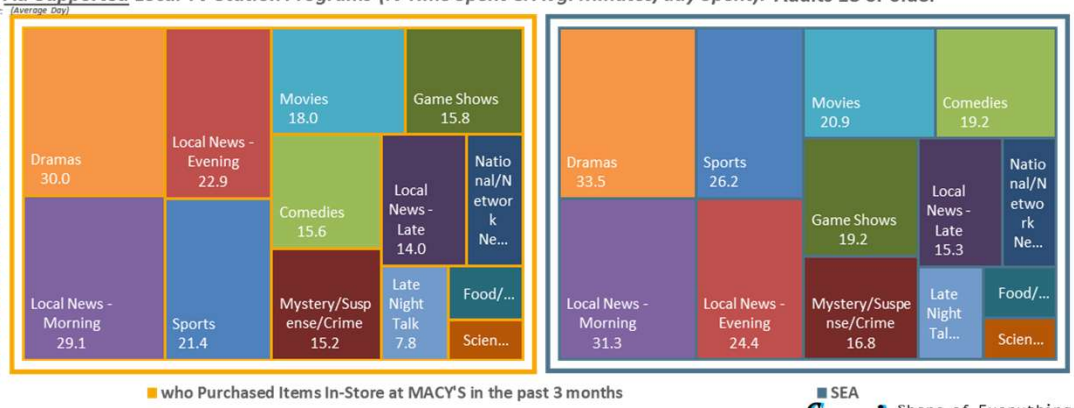
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 276

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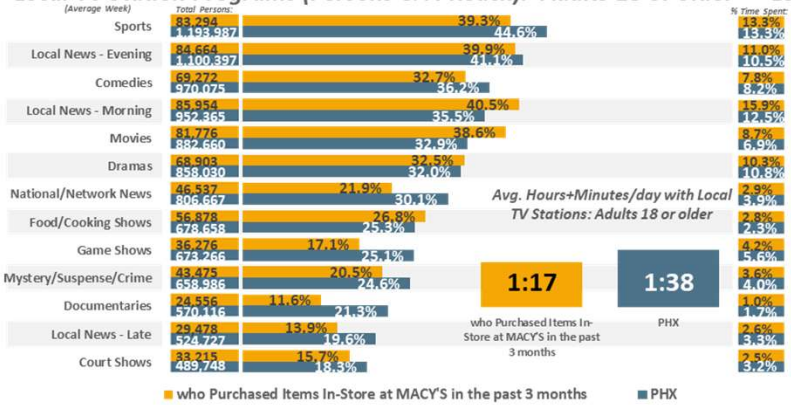
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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

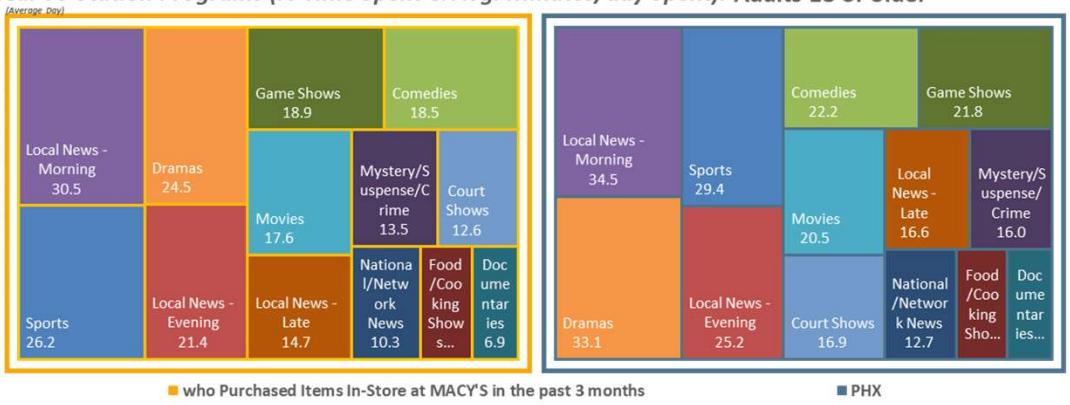
macy's PHX

210,240 or 69.1% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Local News - Evening, Sports, Movies, Dramas, and Comedies.

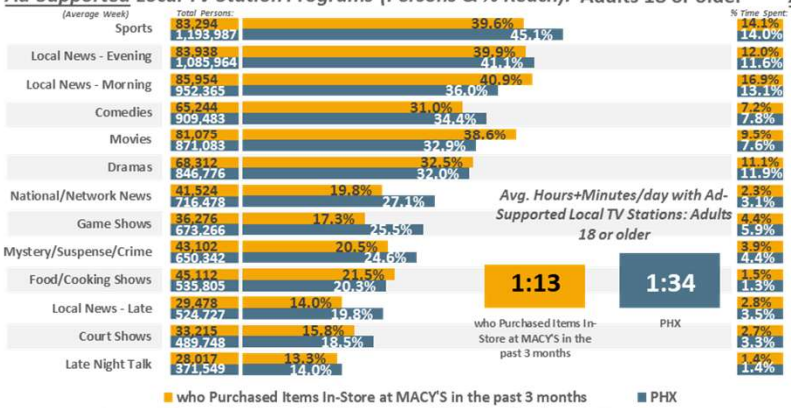
Local TV Station Programs (Persons & % Reach): Adults 18 or older



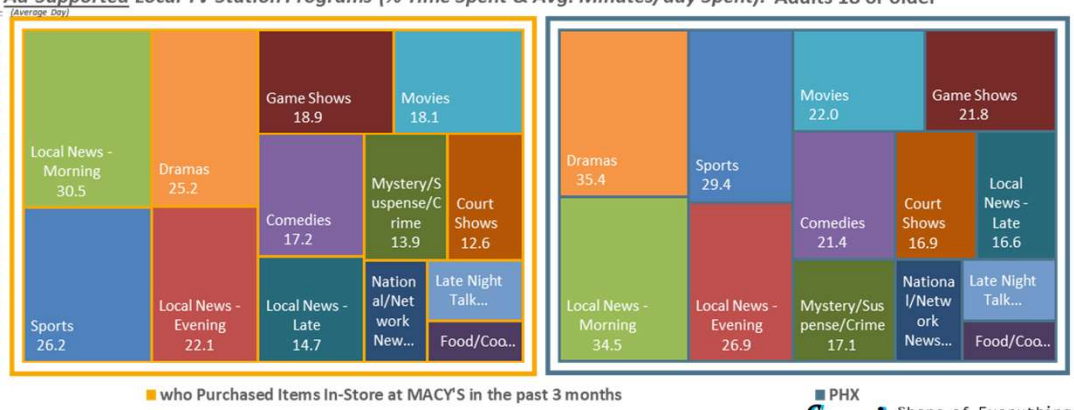
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 160

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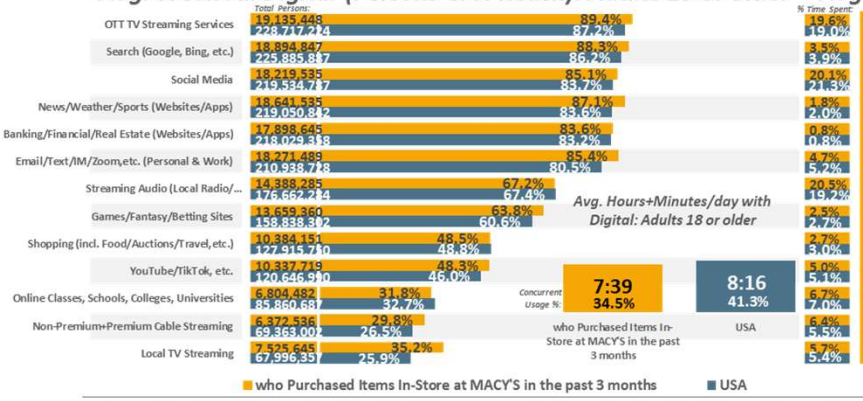
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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

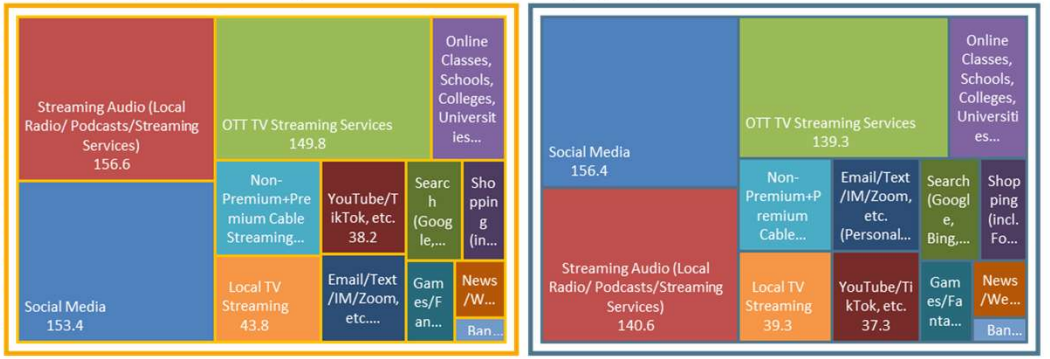


16,083,493 or 75.2% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months use Ad-Supported Social Media for an average of 135.5 minutes every day representing 24.1% of all time spent daily with Ad-Supported Digital Media.

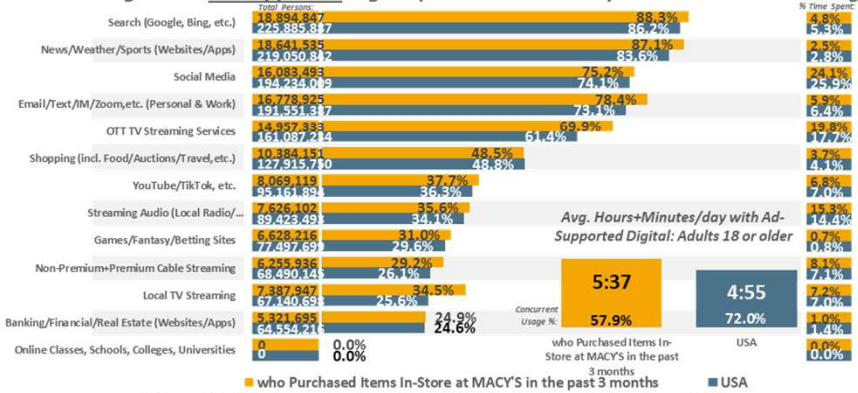
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



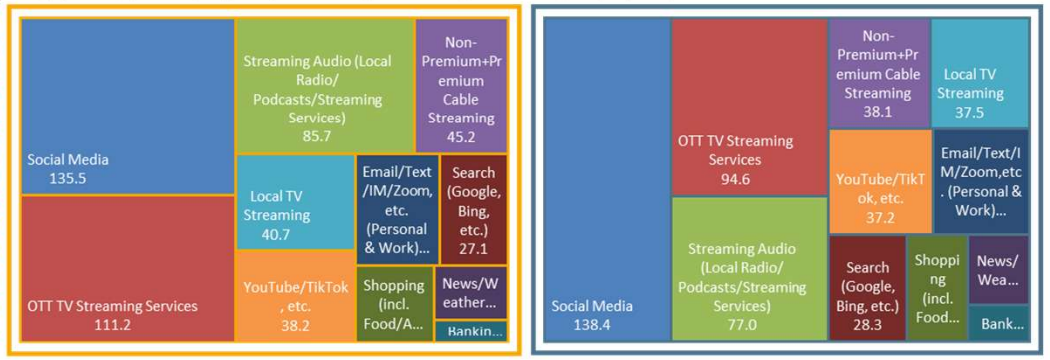
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

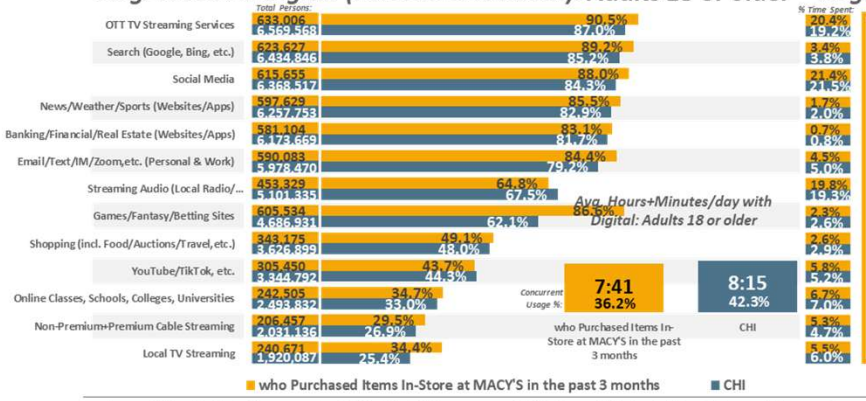


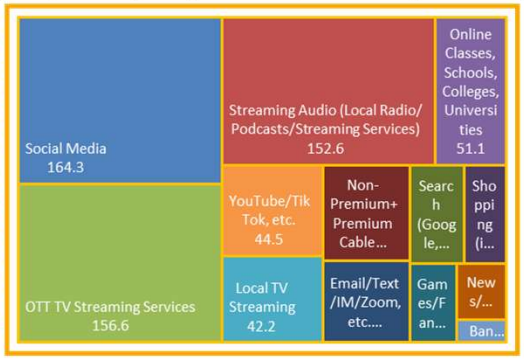
USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 2,329
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USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445
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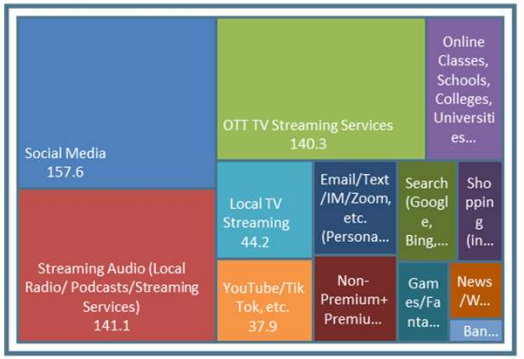
[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

549,407 or 78.6% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months use Ad-Supported Social Media for an average of 146.6 minutes every day representing 26.% of all time spent daily with Ad-Supported Digital Media.

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

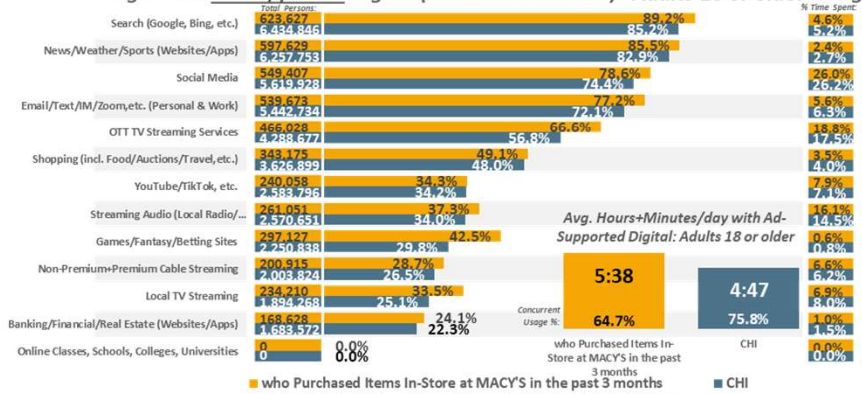


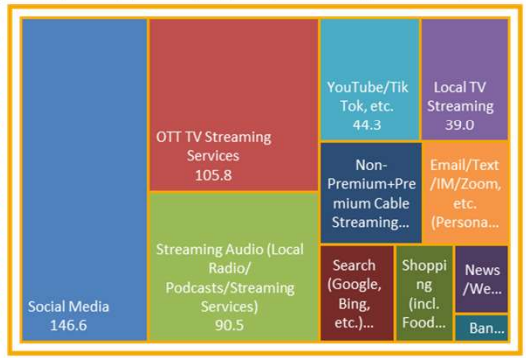


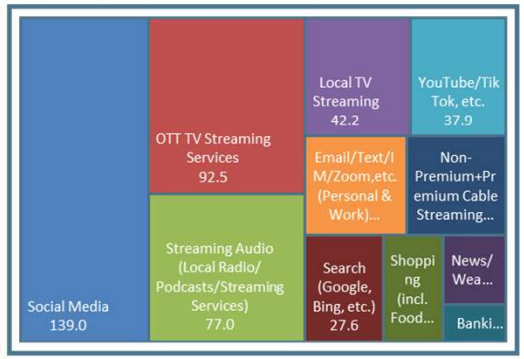


■ who Purchased Items In-Store at MACY'S in the past 3 months ■ CHI

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







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

CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 435

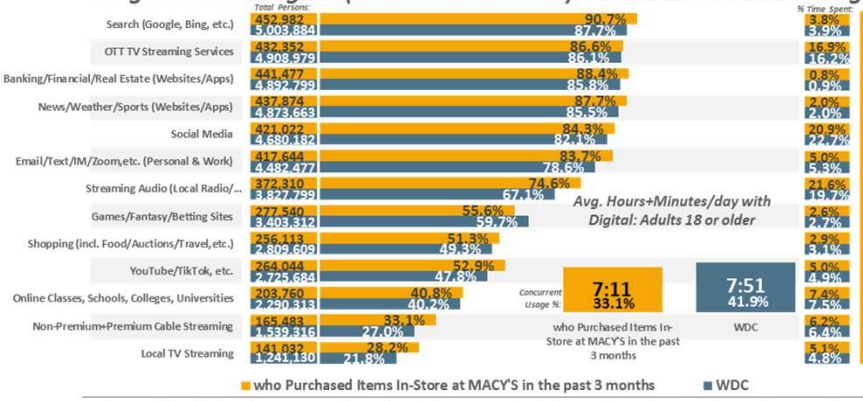
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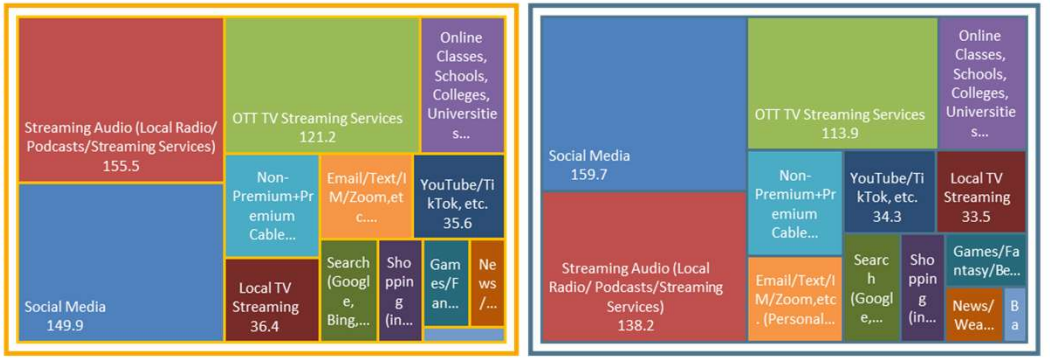
[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

370,374 or 74.2% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months use Ad-Supported Social Media for an average of 131.9 minutes every day representing 25.2% of all time spent daily with Ad-Supported Digital Media.

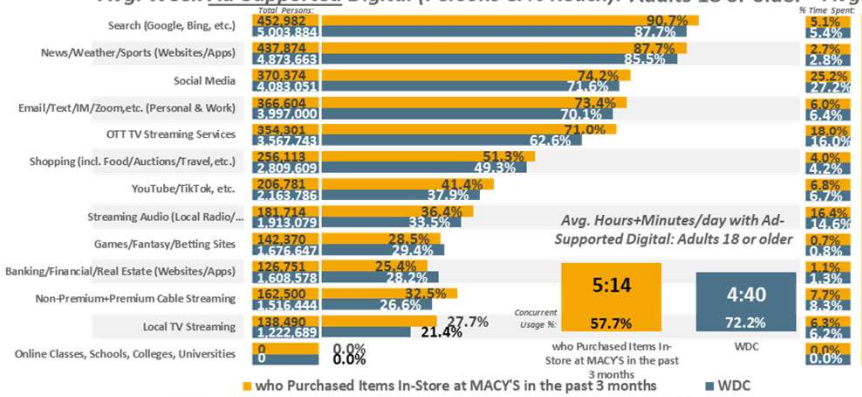
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



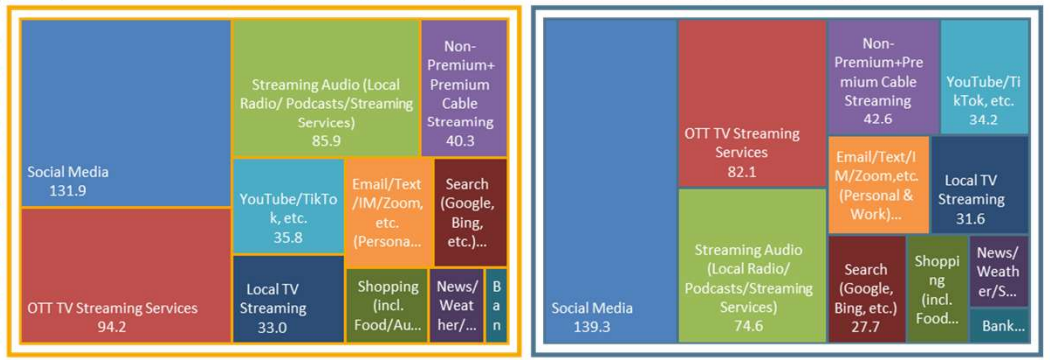
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 599

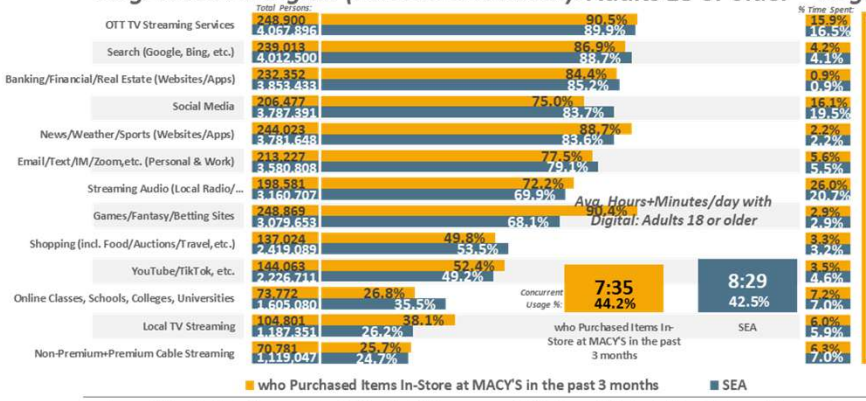
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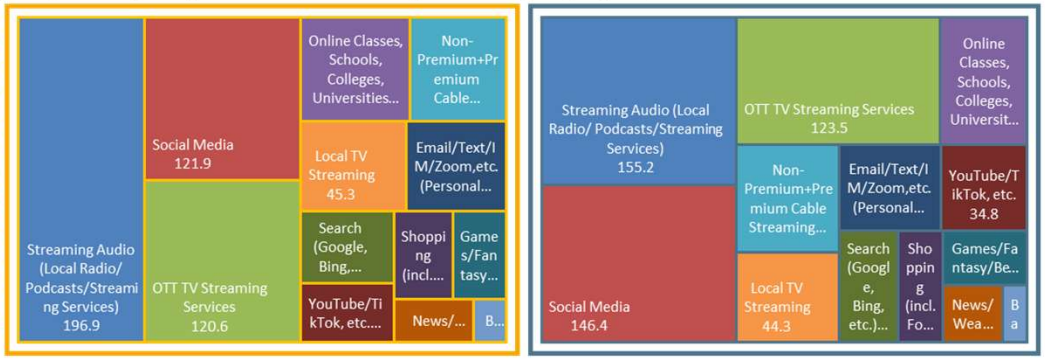
[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

157,620 or 57.3% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months use Ad-Supported Social Media for an average of 93.1 minutes every day representing 18.1% of all time spent daily with Ad-Supported Digital Media.

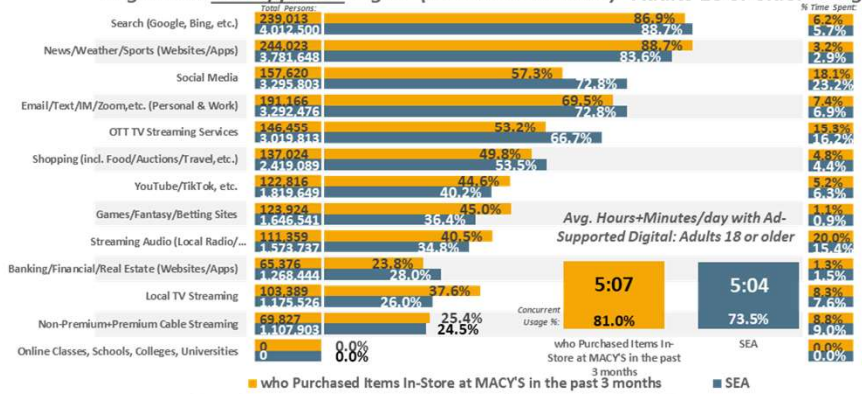
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



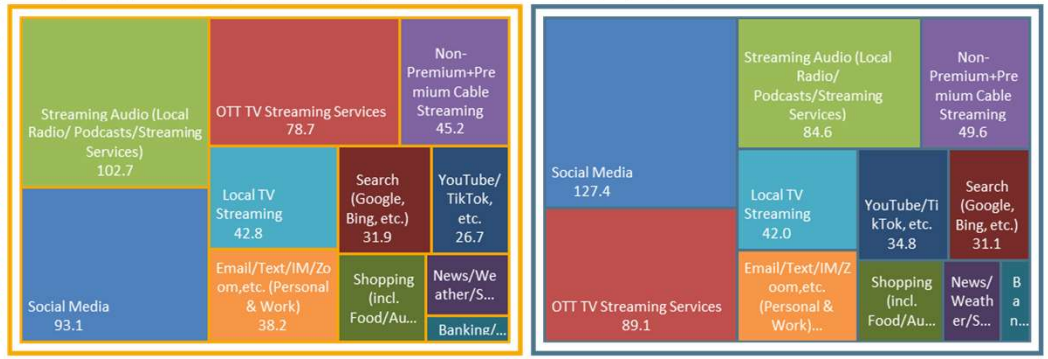
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 276

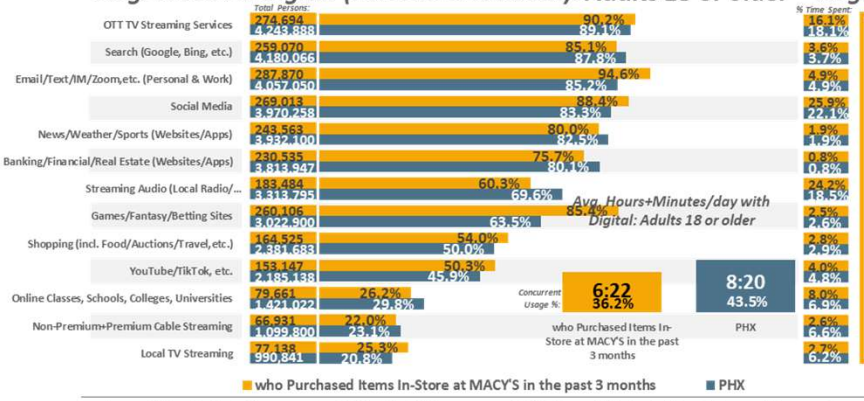
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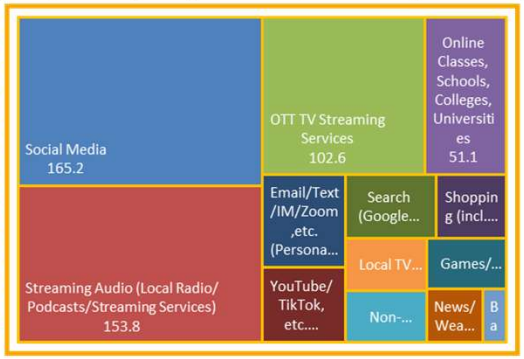
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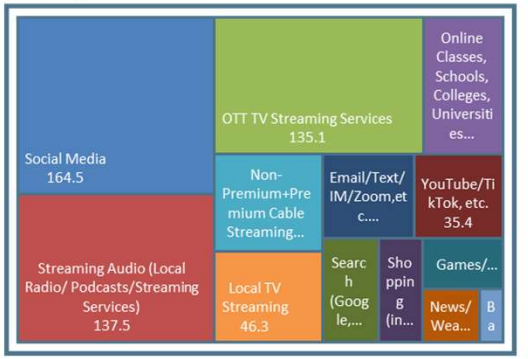
[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

254,369 or 83.6% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months use Ad-Supported Social Media for an average of 156.2 minutes every day representing 34.% of all time spent daily with Ad-Supported Digital Media.

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

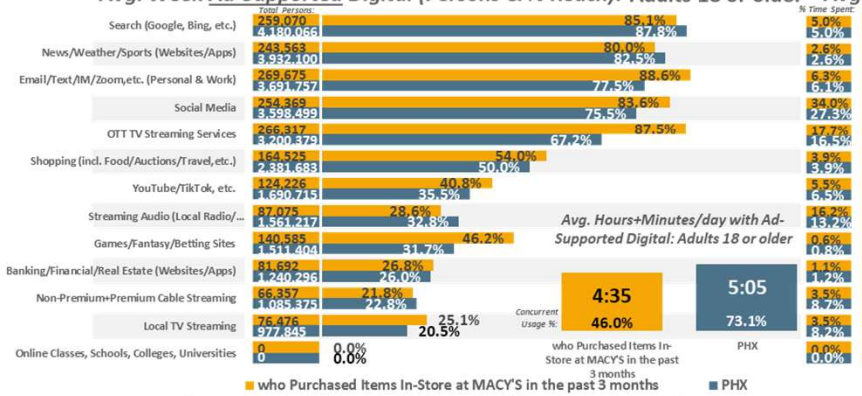


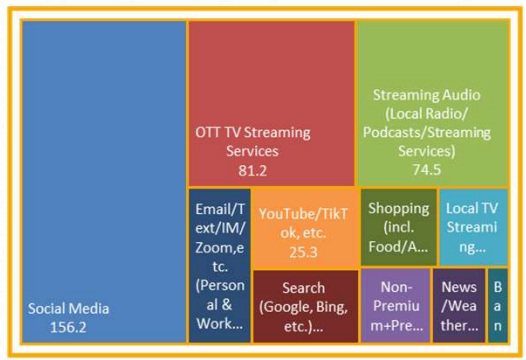


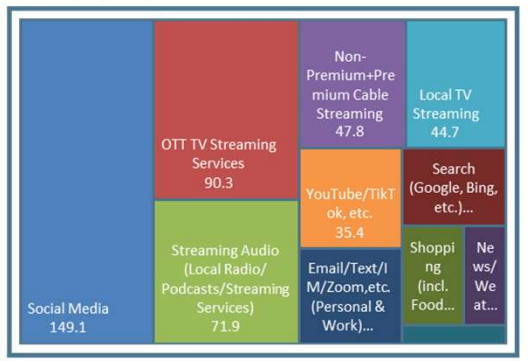


■ who Purchased Items In-Store at MACY'S in the past 3 months ■ PHX

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







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

PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 160

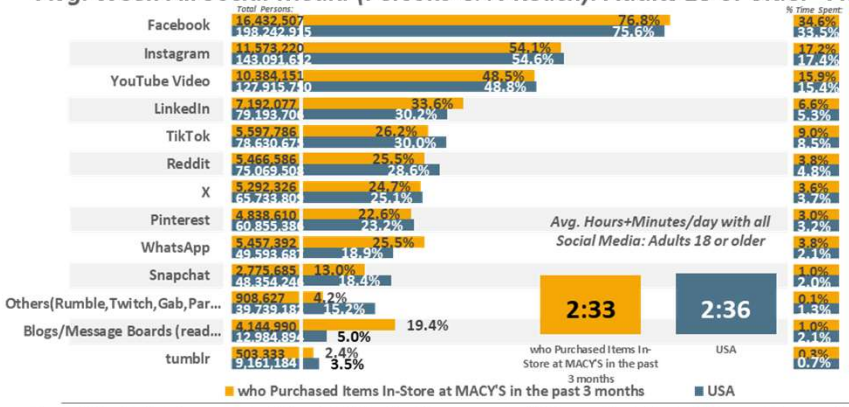
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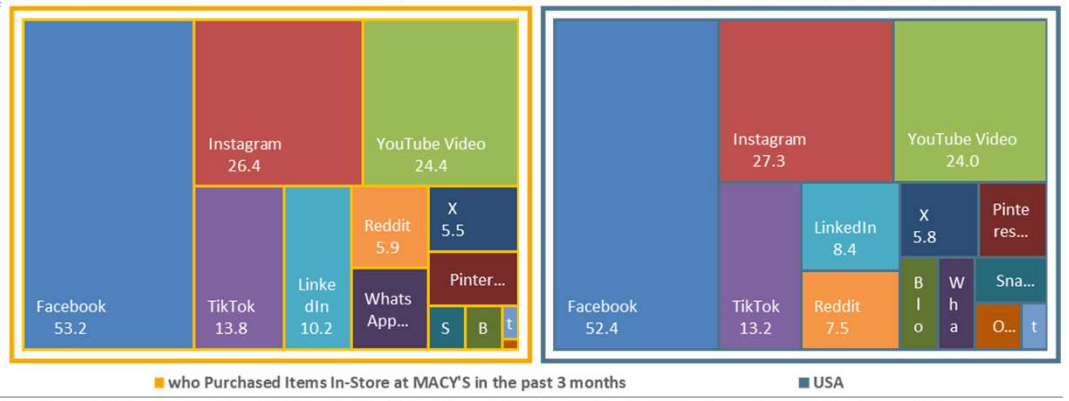
[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

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

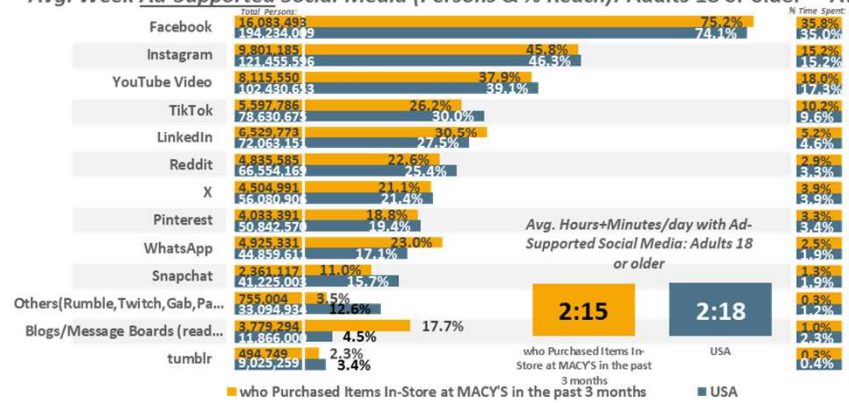
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



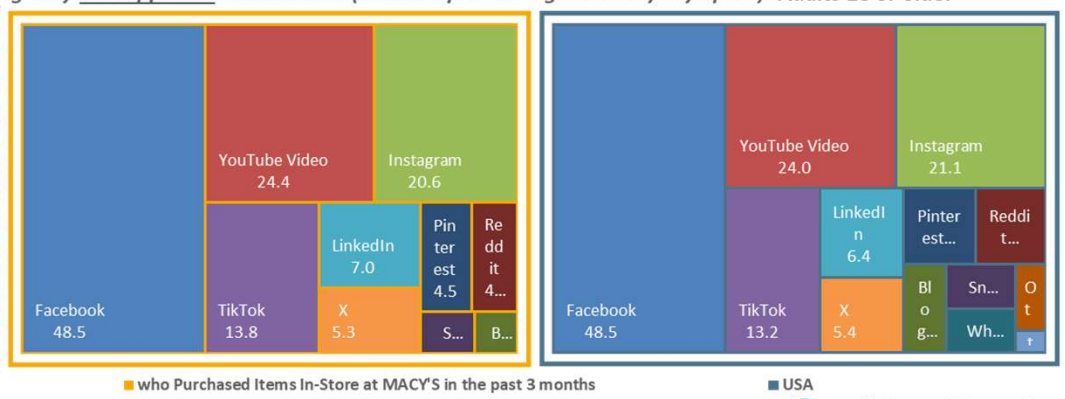
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

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

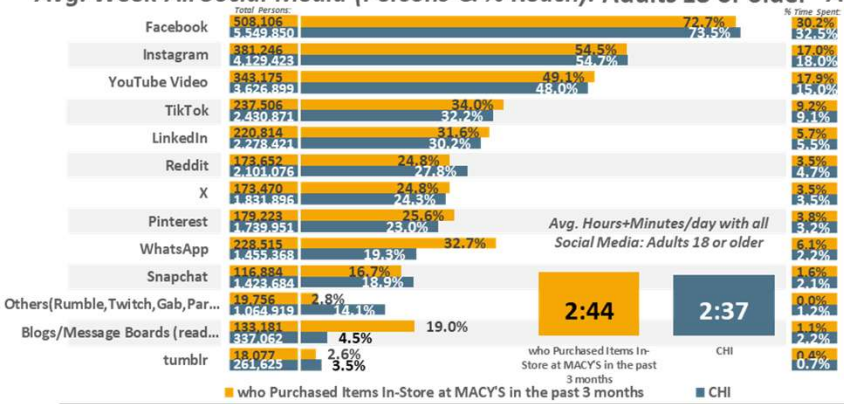
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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

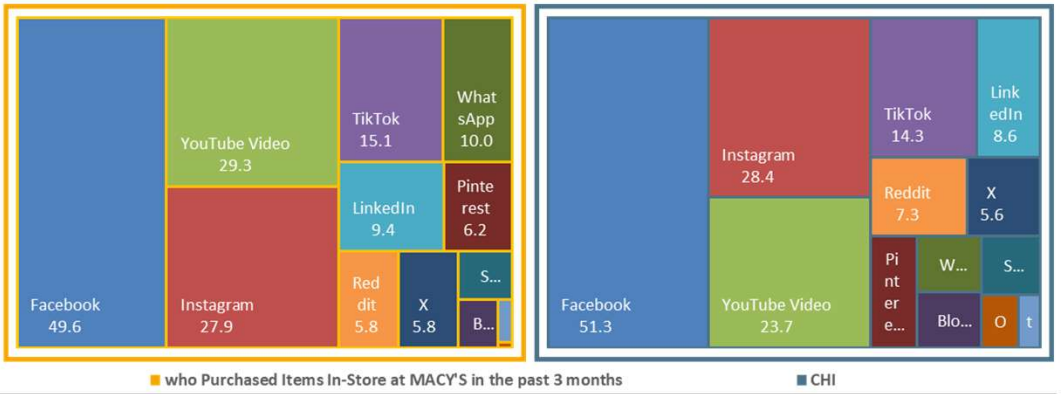


508,106 or 72.7% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months use Ad-Supported Facebook for an average of 48.9 minutes every day representing 33.4% of all time spent daily with Ad-Supported Social Media.

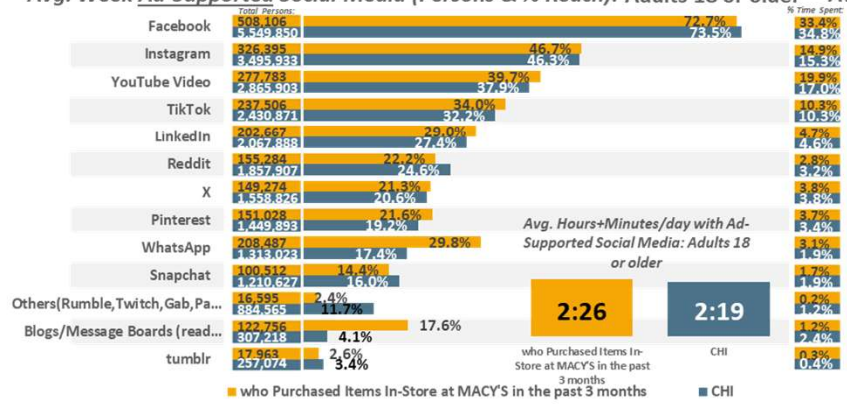
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



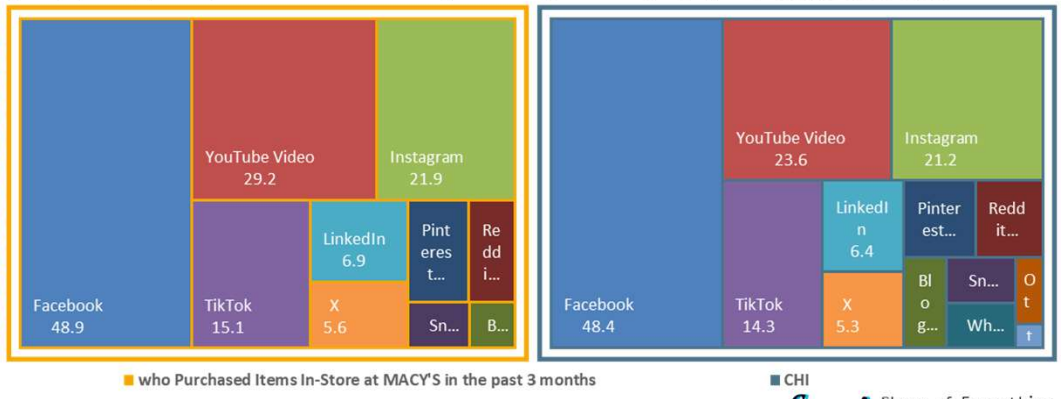
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 435

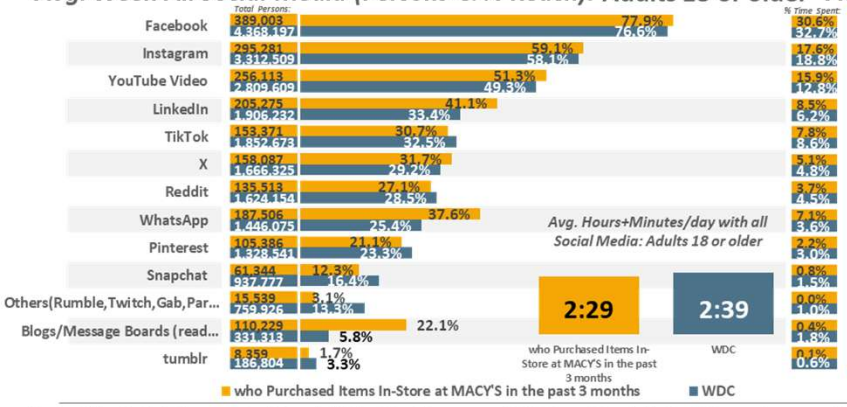
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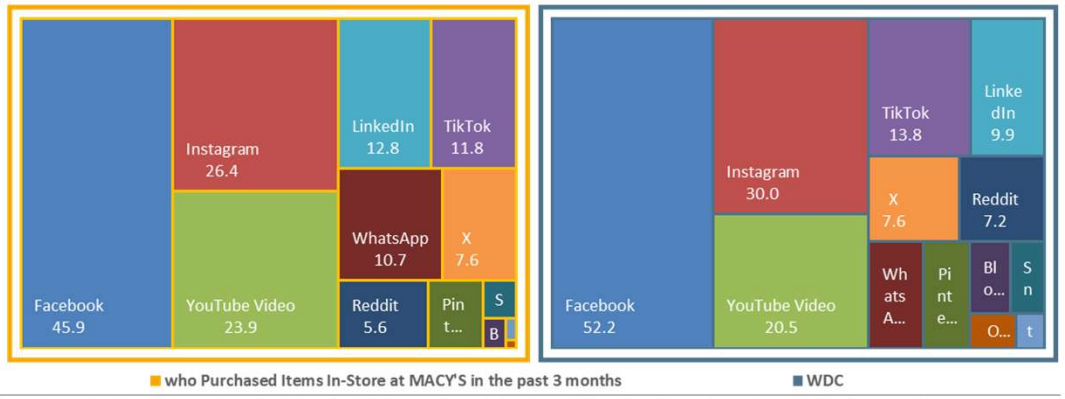
[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

370,374 or 74.2% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months use Ad-Supported Facebook for an average of 45.2 minutes every day representing 34.3% of all time spent daily with Ad-Supported Social Media.

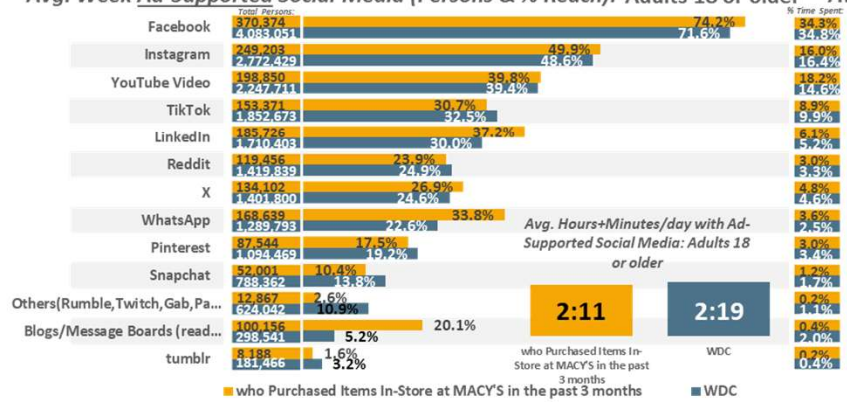
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



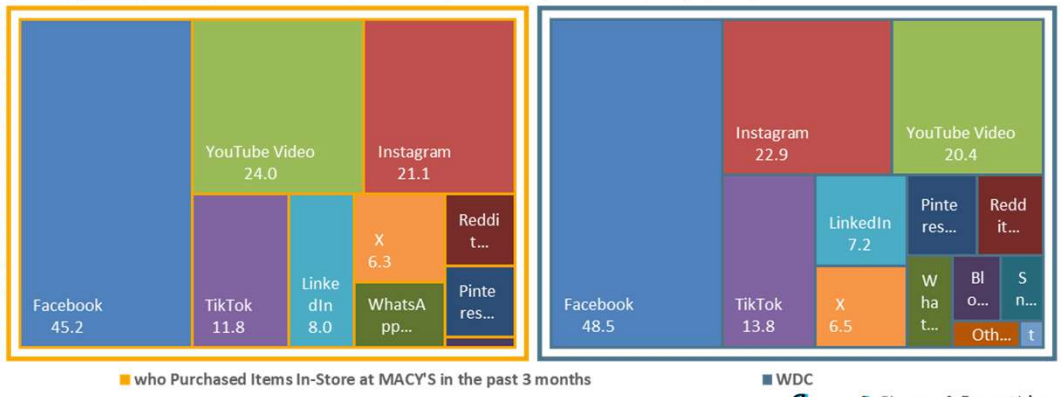
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 599

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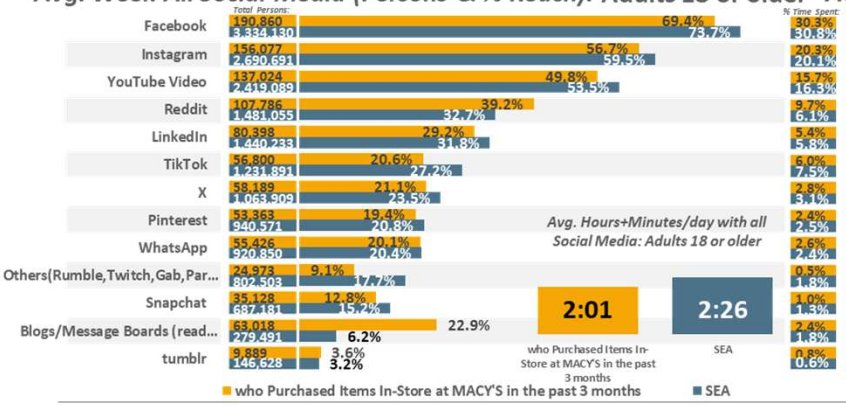
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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

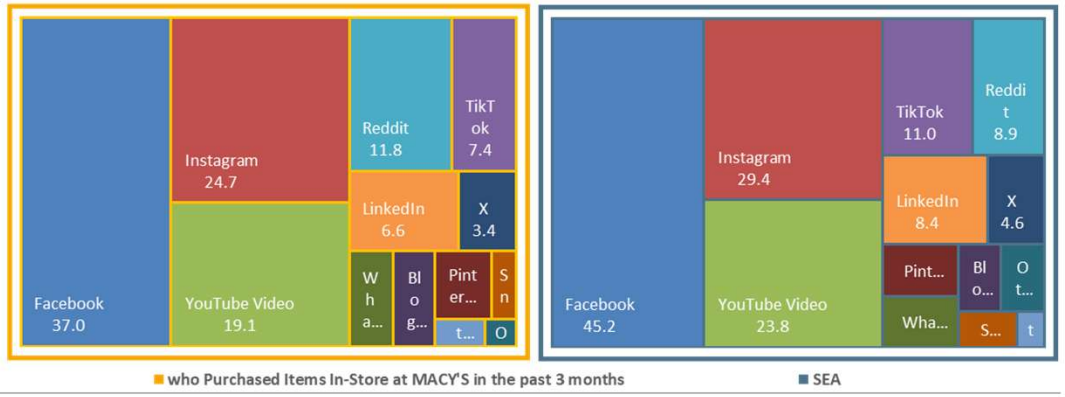


157,620 or 57.3% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months use Ad-Supported Facebook for an average of 30.1 minutes every day representing 32.3% of all time spent daily with Ad-Supported Social Media.

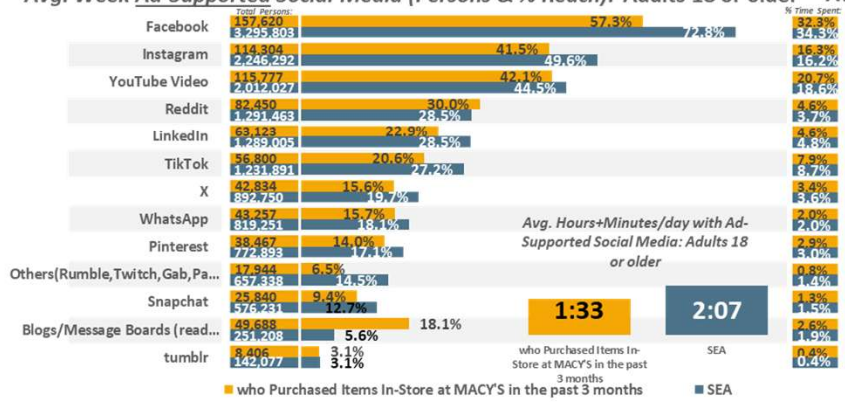
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



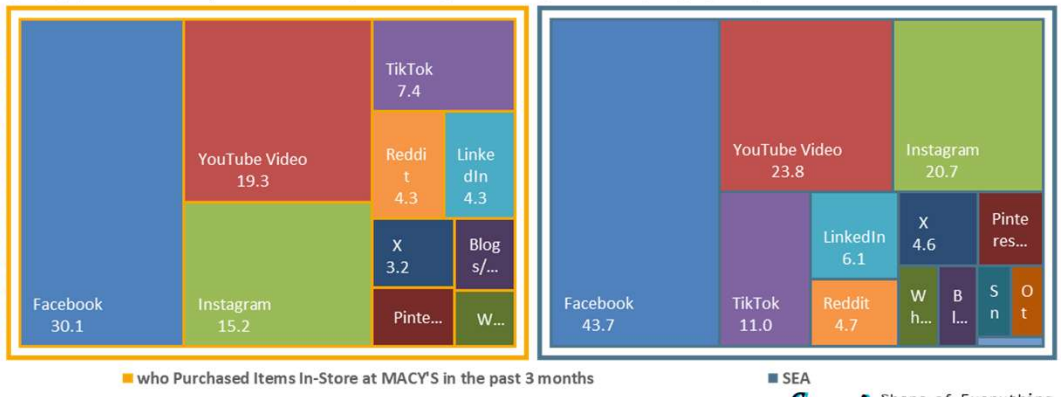
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 276

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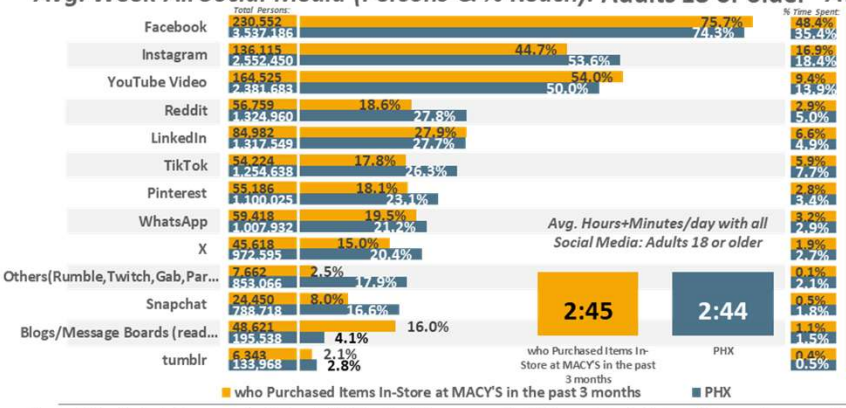
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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

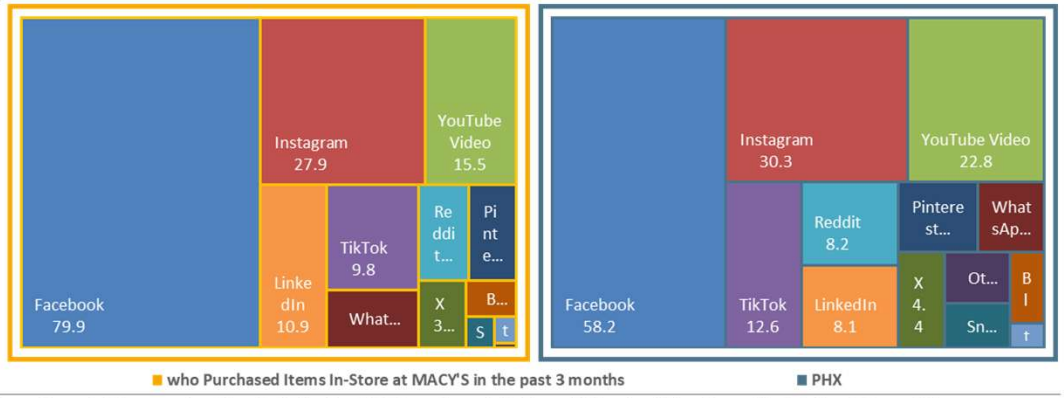
macy's PHX

230,552 or 75.7% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months use Ad-Supported Facebook for an average of 71.5 minutes every day representing 45.8% of all time spent daily with Ad-Supported Social Media.

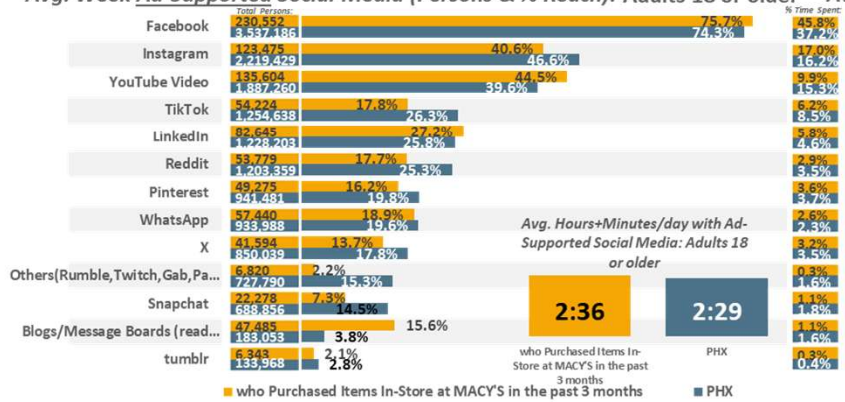
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



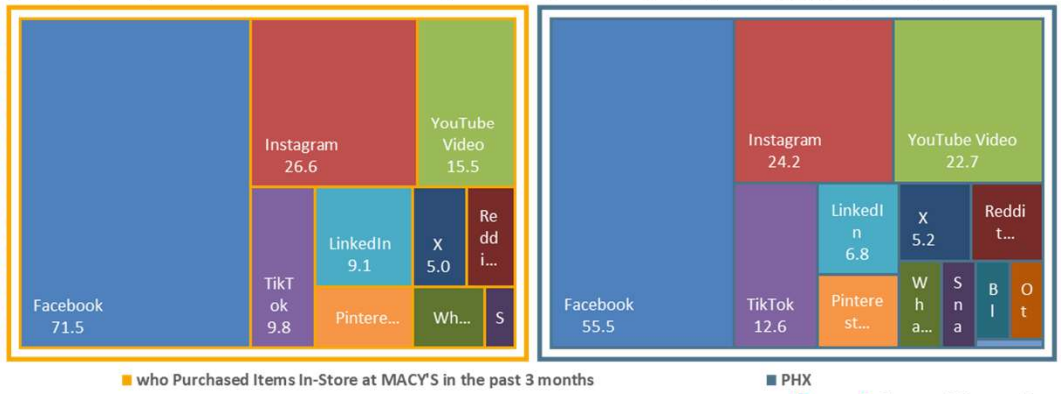
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



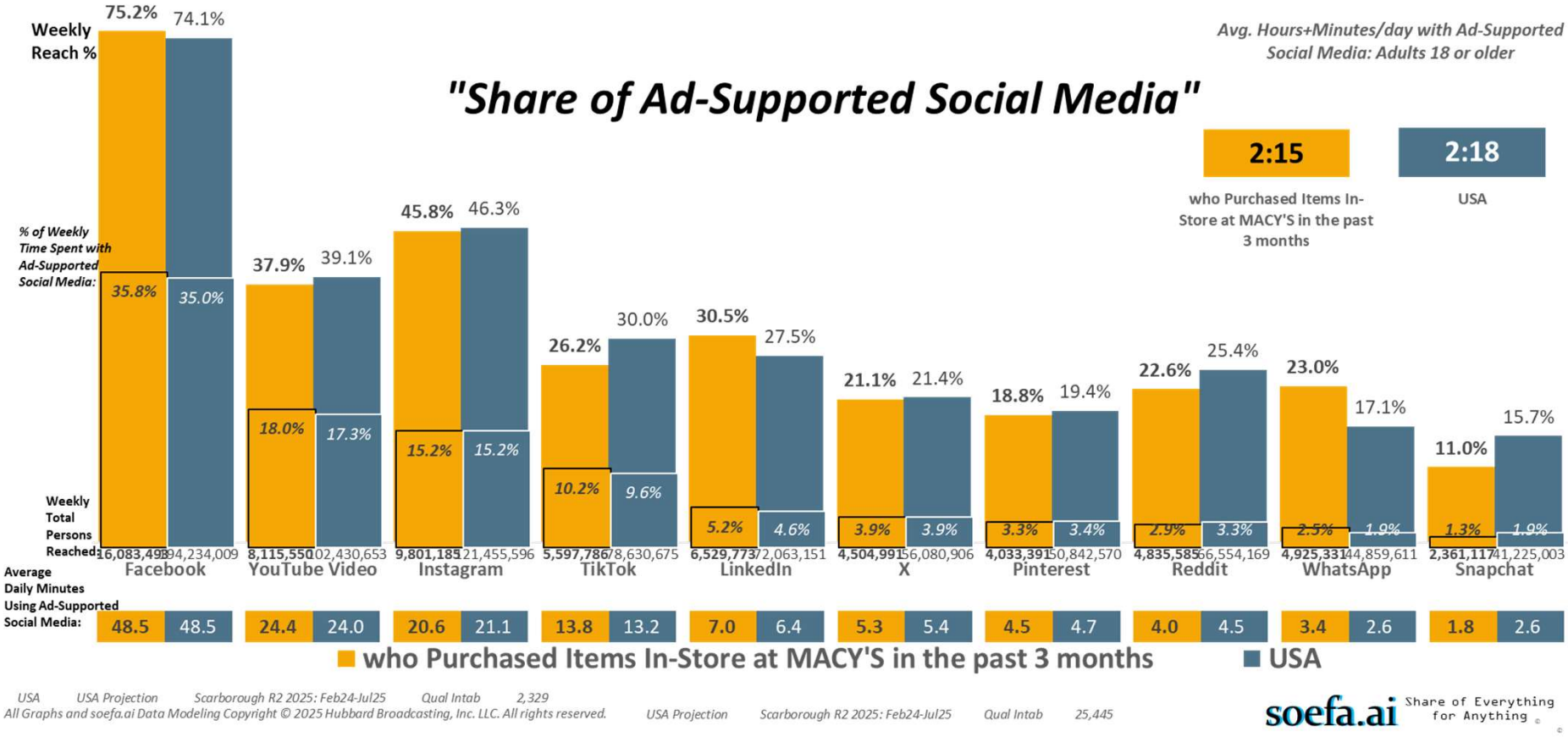
PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 160

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

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



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

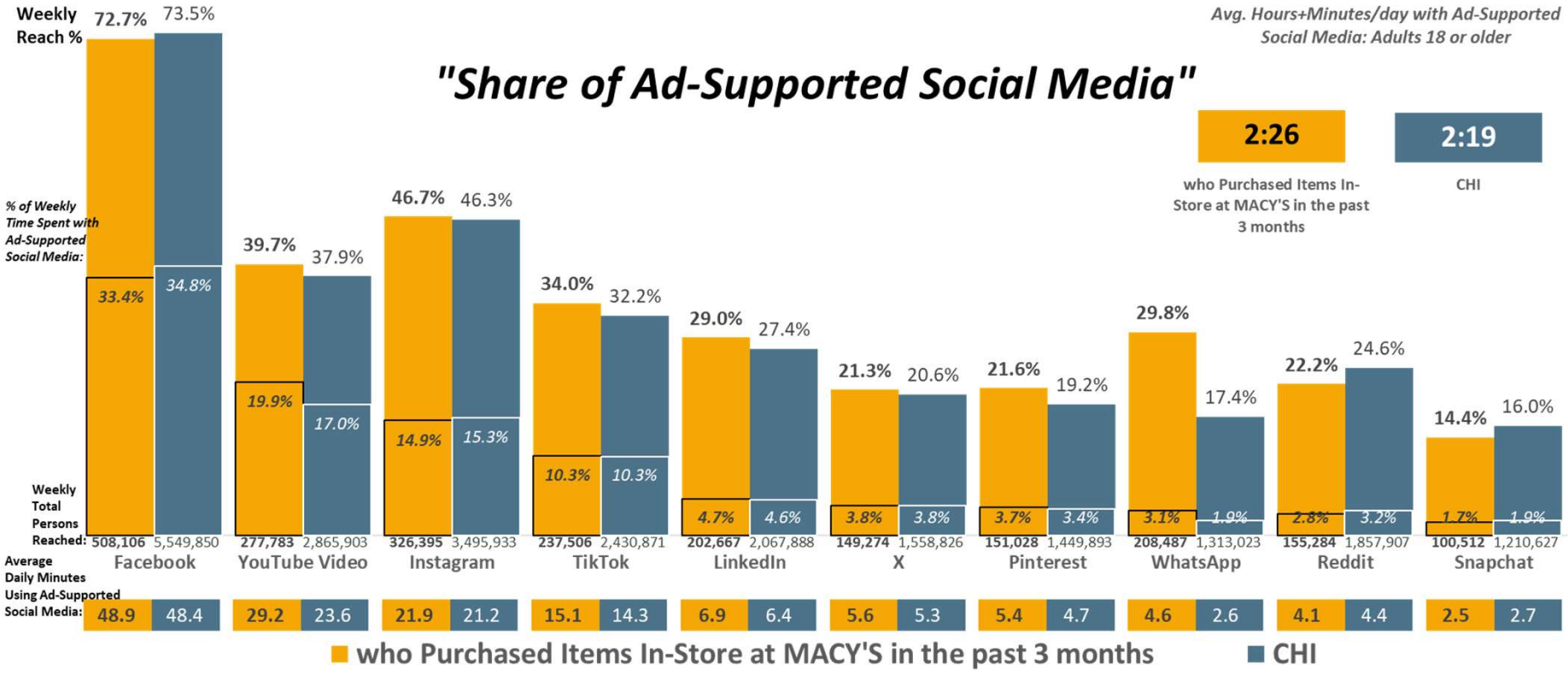
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USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445

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

508,106 or 72.7% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months use Ad-Supported Facebook for an average of 48.9 minutes every day representing 33.4% of all time spent daily with Ad-Supported Social Media.



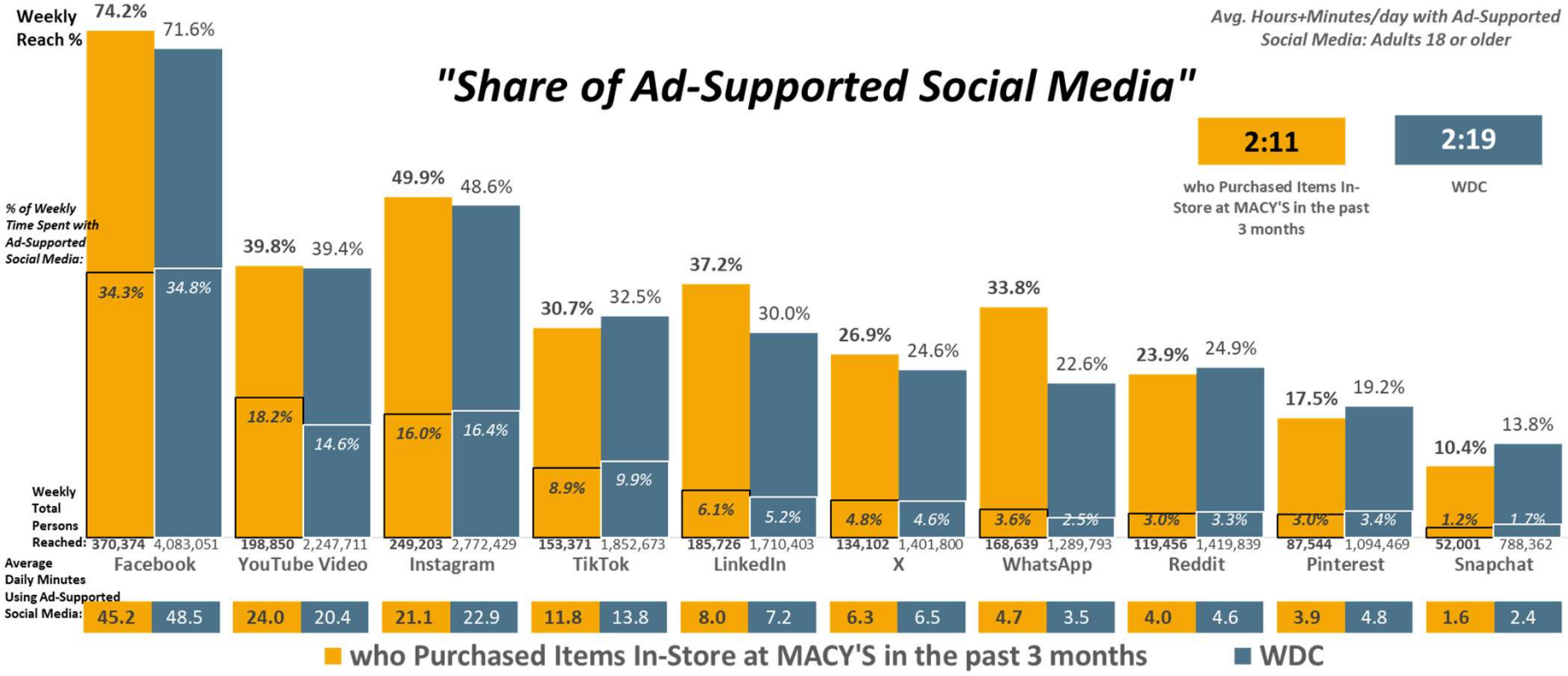
CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 435 CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

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

370,374 or 74.2% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months use Ad-Supported Facebook for an average of 45.2 minutes every day representing 34.3% of all time spent daily with Ad-Supported Social Media.



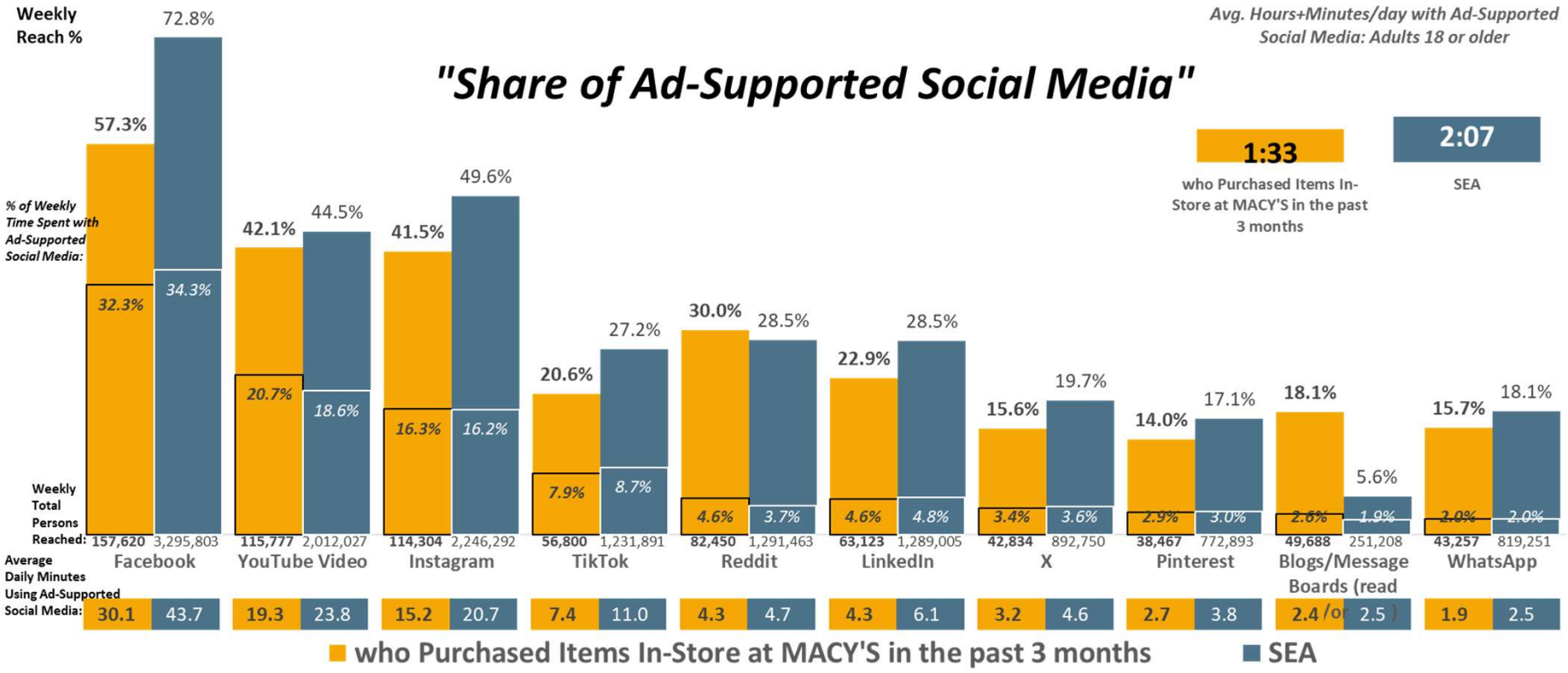
WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 599 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

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

157,620 or 57.3% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months use Ad-Supported Facebook for an average of 30.1 minutes every day representing 32.3% of all time spent daily with Ad-Supported Social Media.



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 276 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986

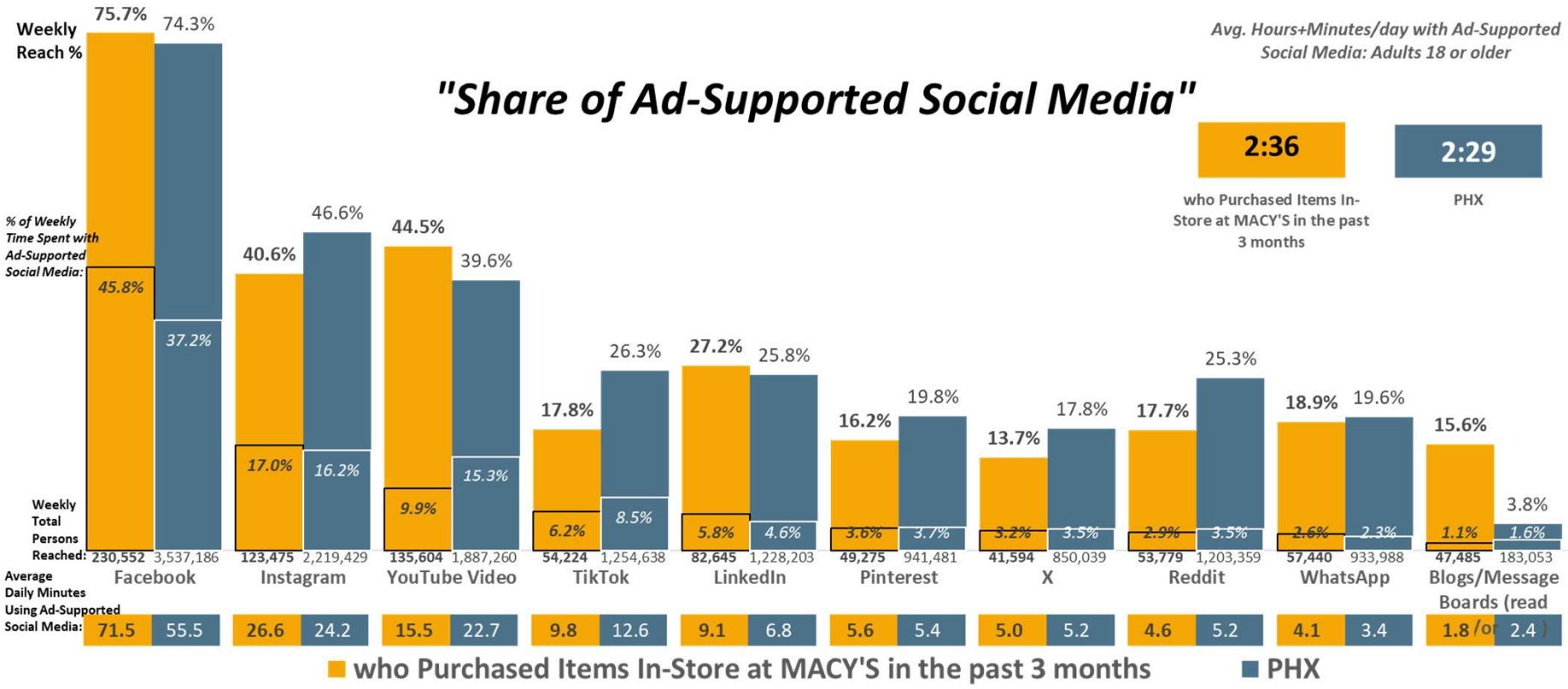
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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

macys PHX

230,552 or 75.7% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months use Ad-Supported Facebook for an average of 71.5 minutes every day representing 45.8% of all time spent daily with Ad-Supported Social Media.



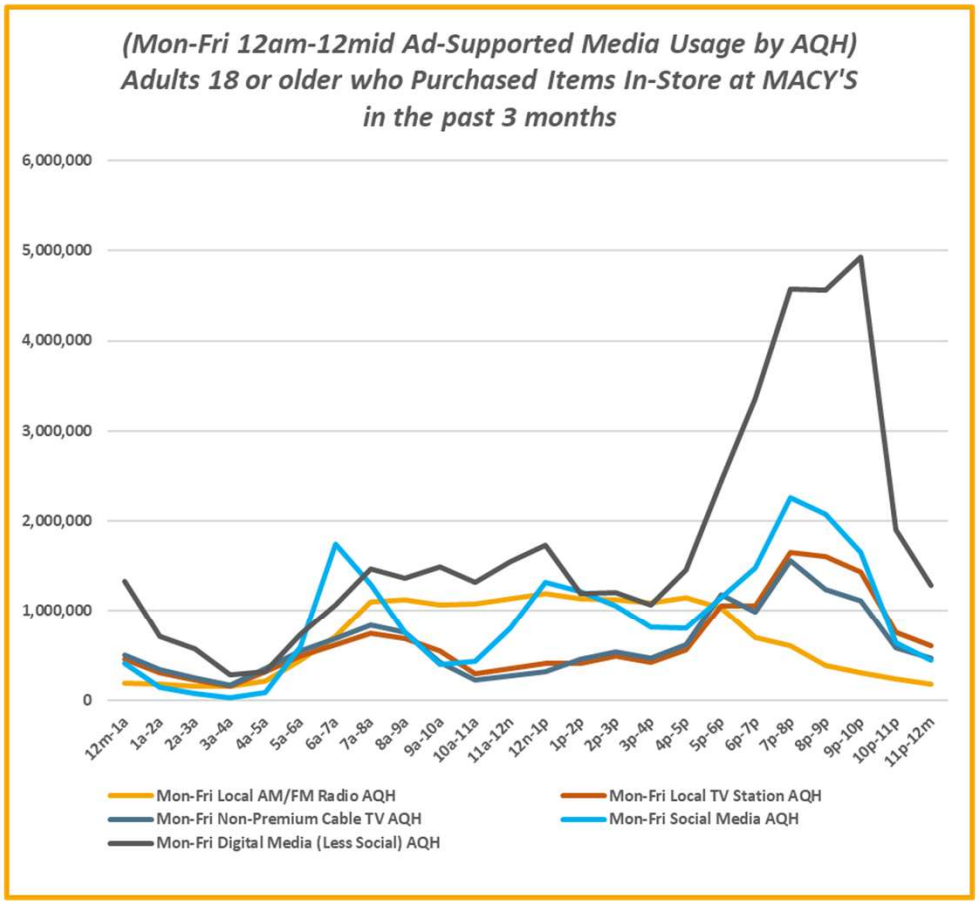
PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 160 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

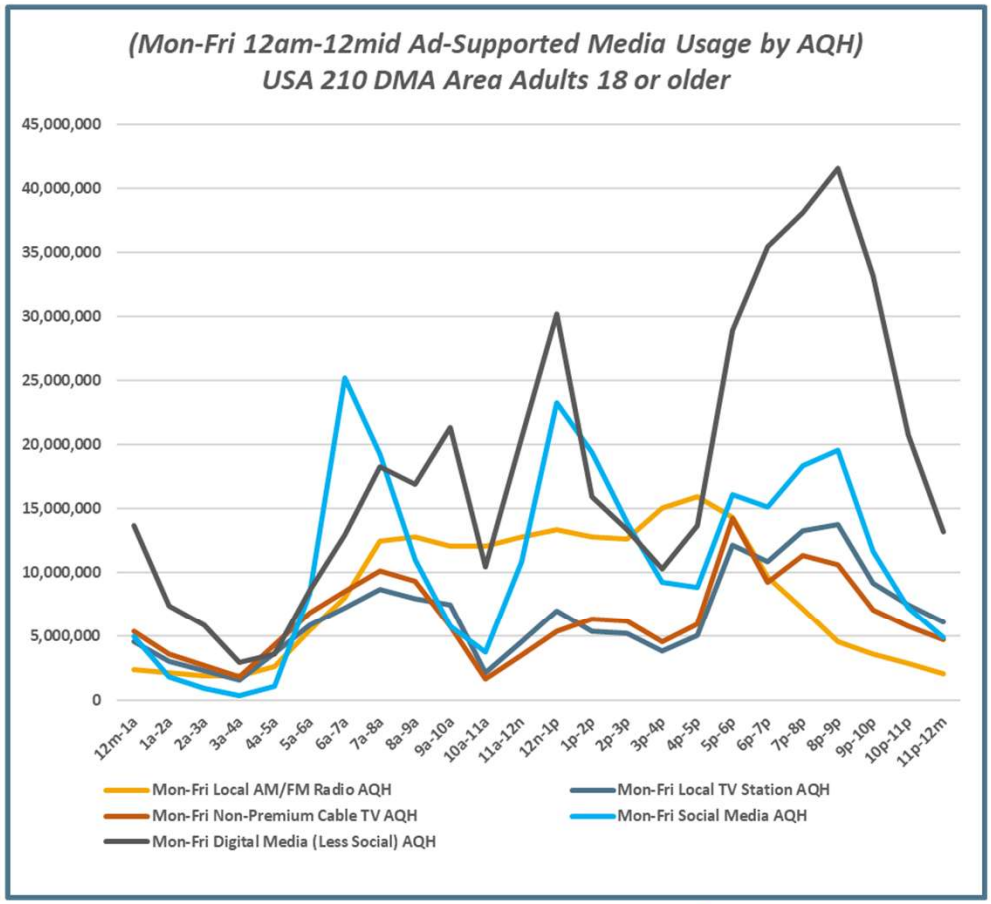
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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

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





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

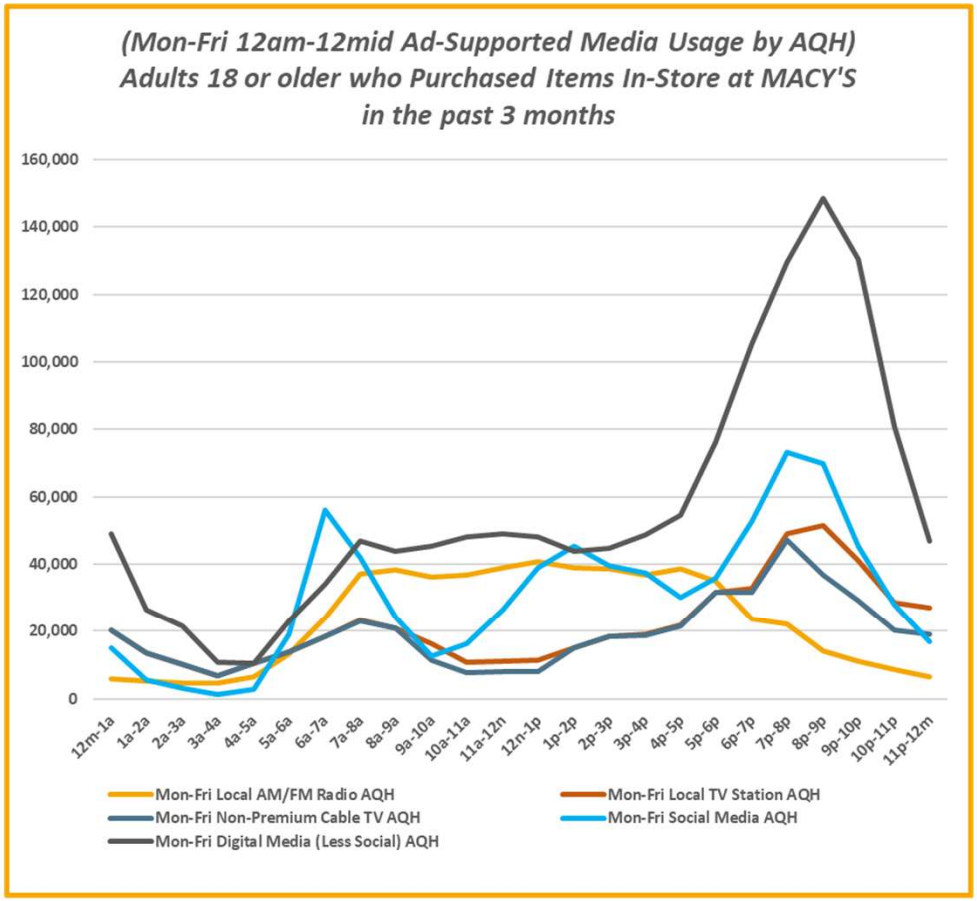
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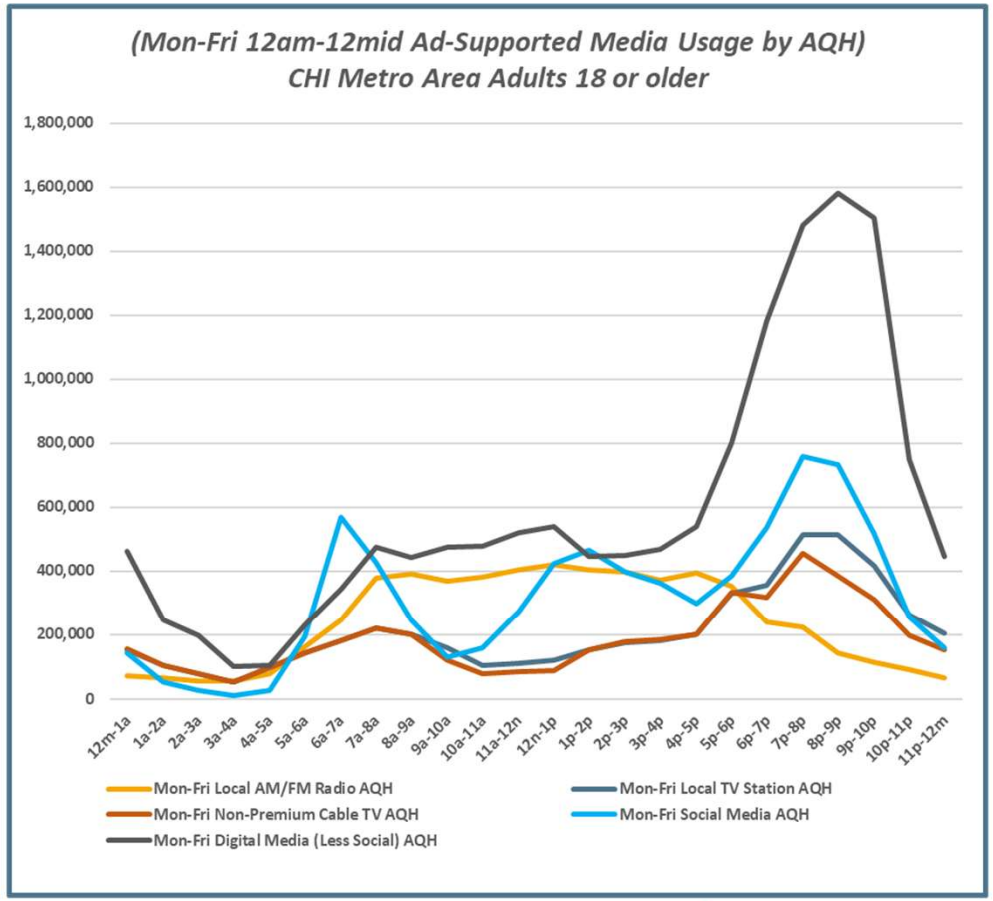
USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445

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

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 52,939; Local Radio: 35,630; Social Media: 35,141; Local TV: 19,286; Non-Prem. Cable: 18,059 reaching Adults 18 or older who Purchased Items In-Store at MACY'S in the pas





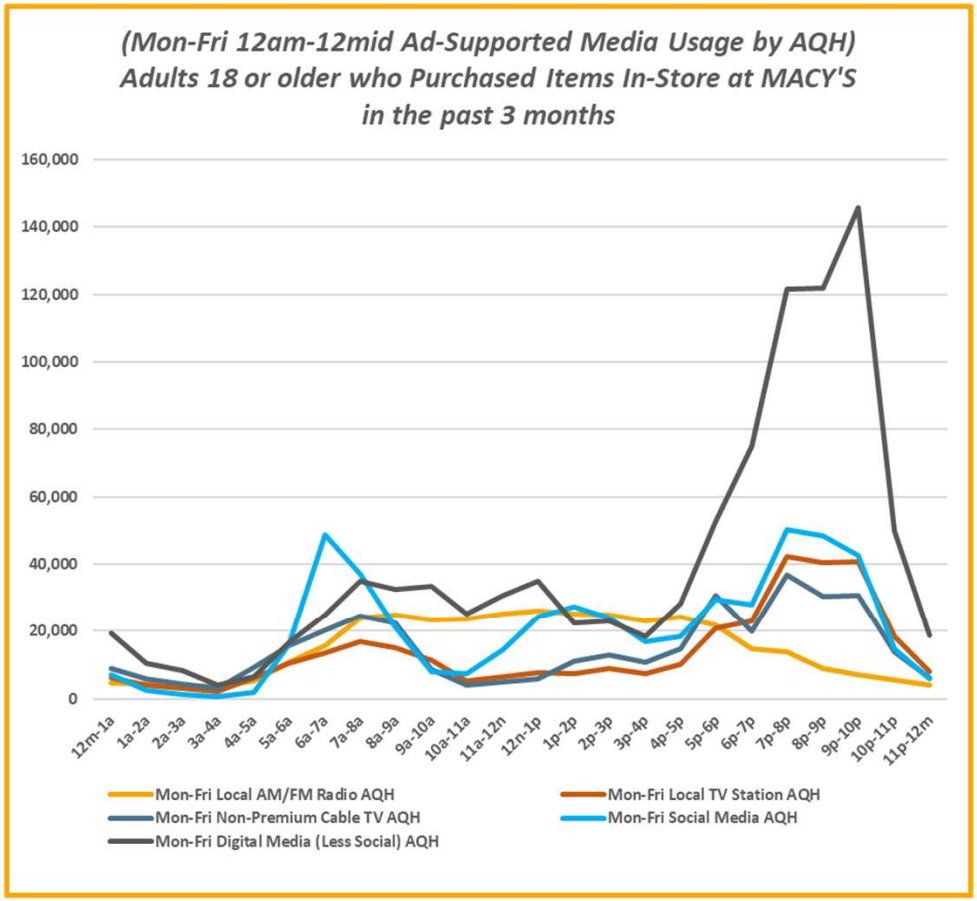
CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 435

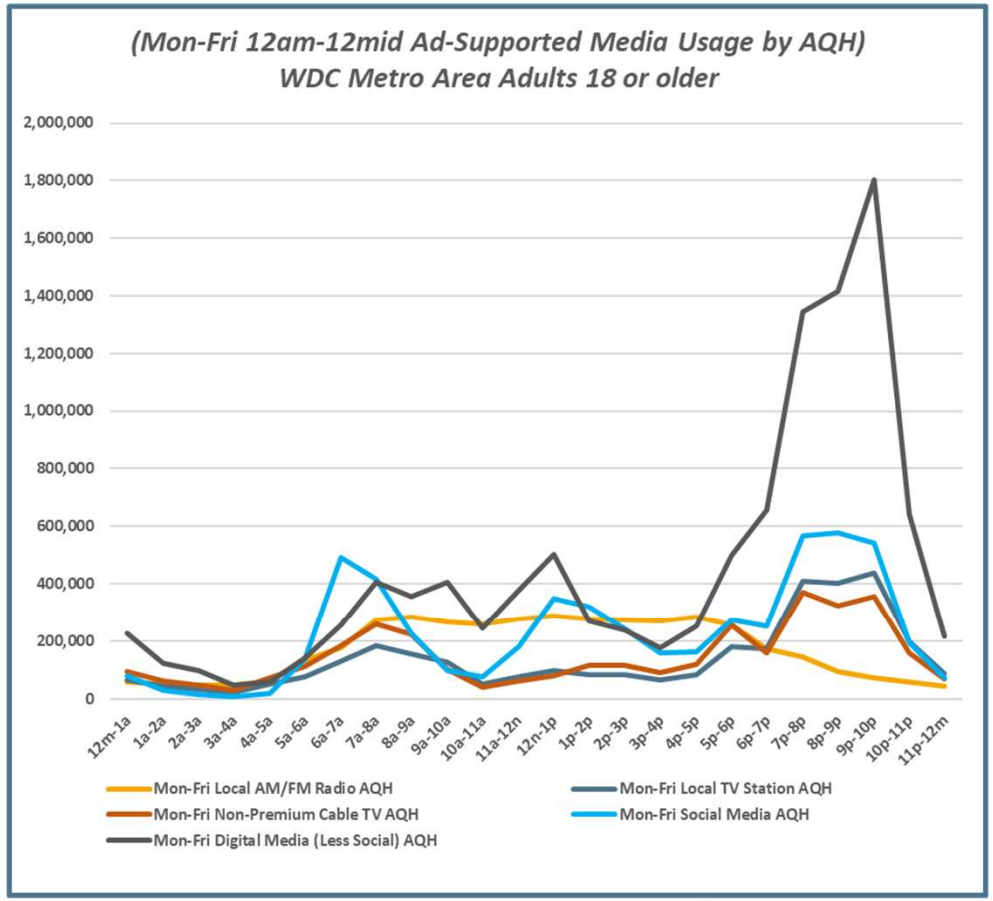
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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 33,528; Social Media: 23,441; Local Radio: 22,790; Non-Prem. Cable: 14,642; Local TV: 11,829 reaching Adults 18 or older who Purchased Items In-Store at MACY'S in the pas





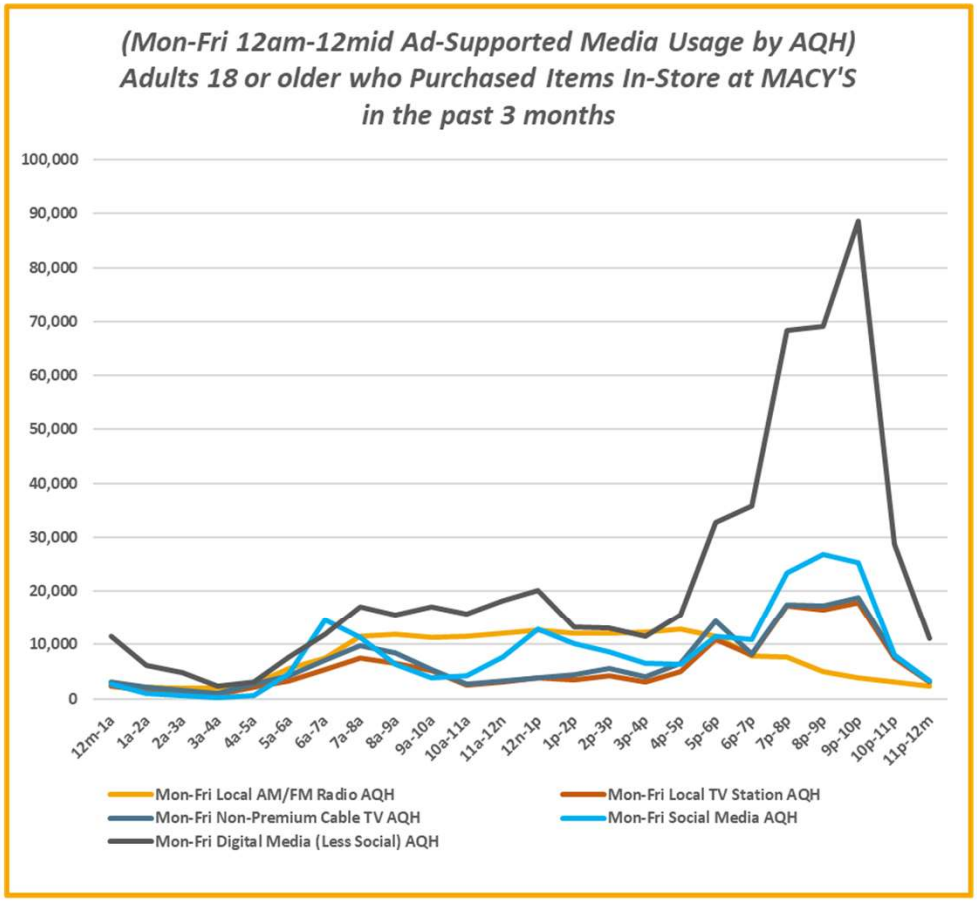
WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 599

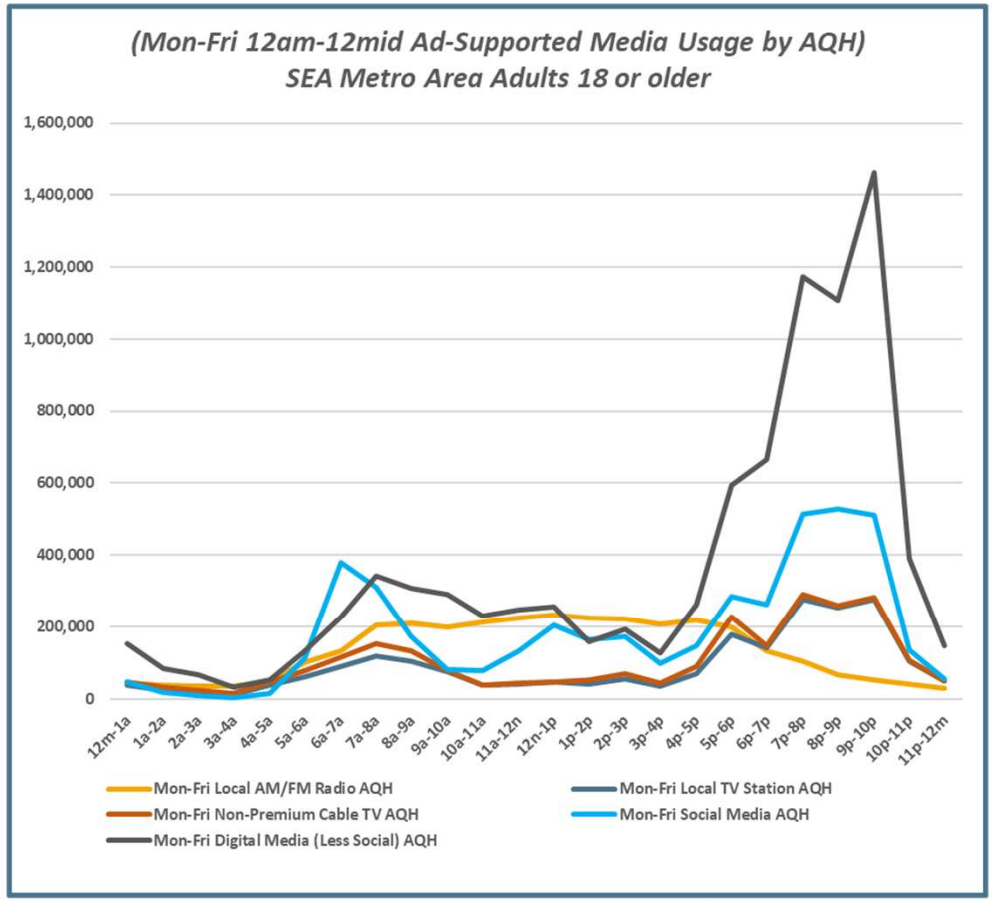
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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 18,263; Local Radio: 11,318; Social Media: 8,845; Non-Prem. Cable: 6,441; Local TV: 5,300 reaching Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3





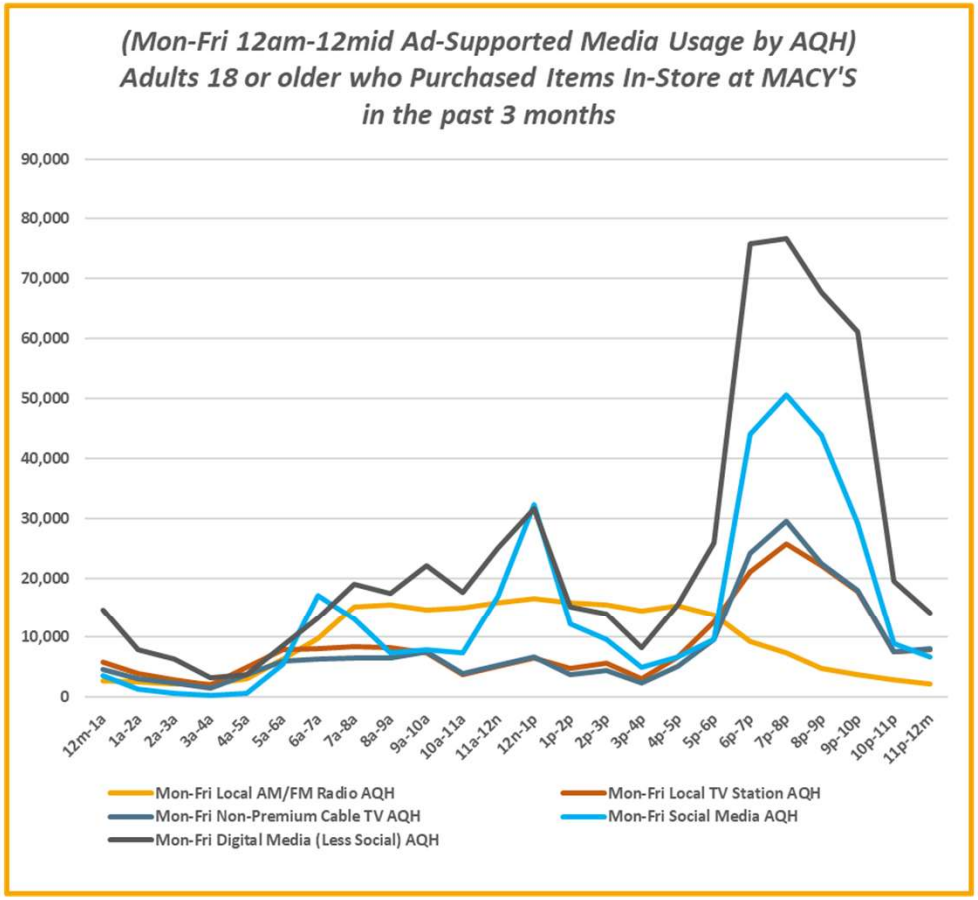
SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 276

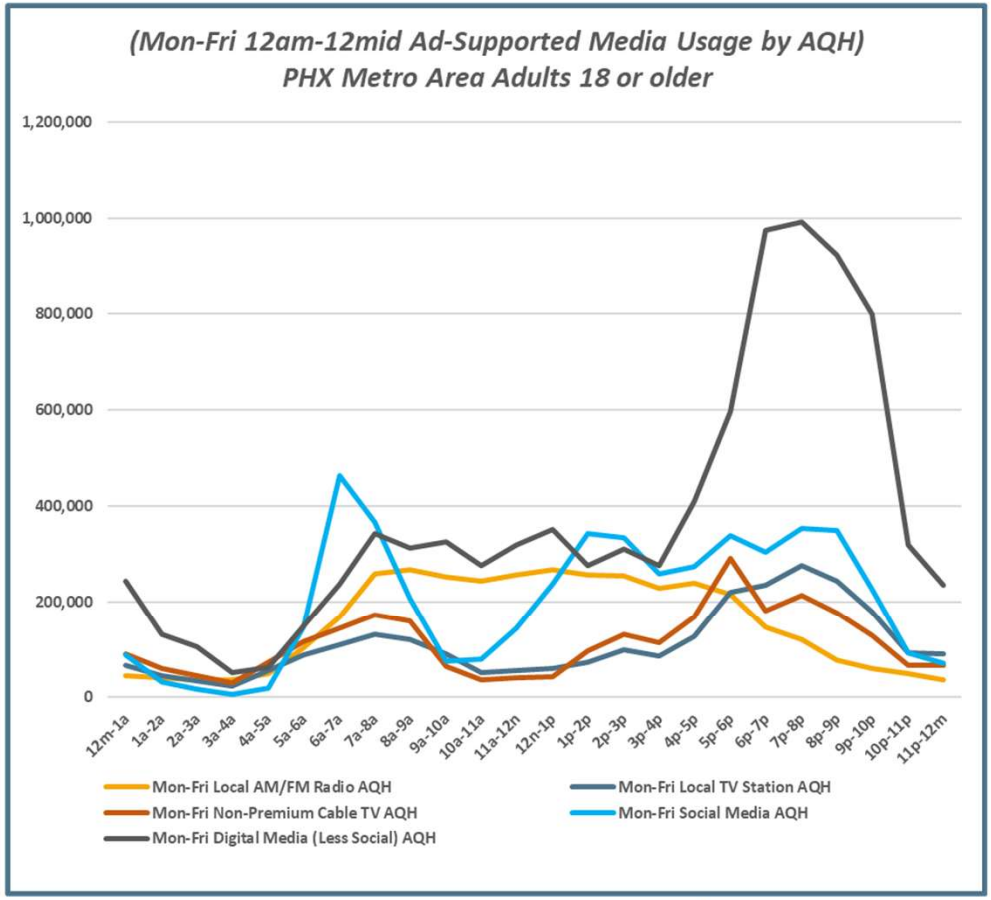
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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 23,106; Social Media: 14,557; Local Radio: 14,372; Local TV: 7,828; Non-Prem. Cable: 7,102 reaching Adults 18 or older who Purchased Items In-Store at MACY'S in the past





PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 160

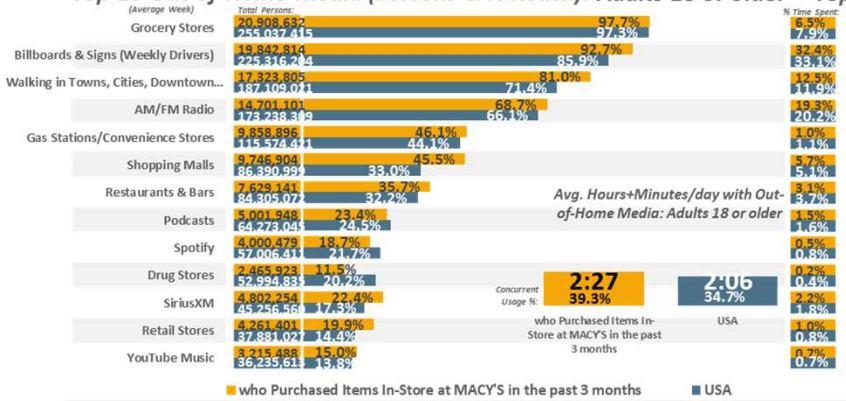
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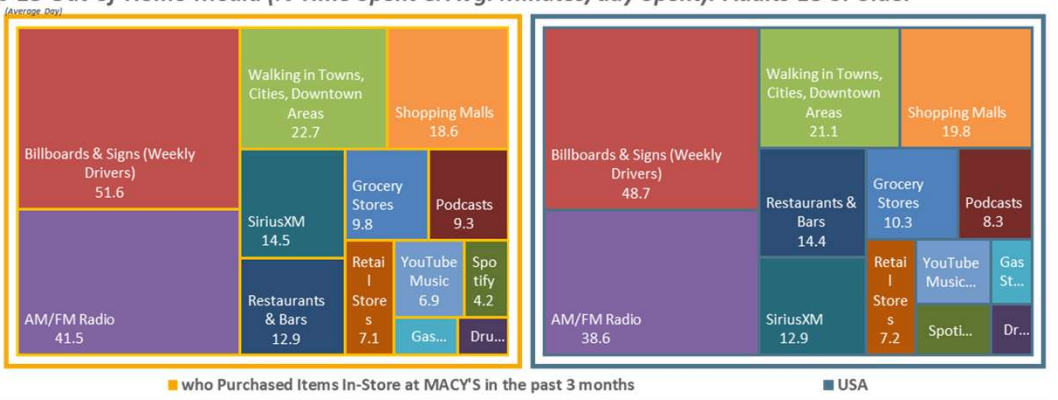
[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

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

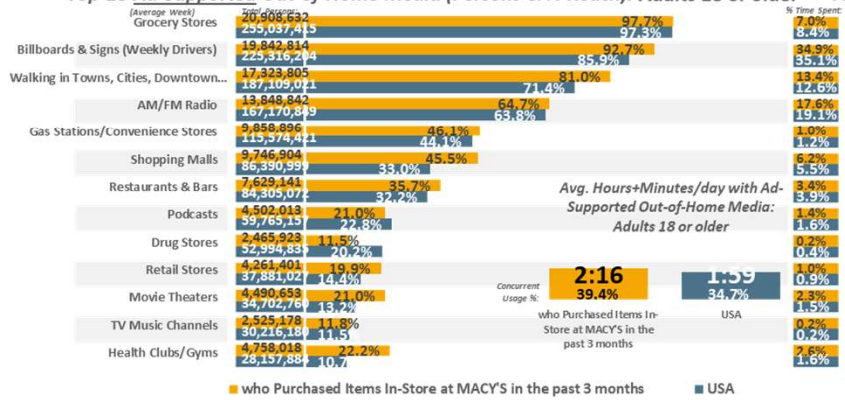
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



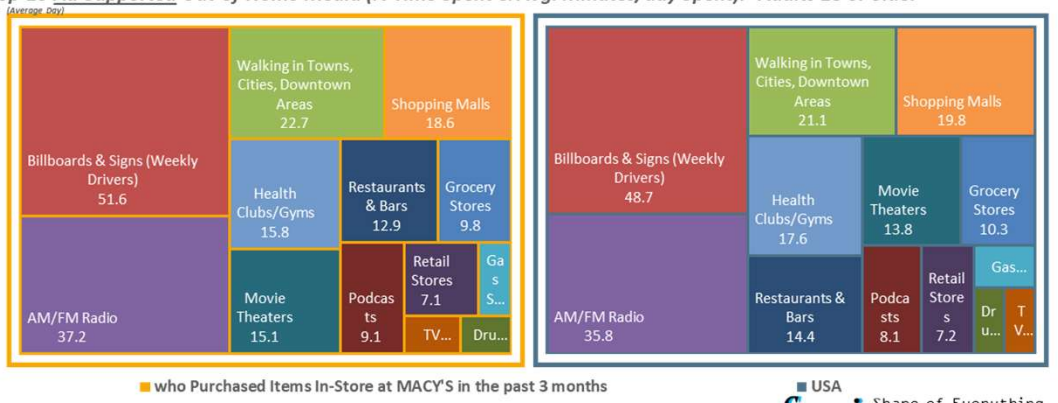
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

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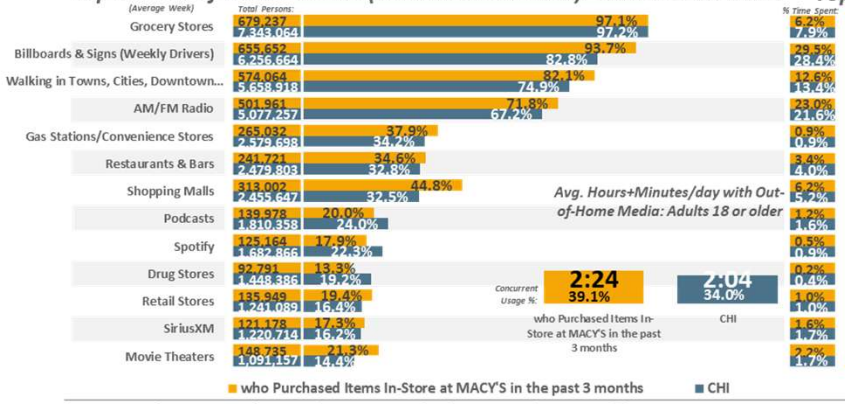
USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445

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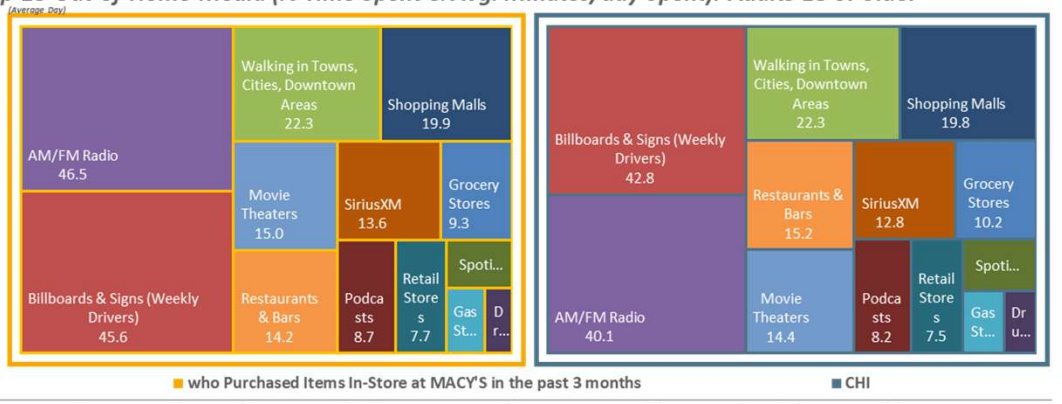
[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

655,652 or 93.7% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months spend an average of 45.6 minutes per day driving, seeing Billboards and Signs. 67.6% Listen to Local Radio Stations Out-of-Home for an average of 42.5 minut

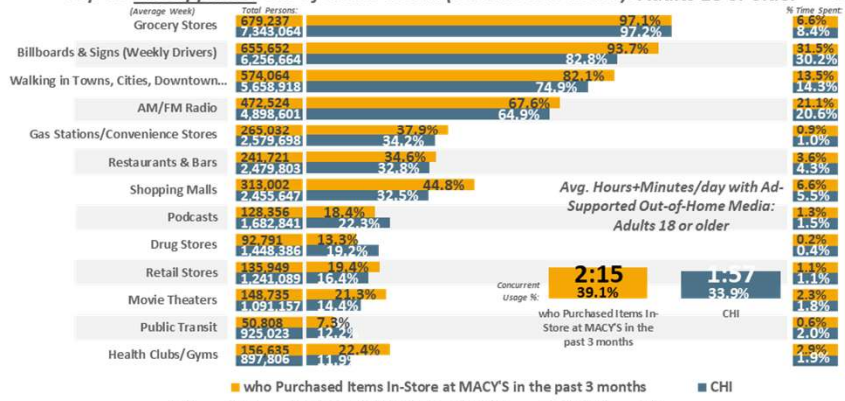
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



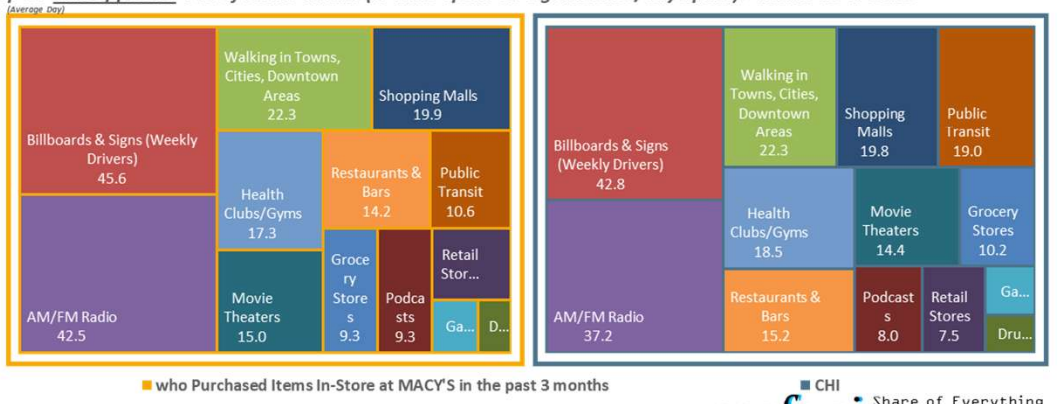
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 435

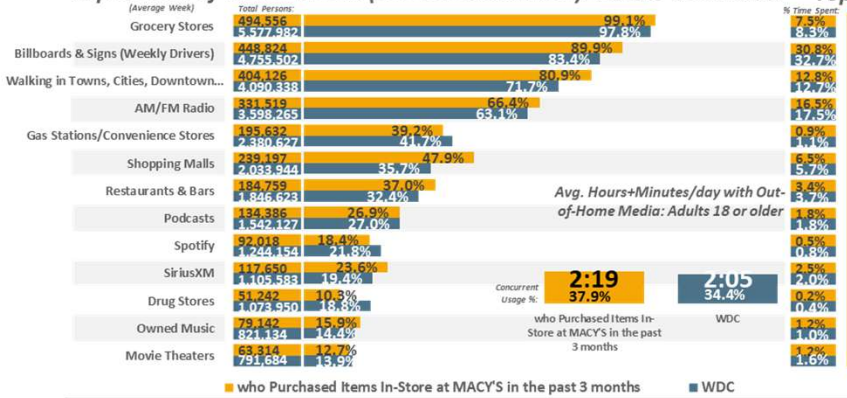
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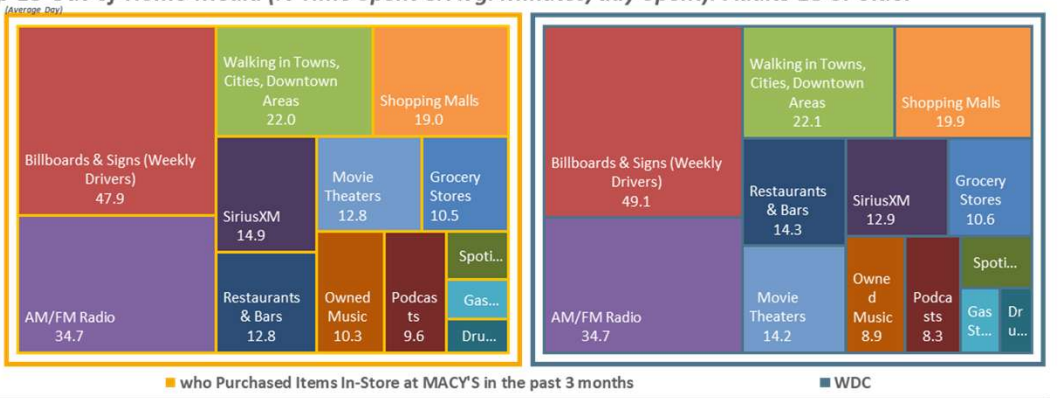
[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

448,824 or 89.9% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months spend an average of 47.9 minutes per day driving, seeing Billboards and Signs. 61.7% Listen to Local Radio Stations Out-of-Home for an average of 30. minute

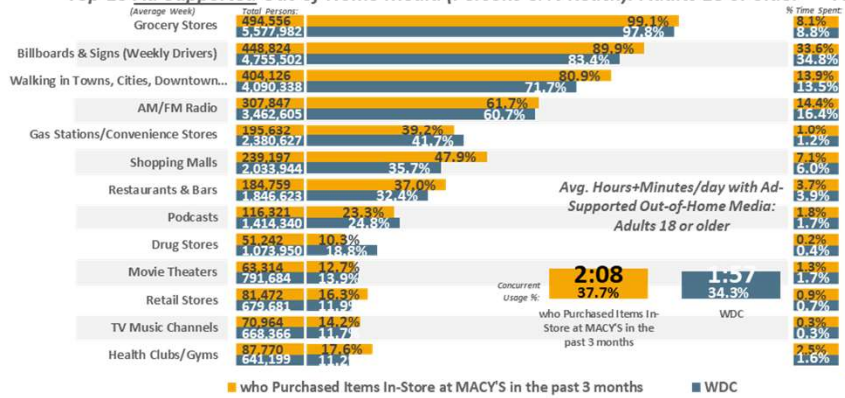
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 599

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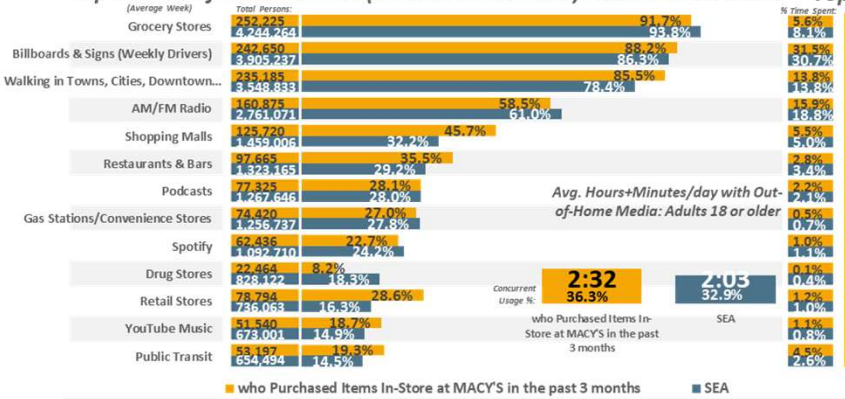
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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

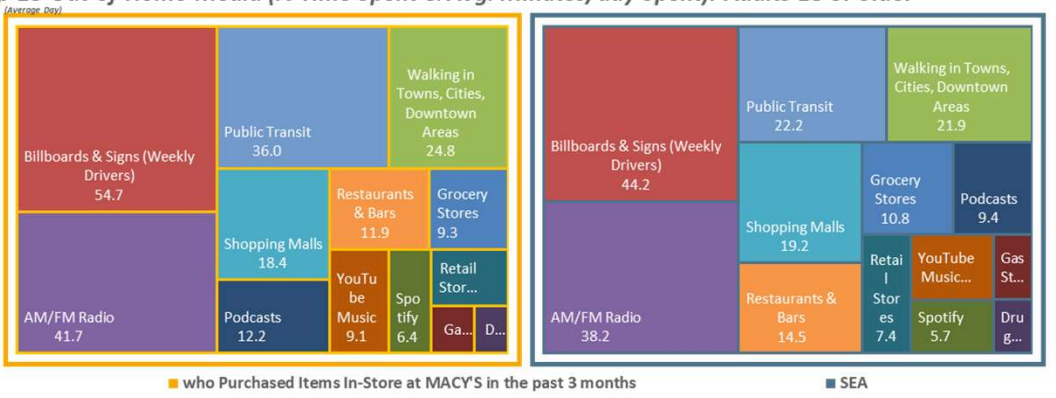


242,650 or 88.2% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months spend an average of 54.7 minutes per day driving, seeing Billboards and Signs. 56.4% Listen to Local Radio Stations Out-of-Home for an average of 36.2 minut

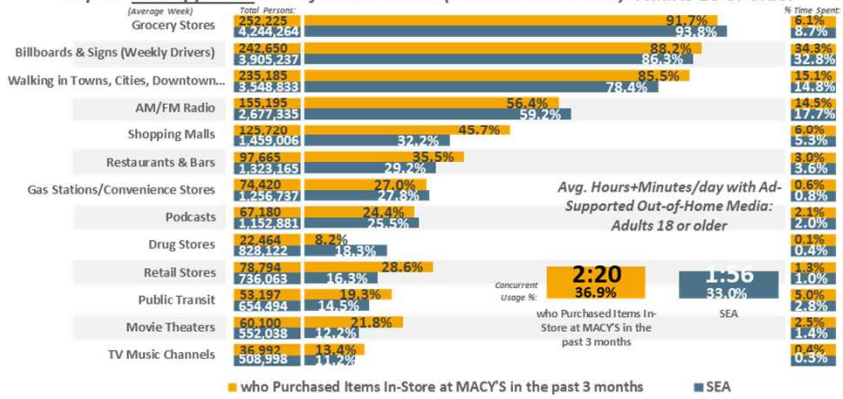
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



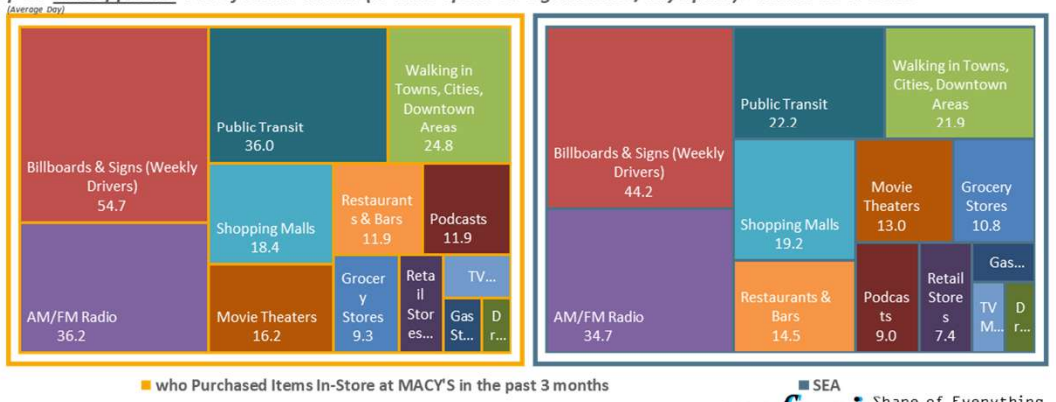
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 276

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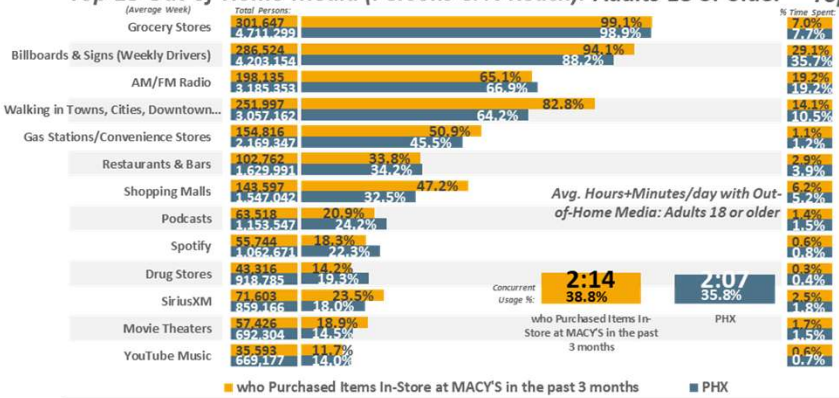
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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

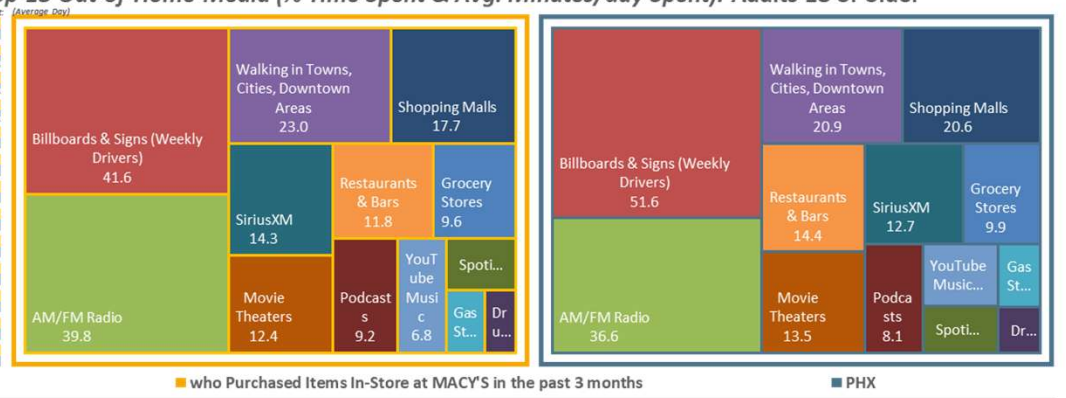
macys PHX

286,524 or 94.1% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months spend an average of 41.6 minutes per day driving, seeing Billboards and Signs. 62.4% Listen to Local Radio Stations Out-of-Home for an average of 37.3 minut

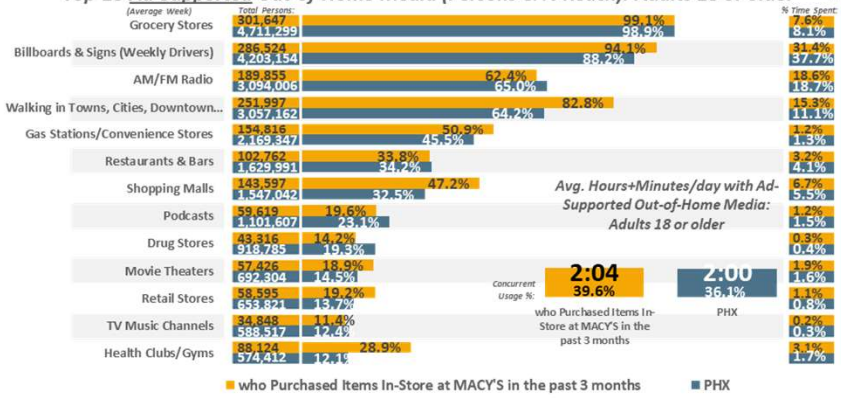
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



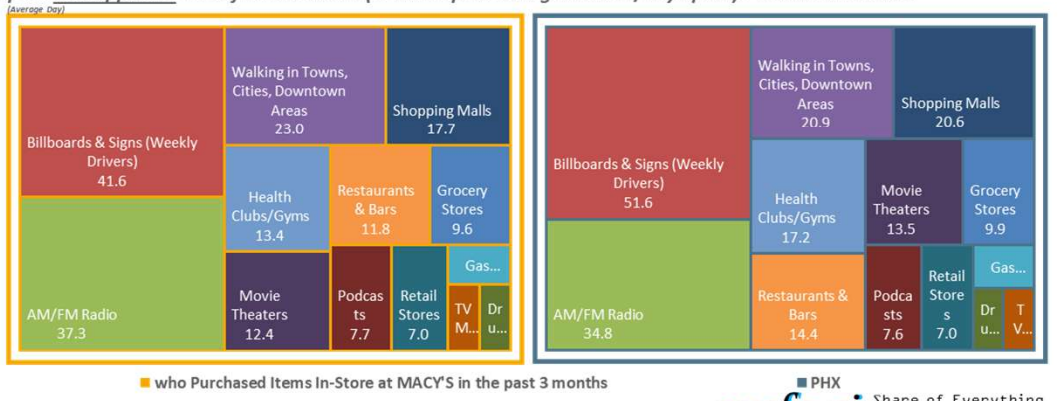
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 160

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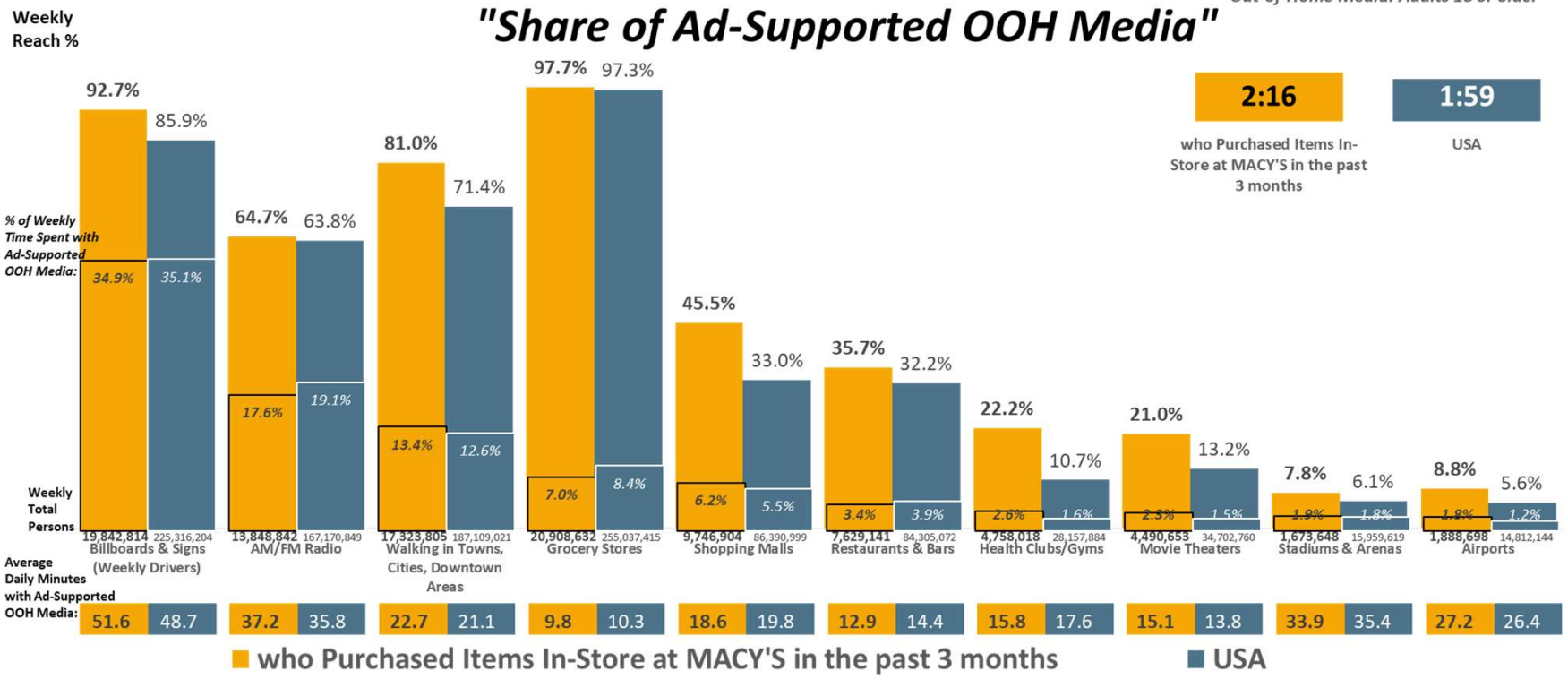
[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]



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

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

"Share of Ad-Supported OOH Media"



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

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

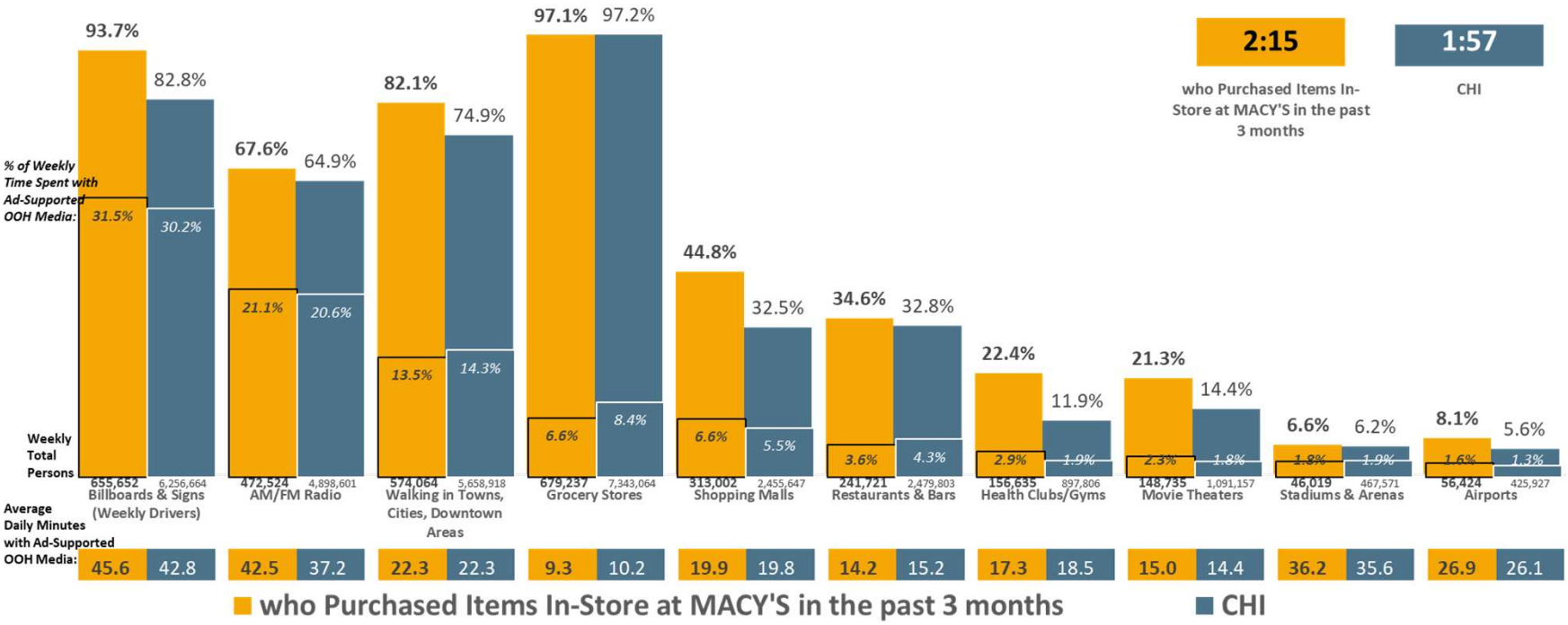
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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

655,652 or 93.7% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months spend an average of 45.6 minutes per day driving, seeing Billboards and Signs representing 31.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 435 CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

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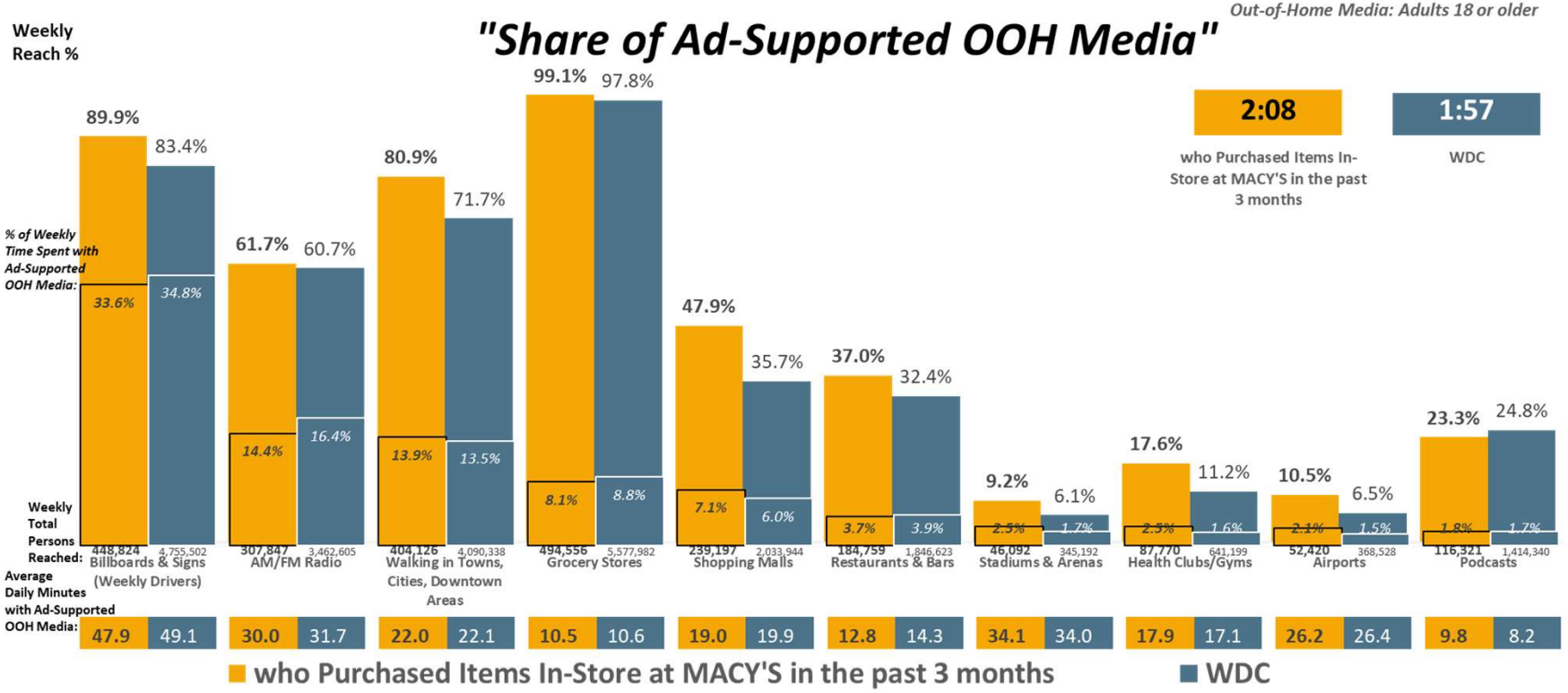
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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

448,824 or 89.9% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months spend an average of 47.9 minutes per day driving, seeing Billboards and Signs representing 33.6% 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

"Share of Ad-Supported OOH Media"



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 599 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

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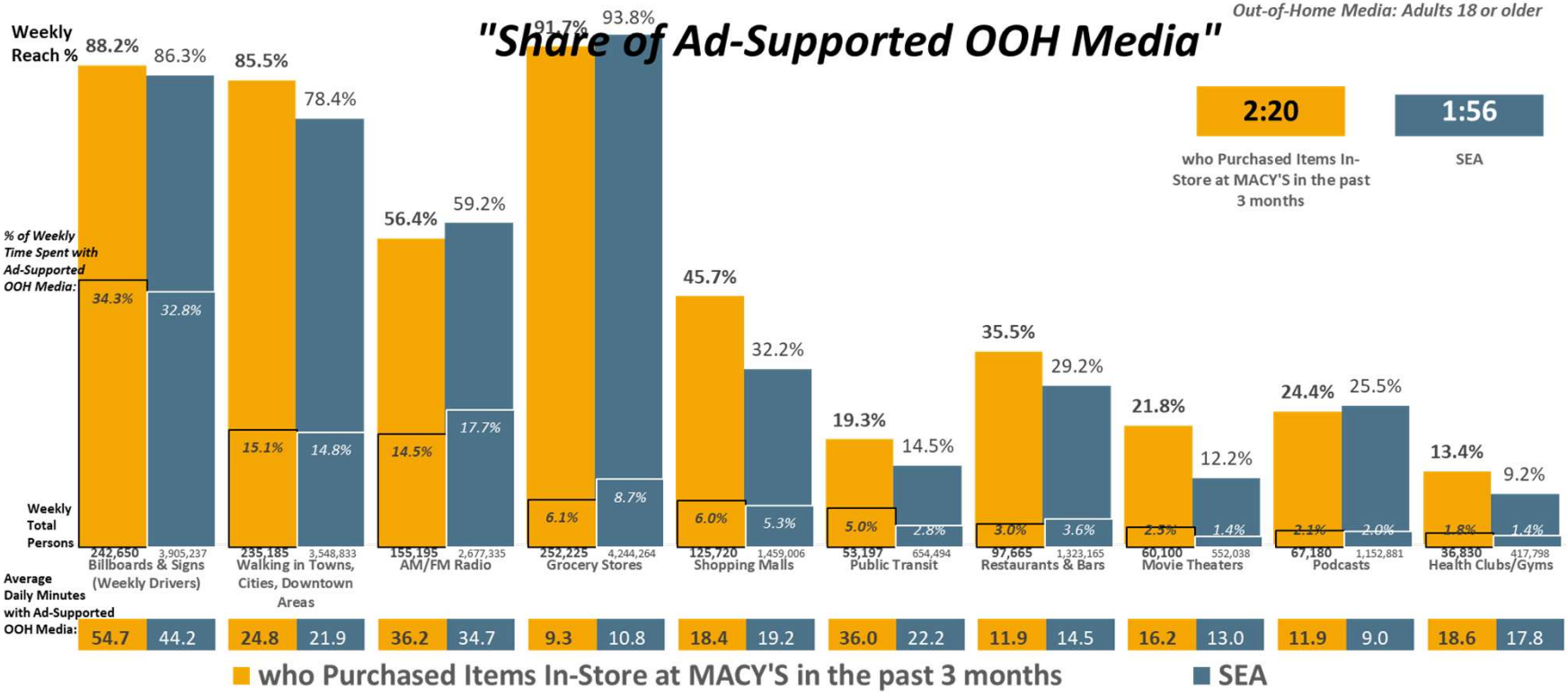
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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

242,650 or 88.2% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months spend an average of 54.7 minutes per day driving, seeing Billboards and Signs representing 34.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 276 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986

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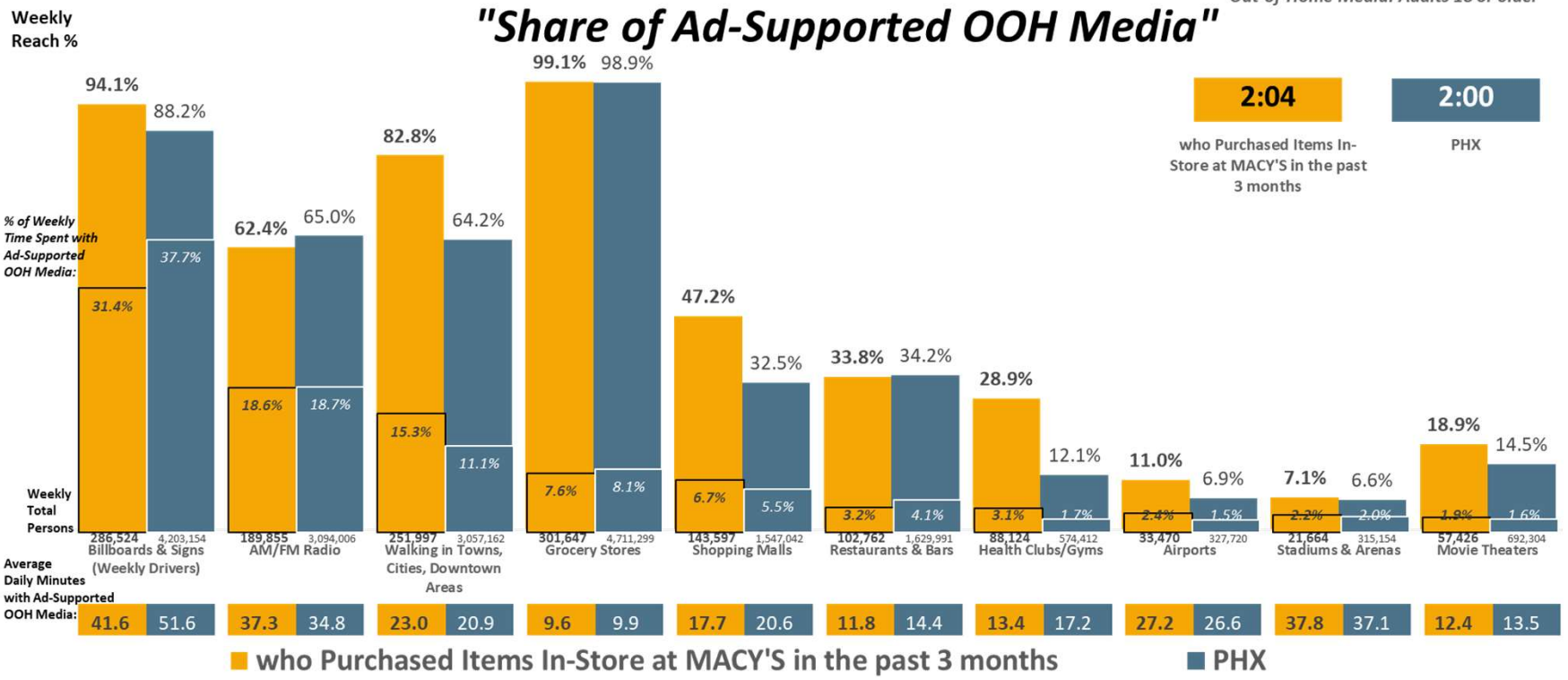
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[{Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's}]

286,524 or 94.1% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months spend an average of 41.6 minutes per day driving, seeing Billboards and Signs representing 31.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 160 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

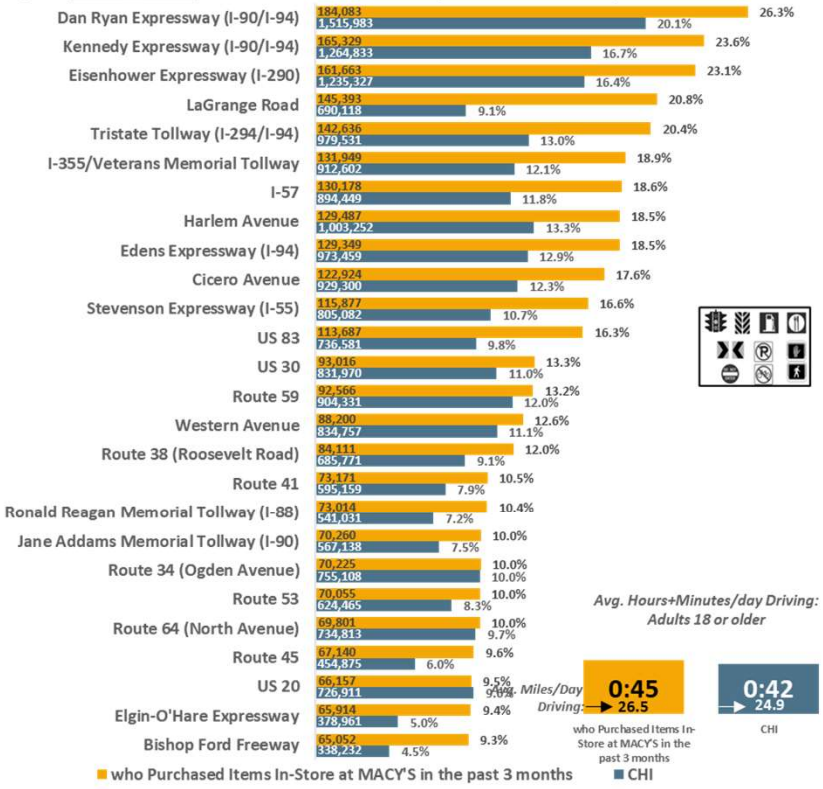
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[{Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's}]

655,652 or 93.7% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months spend an average of 45.6 minutes per day driving an average of 26.5 miles each day and are 127.5% more likely to use LaGrange Road than the Metro average.

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



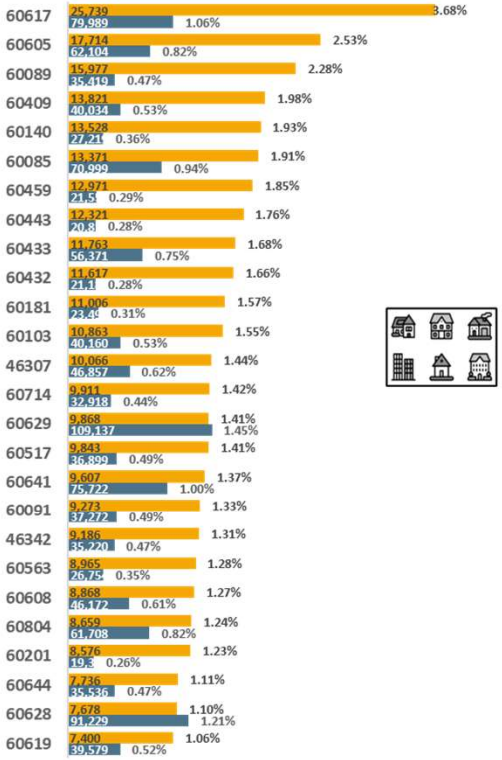
Avg. Miles/Day Driving: 26.5

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

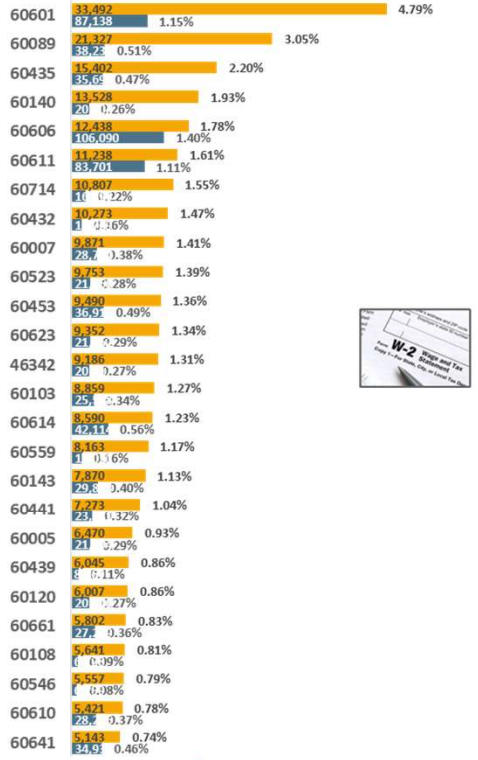
0:45 who Purchased Items In-Store at MACY'S in the past 3 months

0:42 CHI

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 435

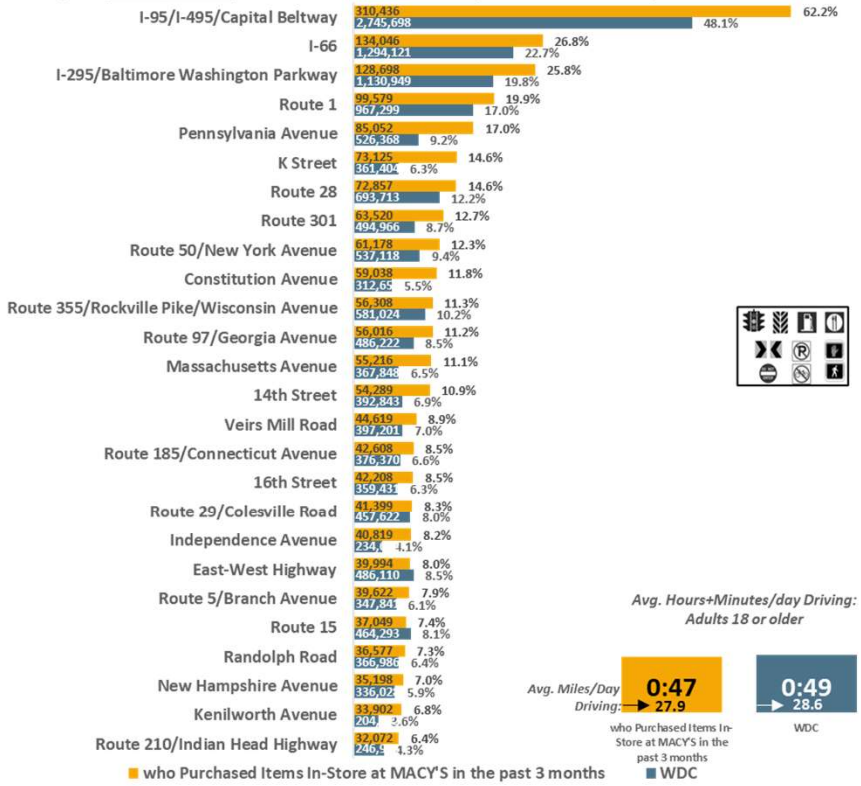
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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]



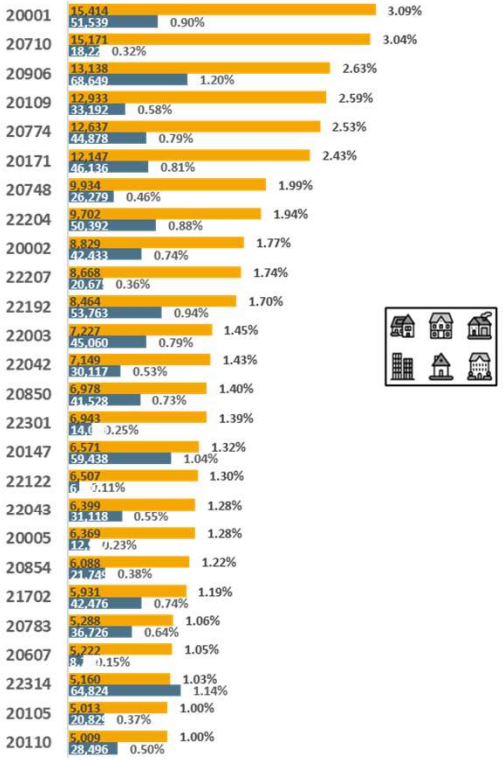
448,824 or 89.9% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months spend an average of 47.9 minutes per day driving an average of 27.9 miles each day and are 131.1% more likely to use K Street than the Metro average.

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

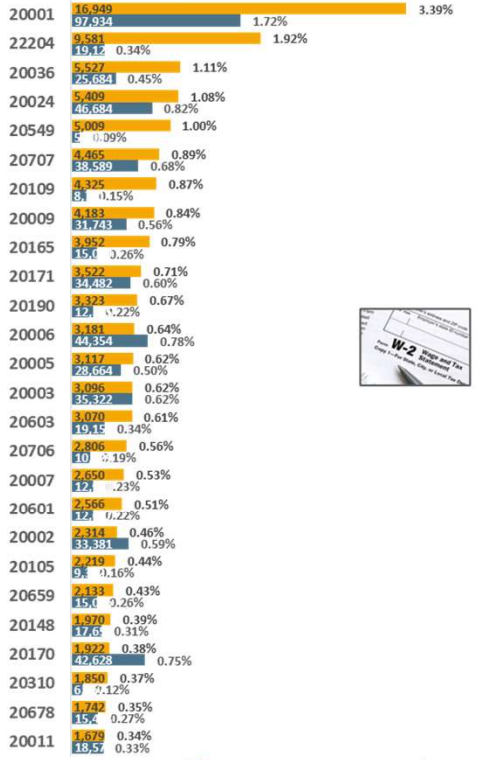


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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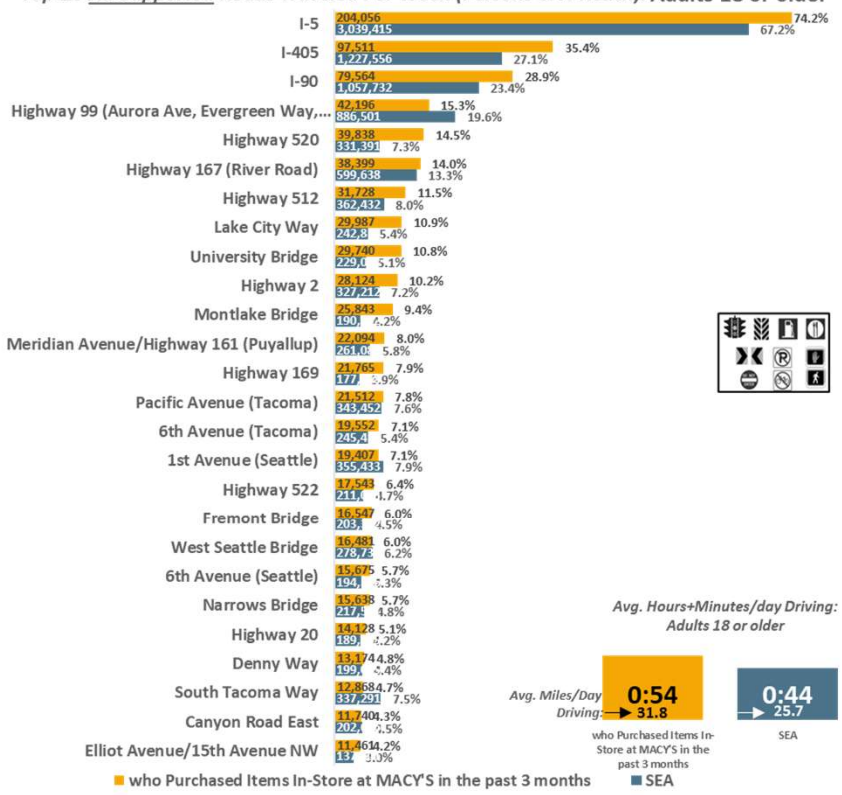
WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 599

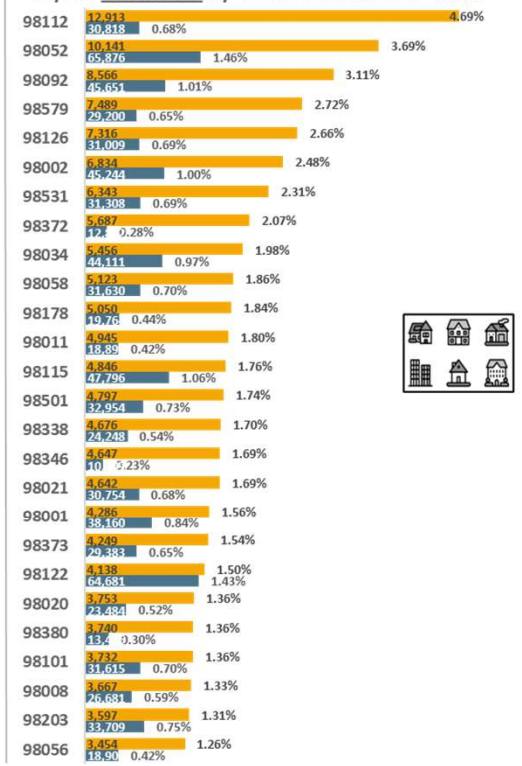
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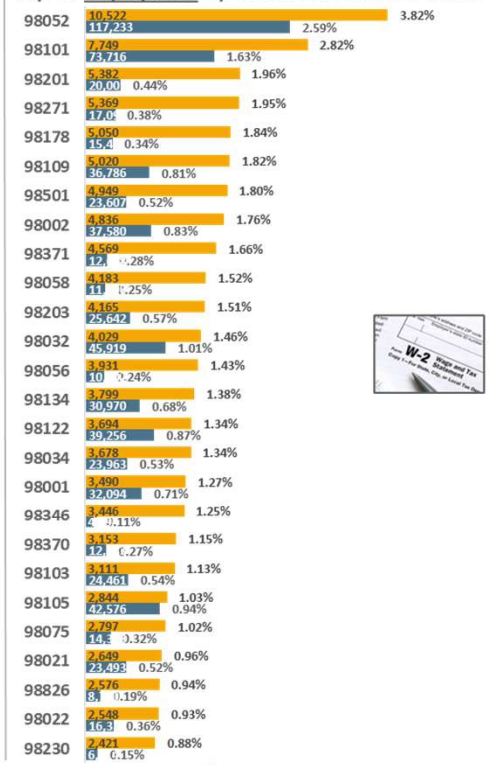
[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]



242,650 or 88.2% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months spend an average of 54.7 minutes per day driving an average of 31.8 miles each day and are 122.6% more likely to use Montlake Bridge than the Metro average.







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SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 276

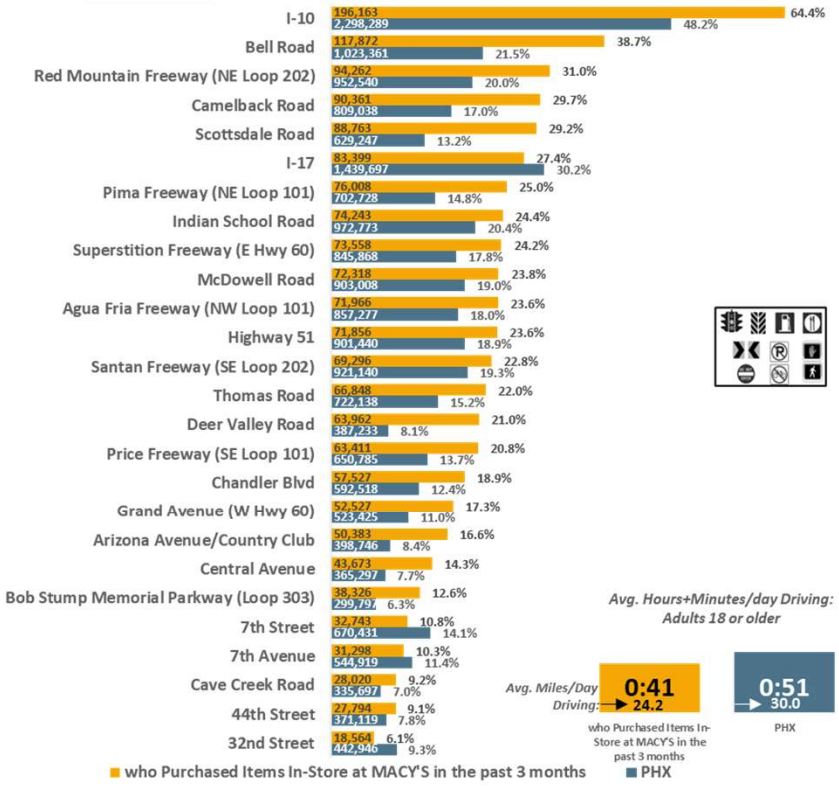
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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]



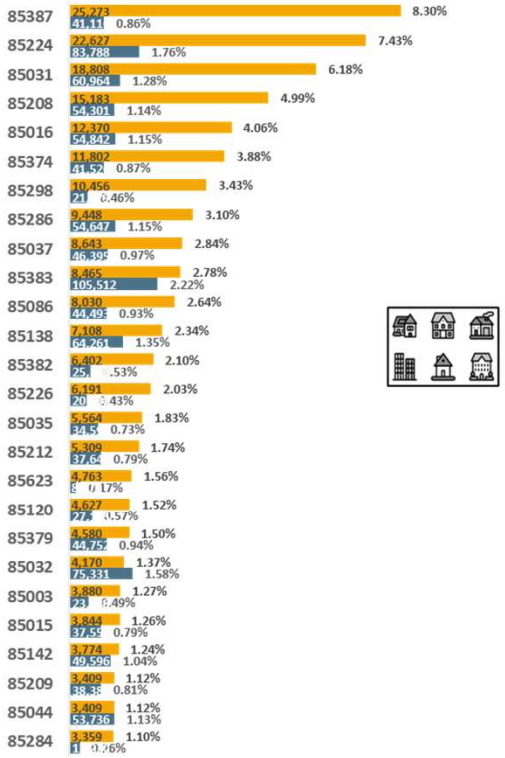
286,524 or 94.1% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months spend an average of 41.6 minutes per day driving an average of 24.2 miles each day and are 158.5% more likely to use Deer Valley Road than the Metro average

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

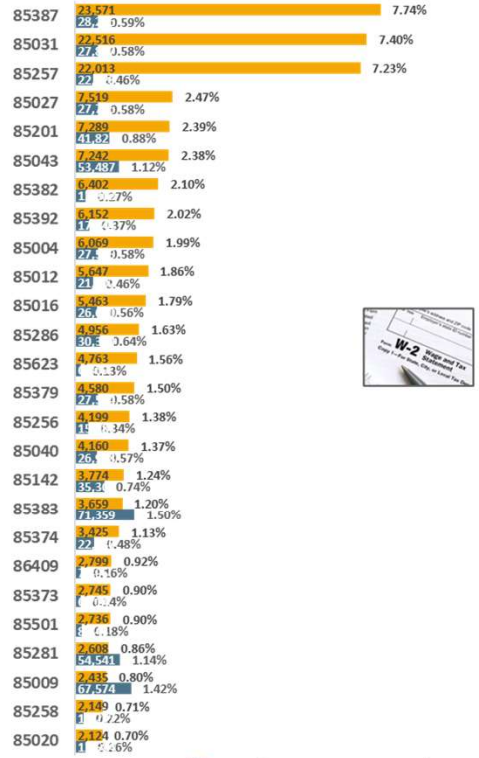


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



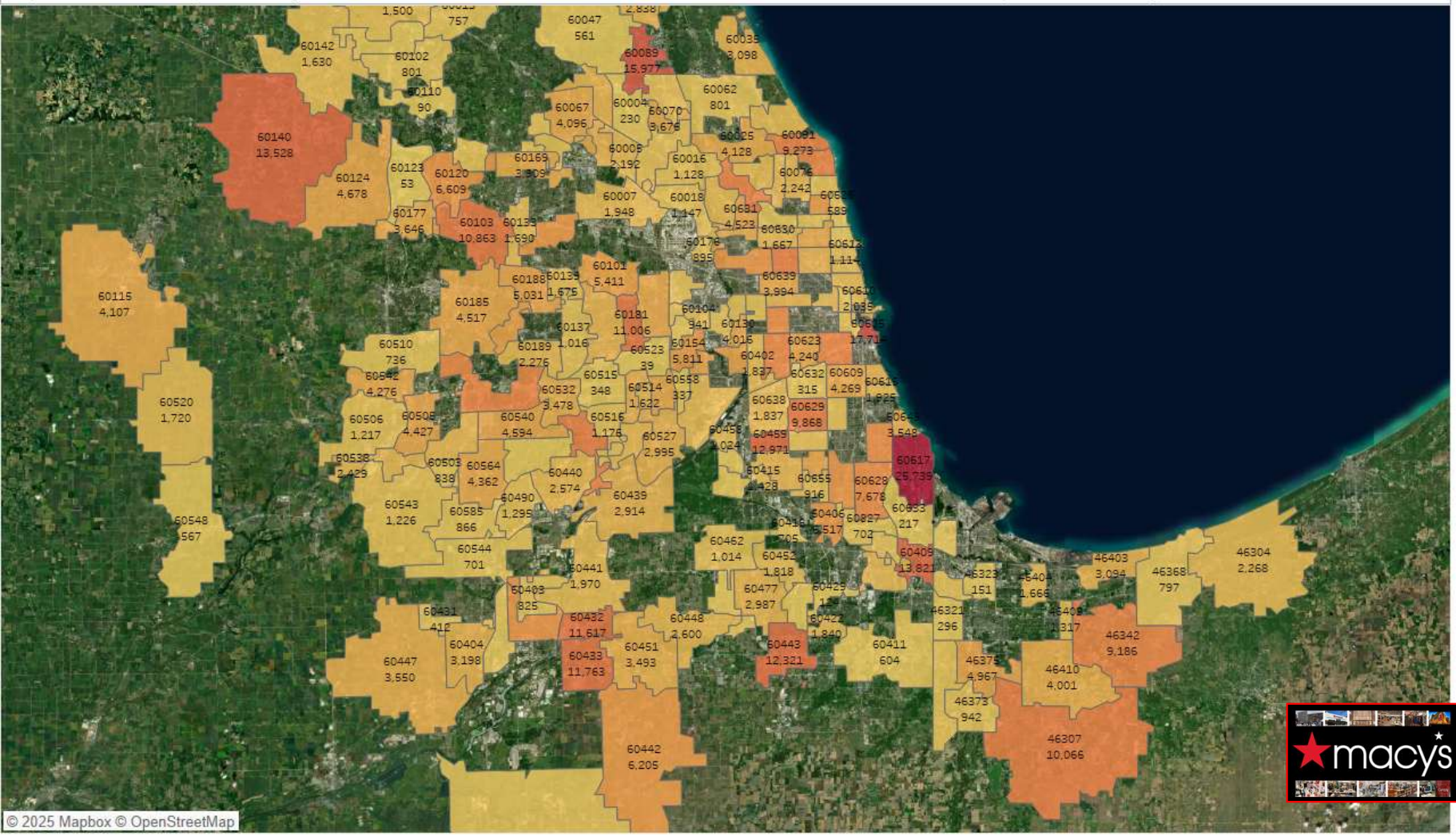
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PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 160

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

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



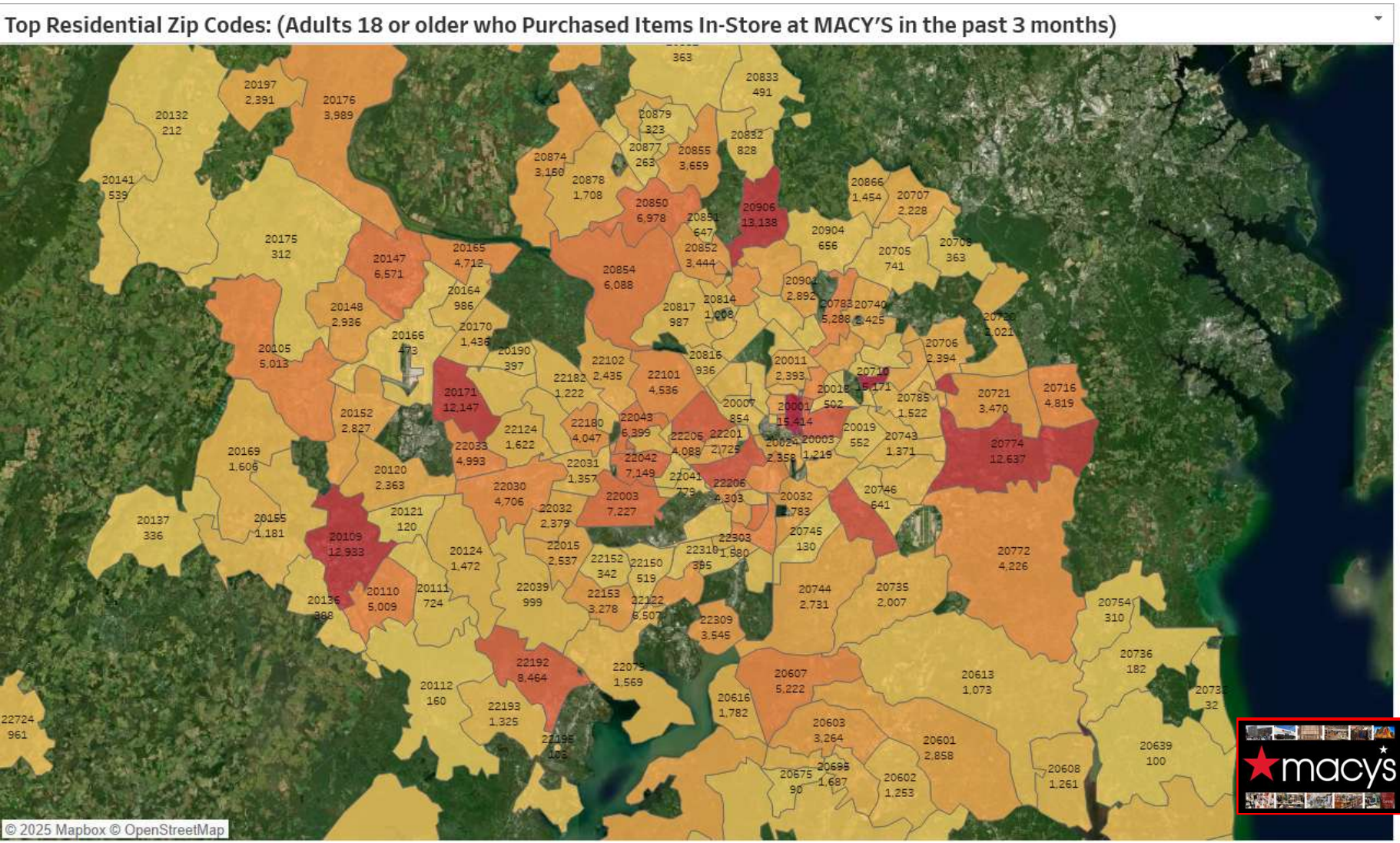
CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 435

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

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



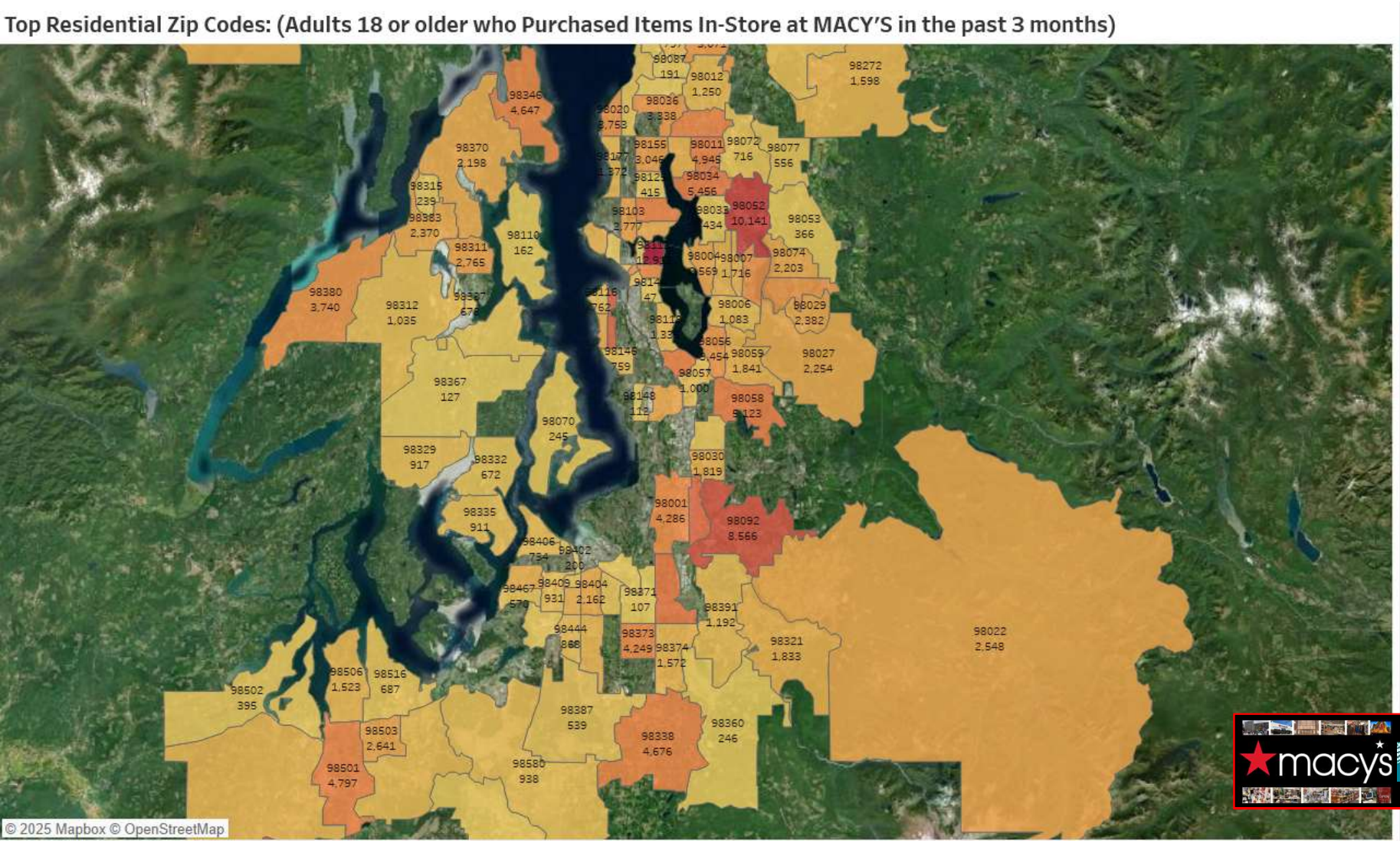
WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 599

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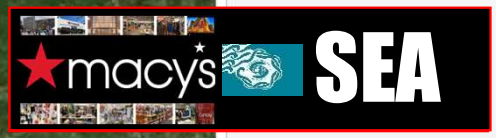
[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

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



SUM(Adults 18 or older ...

47 12,913



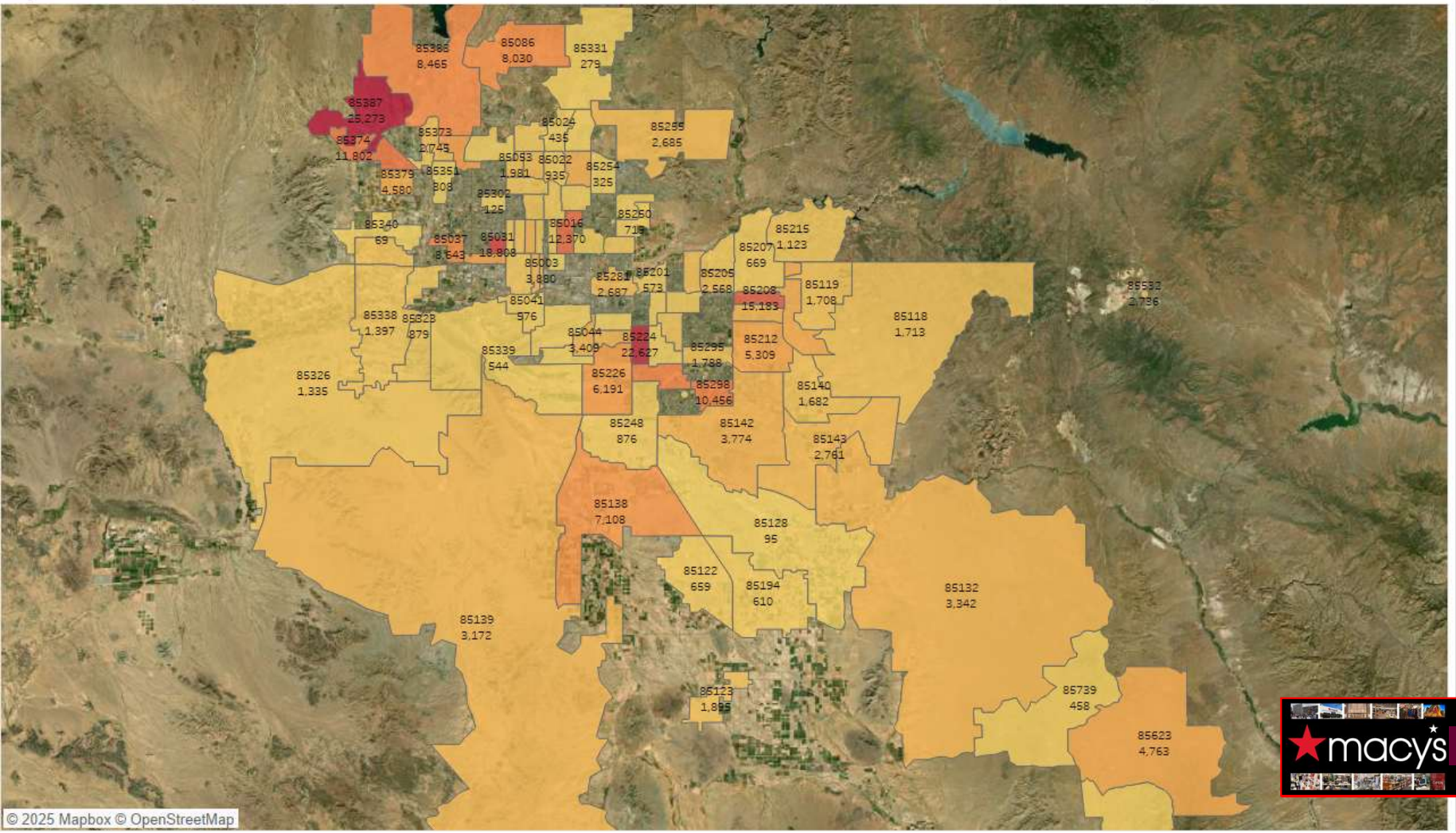
SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 276

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

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



SUM(Adults 18 or older ...

62 25,273

macys PHX

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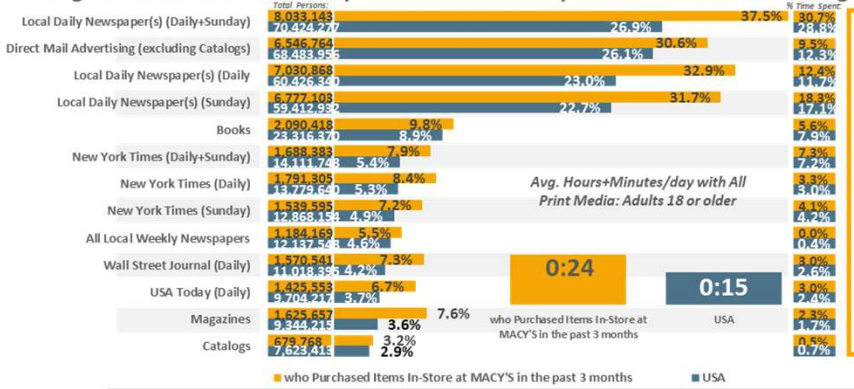
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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

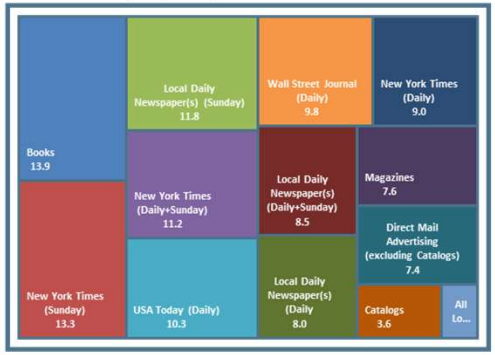


8,033,143 or 37.5% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.9 minutes every day representing 32.5% of all time spent daily with All forms of Print M

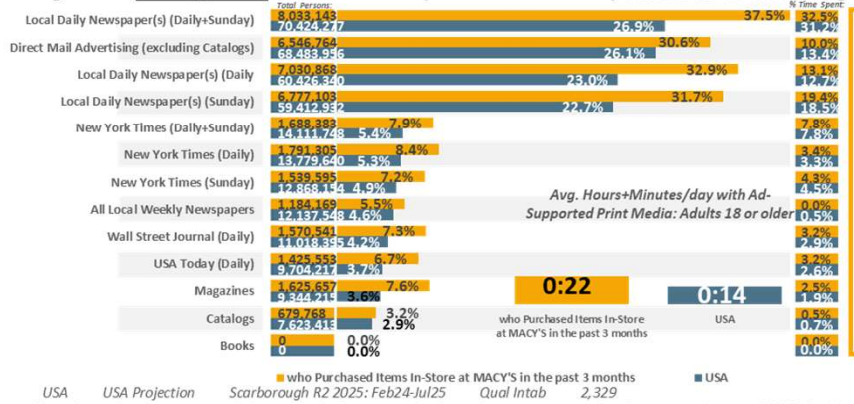
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



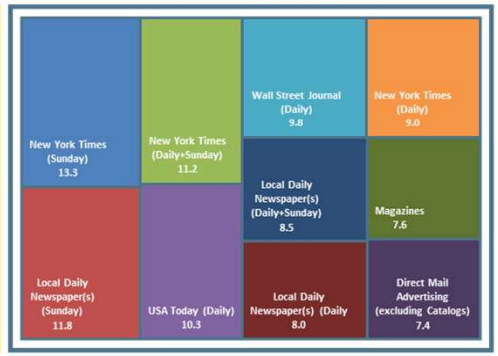




Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older







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

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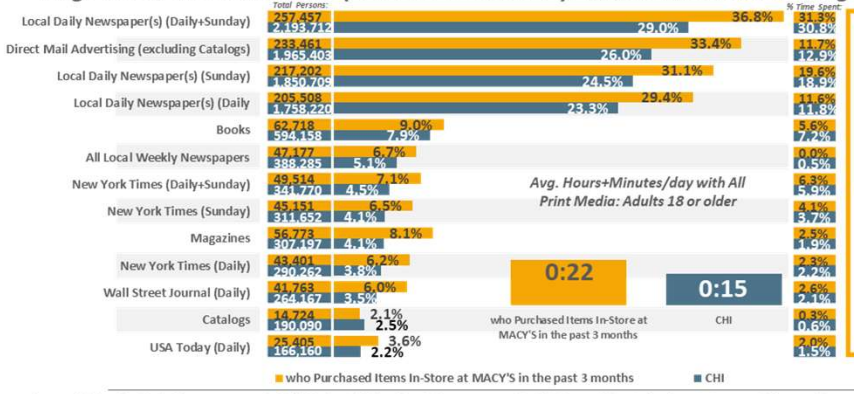
USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445

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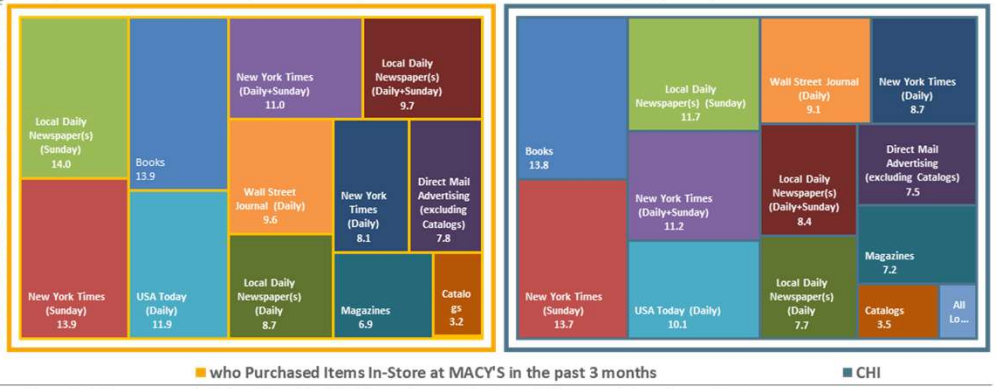
[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

257,457 or 36.8% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.7 minutes every day representing 33.1% of all time spent daily with All forms of Print Med

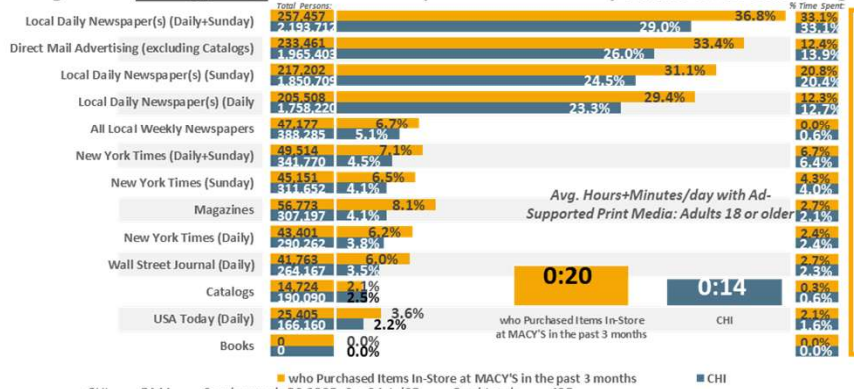
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



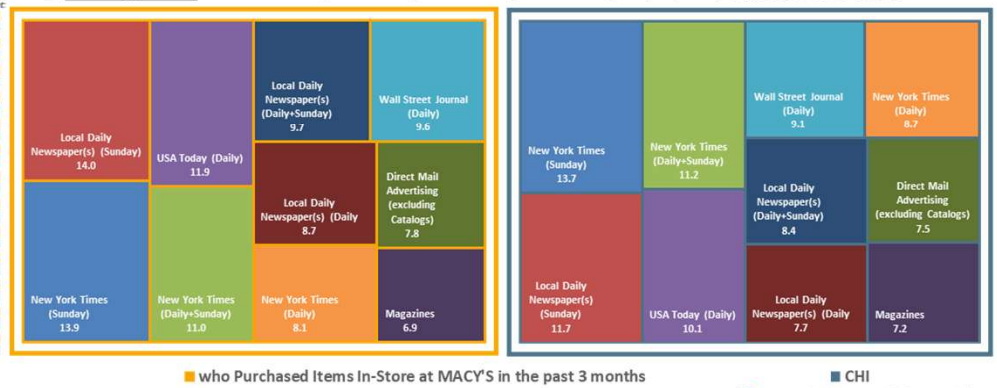
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 435

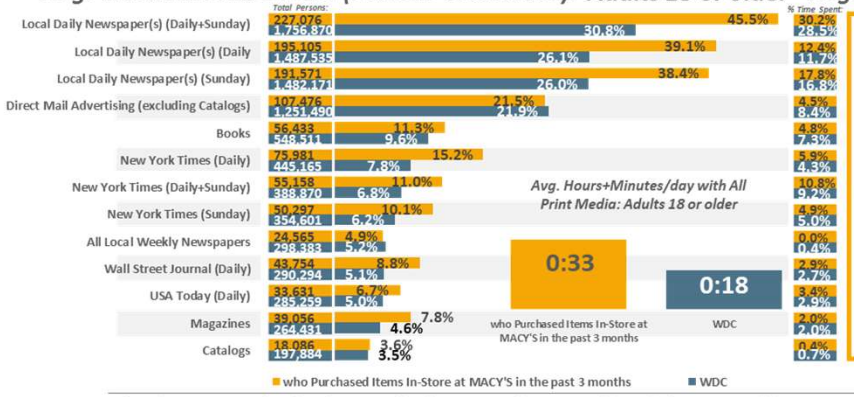
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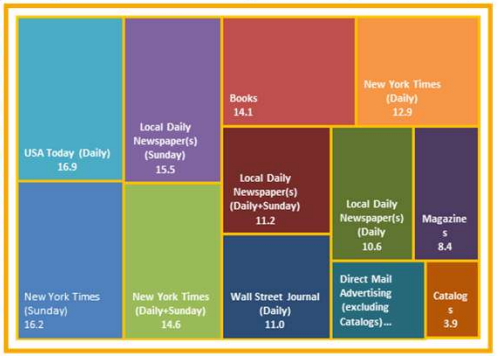
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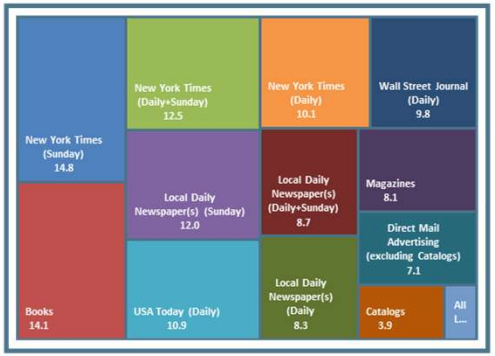
[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

227,076 or 45.5% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.2 minutes every day representing 31.7% of all time spent daily with All forms of Print Me

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

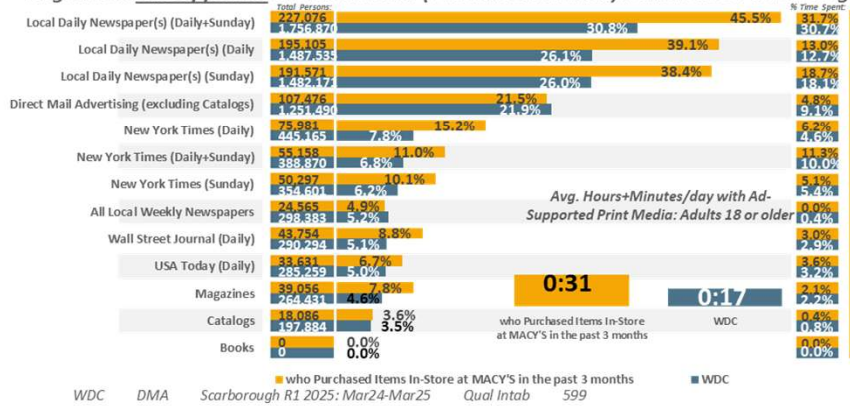




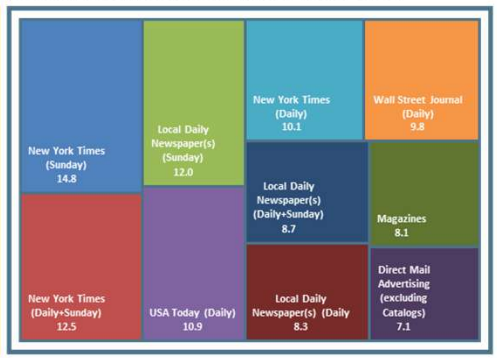


■ who Purchased Items In-Store at MACY'S in the past 3 months ■ WDC

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







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

WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 599

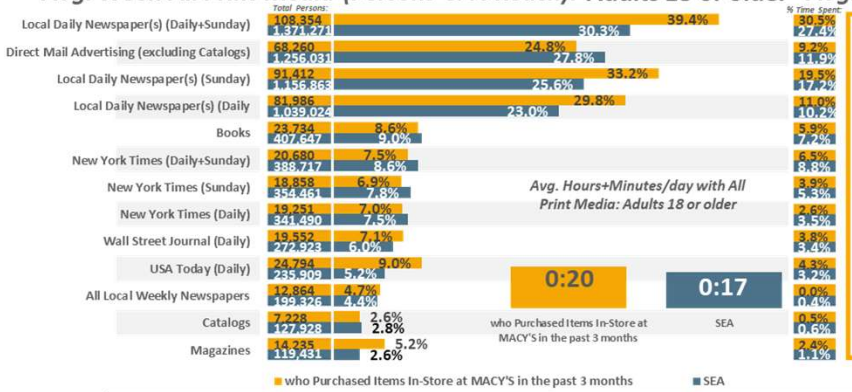
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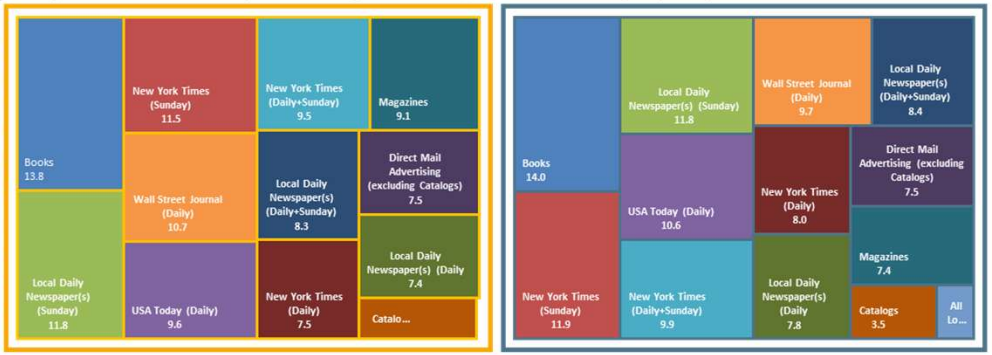
[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

108,354 or 39.4% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.3 minutes every day representing 32.4% of all time spent daily with All forms of Print Med

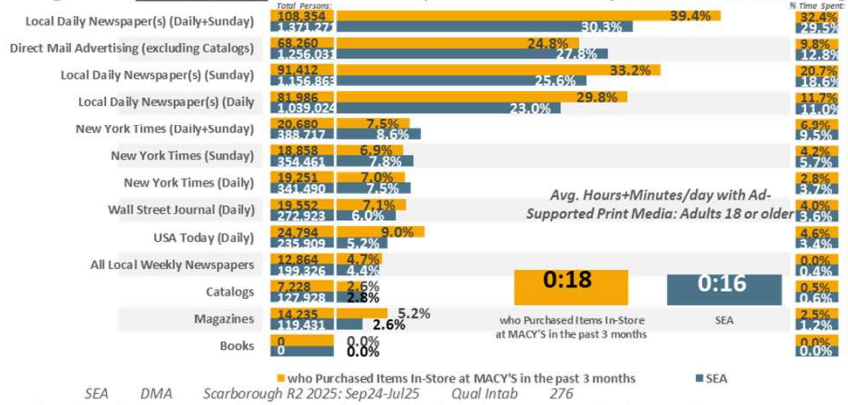
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 276

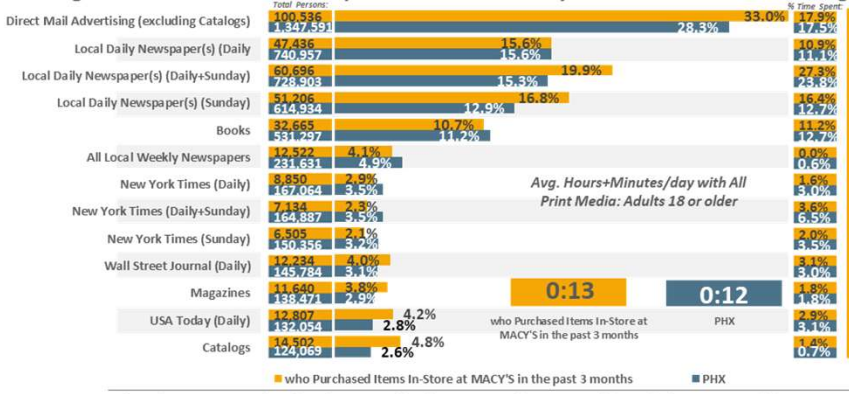
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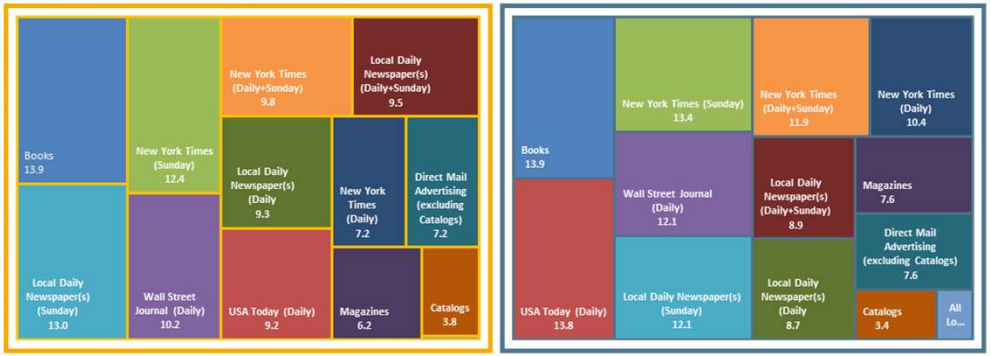
[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

60,696 or 19.9% of Adults 18 or older who Purchased Items In-Store at MACY'S in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.5 minutes every day representing 30.7% of all time spent daily with All forms of Print Medi

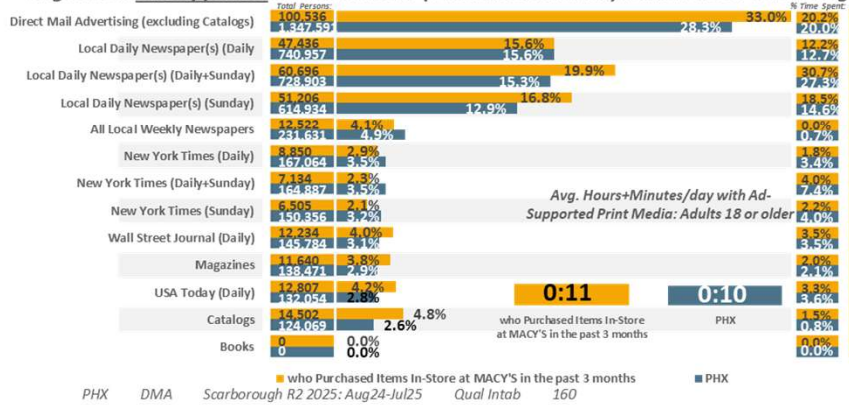
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 160

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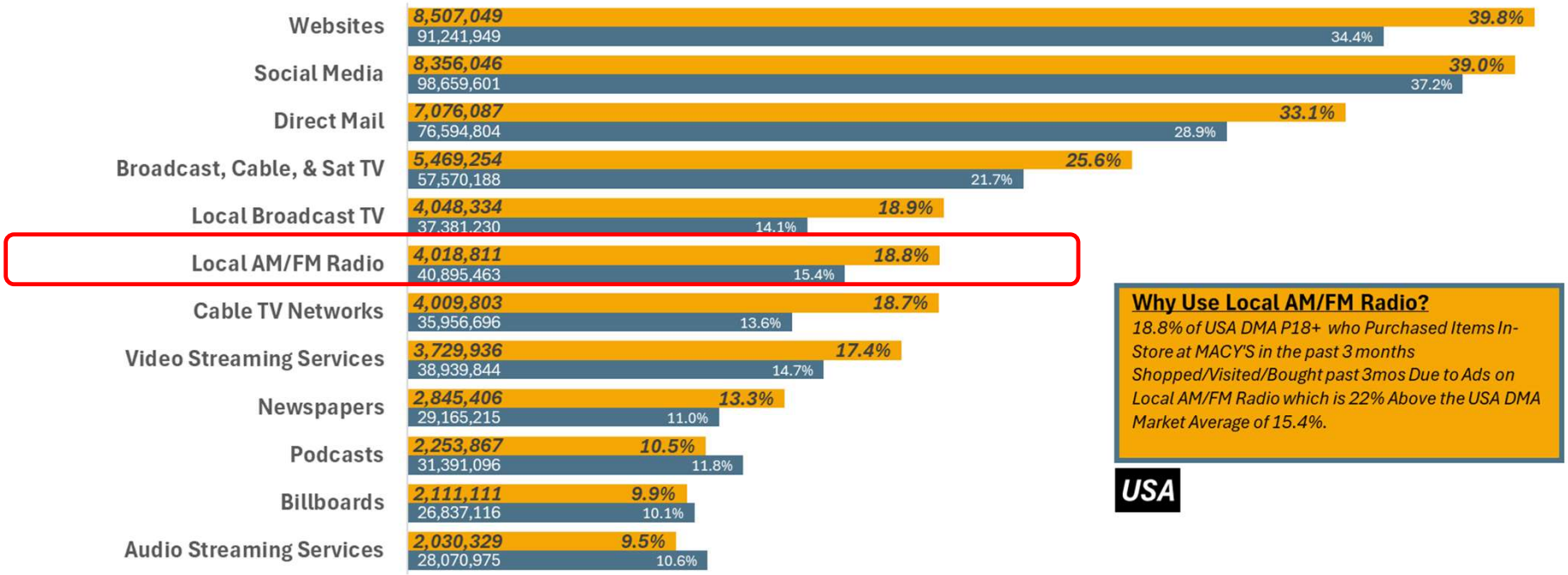
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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

macy's USA

"Advertising Actions"

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



Why Use Local AM/FM Radio?

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

USA

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

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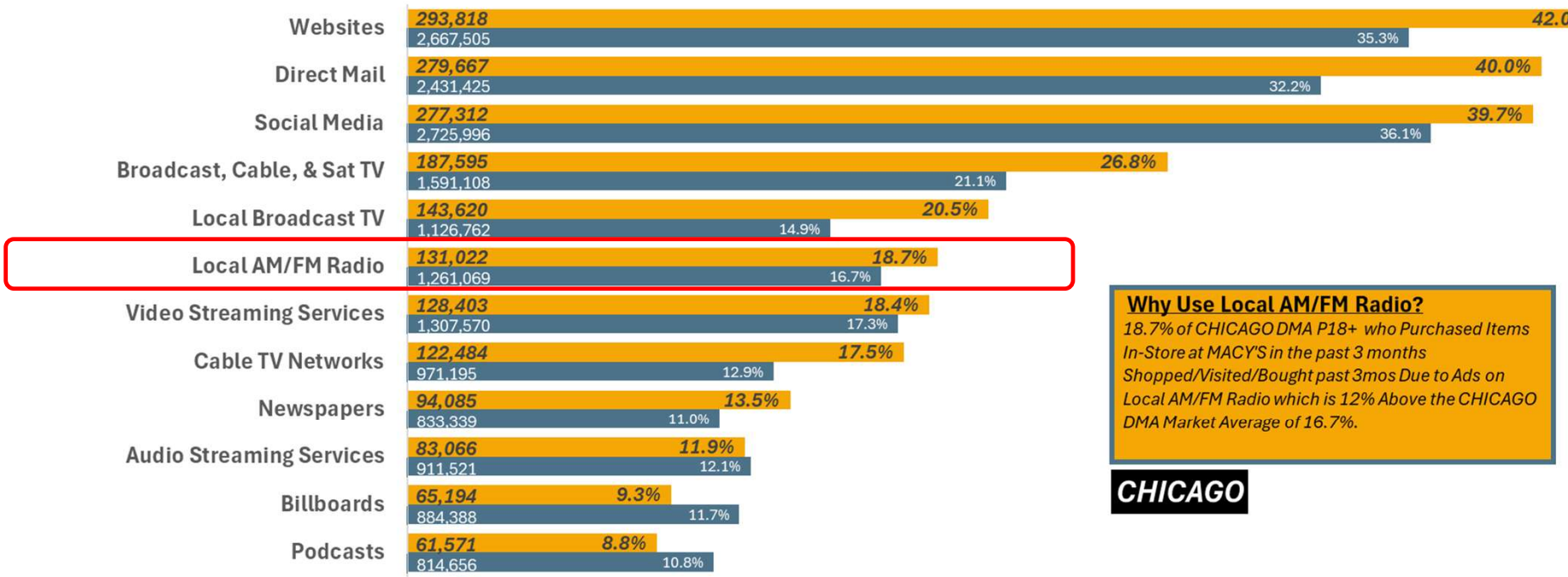
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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

macy's CHI

"Advertising Actions"

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



Why Use Local AM/FM Radio?

18.7% of CHICAGO DMA P18+ who Purchased Items In-Store at MACY'S in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 12% Above the CHICAGO DMA Market Average of 16.7%.

CHICAGO

CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 435

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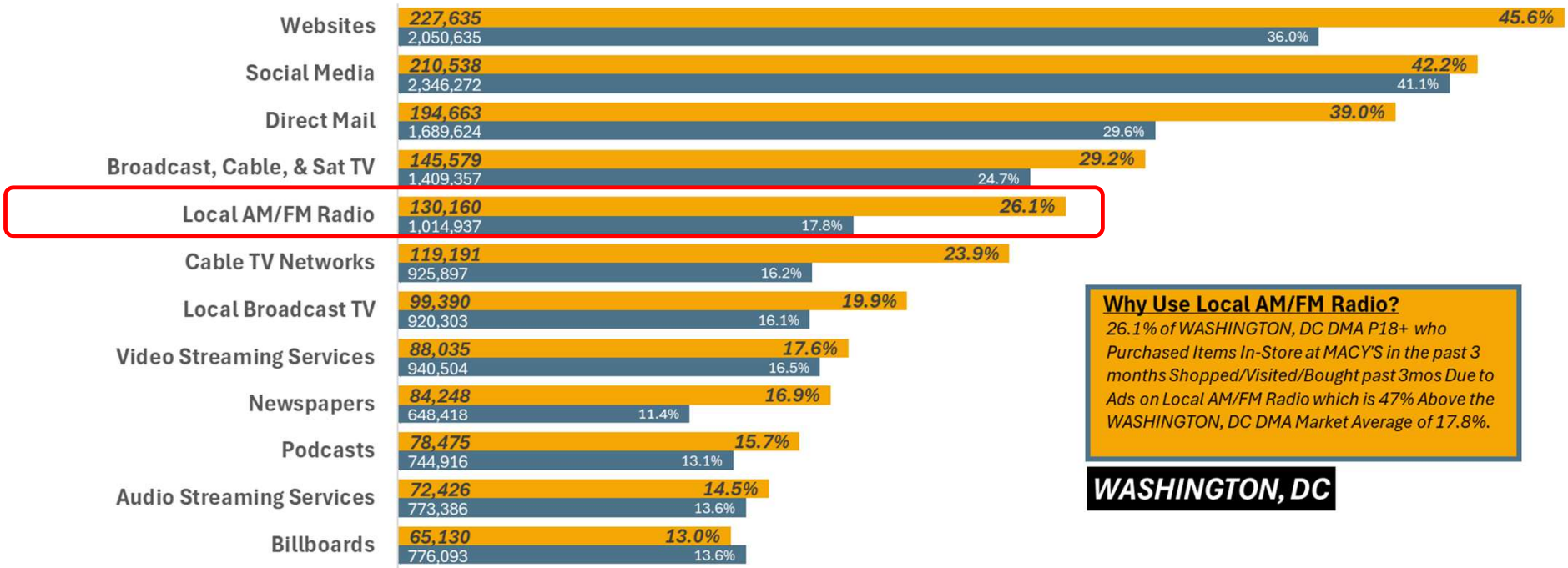
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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

macy's WDC

"Advertising Actions"

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



Why Use Local AM/FM Radio?

26.1% of WASHINGTON, DC DMA P18+ who Purchased Items In-Store at MACY'S in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 47% Above the WASHINGTON, DC DMA Market Average of 17.8%.

WASHINGTON, DC

WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab: 599

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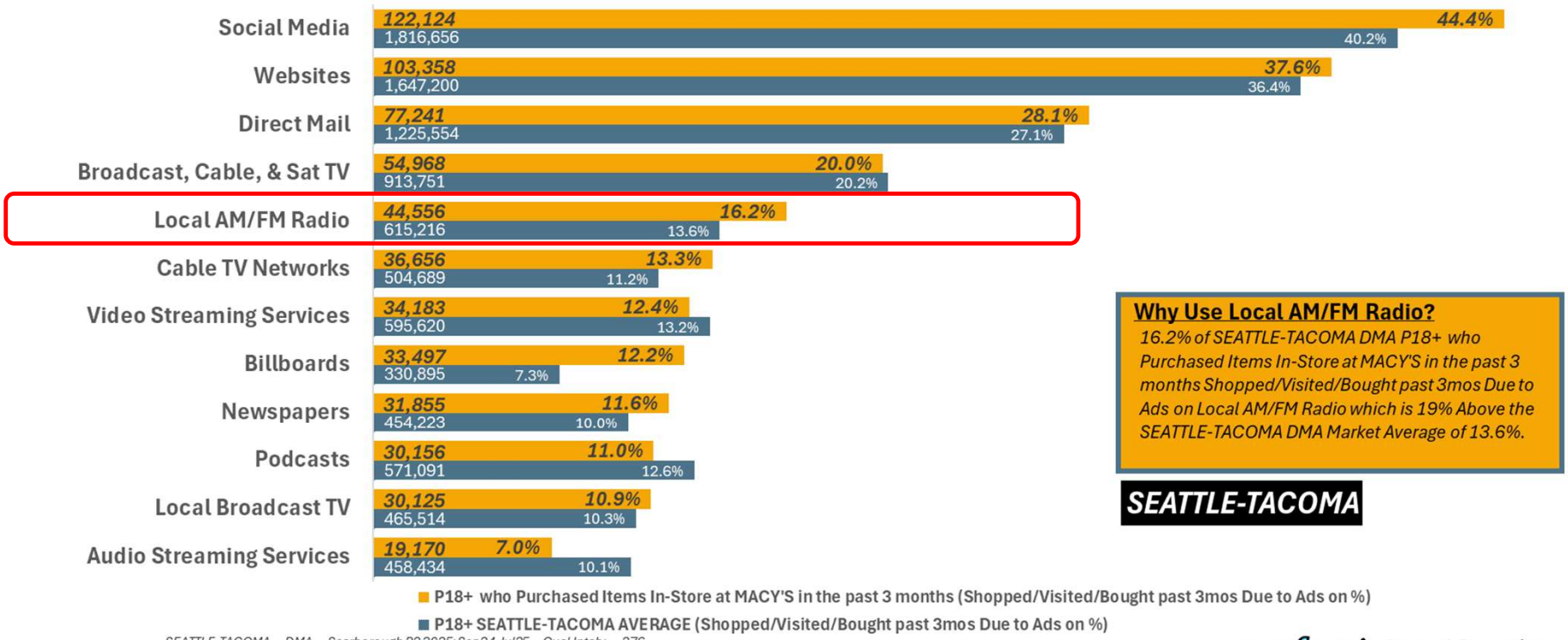
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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

macy's SEA

"Advertising Actions"

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



Why Use Local AM/FM Radio?

16.2% of SEATTLE-TACOMA DMA P18+ who Purchased Items In-Store at MACY'S in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 19% Above the SEATTLE-TACOMA DMA Market Average of 13.6%.

SEATTLE-TACOMA

SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 276

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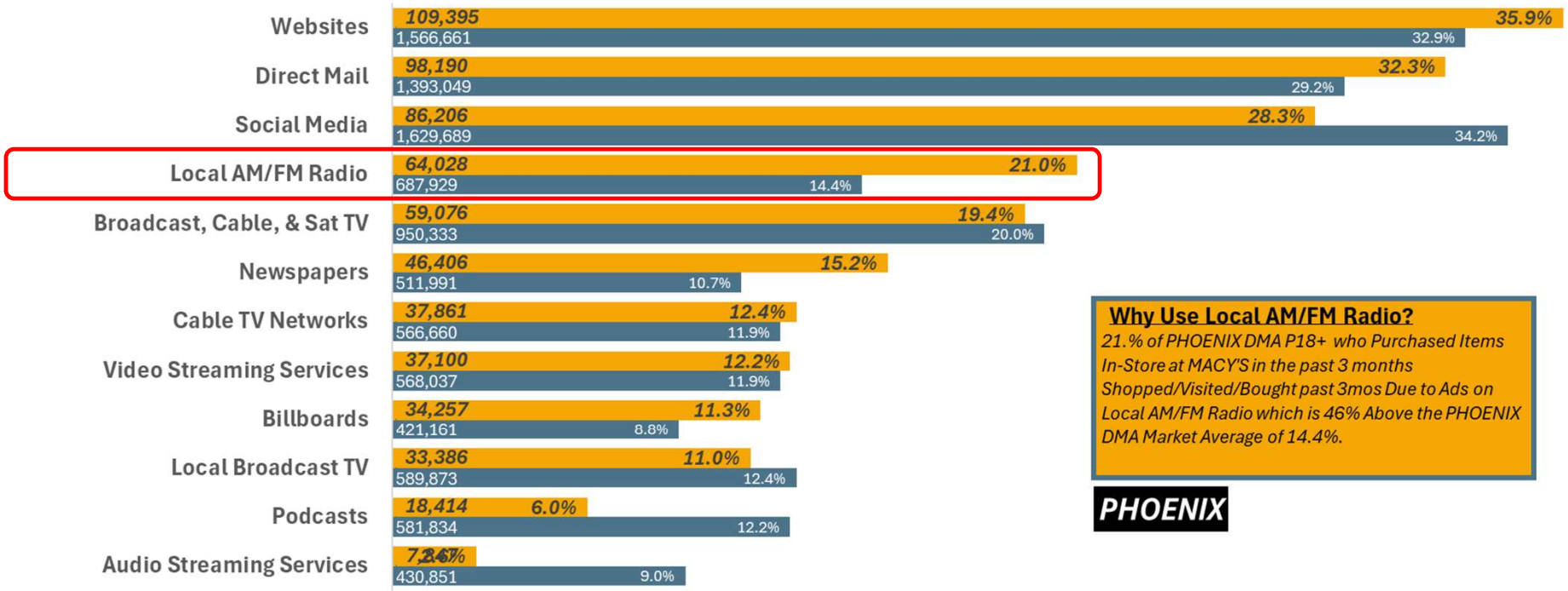
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[(Major stores shopped in-store past 3 months: Macy's AND Major stores bought past 3 months: Macy's)]

macy's PHX

"Advertising Actions"

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



Why Use Local AM/FM Radio?

21.% of PHOENIX DMA P18+ who Purchased Items In-Store at MACY'S in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 46% Above the PHOENIX DMA Market Average of 14.4%.

PHOENIX

PHOENIX DMA Scarborough R2 2025:Aug24-Jul25 Qual Intab: 160

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