

USA+4 DMAs – P18+ who Buy MOST of their Groceries every week at WALMART!

Complete Demographic & Media Use Profiles



Walmart



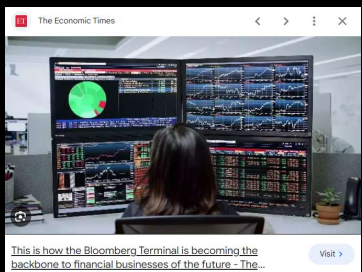
Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA and PHOENIX DMA P18+ who Buy Most of their Groceries every week at WALMART as of March 31, 2026.



Walmart
Neighborhood Market



P18+



WALTON ENTERPRISES Vanguard BlackRock



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

(((Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)))



18.0% or 49,071,510 of USA DMA Adults 18 or older Buy MOST of their Groceries every week at WALMART.
Typical Adults 18 or older who Buy MOST of their Groceries every week at WALMART are 48.1 years old (1.6% younger than average) and have a \$92,138 (21.4% lower than average) annual household income.

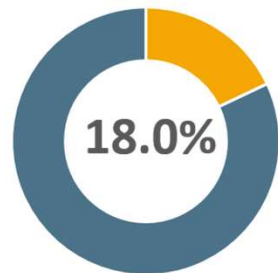


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



■ who Buy MOST of their Groceries every week at WALMART
■ Remainder of USA DMA

Total Persons:

49,071,510

224,102,990

%M vs. %F:

47.6%

49.2%

Average Age:

47.8

48.6

Persons:

23,349,080

134,358,784

52.4%

48.3

25,722,430

50.8%

49.0

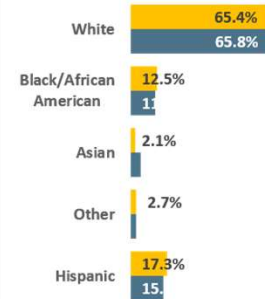
138,815,716

Men

Men

Women

Women



■ who Buy MOST of their Groceries every week at WALMART ■ USA

Age Cell Demographics of Target vs. Market:

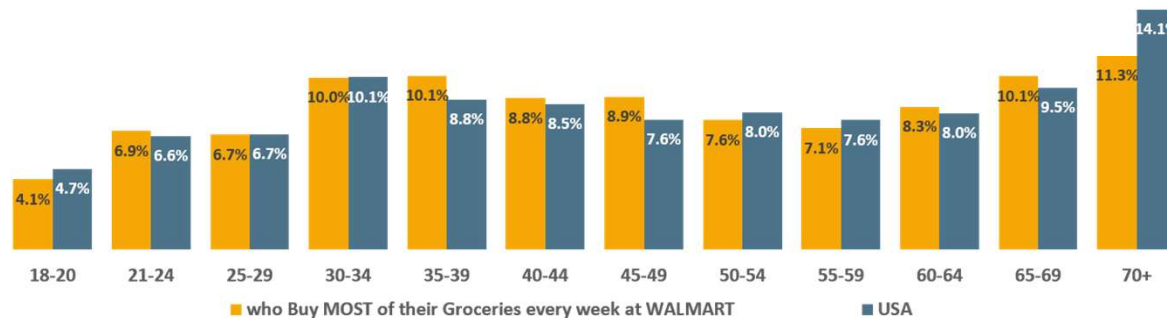
Average Age:

Adults 18 or older

48.1

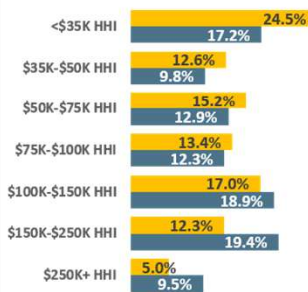
48.8

■ who Buy MOST of their Groceries every week at WALMART ■ USA



■ who Buy MOST of their Groceries every week at WALMART ■ USA

HHI of Target vs. Market:



Avg HHI: \$92,138 \$117,258

USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 4,111
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[[[Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)]]]



13.5% or 1,028,497 of CHI DMA Adults 18 or older Buy MOST of their Groceries every week at WALMART. Typical Adults 18 or older who Buy MOST of their Groceries every week at WALMART are 46.9 years old (3.0% younger than average) and have a \$94,739 (15.8% lower than average) annual household income.

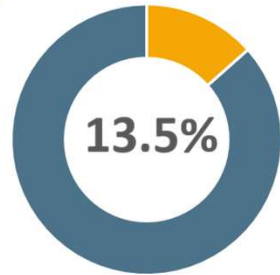


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



- who Buy MOST of their Groceries every week at WALMART
- Remainder of CHI DMA

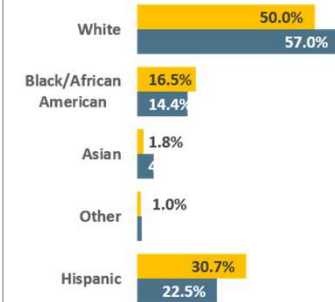
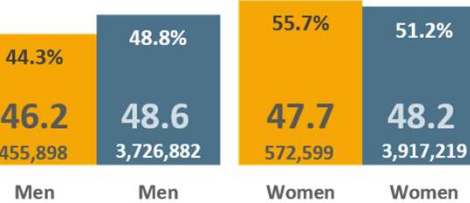
Total Persons:

1,028,497 6,615,604

%M vs. %F:

Average Age:

Persons:



who Buy MOST of their Groceries every week at WALMART CHI

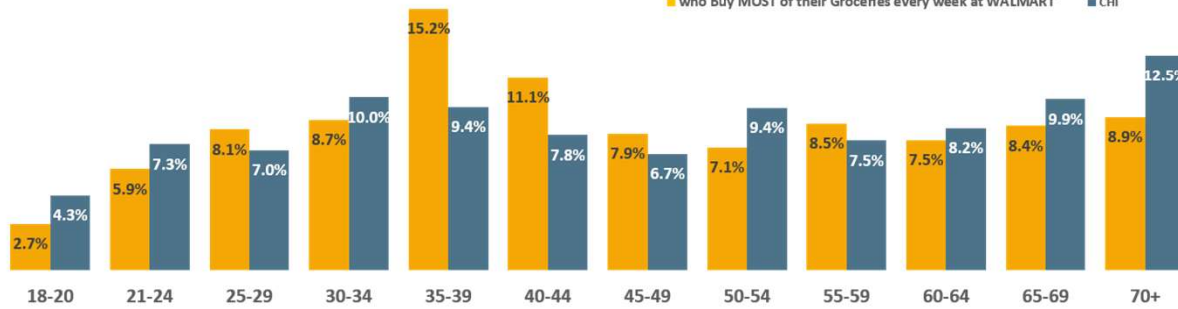
Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older



who Buy MOST of their Groceries every week at WALMART CHI

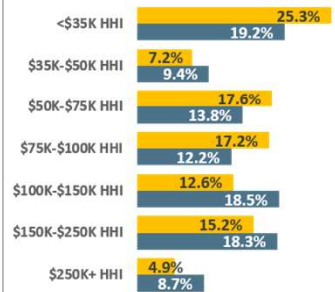


who Buy MOST of their Groceries every week at WALMART

CHI



HHI of Target vs. Market:



Avg HHI:

\$94,739 \$112,514



14.7% or 846,467 of WDC DMA Adults 18 or older Buy MOST of their Groceries every week at WALMART. Typical Adults 18 or older who Buy MOST of their Groceries every week at WALMART are 47.1 years old (1.8% younger than average) and have a \$117,904 (15.4% lower than average) annual household income.

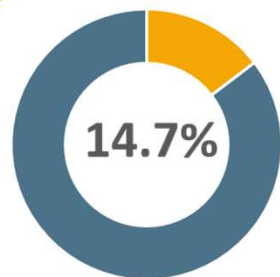


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



- who Buy MOST of their Groceries every week at WALMART
- Remainder of WDC DMA

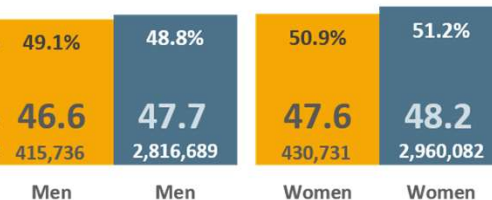
Total Persons:



%M vs. %F:

Average Age:

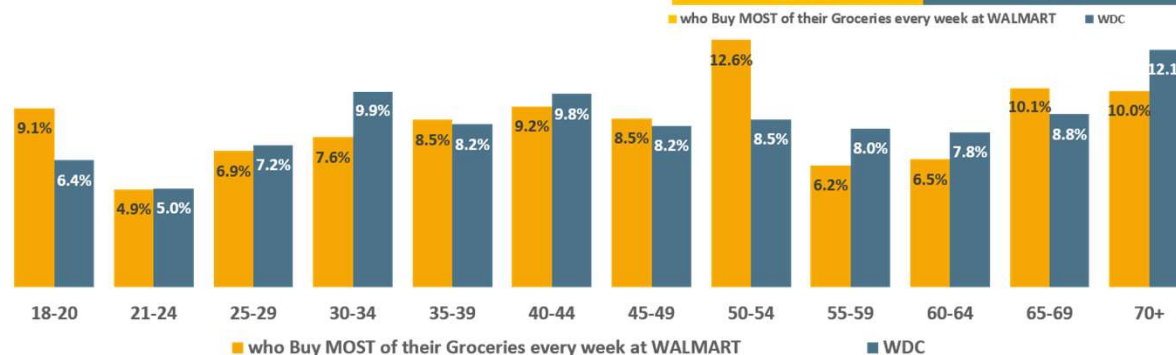
Persons:



Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older

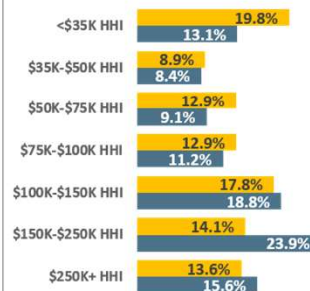


who Buy MOST of their Groceries every week at WALMART

WDC



HHI of Target vs. Market:



Avg HHI:



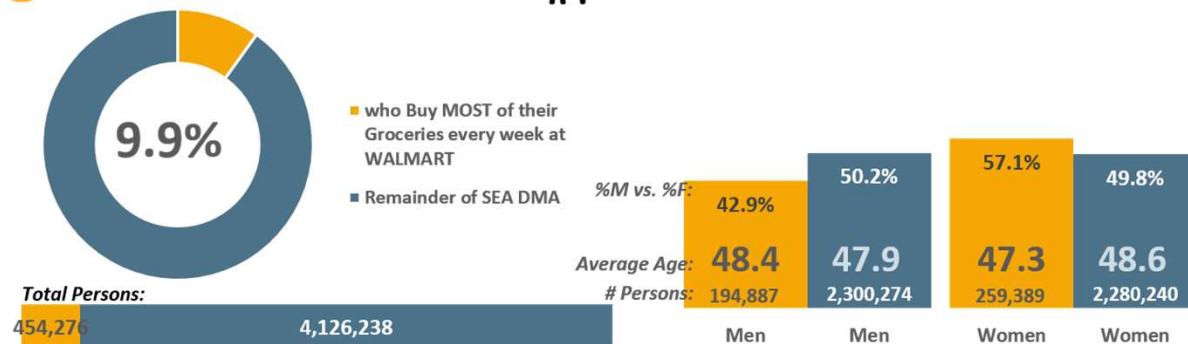
WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 806
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(((Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)))

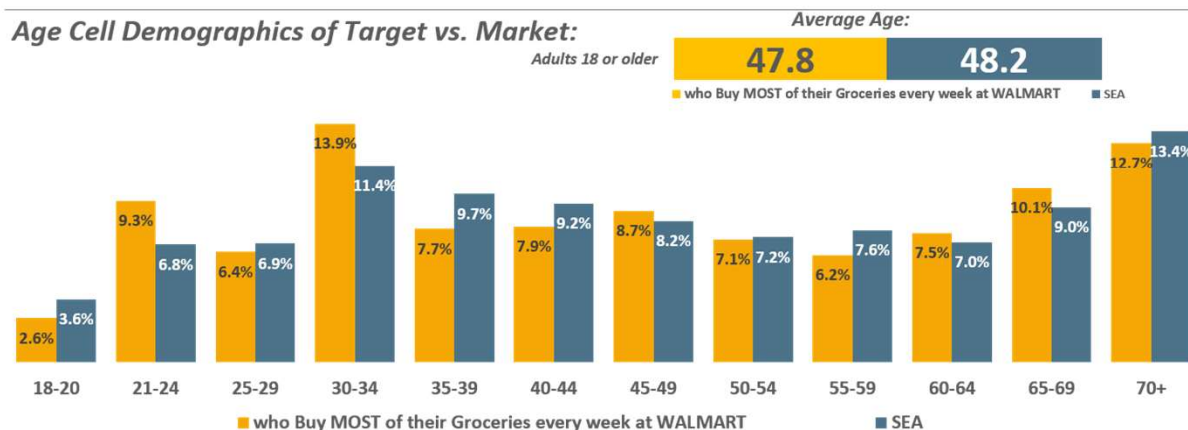


9.9% or 454,276 of SEA DMA Adults 18 or older Buy MOST of their Groceries every week at WALMART. Typical Adults 18 or older who Buy MOST of their Groceries every week at WALMART are 47.8 years old (.8% younger than average) and have a \$84,835 (34.1% lower than average) annual household income.

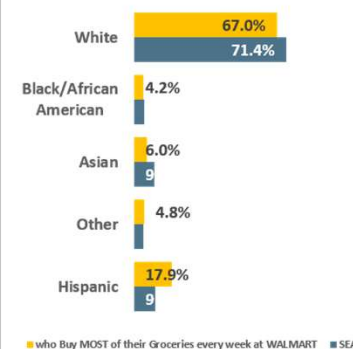
Percent of Market: Adults 18 or older Gender of Target vs. Market: Adults 18 or older



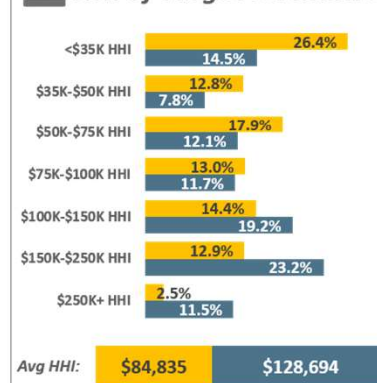
Age Cell Demographics of Target vs. Market:



Ethnicity of Target vs. Market:



HHI of Target vs. Market:



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 342
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23.4% or 1,129,107 of PHX DMA Adults 18 or older Buy MOST of their Groceries every week at WALMART. Typical Adults 18 or older who Buy MOST of their Groceries every week at WALMART are 46.7 years old (4.7% younger than average) and have a \$89,130 (16.8% lower than average) annual household income.

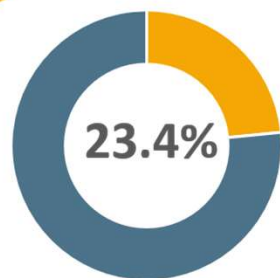


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



- who Buy MOST of their Groceries every week at WALMART
- Remainder of PHX DMA

Total Persons:

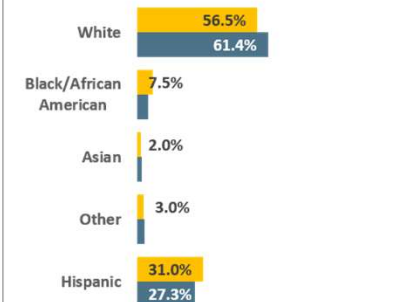
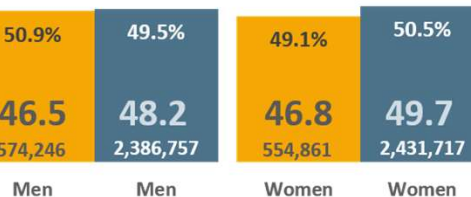
1,129,107

3,689,367

%M vs. %F:

Average Age:

Persons:



who Buy MOST of their Groceries every week at WALMART PHX

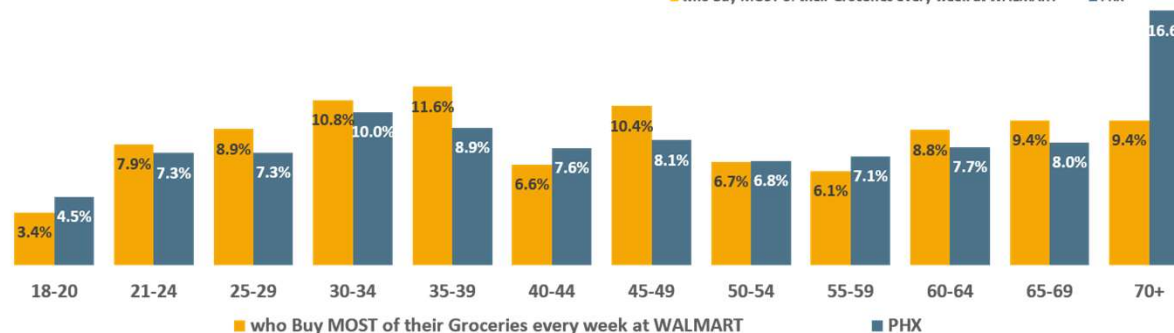
Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older



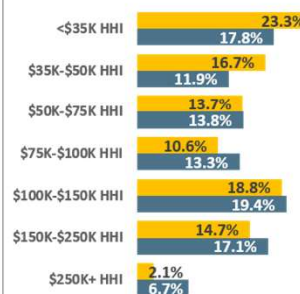
who Buy MOST of their Groceries every week at WALMART PHX



who Buy MOST of their Groceries every week at WALMART

PHX

HHI of Target vs. Market:



Avg HHI:

\$89,130

\$107,066

PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 541
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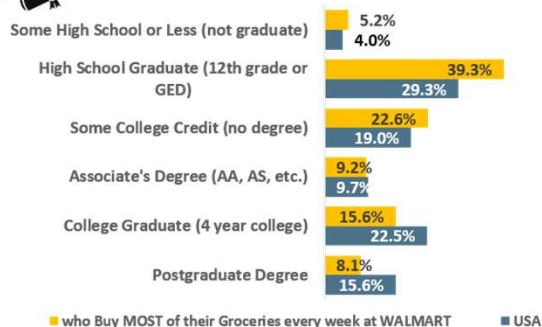
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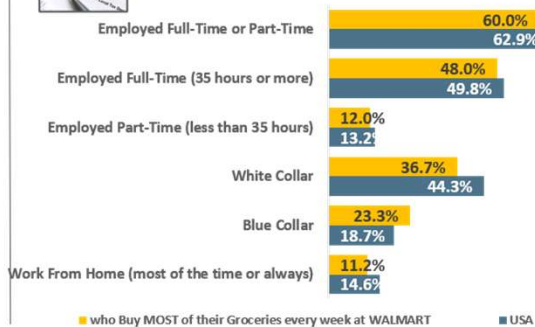
18.8% or 49,071,510 of USA DMA Adults 18 or older Buy MOST of their Groceries every week at WALMART. Adults 18 or older who Buy MOST of their Groceries every week at WALMART are 37.8% less likely to be a college graduate, 3.5% less likely to work full-time, 8.7% less likely to be married, 16.8% more likely to be a parent of 1 or more children under 18.



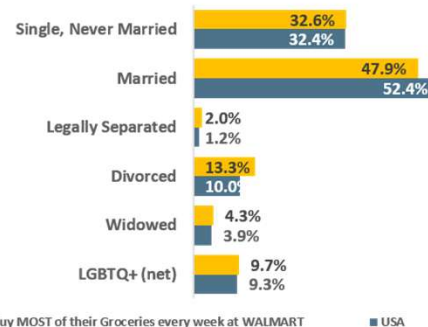
Education Levels: Adults 18 or older



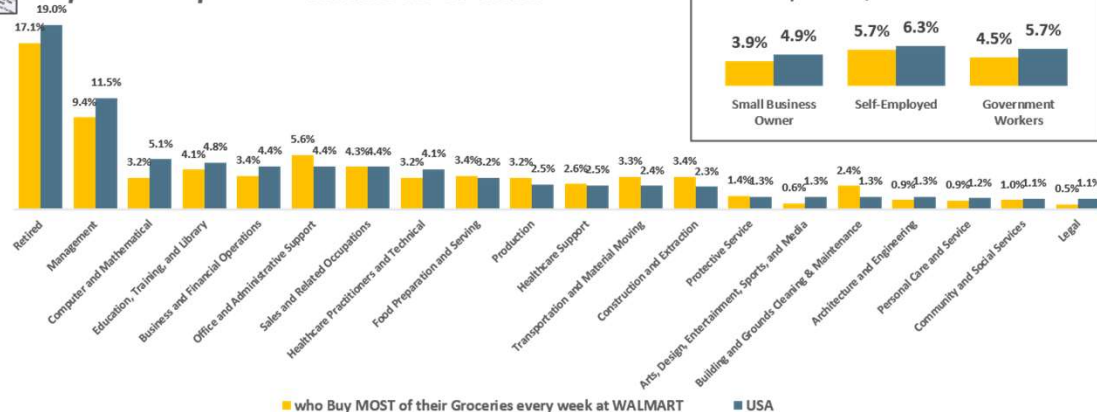
Employment: Adults 18 or older



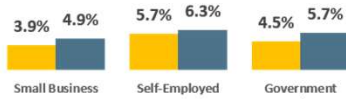
Marital Status: Adults 18 or older



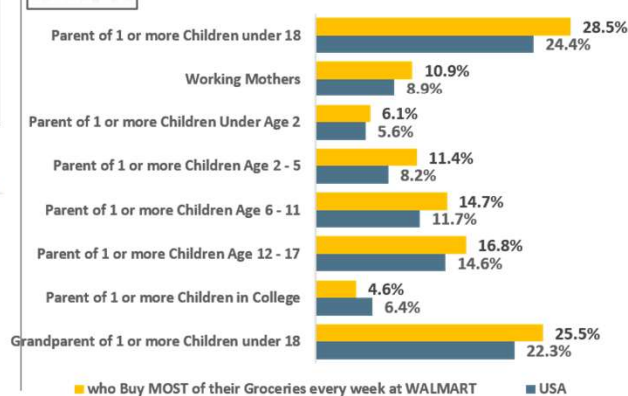
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 4,111
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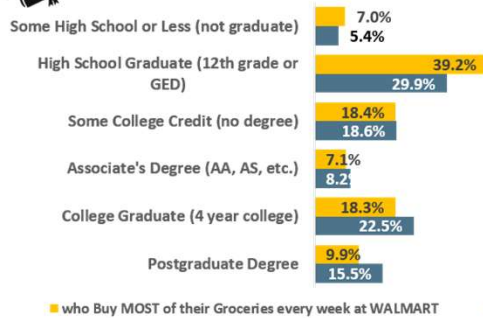
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13.5% or 1,028,497 of CHI DMA Adults 18 or older Buy MOST of their Groceries every week at WALMART. Adults 18 or older who Buy MOST of their Groceries every week at WALMART are 25.5% less likely to be a college graduate, .2% less likely to work full-time, 7.8% less likely to be married, 37.7% more likely to be a parent of 1 or more children under 18.



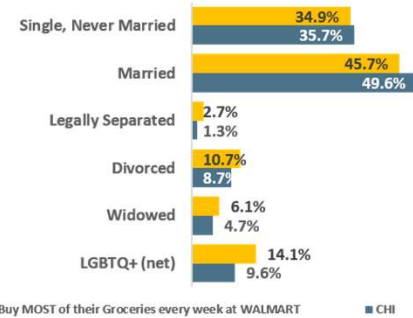
Education Levels: Adults 18 or older



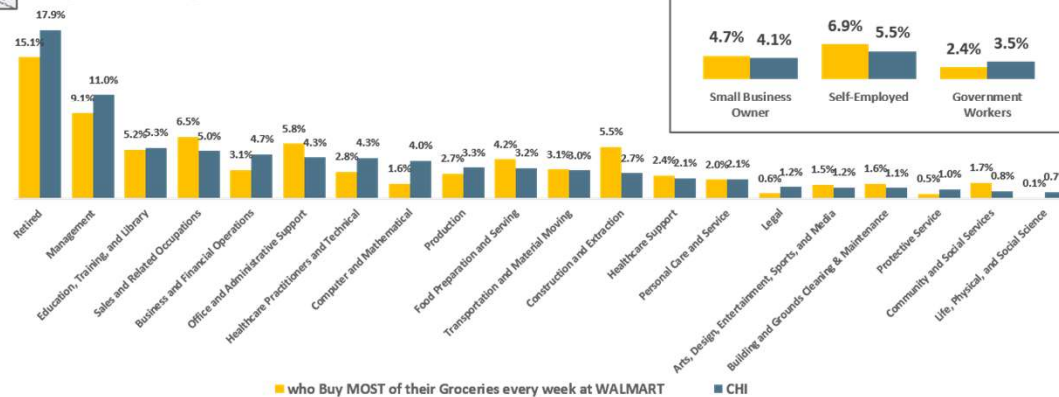
Employment: Adults 18 or older



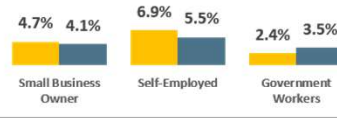
Marital Status: Adults 18 or older



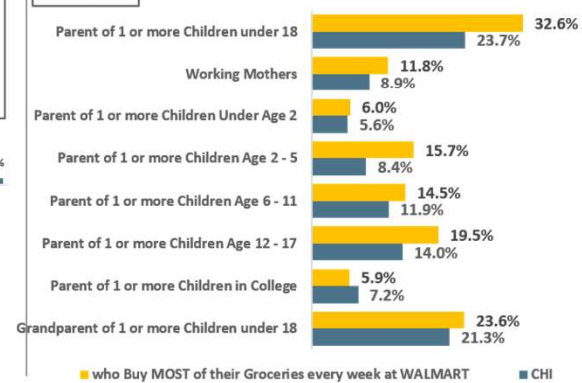
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

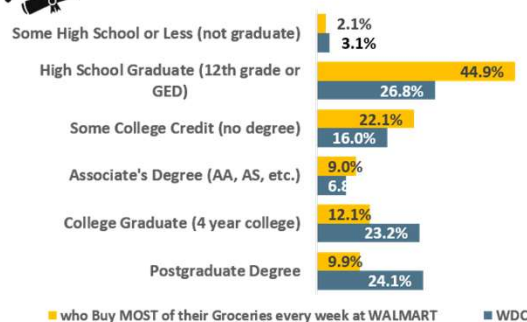




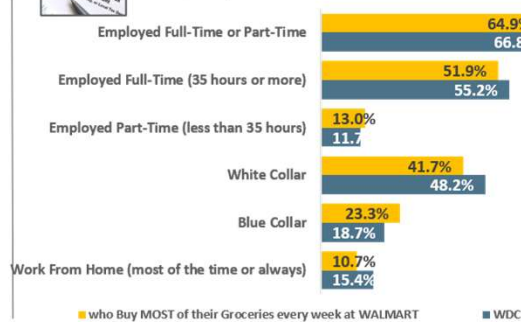
14.7% or 846,467 of WDC DMA Adults 18 or older Buy MOST of their Groceries every week at WALMART. Adults 18 or older who Buy MOST of their Groceries every week at WALMART are 53.7% less likely to be a college graduate, 5.9% less likely to work full-time, 11.1% less likely to be married, 14.5% more likely to be a parent of 1 or more children under 18.



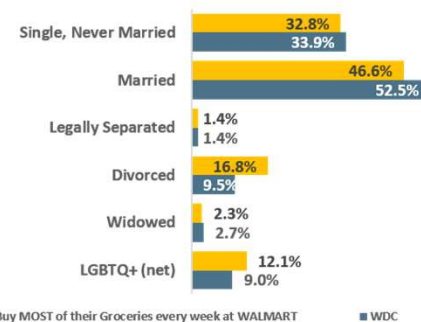
Education Levels: Adults 18 or older



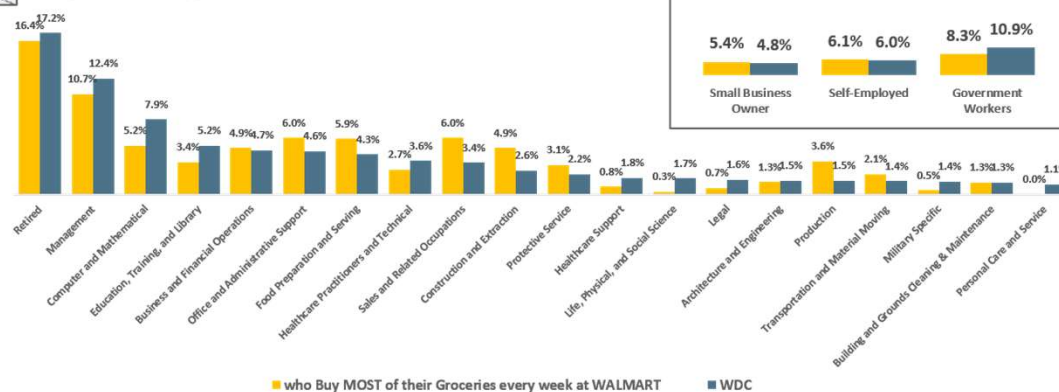
Employment: Adults 18 or older



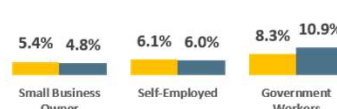
Marital Status: Adults 18 or older



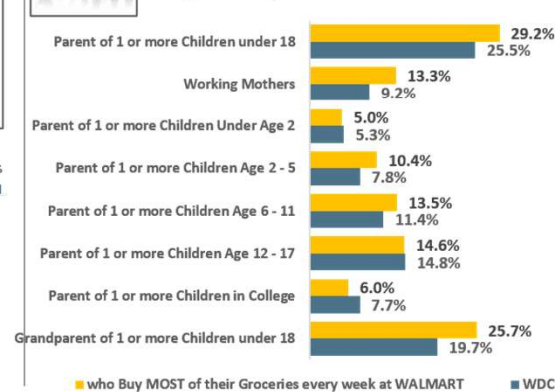
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

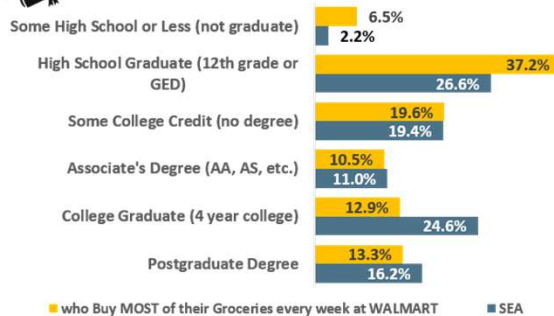




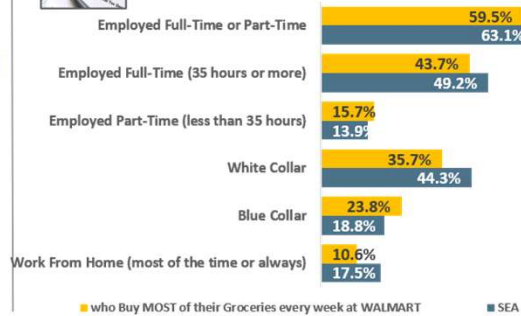
9.9% or 454,276 of SEA DMA Adults 18 or older Buy MOST of their Groceries every week at WALMART. Adults 18 or older who Buy MOST of their Groceries every week at WALMART are 35.7% less likely to be a college graduate, 11.1% less likely to work full-time, 18.4% less likely to be married, 17.7% more likely to be a parent of 1 or more children under 18.



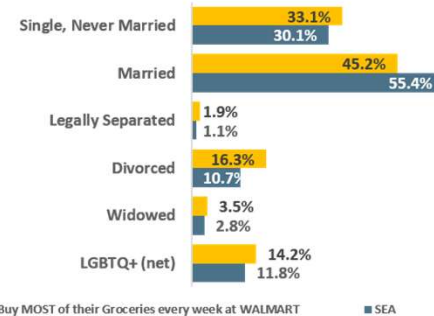
Education Levels: Adults 18 or older



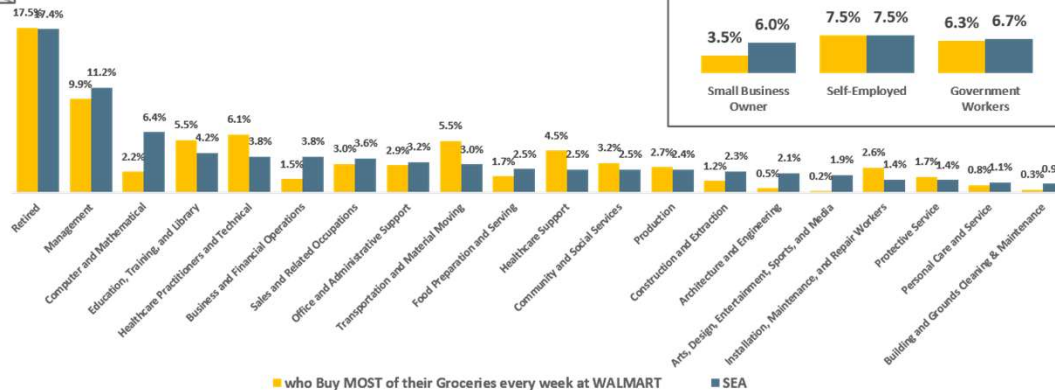
Employment: Adults 18 or older



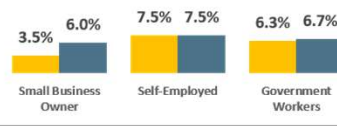
Marital Status: Adults 18 or older



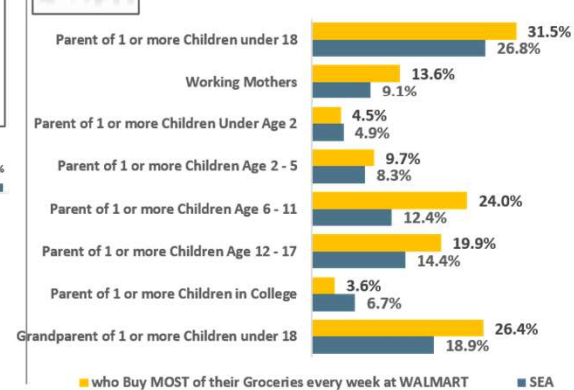
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

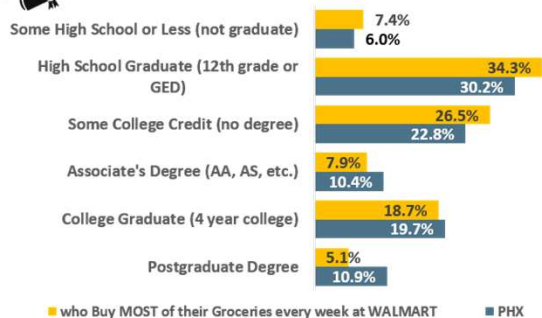




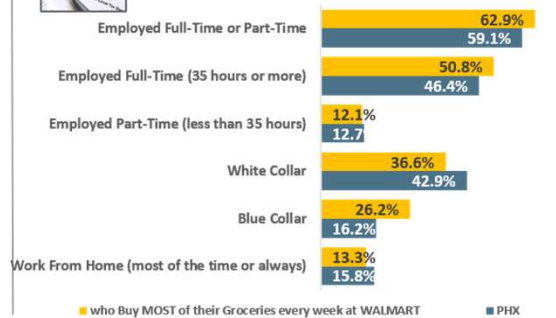
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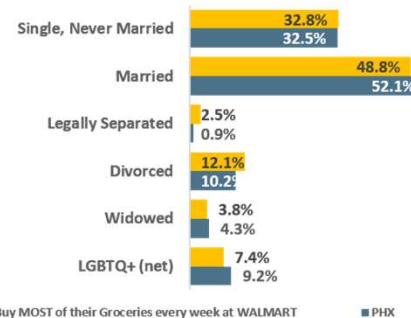
Education Levels: Adults 18 or older



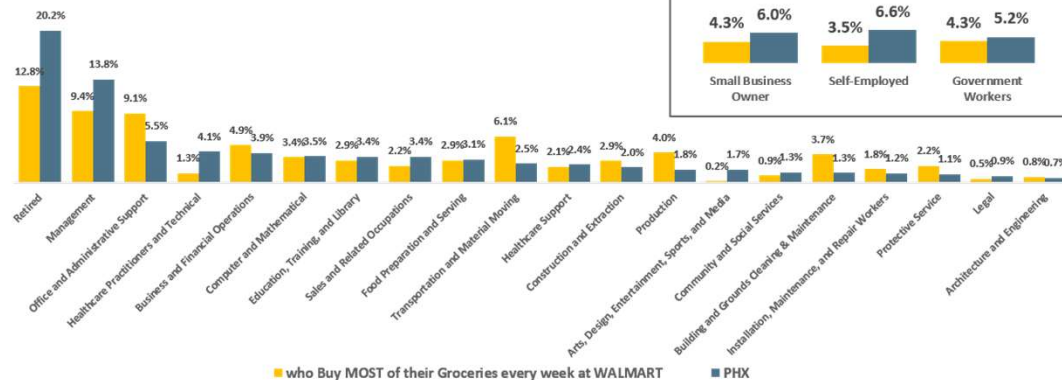
Employment: Adults 18 or older



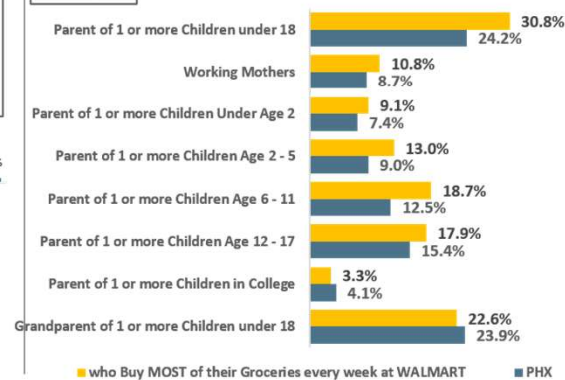
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older

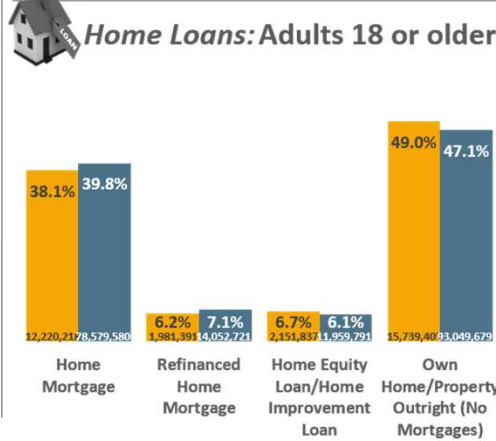
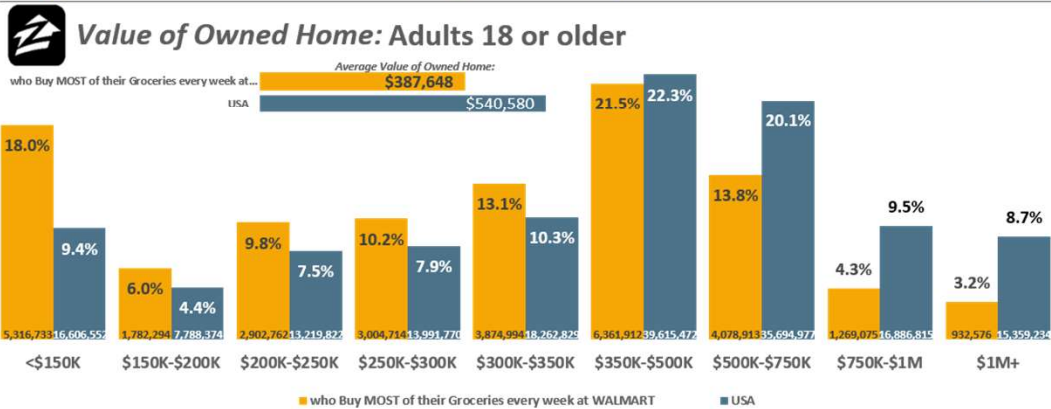
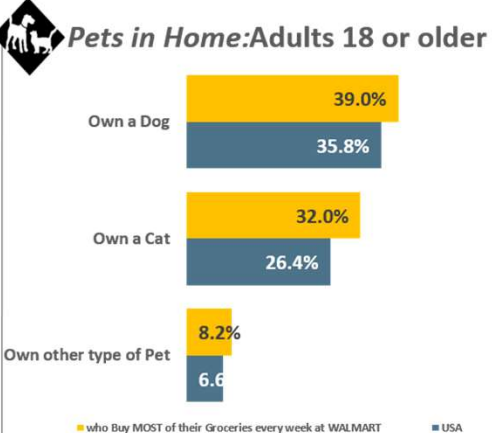
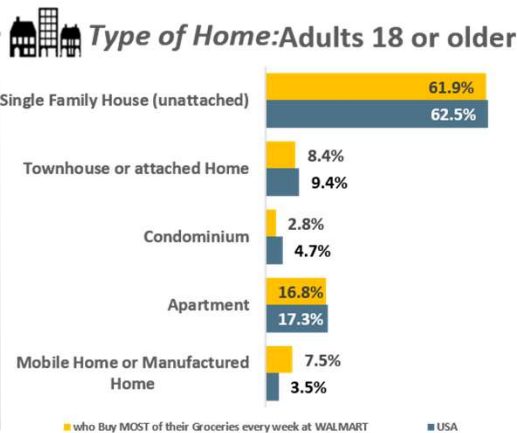
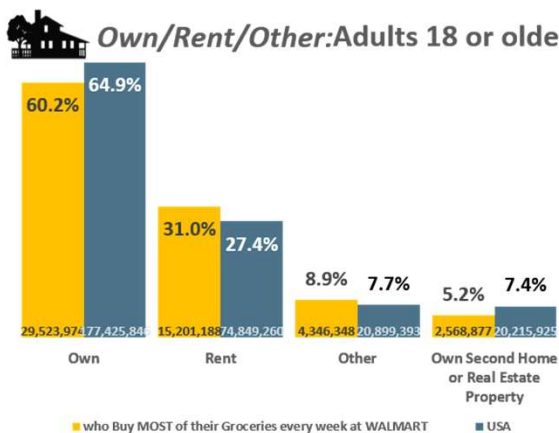


Stage in Life: Adults 18 or older





18.0% or 49,071,510 of USA DMA Adults 18 or older Buy MOST of their Groceries every week at WALMART. Adults 18 or older who Buy MOST of their Groceries every week at WALMART are 7.4% less likely to own their home, 28.3% more likely to own a lower valued home, .9% less likely to have a single-family home, 8.8% more likely to have a dog.



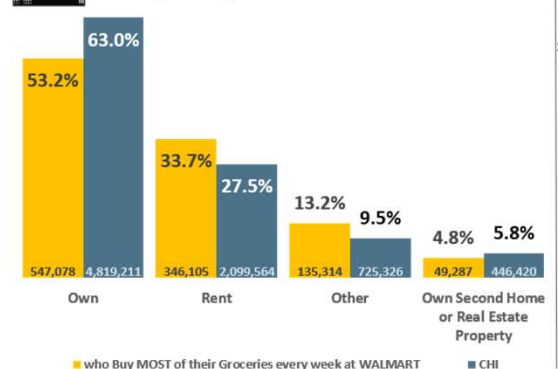
USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 4,111
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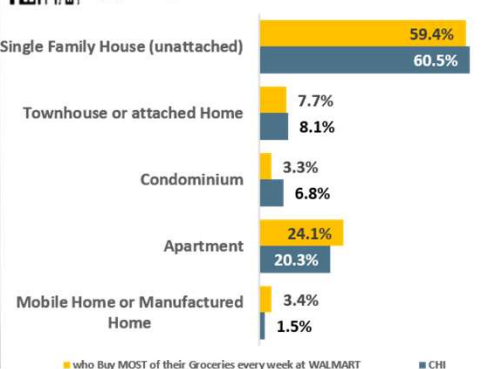


13.5% or 1,028,497 of CHI DMA Adults 18 or older Buy MOST of their Groceries every week at WALMART. Adults 18 or older who Buy MOST of their Groceries every week at WALMART are 15.6% less likely to own their home, 16.% more likely to own a lower valued home, 1.9% less likely to have a single-family home, 15.9% more likely to have a dog.

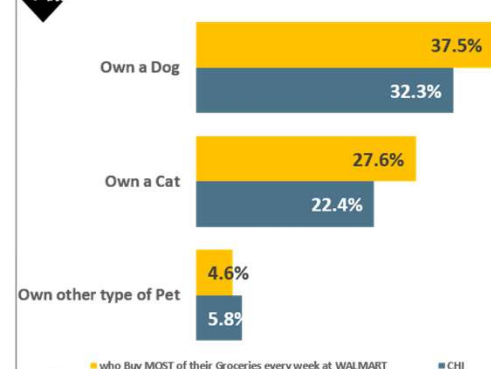
Own/Rent/Other: Adults 18 or older



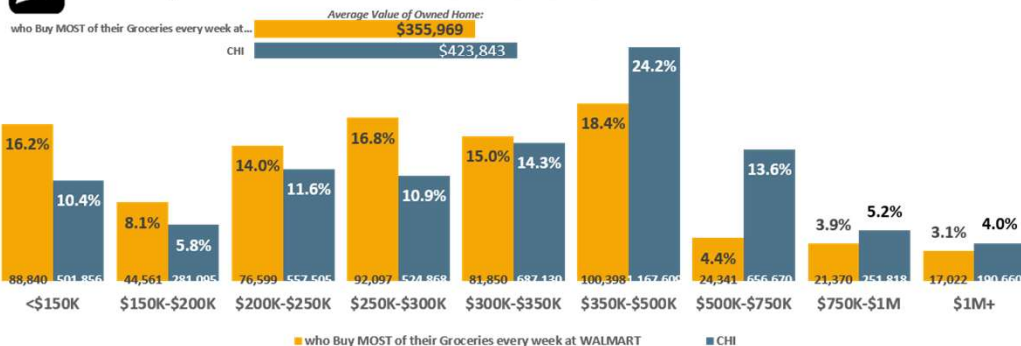
Type of Home: Adults 18 or older



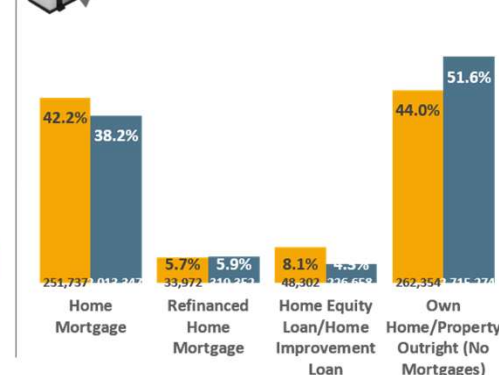
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 542
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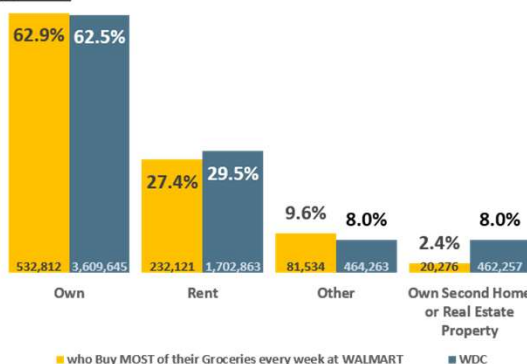
(((Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)))



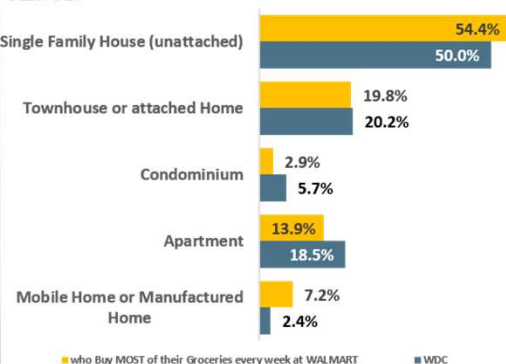
14.7% or 846,467 of WDC DMA Adults 18 or older Buy MOST of their Groceries every week at WALMART. Adults 18 or older who Buy MOST of their Groceries every week at WALMART are .7% more likely to own their home, 35.9% more likely to own a lower valued home, 8.8% more likely to have a single-family home, 19.5% more likely to have a dog.



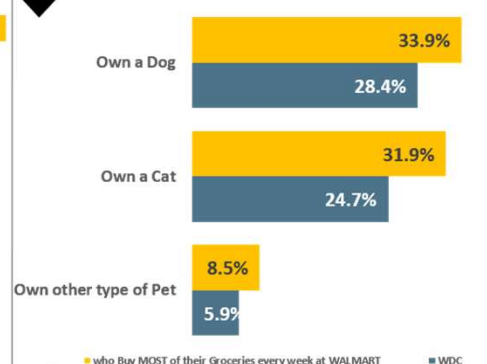
Own/Rent/Other: Adults 18 or older



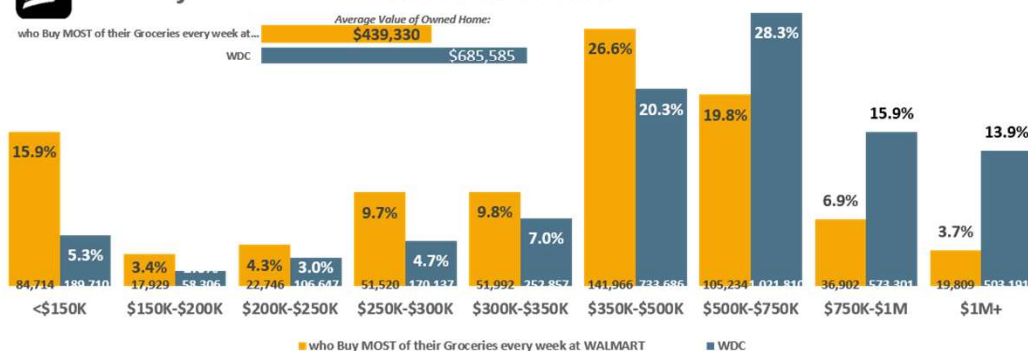
Type of Home: Adults 18 or older



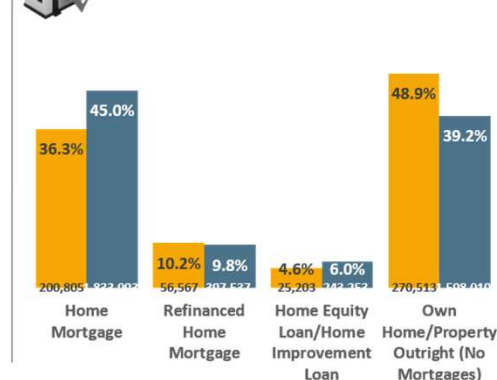
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

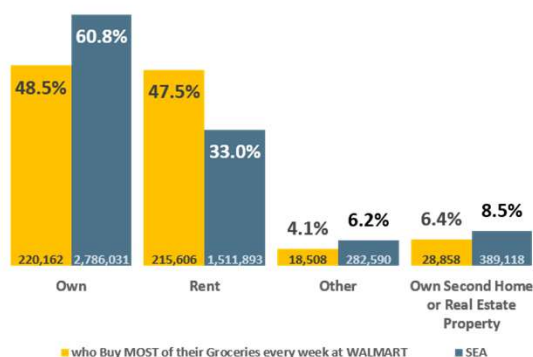




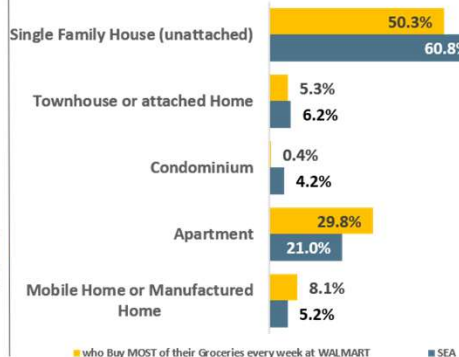
9.9% or 454,276 of SEA DMA Adults 18 or older Buy MOST of their Groceries every week at WALMART. Adults 18 or older who Buy MOST of their Groceries every week at WALMART are 20.3% less likely to own their home, 30.7% more likely to own a lower valued home, 17.3% less likely to have a single-family home, 4.6% more likely to have a dog.



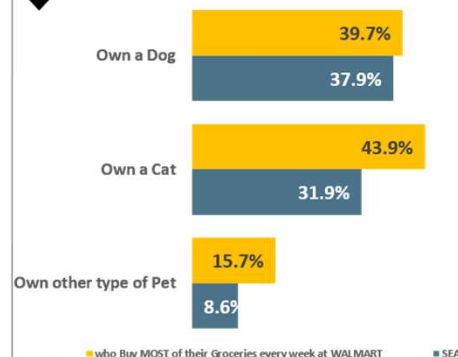
Own/Rent/Other: Adults 18 or older



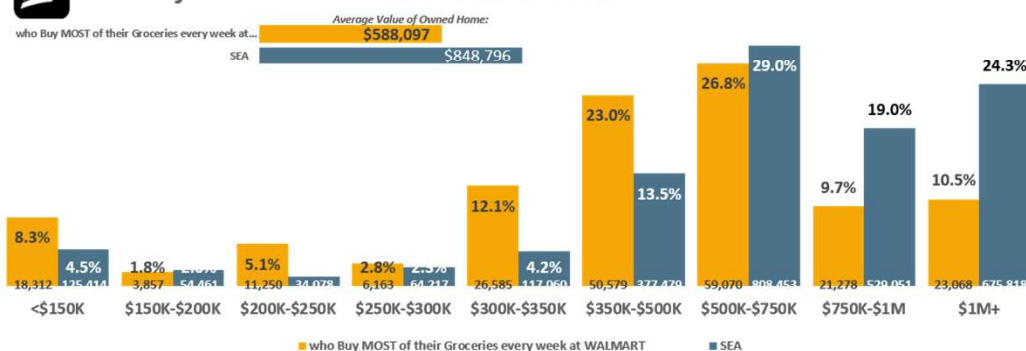
Type of Home: Adults 18 or older



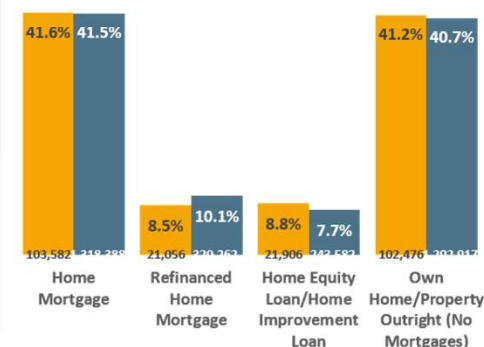
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older

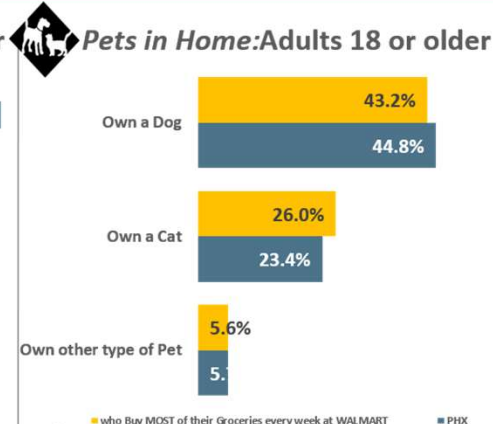
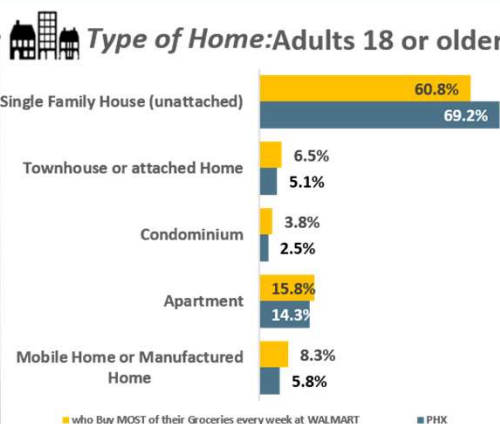
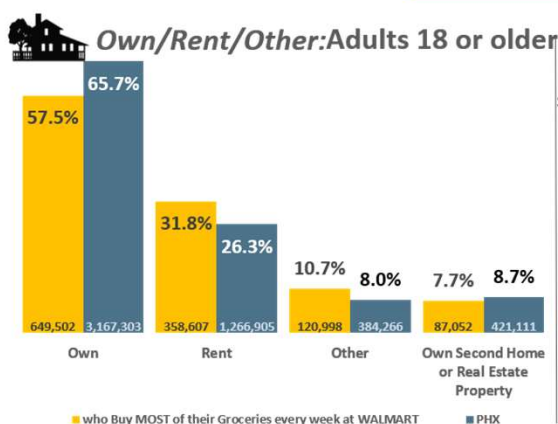


Home Loans: Adults 18 or older

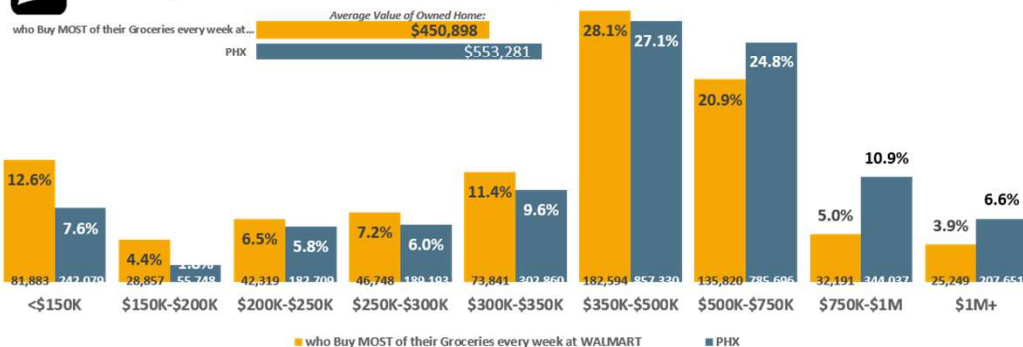




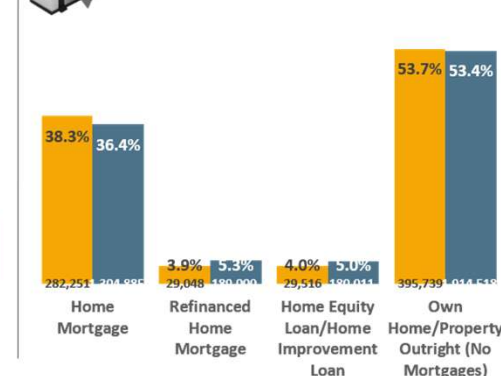
23.4% or 1,129,107 of PHX DMA Adults 18 or older Buy MOST of their Groceries every week at WALMART. Adults 18 or older who Buy MOST of their Groceries every week at WALMART are 12.5% less likely to own their home, 18.5% more likely to own a lower valued home, 12.2% less likely to have a single-family home, 3.6% less likely to have a dog.



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

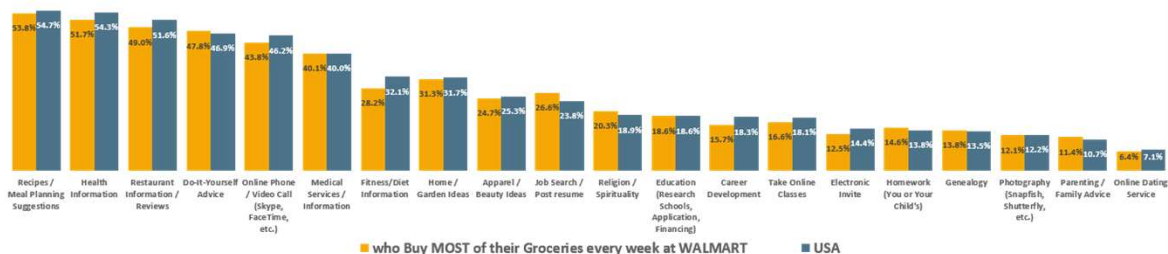




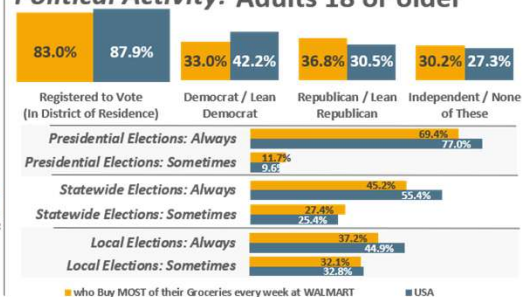
18.8% or 49,071,510 of USA DMA Adults 18 or older Buy MOST of their Groceries every week at WALMART. Adults 18 or older who Buy MOST of their Groceries every week at WALMART are 1.8% more likely to look up D-I-Y advice online, 17.1% less likely to always vote in local elections, 27.8% less likely to belong to a gym, 18.7% less likely to fly domestic past



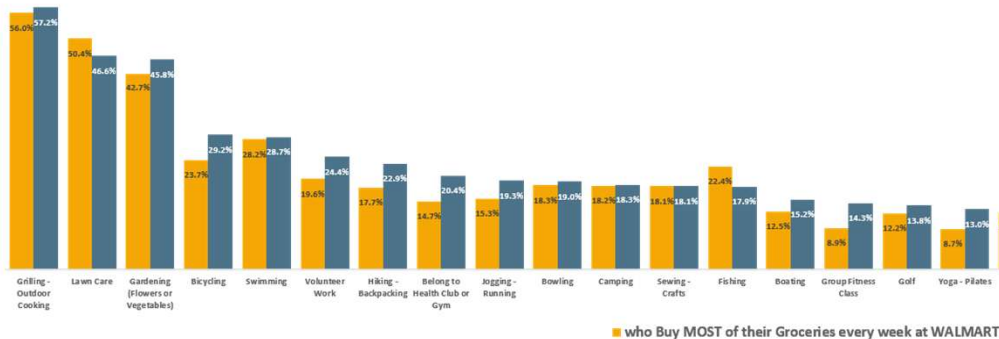
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



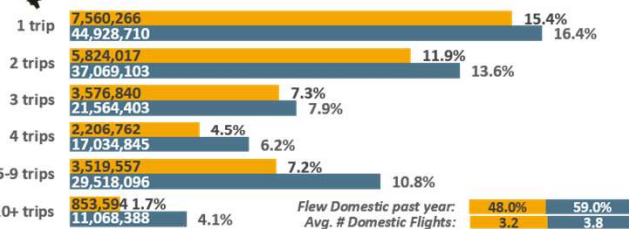
Political Activity: Adults 18 or older



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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 4,111
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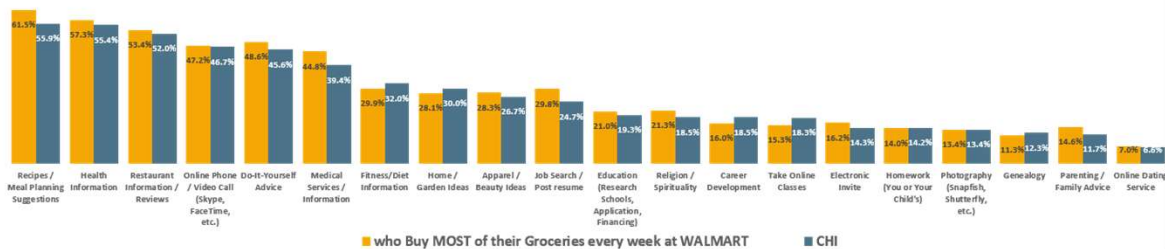
(((Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)))



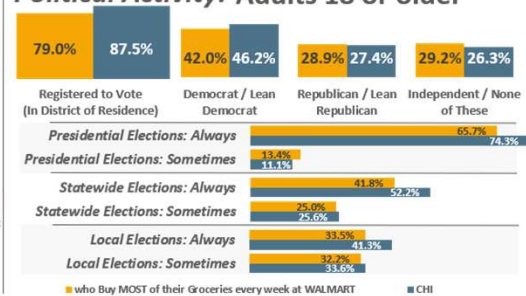
13.5% or 1,028,497 of CHI DMA Adults 18 or older Buy MOST of their Groceries every week at WALMART. Adults 18 or older who Buy MOST of their Groceries every week at WALMART are 6.6% more likely to look up D-I-Y advice online, 18.9% less likely to always vote in local elections, 27.2% less likely to belong to a gym, 11.9% less likely to fly domestic past



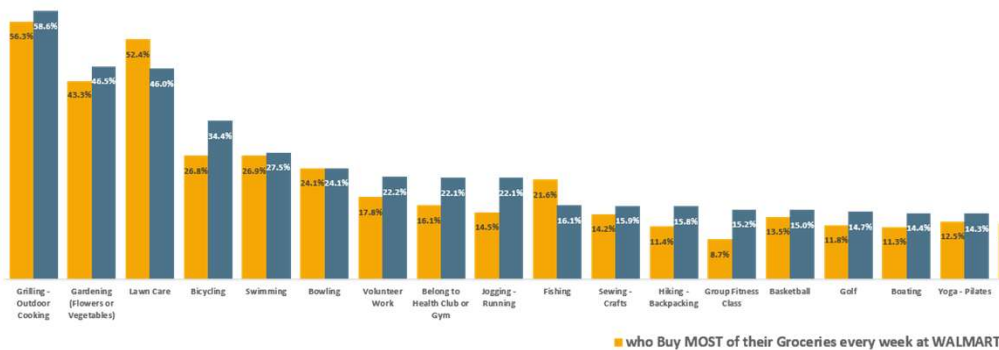
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



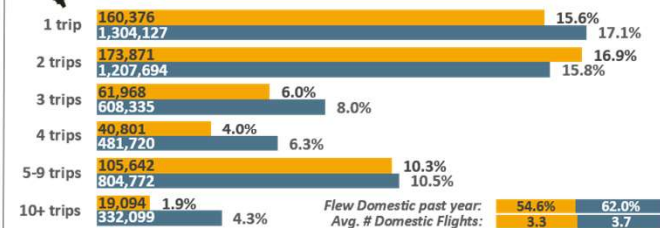
Political Activity: Adults 18 or older



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



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

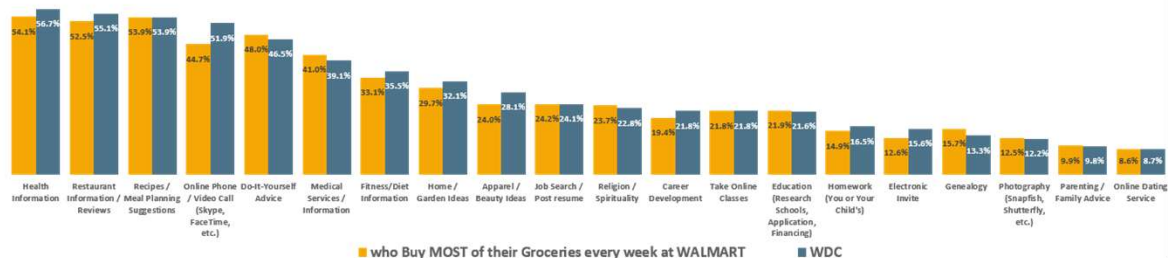




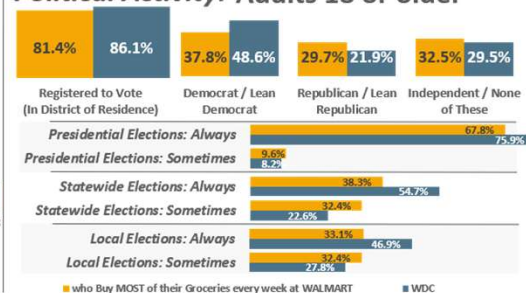
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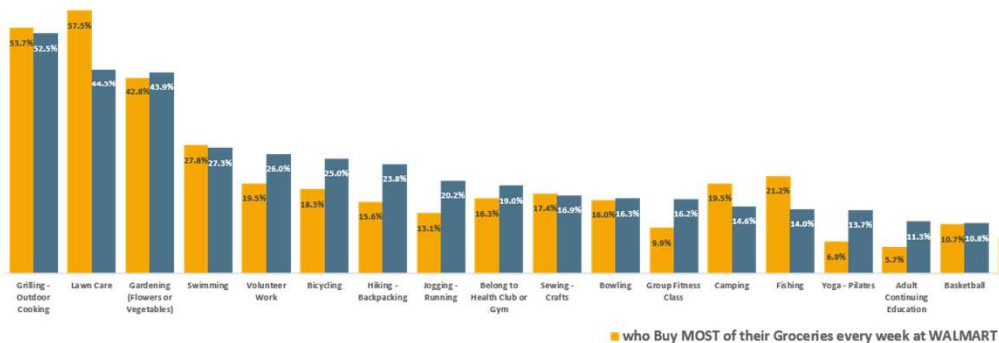
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



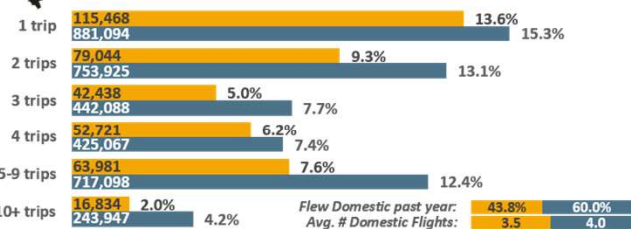
Political Activity: Adults 18 or older



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



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

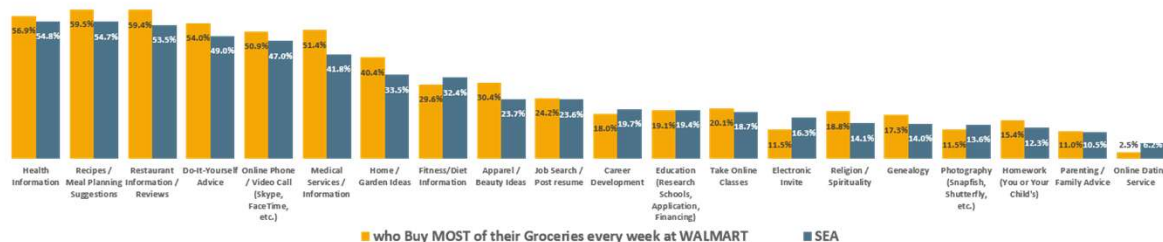




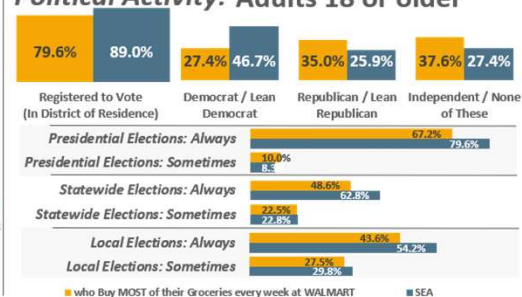
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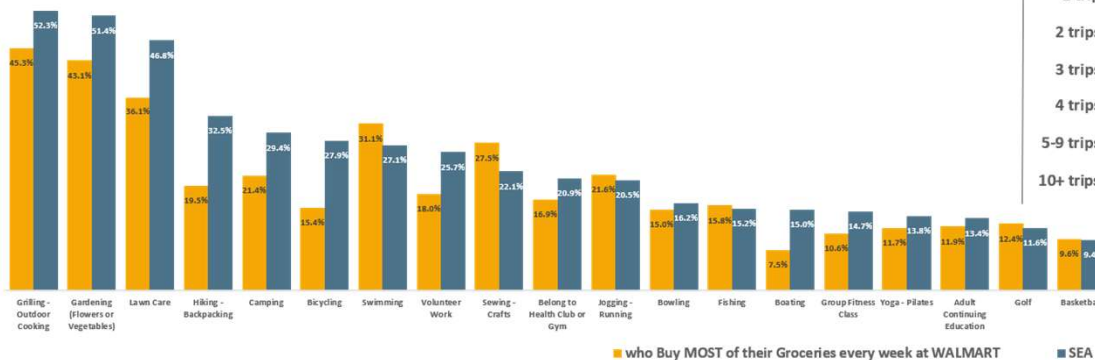
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



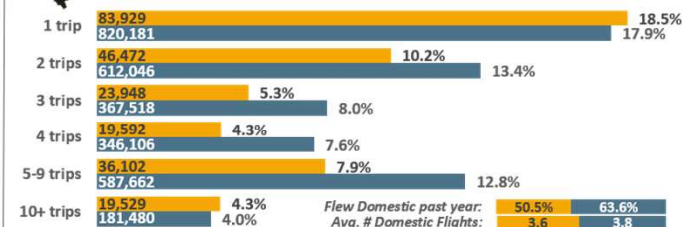
Political Activity: Adults 18 or older



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



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



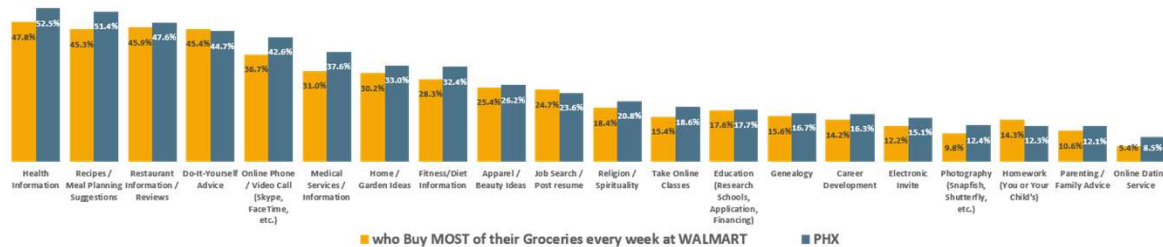
Flew Domestic past year: 50.5%
Avg. # Domestic Flights: 3.6



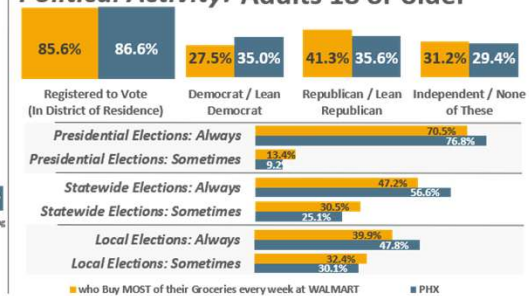
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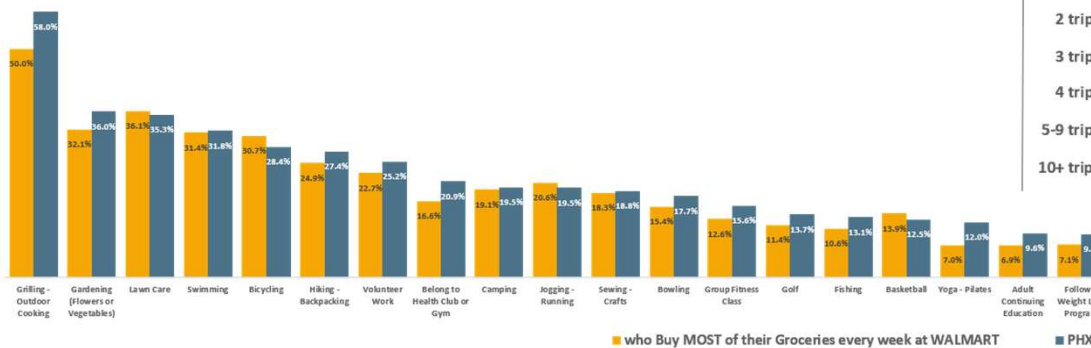
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



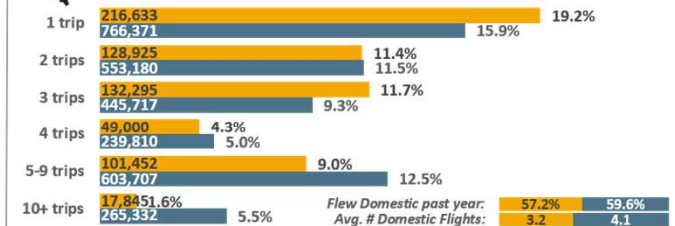
Political Activity: Adults 18 or older



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



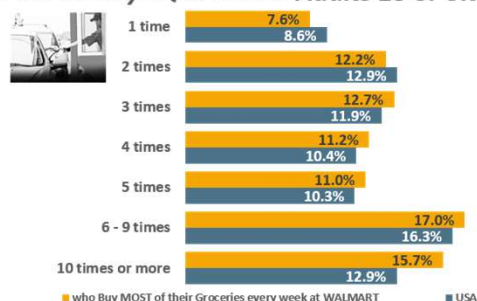
Past 12-months Domestic Airline Trips: Adults 18 or older





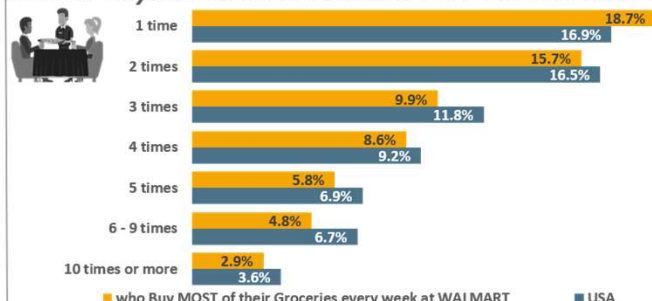
18.8% or 49,071,510 of USA DMA Adults 18 or older Buy MOST of their Groceries every week at WALMART. Adults 18 or older who Buy MOST of their Groceries every week at WALMART are 4.8% more likely to use QSRs past mo., 7.1% less likely to use Sit-Down Restaurants past mo., .3% less likely to use Casinos past yr., 45.1% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



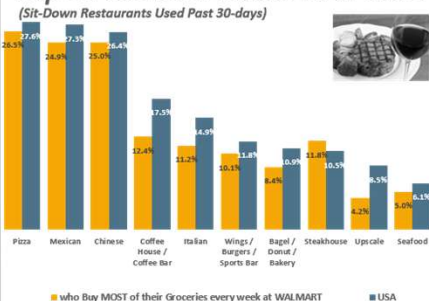
Total Monthly QSR Users:	87.3%	83.3%
Avg. Monthly QSR Meals:	6.1	5.7
	42,862,599	227,580,847

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



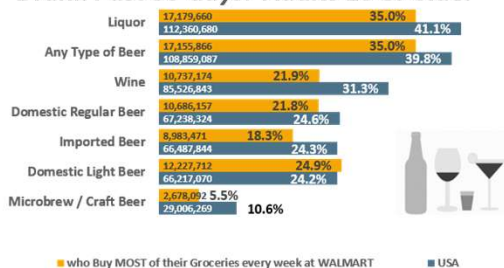
Total Monthly Sit-Down Restaurant Users:	66.4%	71.5%
Avg. Monthly Sit-Down Restaurant Meals:	3.3	3.6
	32,567,305	195,235,468

Top-10 Cuisines: Adults 18 or older

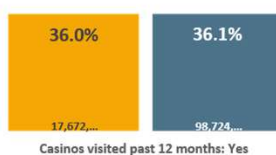
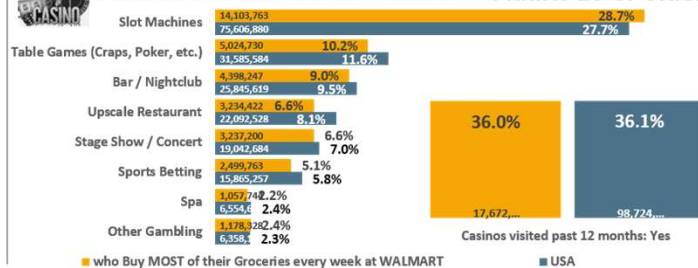


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)	who Buy MOST of their Groceries every week at...	9,247,345	18.8%
	USA	54,331,216	19.9%

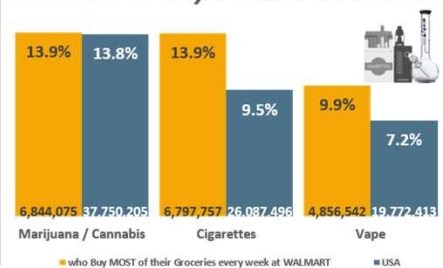
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



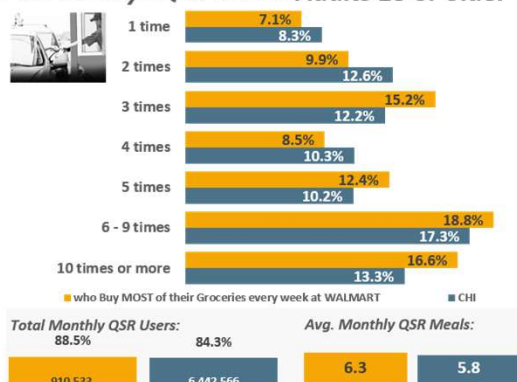
Used Past 30-days: Adults 18 or older



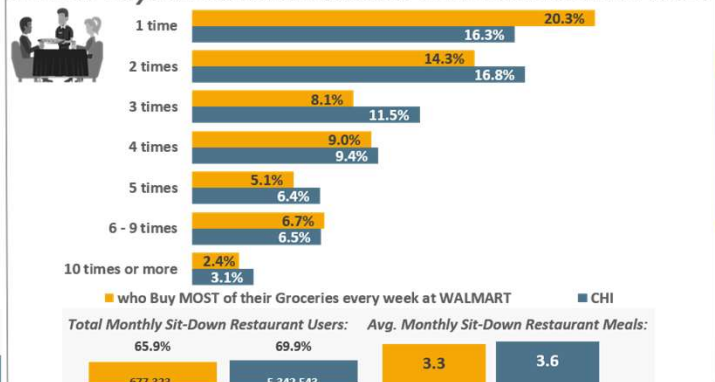


13.5% or 1,028,497 of CHI DMA Adults 18 or older Buy MOST of their Groceries every week at WALMART. Adults 18 or older who Buy MOST of their Groceries every week at WALMART are 5.% more likely to use QSRs past mo., 5.8% less likely to use Sit-Down Restaurants past mo., 3.6% less likely to use Casinos past yr., 51.1% more likely to smoke cigarettes.

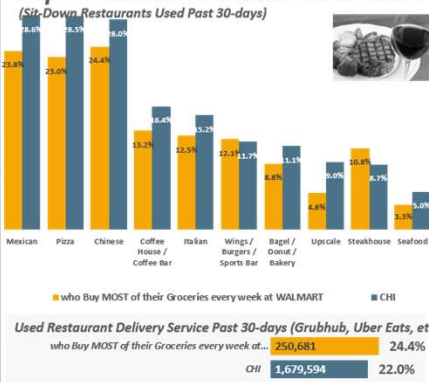
Past 30-days QSR Users: Adults 18 or older



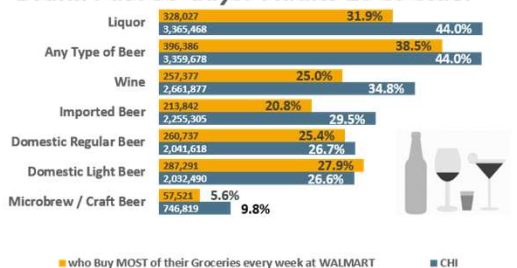
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



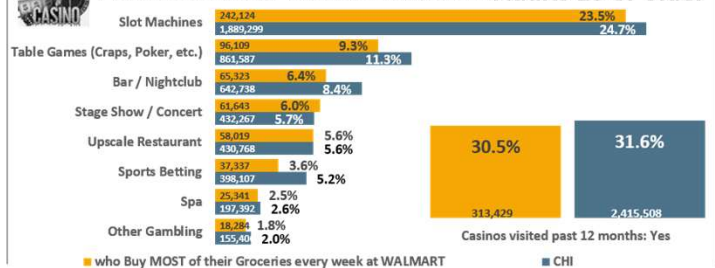
Top-10 Cuisines: Adults 18 or older



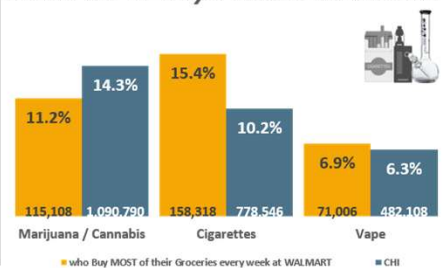
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



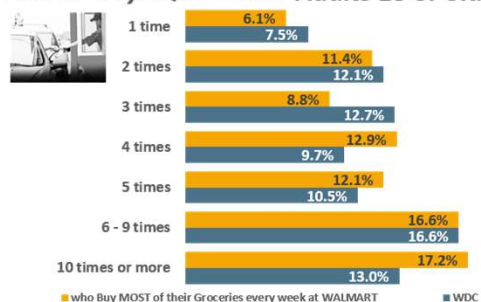
Used Past 30-days: Adults 18 or older



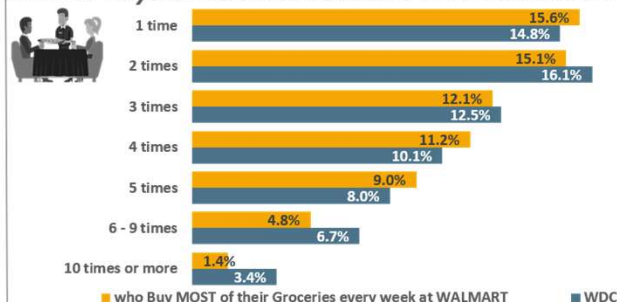


14.7% or 846,467 of WDC DMA Adults 18 or older Buy MOST of their Groceries every week at WALMART. Adults 18 or older who Buy MOST of their Groceries every week at WALMART are 3.6% more likely to use QSRs past mo., 3.3% less likely to use Sit-Down Restaurants past mo., 4.4% more likely to use Casinos past yr., 75.4% more likely to smoke cigarettes.

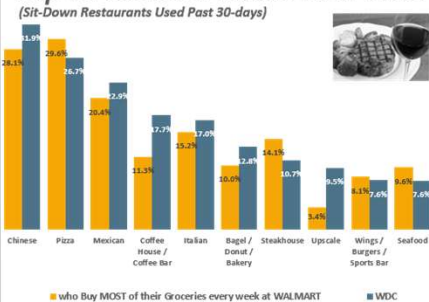
Past 30-days QSR Users: Adults 18 or older



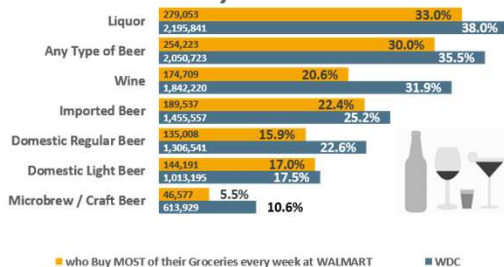
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



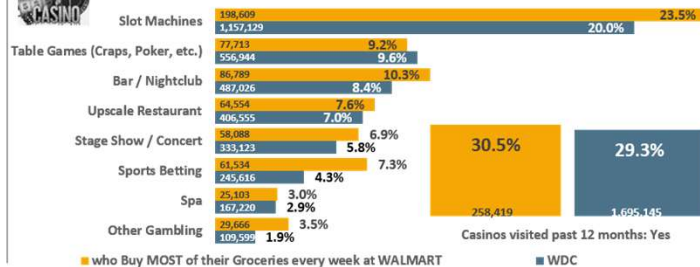
Top-10 Cuisines: Adults 18 or older



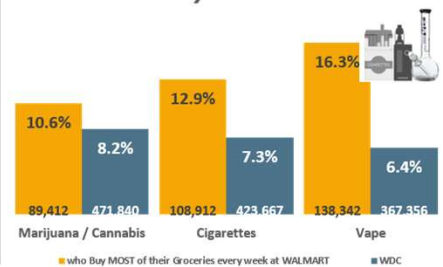
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



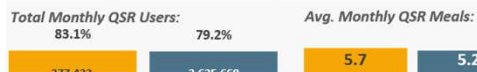
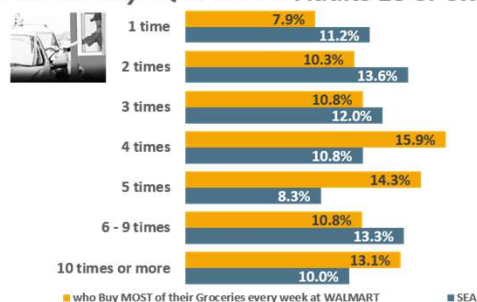
Used Past 30-days: Adults 18 or older



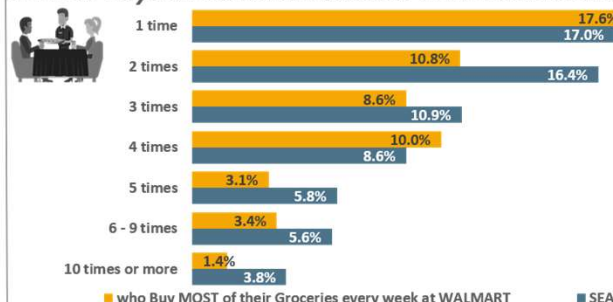


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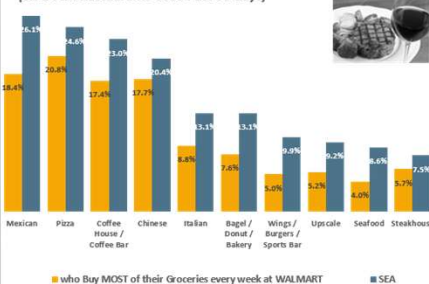
Past 30-days QSR Users: Adults 18 or older



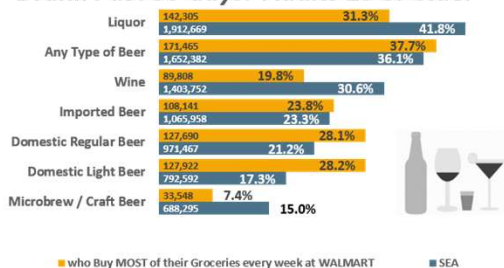
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



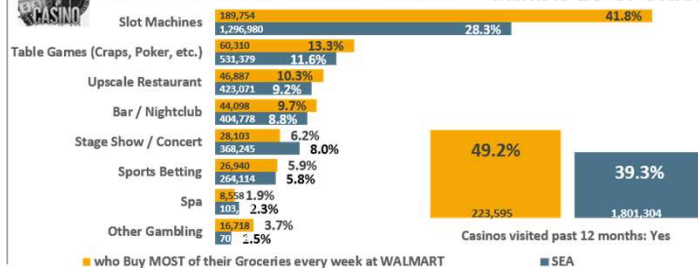
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



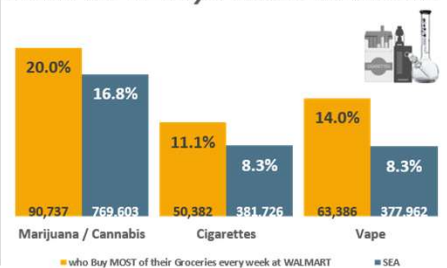
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



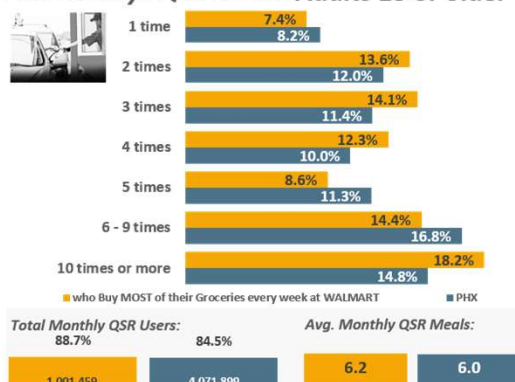
Used Past 30-days: Adults 18 or older



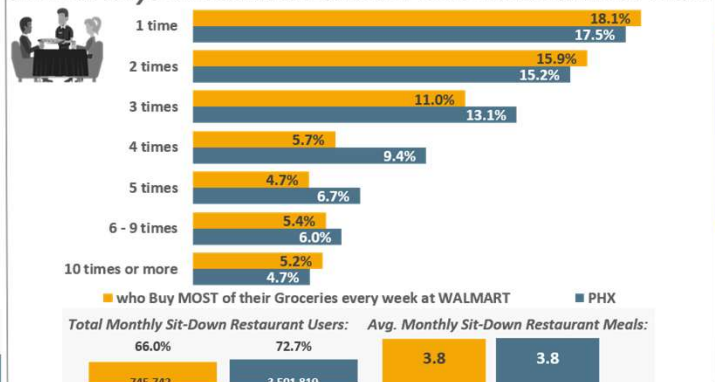


23.4% or 1,129,107 of PHX DMA Adults 18 or older Buy MOST of their Groceries every week at WALMART. Adults 18 or older who Buy MOST of their Groceries every week at WALMART are 5.% more likely to use QSRs past mo., 9.1% less likely to use Sit-Down Restaurants past mo., 13.5% less likely to use Casinos past yr., 42.2% more likely to smoke cigarettes.

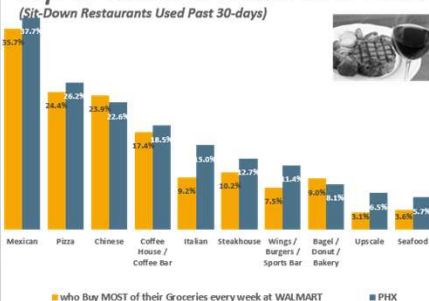
Past 30-days QSR Users: Adults 18 or older



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

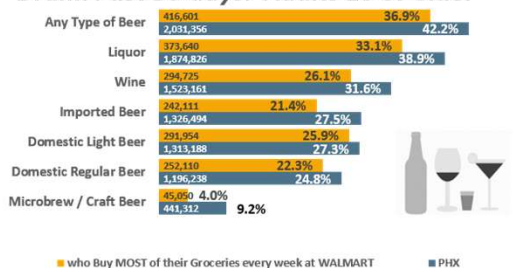


Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)

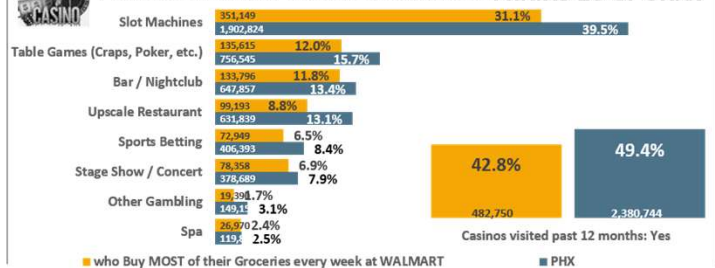


Used Restaurant Delivery Service Past 30-days (GrubHub, Uber Eats, etc.)
 who Buy MOST of their Groceries every week at... 203,941 (Walmart) vs 837,313 (PHX)
 18.1% (Walmart) vs 17.4% (PHX)

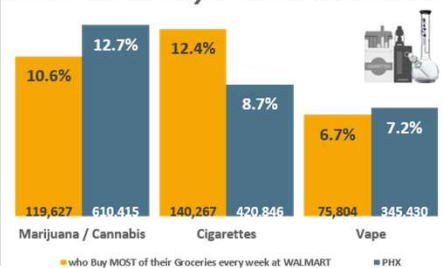
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older





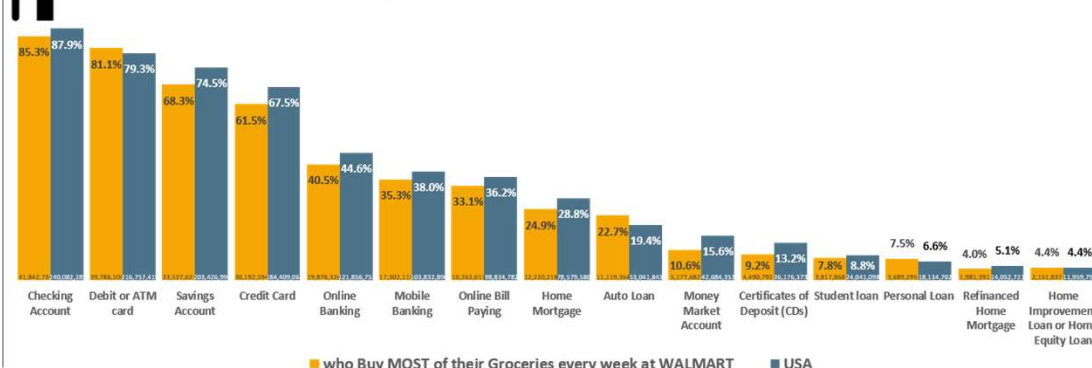
18.1% or 49,071,510 of USA DMA Adults 18 or older Buy MOST of their Groceries every week at WALMART. Adults 18 or older who Buy MOST of their Groceries every week at WALMART are 15.6% less likely to have a 401K, 16.7% more likely to have an Auto Loan, 37.9% less likely to Invest/Trade Stocks Online, 20.7% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



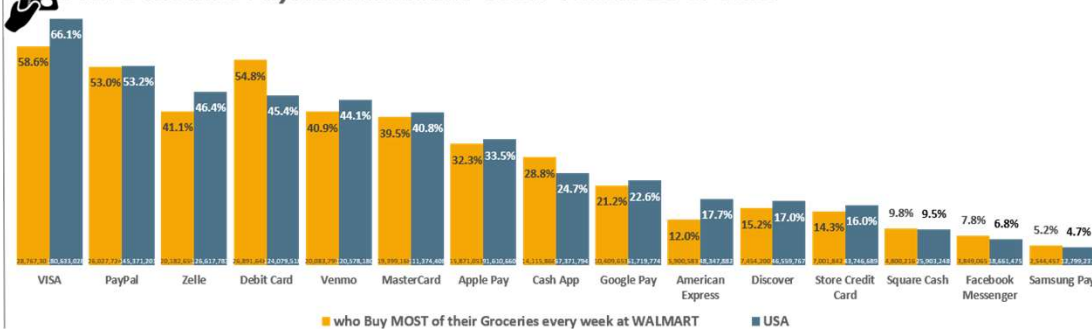
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 4,111
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(((Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)))



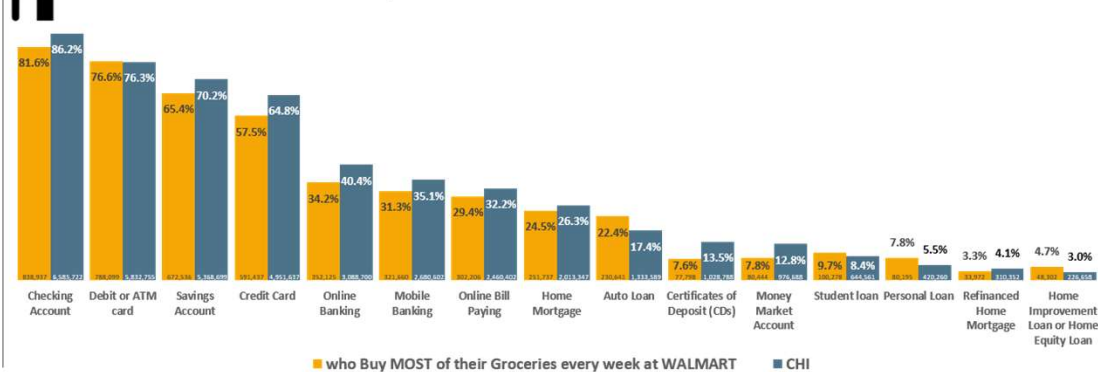
13.5% or 1,028,497 of CHI DMA Adults 18 or older Buy MOST of their Groceries every week at WALMART. Adults 18 or older who Buy MOST of their Groceries every week at WALMART are 10.6% less likely to have a 401K, 28.5% more likely to have an Auto Loan, 38.% less likely to Invest/Trade Stocks Online, 12.3% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



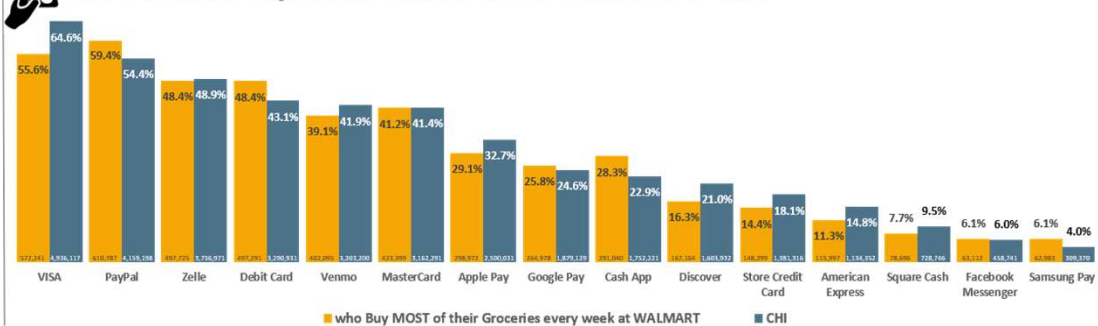
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

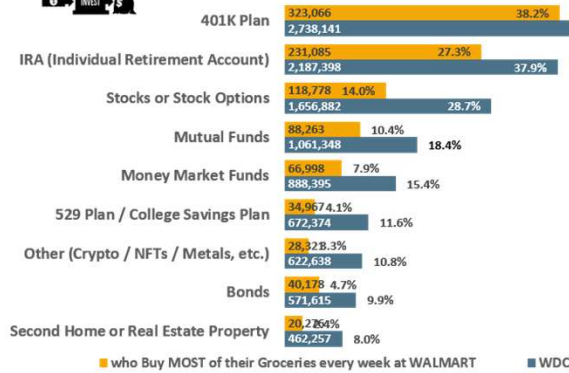




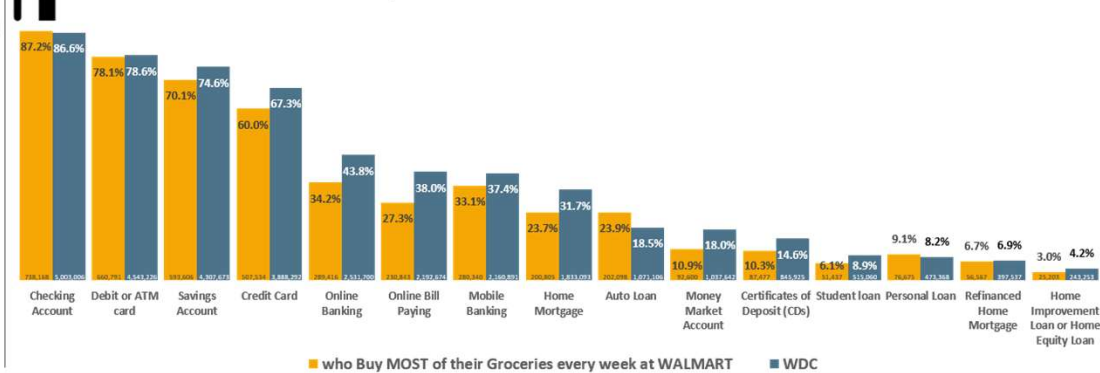
14.7% or 846,467 of WDC DMA Adults 18 or older Buy MOST of their Groceries every week at WALMART. Adults 18 or older who Buy MOST of their Groceries every week at WALMART are 19.5% less likely to have a 401K, 28.8% more likely to have an Auto Loan, 63.1% less likely to Invest/Trade Stocks Online, 12.% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



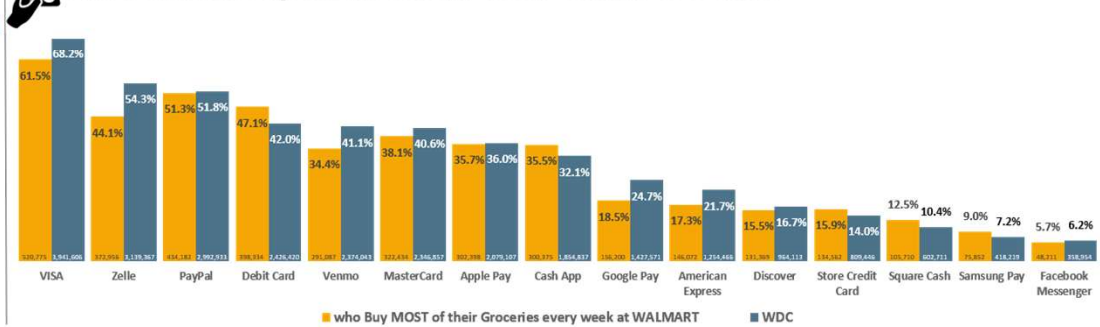
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 806
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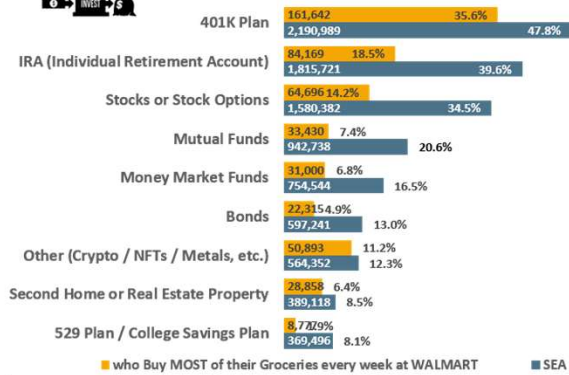
(((Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)))



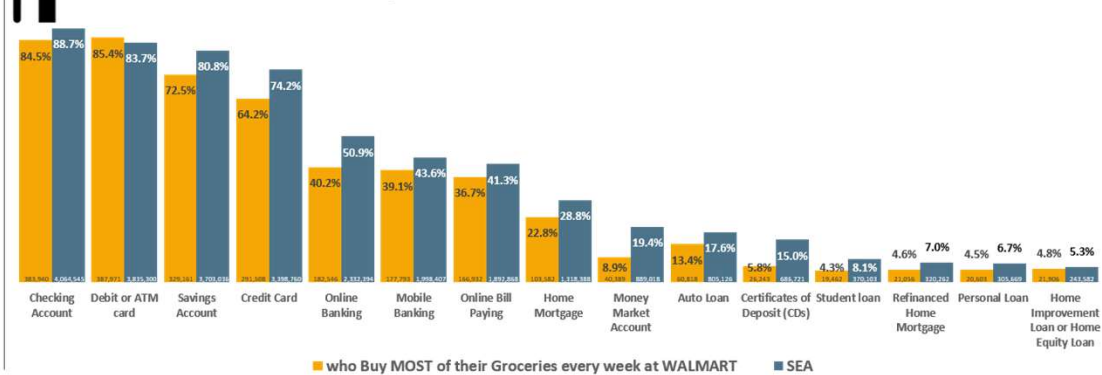
9.9% or 454,276 of SEA DMA Adults 18 or older Buy MOST of their Groceries every week at WALMART. Adults 18 or older who Buy MOST of their Groceries every week at WALMART are 25.6% less likely to have a 401K, 23.8% less likely to have an Auto Loan, 64.2% less likely to Invest/Trade Stocks Online, 23.% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



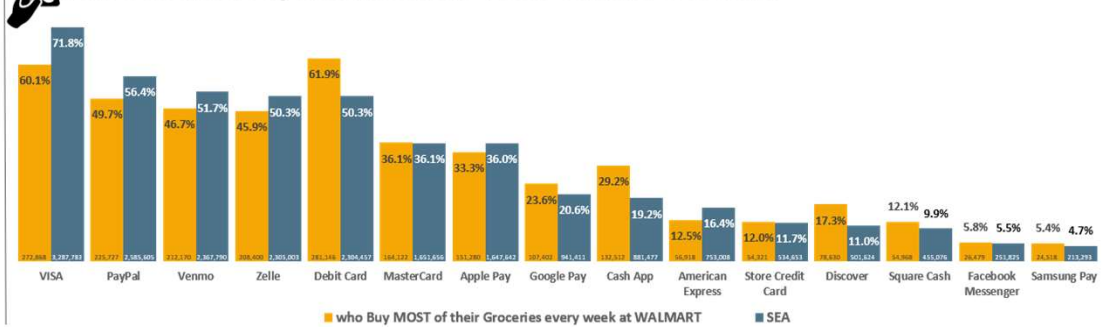
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

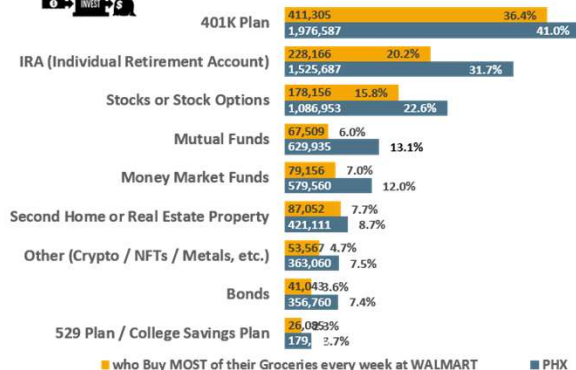




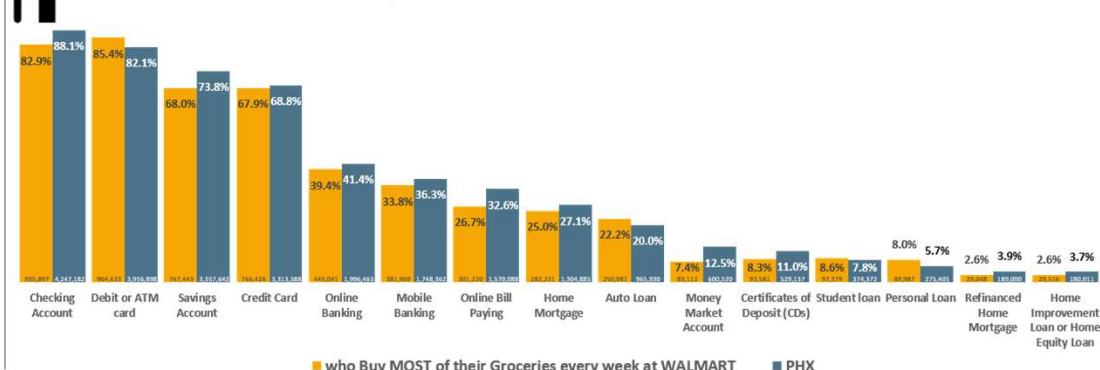
23.4% or 1,129,107 of PHX DMA Adults 18 or older Buy MOST of their Groceries every week at WALMART. Adults 18 or older who Buy MOST of their Groceries every week at WALMART are 11.2% less likely to have a 401K, 10.9% more likely to have an Auto Loan, 30.% less likely to Invest/Trade Stocks Online, 30.9% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



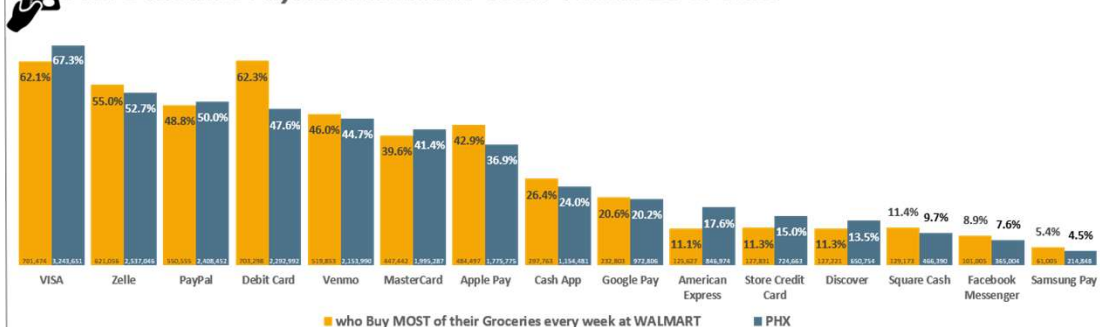
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older

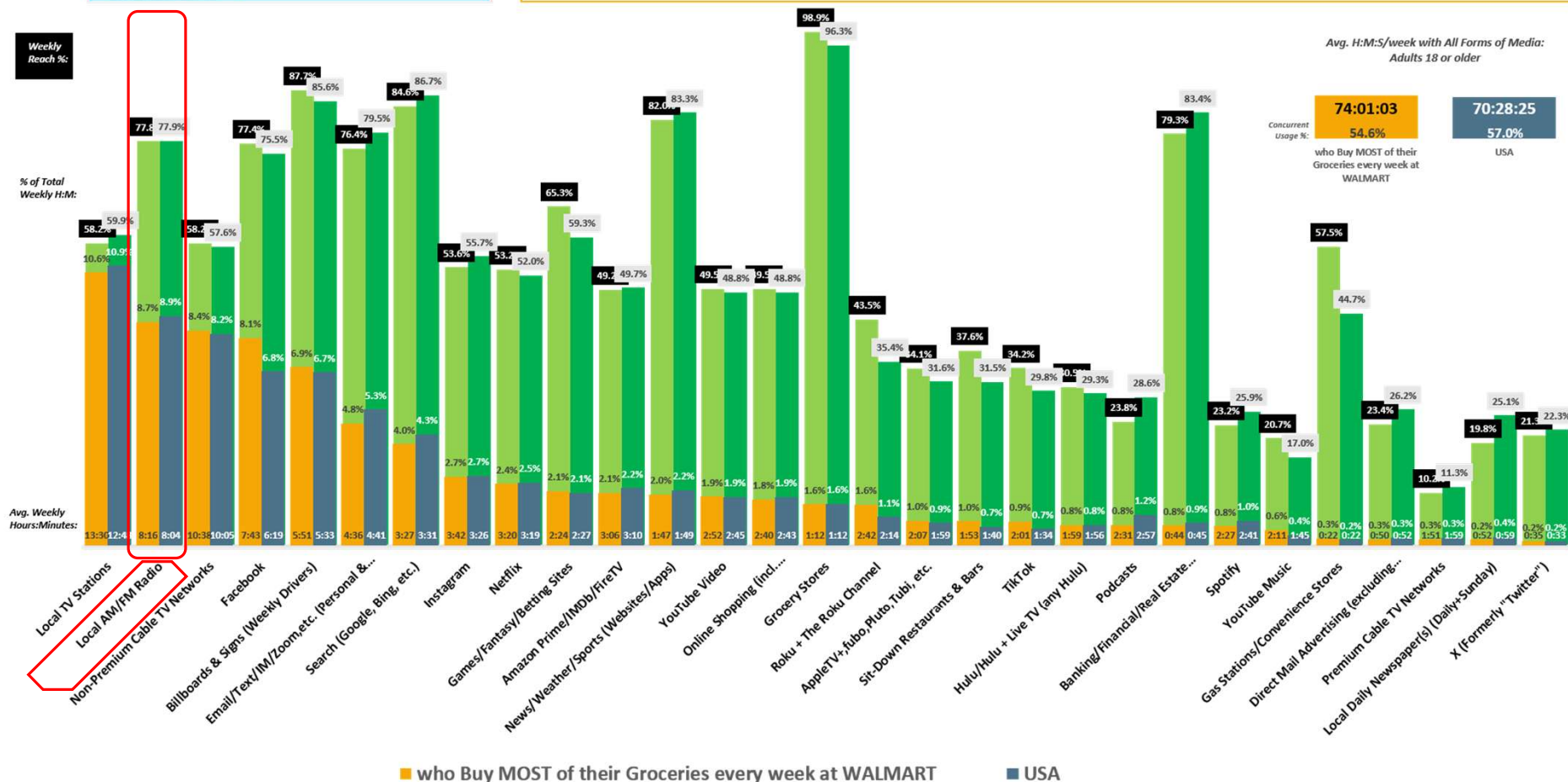


Past 3-Months Payment Methods Used: Adults 18 or older



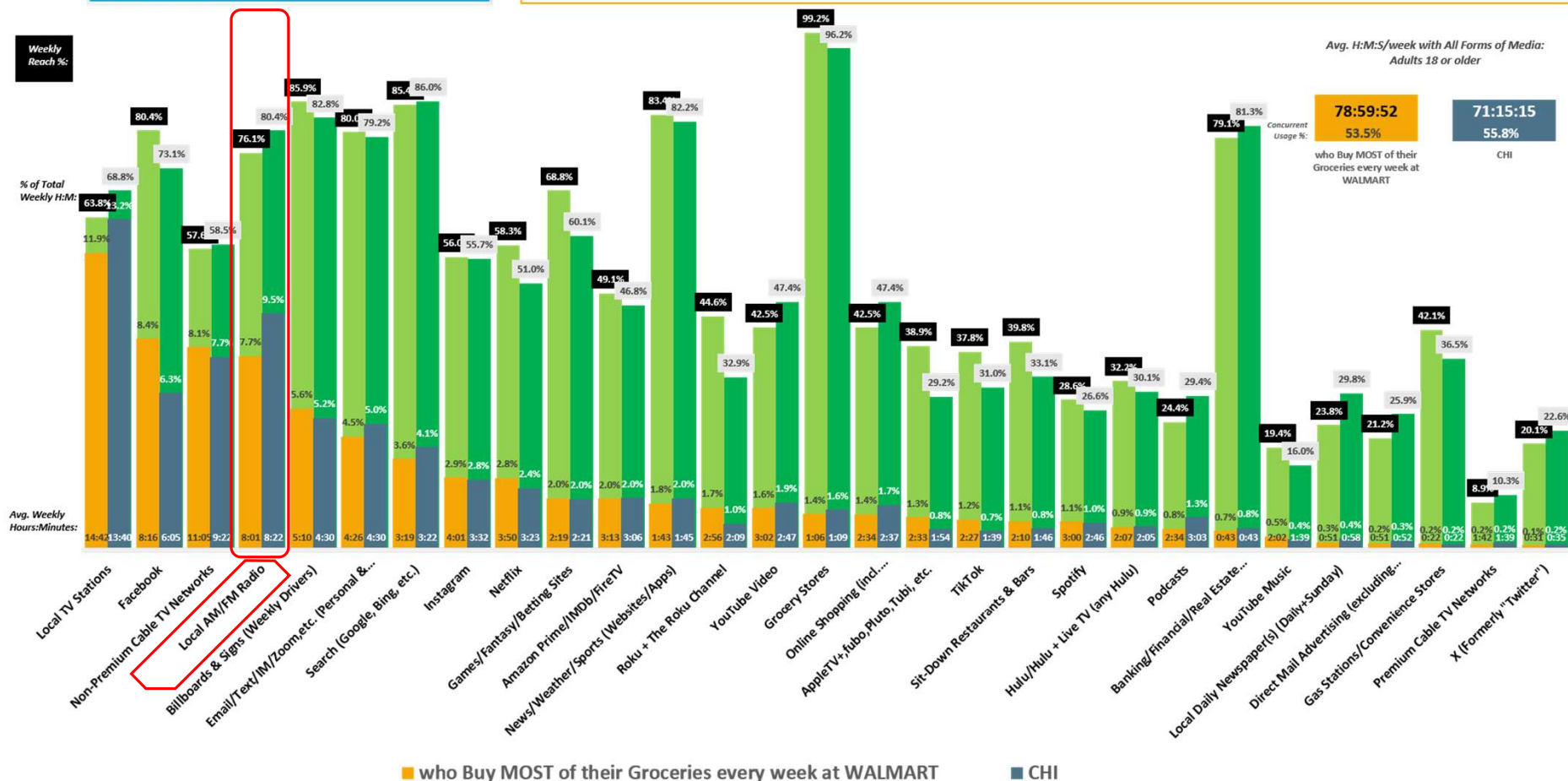


Adults 18 or older who Buy MOST of their Groceries every week at WALMART spend an average of 3 days, 2 hours, 1 minutes and 3 seconds each week with All Forms of Media.
 77.8% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART spend an avg. of 8 hours and 16 minutes each week listening to All Local AM/FM Radio, representing 8.7% of total time spent with all forms of Media.



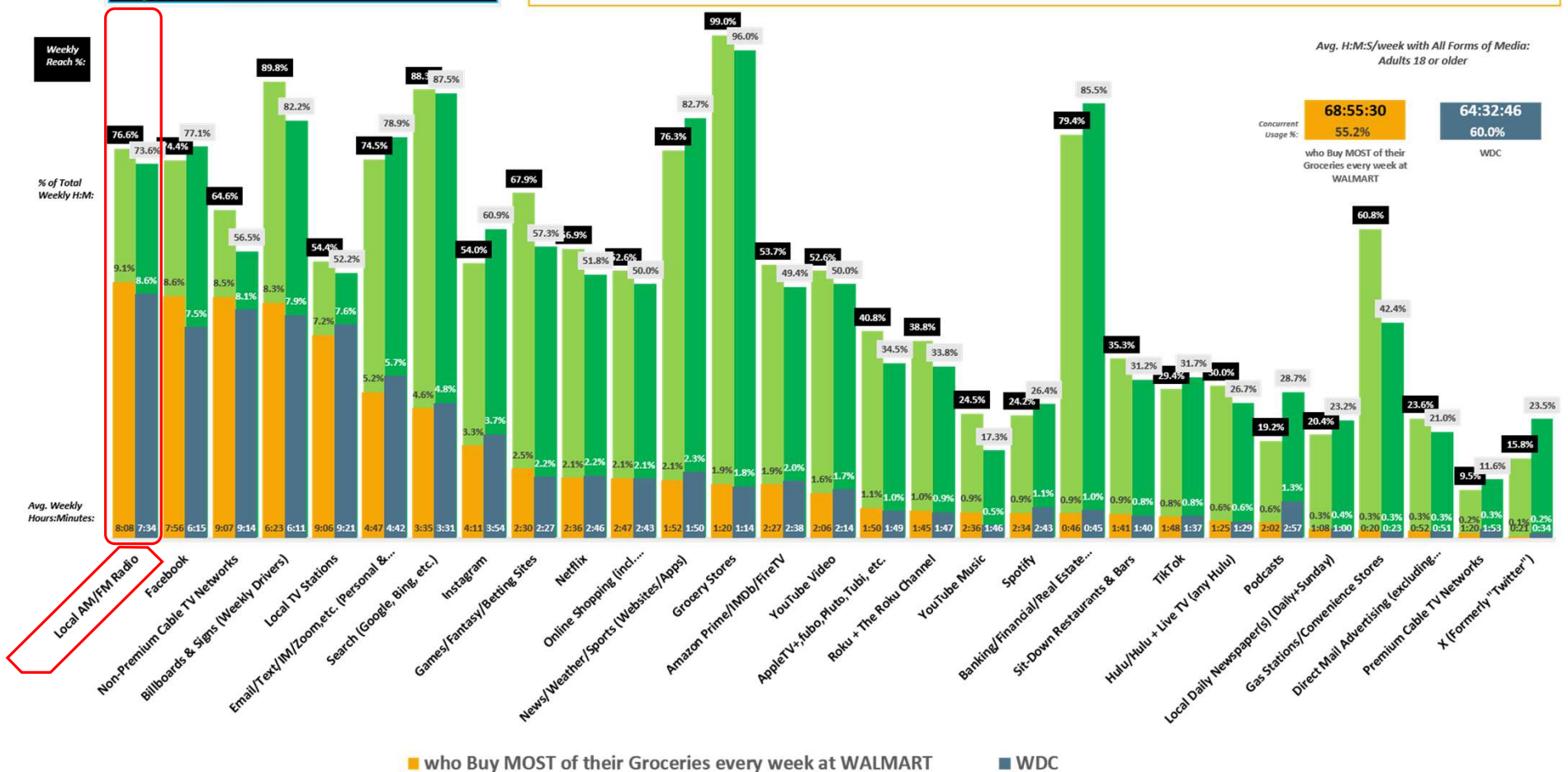


Adults 18 or older who Buy MOST of their Groceries every week at WALMART spend an average of 3 days, 6 hours, 59 minutes and 52 seconds each week with All Forms of Media.
 76.1% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART spend an avg. of 8 hours and 1 minutes each week listening to All Local AM/FM Radio, representing 7.7% of total time spent with all forms of Media.





Adults 18 or older who Buy MOST of their Groceries every week at WALMART spend an average of 2 days, 20 hours, 55 minutes and 30 seconds each week with All Forms of Media.
 76.6% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART spend an avg. of 8 hours and 8 minutes each week listening to All Local AM/FM Radio, representing 9.1% of total time spent with all forms of Media.



■ who Buy MOST of their Groceries every week at WALMART ■ WDC

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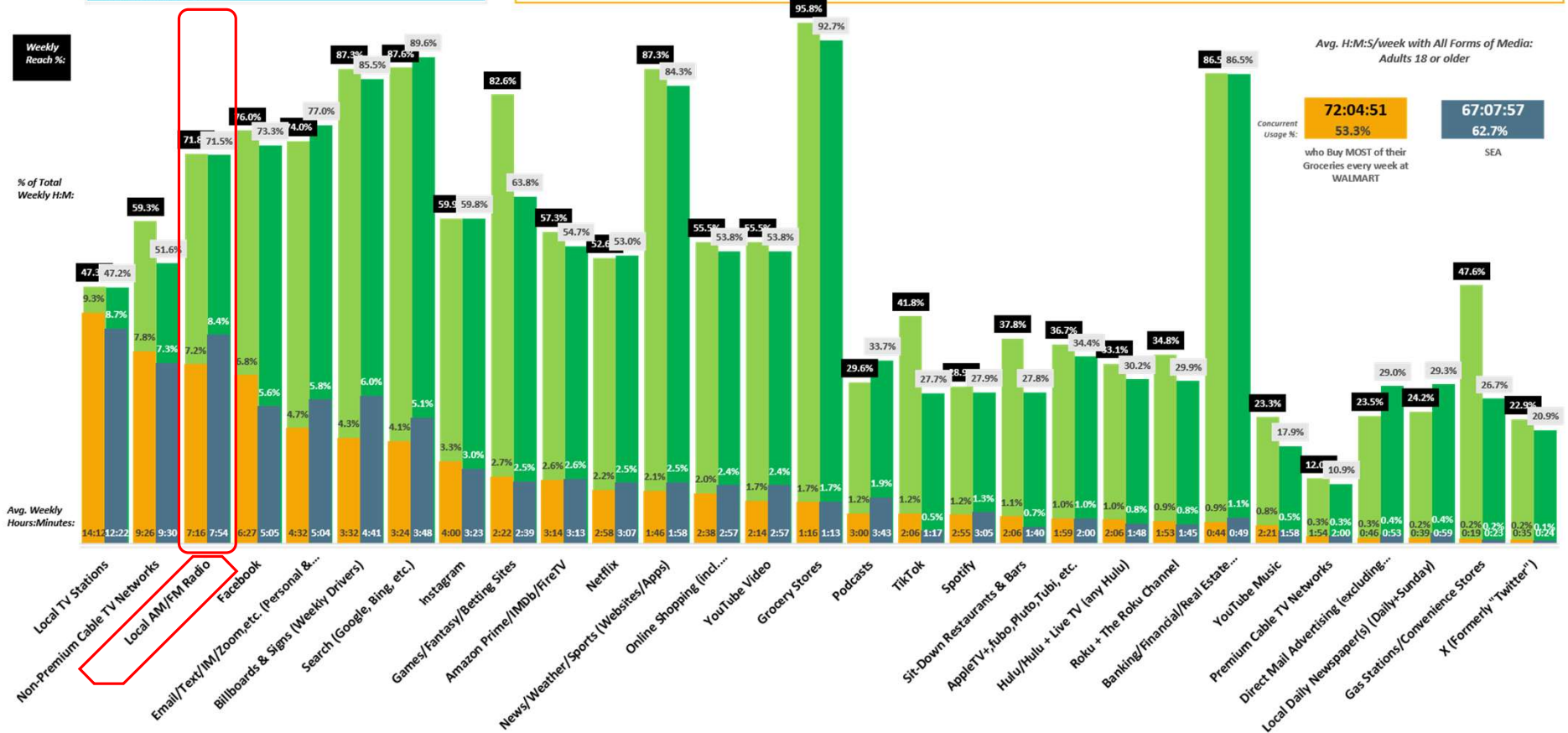
WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703

HB Hubbard BROADCASTING Share of Everything for Anything.

[[[Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)]]]



Adults 18 or older who Buy MOST of their Groceries every week at WALMART spend an average of 3 days, 0 hours, 4 minutes and 51 seconds each week with All Forms of Media.
 71.8% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART spend an avg. of 7 hours and 16 minutes each week listening to All Local AM/FM Radio, representing 7.2% of total time spent with all forms of Media.

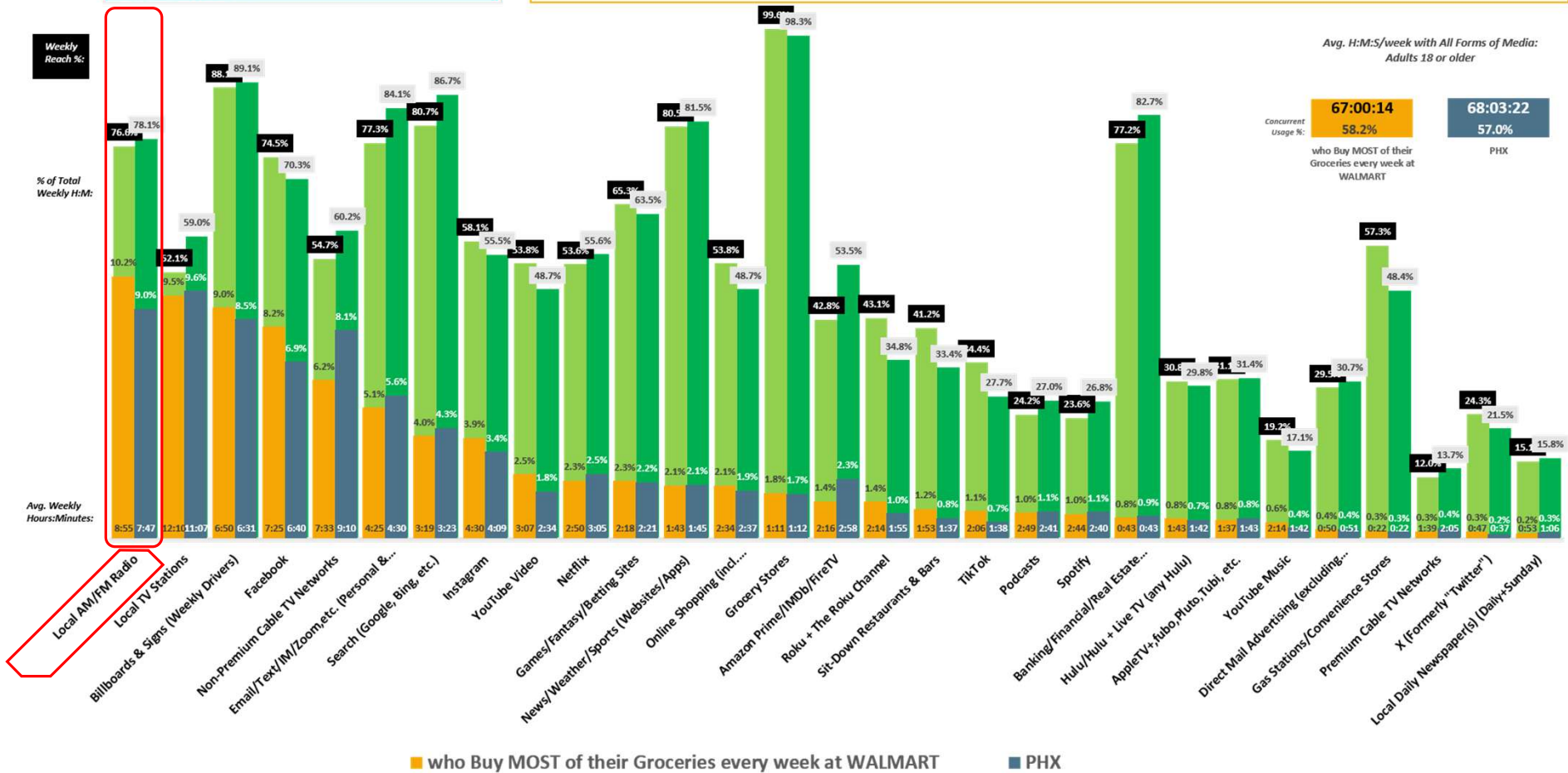


who Buy MOST of their Groceries every week at WALMART SEA





Adults 18 or older who Buy MOST of their Groceries every week at WALMART spend an average of 2 days, 19 hours, 0 minutes and 14 seconds each week with All Forms of Media.
 76.6% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART spend an avg. of 8 hours and 55 minutes each week listening to All Local AM/FM Radio, representing 10.2% of total time spent with all forms of Media.



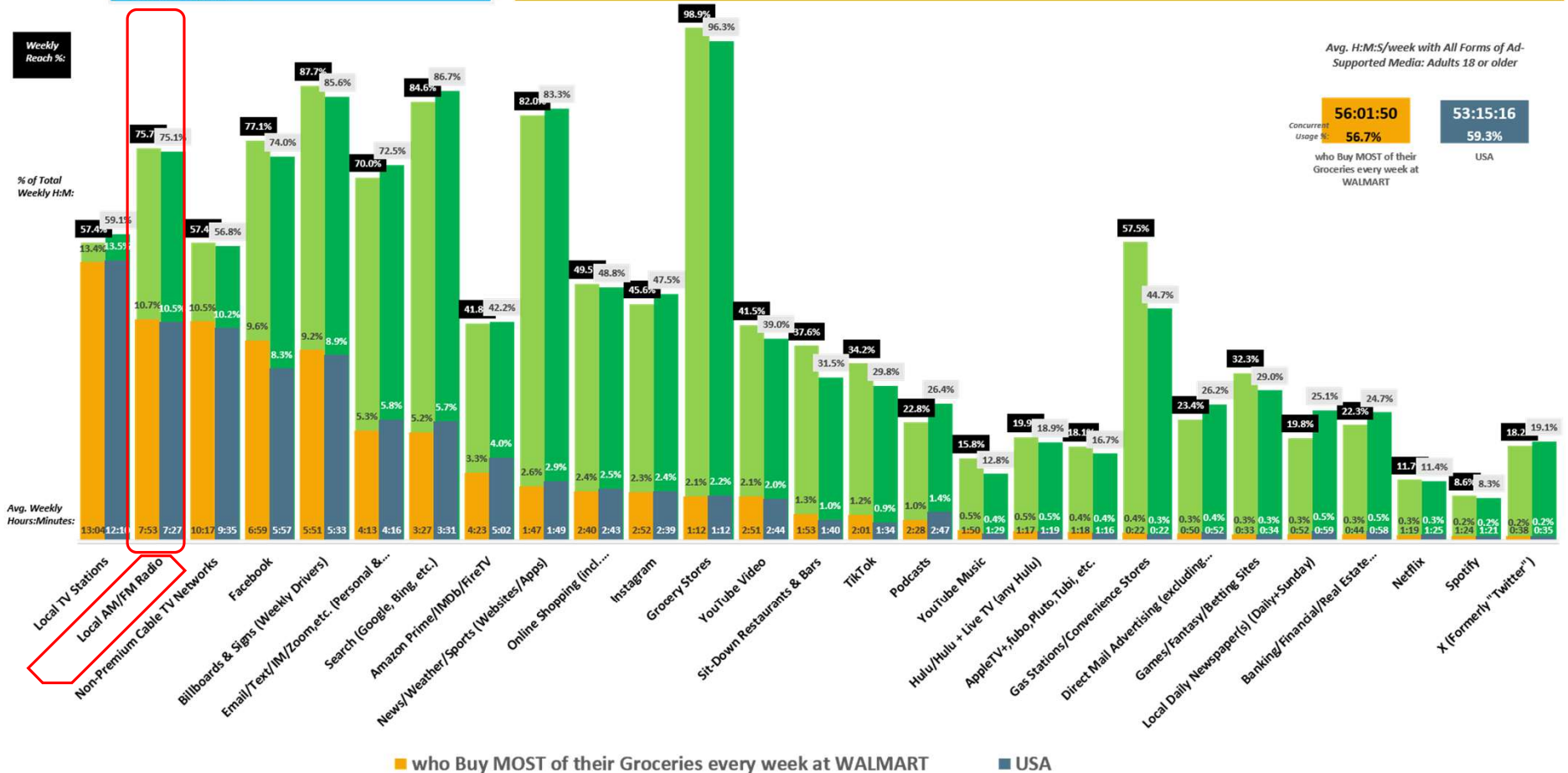
Avg. H:M:S/week with All Forms of Media:
 Adults 18 or older

Concurrent Usage %:
 67:00:14 (58.2%)
 68:03:22 (57.0%)

who Buy MOST of their Groceries every week at WALMART
 PHX

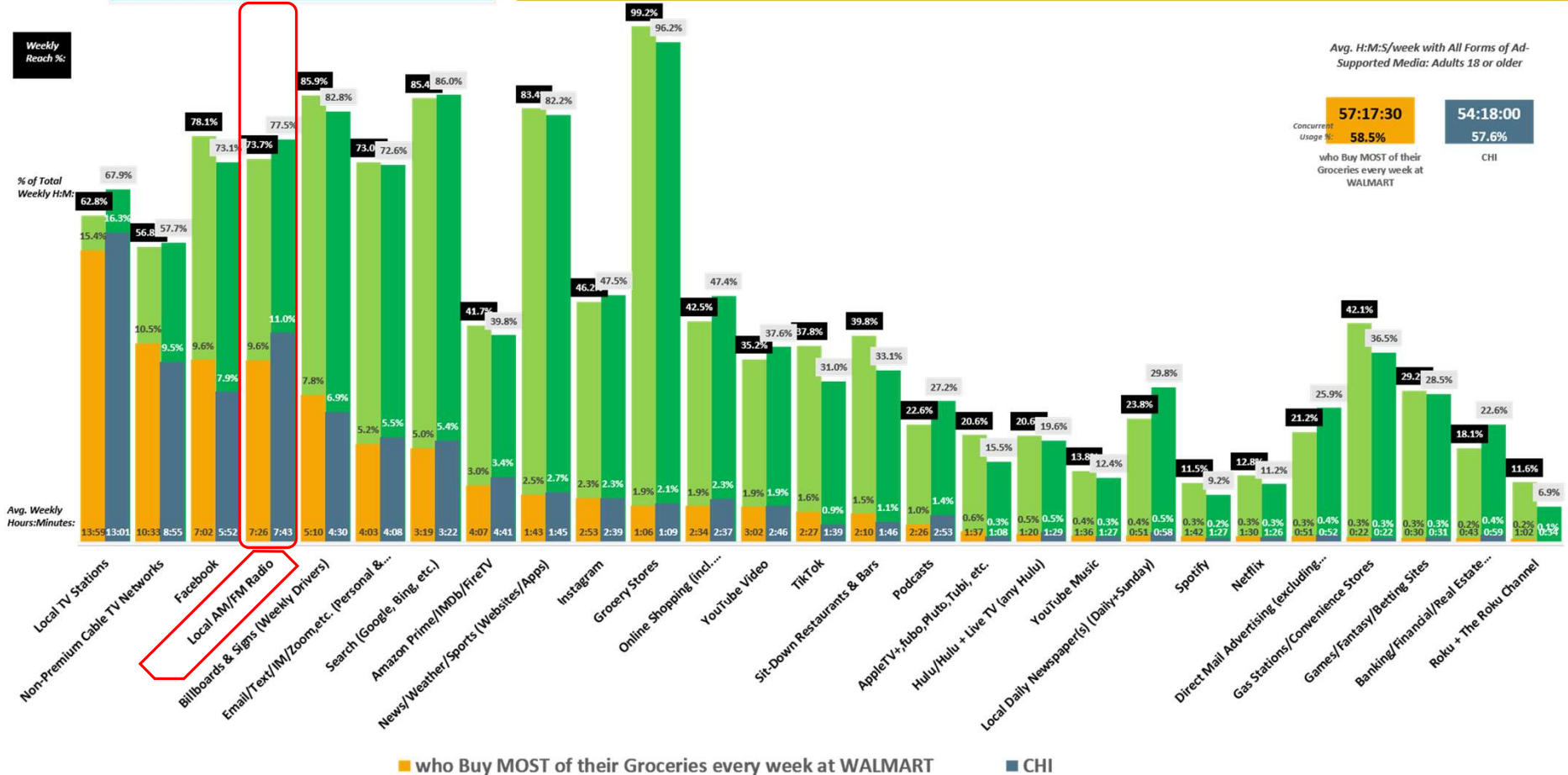


Adults 18 or older who Buy MOST of their Groceries every week at WALMART spend an average of 2 days, 8 hours, 1 minutes and 50 seconds each week with All Forms of Ad-Supported Media.
 75.7% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART spend an avg. of 7 hours and 53 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.7% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who Buy MOST of their Groceries every week at WALMART spend an average of 2 days, 9 hours, 17 minutes and 30 seconds each week with All Forms of Ad-Supported Media.
 73.7% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART spend an avg. of 7 hours and 26 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.6% of total time spent with all forms of Ad-Supported Media.



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 542
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CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 4,001

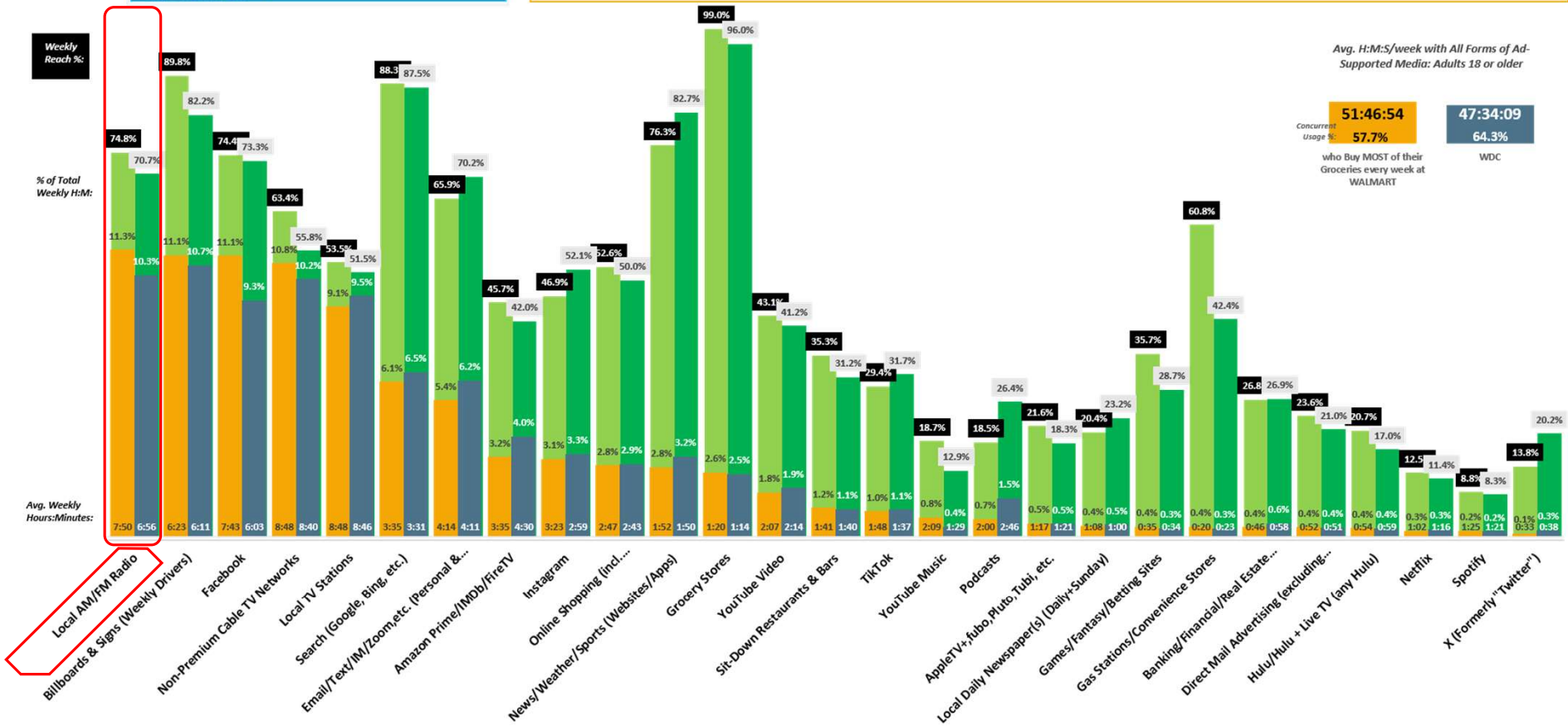


Share of Everything for Anything.

(((Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)))



Adults 18 or older who Buy MOST of their Groceries every week at WALMART spend an average of 2 days, 3 hours, 46 minutes and 54 seconds each week with All Forms of Ad-Supported Media.
 74.8% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART spend an avg. of 7 hours and 50 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.3% of total time spent with all forms of Ad-Supported Media.



who Buy MOST of their Groceries every week at WALMART WDC

WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 806
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WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab

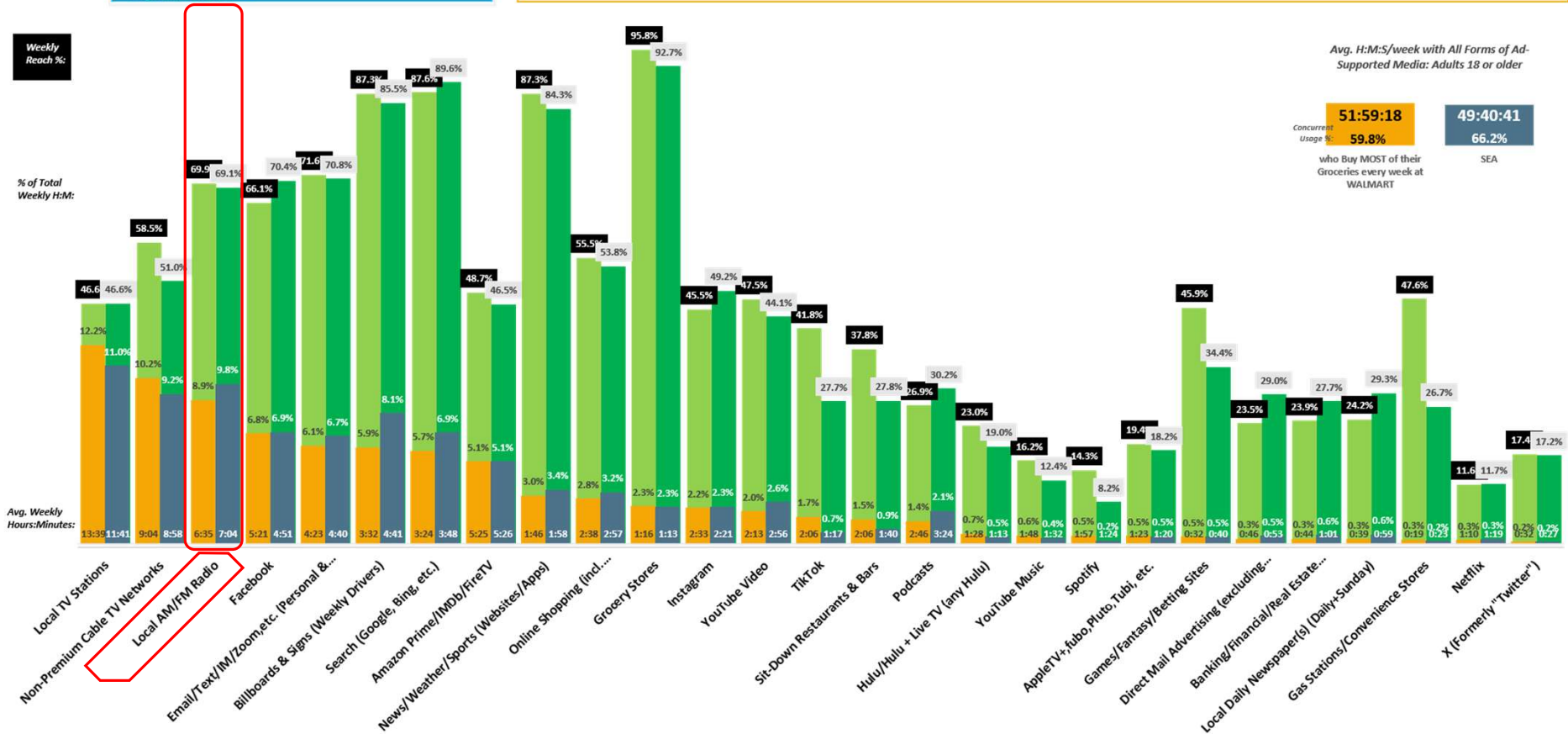


Share of Everything for Anything.

[[[Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)]]]



Adults 18 or older who Buy MOST of their Groceries every week at WALMART spend an average of 2 days, 3 hours, 59 minutes and 18 seconds each week with All Forms of Ad-Supported Media.
69.9% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART spend an avg. of 6 hours and 35 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.9% of total time spent with all forms of Ad-Supported Media.



■ who Buy MOST of their Groceries every week at WALMART ■ SEA

SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 342
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SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab

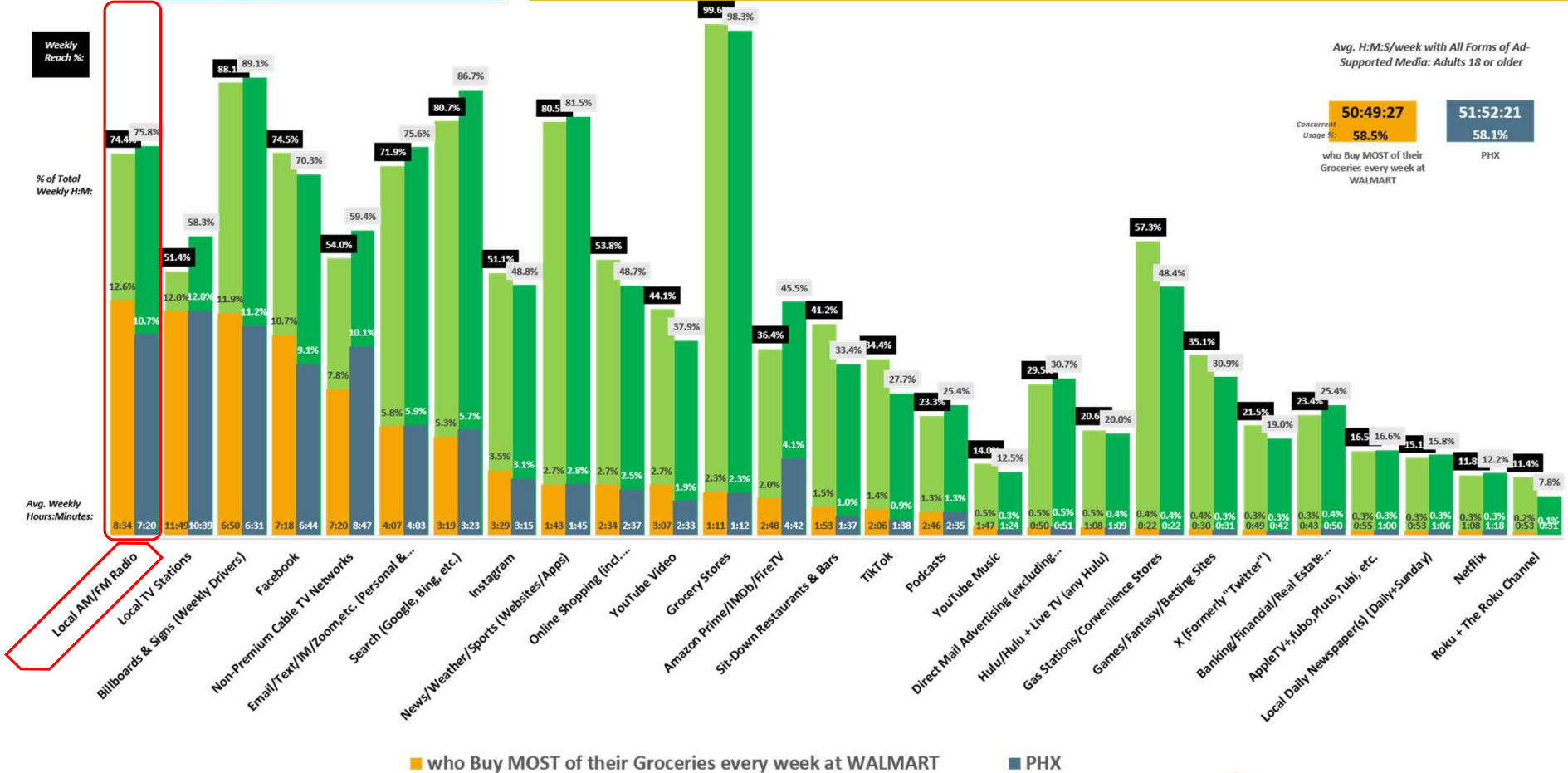


Share of Everything for Anything.

(((Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)))



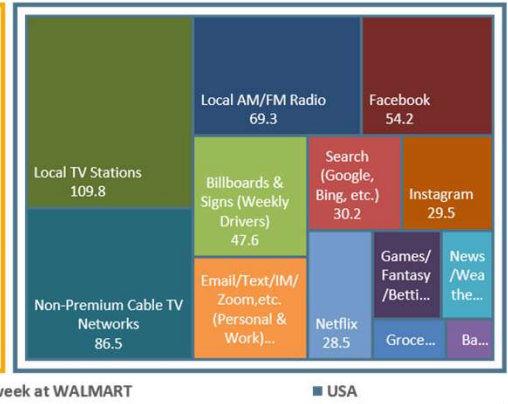
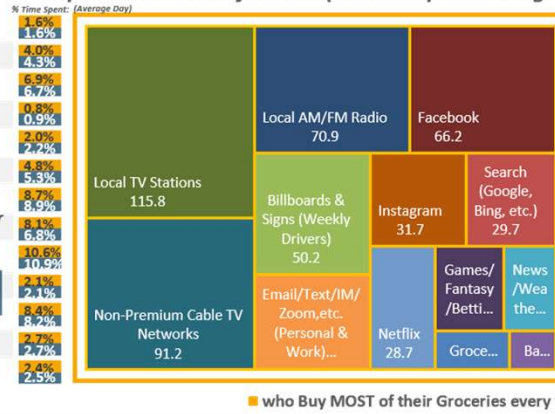
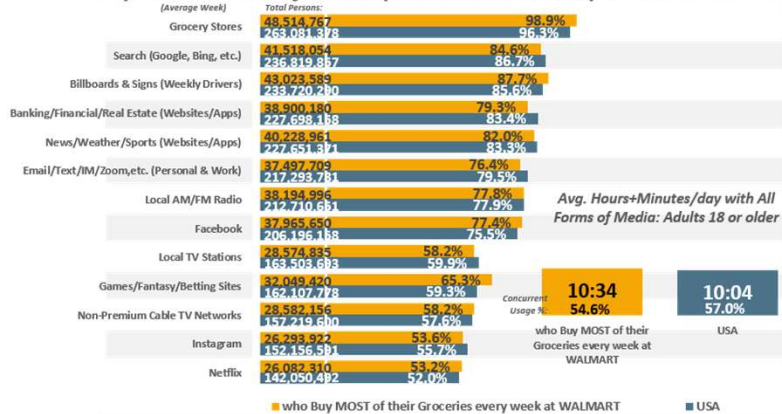
Adults 18 or older who Buy MOST of their Groceries every week at WALMART spend an average of 2 days, 2 hours, 49 minutes and 27 seconds each week with All Forms of Ad-Supported Media.
 74.4% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART spend an avg. of 8 hours and 34 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.6% of total time spent with all forms of Ad-Supported Media.



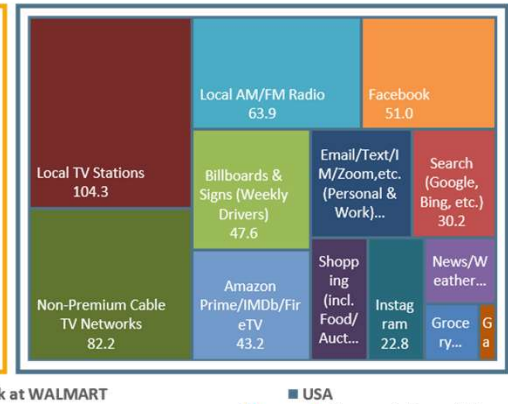
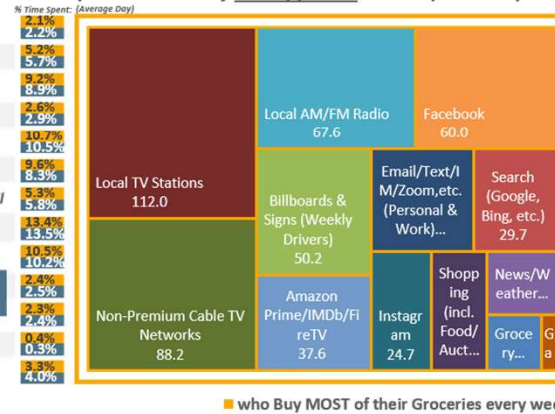
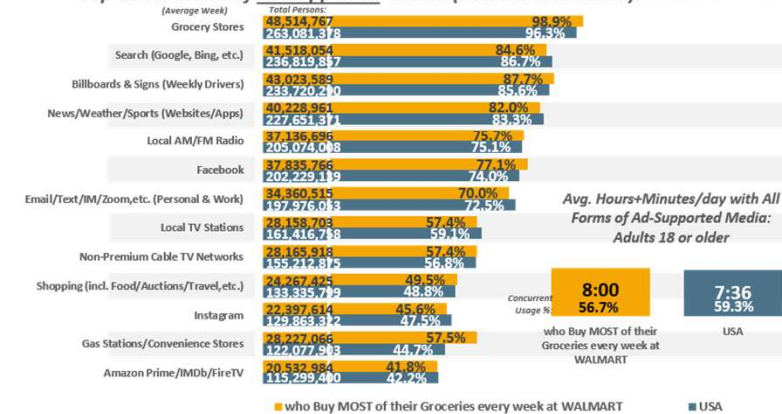


Adults 18 or older who Buy MOST of their Groceries every week at WALMART spend an average of 8 hours and 0 minutes each day with All Forms of Ad-Supported Media. 75.7% listen to Local AM/FM Radio for an avg. of 67.6 minutes/day. (Local Radio delivers 10.7% of Time with Ad-Supported Media.)

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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 4,111
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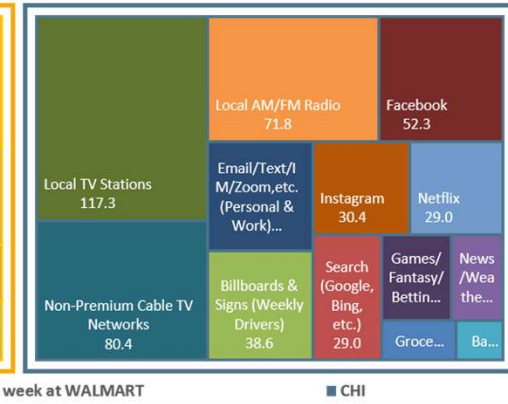
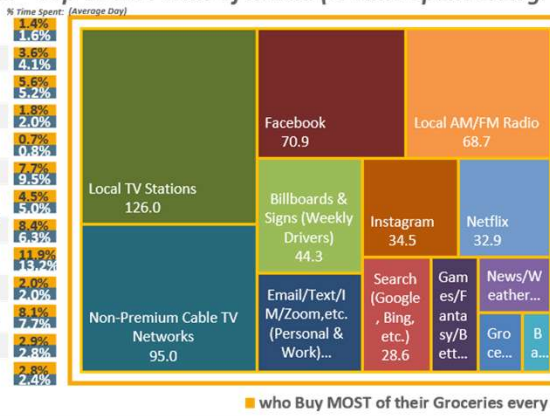
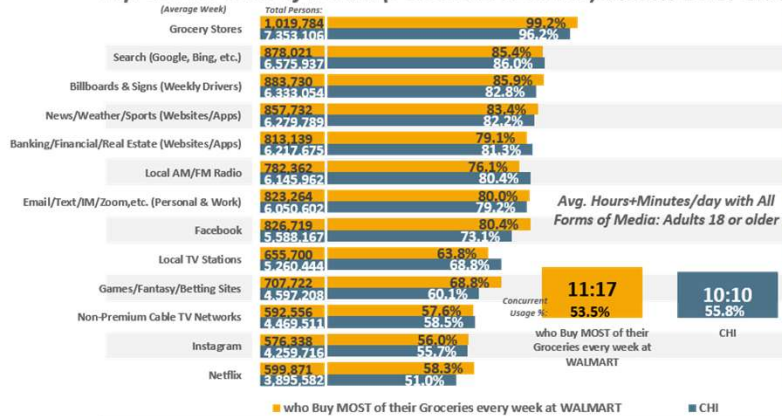
soefa.ai Share of Everything for Anything

[[[Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)]]

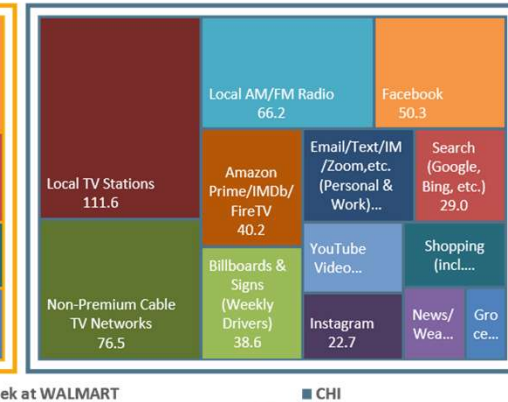
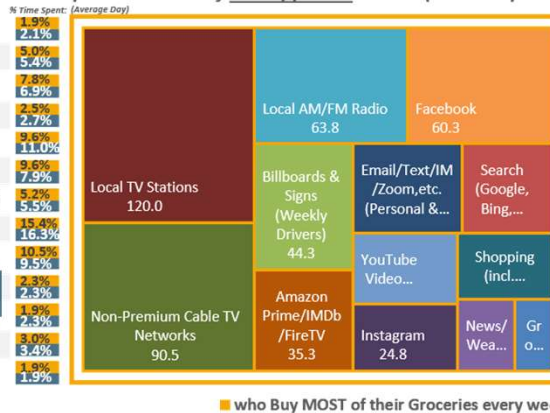
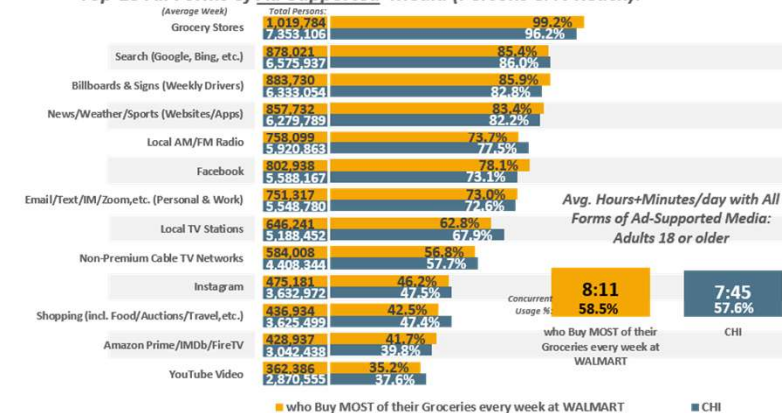


Adults 18 or older who Buy MOST of their Groceries every week at WALMART spend an average of 8 hours and 11 minutes each day with All Forms of Ad-Supported Media. 73.7% listen to Local AM/FM Radio for an avg. of 63.8 minutes/day. (Local Radio delivers 9.6% of Time with Ad-Supported Media.)

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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 542
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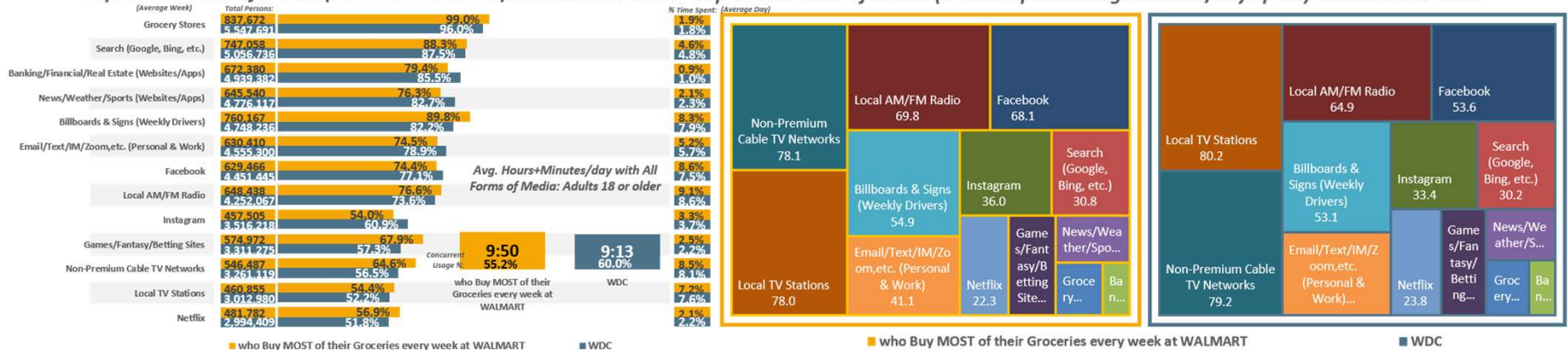
soefa.ai Share of Everything for Anything

(((Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)))

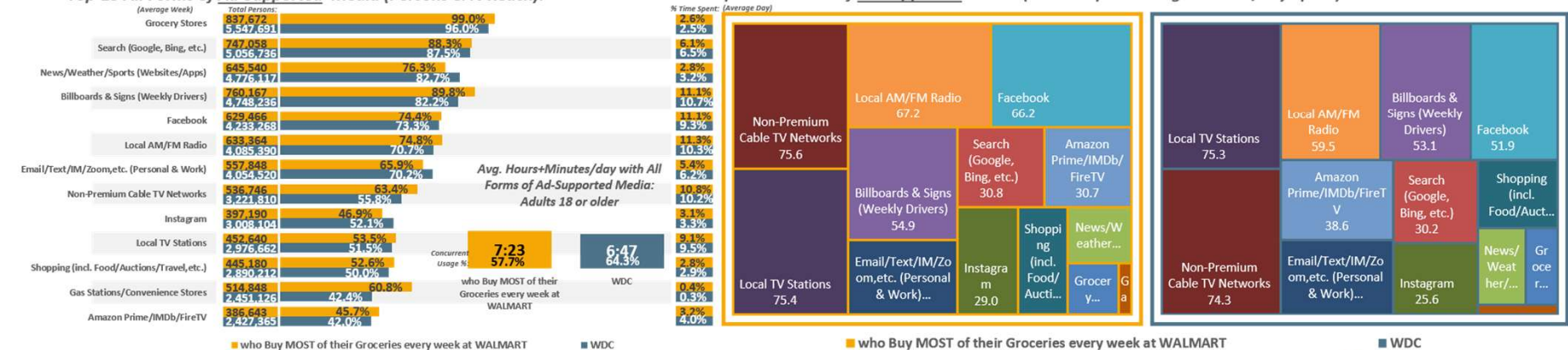


Adults 18 or older who Buy MOST of their Groceries every week at WALMART spend an average of 7 hours and 23 minutes each day with All Forms of Ad-Supported Media. 74.8% listen to Local AM/FM Radio for an avg. of 67.2 minutes/day. (Local Radio delivers 11.3% of Time with Ad-Supported Media.)

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



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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 806
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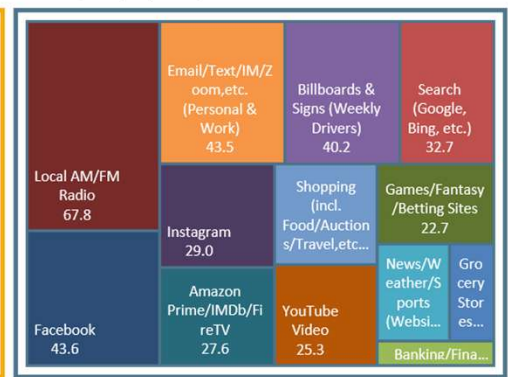
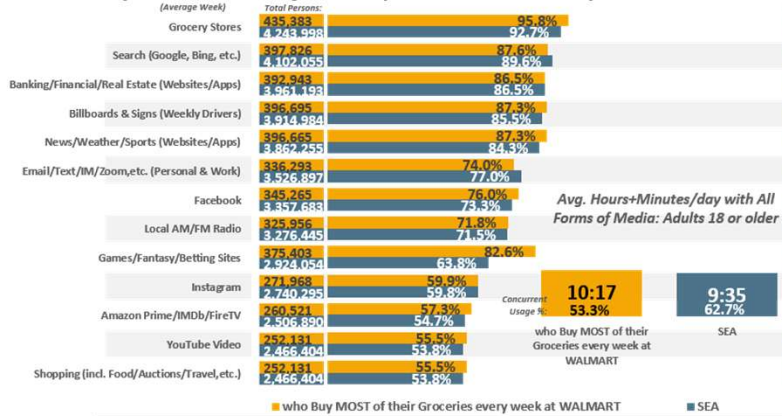
soefa.ai Share of Everything for Anything

(((Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)))

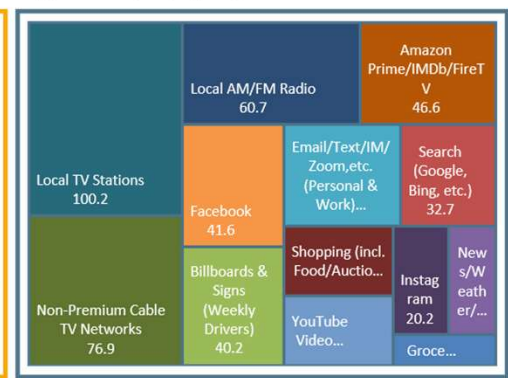
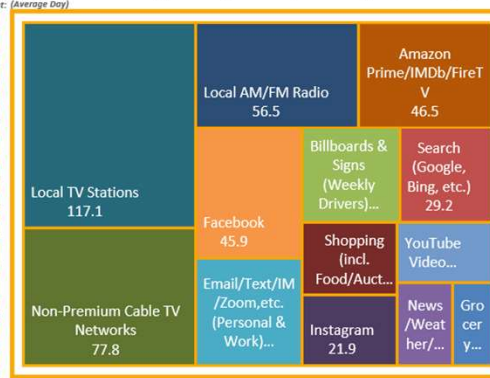
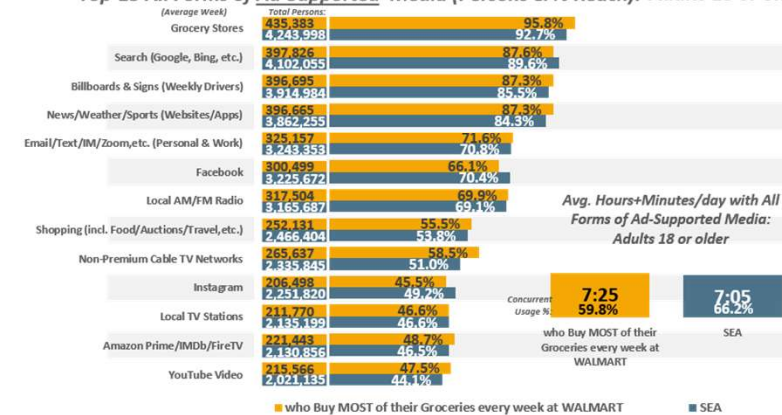


Adults 18 or older who Buy MOST of their Groceries every week at WALMART spend an average of 7 hours and 25 minutes each day with All Forms of Ad-Supported Media. 69.9% listen to Local AM/FM Radio for an avg. of 56.5 minutes/day. (Local Radio delivers 8.9% of Time with Ad-Supported Media.)

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



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



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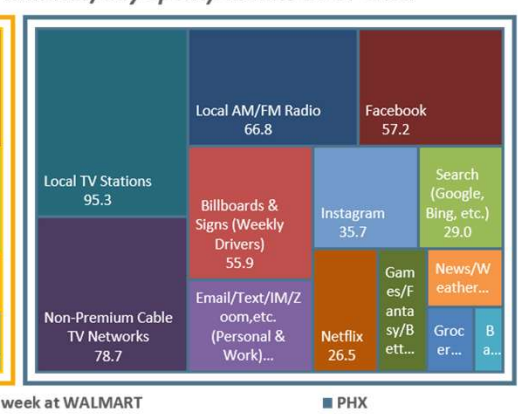
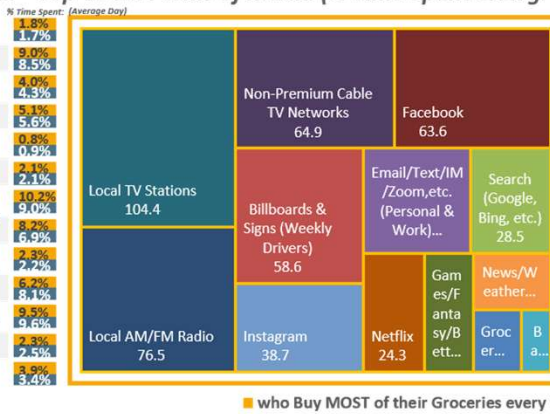
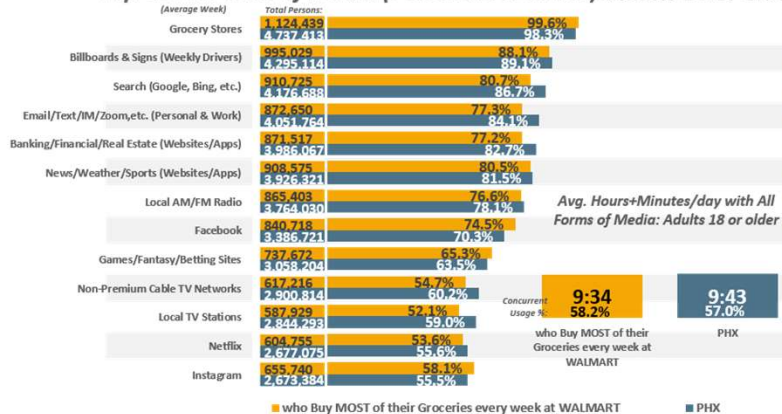
(((Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)))



Adults 18 or older who Buy MOST of their Groceries every week at WALMART spend an average of 7 hours and 15 minutes each day with All Forms of Ad-Supported Media. 74.4% listen to Local AM/FM Radio for an avg. of 73.5 minutes/day. (Local Radio delivers 12.6% of Time with Ad-Supported Media.)

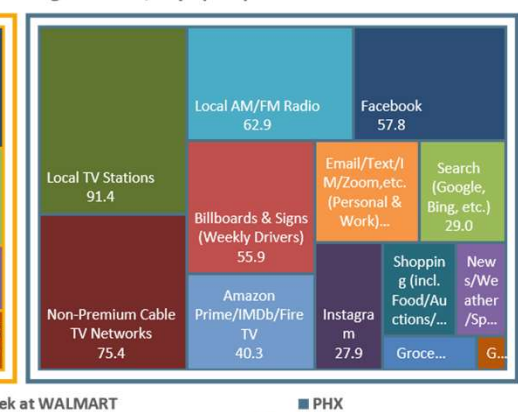
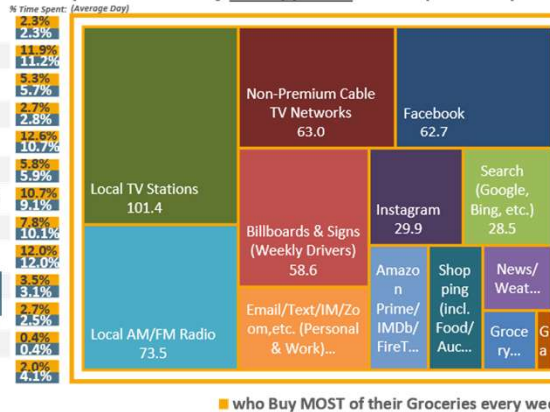
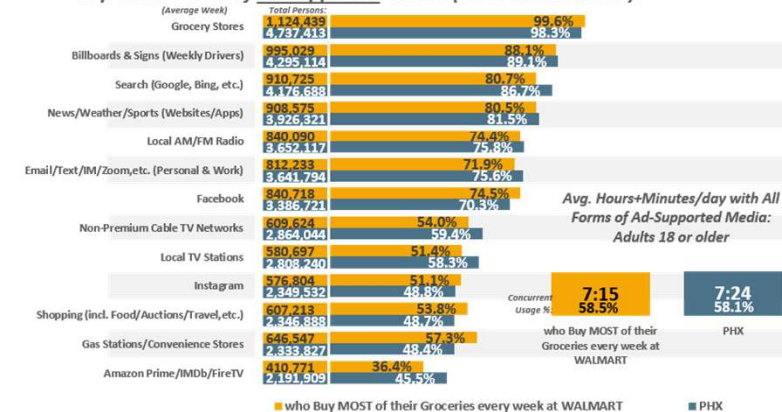
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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

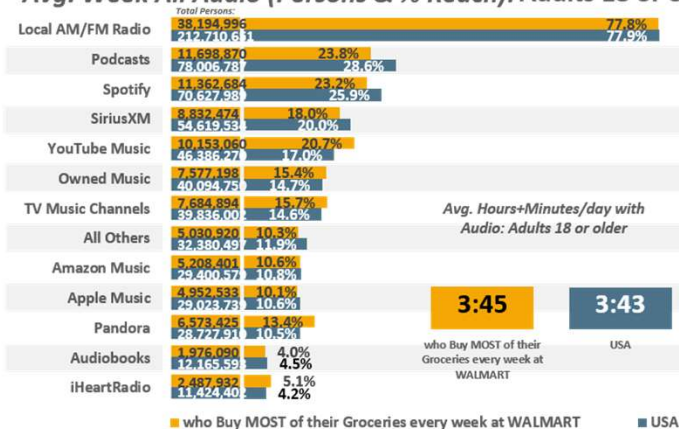
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



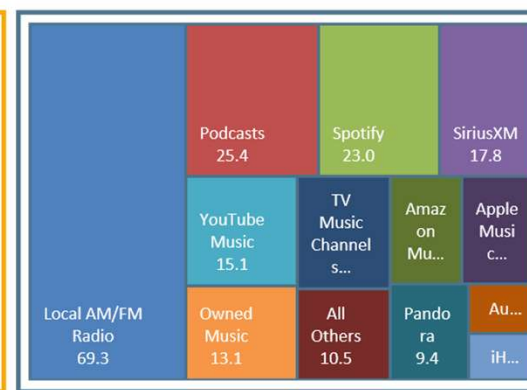
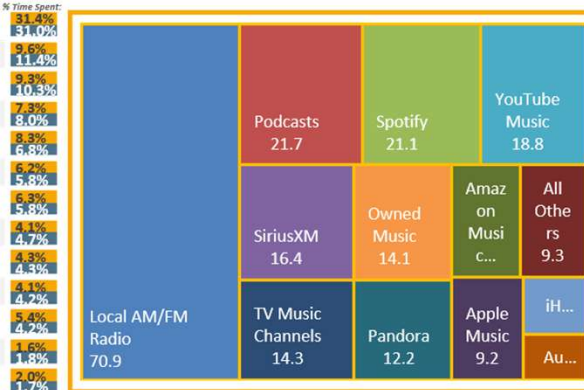


37,136,696 or 75.7% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART listen to Ad-Supported Local AM/FM Radio for an average of 67.6 minutes every day representing 41.6% of all time spent daily with Ad-Supported Audio.

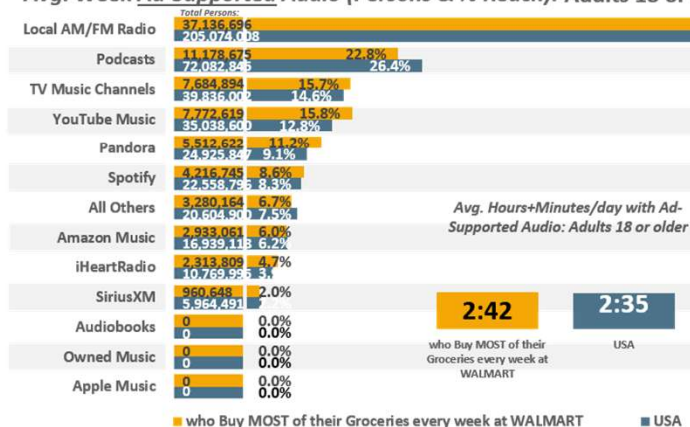
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



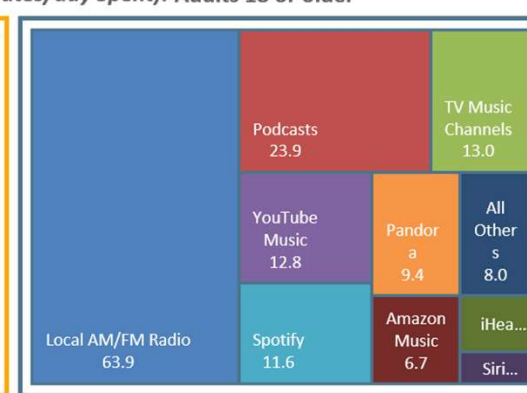
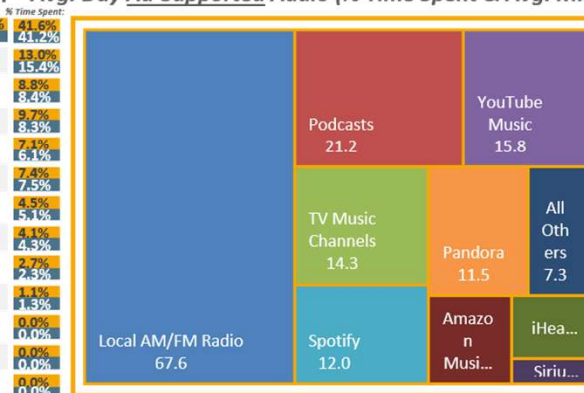
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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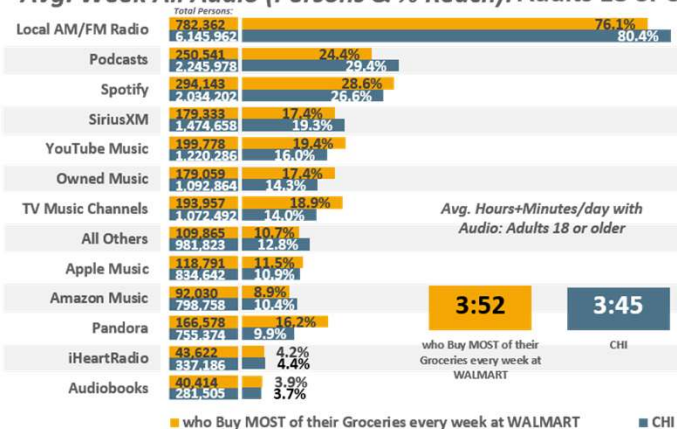
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(((Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)))

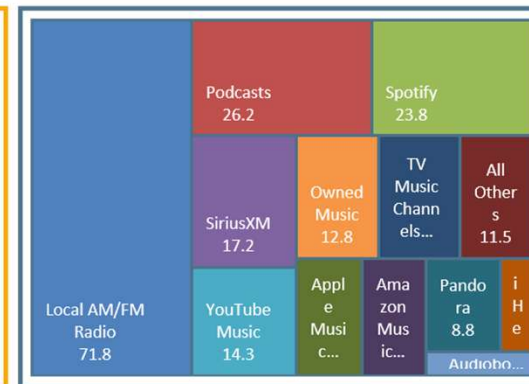
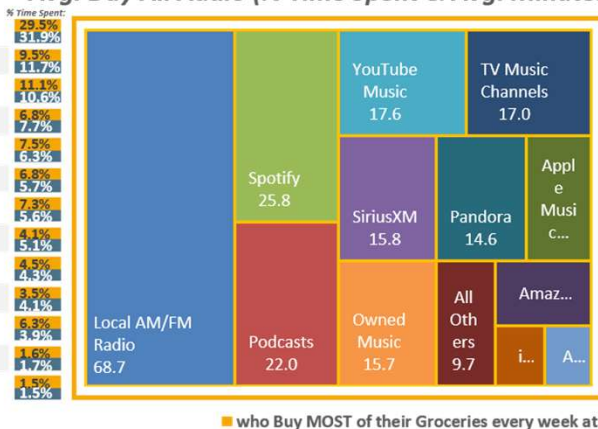


758,099 or 73.7% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART listen to Ad-Supported Local AM/FM Radio for an average of 63.8 minutes every day representing 39.7% of all time spent daily with Ad-Supported Audio.

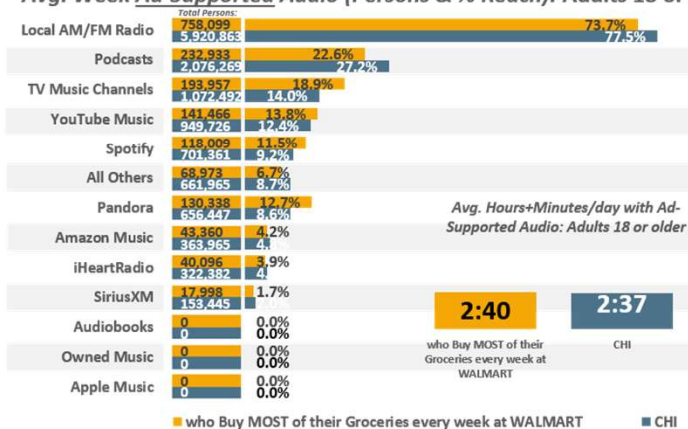
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



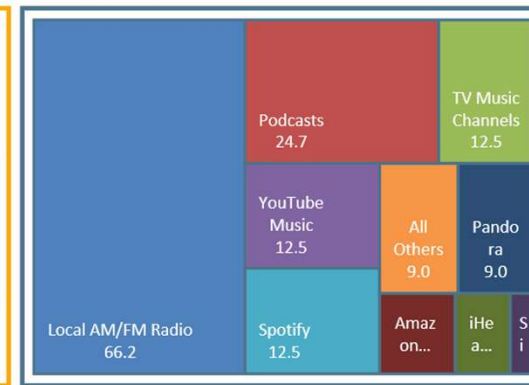
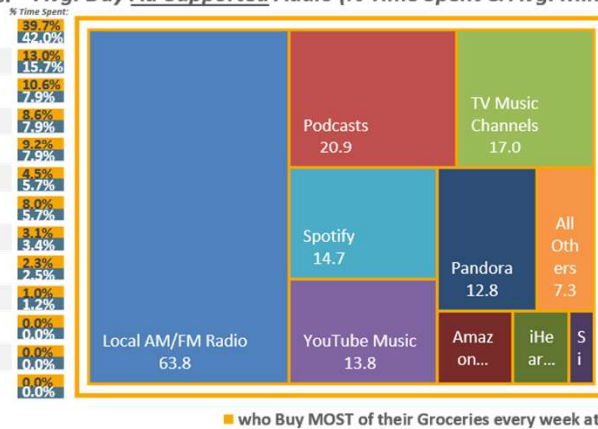
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



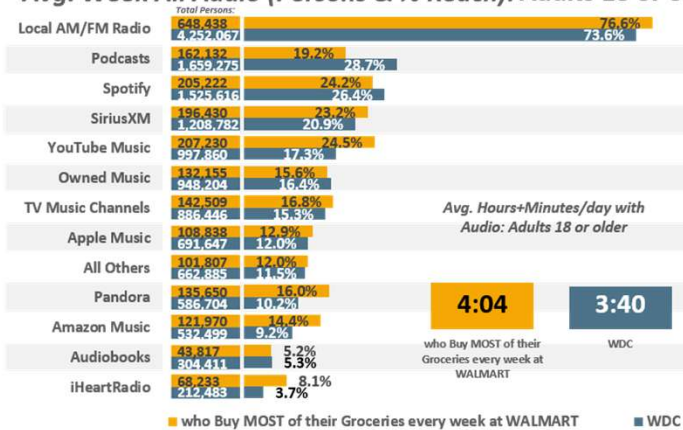
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



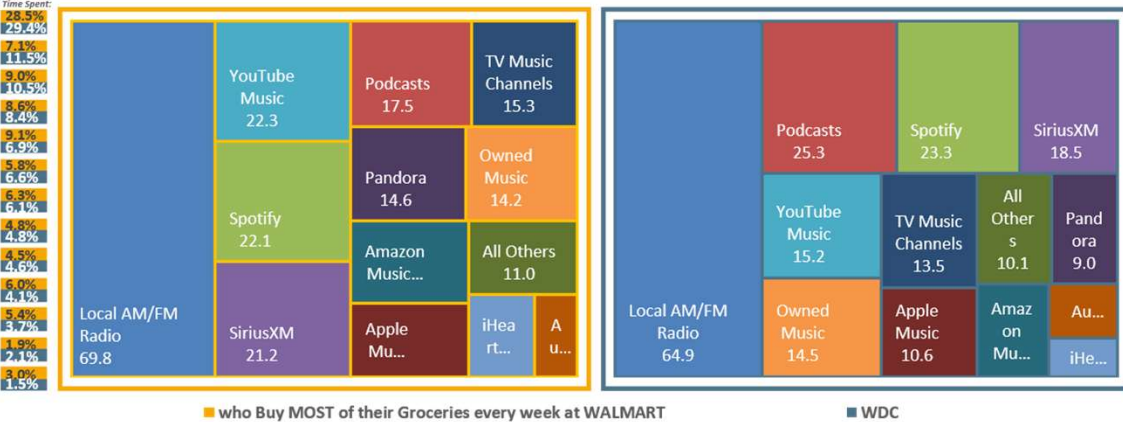


633,364 or 74.8% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART listen to Ad-Supported Local AM/FM Radio for an average of 67.2 minutes every day representing 39.5% of all time spent daily with Ad-Supported Audio.

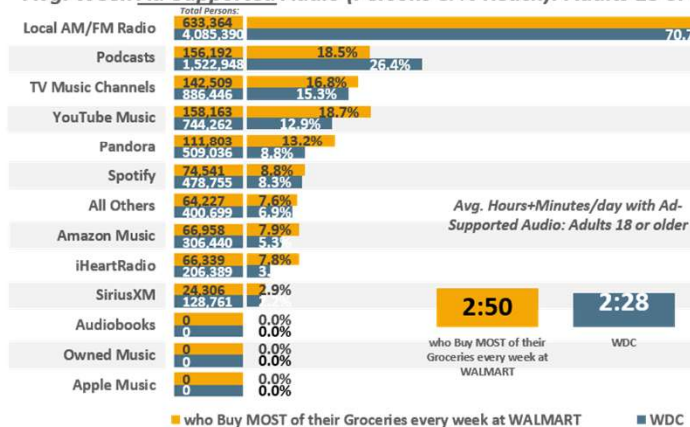
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



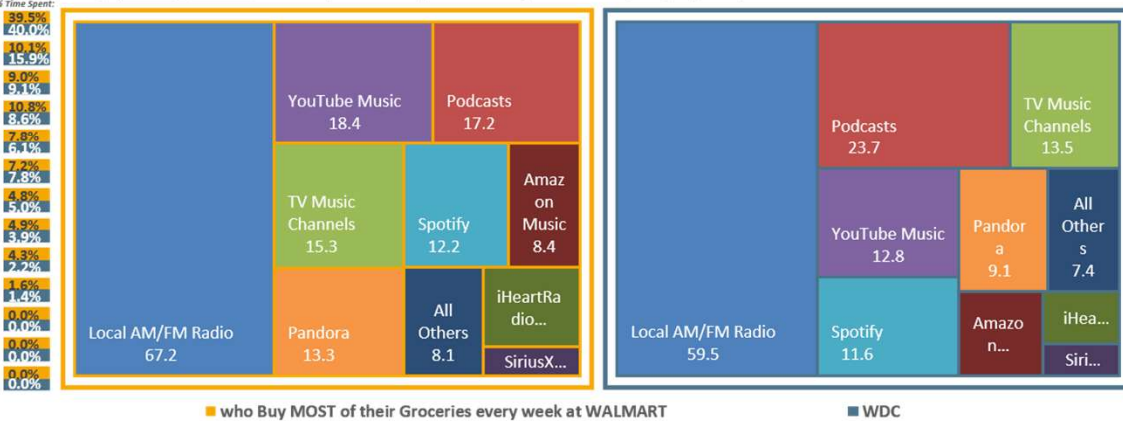
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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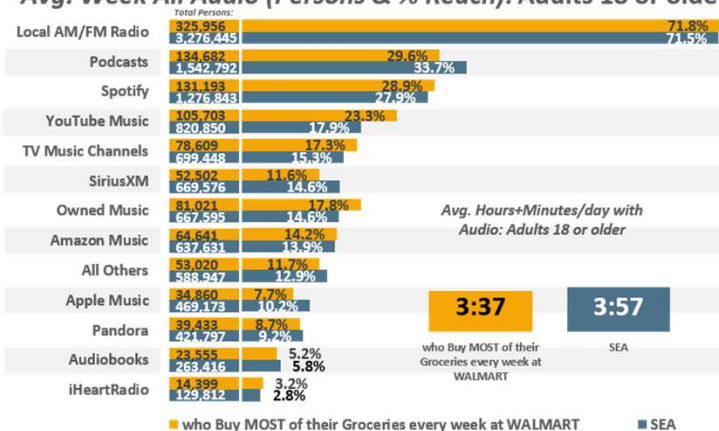
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(((Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)))

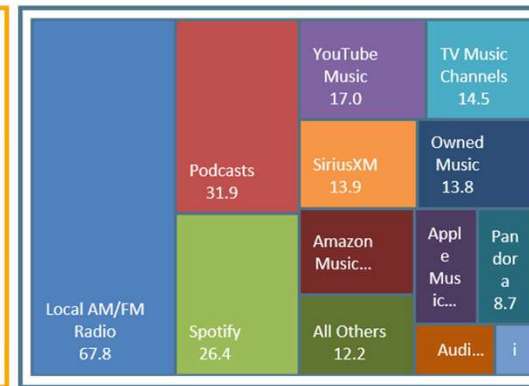
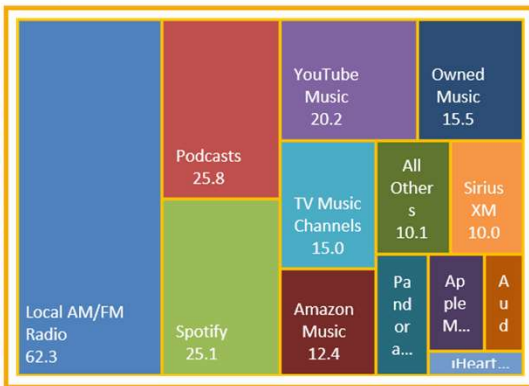


317,504 or 69.9% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART listen to Ad-Supported Local AM/FM Radio for an average of 56.5 minutes every day representing 36.5% of all time spent daily with Ad-Supported Audio.

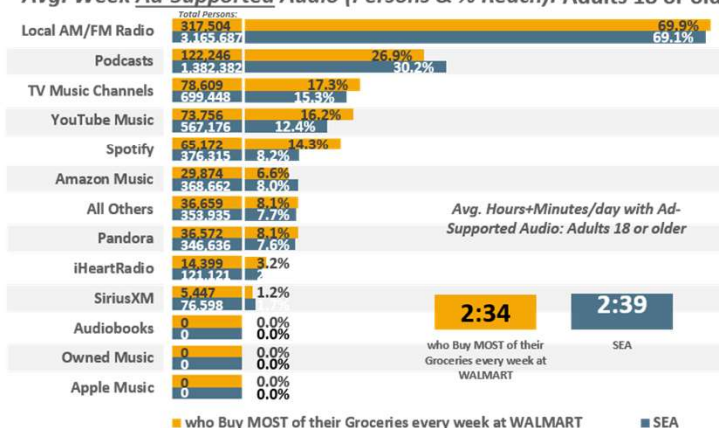
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



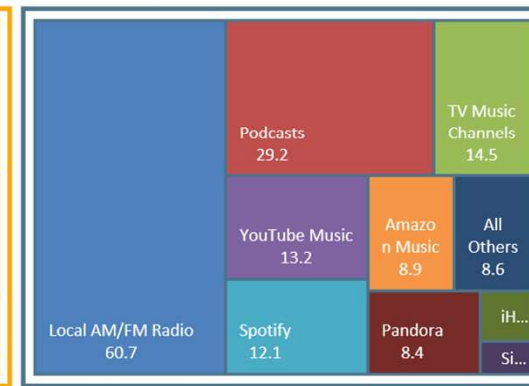
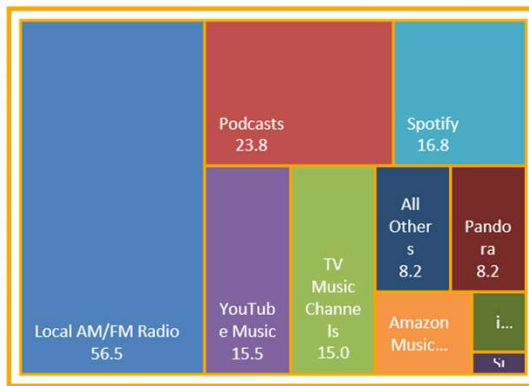
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



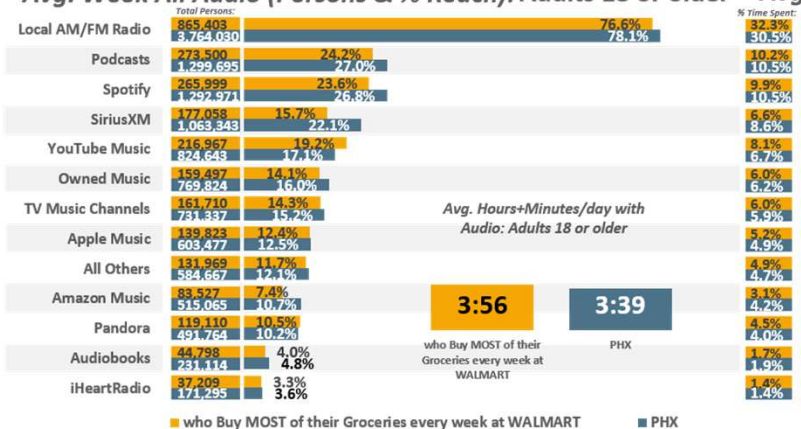
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



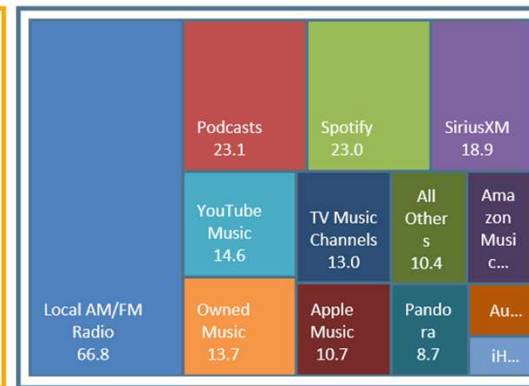
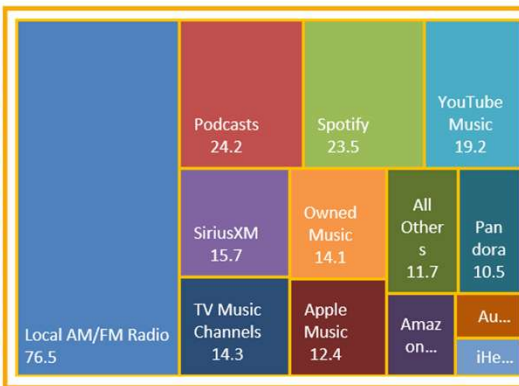


840,090 or 74.4% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART listen to Ad-Supported Local AM/FM Radio for an average of 73.5 minutes every day representing 45.0% of all time spent daily with Ad-Supported Audio.

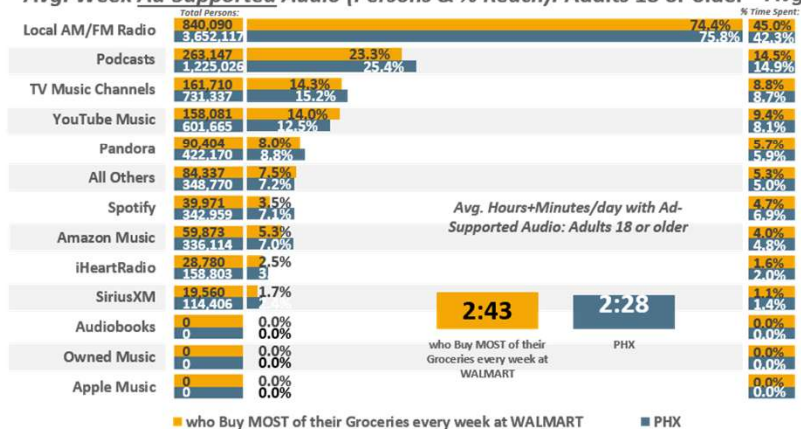
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



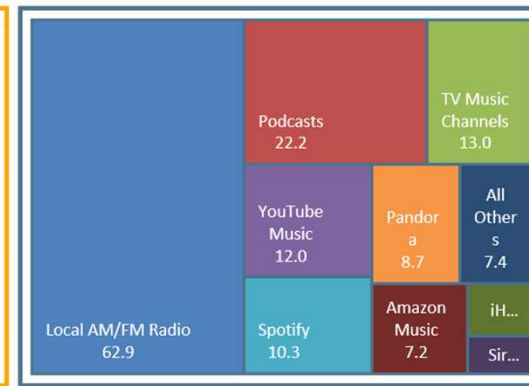
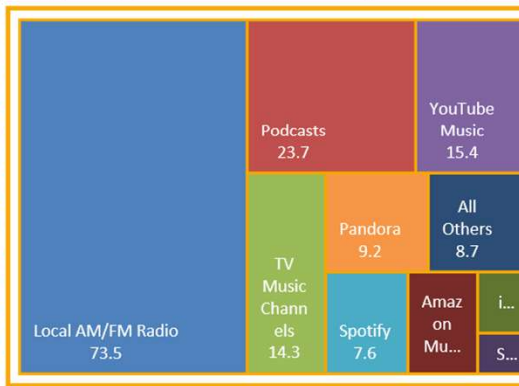
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

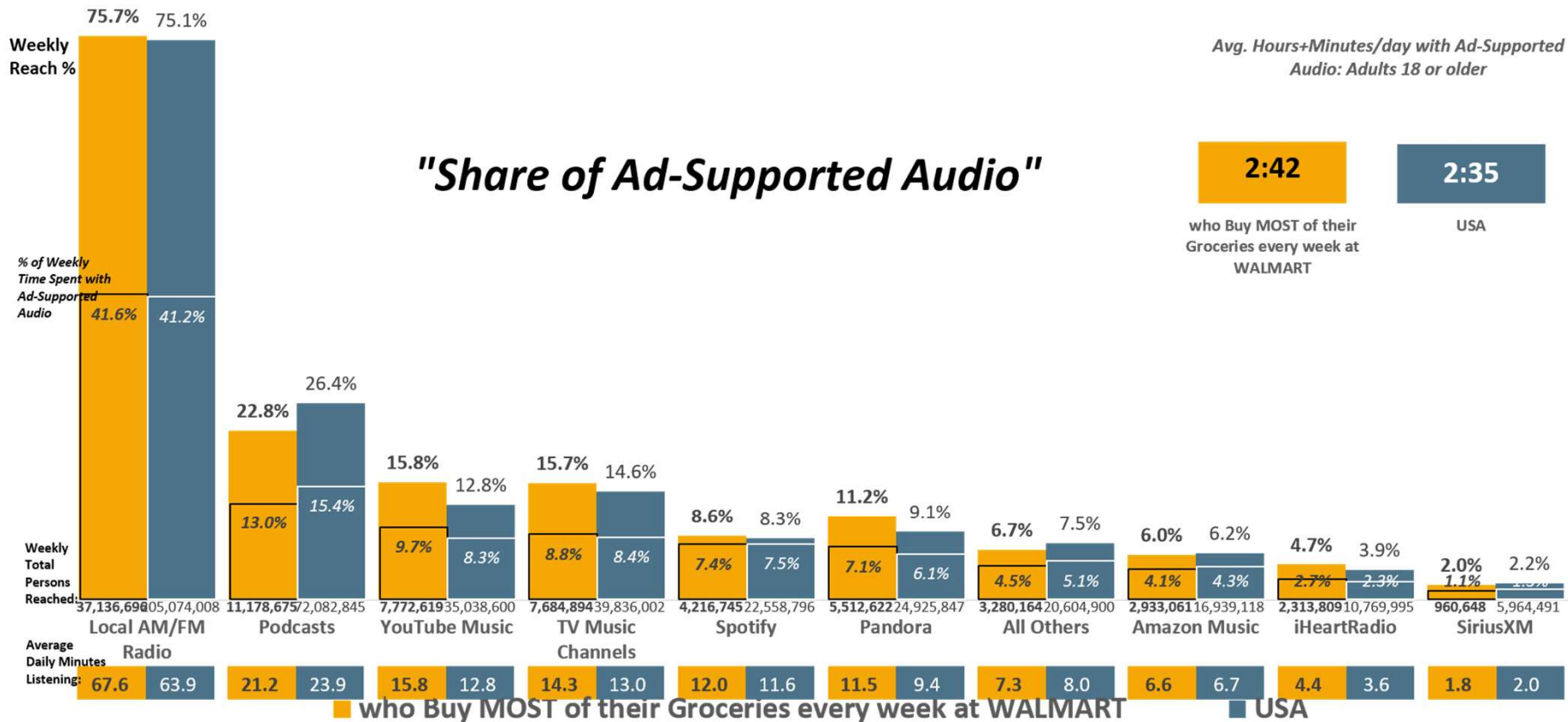


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



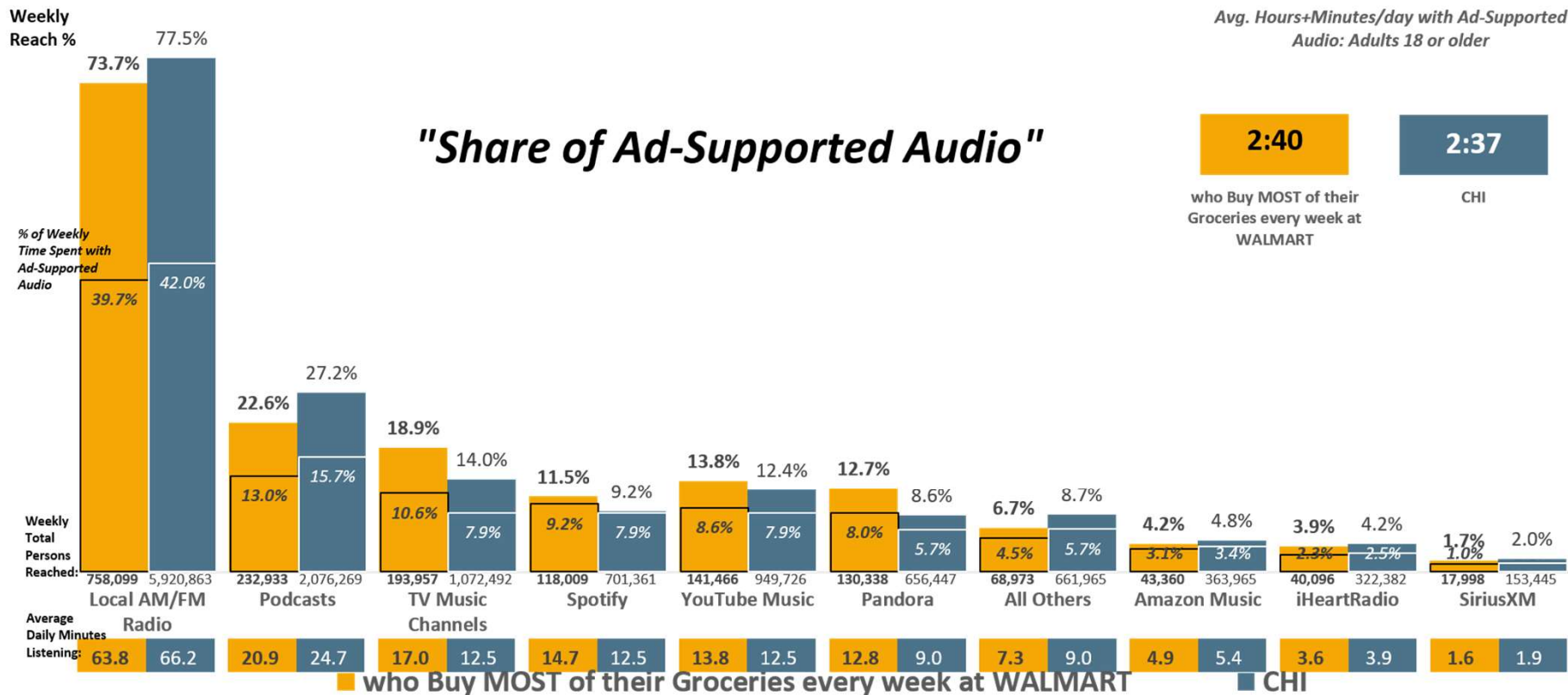


37,136,696 or 75.7% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART listen to Ad-Supported Local AM/FM Radio for an average of 67.6 minutes every day representing 41.6% of all time spent daily with Ad-Supported Audio.



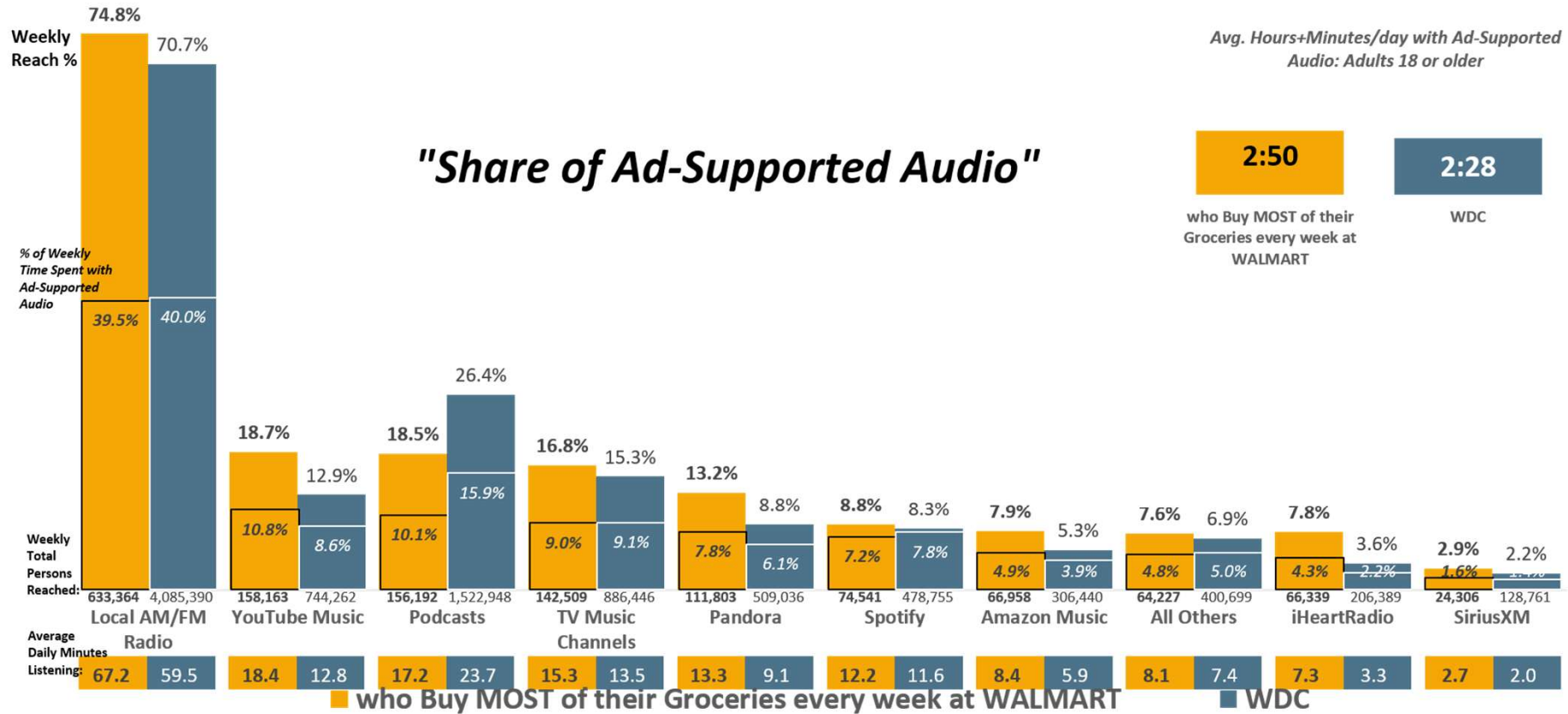


758,099 or 73.7% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART listen to Ad-Supported Local AM/FM Radio for an average of 63.8 minutes every day representing 39.7% of all time spent daily with Ad-Supported Audio.



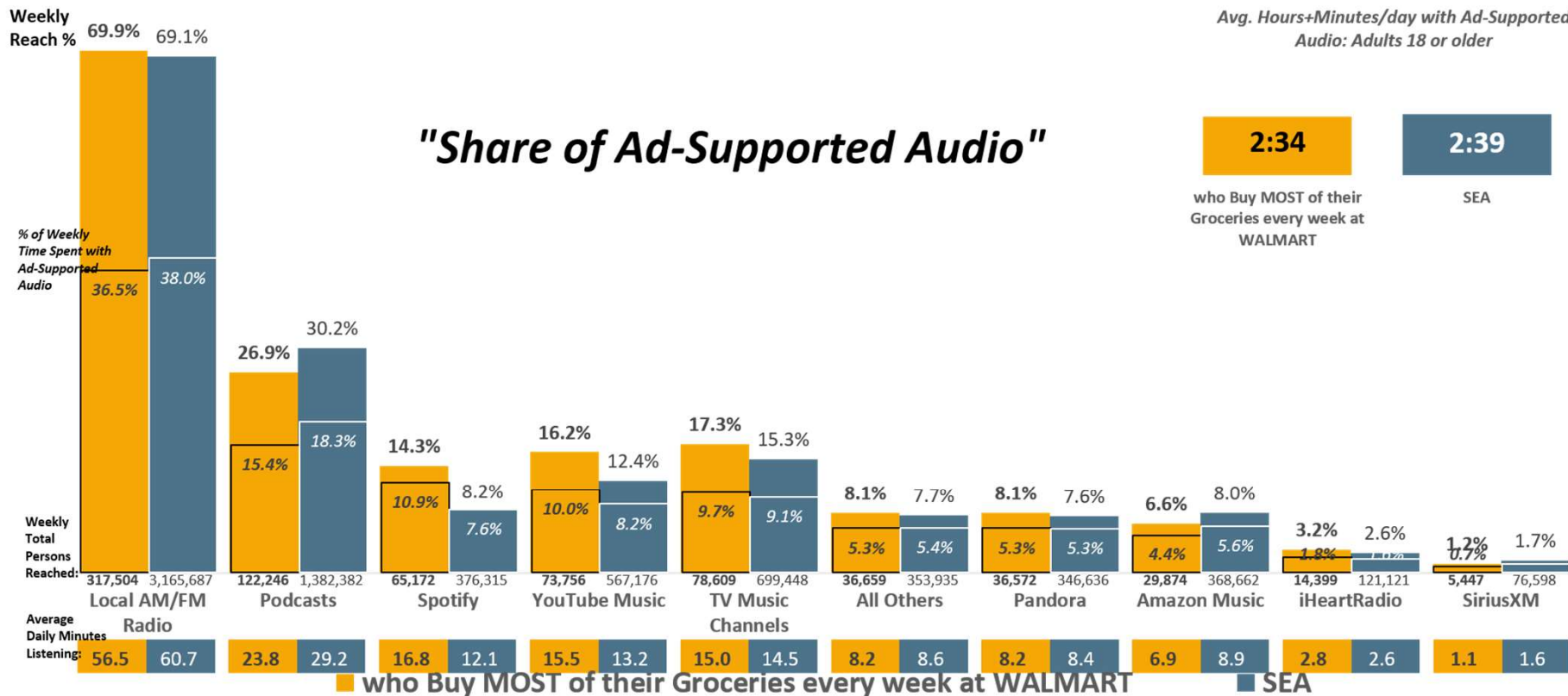


633,364 or 74.8% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART listen to Ad-Supported Local AM/FM Radio for an average of 67.2 minutes every day representing 39.5% of all time spent daily with Ad-Supported Audio.



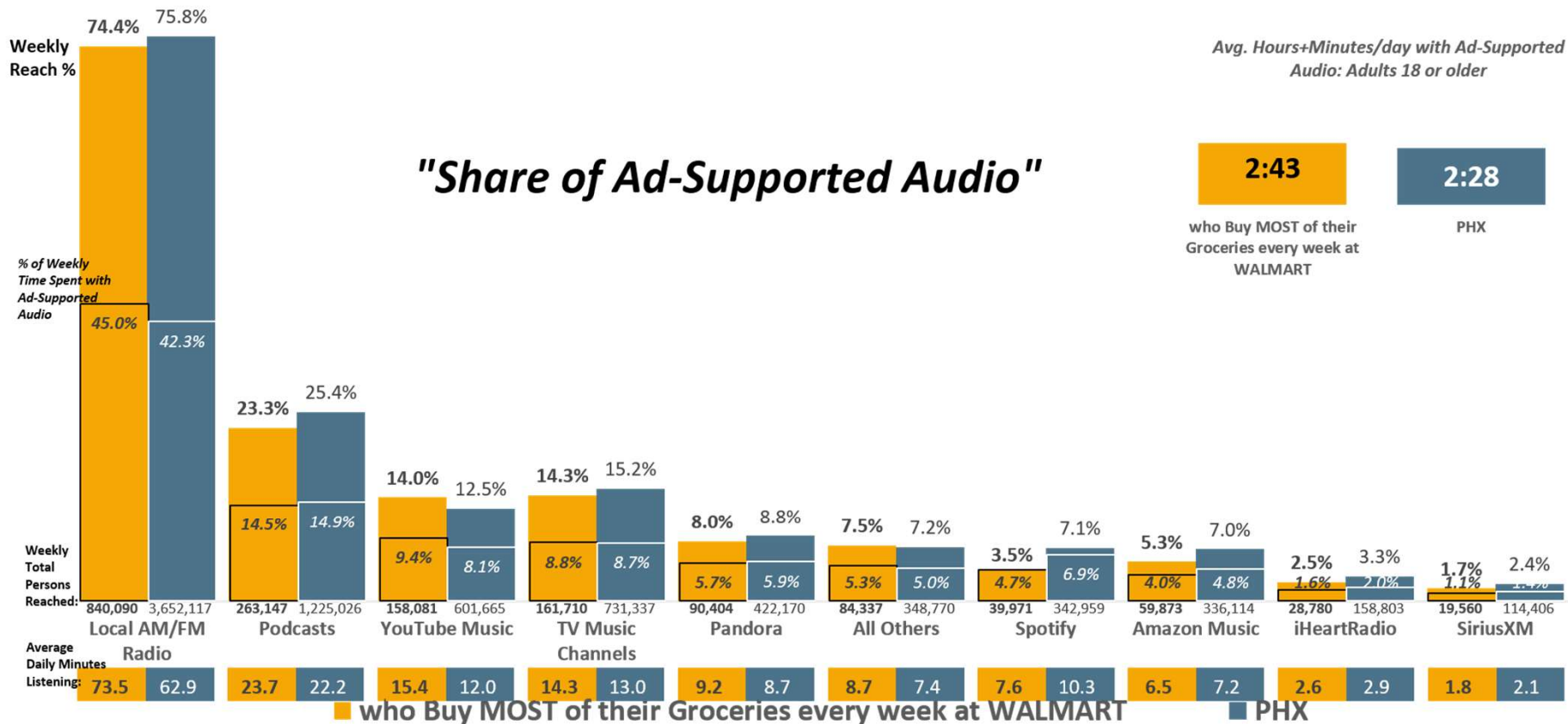


317,504 or 69.9% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART listen to Ad-Supported Local AM/FM Radio for an average of 56.5 minutes every day representing 36.5% of all time spent daily with Ad-Supported Audio.





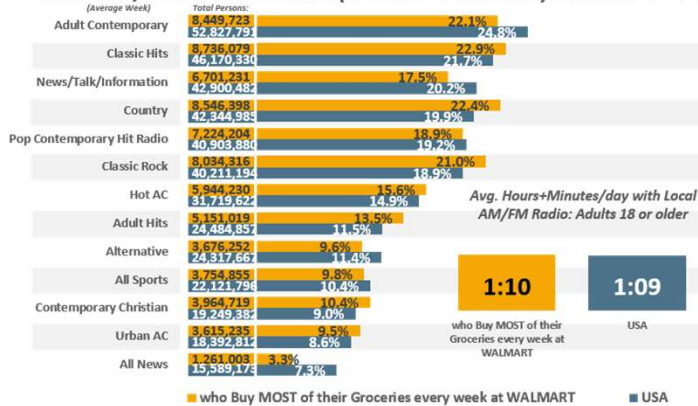
840,090 or 74.4% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART listen to Ad-Supported Local AM/FM Radio for an average of 73.5 minutes every day representing 45.0% of all time spent daily with Ad-Supported Audio.



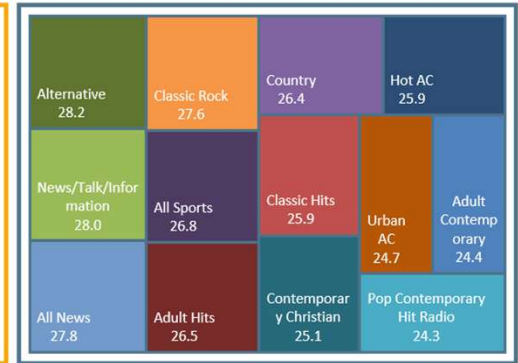
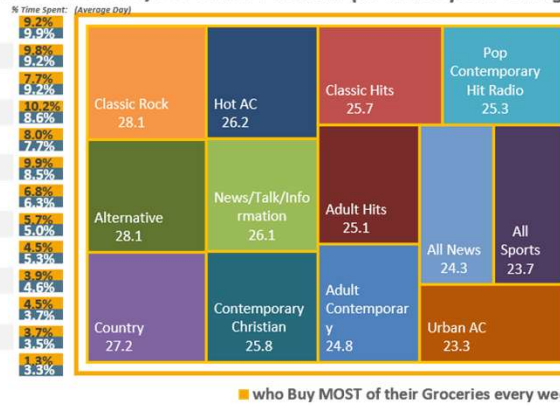


37,136,696 or 75.7% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Country, Adult Contemporary, Classic Rock, and Pop Contemporary Hit Radio.

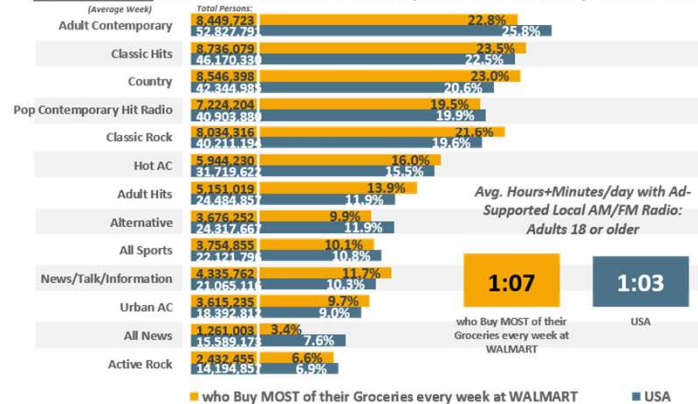
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



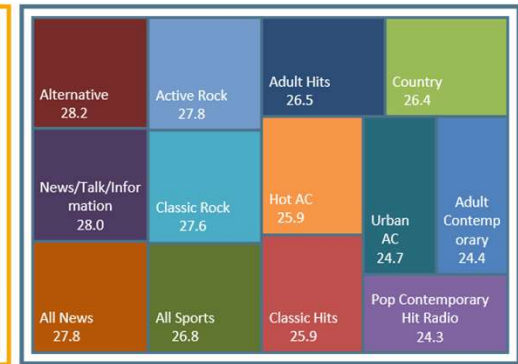
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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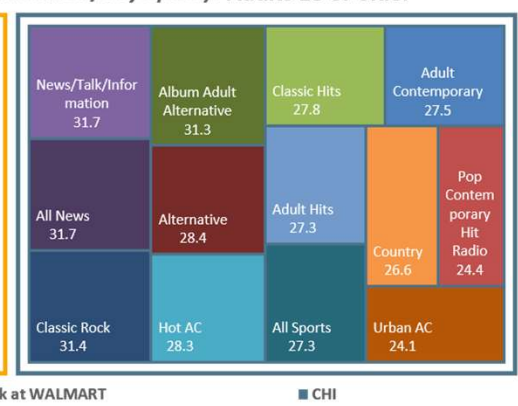
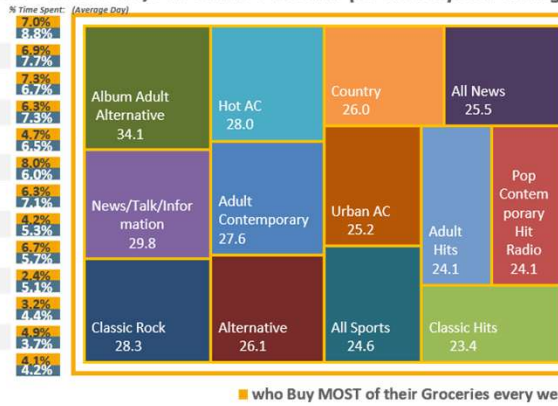
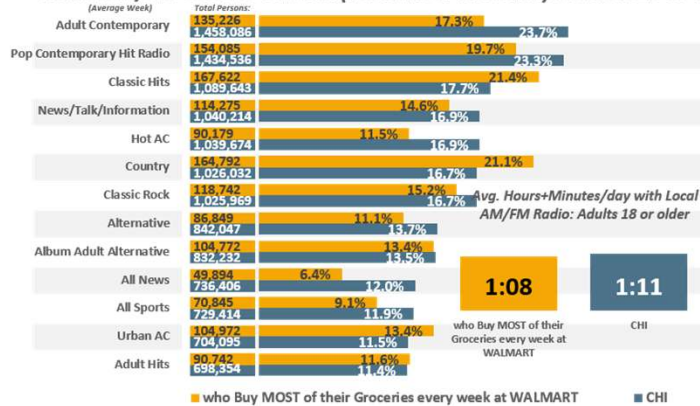
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(((Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)))

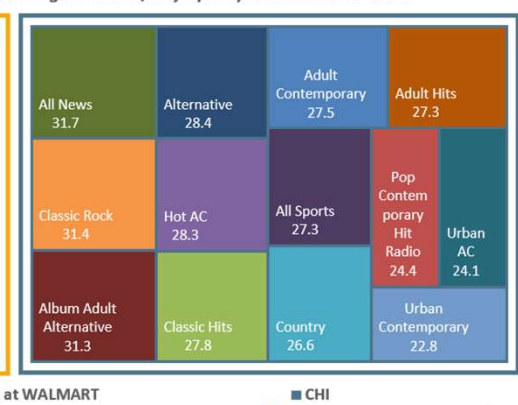
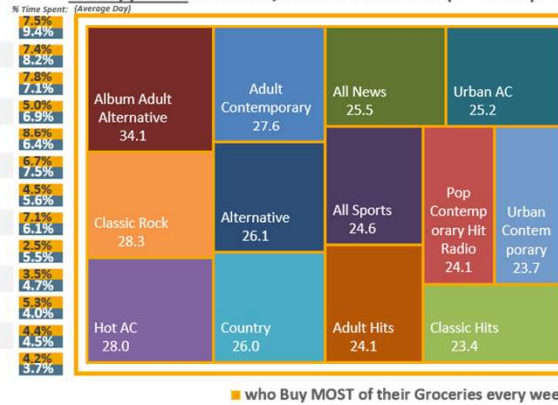
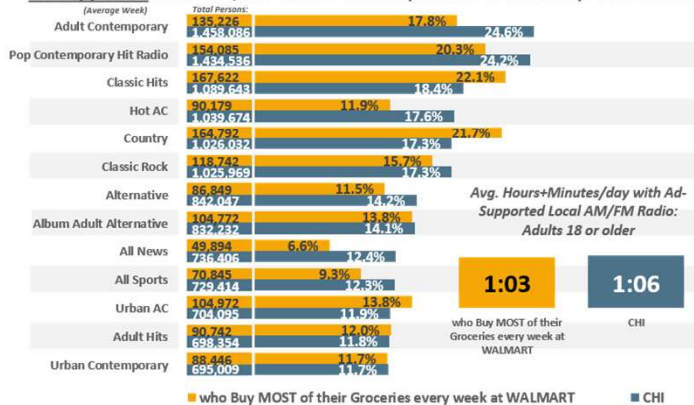


758,099 or 73.7% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Country, Pop Contemporary Hit Radio, Adult Contemporary, and Classic Rock.

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**



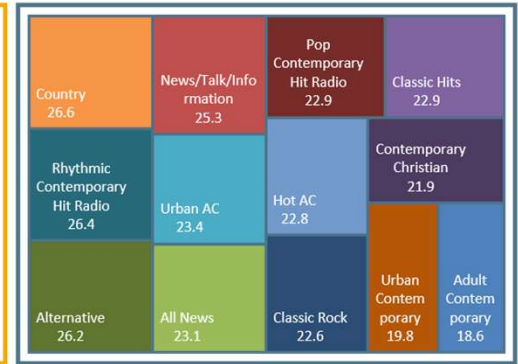
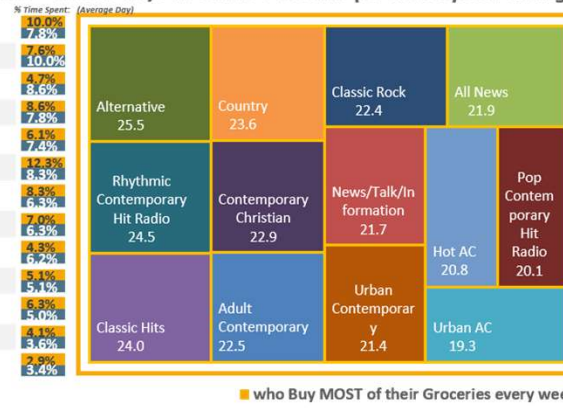
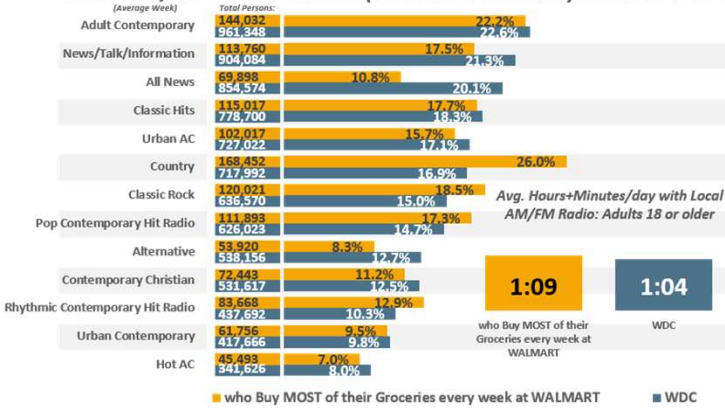
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



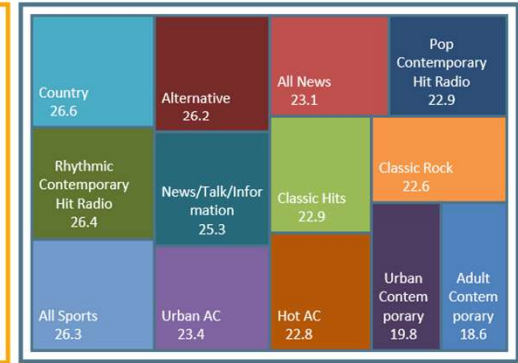
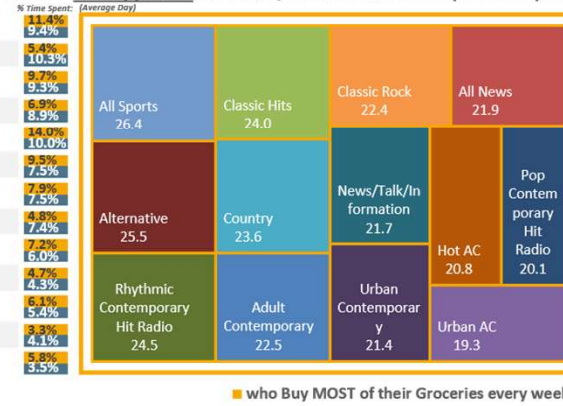
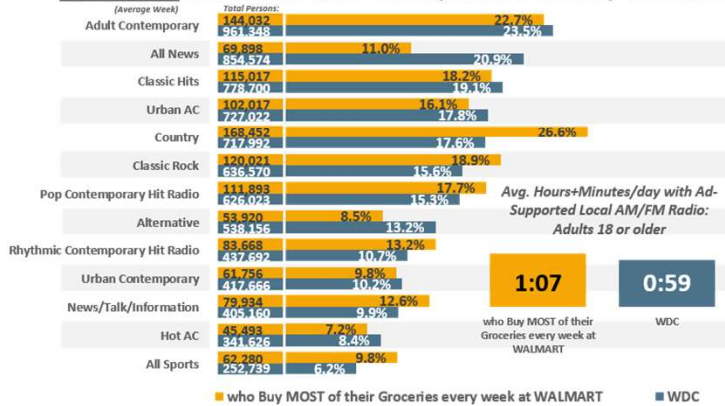


633,364 or 74.8% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, Classic Rock, Classic Hits, and Pop Contemporary Hit Radio.

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



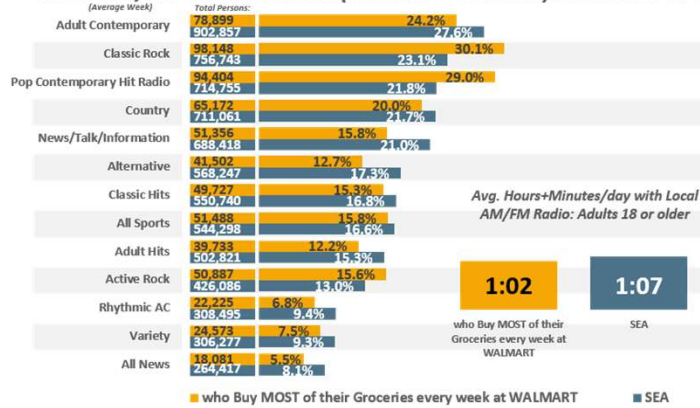
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



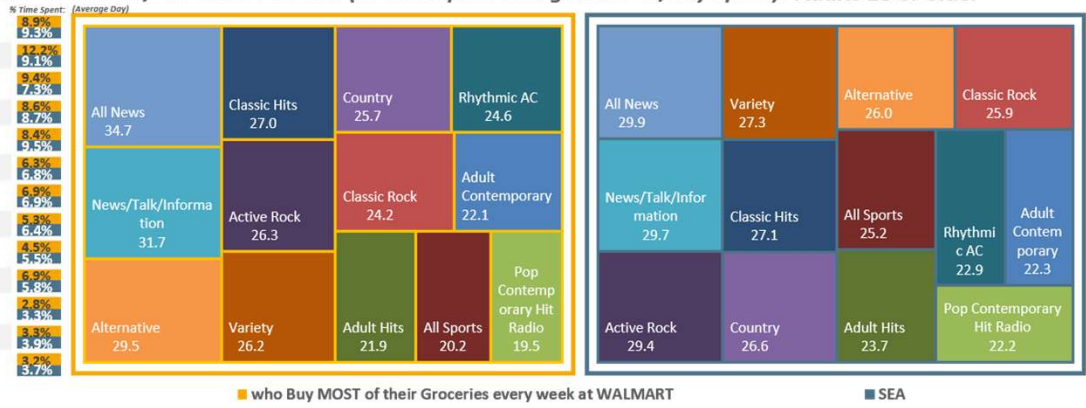


317,504 or 69.9% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Pop Contemporary Hit Radio, Adult Contemporary, Country, and All Sports.

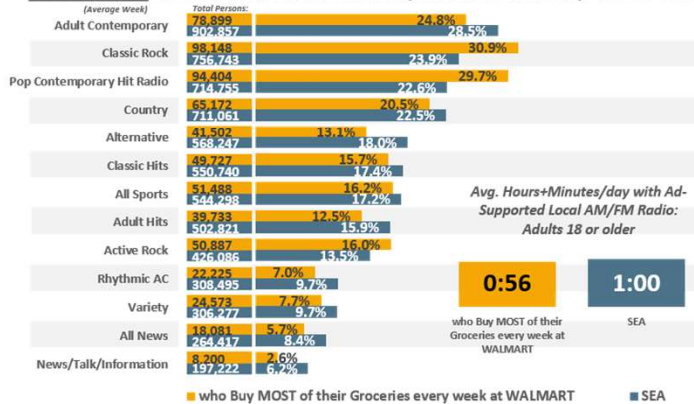
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



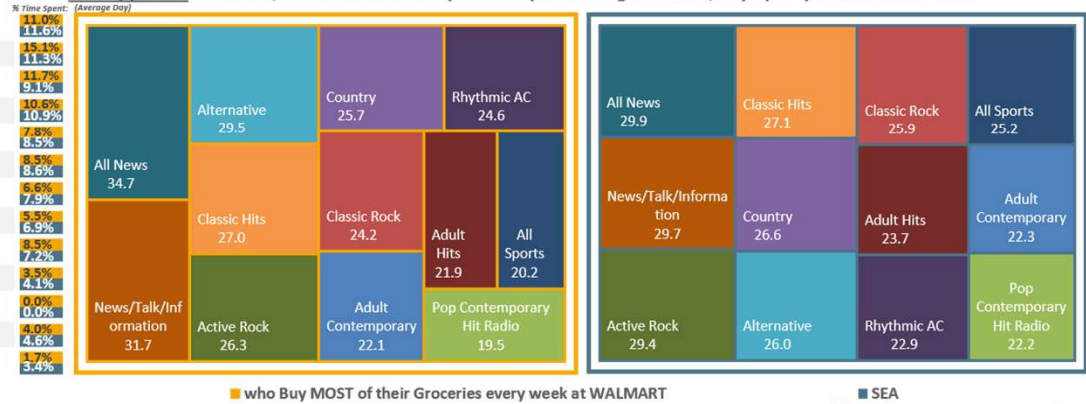
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R1 2026: Mar25-Mar26 Qual Intab 342
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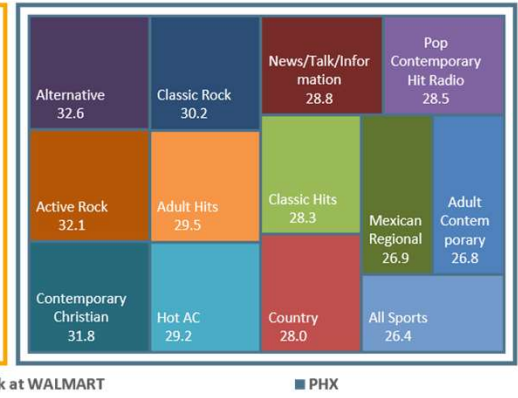
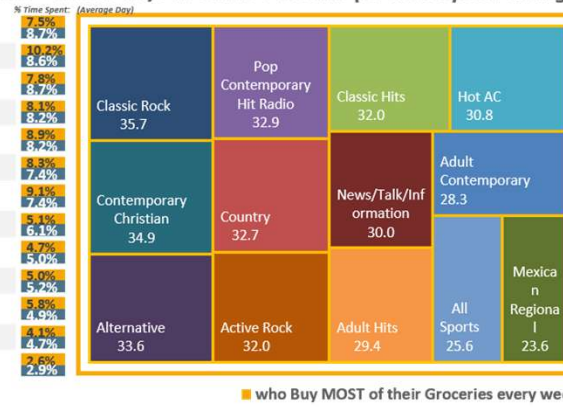
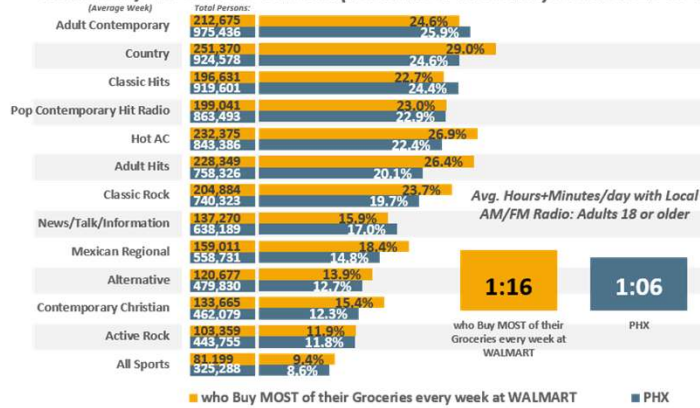
soefa.ai Share of Everything for Anything

(((Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)))

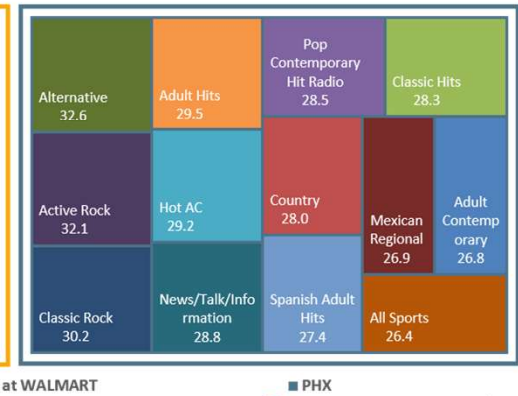
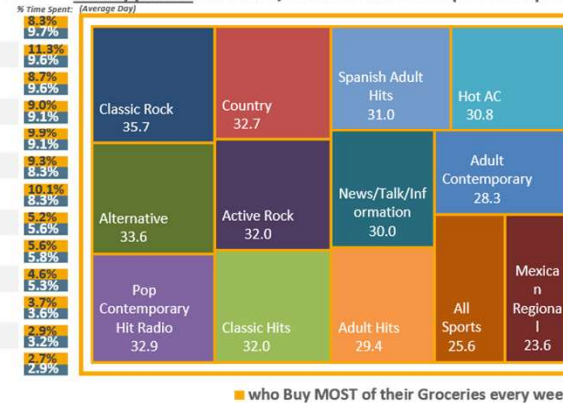
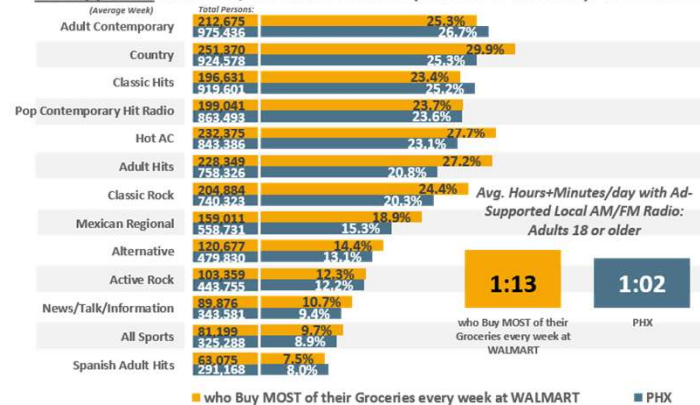


840,090 or 74.4% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Hot AC, Adult Hits, Adult Contemporary, and Classic Rock.

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**

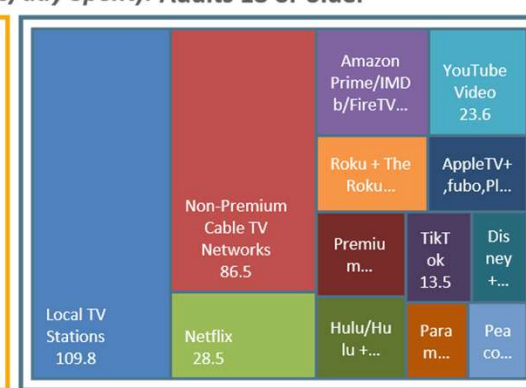
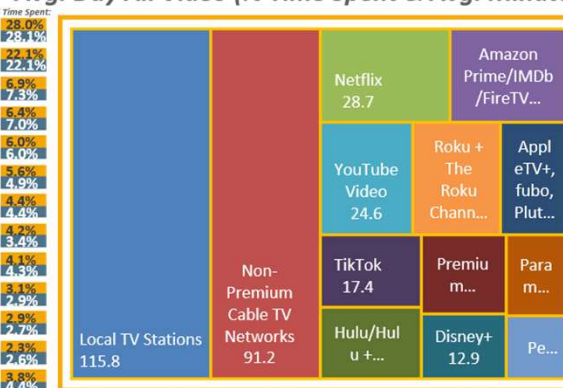
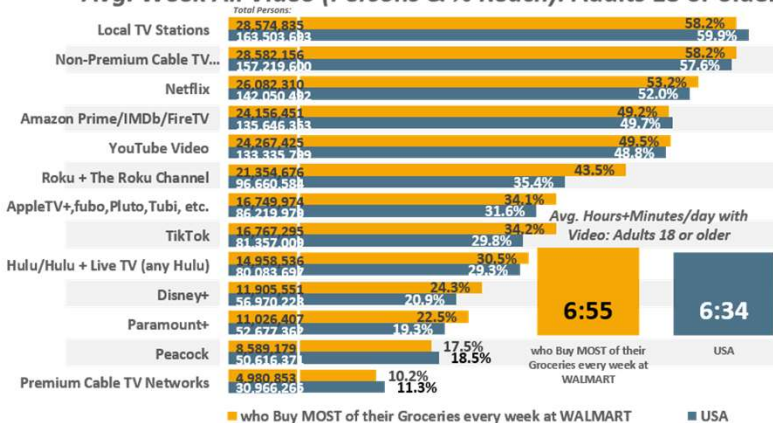




28,158,703 or 57.4% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART watch Ad-Supported Local TV Stations for an average of 112. minutes every day representing 33.2% of all time spent daily with Ad-Supported Video.

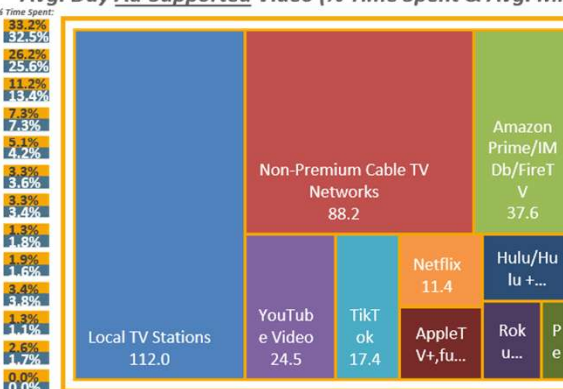
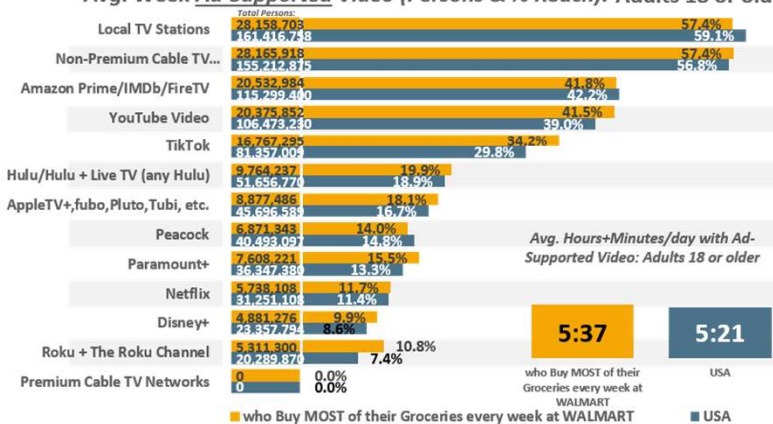
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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

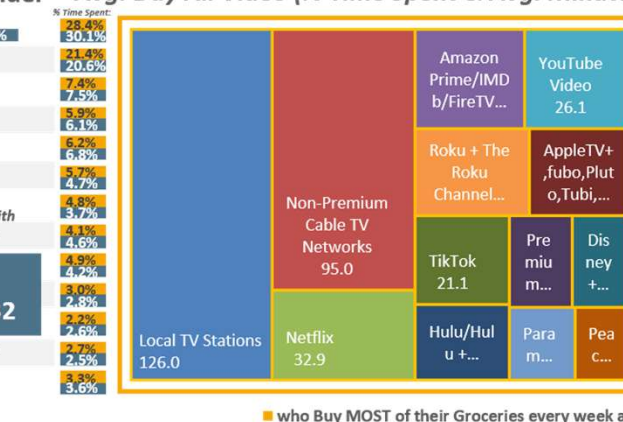
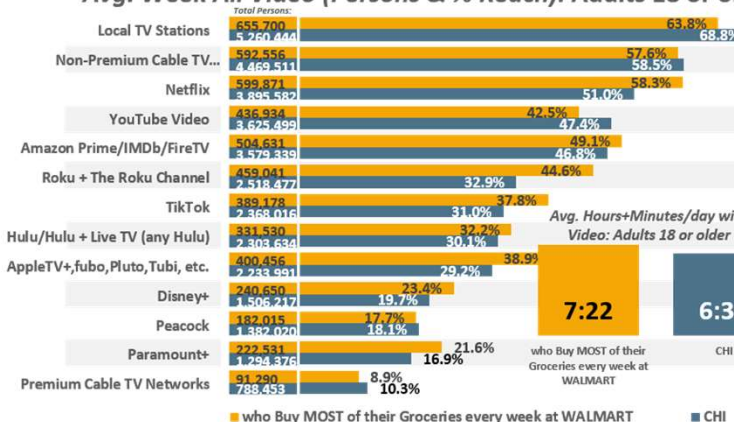




646,241 or 62.8% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART watch Ad-Supported Local TV Stations for an average of 120. minutes every day representing 33.9% of all time spent daily with Ad-Supported Video.

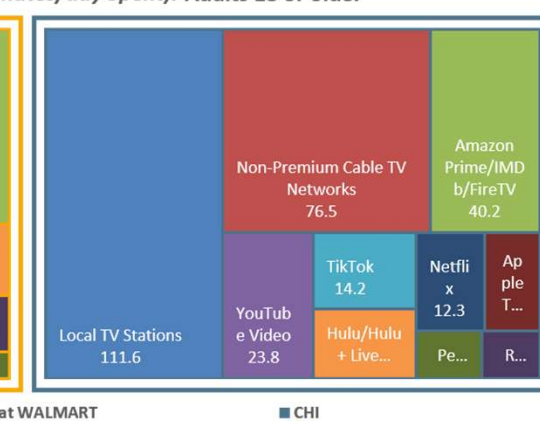
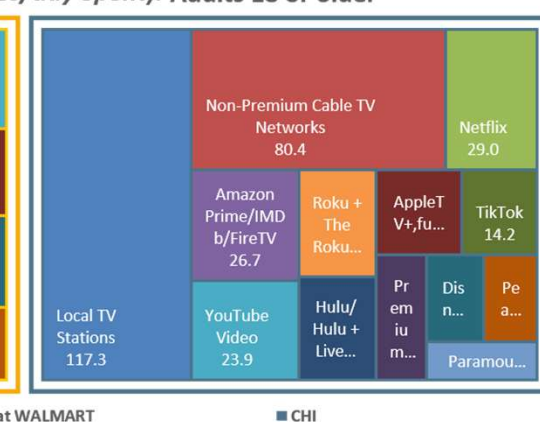
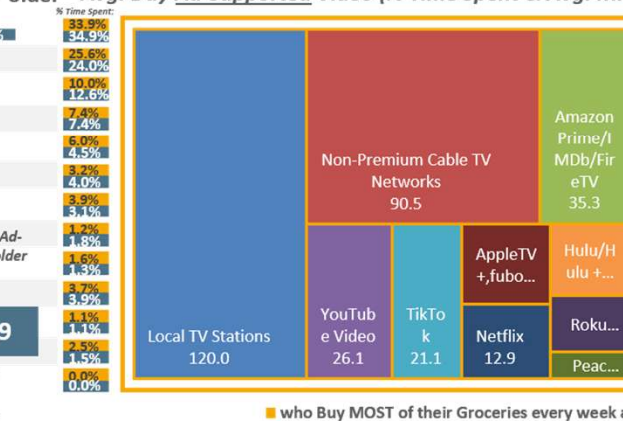
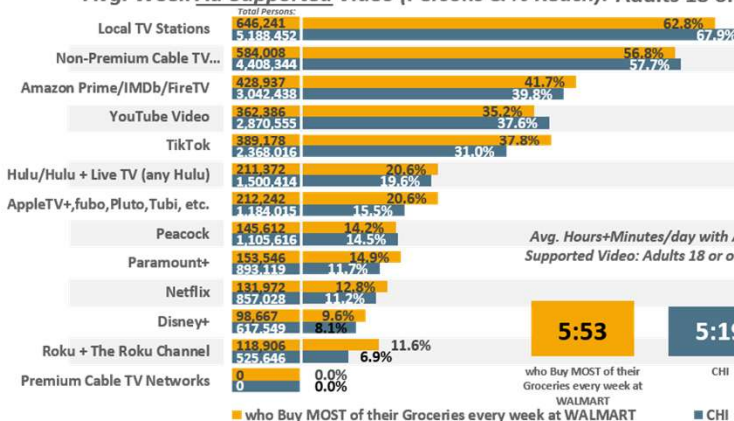
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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

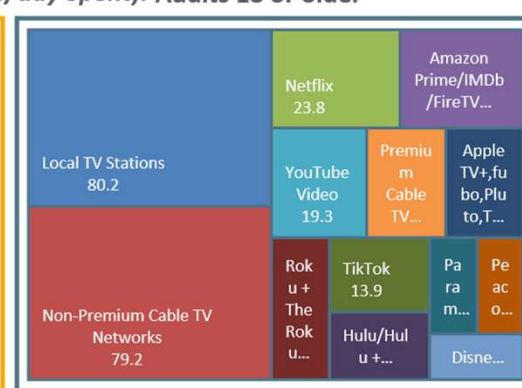
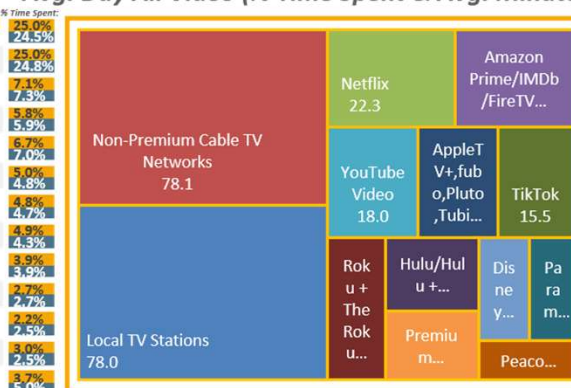
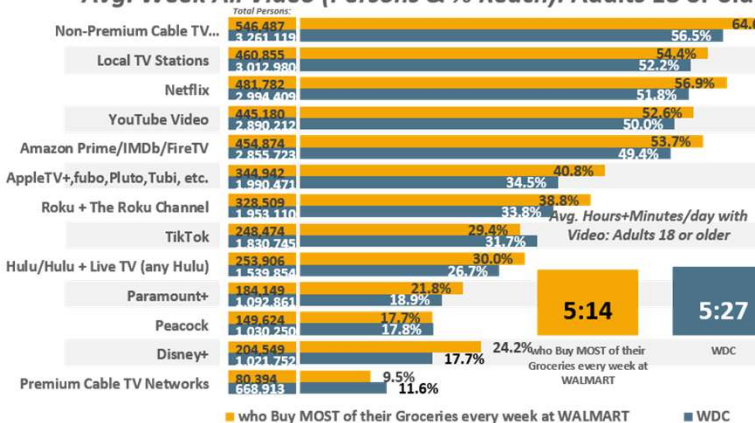




452,640 or 53.5% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART watch Ad-Supported Local TV Stations for an average of 75.4 minutes every day representing 29.3% of all time spent daily with Ad-Supported Video.

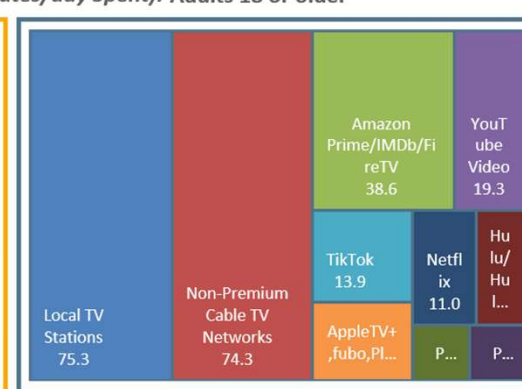
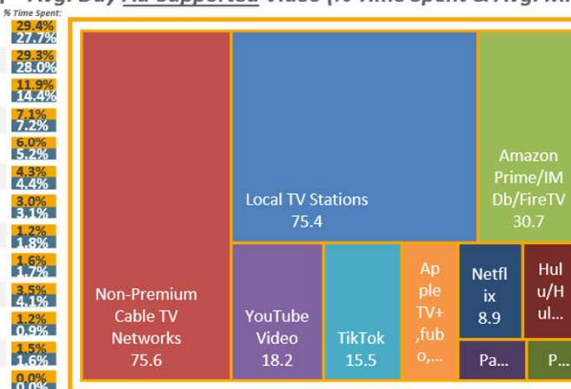
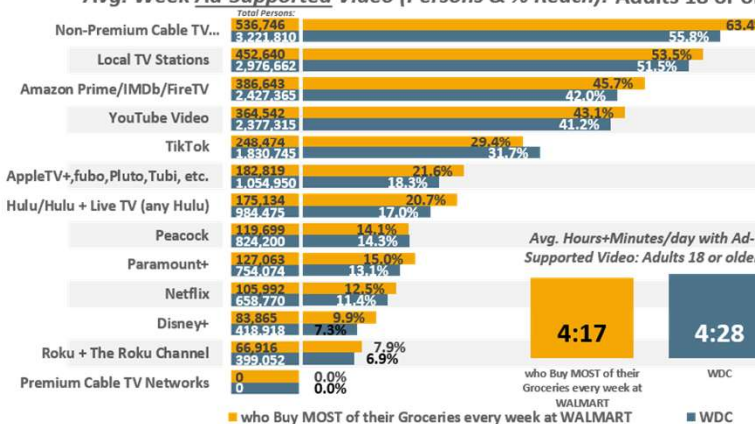
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 806
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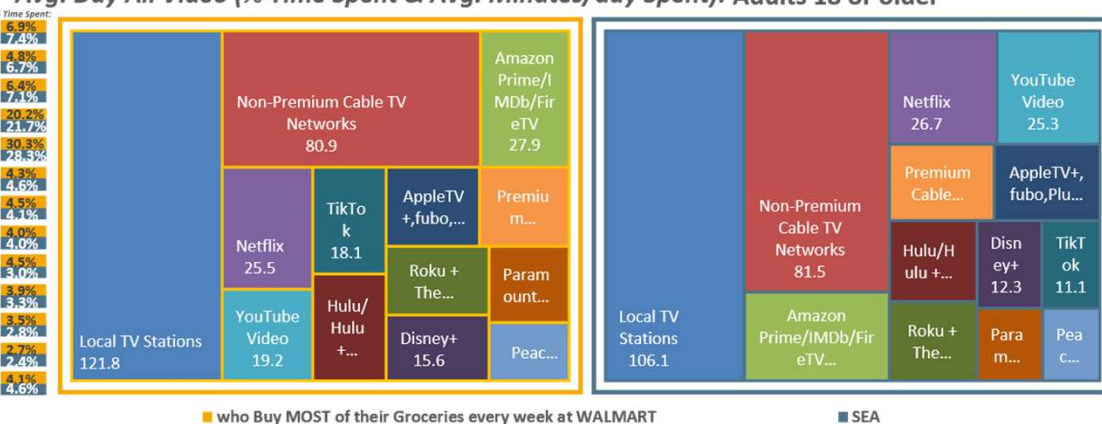
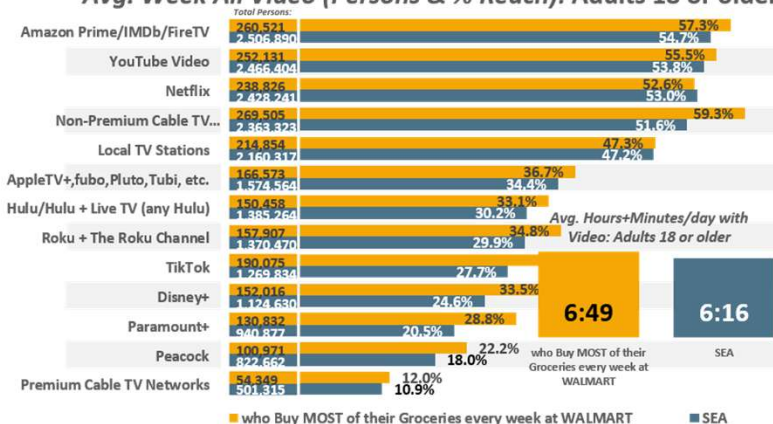
(((Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)))



211,770 or 46.6% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART watch Ad-Supported Local TV Stations for an average of 117.1 minutes every day representing 34.3% of all time spent daily with Ad-Supported Video.

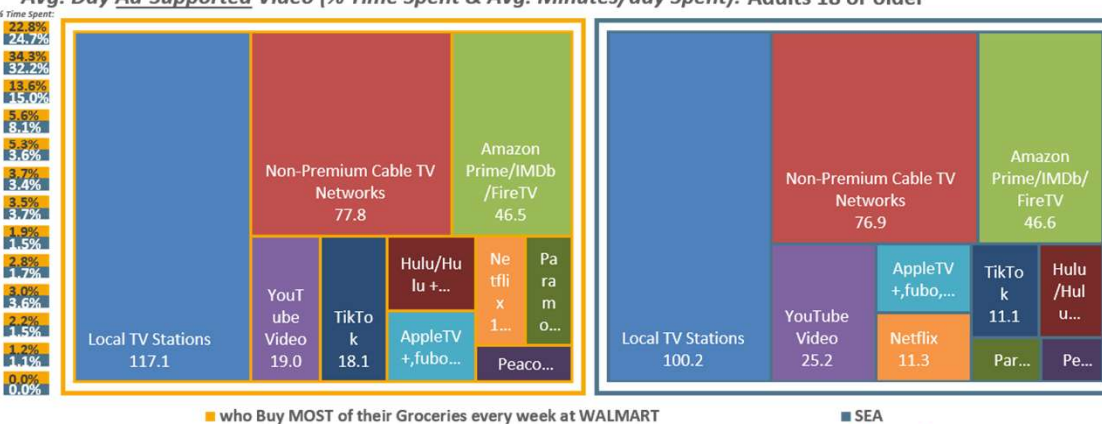
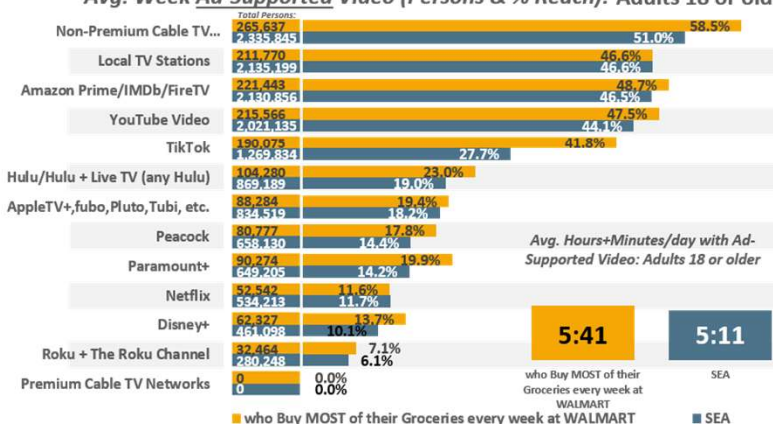
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 342
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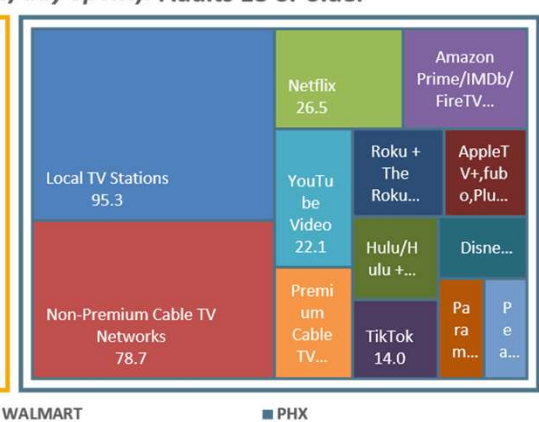
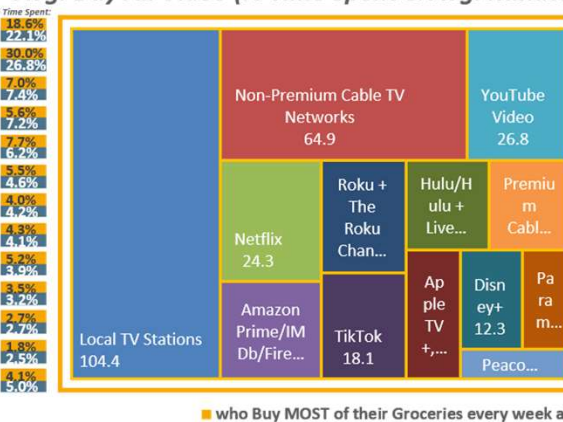
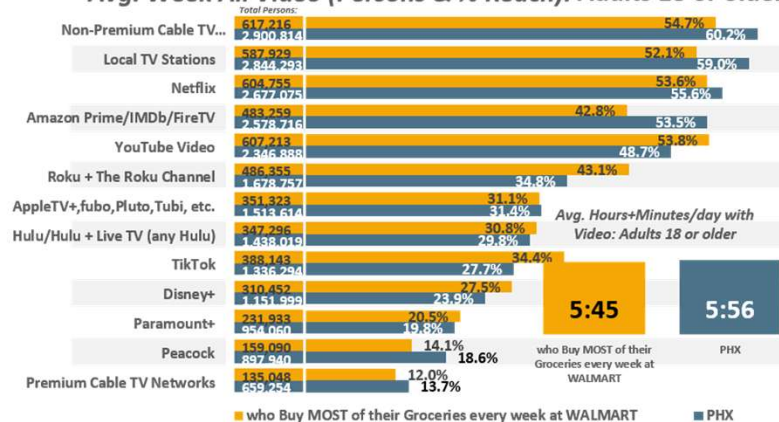
(((Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)))



580,697 or 51.4% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART watch Ad-Supported Local TV Stations for an average of 101.4 minutes every day representing 36.2% of all time spent daily with Ad-Supported Video.

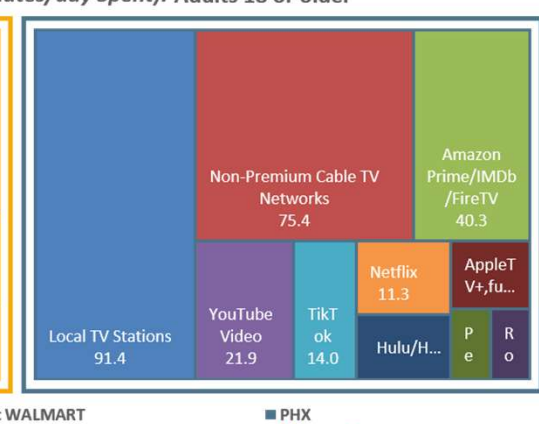
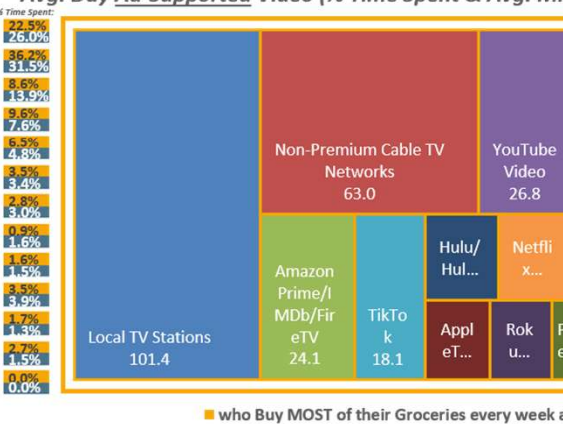
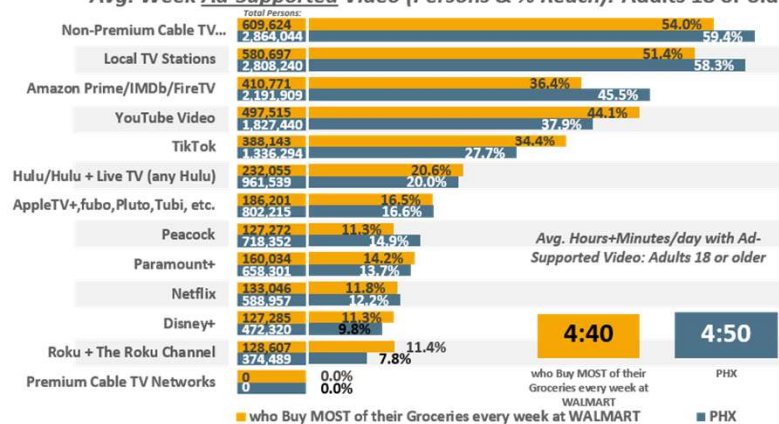
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



PHX DMA Scarborough R1 2025: Feb25-Feb26 Qual Intab 541
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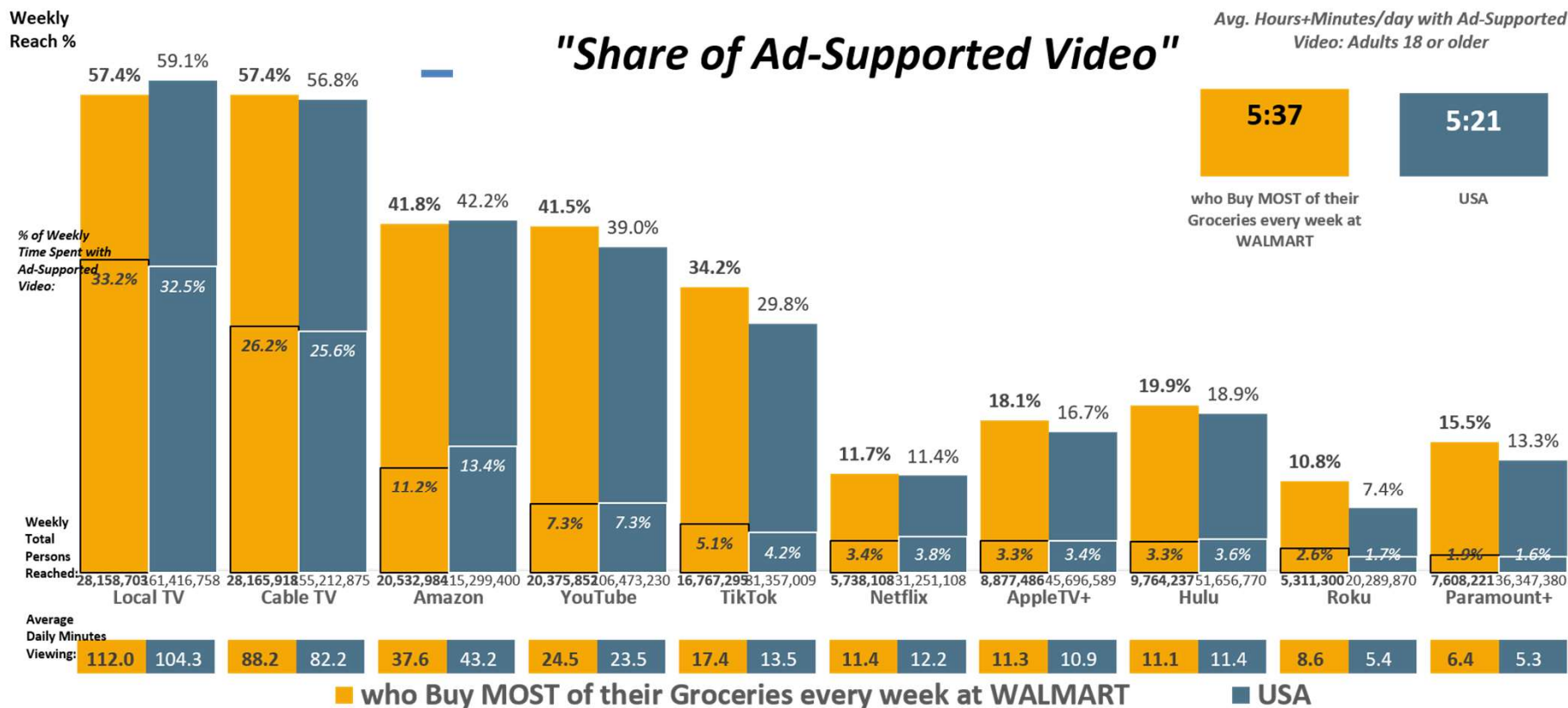
soefa.ai Share of Everything for Anything

(((Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)))



28,158,703 or 57.4% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART watch Ad-Supported Local TV Stations for an average of 112. minutes every day representing 33.2% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 4,111 Scarborough R1 2026: Jan25-Mar26 USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 24,338
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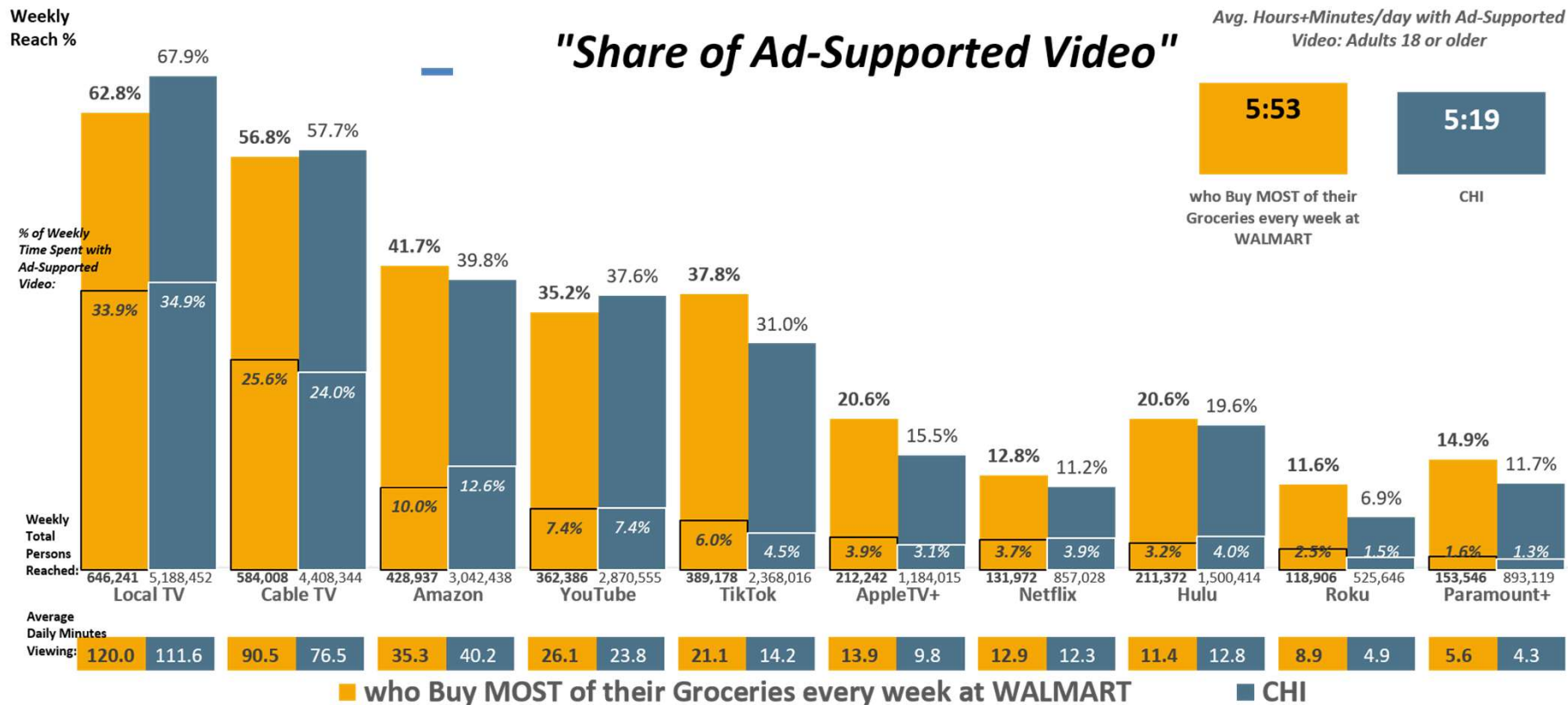
soefa.ai Share of Everything for Anything

(((Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)))



646,241 or 62.8% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART watch Ad-Supported Local TV Stations for an average of 120. minutes every day representing 33.9% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 542
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CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 4,001

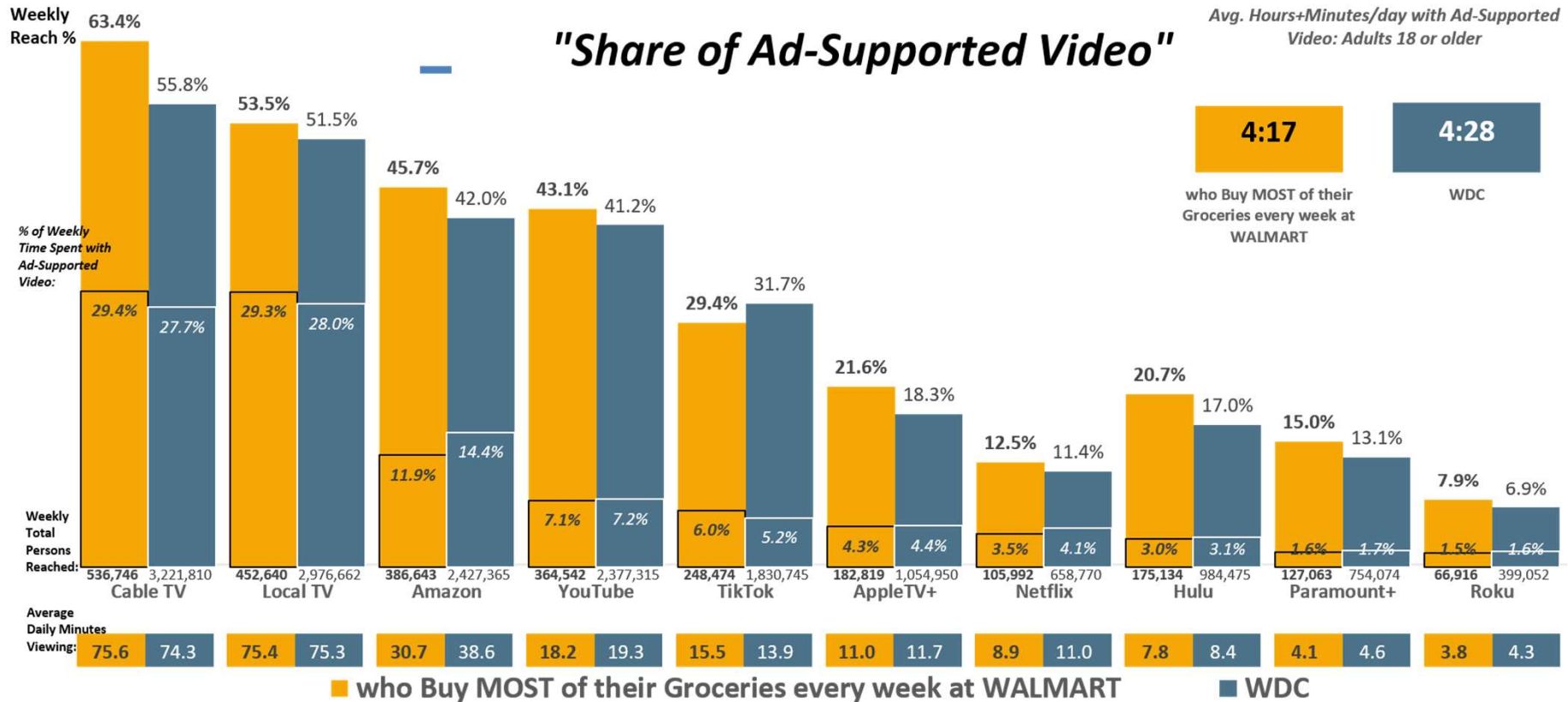
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(((Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)))



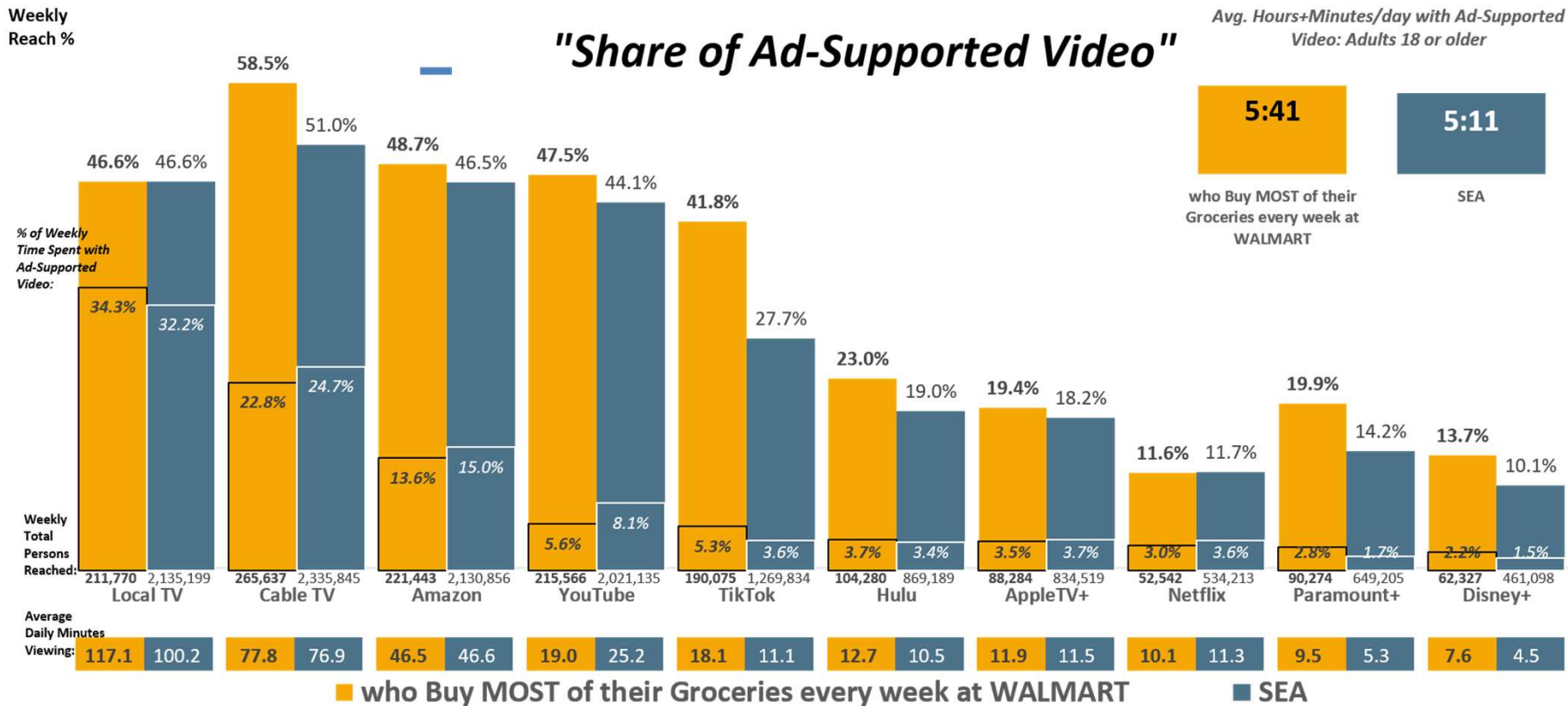
452,640 or 53.5% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART watch Ad-Supported Local TV Stations for an average of 75.4 minutes every day representing 29.3% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"





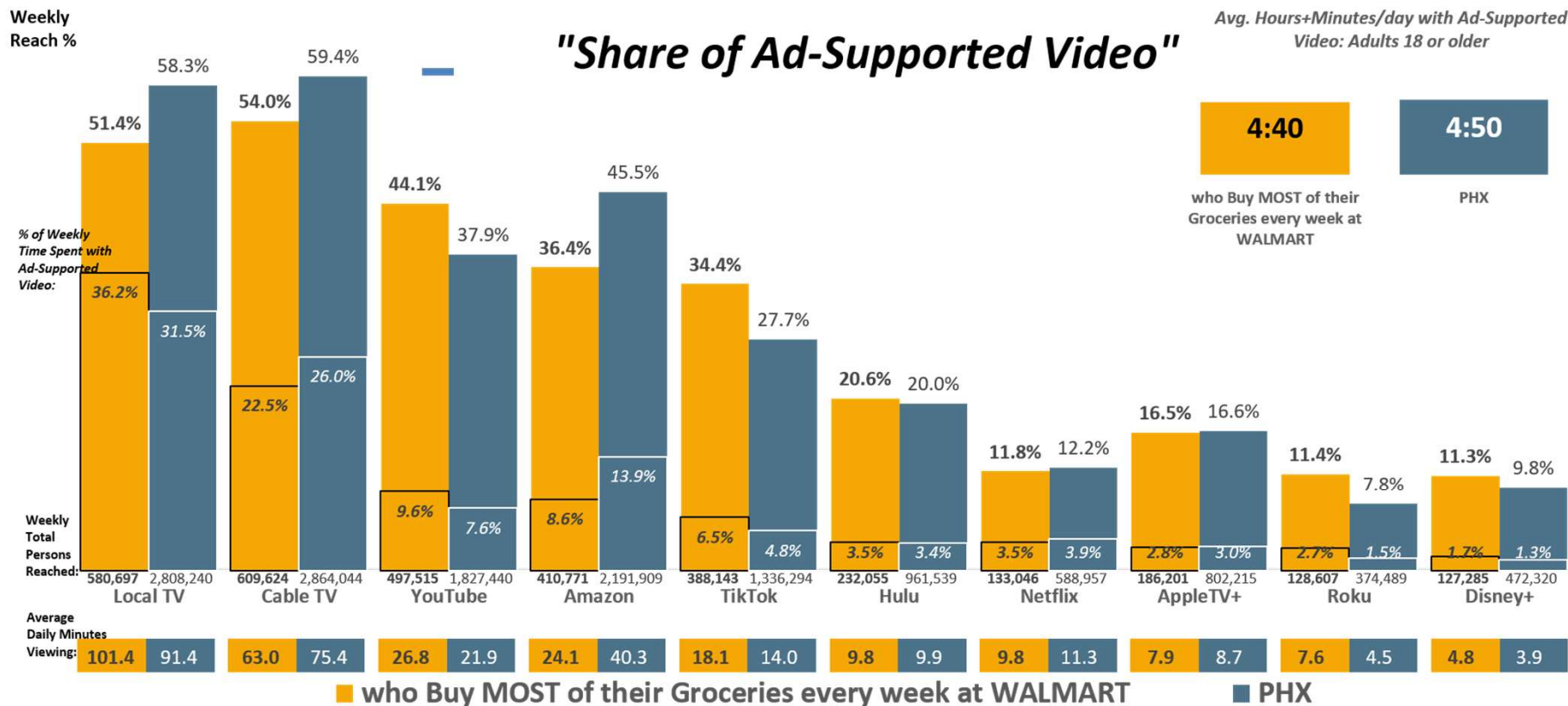
211,770 or 46.6% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART watch Ad-Supported Local TV Stations for an average of 117.1 minutes every day representing 34.3% of all time spent daily with Ad-Supported Video.





580,697 or 51.4% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART watch Ad-Supported Local TV Stations for an average of 101.4 minutes every day representing 36.2% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 541
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PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 2,406

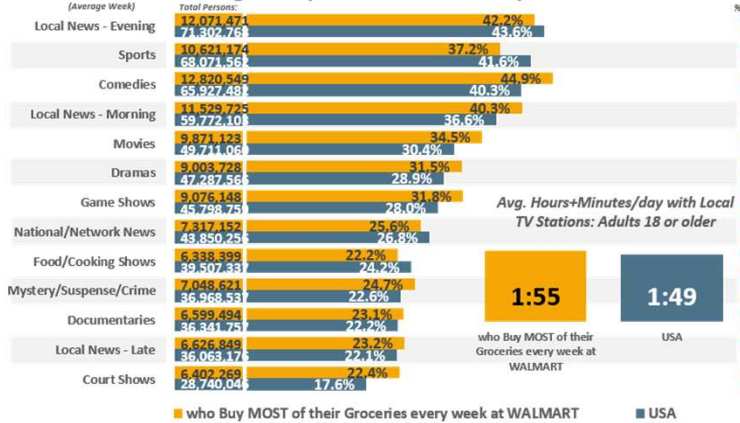
soefa.ai Share of Everything for Anything

(((Grocery stores shopped past 7 days (HHLd): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLd): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLd): Walmart Supercenter OR Grocery stores where most groceries bought (HHLd): Walmart Neighborhood Market)))

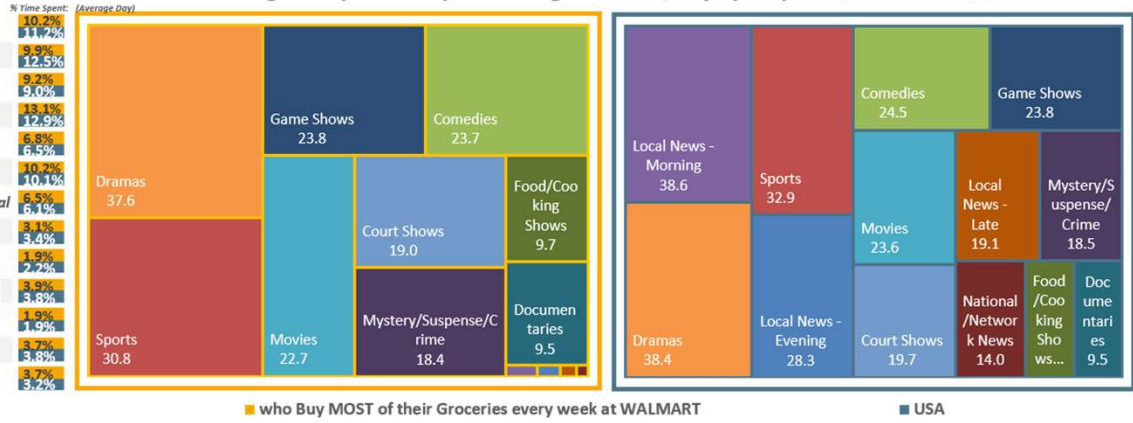


28,158,703 or 57.4% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Local News - Evening, Local News - Morning, Sports, Movies, and Game Shows.

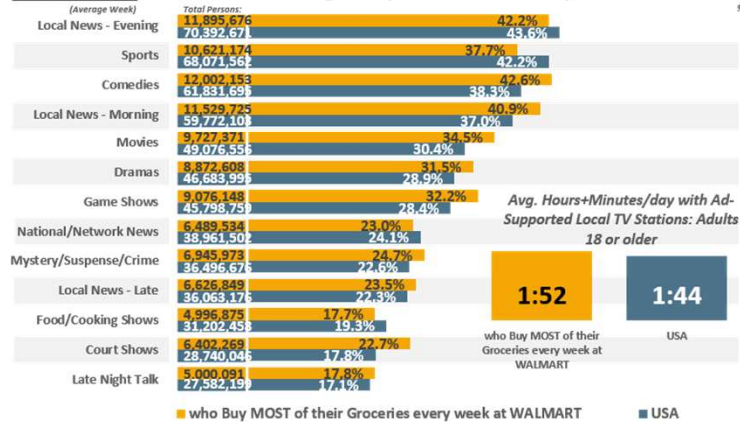
Local TV Station Programs (Persons & % Reach): Adults 18 or older



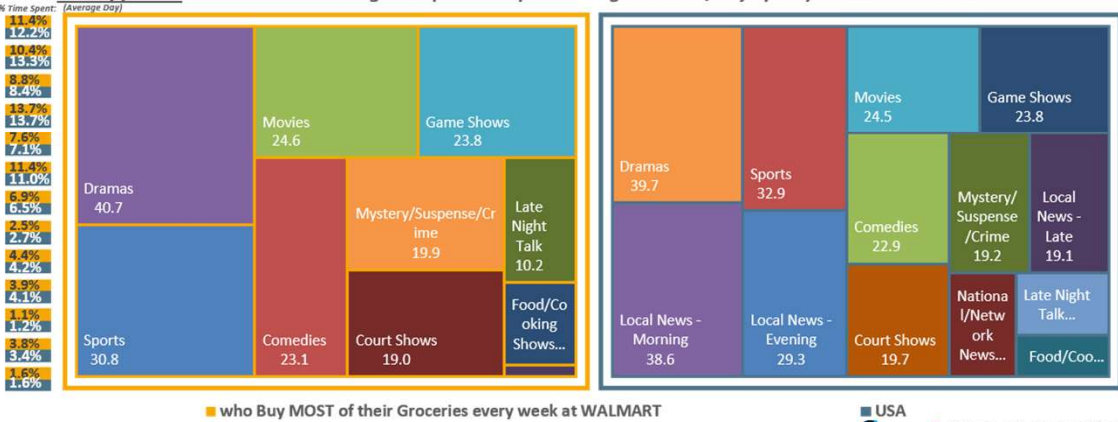
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 4,111
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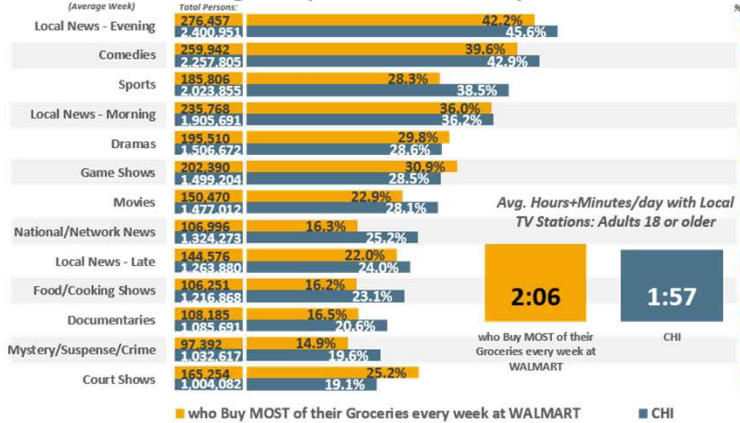
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(((Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)))

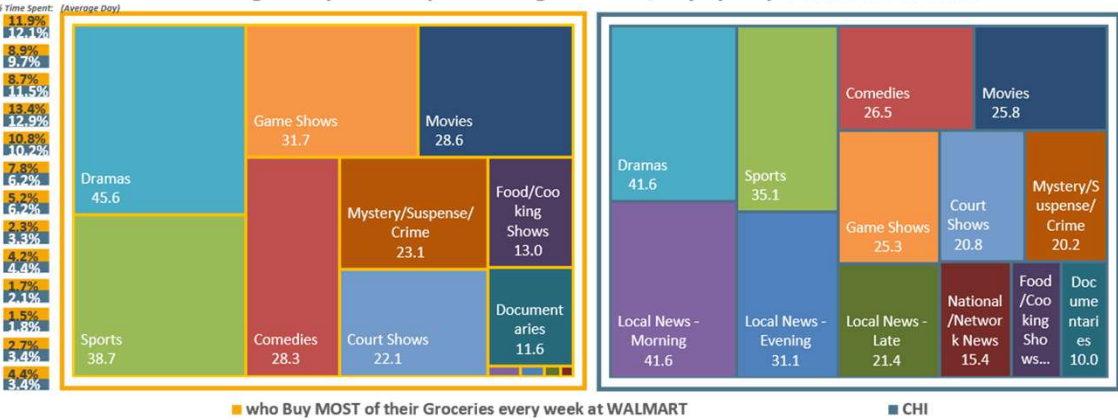


646,241 or 62.8% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Comedies, Local News - Morning, Game Shows, Dramas, and Sports.

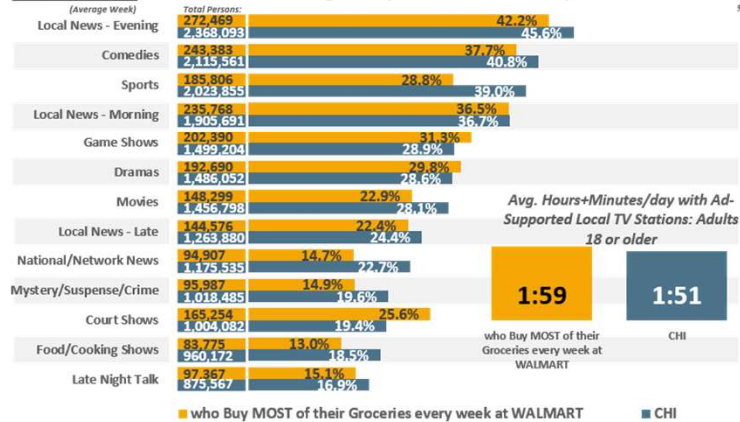
Local TV Station Programs (Persons & % Reach): Adults 18 or older



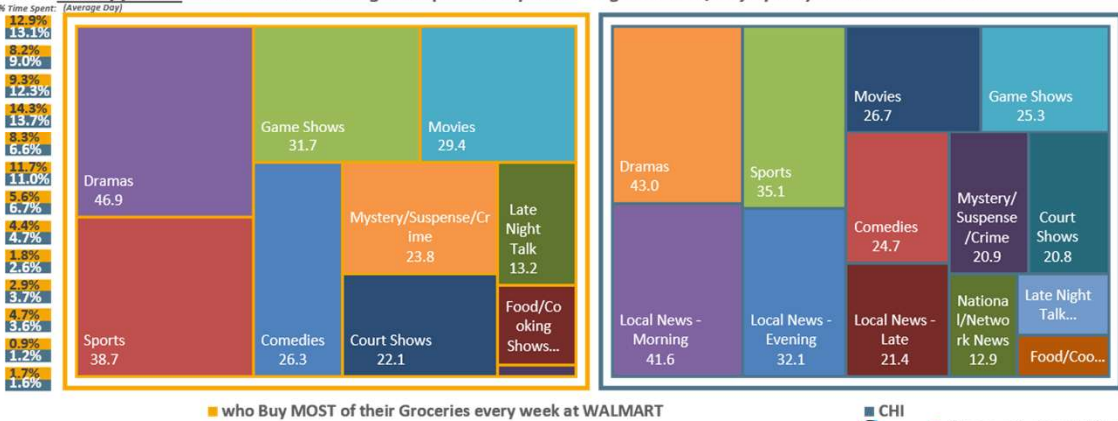
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



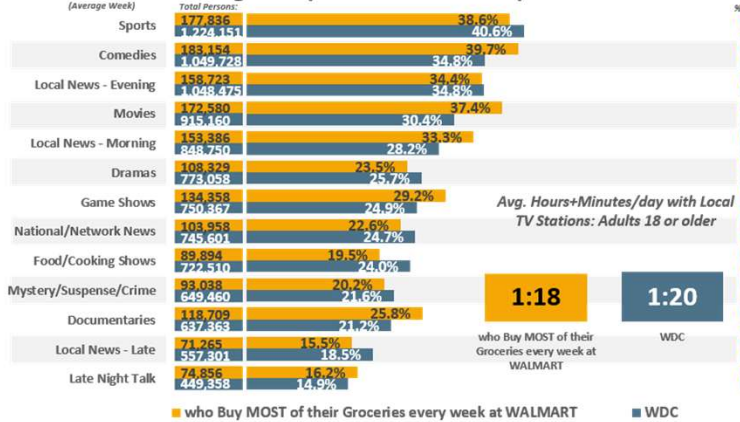
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



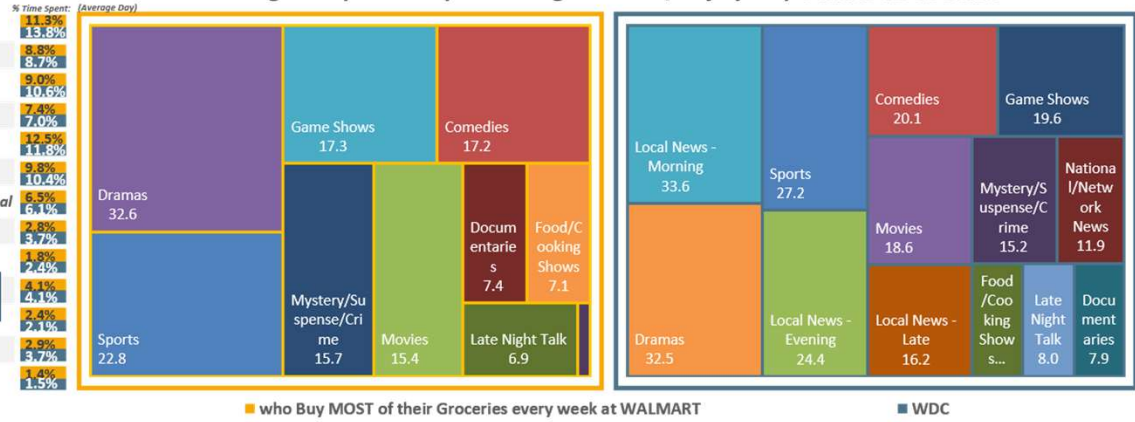


452,640 or 53.5% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Movies, Local News - Evening, Local News - Morning, and Game Shows.

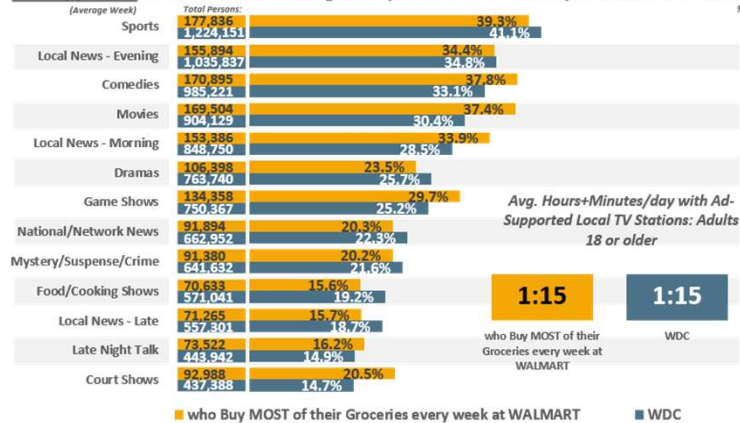
Local TV Station Programs (Persons & % Reach): Adults 18 or older



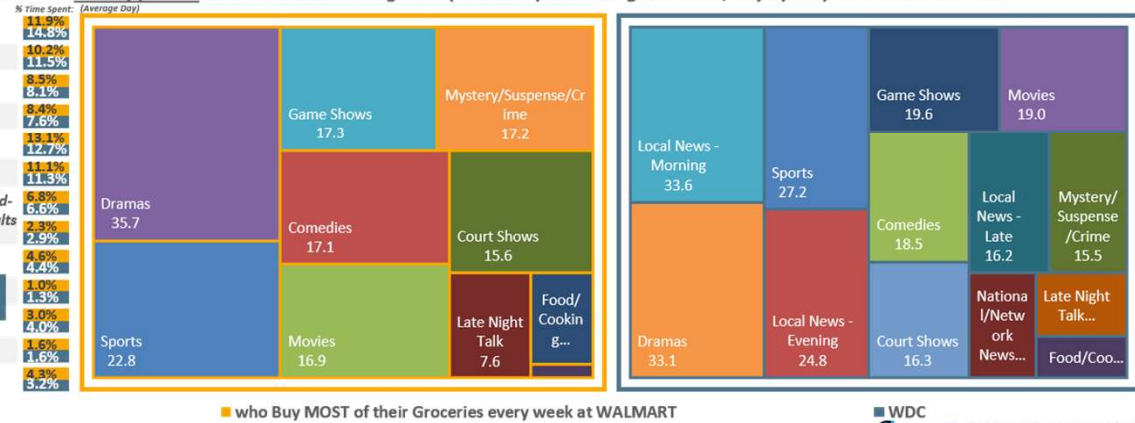
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 806
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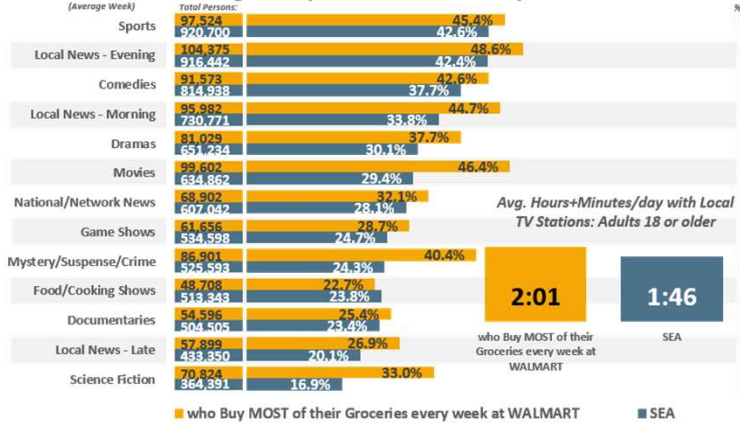
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(((Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)))

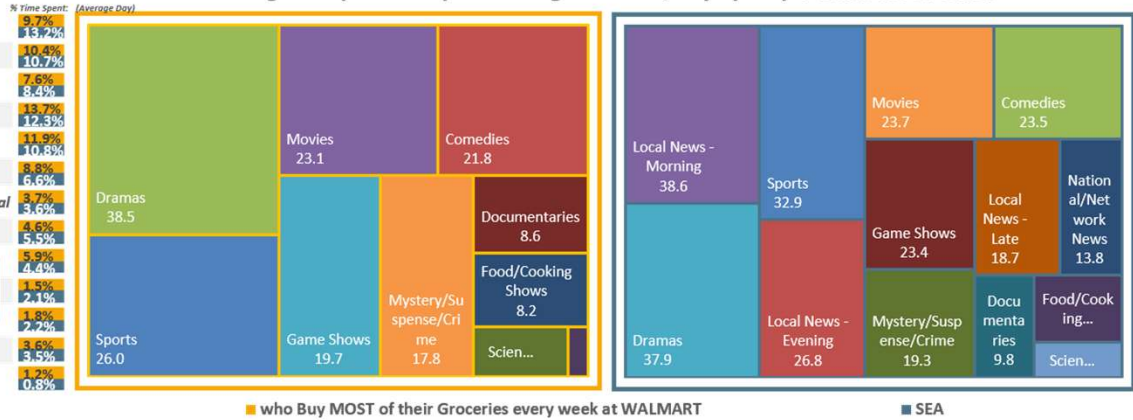


211,770 or 46.6% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Movies, Sports, Local News - Morning, Comedies, and Mystery/Suspense/Crime.

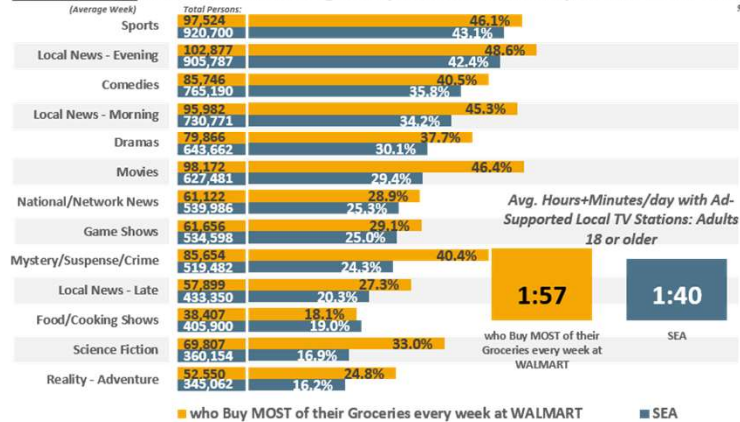
Local TV Station Programs (Persons & % Reach): Adults 18 or older



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



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



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



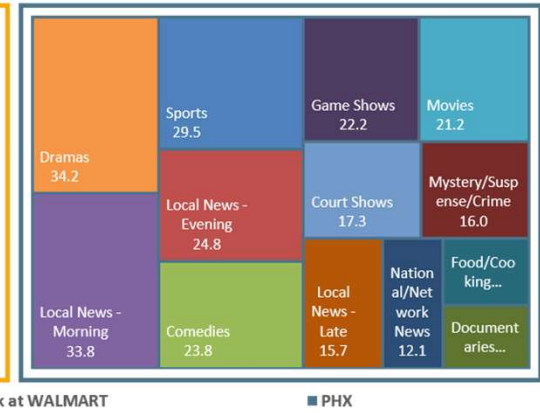
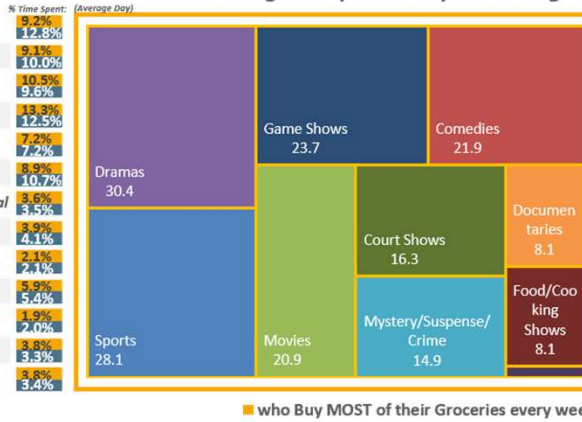
SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 342
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SEA
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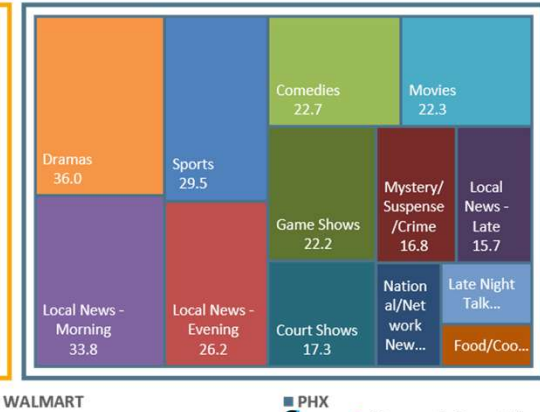
(((Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)))



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



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



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for Anything ©

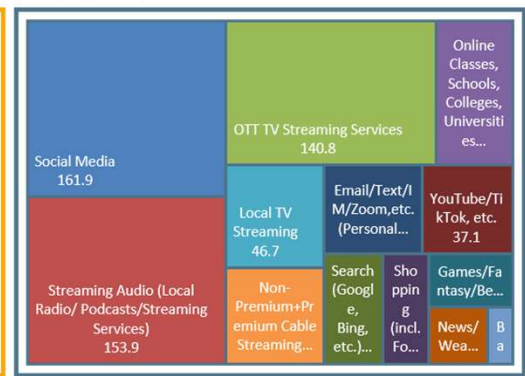
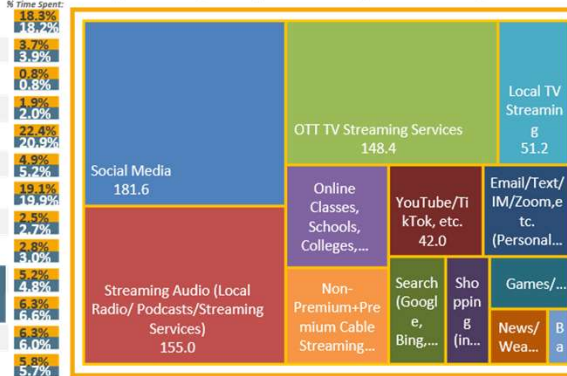
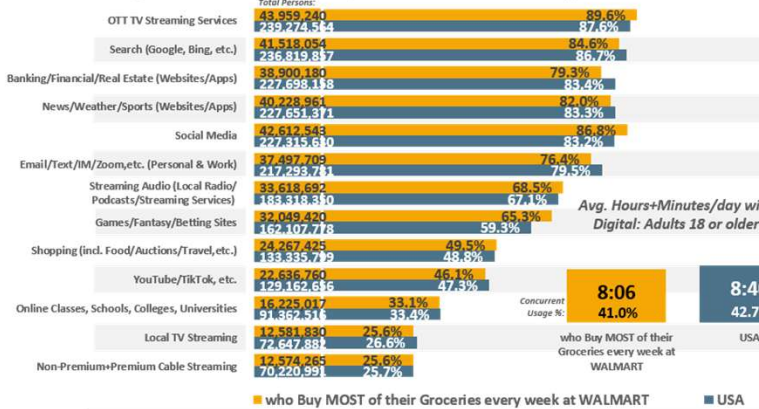
(((Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)))



37,835,766 or 77.1% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART use Ad-Supported Social Media for an average of 161.2 minutes every day representing 27.0% of all time spent daily with Ad-Supported Digital Media.

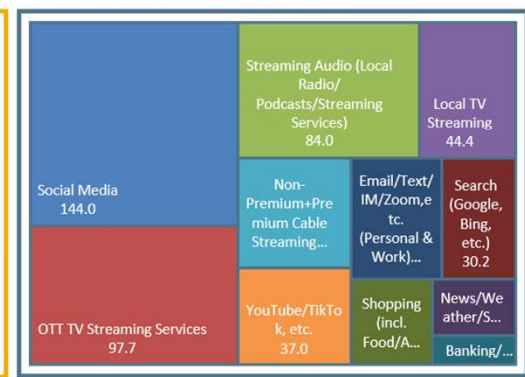
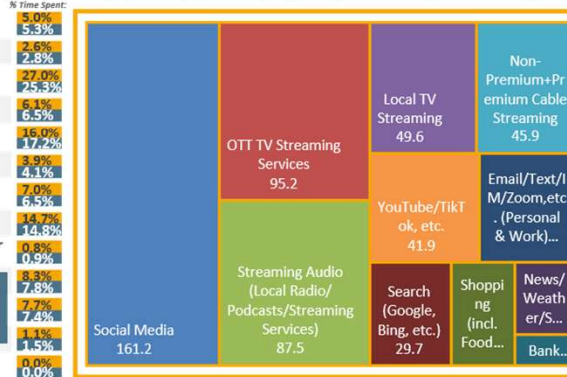
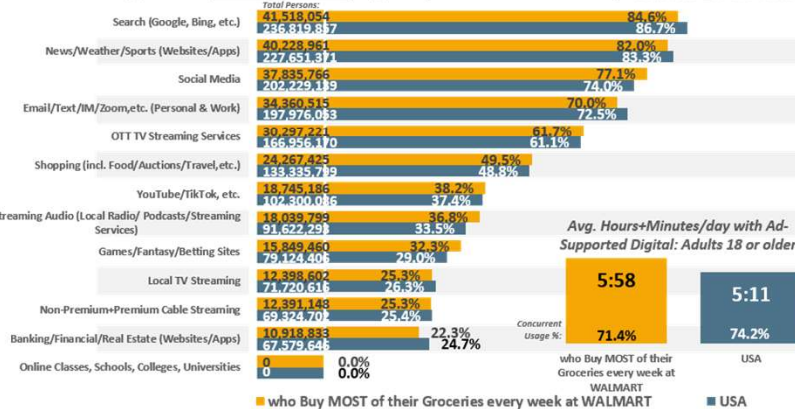
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 4,111
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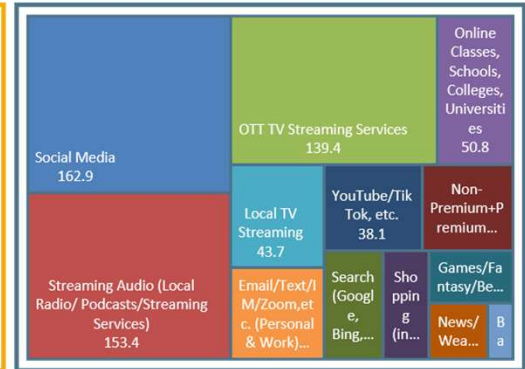
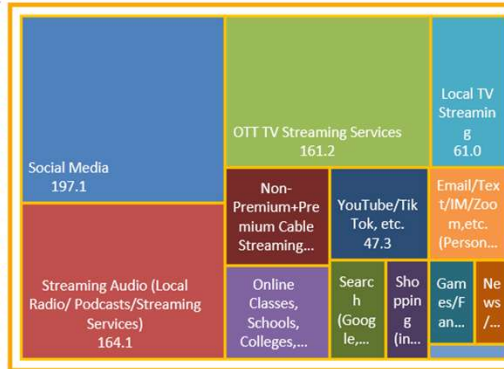
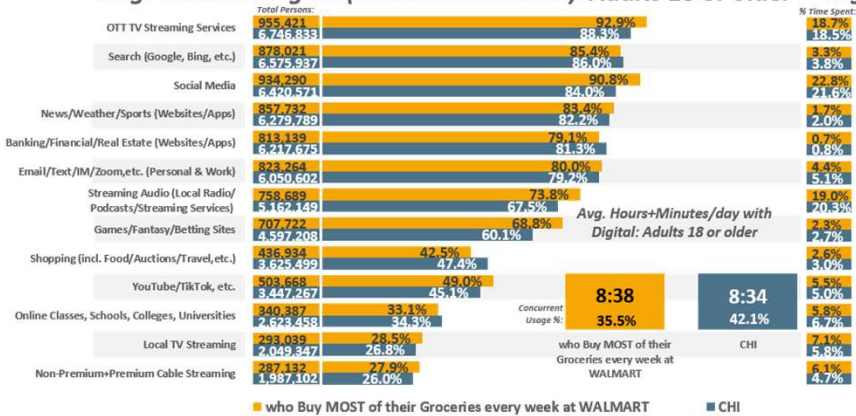
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802,938 or 78.1% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART use Ad-Supported Social Media for an average of 169.3 minutes every day representing 27.2% of all time spent daily with Ad-Supported Digital Media.

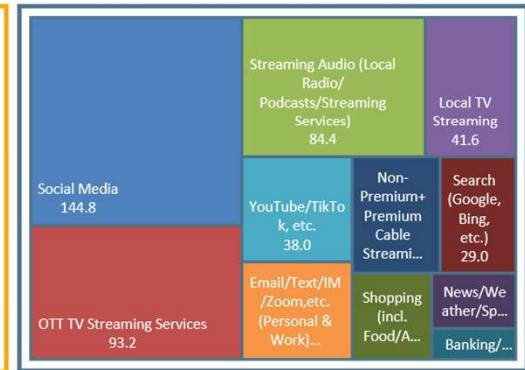
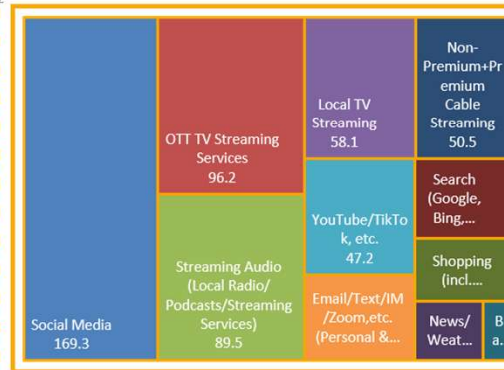
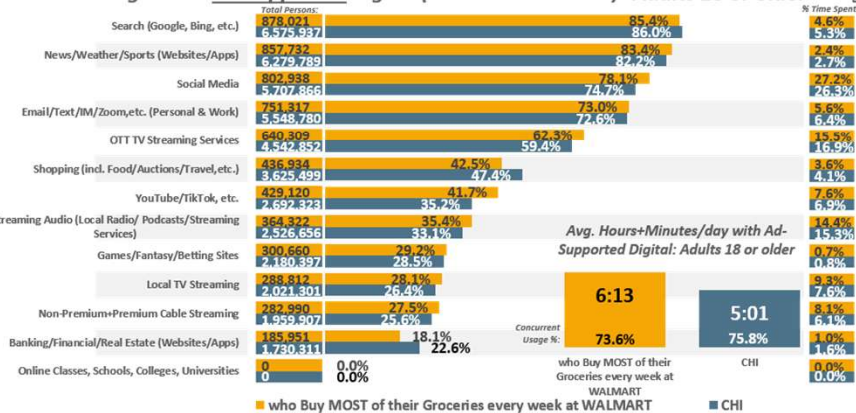
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 542
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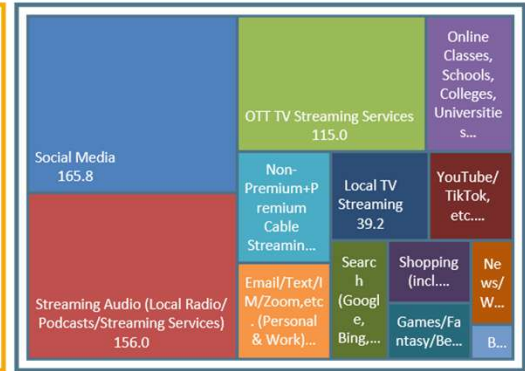
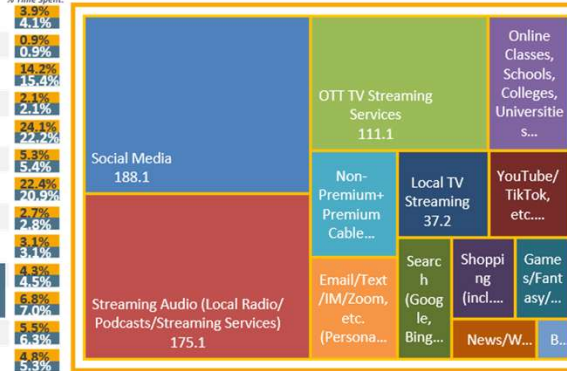
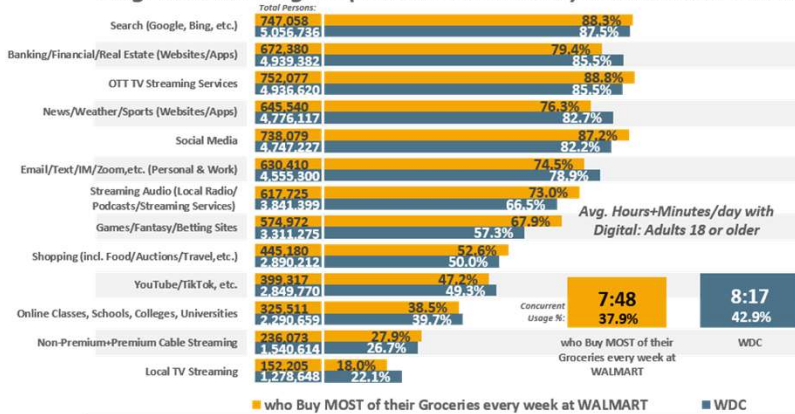
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667,919 or 78.9% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART use Ad-Supported Social Media for an average of 170.2 minutes every day representing 30.% of all time spent daily with Ad-Supported Digital Media.

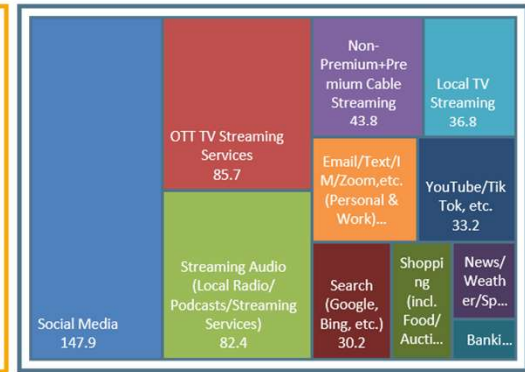
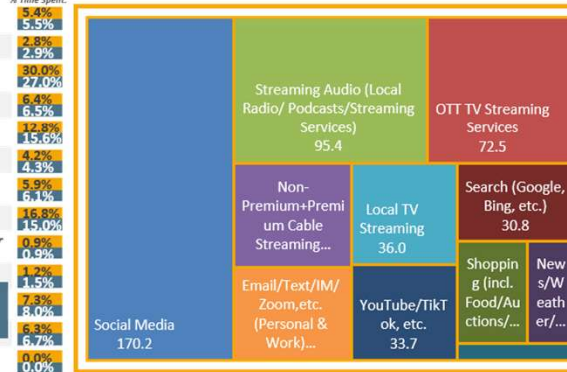
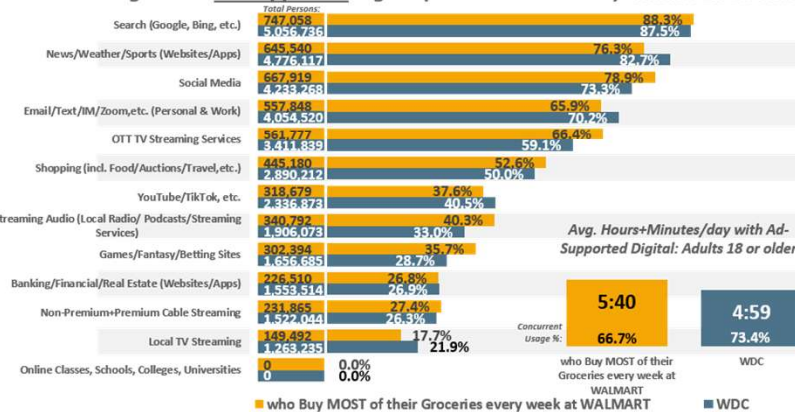
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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 2026: Mar25-Mar26 Qual Intab 806
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(((Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)))

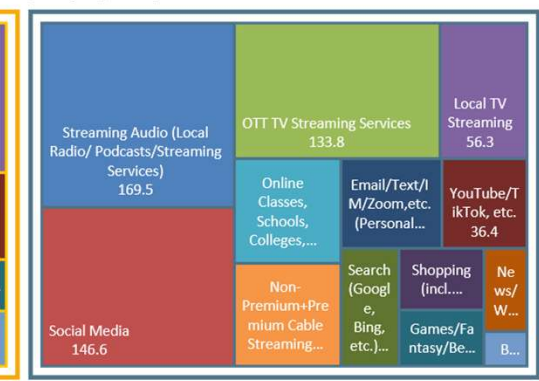


Category	Total Persons	Concurrent Usage %	Avg. Hours+Minutes/day with Digital: Adults 18 or older
Search (Google, Bing, etc.)	4,297,696 4,107,055	87.6% 89.6%	
OTT TV Streaming Services	389,950 4,098,121	85.8% 89.5%	
/Real Estate (Websites/Apps)	392,943 3,961,193	86.5% 86.5%	
Weather/Sports (Websites/Apps)	396,665 3,862,255	87.3% 84.3%	
Social Media	379,687 3,715,883	83.6% 82.2%	
/Zoom, etc. (Personal & Work)	339,998 3,326,897	74.0% 74.0%	
Streaming Audio (Local Radio/Podcasts/Streaming Services)	300,003 3,151,745	66.0% 69.0%	
Games/Fantasy/Betting Sites	375,403 2,924,054	63.8% 82.6%	
Food/Auctions/Travel, etc.	252,131 2,466,404	55.5% 53.8%	
YouTube/TikTok, etc.	228,514 2,232,622	50.3% 49.3%	
Schools, Colleges, Universities	164,705 1,615,761	36.3% 35.6%	
Local TV Streaming	107,899 1,195,918	23.8% 26.1%	
um+Premium Cable Streaming	121,585 1,133,568	26.8% 24.7%	

Concurrent Usage %: **8:10** (47.4%)

who Buy Most of their Groceries every week at **WALMART**

SEA: **8:51** (44.1%)



Digital Usage by Age Group

Millennials | **Gen X** | **Boomers**

Digital Activity	Millennials	Gen X	Boomers
Search (Google, Bing, etc.)	897,826	899,055	897,665
Weather/Sports (Websites/Apps)	886,255	886,255	886,255
Zoom, etc. (Personal & Work)	325,157	325,157	325,157
Social Media	325,157	325,157	325,157
OTT TV Streaming Services	325,723	3,000,045	3,000,045
Food/Auctions/Travel, etc.	252,131	2,185,104	2,185,104
YouTube/TikTok, etc.	1,597,859	1,597,859	1,597,859
Games/Fantasy/Betting Sites	208,355	1,574,474	1,574,474
Radio/ Podcasts/Streaming Services	170,117	1,137,618	1,137,618
Real Estate (Websites/Apps)	108,684	1,159,450	1,159,450
Local TV Streaming	108,350	1,120,013	1,120,013
Premium Cable Streaming	119,840	1,120,839	1,120,839
Schools, Colleges, Universities	0	0	0

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

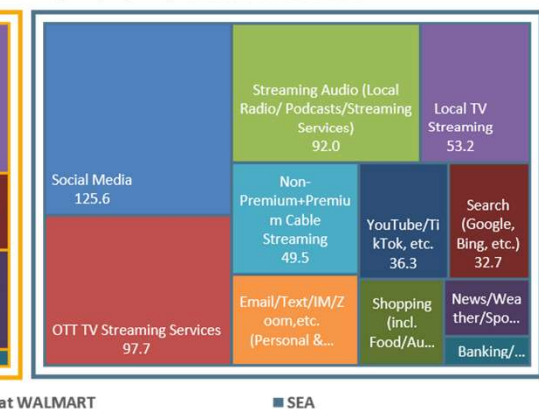
Age Group	Walmart	SEA
Millennials	6:04	5:16

Concurrent Usage %

Age Group	Walmart	SEA
Millennials	72.6%	78.6%

who Buy MOST of their Groceries every week at

WALMART | SEA



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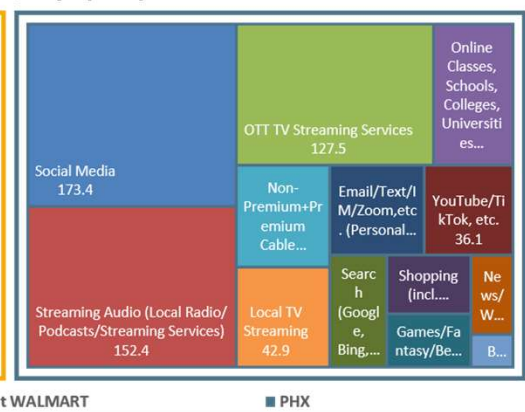
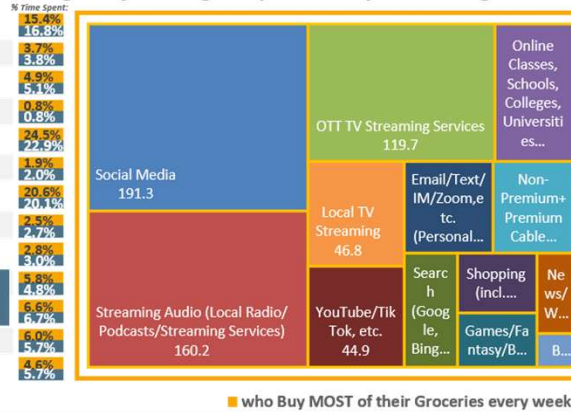
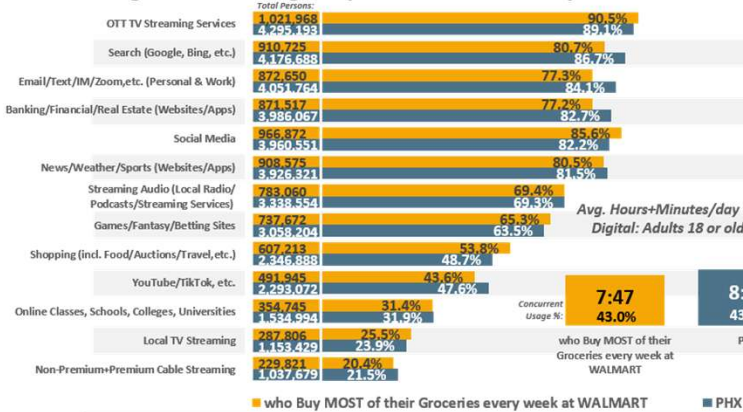
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886,512 or 78.5% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART use Ad-Supported Social Media for an average of 175.4 minutes every day representing 31.1% of all time spent daily with Ad-Supported Digital Media.

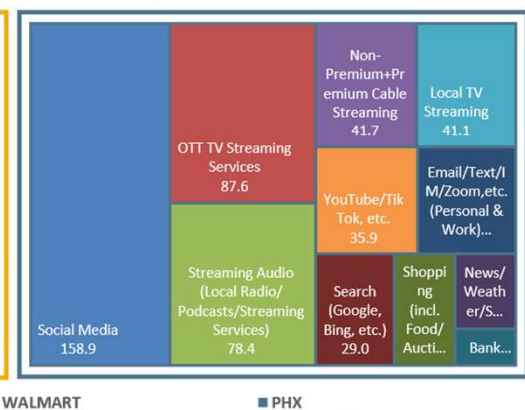
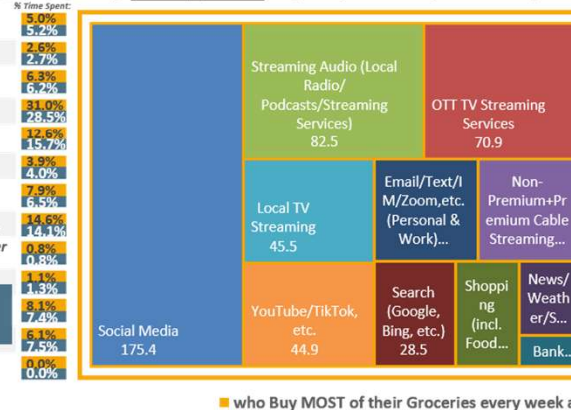
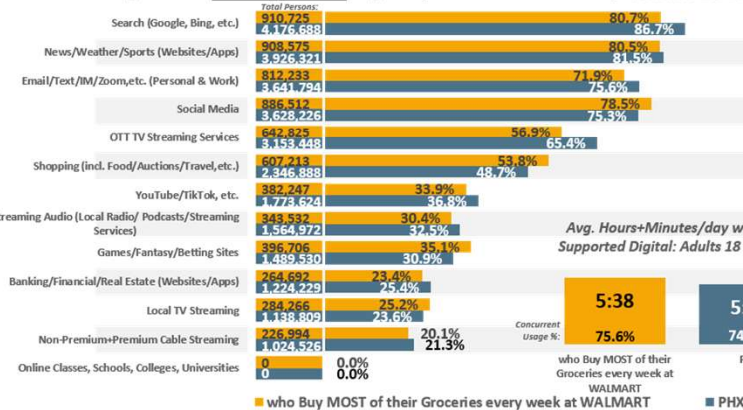
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 541
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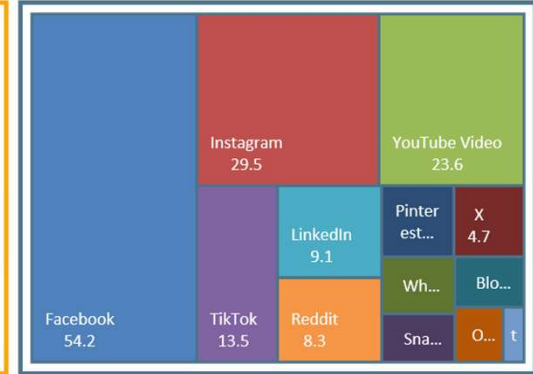
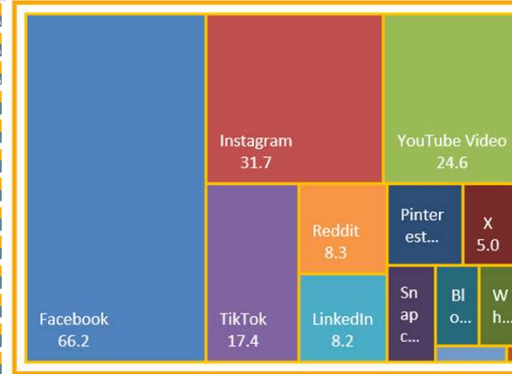
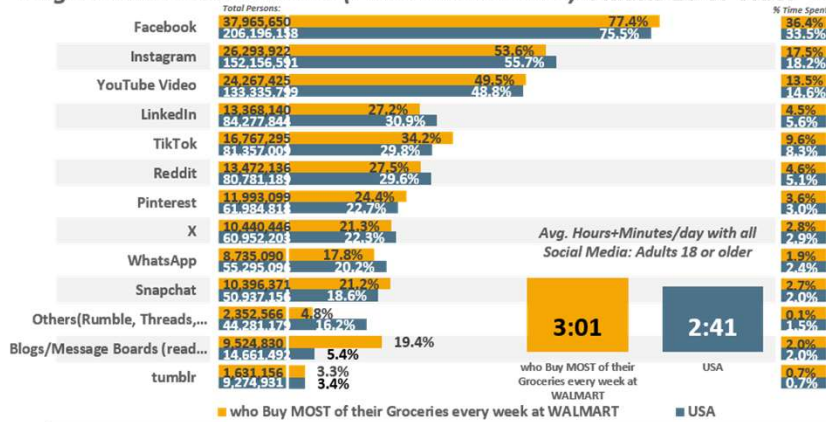
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(((Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)))

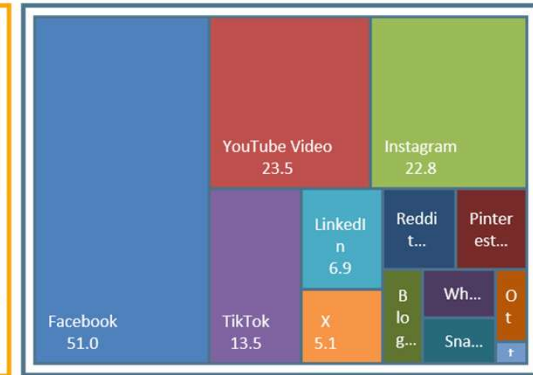
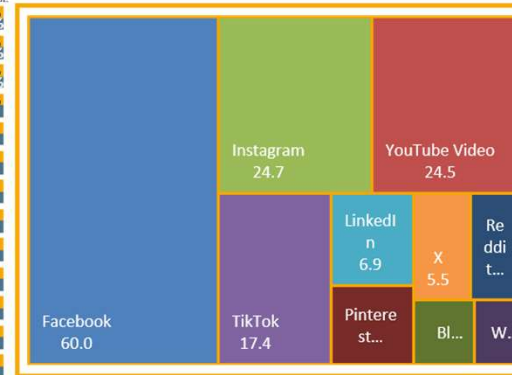
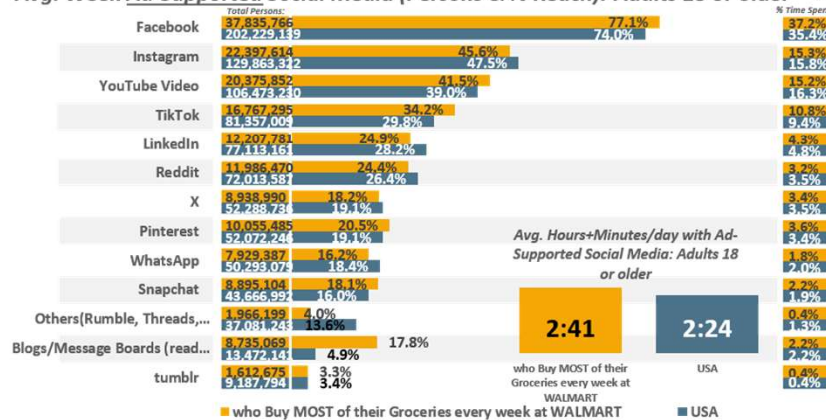


37,835,766 or 77.1% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART use Ad-Supported Facebook for an average of 60. minutes every day representing 37.2% of all time spent daily with Ad-Supported Social Media.

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



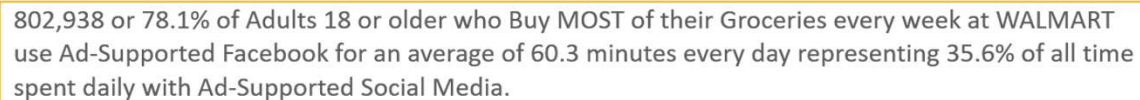
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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[[[Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)]]]

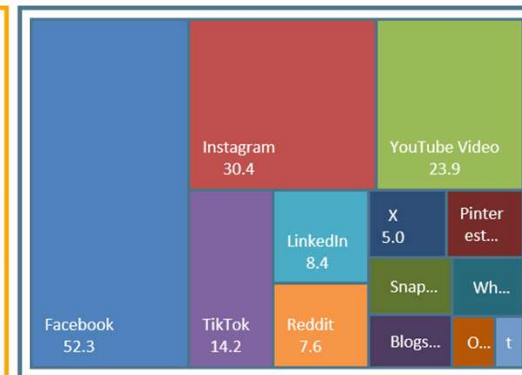


Platform	Total Persons:	who Buy MOST of their Groceries every week at WALMART	CHI	% Time Spent
Facebook	826,719 5,388,167	80.4%	74.4%	36.0% 32.1%
Instagram	576,338 3,727,716	56.0%	55.7%	17.5% 18.6%
YouTube Video	488,884 3,376,499	42.5%	47.4%	18.8% 17.2%
TikTok	399,178 2,868,016	37.8%	31.0%	10.7% 8.7%
LinkedIn	265,331 2,246,048	25.8%	29.4%	3.7% 5.2%
Reddit	255,587 2,125,919	24.9%	27.8%	3.4% 4.6%
X	207,226 1,820,671	20.1%	22.6%	2.8% 3.6%
Pinterest	203,015 1,722,004	19.7%	22.5%	2.8% 3.0%
Snapchat	188,753 1,638,349	18.4%	21.4%	1.9% 2.8%
WhatsApp	224,763 1,542,587	21.9%	20.2%	2.7% 2.4%
Others (Rumble, Threads, ...)	64,923 1,107,357	6.3%	6.5%	0.2% 1.3%
Blogs/Message Boards (read...)	206,328 401,428	5.2%	5.2%	2.6% 1.6%
tumblr	54,122 2,503,318	5.3%	3.8%	1.8% 0.5%

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

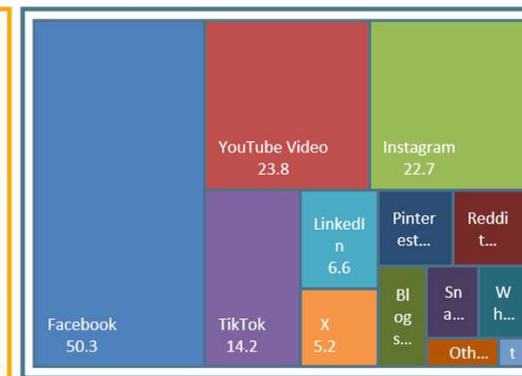
who Buy MOST of their Groceries every week at WALMART

CHI



Platform	Total Persons	% Time Spent	% of Total Time Spent
Facebook	802,938 5,588,167	78.1%	35.6%
Instagram	475,181 5,632,572	46.2%	34.7%
YouTube Video	352,386 2,470,553	35.2%	14.7%
TikTok	389,178 2,368,016	37.8%	15.7%
LinkedIn	234,525 2,053,619	22.8%	15.8%
Reddit	220,104 1,893,611	21.4%	16.4%
X	171,731 1,138,853	16.7%	12.5%
Pinterest	168,794 1,446,415	16.0%	9.8%
Snapchat	156,314 1,403,494	15.2%	8.7%
WhatsApp	197,484 1,402,392	19.2%	7.2%
Others [Rumble, Threads, ...]	52,519 526,648	5.1%	2.0%
Blogs/Message Boards (read...)	188,148 368,482	4.8%	0.5%
tumblr	51,792 237,560	5.0%	1.2%

■ who Buy MOST of their Groceries every week at WALMART
■ CHI



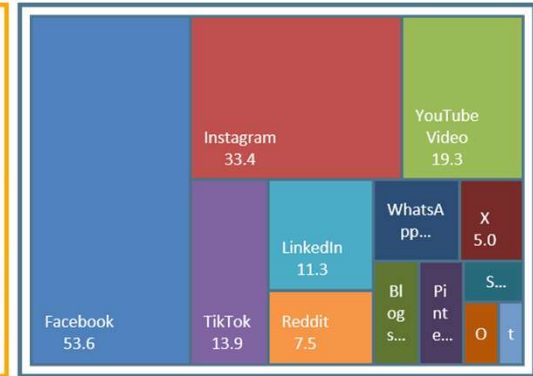
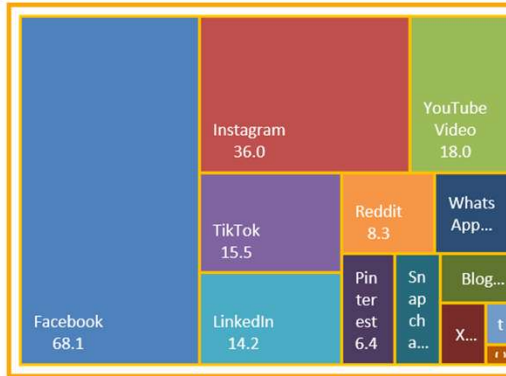
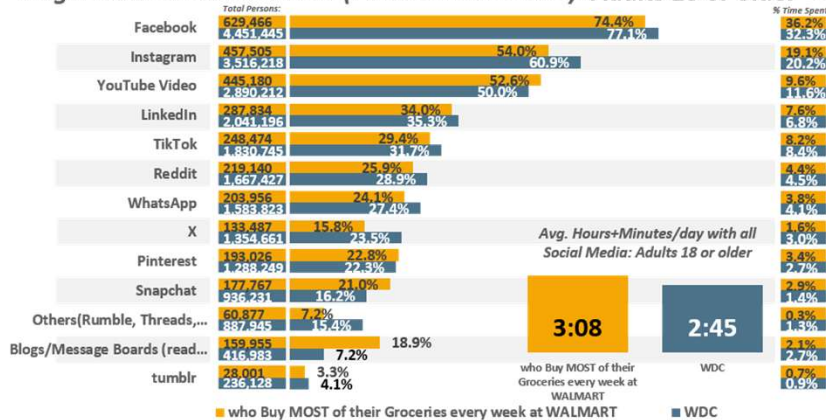
■ CHI
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(((Grocery stores shopped past 7 days (HHLID): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLID): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLID): Walmart Supercenter OR Grocery stores where most groceries bought (HHLID): Walmart Neighborhood Market)))

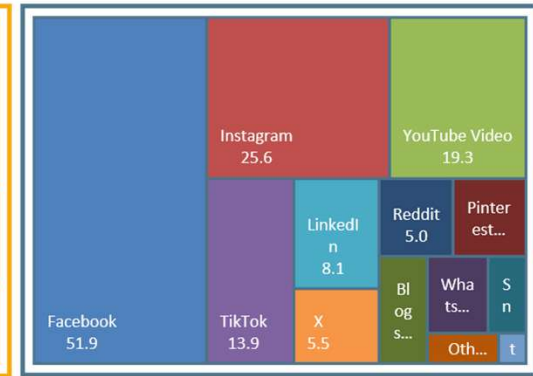
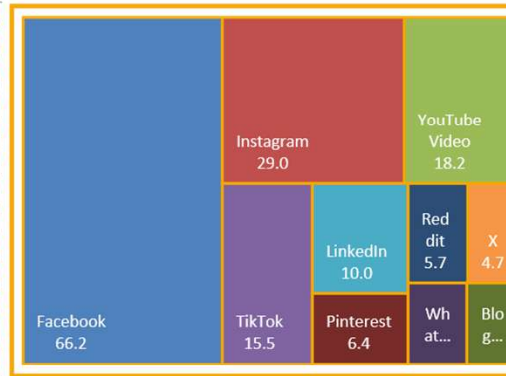
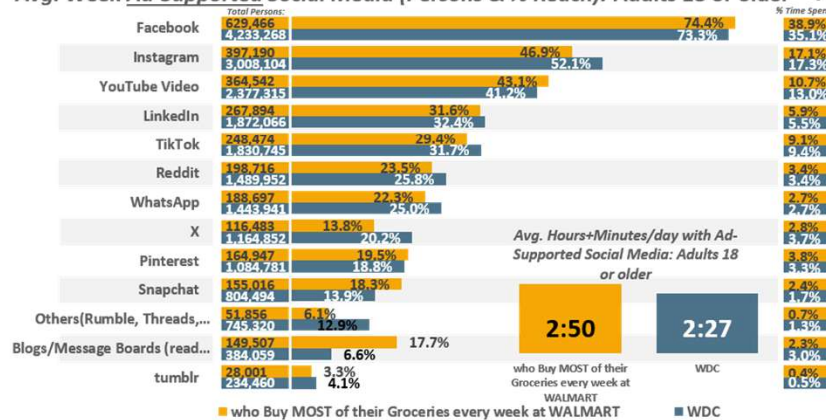


629,466 or 74.4% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART use Ad-Supported Facebook for an average of 66.2 minutes every day representing 38.9% of all time spent daily with Ad-Supported Social Media.

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



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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 806
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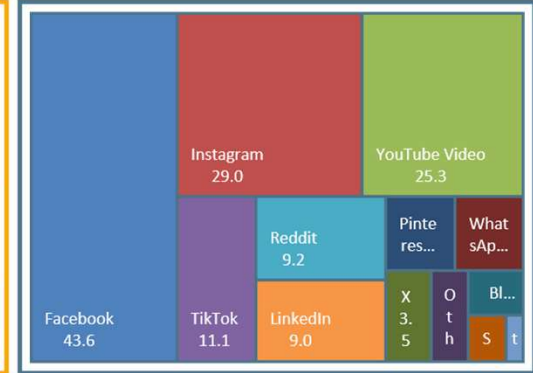
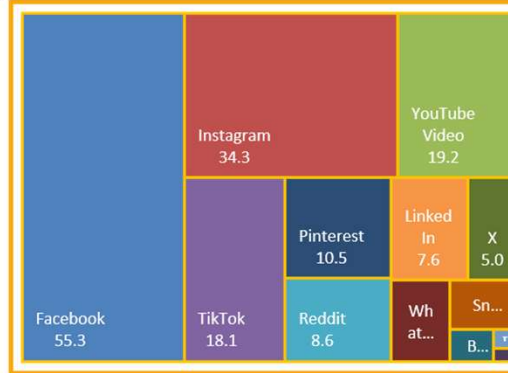
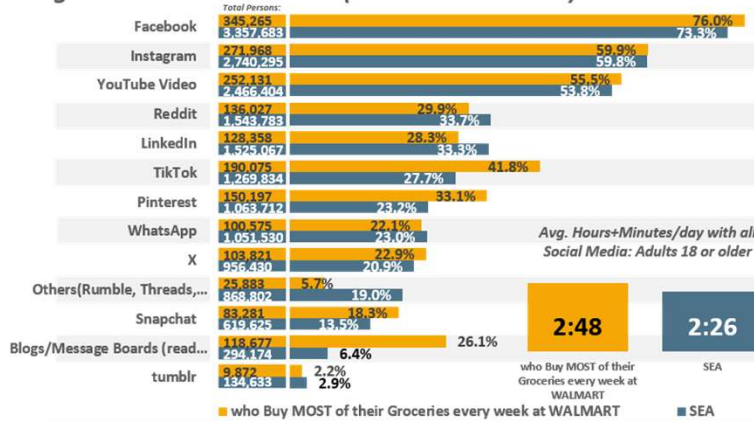
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[[[Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)]]

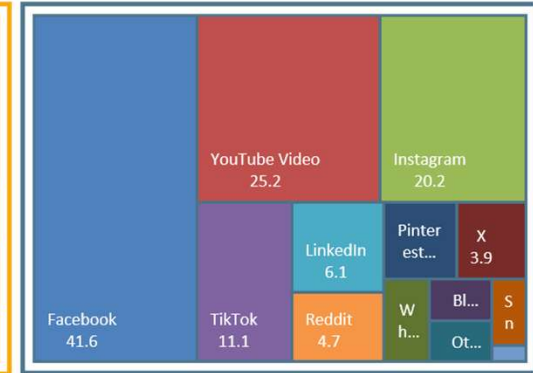
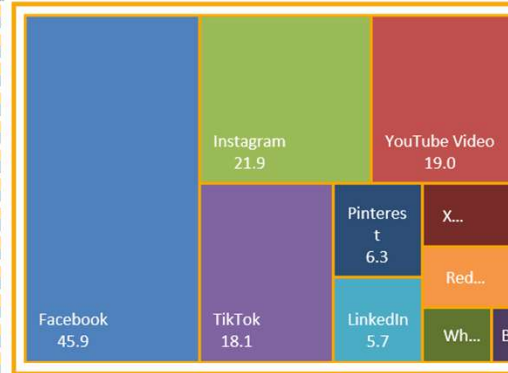
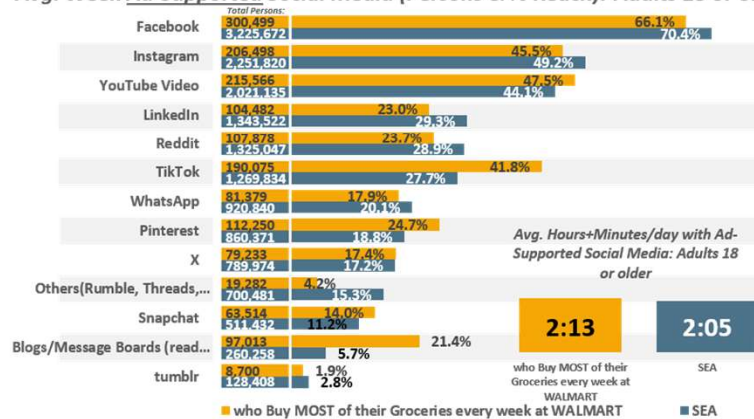


300,499 or 66.1% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART use Ad-Supported Facebook for an average of 45.9 minutes every day representing 34.4% of all time spent daily with Ad-Supported Social Media.

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**



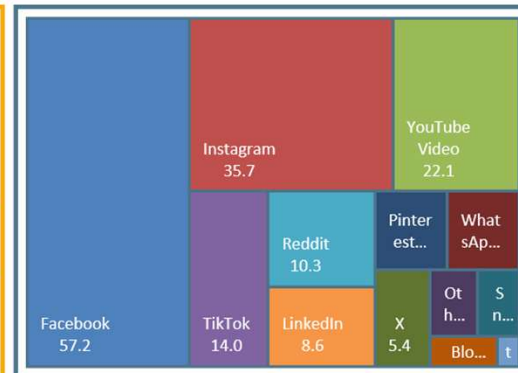
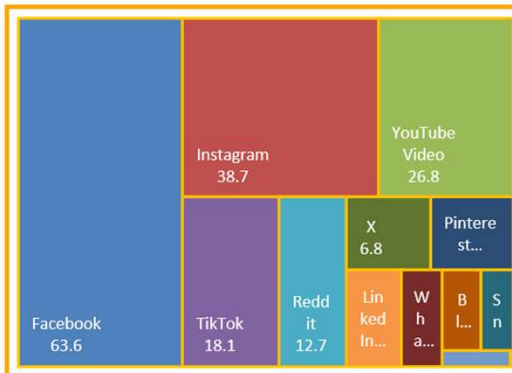
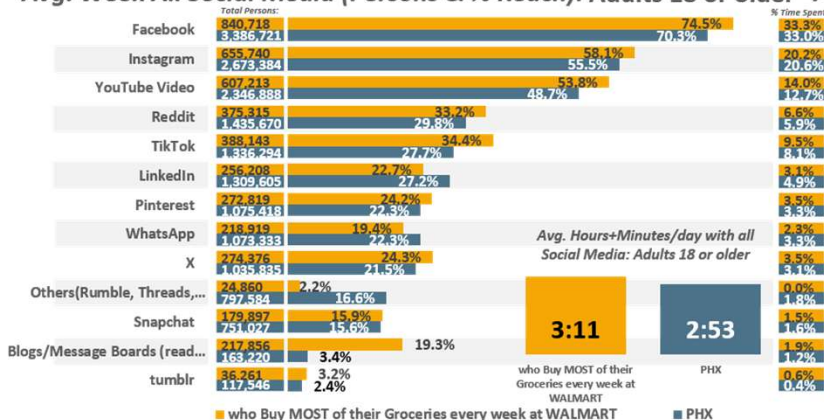
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



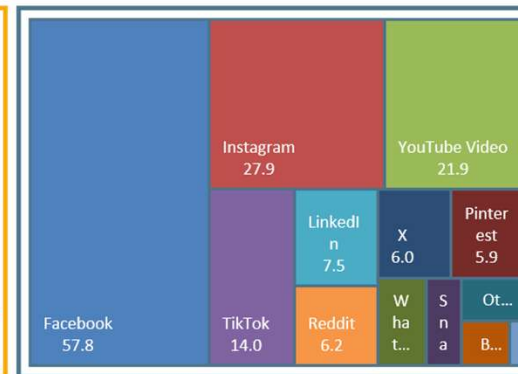
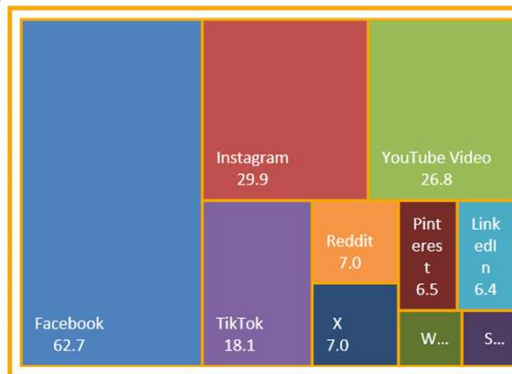
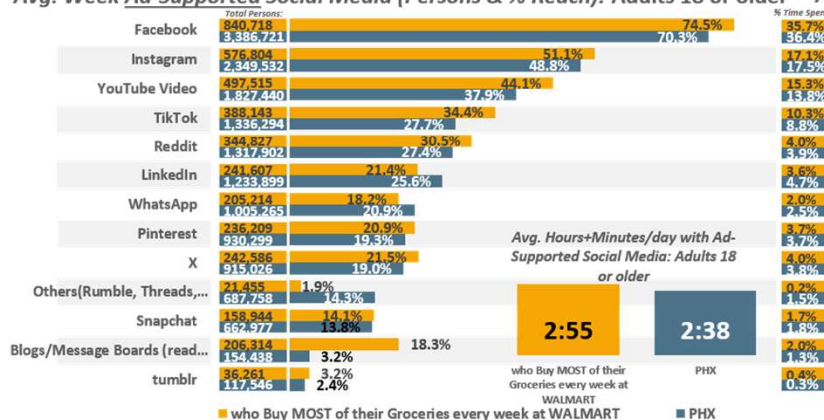


840,718 or 74.5% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART use Ad-Supported Facebook for an average of 62.7 minutes every day representing 35.7% of all time spent daily with Ad-Supported Social Media.

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



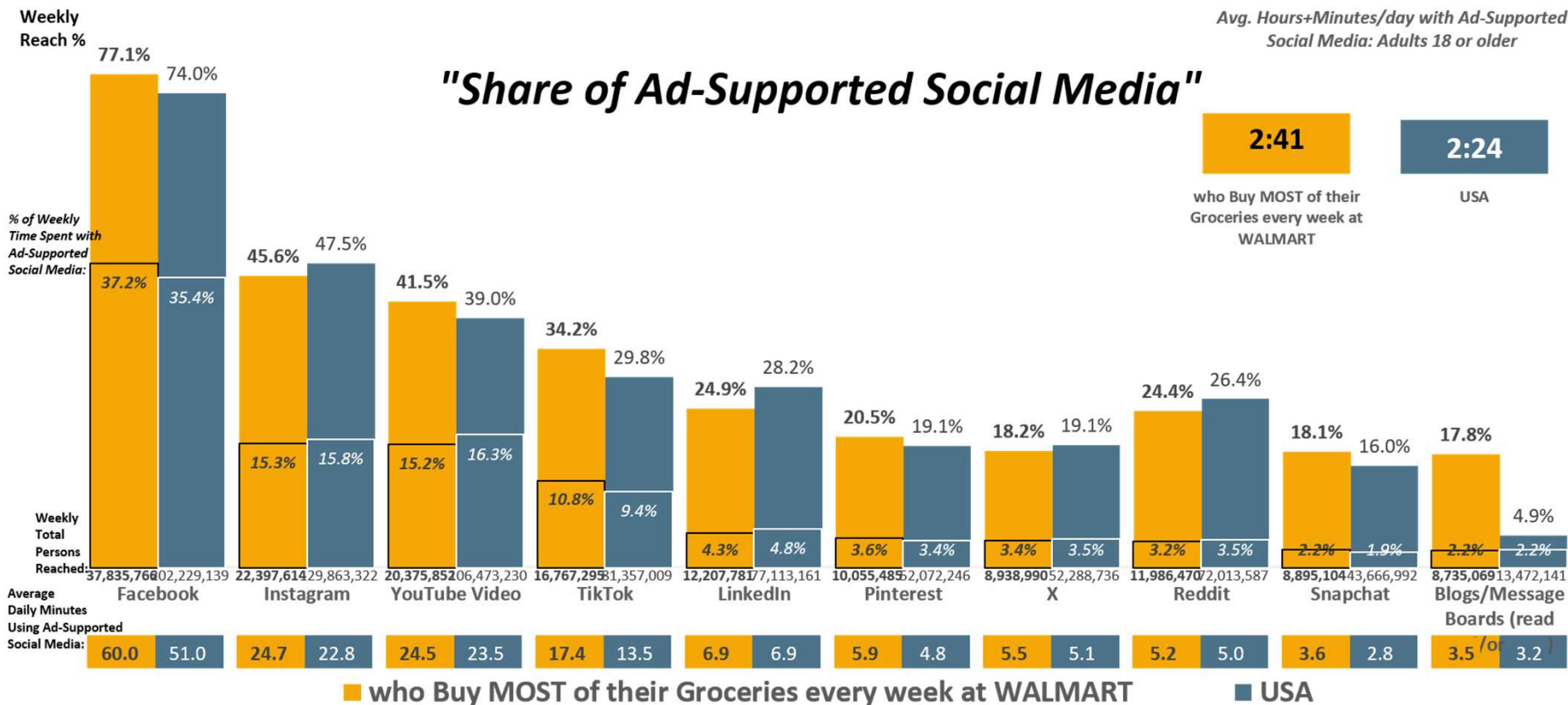
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





37,835,766 or 77.1% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART use Ad-Supported Facebook for an average of 60. minutes every day representing 37.2% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 4,111 Scarborough R1 2026: Jan25-Mar26 USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 24,338
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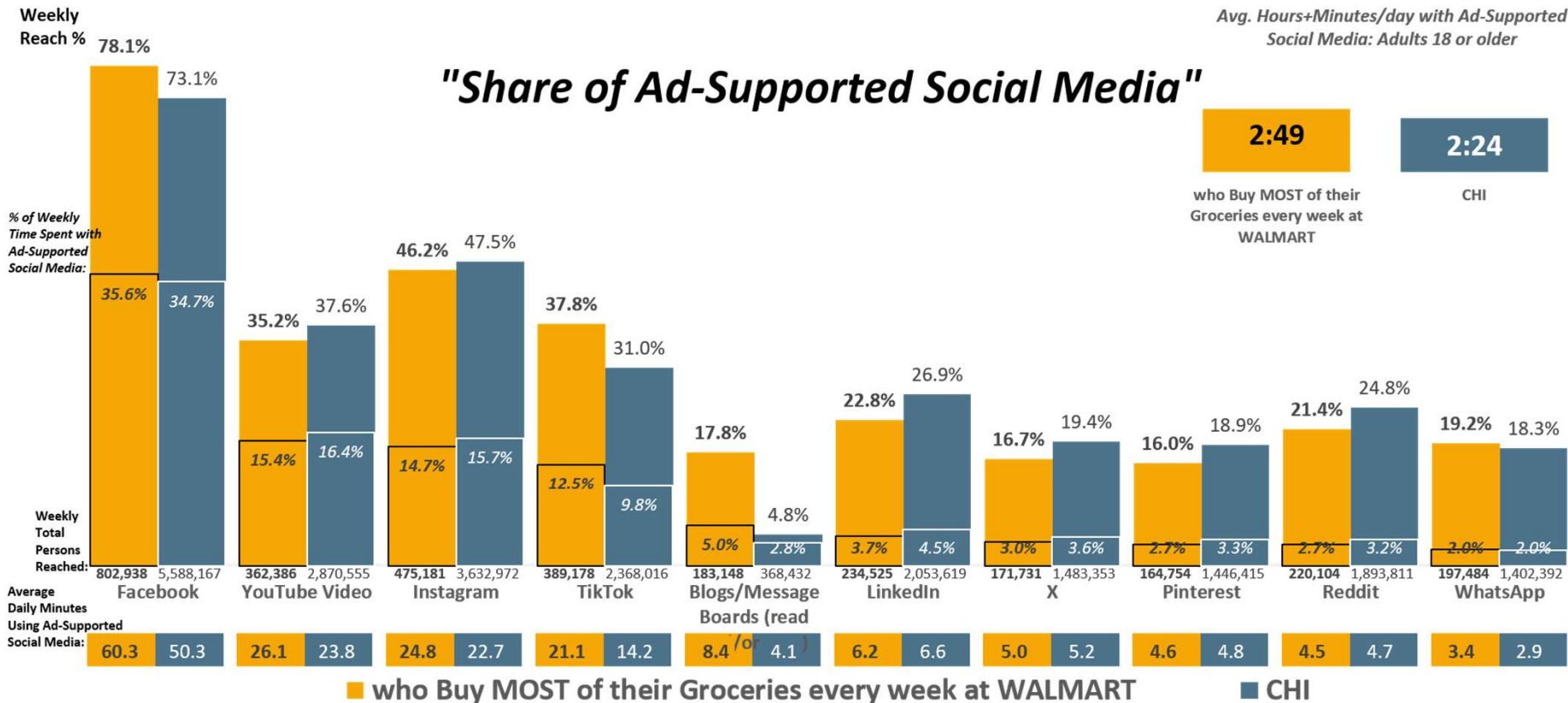
soefa.ai Share of Everything for Anything

(((Grocery stores shopped past 7 days (HHLd): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLd): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLd): Walmart Supercenter OR Grocery stores where most groceries bought (HHLd): Walmart Neighborhood Market)))



802,938 or 78.1% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART use Ad-Supported Facebook for an average of 60.3 minutes every day representing 35.6% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 542
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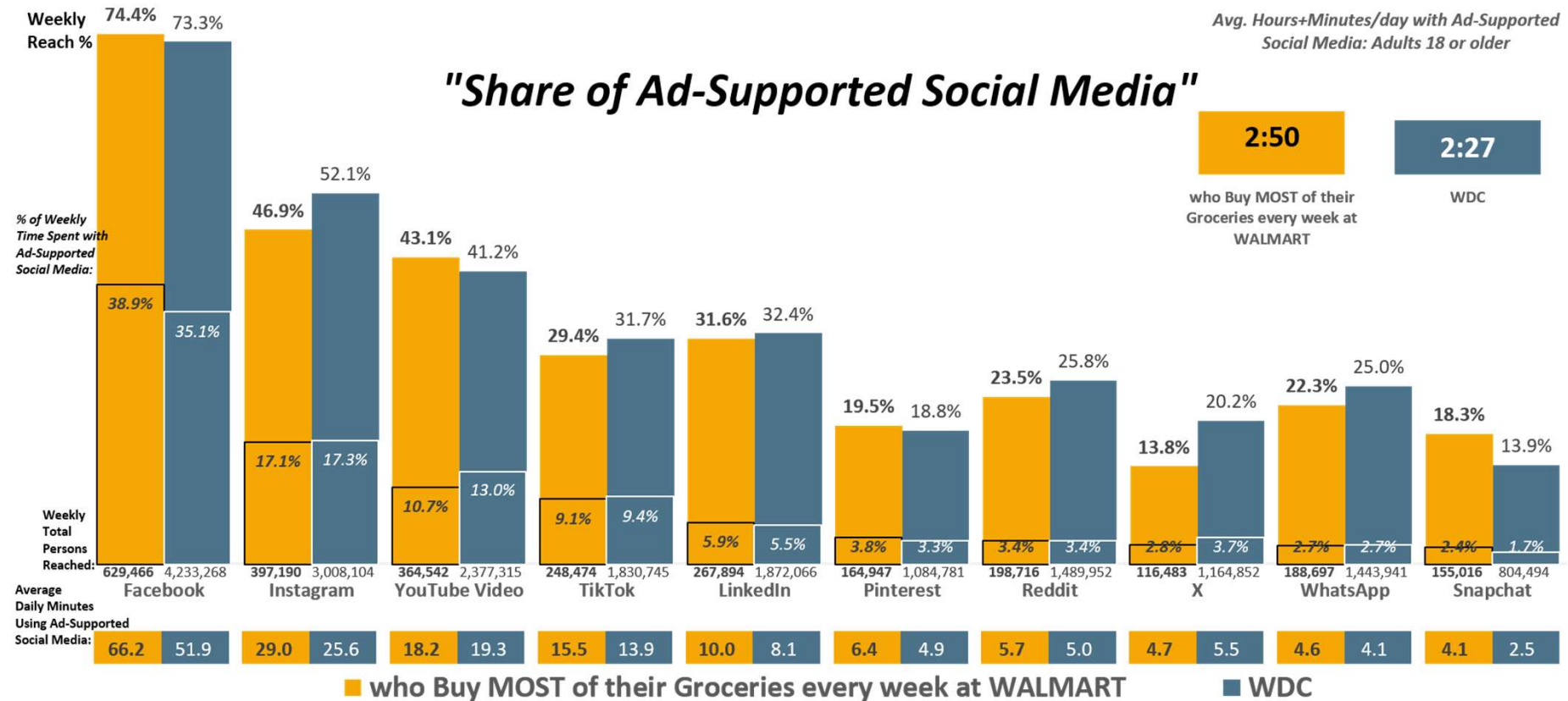
CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 4,001

soefa.ai Share of Everything for Anything

(((Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)))



629,466 or 74.4% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART use Ad-Supported Facebook for an average of 66.2 minutes every day representing 38.9% of all time spent daily with Ad-Supported Social Media.



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 806 WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703
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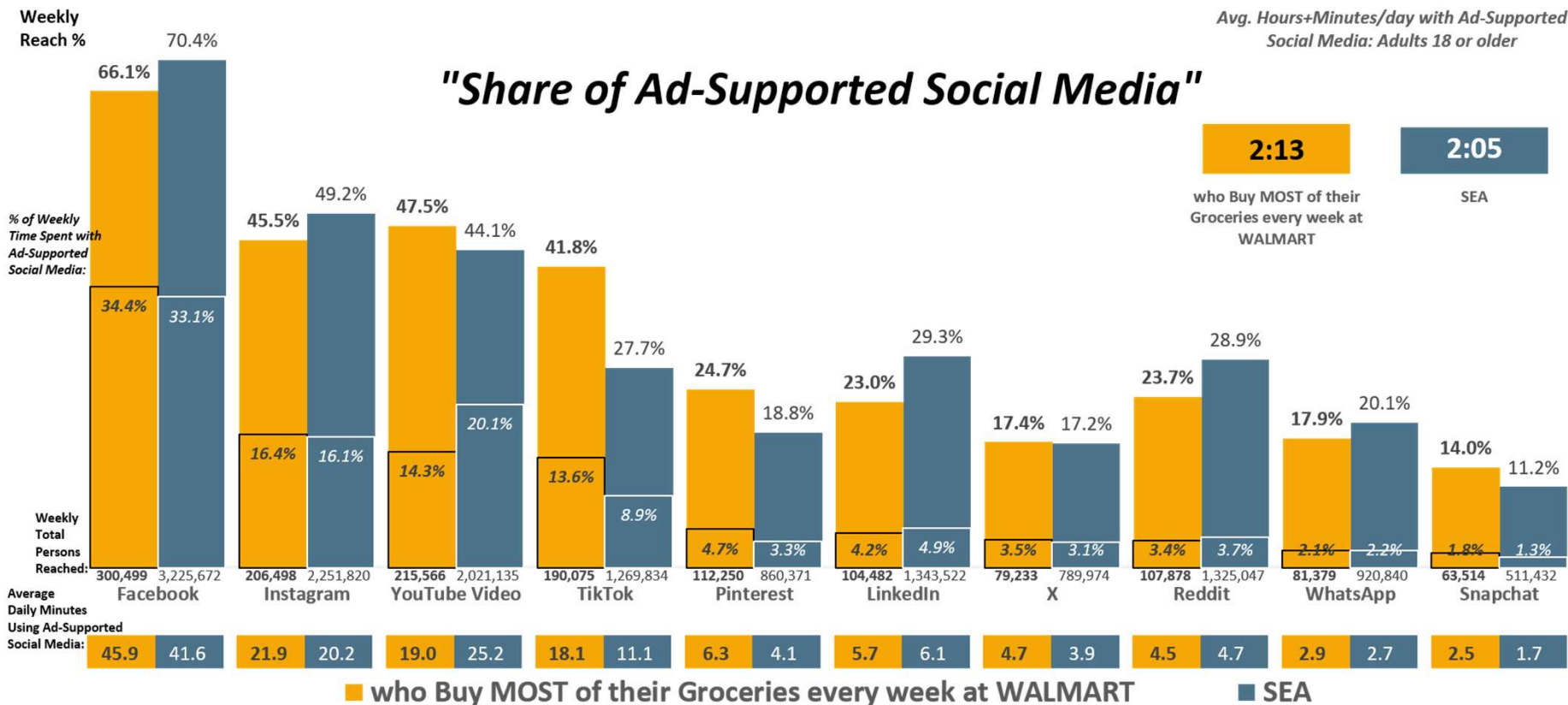
soefa.ai Share of Everything for Anything

[[[Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)]]]



300,499 or 66.1% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART use Ad-Supported Facebook for an average of 45.9 minutes every day representing 34.4% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 342 SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887
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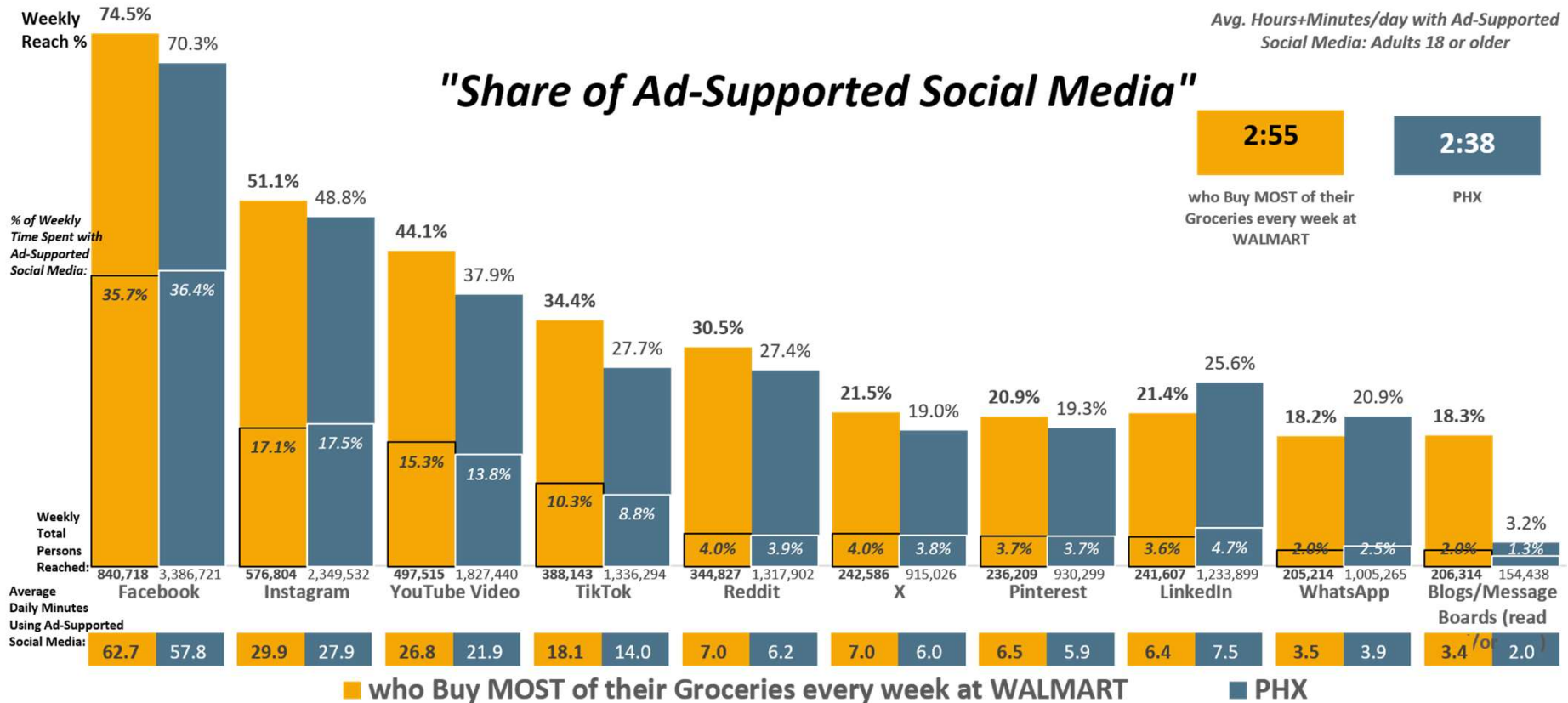
soefa.ai Share of Everything for Anything

(((Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)))



840,718 or 74.5% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART use Ad-Supported Facebook for an average of 62.7 minutes every day representing 35.7% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 541
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PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 2,406

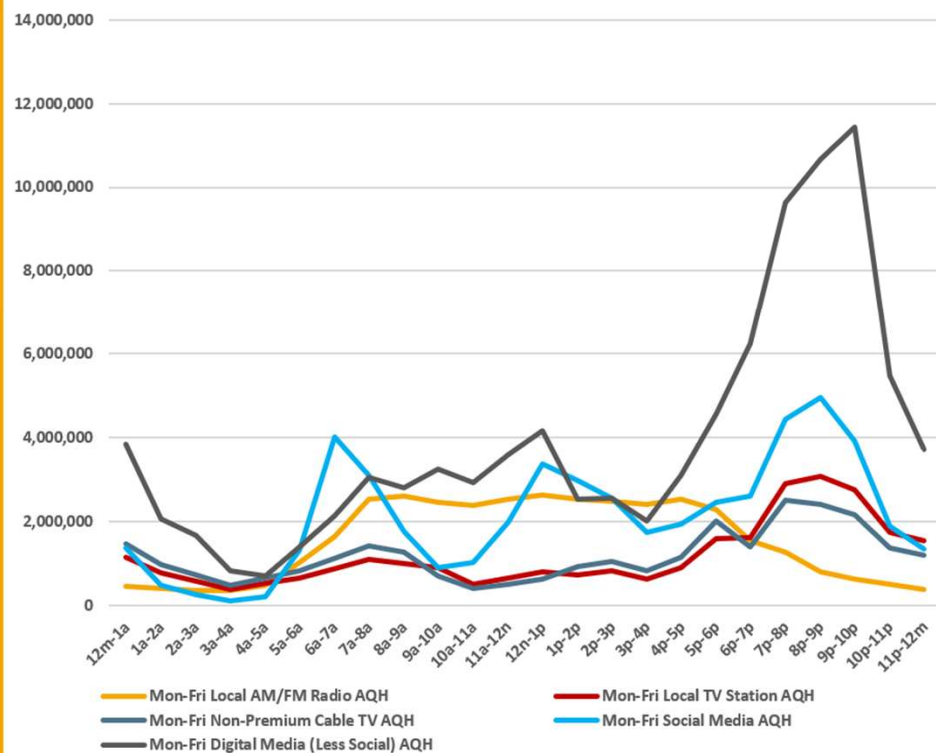
soefa.ai Share of Everything for Anything

[[[Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)]]]

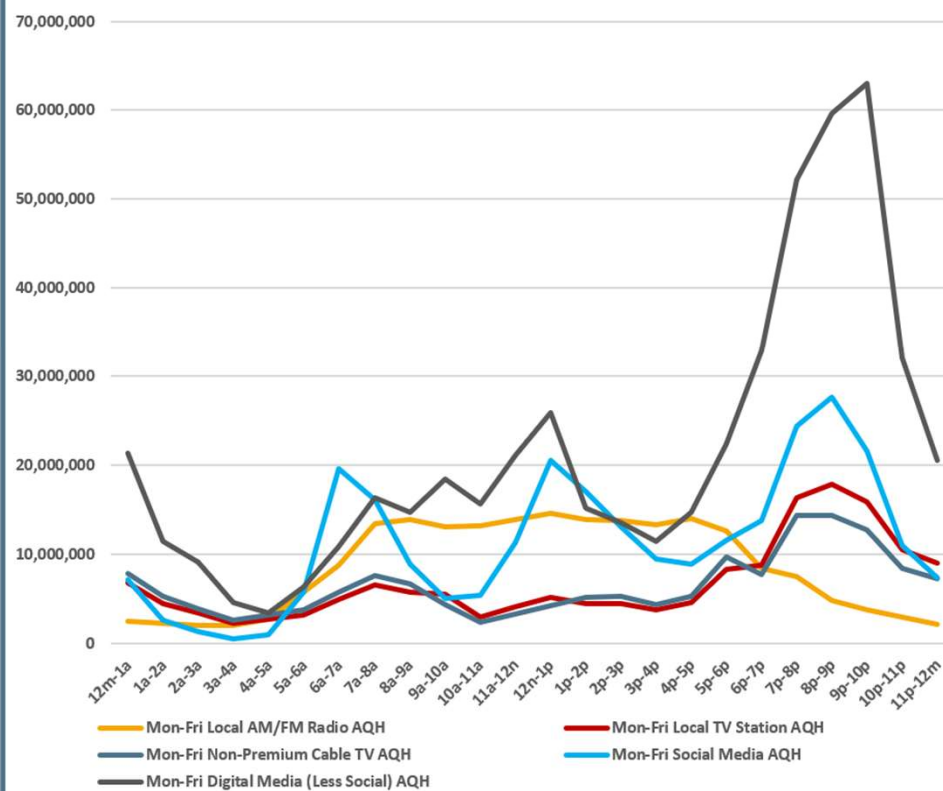


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 3,302,408;
Local Radio: 2,348,022; Social Media: 2,342,242; Non-Prem. Cable: 1,029,482; Local TV:
932,158 reaching Adults 18 or older who Buy MOST of their Groceries ever

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Buy MOST of their Groceries every
week at WALMART



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 4,111
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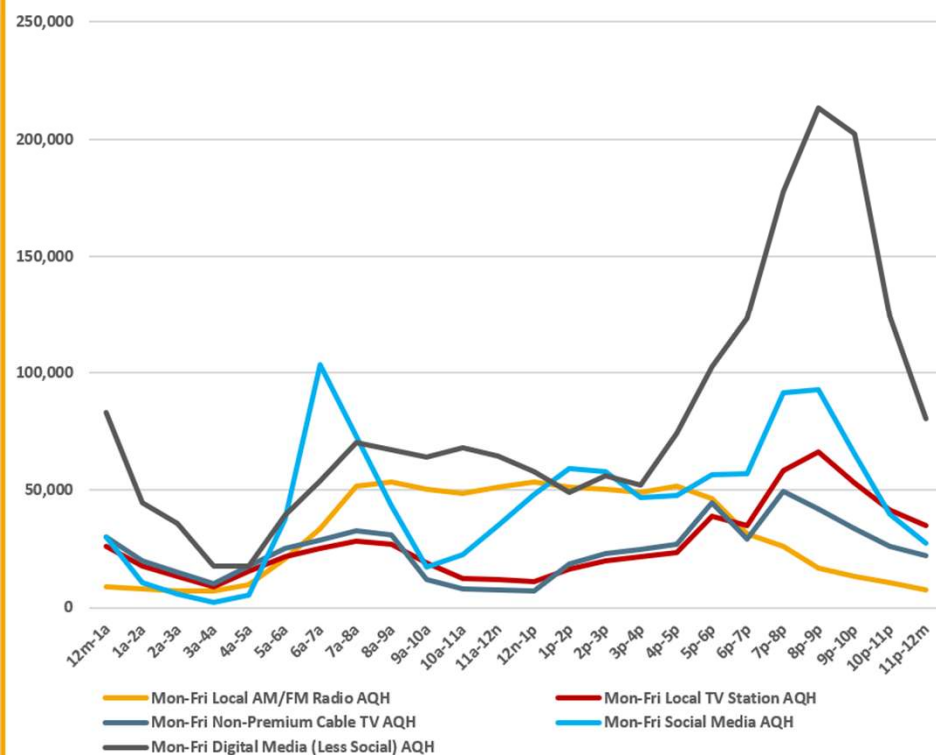
soefa.ai Share of Everything
for Anything ®

[[[Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market] AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)]]

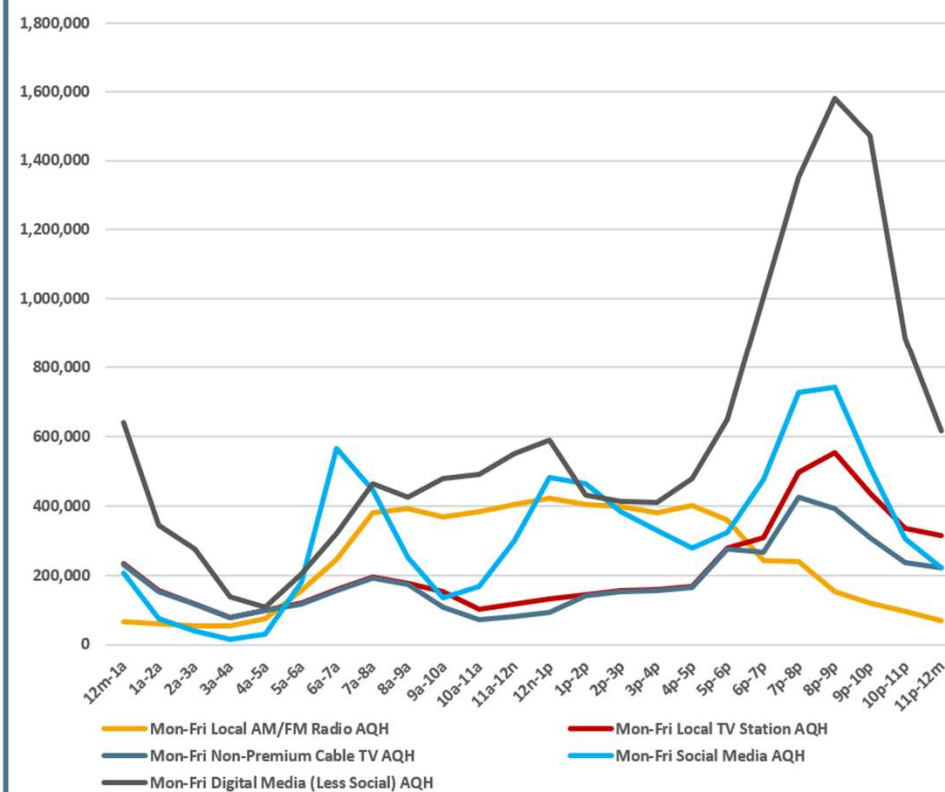


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 69,480; Social Media: 51,340; Local Radio: 47,855; Non-Prem. Cable: 22,564; Local TV: 22,262 reaching Adults 18 or older who Buy MOST of their Groceries every week at WAL

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Buy MOST of their Groceries every week at WALMART



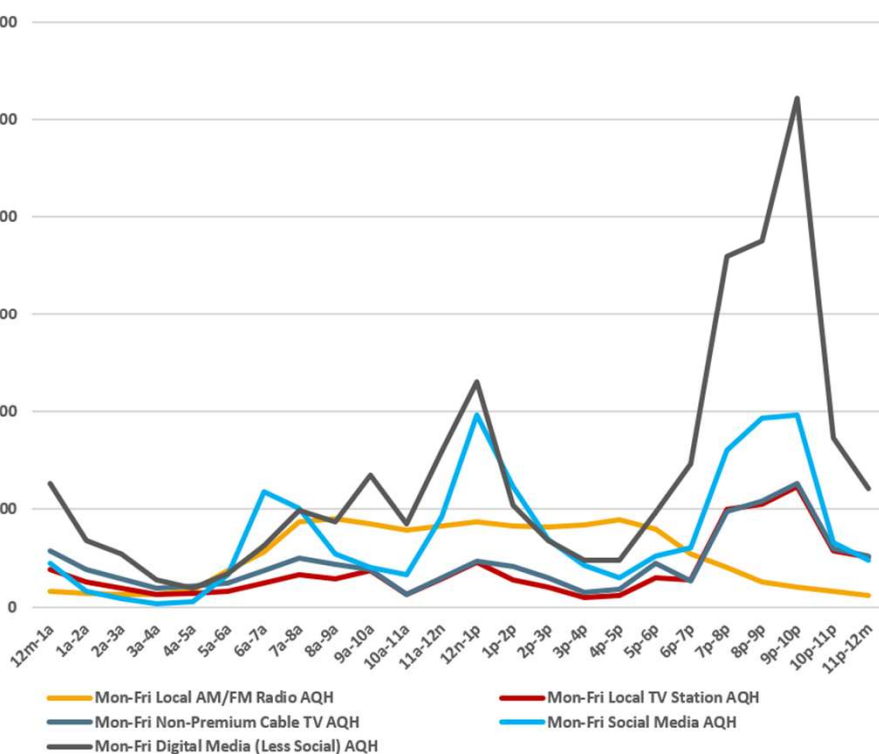
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CHI Metro Area Adults 18 or older



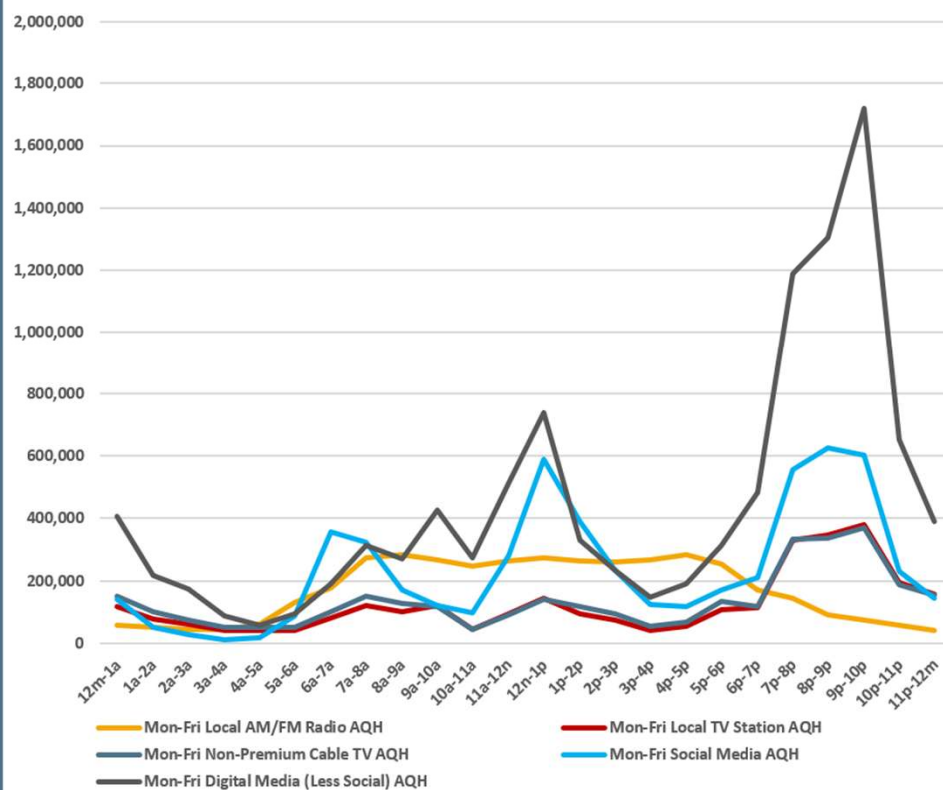


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 52,768;
Local Radio: 40,009; Social Media: 39,056; Non-Prem. Cable: 16,817; Local TV: 13,075
reaching Adults 18 or older who Buy MOST of their Groceries every week at WAL

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Buy MOST of their Groceries every
week at WALMART



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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 806
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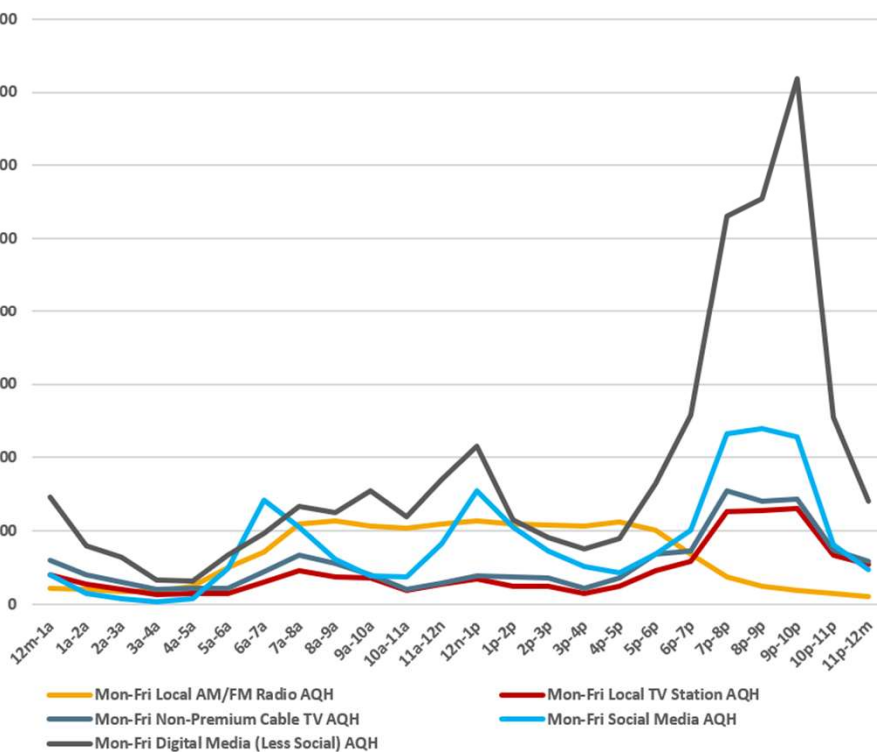
soefa.ai Share of Everything
for Anything

[[[Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market] AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)]]

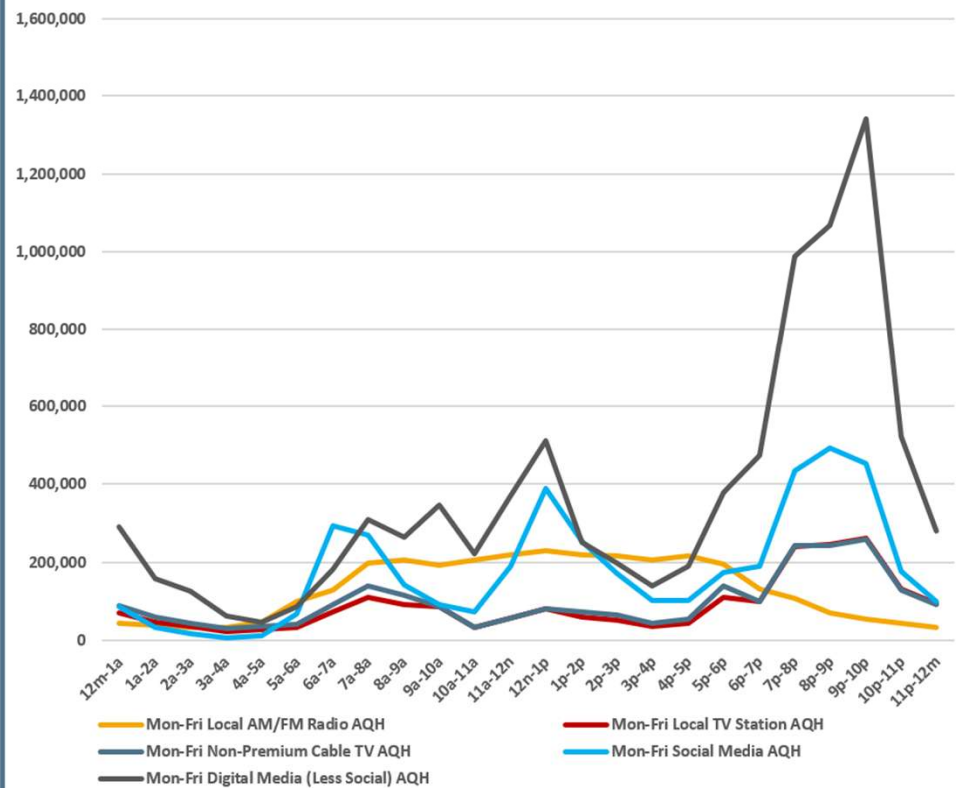


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 27,754;
Local Radio: 20,462; Social Media: 16,371; Non-Prem. Cable: 8,692; Local TV: 6,511
reaching Adults 18 or older who Buy MOST of their Groceries every week at WALMA

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Buy MOST of their Groceries every
week at WALMART



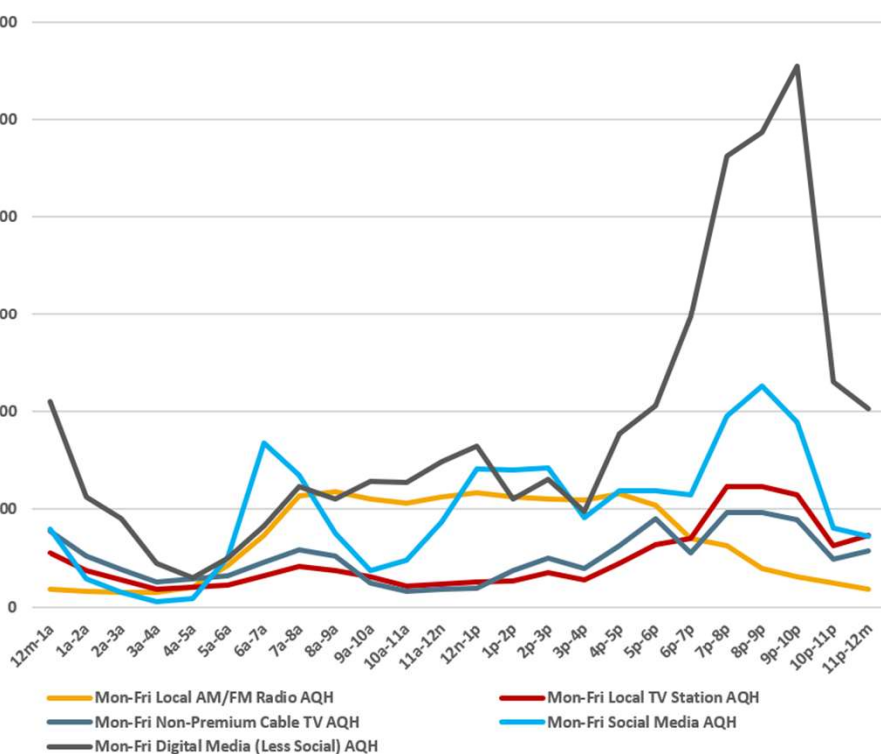
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
SEA Metro Area Adults 18 or older



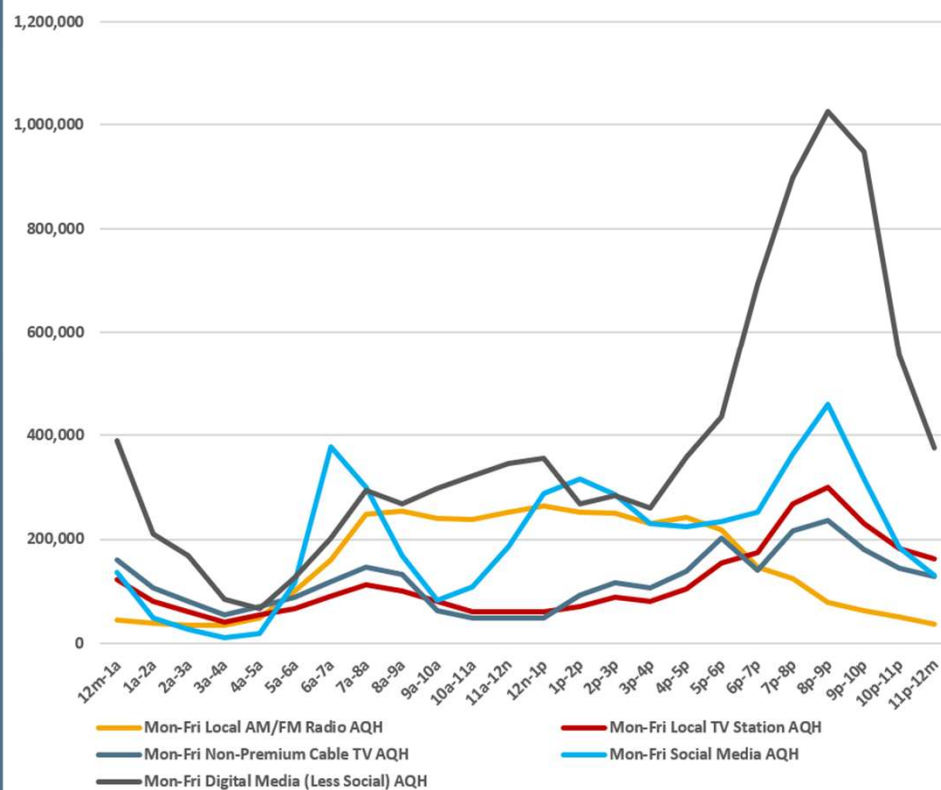


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 73,366;
Social Media: 54,654; Local Radio: 52,875; Non-Prem. Cable: 21,995; Local TV: 18,531
reaching Adults 18 or older who Buy MOST of their Groceries every week at WAL

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Buy MOST of their Groceries every week at WALMART



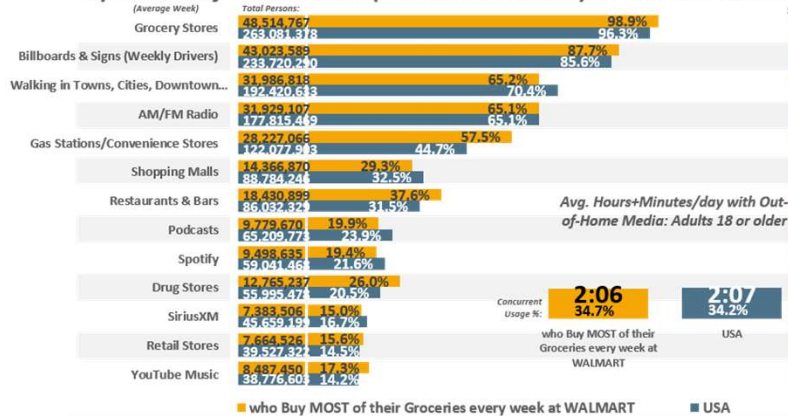
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
PHX Metro Area Adults 18 or older



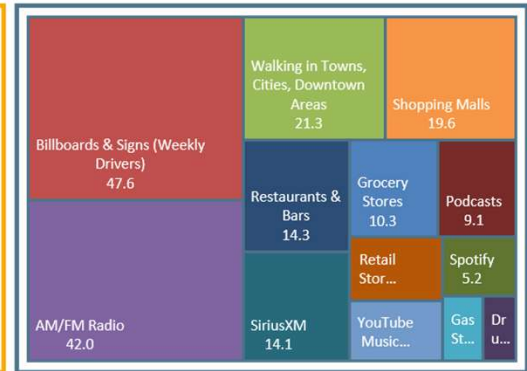
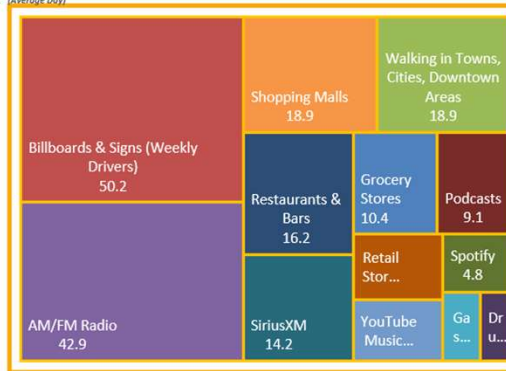


43,023,589 or 87.7% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART spend an average of 50.2 minutes per day driving, seeing Billboards and Signs. 63.3% Listen to Local Radio Stations Out-of-Home for an average of 41. minutes/d

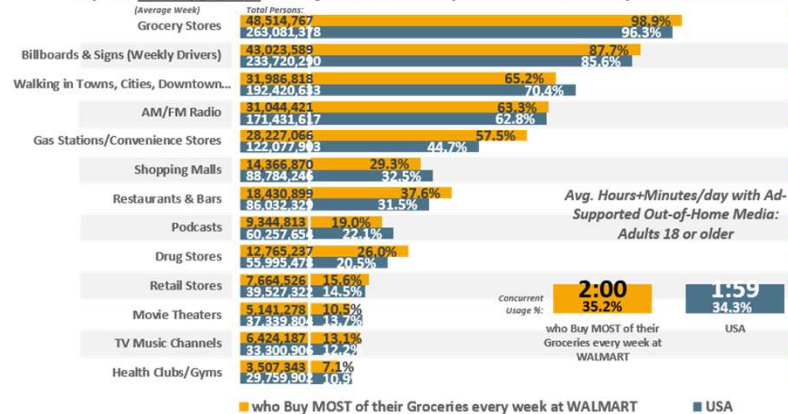
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



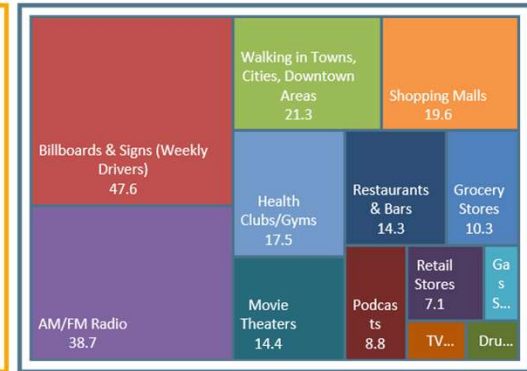
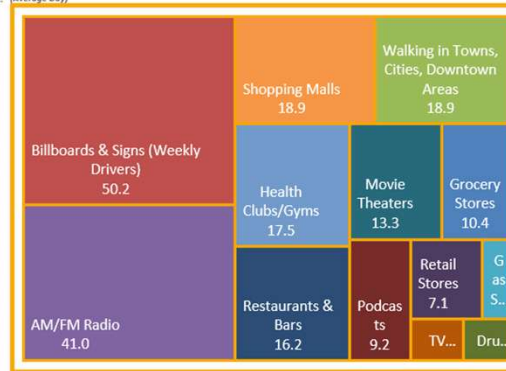
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 4,111
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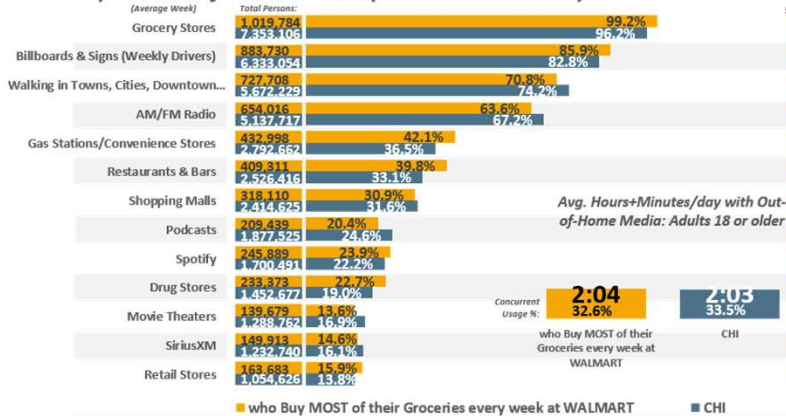
soefa.ai Share of Everything for Anything

(((Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)))

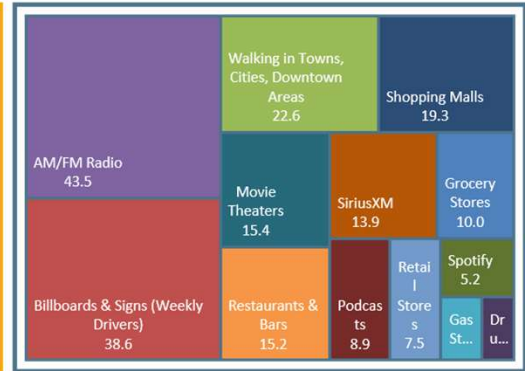
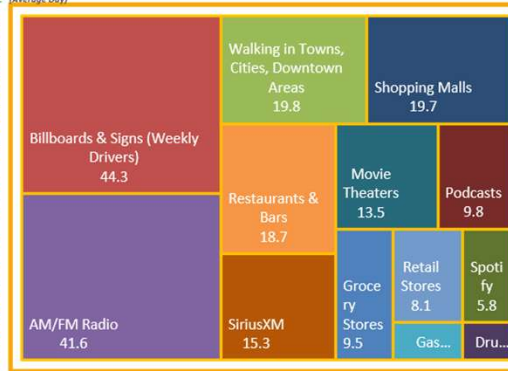


883,730 or 85.9% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART spend an average of 44.3 minutes per day driving, seeing Billboards and Signs. 61.6% Listen to Local Radio Stations Out-of-Home for an average of 38.6 minutes/day

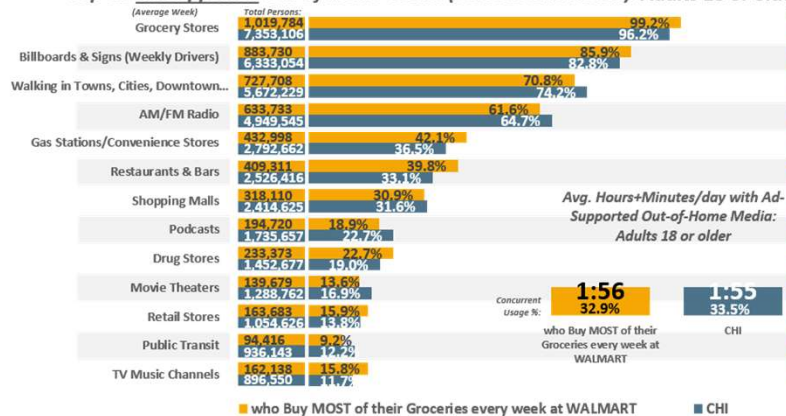
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



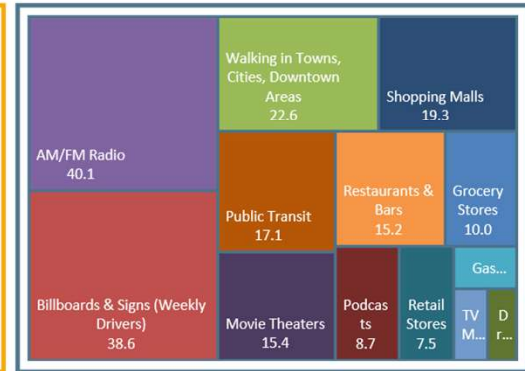
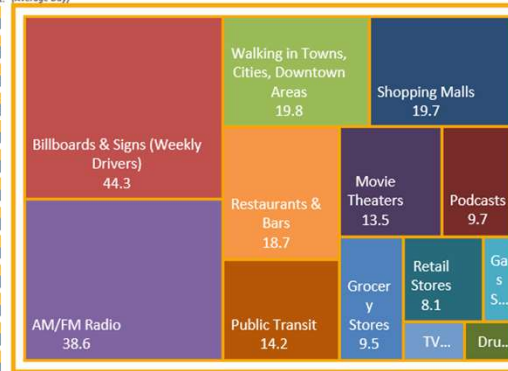
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



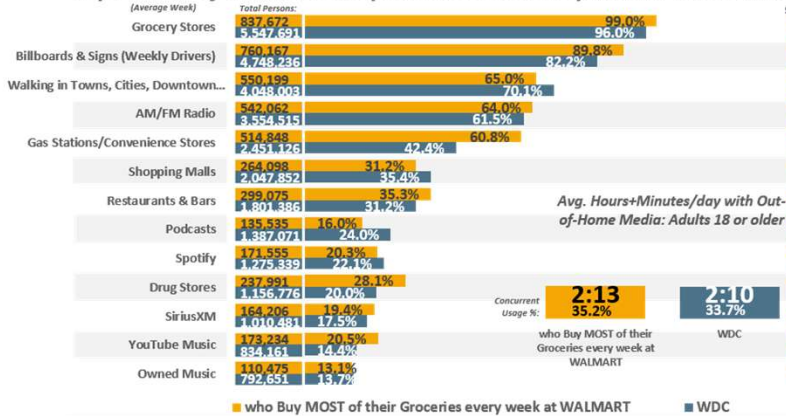
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



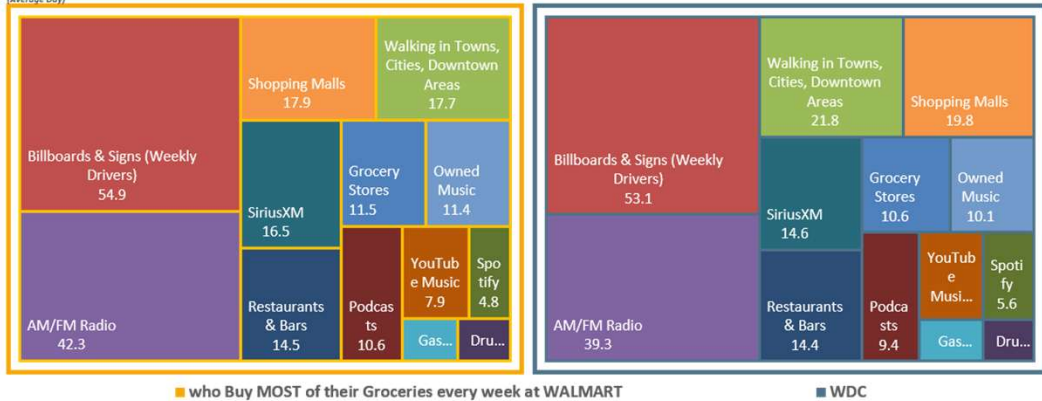


760,167 or 89.8% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART spend an average of 54.9 minutes per day driving, seeing Billboards and Signs. 62.5% Listen to Local Radio Stations Out-of-Home for an average of 40.7 minutes/day

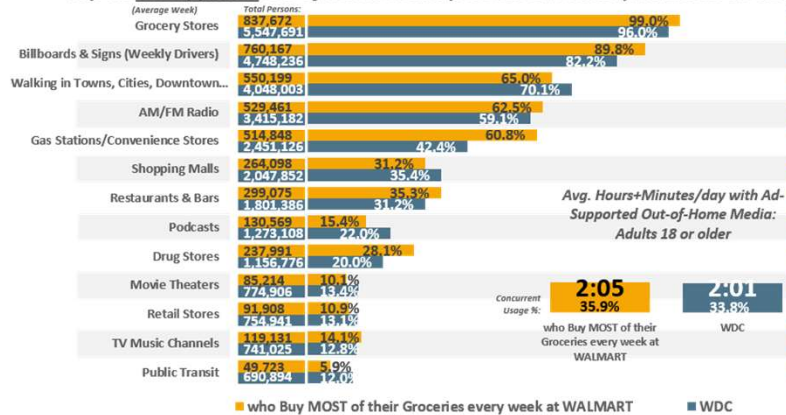
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



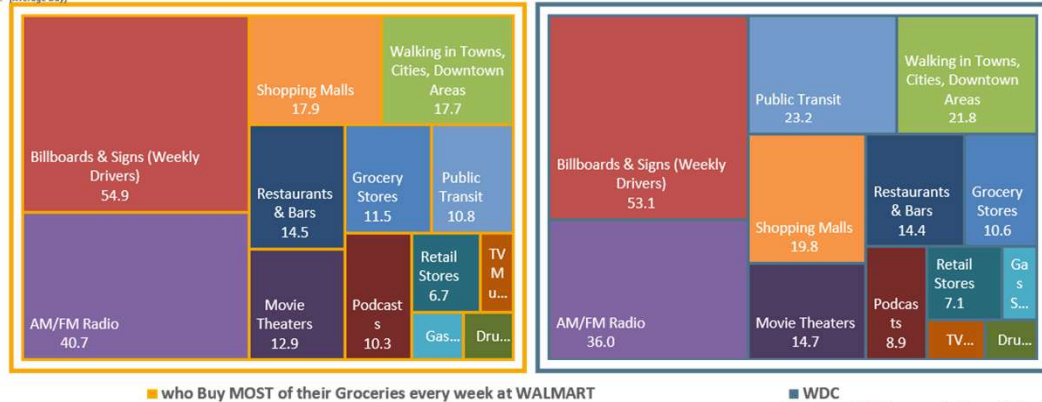
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2026: Mar25-Mar26 Qual Intab 806
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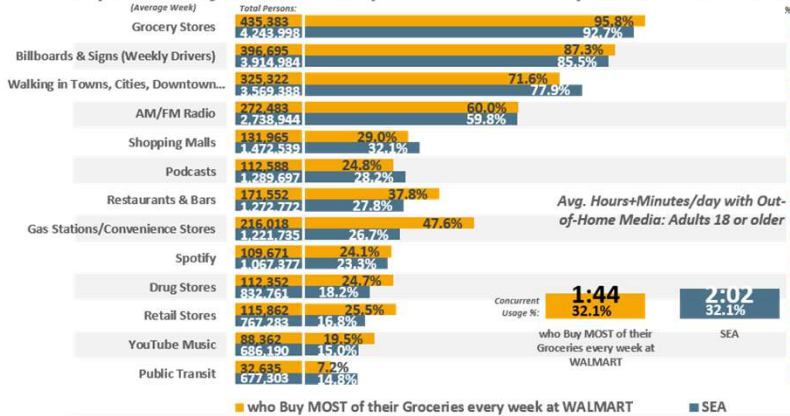
soefa.ai Share of Everything for Anything

(((Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)))



396,695 or 87.3% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART spend an average of 30.3 minutes per day driving, seeing Billboards and Signs. 58.4% Listen to Local Radio Stations Out-of-Home for an average of 34.2 minutes/day

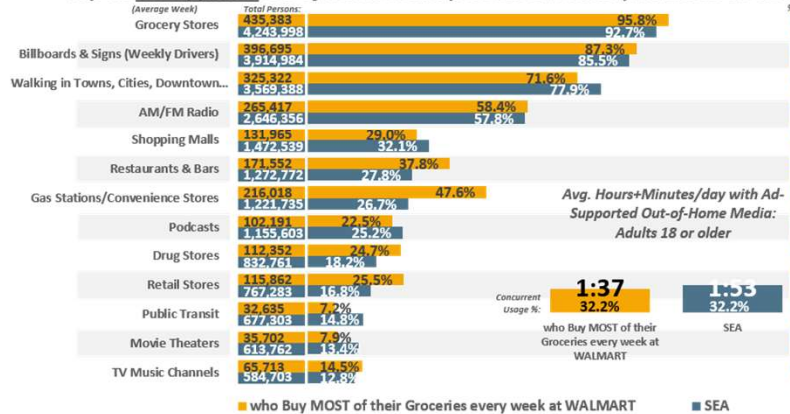
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



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



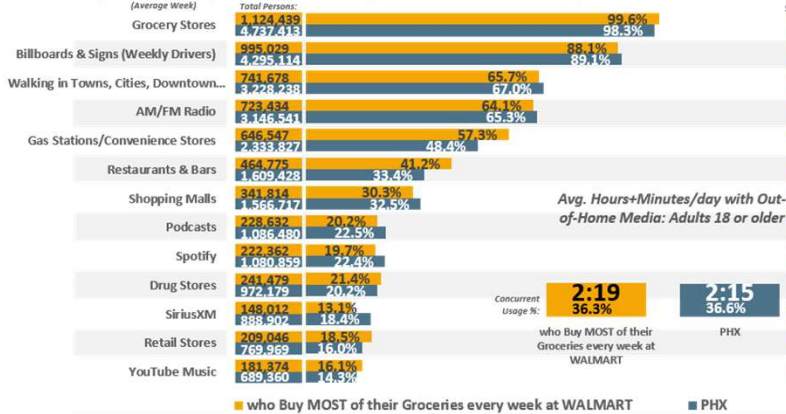
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



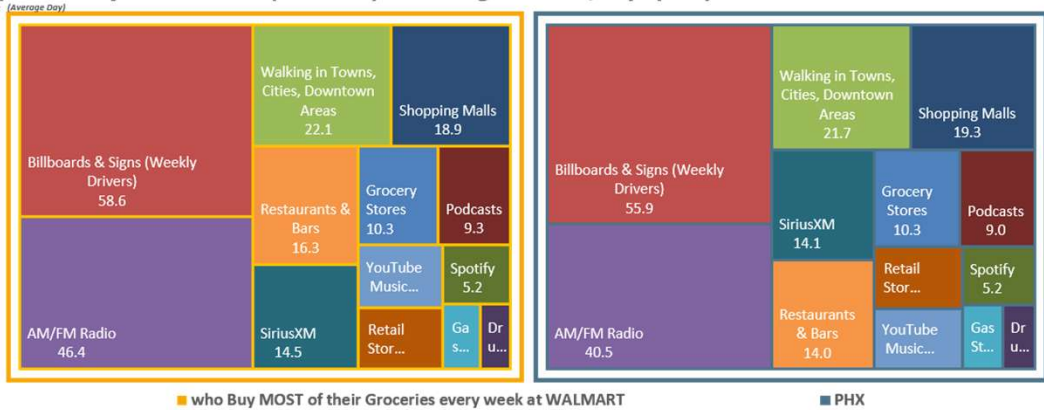


995,029 or 88.1% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART spend an average of 58.6 minutes per day driving, seeing Billboards and Signs. 62.2% Listen to Local Radio Stations Out-of-Home for an average of 44.5 minutes/day

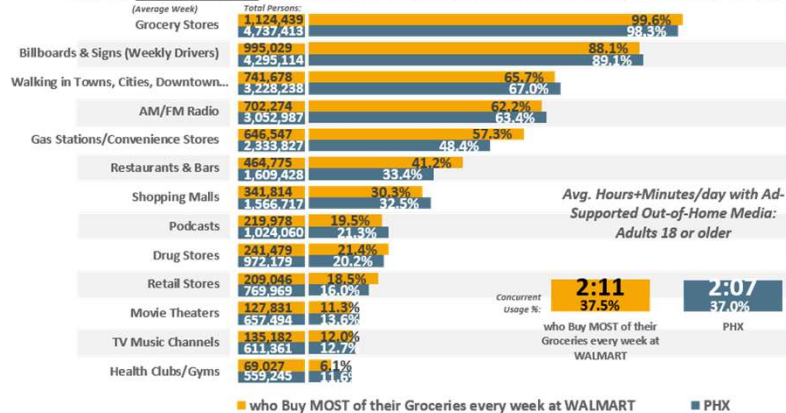
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



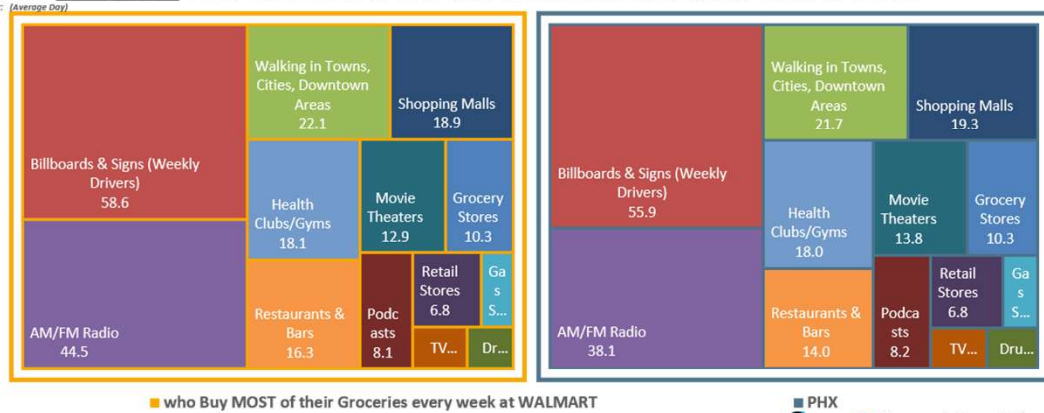
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R1 2026: Feb25-Feb26 Qual Intab 541
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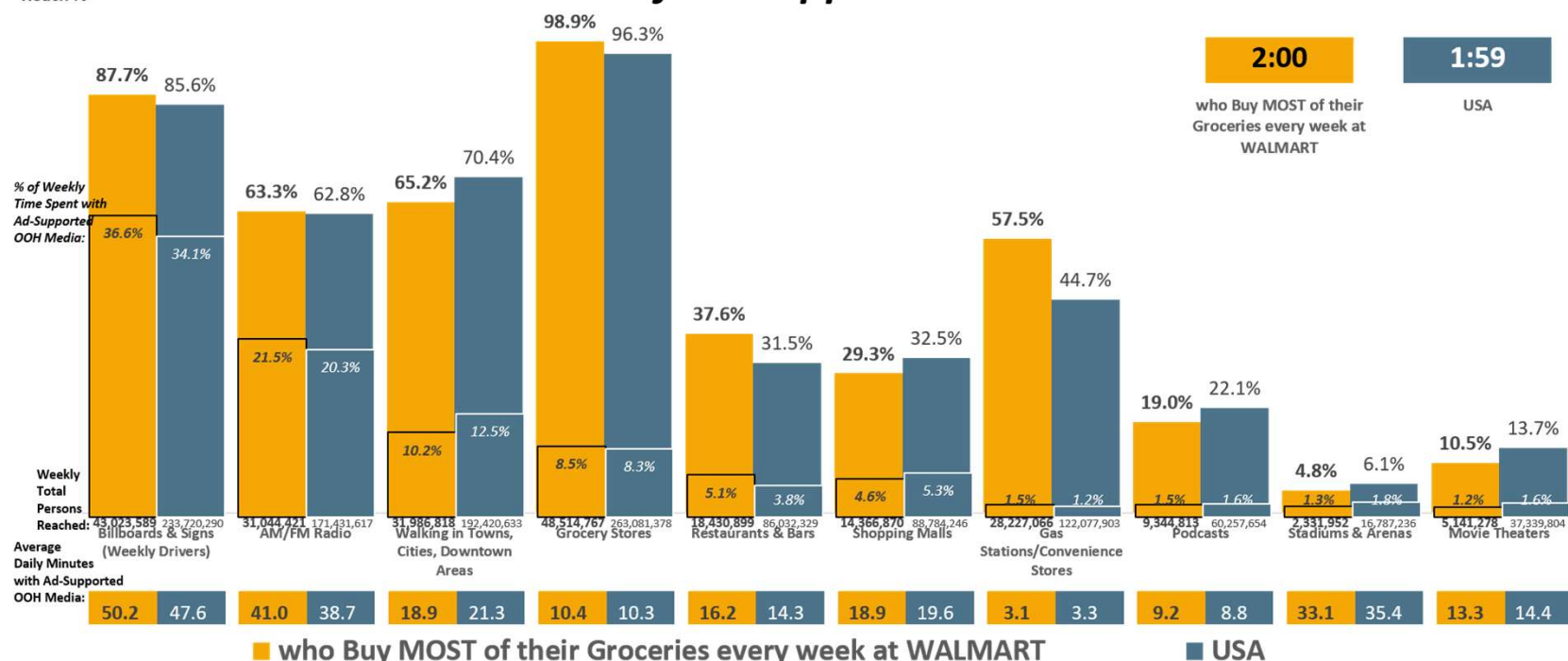


43,023,589 or 87.7% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART spend an average of 50.2 minutes per day driving, seeing Billboards and Signs representing 36.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 4,111 Scarborough R1 2026: Jan25-Mar26 USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 24,338

soefa.ai Share of Everything for Anything

[[[Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market] AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)]]

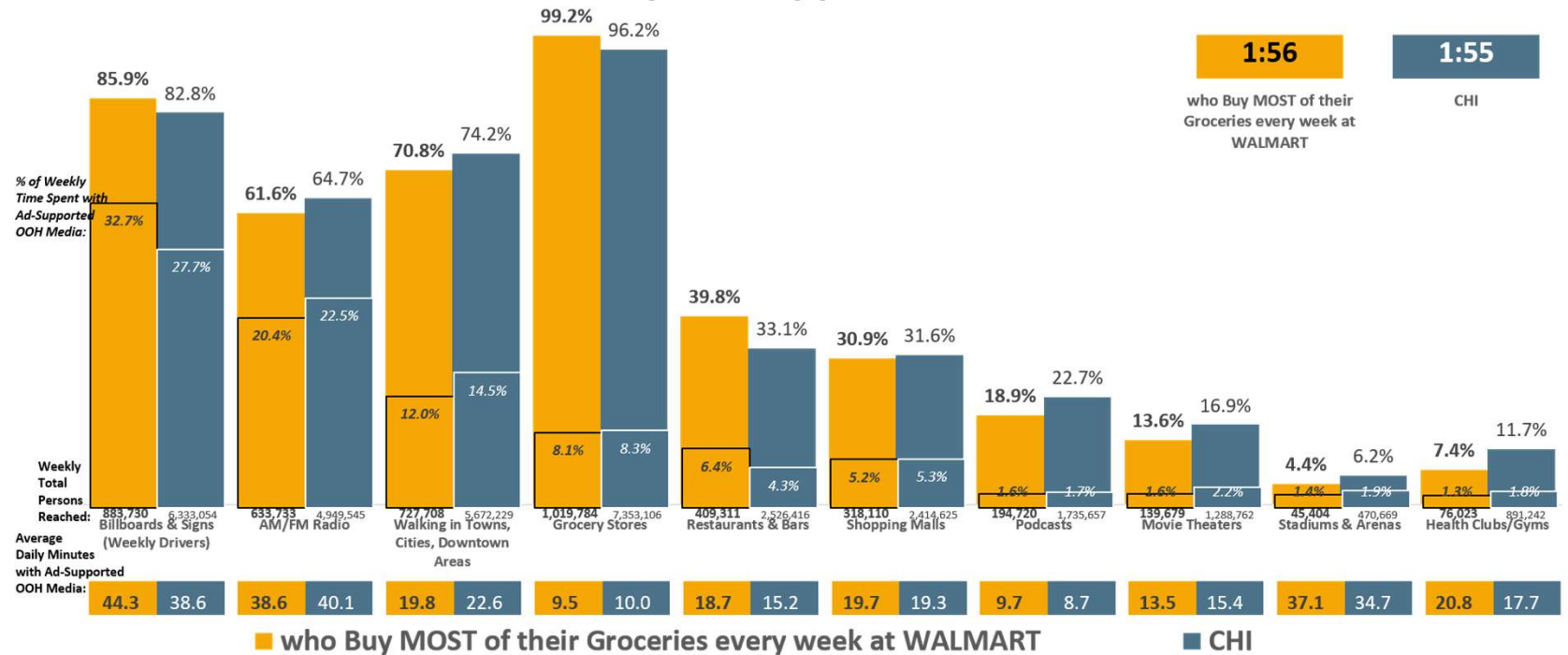


883,730 or 85.9% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART spend an average of 44.3 minutes per day driving, seeing Billboards and Signs representing 32.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 542
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CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 4,001

soefa.ai Share of Everything for Anything

(((Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)))

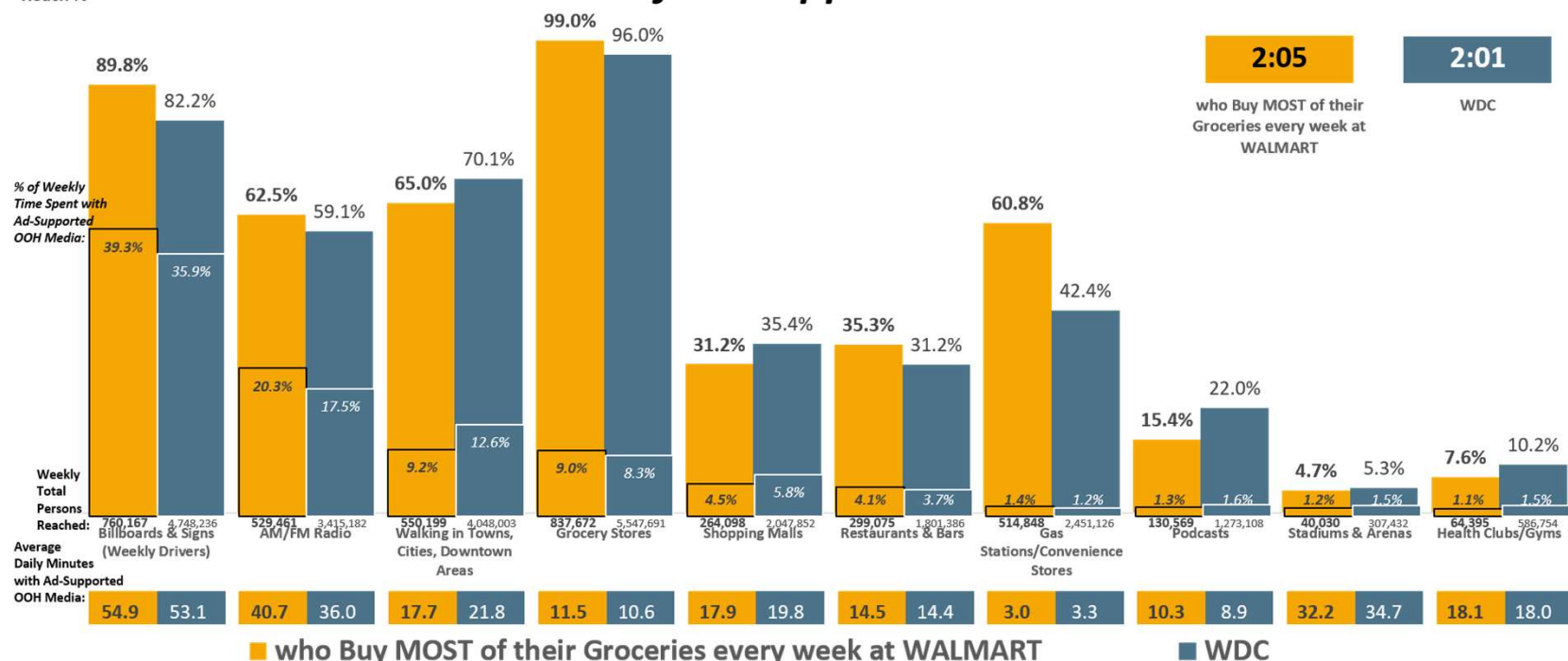


760,167 or 89.8% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART spend an average of 54.9 minutes per day driving, seeing Billboards and Signs representing 39.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 806 WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703

soefa.ai Share of Everything for Anything

(((Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)))

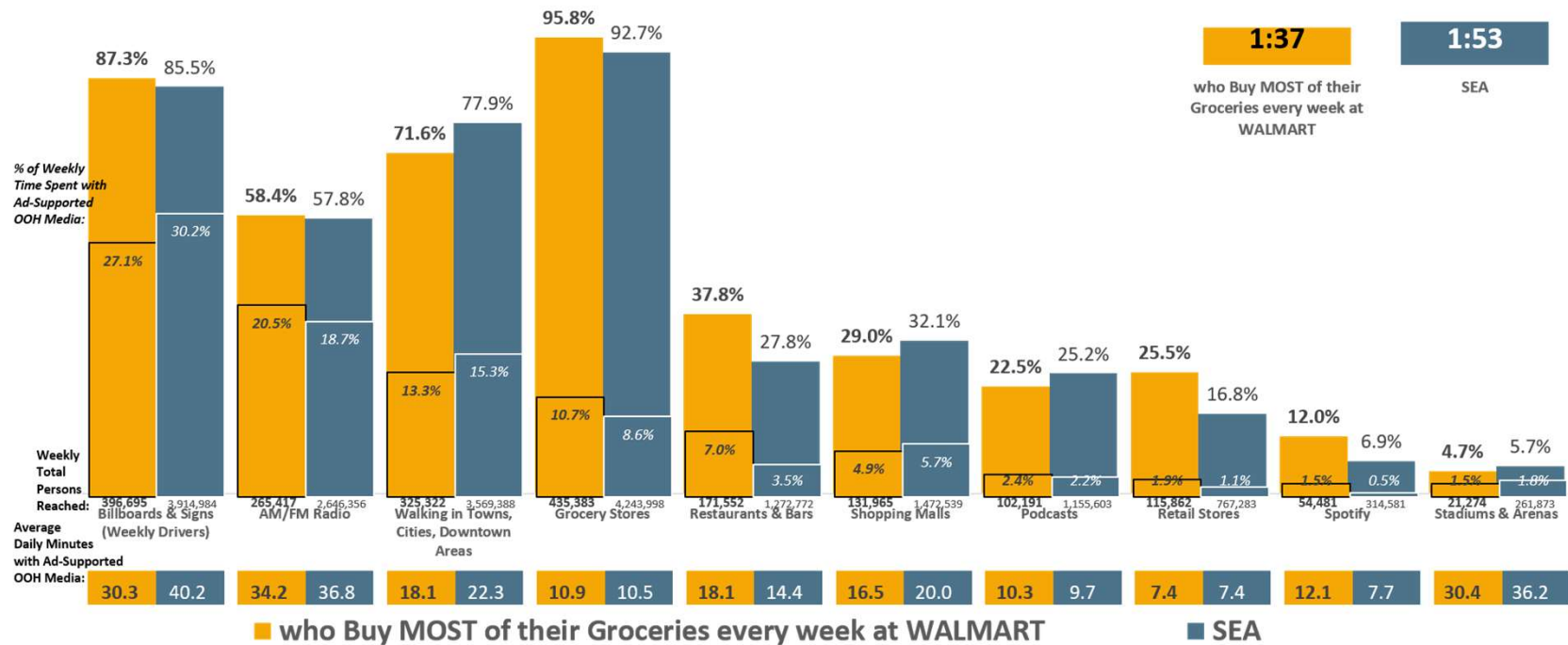


396,695 or 87.3% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART spend an average of 30.3 minutes per day driving, seeing Billboards and Signs representing 27.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



1:37

who Buy MOST of their Groceries every week at WALMART

1:53

SEA

SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 342 SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887
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(((Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)))

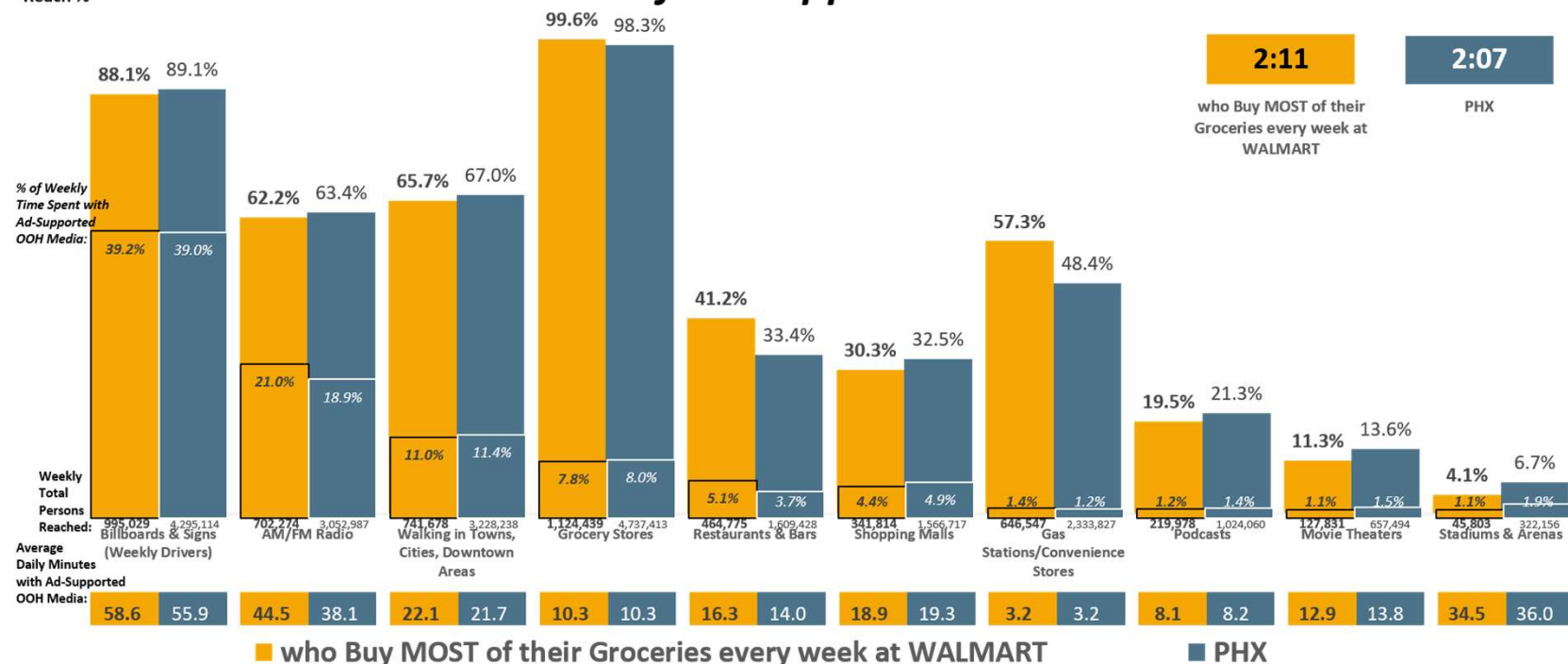


995,029 or 88.1% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART spend an average of 58.6 minutes per day driving, seeing Billboards and Signs representing 39.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 541
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PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 2,406

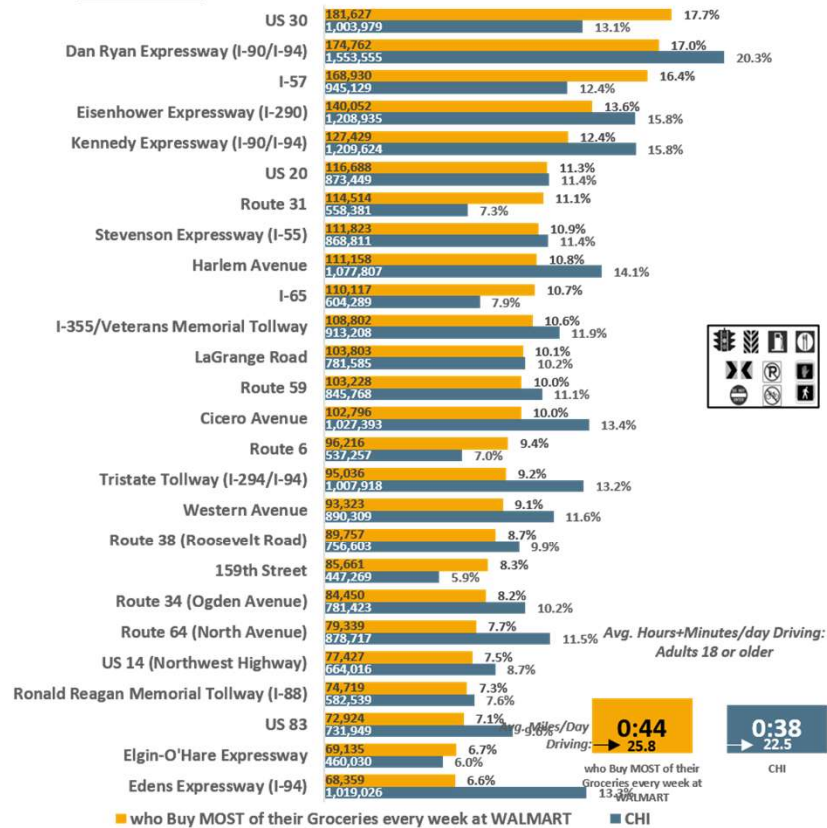
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[[[Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)]]

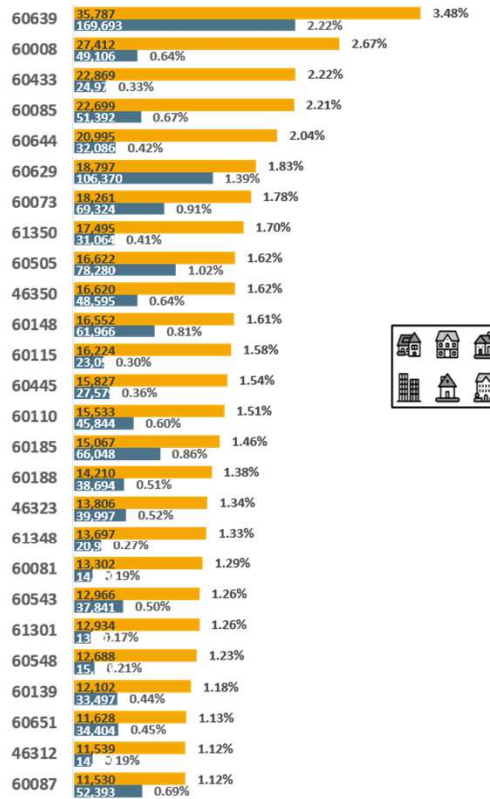


883,730 or 85.9% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART spend an average of 44.3 minutes per day driving an average of 25.8 miles each day and are 52.4% more likely to use Route 31 than the Metro average.

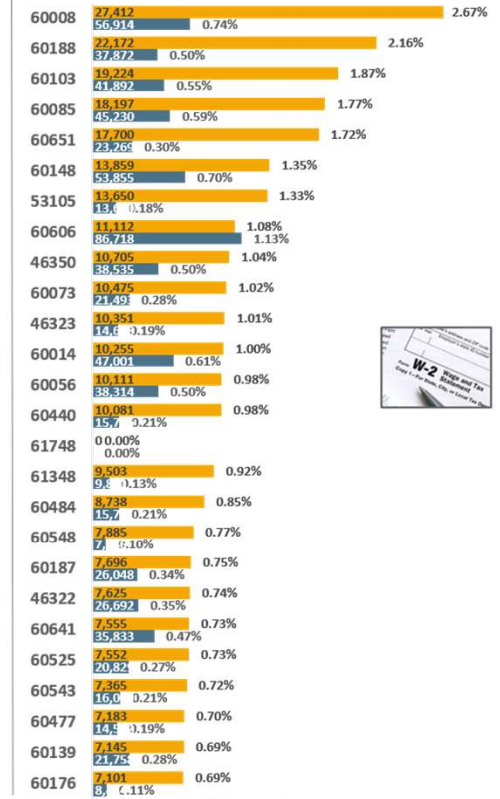
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



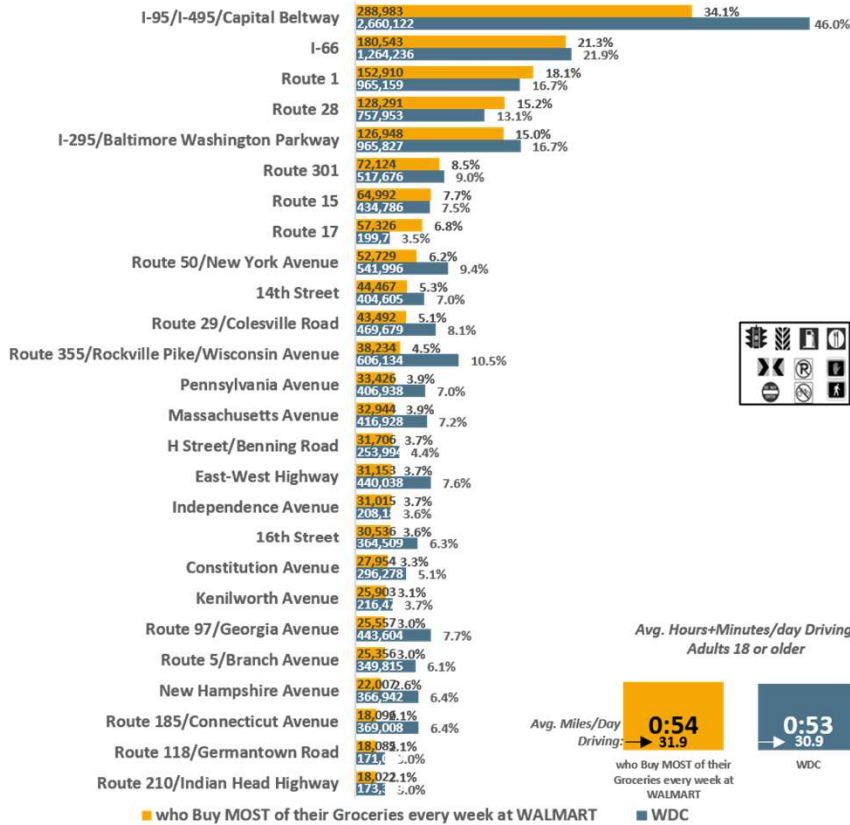
Top-26 Employment Zip Codes: Adults 18 or older





760,167 or 89.8% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART spend an average of 54.9 minutes per day driving an average of 31.9 miles each day and are 95.9% more likely to use Route 17 than the Metro average.

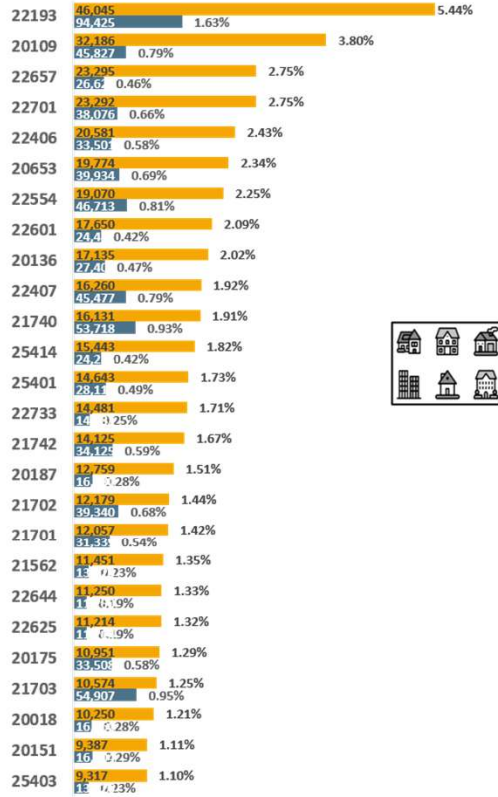
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



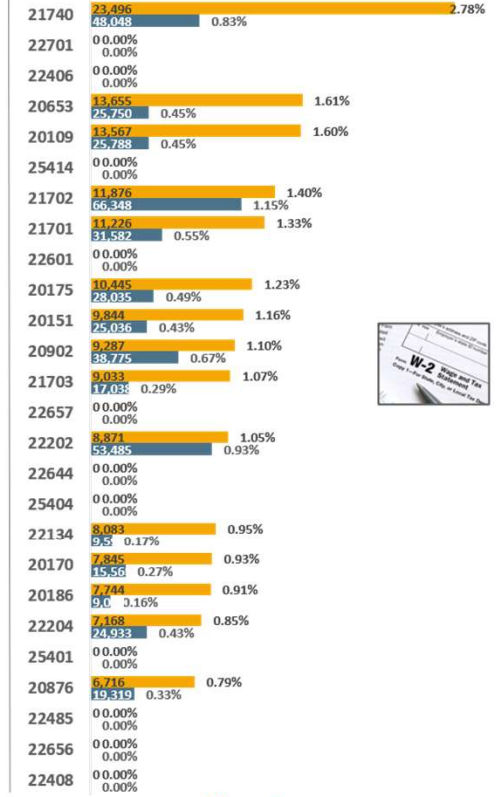
Avg. Hours+Minutes/day Driving:
Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

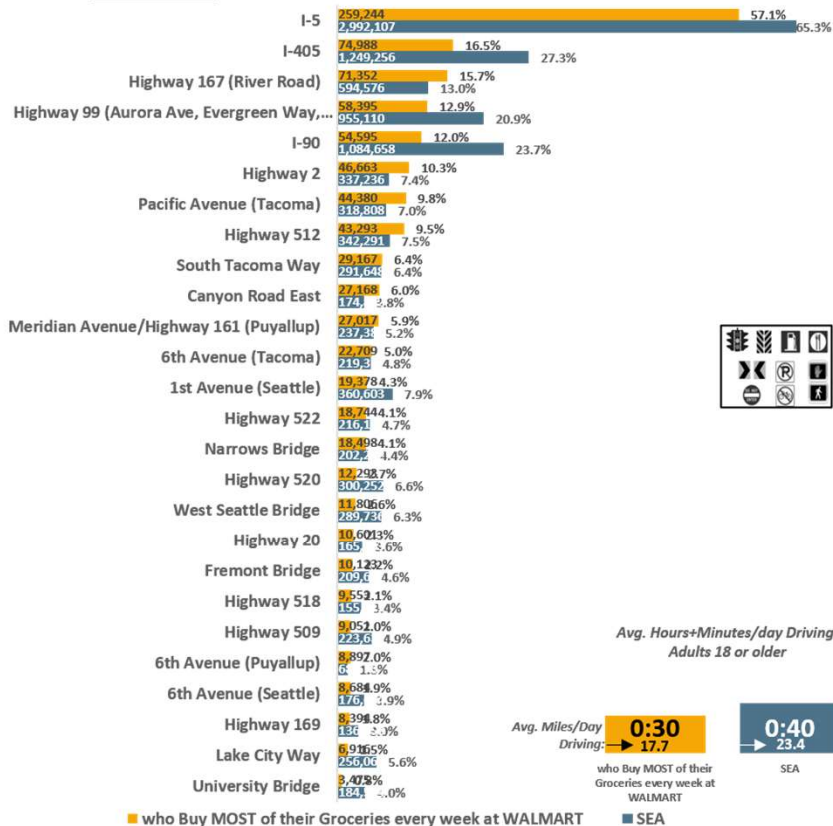


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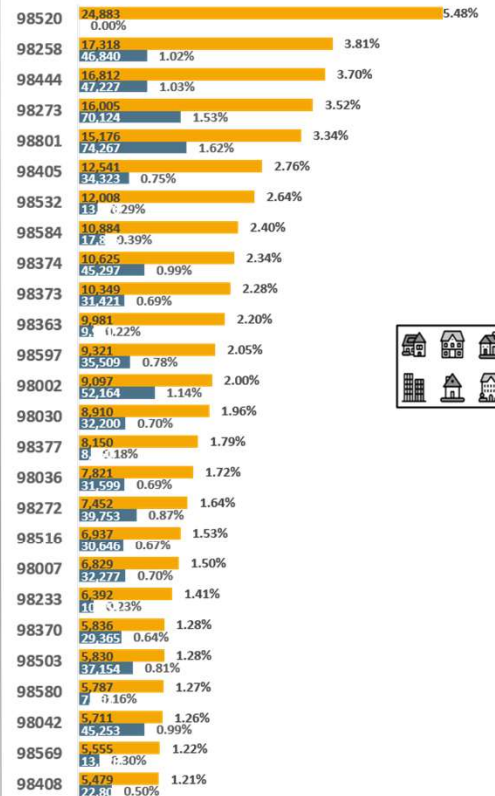


396,695 or 87.3% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART spend an average of 30.3 minutes per day driving an average of 17.7 miles each day and are 56.7% more likely to use Canyon Road East than the Metro average.

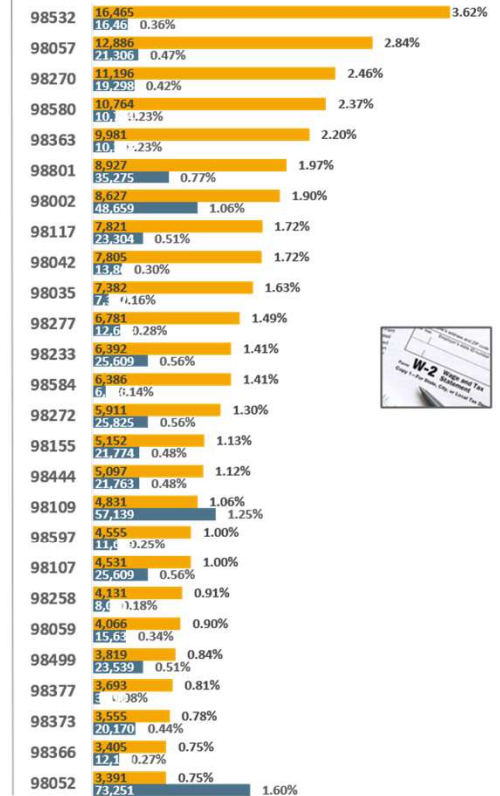
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

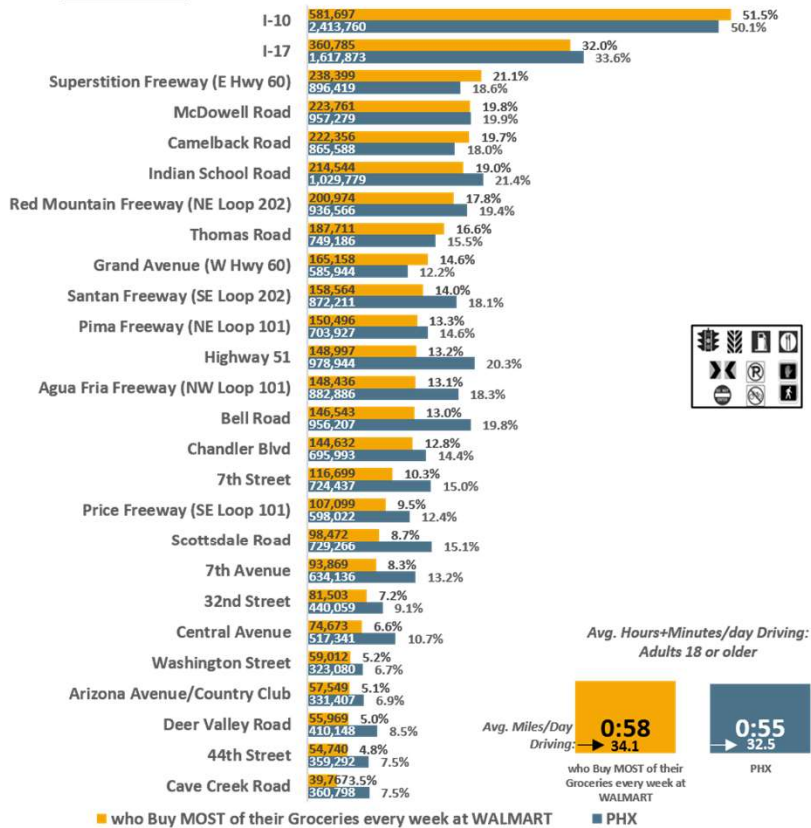


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995,029 or 88.1% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART spend an average of 58.6 minutes per day driving an average of 34.1 miles each day and are 20.3% more likely to use Grand Avenue (W Hwy 60) than the Metro average

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



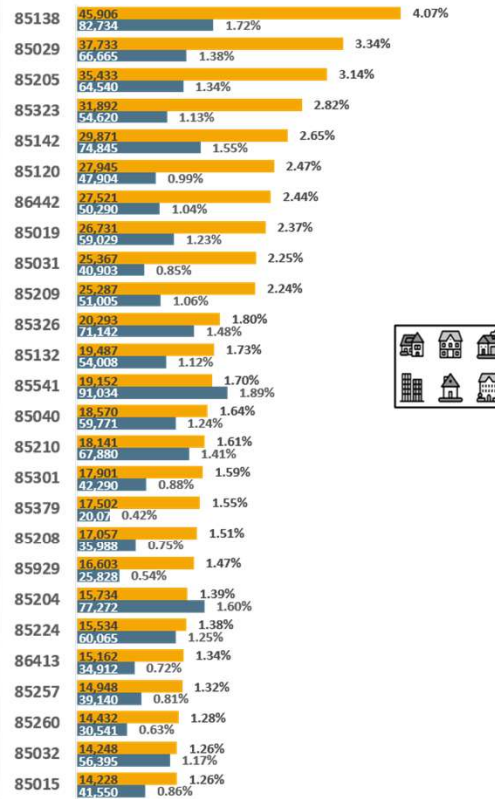
Avg. Hours+Minutes/day Driving:
Adults 18 or older



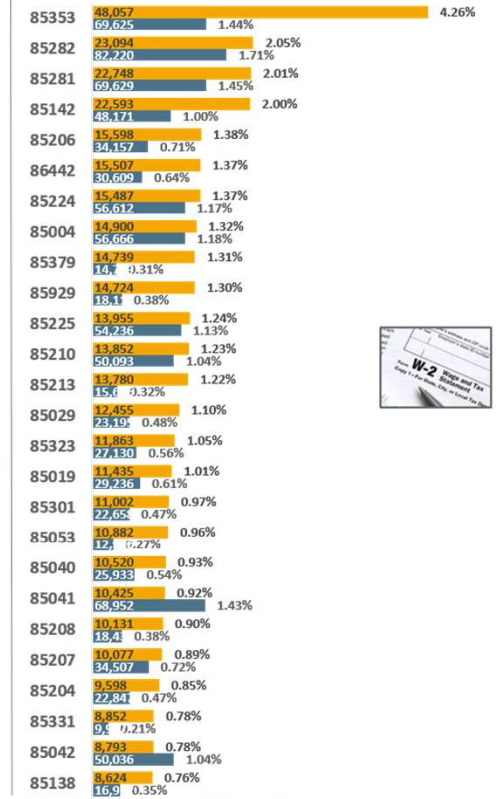
who Buy MOST of their Groceries every week at WALMART

PHX

Top-26 Residential Zip Codes: Adults 18 or older

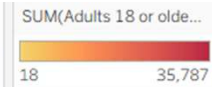
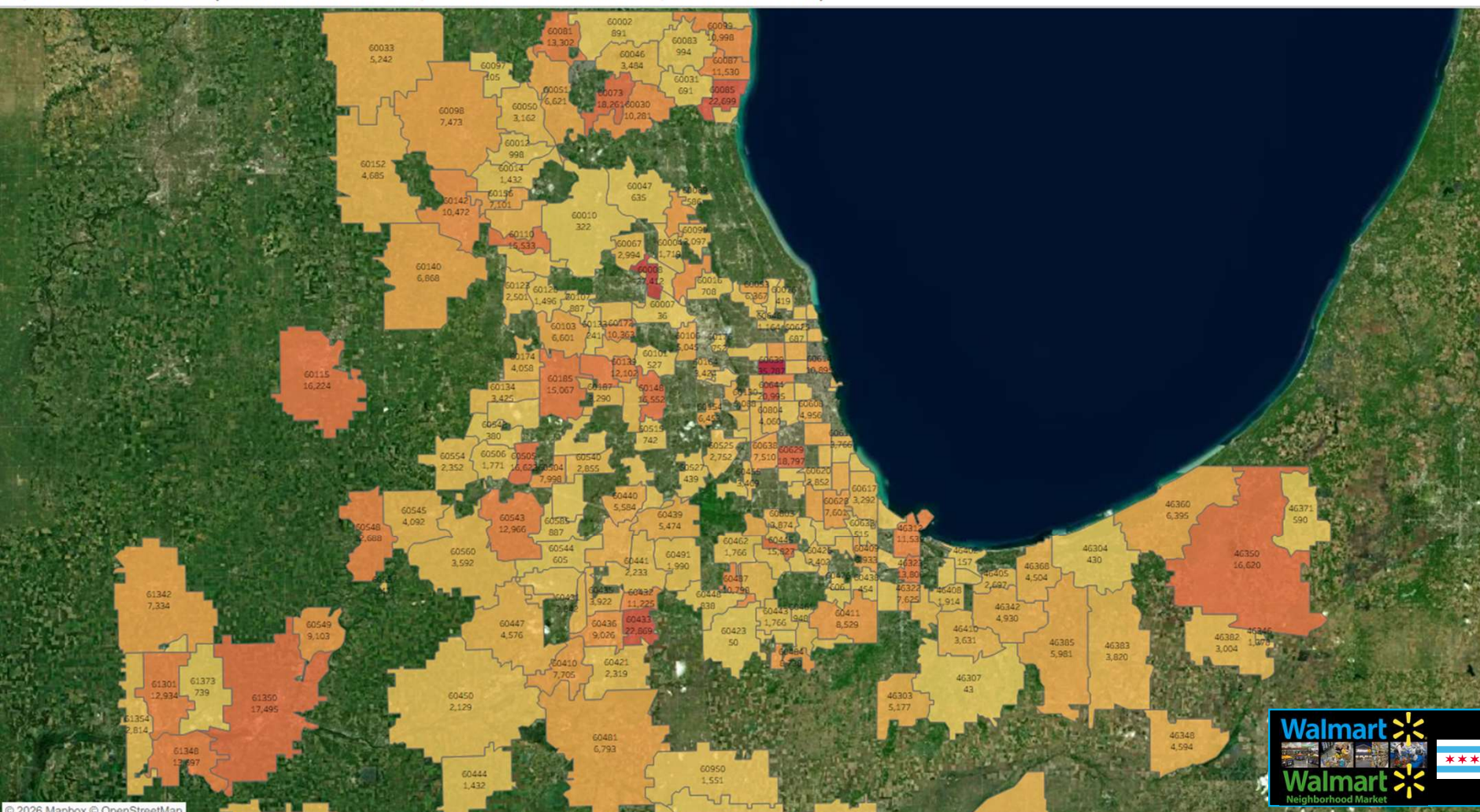


Top-26 Employment Zip Codes: Adults 18 or older



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Top Residential Zip Codes: (Adults 18 or older who Buy MOST of their Groceries every week at WALMART)



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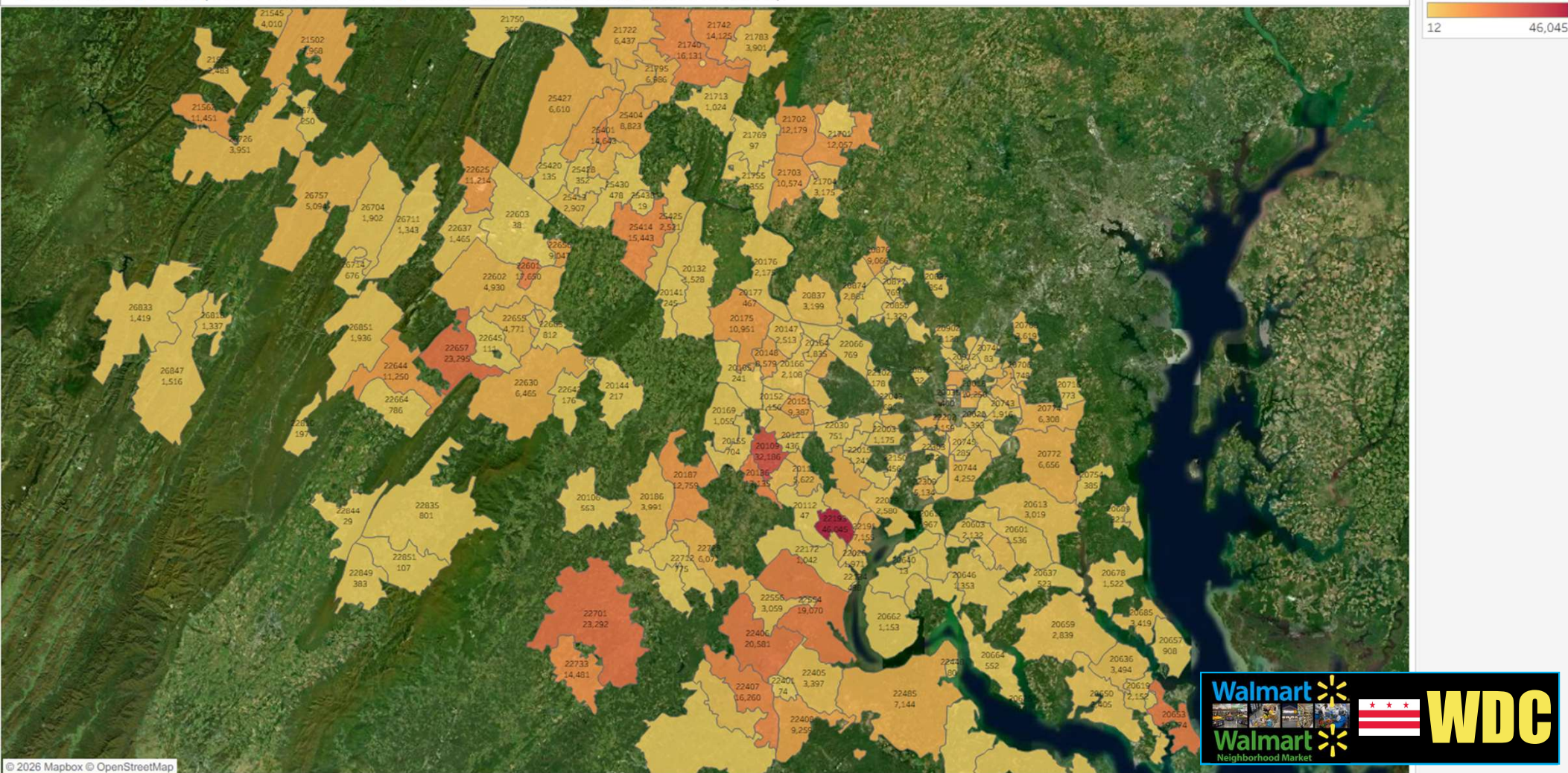
CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 542

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[[[Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)]]

Top Residential Zip Codes: (Adults 18 or older who Buy MOST of their Groceries every week at WALMART)



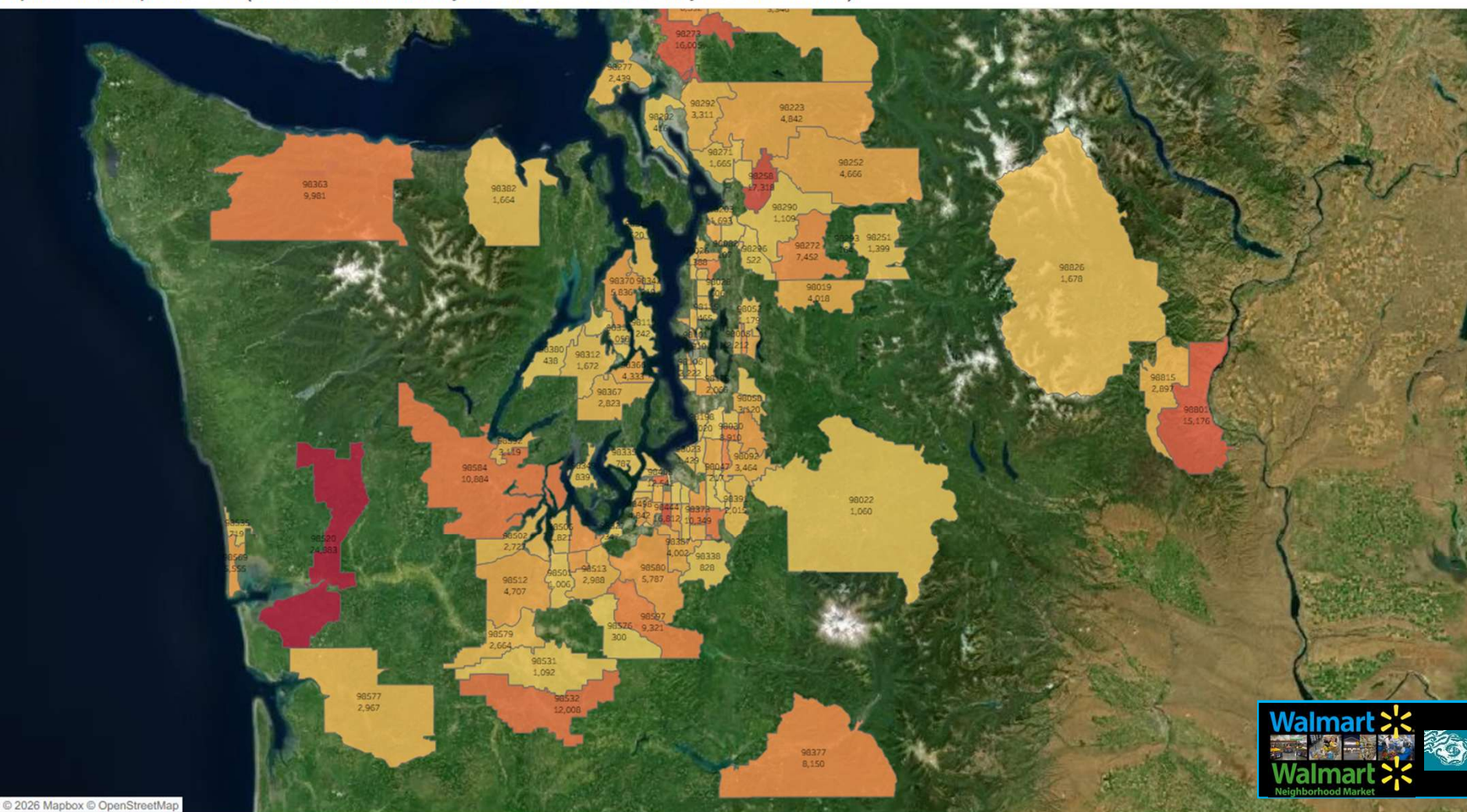
WDC DMA Scarborough R1 2025: Mar25-Mar26 Qual Intab 806

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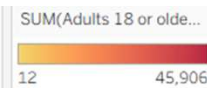
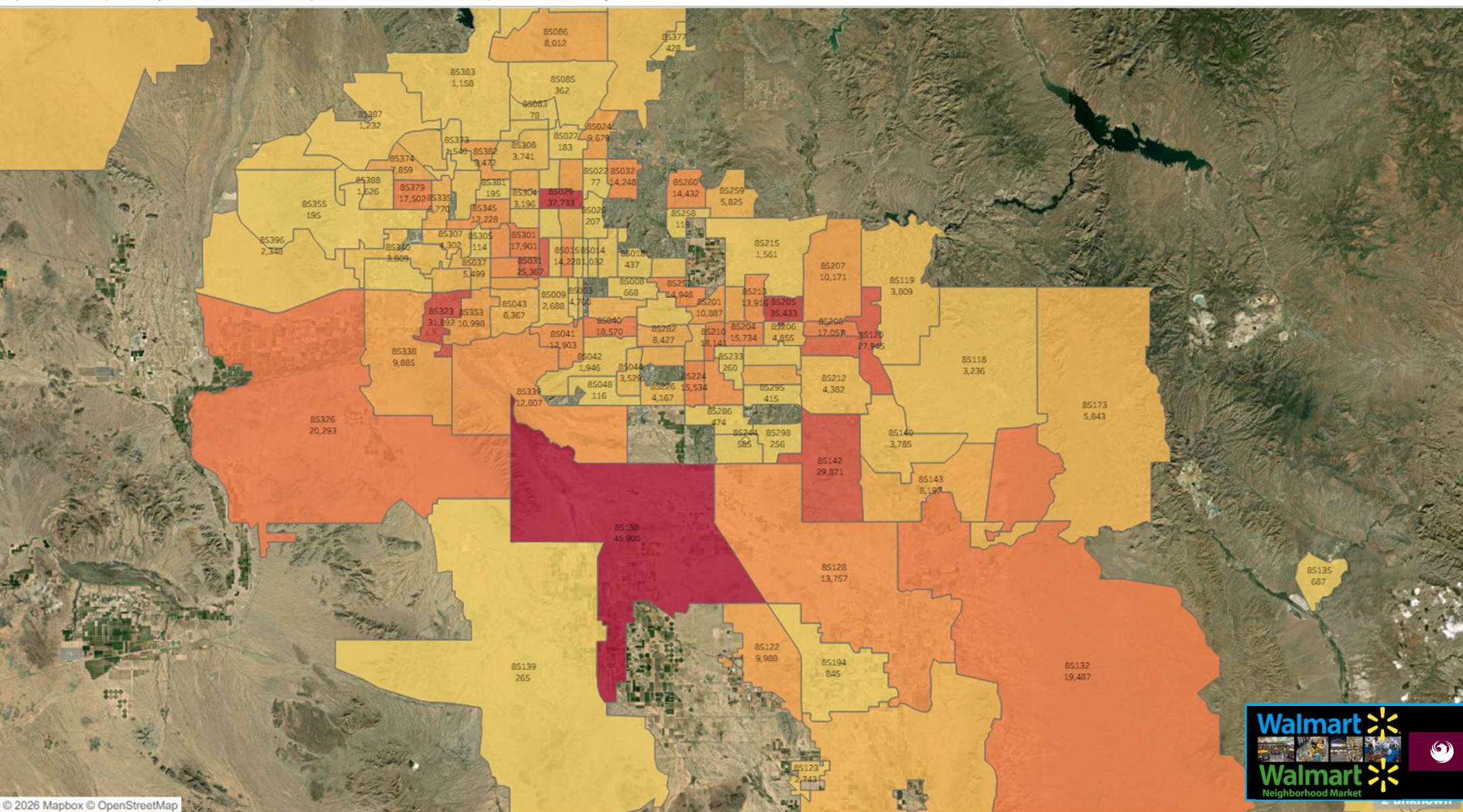
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Top Residential Zip Codes: SUM(Adults 18 or older who Buy MOST of their Groceries every week at WALMART)



Top Residential Zip Codes: (Adults 18 or older who Buy MOST of their Groceries every week at WALMART)



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PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 541

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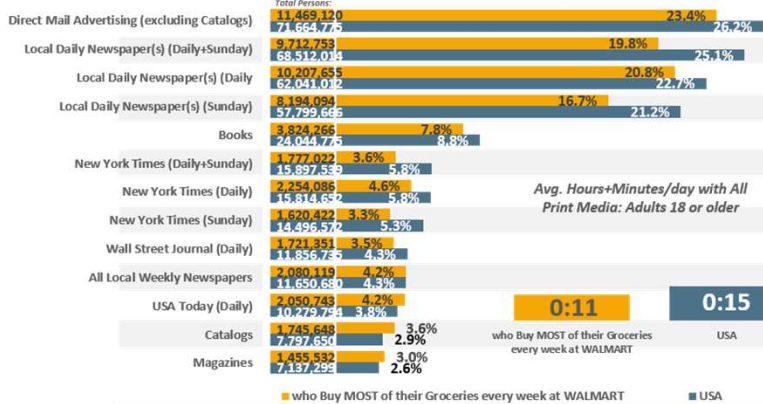
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(((Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)))



9,712,753 or 19.8% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.5 minutes every day representing 30.1% of all time spent daily with All forms of Print Media.

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

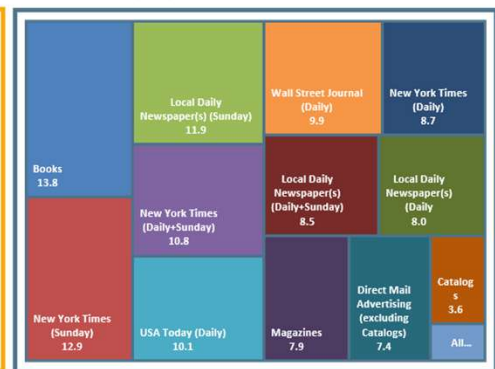
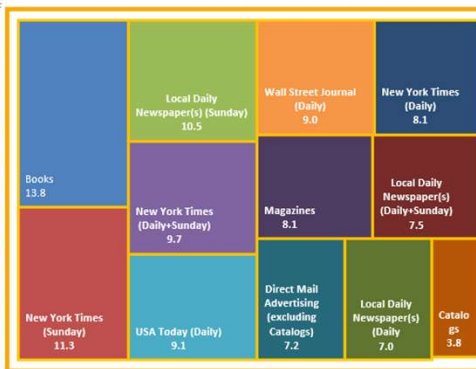


Avg. Hours+Minutes/day with All Print Media: Adults 18 or older

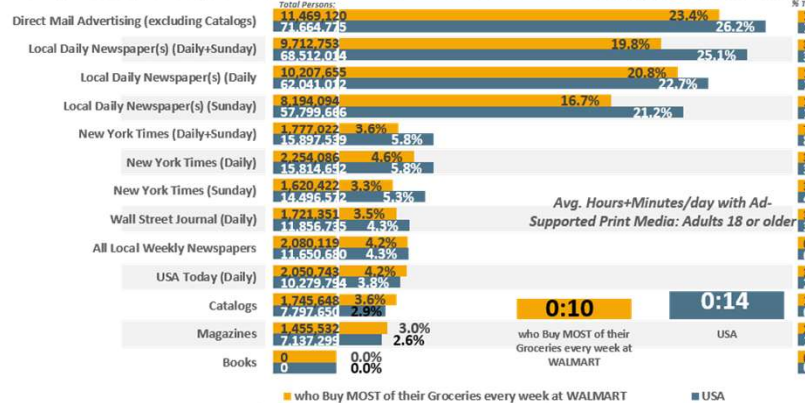
0:11 who Buy MOST of their Groceries every week at WALMART

0:15 USA

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

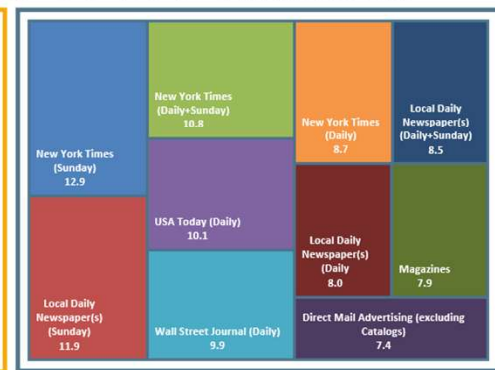


Avg. Hours+Minutes/day with Ad-Supported Print Media: Adults 18 or older

0:10 who Buy MOST of their Groceries every week at WALMART

0:14 USA

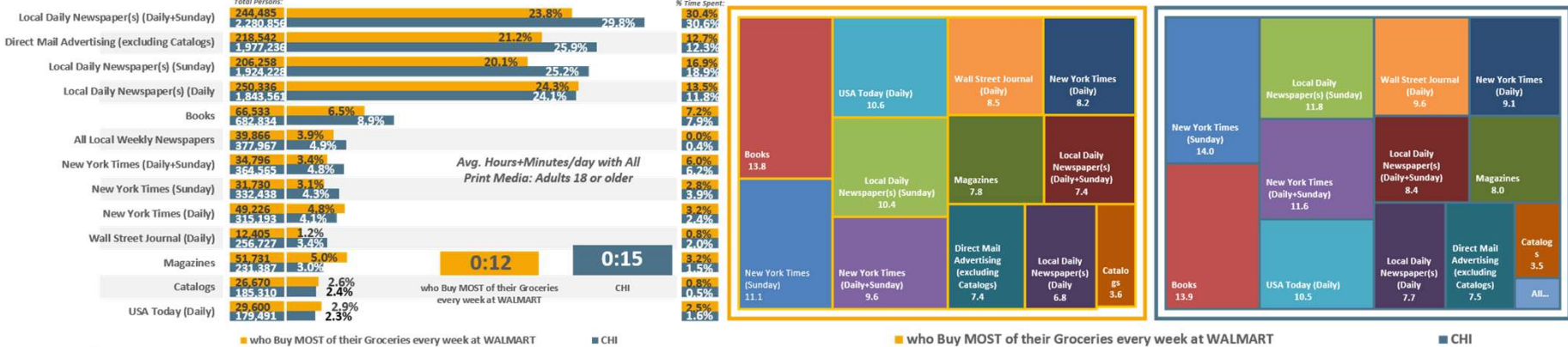
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



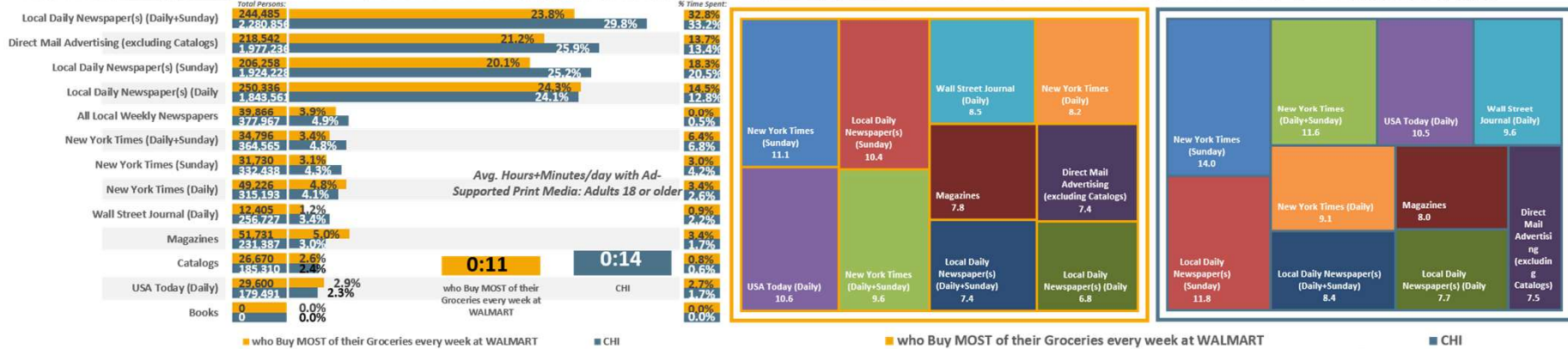


244,485 or 23.8% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.4 minutes every day representing 32.8% of all time spent daily with All forms of Print Media.

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



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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 542
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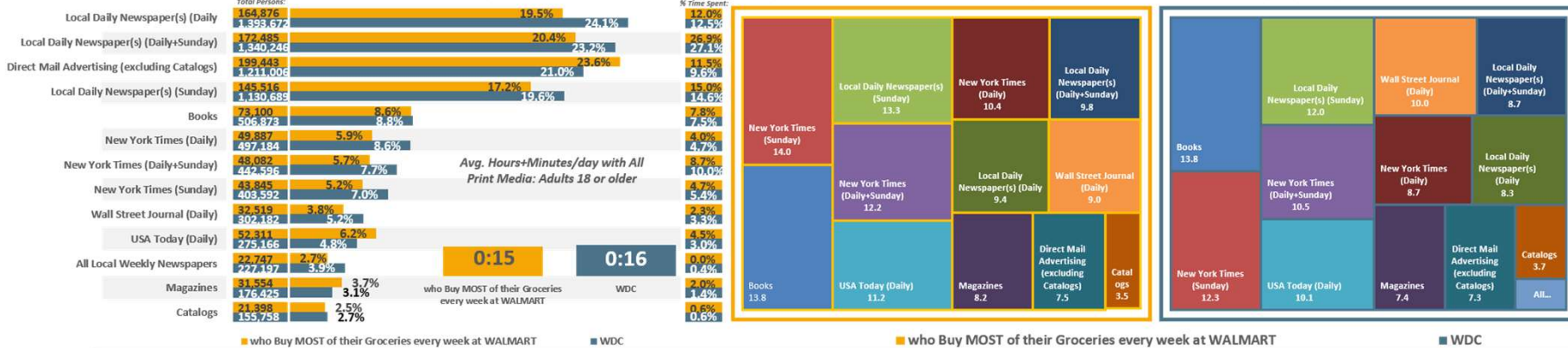
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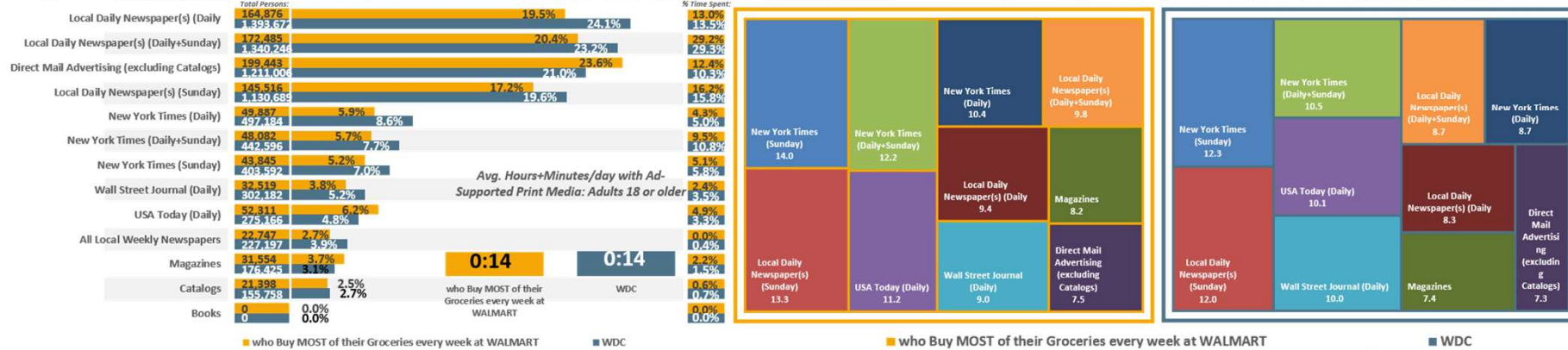


172,485 or 20.4% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.8 minutes every day representing 29.2% of all time spent daily with All forms of Print Media.

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



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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 806
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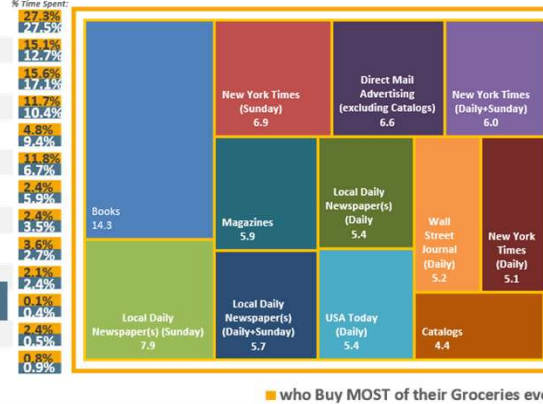
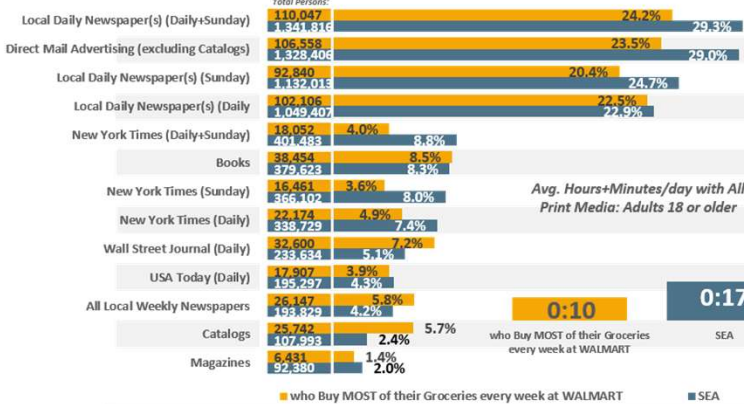
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(((Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)))

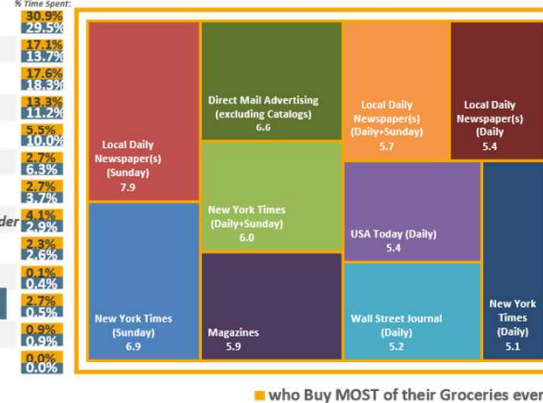
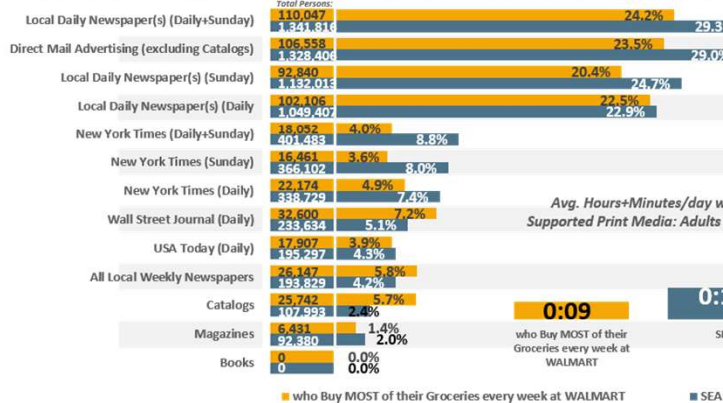


110,047 or 24.2% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART read Local Daily Newspaper(s) (Daily+Sunday) for an average of 5.7 minutes every day representing 30.9% of all time spent daily with All forms of Print Media.

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



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

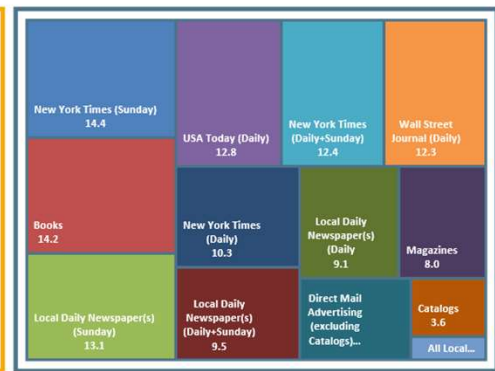
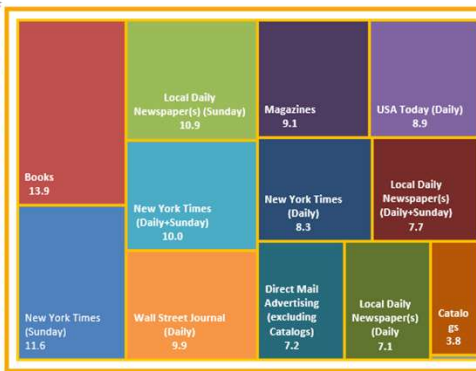
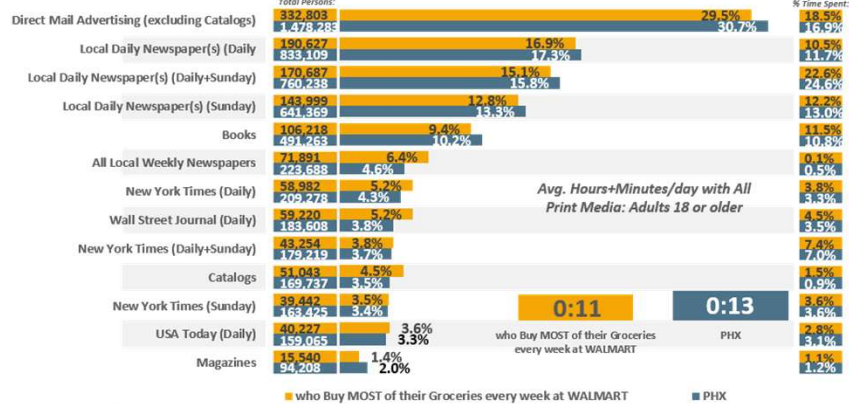


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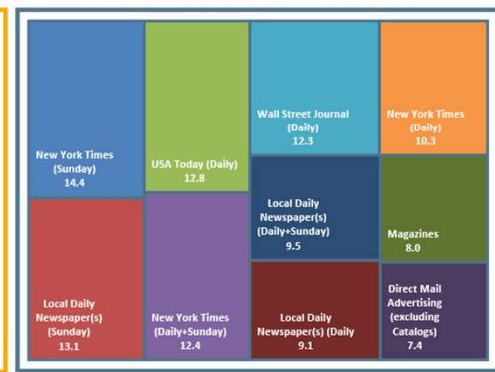
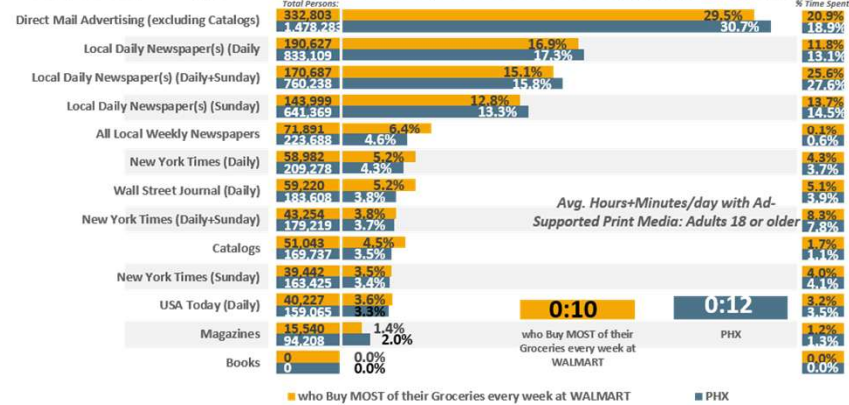


170,687 or 15.1% of Adults 18 or older who Buy MOST of their Groceries every week at WALMART read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.7 minutes every day representing 25.6% of all time spent daily with All forms of Print Media.

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



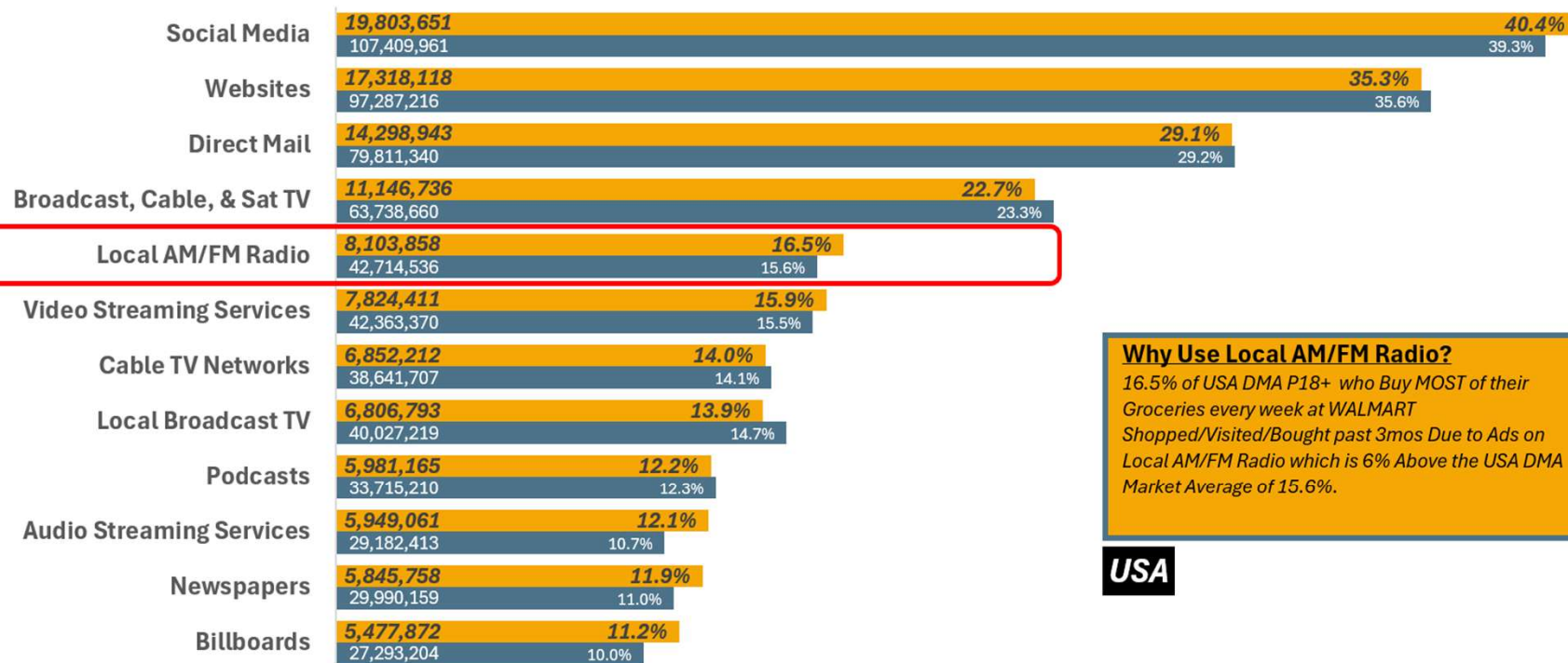
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





"Advertising Actions"

P18+ who Buy MOST of their Groceries every week at WALMART
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

16.5% of USA DMA P18+ who Buy MOST of their Groceries every week at WALMART Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 6% Above the USA DMA Market Average of 15.6%.

USA

■ P18+ who Buy MOST of their Groceries every week at WALMART (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

USA DMA Scarborough R1 2026: Jan25-Mar26

Qual Intab: 4111

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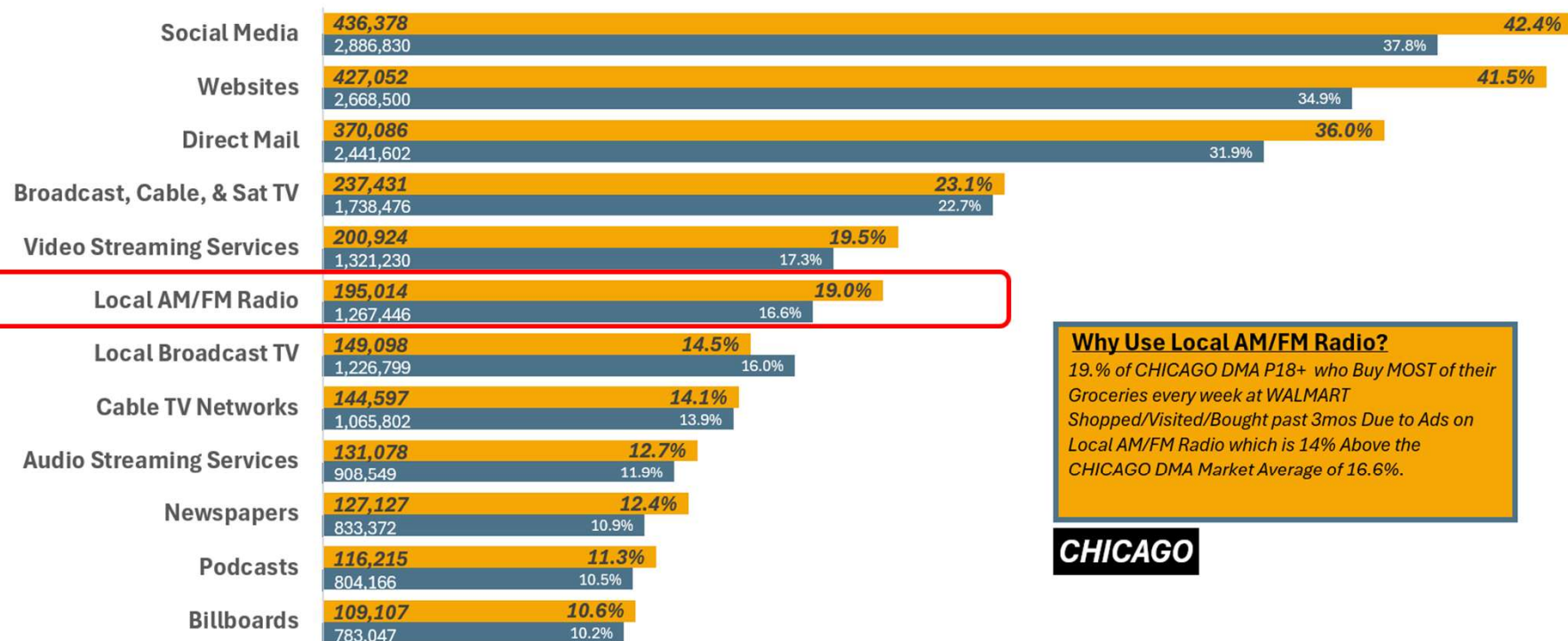
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[[[Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)]]]



"Advertising Actions"

P18+ who Buy MOST of their Groceries every week at WALMART
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

19. % of CHICAGO DMA P18+ who Buy MOST of their Groceries every week at WALMART Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 14% Above the CHICAGO DMA Market Average of 16.6%.

CHICAGO

■ P18+ who Buy MOST of their Groceries every week at WALMART (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 542
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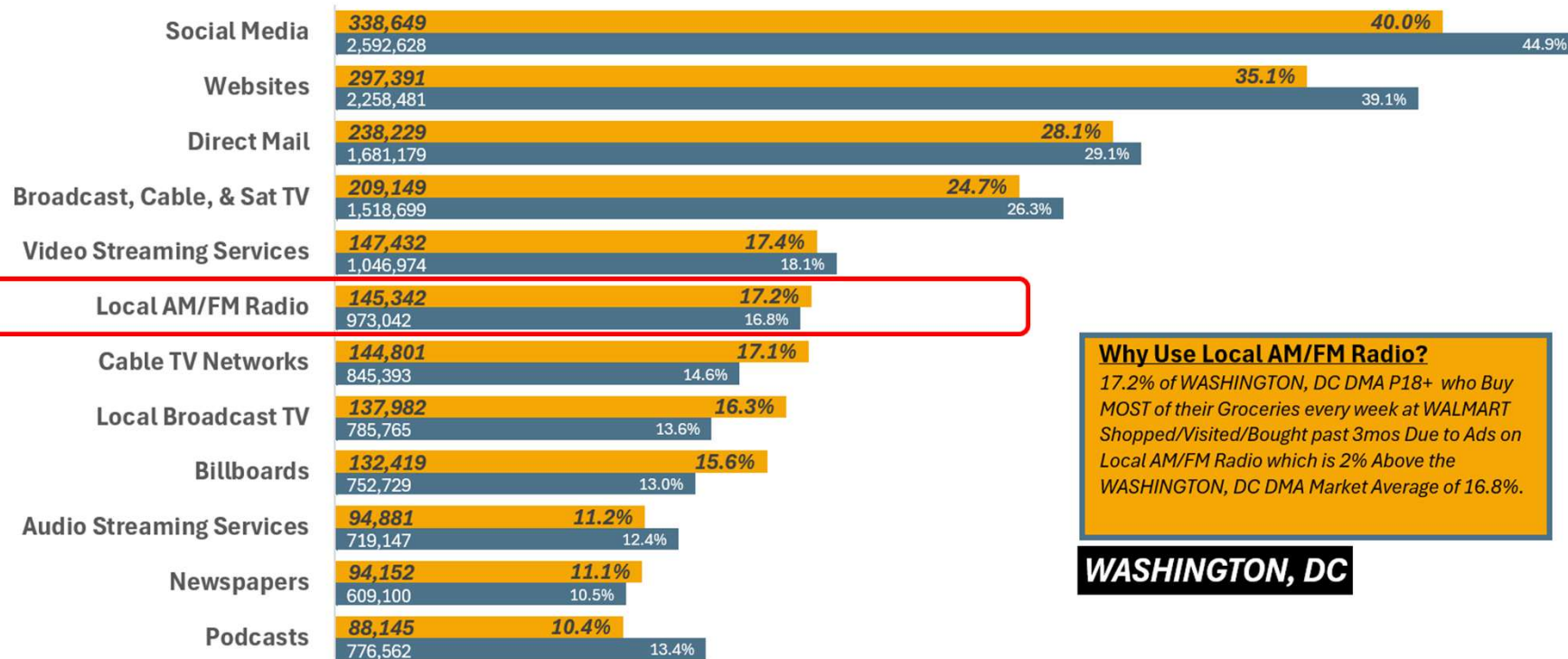
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[[[Grocery stores shopped past 7 days (HHLD): Walmart Supercenter OR Grocery stores shopped past 7 days (HHLD): Walmart Neighborhood Market) AND (Grocery stores where most groceries bought (HHLD): Walmart Supercenter OR Grocery stores where most groceries bought (HHLD): Walmart Neighborhood Market)]]]



"Advertising Actions"

P18+ who Buy MOST of their Groceries every week at WALMART
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

17.2% of WASHINGTON, DC DMA P18+ who Buy MOST of their Groceries every week at WALMART Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 2% Above the WASHINGTON, DC DMA Market Average of 16.8%.

WASHINGTON, DC

■ P18+ who Buy MOST of their Groceries every week at WALMART (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 806
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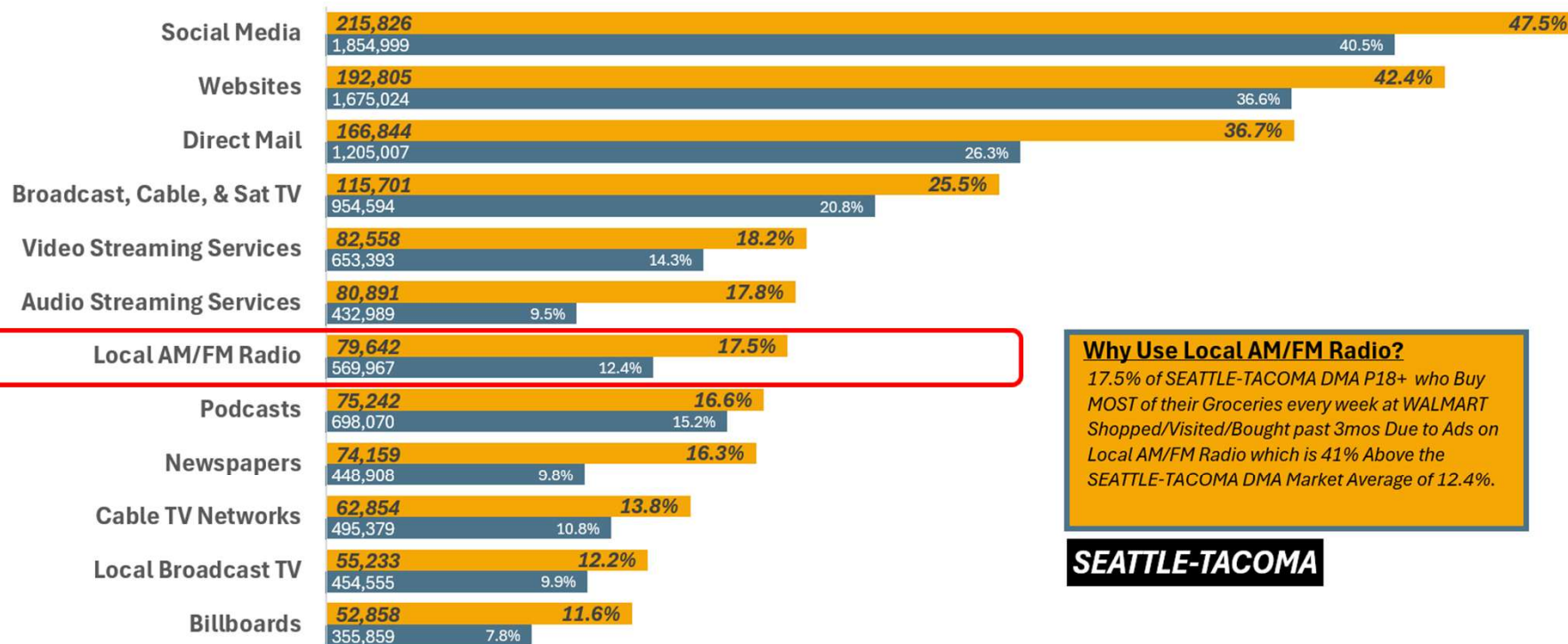
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"Advertising Actions"

P18+ who Buy MOST of their Groceries every week at WALMART
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

17.5% of SEATTLE-TACOMA DMA P18+ who Buy MOST of their Groceries every week at WALMART Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 41% Above the SEATTLE-TACOMA DMA Market Average of 12.4%.

SEATTLE-TACOMA

■ P18+ who Buy MOST of their Groceries every week at WALMART (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 342

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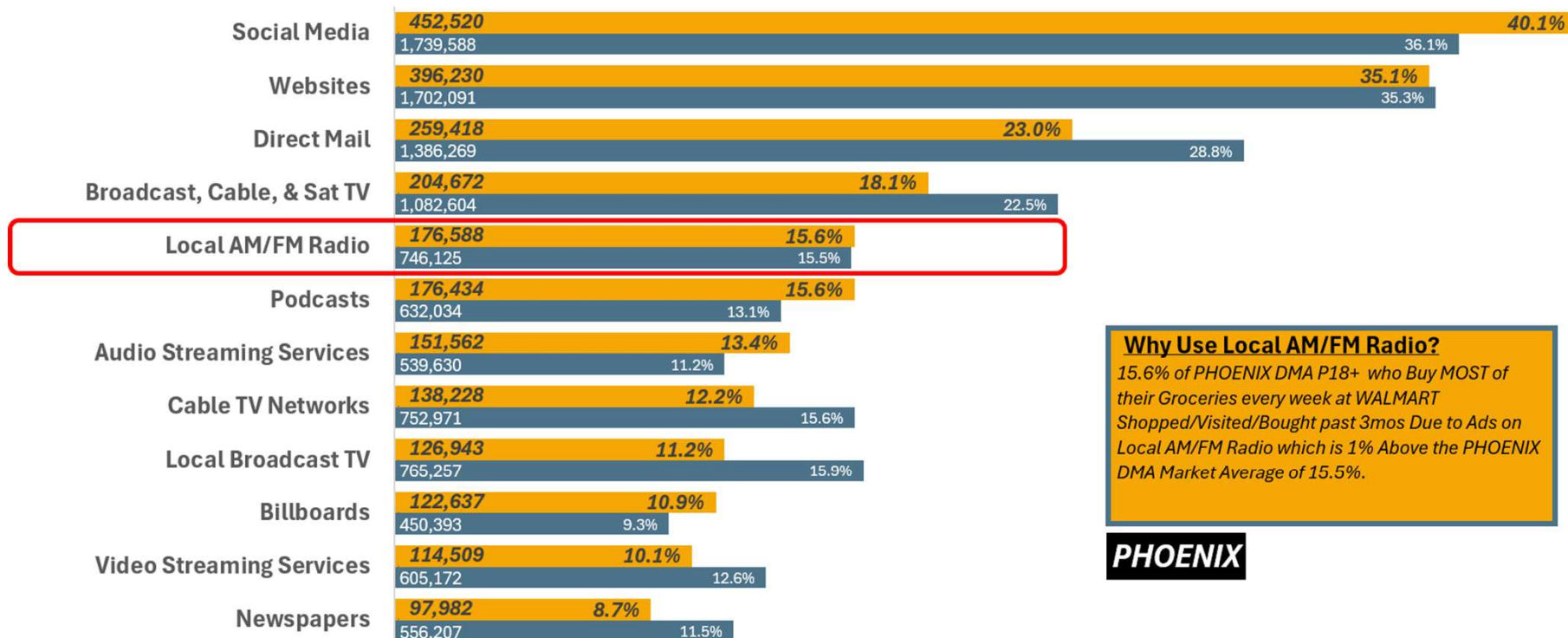
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"Advertising Actions"

P18+ who Buy MOST of their Groceries every week at WALMART (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

15.6% of PHOENIX DMA P18+ who Buy MOST of their Groceries every week at WALMART Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 1% Above the PHOENIX DMA Market Average of 15.5%.

PHOENIX

■ P18+ who Buy MOST of their Groceries every week at WALMART (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 541
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