USA+4 DMAs - P18+ who Bought Items In-Store at BEST BUY in the past 3 months!

Complete Demographic & Media Use Profiles

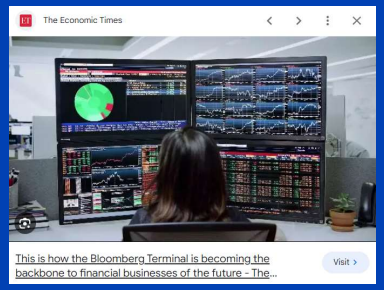


Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA, and PHOENIX DMA P18+ who Purchased Items In-Store at BEST BUY in the past 3 months as of SEPTEMBER 2024!

BEST BUY®



BEST BUY USA
BEST BUY CHI
BEST BUY WDC
BEST BUY SEA
BEST BUY PHX



Vanguard®

STATE STREET

BLACKROCK

JPMORGAN CHASE & CO.

P18+

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

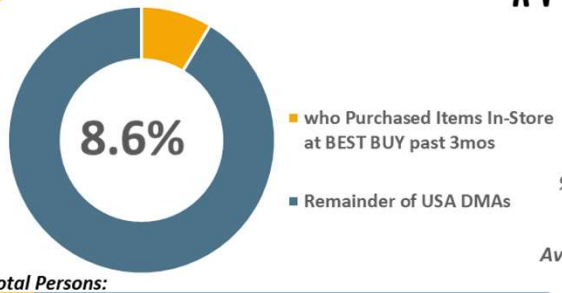
HUBBARD BROADCASTING INC. HB INC.

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

BEST BUY USA

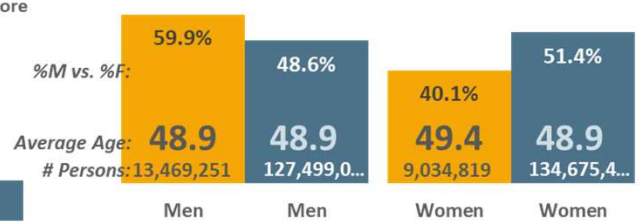
8.6% or 22,504,070 of USA Adults 18 or older Purchased Items In-Store at BEST BUY past 3mos.
Typical Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos are 49.1 years old (.4% older than average) and have a $128,198 (39.8% higher than average) annual household income.

Percent of Market: Adults 18 or older

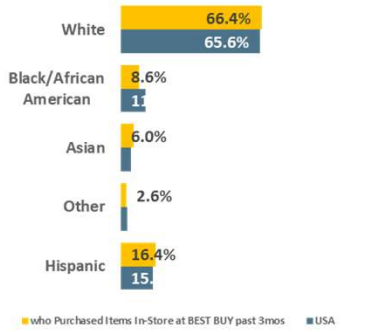


Total Persons:
22,504,070 | 239,670,430

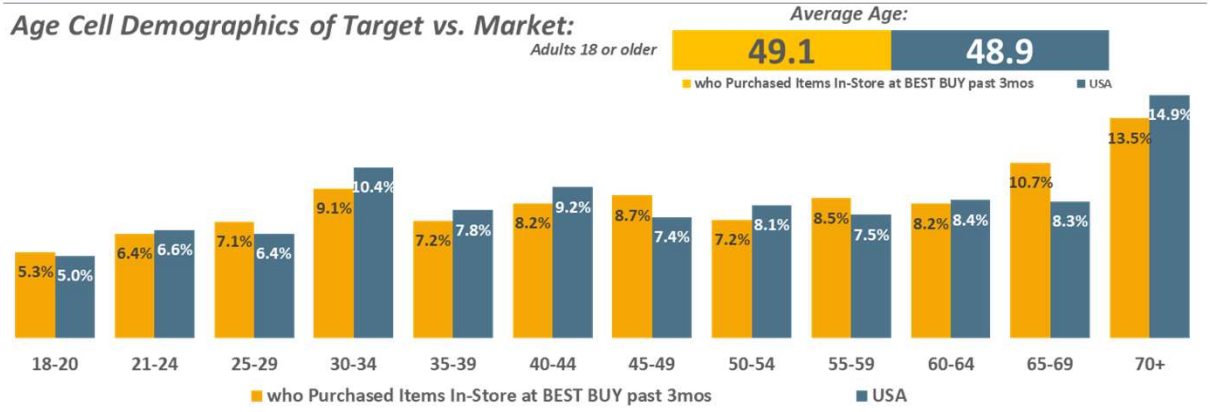
Gender of Target vs. Market: Adults 18 or older



Ethnicity of Target vs. Market:

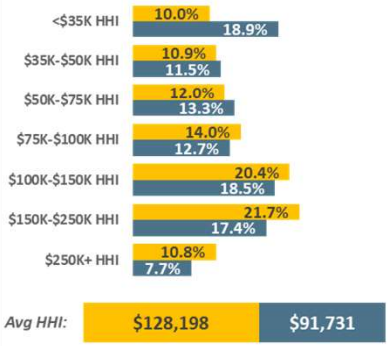


Age Cell Demographics of Target vs. Market:



USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 2,034

HHI of Target vs. Market:



Avg HHI: $128,198 | $91,731

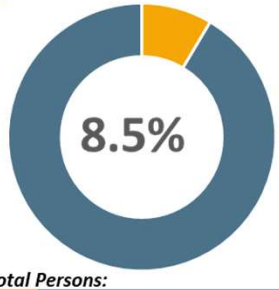
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USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

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

8.5% or 646,431 of CHICAGO DMA Adults 18 or older Purchased Items In-Store at BEST BUY past 3mos. Typical Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos are 48.2 years old (.2% younger than average) and have a $115,756 (8.7% higher than average) annual household income.

Percent of Market: Adults 18 or older



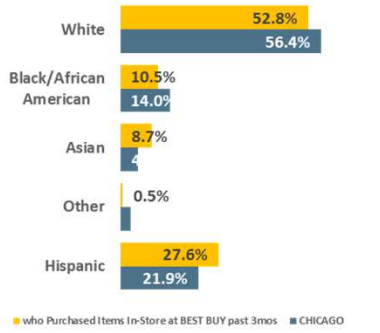
- who Purchased Items In-Store at BEST BUY past 3mos
- Remainder of CHICAGO DMA

Total Persons: 646,431 | 6,919,535

Gender of Target vs. Market: Adults 18 or older

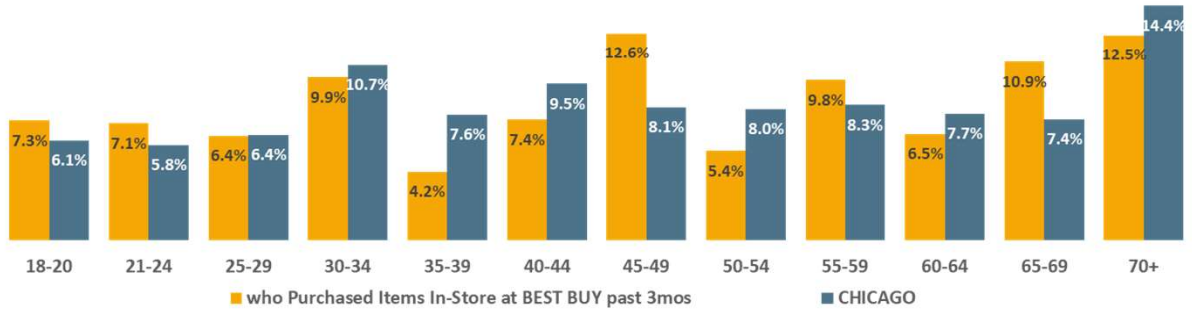
	Men	Men	Women	Women
%M vs. %F:	50.4%	48.3%	49.6%	51.7%
Average Age:	47.9	48.4	48.5	48.3
# Persons:	325,650	3,657,365	320,781	3,908,601

Ethnicity of Target vs. Market:

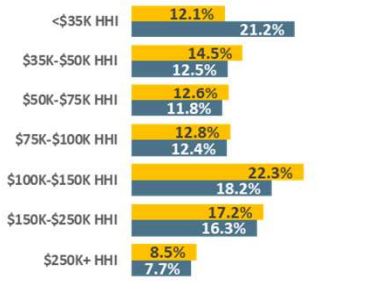


Age Cell Demographics of Target vs. Market:

Adults 18 or older	Average Age: 48.2	48.3



HHI of Target vs. Market:



Avg HHI:	$115,756	$106,529

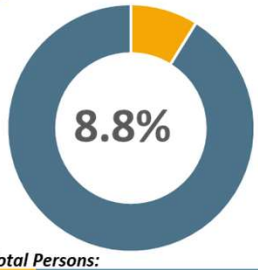
CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 297

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

8.8% or 500,092 of WASHINGTON, DC DMA Adults 18 or older Purchased Items In-Store at BEST BUY past 3mos. Typical Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos are 49.3 years old (3.% older than average) and have a $159,140 (24.% higher than average) annual household income.

Percent of Market: Adults 18 or older



- who Purchased Items In-Store at BEST BUY past 3mos
- Remainder of WASHINGTON, DC DMA

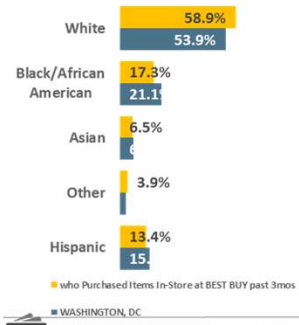
Total Persons:

500,092 | 5,154,340

Gender of Target vs. Market: Adults 18 or older

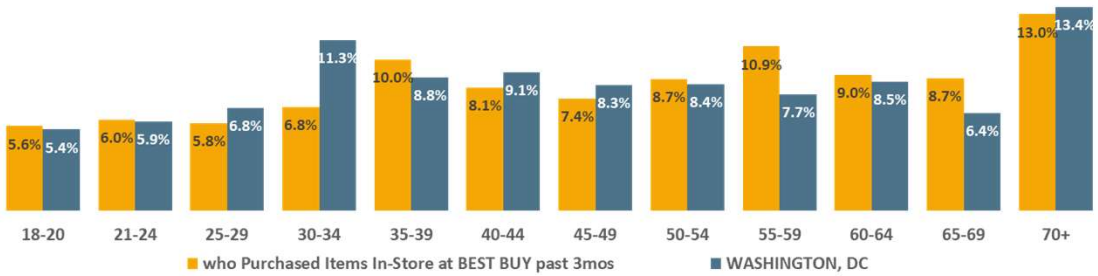
	Men	Men	Women	Women
%M vs. %F:	64.6%	48.2%	35.4%	51.8%
Average Age:	49.0	48.0	49.8	47.8
# Persons:	322,862	2,723,238	177,230	2,931,194

Ethnicity of Target vs. Market:

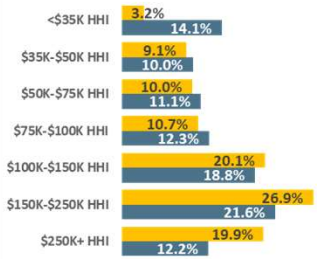


Age Cell Demographics of Target vs. Market:

	Average Age:	
Adults 18 or older	49.3	47.9



HHI of Target vs. Market:



Avg HHI:	$159,140	$128,310

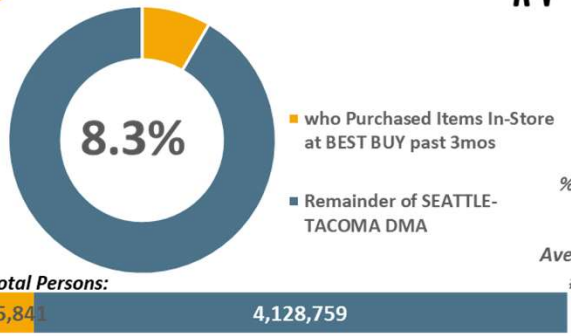
WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 496

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

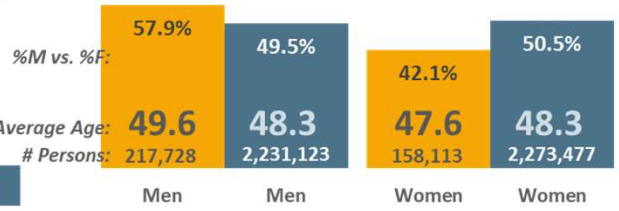
8.3% or 375,841 of SEATTLE-TACOMA DMA Adults 18 or older Purchased Items In-Store at BEST BUY past 3mos. Typical Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos are 48.9 years old (1.3% older than average) and have a $138,867 (13.2% higher than average) annual household income.

Percent of Market: Adults 18 or older

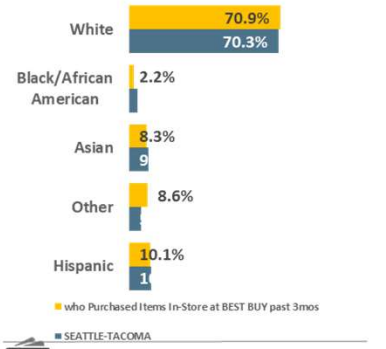


Total Persons:

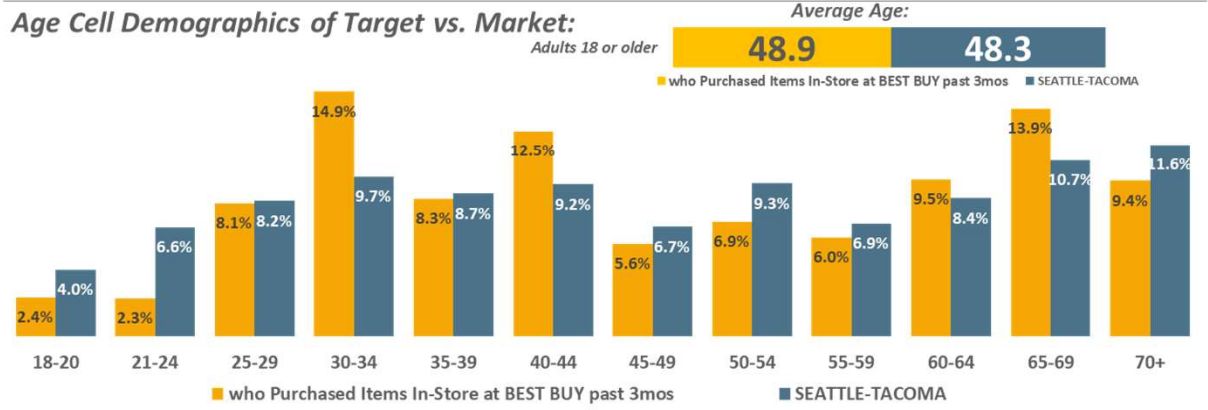
Gender of Target vs. Market: Adults 18 or older



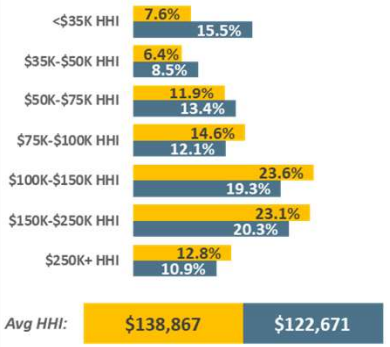
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



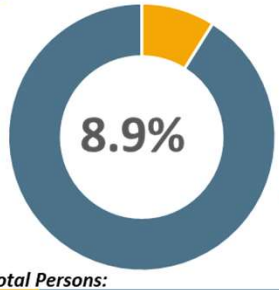
SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 336

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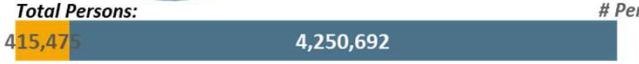
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

8.9% or 415,475 of PHOENIX DMA Adults 18 or older Purchased Items In-Store at BEST BUY past 3mos. Typical Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos are 48.4 years old (2.2% younger than average) and have a $115,657 (16.9% higher than average) annual household income.

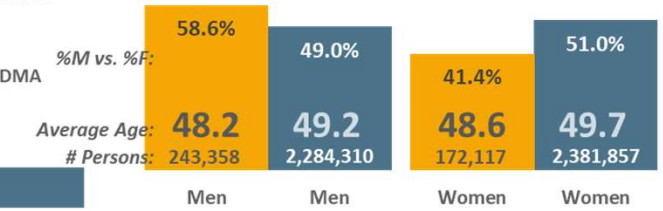
Percent of Market: Adults 18 or older



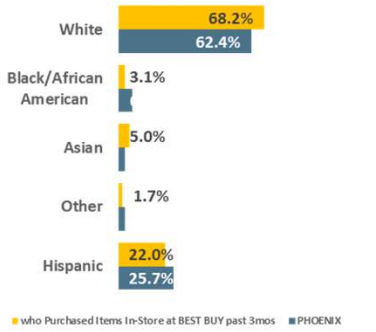
Total Persons:



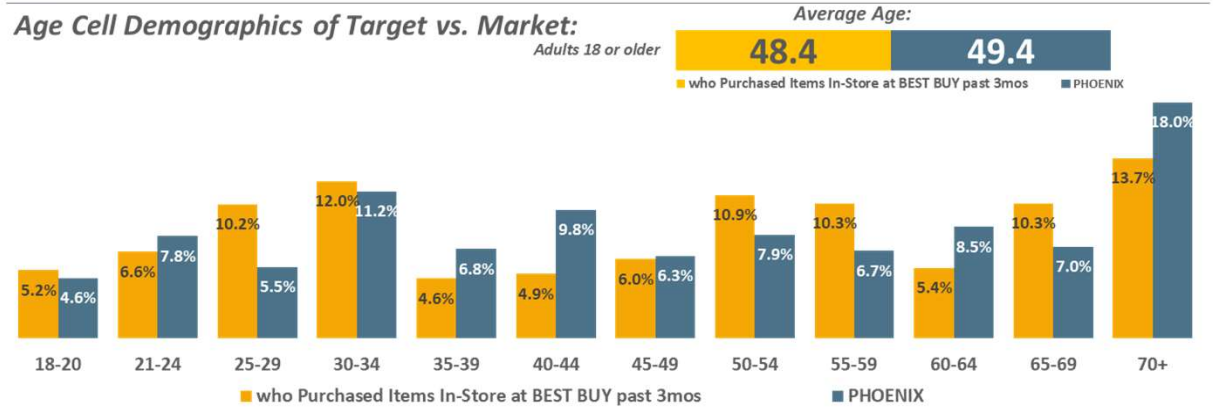
Gender of Target vs. Market: Adults 18 or older



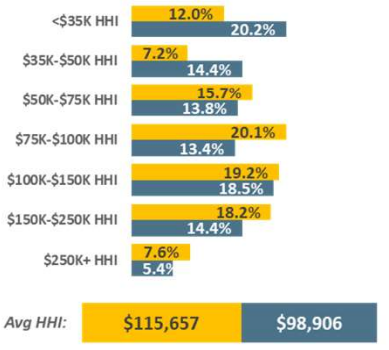
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



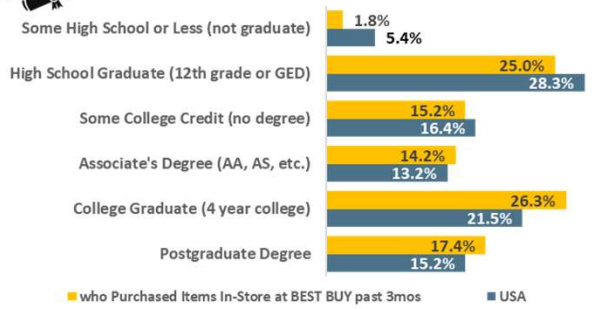
PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 216

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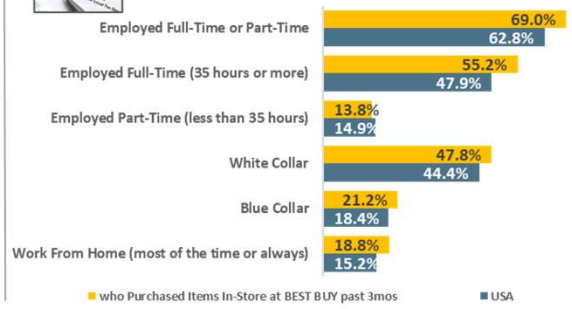
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

8.6% or 22,504,070 of USA Adults 18 or older Purchased Items In-Store at BEST BUY past 3mos.
Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos are 19.1% more likely to be a college graduate, 15.3% more likely to work full-time, 15.% more likely to be married, .2% more likely to be a parent of 1 or more children under 18.

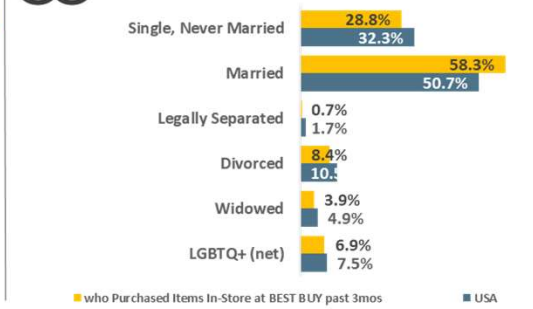
Education Levels: Adults 18 or older



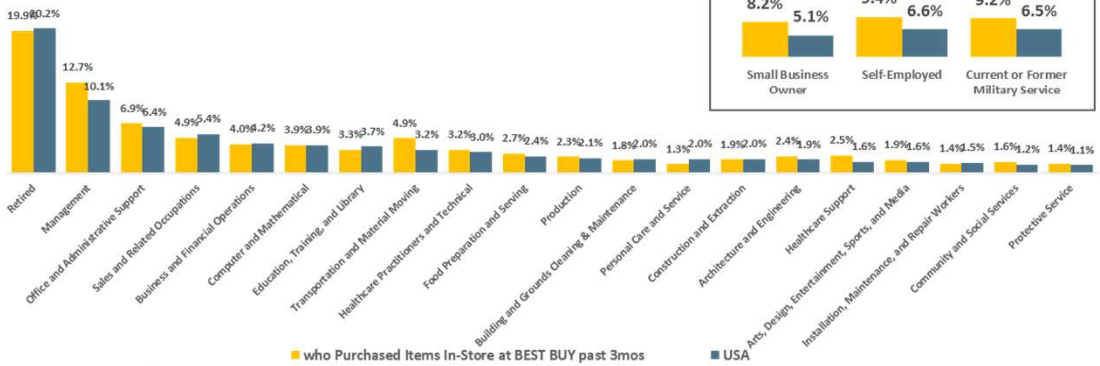
Employment: Adults 18 or older



Marital Status: Adults 18 or older

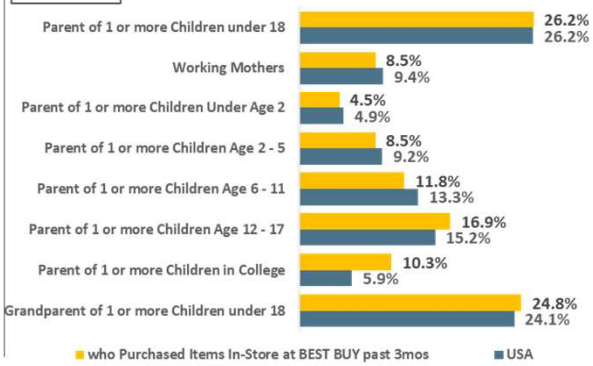


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 2,034

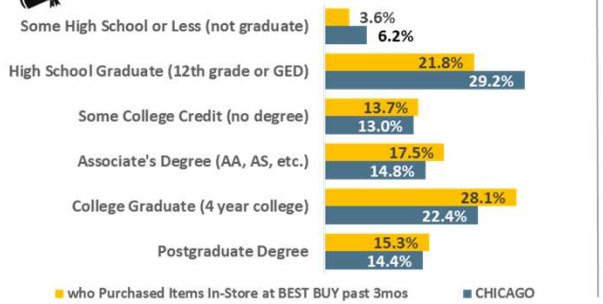
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USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

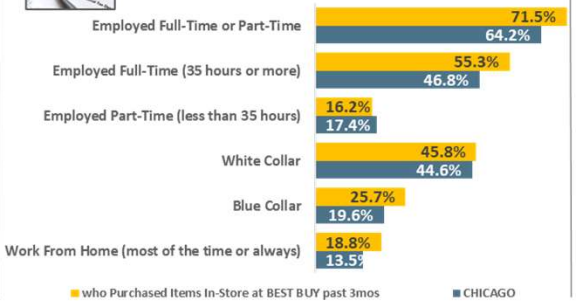
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

8.5% or 646,431 of CHICAGO DMA Adults 18 or older Purchased Items In-Store at BEST BUY past 3mos. Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos are 17.7% more likely to be a college graduate, 18.2% more likely to work full-time, 8.6% more likely to be married, 17.% more likely to be a parent of 1 or more children under 18.

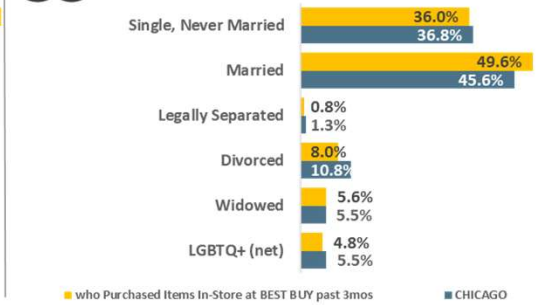
Education Levels: Adults 18 or older



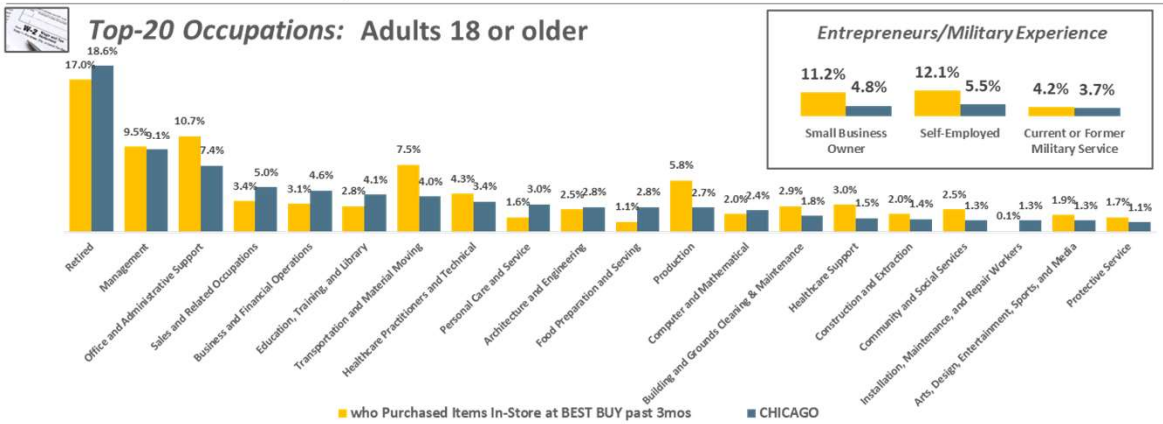
Employment: Adults 18 or older



Marital Status: Adults 18 or older

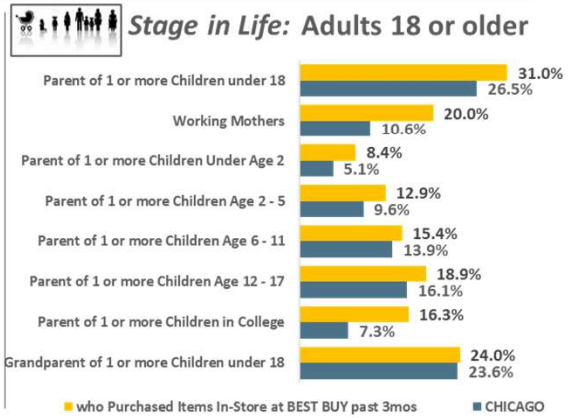


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



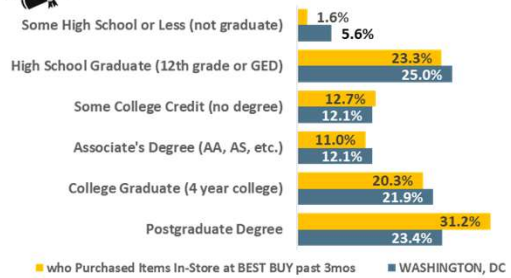
CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 297

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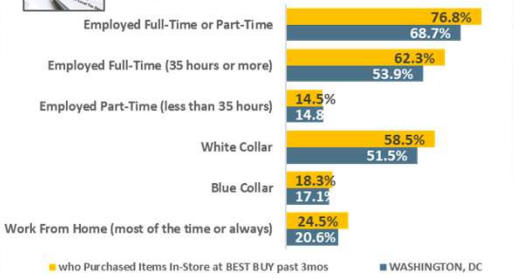
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

8.8% or 500,092 of WASHINGTON, DC DMA Adults 18 or older Purchased Items In-Store at BEST BUY past 3mos. Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos are 13.8% more likely to be a college graduate, 15.6% more likely to work full-time, 18.2% more likely to be married, 16.3% less likely to be a parent of 1 or more children under 18.

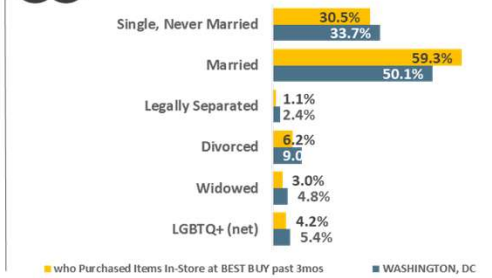
Education Levels: Adults 18 or older



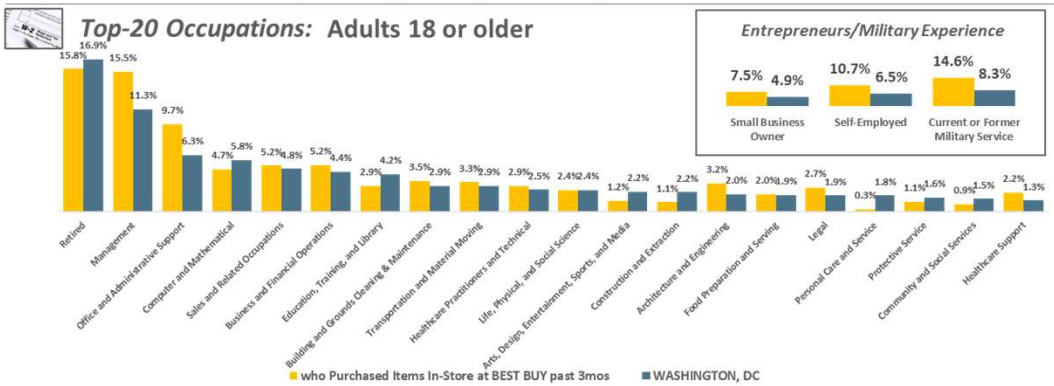
Employment: Adults 18 or older



Marital Status: Adults 18 or older

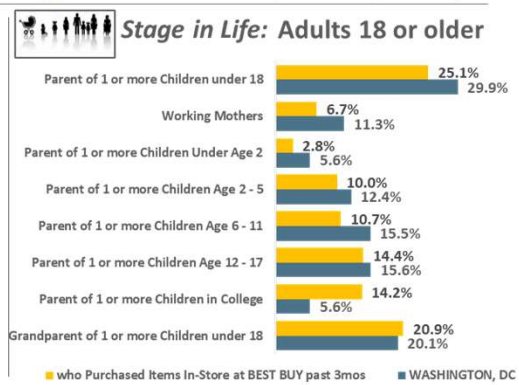


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



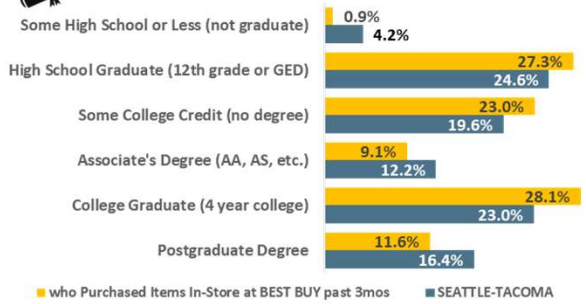
WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 496

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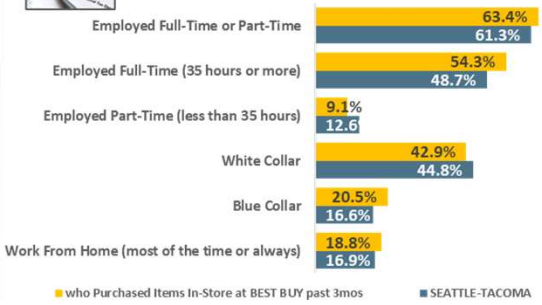
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

8.3% or 375,841 of SEATTLE-TACOMA DMA Adults 18 or older Purchased Items In-Store at BEST BUY past 3mos. Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos are .8% more likely to be a college graduate, 11.4% more likely to work full-time, 18.% more likely to be married, 10.4% more likely to be a parent of 1 or more children under 18.

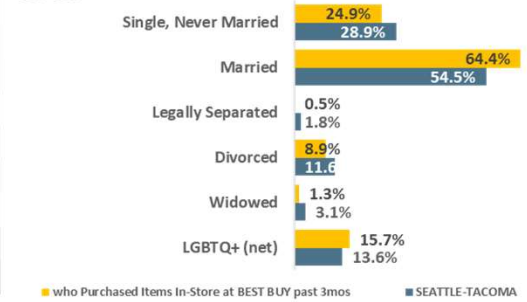
Education Levels: Adults 18 or older



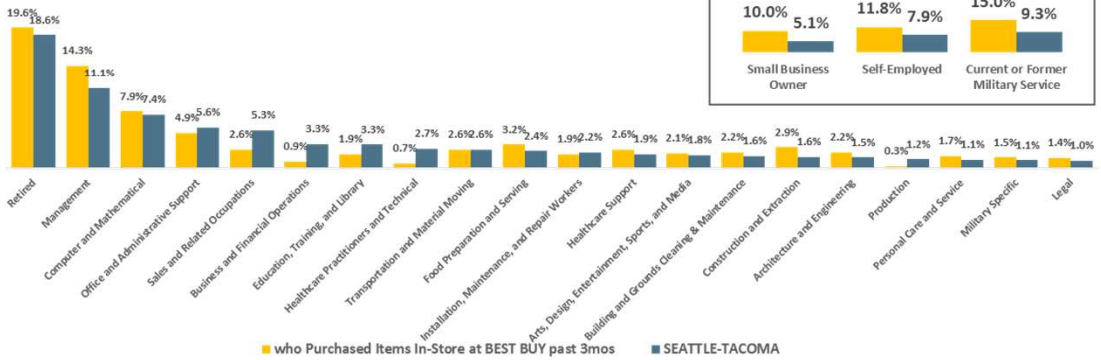
Employment: Adults 18 or older



Marital Status: Adults 18 or older

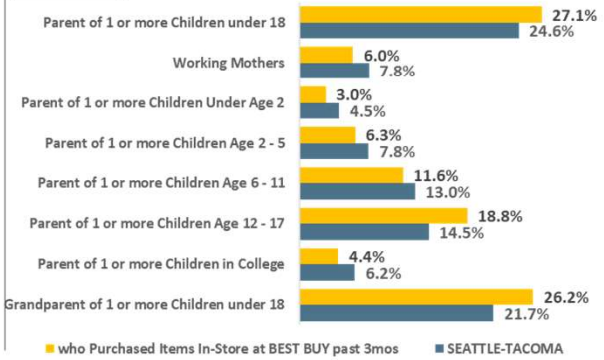


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



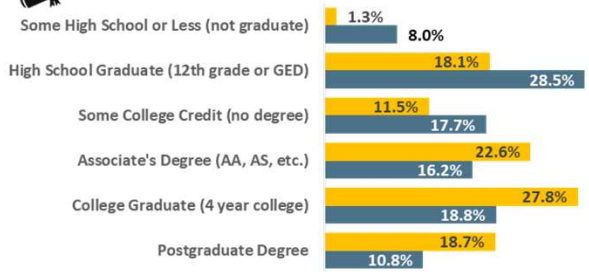
SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 336

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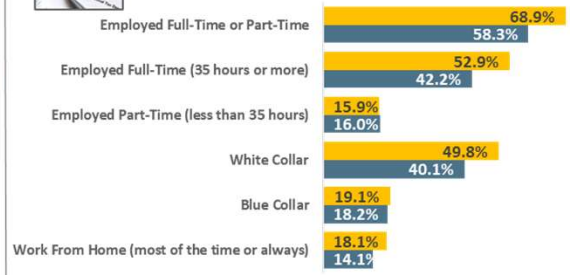
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

8.9% or 415,475 of PHOENIX DMA Adults 18 or older Purchased Items In-Store at BEST BUY past 3mos. Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos are 57.2% more likely to be a college graduate, 25.4% more likely to work full-time, 13.9% more likely to be married, 14.8% less likely to be a parent of 1 or more children under 18.

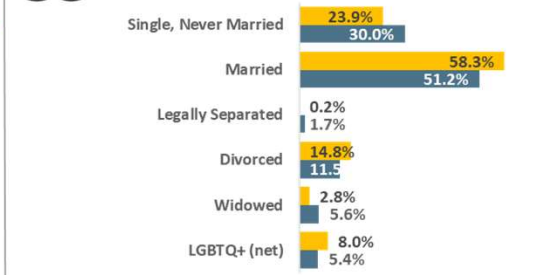
Education Levels: Adults 18 or older



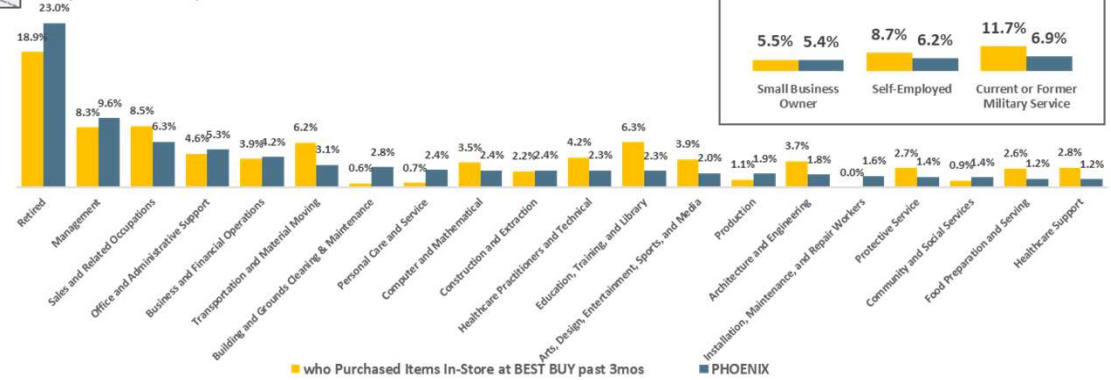
Employment: Adults 18 or older



Marital Status: Adults 18 or older

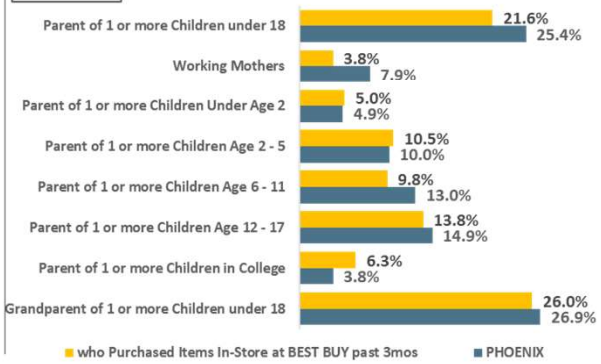


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 216

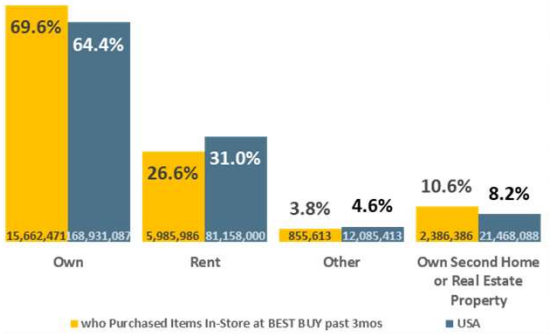
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[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

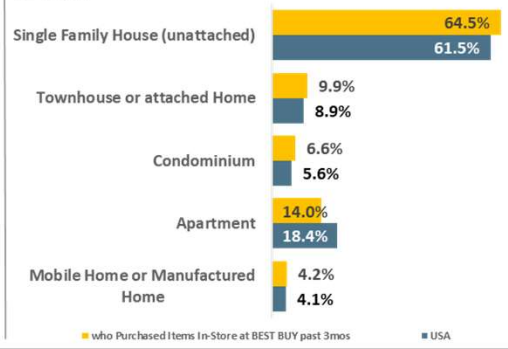
BEST BUY USA

8.6% or 22,504,070 of USA Adults 18 or older Purchased Items In-Store at BEST BUY past 3mos.
Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos are 8.% more likely to own their home, 29.% more likely to own a higher valued home, 4.7% more likely to have a single-family home, 17.3% more likely to have a dog.

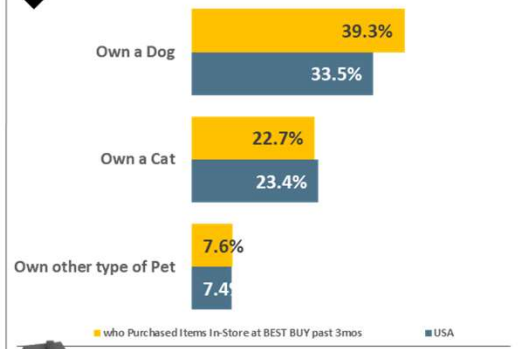
Own/Rent/Other: Adults 18 or older



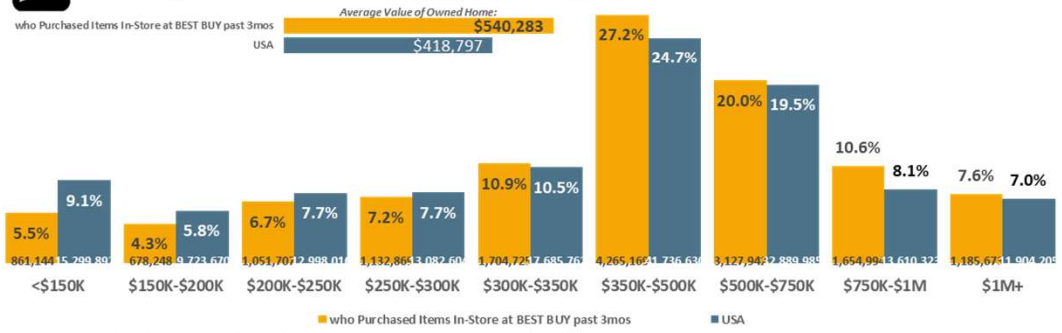
Type of Home: Adults 18 or older



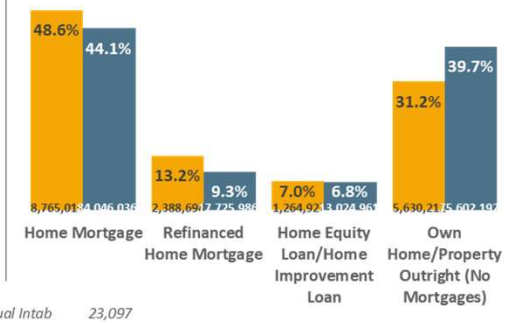
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R2 2024: Aug23-Sep24* *Qual Intab* *2,034*

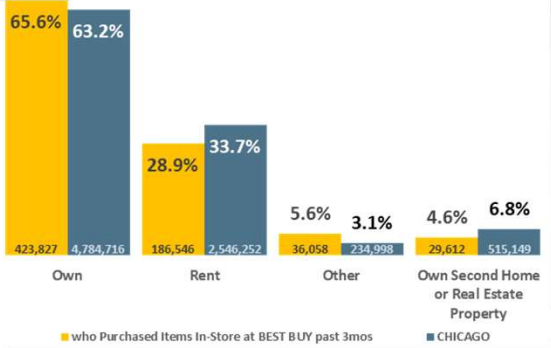
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USA Projection *Scarborough R2 2024: Aug23-Sep24* *Qual Intab* *23,097*

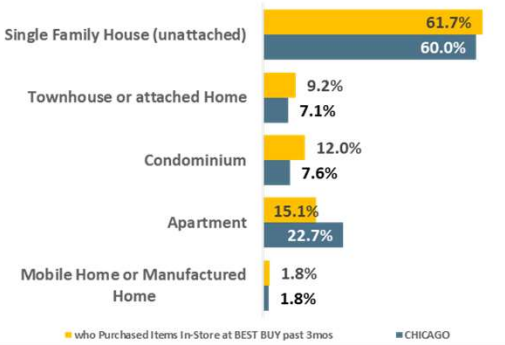
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

8.5% or 646,431 of CHICAGO DMA Adults 18 or older Purchased Items In-Store at BEST BUY past 3mos. Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos are 3.7% more likely to own their home, .3% more likely to own a higher valued home, 2.9% more likely to have a single-family home, 36.% more likely to have a dog.

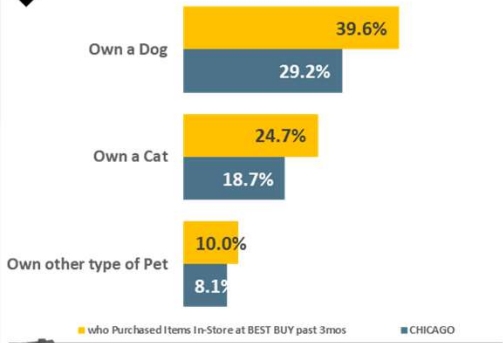
Own/Rent/Other: Adults 18 or older



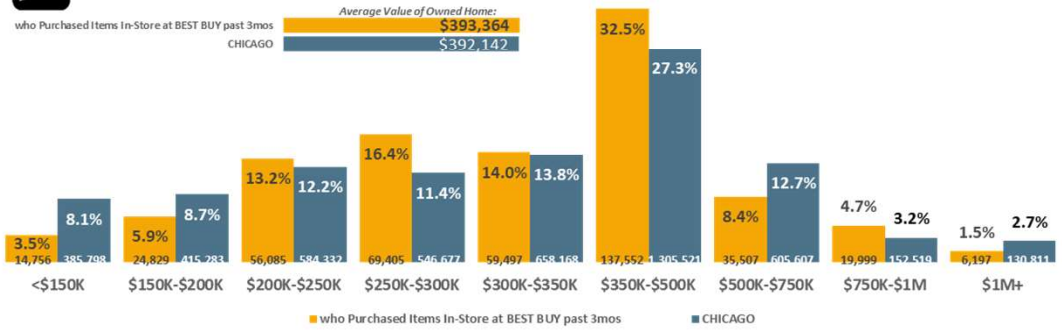
Type of Home: Adults 18 or older



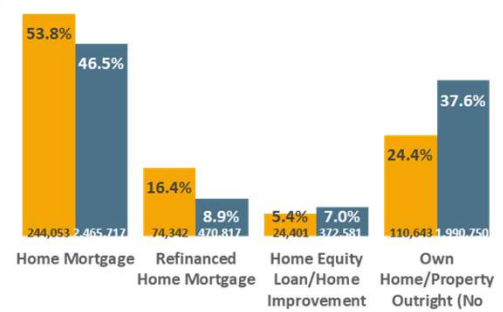
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



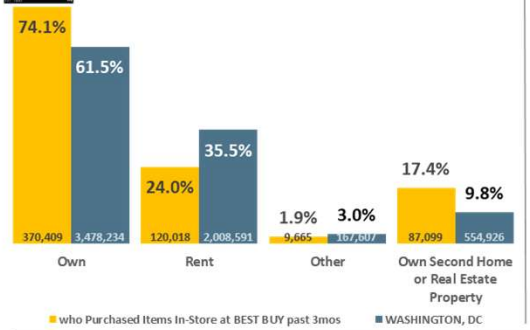
CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 297

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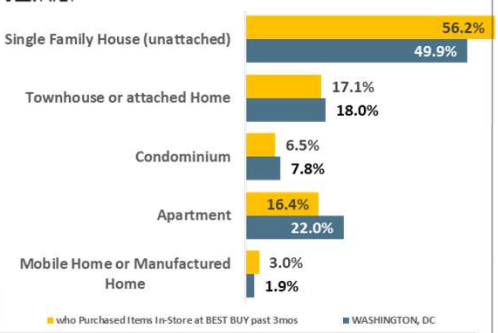
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

8.8% or 500,092 of WASHINGTON, DC DMA Adults 18 or older Purchased Items In-Store at BEST BUY past 3mos. Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos are 20.4% more likely to own their home, 10.3% more likely to own a higher valued home, 12.6% more likely to have a single-family home, 25.9% more likely to have a dog.

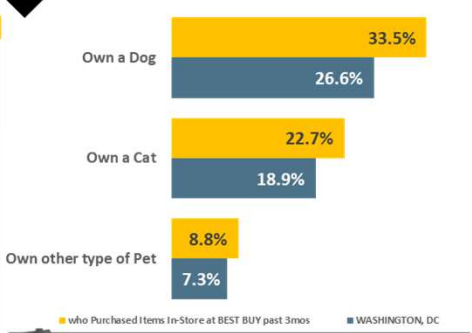
Own/Rent/Other: Adults 18 or older



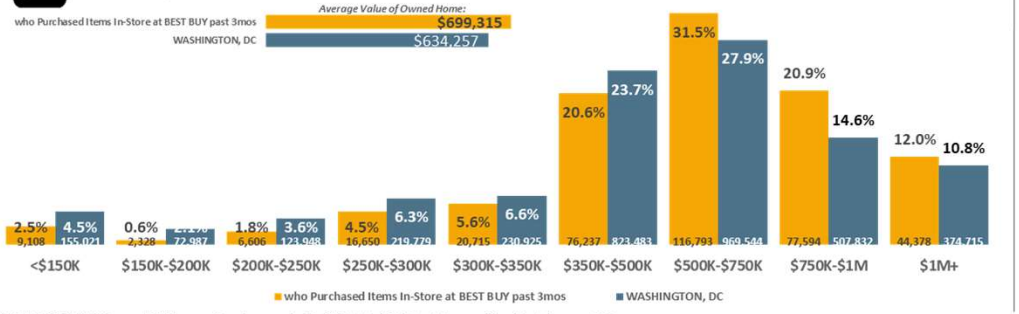
Type of Home: Adults 18 or older



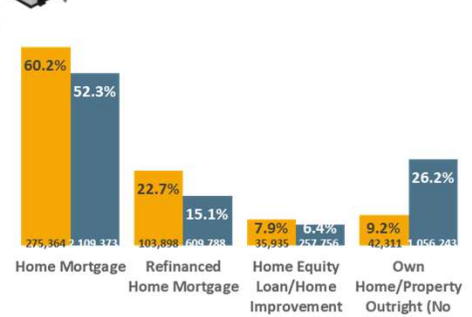
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



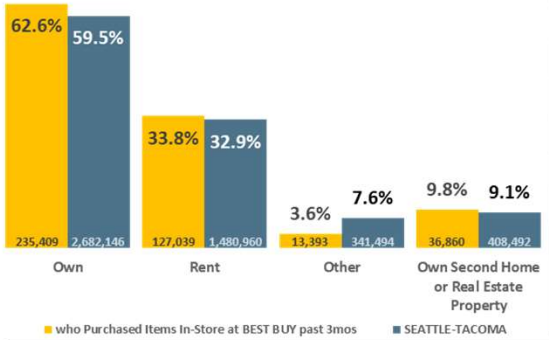
WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 496

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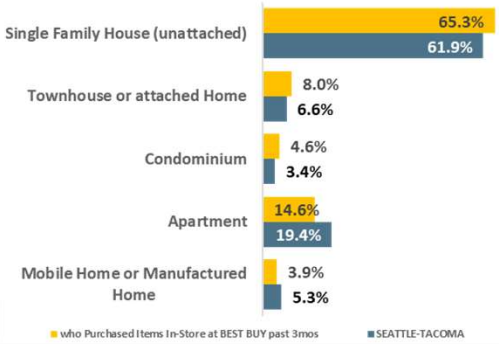
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

8.3% or 375,841 of SEATTLE-TACOMA DMA Adults 18 or older Purchased Items In-Store at BEST BUY past 3mos. Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos are 5.2% more likely to own their home, 5.4% more likely to own a lower valued home, 5.4% more likely to have a single-family home, 22.7% more likely to have a dog.

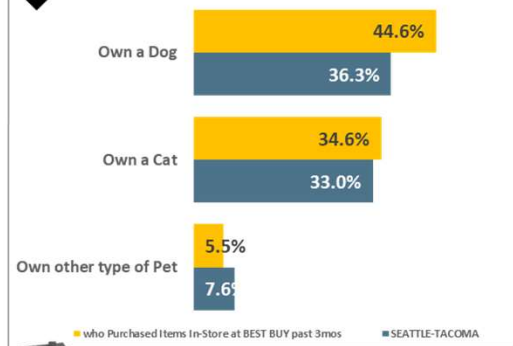
Own/Rent/Other: Adults 18 or older



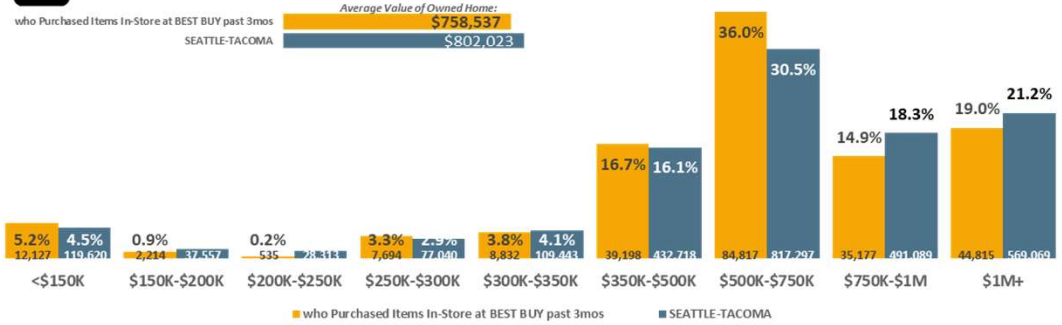
Type of Home: Adults 18 or older



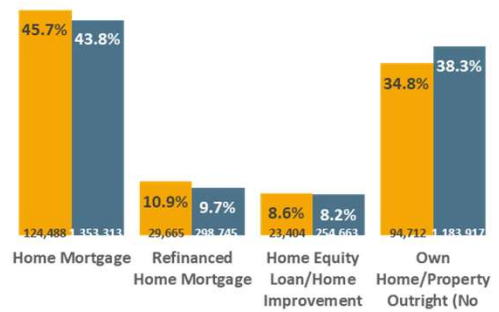
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 336

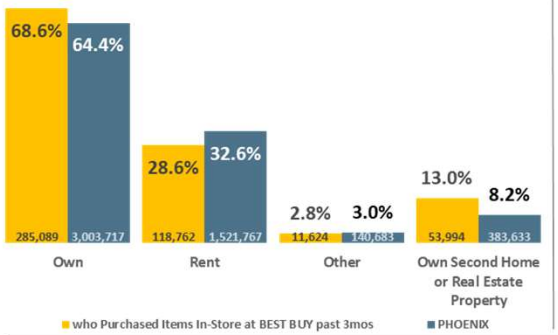
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[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

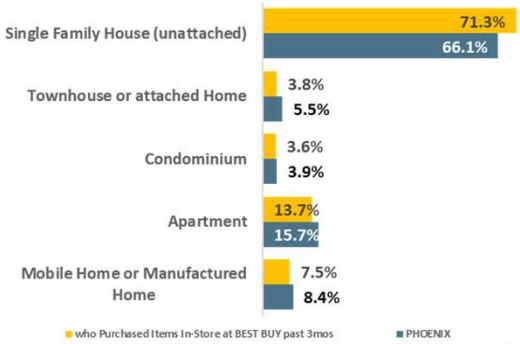
BEST BUY PHX

8.9% or 415,475 of PHOENIX DMA Adults 18 or older Purchased Items In-Store at BEST BUY past 3mos. Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos are 6.6% more likely to own their home, 13.4% more likely to own a higher valued home, 7.8% more likely to have a single-family home, 21.9% more likely to have a dog.

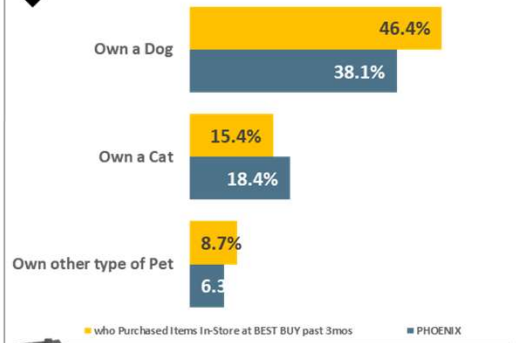
Own/Rent/Other: Adults 18 or older



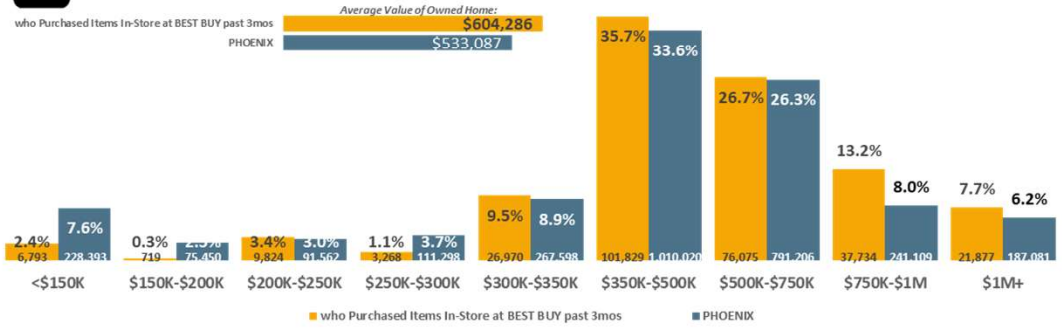
Type of Home: Adults 18 or older



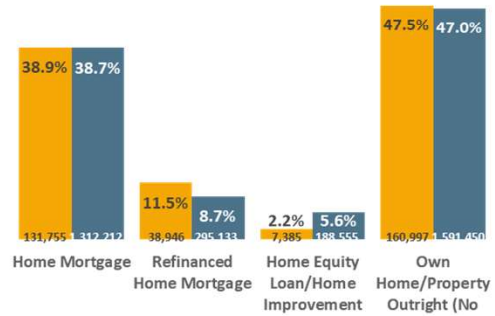
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



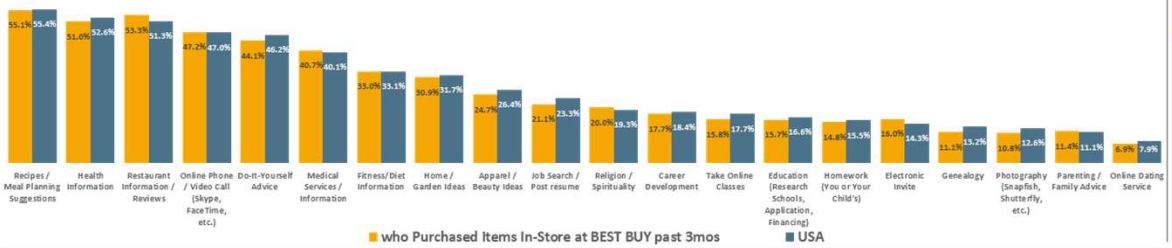
PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 216

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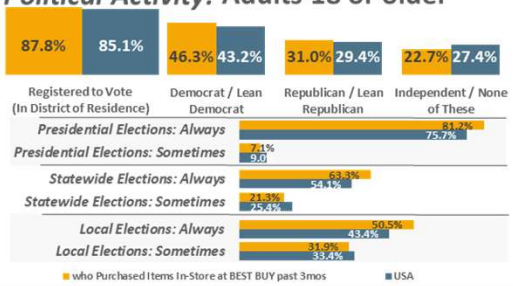
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

8.6% or 22,504,070 of USA Adults 18 or older Purchased Items In-Store at BEST BUY past 3mos.
Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos are 4.5% less likely to look up D-I-Y advice online, 16.4% more likely to always vote in local elections, 39.4% more likely to belong to a gym, 19.1% more likely to fly domestic past yr

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



Political Activity: Adults 18 or older



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



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

USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 2,034

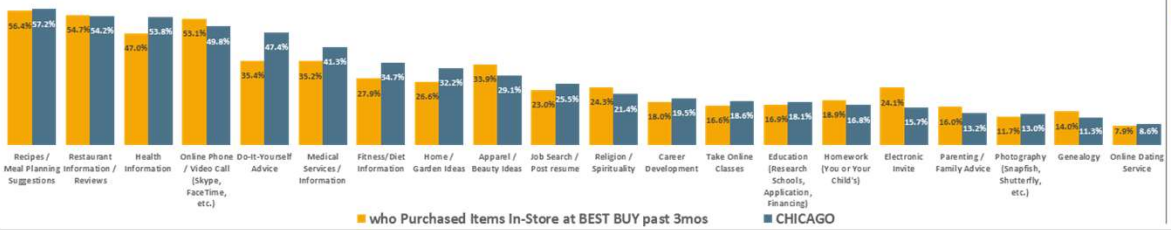
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USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

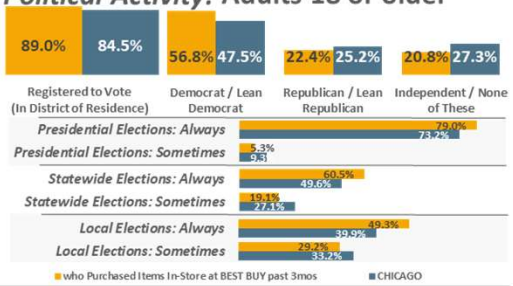
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

8.5% or 646,431 of CHICAGO DMA Adults 18 or older Purchased Items In-Store at BEST BUY past 3mos. Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos are 25.3% less likely to look up D-I-Y advice online, 23.6% more likely to always vote in local elections, 8.1% more likely to belong to a gym, 17.7% more likely to fly domestic past yr

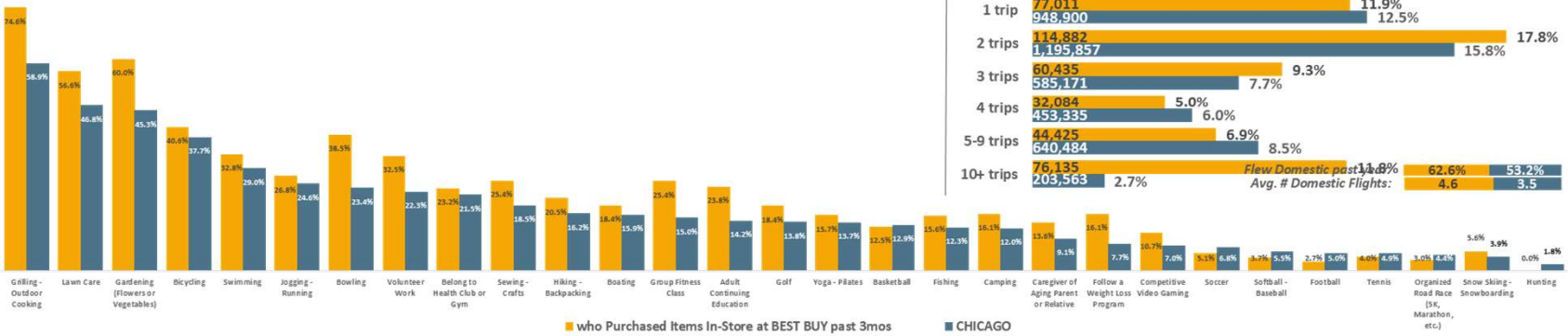
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

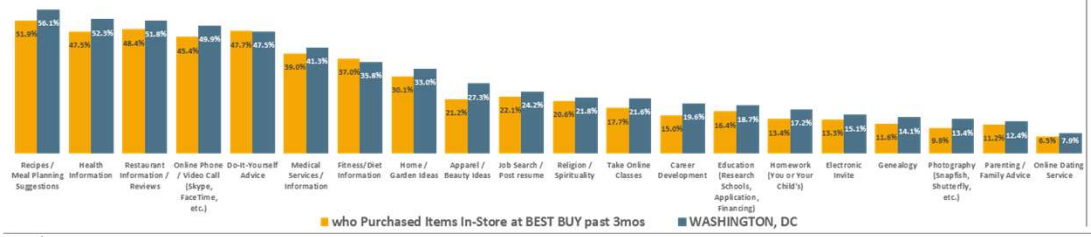
CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 297

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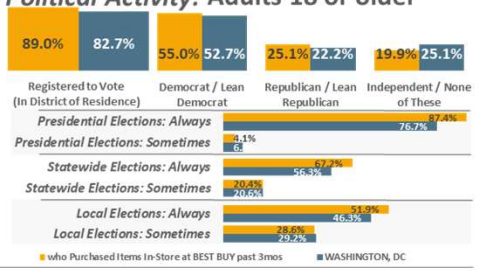
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

8.8% or 500,092 of WASHINGTON, DC DMA Adults 18 or older Purchased Items In-Store at BEST BUY past 3mos. Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos are .3% more likely to look up D-I-Y advice online, 11.9% more likely to always vote in local elections, 48.5% more likely to belong to a gym, 24.6% more likely to fly domestic past yr.

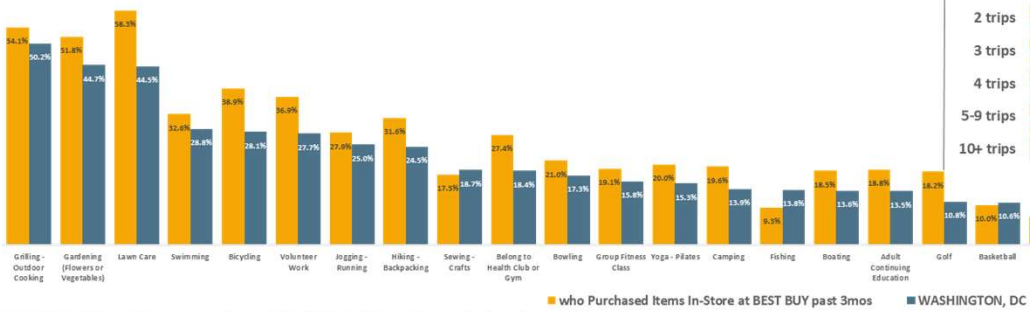
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



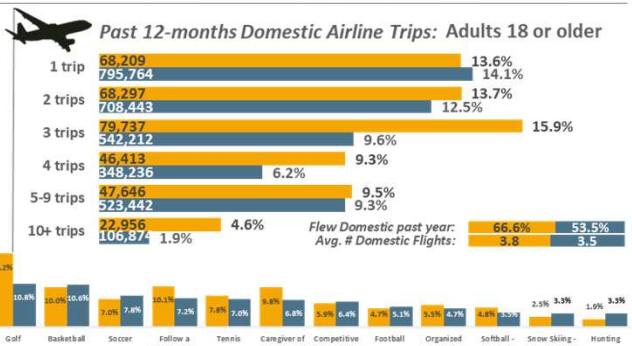
Political Activity: Adults 18 or older



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



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



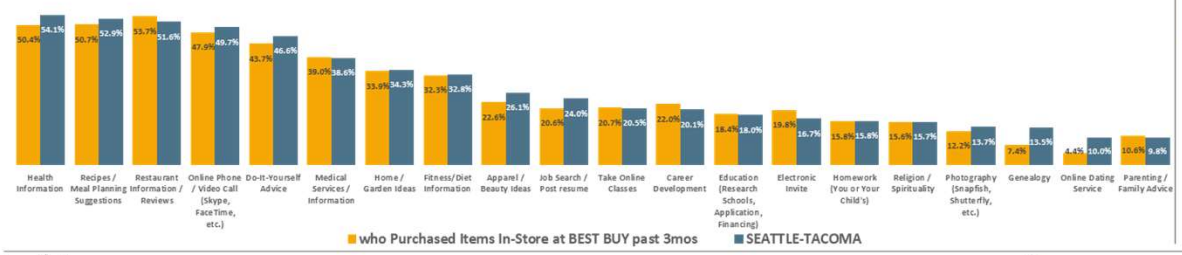
WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 496

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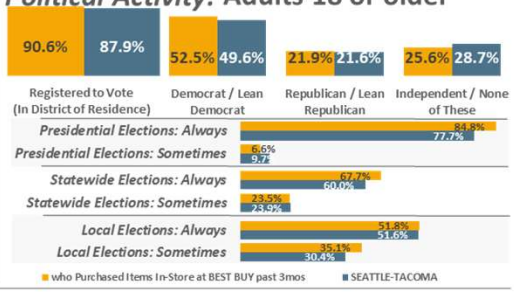
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

8.3% or 375,841 of SEATTLE-TACOMA DMA Adults 18 or older Purchased Items In-Store at BEST BUY past 3mos. Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos are 6.2% less likely to look up D-I-Y advice online, .4% more likely to always vote in local elections, 30.2% more likely to belong to a gym, 7.7% more likely to fly domestic past yr.

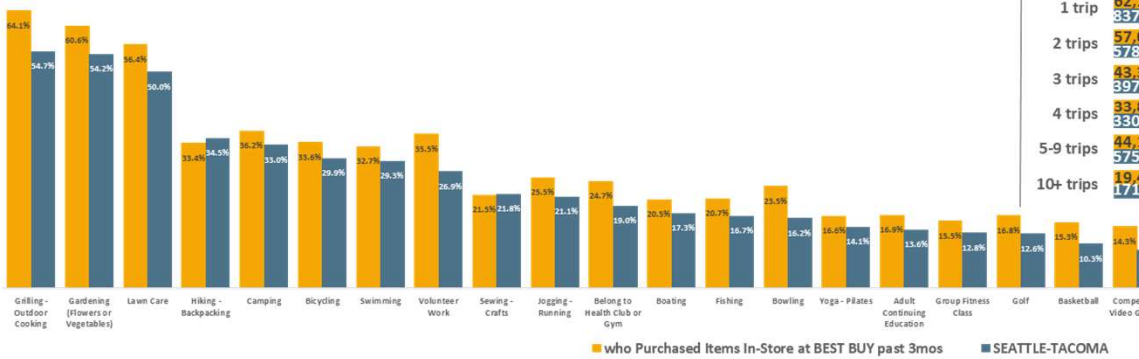
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



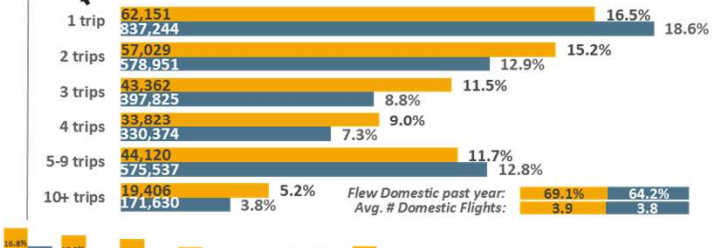
Political Activity: Adults 18 or older



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



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



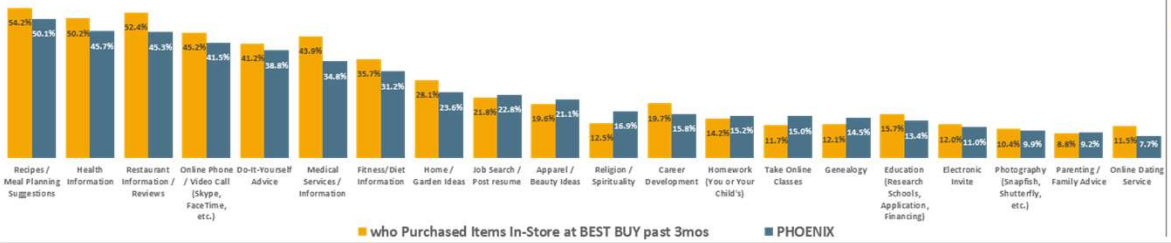
SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 336

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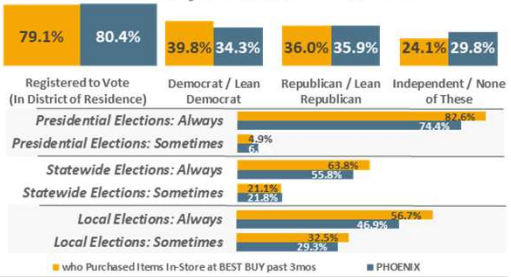
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

8.9% or 415,475 of PHOENIX DMA Adults 18 or older Purchased Items In-Store at BEST BUY past 3mos. Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos are 6.4% more likely to look up D-I-Y advice online, 20.9% more likely to always vote in local elections, 52.1% more likely to belong to a gym, 22.5% more likely to fly domestic past yr

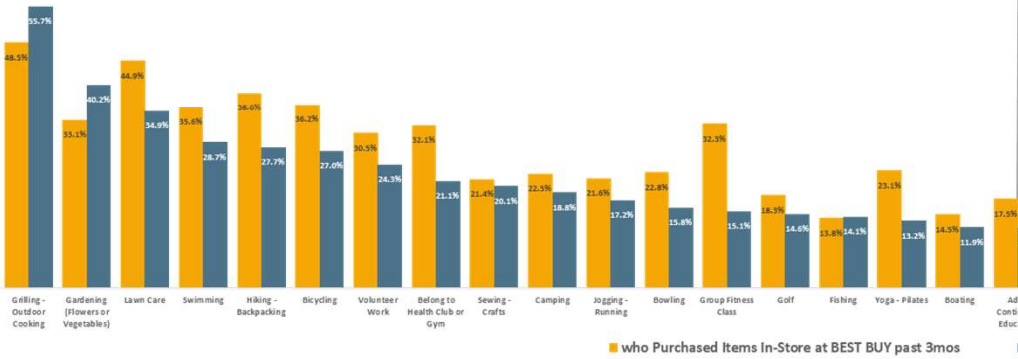
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



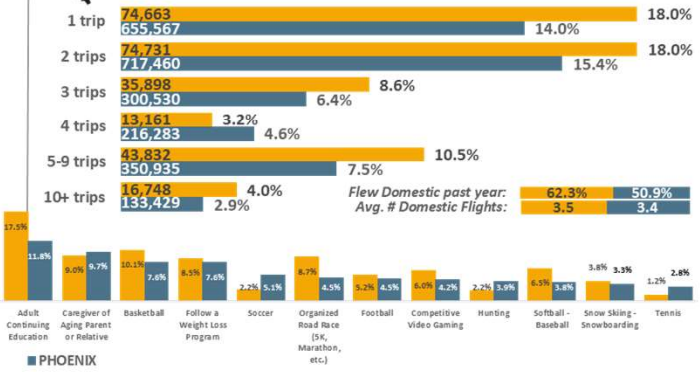
Political Activity: Adults 18 or older



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



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



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 216

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

BEST BUY USA

8.6% or 22,504,070 of USA Adults 18 or older Purchased Items In-Store at BEST BUY past 3mos.
Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos are 5.6% more likely to use QSRs past mo., 15.2% more likely to use Sit-Down Restaurants past mo., 25.% more likely to use Casinos past yr., 37.2% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:
92.7%
87.8%
20,870,95 7
230,275,3 61

Avg. Monthly QSR Meals:
7.8
6.4

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



Total Monthly Sit-Down Restaurant Users:
86.2%
74.9%
19,406,04 8
196,264,7 09

Avg. Monthly Sit-Down Restaurant Meals:
5.2
4.1

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



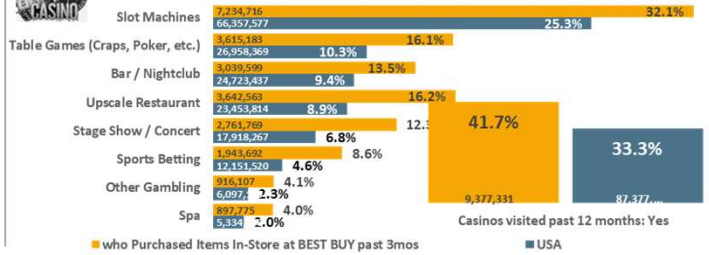
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Purchased Items In-Store at BEST BUY past 3mos 4,726,332 21.0%
USA [illegible] 18.6%

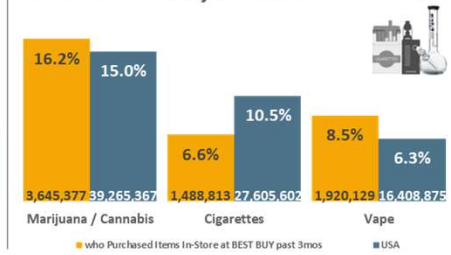
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older







Used Past 30-days: Adults 18 or older

USA *USA Projection* *Scarborough R2 2024: Aug23-Sep24* *Qual Intab* *2,034*

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USA Projection *Scarborough R2 2024: Aug23-Sep24* *Qual Intab* *23,097*

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

BEST BUY CHI

8.5% or 646,431 of CHICAGO DMA Adults 18 or older Purchased Items In-Store at BEST BUY past 3mos. Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos are 4.6% more likely to use QSRs past mo., 19.4% more likely to use Sit-Down Restaurants past mo., 18.% more likely to use Casinos past yr., 59.% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



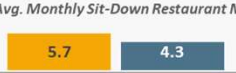
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who Purchased Items In-Store at BEST BUY past 3mos	152,887	23.7%
CHICAGO	1,603,744	21.2%

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



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 297

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

8.8% or 500,092 of WASHINGTON, DC DMA Adults 18 or older Purchased Items In-Store at BEST BUY past 3mos. Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos are 4.7% more likely to use QSRs past mo., 11.3% more likely to use Sit-Down Restaurants past mo., 34.5% more likely to use Casinos past yr., 31.5% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:		*Avg. Monthly QSR Meals:*	
93.7%	89.5%	8.3	6.8
468,733	5,059,794		

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



Total Monthly Sit-Down Restaurant Users:		*Avg. Monthly Sit-Down Restaurant Meals:*	
84.7%	76.1%	5.1	4.3
423,801	4,303,414		

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who Purchased Items In-Store at BEST BUY past 3mos	163,794	32.8%
WASHINGTON, DC	1,438,719	25.4%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 496

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

BEST BUY SEA

8.3% or 375,841 of SEATTLE-TACOMA DMA Adults 18 or older Purchased Items In-Store at BEST BUY past 3mos. Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos are 10.9% more likely to use QSRs past mo., 14.3% more likely to use Sit-Down Restaurants past mo., 21.4% more likely to use Casinos past yr., 8.3% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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



Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 336

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

BEST BUY PHX

8.9% or 415,475 of PHOENIX DMA Adults 18 or older Purchased Items In-Store at BEST BUY past 3mos. Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos are 5.9% more likely to use QSRs past mo., 13.9% more likely to use Sit-Down Restaurants past mo., 6.6% more likely to use Casinos past yr., 32.8% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:

Avg. Monthly Sit-Down Restaurant Meals:

Top-10 Cuisines: Adults 18 or older

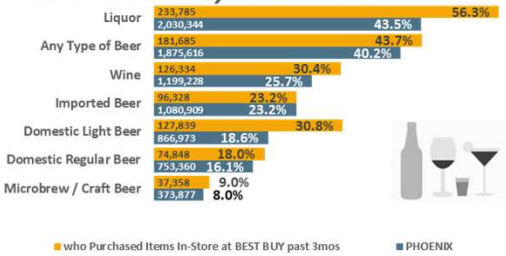
(Sit-Down Restaurants Used Past 30-days)



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



Drank Past 30-days: Adults 18 or older



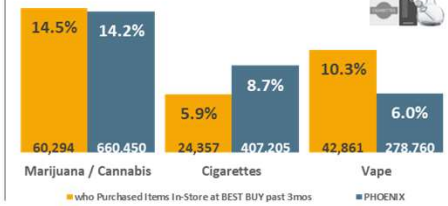
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 216

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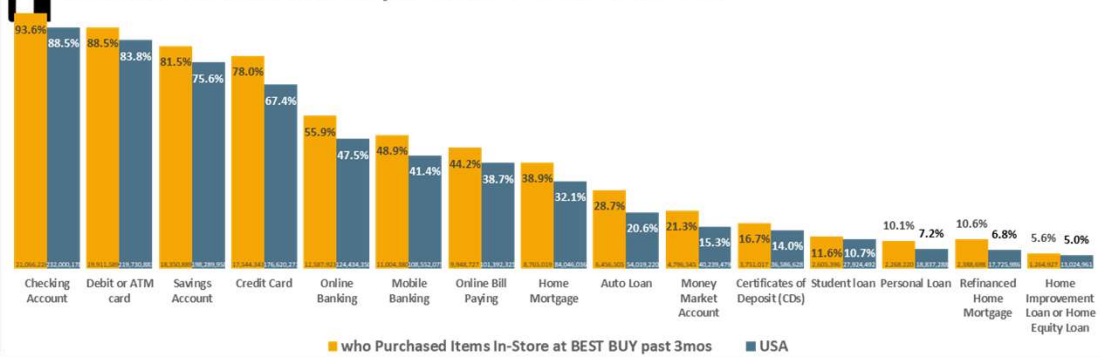
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

8.6% or 22,504,070 of USA Adults 18 or older Purchased Items In-Store at BEST BUY past 3mos.
Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos are 23.5% more likely to have a 401K, 39.2% more likely to have an Auto Loan, 34.1% more likely to Invest/Trade Stocks Online, 6.5% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



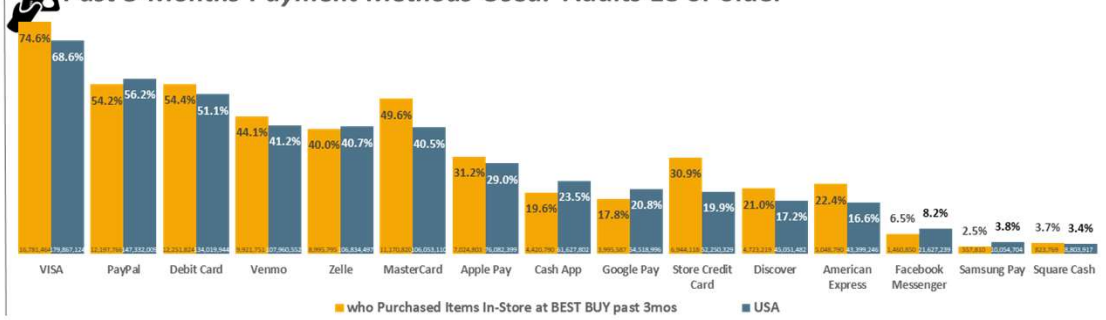
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 2,034

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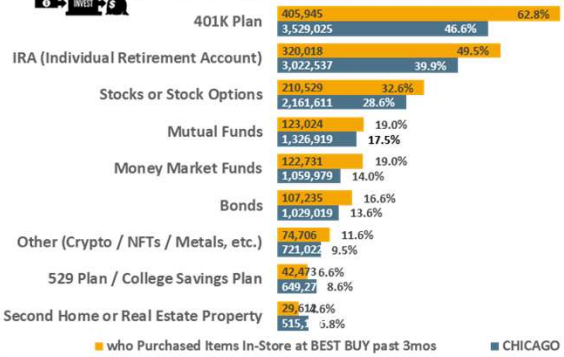
USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

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

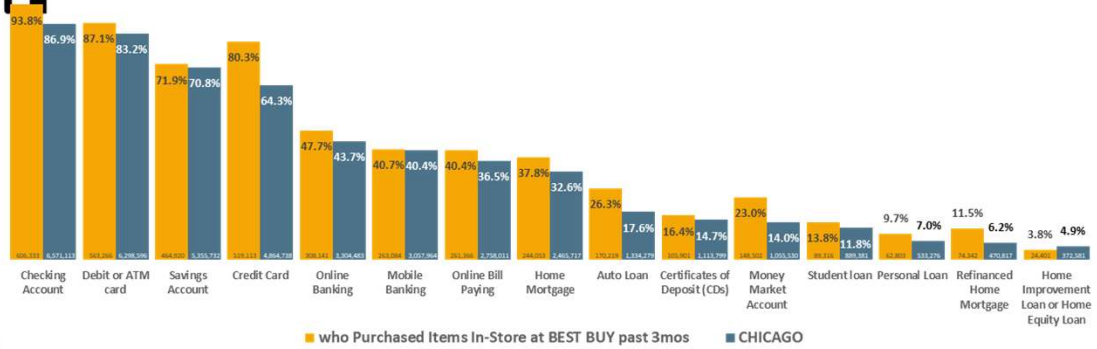
BEST BUY CHI

8.5% or 646,431 of CHICAGO DMA Adults 18 or older Purchased Items In-Store at BEST BUY past 3mos. Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos are 34.6% more likely to have a 401K, 49.3% more likely to have an Auto Loan, 47.1% more likely to Invest/Trade Stocks Online, 11.2% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



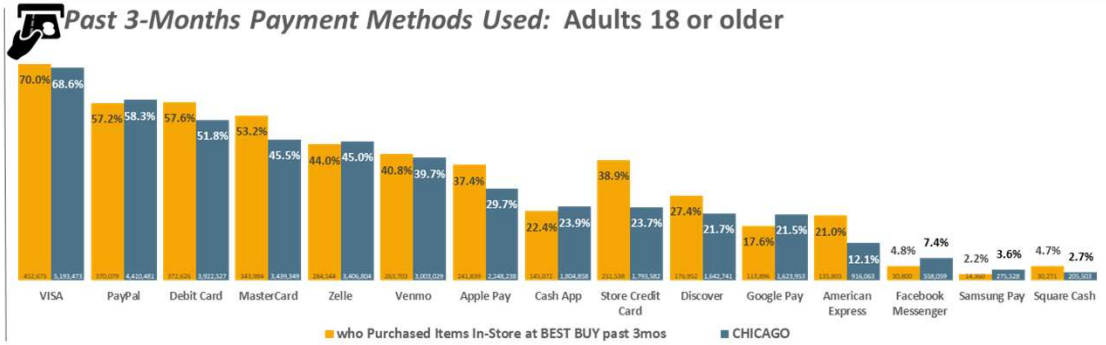
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



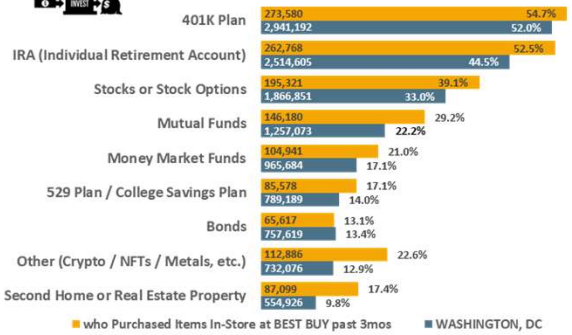
CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 297

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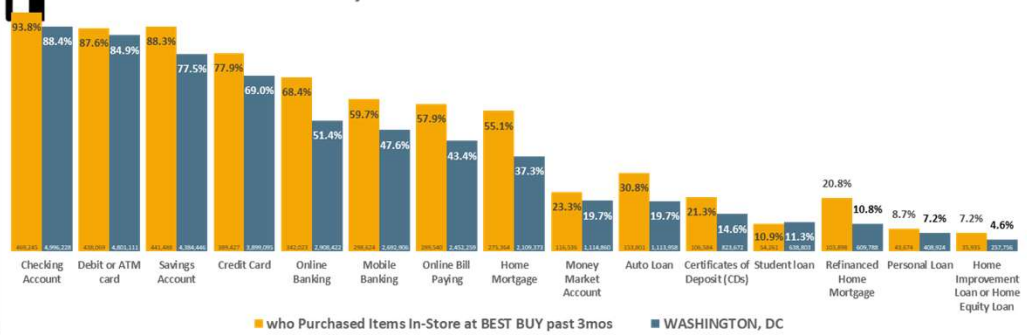
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Investments Owned: Adults 18 or older



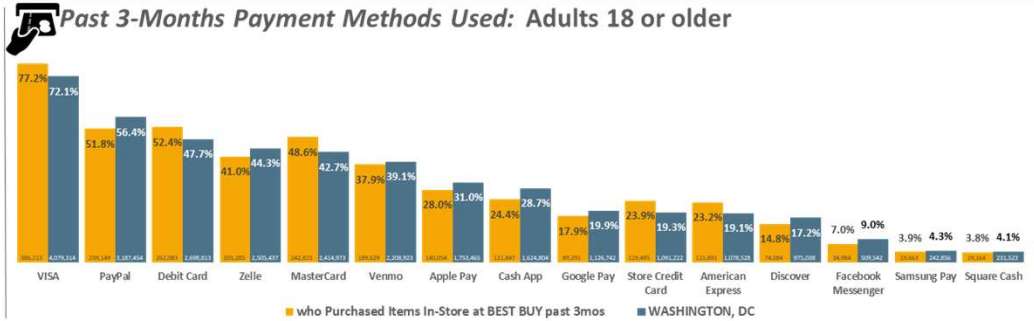
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



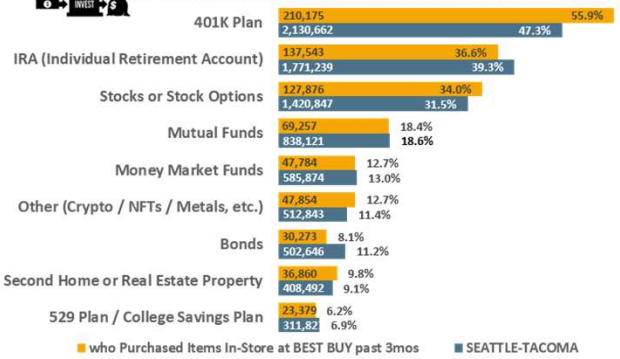
WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 496

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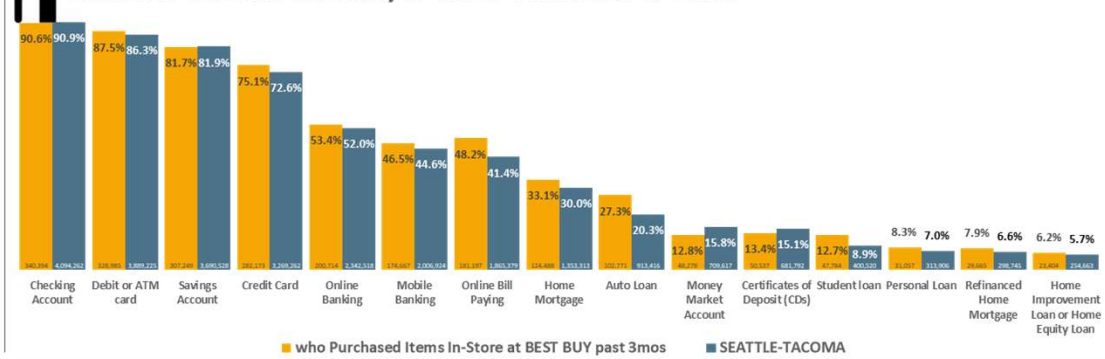
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Investments Owned: Adults 18 or older



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

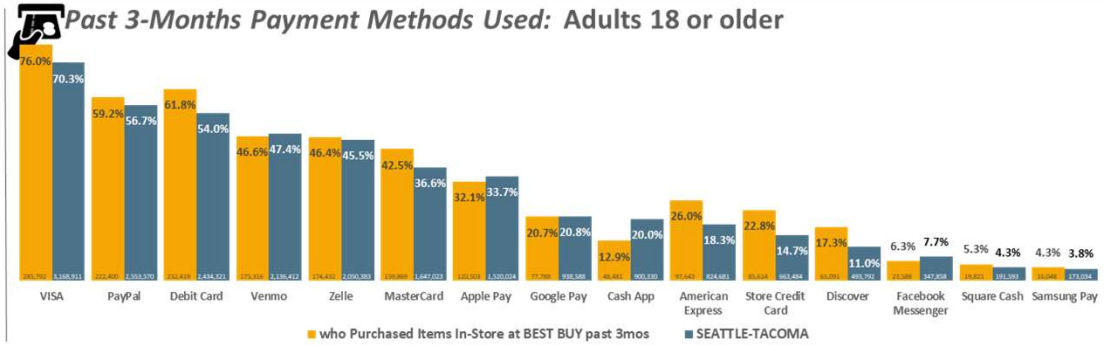


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 336

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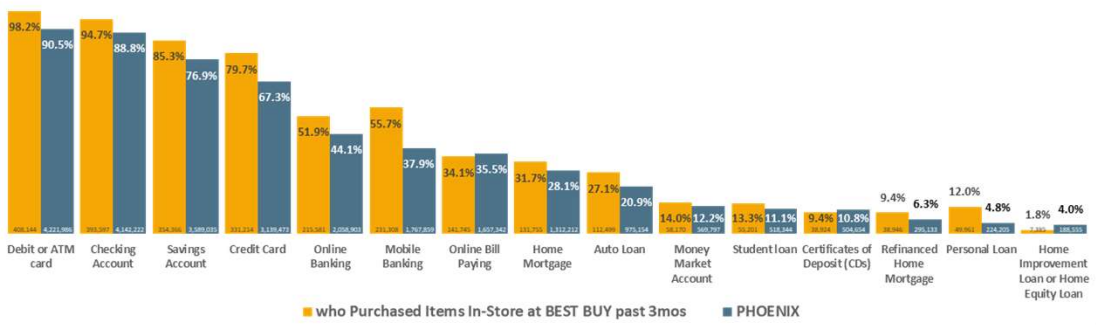
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

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Investments Owned: Adults 18 or older



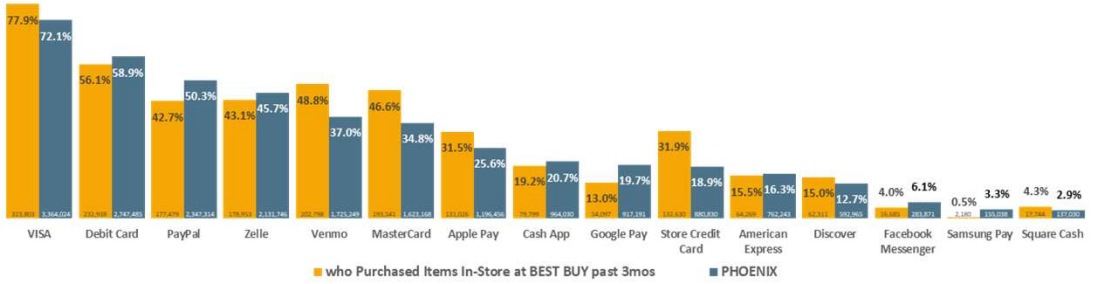
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



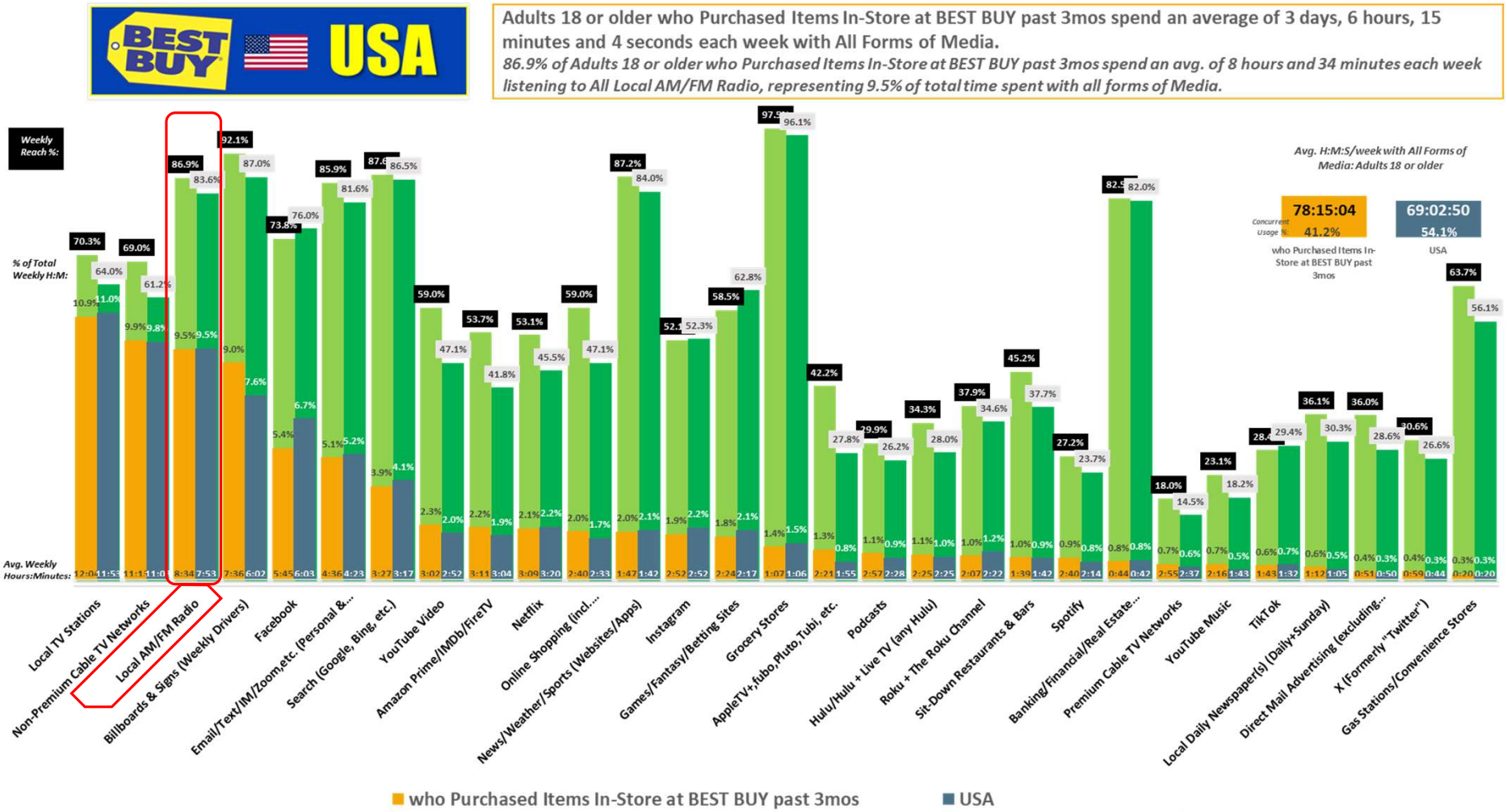
Past 3-Months Payment Methods Used: Adults 18 or older



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 216

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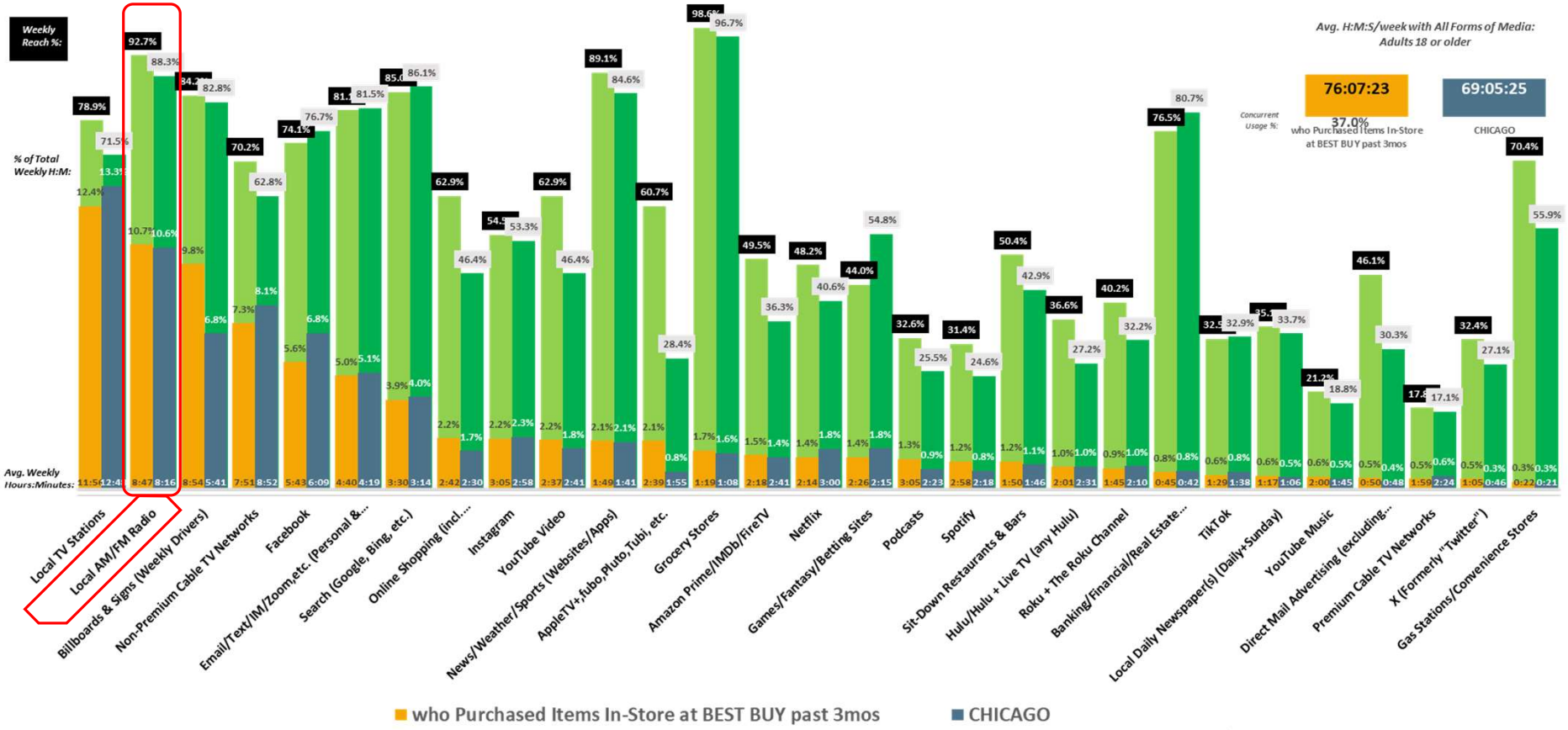
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]



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

Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos spend an average of 3 days, 4 hours, 7 minutes and 23 seconds each week with All Forms of Media.

92.7% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos spend an avg. of 8 hours and 47 minutes each week listening to All Local AM/FM Radio, representing 10.7% of total time spent with all forms of Media.



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 297 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

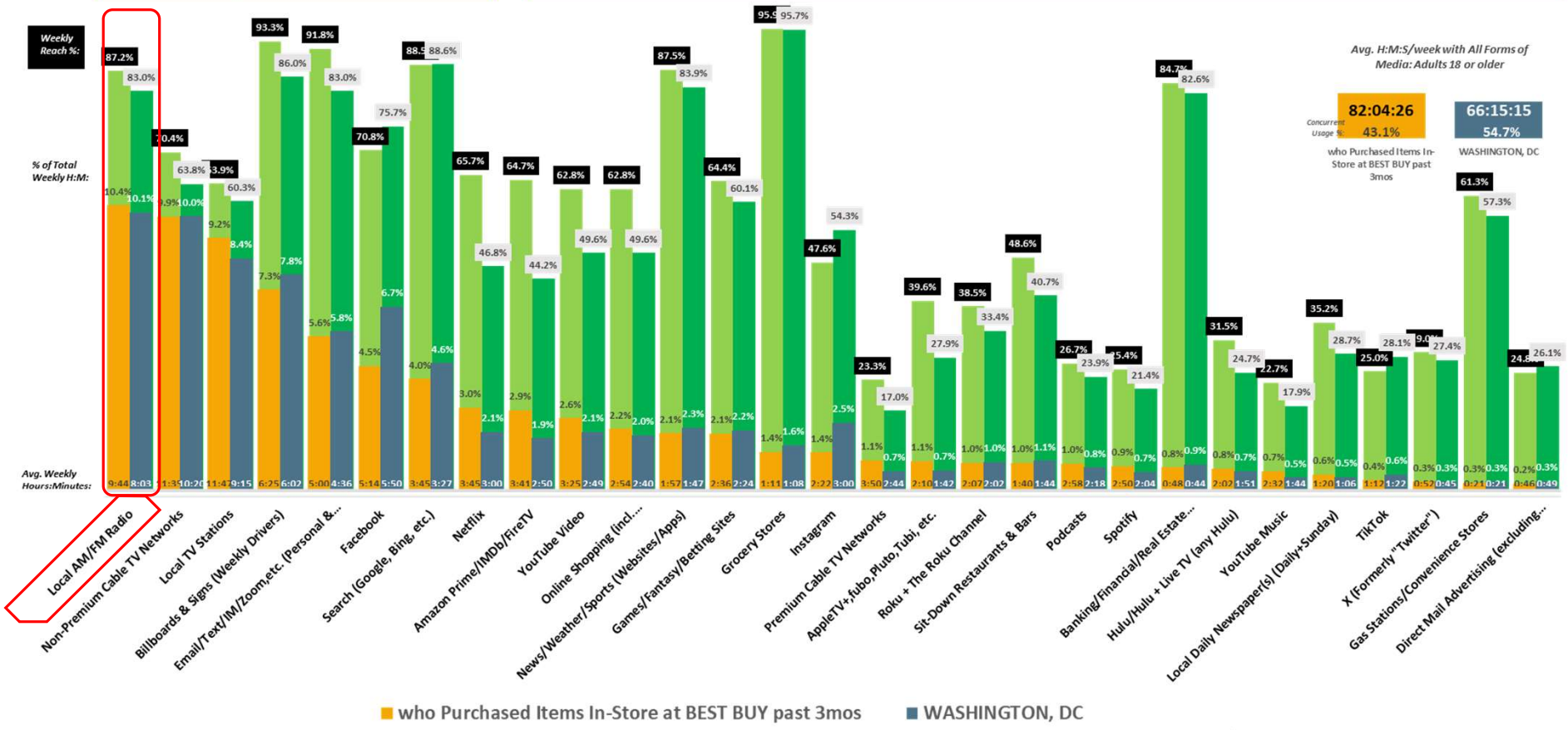
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Hubbard BROADCASTING Share of Everything for Anything ©

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

Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos spend an average of 3 days, 10 hours, 4 minutes and 26 seconds each week with All Forms of Media.

87.2% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos spend an avg. of 9 hours and 44 minutes each week listening to All Local AM/FM Radio, representing 10.4% of total time spent with all forms of Media.



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 496 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

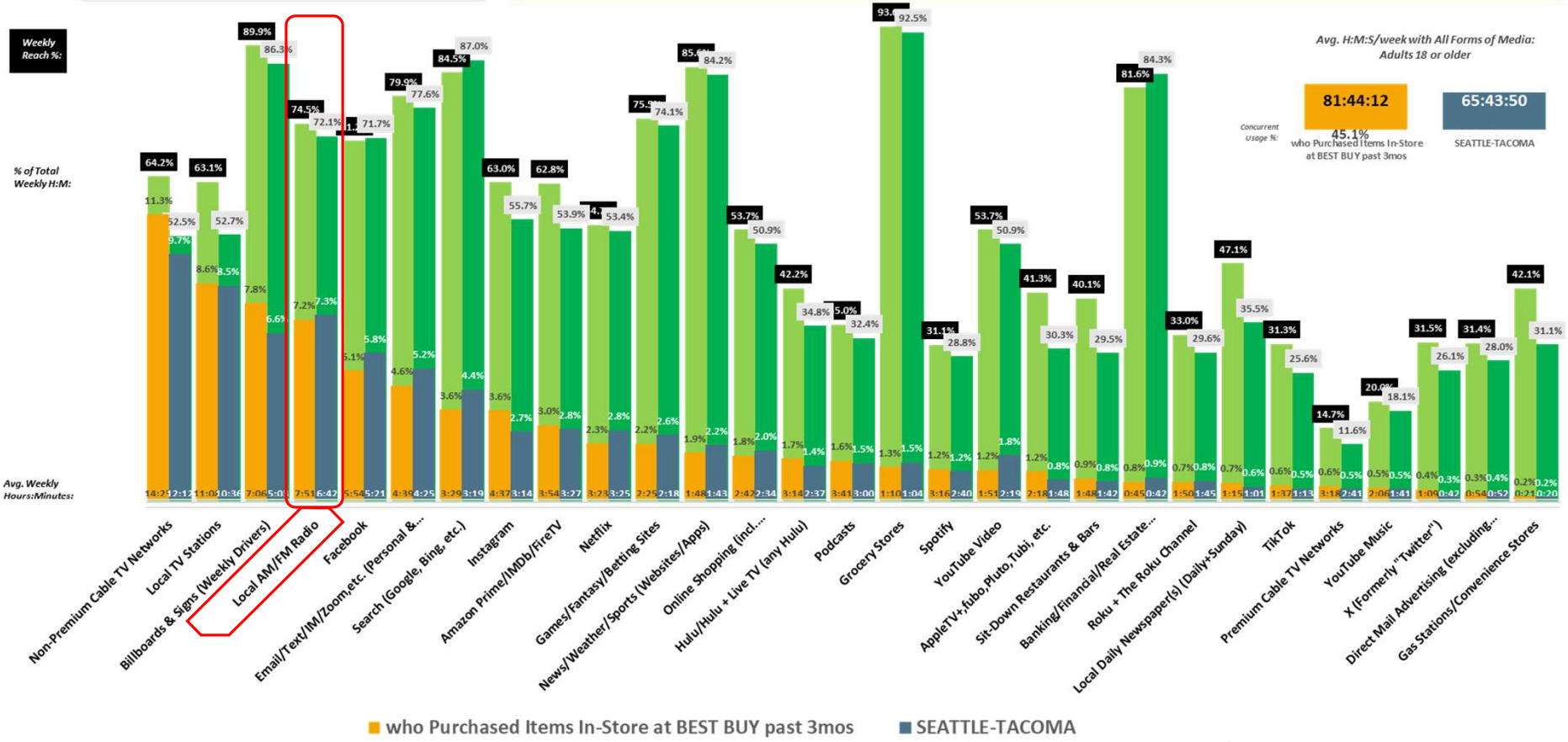
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[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos spend an average of 3 days, 9 hours, 44 minutes and 12 seconds each week with All Forms of Media.

74.5% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos spend an avg. of 7 hours and 51 minutes each week listening to All Local AM/FM Radio, representing 7.2% of total time spent with all forms of Media.



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 336 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

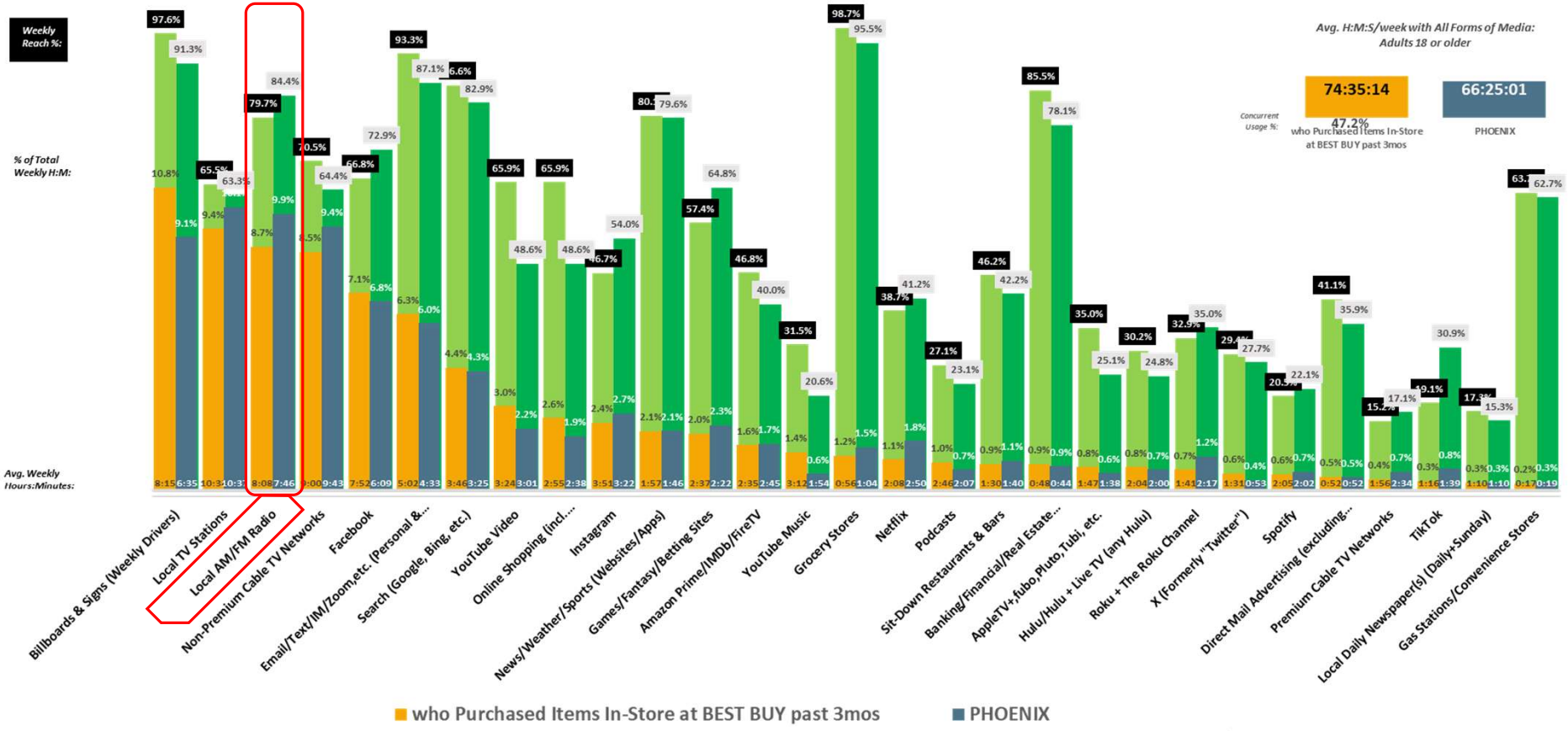
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[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos spend an average of 3 days, 2 hours, 35 minutes and 14 seconds each week with All Forms of Media.

79.7% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos spend an avg. of 8 hours and 8 minutes each week listening to All Local AM/FM Radio, representing 8.7% of total time spent with all forms of Media.



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 216 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

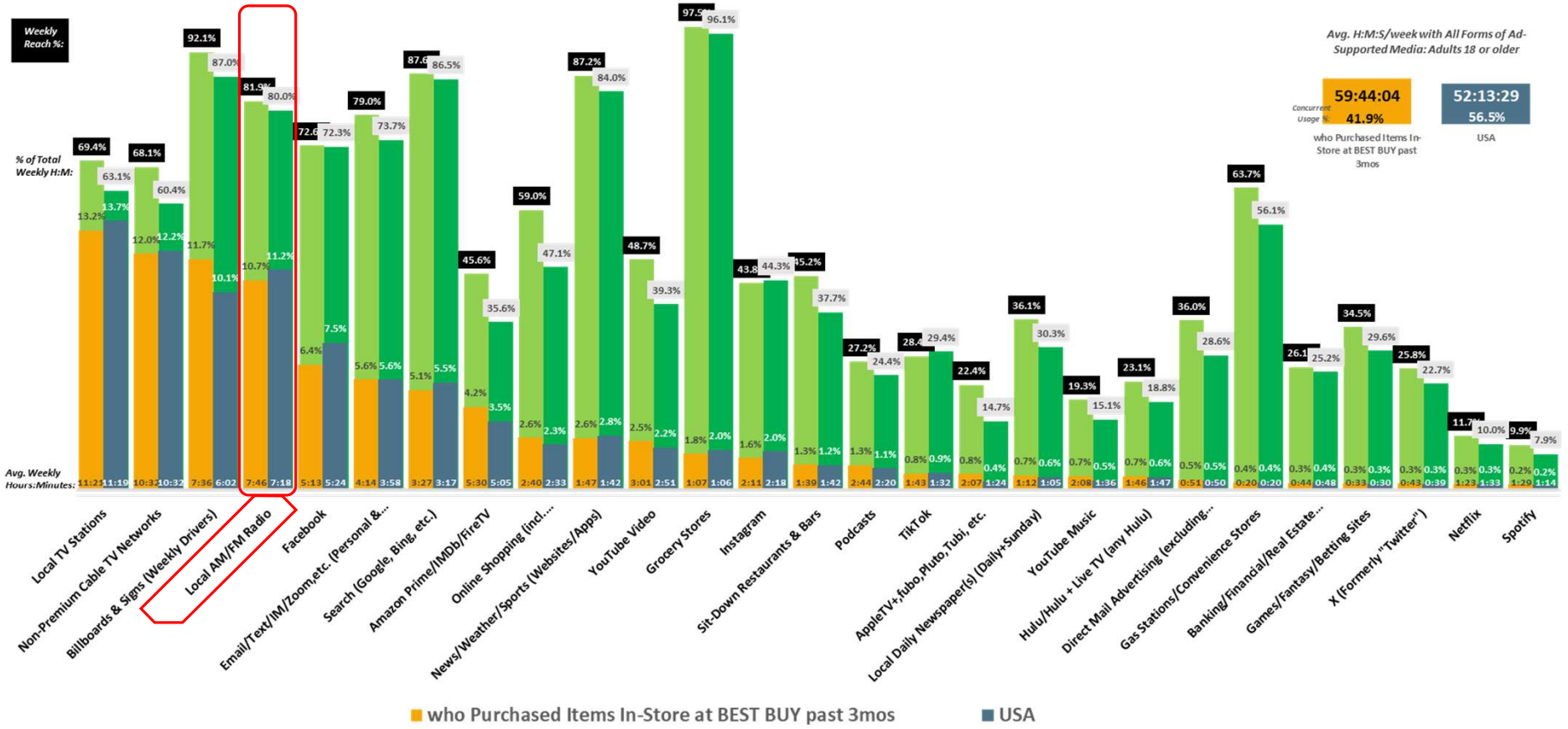
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[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos spend an average of 2 days, 11 hours, 44 minutes and 4 seconds each week with All Forms of Ad-Supported Media.

81.9% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos spend an avg. of 7 hours and 46 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.

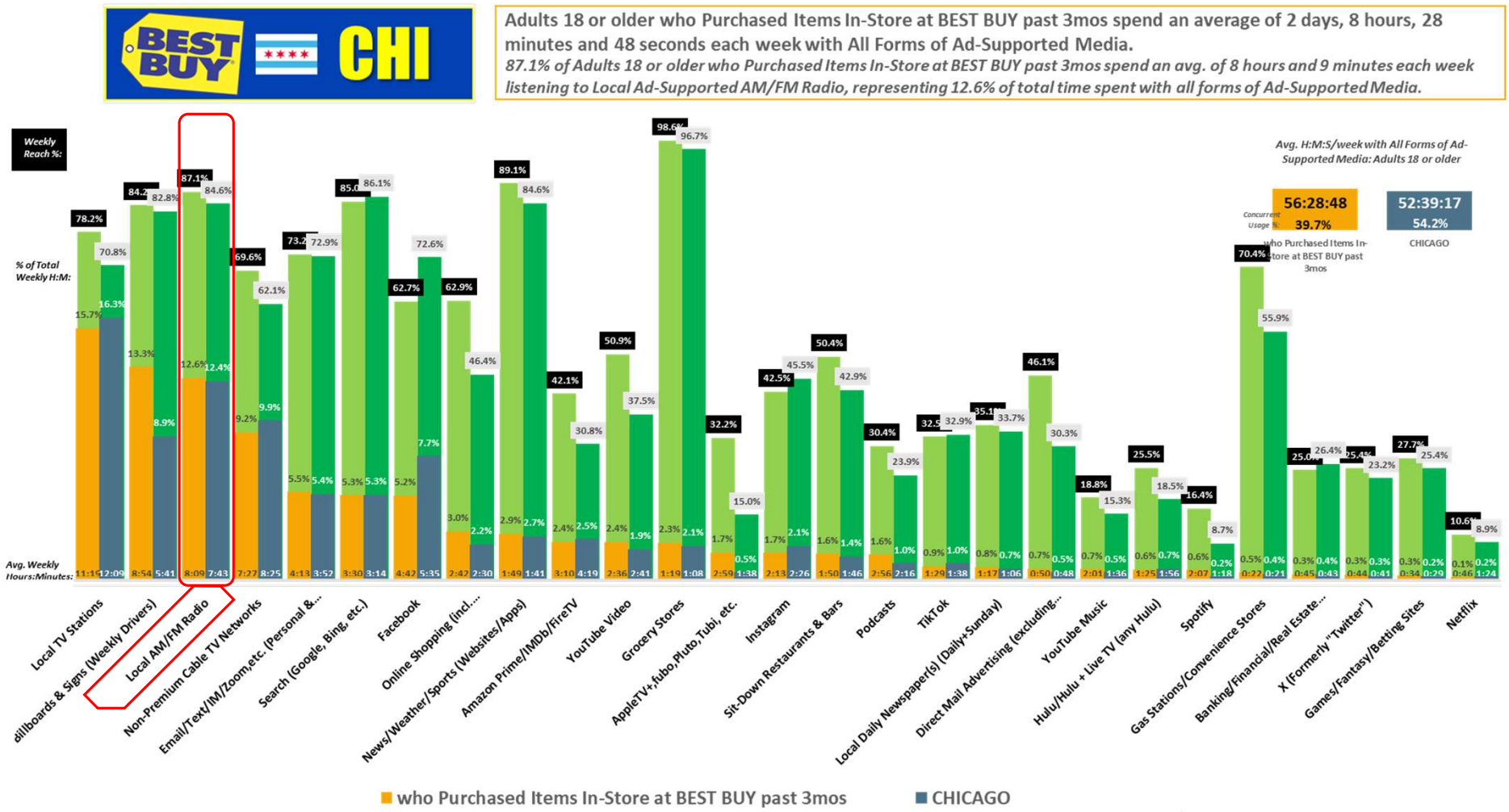


USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 2,034 USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

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



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 297 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

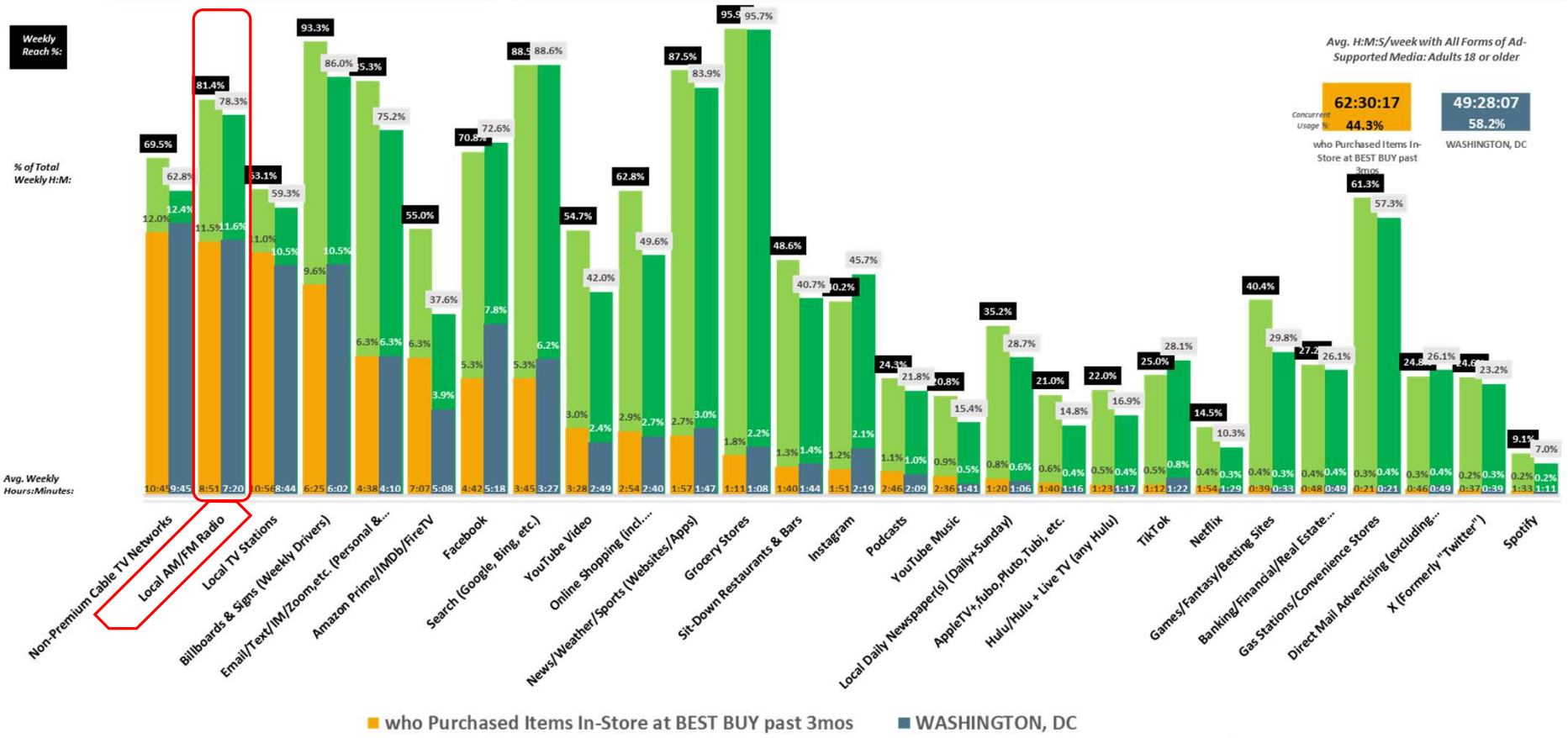
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[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos spend an average of 2 days, 14 hours, 30 minutes and 17 seconds each week with All Forms of Ad-Supported Media.

81.4% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos spend an avg. of 8 hours and 51 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.5% of total time spent with all forms of Ad-Supported Media.



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 496 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

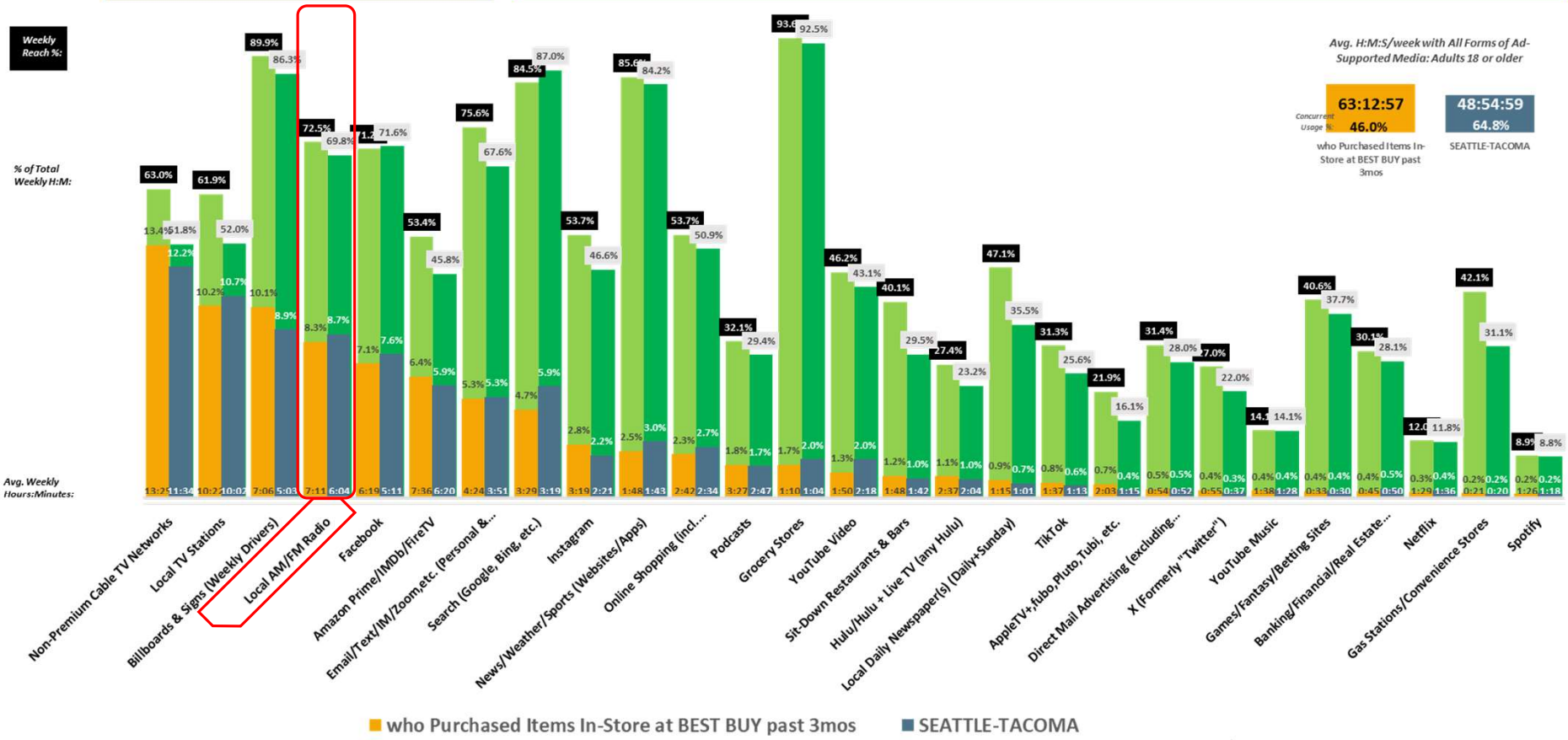
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[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos spend an average of 2 days, 15 hours, 12 minutes and 57 seconds each week with All Forms of Ad-Supported Media.

72.5% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos spend an avg. of 7 hours and 11 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.3% of total time spent with all forms of Ad-Supported Media.



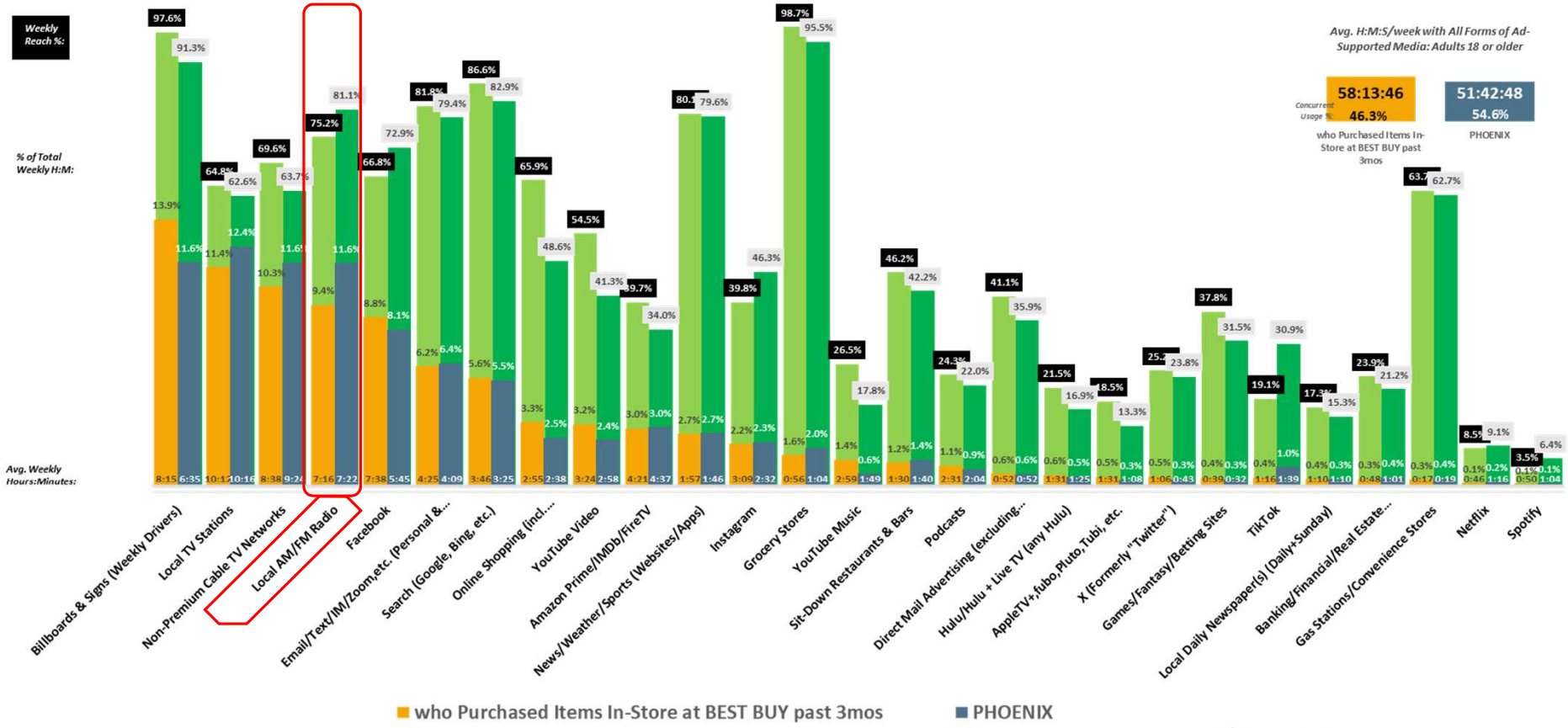
SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 336 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860
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[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos spend an average of 2 days, 10 hours, 13 minutes and 46 seconds each week with All Forms of Ad-Supported Media.

75.2% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos spend an avg. of 7 hours and 16 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.4% of total time spent with all forms of Ad-Supported Media.



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 216 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

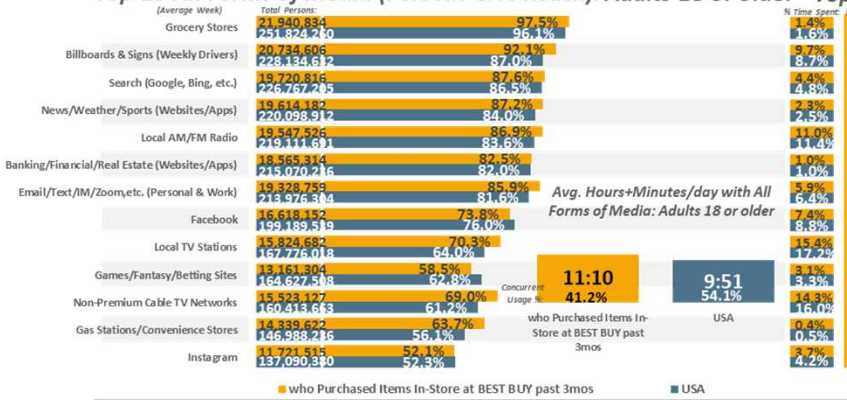
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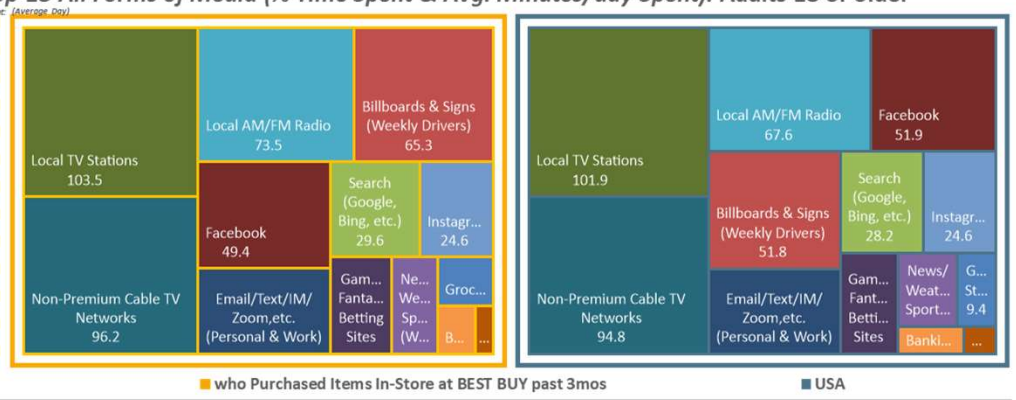
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[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

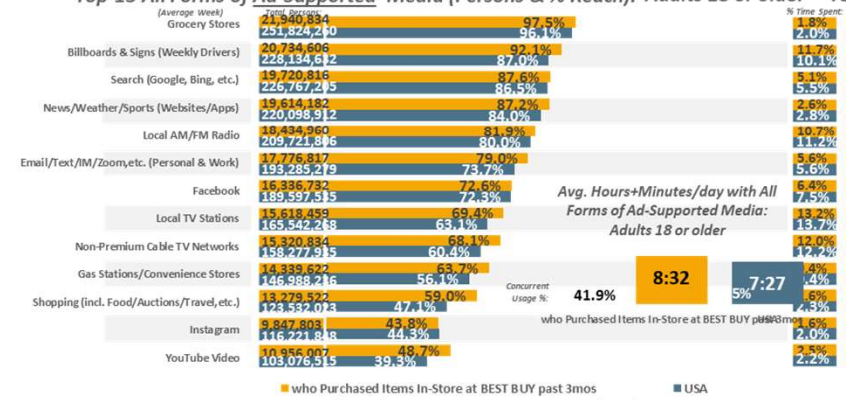
Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos spend an average of 8 hours and 32 minutes each day with All Forms of Ad-Supported Media. 81.9% listen to Local AM/FM Radio for an avg. of 66.7 minutes/day. *(Local Radio delivers 10.7% of Time with Ad-Supported Media.)*

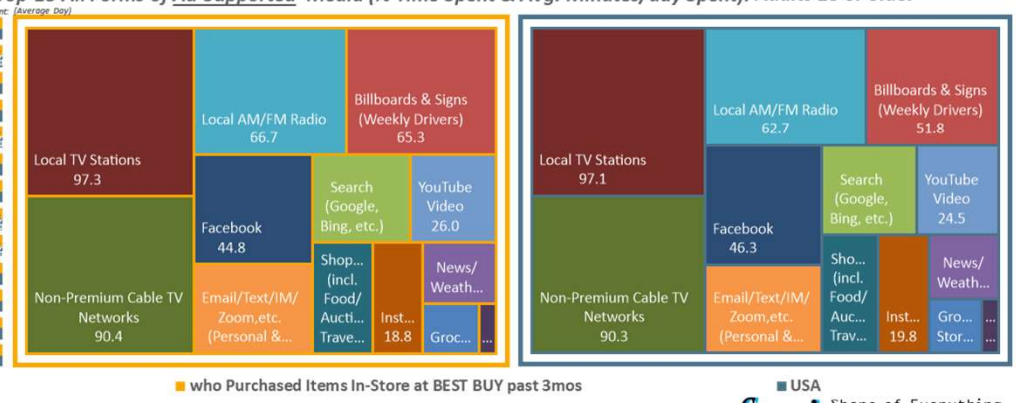
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older





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





USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 2,034

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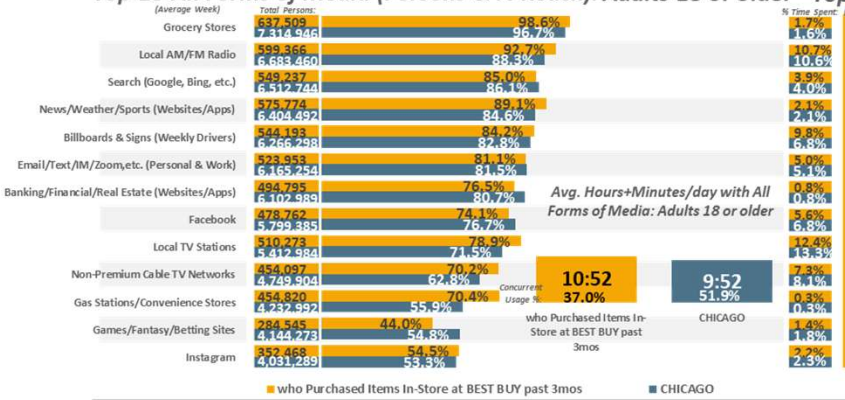
USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

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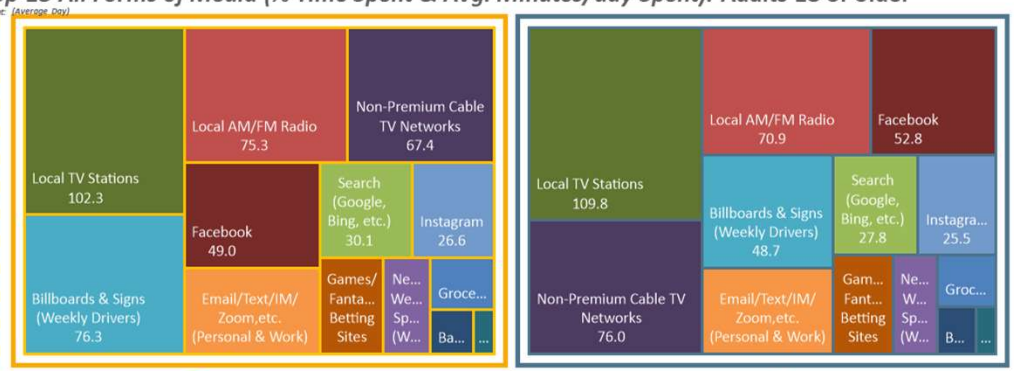
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos spend an average of 8 hours and 4 minutes each day with All Forms of Ad-Supported Media. 87.1% listen to Local AM/FM Radio for an avg. of 69.9 minutes/day. *(Local Radio delivers 12.6% of Time with Ad-Supported Media.)*

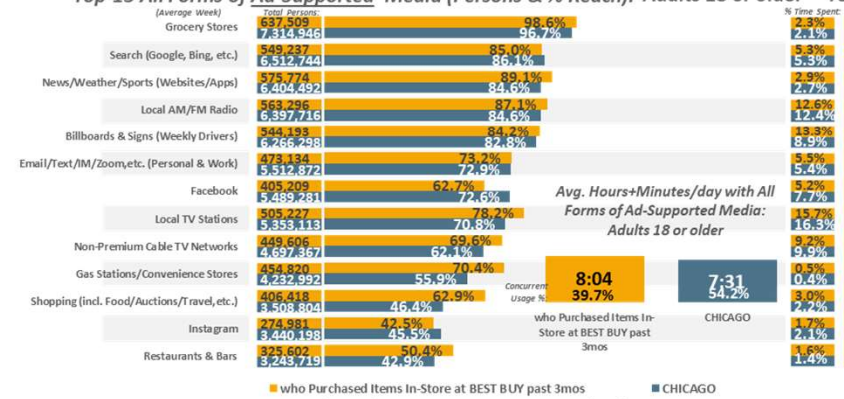
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



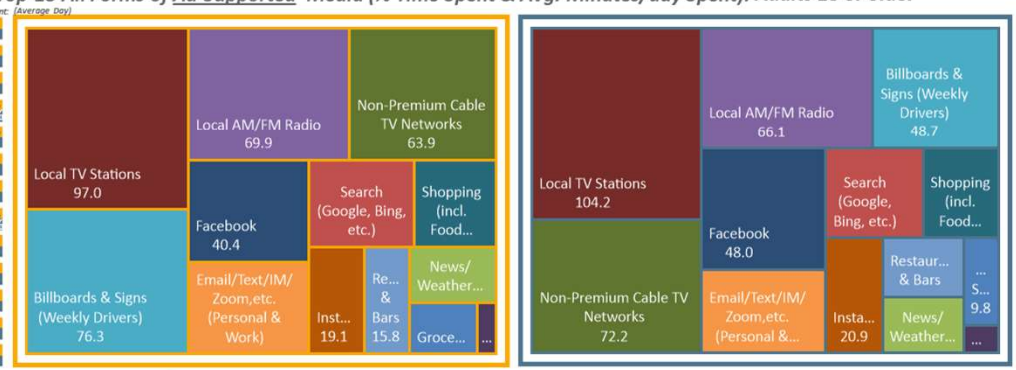
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 297

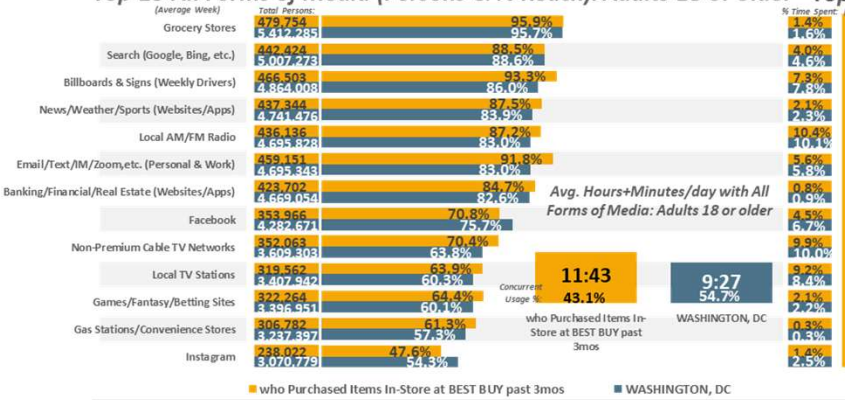
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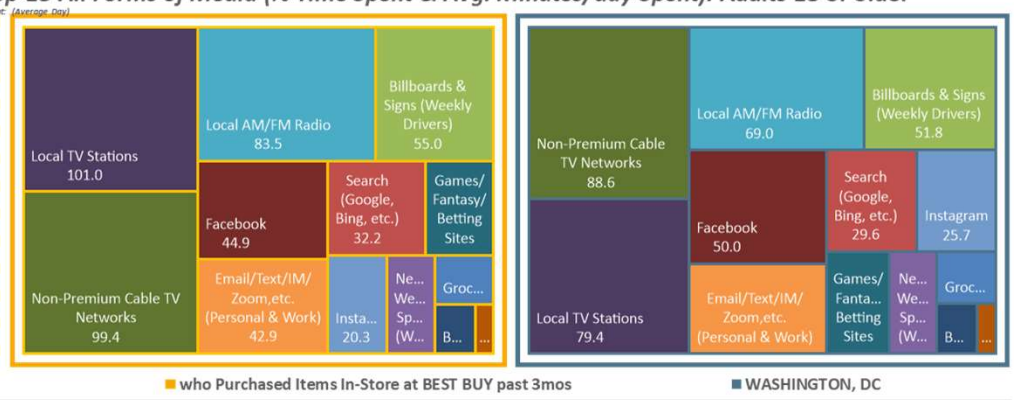
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos spend an average of 8 hours and 55 minutes each day with All Forms of Ad-Supported Media. 81.4% listen to Local AM/FM Radio for an avg. of 76. minutes/day. *(Local Radio delivers 11.5% of Time with Ad-Supported Media.)*

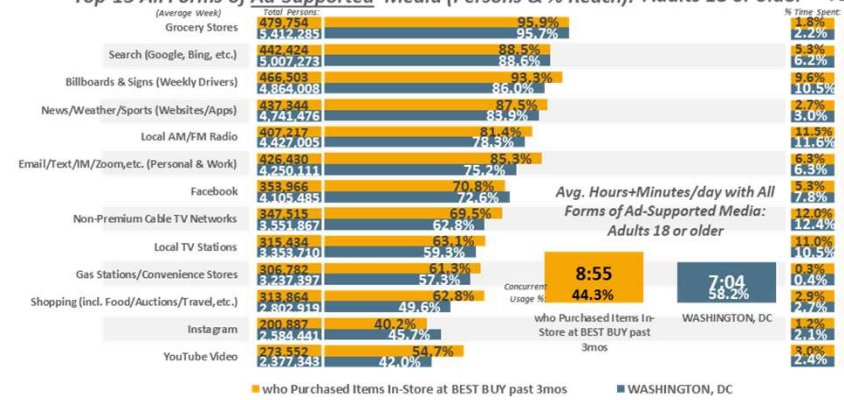
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



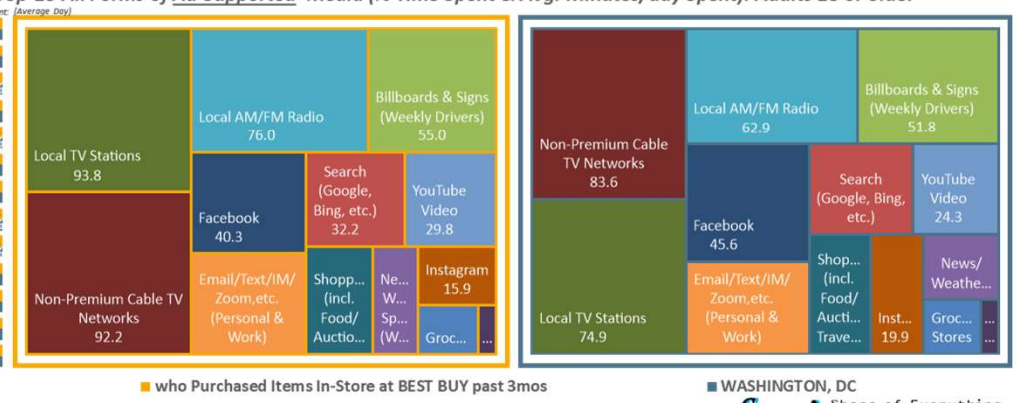
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 496

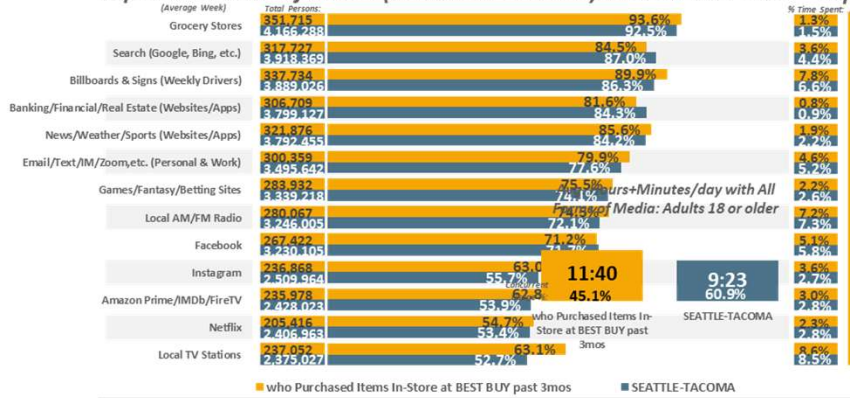
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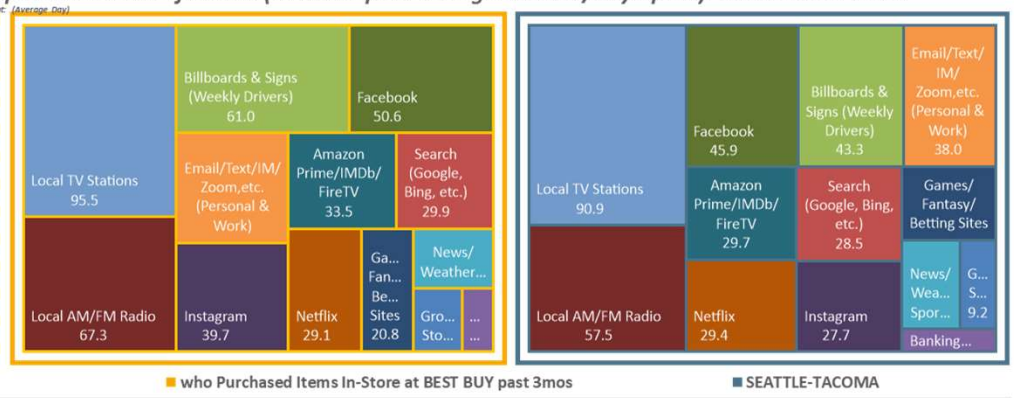
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos spend an average of 9 hours and 1 minutes each day with All Forms of Ad-Supported Media. 72.5% listen to Local AM/FM Radio for an avg. of 61.7 minutes/day. *(Local Radio delivers 8.3% of Time with Ad-Supported Media.)*

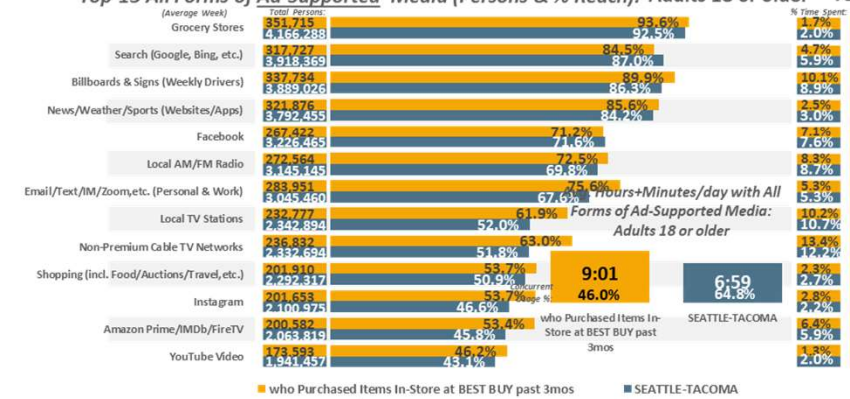
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



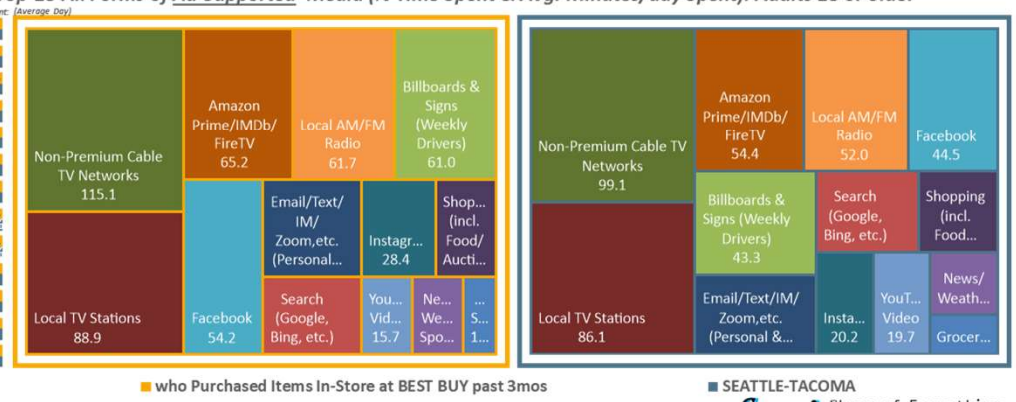
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 336

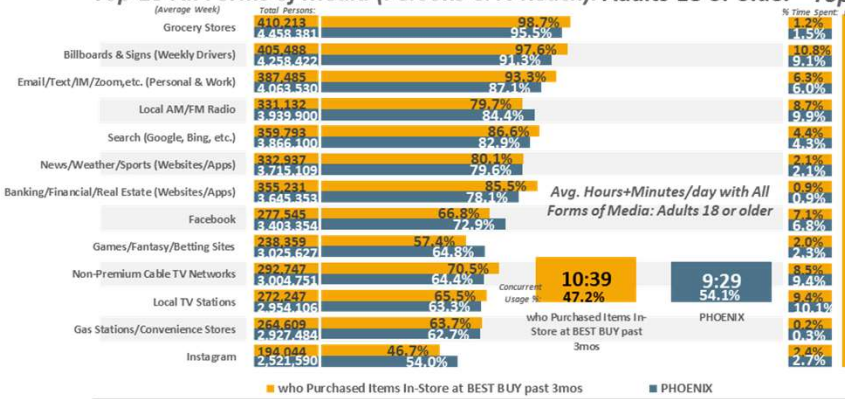
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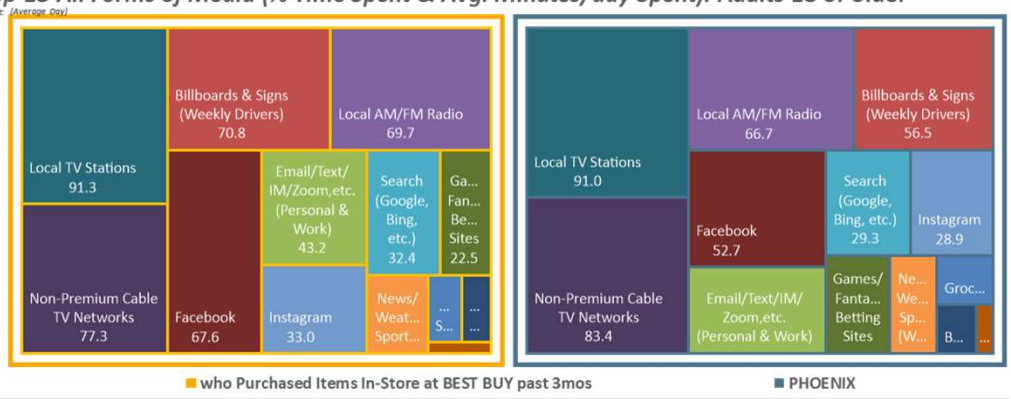
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos spend an average of 8 hours and 19 minutes each day with All Forms of Ad-Supported Media. 75.2% listen to Local AM/FM Radio for an avg. of 62.3 minutes/day. *(Local Radio delivers 9.4% of Time with Ad-Supported Media.)*

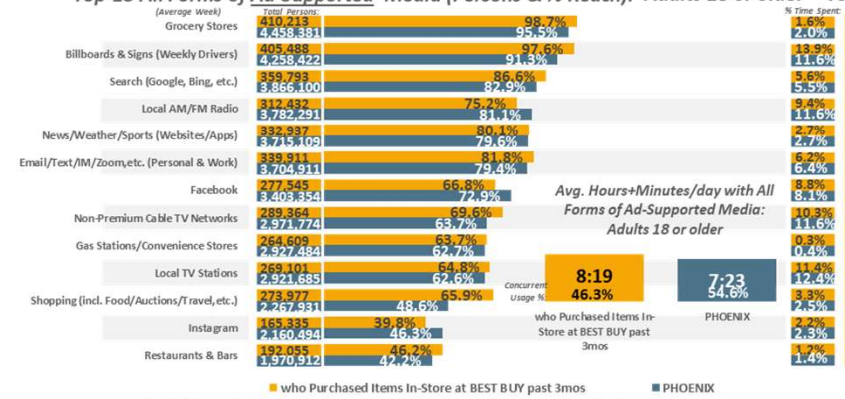
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



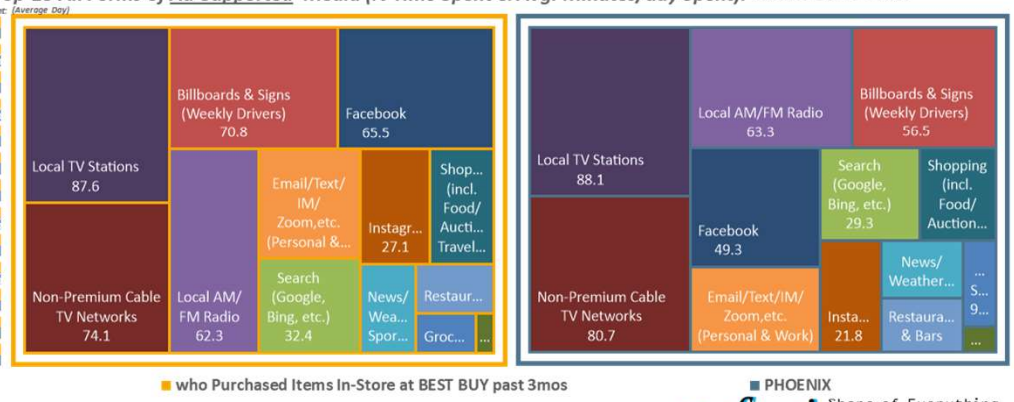
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 216

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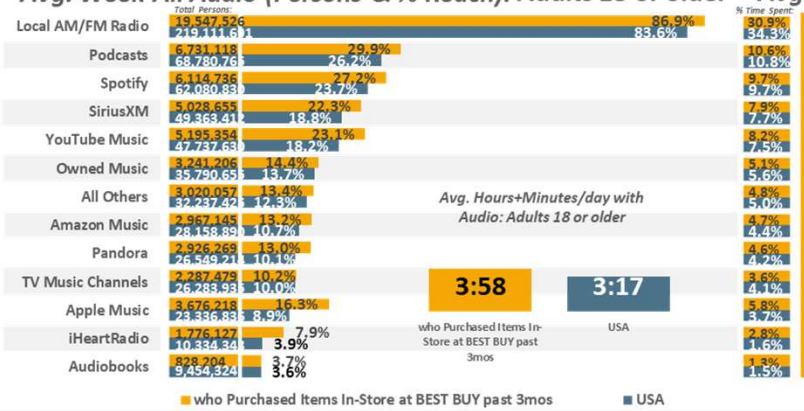
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[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]



18,434,960 or 81.9% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 66.7 minutes every day representing 39.4% of all time spent daily with Ad-Supported Audio.

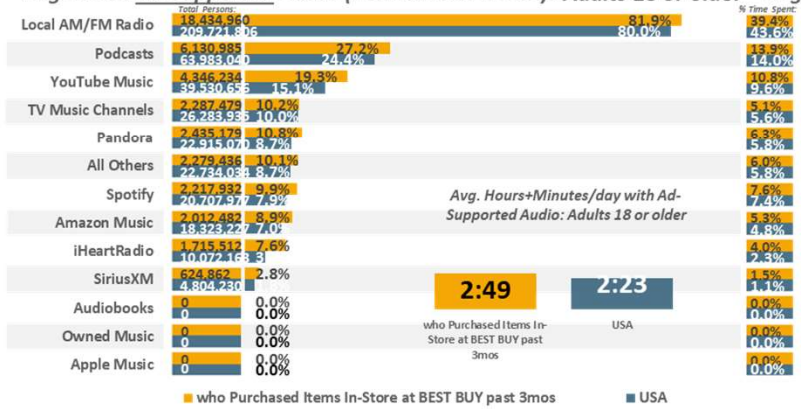
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



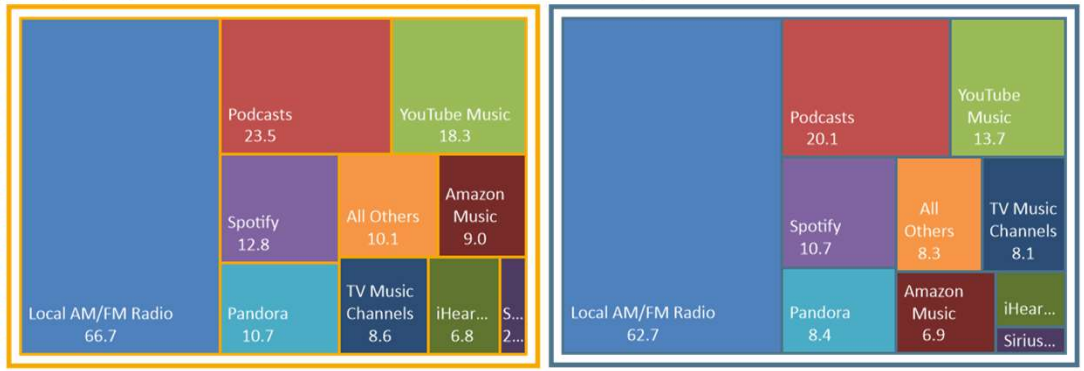
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 2,034

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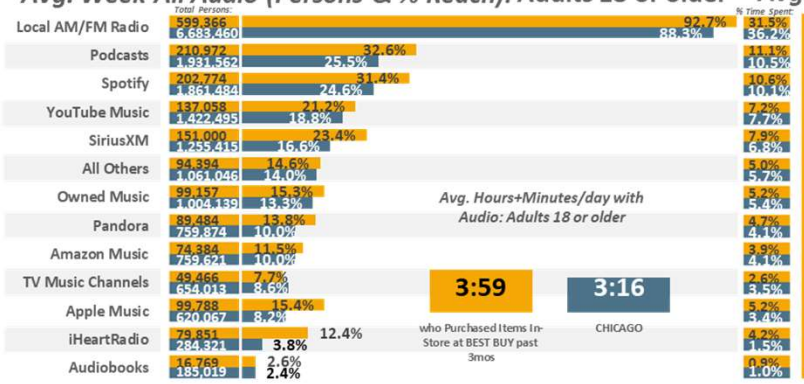
Scarborough R2 2024: Aug23-Sep24 USA Projection

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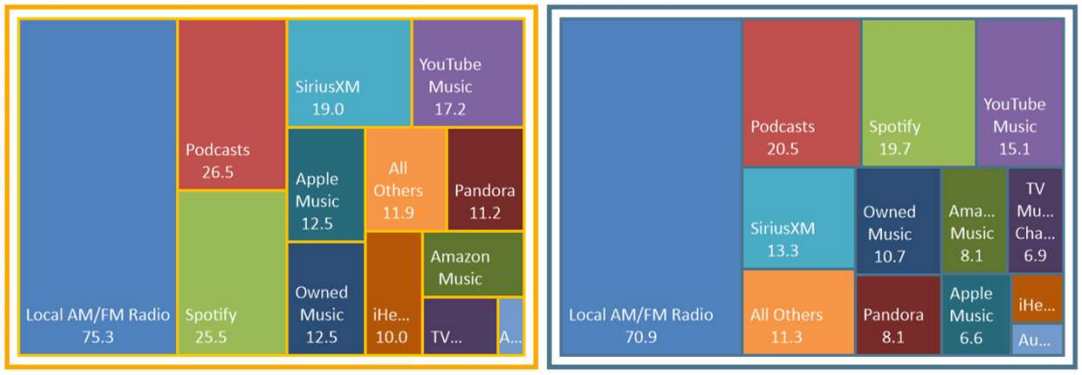
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

563,296 or 87.1% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 69.9 minutes every day representing 38.1% of all time spent daily with Ad-Supported Audio.

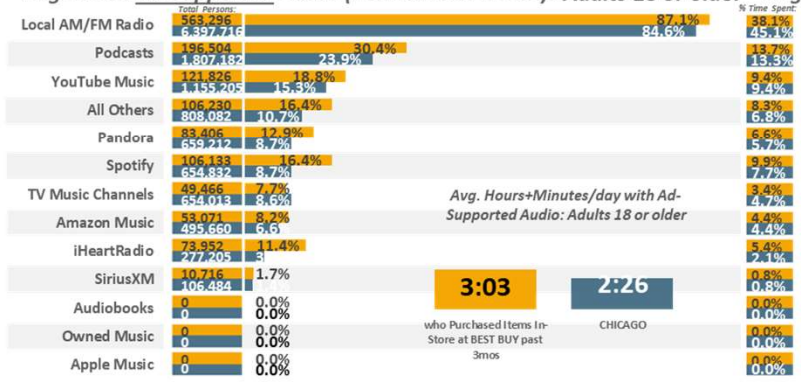
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



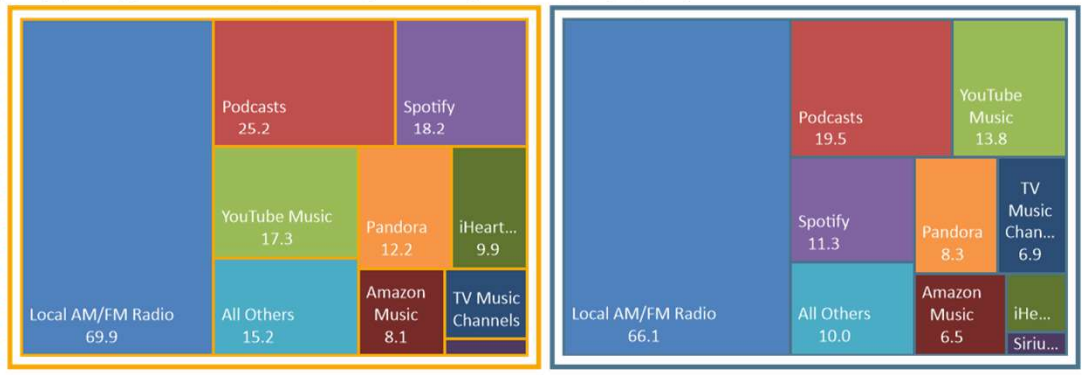
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 297

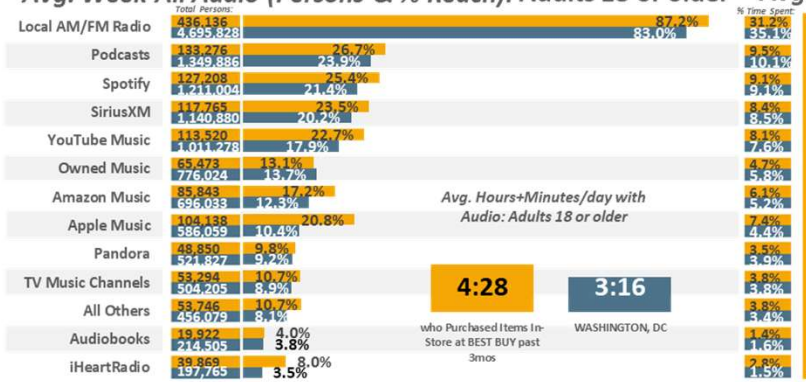
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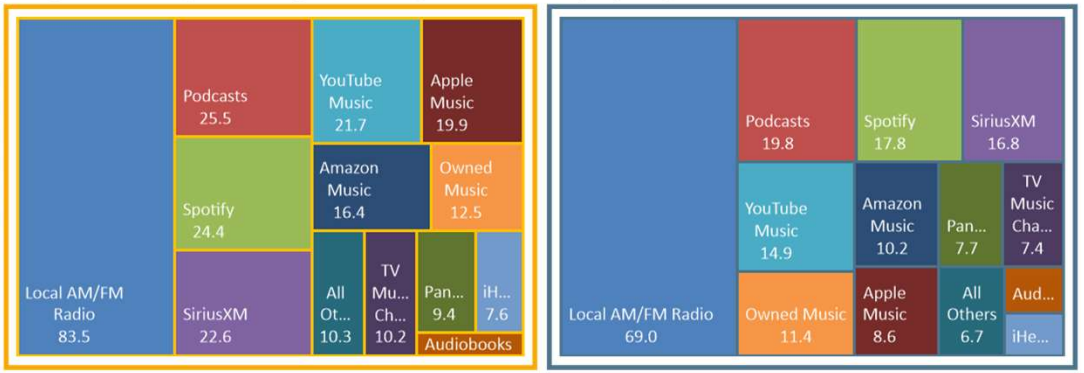
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

407,217 or 81.4% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 76. minutes every day representing 40.9% of all time spent daily with Ad-Supported Audio.

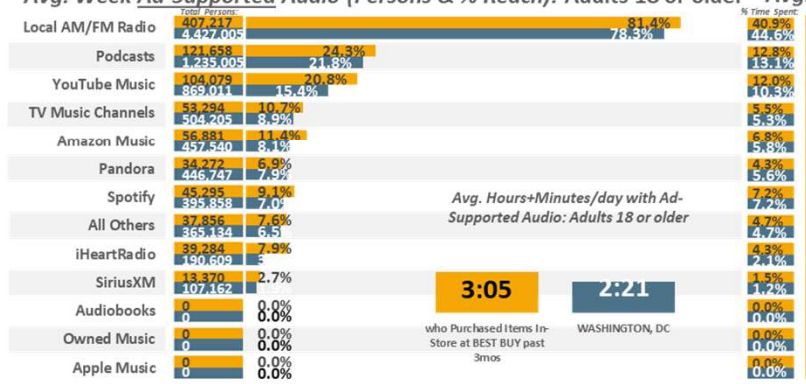
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



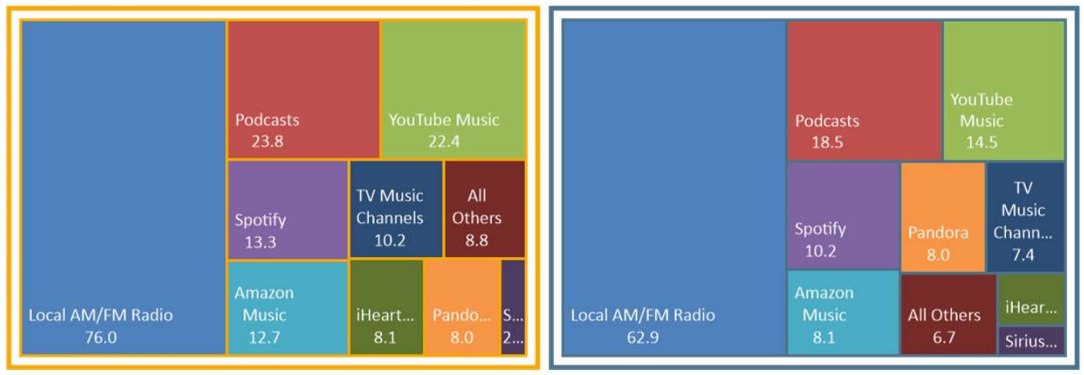
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 496

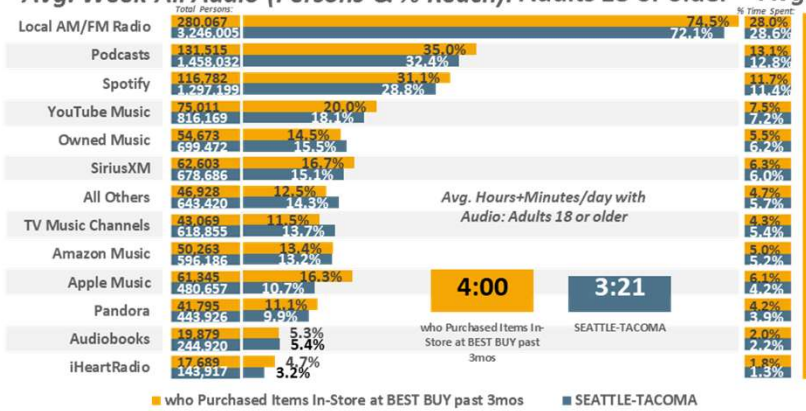
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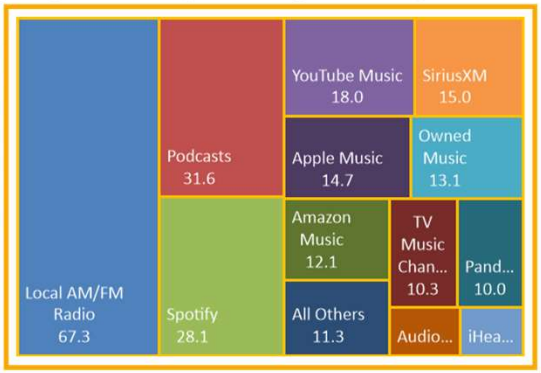
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

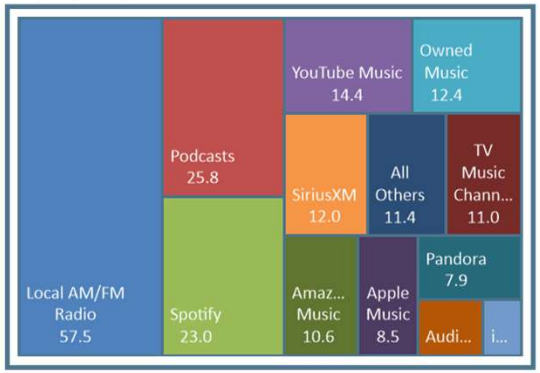
272,564 or 72.5% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 61.7 minutes every day representing 38.7% of all time spent daily with Ad-Supported Audio.

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

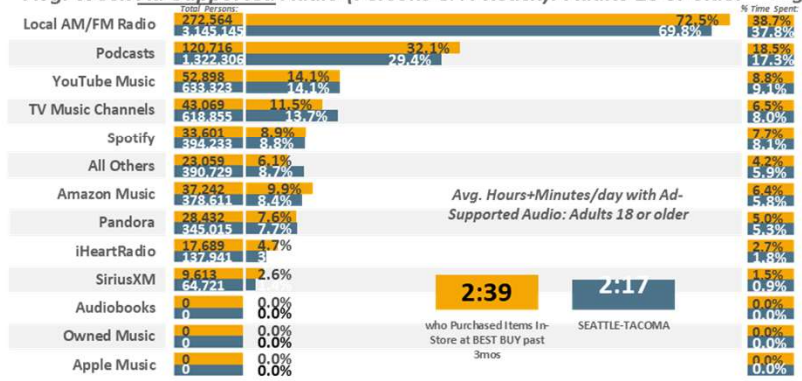


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

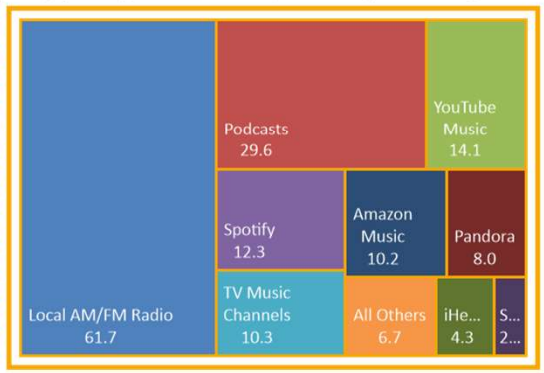


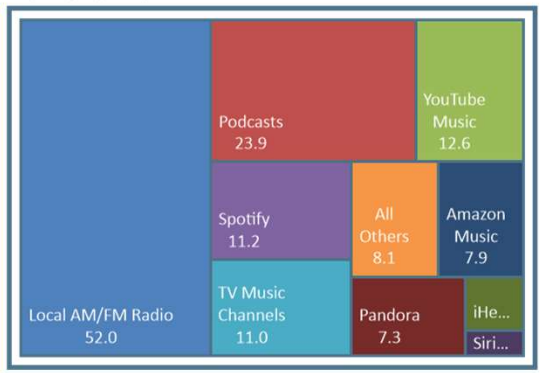


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 336

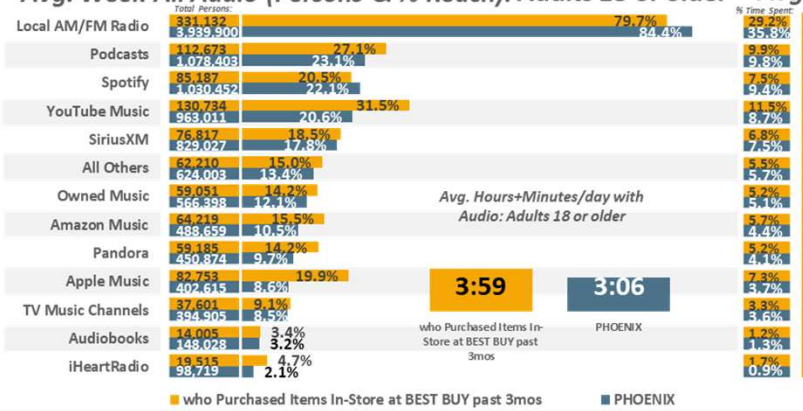
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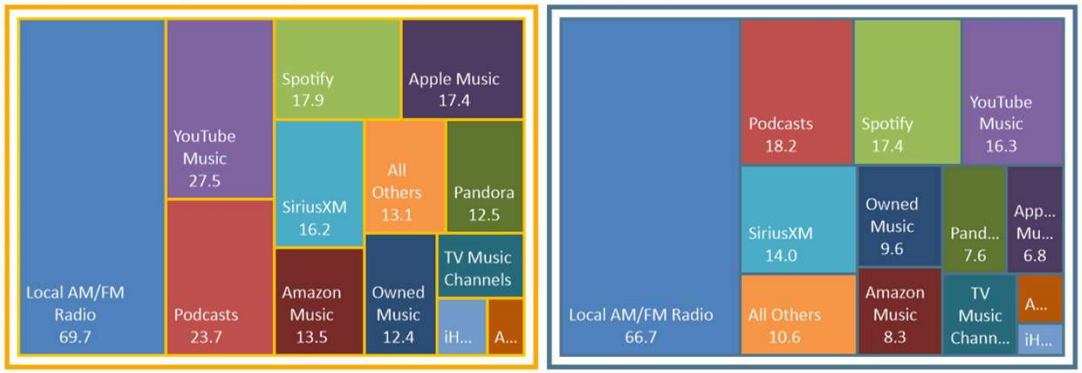
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

312,432 or 75.2% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 62.3 minutes every day representing 38.4% of all time spent daily with Ad-Supported Audio.

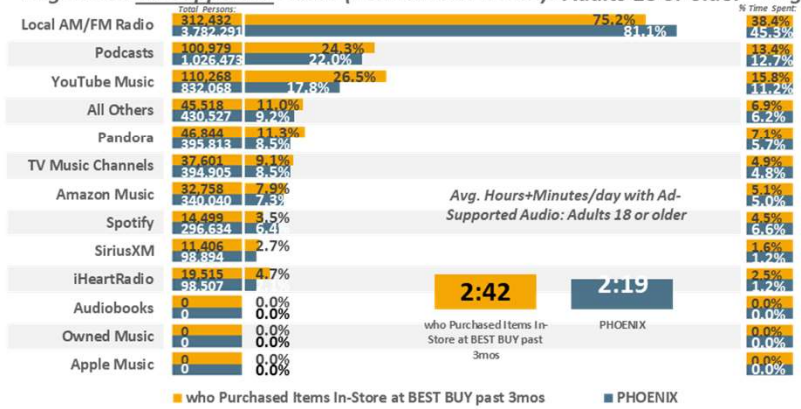
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



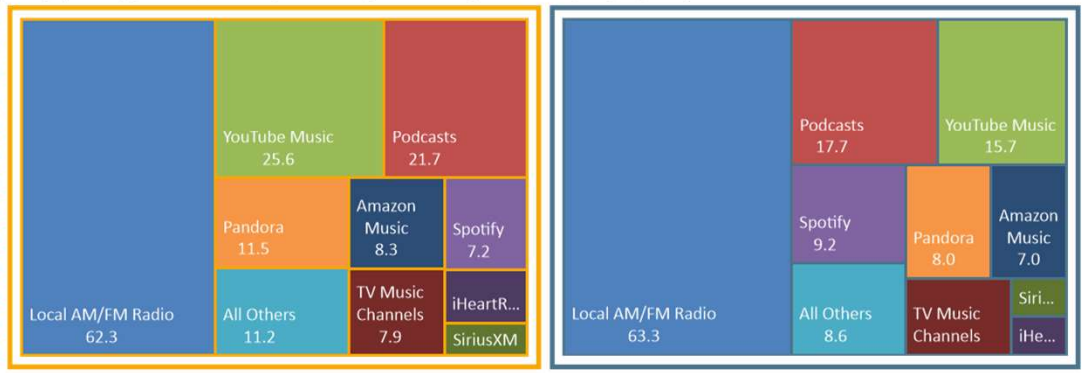
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 216

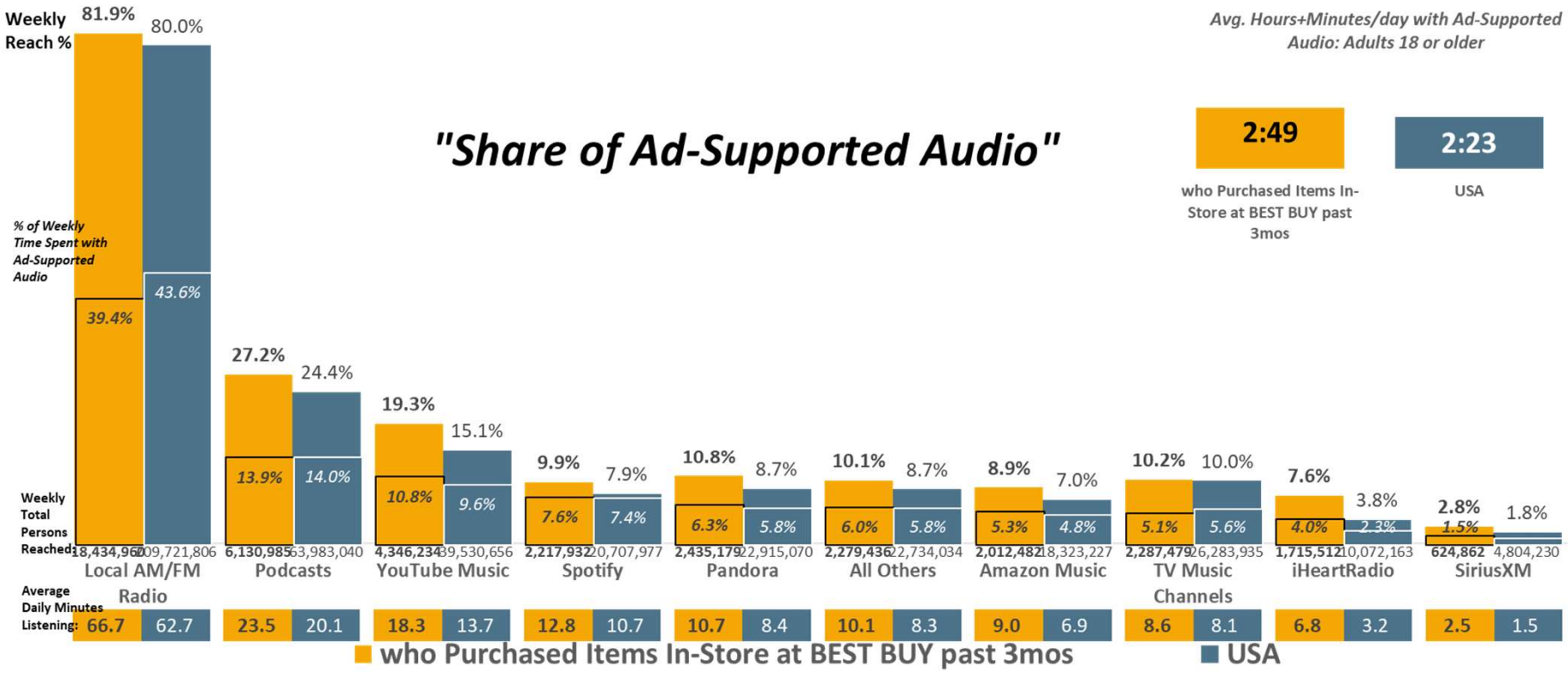
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[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]



18,434,960 or 81.9% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 66.7 minutes every day representing 39.4% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 2,034

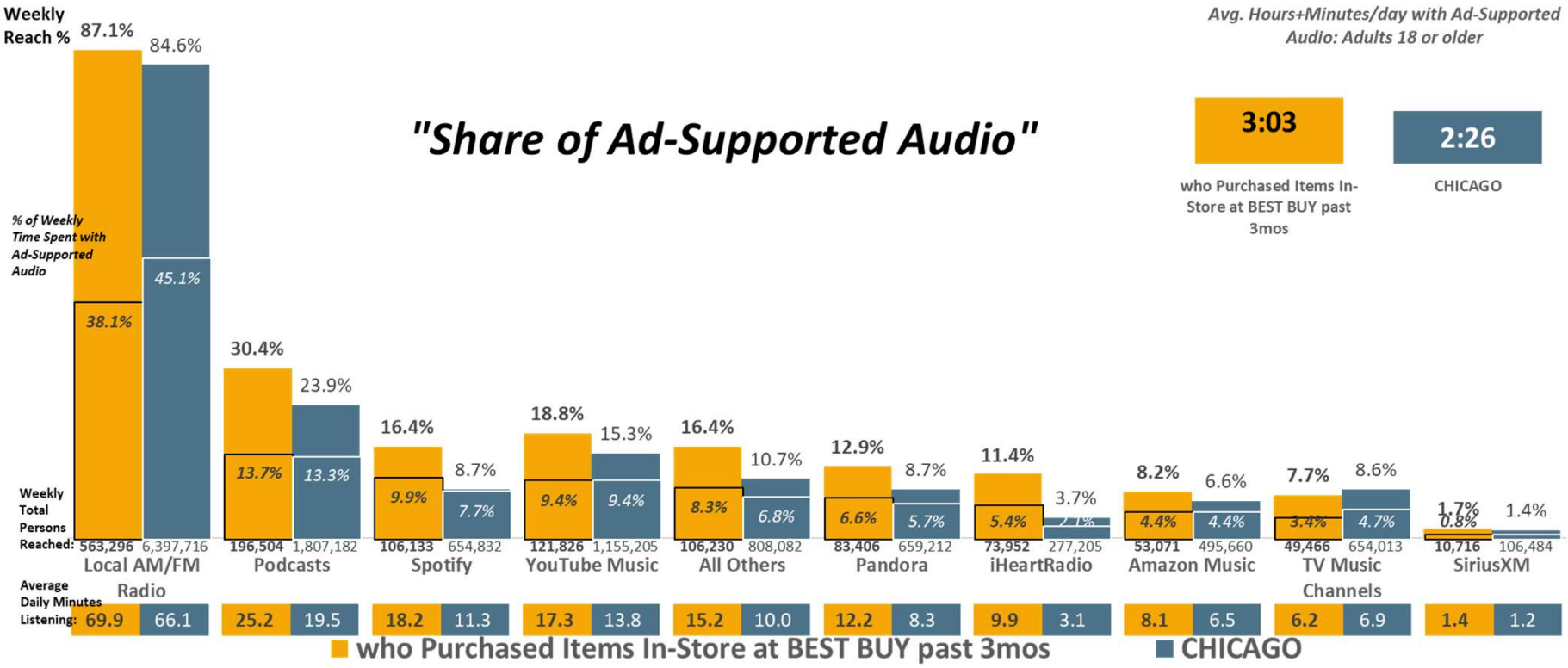
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USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

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

563,296 or 87.1% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 69.9 minutes every day representing 38.1% of all time spent daily with Ad-Supported Audio.



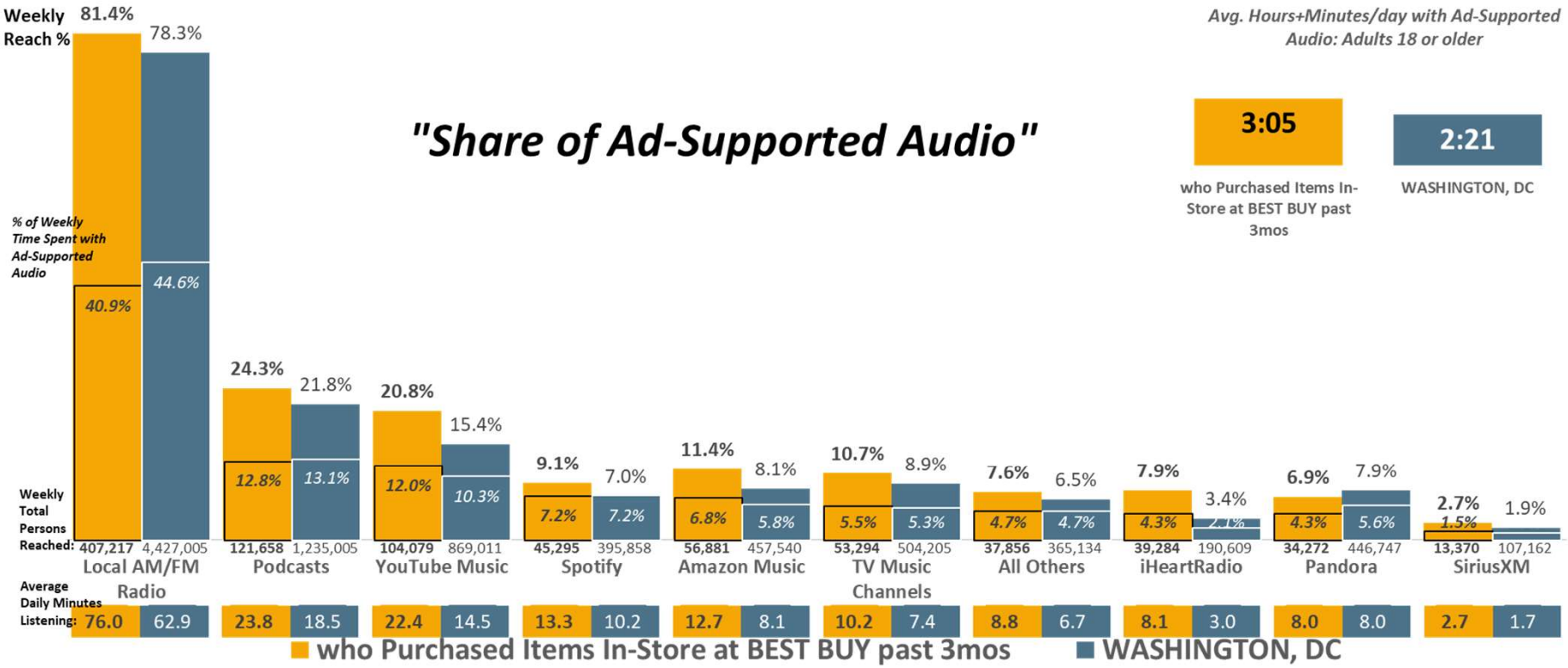
CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 297 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

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

407,217 or 81.4% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 76. minutes every day representing 40.9% of all time spent daily with Ad-Supported Audio.

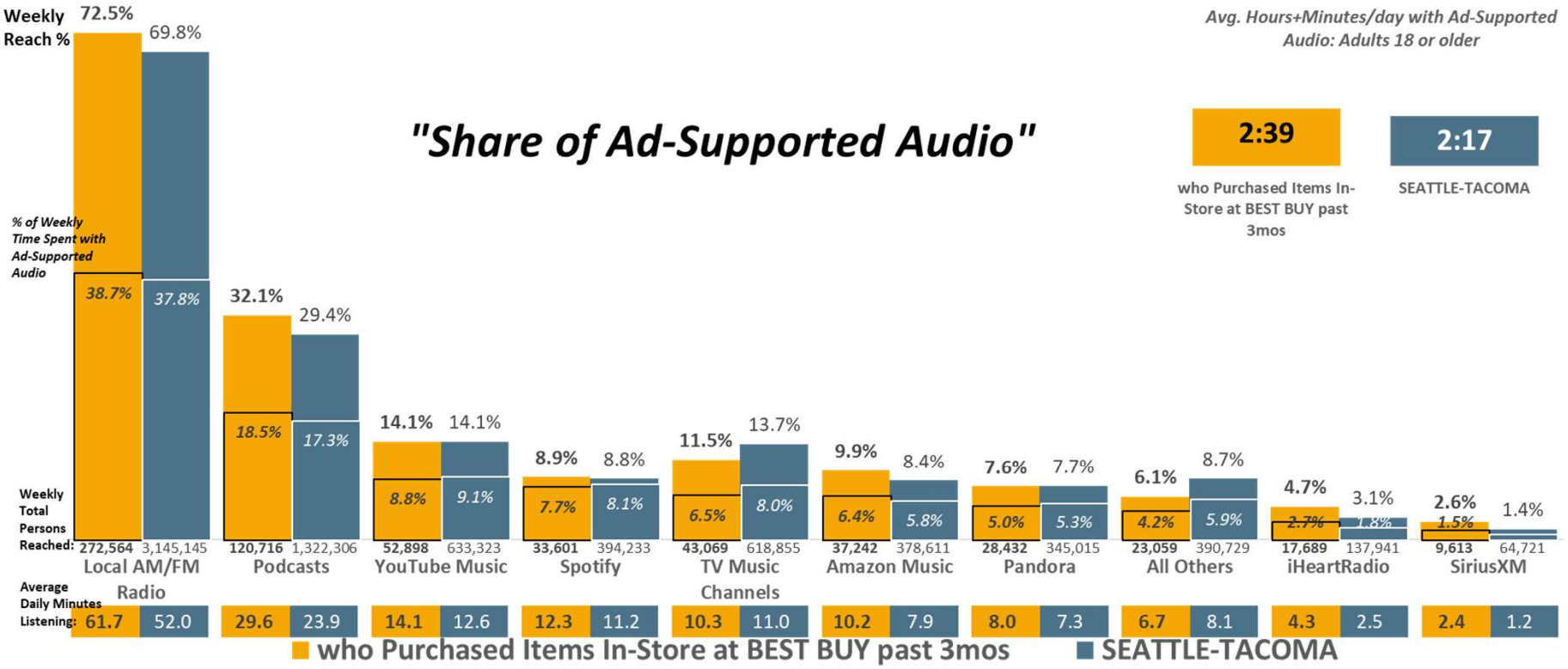


WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 496 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411
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[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

272,564 or 72.5% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 61.7 minutes every day representing 38.7% of all time spent daily with Ad-Supported Audio.



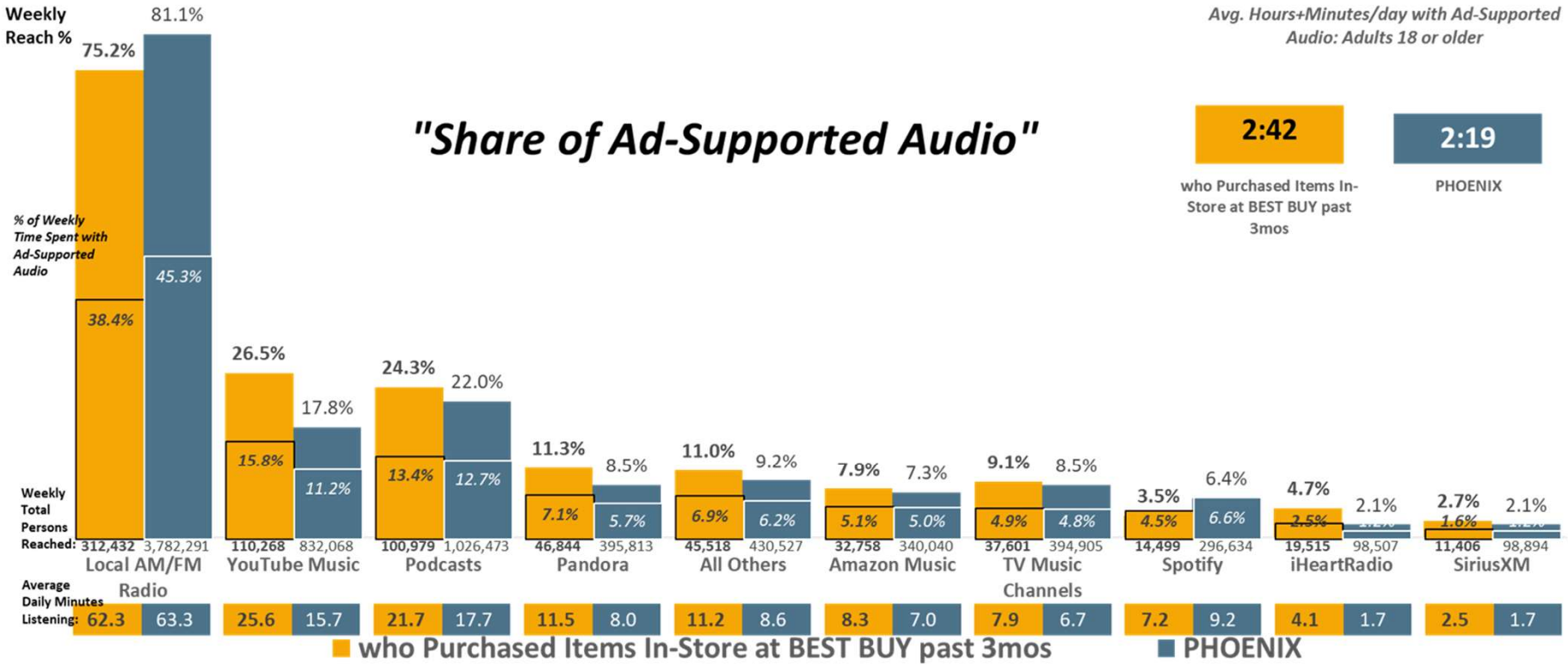
SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 336 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

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312,432 or 75.2% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 62.3 minutes every day representing 38.4% of all time spent daily with Ad-Supported Audio.



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 216 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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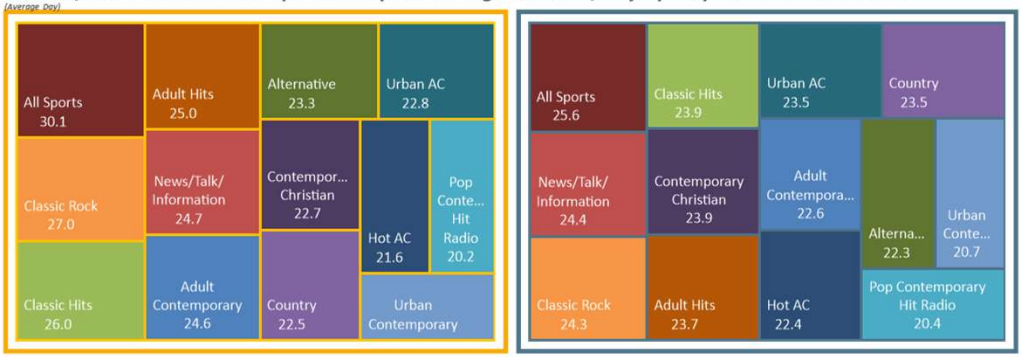
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18,434,960 or 81.9% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Country, Pop Contemporary Hit Radio, and Classic Rock.

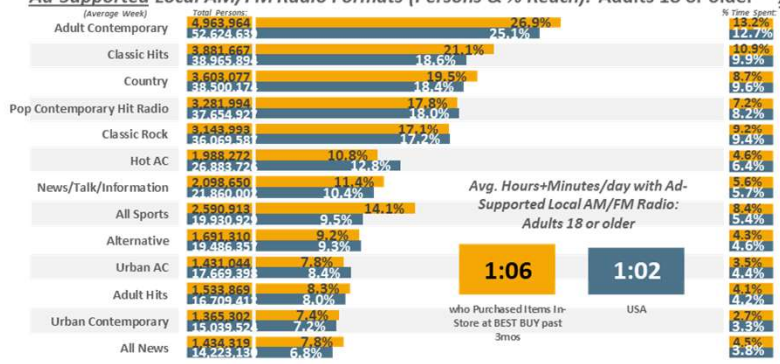
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



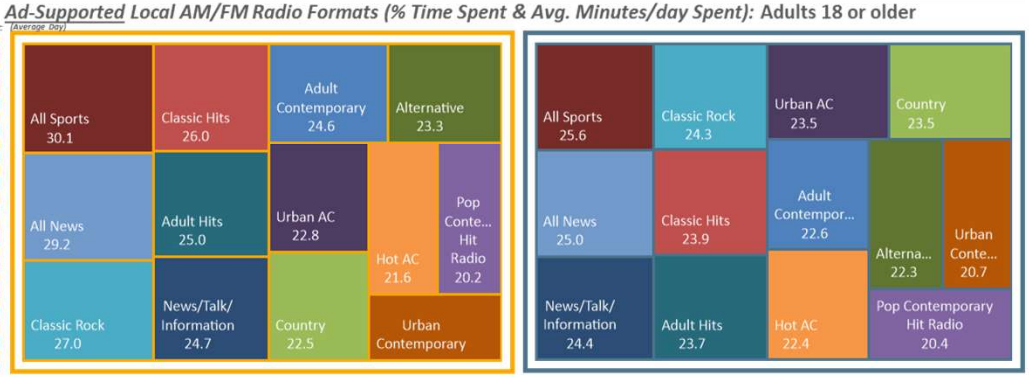
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 2,034

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USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

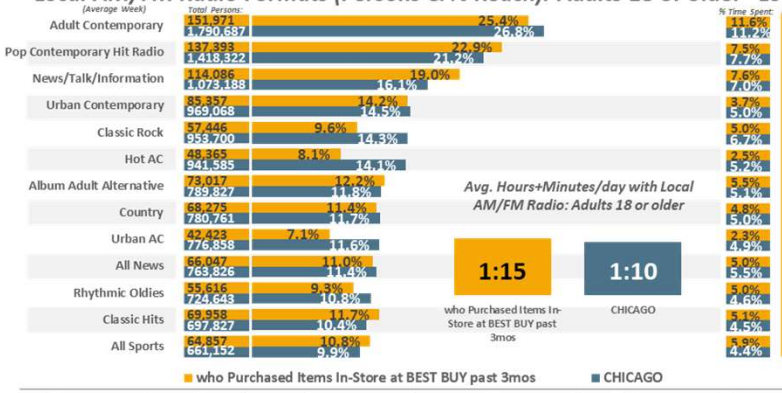
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[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

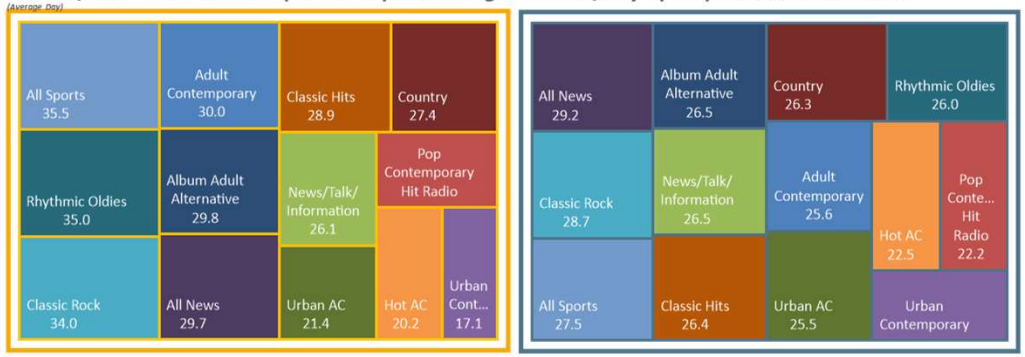
BEST BUY CHI

563,296 or 87.1% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Mexican Regional, Urban Contemporary, and Spanish Con

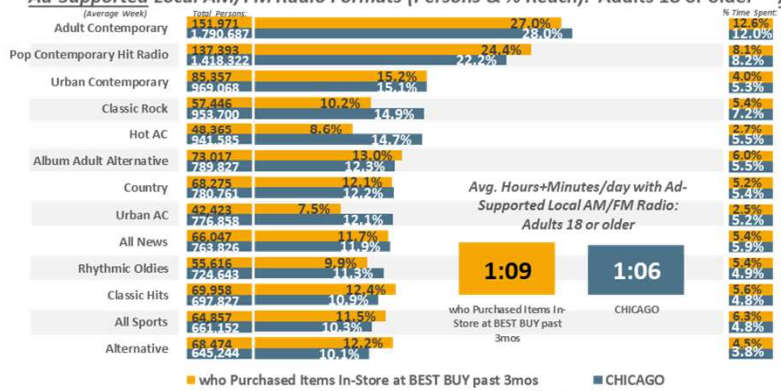
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



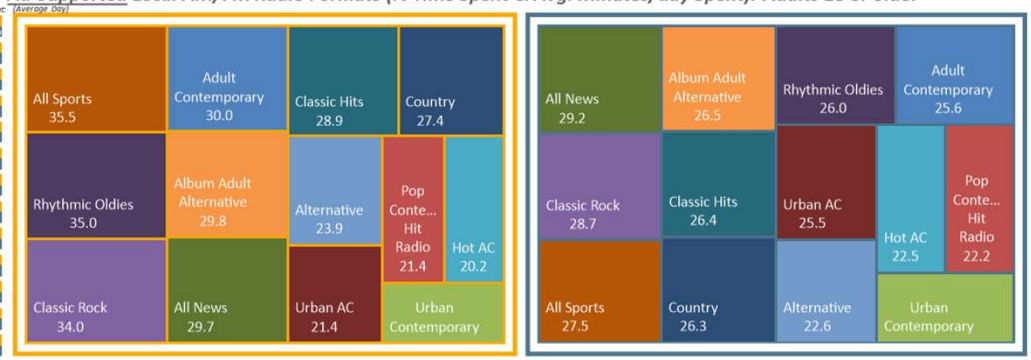
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 297

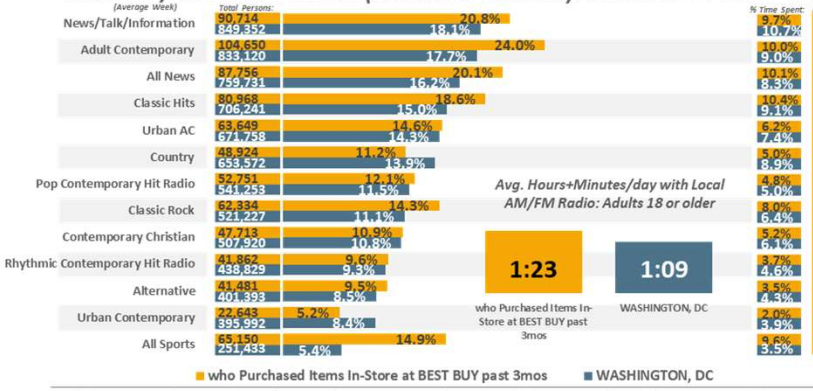
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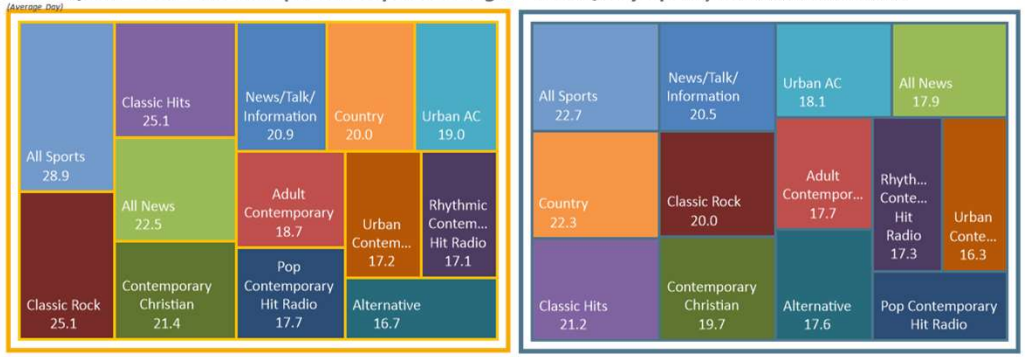
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

407,217 or 81.4% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, All News, Classic Hits, All Sports, and Urban AC.

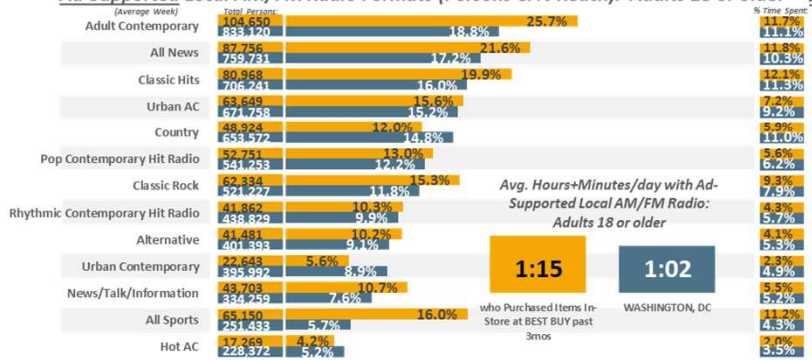
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



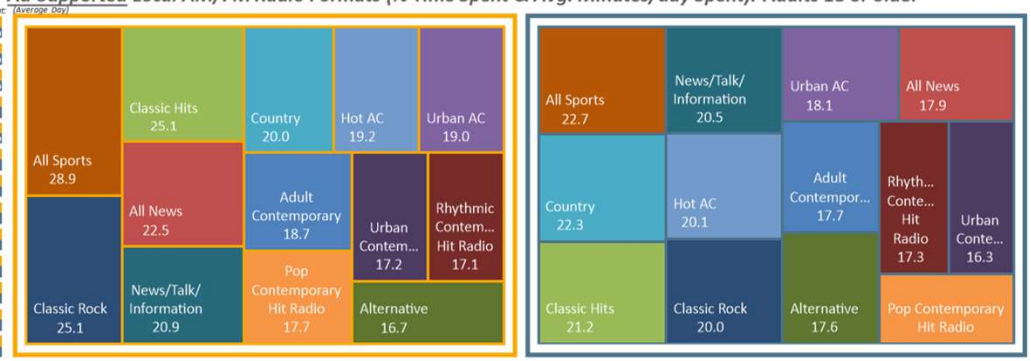
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 496

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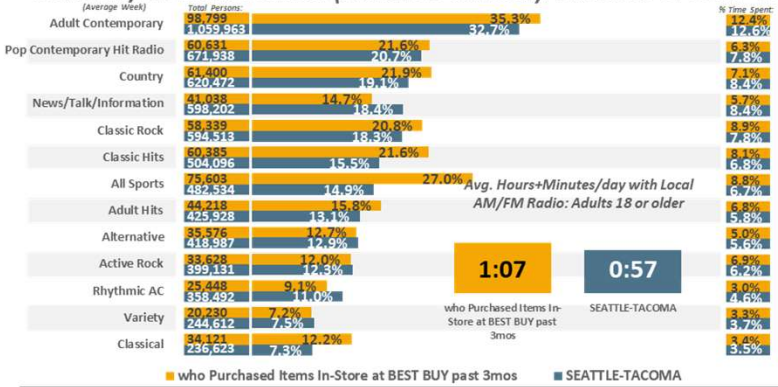
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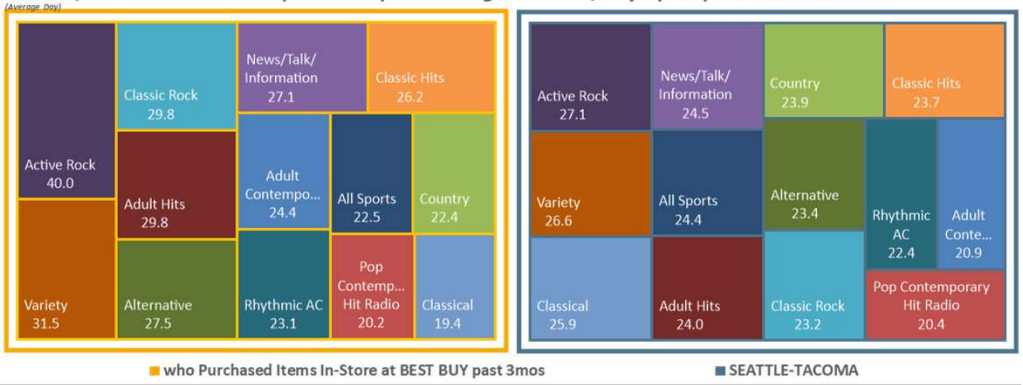


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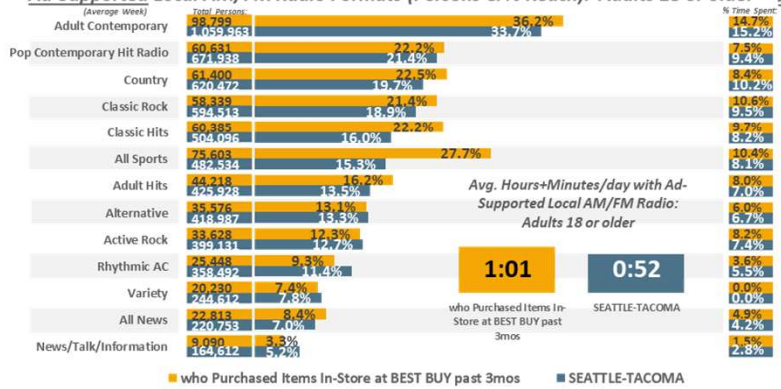
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



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



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 336

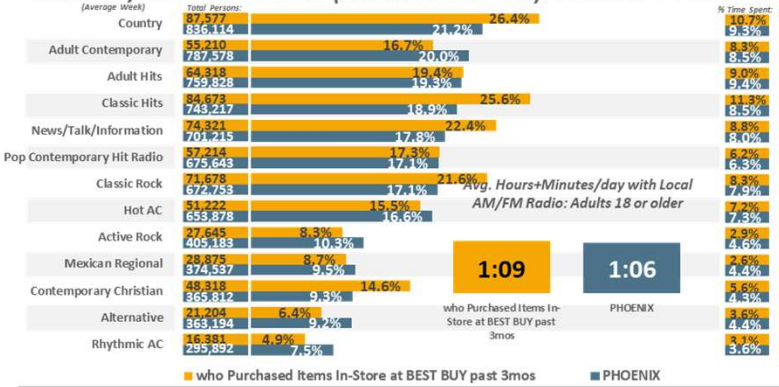
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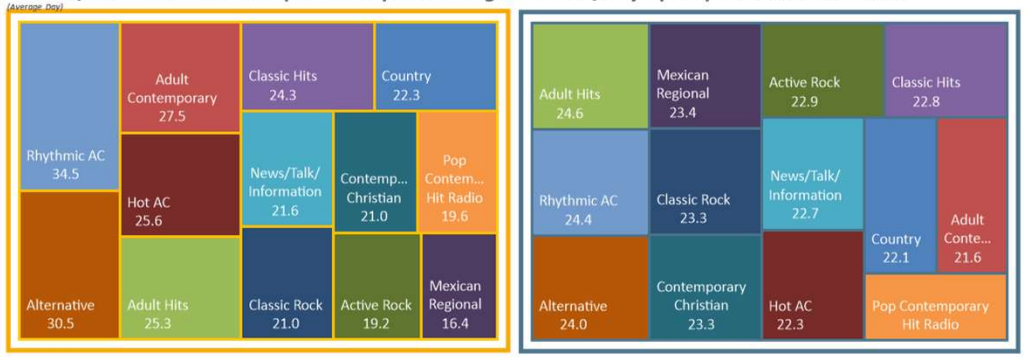
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

312,432 or 75.2% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Classic Hits, Classic Rock, Adult Hits, and Pop Contemporary Hit Radio.

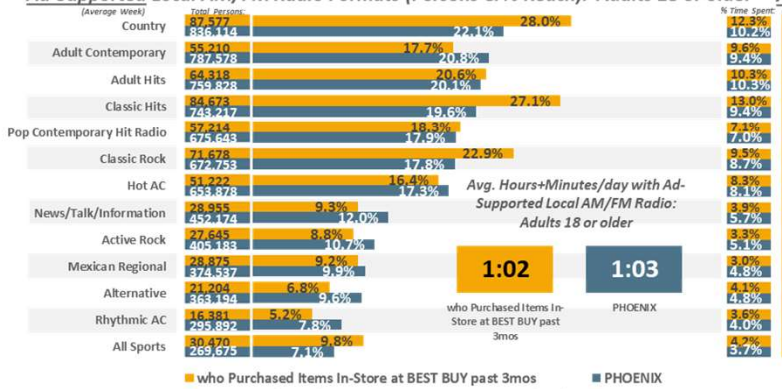
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



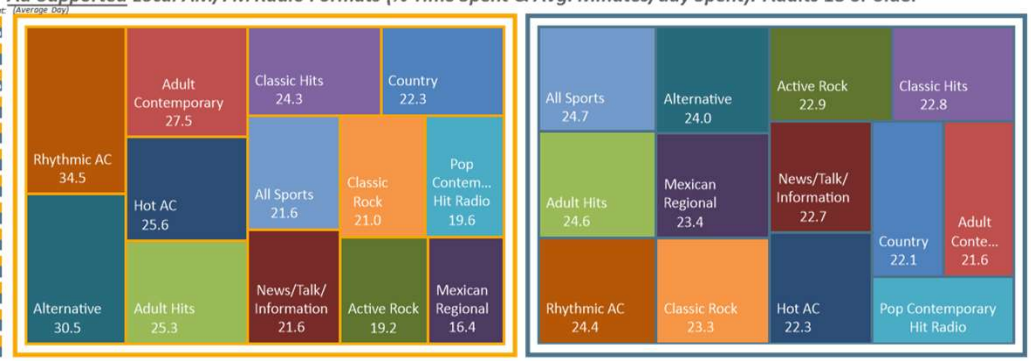
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 216

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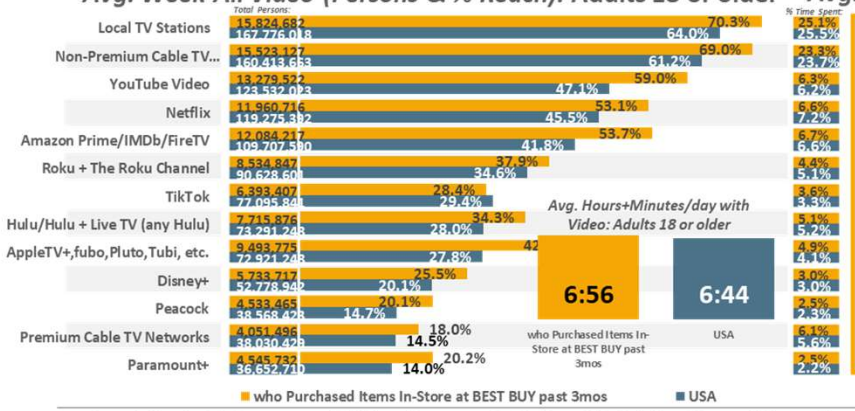
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[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

BEST BUY USA

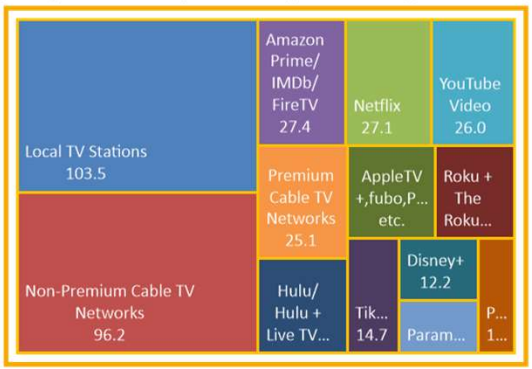
15,618,459 or 69.4% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos watch Ad-Supported Local TV Stations for an average of 97.3 minutes every day representing 28.4% of all time spent daily with Ad-Supported Video.

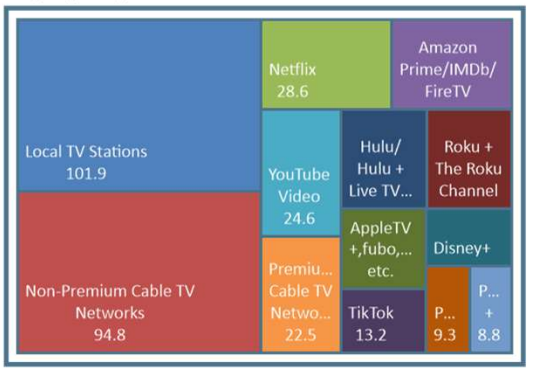
Avg. Week All Video (Persons & % Reach): Adults 18 or older





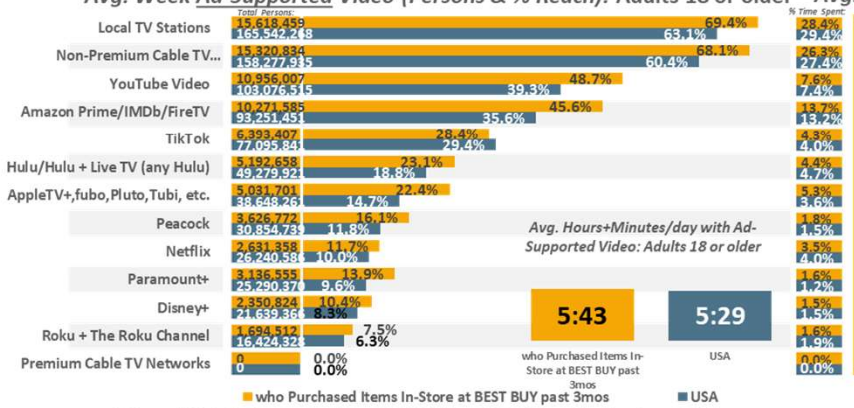
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





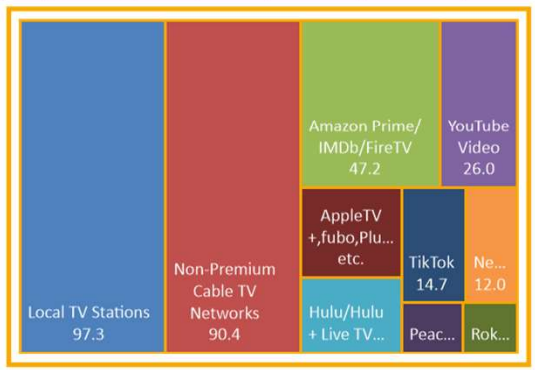


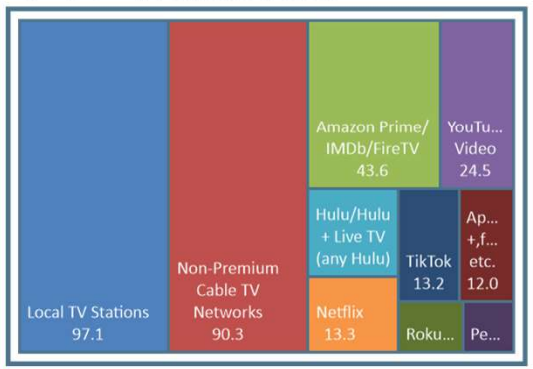
Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older





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







USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 2,034

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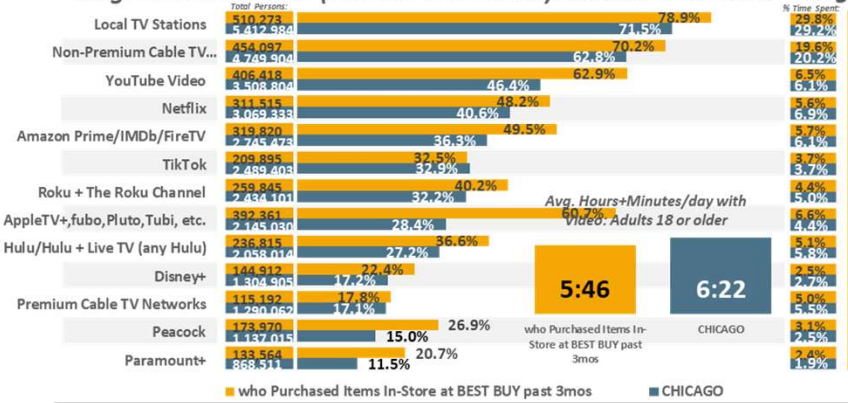
USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

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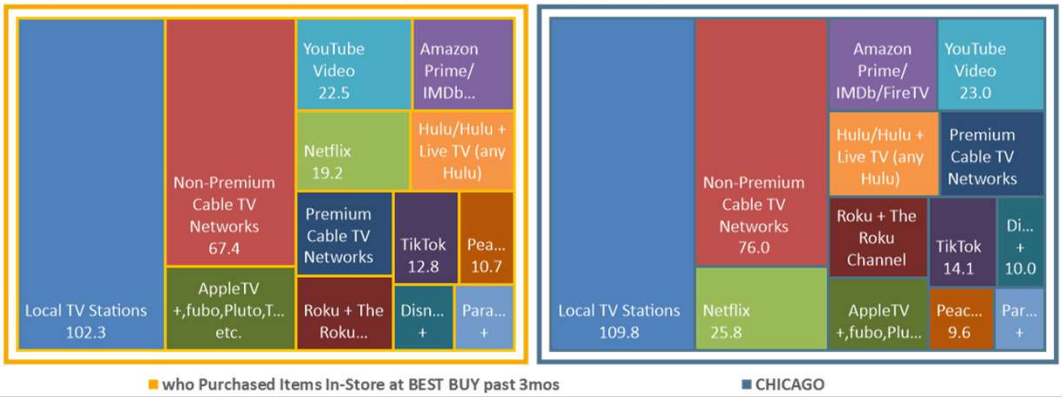
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

505,227 or 78.2% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos watch Ad-Supported Local TV Stations for an average of 97. minutes every day representing 33.8% of all time spent daily with Ad-Supported Video.

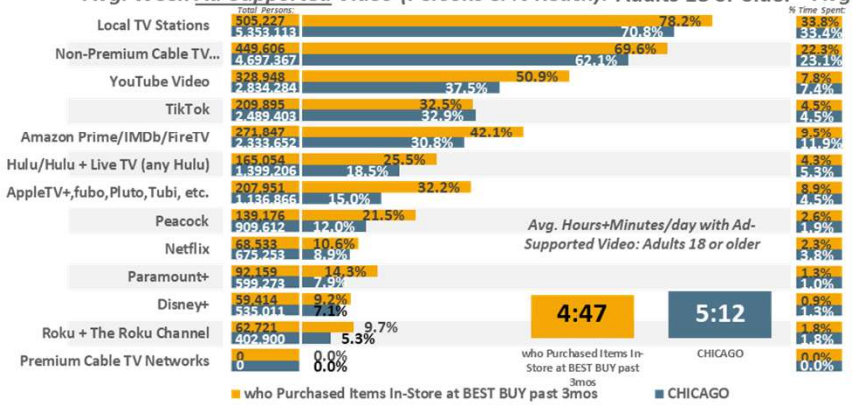
Avg. Week All Video (Persons & % Reach): Adults 18 or older



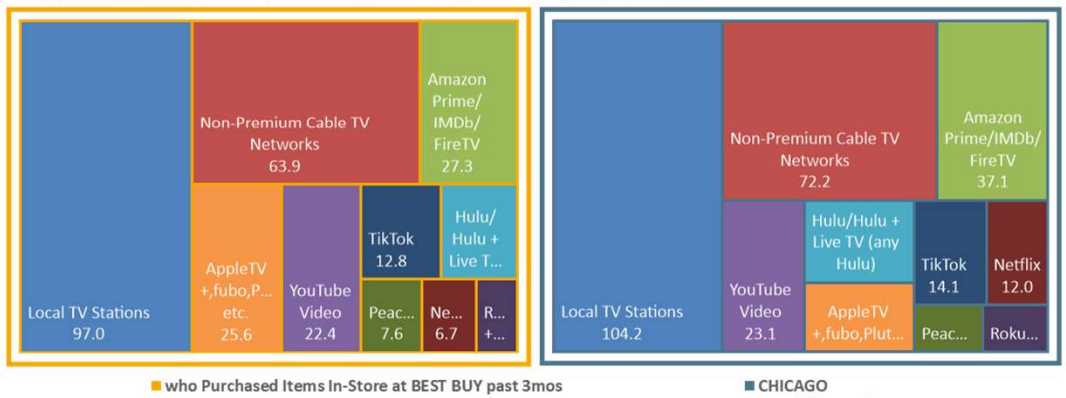
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 297

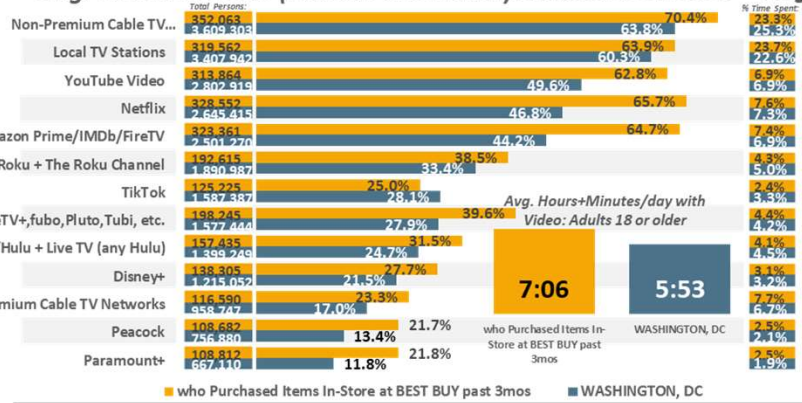
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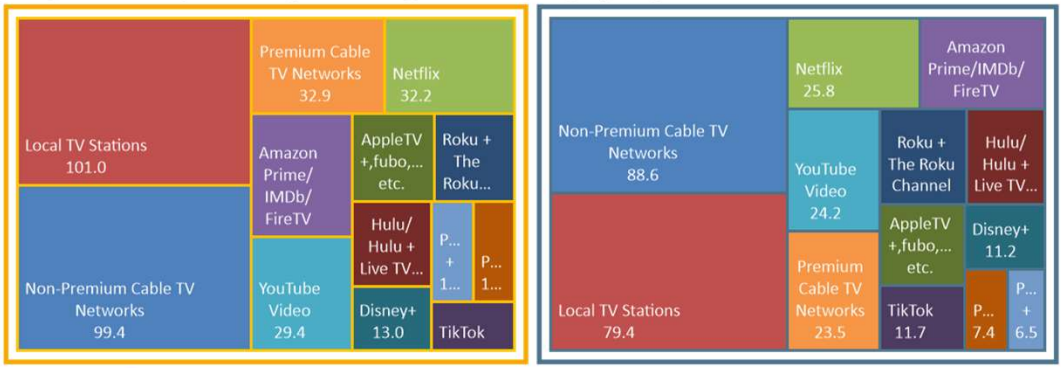
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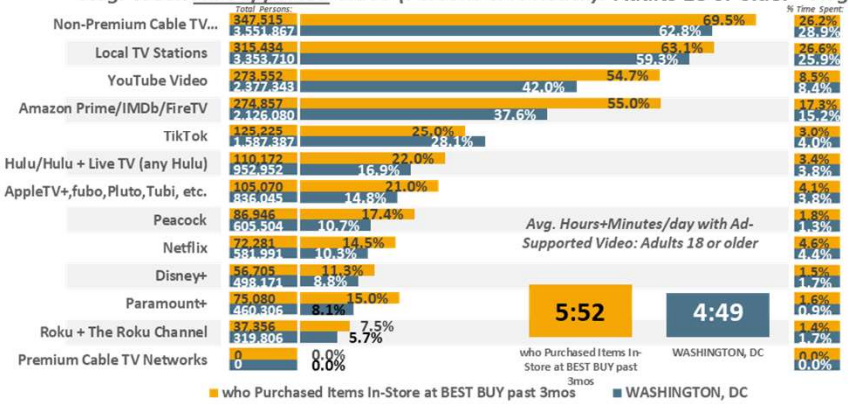
Avg. Week All Video (Persons & % Reach): Adults 18 or older



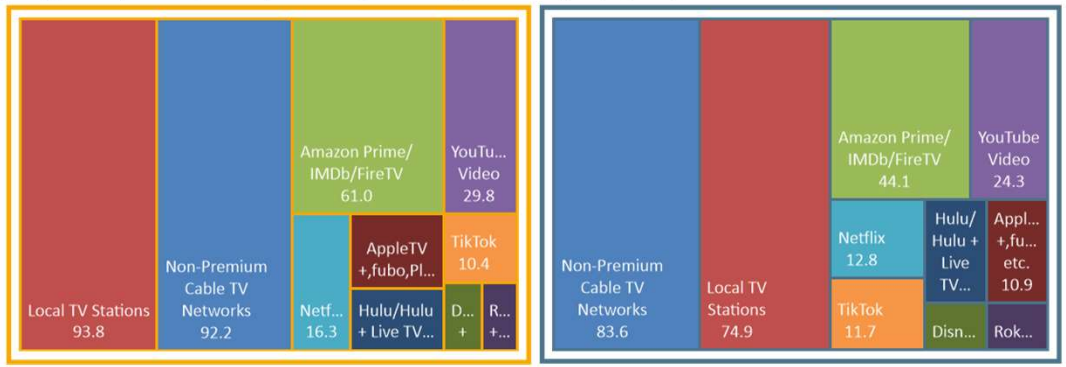
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 496

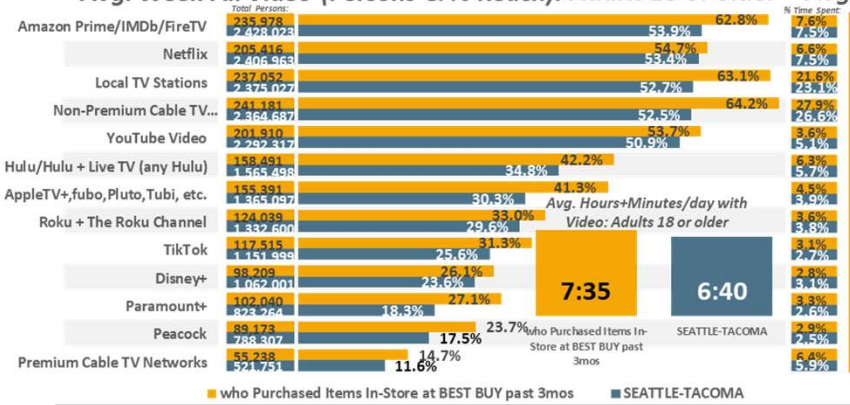
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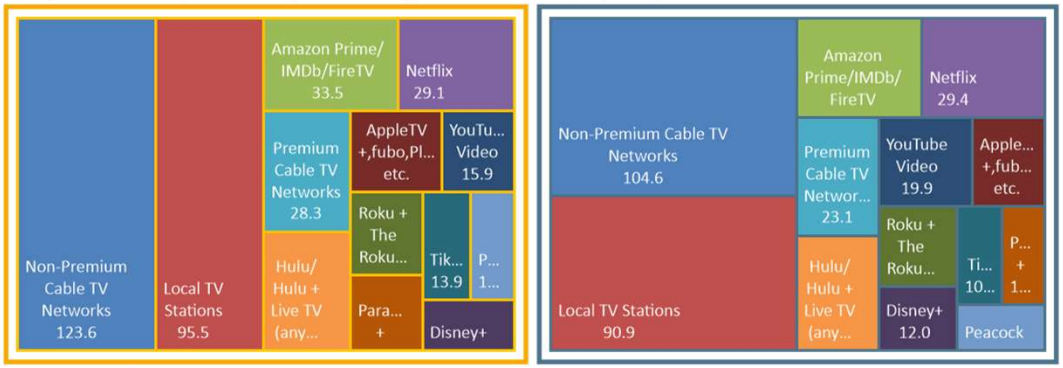
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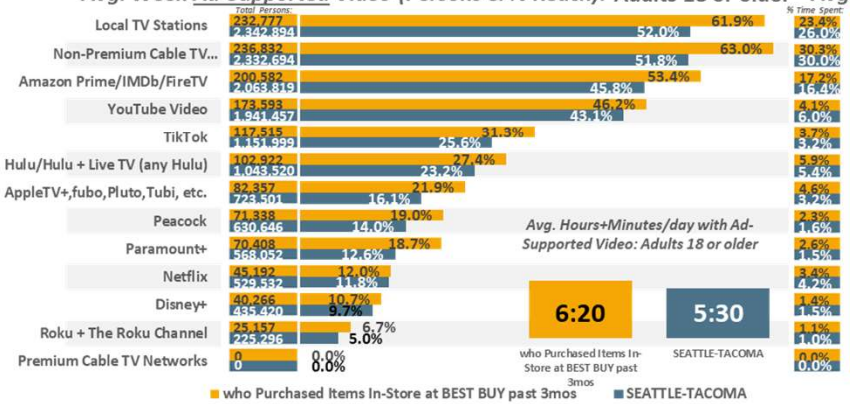
Avg. Week All Video (Persons & % Reach): Adults 18 or older



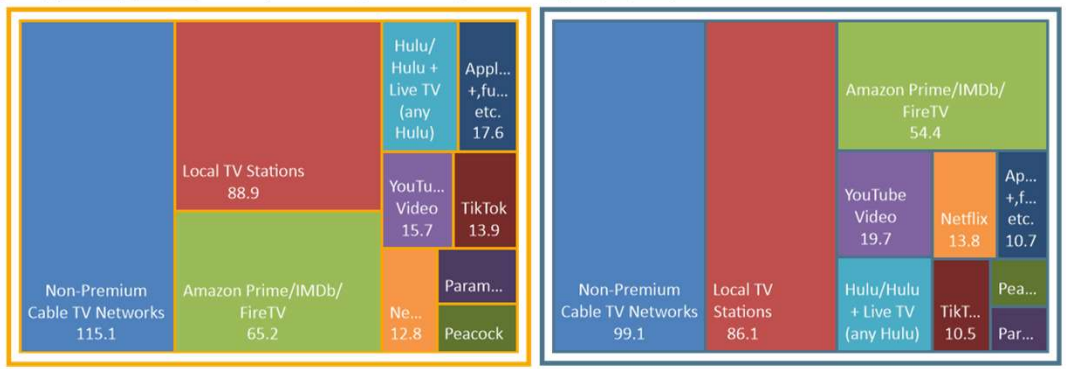
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 336

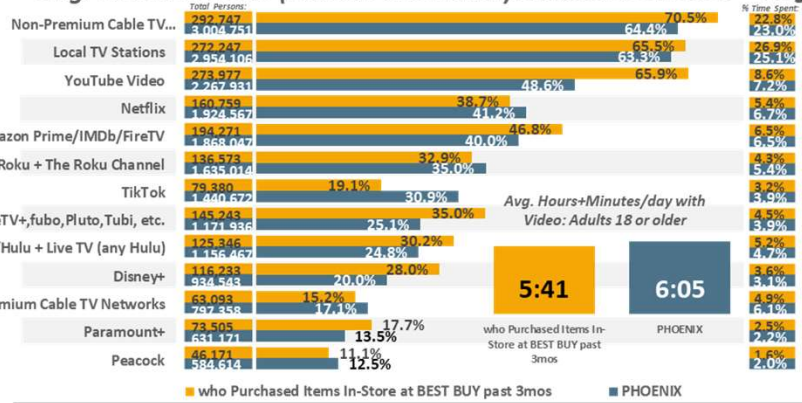
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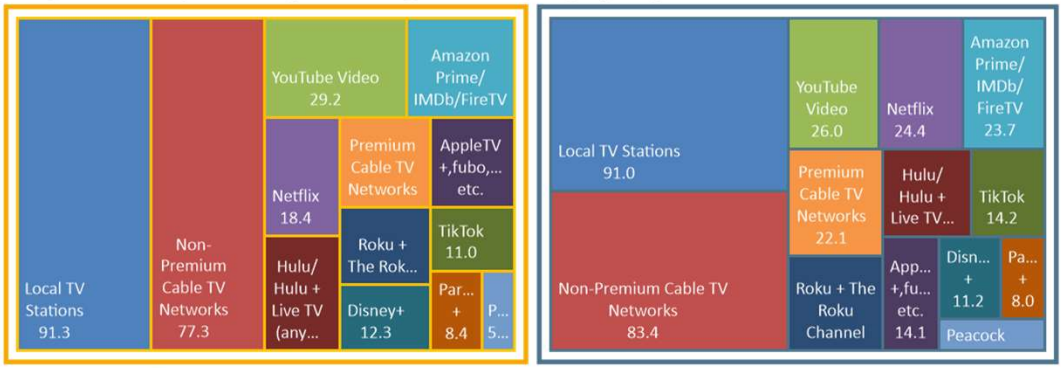
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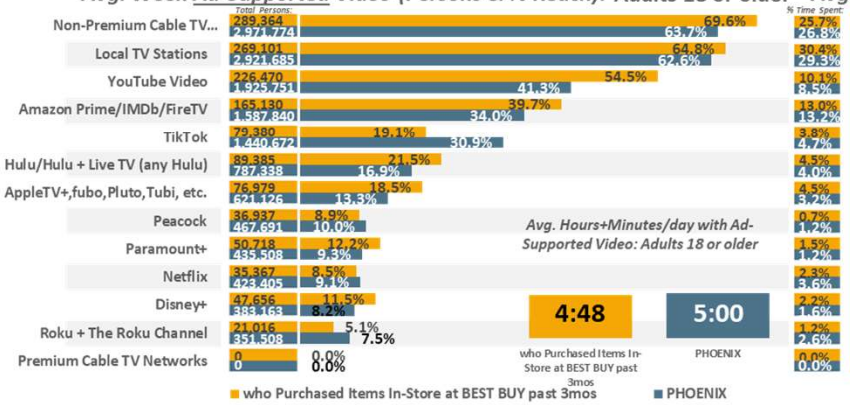
Avg. Week All Video (Persons & % Reach): Adults 18 or older



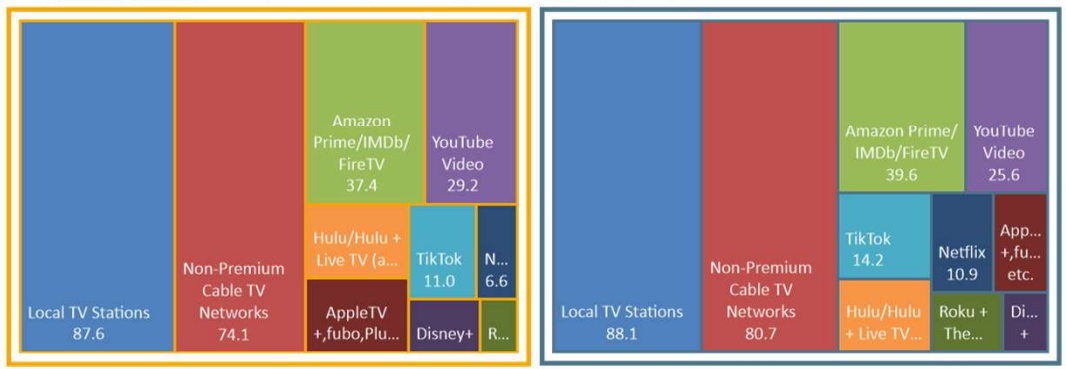
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



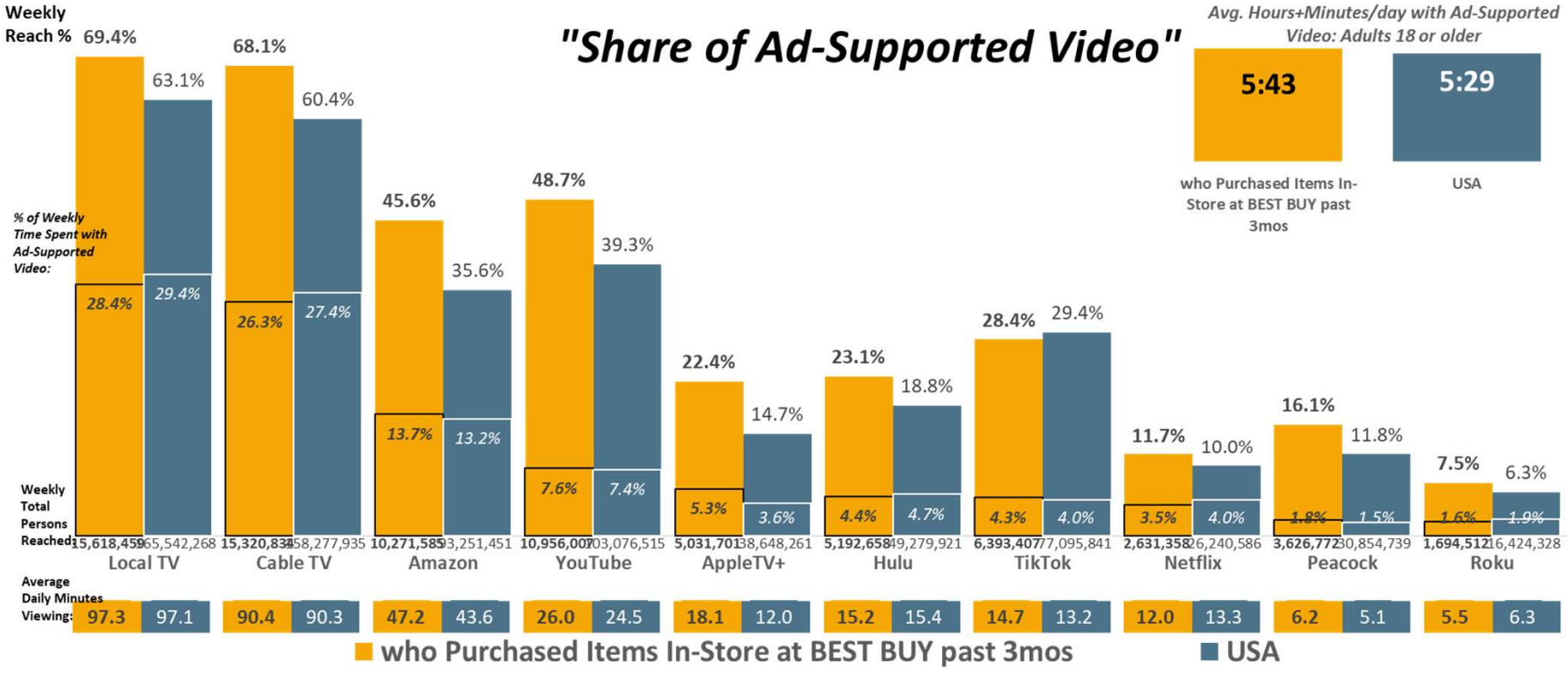
PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 216

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USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 2,034

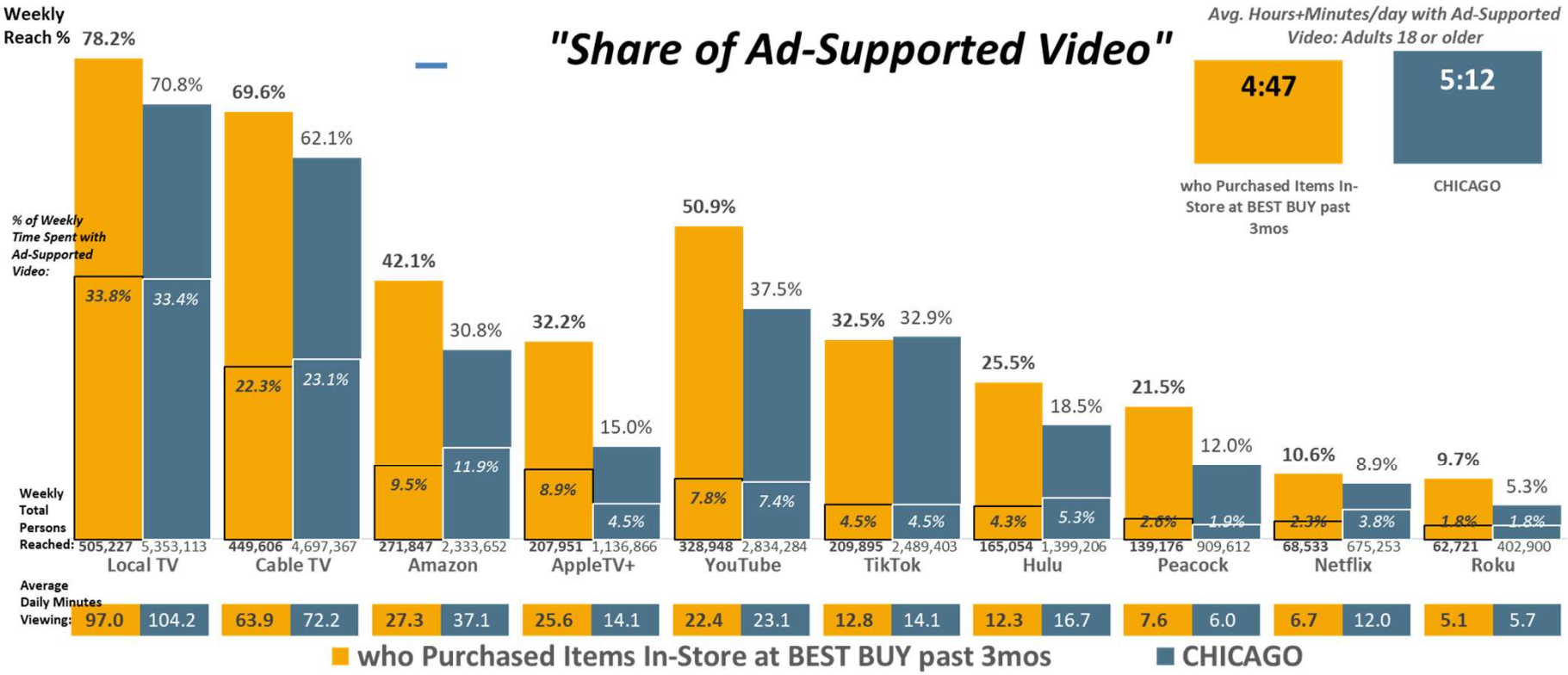
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USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

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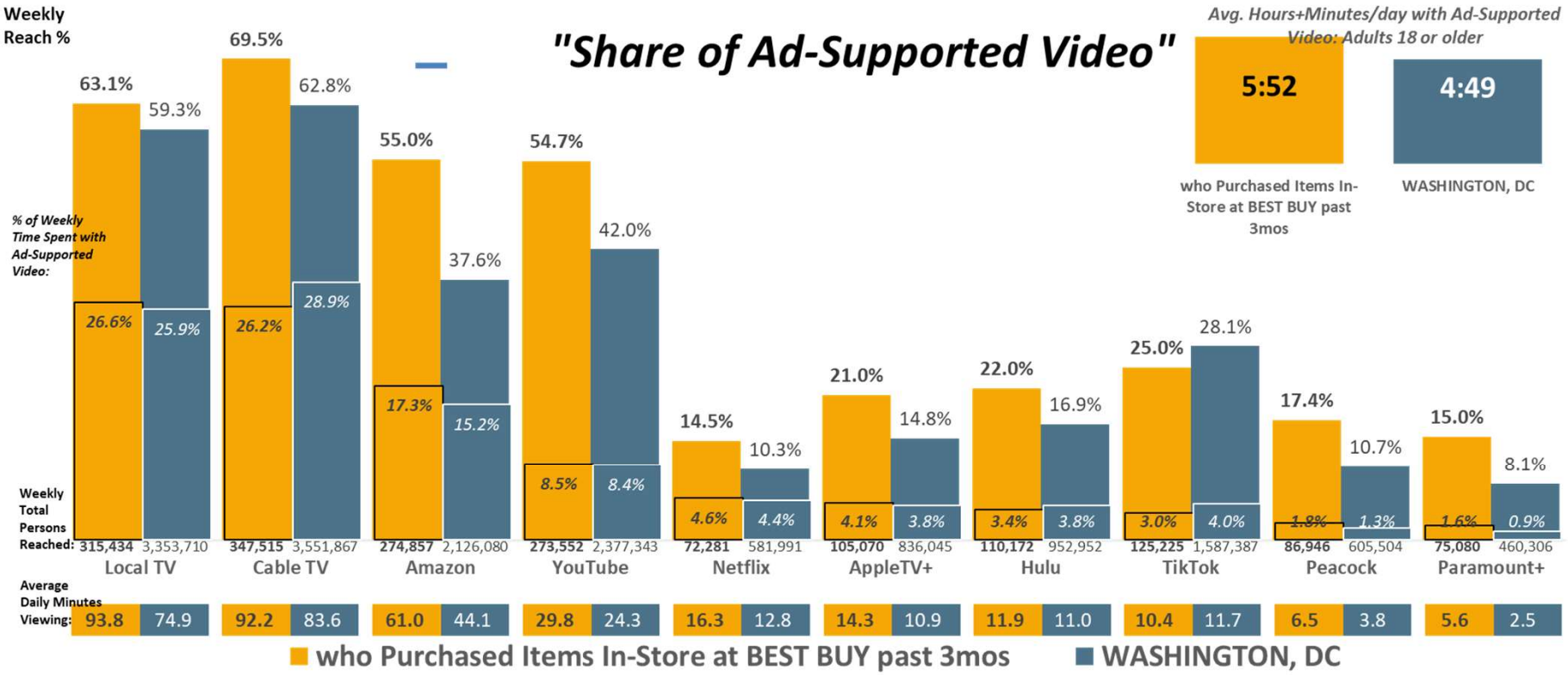
CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 297 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

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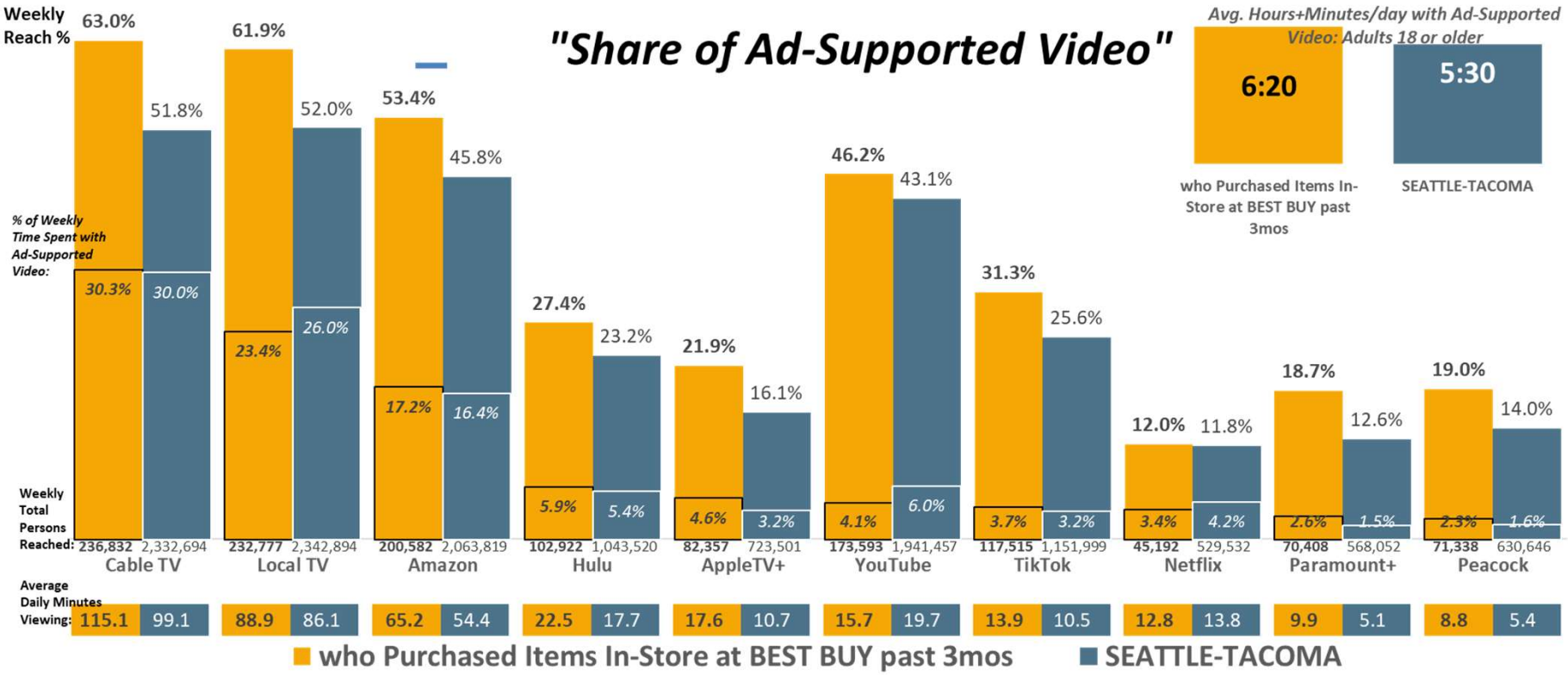
WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 496 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

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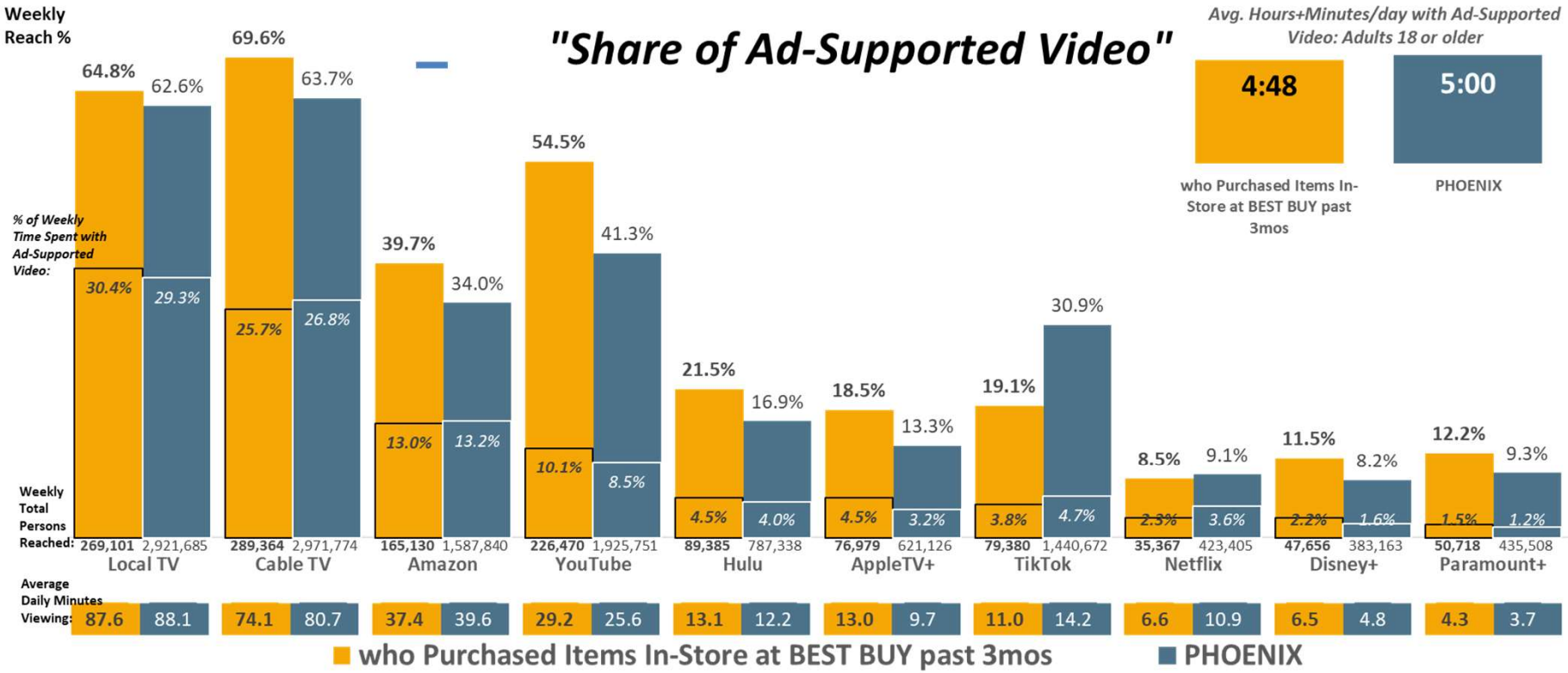
SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 336 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

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PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 216 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

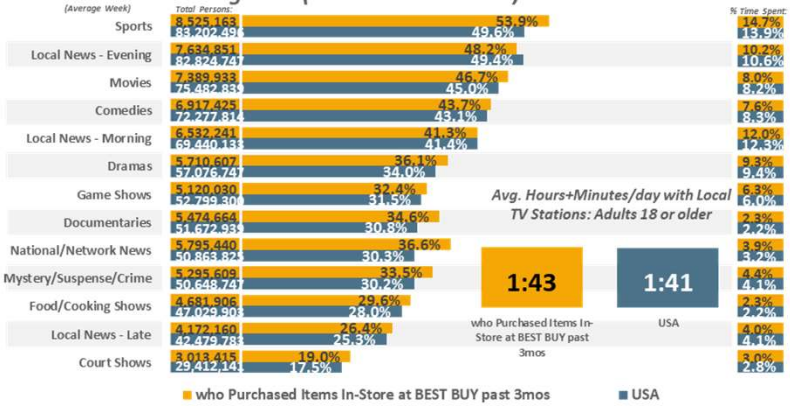
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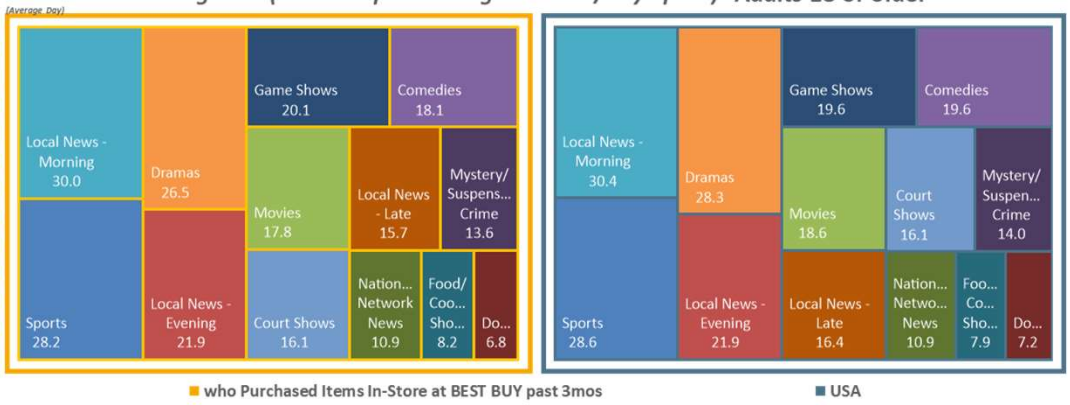
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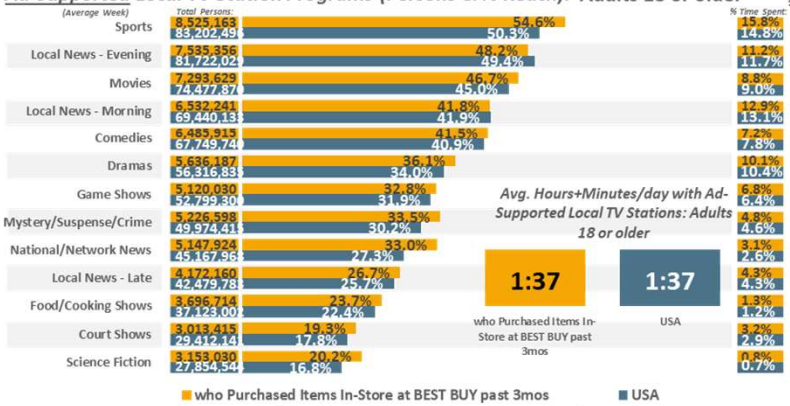
Local TV Station Programs (Persons & % Reach): Adults 18 or older



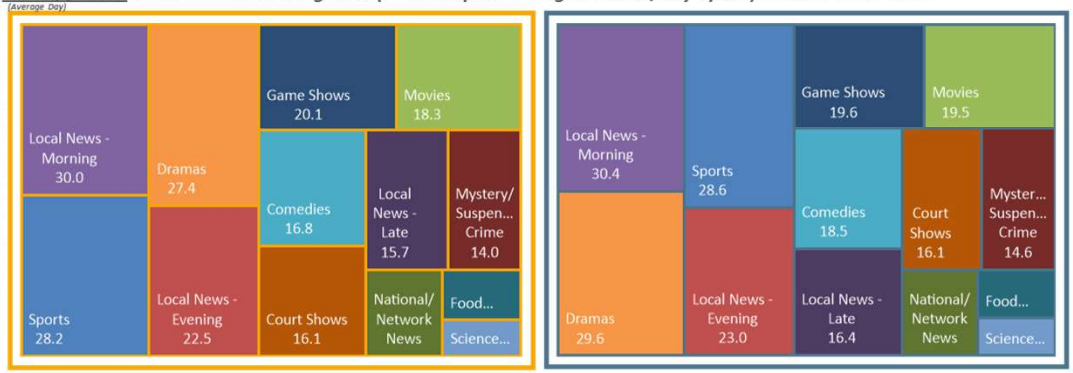
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 2,034

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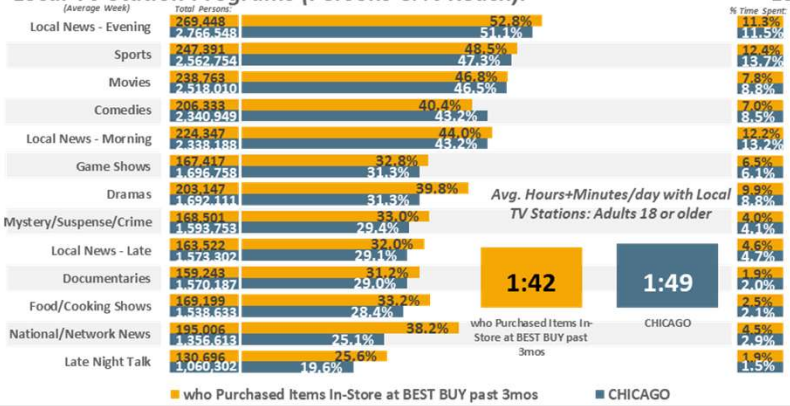
USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

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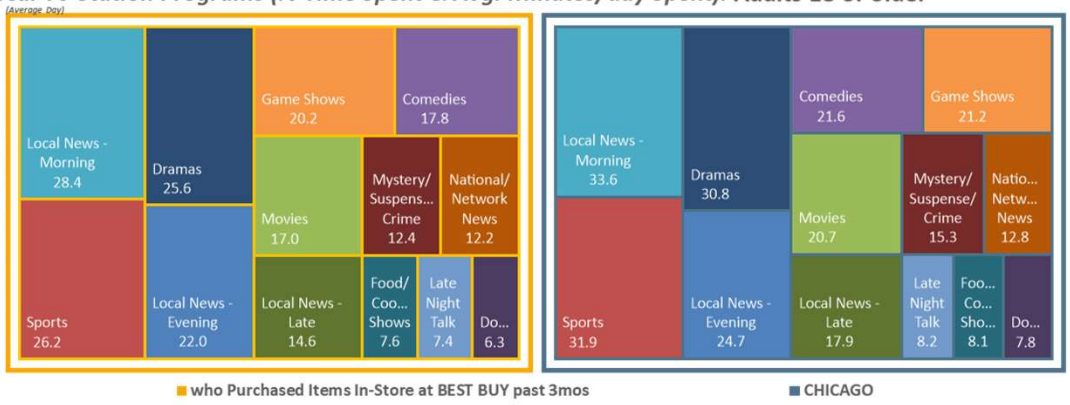
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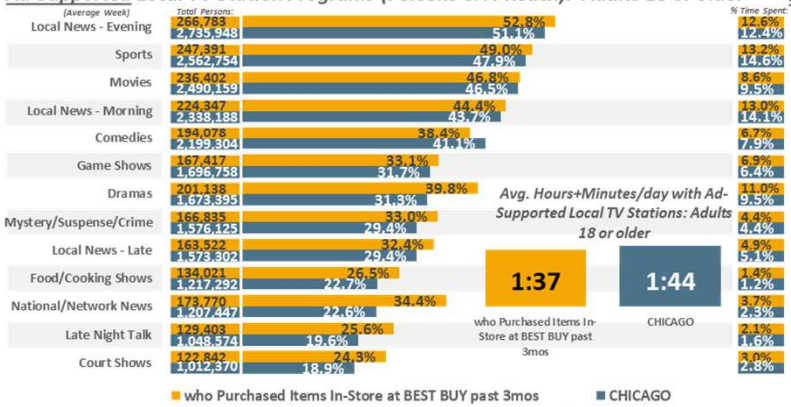
Local TV Station Programs (Persons & % Reach): Adults 18 or older



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



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



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



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 297

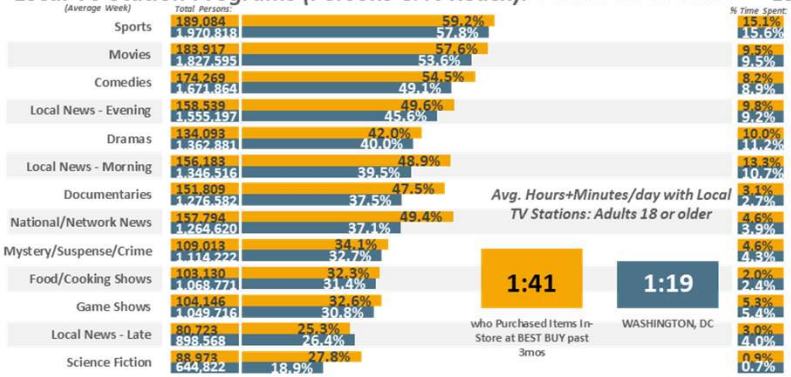
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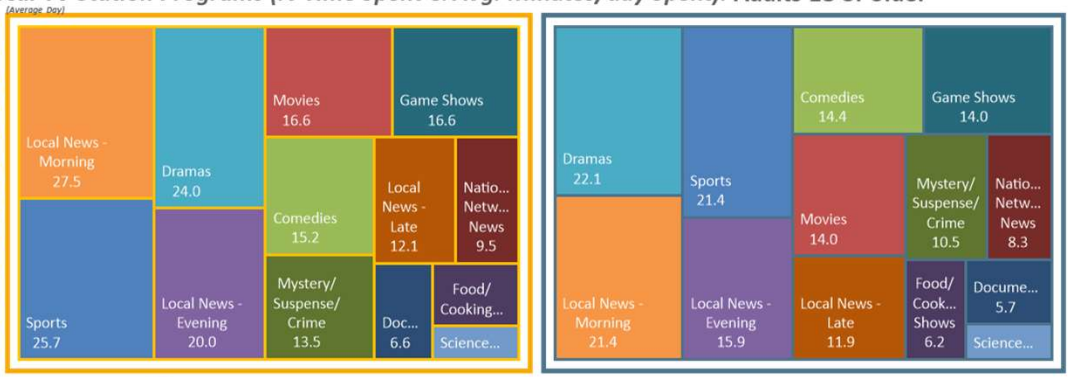
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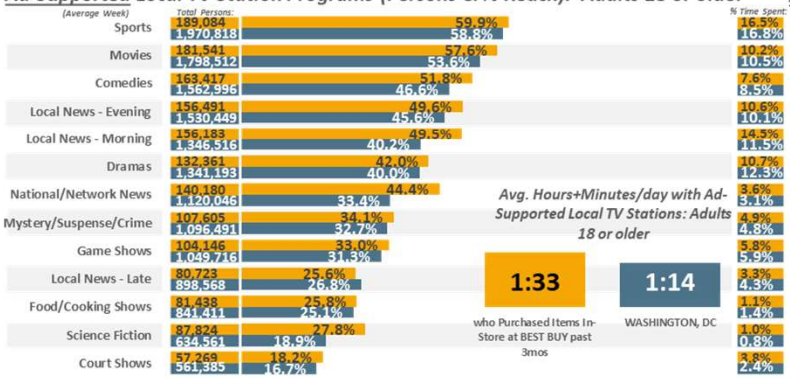
Local TV Station Programs (Persons & % Reach): Adults 18 or older



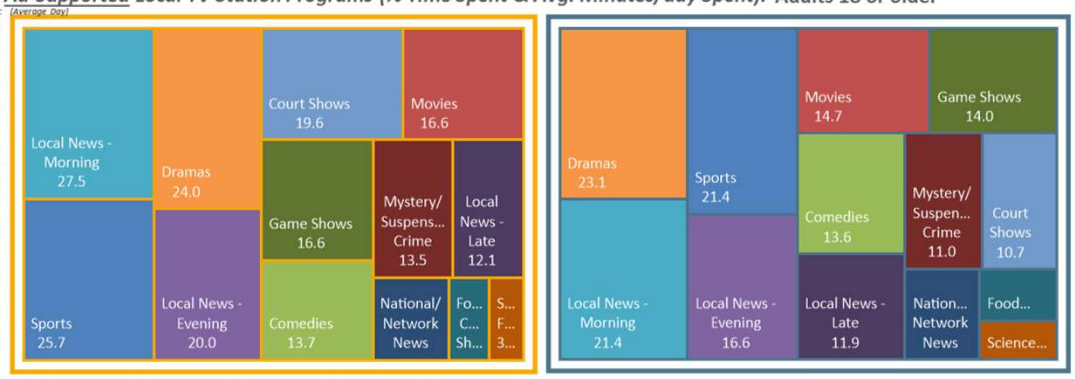
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 496

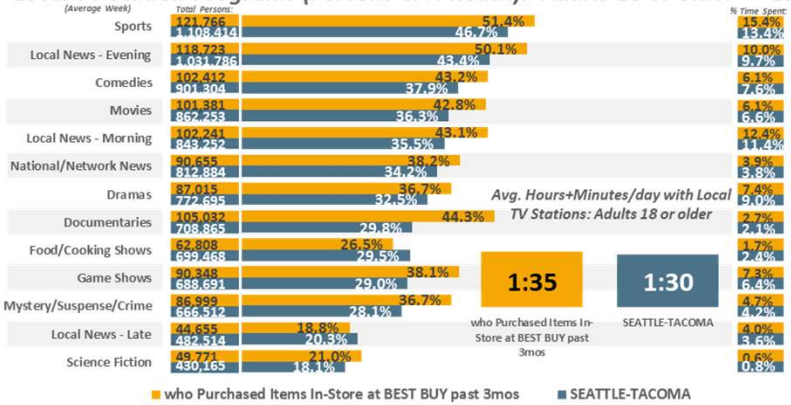
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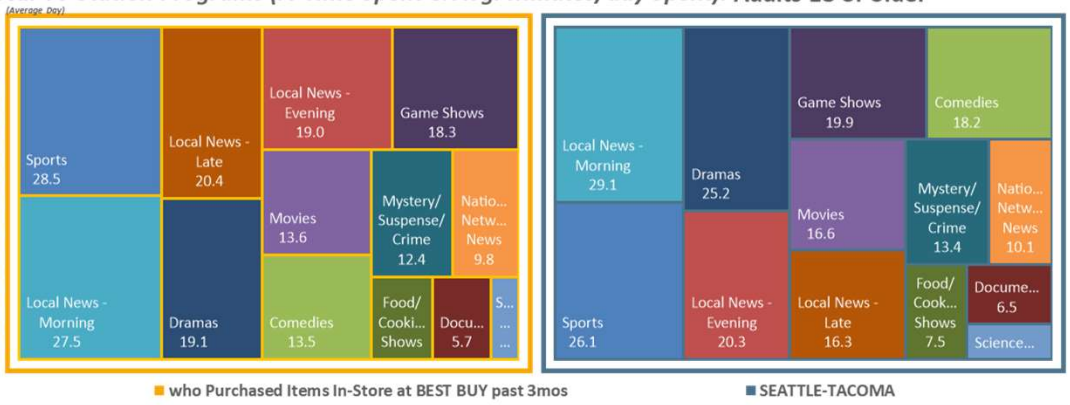
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

232,777 or 61.9% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Movies, Comedies, and Game Shows.

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



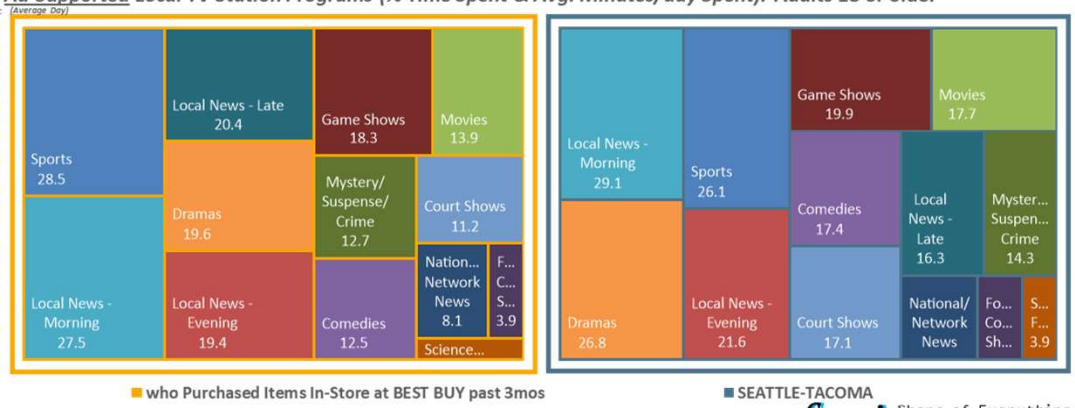
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 336

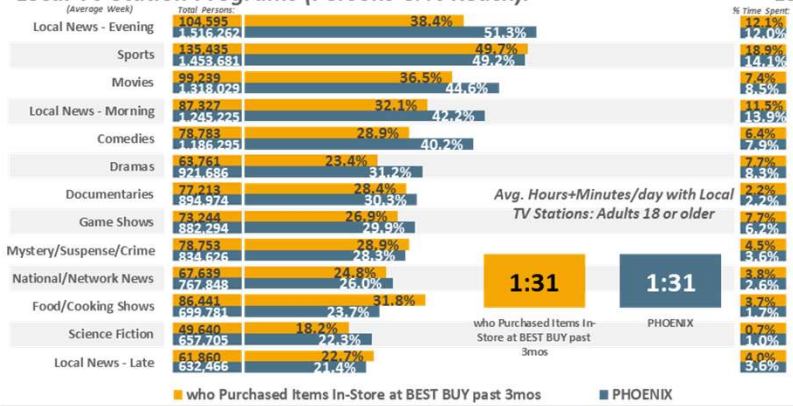
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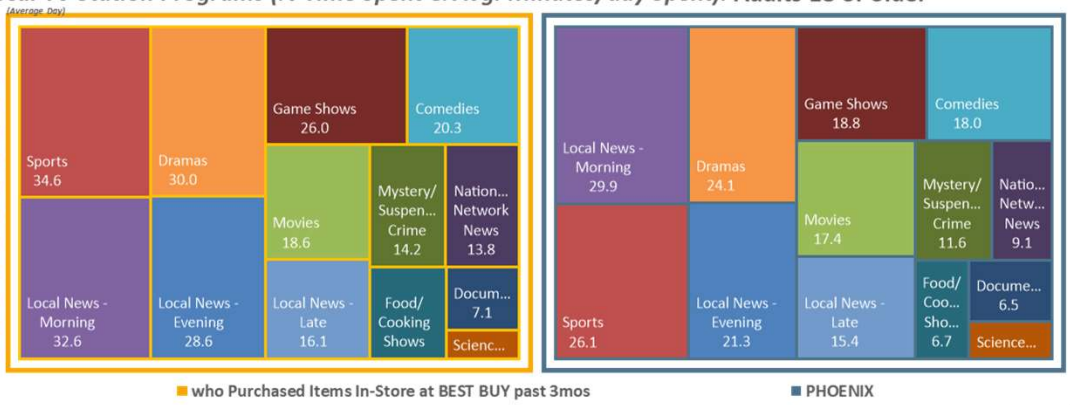
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

269,101 or 64.8% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Local News - Morning, Mystery/Suspense/Crime, and Comedies.

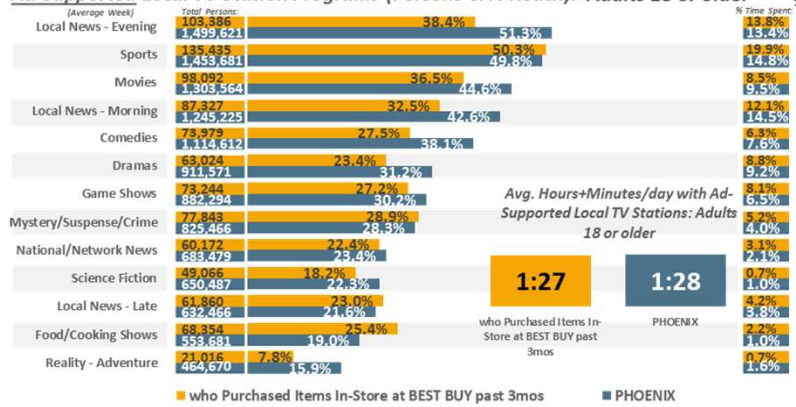
Local TV Station Programs (Persons & % Reach): Adults 18 or older



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



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



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



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 216

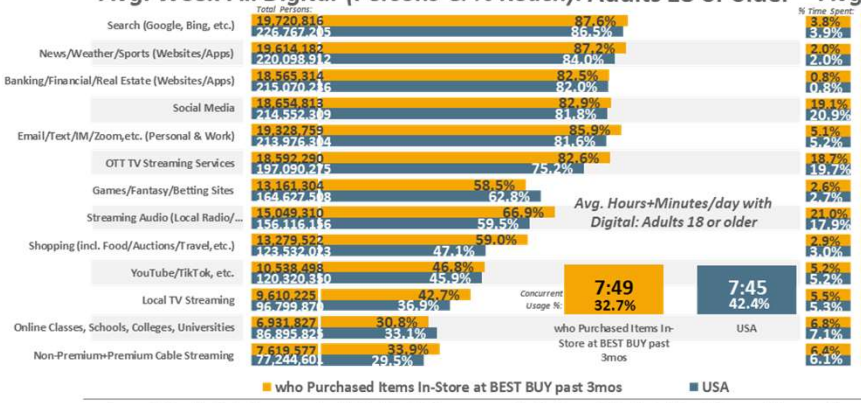
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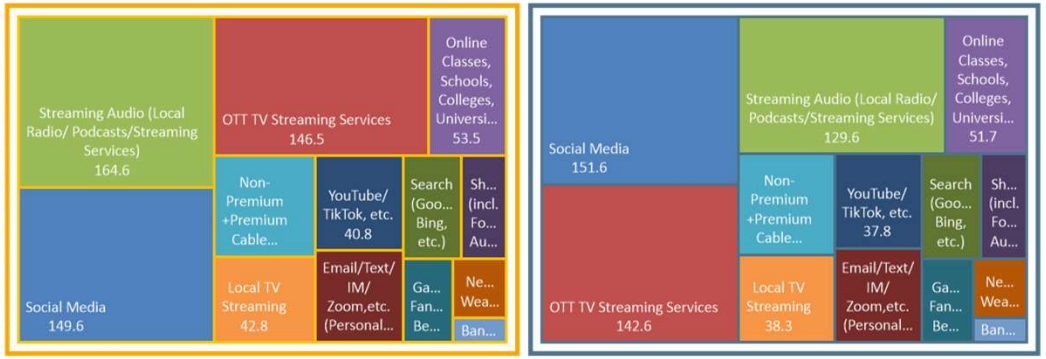
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

16,336,732 or 72.6% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos use Ad-Supported Social Media for an average of 131.1 minutes every day representing 22.4% of all time spent daily with Ad-Supported Digital Media.

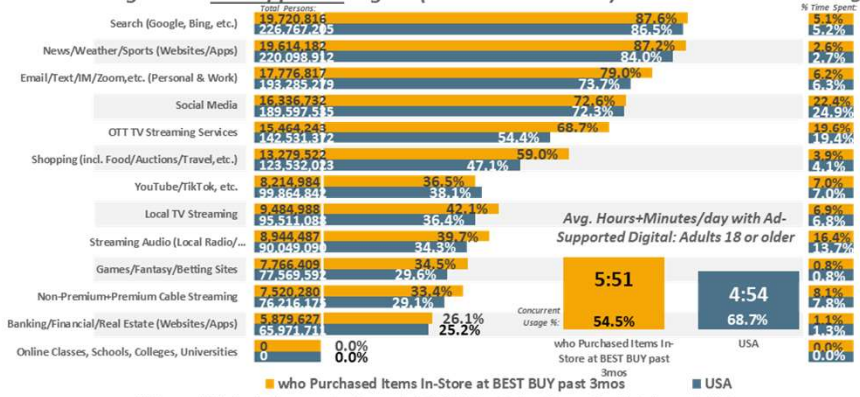
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



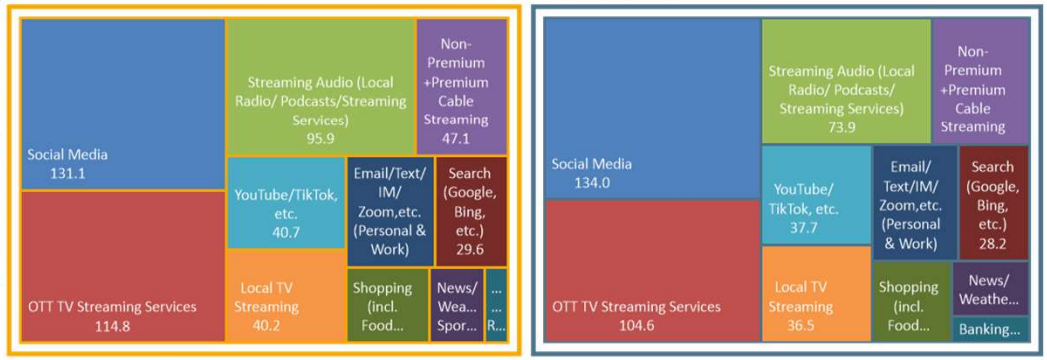
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 2,034

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USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

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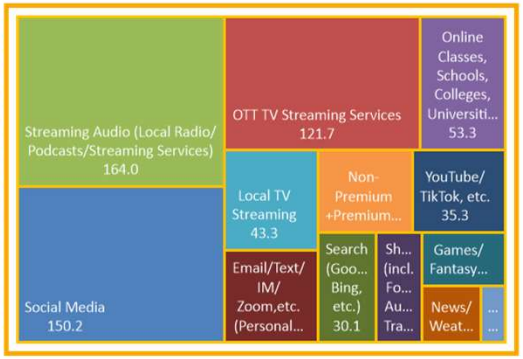
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

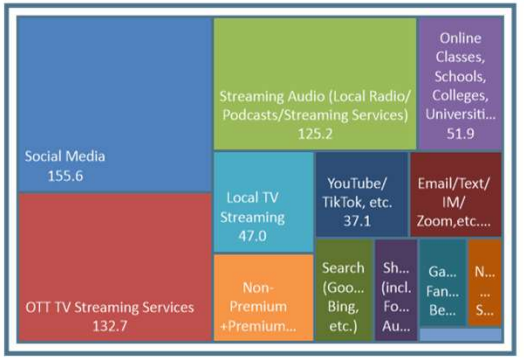
405,209 or 62.7% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos use Ad-Supported Social Media for an average of 122.2 minutes every day representing 22.3% of all time spent daily with Ad-Supported Digital Media.

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



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



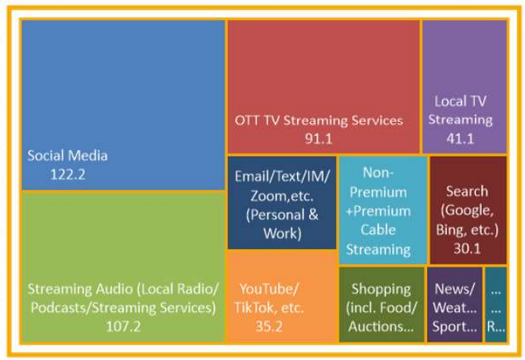


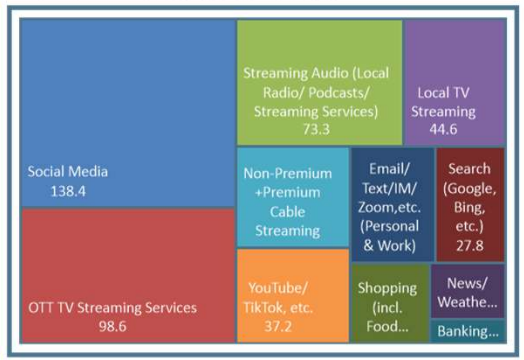
■ who Purchased Items In-Store at BEST BUY past 3mos ■ CHICAGO

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





■ who Purchased Items In-Store at BEST BUY past 3mos ■ CHICAGO

CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 297

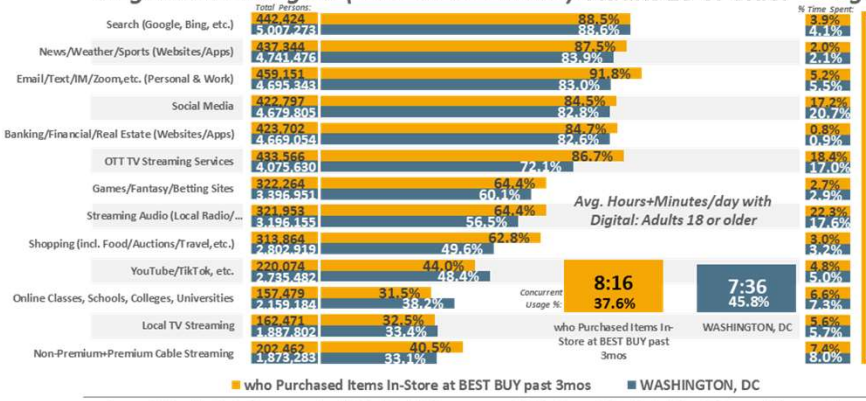
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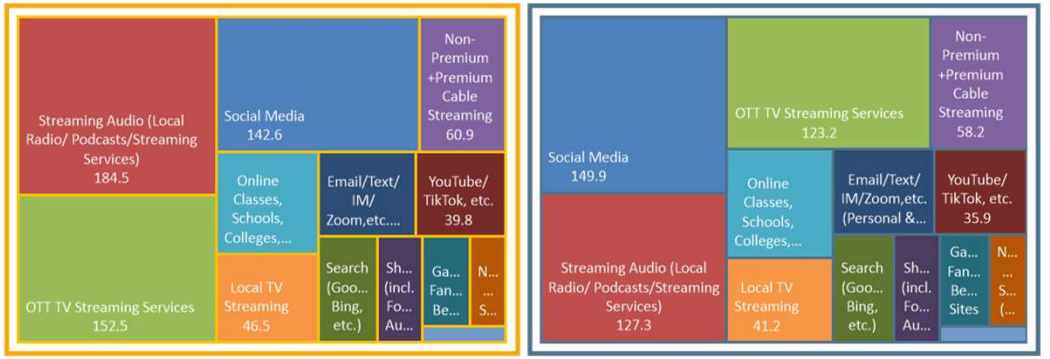
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

371,951 or 74.4% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos use Ad-Supported Social Media for an average of 125.4 minutes every day representing 20.2% of all time spent daily with Ad-Supported Digital Media.

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

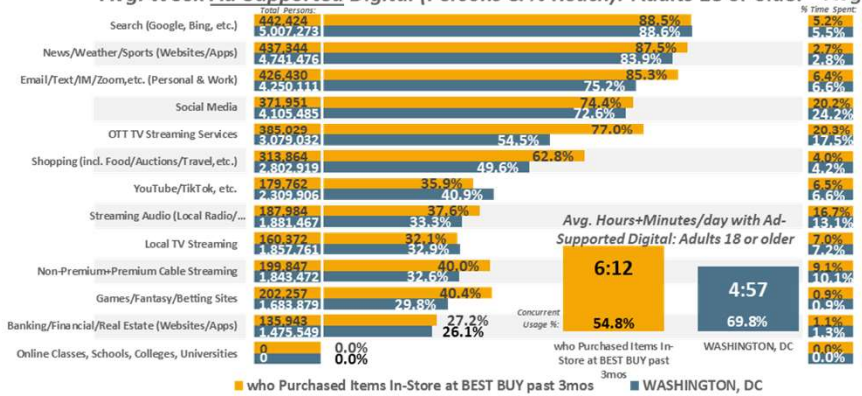


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

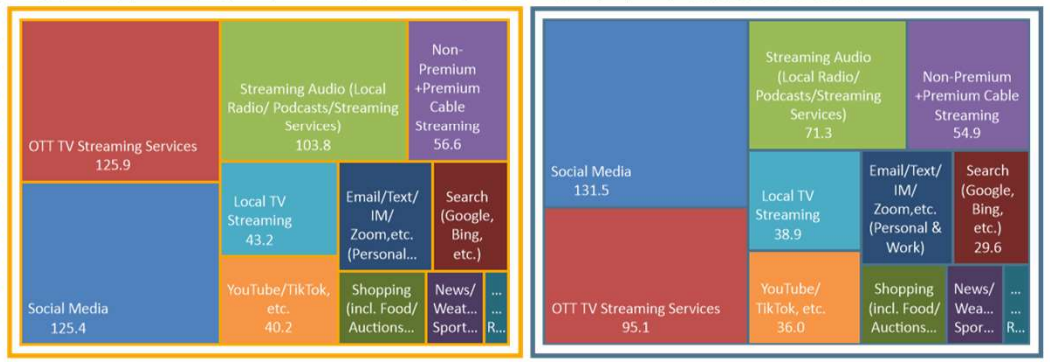


■ who Purchased Items In-Store at BEST BUY past 3mos ■ WASHINGTON, DC

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



■ who Purchased Items In-Store at BEST BUY past 3mos ■ WASHINGTON, DC

WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 496

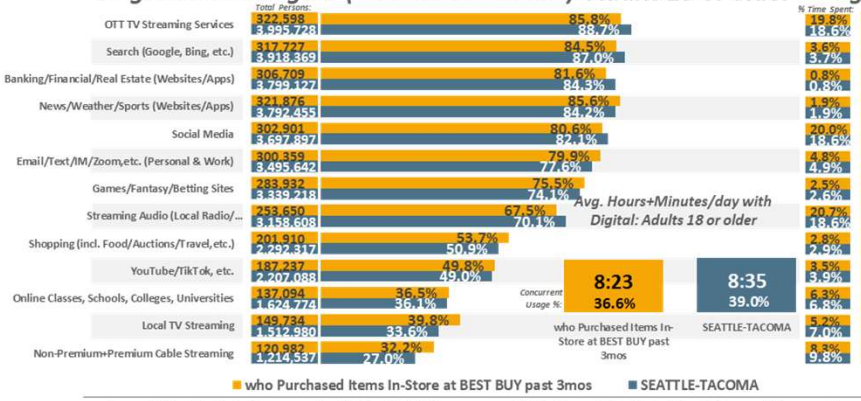
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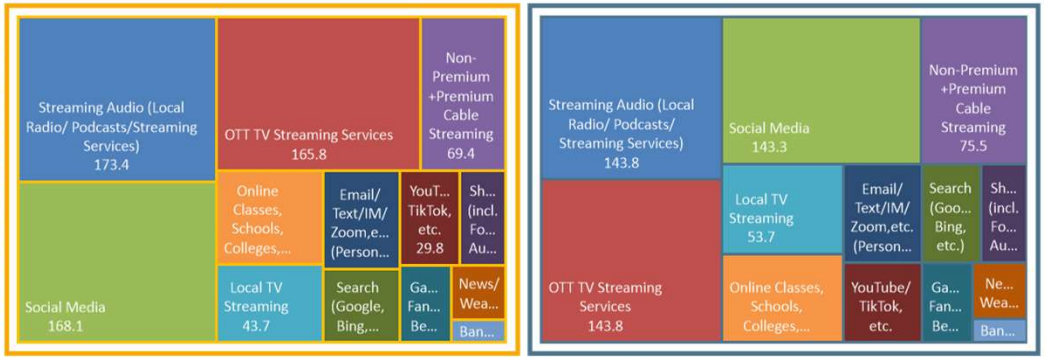
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

268,793 or 71.5% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos use Ad-Supported Social Media for an average of 149.1 minutes every day representing 23.4% of all time spent daily with Ad-Supported Digital Media.

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

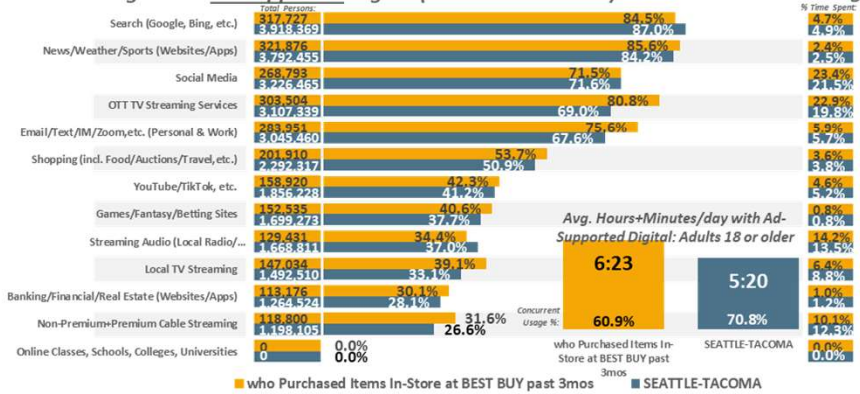


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

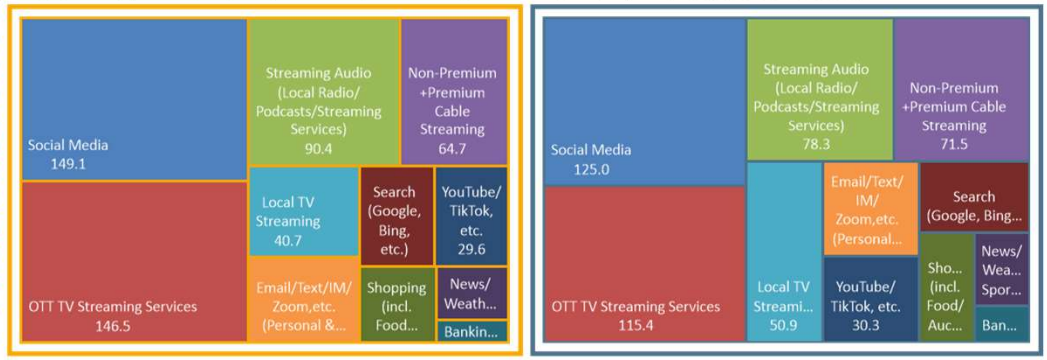


■ who Purchased Items In-Store at BEST BUY past 3mos ■ SEATTLE-TACOMA

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



■ who Purchased Items In-Store at BEST BUY past 3mos ■ SEATTLE-TACOMA

SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 336

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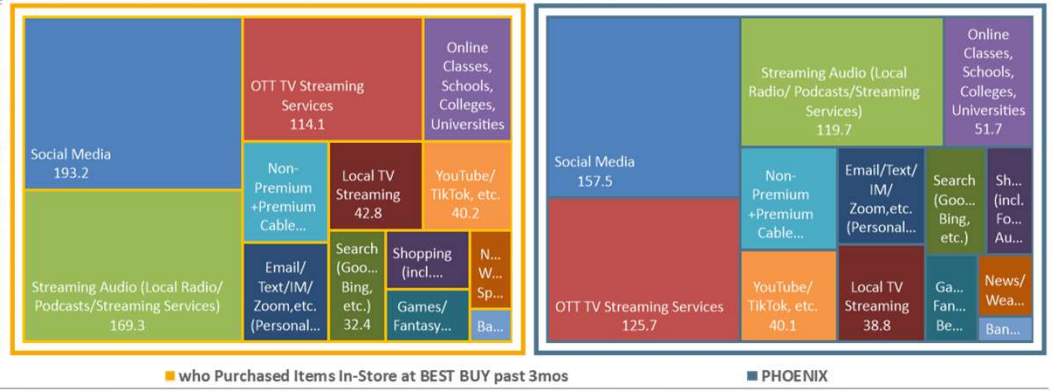
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

323,763 or 77.9% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos use Ad-Supported Social Media for an average of 171.6 minutes every day representing 28.6% of all time spent daily with Ad-Supported Digital Media.

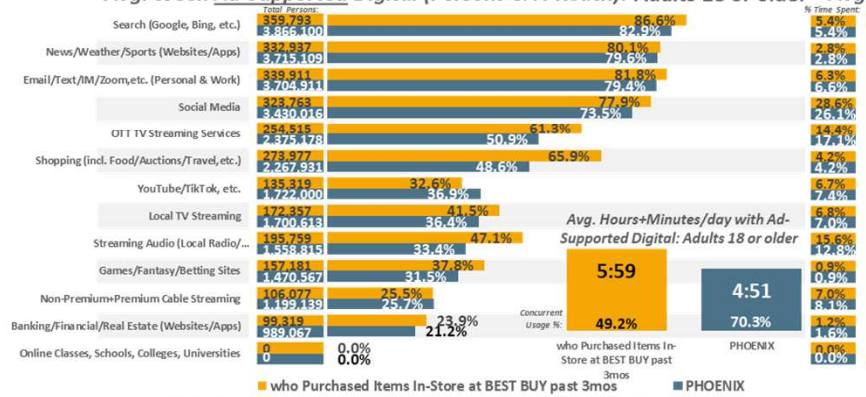
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



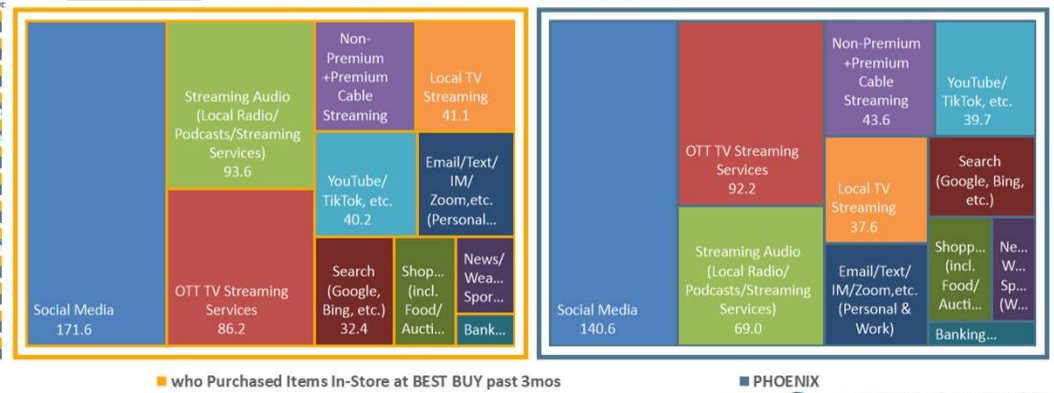
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 216

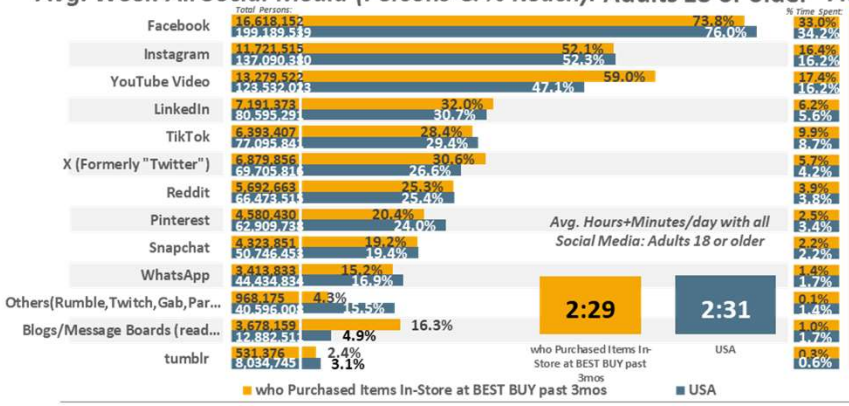
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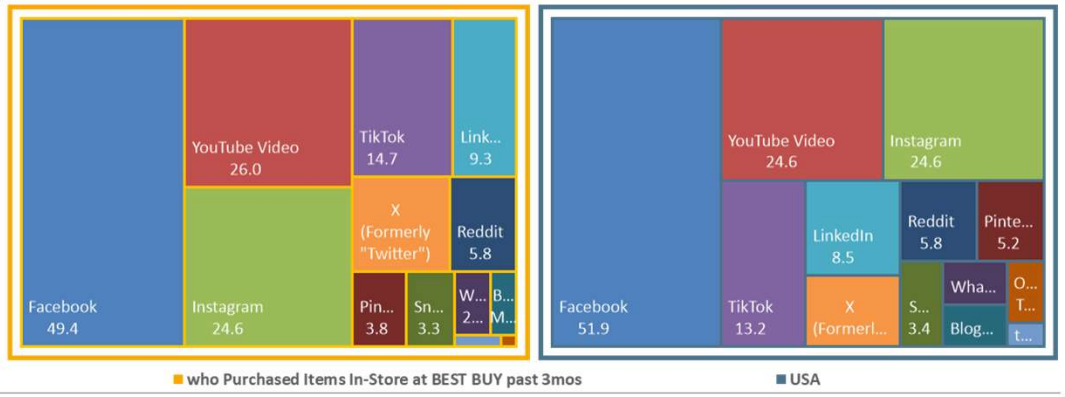
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

16,336,732 or 72.6% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos use Ad-Supported Facebook for an average of 44.8 minutes every day representing 34.2% of all time spent daily with Ad-Supported Social Media.

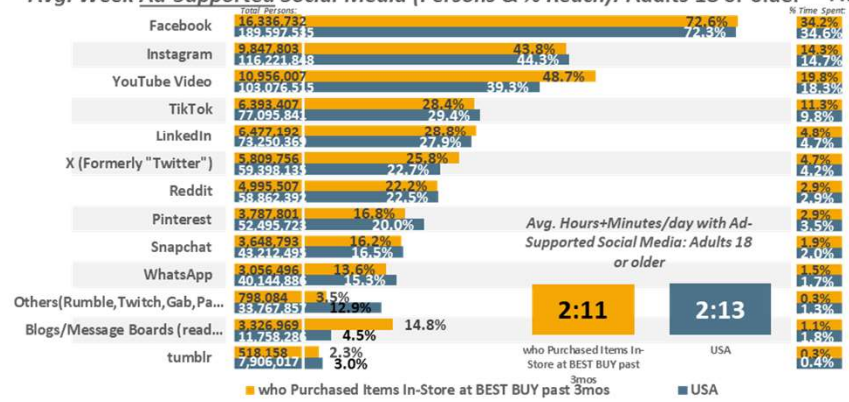
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



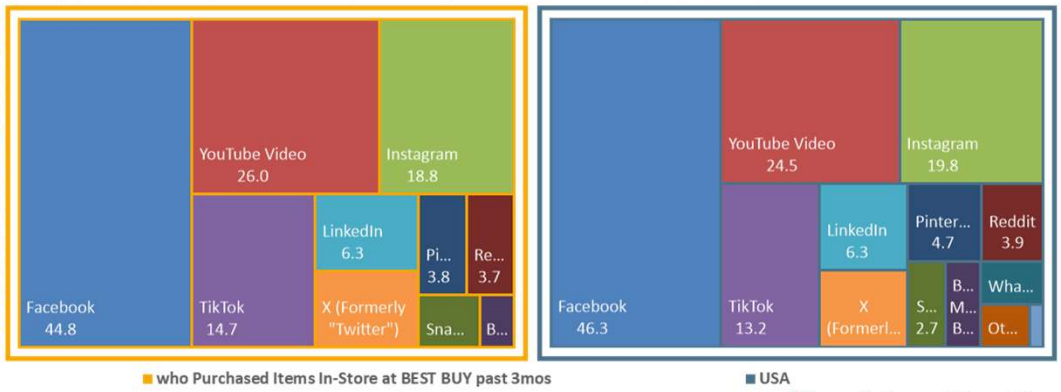
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 2,034

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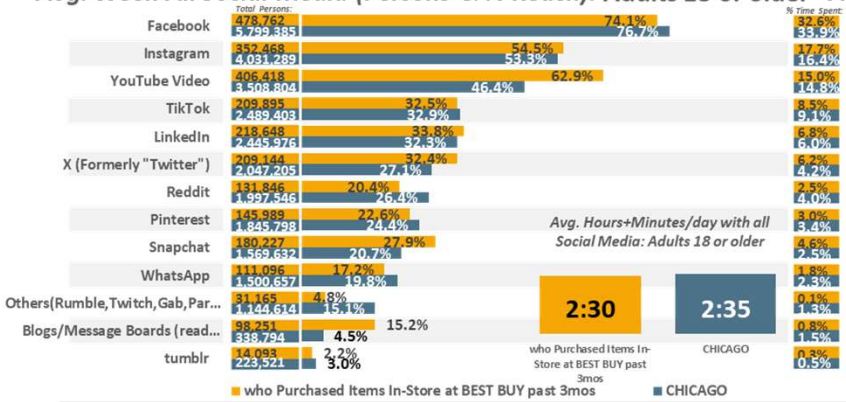
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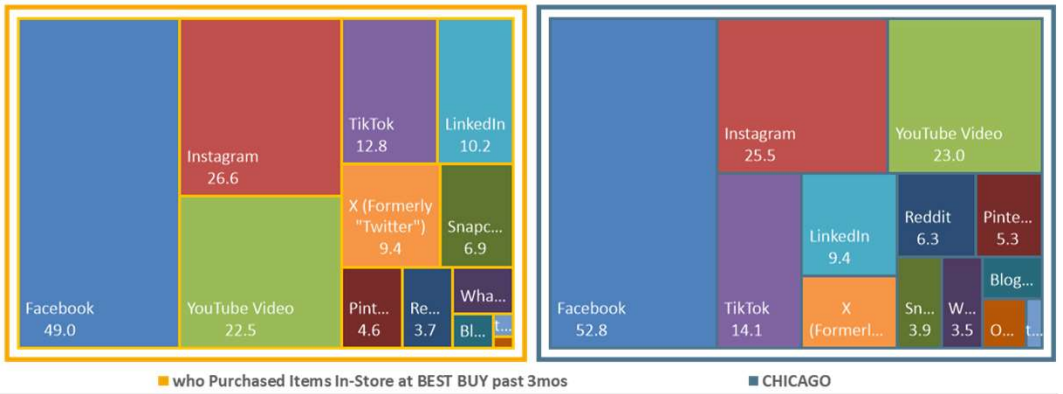
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

405,209 or 62.7% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos use Ad-Supported Facebook for an average of 40.4 minutes every day representing 33.1% of all time spent daily with Ad-Supported Social Media.

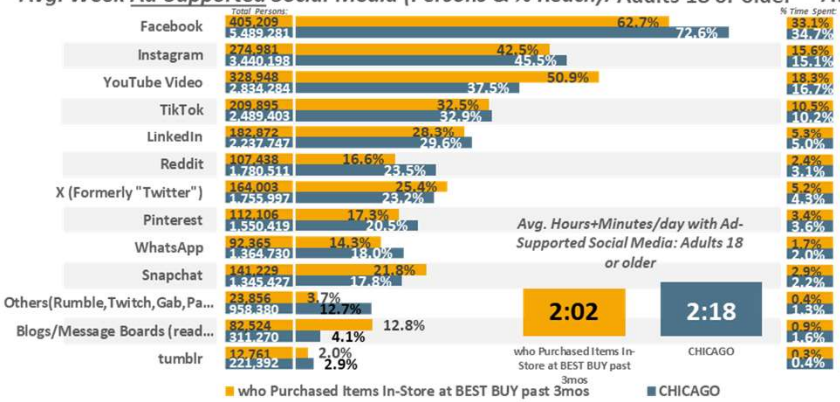
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



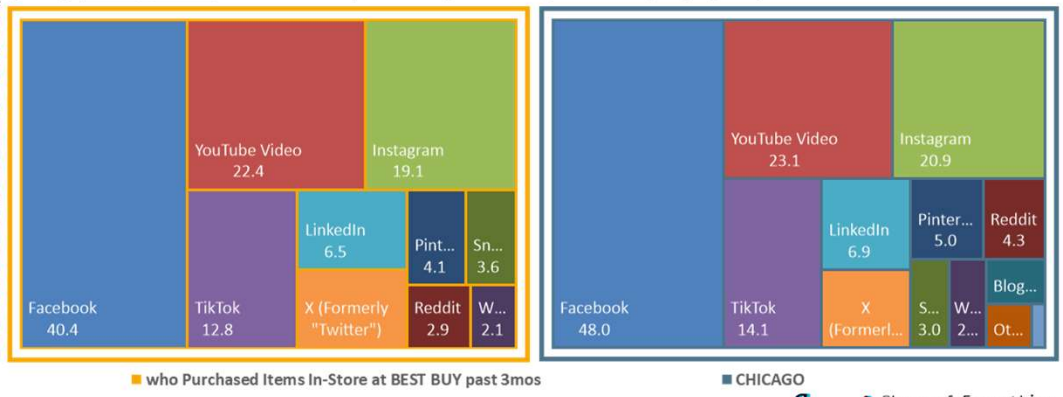
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 297

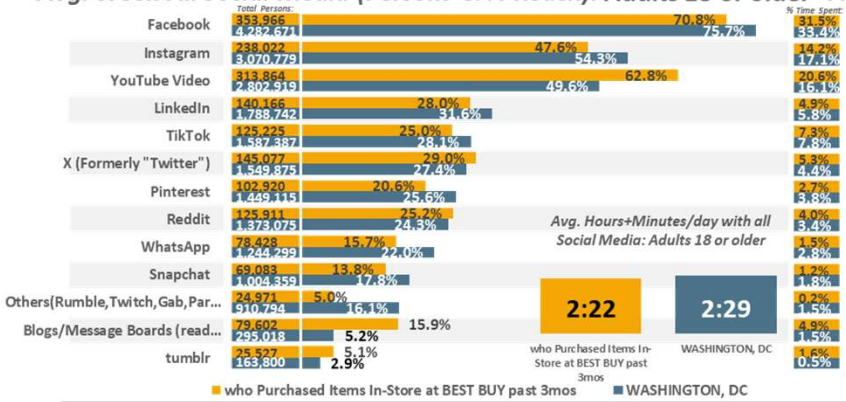
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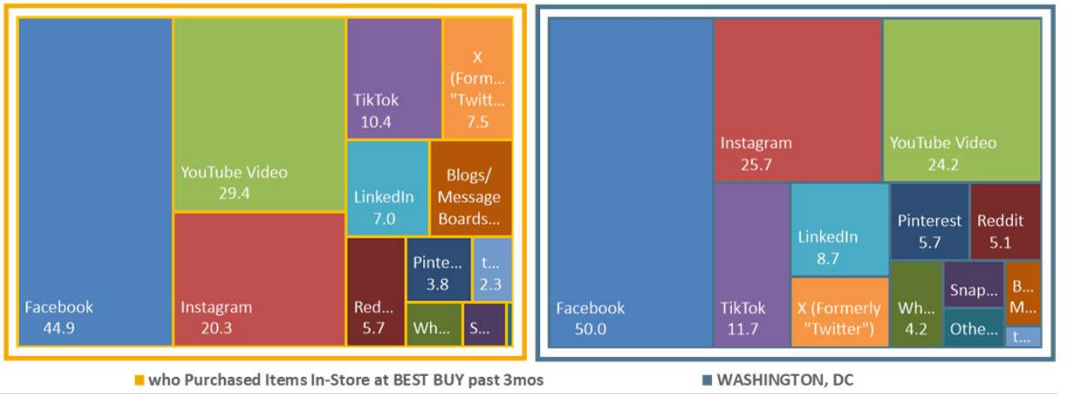
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

353,966 or 70.8% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos use Ad-Supported Facebook for an average of 40.3 minutes every day representing 32.1% of all time spent daily with Ad-Supported Social Media.

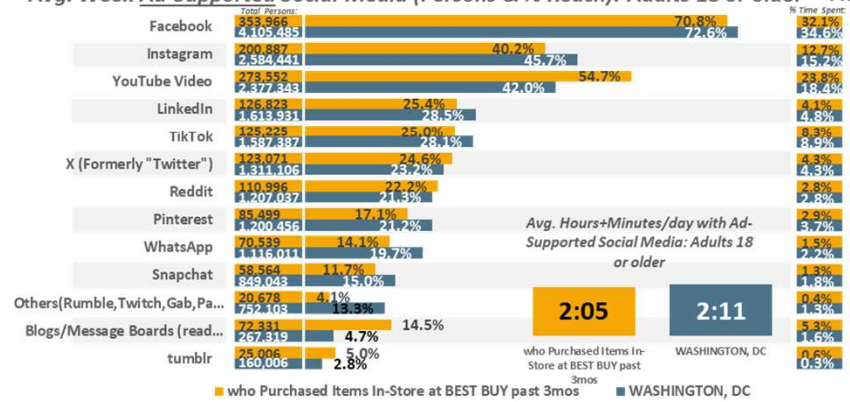
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



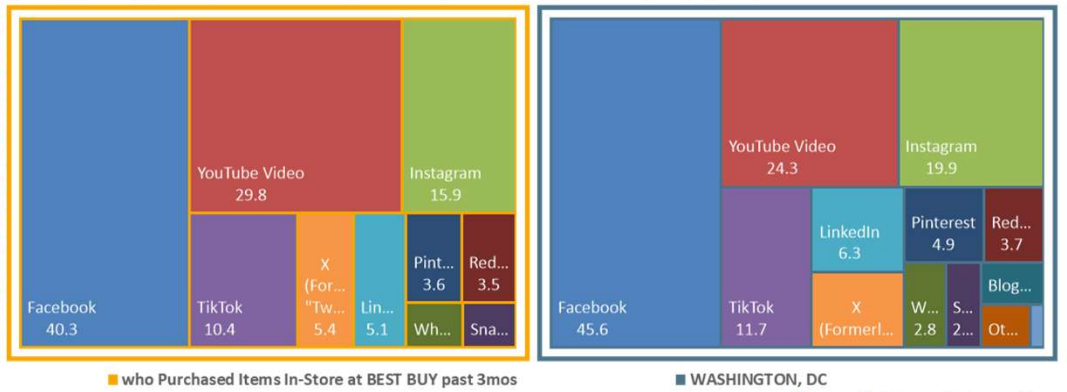
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 496

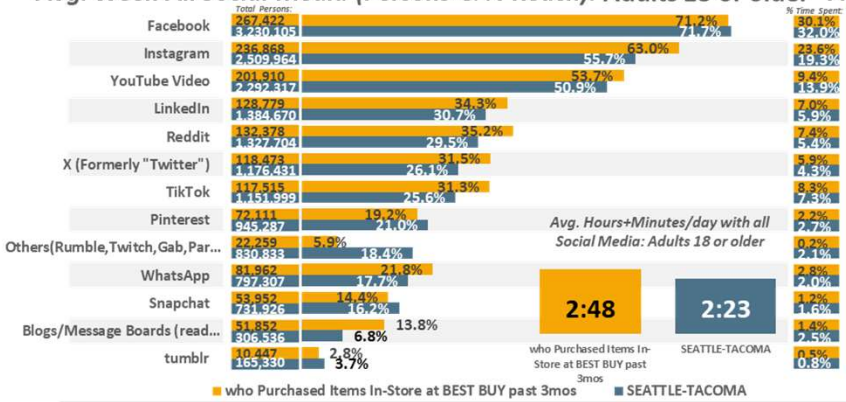
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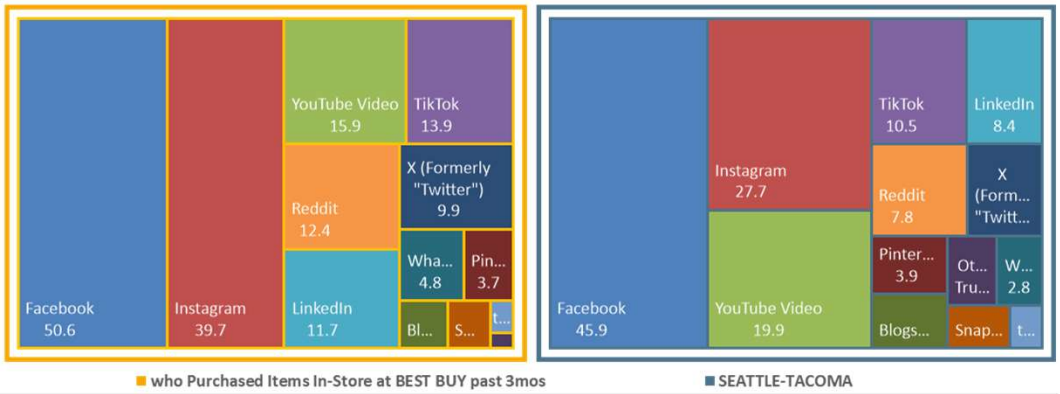
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

267,422 or 71.2% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos use Ad-Supported Facebook for an average of 54.2 minutes every day representing 36.4% of all time spent daily with Ad-Supported Social Media.

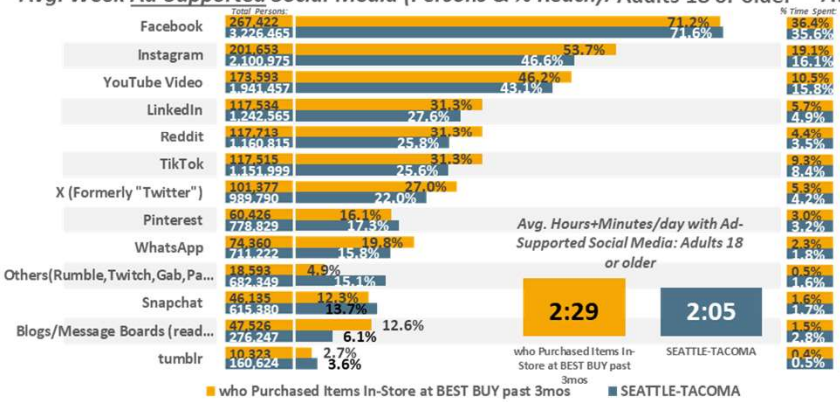
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



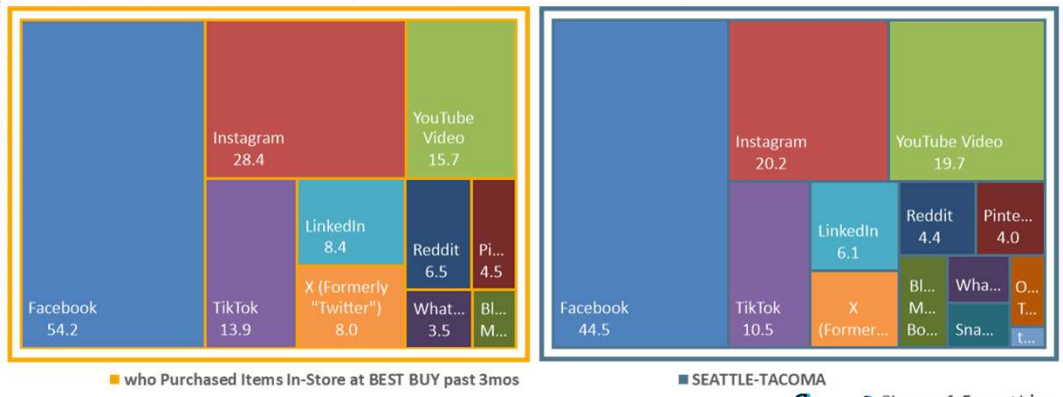
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 336

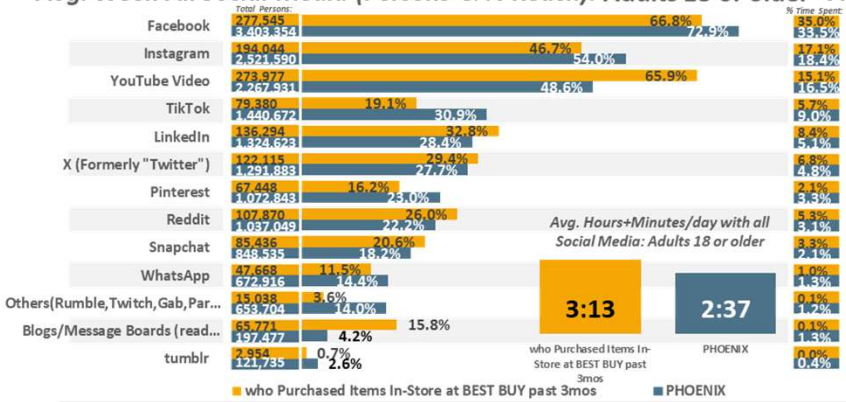
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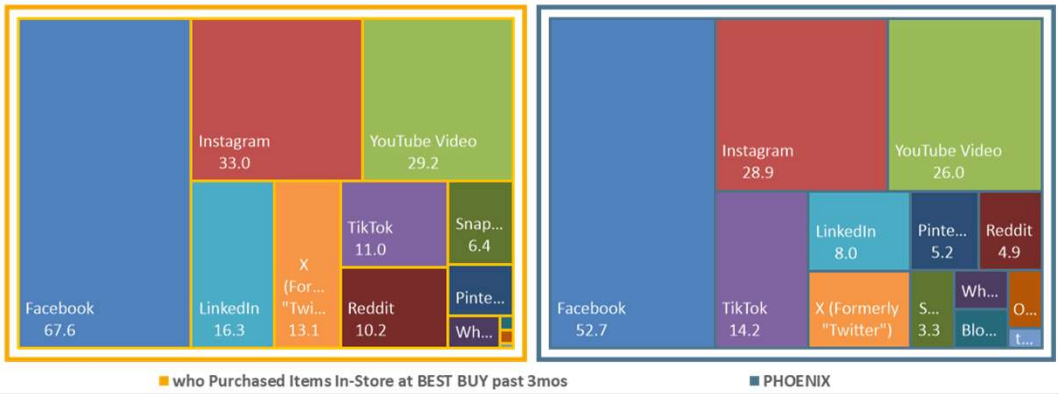
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

277,545 or 66.8% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos use Ad-Supported Facebook for an average of 65.5 minutes every day representing 38.1% of all time spent daily with Ad-Supported Social Media.

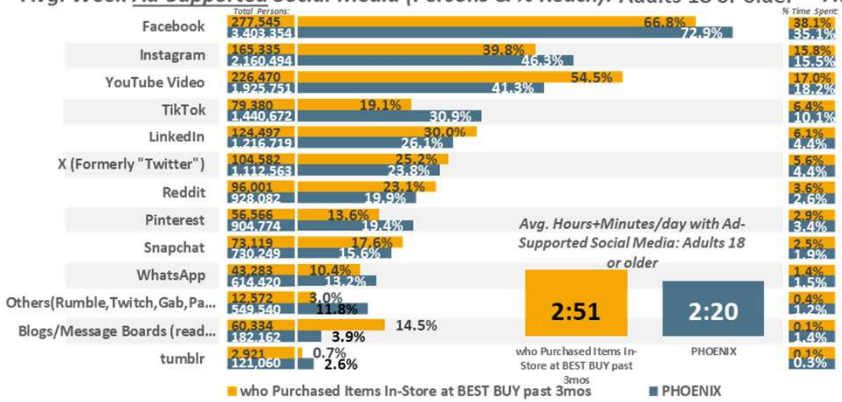
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



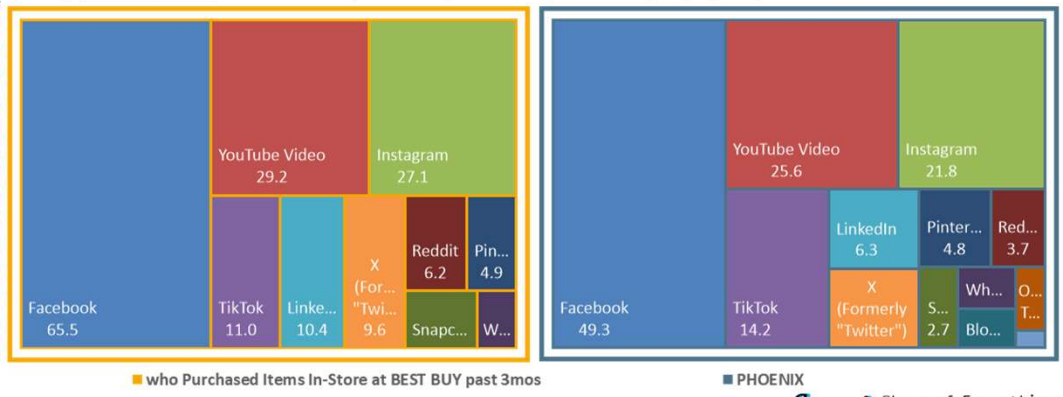
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



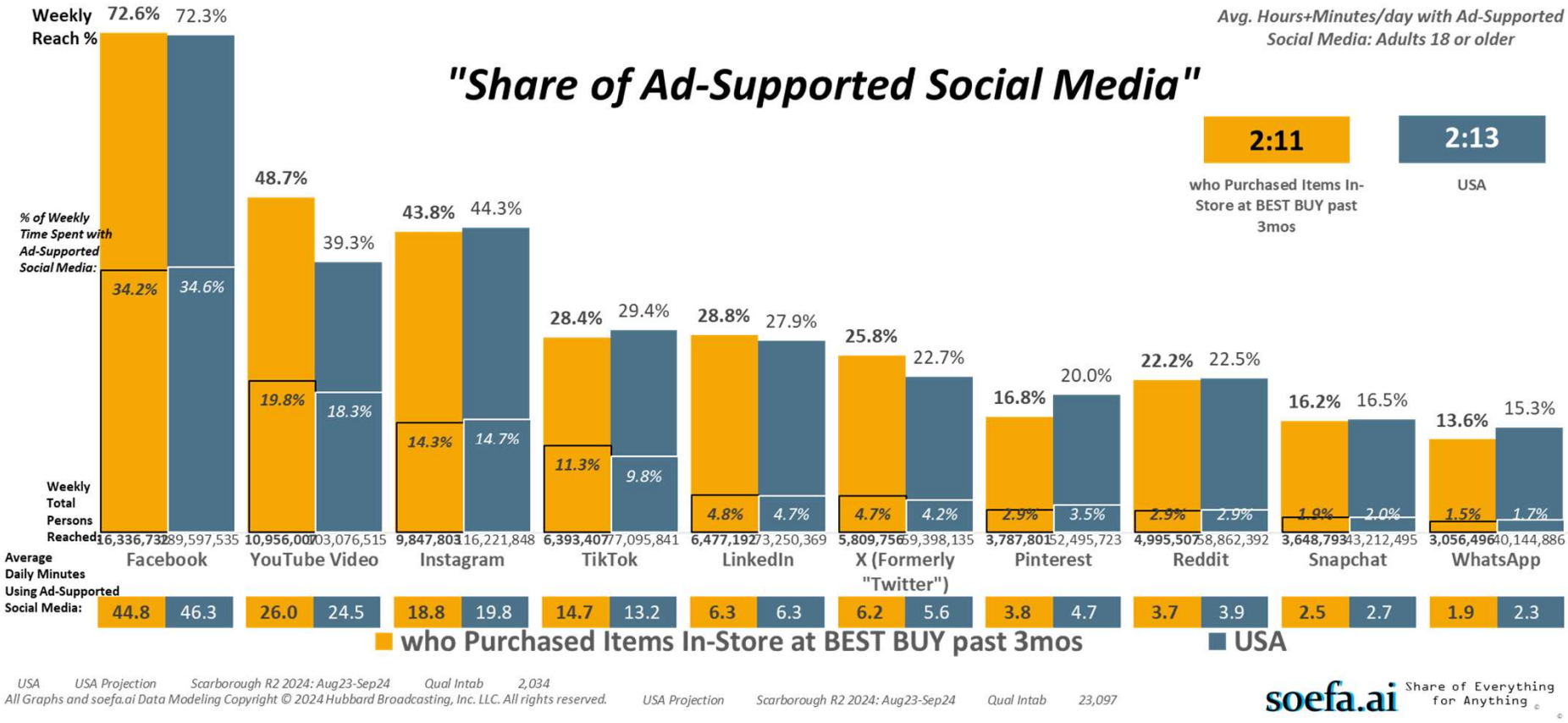
PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 216

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

16,336,732 or 72.6% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos use Ad-Supported Facebook for an average of 44.8 minutes every day representing 34.2% of all time spent daily with Ad-Supported Social Media.



USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 2,034

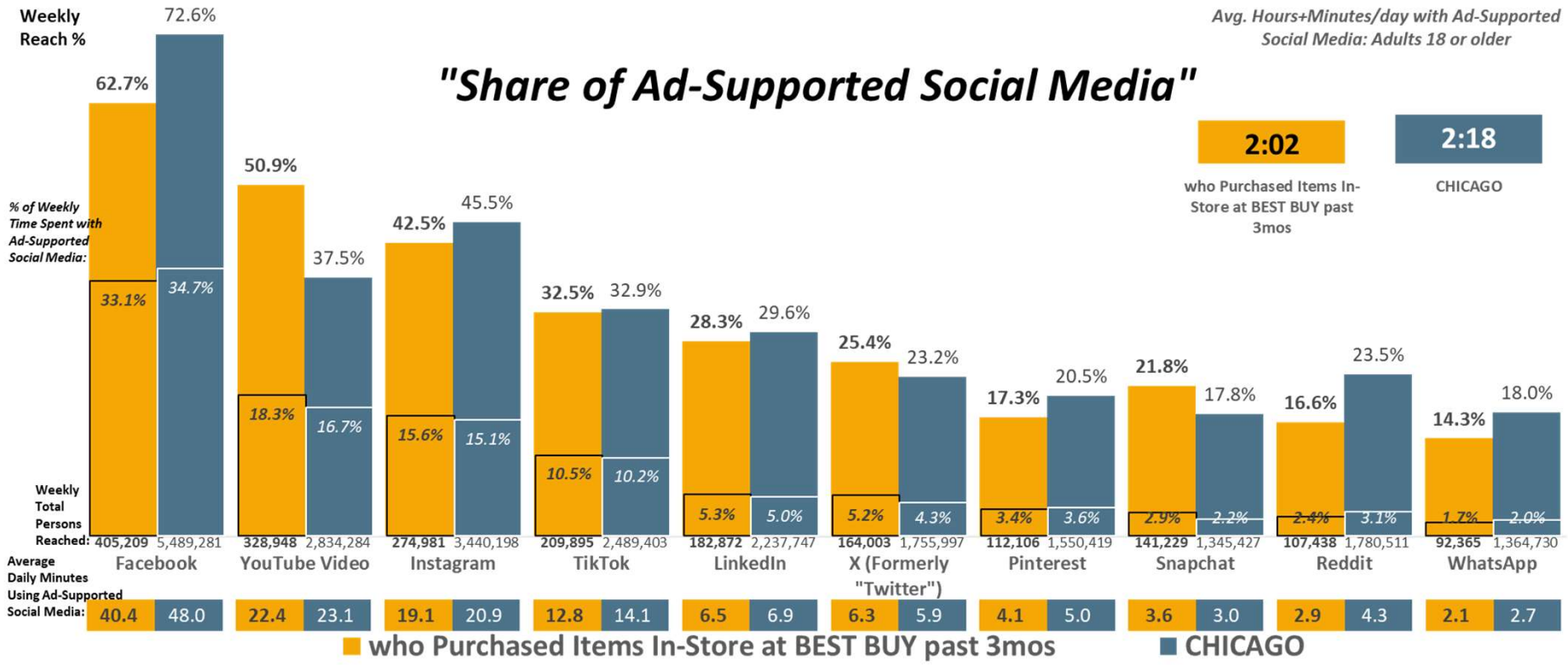
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USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

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

405,209 or 62.7% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos use Ad-Supported Facebook for an average of 40.4 minutes every day representing 33.1% of all time spent daily with Ad-Supported Social Media.



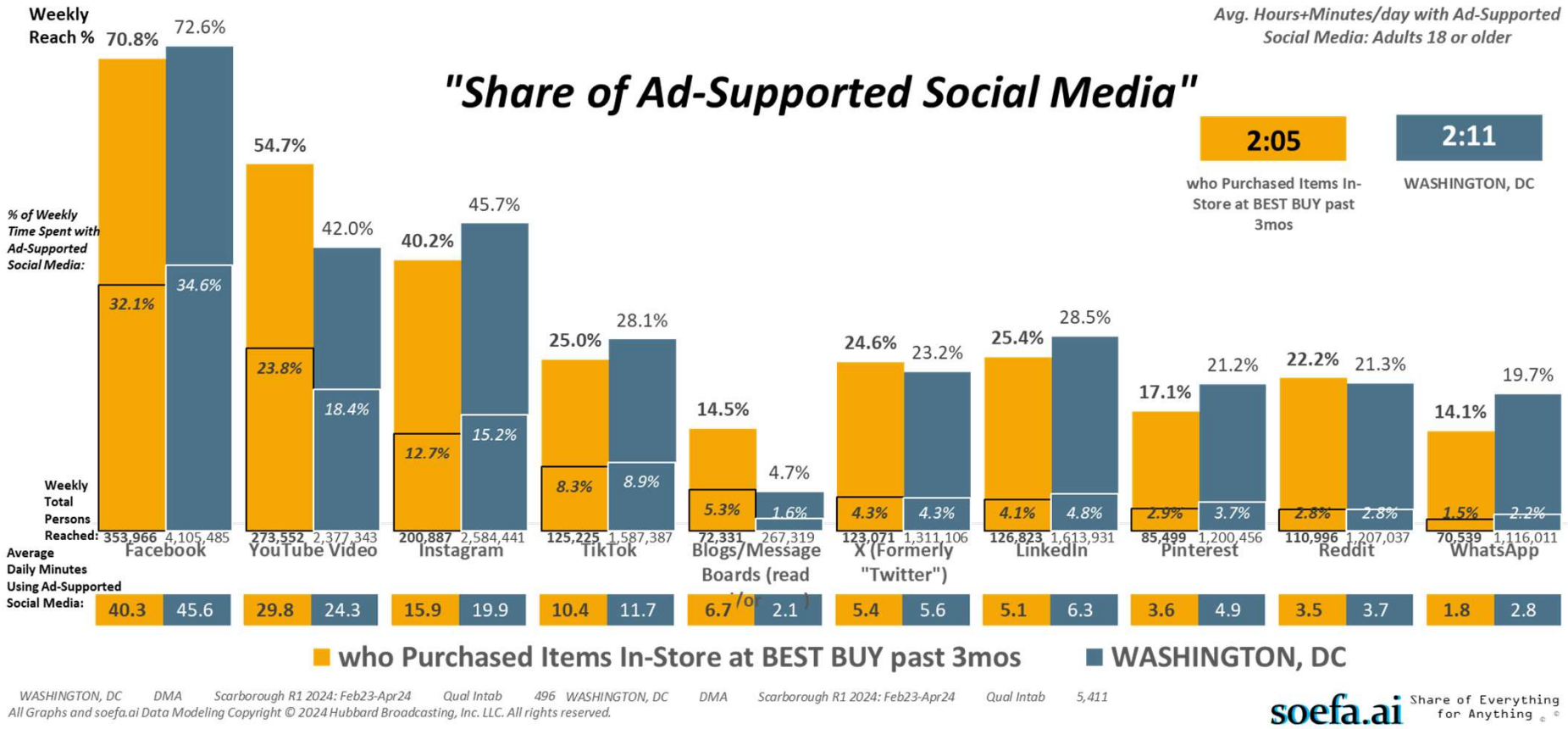
CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 297 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

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

353,966 or 70.8% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos use Ad-Supported Facebook for an average of 40.3 minutes every day representing 32.1% of all time spent daily with Ad-Supported Social Media.



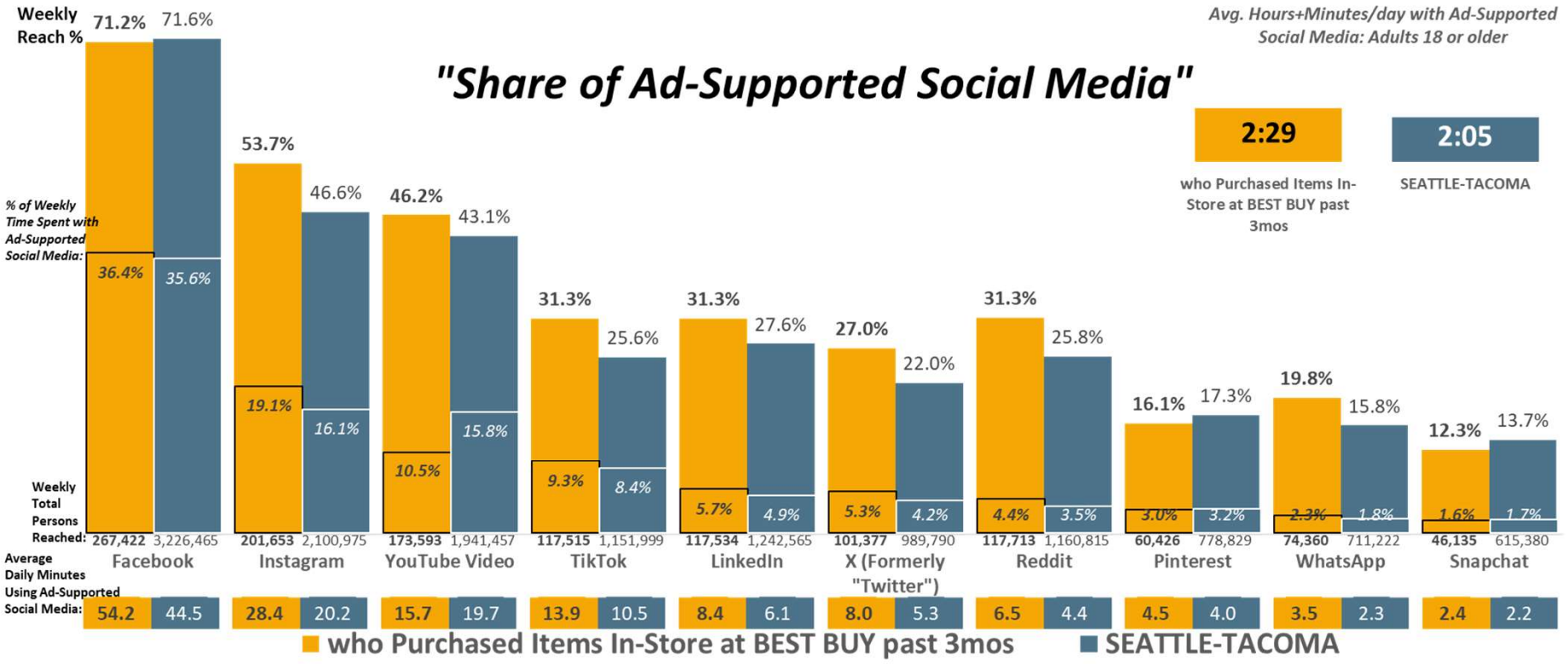
WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 496 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

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

267,422 or 71.2% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos use Ad-Supported Facebook for an average of 54.2 minutes every day representing 36.4% of all time spent daily with Ad-Supported Social Media.



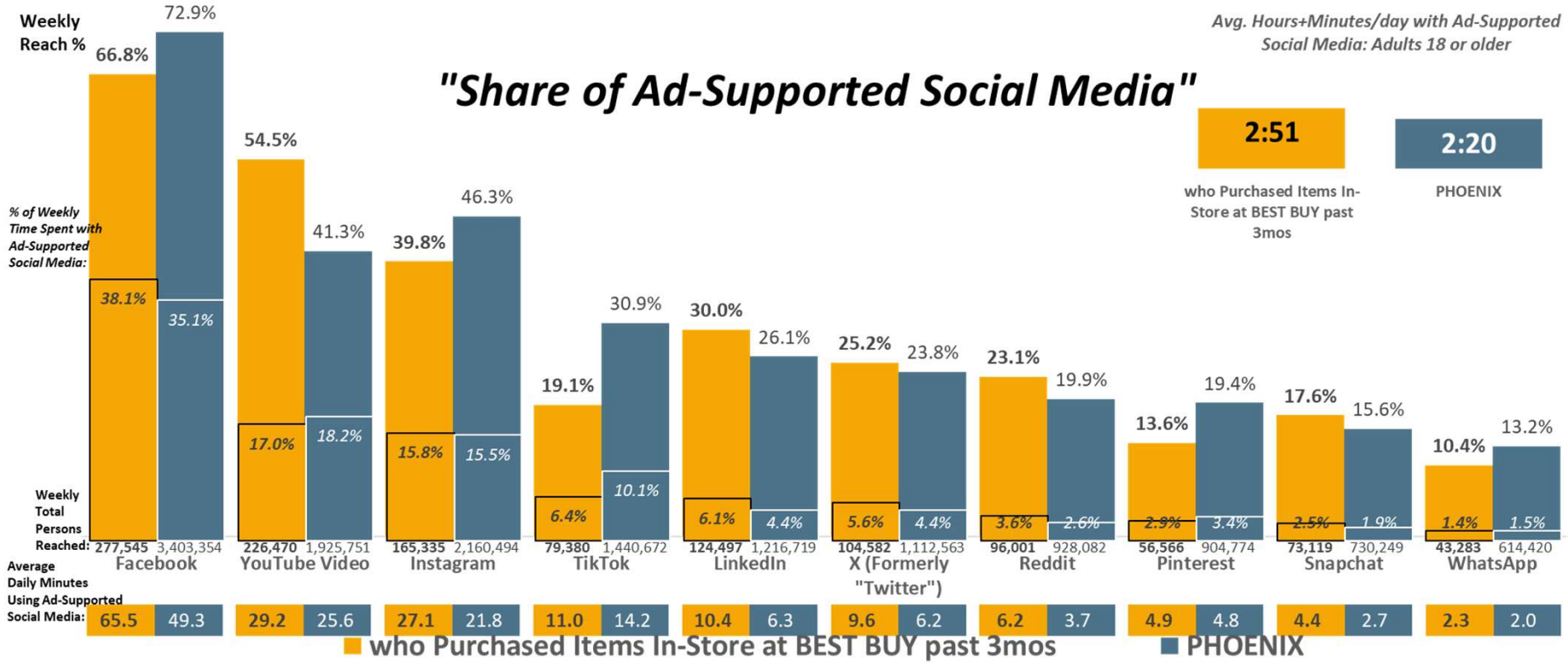
SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 336 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

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

277,545 or 66.8% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos use Ad-Supported Facebook for an average of 65.5 minutes every day representing 38.1% of all time spent daily with Ad-Supported Social Media.



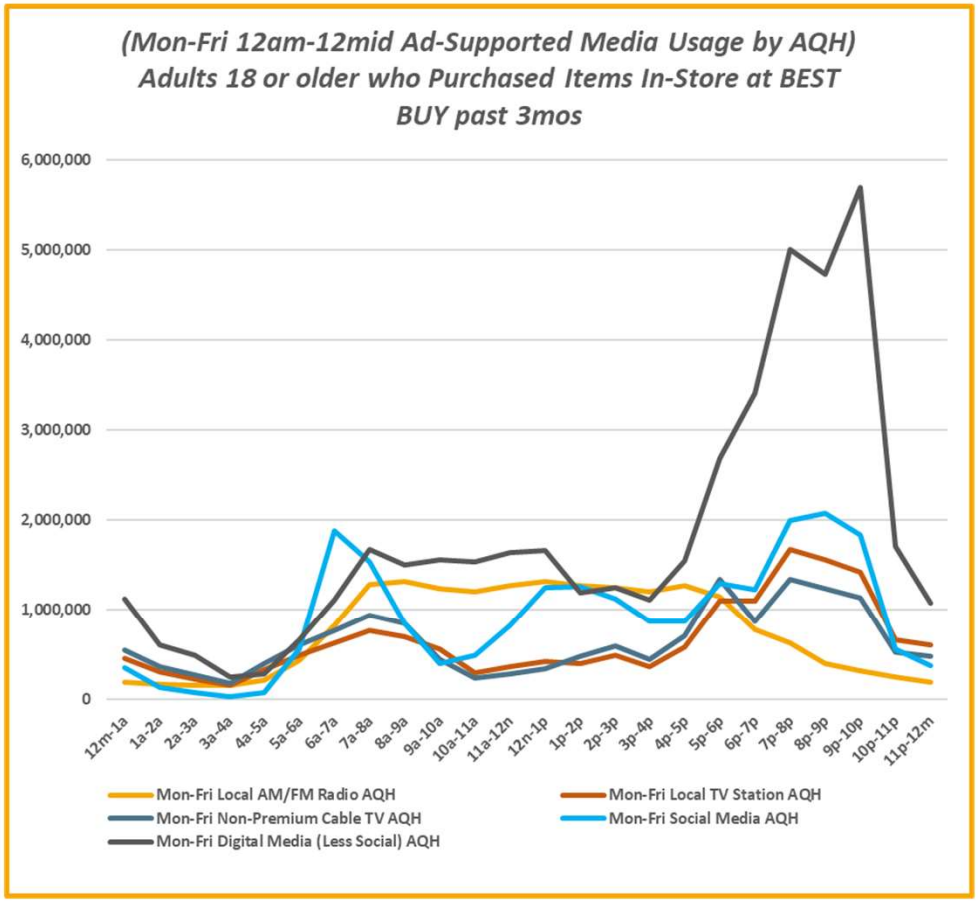
PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 216 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

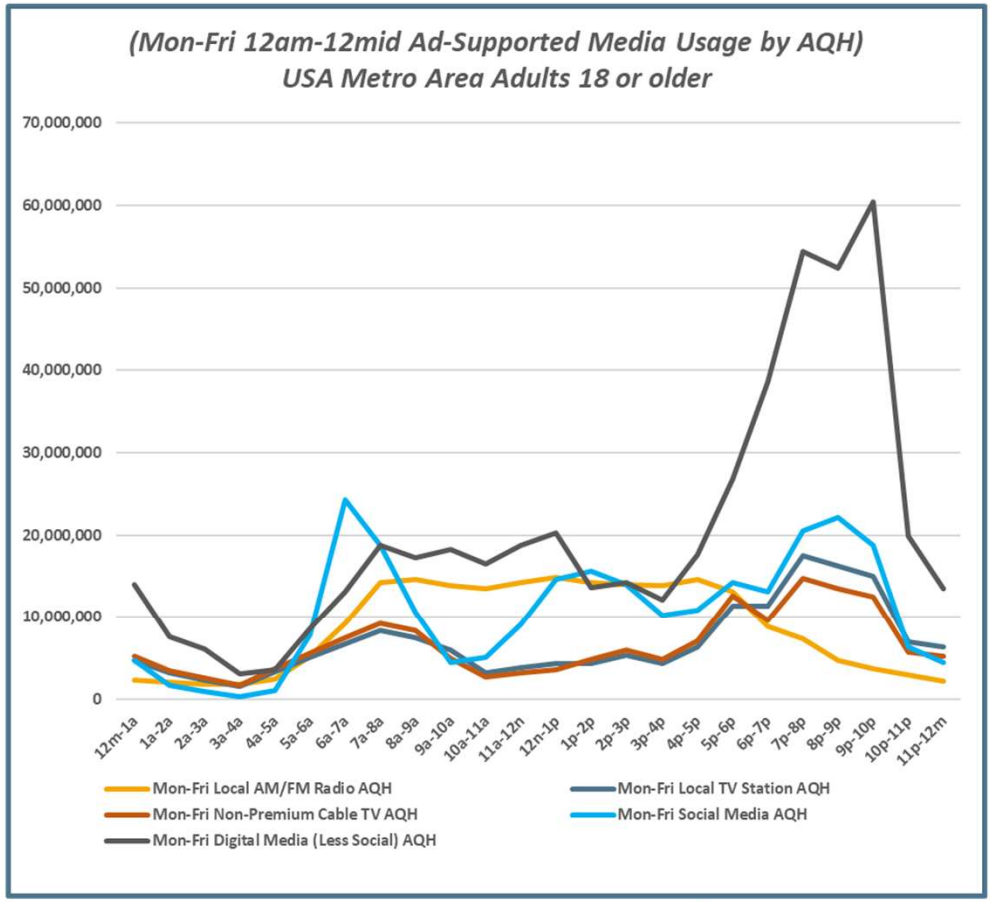
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[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,682,891; Local Radio: 1,180,682; Social Media: 1,064,513; Non-Prem. Cable: 635,560; Local TV: 596,239 reaching Adults 18 or older who Purchased Items In-Store at BEST B





USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 2,034

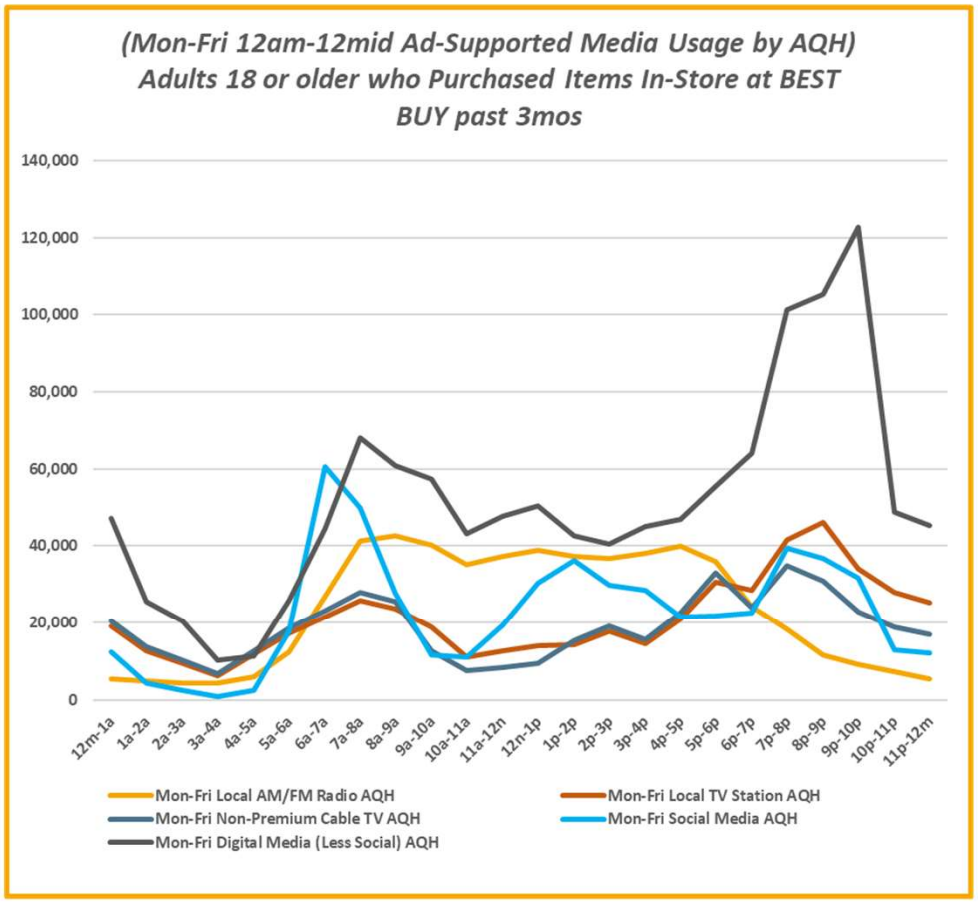
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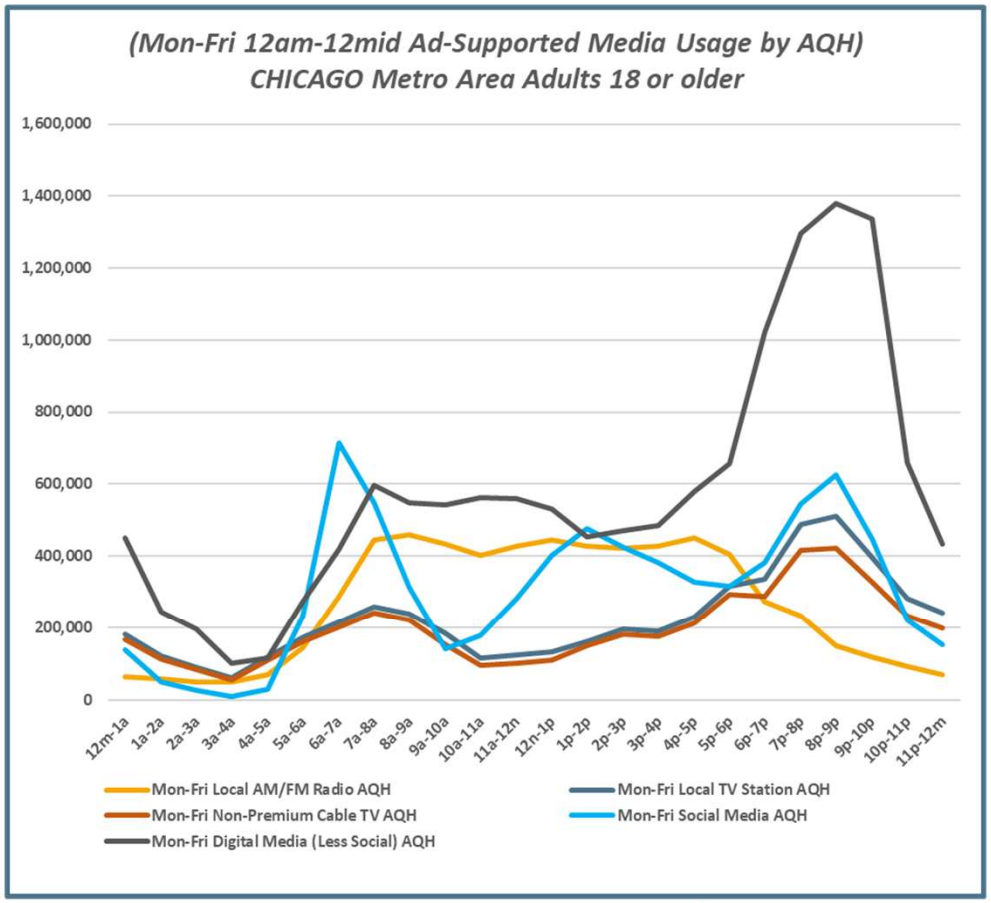
USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

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

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 51,249; Local Radio: 36,518; Social Media: 28,486; Local TV: 19,545; Non-Prem. Cable: 18,739 reaching Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mo





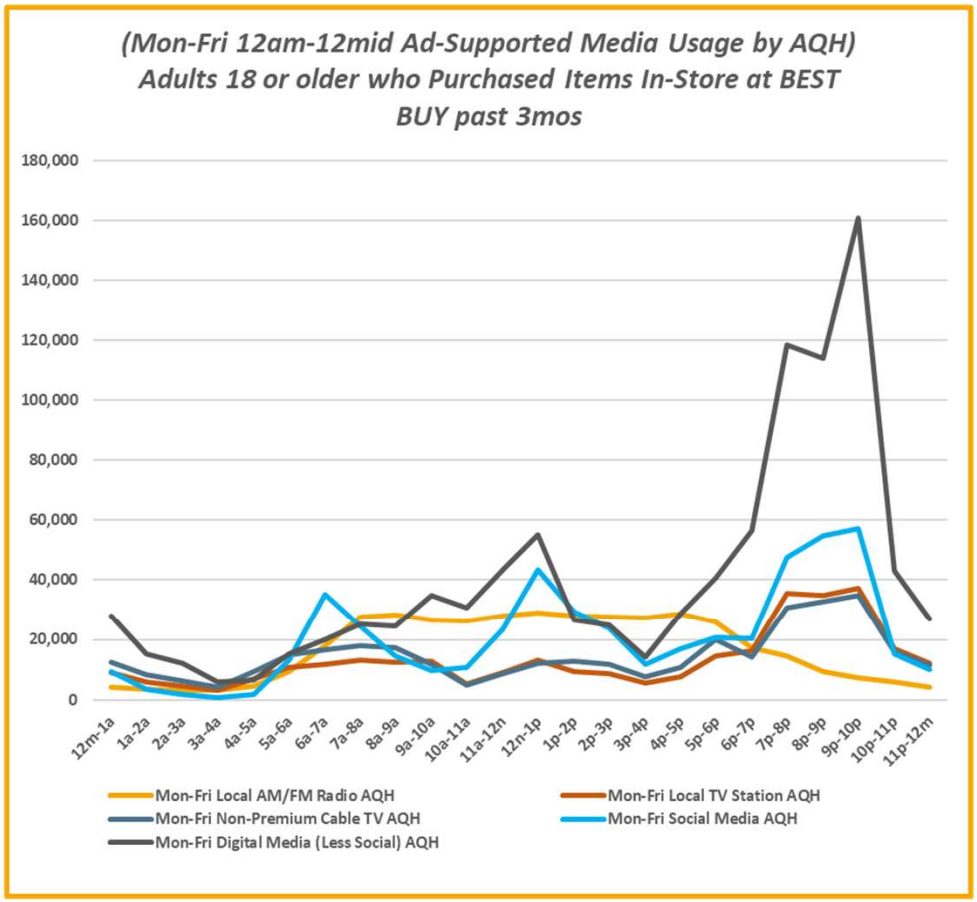
CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 297

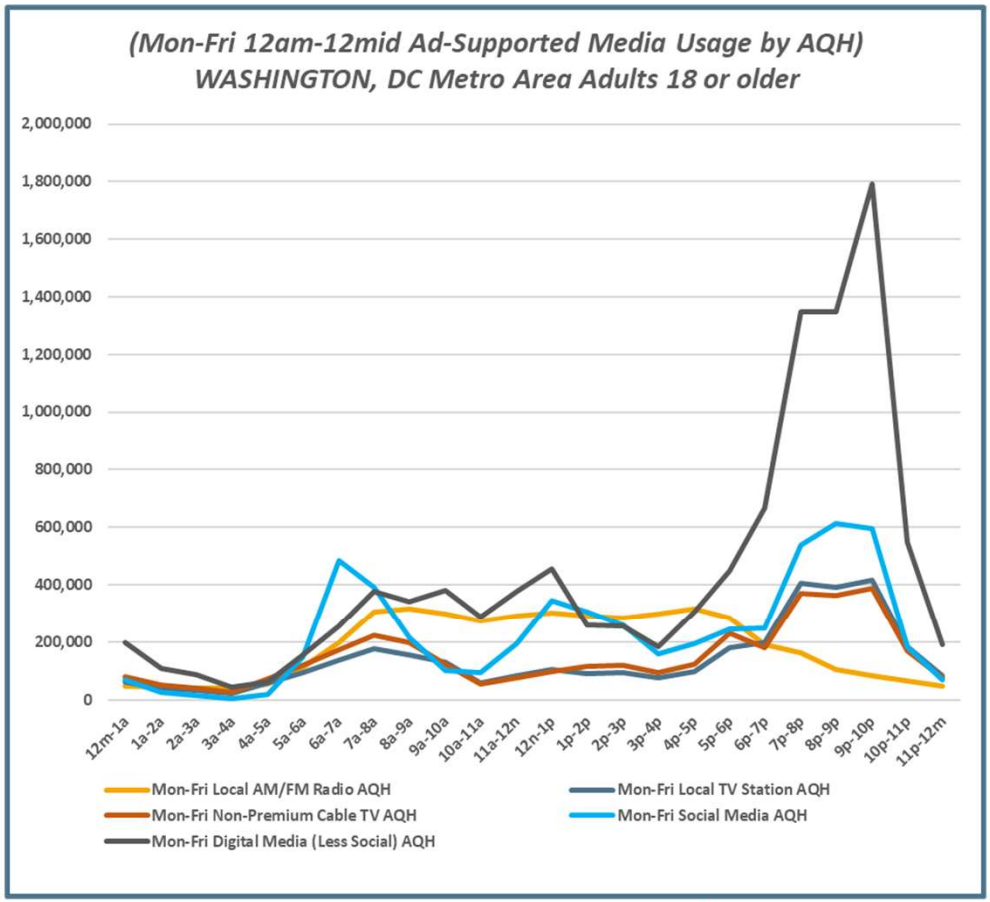
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[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 32,664; Local Radio: 26,028; Social Media: 21,810; Non-Prem. Cable: 12,792; Local TV: 10,661 reaching Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mo





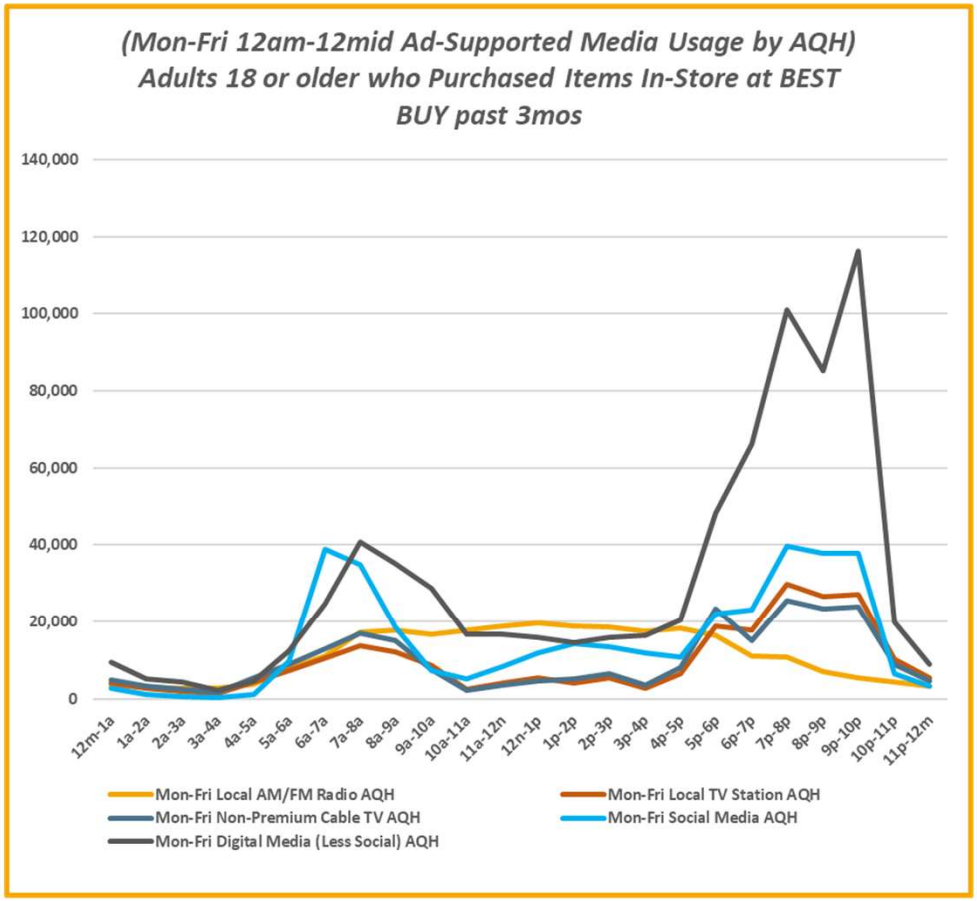
WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 496

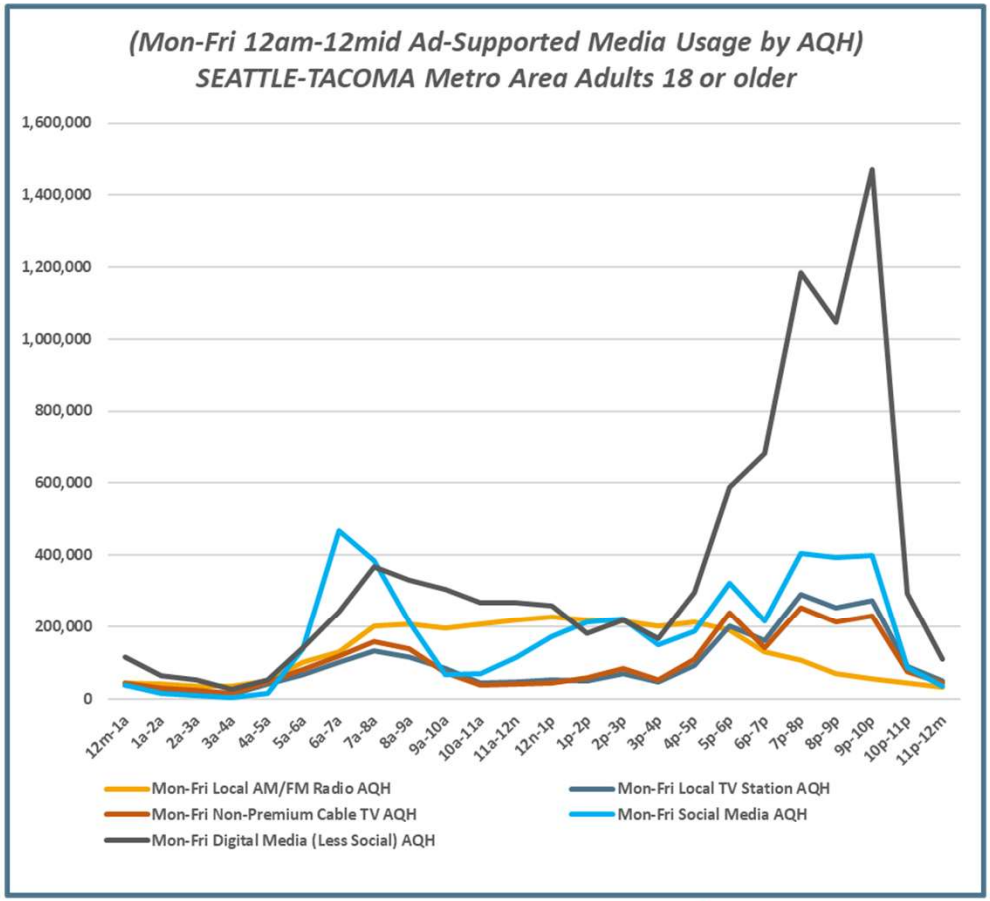
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[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 27,701; Social Media: 16,920; Local Radio: 16,819; Non-Prem. Cable: 9,549; Local TV: 8,616 reaching Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos.





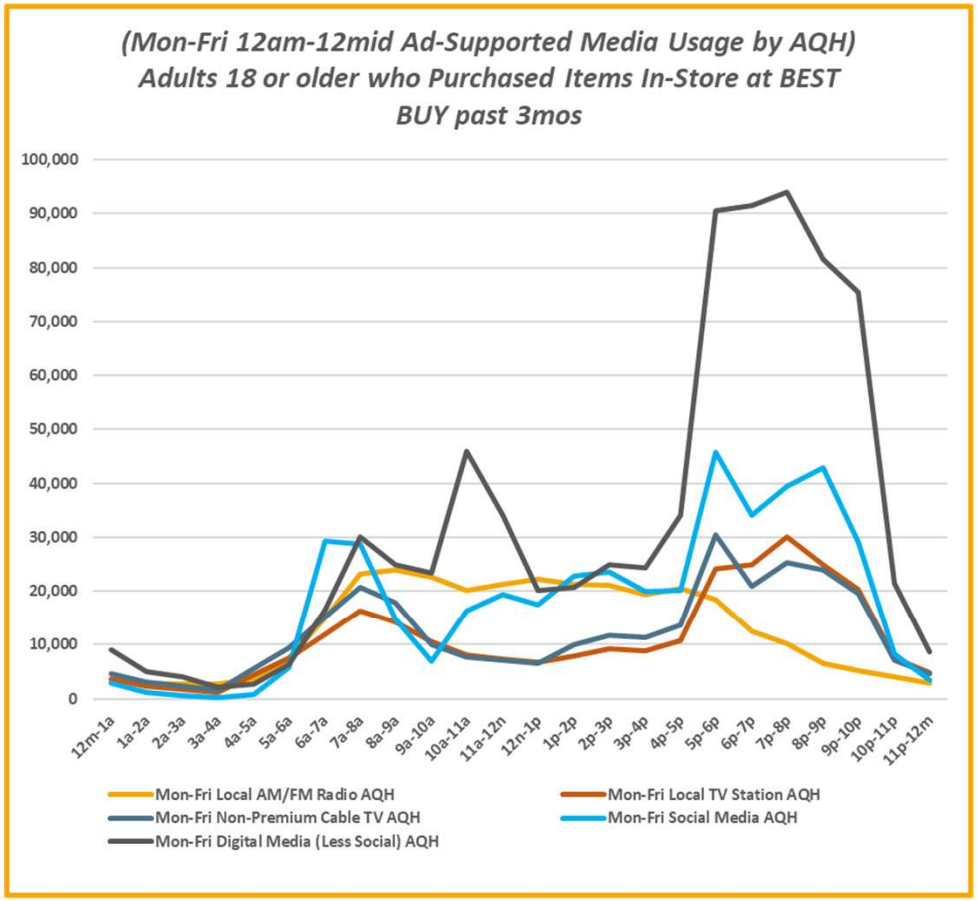
SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 336

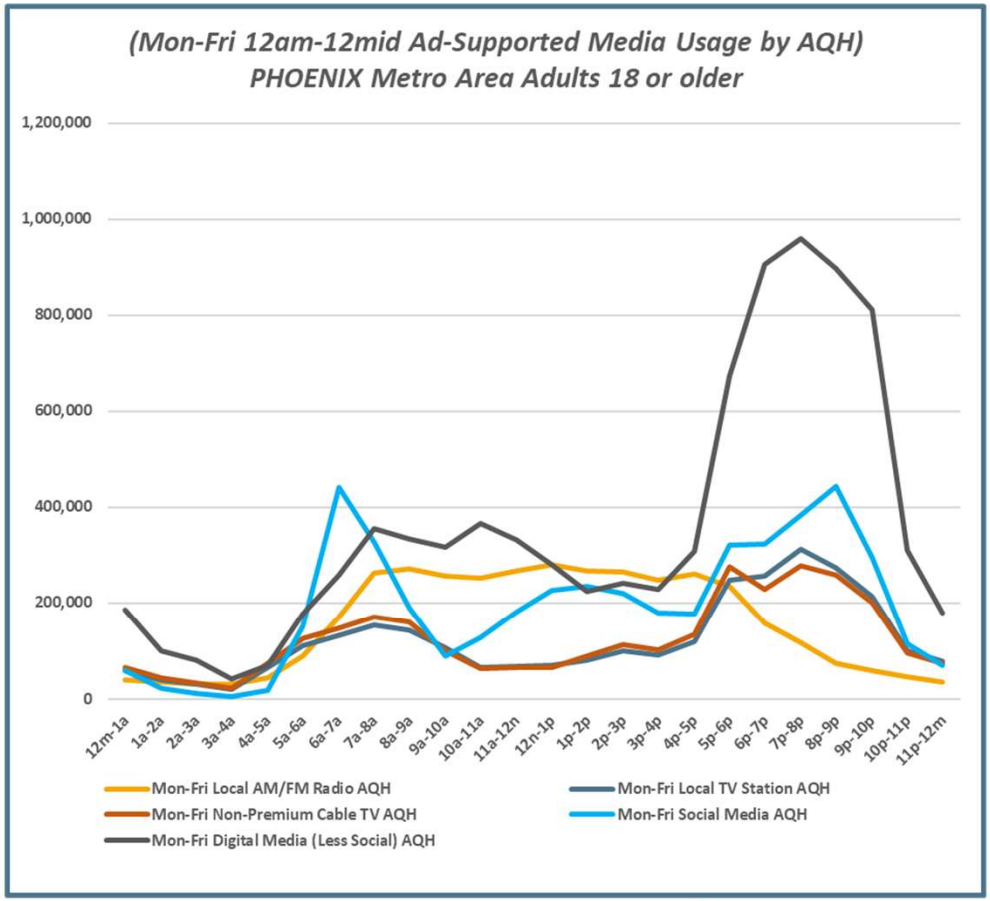
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[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 36,989; Social Media: 23,012; Local Radio: 20,097; Non-Prem. Cable: 14,053; Local TV: 12,366 reaching Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mo





PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 216

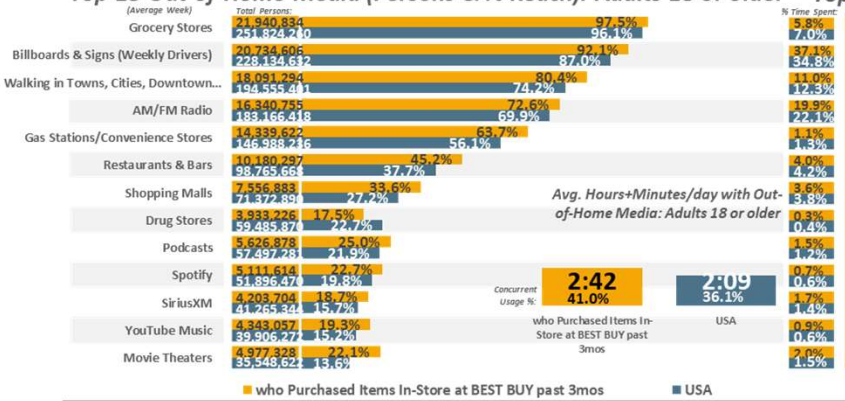
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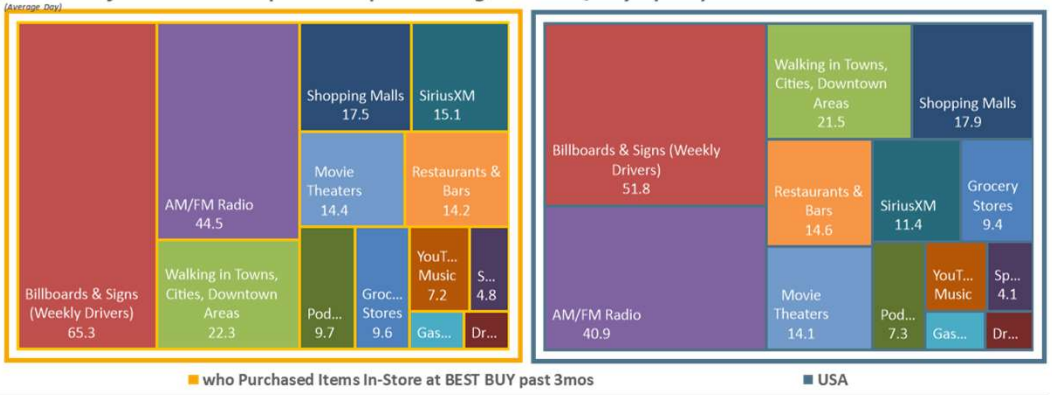
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

20,734,606 or 92.1% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos spend an average of 65.3 minutes per day driving, seeing Billboards and Signs. 68.5% Listen to Local Radio Stations Out-of-Home for an average of 40.4 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



USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 2,034

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USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

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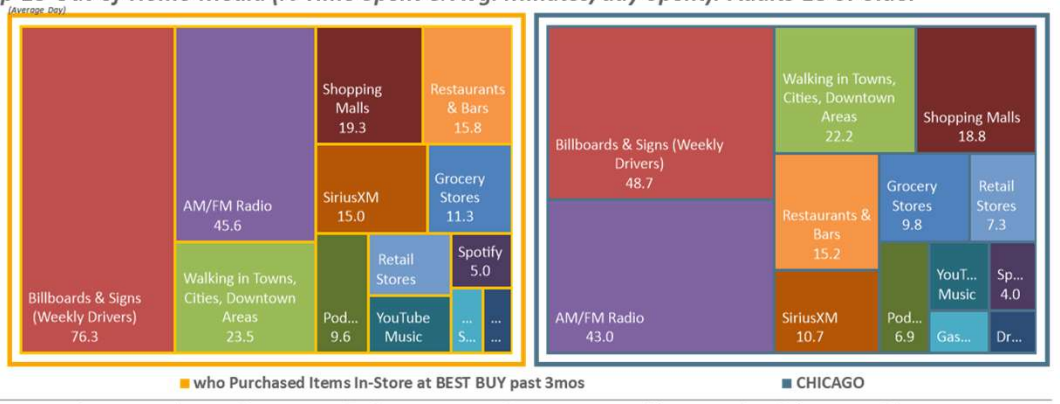
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

544,193 or 84.2% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos spend an average of 76.3 minutes per day driving, seeing Billboards and Signs. 72.8% Listen to Local Radio Stations Out-of-Home for an average of 42.4 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



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 297

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

466,503 or 93.3% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos spend an average of 55. minutes per day driving, seeing Billboards and Signs. 68.1% Listen to Local Radio Stations Out-of-Home for an average of 46. minutes/day.

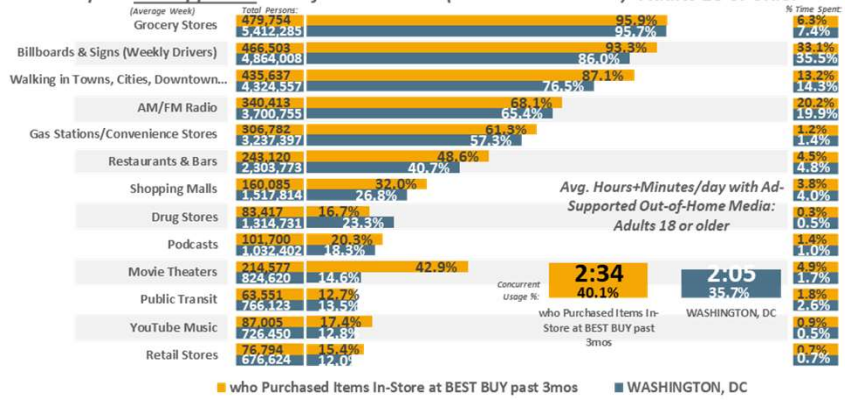
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



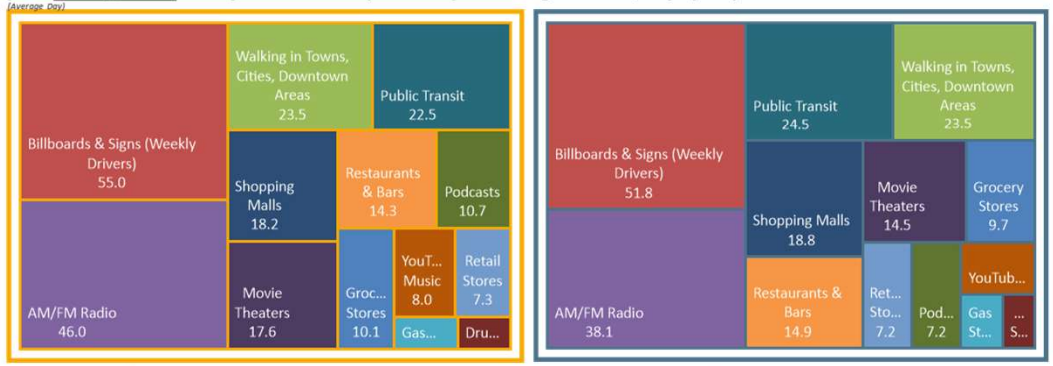
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 496

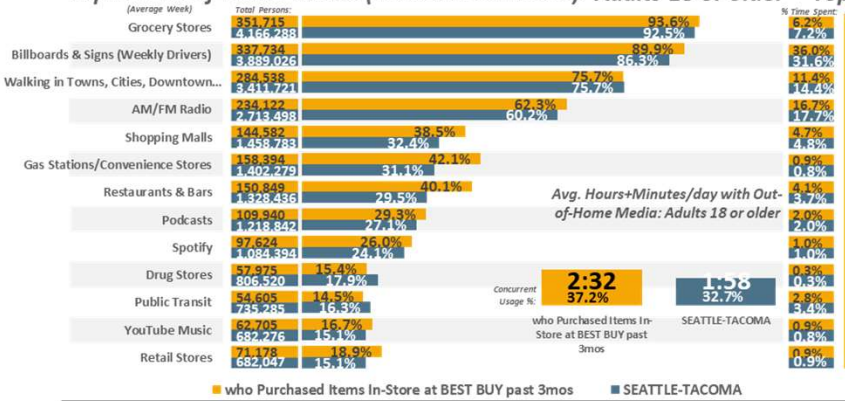
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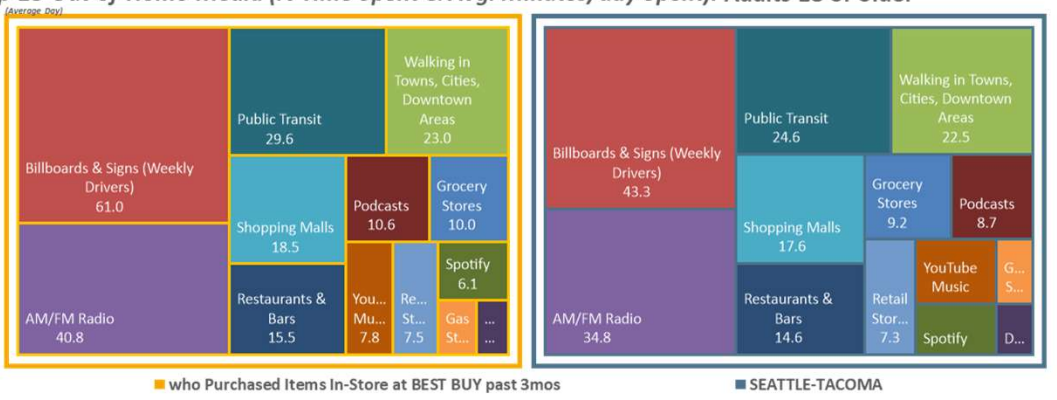
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

337,734 or 89.9% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos spend an average of 61. minutes per day driving, seeing Billboards and Signs. 60.6% Listen to Local Radio Stations Out-of-Home for an average of 37.4 minutes/day.

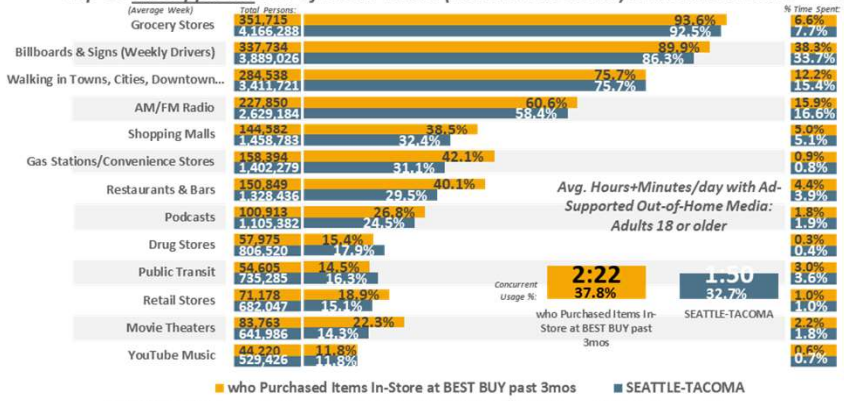
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



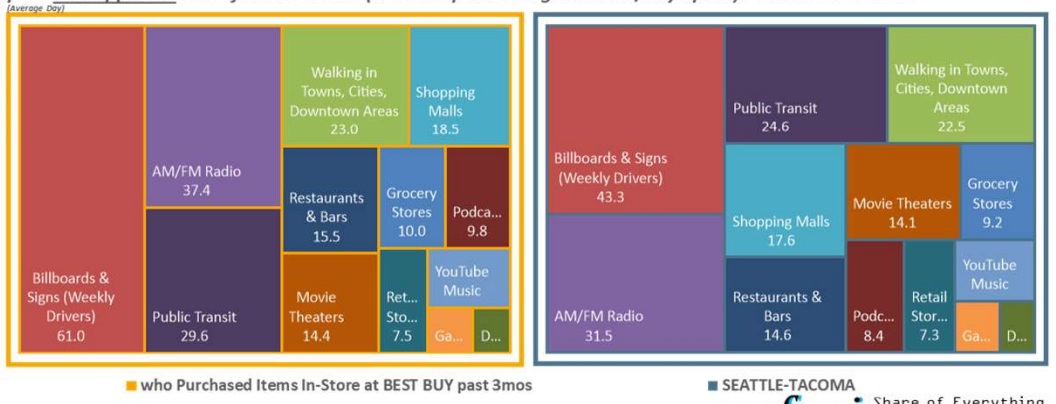
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 336

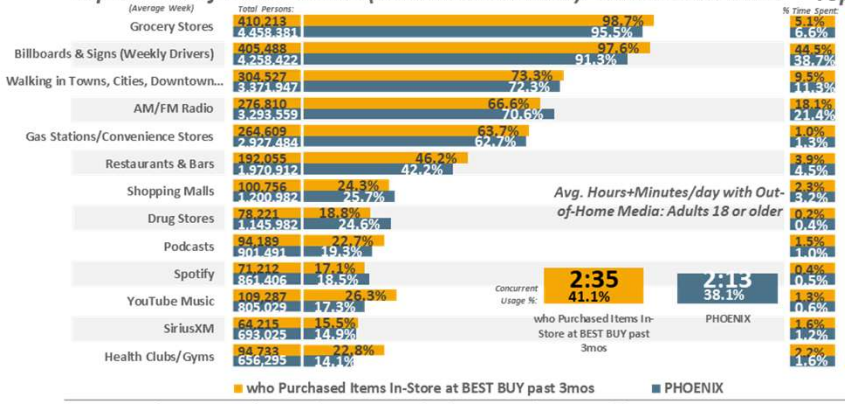
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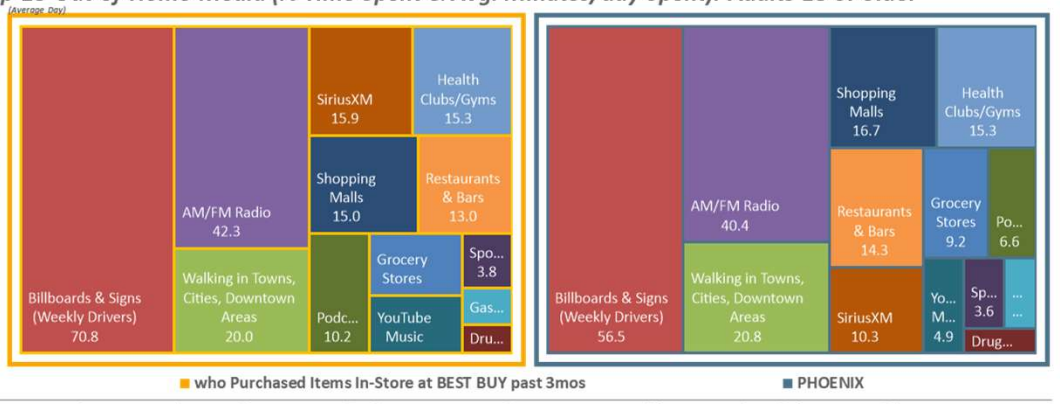
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

405,488 or 97.6% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos spend an average of 70.8 minutes per day driving, seeing Billboards and Signs. 62.9% Listen to Local Radio Stations Out-of-Home for an average of 37.8 minutes/day.

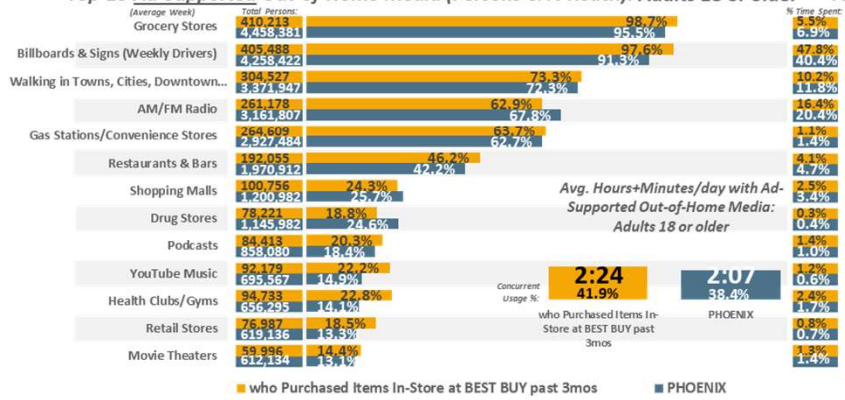
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



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



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 216

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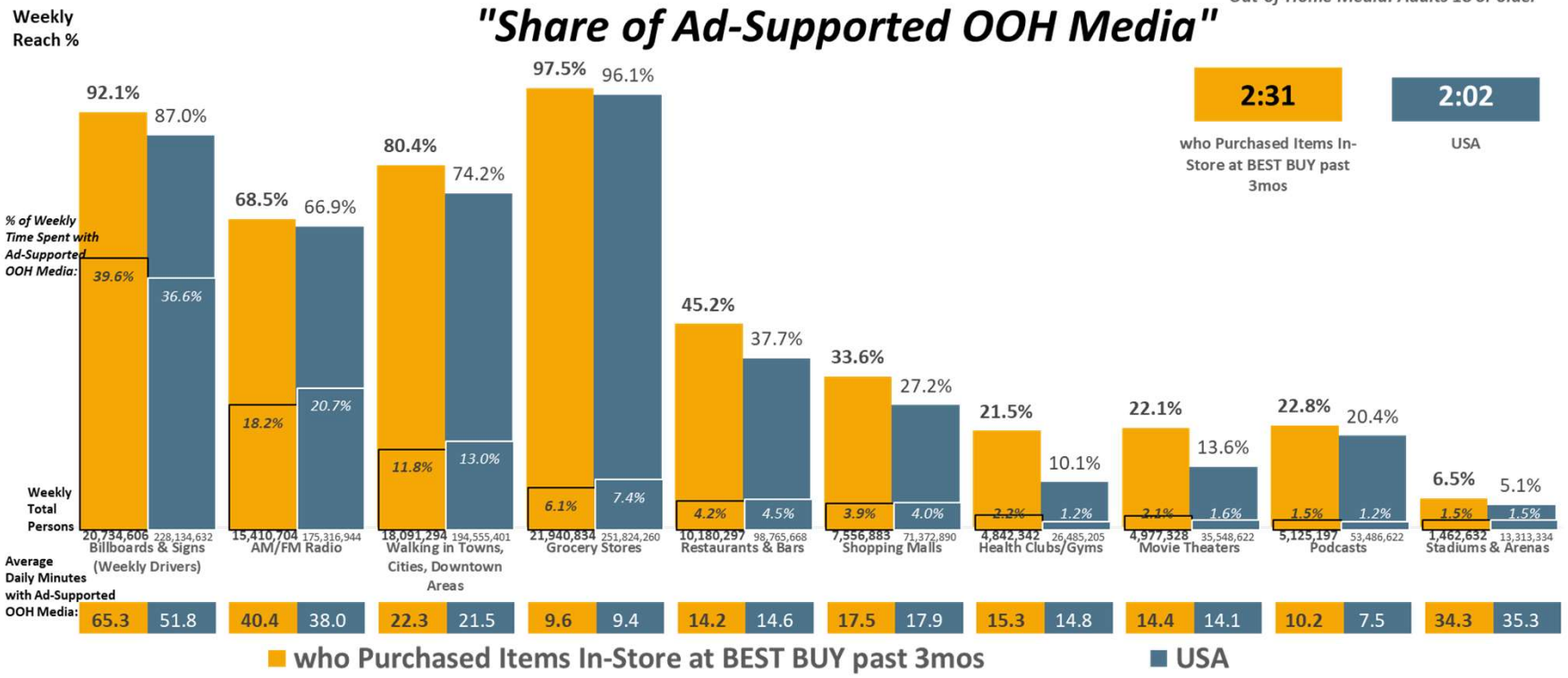
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[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

20,734,606 or 92.1% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos spend an average of 65.3 minutes per day driving, seeing Billboards and Signs representing 39.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 2,034

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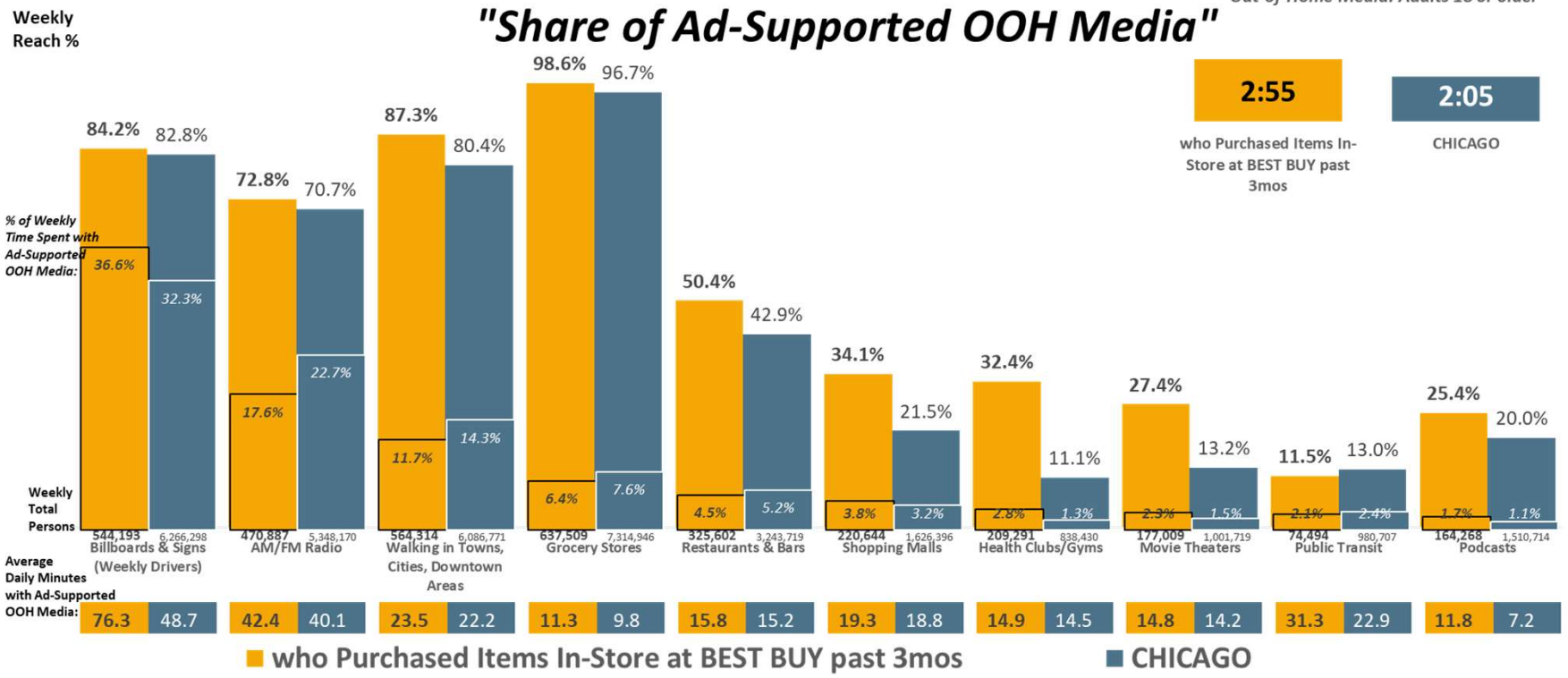
USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

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

544,193 or 84.2% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos spend an average of 76.3 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



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 297 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

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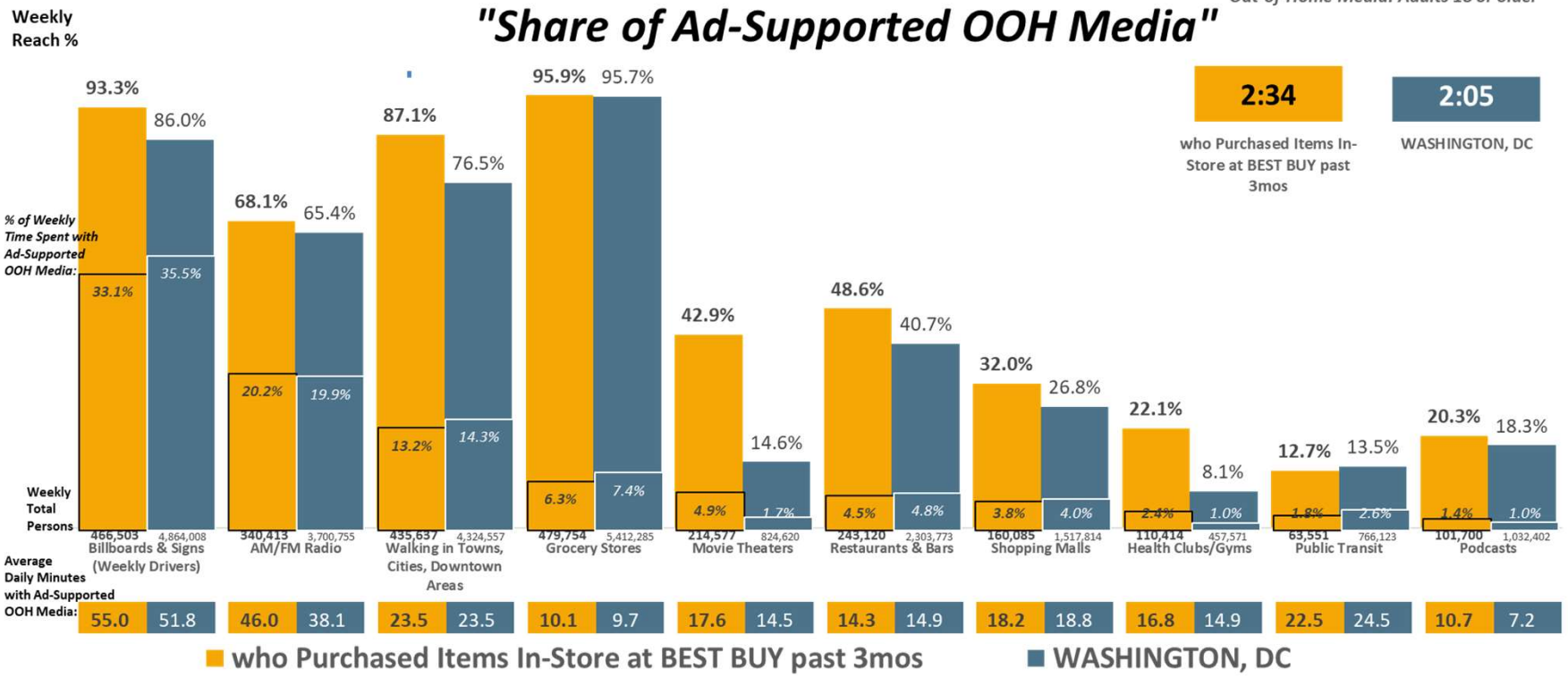
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[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

466,503 or 93.3% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos spend an average of 55. minutes per day driving, seeing Billboards and Signs representing 33.1% 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

"Share of Ad-Supported OOH Media"



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 496 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

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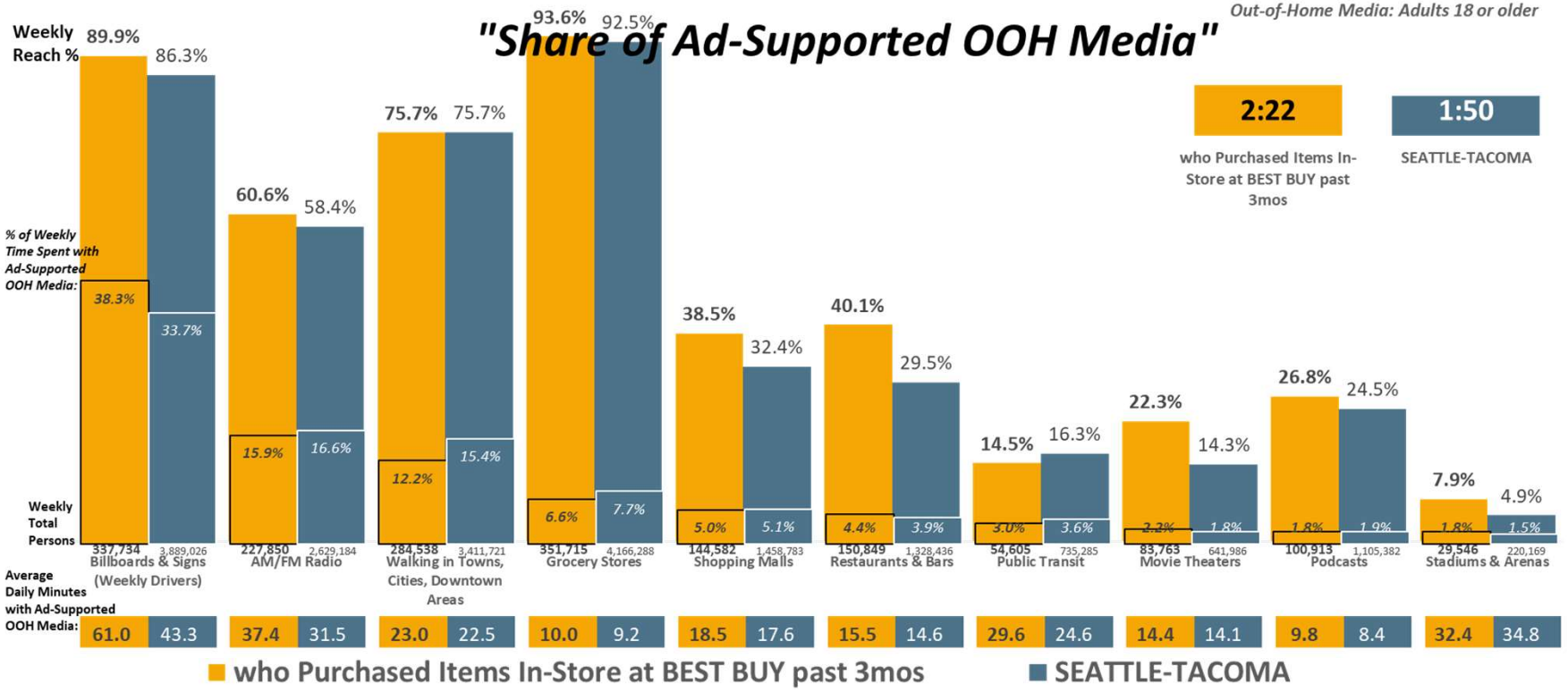
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[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

337,734 or 89.9% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos spend an average of 61. minutes per day driving, seeing Billboards and Signs representing 38.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 336 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

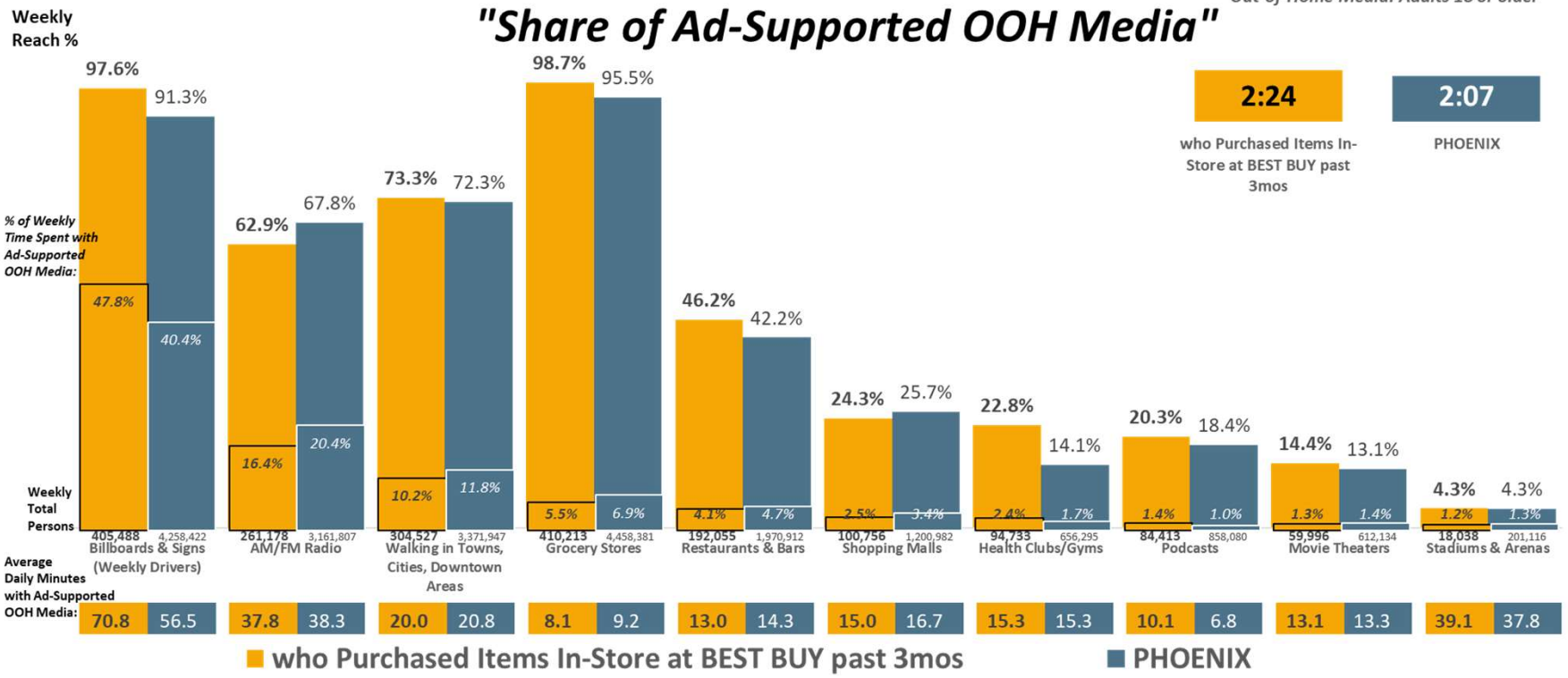
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[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

405,488 or 97.6% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos spend an average of 70.8 minutes per day driving, seeing Billboards and Signs representing 47.8% 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



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 216 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

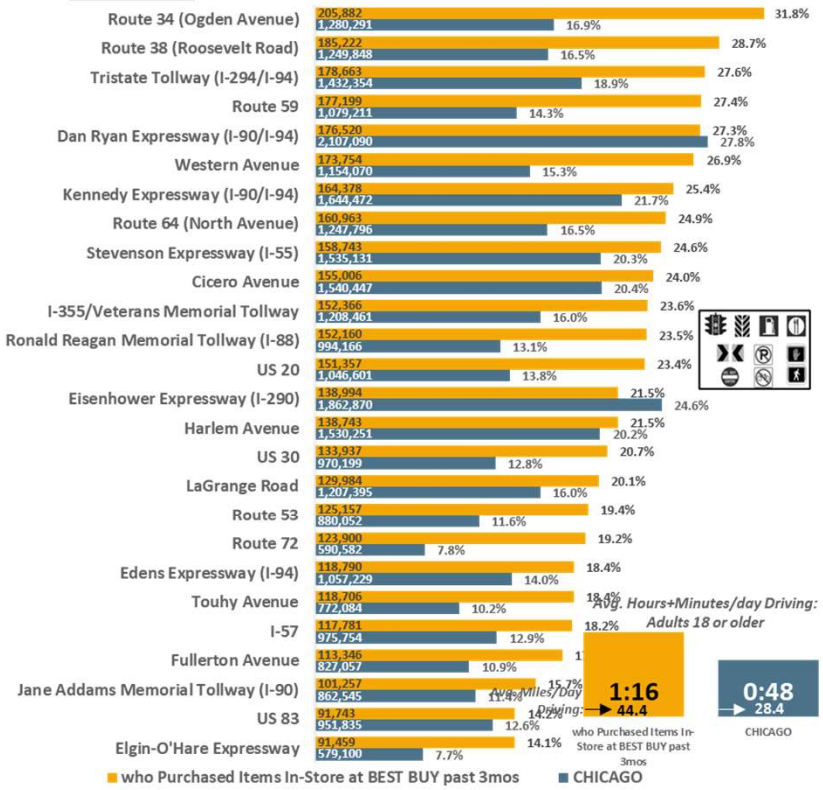
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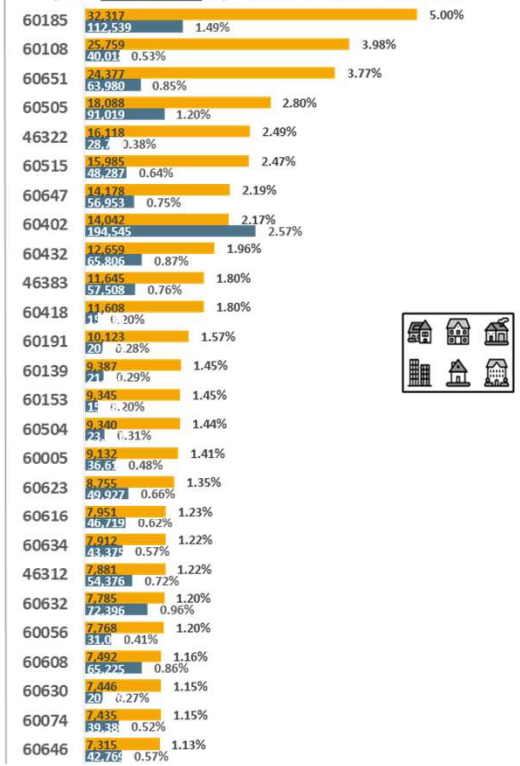
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

544,193 or 84.2% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos spend an average of 76.3 minutes per day driving an average of 44.4 miles each day and are 145.5% more likely to use Route 72 than the Metro average.

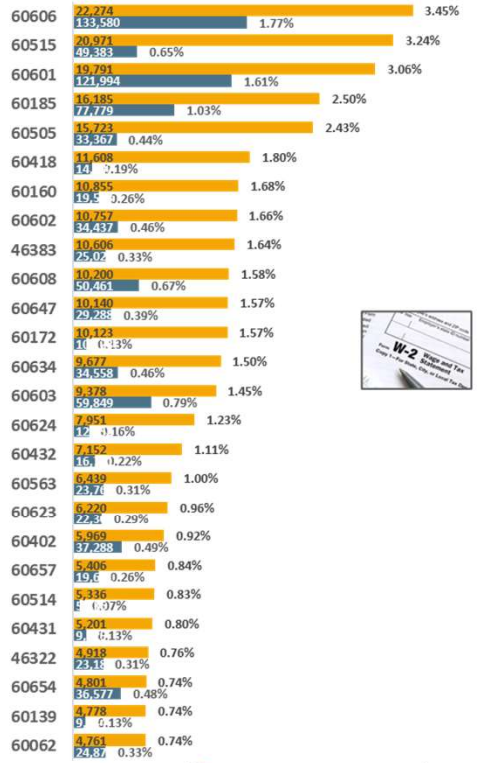
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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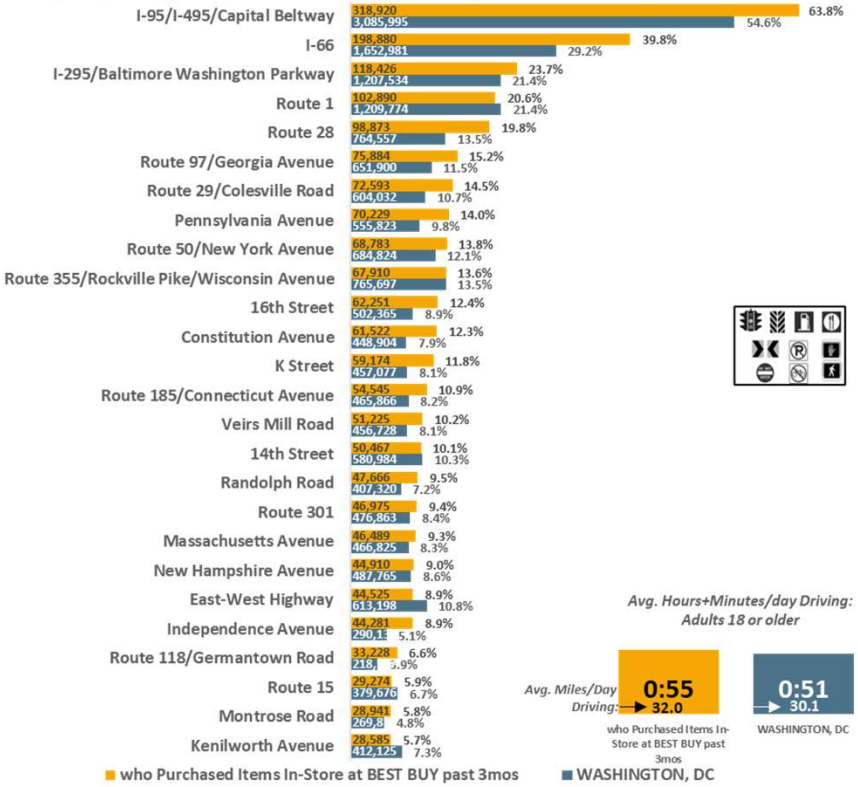
CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 297

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

466,503 or 93.3% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos spend an average of 55. minutes per day driving an average of 32. miles each day and are 55.% more likely to use Constitution Avenue than the Metro average.

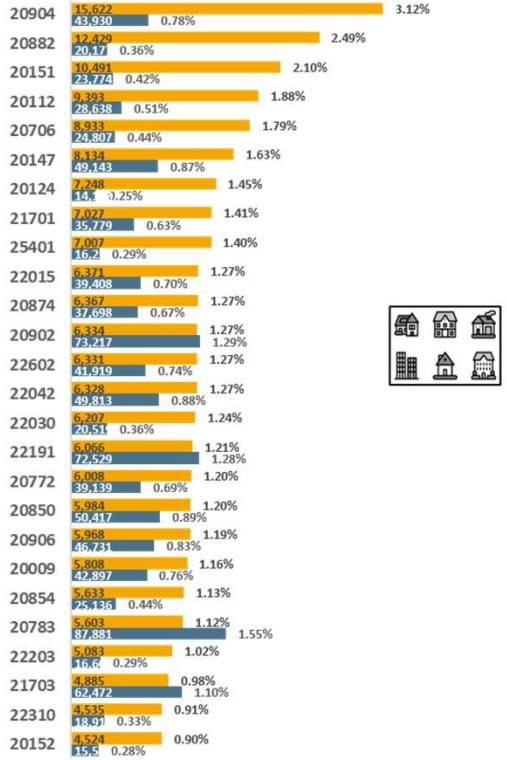
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



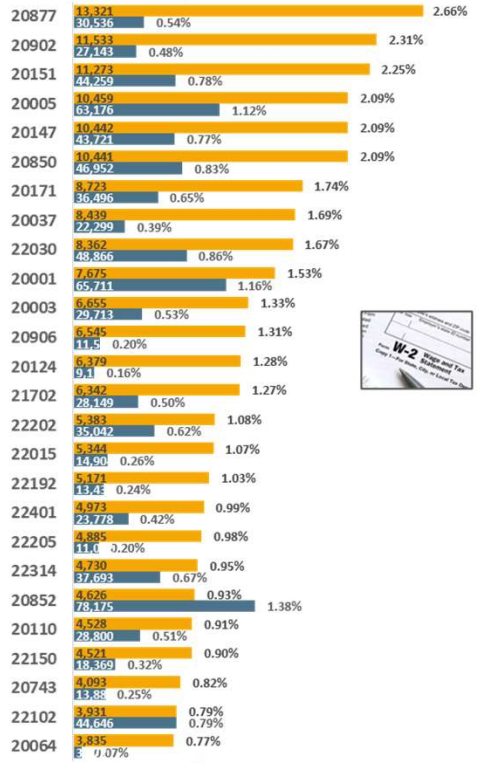
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving:

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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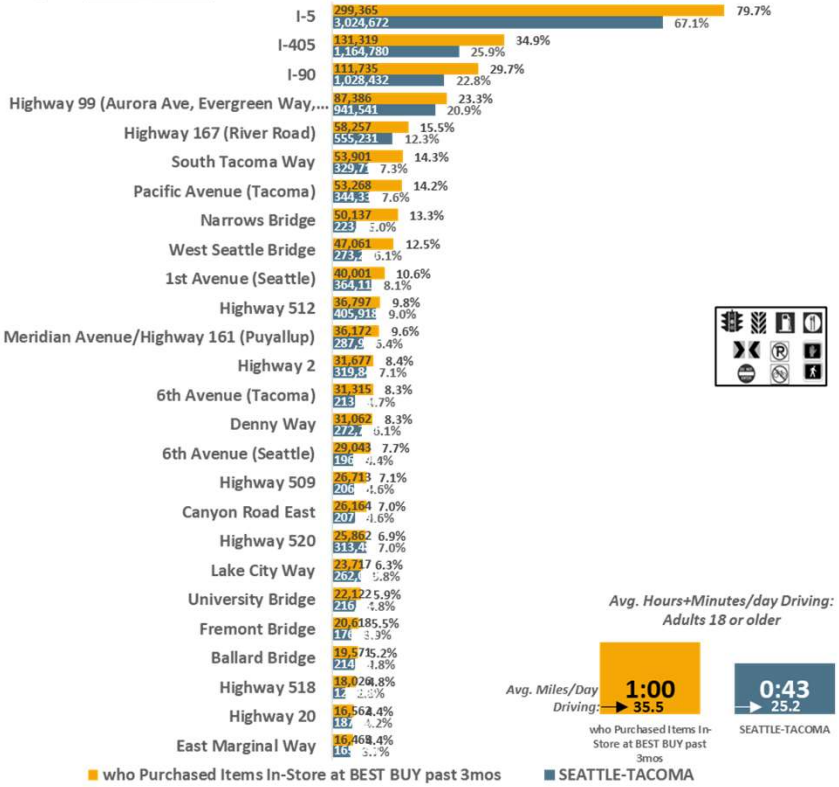
WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 496

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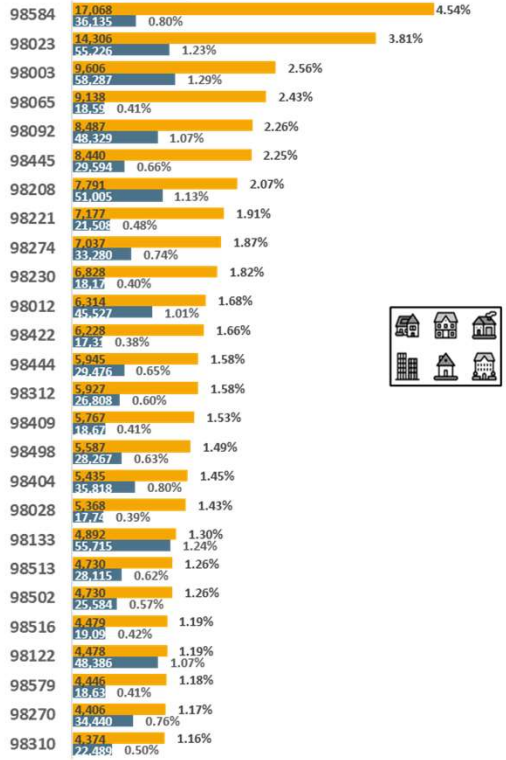
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

337,734 or 89.9% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos spend an average of 61. minutes per day driving an average of 35.5 miles each day and are 169.3% more likely to use Narrows Bridge than the Metro average.

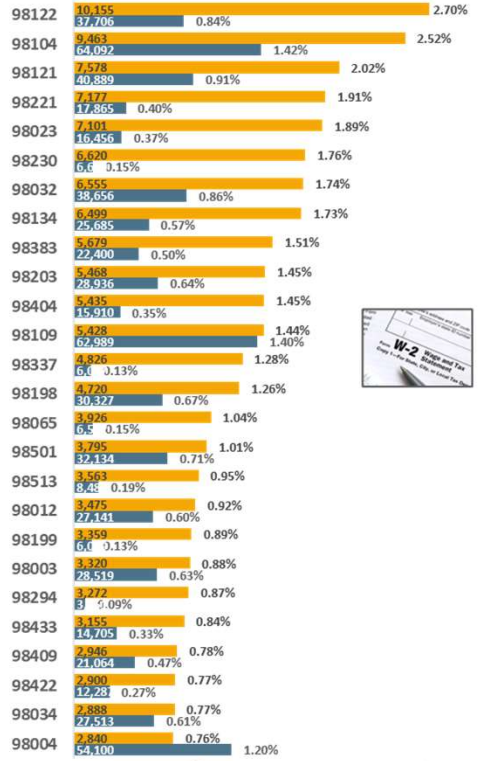
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 336

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

405,488 or 97.6% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos spend an average of 70.8 minutes per day driving an average of 41.2 miles each day and are 172.3% more likely to use Bob Stump Memorial Parkway (Loop 303) than the M

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

	who Purchased Items In-Store at BEST BUY past 3mos		PHOENIX	
I-10	330,344	79.5%	2,700,305	57.9%
I-17	203,573	49.0%	1,843,824	39.5%
Highway 51	199,178	47.9%	1,139,745	24.4%
Agua Fria Freeway (NW Loop 101)	171,025	41.2%	1,226,855	26.3%
Red Mountain Freeway (NE Loop 202)	160,224	38.6%	1,109,207	23.8%
Thomas Road	158,111	38.1%	1,205,416	25.8%
Camelback Road	156,701	37.7%	1,403,010	30.1%
McDowell Road	155,284	37.4%	1,319,565	28.3%
Superstition Freeway (E Hwy 60)	133,409	32.1%	1,055,411	22.6%
Indian School Road	129,112	31.1%	1,344,228	28.8%
Chandler Blvd	128,261	30.9%	873,691	18.7%
Bell Road	115,074	27.7%	1,297,983	27.8%
7th Avenue	113,431	27.3%	1,049,475	22.5%
Pima Freeway (NE Loop 101)	112,975	27.2%	1,003,422	21.5%
Scottsdale Road	111,045	26.7%	977,932	21.0%
Grand Avenue (W Hwy 60)	109,595	26.4%	797,536	17.1%
Price Freeway (SE Loop 101)	102,915	24.8%	961,590	20.6%
Bob Stump Memorial Parkway (Loop 303)	98,358	23.7%	405,734	8.7%
Central Avenue	93,947	22.6%	780,001	16.7%
7th Street	91,265	22.0%	1,153,181	24.7%
Santan Freeway (SE Loop 202)	73,810	17.8%	992,837	21.3%
Arizona Avenue/Country Club	66,188	15.9%	575,112	12.3%
North Hayden Road	59,565	14.3%	403,034	8.6%
Washington Street	58,656	14.1%	511,364	11.0%
32nd Street	55,828	13.4%	802,995	17.2%
Cave Creek Road	51,082	12.3%	569,867	12.2%

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

Avg. Miles/Day Driving: 41.2

1:10 — who Purchased Items In-Store at BEST BUY past 3mos

0:56 — PHOENIX

Top-26 Residential Zip Codes: Adults 18 or older

85013	18,562	4.47%	35,311	0.76%
85326	18,435	4.44%	52,714	1.13%
85288	14,798	3.56%	27,697	0.59%
86315	14,073	3.39%	17,99[illegible]	0.39%
85338	12,508	3.01%	41,687	0.89%
85201	10,264	2.47%	44,206	0.95%
85379	9,581	2.31%	21,18[illegible]	0.45%
86323	9,409	2.26%	9,[illegible]	0.20%
85388	8,711	2.10%	25,491	0.55%
85281	8,688	2.09%	21,77[illegible]	0.46%
85032	8,647	2.08%	75,639	1.62%
85543	8,488	2.04%	13,[illegible]	0.29%
85207	8,275	1.99%	29,431	0.63%
85035	8,173	1.97%	32,426	0.69%
86301	7,800	1.88%	28,969	0.62%
86305	7,182	1.73%	16,9[illegible]	0.36%
85209	7,155	1.72%	41,326	0.89%
85251	6,957	1.67%	48,374	1.04%
85308	6,590	1.59%	44,415	0.95%
85008	6,501	1.56%	78,679	1.69%
85295	6,321	1.52%	11,[illegible]	0.25%
85254	6,237	1.50%	30,254	0.65%
85260	6,081	1.46%	30,507	0.65%
85086	5,629	1.35%	28,071	0.60%
85387	5,327	1.28%	16,7[illegible]	0.36%
85006	5,294	1.27%	36,188	0.78%

Top-26 Employment Zip Codes: Adults 18 or older

85004	15,944	3.84%	44,749	0.96%
85012	15,403	3.71%	34,477	0.74%
85338	14,111	3.40%	39,508	0.85%
86315	14,073	3.39%	14,[illegible]	0.30%
85281	13,889	3.34%	95,929	2.06%
85543	8,488	2.04%	9,[illegible]	0.19%
85260	7,853	1.89%	36,406	0.78%
85016	6,907	1.66%	20,97[illegible]	0.45%
86301	6,731	1.62%	12,[illegible]	0.26%
85379	5,775	1.39%	7,[illegible]	0.16%
89118	5,477	1.32%	5,[illegible]	0.12%
85254	5,420	1.30%	27,872	0.60%
86303	5,014	1.21%	5,[illegible]	0.13%
85233	4,707	1.13%	20,07[illegible]	0.43%
85256	4,540	1.09%	4,[illegible]	0.10%
85282	4,374	1.05%	37,279	0.80%
86444	4,250	1.02%	4,[illegible]	0.09%
85003	4,223	1.02%	20,49[illegible]	0.44%
85086	4,059	0.98%	11,[illegible]	0.25%
85258	3,908	0.94%	31,978	0.69%
86001	3,365	0.81%	29,275	0.63%
85361	3,212	0.77%	3,[illegible]	0.07%
85002	3,159	0.76%	3,[illegible]	0.07%
85546	3,140	0.76%	3,[illegible]	0.07%
85374	2,856	0.69%	7,[illegible]	0.17%
85013	2,813	0.68%	20,70[illegible]	0.44%

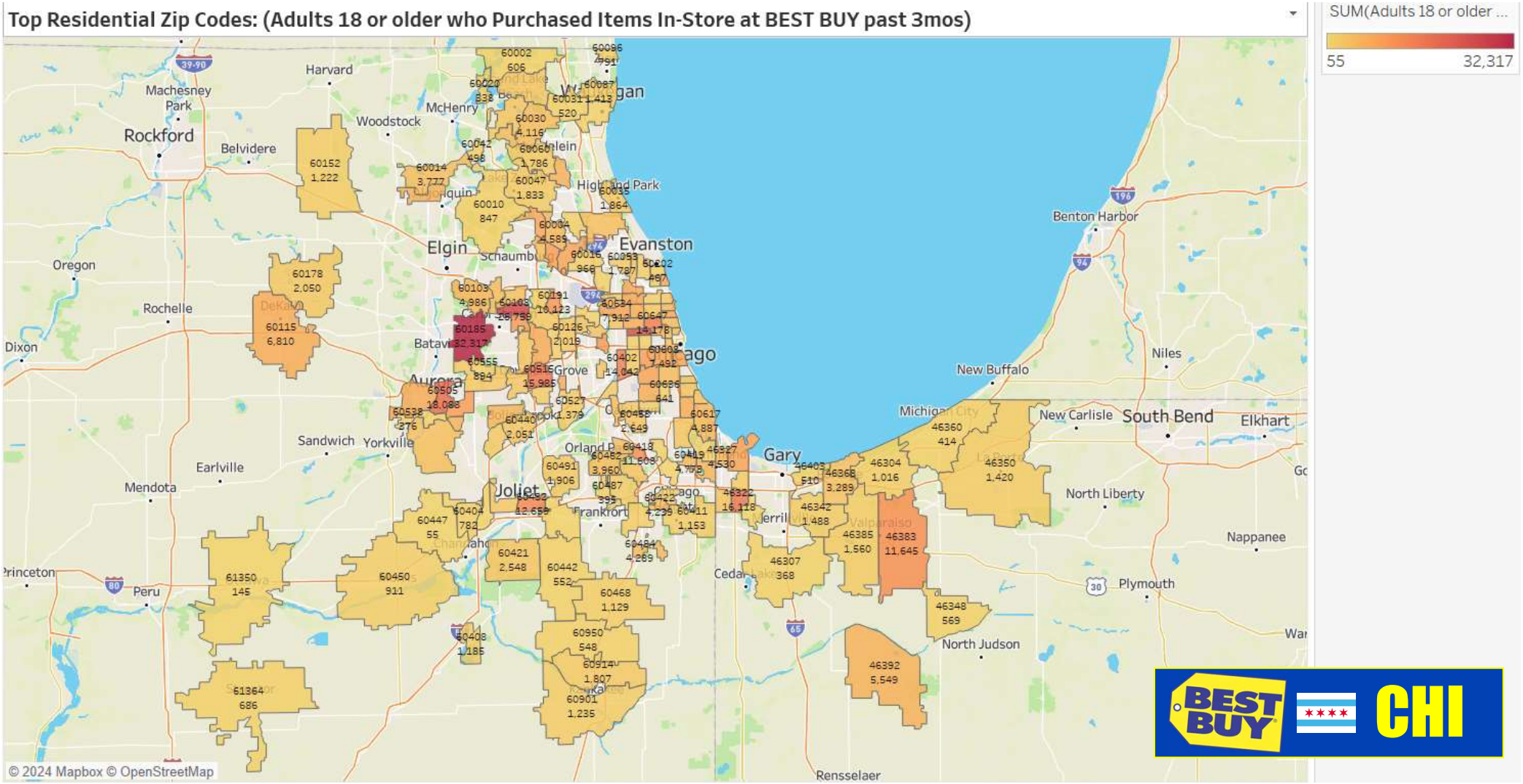
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PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 216

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

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



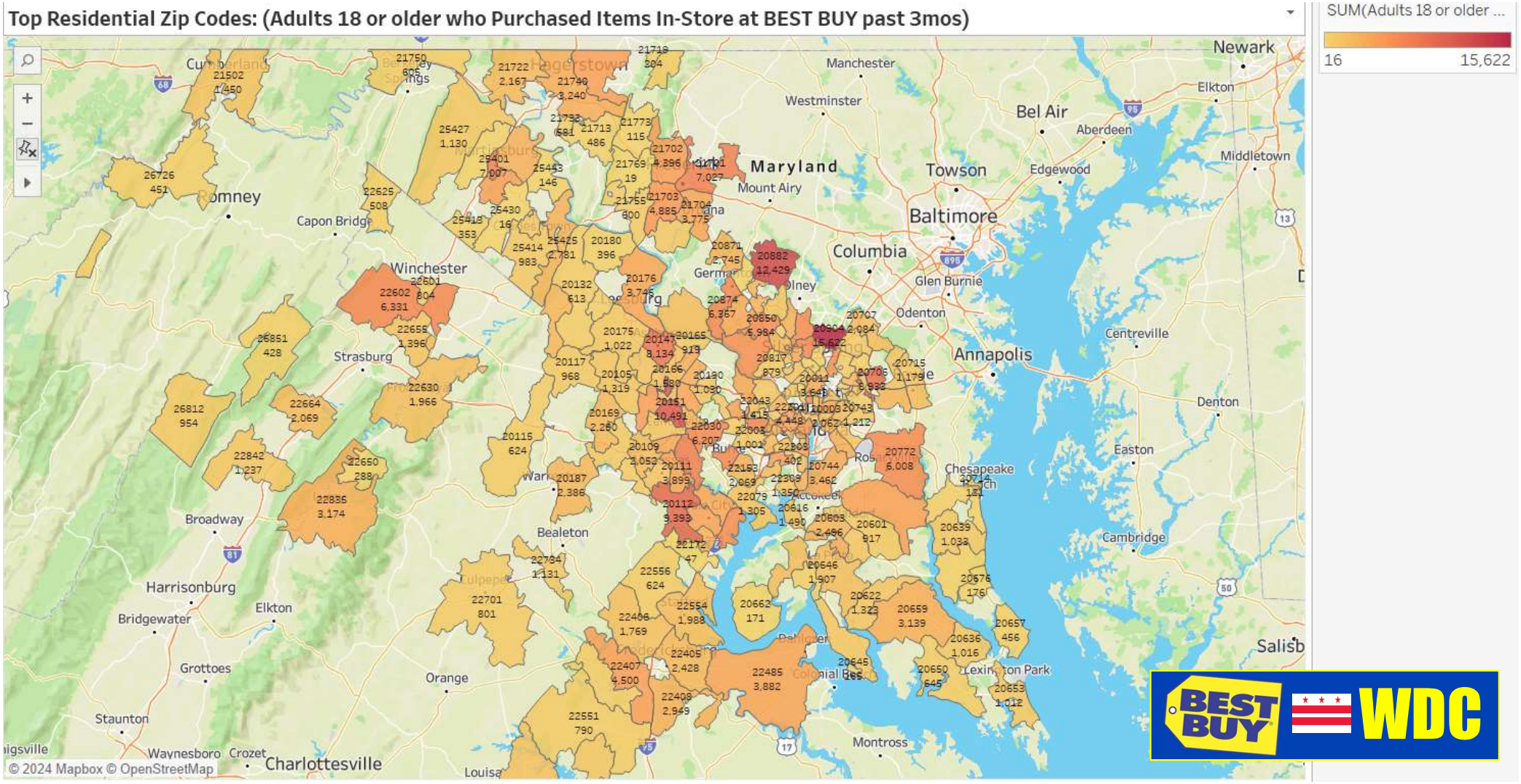
CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 297

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

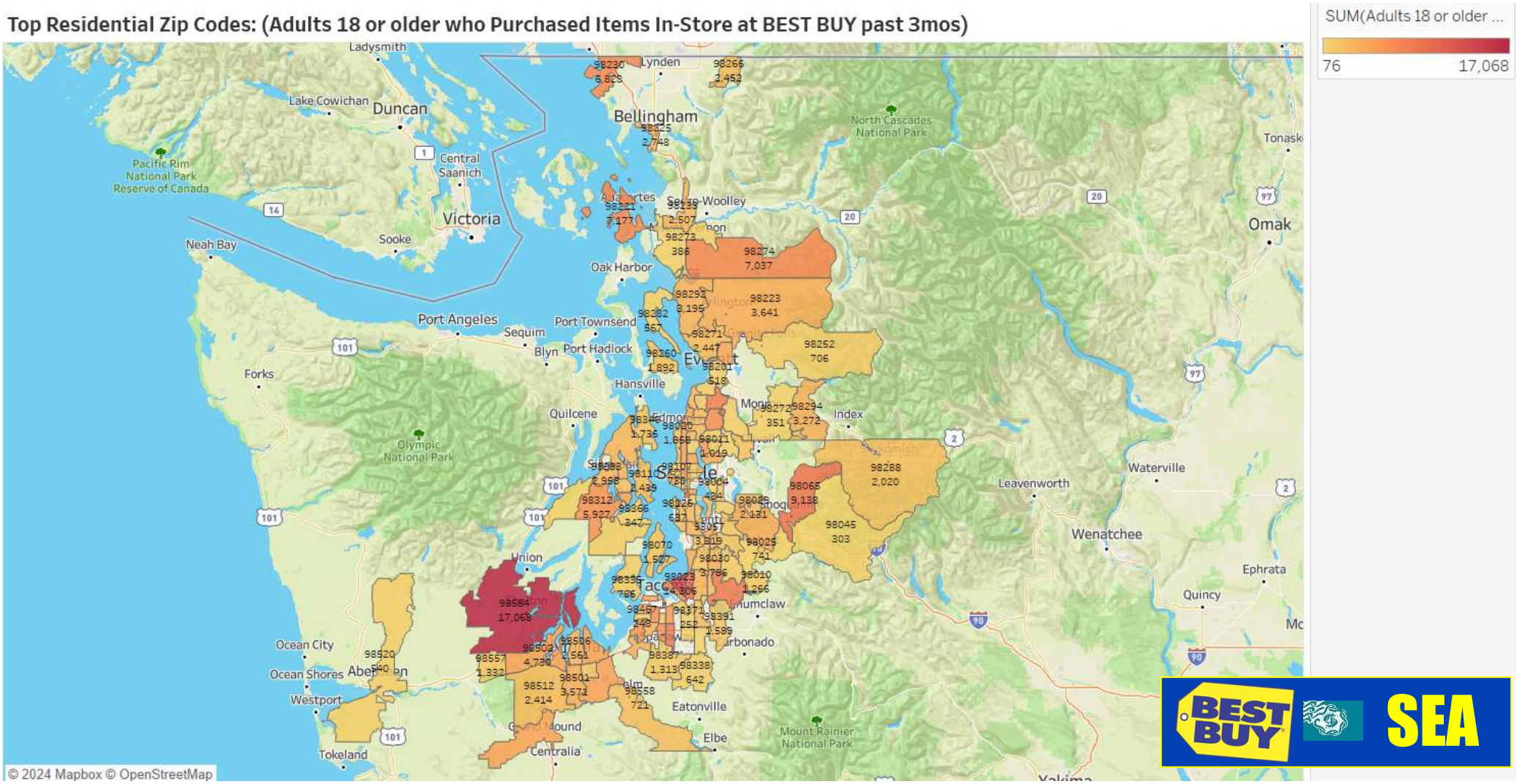


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[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

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



BEST BUY SEA

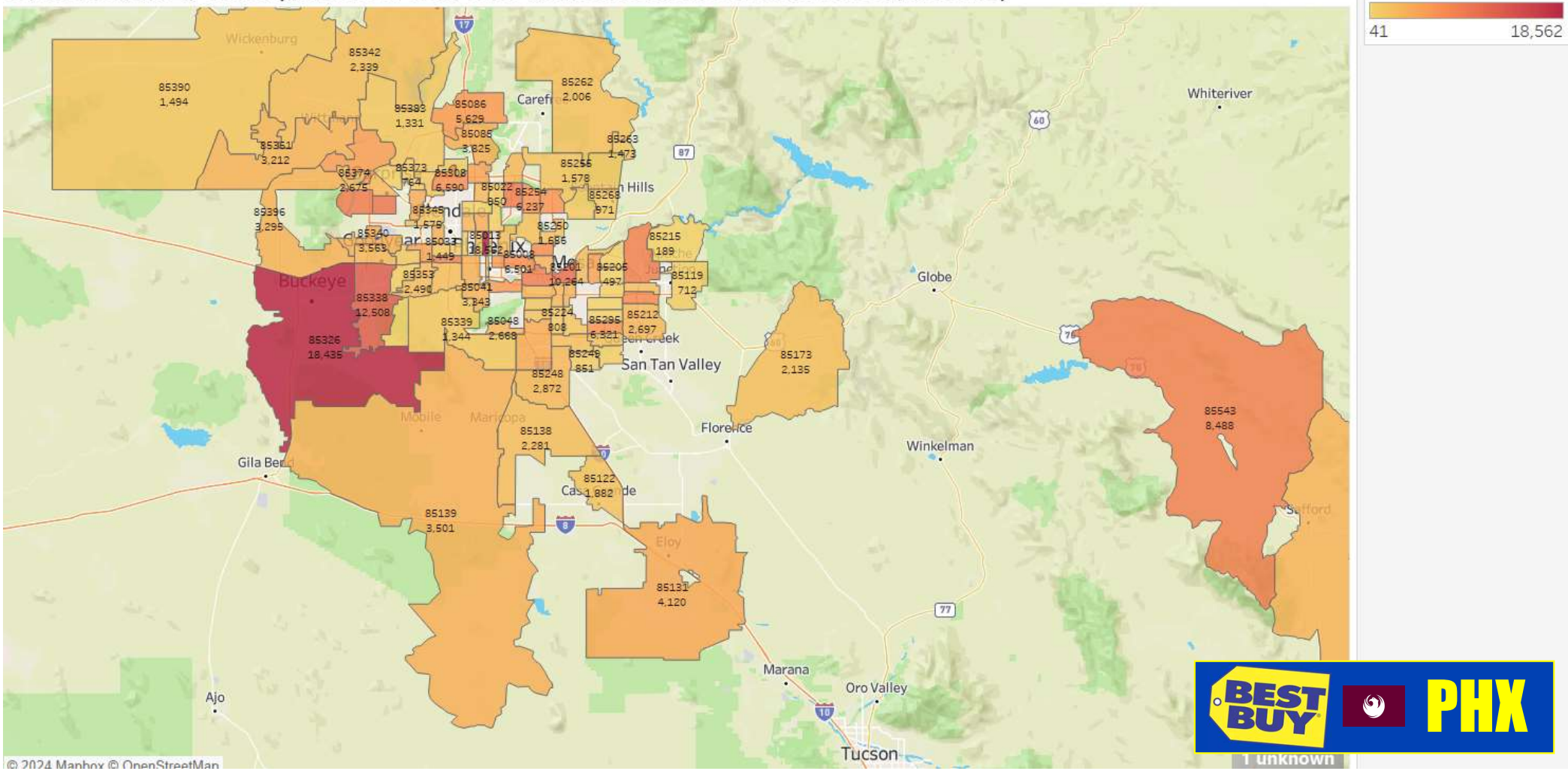
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[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

Top Residenjtial Zip Codes: (Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos)



BEST BUY PHX

PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 216

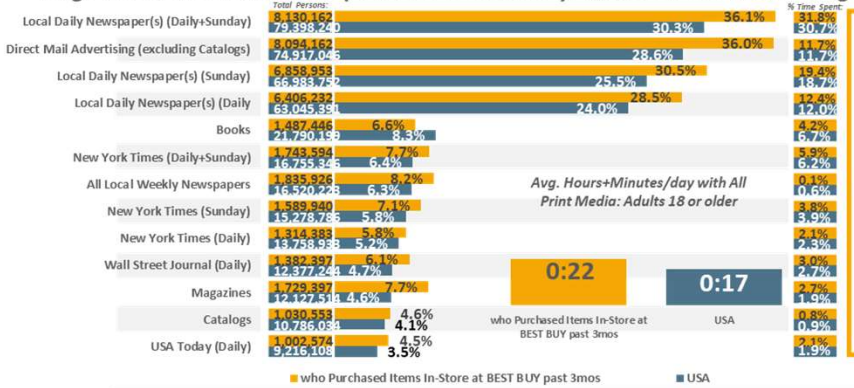
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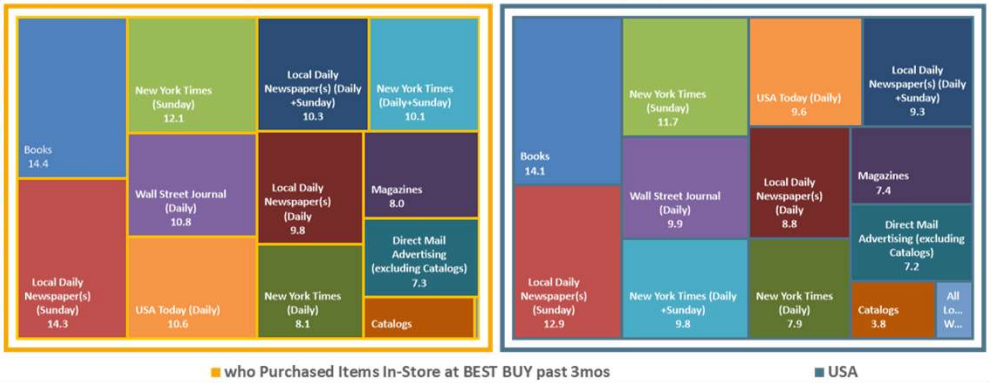
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

8,130,162 or 36.1% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.3 minutes every day representing 33.2% of all time spent daily with All forms of Print Media.

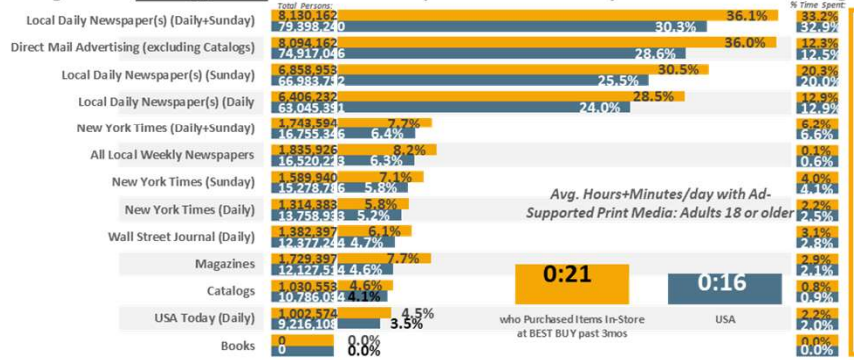
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 2,034

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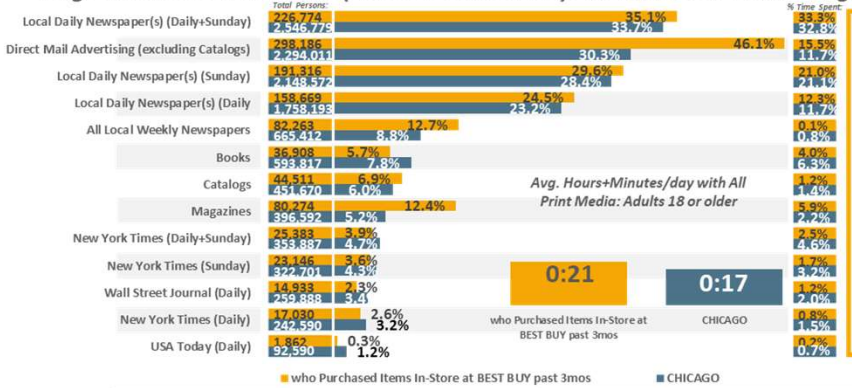
USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

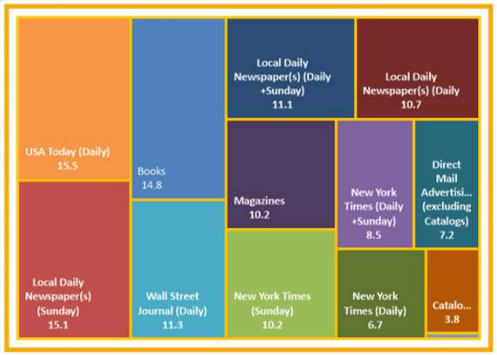
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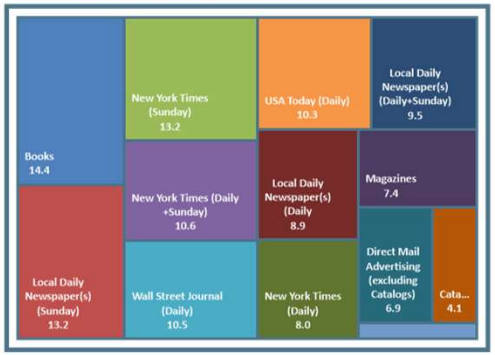
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

226,774 or 35.1% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.1 minutes every day representing 34.7% of all time spent daily with All forms of Print Media.

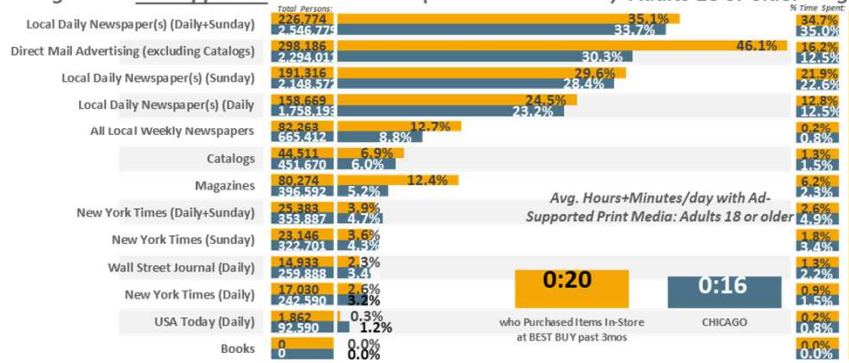
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



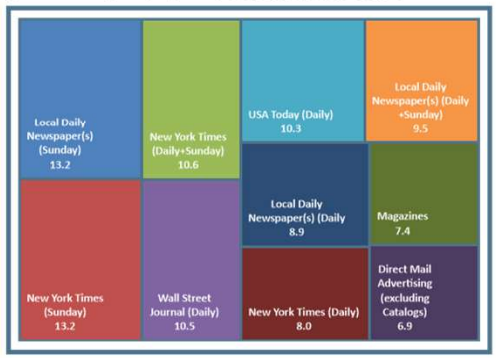




Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older







CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 297

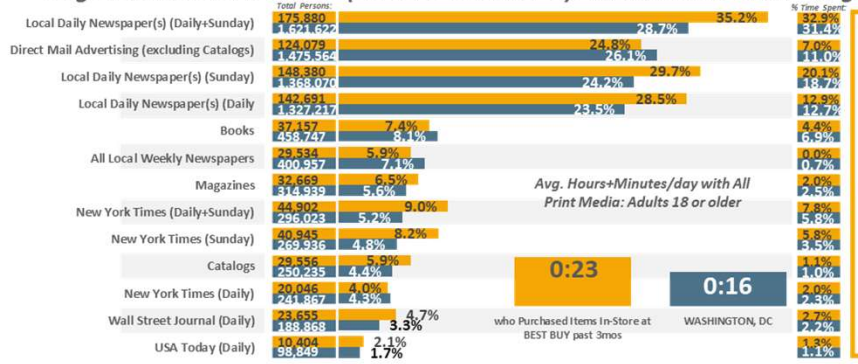
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[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

175,880 or 35.2% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.5 minutes every day representing 34.4% of all time spent daily with All forms of Print Media.

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



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



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



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



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 496

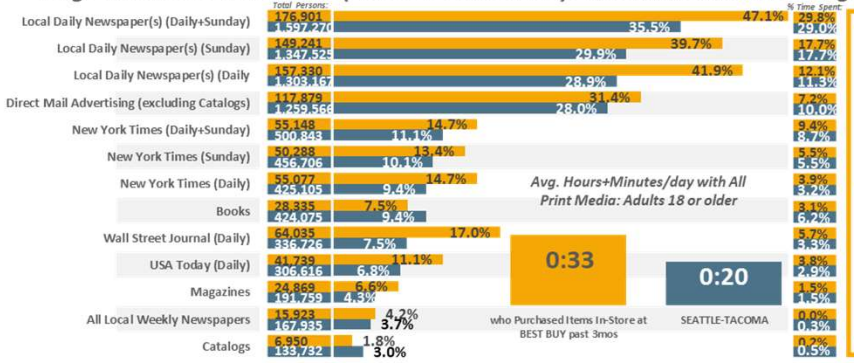
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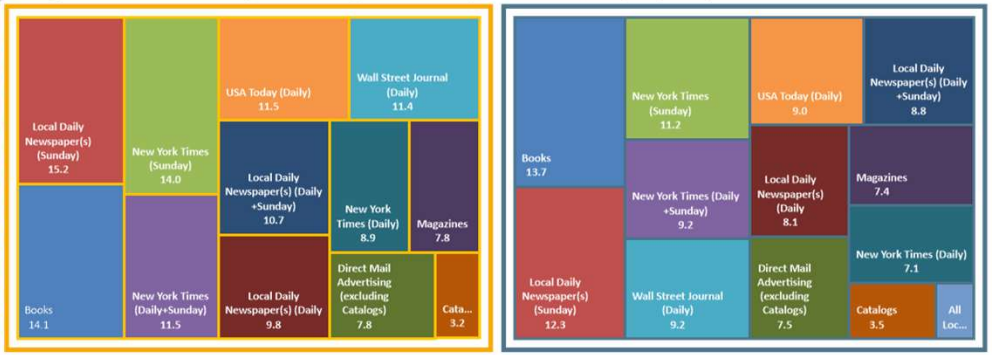
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

176,901 or 47.1% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.7 minutes every day representing 30.8% of all time spent daily with All forms of Print Media.

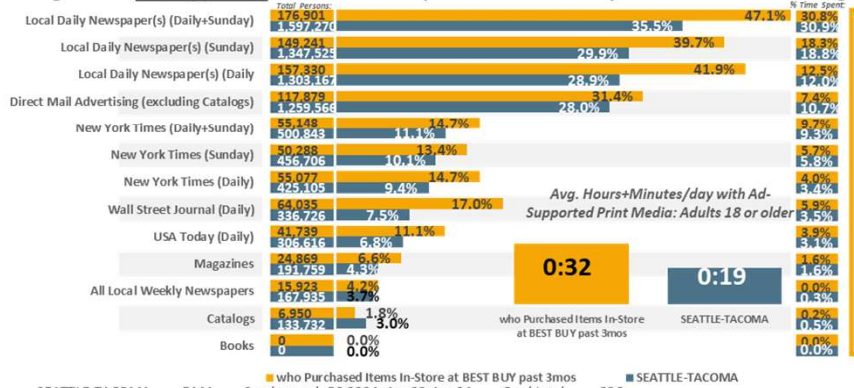
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



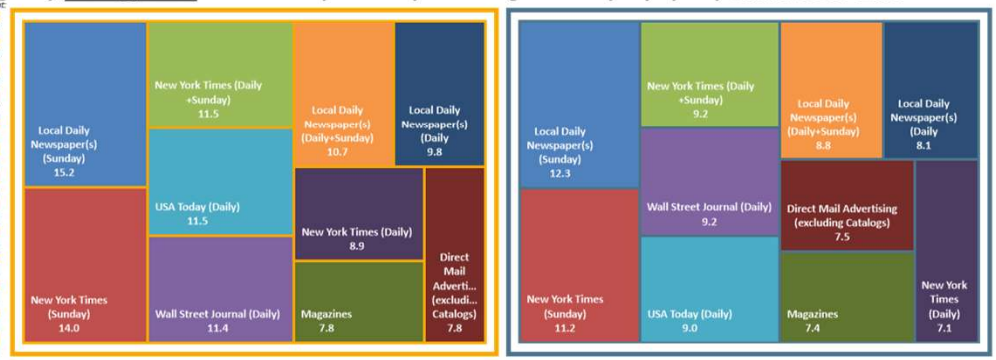
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 336

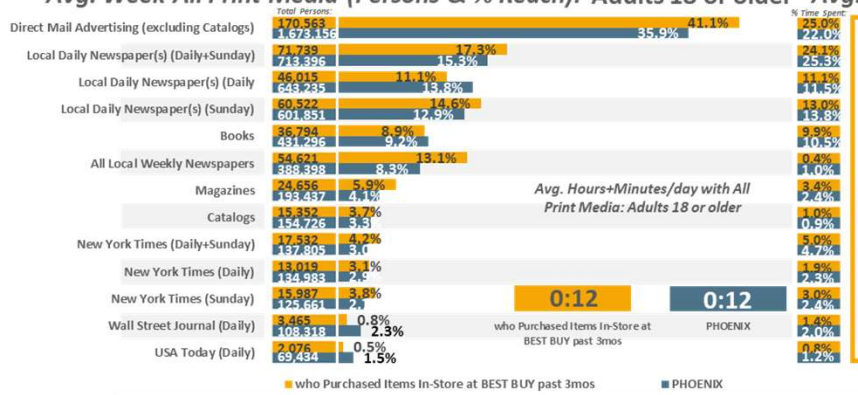
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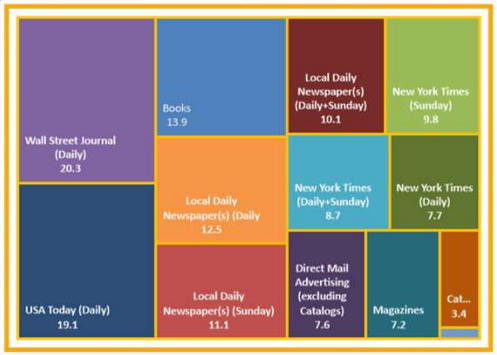
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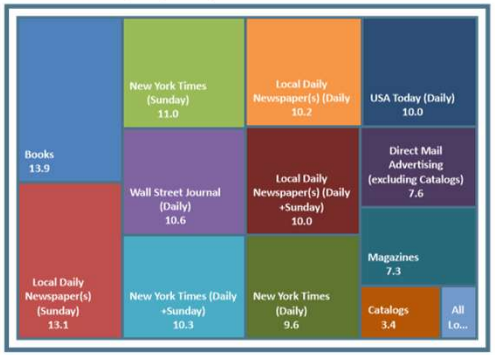
[(Stores/services shopped in-store past 3 months: Best Buy AND Stores/services bought past 3 months: Best Buy)]

170,563 or 41.1% of Adults 18 or older who Purchased Items In-Store at BEST BUY past 3mos read Direct Mail Advertising (excluding Catalogs) for an average of 7.6 minutes every day representing 27.7% of all time spent daily with All forms of Print Media.

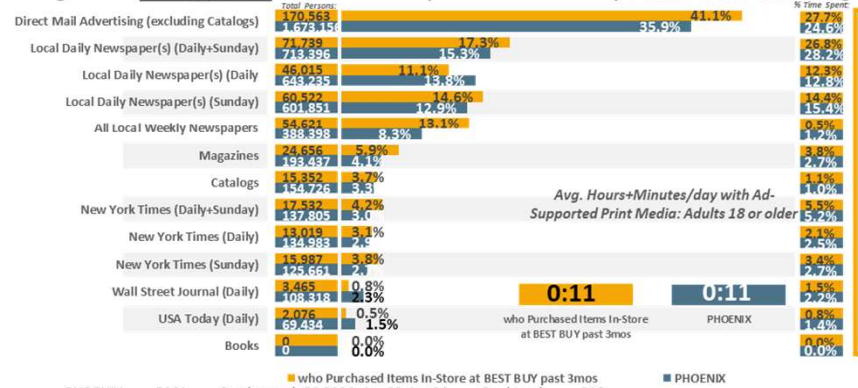
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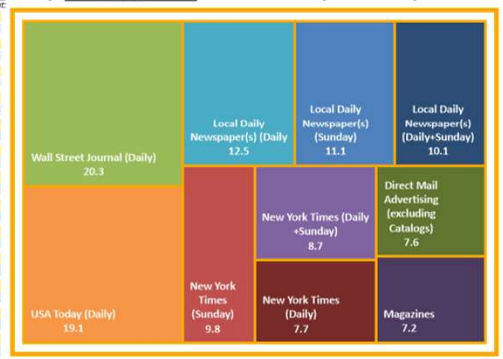




Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



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





PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 216

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