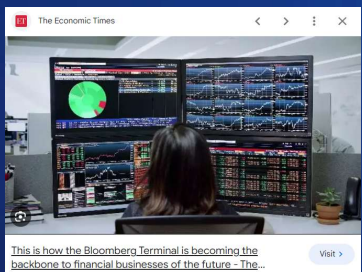


USA+4 DMAs – P18+ who Purchased Items In-Store at BEST BUY in the past 3 months!

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 August 31, 2025.**



BEST BUY®

**BEST
BUY. USA**

**BEST
BUY. CHI**

**BEST
BUY. WDC**

**BEST
BUY. SEA**

**BEST
BUY. PHX**

P18+

Vanguard® BlackRock®  **STATE STREET**

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

[(Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy)]





8.8% or 23,095,730 of USA Adults 18 or older Purchased Items In-Store at BEST BUY in the past 3 months. Typical Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months are 47.7 years old (2.1% younger than average) and have a \$112,094 (17.5% higher than average) annual household income.

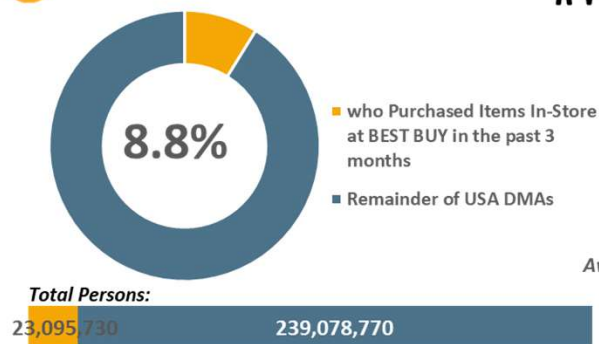


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

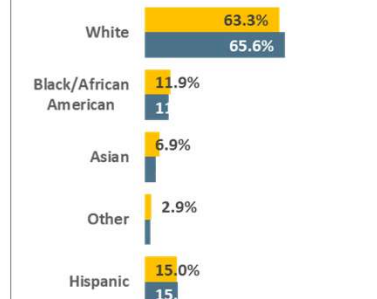
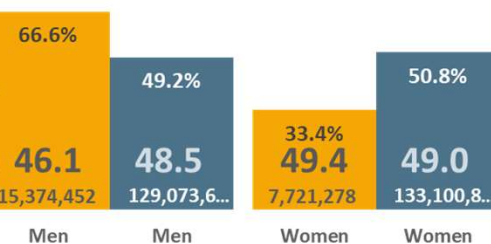
Ethnicity of Target vs. Market:



%M vs. %F:

Average Age:

Persons:



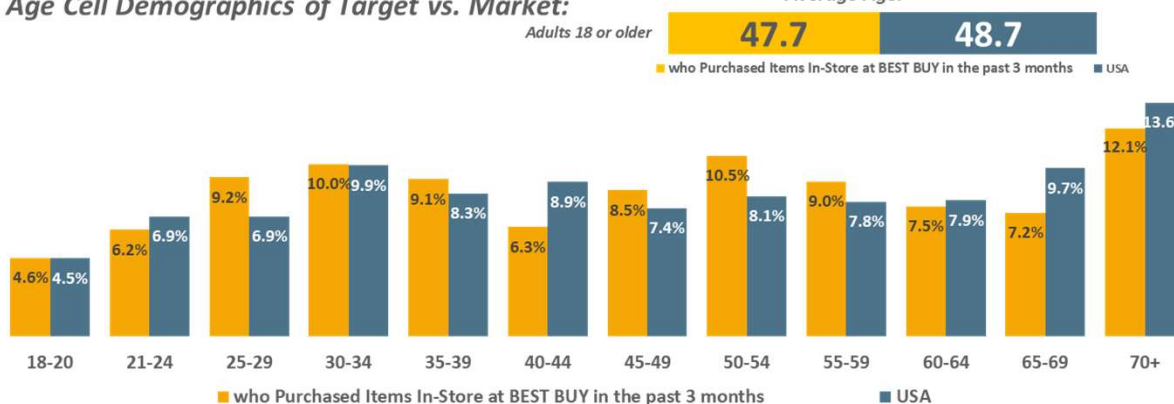
who Purchased Items In-Store at BEST BUY in the past 3 months USA

Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older

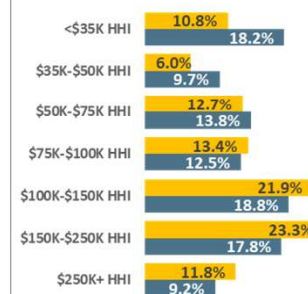
who Purchased Items In-Store at BEST BUY in the past 3 months USA



who Purchased Items In-Store at BEST BUY in the past 3 months

USA

HHI of Target vs. Market:



Avg HHI: \$112,094 \$95,398

USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,175
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

[[Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy]]



9.3% or 703,190 of CHI DMA Adults 18 or older Purchased Items In-Store at BEST BUY in the past 3 months. Typical Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months are 50.7 years old (4.9% older than average) and have a \$127,661 (18.8% higher than average) annual household income.

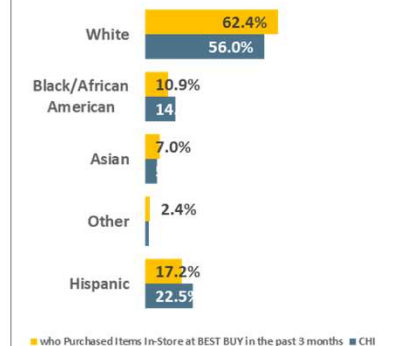
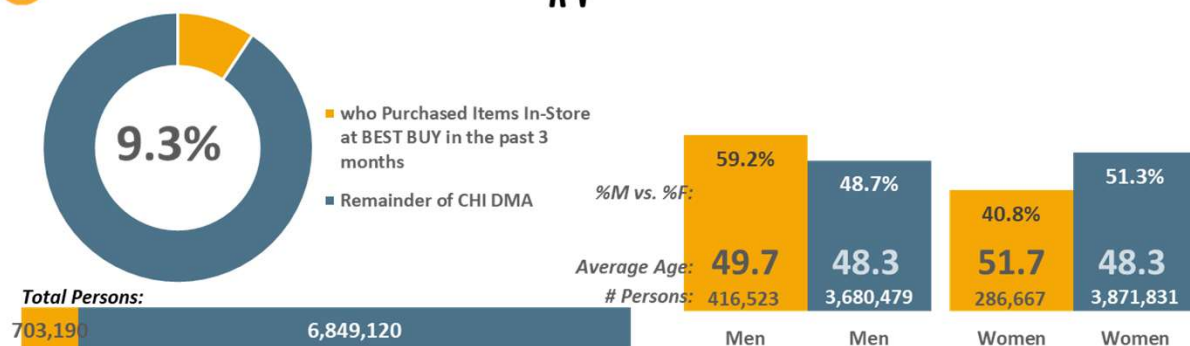


Percent of Market: Adults 18 or older

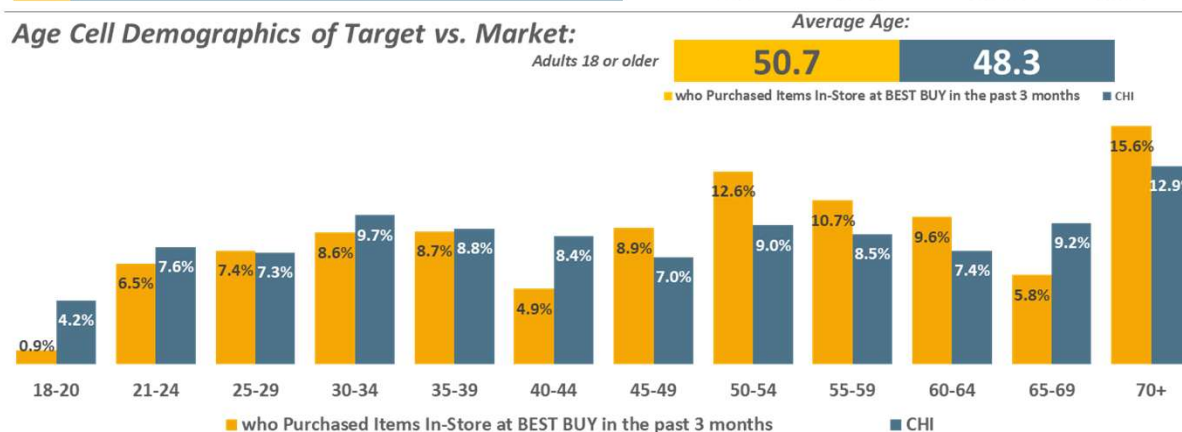


Gender of Target vs. Market: Adults 18 or older

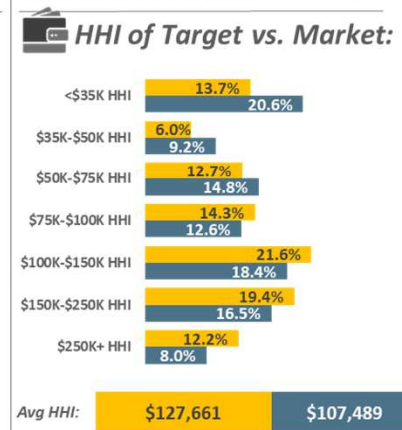
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:





8.5% or 487,146 of WDC DMA Adults 18 or older Purchased Items In-Store at BEST BUY in the past 3 months. Typical Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months are 46.9 years old (2.1% younger than average) and have a \$161,305 (17.7% higher than average) annual household income.

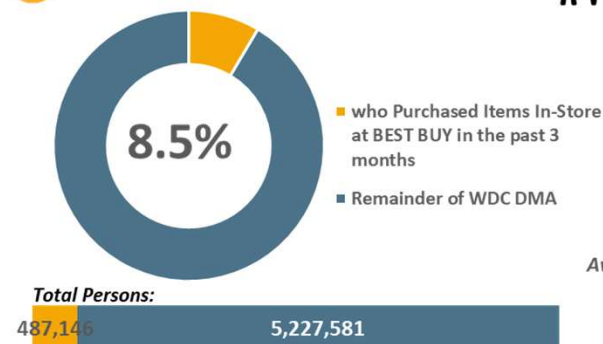


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

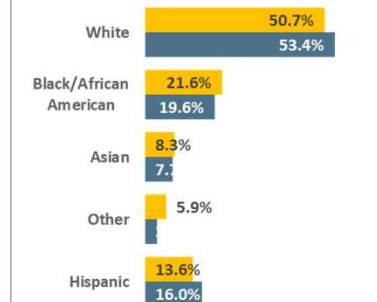
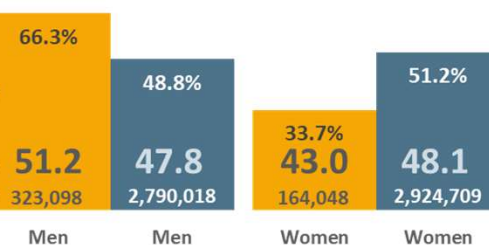
Ethnicity of Target vs. Market:



%M vs. %F:

Average Age:

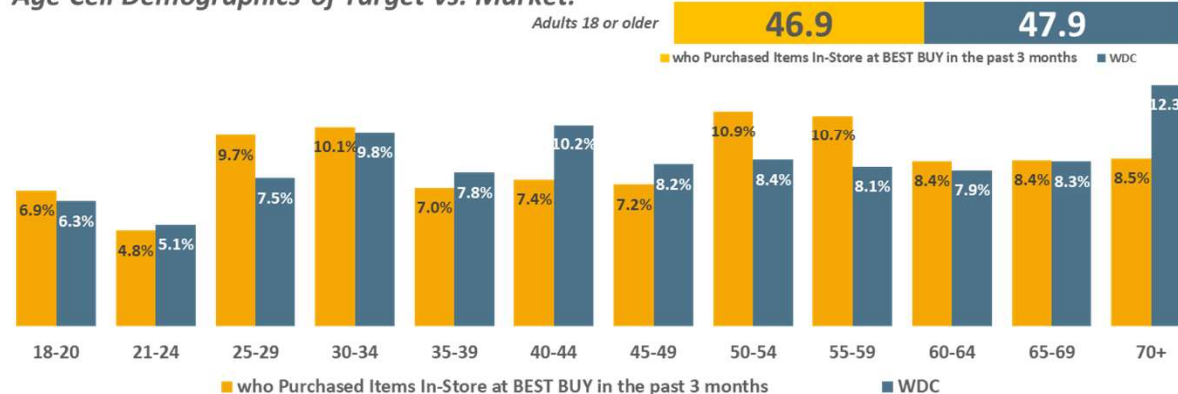
Persons:



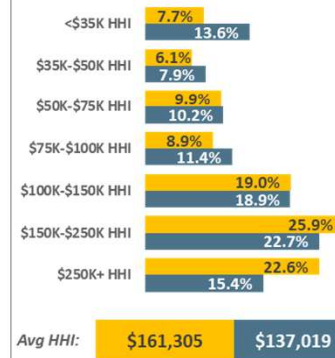
■ who Purchased Items In-Store at BEST BUY in the past 3 months ■ WDC

Age Cell Demographics of Target vs. Market:

Average Age:



HHI of Target vs. Market:



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 560
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[[Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy]]



8.6% or 388,067 of SEA DMA Adults 18 or older Purchased Items In-Store at BEST BUY in the past 3 months. Typical Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months are 46.7 years old (3.3% younger than average) and have a \$132,705 (6.3% higher than average) annual household income.

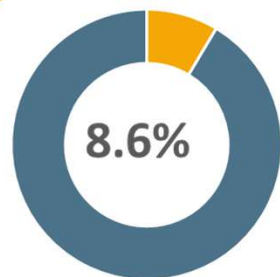


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



■ who Purchased Items In-Store at BEST BUY in the past 3 months
■ Remainder of SEA DMA

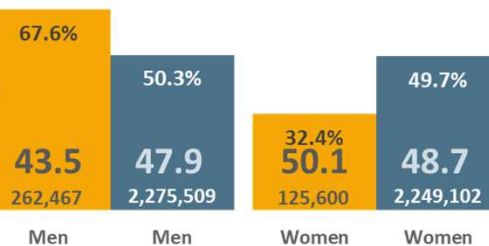
Total Persons:

388,067 4,136,544

%M vs. %F:

Average Age:

Persons:



Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older

■ who Purchased Items In-Store at BEST BUY in the past 3 months ■ SEA

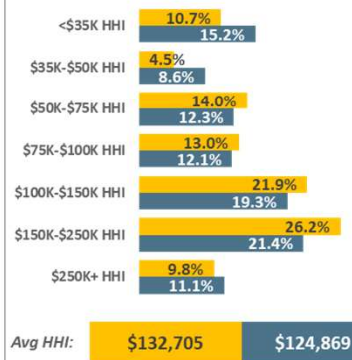


■ who Purchased Items In-Store at BEST BUY in the past 3 months

■ SEA



HHI of Target vs. Market:





9.4% or 447,022 of PHX DMA Adults 18 or older Purchased Items In-Store at BEST BUY in the past 3 months. Typical Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months are 42.7 years old (12.2% younger than average) and have a \$123,874 (17.6% higher than average) annual household income.

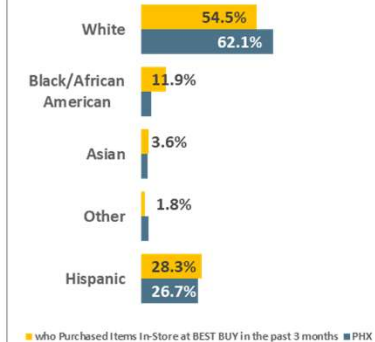
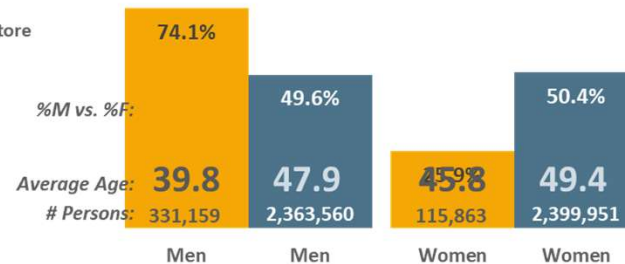
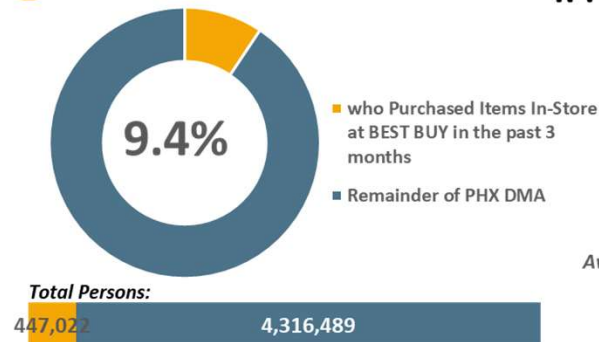


Percent of Market: Adults 18 or older

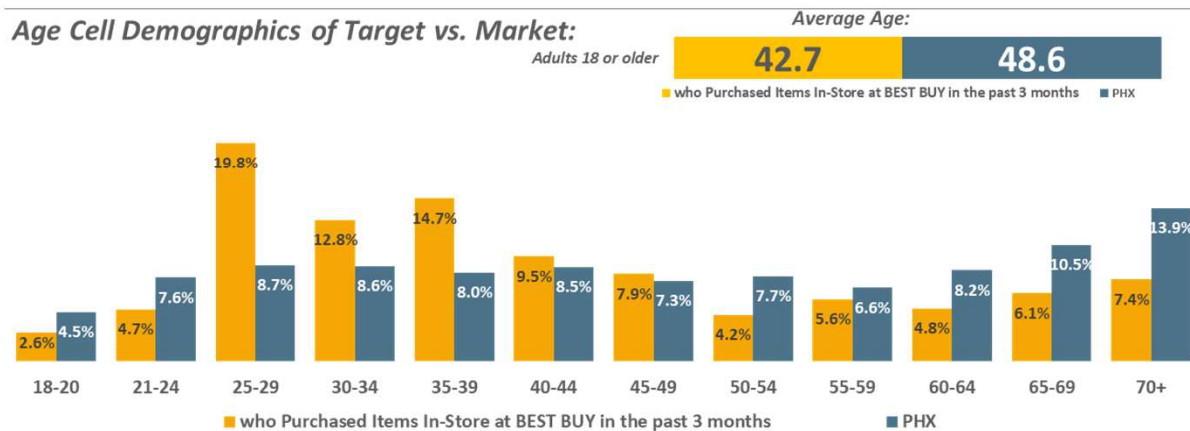


Gender of Target vs. Market: Adults 18 or older

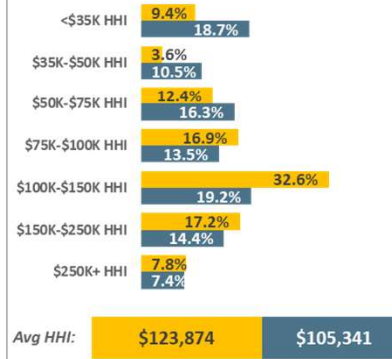
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

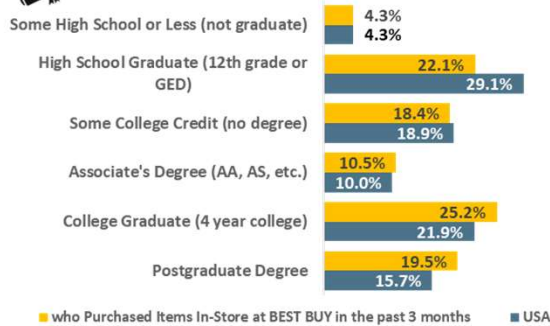




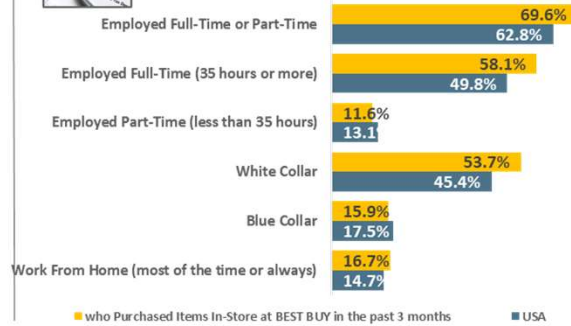
8.8% or 23,095,730 of USA Adults 18 or older Purchased Items In-Store at BEST BUY in the past 3 months. Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months are 18.6% more likely to be a college graduate, 16.6% more likely to work full-time, 8% more likely to be married, 2.5% more likely to be a parent of 1 or more children unde



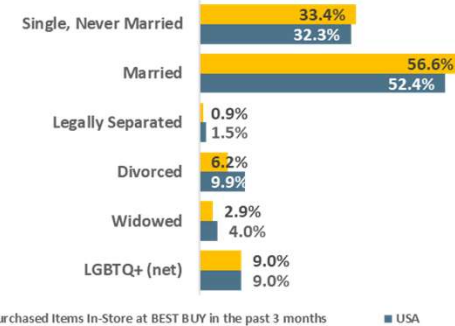
Education Levels: Adults 18 or older



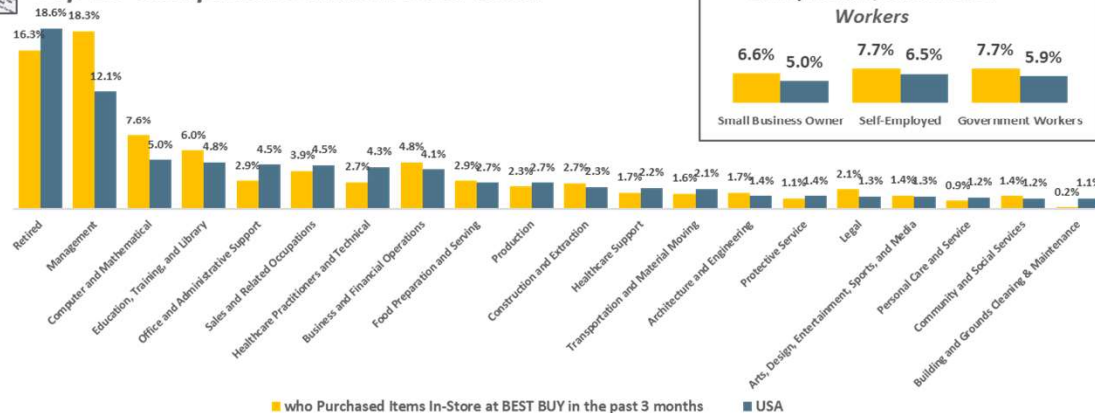
Employment: Adults 18 or older



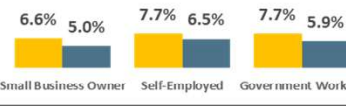
Marital Status: Adults 18 or older



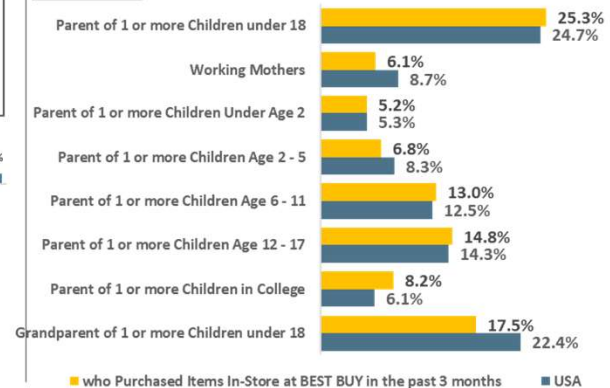
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

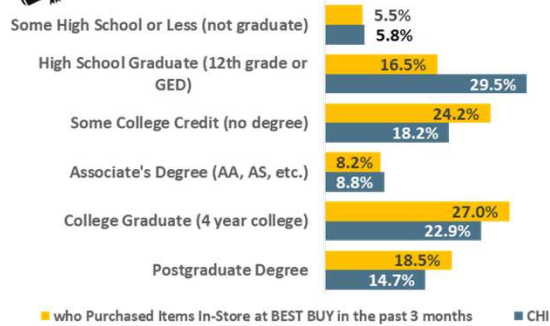




9.3% or 703,190 of CHI DMA Adults 18 or older Purchased Items In-Store at BEST BUY in the past 3 months. Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months are 21.1% more likely to be a college graduate, 14.1% more likely to work full-time, 17.6% more likely to be married, 3.2% less likely to be a parent of 1 or more children un



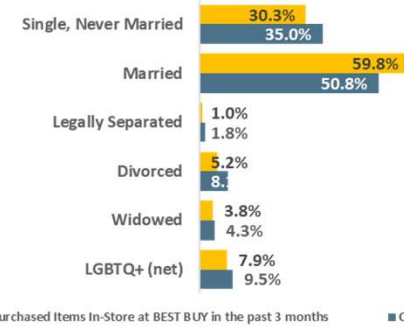
Education Levels: Adults 18 or older



Employment: Adults 18 or older



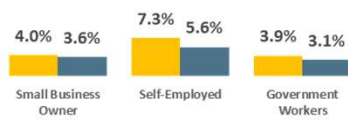
Marital Status: Adults 18 or older



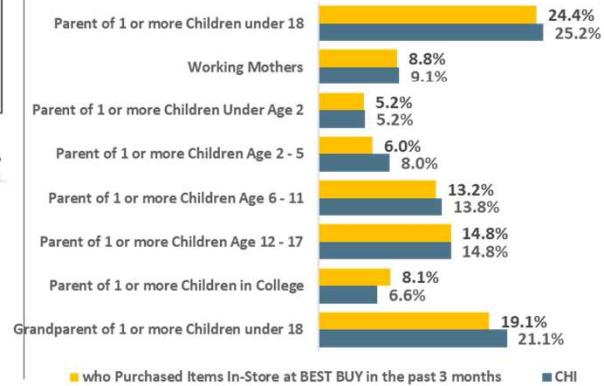
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

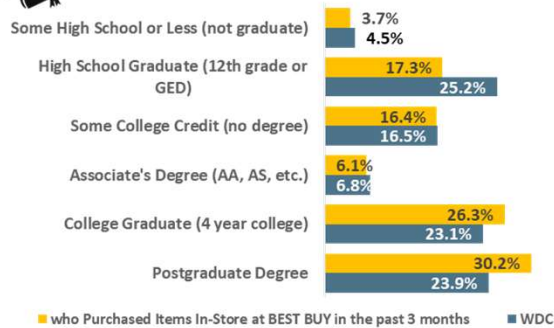




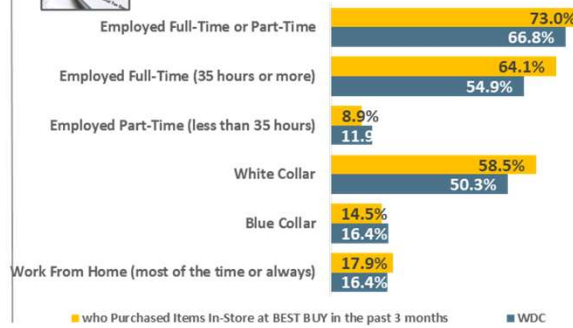
8.5% or 487,146 of WDC DMA Adults 18 or older Purchased Items In-Store at BEST BUY in the past 3 months. Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months are 20.% more likely to be a college graduate, 16.7% more likely to work full-time, 6.9% more likely to be married, 14.7% less likely to be a parent of 1 or more children und



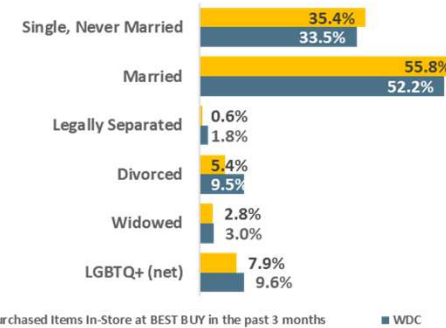
Education Levels: Adults 18 or older



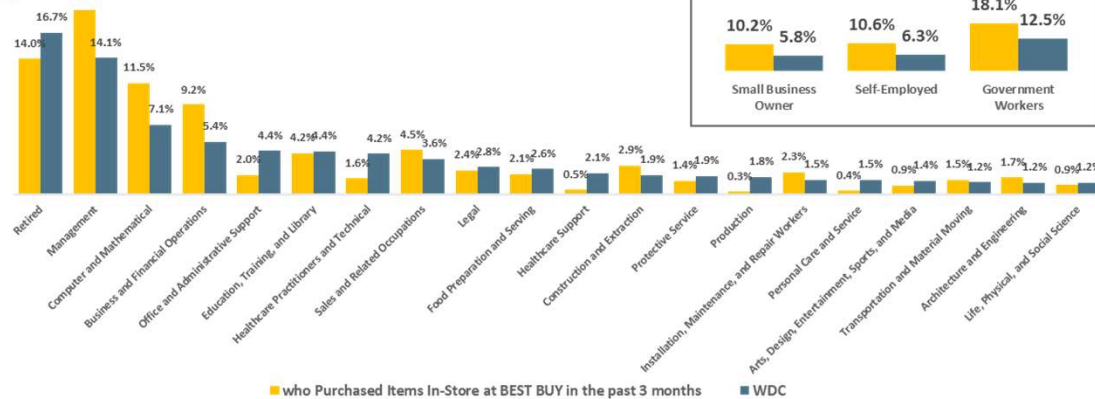
Employment: Adults 18 or older



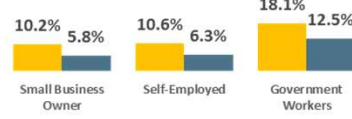
Marital Status: Adults 18 or older



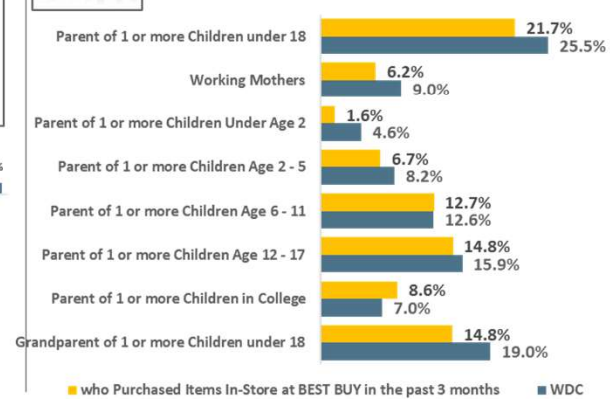
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

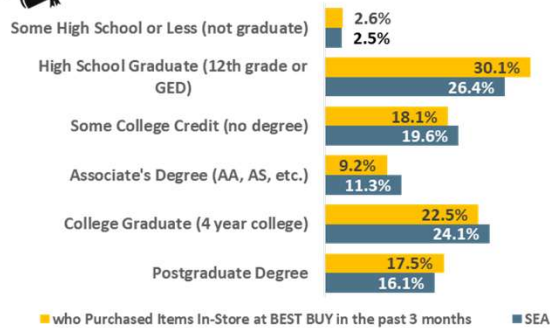




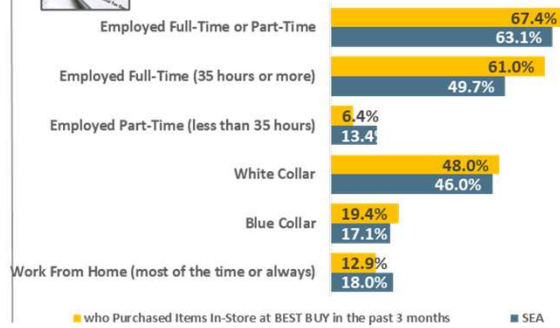
8.6% or 388,067 of SEA DMA Adults 18 or older Purchased Items In-Store at BEST BUY in the past 3 months. Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months are .7% less likely to be a college graduate, 22.7% more likely to work full-time, 10.2% more likely to be married, 39.3% more likely to be a parent of 1 or more children and



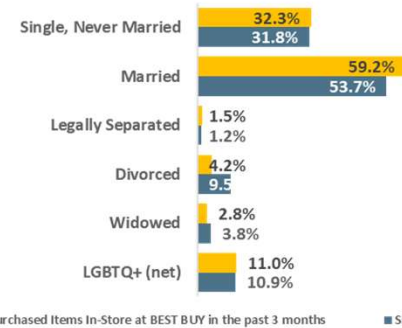
Education Levels: Adults 18 or older



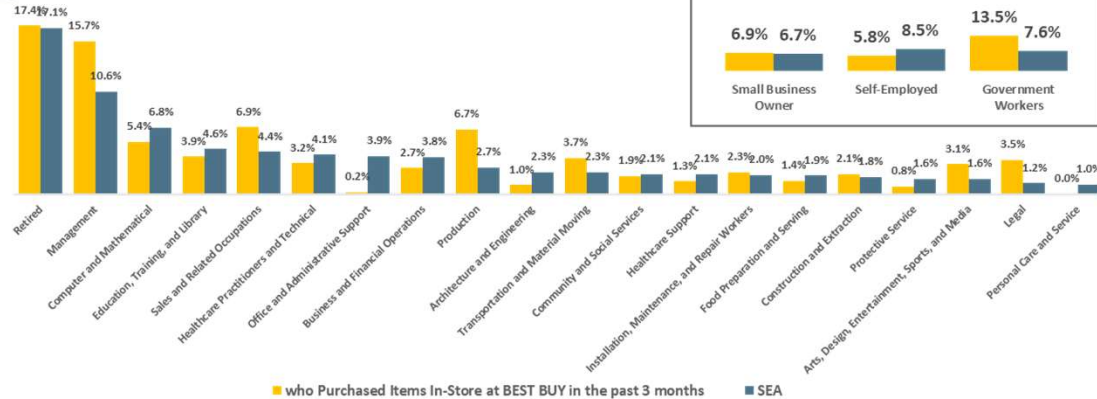
Employment: Adults 18 or older



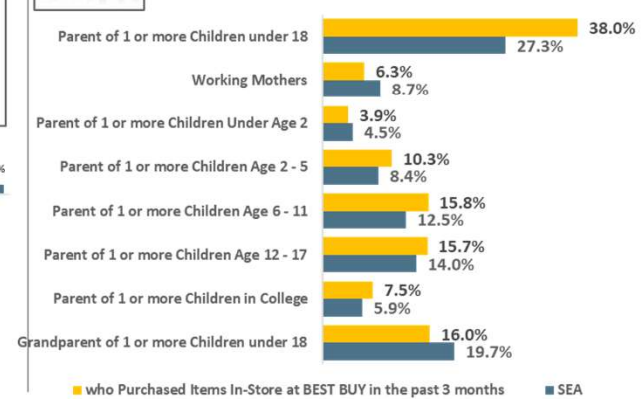
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



Stage in Life: Adults 18 or older

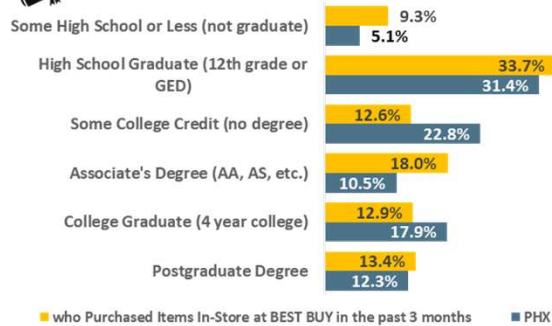




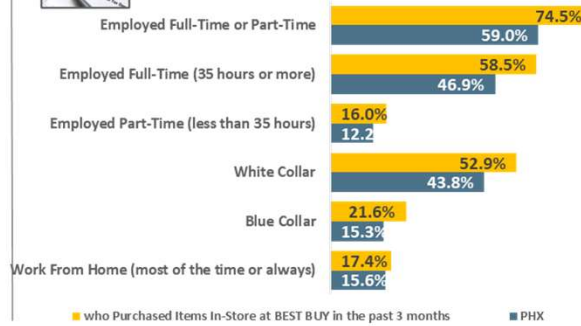
9.4% or 447,022 of PHX DMA Adults 18 or older Purchased Items In-Store at BEST BUY in the past 3 months. Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months are 12.9% less likely to be a college graduate, 24.9% more likely to work full-time, 5.6% less likely to be married, 22.2% less likely to be a parent of 1 or more children un



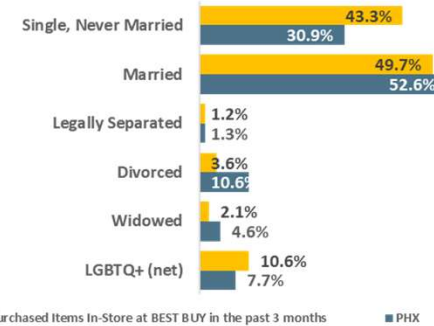
Education Levels: Adults 18 or older



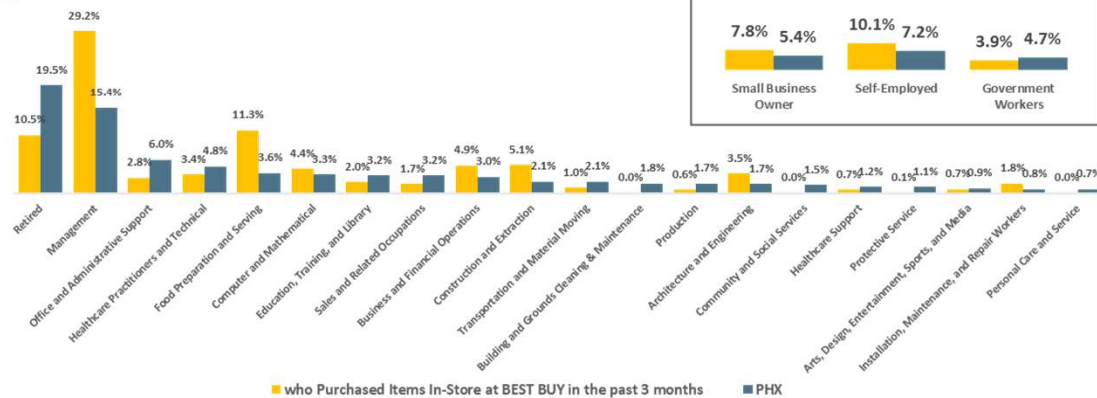
Employment: Adults 18 or older



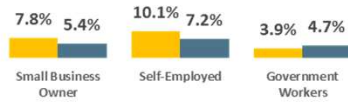
Marital Status: Adults 18 or older



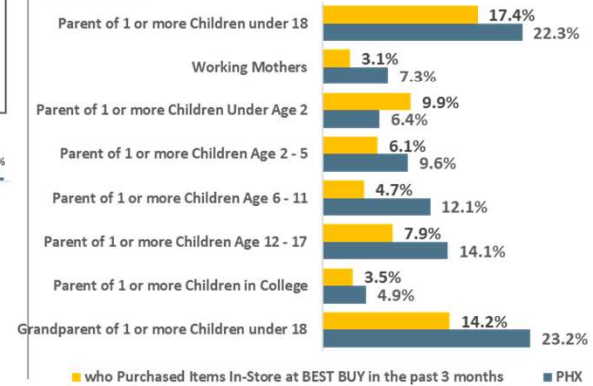
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



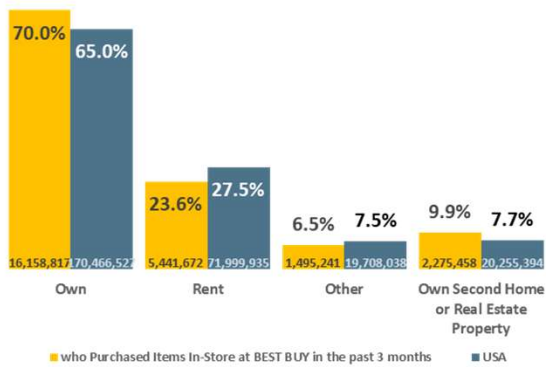
Stage in Life: Adults 18 or older



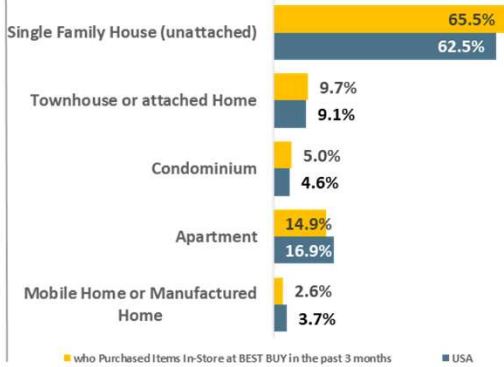


8.8% or 23,095,730 of USA Adults 18 or older Purchased Items In-Store at BEST BUY in the past 3 months. Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months are 7.6% more likely to own their home, 35.2% more likely to own a higher valued home, 4.7% more likely to have a single-family home, 8.5% more likely to have a dog.

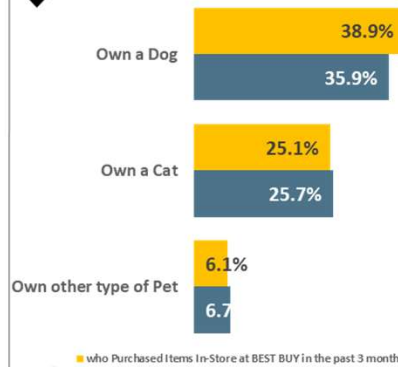
Own/Rent/Other: Adults 18 or older



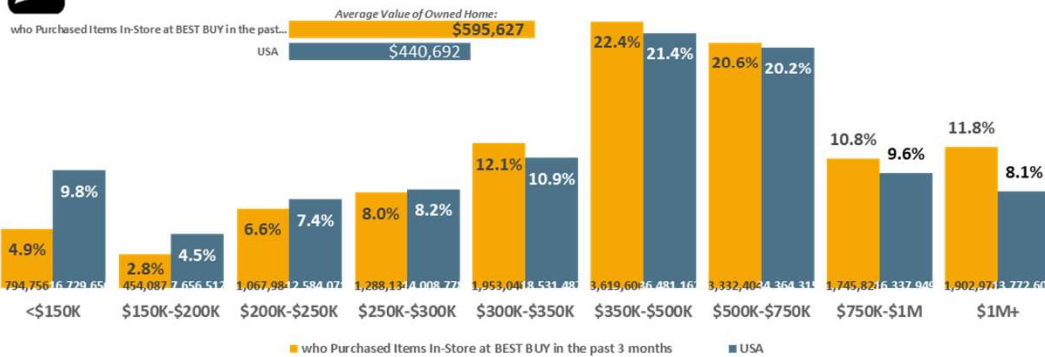
Type of Home: Adults 18 or older



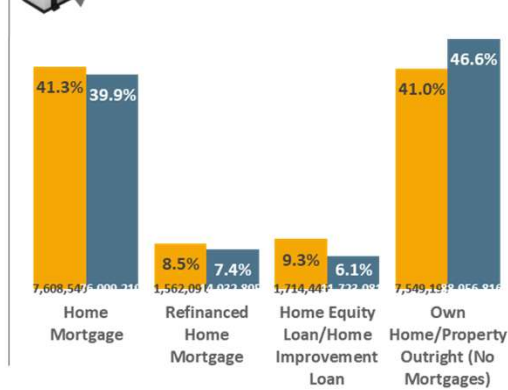
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



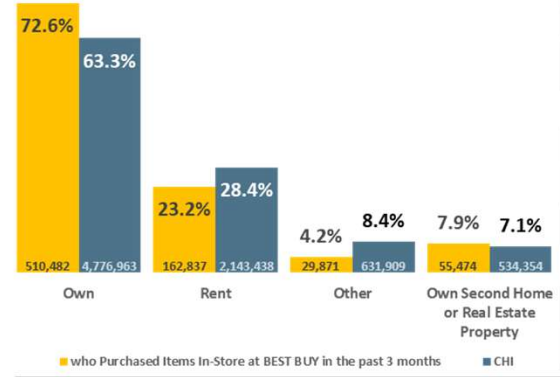
USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,175
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[[Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy]]

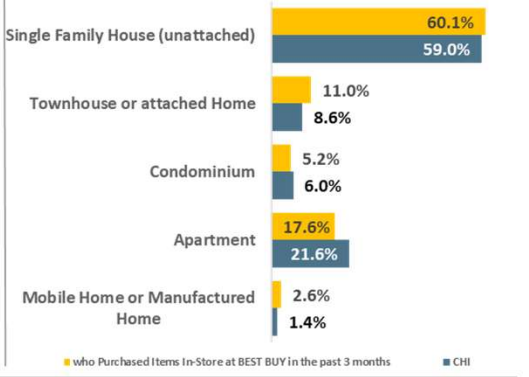


9.3% or 703,190 of CHI DMA Adults 18 or older Purchased Items In-Store at BEST BUY in the past 3 months. Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months are 14.8% more likely to own their home, 11.4% more likely to own a higher valued home, 1.9% more likely to have a single-family home, 20.2% more likely to have a dog.

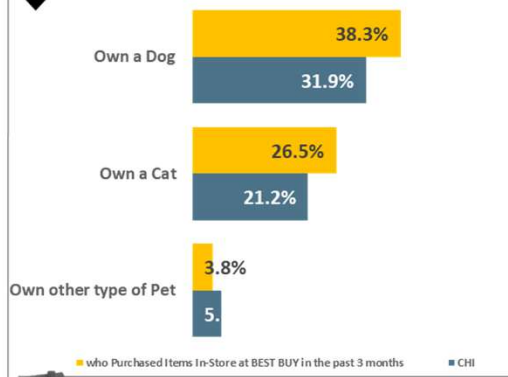
Own/Rent/Other: Adults 18 or older



Type of Home: Adults 18 or older



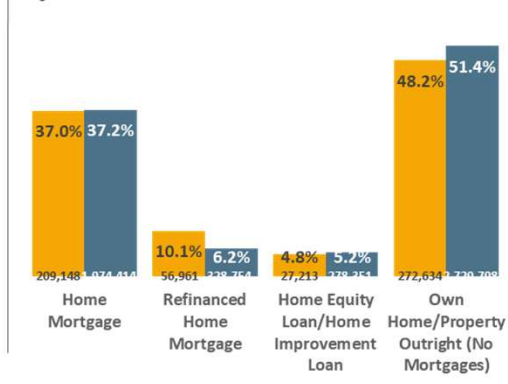
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

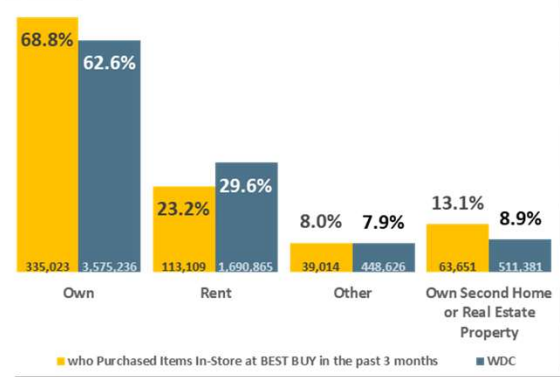


[[Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy]]

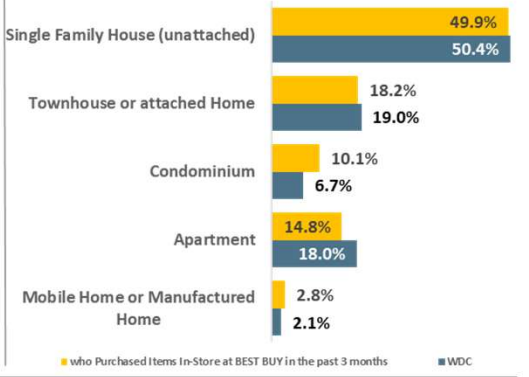


8.5% or 487,146 of WDC DMA Adults 18 or older Purchased Items In-Store at BEST BUY in the past 3 months. Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months are 9.9% more likely to own their home, 6.4% more likely to own a higher valued home, .9% less likely to have a single-family home, 2.7% less likely to have a dog.

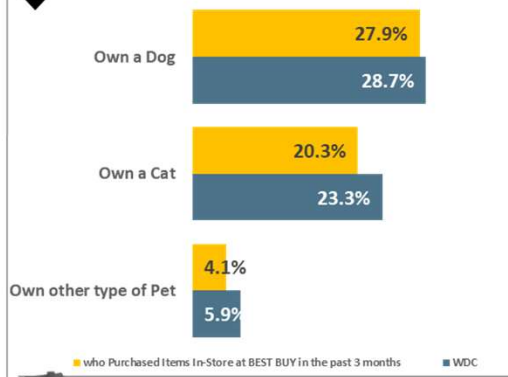
Own/Rent/Other: Adults 18 or older



Type of Home: Adults 18 or older



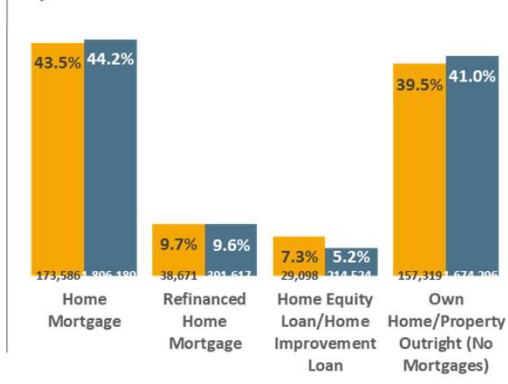
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



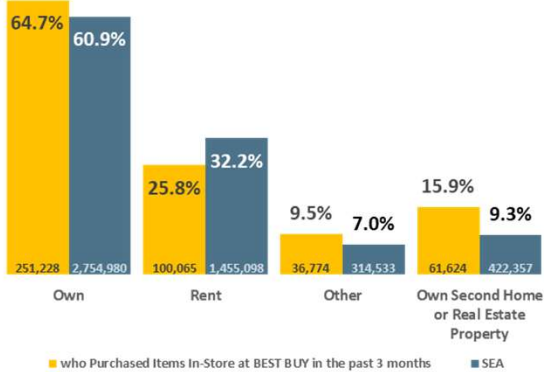
[[Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy]]



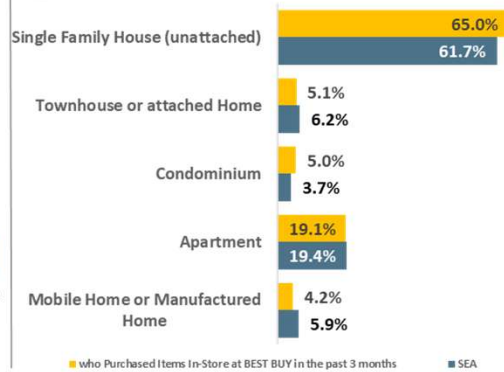
8.6% or 388,067 of SEA DMA Adults 18 or older Purchased Items In-Store at BEST BUY in the past 3 months. Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months are 6.3% more likely to own their home, 2.9% more likely to own a higher valued home, 5.4% more likely to have a single-family home, 16.7% more likely to have a dog.



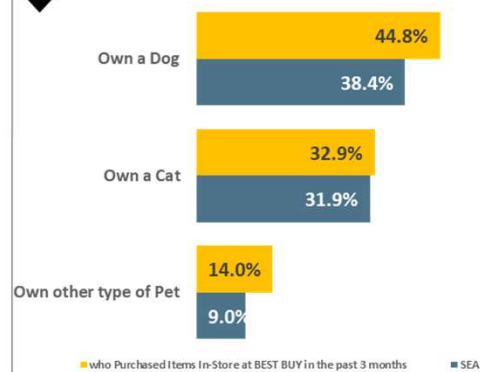
Own/Rent/Other: Adults 18 or older



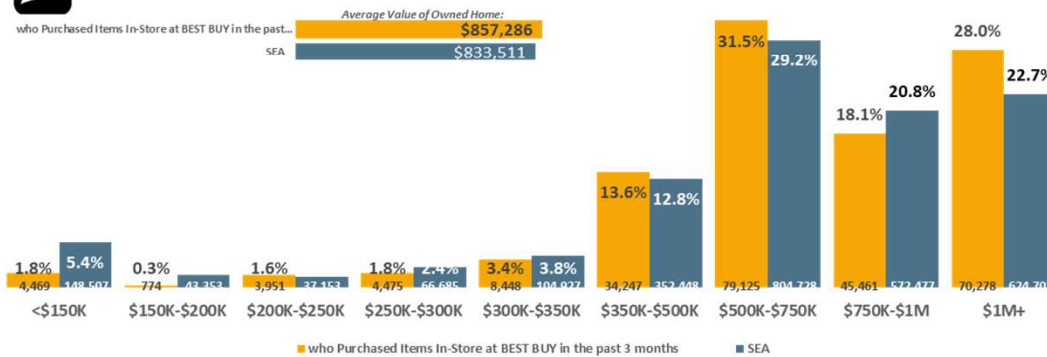
Type of Home: Adults 18 or older



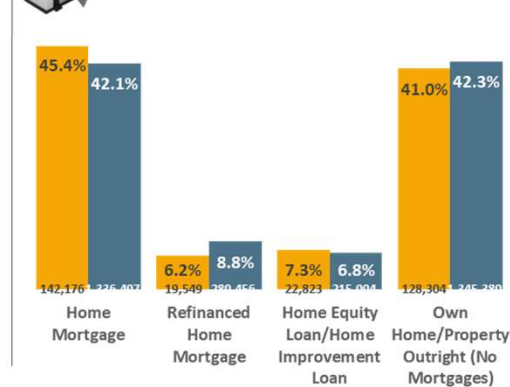
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



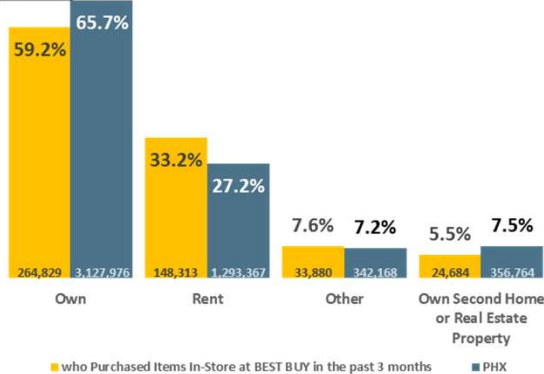
Home Loans: Adults 18 or older



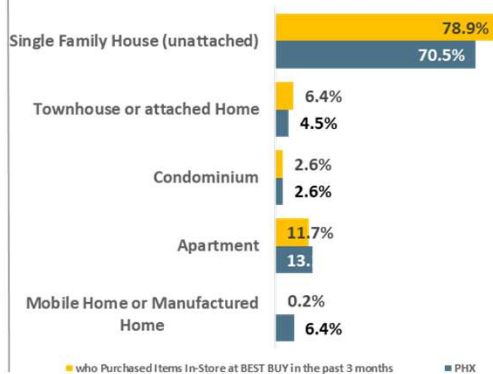


9.4% or 447,022 of PHX DMA Adults 18 or older Purchased Items In-Store at BEST BUY in the past 3 months. Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months are 9.8% less likely to own their home, 17.1% more likely to own a higher valued home, 12.% more likely to have a single-family home, 2.6% less likely to have a dog.

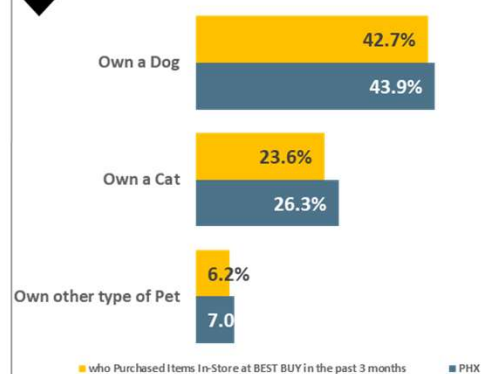
Own/Rent/Other: Adults 18 or older



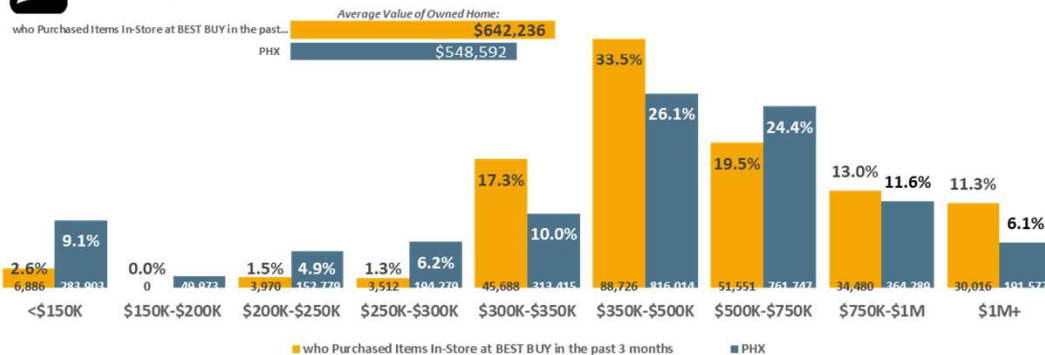
Type of Home: Adults 18 or older



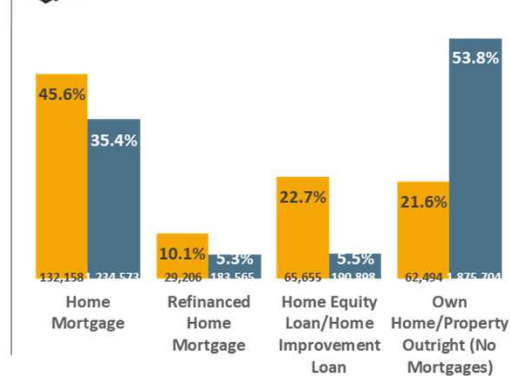
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

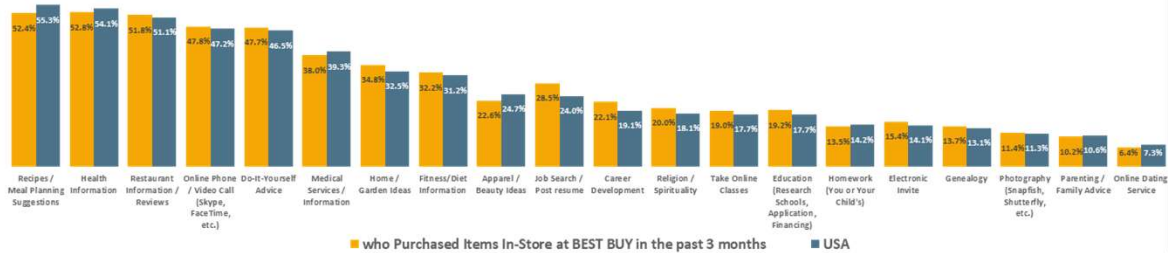




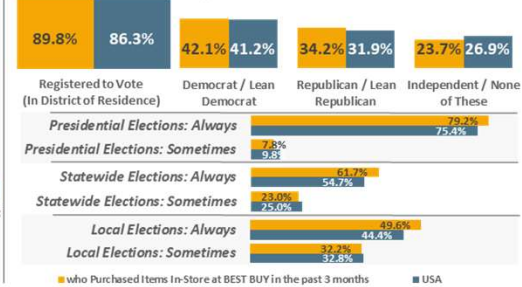
8.8% or 23,095,730 of USA Adults 18 or older Purchased Items In-Store at BEST BUY in the past 3 months. Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months are 2.6% more likely to look up D-I-Y advice online, 11.7% more likely to always vote in local elections, 43.4% more likely to belong to a gym, 21.8% more likely to fly domes



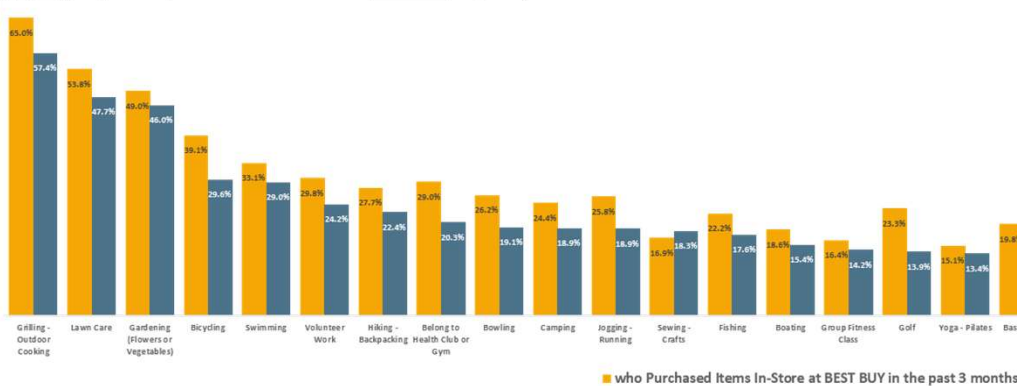
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



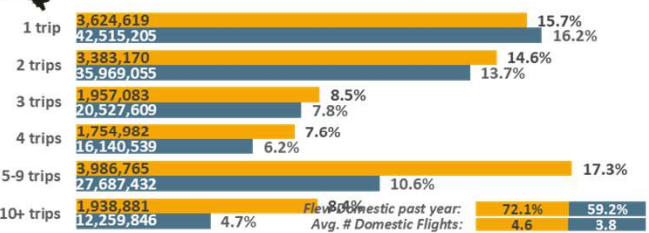
Political Activity: Adults 18 or older



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



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

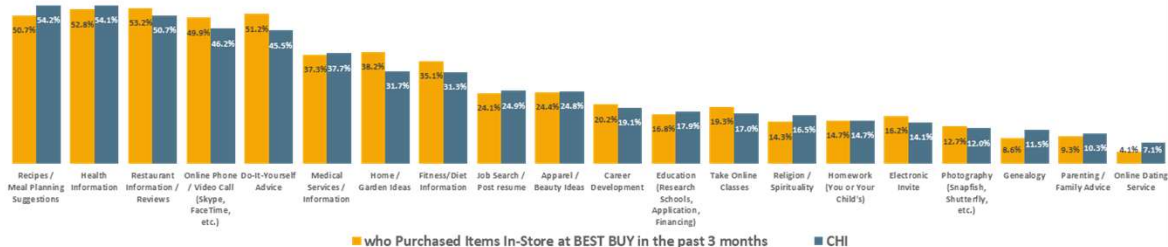




9.3% or 703,190 of CHI DMA Adults 18 or older Purchased Items In-Store at BEST BUY in the past 3 months. Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months are 12.5% more likely to look up D-I-Y advice online, 24.7% more likely to always vote in local elections, 50.% more likely to belong to a gym, 17.8% more likely to fly domes



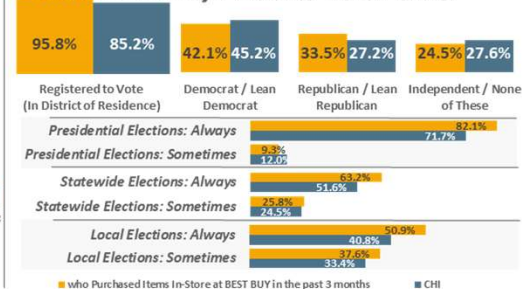
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



who Purchased Items In-Store at BEST BUY in the past 3 months

CHI

Political Activity: Adults 18 or older

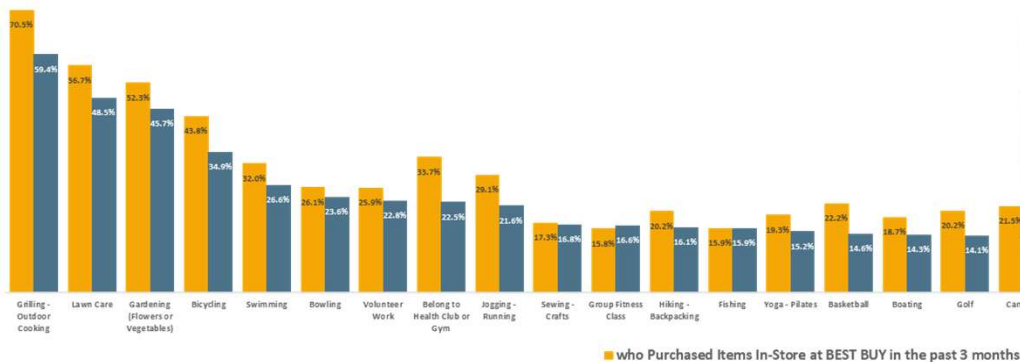


who Purchased Items In-Store at BEST BUY in the past 3 months

CHI



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

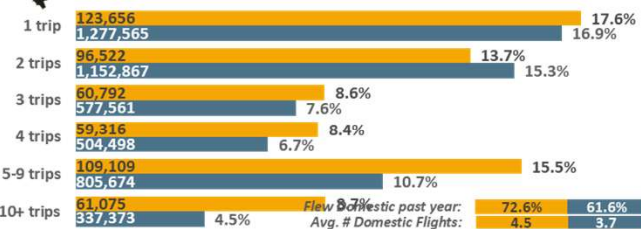


who Purchased Items In-Store at BEST BUY in the past 3 months

CHI



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



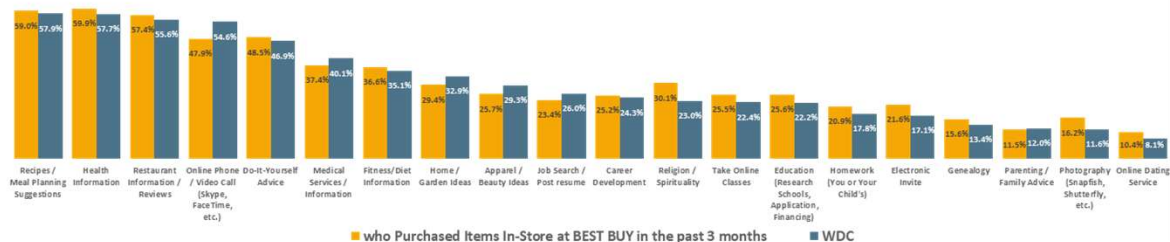
Flew Domestic past year: 72.6% vs 61.6%
Avg. # Domestic Flights: 4.5 vs 3.7



8.5% or 487,146 of WDC DMA Adults 18 or older Purchased Items In-Store at BEST BUY in the past 3 months. Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months are 3.3% more likely to look up D-I-Y advice online, 9.3% more likely to always vote in local elections, 39.2% more likely to belong to a gym, 24.% more likely to fly domesti

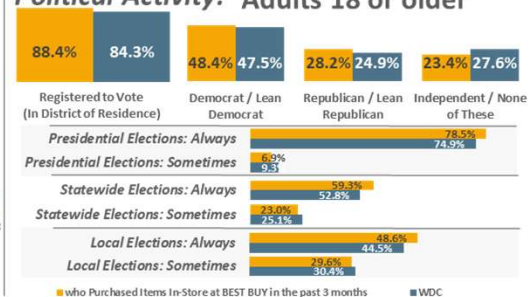


Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



■ who Purchased Items In-Store at BEST BUY in the past 3 months ■ WDC

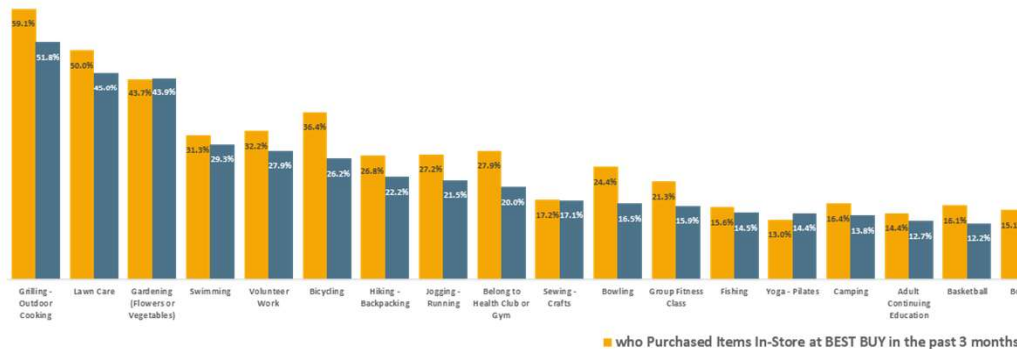
Political Activity: Adults 18 or older



■ who Purchased Items In-Store at BEST BUY in the past 3 months ■ WDC



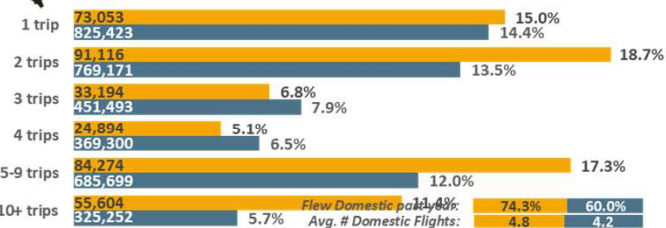
Top-30 past 12-months Active Lifestyle Activities: Adults 18 or older



■ who Purchased Items In-Store at BEST BUY in the past 3 months ■ WDC



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



Flew Domestic past 12 months: 74.3% vs 60.0%
Avg. # Domestic Flights: 4.8 vs 4.2

WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 560

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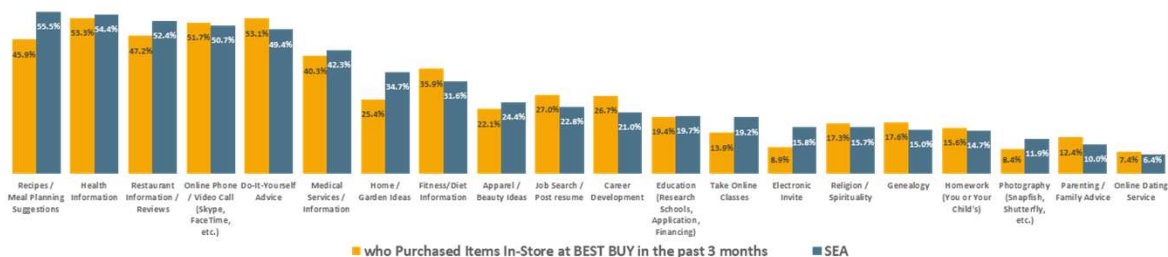
[[Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy]]



8.6% or 388,067 of SEA DMA Adults 18 or older Purchased Items In-Store at BEST BUY in the past 3 months. Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months are 7.5% more likely to look up D-I-Y advice online, 7.1% more likely to always vote in local elections, 26.9% more likely to belong to a gym, 14.8% more likely to fly domestic

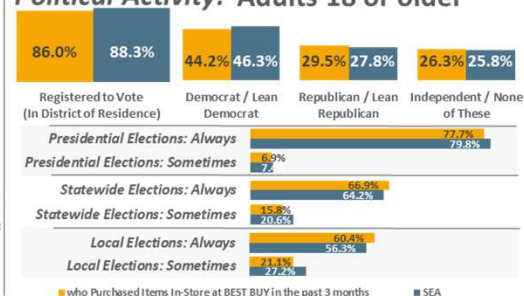


Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



who Purchased Items In-Store at BEST BUY in the past 3 months SEA

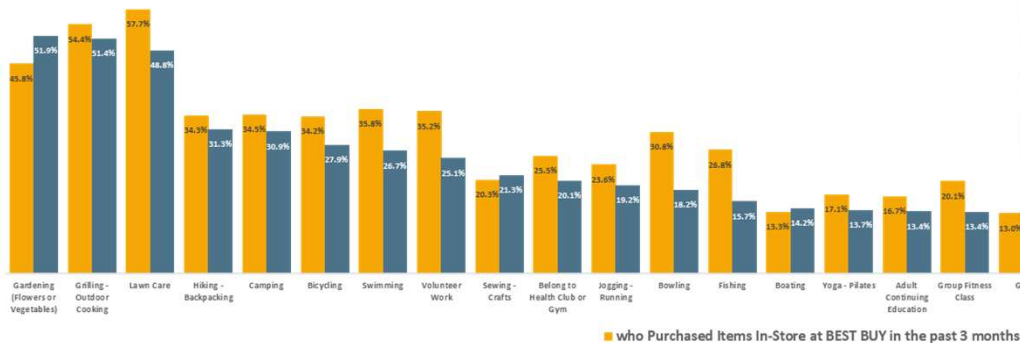
Political Activity: Adults 18 or older



who Purchased Items In-Store at BEST BUY in the past 3 months SEA



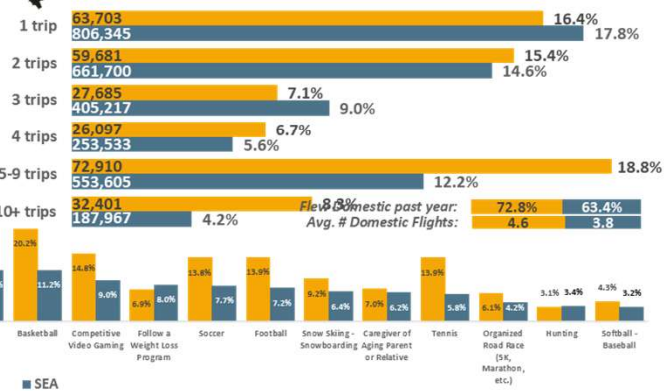
Top-30 past 12-months Active Lifestyle Activities: Adults 18 or older



who Purchased Items In-Store at BEST BUY in the past 3 months SEA



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



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 320

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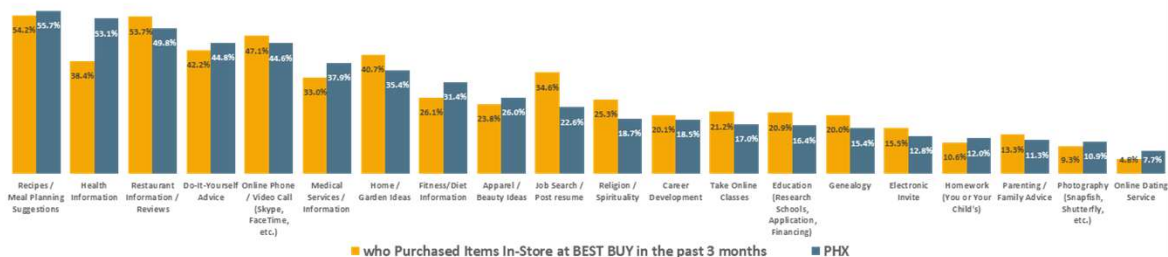
[[Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy]]



9.4% or 447,022 of PHX DMA Adults 18 or older Purchased Items In-Store at BEST BUY in the past 3 months. Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months are 5.9% less likely to look up D-I-Y advice online, 10.6% less likely to always vote in local elections, 19.8% more likely to belong to a gym, 17.% more likely to fly domestic

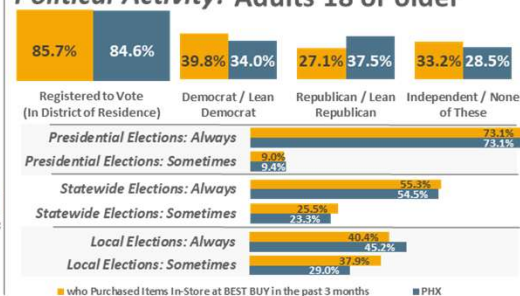


Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



who Purchased Items In-Store at BEST BUY in the past 3 months PHX

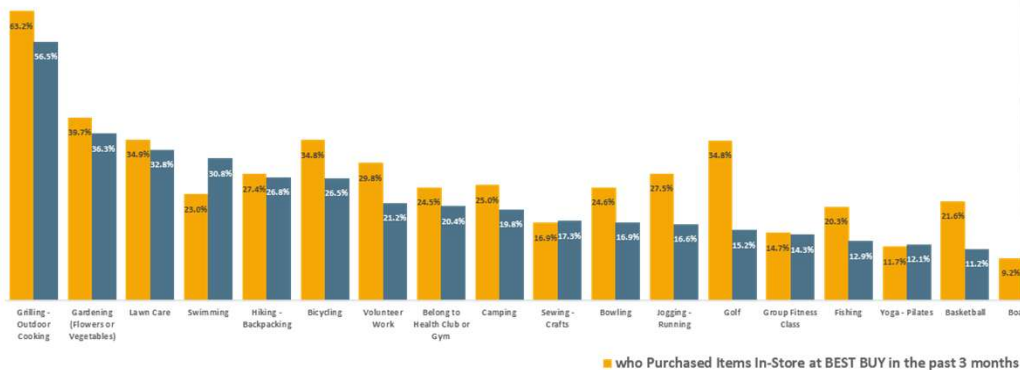
Political Activity: Adults 18 or older



who Purchased Items In-Store at BEST BUY in the past 3 months PHX



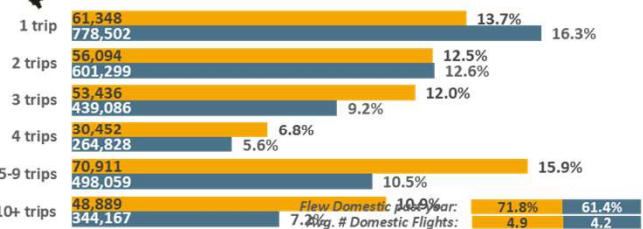
Top-30 past 12-months Active Lifestyle Activities: Adults 18 or older



who Purchased Items In-Store at BEST BUY in the past 3 months PHX



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

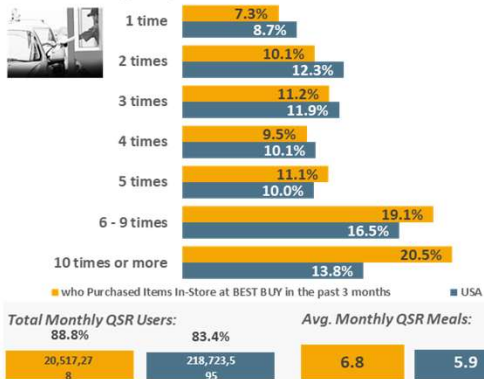


Flew Domestic 10+ times: 71.8% PHX: 61.4%
Avg. # Domestic Flights: 4.9 PHX: 4.2



8.8% or 23,095,730 of USA Adults 18 or older Purchased Items In-Store at BEST BUY in the past 3 months. Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months are 6.5% more likely to use QSRs past mo., 11.5% more likely to use Sit-Down Restaurants past mo., 23.3% more likely to use Casinos past yr., 7.6% more likely to smoke cigaret

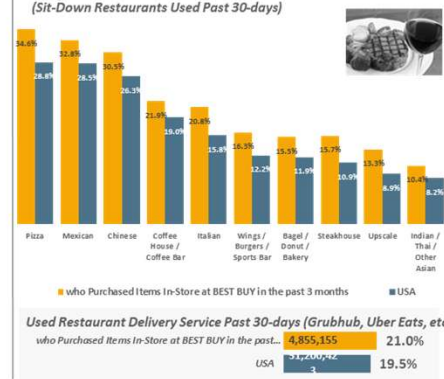
Past 30-days QSR Users: Adults 18 or older



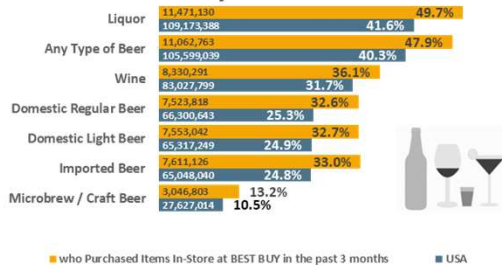
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



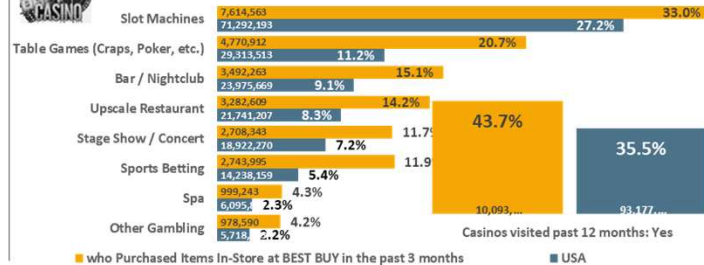
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



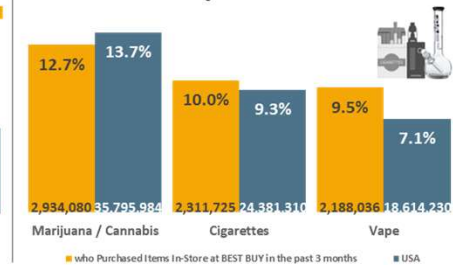
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



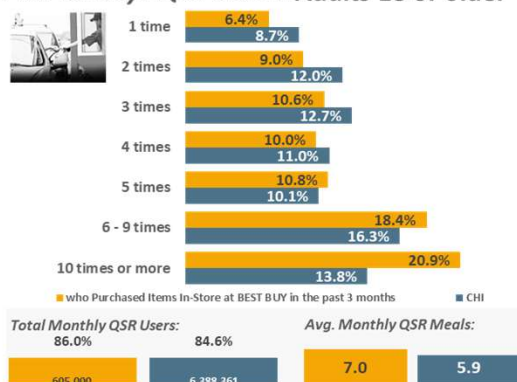
Used Past 30-days: Adults 18 or older



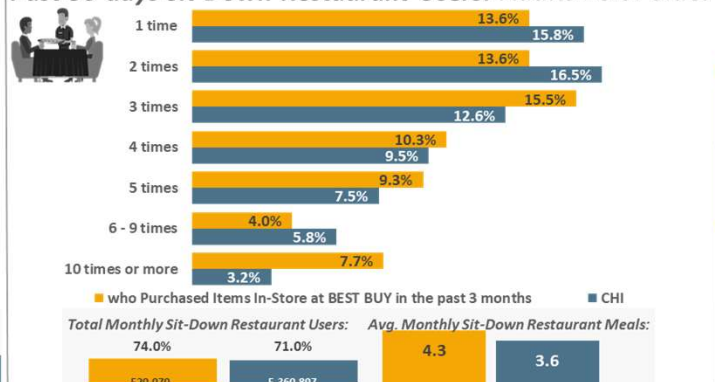


9.3% or 703,190 of CHI DMA Adults 18 or older Purchased Items In-Store at BEST BUY in the past 3 months. Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months are 1.7% more likely to use QSRs past mo., 4.2% more likely to use Sit-Down Restaurants past mo., 4.4% more likely to use Casinos past yr., 17.6% less likely to smoke cigaret

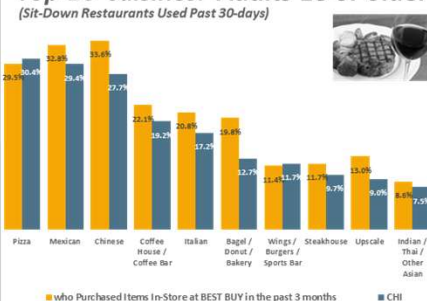
Past 30-days QSR Users: Adults 18 or older



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



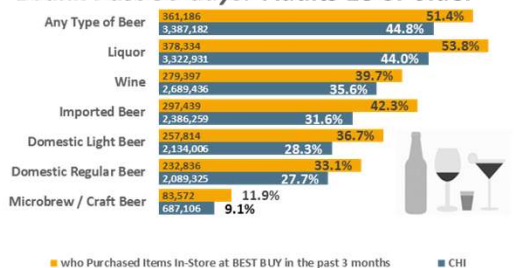
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



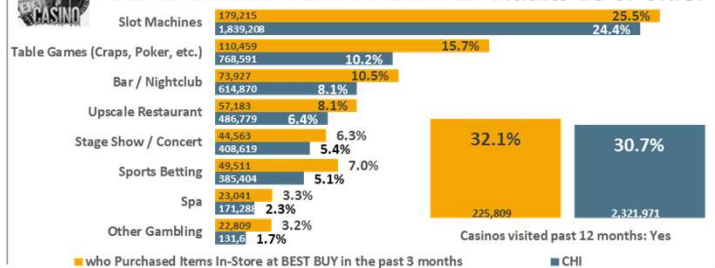
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)



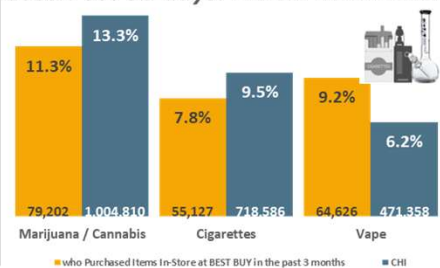
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



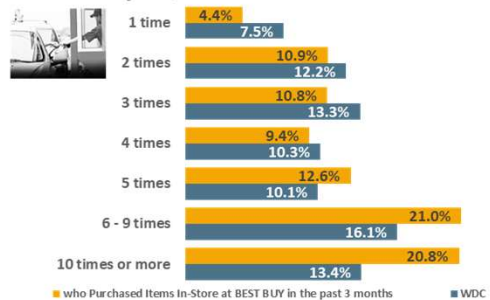
Used Past 30-days: Adults 18 or older



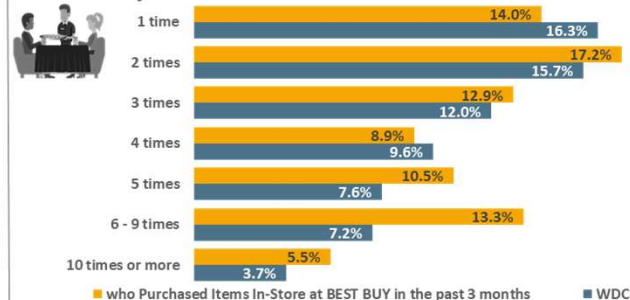


8.5% or 487,146 of WDC DMA Adults 18 or older Purchased Items In-Store at BEST BUY in the past 3 months. Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months are 8.4% more likely to use QSRs past mo., 14% more likely to use Sit-Down Restaurants past mo., 31.1% more likely to use Casinos past yr., 15.4% less likely to smoke cigare

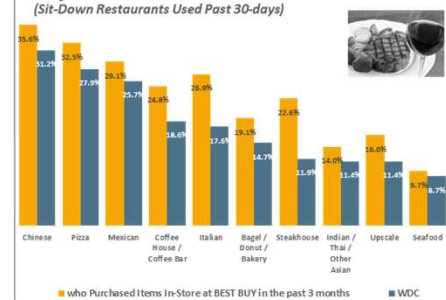
Past 30-days QSR Users: Adults 18 or older



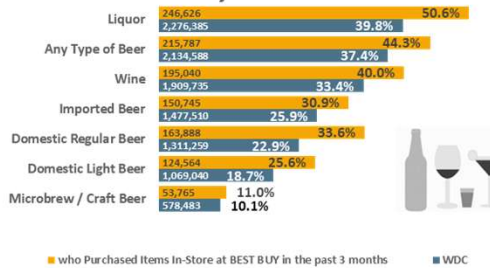
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



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



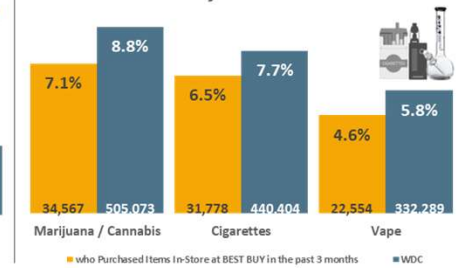
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



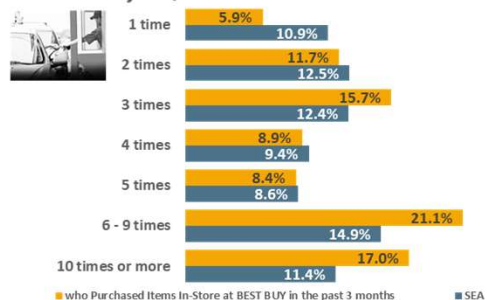
Used Past 30-days: Adults 18 or older





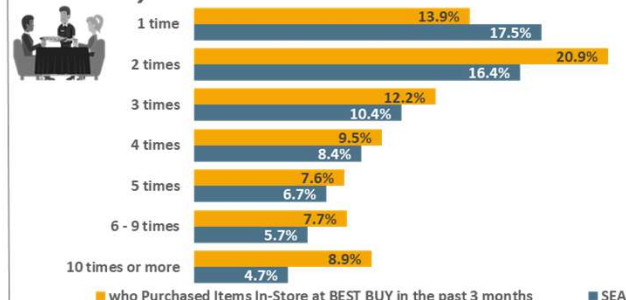
8.6% or 388,067 of SEA DMA Adults 18 or older Purchased Items In-Store at BEST BUY in the past 3 months. Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months are 10.8% more likely to use QSRs past mo., 15.3% more likely to use Sit-Down Restaurants past mo., 35.6% more likely to use Casinos past yr., 32.8% more likely to smoke ciga

Past 30-days QSR Users: Adults 18 or older



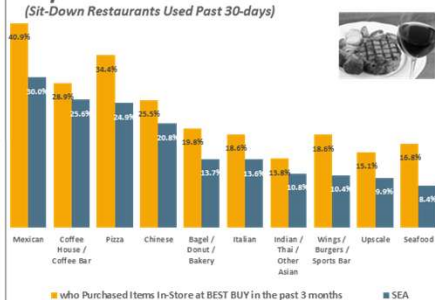
Total Monthly QSR Users: 88.8%
Avg. Monthly QSR Meals: 6.4

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



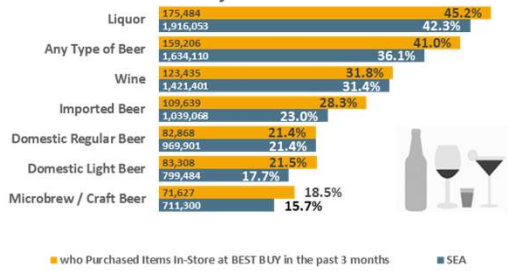
Total Monthly Sit-Down Restaurant Users: 80.6%
Avg. Monthly Sit-Down Restaurant Meals: 4.5

Top-10 Cuisines: Adults 18 or older



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
SEA: 19.7%
Best Buy: 26.8%

Drank Past 30-days: Adults 18 or older



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 320

Past 12 months Casino Activities: Adults 18 or older



Casinos visited past 12 months: Yes
SEA: 39.9%
Best Buy: 54.1%

Used Past 30-days: Adults 18 or older

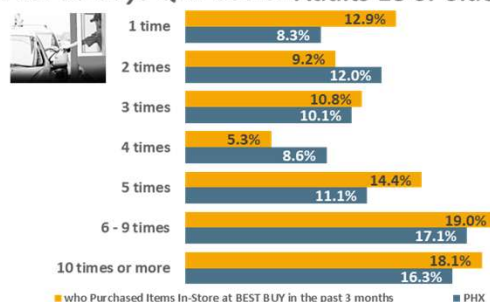


[[Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy]]

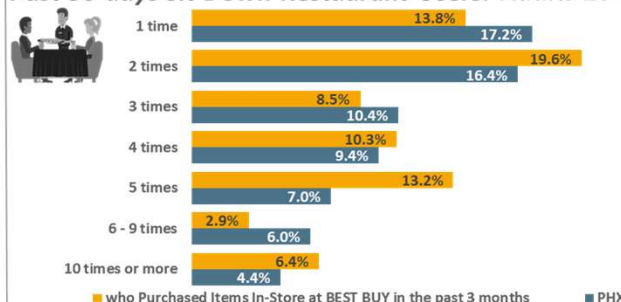


9.4% or 447,022 of PHX DMA Adults 18 or older Purchased Items In-Store at BEST BUY in the past 3 months. Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months are 7.2% more likely to use QSRs past mo., 5.4% more likely to use Sit-Down Restaurants past mo., 15.5% more likely to use Casinos past yr., 6.1% more likely to smoke cigarett

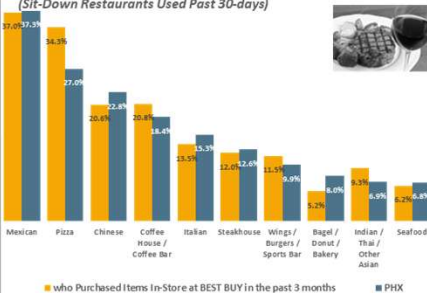
Past 30-days QSR Users: Adults 18 or older



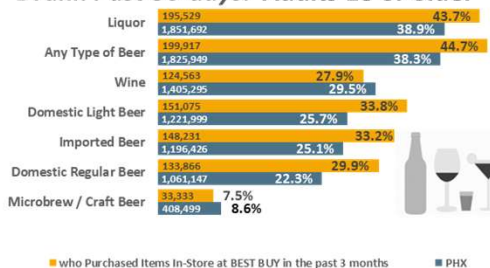
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



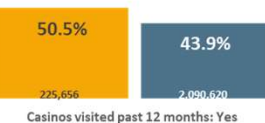
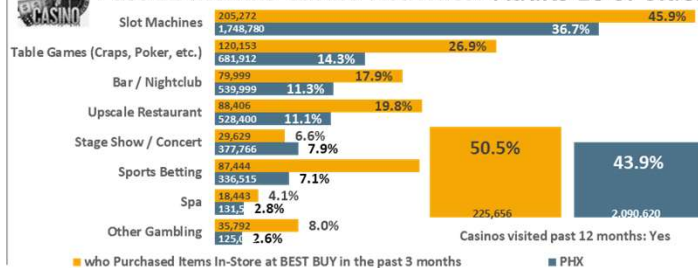
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



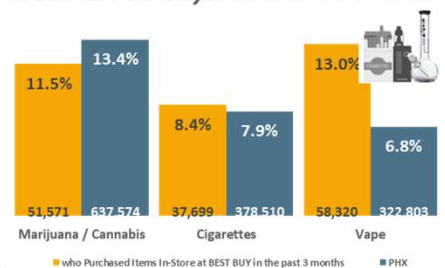
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older

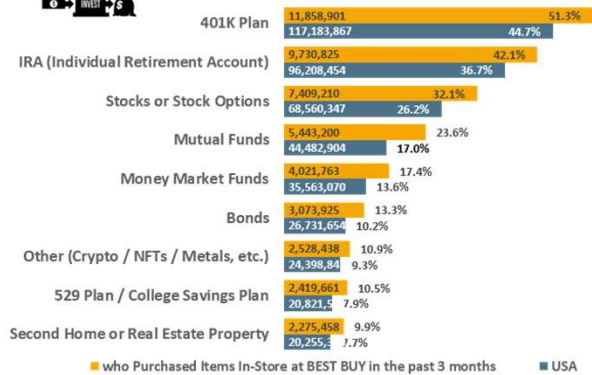




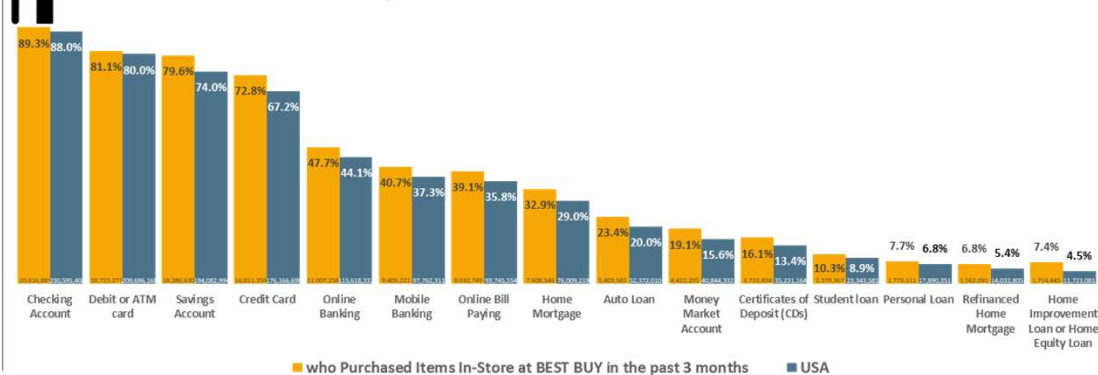
8.8% or 23,095,730 of USA Adults 18 or older Purchased Items In-Store at BEST BUY in the past 3 months. Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months are 14.9% more likely to have a 401K, 17.1% more likely to have an Auto Loan, 30.3% more likely to Invest/Trade Stocks Online, 6.4% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



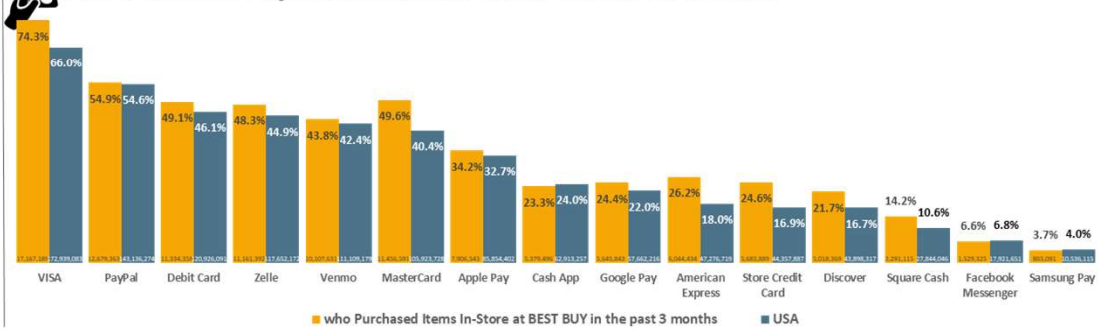
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

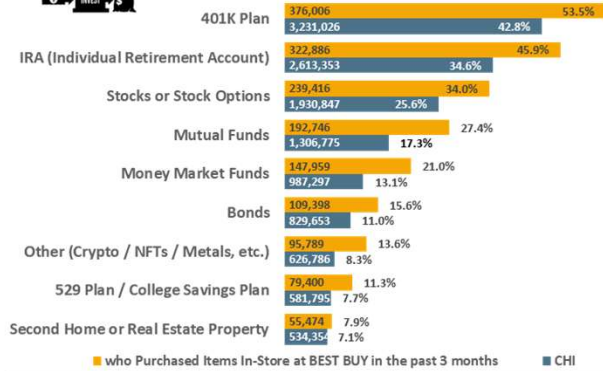




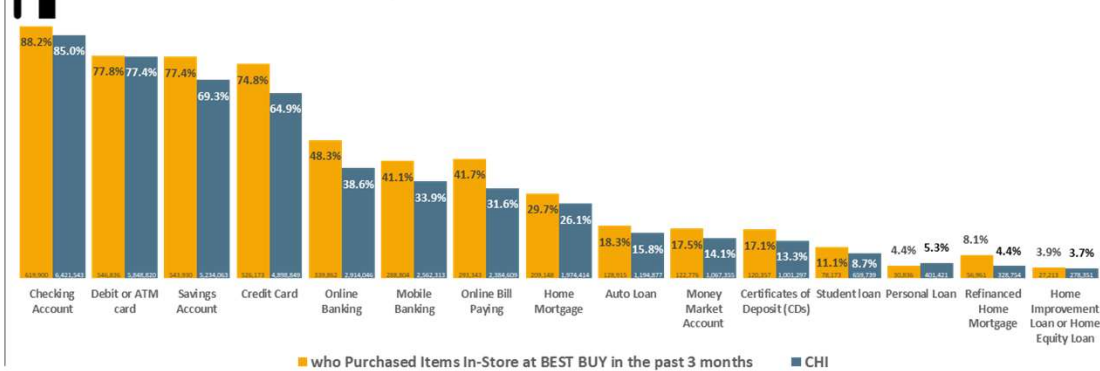
9.3% or 703,190 of CHI DMA Adults 18 or older Purchased Items In-Store at BEST BUY in the past 3 months. Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months are 25.% more likely to have a 401K, 15.9% more likely to have an Auto Loan, 25.5% more likely to Invest/Trade Stocks Online, 5.2% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



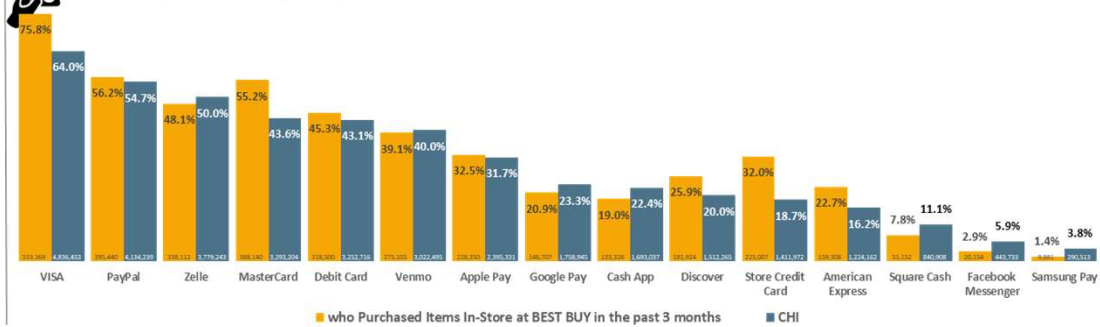
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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





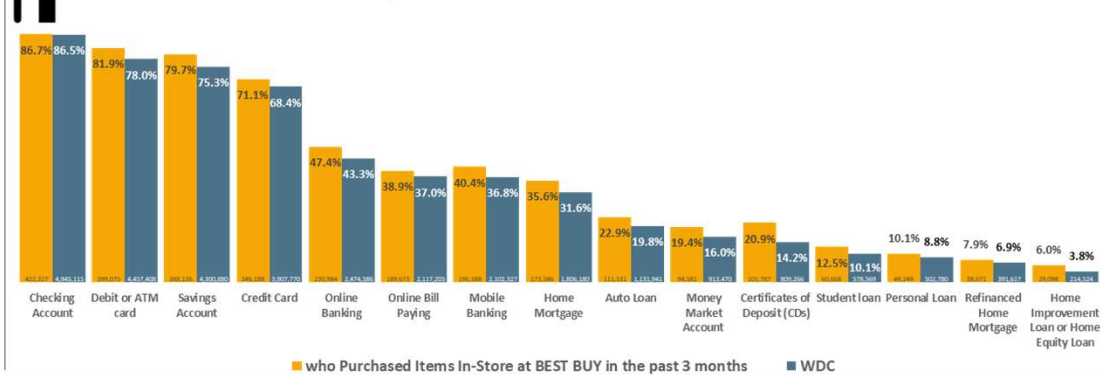
8.5% or 487,146 of WDC DMA Adults 18 or older Purchased Items In-Store at BEST BUY in the past 3 months. Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months are 21.2% more likely to have a 401K, 15.6% more likely to have an Auto Loan, 42.5% more likely to Invest/Trade Stocks Online, 21.6% 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

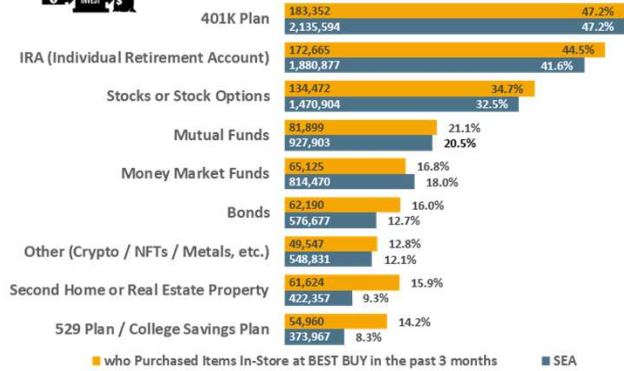




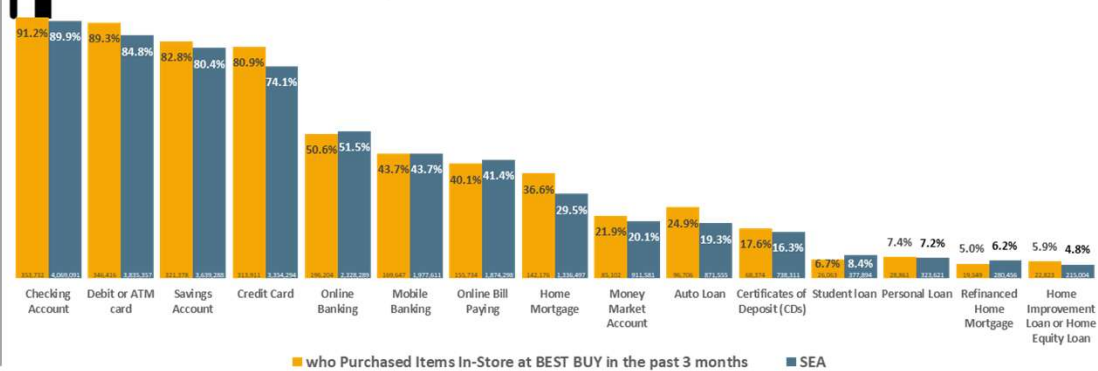
8.6% or 388,067 of SEA DMA Adults 18 or older Purchased Items In-Store at BEST BUY in the past 3 months. Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months are .1% more likely to have a 401K, 29.4% more likely to have an Auto Loan, 20.5% more likely to Invest/Trade Stocks Online, 17.6% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



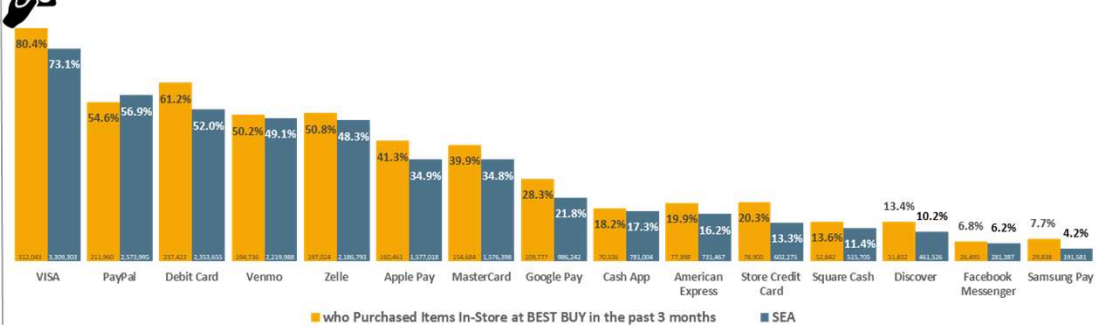
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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





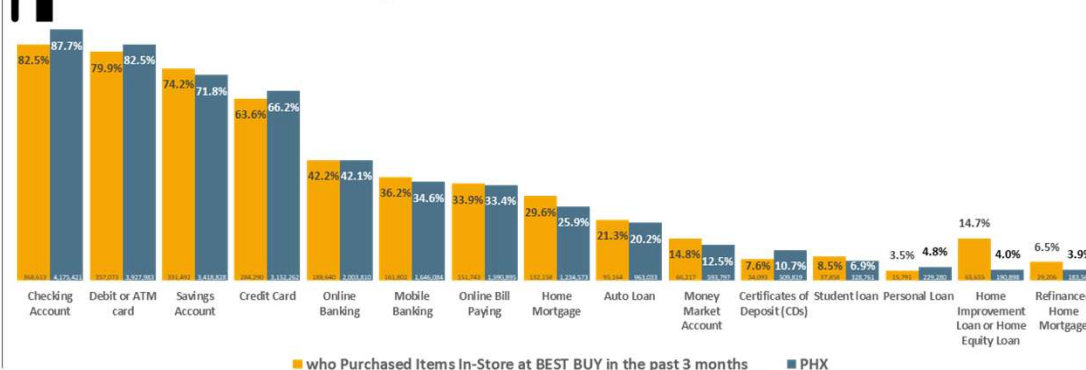
9.4% or 447,022 of PHX DMA Adults 18 or older Purchased Items In-Store at BEST BUY in the past 3 months. Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months are 16.1% more likely to have a 401K, 5.3% more likely to have an Auto Loan, 33.1% more likely to Invest/Trade Stocks Online, 19.5% less likely to pay with their Debit Card.



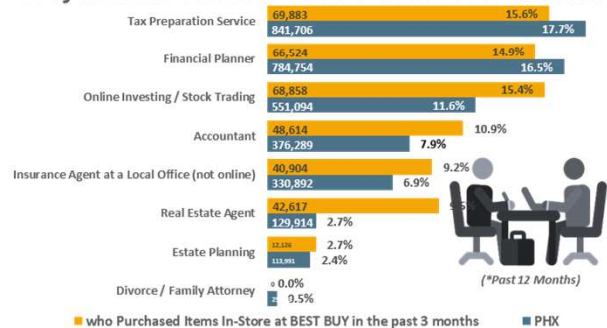
Investments Owned: Adults 18 or older



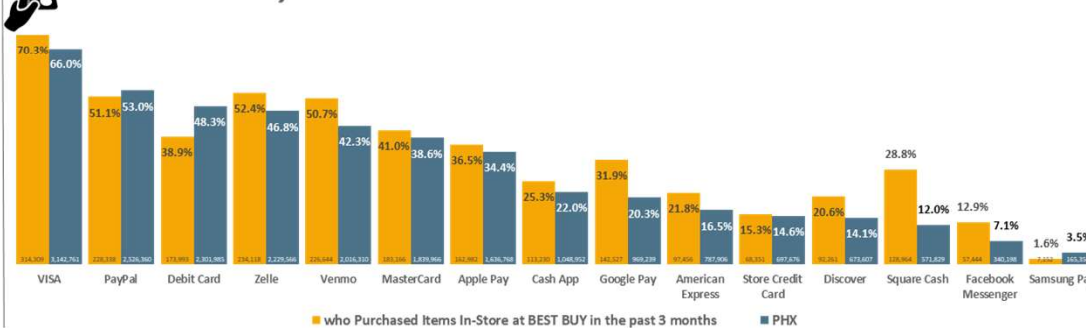
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older

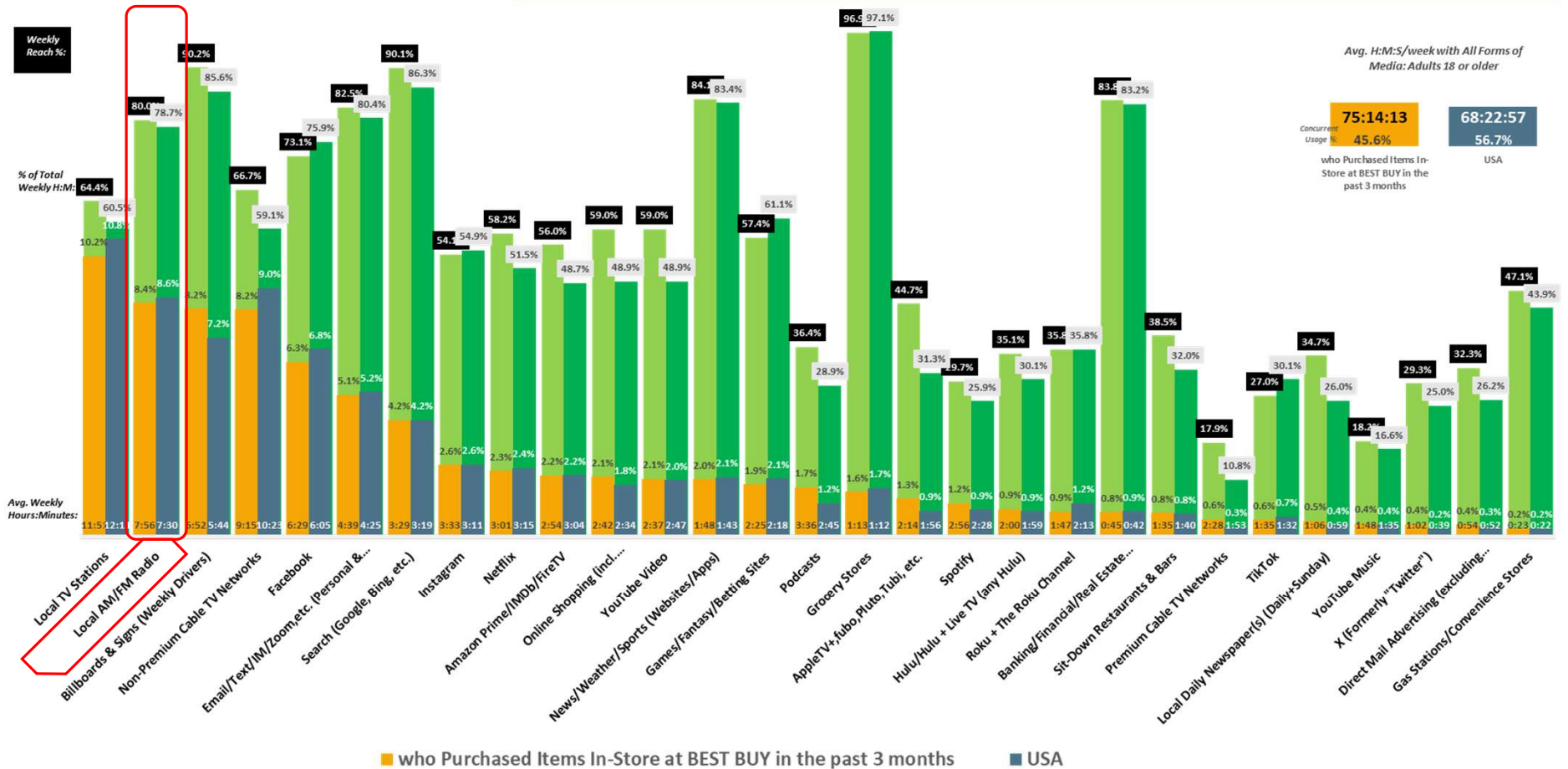


Past 3-Months Payment Methods Used: Adults 18 or older



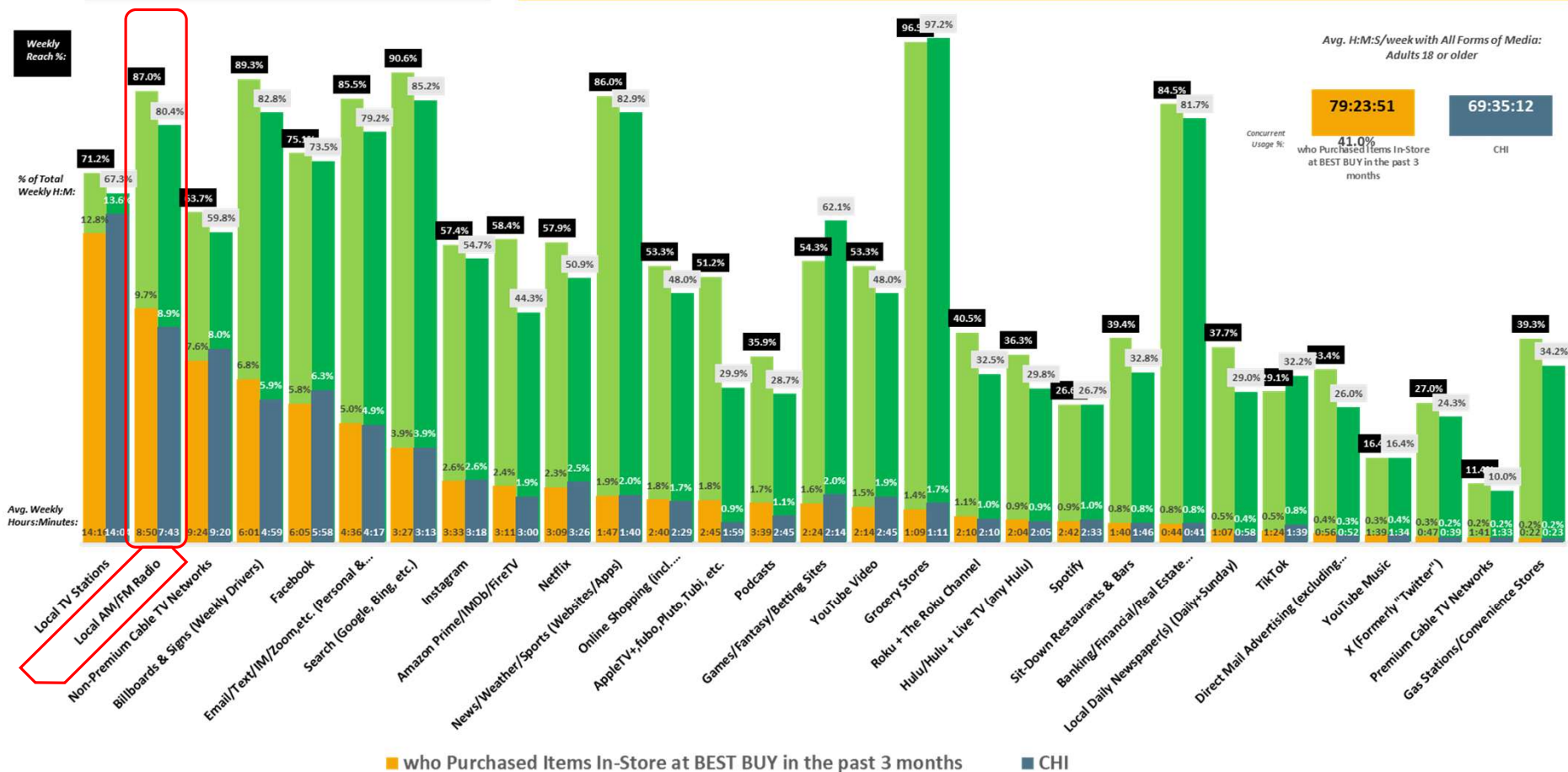


Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months spend an average of 3 days, 3 hours, 14 minutes and 13 seconds each week with All Forms of Media.
80.% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months spend an avg. of 7 hours and 56 minutes each week listening to All Local AM/FM Radio, representing 8.4% of total time spent with all forms of Media.



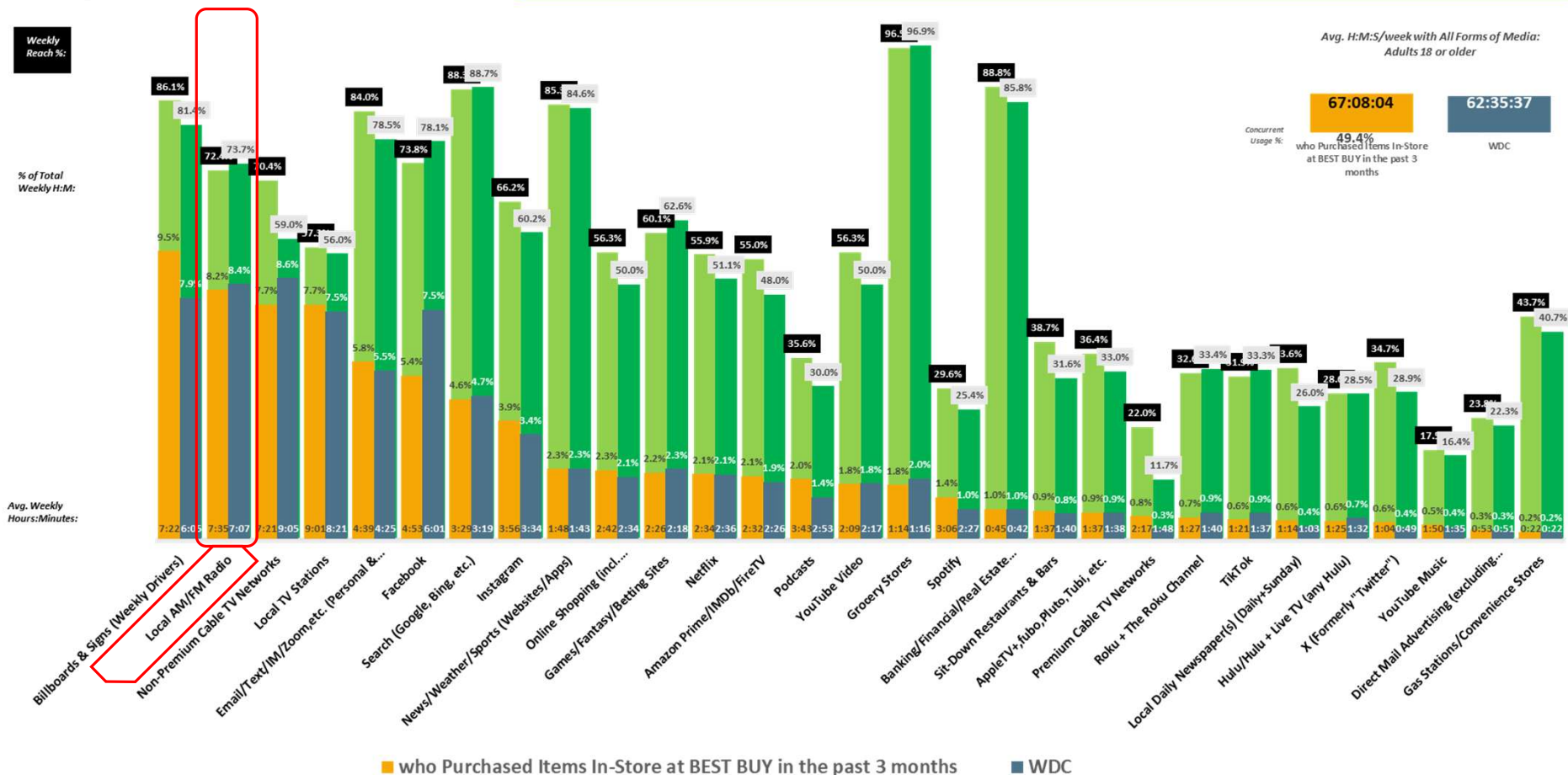


Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months spend an average of 3 days, 7 hours, 23 minutes and 51 seconds each week with All Forms of Media.
87.7% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months spend an avg. of 8 hours and 50 minutes each week listening to All Local AM/FM Radio, representing 9.7% of total time spent with all forms of Media.





Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months spend an average of 2 days, 19 hours, 8 minutes and 4 seconds each week with All Forms of Media.
72.4% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months spend an avg. of 7 hours and 35 minutes each week listening to All Local AM/FM Radio, representing 8.2% of total time spent with all forms of Media.



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 560 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919
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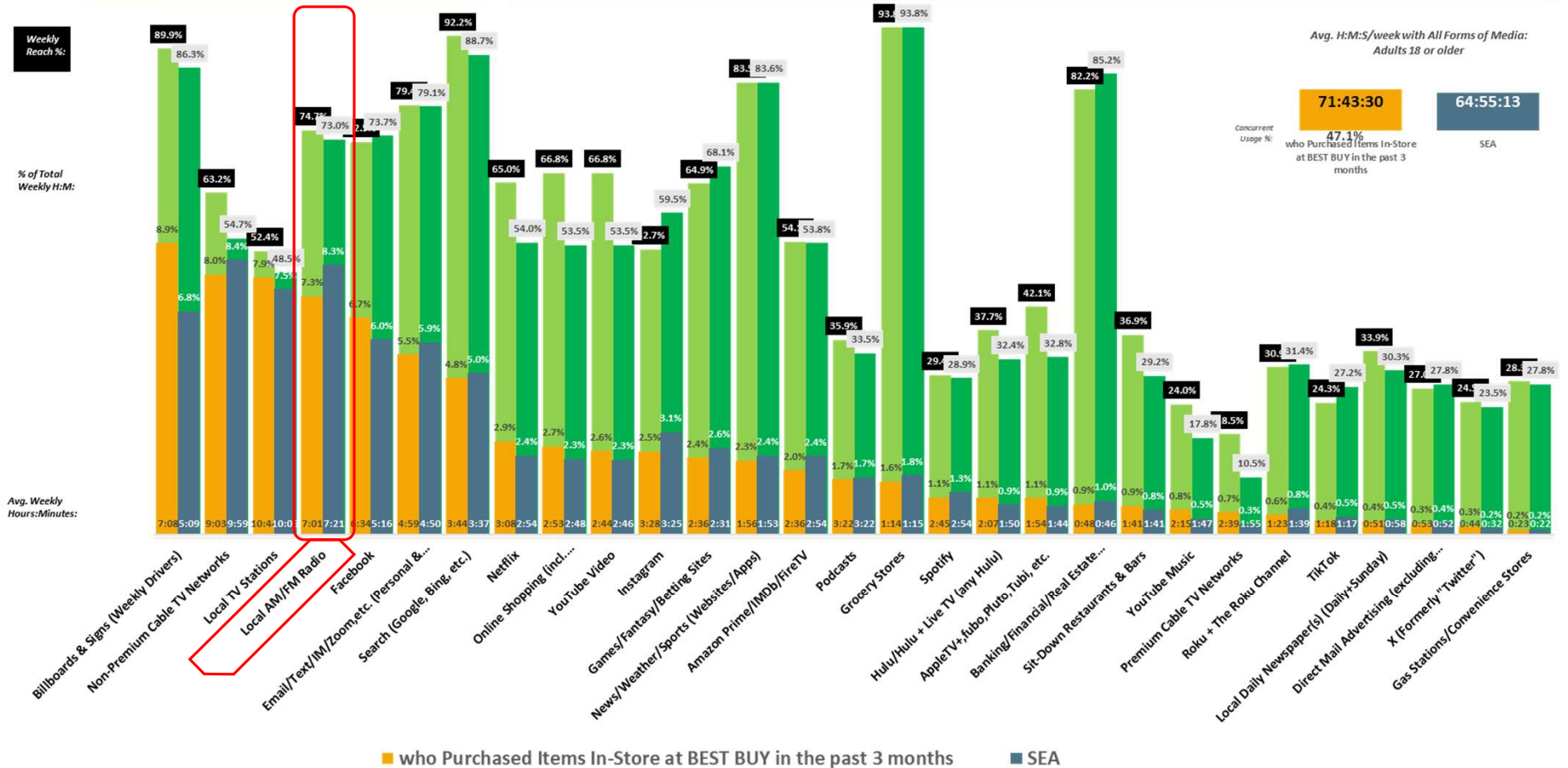
[[Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy]]



Share of Everything
for Anything

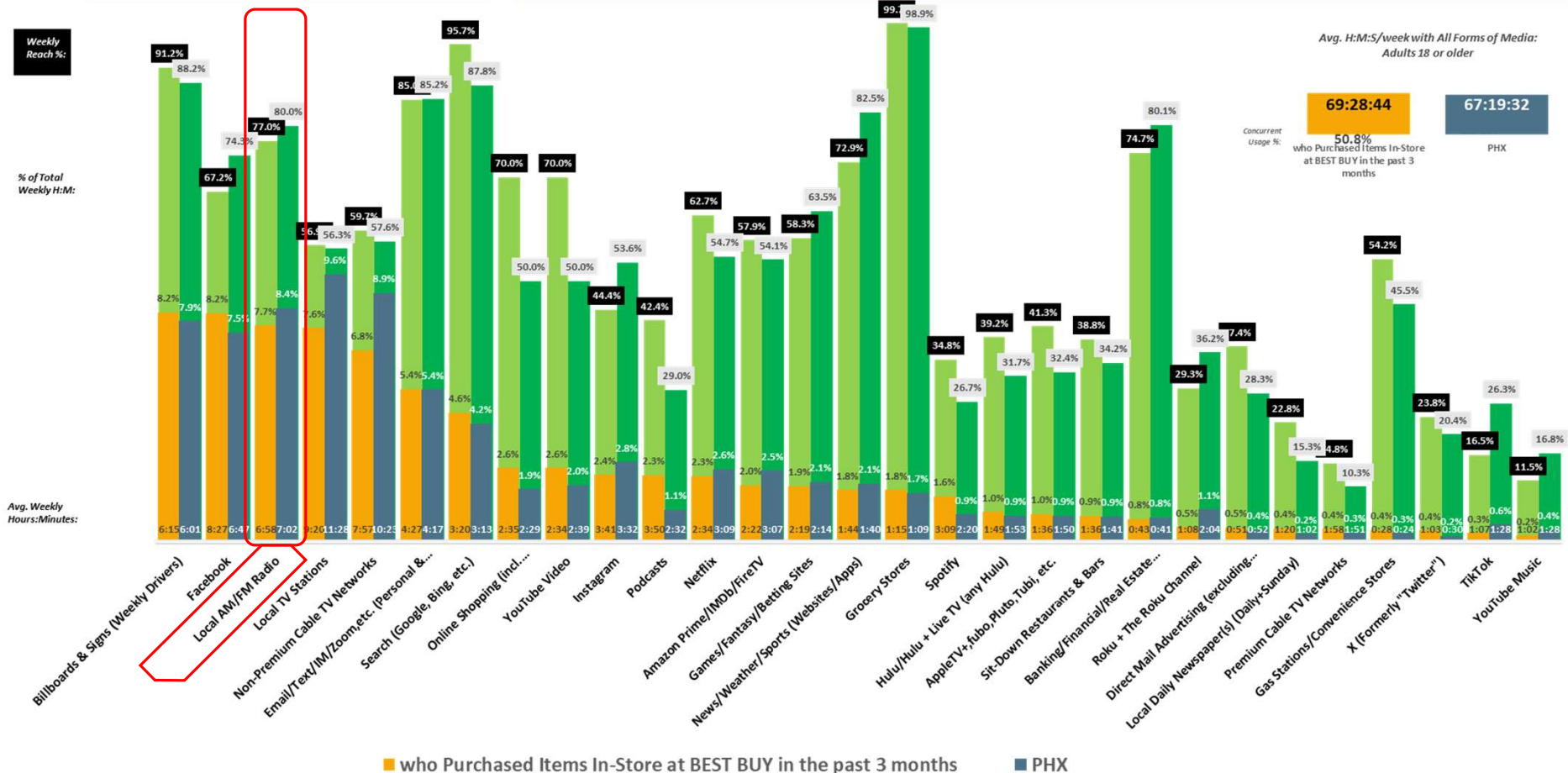


Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months spend an average of 2 days, 23 hours, 43 minutes and 30 seconds each week with All Forms of Media.
74.7% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months spend an avg. of 7 hours and 1 minutes each week listening to All Local AM/FM Radio, representing 7.3% of total time spent with all forms of Media.



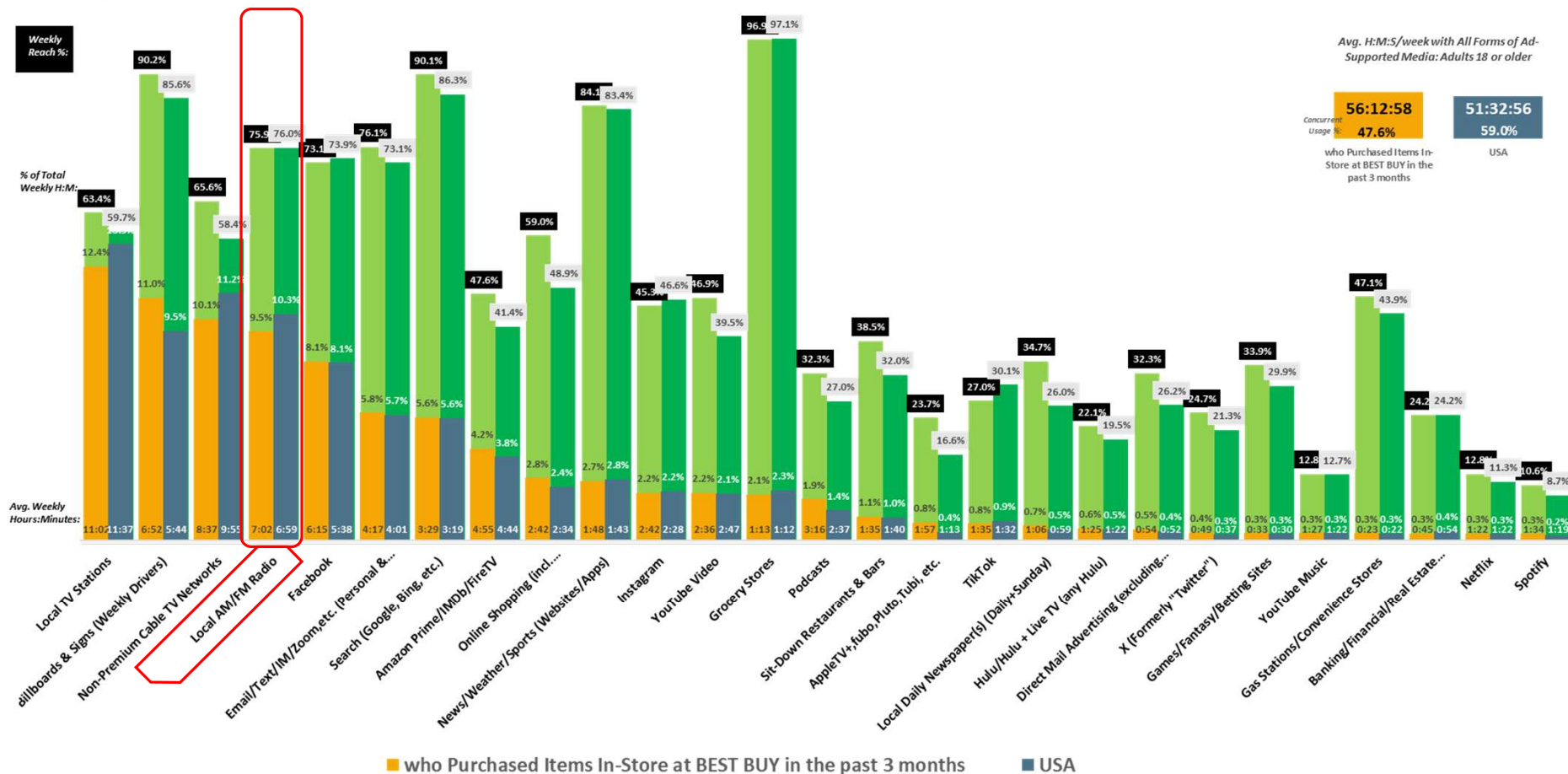


Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months spend an average of 2 days, 21 hours, 28 minutes and 44 seconds each week with All Forms of Media.
 77.7% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months spend an avg. of 6 hours and 58 minutes each week listening to All Local AM/FM Radio, representing 7.7% of total time spent with all forms of Media.





Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months spend an average of 2 days, 8 hours, 12 minutes and 58 seconds each week with All Forms of Ad-Supported Media.
75.9% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months spend an avg. of 7 hours and 2 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.5% of total time spent with all forms of Ad-Supported Media



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,175
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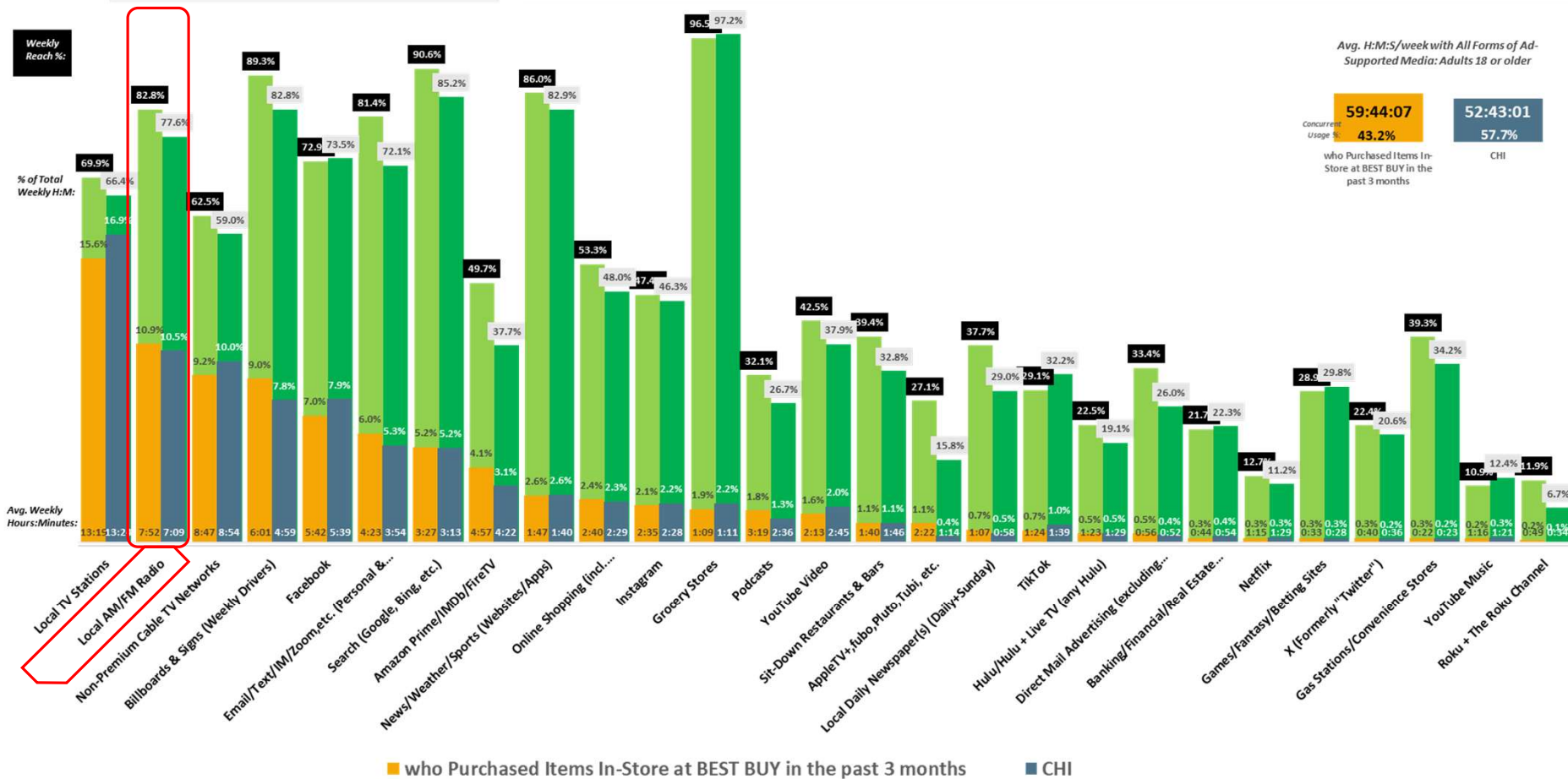
[[Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy]]



Share of Everything
for Anything

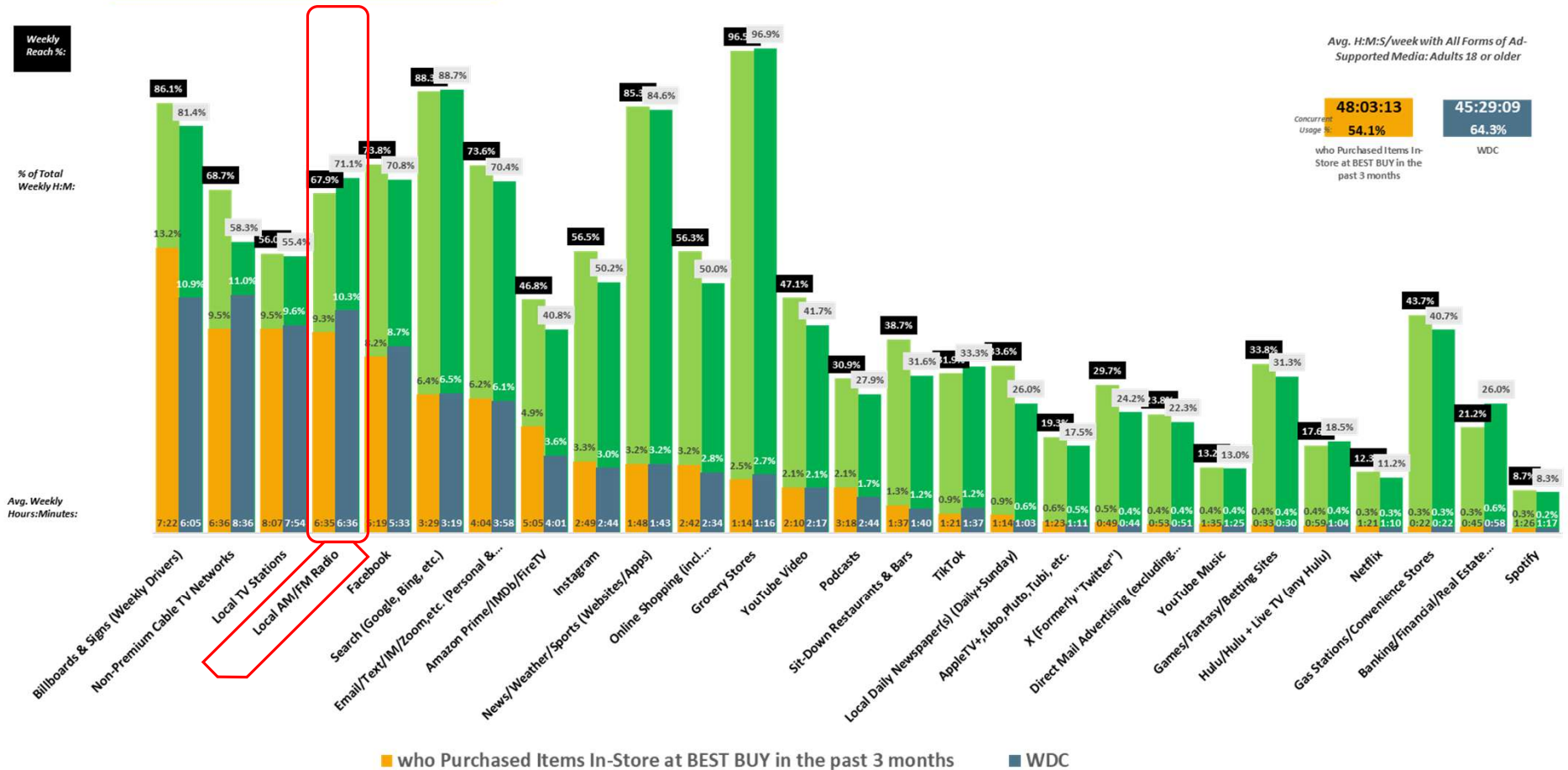


Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months spend an average of 2 days, 11 hours, 44 minutes and 7 seconds each week with All Forms of Ad-Supported Media.
 82.8% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months spend an avg. of 7 hours and 52 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.9% of total time spent with all forms of Ad-Supported



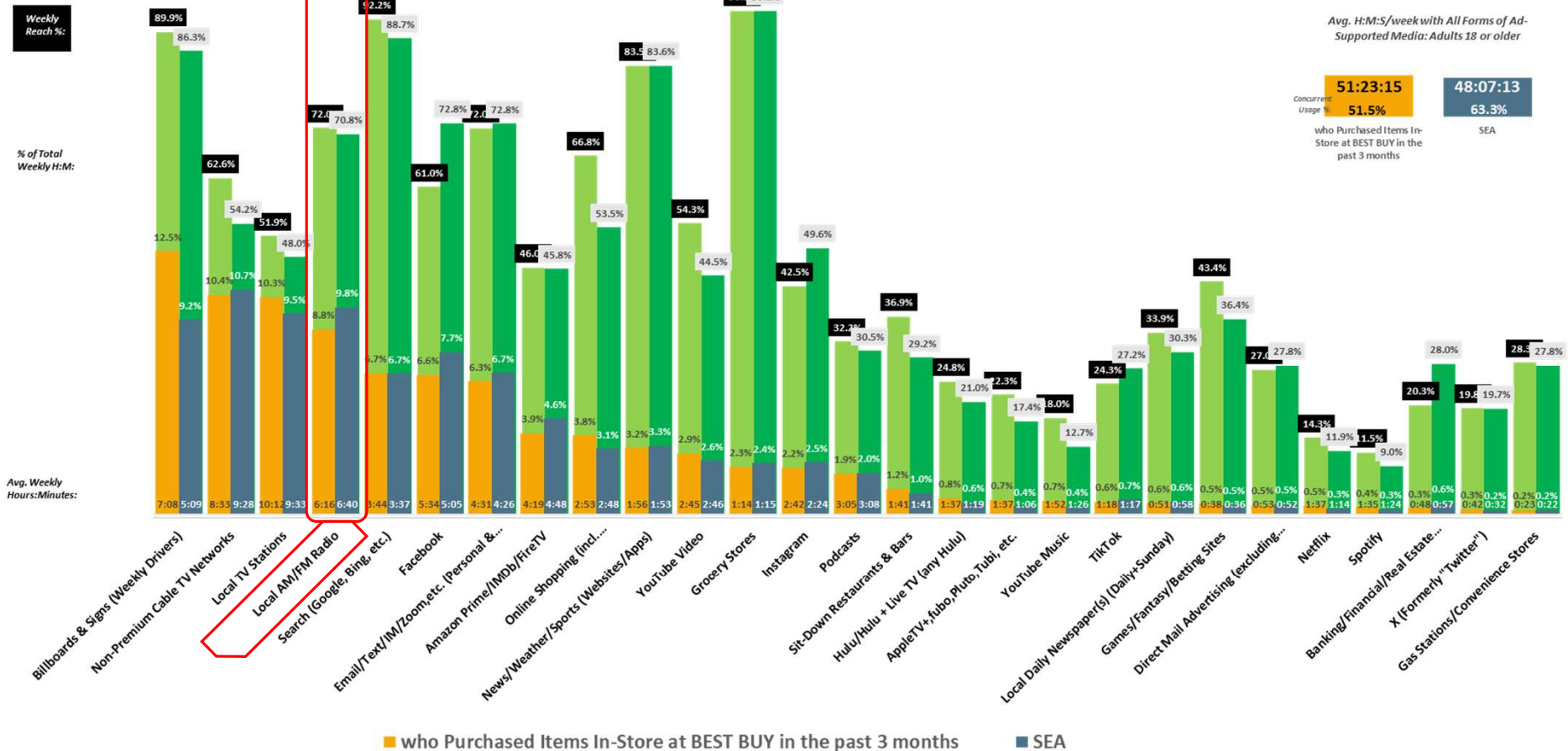


Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months spend an average of 2 days, 0 hours, 3 minutes and 13 seconds each week with All Forms of Ad-Supported Media.
67.9% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months spend an avg. of 6 hours and 35 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.3% of total time spent with all forms of Ad-Supported M



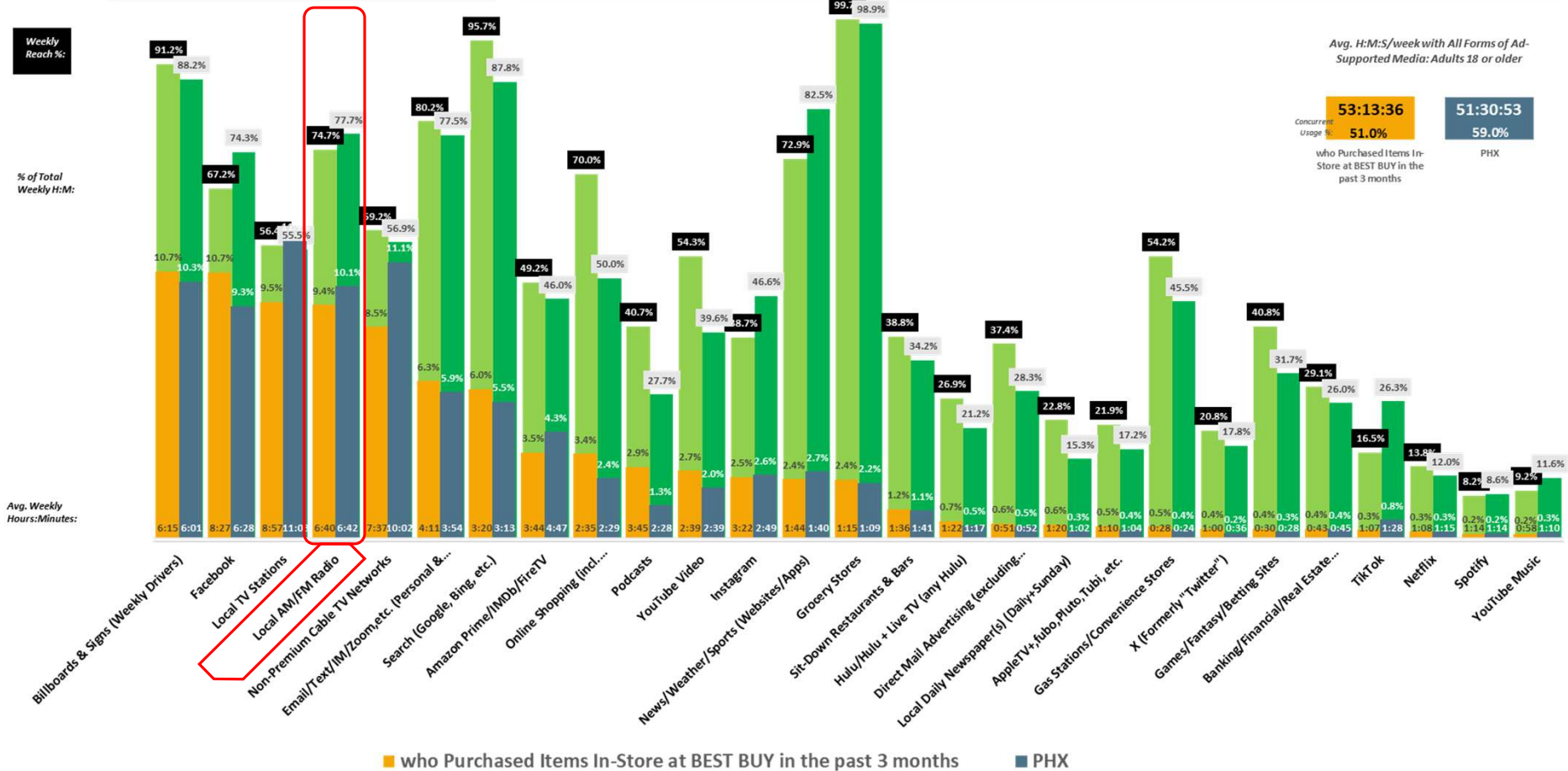


Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months spend an average of 2 days, 3 hours, 23 minutes and 15 seconds each week with All Forms of Ad-Supported Media.
 72.% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months spend an avg. of 6 hours and 16 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.8% of total time spent with all forms of Ad-Supported Me





Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months spend an average of 2 days, 5 hours, 13 minutes and 36 seconds each week with All Forms of Ad-Supported Media.
74.7% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months spend an avg. of 6 hours and 40 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.4% of total time spent with all forms of Ad-Supported M

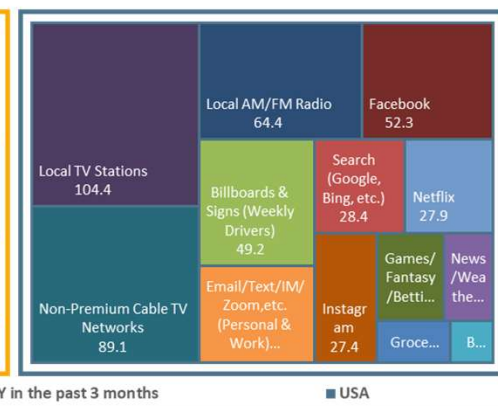
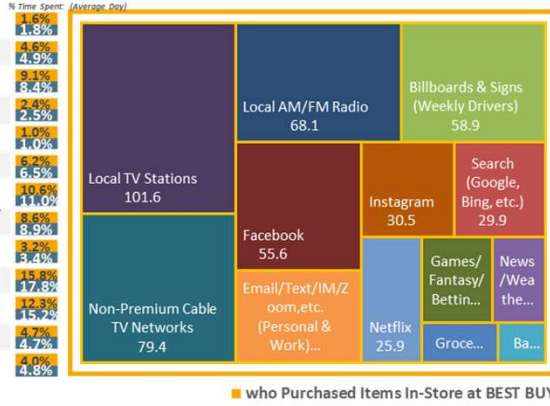
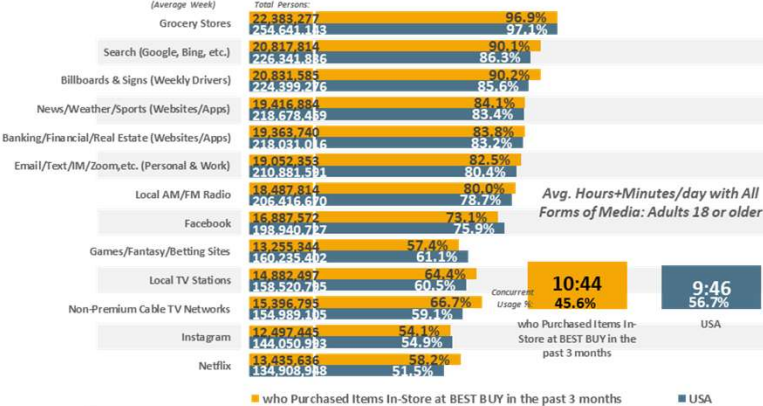




Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months spend an average of 8 hours and 1 minutes each day with All Forms of Ad-Supported Media. 75.9% listen to Local AM/FM Radio for an avg. of 60.4 minutes/day. (Local Radio delivers 9.5% of Time with Ad-Supported Media.)

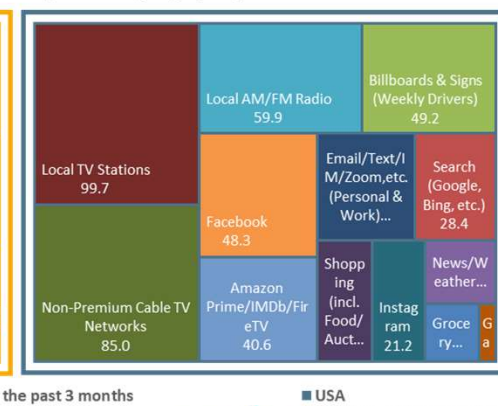
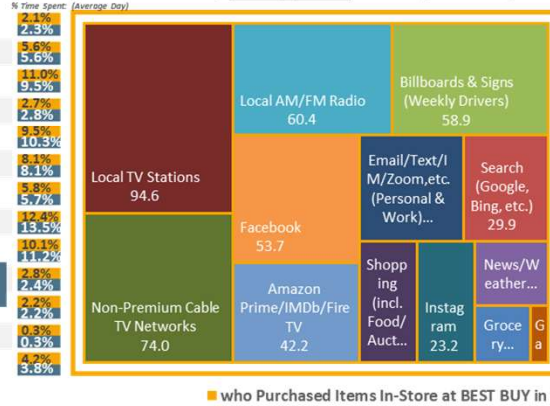
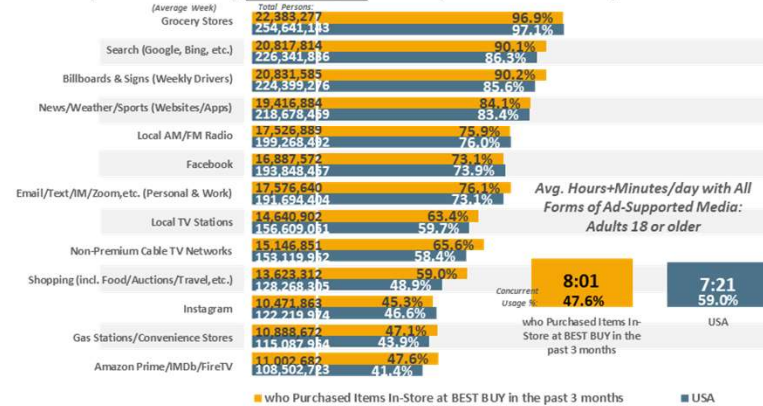
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,175
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

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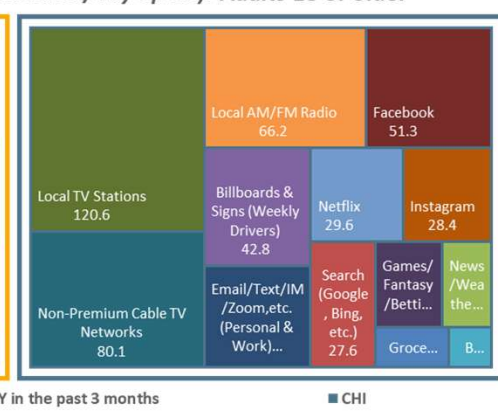
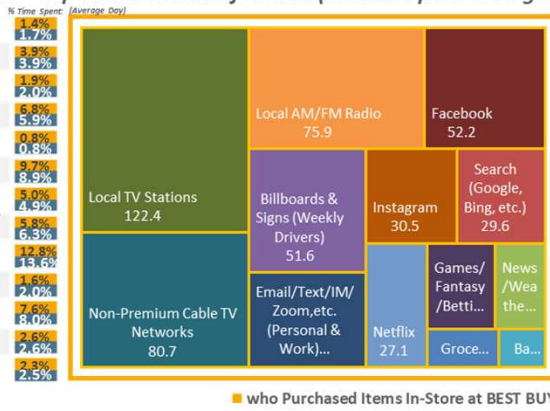
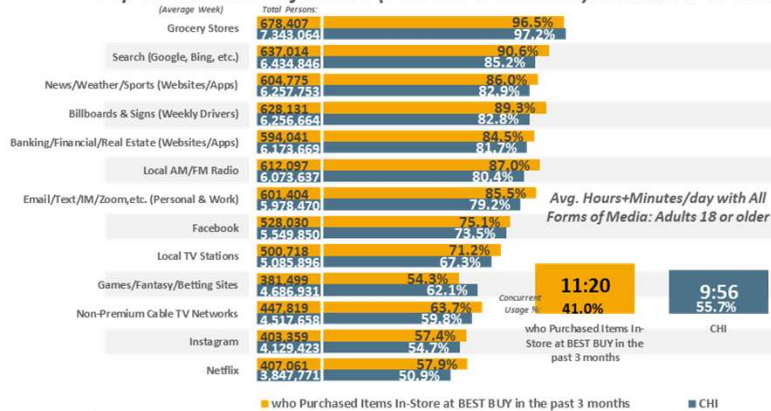
[[Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy]]



Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months spend an average of 8 hours and 32 minutes each day with All Forms of Ad-Supported Media. 82.8% listen to Local AM/FM Radio for an avg. of 67.5 minutes/day. (Local Radio delivers 10.9% of Time with Ad-Supported Media.)

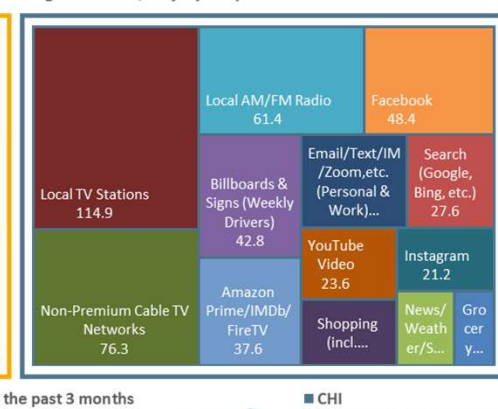
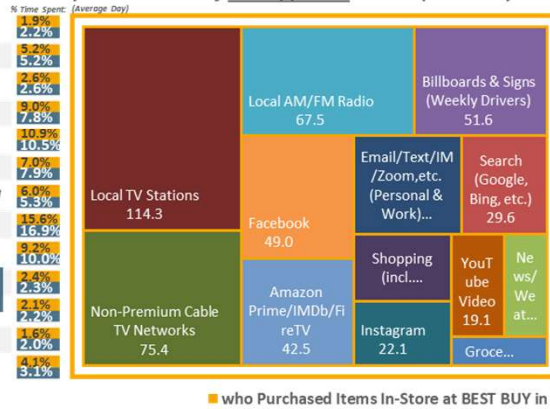
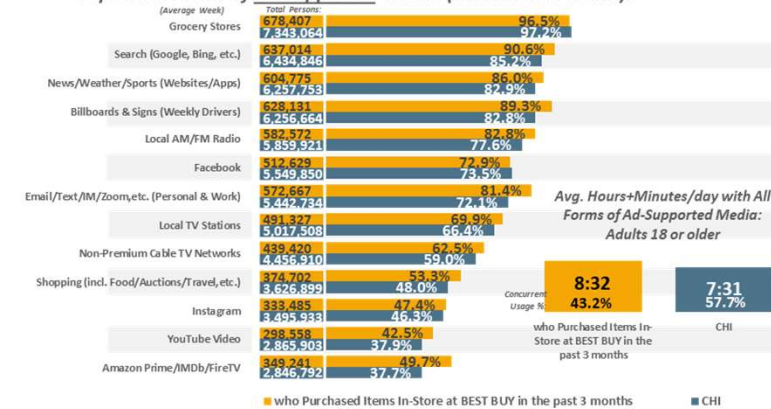
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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

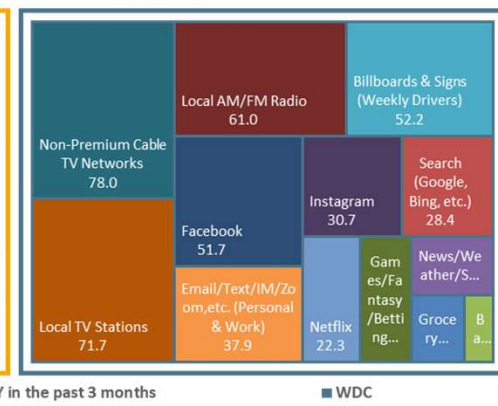
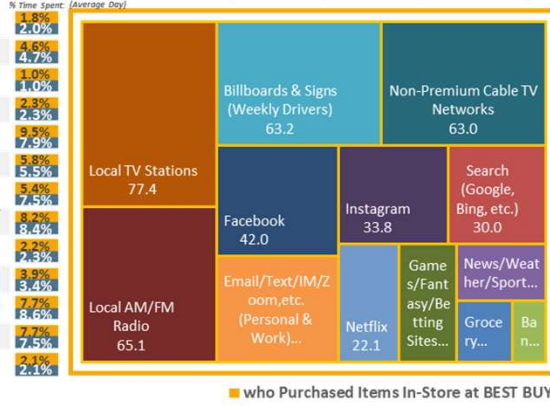
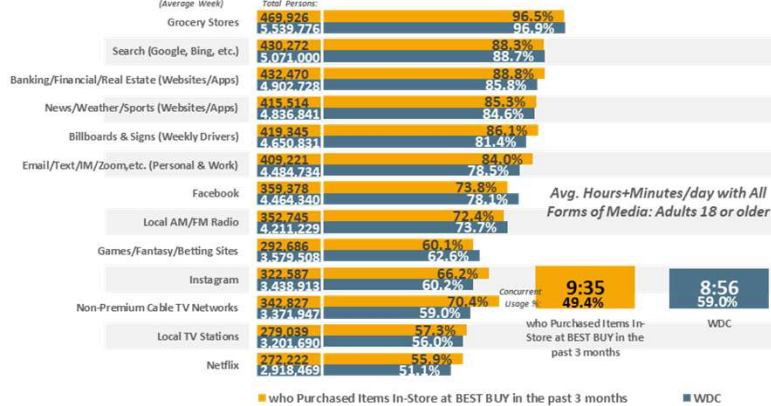




Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months spend an average of 6 hours and 51 minutes each day with All Forms of Ad-Supported Media. 67.9% listen to Local AM/FM Radio for an avg. of 56.5 minutes/day. (Local Radio delivers 9.3% of Time with Ad-Supported Media.)

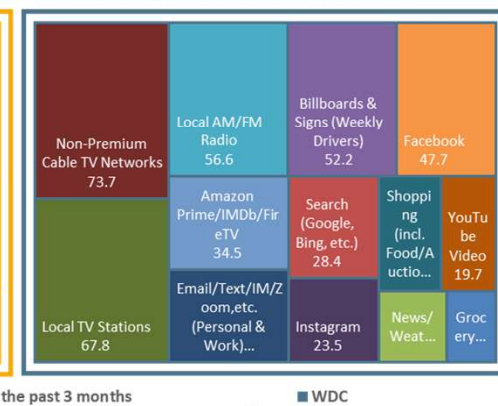
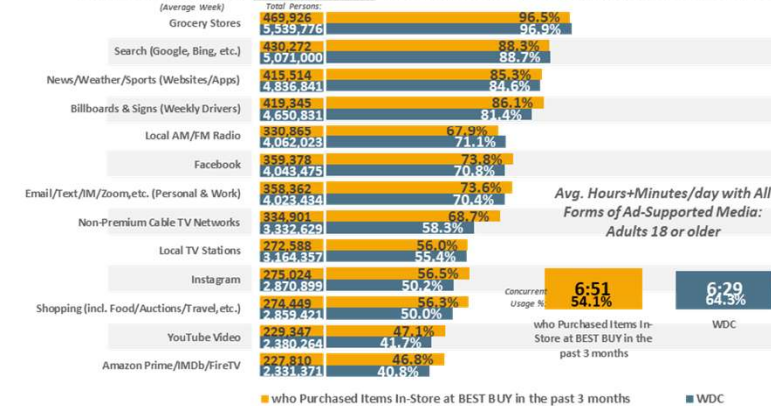
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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

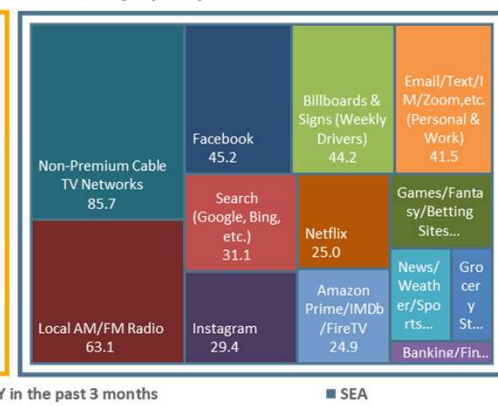
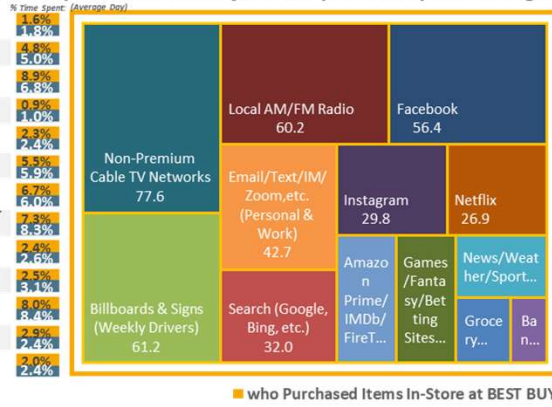
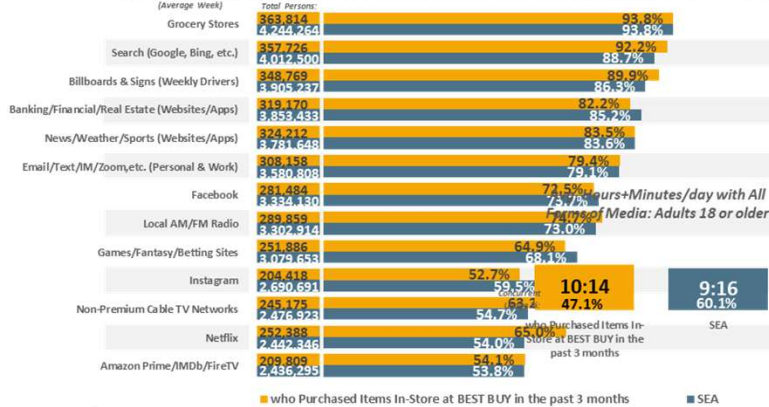




Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months spend an average of 7 hours and 20 minutes each day with All Forms of Ad-Supported Media. 72.% listen to Local AM/FM Radio for an avg. of 53.8 minutes/day. (Local Radio delivers 8.8% of Time with Ad-Supported Media.)

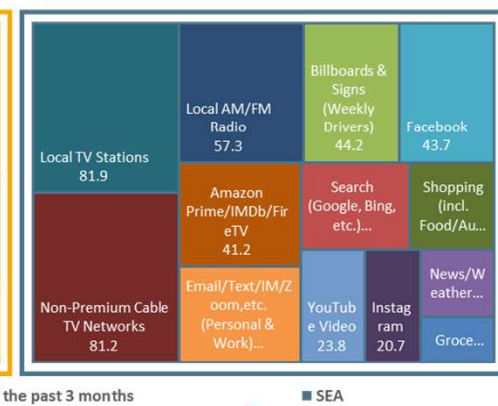
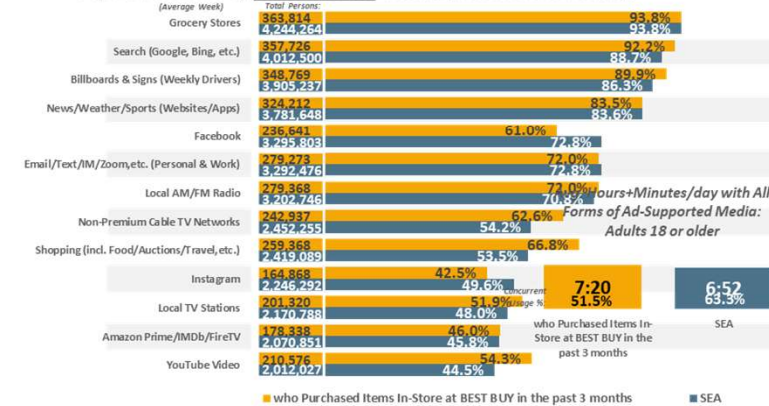
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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

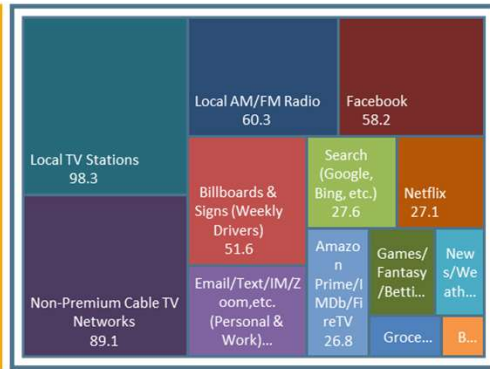
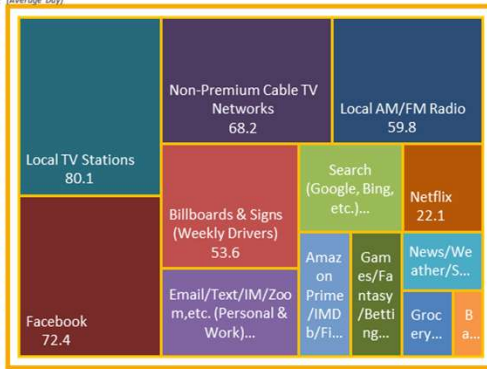
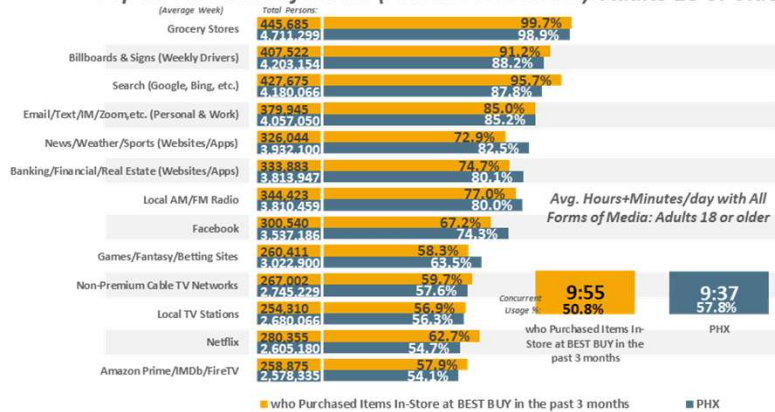




Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months spend an average of 7 hours and 36 minutes each day with All Forms of Ad-Supported Media. 74.7% listen to Local AM/FM Radio for an avg. of 57.2 minutes/day. (Local Radio delivers 9.4% of Time with Ad-Supported Media.)

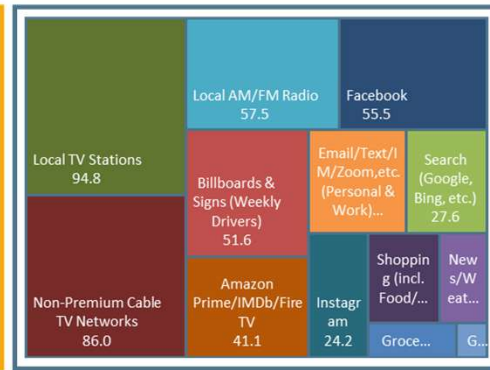
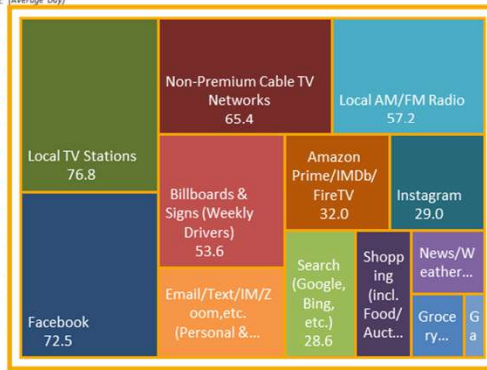
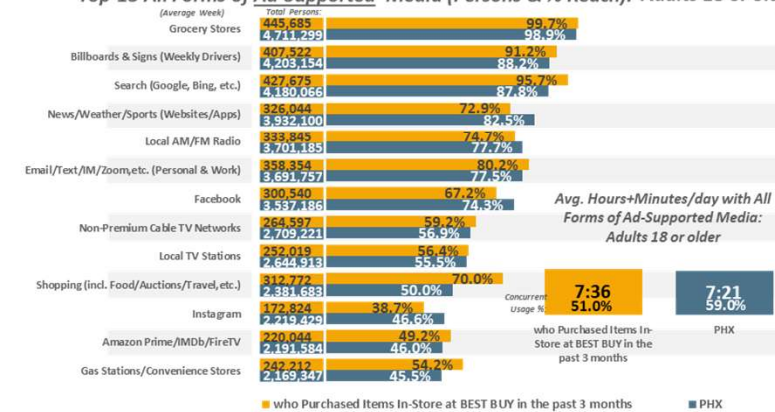
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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

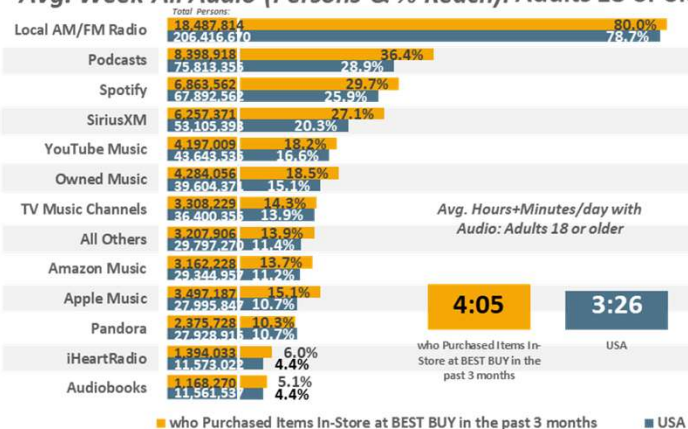
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



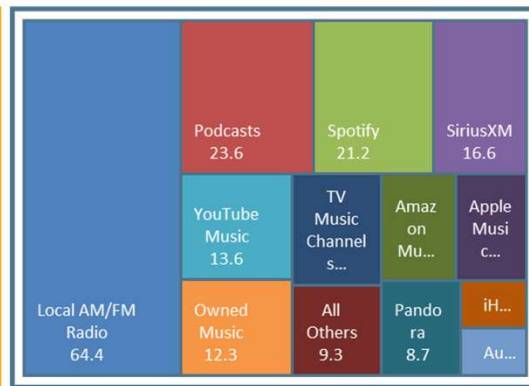
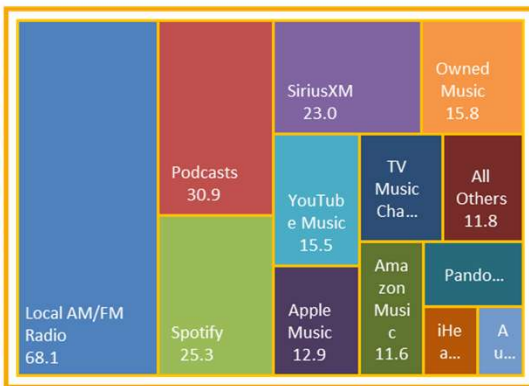


17,526,889 or 75.9% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 60.4 minutes every day representing 37.7% of all time spent daily with Ad-Supported Audio.

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



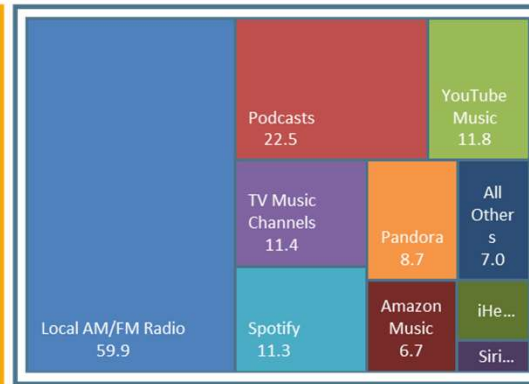
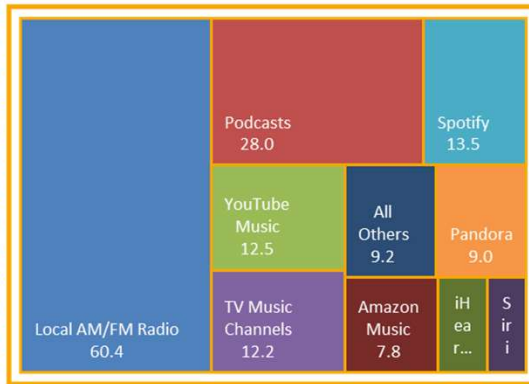
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,175
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Scarborough R2 2025: Sep24-Aug25 USA Projection

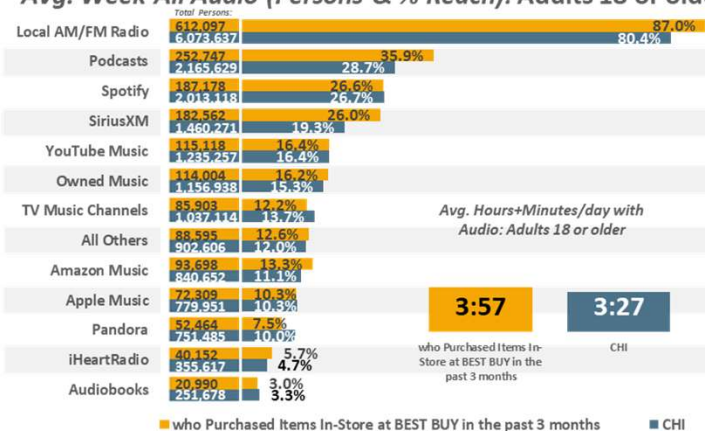
soefa.ai Share of Everything for Anything

[[Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy]]

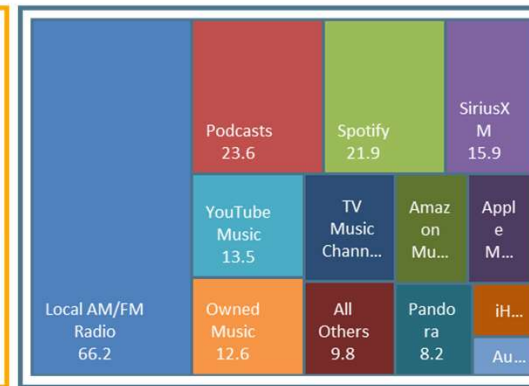
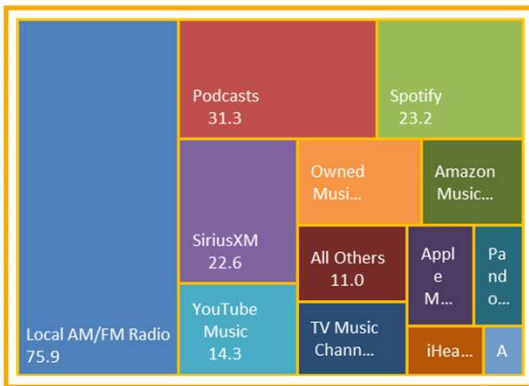


582,572 or 82.8% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 67.5 minutes every day representing 42.3% of all time spent daily with Ad-Supported Audio.

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



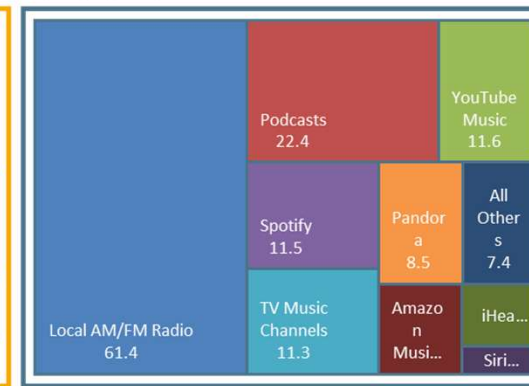
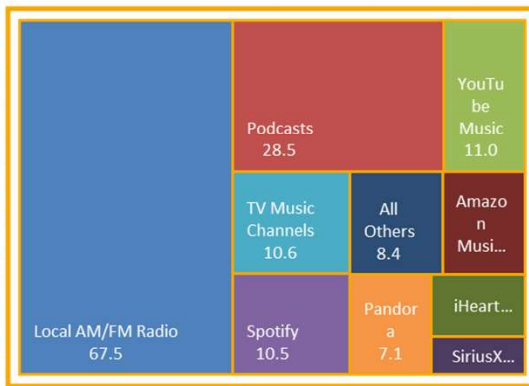
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



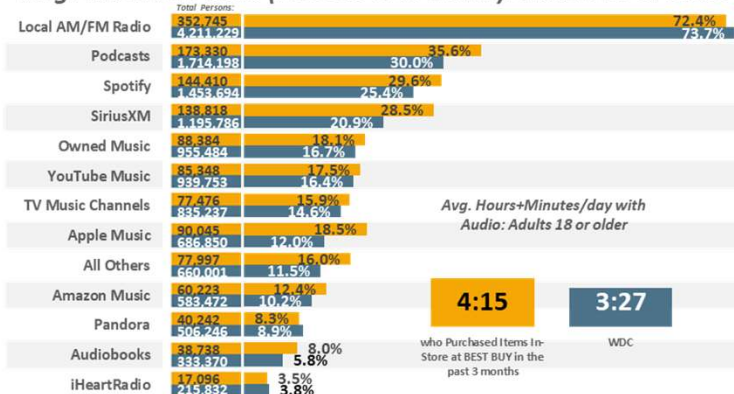
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





330,865 or 67.9% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 56.5 minutes every day representing 36.1% of all time spent daily with Ad-Supported Audio.

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

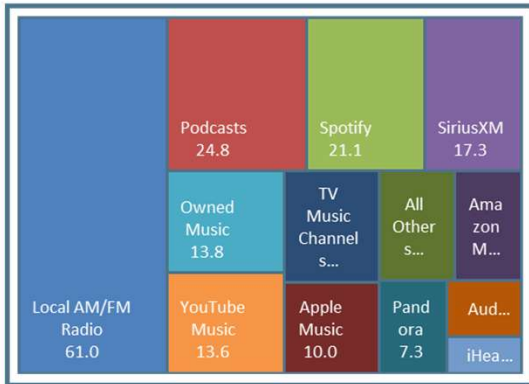
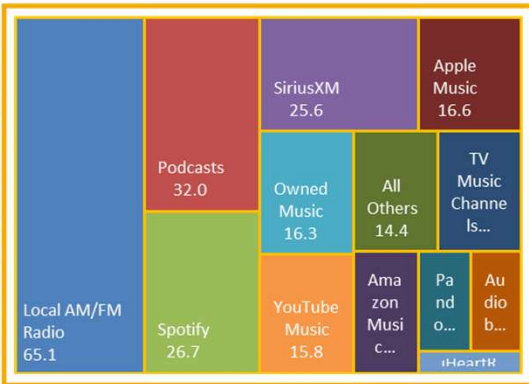


Avg. Hours+Minutes/day with Audio: Adults 18 or older

4:15 3:27

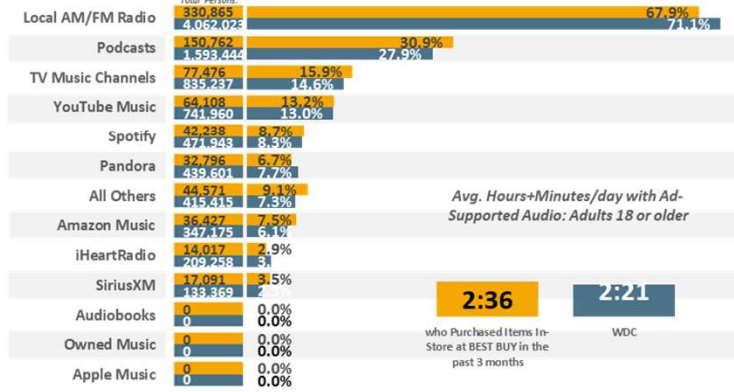
who Purchased Items In-Store at BEST BUY in the past 3 months WDC

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



who Purchased Items In-Store at BEST BUY in the past 3 months WDC

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

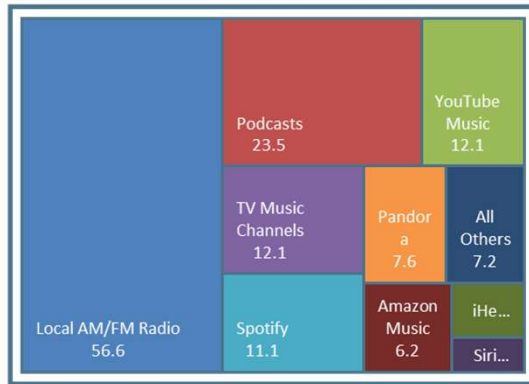
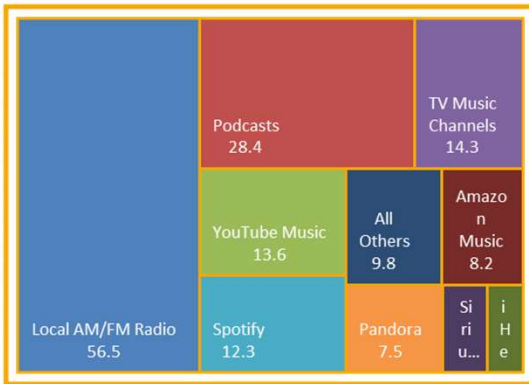


Avg. Hours+Minutes/day with Ad-Supported Audio: Adults 18 or older

2:36 2:21

who Purchased Items In-Store at BEST BUY in the past 3 months WDC

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



who Purchased Items In-Store at BEST BUY in the past 3 months WDC

WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 560
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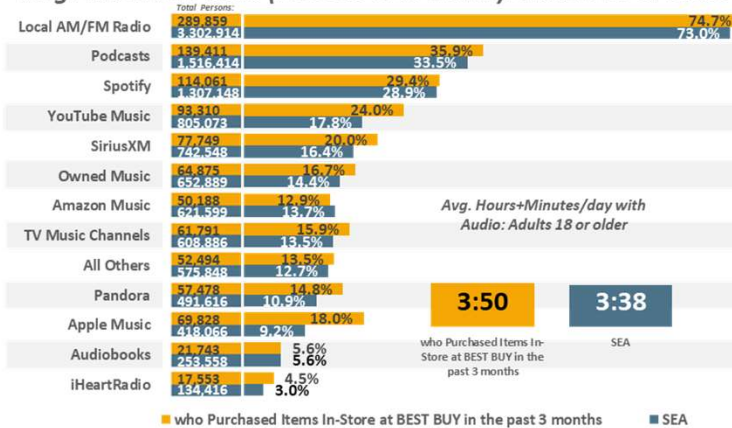
soefa.ai Share of Everything for Anything

[[Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy]]

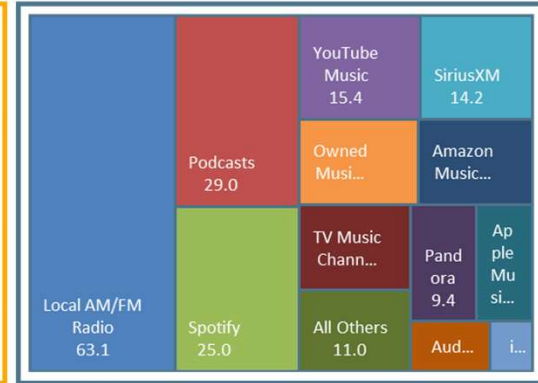
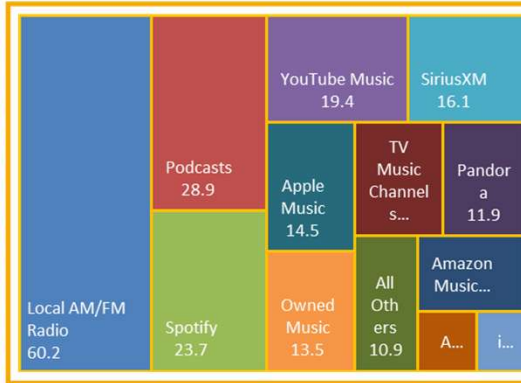


279,368 or 72.% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 53.8 minutes every day representing 35.% of all time spent daily with Ad-Supported Audio.

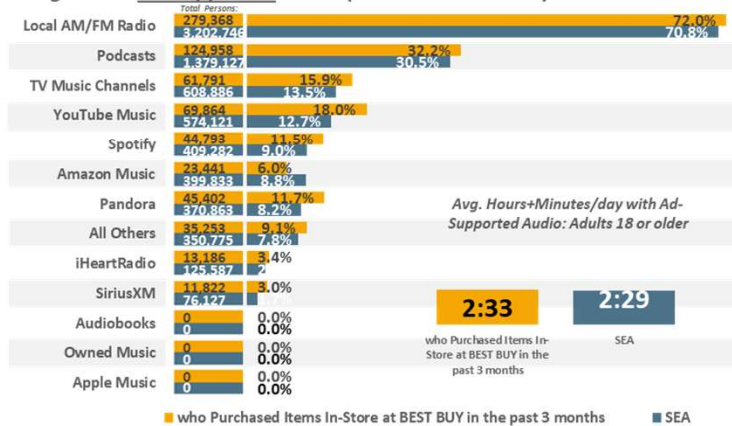
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



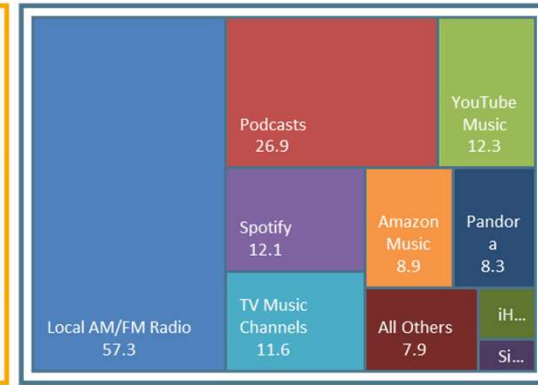
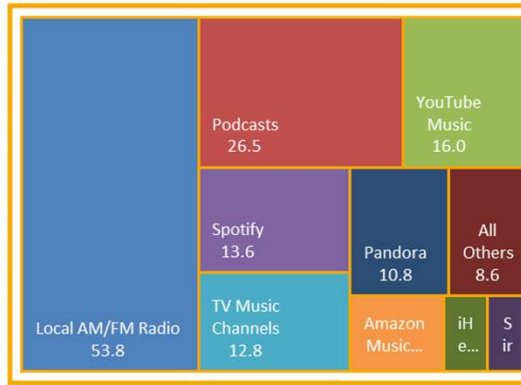
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 320
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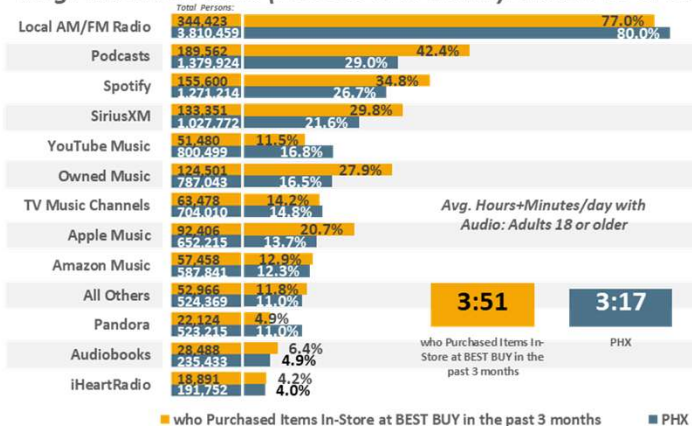
soefa.ai Share of Everything for Anything

[(Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy)]

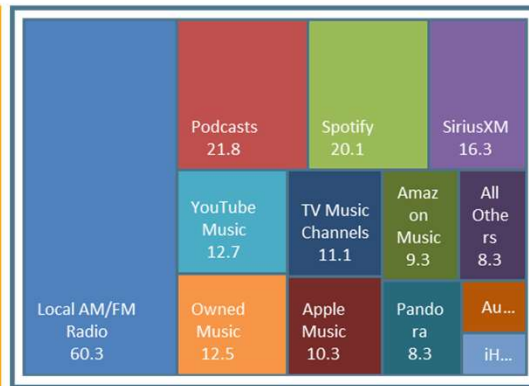
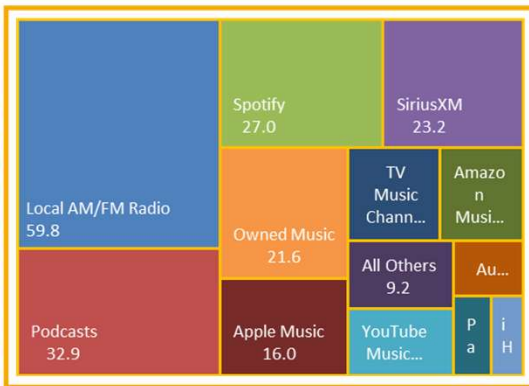


333,845 or 74.7% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 57.2 minutes every day representing 40.3% of all time spent daily with Ad-Supported Audio.

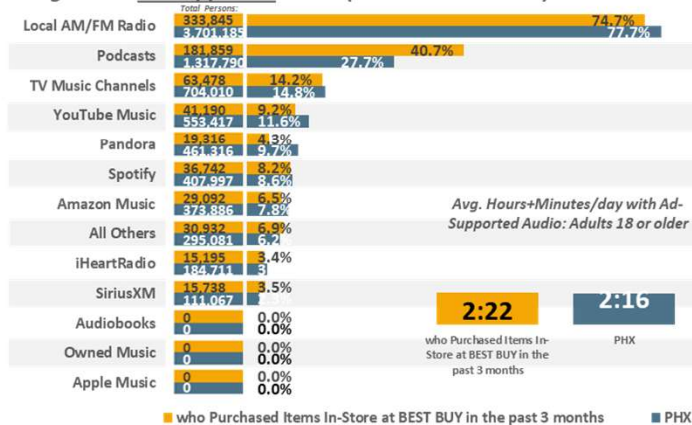
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



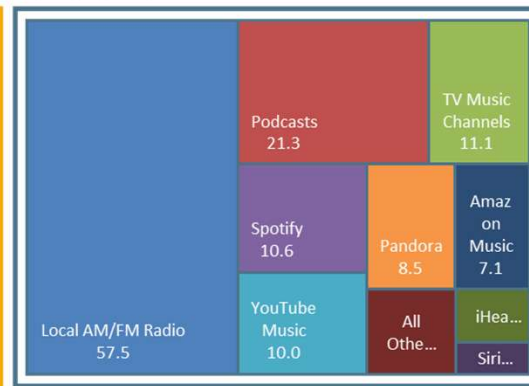
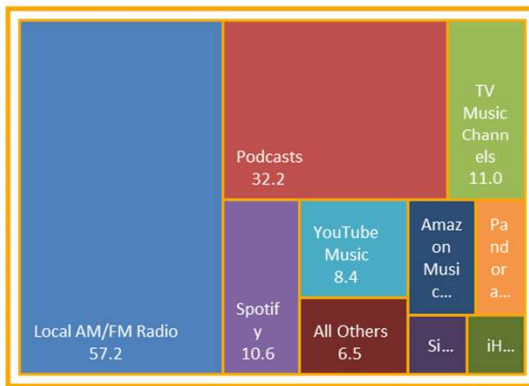
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



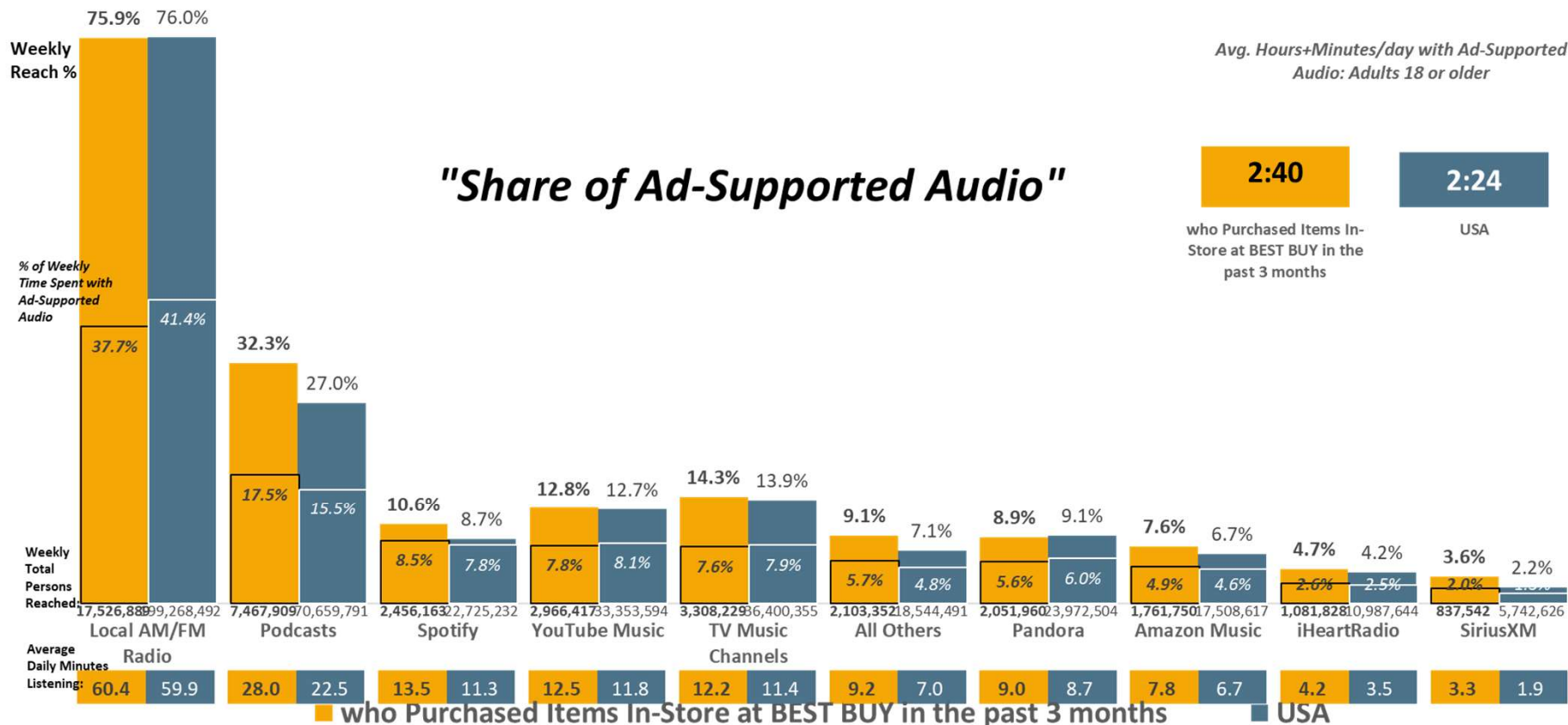
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





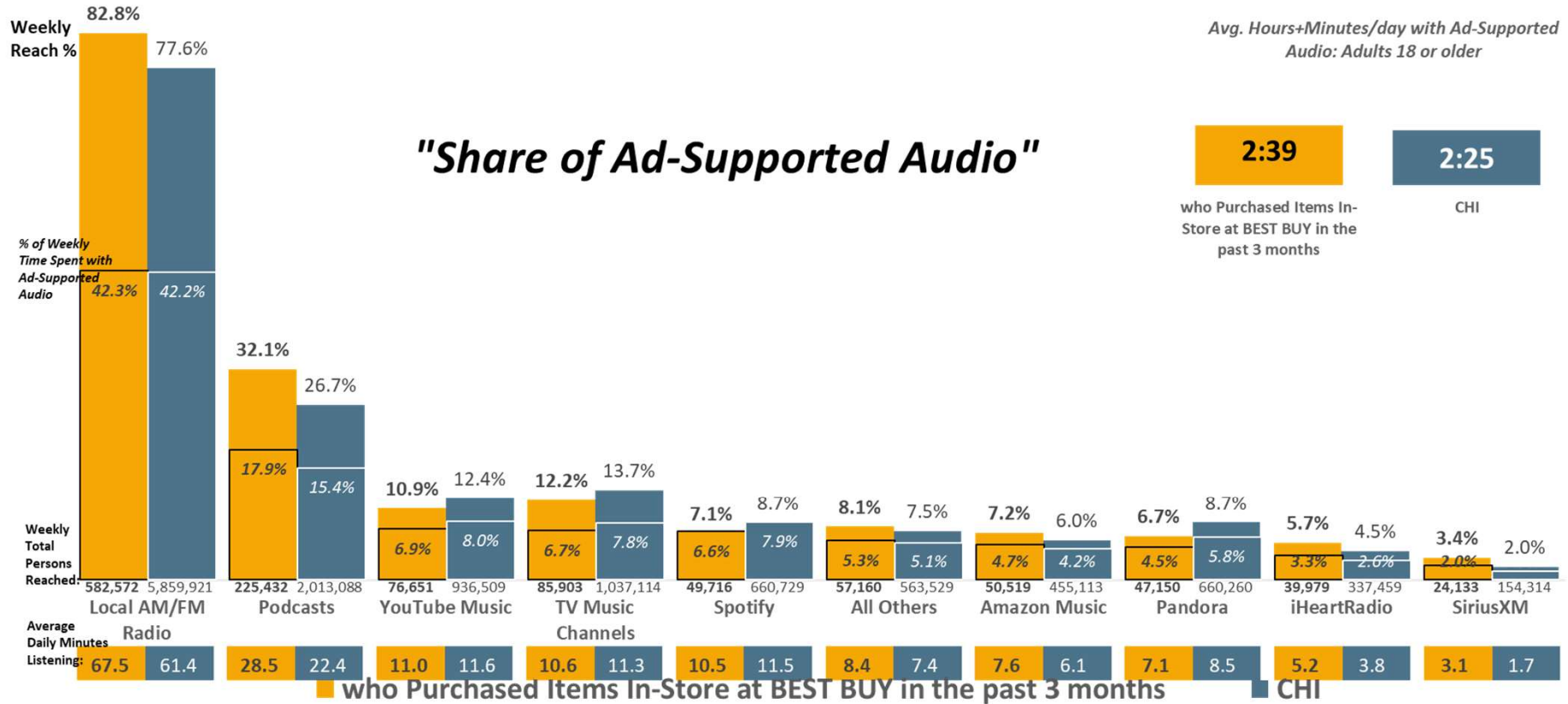
17,526,889 or 75.9% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 60.4 minutes every day representing 37.7% of all time spent daily with Ad-Supported Audio.

"Share of Ad-Supported Audio"



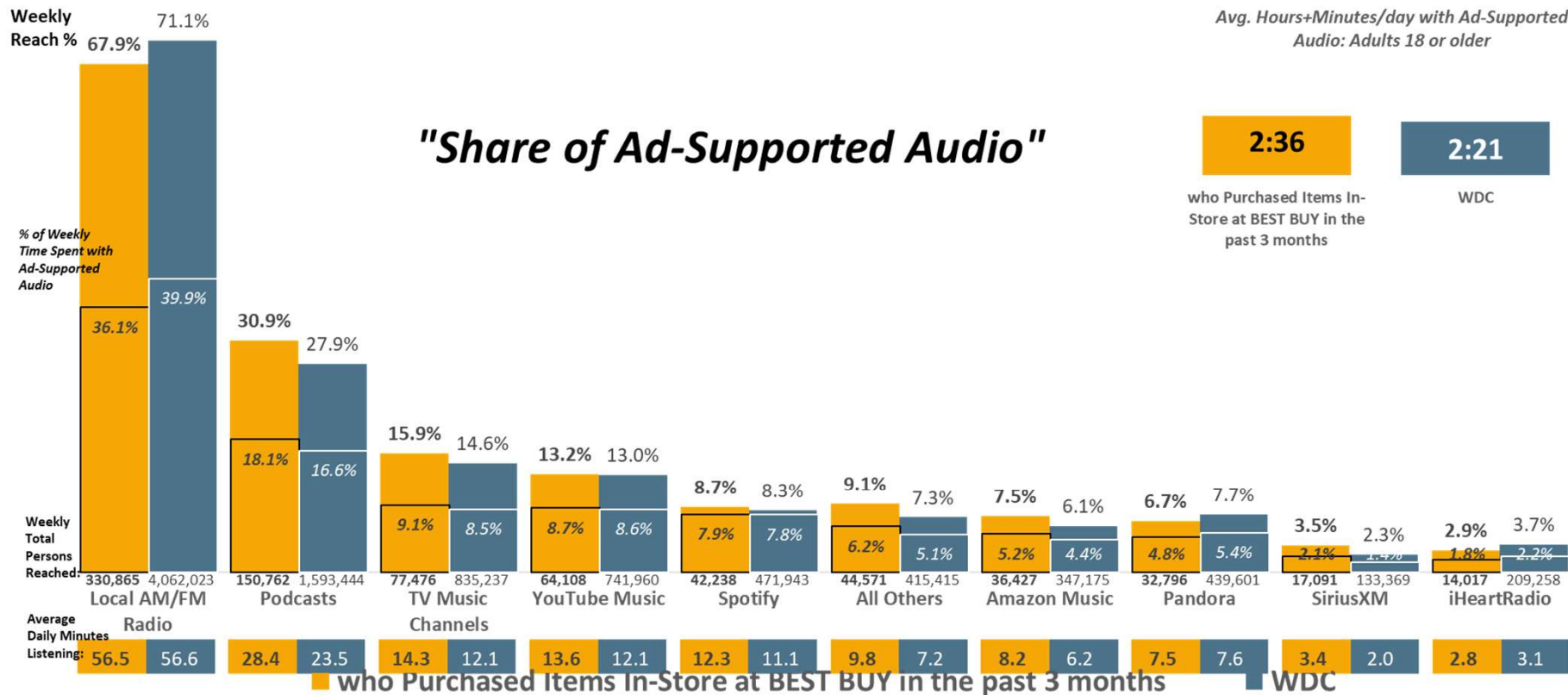


582,572 or 82.8% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 67.5 minutes every day representing 42.3% of all time spent daily with Ad-Supported Audio.



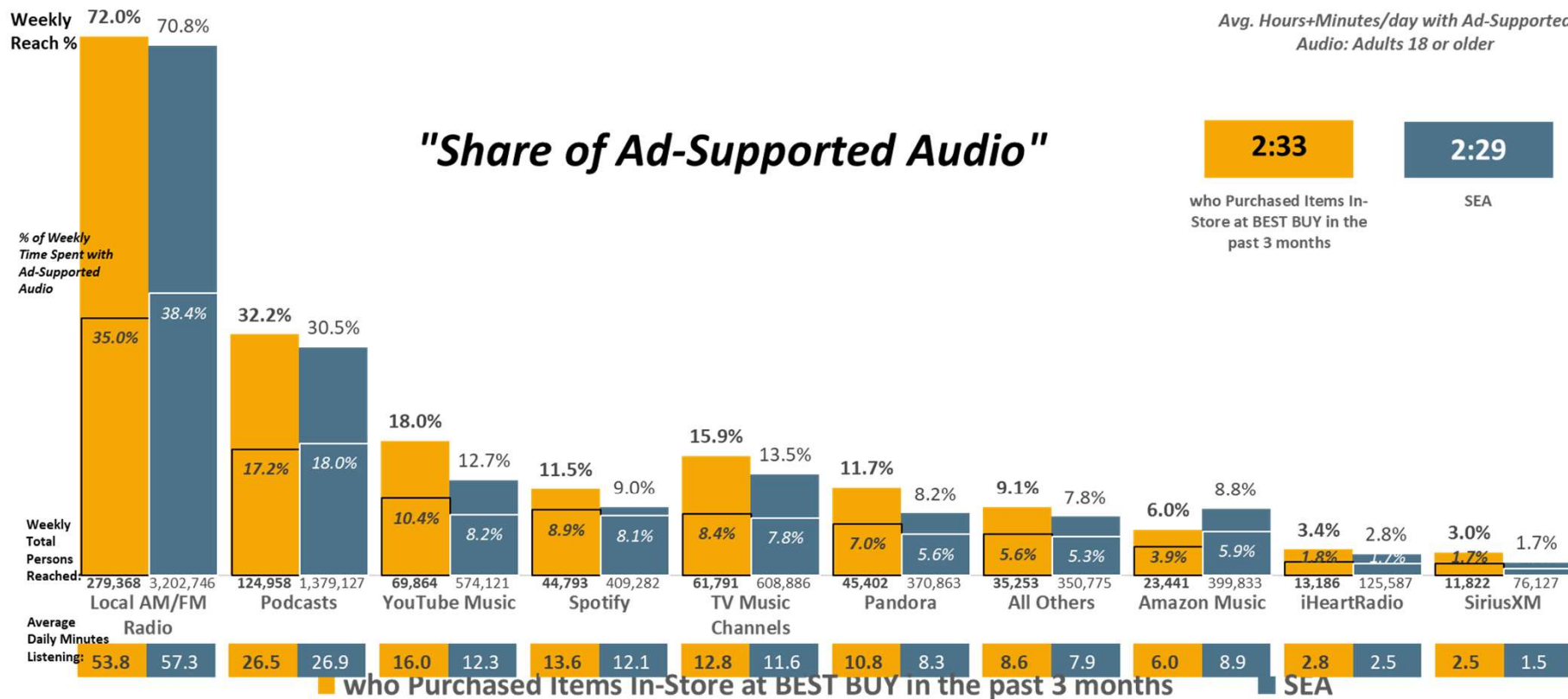


330,865 or 67.9% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 56.5 minutes every day representing 36.1% of all time spent daily with Ad-Supported Audio.



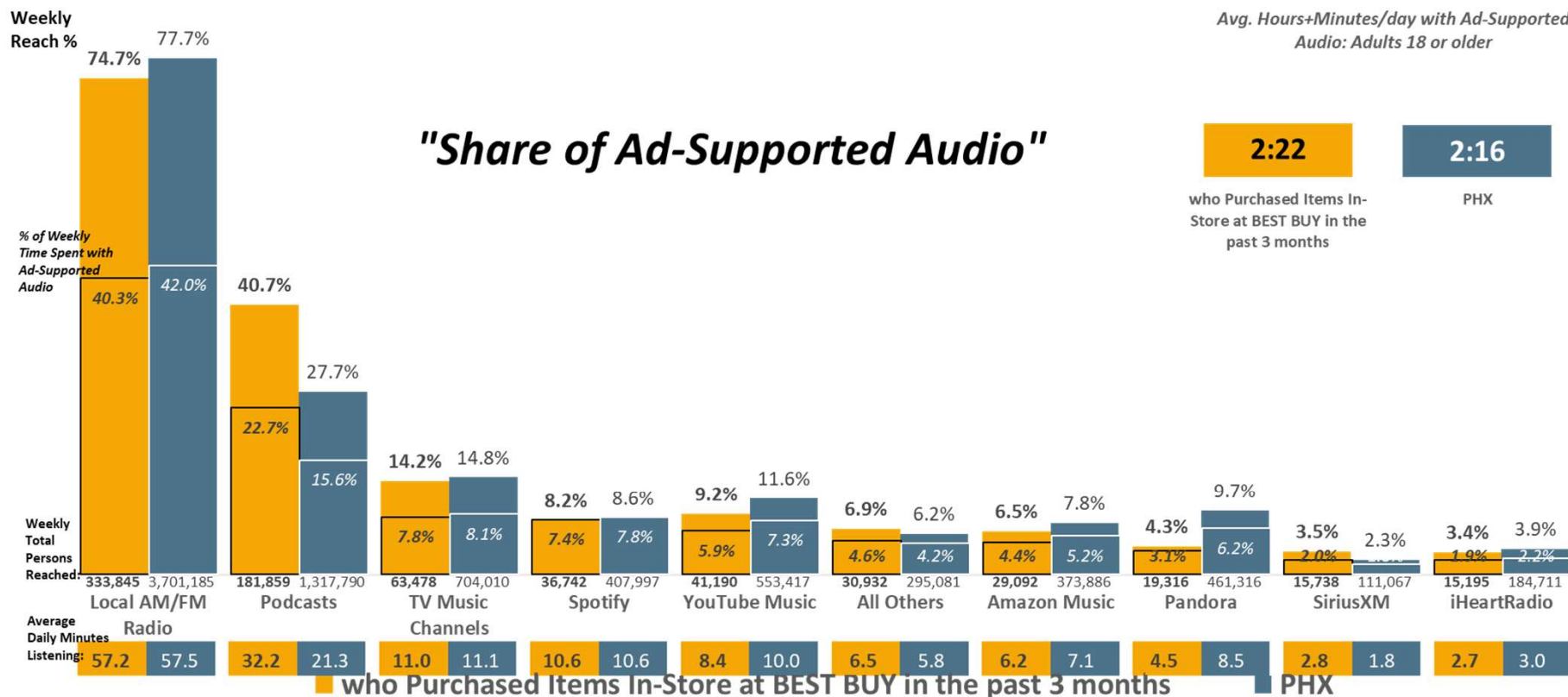


279,368 or 72.0% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 53.8 minutes every day representing 35.0% of all time spent daily with Ad-Supported Audio.





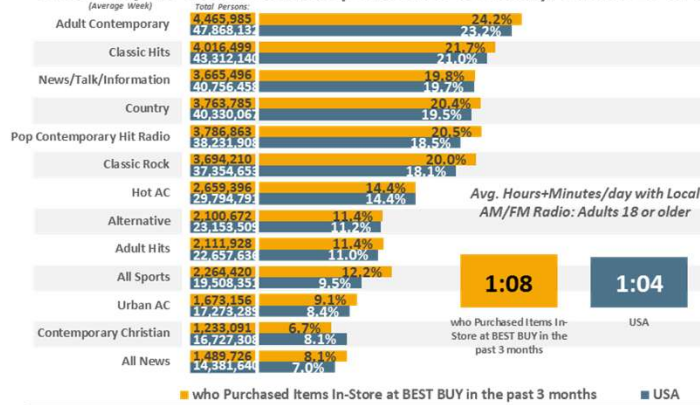
333,845 or 74.7% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months listen to Ad-Supported Local AM/FM Radio for an average of 57.2 minutes every day representing 40.3% of all time spent daily with Ad-Supported Audio.





17,526,889 or 75.9% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Pop Contemporary Hit Radio, Country, and Classic Rock

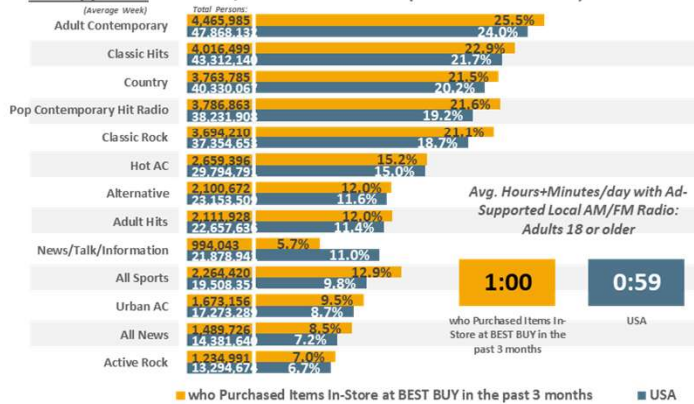
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



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



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



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,175
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

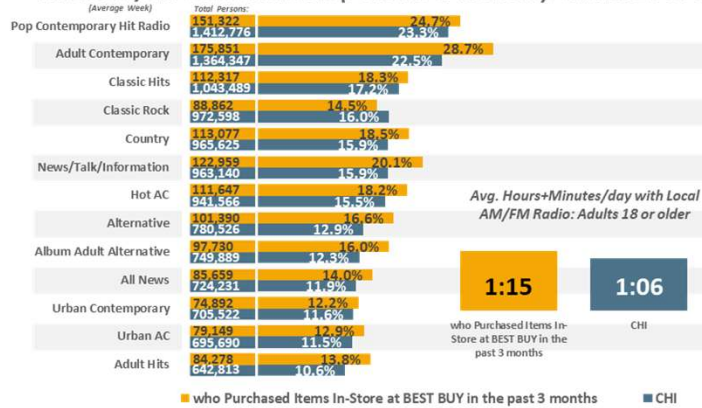
soefa.ai Share of Everything for Anything

[[Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy]]

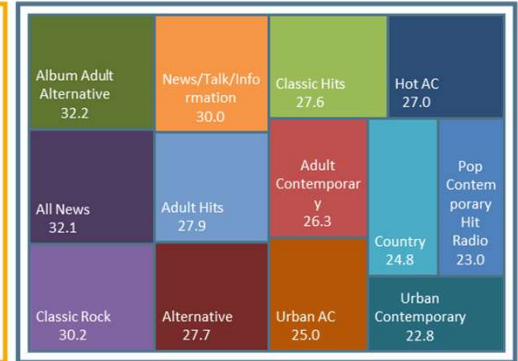


582,572 or 82.8% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Contemporary Hit Radio, Country, Classic Hits, and Hot AC.

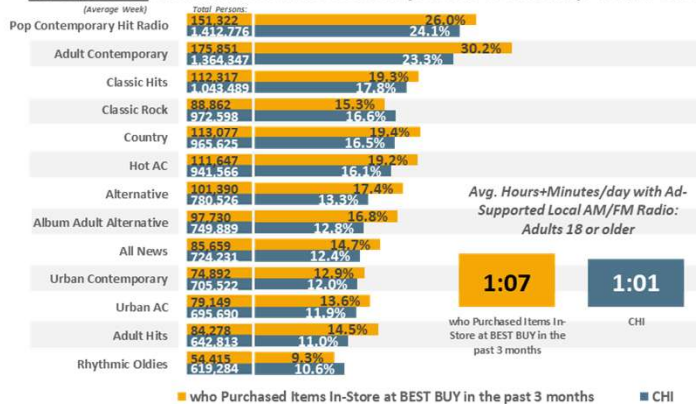
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



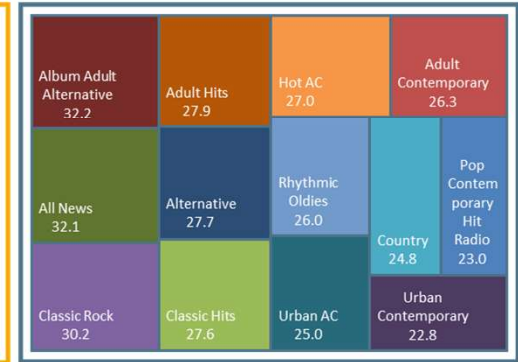
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



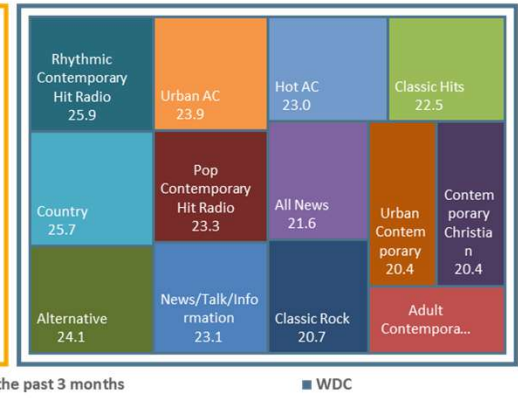
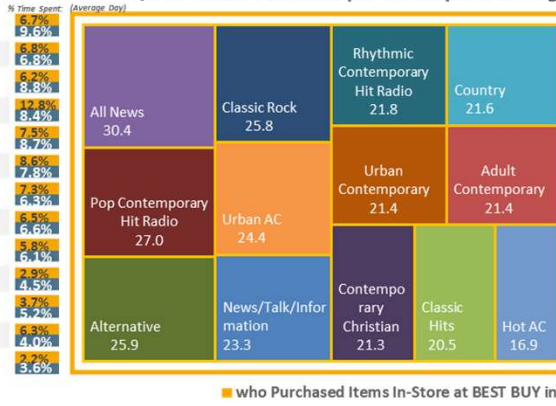
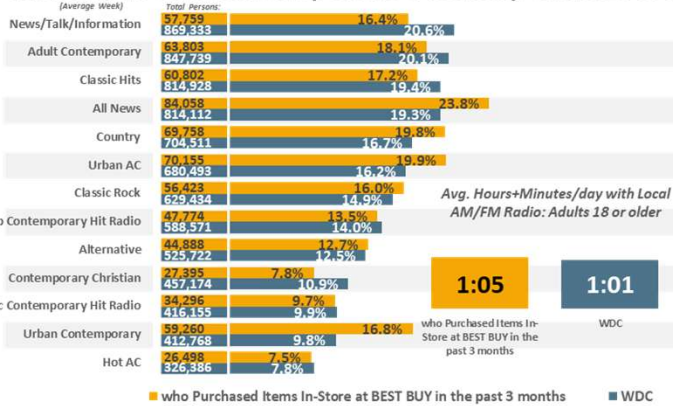
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



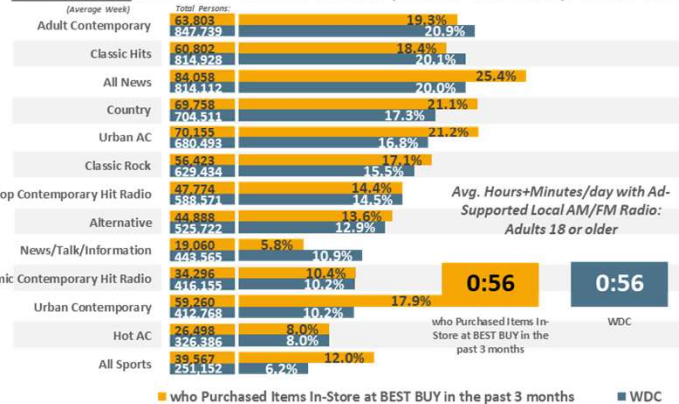


330,865 or 67.9% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are All News, Urban AC, Country, Adult Contemporary, and Classic Hits.

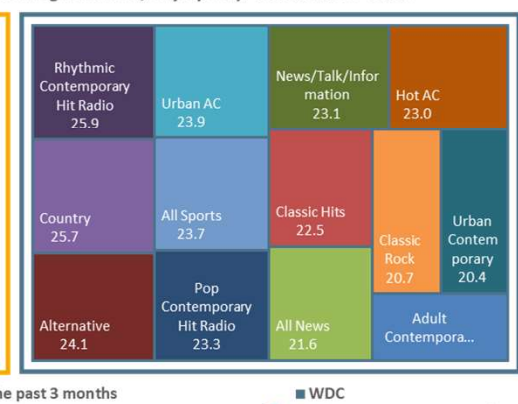
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 560
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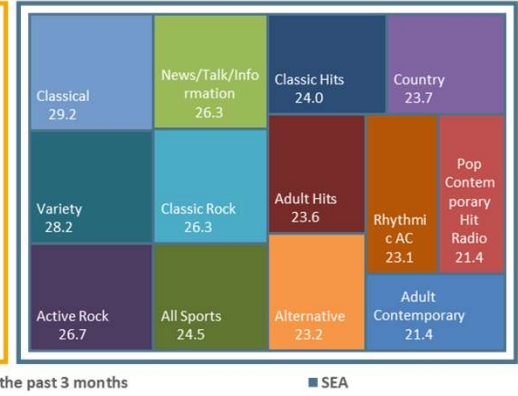
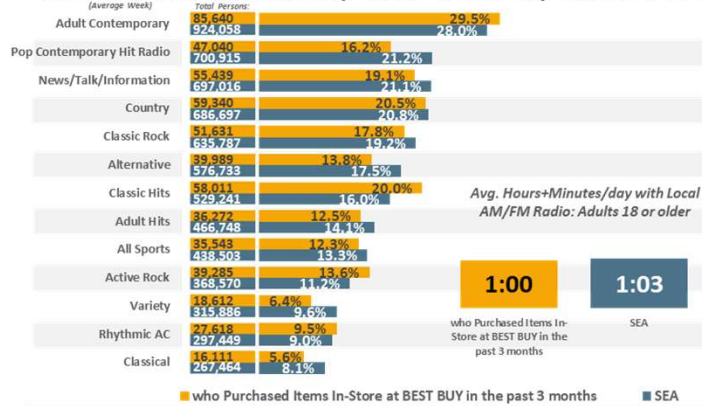
soefa.ai Share of Everything for Anything

[[Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy]]

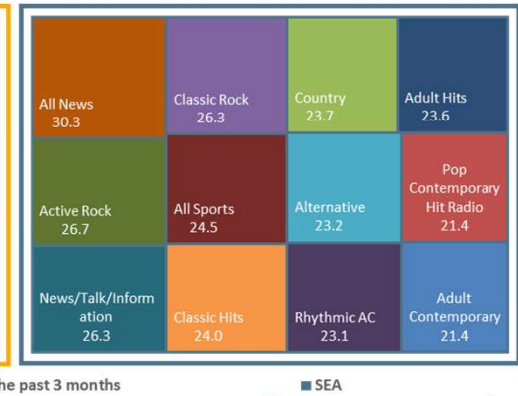
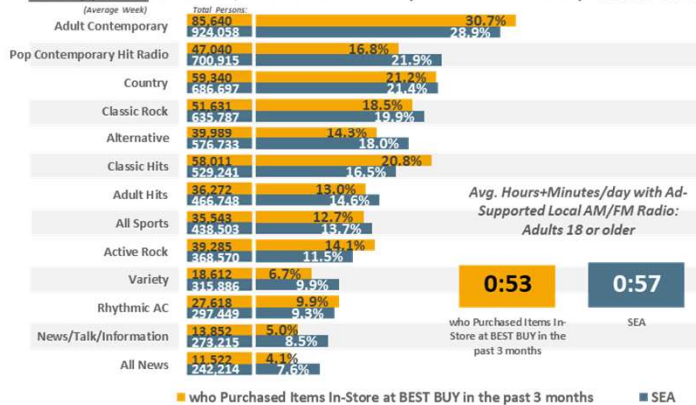


279,368 or 72.% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Classic Hits, Classic Rock, and Pop Contemporary Hit Radio.

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



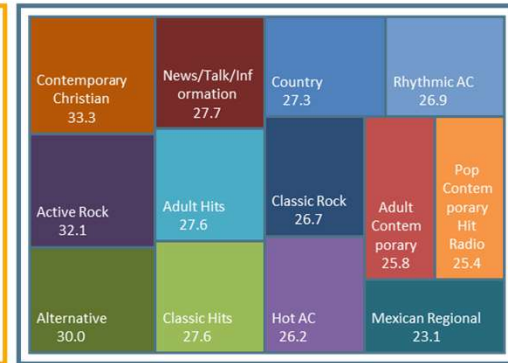
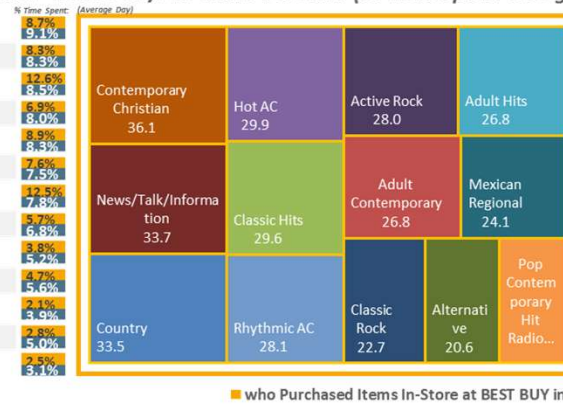
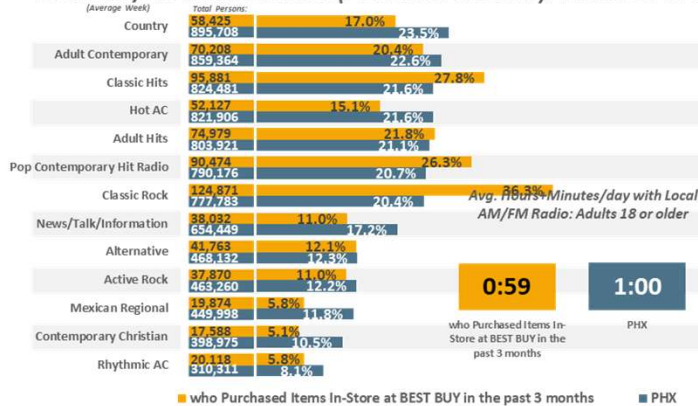
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



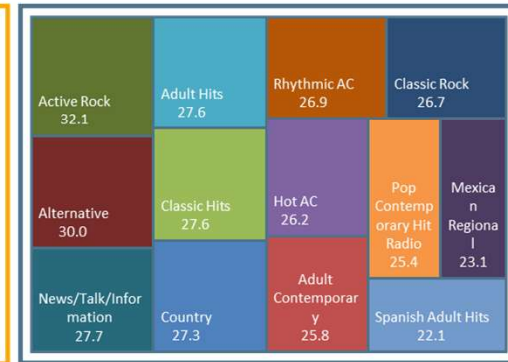
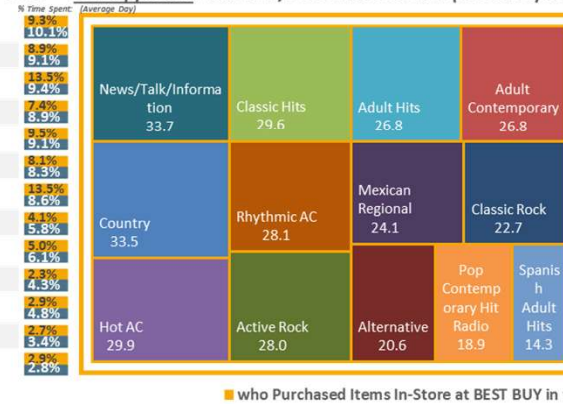
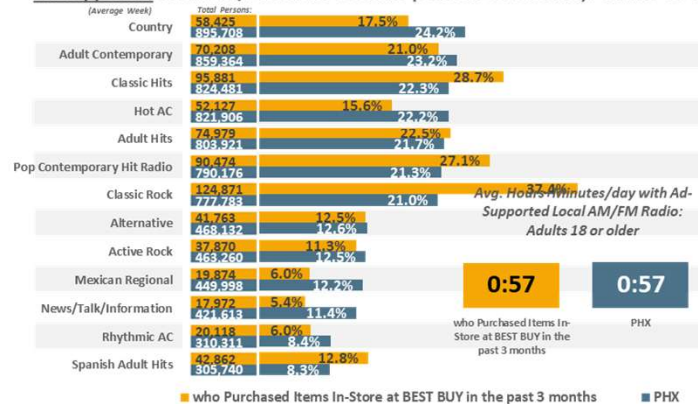


333,845 or 74.7% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Classic Hits, Pop Contemporary Hit Radio, Adult Hits, and Adult Contemporary

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



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

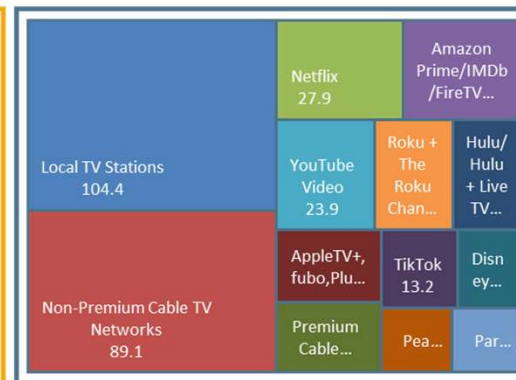
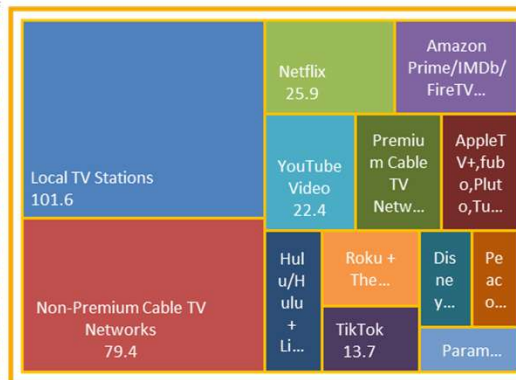
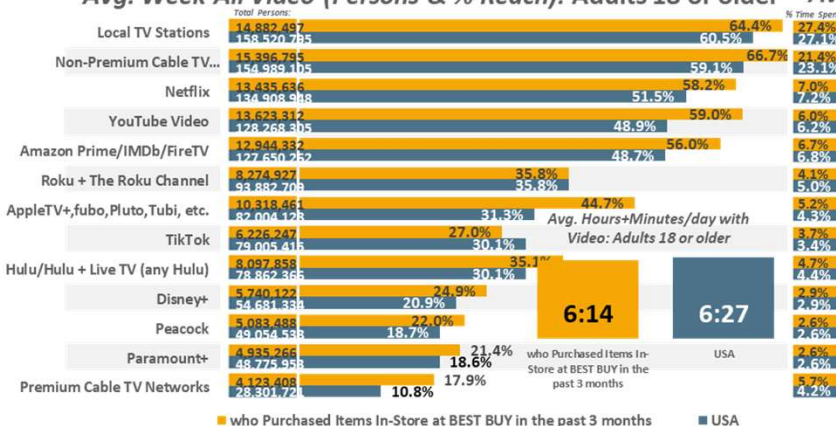




14,640,902 or 63.4% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months watch Ad-Supported Local TV Stations for an average of 94.6 minutes every day representing 30.7% of all time spent daily with Ad-Supported Video.

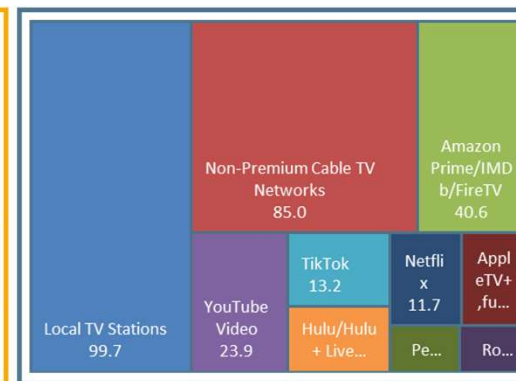
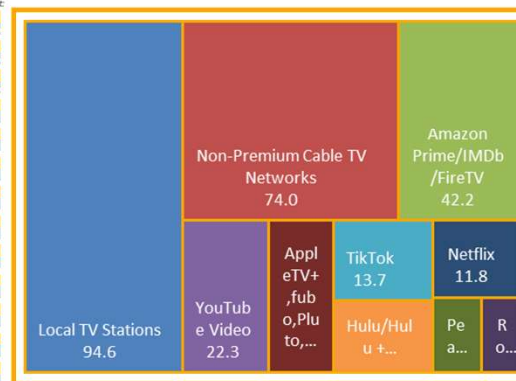
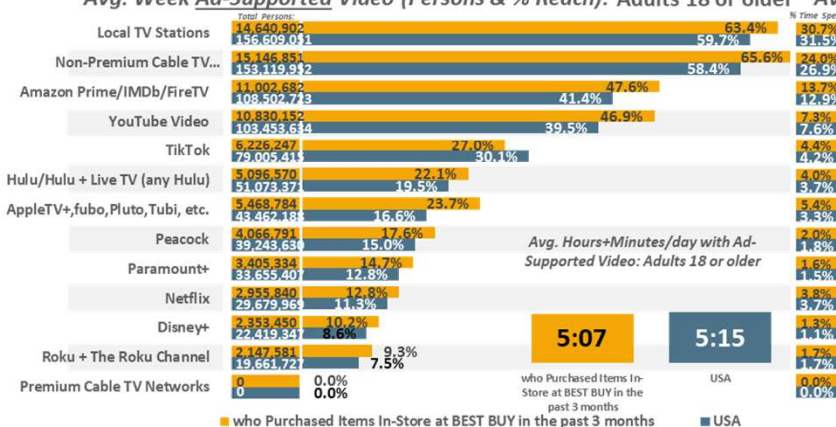
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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

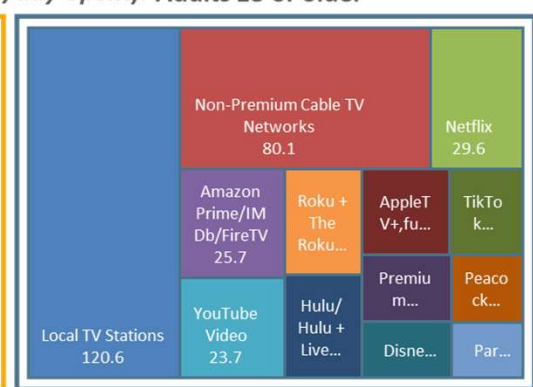
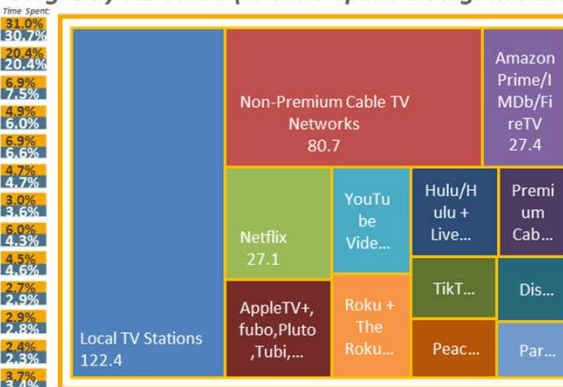
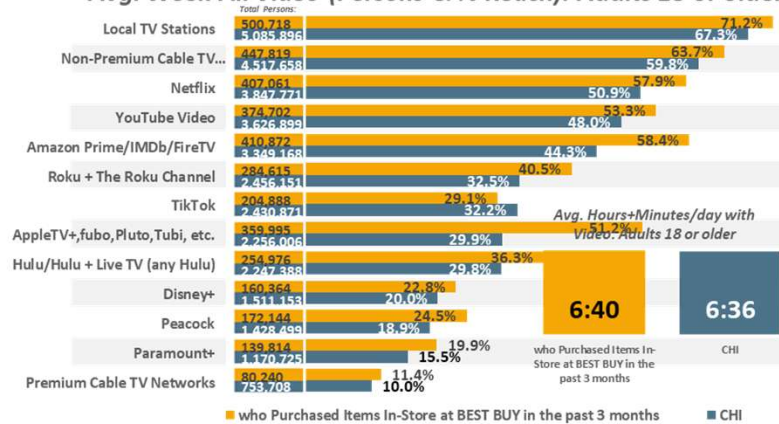




491,327 or 69.9% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months watch Ad-Supported Local TV Stations for an average of 114.3 minutes every day representing 34.9% of all time spent daily with Ad-Supported Video.

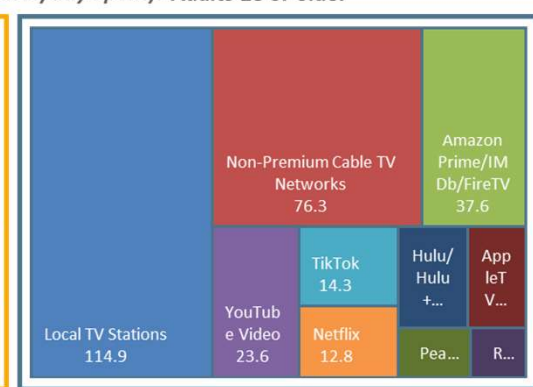
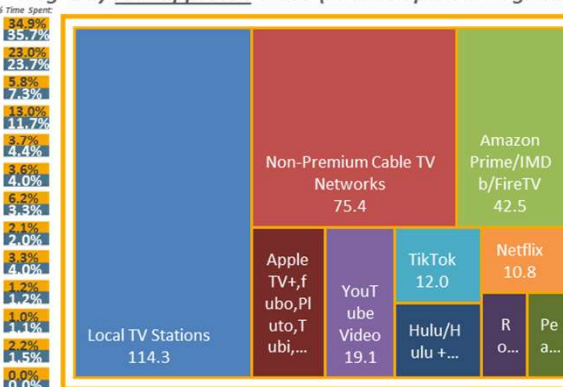
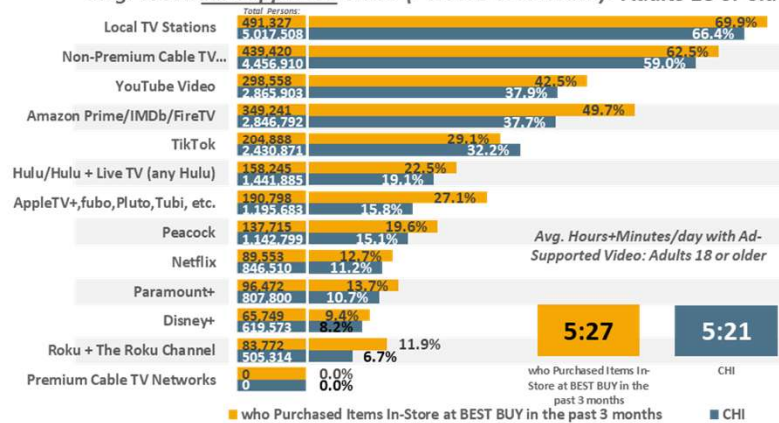
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 417
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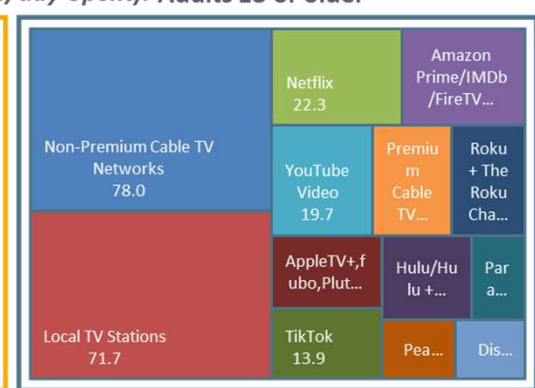
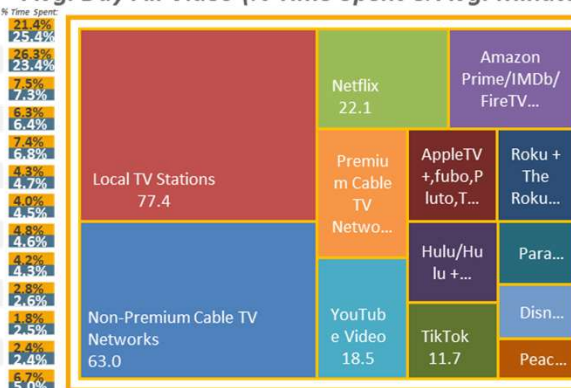
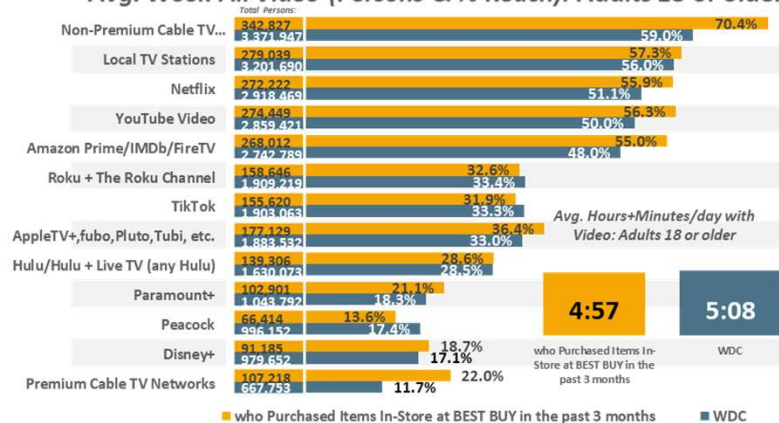
[[Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy]]



272,588 or 56.% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months watch Ad-Supported Local TV Stations for an average of 69.6 minutes every day representing 28.4% of all time spent daily with Ad-Supported Video.

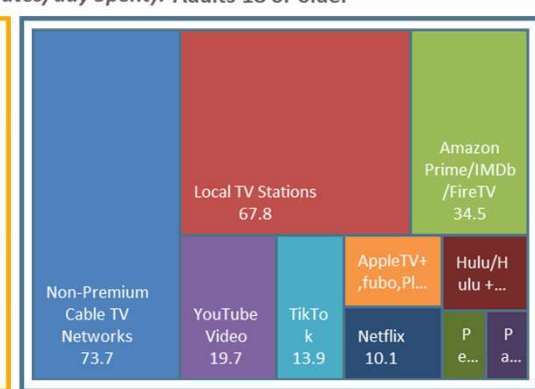
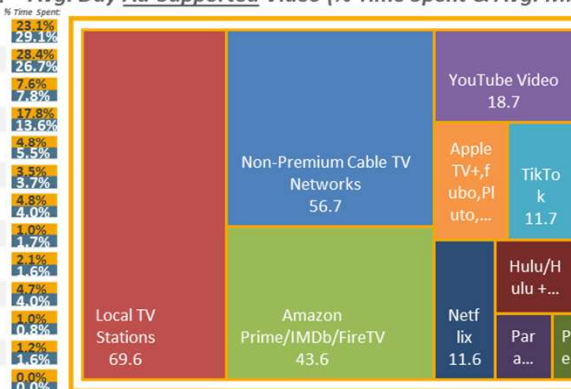
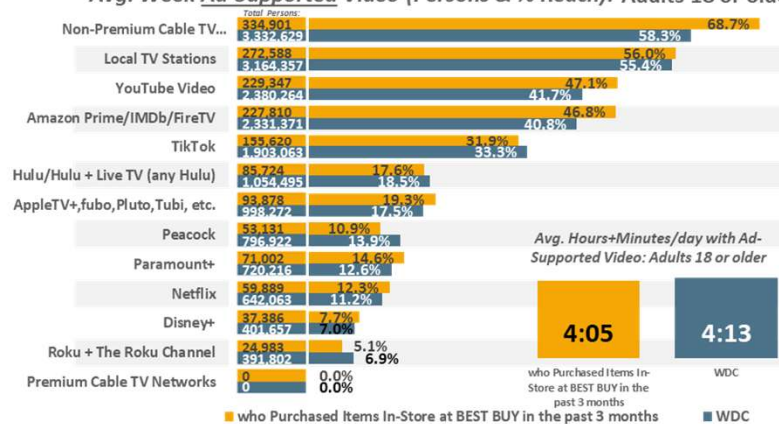
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 560
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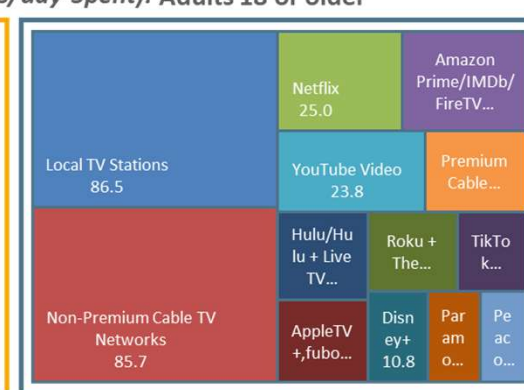
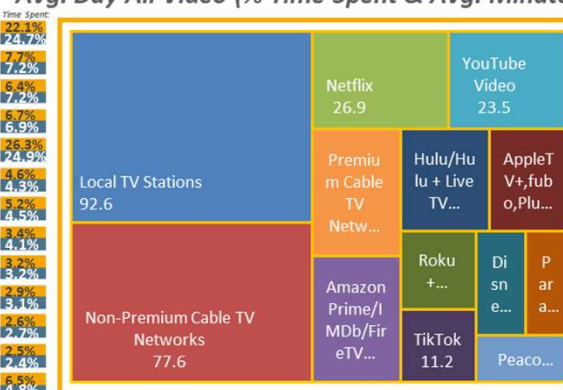
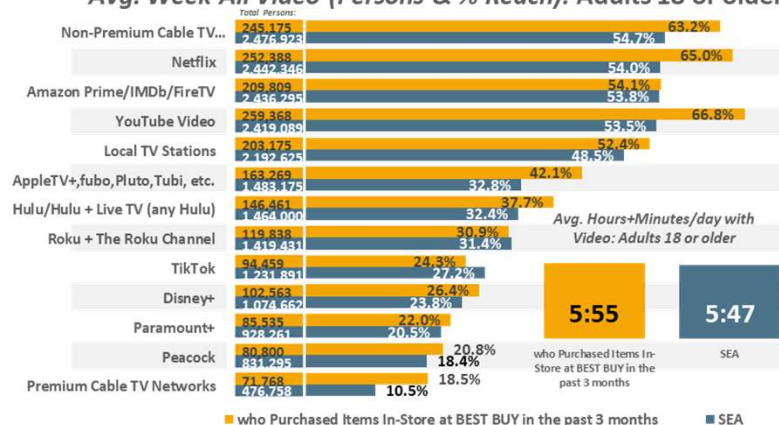
[[Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy]]



201,320 or 51.9% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months watch Ad-Supported Local TV Stations for an average of 87.5 minutes every day representing 30.% of all time spent daily with Ad-Supported Video.

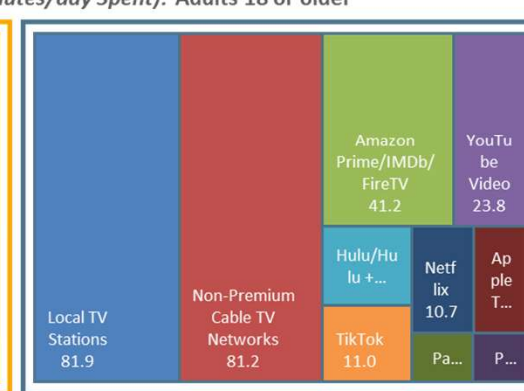
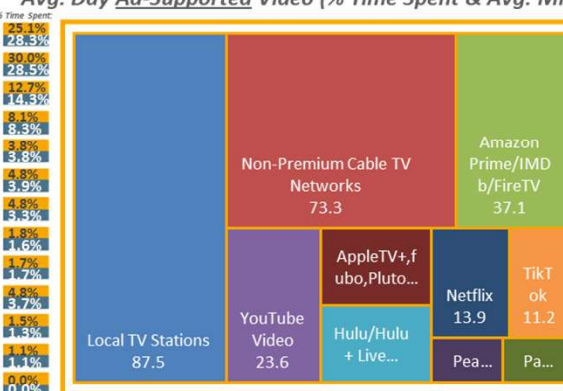
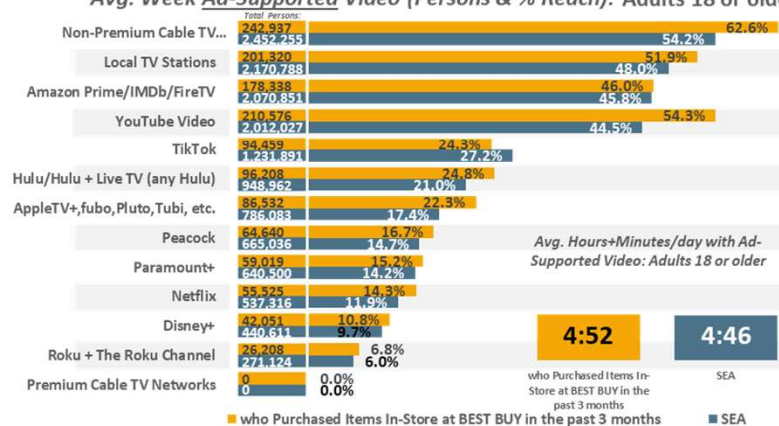
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 320
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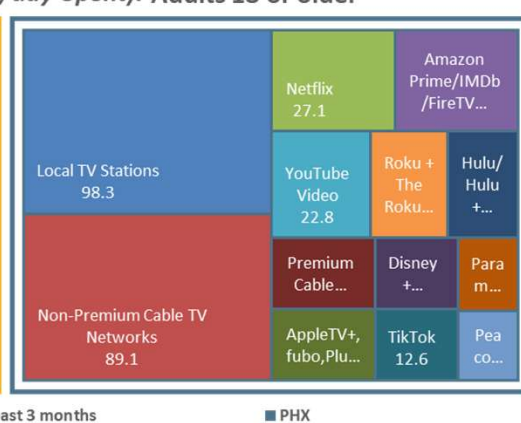
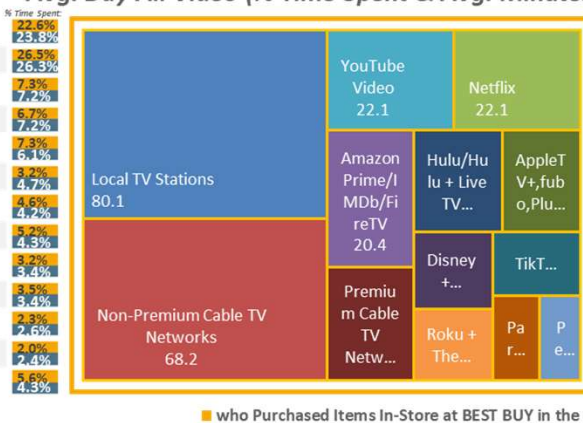
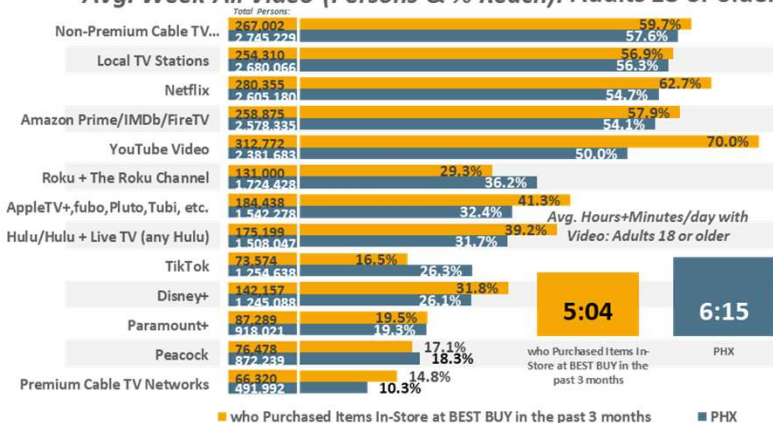
[[Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy]]



252,019 or 56.4% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months watch Ad-Supported Local TV Stations for an average of 76.8 minutes every day representing 30.5% of all time spent daily with Ad-Supported Video.

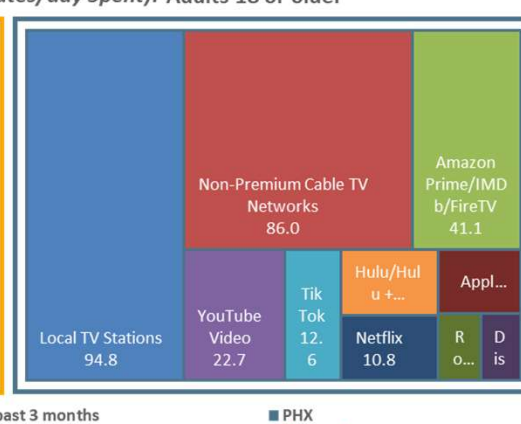
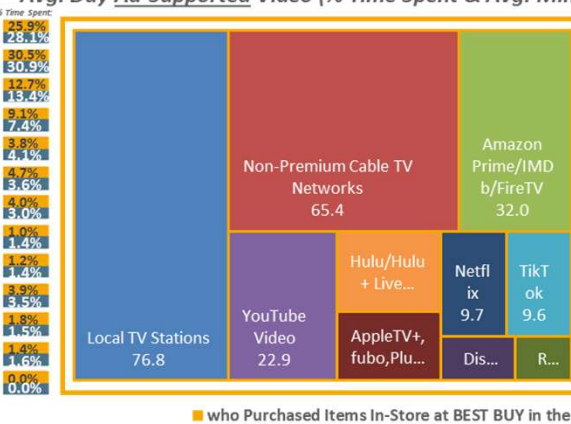
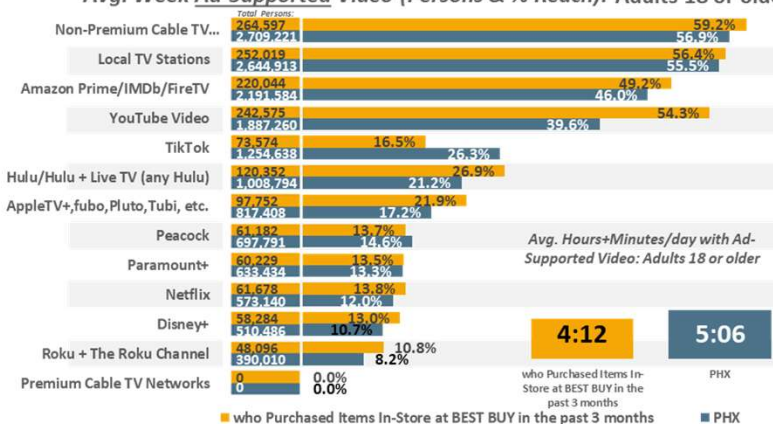
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 201
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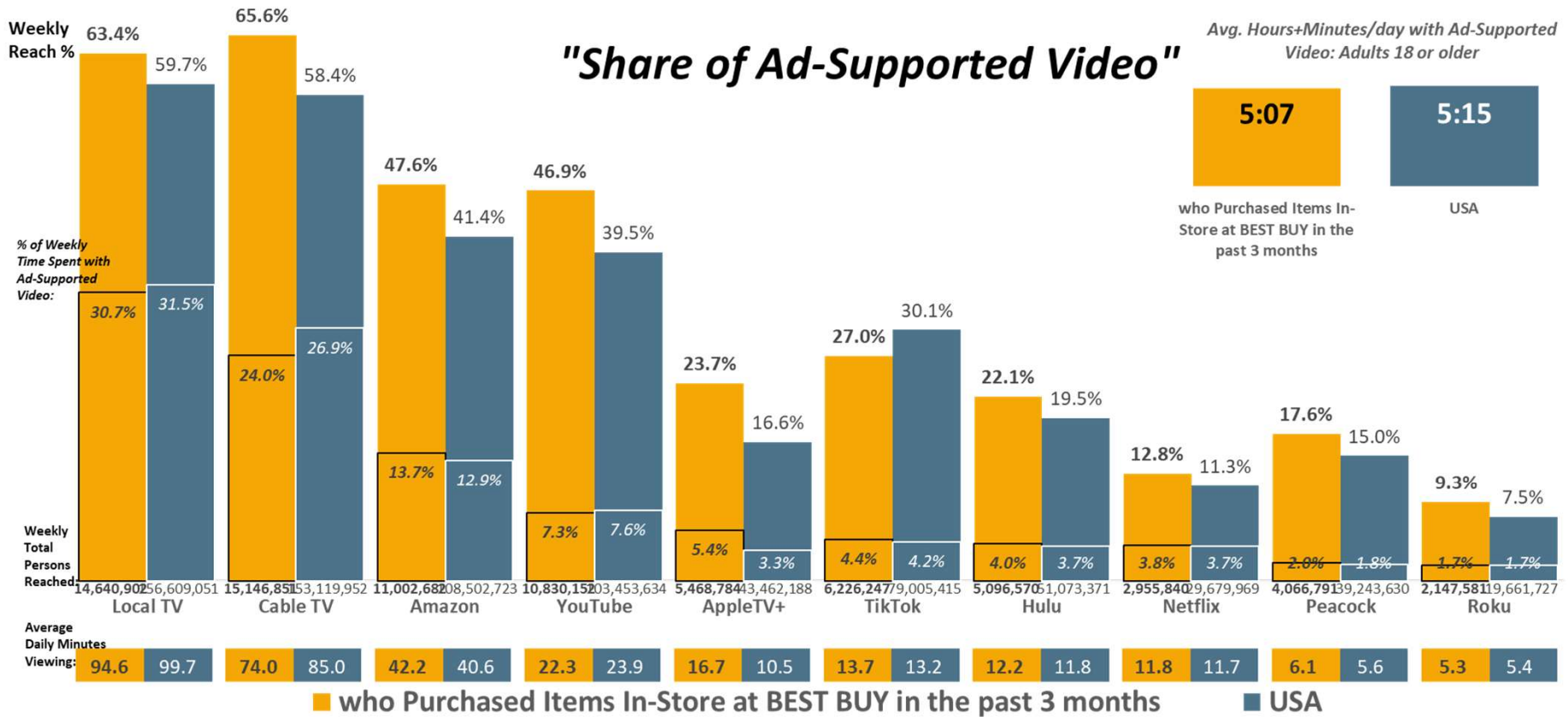
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[[Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy]]



14,640,902 or 63.4% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months watch Ad-Supported Local TV Stations for an average of 94.6 minutes every day representing 30.7% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,175
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

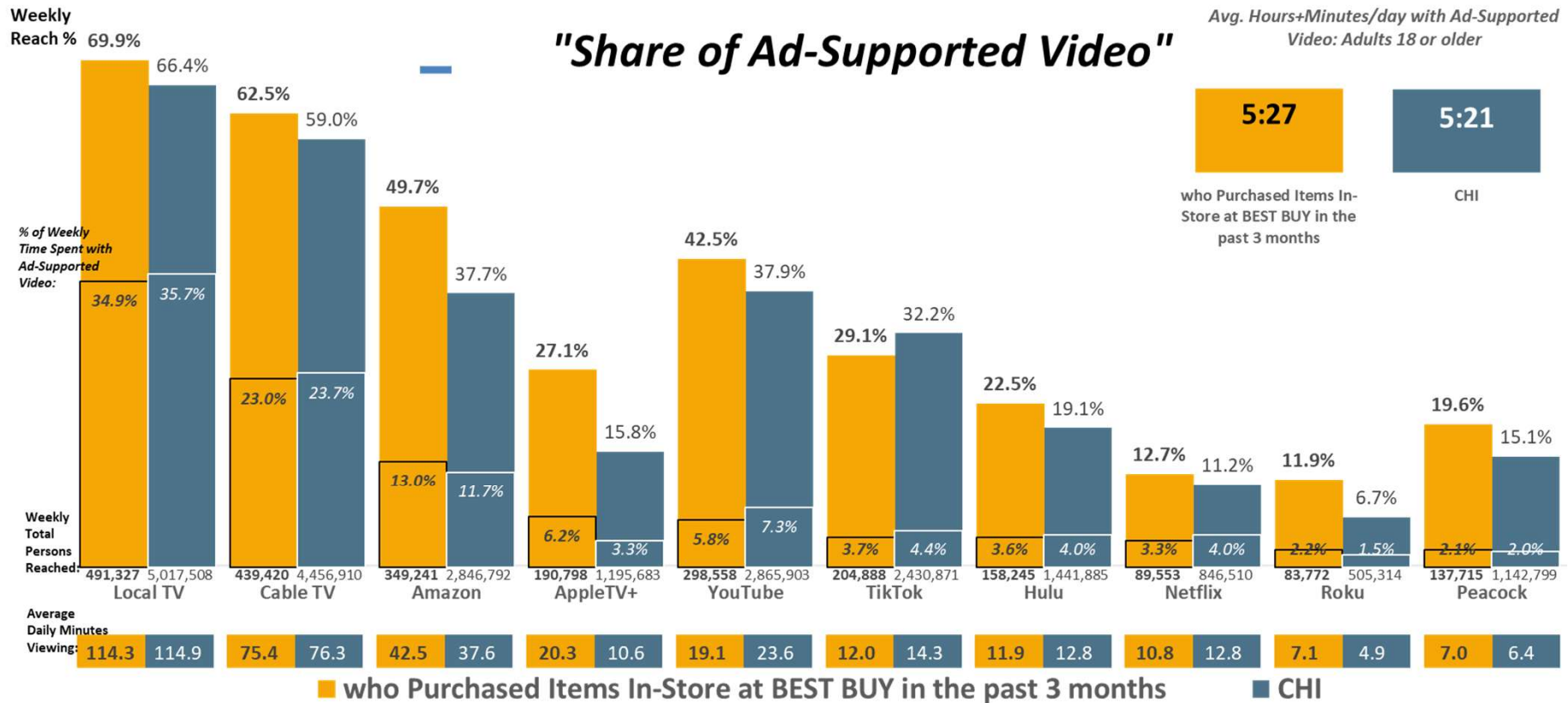
soefa.ai Share of Everything for Anything

[[Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy]]



491,327 or 69.9% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months watch Ad-Supported Local TV Stations for an average of 114.3 minutes every day representing 34.9% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



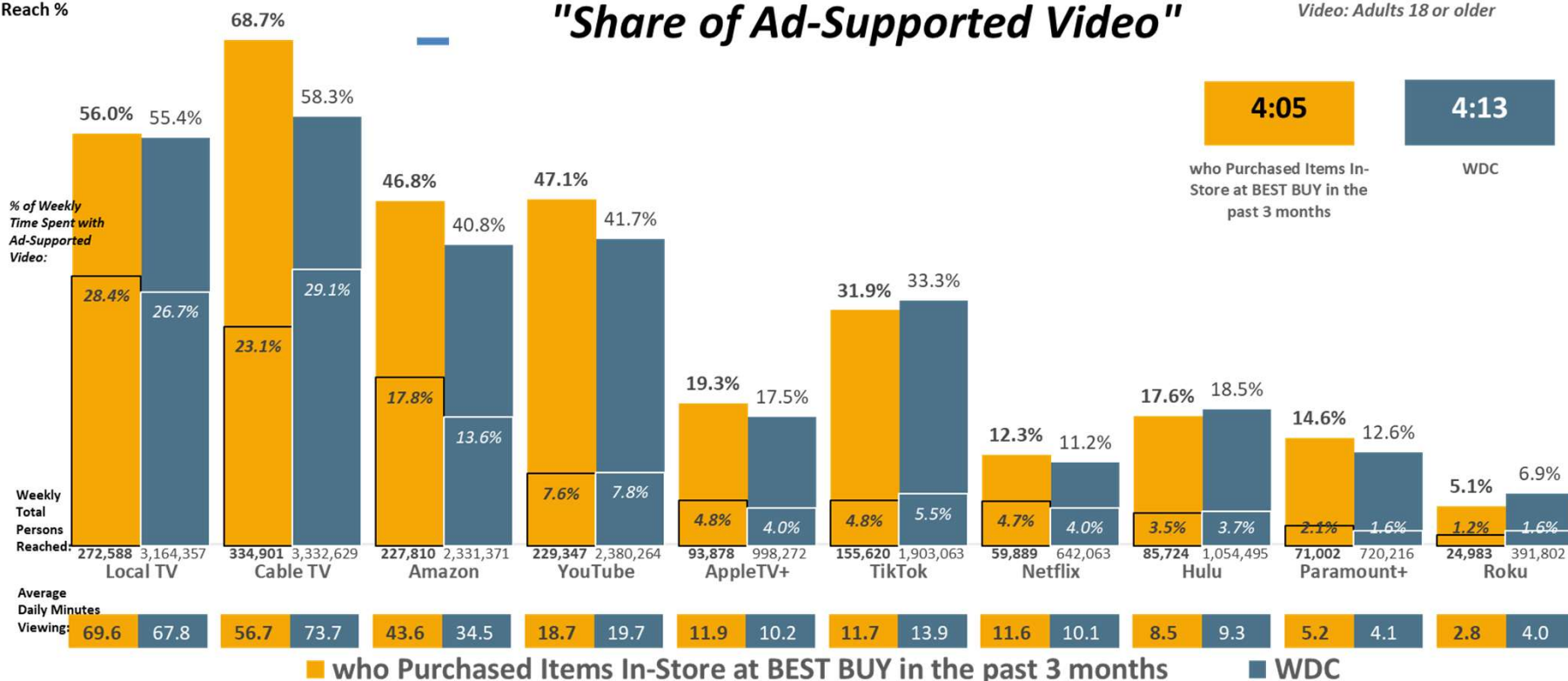


272,588 or 56.% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months watch Ad-Supported Local TV Stations for an average of 69.6 minutes every day representing 28.4% of all time spent daily with Ad-Supported Video.

Weekly
Reach %

"Share of Ad-Supported Video"

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

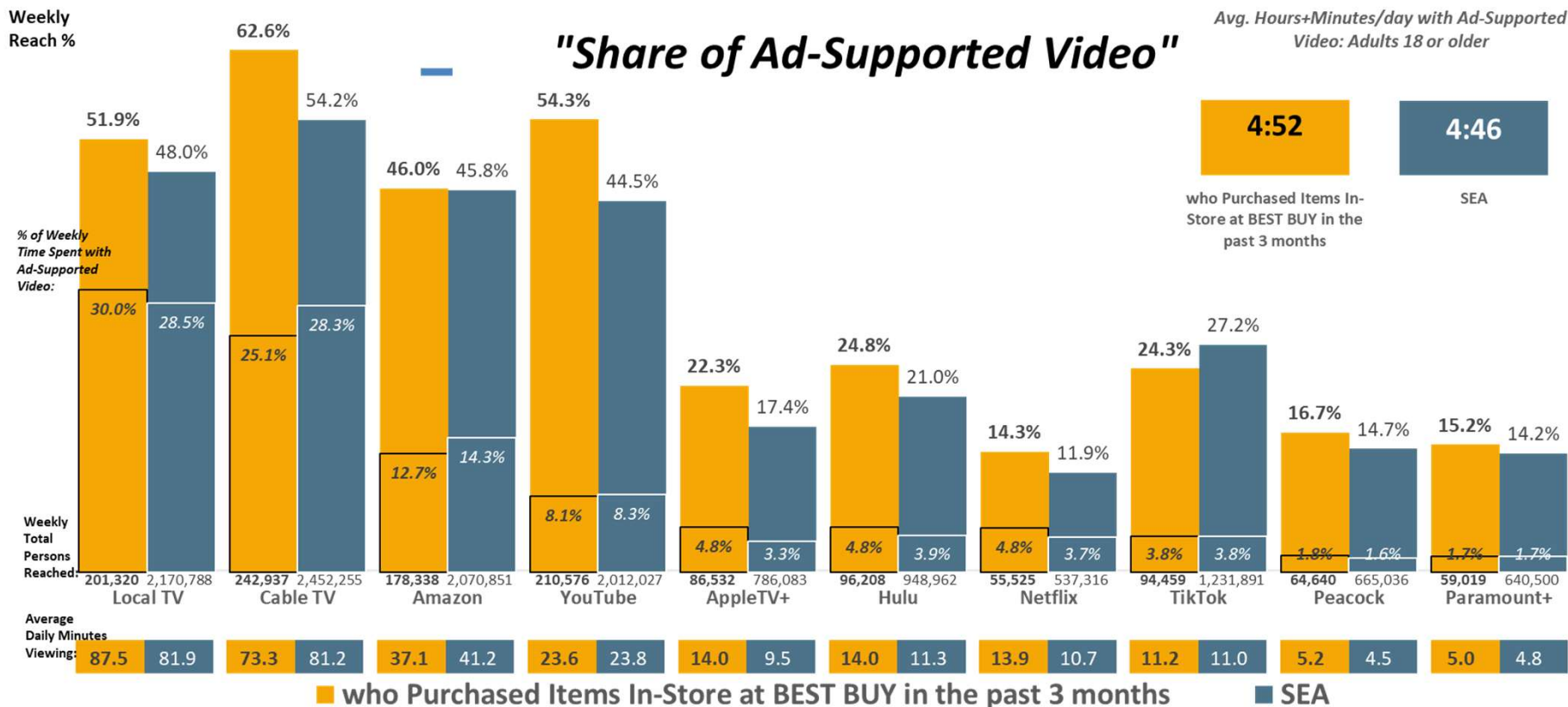


4:05
who Purchased Items In-Store at BEST BUY in the past 3 months

4:13
WDC

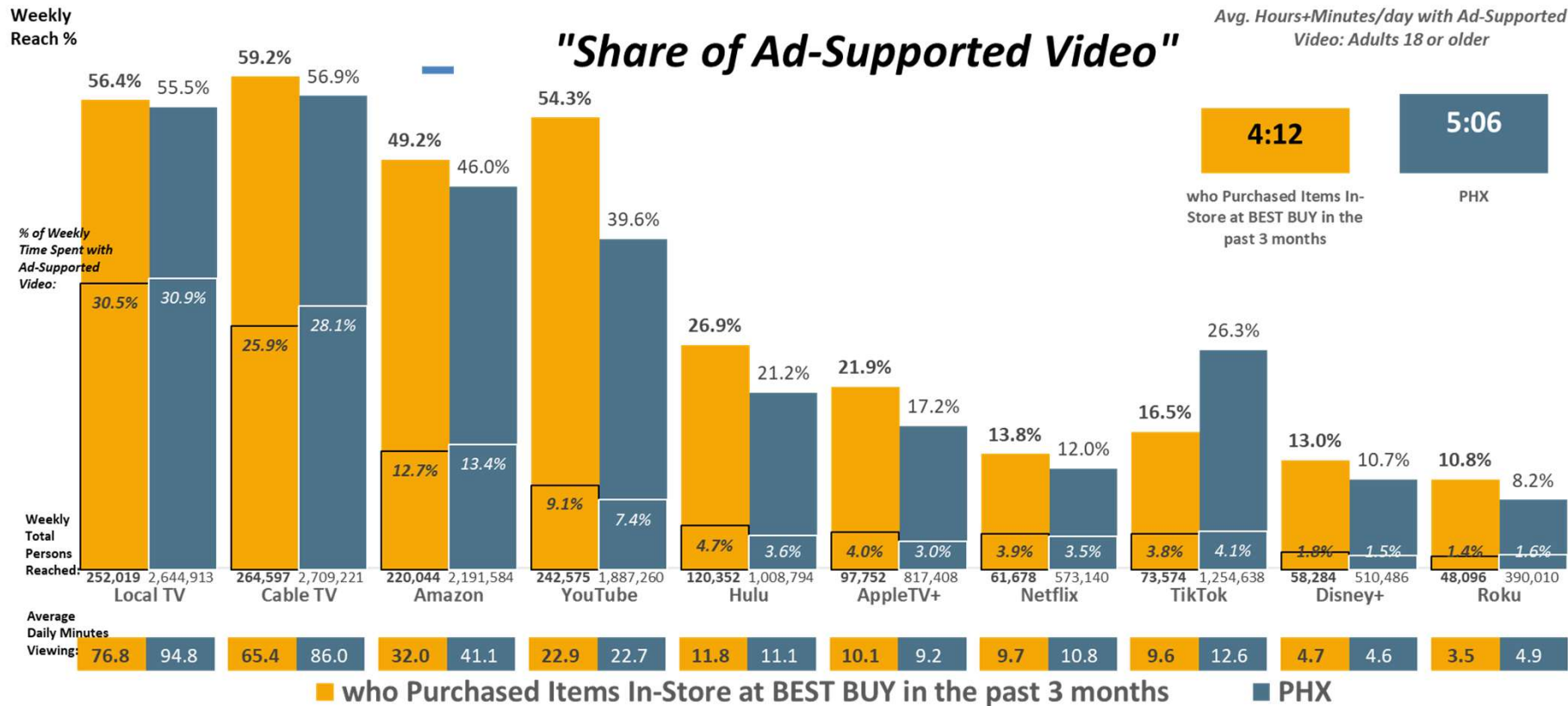


201,320 or 51.9% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months watch Ad-Supported Local TV Stations for an average of 87.5 minutes every day representing 30.0% of all time spent daily with Ad-Supported Video.





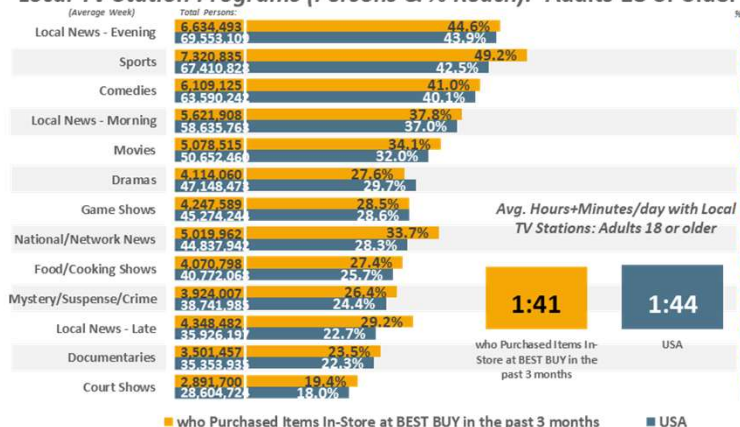
252,019 or 56.4% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months watch Ad-Supported Local TV Stations for an average of 76.8 minutes every day representing 30.5% of all time spent daily with Ad-Supported Video.



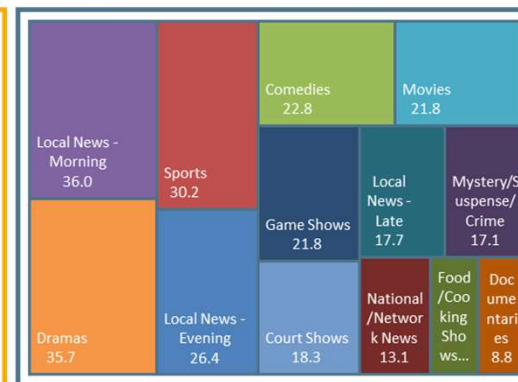
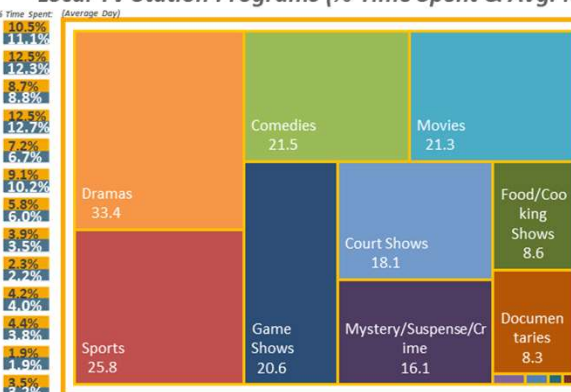


14,640,902 or 63.4% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Movies, and National/Network

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



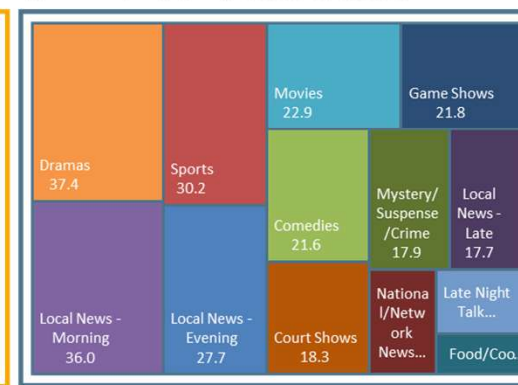
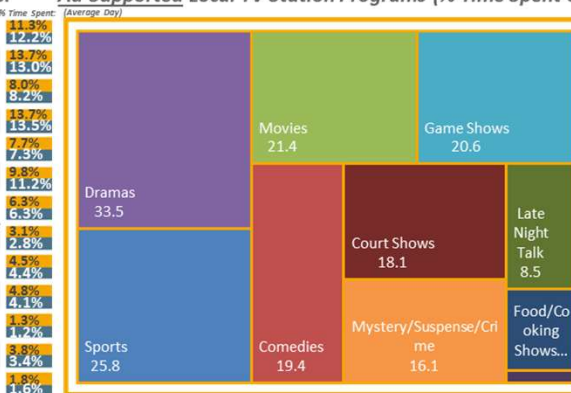
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



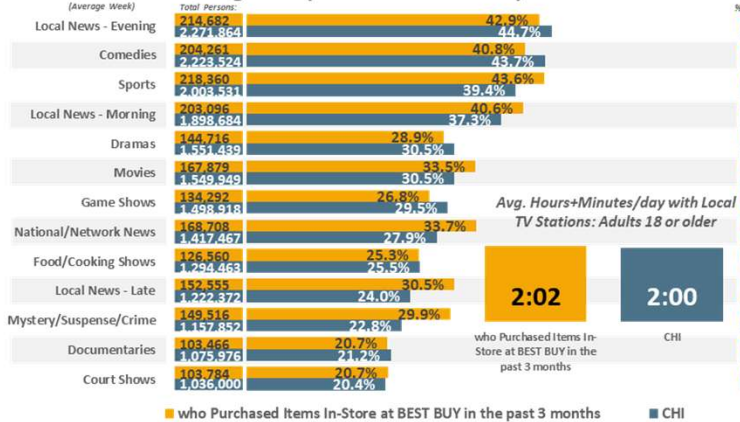
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



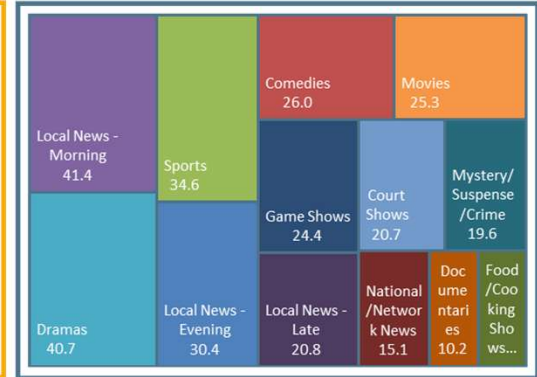
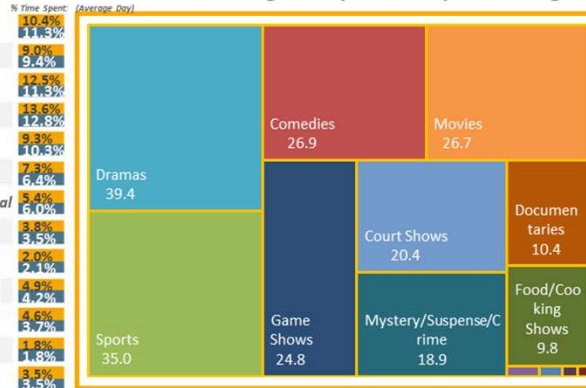


491,327 or 69.9% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Movies, and Local News - Late.

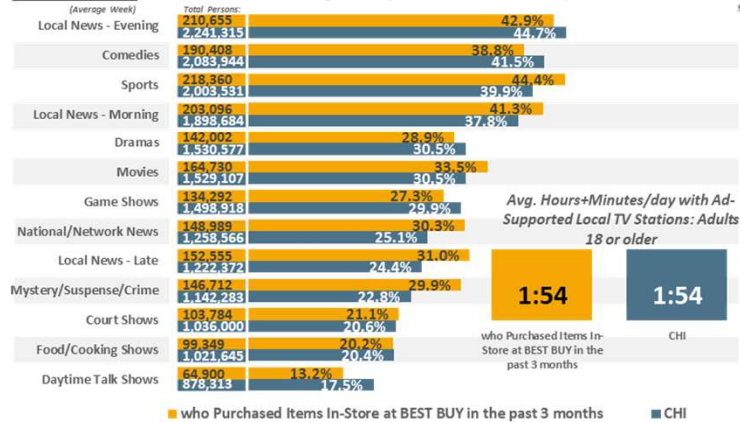
Local TV Station Programs (Persons & % Reach): Adults 18 or older



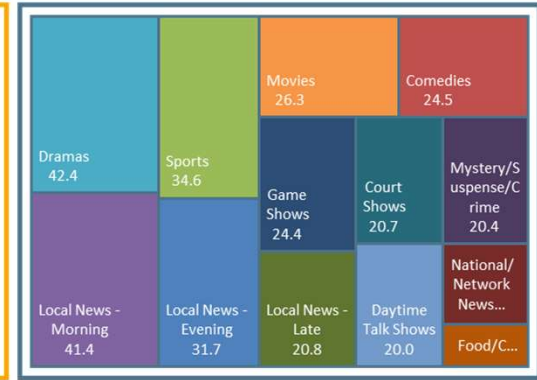
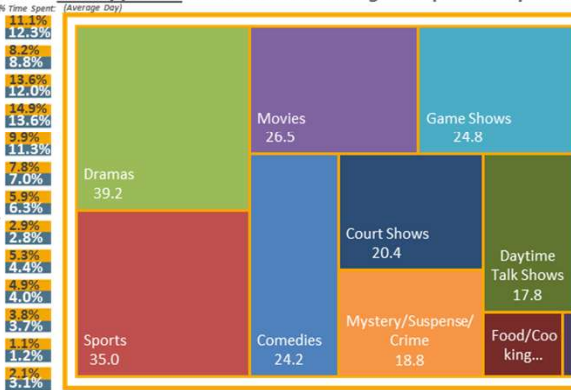
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



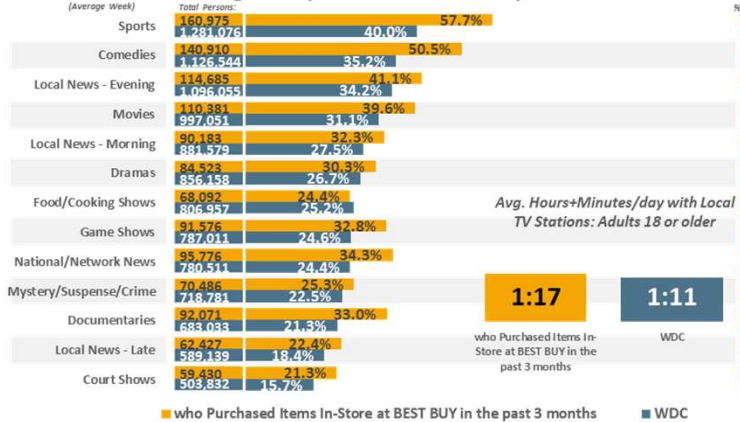
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



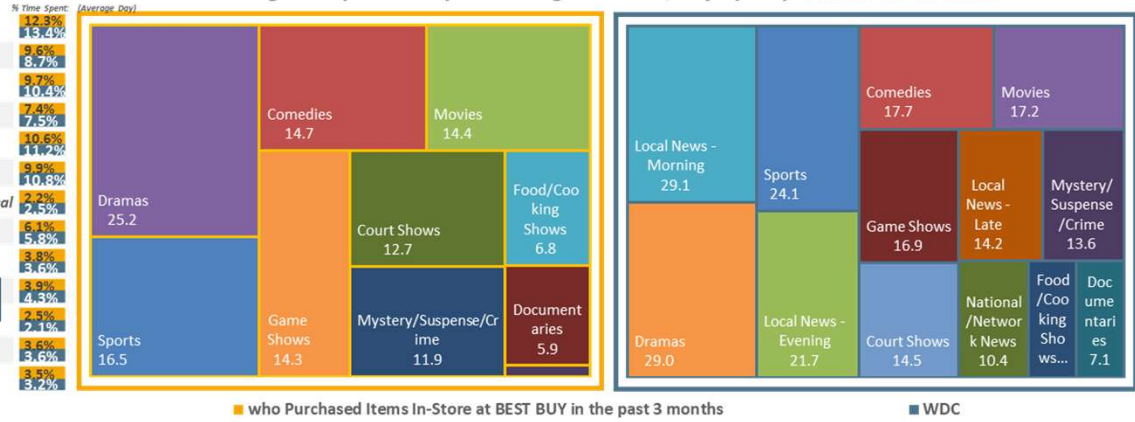


272,588 or 56.% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Movies, Game Shows, and Local News - Morning.

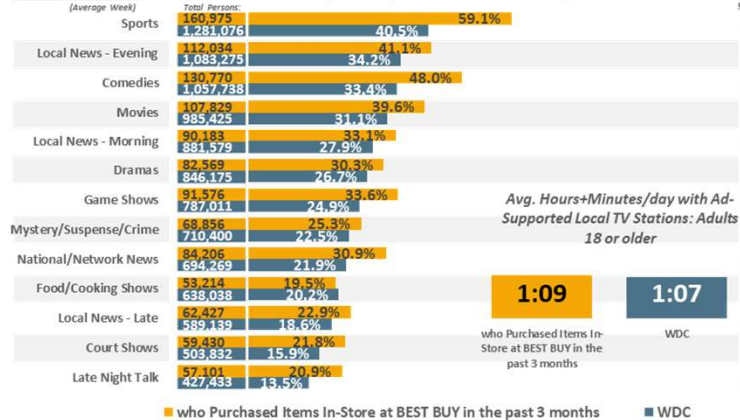
Local TV Station Programs (Persons & % Reach): Adults 18 or older



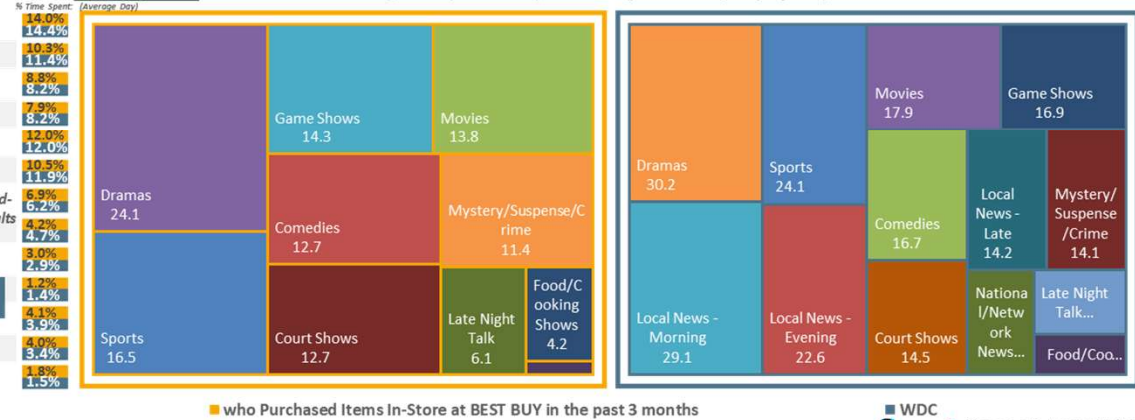
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



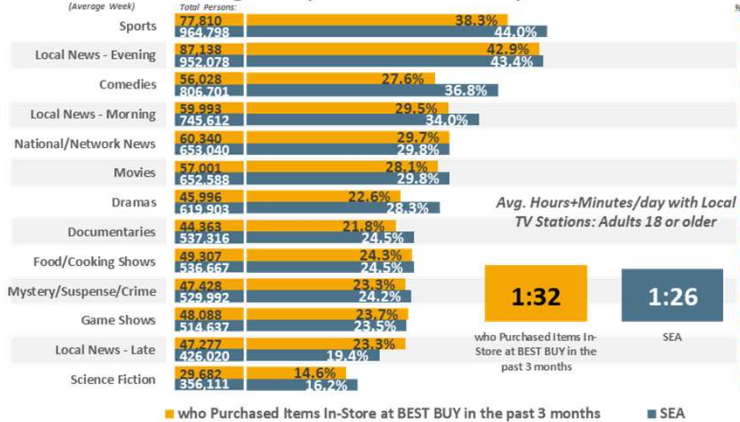
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





201,320 or 51.9% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Movies, National/Network News, and Comedies

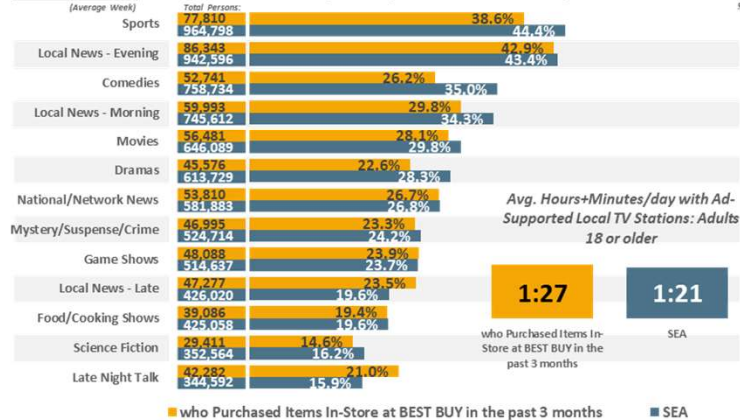
Local TV Station Programs (Persons & % Reach): Adults 18 or older



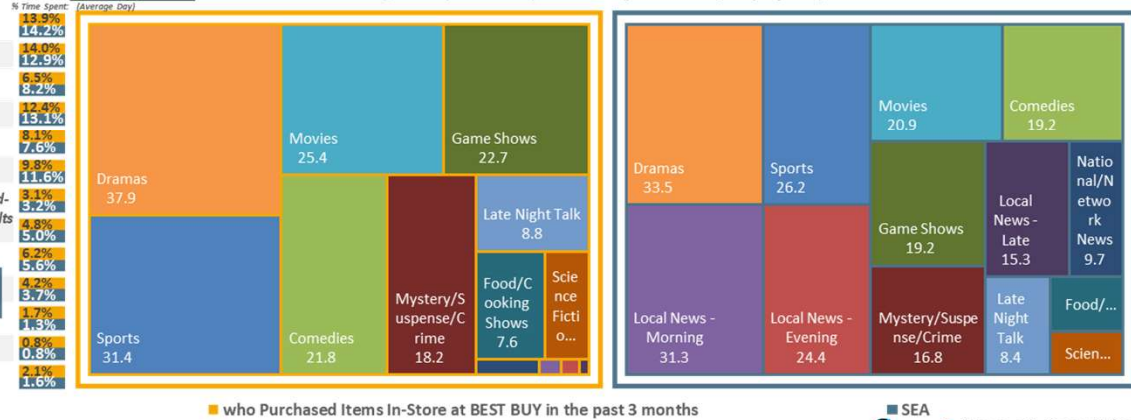
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



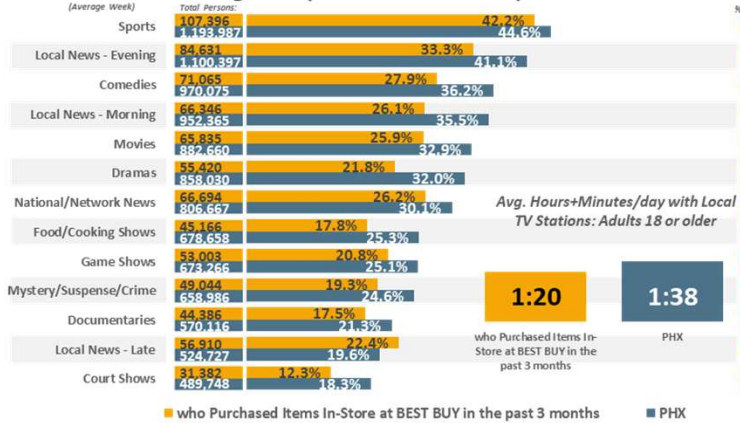
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





252,019 or 56.4% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Movies, and National/Network News

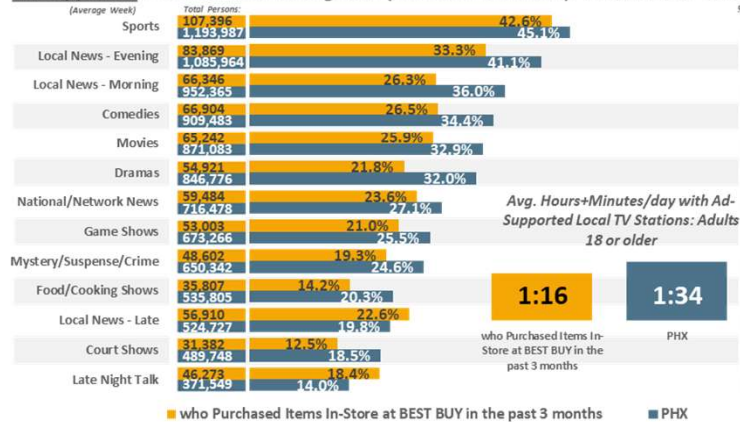
Local TV Station Programs (Persons & % Reach): Adults 18 or older



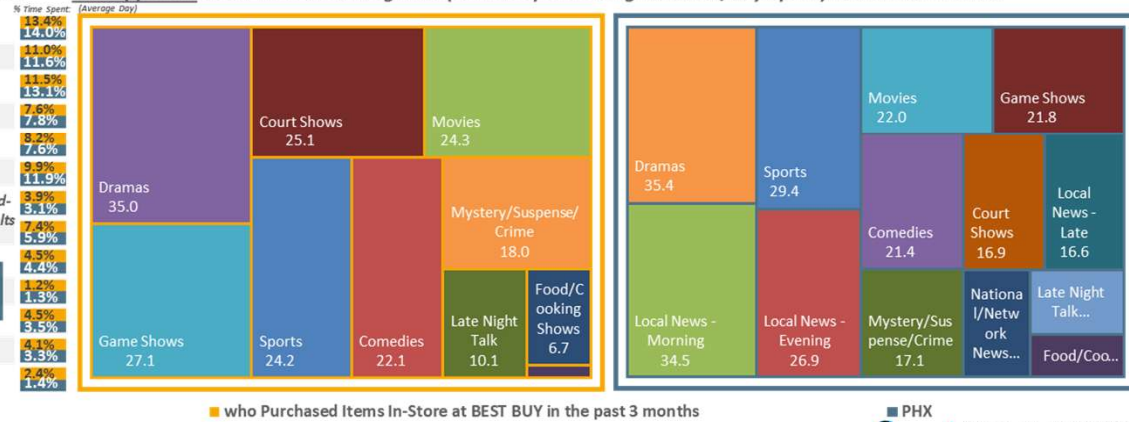
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 201
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[[Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy]]

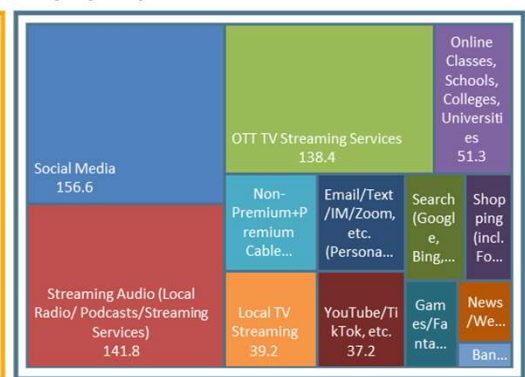
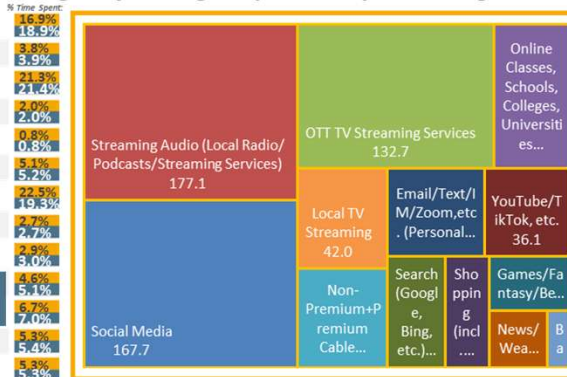
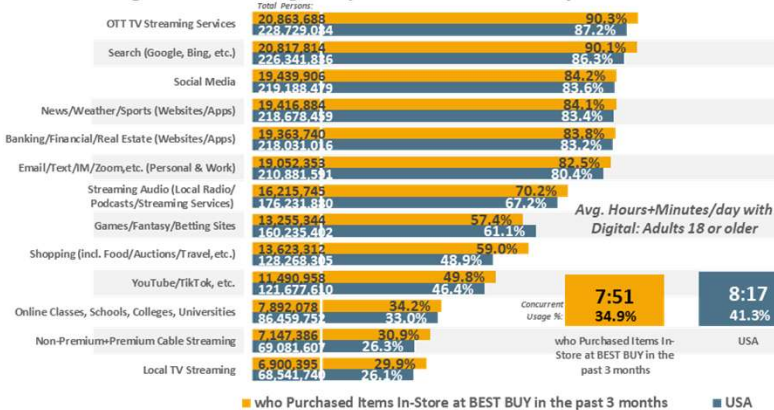
PHX
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16,979,134 or 73.5% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months use Ad-Supported Social Media for an average of 146.5 minutes every day representing 25.5% of all time spent daily with Ad-Supported Digital Media.

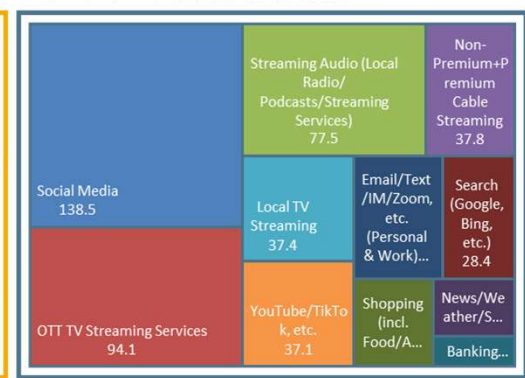
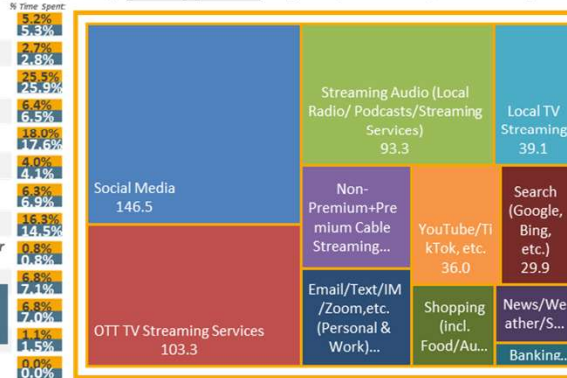
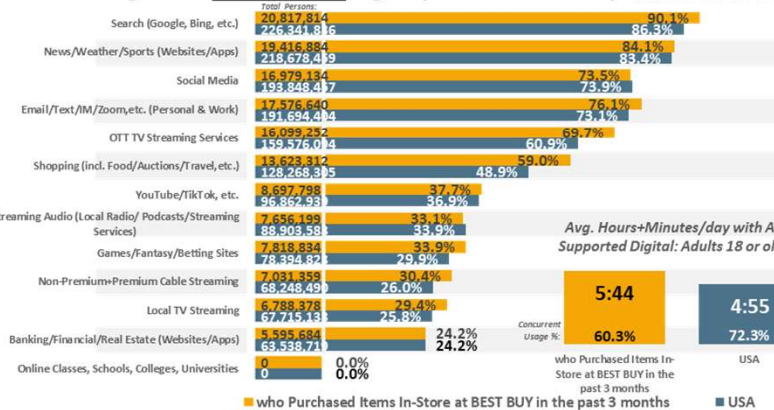
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



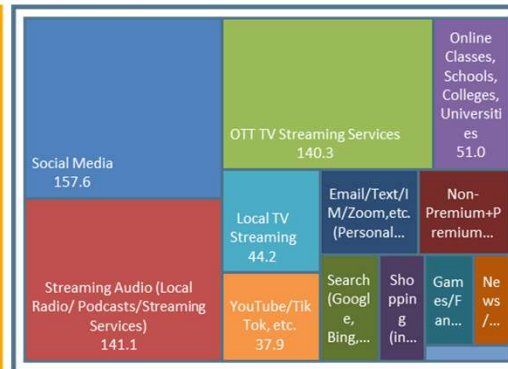
Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older

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

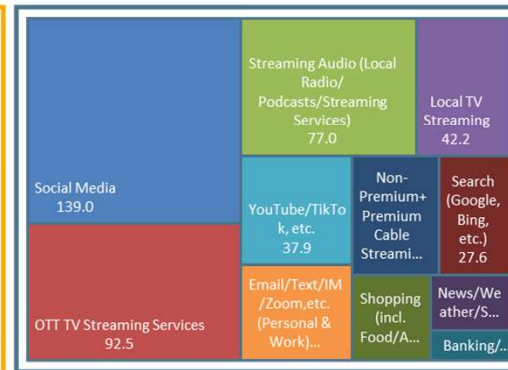




Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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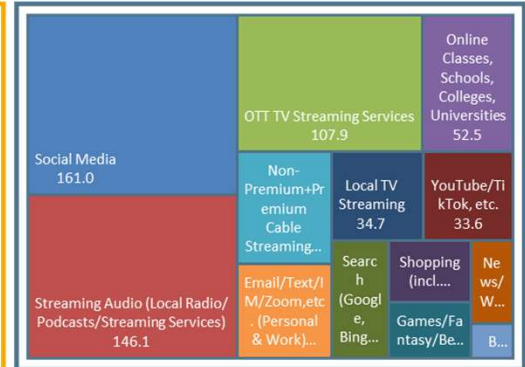
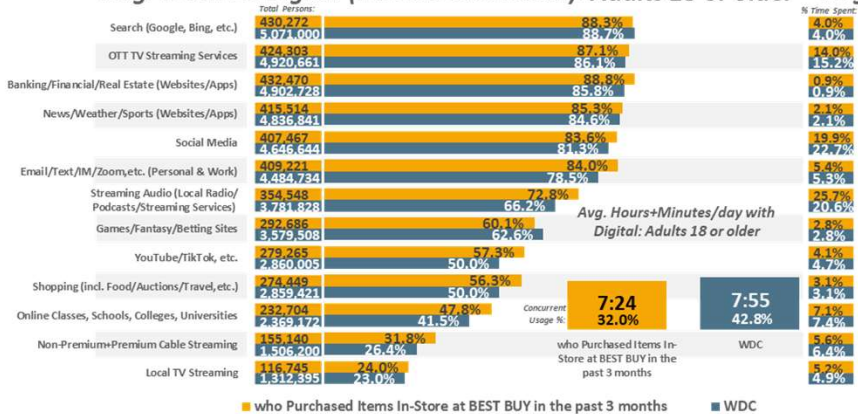
[(Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy)]



362,105 or 74.3% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months use Ad-Supported Social Media for an average of 131.2 minutes every day representing 24.7% of all time spent daily with Ad-Supported Digital Media.

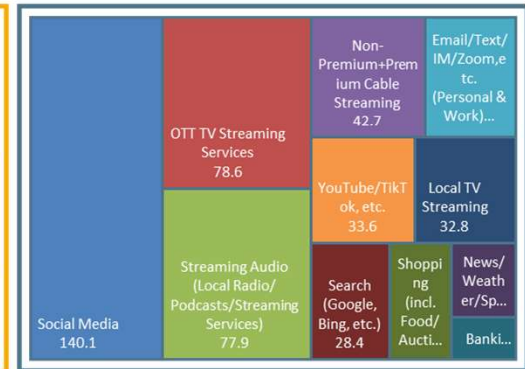
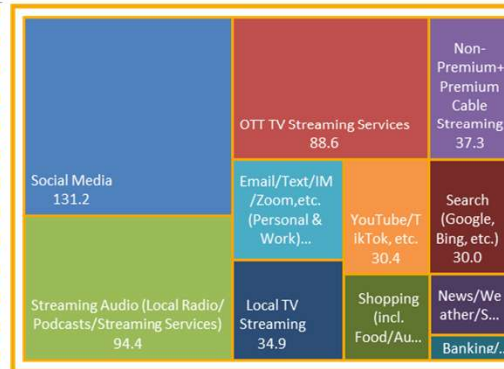
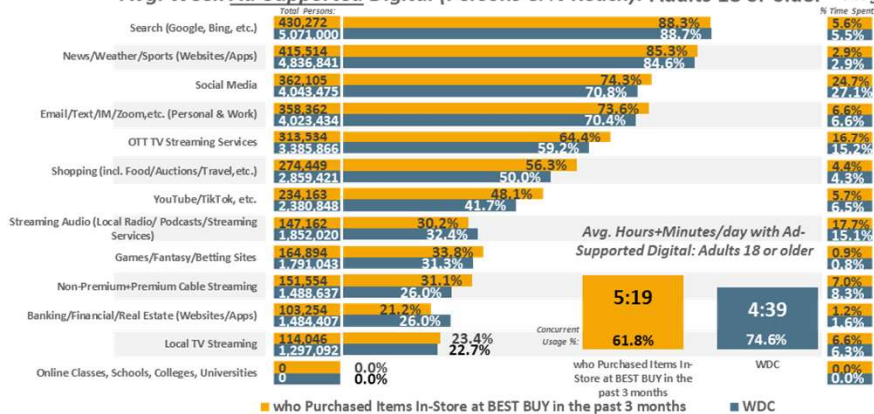
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 560
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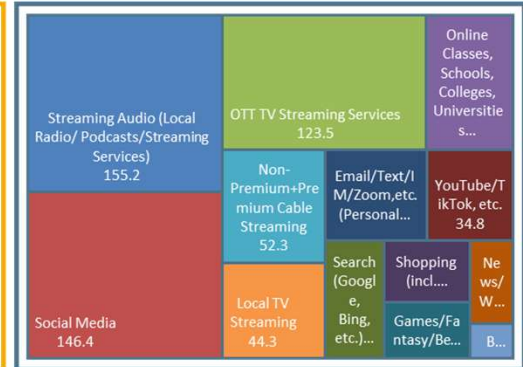
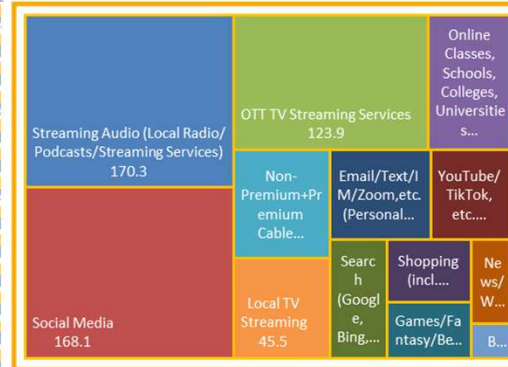
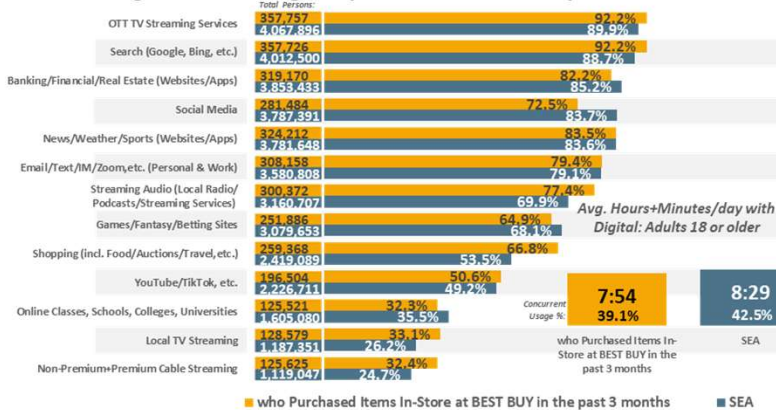
[[Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy]]



236,641 or 61.% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months use Ad-Supported Social Media for an average of 141.3 minutes every day representing 24.4% of all time spent daily with Ad-Supported Digital Media.

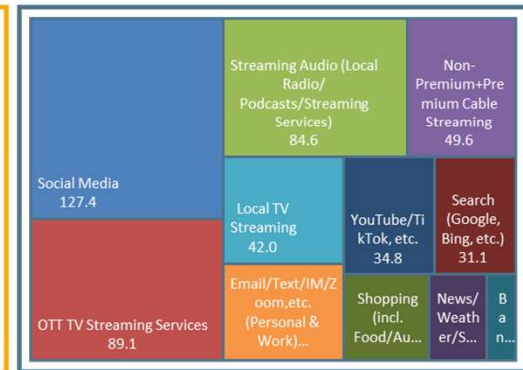
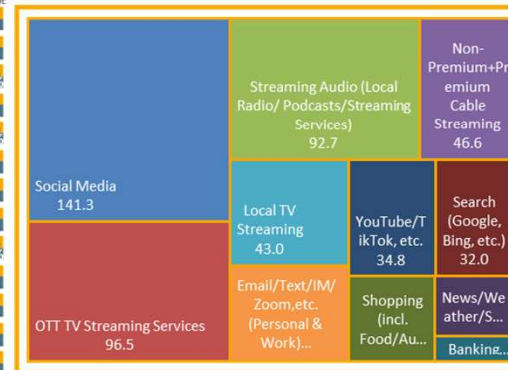
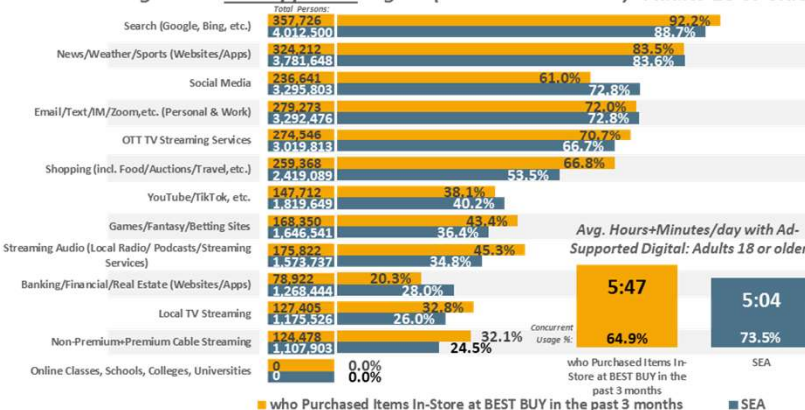
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 320
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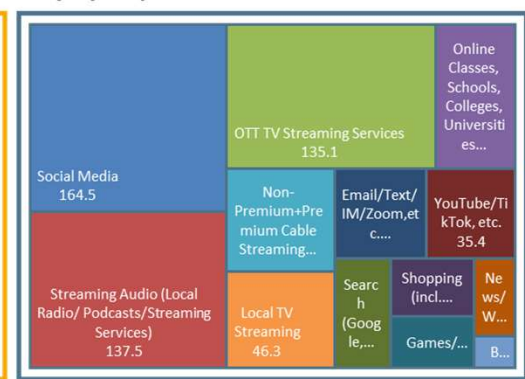
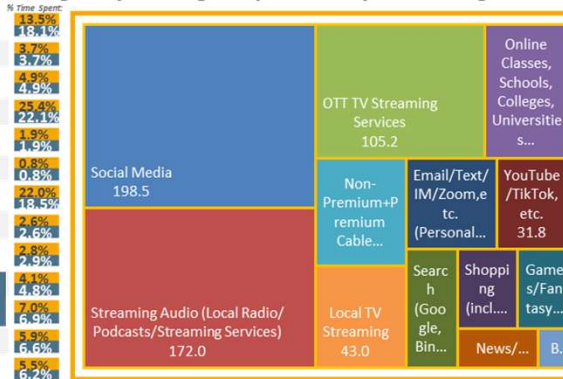
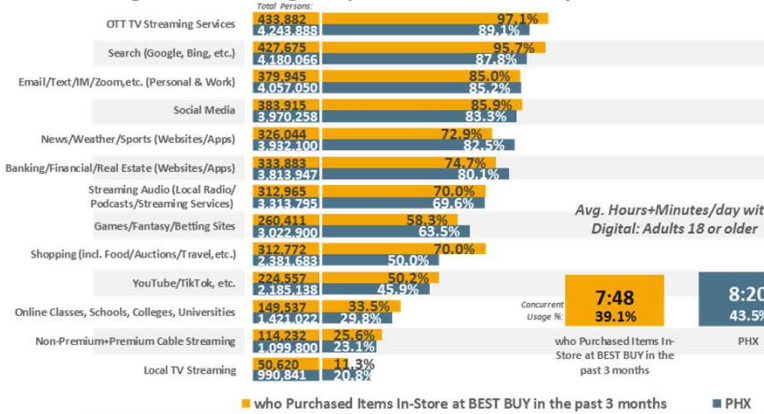
[[Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy]]



348,209 or 77.9% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months use Ad-Supported Social Media for an average of 180. minutes every day representing 31.9% of all time spent daily with Ad-Supported Digital Media.

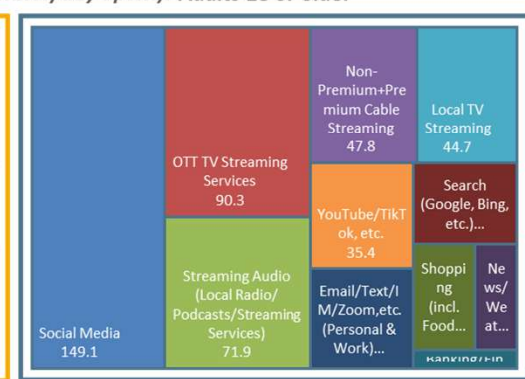
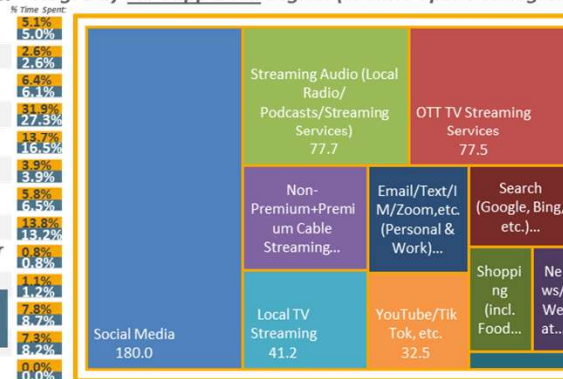
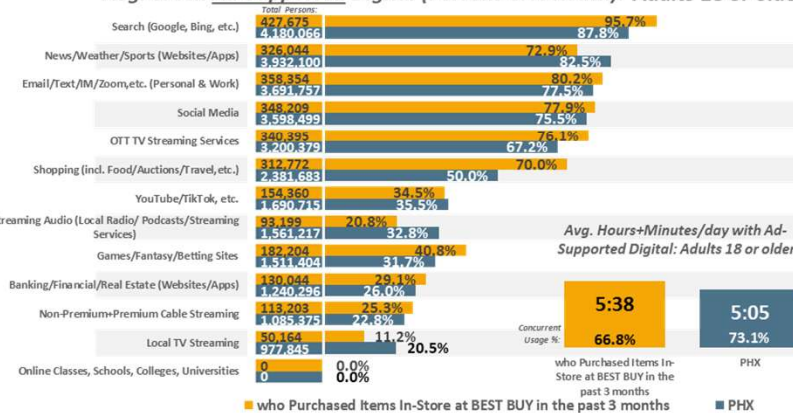
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 201
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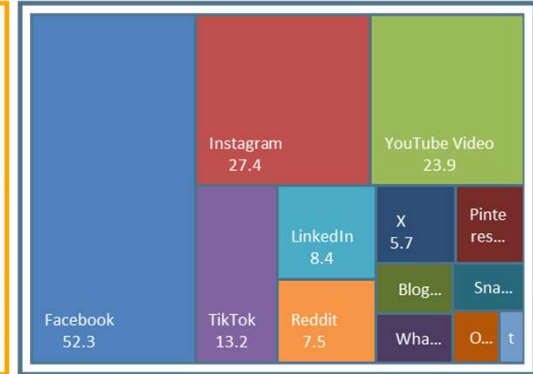
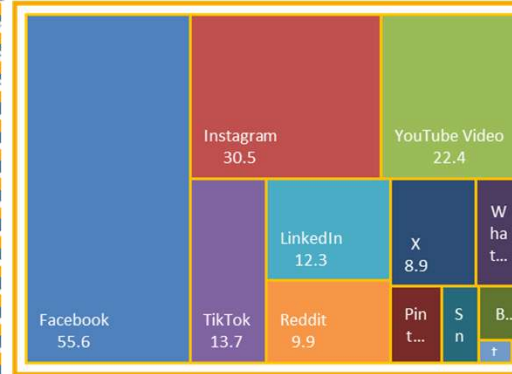
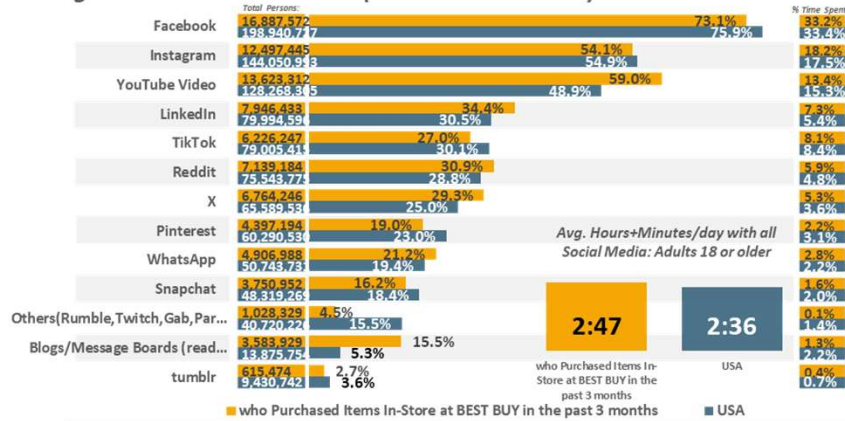
soefa.ai Share of Everything for Anything

[[Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy]]

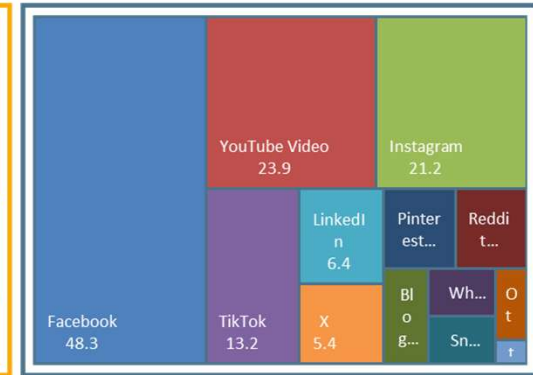
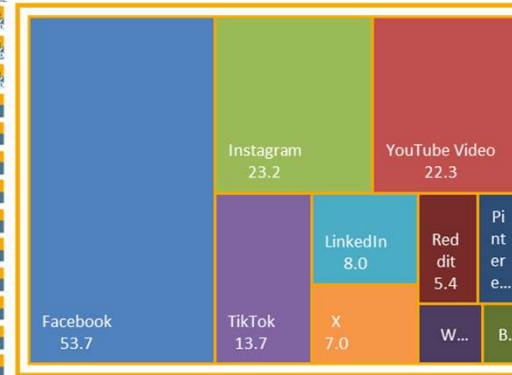
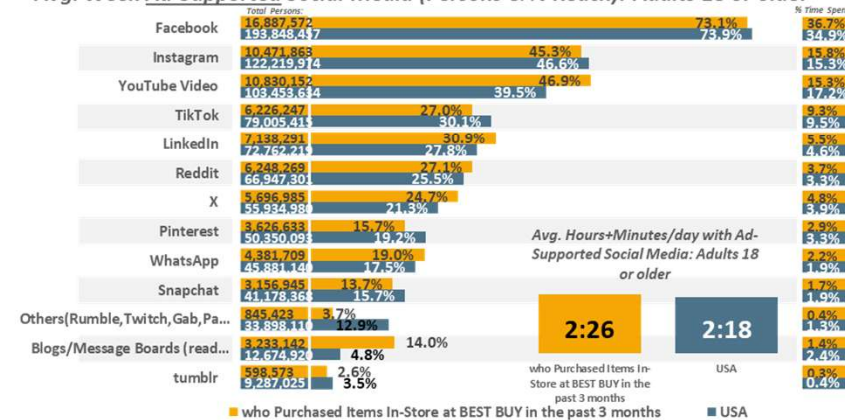


16,887,572 or 73.1% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months use Ad-Supported Facebook for an average of 53.7 minutes every day representing 36.7% of all time spent daily with Ad-Supported Social Media.

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



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,175
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

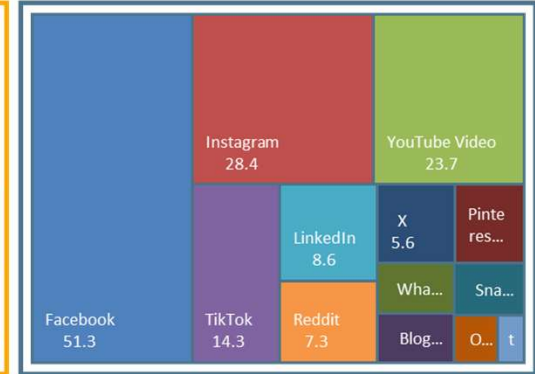
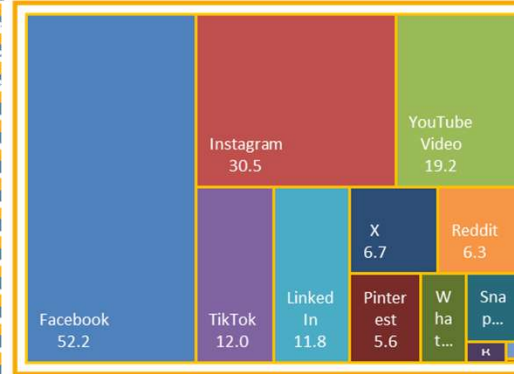
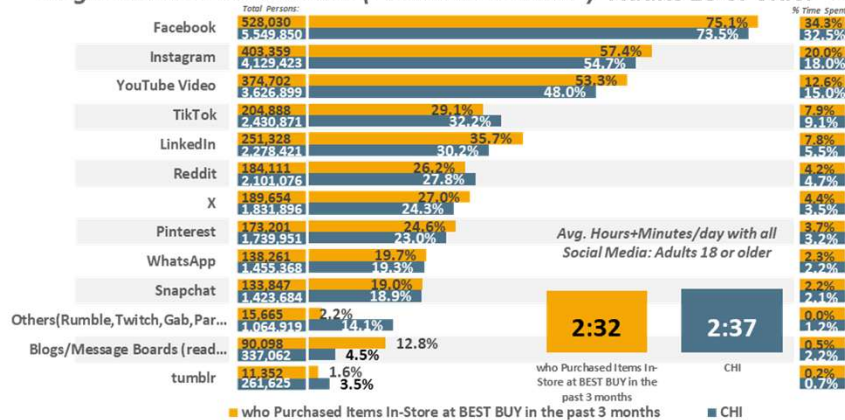
soefa.ai Share of Everything for Anything

[[Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy]]

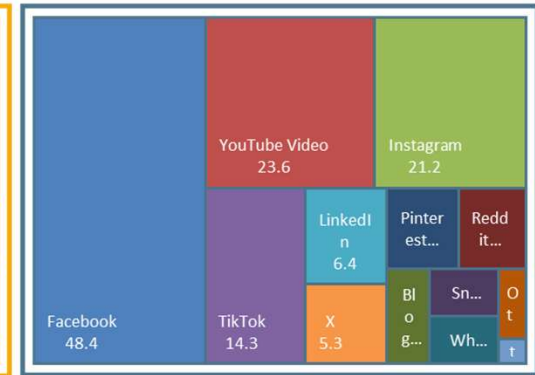
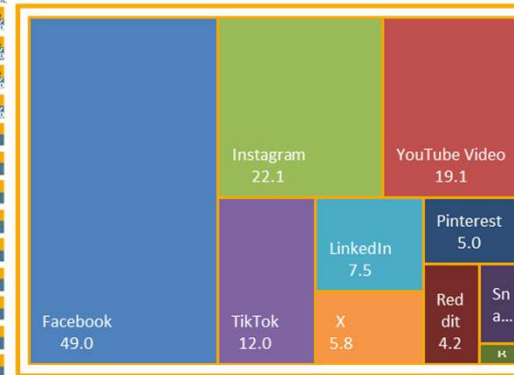
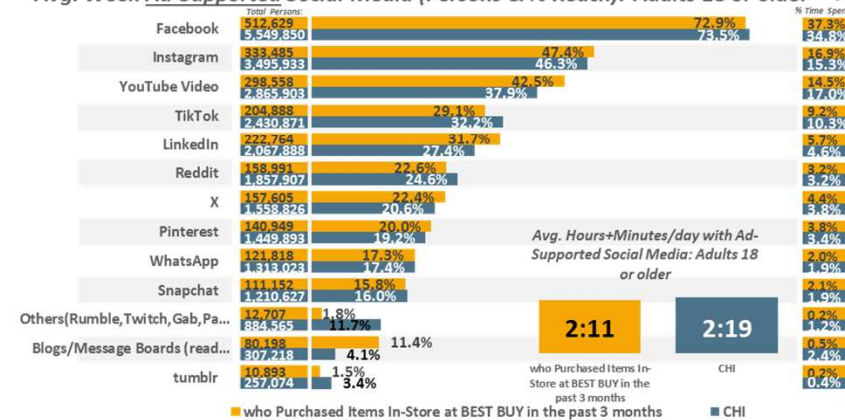


512,629 or 72.9% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months use Ad-Supported Facebook for an average of 49. minutes every day representing 37.3% of all time spent daily with Ad-Supported Social Media.

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



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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 417
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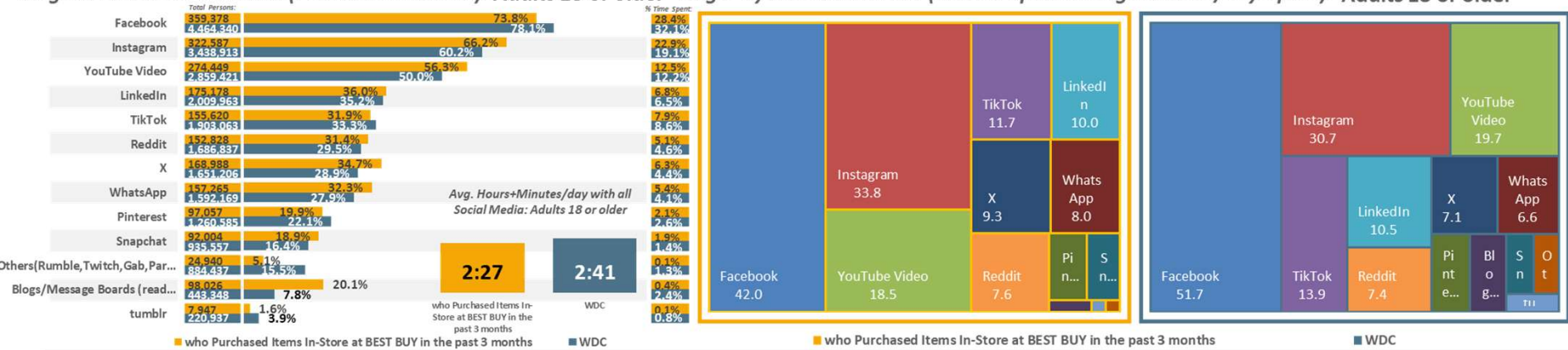
soefa.ai Share of Everything for Anything

[(Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy)]

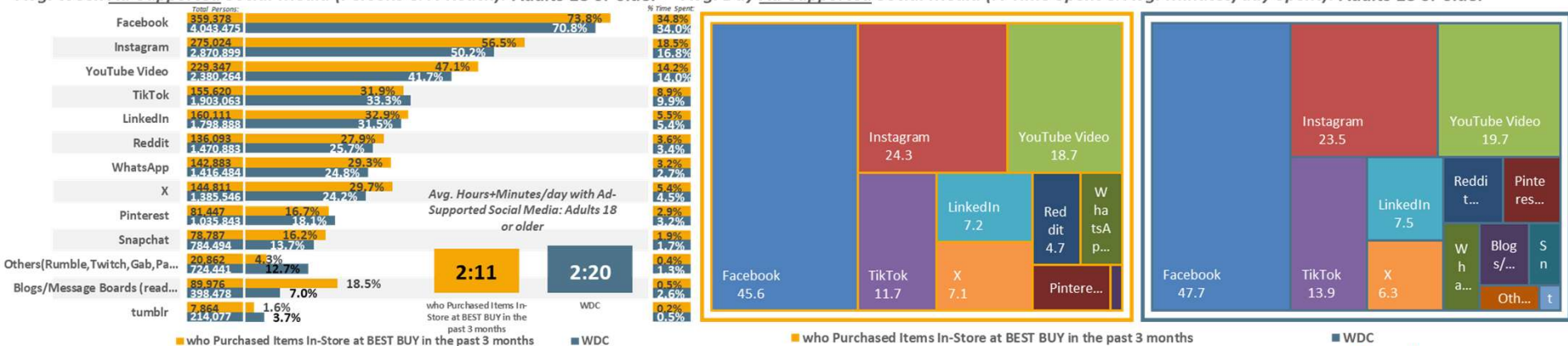


359,378 or 73.8% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months use Ad-Supported Facebook for an average of 45.6 minutes every day representing 34.8% of all time spent daily with Ad-Supported Social Media.

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



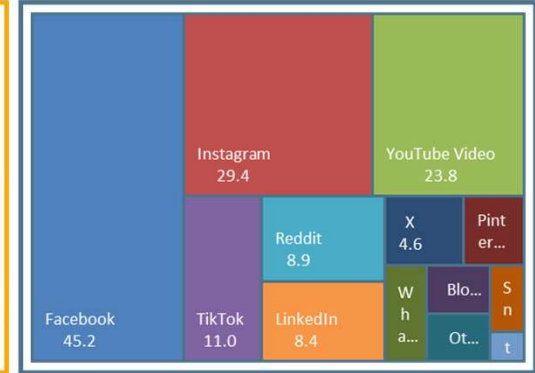
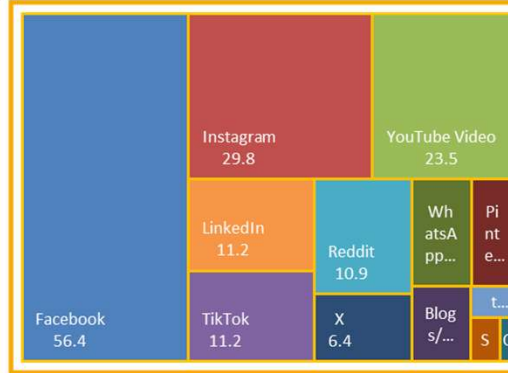
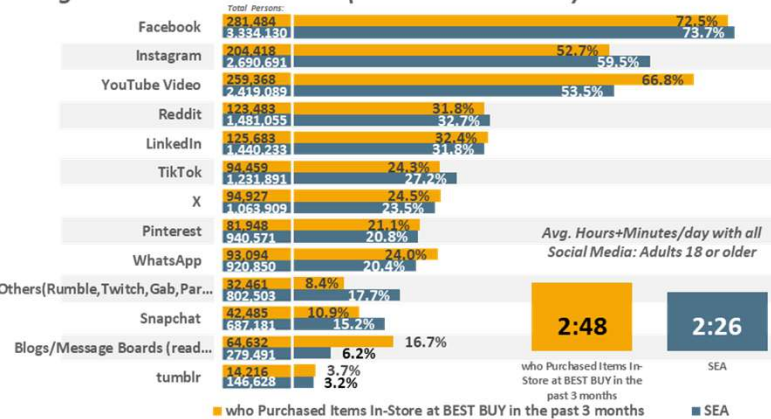
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



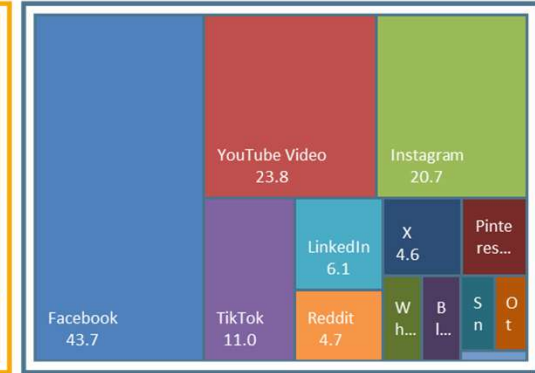
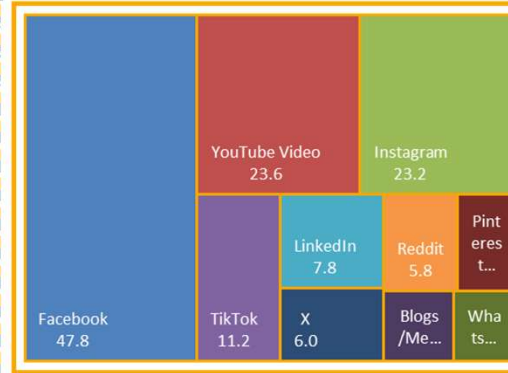
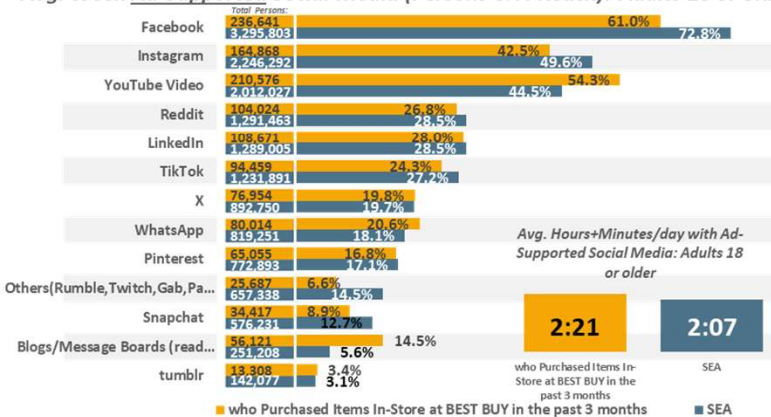


236,641 or 61.% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months use Ad-Supported Facebook for an average of 47.8 minutes every day representing 33.8% of all time spent daily with Ad-Supported Social Media.

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



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



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 320
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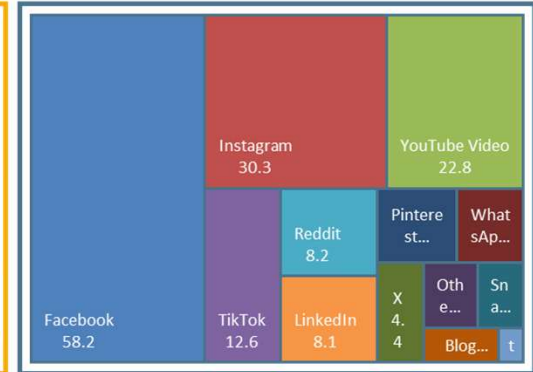
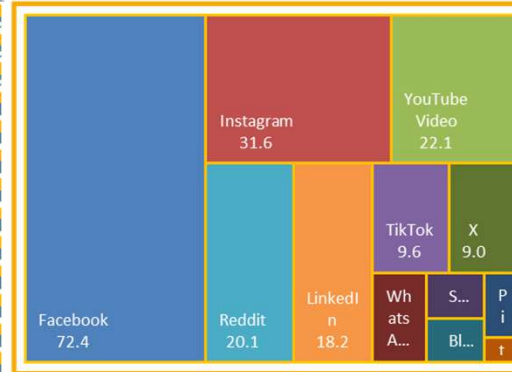
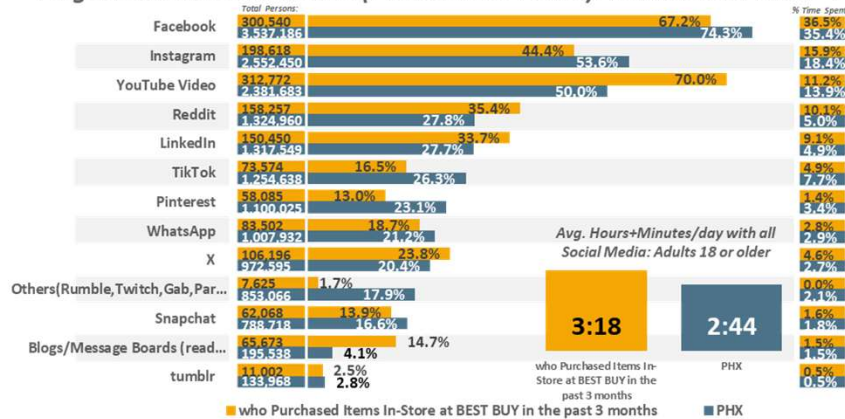
SEA
soefa.ai Share of Everything for Anything

[[Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy]]

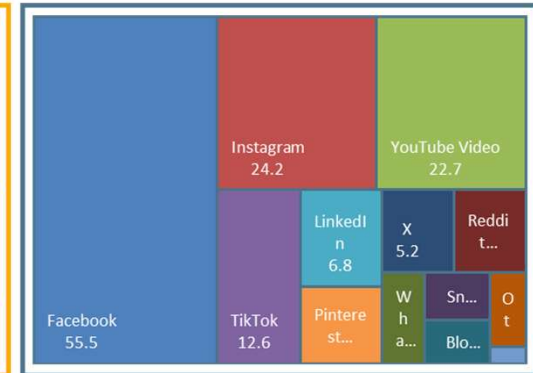
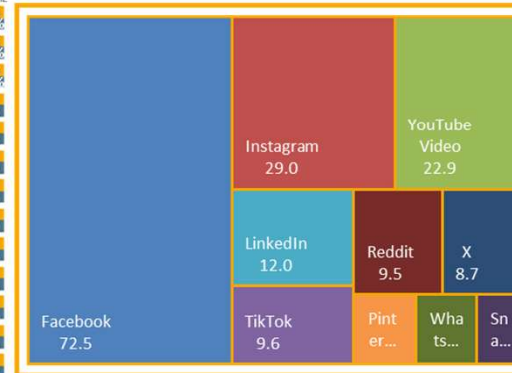


300,540 or 67.2% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months use Ad-Supported Facebook for an average of 72.5 minutes every day representing 40.3% of all time spent daily with Ad-Supported Social Media.

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

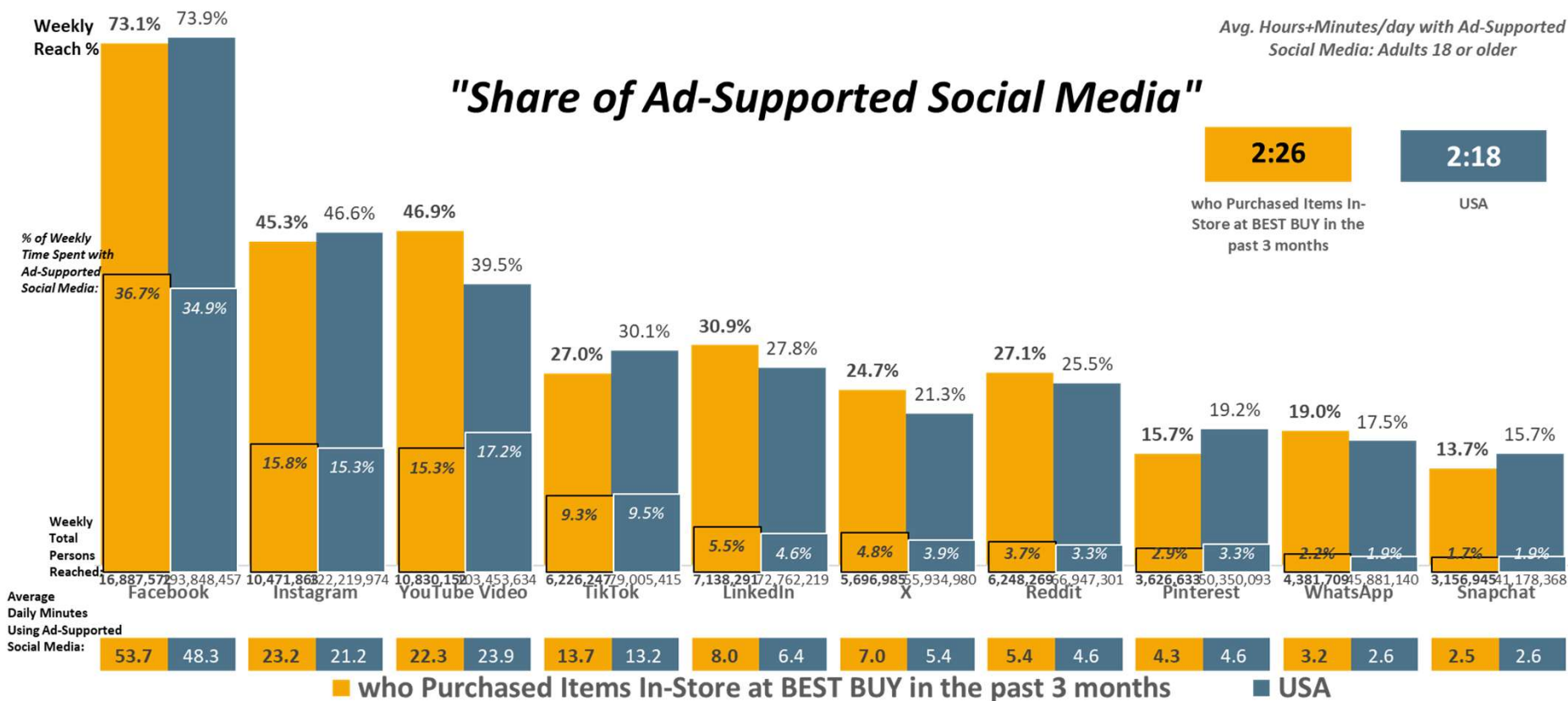


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





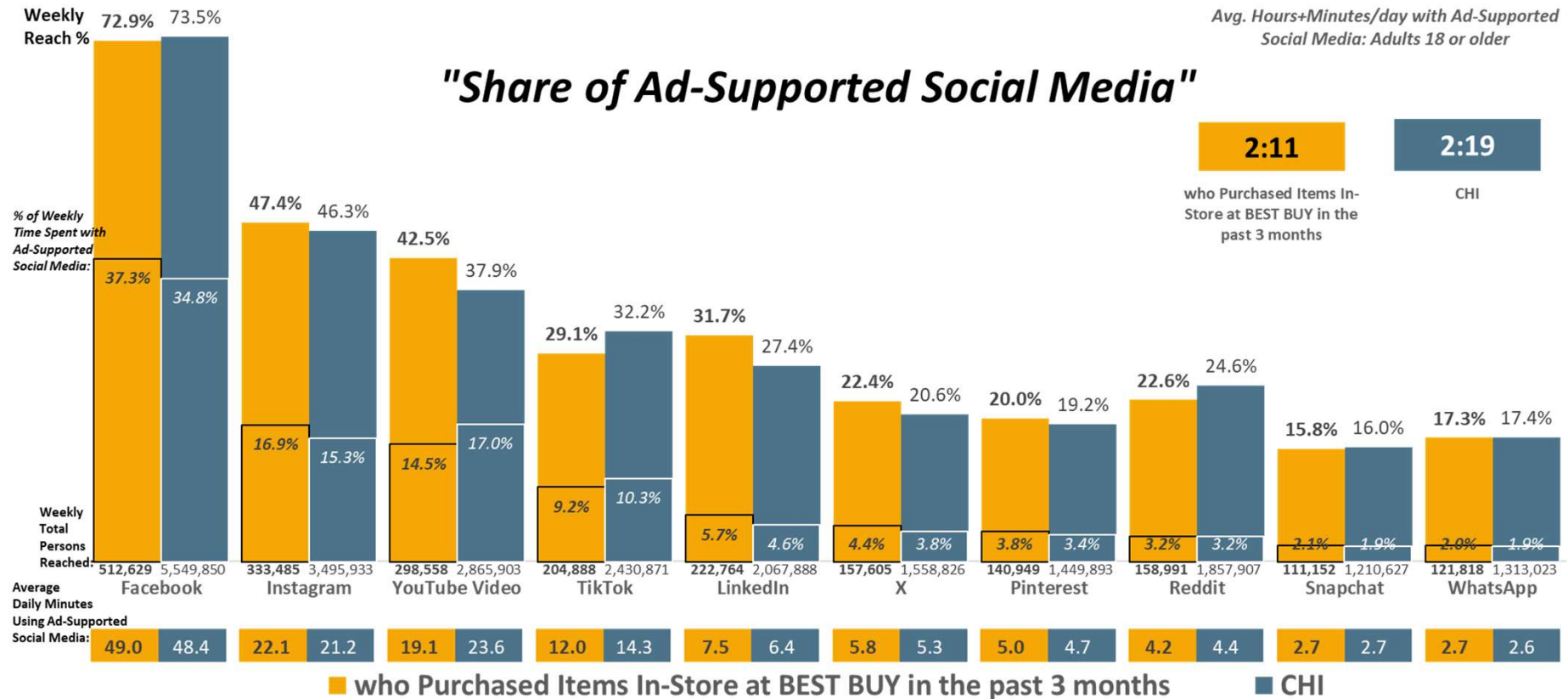
16,887,572 or 73.1% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months use Ad-Supported Facebook for an average of 53.7 minutes every day representing 36.7% of all time spent daily with Ad-Supported Social Media.





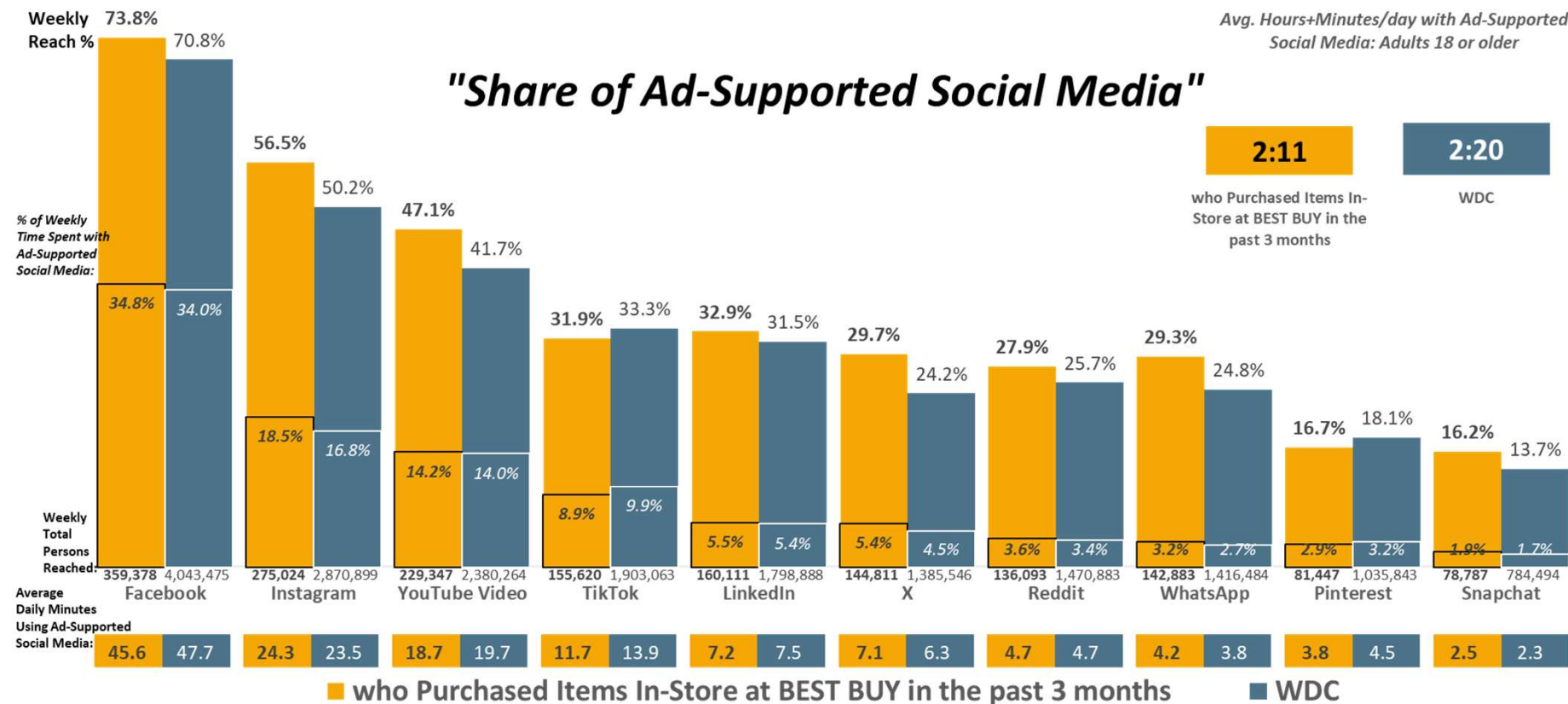
512,629 or 72.9% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months use Ad-Supported Facebook for an average of 49. minutes every day representing 37.3% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"





359,378 or 73.8% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months use Ad-Supported Facebook for an average of 45.6 minutes every day representing 34.8% of all time spent daily with Ad-Supported Social Media.



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 560 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919
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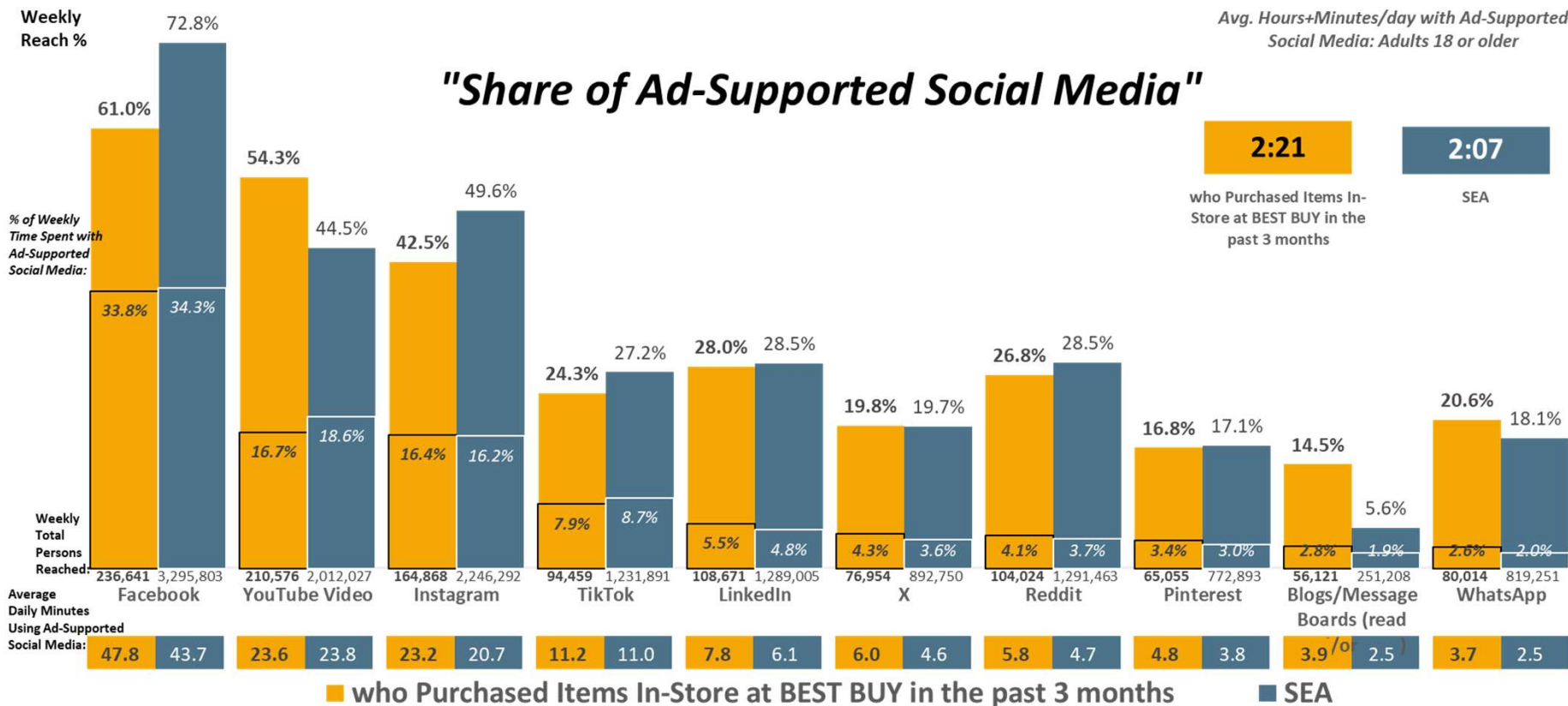
soefa.ai Share of Everything for Anything

[[Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy]]



236,641 or 61.0% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months use Ad-Supported Facebook for an average of 47.8 minutes every day representing 33.8% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



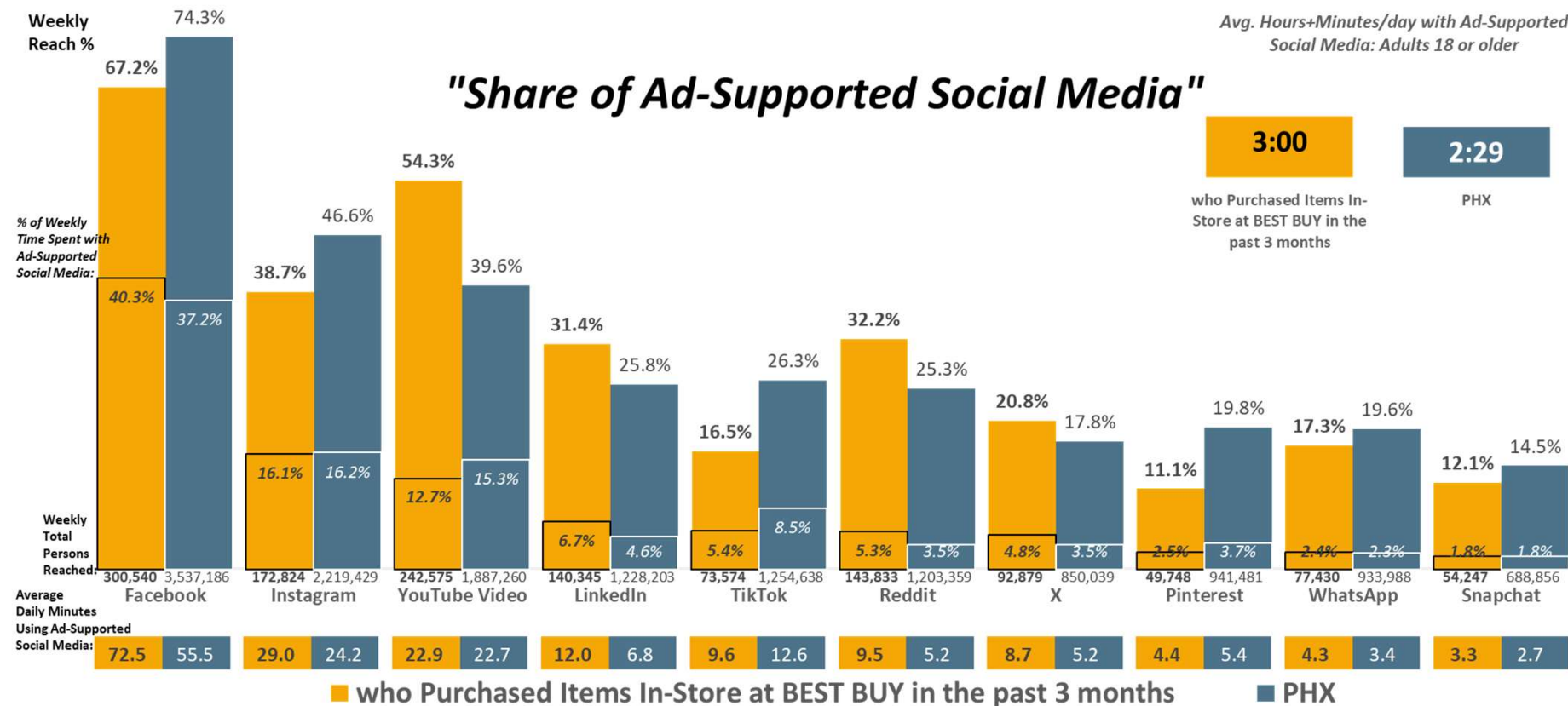
SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 320 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986
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soefa.ai Share of Everything for Anything

[[Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy]]



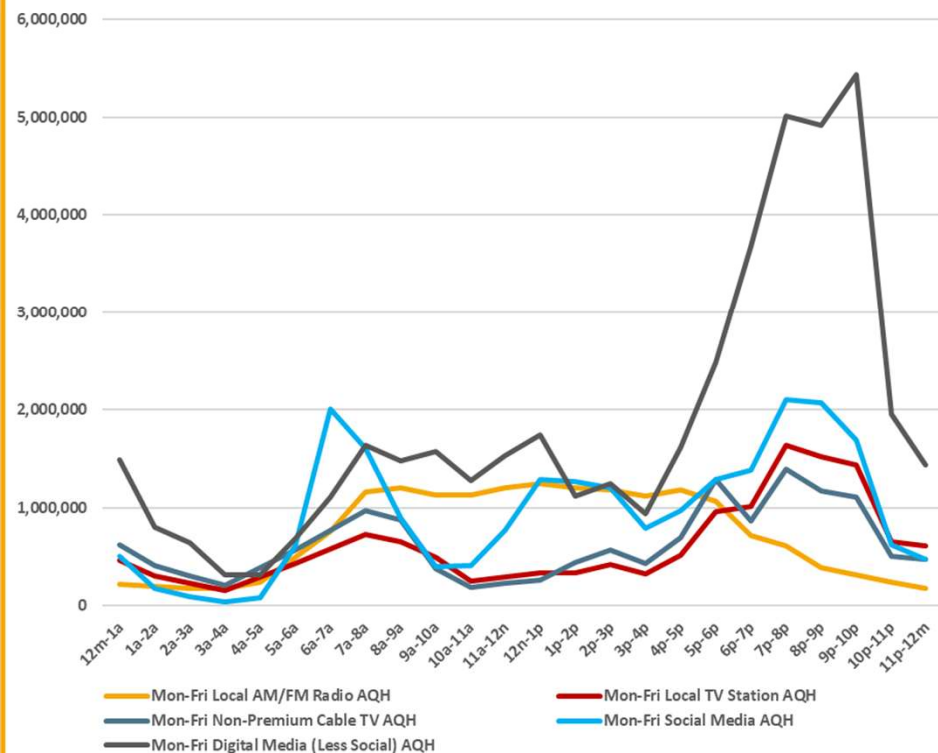
300,540 or 67.2% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months use Ad-Supported Facebook for an average of 72.5 minutes every day representing 40.3% of all time spent daily with Ad-Supported Social Media.



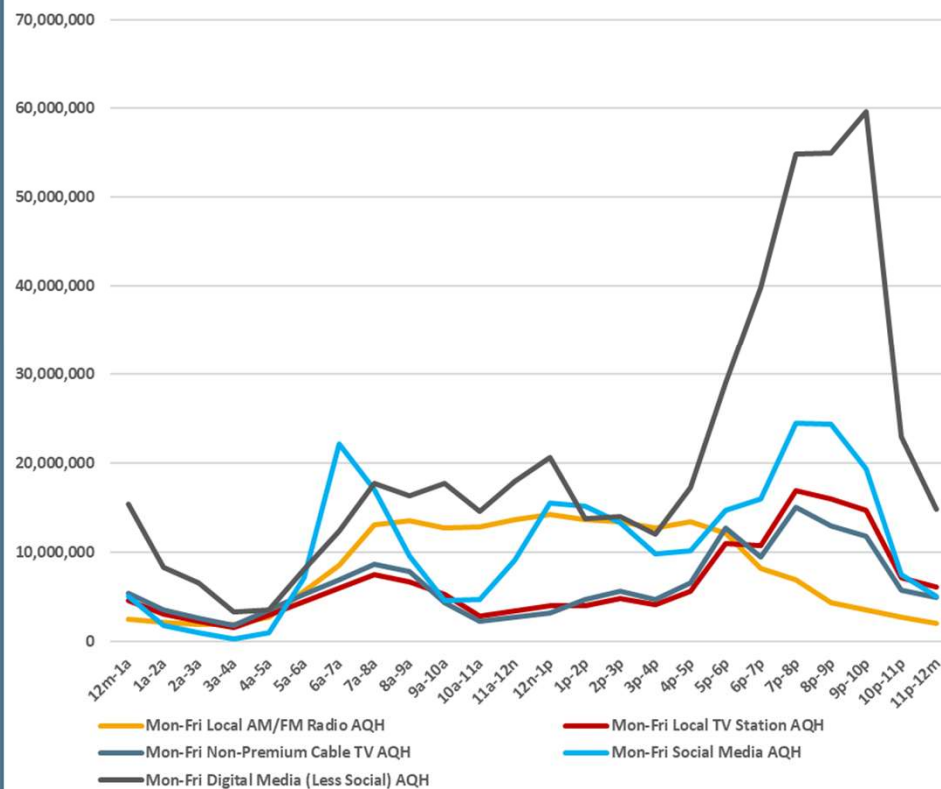


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,649,360;
Local Radio: 1,099,564; Social Media: 1,097,846; Non-Prem. Cable: 613,532; Local TV:
531,427 reaching Adults 18 or older who Purchased Items In-Store at BEST B

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Purchased Items In-Store at BEST
BUY in the past 3 months



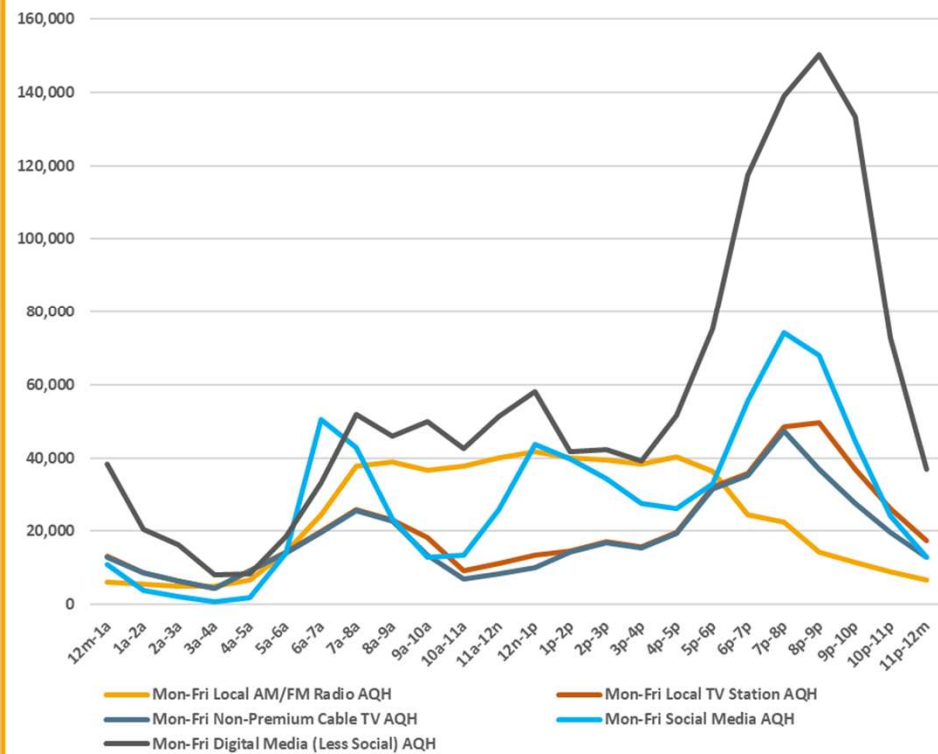
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Adults 18 or older



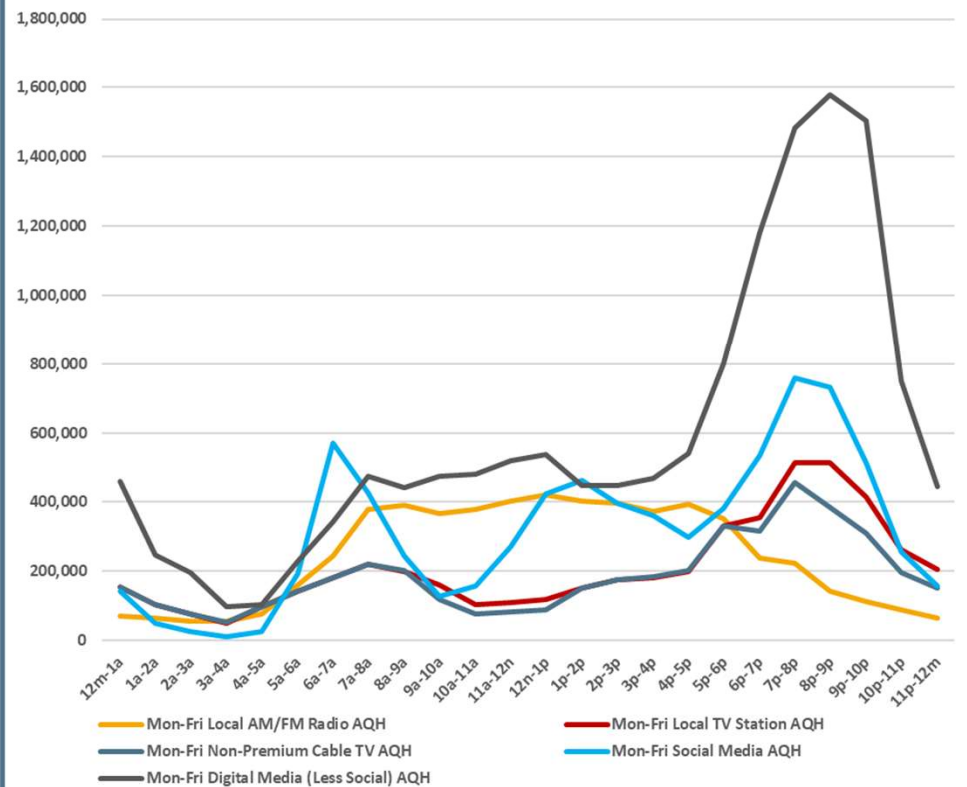


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 53,893;
Local Radio: 36,616; Social Media: 33,022; Local TV: 19,711; Non-Prem. Cable: 18,431
reaching Adults 18 or older who Purchased Items In-Store at BEST BUY in the p

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Purchased Items In-Store at BEST
BUY in the past 3 months



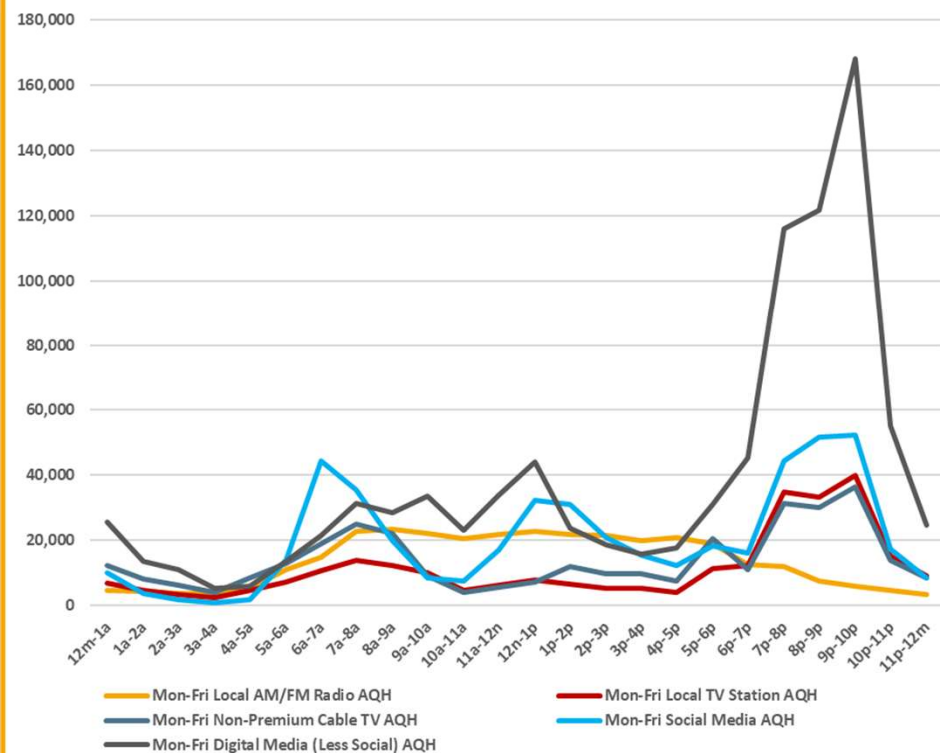
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CHI Metro Area Adults 18 or older



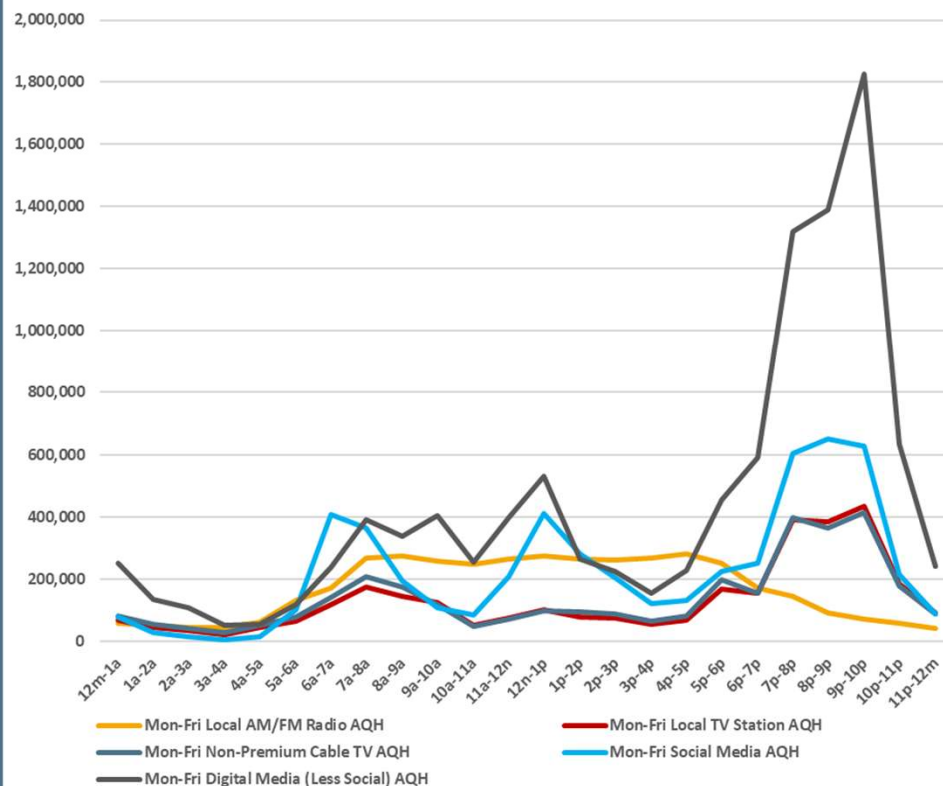


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 28,347;
Social Media: 21,486; Local Radio: 20,320; Non-Prem. Cable: 12,501; Local TV: 8,533
reaching Adults 18 or older who Purchased Items In-Store at BEST BUY in the pa

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Purchased Items In-Store at BEST
BUY in the past 3 months



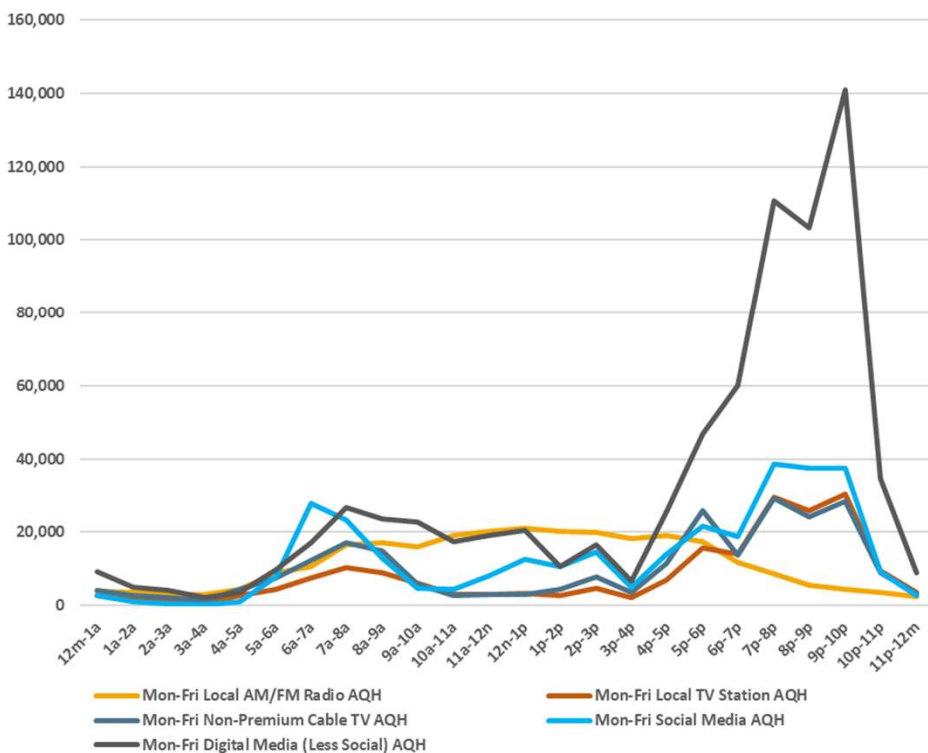
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WDC DMA Adults 18 or older



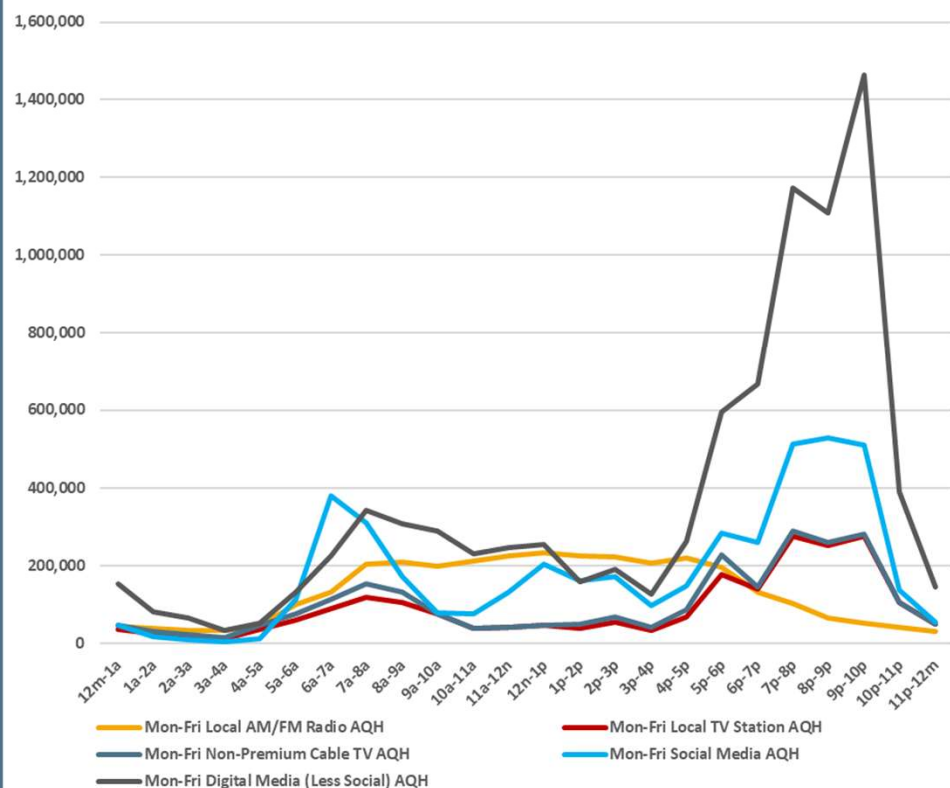


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 24,136;
Local Radio: 17,526; Social Media: 13,721; Non-Prem. Cable: 9,684; Local TV: 6,810
reaching Adults 18 or older who Purchased Items In-Store at BEST BUY in the pas

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Purchased Items In-Store at BEST
BUY in the past 3 months



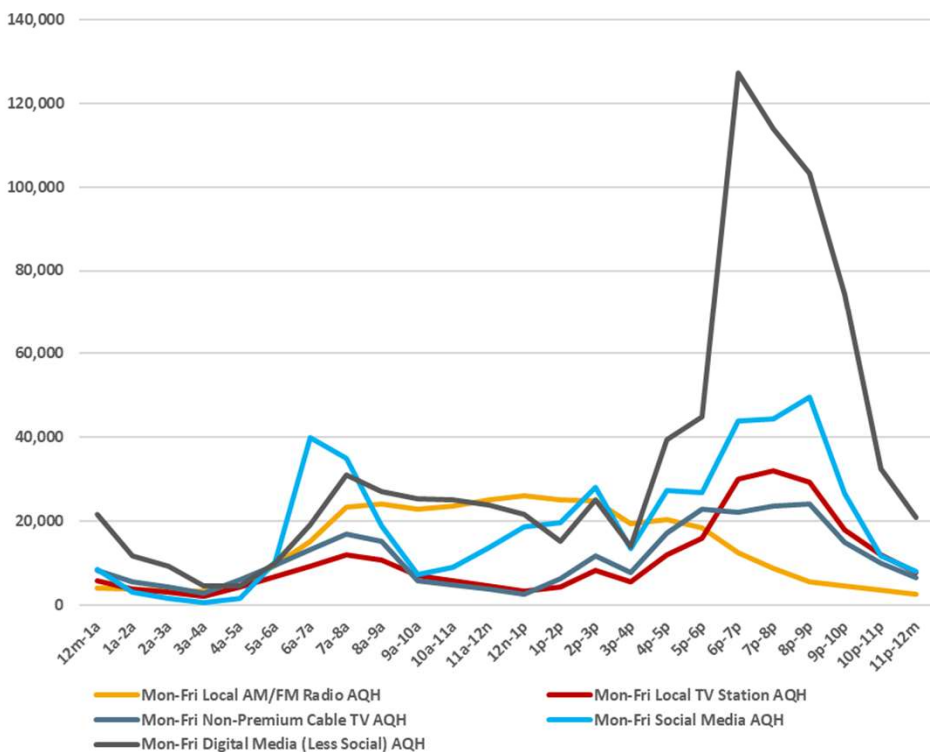
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
SEA Metro Area Adults 18 or older



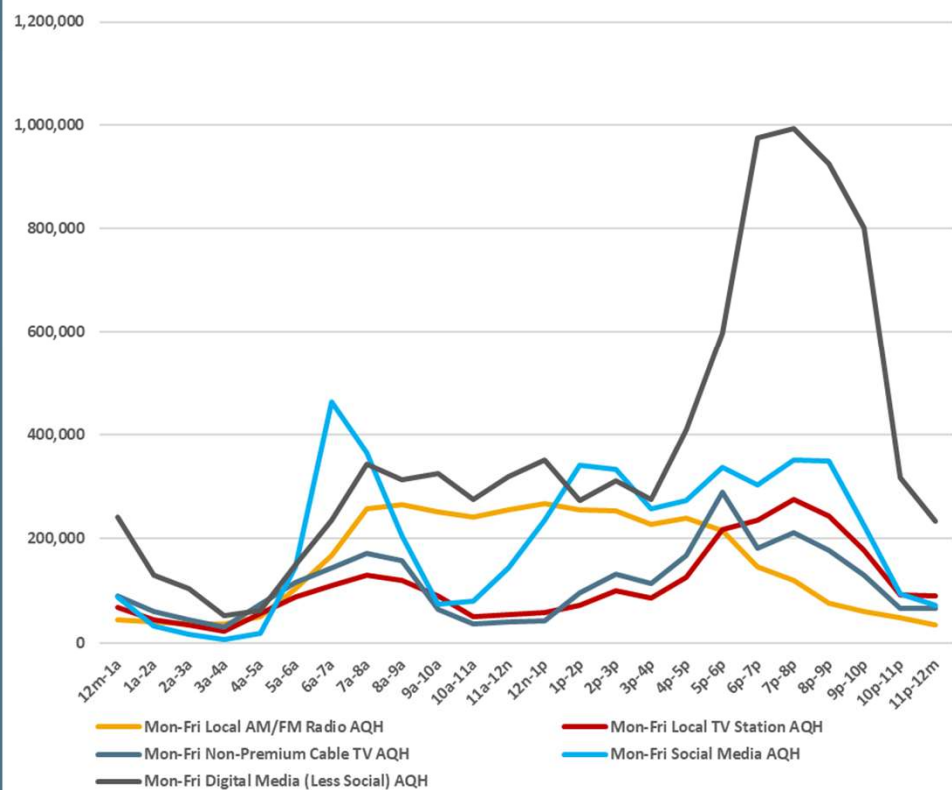


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 33,717;
Social Media: 23,148; Local Radio: 21,585; Non-Prem. Cable: 11,525; Local TV: 9,851
reaching Adults 18 or older who Purchased Items In-Store at BEST BUY in the pa

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Purchased Items In-Store at BEST
BUY in the past 3 months



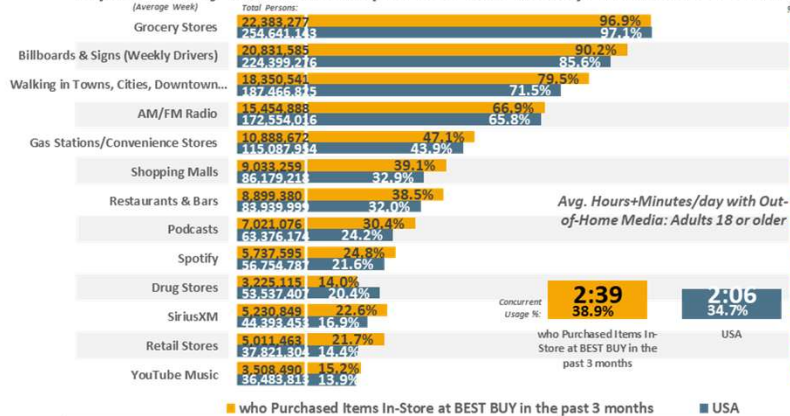
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
PHX Metro Area Adults 18 or older



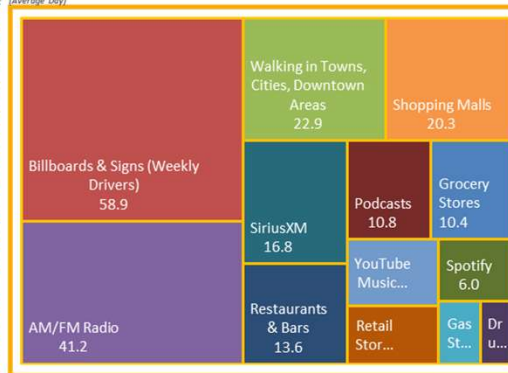


20,831,585 or 90.2% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months spend an average of 58.9 minutes per day driving, seeing Billboards and Signs. 63.4% Listen to Local Radio Stations Out-of-Home for an average of 36.6

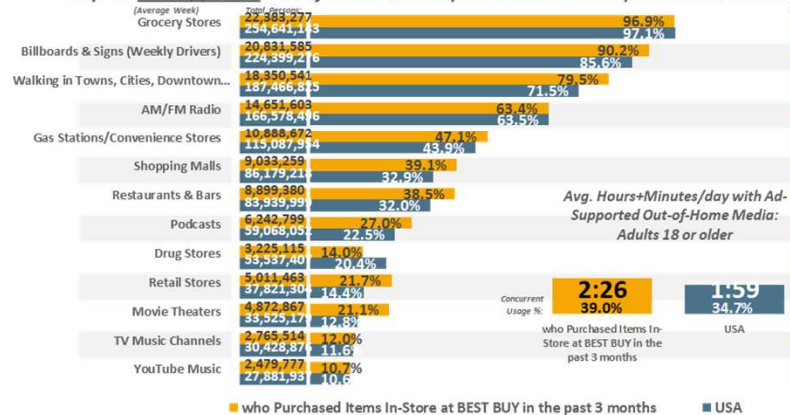
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



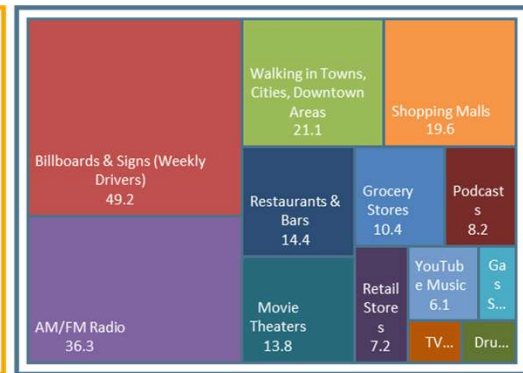
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



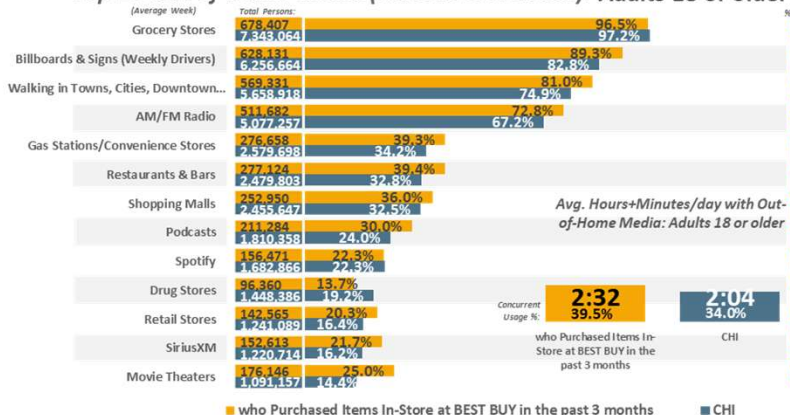
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



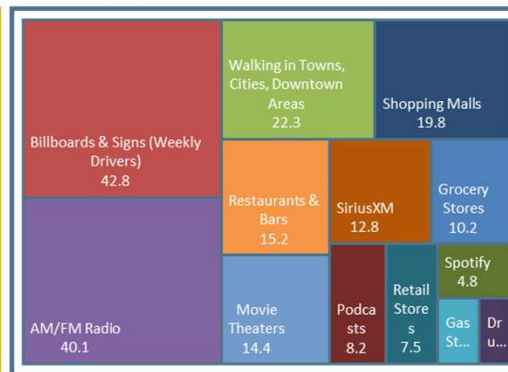
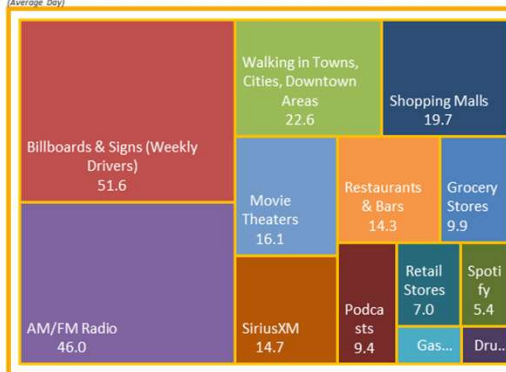


628,131 or 89.3% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months spend an average of 51.6 minutes per day driving, seeing Billboards and Signs. 69.3% Listen to Local Radio Stations Out-of-Home for an average of 40.9 min

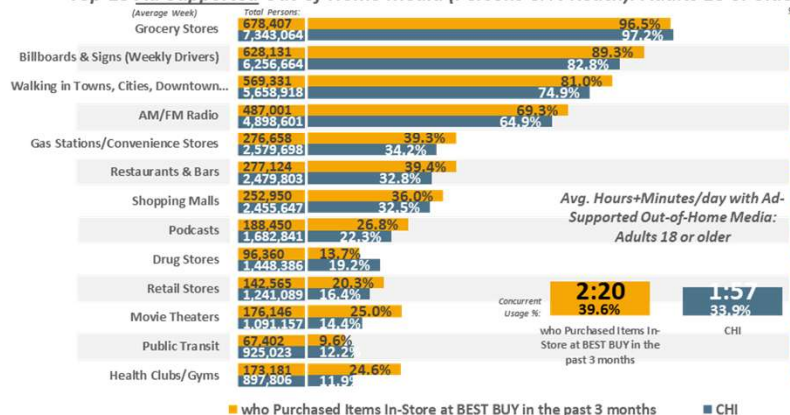
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



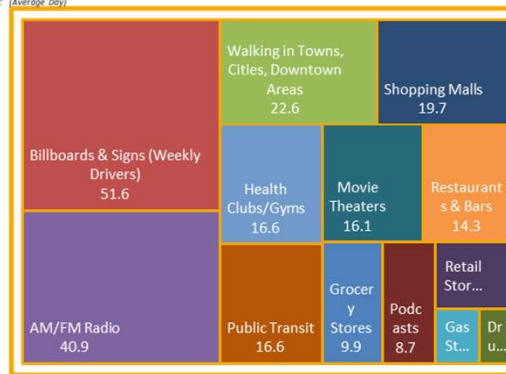
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



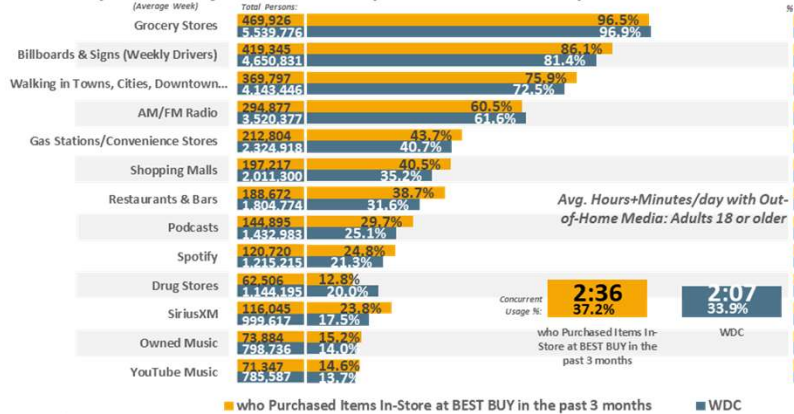
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



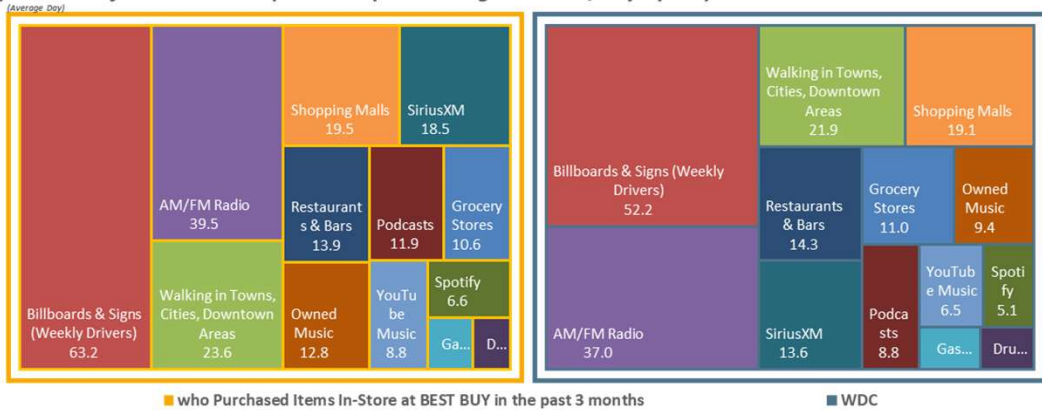


419,345 or 86.1% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months spend an average of 63.2 minutes per day driving, seeing Billboards and Signs. 56.8% Listen to Local Radio Stations Out-of-Home for an average of 34.2 min

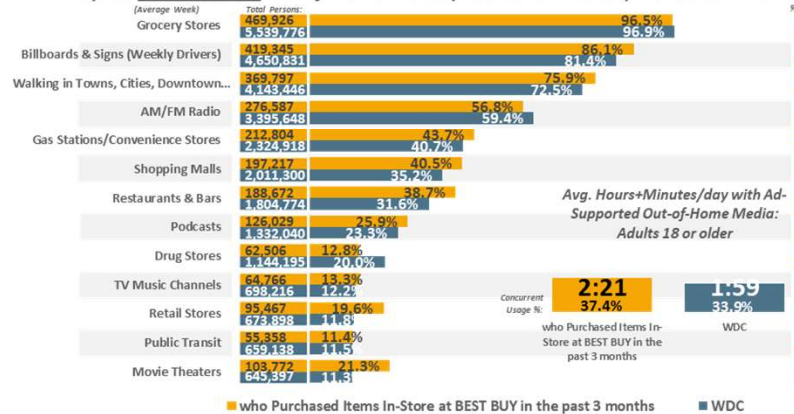
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



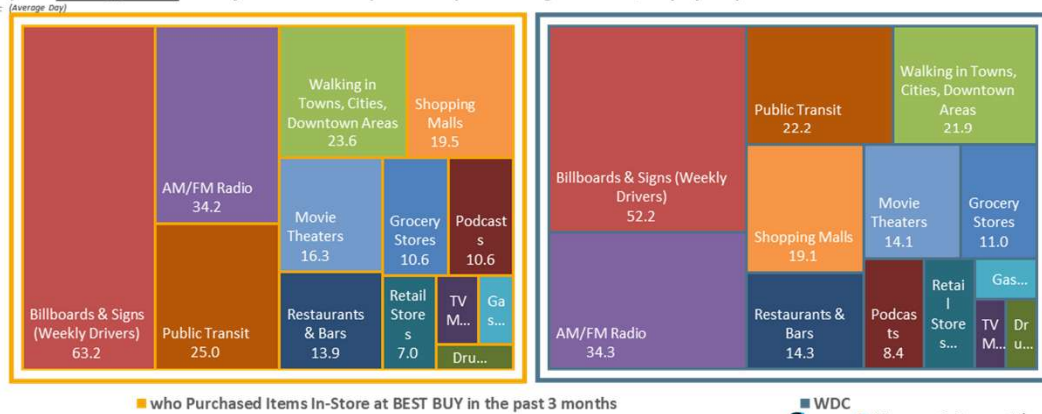
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 560
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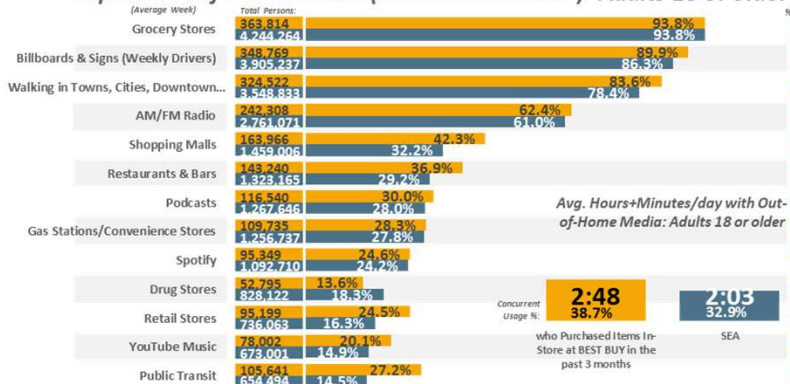
soefa.ai Share of Everything for Anything

[[Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy]]



348,769 or 89.9% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months spend an average of 61.2 minutes per day driving, seeing Billboards and Signs. 60.2% Listen to Local Radio Stations Out-of-Home for an average of 32.6 min

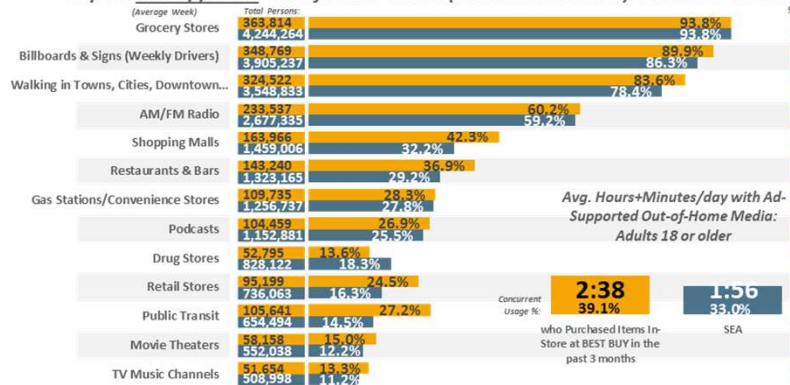
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



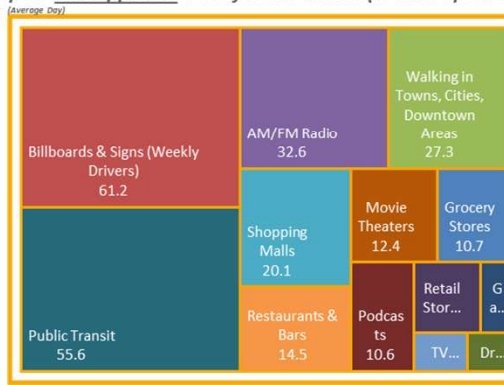
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



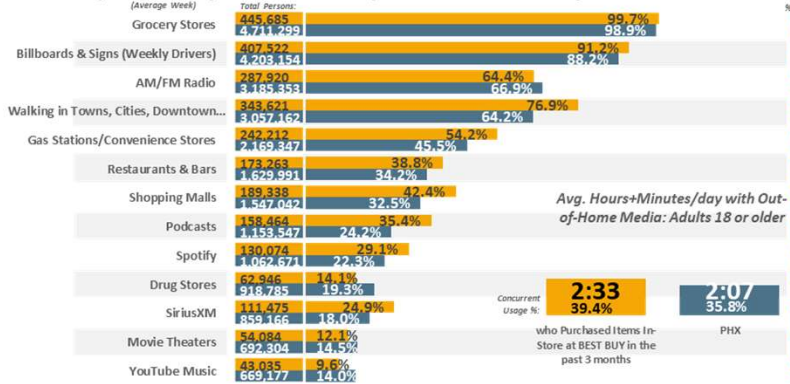
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



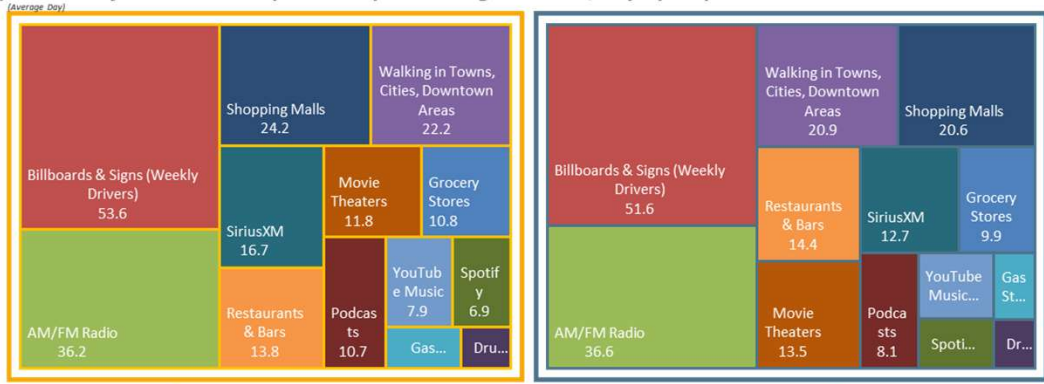


407,522 or 91.2% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months spend an average of 53.6 minutes per day driving, seeing Billboards and Signs. 62.4% Listen to Local Radio Stations Out-of-Home for an average of 34.7 min

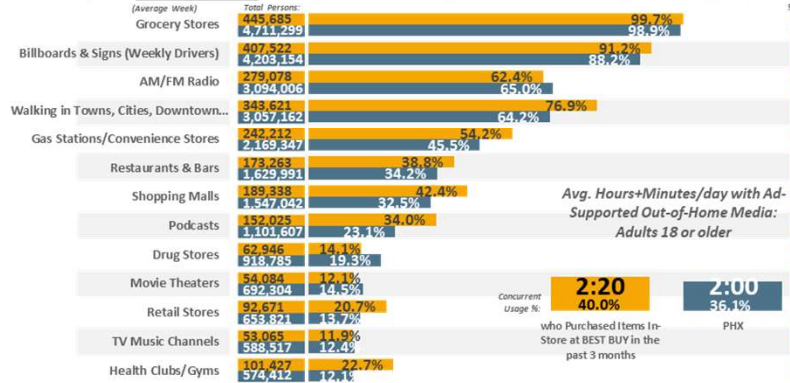
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



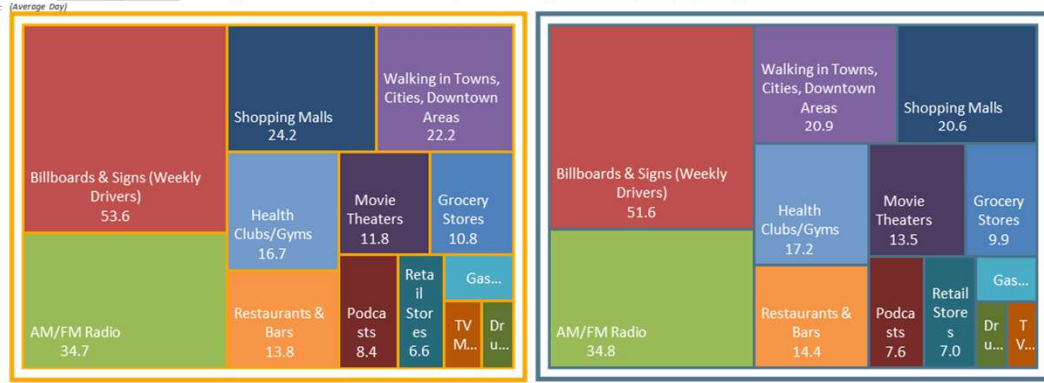
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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





20,831,585 or 90.2% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months spend an average of 58.9 minutes per day driving, seeing Billboards and Signs representing 36.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,175
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

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[[Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy]]



628,131 or 89.3% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months spend an average of 51.6 minutes per day driving, seeing Billboards and Signs representing 32.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 417 CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186
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[(Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy)]



419,345 or 86.1% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months spend an average of 63.2 minutes per day driving, seeing Billboards and Signs representing 38.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 560 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

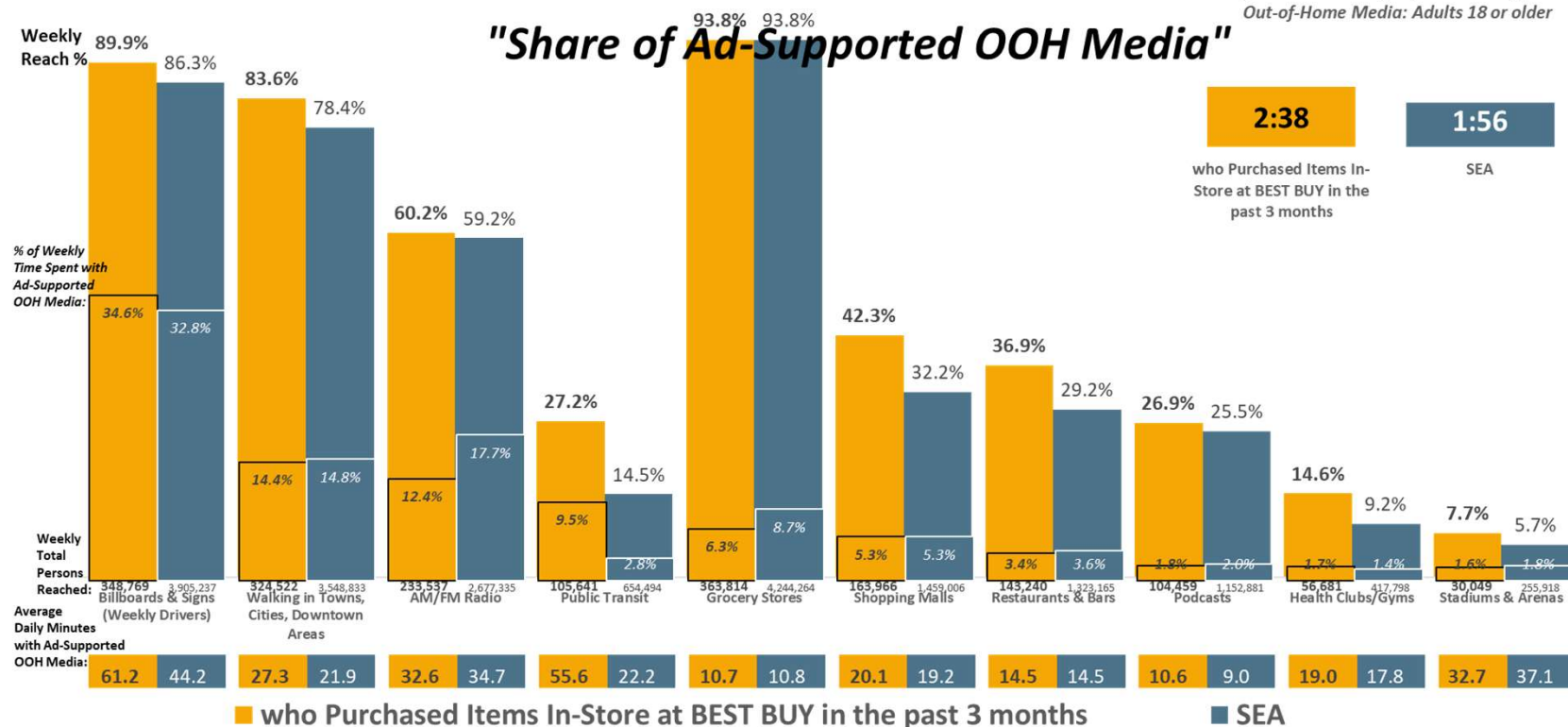
soefa.ai Share of Everything for Anything

[[Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy]]



348,769 or 89.9% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months spend an average of 61.2 minutes per day driving, seeing Billboards and Signs representing 34.6% 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



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 320 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986
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[[Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy]]



407,522 or 91.2% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months spend an average of 53.6 minutes per day driving, seeing Billboards and Signs representing 34.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 201
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PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

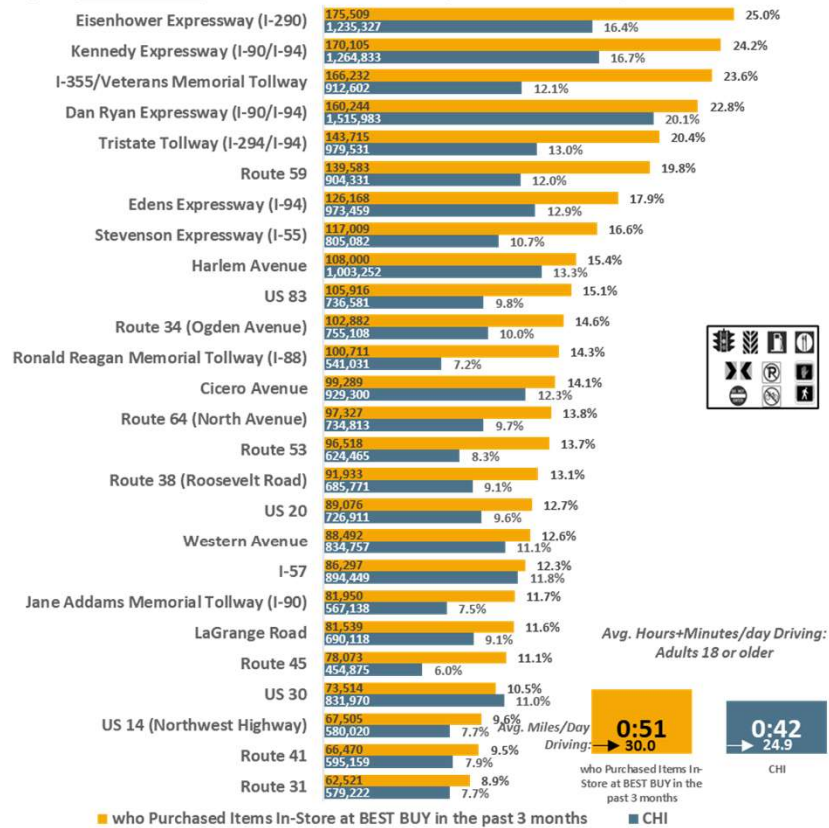
soefa.ai Share of Everything for Anything

[[Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy]]

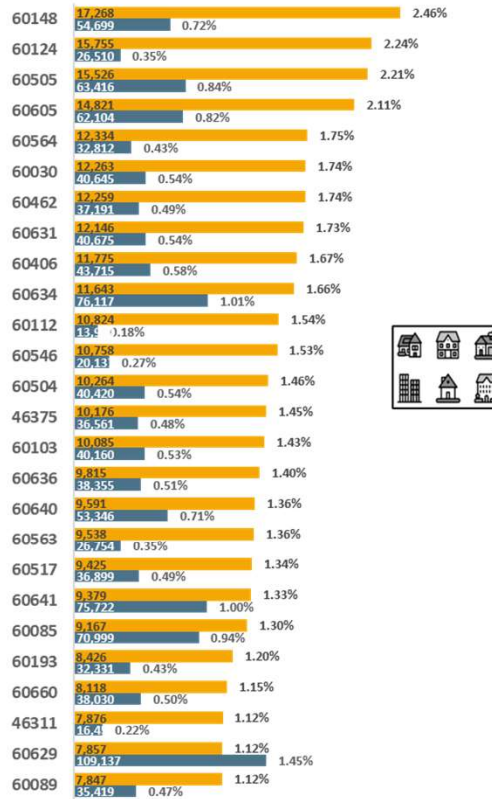


628,131 or 89.3% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months spend an average of 51.6 minutes per day driving an average of 30. miles each day and are 99.9% more likely to use Ronald Reagan Memorial Tollway (I-88) t

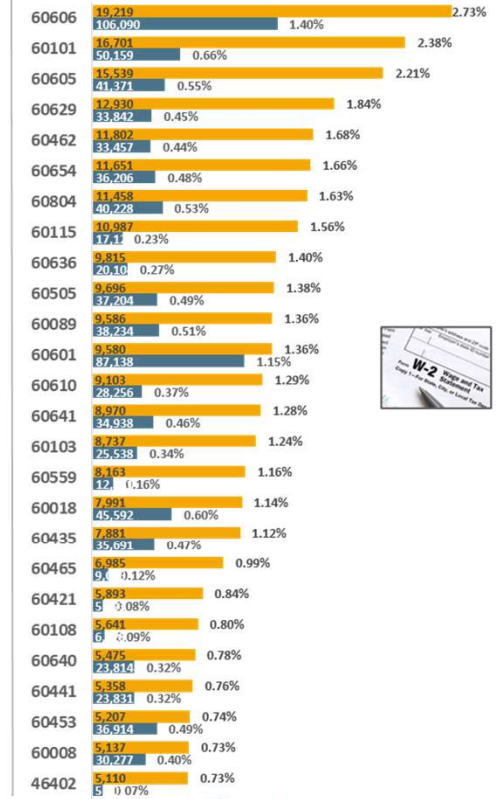
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



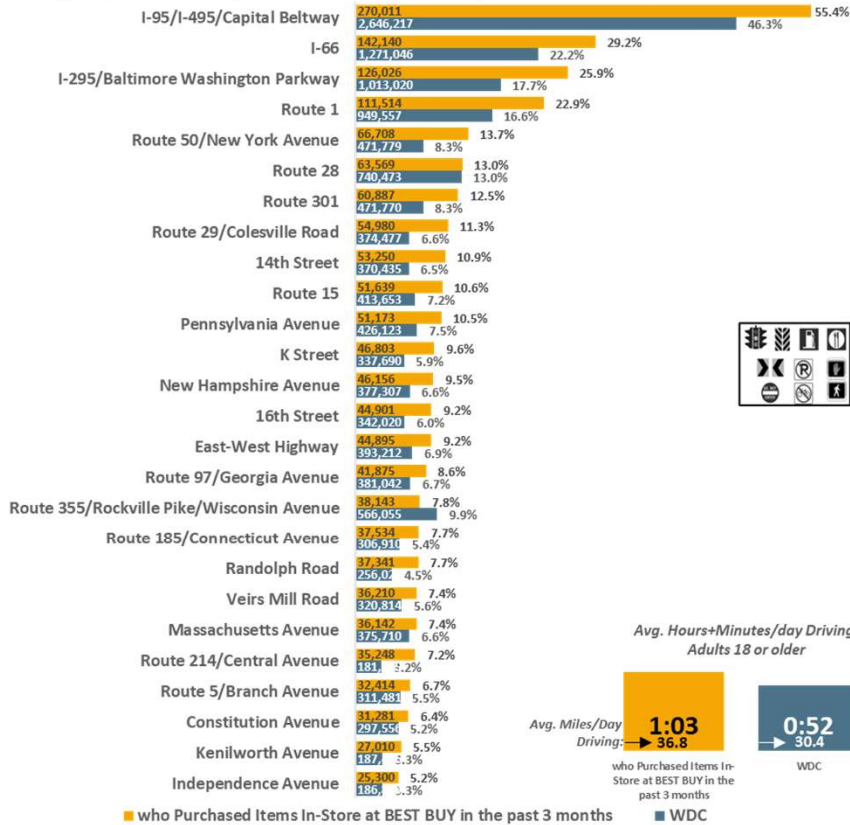
Top-26 Employment Zip Codes: Adults 18 or older





419,345 or 86.1% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months spend an average of 63.2 minutes per day driving an average of 36.8 miles each day and are 72.2% more likely to use Route 29/Colesville Road than the Metr

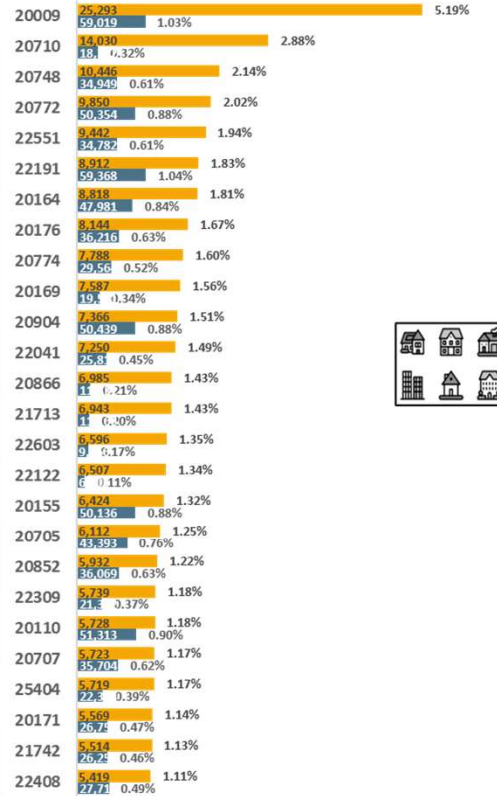
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



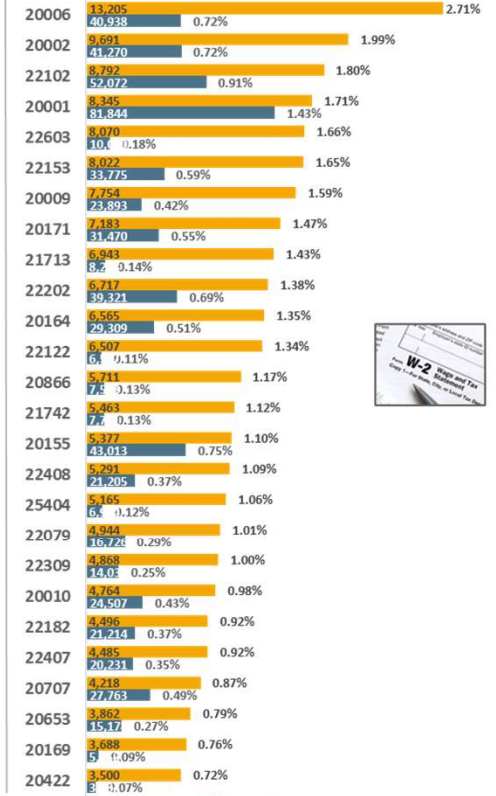
Avg. Hours+Minutes/day Driving:
Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



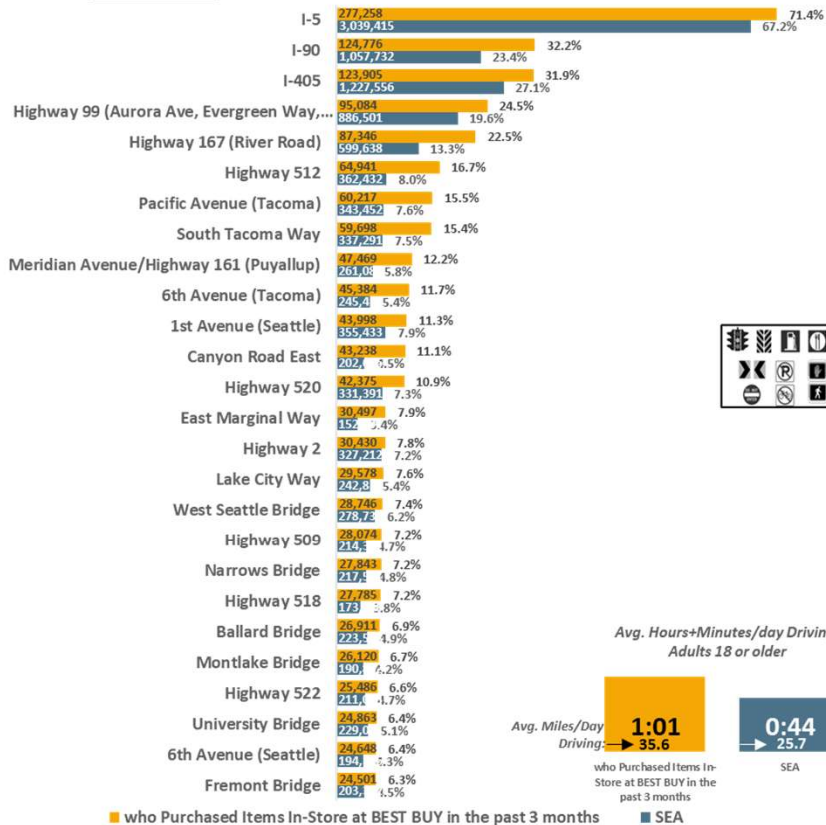
Top-26 Employment Zip Codes: Adults 18 or older



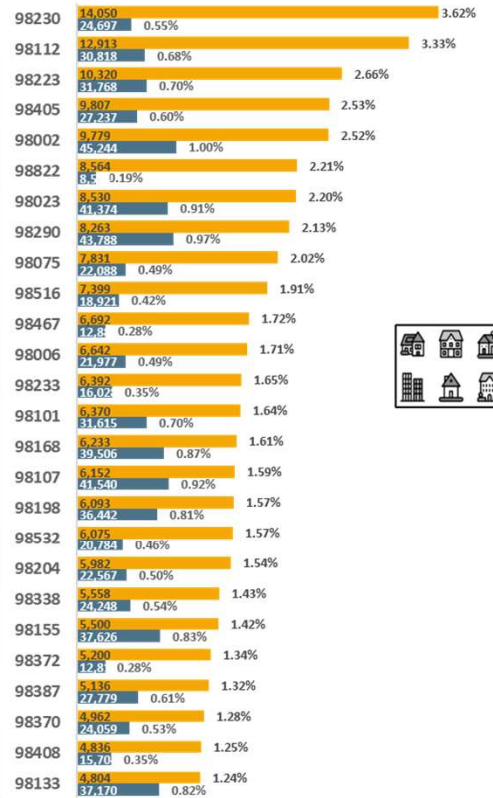


348,769 or 89.9% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months spend an average of 61.2 minutes per day driving an average of 35.6 miles each day and are 148.8% more likely to use Canyon Road East than the Metro average

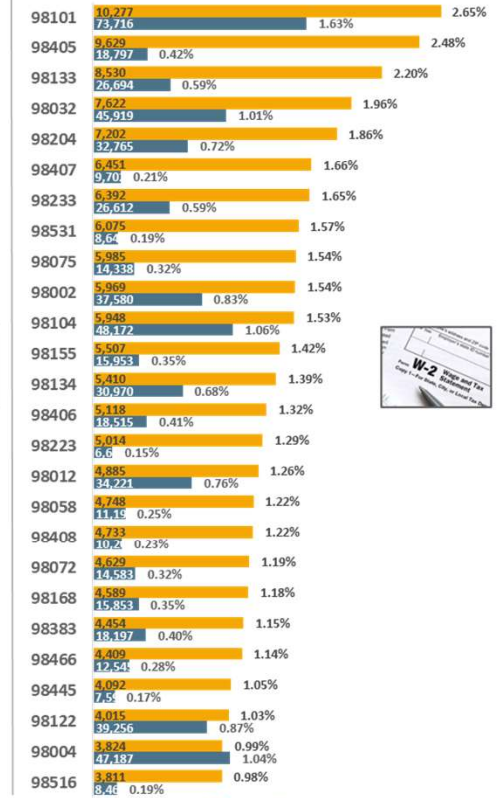
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



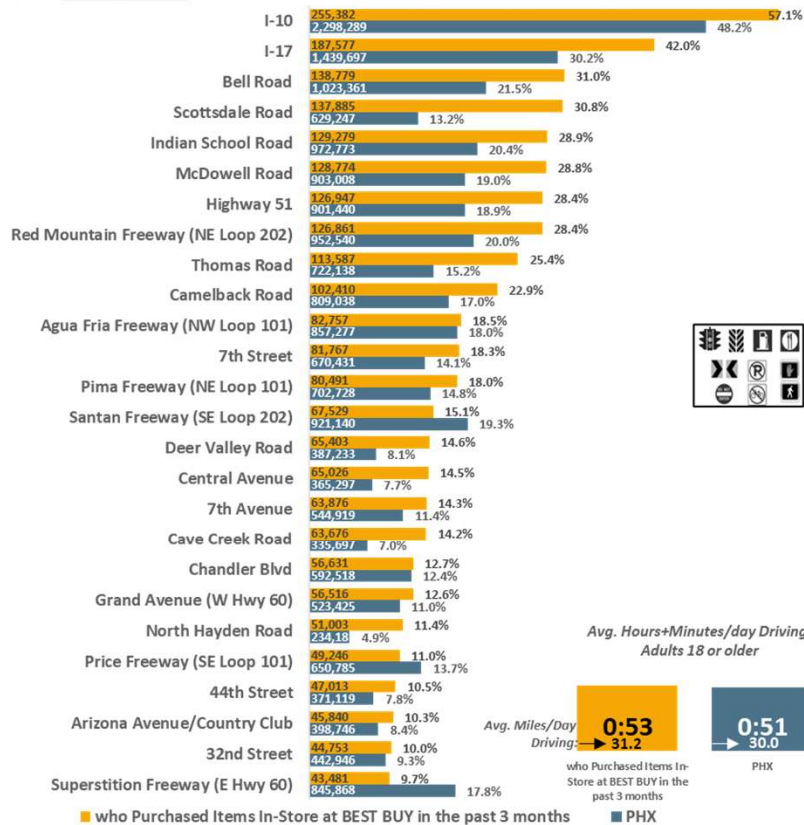
Top-26 Employment Zip Codes: Adults 18 or older



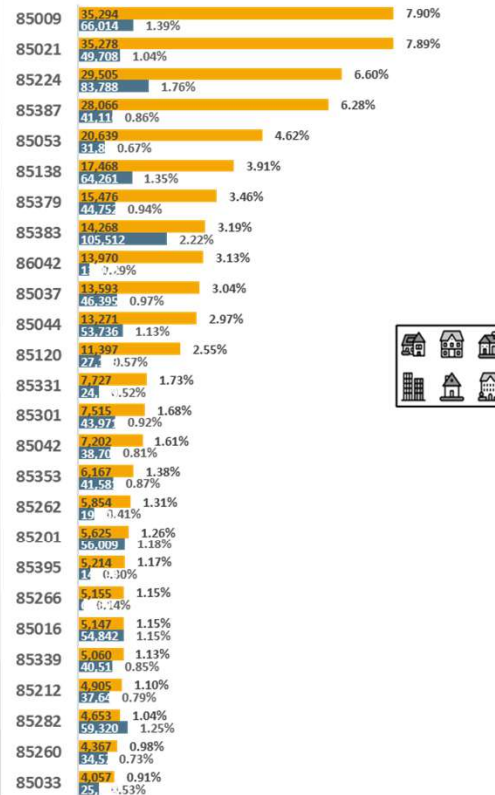


407,522 or 91.2% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months spend an average of 53.6 minutes per day driving an average of 31.2 miles each day and are 133.5% more likely to use Scottsdale Road than the Metro averag

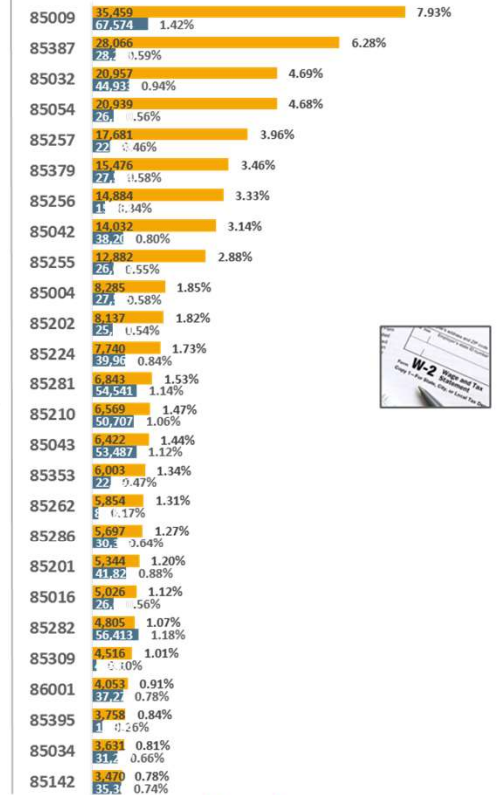
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



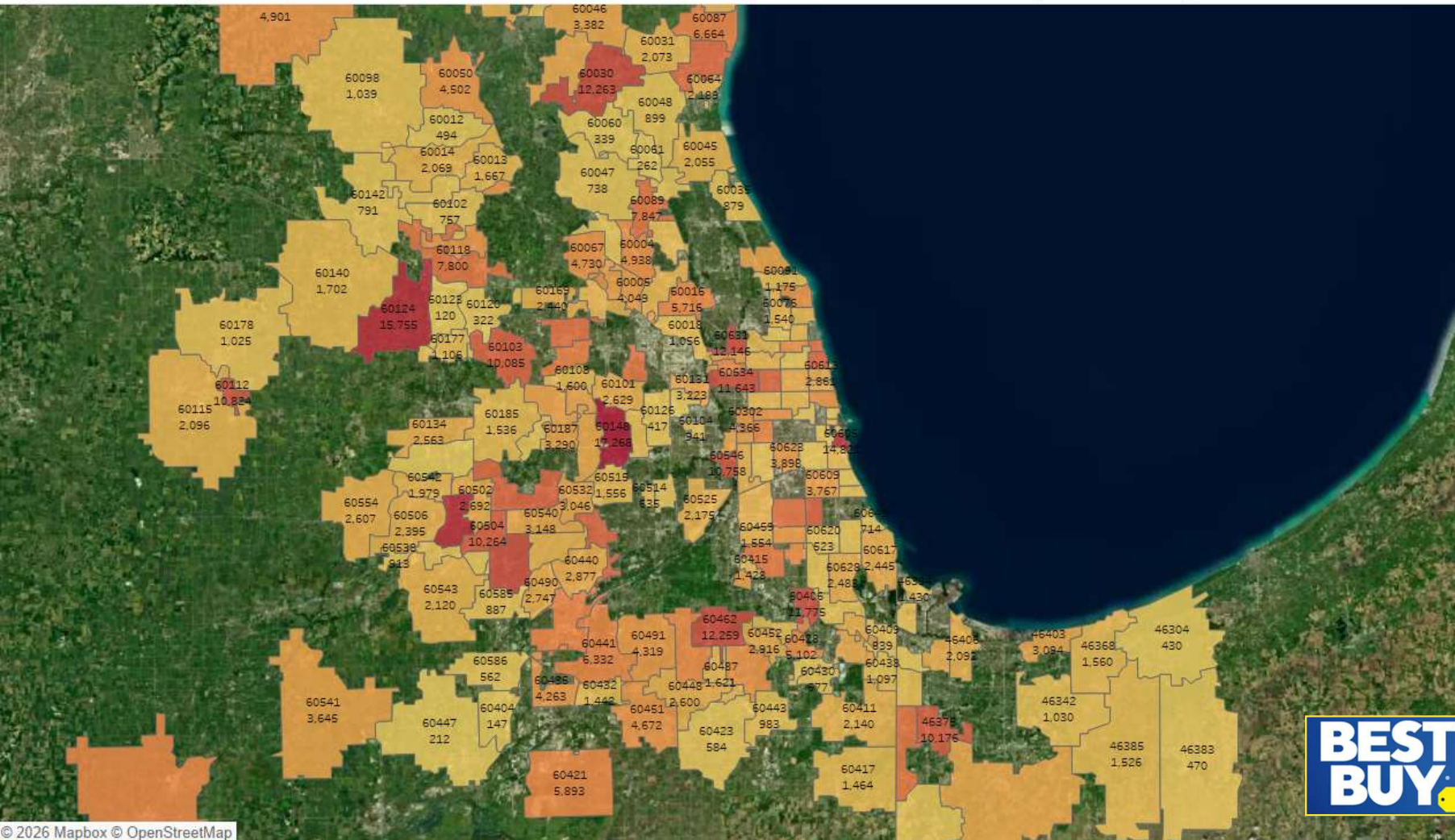
Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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



SUM(Adults 18 or older ...
108 17,268



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CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 417

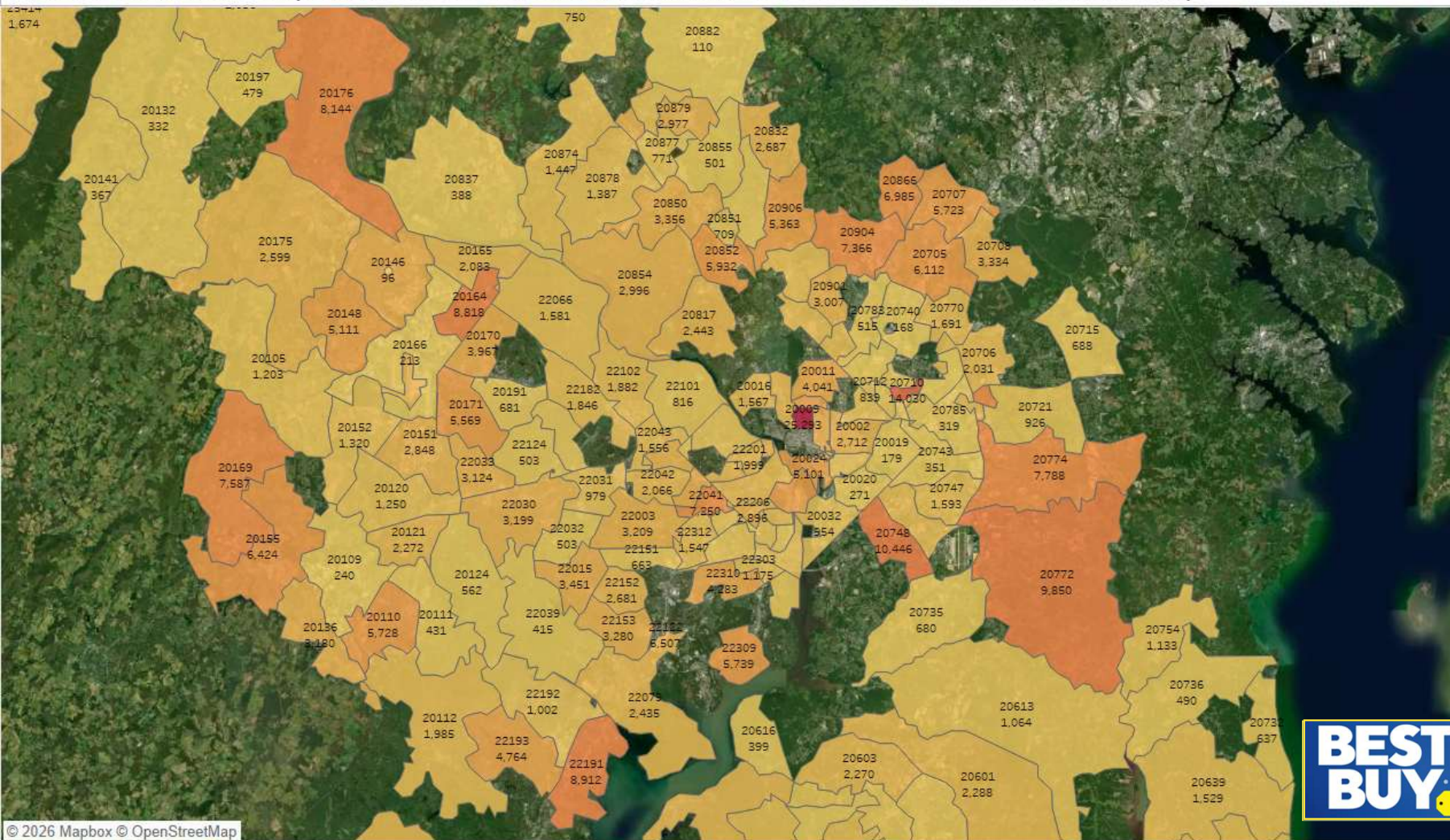
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[(Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy)]

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

SUM(Adults 18 or older ...



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WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 560

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for Anything

[[Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy]]

SUM(Adults 18 or older ...)



37 14,050



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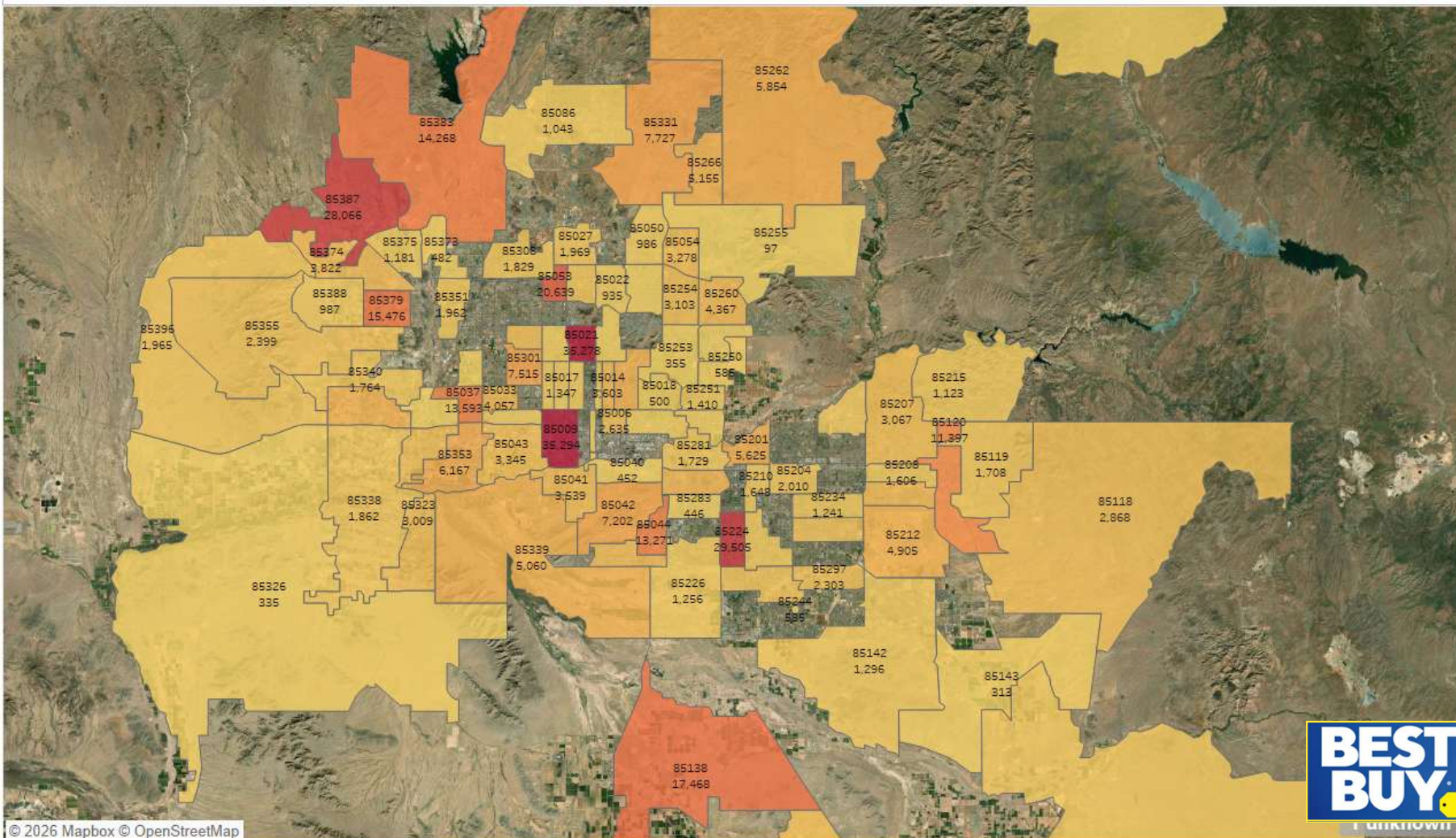
BEST BUY SEA

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for Anything

[(Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy)]

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

SUM(Adults 18 or older ...



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PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intob 201
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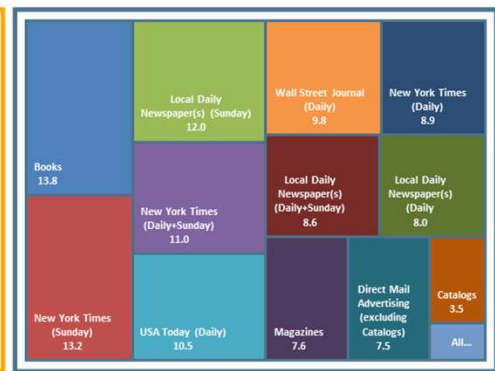
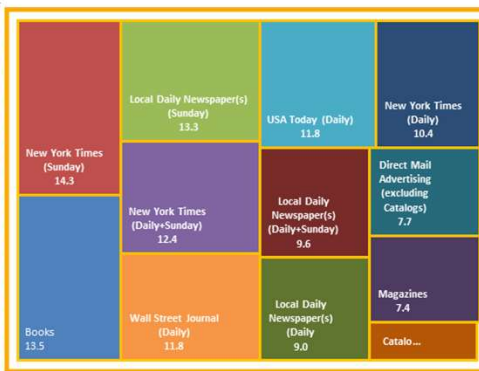
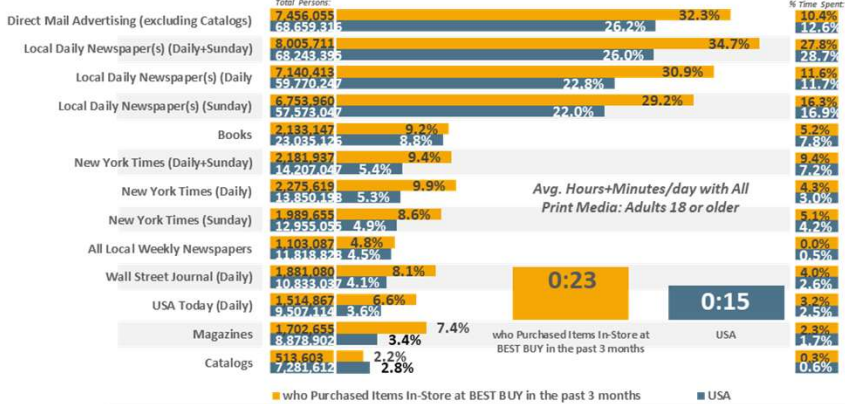
soefa.ai Share of Everything for Anything

[[Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy]]

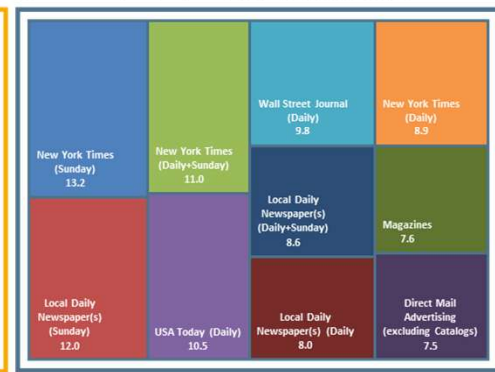
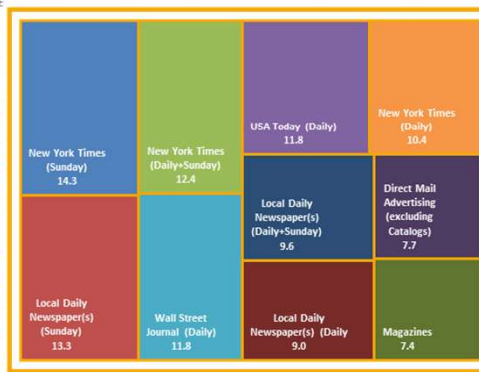
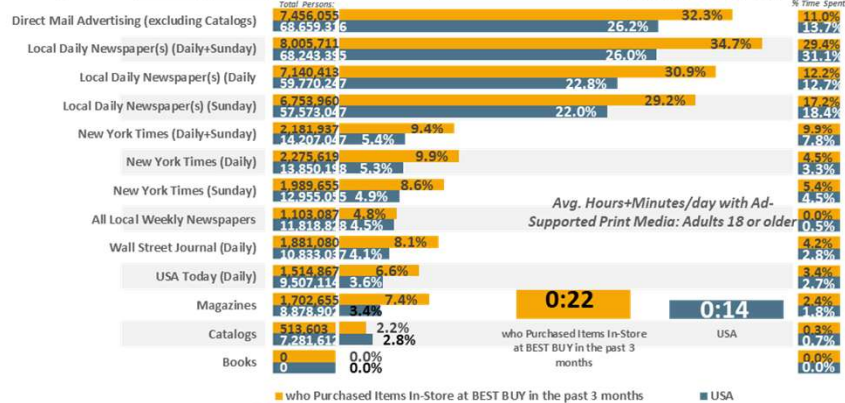


8,005,711 or 34.7% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.6 minutes every day representing 29.4% of all time spent daily with All forms of Print

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



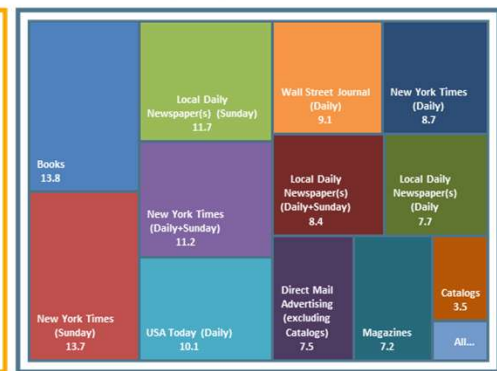
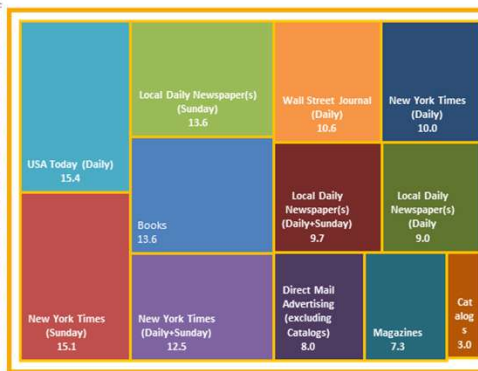
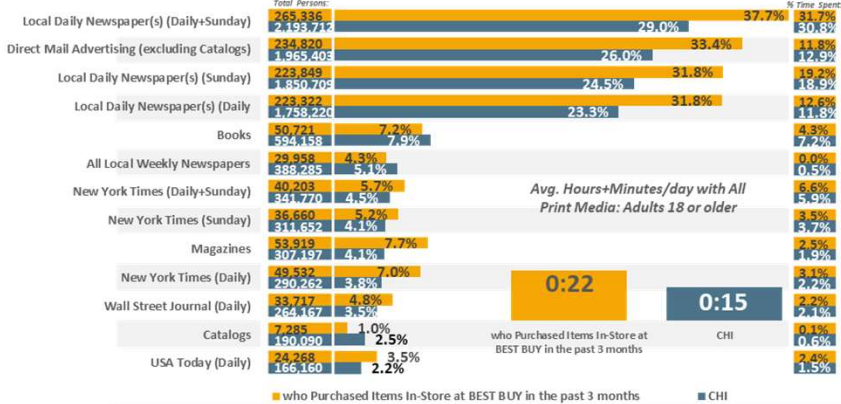
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



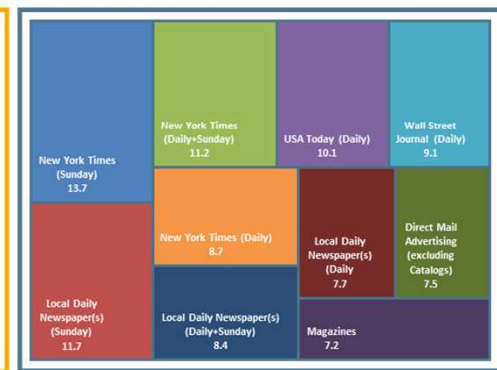
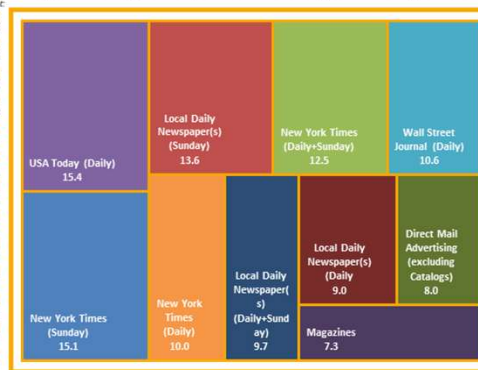
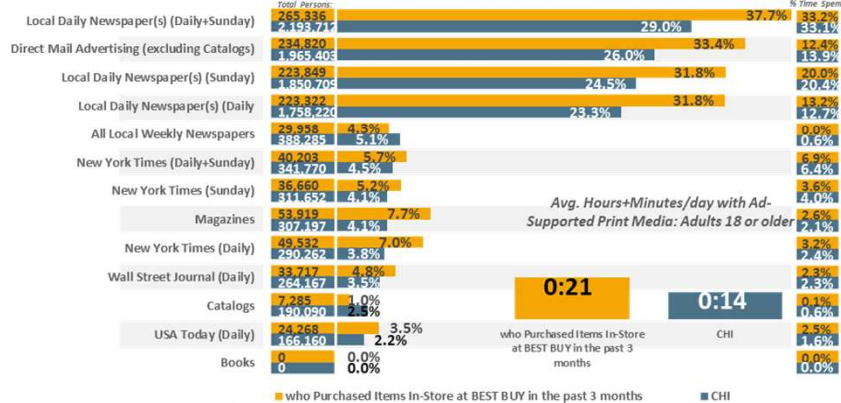


265,336 or 37.7% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.7 minutes every day representing 33.2% of all time spent daily with All forms of Print M

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**

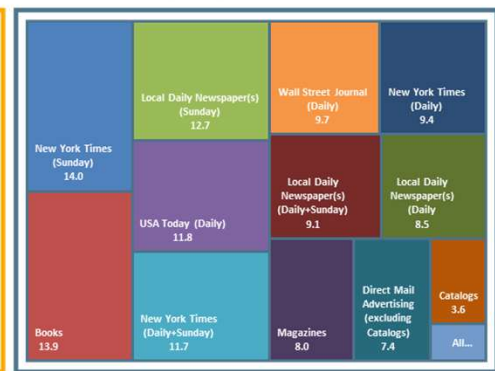
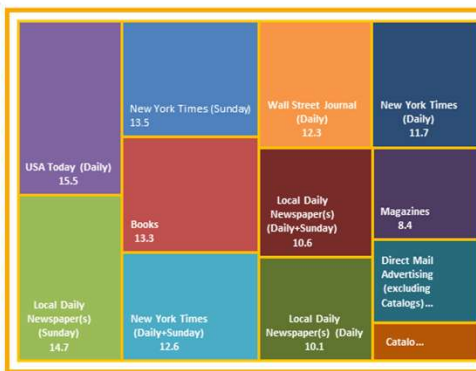
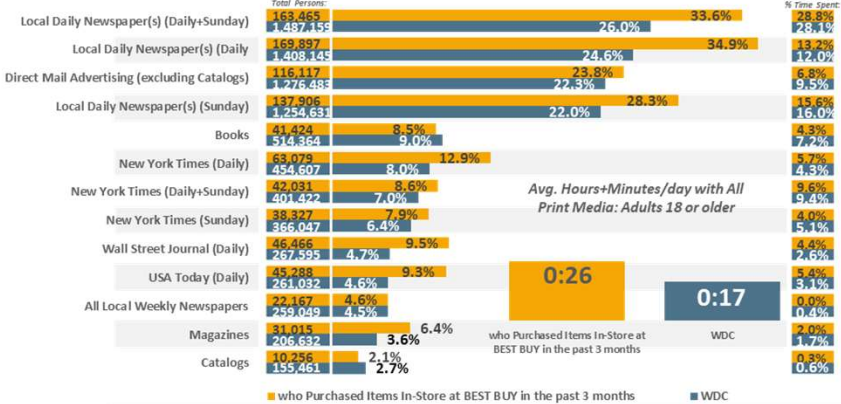


[(Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy)]

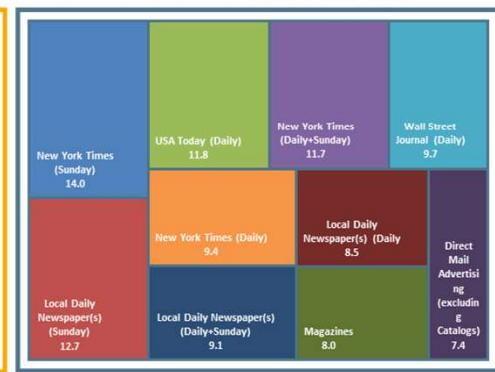
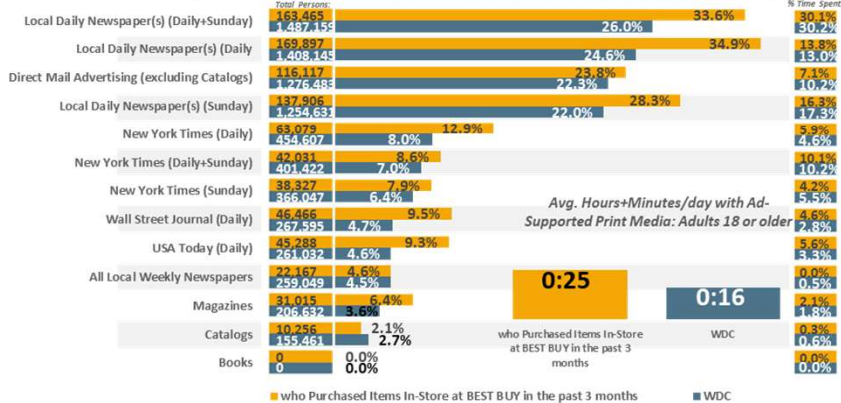


163,465 or 33.6% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.6 minutes every day representing 30.1% of all time spent daily with All forms of Print

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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 560
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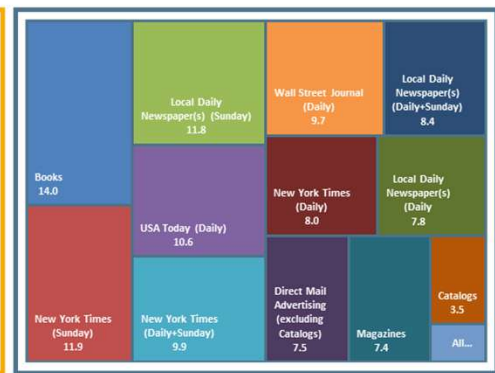
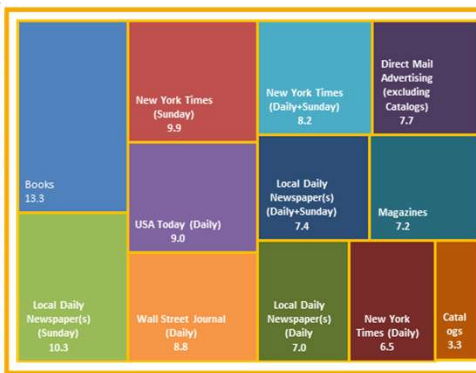
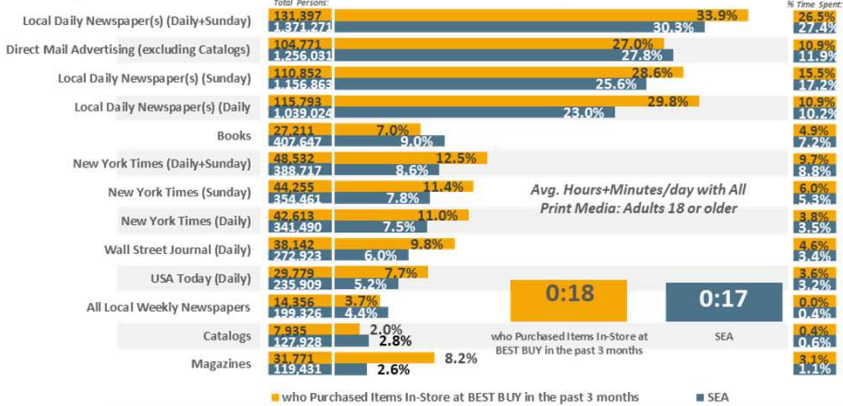
soefa.ai Share of Everything for Anything

[[Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy]]

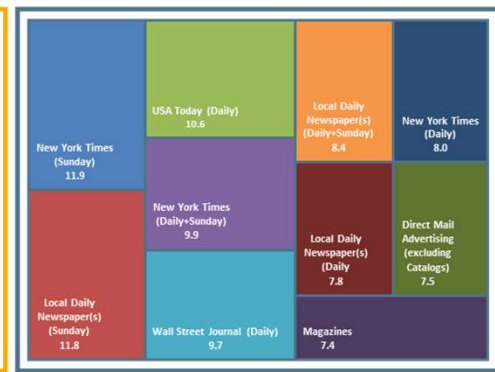
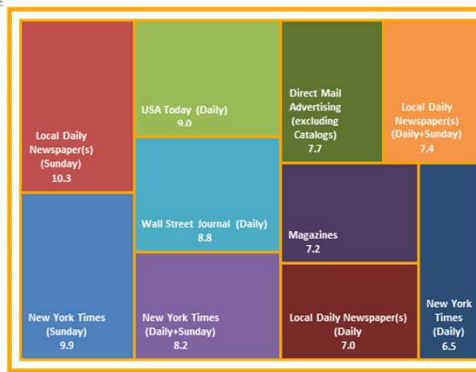
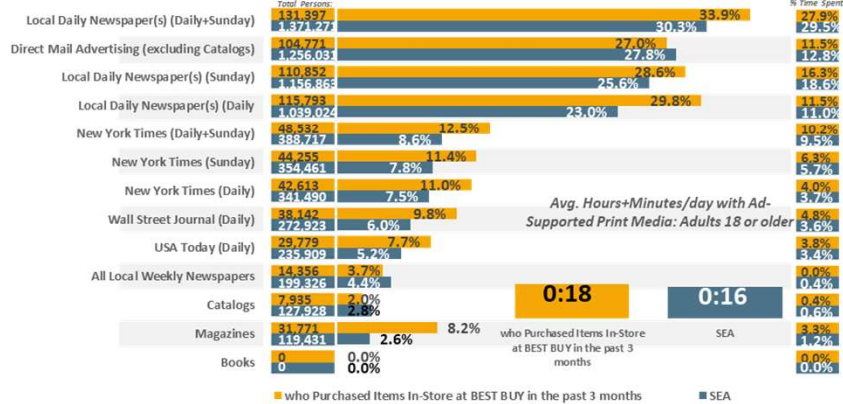


131,397 or 33.9% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.4 minutes every day representing 27.9% of all time spent daily with All forms of Print M

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**



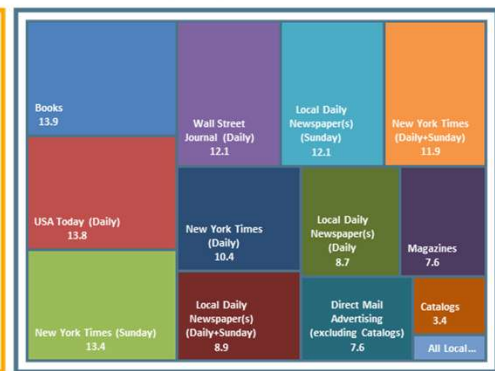
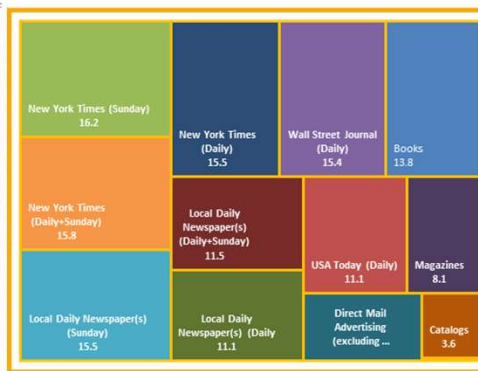
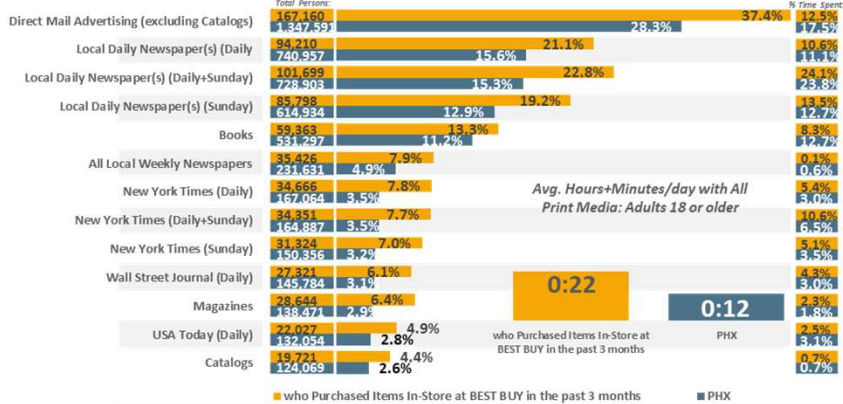
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



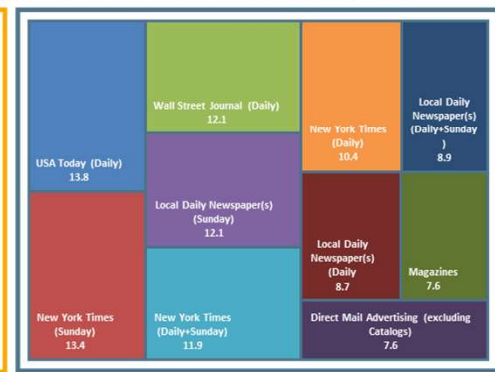
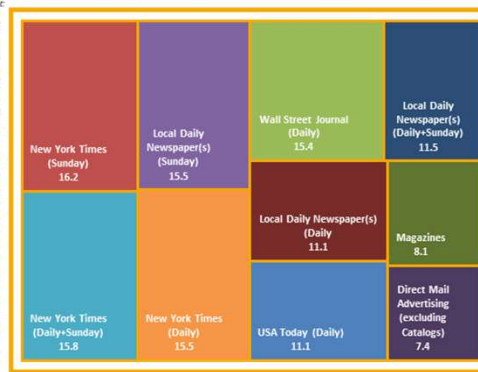
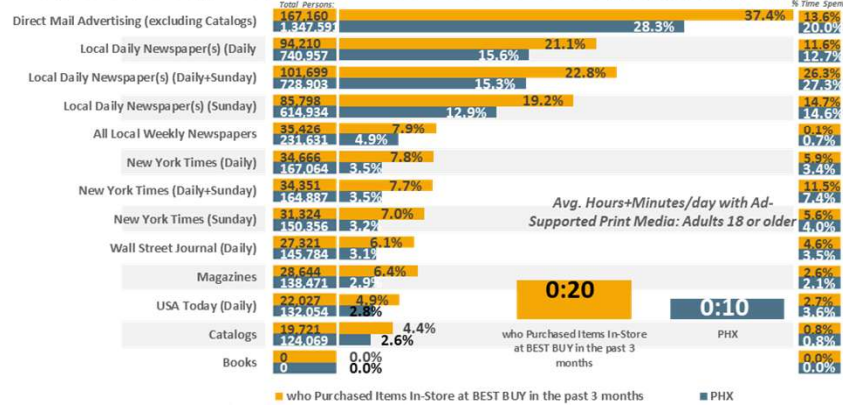


101,699 or 22.8% of Adults 18 or older who Purchased Items In-Store at BEST BUY in the past 3 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.5 minutes every day representing 26.3% of all time spent daily with All forms of Print

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



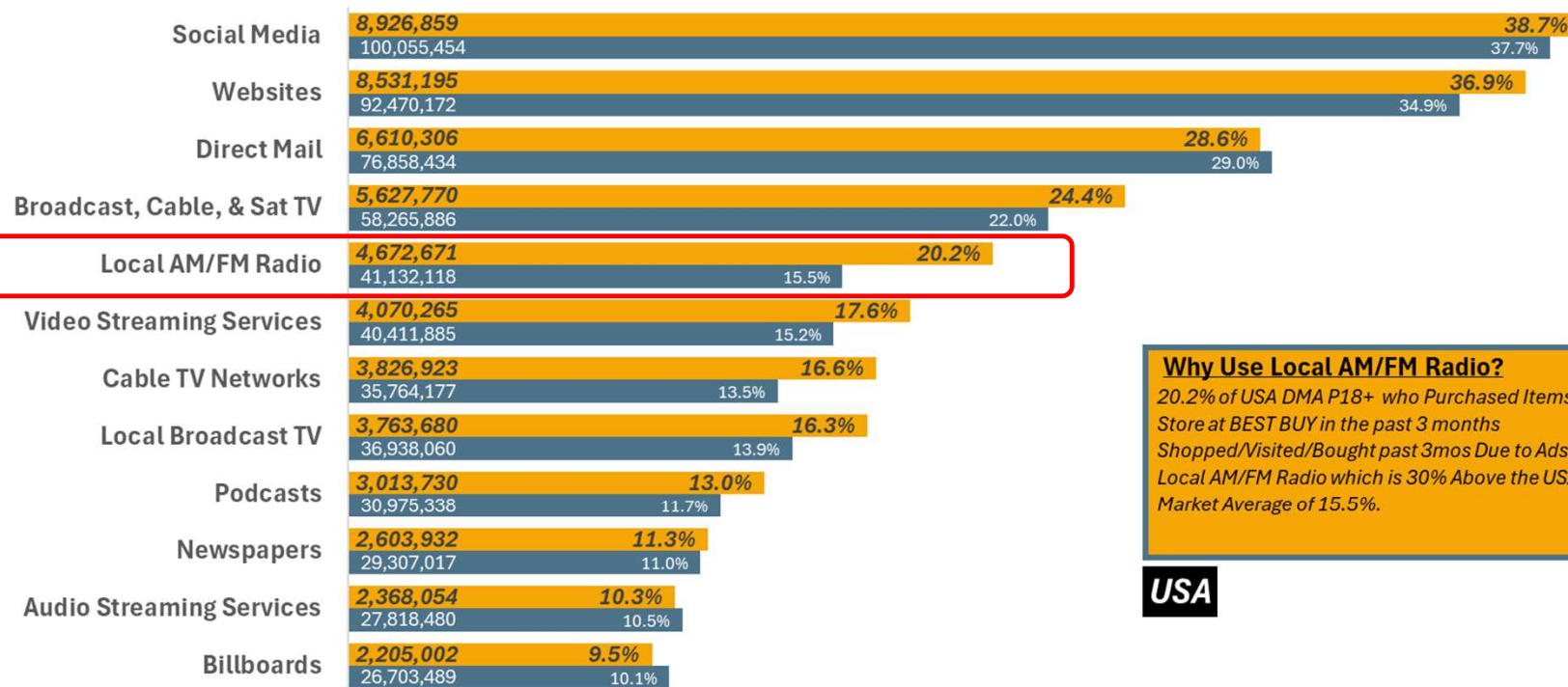
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





"Advertising Actions"

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



Why Use Local AM/FM Radio?

20.2% of USA DMA P18+ who Purchased Items In-Store at BEST BUY in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 30% Above the USA DMA Market Average of 15.5%.

USA

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

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

USA DMA Scarborough R2 2025: Sep 24-Aug 25 Qual Intab: 2175
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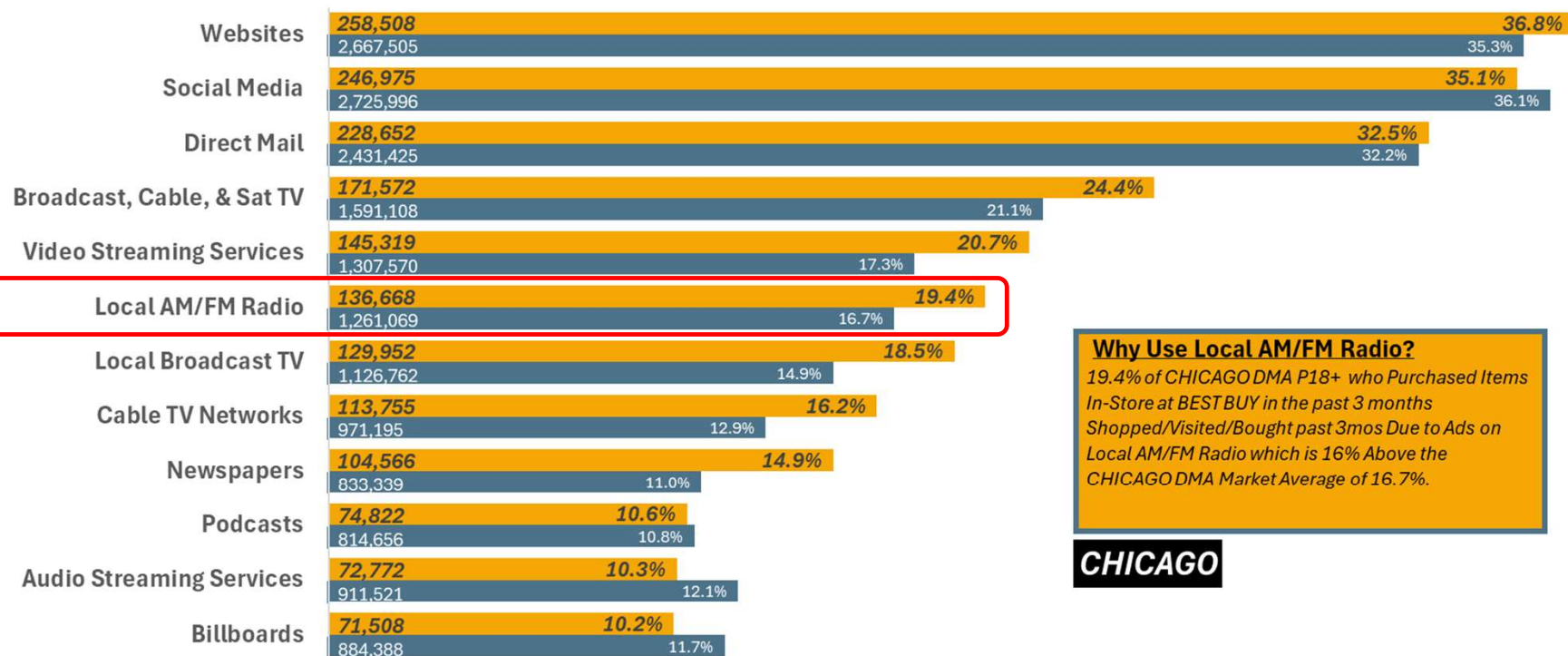
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[[Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy]]



"Advertising Actions"

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



Why Use Local AM/FM Radio?

19.4% of CHICAGO DMA P18+ who Purchased Items In-Store at BEST BUY in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 16% Above the CHICAGO DMA Market Average of 16.7%.

CHICAGO

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

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

CHICAGO DMA Scarborough R2 2025: Sep 24-Jul 25 Qual Intab: 417

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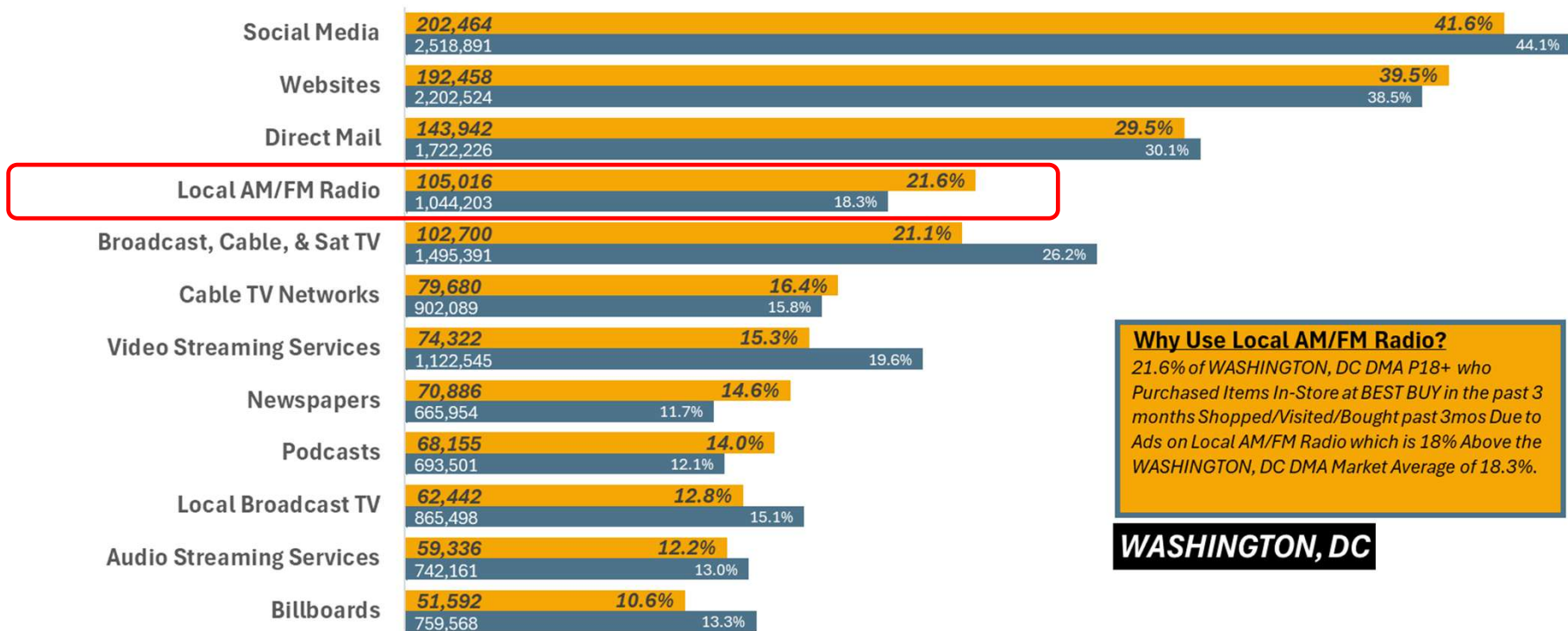
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[[Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy]]



"Advertising Actions"

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



Why Use Local AM/FM Radio?

21.6% of WASHINGTON, DC DMA P18+ who Purchased Items In-Store at BEST BUY in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 18% Above the WASHINGTON, DC DMA Market Average of 18.3%.

WASHINGTON, DC

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

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

WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab: 560

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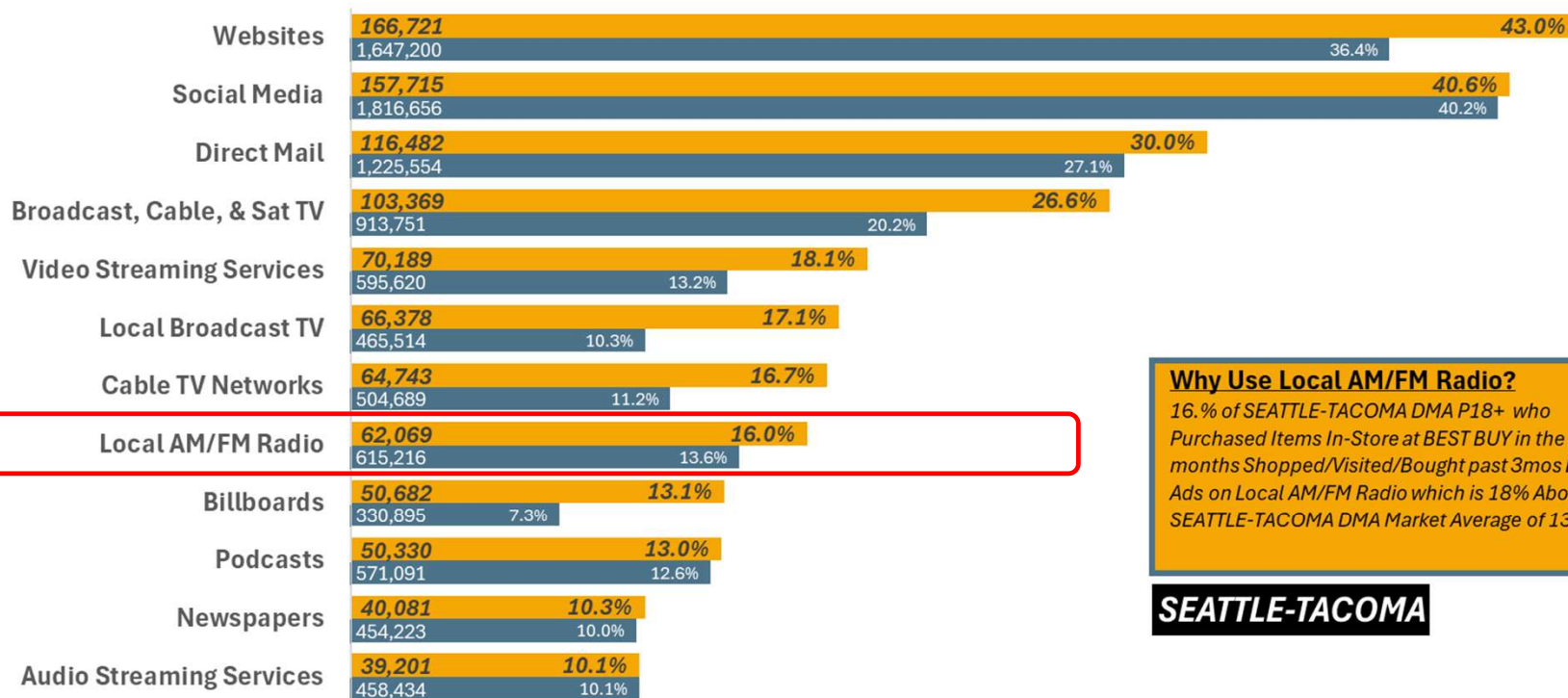
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[[Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy]]



"Advertising Actions"

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



Why Use Local AM/FM Radio?

16. % of SEATTLE-TACOMA DMA P18+ who Purchased Items In-Store at BEST BUY in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 18% Above the SEATTLE-TACOMA DMA Market Average of 13.6%.

SEATTLE-TACOMA

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

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

SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 320
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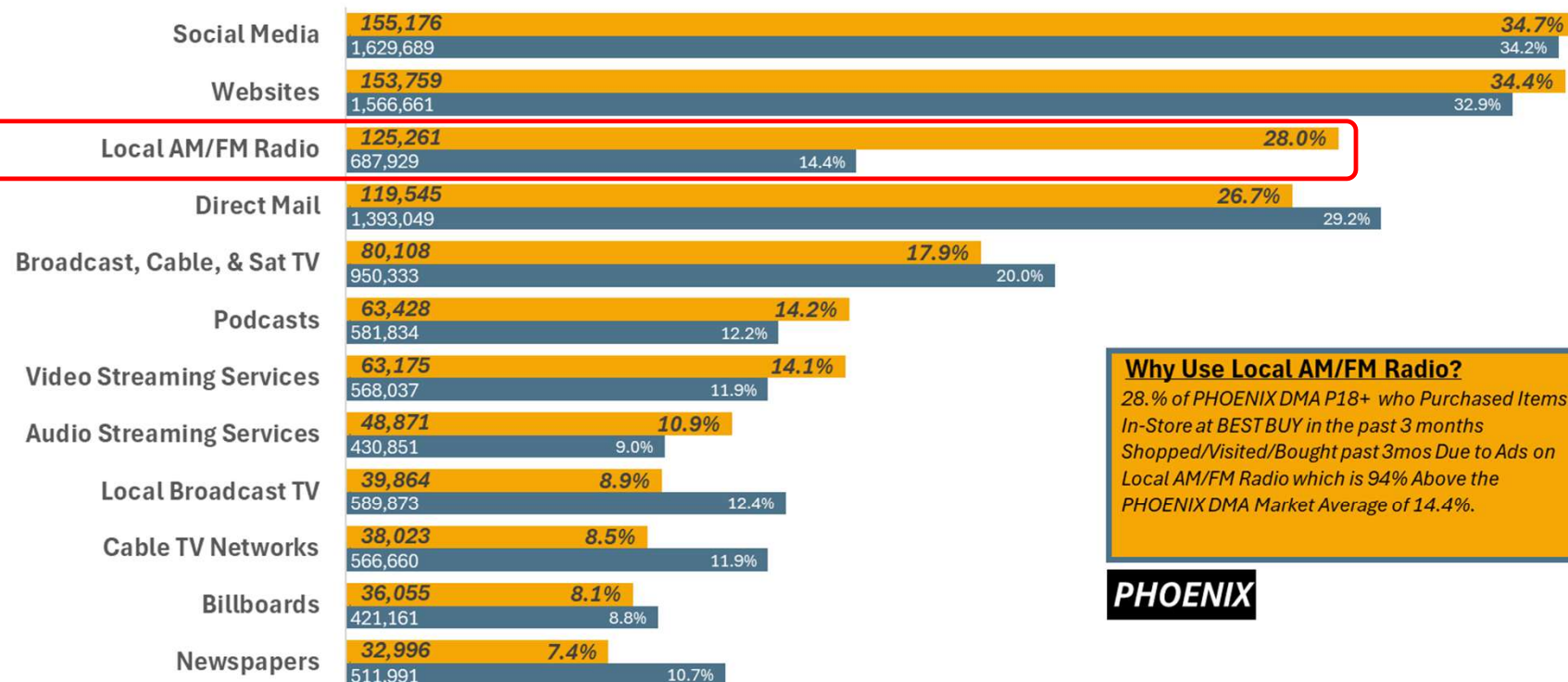
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[[Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy]]



"Advertising Actions"

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



Why Use Local AM/FM Radio?

28.% of PHOENIX DMA P18+ who Purchased Items In-Store at BEST BUY in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 94% Above the PHOENIX DMA Market Average of 14.4%.

PHOENIX

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

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

PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab: 201
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[[Major stores shopped in-store past 3 months: Best Buy AND Major stores bought past 3 months: Best Buy]]