# USA+4 More DMAs – P18+ Purchasing Items In–Store past 3mos at COSTCO!

# Complete Demographic & Media Use Profiles



COSTCO WHOLESALE™




COSTCO WHOLESALE USA

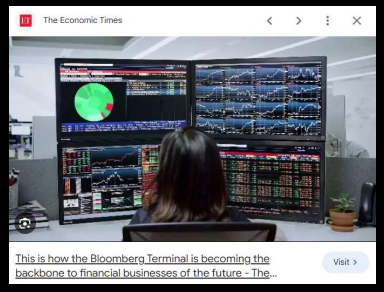
COSTCO WHOLESALE MSP

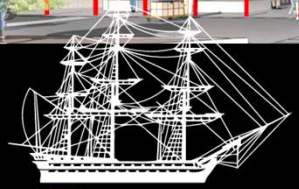
COSTCO WHOLESALE STL

COSTCO WHOLESALE CIN

COSTCO WHOLESALE WPB

**Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI, and WEST PALM BEACH DMA P18+ who Purchased Items In-Store at COSTCO past 3 months as of SEPTEMBER 2024.**



## P18+

Vanguard®

BLACKROCK

STATE STREET℠

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

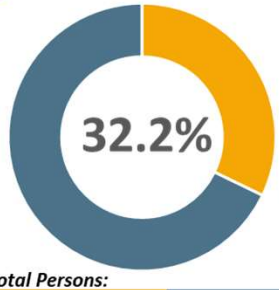
HUBBARD BROADCASTING INC. HB INC.

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

COSTCO WHOLESALE USA

32.2% or 84,322,599 of USA Adults 18 or older Purchased Items In-Store at COSTCO in the past 3 mos.
Typical Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos are 50.2 years old (2.7% older than average) and have a $116,486 (26.% higher than average) annual household income.

## *Percent of Market:* Adults 18 or older



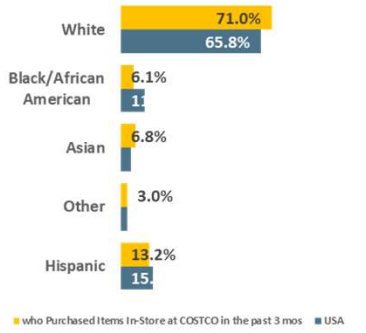

***Total Persons:***

| 84,322,599 | 177,851,901 |
|---|---|

## *Gender of Target vs. Market:* Adults 18 or older

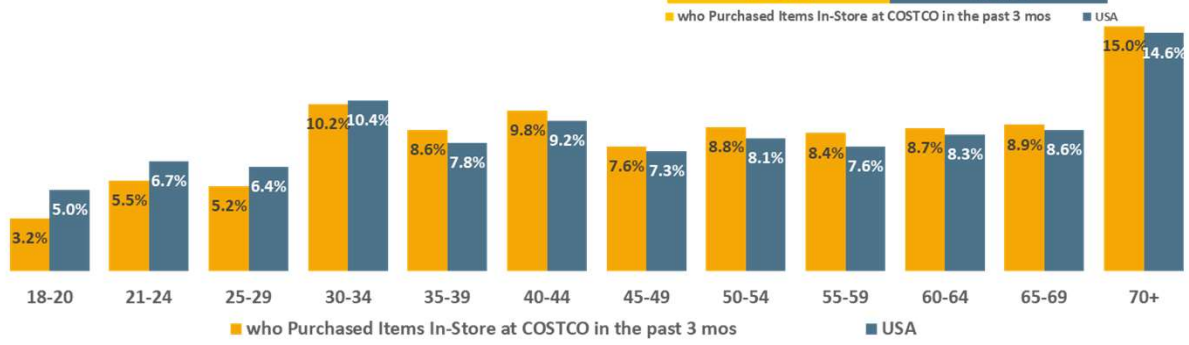
| | Men | Men | Women | Women |
|---|---|---|---|---|
| *%M vs. %F:* | 49.7% | 48.6% | 50.3% | 51.4% |
| *Average Age:* | 50.1 | 48.9 | 50.2 | 48.8 |
| *# Persons:* | 41,914,606 | 127,356,8... | 42,407,993 | 134,817,6... |

## *Ethnicity of Target vs. Market:*

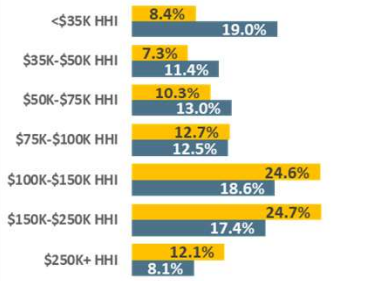



## *Age Cell Demographics of Target vs. Market:*

| *Adults 18 or older* | *Average Age:* 50.2 | 48.8 |
|---|---|---|




## *HHI of Target vs. Market:*




| *Avg HHI:* | $116,486 | $92,464 |
|---|---|---|

*USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 7,755*

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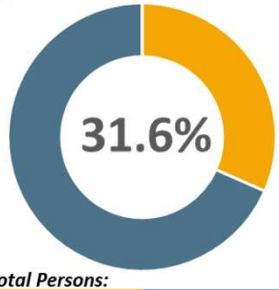
*USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243*

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

COSTCO WHOLESALE MSP

31.6% or 1,221,355 of MSP DMA Adults 18 or older Purchased Items In-Store at COSTCO in the past 3 mos. Typical Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos are 50.8 years old (4.2% older than average) and have a $131,746 (23.1% higher than average) annual household income.

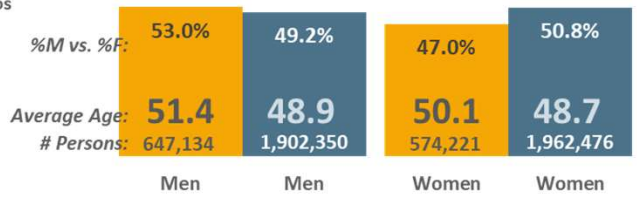
## Percent of Market: Adults 18 or older



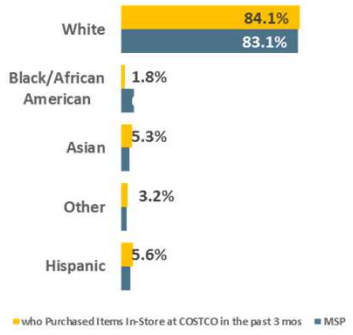

**Total Persons:**

| 1,221,355 | 2,643,471 |
|---|---|

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



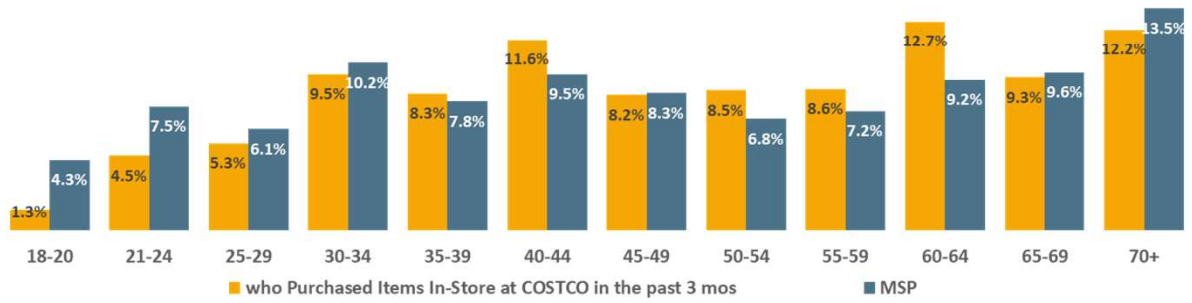

## Ethnicity of Target vs. Market:



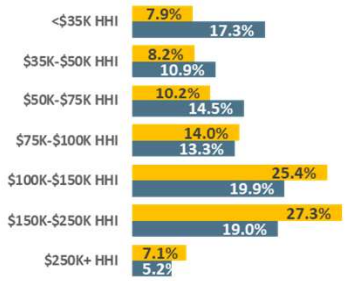

## Age Cell Demographics of Target vs. Market:

Average Age:

| Adults 18 or older | 50.8 | 48.8 |
|---|---|---|
| | who Purchased Items In-Store at COSTCO in the past 3 mos | MSP |




## HHI of Target vs. Market:




| Avg HHI: | $131,746 | $107,041 |
|---|---|---|

*MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 604*

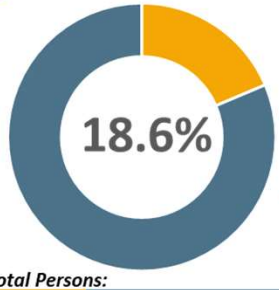
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*[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]*

COSTCO WHOLESALE STL

18.6% or 467,381 of STL DMA Adults 18 or older Purchased Items In-Store at COSTCO in the past 3 mos. Typical Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos are 53.8 years old (8.8% older than average) and have a $123,474 (30.8% higher than average) annual household income.

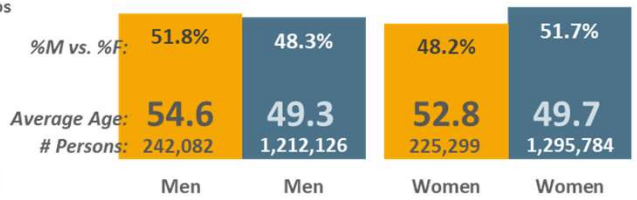
## Percent of Market: Adults 18 or older



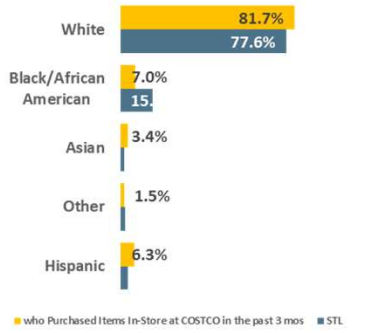

**Total Persons:**

| who Purchased Items In-Store at COSTCO in the past 3 mos | Remainder of STL DMA |
|---|---|
| 467,381 | 2,040,529 |

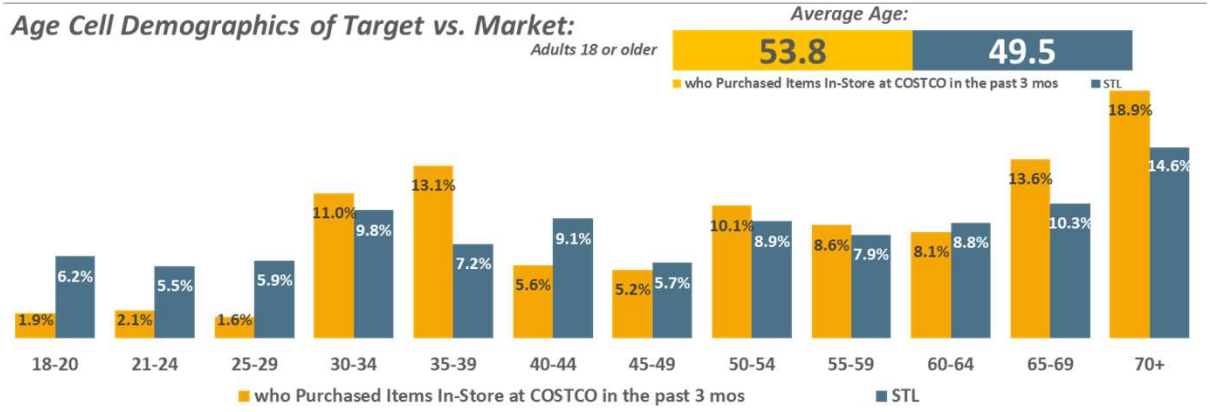
## Gender of Target vs. Market: Adults 18 or older



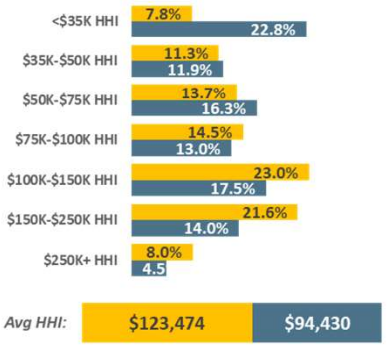

## Ethnicity of Target vs. Market:




## Age Cell Demographics of Target vs. Market:




## HHI of Target vs. Market:




STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 423

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

COSTCO WHOLESALE CIN

22.6% or 433,363 of CIN DMA Adults 18 or older Purchased Items In-Store at COSTCO in the past 3 mos. Typical Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos are 50.6 years old (3.6% older than average) and have a $141,504 (48.% higher than average) annual household income.

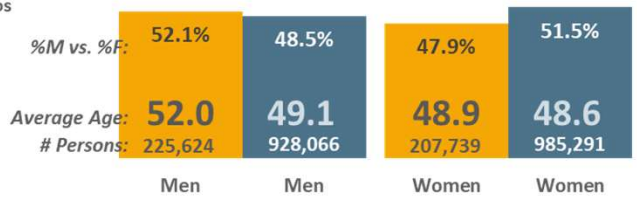
## Percent of Market: Adults 18 or older



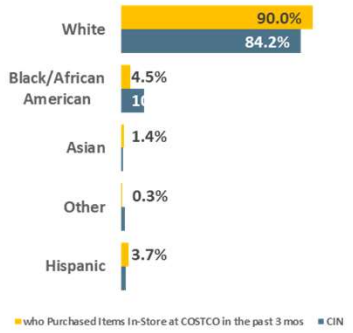

**Total Persons:**

| 433,363 | 1,479,994 |
|---|---|

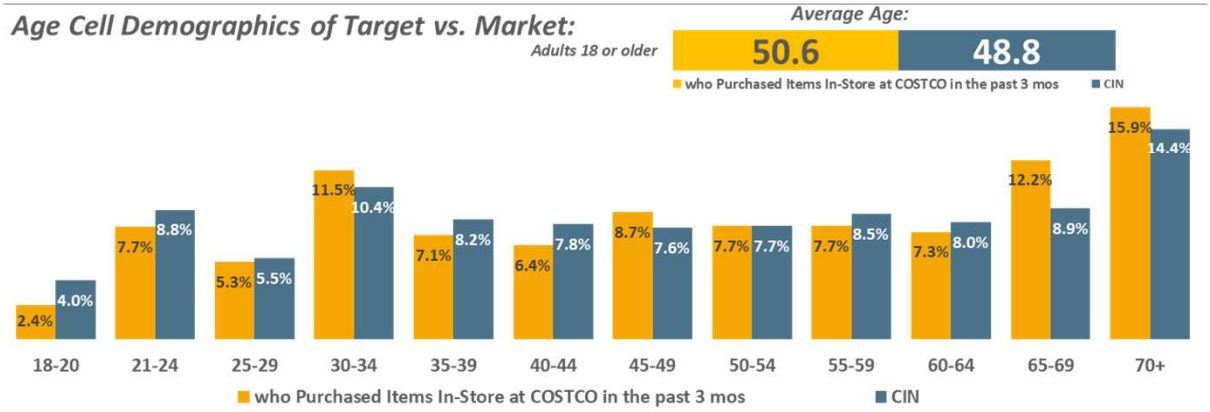
## Gender of Target vs. Market: Adults 18 or older



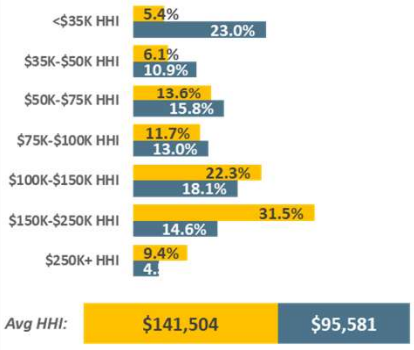

## Ethnicity of Target vs. Market:




## Age Cell Demographics of Target vs. Market:




## HHI of Target vs. Market:




CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 444

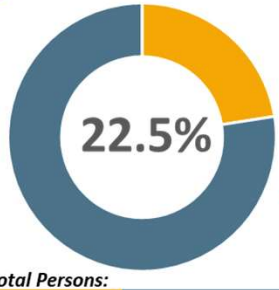
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[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]




22.5% or 423,227 of WPB DMA Adults 18 or older Purchased Items In-Store at COSTCO in the past 3 mos. Typical Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos are 55.5 years old (3.5% older than average) and have a $124,359 (28.3% higher than average) annual household income.

## *Percent of Market:* Adults 18 or older




- who Purchased Items In-Store at COSTCO in the past 3 mos
- Remainder of WPB DMA

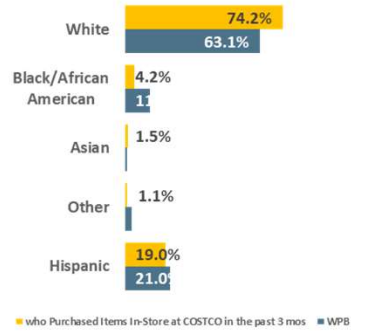
***Total Persons:***

| 423,227 | 1,455,768 |
|---|---|

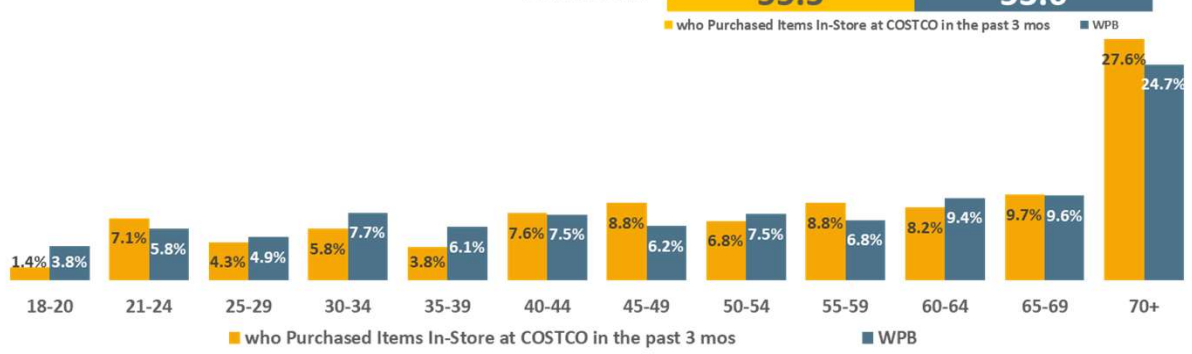
## *Gender of Target vs. Market:* Adults 18 or older

| | Men | Men | Women | Women |
|---|---|---|---|---|
| *%M vs. %F:* | 51.3% | 47.6% | 48.7% | 52.4% |
| *Average Age:* | 53.8 | 53.6 | 57.4 | 53.7 |
| *# Persons:* | 217,183 | 893,972 | 206,044 | 985,023 |

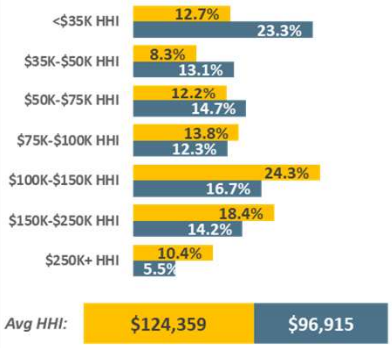
## *Ethnicity of Target vs. Market:*




## *Age Cell Demographics of Target vs. Market:*




## *HHI of Target vs. Market:*




| *Avg HHI:* | $124,359 | $96,915 |
|---|---|---|

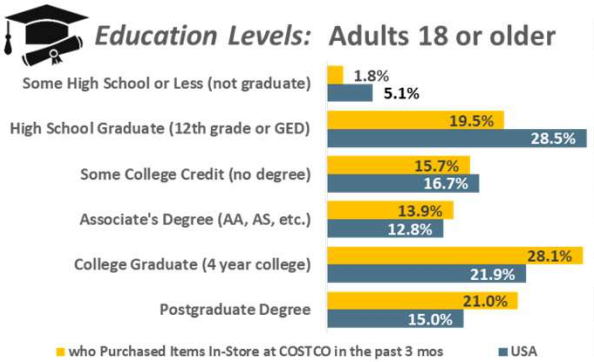
*WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 486*

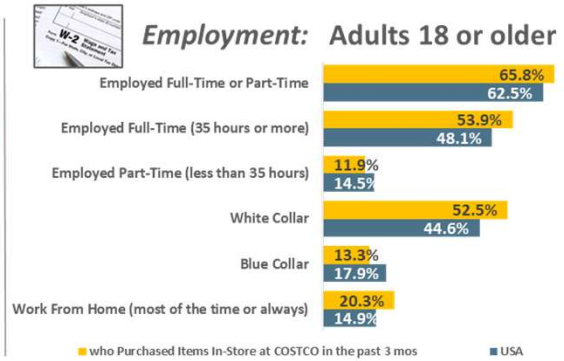
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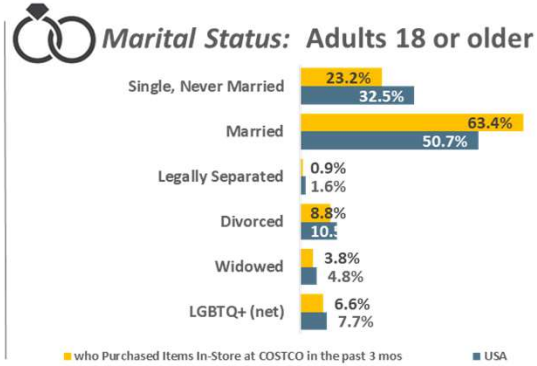
*[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]*

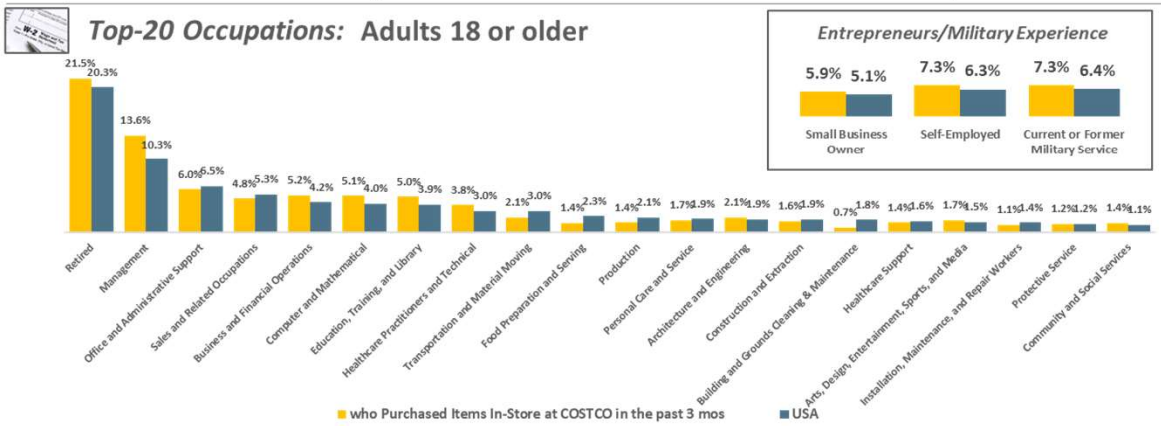



32.2% or 84,322,599 of USA Adults 18 or older Purchased Items In-Store at COSTCO in the past 3 mos. Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos are 33.1% more likely to be a college graduate, 12.1% more likely to work full-time, 25.1% more likely to be married, 16.7% more likely to be a parent of 1 or more children under



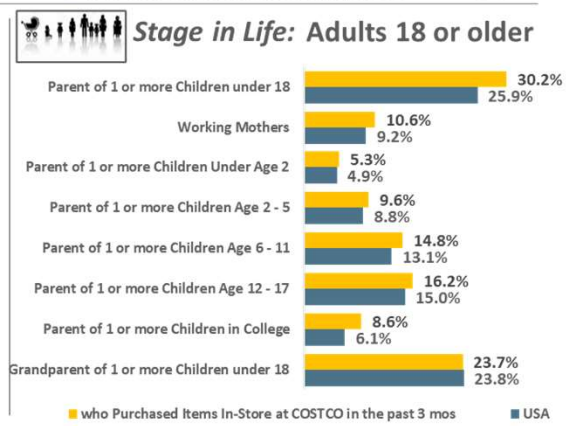










*USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 7,755*

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*USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243*

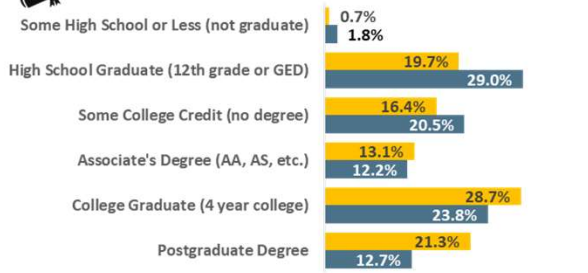
*[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]*

COSTCO WHOLESALE

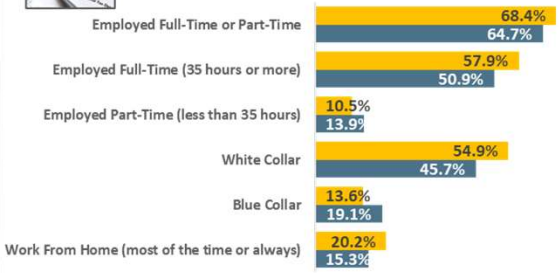
MSP

31.6% or 1,221,355 of MSP DMA Adults 18 or older Purchased Items In-Store at COSTCO in the past 3 mos. Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos are 36.9% more likely to be a college graduate, 13.9% more likely to work full-time, 23.8% more likely to be married, 6.2% more likely to be a parent of 1 or more children under 1

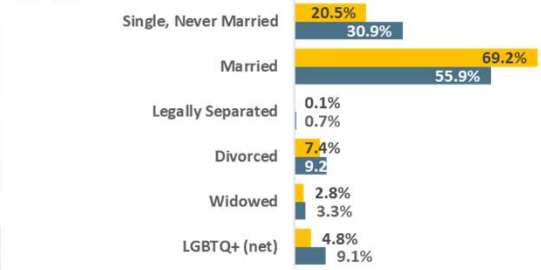
## Education Levels: Adults 18 or older



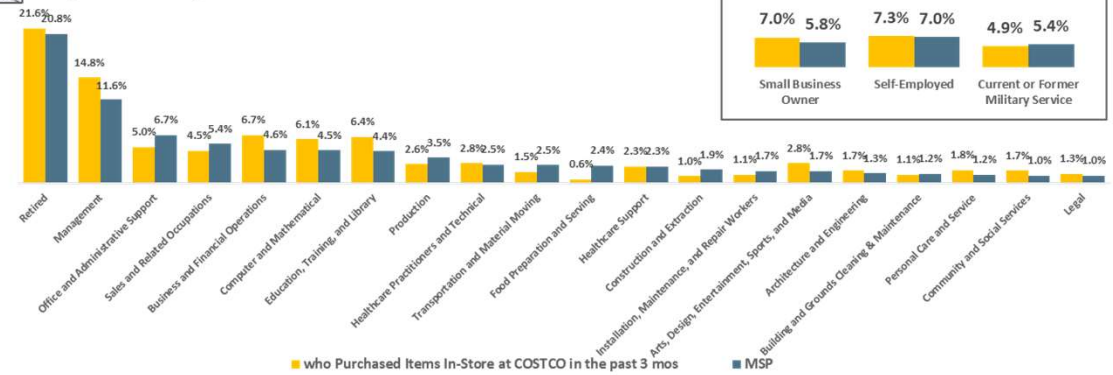

## Employment: Adults 18 or older




## Marital Status: Adults 18 or older



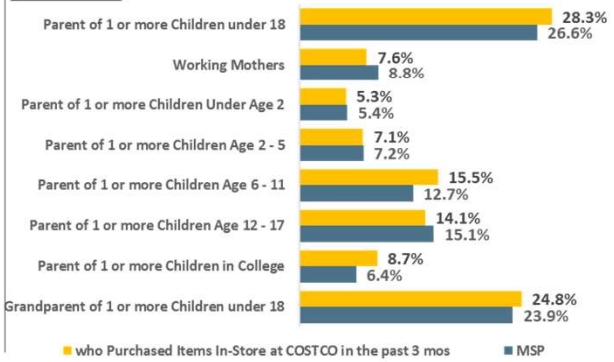

## Top-20 Occupations: Adults 18 or older




### Entrepreneurs/Military Experience




## Stage in Life: Adults 18 or older




MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 604

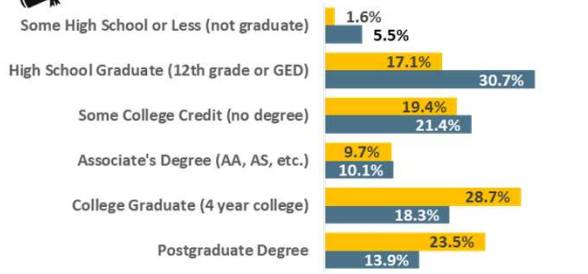
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[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

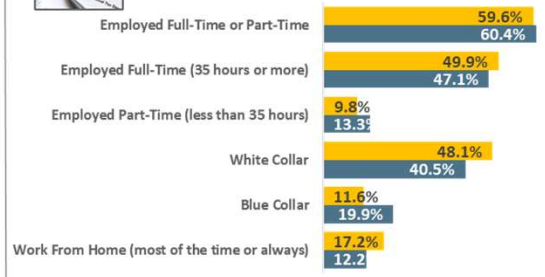
COSTCO WHOLESALE STL

18.6% or 467,381 of STL DMA Adults 18 or older Purchased Items In-Store at COSTCO in the past 3 mos. Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos are 62.3% more likely to be a college graduate, 6.% more likely to work full-time, 38.1% more likely to be married, 31.2% more likely to be a parent of 1 or more children under 18

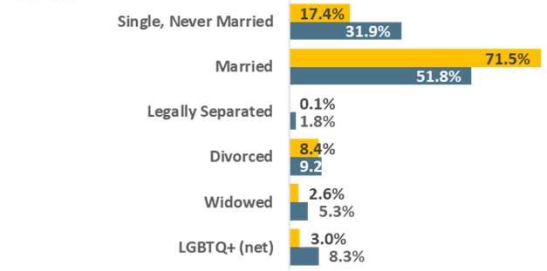
## Education Levels: Adults 18 or older



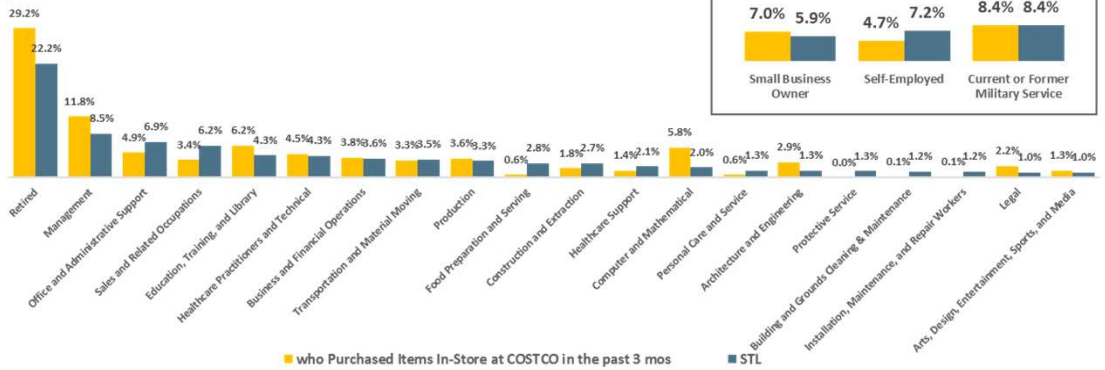

## Employment: Adults 18 or older




## Marital Status: Adults 18 or older



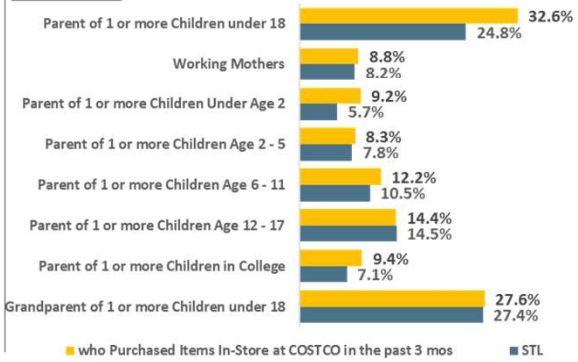

## Top-20 Occupations: Adults 18 or older




### Entrepreneurs/Military Experience




## Stage in Life: Adults 18 or older




STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 423

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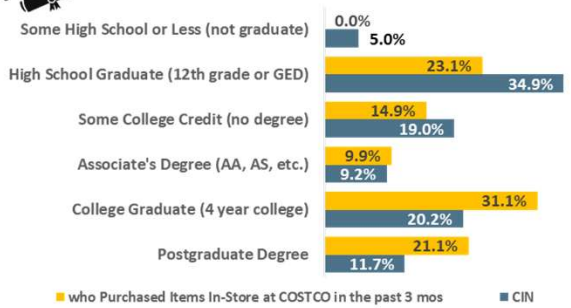
[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

COSTCO WHOLESALE

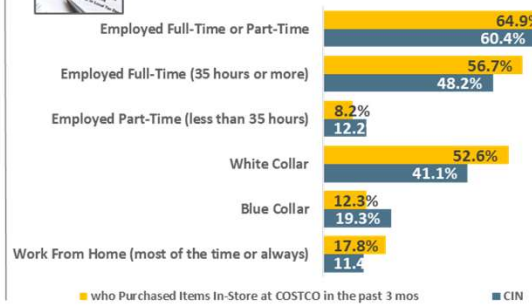
CIN

22.6% or 433,363 of CIN DMA Adults 18 or older Purchased Items In-Store at COSTCO in the past 3 mos. Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos are 63.4% more likely to be a college graduate, 17.7% more likely to work full-time, 47.8% more likely to be married, 30.2% more likely to be a parent of 1 or more children under

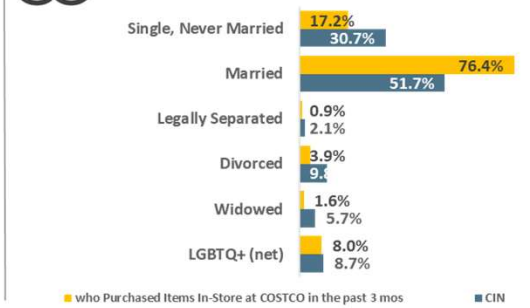
## Education Levels: Adults 18 or older



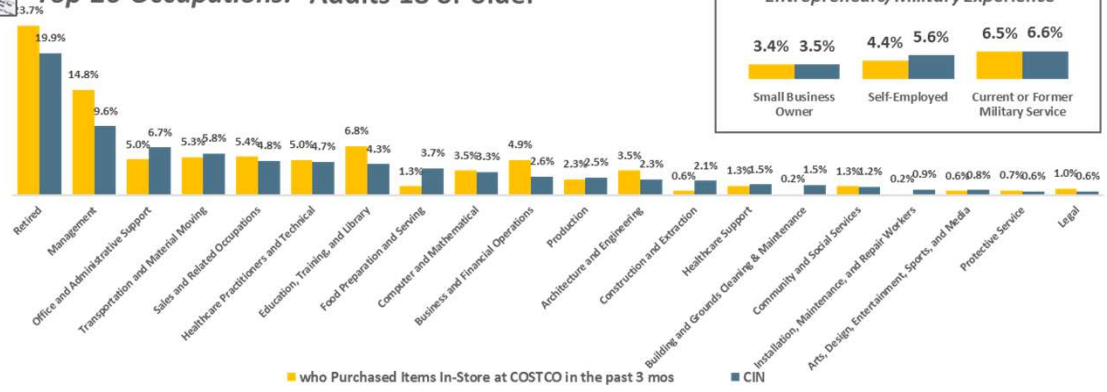

## Employment: Adults 18 or older




## Marital Status: Adults 18 or older



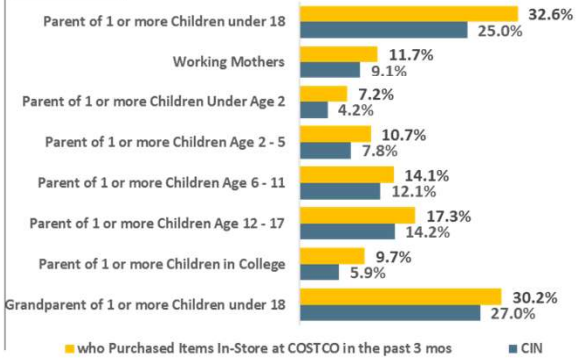

## Top-20 Occupations: Adults 18 or older




### Entrepreneurs/Military Experience




## Stage in Life: Adults 18 or older



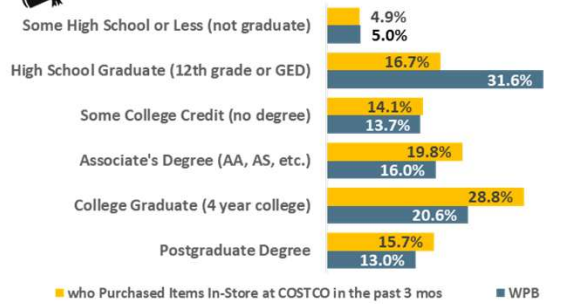

CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 444

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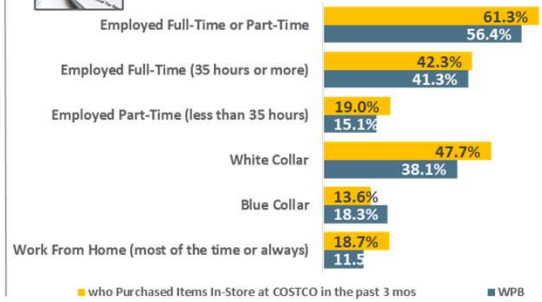
[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

22.5% or 423,227 of WPB DMA Adults 18 or older Purchased Items In-Store at COSTCO in the past 3 mos. Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos are 32.3% more likely to be a college graduate, 2.6% more likely to work full-time, 27.% more likely to be married, 9.7% less likely to be a parent of 1 or more children under 18.

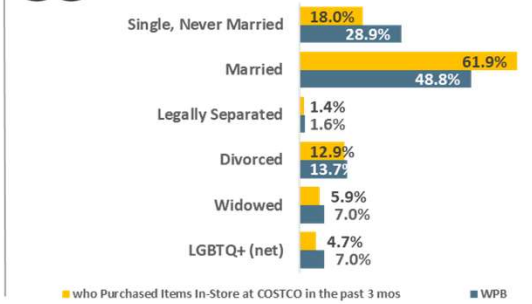
## Education Levels: Adults 18 or older



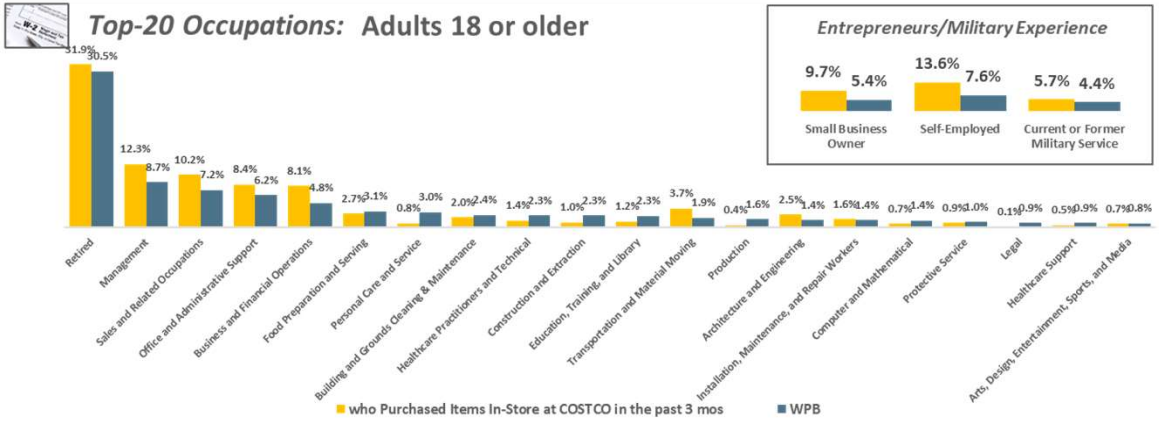

## Employment: Adults 18 or older




## Marital Status: Adults 18 or older



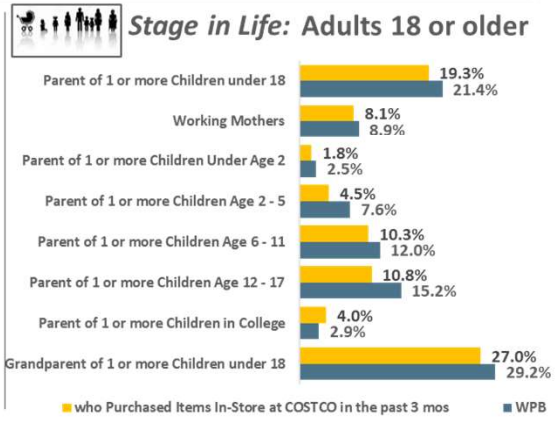

## Top-20 Occupations: Adults 18 or older




### Entrepreneurs/Military Experience




## Stage in Life: Adults 18 or older



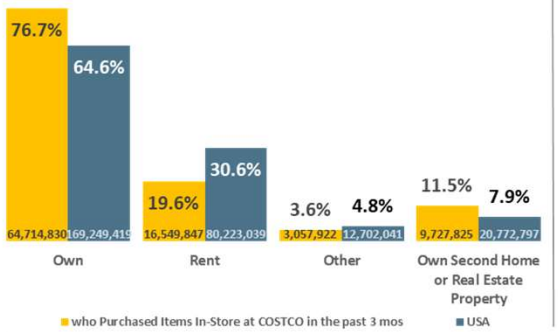

WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 486

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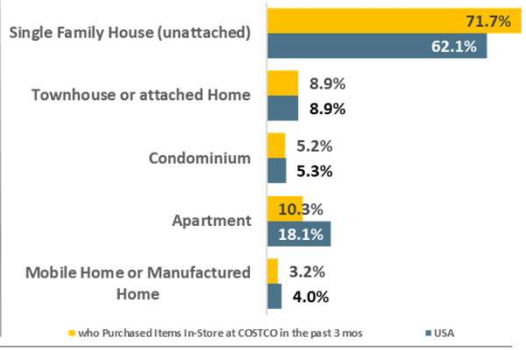
[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

32.2% or 84,322,599 of USA Adults 18 or older Purchased Items In-Store at COSTCO in the past 3 mos. Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos are 18.9% more likely to own their home, 45.% more likely to own a higher valued home, 15.6% more likely to have a single-family home, 14.2% more likely to have a dog.

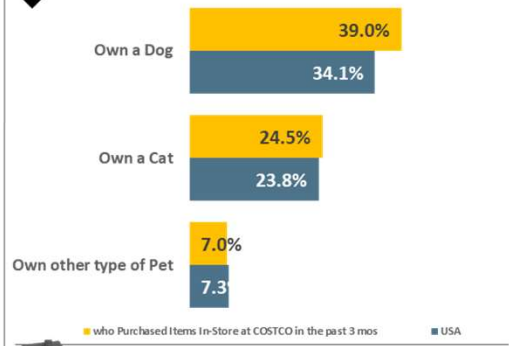
## *Own/Rent/Other:* Adults 18 or older




## *Type of Home:* Adults 18 or older



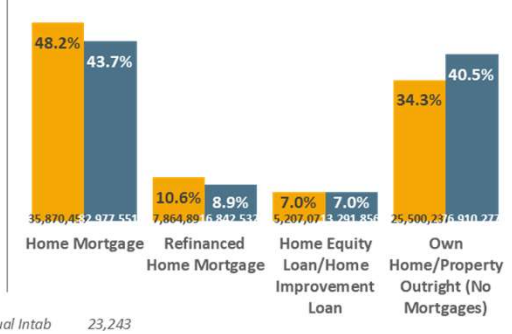

## *Pets in Home:* Adults 18 or older




## *Value of Owned Home:* Adults 18 or older




## *Home Loans:* Adults 18 or older




*USA* *USA Projection* *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *7,755*

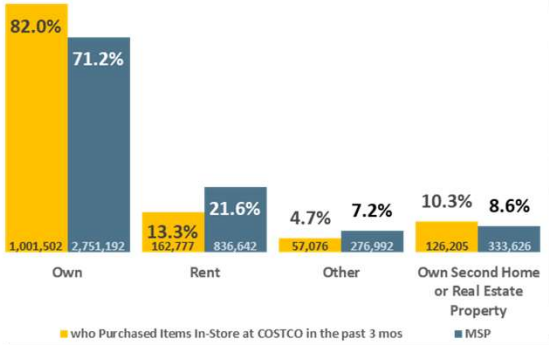
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*USA Projection* *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *23,243*

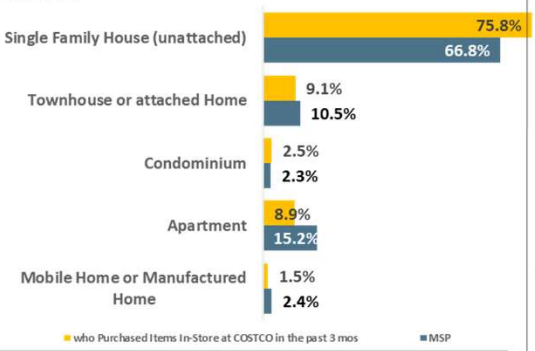
*[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]*

31.6% or 1,221,355 of MSP DMA Adults 18 or older Purchased Items In-Store at COSTCO in the past 3 mos. Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos are 15.2% more likely to own their home, 16.% more likely to own a higher valued home, 13.4% more likely to have a single-family home, 12.6% more likely to have a dog.

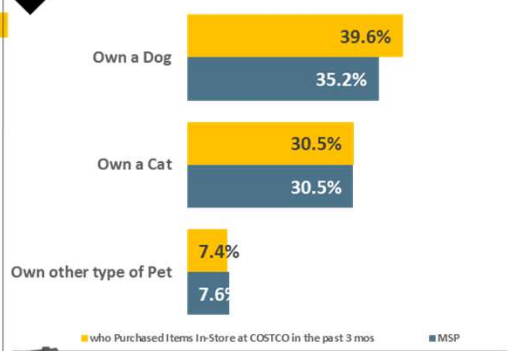
## *Own/Rent/Other:* Adults 18 or older




## *Type of Home:* Adults 18 or older



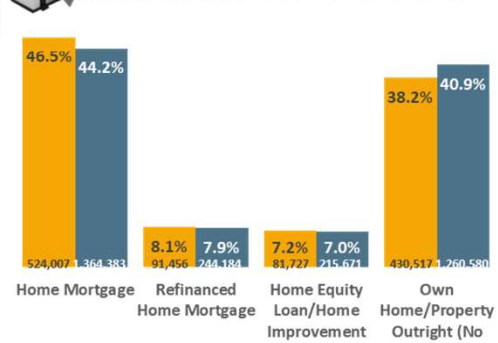

## *Pets in Home:* Adults 18 or older




## *Value of Owned Home:* Adults 18 or older




## *Home Loans:* Adults 18 or older



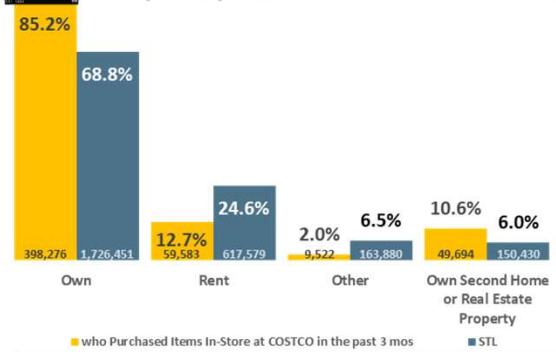

*MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 604*

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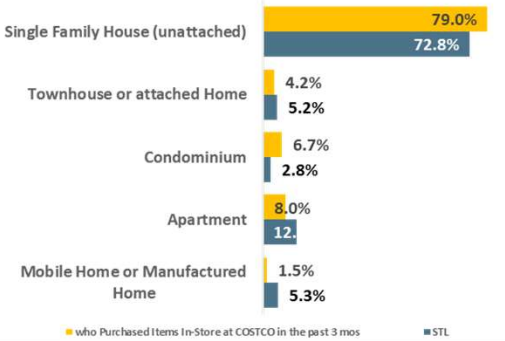
*[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]*

18.6% or 467,381 of STL DMA Adults 18 or older Purchased Items In-Store at COSTCO in the past 3 mos. Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos are 23.8% more likely to own their home, 26.6% more likely to own a higher valued home, 8.5% more likely to have a single-family home, 6.8% more likely to have a dog.

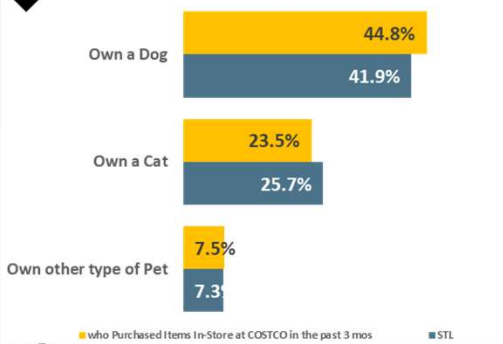
## *Own/Rent/Other:* Adults 18 or older




## *Type of Home:* Adults 18 or older



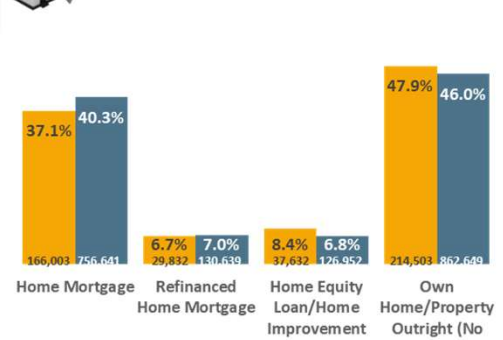

## *Pets in Home:* Adults 18 or older




## *Value of Owned Home:* Adults 18 or older




## *Home Loans:* Adults 18 or older



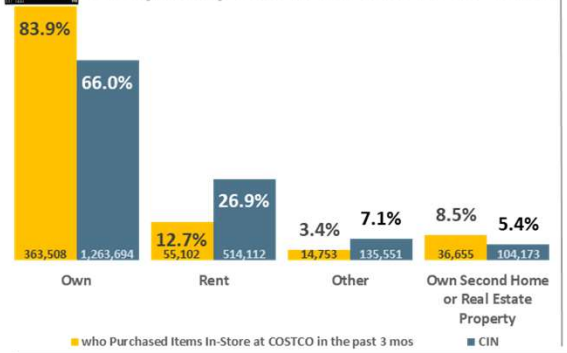

*STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 423*

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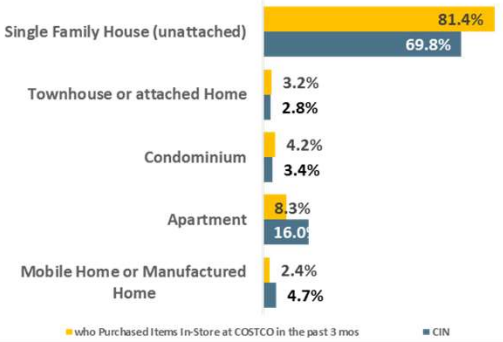
*[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]*

22.6% or 433,363 of CIN DMA Adults 18 or older Purchased Items In-Store at COSTCO in the past 3 mos. Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos are 27.% more likely to own their home, 23.% more likely to own a higher valued home, 16.5% more likely to have a single-family home, 21.4% more likely to have a dog.

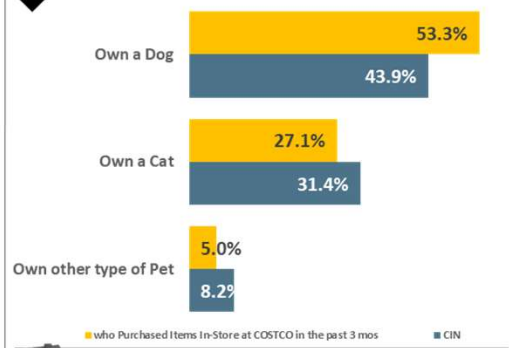
## *Own/Rent/Other:* Adults 18 or older



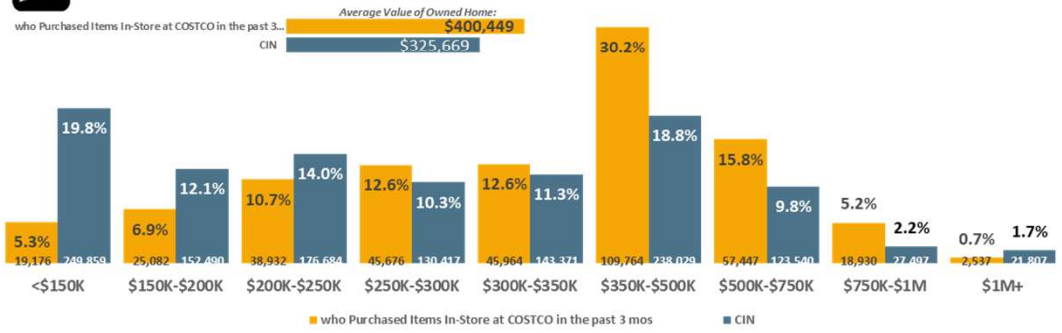

## *Type of Home:* Adults 18 or older



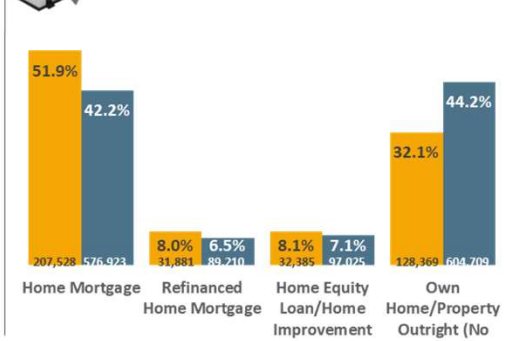

## *Pets in Home:* Adults 18 or older




## *Value of Owned Home:* Adults 18 or older




## *Home Loans:* Adults 18 or older



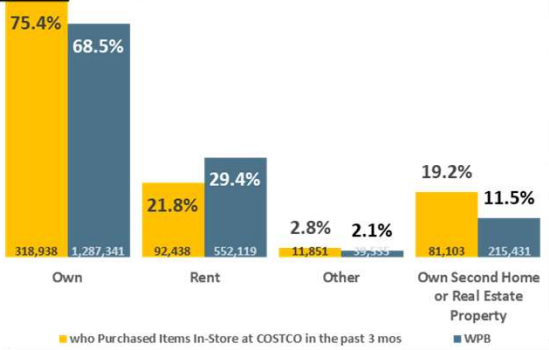

*CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 444*

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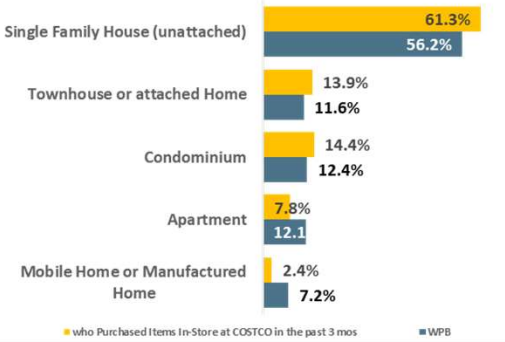
*[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]*

22.5% or 423,227 of WPB DMA Adults 18 or older Purchased Items In-Store at COSTCO in the past 3 mos. Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos are 10.% more likely to own their home, 35.3% more likely to own a higher valued home, 9.1% more likely to have a single-family home, 8.4% more likely to have a dog.

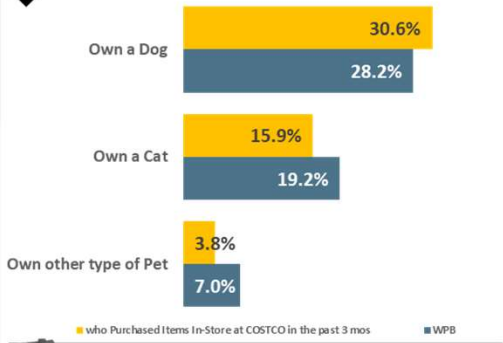
## *Own/Rent/Other:* Adults 18 or older



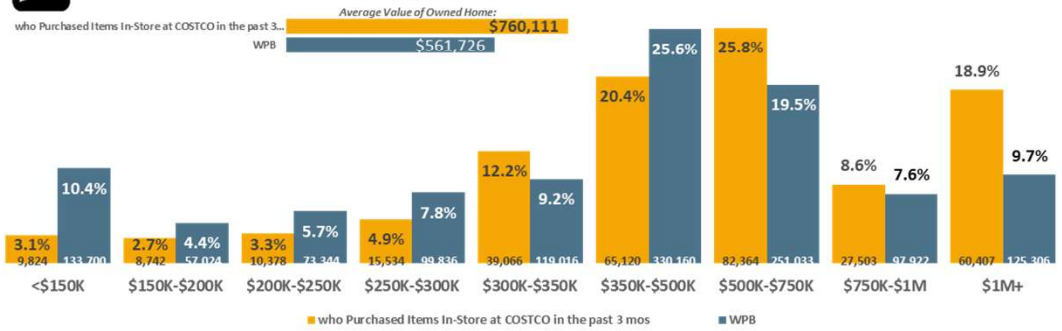

## *Type of Home:* Adults 18 or older



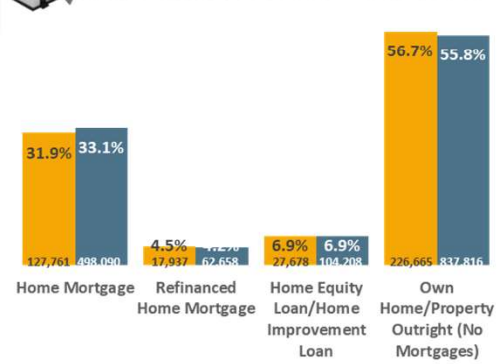

## *Pets in Home:* Adults 18 or older




## *Value of Owned Home:* Adults 18 or older




## *Home Loans:* Adults 18 or older



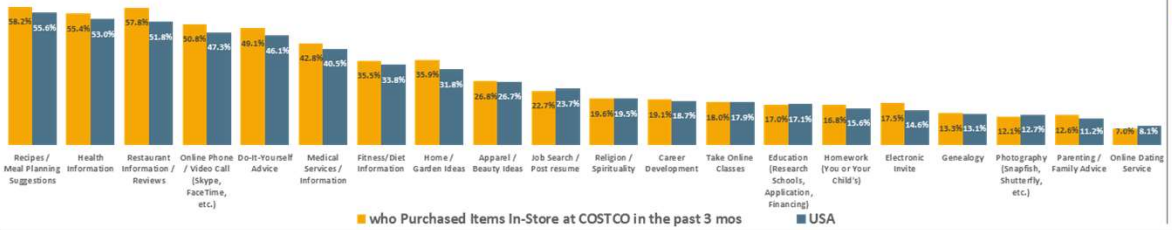

*WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 486*

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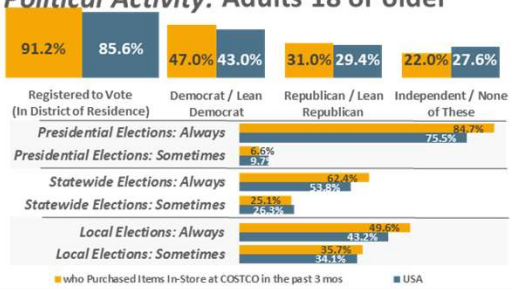
*[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]*

32.2% or 84,322,599 of USA Adults 18 or older Purchased Items In-Store at COSTCO in the past 3 mos. Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos are 6.4% more likely to look up D-I-Y advice online, 14.6% more likely to always vote in local elections, 25.4% more likely to belong to a gym, 21.9% more likely to fly domestic p

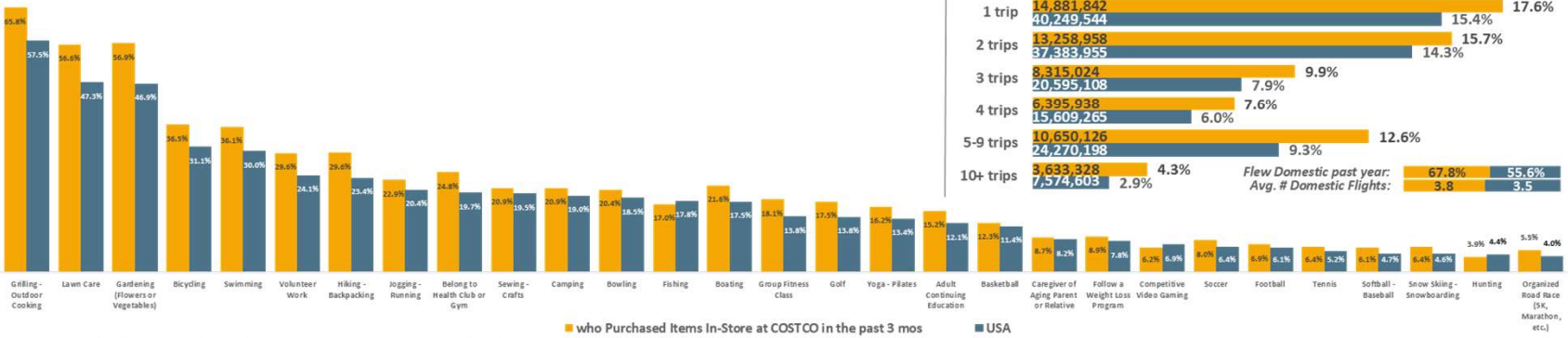
## Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older




## Political Activity: Adults 18 or older




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




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




*USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 7,755*

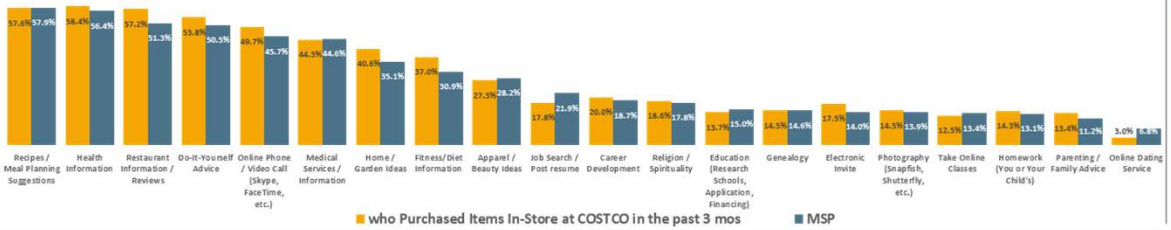
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*USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243*

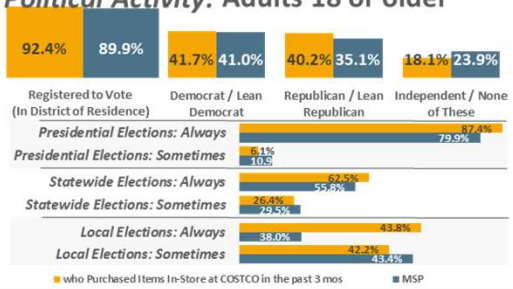
*[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]*

31.6% or 1,221,355 of MSP DMA Adults 18 or older Purchased Items In-Store at COSTCO in the past 3 mos. Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos are 6.6% more likely to look up D-I-Y advice online, 15.3% more likely to always vote in local elections, 29.5% more likely to belong to a gym, 17.9% more likely to fly domestic p

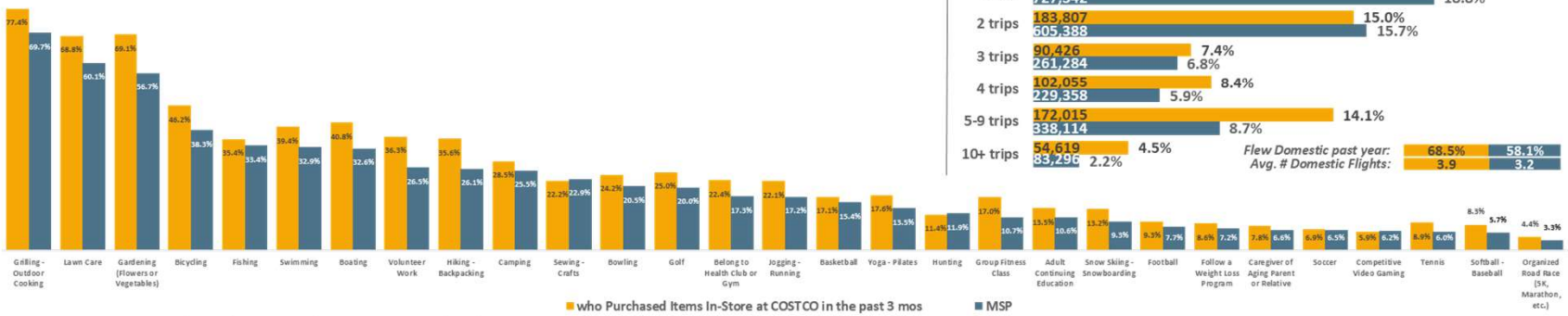
## *Top-20 past 30-days Online Lifestyle Activites:* Adults 18 or older




## *Political Activity:* Adults 18 or older




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




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



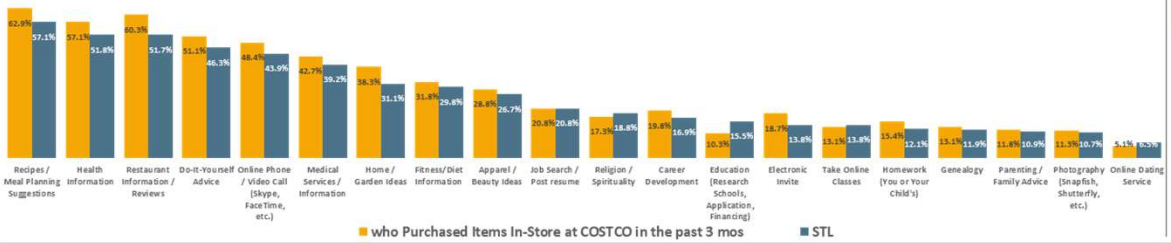

*MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 604*

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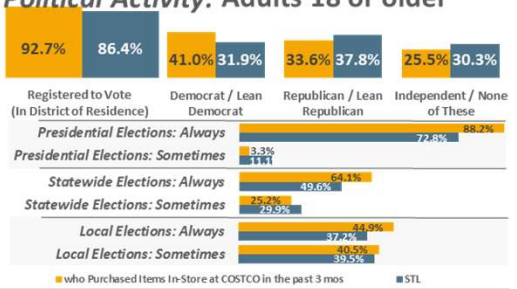
*[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]*

18.6% or 467,381 of STL DMA Adults 18 or older Purchased Items In-Store at COSTCO in the past 3 mos. Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos are 10.3% more likely to look up D-I-Y advice online, 20.6% more likely to always vote in local elections, 68.4% more likely to belong to a gym, 31.7% more likely to fly domestic

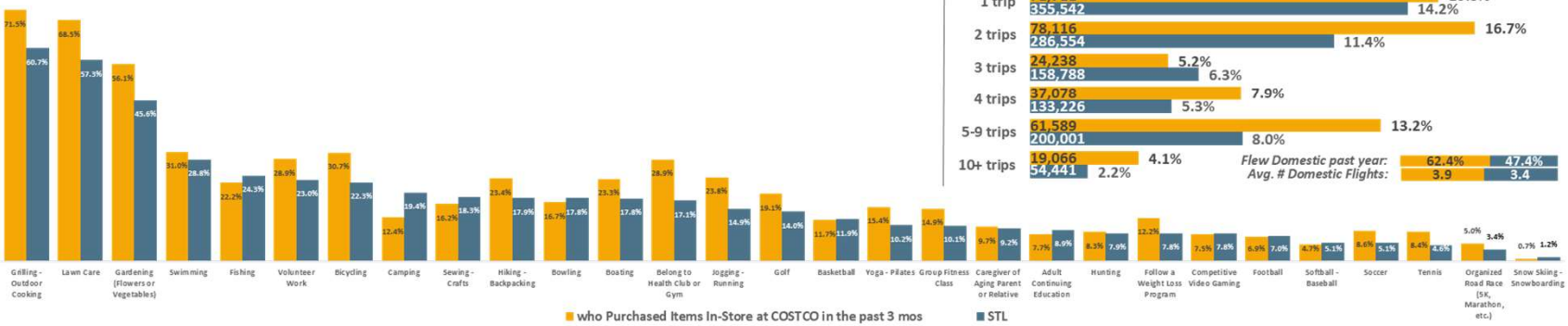
## Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older




## Political Activity: Adults 18 or older




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




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



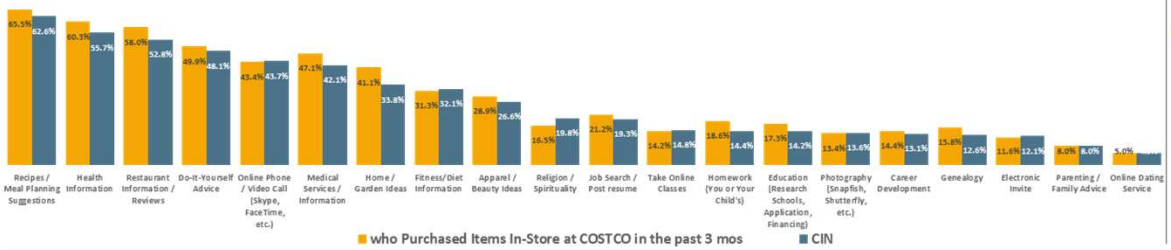

STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 423

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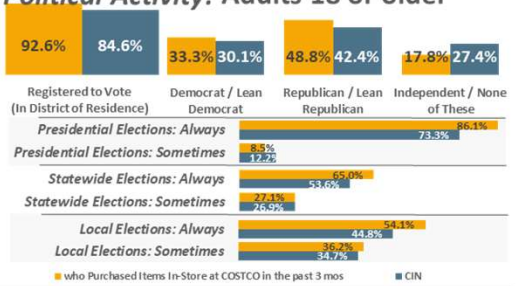
[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

22.6% or 433,363 of CIN DMA Adults 18 or older Purchased Items In-Store at COSTCO in the past 3 mos. Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos are 3.8% more likely to look up D-I-Y advice online, 20.9% more likely to always vote in local elections, 29.5% more likely to belong to a gym, 39.6% more likely to fly domestic p

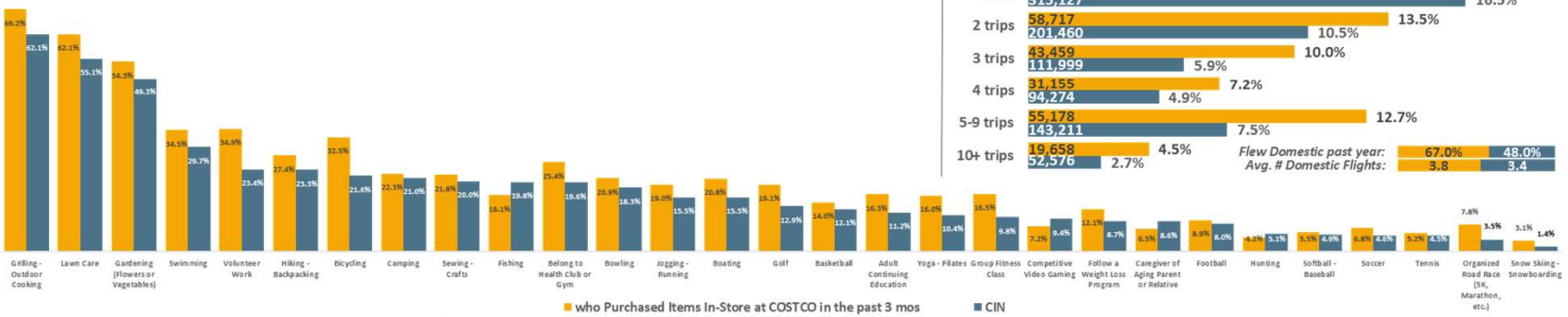
## Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older




## Political Activity: Adults 18 or older




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




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



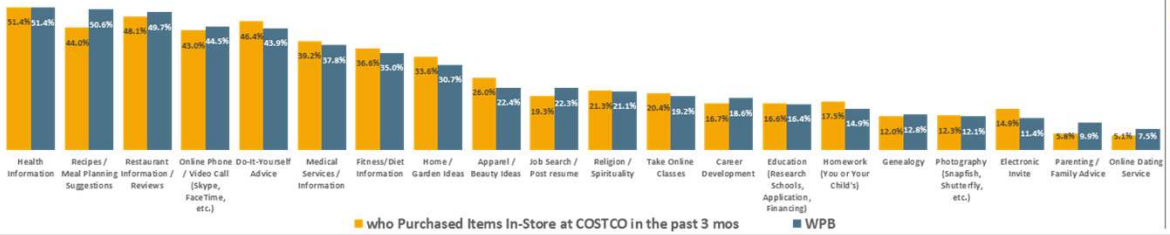

CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 444

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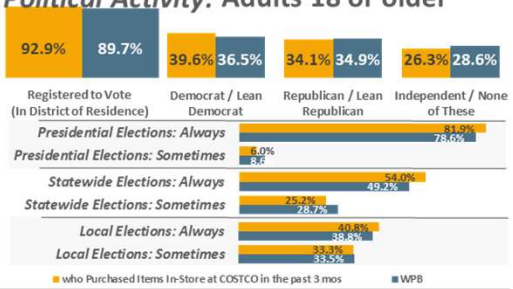
[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

22.5% or 423,227 of WPB DMA Adults 18 or older Purchased Items In-Store at COSTCO in the past 3 mos. Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos are 5.7% more likely to look up D-I-Y advice online, 5.2% more likely to always vote in local elections, 39.3% more likely to belong to a gym, 17.2% more likely to fly domestic pa

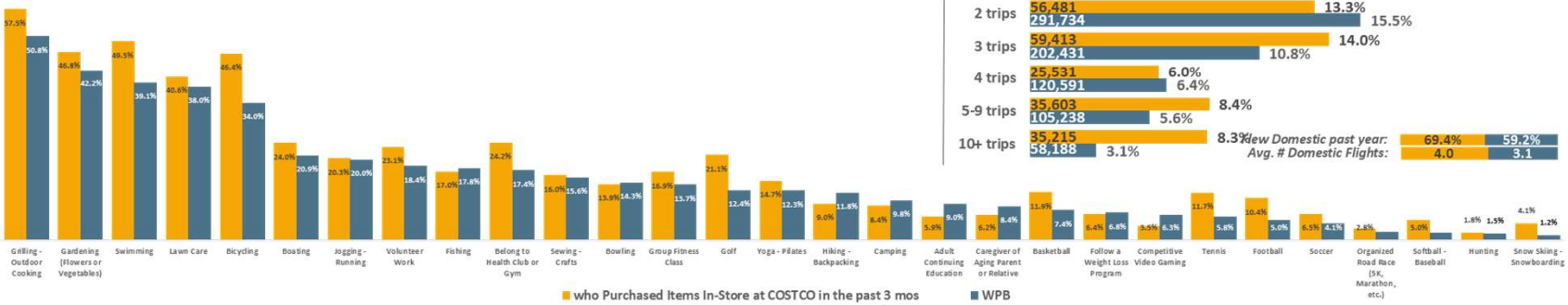
## Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older




## Political Activity: Adults 18 or older




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




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




WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 486

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




32.2% or 84,322,599 of USA Adults 18 or older Purchased Items In-Store at COSTCO in the past 3 mos. Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos are 3.% more likely to use QSRs past mo., 12.8% more likely to use Sit-Down Restaurants past mo., 9.1% more likely to use Casinos past yr., 48.8% less likely to smoke cigarettes.

## *Past 30-days QSR Users:* Adults 18 or older






*Total Monthly QSR Users:* 90.3% 87.7% — 76,132,865 — 229,822,149

*Avg. Monthly QSR Meals:* 6.5 — 6.3

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






*Total Monthly Sit-Down Restaurant Users:* 84.2% 74.7% — 71,012,932 — 195,761,148

*Avg. Monthly Sit-Down Restaurant Meals:* 4.1 — 4.0

## *Top-10 Cuisines:* Adults 18 or older

*(Sit-Down Restaurants Used Past 30-days)*






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

*who Purchased Items In-Store at COSTCO in the past 3...* 15,413,460 — 18.3%

*USA* 48,602,002 — 18.6%

## *Drank Past 30-days:* Adults 18 or older





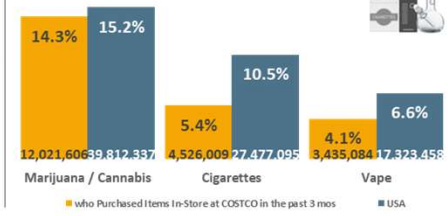

## *Past 12 months Casino Activities:* Adults 18 or older






## *Used Past 30-days:* Adults 18 or older






*USA* *USA Projection* *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *7,755*

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*USA Projection* *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *23,243*

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




31.6% or 1,221,355 of MSP DMA Adults 18 or older Purchased Items In-Store at COSTCO in the past 3 mos. Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos are 3.7% more likely to use QSRs past mo., 12.4% more likely to use Sit-Down Restaurants past mo., 14.% more likely to use Casinos past yr., 38.3% less likely to smoke cigarettes.

## *Past 30-days QSR Users:* Adults 18 or older









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









## *Top-10 Cuisines:* Adults 18 or older

*(Sit-Down Restaurants Used Past 30-days)*

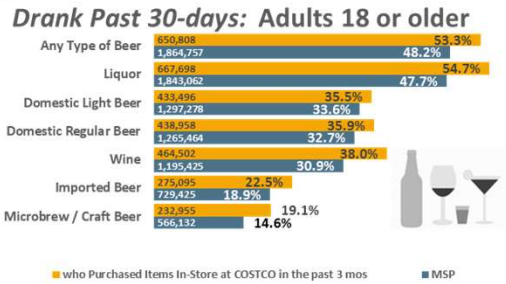





*Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)*

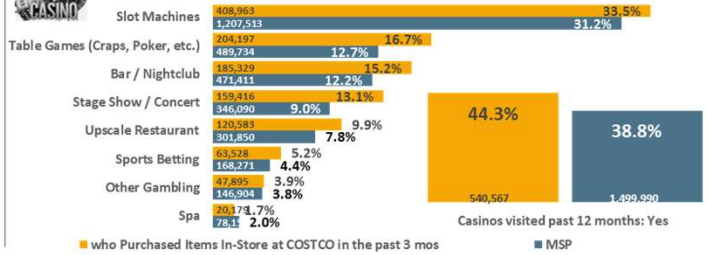
| | | |
|---|---|---|
| who Purchased Items In-Store at COSTCO in the past 3... | 136,127 | 11.1% |
| MSP | 461,358 | 11.9% |

## *Drank Past 30-days:* Adults 18 or older




## *Past 12 months Casino Activities:* Adults 18 or older






## *Used Past 30-days:* Adults 18 or older






*MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 604*

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




18.6% or 467,381 of STL DMA Adults 18 or older Purchased Items In-Store at COSTCO in the past 3 mos. Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos are .1% less likely to use QSRs past mo., 14.6% more likely to use Sit-Down Restaurants past mo., 7.1% less likely to use Casinos past yr., 59.6% less likely to smoke cigarettes.

## *Past 30-days QSR Users:* Adults 18 or older






*Total Monthly QSR Users:*







*Avg. Monthly QSR Meals:*




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





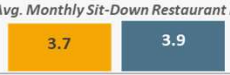

*Total Monthly Sit-Down Restaurant Users:*







*Avg. Monthly Sit-Down Restaurant Meals:*




## *Top-10 Cuisines:* Adults 18 or older

*(Sit-Down Restaurants Used Past 30-days)*

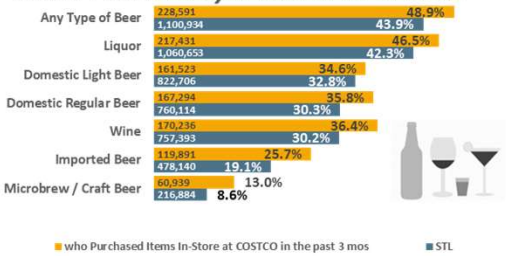





*Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)*

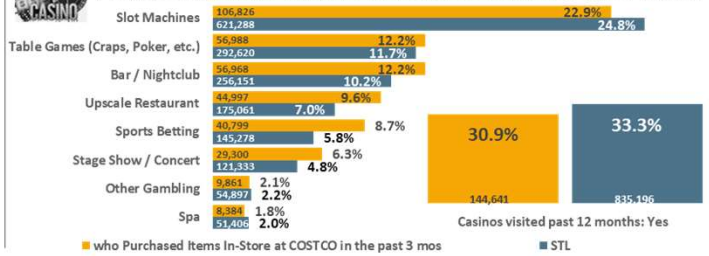



## *Drank Past 30-days:* Adults 18 or older




## *Past 12 months Casino Activities:* Adults 18 or older









## *Used Past 30-days:* Adults 18 or older






*STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 423*

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




22.6% or 433,363 of CIN DMA Adults 18 or older Purchased Items In-Store at COSTCO in the past 3 mos. Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos are 3.8% more likely to use QSRs past mo., 11.1% more likely to use Sit-Down Restaurants past mo., 1.9% less likely to use Casinos past yr., 75.5% less likely to smoke cigarettes.

## *Past 30-days QSR Users:* Adults 18 or older






*Total Monthly QSR Users:* 91.3% 395,519 | 87.9% 1,682,547

*Avg. Monthly QSR Meals:* 6.2 | 6.2

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






*Total Monthly Sit-Down Restaurant Users:* 86.7% 375,618 | 78.0% 1,492,143

*Avg. Monthly Sit-Down Restaurant Meals:* 4.2 | 3.9

## *Top-10 Cuisines:* Adults 18 or older

*(Sit-Down Restaurants Used Past 30-days)*






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

| | | |
|---|---|---|
| who Purchased Items In-Store at COSTCO in the past 3... | 93,098 | 21.5% |
| CIN | 336,685 | 17.6% |

## *Drank Past 30-days:* Adults 18 or older






## *Past 12 months Casino Activities:* Adults 18 or older






## *Used Past 30-days:* Adults 18 or older






*CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 444*

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




22.5% or 423,227 of WPB DMA Adults 18 or older Purchased Items In-Store at COSTCO in the past 3 mos. Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos are .6% more likely to use QSRs past mo., 13.7% more likely to use Sit-Down Restaurants past mo., 30.3% more likely to use Casinos past yr., 24.7% less likely to smoke cigarettes.

## *Past 30-days QSR Users:* Adults 18 or older






*Total Monthly QSR Users:* 84.7% 358,505 | 84.2% 1,581,371

*Avg. Monthly QSR Meals:* 6.6 | 6.1

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






*Total Monthly Sit-Down Restaurant Users:* 89.1% 377,083 | 78.4% 1,473,029

*Avg. Monthly Sit-Down Restaurant Meals:* 5.6 | 4.8

## *Top-10 Cuisines:* Adults 18 or older

*(Sit-Down Restaurants Used Past 30-days)*



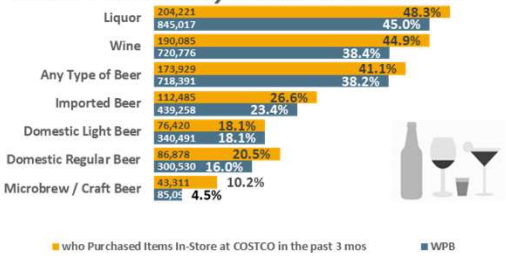



*Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)*

*who Purchased Items In-Store at COSTCO in the past 3...* 60,049 14.2%

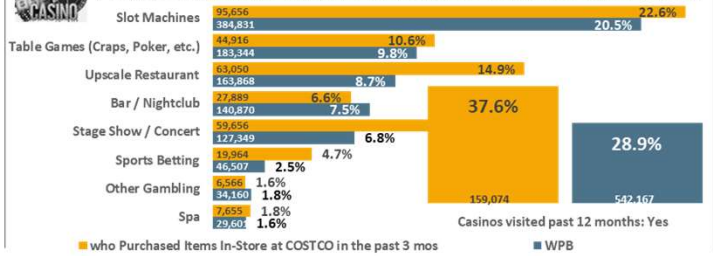
*WPB* 321,552 17.1%

## *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






*WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 486*

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

COSTCO WHOLESALE

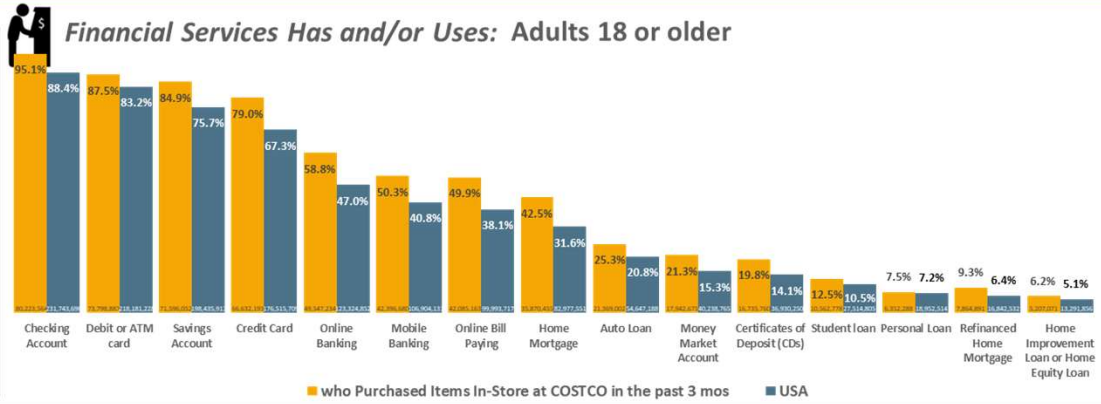
USA

32.2% or 84,322,599 of USA Adults 18 or older Purchased Items In-Store at COSTCO in the past 3 mos. Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos are 27.3% more likely to have a 401K, 21.6% more likely to have an Auto Loan, 37.% more likely to Invest/Trade Stocks Online, .8% more likely to pay with their Debit Card.

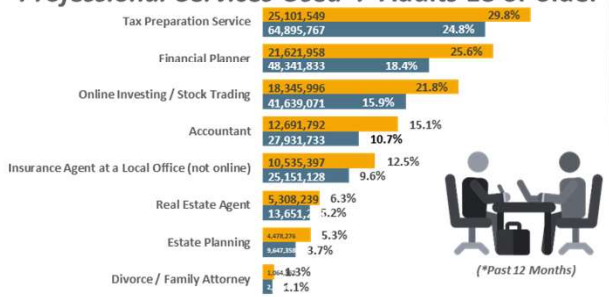
## *Investments Owned:* Adults 18 or older



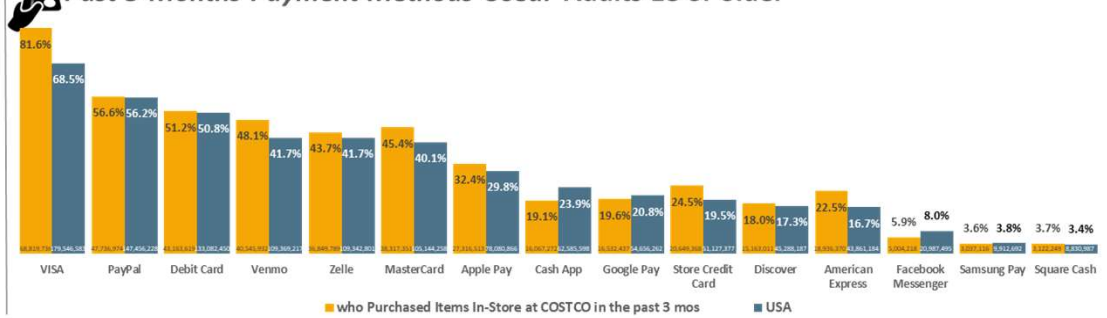

## *Financial Services Has and/or Uses:* Adults 18 or older




## *Professional Services Used*:* Adults 18 or older




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




*USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 7,755*

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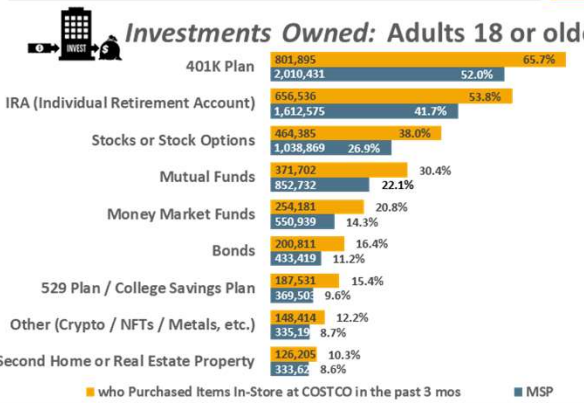
*USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243*

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

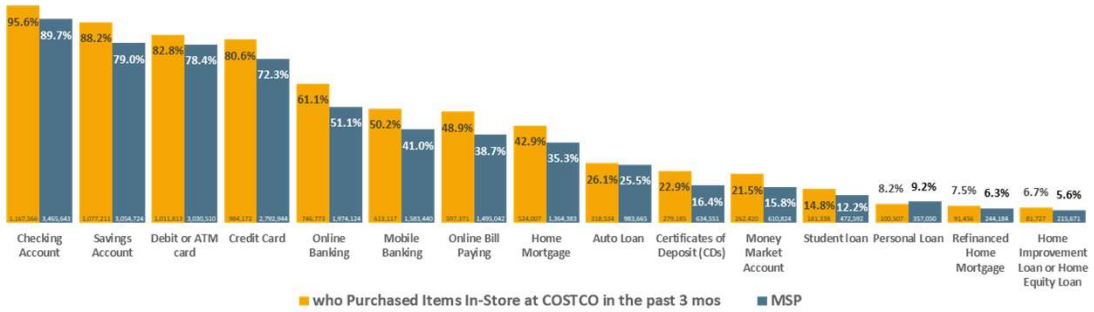



31.6% or 1,221,355 of MSP DMA Adults 18 or older Purchased Items In-Store at COSTCO in the past 3 mos. Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos are 26.2% more likely to have a 401K, 2.5% more likely to have an Auto Loan, 39.5% more likely to Invest/Trade Stocks Online, 6.7% less likely to pay with their Debit Card.

## *Investments Owned:* Adults 18 or older



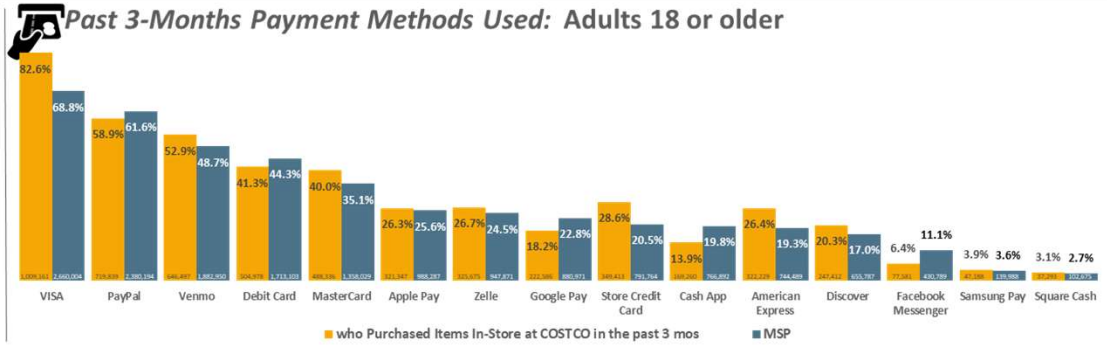

## *Financial Services Has and/or Uses:* Adults 18 or older




## *Professional Services Used*:* Adults 18 or older




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




*MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 604*

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

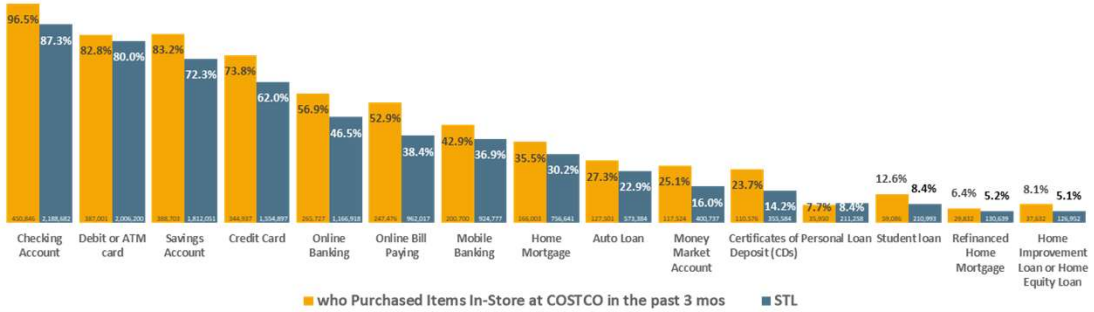



18.6% or 467,381 of STL DMA Adults 18 or older Purchased Items In-Store at COSTCO in the past 3 mos. Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos are 33.5% more likely to have a 401K, 19.3% more likely to have an Auto Loan, 57.2% more likely to Invest/Trade Stocks Online, 13.1% less likely to pay with their Debit Card.

## *Investments Owned:* Adults 18 or older



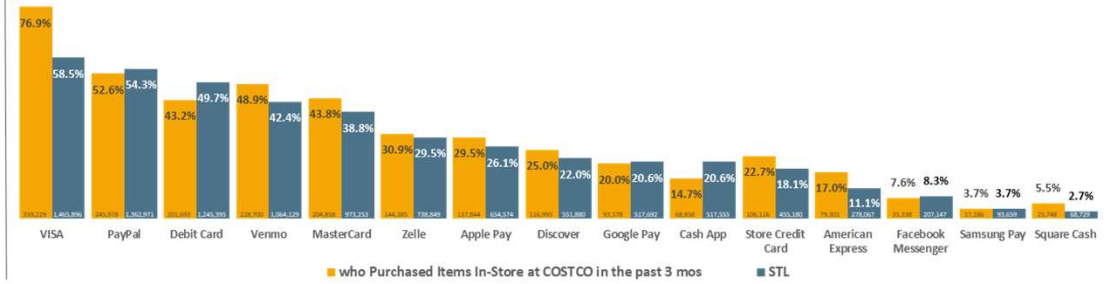

## *Financial Services Has and/or Uses:* Adults 18 or older




## *Professional Services Used*:* Adults 18 or older




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




*STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 423*

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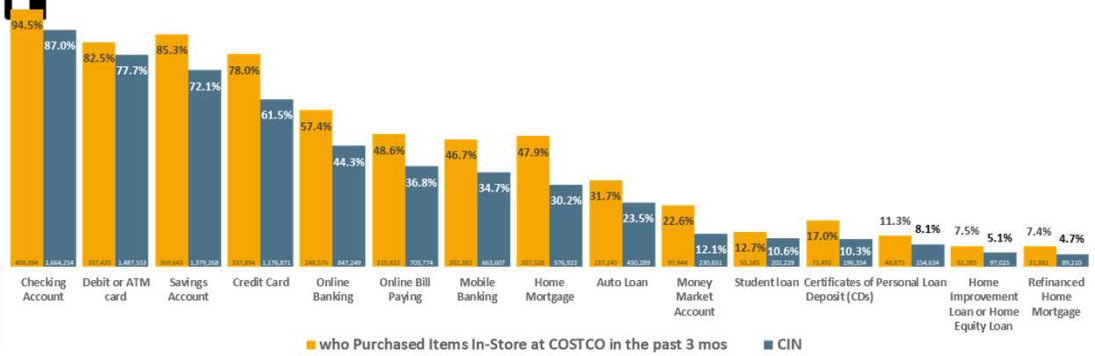
*[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]*

22.6% or 433,363 of CIN DMA Adults 18 or older Purchased Items In-Store at COSTCO in the past 3 mos. Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos are 45.5% more likely to have a 401K, 34.6% more likely to have an Auto Loan, 49.8% more likely to Invest/Trade Stocks Online, 5.9% less likely to pay with their Debit Card.

## *Investments Owned:* Adults 18 or older



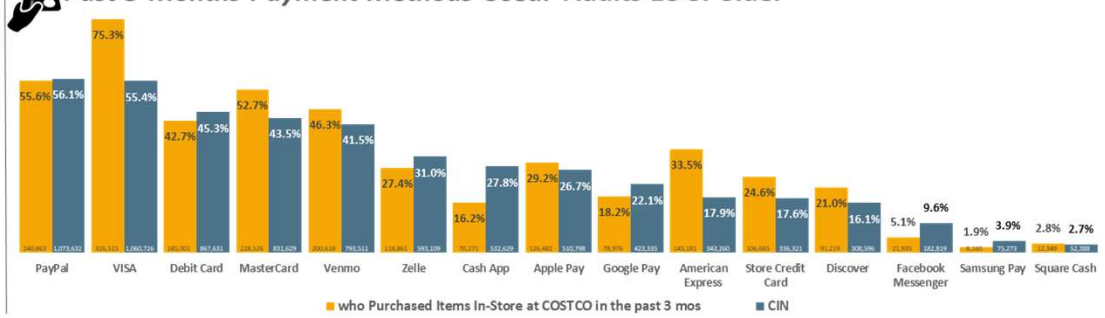

## *Financial Services Has and/or Uses:* Adults 18 or older




## *Professional Services Used*:* Adults 18 or older




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




*CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 444*

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

COSTCO WHOLESALE

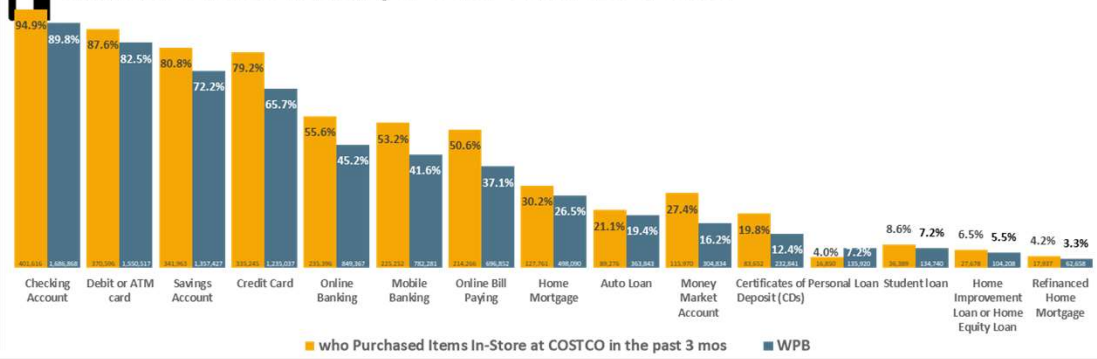
WPB

22.5% or 423,227 of WPB DMA Adults 18 or older Purchased Items In-Store at COSTCO in the past 3 mos. Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos are 23.1% more likely to have a 401K, 8.9% more likely to have an Auto Loan, 66.% more likely to Invest/Trade Stocks Online, .1% less likely to pay with their Debit Card.

## *Investments Owned:* Adults 18 or older



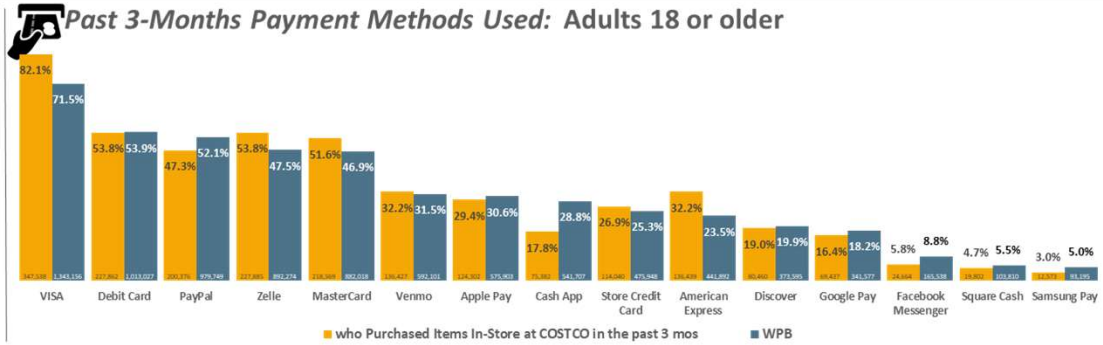

## *Financial Services Has and/or Uses:* Adults 18 or older




## *Professional Services Used*:* Adults 18 or older



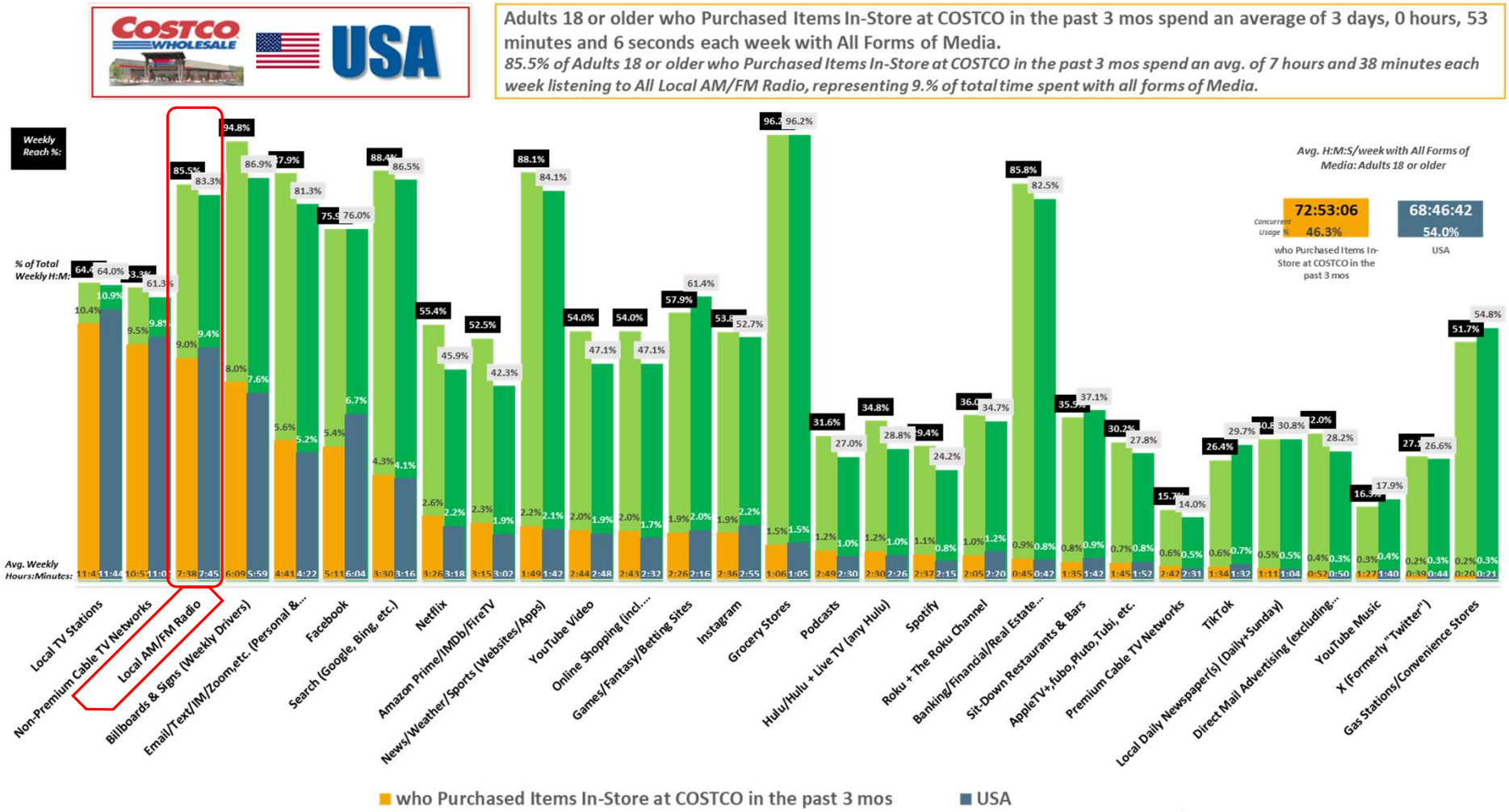

## *Past 3-Months Payment Methods Used:* Adults 18 or older




*WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 486*

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

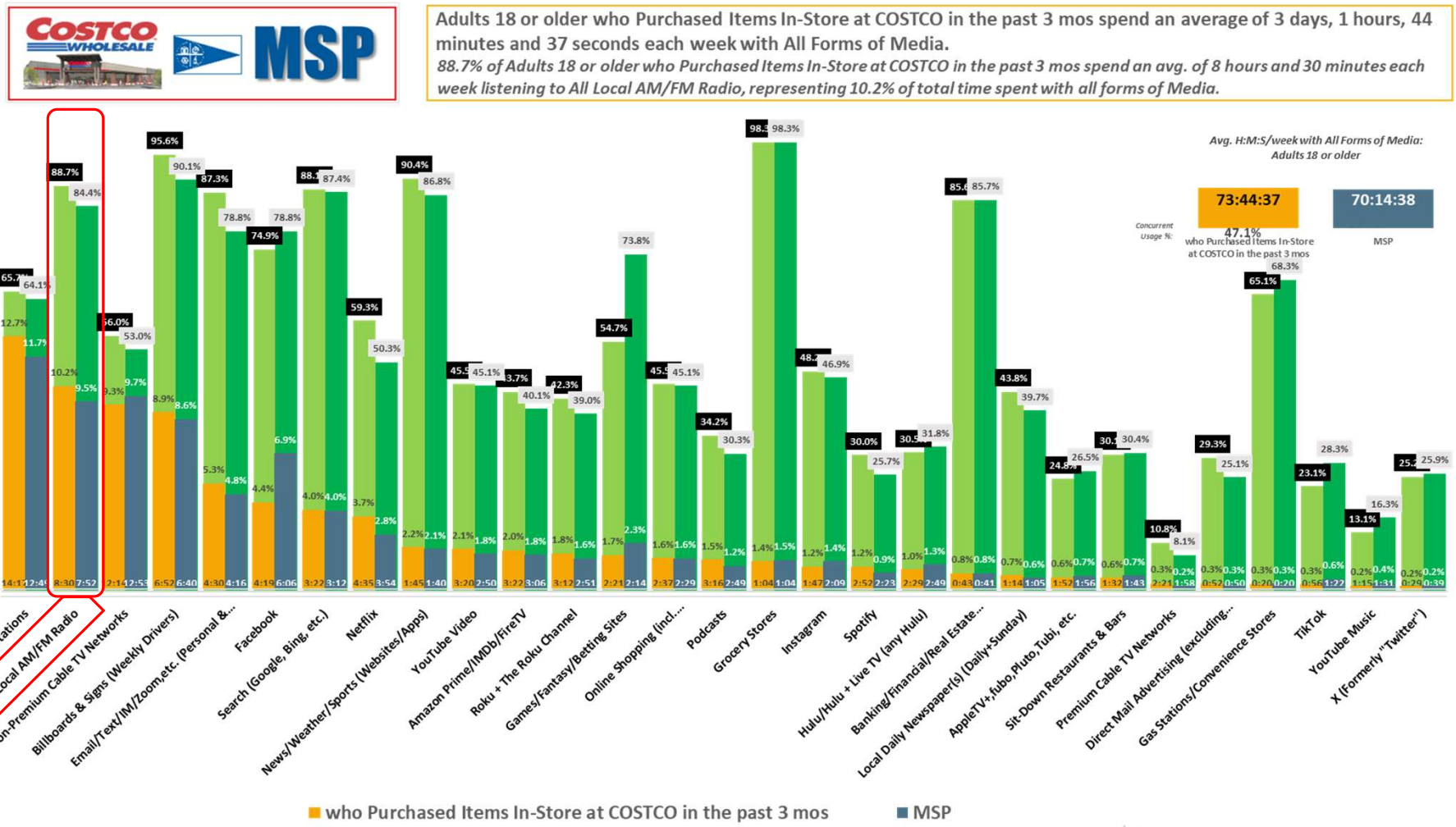



*USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 7,755 USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243*

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

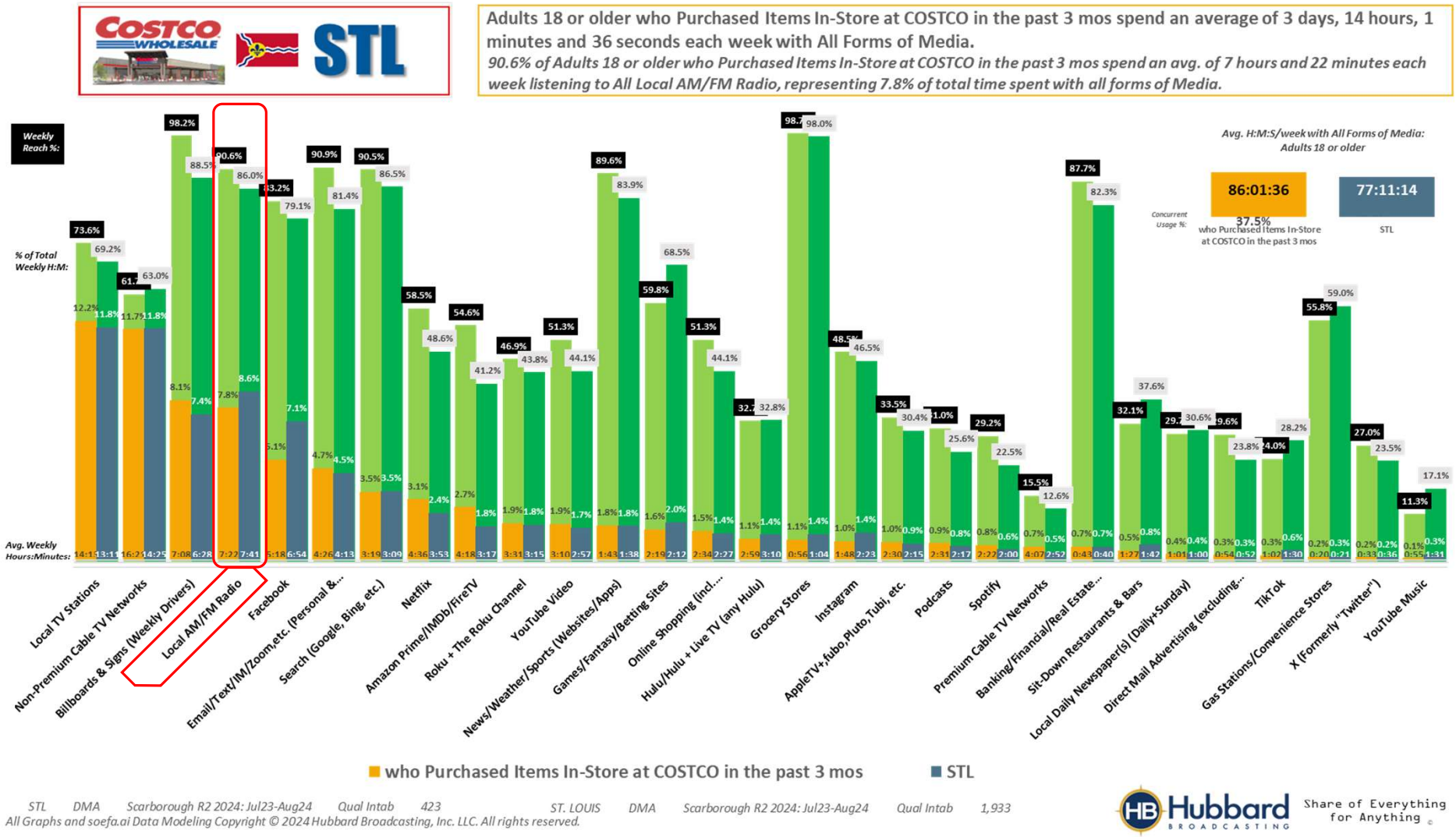



*MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 604 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862*

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

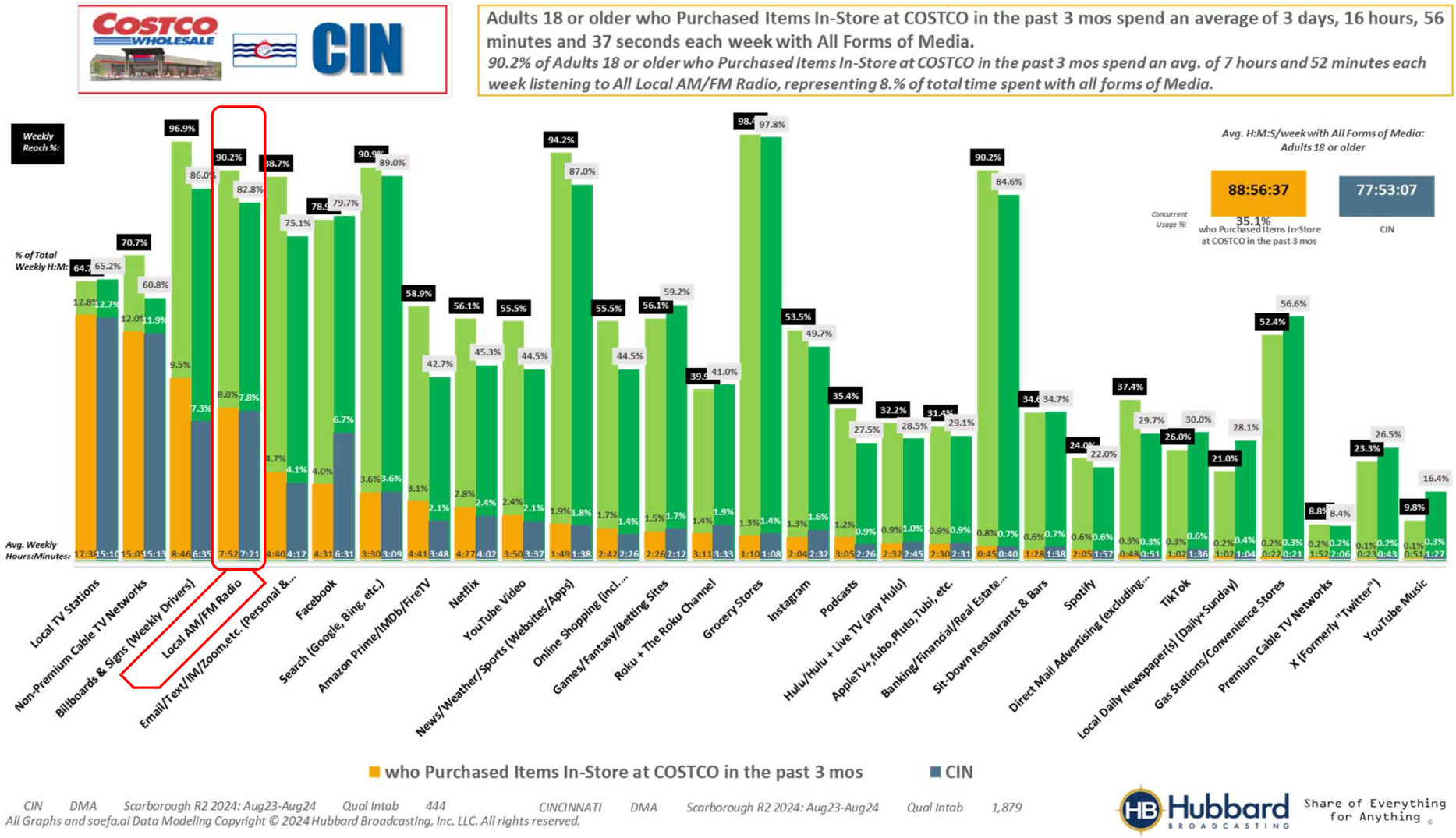



STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 423 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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




CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 444 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

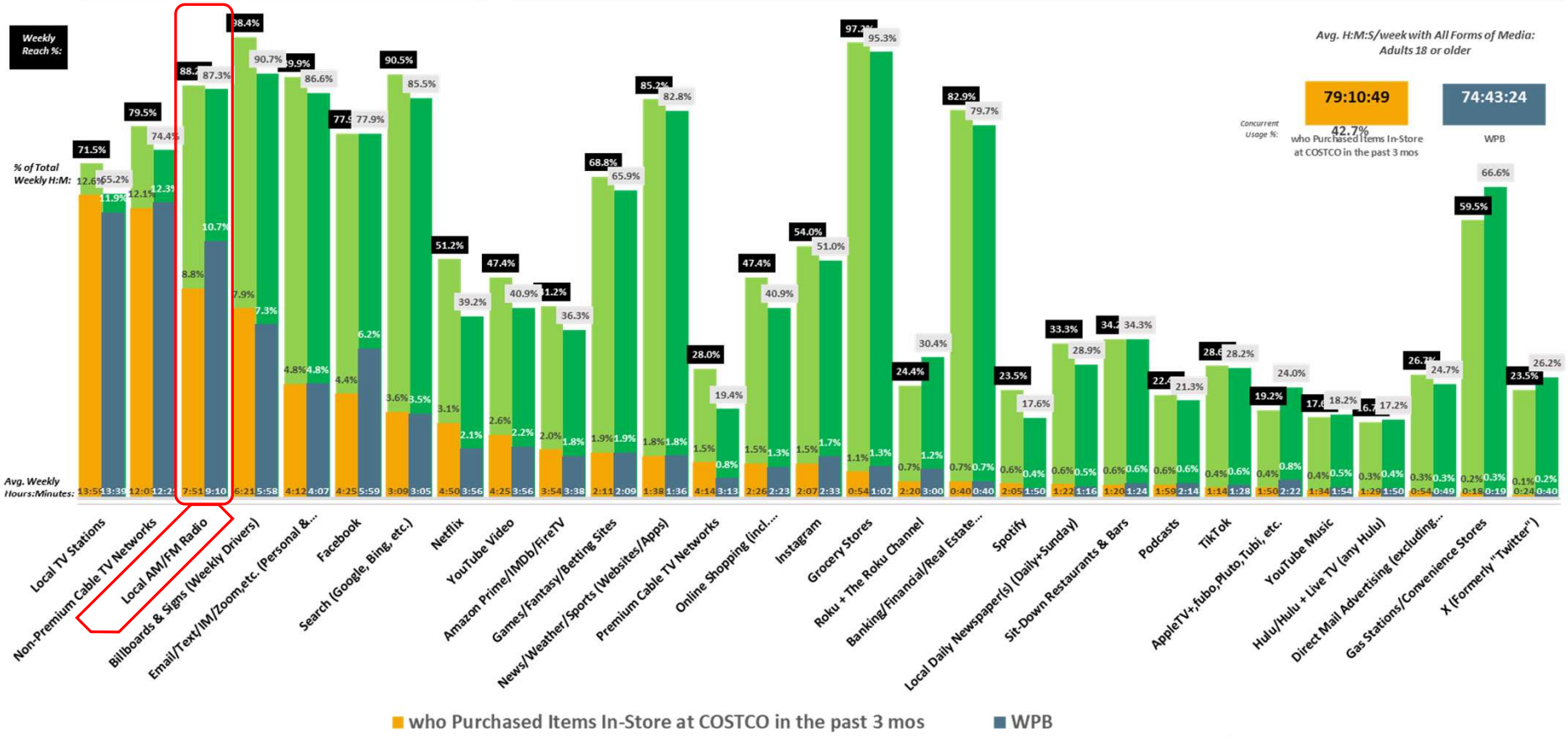
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[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

**Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos spend an average of 3 days, 7 hours, 10 minutes and 49 seconds each week with All Forms of Media.**

***88.2% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos spend an avg. of 7 hours and 51 minutes each week listening to All Local AM/FM Radio, representing 8.8% of total time spent with all forms of Media.***

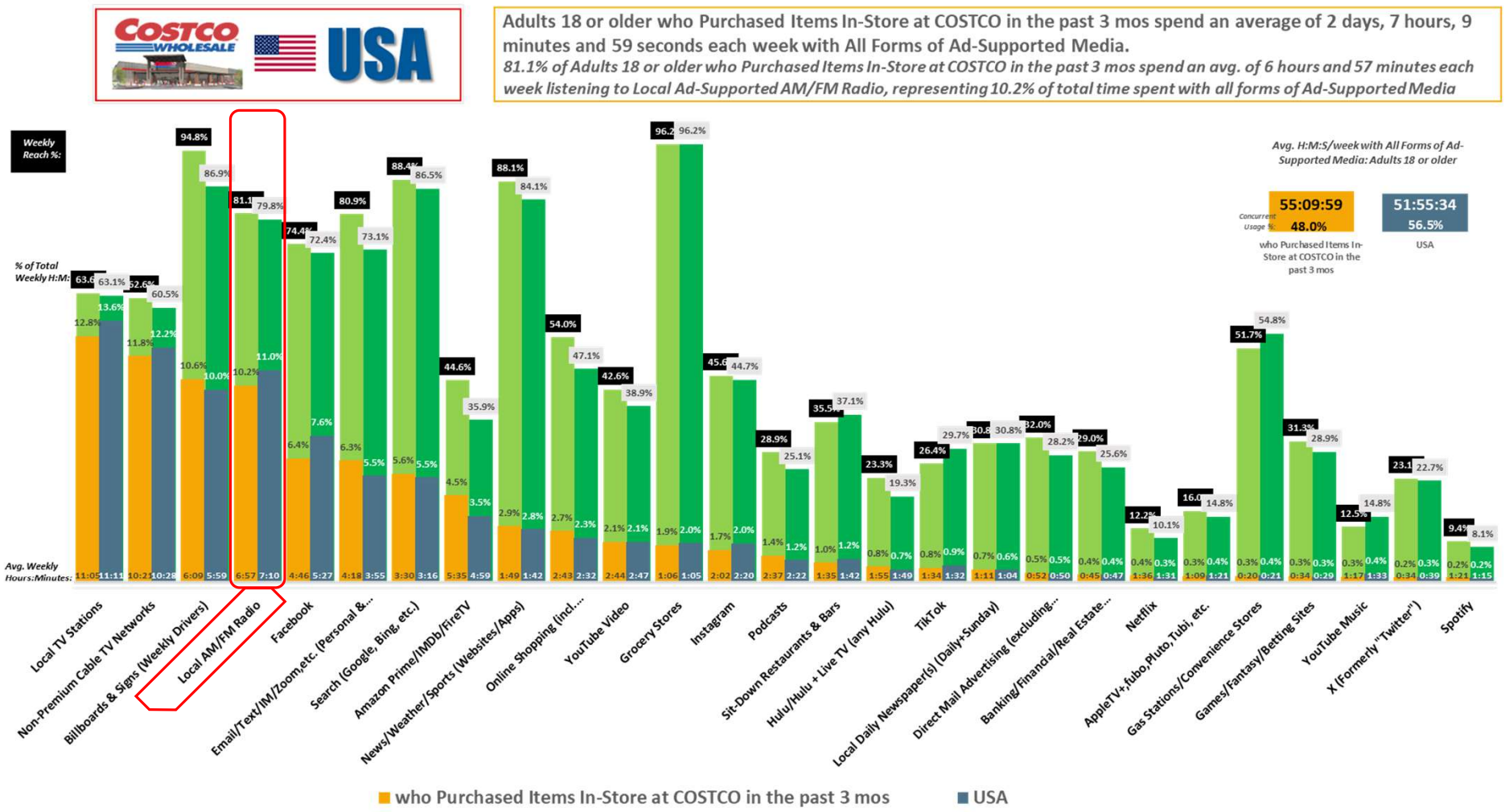



*WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 486 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464*

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

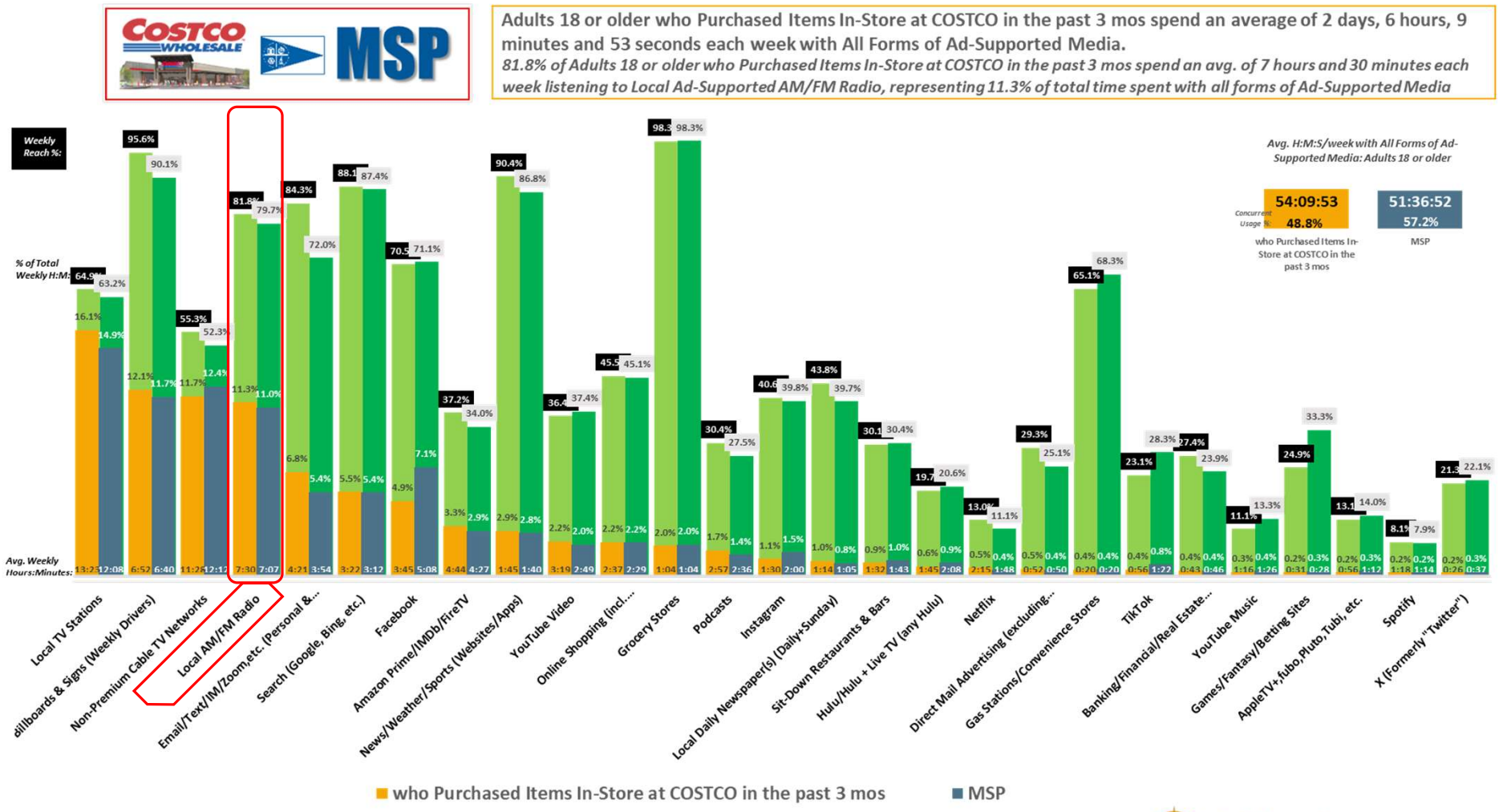



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 7,755 USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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

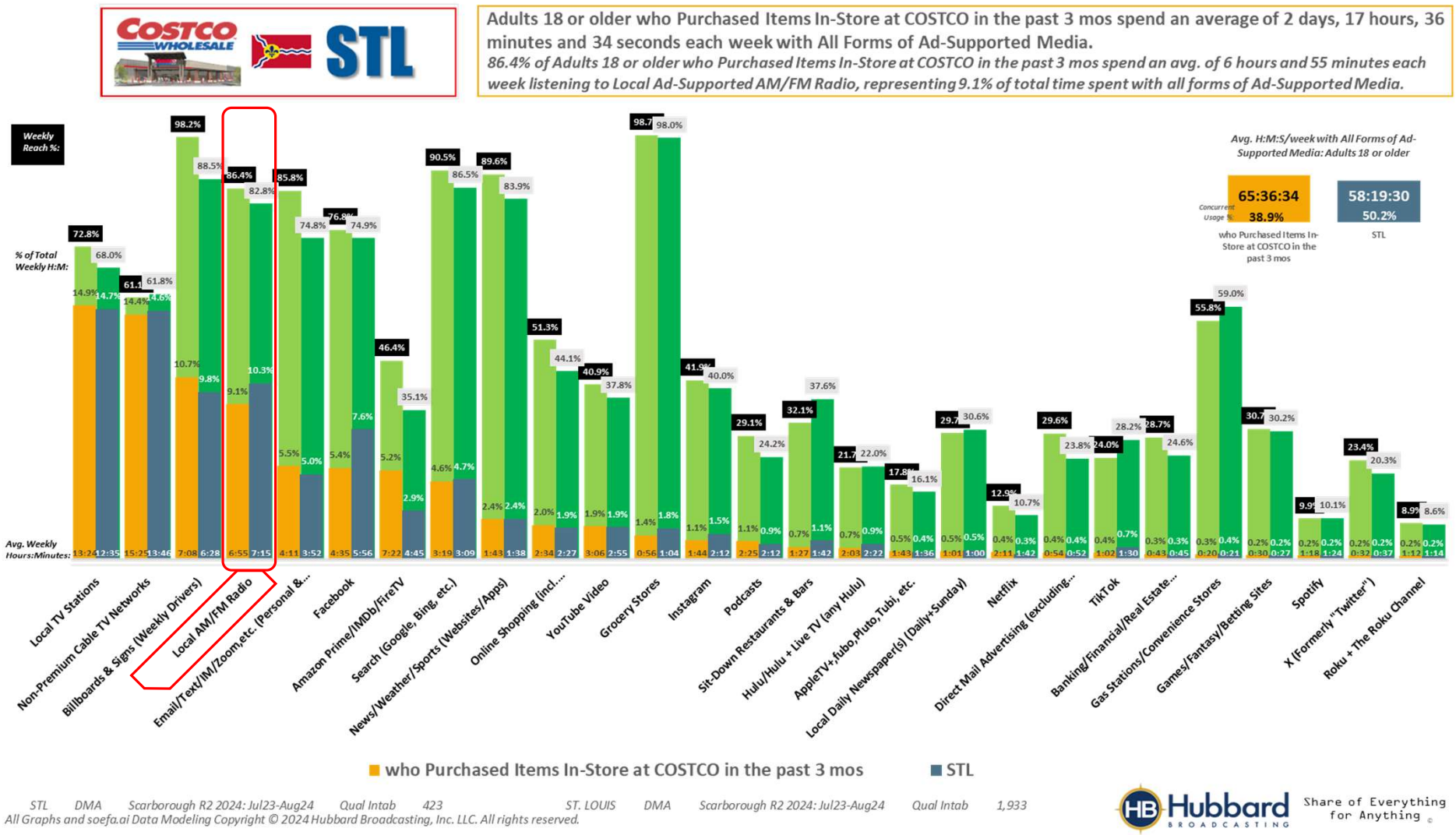



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 604 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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




STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 423 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

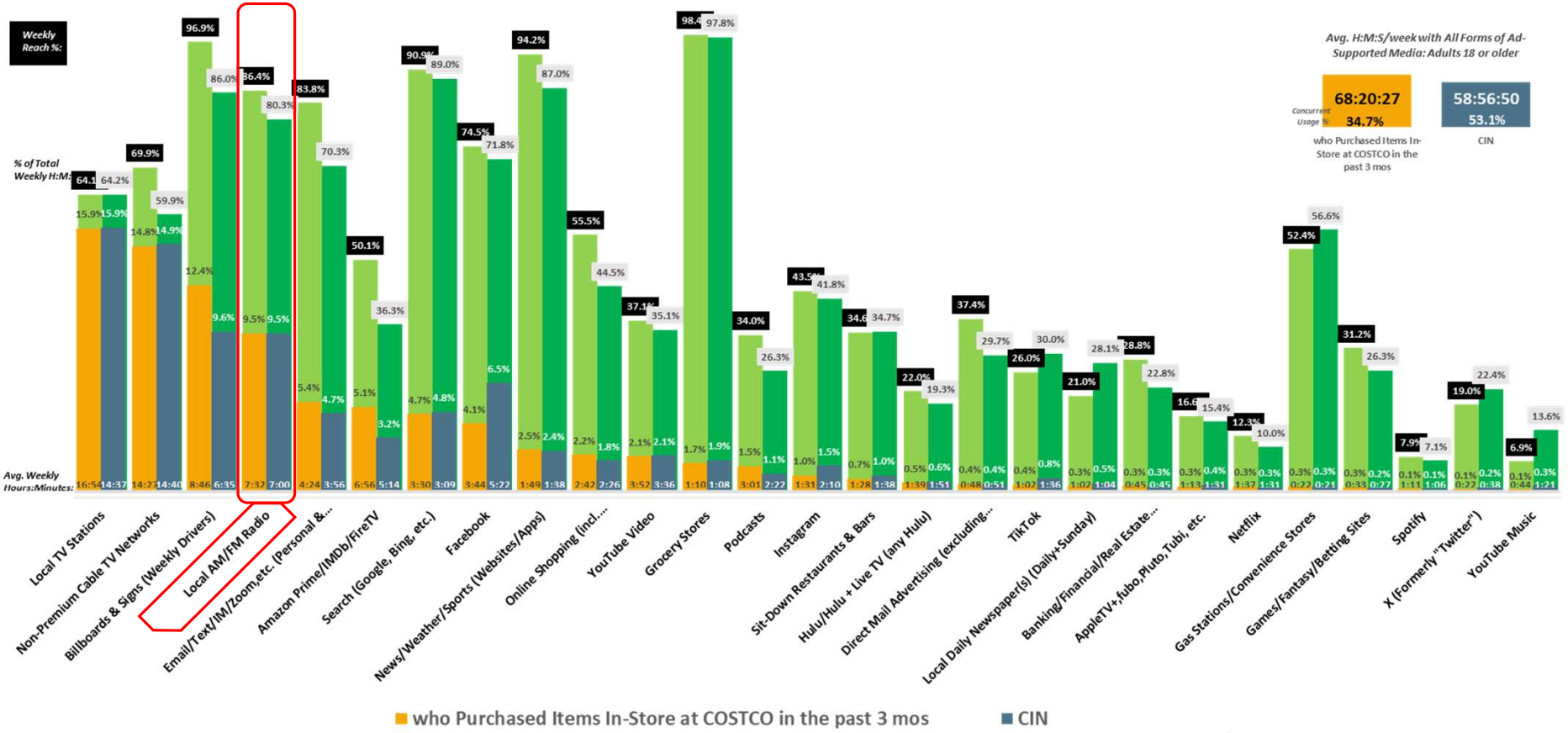
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[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

**Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos spend an average of 2 days, 20 hours, 20 minutes and 27 seconds each week with All Forms of Ad-Supported Media.**

***86.4% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos spend an avg. of 7 hours and 32 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.***




CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 444 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

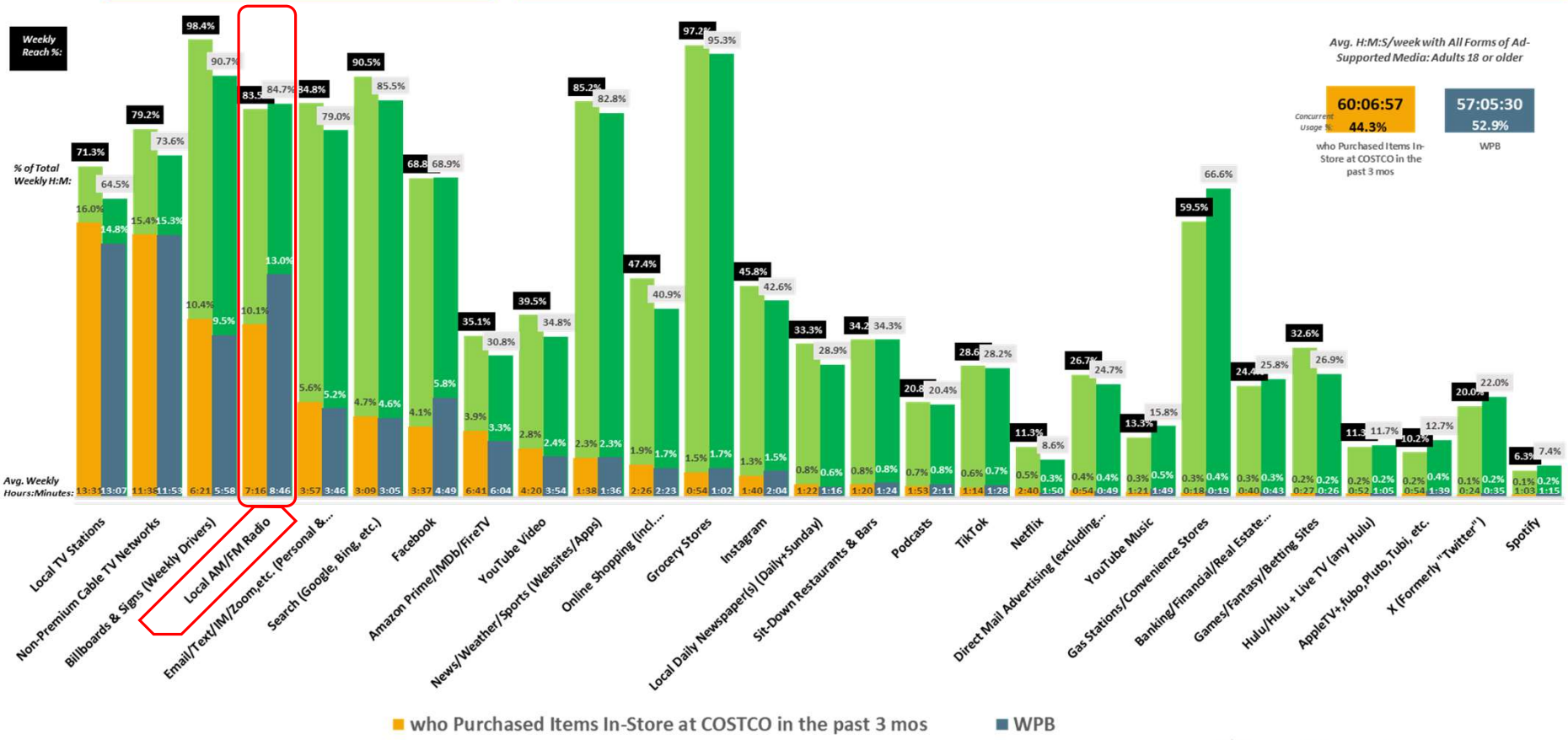
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*[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]*

**Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos spend an average of 2 days, 12 hours, 6 minutes and 57 seconds each week with All Forms of Ad-Supported Media.**

***83.5% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos spend an avg. of 7 hours and 16 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.1% of total time spent with all forms of Ad-Supported Media***




*WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 486 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464*

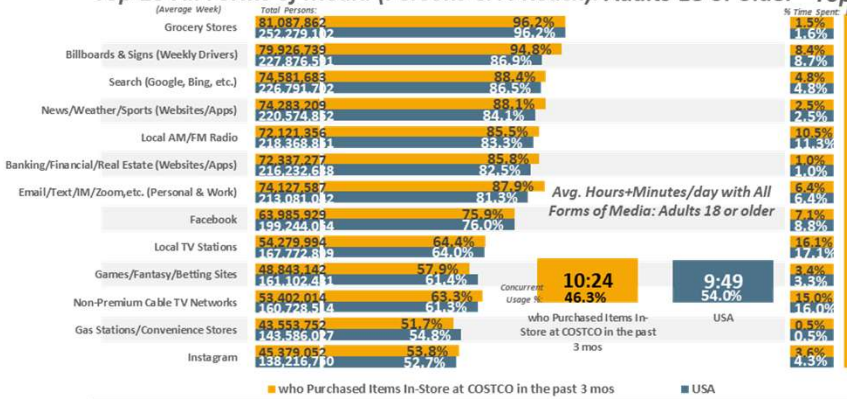
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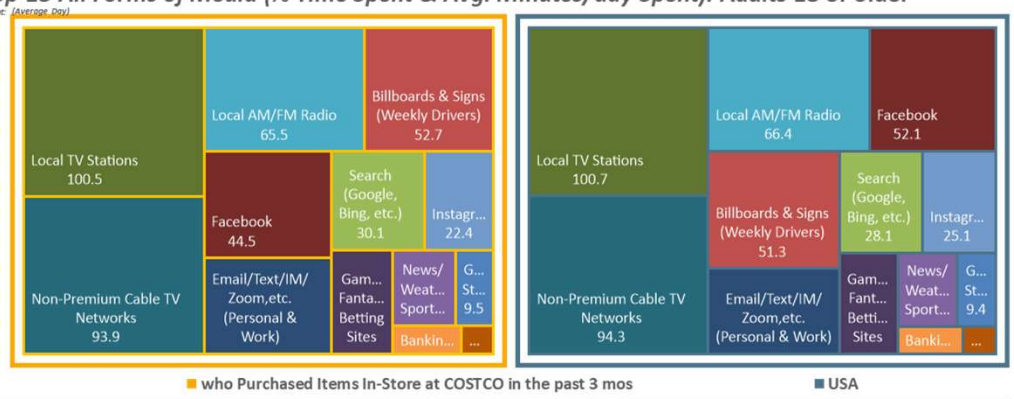
*[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]*

Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos spend an average of 7 hours and 52 minutes each day with All Forms of Ad-Supported Media. 81.1% listen to Local AM/FM Radio for an avg. of 59.6 minutes/day. *(Local Radio delivers 10.2% of Time with Ad-Supported Media.)*

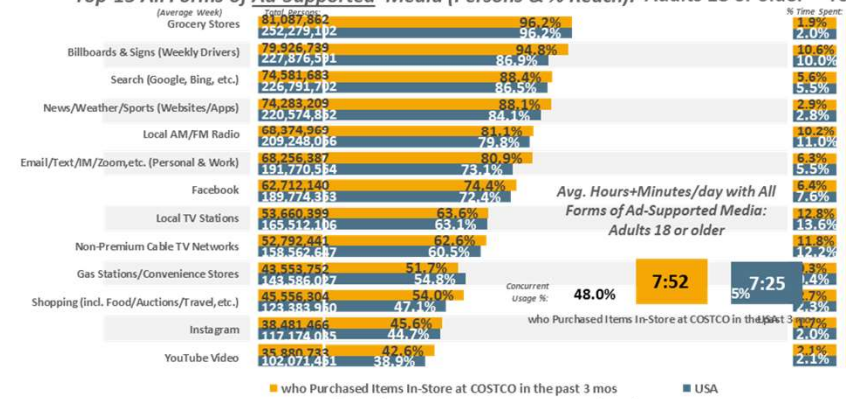
## *Top-13 All Forms of Media (Persons & % Reach):* Adults 18 or older



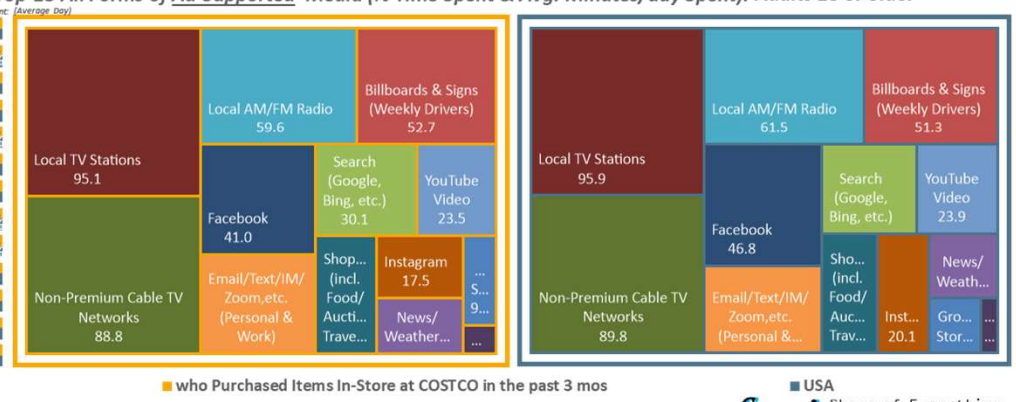

## *Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 7,755*

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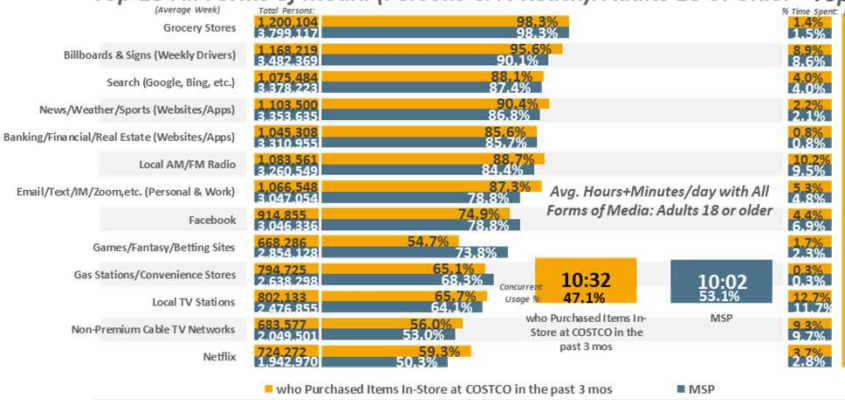
*USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243*

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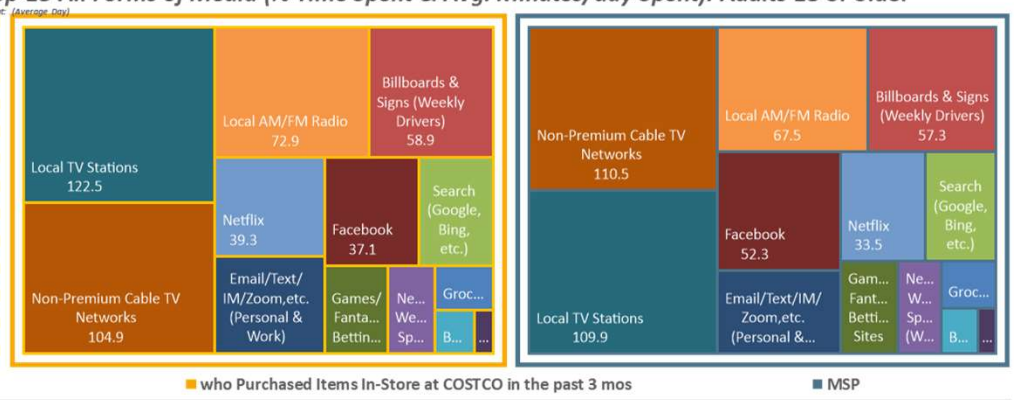
*[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]*

Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos spend an average of 7 hours and 44 minutes each day with All Forms of Ad-Supported Media. 81.8% listen to Local AM/FM Radio for an avg. of 64.3 minutes/day. *(Local Radio delivers 11.3% of Time with Ad-Supported Media.)*

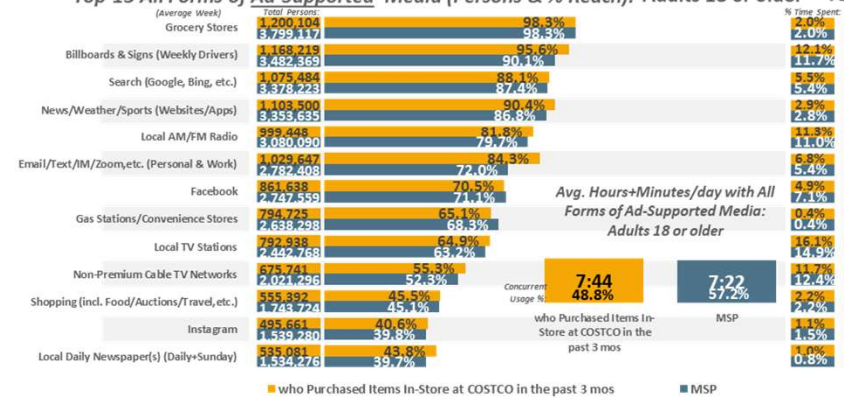
## *Top-13 All Forms of Media (Persons & % Reach):* Adults 18 or older



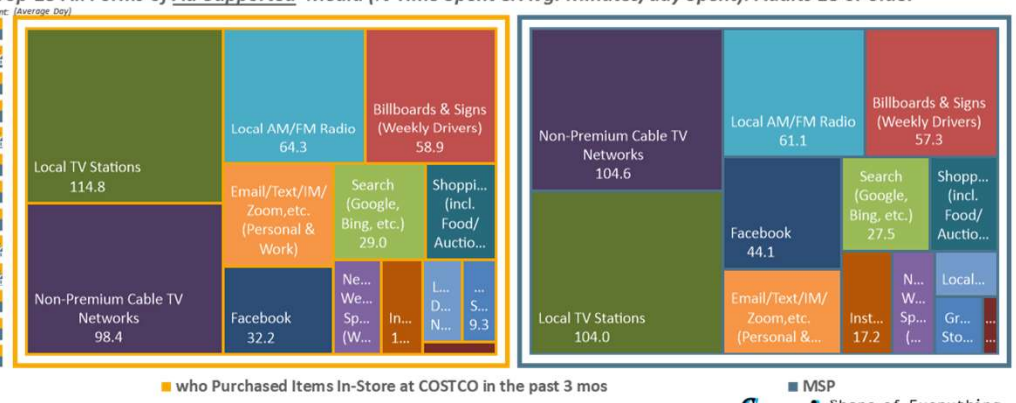

## *Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 604*

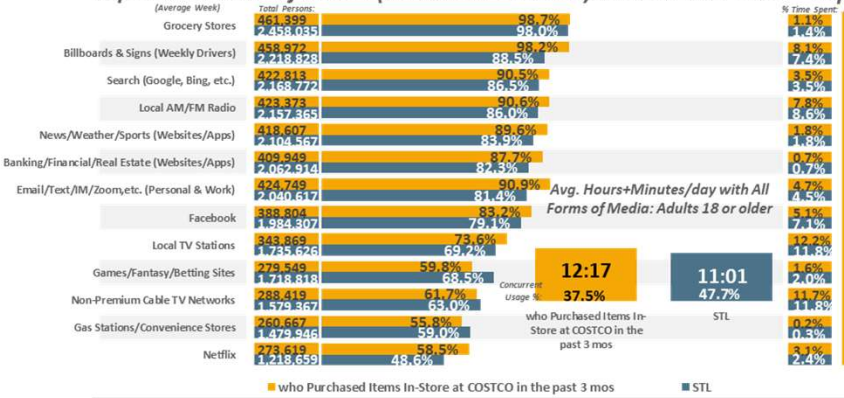
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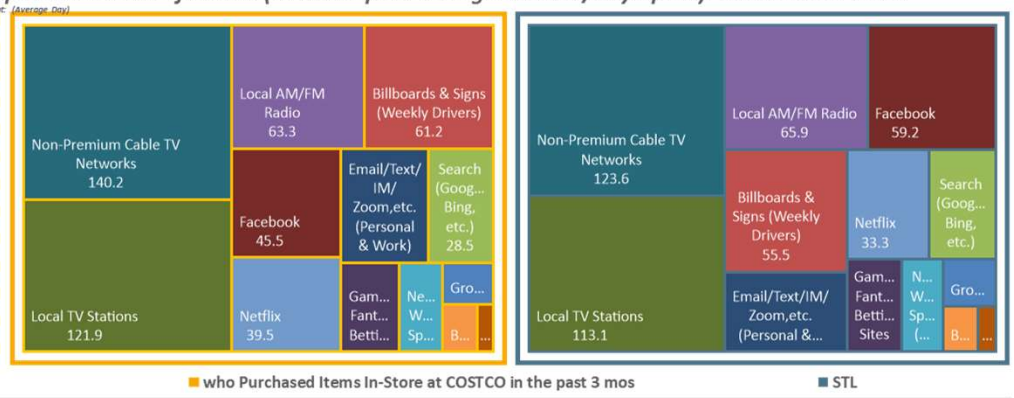
*[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]*

Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos spend an average of 9 hours and 22 minutes each day with All Forms of Ad-Supported Media. 86.4% listen to Local AM/FM Radio for an avg. of 59.3 minutes/day. *(Local Radio delivers 9.1% of Time with Ad-Supported Media.)*

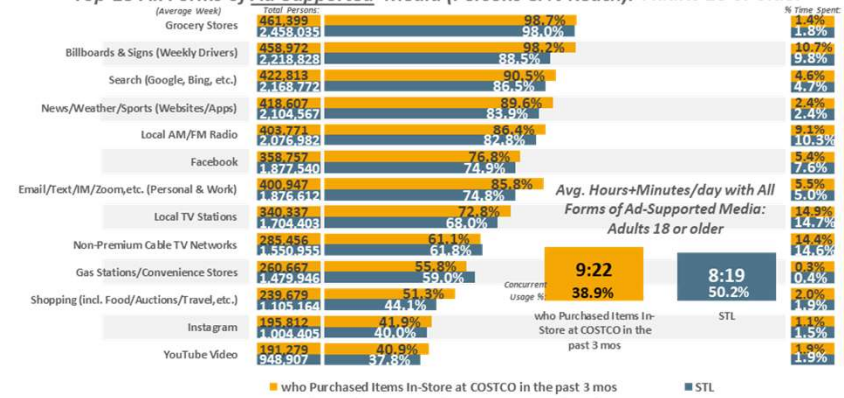
## *Top-13 All Forms of Media (Persons & % Reach):* Adults 18 or older



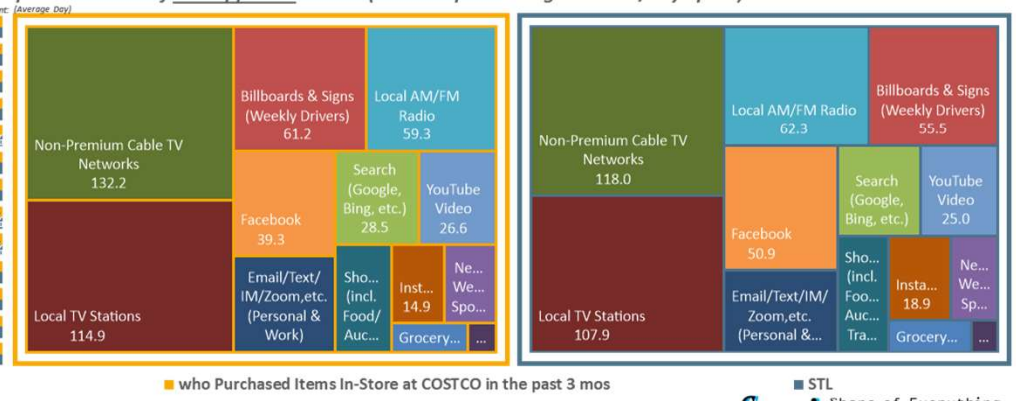

## *Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 423

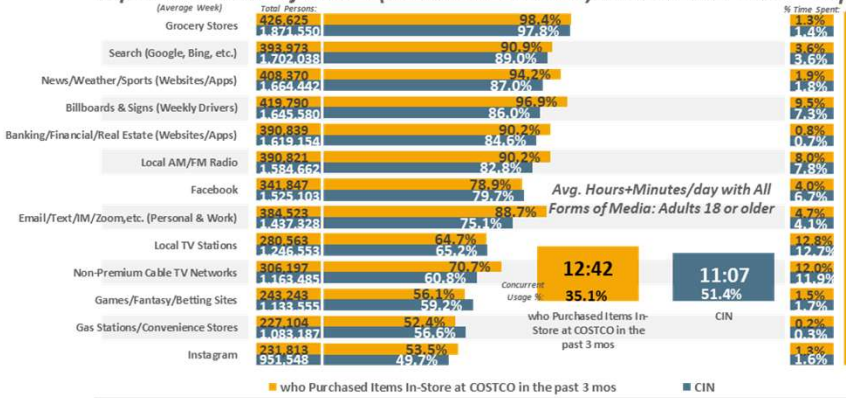
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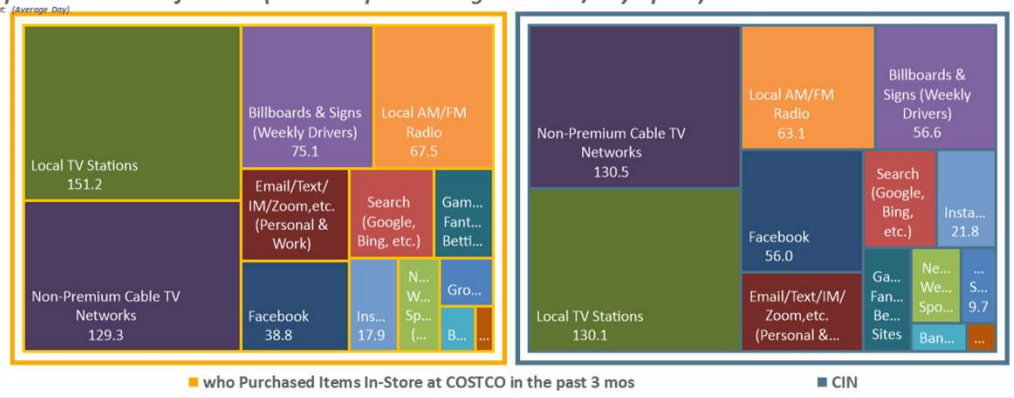
*[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]*

Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos spend an average of 9 hours and 45 minutes each day with All Forms of Ad-Supported Media. 86.4% listen to Local AM/FM Radio for an avg. of 64.6 minutes/day. *(Local Radio delivers 9.5% of Time with Ad-Supported Media.)*

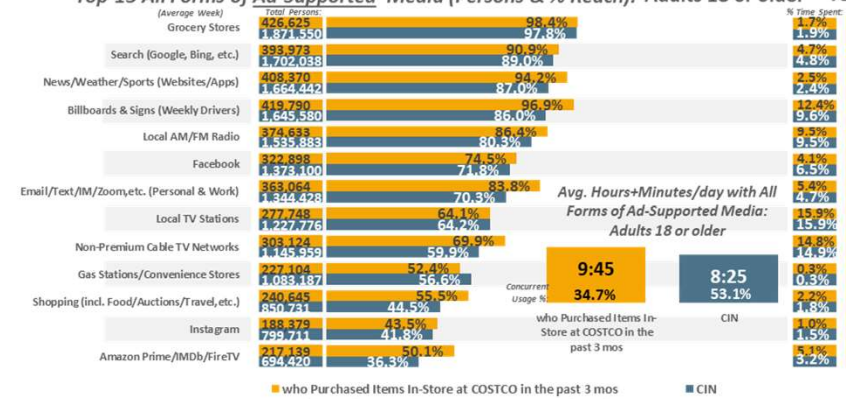
## *Top-13 All Forms of Media (Persons & % Reach):* Adults 18 or older



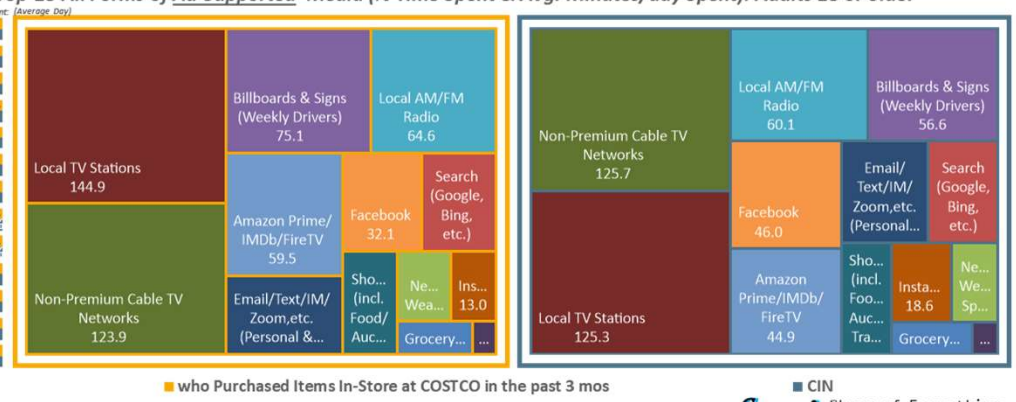

## *Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 444*

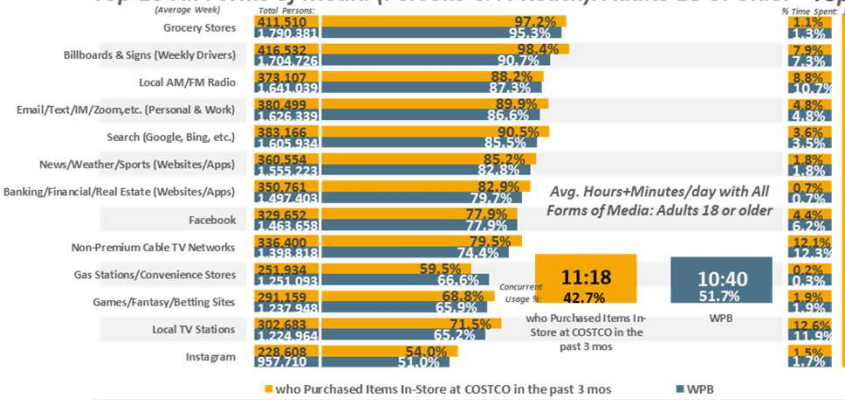
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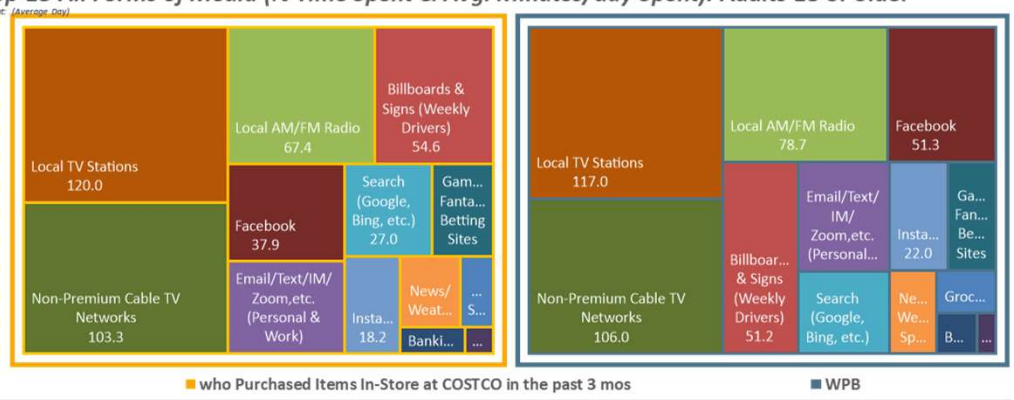
*[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]*

Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos spend an average of 8 hours and 35 minutes each day with All Forms of Ad-Supported Media. 83.5% listen to Local AM/FM Radio for an avg. of 62.3 minutes/day. *(Local Radio delivers 10.1% of Time with Ad-Supported Media.)*

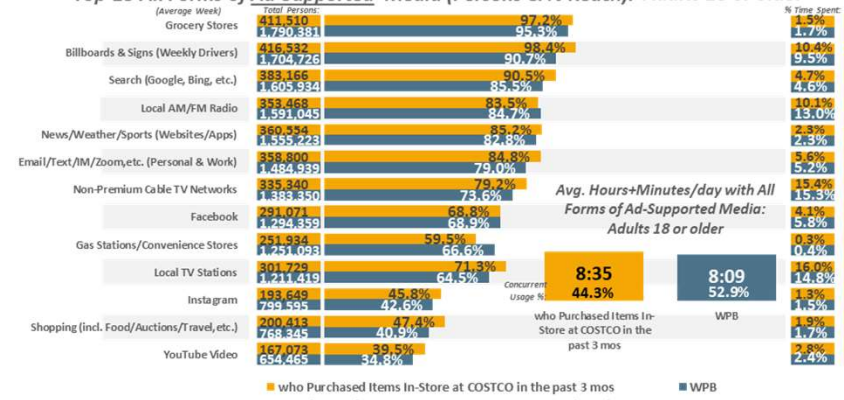
***Top-13 All Forms of Media (Persons & % Reach):*** **Adults 18 or older**



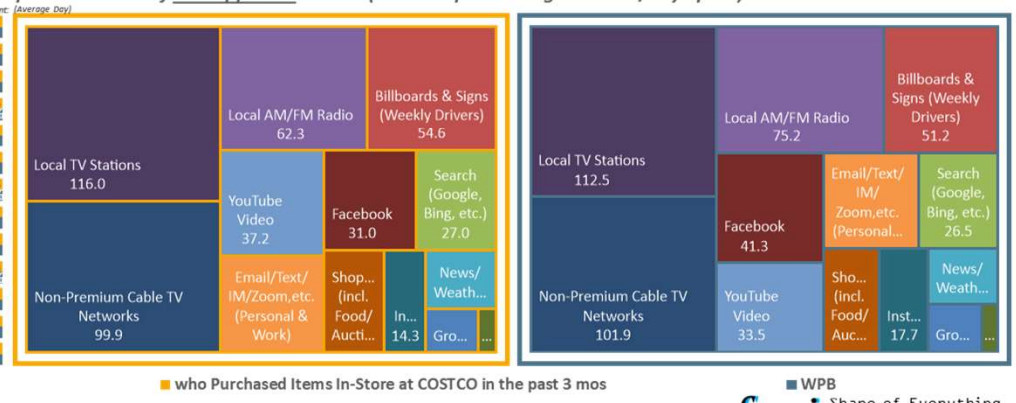

***Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent):*** **Adults 18 or older**




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




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




*WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 486*

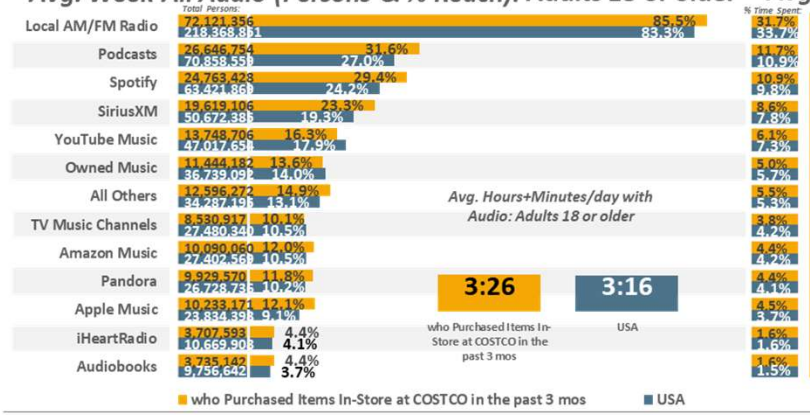
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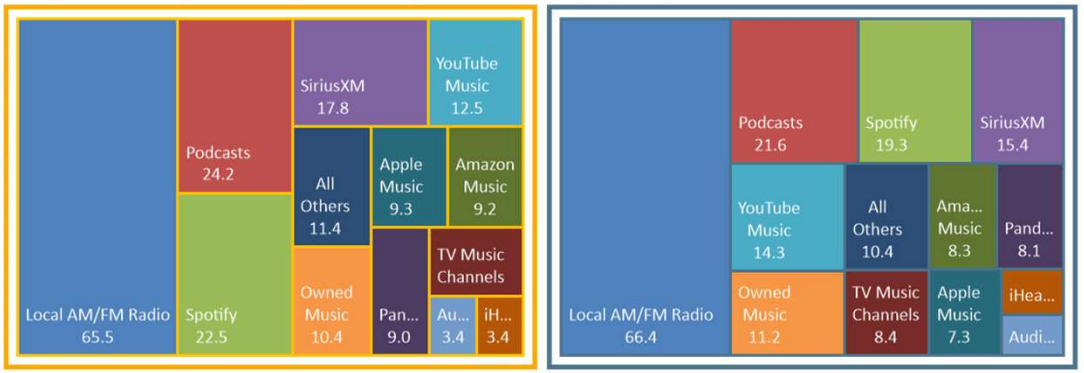
*[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]*

68,374,969 or 81.1% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos listen to Ad-Supported Local AM/FM Radio for an average of 59.6 minutes every day representing 41.6% of all time spent daily with Ad-Supported Audio.

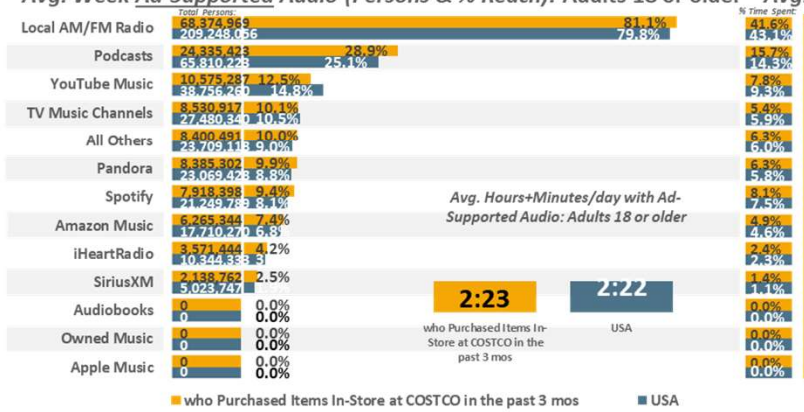
## *Avg. Week All Audio (Persons & % Reach):* Adults 18 or older



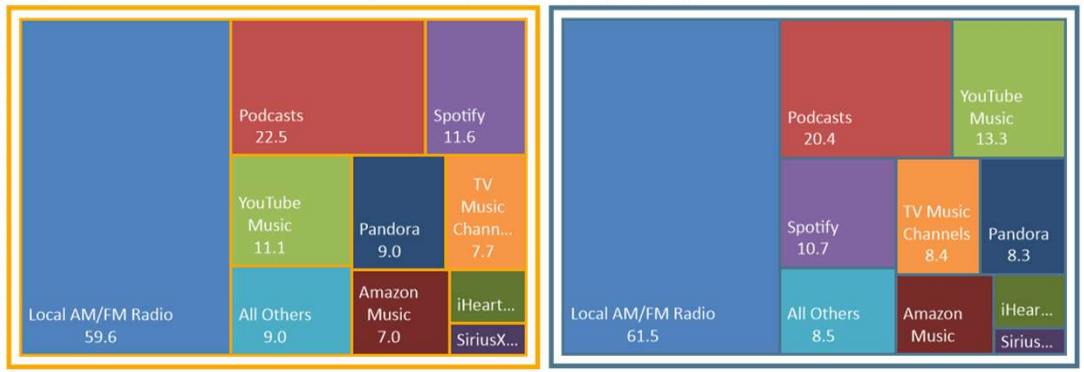

## *Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*USA* *USA Projection* *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *7,755*

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*Scarborough R1 2024: Jan23-Aug24* *USA Projection* *Scarborough R1 2024: Jan23-Aug24*

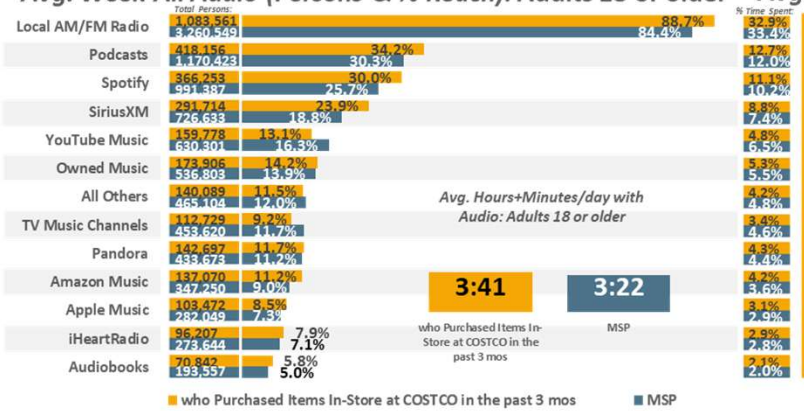
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*[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]*

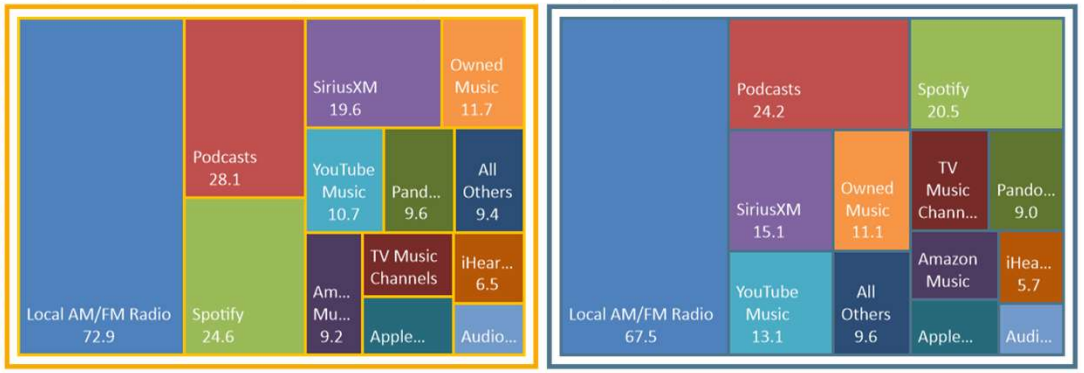
COSTCO WHOLESALE | MSP

999,448 or 81.8% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos listen to Ad-Supported Local AM/FM Radio for an average of 64.3 minutes every day representing 42.3% of all time spent daily with Ad-Supported Audio.

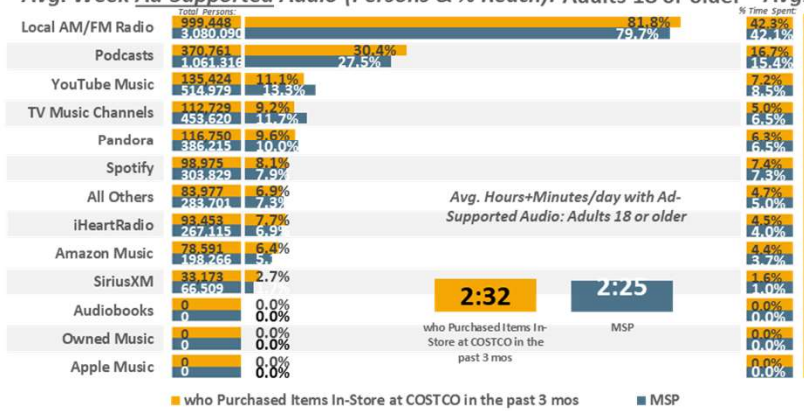
## *Avg. Week All Audio (Persons & % Reach):* Adults 18 or older



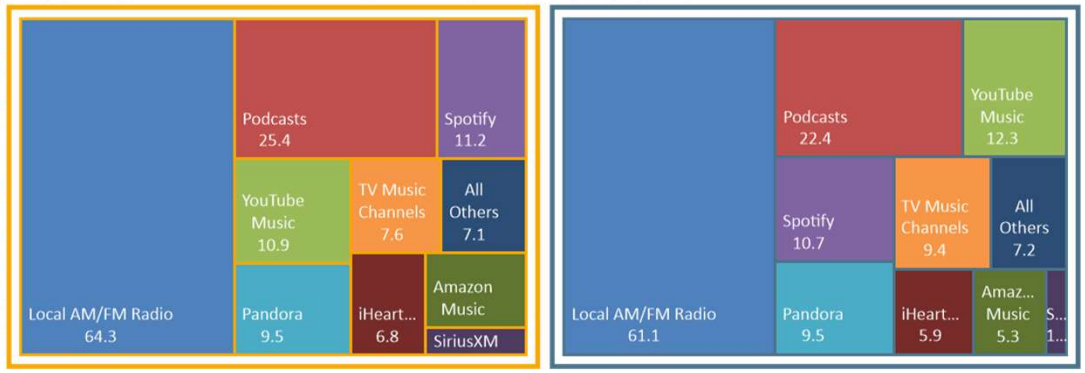

## *Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 604*

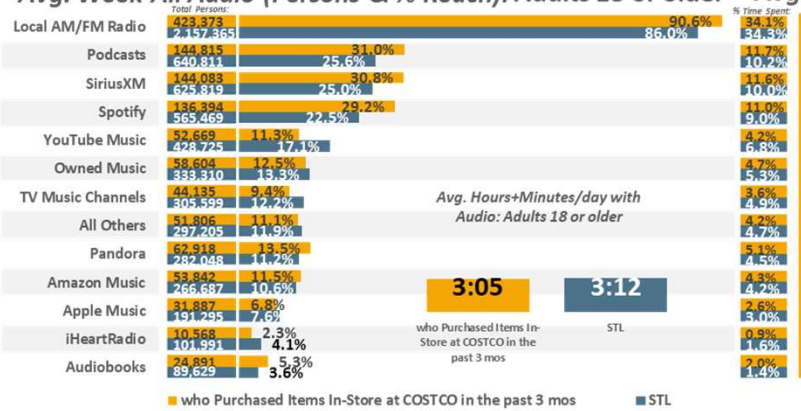
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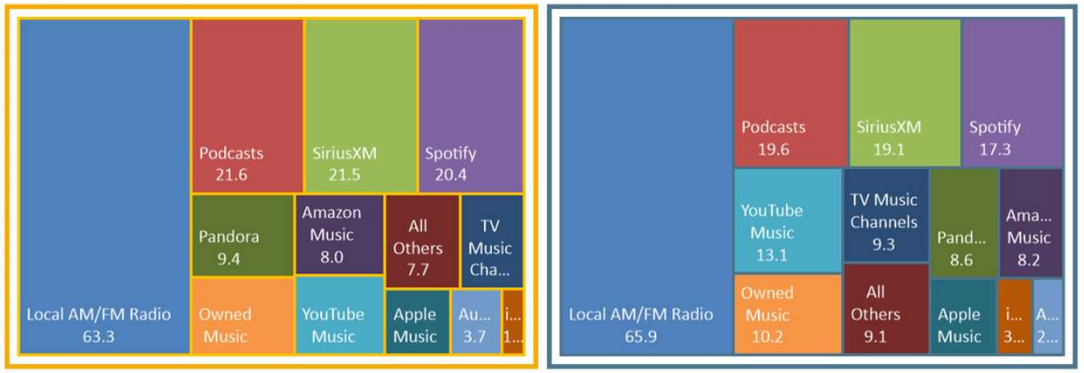
*[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]*

403,771 or 86.4% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos listen to Ad-Supported Local AM/FM Radio for an average of 59.3 minutes every day representing 45.3% of all time spent daily with Ad-Supported Audio.

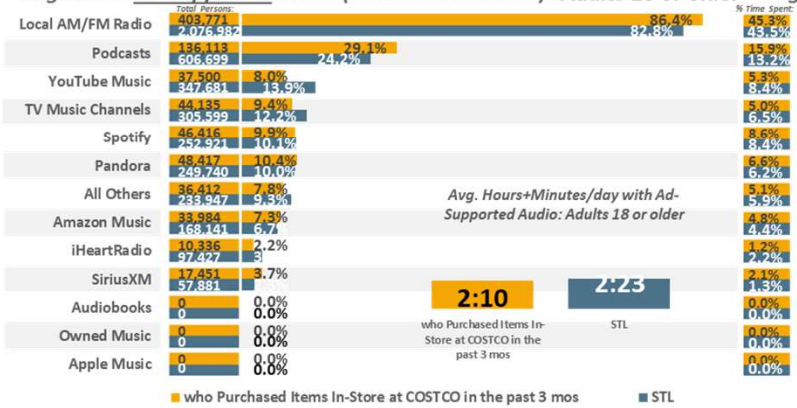
## *Avg. Week All Audio (Persons & % Reach):* Adults 18 or older



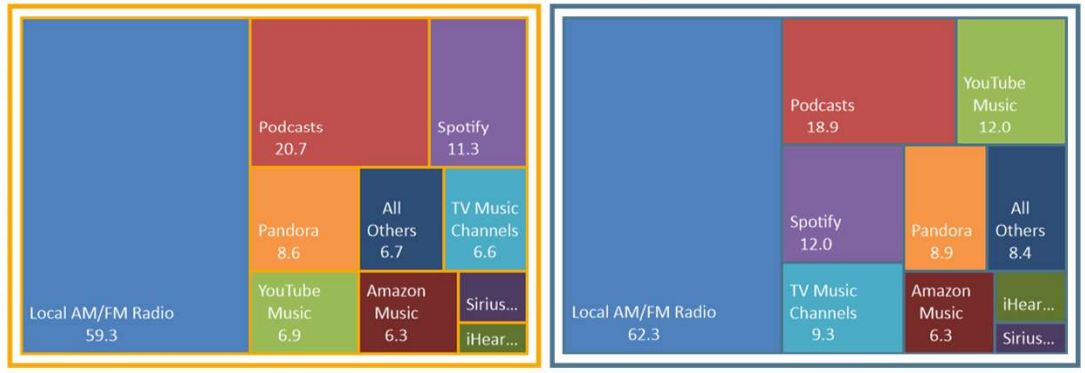

## *Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 423*

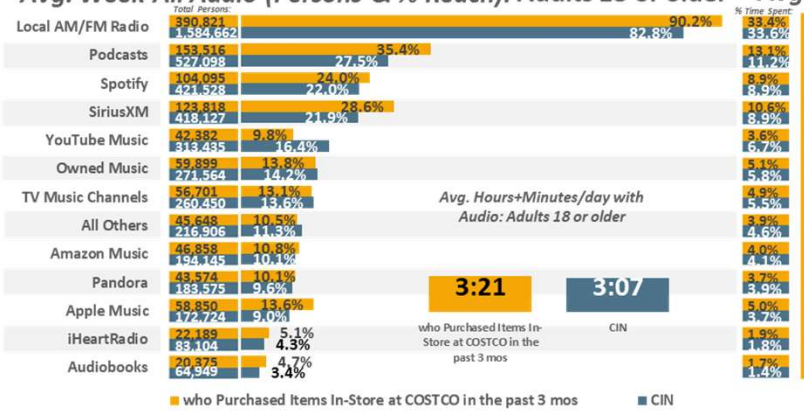
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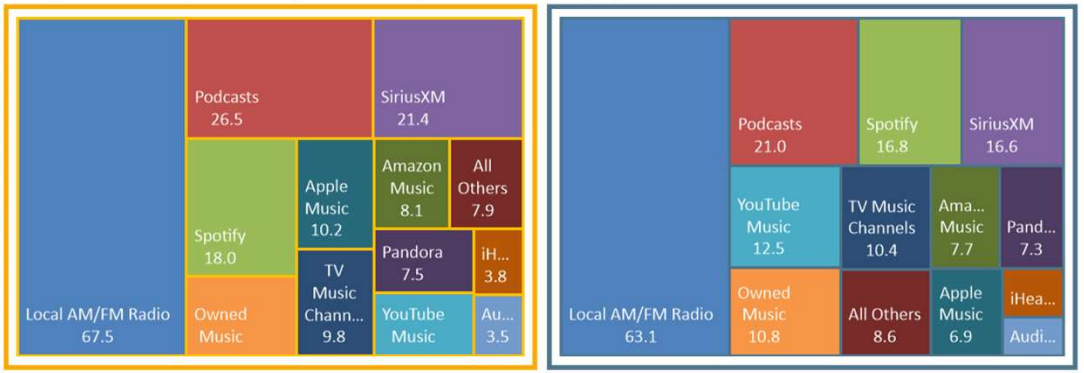
*[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]*

374,633 or 86.4% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos listen to Ad-Supported Local AM/FM Radio for an average of 64.6 minutes every day representing 45.1% of all time spent daily with Ad-Supported Audio.

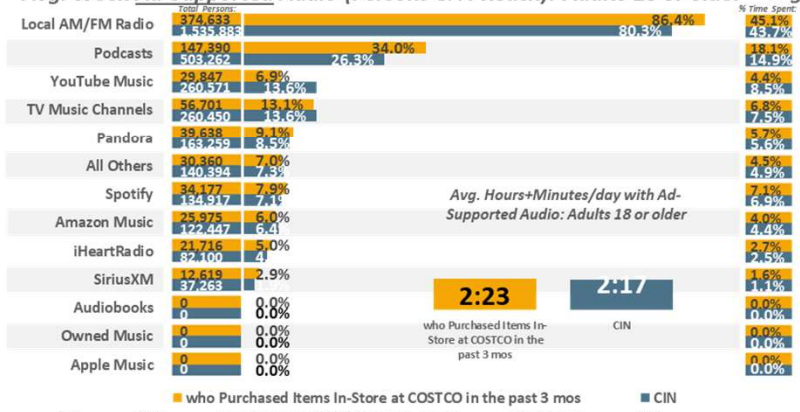
## *Avg. Week All Audio (Persons & % Reach):* Adults 18 or older



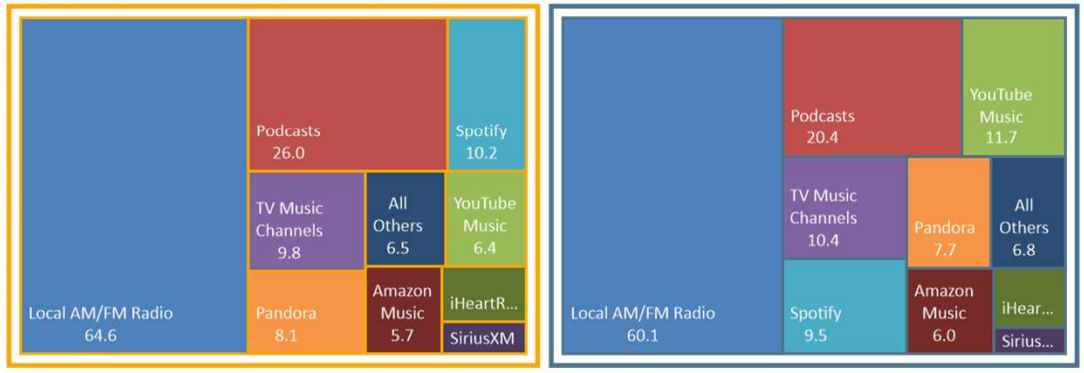

## *Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 444*

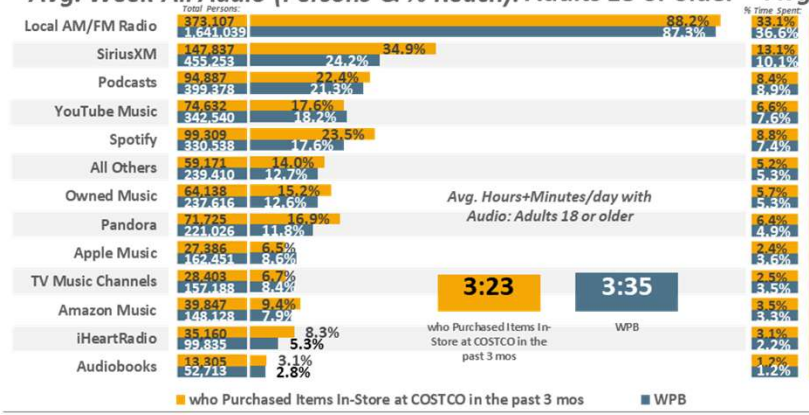
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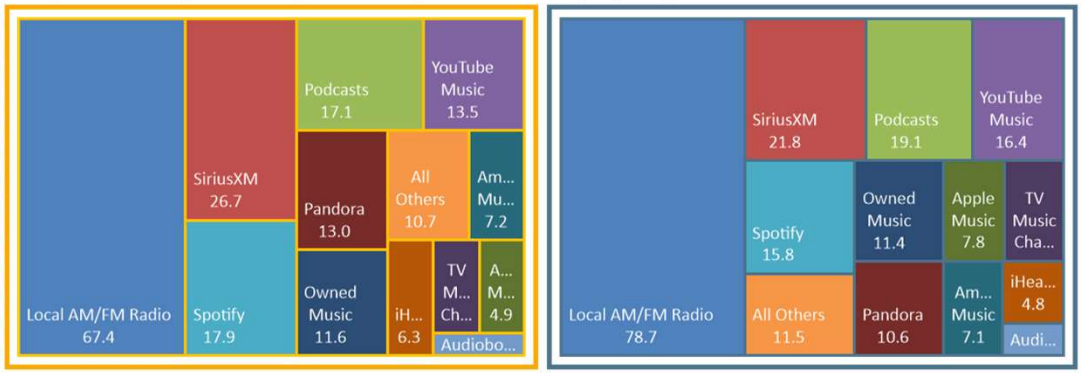
*[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]*

353,468 or 83.5% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos listen to Ad-Supported Local AM/FM Radio for an average of 62.3 minutes every day representing 43.3% of all time spent daily with Ad-Supported Audio.

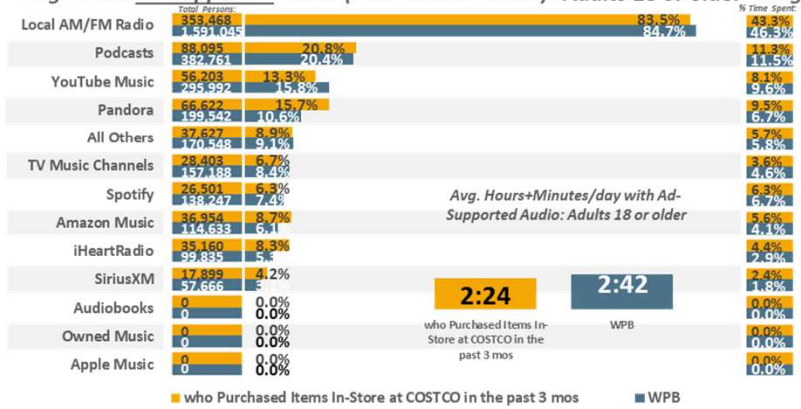
## *Avg. Week All Audio (Persons & % Reach):* Adults 18 or older



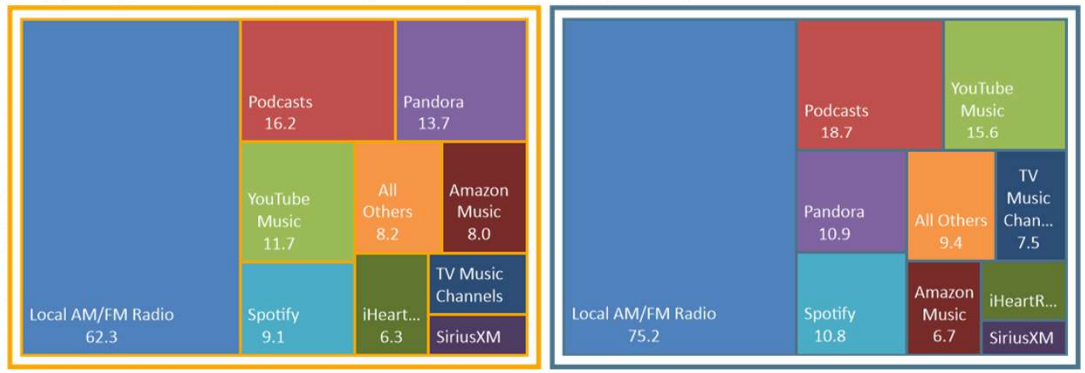

## *Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 486*

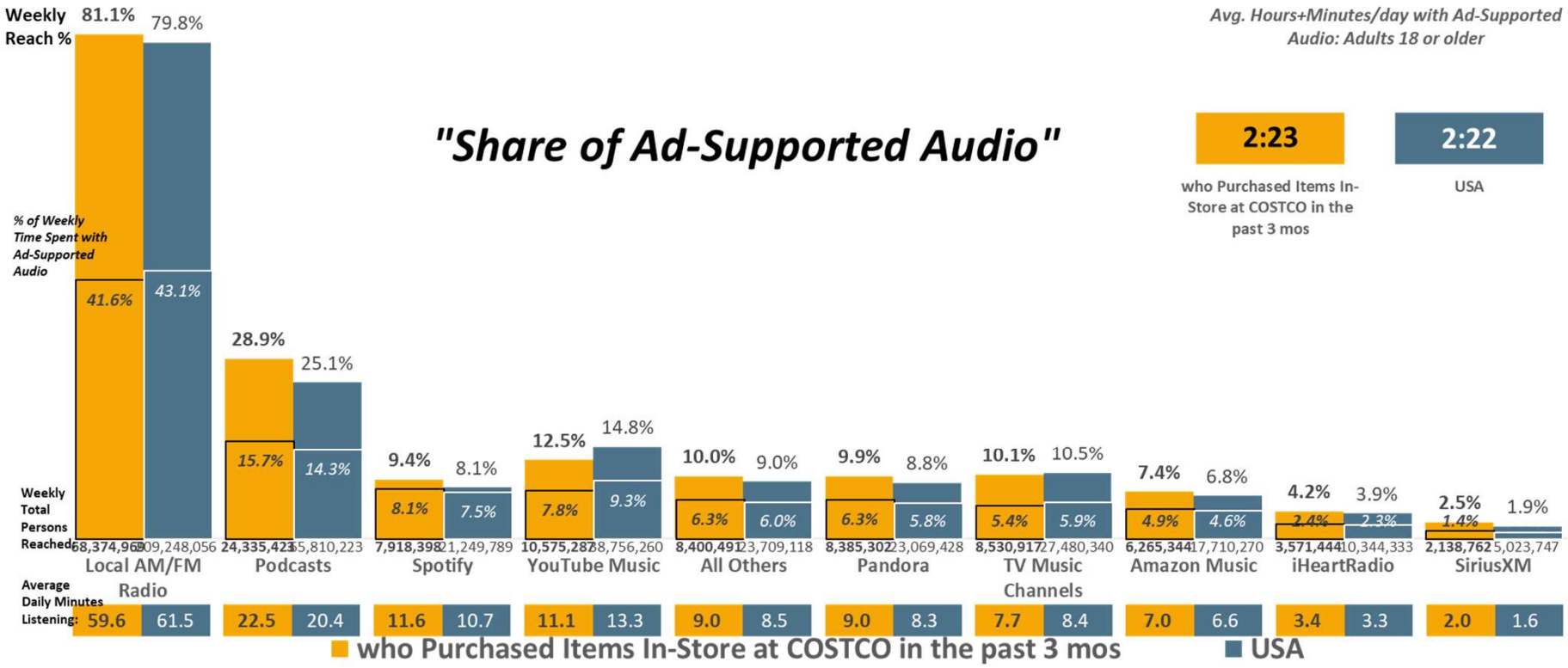
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*[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]*




68,374,969 or 81.1% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos listen to Ad-Supported Local AM/FM Radio for an average of 59.6 minutes every day representing 41.6% of all time spent daily with Ad-Supported Audio.




*USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 7,755*

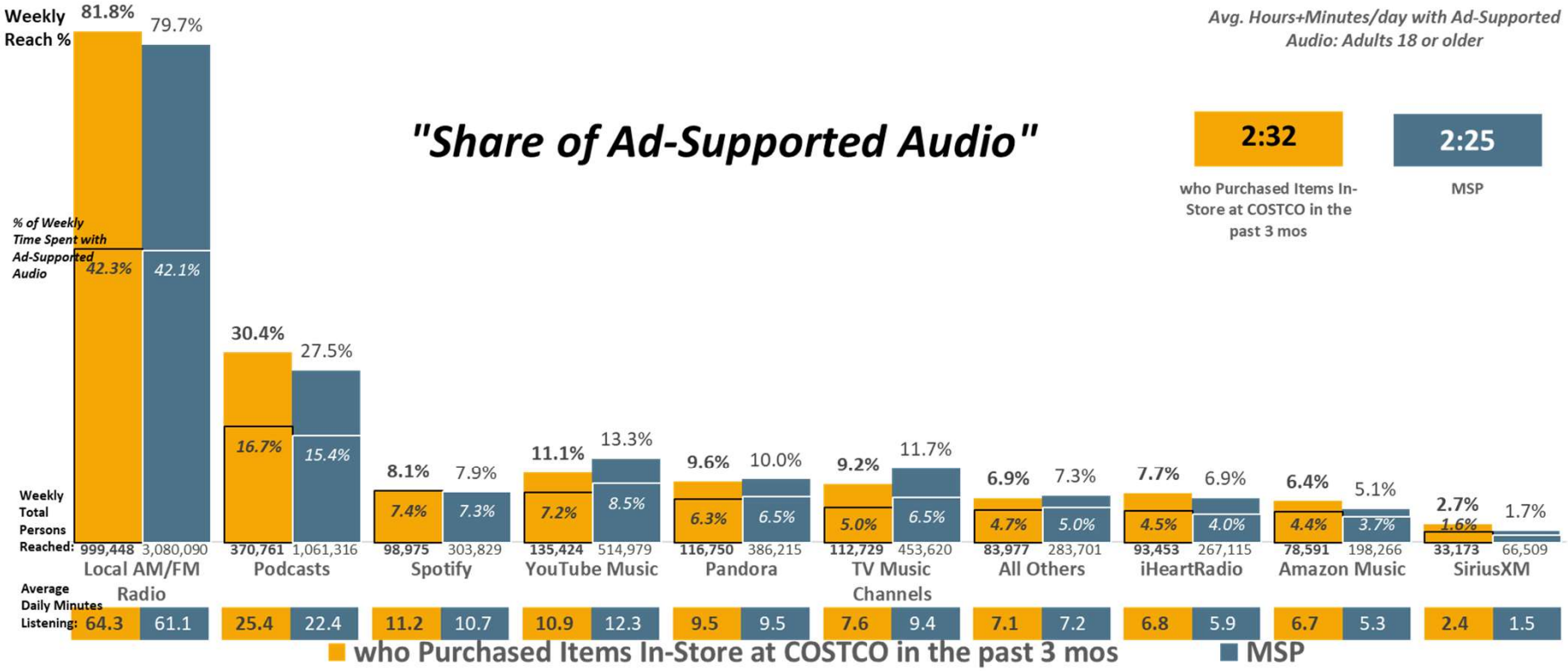
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*USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243*

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

999,448 or 81.8% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos listen to Ad-Supported Local AM/FM Radio for an average of 64.3 minutes every day representing 42.3% of all time spent daily with Ad-Supported Audio.



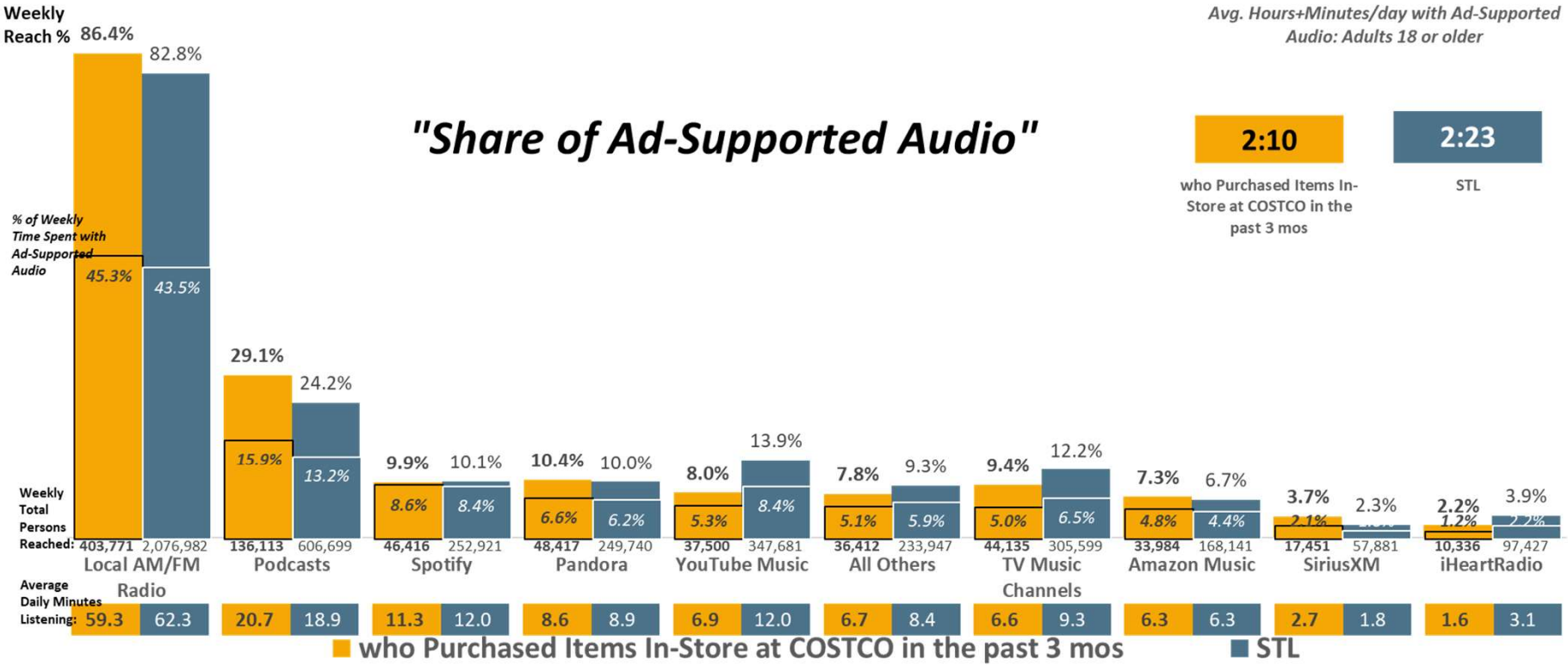

MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 604 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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

403,771 or 86.4% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos listen to Ad-Supported Local AM/FM Radio for an average of 59.3 minutes every day representing 45.3% of all time spent daily with Ad-Supported Audio.



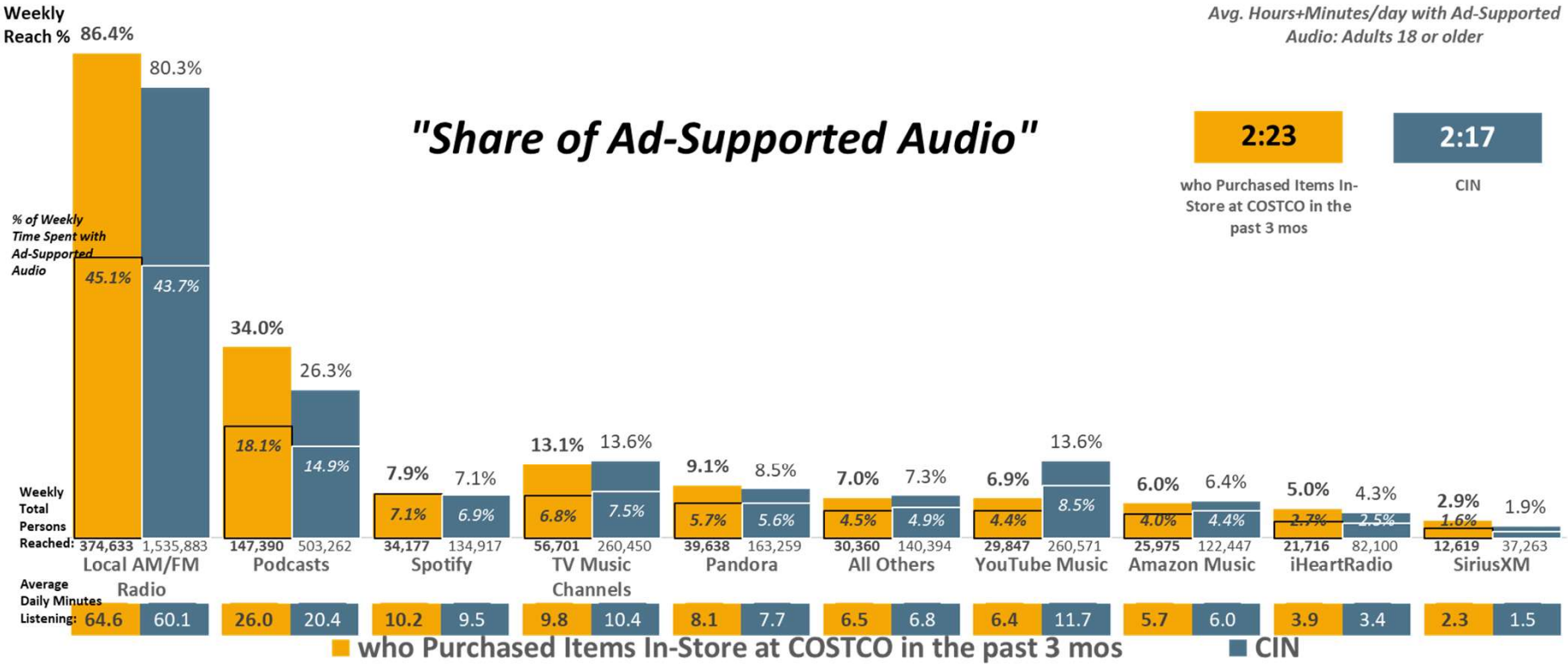

STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 423 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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

374,633 or 86.4% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos listen to Ad-Supported Local AM/FM Radio for an average of 64.6 minutes every day representing 45.1% of all time spent daily with Ad-Supported Audio.



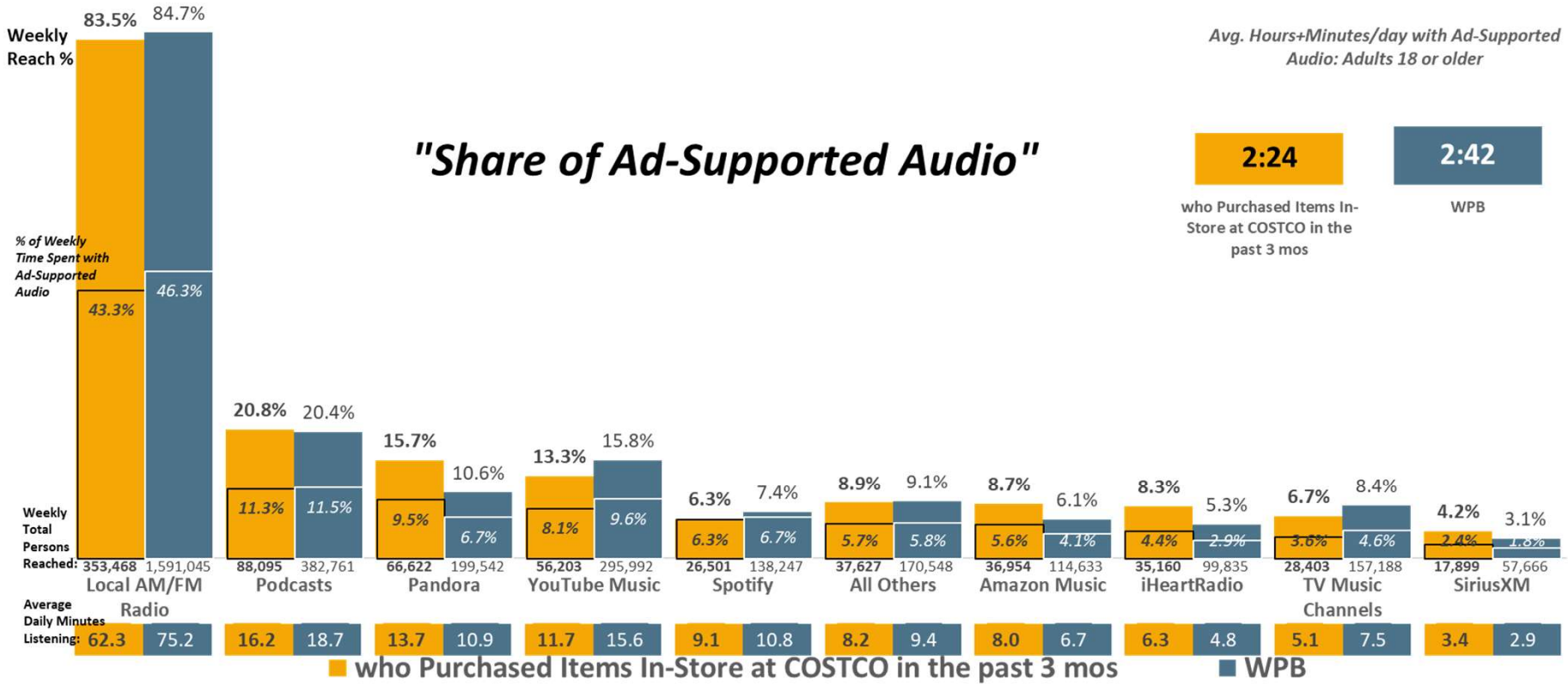

CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 444 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

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

353,468 or 83.5% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos listen to Ad-Supported Local AM/FM Radio for an average of 62.3 minutes every day representing 43.3% of all time spent daily with Ad-Supported Audio.




| | Local AM/FM Radio | Podcasts | Pandora | YouTube Music | Spotify | All Others | Amazon Music | iHeartRadio | TV Music Channels | SiriusXM |
|---|---|---|---|---|---|---|---|---|---|---|
| Weekly Reach % | 83.5% / 84.7% | 20.8% / 20.4% | 15.7% / 10.6% | 13.3% / 15.8% | 6.3% / 7.4% | 8.9% / 9.1% | 8.7% / 6.1% | 8.3% / 5.3% | 6.7% / 8.4% | 4.2% / 3.1% |
| % of Weekly Time Spent with Ad-Supported Audio | 43.3% / 46.3% | 11.3% / 11.5% | 9.5% / 6.7% | 8.1% / 9.6% | 6.3% / 6.7% | 5.7% / 5.8% | 5.6% / 4.1% | 4.4% / 2.9% | 3.6% / 4.6% | 2.4% / 1.8% |
| Weekly Total Persons Reached: | 353,468 / 1,591,045 | 88,095 / 382,761 | 66,622 / 199,542 | 56,203 / 295,992 | 26,501 / 138,247 | 37,627 / 170,548 | 36,954 / 114,633 | 35,160 / 99,835 | 28,403 / 157,188 | 17,899 / 57,666 |
| Average Daily Minutes Listening: | 62.3 / 75.2 | 16.2 / 18.7 | 13.7 / 10.9 | 11.7 / 15.6 | 9.1 / 10.8 | 8.2 / 9.4 | 8.0 / 6.7 | 6.3 / 4.8 | 5.1 / 7.5 | 3.4 / 2.9 |

WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 486 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

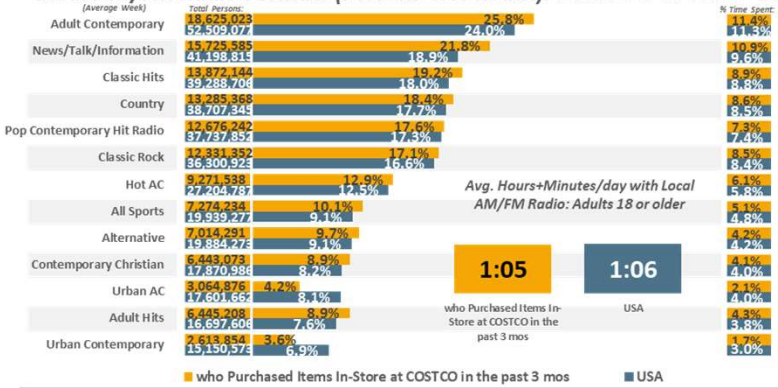
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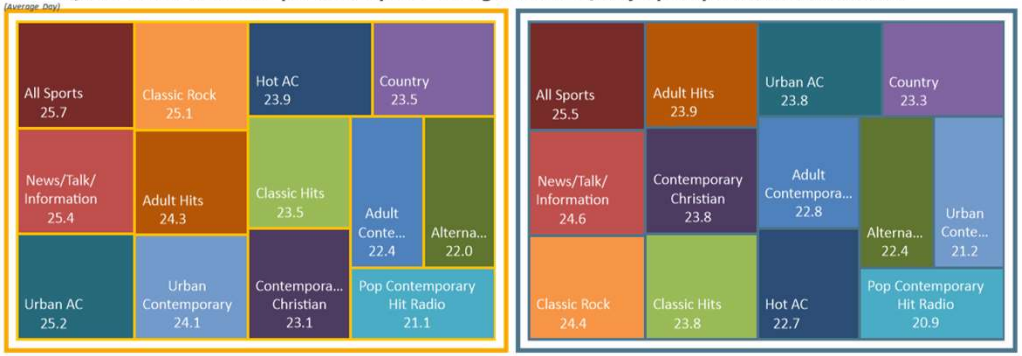
[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

68,374,969 or 81.1% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Country, Pop Contemporary Hit Radio, and Classic Rock.

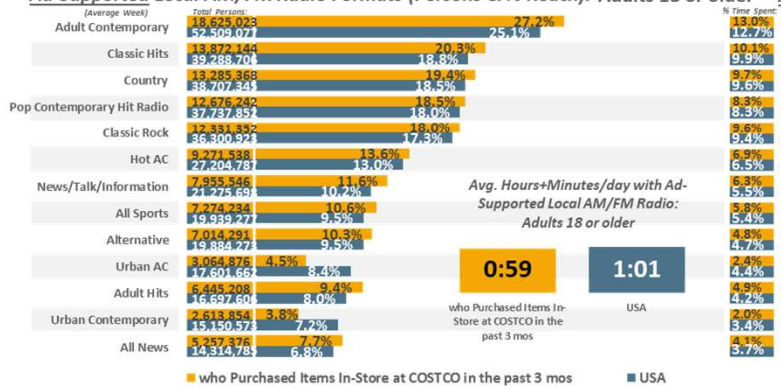
## *Local AM/FM Radio Formats (Persons & % Reach):* Adults 18 or older



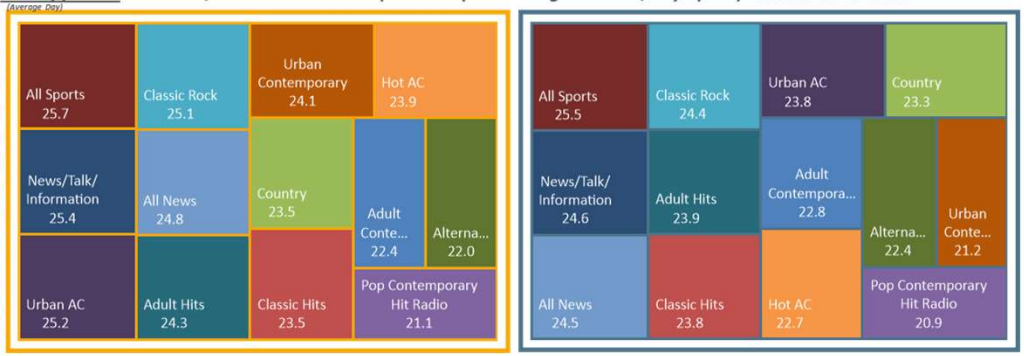

## *Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 7,755*

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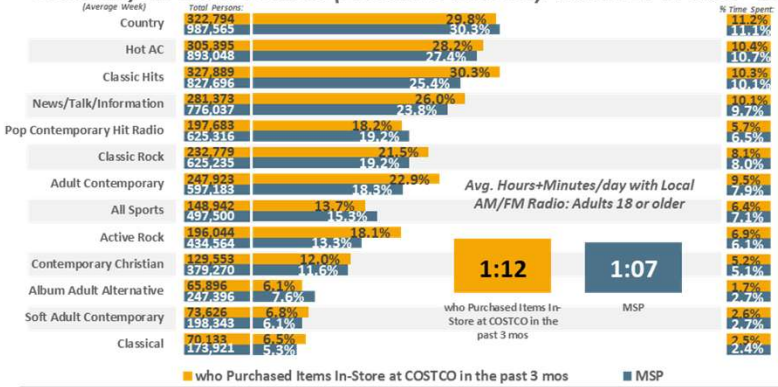
*USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243*

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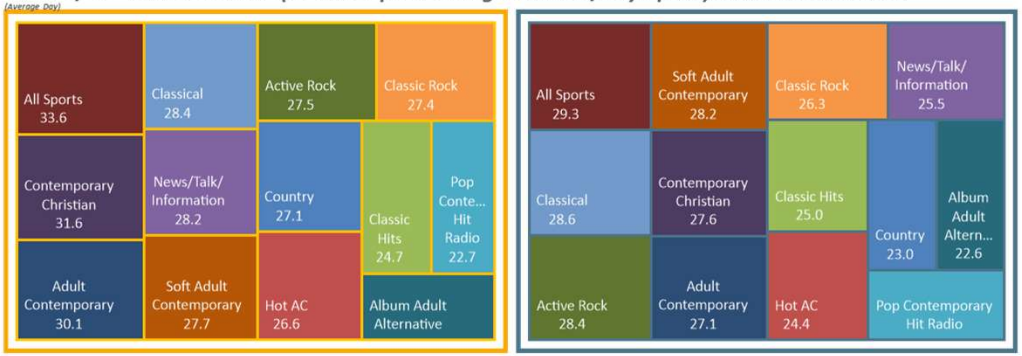
*[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]*

999,448 or 81.8% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Country, Hot AC, Adult Contemporary, and Classic Rock.

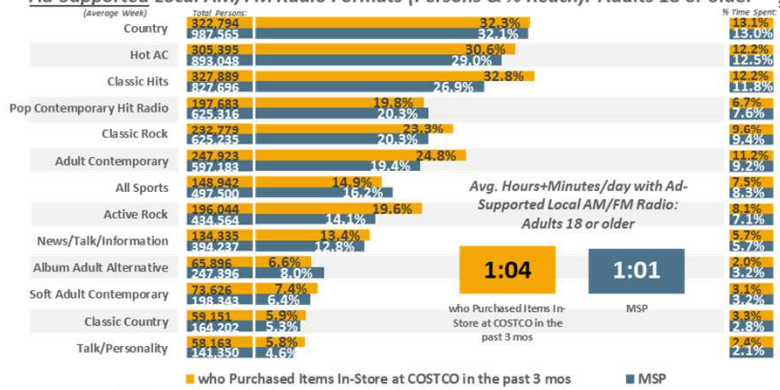
## *Local AM/FM Radio Formats (Persons & % Reach):* Adults 18 or older



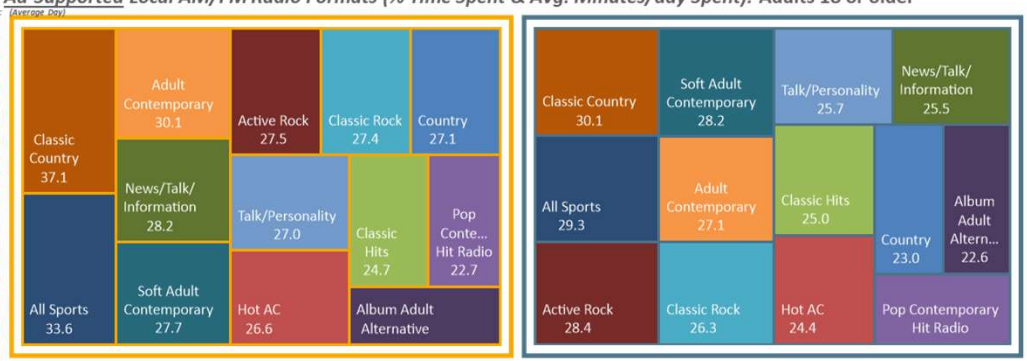

## *Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 604*

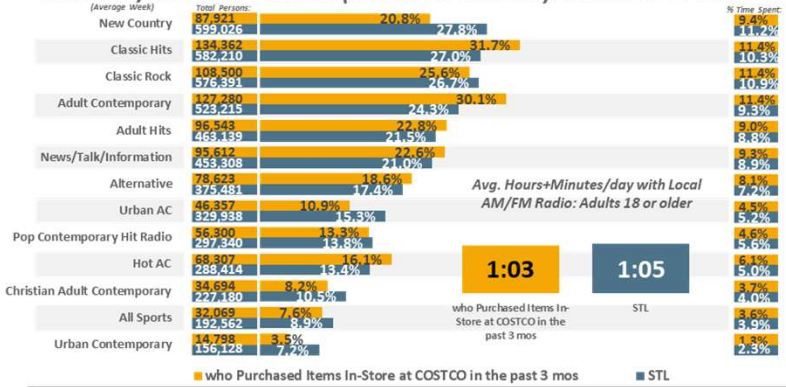
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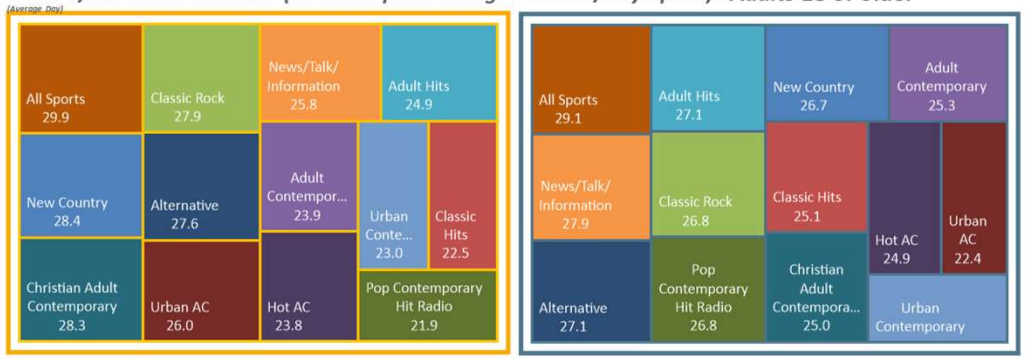
*[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]*

403,771 or 86.4% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Adult Contemporary, Classic Rock, Adult Hits, and New Country.

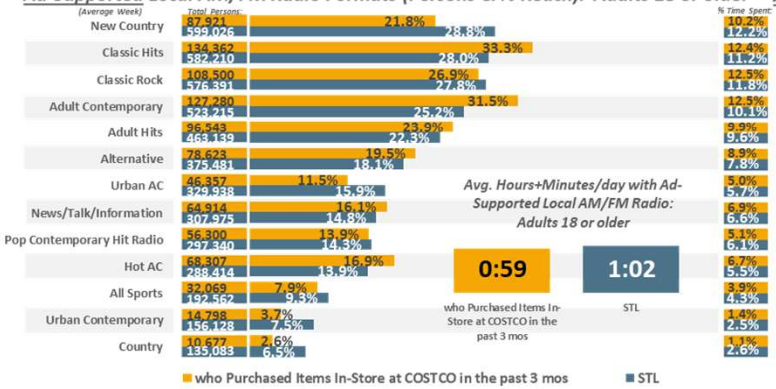
## *Local AM/FM Radio Formats (Persons & % Reach):* Adults 18 or older



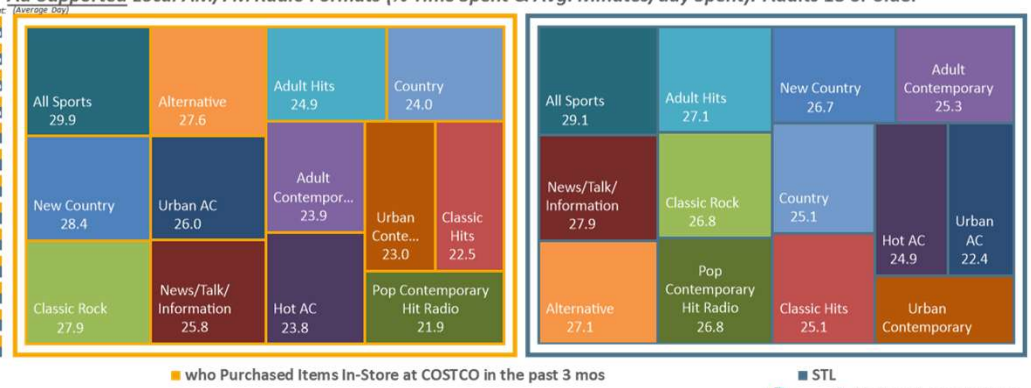

## *Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 423*

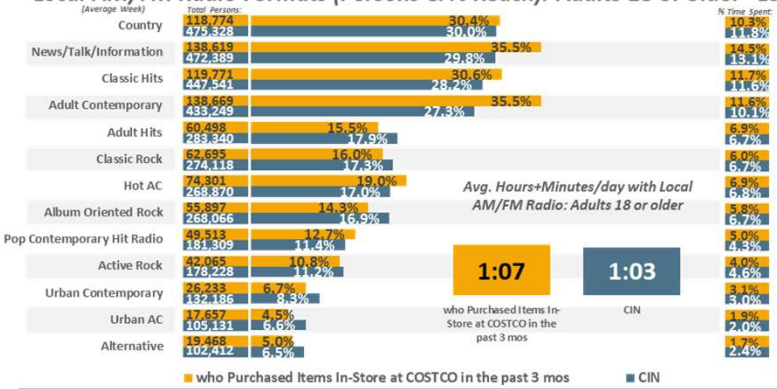
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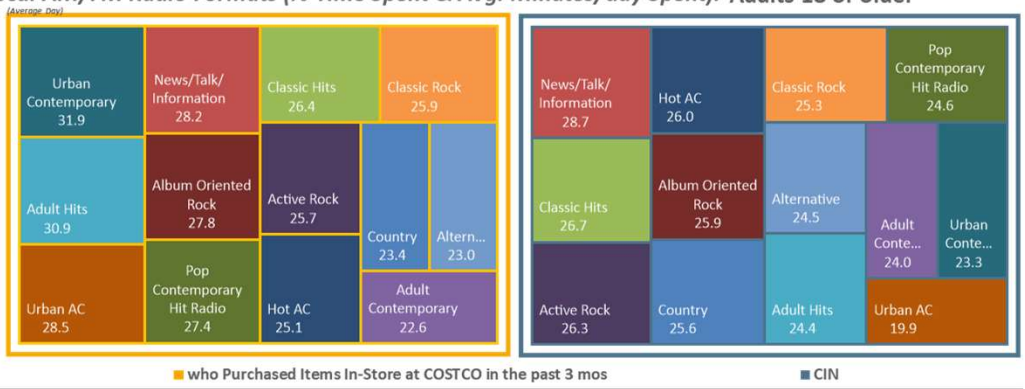
*[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]*

374,633 or 86.4% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, News/Talk/Information, Country, and Hot AC.

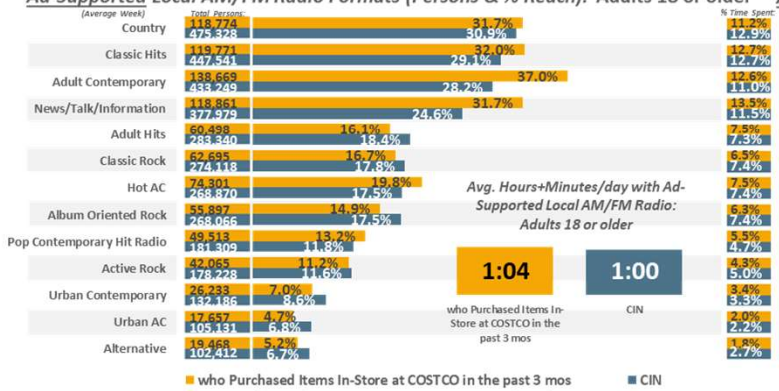
## *Local AM/FM Radio Formats (Persons & % Reach):* Adults 18 or older



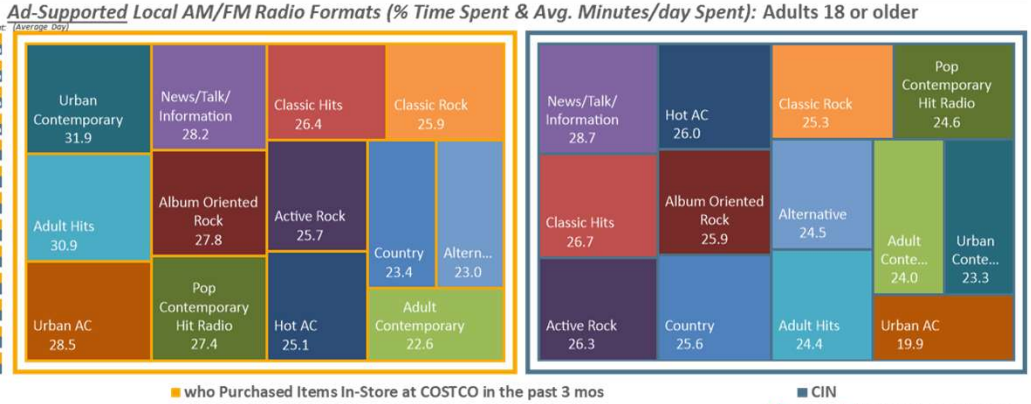

## *Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 444*

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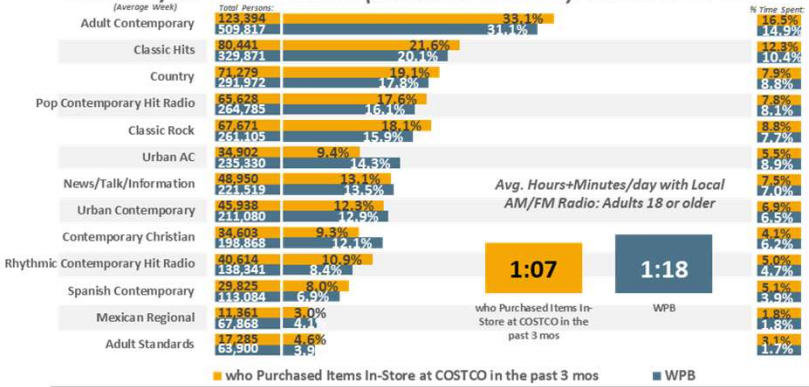
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*[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]*

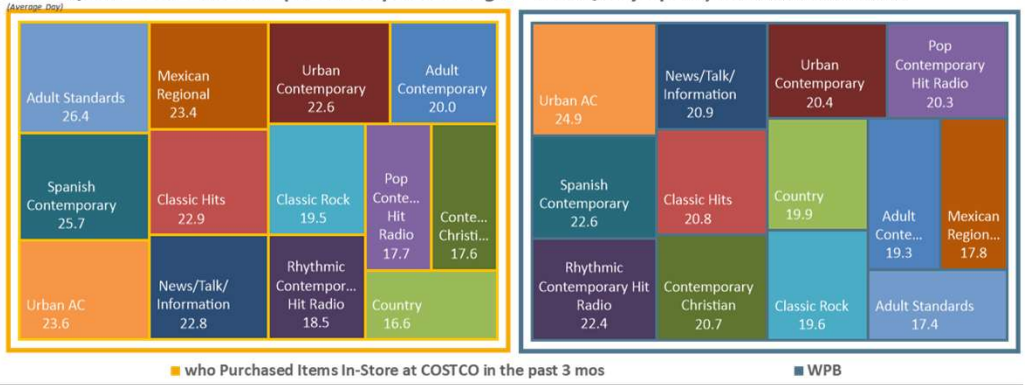



353,468 or 83.5% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Country, Classic Rock, and Pop Contemporary Hit Radio.

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



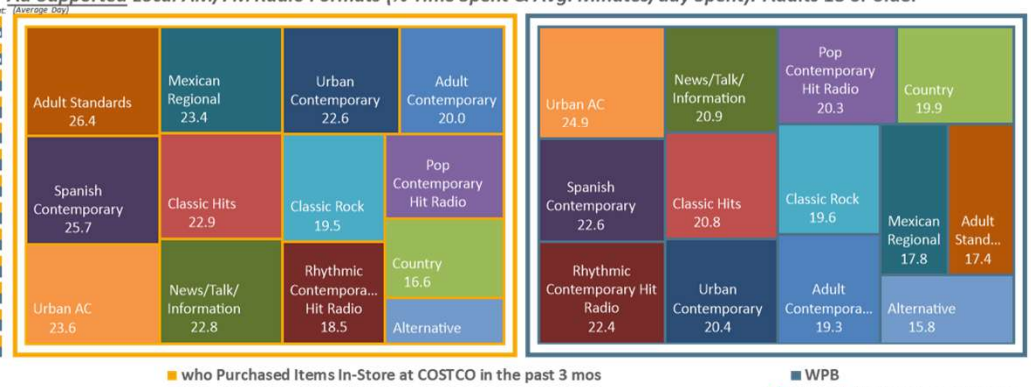

## *Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 486*

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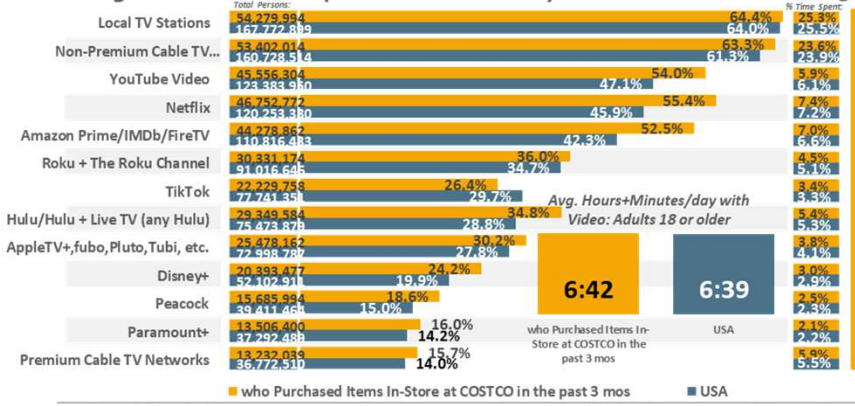
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*[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]*

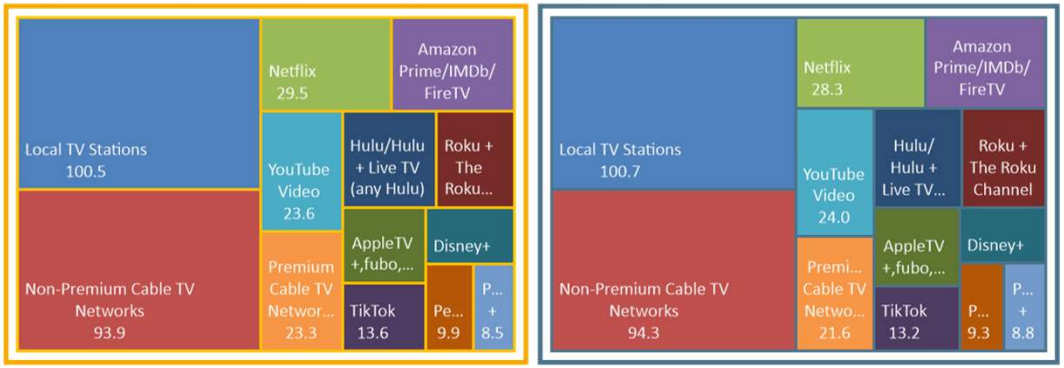



53,660,399 or 63.6% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos watch Ad-Supported Local TV Stations for an average of 95.1 minutes every day representing 29.1% of all time spent daily with Ad-Supported Video.

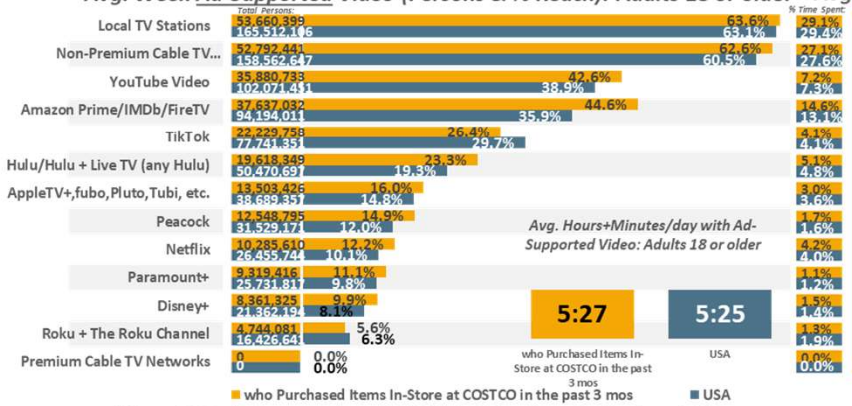
## *Avg. Week All Video (Persons & % Reach):* Adults 18 or older



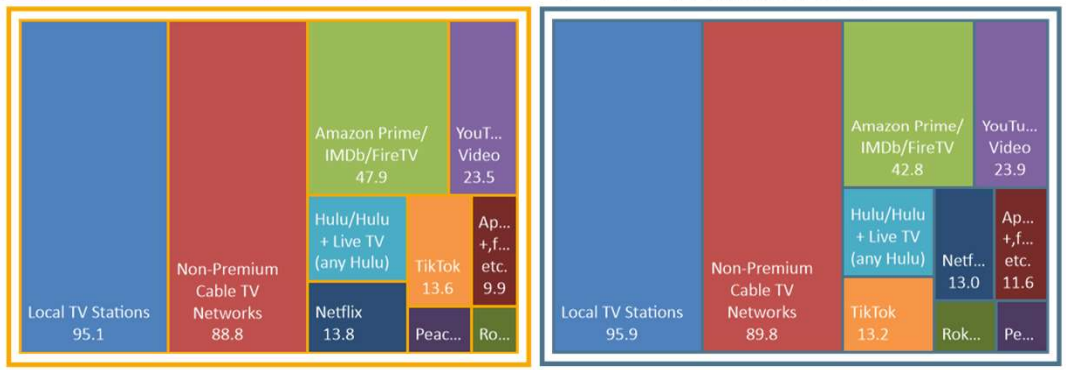

## *Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 7,755*

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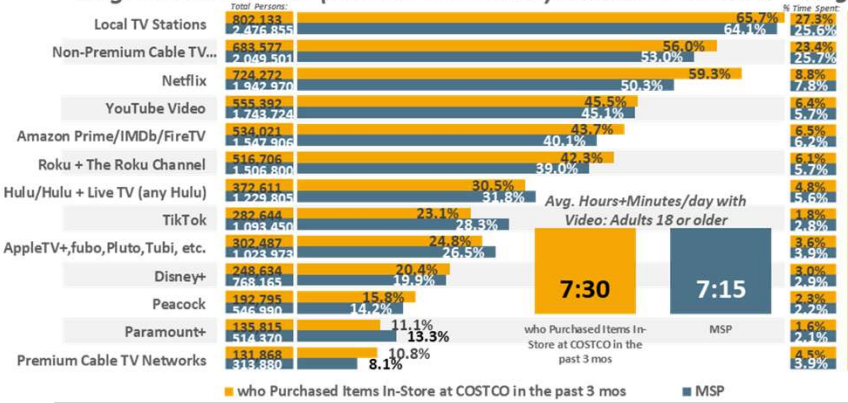
*USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243*

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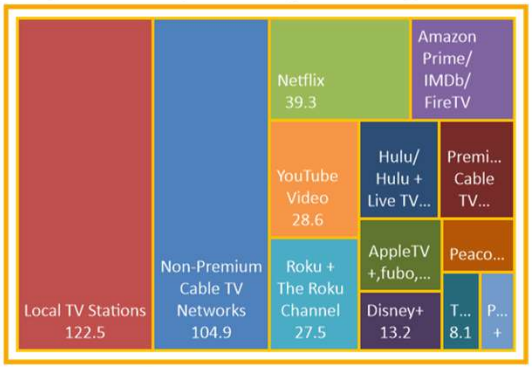
*[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]*

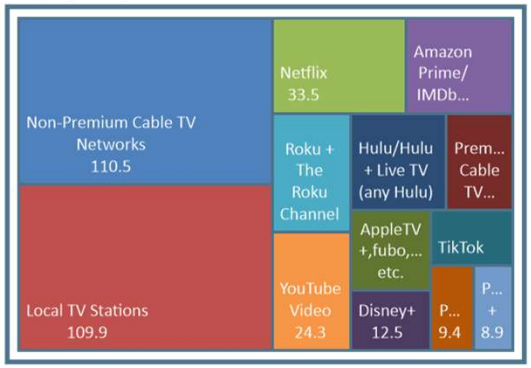
792,938 or 64.9% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos watch Ad-Supported Local TV Stations for an average of 114.8 minutes every day representing 32.7% of all time spent daily with Ad-Supported Video.

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



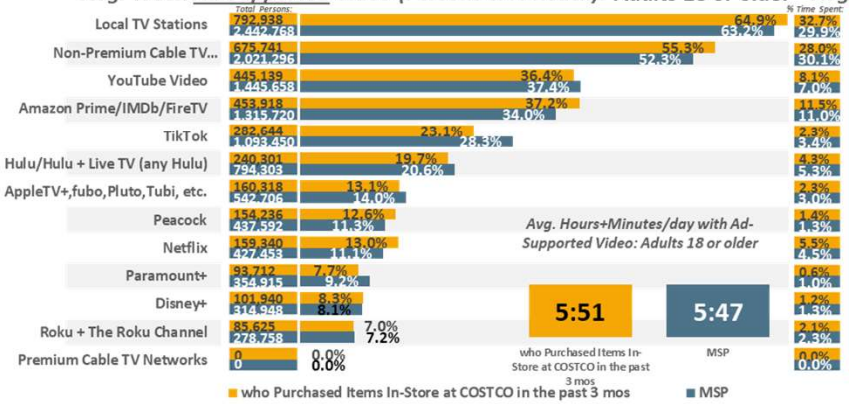

## *Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older



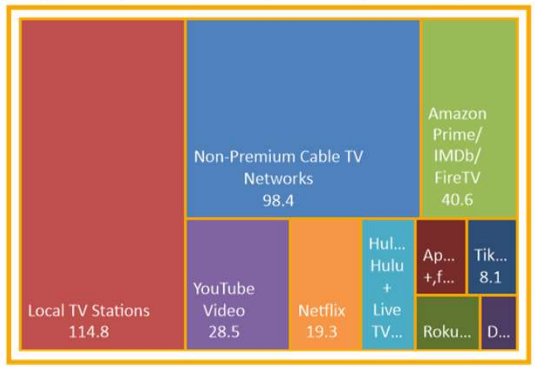



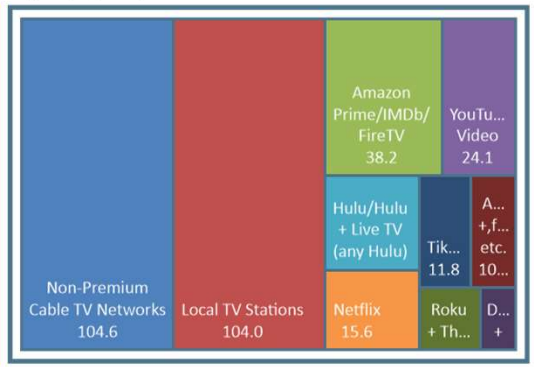

who Purchased Items In-Store at COSTCO in the past 3 mos ■ MSP

## *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




who Purchased Items In-Store at COSTCO in the past 3 mos ■ MSP

*MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 604*

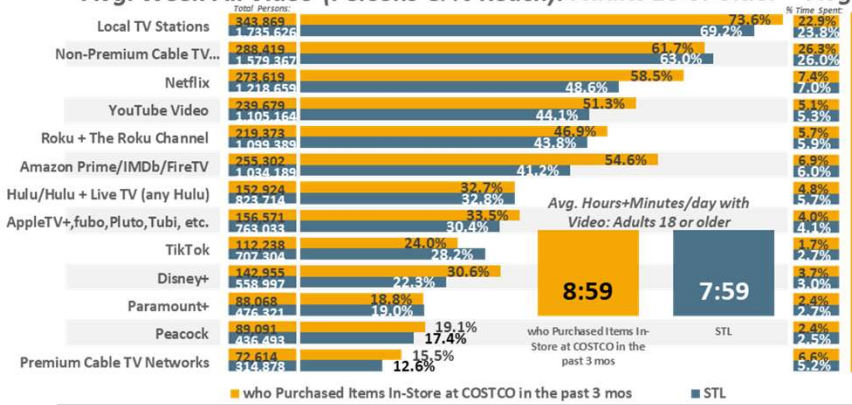
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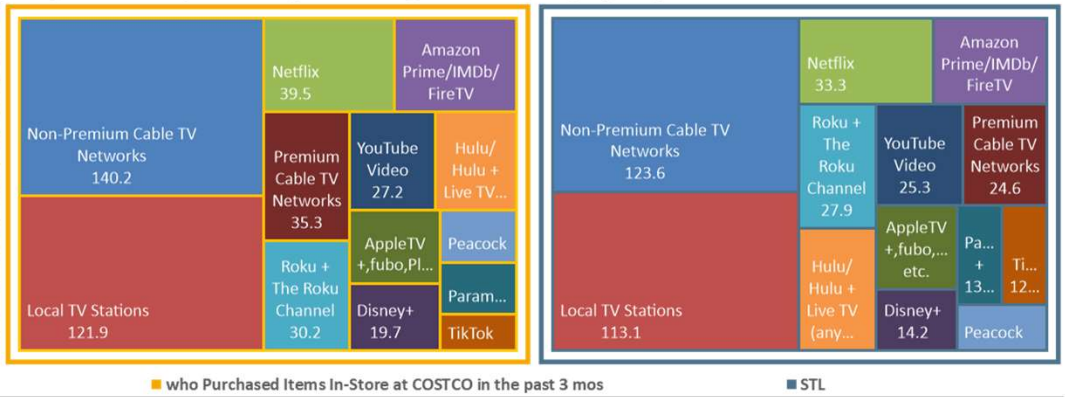
*[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]*

340,337 or 72.8% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos watch Ad-Supported Local TV Stations for an average of 114.9 minutes every day representing 26.7% of all time spent daily with Ad-Supported Video.

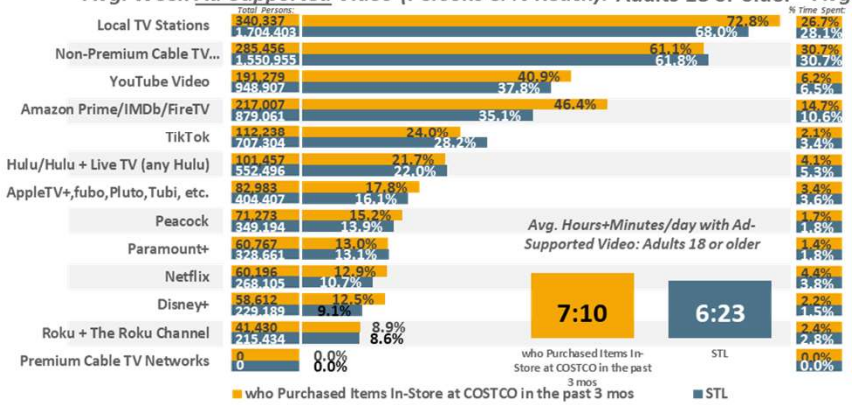
## *Avg. Week All Video (Persons & % Reach):* Adults 18 or older



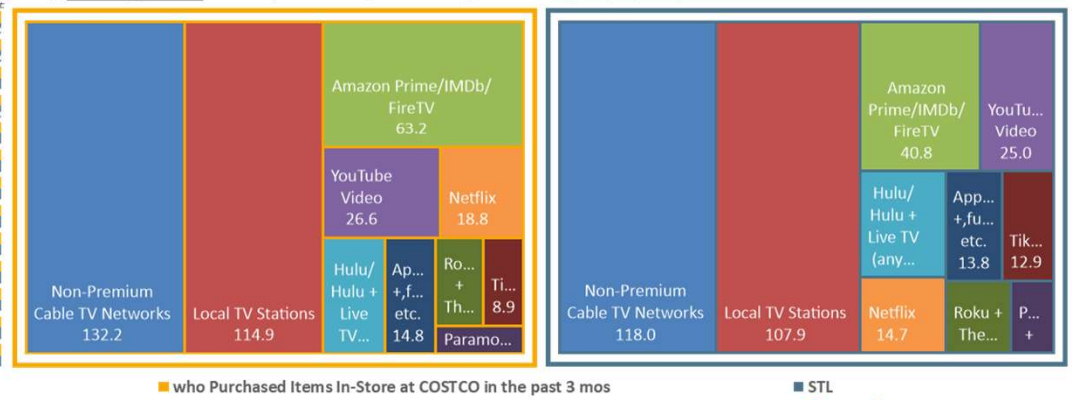

## *Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 423

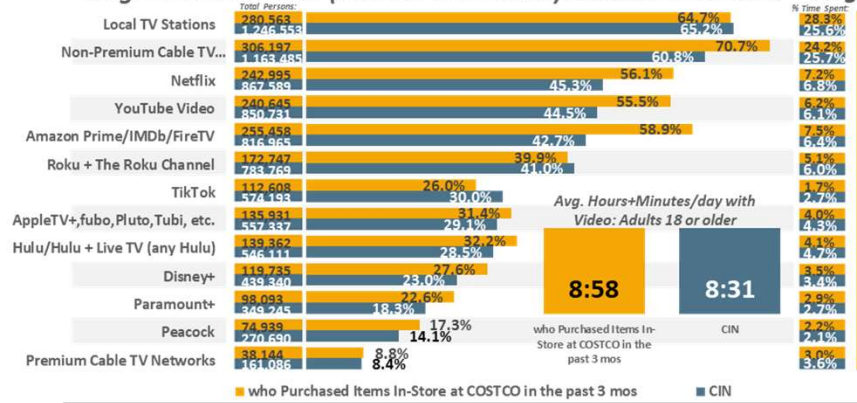
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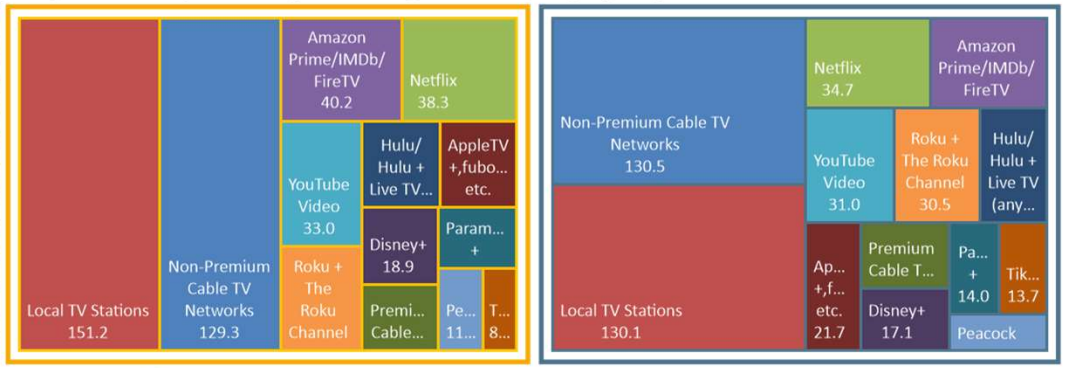
*[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]*

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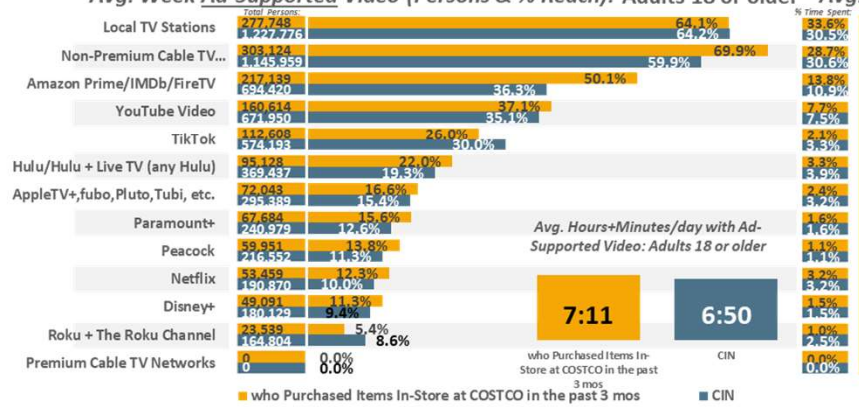
## Avg. Week All Video (Persons & % Reach): Adults 18 or older



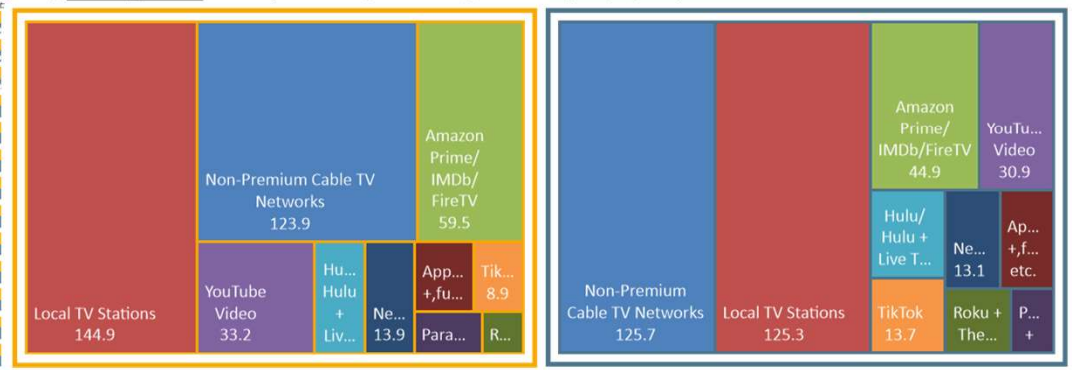

## Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older




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




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




CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 444

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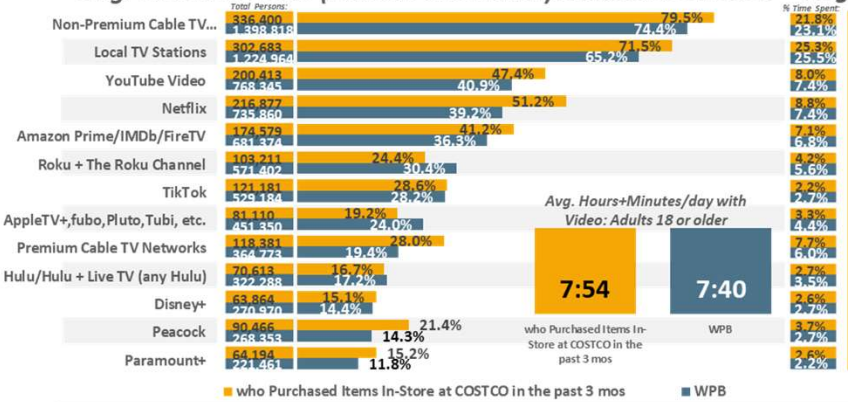
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[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

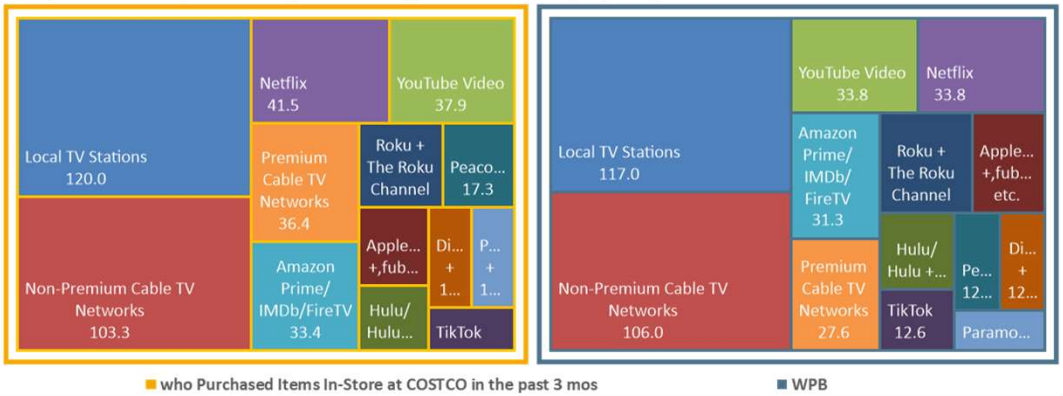



301,729 or 71.3% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos watch Ad-Supported Local TV Stations for an average of 116. minutes every day representing 30.% of all time spent daily with Ad-Supported Video.

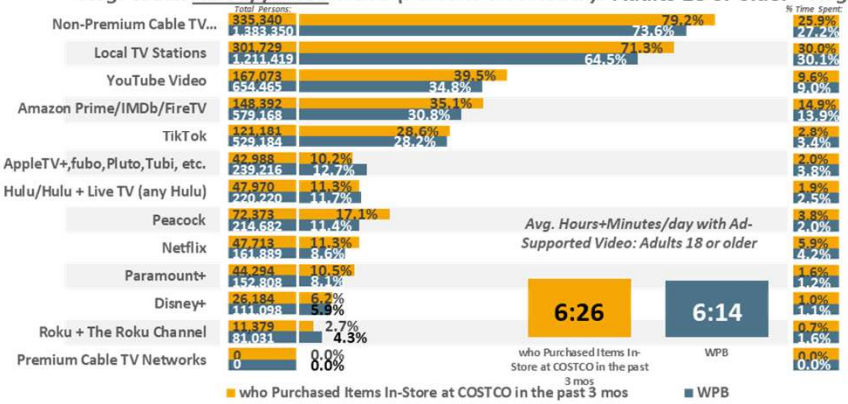
## *Avg. Week All Video (Persons & % Reach):* Adults 18 or older



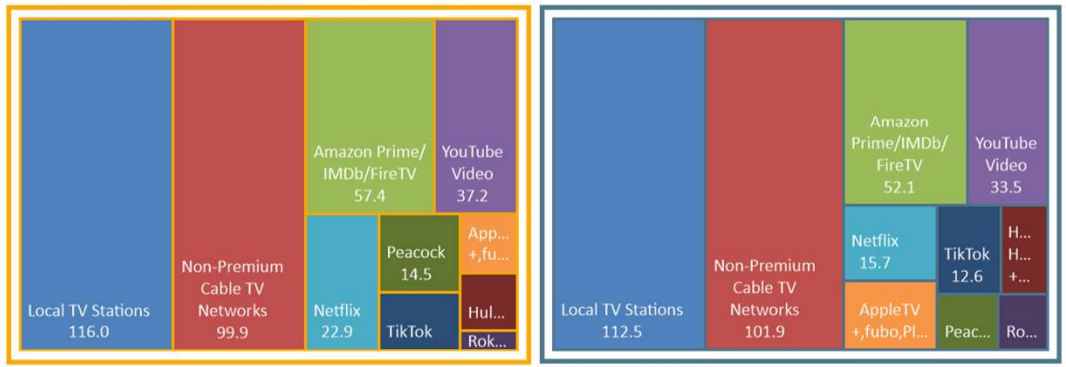

## *Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 486*

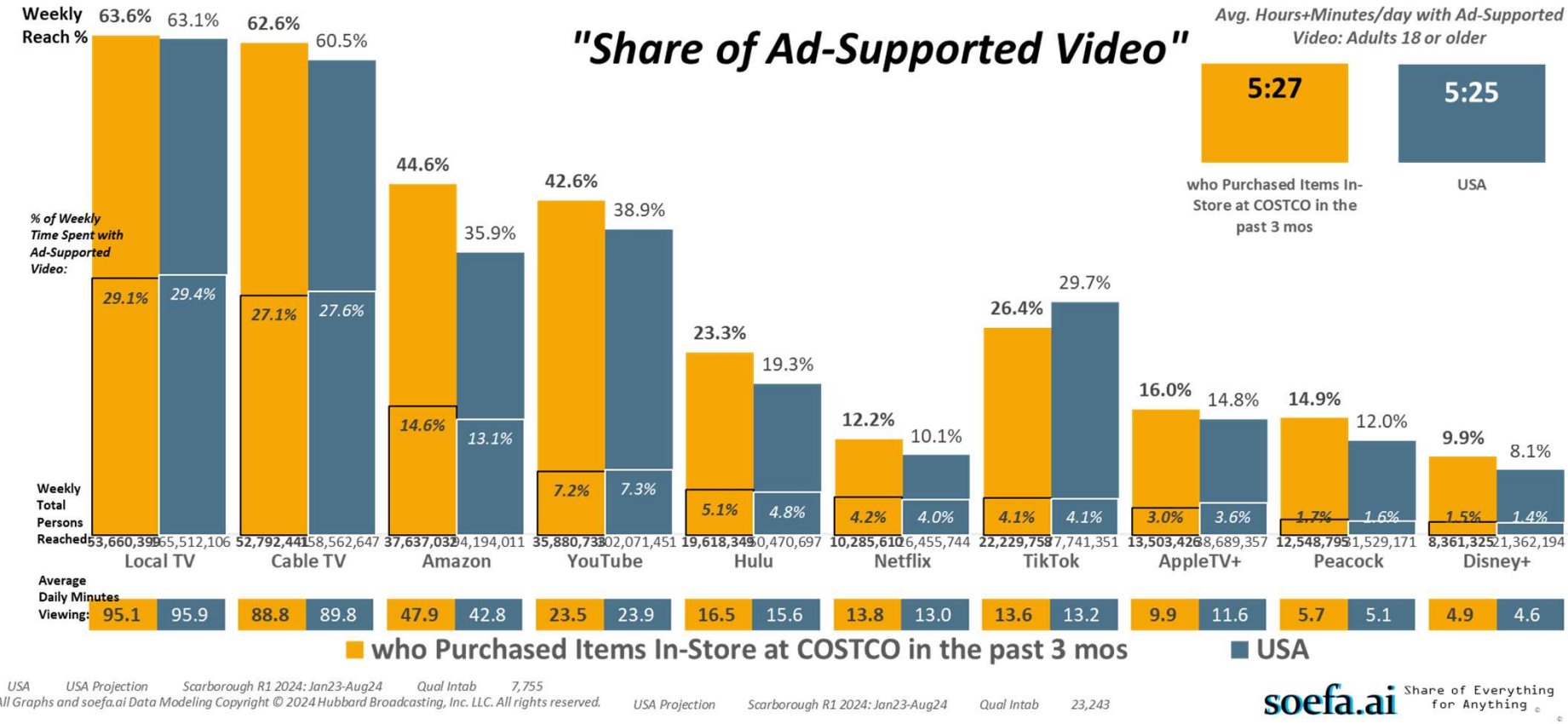
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*[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]*




53,660,399 or 63.6% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos watch Ad-Supported Local TV Stations for an average of 95.1 minutes every day representing 29.1% of all time spent daily with Ad-Supported Video.




*USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 7,755*

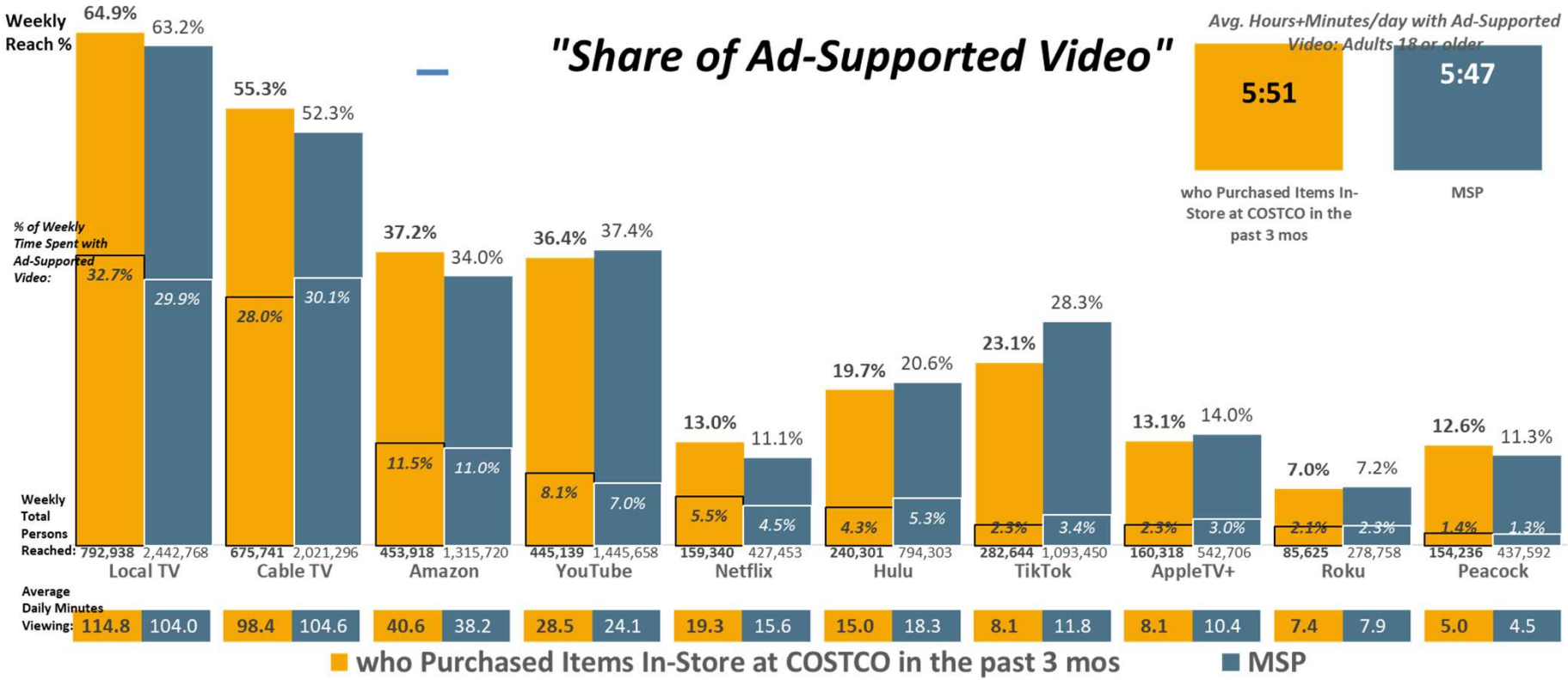
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*USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243*

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

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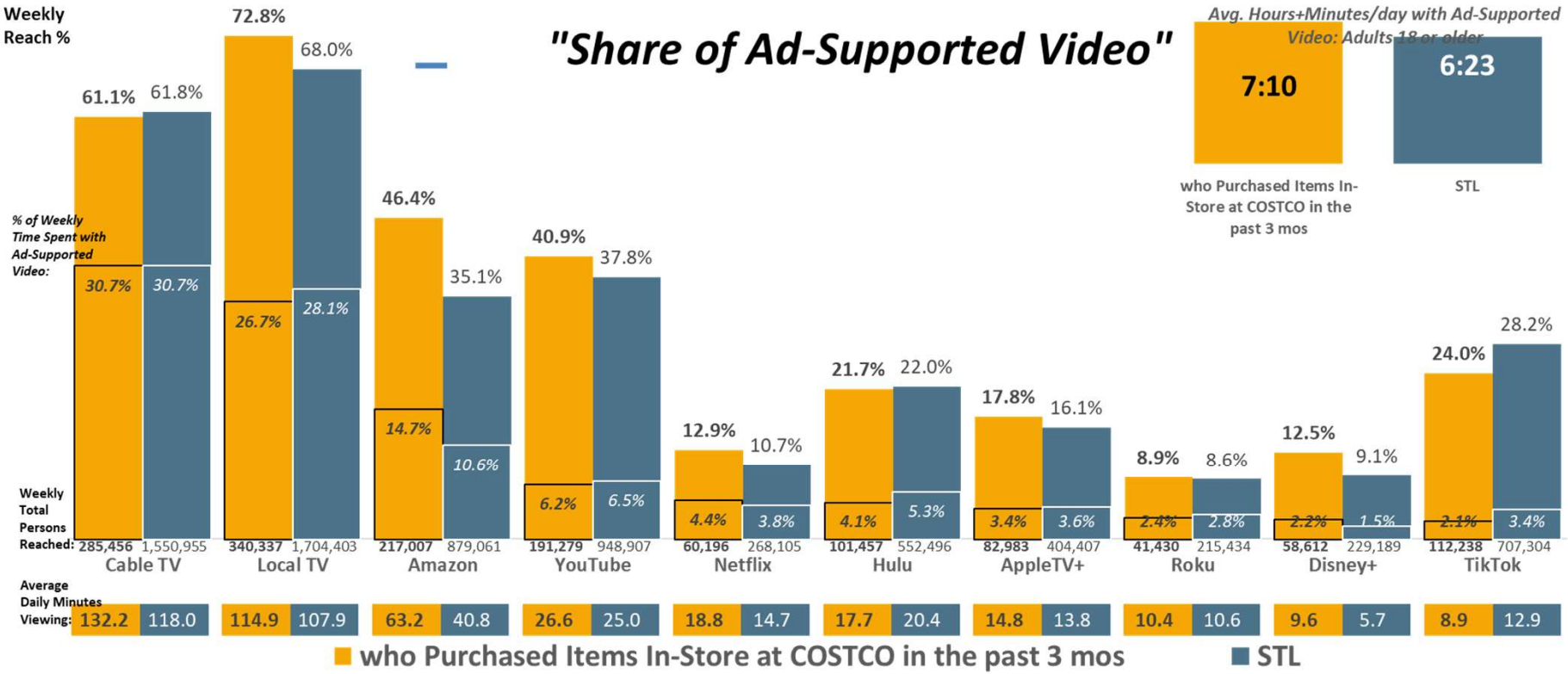

MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 604 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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

340,337 or 72.8% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos watch Ad-Supported Local TV Stations for an average of 114.9 minutes every day representing 26.7% of all time spent daily with Ad-Supported Video.



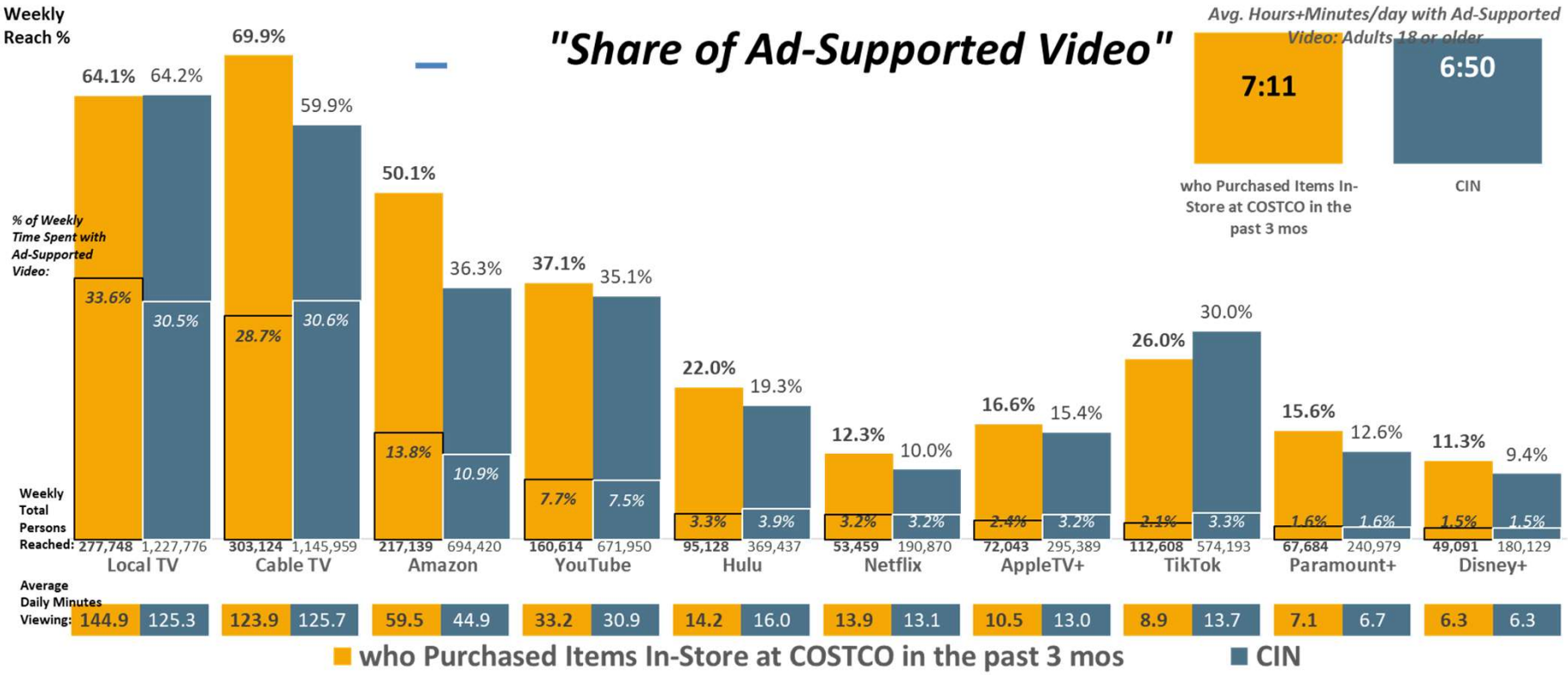

STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 423 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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

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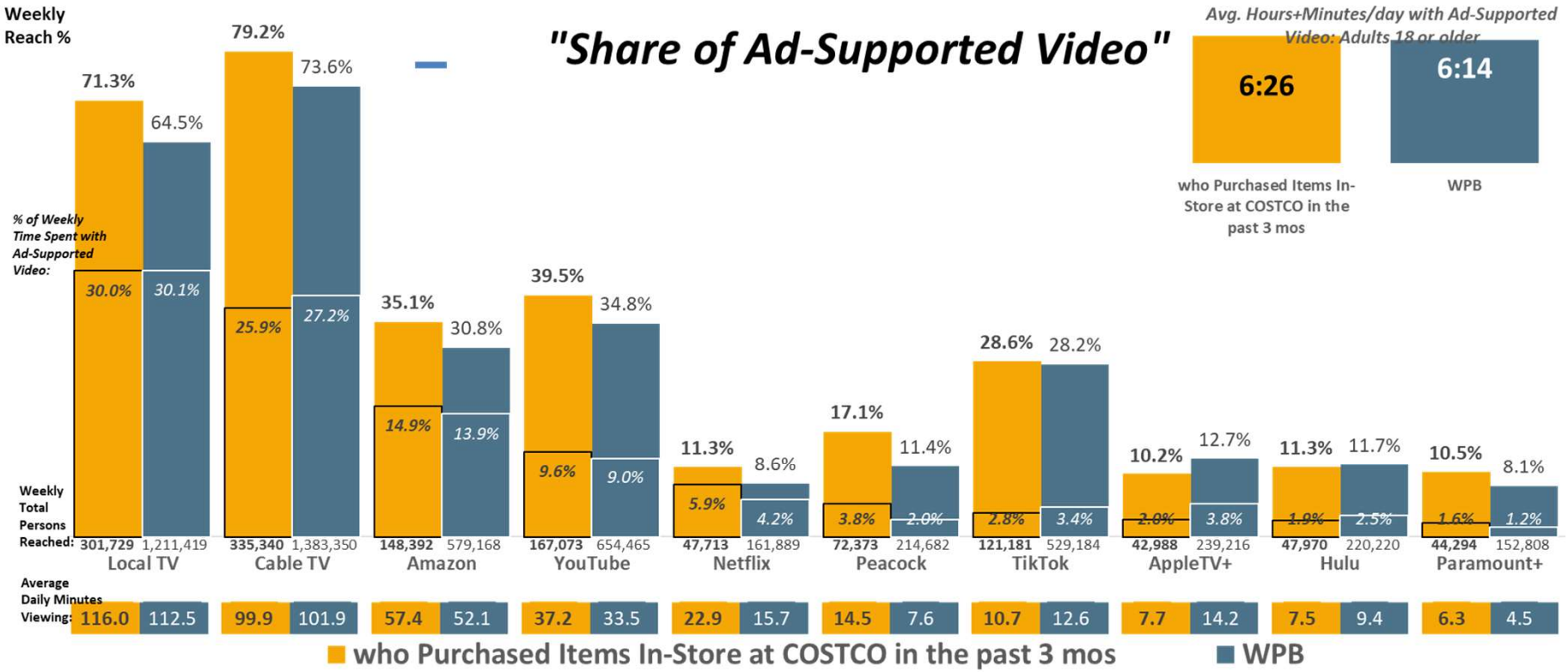

CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 444 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

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

301,729 or 71.3% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos watch Ad-Supported Local TV Stations for an average of 116. minutes every day representing 30.% of all time spent daily with Ad-Supported Video.




WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 486 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

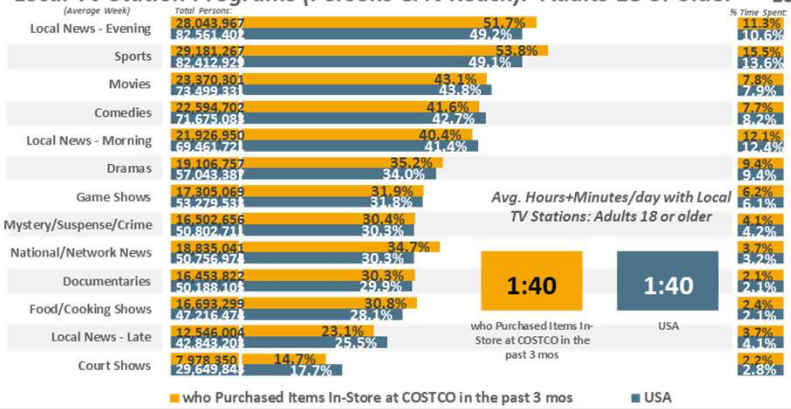
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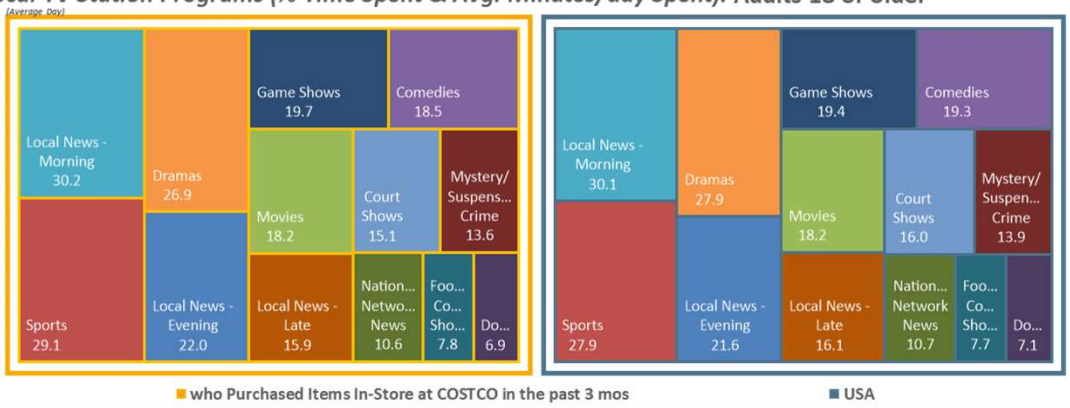
[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

53,660,399 or 63.6% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Local News - Morning, Comedies, and Dramas.

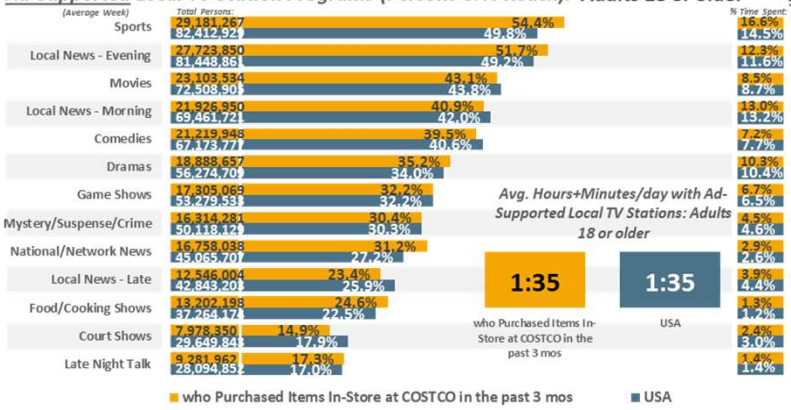
## *Local TV Station Programs (Persons & % Reach):* Adults 18 or older



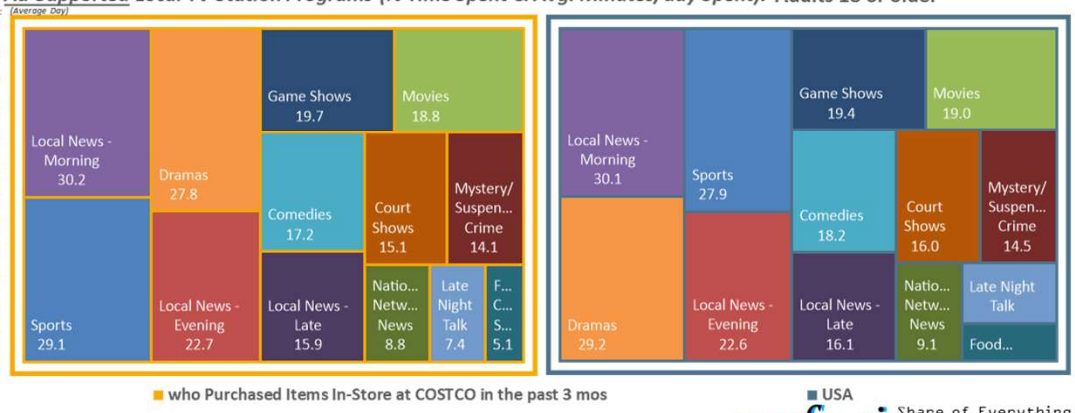

## *Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 7,755*

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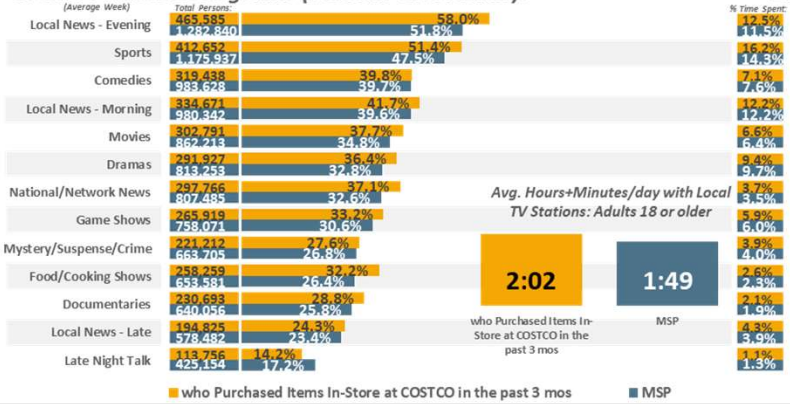
*USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243*

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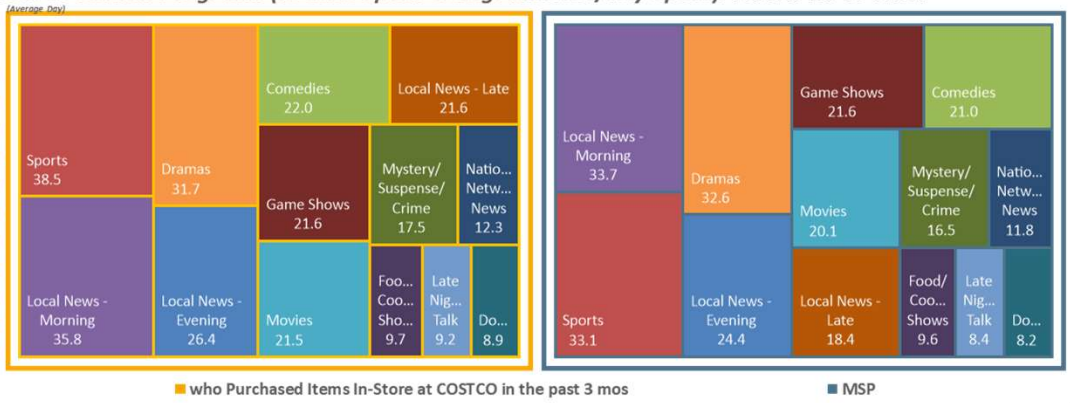
*[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]*

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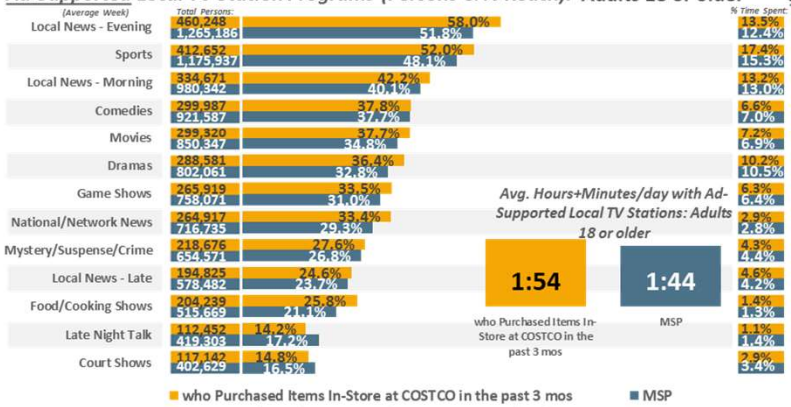
## *Local TV Station Programs (Persons & % Reach):* Adults 18 or older



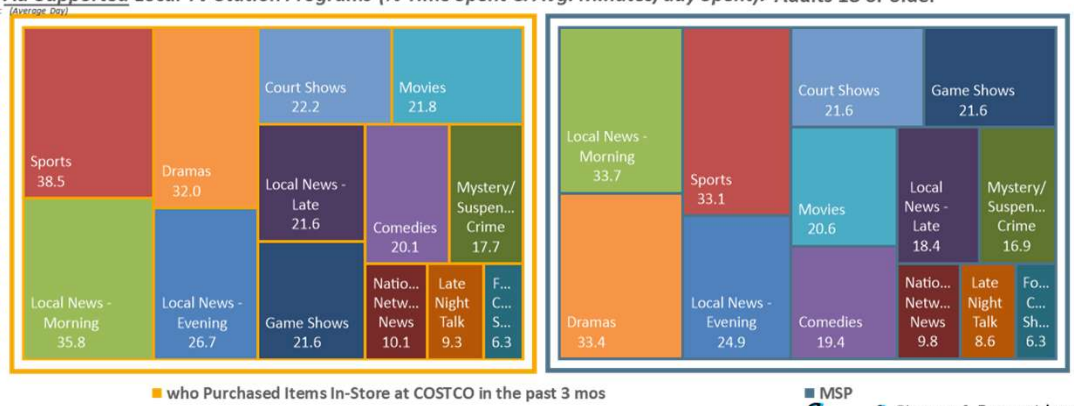

## *Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 604*

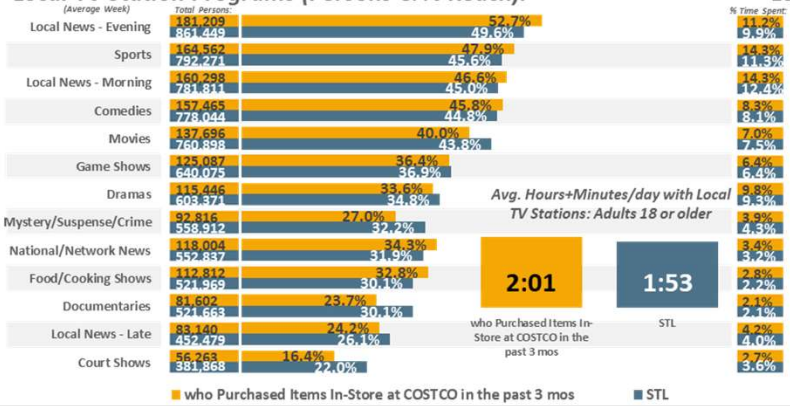
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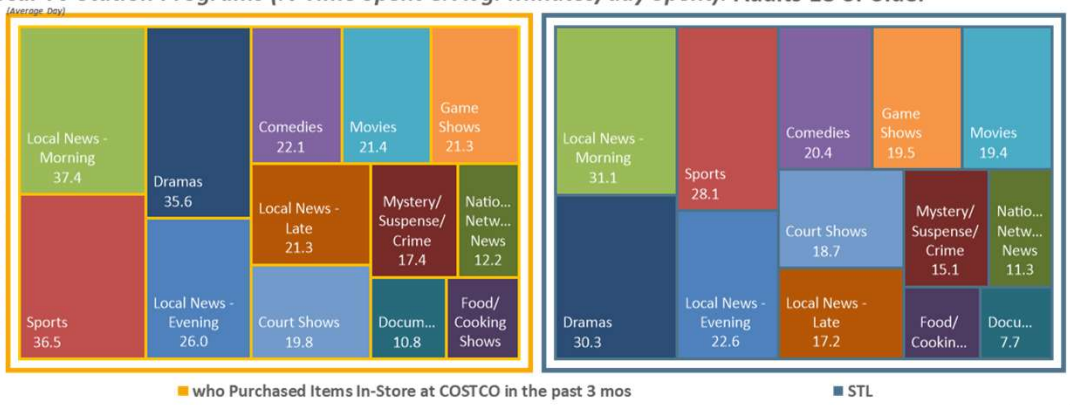
*[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]*

340,337 or 72.8% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Comedies, Movies, and Game Shows.

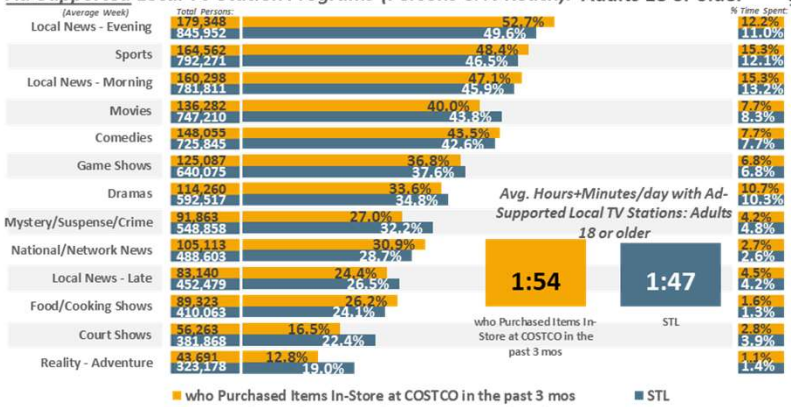
## *Local TV Station Programs (Persons & % Reach):* Adults 18 or older



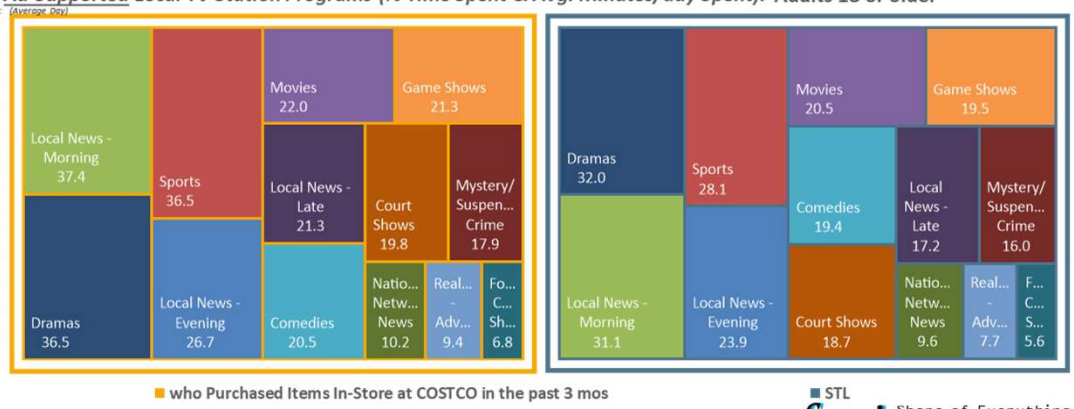

## *Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 423

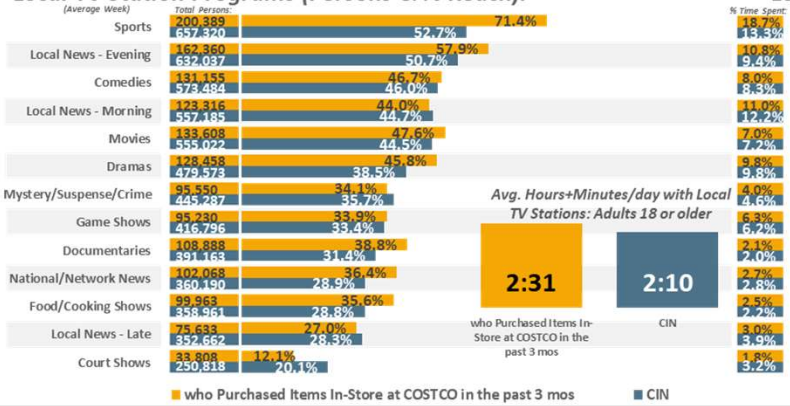
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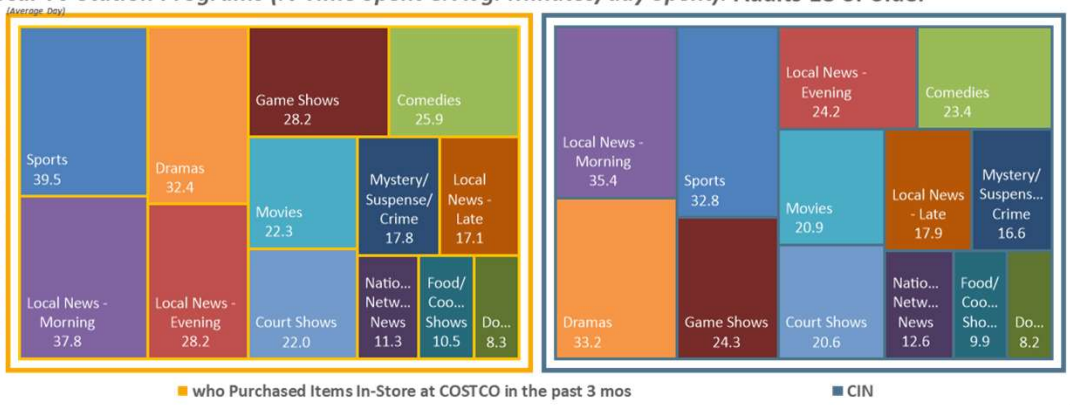
*[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]*

277,748 or 64.1% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Dramas, Comedies, and Local News - Morning.

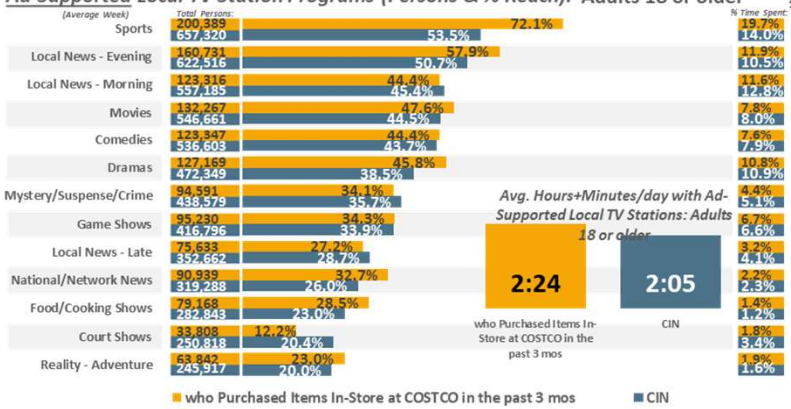
## *Local TV Station Programs (Persons & % Reach):* Adults 18 or older



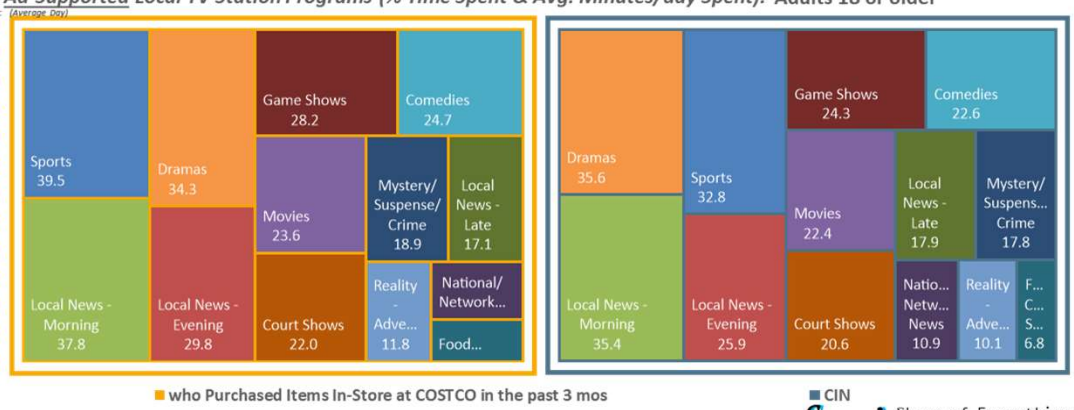

## *Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 444

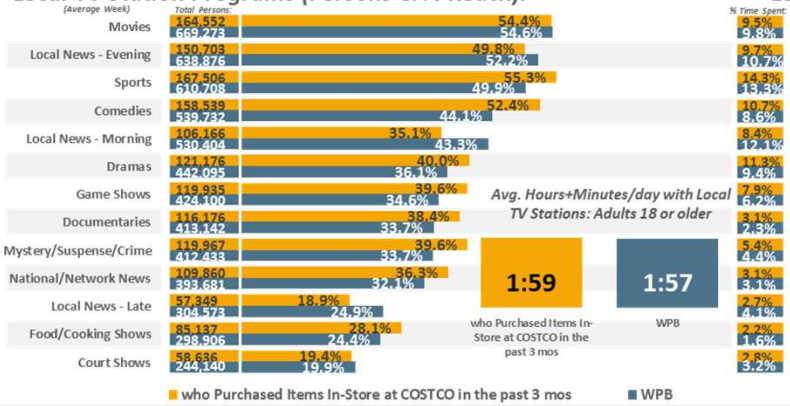
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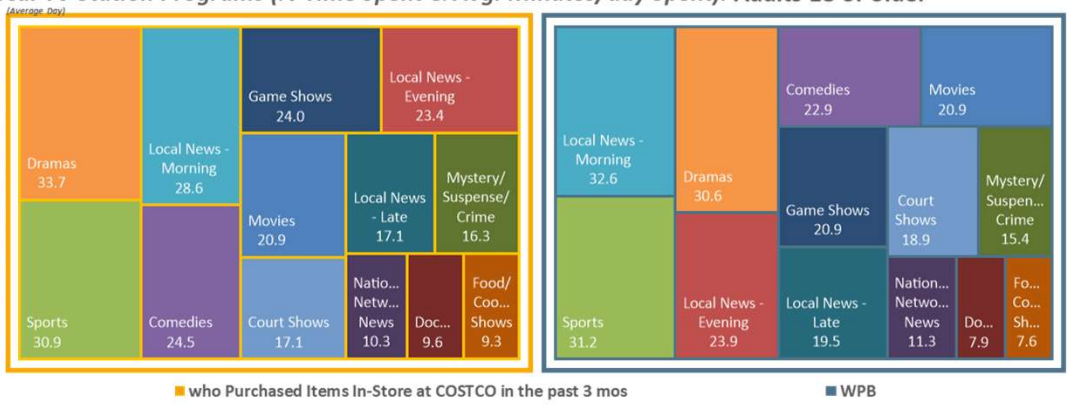
[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

301,729 or 71.3% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Local News - Evening, Comedies, Dramas, and Game Shows.

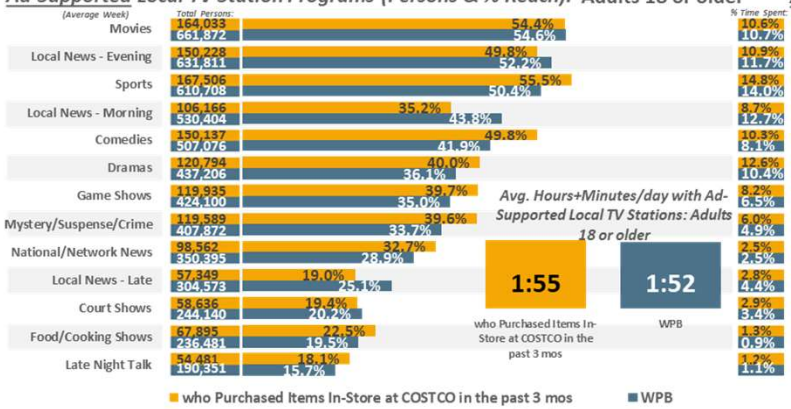
## *Local TV Station Programs (Persons & % Reach):* Adults 18 or older



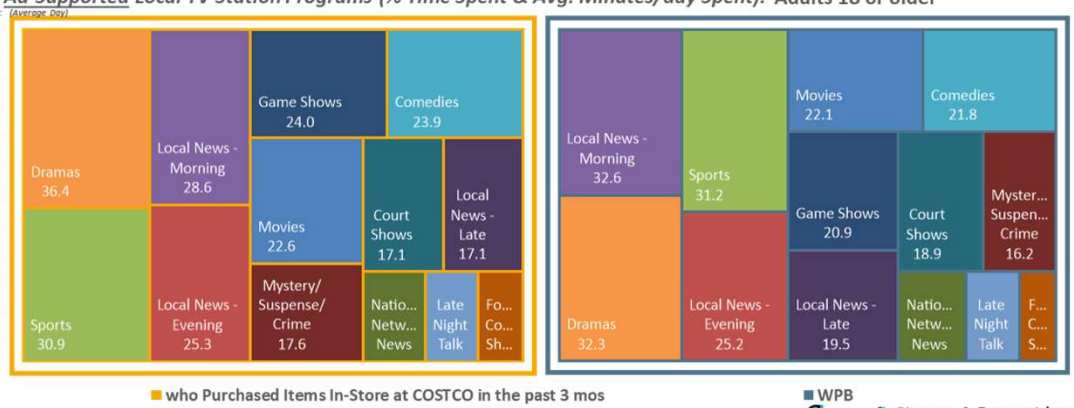

## *Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 486*

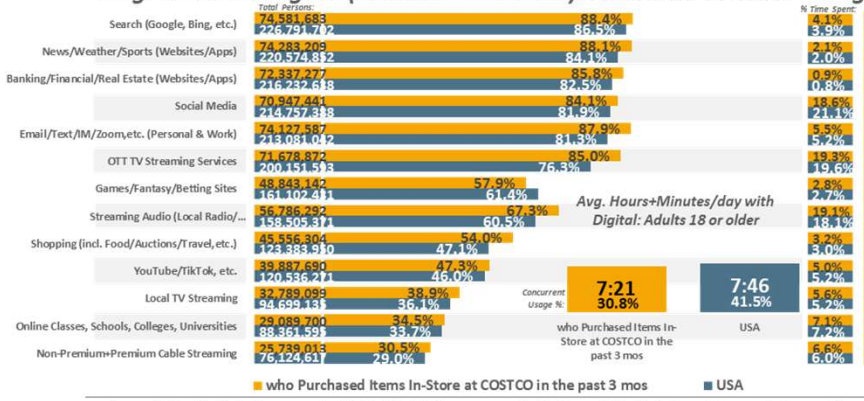
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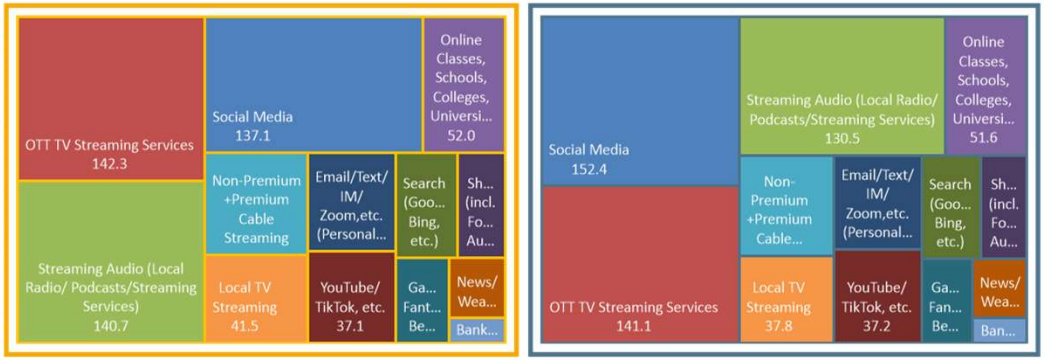
*[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]*

62,712,140 or 74.4% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos use Ad-Supported Social Media for an average of 121.2 minutes every day representing 22.3% of all time spent daily with Ad-Supported Digital Media.

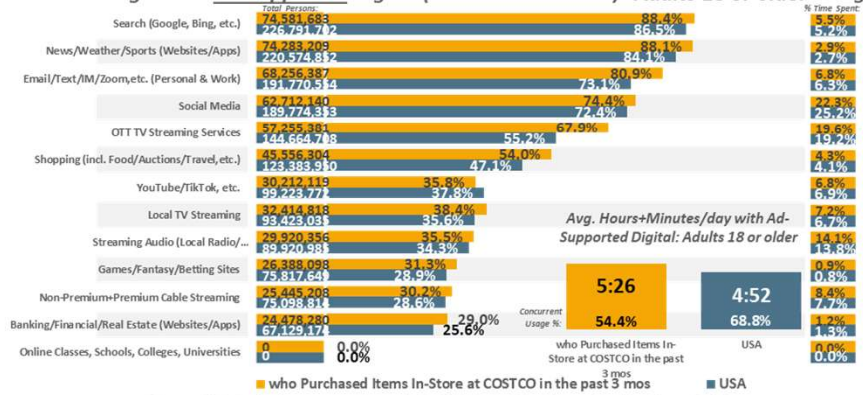
## *Avg. Week All Digital (Persons & % Reach):* Adults 18 or older




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




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




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




*USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 7,755*

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*USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243*

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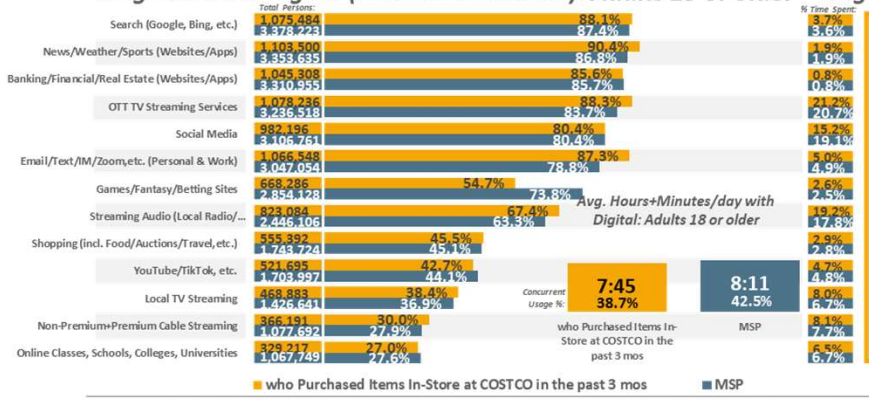
*[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]*

COSTCO WHOLESALE

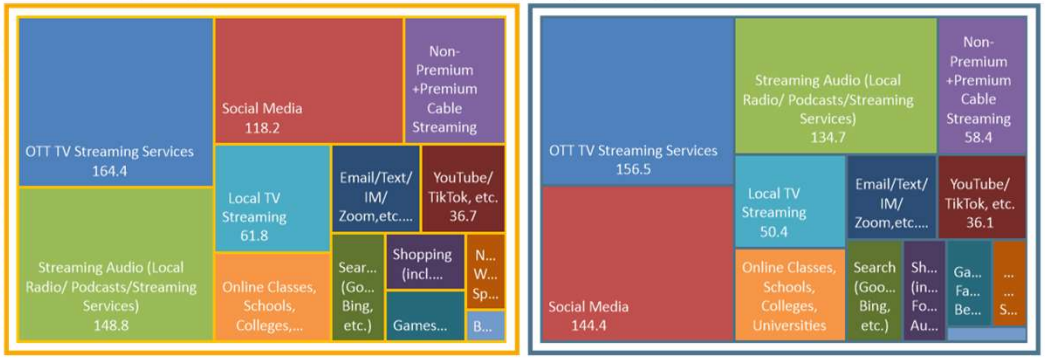
MSP

861,638 or 70.5% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos use Ad-Supported Social Media for an average of 103.7 minutes every day representing 18.7% of all time spent daily with Ad-Supported Digital Media.

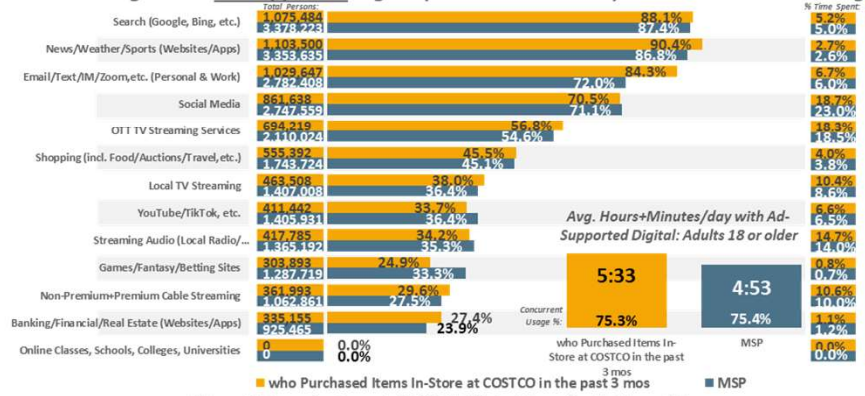
## *Avg. Week All Digital (Persons & % Reach):* Adults 18 or older



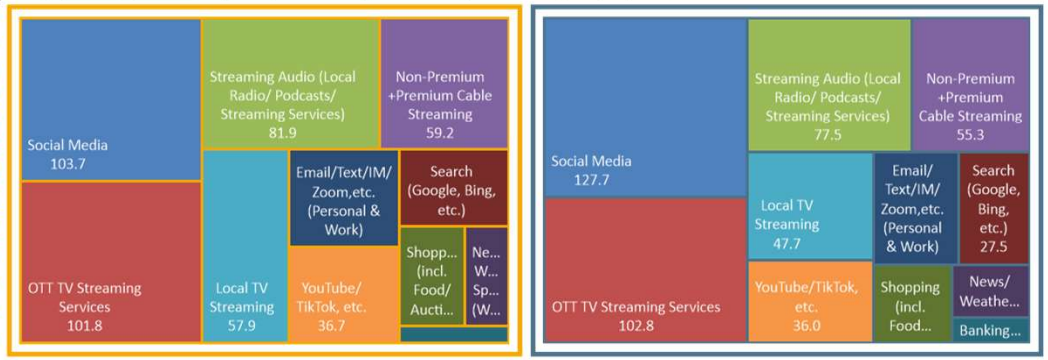

## *Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 604*

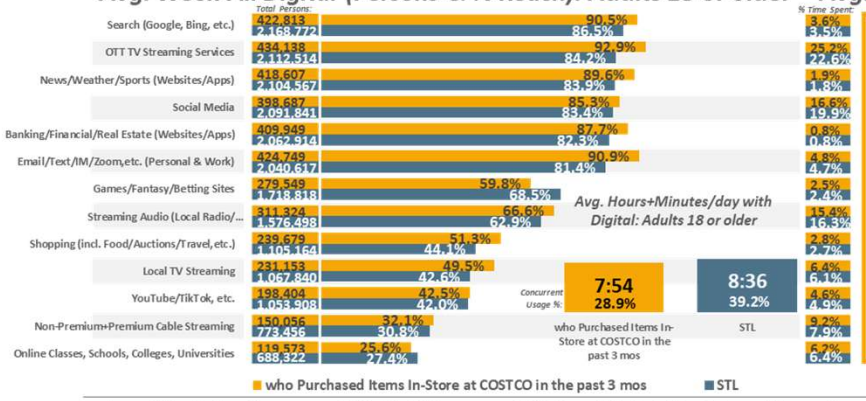
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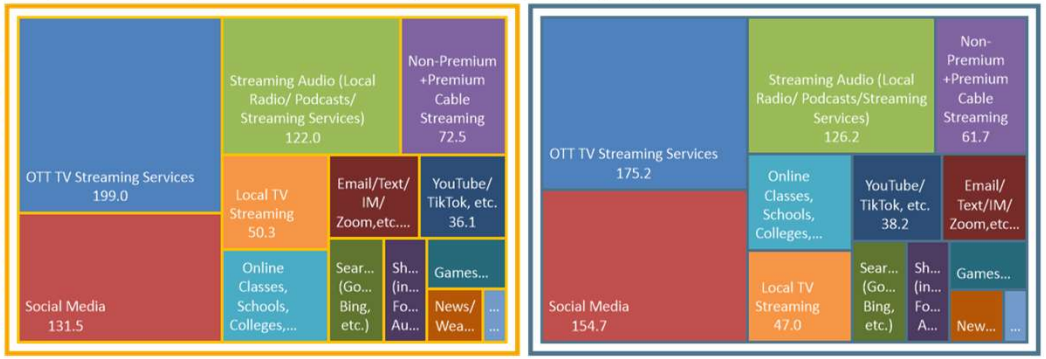
*[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]*

358,757 or 76.8% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos use Ad-Supported Social Media for an average of 118.3 minutes every day representing 19.9% of all time spent daily with Ad-Supported Digital Media.

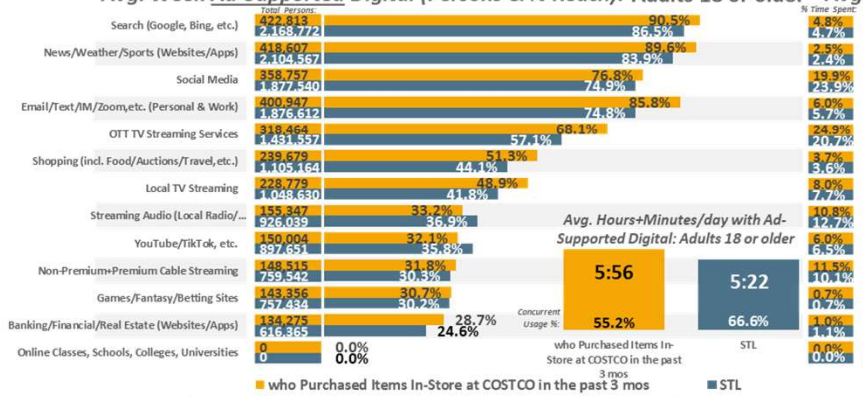
## *Avg. Week All Digital (Persons & % Reach):* Adults 18 or older



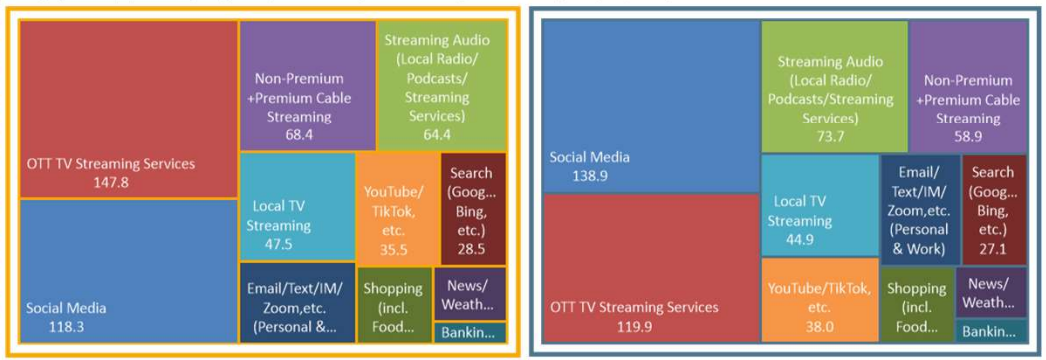

## *Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 423*

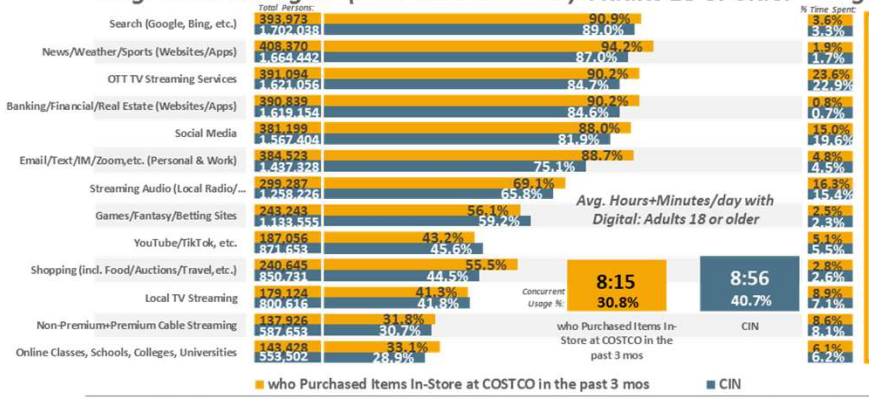
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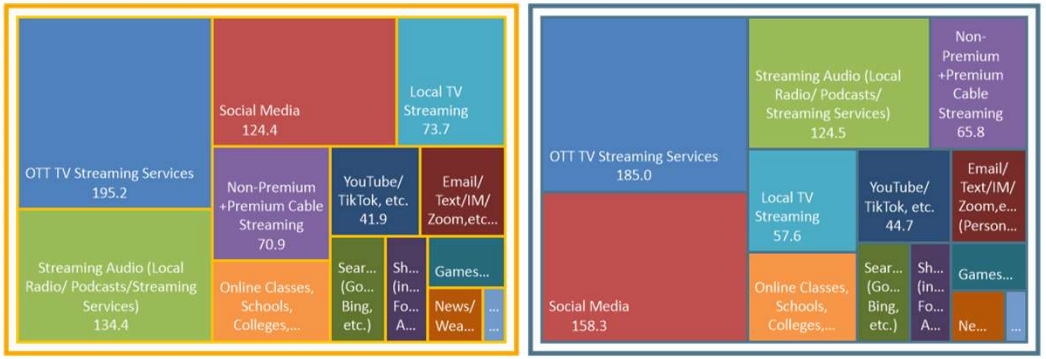
*[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]*

322,898 or 74.5% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos use Ad-Supported Social Media for an average of 105.4 minutes every day representing 17.7% of all time spent daily with Ad-Supported Digital Media.

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



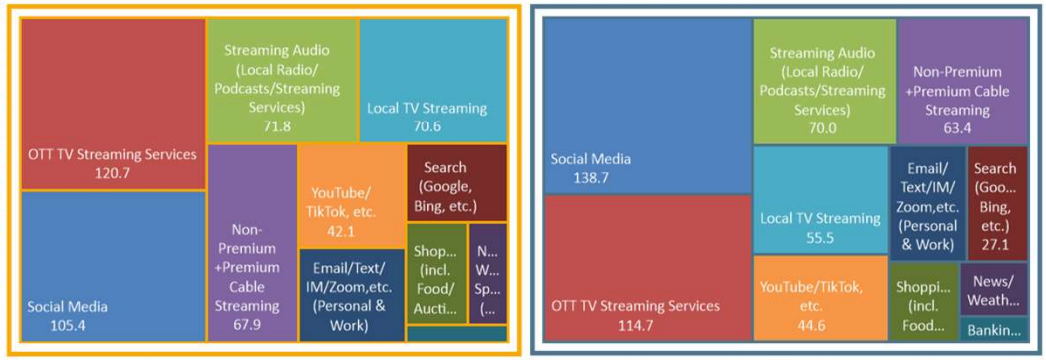

## Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older




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




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




CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 444

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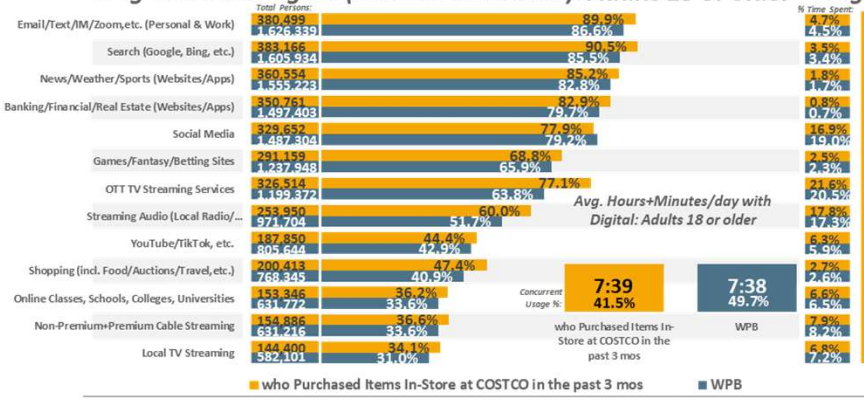
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*[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]*

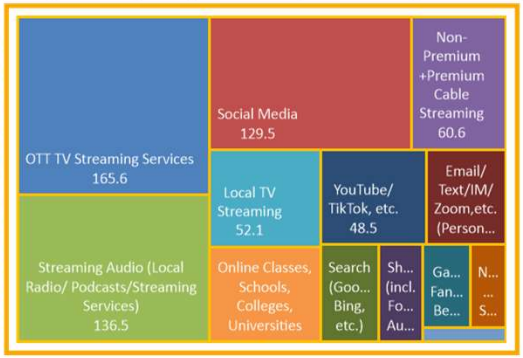


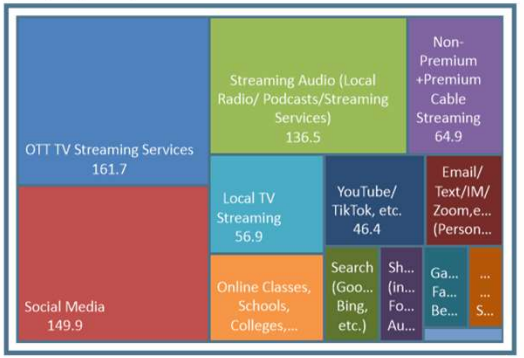

291,071 or 68.8% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos use Ad-Supported Social Media for an average of 114.3 minutes every day representing 19.9% of all time spent daily with Ad-Supported Digital Media.

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

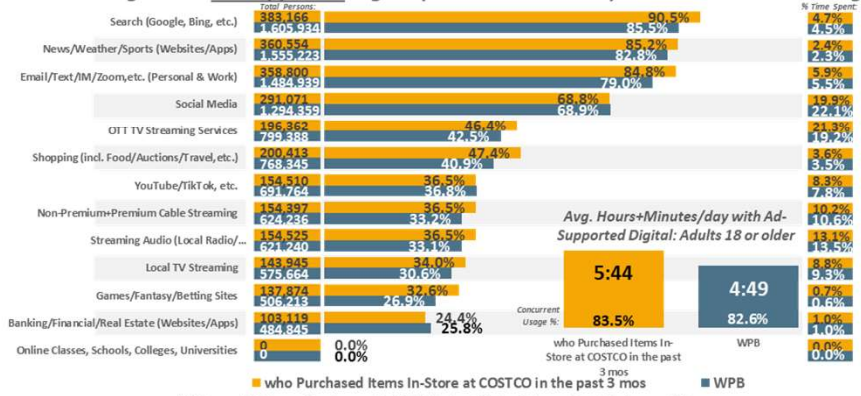



## *Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older

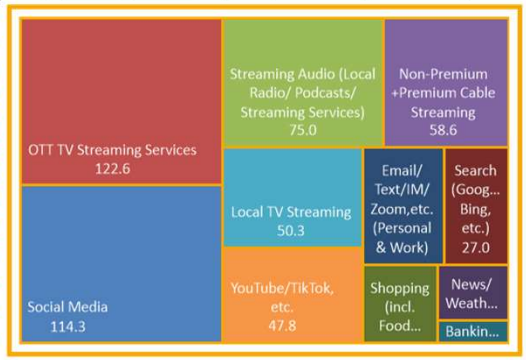


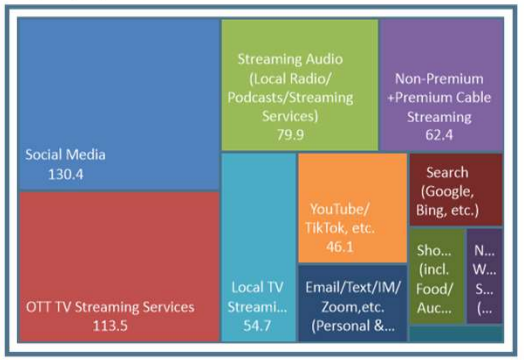




## *Avg. Week Ad-Supported Digital (Persons & % Reach):* Adults 18 or older




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




*WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 486*

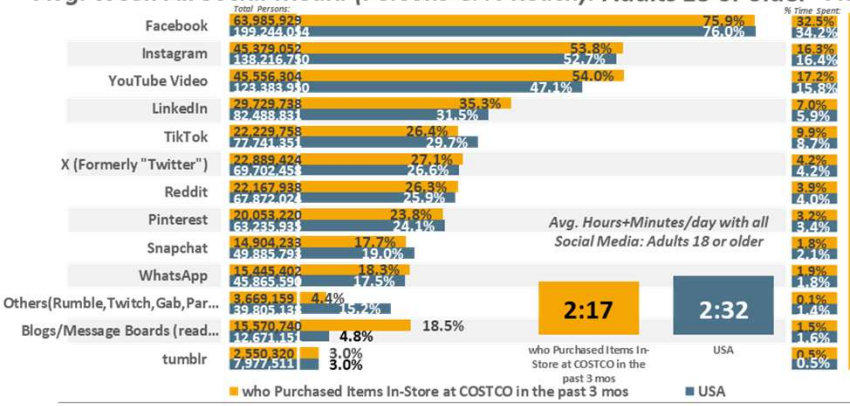
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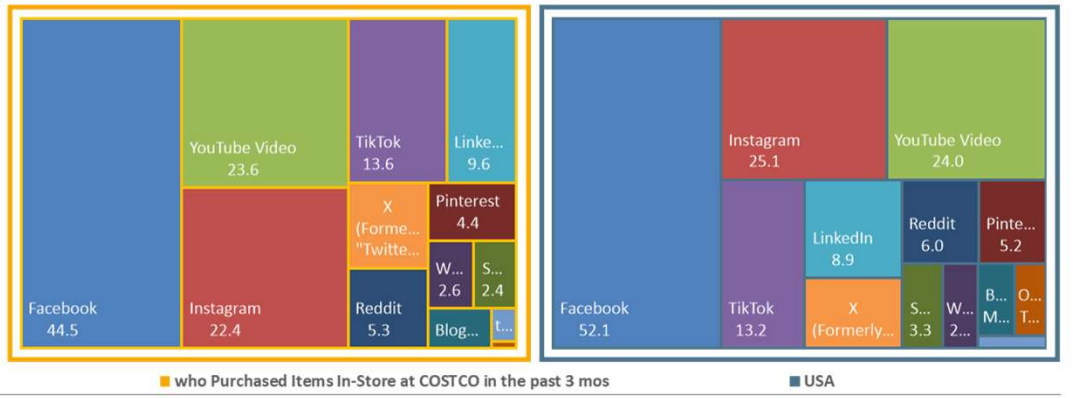
*[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]*

62,712,140 or 74.4% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos use Ad-Supported Facebook for an average of 41. minutes every day representing 33.8% of all time spent daily with Ad-Supported Social Media.

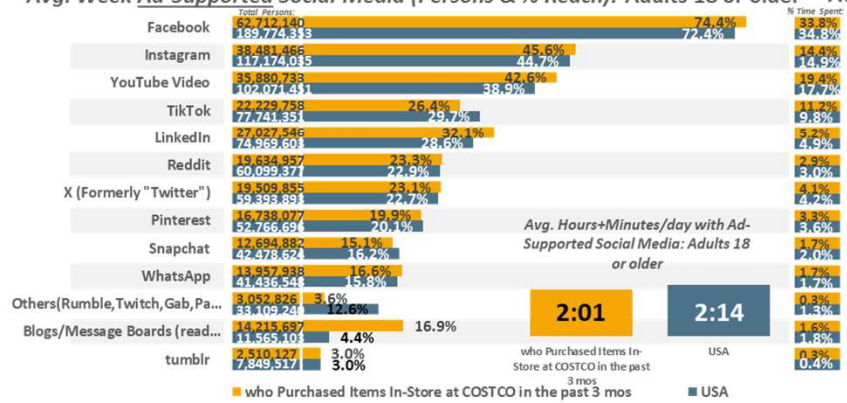
## Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



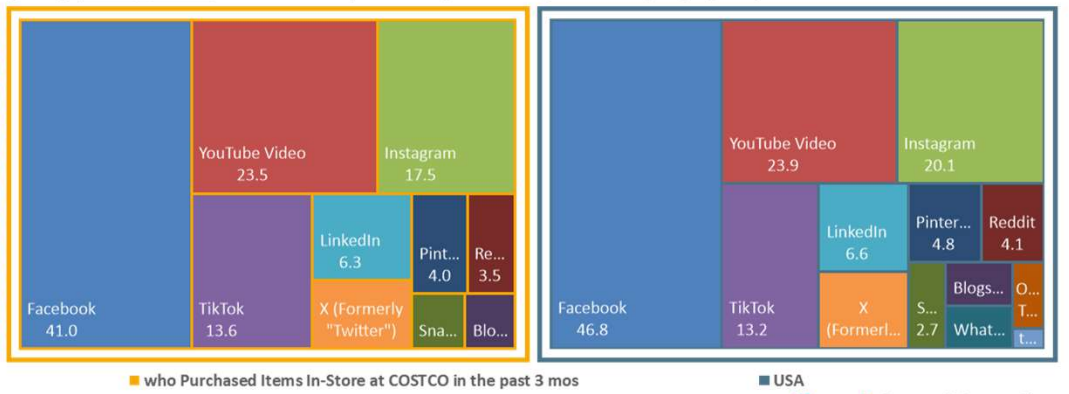

## Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older




## 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




USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 7,755

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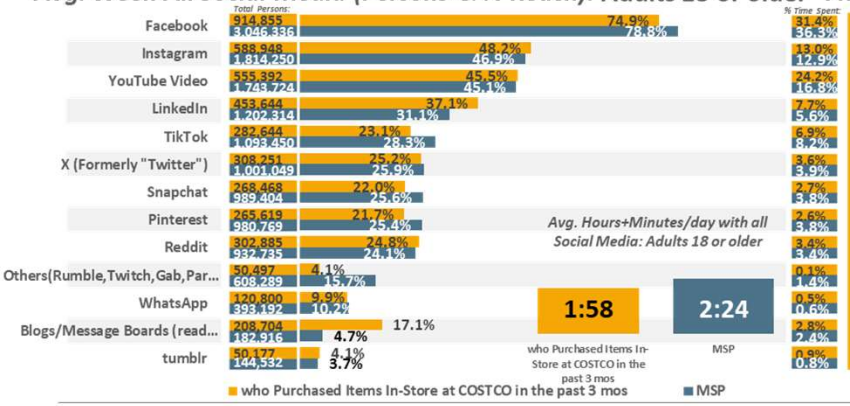
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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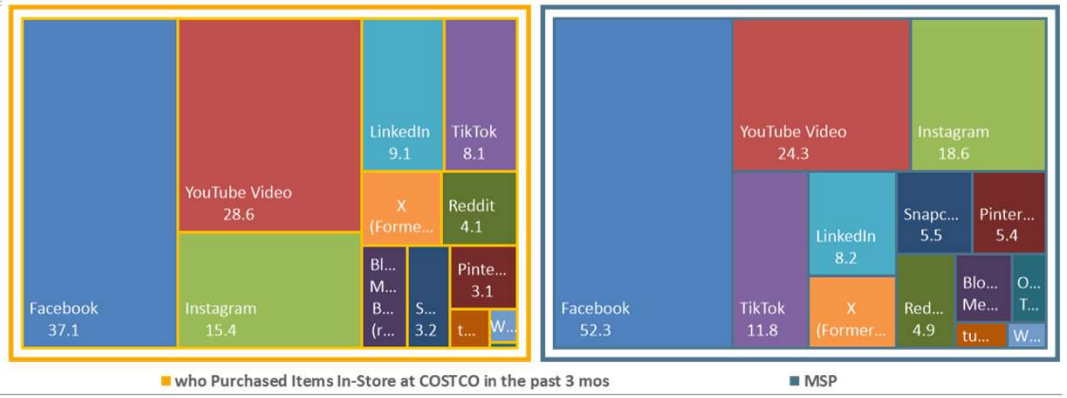
*[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]*

861,638 or 70.5% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos use Ad-Supported Facebook for an average of 32.2 minutes every day representing 31.1% of all time spent daily with Ad-Supported Social Media.

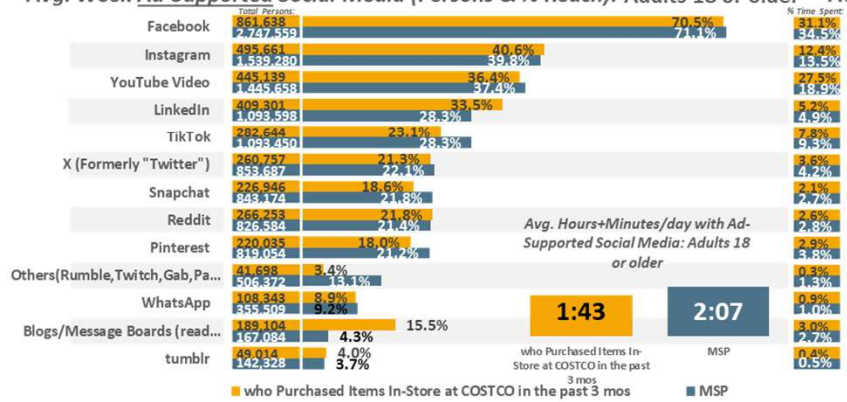
## *Avg. Week All Social Media (Persons & % Reach):* Adults 18 or older



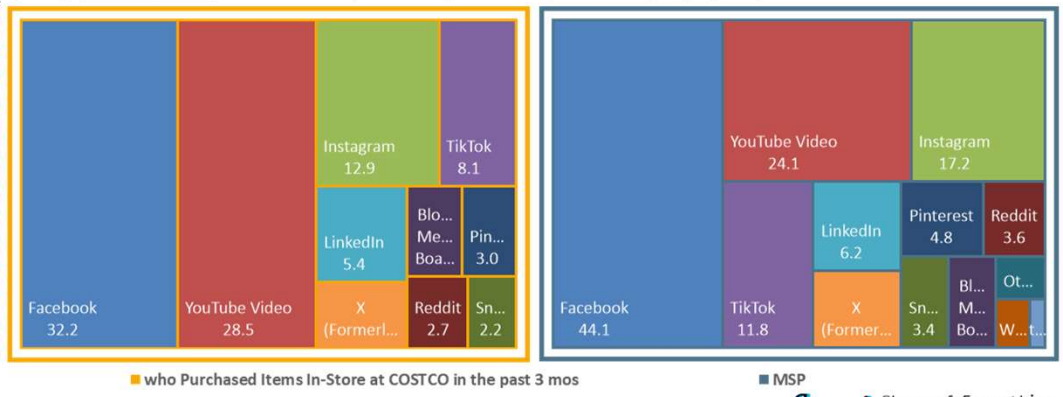

## *Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 604*

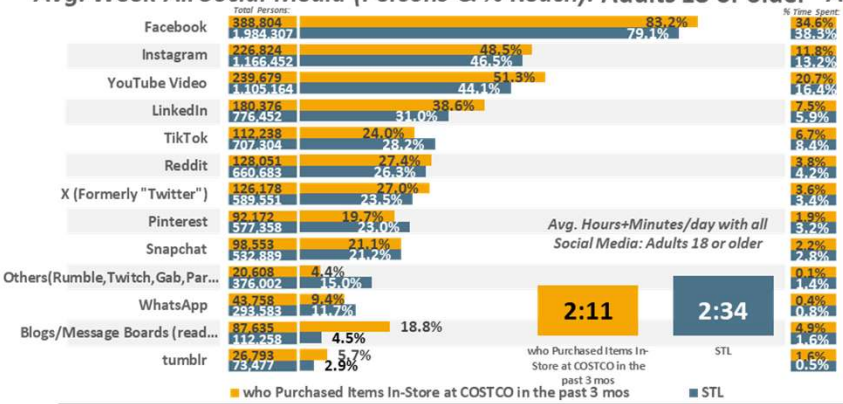
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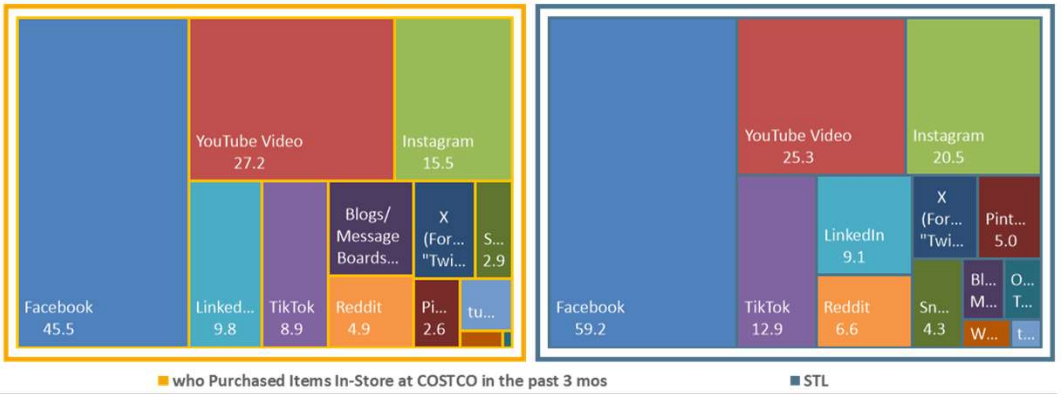
*[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]*

358,757 or 76.8% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos use Ad-Supported Facebook for an average of 39.3 minutes every day representing 33.2% of all time spent daily with Ad-Supported Social Media.

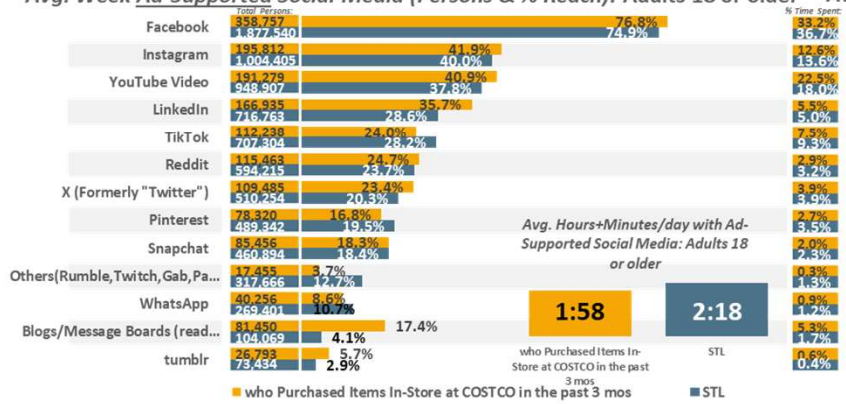
## Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



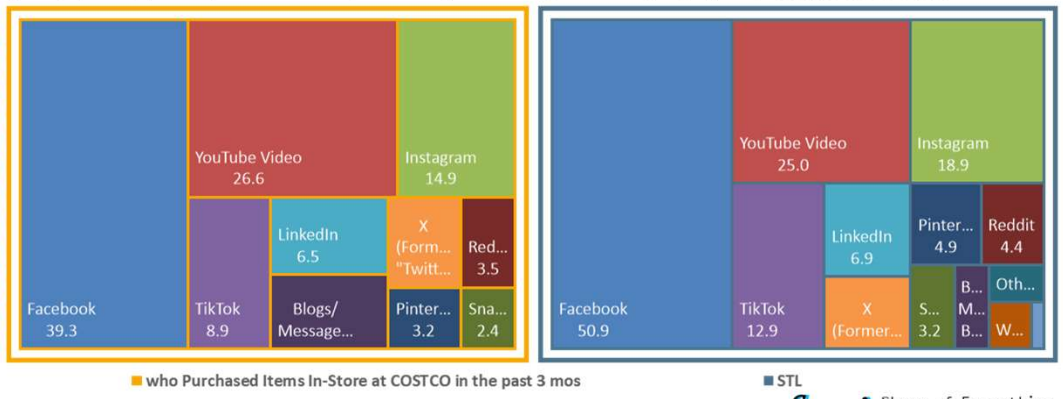

## Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older




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




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




STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 423

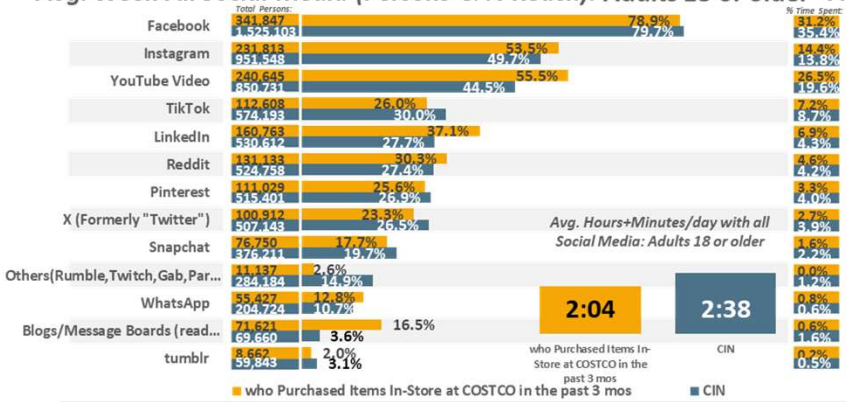
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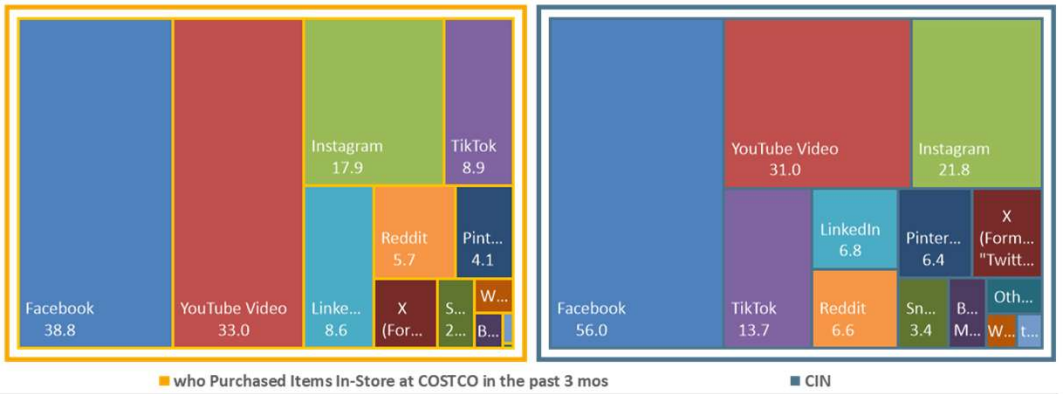
[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

160,614 or 37.1% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos use Ad-Supported YouTube Video for an average of 33.2 minutes every day representing 31.5% of all time spent daily with Ad-Supported Social Media.

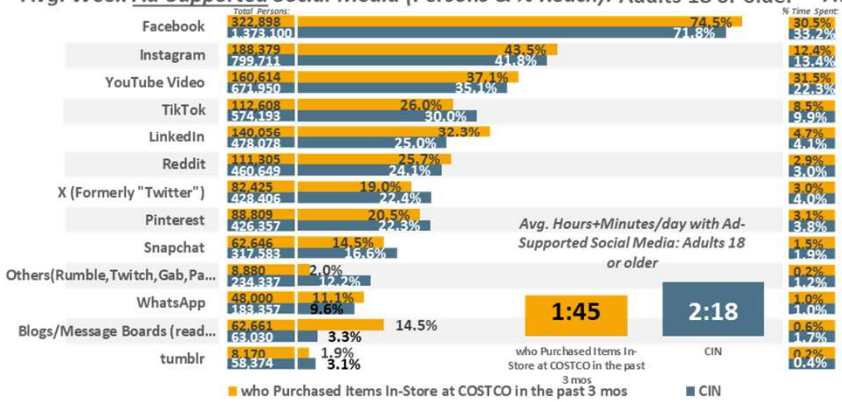
## *Avg. Week All Social Media (Persons & % Reach):* Adults 18 or older



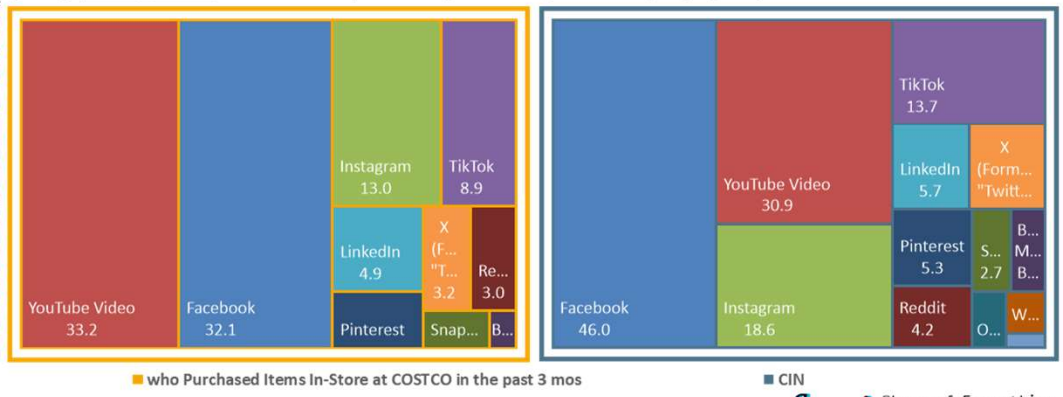

## *Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *Avg. Week <u>Ad-Supported</u> Social Media (Persons & % Reach):* Adults 18 or older




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




*CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 444*

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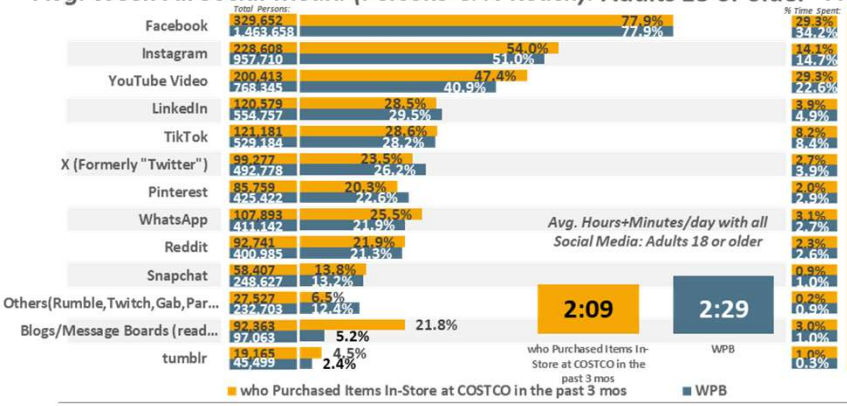
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*[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]*

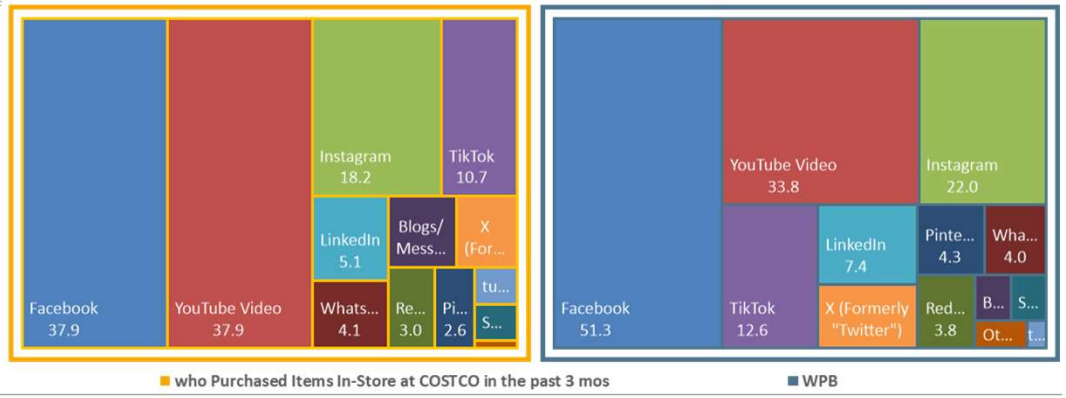



167,073 or 39.5% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos use Ad-Supported YouTube Video for an average of 37.2 minutes every day representing 32.5% of all time spent daily with Ad-Supported Social Media.

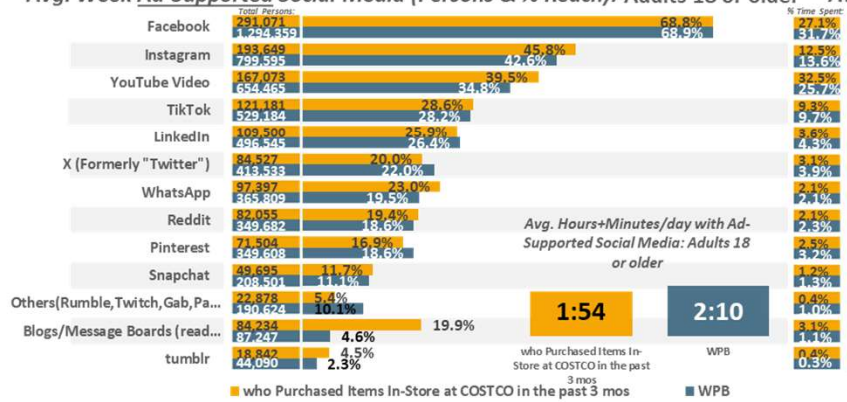
## *Avg. Week All Social Media (Persons & % Reach):* Adults 18 or older



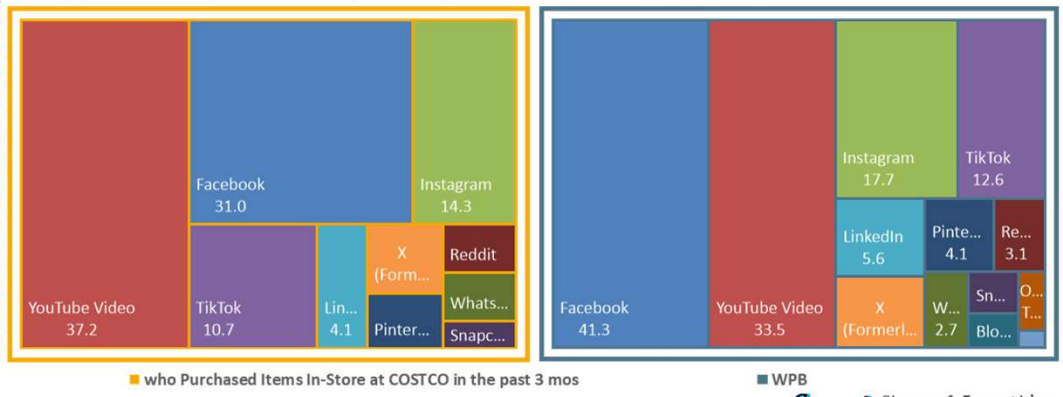

## *Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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



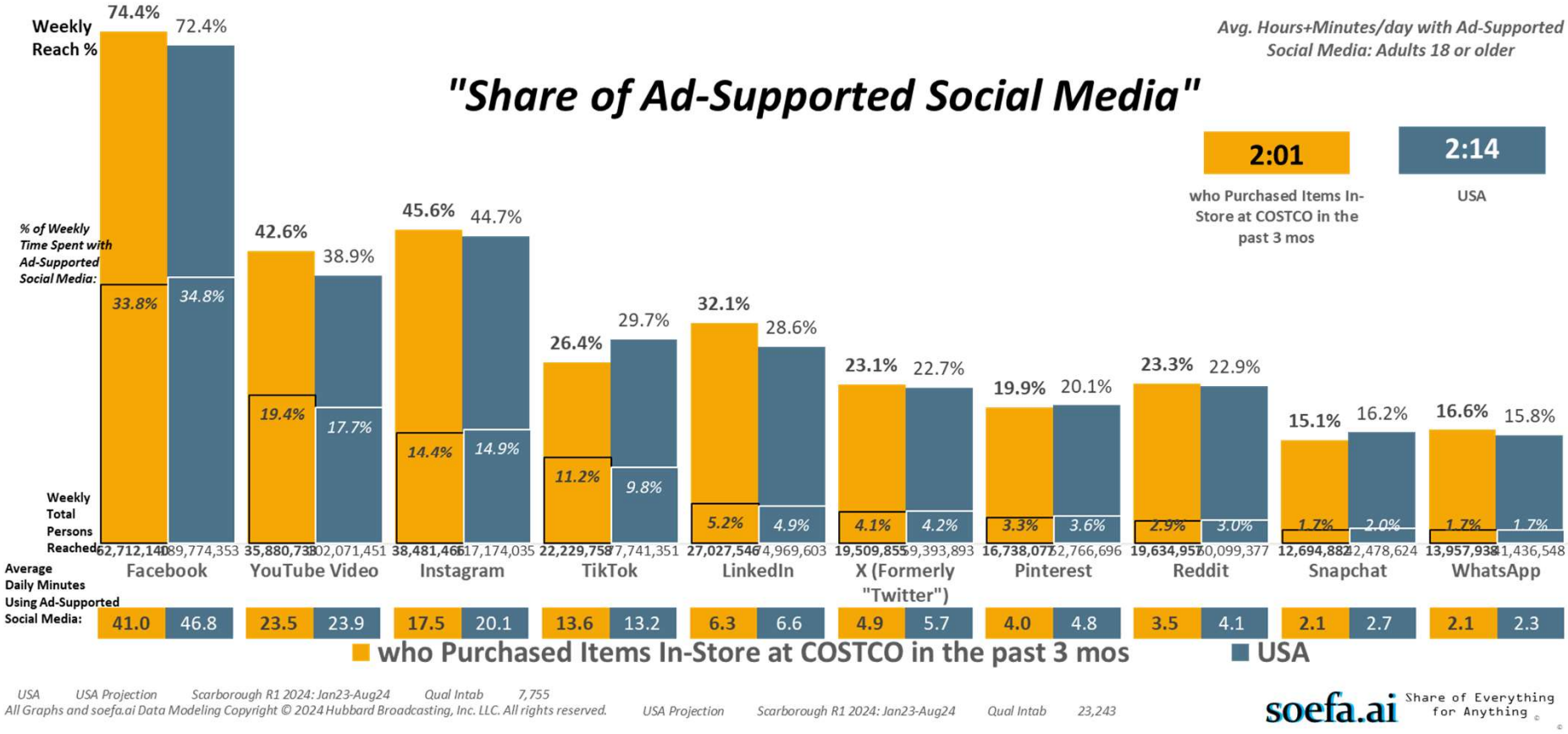

*WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 486*

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

62,712,140 or 74.4% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos use Ad-Supported Facebook for an average of 41. minutes every day representing 33.8% of all time spent daily with Ad-Supported Social Media.




USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 7,755

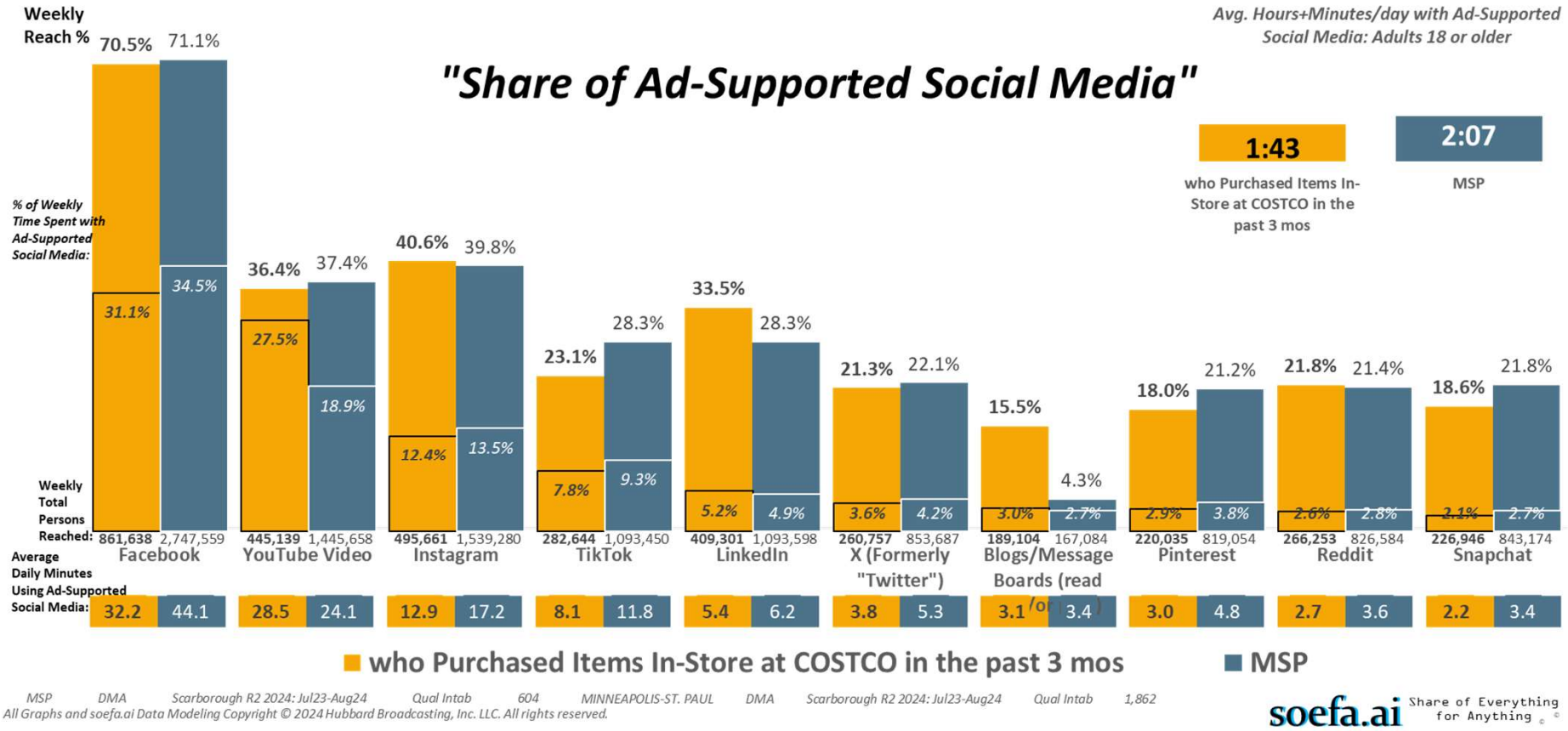
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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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

861,638 or 70.5% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos use Ad-Supported Facebook for an average of 32.2 minutes every day representing 31.1% of all time spent daily with Ad-Supported Social Media.



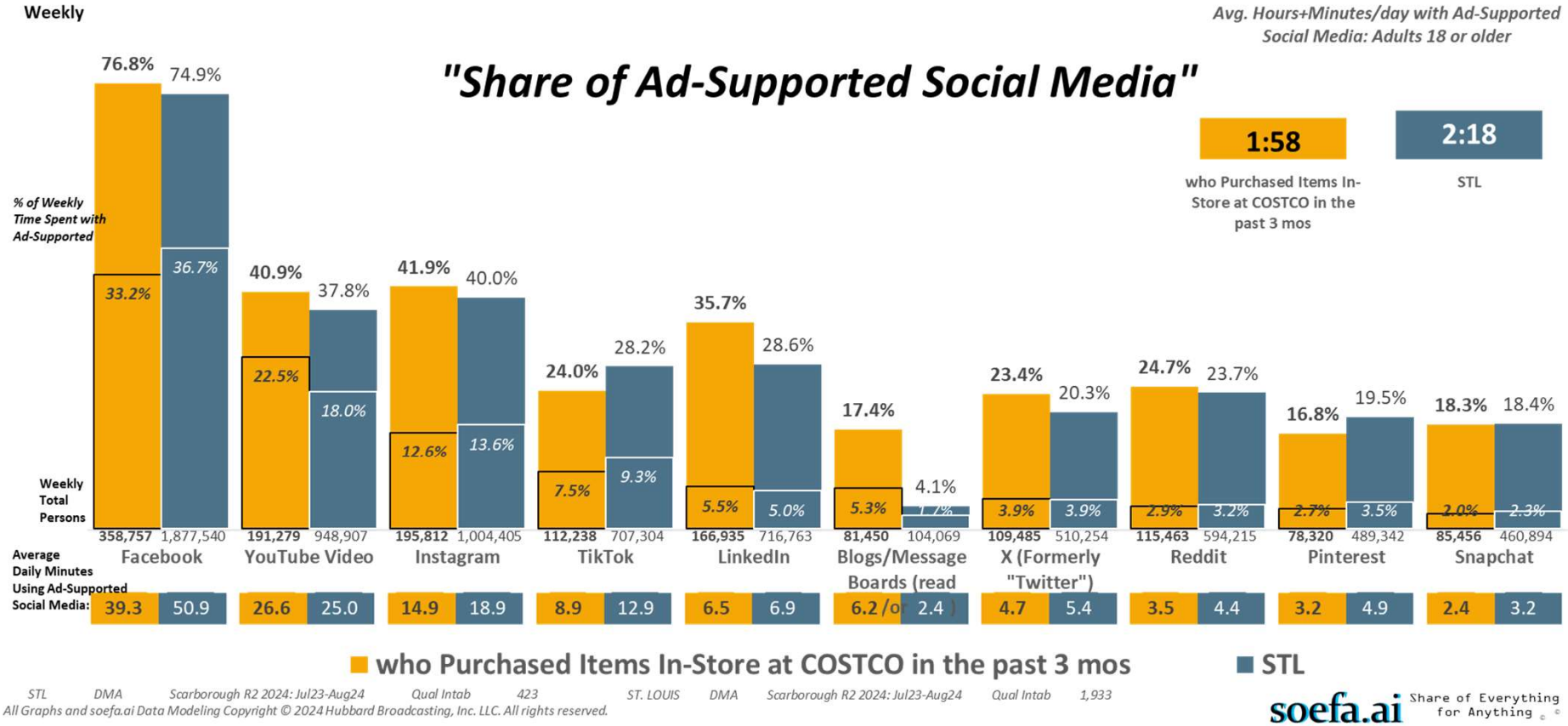

MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 604 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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

358,757 or 76.8% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos use Ad-Supported Facebook for an average of 39.3 minutes every day representing 33.2% of all time spent daily with Ad-Supported Social Media.



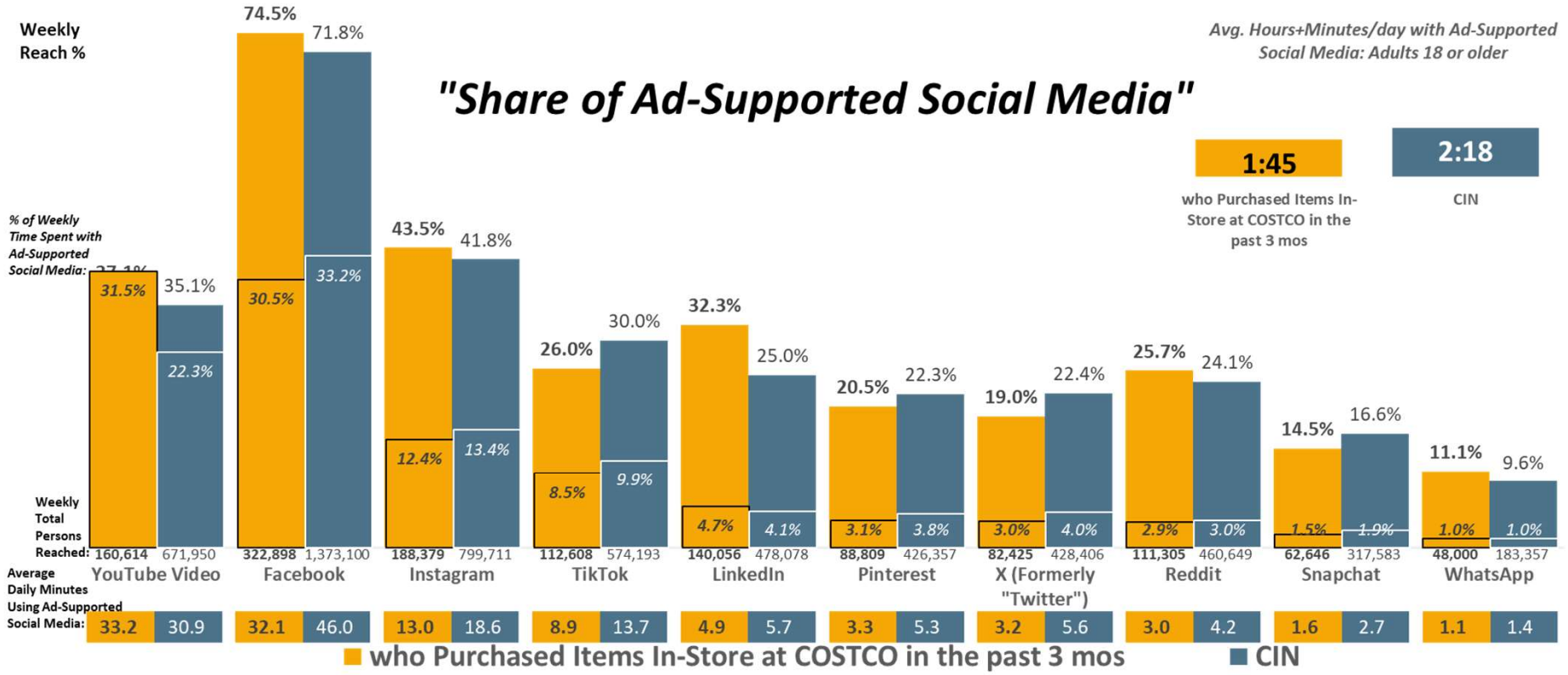

STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 423 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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

160,614 or 37.1% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos use Ad-Supported YouTube Video for an average of 33.2 minutes every day representing 31.5% of all time spent daily with Ad-Supported Social Media.



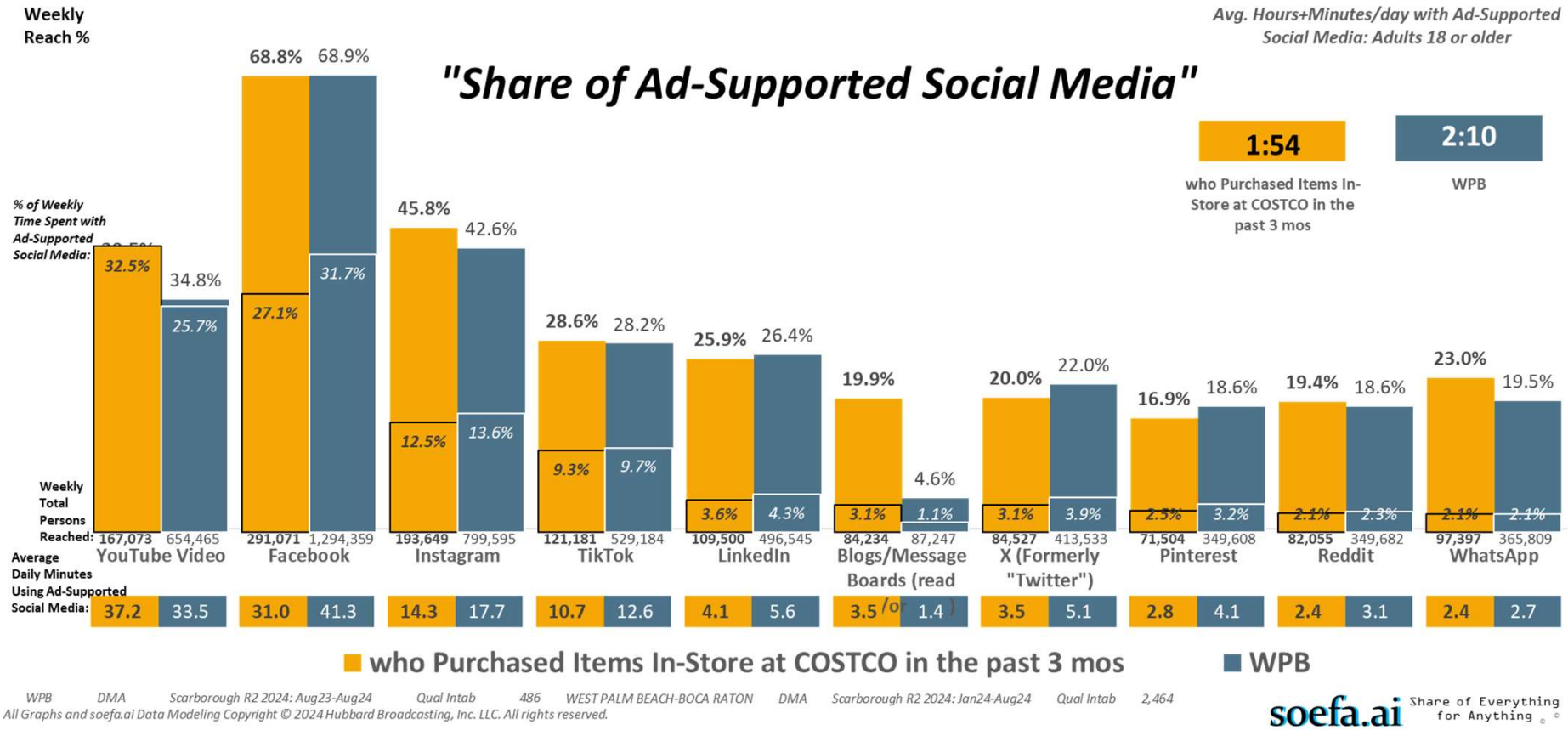

CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 444 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

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

167,073 or 39.5% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos use Ad-Supported YouTube Video for an average of 37.2 minutes every day representing 32.5% of all time spent daily with Ad-Supported Social Media.



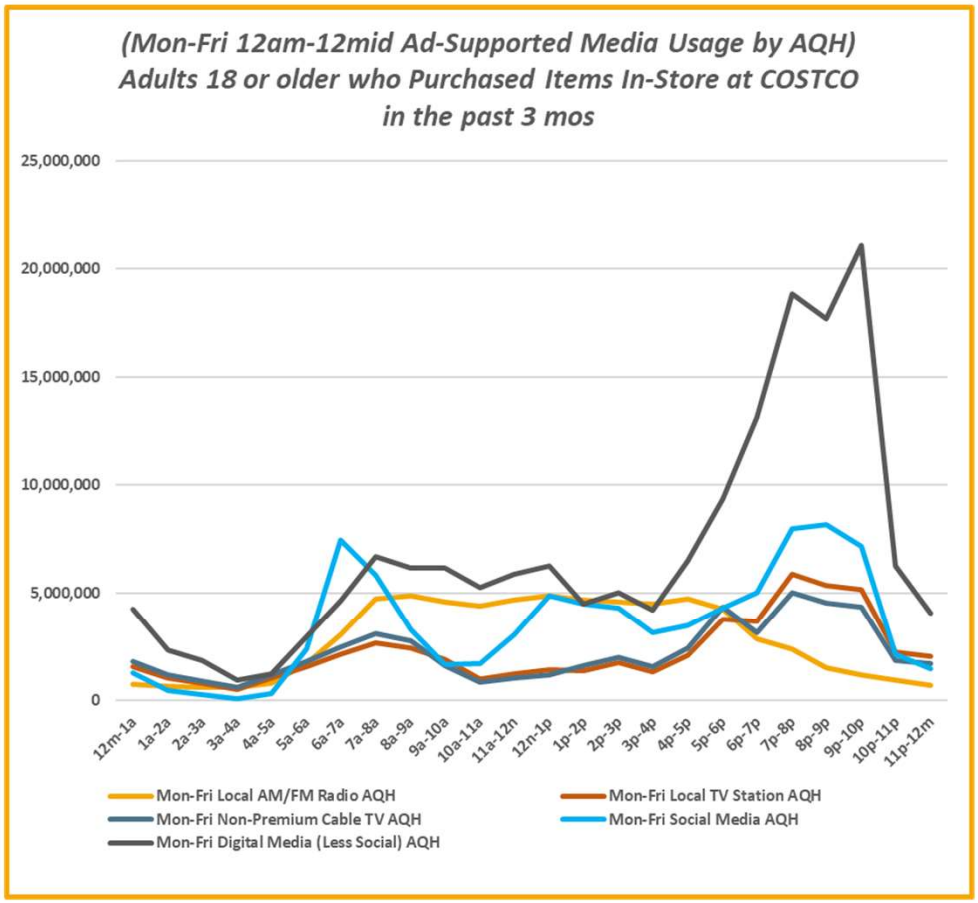

WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 486 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

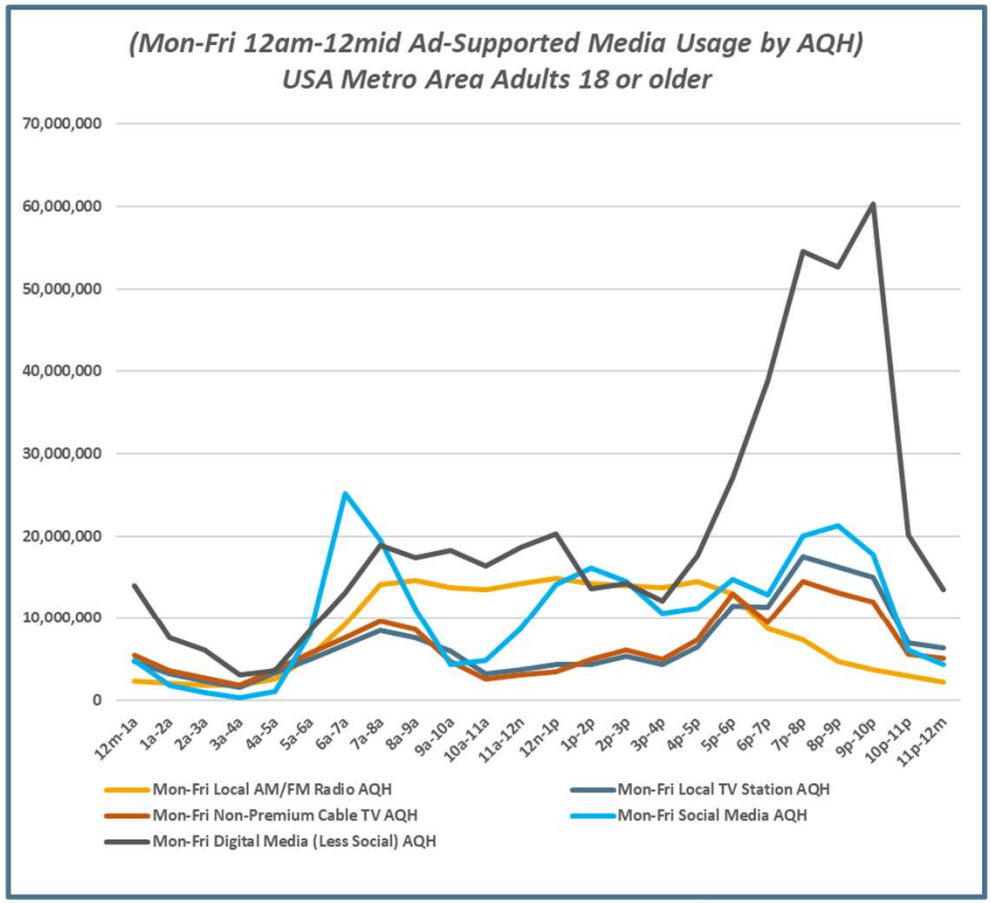
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[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 6,434,616; Local Radio: 4,355,611; Social Media: 4,031,476; Non-Prem. Cable: 2,150,523; Local TV: 2,048,566 reaching Adults 18 or older who Purchased Items In-Store at CO




*USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 7,755*

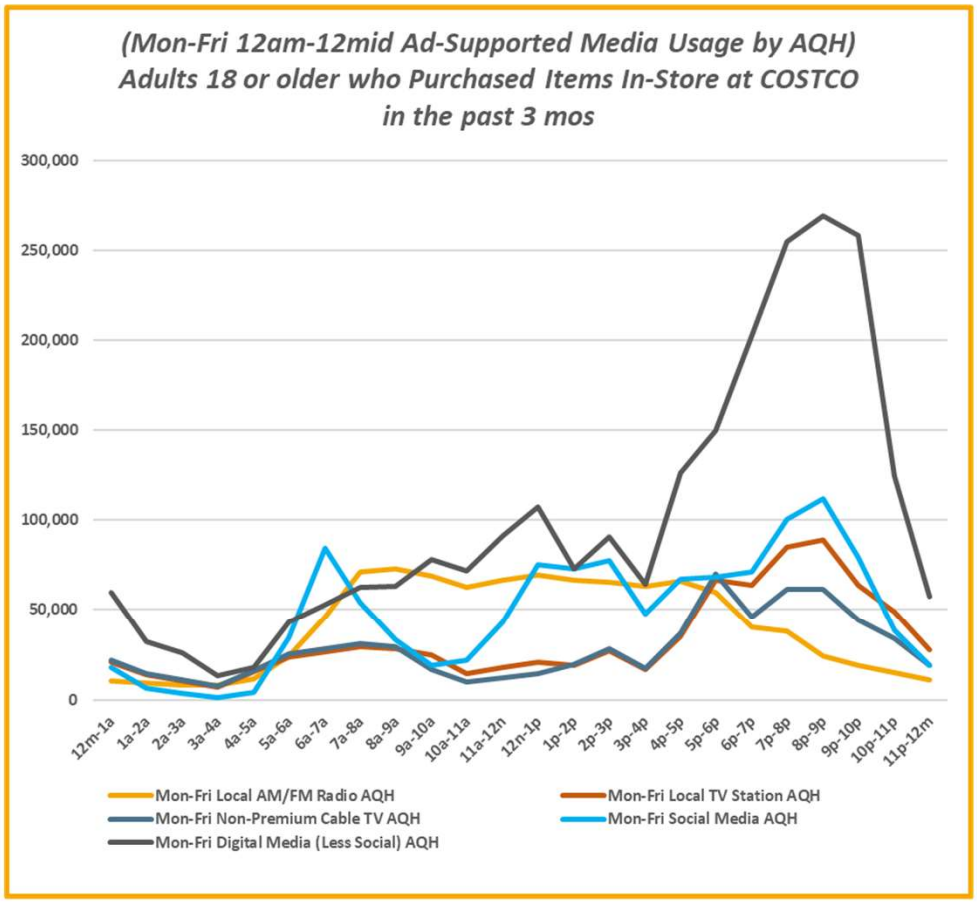
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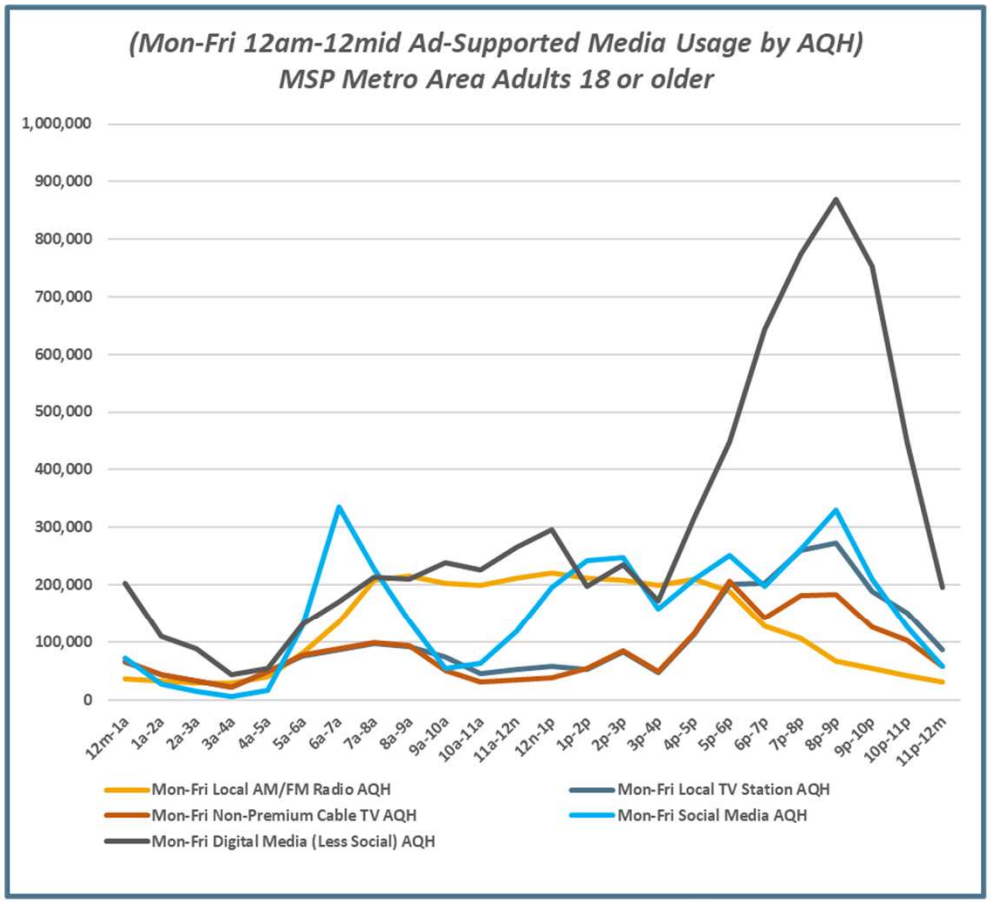
*USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243*

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

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 94,971; Local Radio: 63,062; Social Media: 56,703; Local TV: 29,867; Non-Prem. Cable: 27,733 reaching Adults 18 or older who Purchased Items In-Store at COSTCO in the pas



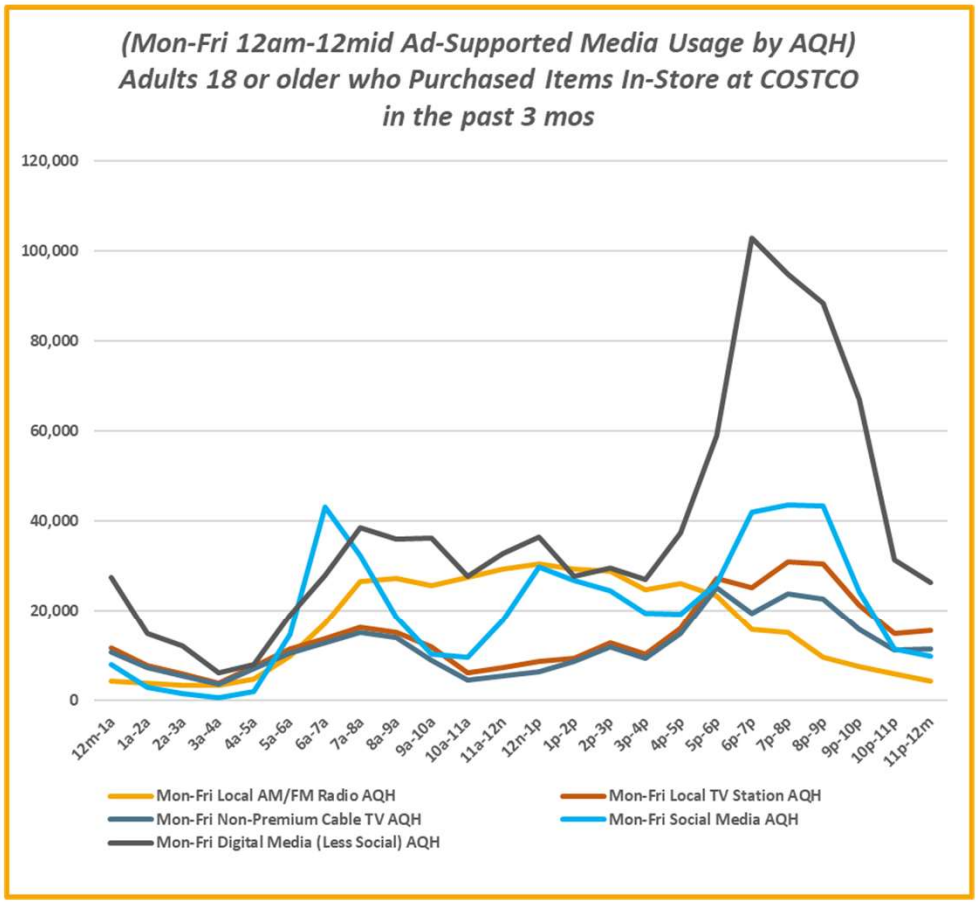

*MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 604*

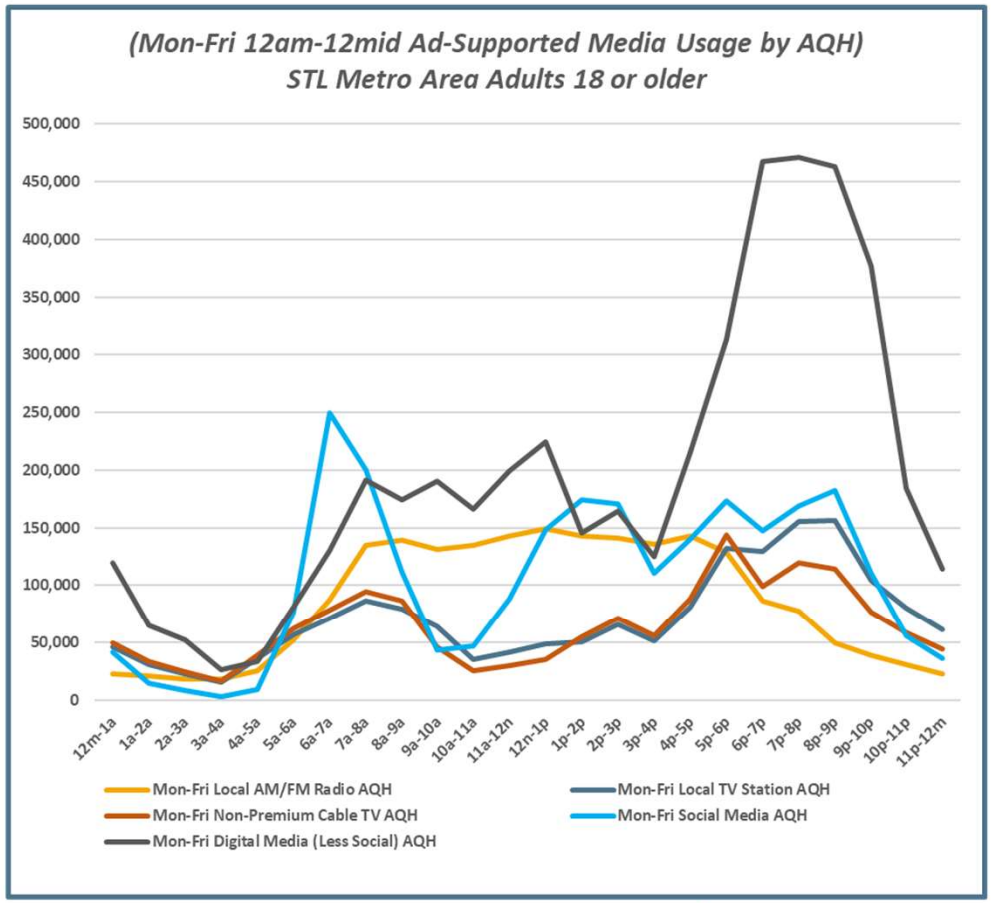
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*[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]*

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 39,912; Local Radio: 25,537; Social Media: 24,523; Local TV: 13,810; Non-Prem. Cable: 12,021 reaching Adults 18 or older who Purchased Items In-Store at COSTCO in the pas



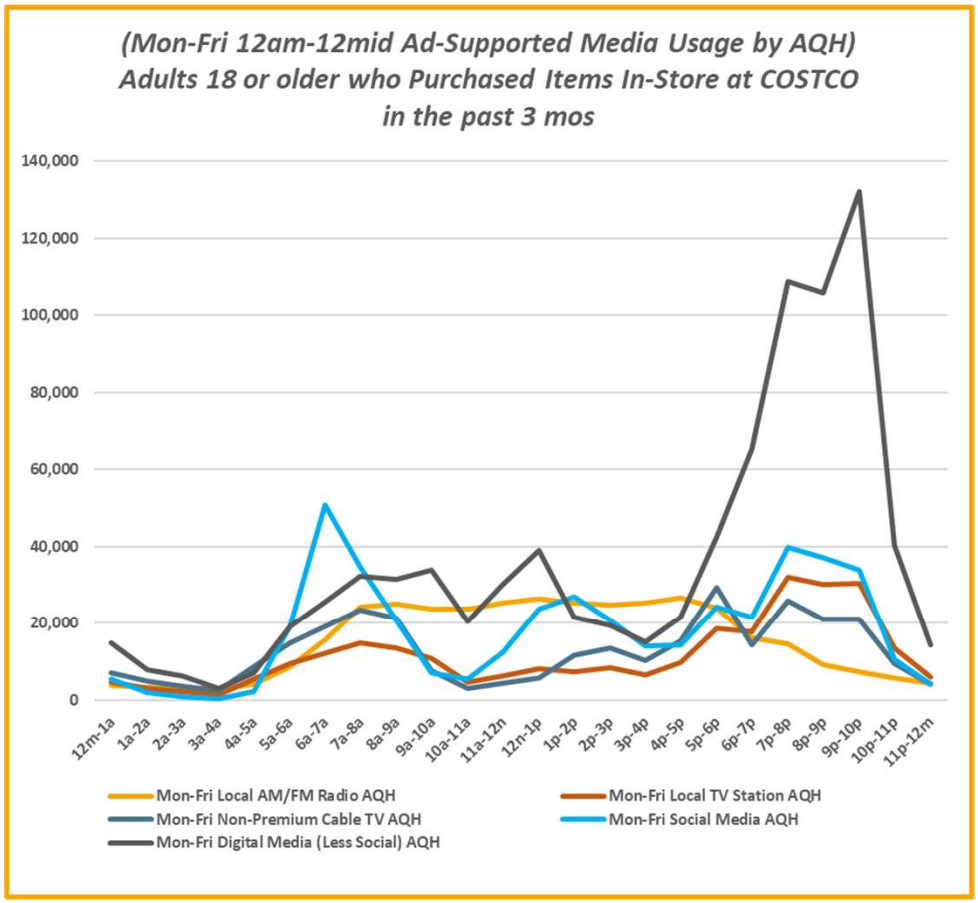

*STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 423*

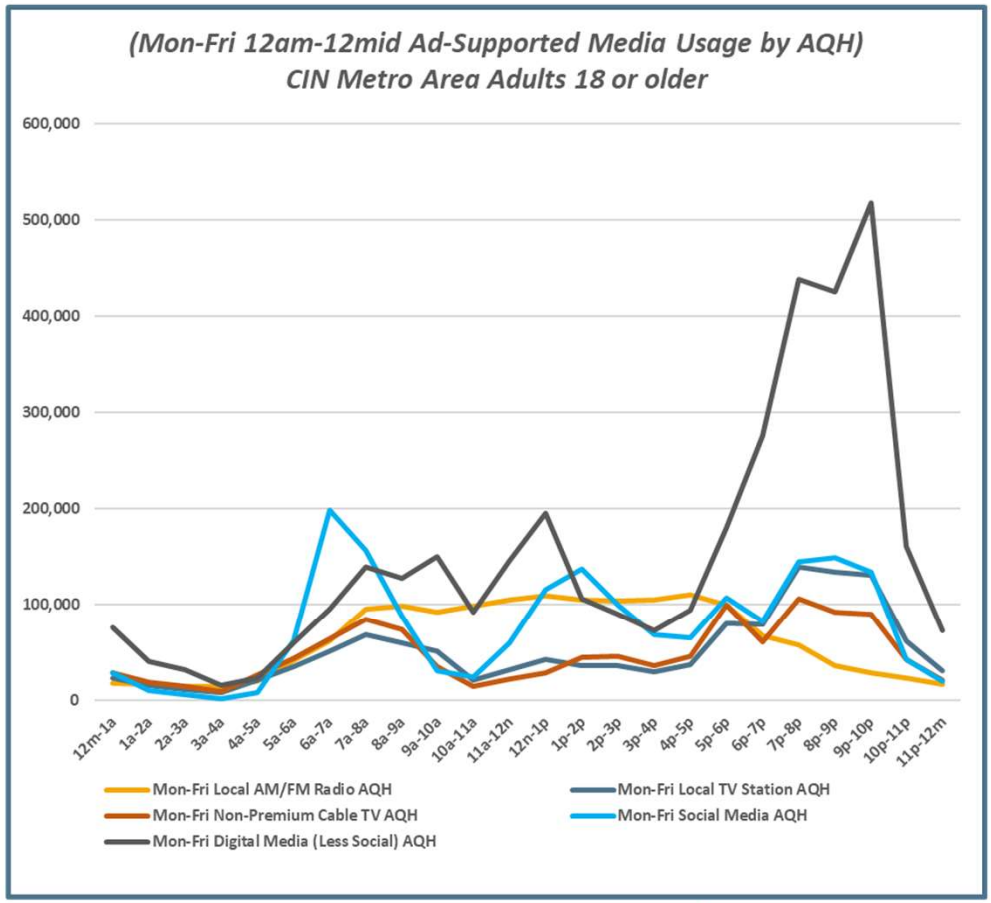
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*[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]*

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 30,682; Local Radio: 23,569; Social Media: 21,285; Non-Prem. Cable: 13,815; Local TV: 10,697 reaching Adults 18 or older who Purchased Items In-Store at COSTCO in the pas



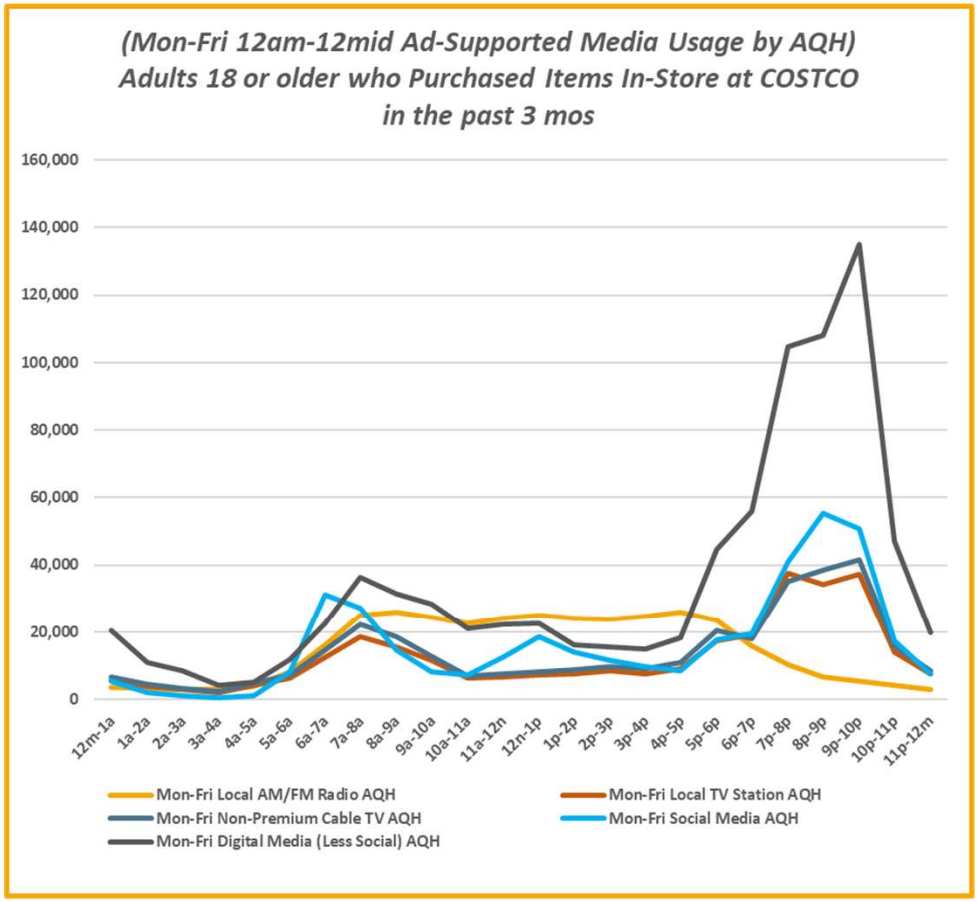

*CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 444*

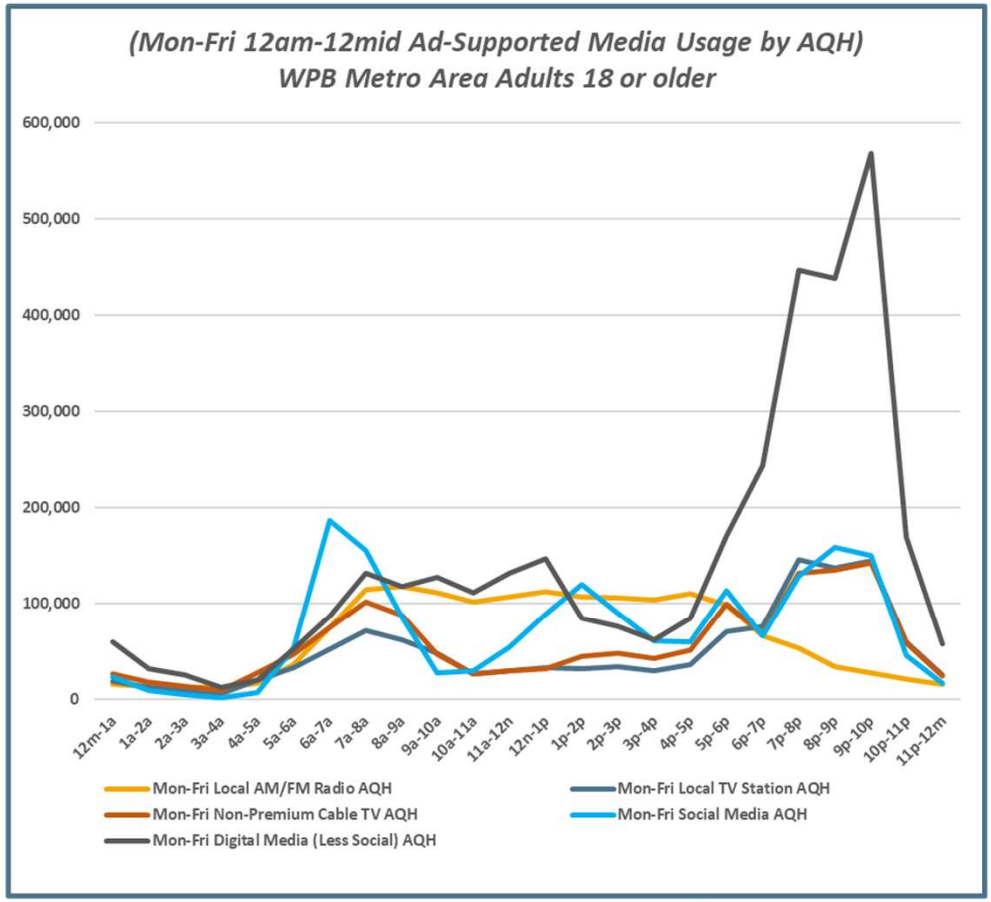
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*[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]*

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 26,869; Local Radio: 23,069; Social Media: 15,396; Non-Prem. Cable: 12,880; Local TV: 11,315 reaching Adults 18 or older who Purchased Items In-Store at COSTCO in the pas




*WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 486*

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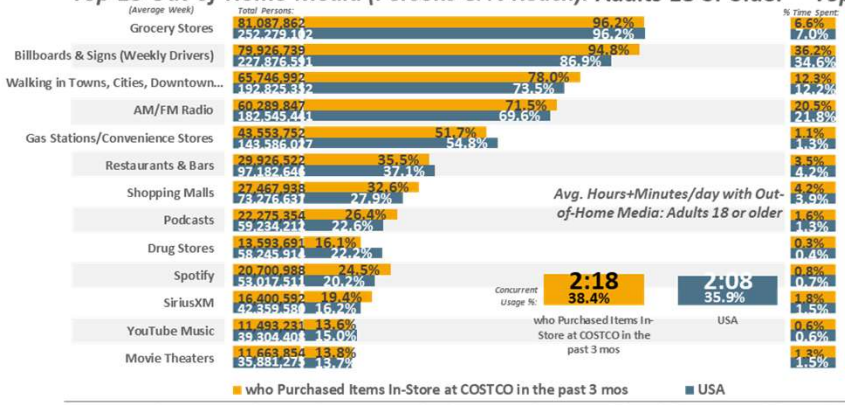
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*[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]*

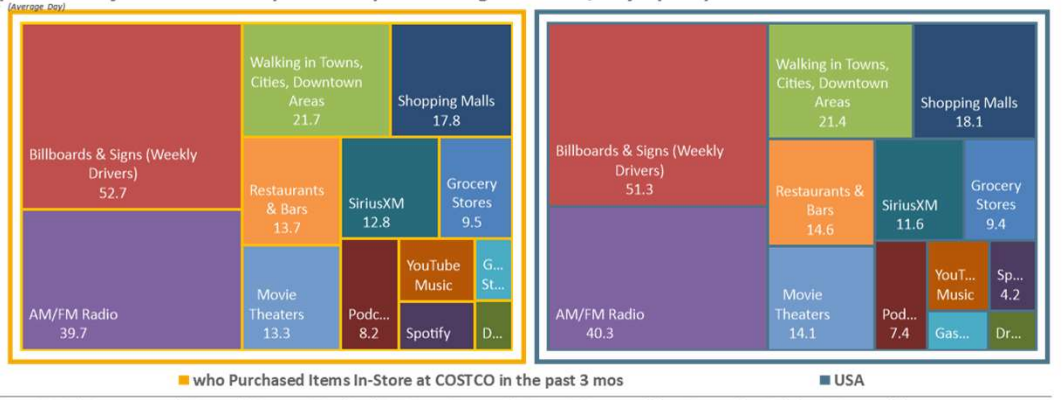



79,926,739 or 94.8% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos spend an average of 52.7 minutes per day driving, seeing Billboards and Signs. 67.8% Listen to Local Radio Stations Out-of-Home for an average of 36.1 minut

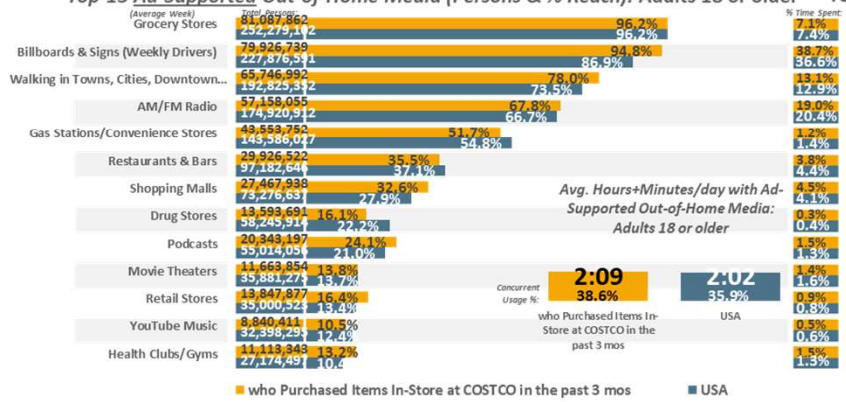
## *Top-13 Out-of-Home Media (Persons & % Reach):* Adults 18 or older



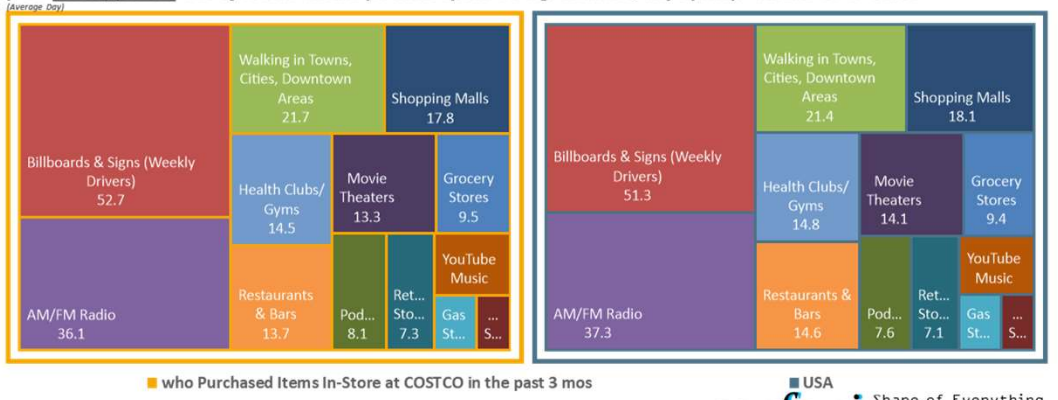

## *Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 7,755*

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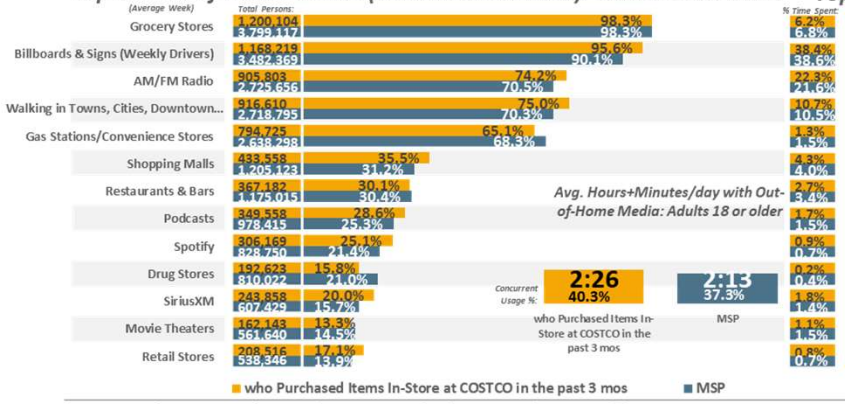
*USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243*

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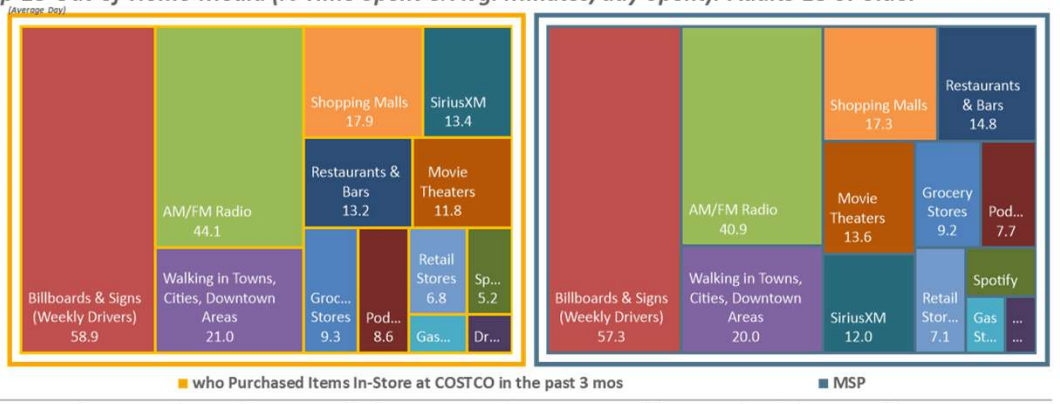
*[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]*

1,168,219 or 95.6% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos spend an average of 58.9 minutes per day driving, seeing Billboards and Signs. 68.4% Listen to Local Radio Stations Out-of-Home for an average of 39. minutes

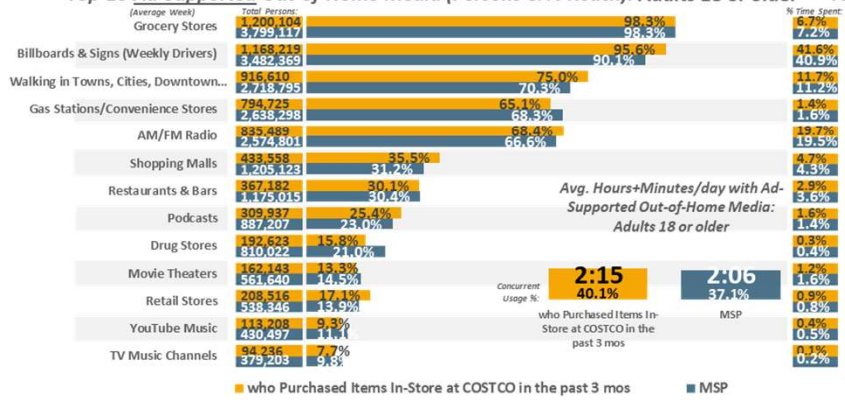
## Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



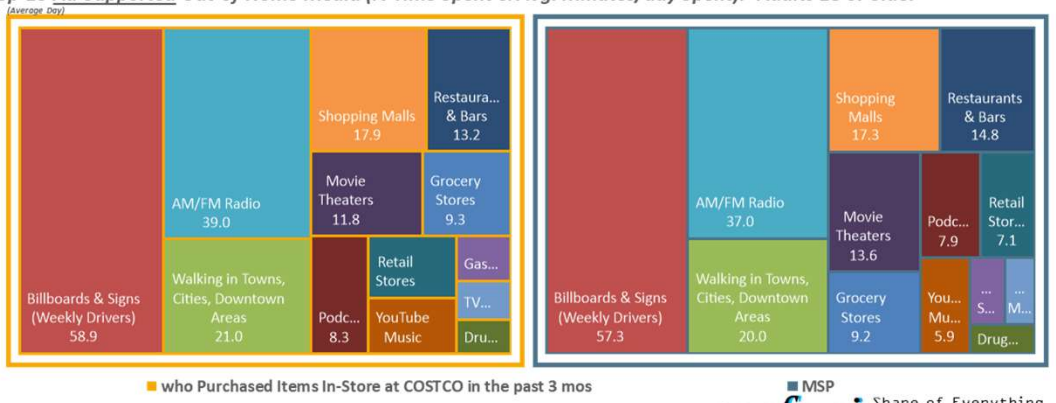

## Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older




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




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




MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 604

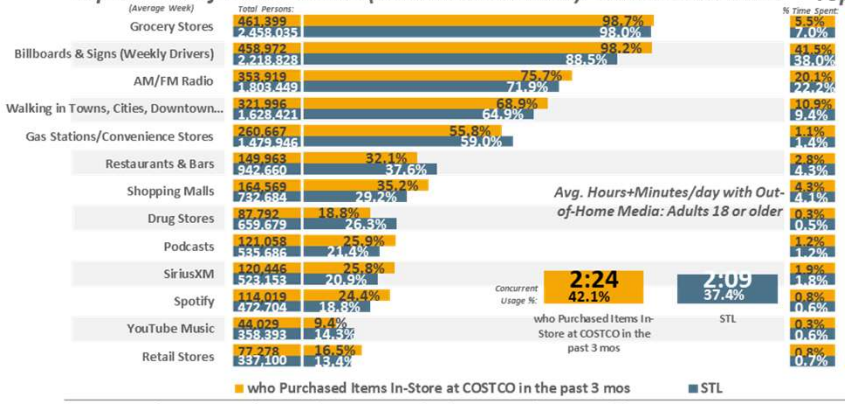
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[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

458,972 or 98.2% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos spend an average of 61.2 minutes per day driving, seeing Billboards and Signs. 72.2% Listen to Local Radio Stations Out-of-Home for an average of 35.9 minutes/

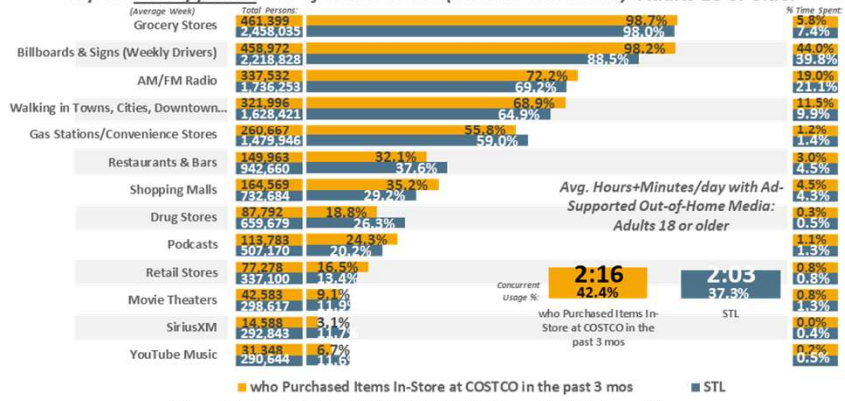
## *Top-13 Out-of-Home Media (Persons & % Reach):* Adults 18 or older




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




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




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




*STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 423*

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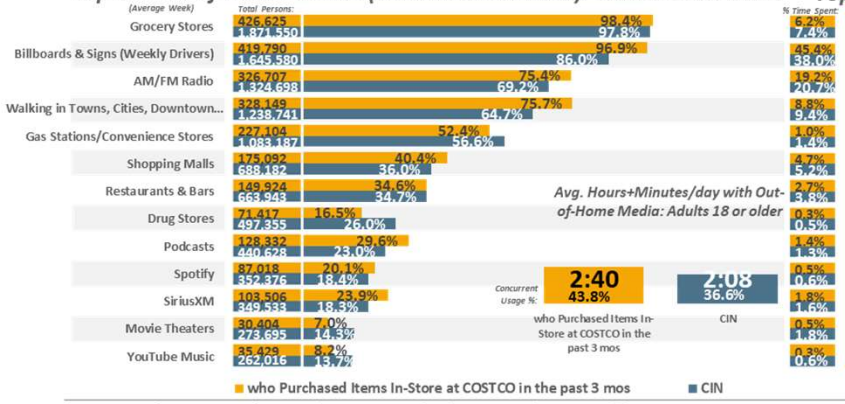
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*[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]*




419,790 or 96.9% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos spend an average of 75.1 minutes per day driving, seeing Billboards and Signs. 72.3% Listen to Local Radio Stations Out-of-Home for an average of 39.2 minutes/

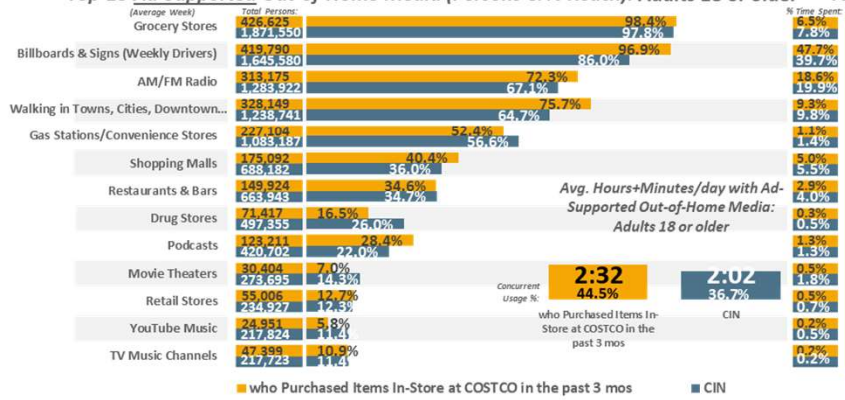
## *Top-13 Out-of-Home Media (Persons & % Reach):* Adults 18 or older




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




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




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




*CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 444*

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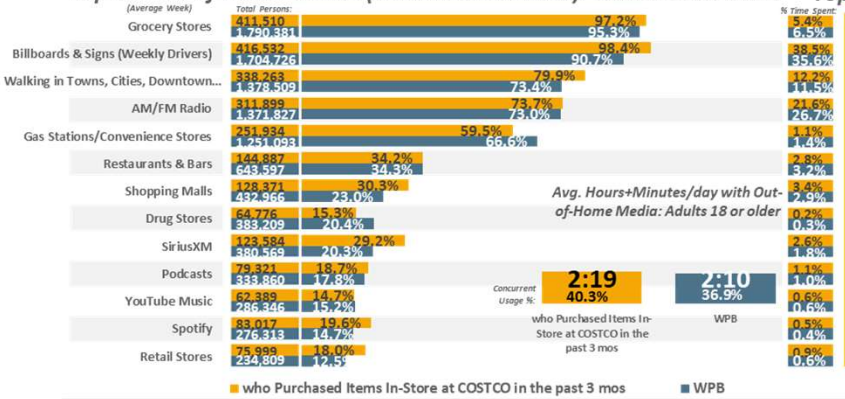
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*[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]*

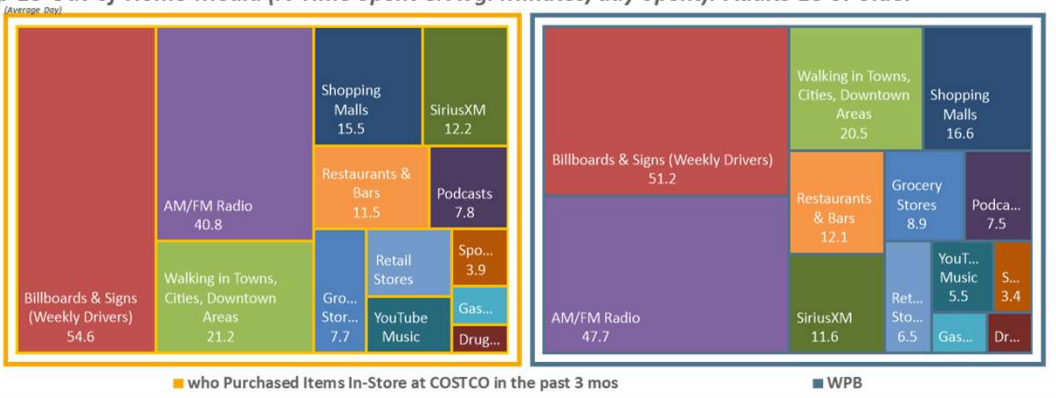



416,532 or 98.4% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos spend an average of 54.6 minutes per day driving, seeing Billboards and Signs. 69.8% Listen to Local Radio Stations Out-of-Home for an average of 37.8 minutes/

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



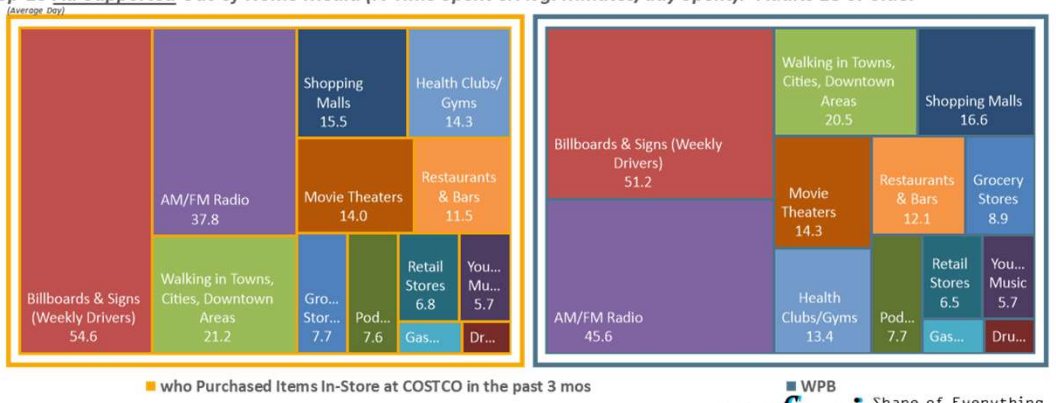

## *Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 486*

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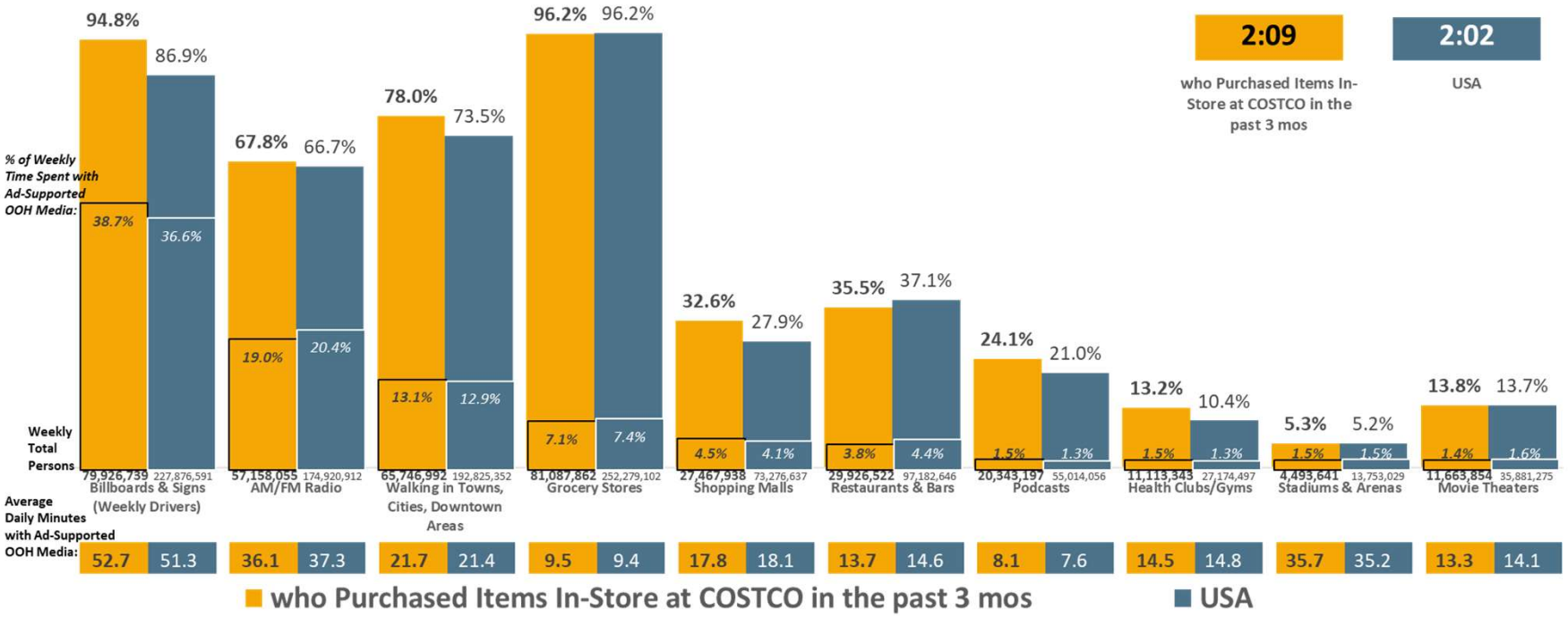
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*[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]*

79,926,739 or 94.8% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos spend an average of 52.7 minutes per day driving, seeing Billboards and Signs representing 38.7% 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*

# "Share of Ad-Supported OOH Media"




*USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 7,755*

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*USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243*

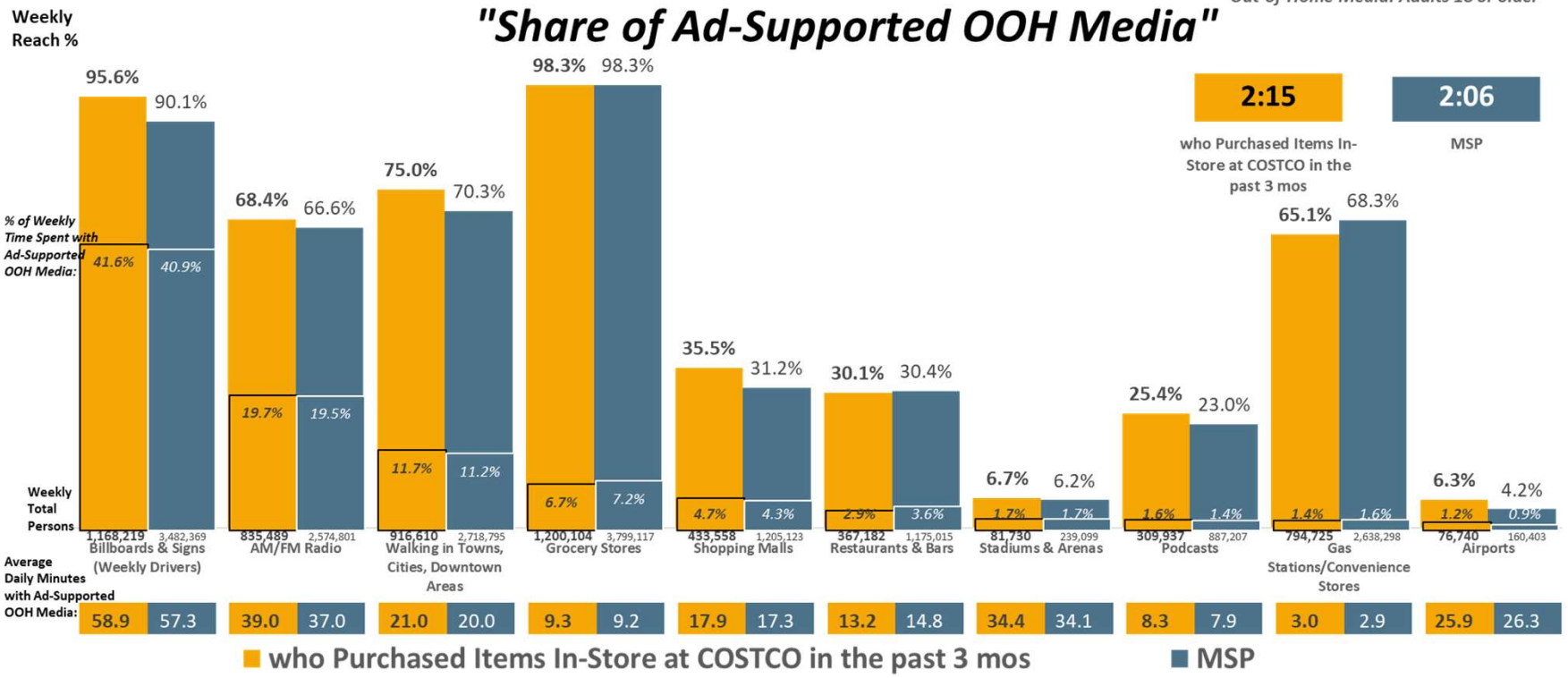
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*[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]*

1,168,219 or 95.6% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos spend an average of 58.9 minutes per day driving, seeing Billboards and Signs representing 41.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

# "Share of Ad-Supported OOH Media"




*MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 604 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862*

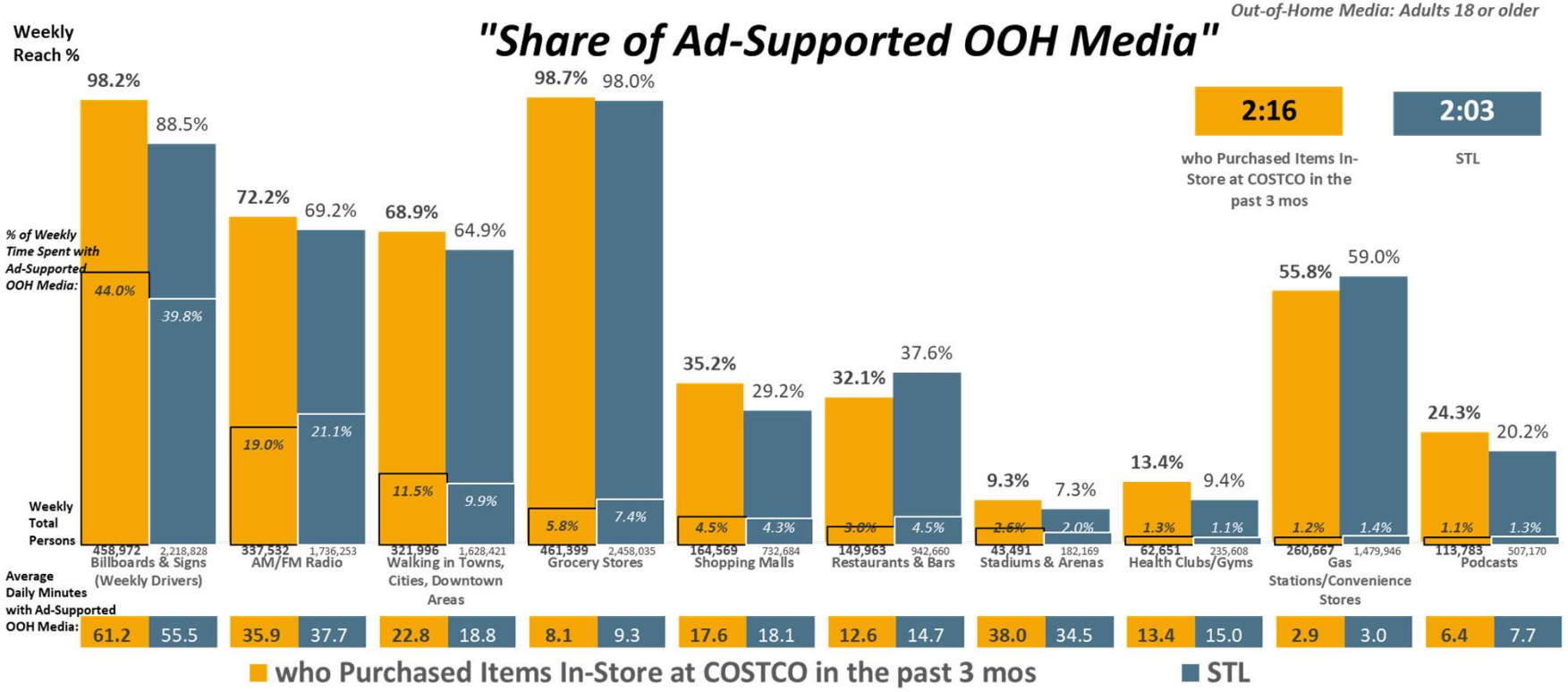
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*[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]*

458,972 or 98.2% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos spend an average of 61.2 minutes per day driving, seeing Billboards and Signs representing 44.% 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*




STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 423 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

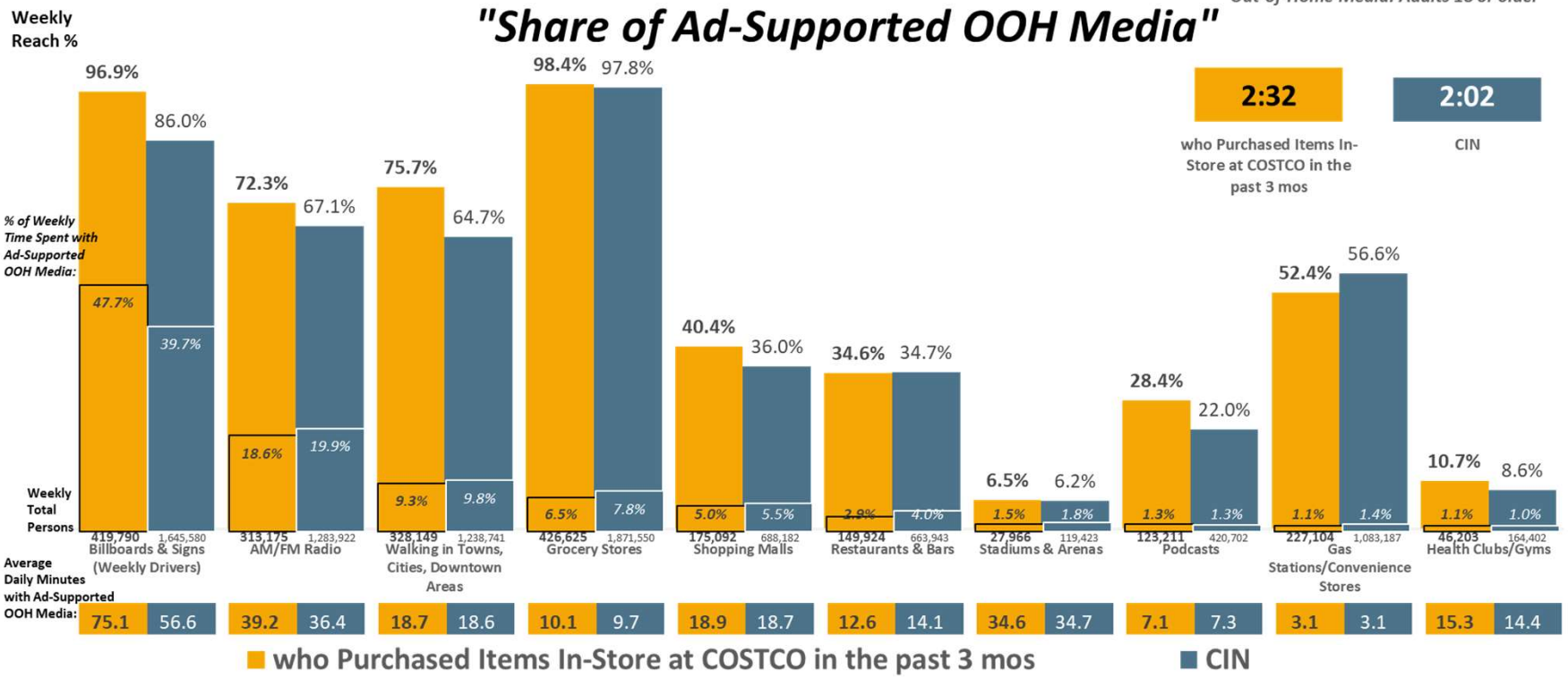
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[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

419,790 or 96.9% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos spend an average of 75.1 minutes per day driving, seeing Billboards and Signs representing 47.7% 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*




CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 444 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

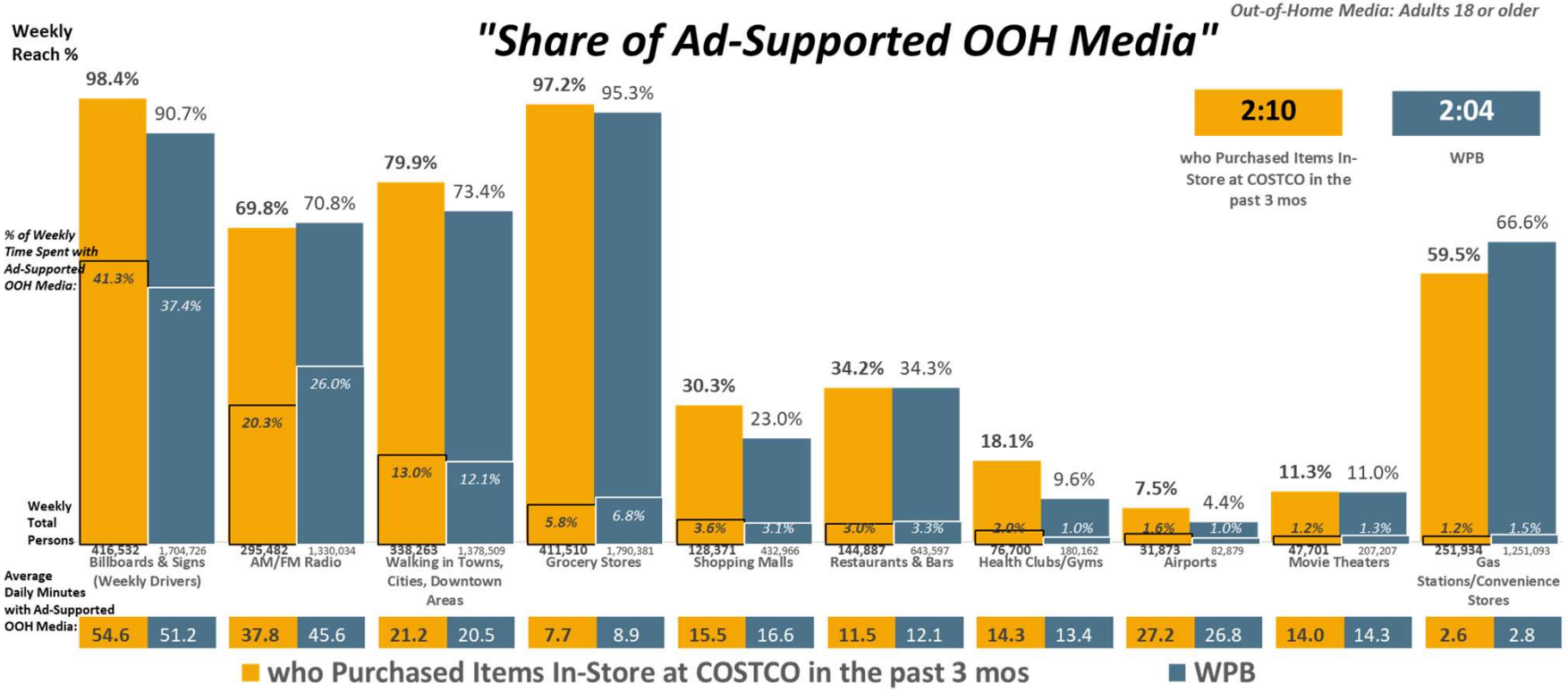
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[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]

416,532 or 98.4% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos spend an average of 54.6 minutes per day driving, seeing Billboards and Signs representing 41.3% 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*




*WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 486 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464*

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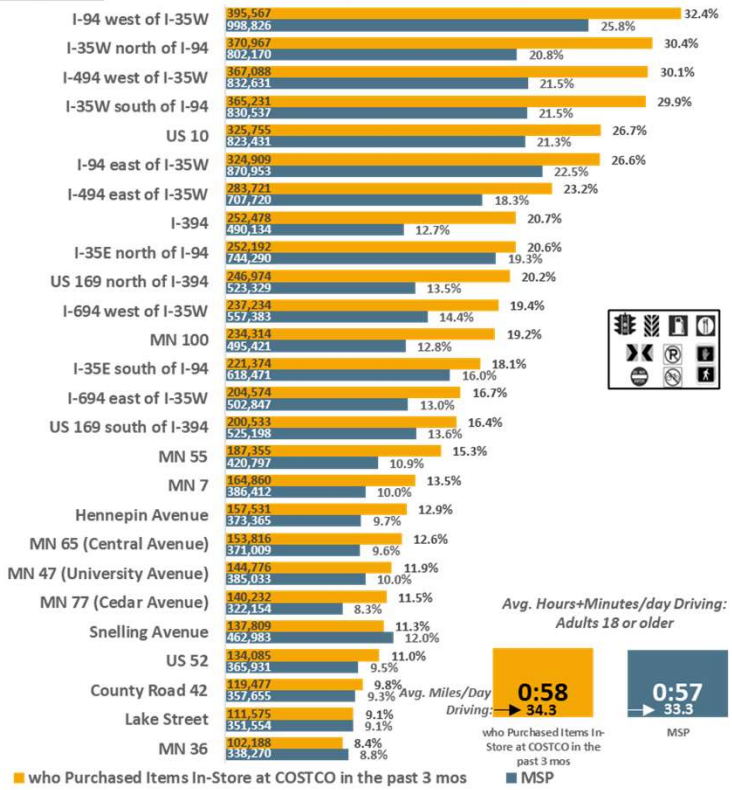
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*[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]*




1,168,219 or 95.6% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos spend an average of 58.9 minutes per day driving an average of 34.3 miles each day and are 63.% more likely to use I-394 than the Metro average.

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

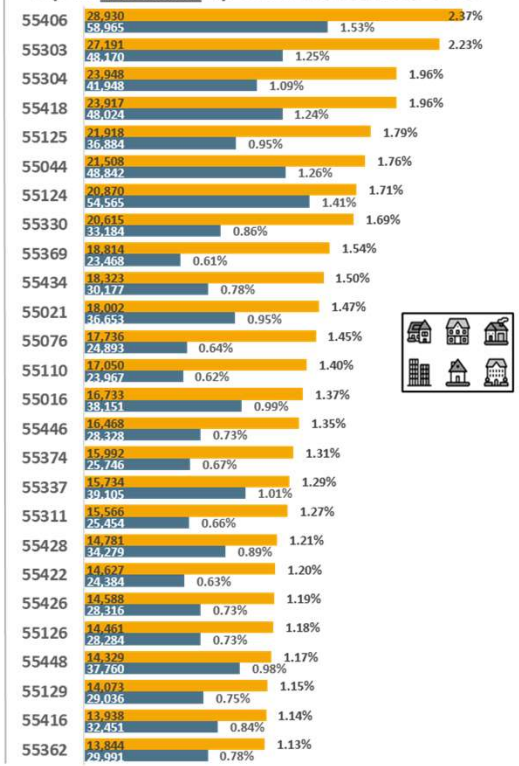



*Avg. Hours+Minutes/day Driving: Adults 18 or older*

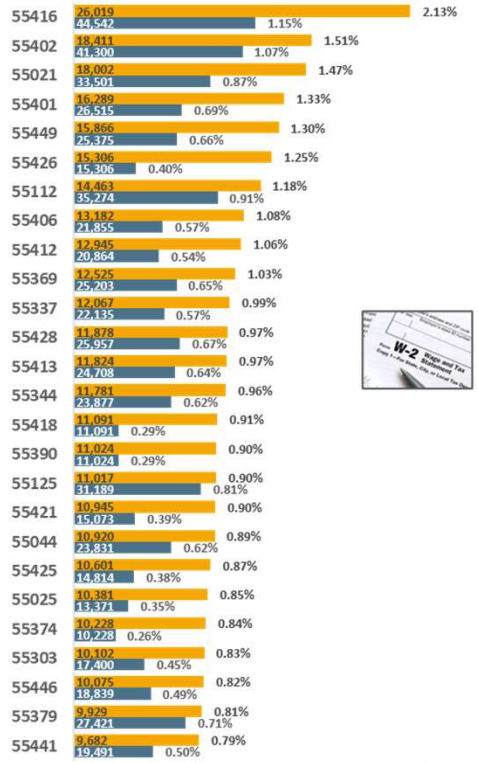
*Avg. Miles/Day Driving:* → 34.3




## *Top-26 Residential Zip Codes:* Adults 18 or older




## *Top-26 Employment Zip Codes:* Adults 18 or older




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*MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 604*

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

458,972 or 98.2% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos spend an average of 61.2 minutes per day driving an average of 35.6 miles each day and are 93.7% more likely to use Manchester Road/Highway 100 than the Metro

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

| | who Purchased Items In-Store at COSTCO in the past 3 mos | | STL | |
|---|---|---|---|---|
| I-270 | 284,153 | 60.8% | 1,036,888 | 41.3% |
| I-64/Highway 40 | 250,773 | 53.7% | 1,039,444 | 41.4% |
| I-70 | 214,961 | 46.0% | 943,416 | 37.6% |
| I-55 | 185,321 | 39.7% | 747,802 | 29.8% |
| Lindbergh Blvd | 180,445 | 38.6% | 618,469 | 24.7% |
| I-44/Highway 44 | 178,287 | 38.1% | 731,583 | 29.2% |
| Manchester Road/Highway 100 | 157,322 | 33.7% | 435,841 | 17.4% |
| I-170/Highway 170 | 138,185 | 29.6% | 516,495 | 20.6% |
| Page Avenue | 123,529 | 26.4% | 378,011 | 15.1% |
| I-255 | 106,888 | 22.9% | 418,954 | 16.7% |
| Highway 94 | 90,572 | 19.4% | 326,943 | 13.0% |
| Highway K | 76,441 | 16.4% | 280,349 | 11.2% |
| Highway 370 | 59,388 | 12.7% | 228,049 | 9.1% |
| Highway 67/Highway 111 | 51,204 | 11.0% | 294,334 | 11.7% |
| Poplar Street Bridge | 38,589 | 8.3% | 145,98 | 5.8% |
| Green Mount Road | 36,747 | 7.9% | 174,693 | 7.0% |
| Stan Musial Veterans Memorial Bridge | 24,177 | 5.2% | 98.5 | 3.9% |
| Route 15 | 13,521 | 2.9% | 109.3 | 4.4% |
| Martin Luther King Bridge | 9,740 | 2.1% | 101. | 2.1% |
| #VALUE! | 0 | 0.0% | 0 | 0.0% |
| #VALUE! | 0 | 0.0% | 0 | 0.0% |
| #VALUE! | 0 | 0.0% | 0 | 0.0% |
| #VALUE! | 0 | 0.0% | 0 | 0.0% |
| #VALUE! | 0 | 0.0% | 0 | 0.0% |
| #VALUE! | 0 | 0.0% | 0 | 0.0% |
| #VALUE! | 0 | 0.0% | 0 | 0.0% |

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

*Avg. Miles/Day Driving:* → 35.6

| who Purchased Items In-Store at COSTCO in the past 3 mos | STL |
|---|---|
| 1:01 | 0:55 |
| | → 32.3 |

## *Top-26 Residential Zip Codes:* Adults 18 or older

| | who Purchased Items In-Store at COSTCO in the past 3 mos | | STL | |
|---|---|---|---|---|
| 63114 | 28,288 | 6.05% | 58,575 | 2.34% |
| 63376 | 21,411 | 4.58% | 77,141 | 3.08% |
| 63129 | 20,193 | 4.32% | 49,445 | 1.97% |
| 63304 | 18,994 | 4.06% | 46,515 | 1.85% |
| 63021 | 16,754 | 3.58% | 43,400 | 1.73% |
| 63123 | 14,747 | 3.16% | 51,116 | 2.04% |
| 63146 | 13,568 | 2.90% | 26,534 | 1.06% |
| 62025 | 12,959 | 2.77% | 42,183 | 1.68% |
| 63128 | 12,053 | 2.58% | 27,034 | 1.08% |
| 63366 | 11,732 | 2.51% | 34,450 | 1.37% |
| 62298 | 11,385 | 2.44% | 34,712 | 1.38% |
| 63017 | 11,004 | 2.35% | 34,009 | 1.36% |
| 63385 | 10,420 | 2.23% | 39,259 | 1.57% |
| 63040 | 9,352 | 2.00% | 93 | 0.37% |
| 63116 | 9,337 | 2.00% | 43,591 | 1.74% |
| 63136 | 9,158 | 1.96% | 30,104 | 1.20% |
| 63089 | 8,762 | 1.87% | 10 | 0.42% |
| 63005 | 8,445 | 1.81% | 11 | 0.48% |
| 63010 | 8,301 | 1.78% | 24,829 | 0.99% |
| 63051 | 7,329 | 1.57% | 21,394 | 0.85% |
| 63368 | 7,083 | 1.52% | 24,471 | 0.97% |
| 63303 | 6,967 | 1.49% | 37,789 | 1.49% |
| 63126 | 6,670 | 1.43% | 14,6 | 0.58% |
| 63031 | 6,347 | 1.36% | 49,842 | 1.99% |
| 63628 | 6,034 | 1.29% | 13,9 | 0.56% |
| 63011 | 5,919 | 1.27% | 19,994 | 0.80% |

## *Top-26 Employment Zip Codes:* Adults 18 or older

| | who Purchased Items In-Store at COSTCO in the past 3 mos | | STL | |
|---|---|---|---|---|
| 63304 | 13,019 | 2.79% | 22,995 | 0.92% |
| 63110 | 12,803 | 2.74% | 47,676 | 1.90% |
| 63376 | 12,369 | 2.65% | 48,329 | 1.93% |
| 63114 | 10,278 | 2.20% | 28,565 | 1.14% |
| 63026 | 10,239 | 2.19% | 16,897 | 0.67% |
| 63146 | 10,149 | 2.17% | 29,359 | 1.17% |
| 62269 | 8,882 | 1.90% | 26,801 | 1.07% |
| 63129 | 8,705 | 1.86% | 31,428 | 1.25% |
| 63124 | 8,395 | 1.80% | 10,632 | 0.42% |
| 47250 | 8,318 | 1.78% | 8,318 | 0.33% |
| 62025 | 7,864 | 1.68% | 28,103 | 1.12% |
| 63368 | 7,263 | 1.55% | 11,954 | 0.48% |
| 63122 | 7,154 | 1.53% | 18,990 | 0.76% |
| 63301 | 6,482 | 1.39% | 24,024 | 0.96% |
| 63123 | 5,870 | 1.26% | 27,656 | 1.10% |
| 63385 | 5,771 | 1.23% | 24,758 | 0.99% |
| 63102 | 5,390 | 1.15% | 20,947 | 0.84% |
| 63132 | 5,362 | 1.15% | 18,574 | 0.74% |
| 63005 | 5,317 | 1.14% | 22,436 | 0.89% |
| 63089 | 4,800 | 1.03% | 4,80 | 0.19% |
| 63052 | 4,546 | 0.97% | 12,919 | 0.52% |
| 62239 | 4,535 | 0.97% | 5,34 | 0.21% |
| 63126 | 4,433 | 0.95% | 10,881 | 0.43% |
| 63021 | 4,431 | 0.95% | 13,633 | 0.54% |
| 63367 | 4,002 | 0.86% | 27,821 | 1.11% |
| 63139 | 3,797 | 0.81% | 7,854 | 0.31% |

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*STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 423*

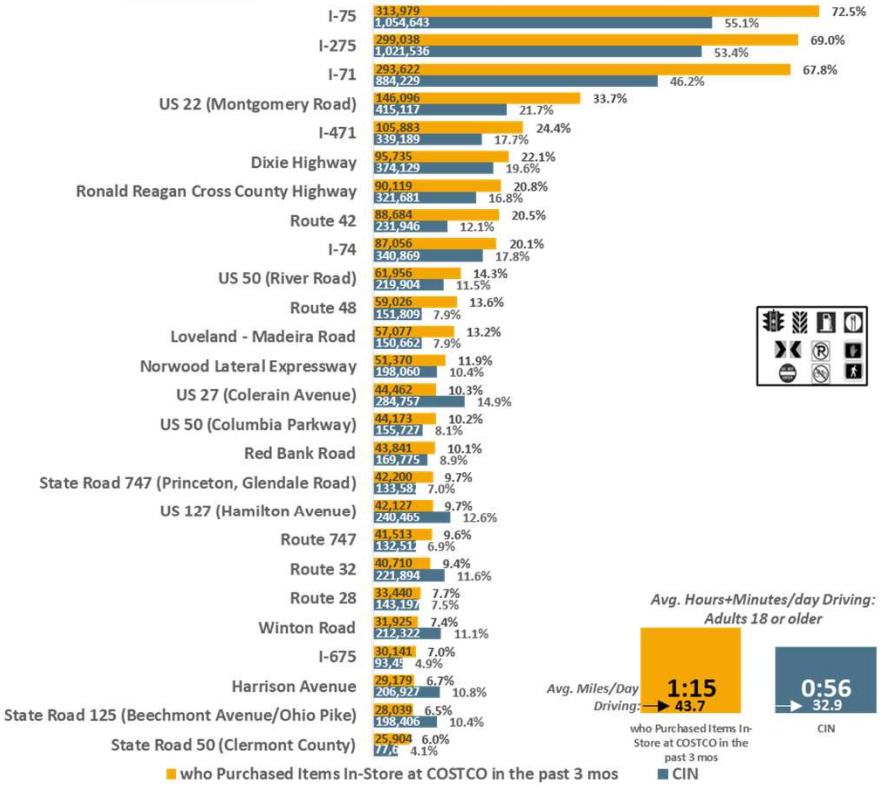
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*[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]*




419,790 or 96.9% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos spend an average of 75.1 minutes per day driving an average of 43.7 miles each day and are 71.7% more likely to use Route 48 than the Metro average.

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

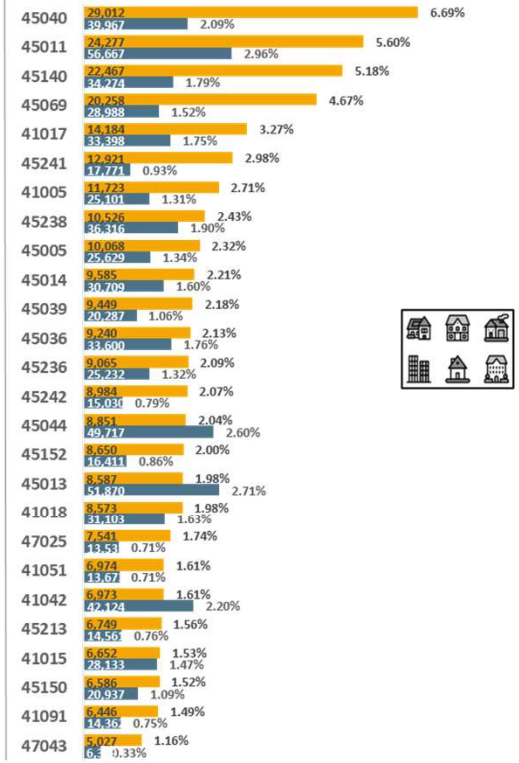





*Avg. Hours+Minutes/day Driving: Adults 18 or older*

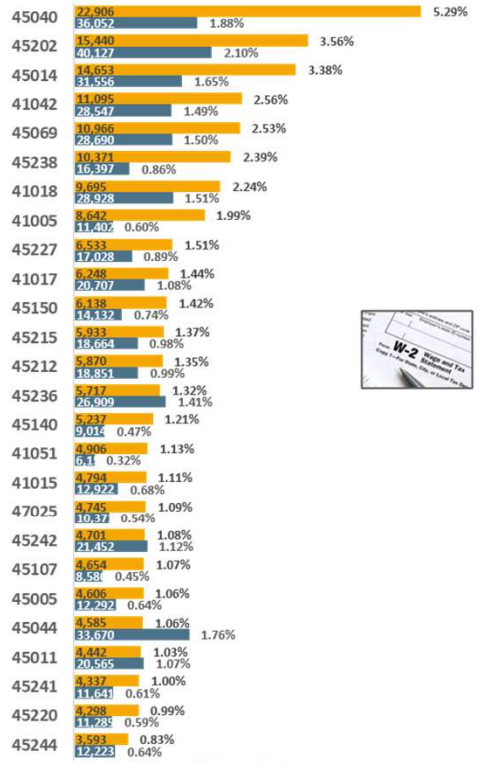



## *Top-26 Residential Zip Codes:* Adults 18 or older






## *Top-26 Employment Zip Codes:* Adults 18 or older







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*CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 444*

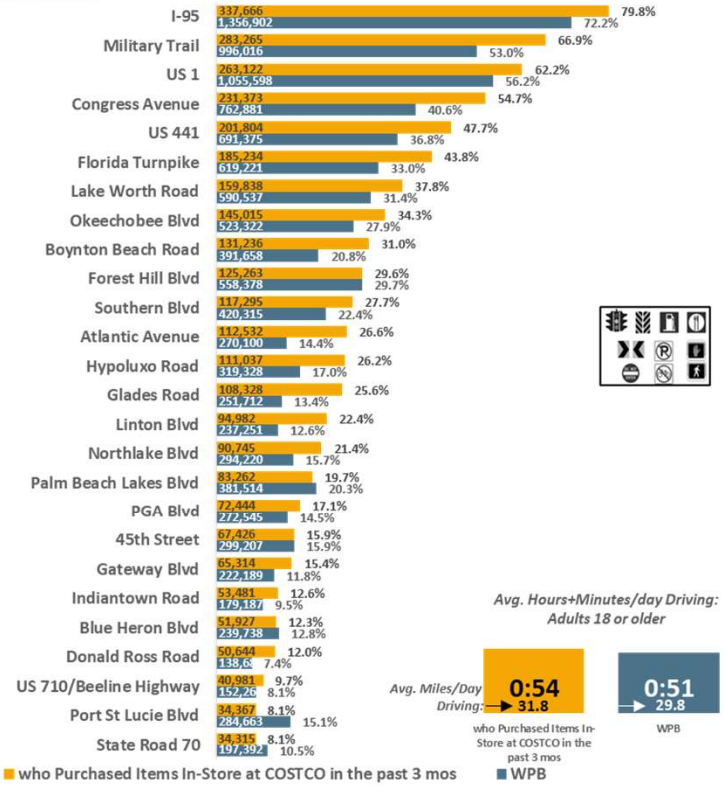
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*[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]*




416,532 or 98.4% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos spend an average of 54.6 minutes per day driving an average of 31.8 miles each day and are 91.1% more likely to use Glades Road than the Metro average.

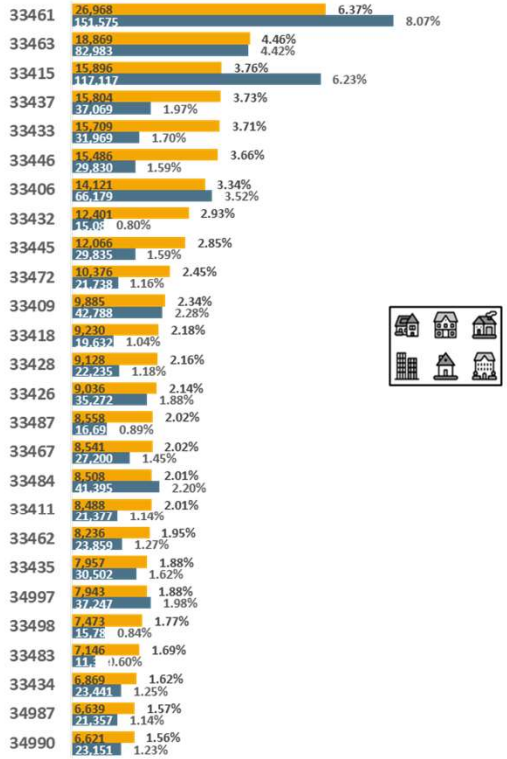
## *Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach):* Adults 18 or older



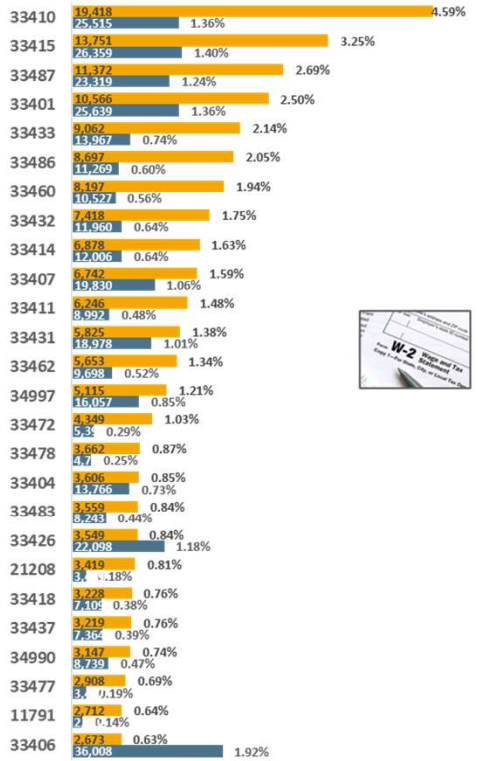

*Avg. Hours+Minutes/day Driving: Adults 18 or older*




## *Top-26 Residential Zip Codes:* Adults 18 or older




## *Top-26 Employment Zip Codes:* Adults 18 or older



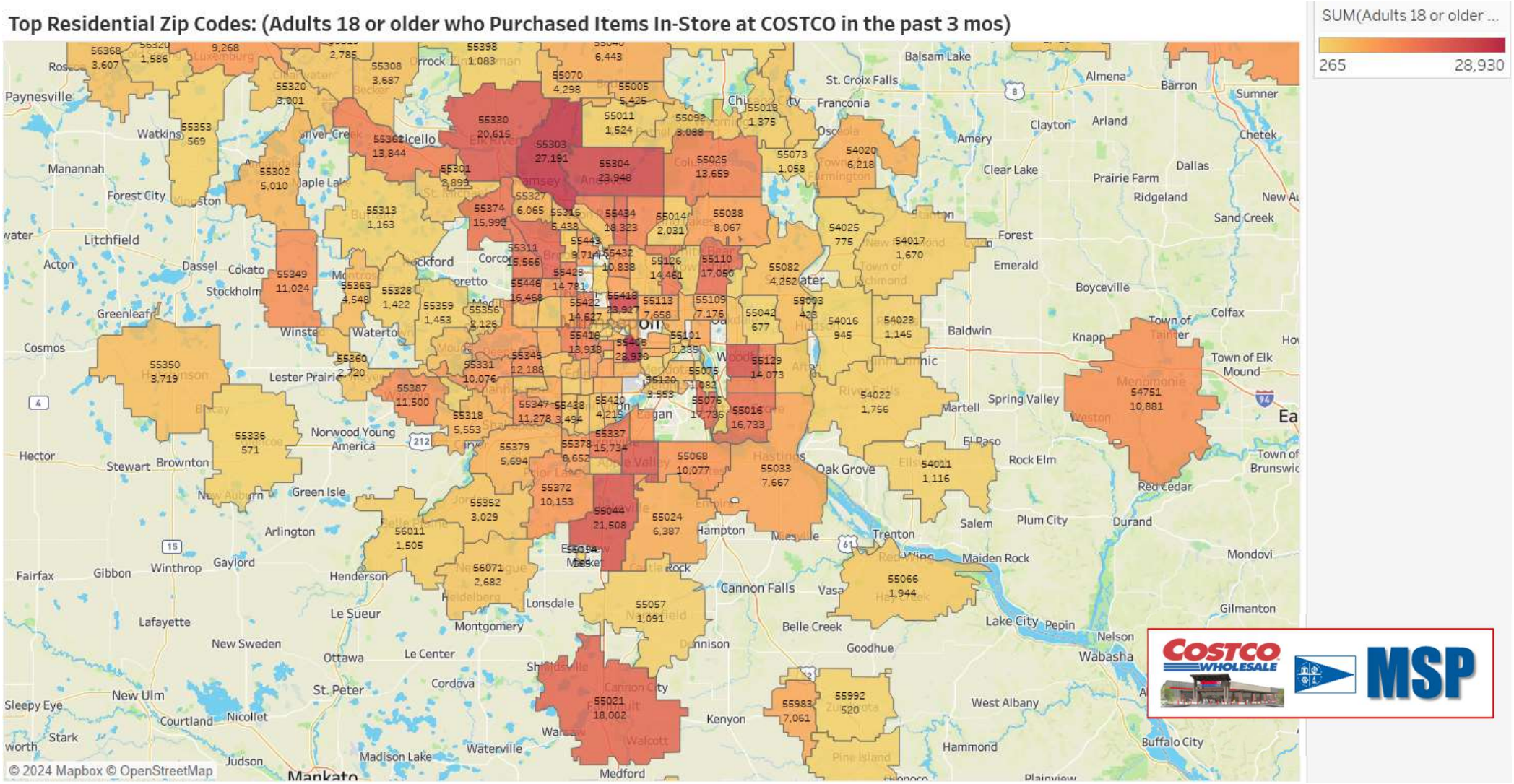

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*WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 486*

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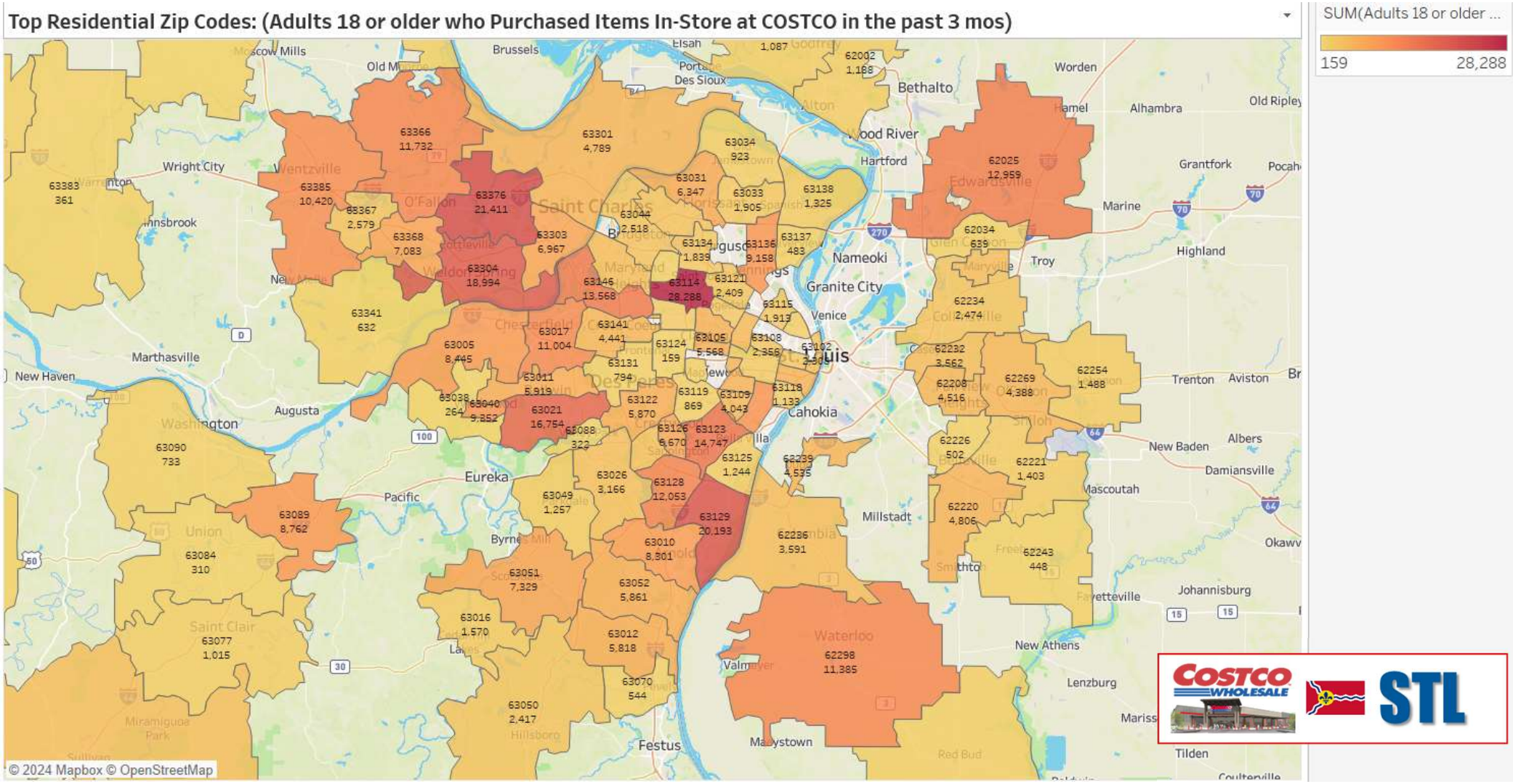
*[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]*

## Top Residential Zip Codes: (Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos)



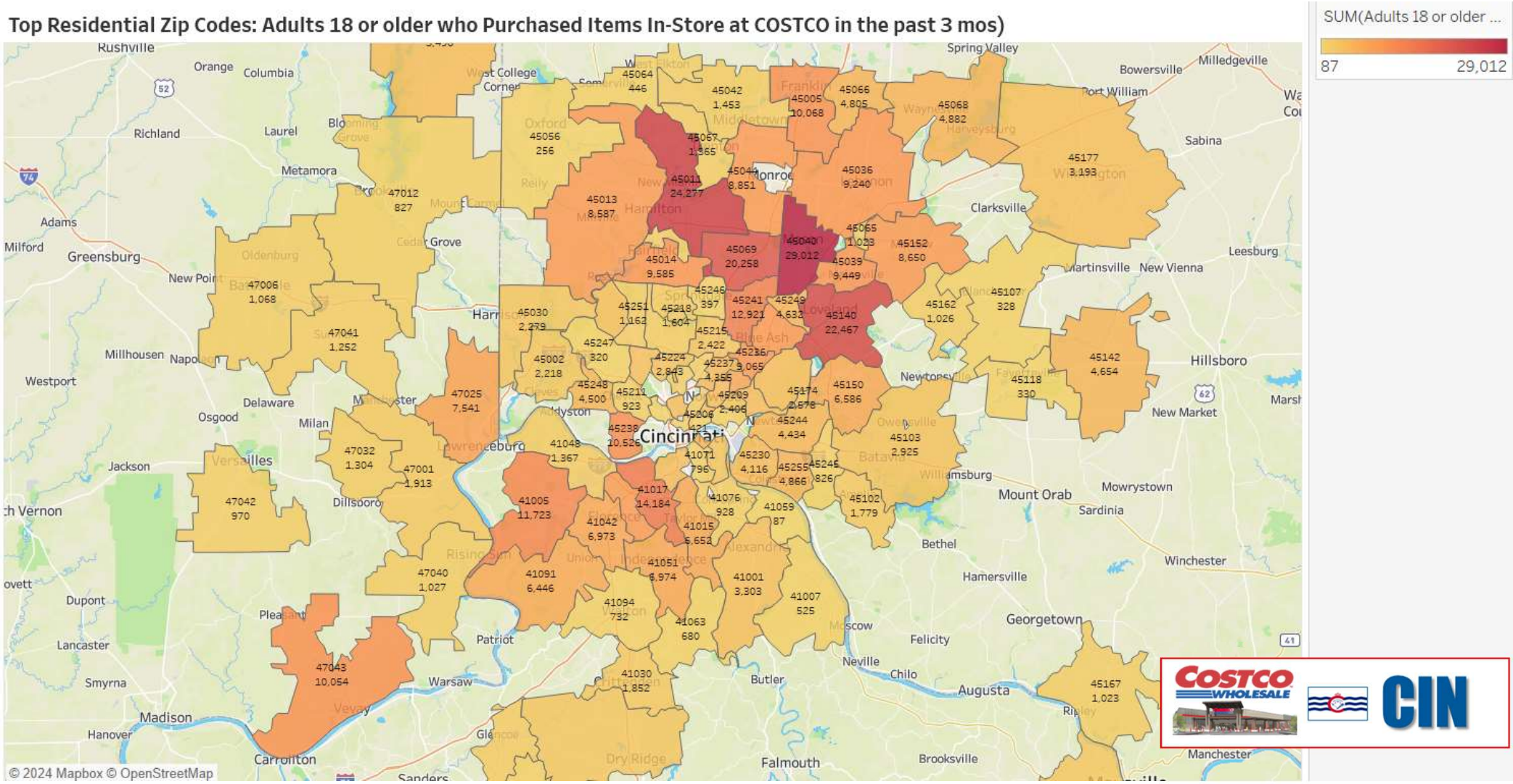

*[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]*

## Top Residential Zip Codes: (Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos)

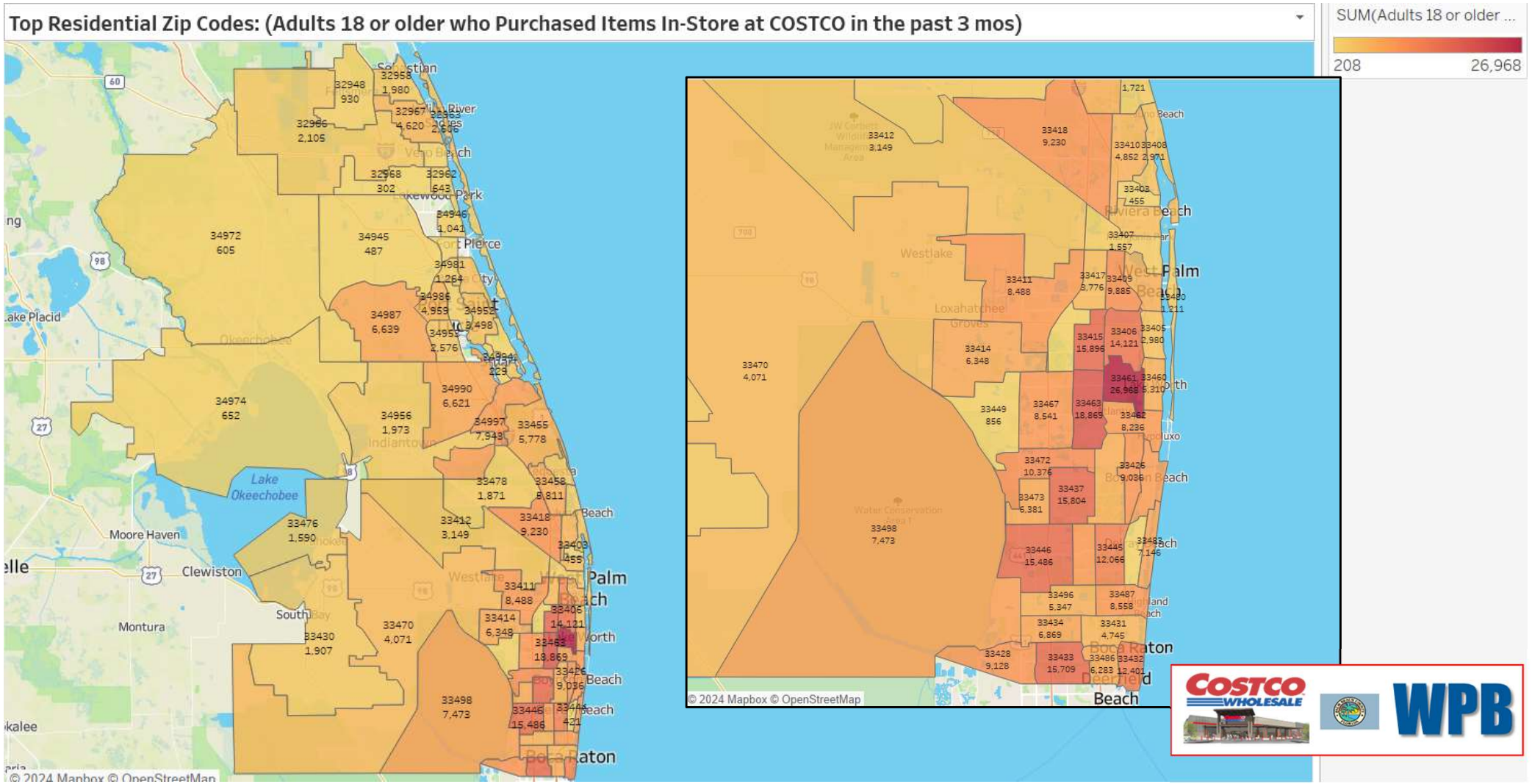



*[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]*

## Top Residential Zip Codes: Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos)



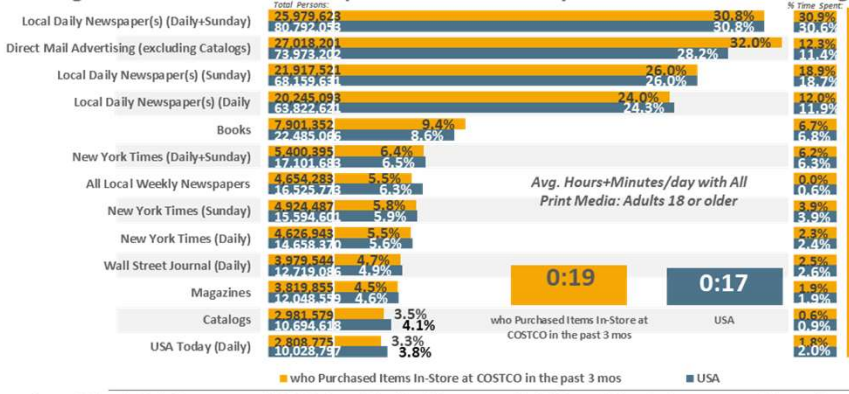

*[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]*




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

25,979,623 or 30.8% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.2 minutes every day representing 33.1% of all time spent daily with All forms of Print Me

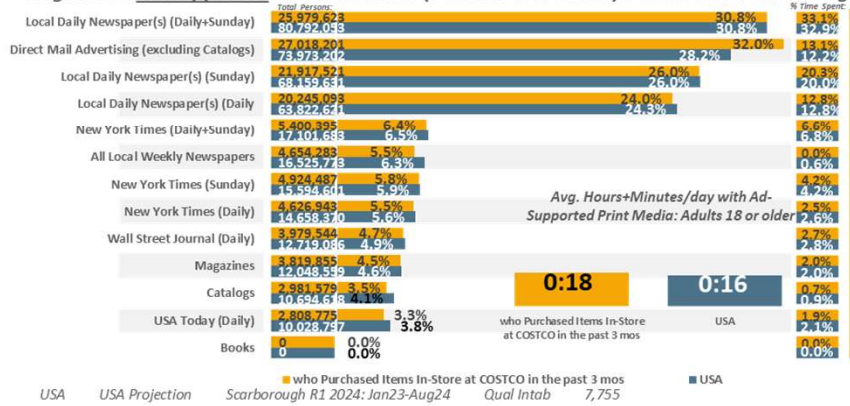
## *Avg. Week All Print Media (Persons & % Reach):* Adults 18 or older




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




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




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




*USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 7,755*

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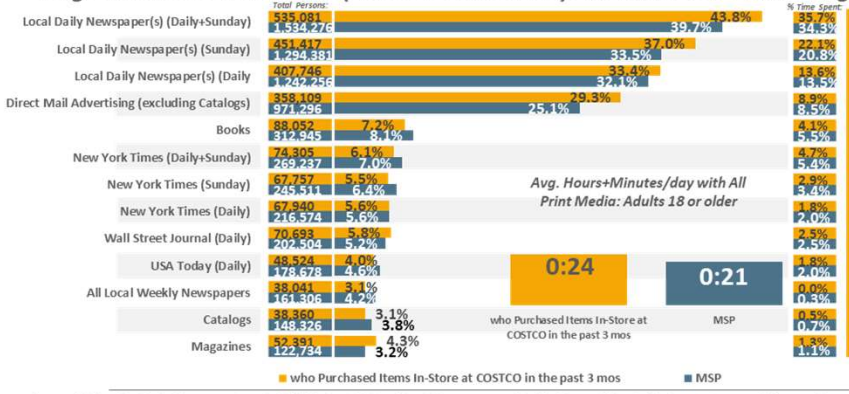
*USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243*

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

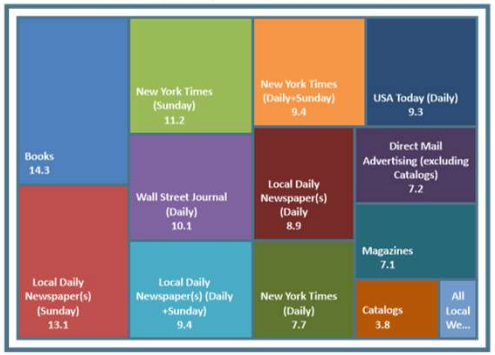
535,081 or 43.8% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.6 minutes every day representing 37.3% of all time spent daily with All forms of Print Media

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





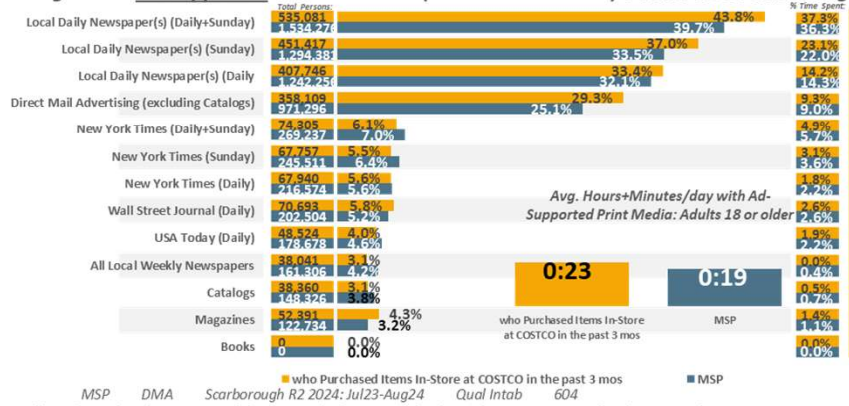


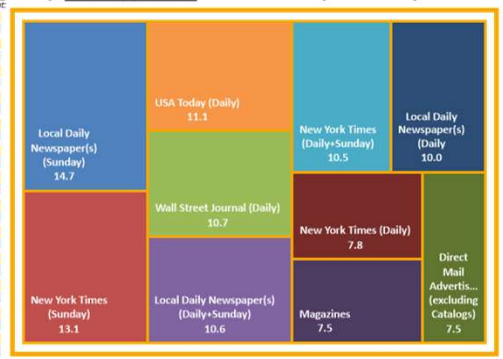


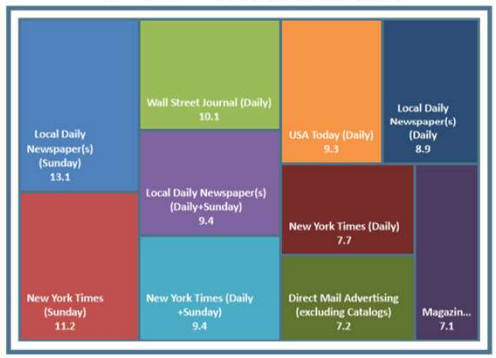

■ who Purchased Items In-Store at COSTCO in the past 3 mos ■ MSP

■ who Purchased Items In-Store at COSTCO in the past 3 mos ■ MSP

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




■ who Purchased Items In-Store at COSTCO in the past 3 mos ■ MSP

■ who Purchased Items In-Store at COSTCO in the past 3 mos ■ MSP

*MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 604*

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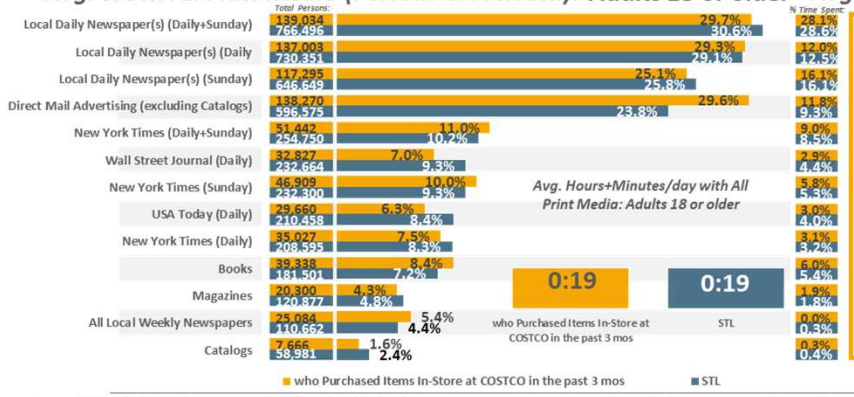
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*[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]*

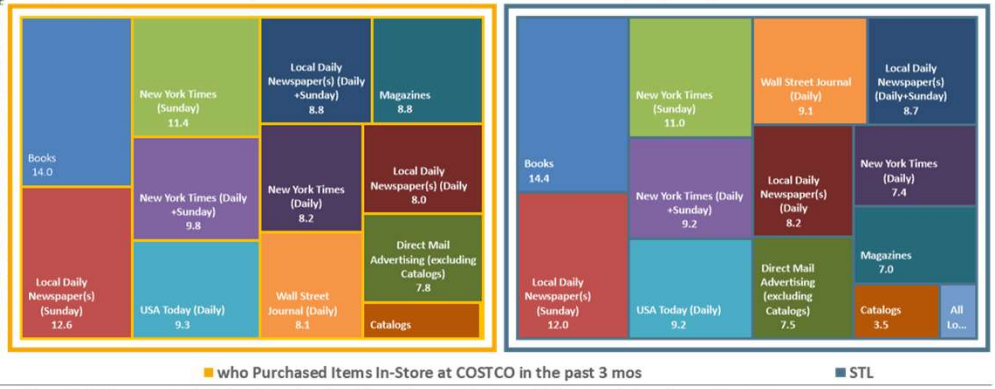



139,034 or 29.7% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.8 minutes every day representing 29.9% of all time spent daily with All forms of Print Media.

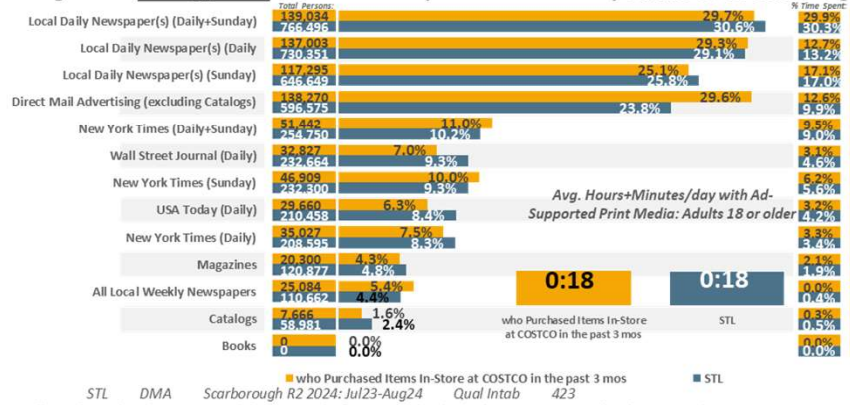
## *Avg. Week All Print Media (Persons & % Reach):* Adults 18 or older



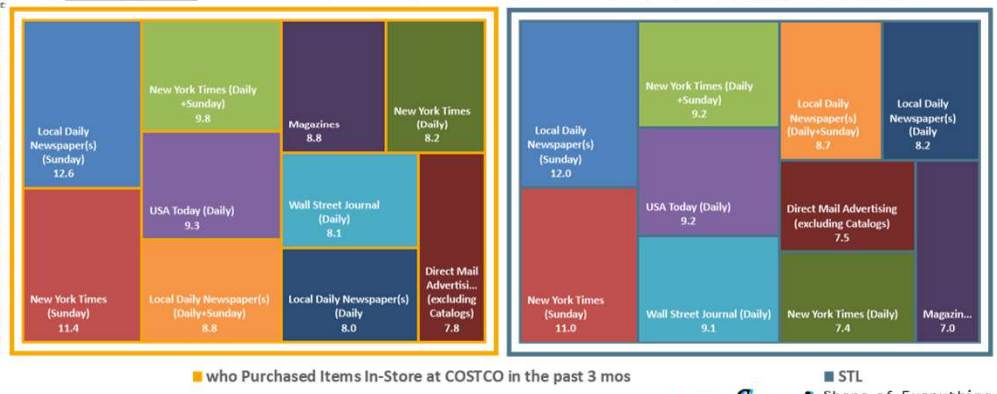

## *Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 423*

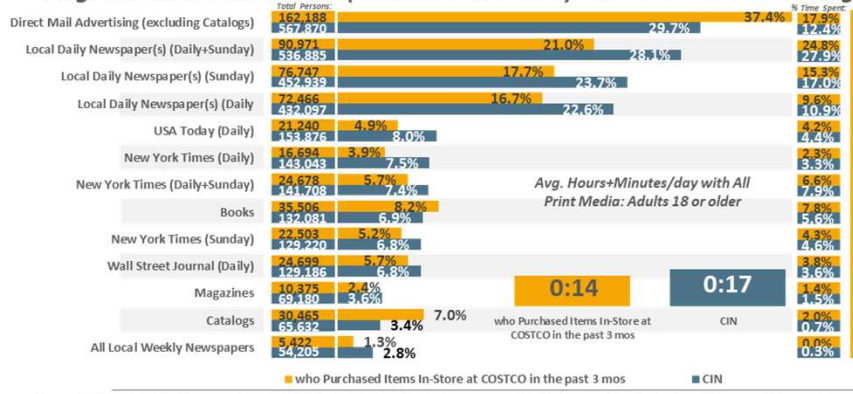
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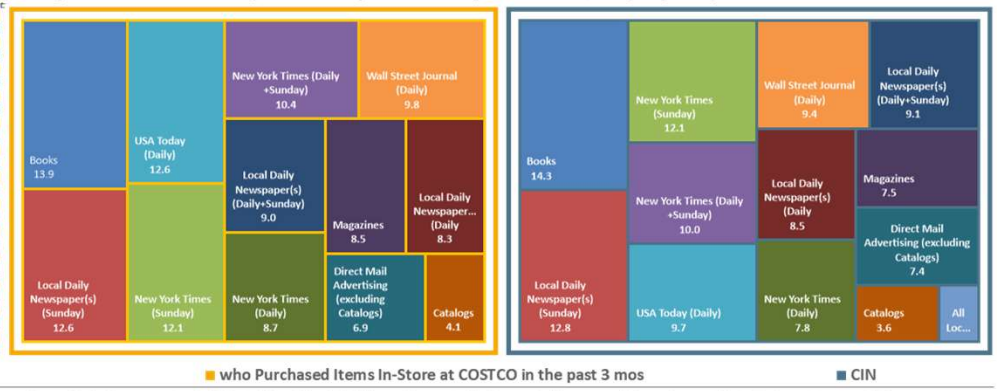
*[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]*

90,971 or 21.% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9. minutes every day representing 26.9% of all time spent daily with All forms of Print Media.

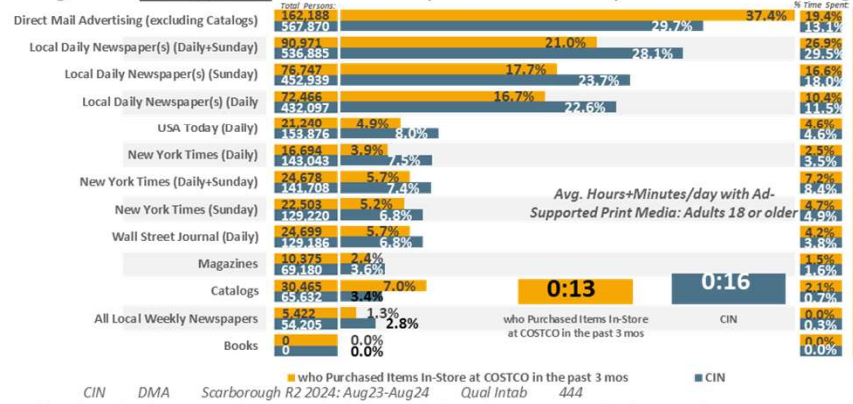
## *Avg. Week All Print Media (Persons & % Reach):* Adults 18 or older



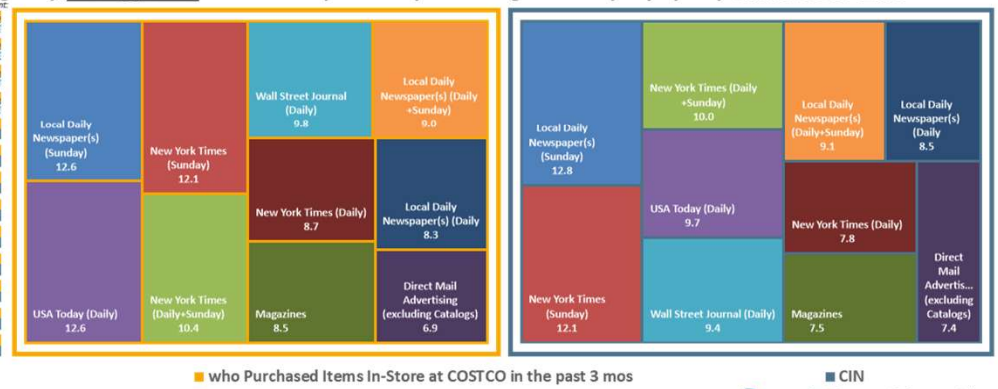

## *Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 444*

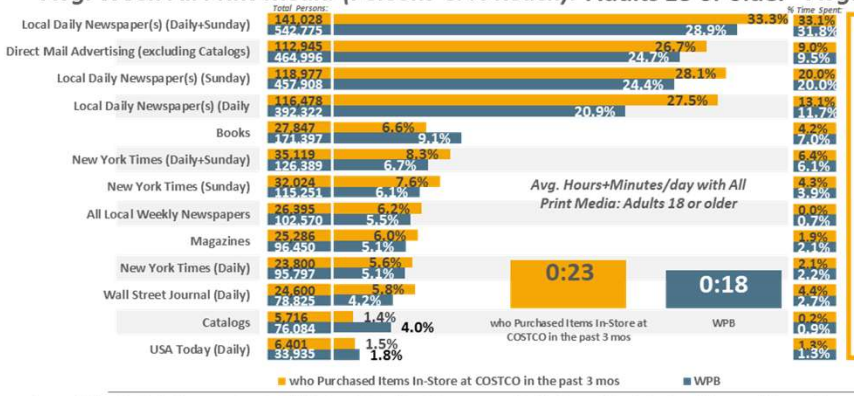
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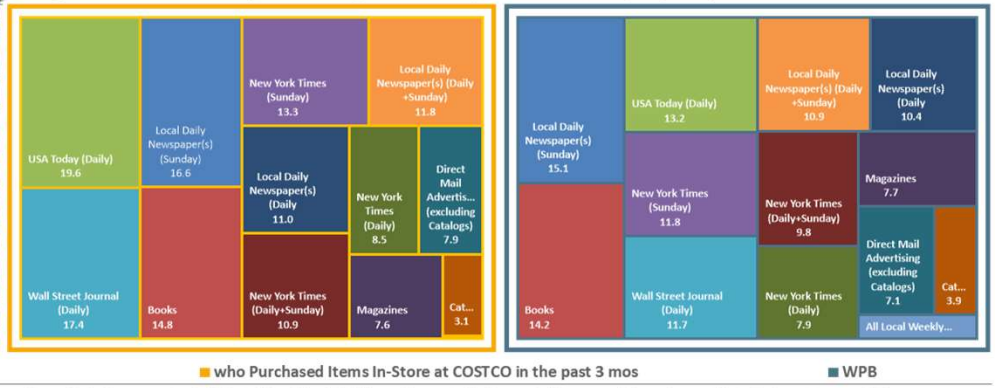
*[(Stores/services shopped in-store past 3 months: Costco AND Stores/services bought past 3 months: Costco)]*

141,028 or 33.3% of Adults 18 or older who Purchased Items In-Store at COSTCO in the past 3 mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.8 minutes every day representing 34.6% of all time spent daily with All forms of Print Media

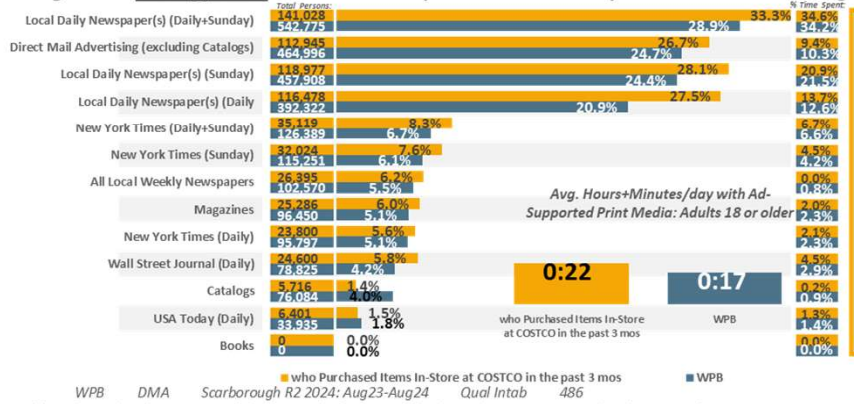
## *Avg. Week All Print Media (Persons & % Reach):* Adults 18 or older



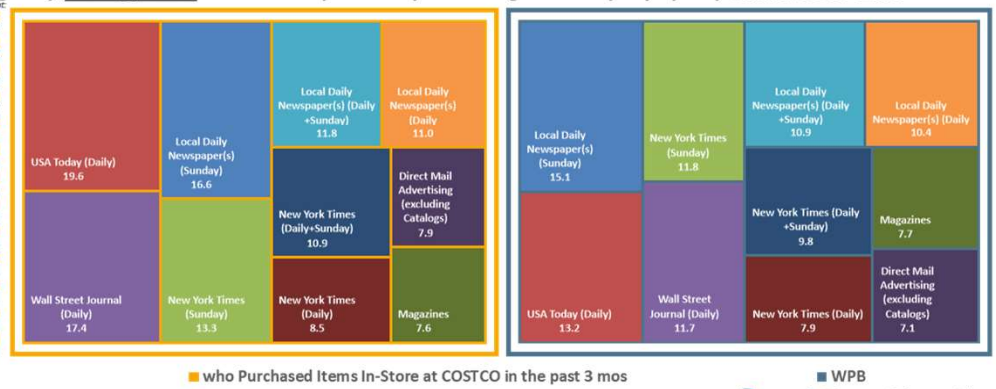

## *Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 486*

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