USA+4 DMAs – P18+ who Used an Online GROCERY DELIVERY Service in the past 30 days!

Complete Demographic & Media Use Profiles



instacart







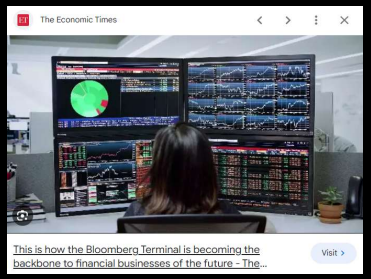






Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA and PHOENIX DMA P18+ who Used an Online GROCERY DELIVERY Service in the past 30 days as of March 31, 2025.

P18+



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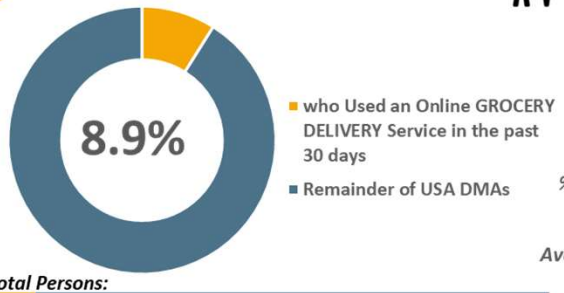
HUBBARD BROADCASTING INC. HB

Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

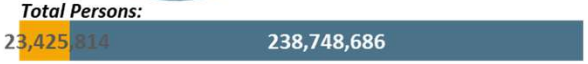


8.9% or 23,425,814 of USA Adults 18 or older Used an Online GROCERY DELIVERY Service in the past 30 days. Typical Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days are 43.6 years old (10.6% younger than average) and have a $94,697 (1.1% higher than average) annual household income.

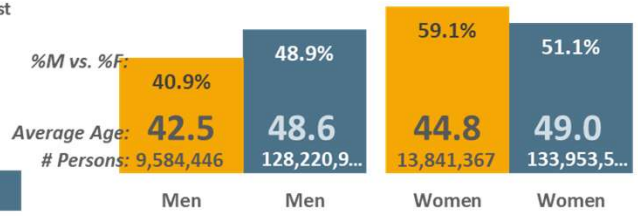
Percent of Market: Adults 18 or older



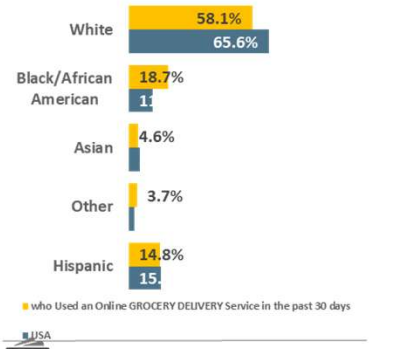
Total Persons:



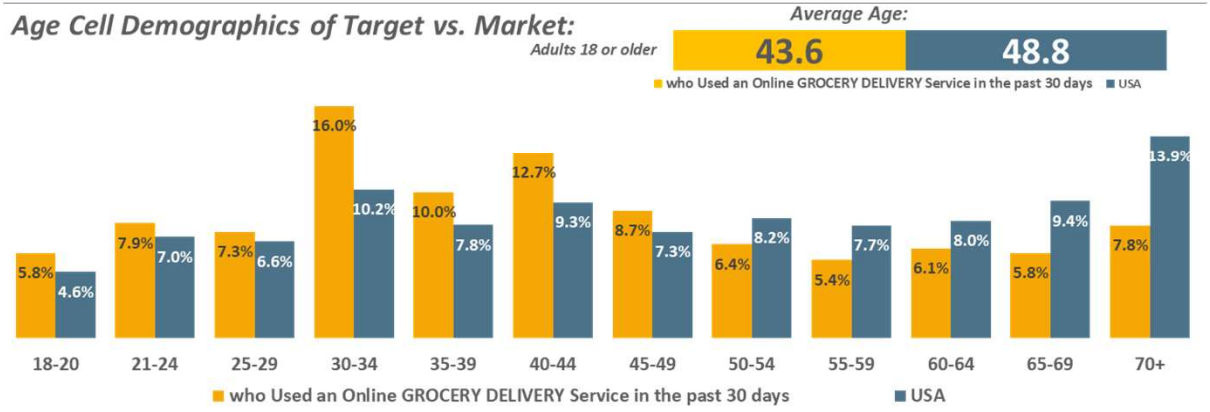
Gender of Target vs. Market: Adults 18 or older



Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



USA *USA Projection* *Scarborough R1 2025: Feb24-Mar25* *Qual Intab* *2,321*

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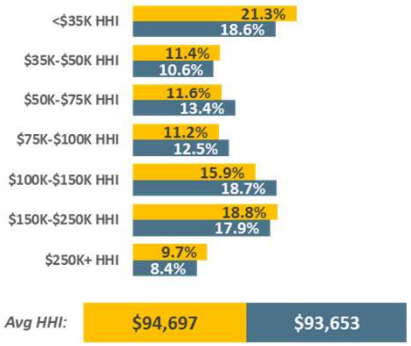
USA Projection *Scarborough R1 2025: Feb24-Mar25* *Qual Intab* *24,890*

HHI of Target vs. Market:



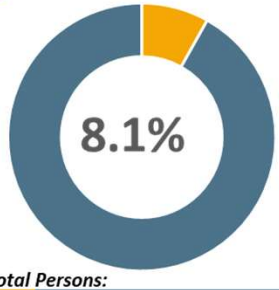
Avg HHI: $94,697 $93,653

Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



8.1% or 614,806 of CHI DMA Adults 18 or older Used an Online GROCERY DELIVERY Service in the past 30 days. Typical Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days are 43.7 years old (9.7% younger than average) and have a $112,034 (5.5% higher than average) annual household income.

Percent of Market: Adults 18 or older

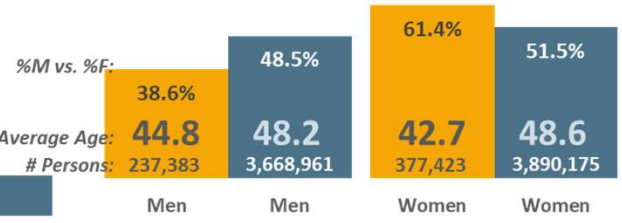


- who Used an Online GROCERY DELIVERY Service in the past 30 days
- Remainder of CHI DMA

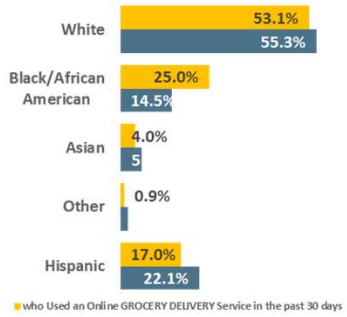
Total Persons:

614,806 | 6,944,330

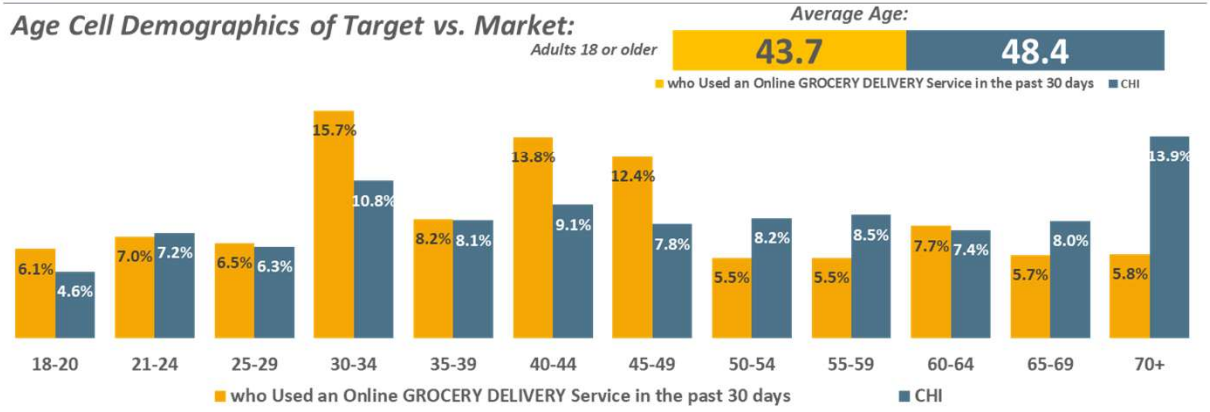
Gender of Target vs. Market: Adults 18 or older



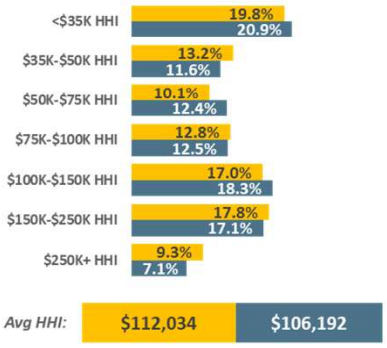
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 337

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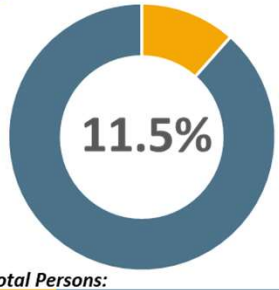
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



11.5% or 658,258 of WDC DMA Adults 18 or older Used an Online GROCERY DELIVERY Service in the past 30 days. Typical Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days are 44. years old (7.8% younger than average) and have a $131,137 (3.% lower than average) annual household income.

Percent of Market: Adults 18 or older

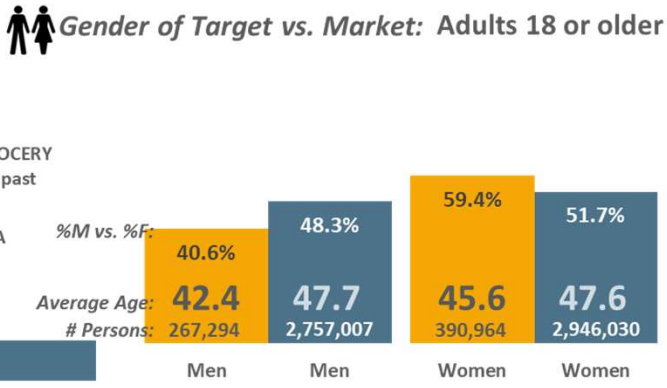


- who Used an Online GROCERY DELIVERY Service in the past 30 days
- Remainder of WDC DMA

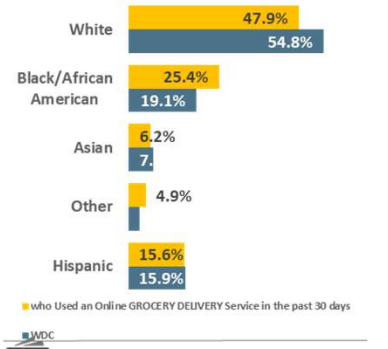
Total Persons:



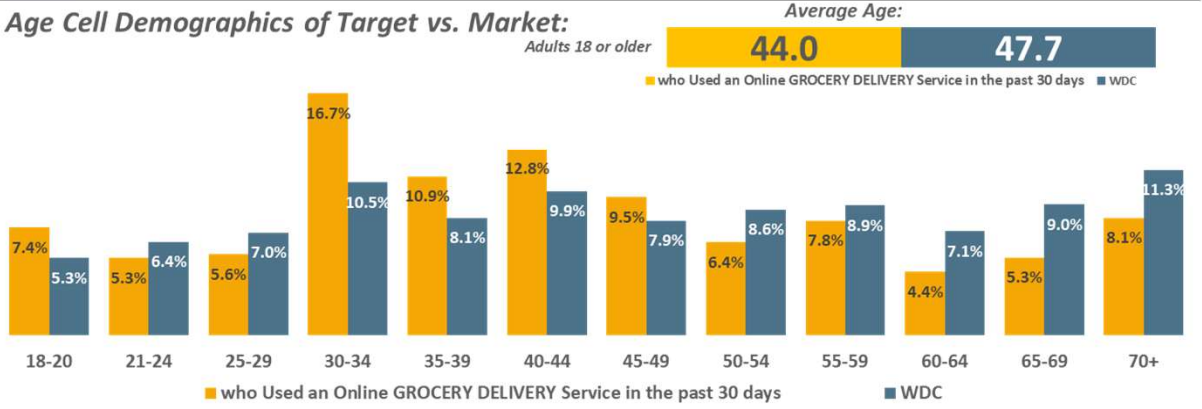
Gender of Target vs. Market: Adults 18 or older



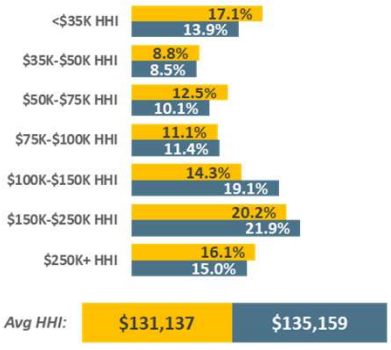
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 691

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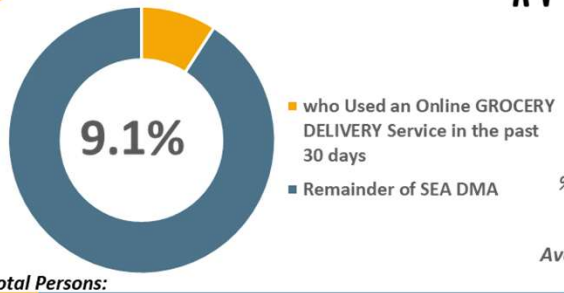
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



9.1% or 411,514 of SEA DMA Adults 18 or older Used an Online GROCERY DELIVERY Service in the past 30 days. Typical Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days are 45.6 years old (5.9% younger than average) and have a $136,894 (10.7% higher than average) annual household income.

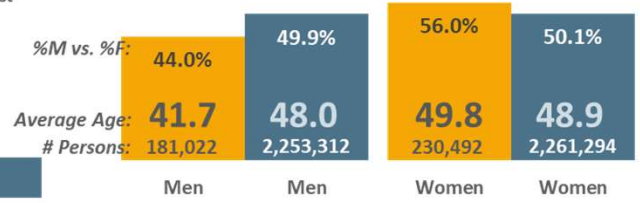
Percent of Market: Adults 18 or older



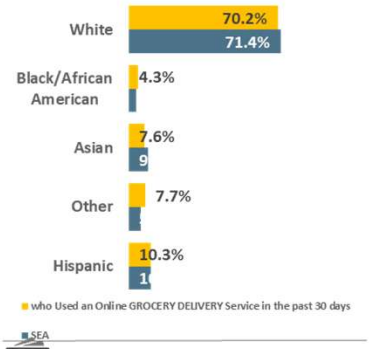
Total Persons:



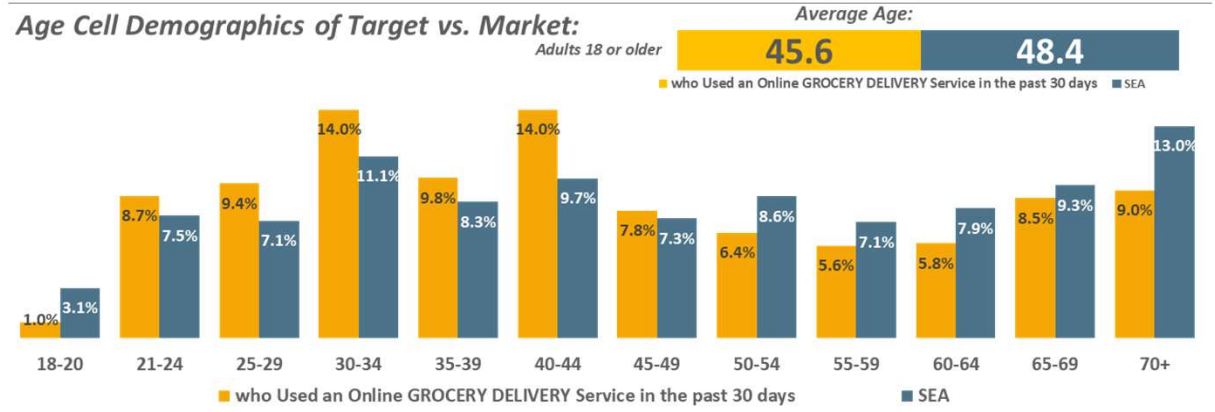
Gender of Target vs. Market: Adults 18 or older



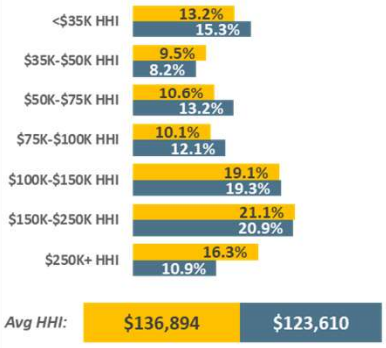
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 372

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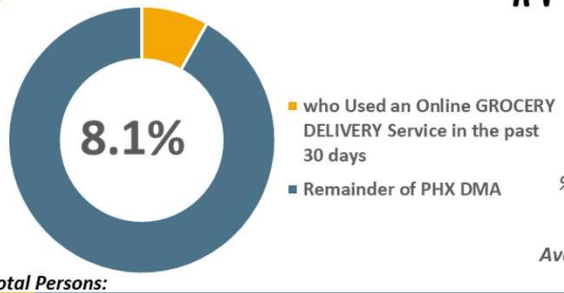
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



8.1% or 383,461 of PHX DMA Adults 18 or older Used an Online GROCERY DELIVERY Service in the past 30 days. Typical Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days are 41.6 years old (15.1% younger than average) and have a $104,046 (2.3% higher than average) annual household …

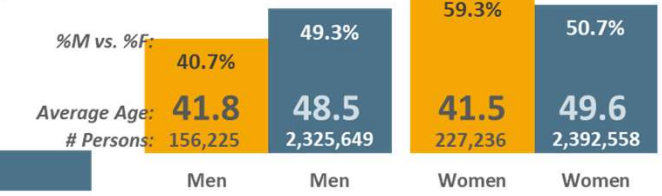
Percent of Market: Adults 18 or older



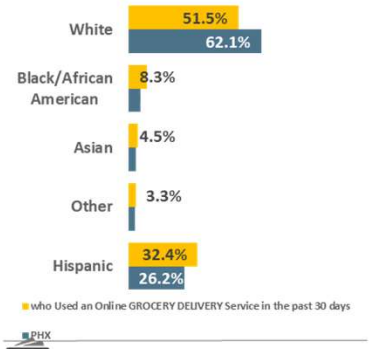
Total Persons:



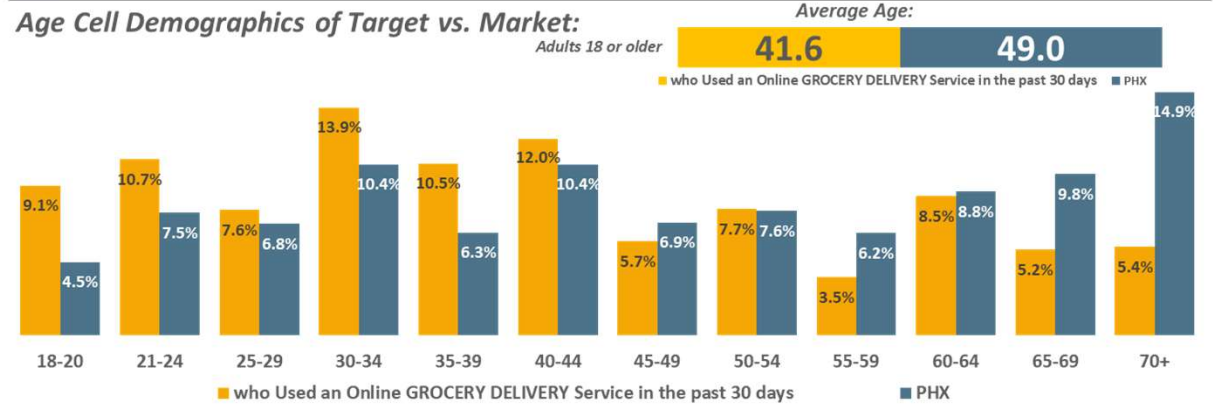
Gender of Target vs. Market: Adults 18 or older



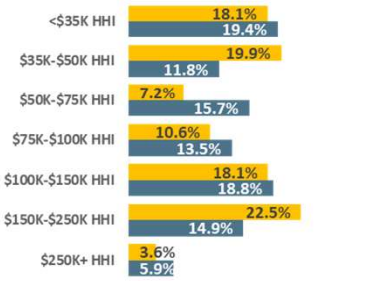
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $104,046 $101,742

PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 177

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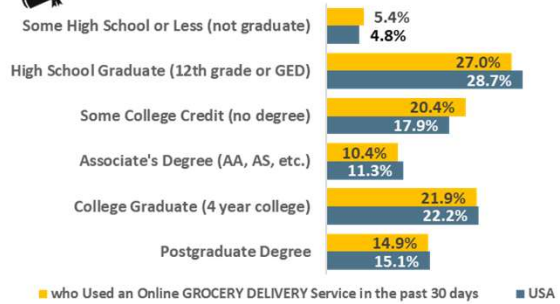
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

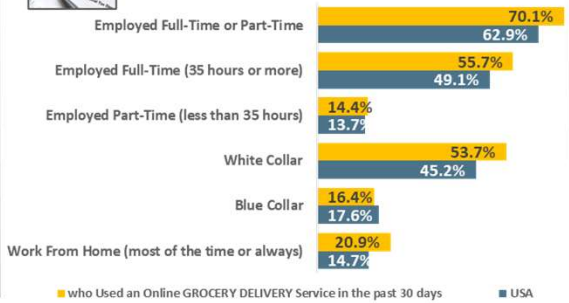


8.9% or 23,425,814 of USA Adults 18 or older Used an Online GROCERY DELIVERY Service in the past 30 days. Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days are 1.4% less likely to be a college graduate, 13.4% more likely to work full-time, 16.9% less likely to be married, 43.5% more likely to be a parent of 1 or more children

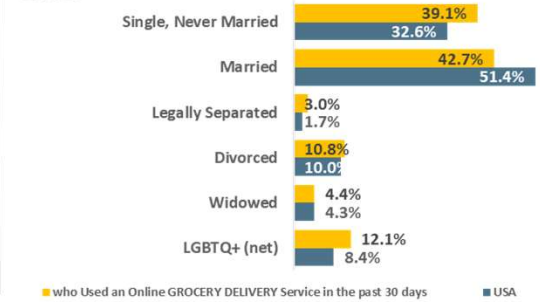
Education Levels: Adults 18 or older



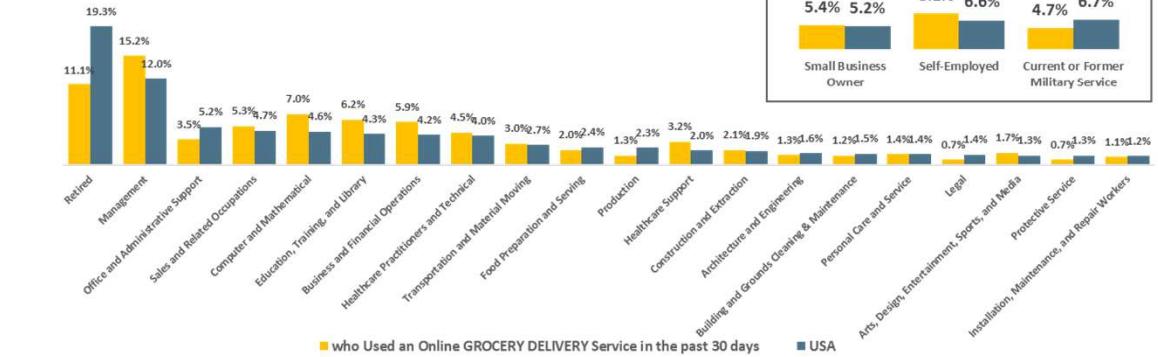
Employment: Adults 18 or older



Marital Status: Adults 18 or older

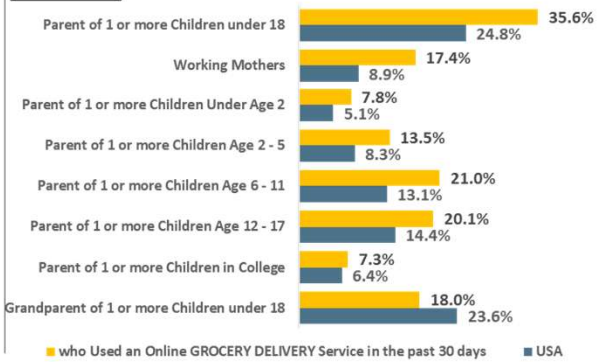


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 2,321

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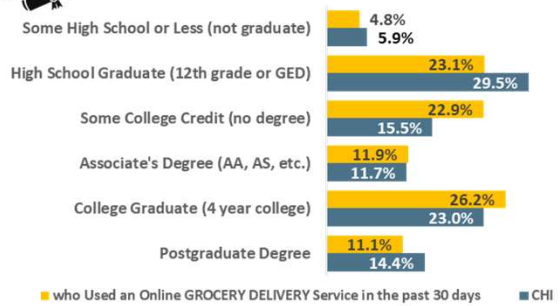
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

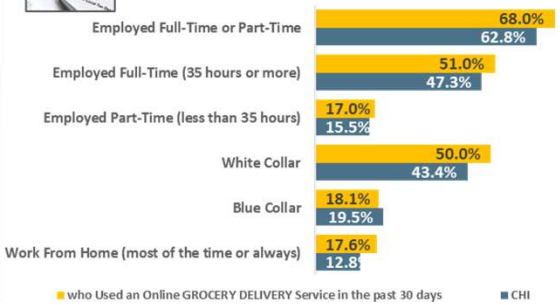


8.1% or 614,806 of CHI DMA Adults 18 or older Used an Online GROCERY DELIVERY Service in the past 30 days. Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days are .1% less likely to be a college graduate, 7.8% more likely to work full-time, 18.2% less likely to be married, 37.% more likely to be a parent of 1 or more children und

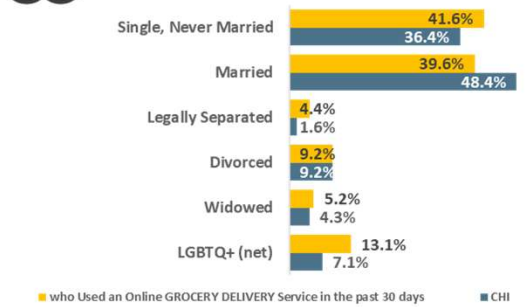
Education Levels: Adults 18 or older



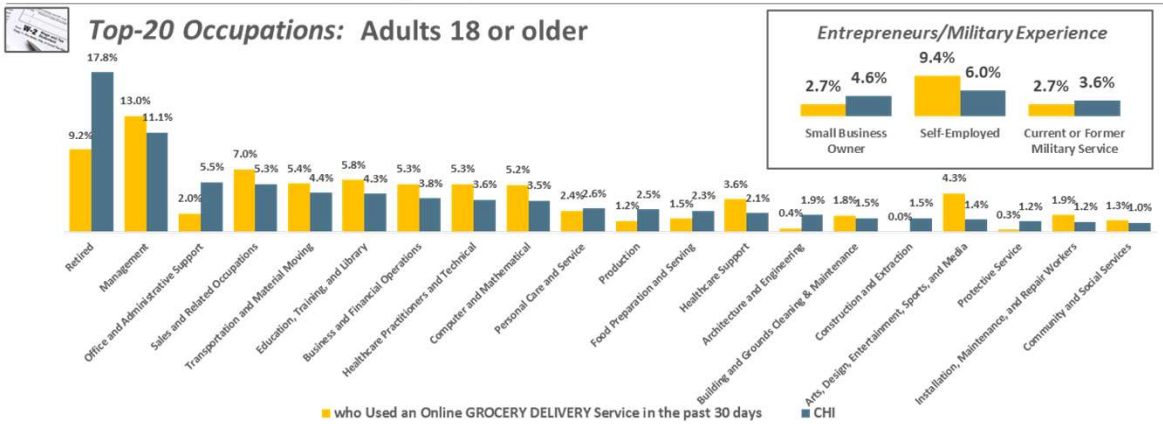
Employment: Adults 18 or older



Marital Status: Adults 18 or older

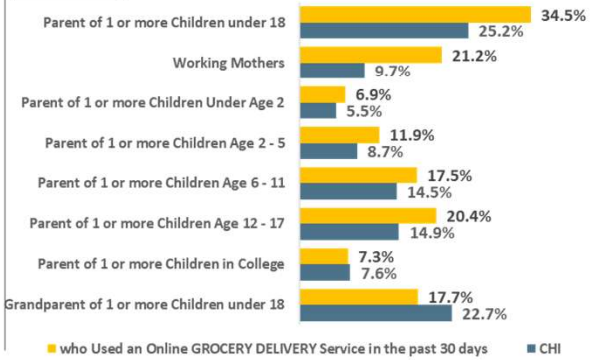


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 337

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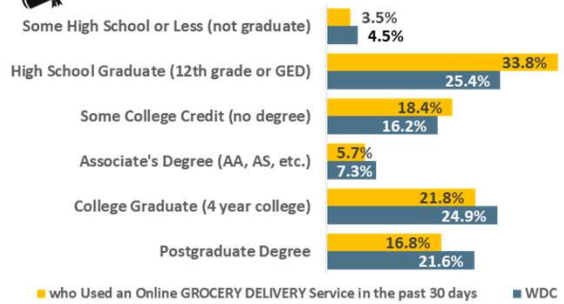
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

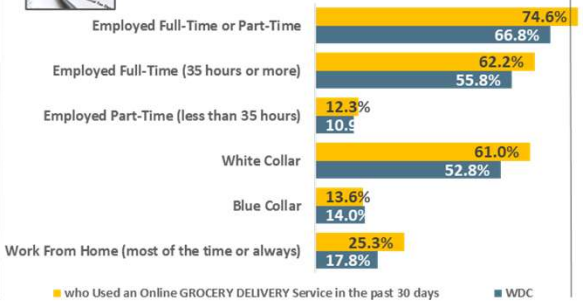


11.5% or 658,258 of WDC DMA Adults 18 or older Used an Online GROCERY DELIVERY Service in the past 30 days. Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days are 17.2% less likely to be a college graduate, 11.5% more likely to work full-time, 28.9% less likely to be married, 28.6% more likely to be a parent of 1 or more children

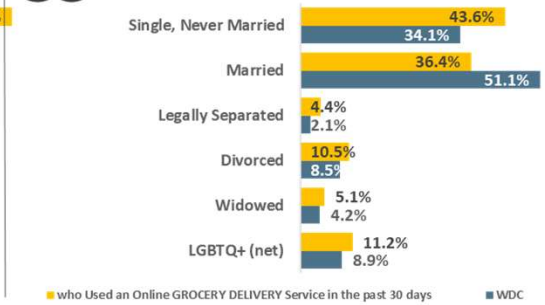
Education Levels: Adults 18 or older



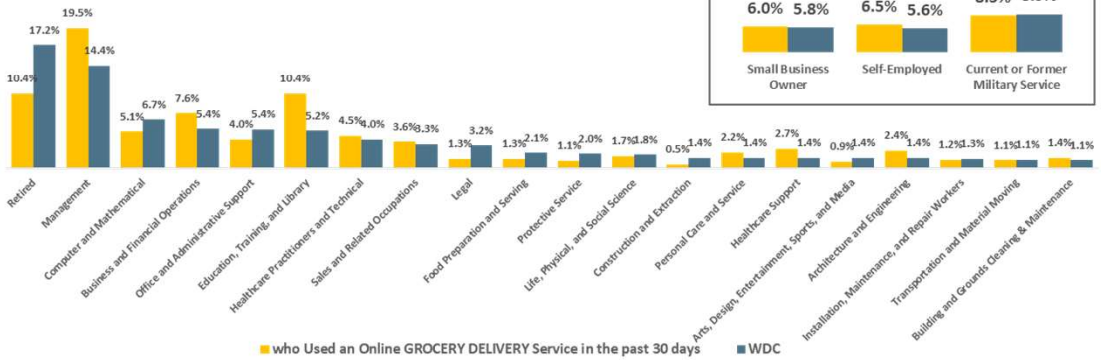
Employment: Adults 18 or older



Marital Status: Adults 18 or older

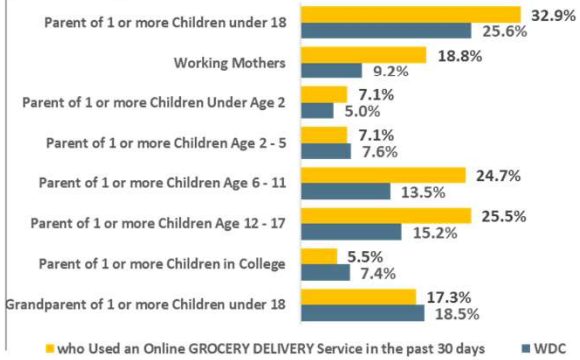


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 691

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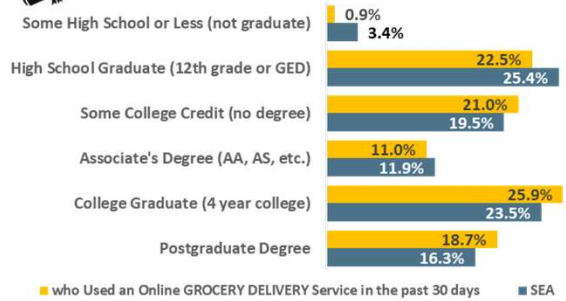
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

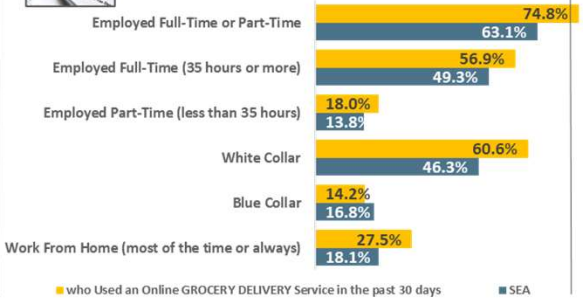


9.1% or 411,514 of SEA DMA Adults 18 or older Used an Online GROCERY DELIVERY Service in the past 30 days. Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days are 12.1% more likely to be a college graduate, 15.2% more likely to work full-time, 7.7% more likely to be married, 62.8% more likely to be a parent of 1 or more children

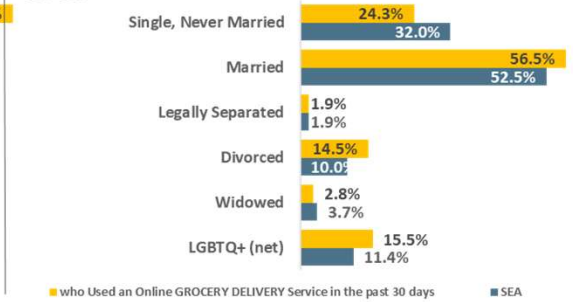
Education Levels: Adults 18 or older



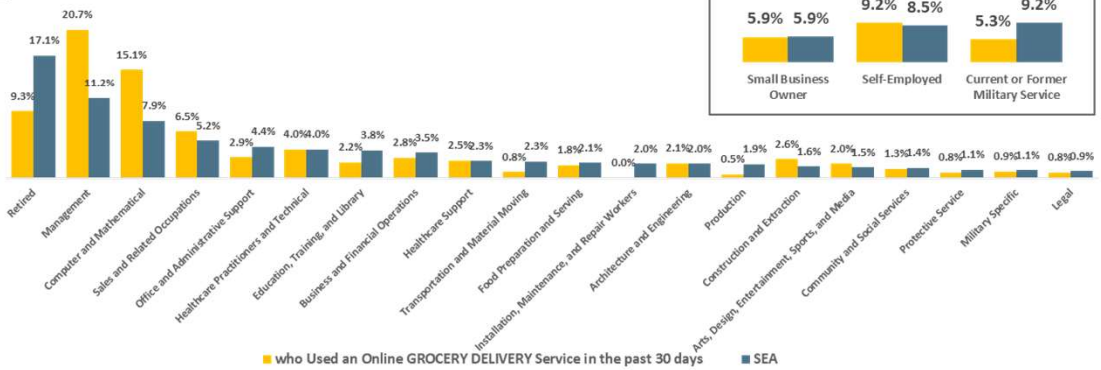
Employment: Adults 18 or older



Marital Status: Adults 18 or older

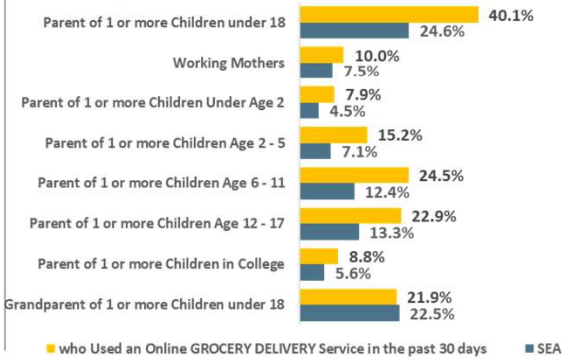


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 372

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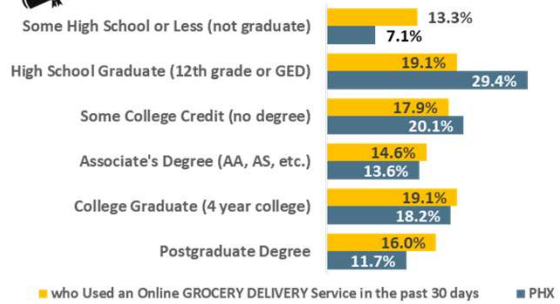
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

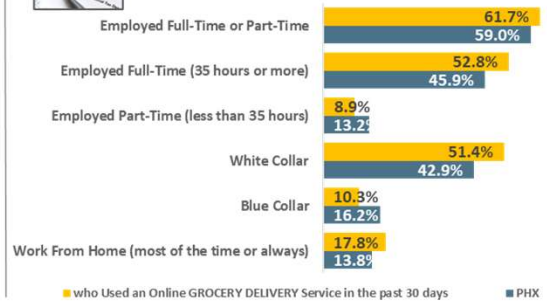


8.1% or 383,461 of PHX DMA Adults 18 or older Used an Online GROCERY DELIVERY Service in the past 30 days. Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days are 17.6% more likely to be a college graduate, 15.% more likely to work full-time, 7.3% less likely to be married, 22.5% more likely to be a parent of 1 or more children u

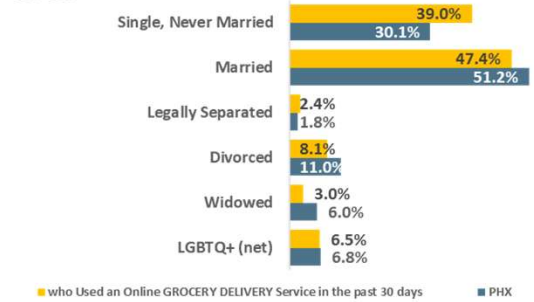
Education Levels: Adults 18 or older



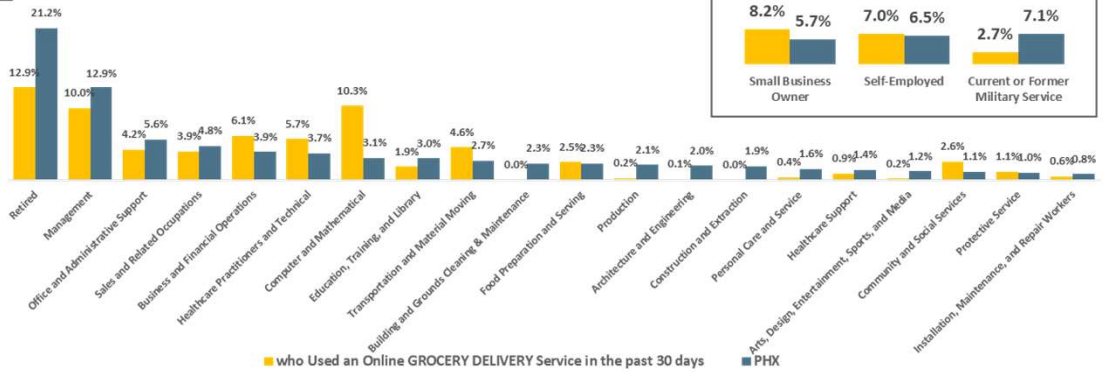
Employment: Adults 18 or older



Marital Status: Adults 18 or older

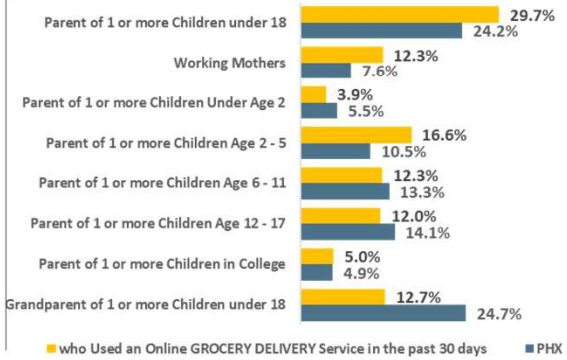


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 177

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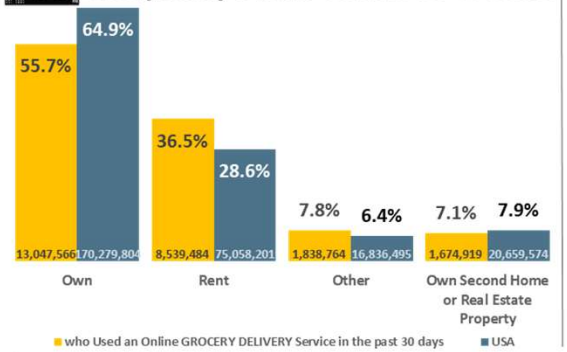
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

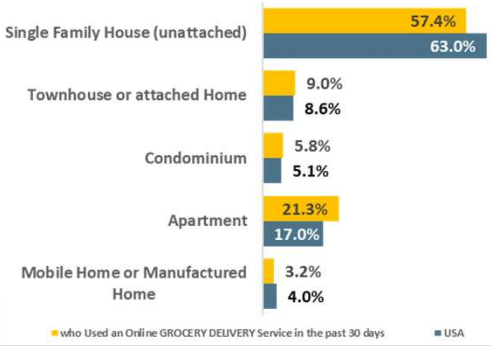
instacart USA

8.9% or 23,425,814 of USA Adults 18 or older Used an Online GROCERY DELIVERY Service in the past 30 days. Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days are 14.2% less likely to own their home, 27.6% more likely to own a higher valued home, 8.9% less likely to have a single-family home, 12.8% more likely to have a dog.

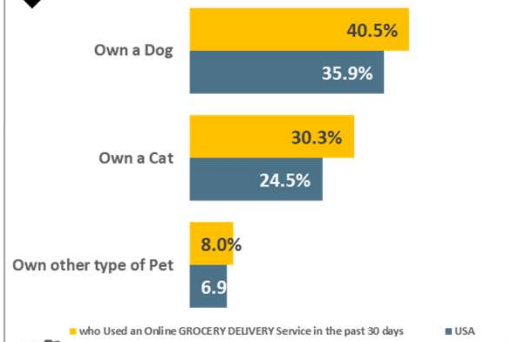
Own/Rent/Other: Adults 18 or older



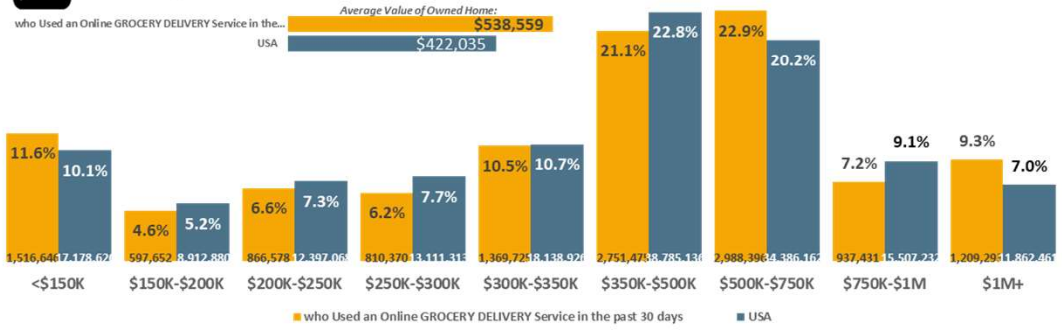
Type of Home: Adults 18 or older



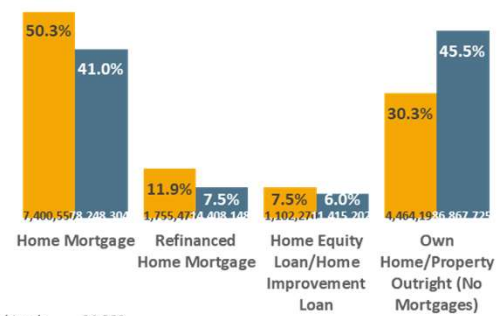
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2025: Feb24-Mar25* *Qual Intab* *2,321*

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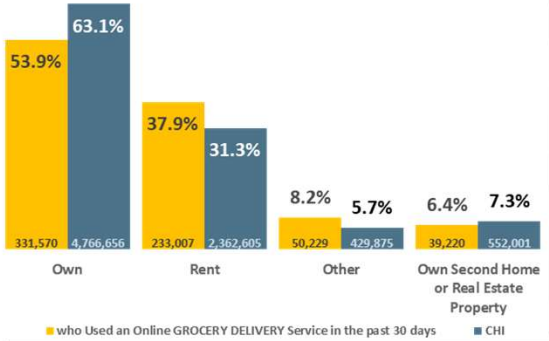
USA Projection *Scarborough R1 2025: Feb24-Mar25* *Qual Intab* *24,890*

Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

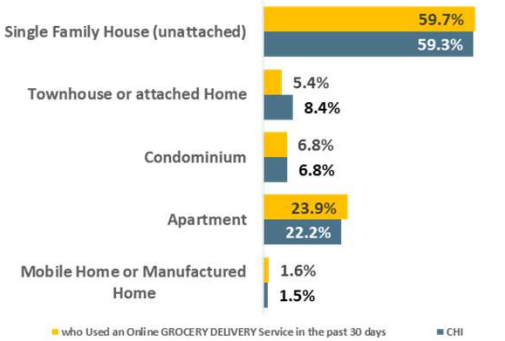


8.1% or 614,806 of CHI DMA Adults 18 or older Used an Online GROCERY DELIVERY Service in the past 30 days. Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days are 14.5% less likely to own their home, 8.2% more likely to own a higher valued home, .6% more likely to have a single-family home, 25.9% more likely to have a dog.

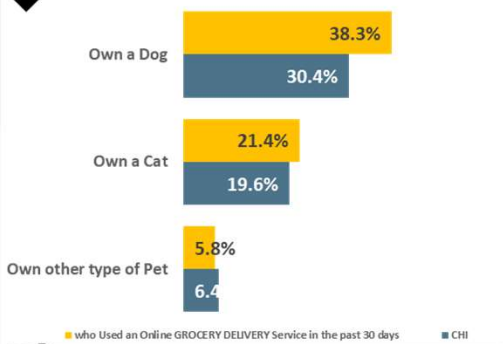
Own/Rent/Other: Adults 18 or older



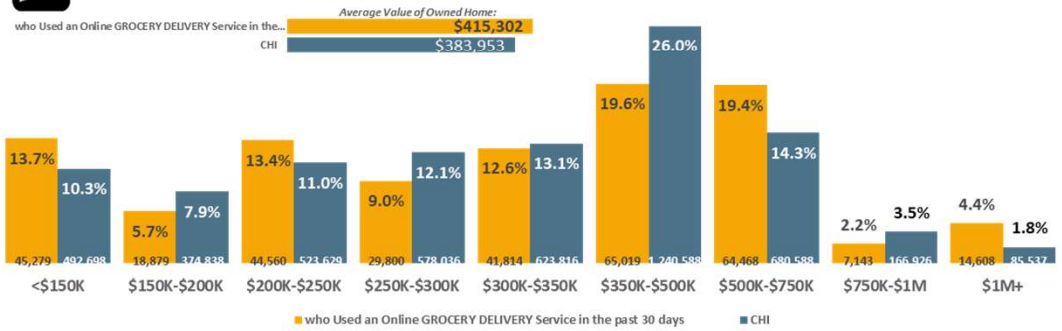
Type of Home: Adults 18 or older



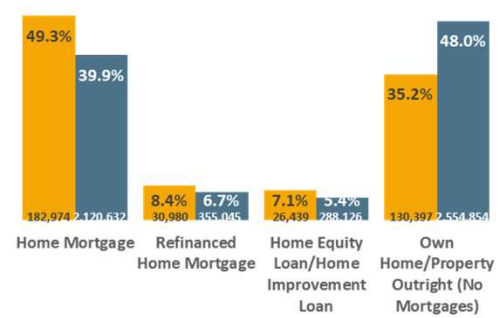
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 337

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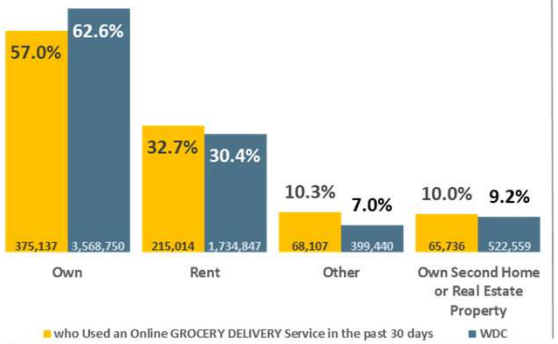
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

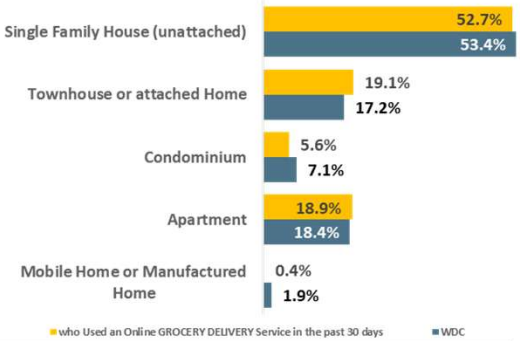


11.5% or 658,258 of WDC DMA Adults 18 or older Used an Online GROCERY DELIVERY Service in the past 30 days. Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days are 8.9% less likely to own their home, 1.% more likely to own a higher valued home, 1.4% less likely to have a single-family home, 14.1% more likely to have a dog.

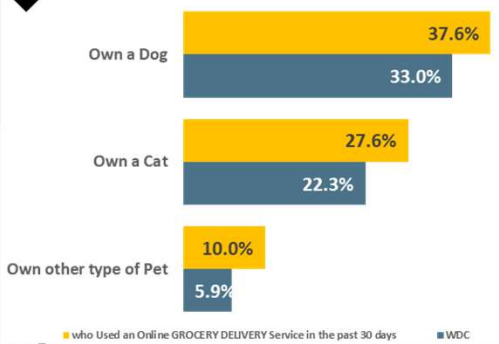
Own/Rent/Other: Adults 18 or older



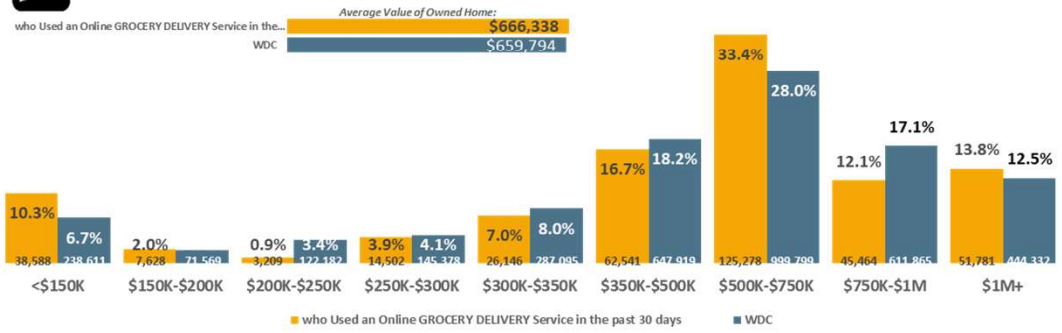
Type of Home: Adults 18 or older



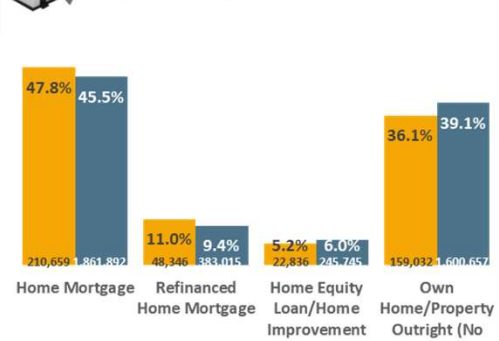
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 691

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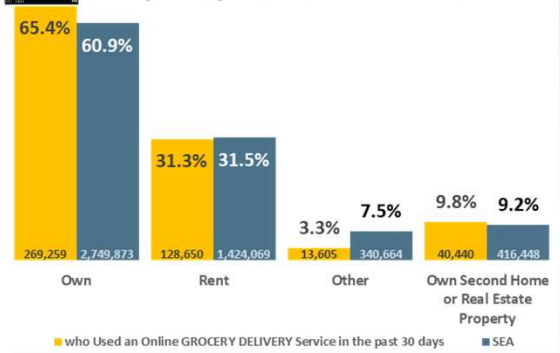
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

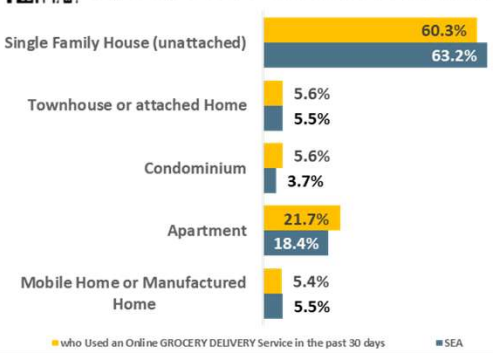


9.1% or 411,514 of SEA DMA Adults 18 or older Used an Online GROCERY DELIVERY Service in the past 30 days. Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days are 7.4% more likely to own their home, 1.6% more likely to own a lower valued home, 4.6% less likely to have a single-family home, 11.5% more likely to have a dog.

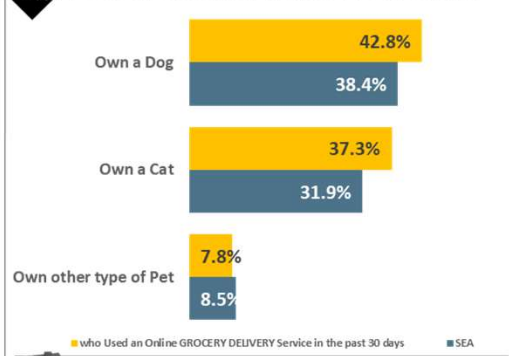
Own/Rent/Other: Adults 18 or older



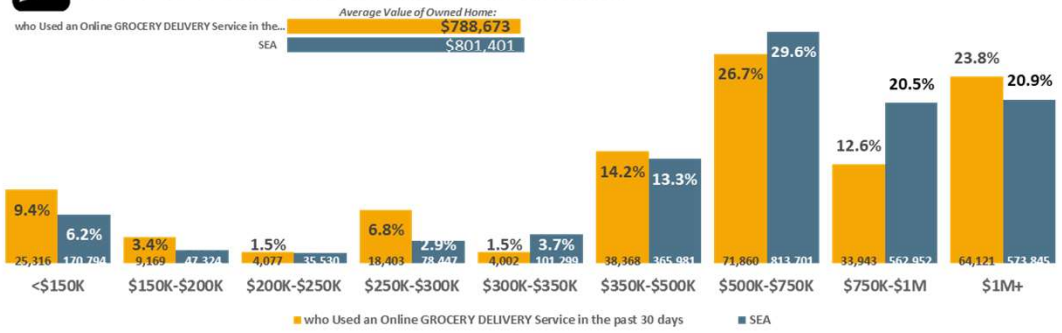
Type of Home: Adults 18 or older



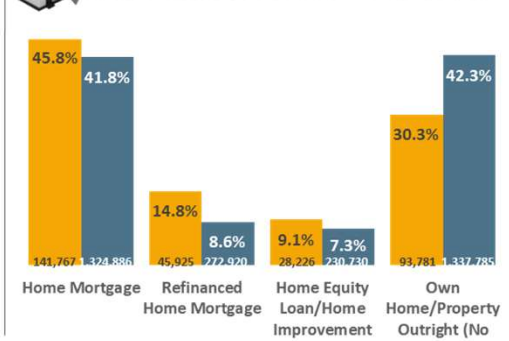
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 372

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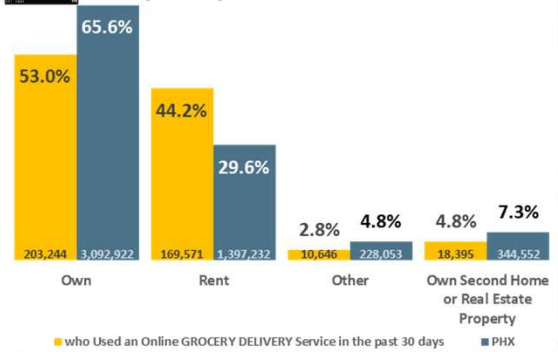
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

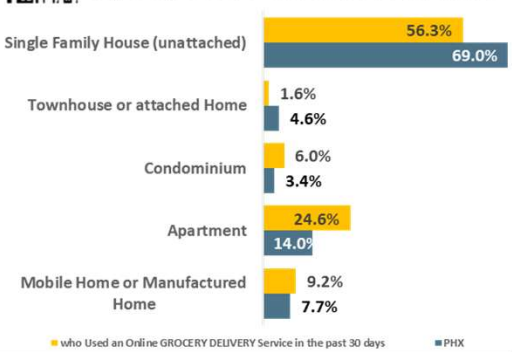


8.1% or 383,461 of PHX DMA Adults 18 or older Used an Online GROCERY DELIVERY Service in the past 30 days. Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days are 19.1% less likely to own their home, .7% more likely to own a lower valued home, 18.4% less likely to have a single-family home, 20.% more likely to have a dog.

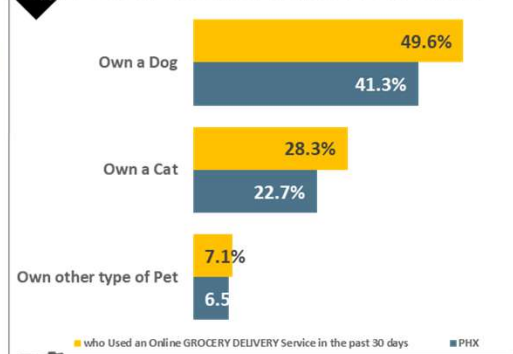
Own/Rent/Other: Adults 18 or older



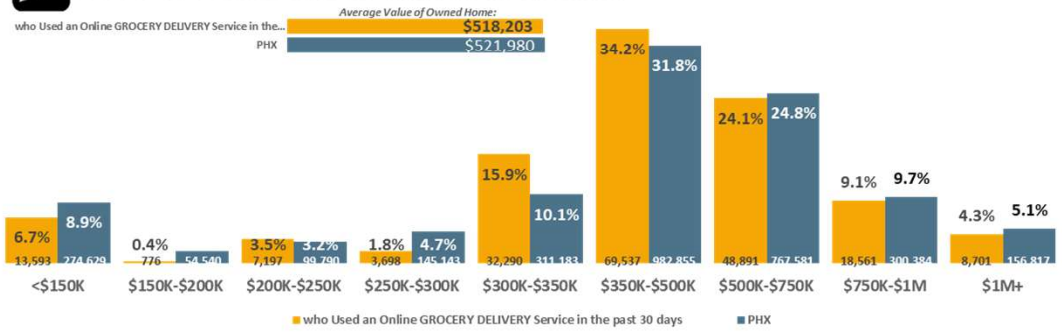
Type of Home: Adults 18 or older



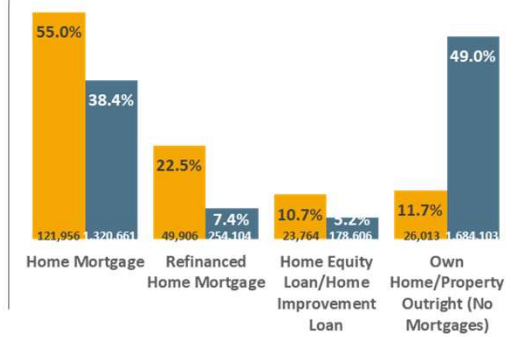
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 177

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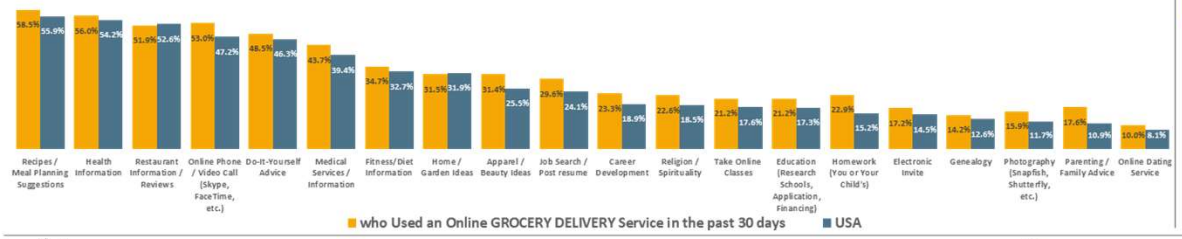
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

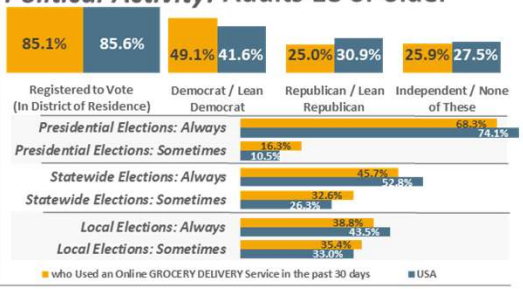


8.9% or 23,425,814 of USA Adults 18 or older Used an Online GROCERY DELIVERY Service in the past 30 days. Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days are 4.7% more likely to look up D-I-Y advice online, 10.8% less likely to always vote in local elections, 7.3% less likely to belong to a gym, 10.4% more likely to fly dome

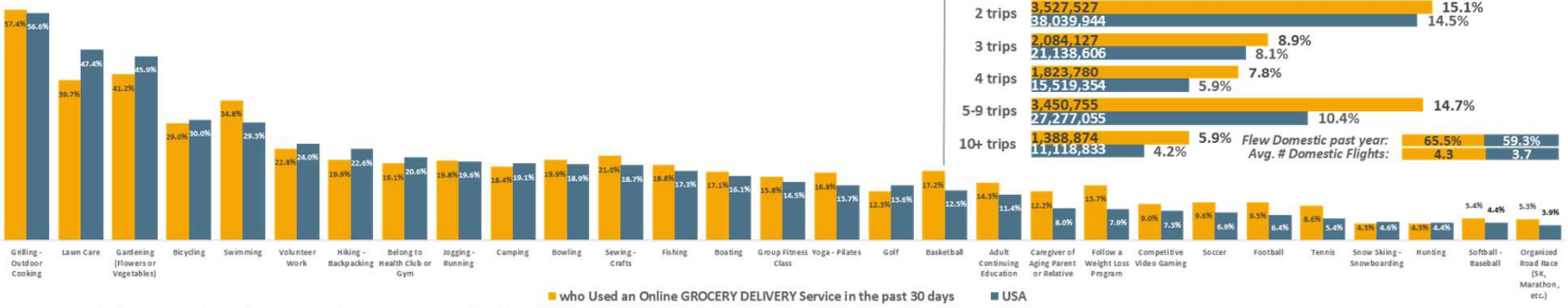
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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 2025: Feb24-Mar25* *Qual Intab* *2,321*

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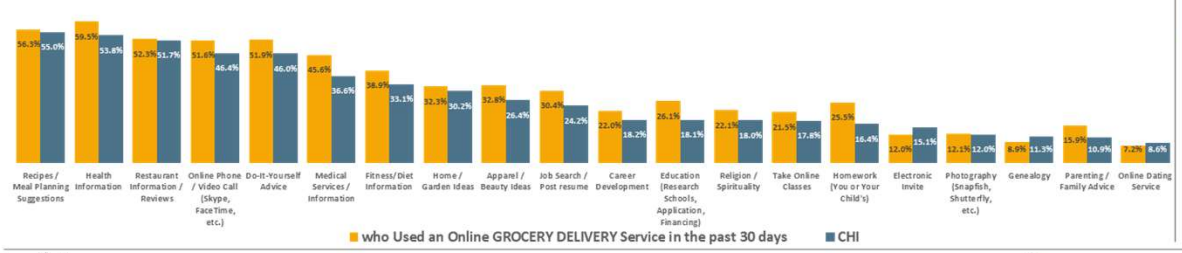
USA Projection *Scarborough R1 2025: Feb24-Mar25* *Qual Intab* *24,890*

Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

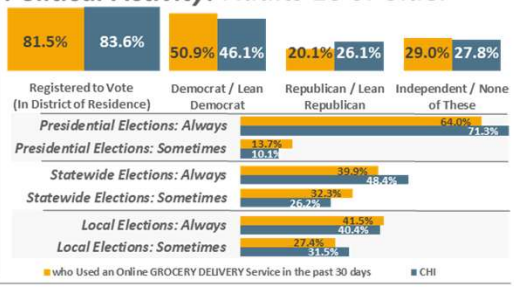


8.1% or 614,806 of CHI DMA Adults 18 or older Used an Online GROCERY DELIVERY Service in the past 30 days. Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days are 12.8% more likely to look up D-I-Y advice online, 2.7% more likely to always vote in local elections, 12.1% more likely to belong to a gym, 15.8% more likely to fly dom

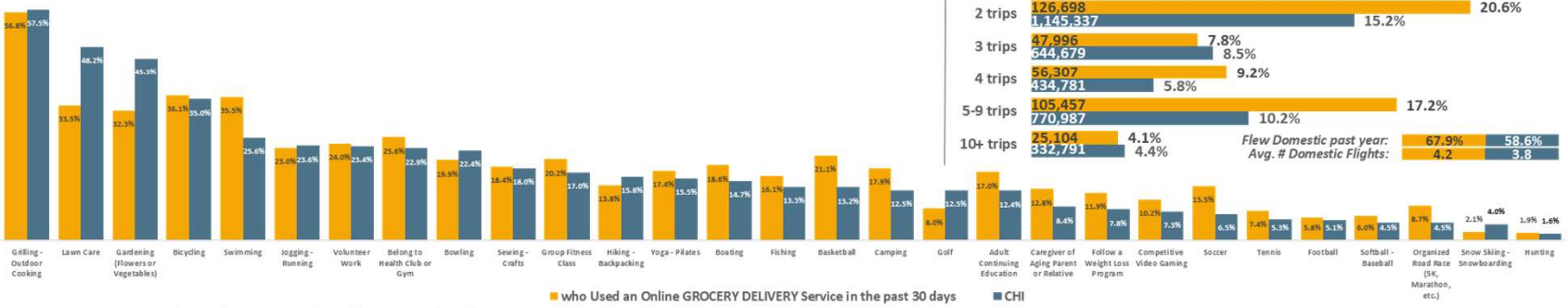
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 337

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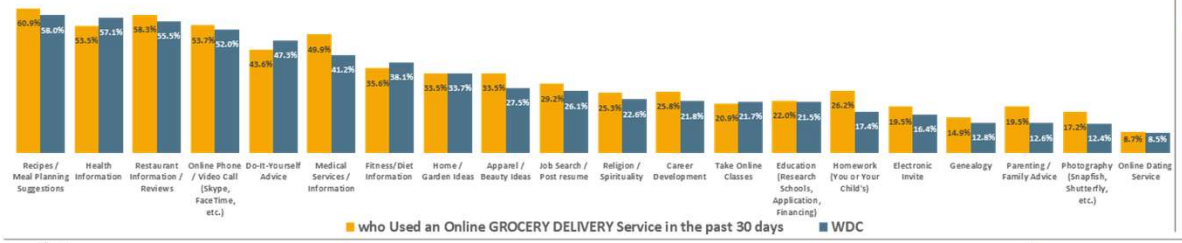
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

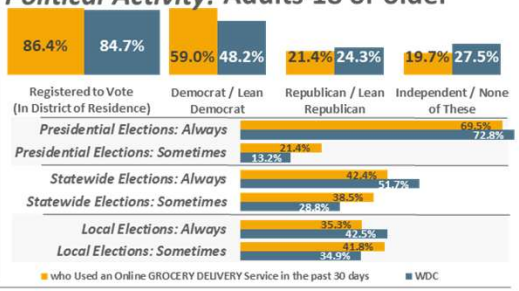


11.5% or 658,258 of WDC DMA Adults 18 or older Used an Online GROCERY DELIVERY Service in the past 30… Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days are 7.9% less likely to look up D-I-Y advice online, 16.9% less likely to always vote in local elections, 2.1% less likely to belong to a gym, 7.9% more likely to fly domes

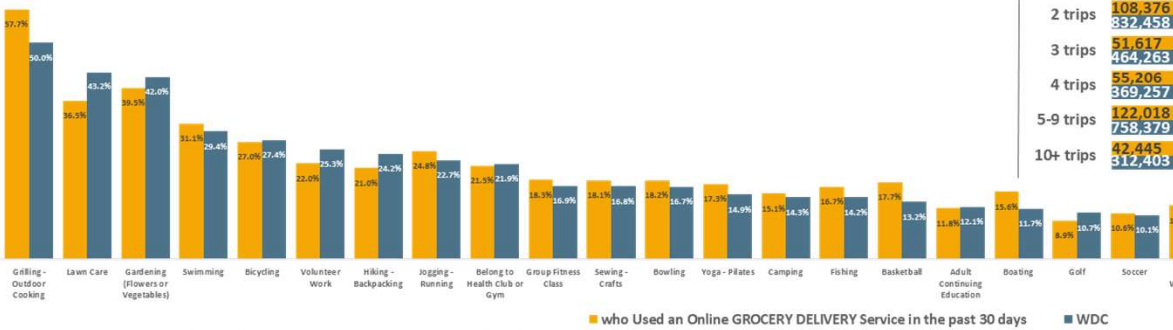
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



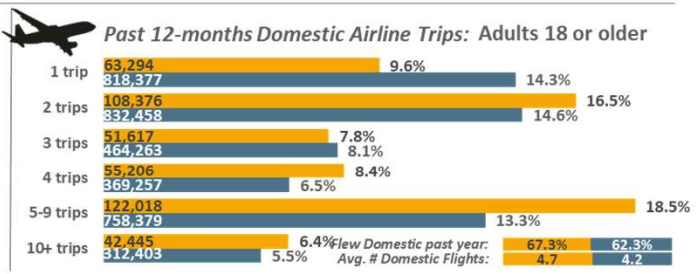
Political Activity: Adults 18 or older



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



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 691

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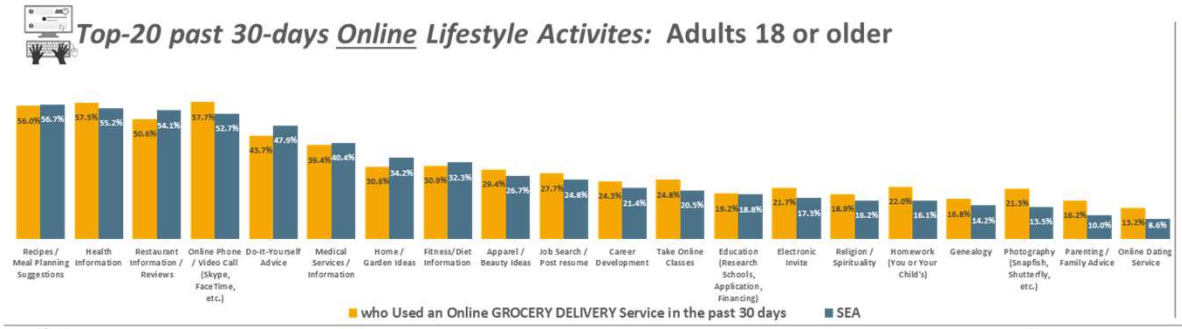
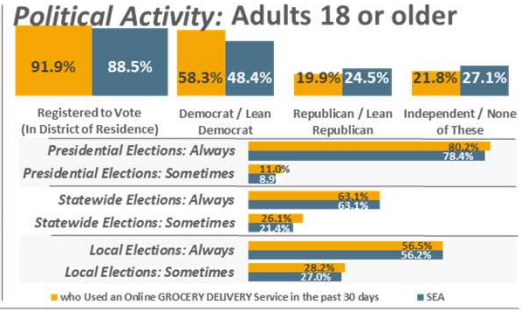
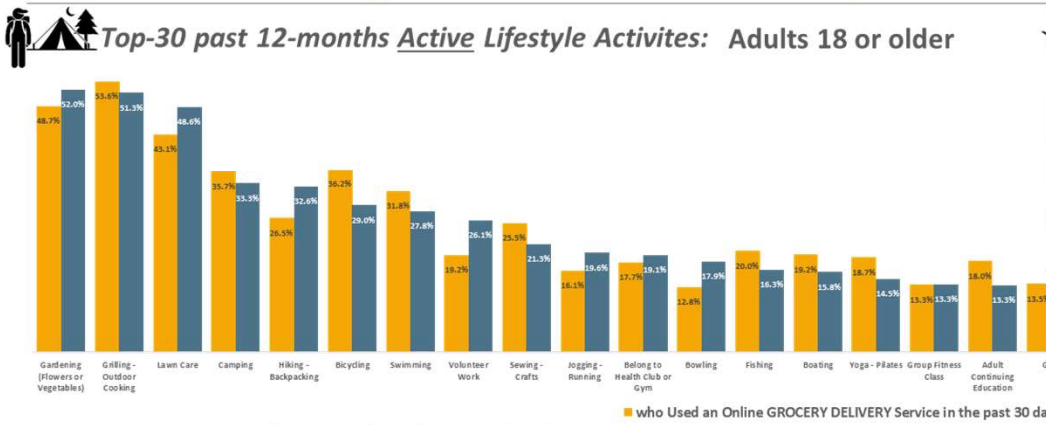
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

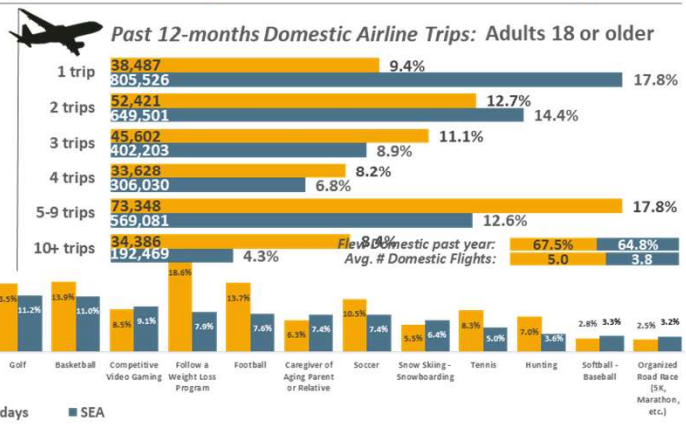


9.1% or 411,514 of SEA DMA Adults 18 or older Used an Online GROCERY DELIVERY Service in the past 30 days. Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days are 8.8% less likely to look up D-I-Y advice online, .4% more likely to always vote in local elections, 7.7% less likely to belong to a gym, 4.2% more likely to fly domesti









SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 372

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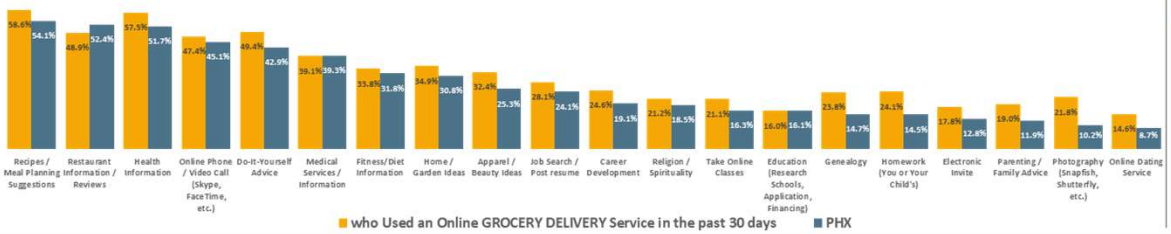
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

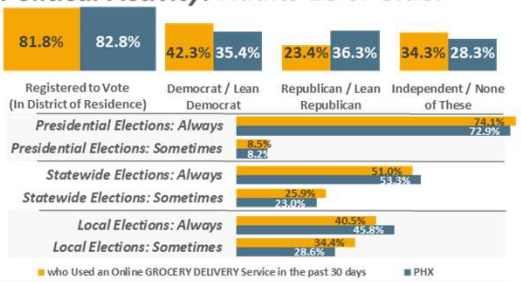


8.1% or 383,461 of PHX DMA Adults 18 or older Used an Online GROCERY DELIVERY Service in the past 30 days. Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days are 15.1% more likely to look up D-I-Y advice online, 11.5% less likely to always vote in local elections, 16.4% less likely to belong to a gym, 18.5% more likely to fly do

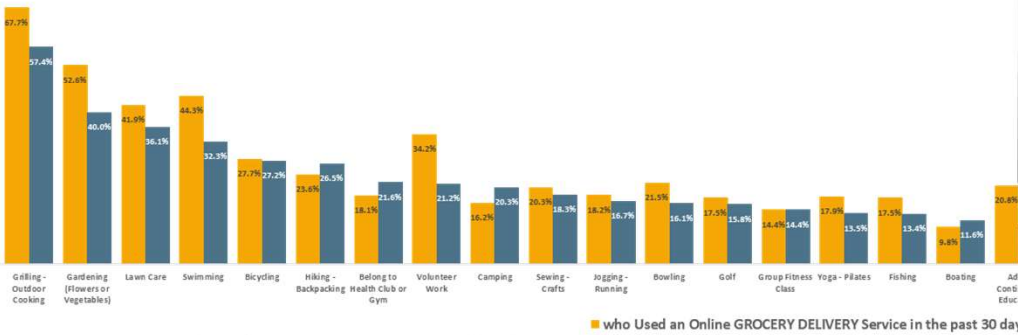
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



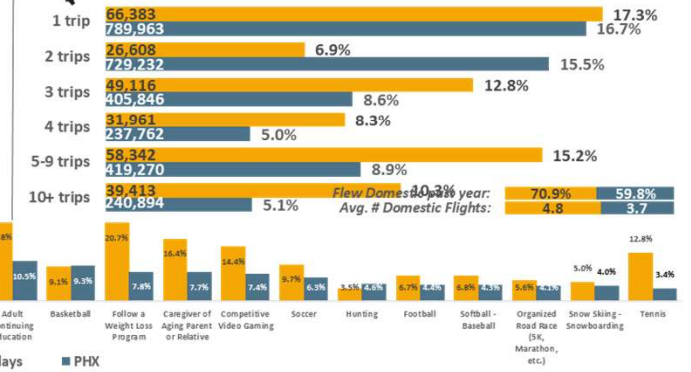
Political Activity: Adults 18 or older



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



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



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 177

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Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



8.9% or 23,425,814 of USA Adults 18 or older Used an Online GROCERY DELIVERY Service in the past 30 days. Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days are 7.2% more likely to use QSRs past mo., 4.9% more likely to use Sit-Down Restaurants past mo., 20.8% more likely to use Casinos past yr., 65.9% more likely to smoke ciga

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 90.9% | 84.8% | 21,298,942 | 222,309,922

Avg. Monthly QSR Meals: 7.3 | 6.1

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



Total Monthly Sit-Down Restaurant Users: 76.0% | 72.4% | 17,796,208 | 189,924,098

Avg. Monthly Sit-Down Restaurant Meals: 4.4 | 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 Used an Online GROCERY DELIVERY Service in the... 11,987,173 | 51.2%

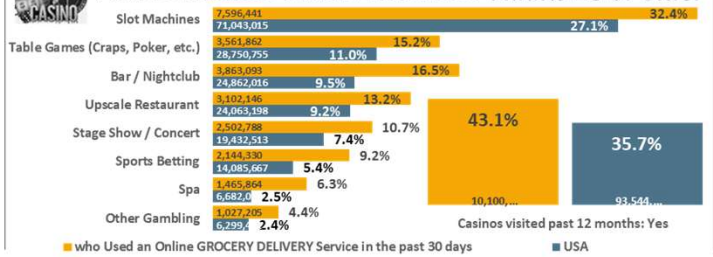
USA 19.8%

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 2025: Feb24-Mar25* *Qual Intab* *2,321*

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USA Projection *Scarborough R1 2025: Feb24-Mar25* *Qual Intab* *24,890*

Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



8.1% or 614,806 of CHI DMA Adults 18 or older Used an Online GROCERY DELIVERY Service in the past 30 days. Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days are 5.9% more likely to use QSRs past mo., 2.7% less likely to use Sit-Down Restaurants past mo., 17.6% more likely to use Casinos past yr., 43.3% more likely to smoke ciga

Past 30-days QSR Users: Adults 18 or older



	who Used an Online GROCERY DELIVERY Service in the past 30 days	CHI
1 time	5.1%	7.3%
2 times	8.5%	10.8%
3 times	7.5%	11.1%
4 times	12.1%	10.9%
5 times	11.0%	9.4%
6 - 9 times	26.1%	20.1%
10 times or more	21.7%	17.3%

Total Monthly QSR Users:

who Used an Online GROCERY DELIVERY Service in the past 30 days	CHI
92.0%	86.9%
565,376	6,566,264

Avg. Monthly QSR Meals:

who Used an Online GROCERY DELIVERY Service in the past 30 days	CHI
7.3	6.5

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



	who Used an Online GROCERY DELIVERY Service in the past 30 days	CHI
1 time	14.8%	13.8%
2 times	12.4%	14.8%
3 times	7.8%	14.3%
4 times	8.2%	9.6%
5 times	11.9%	7.3%
6 - 9 times	5.7%	7.3%
10 times or more	9.3%	4.7%

Total Monthly Sit-Down Restaurant Users:

who Used an Online GROCERY DELIVERY Service in the past 30 days	CHI
70.1%	72.0%
430,722	5,441,044

Avg. Monthly Sit-Down Restaurant Meals:

who Used an Online GROCERY DELIVERY Service in the past 30 days	CHI
4.8	4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



	who Used an Online GROCERY DELIVERY Service in the past 30 days	CHI
Mexican	38.3%	36.4%
Pizza	43.5%	35.0%
Chinese	32.1%	31.7%
Coffee House / Coffee Bar	23.1%	23.3%
Italian	20.6%	19.5%
Bagel / Donut / Bakery	20.1%	16.8%
Wings / Burgers / Sports Bar	18.1%	14.6%
Indian / Thai / Other Asian	15.5%	14.4%
Upscale	12.8%	12.6%
Steakhouse	11.7%	11.5%

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

who Used an Online GROCERY DELIVERY Service in the...	344,763	56.1%
CHI	1,687,[illegible]	22.3%

Drank Past 30-days: Adults 18 or older

	who Used an Online GROCERY DELIVERY Service in the past 30 days		CHI	
Liquor	345,468	56.2%	3,392,970	44.9%
Any Type of Beer	305,332	49.7%	3,374,687	44.6%
Wine	275,342	44.8%	2,633,527	34.8%
Imported Beer	180,208	29.3%	2,138,484	28.3%
Domestic Light Beer	204,765	33.3%	2,024,092	26.8%
Domestic Regular Beer	218,284	35.5%	2,001,982	26.5%
Microbrew / Craft Beer	83,409	13.6%	1,087,650	14.4%



Past 12 months Casino Activities: Adults 18 or older

	who Used an Online GROCERY DELIVERY Service in the past 30 days		CHI	
Slot Machines	158,420	25.8%	1,690,627	22.4%
Table Games (Craps, Poker, etc.)	79,762	13.0%	690,671	9.1%
Bar / Nightclub	65,176	10.6%	555,525	7.3%
Upscale Restaurant	88,030	14.3%	541,604	7.2%
Stage Show / Concert	54,951	8.9%	348,614	4.6%
Sports Betting	35,978	5.9%	315,808	4.2%
Spa	46,224	7.5%	187,629	2.5%
Other Gambling	31,426	5.1%	163,75[illegible]	2.2%

Casinos visited past 12 months: Yes

who Used an Online GROCERY DELIVERY Service in the past 30 days	CHI
32.9%	28.0%
202,528	2,117,083

Used Past 30-days: Adults 18 or older



	who Used an Online GROCERY DELIVERY Service in the past 30 days	CHI
Marijuana / Cannabis	23.4%	13.5%
	143,670	1,023,238
Cigarettes	13.7%	9.6%
	84,181	722,339
Vape	13.7%	5.8%
	84,488	437,674

CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 337

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Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



11.5% or 658,258 of WDC DMA Adults 18 or older Used an Online GROCERY DELIVERY Service in the past 30 days. Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days are 9.% more likely to use QSRs past mo., 9.1% more likely to use Sit-Down Restaurants past mo., 41.5% more likely to use Casinos past yr., 91.7% more likely to smoke cigar

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 92.0% 605,870 | 84.4% 4,815,920

Avg. Monthly QSR Meals: 7.4 | 5.8

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



Total Monthly Sit-Down Restaurant Users: 79.8% 525,115 | 73.1% 4,169,560

Avg. Monthly Sit-Down Restaurant Meals: 4.3 | 3.8

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who Used an Online GROCERY DELIVERY Service in the... 368,340 56.0%

WDC 1,433,0[illegible] 25.1%

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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 691

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Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



9.1% or 411,514 of SEA DMA Adults 18 or older Used an Online GROCERY DELIVERY Service in the past 30 days. Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days are 12.1% more likely to use QSRs past mo., 13.4% more likely to use Sit-Down Restaurants past mo., 30.9% more likely to use Casinos past yr., 103.8% more likely to smoke c

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 90.9% 374,190 | 81.1% 3,661,363

Avg. Monthly QSR Meals: 6.0 | 5.4

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



Total Monthly Sit-Down Restaurant Users: 79.2% 325,837 | 69.8% 3,151,841

Avg. Monthly Sit-Down Restaurant Meals: 4.0 | 3.7

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)

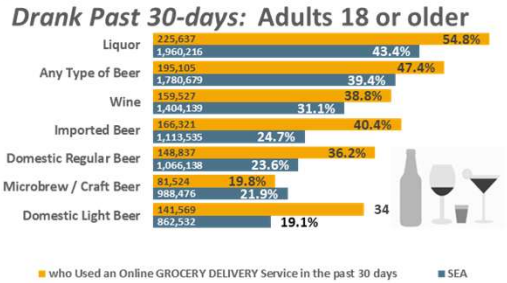


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

who Used an Online GROCERY DELIVERY Service in the... 226,342 55.0%

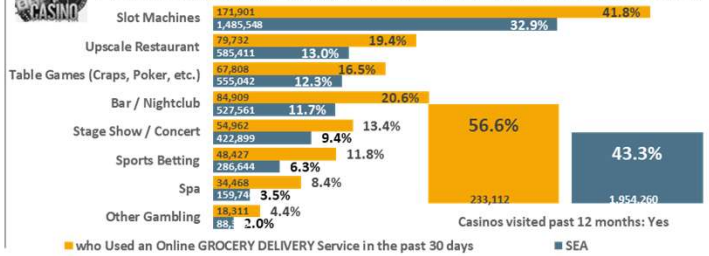
SEA 910,1[illegible] 20.2%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 372

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Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



8.1% or 383,461 of PHX DMA Adults 18 or older Used an Online GROCERY DELIVERY Service in the past 30 days. Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days are 4.2% more likely to use QSRs past mo., 4.1% less likely to use Sit-Down Restaurants past mo., 2.2% more likely to use Casinos past yr., 77.7% more likely to smoke cigar

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 90.0% 345,236 | 86.4% 4,078,176

Avg. Monthly QSR Meals: 9.7

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



Total Monthly Sit-Down Restaurant Users: 70.4% 270,078 | 73.4%

Avg. Monthly Sit-Down Restaurant Meals: 4.8 | 4.1

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)

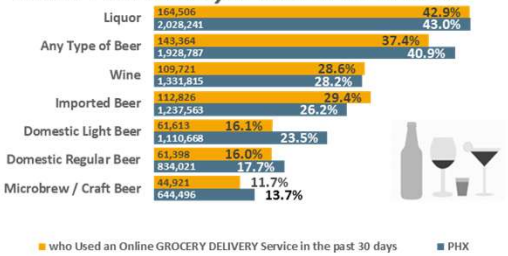


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

who Used an Online GROCERY DELIVERY Service in the... 220,615 57.5%

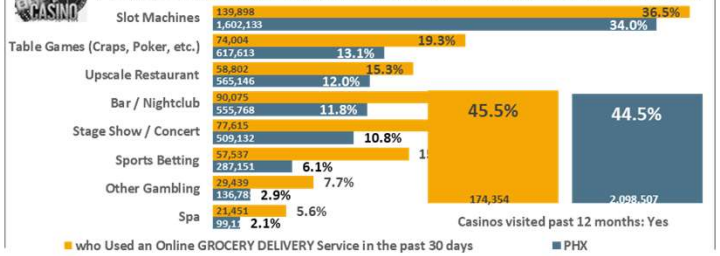
PHX 860,8 18.2%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 177

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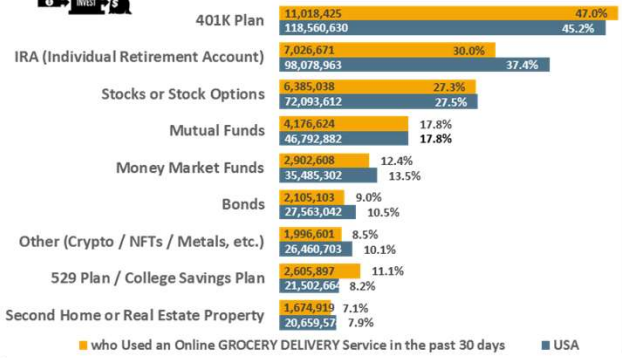
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

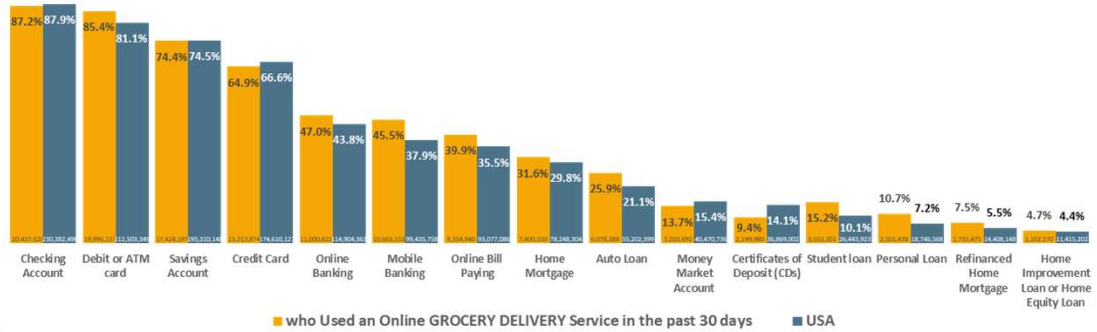


8.9% or 23,425,814 of USA Adults 18 or older Used an Online GROCERY DELIVERY Service in the past 30 days. Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days are 4.% more likely to have a 401K, 23.2% more likely to have an Auto Loan, 12.% more likely to Invest/Trade Stocks Online, 18.% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



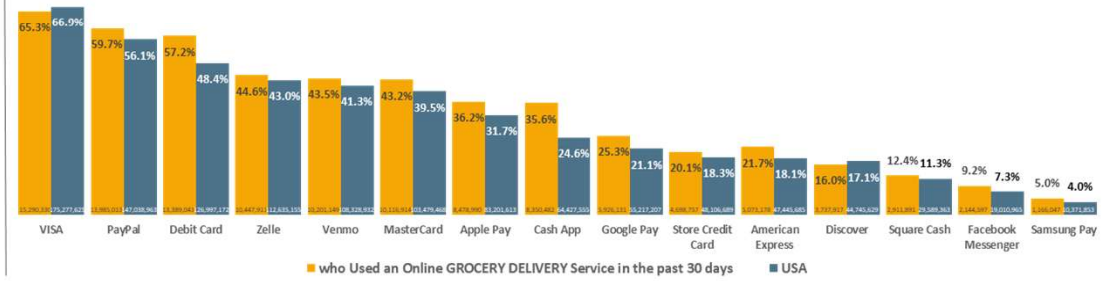
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 2,321

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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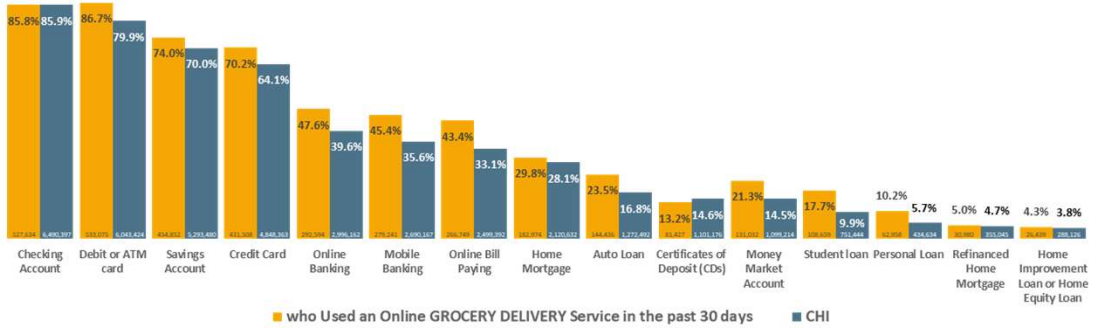
Investments Owned: Adults 18 or older



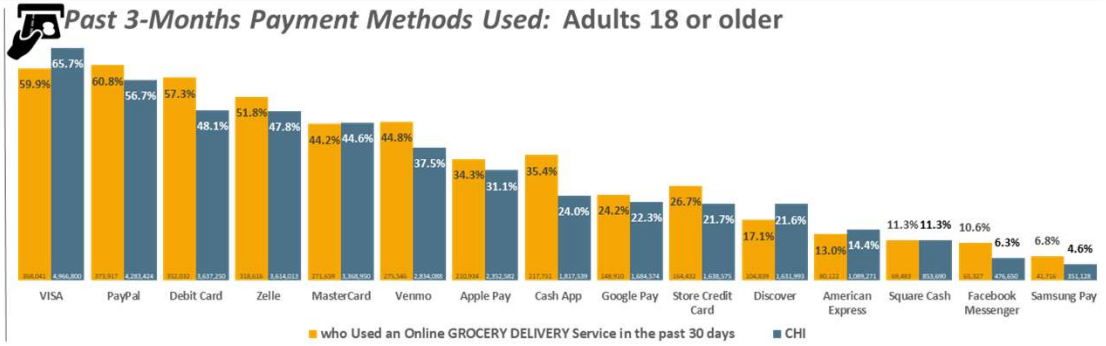
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 337

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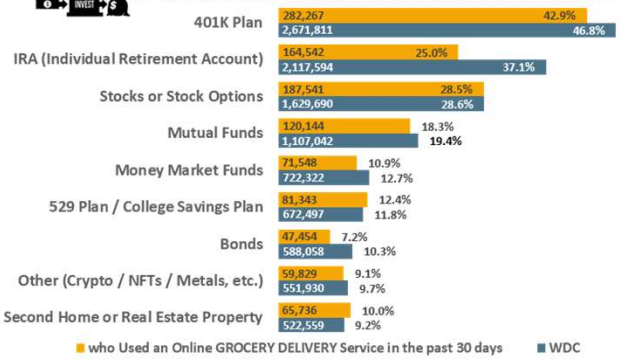
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

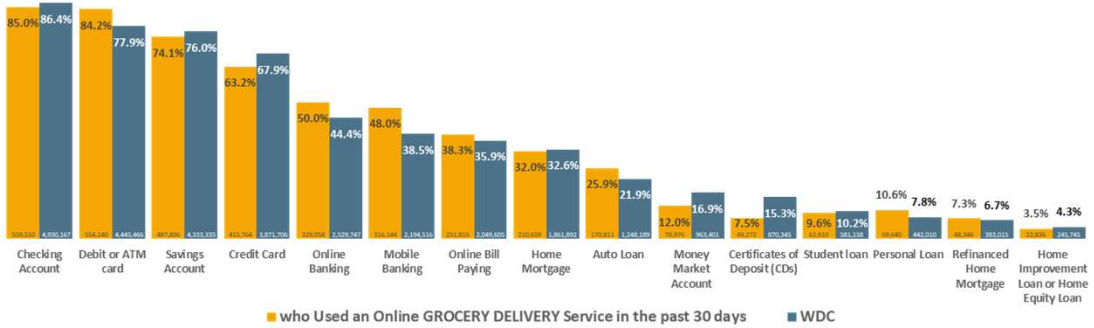


11.5% or 658,258 of WDC DMA Adults 18 or older Used an Online GROCERY DELIVERY Service in the past 30... Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days are 8.5% less likely to have a 401K, 18.6% more likely to have an Auto Loan, 15.% more likely to Invest/Trade Stocks Online, 29.% more likely to pay with their Debit Card.

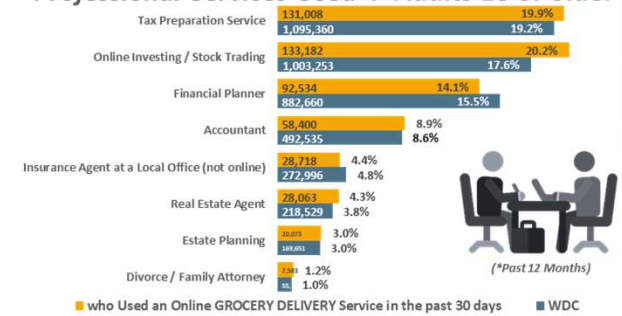
Investments Owned: Adults 18 or older



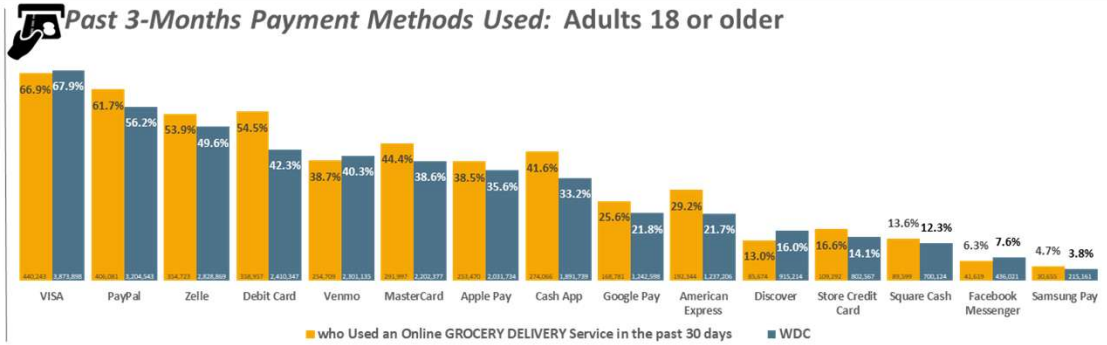
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 691

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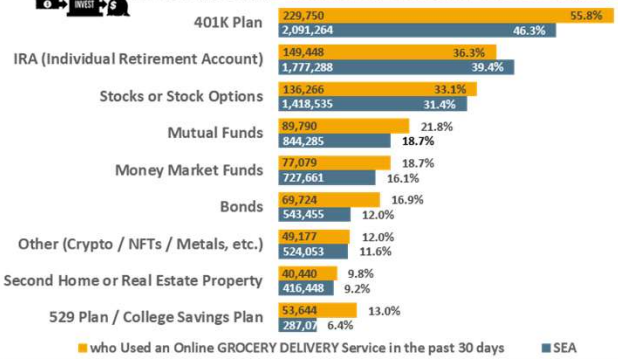
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

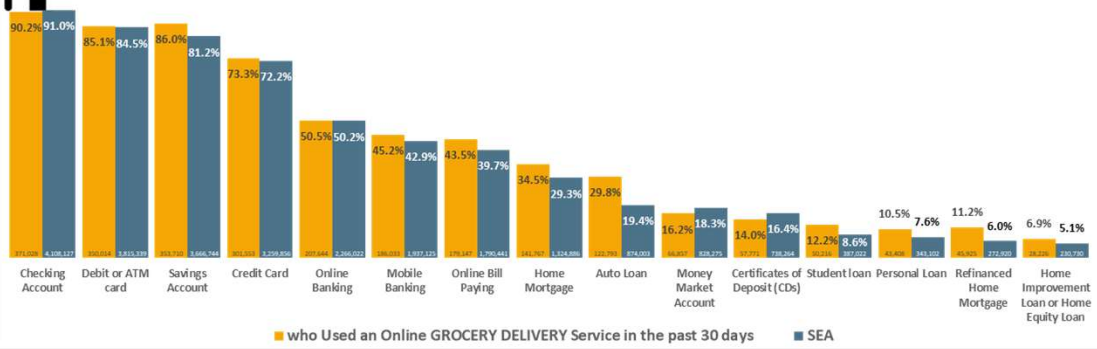


9.1% or 411,514 of SEA DMA Adults 18 or older Used an Online GROCERY DELIVERY Service in the past 30 days. Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days are 20.5% more likely to have a 401K, 54.1% more likely to have an Auto Loan, 35.8% more likely to Invest/Trade Stocks Online, 1.4% less likely to pay with their Debit Card

Investments Owned: Adults 18 or older



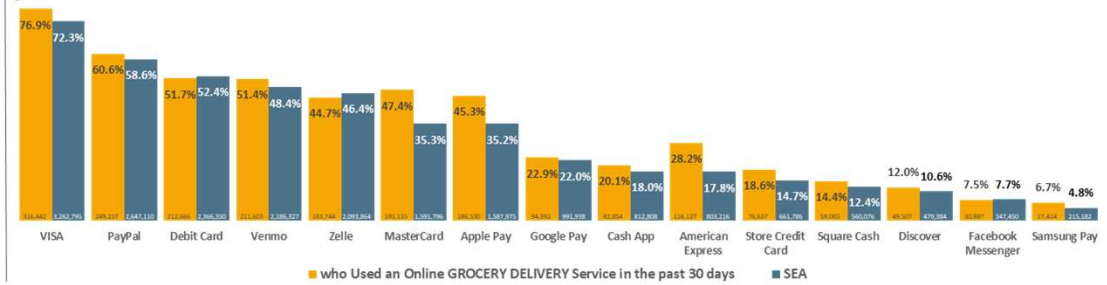
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 372

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Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

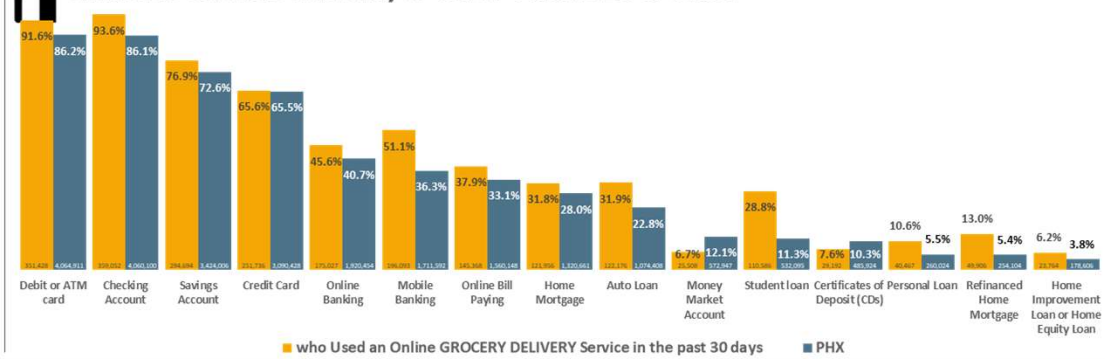


8.1% or 383,461 of PHX DMA Adults 18 or older Used an Online GROCERY DELIVERY Service in the past 30 days. Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days are 17.9% more likely to have a 401K, 39.9% more likely to have an Auto Loan, 10.6% more likely to Invest/Trade Stocks Online, 25.5% more likely to pay with their Debit Car

Investments Owned: Adults 18 or older



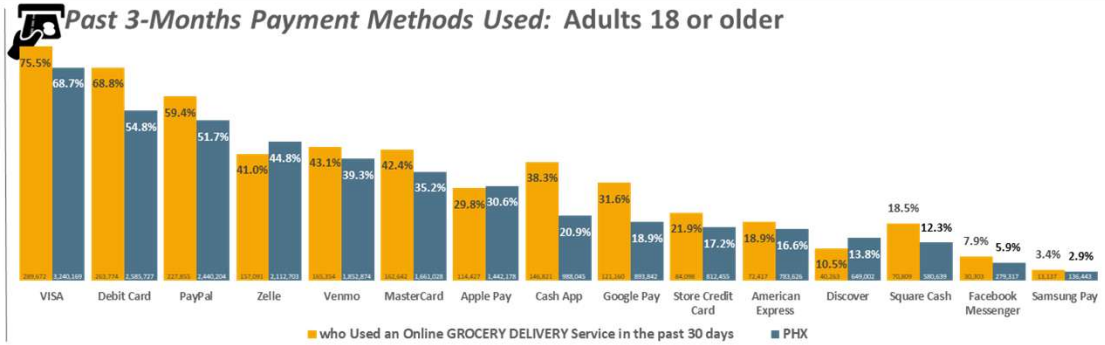
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



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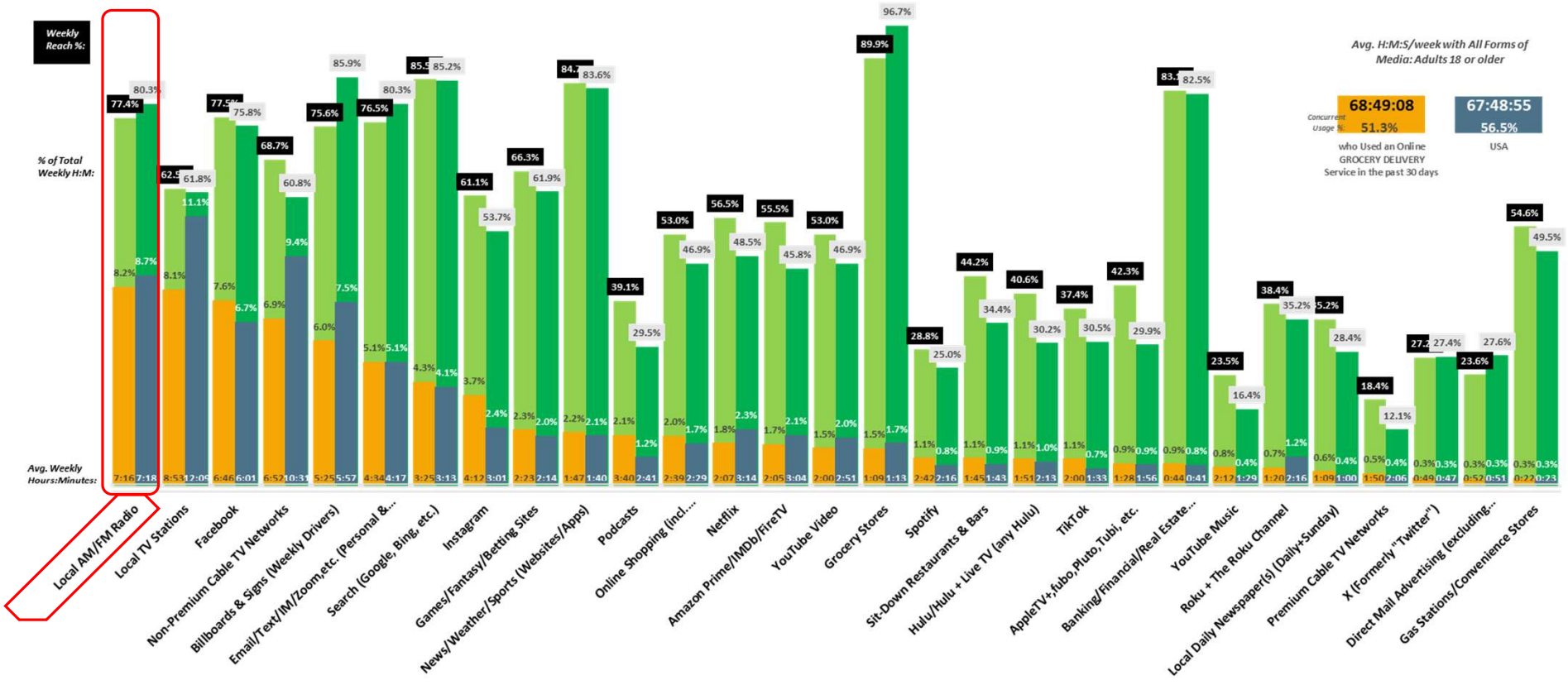
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days spend an average of 2 days, 20 hours, 49 minutes and 8 seconds each week with All Forms of Media.

77.4% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days spend an avg. of 7 hours and 16 minutes each week listening to All Local AM/FM Radio, representing 8.2% of total time spent with all forms of Media.



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 2,321 USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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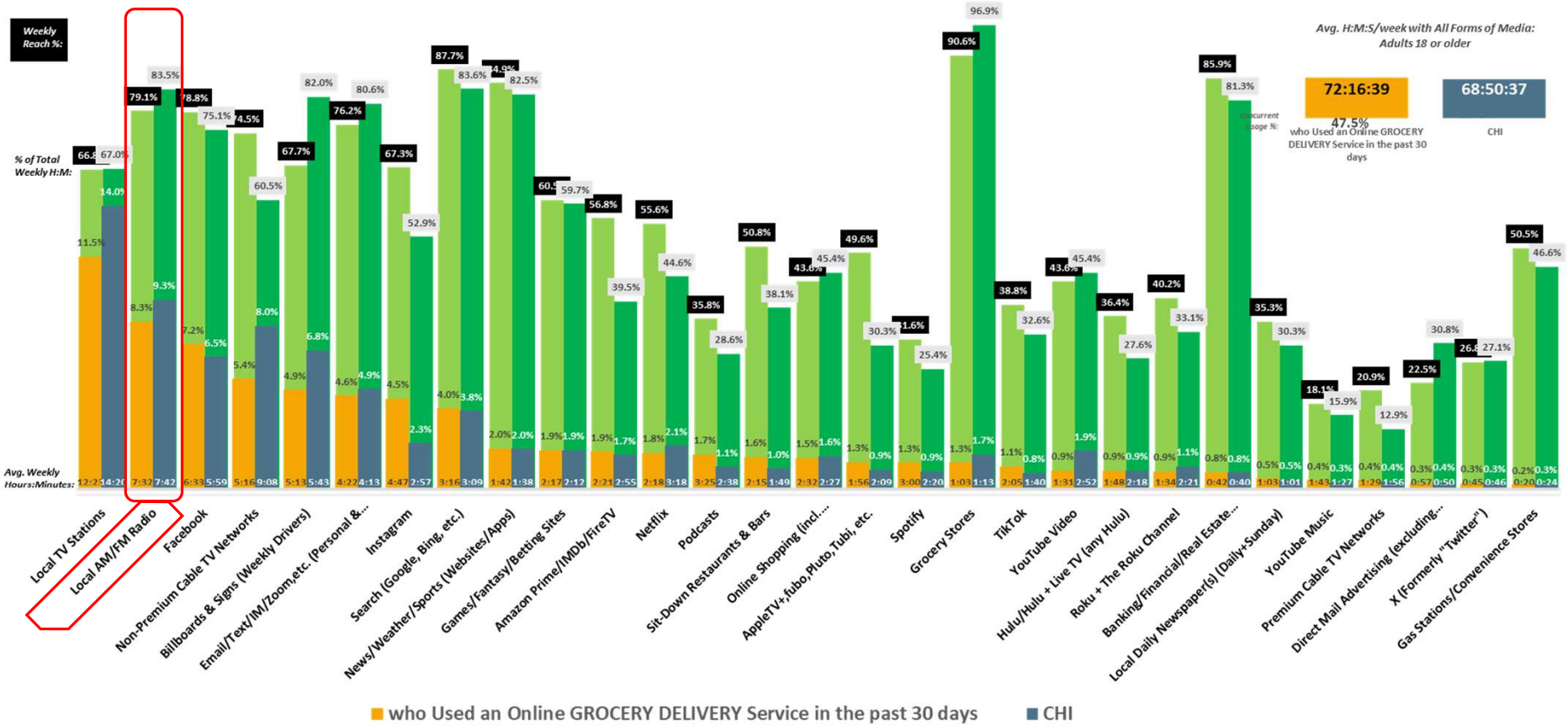
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days spend an average of 3 days, 0 hours, 16 minutes and 39 seconds each week with All Forms of Media.

79.1% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days spend an avg. of 7 hours and 32 minutes each week listening to All Local AM/FM Radio, representing 8.3% of total time spent with all forms of Media.



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 337 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,846

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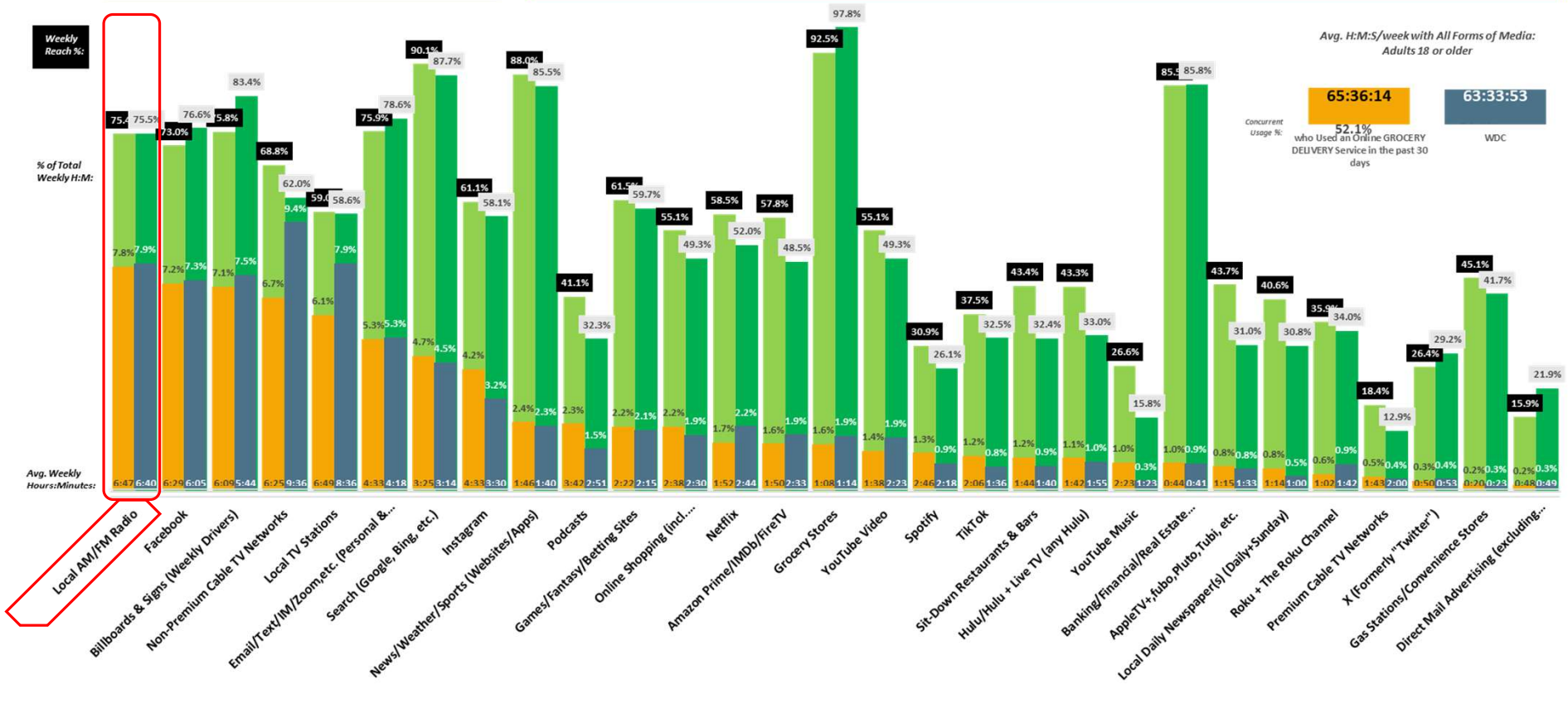
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days spend an average of 2 days, 17 hours, 36 minutes and 14 seconds each week with All Forms of Media.

75.4% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days spend an avg. of 6 hours and 47 minutes each week listening to All Local AM/FM Radio, representing 7.8% of total time spent with all forms of Media.



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 691 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

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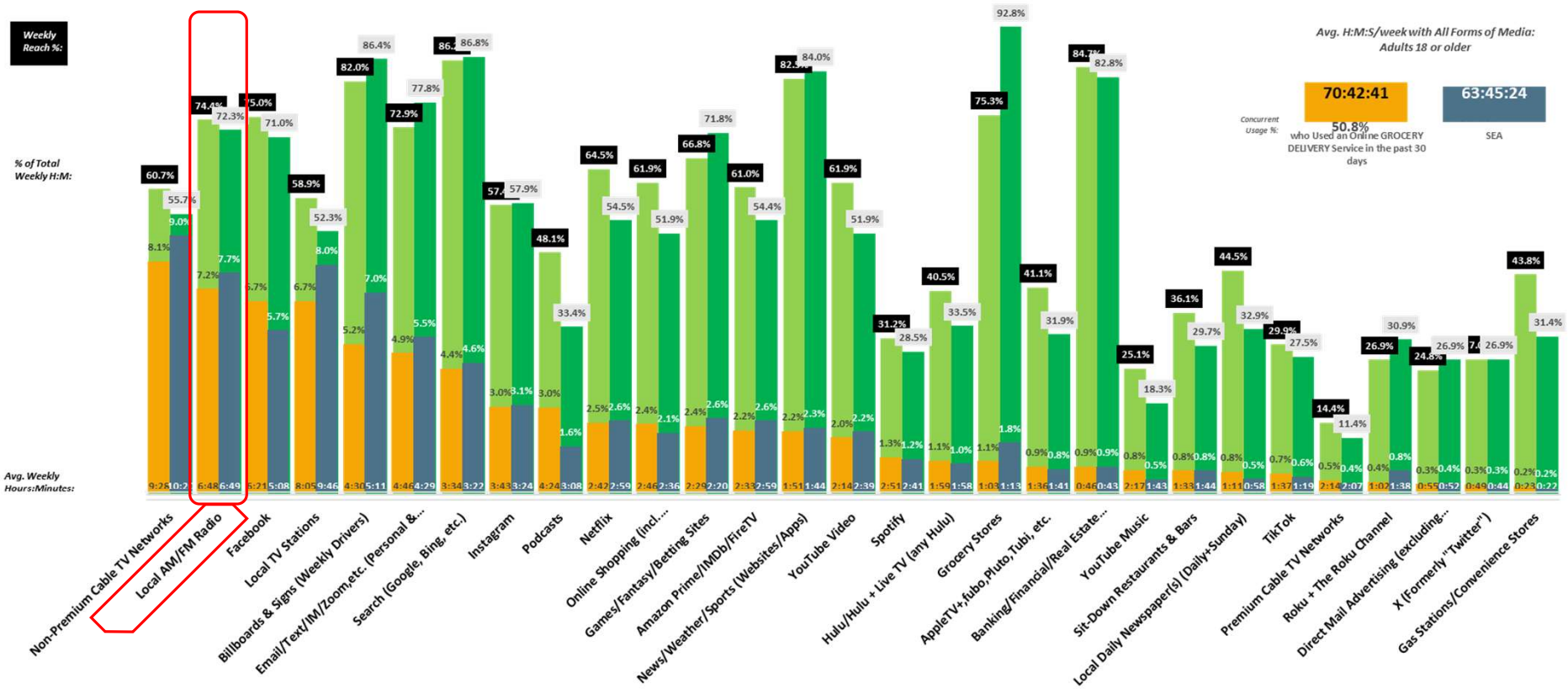
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days spend an average of 2 days, 22 hours, 42 minutes and 41 seconds each week with All Forms of Media.

74.4% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days spend an avg. of 6 hours and 48 minutes each week listening to All Local AM/FM Radio, representing 7.2% of total time spent with all forms of Media.



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 372 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

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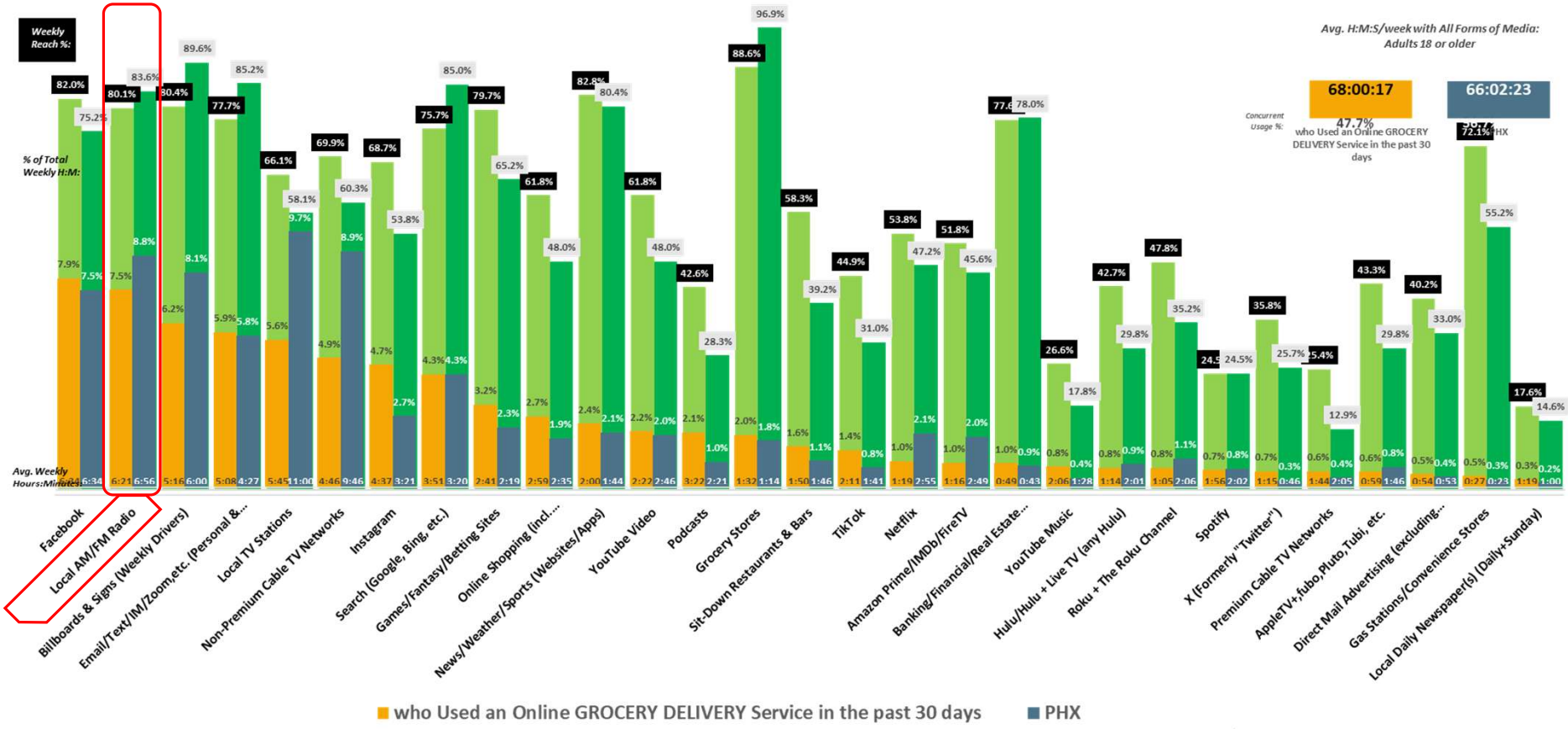
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days spend an average of 2 days, 20 hours, 0 minutes and 17 seconds each week with All Forms of Media.

80.1% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days spend an avg. of 6 hours and 21 minutes each week listening to All Local AM/FM Radio, representing 7.5% of total time spent with all forms of Media.



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 177 PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,461

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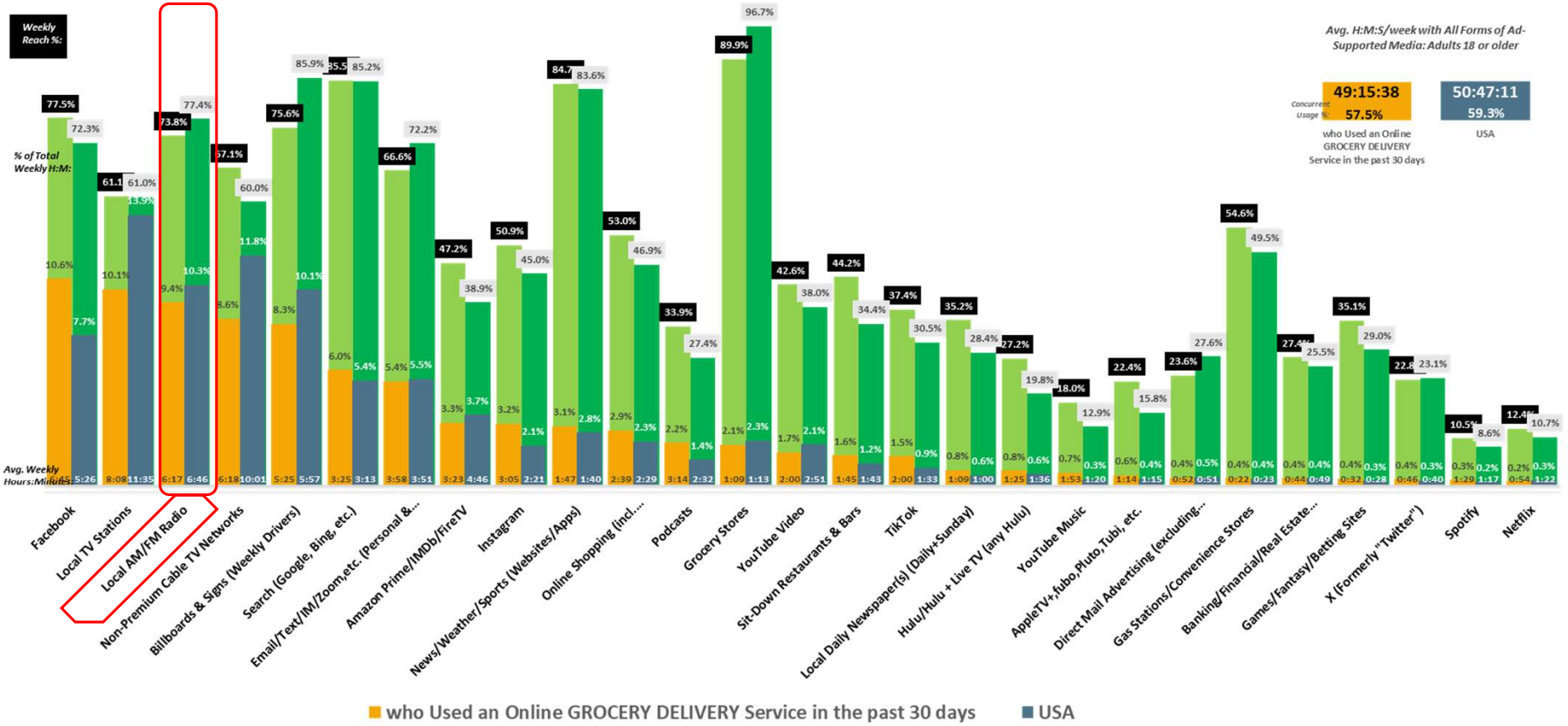
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days spend an average of 2 days, 1 hours, 15 minutes and 38 seconds each week with All Forms of Ad-Supported Media.

73.8% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days spend an avg. of 6 hours and 17 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.4% of total time spent with all forms of Ad-Supported



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 2,321 USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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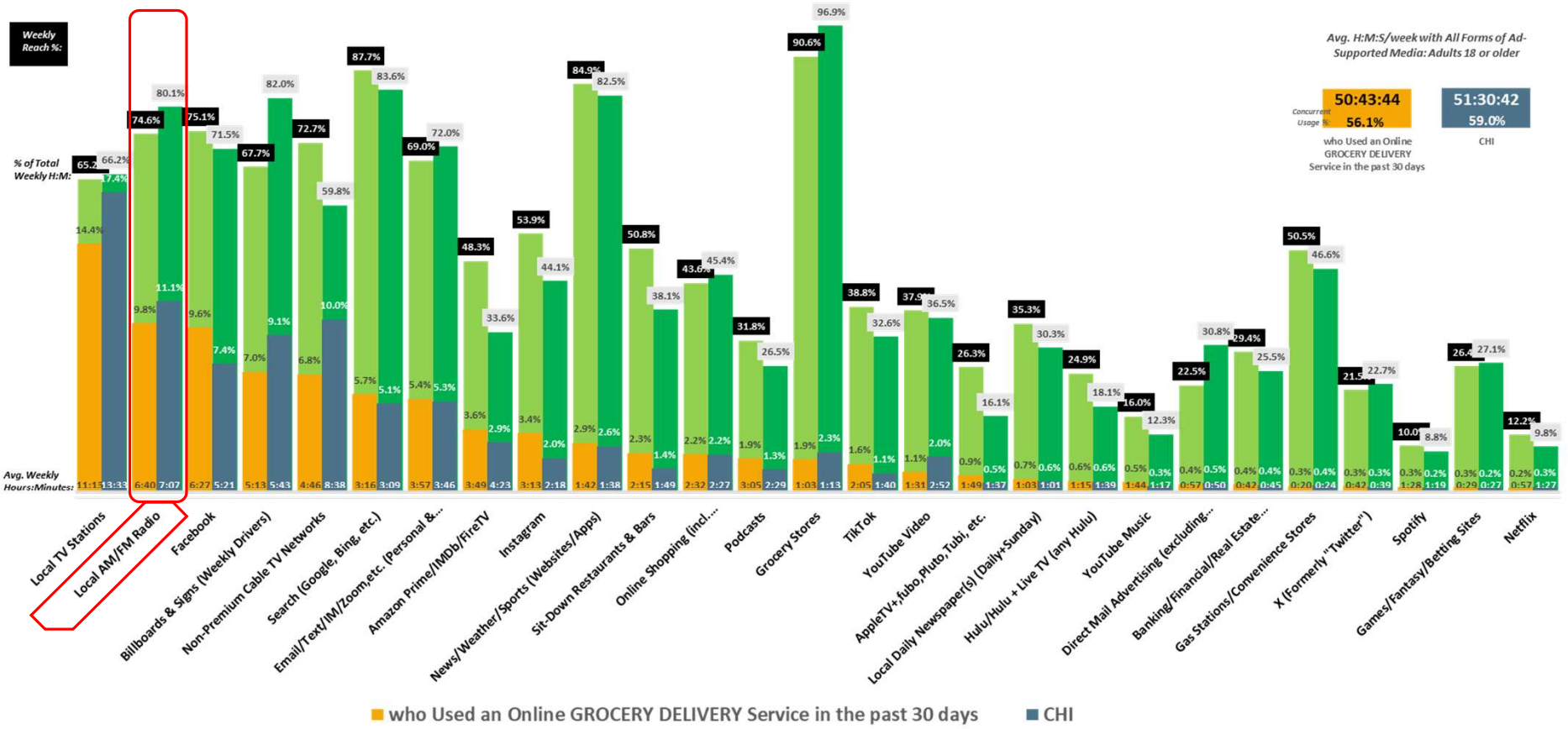
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days spend an average of 2 days, 2 hours, 43 minutes and 44 seconds each week with All Forms of Ad-Supported Media.

74.6% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days spend an avg. of 6 hours and 40 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.8% of total time spent with all forms of Ad-Supported



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 337 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,846

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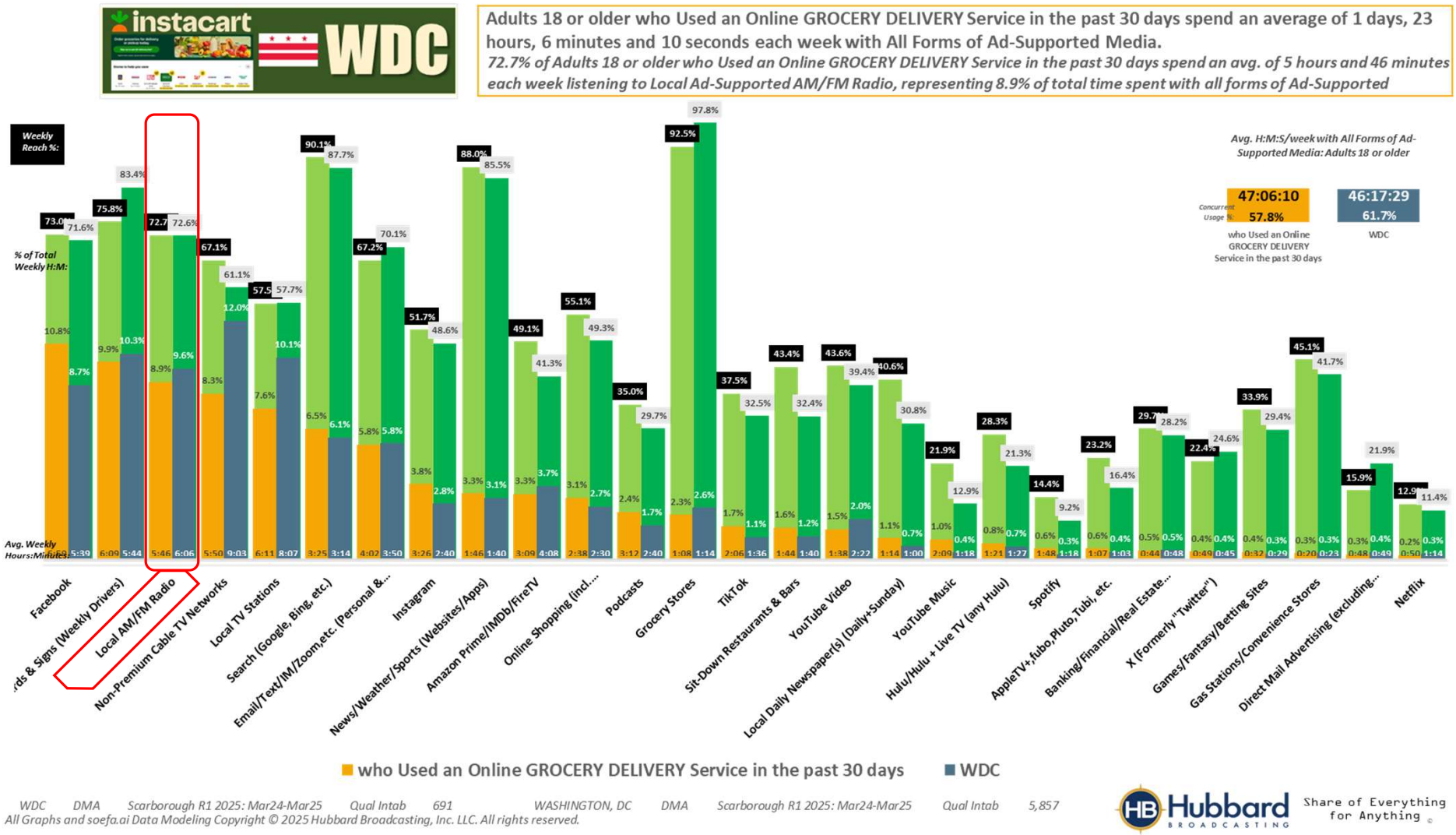
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 691 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

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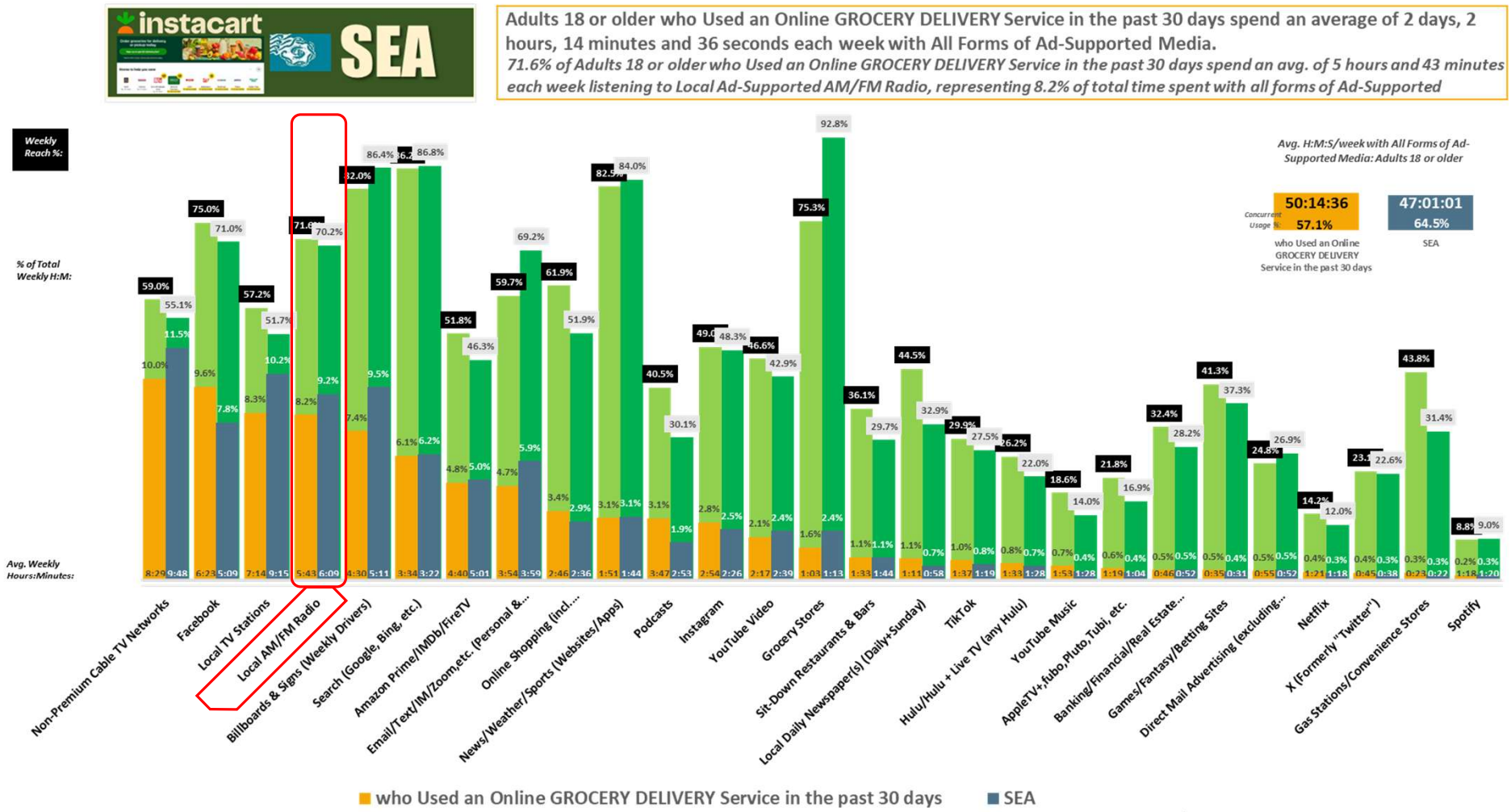
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 372 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

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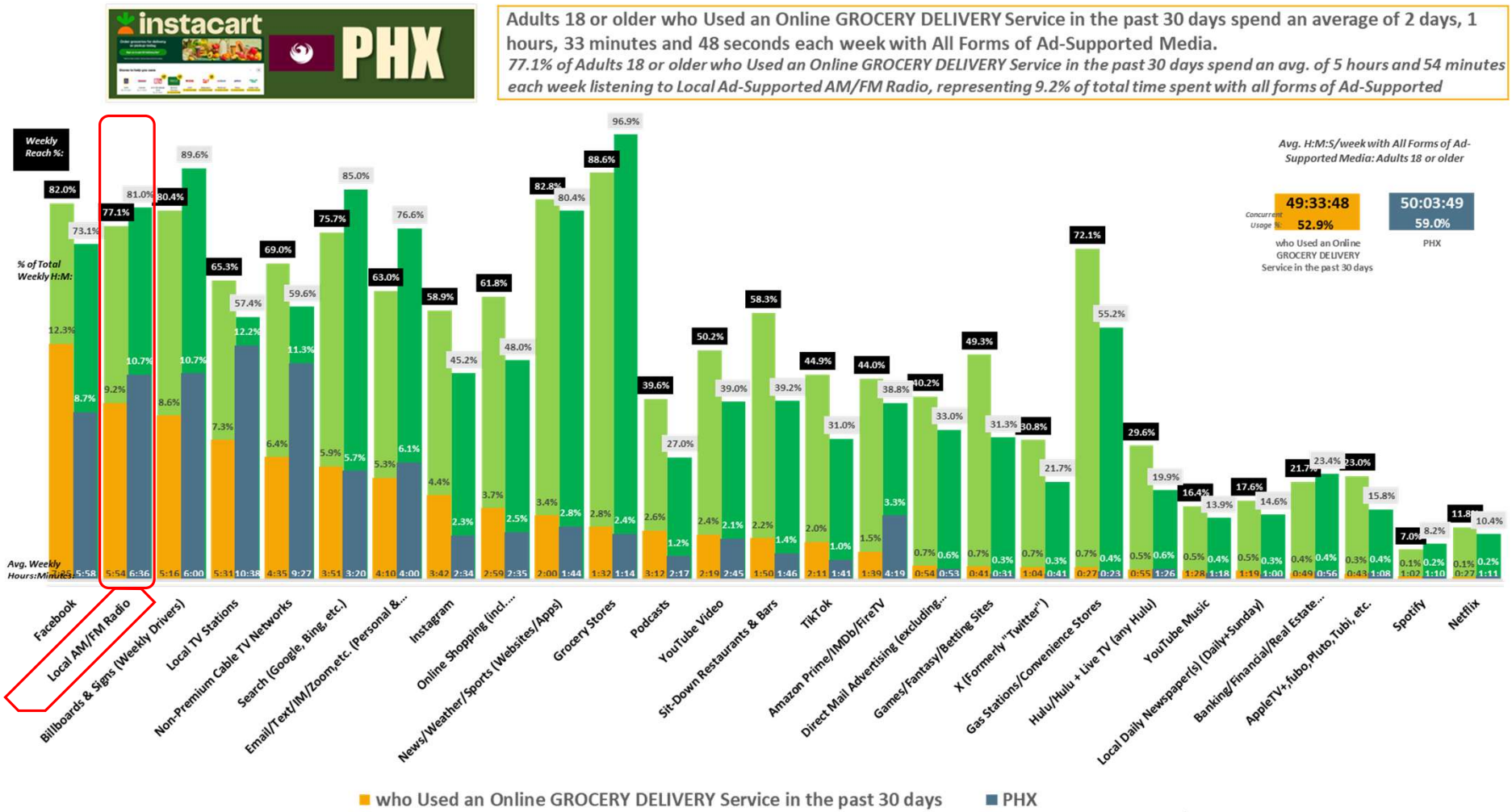
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 177 PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,461

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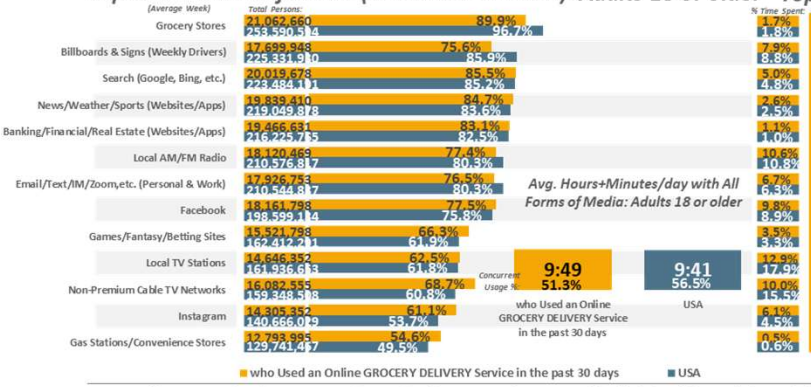
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

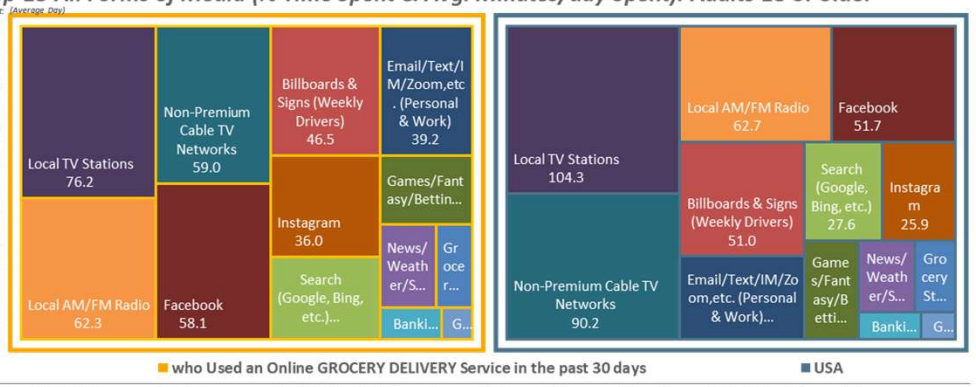


Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days spend an average of 7 hours and 2 minutes each day with All Forms of Ad-Supported Media. 73.8% listen to Local AM/FM Radio for an avg. of 53.9 minutes/day. *(Local Radio delivers 9.4% of Time with Ad-Supported Media.)*

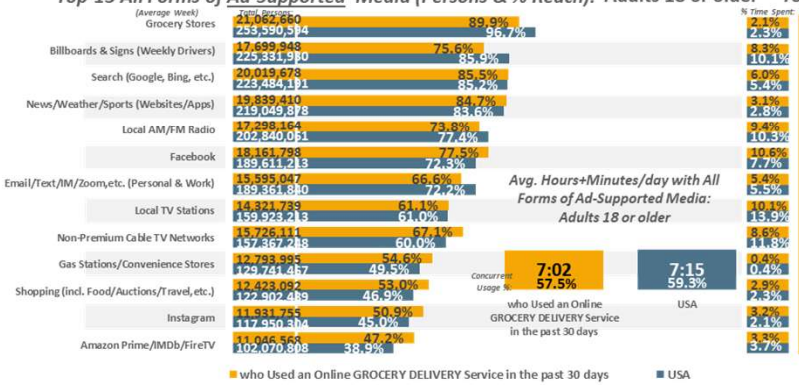
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



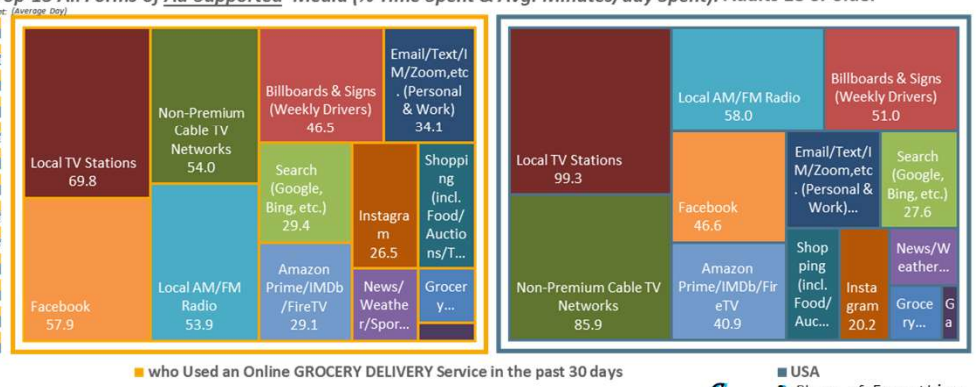
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 2,321

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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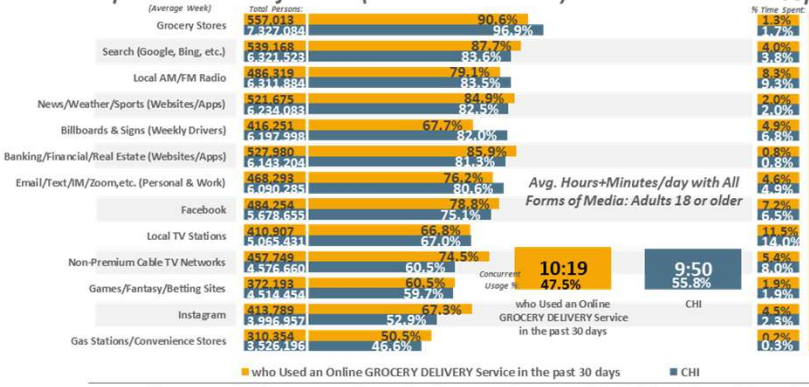
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

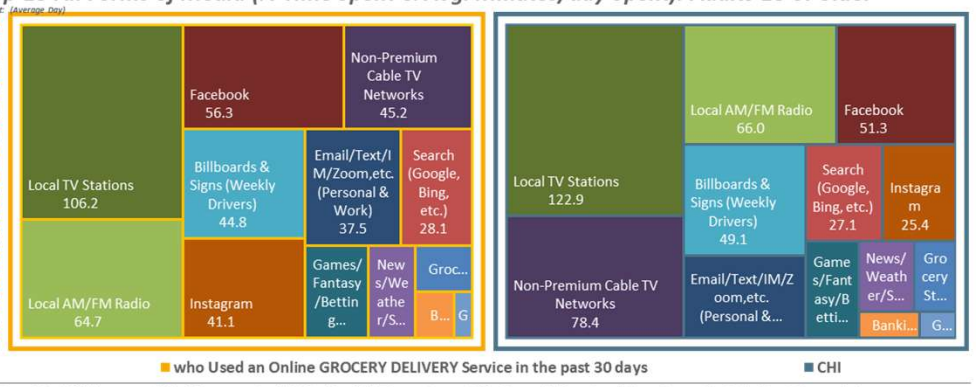


Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days spend an average of 7 hours and 14 minutes each day with All Forms of Ad-Supported Media. 74.6% listen to Local AM/FM Radio for an avg. of 57.2 minutes/day. *(Local Radio delivers 9.8% of Time with Ad-Supported Media.)*

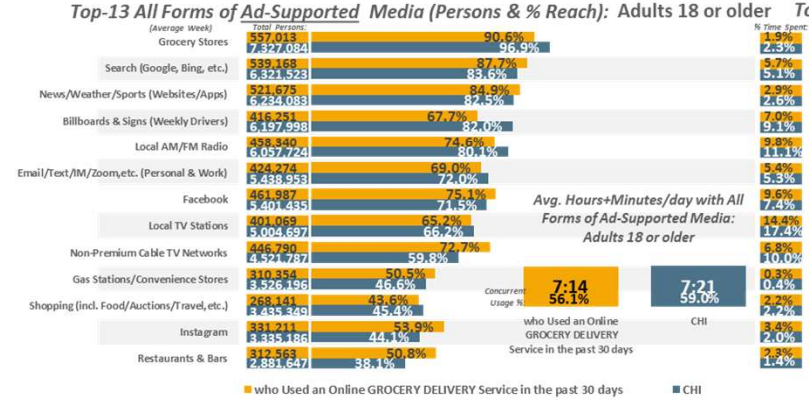
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



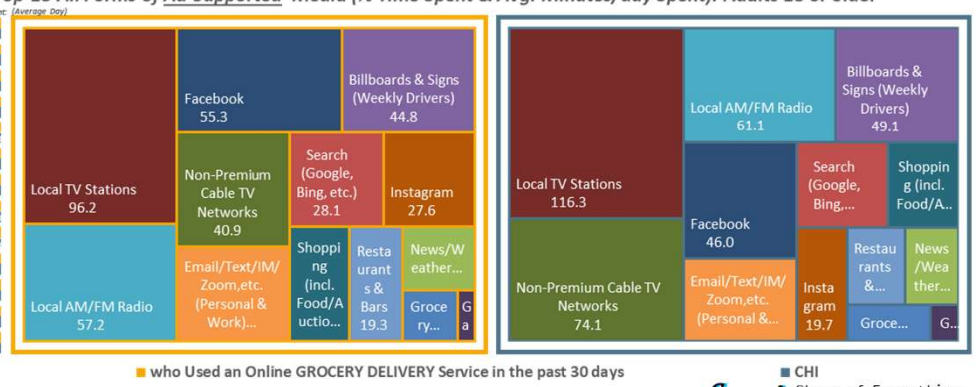
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 337

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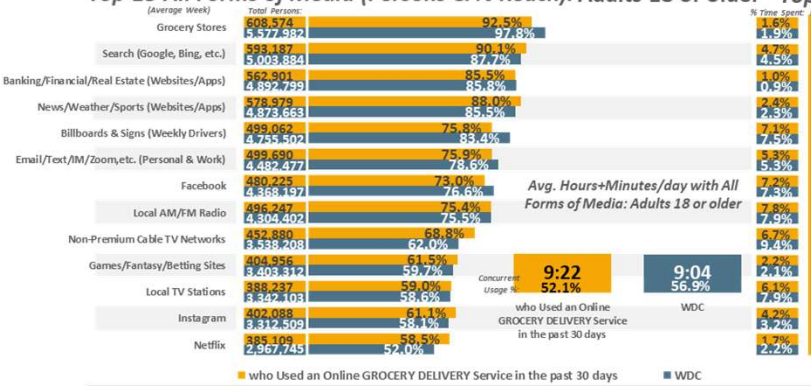
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

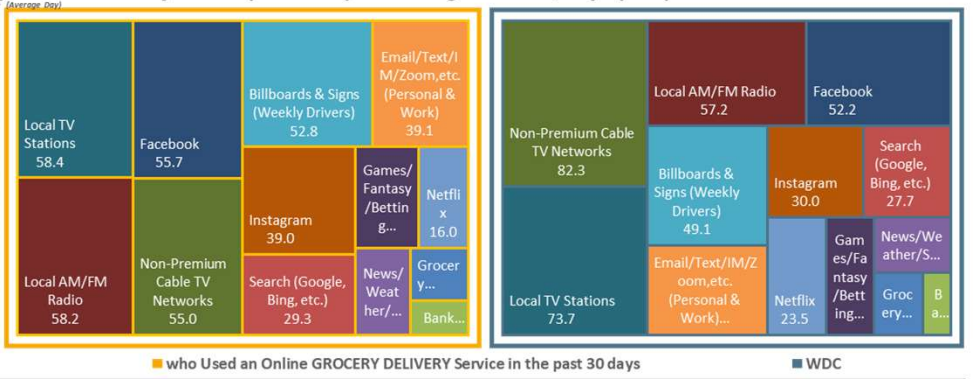


Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days spend an average of 6 hours and 43 minutes each day with All Forms of Ad-Supported Media. 72.7% listen to Local AM/FM Radio for an avg. of 49.5 minutes/day. *(Local Radio delivers 8.9% of Time with Ad-Supported Media.)*

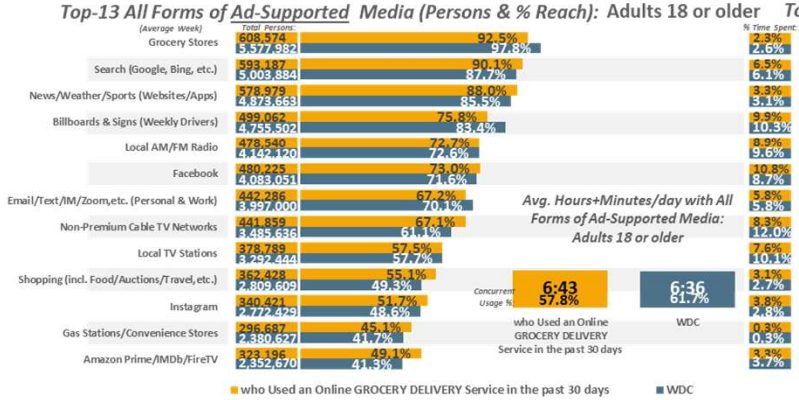
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



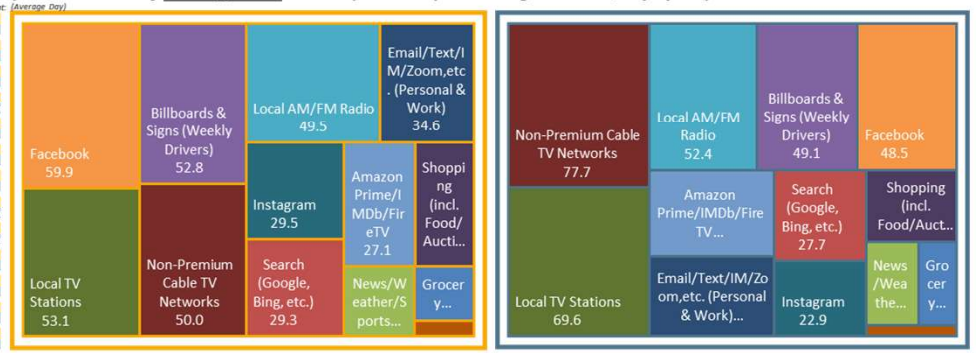
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 691

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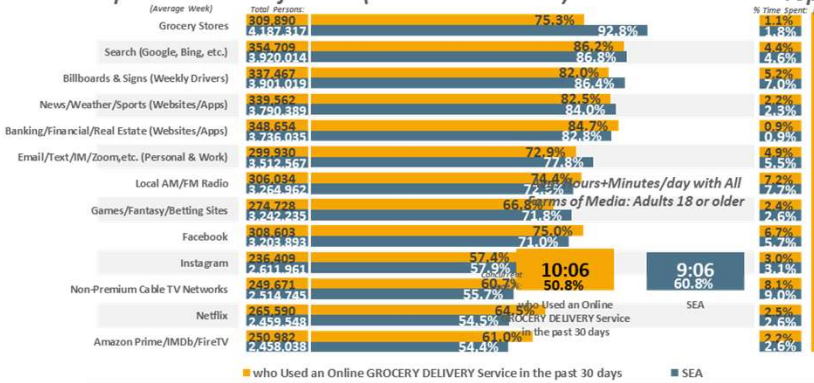
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

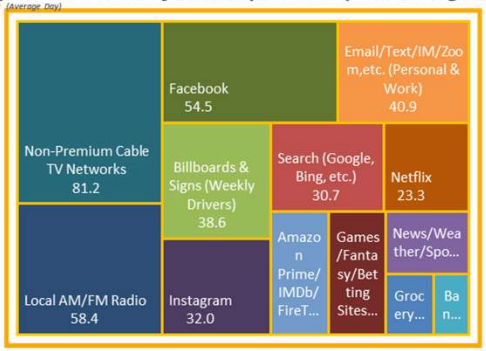


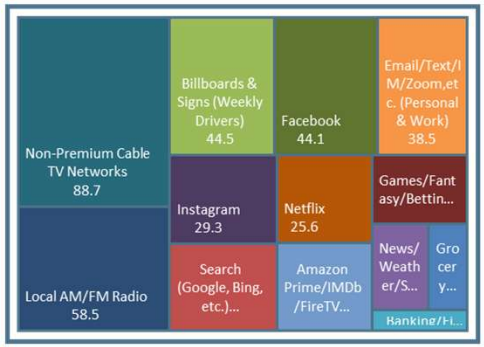
Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days spend an average of 7 hours and 10 minutes each day with All Forms of Ad-Supported Media. 71.6% listen to Local AM/FM Radio for an avg. of 49.1 minutes/day. *(Local Radio delivers 8.2% of Time with Ad-Supported Media.)*

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

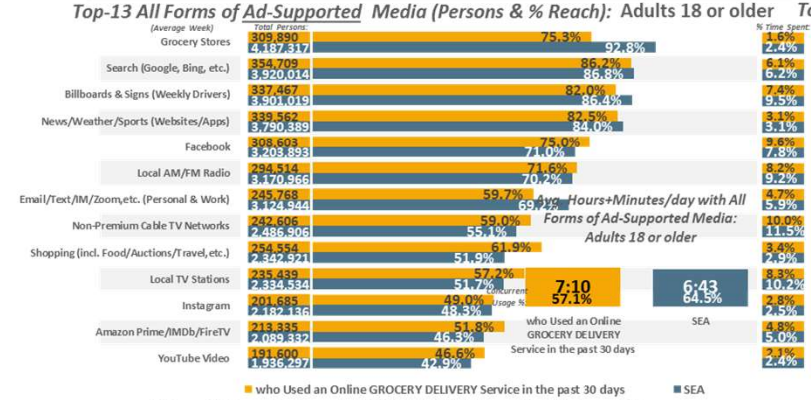


Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**

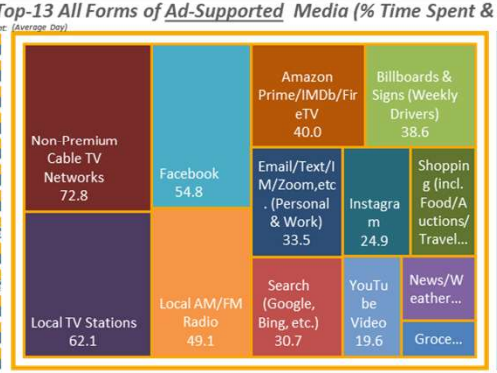


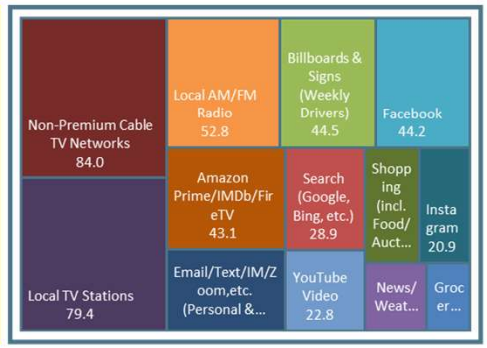


Top-13 All Forms of Ad-Supported Media (Persons & % Reach): **Adults 18 or older**



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





SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 372

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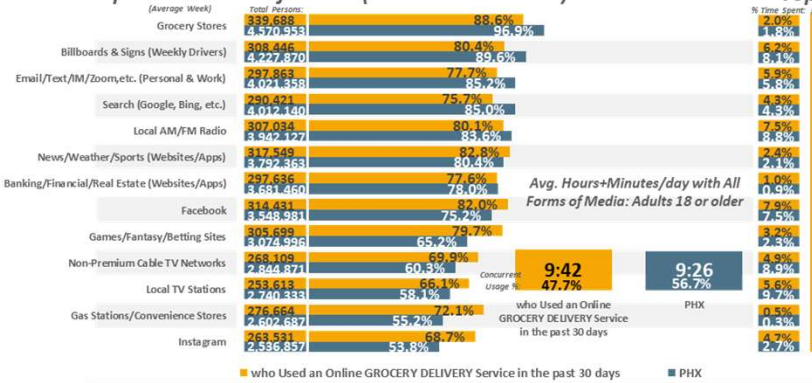
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

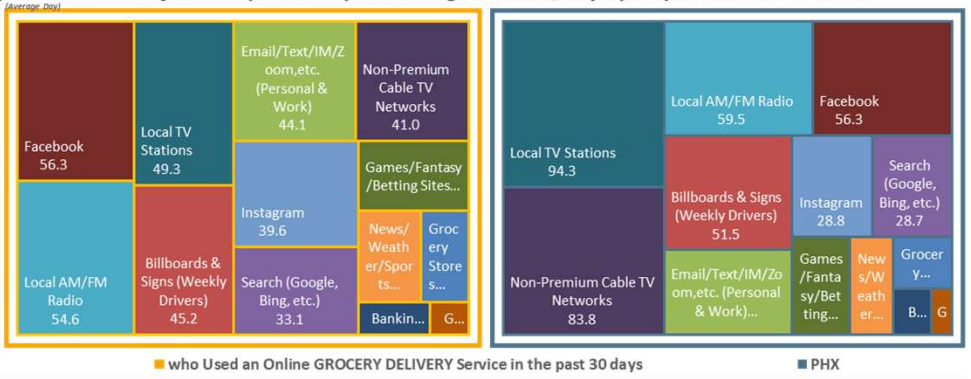


Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days spend an average of 7 hours and 4 minutes each day with All Forms of Ad-Supported Media. 77.1% listen to Local AM/FM Radio for an avg. of 50.7 minutes/day.*(Local Radio delivers 9.2% of Time with Ad-Supported Media.)*

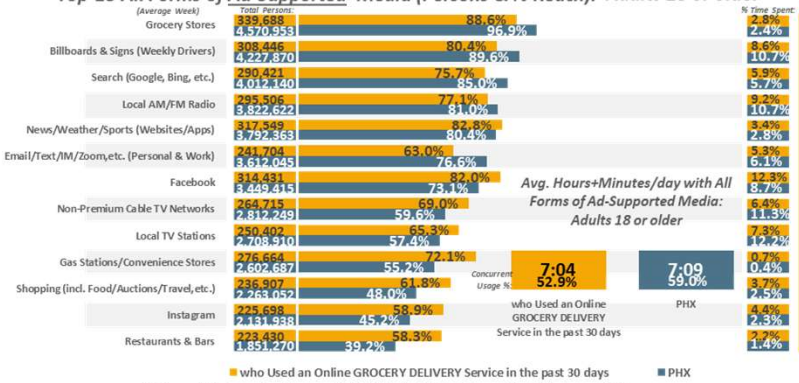
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



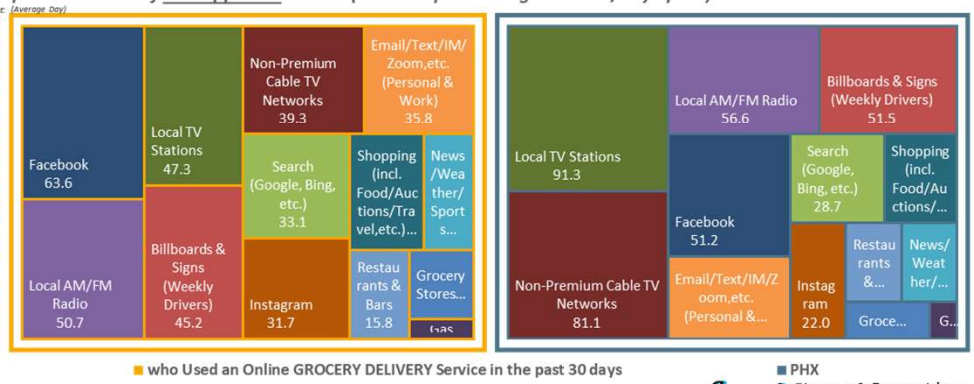
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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**



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 177

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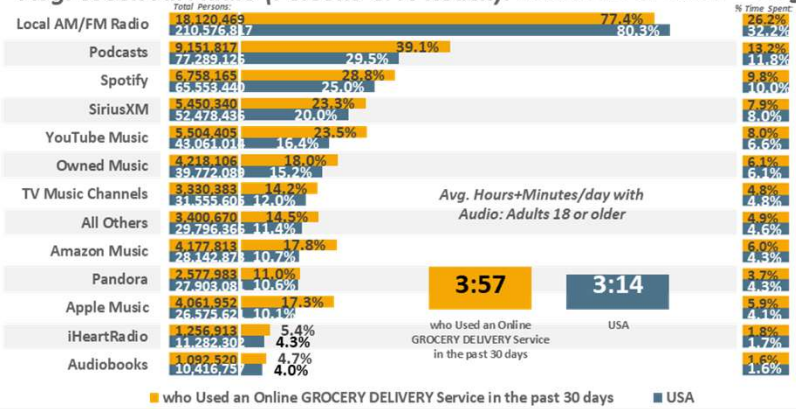
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

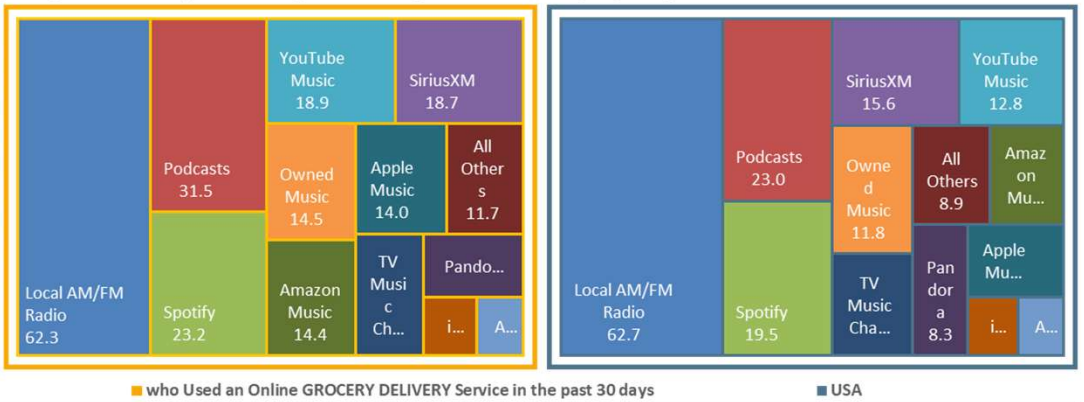


17,298,164 or 73.8% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 53.9 minutes every day representing 34.4% of all time spent daily with Ad-Supported Audio.

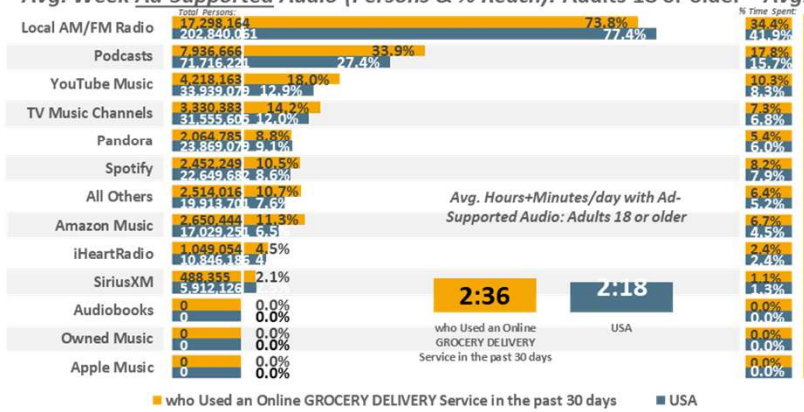
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



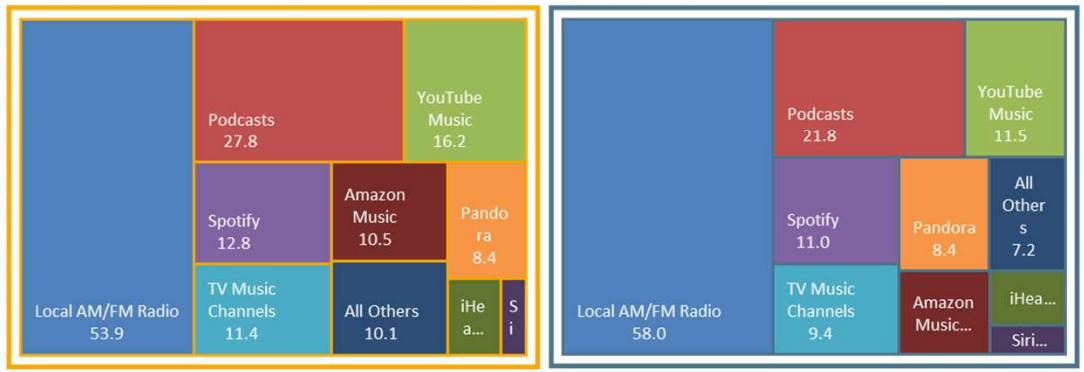
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 2,321

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Scarborough R1 2025: Feb24-Mar25 USA Projection

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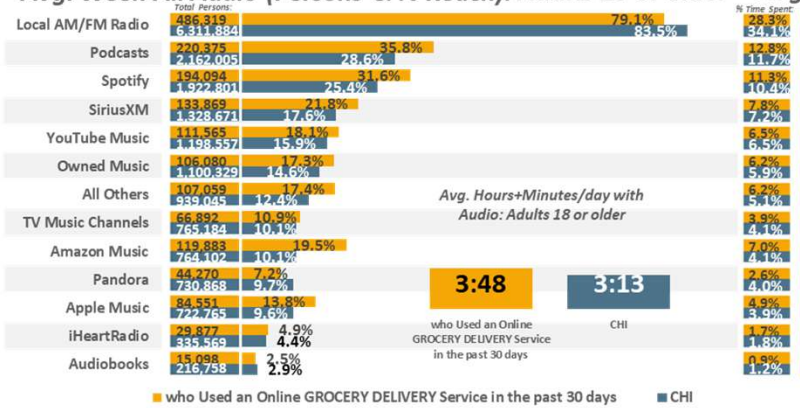
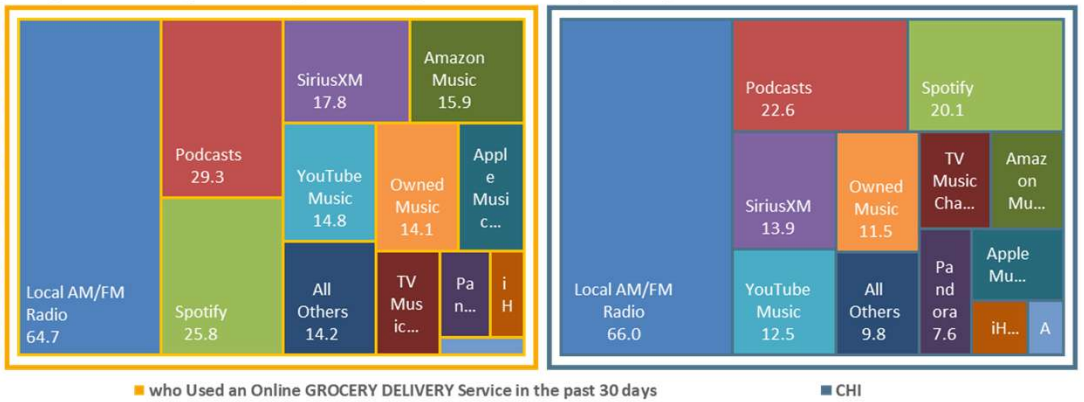
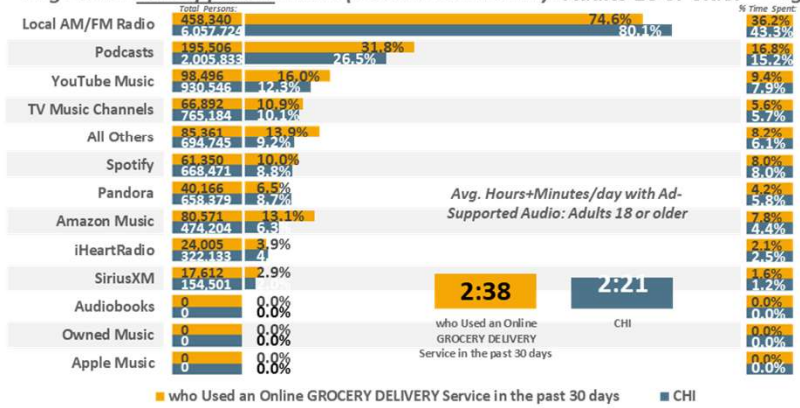
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



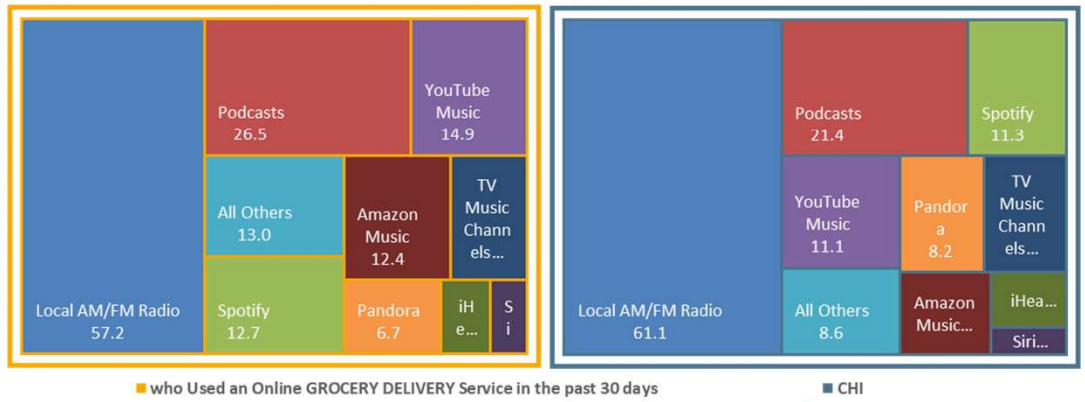
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 337

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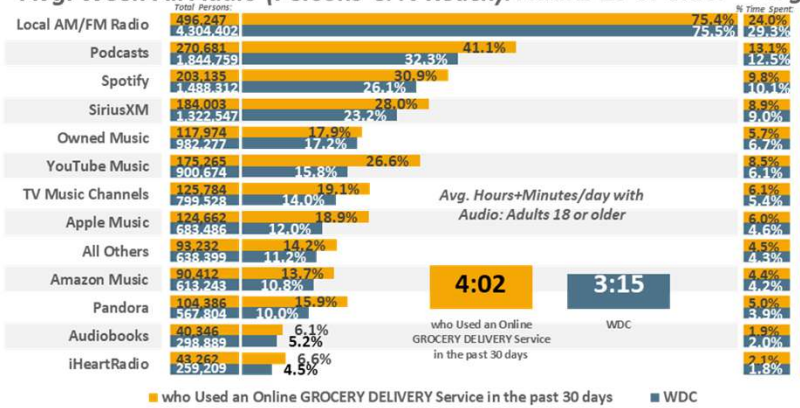
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

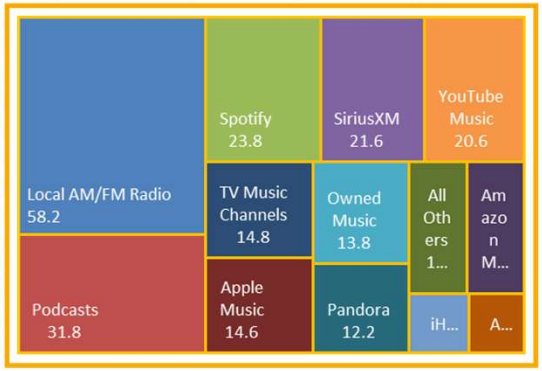


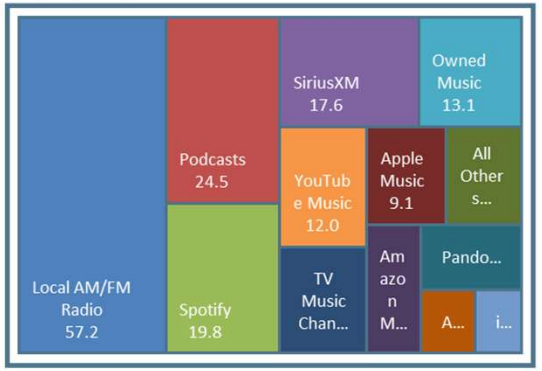
478,540 or 72.7% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 49.5 minutes every day representing 30.8% of all time spent daily with Ad-Supported Audio.

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

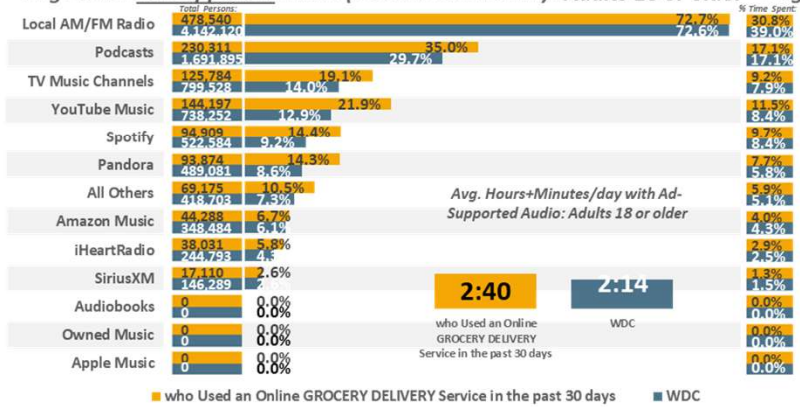


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

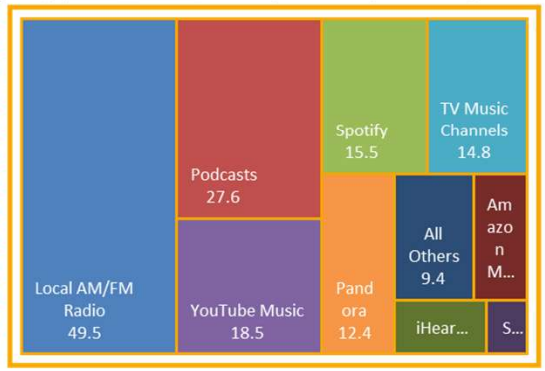


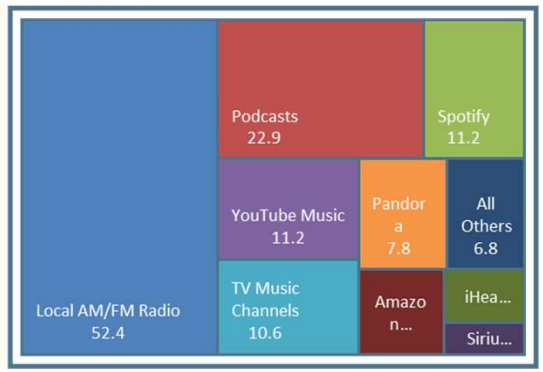


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 691

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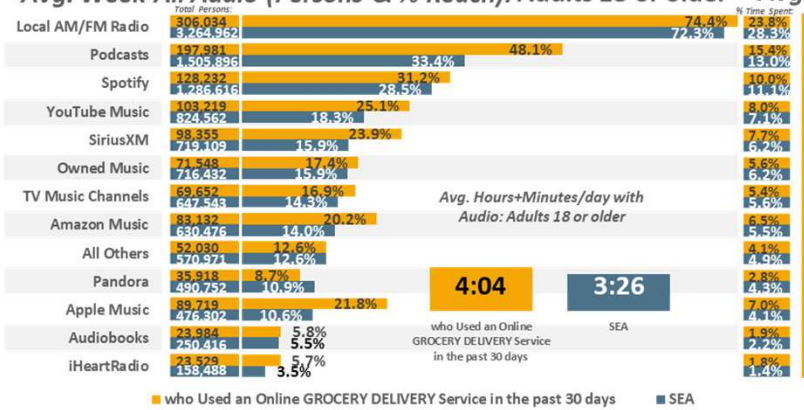
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

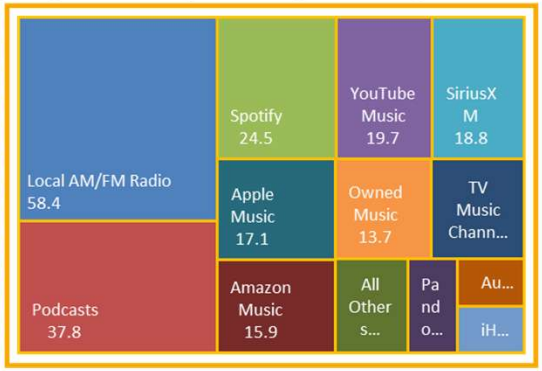


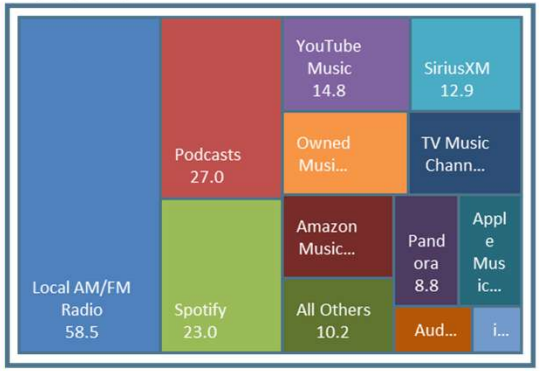
294,514 or 71.6% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 49.1 minutes every day representing 32.5% of all time spent daily with Ad-Supported Audio.

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

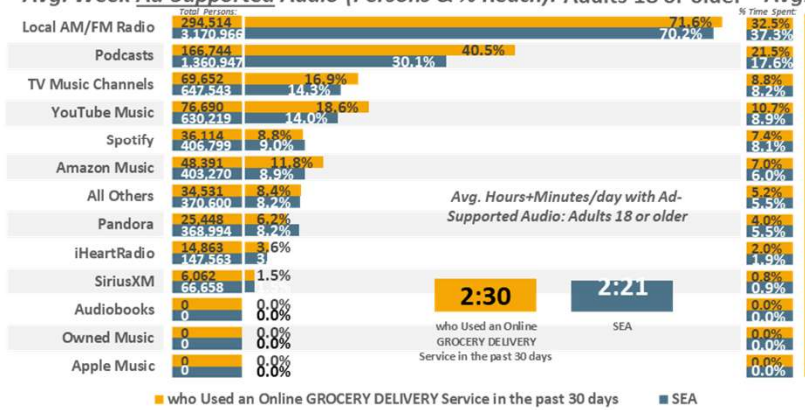


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

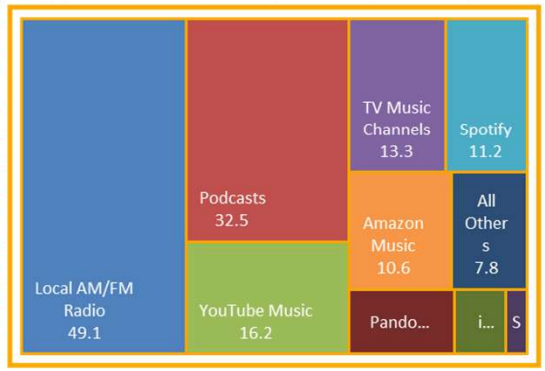


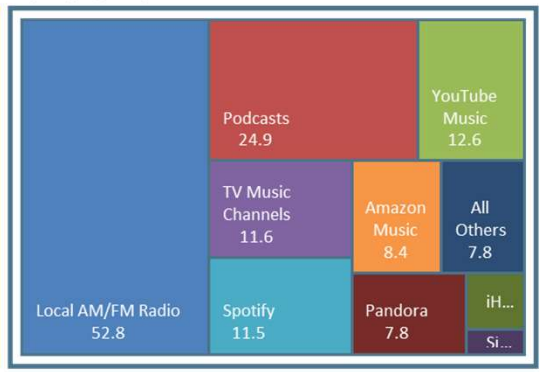


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 372

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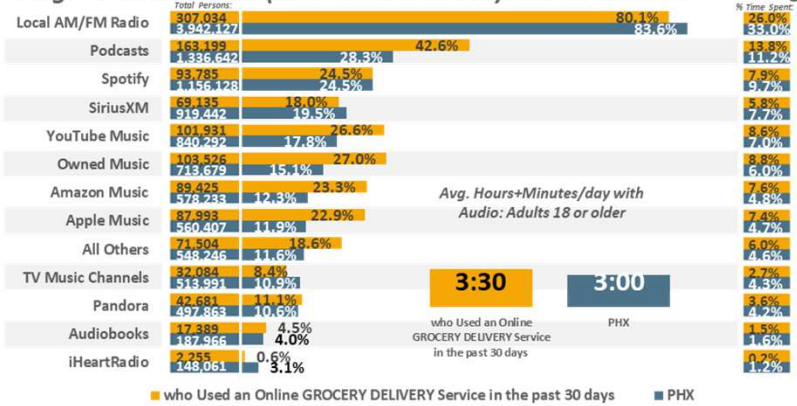
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

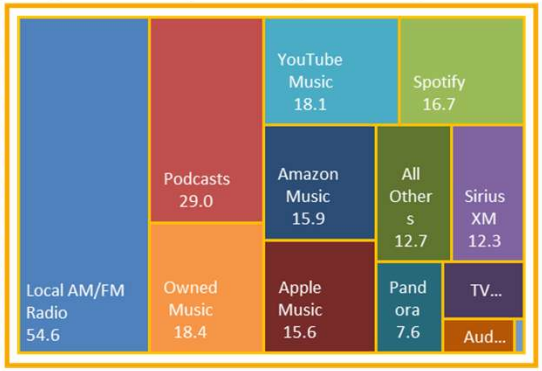


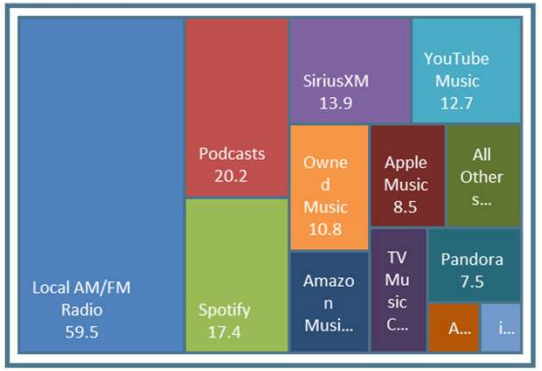
295,506 or 77.1% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 50.7 minutes every day representing 35.9% of all time spent daily with Ad-Supported Audio.

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

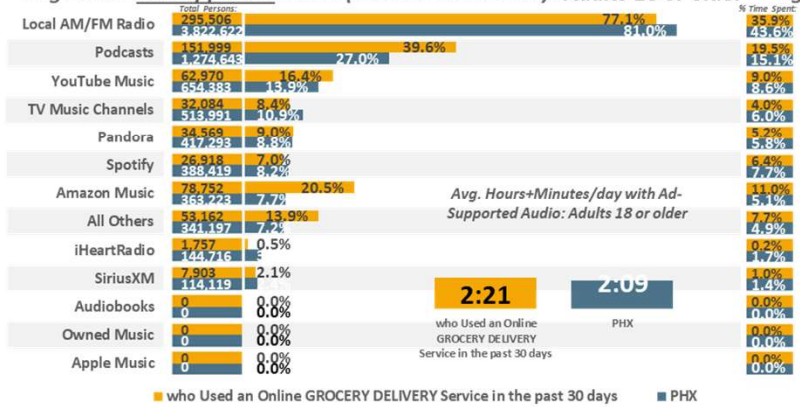


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

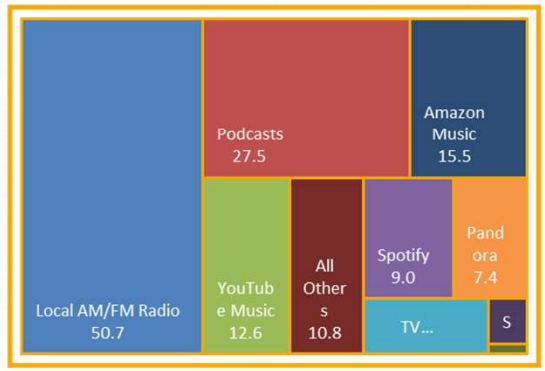


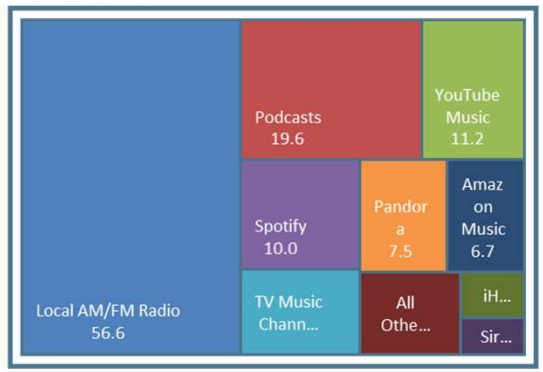


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 177

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Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



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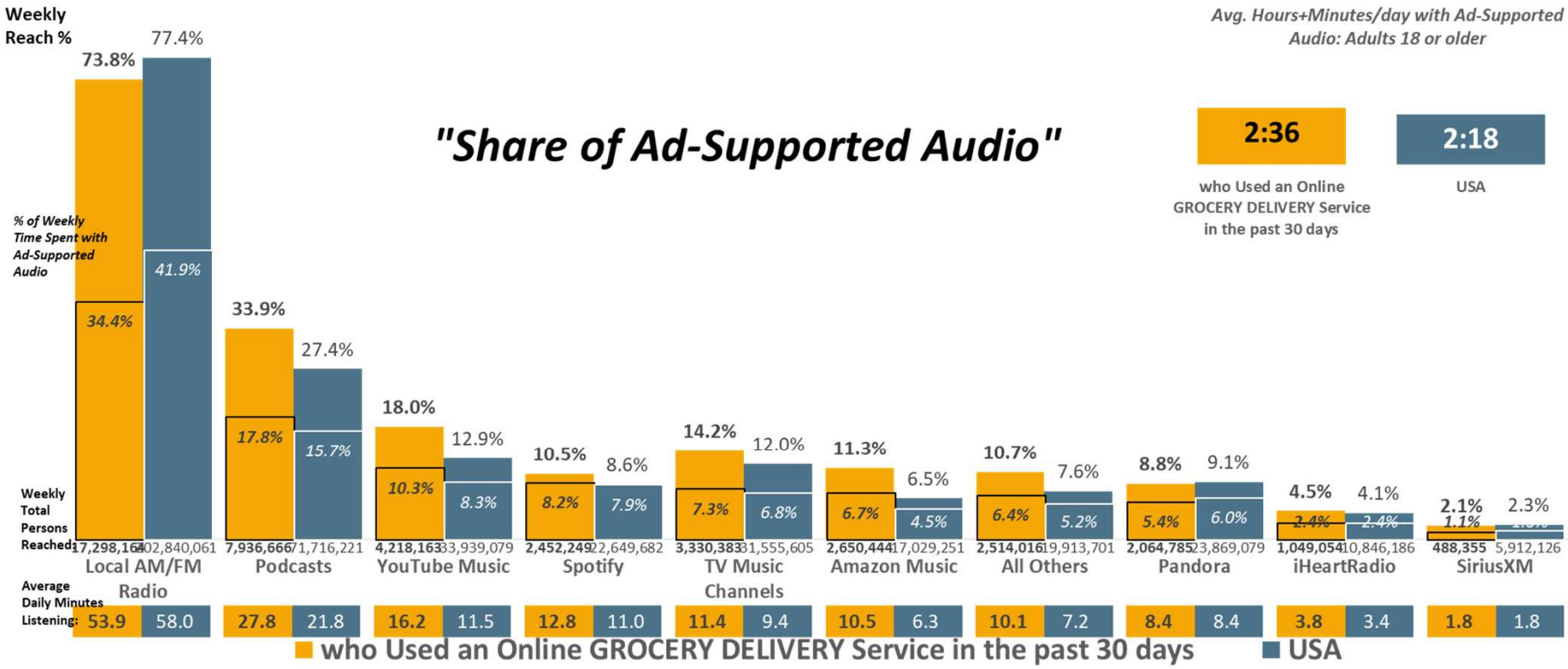

USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 2,321

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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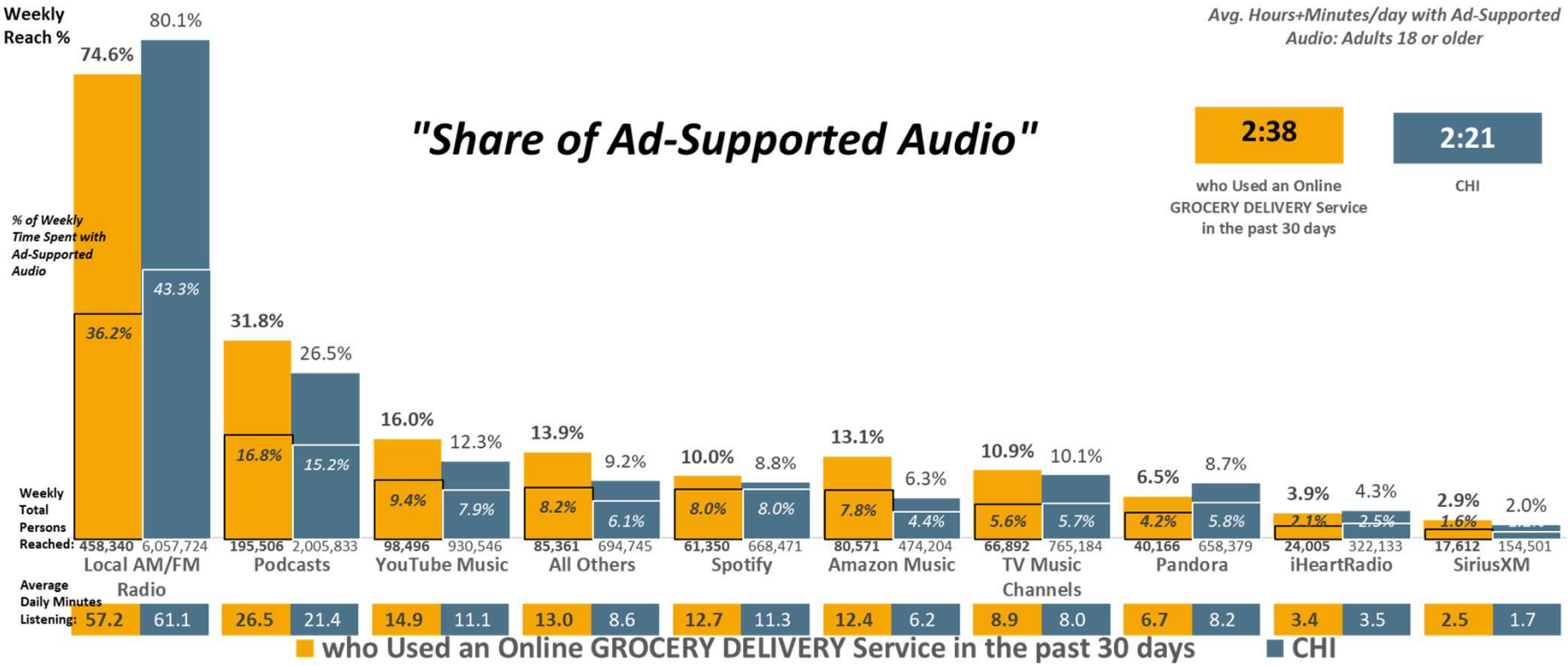

CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 337 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,846

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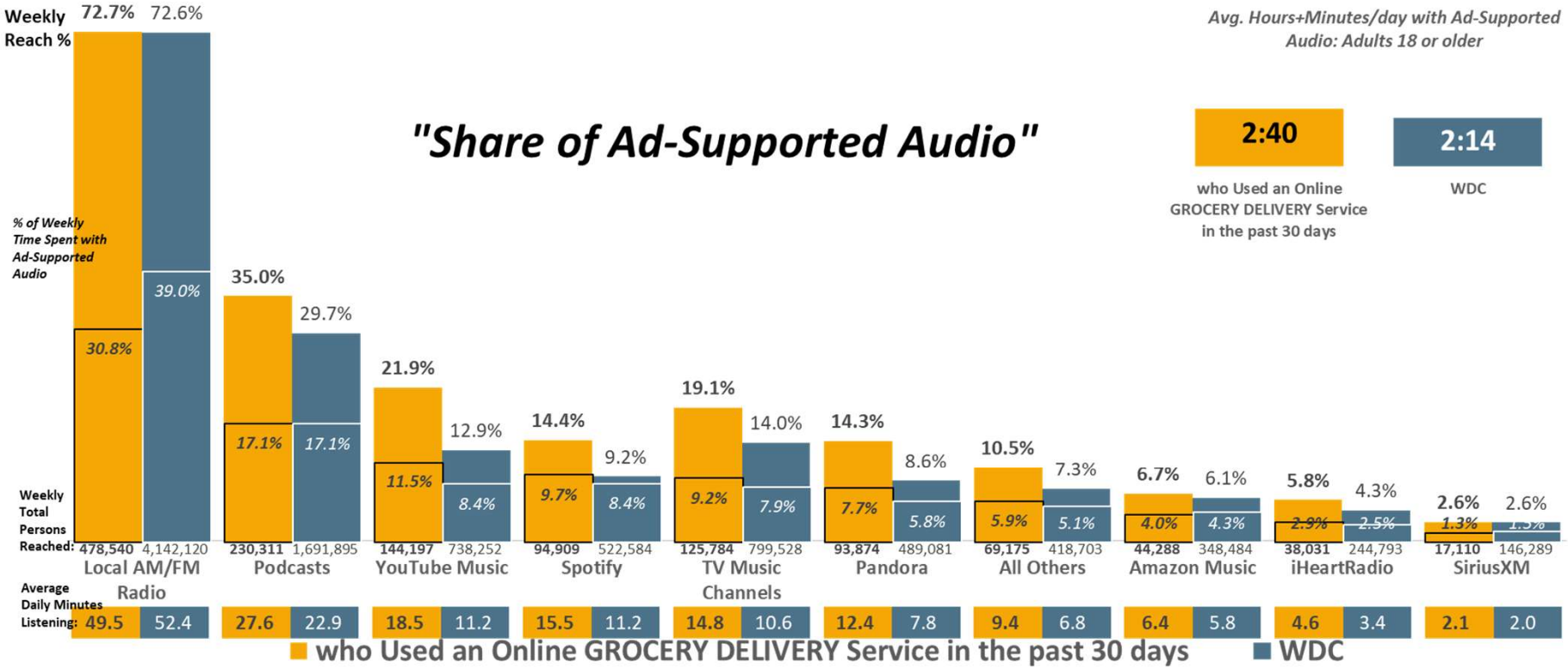

WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 691 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

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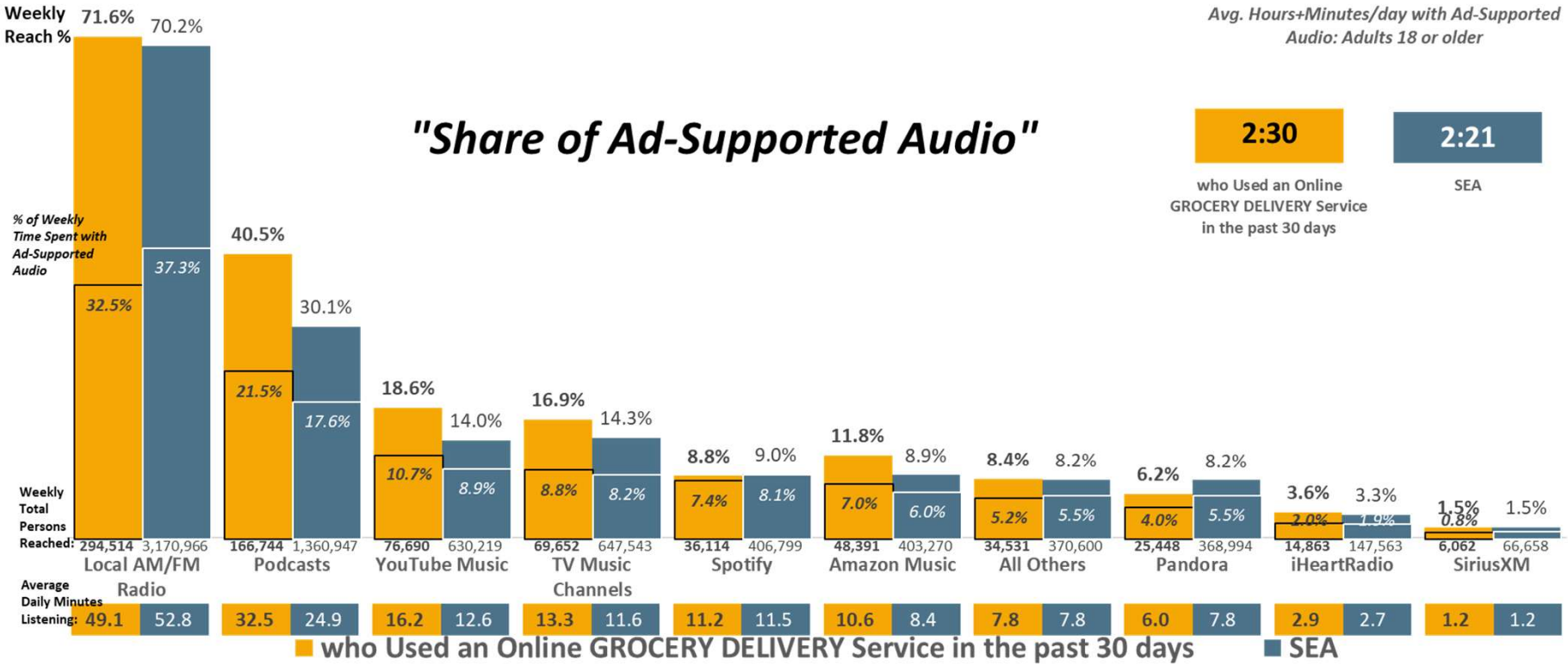

SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 372 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

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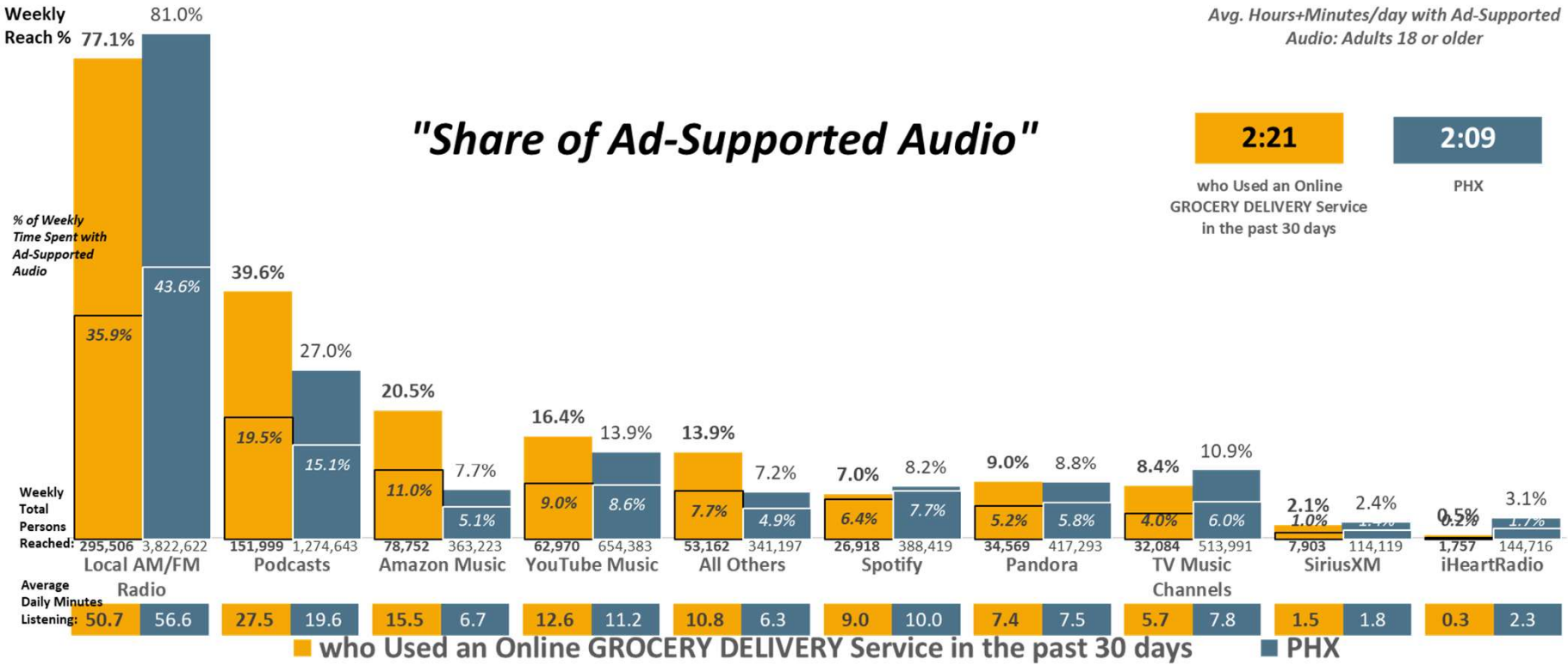

PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 177 PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,461

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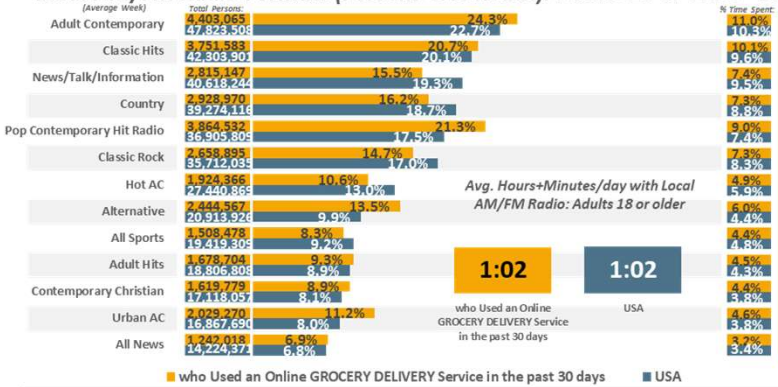
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

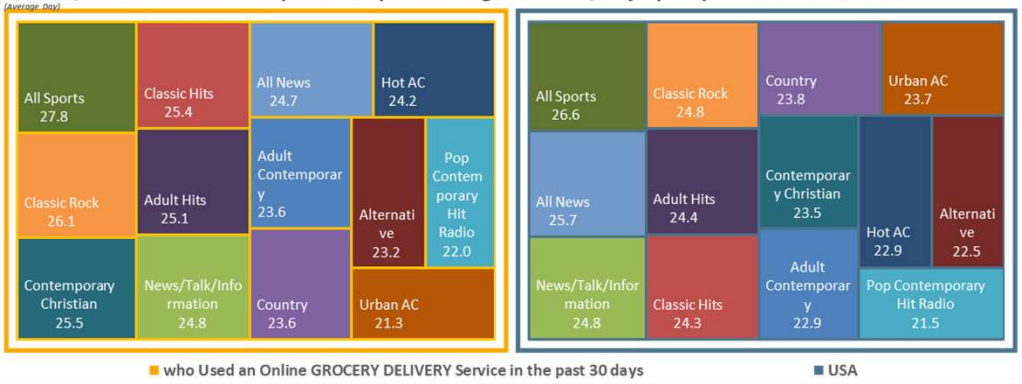


17,298,164 or 73.8% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Country, and Classic Ro

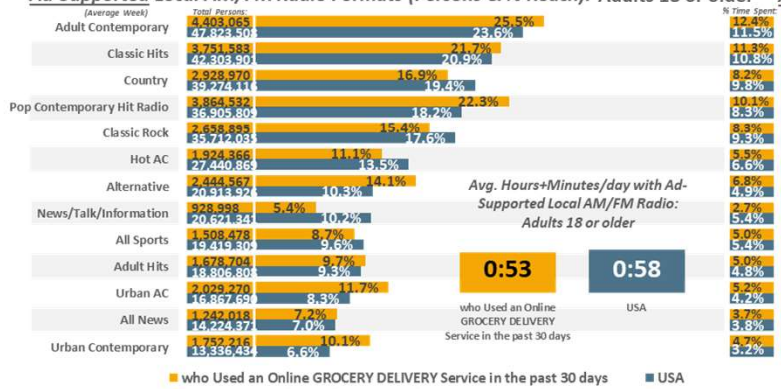
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



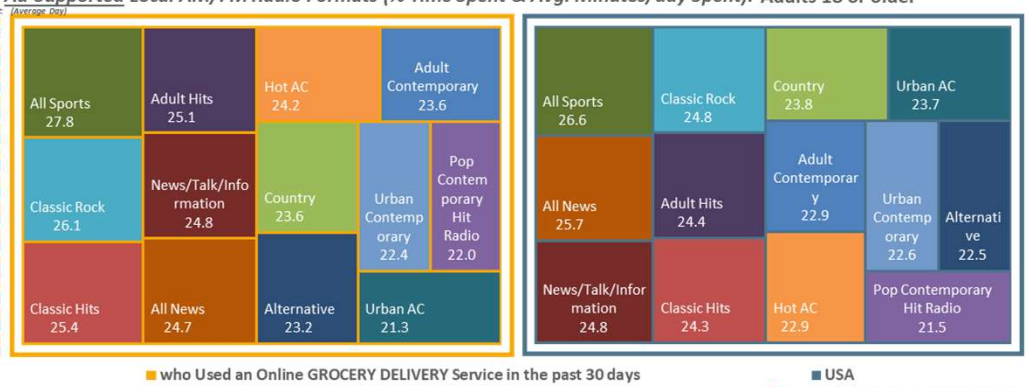
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2025: Feb24-Mar25 Qual Intab 2,321

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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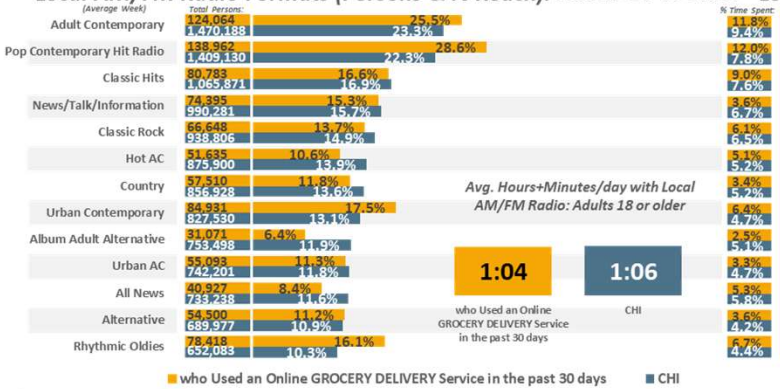
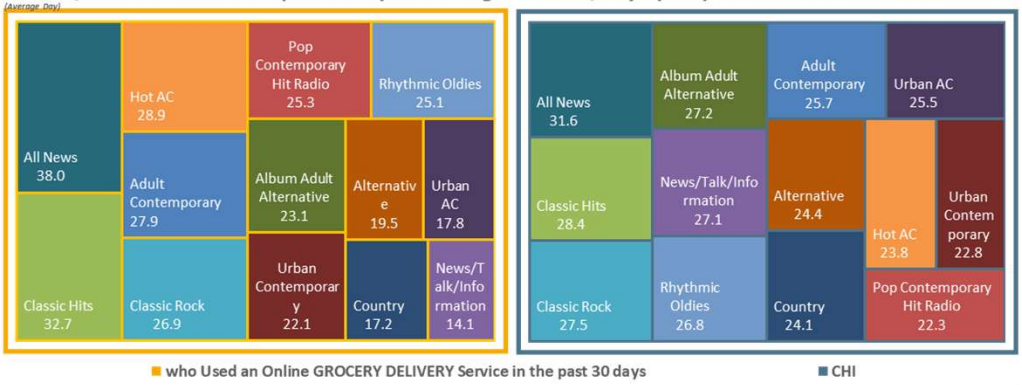
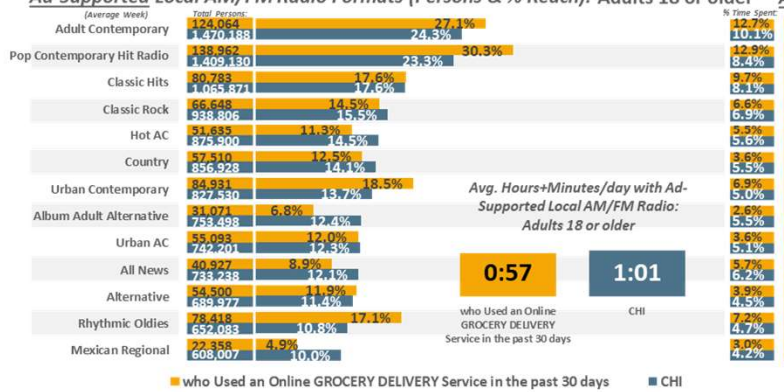
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



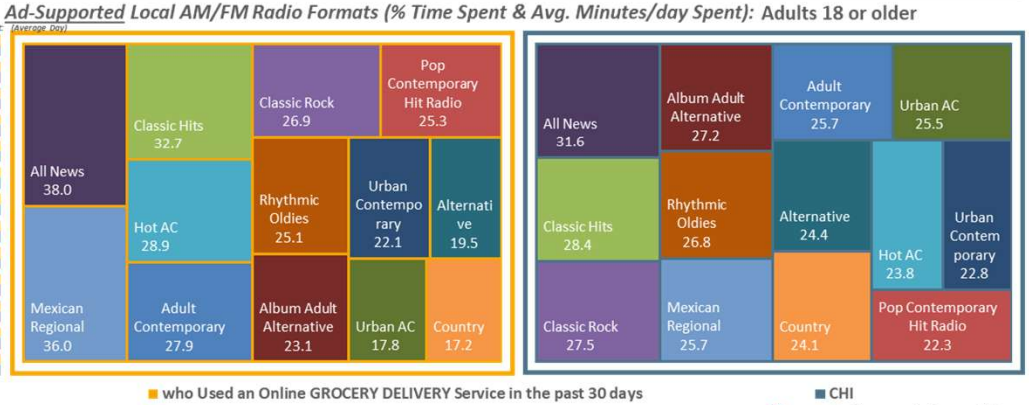
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 337

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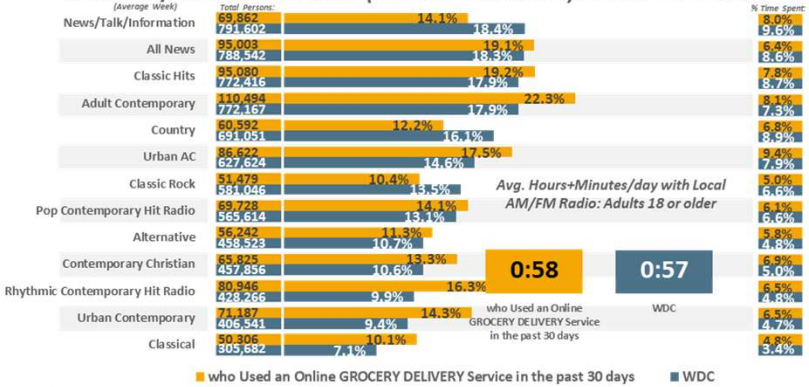
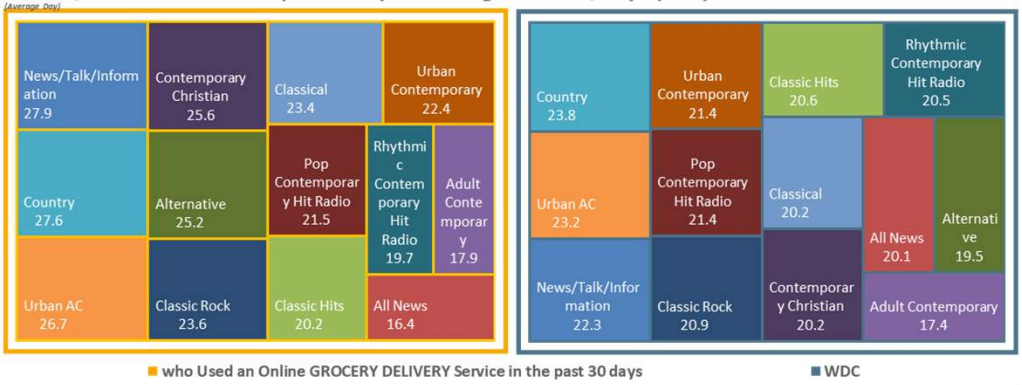
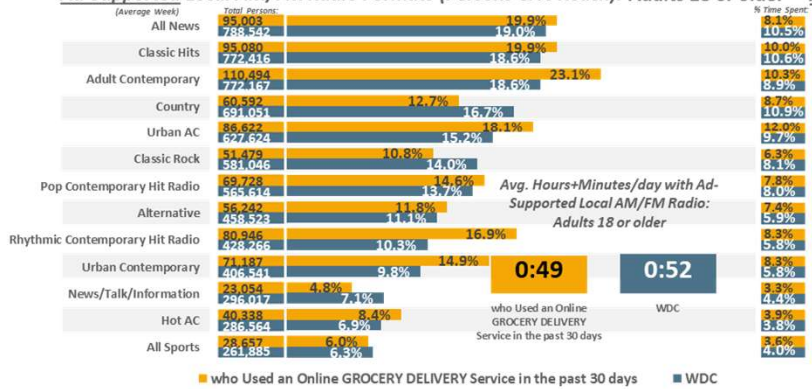
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



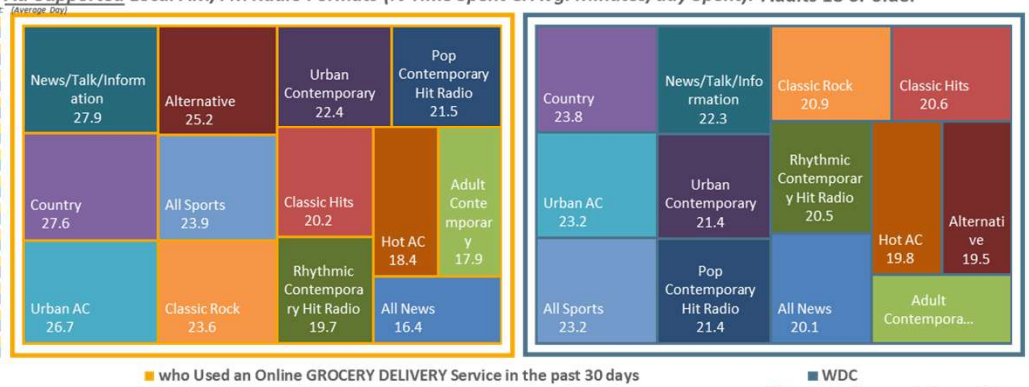
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 691

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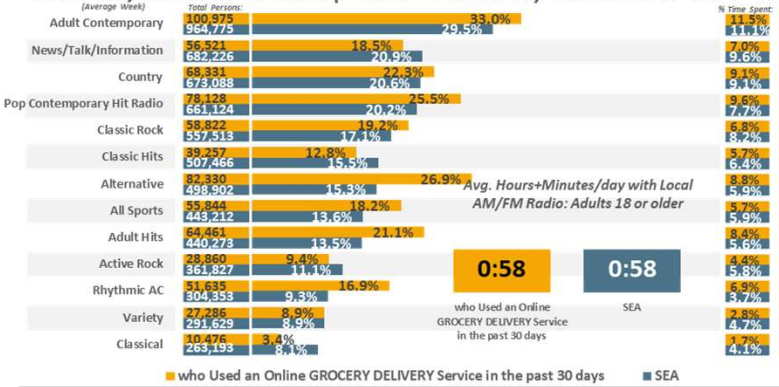
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

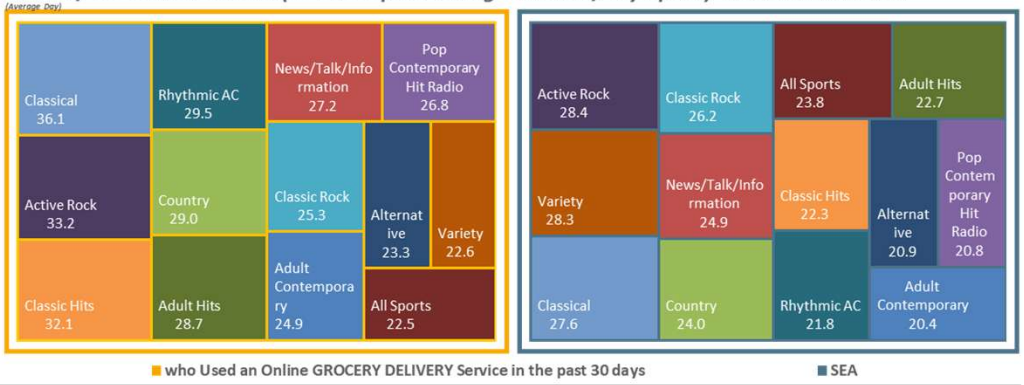


294,514 or 71.6% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Alternative, Pop Contemporary Hit Radio, Country, and Adult Hits.

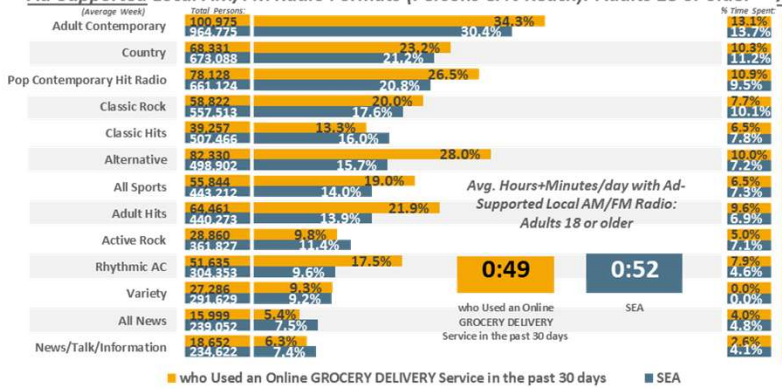
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



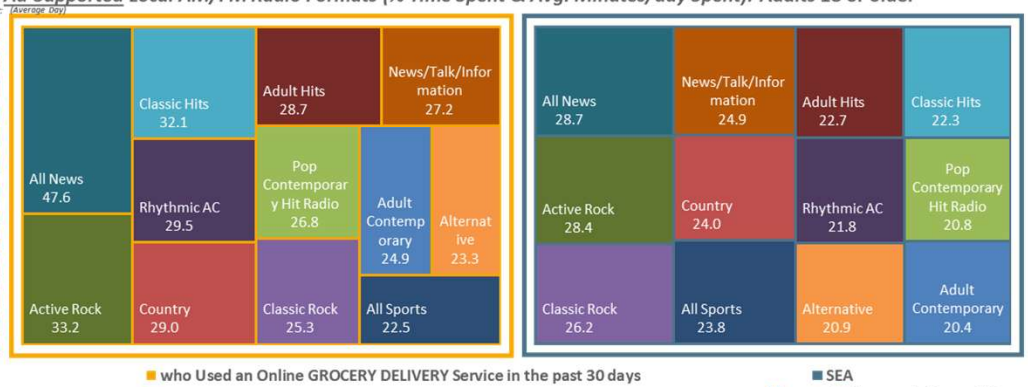
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 372

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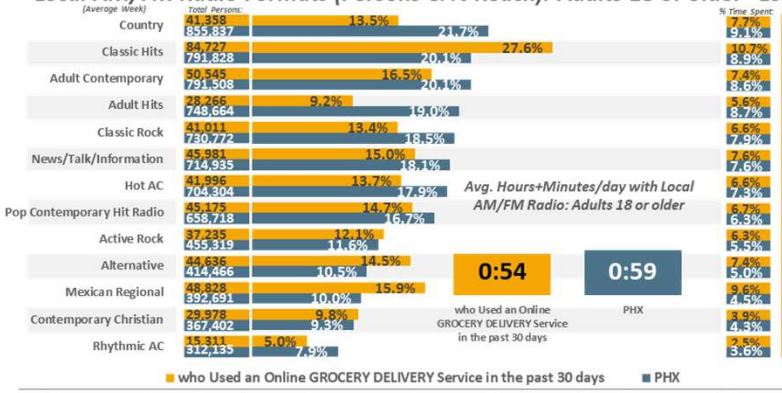
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

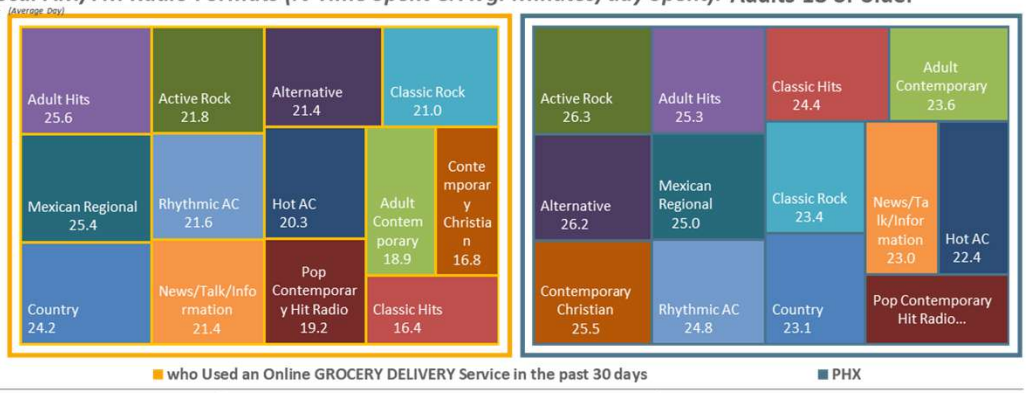


295,506 or 77.1% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Adult Contemporary, Mexican Regional, Pop Contemporary Hit Radio, and Alte

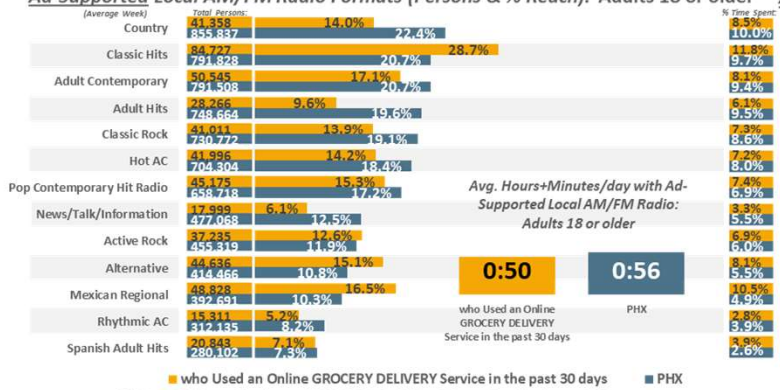
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



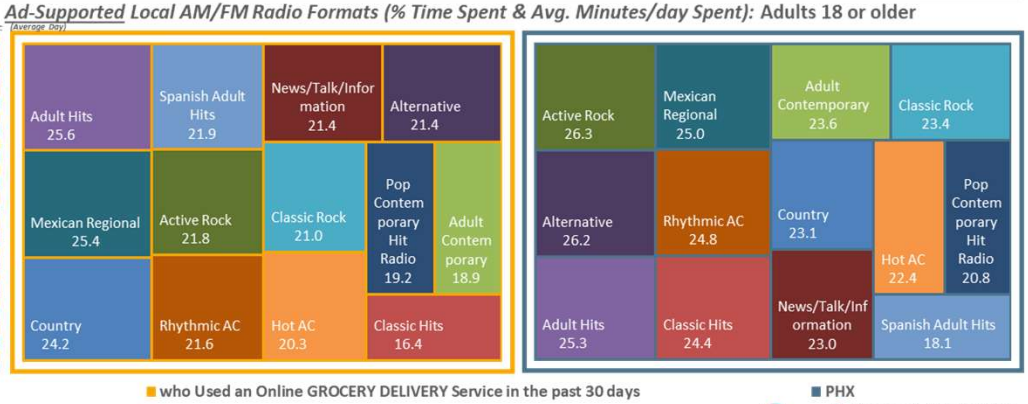
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 177

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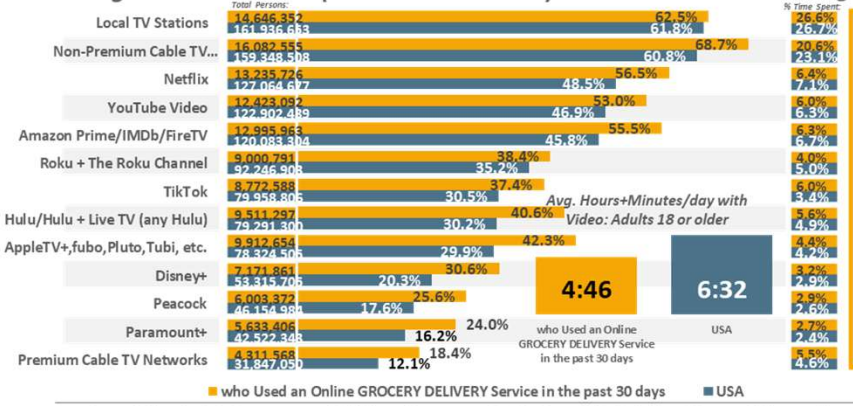
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

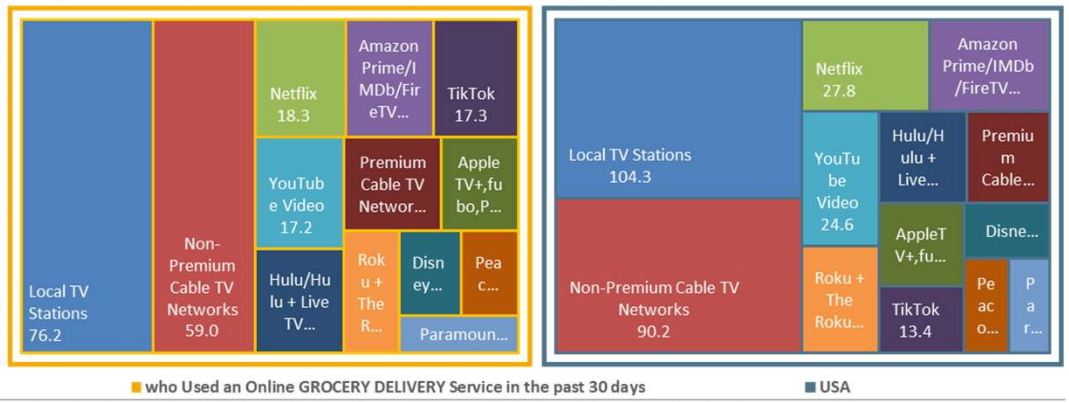


14,321,739 or 61.1% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days watch Ad-Supported Local TV Stations for an average of 69.8 minutes every day representing 29.5% of all time spent daily with Ad-Supported Video.

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

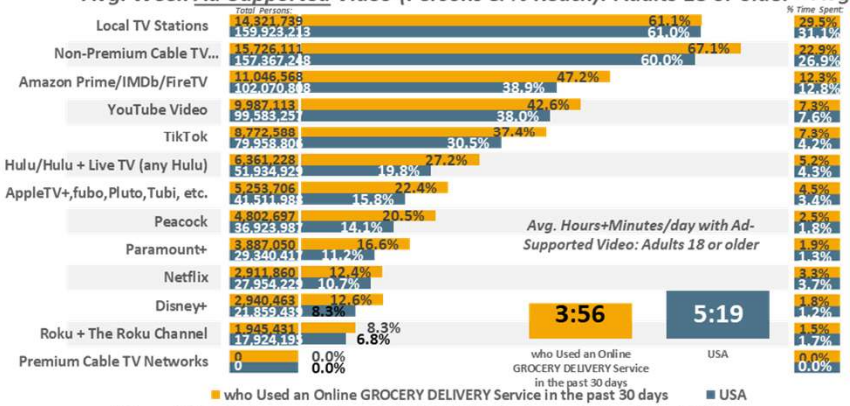


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

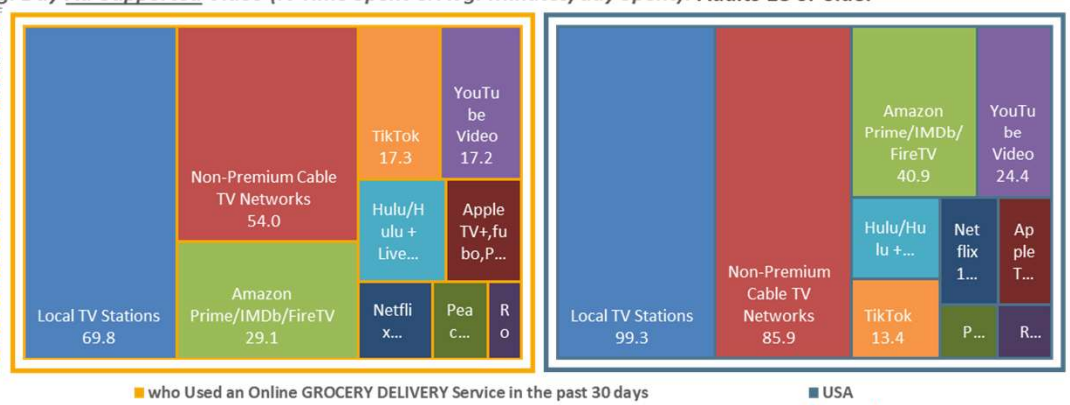


■ who Used an Online GROCERY DELIVERY Service in the past 30 days ■ USA

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 Used an Online GROCERY DELIVERY Service in the past 30 days ■ USA

USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 2,321

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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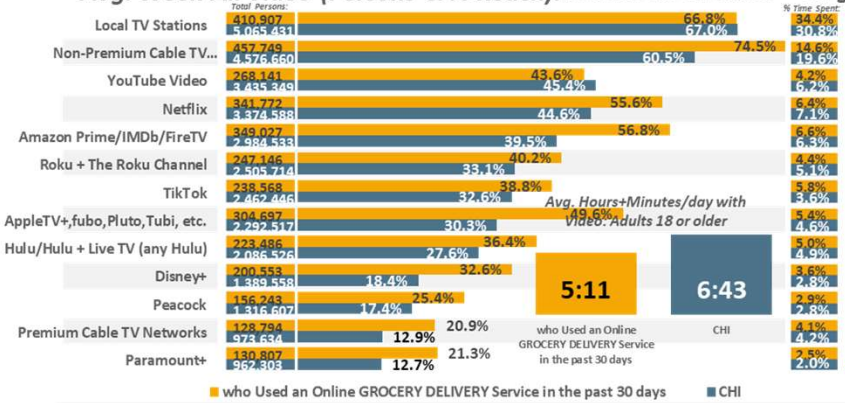
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

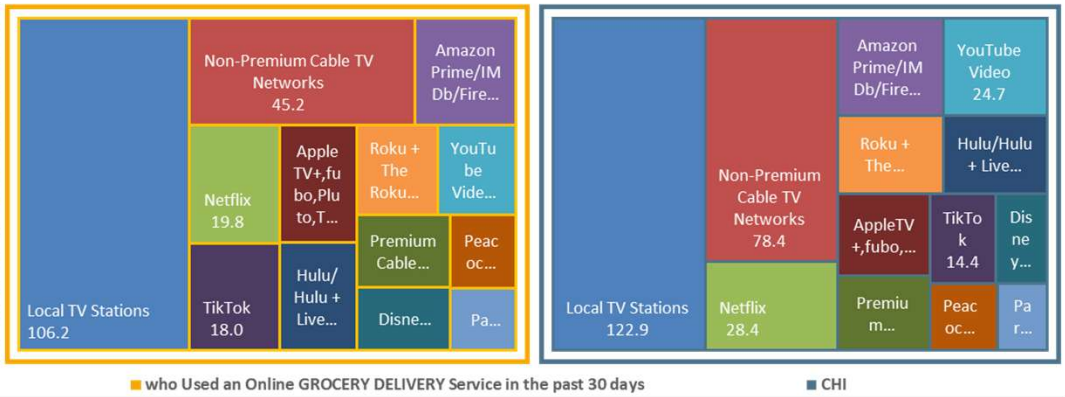


401,069 or 65.2% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days watch Ad-Supported Local TV Stations for an average of 96.2 minutes every day representing 37.8% of all time spent daily with Ad-Supported Video.

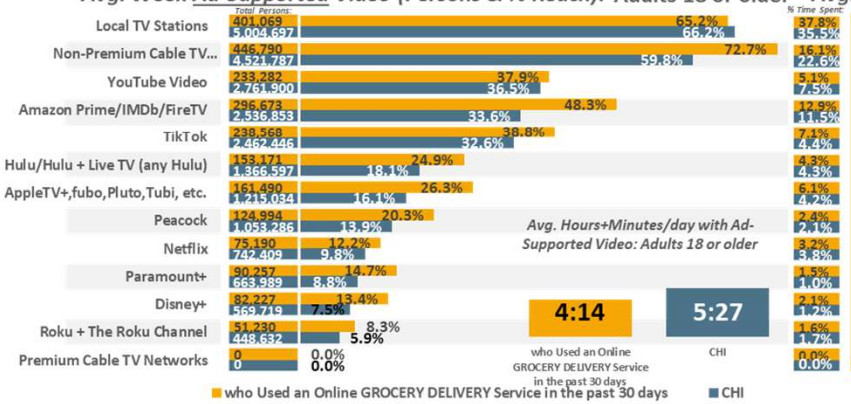
Avg. Week All Video (Persons & % Reach): Adults 18 or older



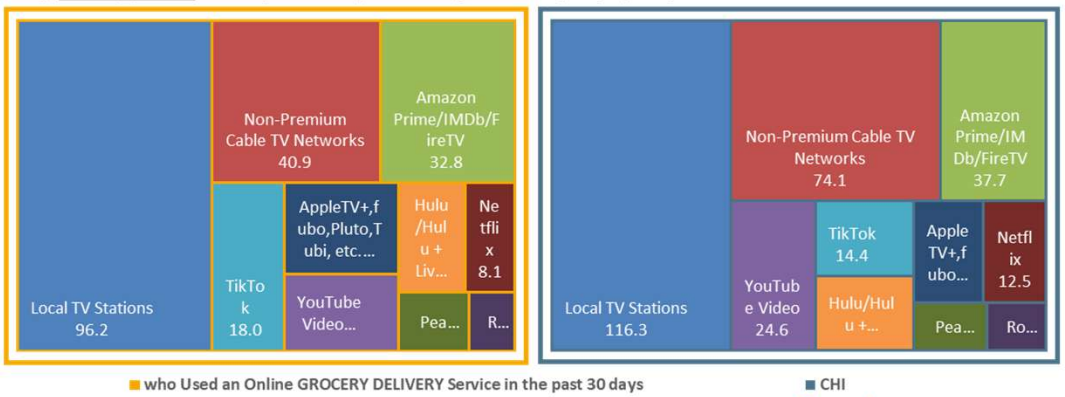
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 337

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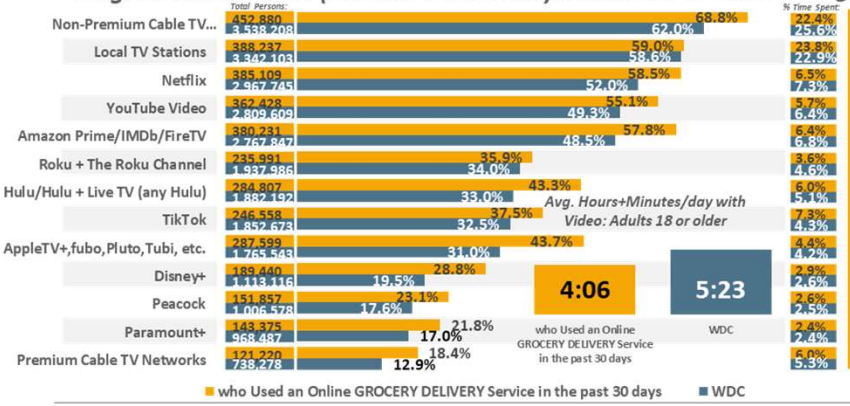
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

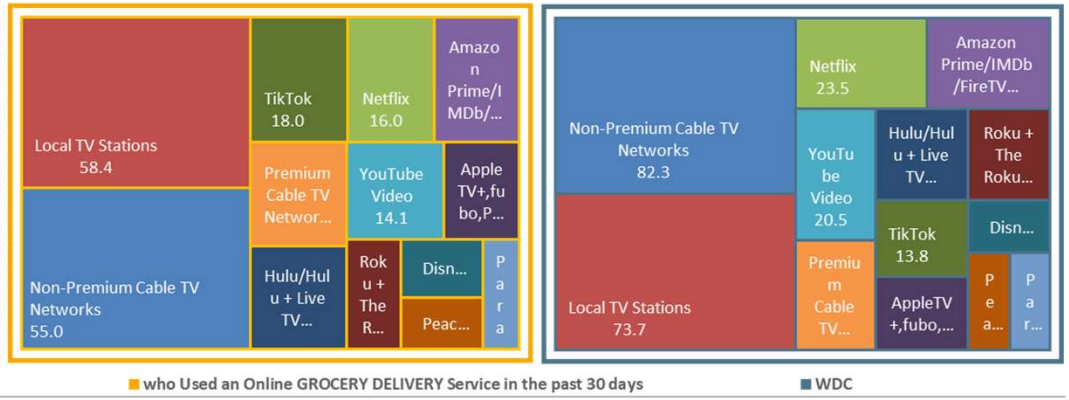


378,789 or 57.5% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days watch Ad-Supported Local TV Stations for an average of 53.1 minutes every day representing 26.% of all time spent daily with Ad-Supported Video.

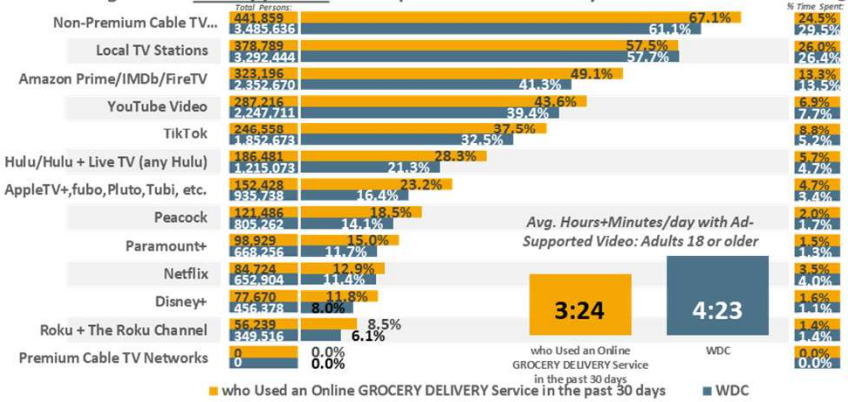
Avg. Week All Video (Persons & % Reach): Adults 18 or older



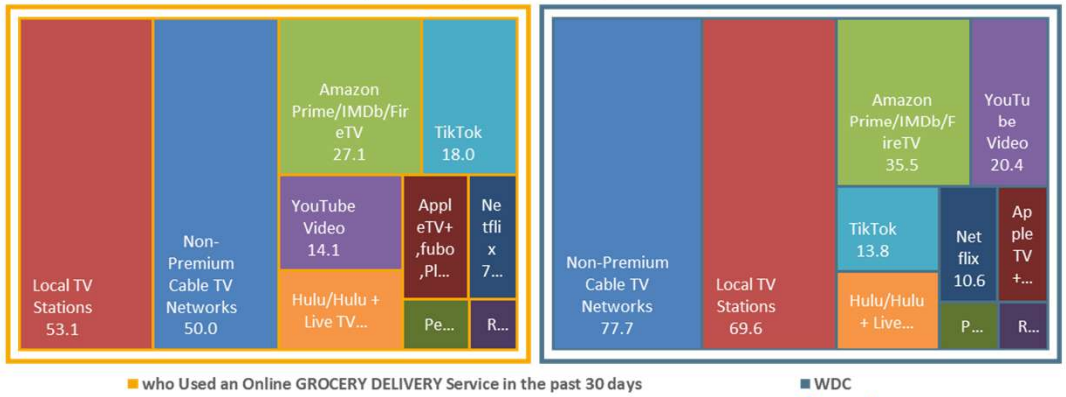
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 691

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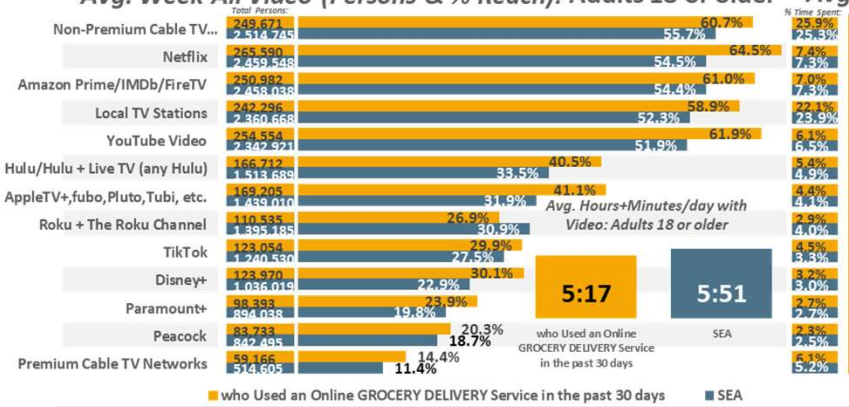
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

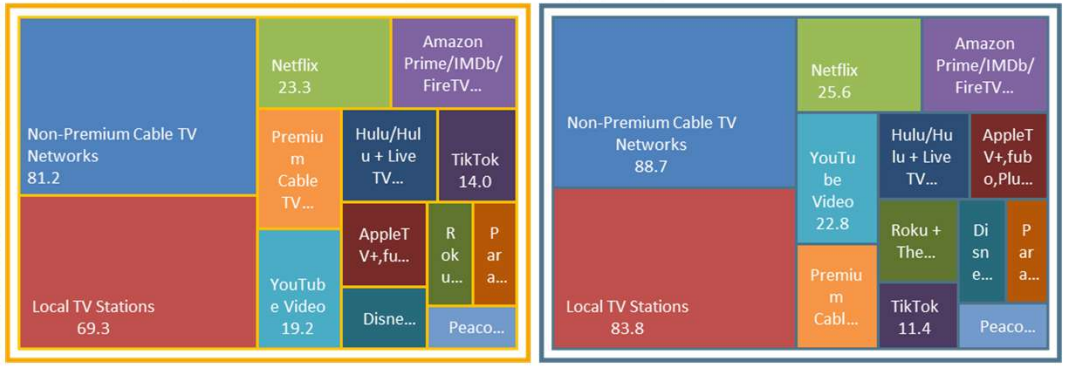


235,439 or 57.2% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days watch Ad-Supported Local TV Stations for an average of 62.1 minutes every day representing 23.9% of all time spent daily with Ad-Supported Video.

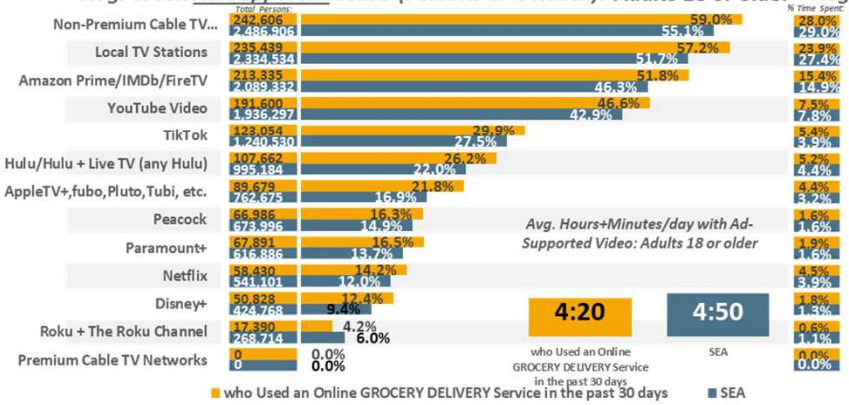
Avg. Week All Video (Persons & % Reach): Adults 18 or older



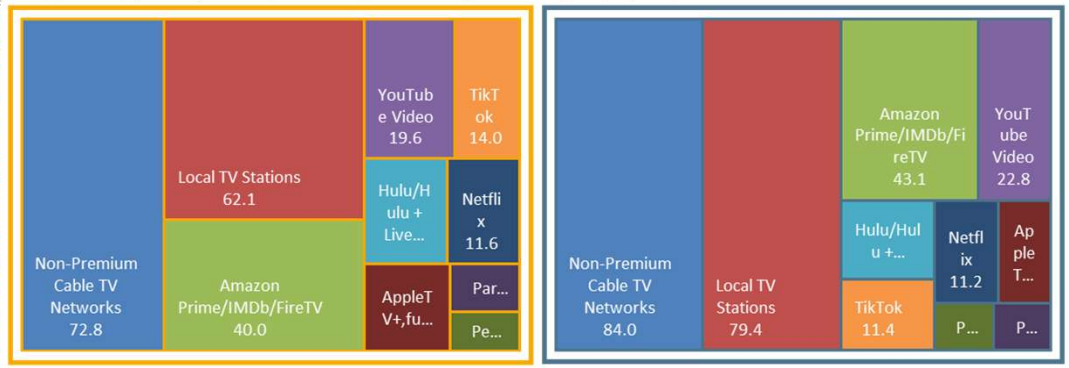
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 372

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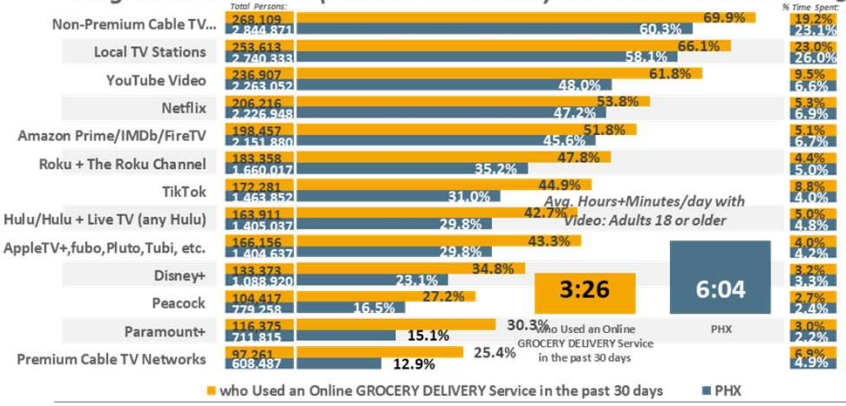
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

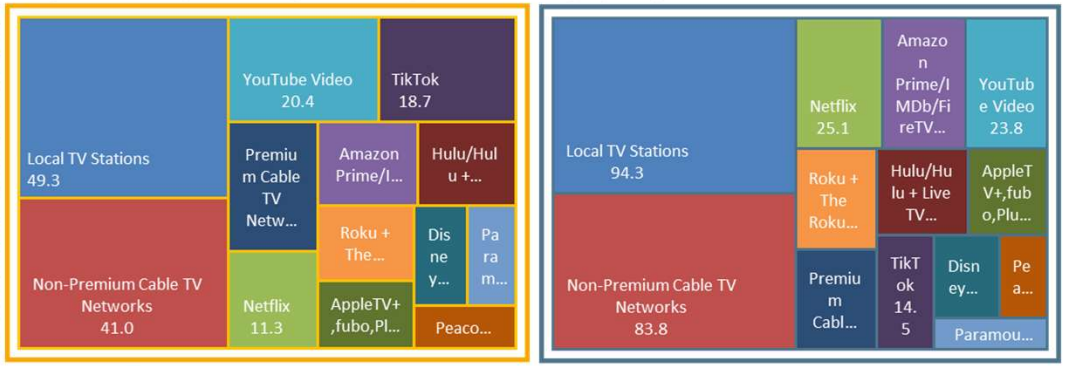


250,402 or 65.3% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days watch Ad-Supported Local TV Stations for an average of 47.3 minutes every day representing 27.6% of all time spent daily with Ad-Supported Video.

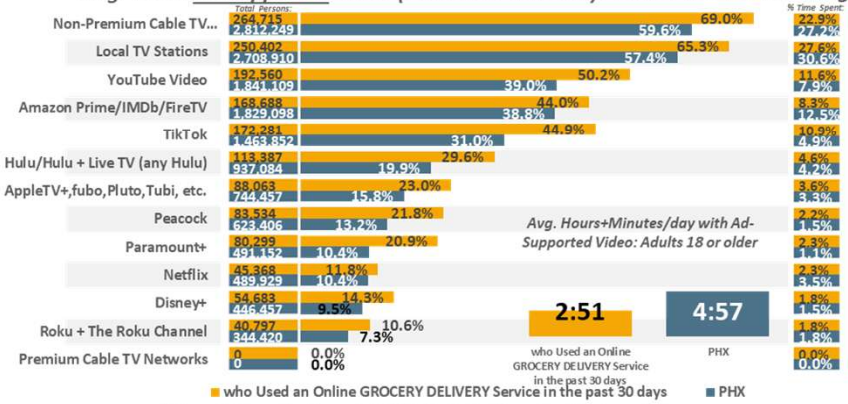
Avg. Week All Video (Persons & % Reach): Adults 18 or older



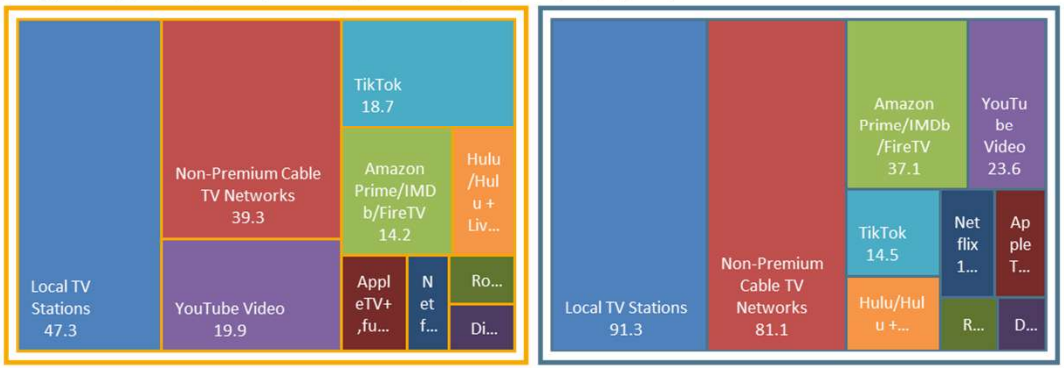
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 177

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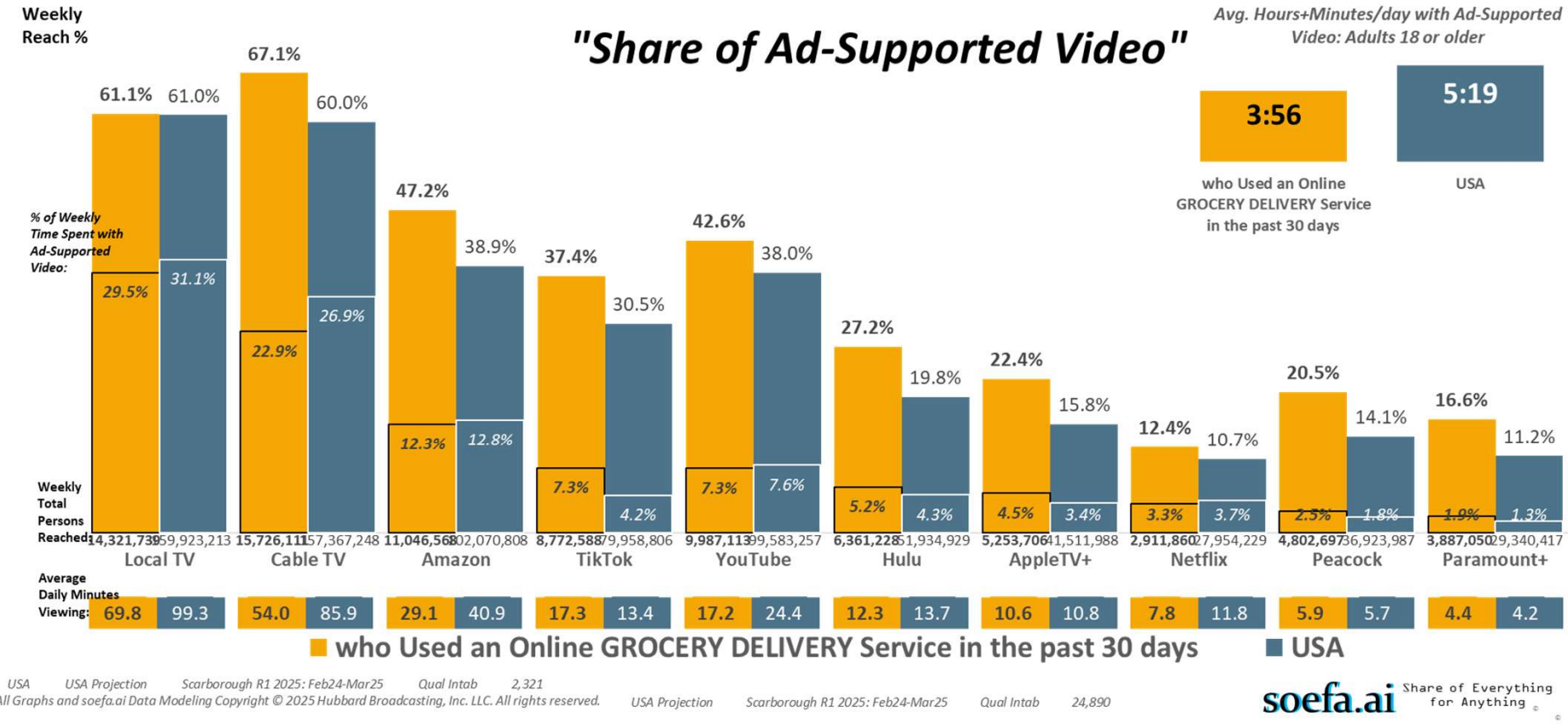
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



14,321,739 or 61.1% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days watch Ad-Supported Local TV Stations for an average of 69.8 minutes every day representing 29.5% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 2,321

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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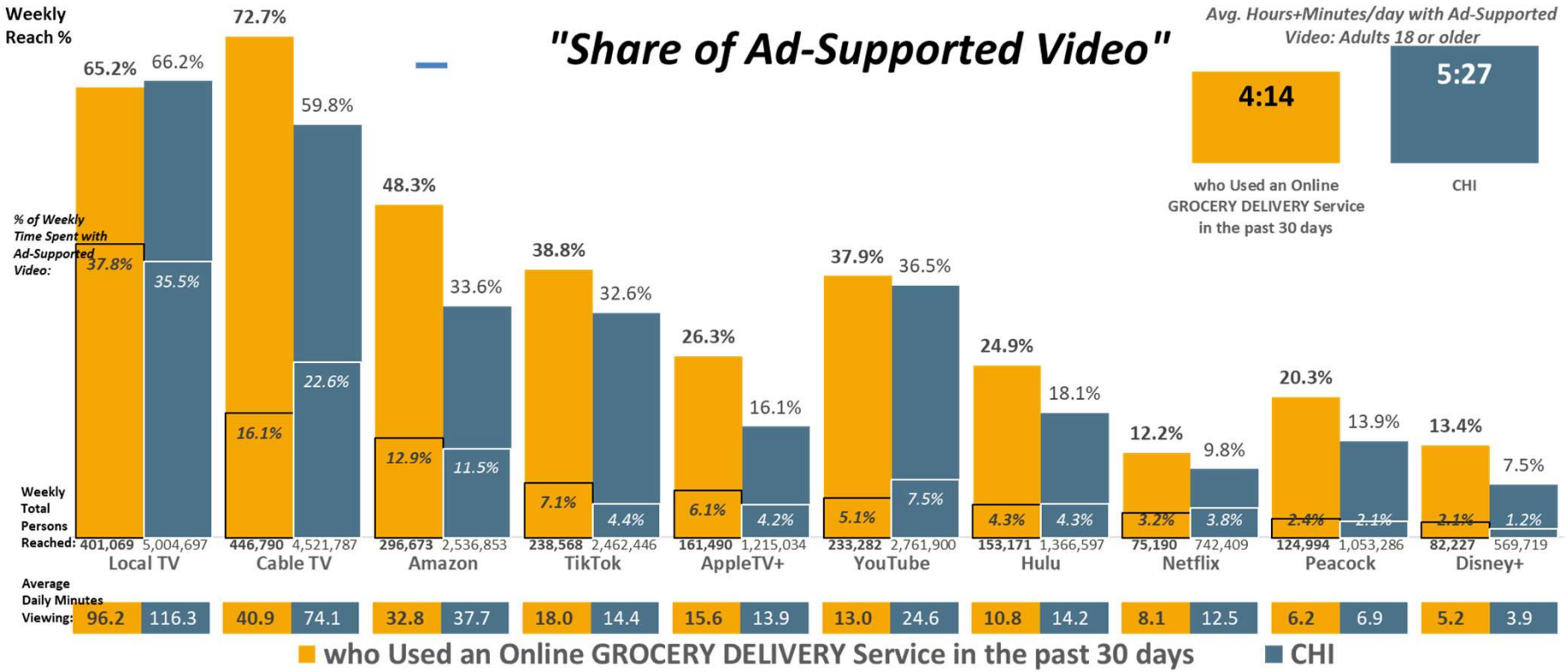
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



401,069 or 65.2% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days watch Ad-Supported Local TV Stations for an average of 96.2 minutes every day representing 37.8% of all time spent daily with Ad-Supported Video.



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 337 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,846

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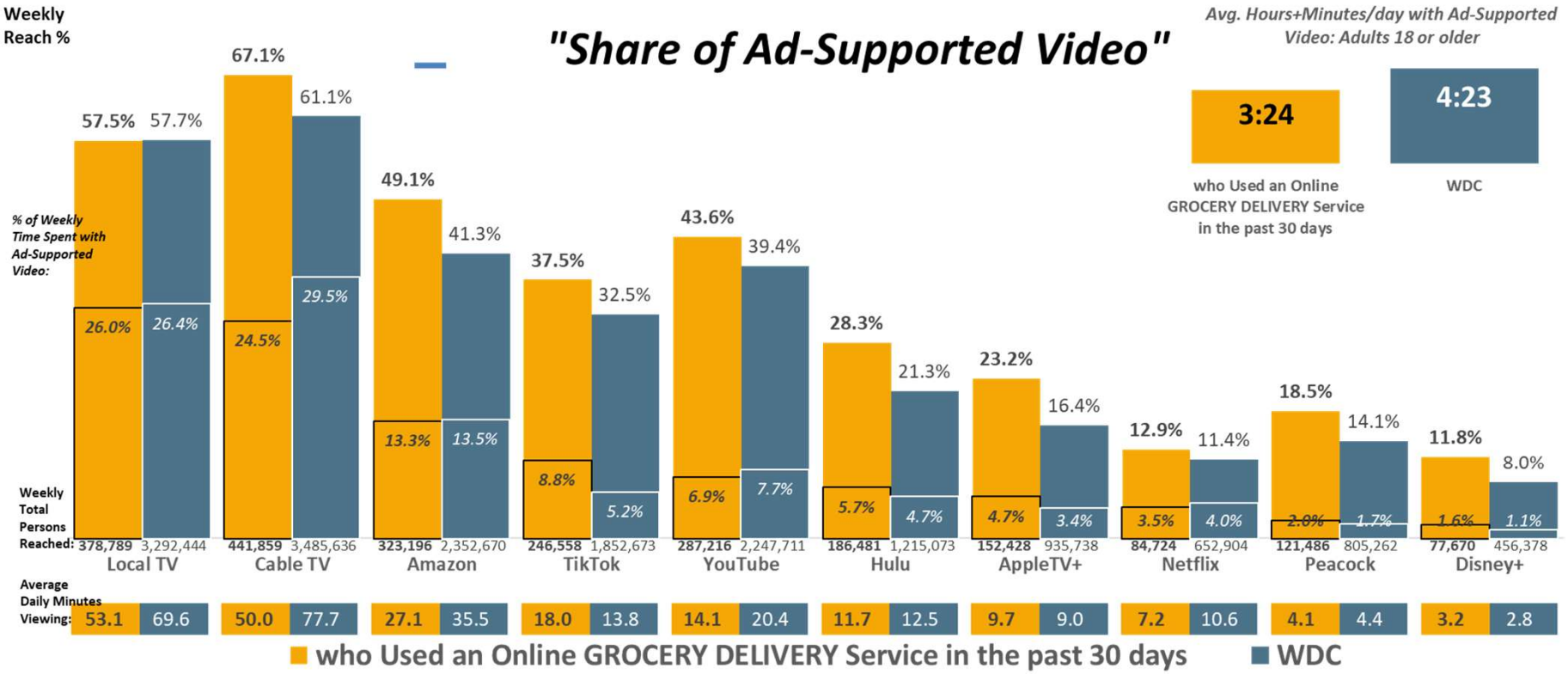
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



378,789 or 57.5% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days watch Ad-Supported Local TV Stations for an average of 53.1 minutes every day representing 26.% of all time spent daily with Ad-Supported Video.



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 691 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

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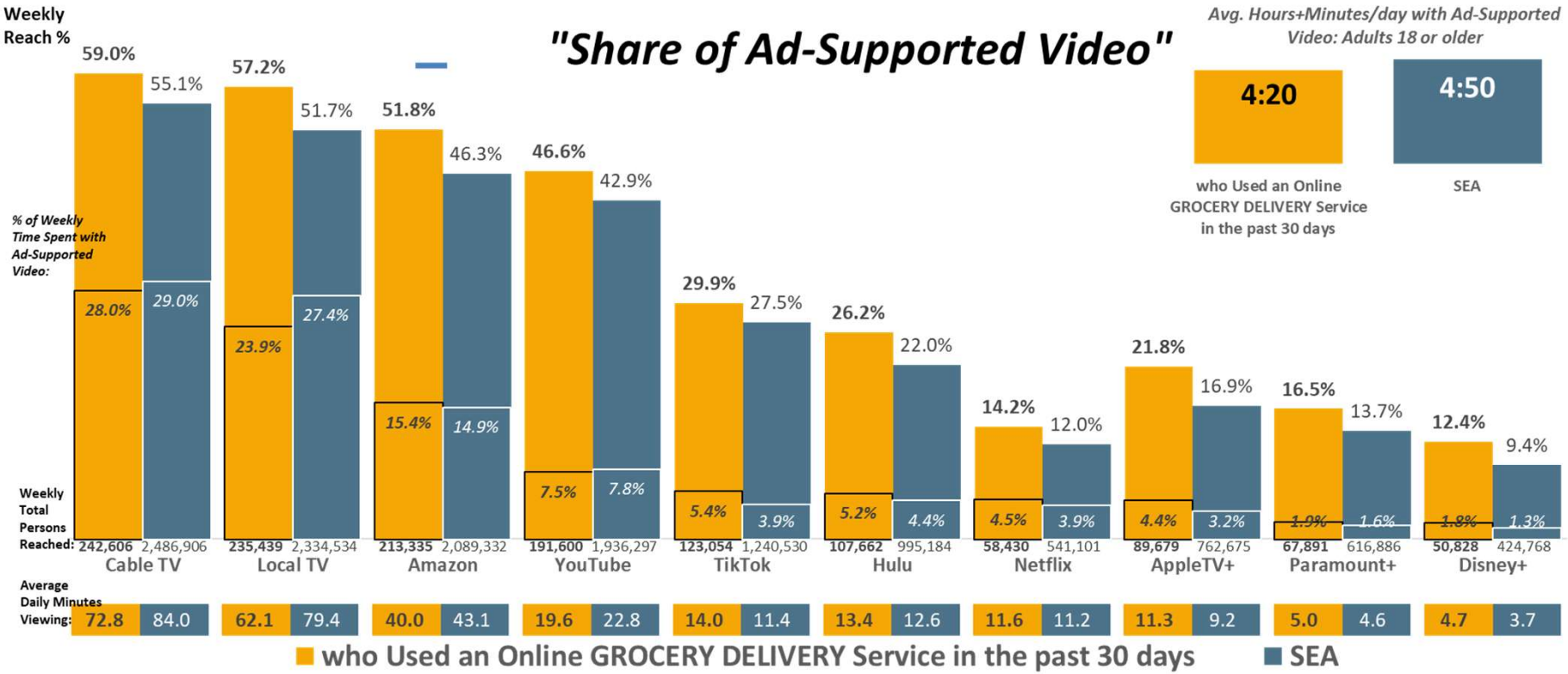
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



235,439 or 57.2% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days watch Ad-Supported Local TV Stations for an average of 62.1 minutes every day representing 23.9% of all time spent daily with Ad-Supported Video.



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 372 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

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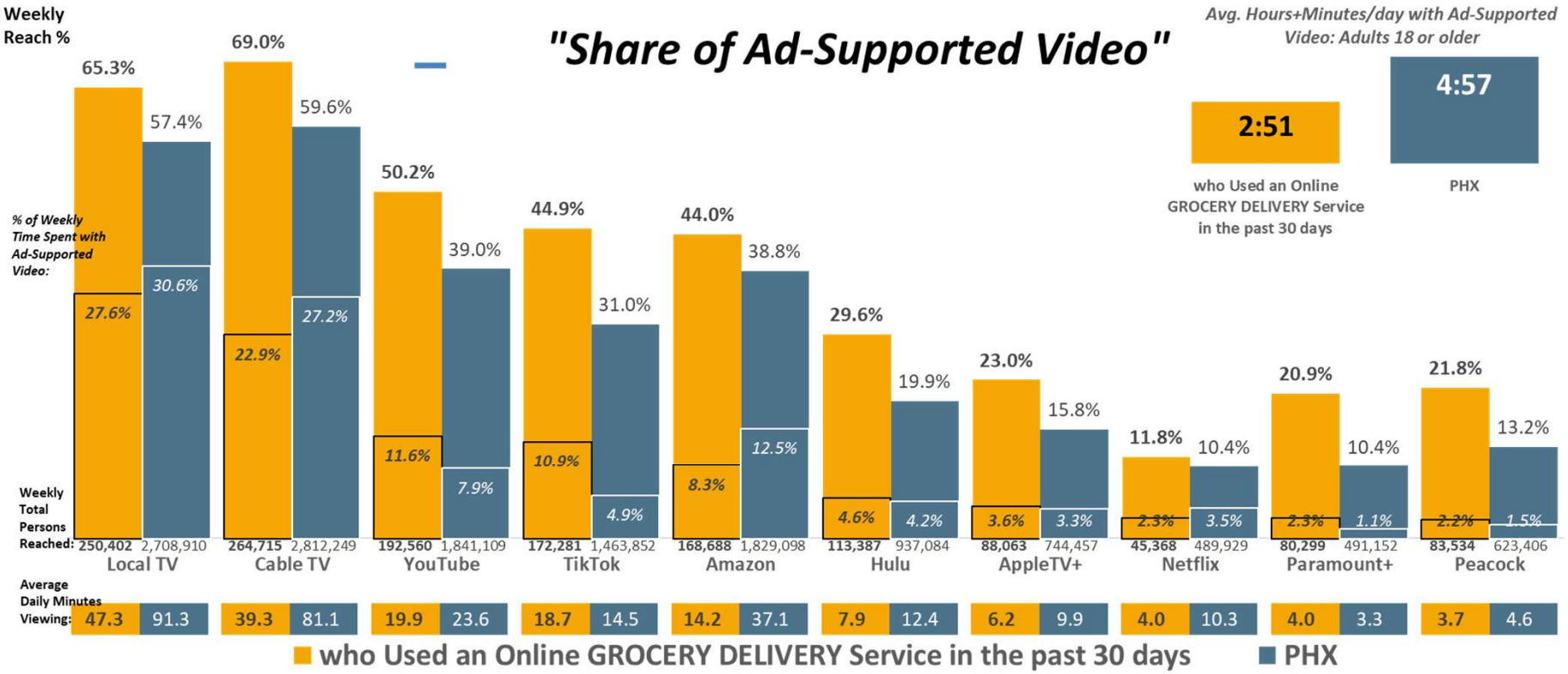
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



250,402 or 65.3% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days watch Ad-Supported Local TV Stations for an average of 47.3 minutes every day representing 27.6% of all time spent daily with Ad-Supported Video.



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 177 PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,461

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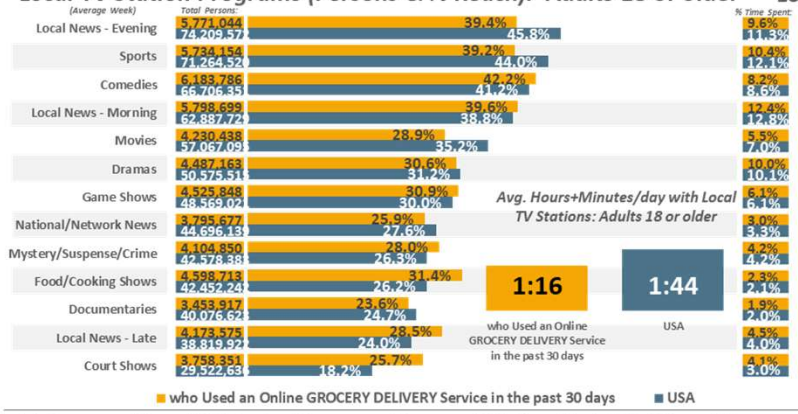
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

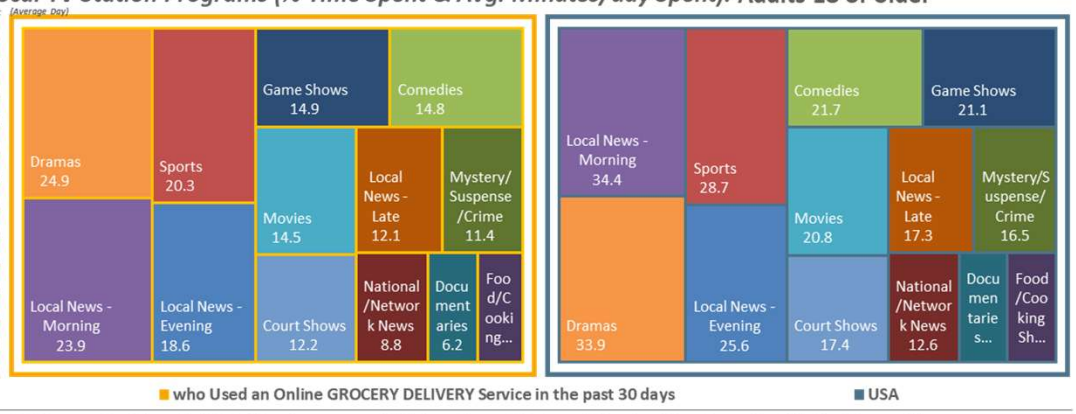


14,321,739 or 61.1% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Comedies, Sports, Local News - Evening, Game Shows, and Dramas.

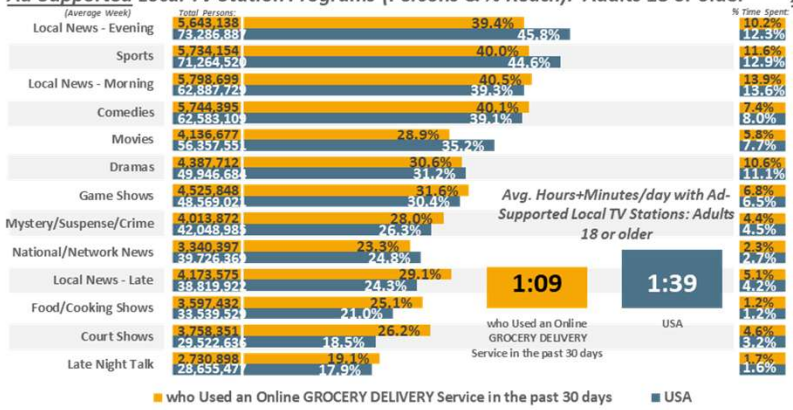
Local TV Station Programs (Persons & % Reach): Adults 18 or older



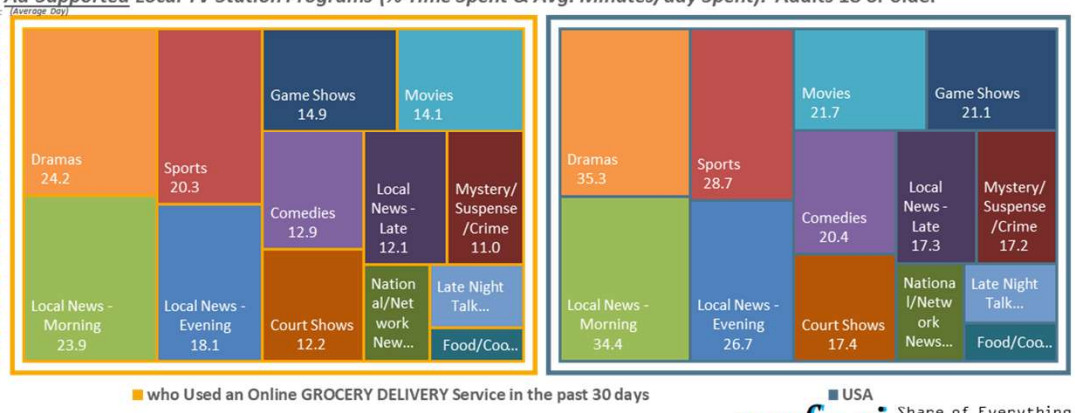
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2025: Feb24-Mar25 Qual Intab 2,321

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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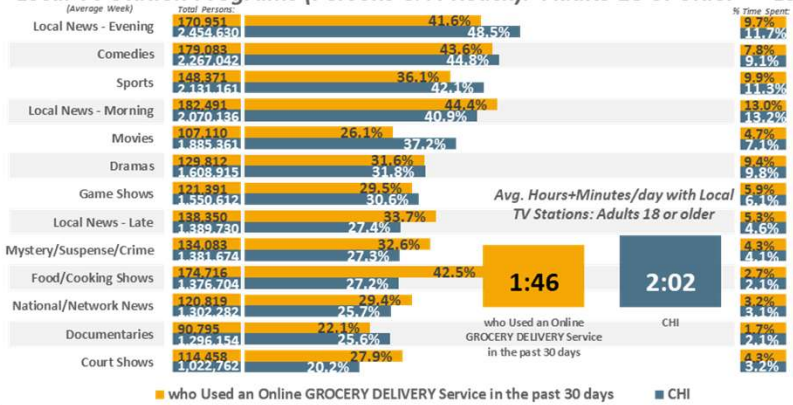
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

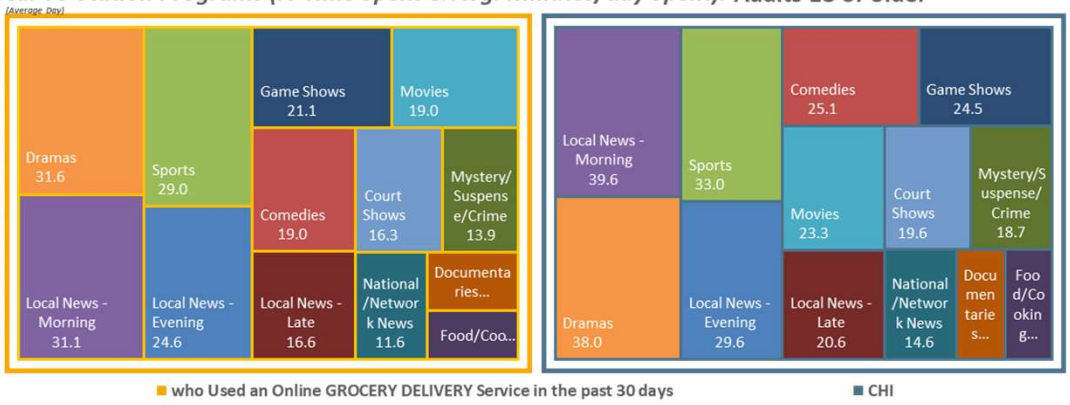


401,069 or 65.2% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Local News - Evening, Comedies, Sports, Local News - Late, and Food/C

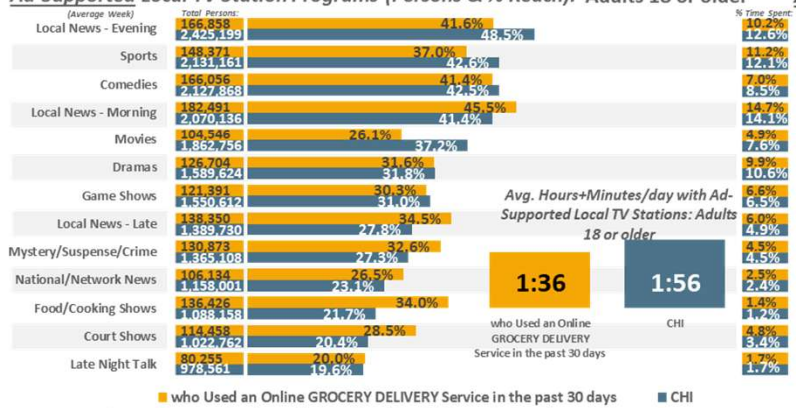
Local TV Station Programs (Persons & % Reach): Adults 18 or older



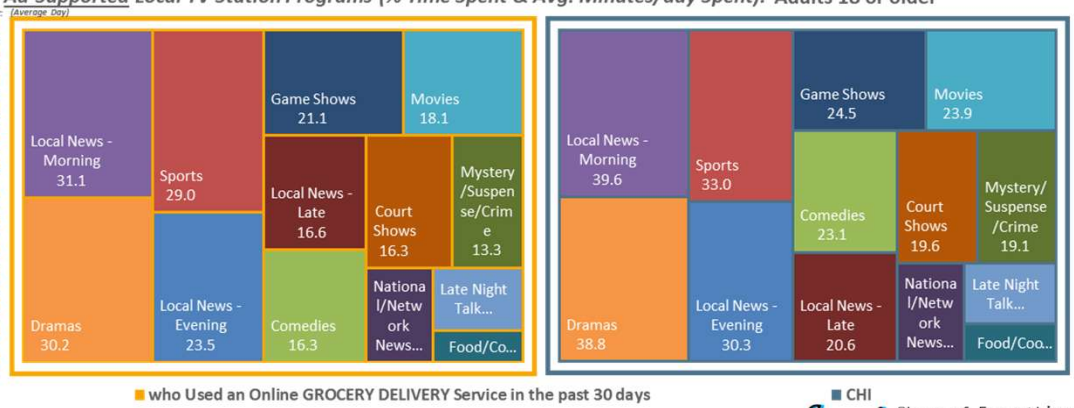
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 337

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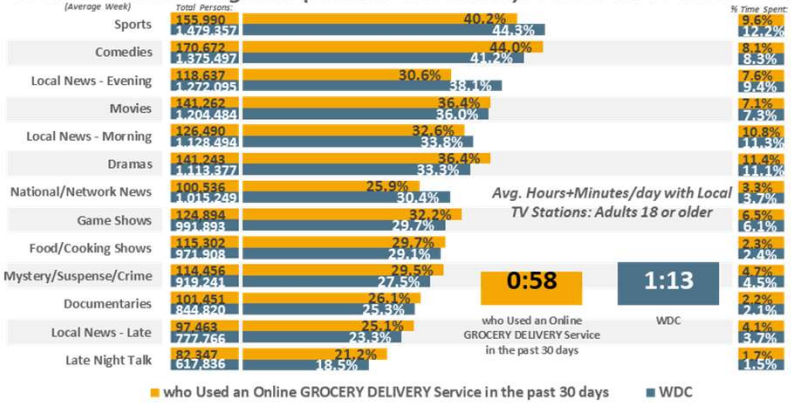
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

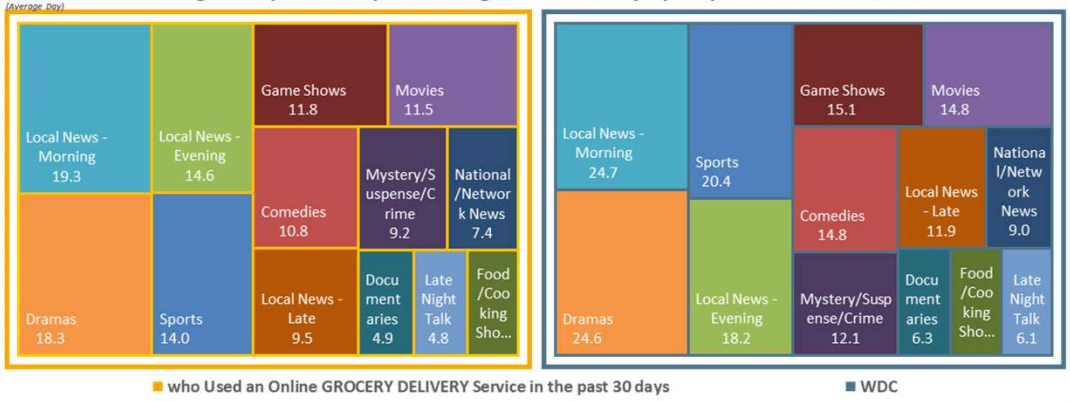


378,789 or 57.5% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Sports, Movies, Dramas, Local News - Morning, and Game Shows.

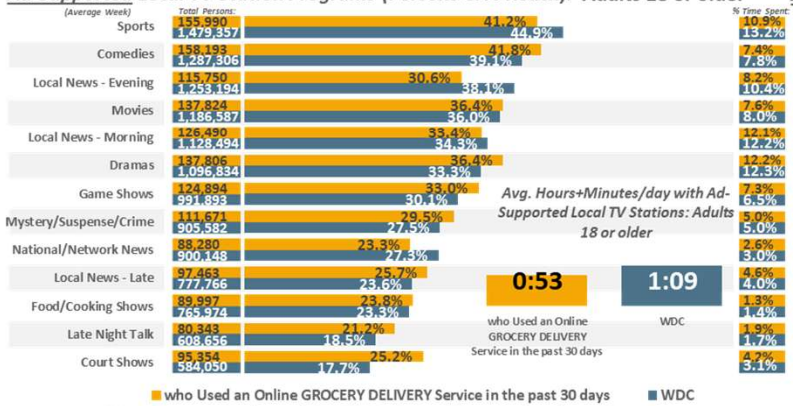
Local TV Station Programs (Persons & % Reach): Adults 18 or older



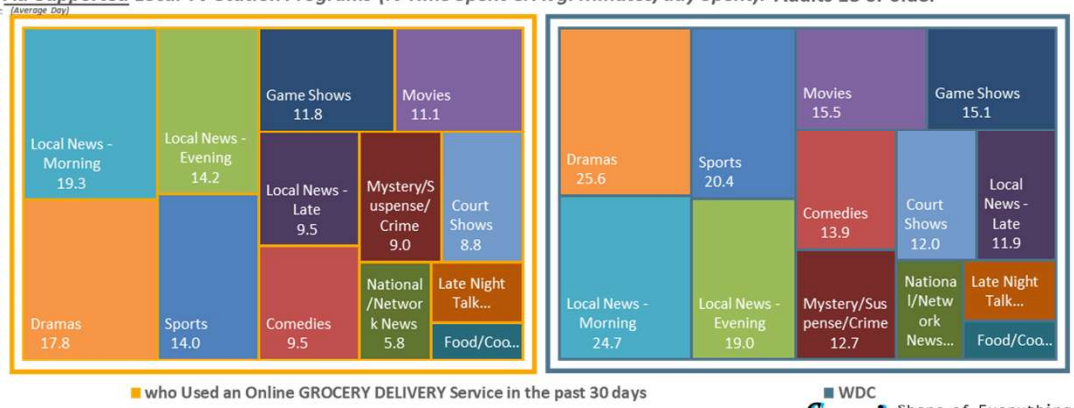
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 691

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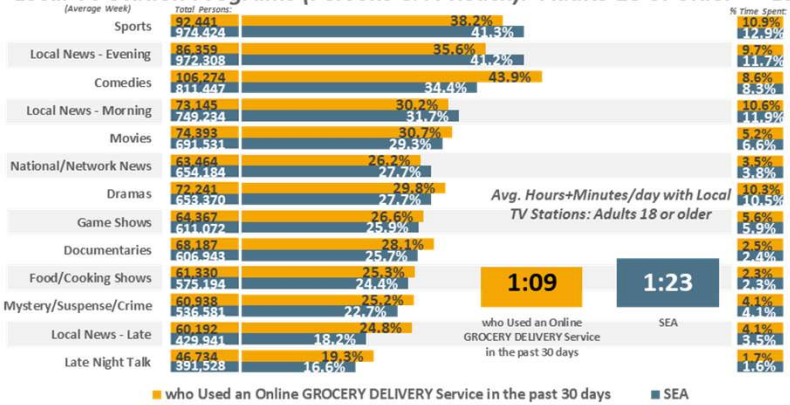
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

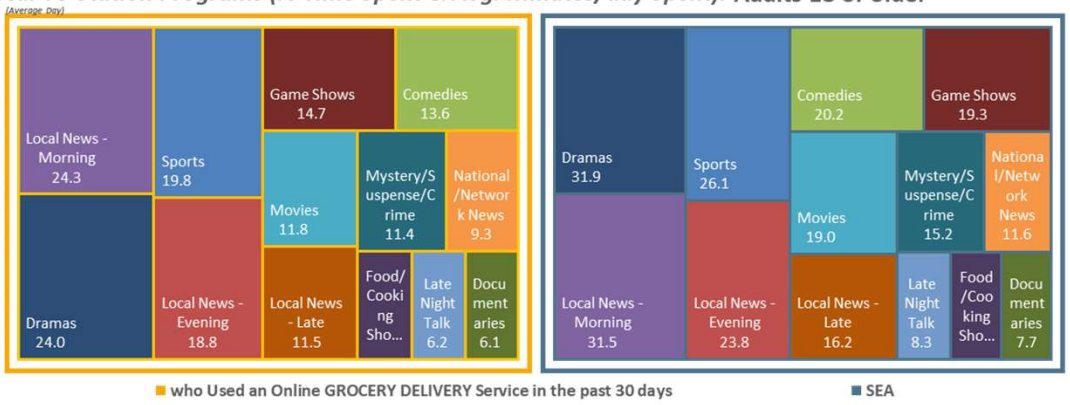


235,439 or 57.2% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Sports, Local News - Evening, Local News - Morning, Movies, and Dramas.

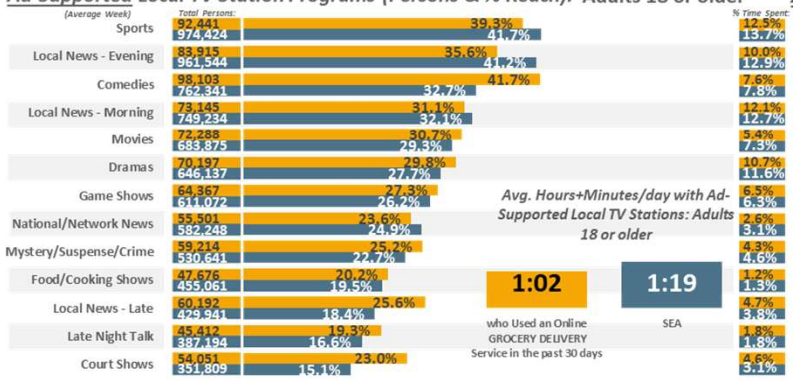
Local TV Station Programs (Persons & % Reach): Adults 18 or older



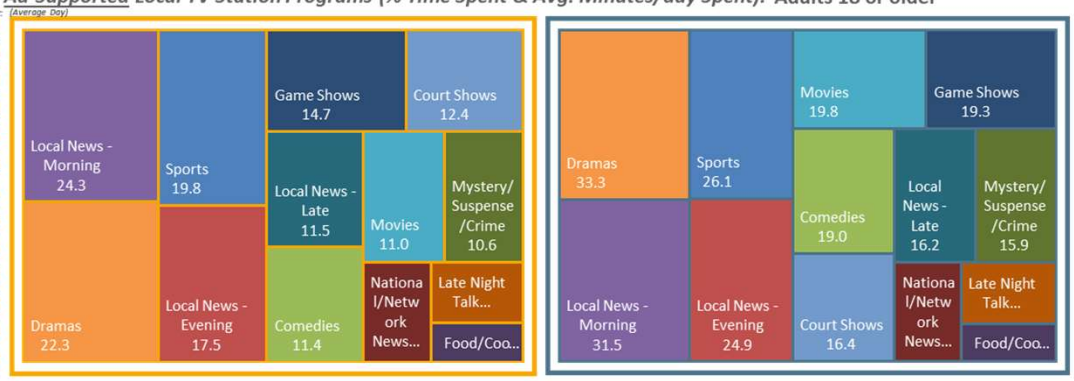
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 372

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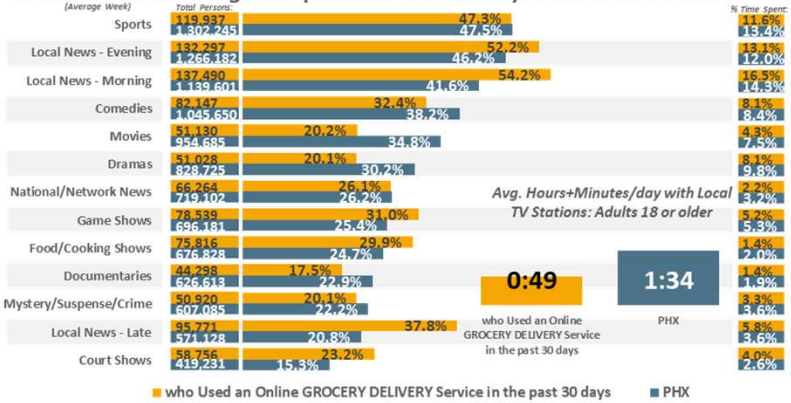
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

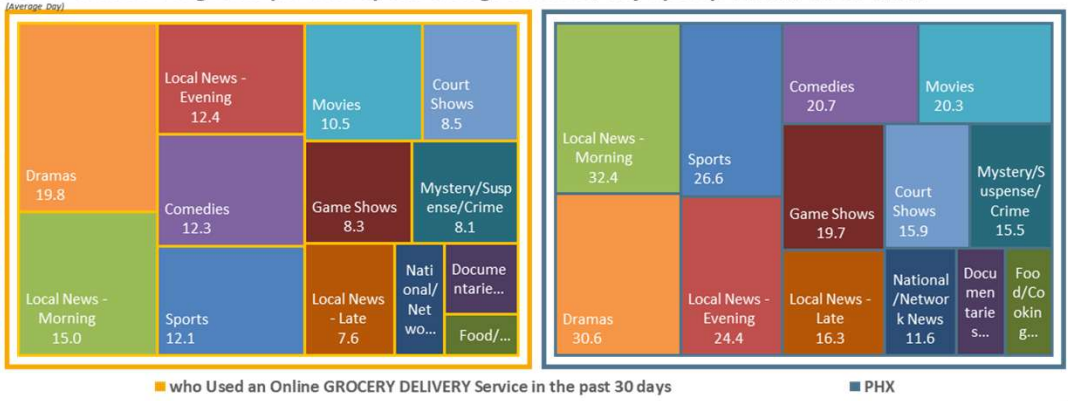


250,402 or 65.3% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Local News - Evening, Sports, Local News - Late, Game Shows, and Come

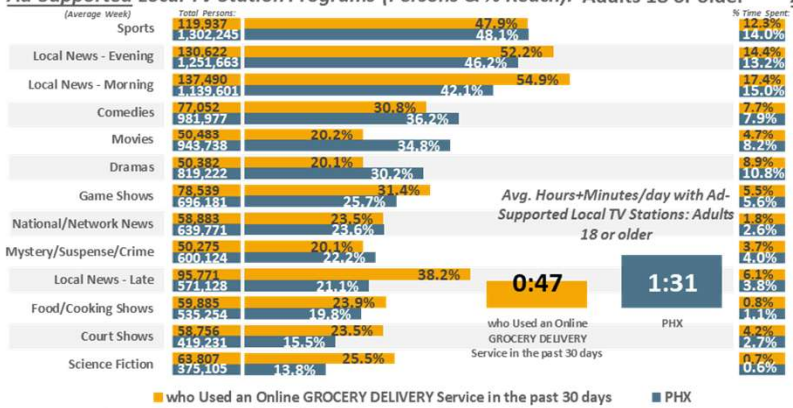
Local TV Station Programs (Persons & % Reach): Adults 18 or older



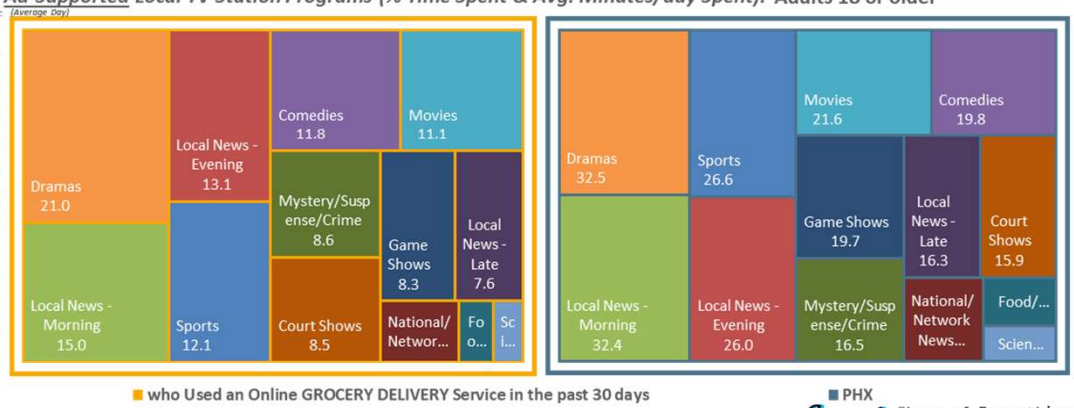
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 177

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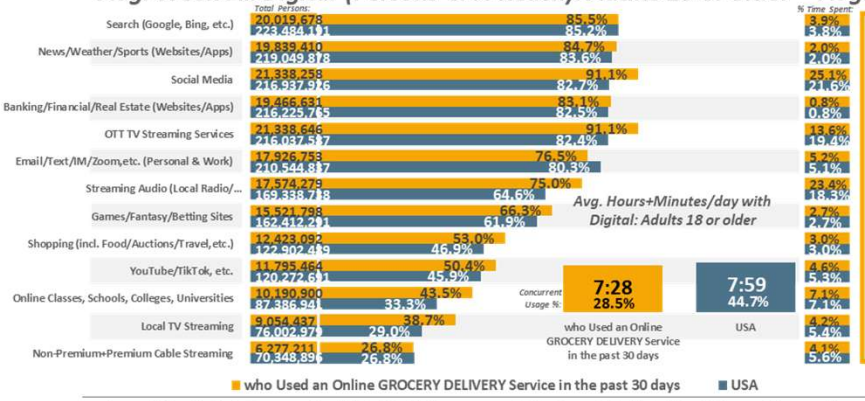
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

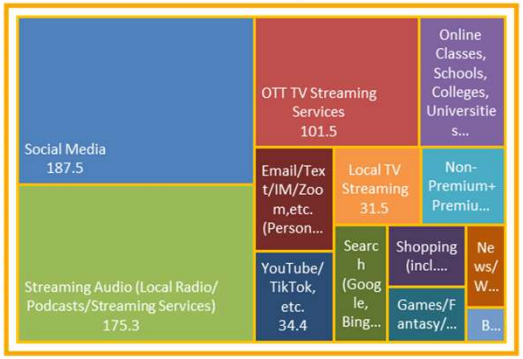


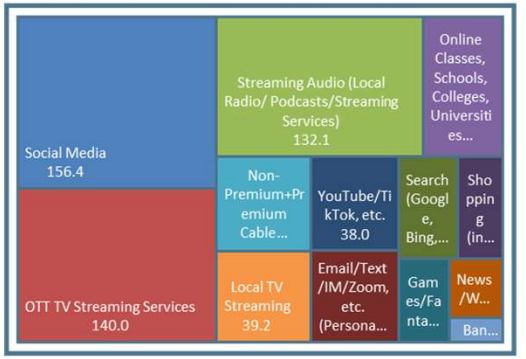
18,551,688 or 79.2% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days use Ad-Supported Social Media for an average of 163. minutes every day representing 30.1% of all time spent daily with Ad-Supported Digital Media.

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

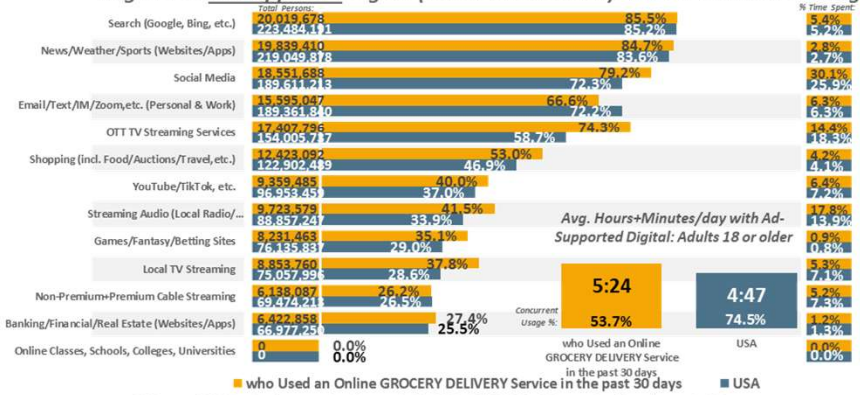


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

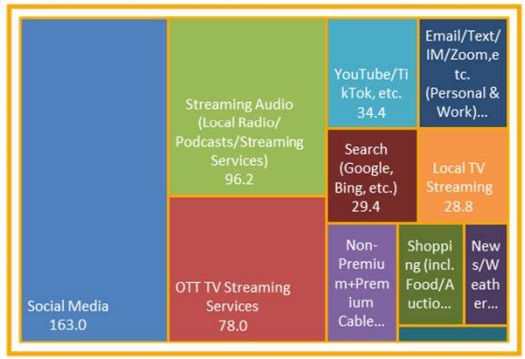


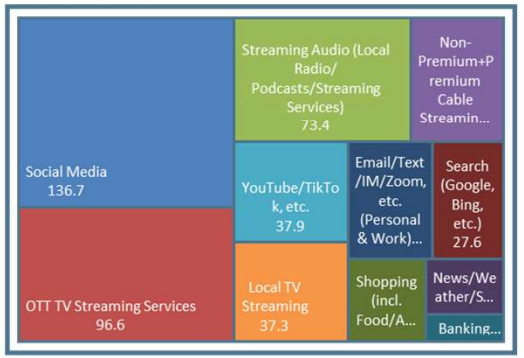


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 2,321

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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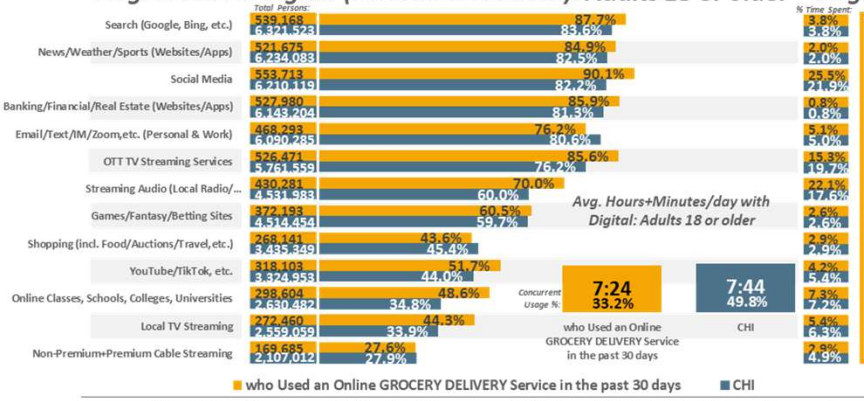
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

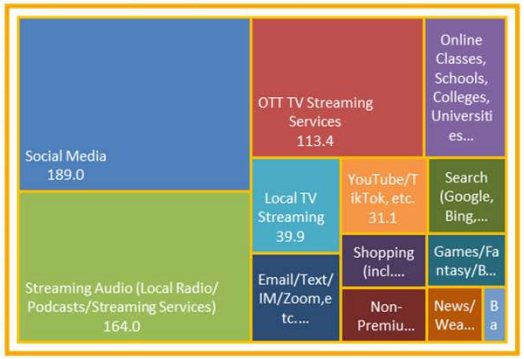


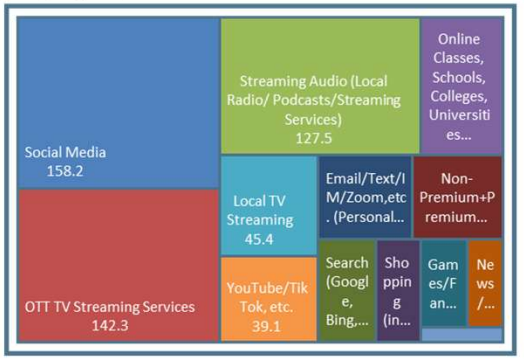
461,987 or 75.1% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days use Ad-Supported Social Media for an average of 157.7 minutes every day representing 29.5% of all time spent daily with Ad-Supported Digital Media.

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

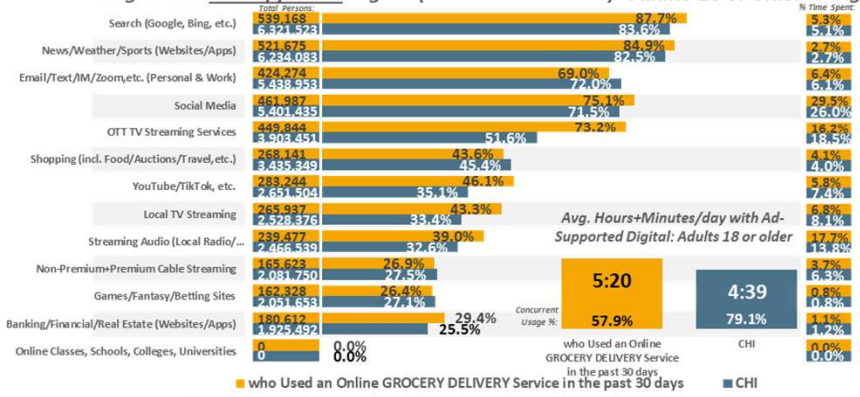


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



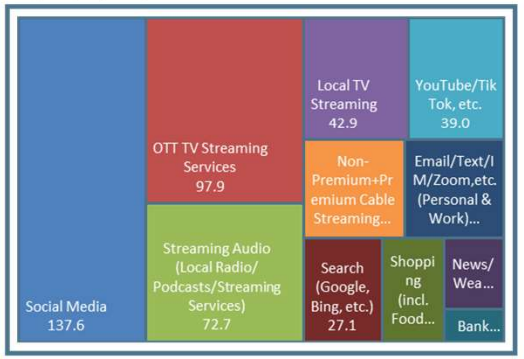


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 337

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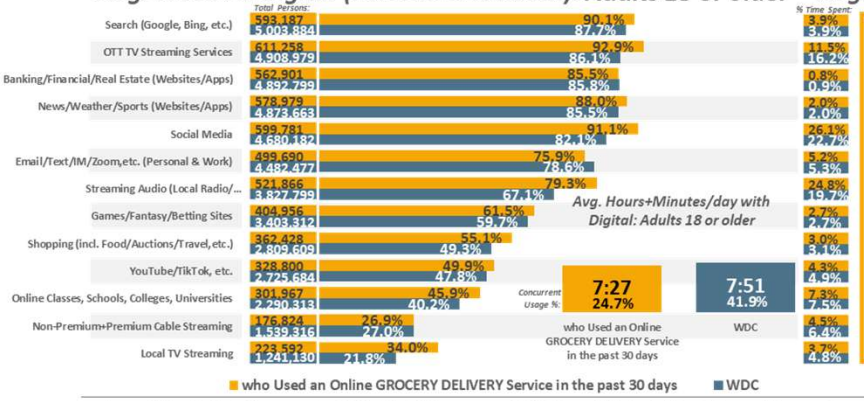
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

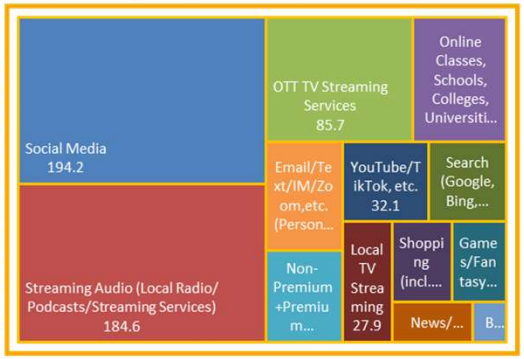


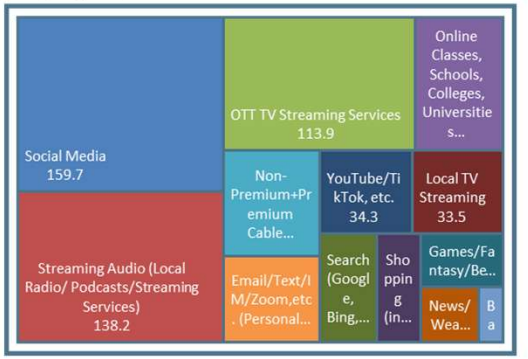
529,305 or 80.4% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days use Ad-Supported Social Media for an average of 171.4 minutes every day representing 31.4% of all time spent daily with Ad-Supported Digital Media.

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

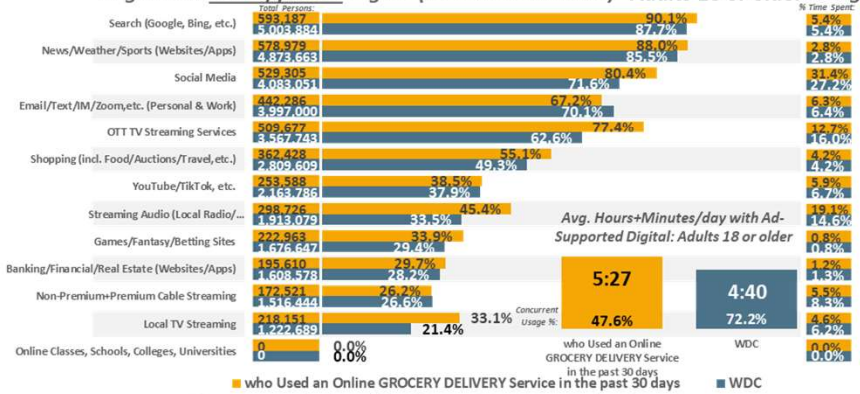


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

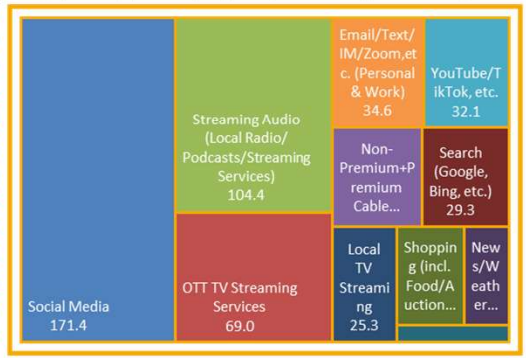


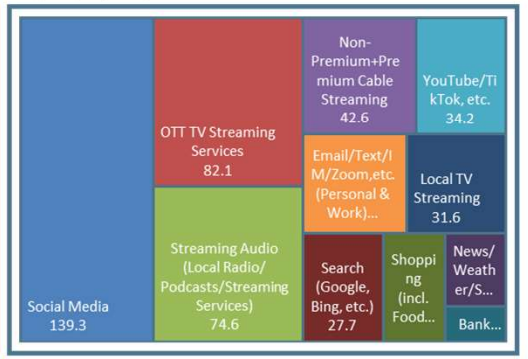


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 691

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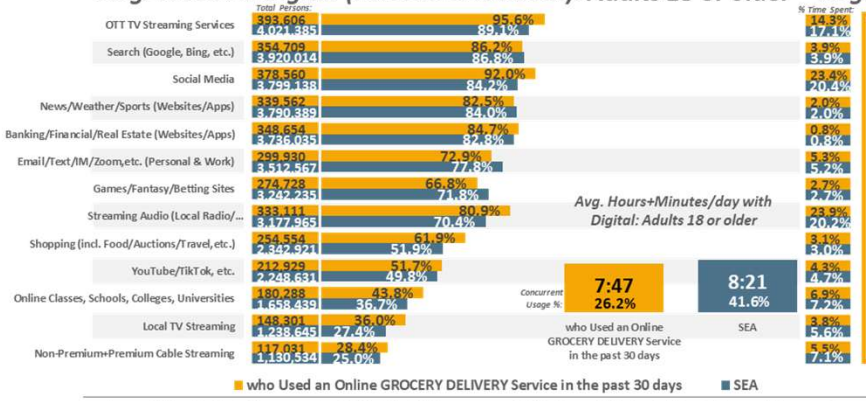
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

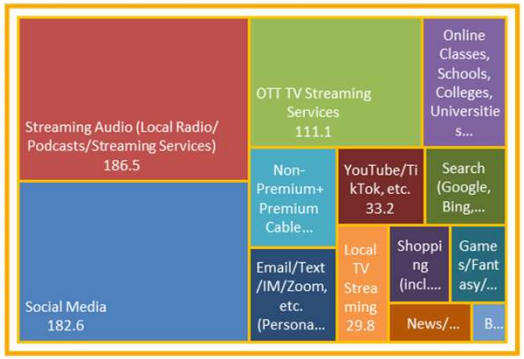


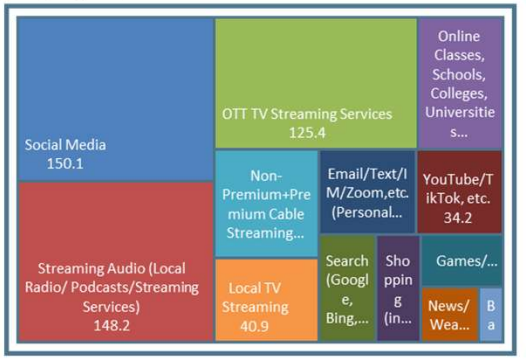
336,638 or 81.8% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days use Ad-Supported Social Media for an average of 162.4 minutes every day representing 28.8% of all time spent daily with Ad-Supported Digital Media.

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

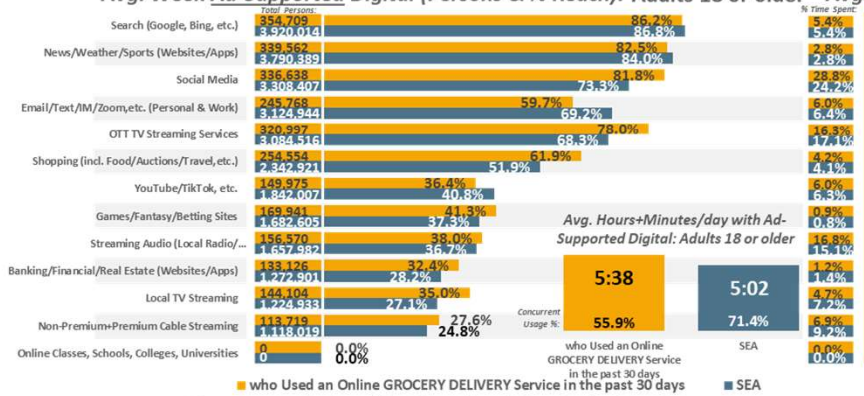


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

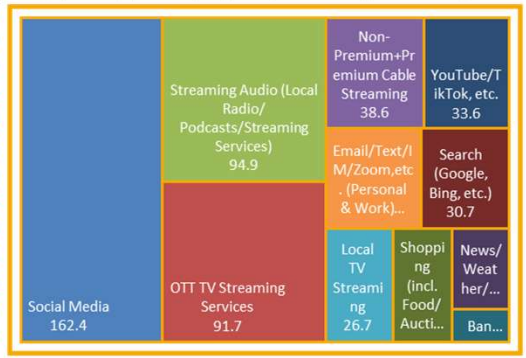


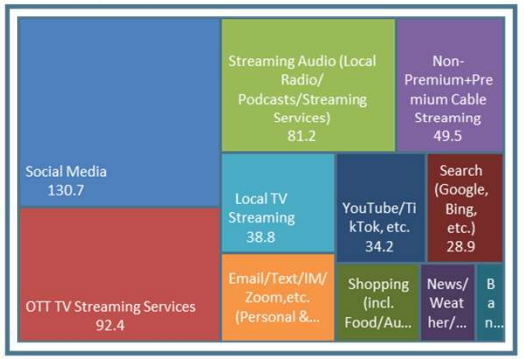


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 372

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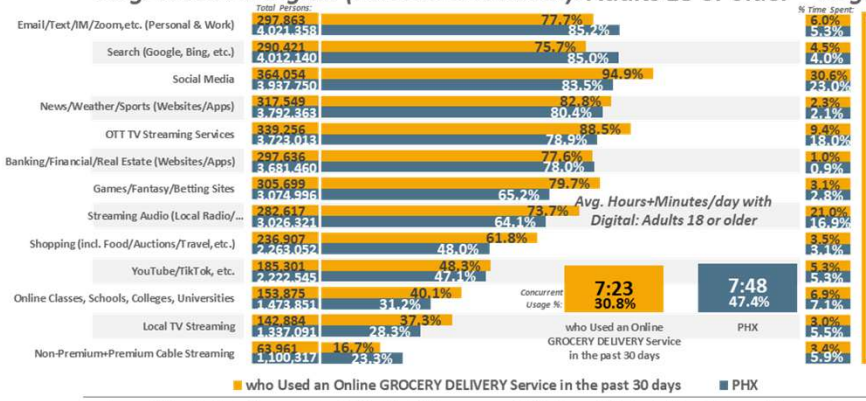
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

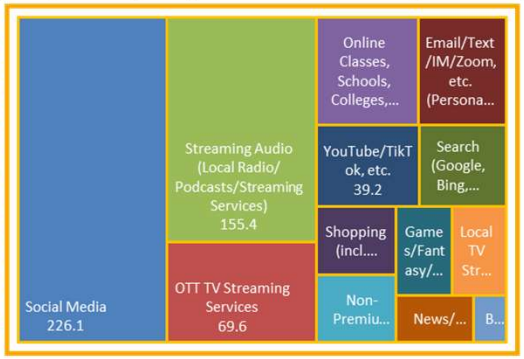


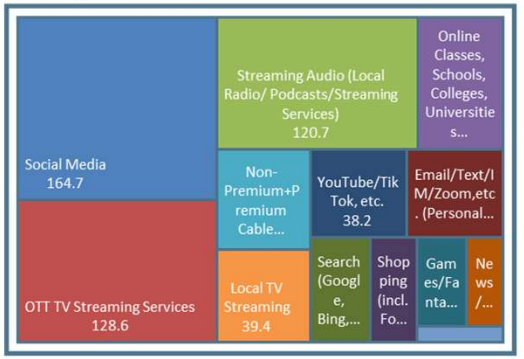
324,998 or 84.8% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days use Ad-Supported Social Media for an average of 201.9 minutes every day representing 37.4% of all time spent daily with Ad-Supported Digital Media.

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

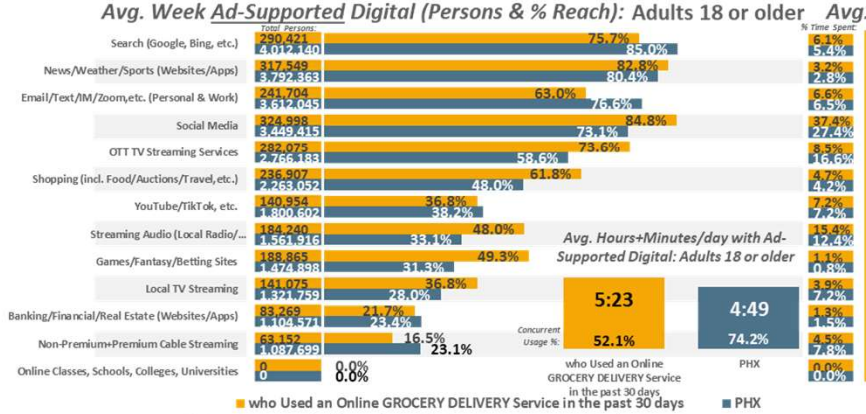


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

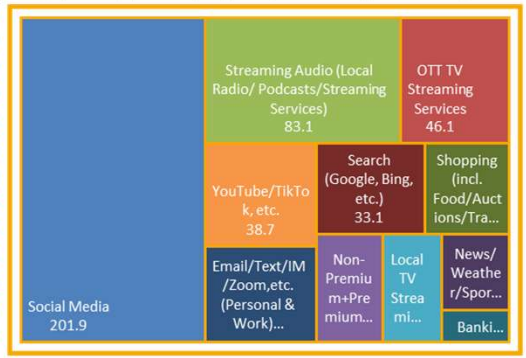


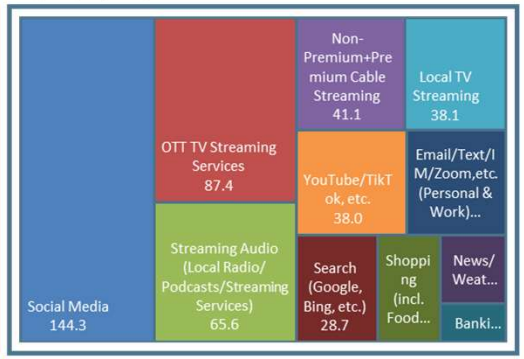


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 177

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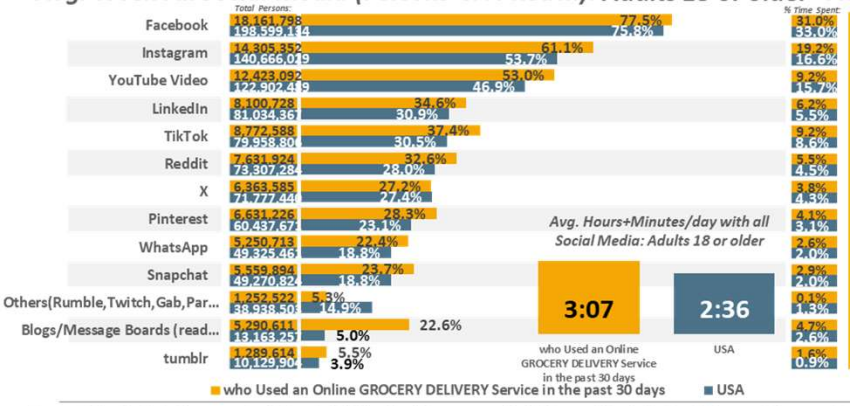
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

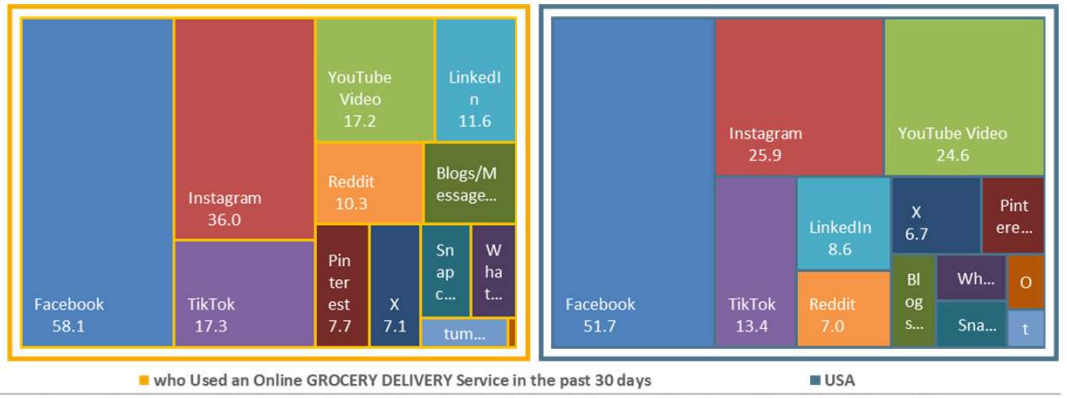


18,161,798 or 77.5% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days use Ad-Supported Facebook for an average of 57.9 minutes every day representing 35.6% of all time spent daily with Ad-Supported Social Media.

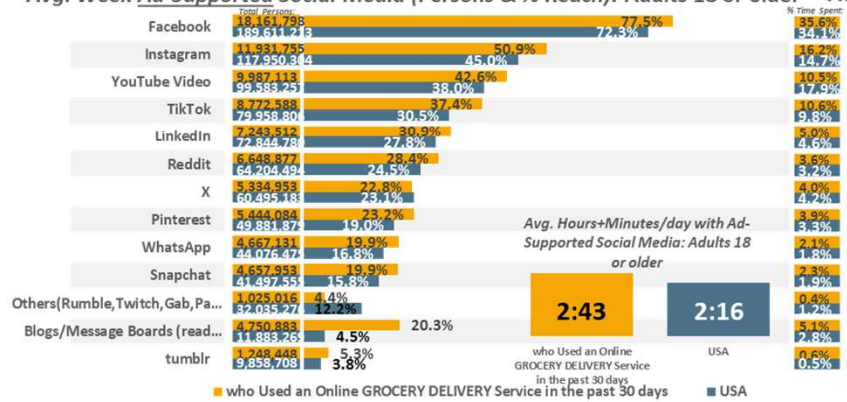
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



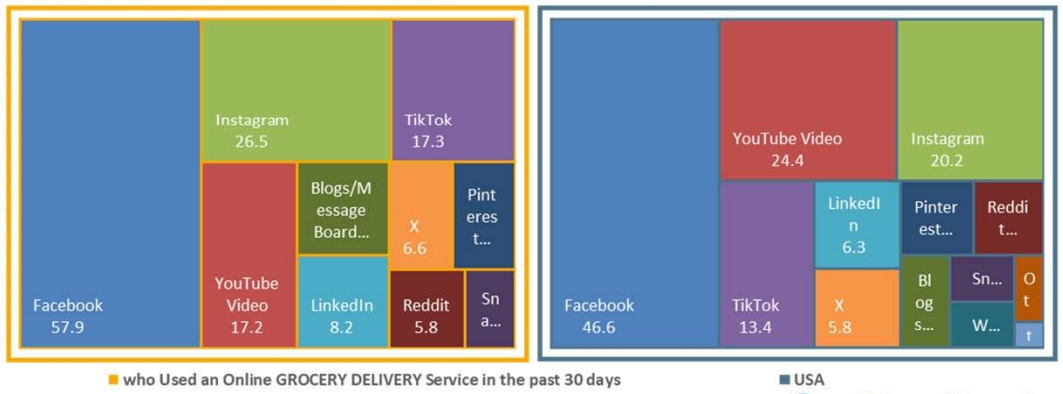
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2025: Feb24-Mar25 Qual Intab 2,321

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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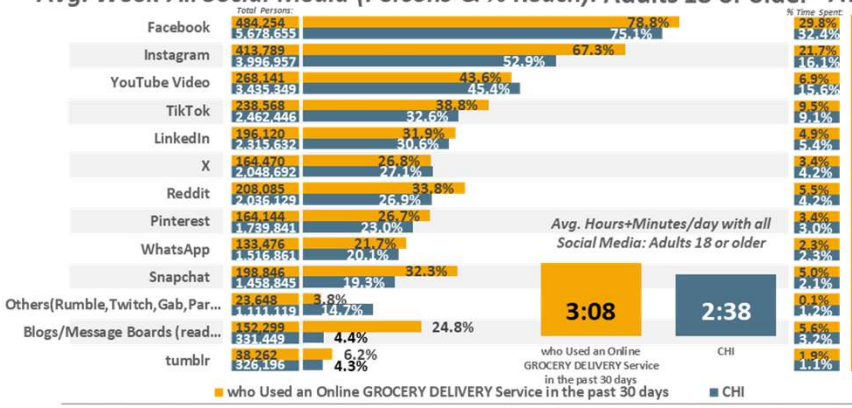
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

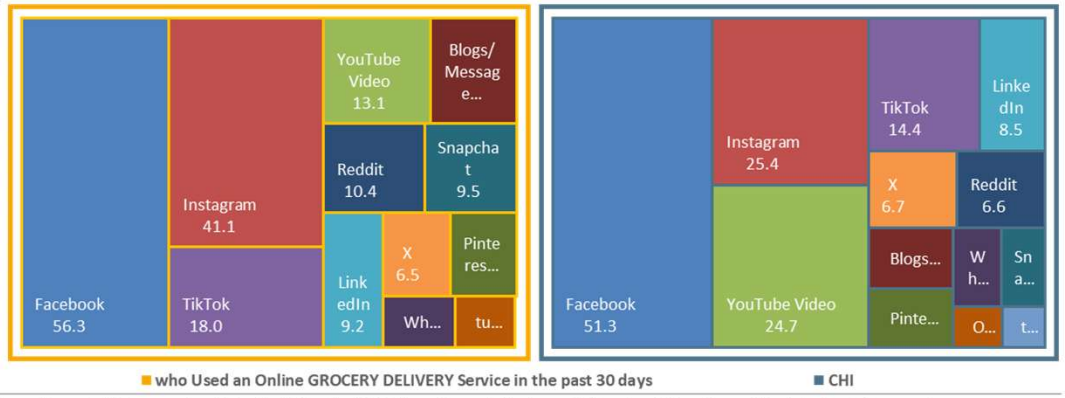


461,987 or 75.1% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days use Ad-Supported Facebook for an average of 55.3 minutes every day representing 35.1% of all time spent daily with Ad-Supported Social Media.

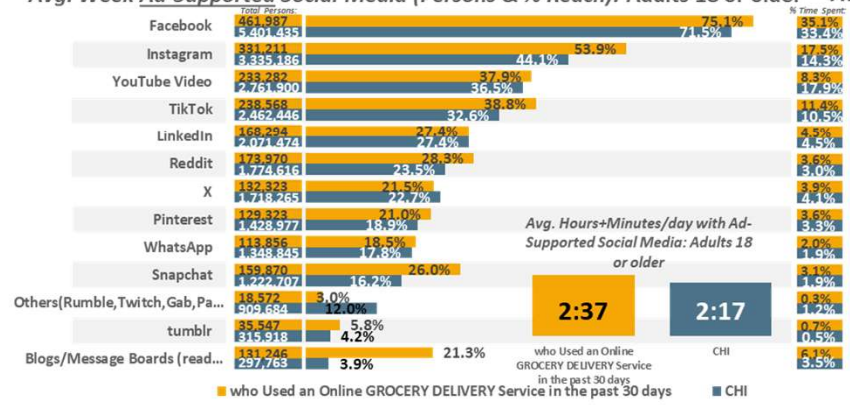
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



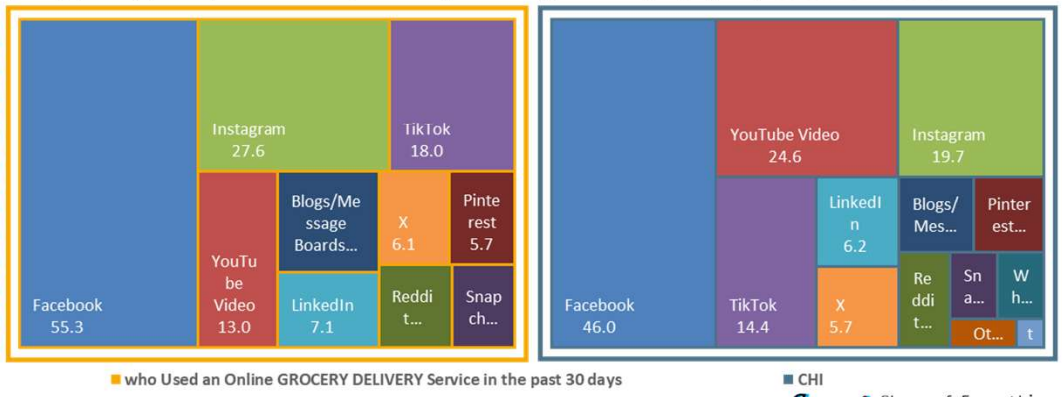
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 337

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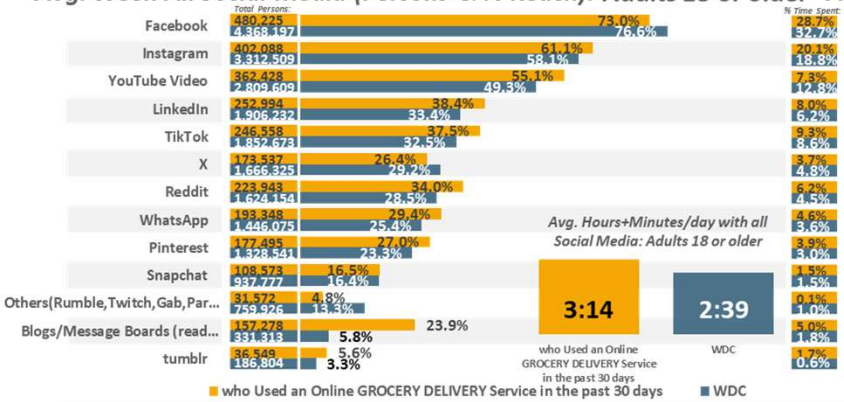
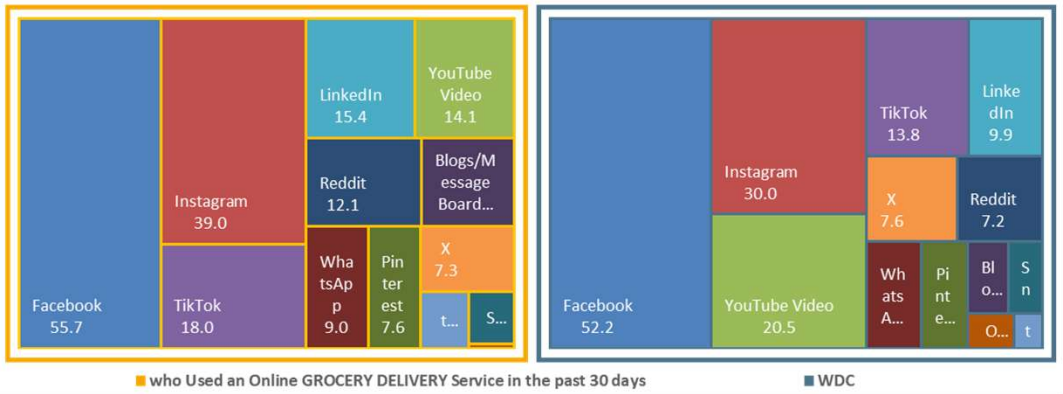
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

480,225 or 73.% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days use Ad-Supported Facebook for an average of 59.9 minutes every day representing 34.9% of all time spent daily with Ad-Supported Social Media.

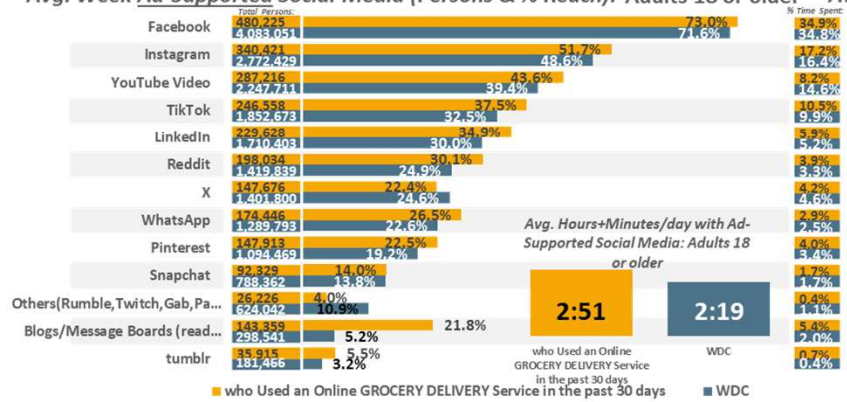
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



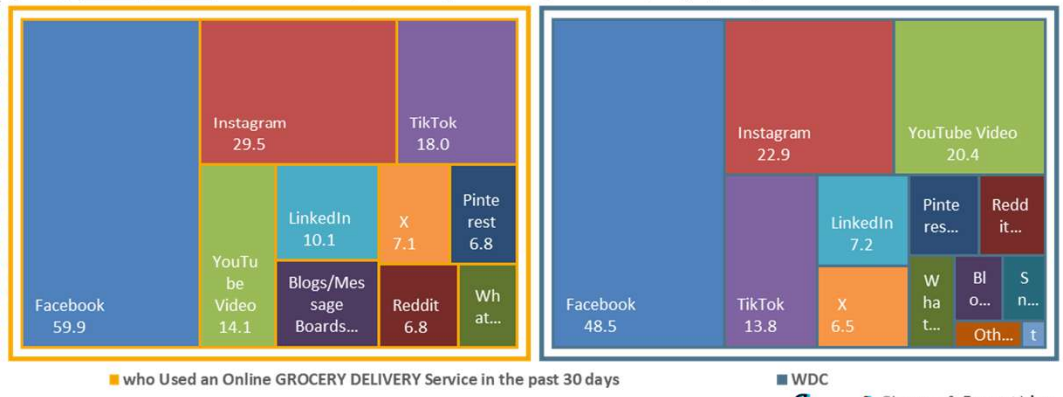
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 691

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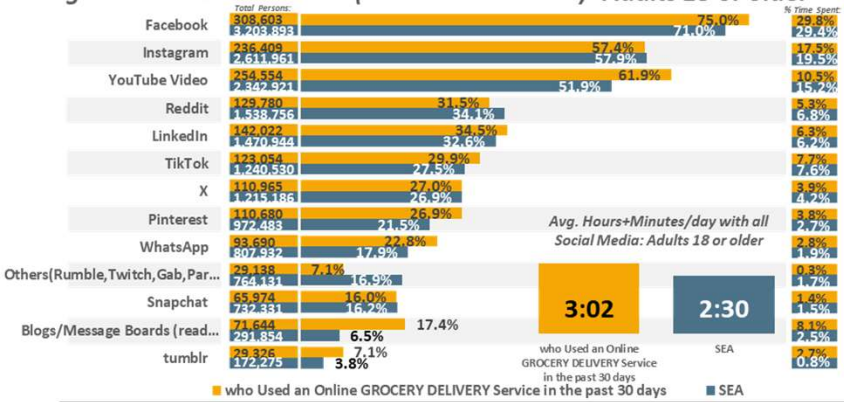
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

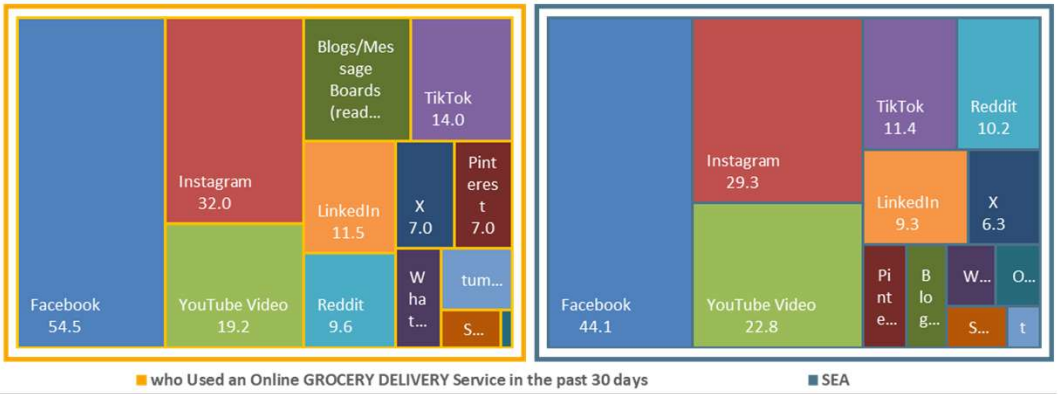


308,603 or 75.% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days use Ad-Supported Facebook for an average of 54.8 minutes every day representing 33.8% of all time spent daily with Ad-Supported Social Media.

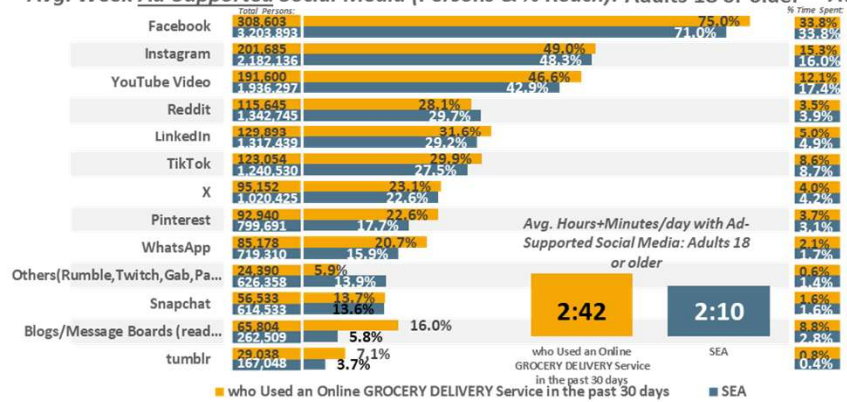
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



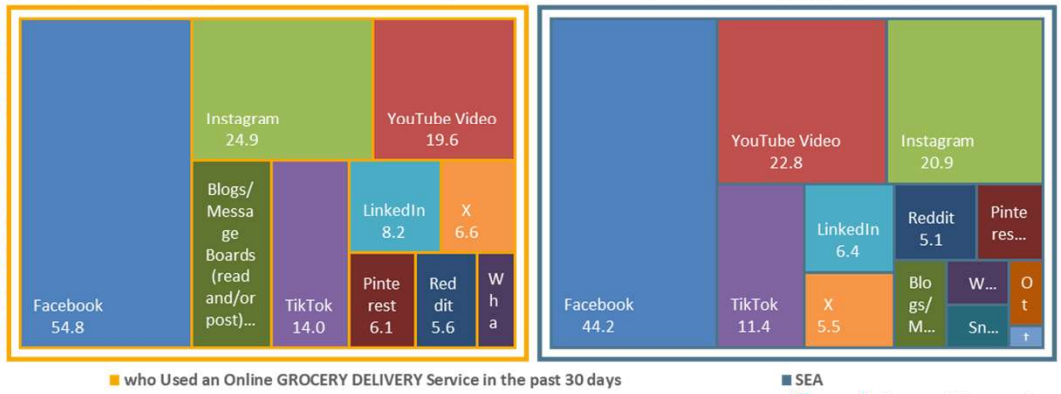
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 372

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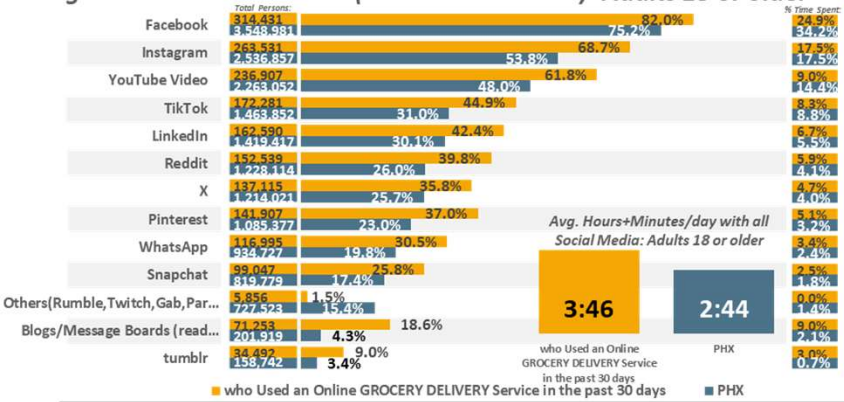
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

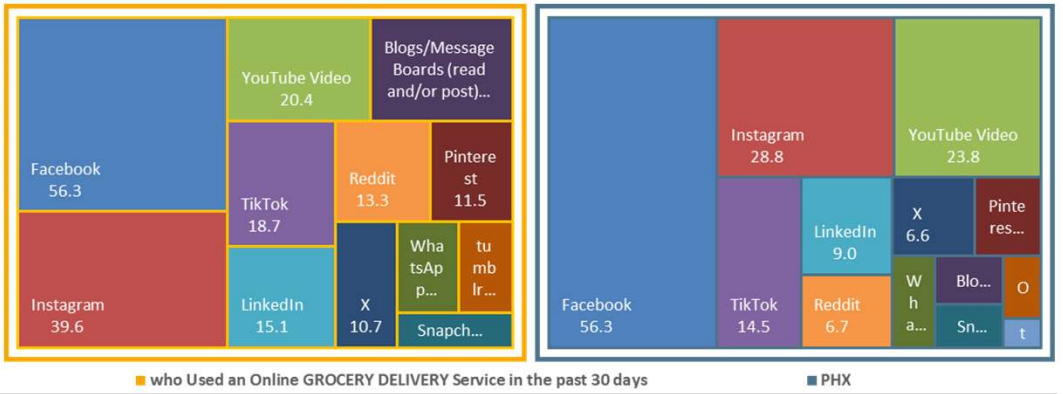


314,431 or 82.% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days use Ad-Supported Facebook for an average of 63.6 minutes every day representing 31.5% of all time spent daily with Ad-Supported Social Media.

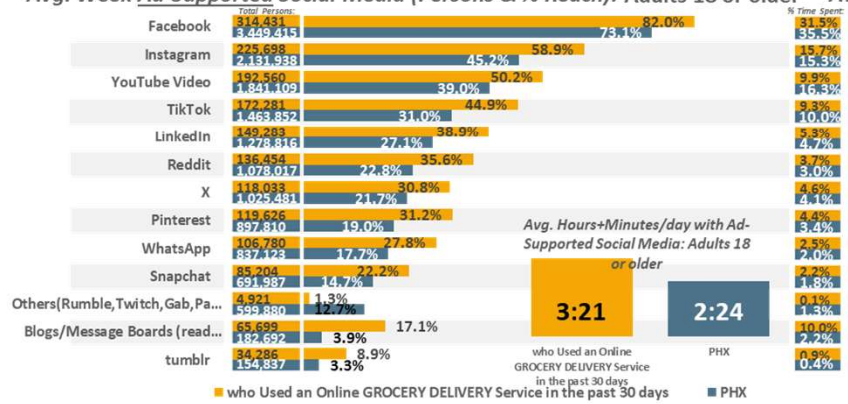
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



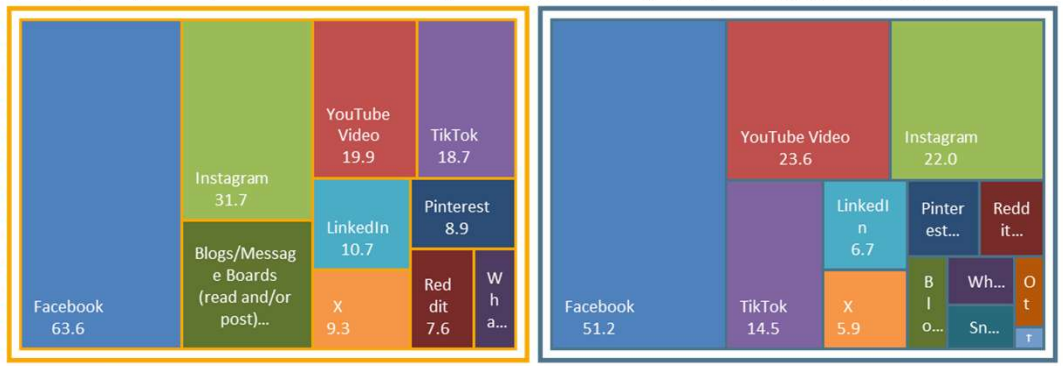
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 177

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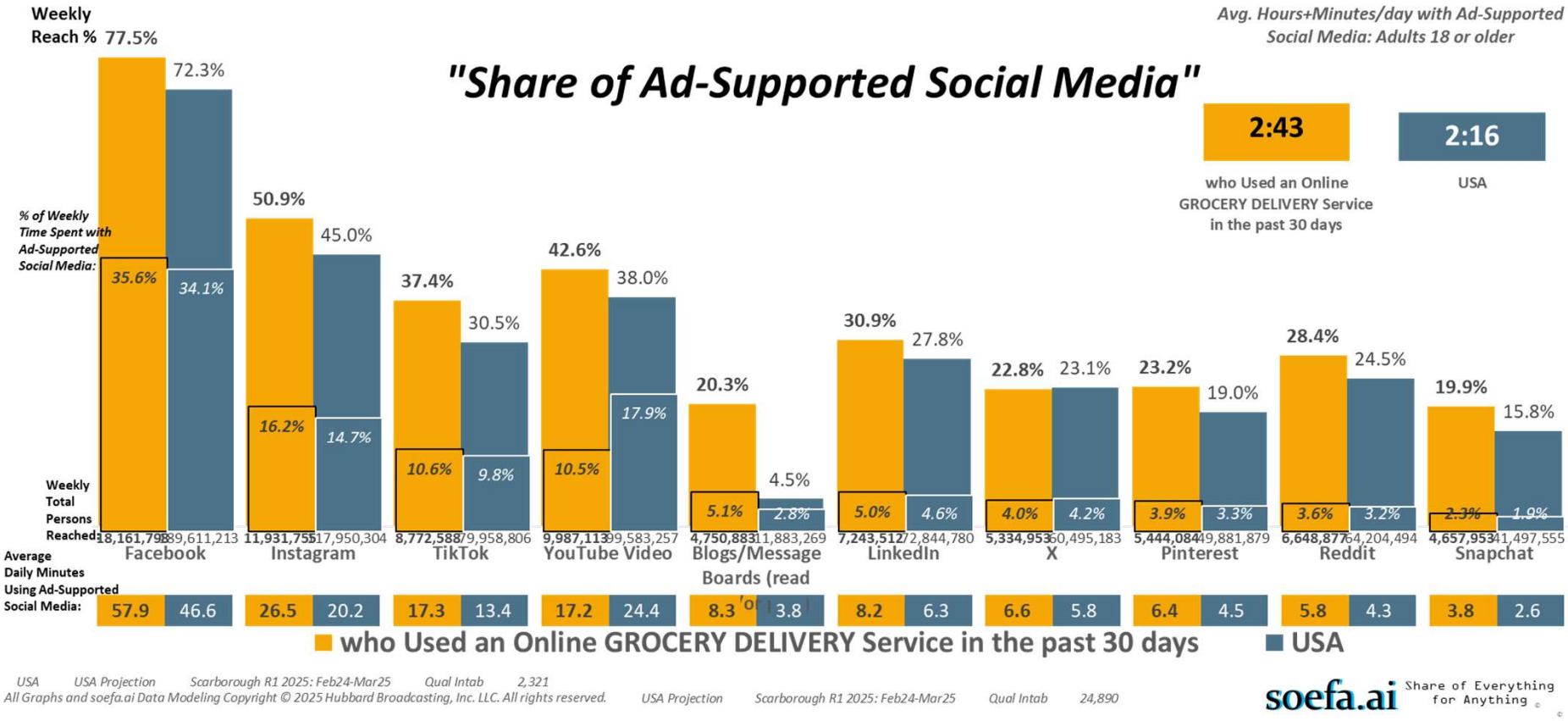
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



18,161,798 or 77.5% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days use Ad-Supported Facebook for an average of 57.9 minutes every day representing 35.6% of all time spent daily with Ad-Supported Social Media.



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 2,321

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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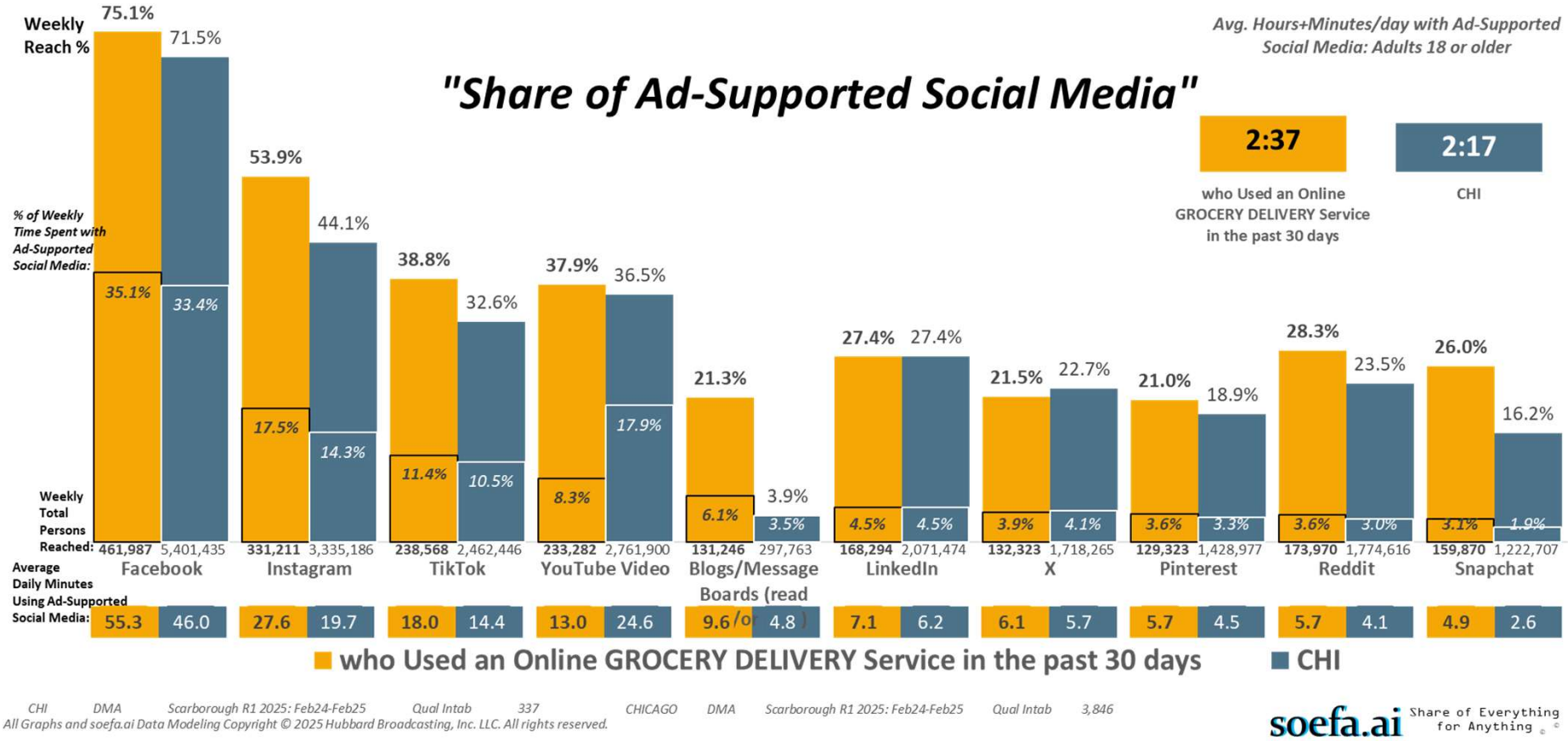
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



461,987 or 75.1% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days use Ad-Supported Facebook for an average of 55.3 minutes every day representing 35.1% of all time spent daily with Ad-Supported Social Media.



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 337 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,846

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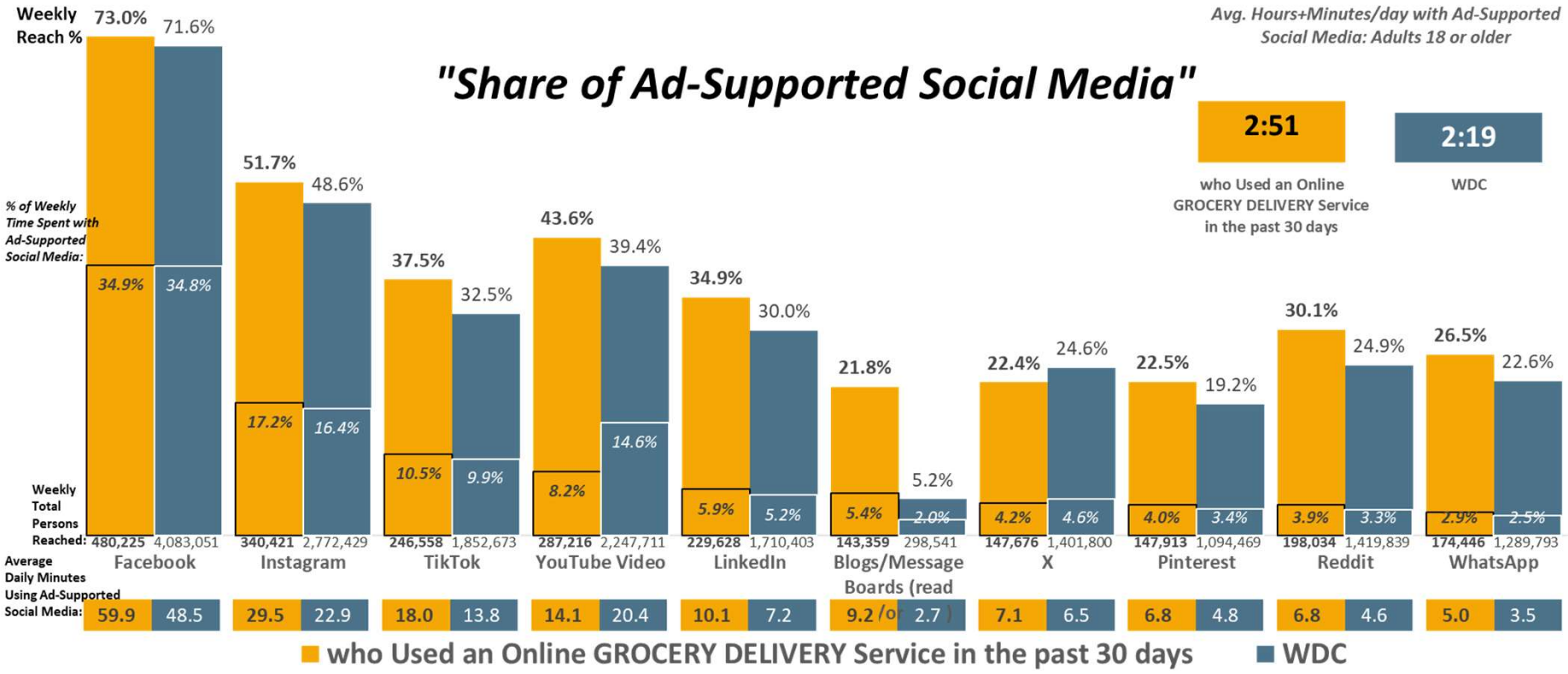
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



480,225 or 73.% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days use Ad-Supported Facebook for an average of 59.9 minutes every day representing 34.9% of all time spent daily with Ad-Supported Social Media.



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 691 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

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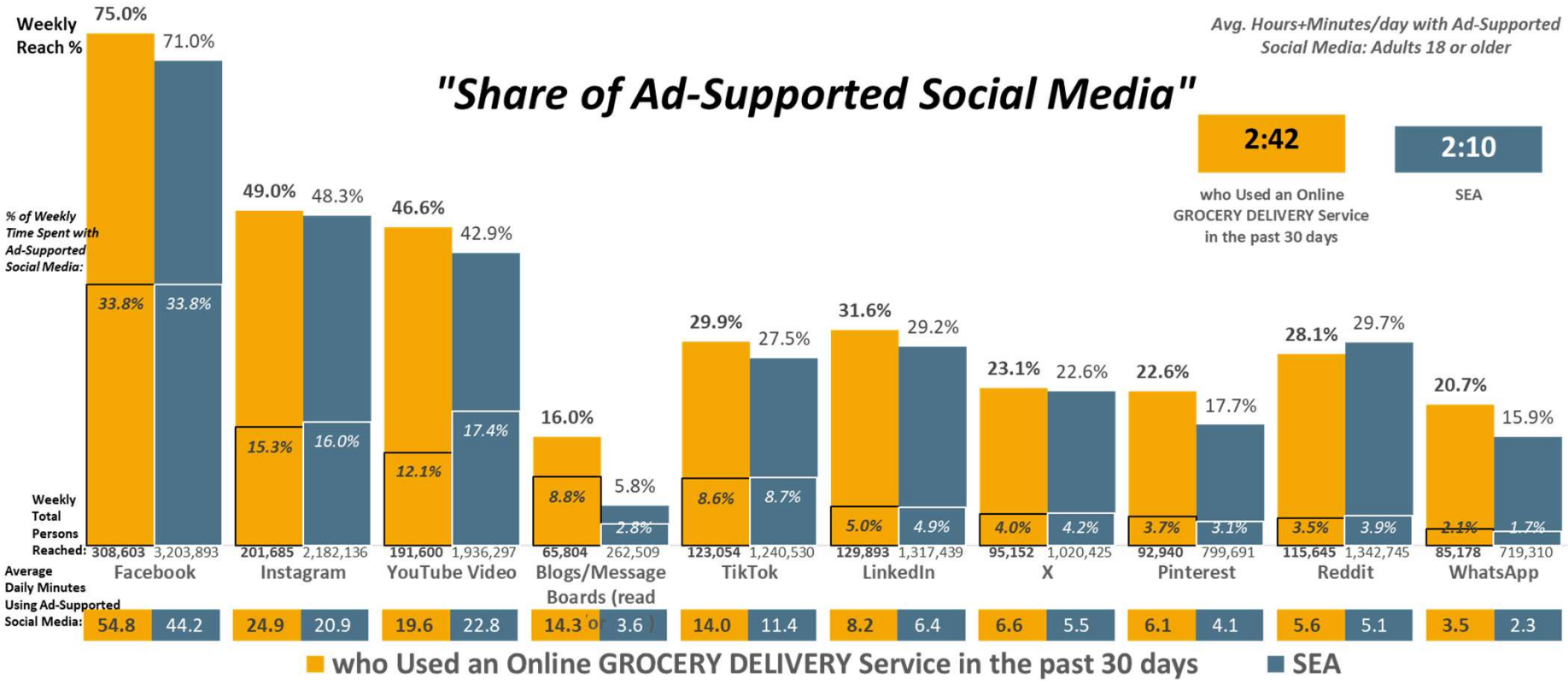
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



308,603 or 75.% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days use Ad-Supported Facebook for an average of 54.8 minutes every day representing 33.8% of all time spent daily with Ad-Supported Social Media.



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 372 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

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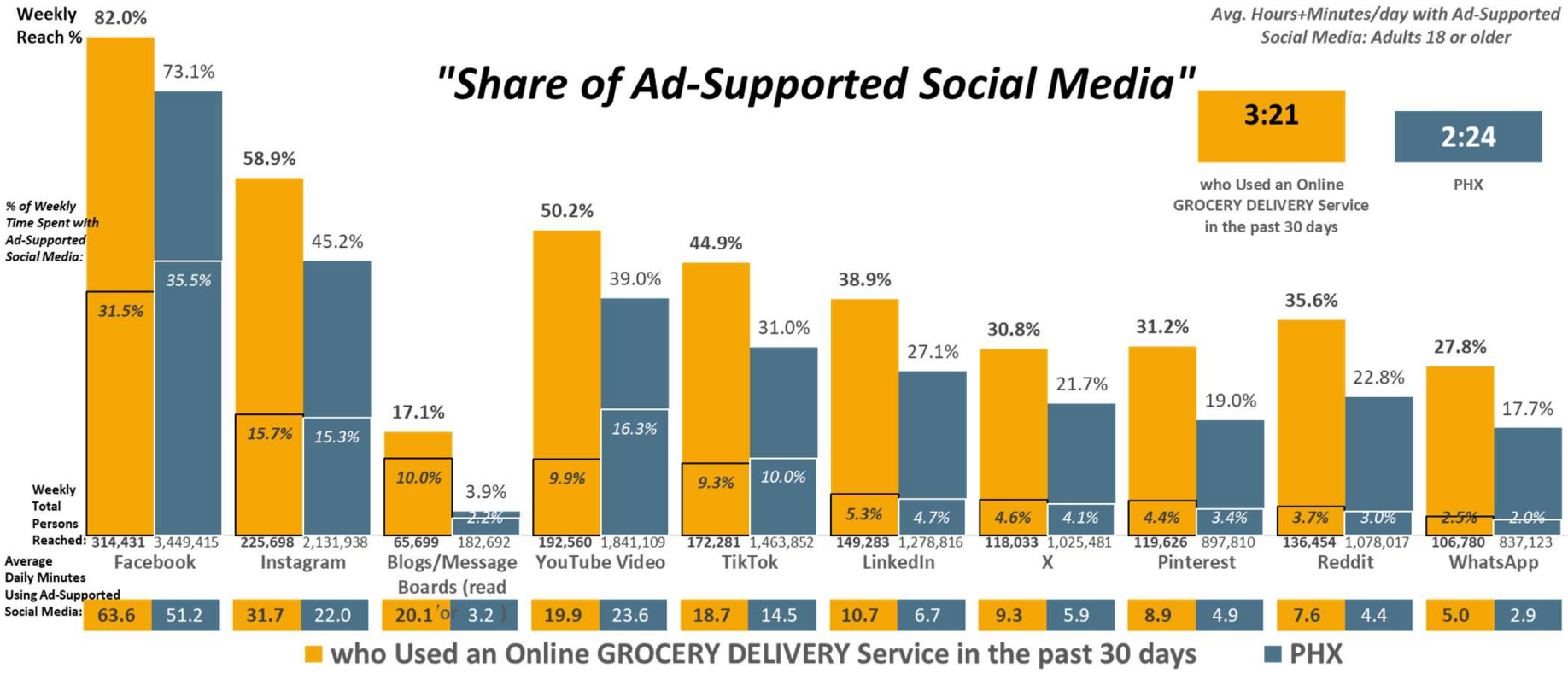
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



314,431 or 82.% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days use Ad-Supported Facebook for an average of 63.6 minutes every day representing 31.5% of all time spent daily with Ad-Supported Social Media.



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 177 PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,461

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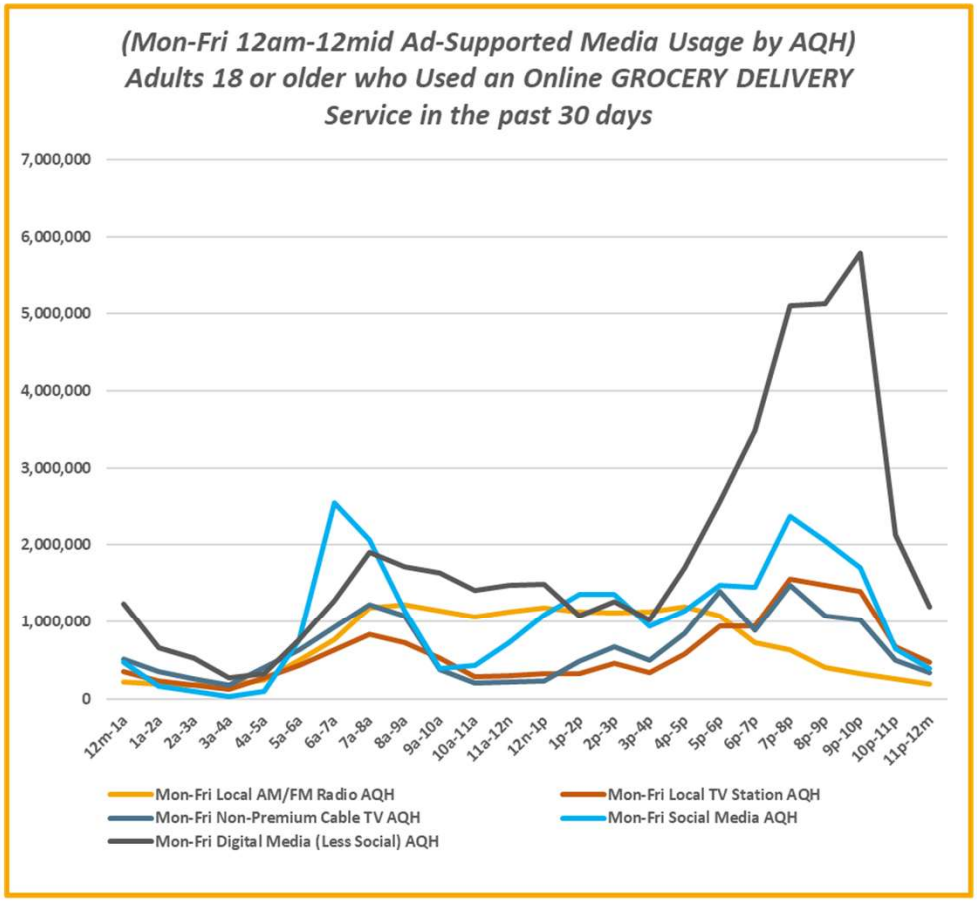
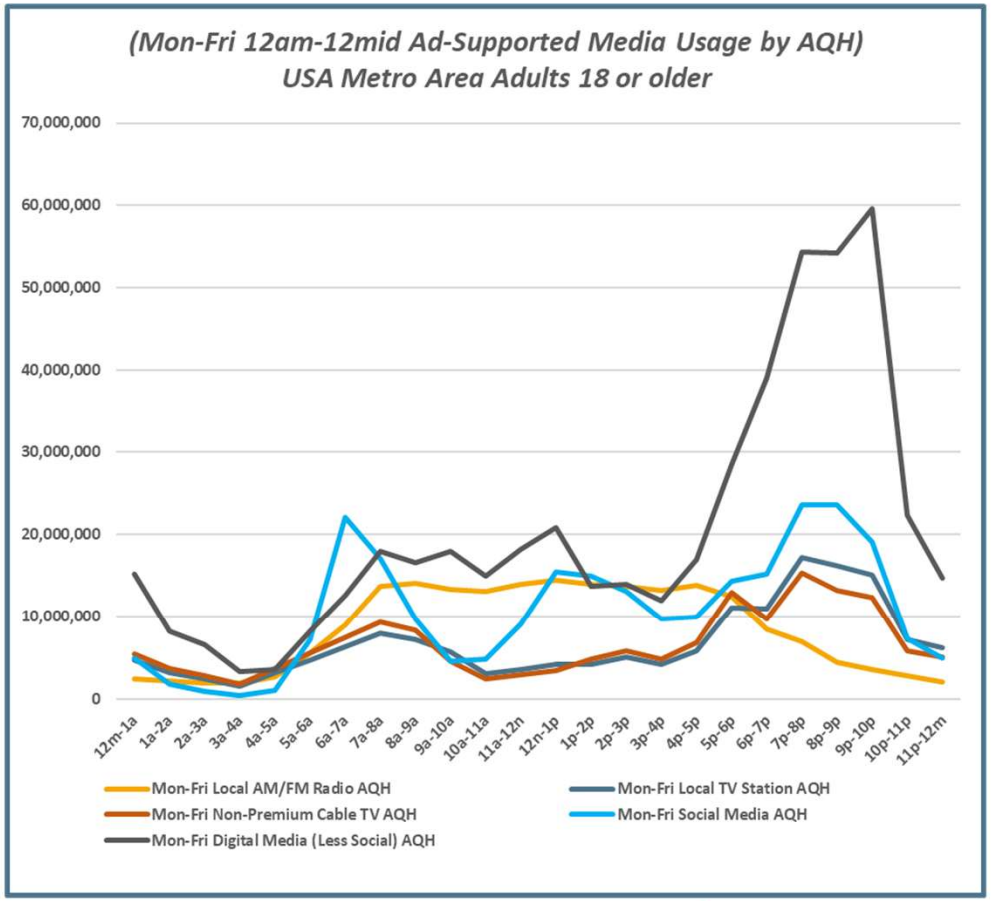
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,692,687; Social Media: 1,237,322; Local Radio: 1,078,909; Non-Prem. Cable: 693,325; Local TV: 552,028 reaching Adults 18 or older who Used an Online GROCERY DELIVERY Se





USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 2,321

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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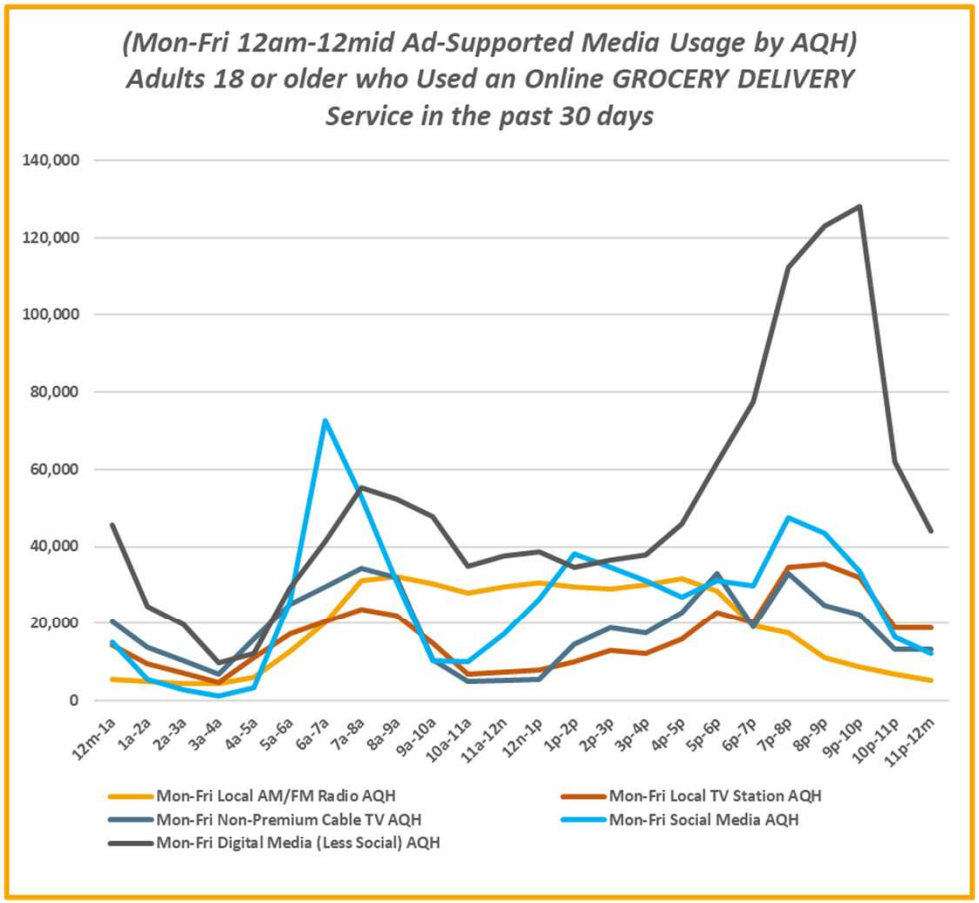
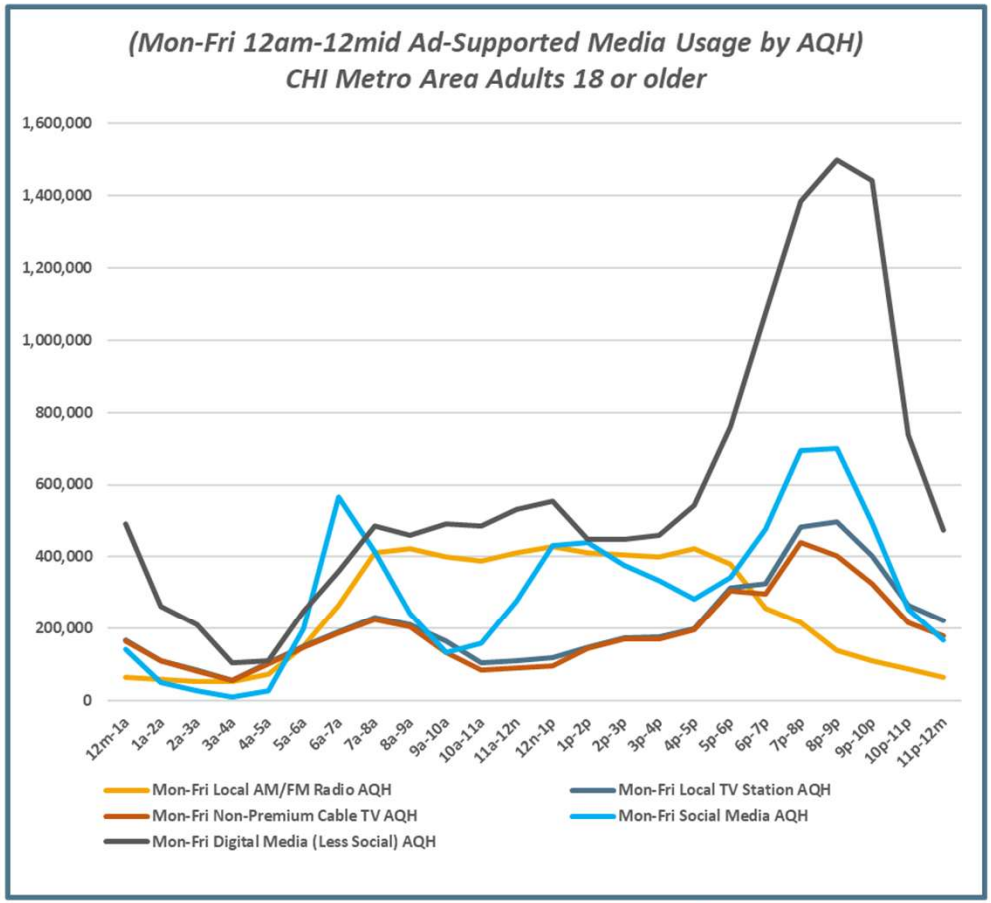
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 46,342; Social Media: 31,686; Local Radio: 28,508; Non-Prem. Cable: 19,079; Local TV: 15,193 reaching Adults 18 or older who Used an Online GROCERY DELIVERY Service in th





CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 337

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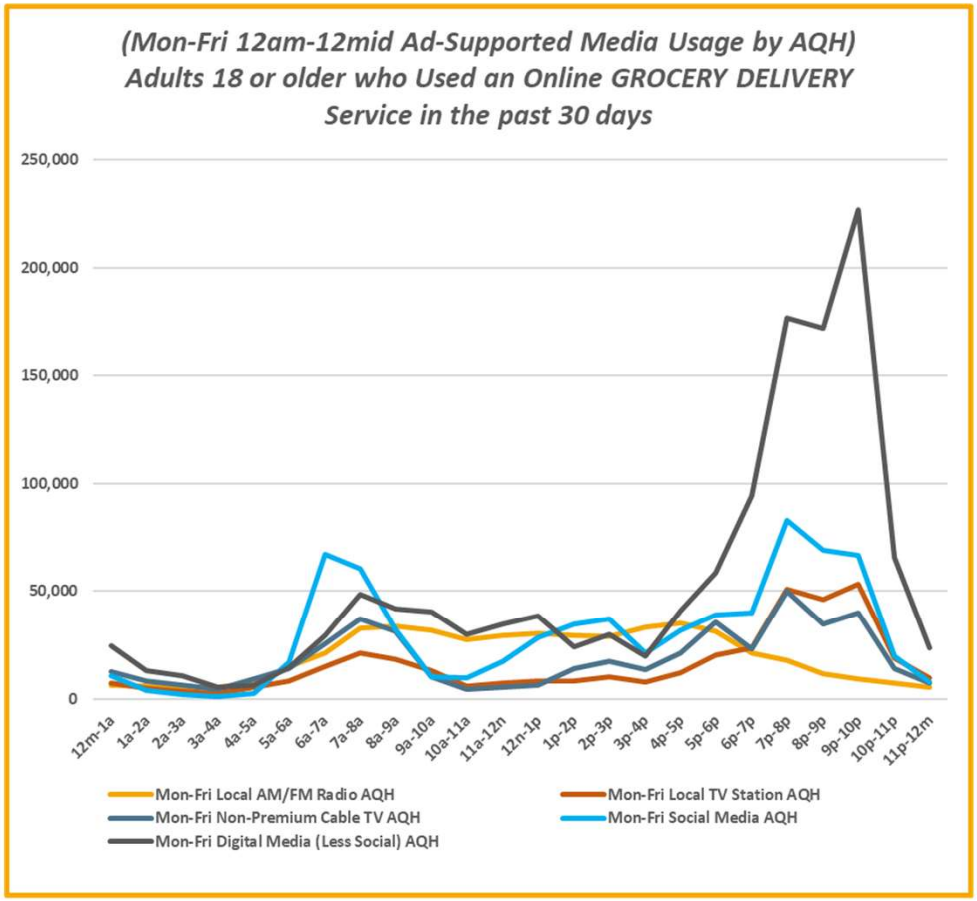
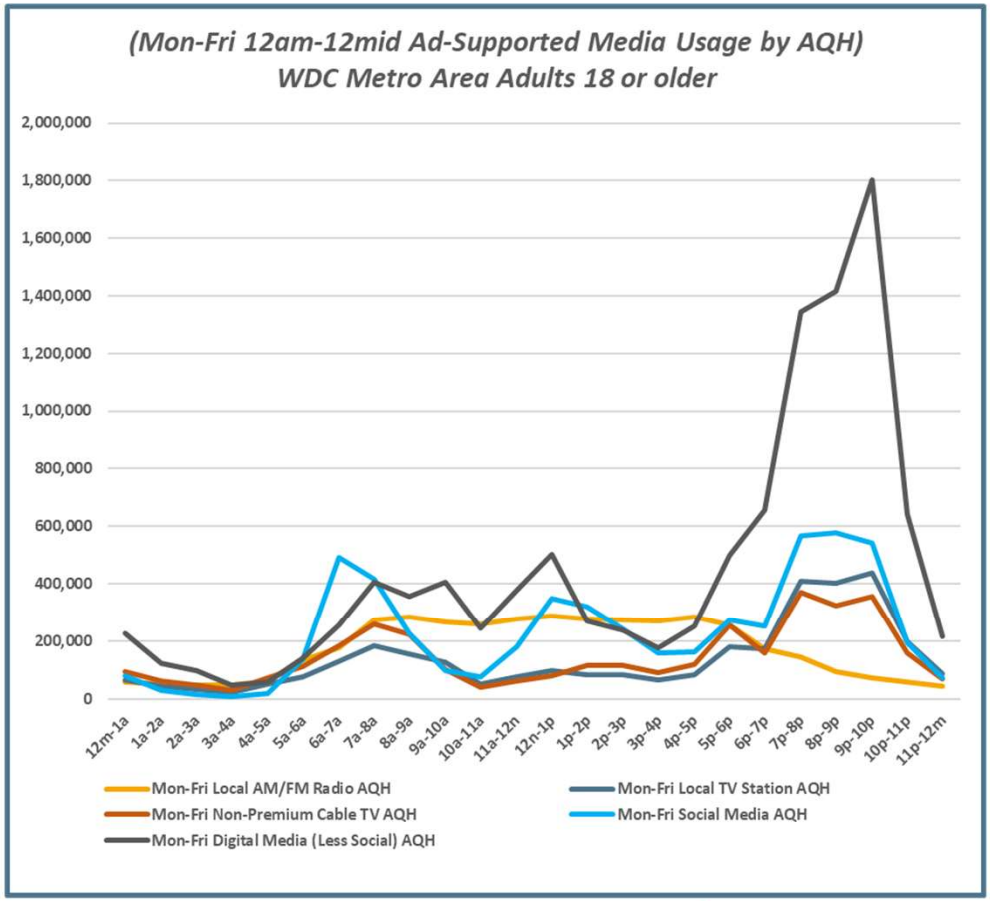
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 40,663; Social Media: 32,860; Local Radio: 29,497; Non-Prem. Cable: 18,658; Local TV: 13,026 reaching Adults 18 or older who Used an Online GROCERY DELIVERY Service in th





WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 691

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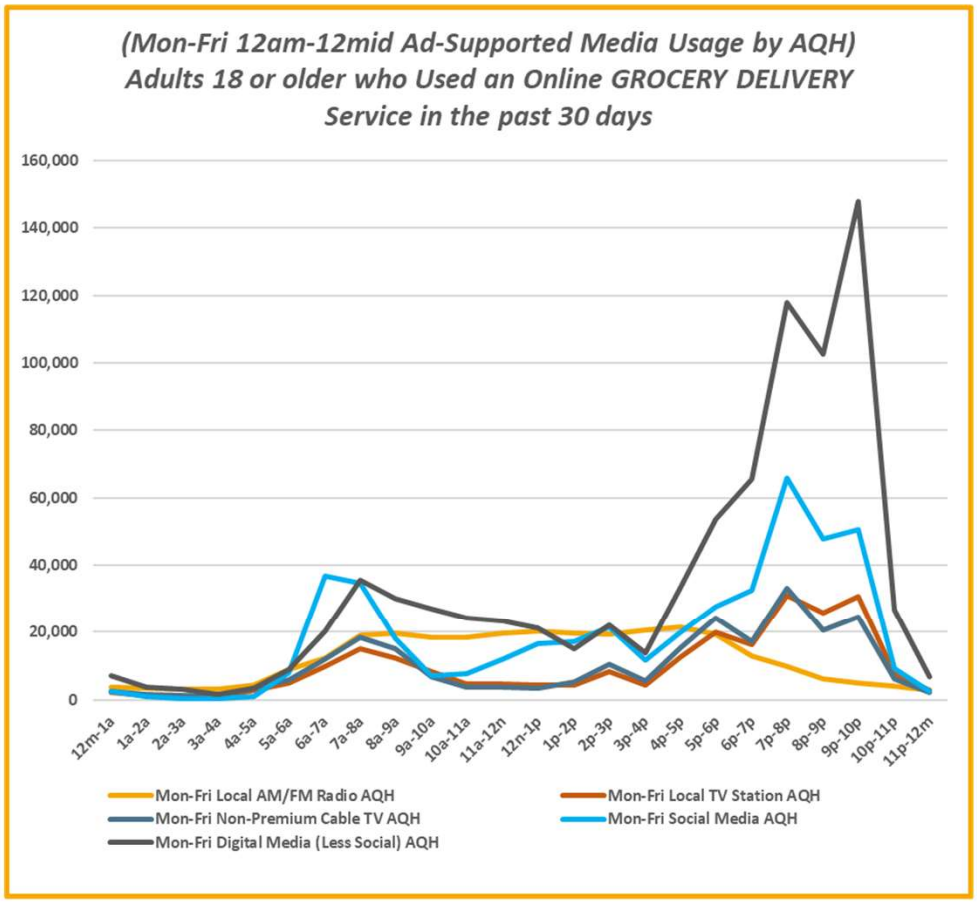
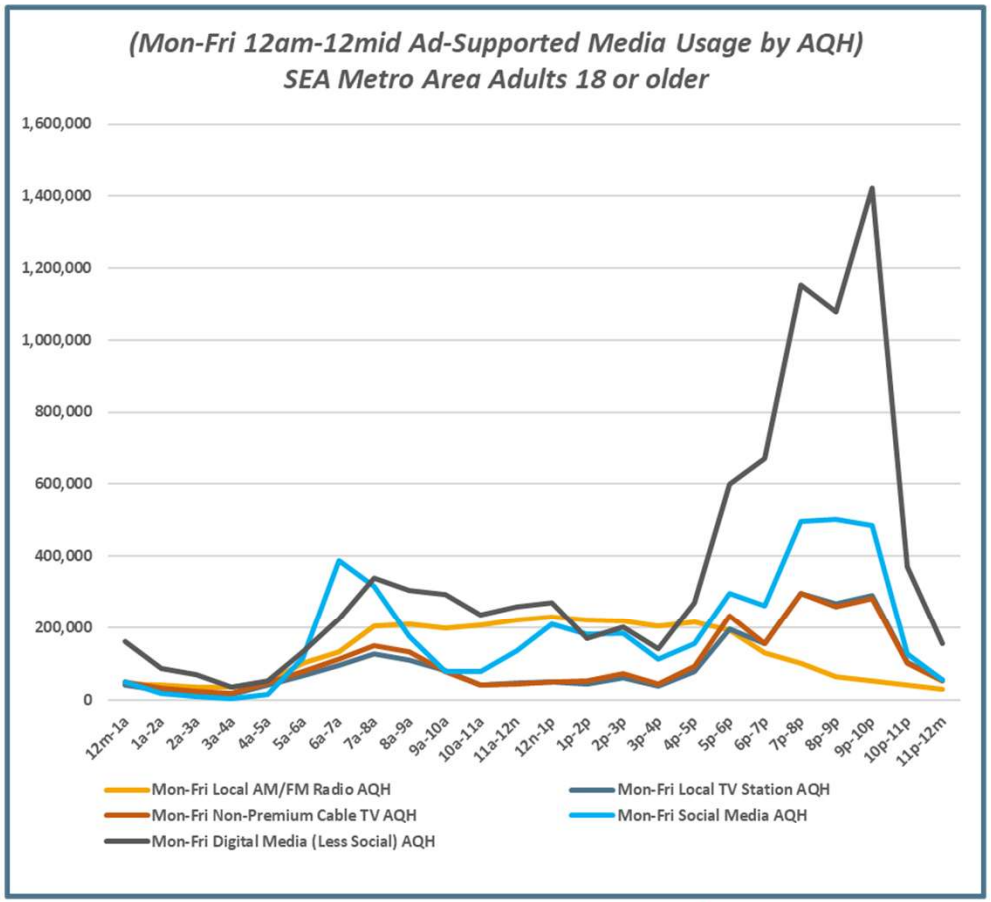
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 29,649; Social Media: 20,214; Local Radio: 18,493; Non-Prem. Cable: 10,815; Local TV: 9,598 reaching Adults 18 or older who Used an Online GROCERY DELIVERY Service in the





SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 372

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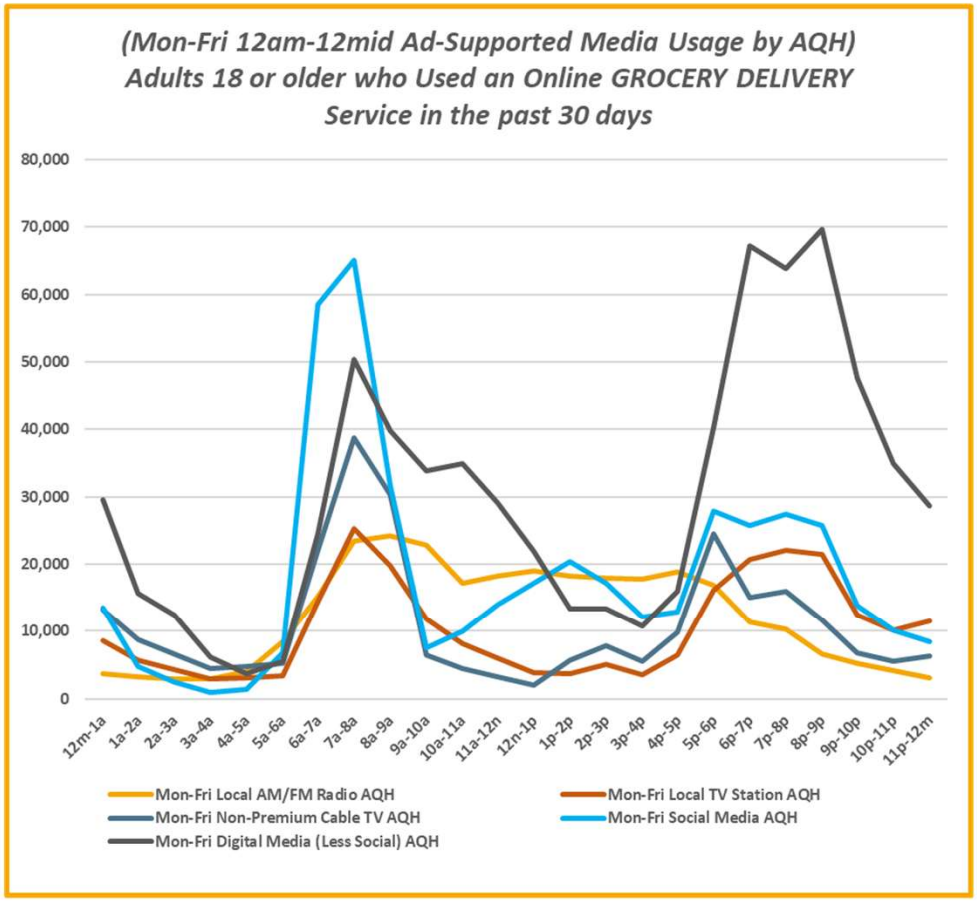
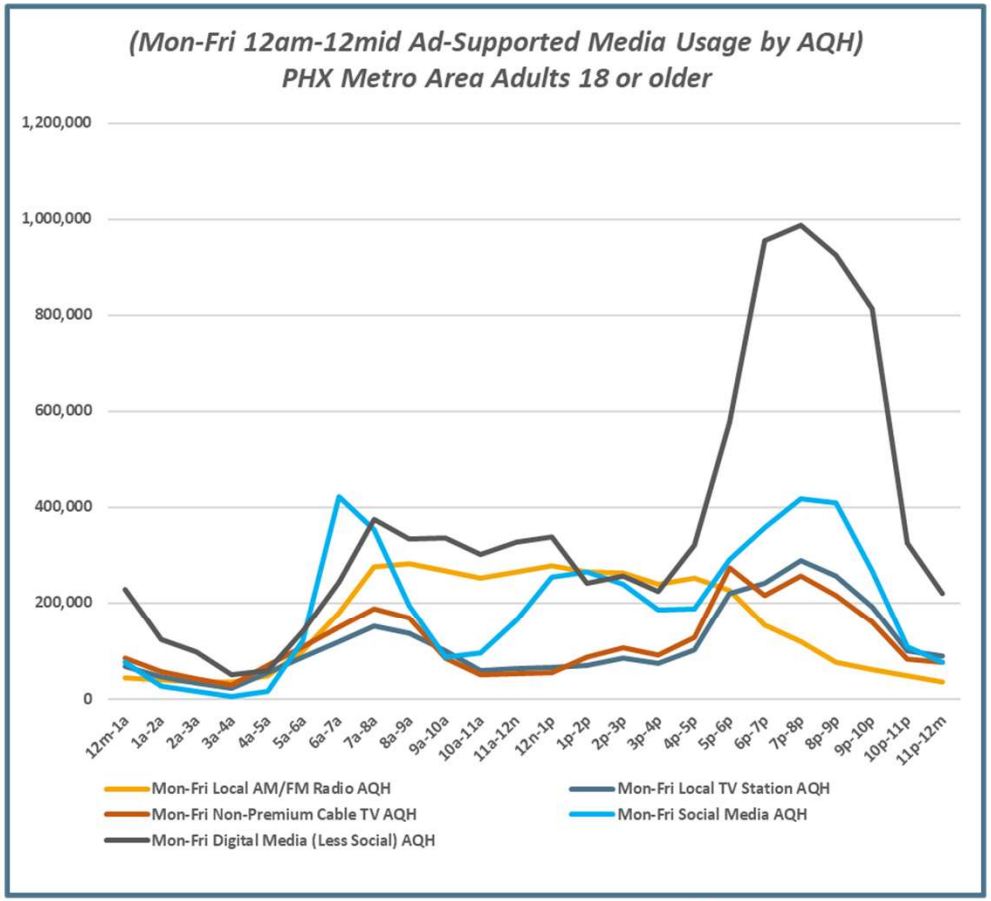
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 30,413; Social Media: 24,623; Local Radio: 18,538; Non-Prem. Cable: 13,506; Local TV: 11,137 reaching Adults 18 or older who Used an Online GROCERY DELIVERY Service in th





PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 177

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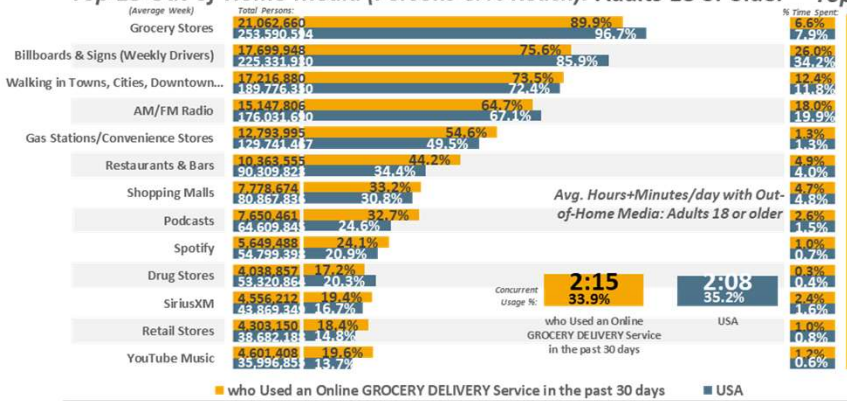
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

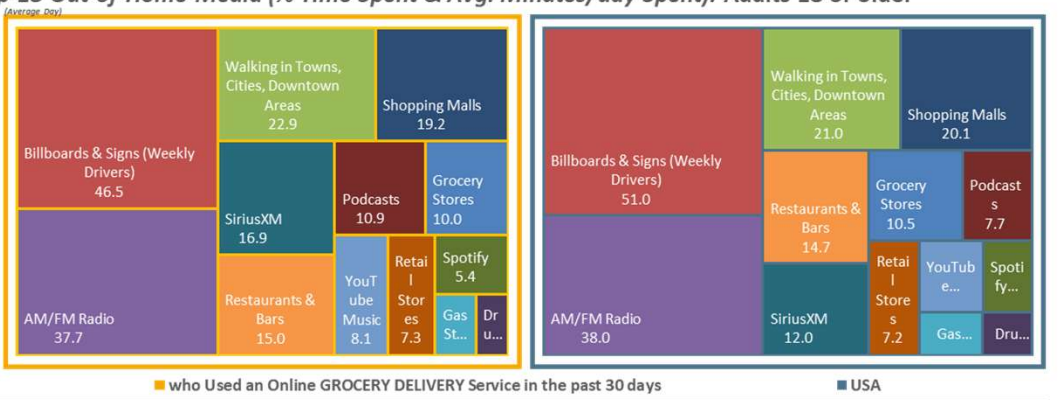


17,699,948 or 75.6% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days spend an average of 46.5 minutes per day driving, seeing Billboards and Signs. 61.7% Listen to Local Radio Stations Out-of-Home for an average of 32.

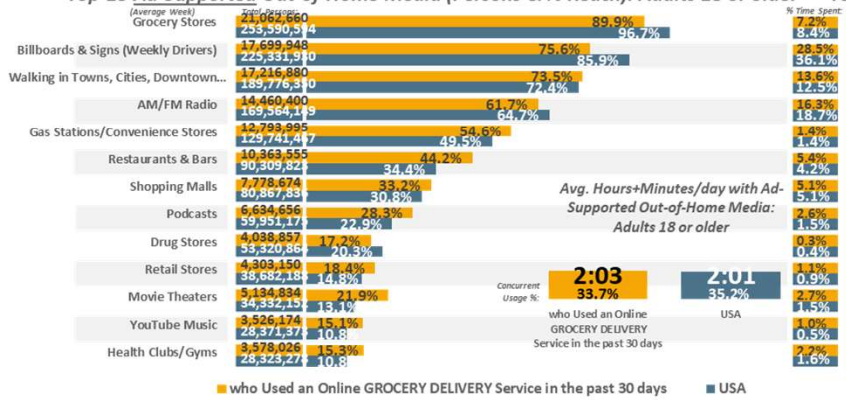
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



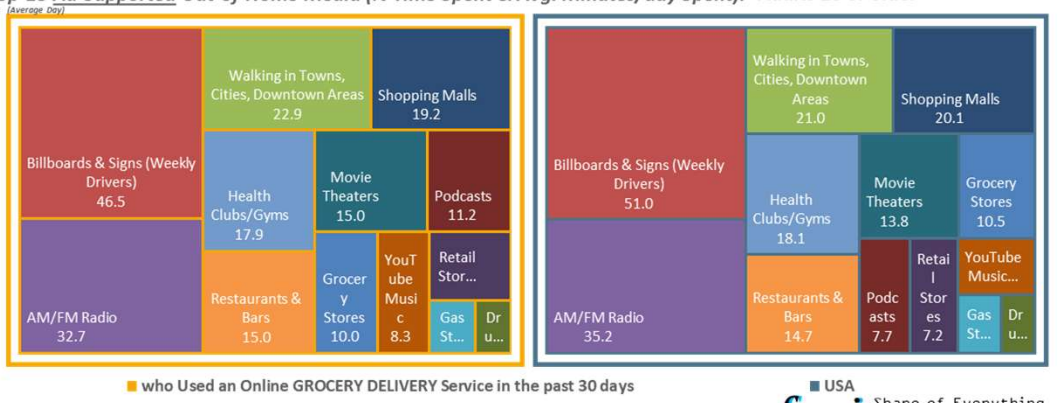
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2025: Feb24-Mar25 Qual Intab 2,321

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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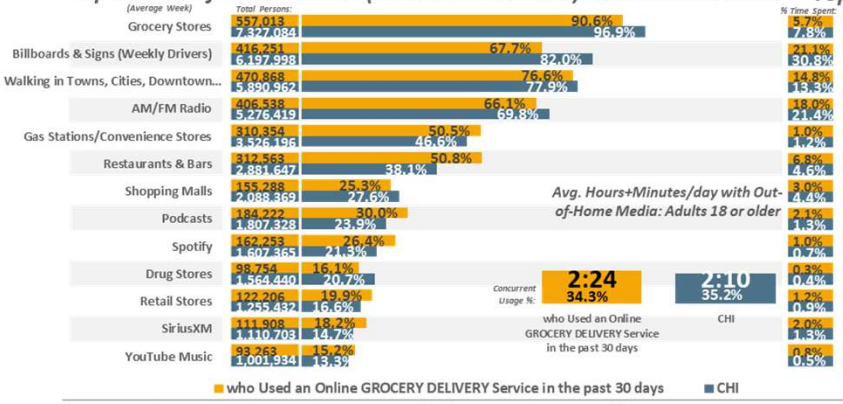
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

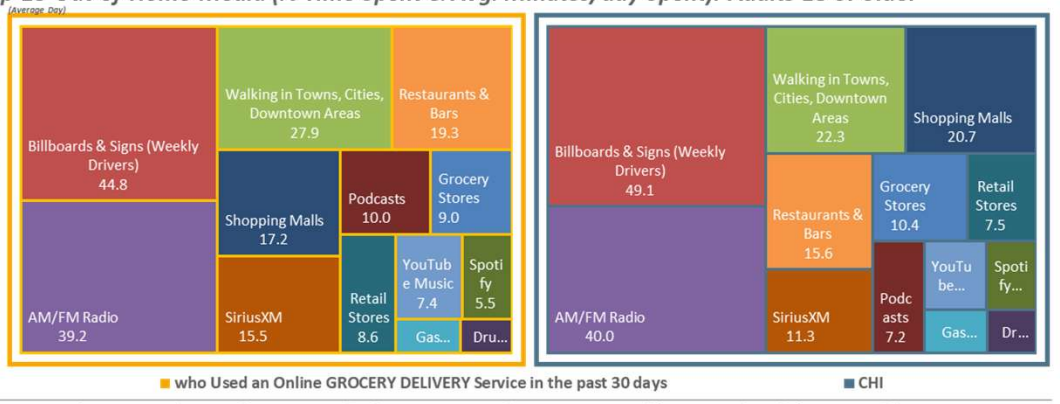


416,251 or 67.7% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days spend an average of 44.8 minutes per day driving, seeing Billboards and Signs. 62.3% Listen to Local Radio Stations Out-of-Home for an average of 34.7 m

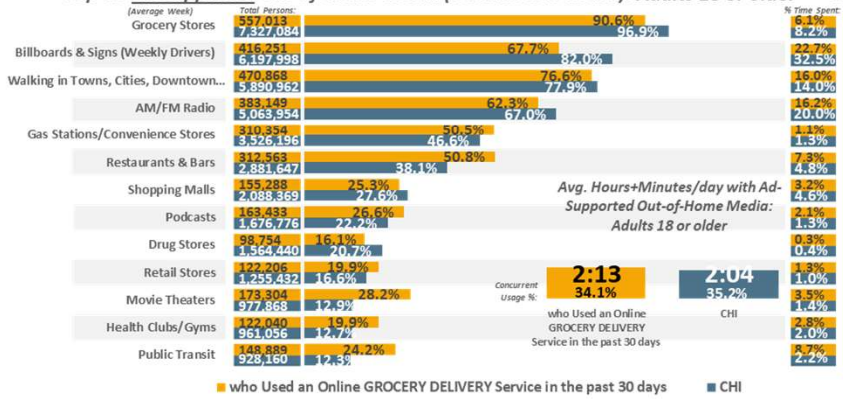
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



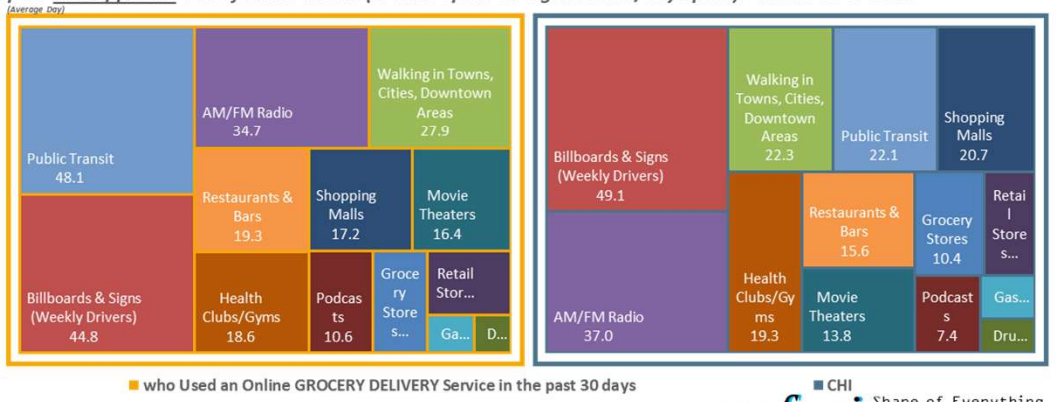
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 337

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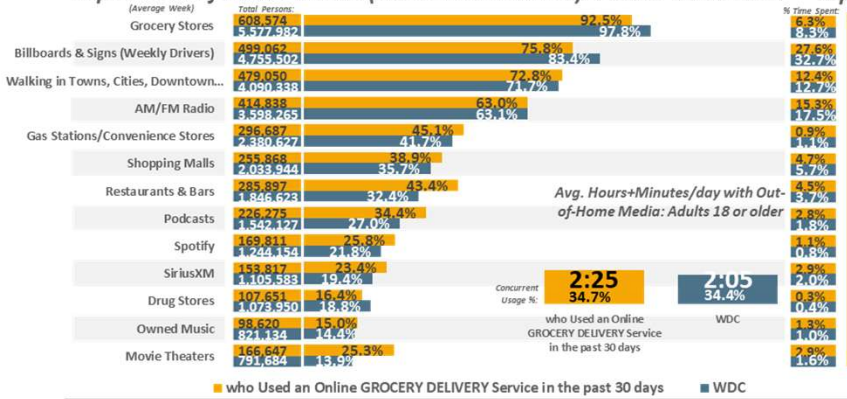
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

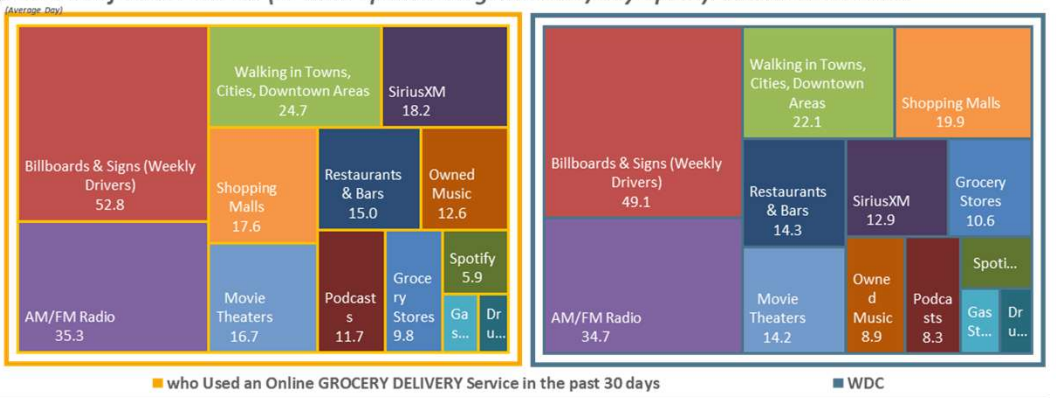


499,062 or 75.8% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days spend an average of 52.8 minutes per day driving, seeing Billboards and Signs. 60.8% Listen to Local Radio Stations Out-of-Home for an average of 30. mi

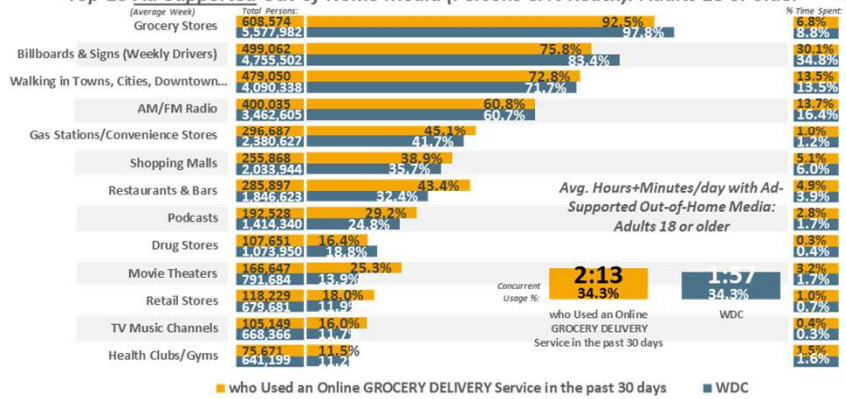
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



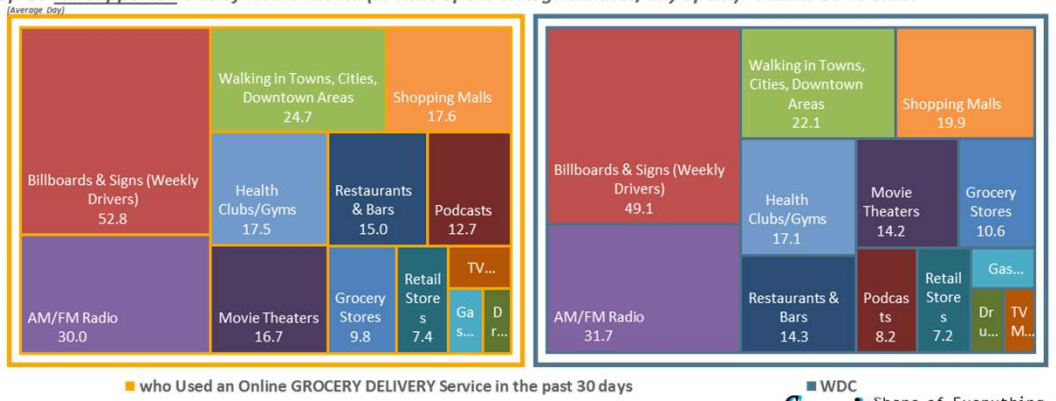
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 691

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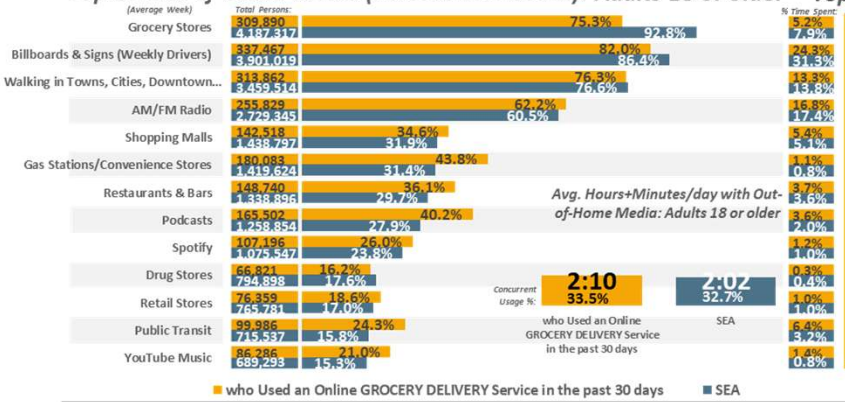
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

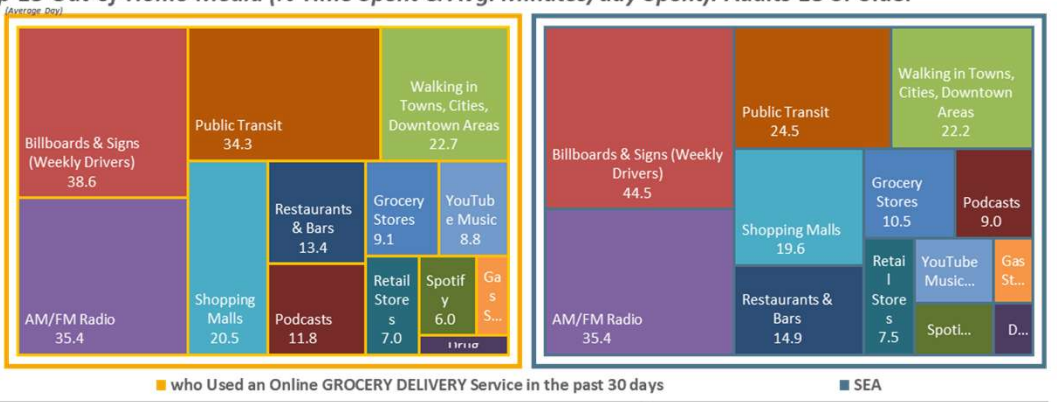


337,467 or 82.% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days spend an average of 38.6 minutes per day driving, seeing Billboards and Signs. 59.8% Listen to Local Radio Stations Out-of-Home for an average of 29.8 mi

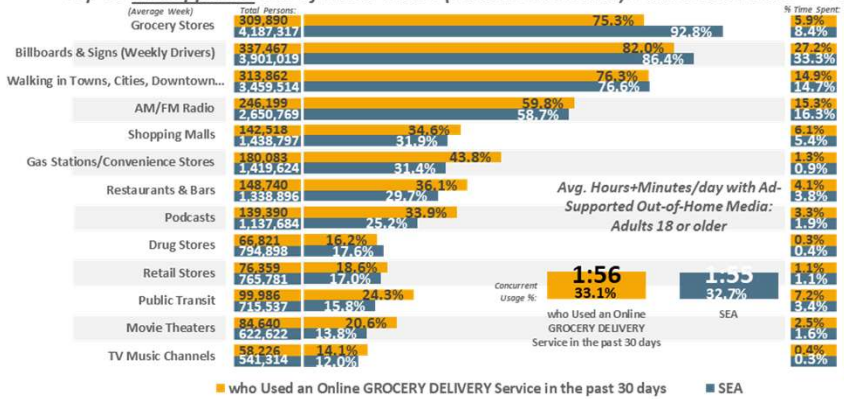
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



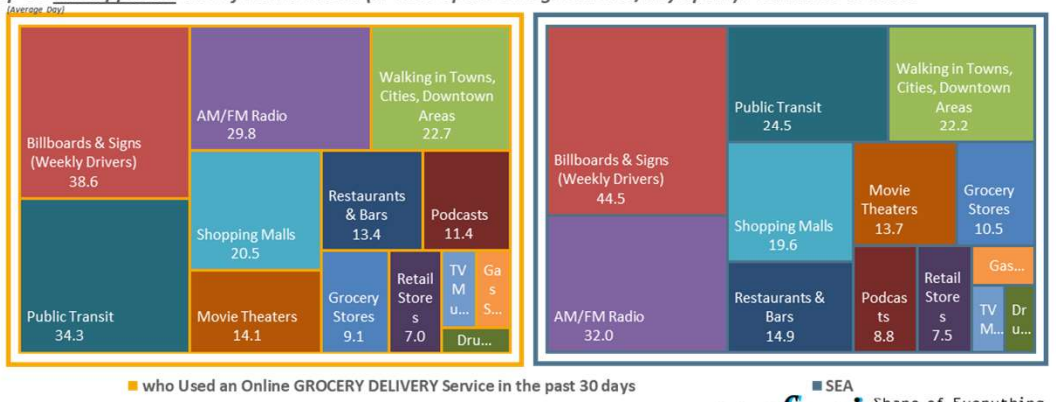
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 372

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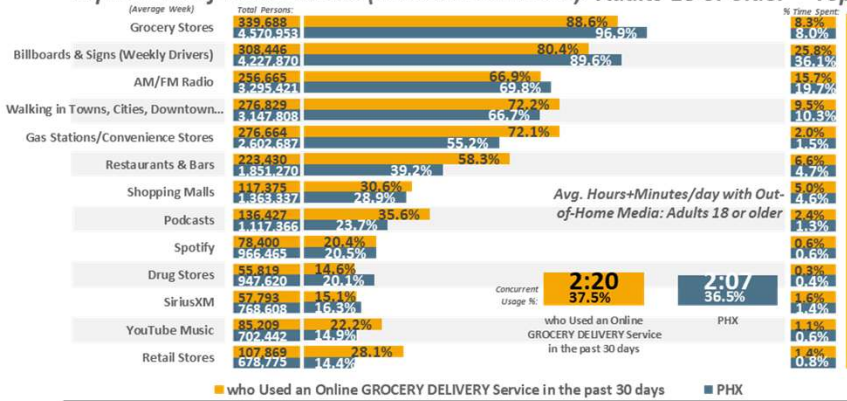
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

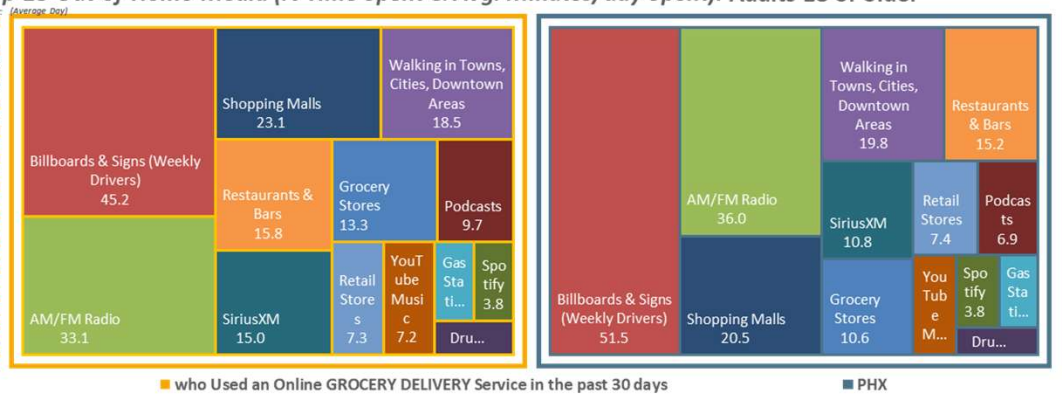


308,446 or 80.4% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days spend an average of 45.2 minutes per day driving, seeing Billboards and Signs. 64.4% Listen to Local Radio Stations Out-of-Home for an average of 30.7 m

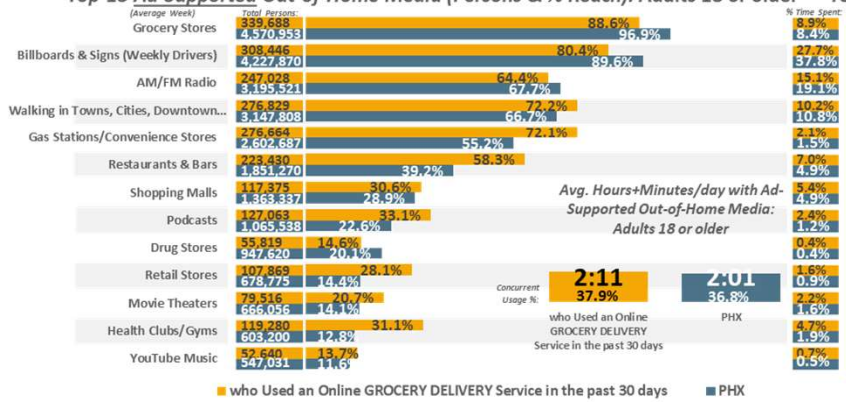
Top-13 Out-of-Home Media (Persons & % Reach): **Adults 18 or older**



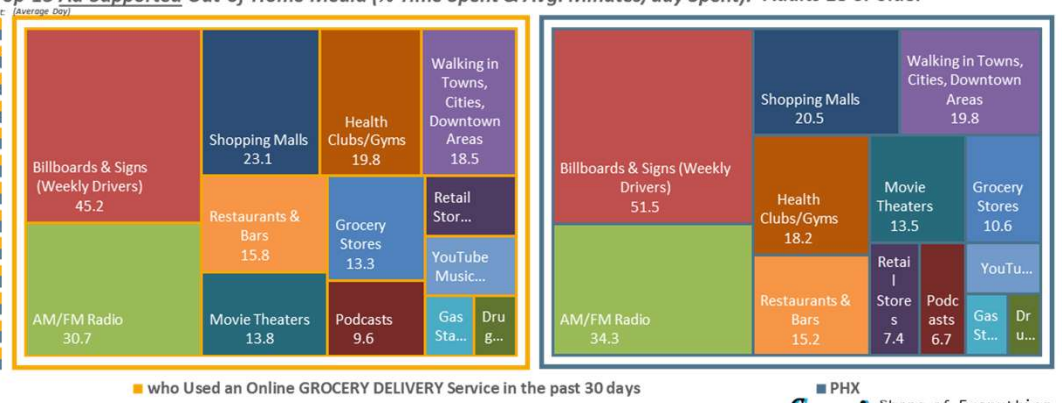
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 177

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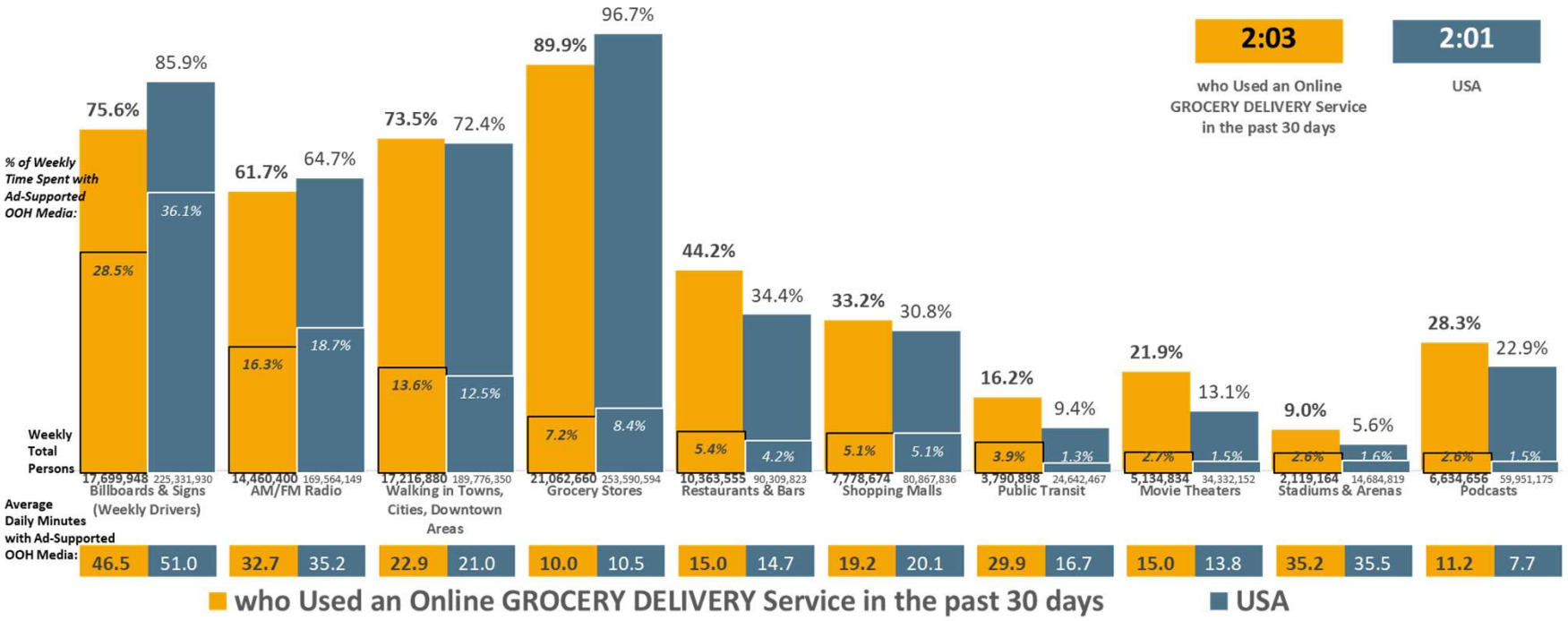
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



17,699,948 or 75.6% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days spend an average of 46.5 minutes per day driving, seeing Billboards and Signs representing 28.5% of all Time Spent with Ad-Supported Out-of-Home Medi

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 2025: Feb24-Mar25 Qual Intab 2,321

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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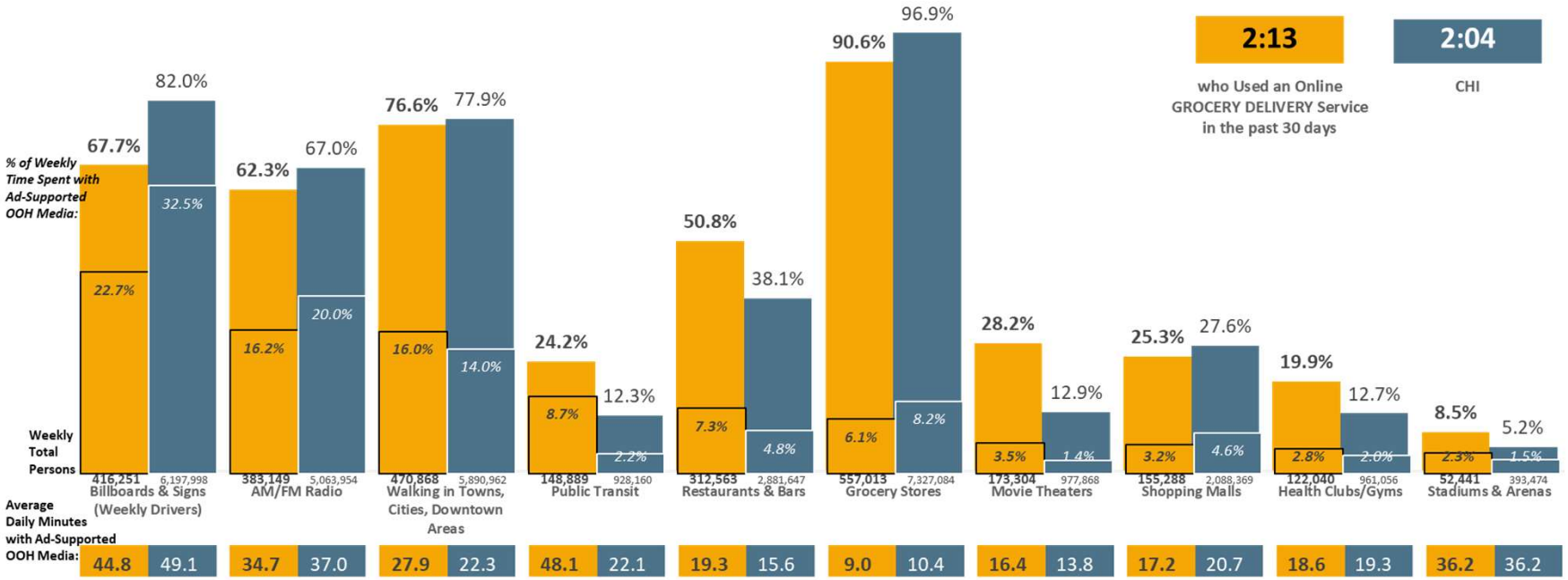
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



416,251 or 67.7% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days spend an average of 44.8 minutes per day driving, seeing Billboards and Signs representing 22.7% 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"



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 337 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,846

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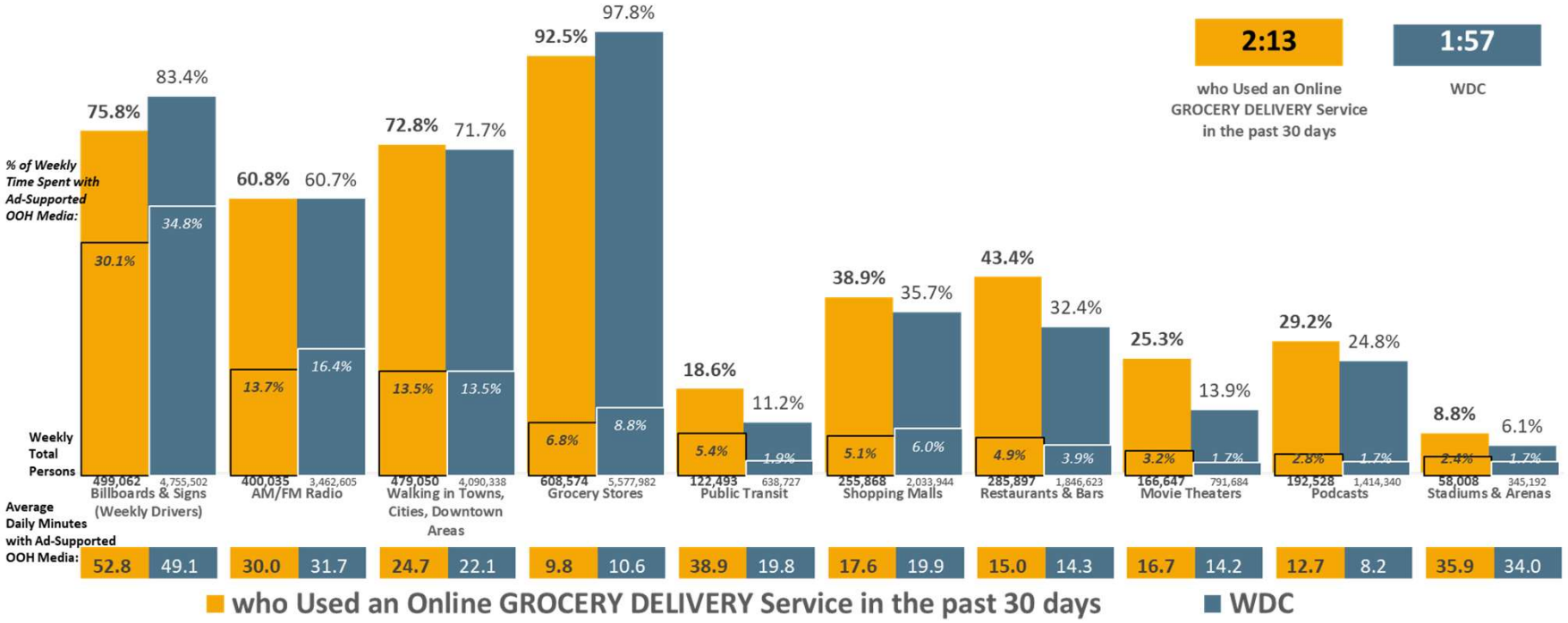
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



499,062 or 75.8% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days spend an average of 52.8 minutes per day driving, seeing Billboards and Signs representing 30.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 691 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

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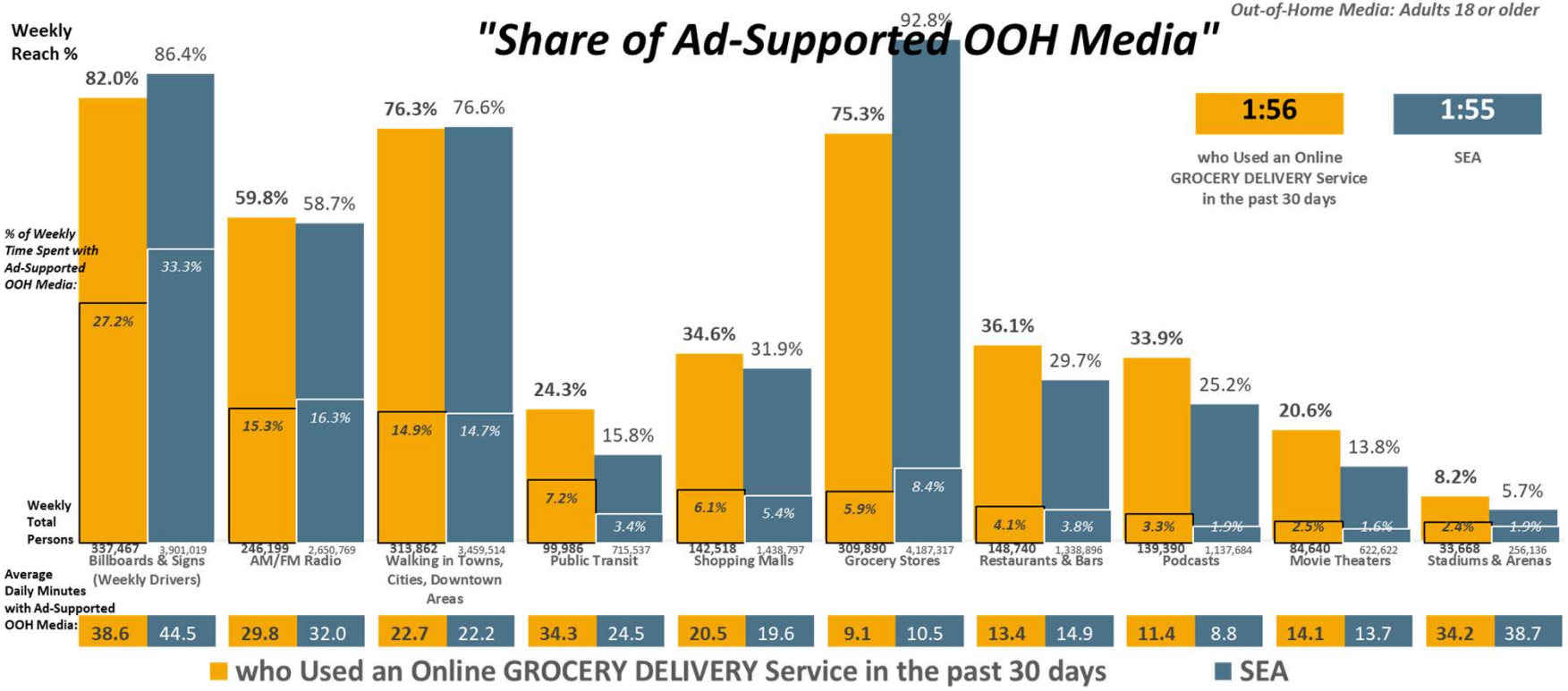
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



337,467 or 82.% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days spend an average of 38.6 minutes per day driving, seeing Billboards and Signs representing 27.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 372 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

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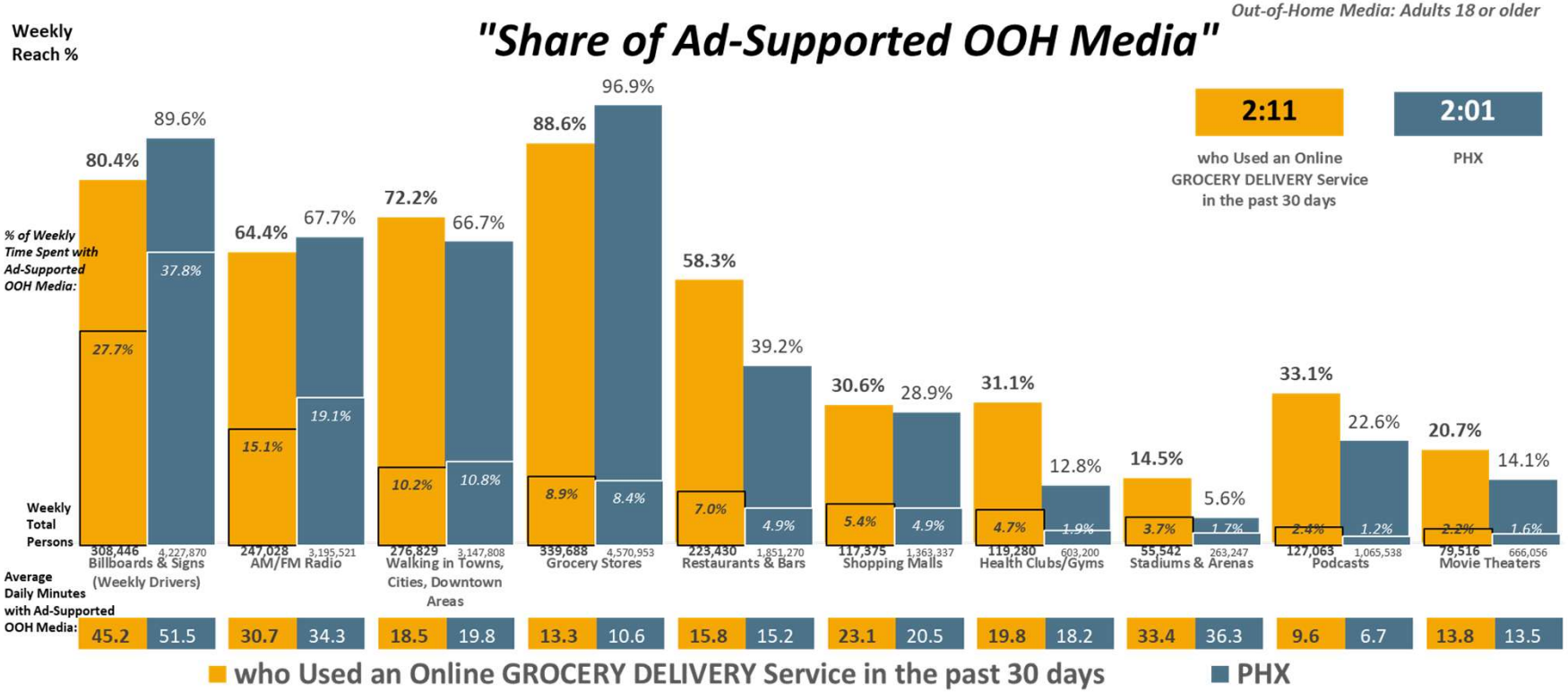
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



308,446 or 80.4% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days spend an average of 45.2 minutes per day driving, seeing Billboards and Signs representing 27.7% 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



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 177 PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,461

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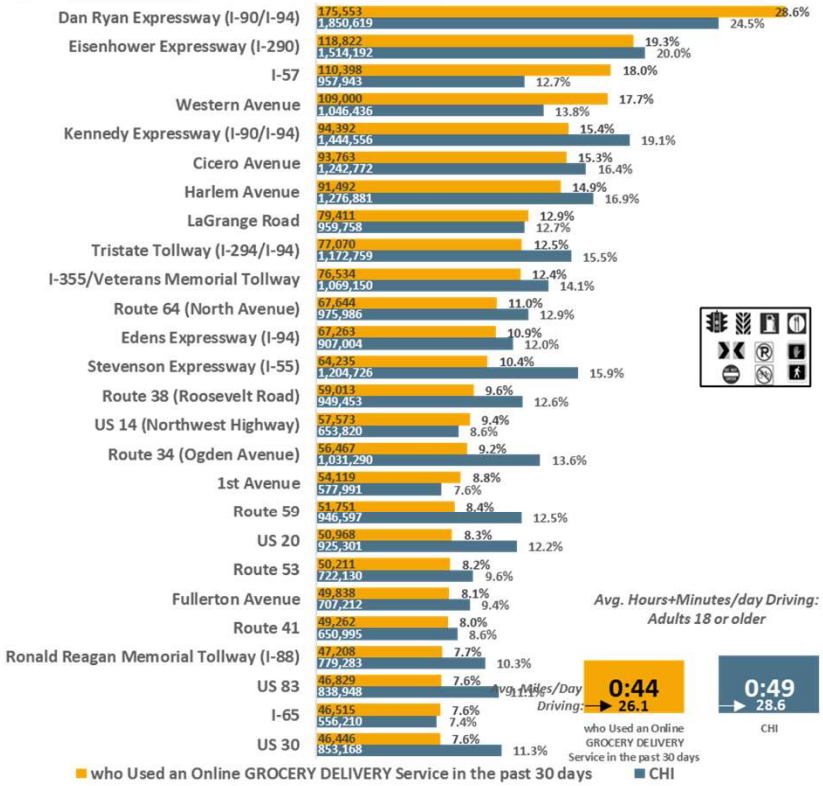
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

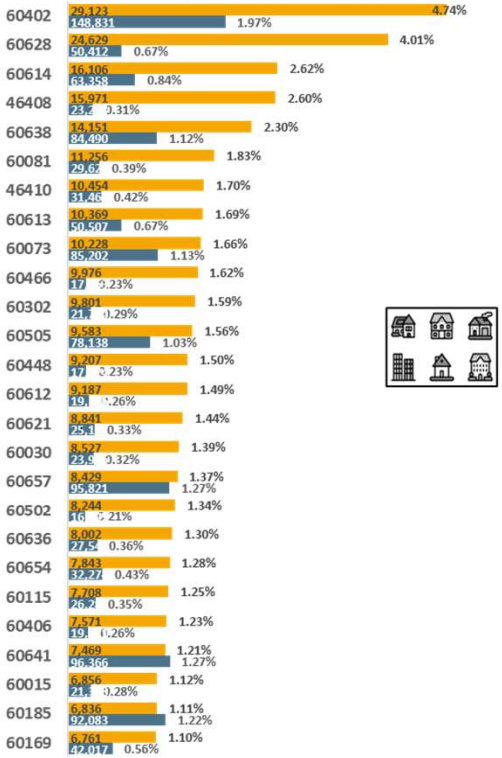


416,251 or 67.7% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days spend an average of 44.8 minutes per day driving an average of 26.1 miles each day and are 41.7% more likely to use I-57 than the Metro average.

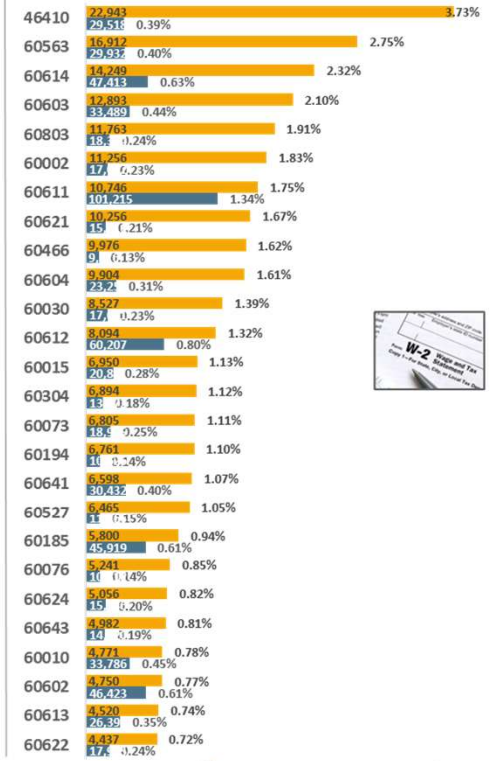
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 337

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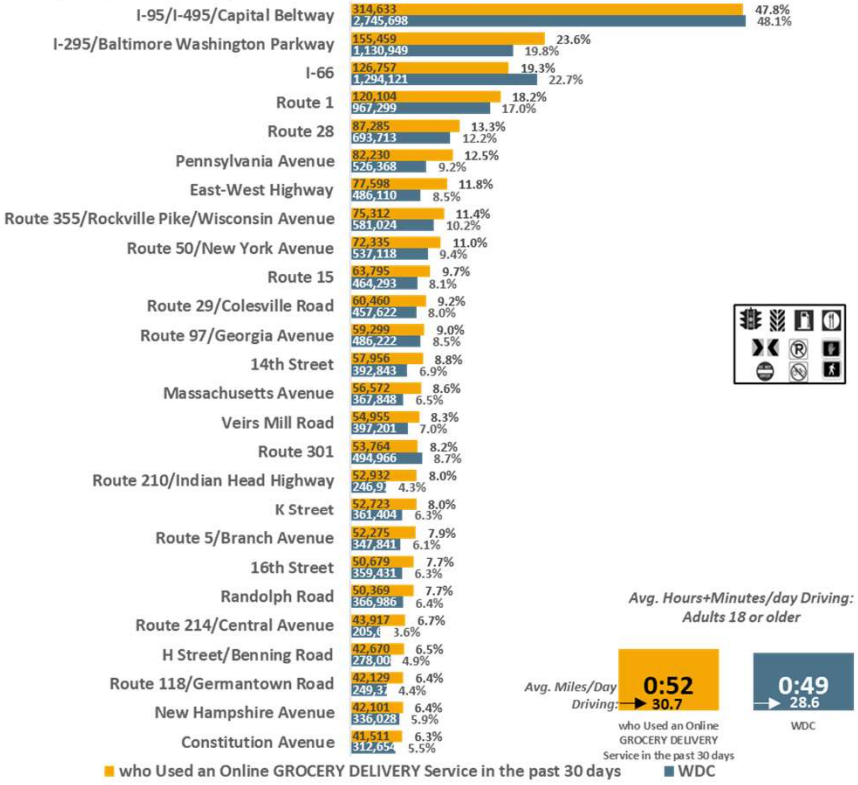
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



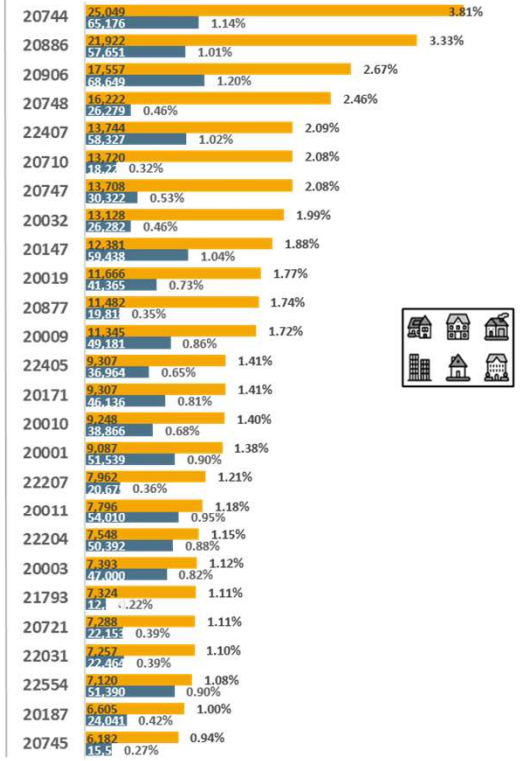
499,062 or 75.8% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days spend an average of 52.8 minutes per day driving an average of 30.7 miles each day and are 85.7% more likely to use Route 210/Indian Head Highway than t

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

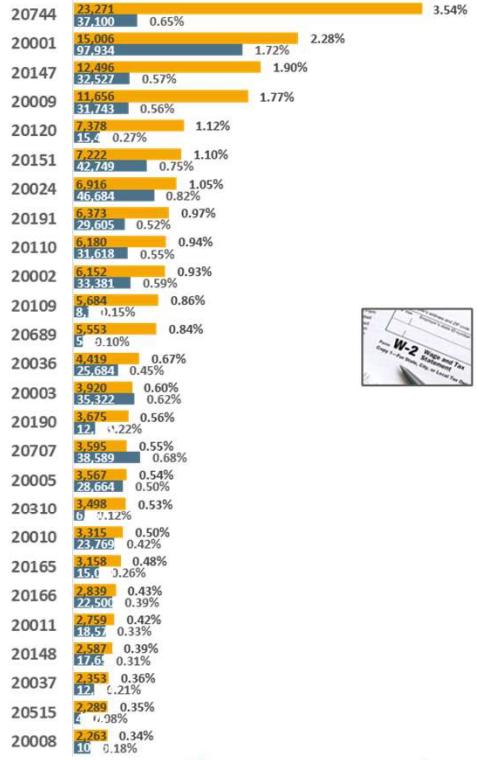


Avg. Hours+Minutes/day Driving: Adults 18 or older

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



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



■ who Used an Online GROCERY DELIVERY Service in the past 30 days ■ WDC

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WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 691

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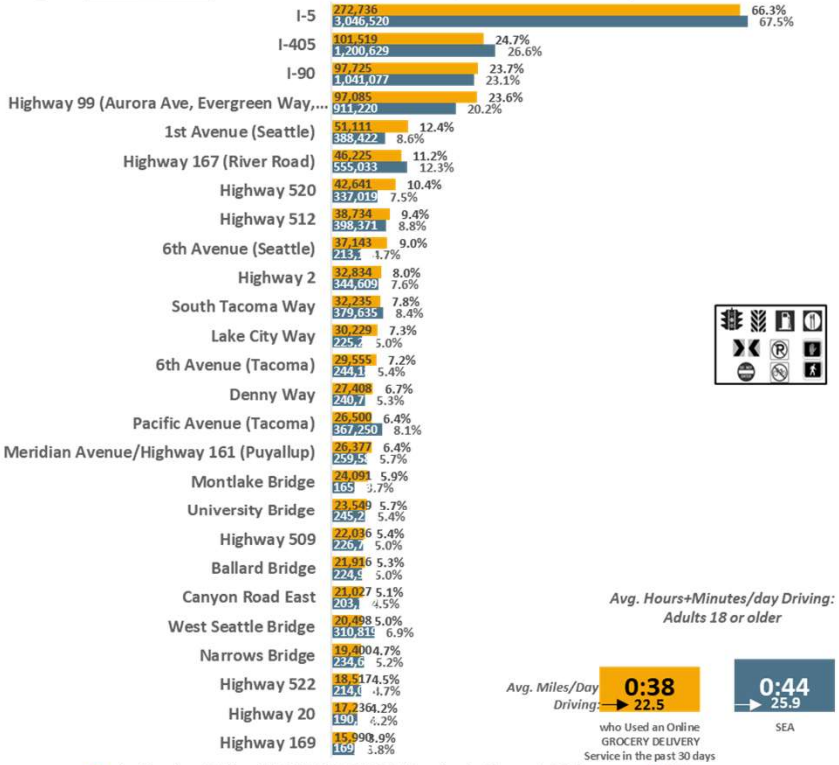
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

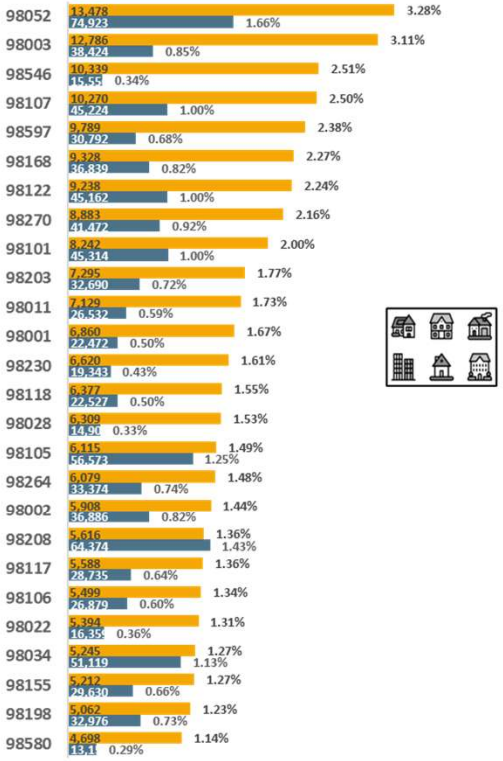


337,467 or 82.% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days spend an average of 38.6 minutes per day driving an average of 22.5 miles each day and are 91.2% more likely to use 6th Avenue (Seattle) than the Metro a

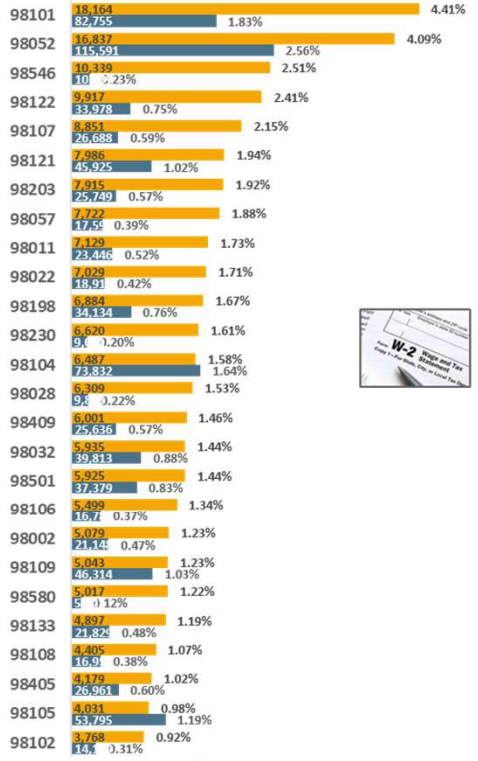
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 372

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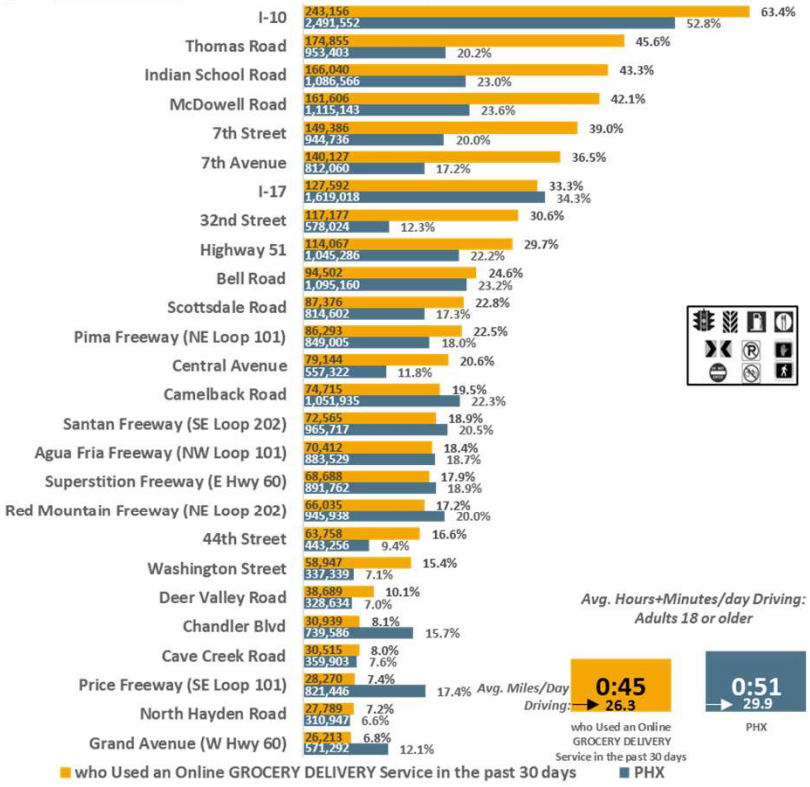
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



308,446 or 80.4% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days spend an average of 45.2 minutes per day driving an average of 26.3 miles each day and are 149.4% more likely to use 32nd Street than the Metro average.

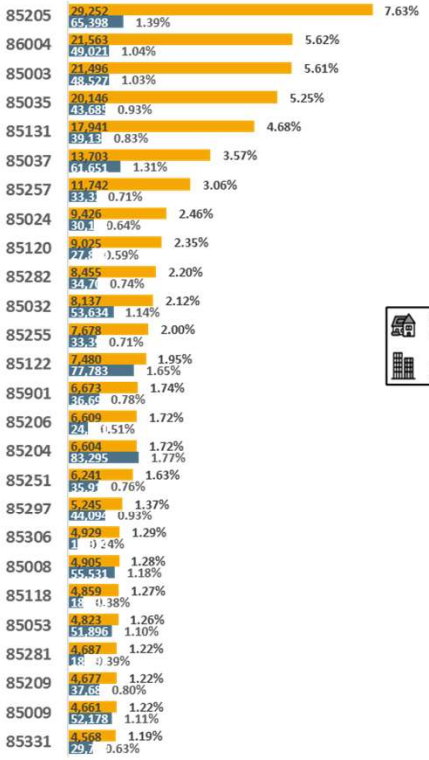
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



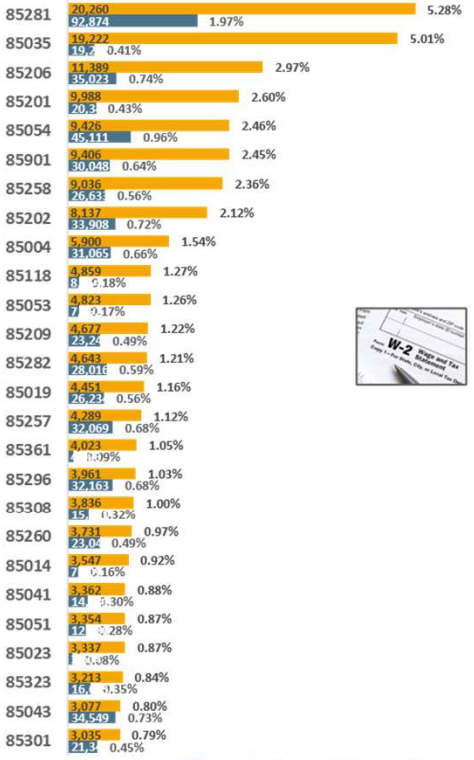
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving:

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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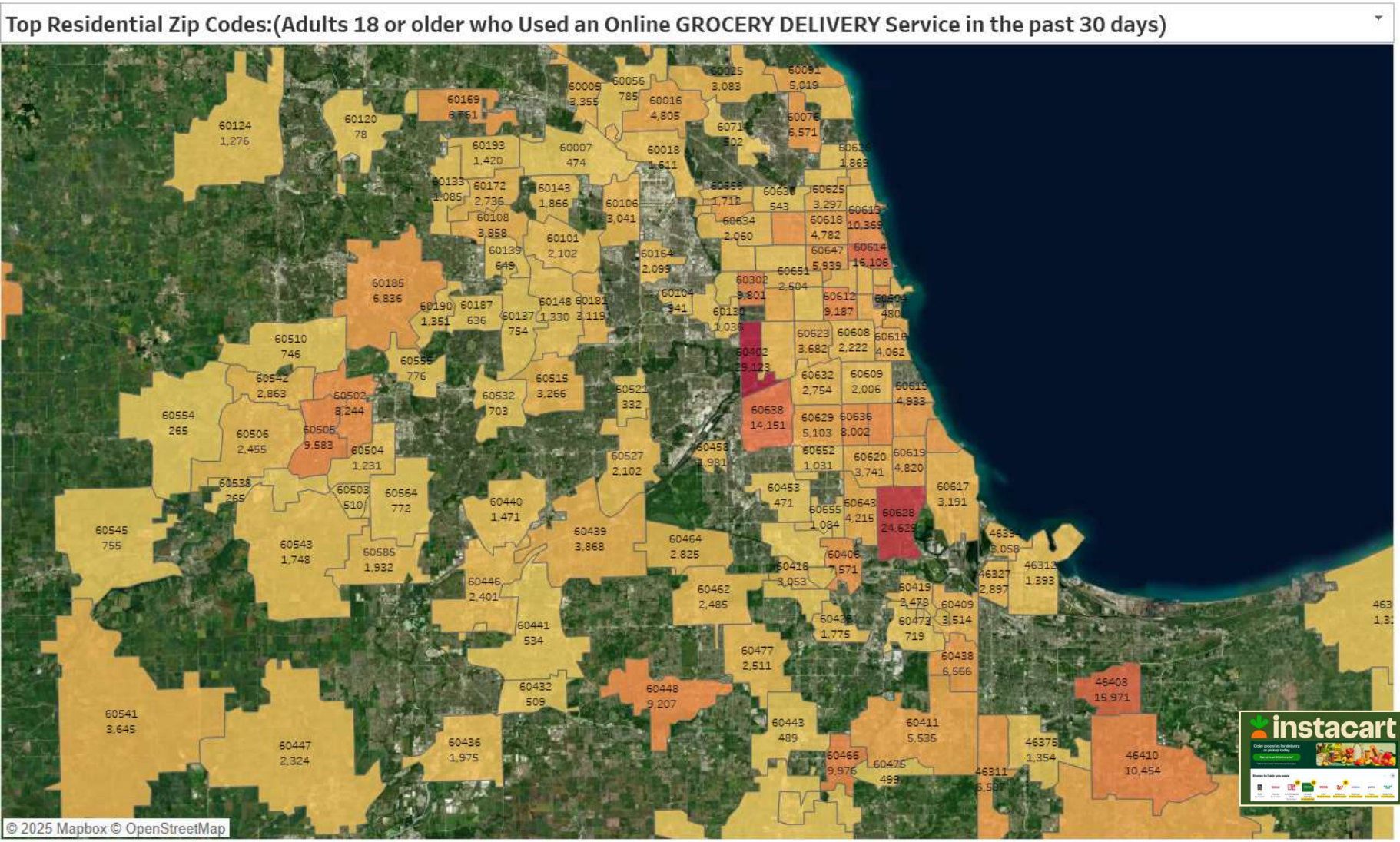
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

Top Residential Zip Codes:(Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days)



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 337

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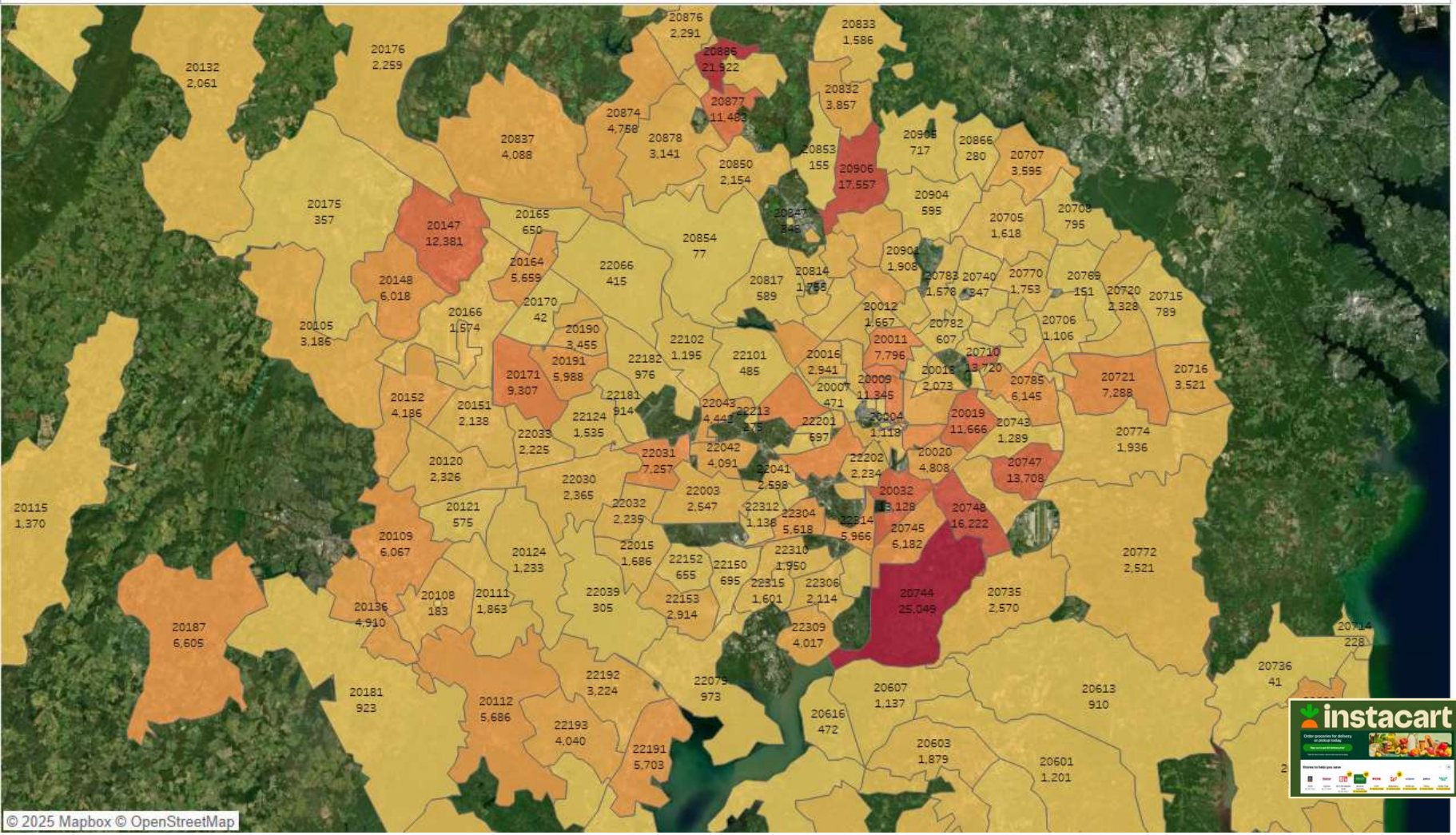
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

Top Residential Zip Codes: (Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days)



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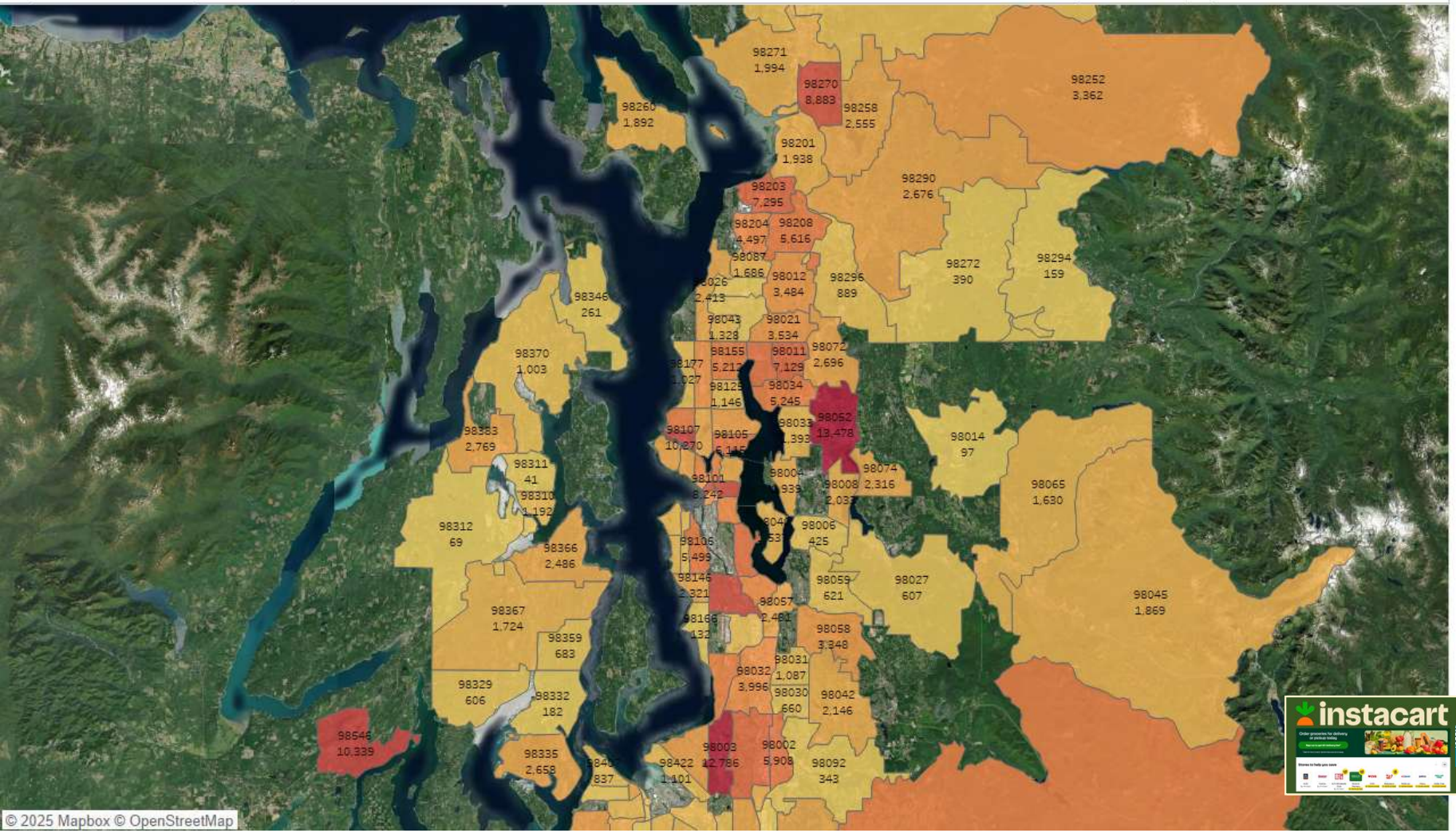
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

Top Residential Zip Codes: (Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days)



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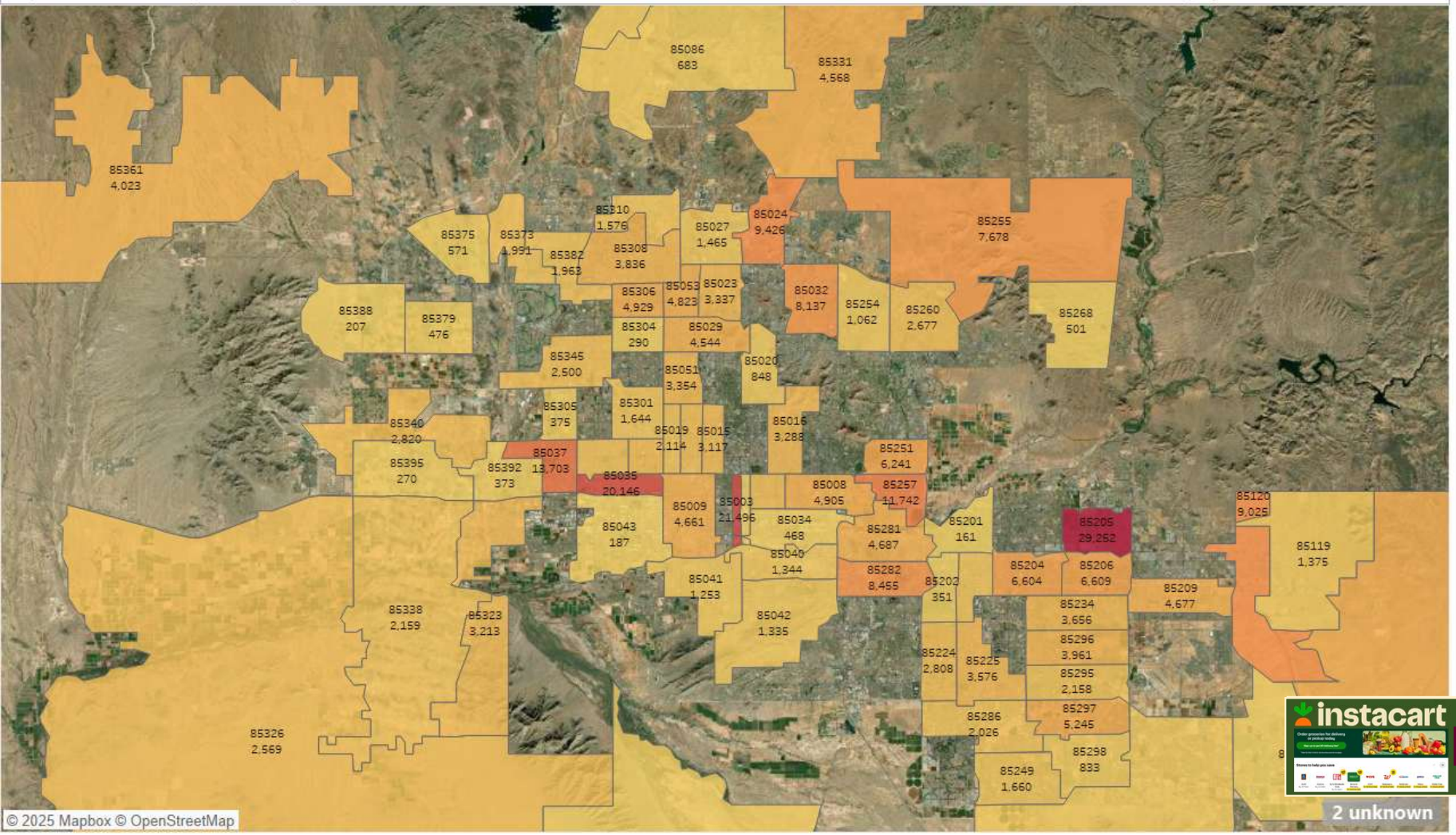
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

Top Residential Zip Codes: (Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days)



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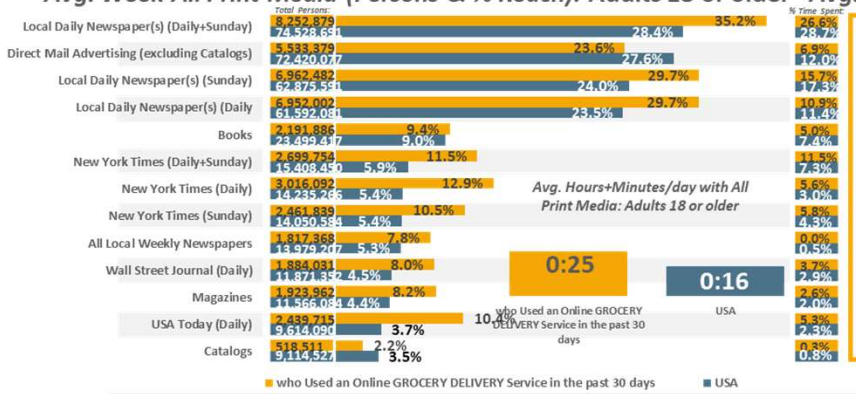
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

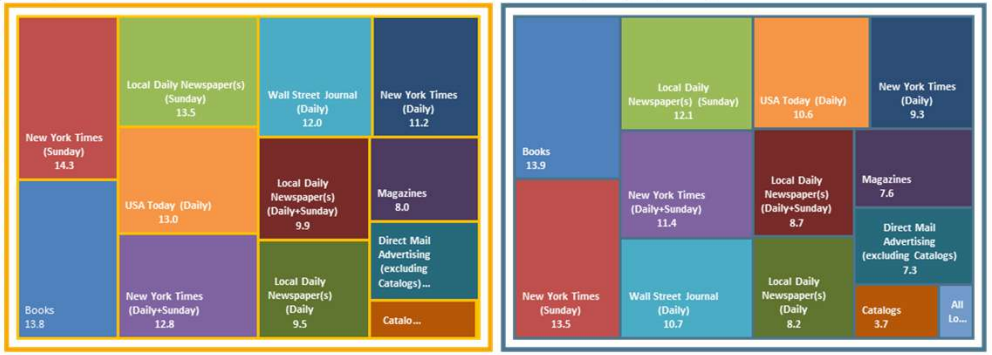


8,252,879 or 35.2% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.9 minutes every day representing 28.% of all time spent daily with All forms of Prin

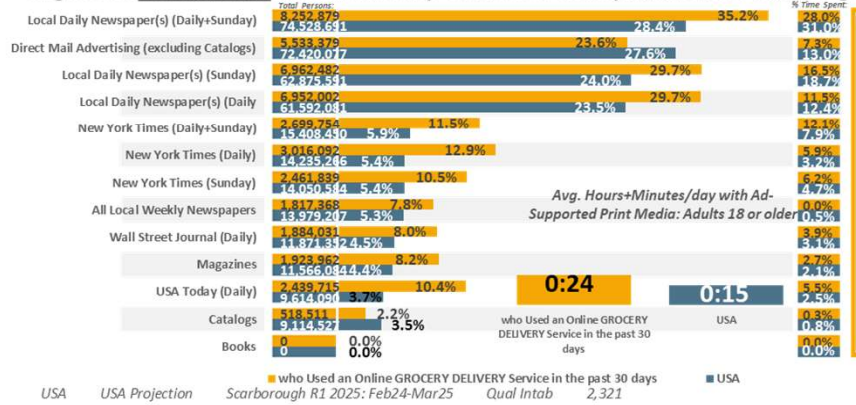
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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 2025: Feb24-Mar25 Qual Intab 2,321

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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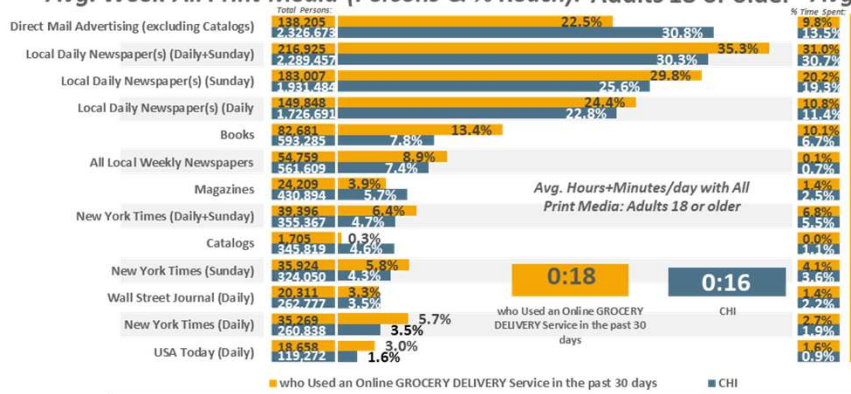
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

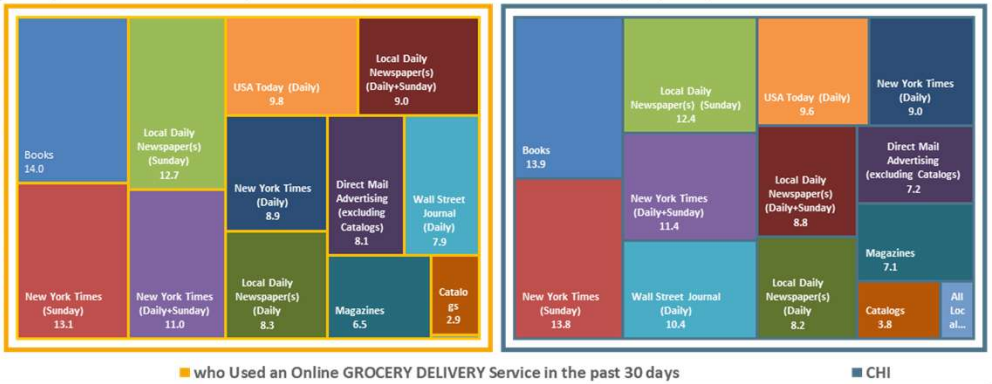


216,925 or 35.3% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9. minutes every day representing 34.5% of all time spent daily with All forms of Print

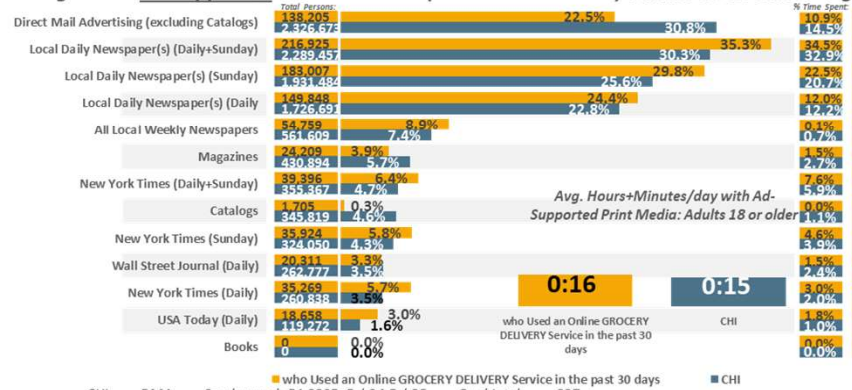
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 337

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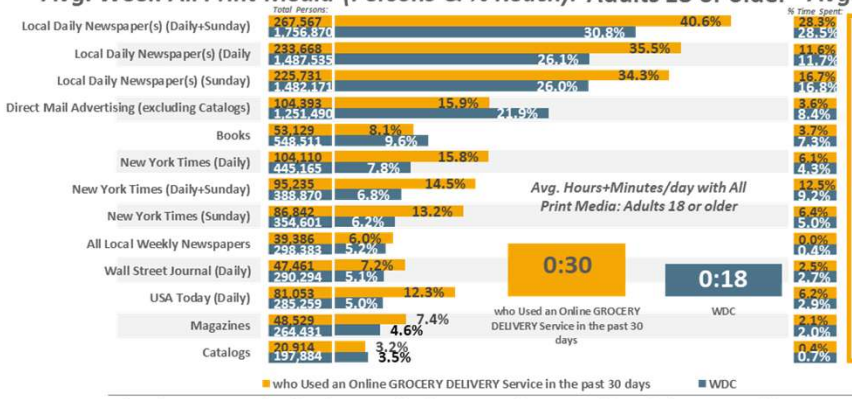
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

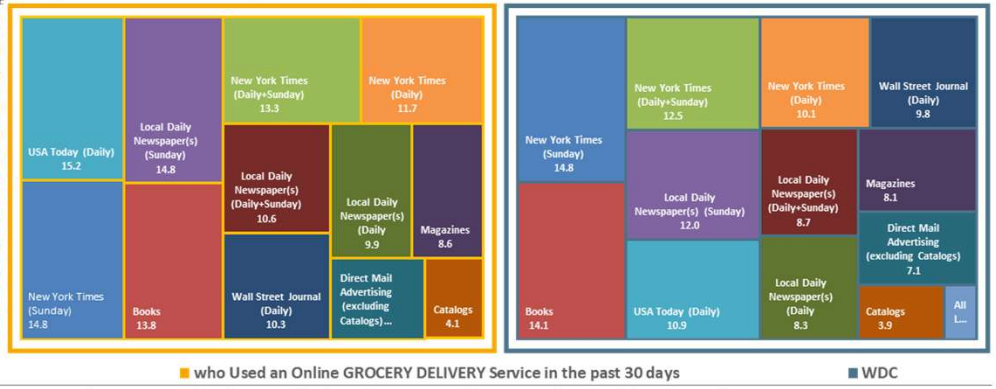


267,567 or 40.6% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.6 minutes every day representing 29.3% of all time spent daily with All forms of Prin

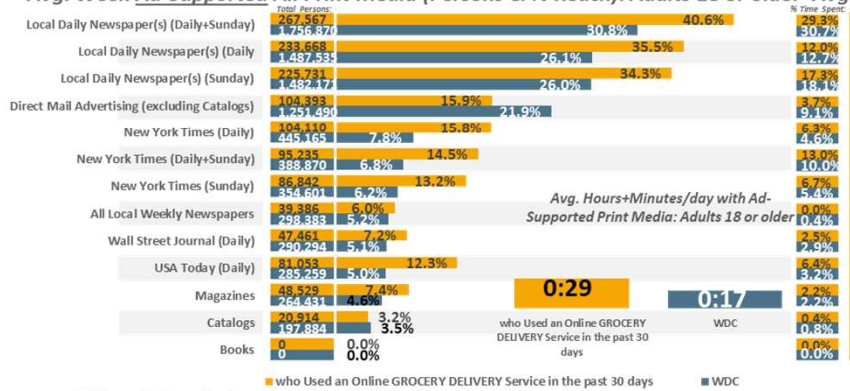
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



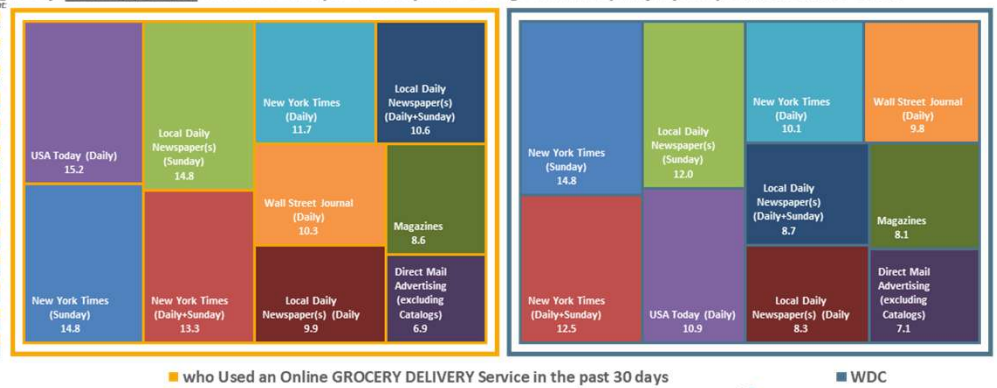
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 691

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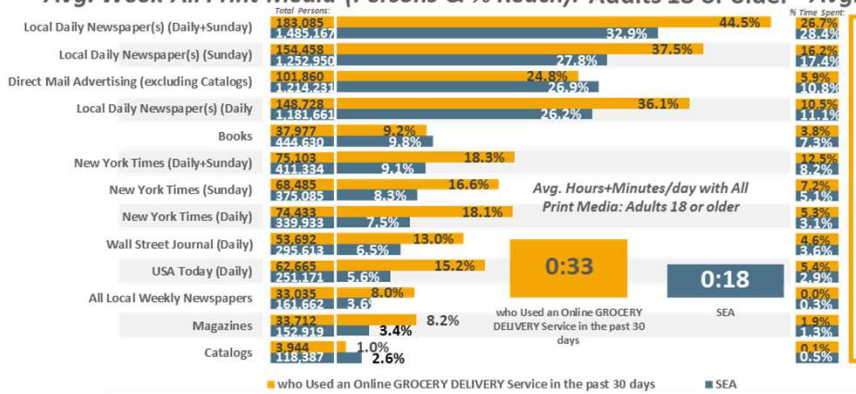
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

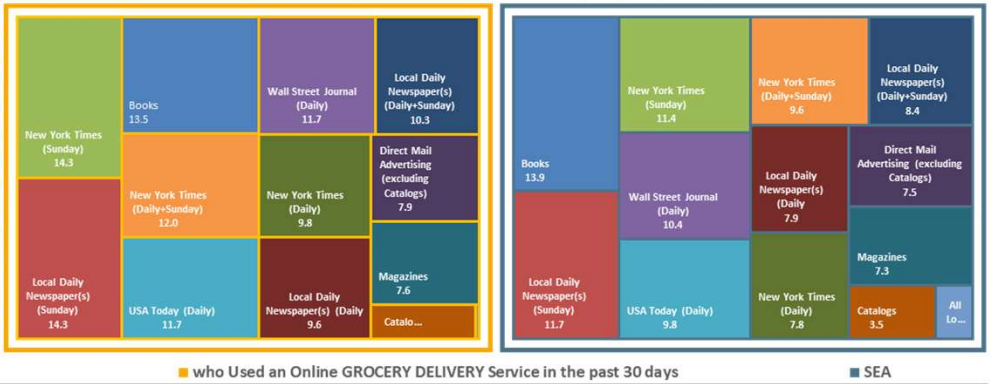


183,085 or 44.5% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.3 minutes every day representing 27.7% of all time spent daily with All forms of Prin

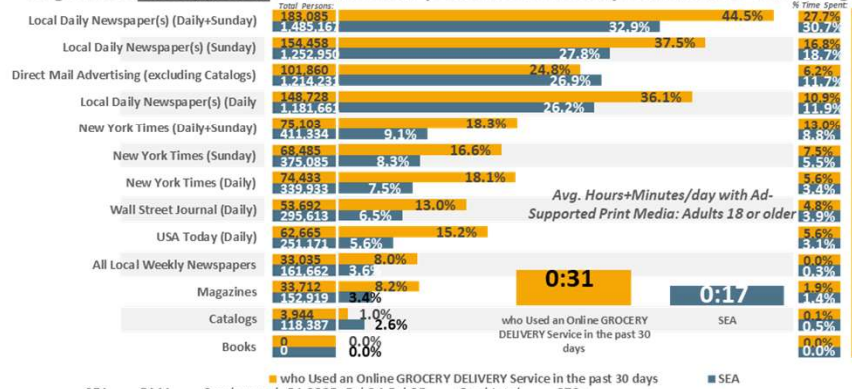
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



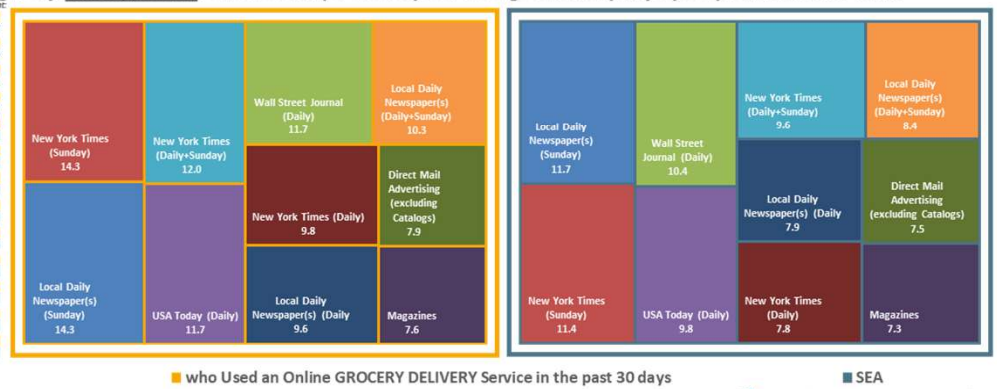
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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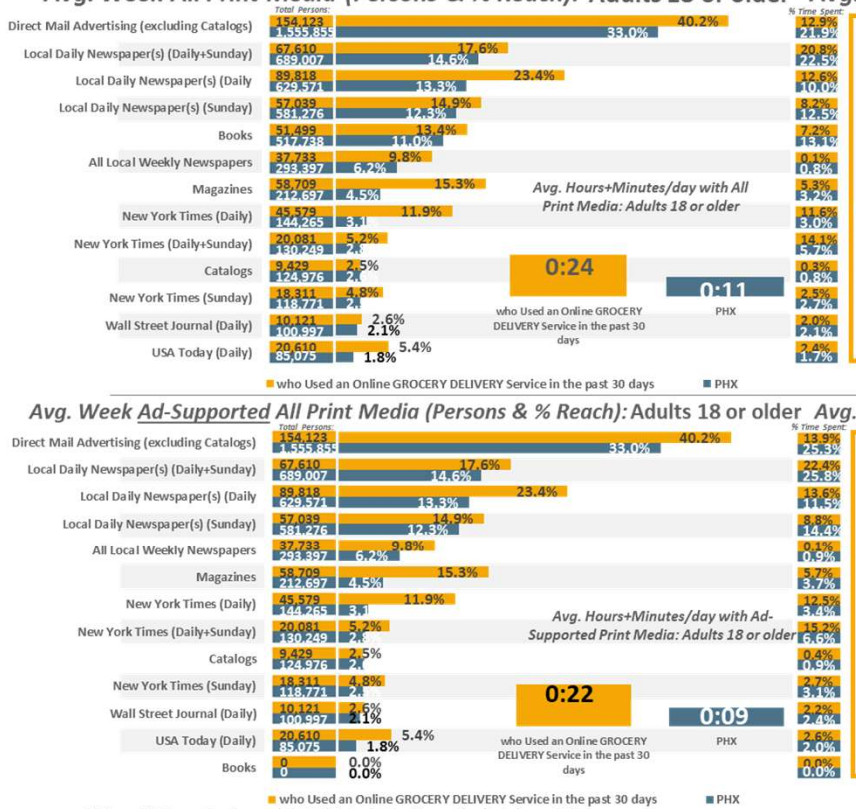
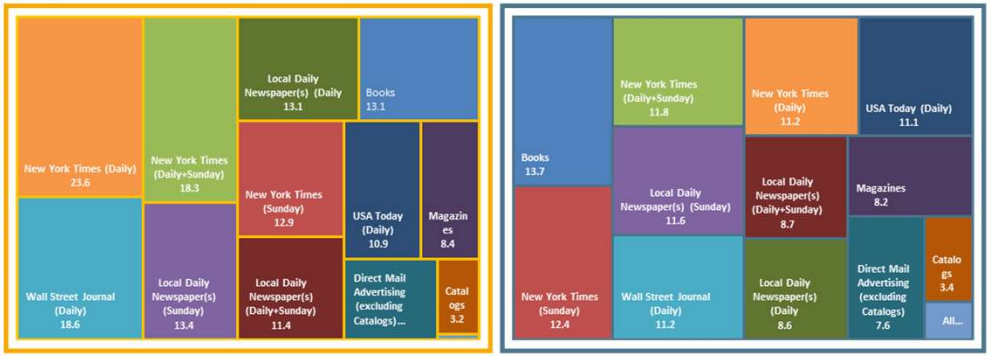
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



67,610 or 17.6% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.4 minutes every day representing 22.4% of all time spent daily with All forms of Print

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





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



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 177

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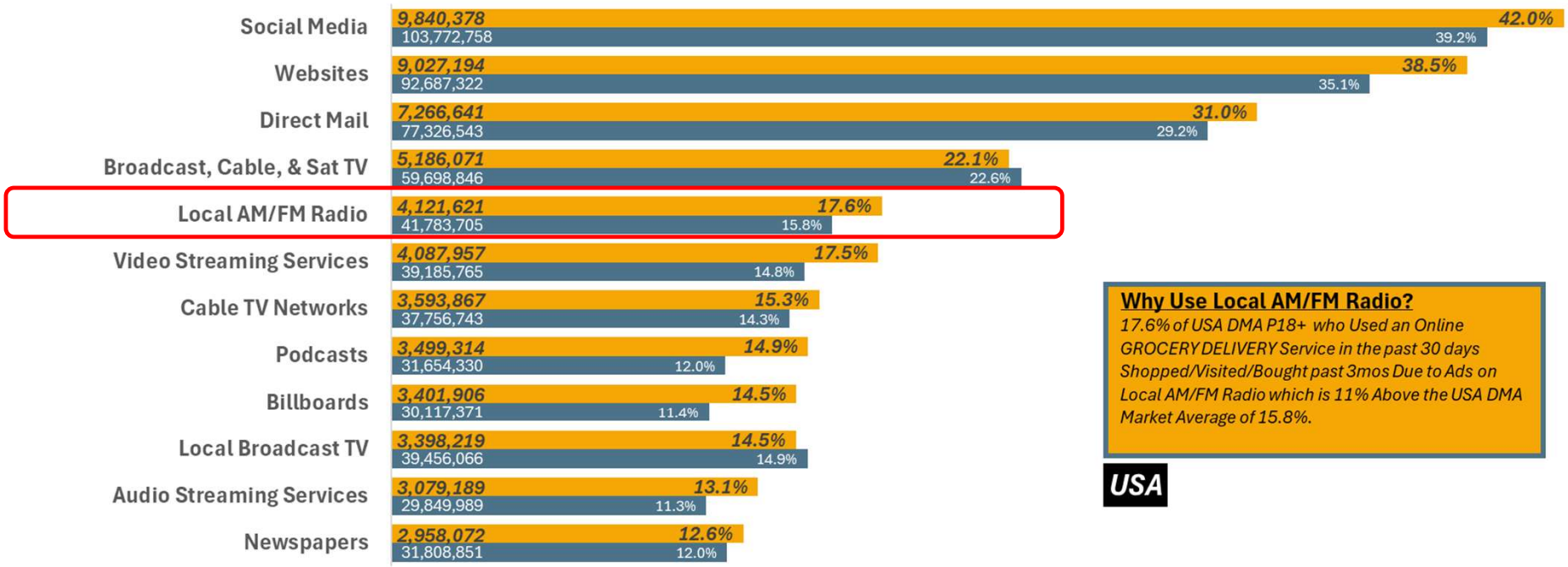
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



"Advertising Actions"

P18+ who Used an Online GROCERY DELIVERY Service in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

17.6% of USA DMA P18+ who Used an Online GROCERY DELIVERY Service in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 11% Above the USA DMA Market Average of 15.8%.

USA

USA DMA Scarborough R1 2025: Feb24-Mar25 Qual Intab: 2321

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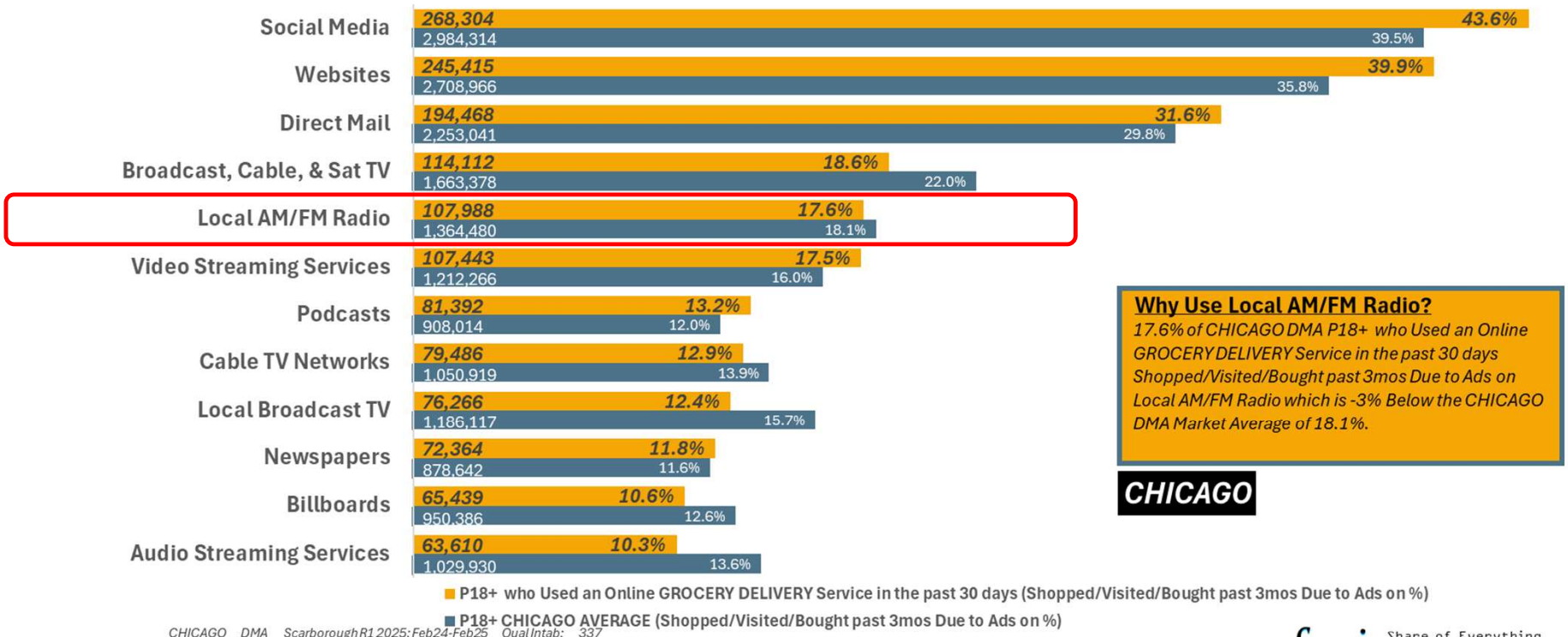
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



"Advertising Actions"

P18+ who Used an Online GROCERY DELIVERY Service in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

17.6% of CHICAGO DMA P18+ who Used an Online GROCERY DELIVERY Service in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -3% Below the CHICAGO DMA Market Average of 18.1%.

CHICAGO

CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab: 337

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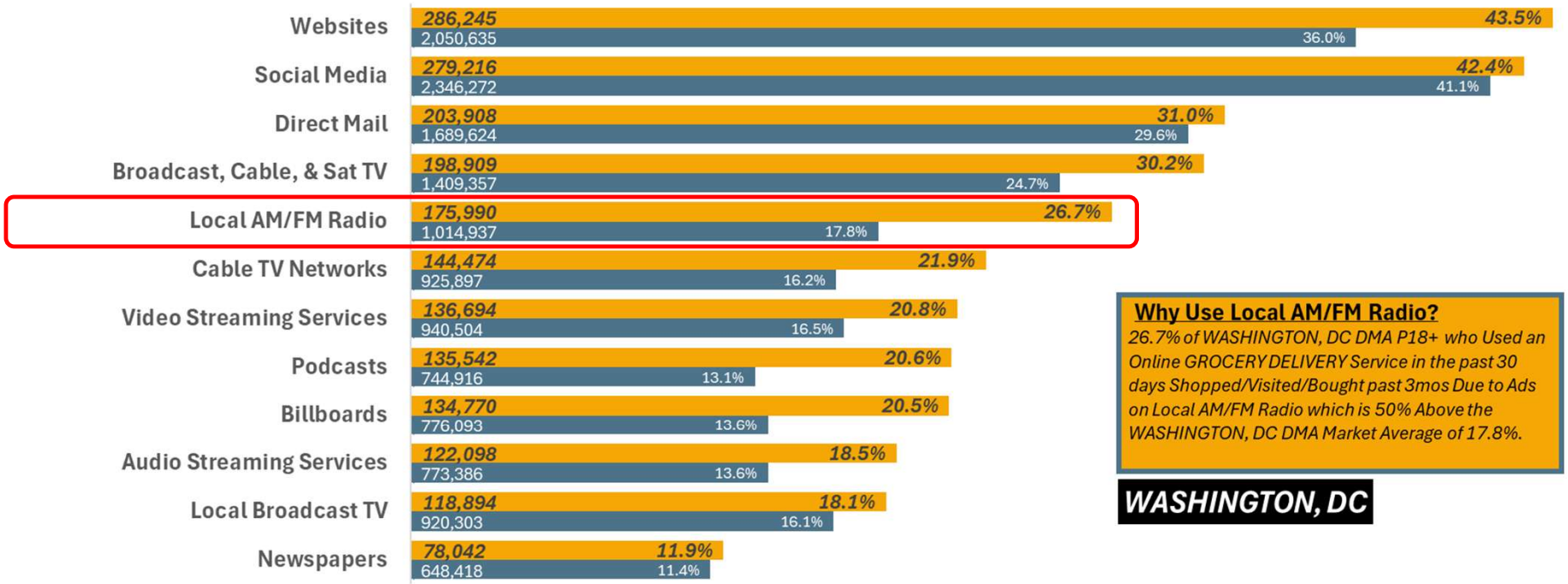
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



"Advertising Actions"

P18+ who Used an Online GROCERY DELIVERY Service in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

26.7% of WASHINGTON, DC DMA P18+ who Used an Online GROCERY DELIVERY Service in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 50% Above the WASHINGTON, DC DMA Market Average of 17.8%.

WASHINGTON, DC

WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab: 691

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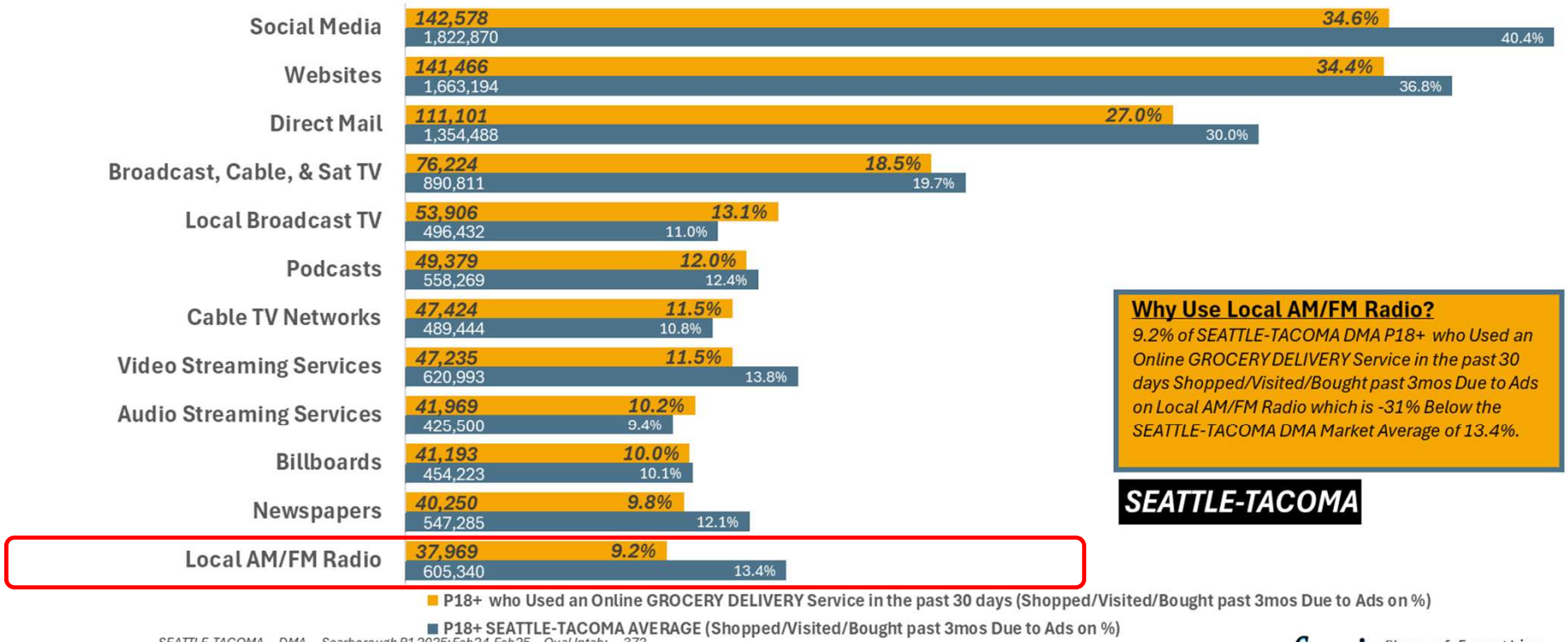
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



"Advertising Actions"

P18+ who Used an Online GROCERY DELIVERY Service in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

9.2% of SEATTLE-TACOMA DMA P18+ who Used an Online GROCERY DELIVERY Service in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -31% Below the SEATTLE-TACOMA DMA Market Average of 13.4%.

SEATTLE-TACOMA

SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab: 372

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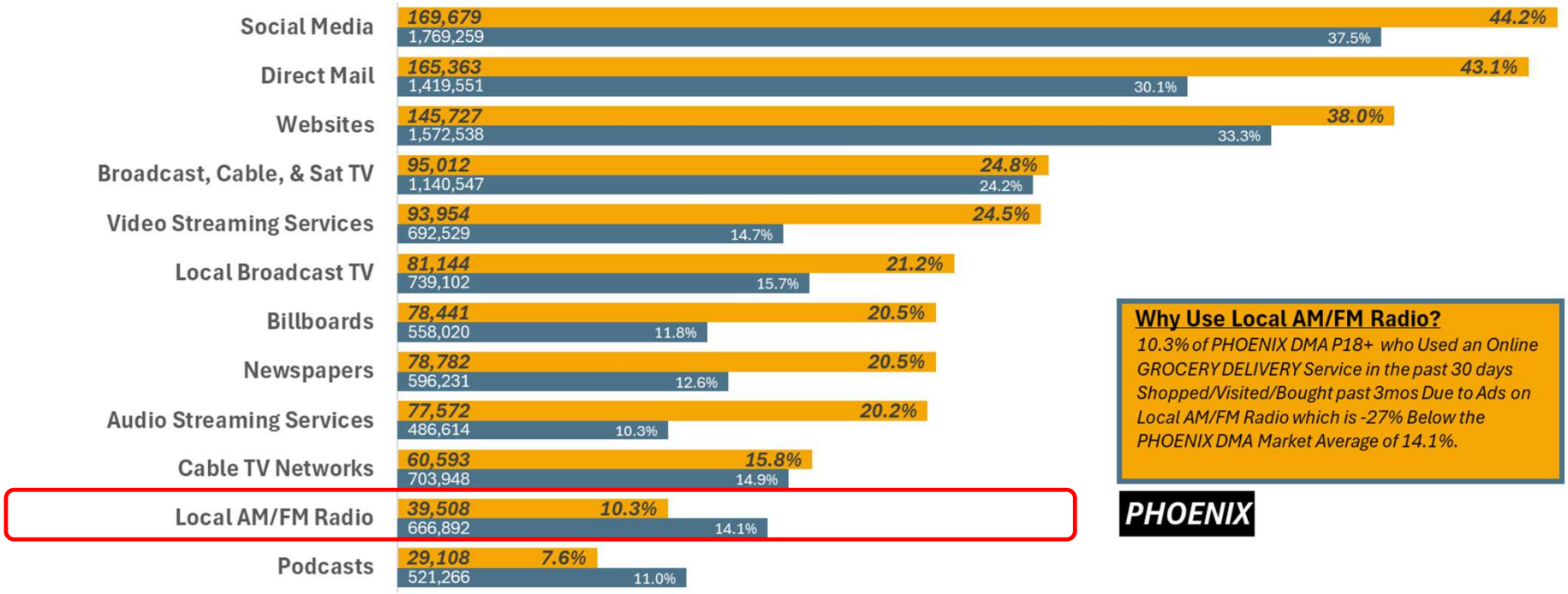
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



"Advertising Actions"

P18+ who Used an Online GROCERY DELIVERY Service in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

10.3% of PHOENIX DMA P18+ who Used an Online GROCERY DELIVERY Service in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -27% Below the PHOENIX DMA Market Average of 14.1%.

PHOENIX

PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab: 177

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