USA+4 DMAs – P18+ who used STARBUCKS in the past 30 days!

Complete Demographic & Media Use Profiles



STARBUCKS







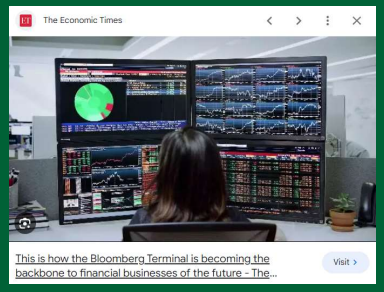








Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA, and PHOENIX DMA P18+ who used STARBUCKS in the past 30 days as of SEPTEMBER 2024!





P18+

Vanguard®

BLACKROCK

STATE STREET

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

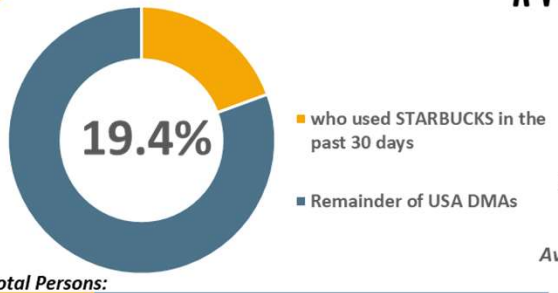
HUBBARD BROADCASTING INC. HB INC.

Quick service restaurants used past 30 days: Starbucks

STARBUCKS USA

19.4% or 50,956,291 of USA Adults 18 or older used STARBUCKS in the past 30 days.
Typical Adults 18 or older who used STARBUCKS in the past 30 days are 42.8 years old (12.3% younger than average) and have a $109,353 (18.3% higher than average) annual household income.

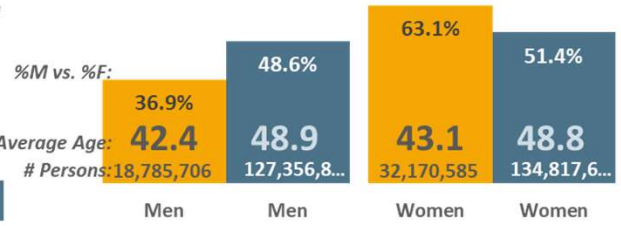
Percent of Market: Adults 18 or older



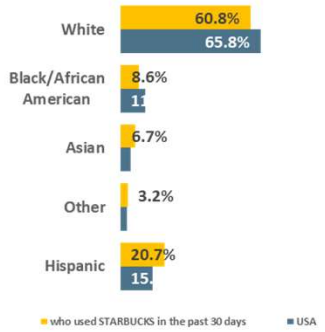
Total Persons:

50,956,291	211,218,209

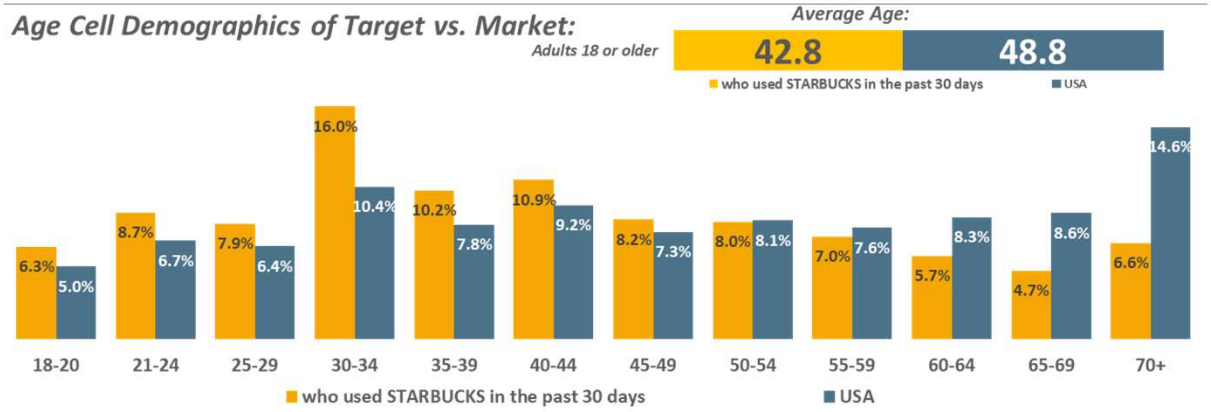
Gender of Target vs. Market: Adults 18 or older



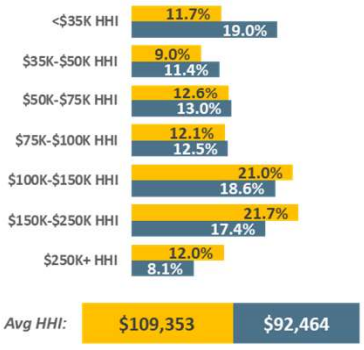
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$109,353	$92,464

USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 4,209

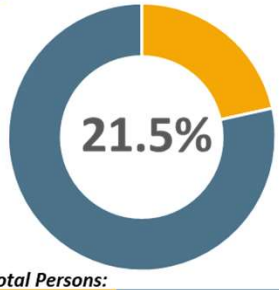
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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

STARBUCKS CHI

21.5% or 1,629,421 of CHICAGO DMA Adults 18 or older used STARBUCKS in the past 30 days.
Typical Adults 18 or older who used STARBUCKS in the past 30 days are 41.1 years old (15.1% younger than average) and have a $126,973 (19.2% higher than average) annual household income.

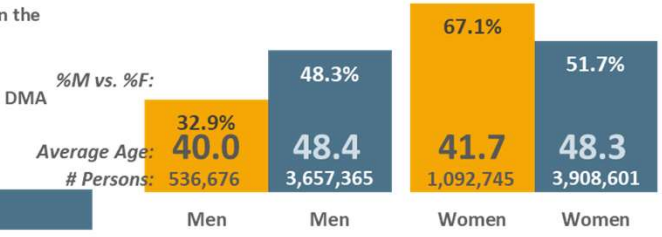
Percent of Market: Adults 18 or older



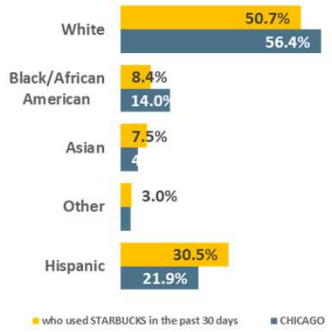
Total Persons:

1,629,421	5,936,545

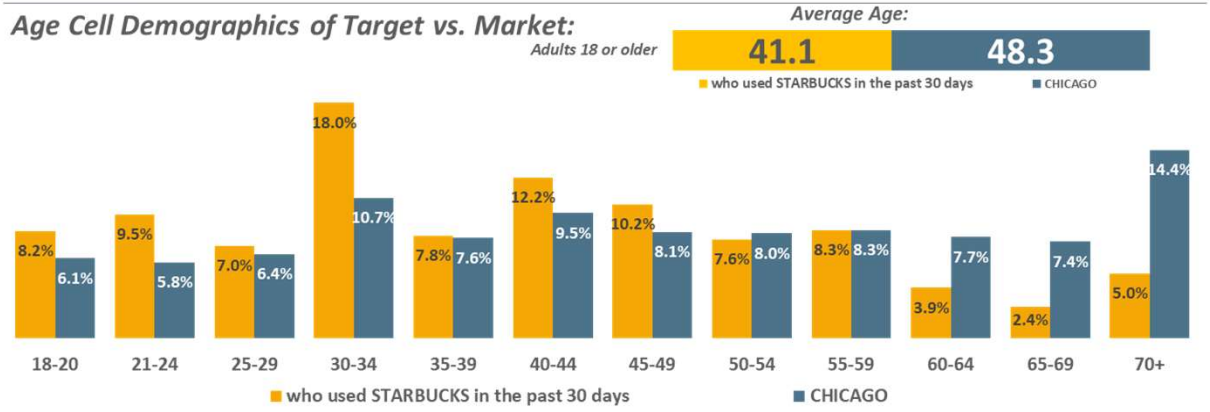
Gender of Target vs. Market: Adults 18 or older



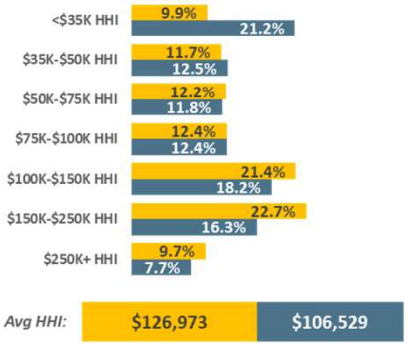
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



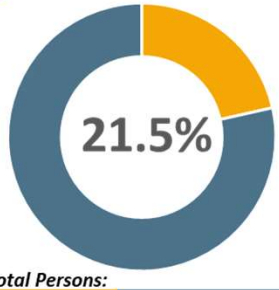
Avg HHI:	$126,973	$106,529

CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 635

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21.5% or 1,223,105 of WASHINGTON, DC DMA Adults 18 or older used STARBUCKS in the past 30 days. Typical Adults 18 or older who used STARBUCKS in the past 30 days are 43. years old (9.7% younger than average) and have a $151,026 (13.4% higher than average) annual household income.

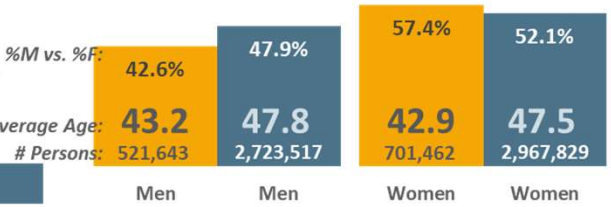
Percent of Market: Adults 18 or older



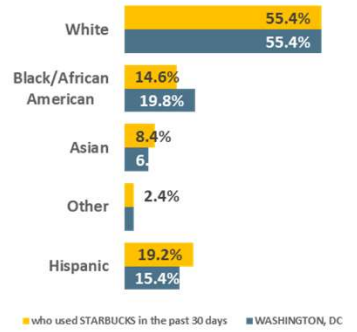
Total Persons:

1,223,105	4,468,241

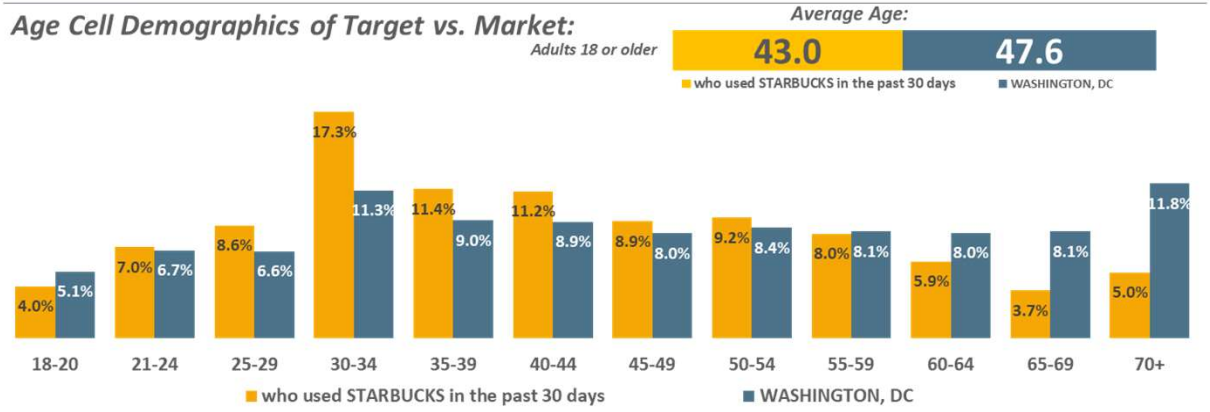
Gender of Target vs. Market: Adults 18 or older



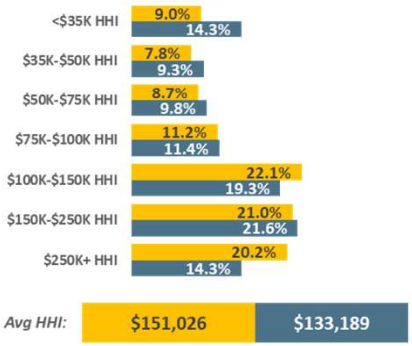
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$151,026	$133,189

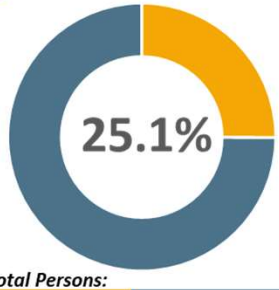
WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,136

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STARBUCKS SEA

25.1% or 1,129,440 of SEATTLE-TACOMA DMA Adults 18 or older used STARBUCKS in the past 30 days. Typical Adults 18 or older who used STARBUCKS in the past 30 days are 45.8 years old (5.1% younger than average) and have a $136,960 (11.6% higher than average) annual household income.

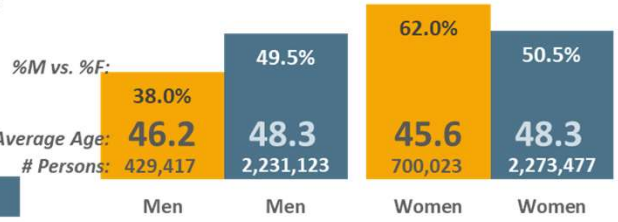
Percent of Market: Adults 18 or older



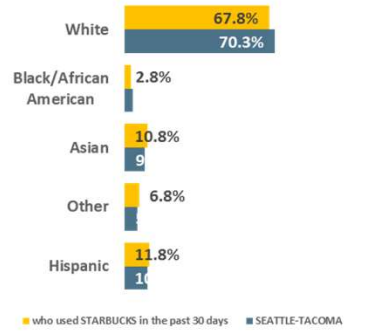
Total Persons:

1,129,440	3,375,160

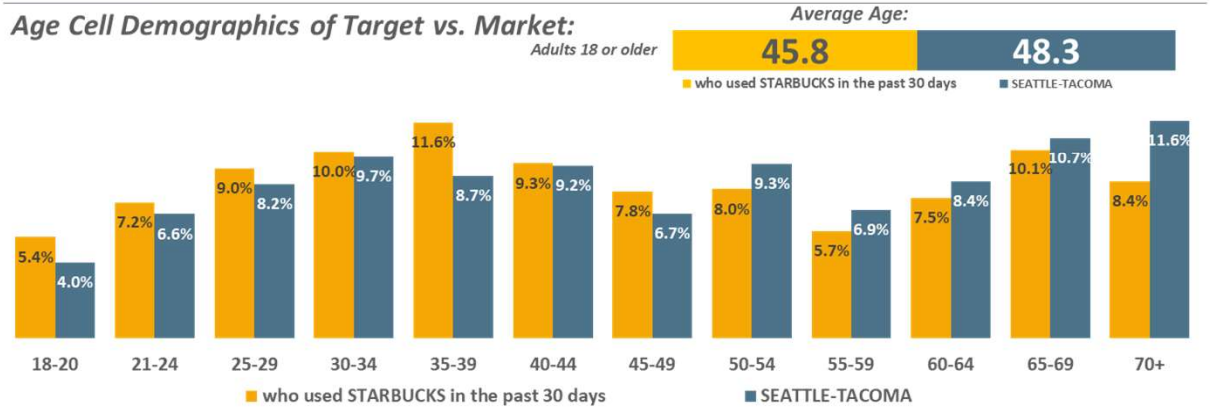
Gender of Target vs. Market: Adults 18 or older



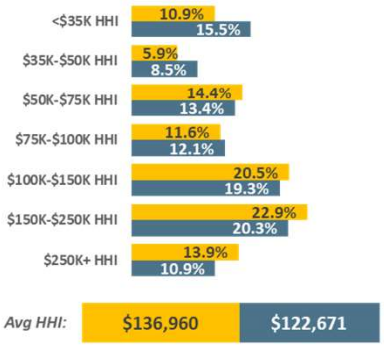
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$136,960	$122,671

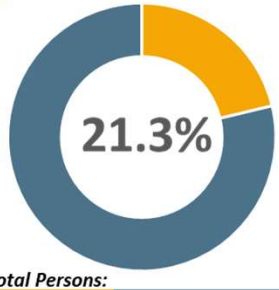
SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,009

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STARBUCKS PHX

21.3% or 991,888 of PHOENIX DMA Adults 18 or older used STARBUCKS in the past 30 days.
Typical Adults 18 or older who used STARBUCKS in the past 30 days are 41.7 years old (15.6% younger than average) and have a $117,211 (18.5% higher than average) annual household income.

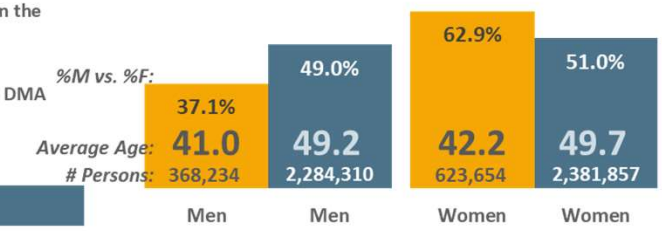
Percent of Market: Adults 18 or older



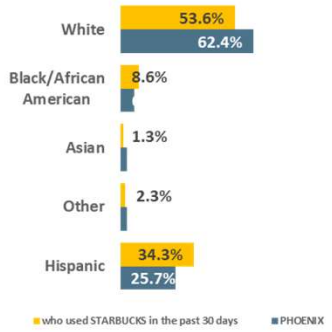
Total Persons:

991,888	3,674,279

Gender of Target vs. Market: Adults 18 or older



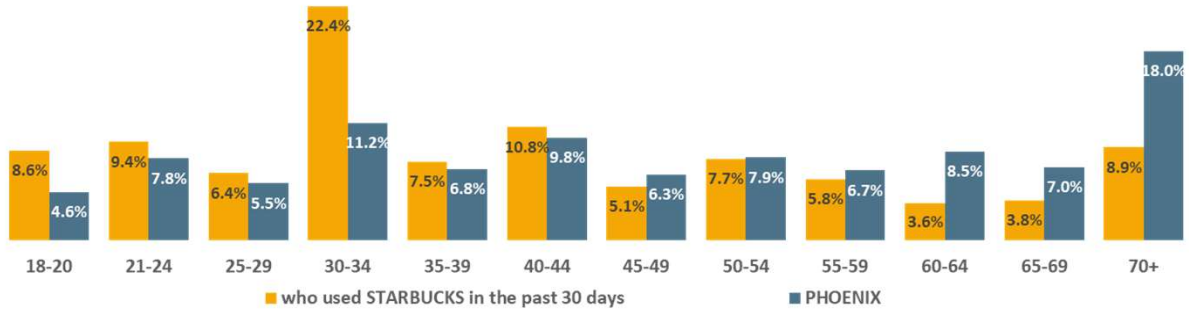
Ethnicity of Target vs. Market:



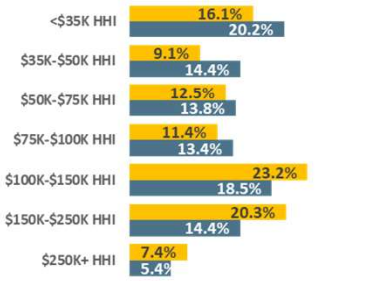
Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older	41.7	49.4
	who used STARBUCKS in the past 30 days	PHOENIX



HHI of Target vs. Market:



Avg HHI:	$117,211	$98,906

PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 400

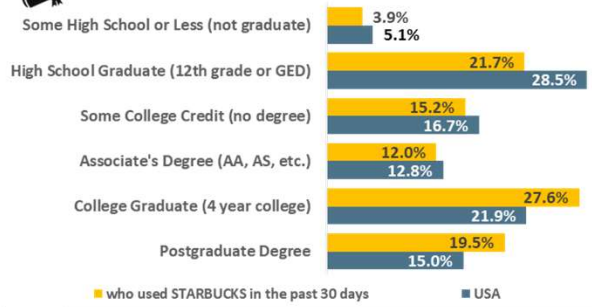
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Quick service restaurants used past 30 days: Starbucks

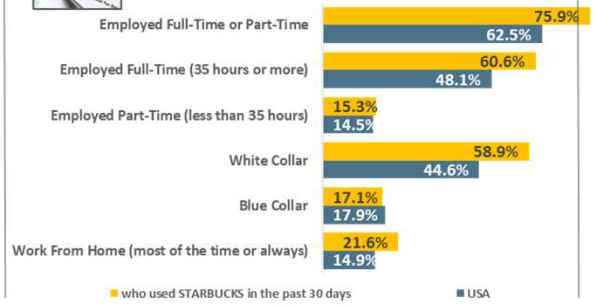
STARBUCKS USA

19.4% or 50,956,291 of USA Adults 18 or older used STARBUCKS in the past 30 days.
Adults 18 or older who used STARBUCKS in the past 30 days are 27.9% more likely to be a college graduate, 26.1% more likely to work full-time, 5.2% more likely to be married, 41.6% more likely to be a parent of 1 or more children under 18.

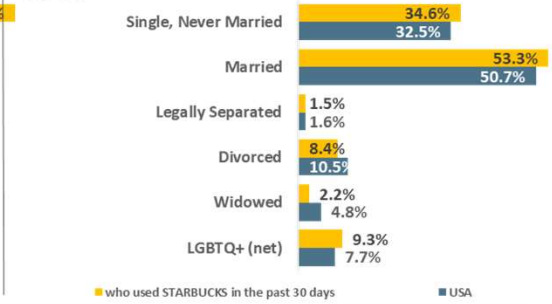
Education Levels: Adults 18 or older



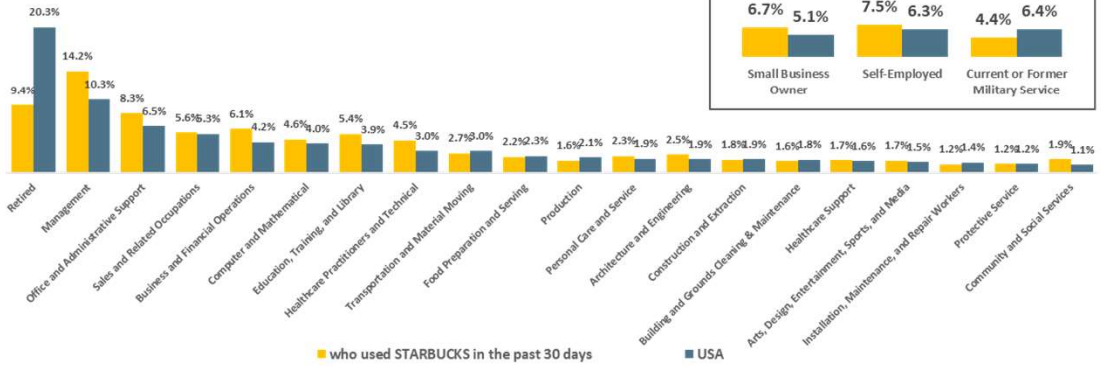
Employment: Adults 18 or older



Marital Status: Adults 18 or older

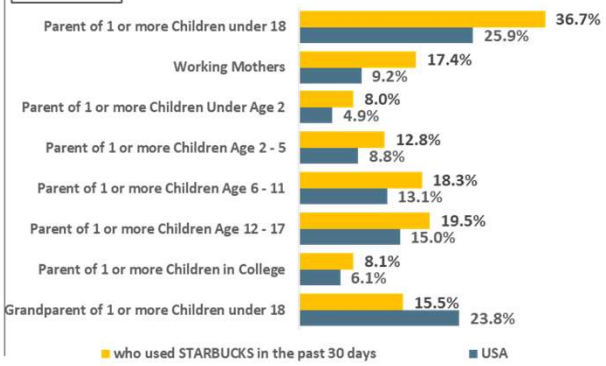


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 4,209

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

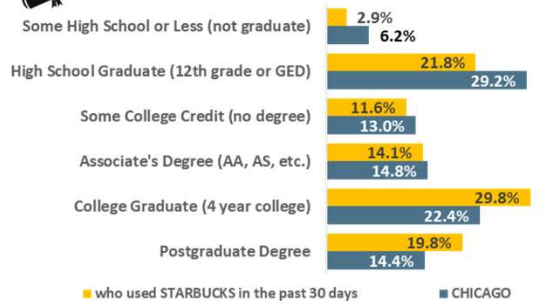
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Quick service restaurants used past 30 days: Starbucks

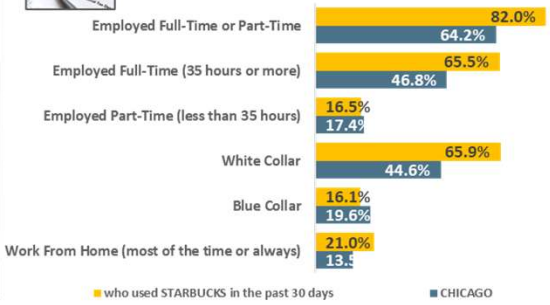
STARBUCKS CHI

21.5% or 1,629,421 of CHICAGO DMA Adults 18 or older used STARBUCKS in the past 30 days.
Adults 18 or older who used STARBUCKS in the past 30 days are 34.7% more likely to be a college graduate, 40.% more likely to work full-time, 3.2% more likely to be married, 44.3% more likely to be a parent of 1 or more children under 18.

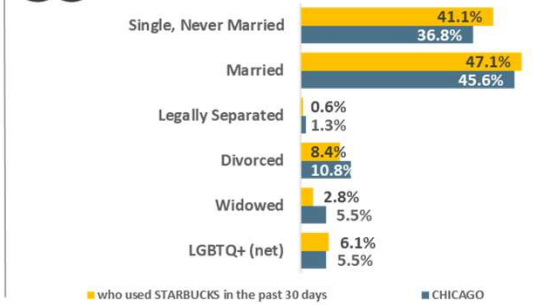
Education Levels: Adults 18 or older



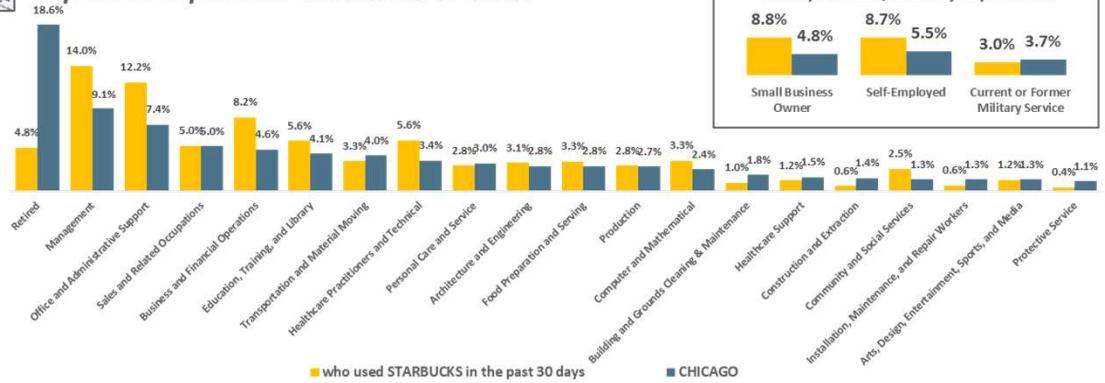
Employment: Adults 18 or older



Marital Status: Adults 18 or older

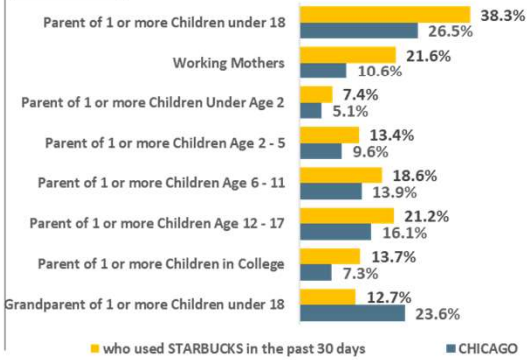


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 635

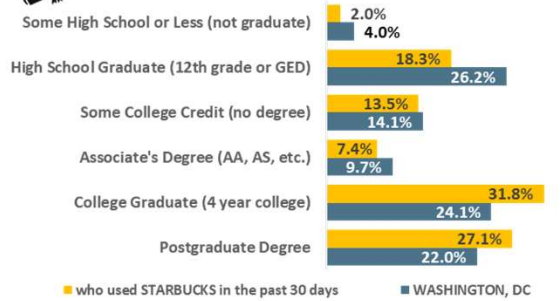
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Quick service restaurants used past 30 days: Starbucks

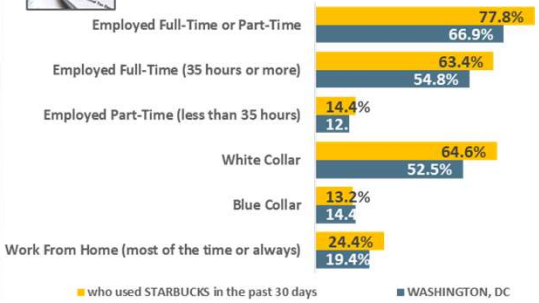


21.5% or 1,223,105 of WASHINGTON, DC DMA Adults 18 or older used STARBUCKS in the past 30 days. Adults 18 or older who used STARBUCKS in the past 30 days are 28.% more likely to be a college graduate, 15.8% more likely to work full-time, 12.1% more likely to be married, 36.8% more likely to be a parent of 1 or more children under 18.

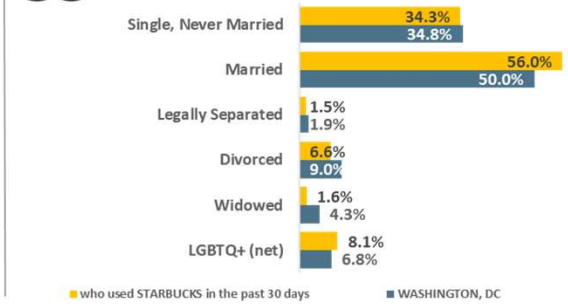
Education Levels: Adults 18 or older



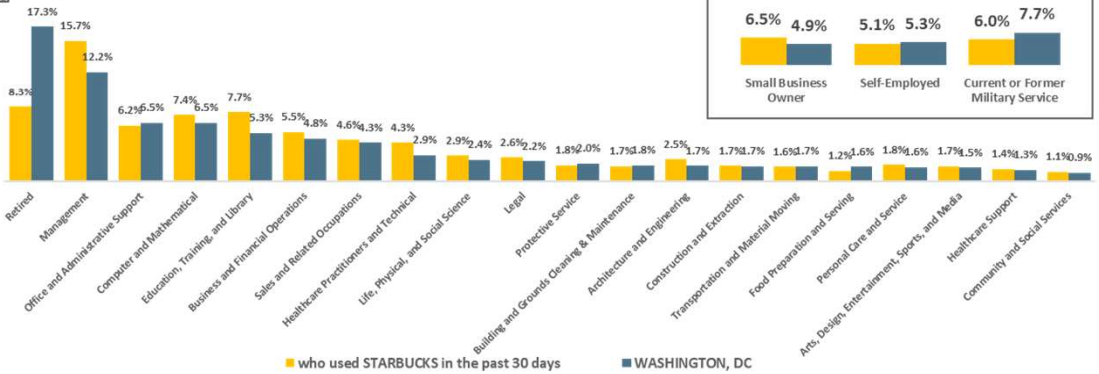
Employment: Adults 18 or older



Marital Status: Adults 18 or older

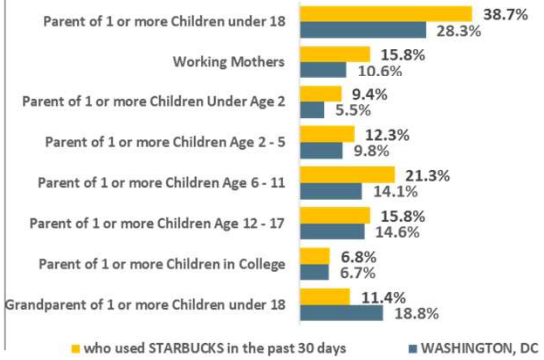


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,136

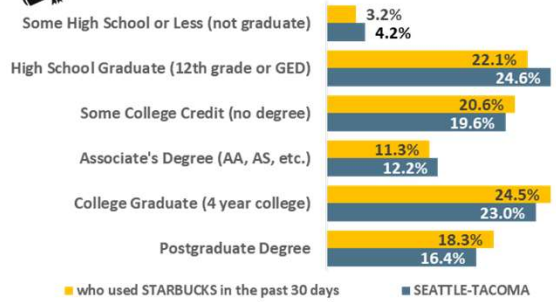
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Quick service restaurants used past 30 days: Starbucks

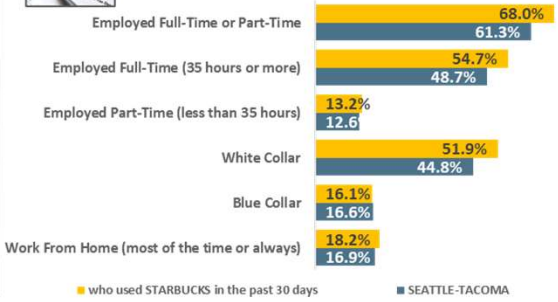


25.1% or 1,129,440 of SEATTLE-TACOMA DMA Adults 18 or older used STARBUCKS in the past 30 days. Adults 18 or older who used STARBUCKS in the past 30 days are 8.9% more likely to be a college graduate, 12.3% more likely to work full-time, 3.8% more likely to be married, 25.1% more likely to be a parent of 1 or more children under 18.

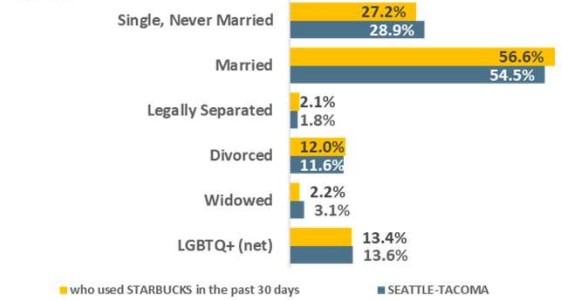
Education Levels: Adults 18 or older



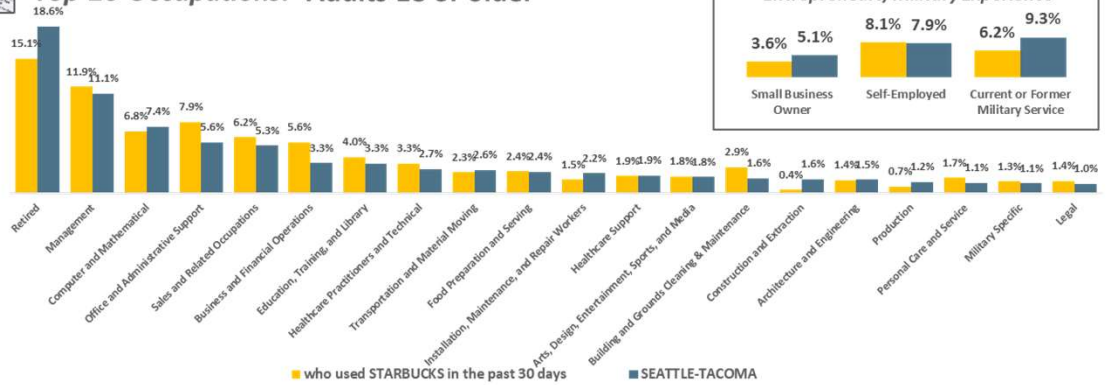
Employment: Adults 18 or older



Marital Status: Adults 18 or older

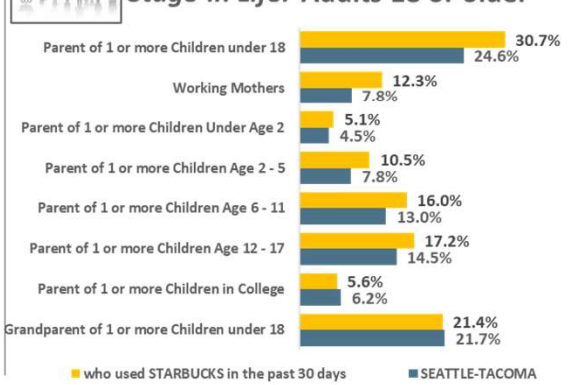


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,009

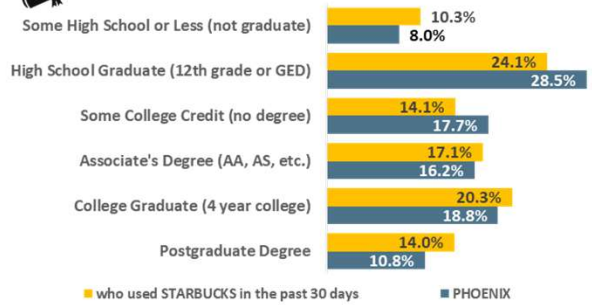
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Quick service restaurants used past 30 days: Starbucks

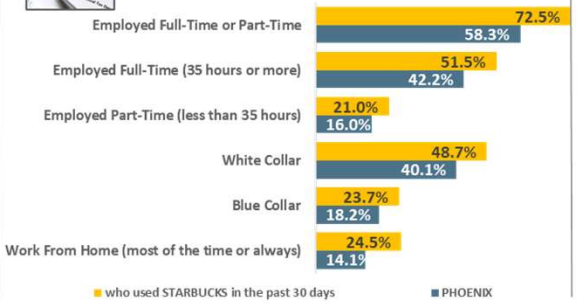


21.3% or 991,888 of PHOENIX DMA Adults 18 or older used STARBUCKS in the past 30 days.
Adults 18 or older who used STARBUCKS in the past 30 days are 16.1% more likely to be a college graduate, 22.% more likely to work full-time, 5.8% more likely to be married, 61.9% more likely to be a parent of 1 or more children under 18.

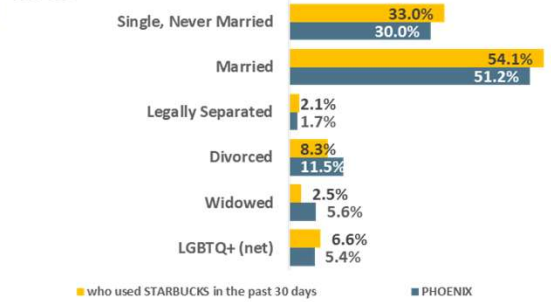
Education Levels: Adults 18 or older



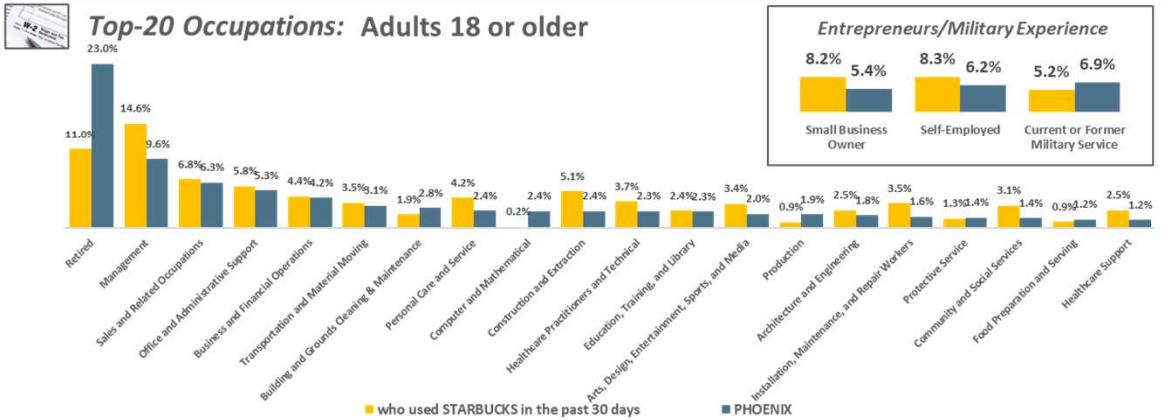
Employment: Adults 18 or older



Marital Status: Adults 18 or older

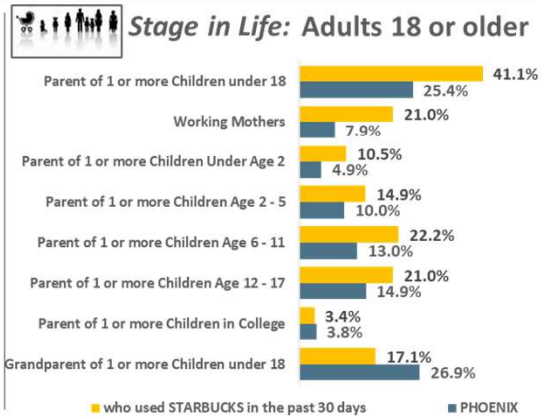


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 400

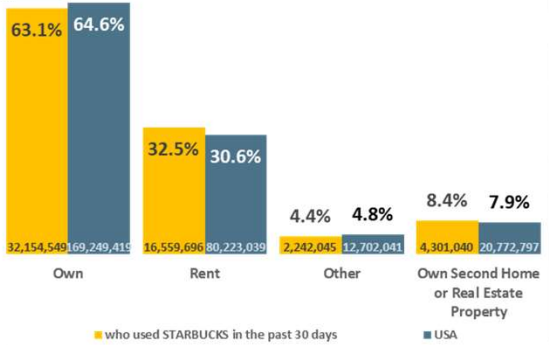
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Quick service restaurants used past 30 days: Starbucks

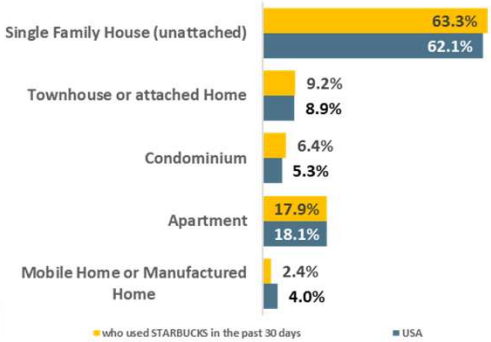
STARBUCKS USA

19.4% or 50,956,291 of USA Adults 18 or older used STARBUCKS in the past 30 days.
Adults 18 or older who used STARBUCKS in the past 30 days are 2.3% less likely to own their home, 41.7% more likely to own a higher valued home, 2.1% more likely to have a single-family home, 16.7% more likely to have a dog.

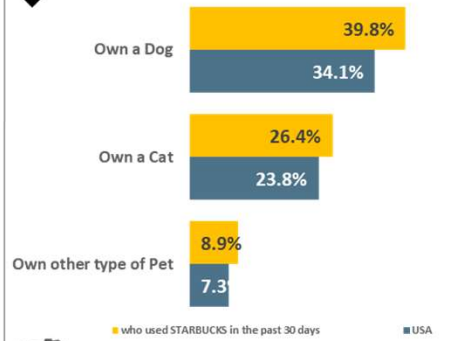
Own/Rent/Other: Adults 18 or older



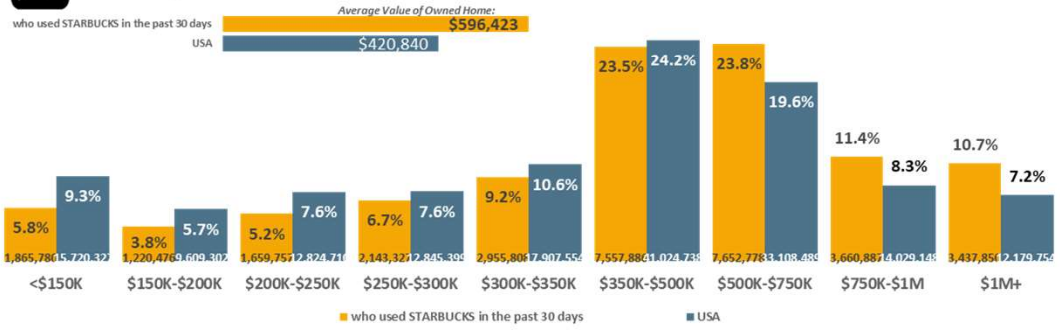
Type of Home: Adults 18 or older



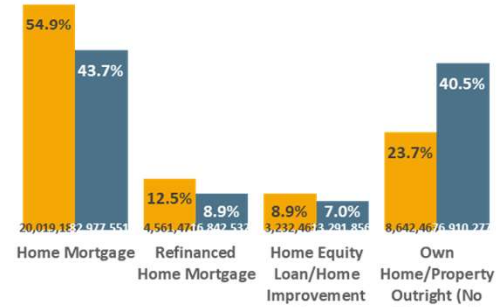
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *4,209*

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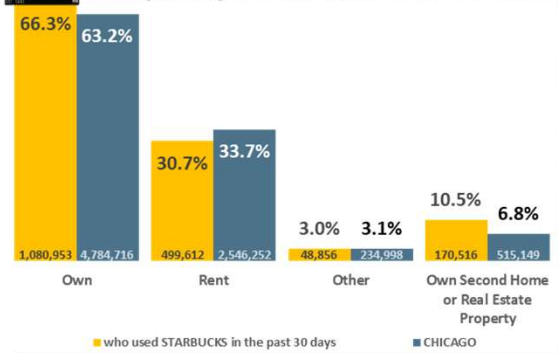
USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *23,243*

Quick service restaurants used past 30 days: Starbucks

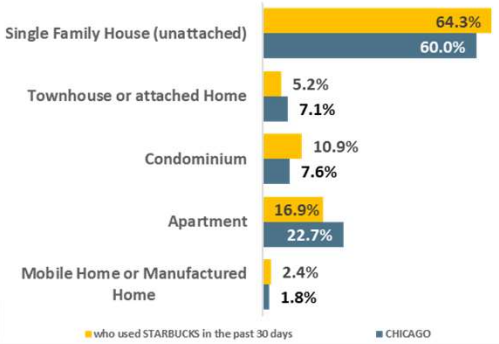
STARBUCKS CHI

21.5% or 1,629,421 of CHICAGO DMA Adults 18 or older used STARBUCKS in the past 30 days.
Adults 18 or older who used STARBUCKS in the past 30 days are 4.9% more likely to own their home, 2.2% more likely to own a higher valued home, 7.1% more likely to have a single-family home, 25.5% more likely to have a dog.

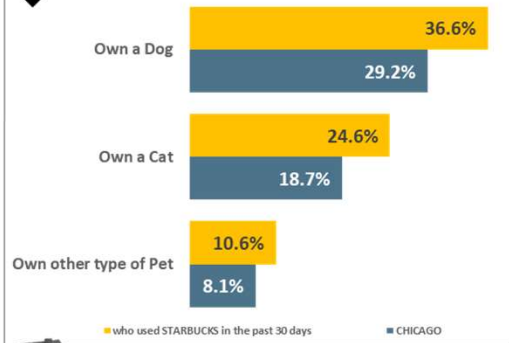
Own/Rent/Other: Adults 18 or older



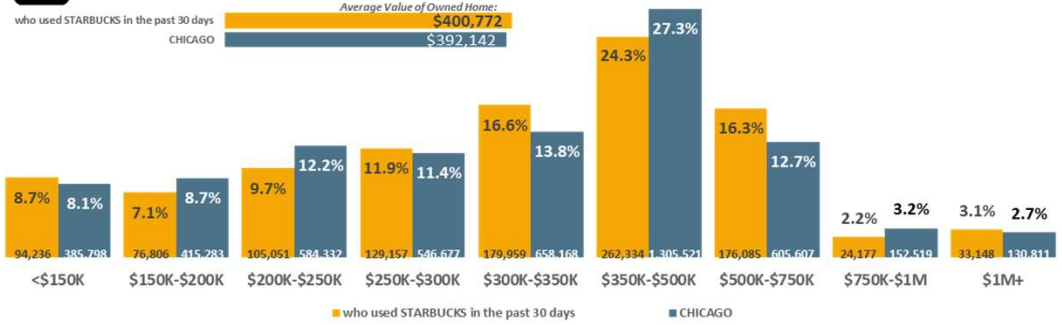
Type of Home: Adults 18 or older



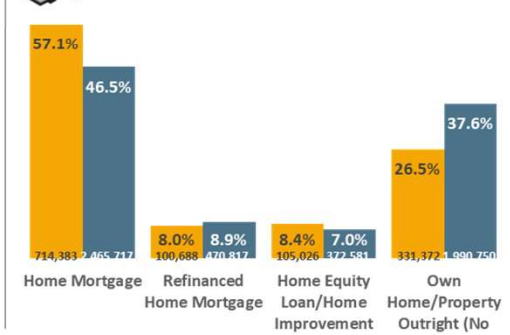
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 635

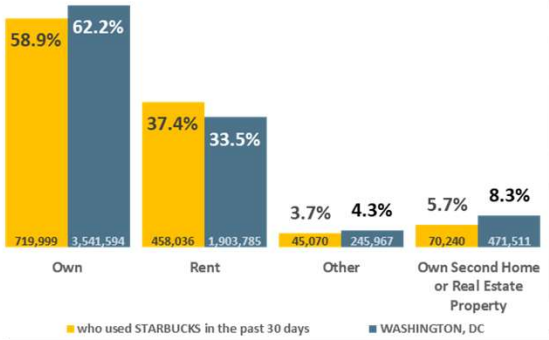
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Quick service restaurants used past 30 days: Starbucks

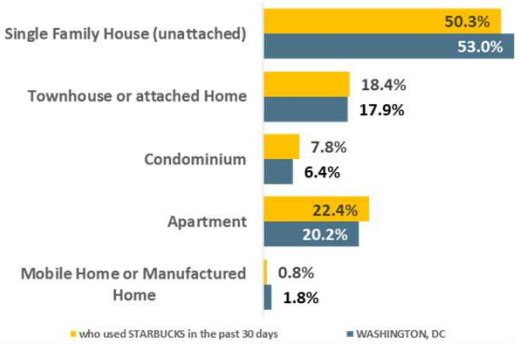


21.5% or 1,223,105 of WASHINGTON, DC DMA Adults 18 or older used STARBUCKS in the past 30 days. Adults 18 or older who used STARBUCKS in the past 30 days are 5.4% less likely to own their home, 14.% more likely to own a higher valued home, 5.2% less likely to have a single-family home, 15.3% more likely to have a dog.

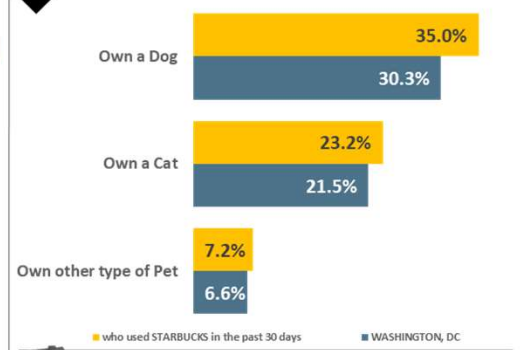
Own/Rent/Other: Adults 18 or older



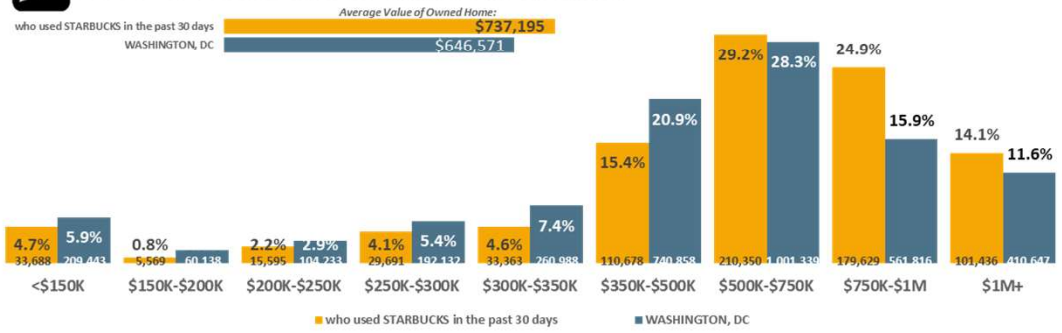
Type of Home: Adults 18 or older



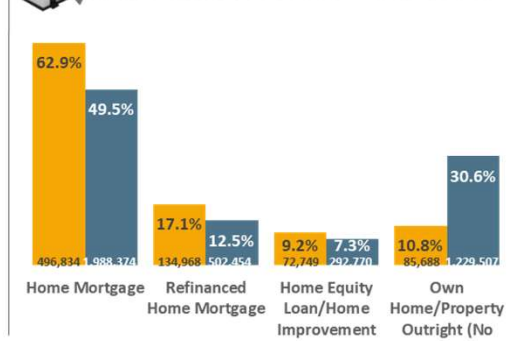
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,136

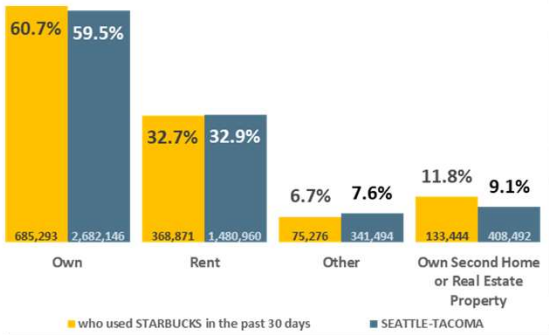
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Quick service restaurants used past 30 days: Starbucks

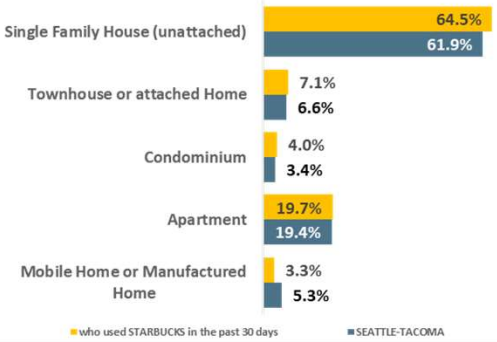
STARBUCKS SEA

25.1% or 1,129,440 of SEATTLE-TACOMA DMA Adults 18 or older used STARBUCKS in the past 30 days. Adults 18 or older who used STARBUCKS in the past 30 days are 1.9% more likely to own their home, 10.4% more likely to own a higher valued home, 4.2% more likely to have a single-family home, 26.5% more likely to have a dog.

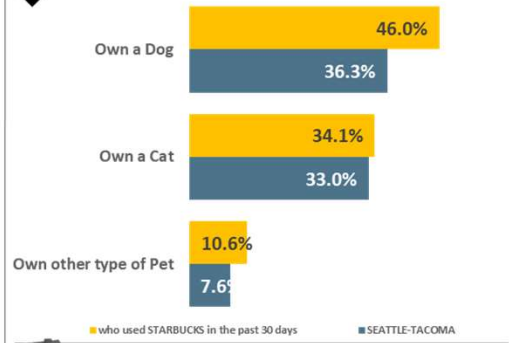
Own/Rent/Other: Adults 18 or older



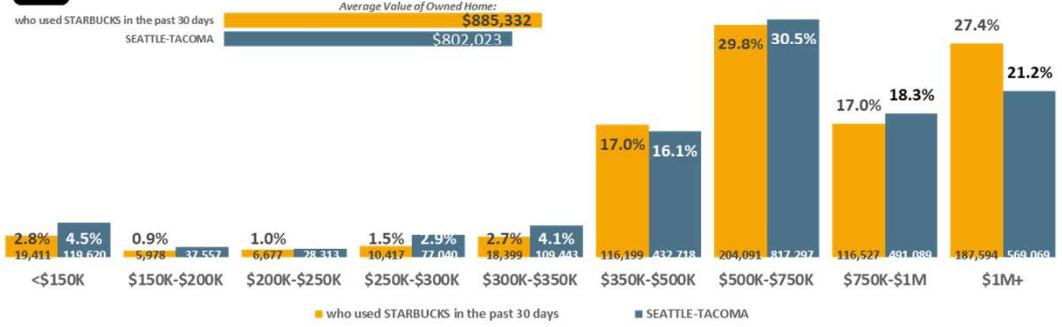
Type of Home: Adults 18 or older



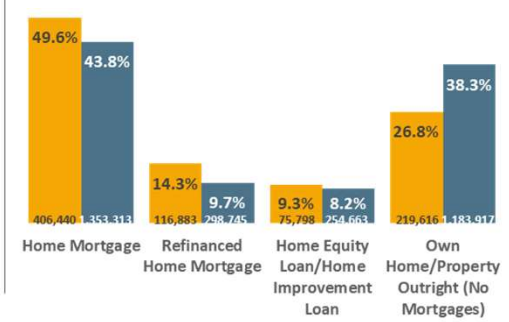
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,009

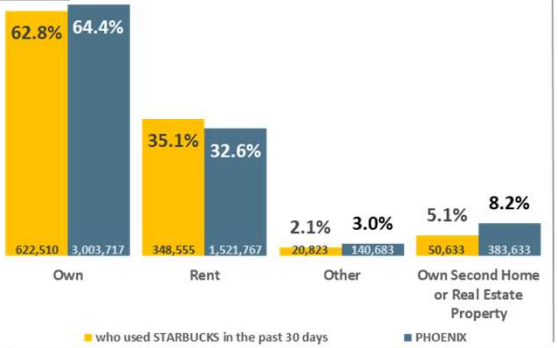
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Quick service restaurants used past 30 days: Starbucks

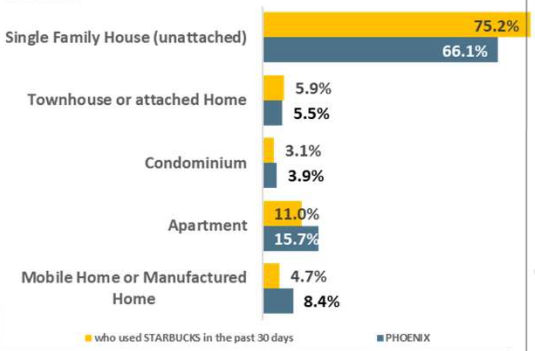
STARBUCKS PHX

21.3% or 991,888 of PHOENIX DMA Adults 18 or older used STARBUCKS in the past 30 days.
Adults 18 or older who used STARBUCKS in the past 30 days are 2.5% less likely to own their home, 14.3% more likely to own a higher valued home, 13.7% more likely to have a single-family home, 6.6% more likely to have a dog.

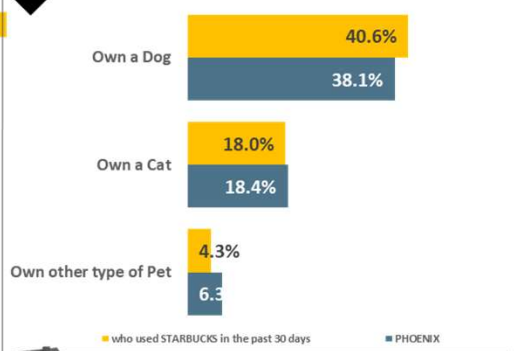
Own/Rent/Other: Adults 18 or older



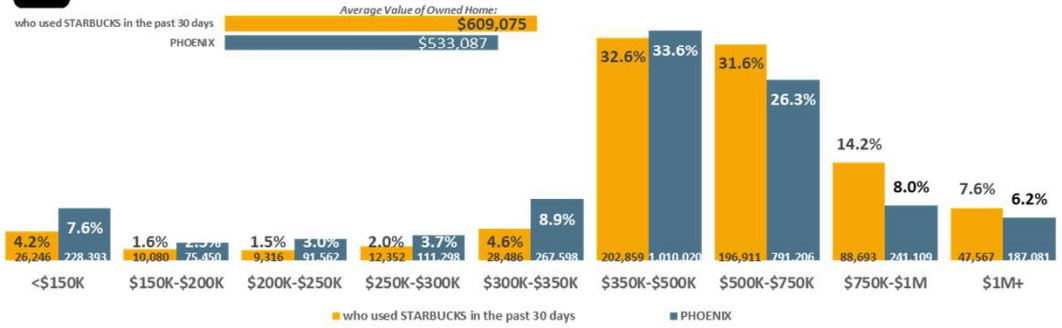
Type of Home: Adults 18 or older



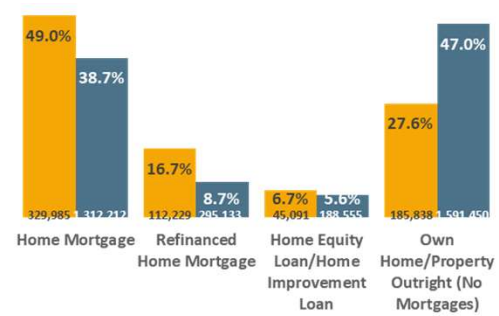
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 400

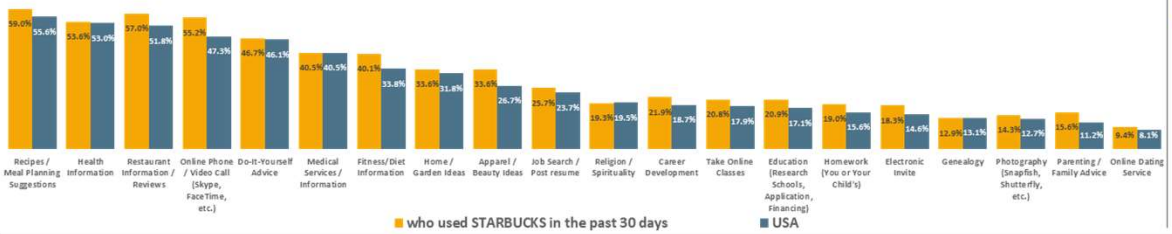
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Quick service restaurants used past 30 days: Starbucks

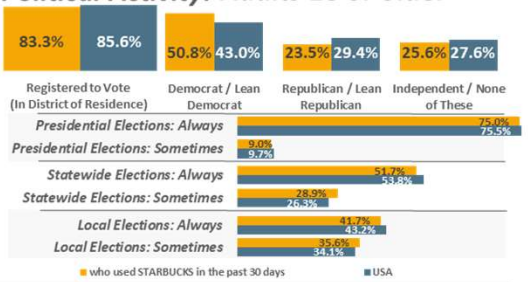


19.4% or 50,956,291 of USA Adults 18 or older used STARBUCKS in the past 30 days.
Adults 18 or older who used STARBUCKS in the past 30 days are 1.2% more likely to look up D-I-Y advice online, 3.5% less likely to always vote in local elections, 45.6% more likely to belong to a gym, 21.3% more likely to fly domestic past yr.

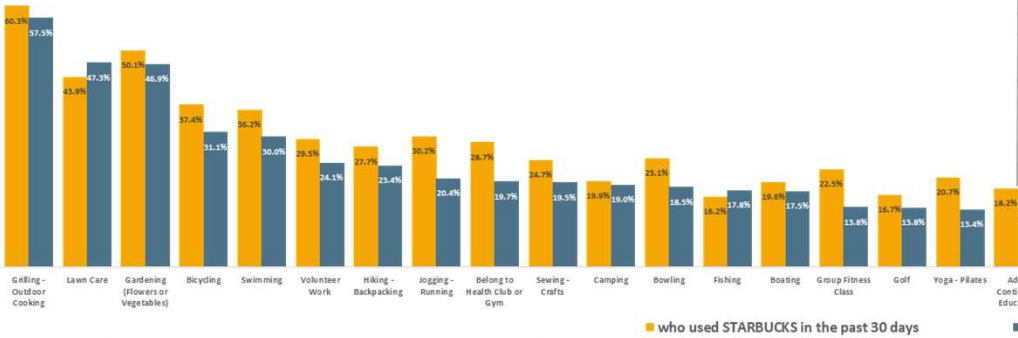
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



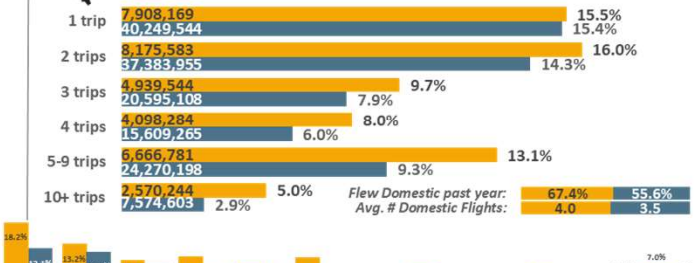
Political Activity: Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 4,209

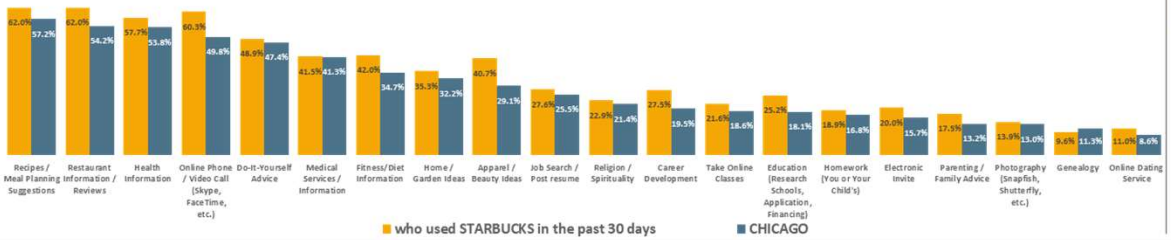
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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

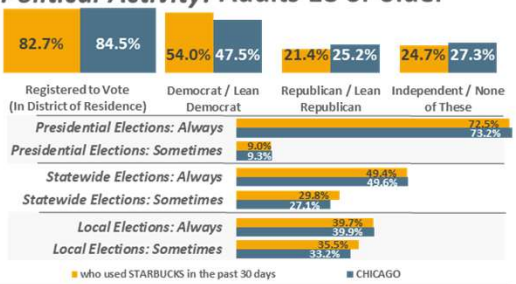
Quick service restaurants used past 30 days: Starbucks

21.5% or 1,629,421 of CHICAGO DMA Adults 18 or older used STARBUCKS in the past 30 days.
Adults 18 or older who used STARBUCKS in the past 30 days are 3.3% more likely to look up D-I-Y advice online, .6% less likely to always vote in local elections, 41.4% more likely to belong to a gym, 27.% more likely to fly domestic past yr.

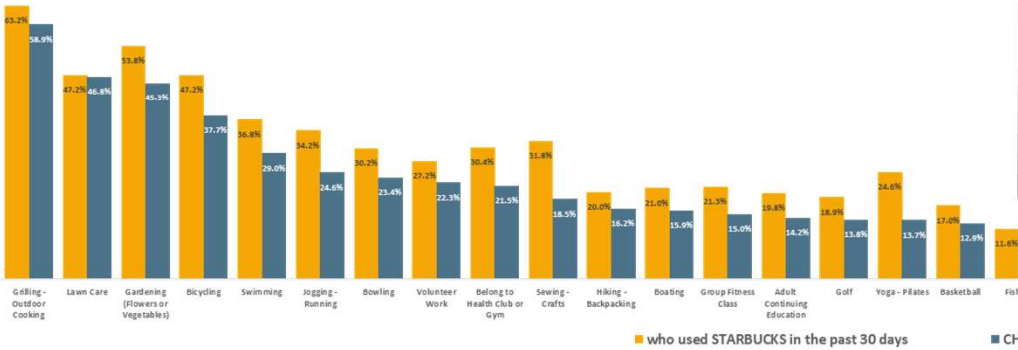
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



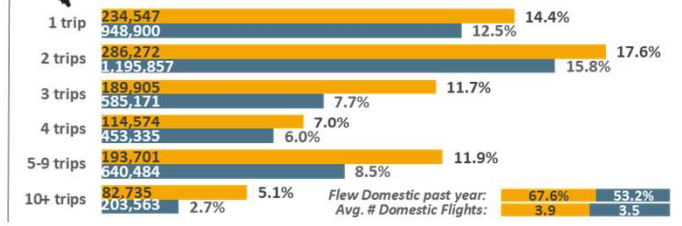
Political Activity: Adults 18 or older



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



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



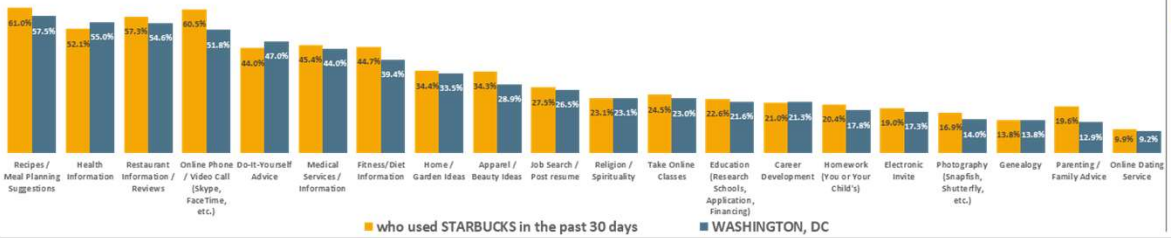
CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 635

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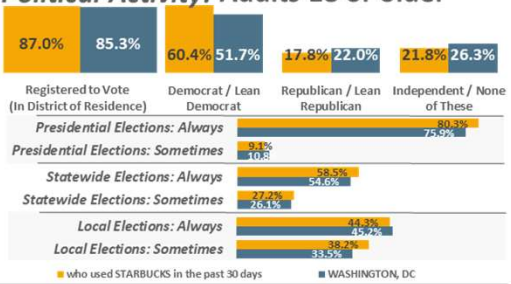
Quick service restaurants used past 30 days: Starbucks

21.5% or 1,223,105 of WASHINGTON, DC DMA Adults 18 or older used STARBUCKS in the past 30 days. Adults 18 or older who used STARBUCKS in the past 30 days are 6.4% less likely to look up D-I-Y advice online, 2.1% less likely to always vote in local elections, 37.1% more likely to belong to a gym, 20.2% more likely to fly domestic past yr.

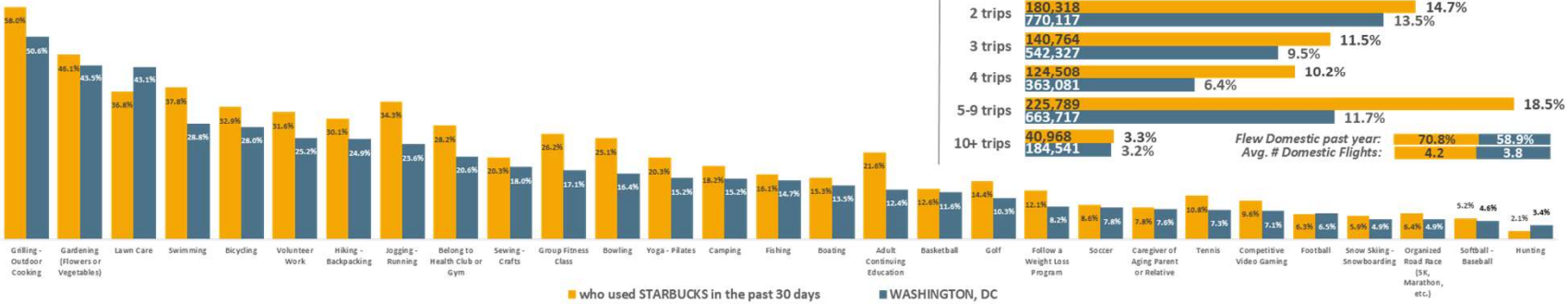
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,136

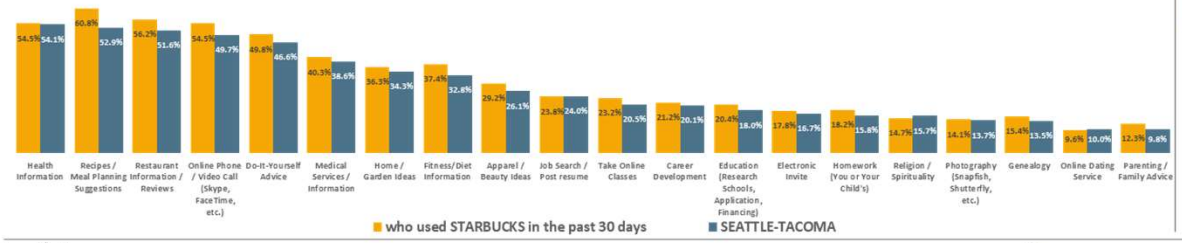
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Quick service restaurants used past 30 days: Starbucks

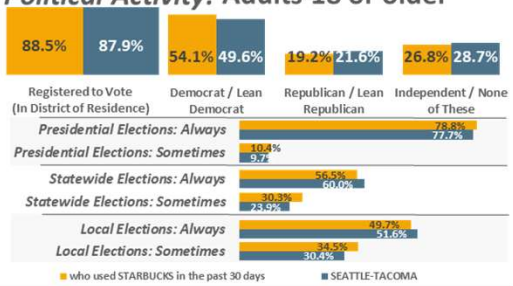


25.1% or 1,129,440 of SEATTLE-TACOMA DMA Adults 18 or older used STARBUCKS in the past 30 days. Adults 18 or older who used STARBUCKS in the past 30 days are 6.9% more likely to look up D-I-Y advice online, 3.8% less likely to always vote in local elections, 45.3% more likely to belong to a gym, 11.6% more likely to fly domestic past yr.

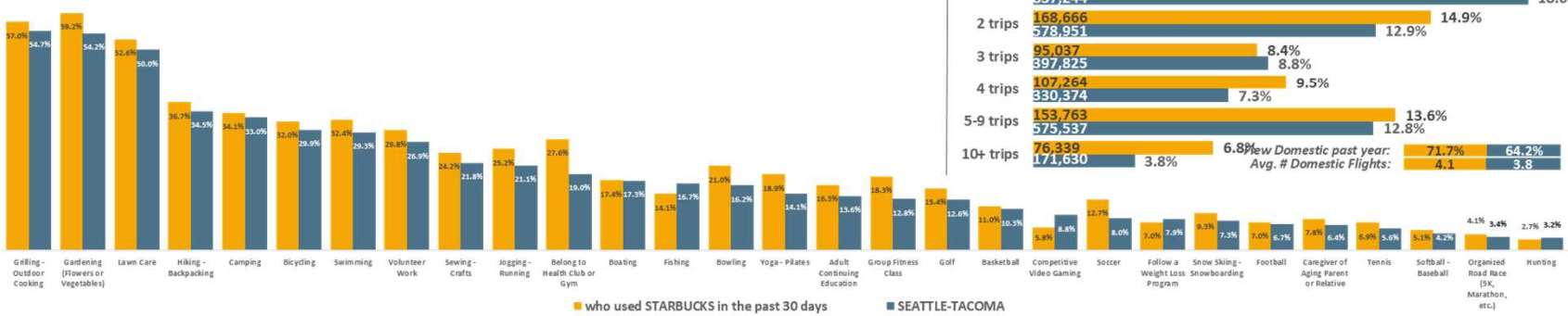
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

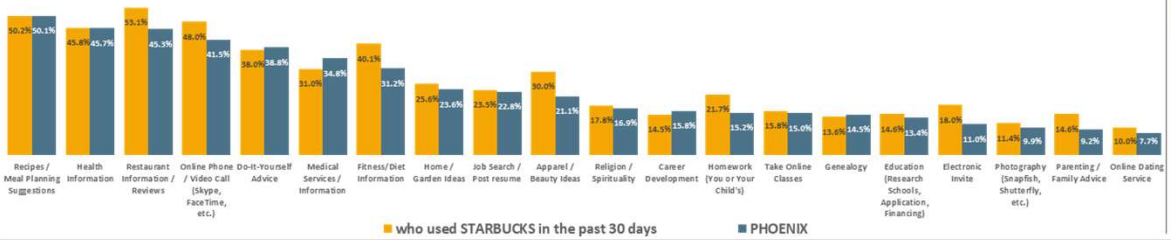
SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,009

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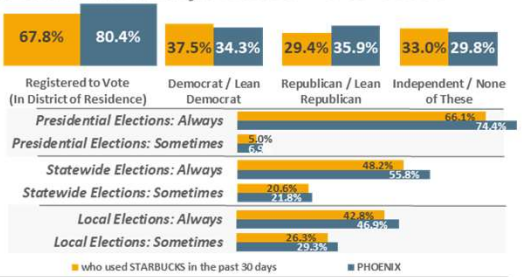
Quick service restaurants used past 30 days: Starbucks

21.3% or 991,888 of PHOENIX DMA Adults 18 or older used STARBUCKS in the past 30 days.
Adults 18 or older who used STARBUCKS in the past 30 days are 2.% less likely to look up D-I-Y advice online, 8.6% less likely to always vote in local elections, 39.7% more likely to belong to a gym, 9.9% more likely to fly domestic past yr.

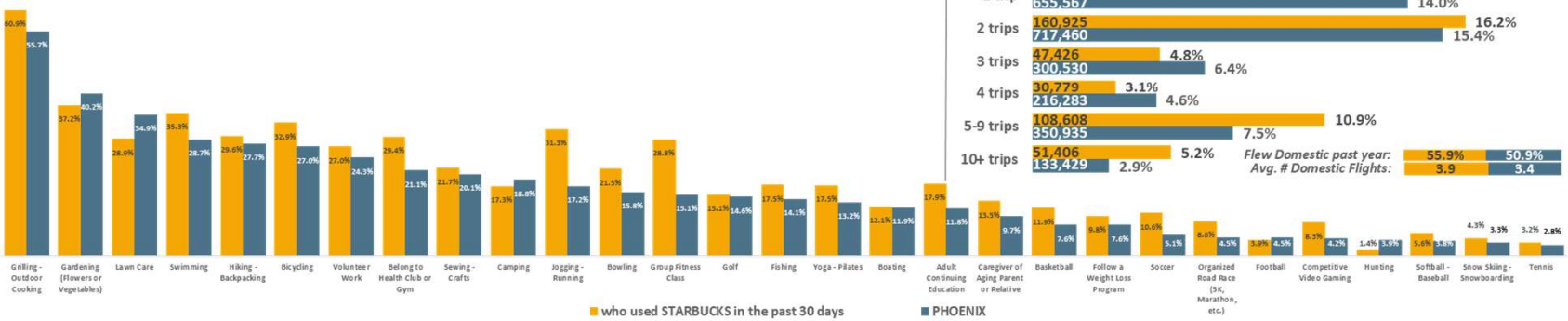
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 400

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Quick service restaurants used past 30 days: Starbucks

STARBUCKS USA

19.4% or 50,956,291 of USA Adults 18 or older used STARBUCKS in the past 30 days.
Adults 18 or older who used STARBUCKS in the past 30 days are 14.1% more likely to use QSRs past mo., 18.6% more likely to use Sit-Down Restaurants past mo., 5.5% more likely to use Casinos past yr., 35.4% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



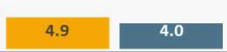
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

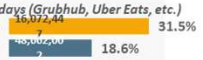


Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

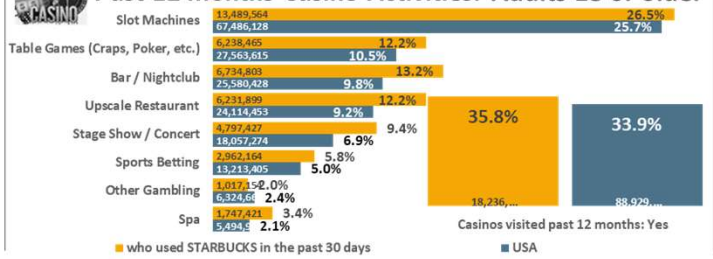


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 4,209

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

Quick service restaurants used past 30 days: Starbucks



21.5% or 1,629,421 of CHICAGO DMA Adults 18 or older used STARBUCKS in the past 30 days.
Adults 18 or older who used STARBUCKS in the past 30 days are 11.4% more likely to use QSRs past mo., 18.2% more likely to use Sit-Down Restaurants past mo., 3.3% less likely to use Casinos past yr., 24.8% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



	who used STARBUCKS in the past 30 days	CHICAGO
1 time	2.9%	5.8%
2 times	3.7%	8.2%
3 times	10.1%	11.1%
4 times	4.7%	11.3%
5 times	8.2%	8.8%
6 - 9 times	29.2%	23.5%
10 times or more	41.3%	21.1%

Total Monthly QSR Users:

who used STARBUCKS in the past 30 days	CHICAGO
100.0%	89.8%
1,629,421	6,792,616

Avg. Monthly QSR Meals:

who used STARBUCKS in the past 30 days	CHICAGO
9.4	7.1

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



	who used STARBUCKS in the past 30 days	CHICAGO
1 time	8.5%	14.1%
2 times	14.4%	13.1%
3 times	16.4%	14.8%
4 times	13.1%	10.0%
5 times	9.3%	6.6%
6 - 9 times	16.1%	10.2%
10 times or more	10.4%	5.8%

Total Monthly Sit-Down Restaurant Users:

who used STARBUCKS in the past 30 days	CHICAGO
88.2%	74.6%
1,437,270	5,644,005

Avg. Monthly Sit-Down Restaurant Meals:

who used STARBUCKS in the past 30 days	CHICAGO
5.2	4.3

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



	who used STARBUCKS in the past 30 days	CHICAGO
Mexican	56.8%	29.2%
Pizza	52.2%	35.7%
Chinese	42.9%	35.6%
Coffee House / Coffee Bar	53.8%	24.2%
Italian	31.8%	21.1%
Wings / Burgers / Sports Bar	28.0%	18.7%
Bagel / Donut / Bakery	34.4%	17.9%
Indian / Thai / Other Asian	33.2%	16.8%
Upscale	26.5%	15.7%
Steakhouse	20.9%	12.6%

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

	who used STARBUCKS in the past 30 days	CHICAGO
	571,402	1,603,744
	35.1%	21.2%

Drank Past 30-days: Adults 18 or older



	who used STARBUCKS in the past 30 days	CHICAGO
Liquor	1,015,718 62.3%	3,633,882 48.0%
Any Type of Beer	735,788 45.2%	3,285,100 43.4%
Wine	721,382 44.3%	2,638,960 34.9%
Imported Beer	489,708 30.1%	1,864,049 24.6%
Domestic Light Beer	440,784 27.1%	1,810,085 23.9%
Domestic Regular Beer	441,299 27.1%	1,657,050 21.9%
Microbrew / Craft Beer	204,705 12.6%	790,289 10.4%

Past 12 months Casino Activities: Adults 18 or older

	who used STARBUCKS in the past 30 days	CHICAGO
Slot Machines	312,145 19.2%	1,555,252 20.6%
Table Games (Craps, Poker, etc.)	214,432 13.2%	723,325 9.6%
Bar / Nightclub	172,624 10.6%	518,487 6.9%
Upscale Restaurant	118,932 7.3%	502,472 6.6%
Sports Betting	127,977 7.9%	355,991 4.7%
Stage Show / Concert	88,763 5.4%	323,209 4.3%
Other Gambling	53,051 3.3%	164,308 2.2%
Spa	49,741 3.1%	126,18 1.7%

Casinos visited past 12 months: Yes

who used STARBUCKS in the past 30 days	CHICAGO
25.8%	26.7%
420,930	2,021,594

Used Past 30-days: Adults 18 or older



	who used STARBUCKS in the past 30 days	CHICAGO
Marijuana / Cannabis	27.0%	16.9%
	440,148	1,276,416
Cigarettes	8.5%	11.3%
	139,078	858,518
Vape	12.6%	5.8%
	204,549	437,799

CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 635

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Quick service restaurants used past 30 days: Starbucks



21.5% or 1,223,105 of WASHINGTON, DC DMA Adults 18 or older used STARBUCKS in the past 30 days. Adults 18 or older who used STARBUCKS in the past 30 days are 13.% more likely to use QSRs past mo., 20.9% more likely to use Sit-Down Restaurants past mo., 17.7% more likely to use Casinos past yr., 23.7% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



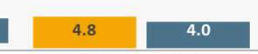
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

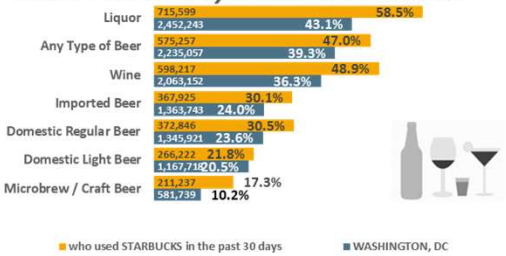
(Sit-Down Restaurants Used Past 30-days)



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

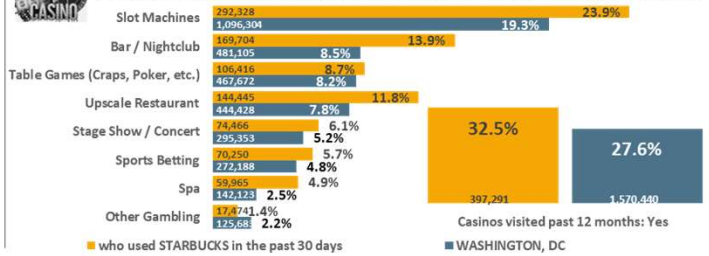


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,136

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Quick service restaurants used past 30 days: Starbucks



25.1% or 1,129,440 of SEATTLE-TACOMA DMA Adults 18 or older used STARBUCKS in the past 30 days. Adults 18 or older who used STARBUCKS in the past 30 days are 19.9% more likely to use QSRs past mo., 21.1% more likely to use Sit-Down Restaurants past mo., .4% more likely to use Casinos past yr., 24.7% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

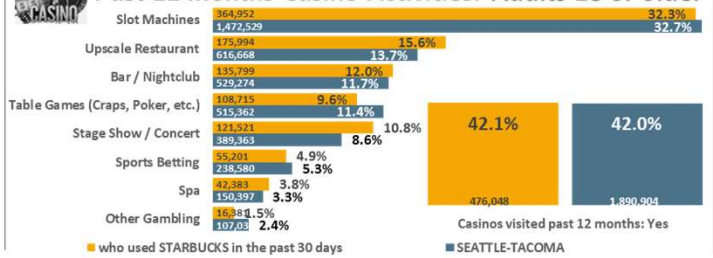


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,009

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Quick service restaurants used past 30 days: Starbucks



21.3% or 991,888 of PHOENIX DMA Adults 18 or older used STARBUCKS in the past 30 days.
Adults 18 or older who used STARBUCKS in the past 30 days are 11.3% more likely to use QSRs past mo., 17.% more likely to use Sit-Down Restaurants past mo., 11.2% more likely to use Casinos past yr., 57.5% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 100.0% 991,888 | 89.9% 4,193,411

Avg. Monthly QSR Meals: 9.7 | 7.2

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



Total Monthly Sit-Down Restaurant Users: 90.4% 896,670 | 77.2% 3,604,375

Avg. Monthly Sit-Down Restaurant Meals: 5.9 | 4.4

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.)

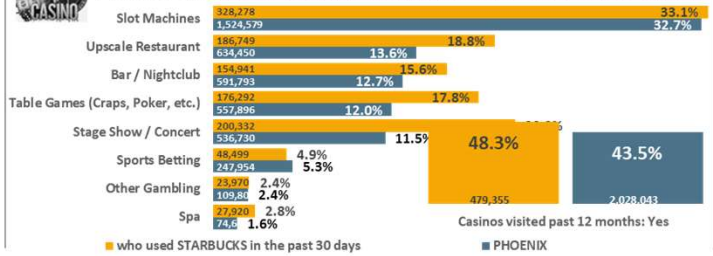
who used STARBUCKS in the past 30 days	302,302	30.5%
PHOENIX	770,388	16.5%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 400

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Quick service restaurants used past 30 days: Starbucks

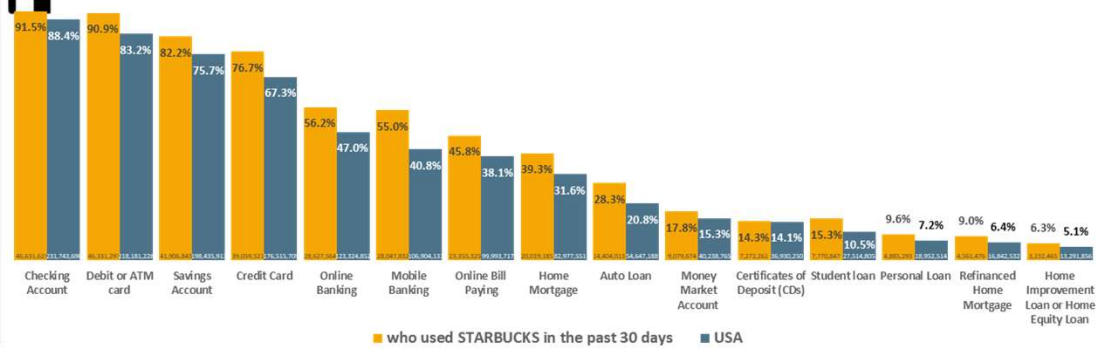


19.4% or 50,956,291 of USA Adults 18 or older used STARBUCKS in the past 30 days.
Adults 18 or older who used STARBUCKS in the past 30 days are 25.6% more likely to have a 401K, 35.6% more likely to have an Auto Loan, 29.9% more likely to Invest/Trade Stocks Online, 10.4% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

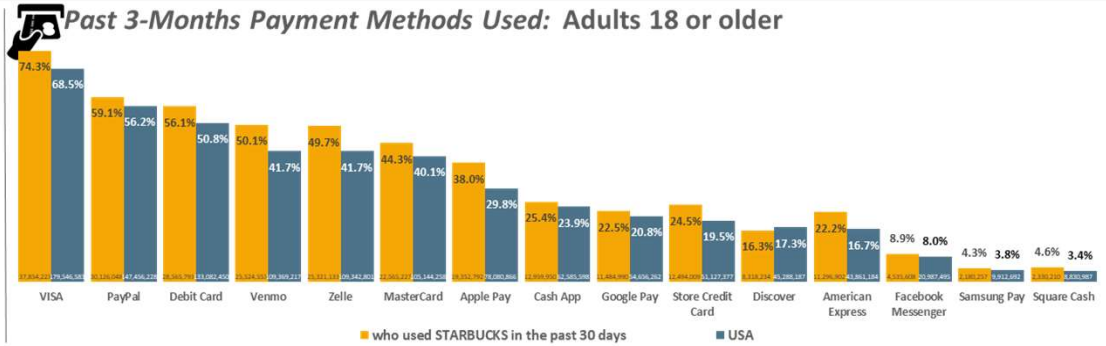


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 4,209

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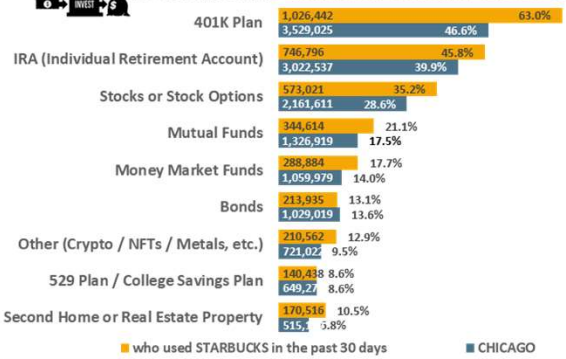
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

Quick service restaurants used past 30 days: Starbucks

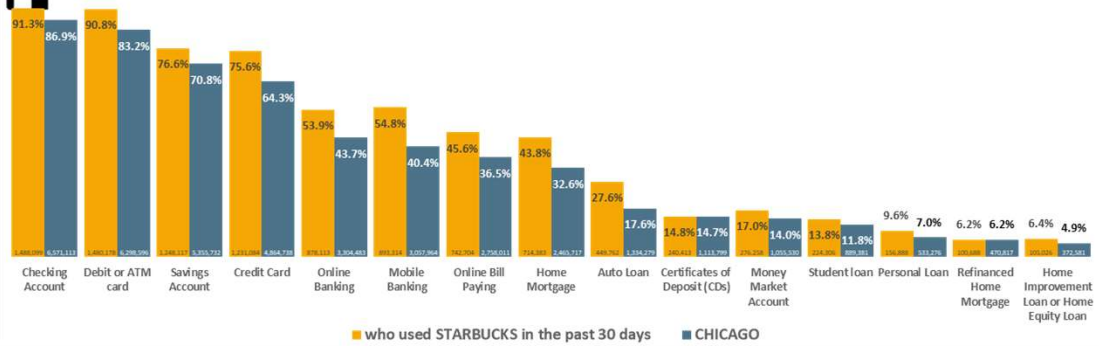


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Investments Owned: Adults 18 or older



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

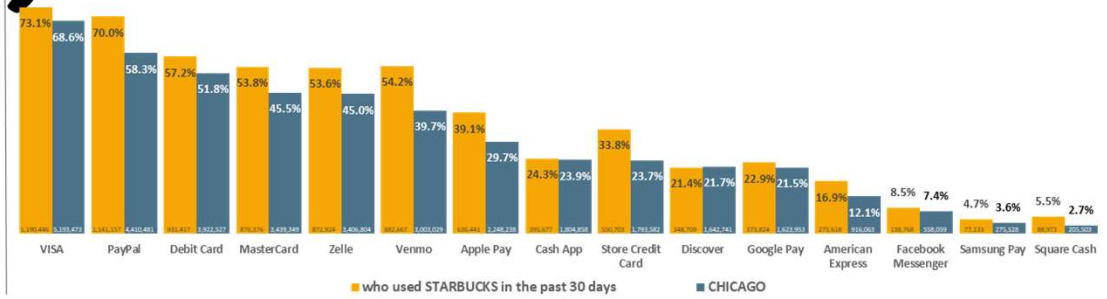


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 635

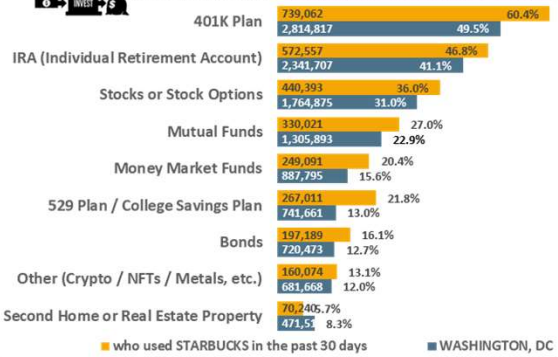
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Quick service restaurants used past 30 days: Starbucks

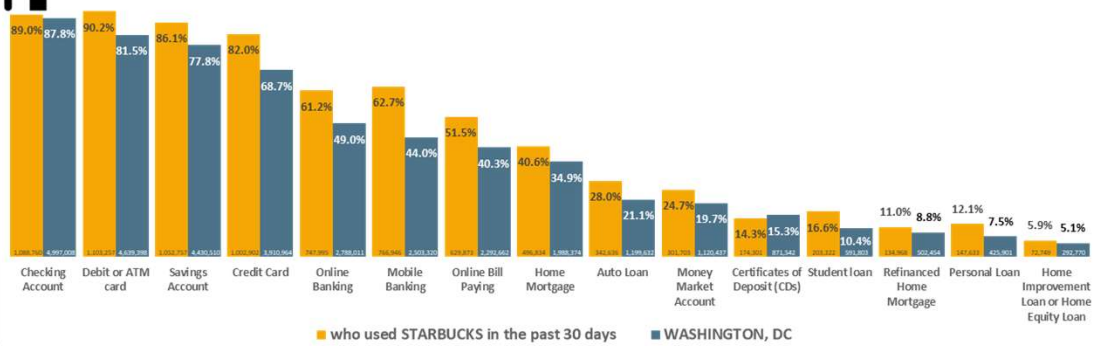


21.5% or 1,223,105 of WASHINGTON, DC DMA Adults 18 or older used STARBUCKS in the past 30 days. Adults 18 or older who used STARBUCKS in the past 30 days are 22.2% more likely to have a 401K, 32.9% more likely to have an Auto Loan, 20.8% more likely to Invest/Trade Stocks Online, 10.9% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

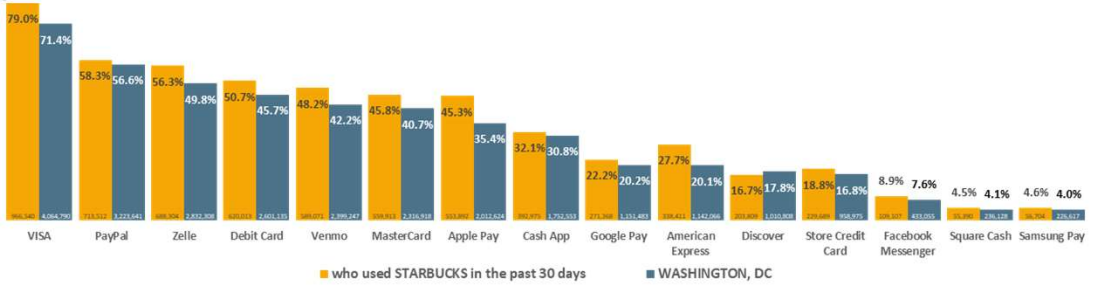


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,136

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Quick service restaurants used past 30 days: Starbucks

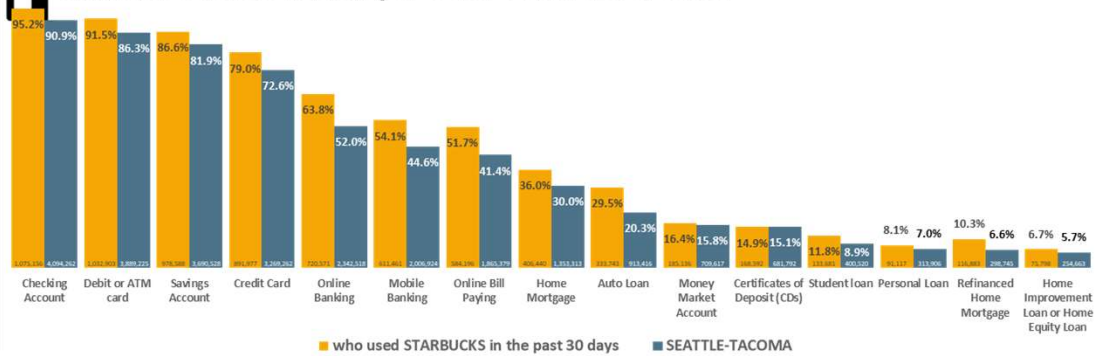


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Investments Owned: Adults 18 or older



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

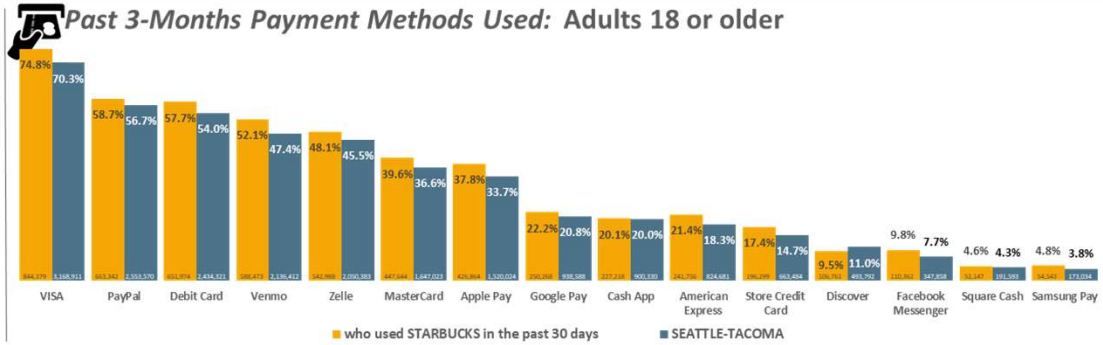


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,009

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Quick service restaurants used past 30 days: Starbucks

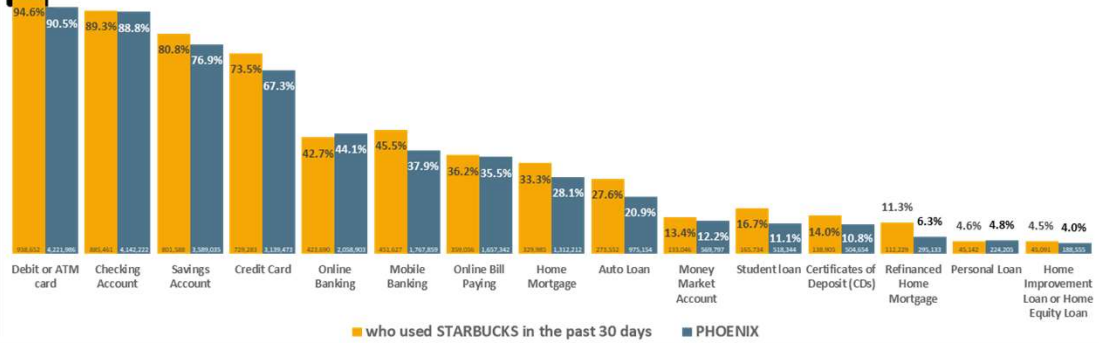


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Investments Owned: Adults 18 or older



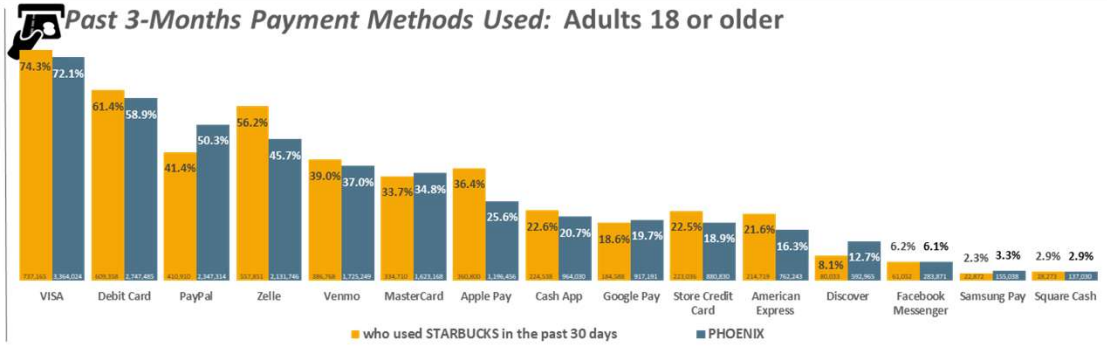
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



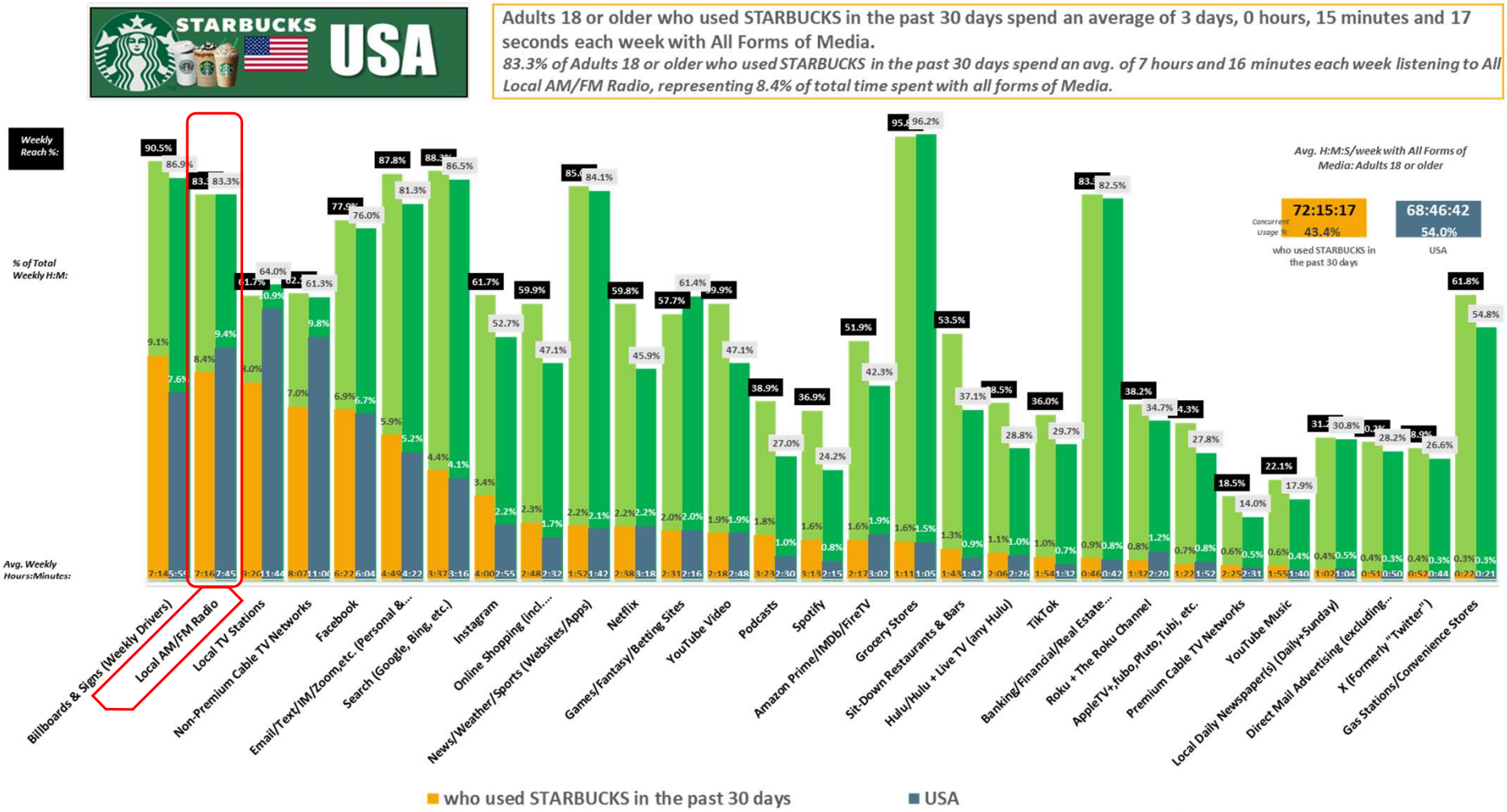
Past 3-Months Payment Methods Used: Adults 18 or older



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 400

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Quick service restaurants used past 30 days: Starbucks



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 4,209 USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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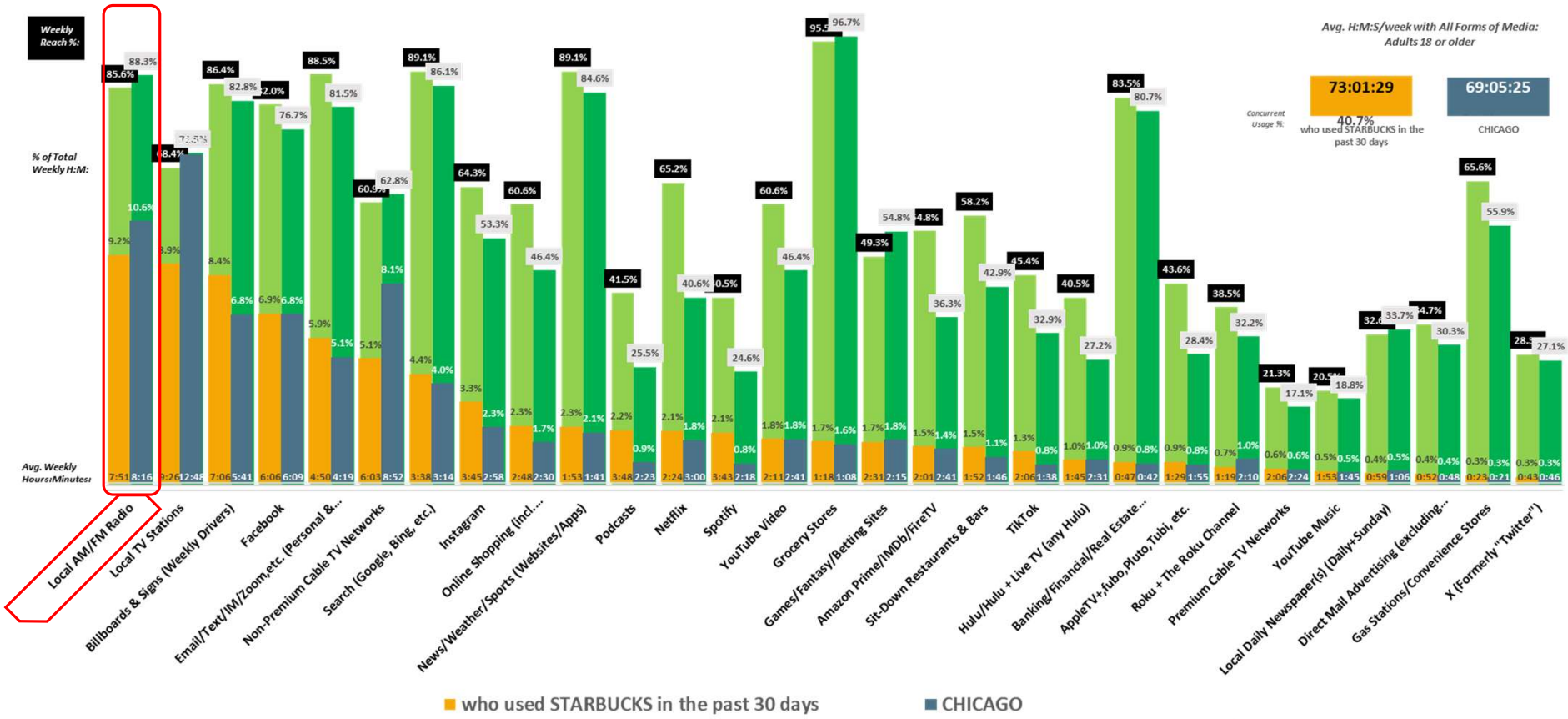
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Quick service restaurants used past 30 days: Starbucks

STARBUCKS CHI

Adults 18 or older who used STARBUCKS in the past 30 days spend an average of 3 days, 1 hours, 1 minutes and 29 seconds each week with All Forms of Media.

85.6% of Adults 18 or older who used STARBUCKS in the past 30 days spend an avg. of 7 hours and 51 minutes each week listening to All Local AM/FM Radio, representing 9.2% of total time spent with all forms of Media.

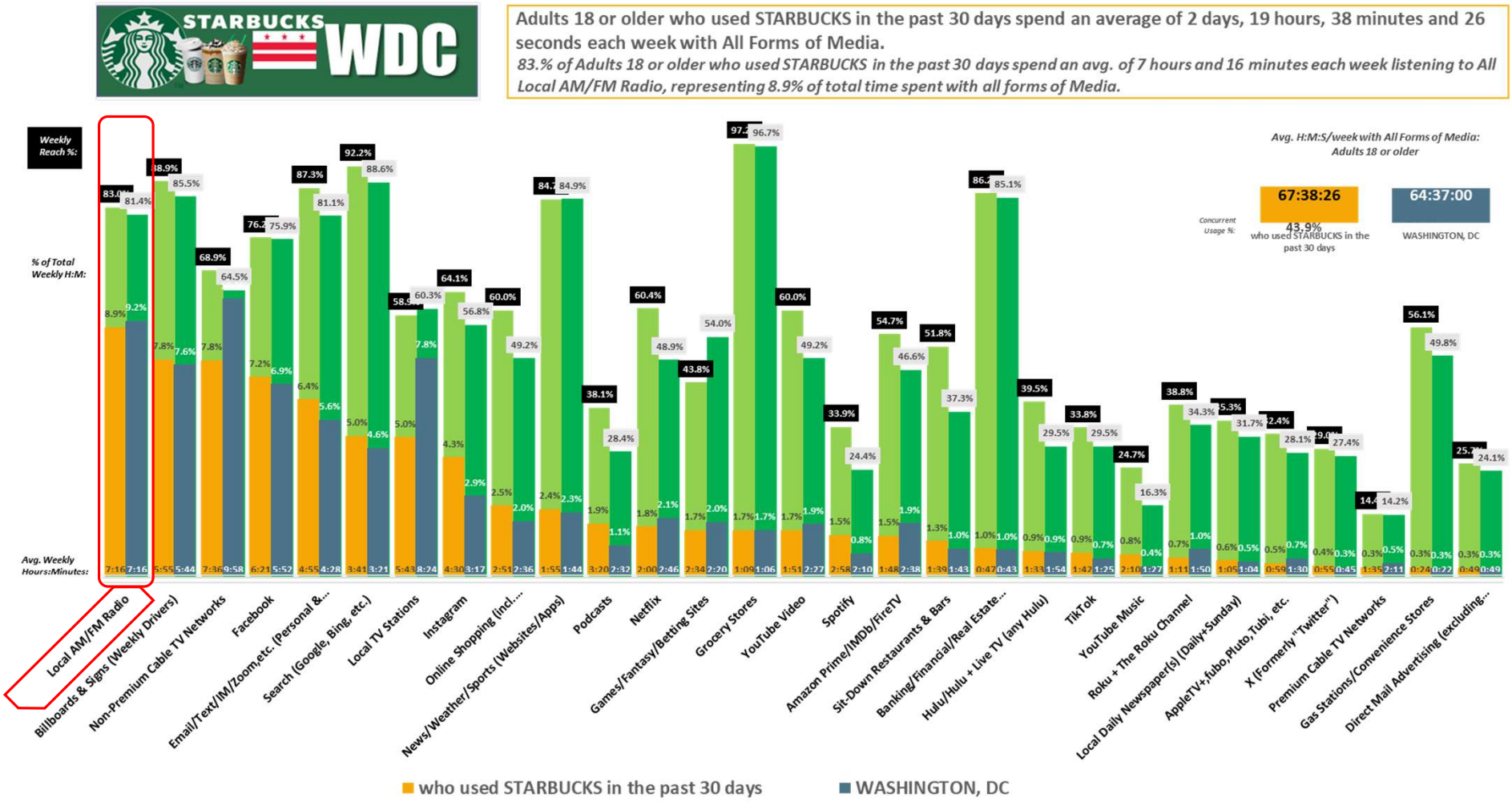


CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 635 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

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Quick service restaurants used past 30 days: Starbucks

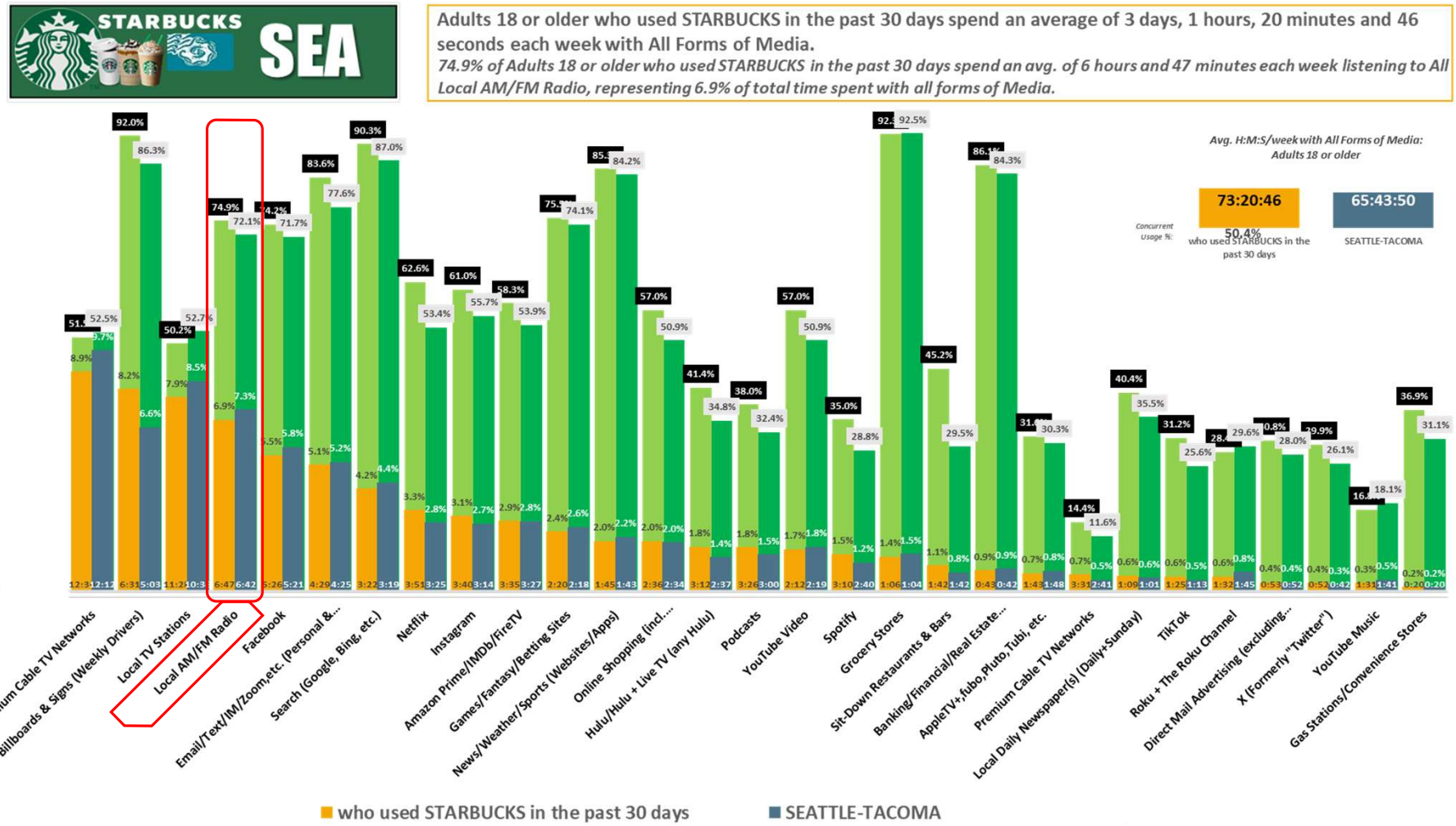


WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,136 WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

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Quick service restaurants used past 30 days: Starbucks



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,009 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

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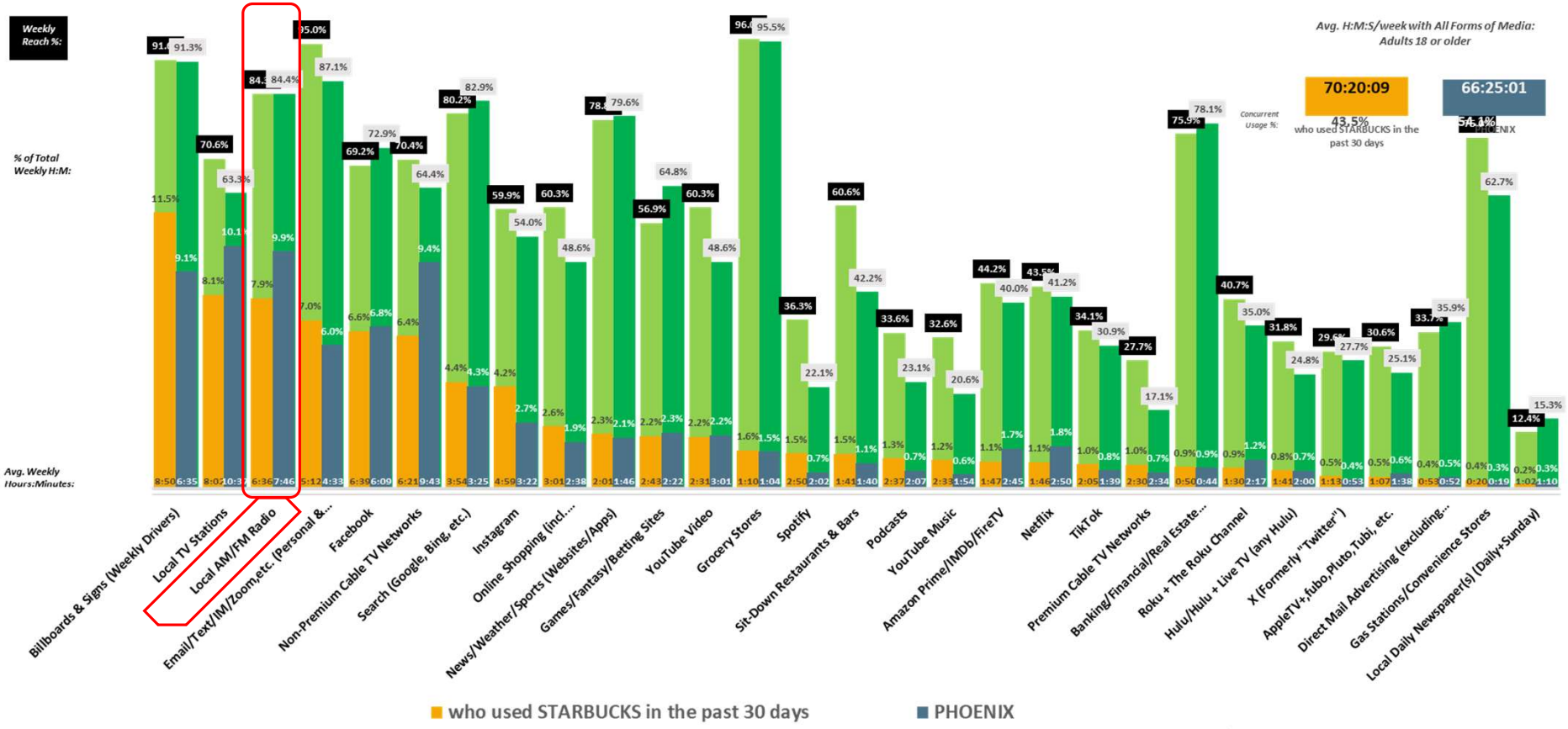
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Quick service restaurants used past 30 days: Starbucks



Adults 18 or older who used STARBUCKS in the past 30 days spend an average of 2 days, 22 hours, 20 minutes and 9 seconds each week with All Forms of Media.

84.3% of Adults 18 or older who used STARBUCKS in the past 30 days spend an avg. of 6 hours and 36 minutes each week listening to All Local AM/FM Radio, representing 7.9% of total time spent with all forms of Media.



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 400 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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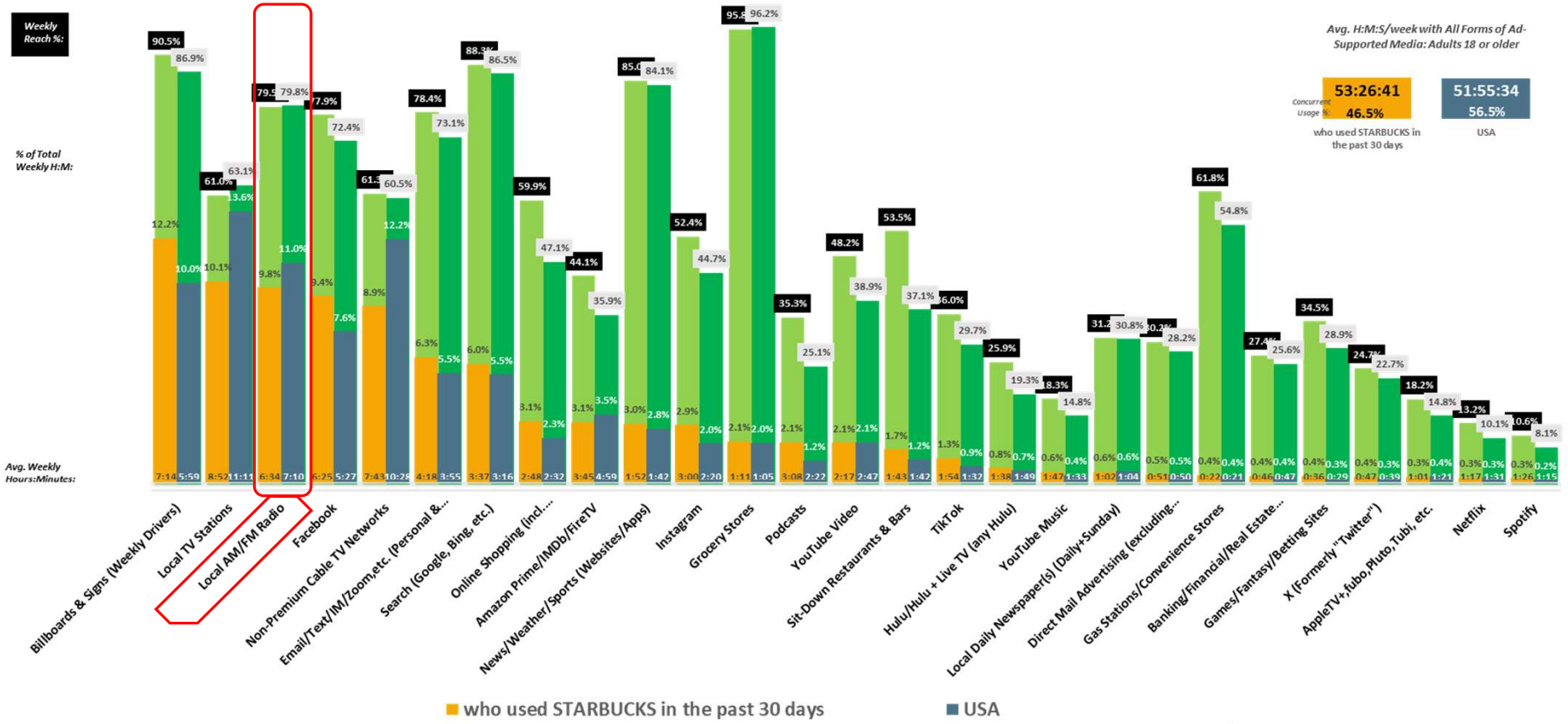
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Quick service restaurants used past 30 days: Starbucks



Adults 18 or older who used STARBUCKS in the past 30 days spend an average of 2 days, 5 hours, 26 minutes and 41 seconds each week with All Forms of Ad-Supported Media.

79.5% of Adults 18 or older who used STARBUCKS in the past 30 days spend an avg. of 6 hours and 34 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.8% of total time spent with all forms of Ad-Supported Media.

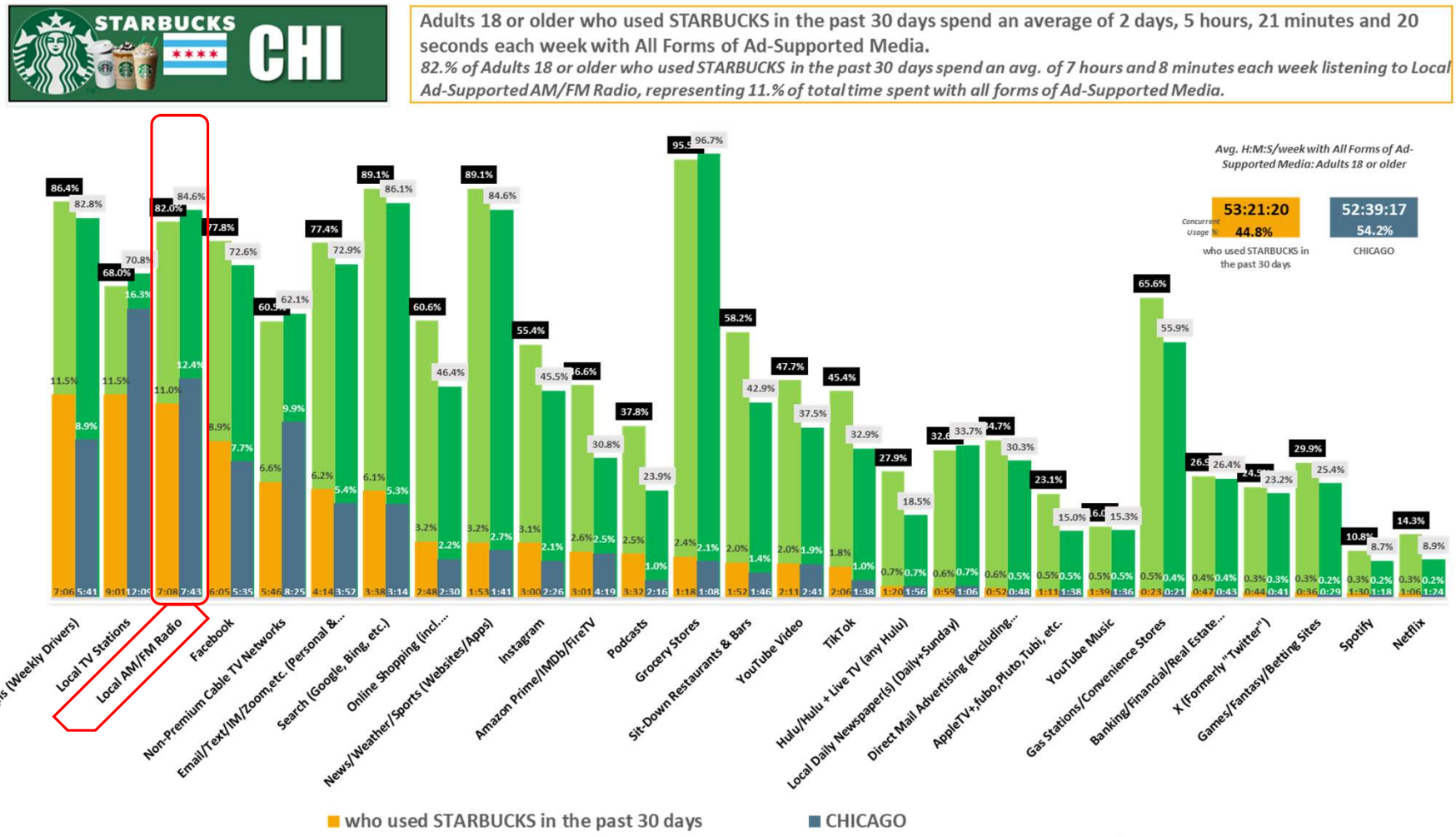


USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 4,209 USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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Quick service restaurants used past 30 days: Starbucks

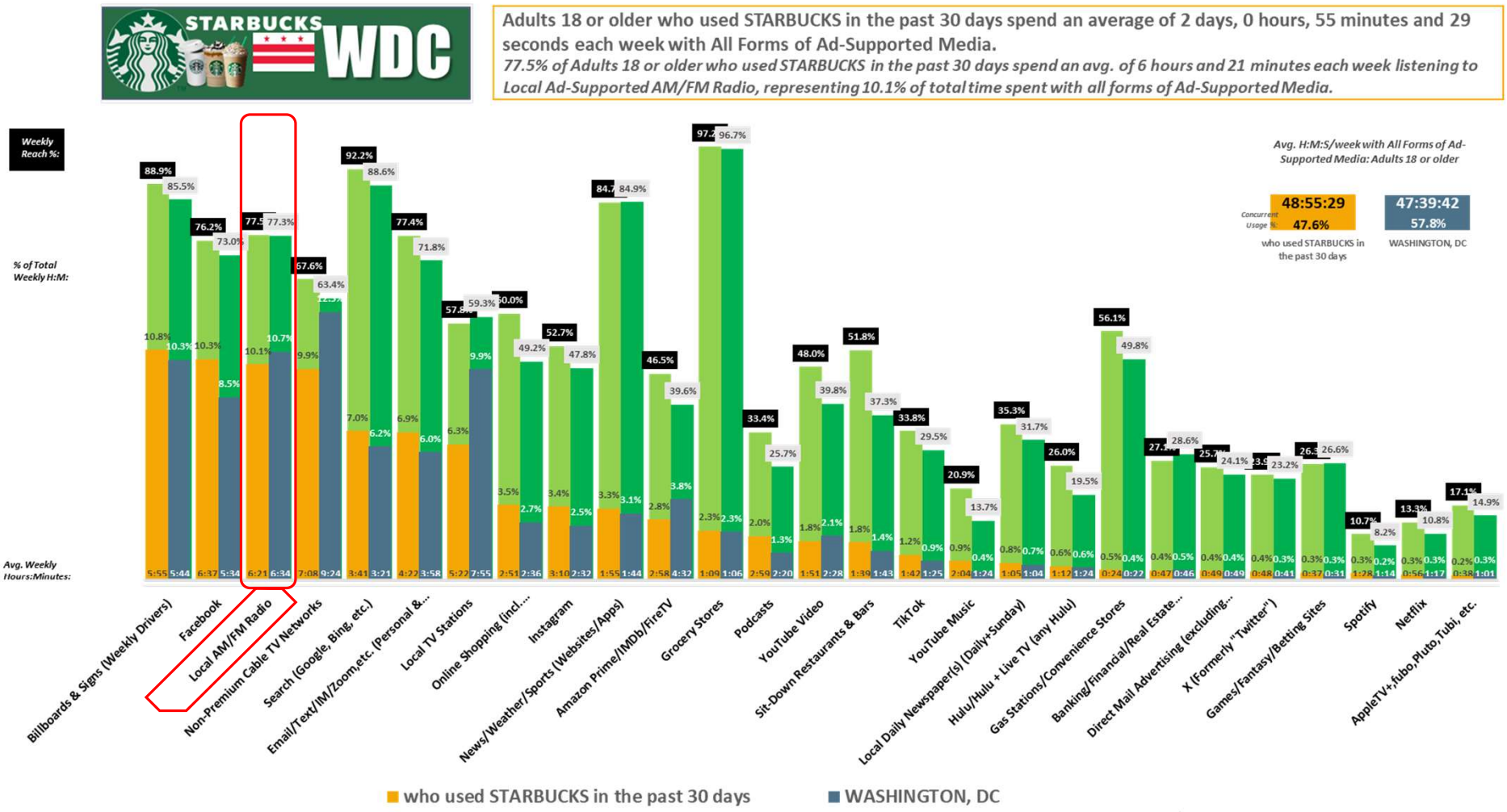


CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 635 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

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Quick service restaurants used past 30 days: Starbucks

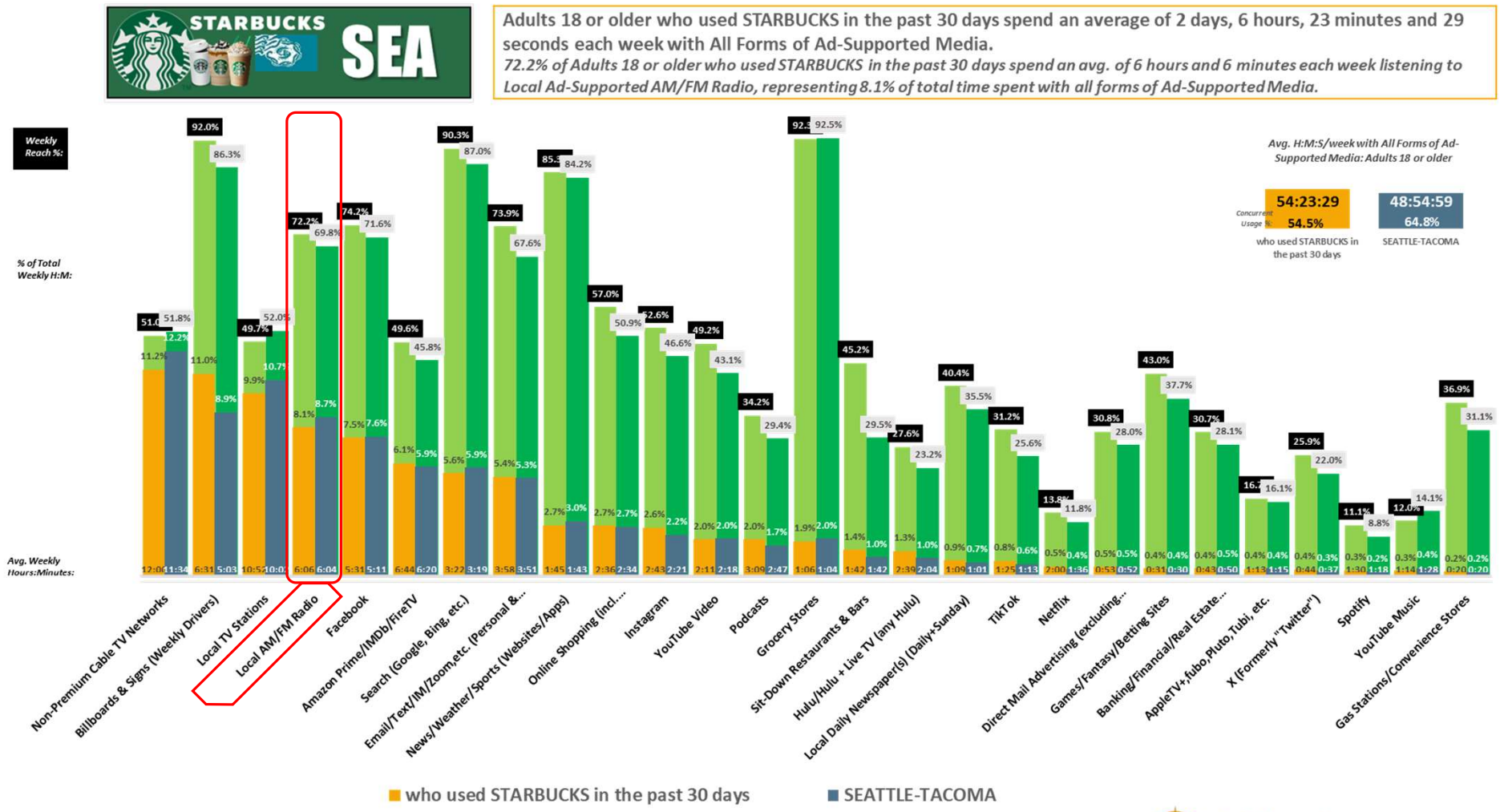


WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,136 WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

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Quick service restaurants used past 30 days: Starbucks

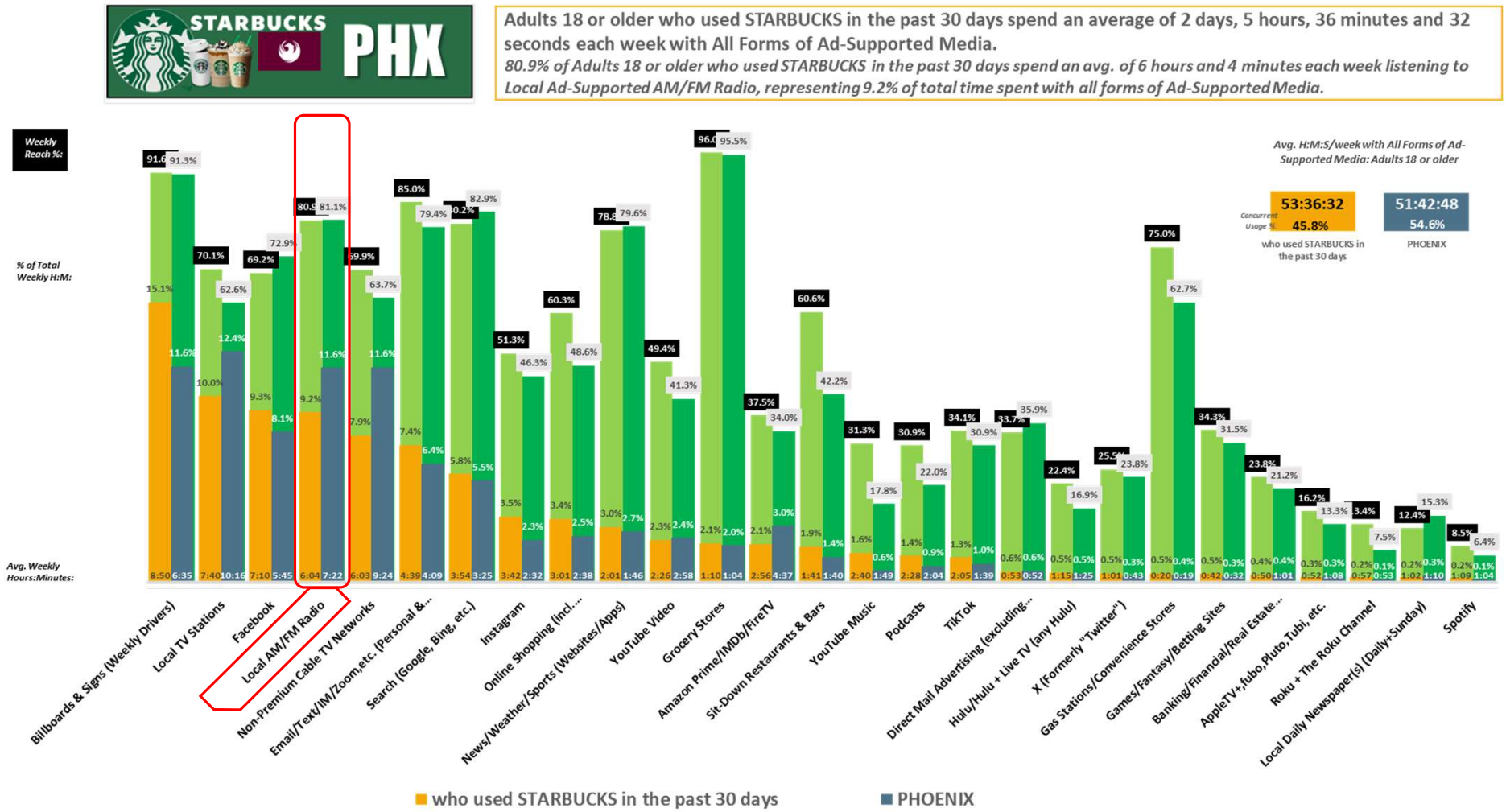


SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,009 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

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Quick service restaurants used past 30 days: Starbucks



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 400 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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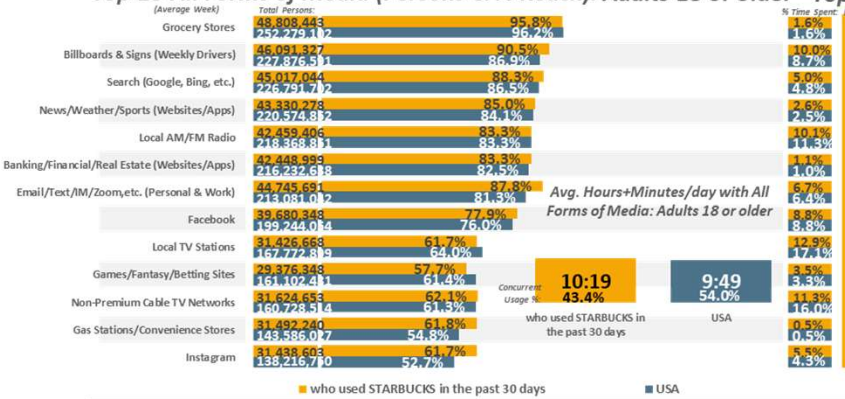
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Quick service restaurants used past 30 days: Starbucks

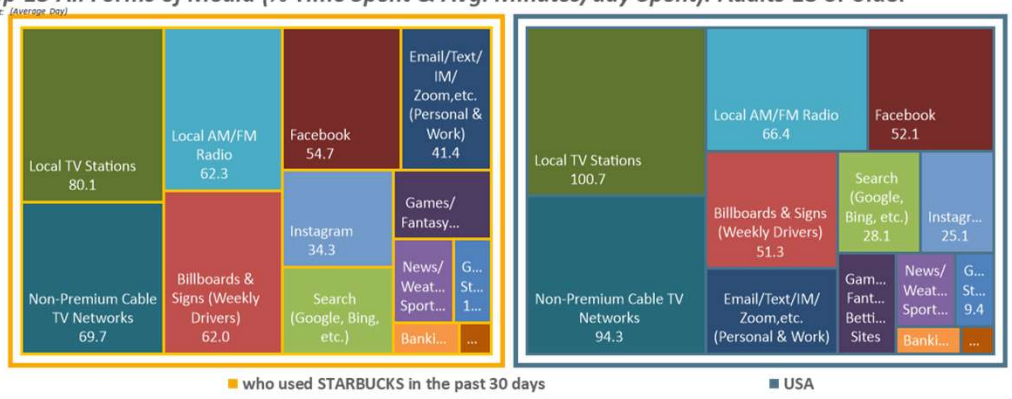


Adults 18 or older who used STARBUCKS in the past 30 days spend an average of 7 hours and 38 minutes each day with All Forms of Ad-Supported Media. 79.5% listen to Local AM/FM Radio for an avg. of 56.4 minutes/day. *(Local Radio delivers 9.8% of Time with Ad-Supported Media.)*

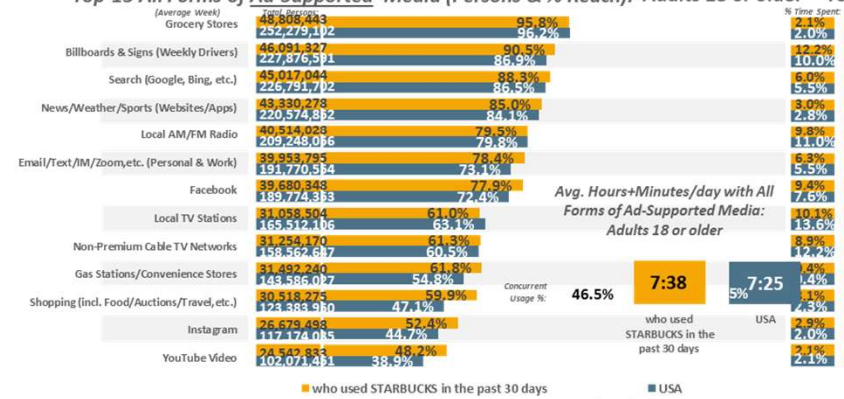
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



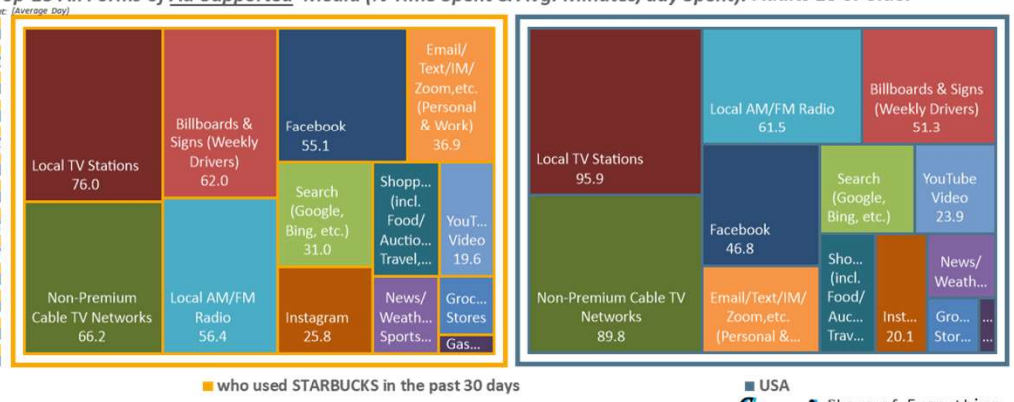
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 4,209

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

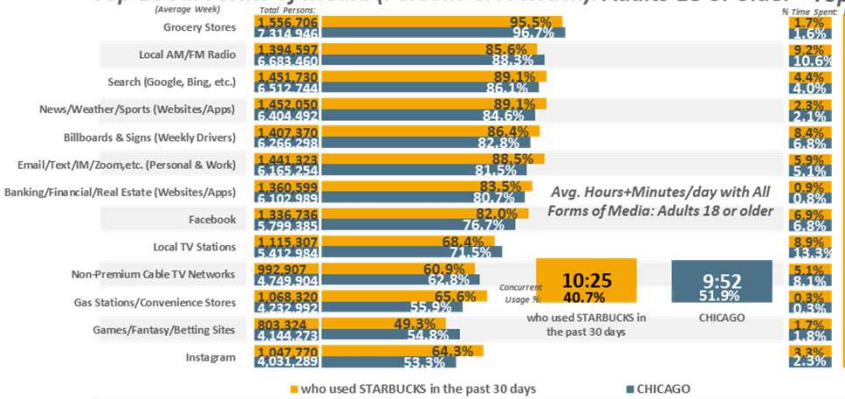
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Quick service restaurants used past 30 days: Starbucks

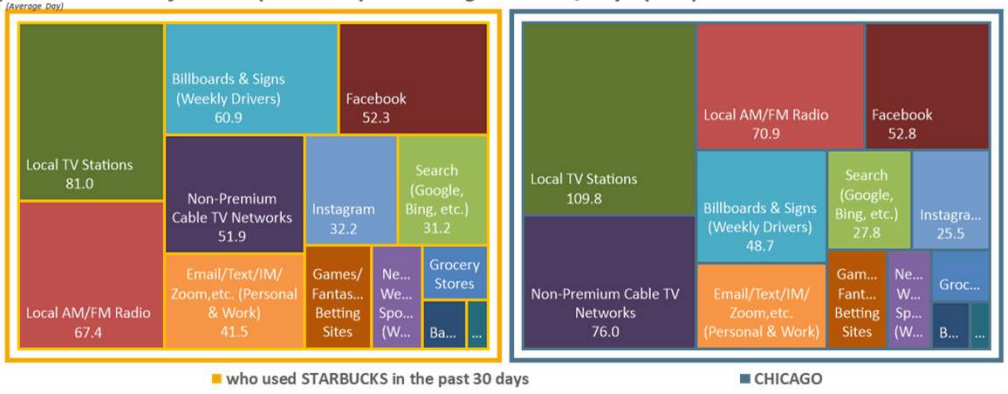


Adults 18 or older who used STARBUCKS in the past 30 days spend an average of 7 hours and 37 minutes each day with All Forms of Ad-Supported Media. 82.% listen to Local AM/FM Radio for an avg. of 61.2 minutes/day. *(Local Radio delivers 11.% of Time with Ad-Supported Media.)*

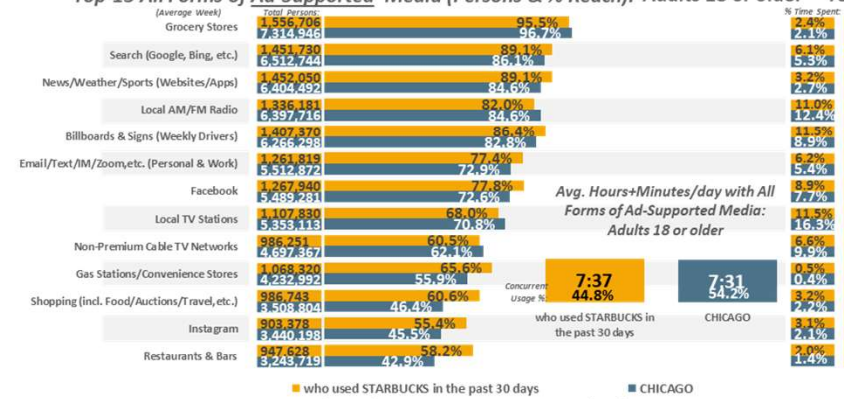
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



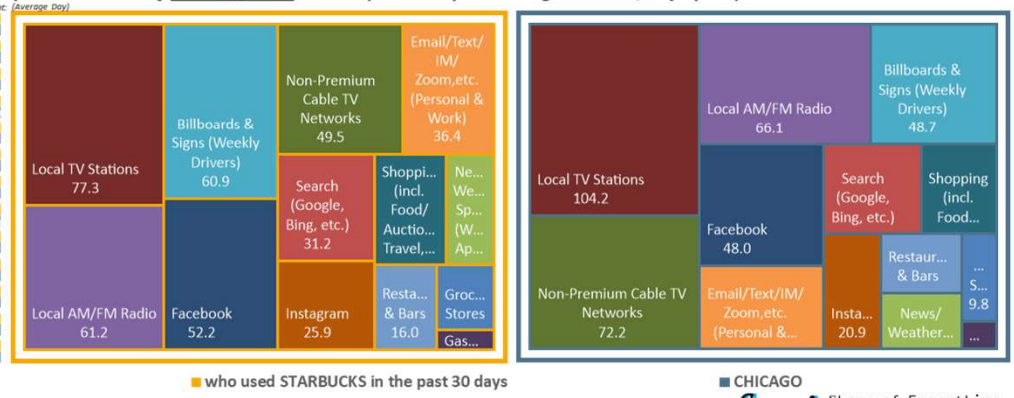
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 635

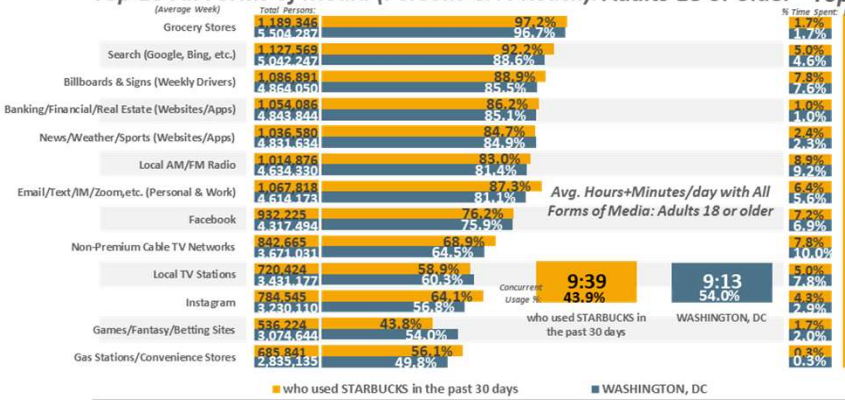
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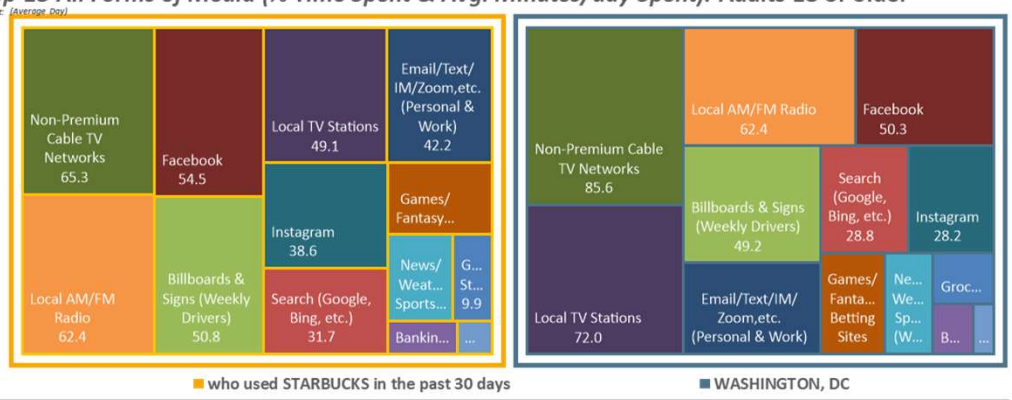
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Quick service restaurants used past 30 days: Starbucks

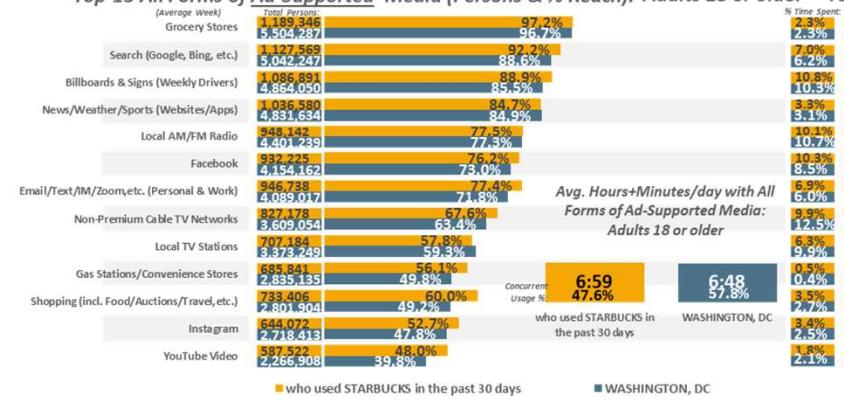
Adults 18 or older who used STARBUCKS in the past 30 days spend an average of 6 hours and 59 minutes each day with All Forms of Ad-Supported Media. 77.5% listen to Local AM/FM Radio for an avg. of 54.5 minutes/day. *(Local Radio delivers 10.1% of Time with Ad-Supported Media.)*

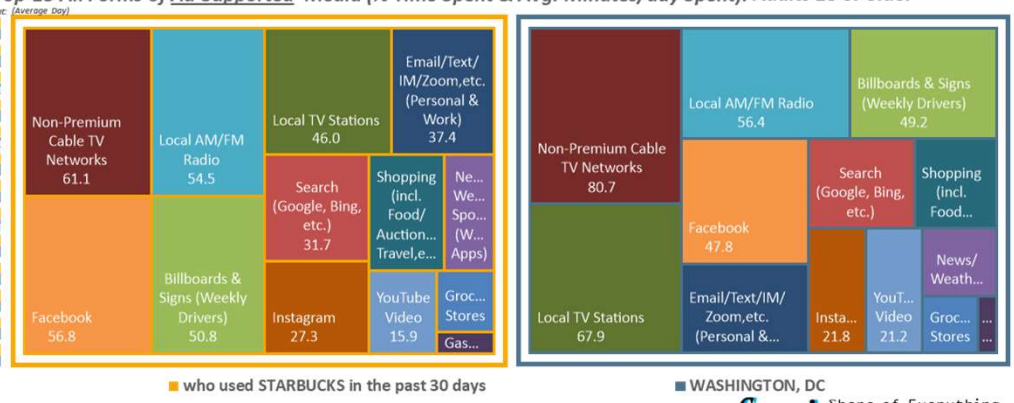
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older





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





WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,136

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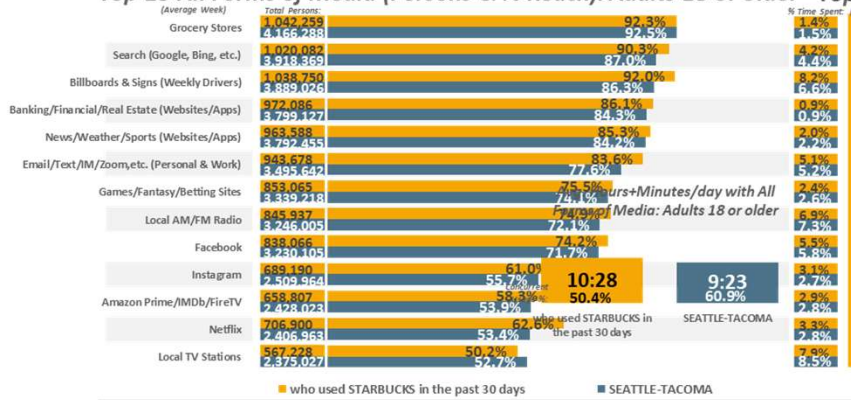
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Quick service restaurants used past 30 days: Starbucks

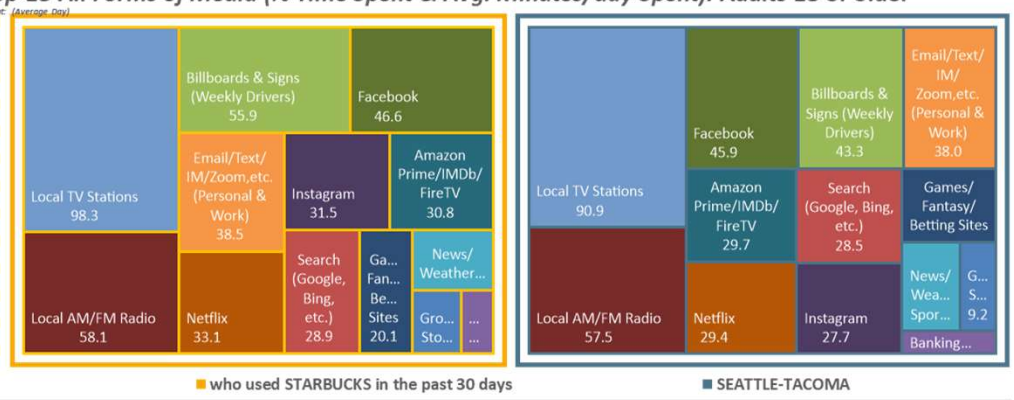


Adults 18 or older who used STARBUCKS in the past 30 days spend an average of 7 hours and 46 minutes each day with All Forms of Ad-Supported Media. 72.2% listen to Local AM/FM Radio for an avg. of 52.3 minutes/day. *(Local Radio delivers 8.1% of Time with Ad-Supported Media.)*

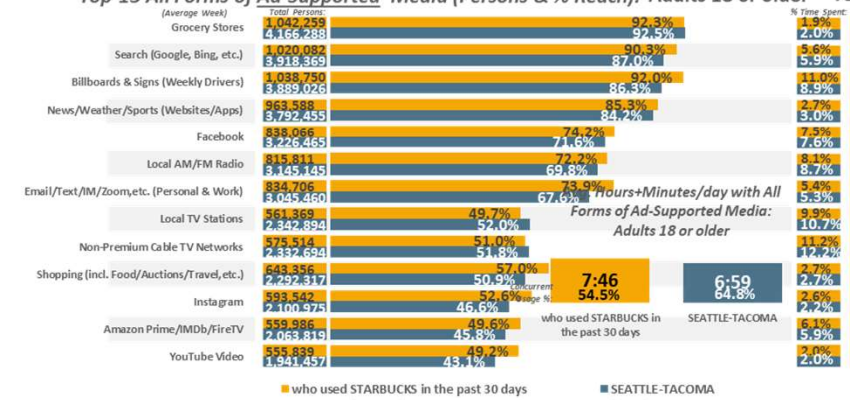
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



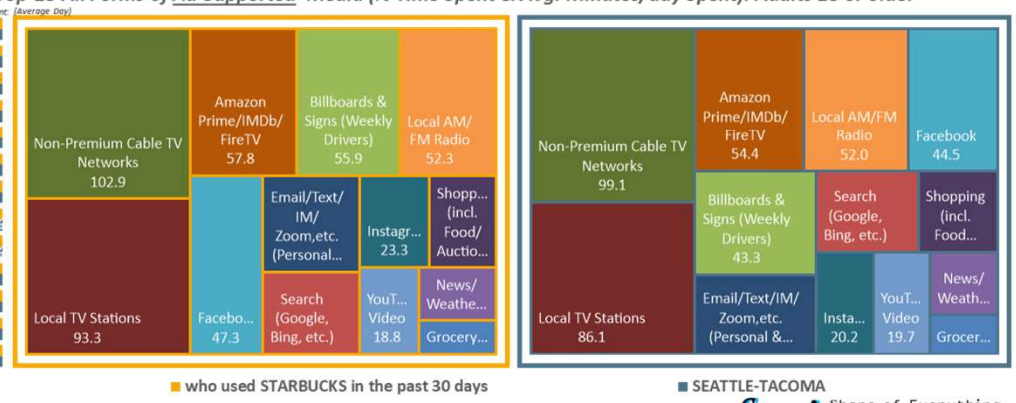
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,009

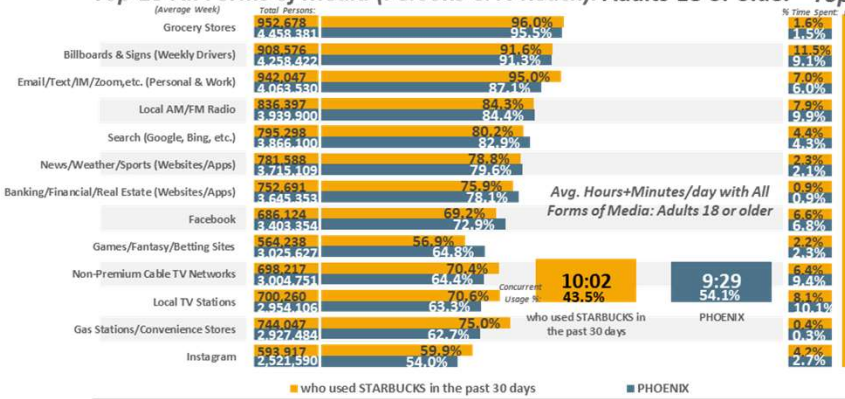
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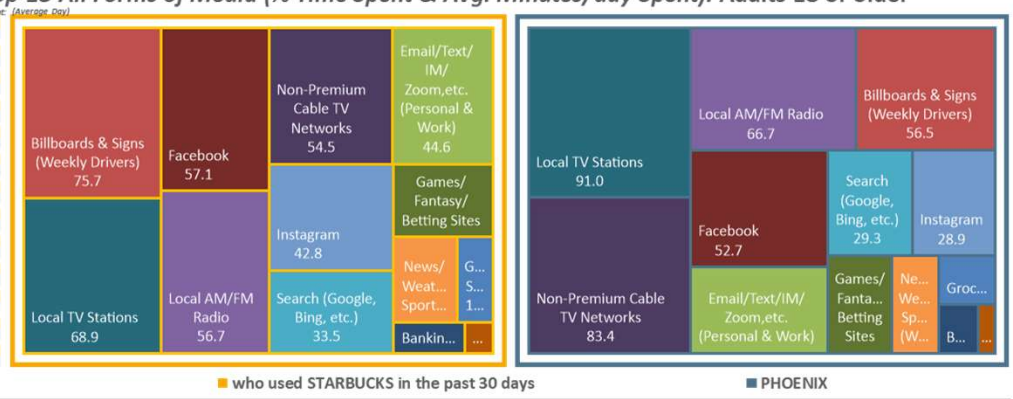
Quick service restaurants used past 30 days: Starbucks

Adults 18 or older who used STARBUCKS in the past 30 days spend an average of 7 hours and 39 minutes each day with All Forms of Ad-Supported Media. 80.9% listen to Local AM/FM Radio for an avg. of 52. minutes/day. *(Local Radio delivers 9.2% of Time with Ad-Supported Media.)*

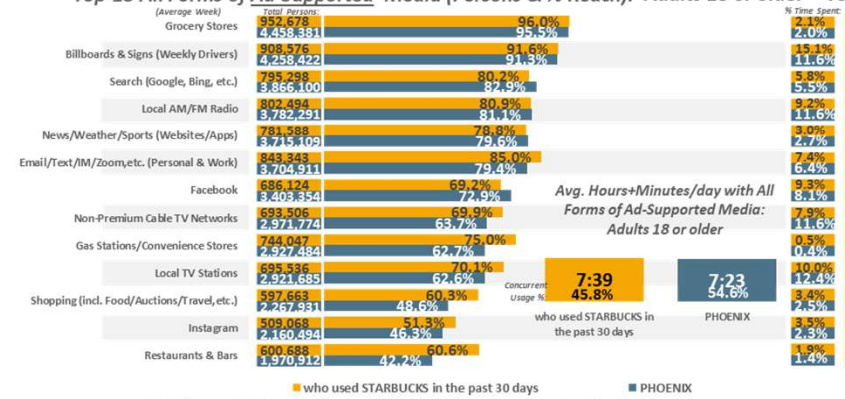
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



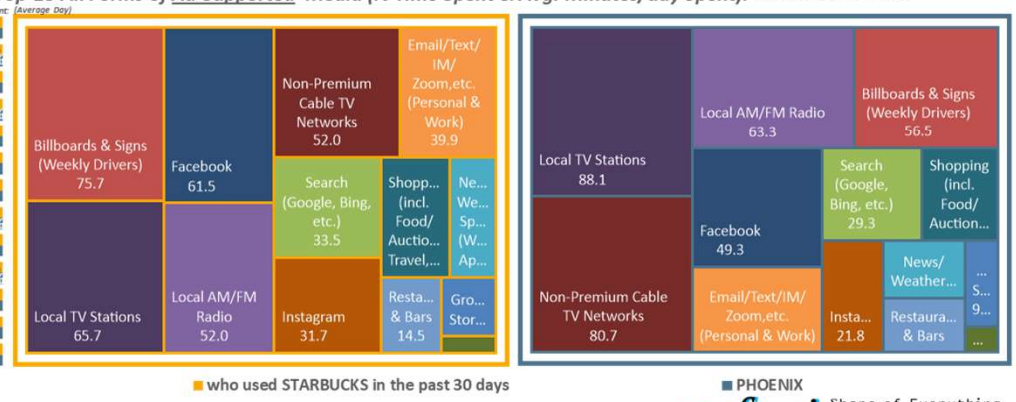
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 400

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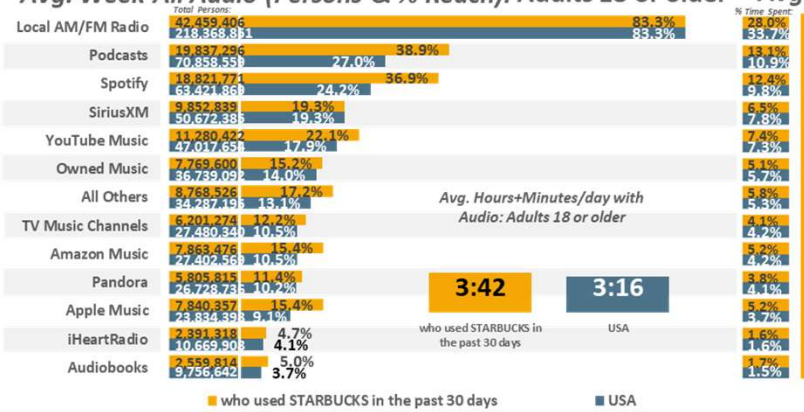
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Quick service restaurants used past 30 days: Starbucks

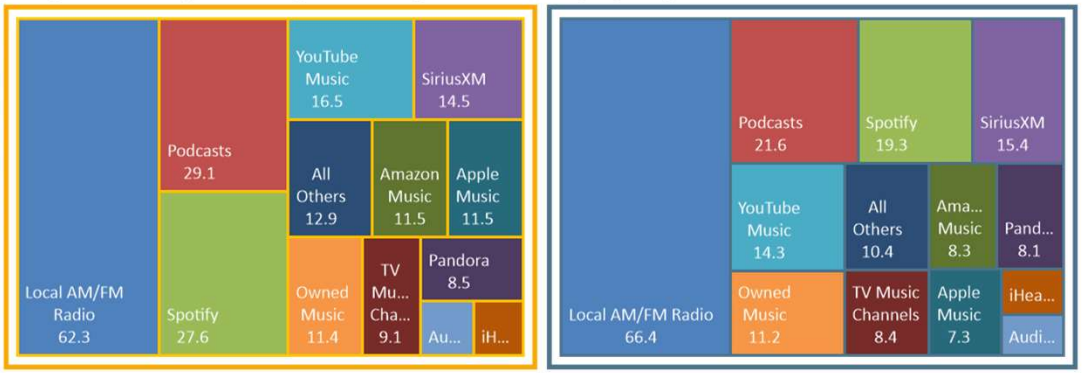
STARBUCKS USA

40,514,028 or 79.5% of Adults 18 or older who used STARBUCKS in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 56.4 minutes every day representing 37.% of all time spent daily with Ad-Supported Audio.

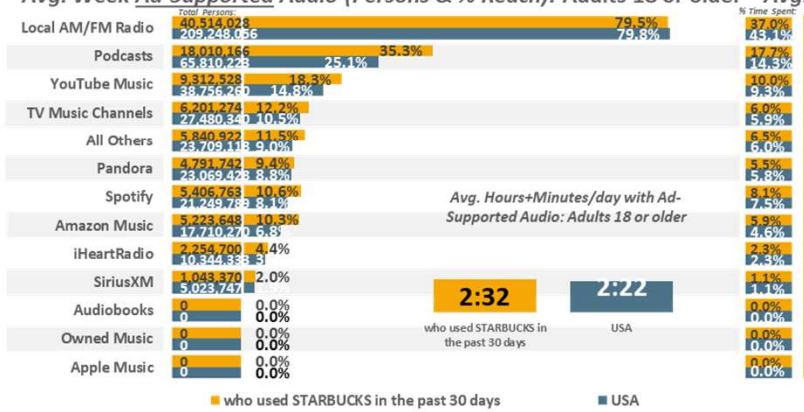
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



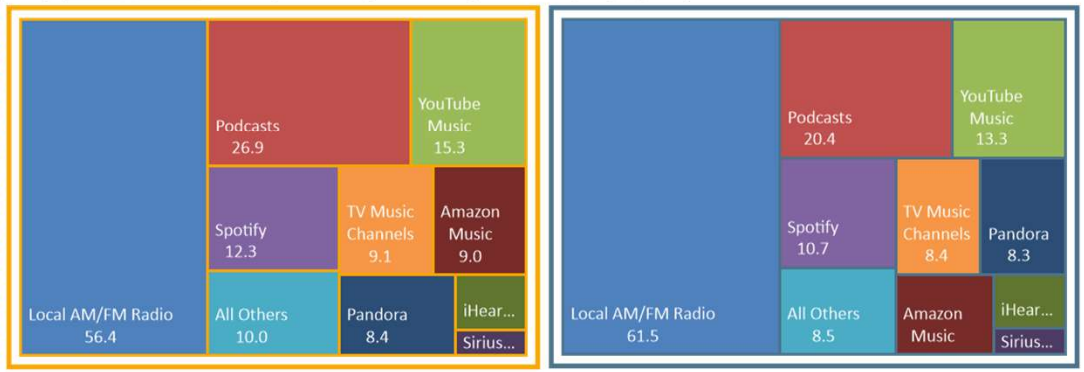
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 4,209

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

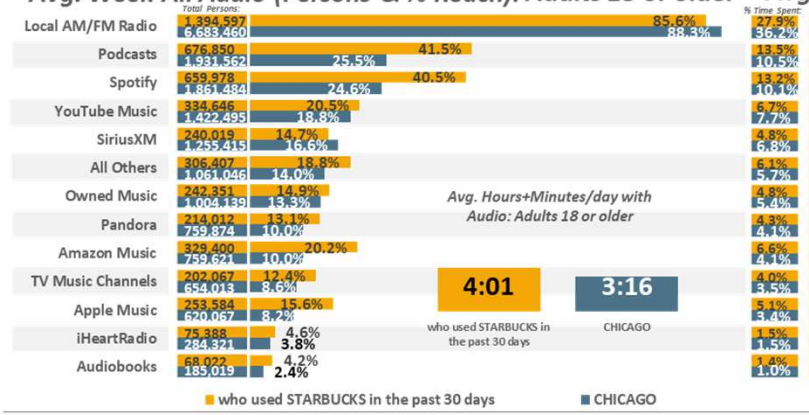
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Quick service restaurants used past 30 days: Starbucks

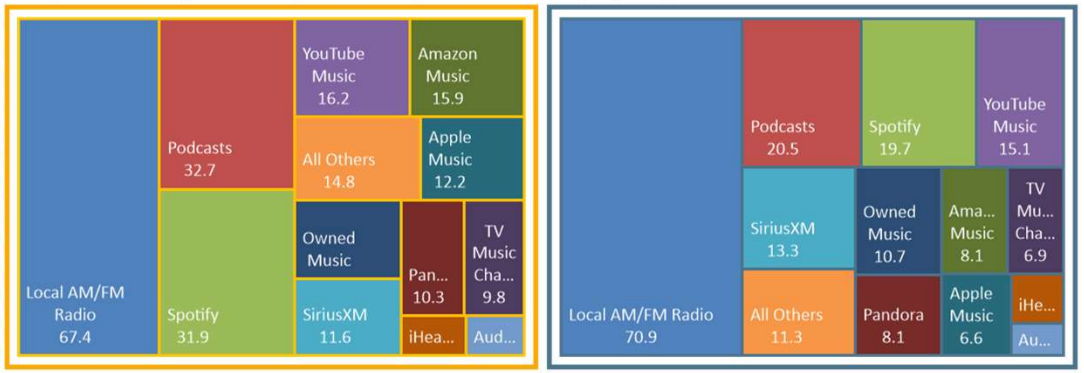
STARBUCKS CHI

1,336,181 or 82.% of Adults 18 or older who used STARBUCKS in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 61.2 minutes every day representing 36.4% of all time spent daily with Ad-Supported Audio.

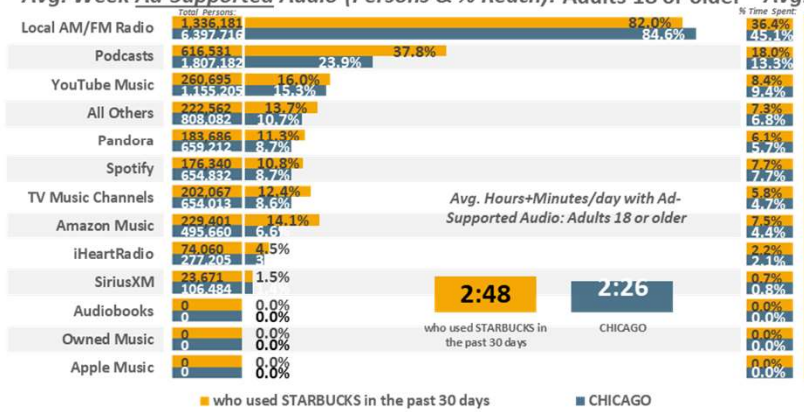
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



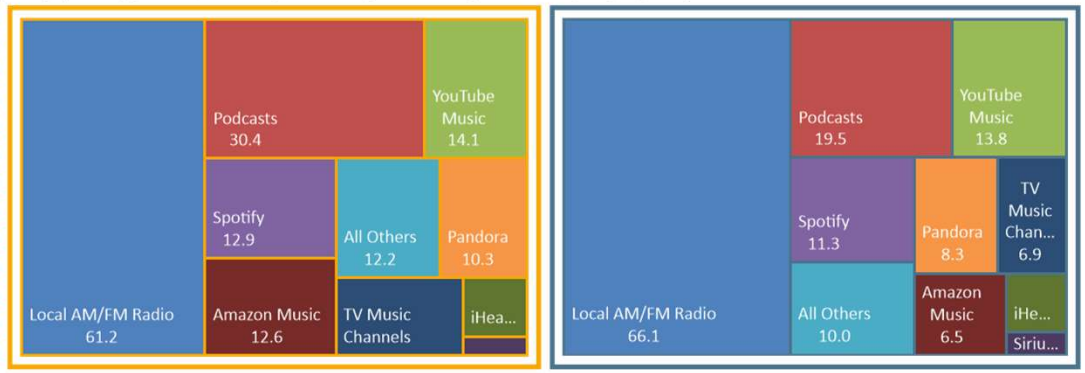
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 635

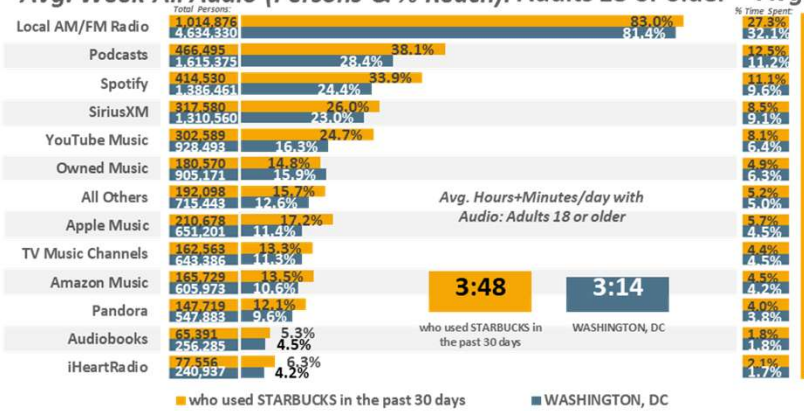
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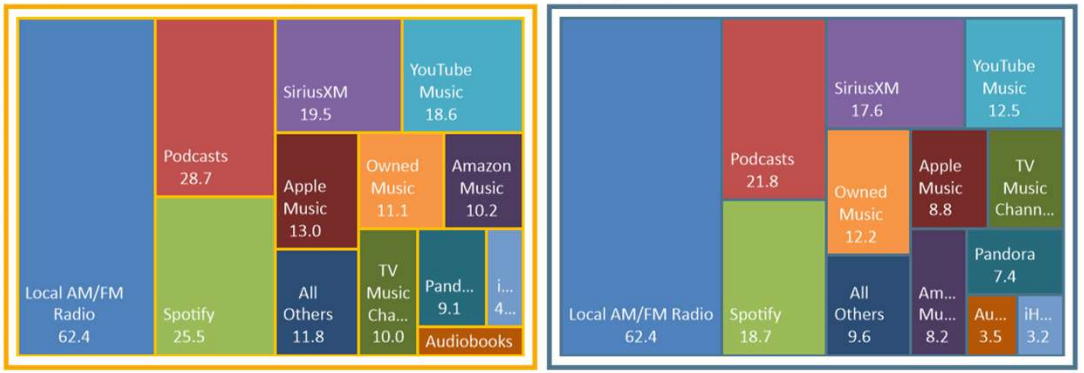
Quick service restaurants used past 30 days: Starbucks

948,142 or 77.5% of Adults 18 or older who used STARBUCKS in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 54.5 minutes every day representing 35.5% of all time spent daily with Ad-Supported Audio.

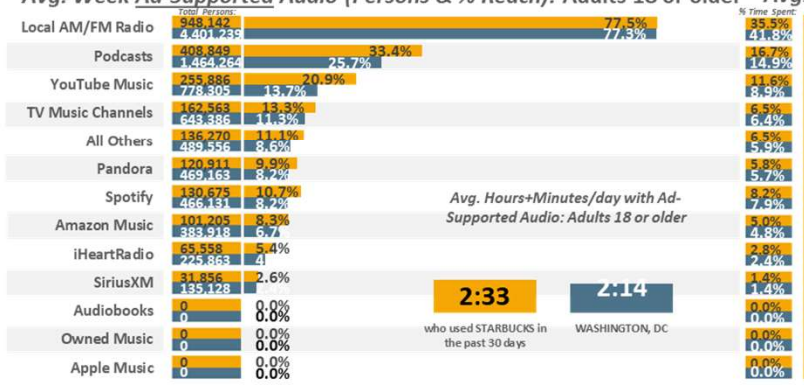
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



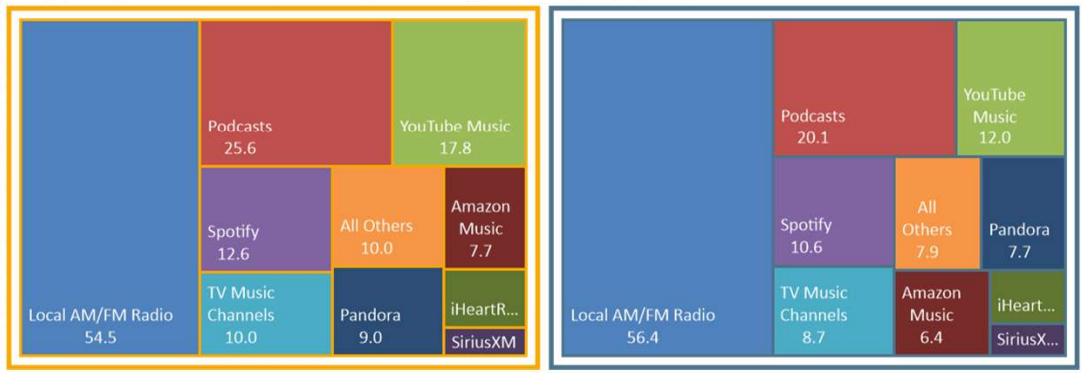
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,136

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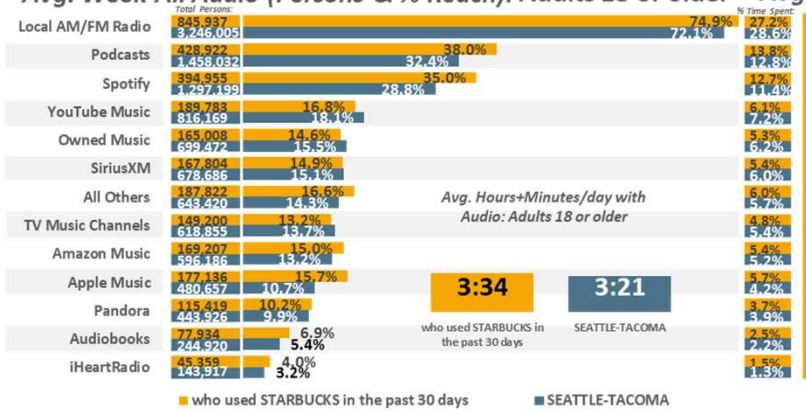
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Quick service restaurants used past 30 days: Starbucks

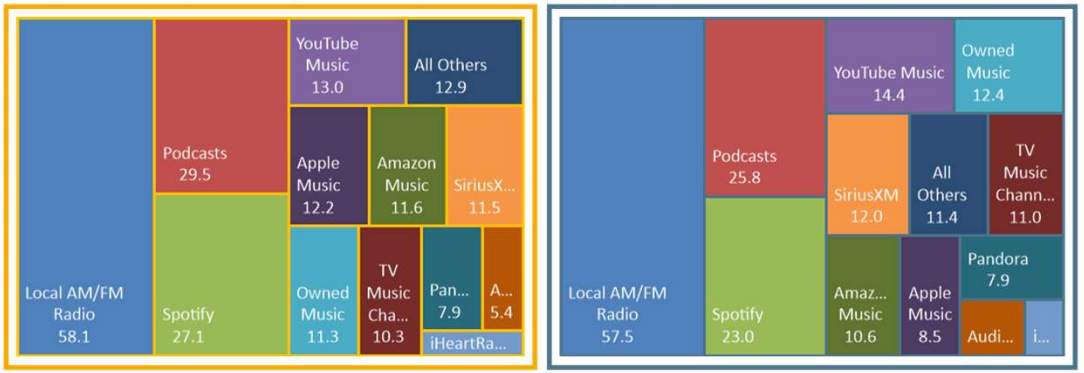
STARBUCKS SEA

815,811 or 72.2% of Adults 18 or older who used STARBUCKS in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 52.3 minutes every day representing 37.2% of all time spent daily with Ad-Supported Audio.

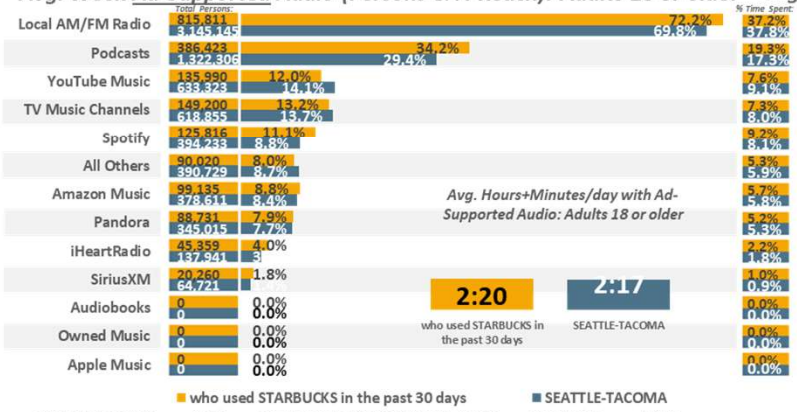
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



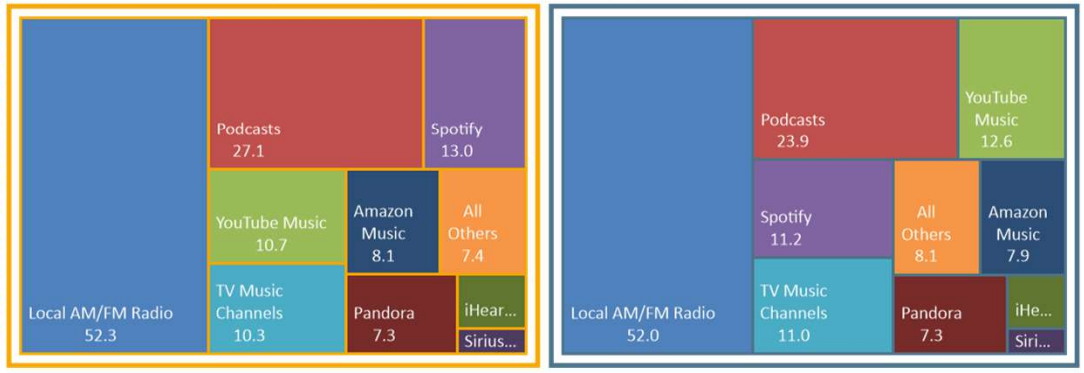
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,009

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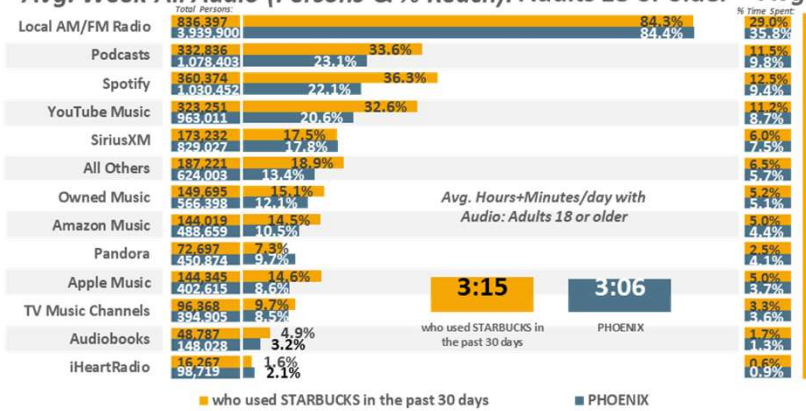
soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Starbucks

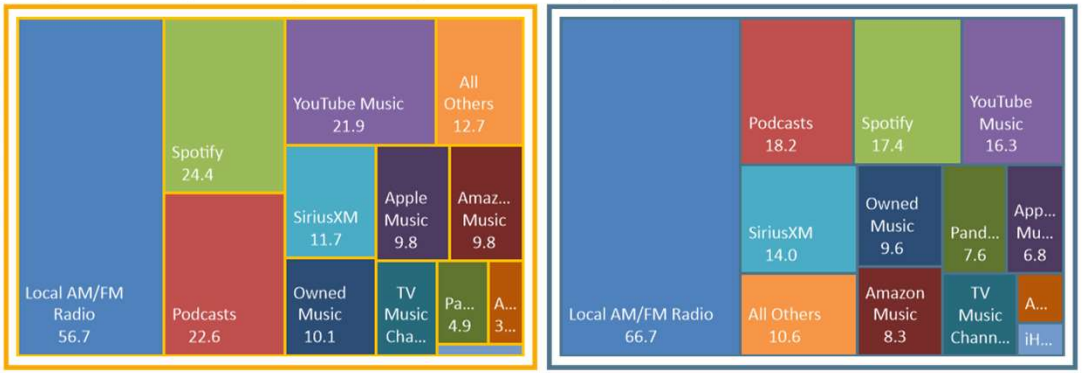
STARBUCKS PHX

802,494 or 80.9% of Adults 18 or older who used STARBUCKS in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 52. minutes every day representing 36.8% of all time spent daily with Ad-Supported Audio.

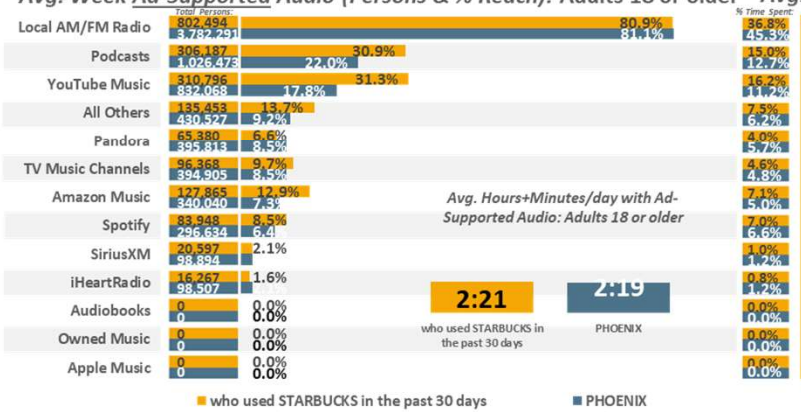
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



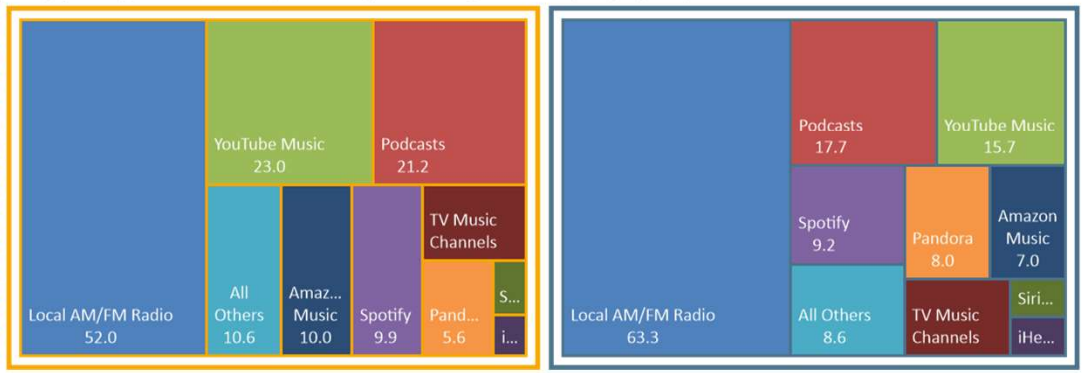
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 400

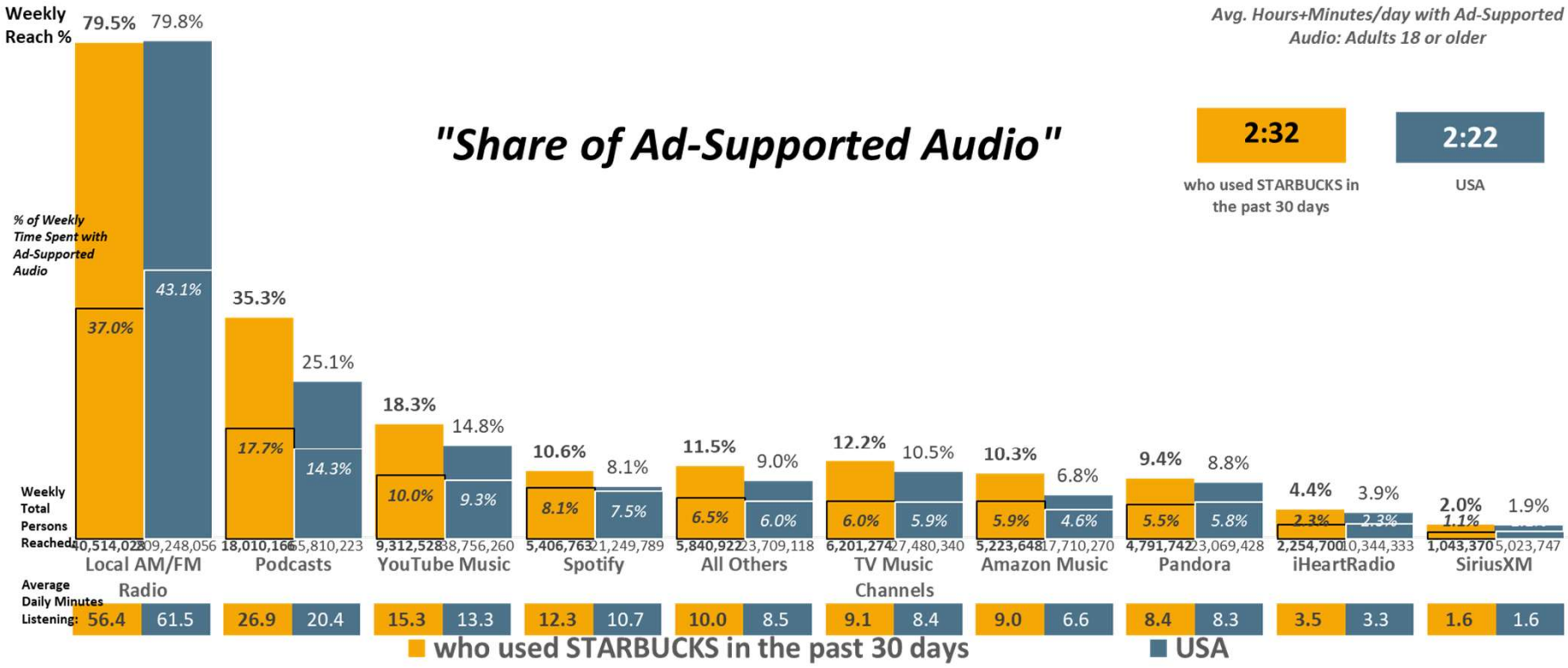
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Quick service restaurants used past 30 days: Starbucks



40,514,028 or 79.5% of Adults 18 or older who used STARBUCKS in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 56.4 minutes every day representing 37.% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 4,209

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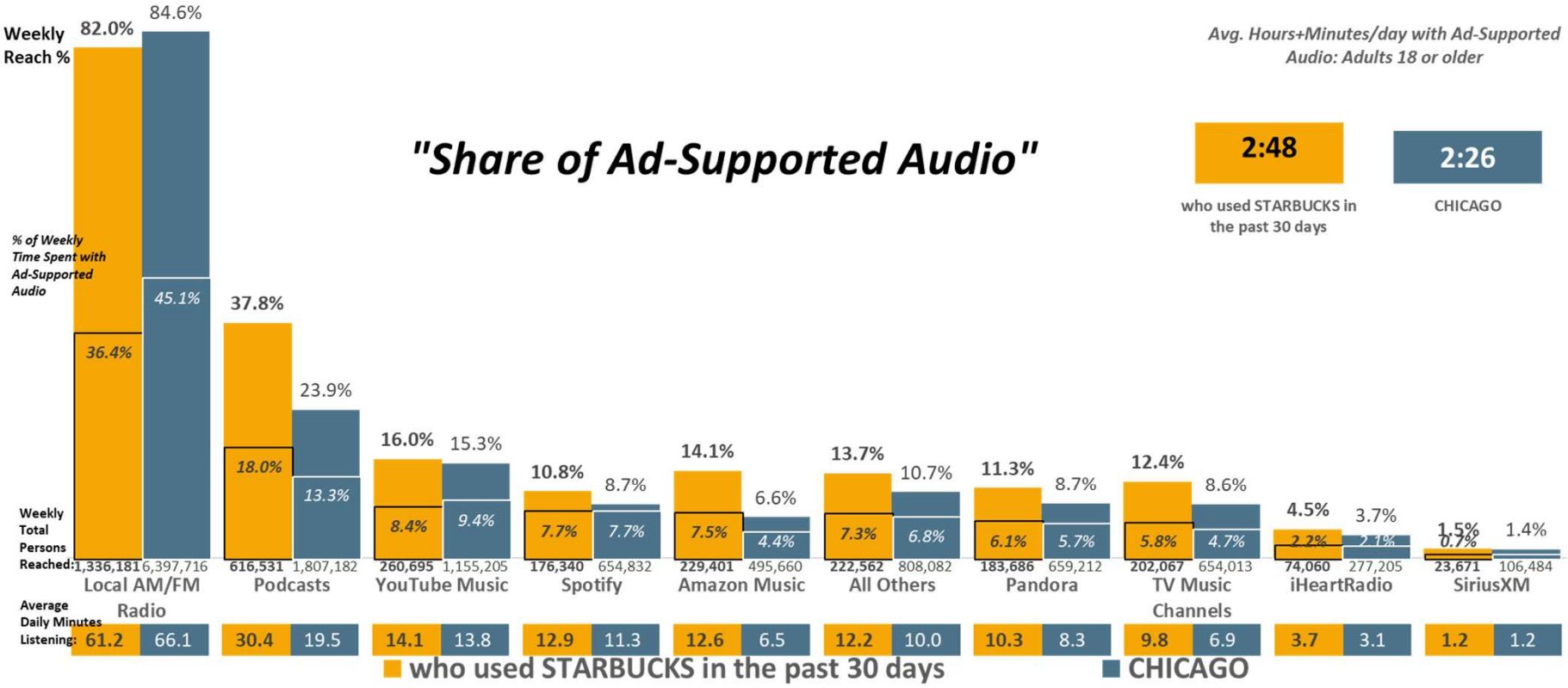
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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Quick service restaurants used past 30 days: Starbucks



1,336,181 or 82.% of Adults 18 or older who used STARBUCKS in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 61.2 minutes every day representing 36.4% of all time spent daily with Ad-Supported Audio.



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 635 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

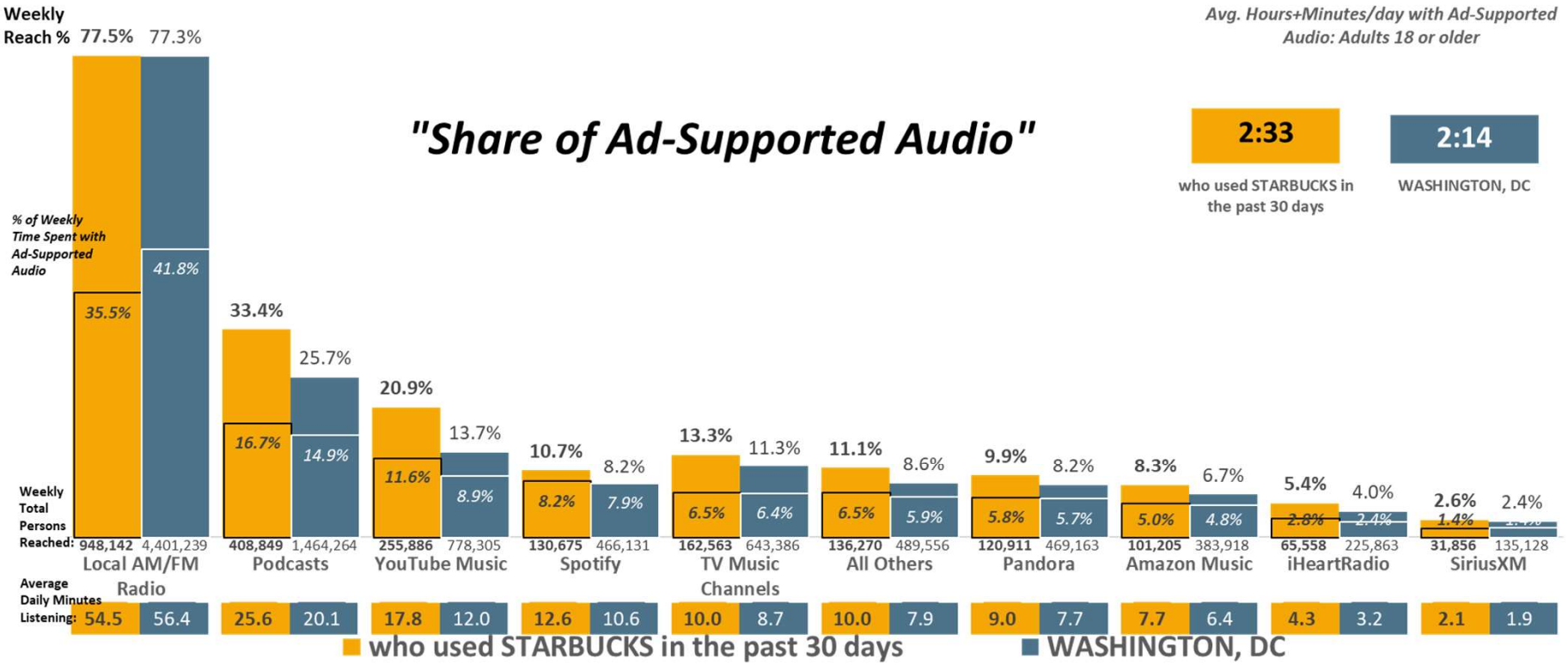
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Quick service restaurants used past 30 days: Starbucks



948,142 or 77.5% of Adults 18 or older who used STARBUCKS in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 54.5 minutes every day representing 35.5% of all time spent daily with Ad-Supported Audio.



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,136 WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

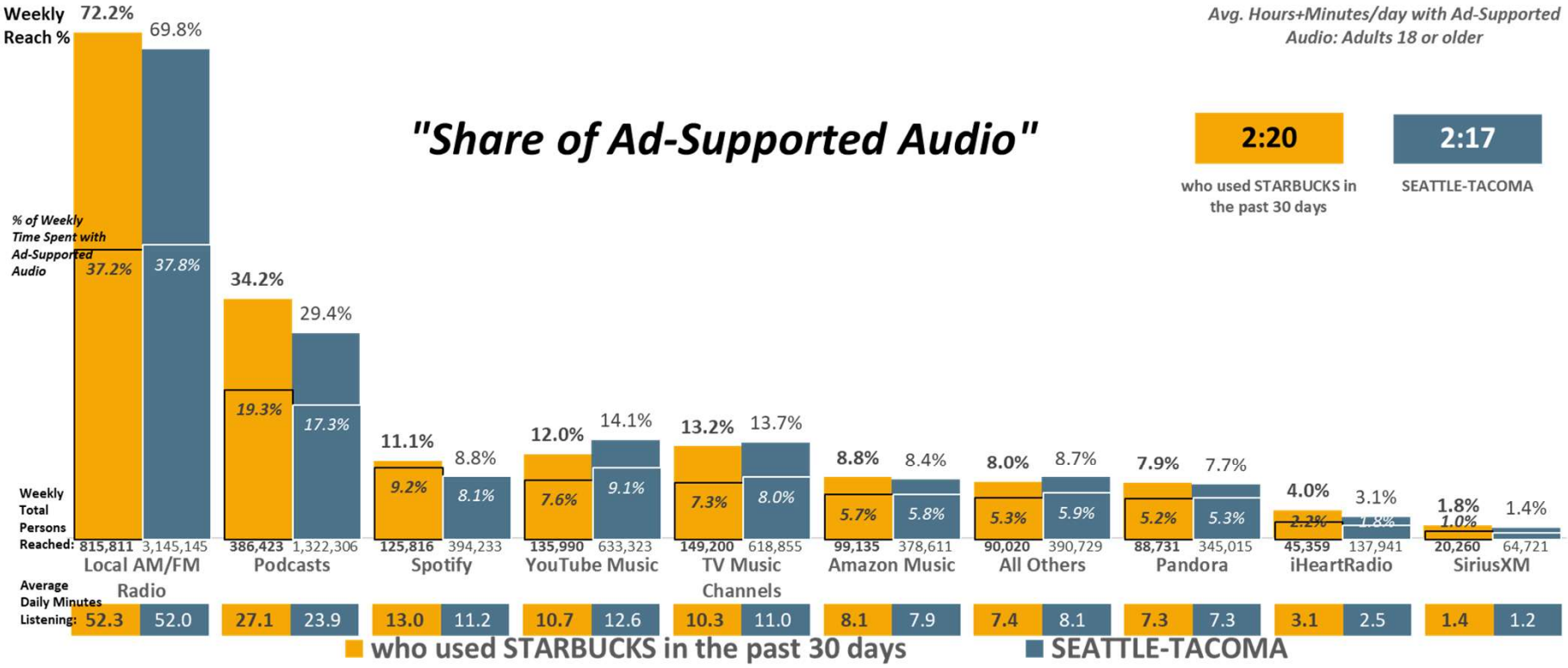
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Quick service restaurants used past 30 days: Starbucks



815,811 or 72.2% of Adults 18 or older who used STARBUCKS in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 52.3 minutes every day representing 37.2% of all time spent daily with Ad-Supported Audio.



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,009 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

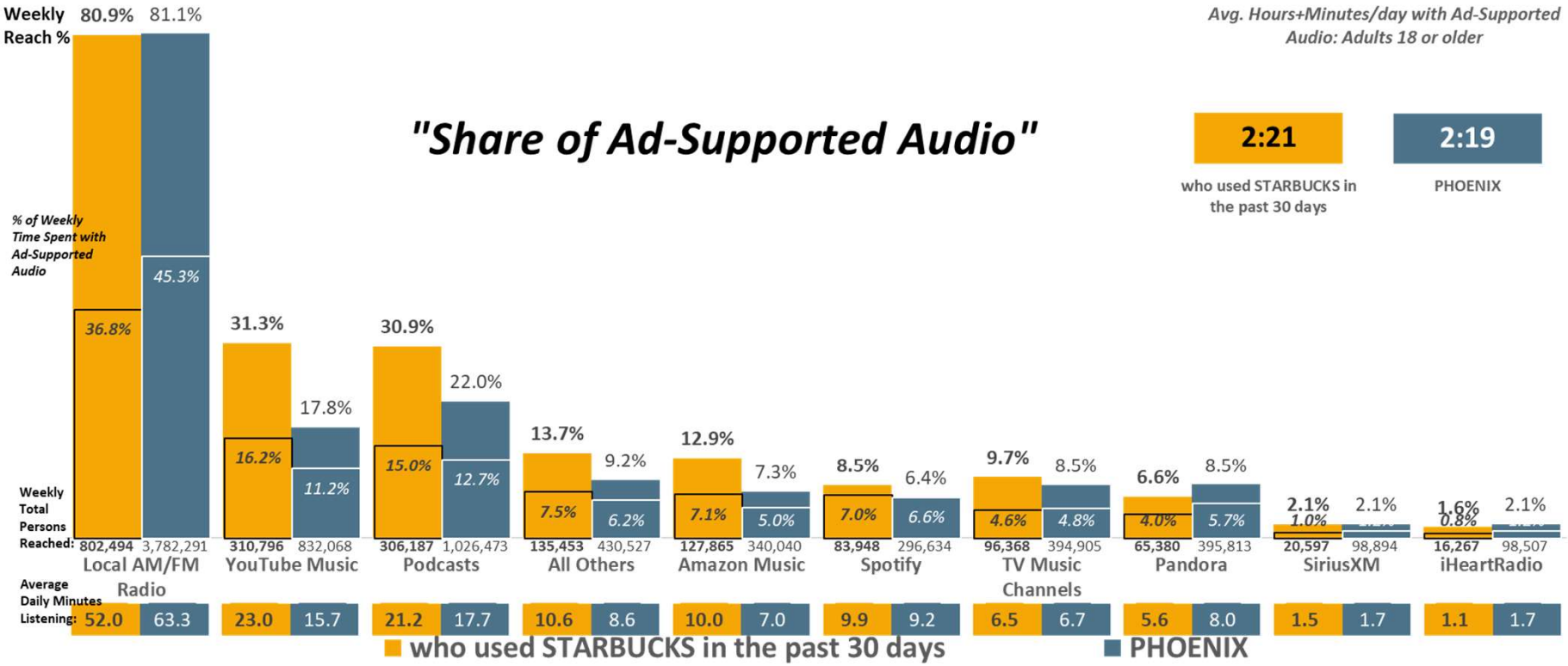
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Quick service restaurants used past 30 days: Starbucks



802,494 or 80.9% of Adults 18 or older who used STARBUCKS in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 52. minutes every day representing 36.8% of all time spent daily with Ad-Supported Audio.



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 400 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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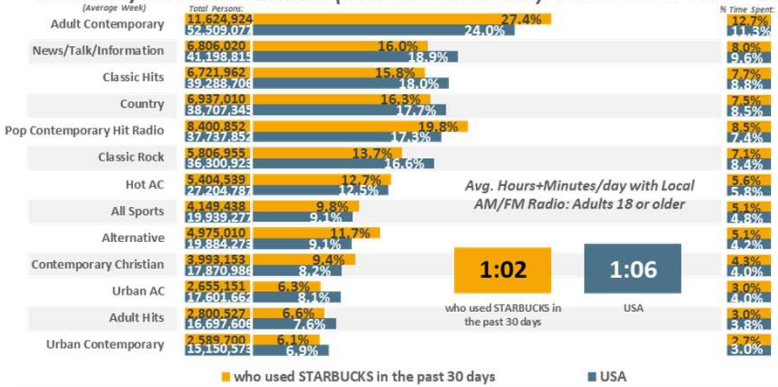
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Quick service restaurants used past 30 days: Starbucks

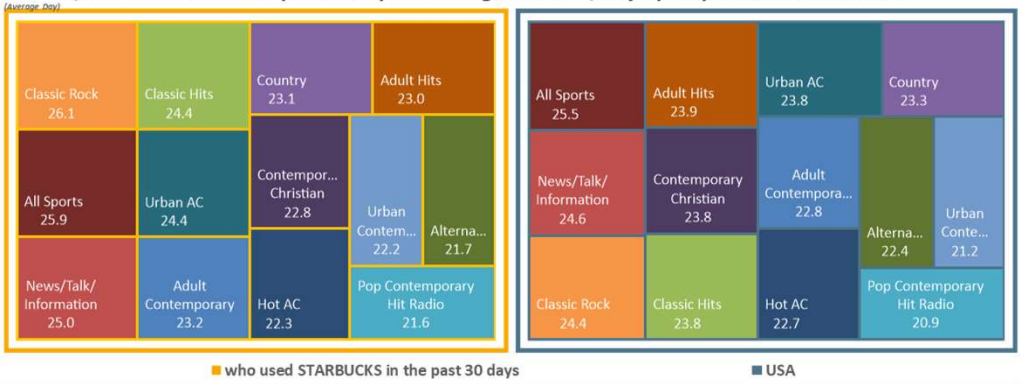


40,514,028 or 79.5% of Adults 18 or older who used STARBUCKS in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Country, Classic Hits, and Classic Rock.

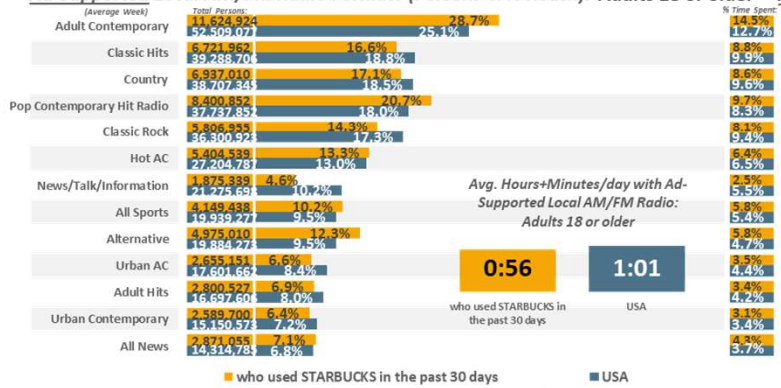
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



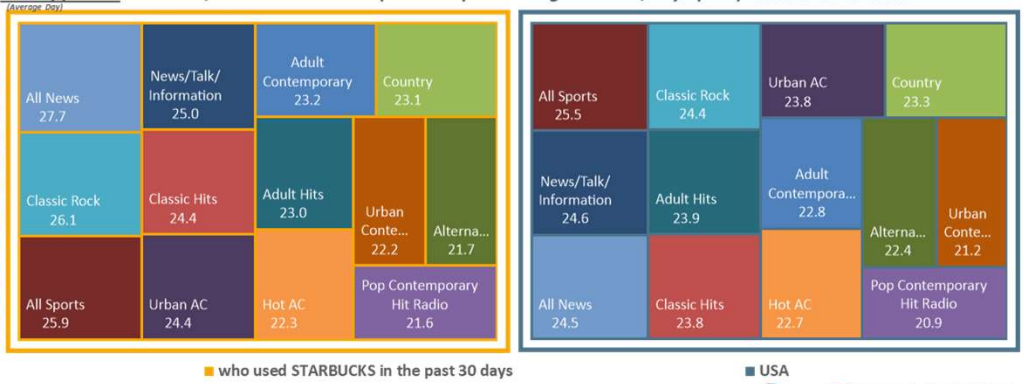
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA *USA Projection* *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *4,209*

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

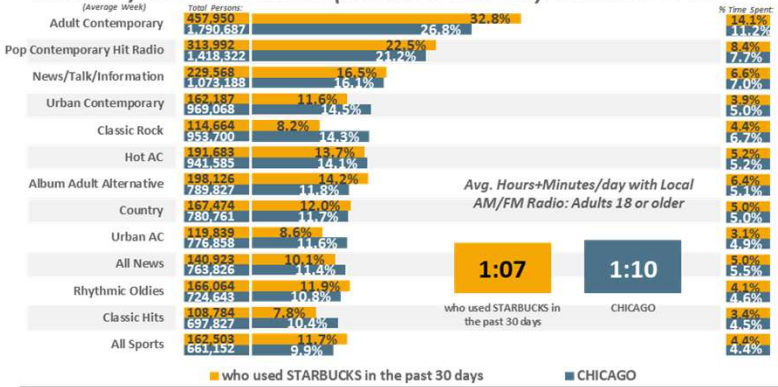
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Quick service restaurants used past 30 days: Starbucks

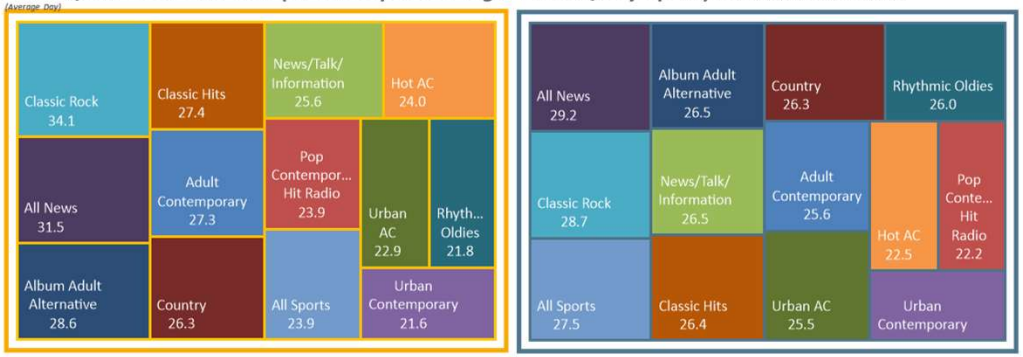


1,336,181 or 82.% of Adults 18 or older who used STARBUCKS in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Album Adult Alternative, Hot AC, and Alternative.

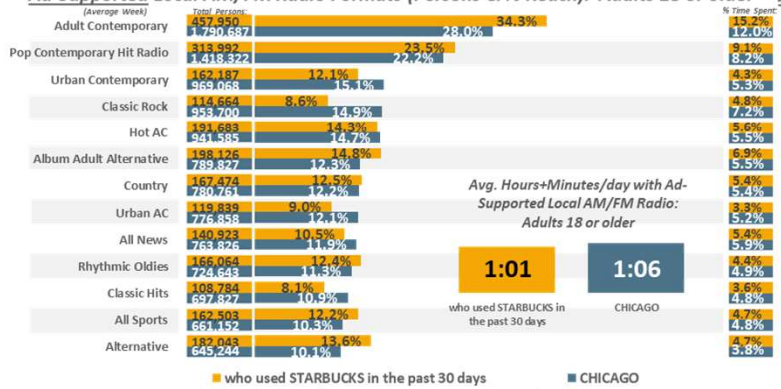
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



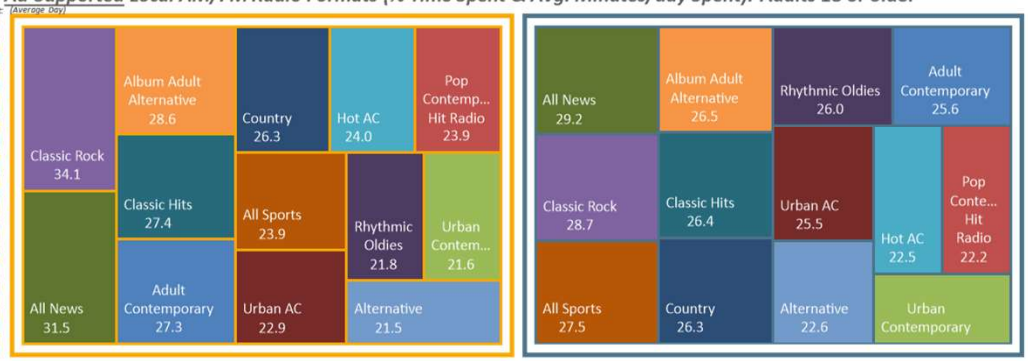
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 635

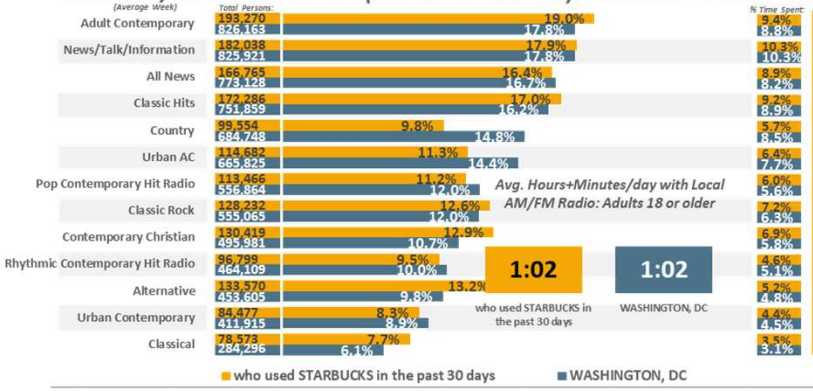
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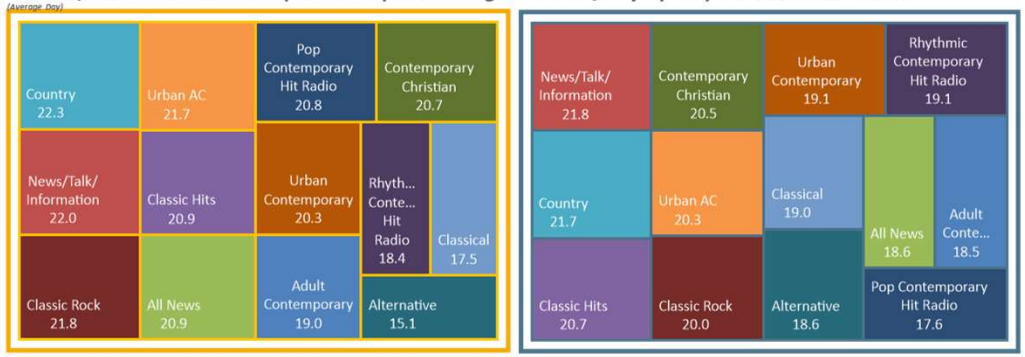
Quick service restaurants used past 30 days: Starbucks

948,142 or 77.5% of Adults 18 or older who used STARBUCKS in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, All News, Alternative, and Classic Rock.

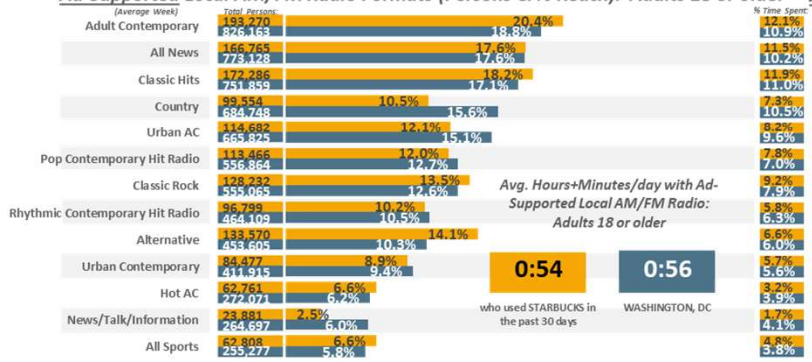
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



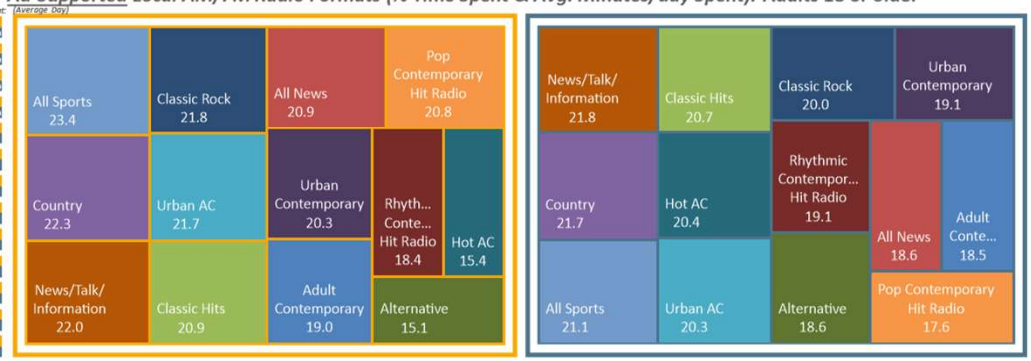
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,136

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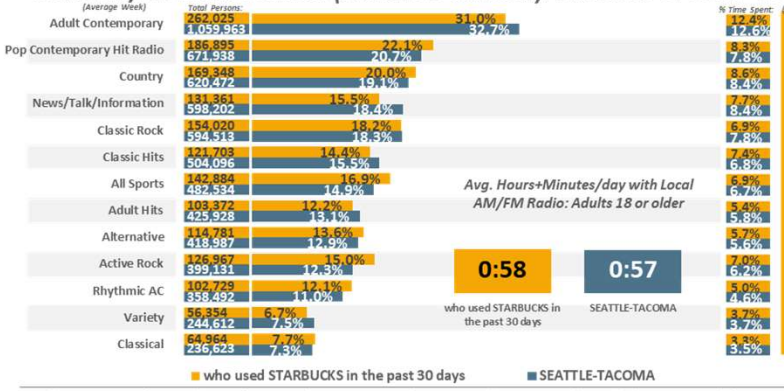
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Quick service restaurants used past 30 days: Starbucks

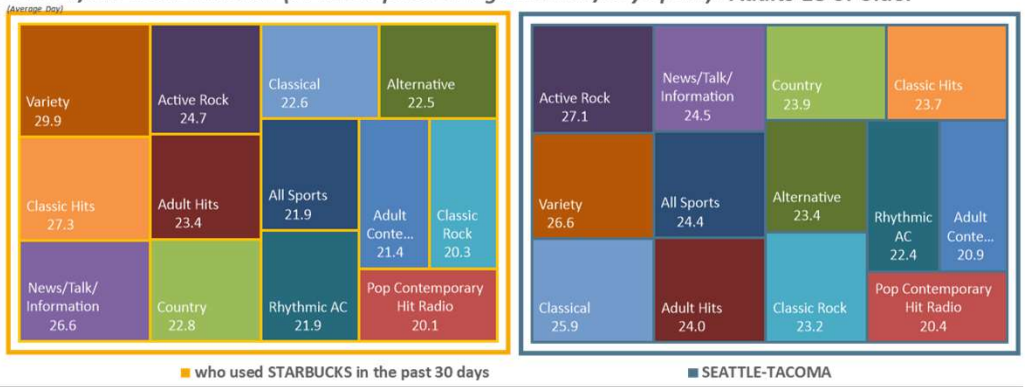
STARBUCKS SEA

815,811 or 72.2% of Adults 18 or older who used STARBUCKS in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Country, Classic Rock, and All Sports.

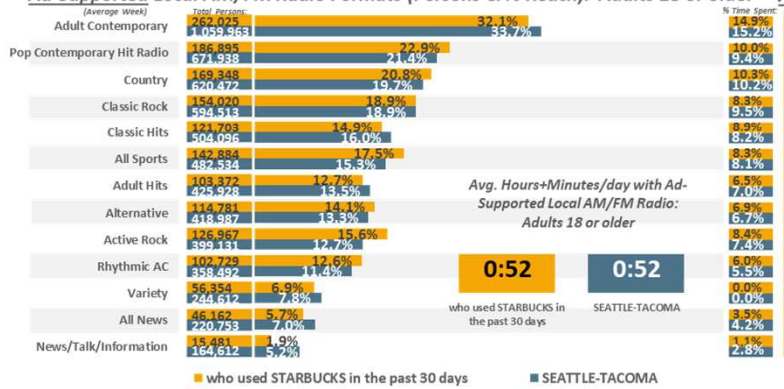
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



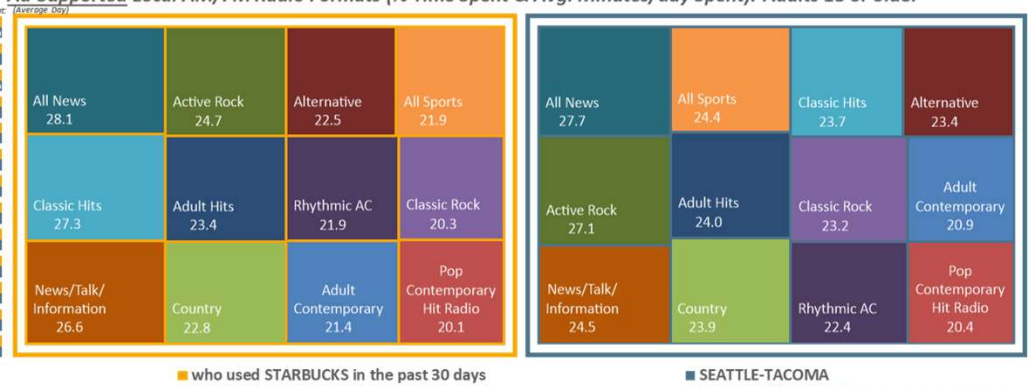
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,009

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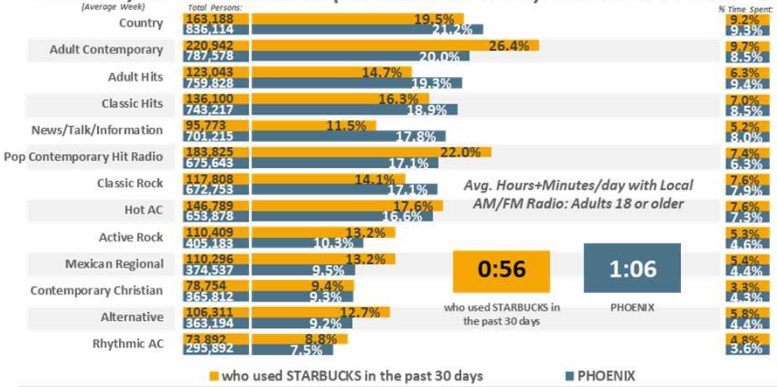
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Quick service restaurants used past 30 days: Starbucks

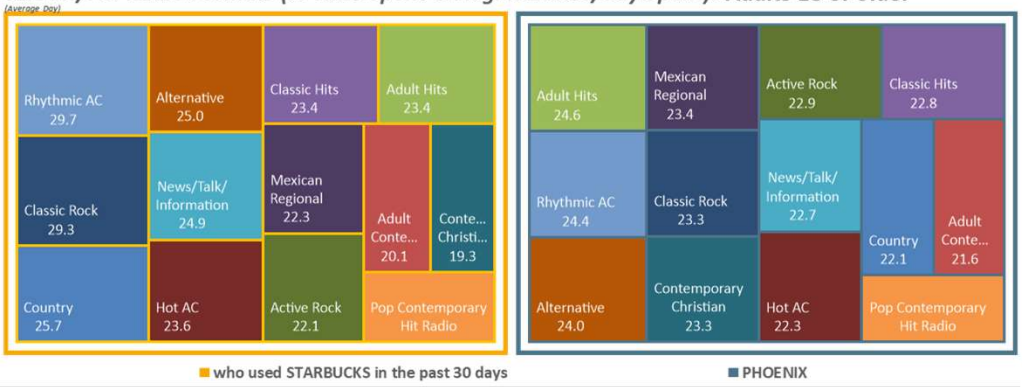


802,494 or 80.9% of Adults 18 or older who used STARBUCKS in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Country, Hot AC, and Classic Hits.

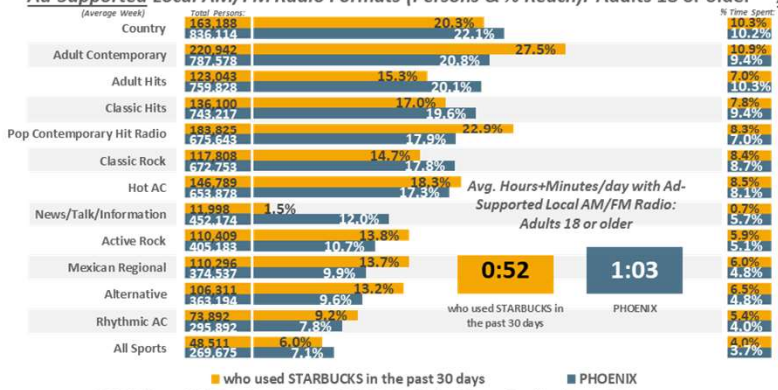
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



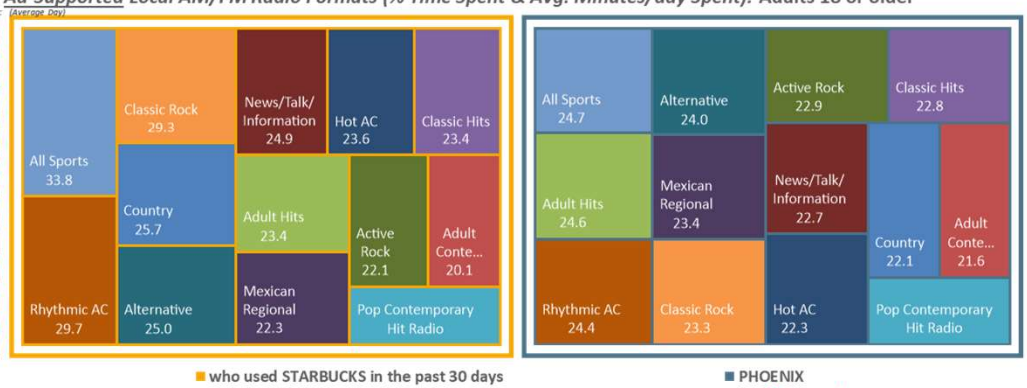
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 400

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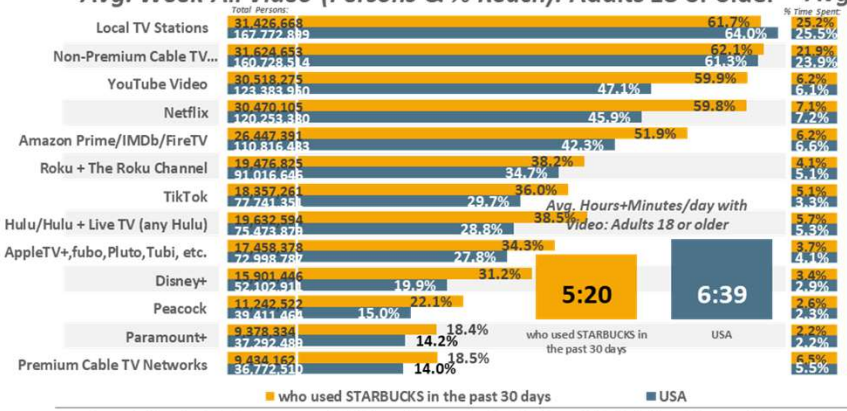
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Quick service restaurants used past 30 days: Starbucks

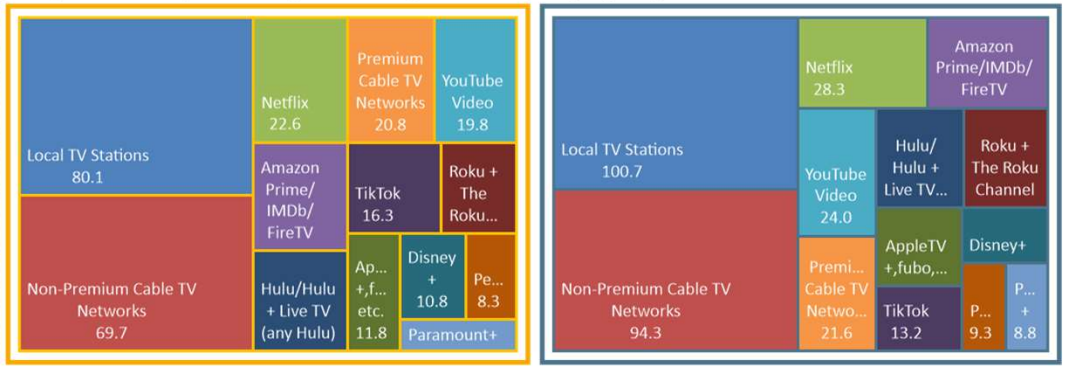
STARBUCKS USA

31,058,504 or 61.% of Adults 18 or older who used STARBUCKS in the past 30 days watch Ad-Supported Local TV Stations for an average of 76. minutes every day representing 29.% of all time spent daily with Ad-Supported Video.

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

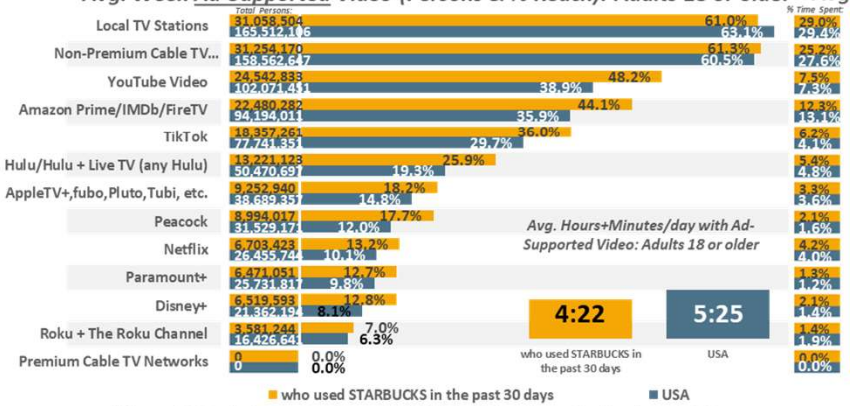


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

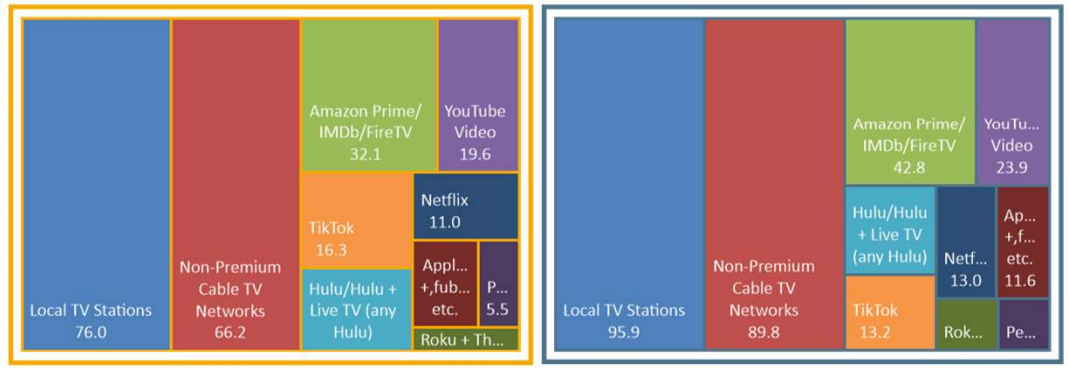


■ who used STARBUCKS in the past 30 days ■ USA

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 STARBUCKS in the past 30 days ■ USA

USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 4,209

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

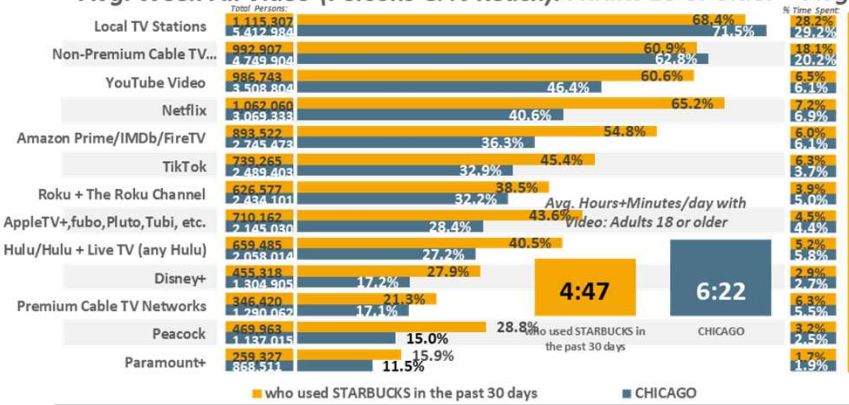
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Quick service restaurants used past 30 days: Starbucks

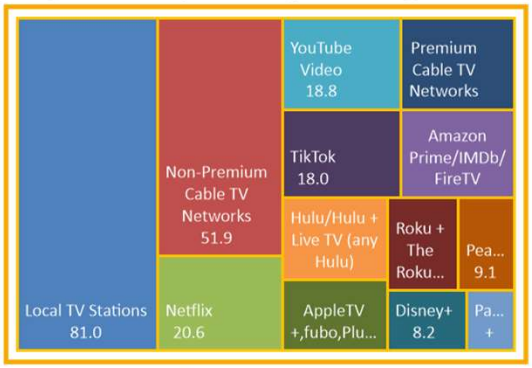


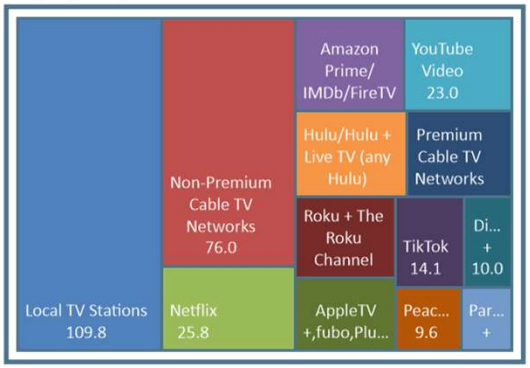
1,107,830 or 68.% of Adults 18 or older who used STARBUCKS in the past 30 days watch Ad-Supported Local TV Stations for an average of 77.3 minutes every day representing 32.9% of all time spent daily with Ad-Supported Video.

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

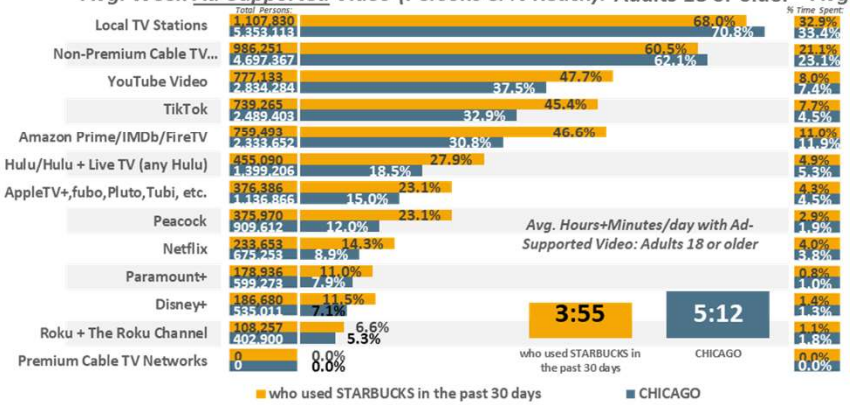


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

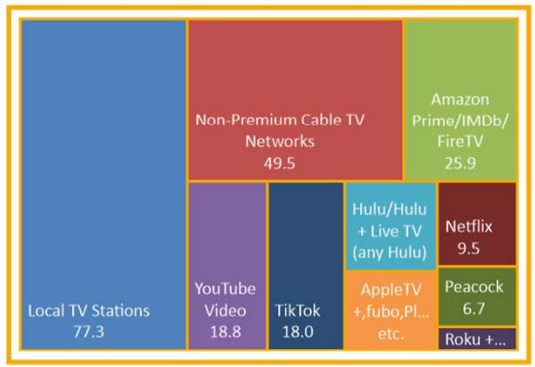


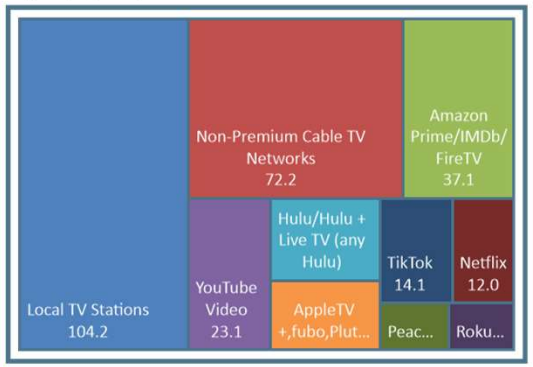


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 635

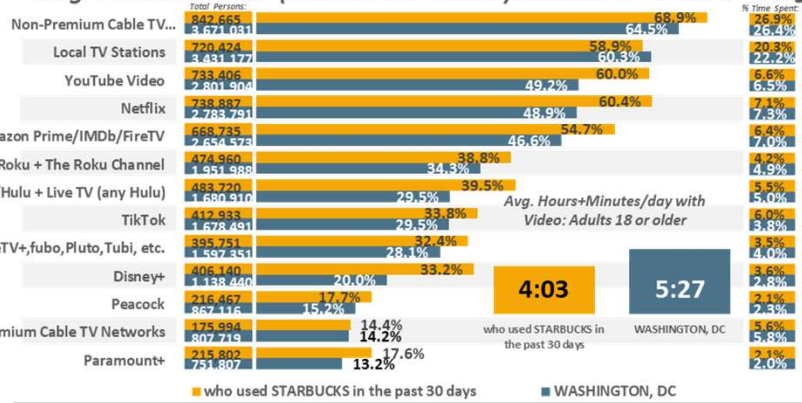
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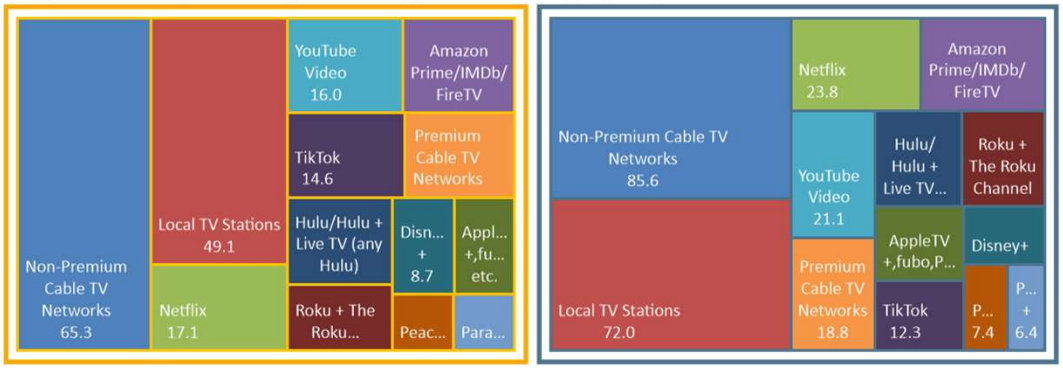
Quick service restaurants used past 30 days: Starbucks

707,184 or 57.8% of Adults 18 or older who used STARBUCKS in the past 30 days watch Ad-Supported Local TV Stations for an average of 46. minutes every day representing 23.2% of all time spent daily with Ad-Supported Video.

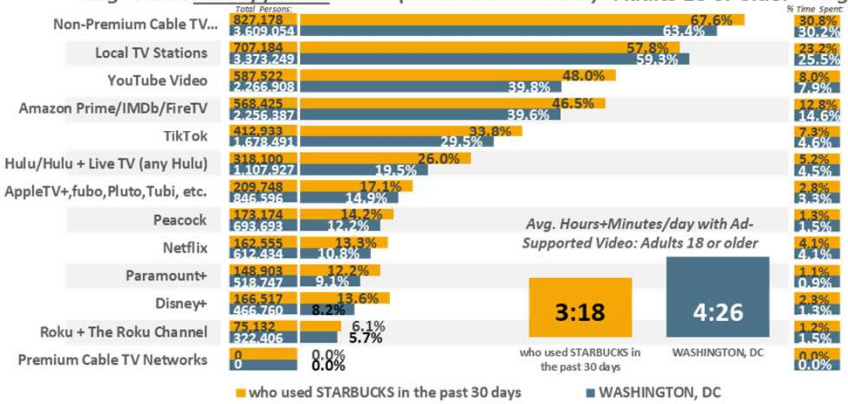
Avg. Week All Video (Persons & % Reach): Adults 18 or older



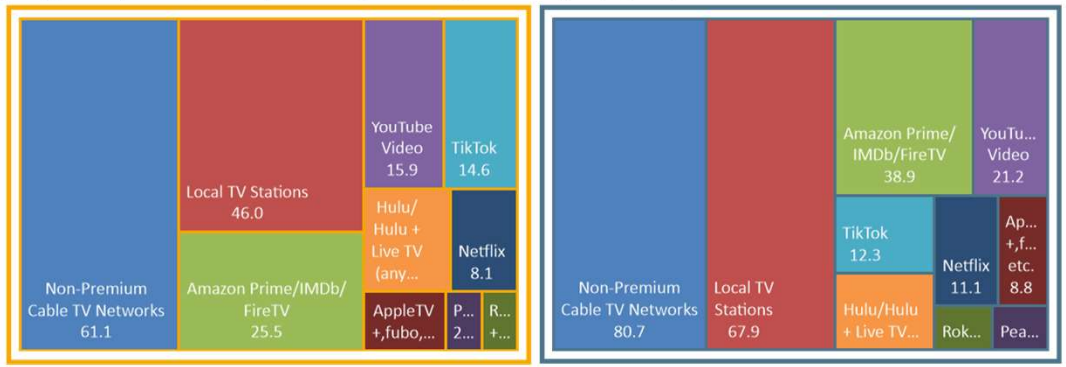
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,136

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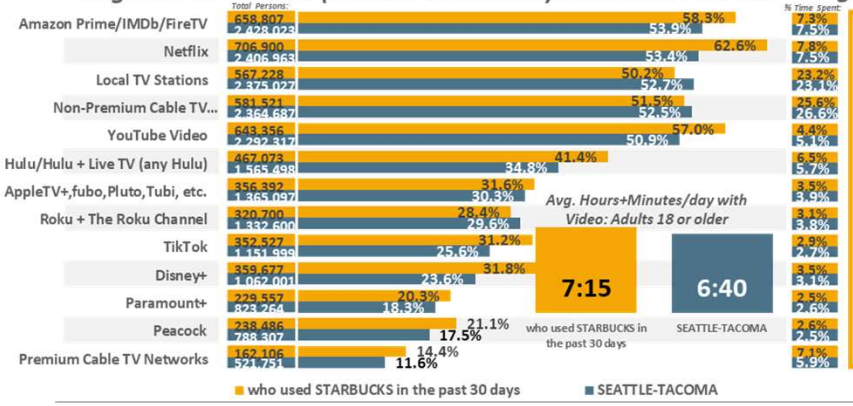
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Quick service restaurants used past 30 days: Starbucks

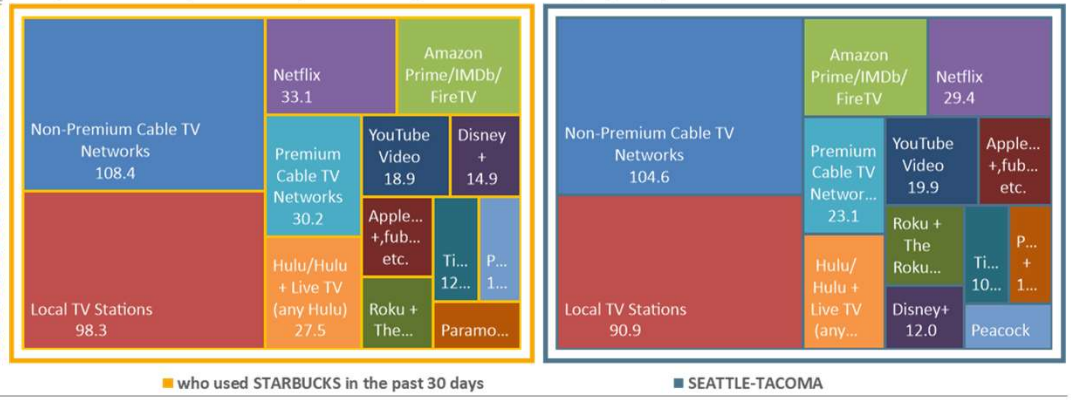


561,369 or 49.7% of Adults 18 or older who used STARBUCKS in the past 30 days watch Ad-Supported Local TV Stations for an average of 93.3 minutes every day representing 26.% of all time spent daily with Ad-Supported Video.

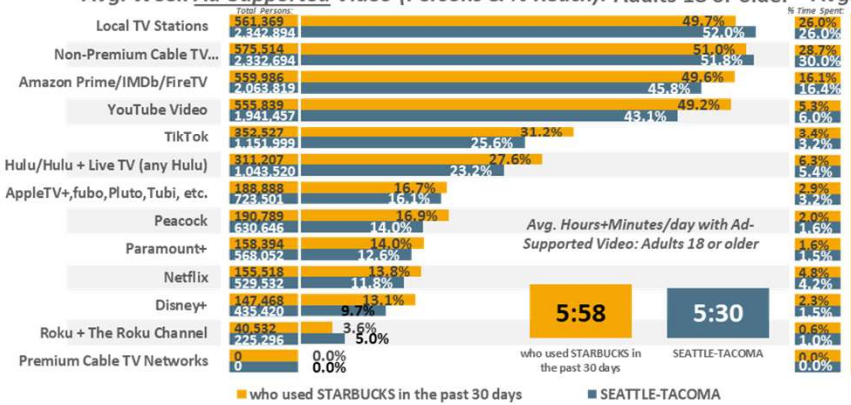
Avg. Week All Video (Persons & % Reach): Adults 18 or older



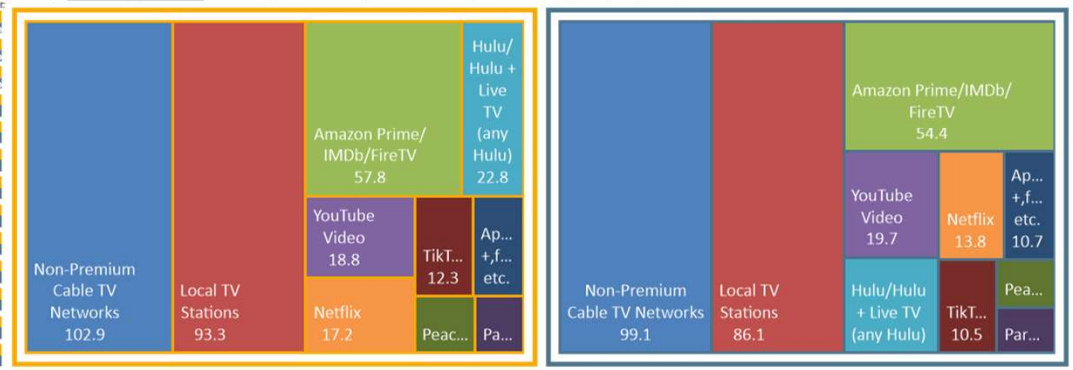
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,009

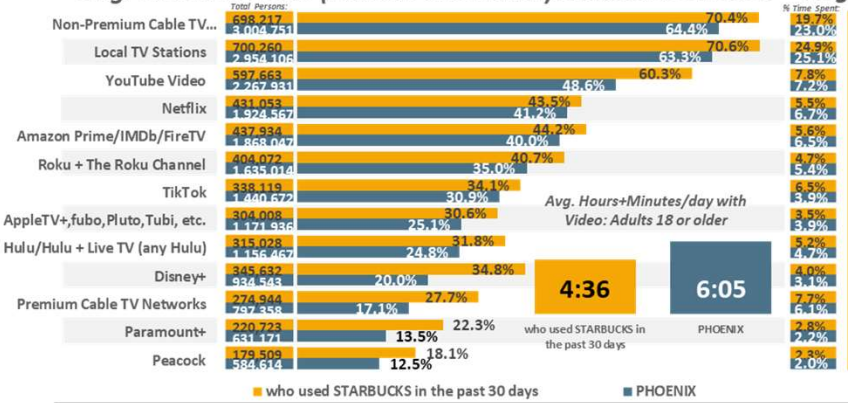
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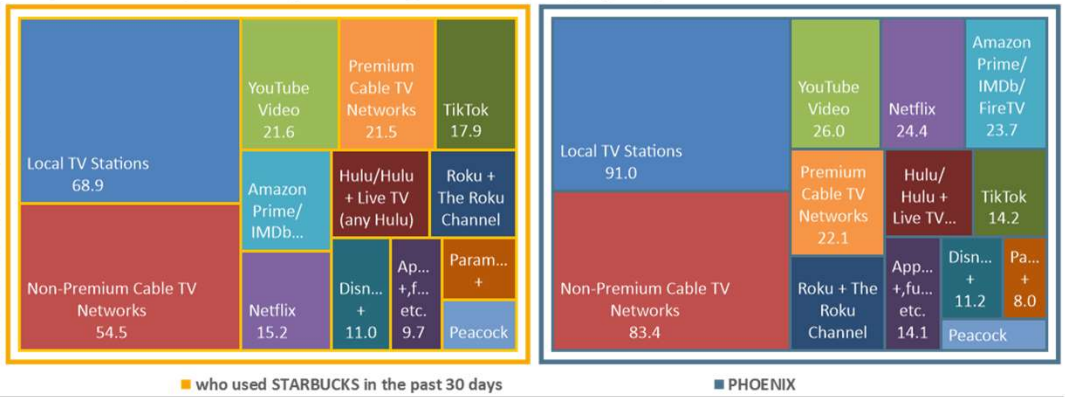
Quick service restaurants used past 30 days: Starbucks

695,536 or 70.1% of Adults 18 or older who used STARBUCKS in the past 30 days watch Ad-Supported Local TV Stations for an average of 65.7 minutes every day representing 28.4% of all time spent daily with Ad-Supported Video.

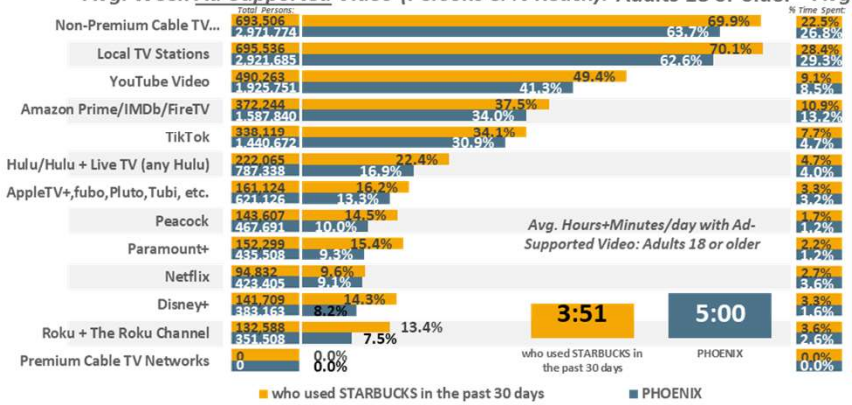
Avg. Week All Video (Persons & % Reach): Adults 18 or older



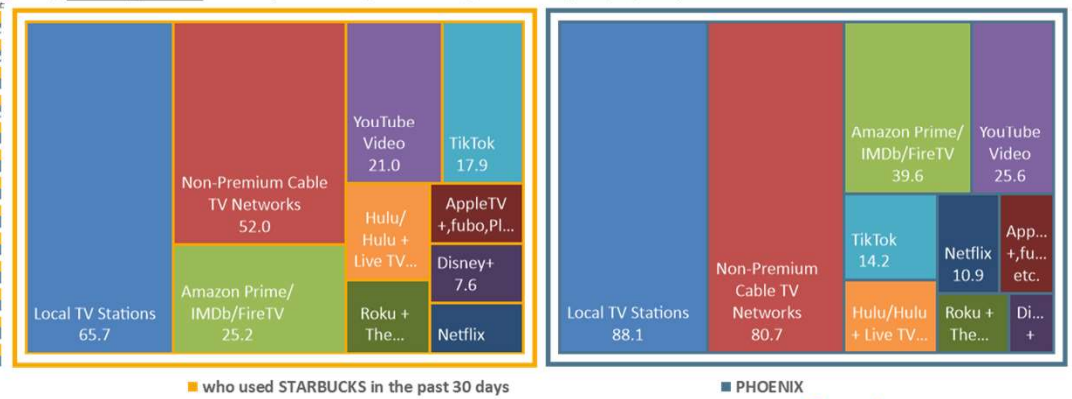
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 400

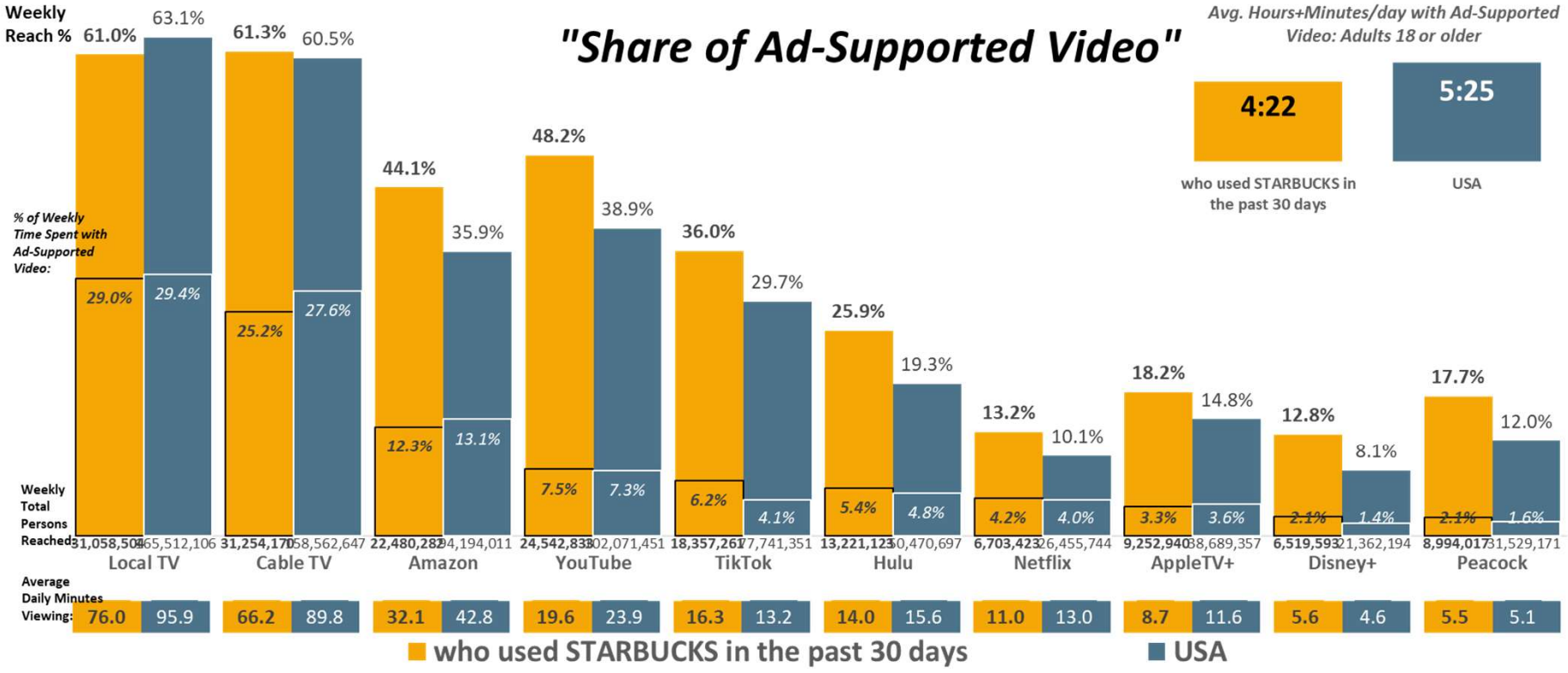
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Quick service restaurants used past 30 days: Starbucks



31,058,504 or 61.% of Adults 18 or older who used STARBUCKS in the past 30 days watch Ad-Supported Local TV Stations for an average of 76. minutes every day representing 29.% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 4,209

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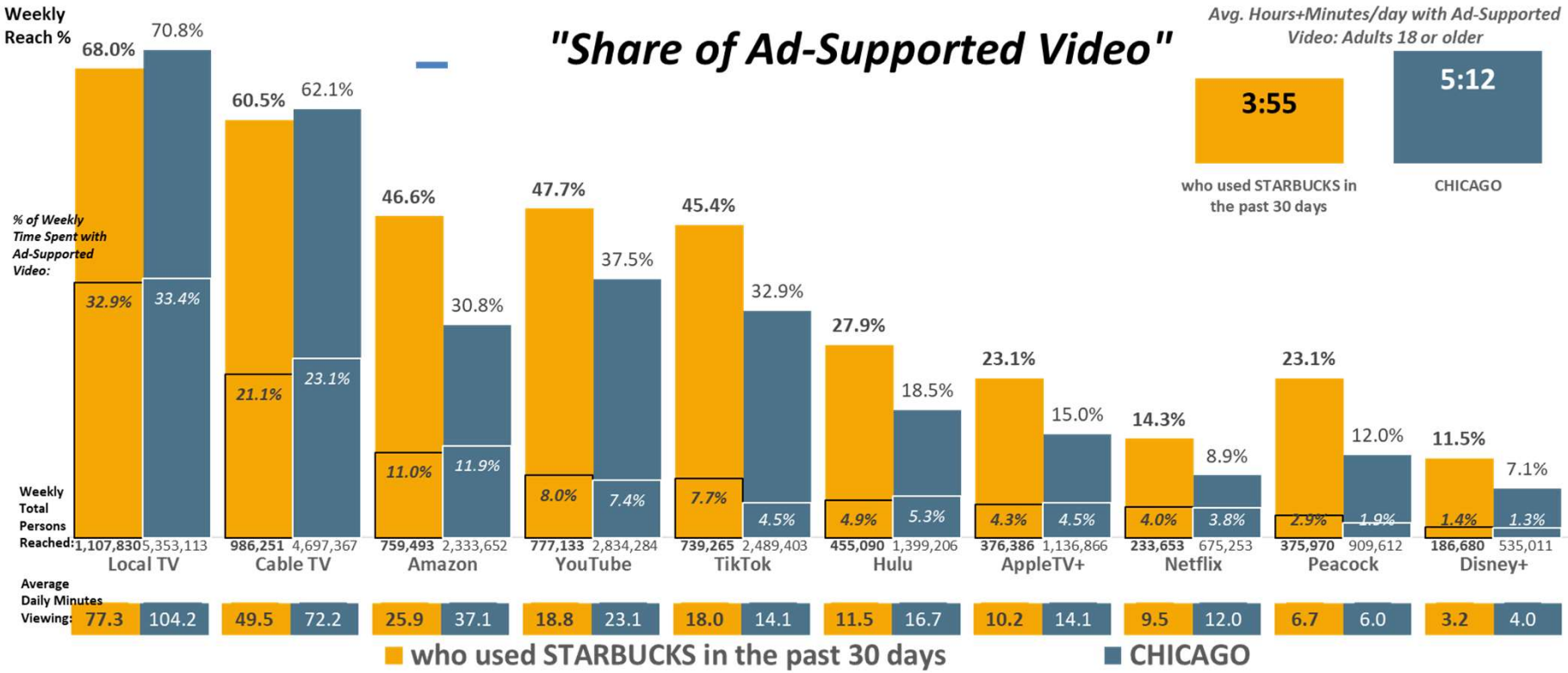
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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Quick service restaurants used past 30 days: Starbucks



1,107,830 or 68.% of Adults 18 or older who used STARBUCKS in the past 30 days watch Ad-Supported Local TV Stations for an average of 77.3 minutes every day representing 32.9% of all time spent daily with Ad-Supported Video.



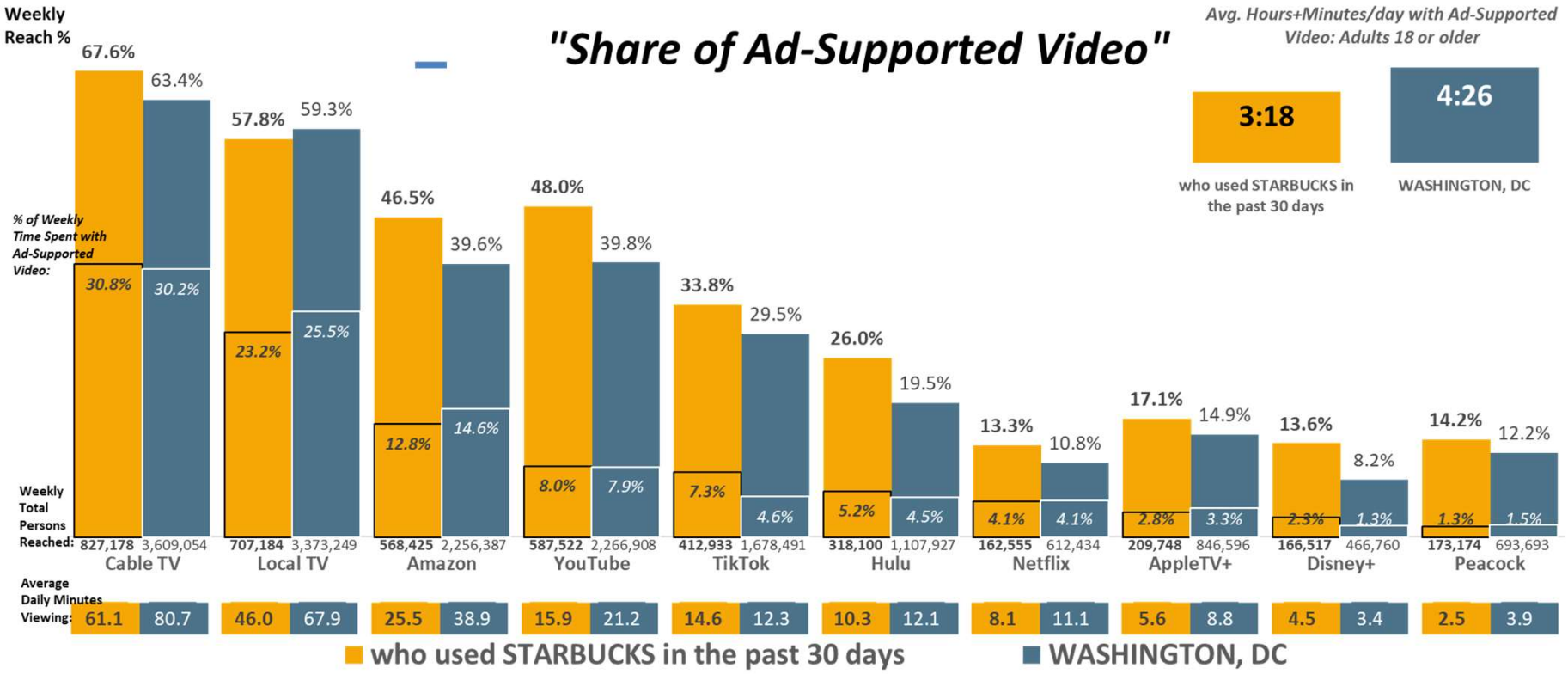
CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 635 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

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Quick service restaurants used past 30 days: Starbucks

707,184 or 57.8% of Adults 18 or older who used STARBUCKS in the past 30 days watch Ad-Supported Local TV Stations for an average of 46. minutes every day representing 23.2% of all time spent daily with Ad-Supported Video.



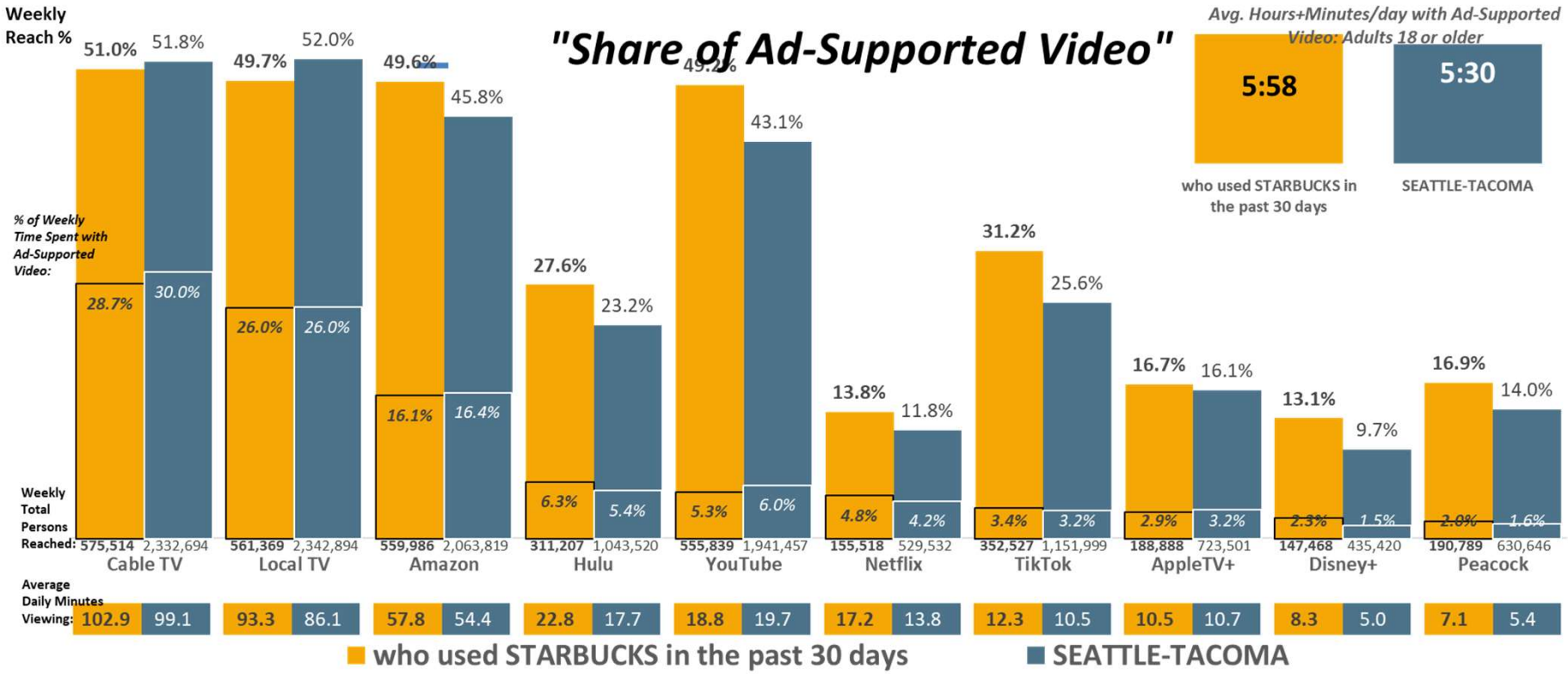
WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,136 WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

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Quick service restaurants used past 30 days: Starbucks

561,369 or 49.7% of Adults 18 or older who used STARBUCKS in the past 30 days watch Ad-Supported Local TV Stations for an average of 93.3 minutes every day representing 26.% of all time spent daily with Ad-Supported Video.



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,009 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

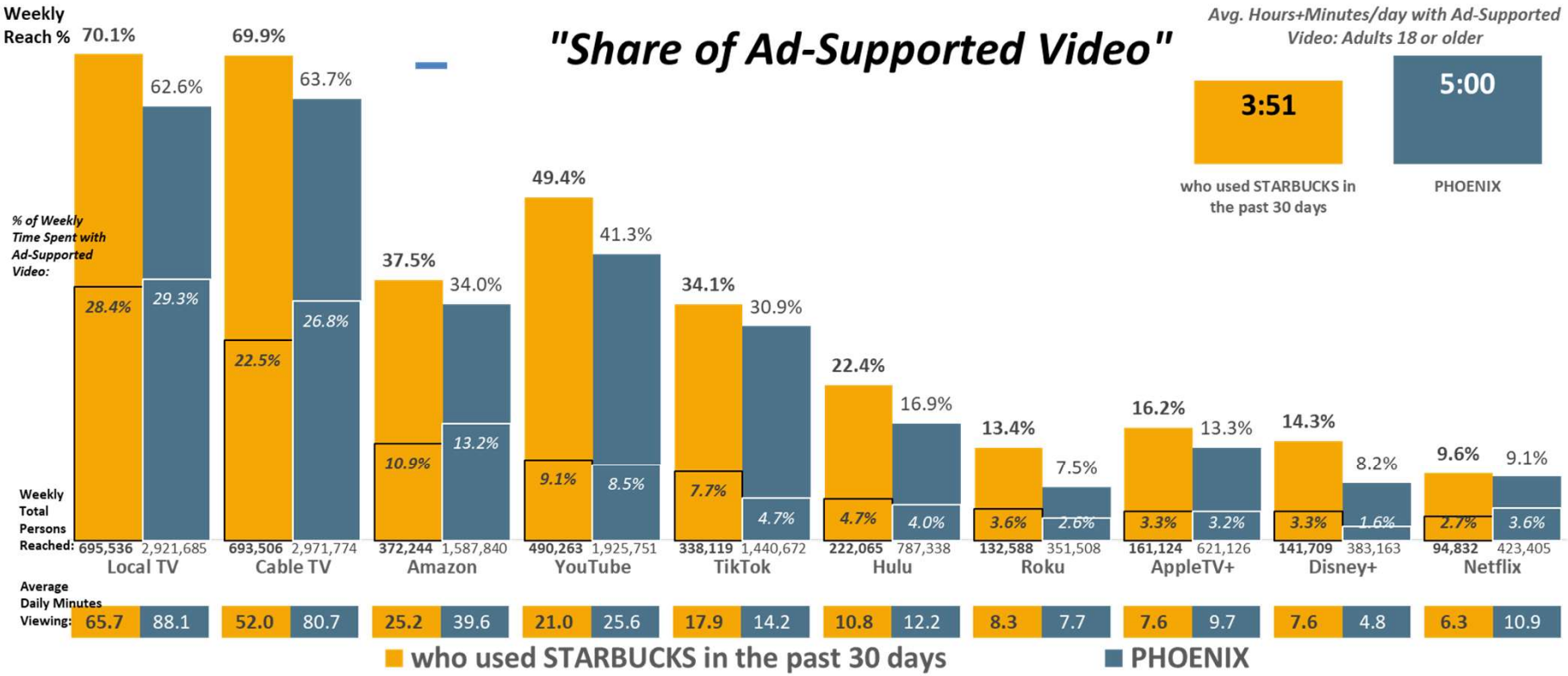
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Quick service restaurants used past 30 days: Starbucks



695,536 or 70.1% of Adults 18 or older who used STARBUCKS in the past 30 days watch Ad-Supported Local TV Stations for an average of 65.7 minutes every day representing 28.4% of all time spent daily with Ad-Supported Video.



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 400 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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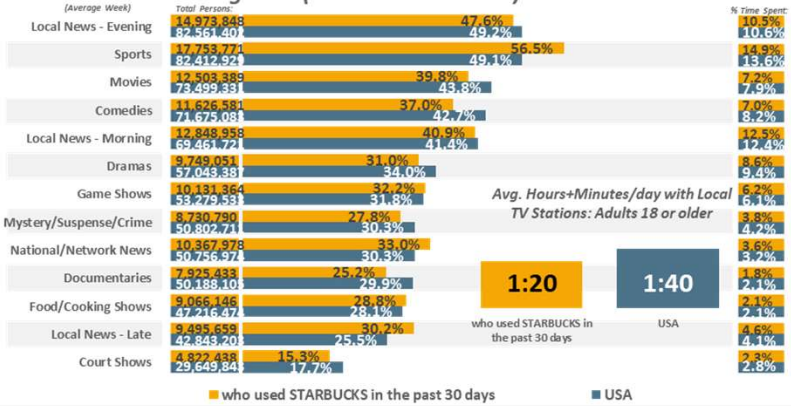
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Quick service restaurants used past 30 days: Starbucks

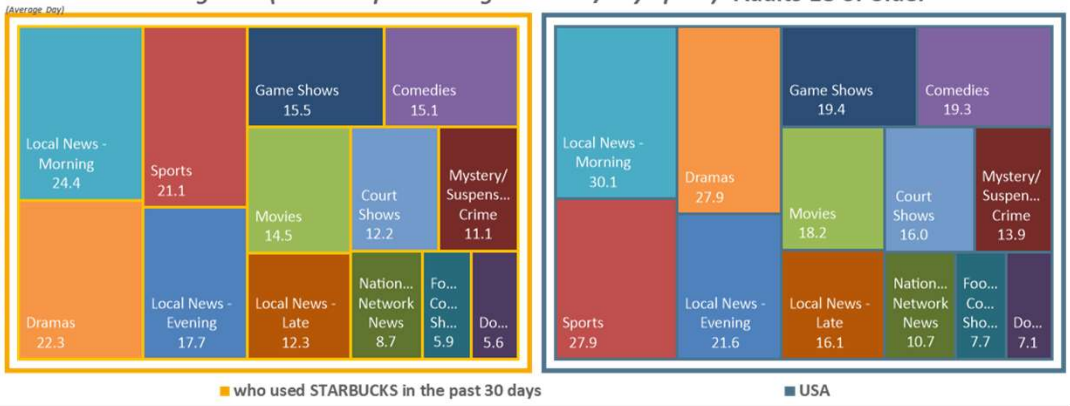


31,058,504 or 61.% of Adults 18 or older who used STARBUCKS in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Movies, Comedies, and Game Shows.

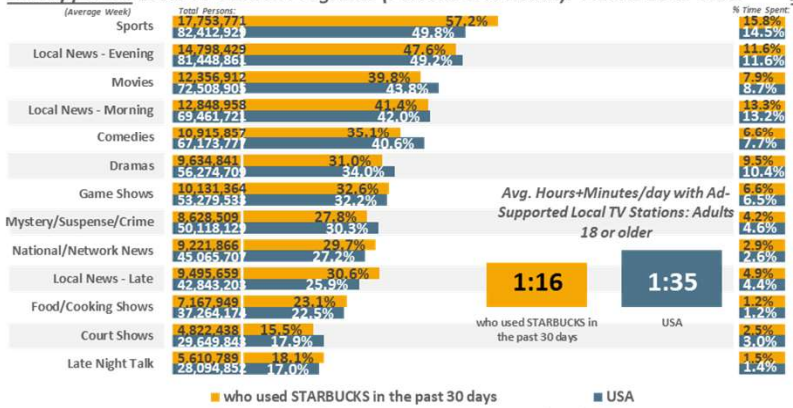
Local TV Station Programs (Persons & % Reach): Adults 18 or older



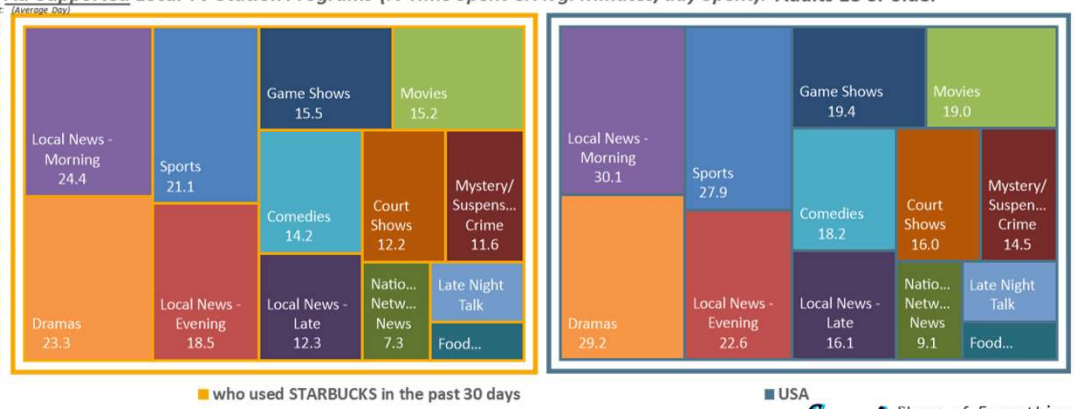
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 4,209

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

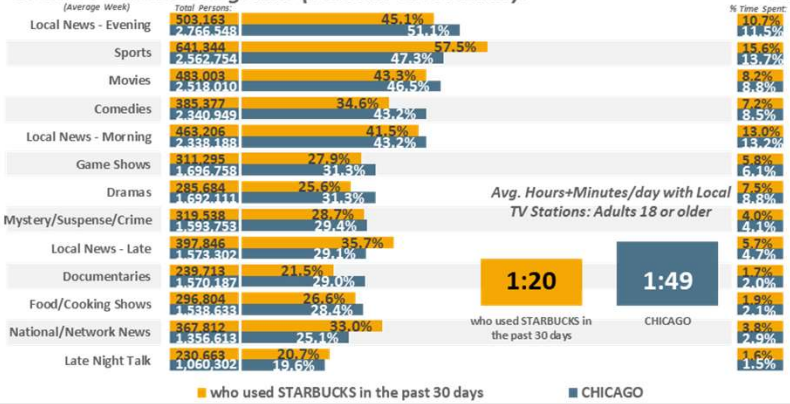
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Quick service restaurants used past 30 days: Starbucks

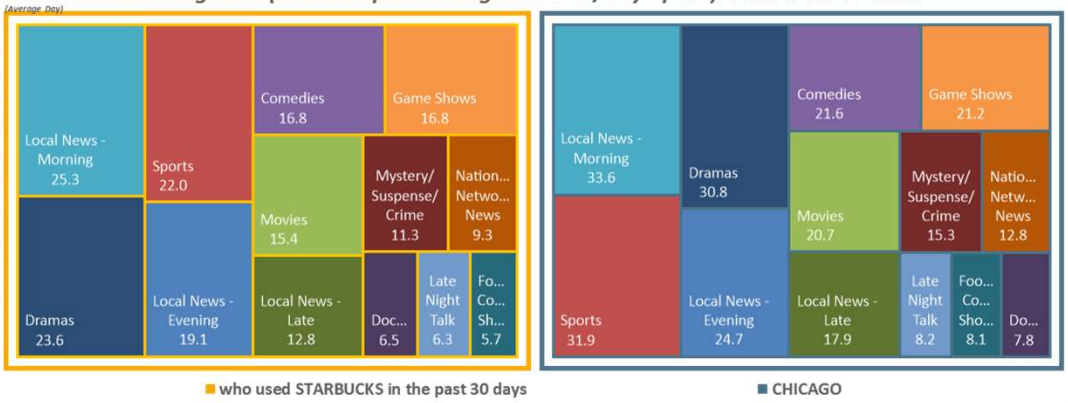


1,107,830 or 68.% of Adults 18 or older who used STARBUCKS in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Local News - Morning, Local News - Late, and Comedies.

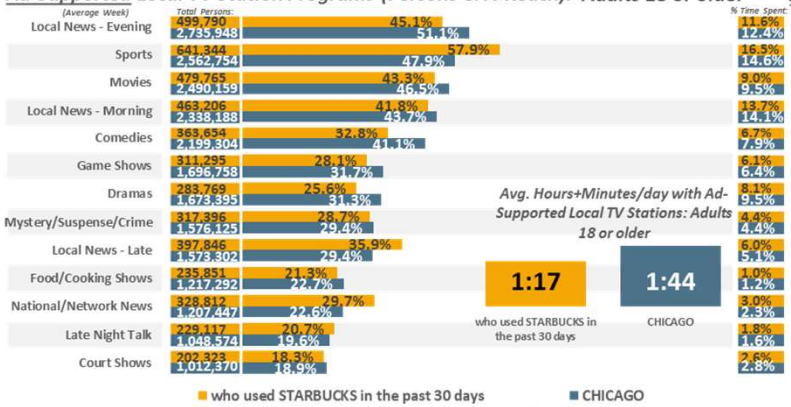
Local TV Station Programs (Persons & % Reach): Adults 18 or older



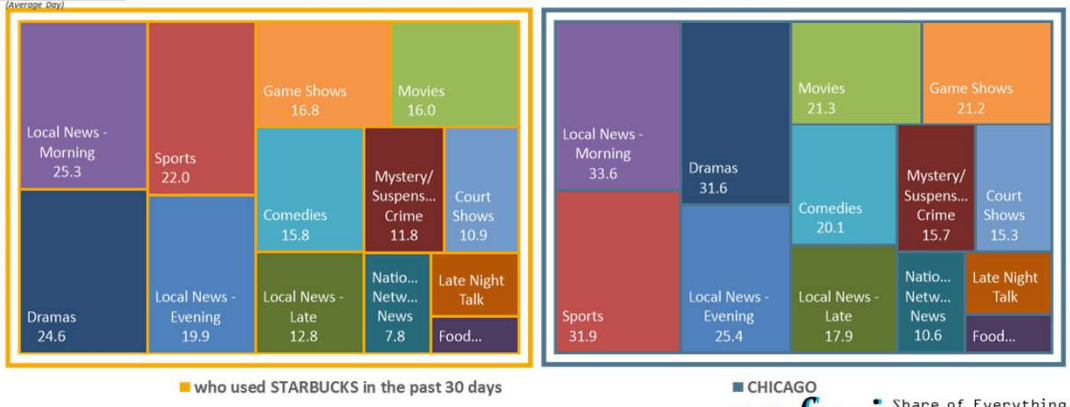
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 635

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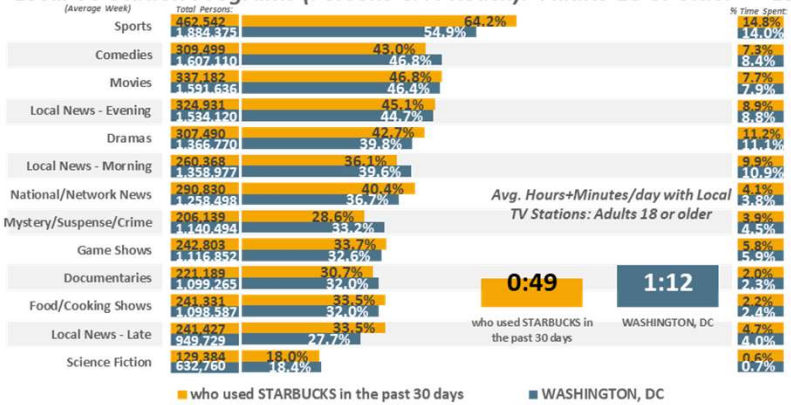
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Quick service restaurants used past 30 days: Starbucks

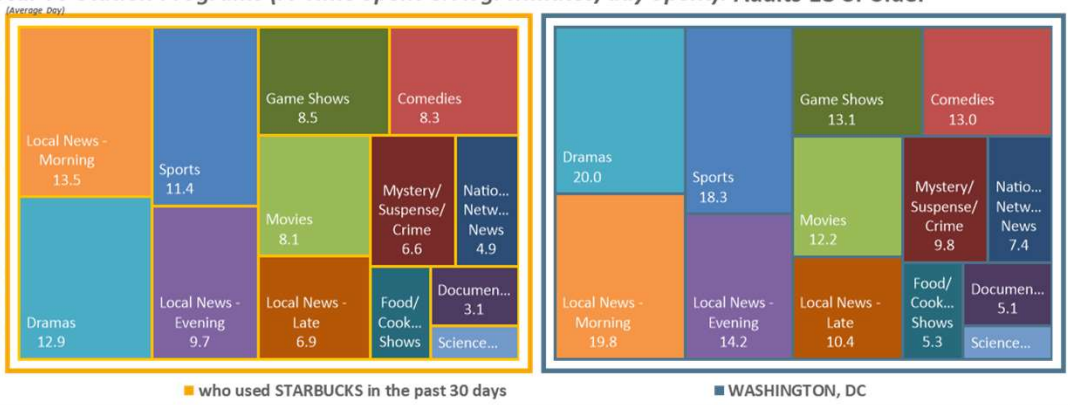


707,184 or 57.8% of Adults 18 or older who used STARBUCKS in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Local News - Evening, Dramas, Comedies, and Local News - Morning.

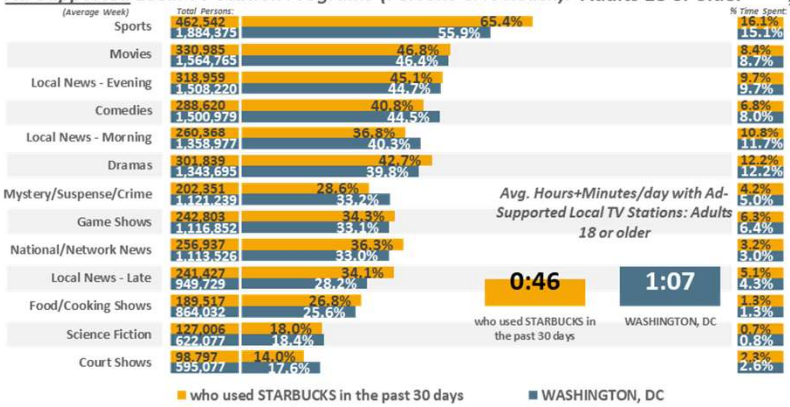
Local TV Station Programs (Persons & % Reach): Adults 18 or older



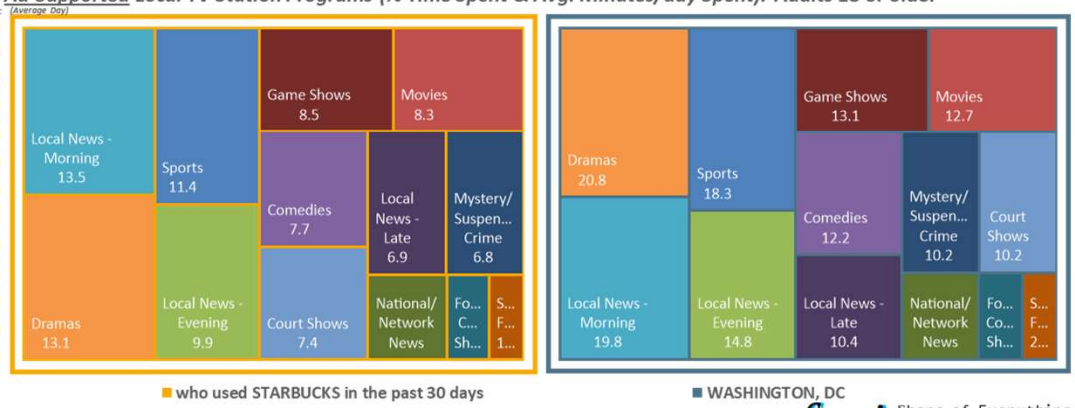
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,136

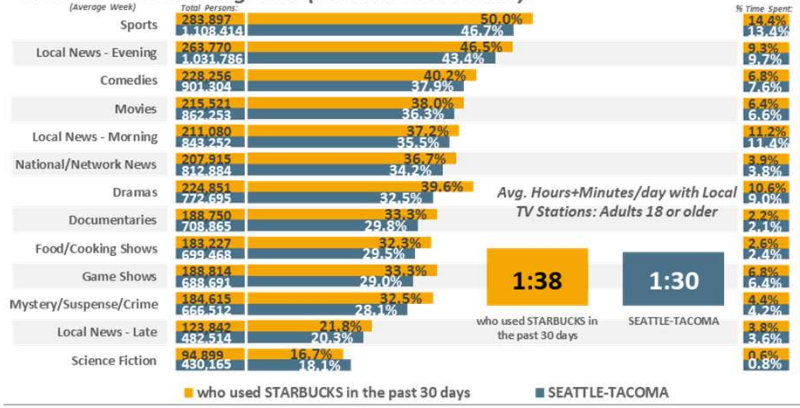
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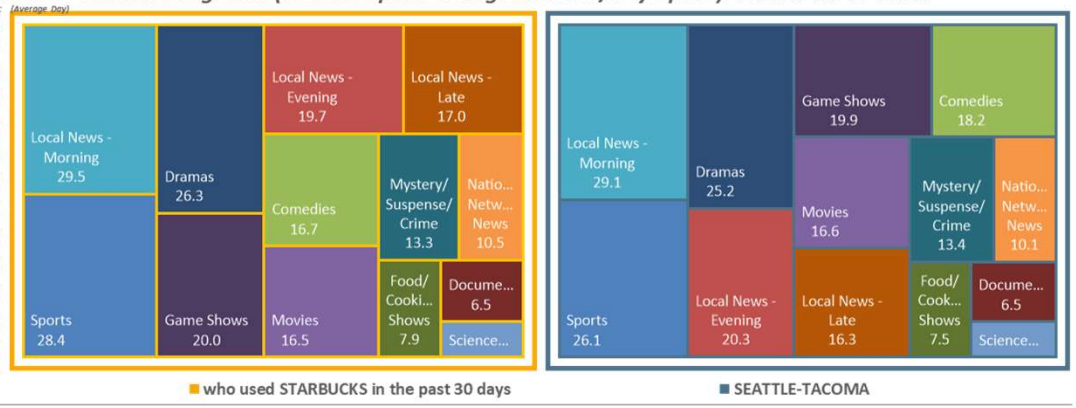
Quick service restaurants used past 30 days: Starbucks

561,369 or 49.7% of Adults 18 or older who used STARBUCKS in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Dramas, Comedies, Movies, and Local News - Morning.

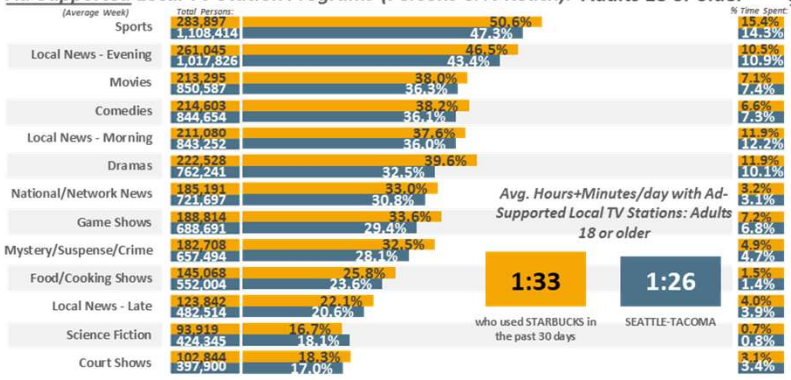
Local TV Station Programs (Persons & % Reach): Adults 18 or older



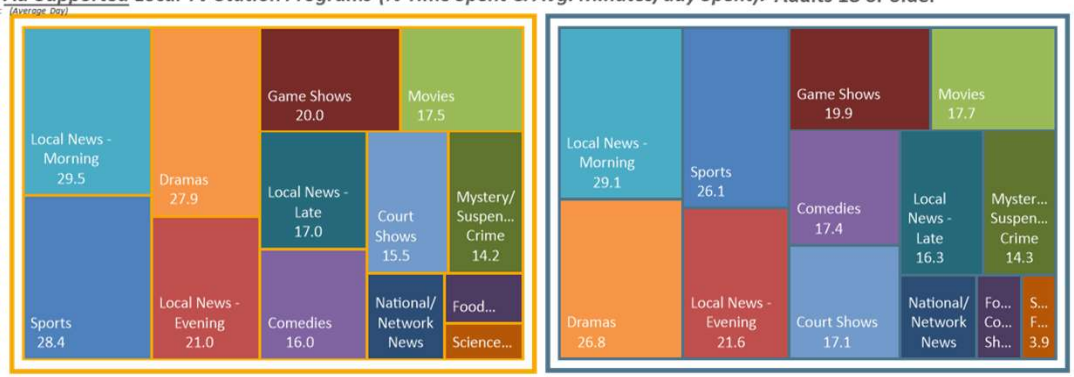
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,009

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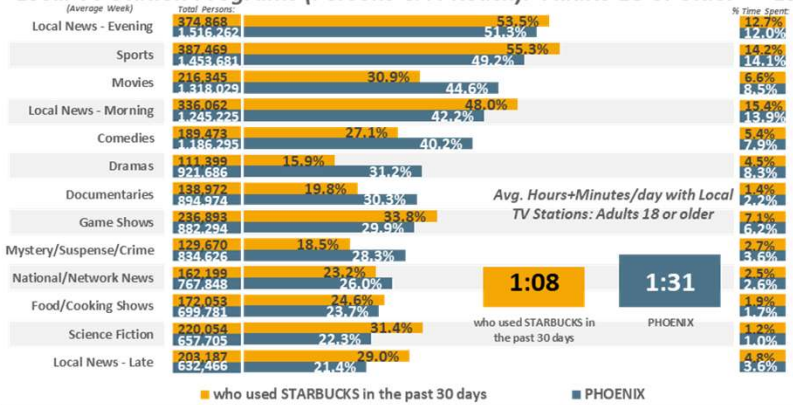
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Quick service restaurants used past 30 days: Starbucks

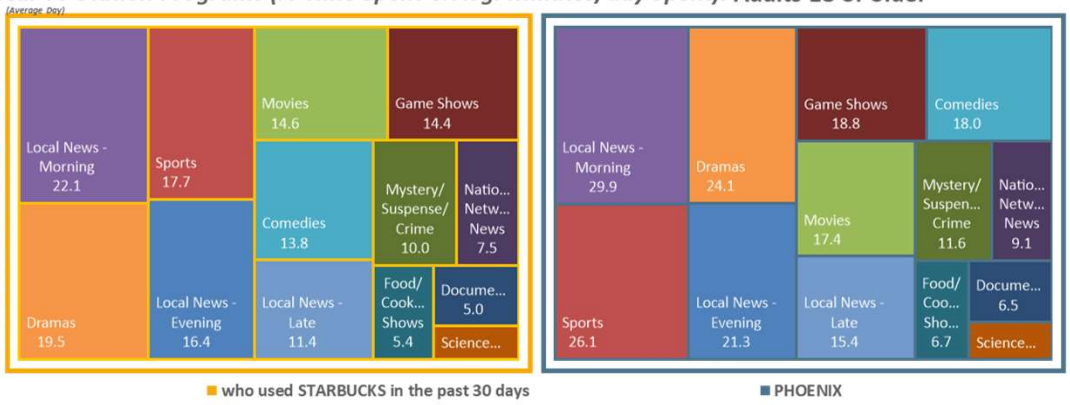
STARBUCKS PHX

695,536 or 70.1% of Adults 18 or older who used STARBUCKS in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Game Shows, Science Fiction, and Movies.

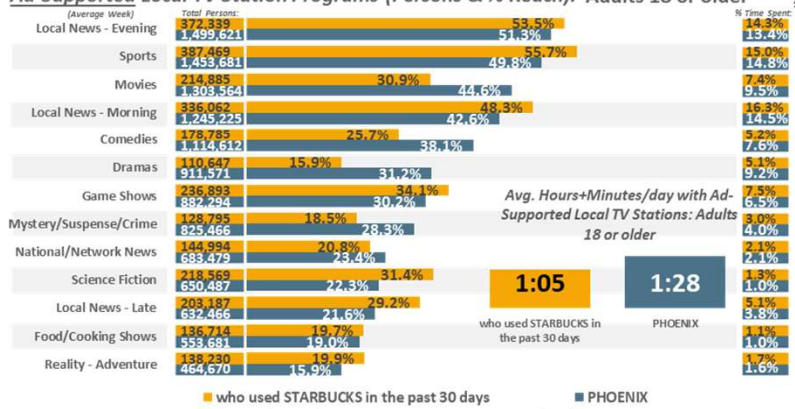
Local TV Station Programs (Persons & % Reach): Adults 18 or older



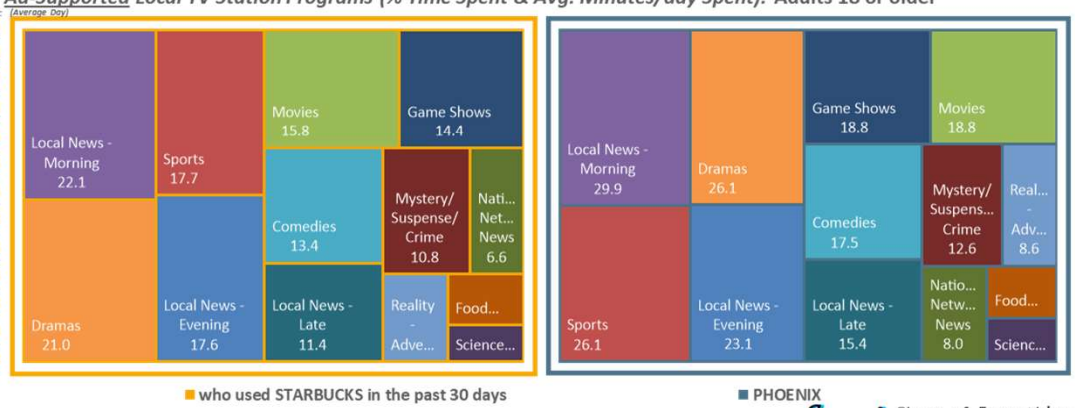
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 400

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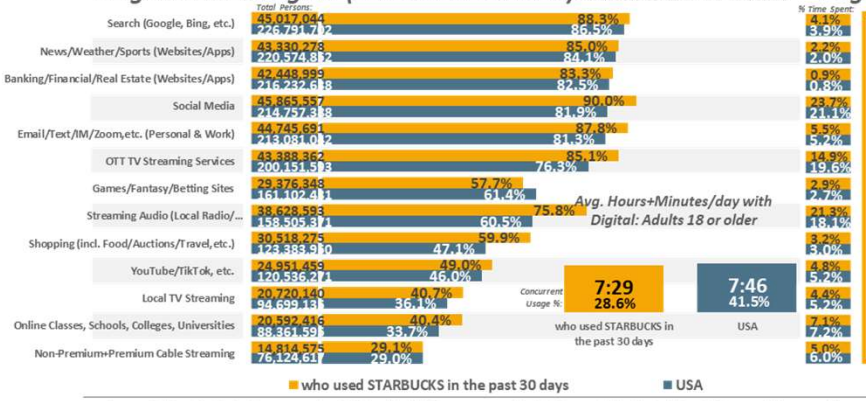
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Quick service restaurants used past 30 days: Starbucks

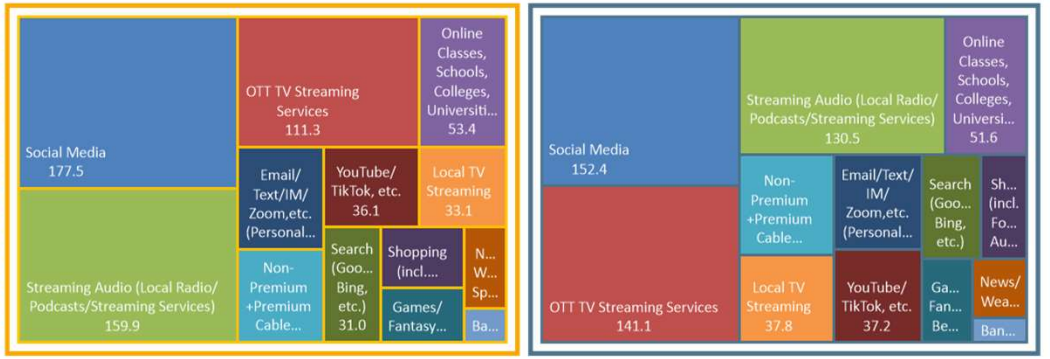
STARBUCKS USA

40,571,380 or 79.6% of Adults 18 or older who used STARBUCKS in the past 30 days use Ad-Supported Social Media for an average of 157.1 minutes every day representing 28.4% of all time spent daily with Ad-Supported Digital Media.

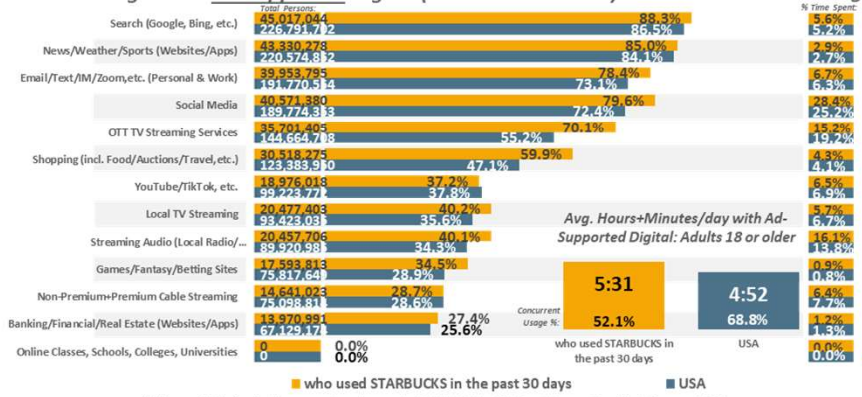
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



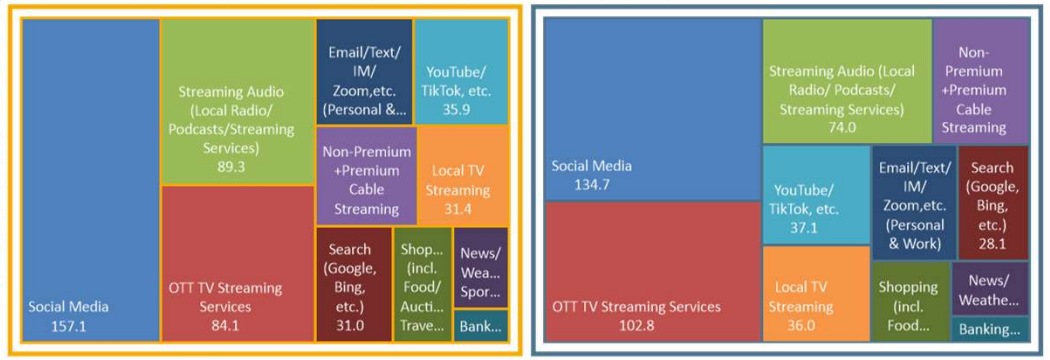
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 4,209

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

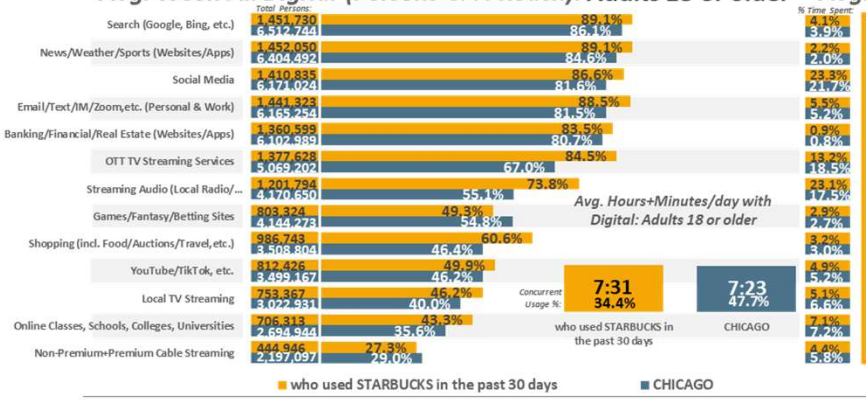
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Quick service restaurants used past 30 days: Starbucks

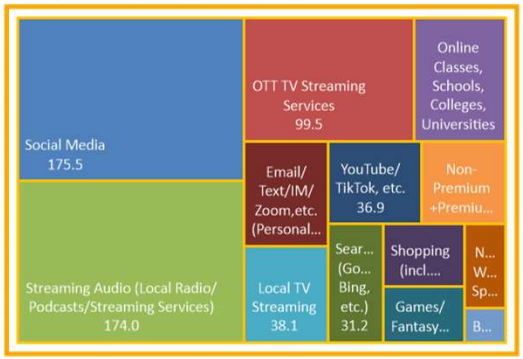


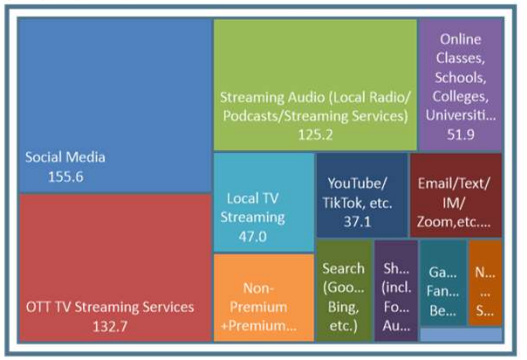
1,267,940 or 77.8% of Adults 18 or older who used STARBUCKS in the past 30 days use Ad-Supported Social Media for an average of 157.8 minutes every day representing 28.5% of all time spent daily with Ad-Supported Digital Media.

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

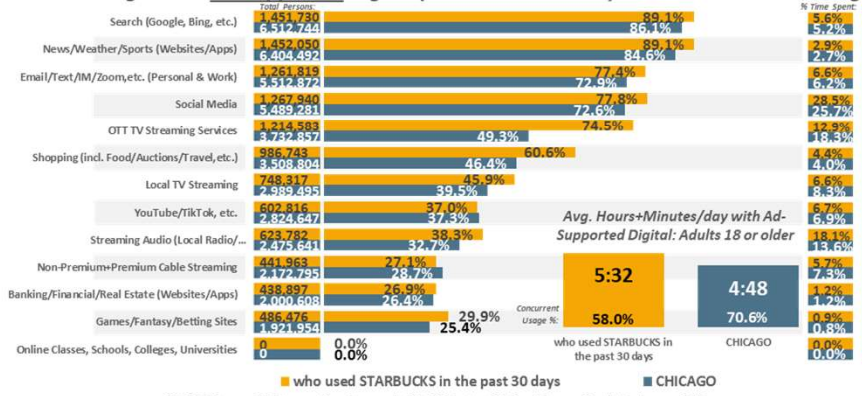


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

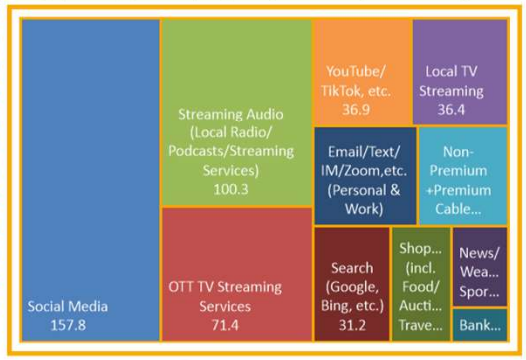


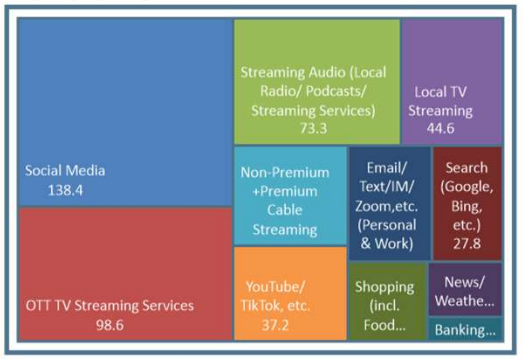


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 635

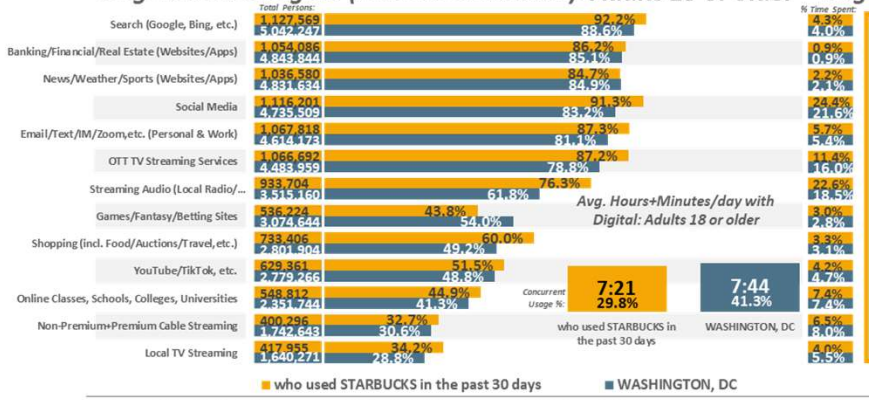
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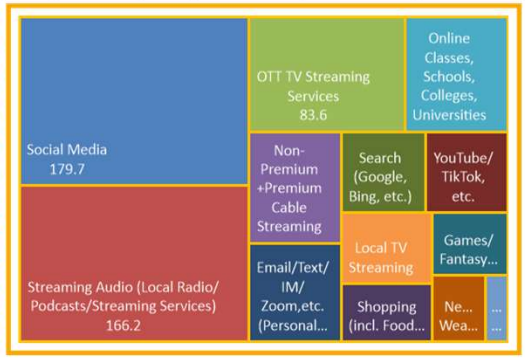
Quick service restaurants used past 30 days: Starbucks

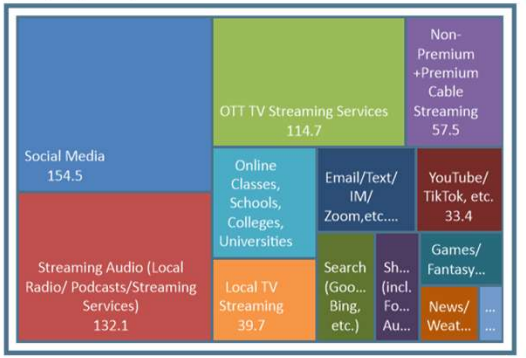
955,163 or 78.1% of Adults 18 or older who used STARBUCKS in the past 30 days use Ad-Supported Social Media for an average of 153.8 minutes every day representing 28.8% of all time spent daily with Ad-Supported Digital Media.

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

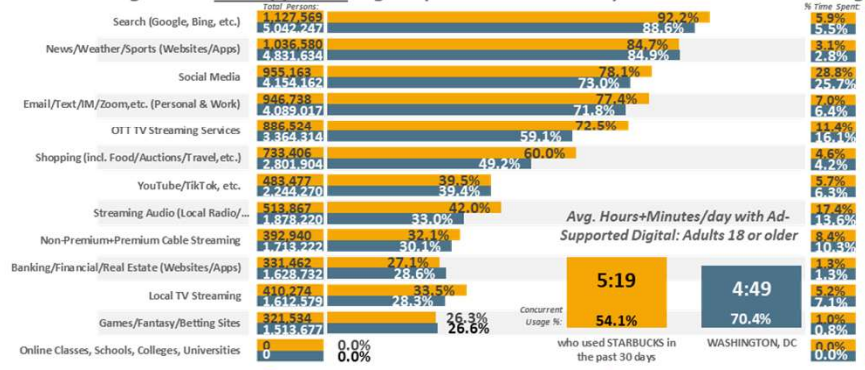


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

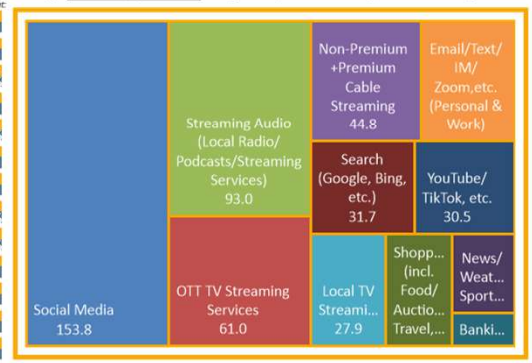


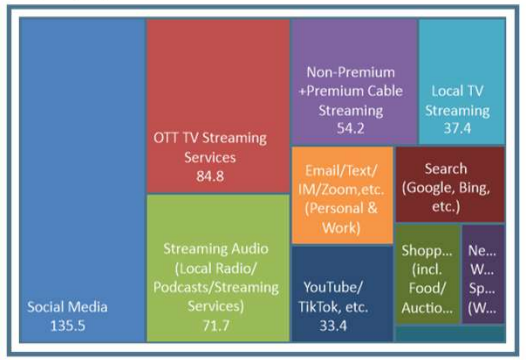


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,136

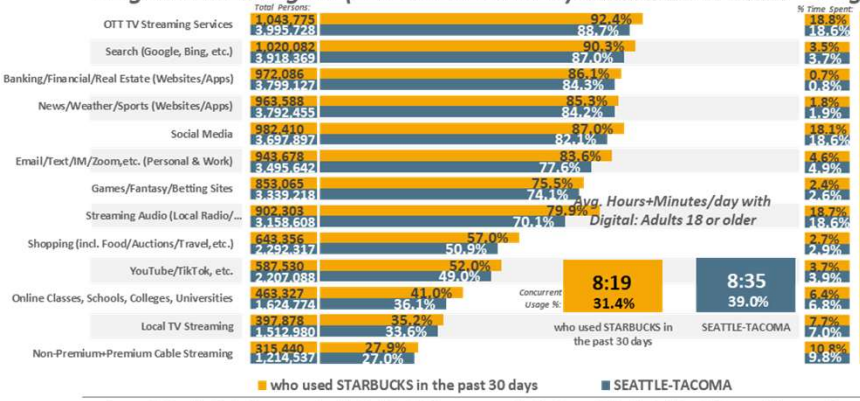
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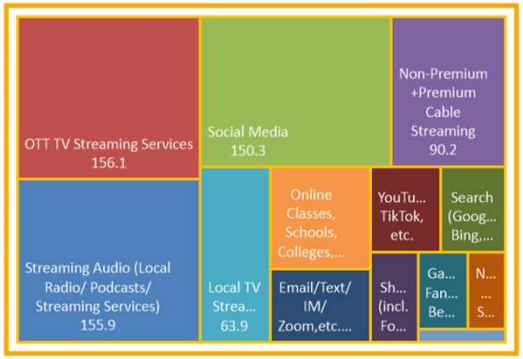
Quick service restaurants used past 30 days: Starbucks

881,910 or 78.1% of Adults 18 or older who used STARBUCKS in the past 30 days use Ad-Supported Social Media for an average of 134.9 minutes every day representing 21.2% of all time spent daily with Ad-Supported Digital Media.

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

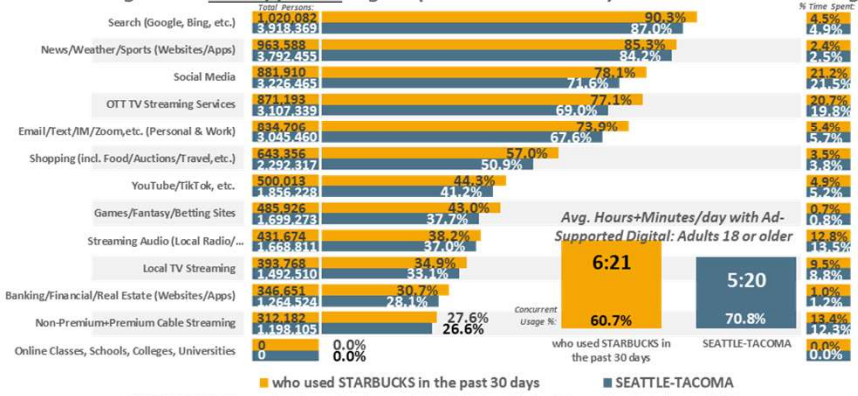


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

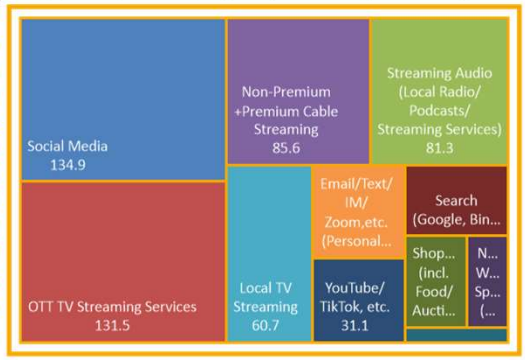


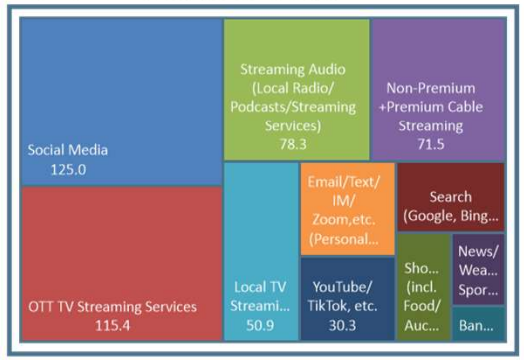


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,009

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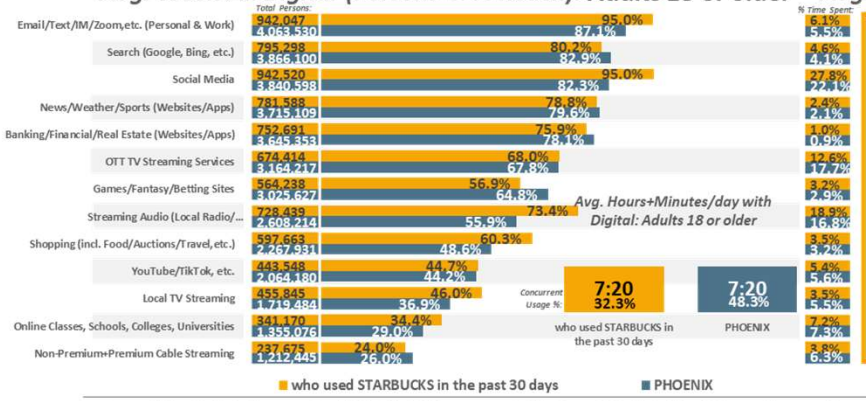
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Quick service restaurants used past 30 days: Starbucks

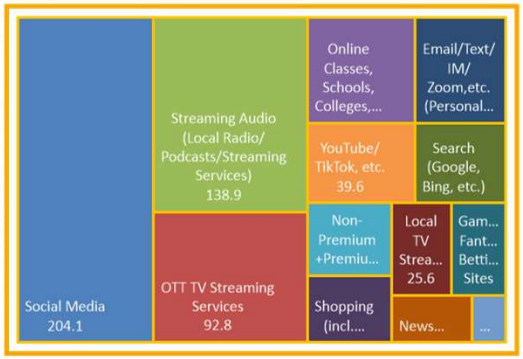
STARBUCKS PHX

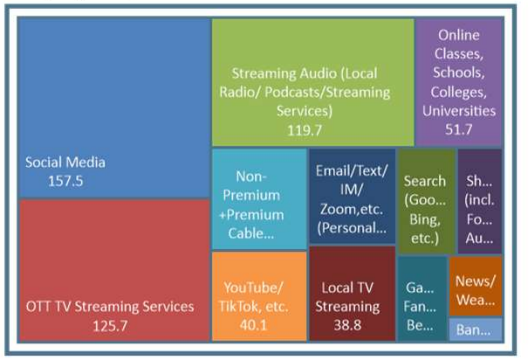
842,091 or 84.9% of Adults 18 or older who used STARBUCKS in the past 30 days use Ad-Supported Social Media for an average of 182.4 minutes every day representing 32.6% of all time spent daily with Ad-Supported Digital Media.

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

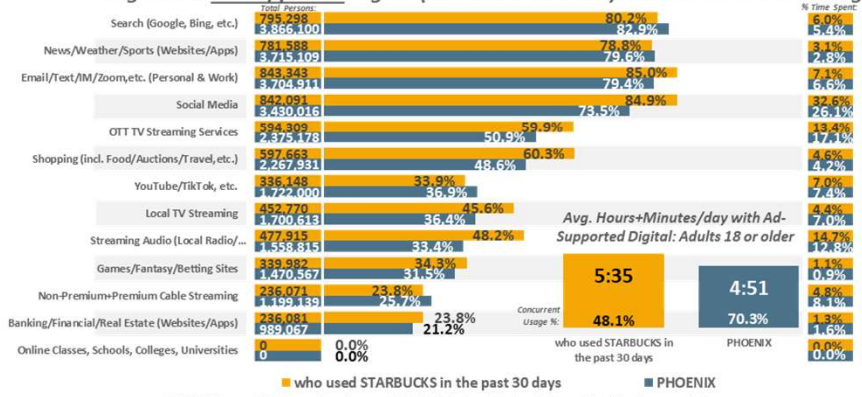


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

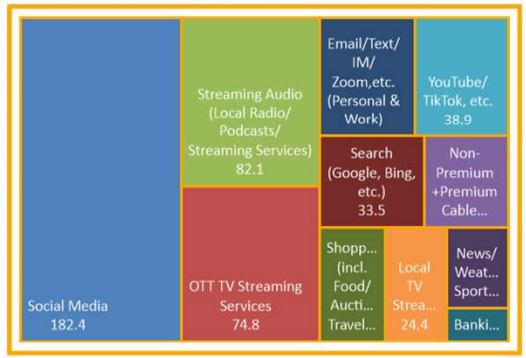


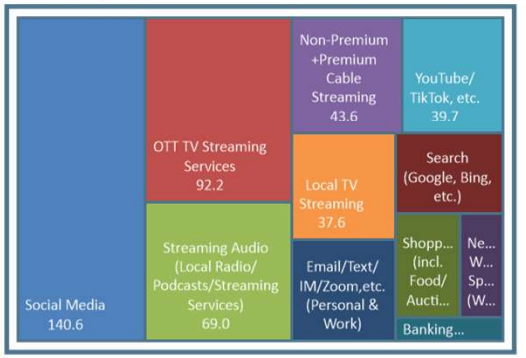


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 400

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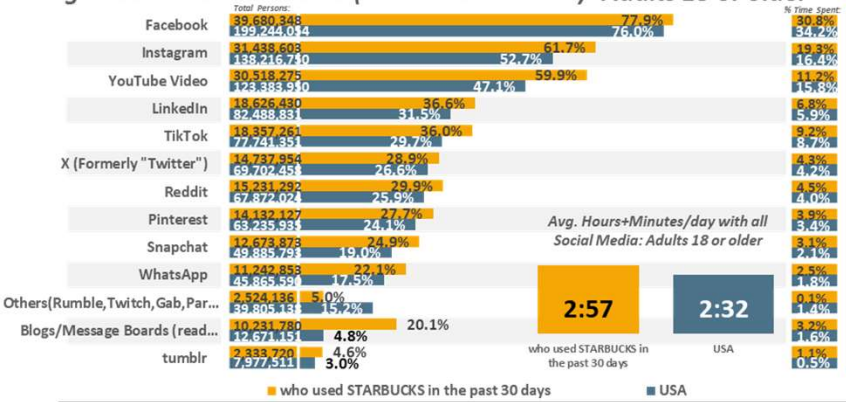
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Quick service restaurants used past 30 days: Starbucks

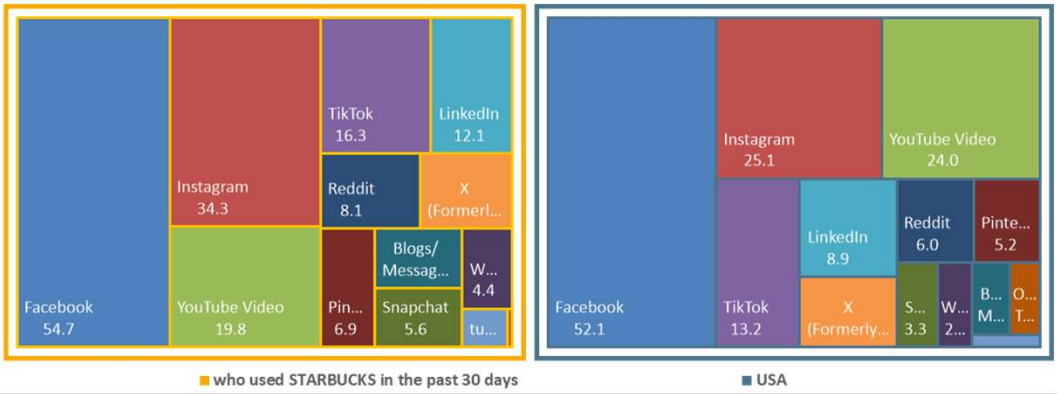


39,680,348 or 77.9% of Adults 18 or older who used STARBUCKS in the past 30 days use Ad-Supported Facebook for an average of 55.1 minutes every day representing 35.1% of all time spent daily with Ad-Supported Social Media.

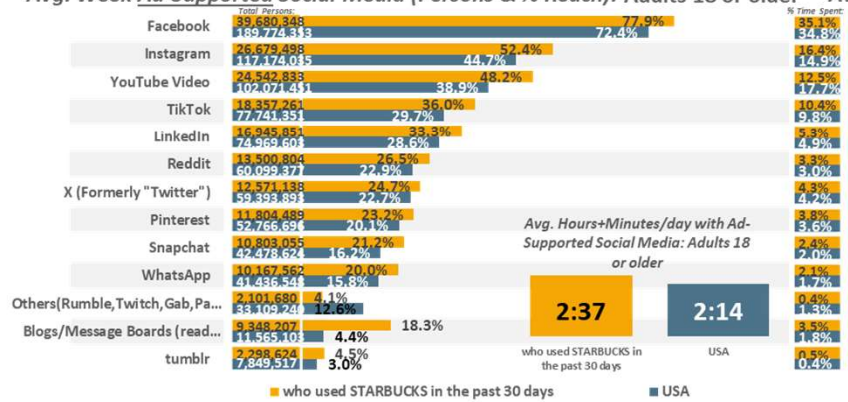
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



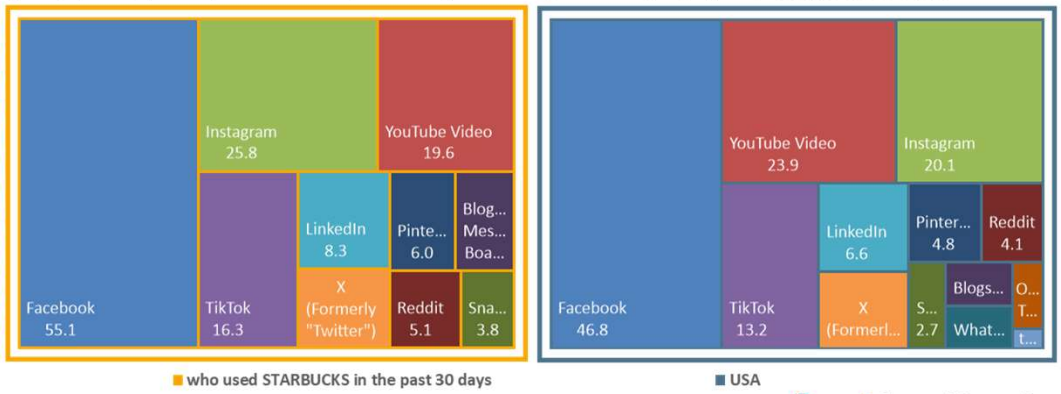
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 4,209

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

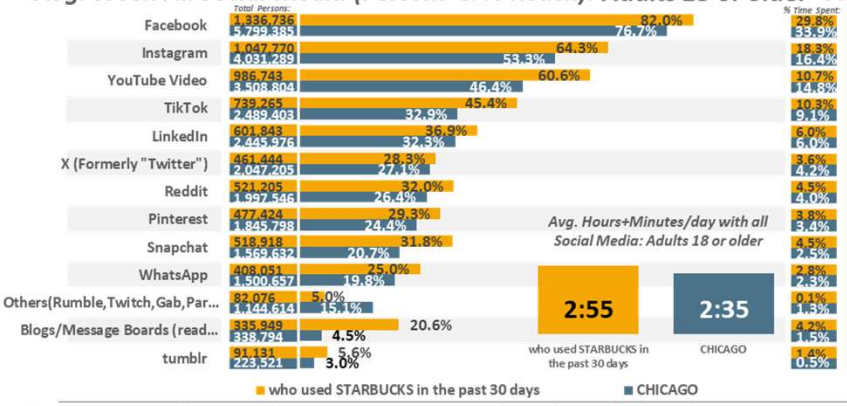
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Quick service restaurants used past 30 days: Starbucks

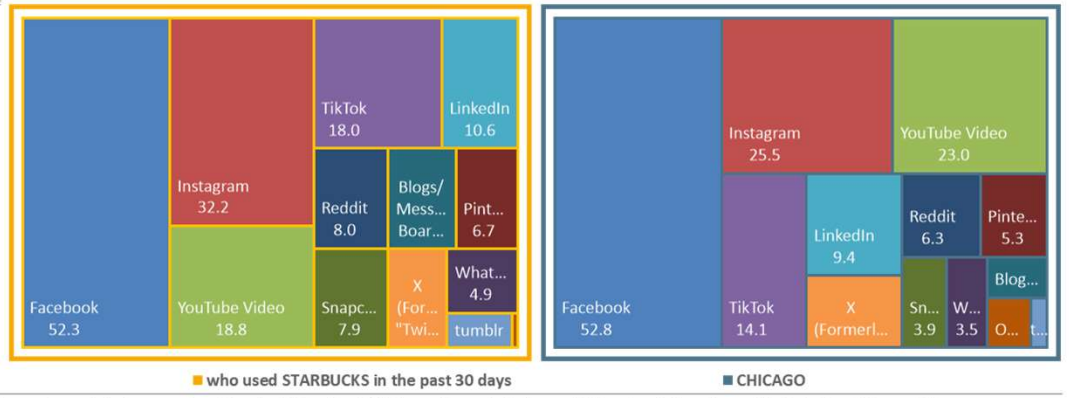


1,267,940 or 77.8% of Adults 18 or older who used STARBUCKS in the past 30 days use Ad-Supported Facebook for an average of 52.2 minutes every day representing 33.1% of all time spent daily with Ad-Supported Social Media.

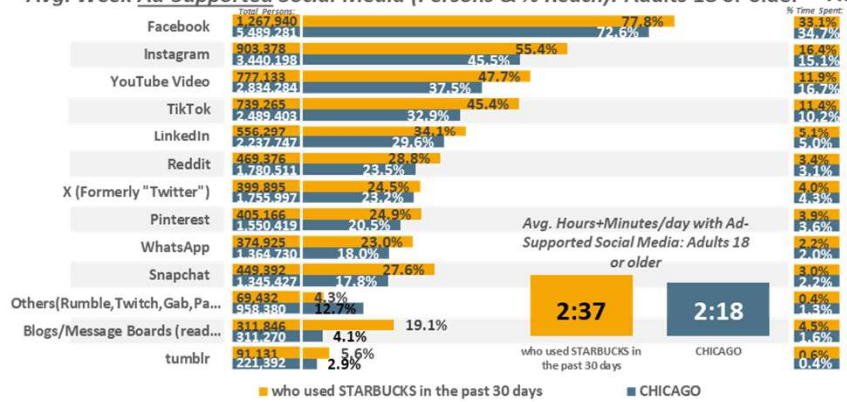
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



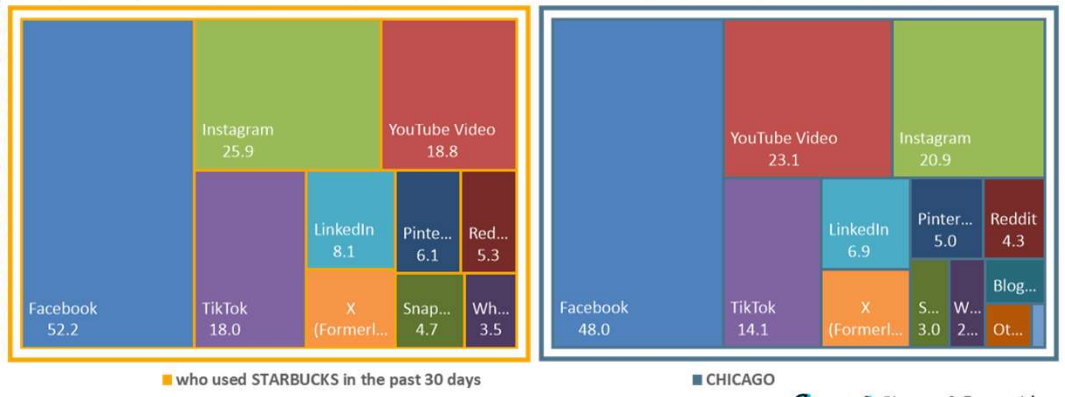
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 635

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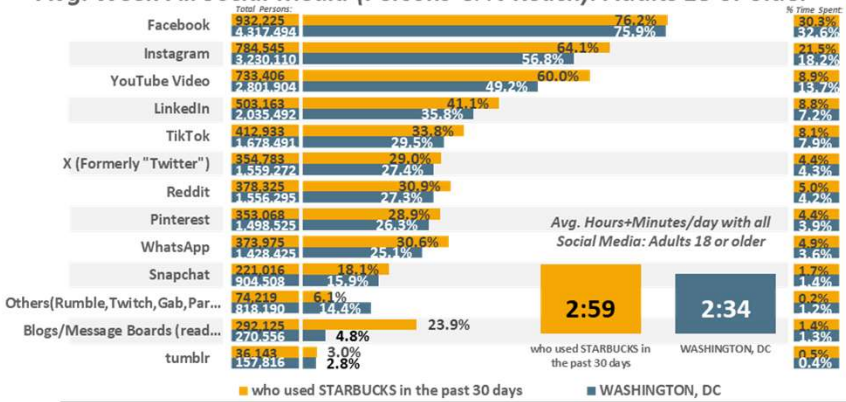
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Quick service restaurants used past 30 days: Starbucks

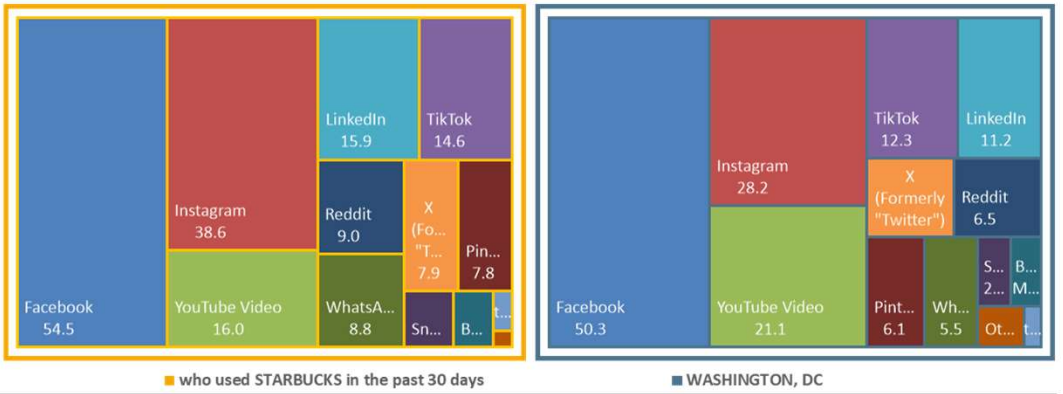


932,225 or 76.2% of Adults 18 or older who used STARBUCKS in the past 30 days use Ad-Supported Facebook for an average of 56.8 minutes every day representing 36.9% of all time spent daily with Ad-Supported Social Media.

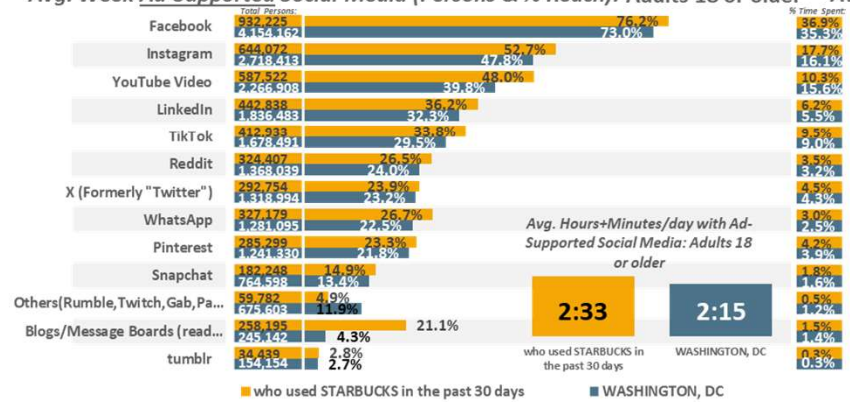
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



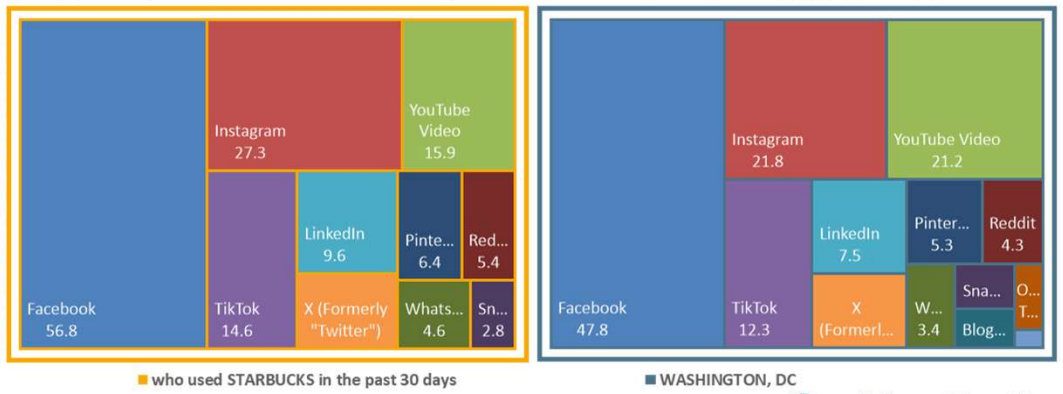
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,136

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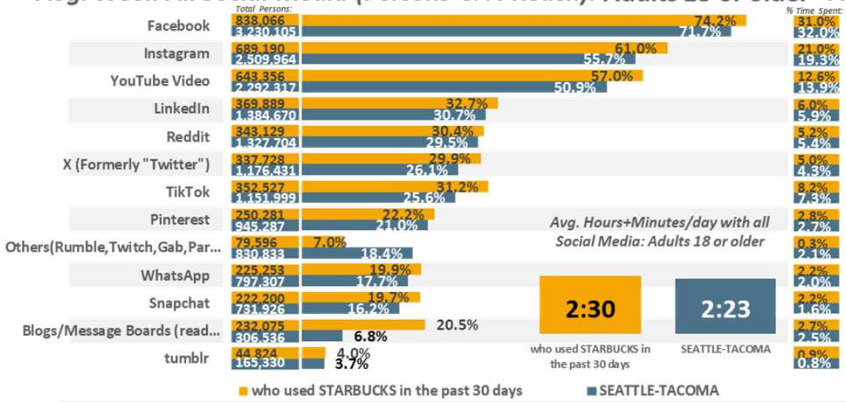
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Quick service restaurants used past 30 days: Starbucks

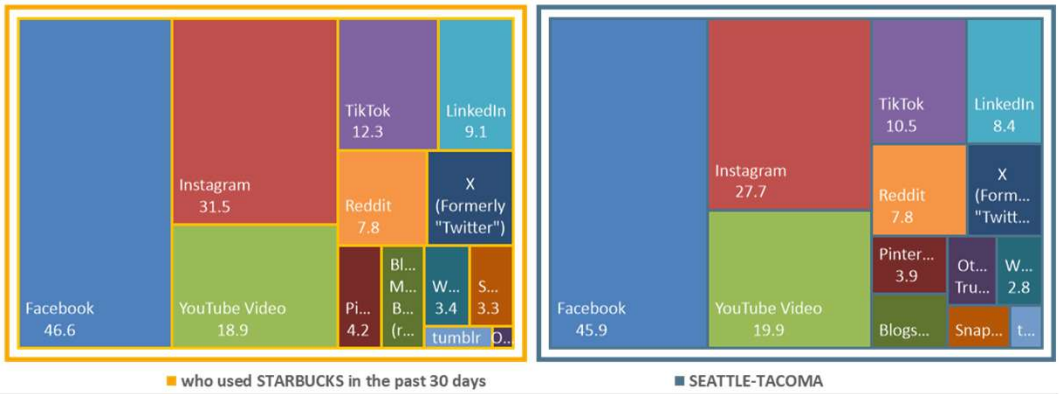
STARBUCKS SEA

838,066 or 74.2% of Adults 18 or older who used STARBUCKS in the past 30 days use Ad-Supported Facebook for an average of 47.3 minutes every day representing 35.1% of all time spent daily with Ad-Supported Social Media.

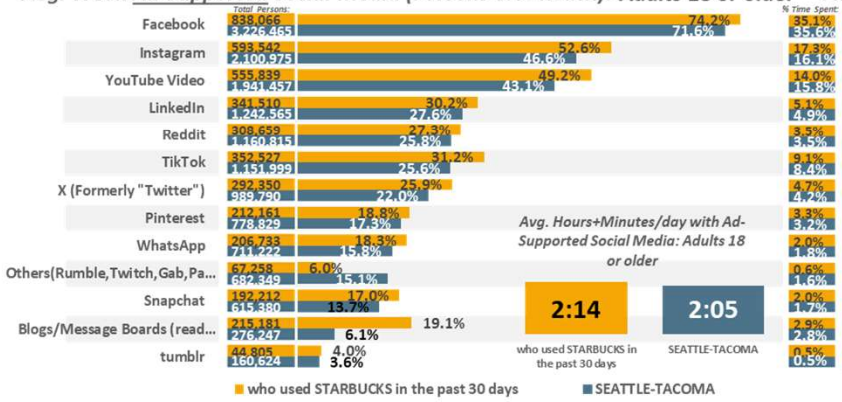
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



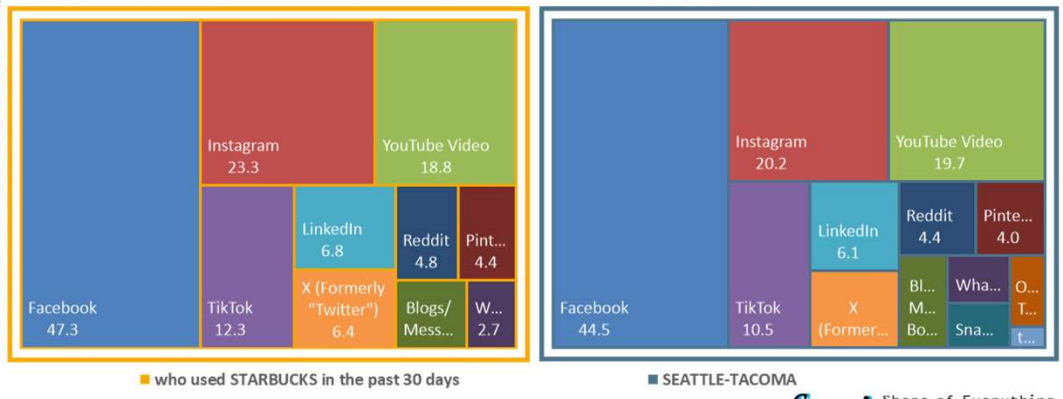
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,009

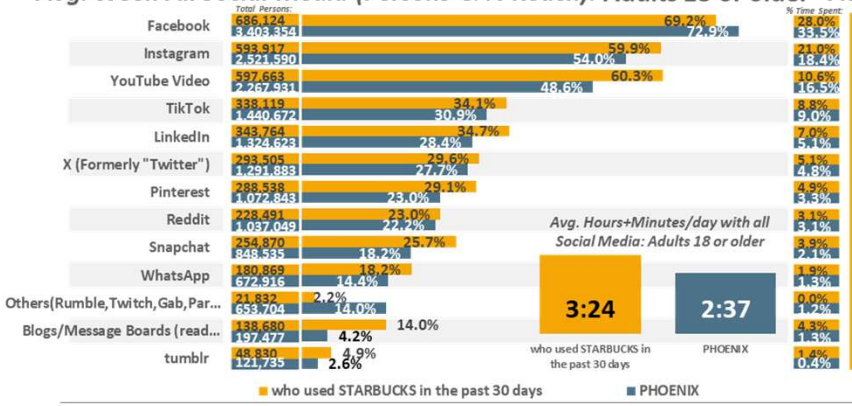
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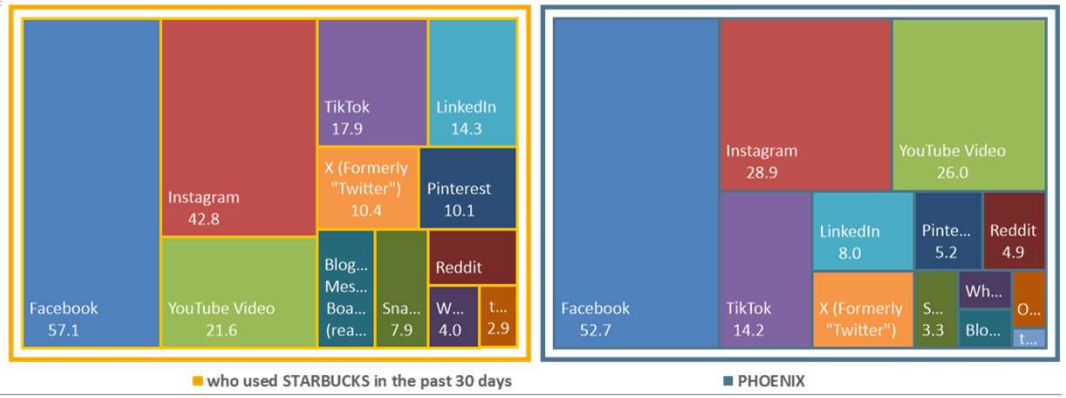
Quick service restaurants used past 30 days: Starbucks

686,124 or 69.2% of Adults 18 or older who used STARBUCKS in the past 30 days use Ad-Supported Facebook for an average of 61.5 minutes every day representing 33.7% of all time spent daily with Ad-Supported Social Media.

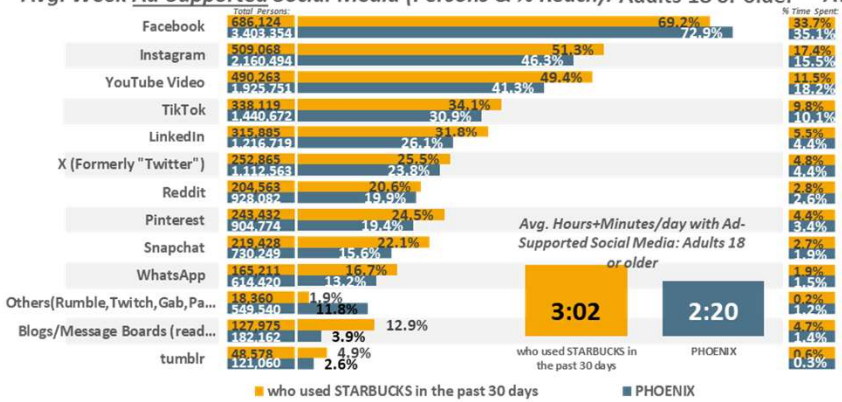
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



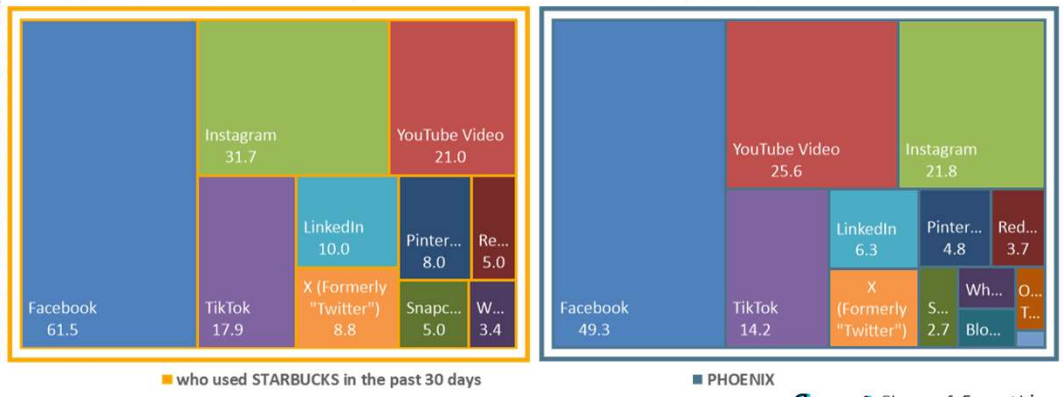
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 400

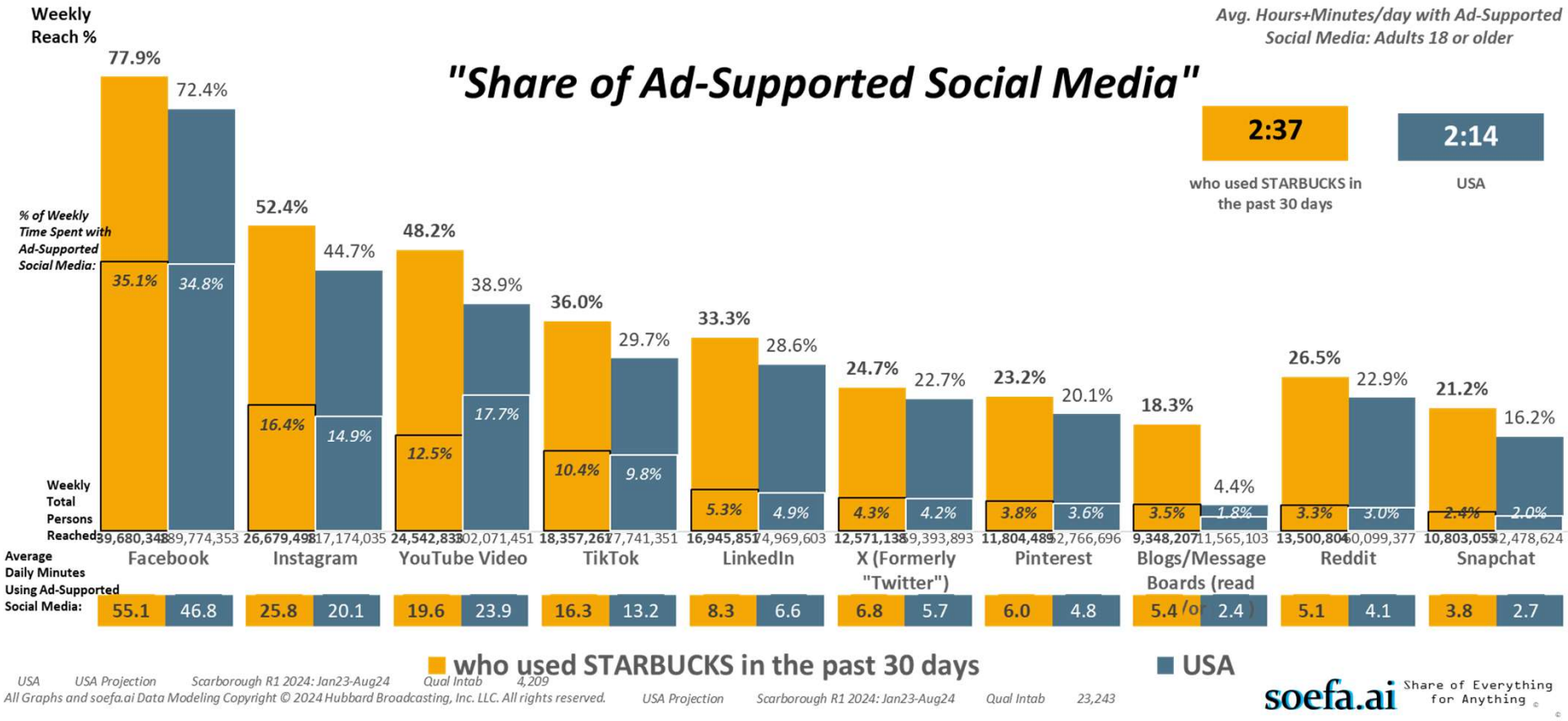
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Quick service restaurants used past 30 days: Starbucks



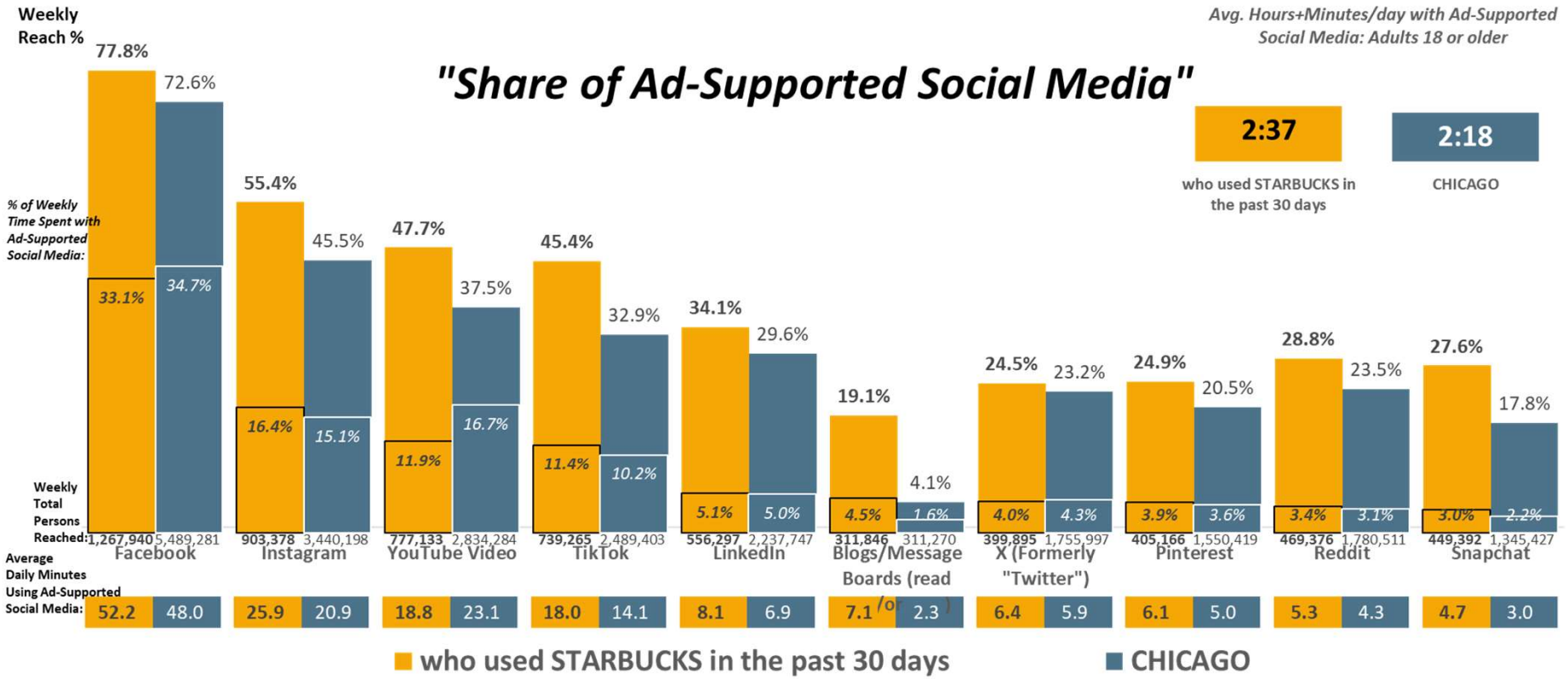
39,680,348 or 77.9% of Adults 18 or older who used STARBUCKS in the past 30 days use Ad-Supported Facebook for an average of 55.1 minutes every day representing 35.1% of all time spent daily with Ad-Supported Social Media.



Quick service restaurants used past 30 days: Starbucks



1,267,940 or 77.8% of Adults 18 or older who used STARBUCKS in the past 30 days use Ad-Supported Facebook for an average of 52.2 minutes every day representing 33.1% of all time spent daily with Ad-Supported Social Media.



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 635 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

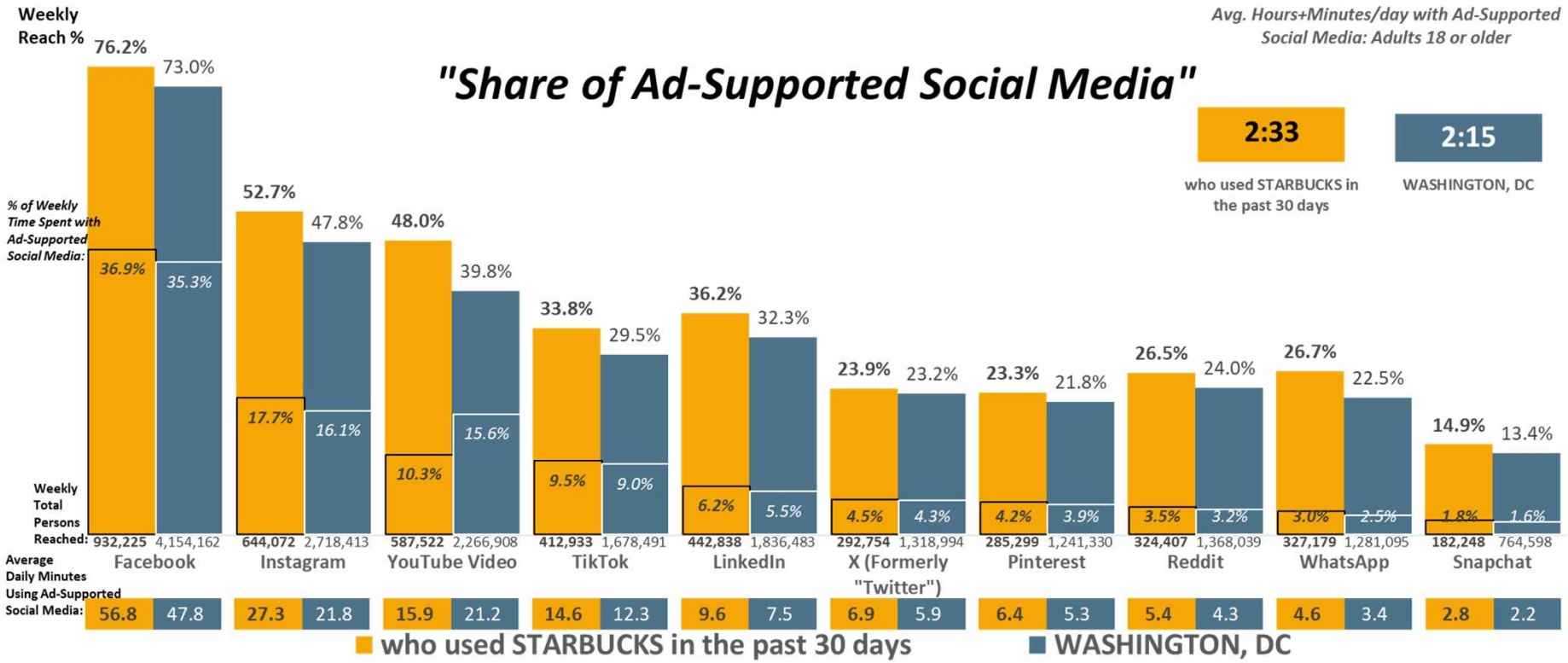
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Quick service restaurants used past 30 days: Starbucks



932,225 or 76.2% of Adults 18 or older who used STARBUCKS in the past 30 days use Ad-Supported Facebook for an average of 56.8 minutes every day representing 36.9% of all time spent daily with Ad-Supported Social Media.



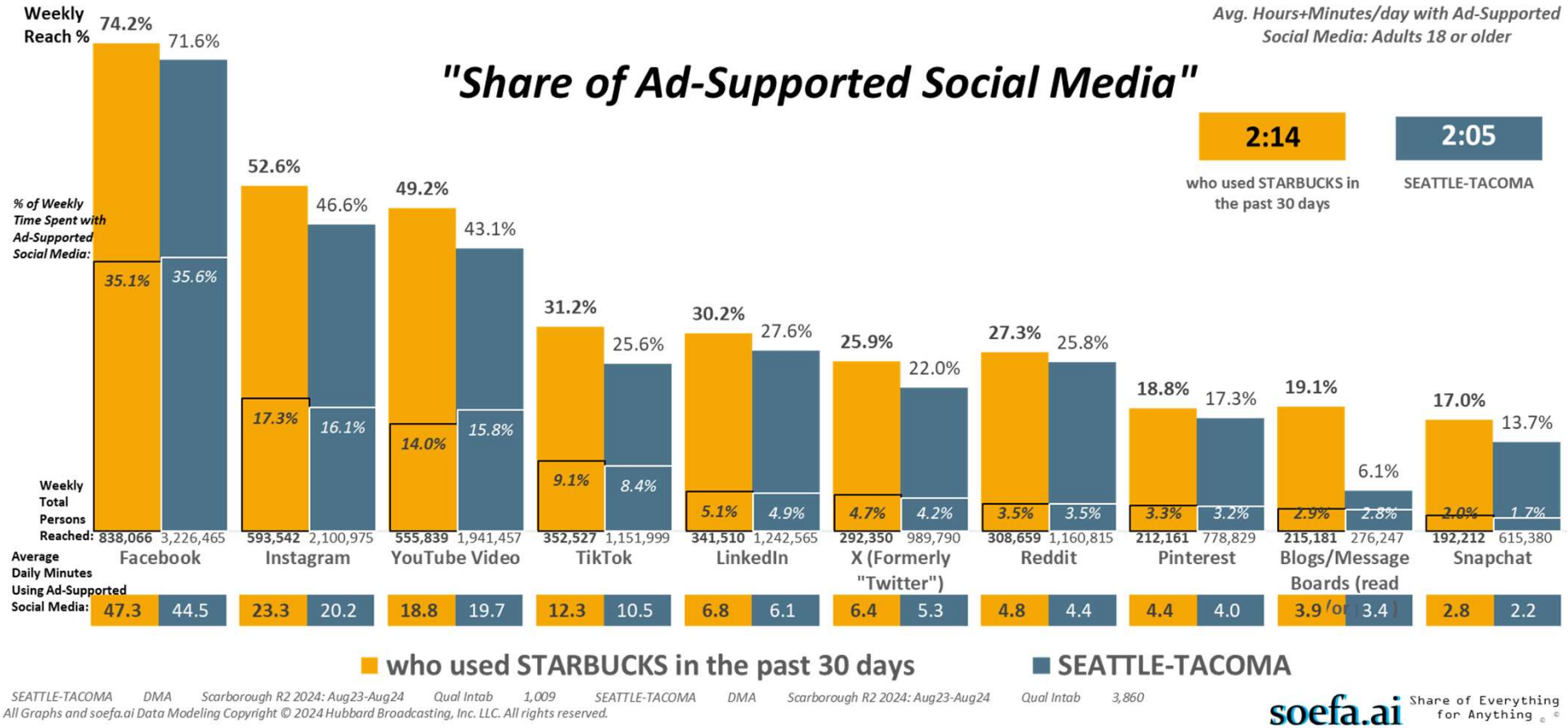
WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,136 WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

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Quick service restaurants used past 30 days: Starbucks

838,066 or 74.2% of Adults 18 or older who used STARBUCKS in the past 30 days use Ad-Supported Facebook for an average of 47.3 minutes every day representing 35.1% of all time spent daily with Ad-Supported Social Media.



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,009 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

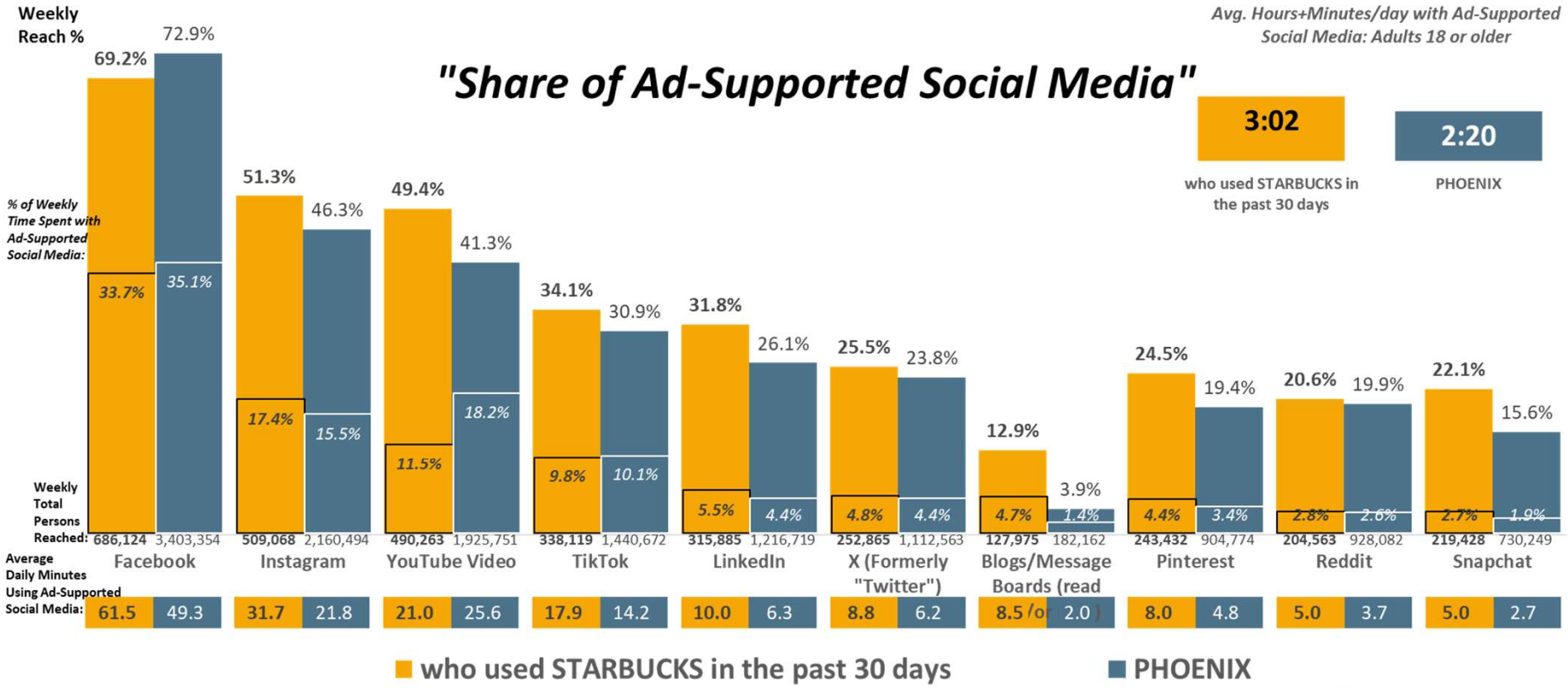
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Quick service restaurants used past 30 days: Starbucks



686,124 or 69.2% of Adults 18 or older who used STARBUCKS in the past 30 days use Ad-Supported Facebook for an average of 61.5 minutes every day representing 33.7% of all time spent daily with Ad-Supported Social Media.



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 400 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

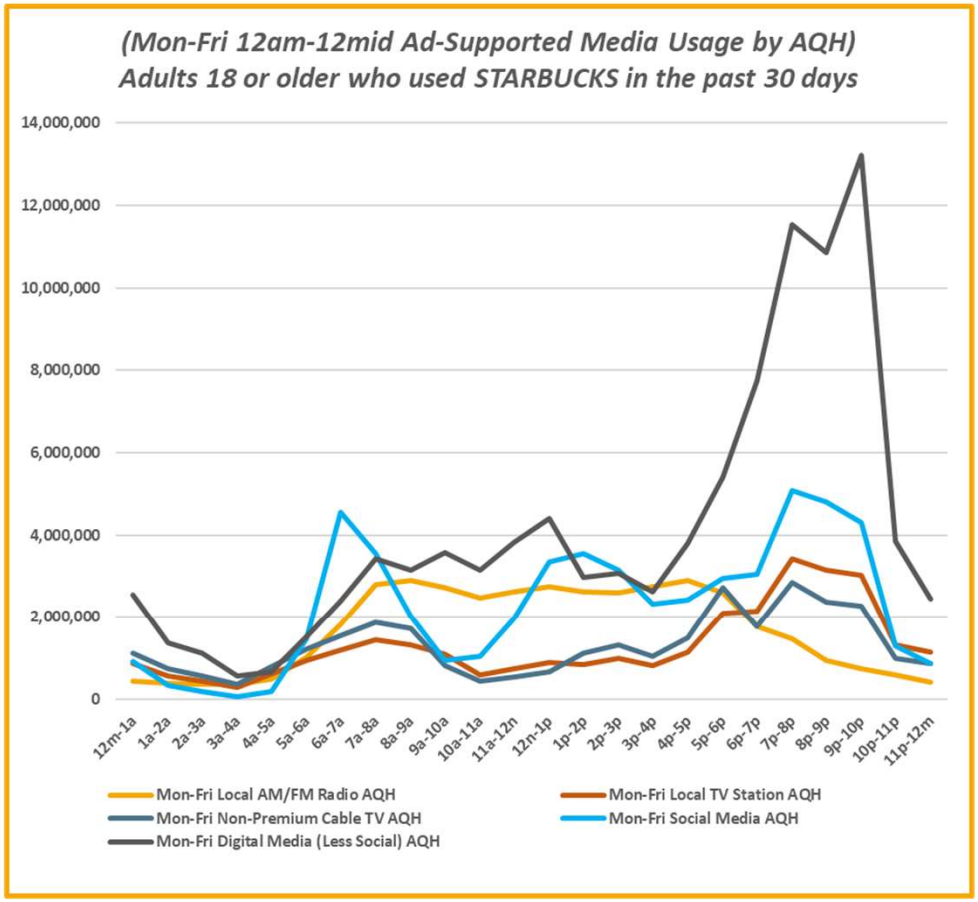
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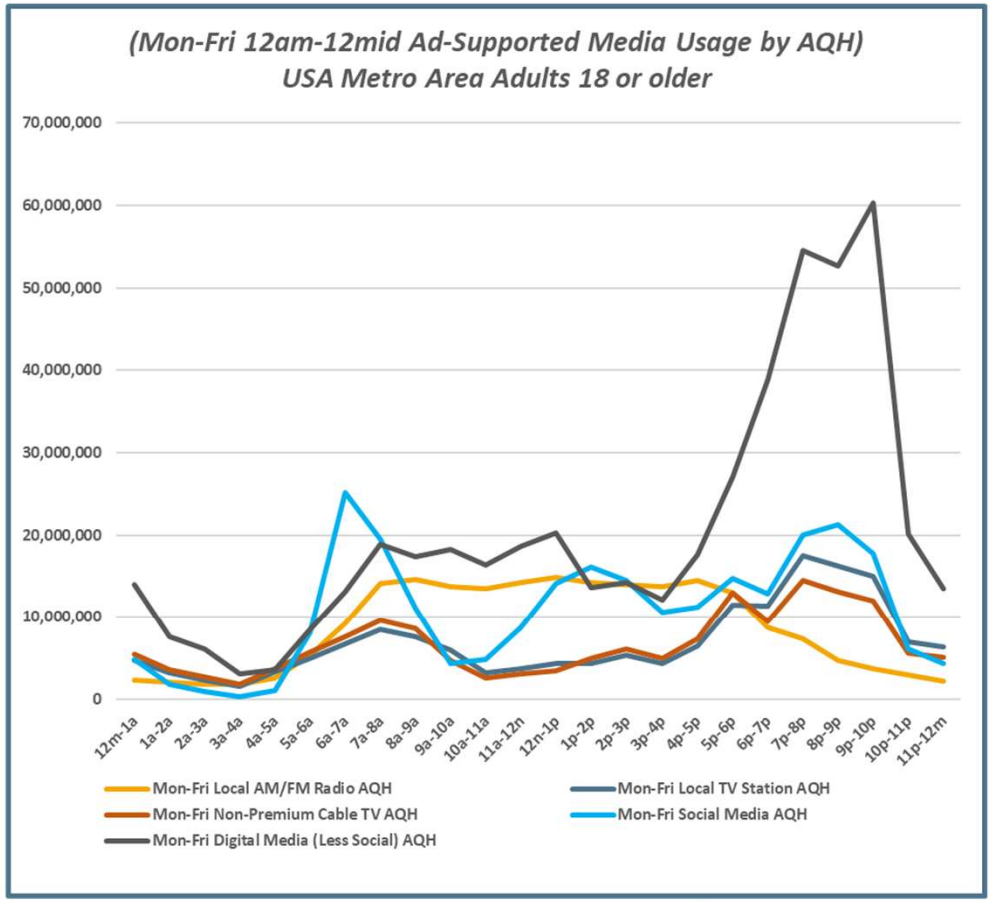
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Quick service restaurants used past 30 days: Starbucks

STARBUCKS USA

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 3,812,939; Social Media: 2,685,579; Local Radio: 2,562,674; Non-Prem. Cable: 1,315,582; Local TV: 1,176,494 reaching Adults 18 or older who used STARBUCKS in the past 30





USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 4,209

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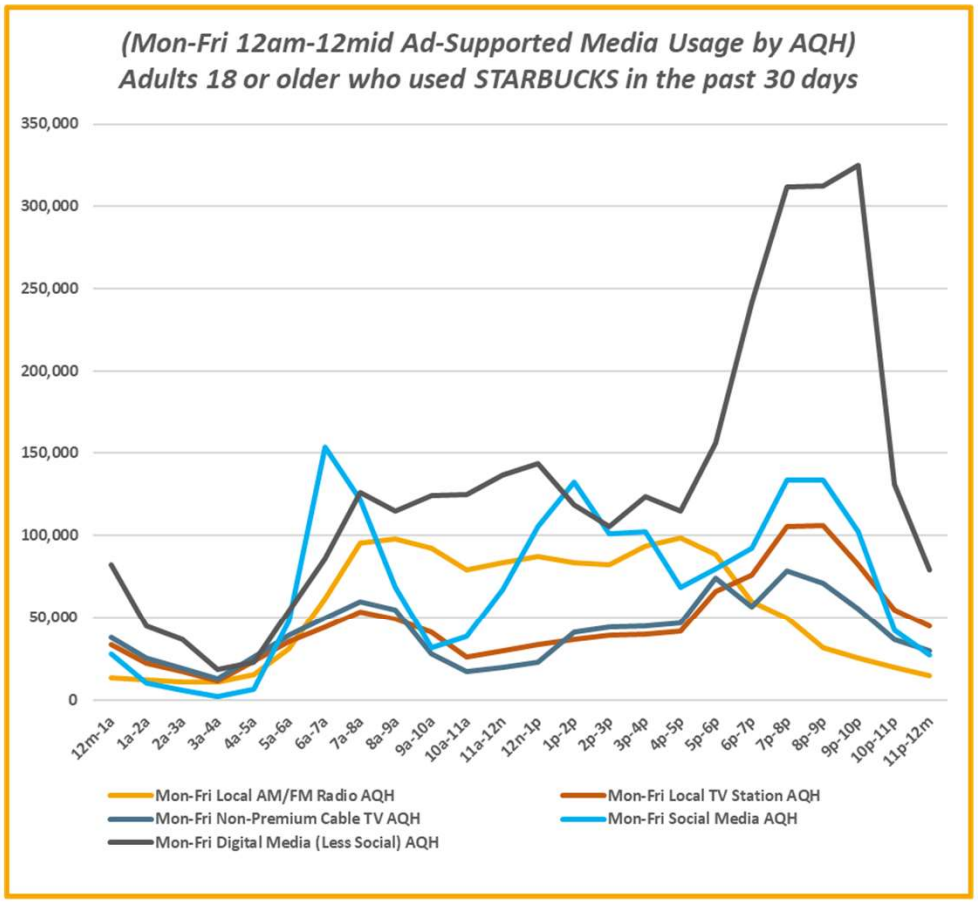
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

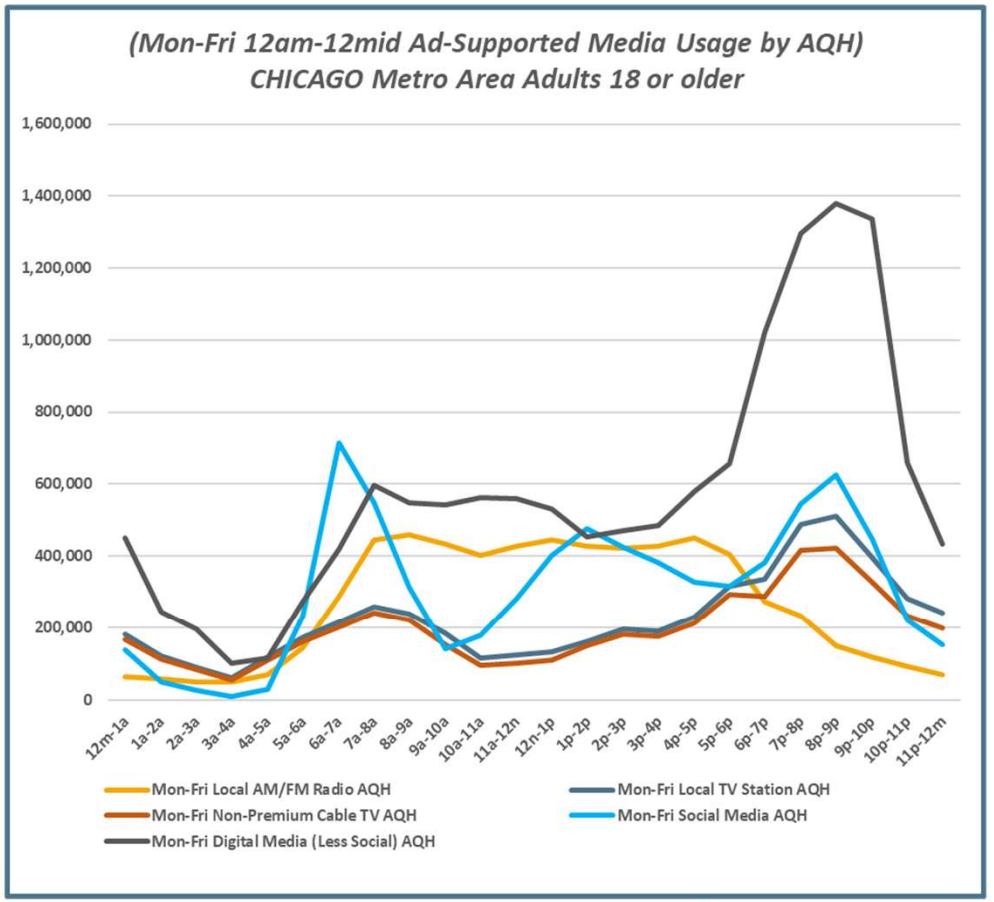
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Quick service restaurants used past 30 days: Starbucks



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 132,071; Social Media: 89,326; Local Radio: 84,802; Local TV: 44,167; Non-Prem. Cable: 42,856 reaching Adults 18 or older who used STARBUCKS in the past 30 days.





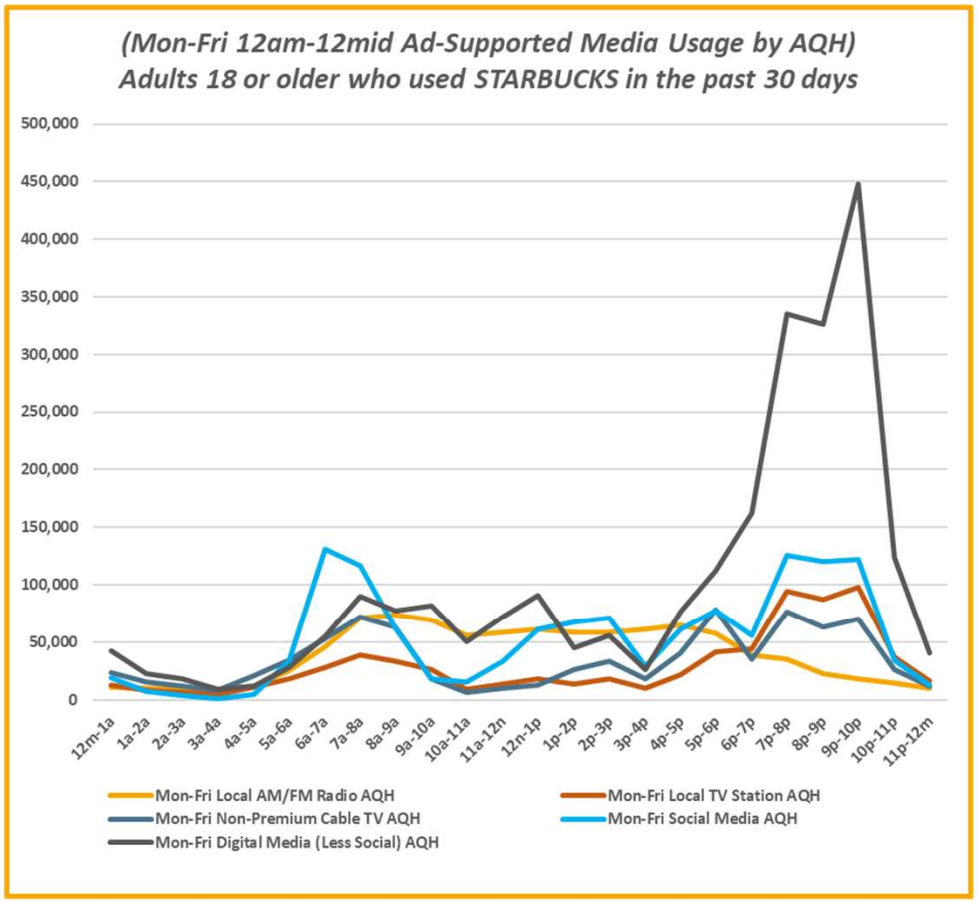
CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 635

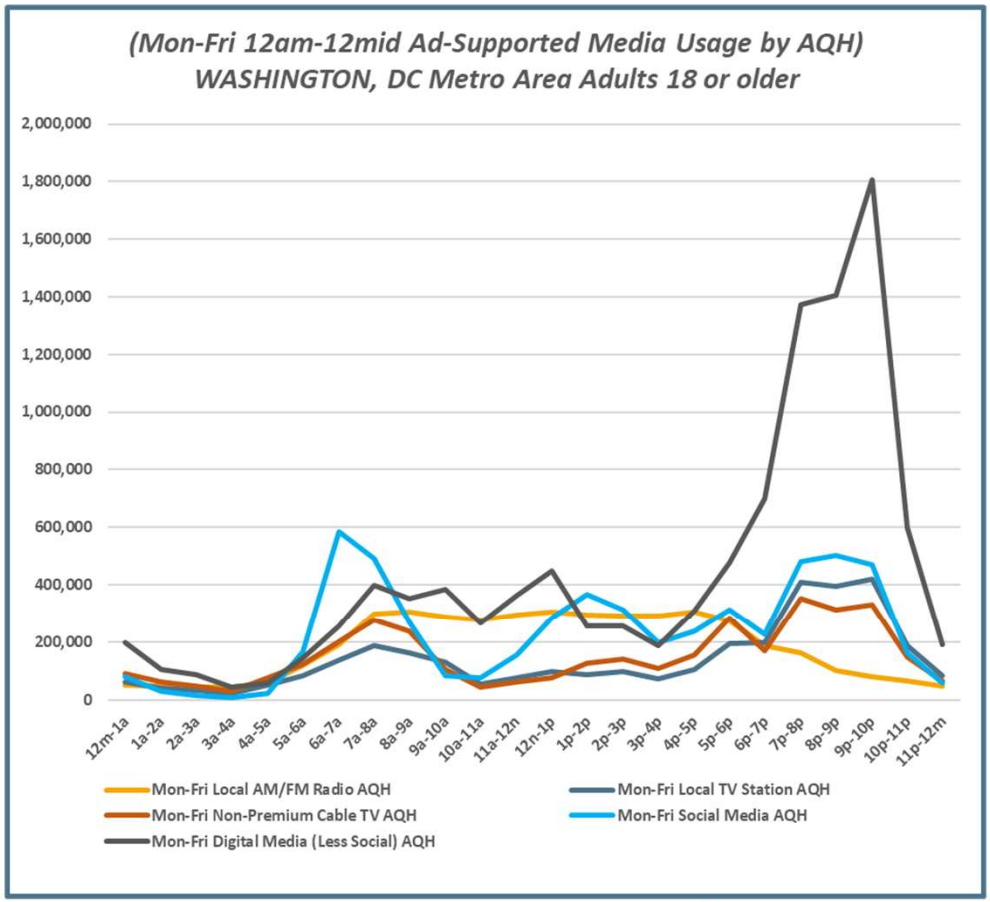
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Quick service restaurants used past 30 days: Starbucks

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 76,382; Social Media: 61,352; Local Radio: 59,425; Non-Prem. Cable: 35,903; Local TV: 24,172 reaching Adults 18 or older who used STARBUCKS in the past 30 days.





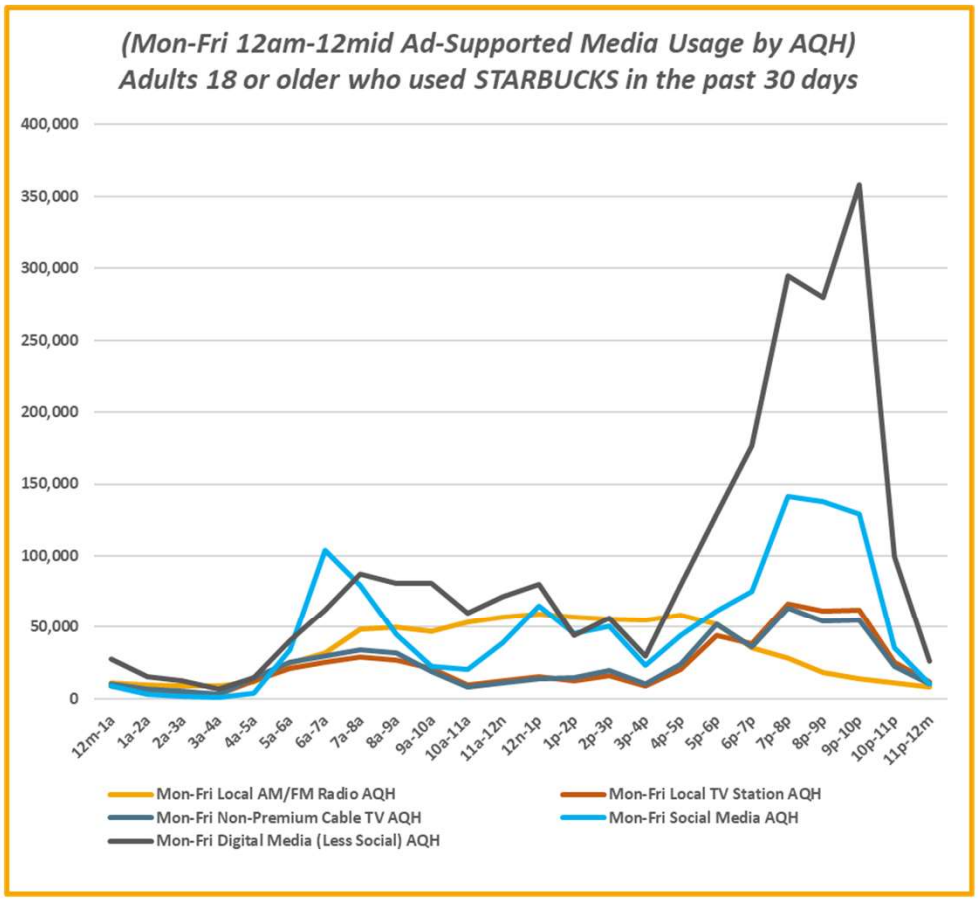
WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,136

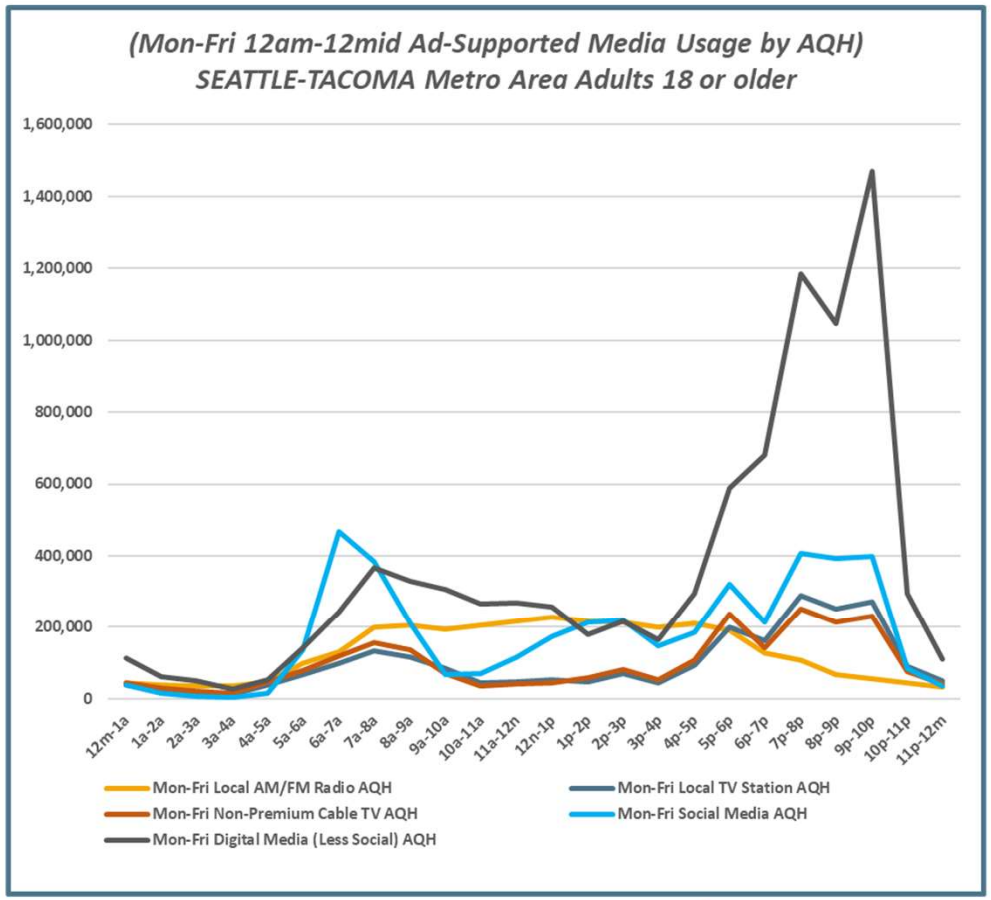
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Quick service restaurants used past 30 days: Starbucks

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 79,992; Social Media: 52,010; Local Radio: 50,860; Non-Prem. Cable: 23,412; Local TV: 21,476 reaching Adults 18 or older who used STARBUCKS in the past 30 days.





SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,009

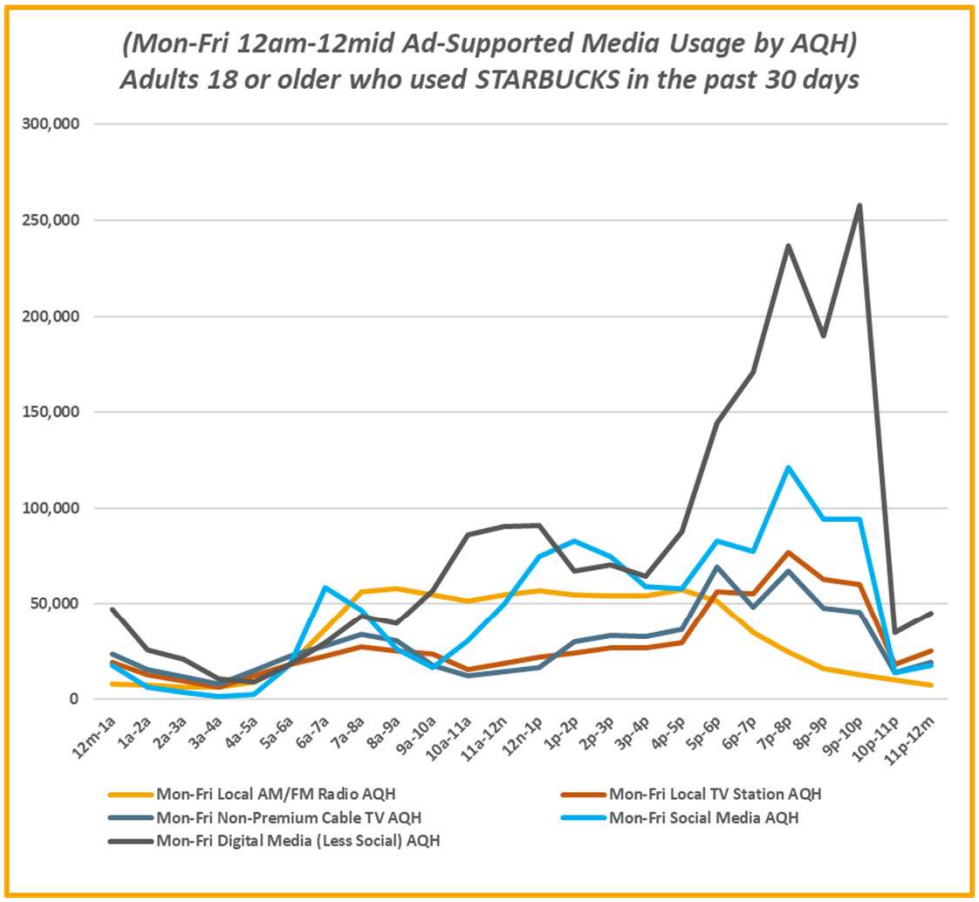
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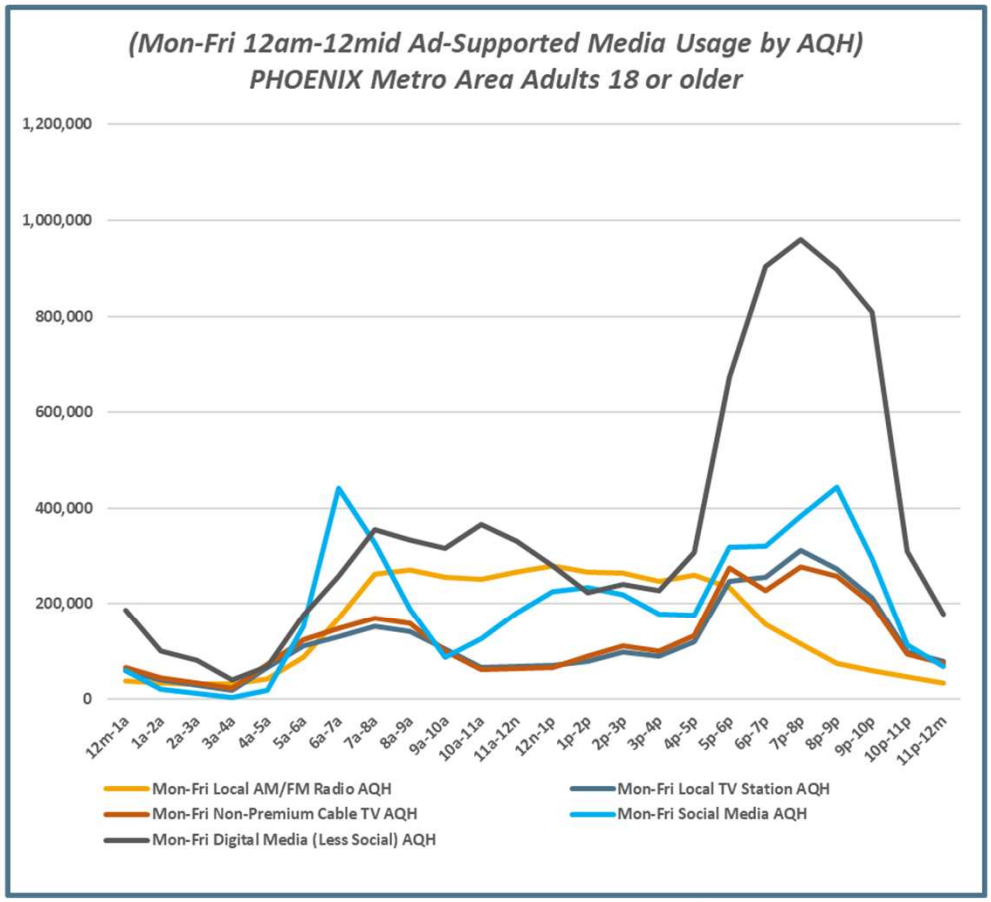
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Quick service restaurants used past 30 days: Starbucks

STARBUCKS PHX

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 80,230; Social Media: 56,805; Local Radio: 52,112; Non-Prem. Cable: 31,026; Local TV: 28,767 reaching Adults 18 or older who used STARBUCKS in the past 30 days.





PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 400

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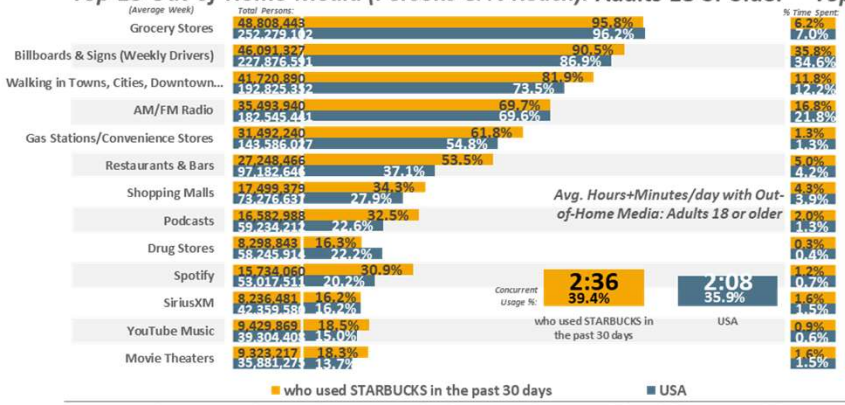
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Quick service restaurants used past 30 days: Starbucks

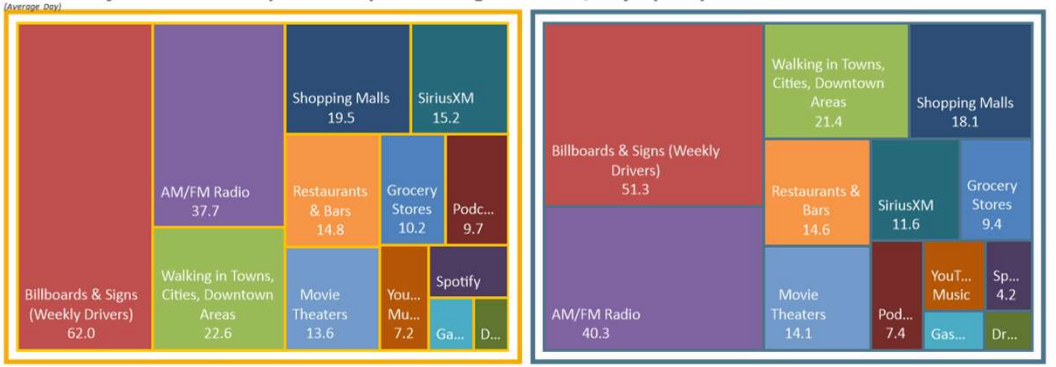
STARBUCKS USA

46,091,327 or 90.5% of Adults 18 or older who used STARBUCKS in the past 30 days spend an average of 62. minutes per day driving, seeing Billboards and Signs. 66.5% Listen to Local Radio Stations Out-of-Home for an average of 34.2 minutes/day.

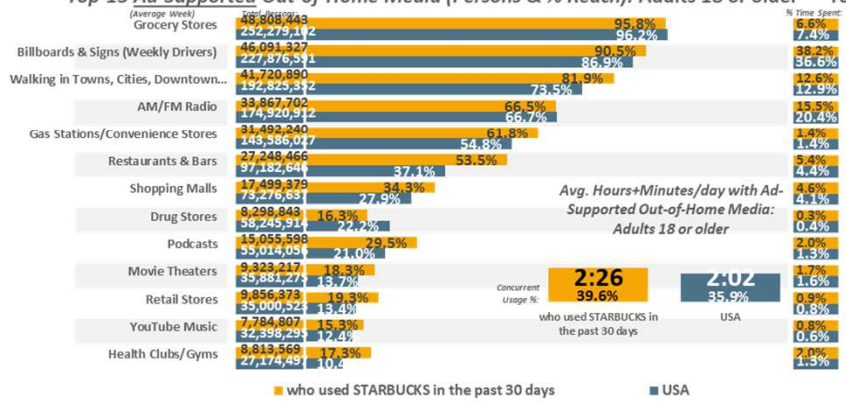
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



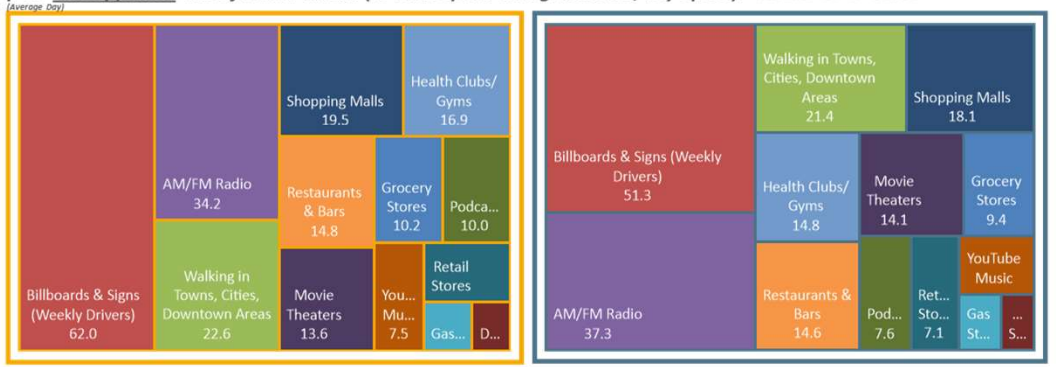
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 4,209

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

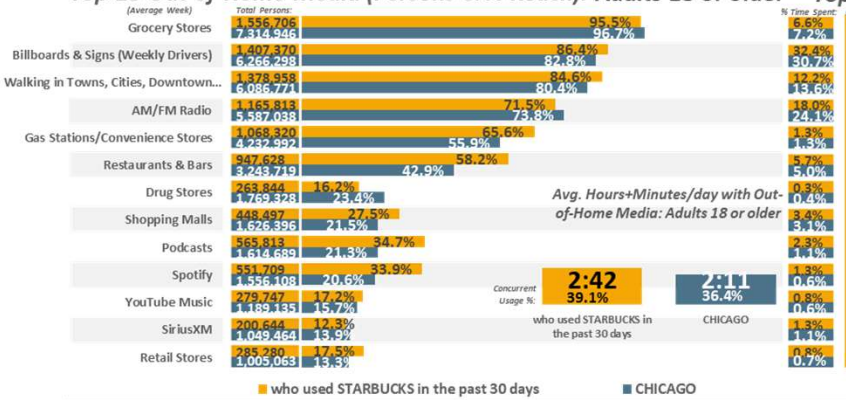
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Quick service restaurants used past 30 days: Starbucks

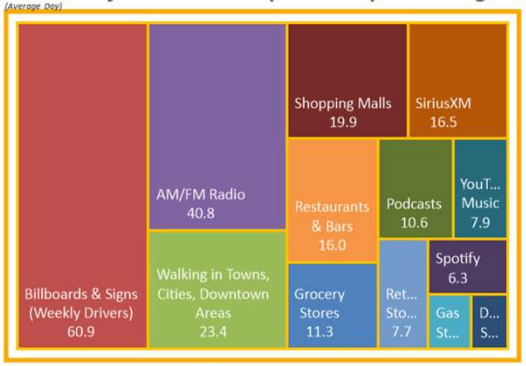


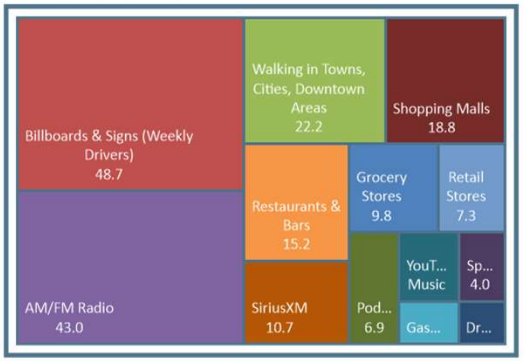
1,407,370 or 86.4% of Adults 18 or older who used STARBUCKS in the past 30 days spend an average of 60.9 minutes per day driving, seeing Billboards and Signs. 68.6% Listen to Local Radio Stations Out-of-Home for an average of 37.1 minutes/day.

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

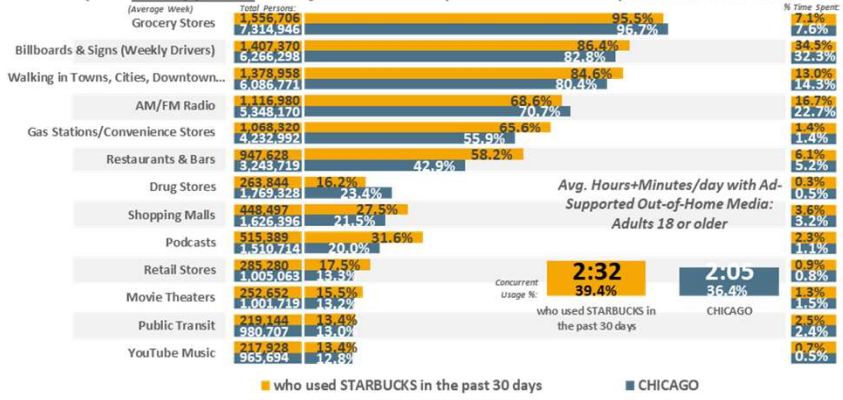


Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



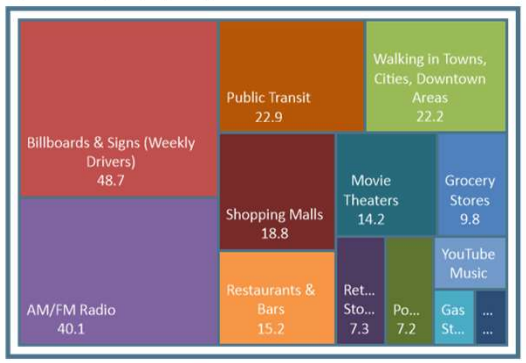


Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



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





CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 635

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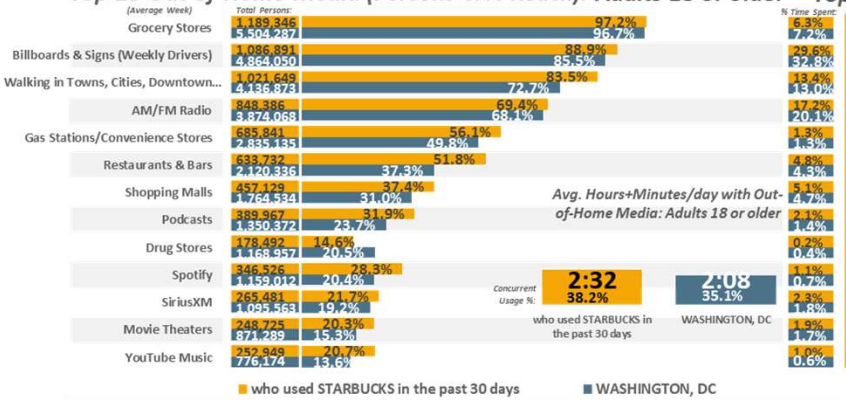
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Quick service restaurants used past 30 days: Starbucks

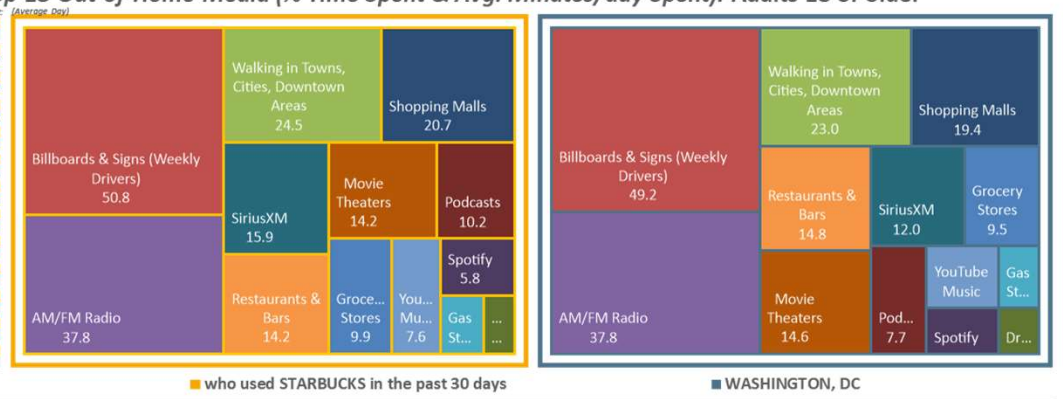


1,086,891 or 88.9% of Adults 18 or older who used STARBUCKS in the past 30 days spend an average of 50.8 minutes per day driving, seeing Billboards and Signs. 64.8% Listen to Local Radio Stations Out-of-Home for an average of 33. minutes/day.

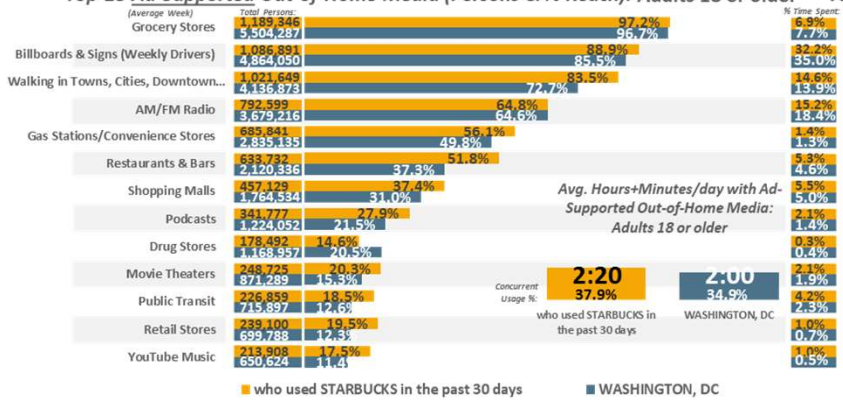
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



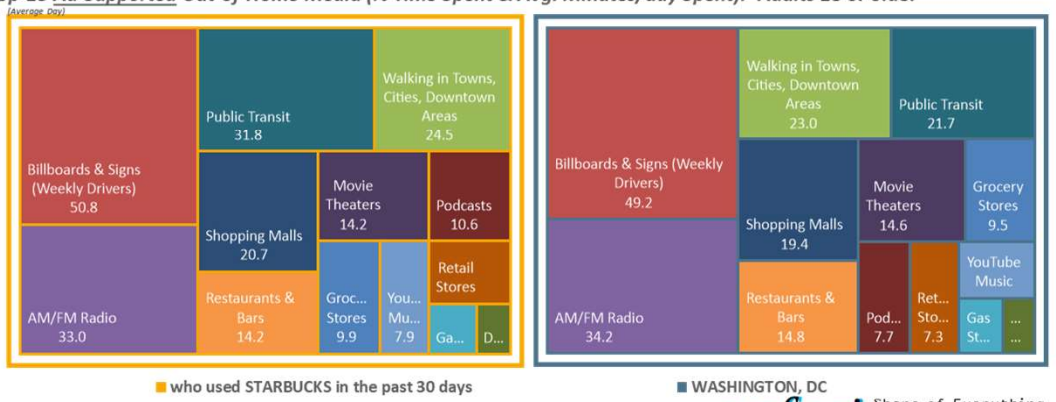
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,136

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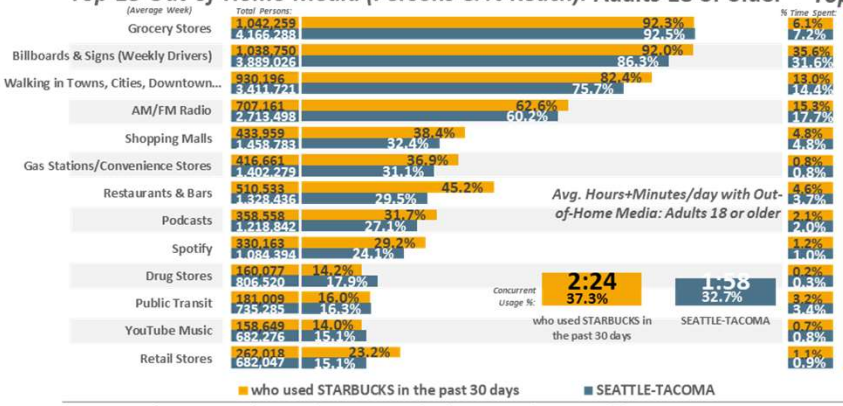
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Quick service restaurants used past 30 days: Starbucks

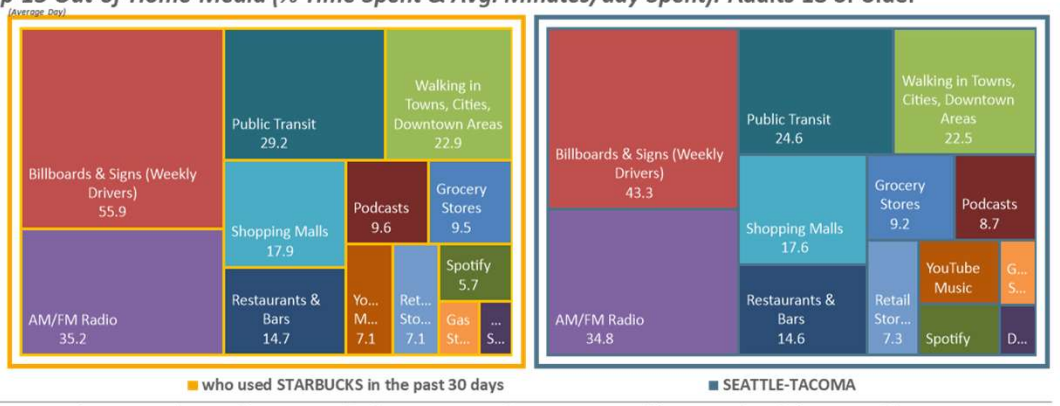


1,038,750 or 92.% of Adults 18 or older who used STARBUCKS in the past 30 days spend an average of 55.9 minutes per day driving, seeing Billboards and Signs. 60.4% Listen to Local Radio Stations Out-of-Home for an average of 31.7 minutes/day.

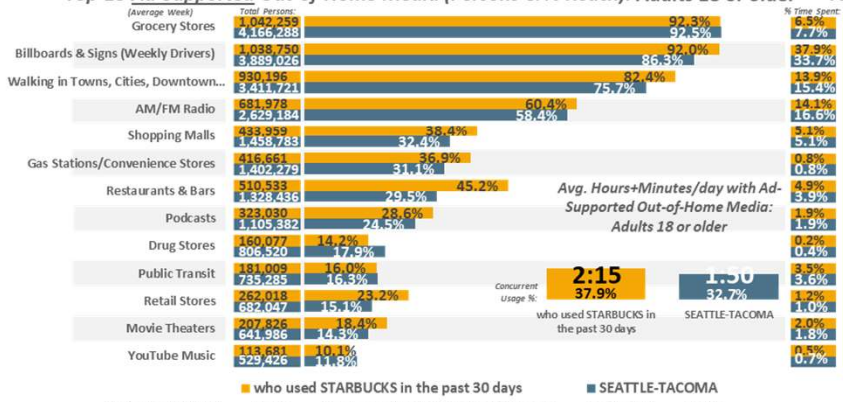
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



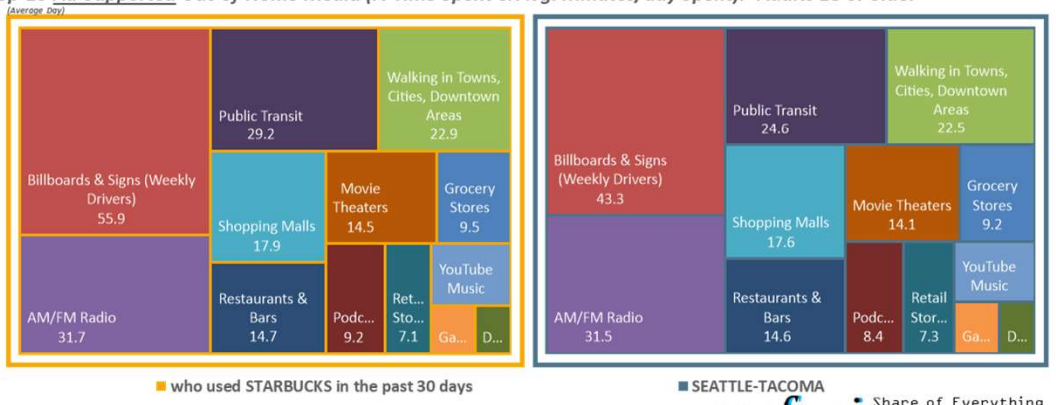
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,009

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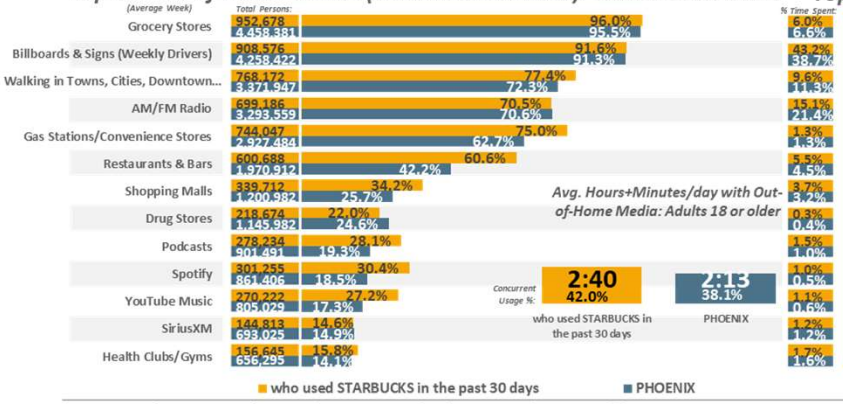
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Quick service restaurants used past 30 days: Starbucks

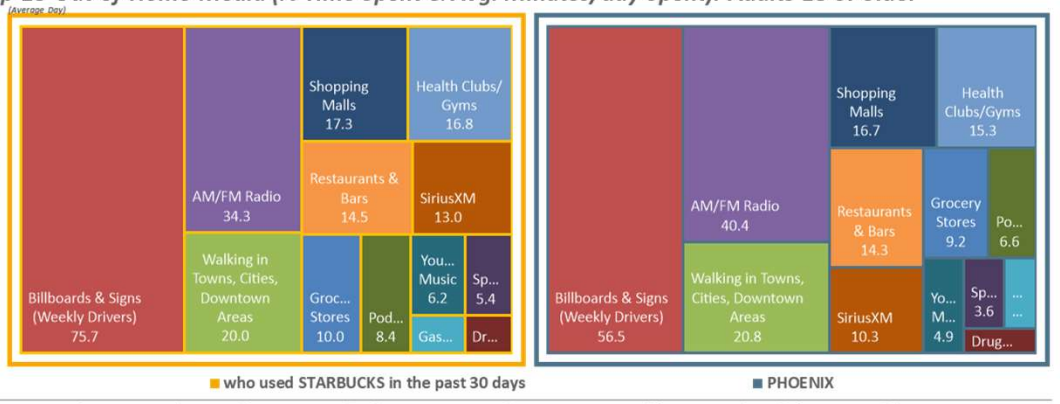
STARBUCKS PHX

908,576 or 91.6% of Adults 18 or older who used STARBUCKS in the past 30 days spend an average of 75.7 minutes per day driving, seeing Billboards and Signs. 67.6% Listen to Local Radio Stations Out-of-Home for an average of 31.5 minutes/day.

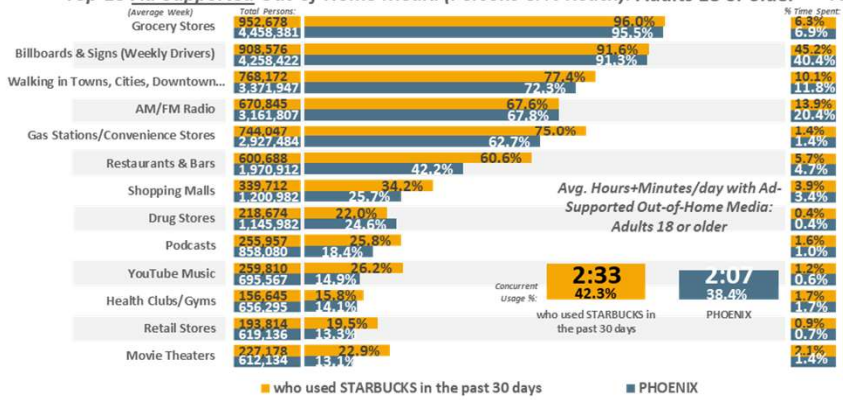
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



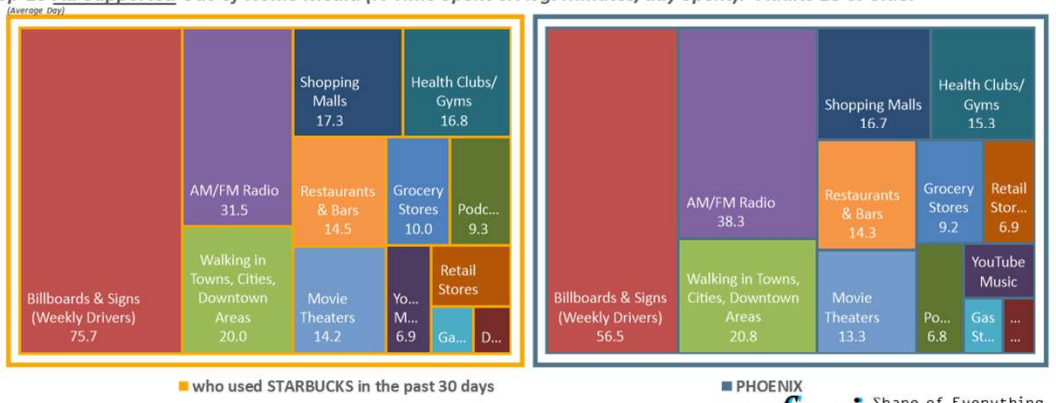
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 400

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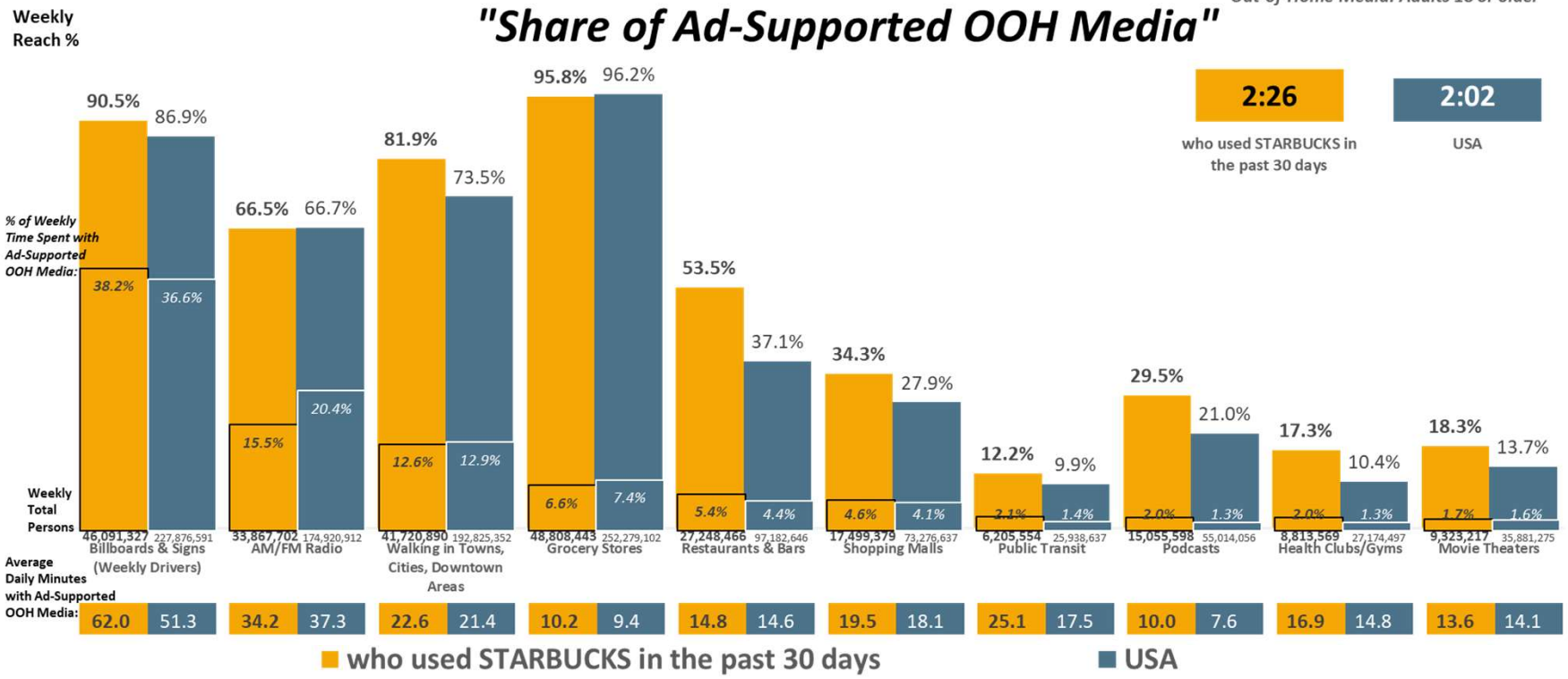
Quick service restaurants used past 30 days: Starbucks



46,091,327 or 90.5% of Adults 18 or older who used STARBUCKS in the past 30 days spend an average of 62. minutes per day driving, seeing Billboards and Signs representing 38.2% 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

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 4,209

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

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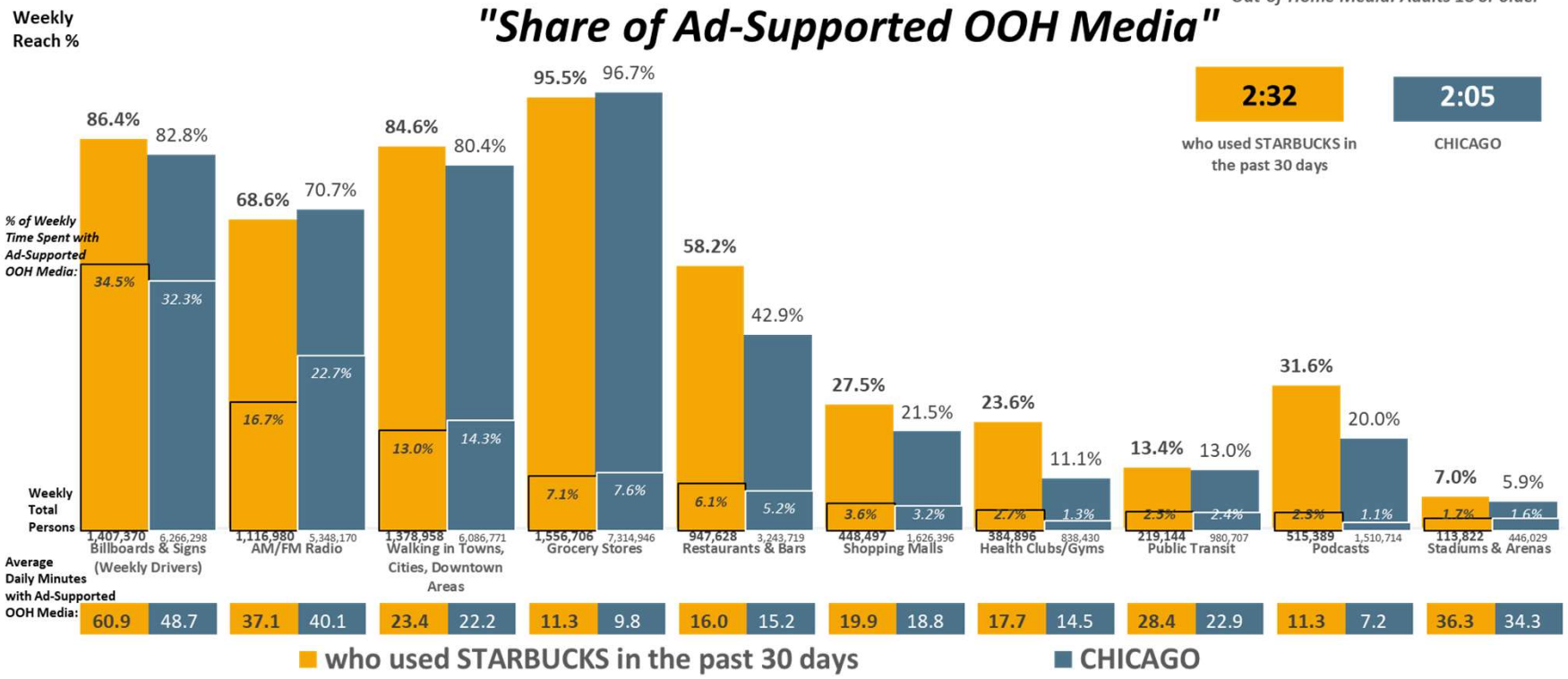
Quick service restaurants used past 30 days: Starbucks



1,407,370 or 86.4% of Adults 18 or older who used STARBUCKS in the past 30 days spend an average of 60.9 minutes per day driving, seeing Billboards and Signs representing 34.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 635 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

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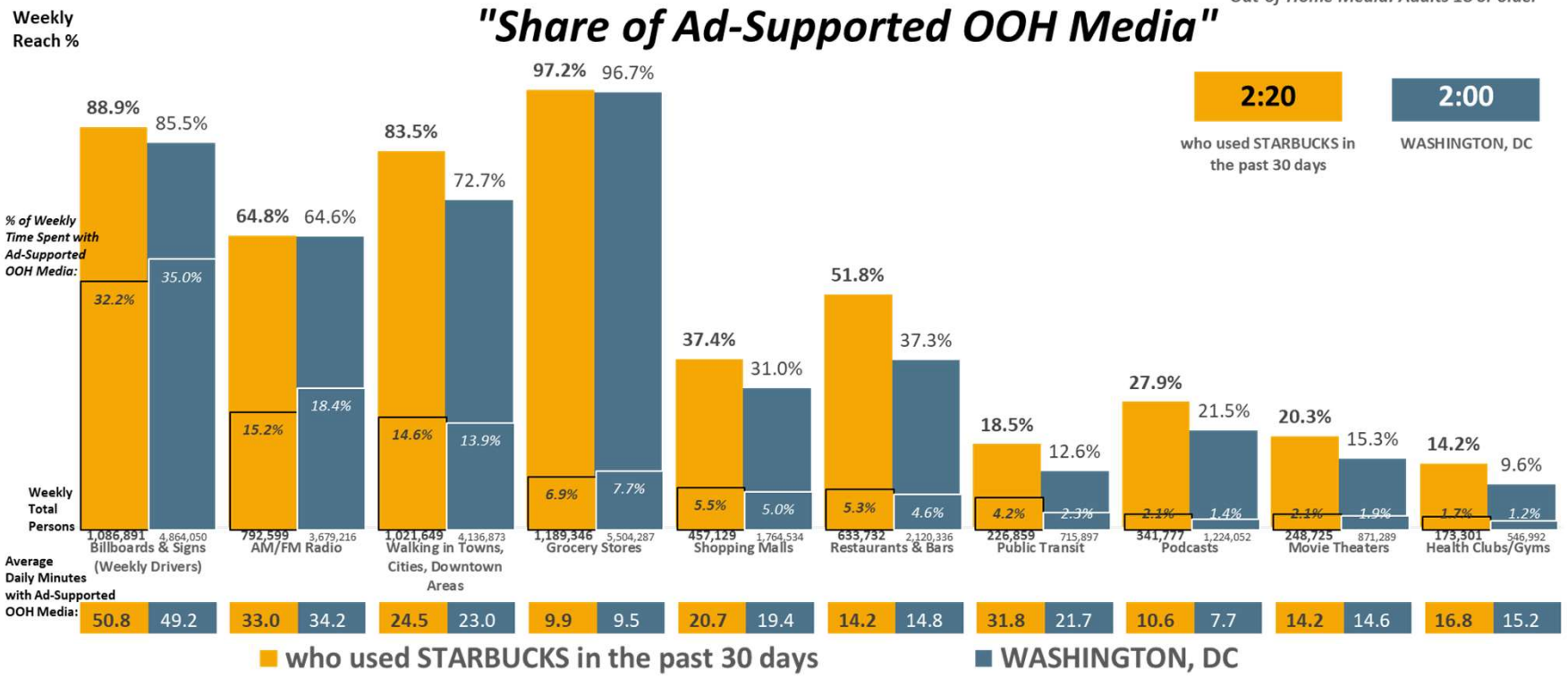
Quick service restaurants used past 30 days: Starbucks



1,086,891 or 88.9% of Adults 18 or older who used STARBUCKS in the past 30 days spend an average of 50.8 minutes per day driving, seeing Billboards and Signs representing 32.2% 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

"Share of Ad-Supported OOH Media"



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,136 WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

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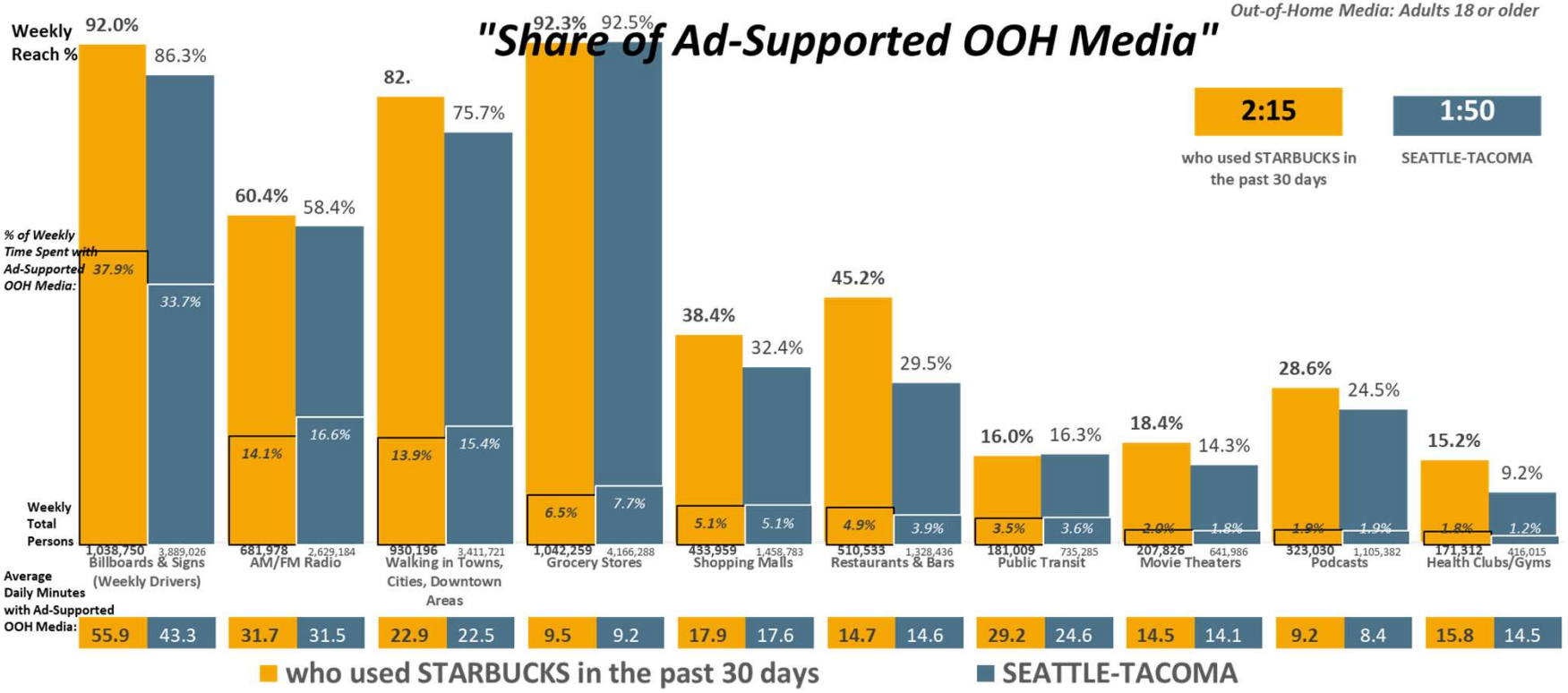
Quick service restaurants used past 30 days: Starbucks



1,038,750 or 92.% of Adults 18 or older who used STARBUCKS in the past 30 days spend an average of 55.9 minutes per day driving, seeing Billboards and Signs representing 37.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,009 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

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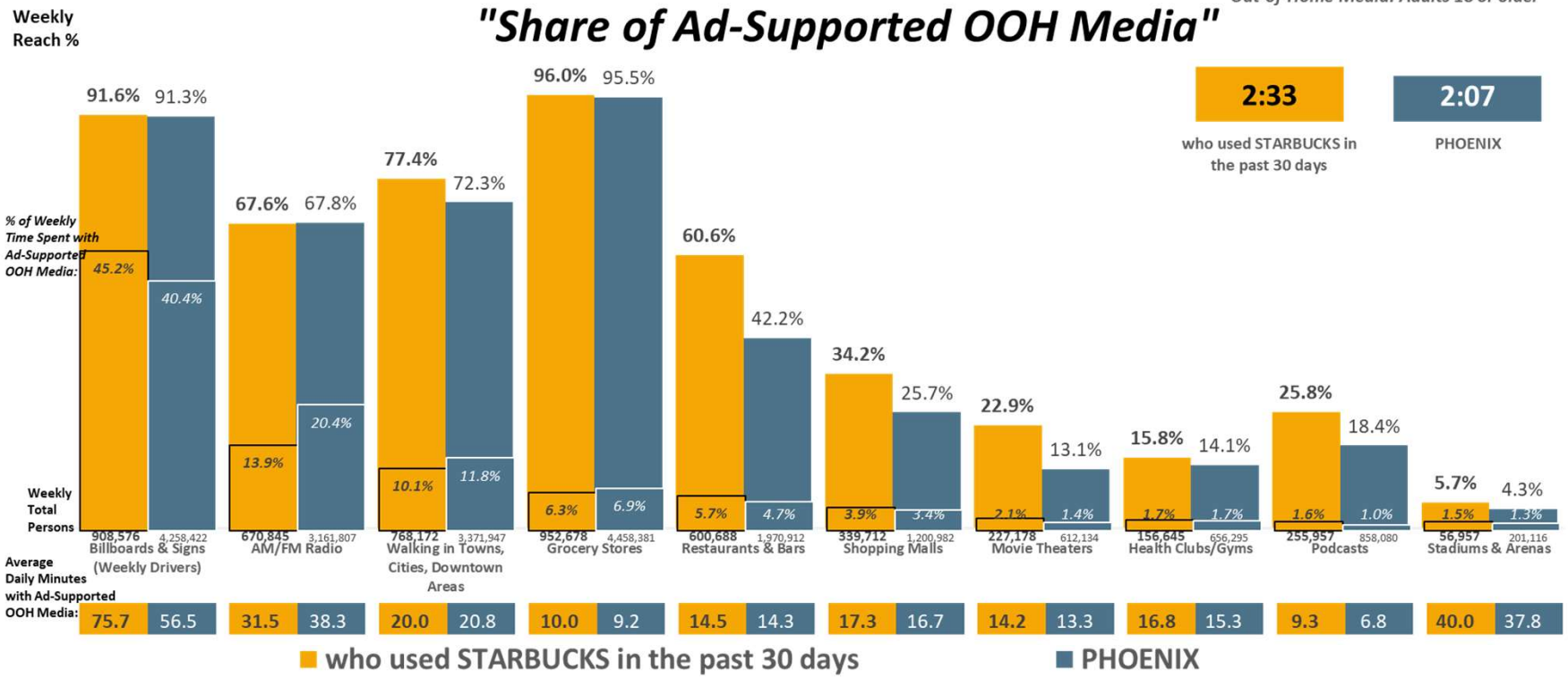
Quick service restaurants used past 30 days: Starbucks



908,576 or 91.6% of Adults 18 or older who used STARBUCKS in the past 30 days spend an average of 75.7 minutes per day driving, seeing Billboards and Signs representing 45.2% 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

"Share of Ad-Supported OOH Media"



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 400 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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Quick service restaurants used past 30 days: Starbucks



1,407,370 or 86.4% of Adults 18 or older who used STARBUCKS in the past 30 days spend an average of 60.9 minutes per day driving an average of 35.4 miles each day and are 65.9% more likely to use Ronald Reagan Memorial Tollway (I-88) than the Metro averag

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

	who used STARBUCKS in the past 30 days		CHICAGO	
Dan Ryan Expressway (I-90/I-94)	672,517	41.3%	2,107,090	27.8%
Kennedy Expressway (I-90/I-94)	579,767	35.6%	1,644,472	21.7%
Stevenson Expressway (I-55)	513,463	31.5%	1,535,131	20.3%
Eisenhower Expressway (I-290)	450,160	27.6%	1,862,870	24.6%
Harlem Avenue	404,809	24.8%	1,530,251	20.2%
I-355/Veterans Memorial Tollway	393,391	24.1%	1,208,461	16.0%
LaGrange Road	370,887	22.8%	1,207,395	16.0%
Cicero Avenue	369,306	22.7%	1,540,447	20.4%
Ronald Reagan Memorial Tollway (I-88)	355,264	21.8%	994,166	13.1%
Route 38 (Roosevelt Road)	347,479	21.3%	1,249,848	16.5%
Edens Expressway (I-94)	338,608	20.8%	1,057,229	14.0%
Route 34 (Ogden Avenue)	321,999	19.8%	1,280,291	16.9%
Tristate Tollway (I-294/I-94)	316,205	19.4%	1,432,354	18.9%
Route 59	315,342	19.4%	1,079,211	14.3%
Route 64 (North Avenue)	306,196	18.8%	1,247,796	16.5%
Jane Addams Memorial Tollway (I-90)	295,854	18.2%	862,545	11.4%
Western Avenue	291,501	17.9%	1,154,070	15.3%
US 20	260,115	16.0%	1,046,601	13.8%
I-57	255,638	15.7%	975,754	12.9%
Route 53	254,607	15.6%	880,052	11.6%
Fullerton Avenue	238,285	14.6%	827,057	10.9%
1st Avenue	226,588	13.9%	723,694	9.6%
US 83	225,168	13.8%	951,835	12.6%
Touhy Avenue	225,120	13.8%	772,084	10.2%
Route 41	195,741	12.0%	707,746	9.4%
Kingery Expressway (I-80/I-94)	182,042	11.2%	470,799	6.2%

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

Avg. Miles/Day Driving:



who used STARBUCKS in the past 30 days



CHICAGO

Top-26 Residential Zip Codes: Adults 18 or older

60120	48,901	3.00%	68,590	0.91%
60402	48,884	3.00%	194,545	2.57%
60073	48,226	2.96%	101,498	1.34%
60505	39,091	2.40%	91,019	1.20%
60609	31,976	1.96%	66,211	0.88%
60651	29,386	1.80%	63,980	0.85%
60201	28,006	1.72%	45,949	0.61%
60608	25,826	1.58%	65,225	0.86%
60108	25,764	1.58%	40,018	0.53%
60629	25,671	1.58%	162,355	2.15%
60647	23,306	1.43%	56,953	0.75%
60654	20,760	1.27%	47,991	0.63%
60131	20,504	1.26%	26,42	0.35%
60030	20,438	1.25%	31,090	0.41%
60435	19,205	1.18%	62,447	0.83%
46350	18,848	1.16%	54,209	0.72%
60085	18,511	1.14%	97,771	1.29%
60657	18,416	1.13%	68,917	0.91%
60614	18,344	1.13%	44,303	0.59%
60101	18,046	1.11%	79,575	1.05%
60056	16,442	1.01%	31,009	0.41%
60613	16,390	1.01%	55,903	0.74%
60623	16,150	0.99%	49,927	0.66%
60096	15,847	0.97%	16,[illegible]	.22%
60632	15,170	0.93%	72,396	0.96%
60452	14,973	0.92%	27,52	0.36%

Top-26 Employment Zip Codes: Adults 18 or older

60606	44,335	2.72%	133,580	1.77%
60611	39,681	2.44%	93,844	1.24%
60120	38,759	2.38%	59,712	0.79%
60601	37,509	2.30%	121,994	1.61%
60647	24,692	1.52%	29,288	0.39%
60010	23,793	1.46%	27,003	0.36%
60604	21,387	1.31%	48,112	0.64%
60435	20,795	1.28%	28,696	0.38%
60131	20,504	1.26%	21,647	0.29%
60056	20,189	1.24%	42,938	0.57%
60607	19,095	1.17%	63,010	0.83%
60030	18,761	1.15%	23,956	0.32%
60452	18,419	1.13%	18,4[illegible]	0.24%
60099	17,262	1.06%	19,38	0.26%
60603	16,890	1.04%	59,849	0.79%
60654	16,372	1.00%	36,577	0.48%
60614	15,065	0.92%	32,602	0.43%
60637	14,291	0.88%	19,32	0.26%
60612	13,986	0.86%	43,142	0.57%
46322	13,600	0.83%	23,187	0.31%
60608	13,382	0.82%	50,461	0.67%
60085	12,947	0.79%	51,598	0.68%
78741	0	0.00%	0	0.00%
60160	12,107	0.74%	19,52	0.26%
60201	12,050	0.74%	20,90[illegible]	0.28%
60418	11,821	0.73%	14,2	0.19%

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CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 635

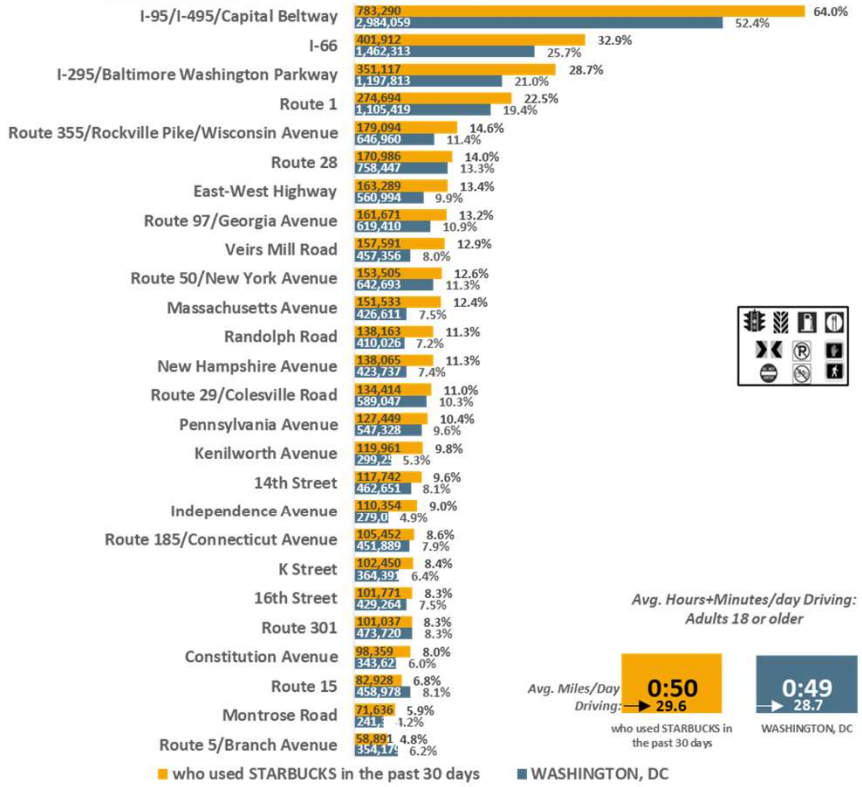
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Quick service restaurants used past 30 days: Starbucks



1,086,891 or 88.9% of Adults 18 or older who used STARBUCKS in the past 30 days spend an average of 50.8 minutes per day driving an average of 29.6 miles each day and are 86.5% more likely to use Kenilworth Avenue than the Metro average.

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



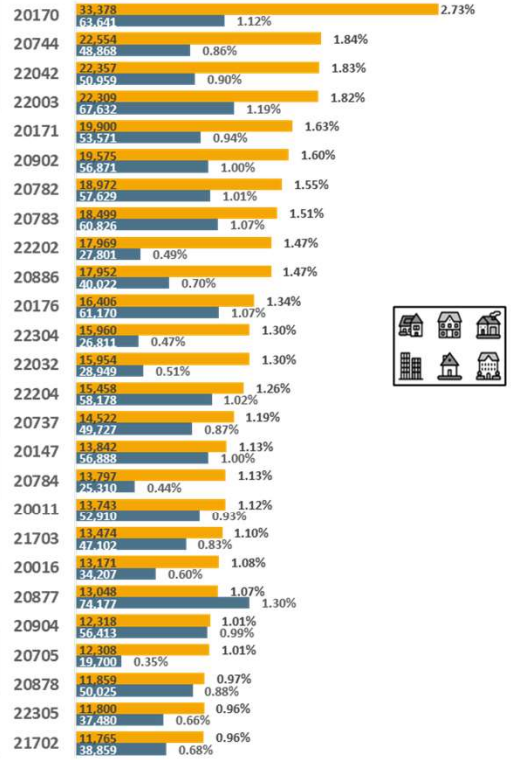
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: 29.6

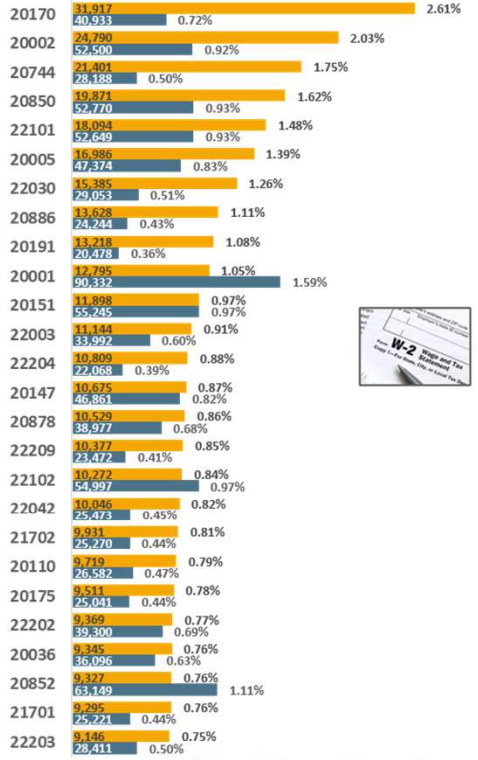
0:50 who used STARBUCKS in the past 30 days

0:49 → 28.7 WASHINGTON, DC

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,136

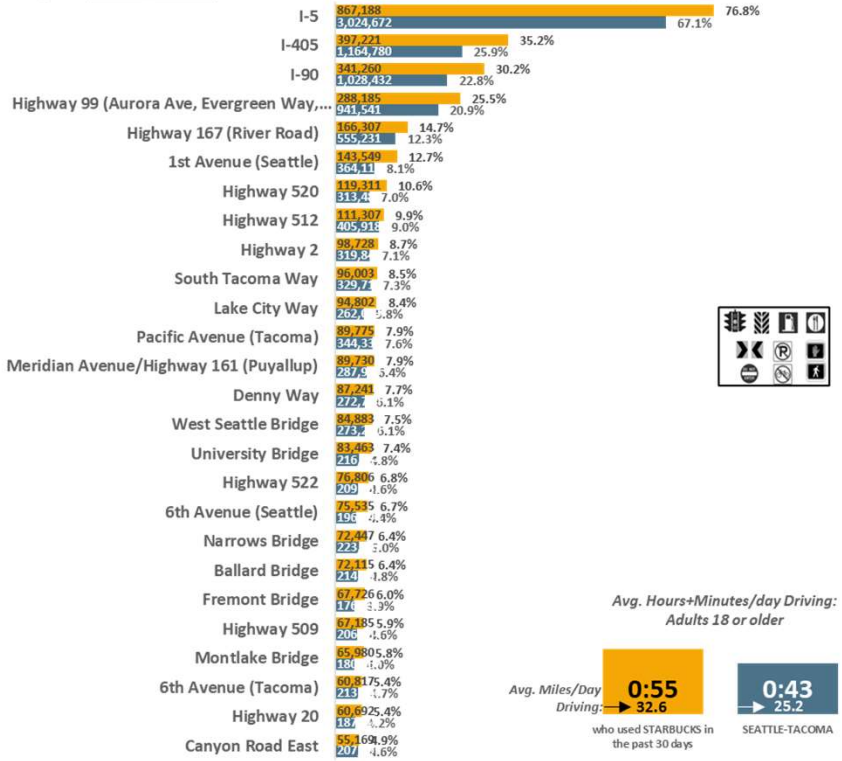
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Quick service restaurants used past 30 days: Starbucks



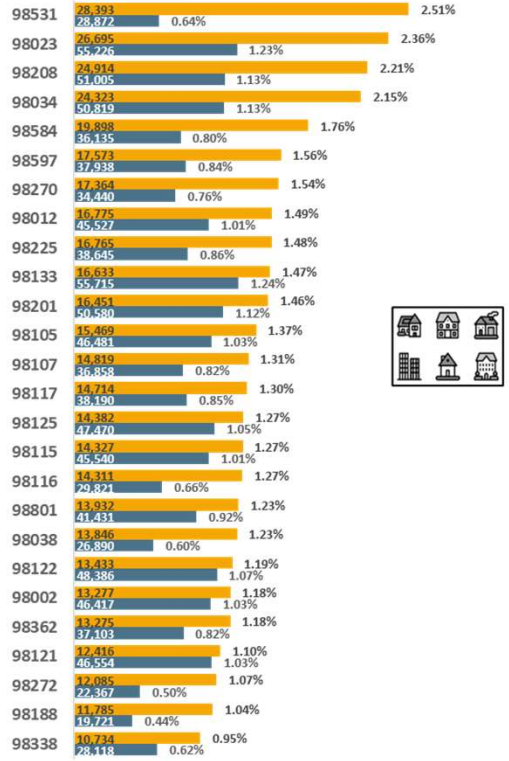
1,038,750 or 92.% of Adults 18 or older who used STARBUCKS in the past 30 days spend an average of 55.9 minutes per day driving an average of 32.6 miles each day and are 57.2% more likely to use 1st Avenue (Seattle) than the Metro average.

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

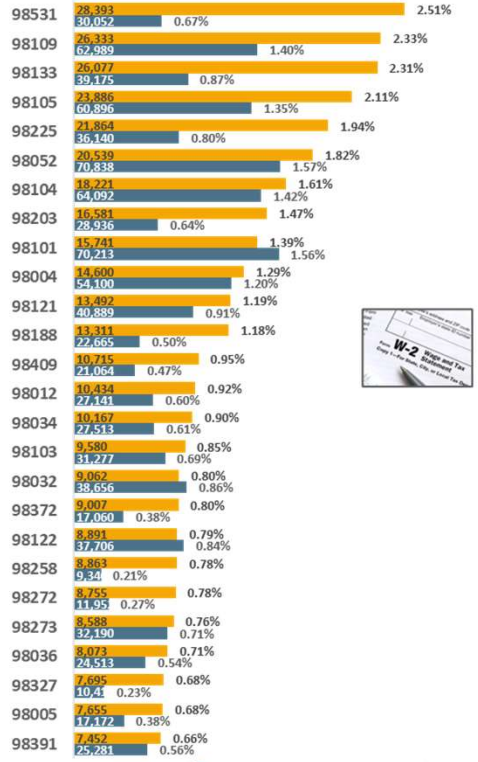


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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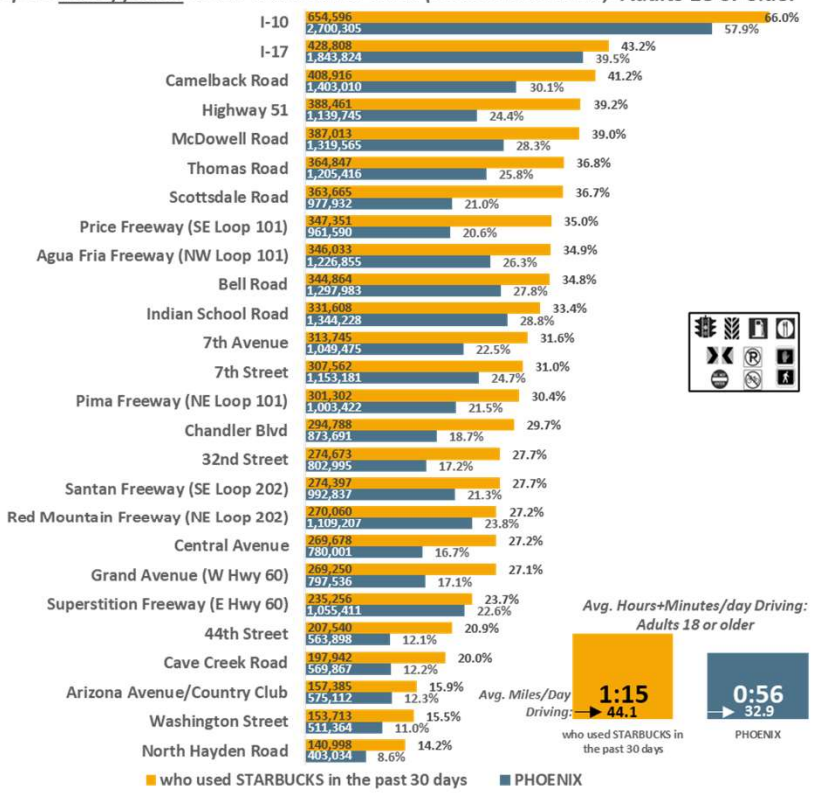
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Quick service restaurants used past 30 days: Starbucks

STARBUCKS PHX

908,576 or 91.6% of Adults 18 or older who used STARBUCKS in the past 30 days spend an average of 75.7 minutes per day driving an average of 44.1 miles each day and are 74.9% more likely to use Scottsdale Road than the Metro average.

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



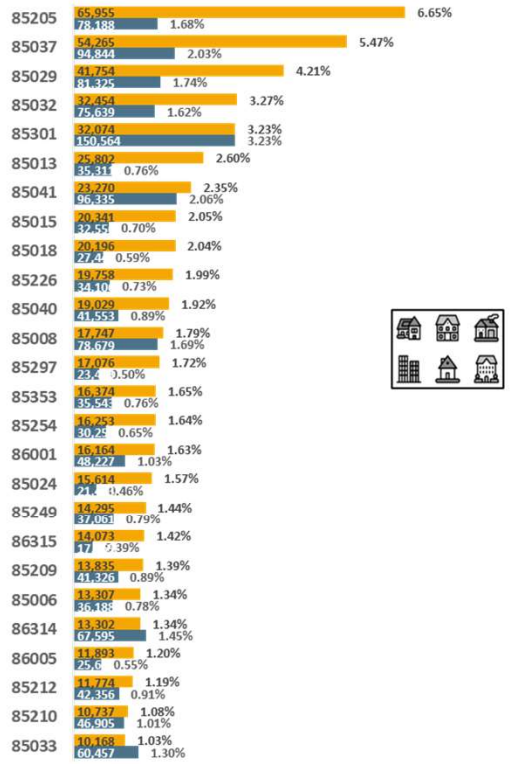
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: 44.1

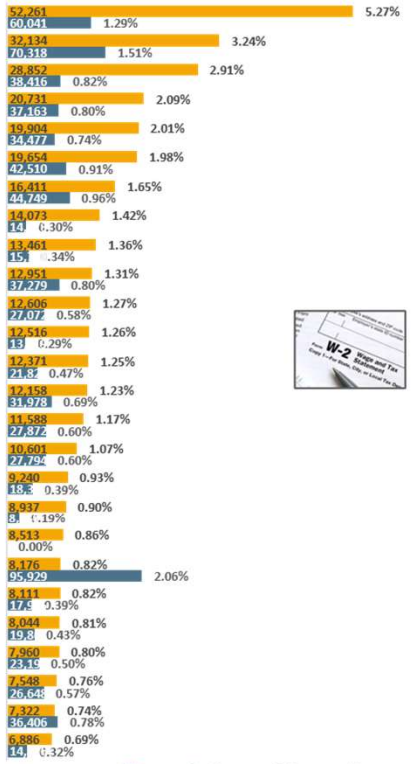
1:15 who used STARBUCKS in the past 30 days

0:56 (32.9) PHOENIX

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



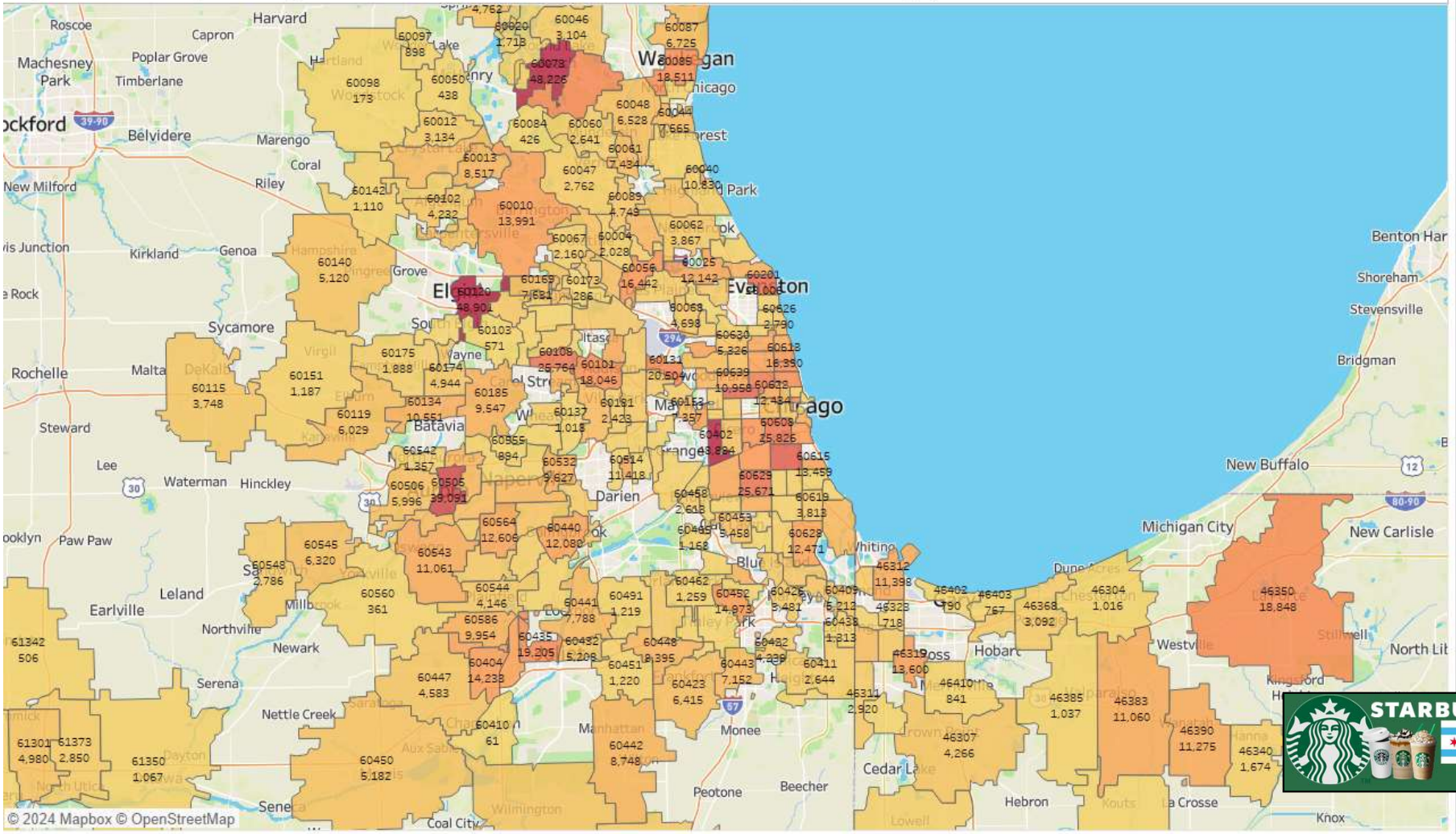
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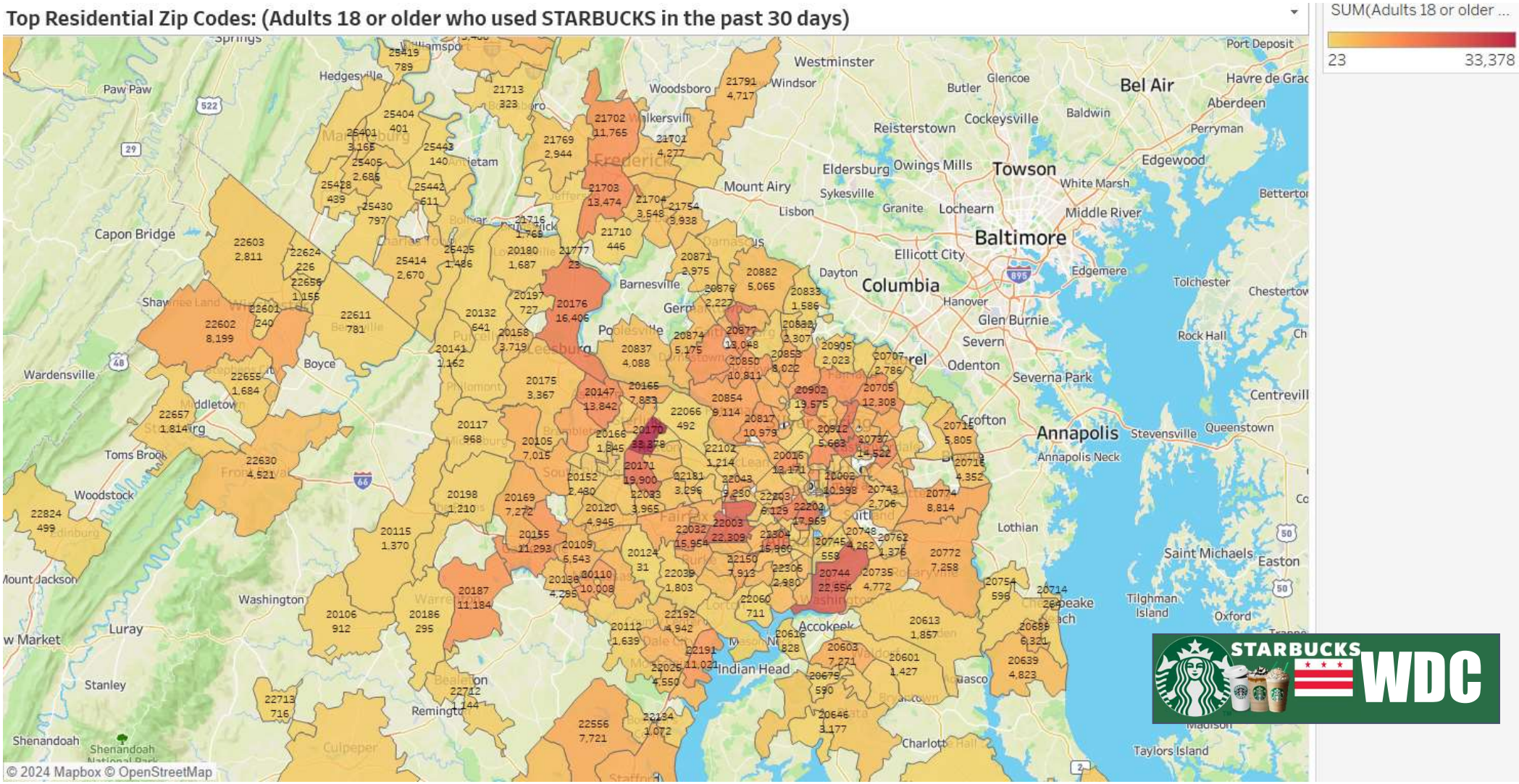
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Quick service restaurants used past 30 days: Starbucks

Top Residential Zip Codes: (Adults 18 or older who used STARBUCKS in the past 30 days)

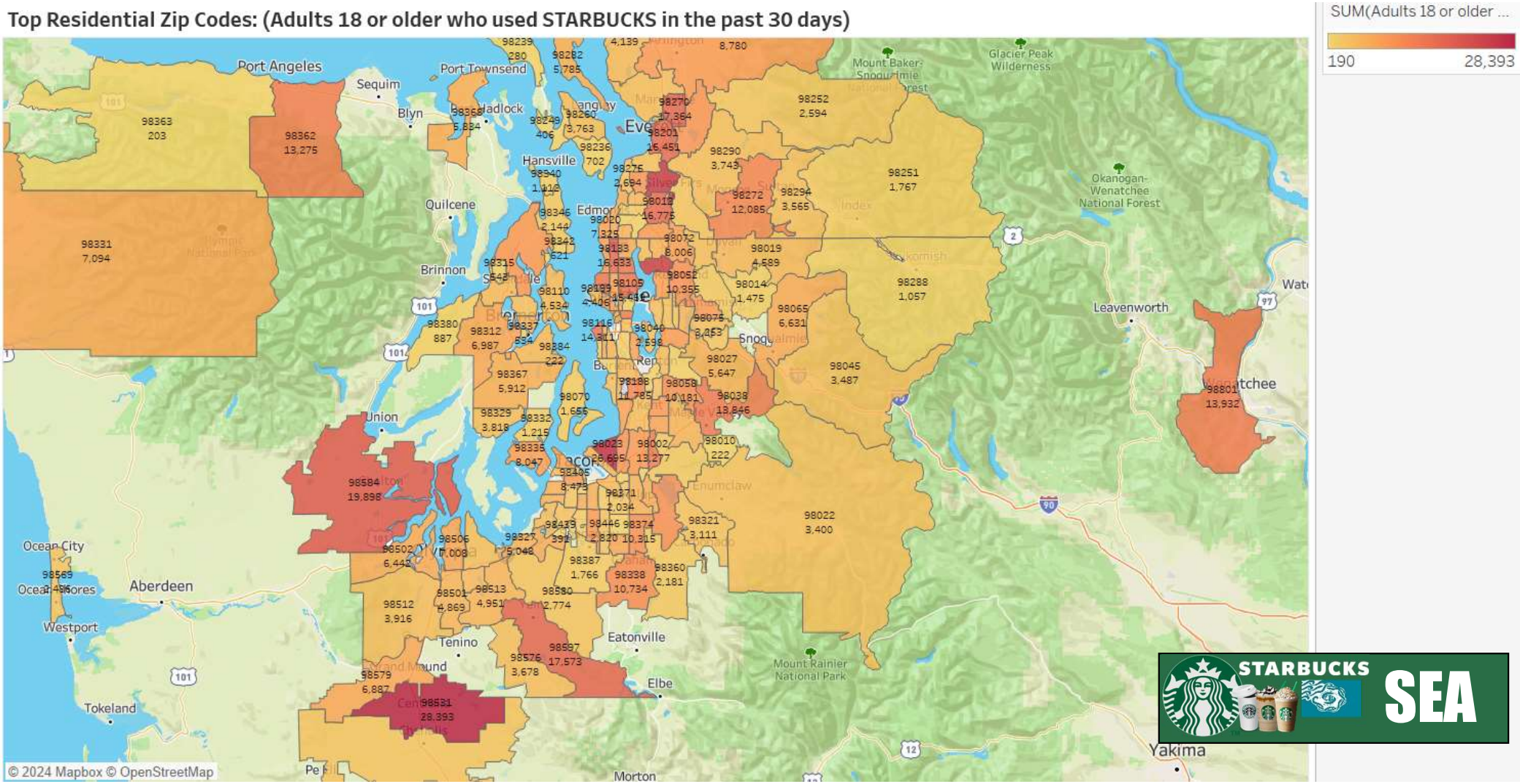


Top Residential Zip Codes: (Adults 18 or older who used STARBUCKS in the past 30 days)



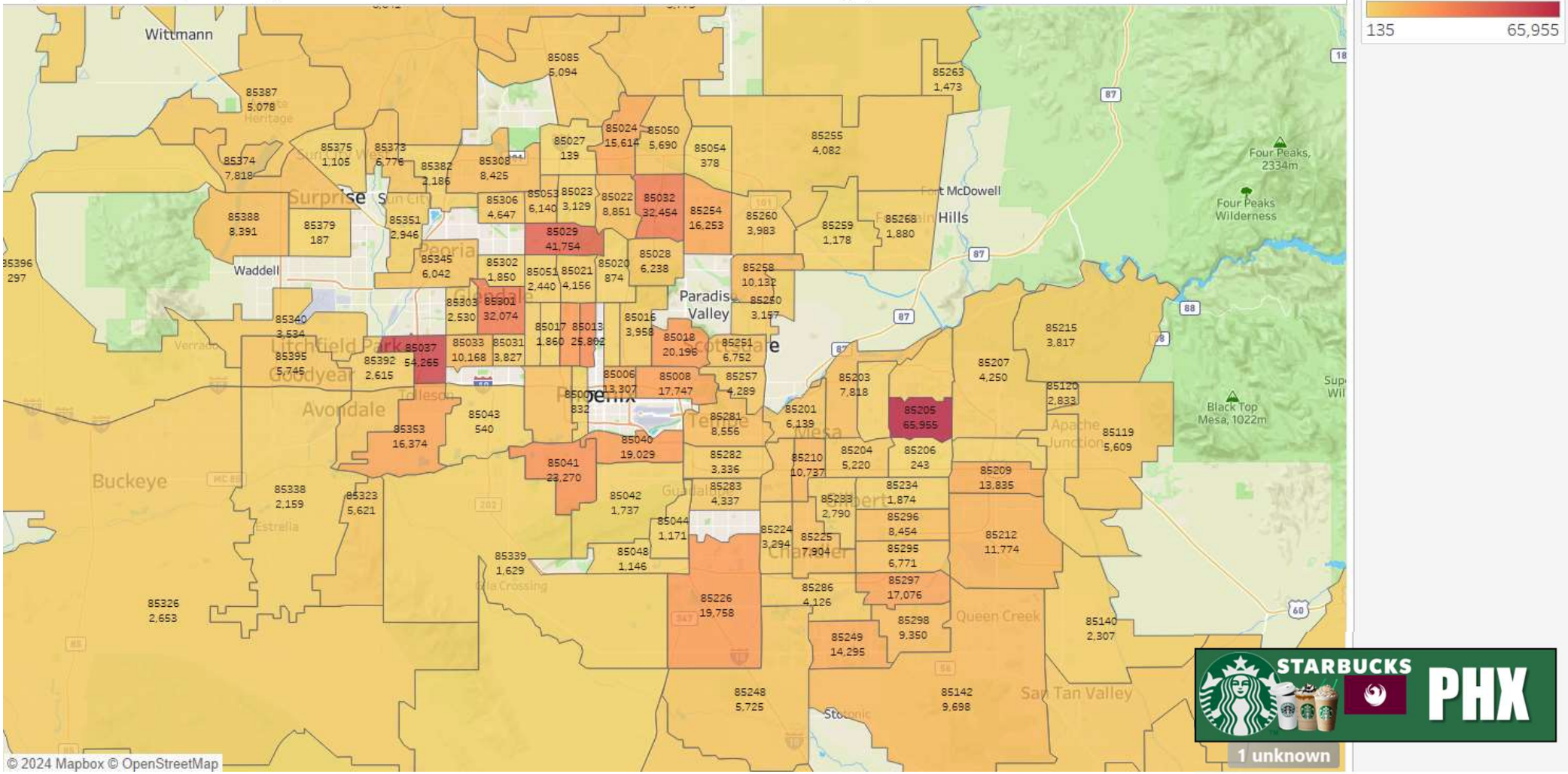
Quick service restaurants used past 30 days: Starbucks

Top Residential Zip Codes: (Adults 18 or older who used STARBUCKS in the past 30 days)



Quick service restaurants used past 30 days: Starbucks

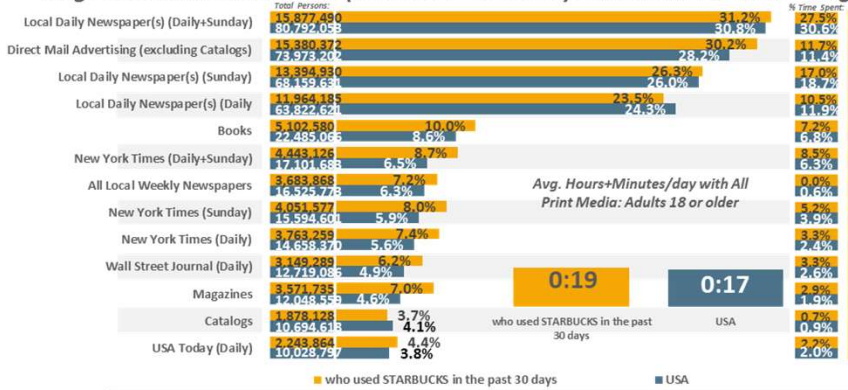
Top Residential Zip Codes: (Adults 18 or older who used STARBUCKS in the past 30 days)



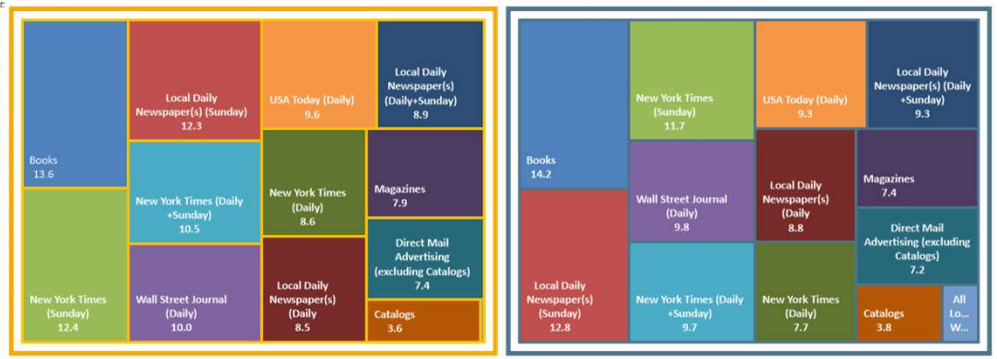
Quick service restaurants used past 30 days: Starbucks

15,877,490 or 31.2% of Adults 18 or older who used STARBUCKS in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.9 minutes every day representing 29.6% of all time spent daily with All forms of Print Media.

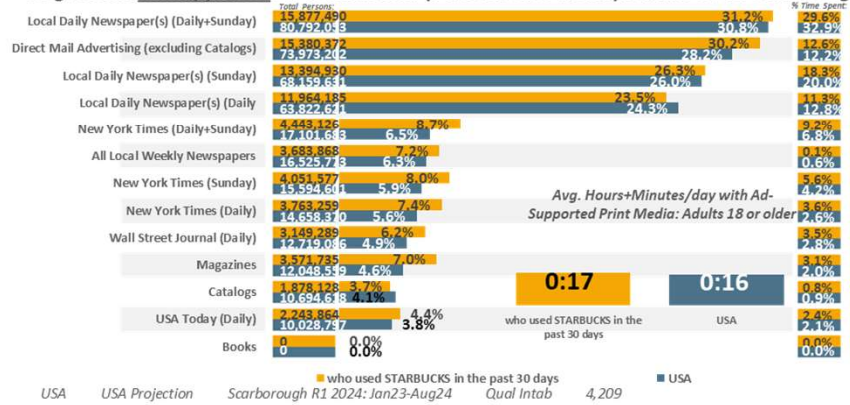
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 4,209

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

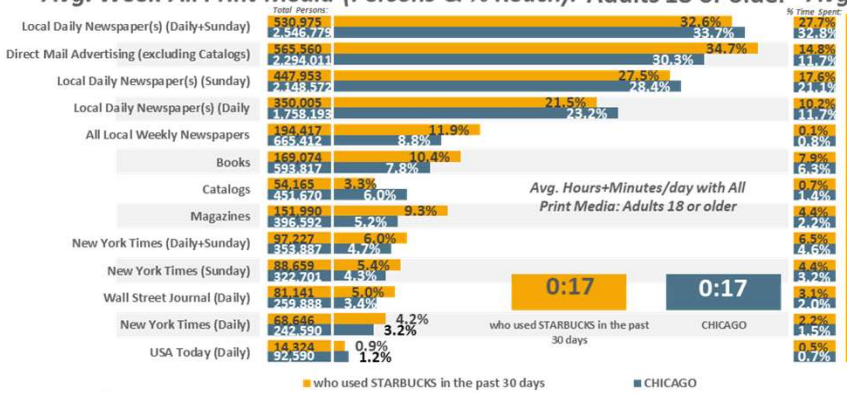
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Quick service restaurants used past 30 days: Starbucks

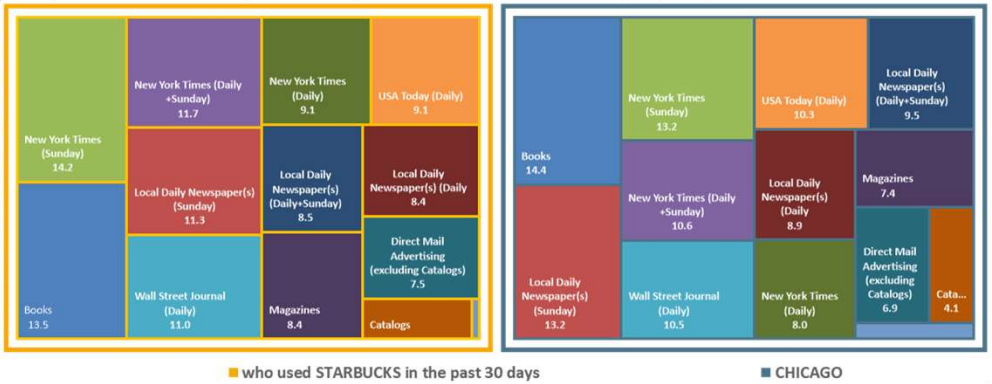
STARBUCKS CHI

530,975 or 32.6% of Adults 18 or older who used STARBUCKS in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.5 minutes every day representing 30.1% of all time spent daily with All forms of Print Media.

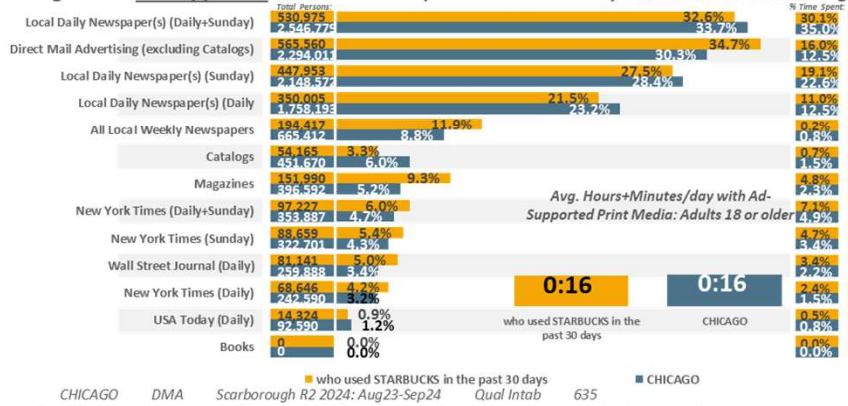
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



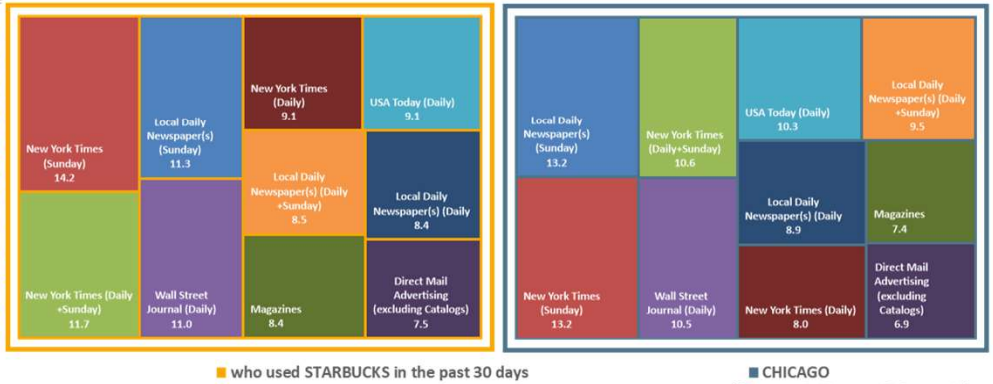
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 635

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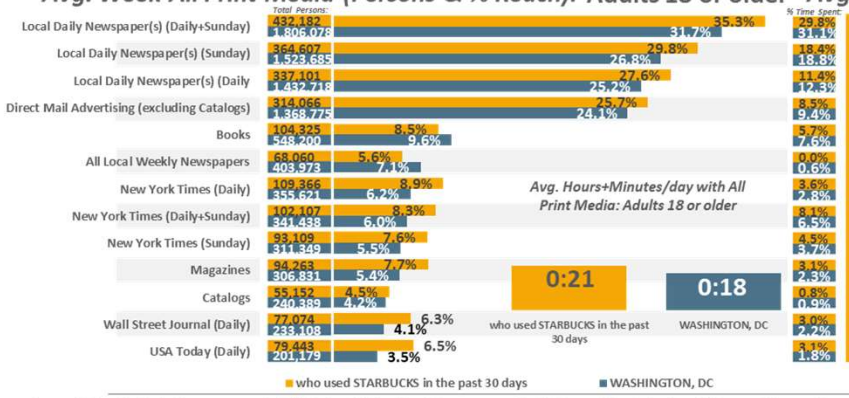
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Quick service restaurants used past 30 days: Starbucks

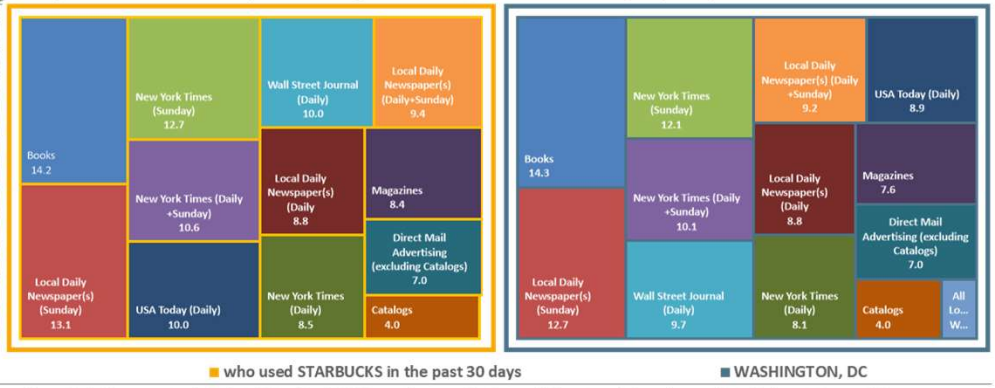


432,182 or 35.3% of Adults 18 or older who used STARBUCKS in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.4 minutes every day representing 31.6% of all time spent daily with All forms of Print Media.

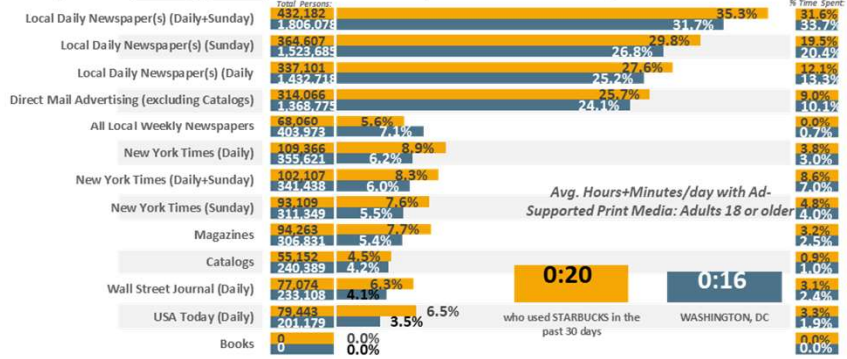
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



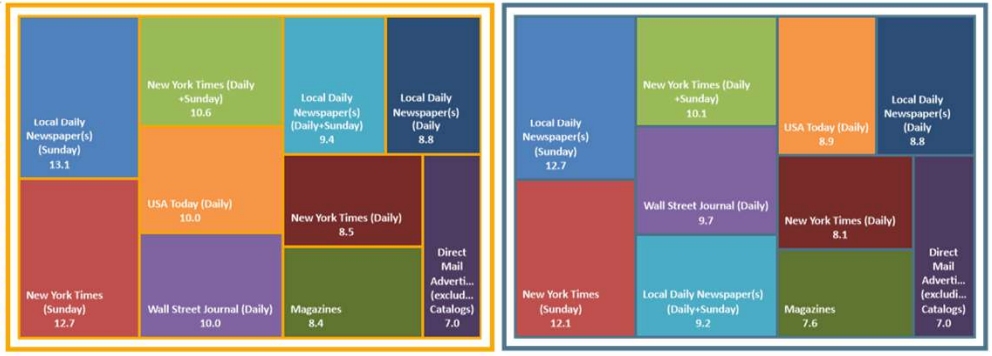
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,136

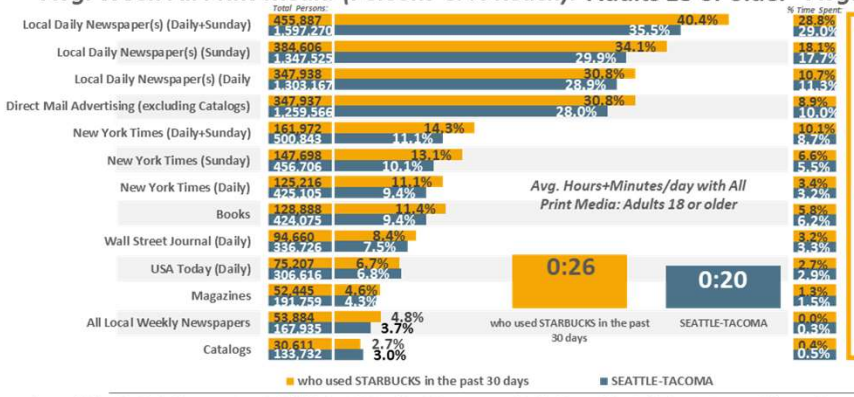
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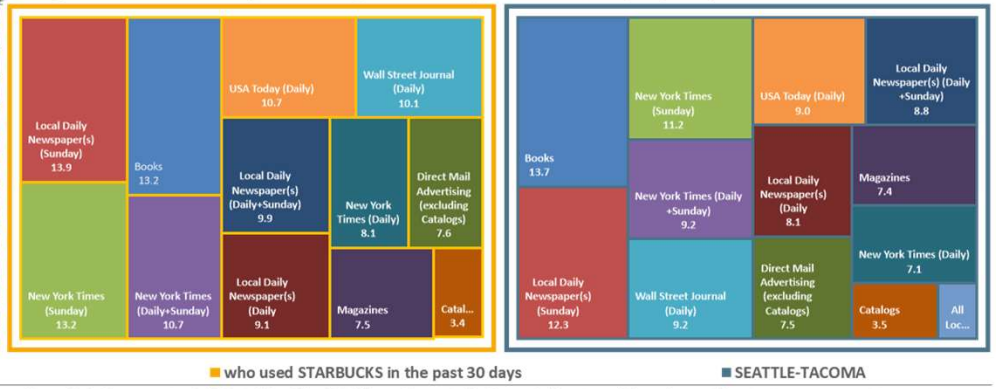
Quick service restaurants used past 30 days: Starbucks

455,887 or 40.4% of Adults 18 or older who used STARBUCKS in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.9 minutes every day representing 30.6% of all time spent daily with All forms of Print Media.

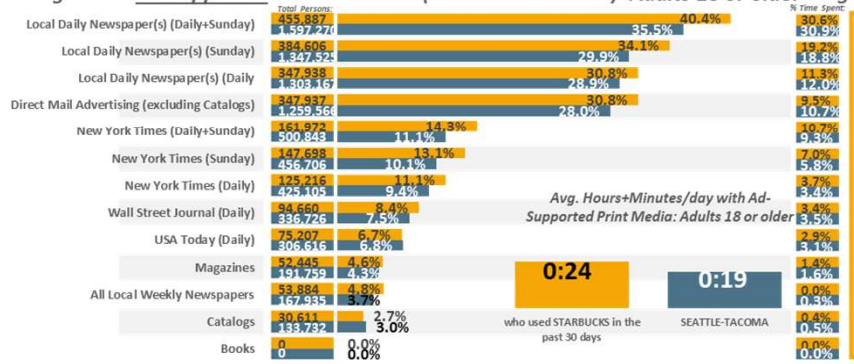
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



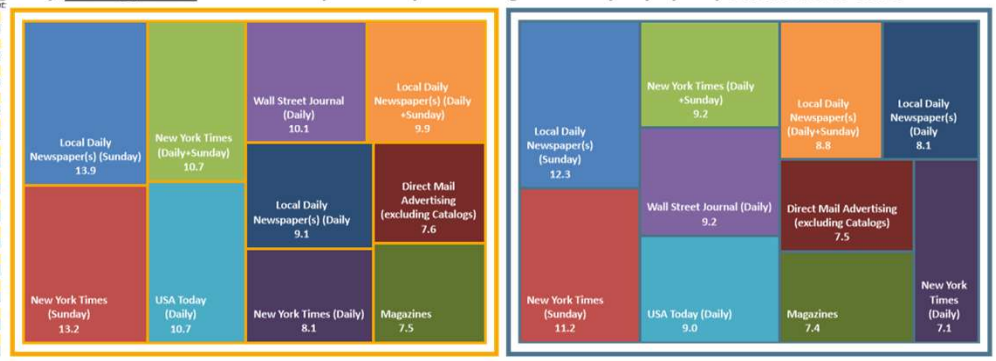
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,009

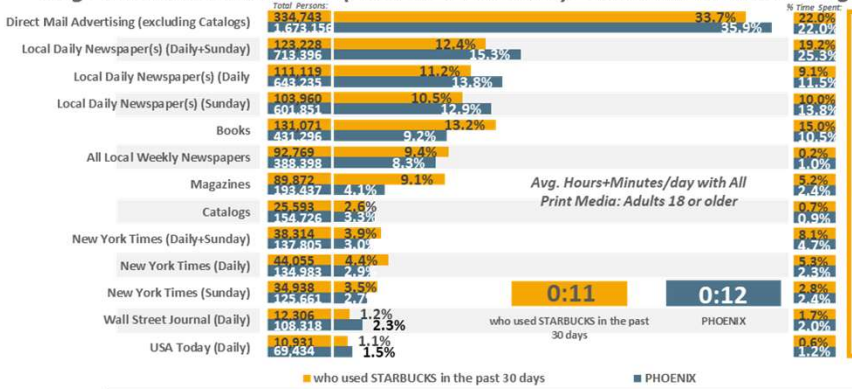
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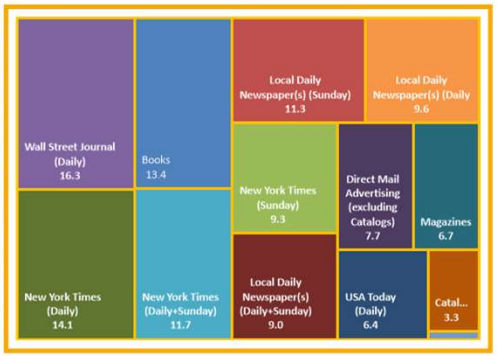
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Quick service restaurants used past 30 days: Starbucks

334,743 or 33.7% of Adults 18 or older who used STARBUCKS in the past 30 days read Direct Mail Advertising (excluding Catalogs) for an average of 7.7 minutes every day representing 25.8% of all time spent daily with All forms of Print Media.

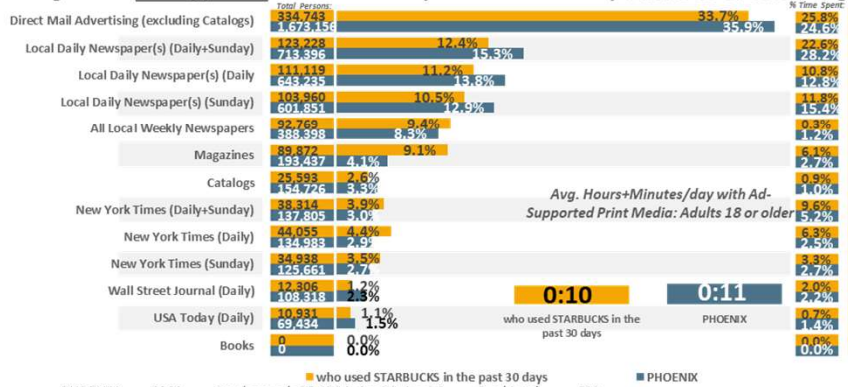
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



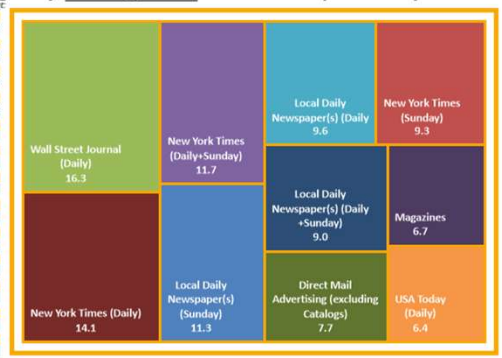


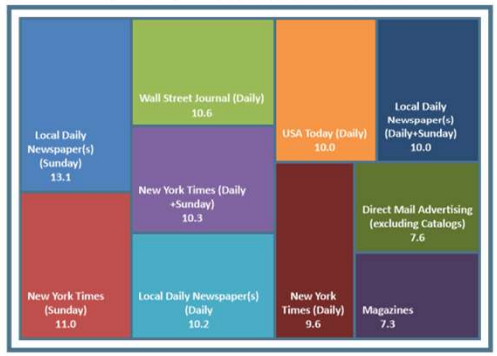


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



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





PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 400

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Quick service restaurants used past 30 days: Starbucks