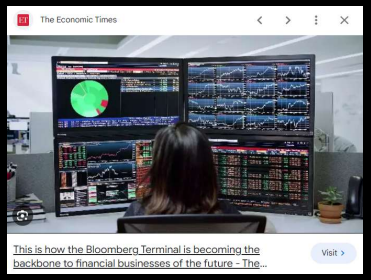
USA+4 DMAs – P18+ who purchased SNACK FOODS in the past 7 days!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA and PHOENIX DMA P18+ who purchased SNACK FOODS in the past 7 days as of July 31, 2025.**





USA

CHI

WDC

SEA

PHX

P18+

PEPSICO Vanguard BlackRock STATE STREET

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

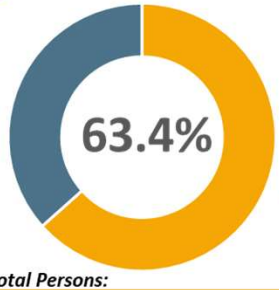
HUBBARD BROADCASTING INC. HB INC.

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



63.4% or 166,251,843 of USA Adults 18 or older purchased SNACK FOODS in the past 7 days.
Typical Adults 18 or older who purchased SNACK FOODS in the past 7 days are 50.1 years old (2.8% older than average) and have a $100,223 (6.2% higher than average) annual household income.

Percent of Market: Adults 18 or older



- who purchased SNACK FOODS in the past 7 days
- Remainder of USA DMAs

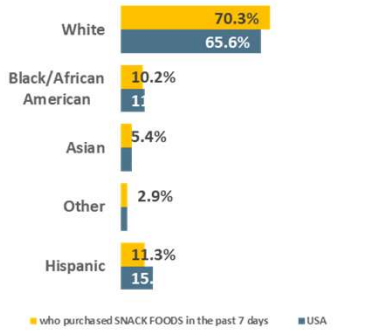
Total Persons:

166,251,843	95,922,657

Gender of Target vs. Market: Adults 18 or older

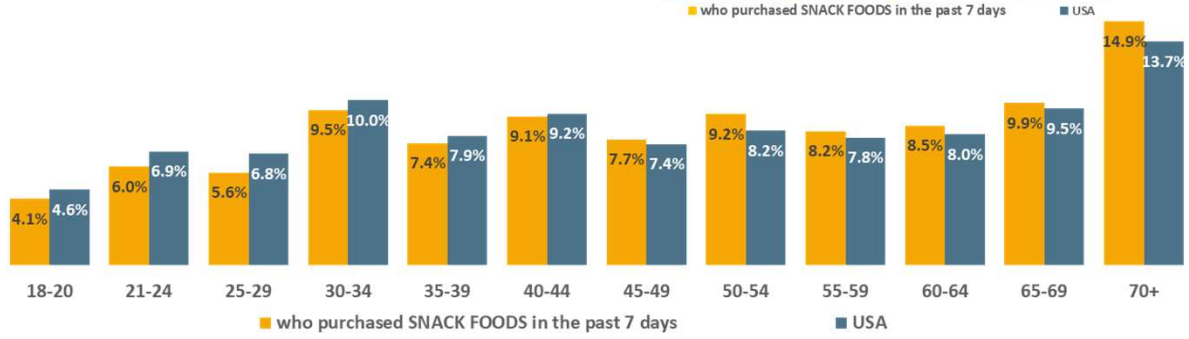
	Men	Men	Women	Women
%M vs. %F:	46.7%	49.0%	53.3%	51.0%
Average Age:	50.6	48.5	49.7	49.0
# Persons:	77,574,858	128,519,1...	88,676,985	133,655,3...

Ethnicity of Target vs. Market:

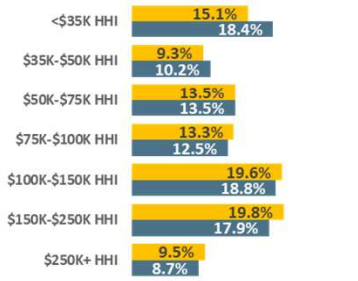


Age Cell Demographics of Target vs. Market:

Average Age:	Adults 18 or older	50.1	48.7



HHI of Target vs. Market:



Avg HHI:	$100,223	$94,367

USA *USA Projection* *Scarborough R2 2025: Feb24-Jul25* *Qual Intab* *16,262*

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

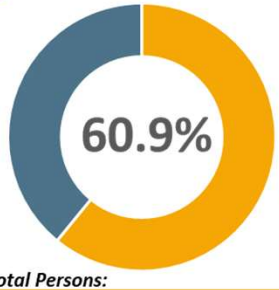
USA Projection *Scarborough R1 2025: Feb24-Mar25* *Qual Intab* *24,982*

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



60.9% or 4,604,125 of CHICAGO DMA Adults 18 or older purchased SNACK FOODS in the past 7 days. Typical Adults 18 or older who purchased SNACK FOODS in the past 7 days are 49.7 years old (2.8% older than average) and have a $114,592 (7.9% higher than average) annual household income.

Percent of Market: Adults 18 or older



- who purchased SNACK FOODS in the past 7 days
- Remainder of CHICAGO DMA

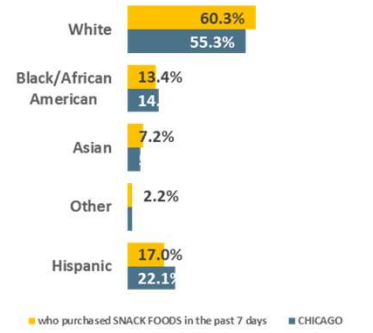
Total Persons:

4,604,125	2,955,011

Gender of Target vs. Market: Adults 18 or older

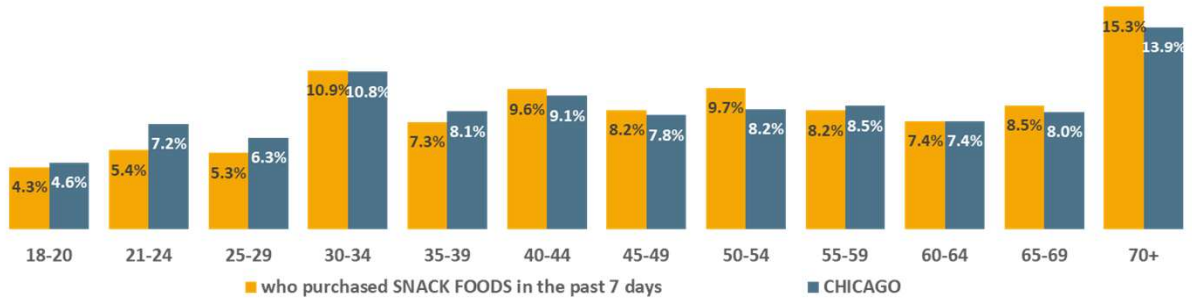
	Men	Men	Women	Women
%M vs. %F:	46.2%	48.5%	53.8%	51.5%
Average Age:	49.7	48.2	49.7	48.6
# Persons:	2,127,777	3,668,961	2,476,348	3,890,175

Ethnicity of Target vs. Market:

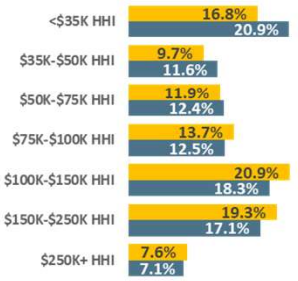


Age Cell Demographics of Target vs. Market:

Adults 18 or older	*Average Age:*	
	49.7	48.4
	who purchased SNACK FOODS in the past 7 days	CHICAGO



HHI of Target vs. Market:



Avg HHI:	$114,592	$106,192

CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,409

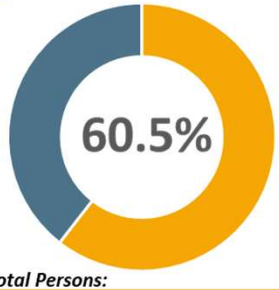
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



60.5% or 3,452,003 of WASHINGTON, DC DMA Adults 18 or older purchased SNACK FOODS in the past 7 days. Typical Adults 18 or older who purchased SNACK FOODS in the past 7 days are 49.8 years old (4.3% older than average) and have a $149,633 (10.7% higher than average) annual household income.

Percent of Market: Adults 18 or older



- who purchased SNACK FOODS in the past 7 days
- Remainder of WASHINGTON, DC DMA

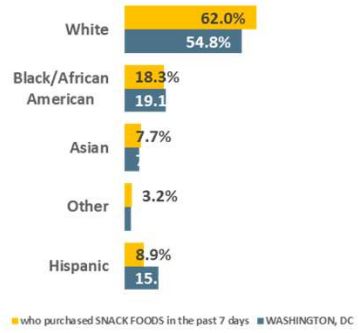
Total Persons:

3,452,003	2,251,034

Gender of Target vs. Market: Adults 18 or older

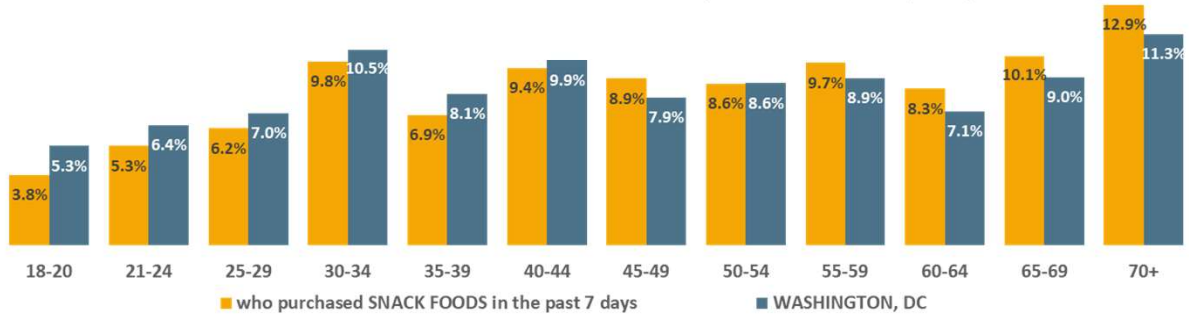
	Men	Men	Women	Women
%M vs. %F:	47.5%	48.3%	52.5%	51.7%
Average Age:	50.0	47.7	49.5	47.6
# Persons:	1,640,643	2,757,007	1,811,360	2,946,030

Ethnicity of Target vs. Market:

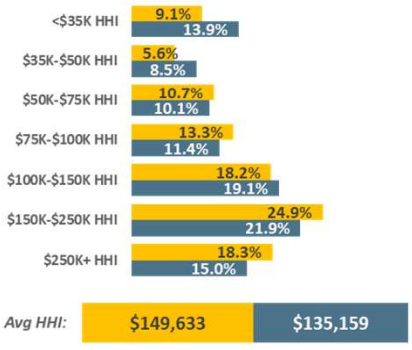


Age Cell Demographics of Target vs. Market:

Average Age:	who purchased SNACK FOODS in the past 7 days	WASHINGTON, DC
Adults 18 or older	49.8	47.7



HHI of Target vs. Market:



Avg HHI:	$149,633	$135,159

WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 3,781

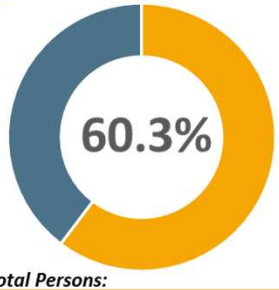
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



60.3% or 2,723,561 of SEATTLE-TACOMA DMA Adults 18 or older purchased SNACK FOODS in the past 7 days. Typical Adults 18 or older who purchased SNACK FOODS in the past 7 days are 49.6 years old (2.4% older than average) and have a $128,194 (3.7% higher than average) annual household income.

Percent of Market: Adults 18 or older



- who purchased SNACK FOODS in the past 7 days
- Remainder of SEATTLE-TACOMA DMA

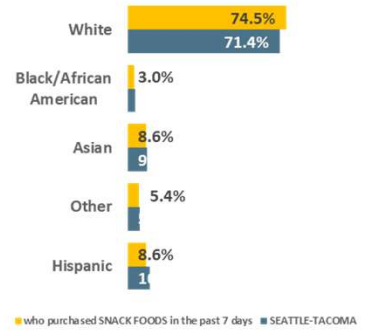
Total Persons:

2,723,561	1,791,045

Gender of Target vs. Market: Adults 18 or older

	Men	Men	Women	Women
%M vs. %F:	47.5%	49.9%	52.5%	50.1%
Average Age:	50.2	48.0	48.9	48.9
# Persons:	1,293,589	2,253,312	1,429,972	2,261,294

Ethnicity of Target vs. Market:

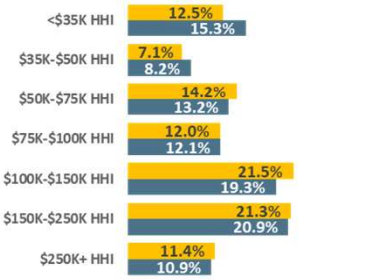


Age Cell Demographics of Target vs. Market:

Average Age:	who purchased SNACK FOODS in the past 7 days	SEATTLE-TACOMA
Adults 18 or older	49.6	48.4



HHI of Target vs. Market:



Avg HHI:	$128,194	$123,610

SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,409

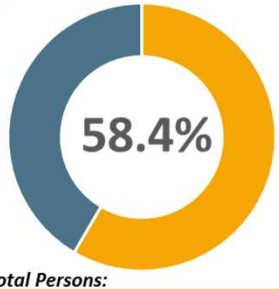
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



58.4% or 2,783,504 of PHOENIX DMA Adults 18 or older purchased SNACK FOODS in the past 7 days. Typical Adults 18 or older who purchased SNACK FOODS in the past 7 days are 50.5 years old (3.8% older than average) and have a $107,982 (2.5% higher than average) annual household income.

Percent of Market: Adults 18 or older



- who purchased SNACK FOODS in the past 7 days
- Remainder of PHOENIX DMA

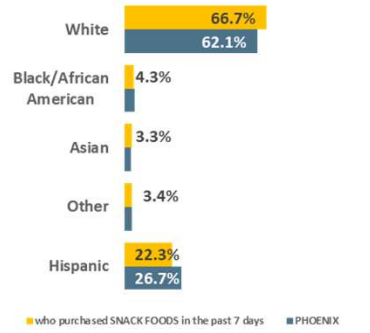
Total Persons:

2,783,504	1,980,007

Gender of Target vs. Market: Adults 18 or older

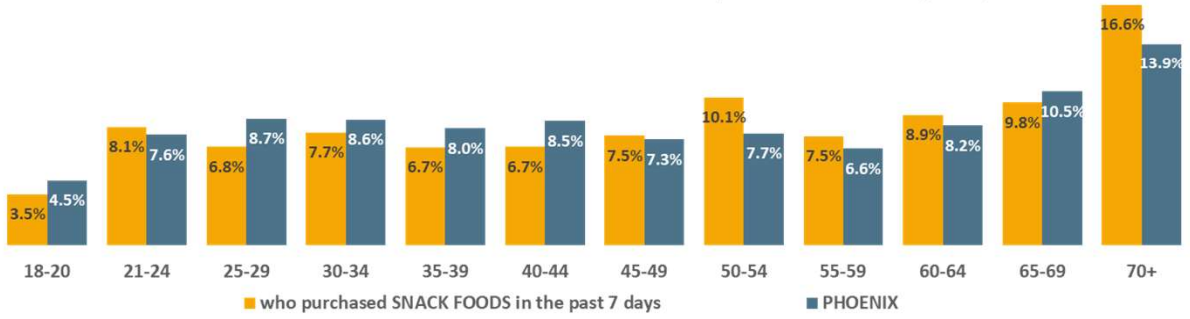
	Men	Men	Women	Women
%M vs. %F:	44.7%	49.6%	55.3%	50.4%
Average Age:	50.9	47.9	50.0	49.4
# Persons:	1,245,214	2,363,560	1,538,290	2,399,951

Ethnicity of Target vs. Market:

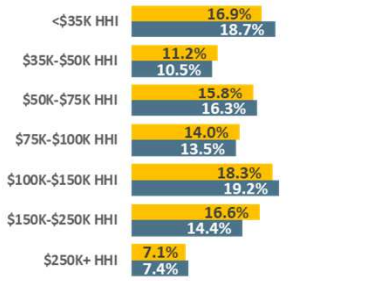


Age Cell Demographics of Target vs. Market:

	Average Age:	
Adults 18 or older	50.5	48.6



HHI of Target vs. Market:



Avg HHI:	$107,982	$105,341

PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,539

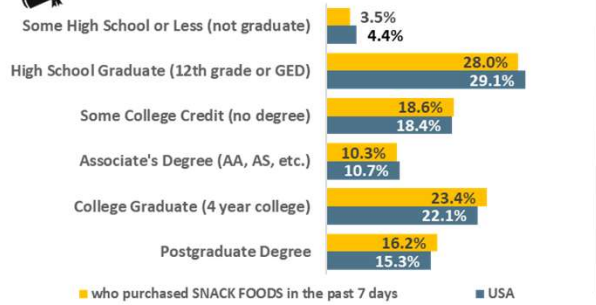
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

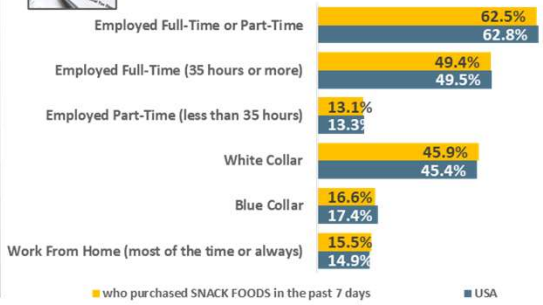


63.4% or 166,251,843 of USA Adults 18 or older purchased SNACK FOODS in the past 7 days.
Adults 18 or older who purchased SNACK FOODS in the past 7 days are 5.8% more likely to be a college graduate, .3% less likely to work full-time, 6.3% more likely to be married, 7.8% more likely to be a parent of 1 or more children under 18.

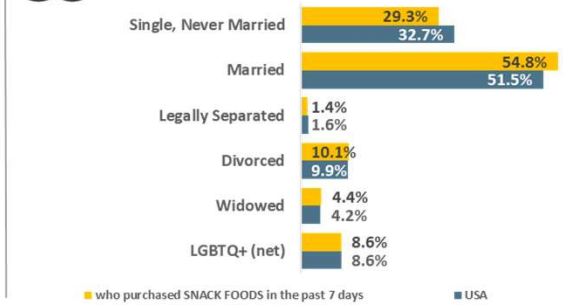
Education Levels: Adults 18 or older



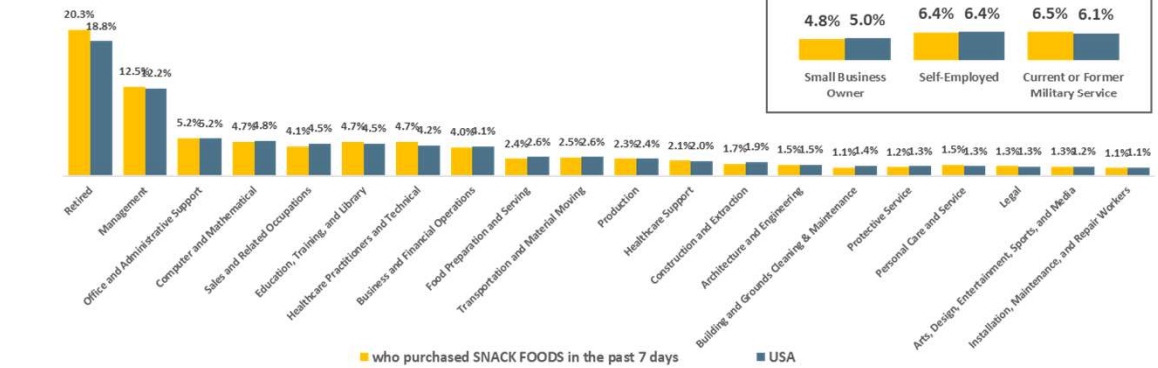
Employment: Adults 18 or older



Marital Status: Adults 18 or older

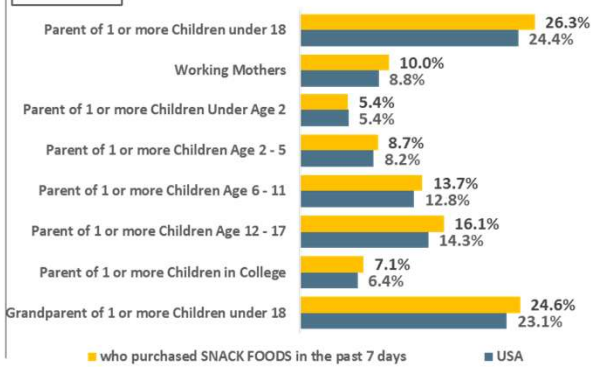


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 16,262

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

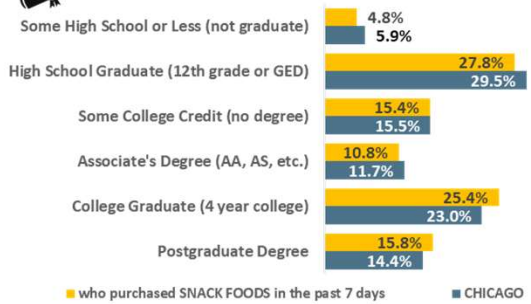
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,982

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

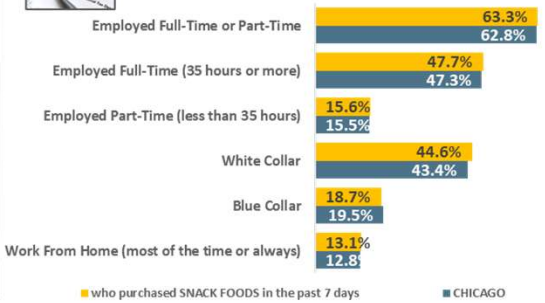


60.9% or 4,604,125 of CHICAGO DMA Adults 18 or older purchased SNACK FOODS in the past 7 days. Adults 18 or older who purchased SNACK FOODS in the past 7 days are 10.4% more likely to be a college graduate, .7% more likely to work full-time, 6.2% more likely to be married, 8.1% more likely to be a parent of 1 or more children under 18.

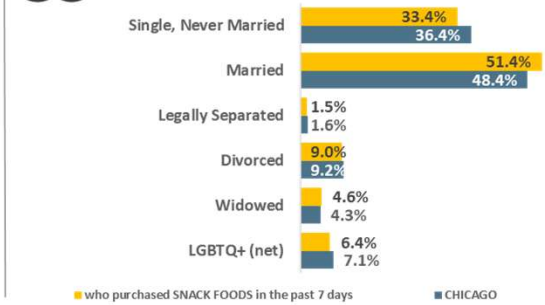
Education Levels: Adults 18 or older



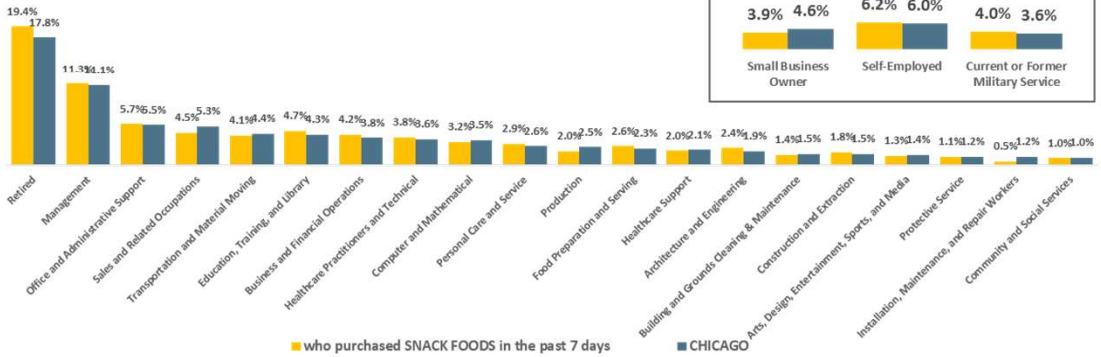
Employment: Adults 18 or older



Marital Status: Adults 18 or older

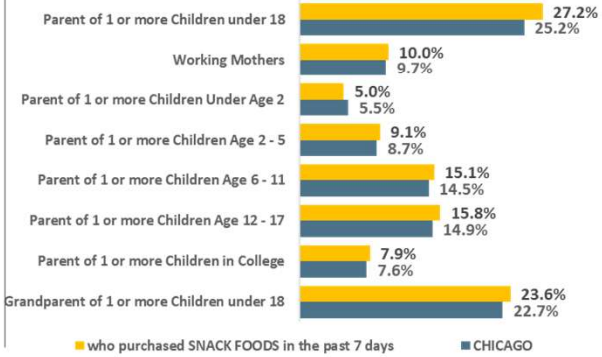


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,409

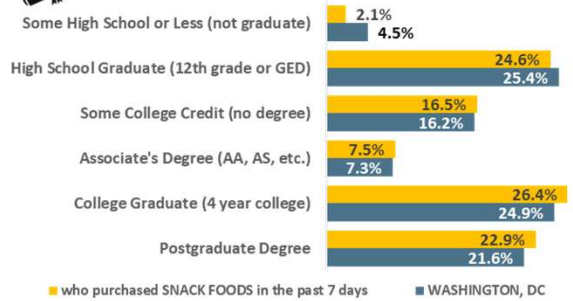
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

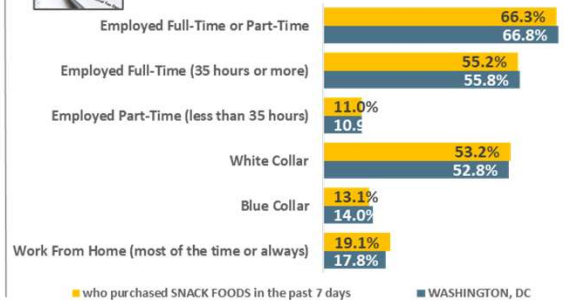


60.5% or 3,452,003 of WASHINGTON, DC DMA Adults 18 or older purchased SNACK FOODS in the past 7 days. Adults 18 or older who purchased SNACK FOODS in the past 7 days are 5.9% more likely to be a college graduate, 1.1% less likely to work full-time, 10.4% more likely to be married, 4.3% more likely to be a parent of 1 or more children under 18.

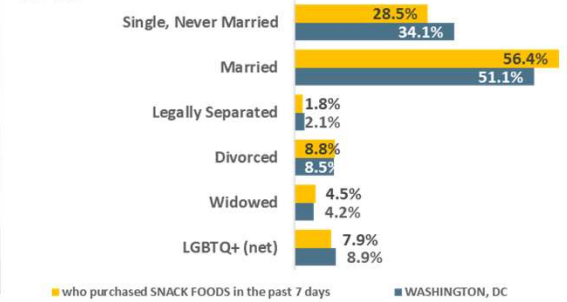
Education Levels: Adults 18 or older



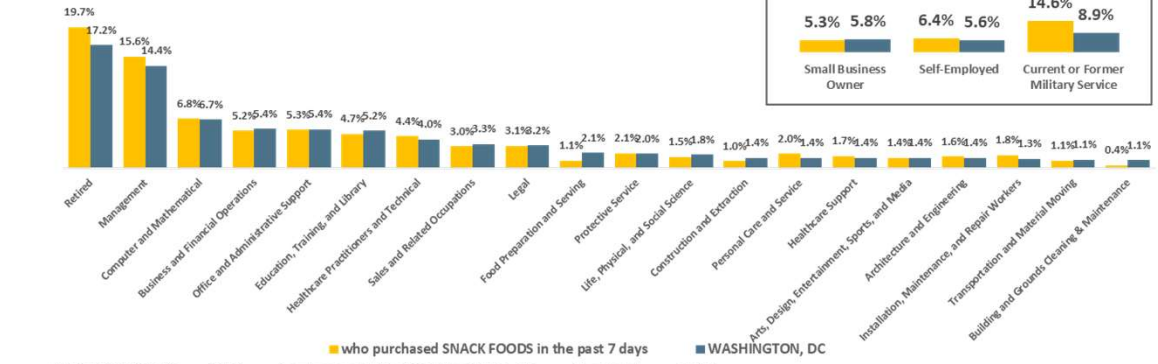
Employment: Adults 18 or older



Marital Status: Adults 18 or older

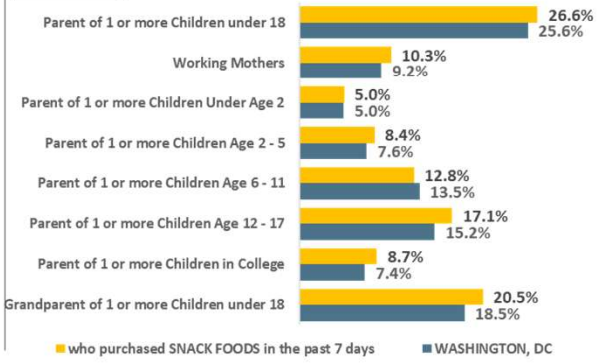


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 3,781

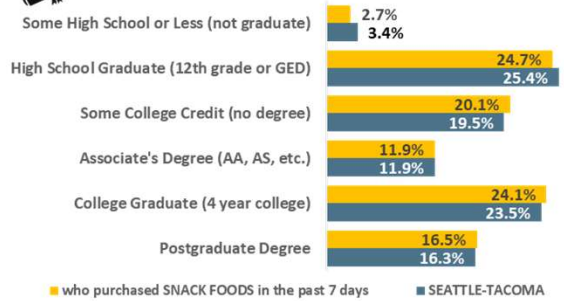
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

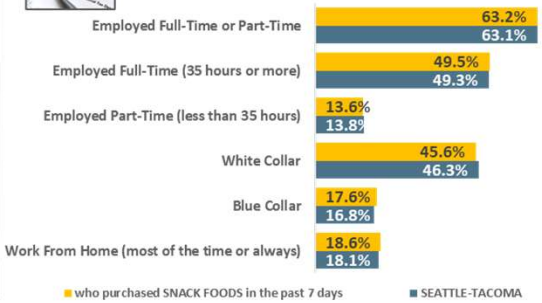


60.3% or 2,723,561 of SEATTLE-TACOMA DMA Adults 18 or older purchased SNACK FOODS in the past 7 days. Adults 18 or older who purchased SNACK FOODS in the past 7 days are 2.% more likely to be a college graduate, .4% more likely to work full-time, 2.6% more likely to be married, 9.7% more likely to be a parent of 1 or more children under 18.

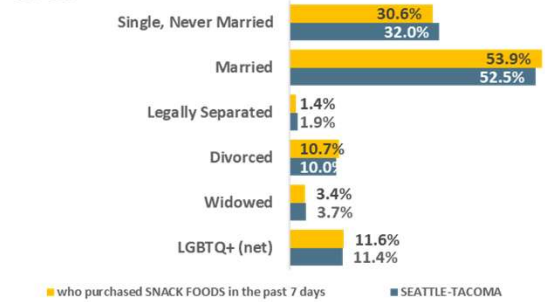
Education Levels: Adults 18 or older



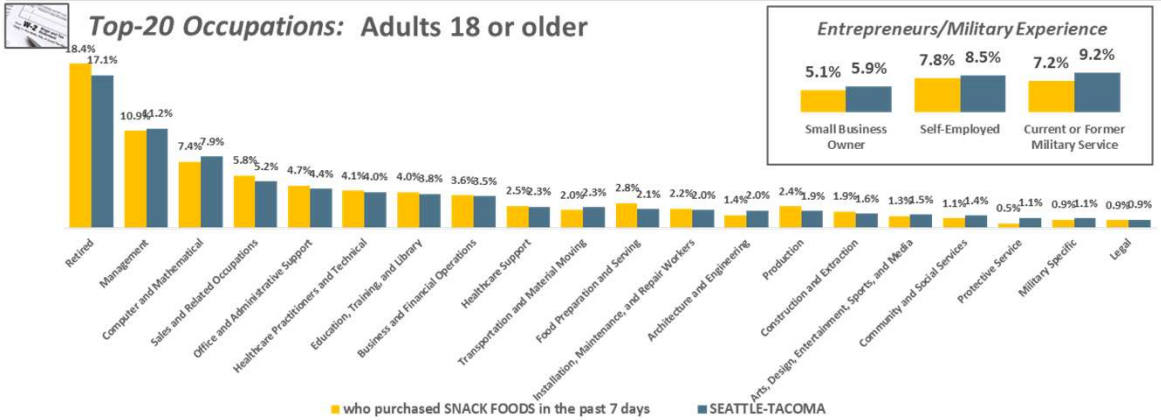
Employment: Adults 18 or older



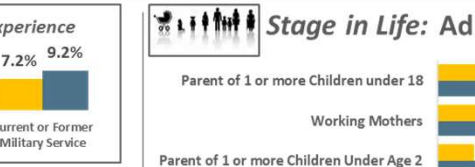
Marital Status: Adults 18 or older



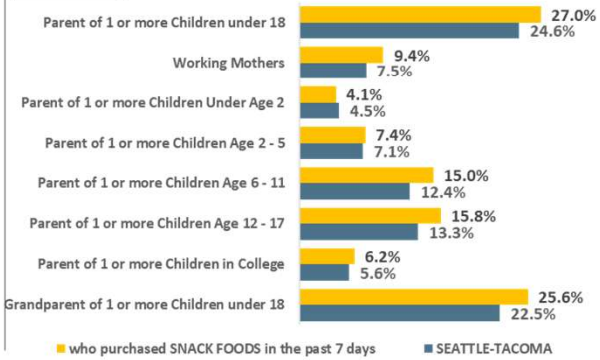
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience



Stage in Life: Adults 18 or older



SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,409

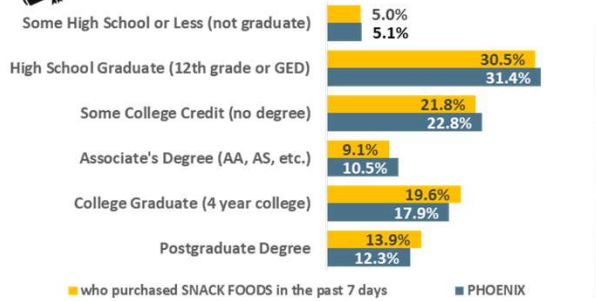
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

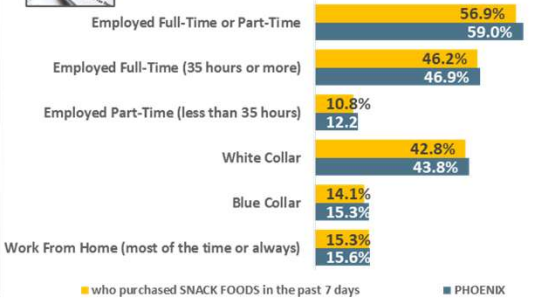


58.4% or 2,783,504 of PHOENIX DMA Adults 18 or older purchased SNACK FOODS in the past 7 days. Adults 18 or older who purchased SNACK FOODS in the past 7 days are 10.9% more likely to be a college graduate, 1.5% less likely to work full-time, 3.2% more likely to be married, 2.3% less likely to be a parent of 1 or more children under 18.

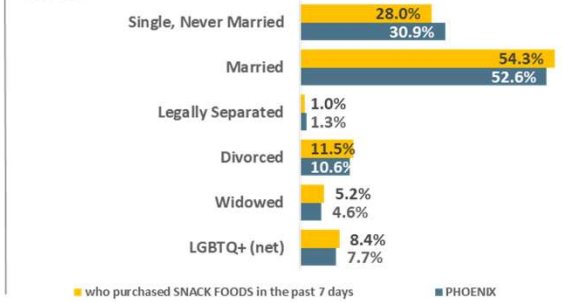
Education Levels: Adults 18 or older



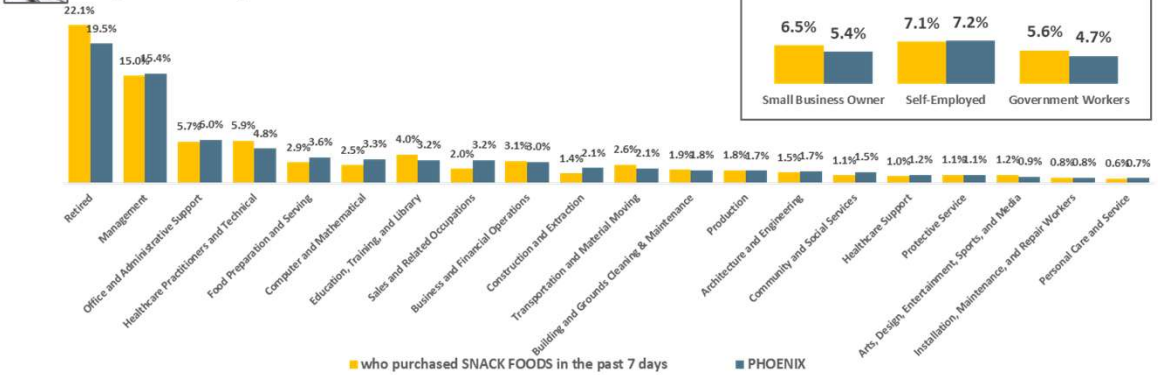
Employment: Adults 18 or older



Marital Status: Adults 18 or older

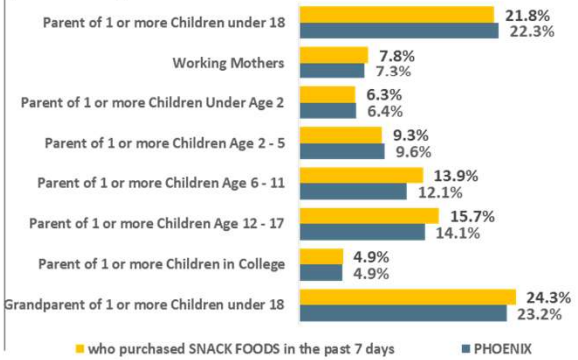


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,539

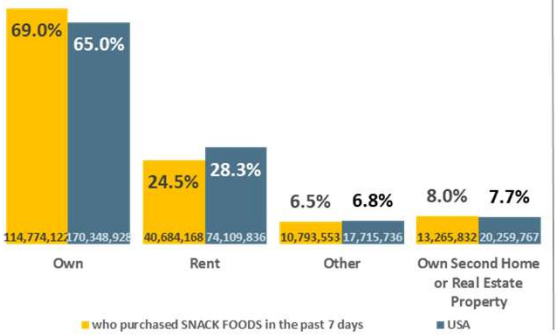
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

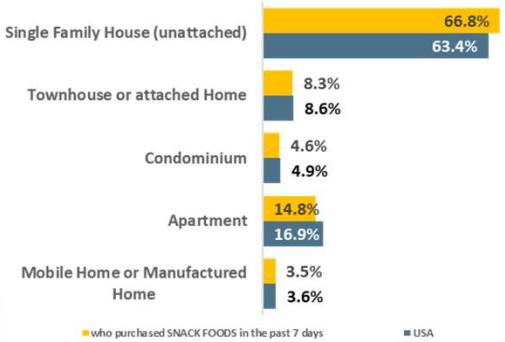


63.4% or 166,251,843 of USA Adults 18 or older purchased SNACK FOODS in the past 7 days.
Adults 18 or older who purchased SNACK FOODS in the past 7 days are 6.2% more likely to own their home, 22.5% more likely to own a higher valued home, 5.3% more likely to have a single-family home, 3.4% more likely to have a dog.

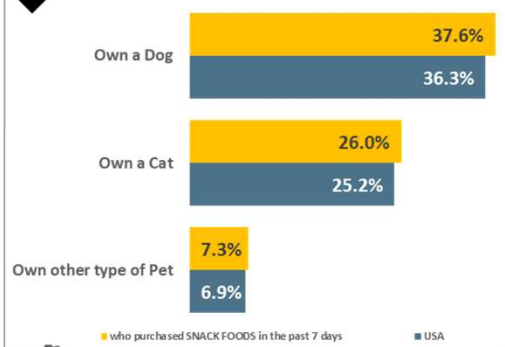
Own/Rent/Other: Adults 18 or older



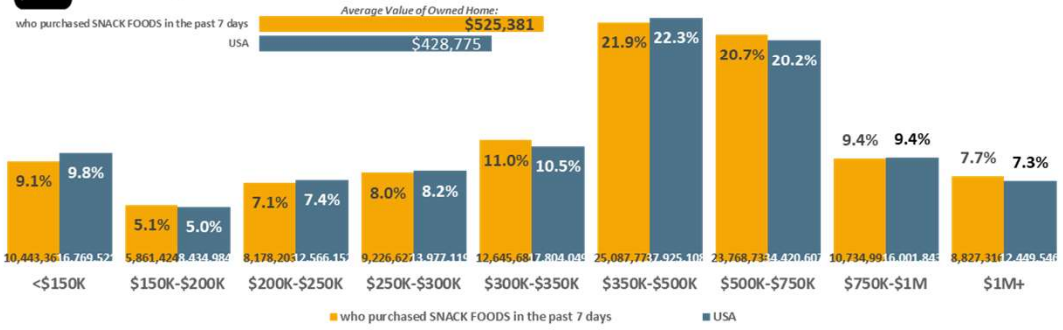
Type of Home: Adults 18 or older



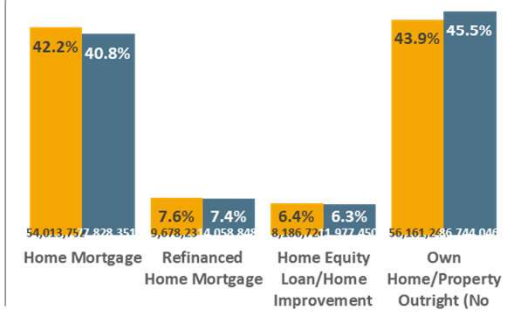
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R2 2025: Feb24-Jul25* *Qual Intab* *16,262*

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

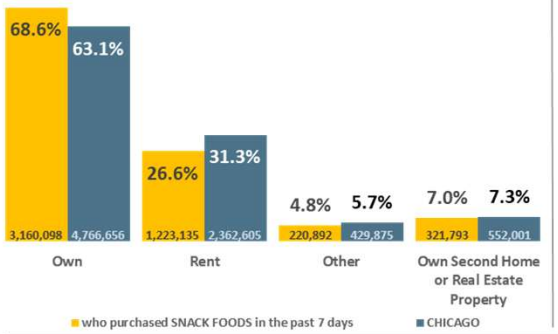
USA Projection *Scarborough R1 2025: Feb24-Mar25* *Qual Intab* *24,982*

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

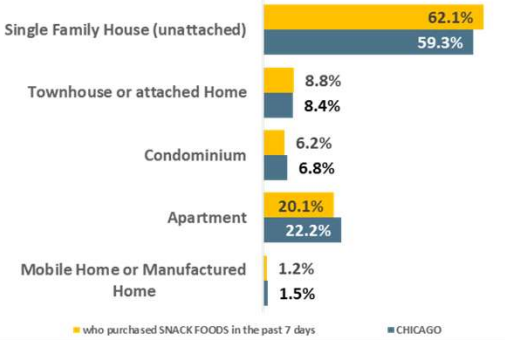


60.9% or 4,604,125 of CHICAGO DMA Adults 18 or older purchased SNACK FOODS in the past 7 days. Adults 18 or older who purchased SNACK FOODS in the past 7 days are 8.8% more likely to own their home, 2.5% more likely to own a higher valued home, 4.8% more likely to have a single-family home, .9% less likely to have a dog.

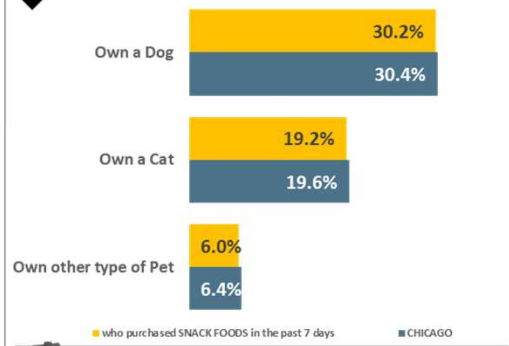
Own/Rent/Other: Adults 18 or older



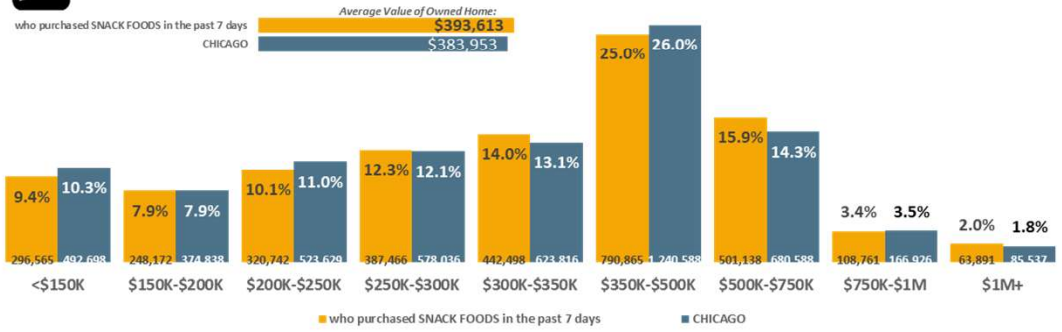
Type of Home: Adults 18 or older



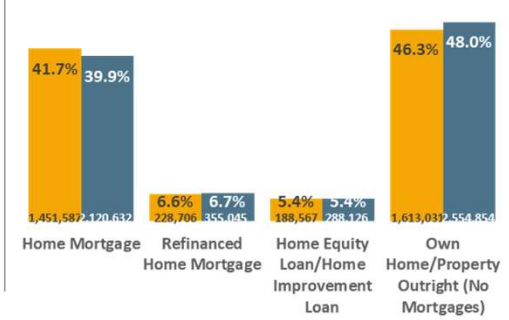
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,409

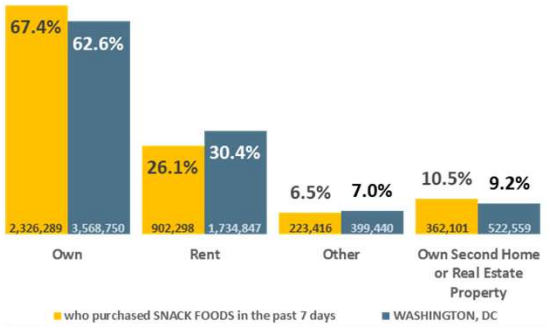
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

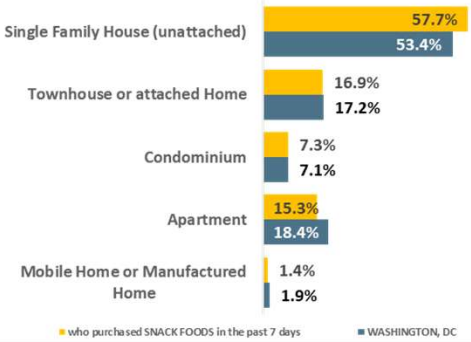


60.5% or 3,452,003 of WASHINGTON, DC DMA Adults 18 or older purchased SNACK FOODS in the past 7 days. Adults 18 or older who purchased SNACK FOODS in the past 7 days are 7.7% more likely to own their home, 4.% more likely to own a higher valued home, 8.% more likely to have a single-family home, 9.5% more likely to have a dog.

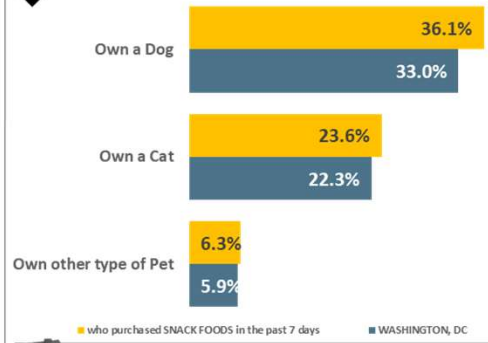
Own/Rent/Other: Adults 18 or older



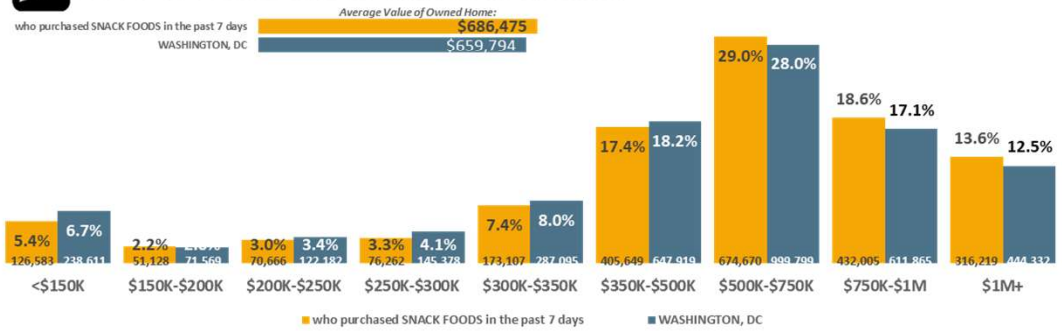
Type of Home: Adults 18 or older



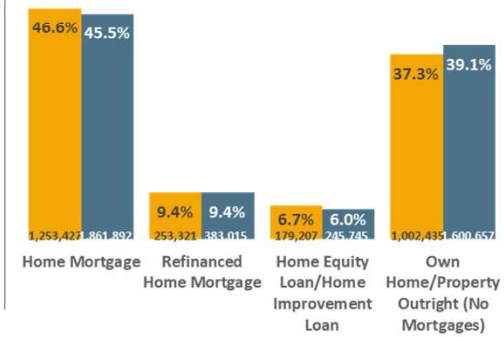
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 3,781

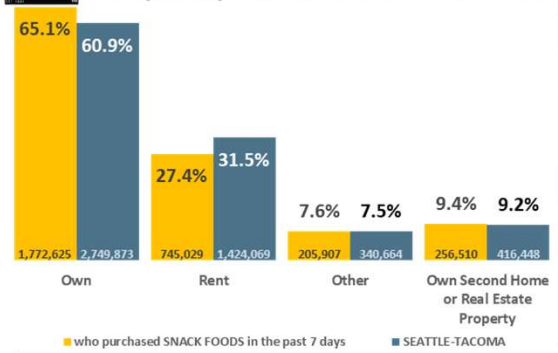
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

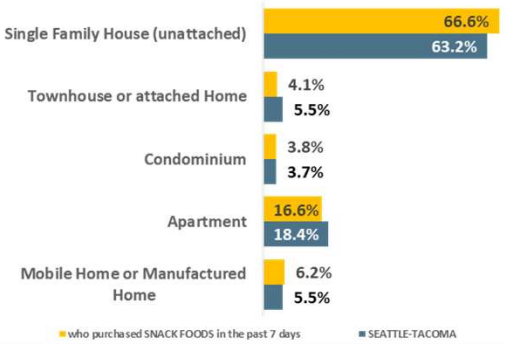


60.3% or 2,723,561 of SEATTLE-TACOMA DMA Adults 18 or older purchased SNACK FOODS in the past 7 days. Adults 18 or older who purchased SNACK FOODS in the past 7 days are 6.9% more likely to own their home, 3.8% more likely to own a higher valued home, 5.4% more likely to have a single-family home, .8% more likely to have a dog.

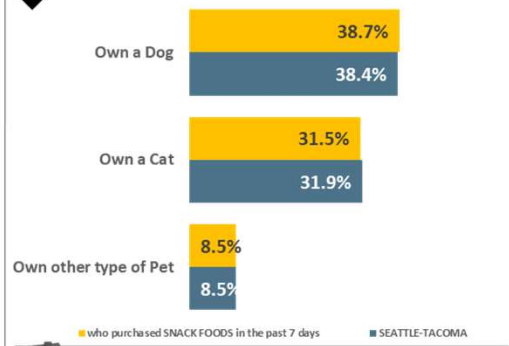
Own/Rent/Other: Adults 18 or older



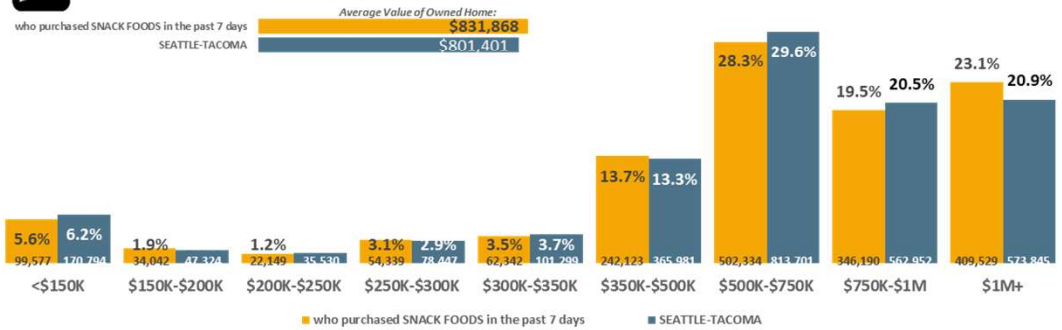
Type of Home: Adults 18 or older



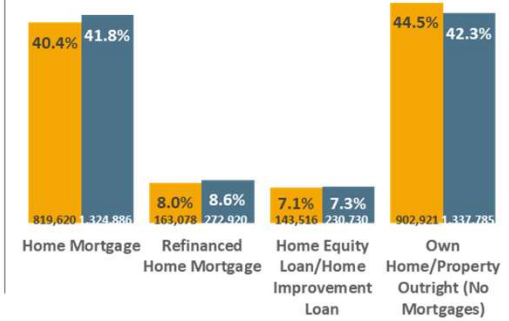
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,409

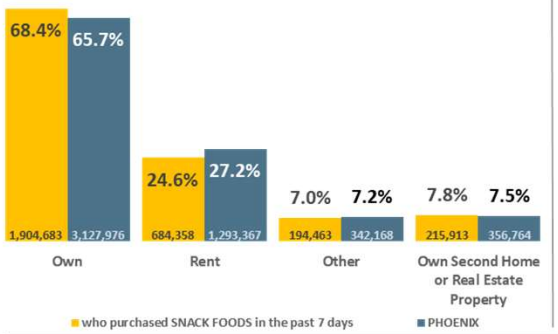
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

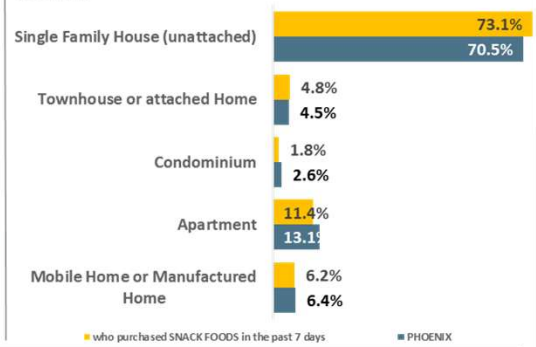


58.4% or 2,783,504 of PHOENIX DMA Adults 18 or older purchased SNACK FOODS in the past 7 days. Adults 18 or older who purchased SNACK FOODS in the past 7 days are 4.2% more likely to own their home, .2% more likely to own a lower valued home, 3.7% more likely to have a single-family home, 5.1% more likely to have a dog.

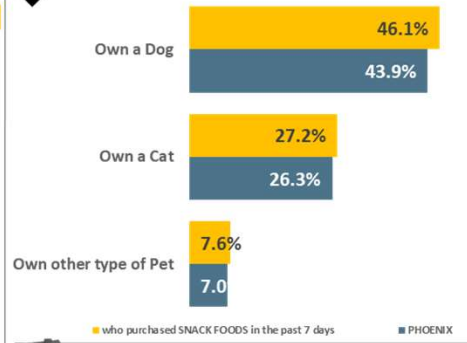
Own/Rent/Other: Adults 18 or older



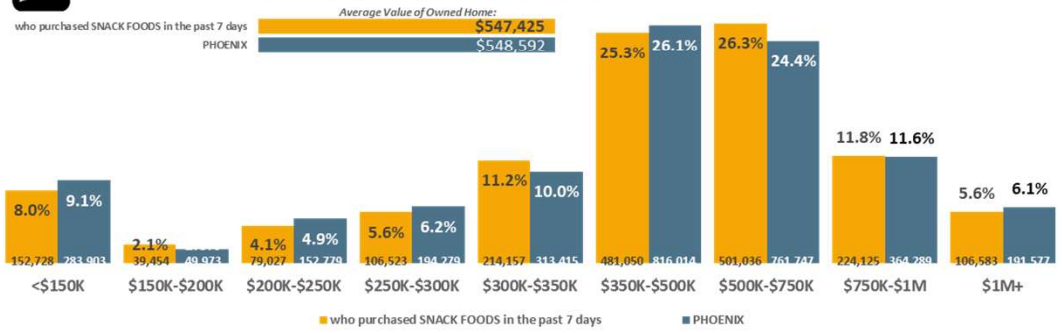
Type of Home: Adults 18 or older



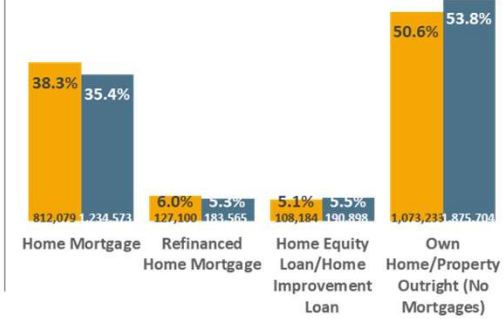
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,539

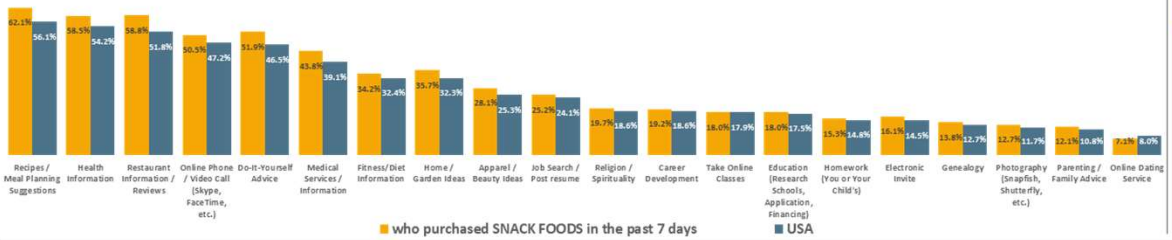
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

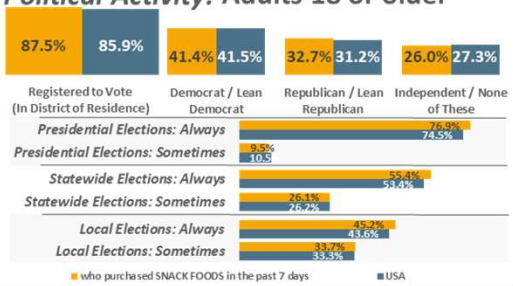


63.4% or 166,251,843 of USA Adults 18 or older purchased SNACK FOODS in the past 7 days.
Adults 18 or older who purchased SNACK FOODS in the past 7 days are 11.7% more likely to look up D-I-Y advice online, 3.7% more likely to always vote in local elections, .2% less likely to belong to a gym, .% less likely to fly domestic past yr.

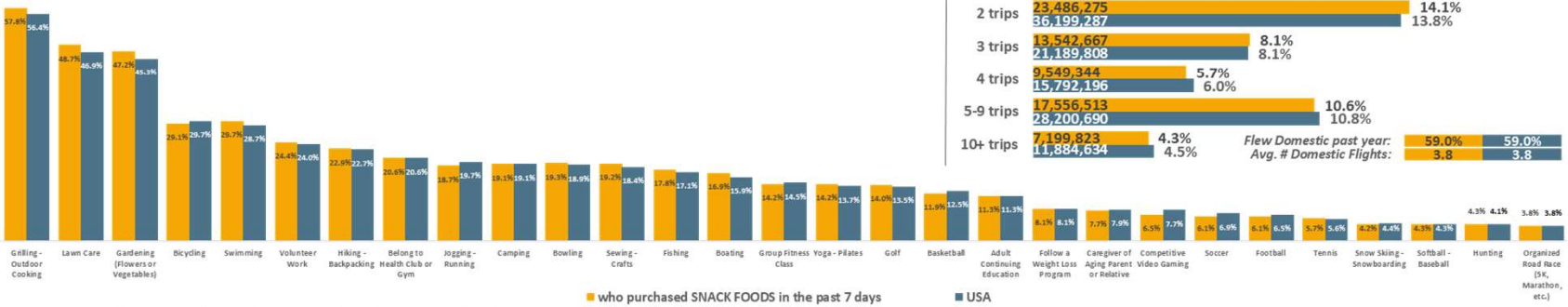
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA *USA Projection* *Scarborough R2 2025: Feb24-Jul25* *Qual Intab* *16,262*

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

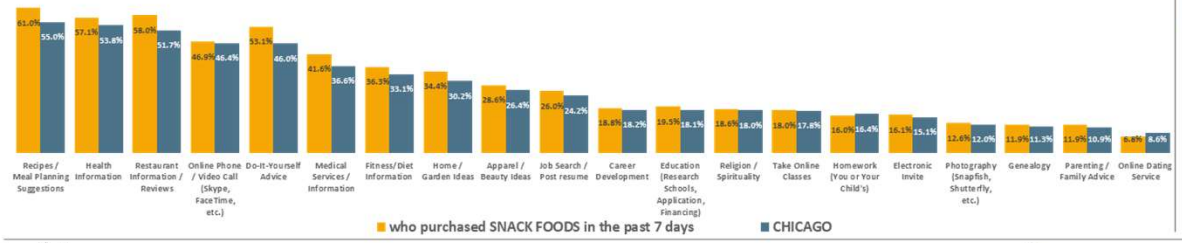
USA Projection *Scarborough R1 2025: Feb24-Mar25* *Qual Intab* *24,982*

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

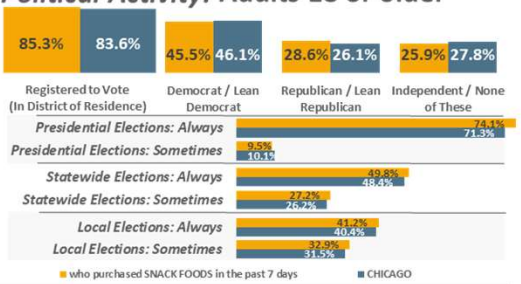


60.9% or 4,604,125 of CHICAGO DMA Adults 18 or older purchased SNACK FOODS in the past 7 days. Adults 18 or older who purchased SNACK FOODS in the past 7 days are 15.5% more likely to look up D-I-Y advice online, 1.9% more likely to always vote in local elections, .3% less likely to belong to a gym, 1.1% more likely to fly domestic past yr.

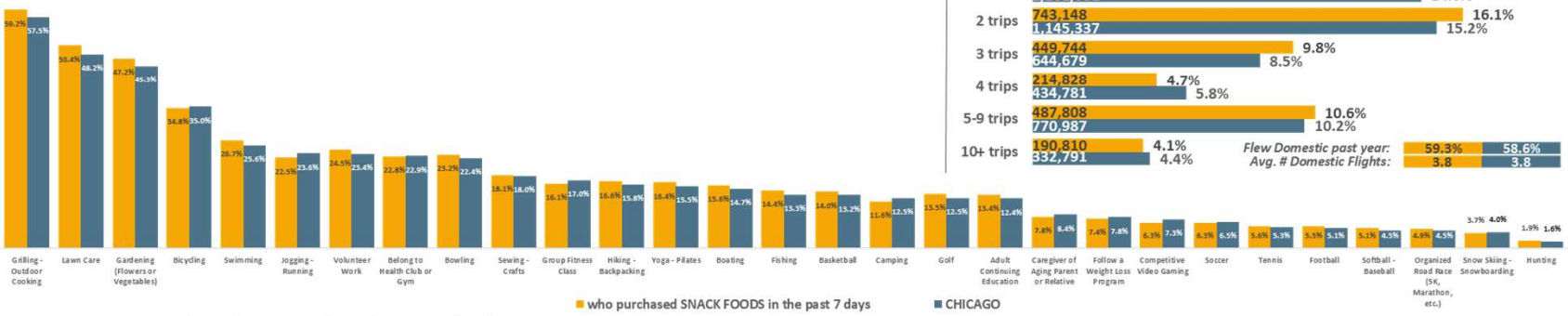
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,409

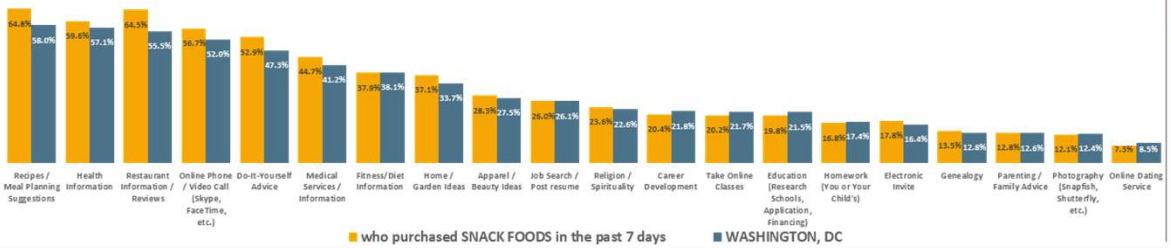
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

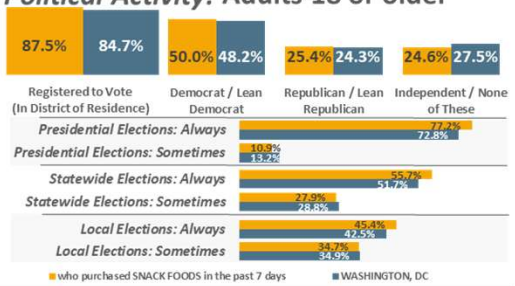


60.5% or 3,452,003 of WASHINGTON, DC DMA Adults 18 or older purchased SNACK FOODS in the past 7 days. Adults 18 or older who purchased SNACK FOODS in the past 7 days are 11.8% more likely to look up D-I-Y advice online, 6.9% more likely to always vote in local elections, 4.3% more likely to belong to a gym, .4% more likely to fly domestic past yr.

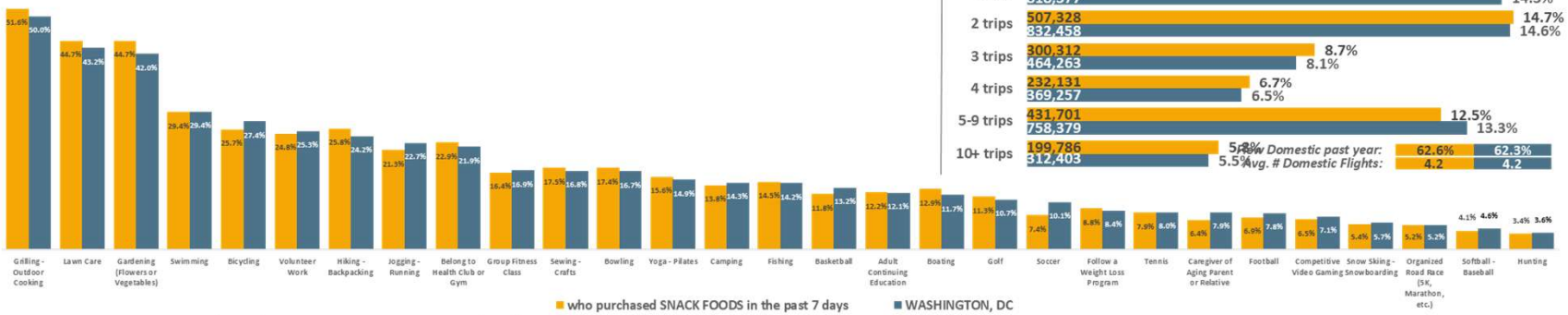
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 3,781

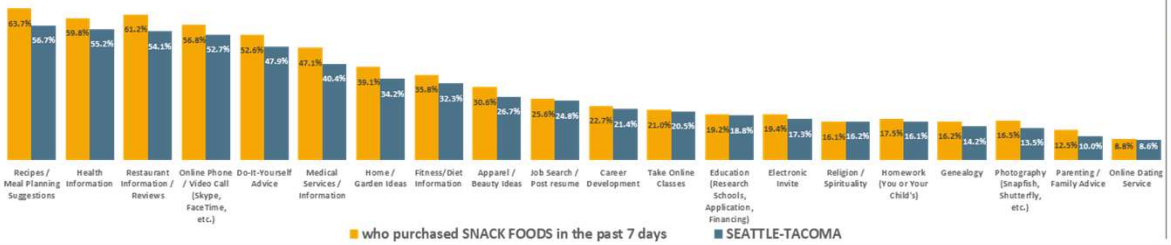
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

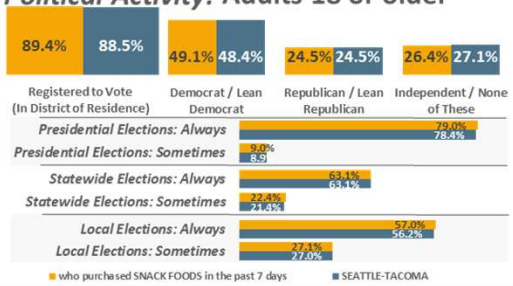


60.3% or 2,723,561 of SEATTLE-TACOMA DMA Adults 18 or older purchased SNACK FOODS in the past 7 days. Adults 18 or older who purchased SNACK FOODS in the past 7 days are 9.9% more likely to look up D-I-Y advice online, 1.3% more likely to always vote in local elections, 2.3% more likely to belong to a gym, .9% less likely to fly domestic past yr.

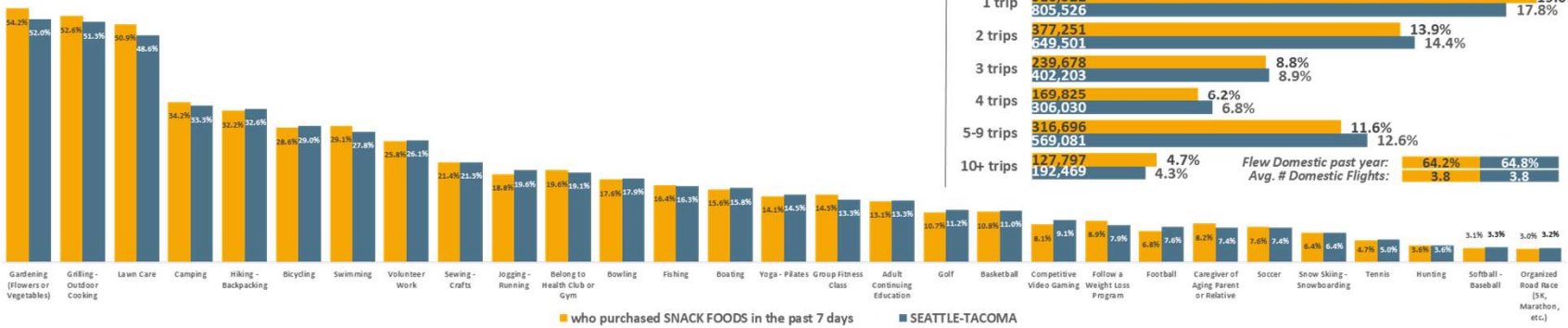
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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 R1 2025: Feb24-Feb25 Qual Intab 2,409

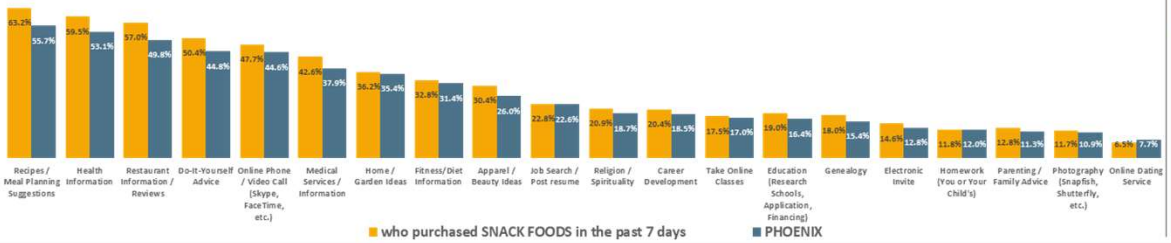
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

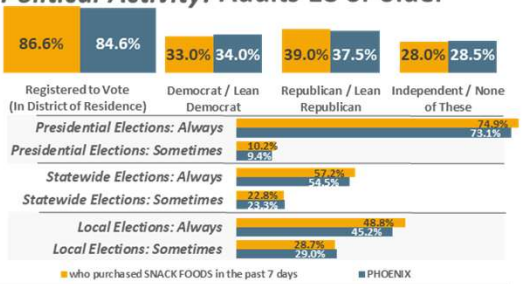


58.4% or 2,783,504 of PHOENIX DMA Adults 18 or older purchased SNACK FOODS in the past 7 days. Adults 18 or older who purchased SNACK FOODS in the past 7 days are 12.5% more likely to look up D-I-Y advice online, 8.% more likely to always vote in local elections, 4.4% less likely to belong to a gym, .2% less likely to fly domestic past yr.

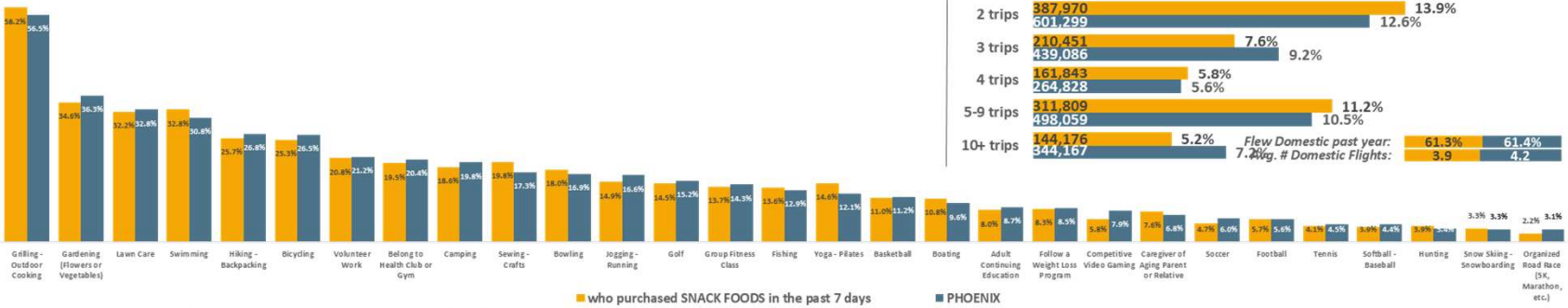
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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 2025: Aug24-Jul25 Qual Intab 1,539

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

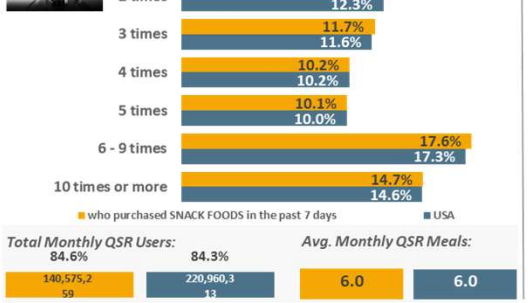
Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



63.4% or 166,251,843 of USA Adults 18 or older purchased SNACK FOODS in the past 7 days.
Adults 18 or older who purchased SNACK FOODS in the past 7 days are .3% more likely to use QSRs past mo., 1.8% more likely to use Sit-Down Restaurants past mo., .3% less likely to use Casinos past yr., .9% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



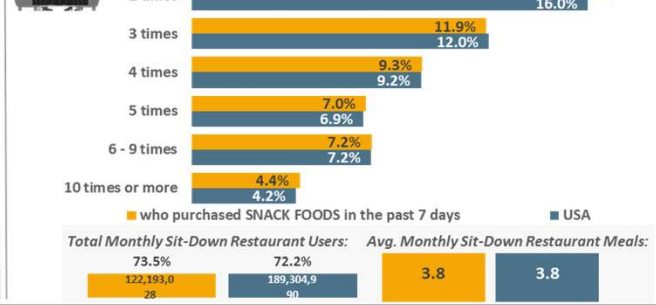


Total Monthly QSR Users: 84.6% 84.3% — 140,575,259 — 220,960,313

Avg. Monthly QSR Meals: 6.0 6.0

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





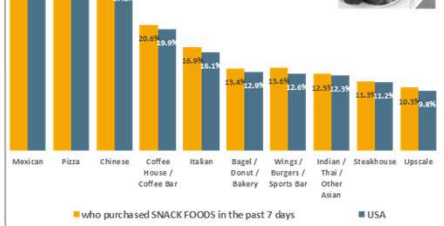
Total Monthly Sit-Down Restaurant Users: 73.5% 72.2% — 122,193,028 — 189,304,990

Avg. Monthly Sit-Down Restaurant Meals: 3.8 3.8

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)





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

who purchased SNACK FOODS in the past 7 days 19.3%

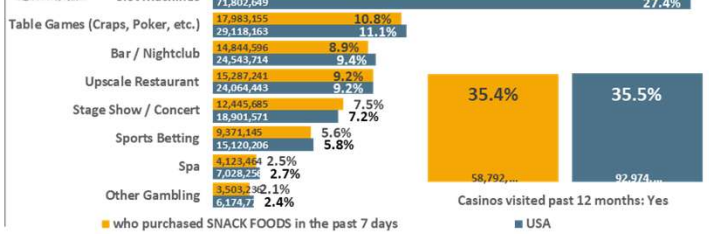
USA 19.5%

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



USA *USA Projection* *Scarborough R2 2025: Feb24-Jul25* *Qual Intab* *16,262*

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection *Scarborough R1 2025: Feb24-Mar25* *Qual Intab* *24,982*

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



60.9% or 4,604,125 of CHICAGO DMA Adults 18 or older purchased SNACK FOODS in the past 7 days. Adults 18 or older who purchased SNACK FOODS in the past 7 days are .1% more likely to use QSRs past mo., 2.3% more likely to use Sit-Down Restaurants past mo., .6% more likely to use Casinos past yr., 9.2% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



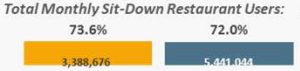
Avg. Monthly QSR Meals:



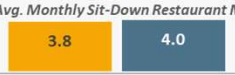
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

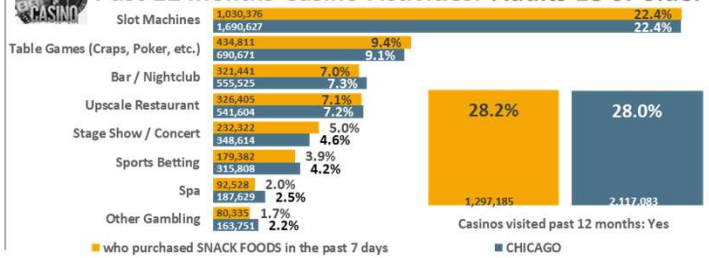
who purchased SNACK FOODS in the past 7 days	1,008,035	21.9%
CHICAGO	1,687,560	22.3%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,409

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



60.5% or 3,452,003 of WASHINGTON, DC DMA Adults 18 or older purchased SNACK FOODS in the past 7 days. Adults 18 or older who purchased SNACK FOODS in the past 7 days are 1.1% more likely to use QSRs past mo., 2.1% more likely to use Sit-Down Restaurants past mo., .3% less likely to use Casinos past yr., 2.2% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



	who purchased SNACK FOODS in the past 7 days	WASHINGTON, DC
1 time	7.7%	7.5%
2 times	13.1%	13.6%
3 times	13.3%	12.7%
4 times	10.7%	10.3%
5 times	11.1%	10.5%
6 - 9 times	16.9%	16.0%
10 times or more	12.5%	13.7%

Total Monthly QSR Users:		*Avg. Monthly QSR Meals:*	
85.3%	84.4%	5.7	5.8
2,945,739	4,815,920		

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



	who purchased SNACK FOODS in the past 7 days	WASHINGTON, DC
1 time	16.3%	15.9%
2 times	18.4%	17.0%
3 times	11.6%	11.3%
4 times	9.7%	9.5%
5 times	8.3%	7.8%
6 - 9 times	6.9%	8.0%
10 times or more	3.4%	3.6%

Total Monthly Sit-Down Restaurant Users:		*Avg. Monthly Sit-Down Restaurant Meals:*	
74.6%	73.1%	3.6	3.8
2,576,245	4,169,580		

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



who purchased SNACK FOODS in the past 7 days ■ WASHINGTON, DC

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

who purchased SNACK FOODS in the past 7 days	861,295	25.0%
WASHINGTON, DC	1,433,053	25.1%

Drank Past 30-days: Adults 18 or older



	who purchased SNACK FOODS in the past 7 days	WASHINGTON, DC
Liquor	1,494,810 43.3%	2,437,662 42.7%
Any Type of Beer	1,462,836 42.4%	2,291,773 40.2%
Wine	1,267,009 36.7%	2,032,014 35.6%
Imported Beer	940,907 27.3%	1,558,953 27.3%
Domestic Regular Beer	939,111 27.2%	1,509,498 26.5%
Domestic Light Beer	786,467 22.8%	1,278,939 22.4%
Microbrew / Craft Beer	442,780 12.8%	958,126 16.8%

Past 12 months Casino Activities: Adults 18 or older



	who purchased SNACK FOODS in the past 7 days	WASHINGTON, DC
Slot Machines	771,172 22.3%	1,212,073 21.3%
Table Games (Craps, Poker, etc.)	343,605 10.0%	561,183 9.8%
Upscale Restaurant	307,125 8.9%	510,358 8.9%
Bar / Nightclub	261,898 7.6%	494,440 8.7%
Stage Show / Concert	209,061 6.1%	349,151 6.1%
Sports Betting	208,542 6.0%	345,998 6.1%
Spa	77,627 2.2%	169,724 3.0%
Other Gambling	67,638 2.0%	125,405 2.2%

Casinos visited past 12 months: Yes	
30.9%	31.0%
1,068,221	1,770,182

Used Past 30-days: Adults 18 or older



who purchased SNACK FOODS in the past 7 days ■ WASHINGTON, DC

WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 3,781

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



60.3% or 2,723,561 of SEATTLE-TACOMA DMA Adults 18 or older purchased SNACK FOODS in the past 7 days. Adults 18 or older who purchased SNACK FOODS in the past 7 days are .3% more likely to use QSRs past mo., .4% more likely to use Sit-Down Restaurants past mo., .6% less likely to use Casinos past yr., 1.5% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 81.3% 81.1% — 2,214,967 — 3,661,363

Avg. Monthly QSR Meals: 5.5 5.4

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



Total Monthly Sit-Down Restaurant Users: 70.1% 69.8% — 1,908,102 — 3,151,841

Avg. Monthly Sit-Down Restaurant Meals: 3.8 3.7

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

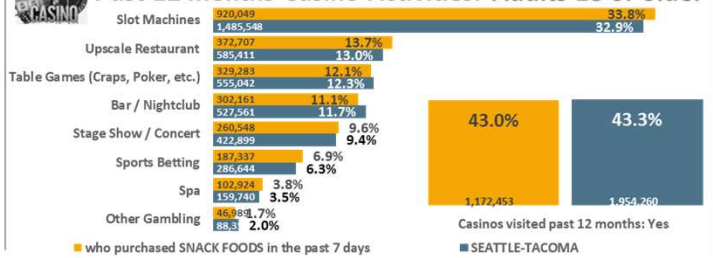
who purchased SNACK FOODS in the past 7 days	552,679	20.3%
SEATTLE-TACOMA	910,190	20.2%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,409

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



58.4% or 2,783,504 of PHOENIX DMA Adults 18 or older purchased SNACK FOODS in the past 7 days. Adults 18 or older who purchased SNACK FOODS in the past 7 days are 1.7% less likely to use QSRs past mo., 2.1% more likely to use Sit-Down Restaurants past mo., 4.8% more likely to use Casinos past yr., 5.8% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



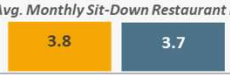
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

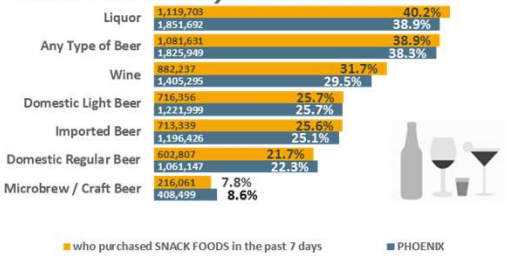
(Sit-Down Restaurants Used Past 30-days)



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

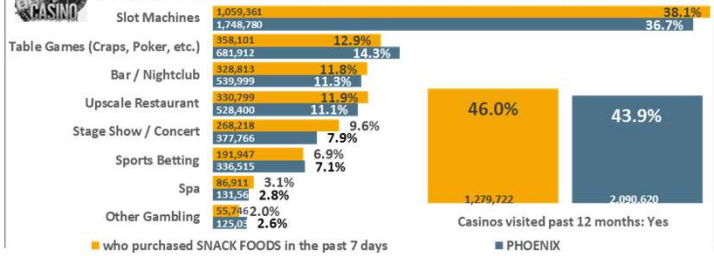


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,539

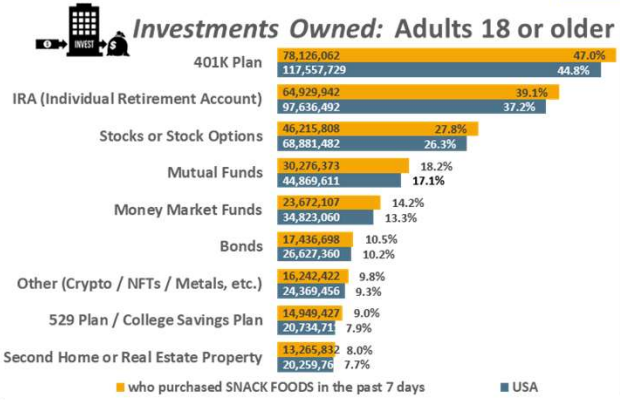
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

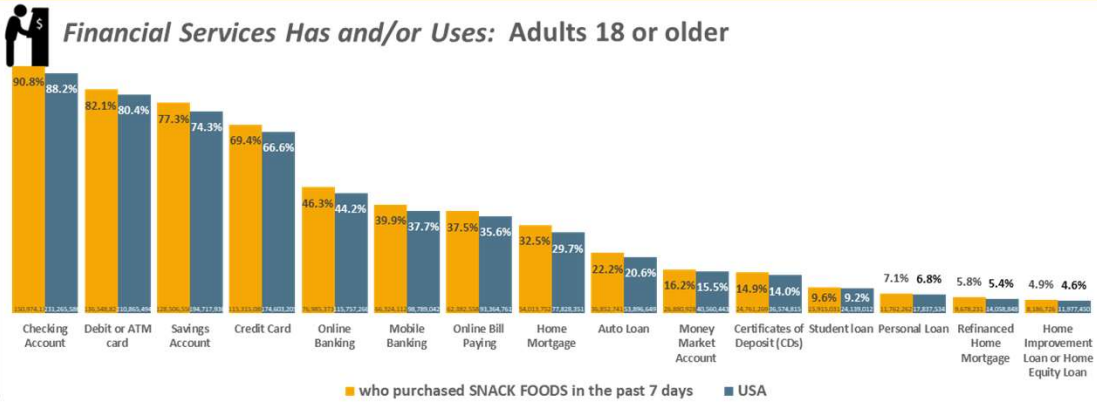


63.4% or 166,251,843 of USA Adults 18 or older purchased SNACK FOODS in the past 7 days.
Adults 18 or older who purchased SNACK FOODS in the past 7 days are 4.8% more likely to have a 401K, 7.8% more likely to have an Auto Loan, 1.8% more likely to Invest/Trade Stocks Online, 1.1% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



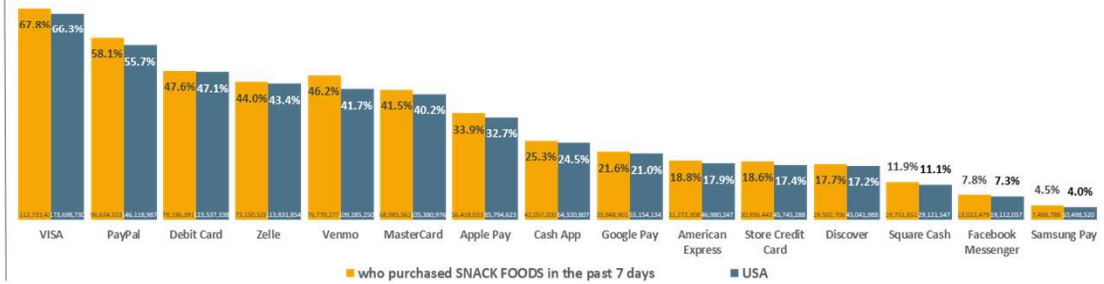
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 16,262

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,982

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

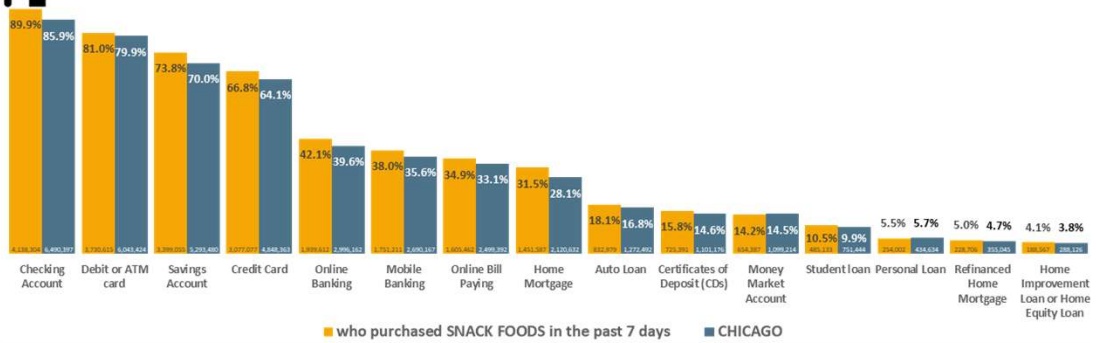


60.9% or 4,604,125 of CHICAGO DMA Adults 18 or older purchased SNACK FOODS in the past 7 days. Adults 18 or older who purchased SNACK FOODS in the past 7 days are 7.8% more likely to have a 401K, 7.5% more likely to have an Auto Loan, 2.5% more likely to Invest/Trade Stocks Online, 1.1% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

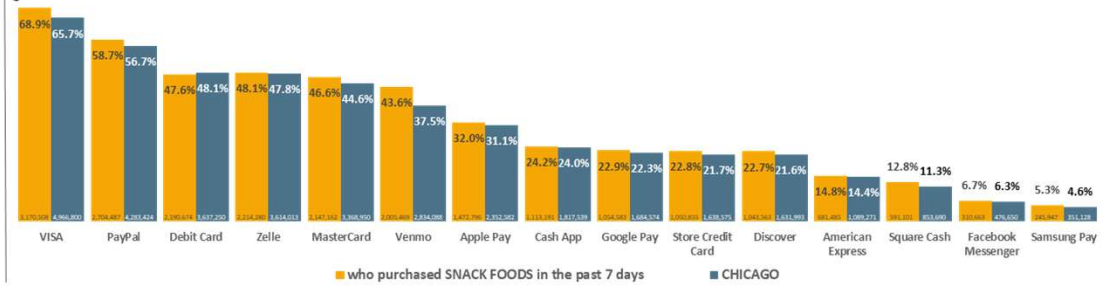


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,409

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

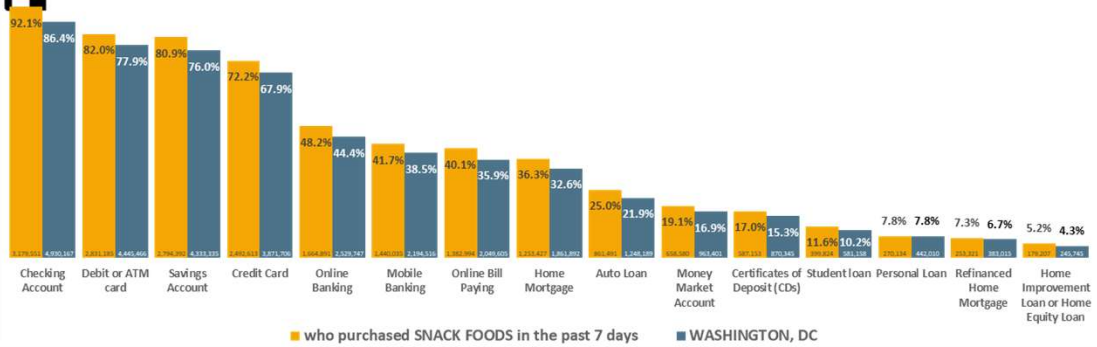


60.5% or 3,452,003 of WASHINGTON, DC DMA Adults 18 or older purchased SNACK FOODS in the past 7 days. Adults 18 or older who purchased SNACK FOODS in the past 7 days are 10.9% more likely to have a 401K, 14.% more likely to have an Auto Loan, 9.2% more likely to Invest/Trade Stocks Online, 5.1% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



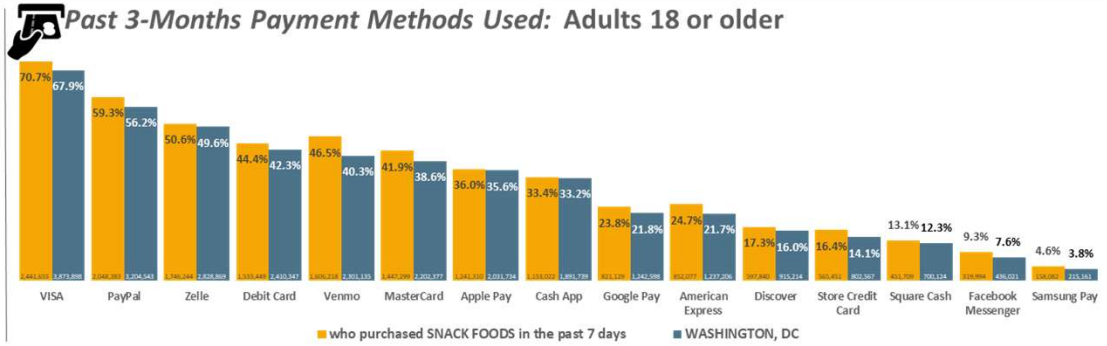
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 3,781

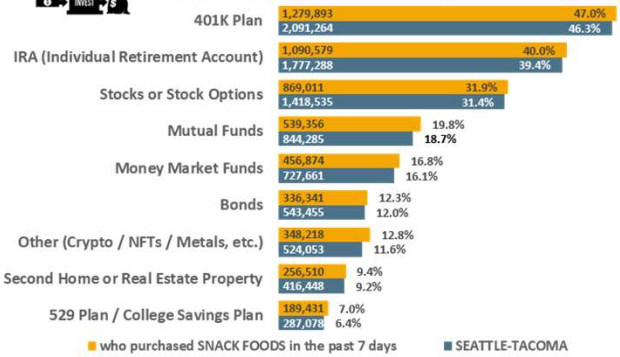
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

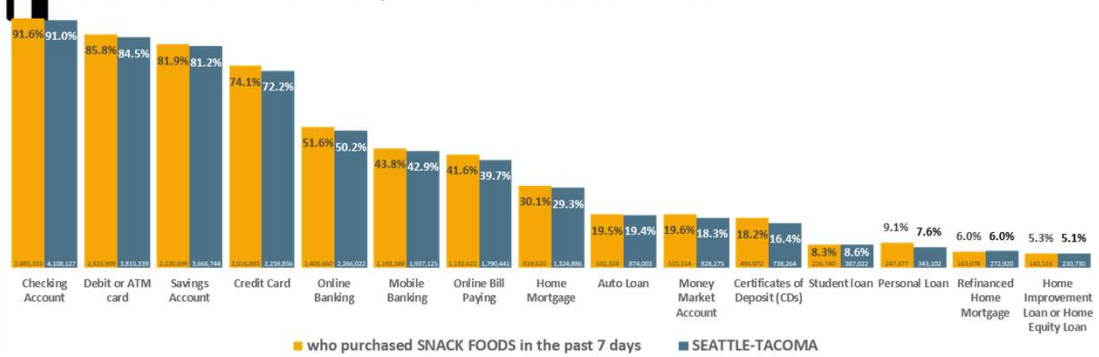


60.3% or 2,723,561 of SEATTLE-TACOMA DMA Adults 18 or older purchased SNACK FOODS in the past 7 days. Adults 18 or older who purchased SNACK FOODS in the past 7 days are 1.4% more likely to have a 401K, 1.% more likely to have an Auto Loan, 4.5% less likely to Invest/Trade Stocks Online, 2.5% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



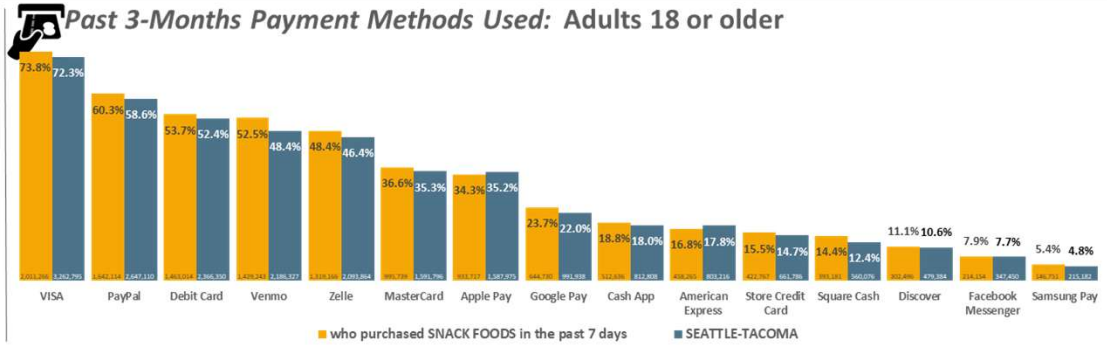
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,409

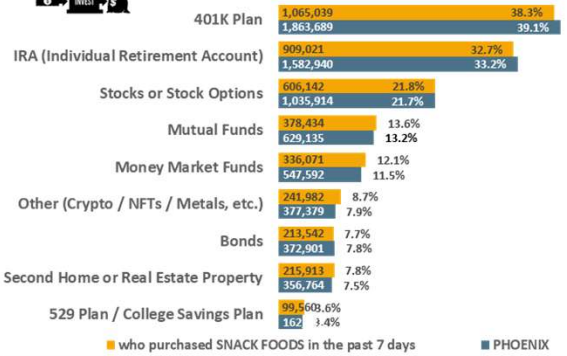
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

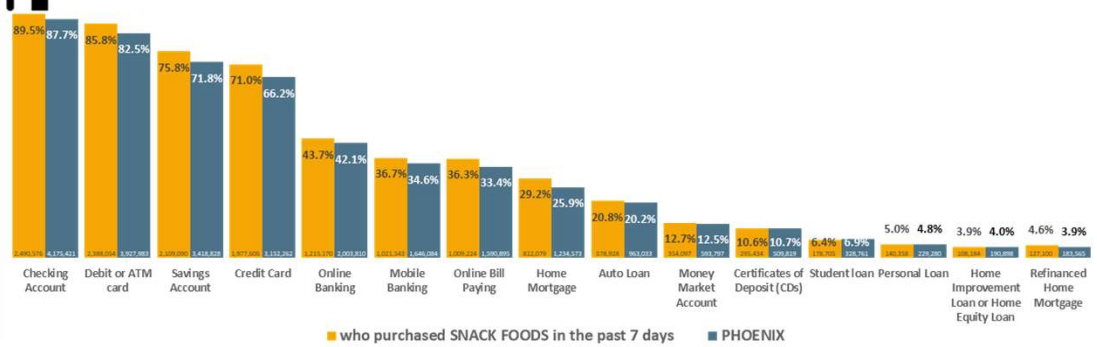


58.4% or 2,783,504 of PHOENIX DMA Adults 18 or older purchased SNACK FOODS in the past 7 days. Adults 18 or older who purchased SNACK FOODS in the past 7 days are 2.2% less likely to have a 401K, 2.9% more likely to have an Auto Loan, 5.8% less likely to Invest/Trade Stocks Online, 4.% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



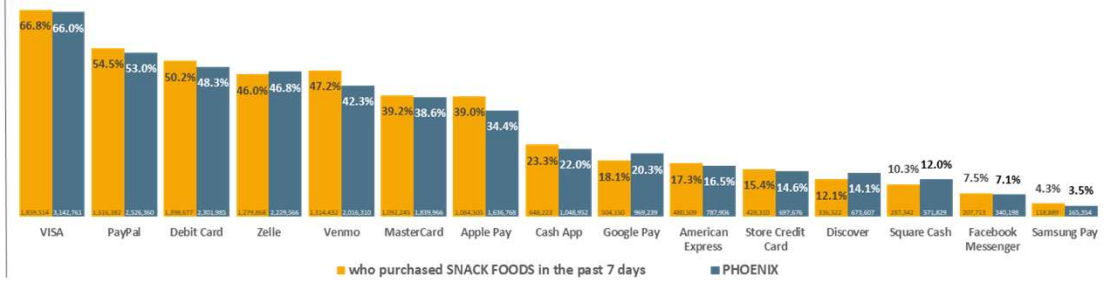
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,539

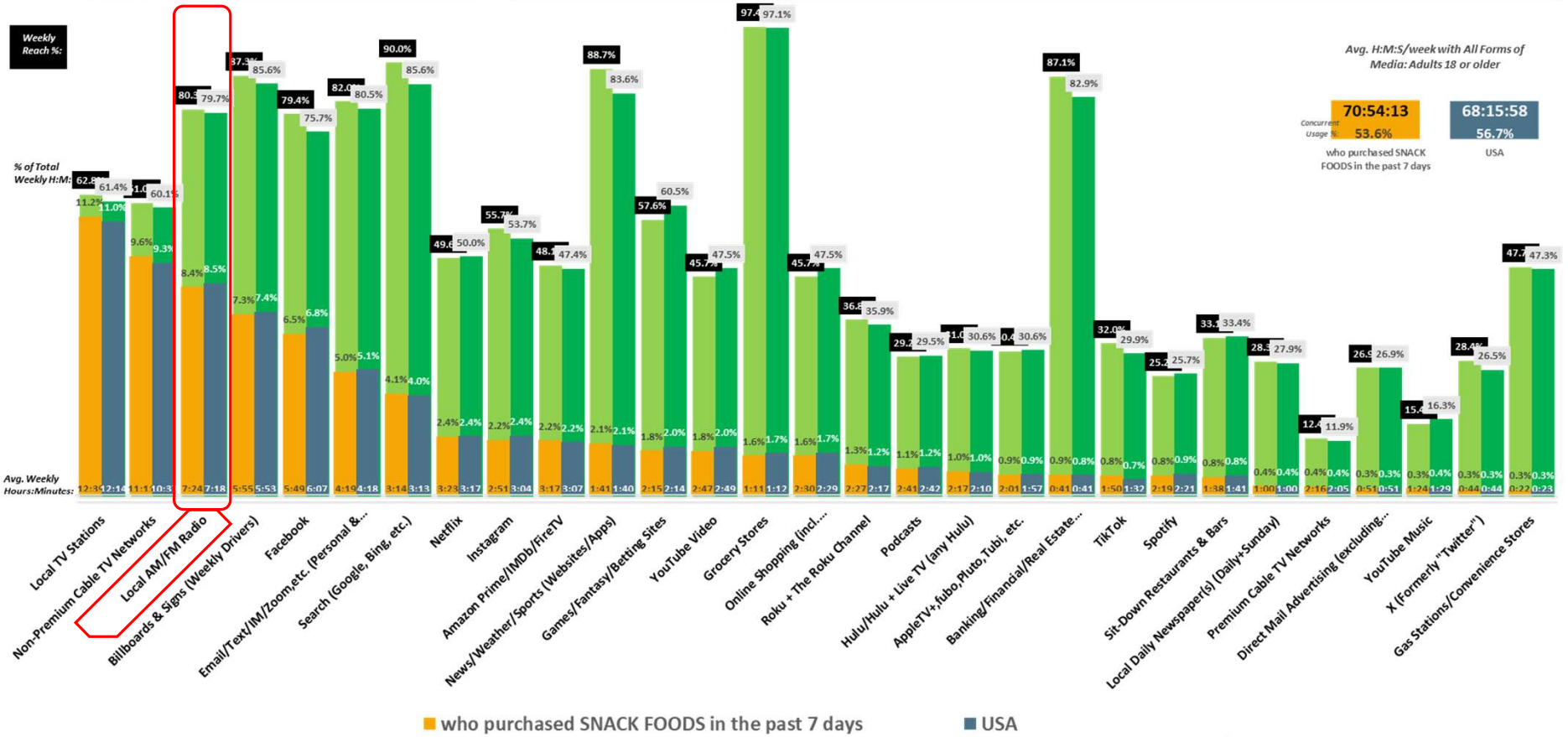
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



Adults 18 or older who purchased SNACK FOODS in the past 7 days spend an average of 2 days, 22 hours, 54 minutes and 13 seconds each week with All Forms of Media.

80.3% of Adults 18 or older who purchased SNACK FOODS in the past 7 days spend an avg. of 7 hours and 24 minutes each week listening to All Local AM/FM Radio, representing 8.4% of total time spent with all forms of Media.



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 16,262 USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,982

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

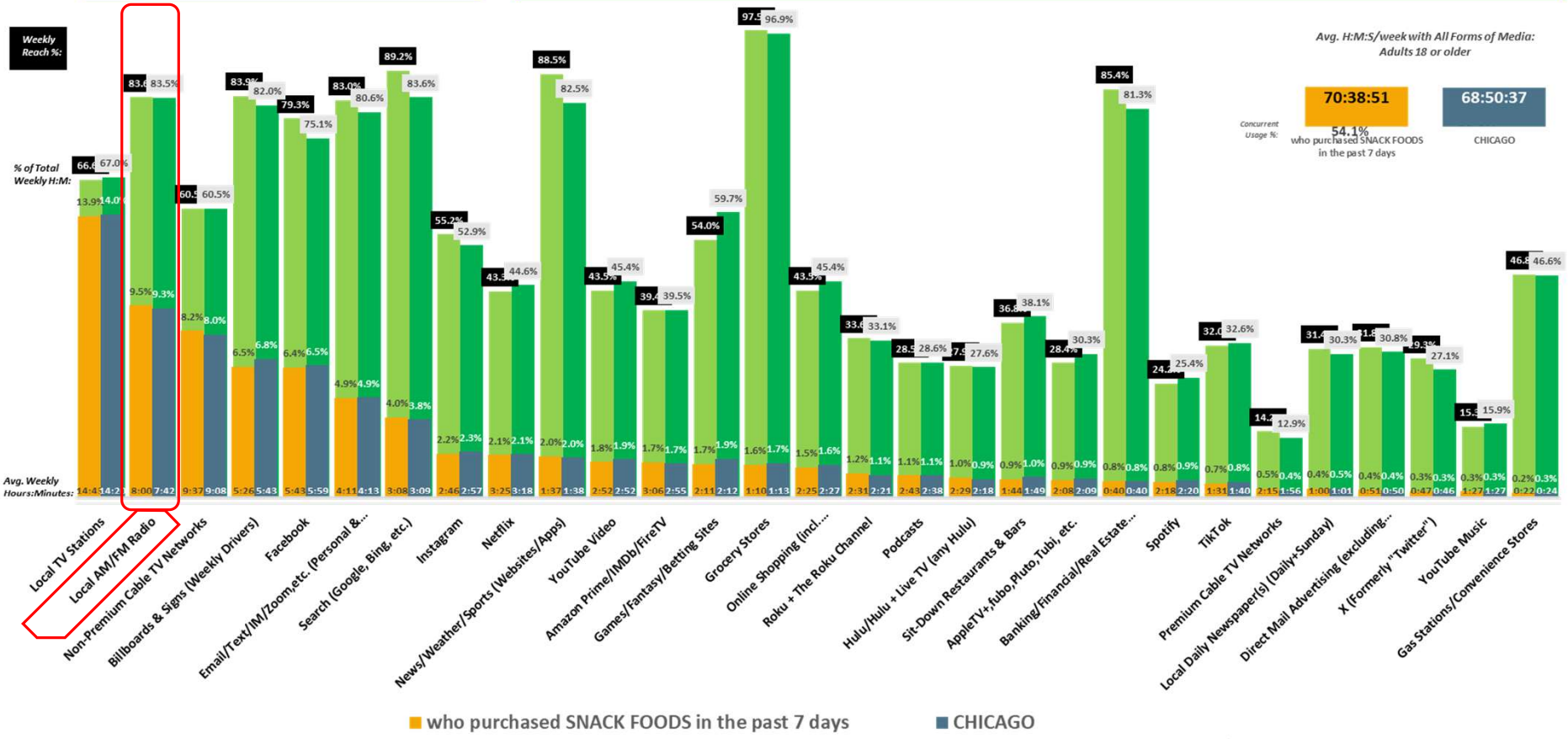
Hubbard BROADCASTING Share of Everything for Anything ©

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



Adults 18 or older who purchased SNACK FOODS in the past 7 days spend an average of 2 days, 22 hours, 38 minutes and 51 seconds each week with All Forms of Media.

83.6% of Adults 18 or older who purchased SNACK FOODS in the past 7 days spend an avg. of 8 hours and 0 minutes each week listening to All Local AM/FM Radio, representing 9.5% of total time spent with all forms of Media.

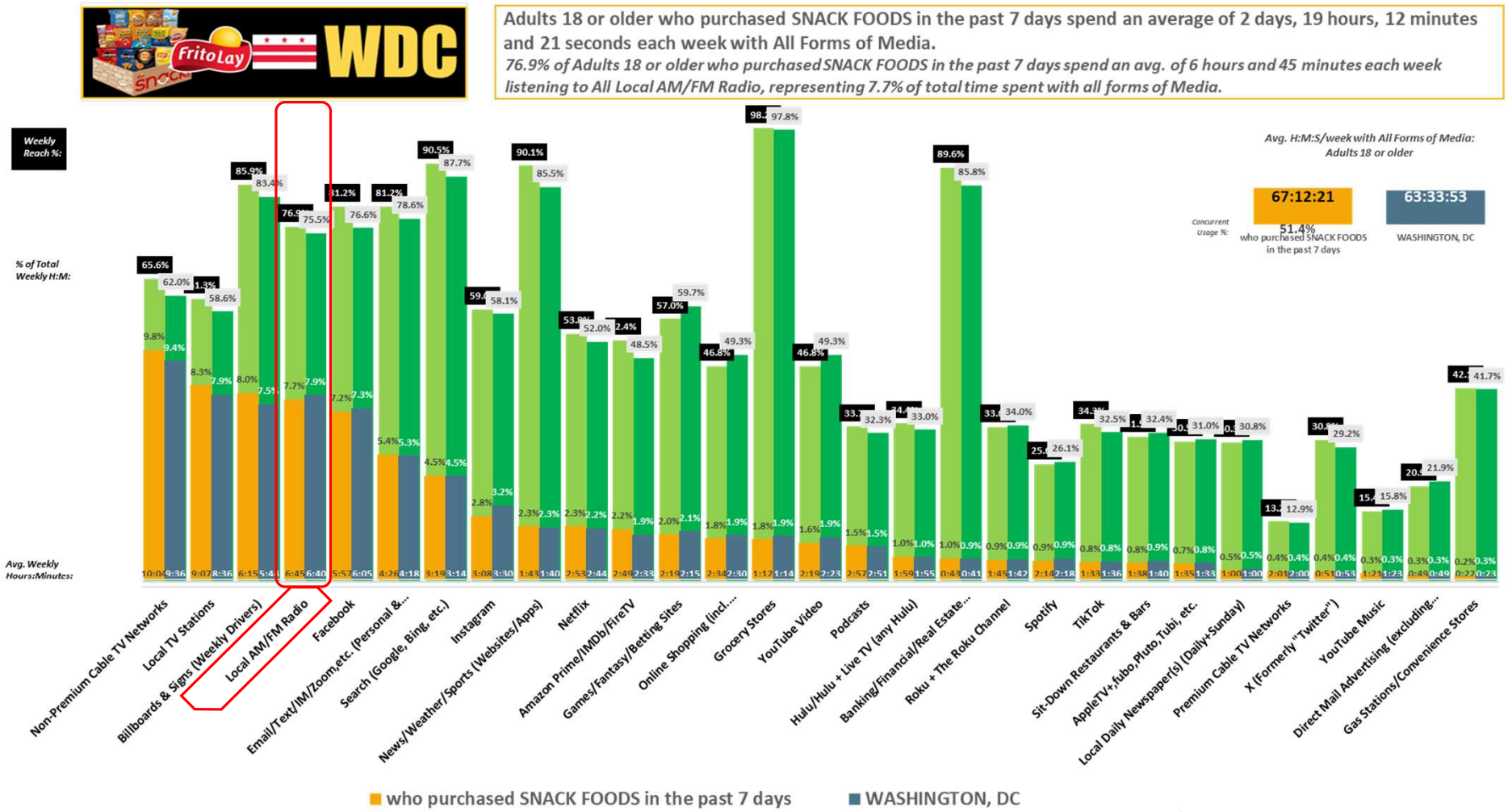


CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,409 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,846

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 3,781 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

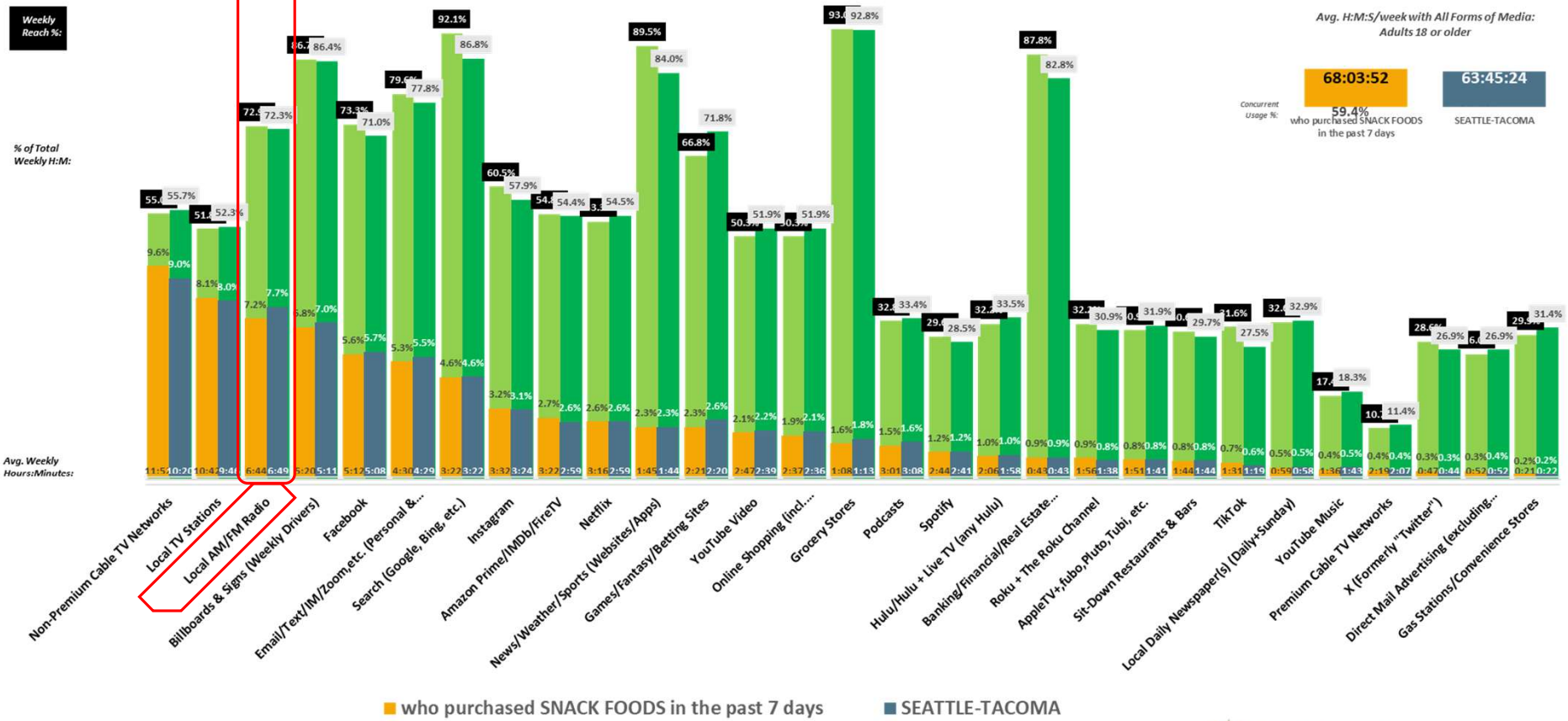
Hubbard BROADCASTING Share of Everything for Anything ©

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



Adults 18 or older who purchased SNACK FOODS in the past 7 days spend an average of 2 days, 20 hours, 3 minutes and 52 seconds each week with All Forms of Media.

72.9% of Adults 18 or older who purchased SNACK FOODS in the past 7 days spend an avg. of 6 hours and 44 minutes each week listening to All Local AM/FM Radio, representing 7.2% of total time spent with all forms of Media.

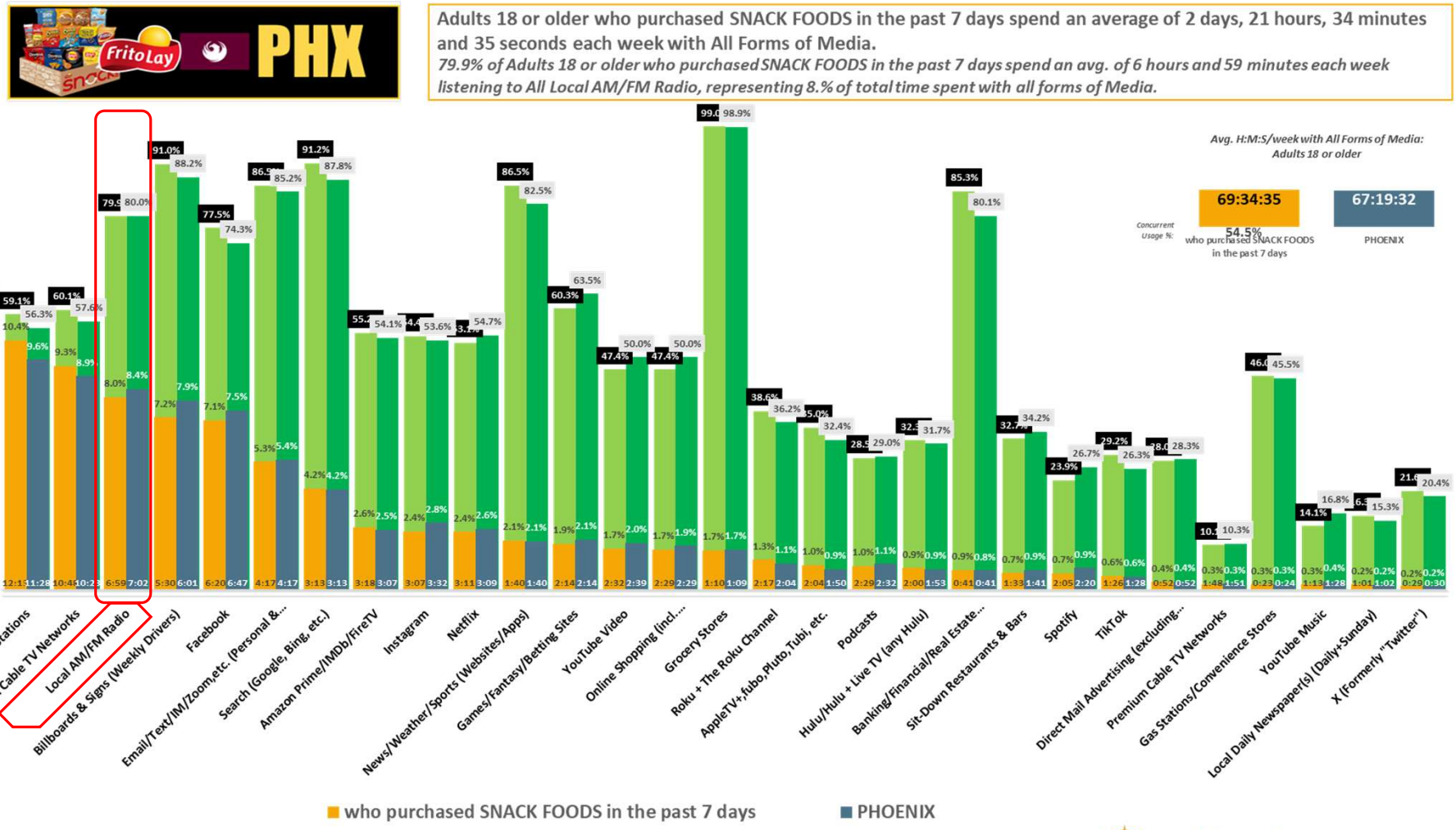


SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,409 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,539 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

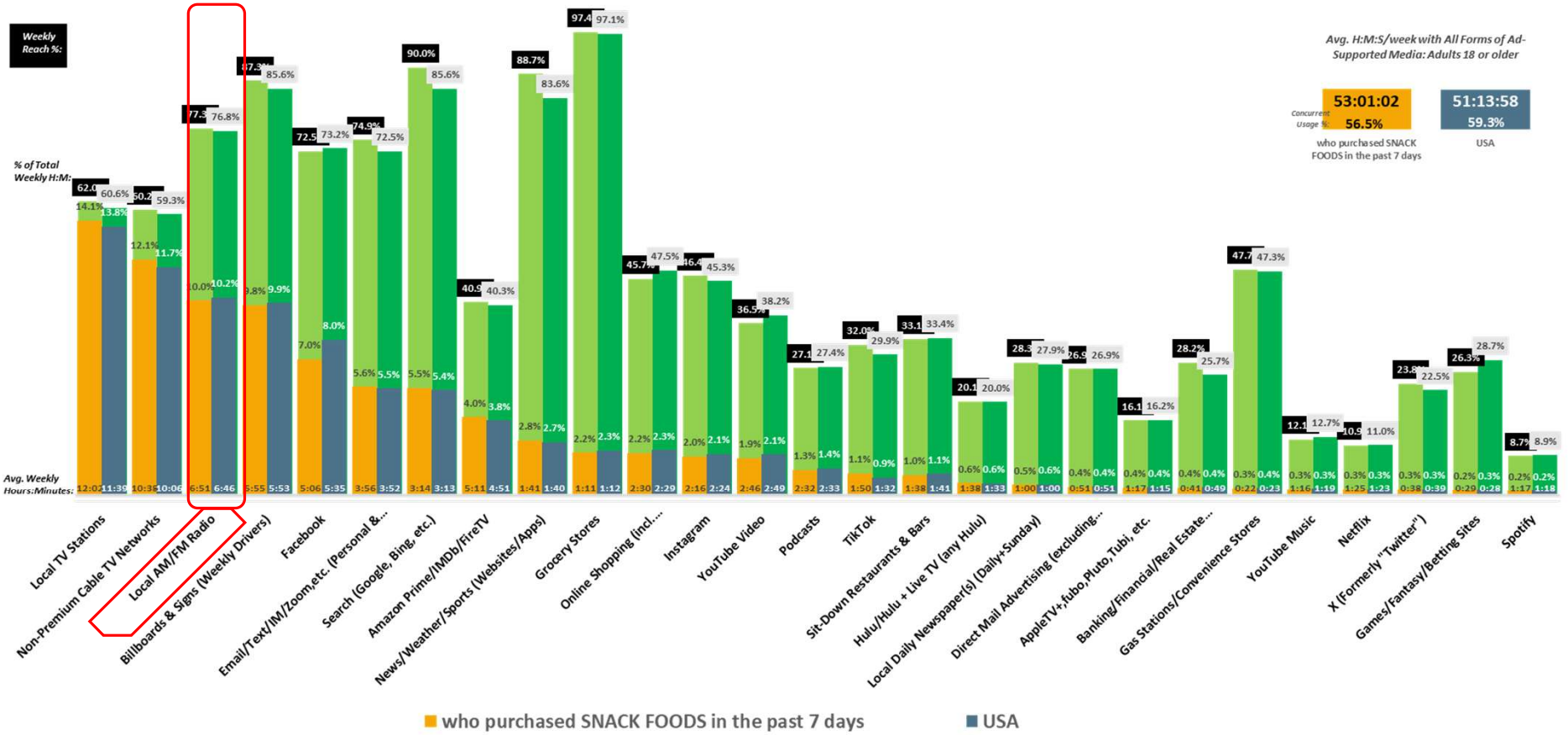
Hubbard BROADCASTING Share of Everything for Anything ©

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



Adults 18 or older who purchased SNACK FOODS in the past 7 days spend an average of 2 days, 5 hours, 1 minutes and 2 seconds each week with All Forms of Ad-Supported Media.

77.3% of Adults 18 or older who purchased SNACK FOODS in the past 7 days spend an avg. of 6 hours and 51 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.% of total time spent with all forms of Ad-Supported Media.

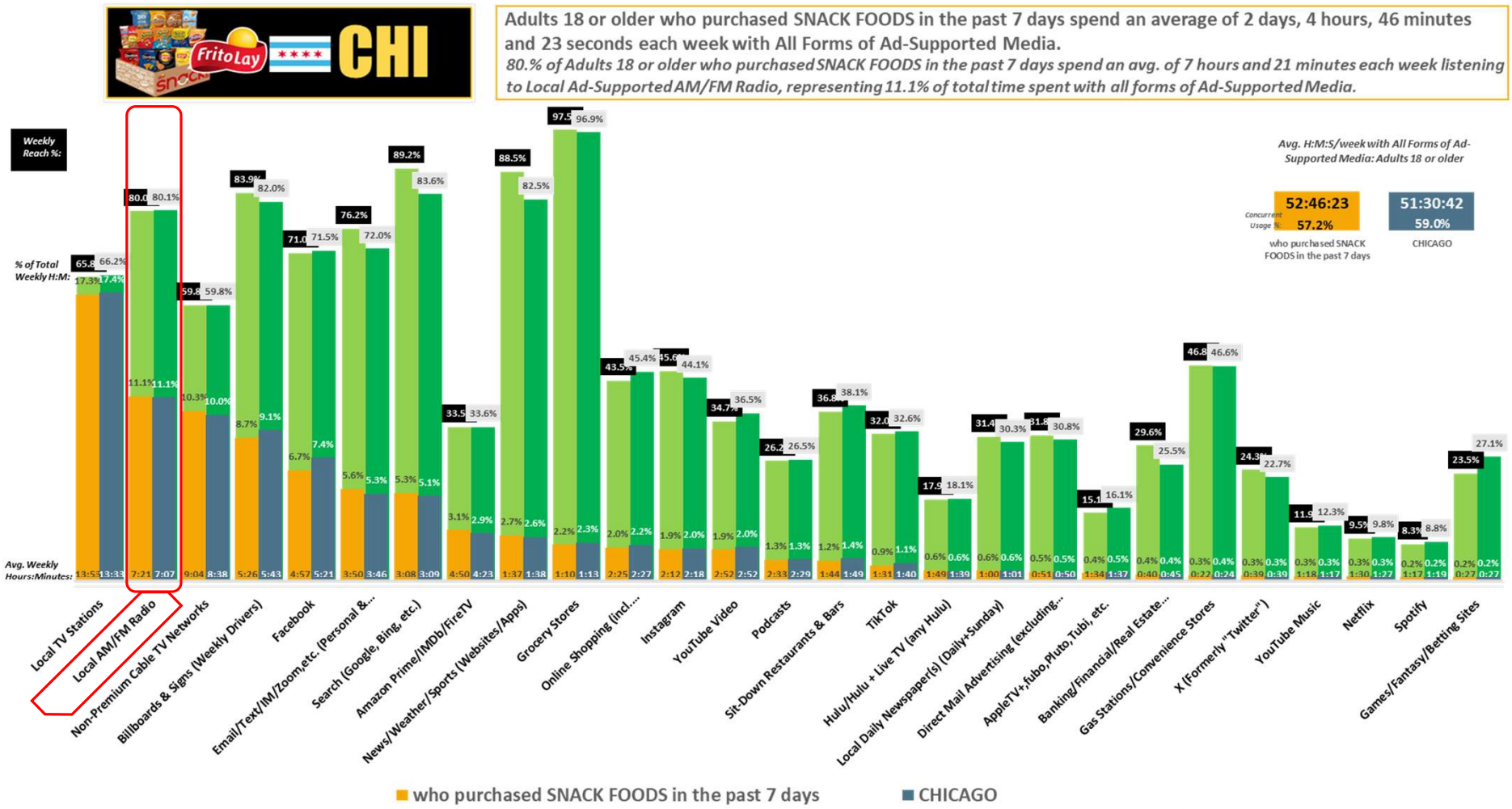


USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 16,262 USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,982

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

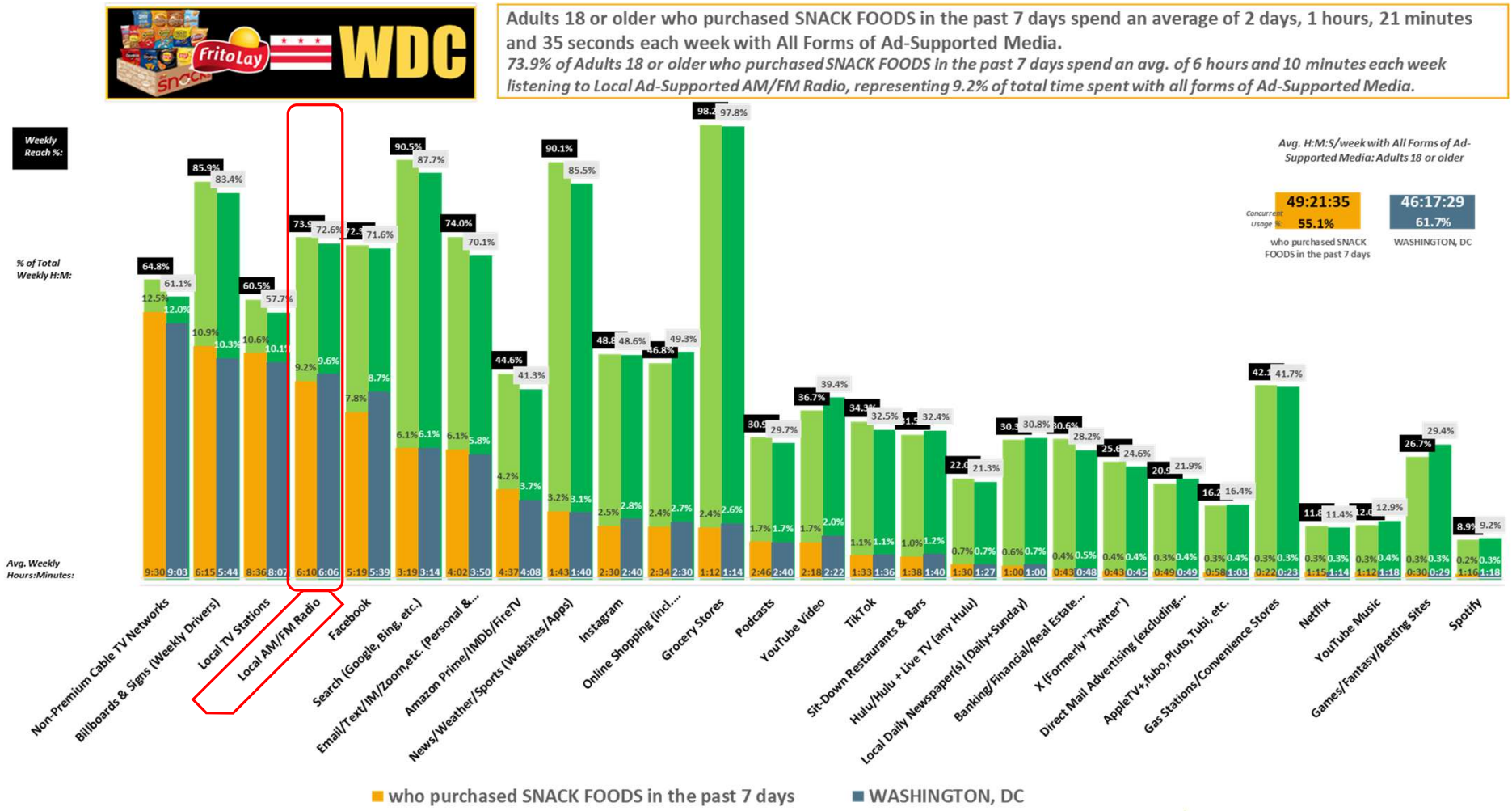


CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,409 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,846

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 3,781 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

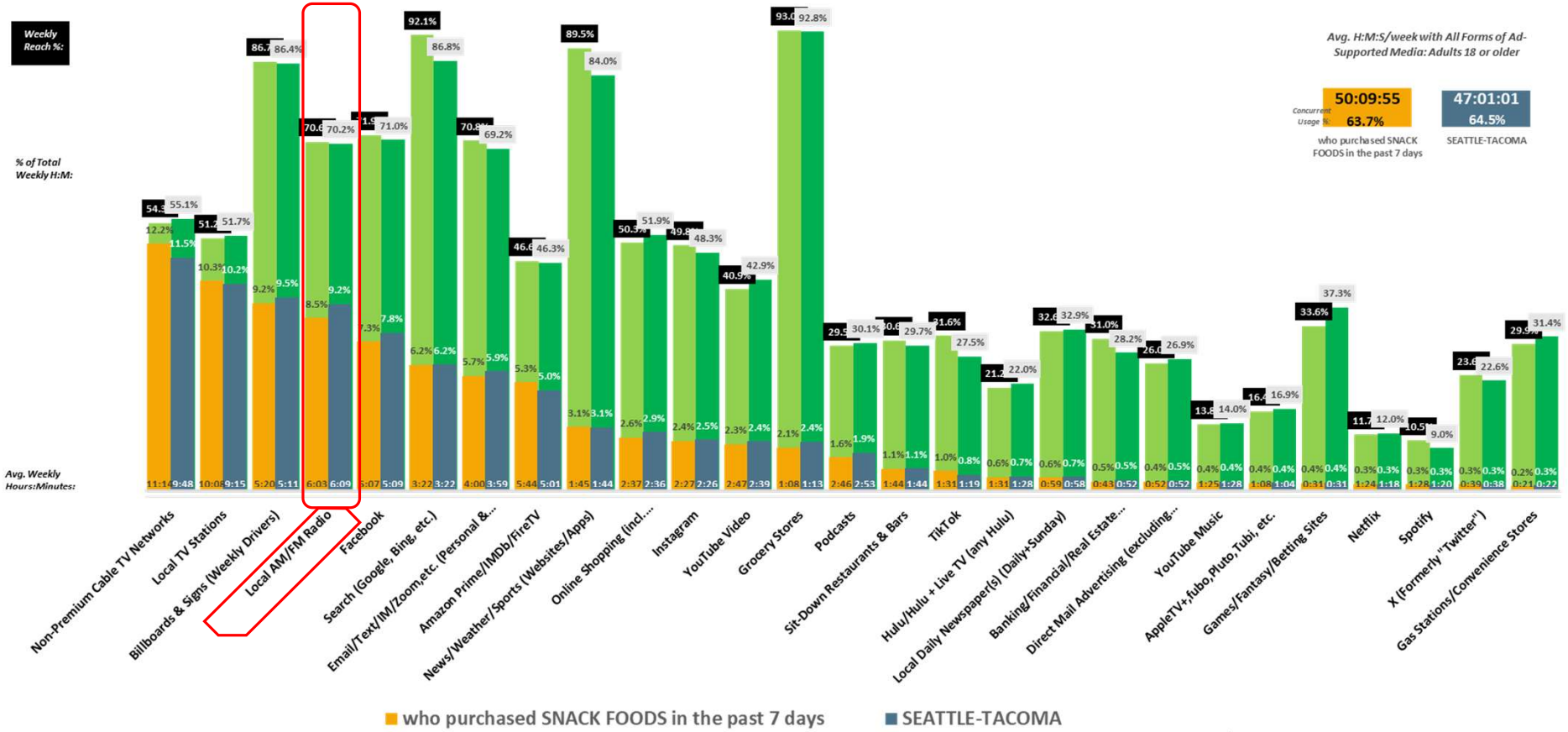
Hubbard BROADCASTING Share of Everything for Anything ©

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



Adults 18 or older who purchased SNACK FOODS in the past 7 days spend an average of 2 days, 2 hours, 9 minutes and 55 seconds each week with All Forms of Ad-Supported Media.

70.6% of Adults 18 or older who purchased SNACK FOODS in the past 7 days spend an avg. of 6 hours and 3 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.5% of total time spent with all forms of Ad-Supported Media.

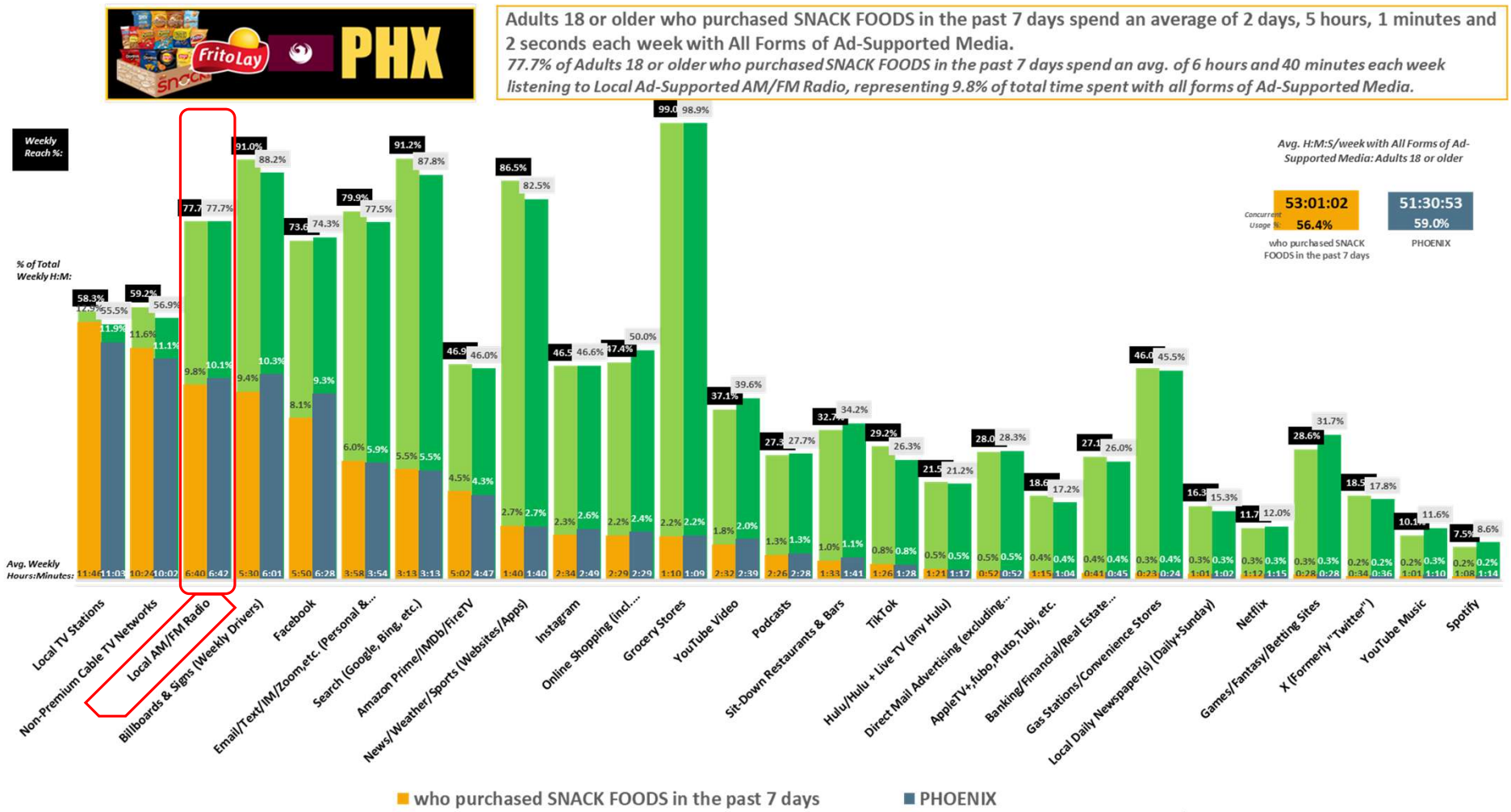


SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,409 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,539 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

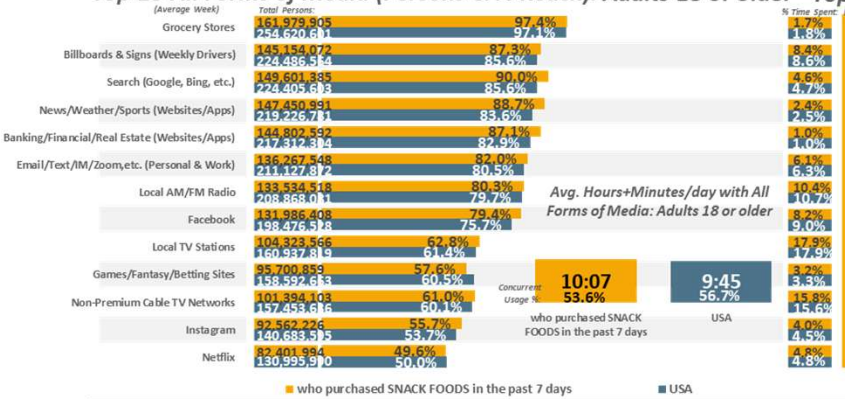
Hubbard BROADCASTING Share of Everything for Anything ©

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

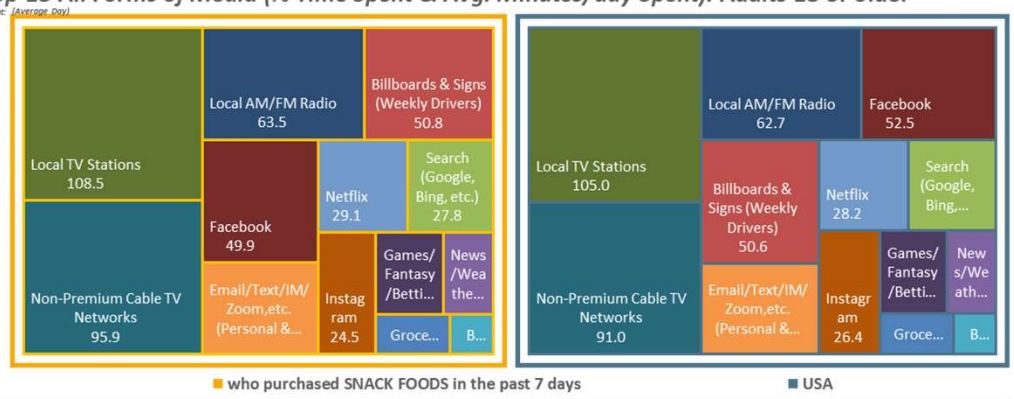


Adults 18 or older who purchased SNACK FOODS in the past 7 days spend an average of 7 hours and 34 minutes each day with All Forms of Ad-Supported Media. 77.3% listen to Local AM/FM Radio for an avg. of 58.7 minutes/day. *(Local Radio delivers 10.% of Time with Ad-Supported Media.)*

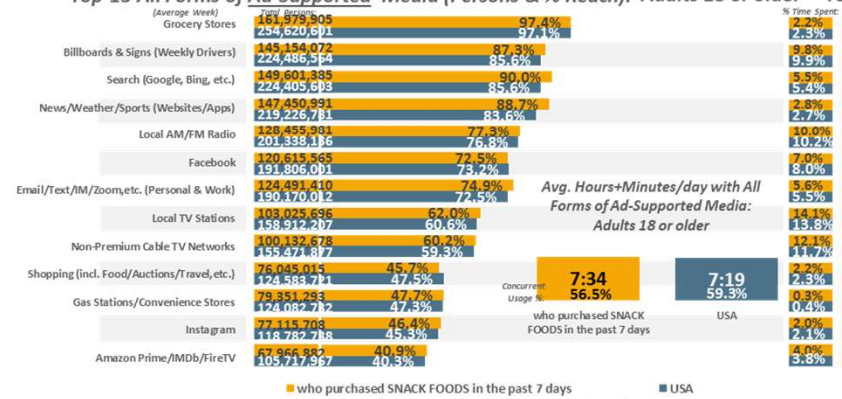
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



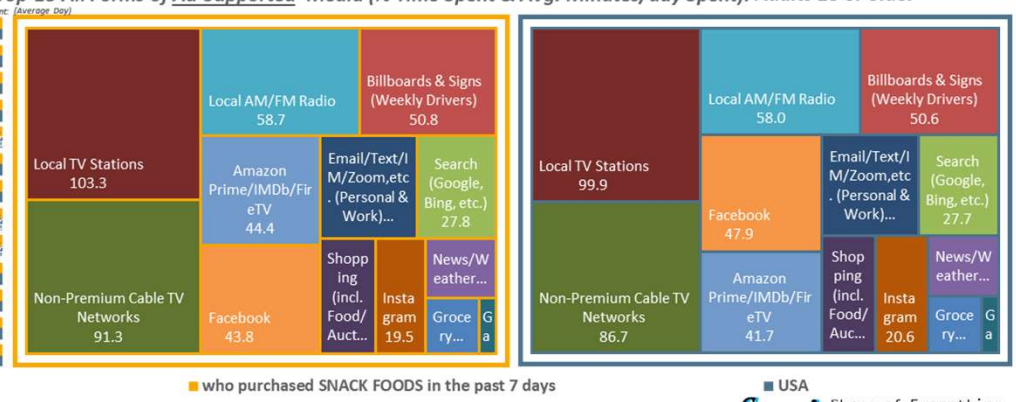
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 16,262

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,982

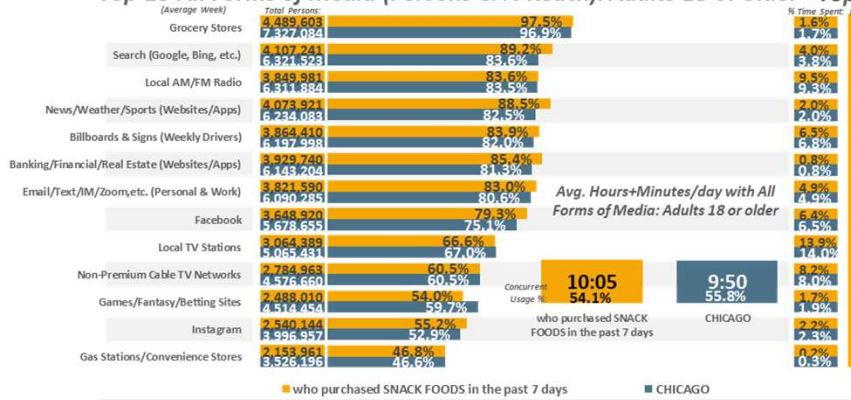
soefa.ai Share of Everything for Anything ©

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

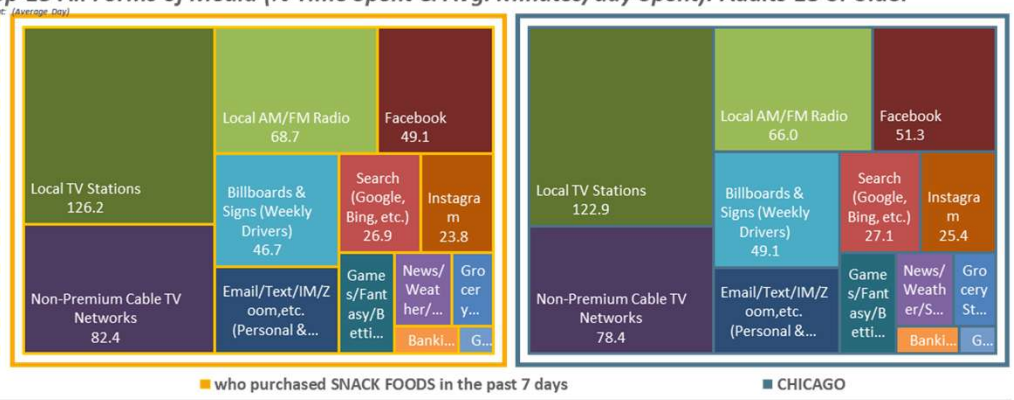


Adults 18 or older who purchased SNACK FOODS in the past 7 days spend an average of 7 hours and 32 minutes each day with All Forms of Ad-Supported Media. 80.% listen to Local AM/FM Radio for an avg. of 63. minutes/day. *(Local Radio delivers 11.1% of Time with Ad-Supported Media.)*

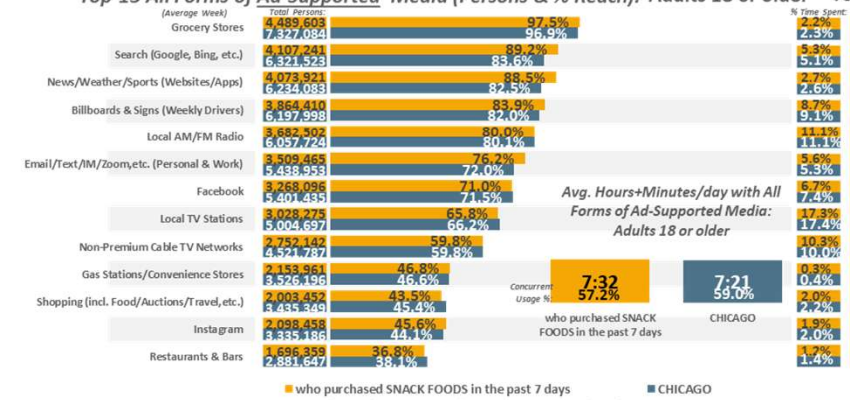
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



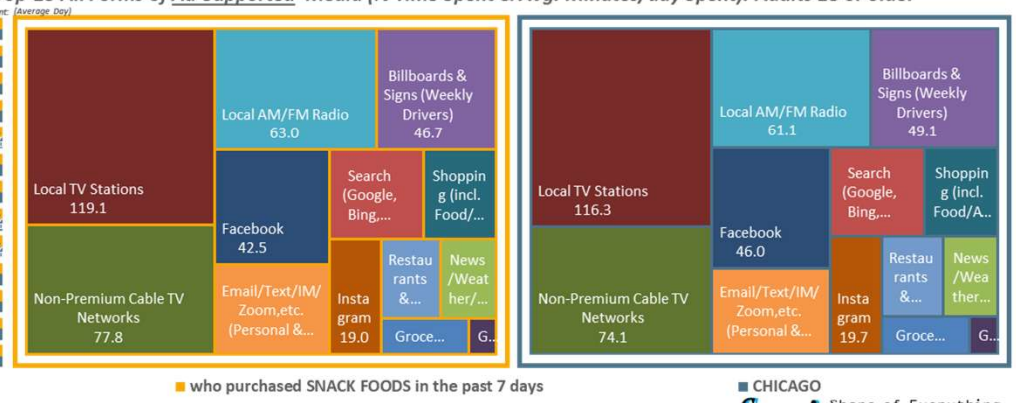
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,409

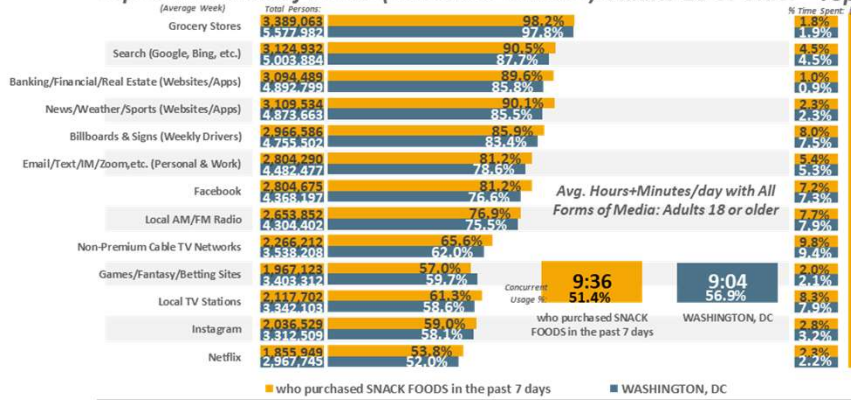
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

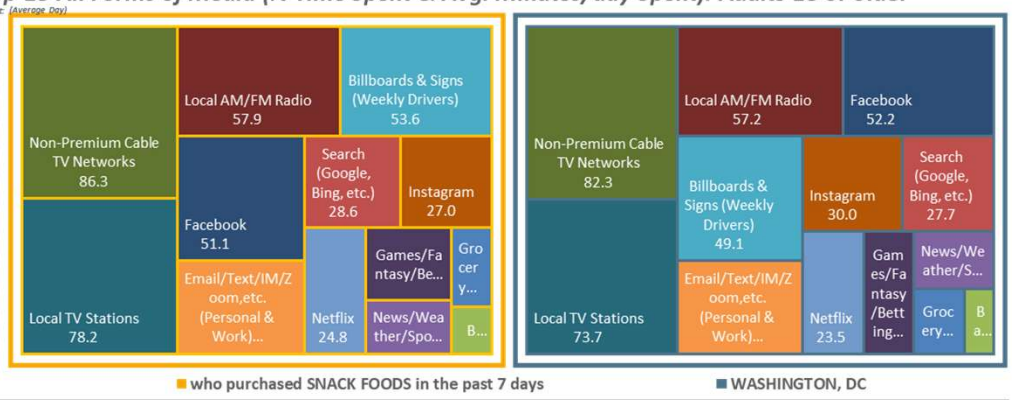
Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

Adults 18 or older who purchased SNACK FOODS in the past 7 days spend an average of 7 hours and 3 minutes each day with All Forms of Ad-Supported Media. 73.9% listen to Local AM/FM Radio for an avg. of 52.9 minutes/day. *(Local Radio delivers 9.2% of Time with Ad-Supported Media.)*

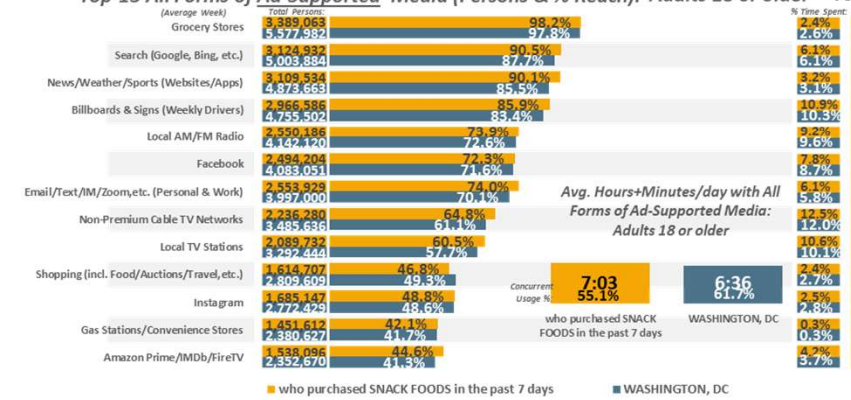
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



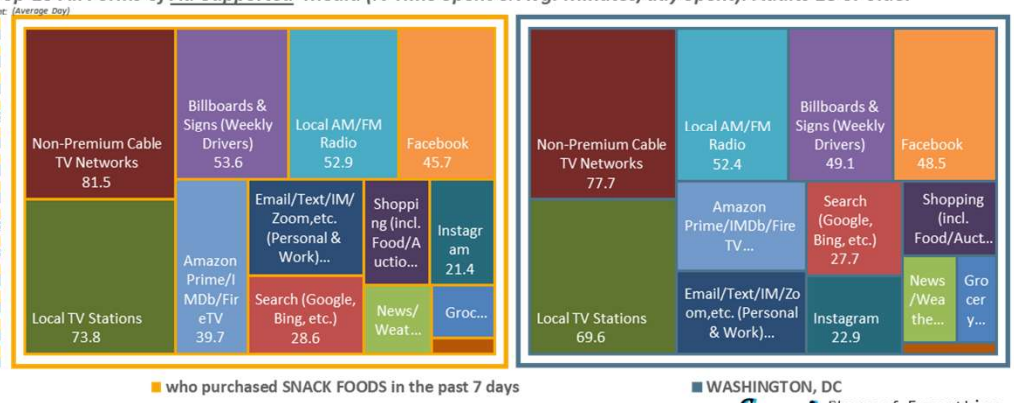
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 3,781

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

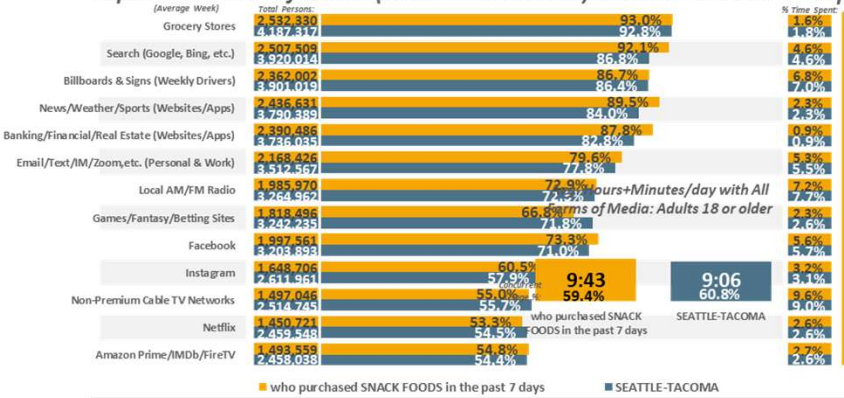
soefa.ai Share of Everything for Anything ©

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

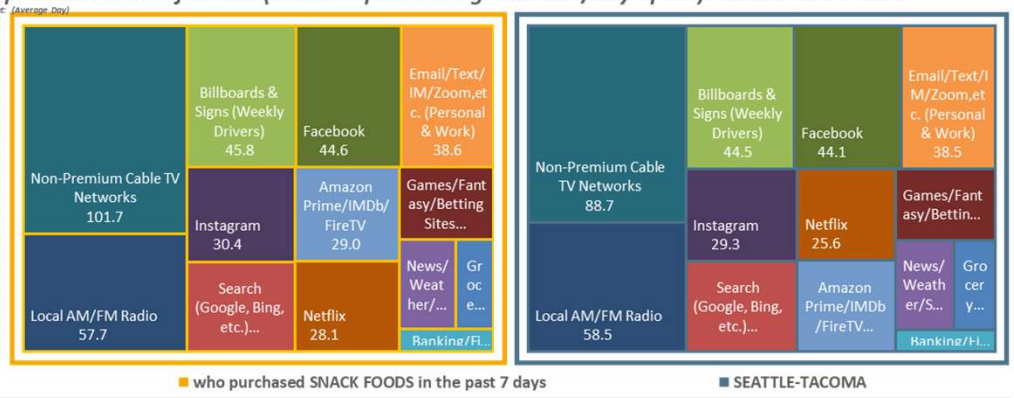


Adults 18 or older who purchased SNACK FOODS in the past 7 days spend an average of 7 hours and 9 minutes each day with All Forms of Ad-Supported Media. 70.6% listen to Local AM/FM Radio for an avg. of 51.9 minutes/day. *(Local Radio delivers 8.5% of Time with Ad-Supported Media.)*

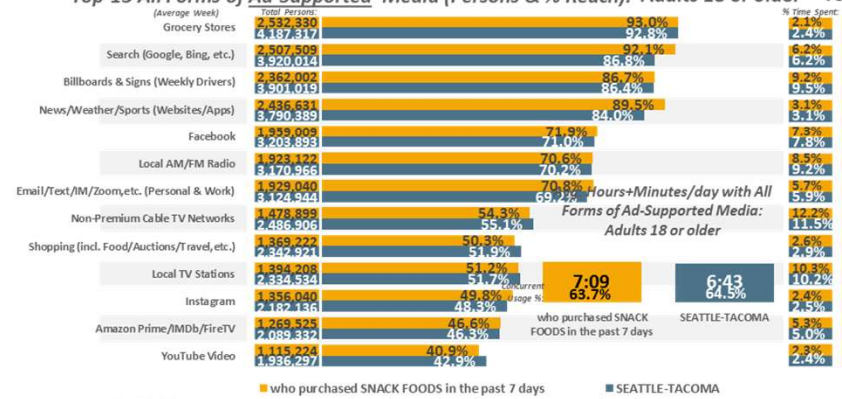
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



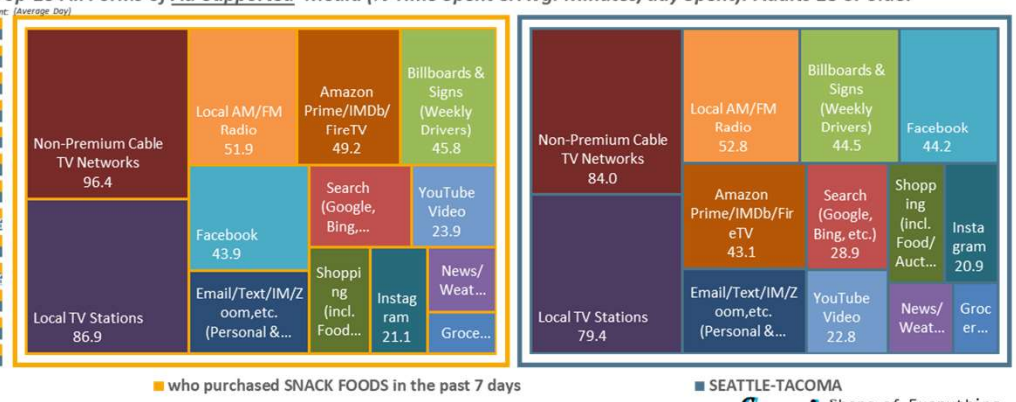
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,409

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

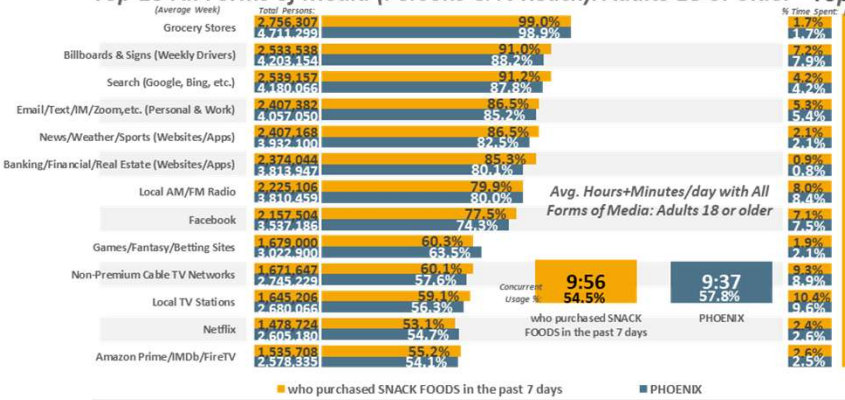
soefa.ai Share of Everything for Anything ©

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

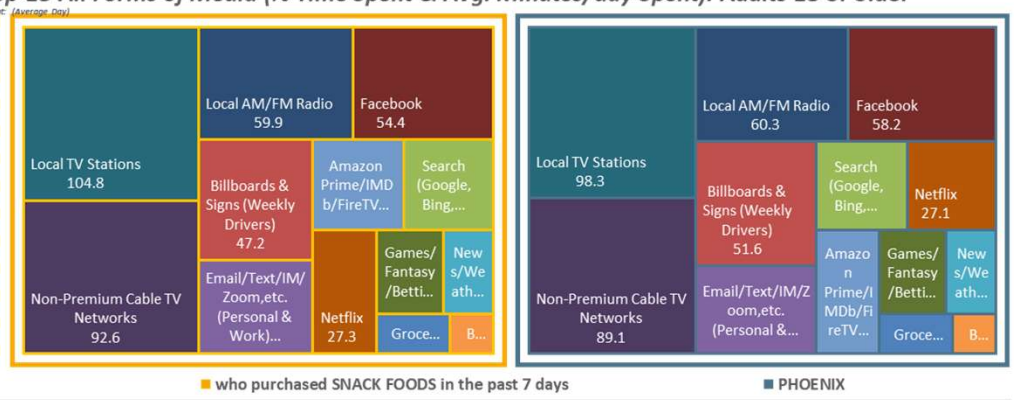


Adults 18 or older who purchased SNACK FOODS in the past 7 days spend an average of 7 hours and 34 minutes each day with All Forms of Ad-Supported Media. 77.7% listen to Local AM/FM Radio for an avg. of 57.2 minutes/day. *(Local Radio delivers 9.8% of Time with Ad-Supported Media.)*

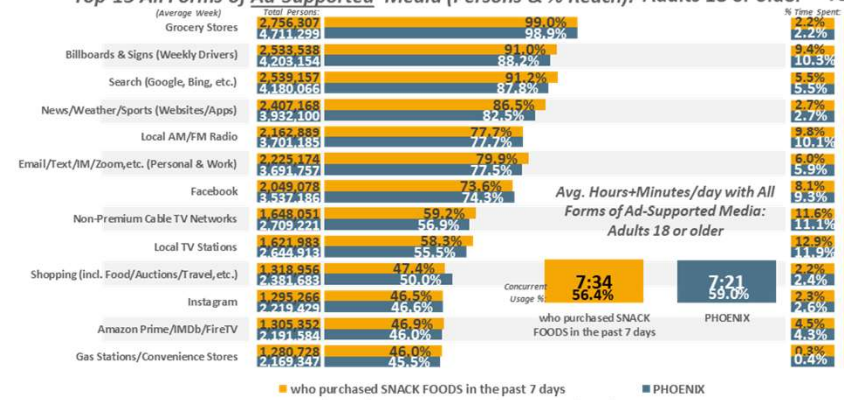
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



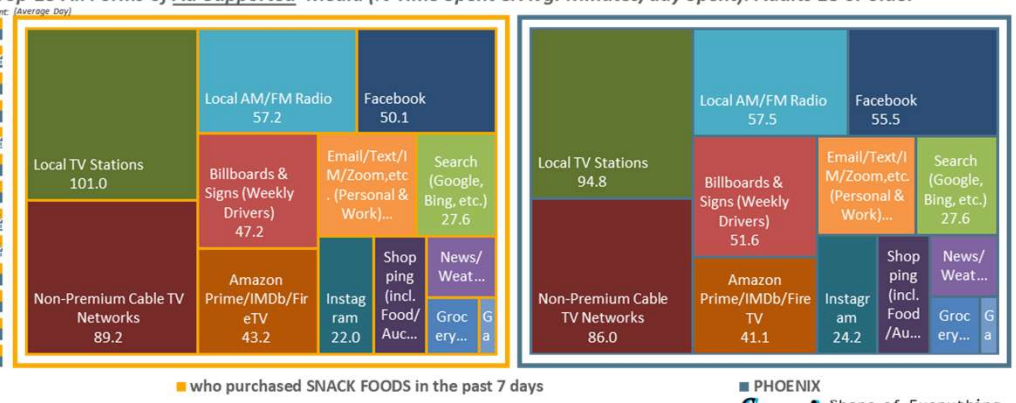
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,539

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

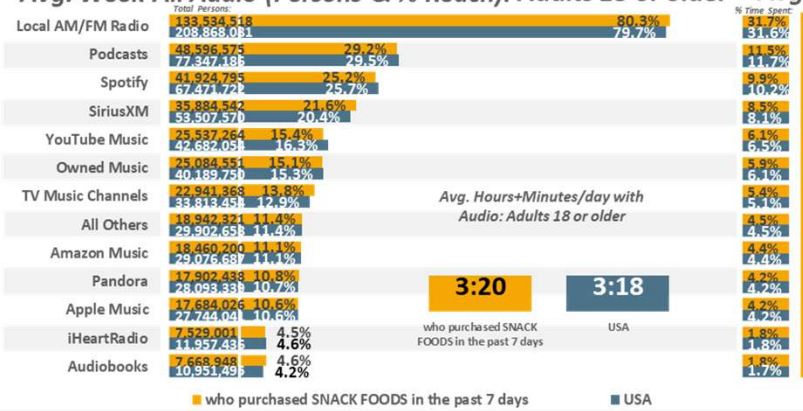
soefa.ai Share of Everything for Anything ®

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

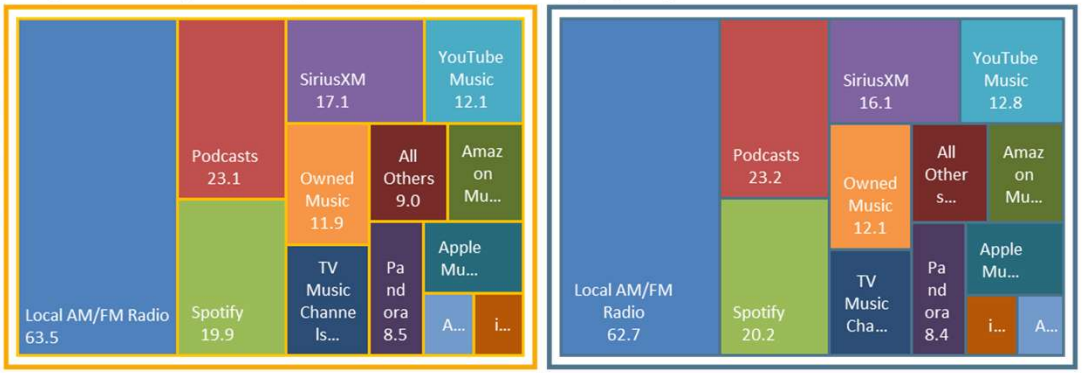


128,455,981 or 77.3% of Adults 18 or older who purchased SNACK FOODS in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 58.7 minutes every day representing 41.5% of all time spent daily with Ad-Supported Audio.

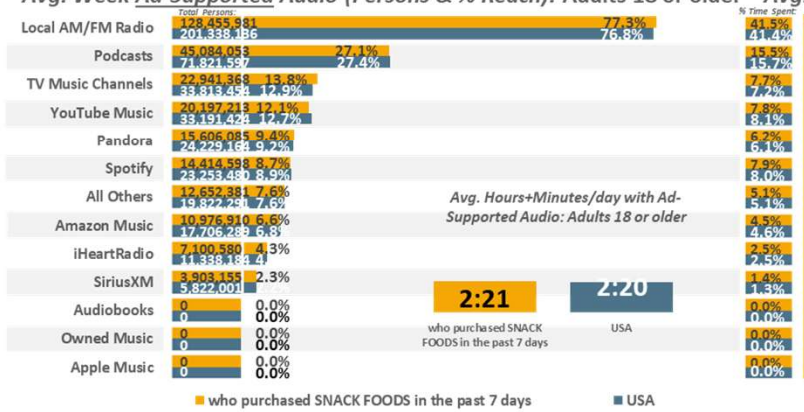
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



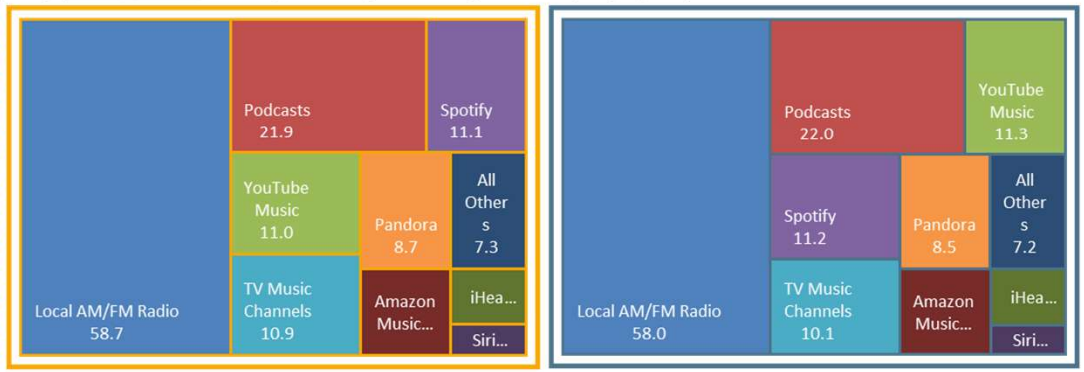
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 16,262

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R2 2025: Feb24-Jul25 USA Projection

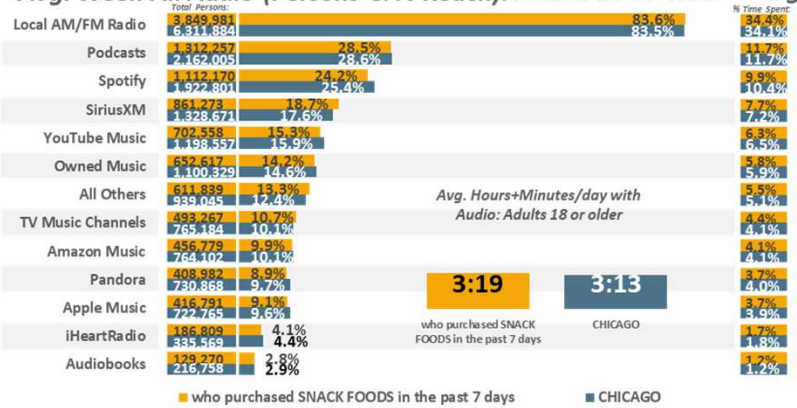
soefa.ai Share of Everything for Anything ©

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

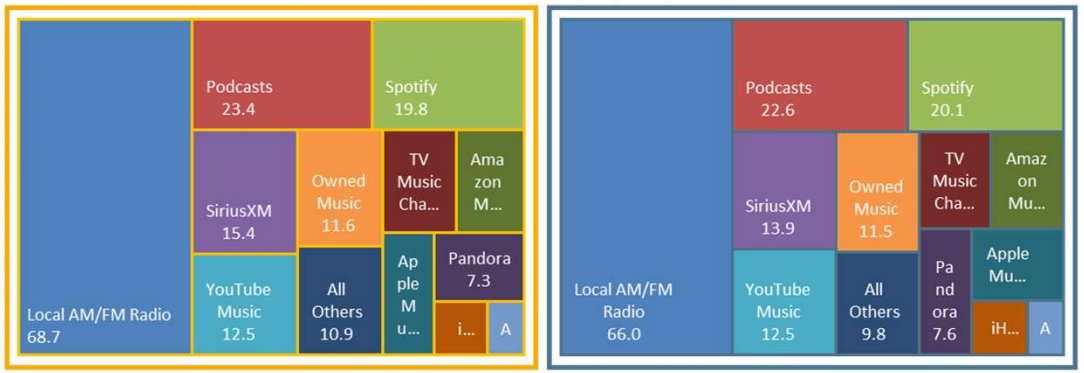


3,682,502 or 80.% of Adults 18 or older who purchased SNACK FOODS in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 63. minutes every day representing 43.6% of all time spent daily with Ad-Supported Audio.

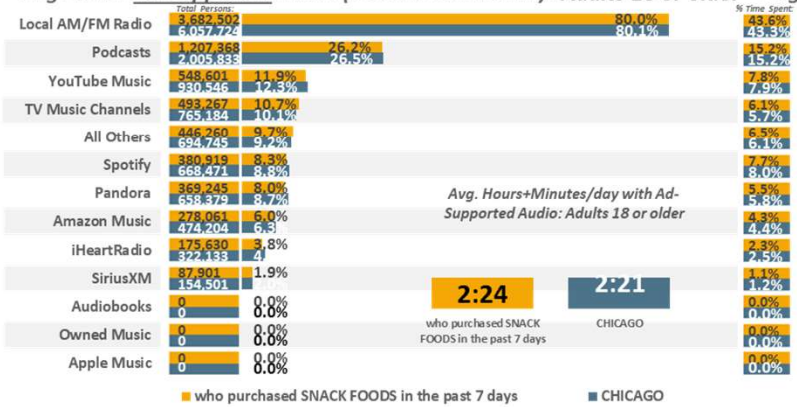
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



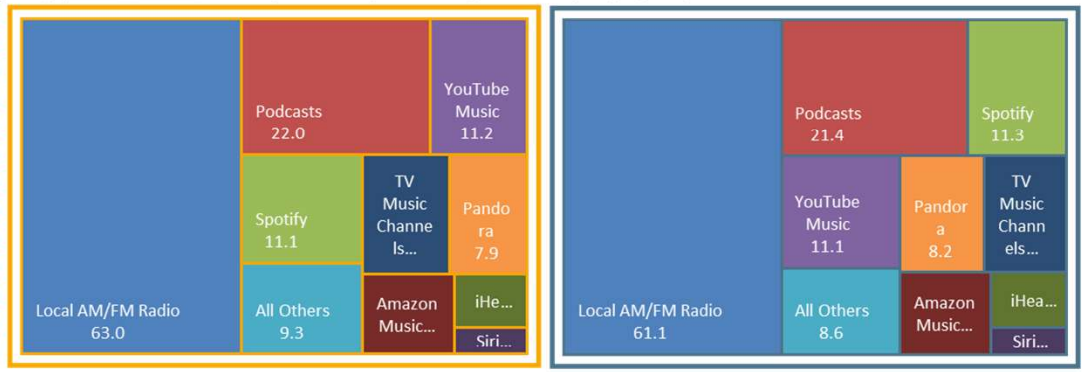
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,409

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

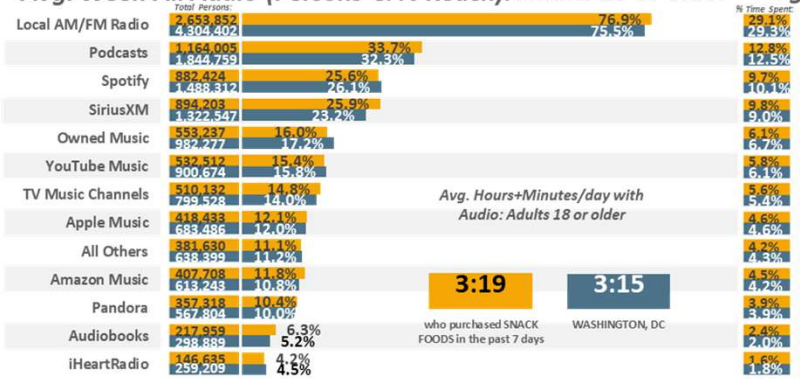
soefa.ai Share of Everything for Anything

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

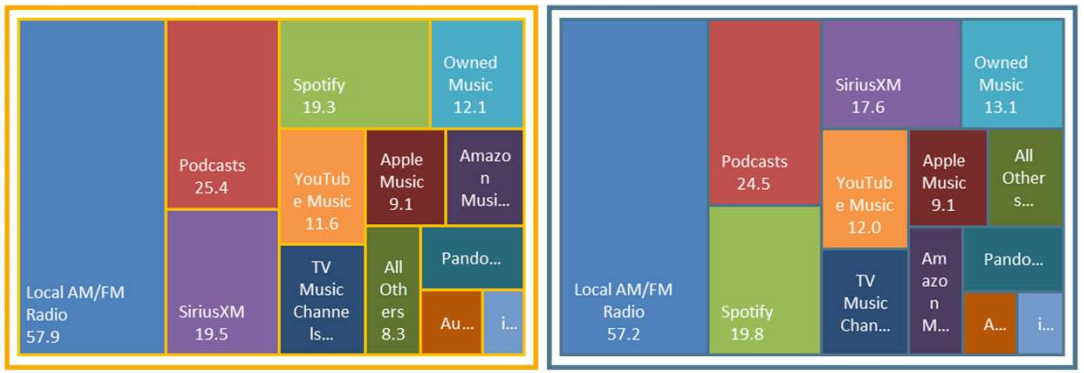


2,550,186 or 73.9% of Adults 18 or older who purchased SNACK FOODS in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 52.9 minutes every day representing 39.2% of all time spent daily with Ad-Supported Audio.

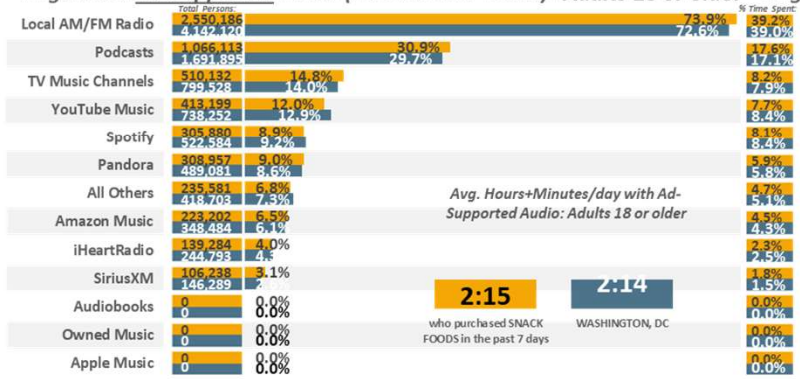
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



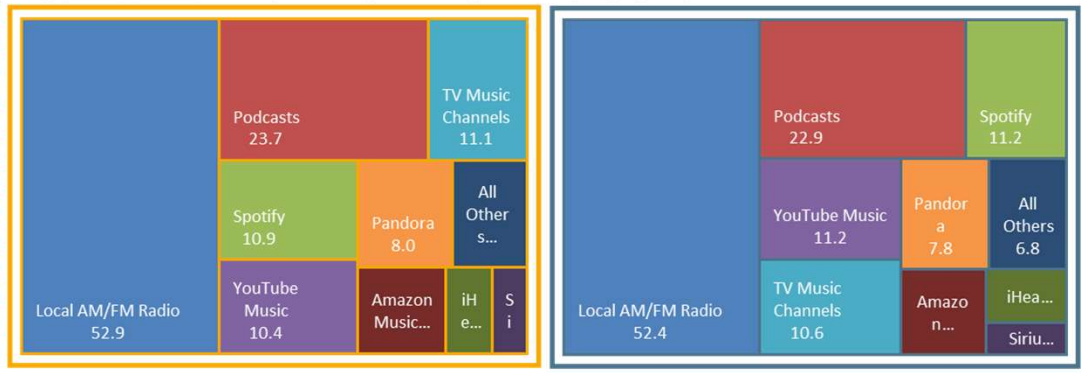
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 3,781

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

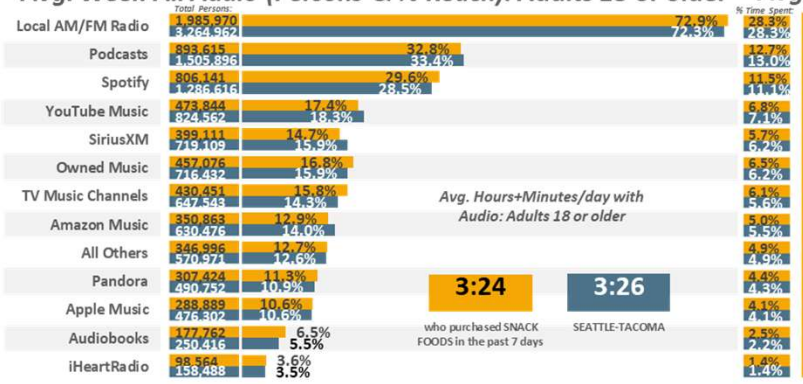
soefa.ai Share of Everything for Anything

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

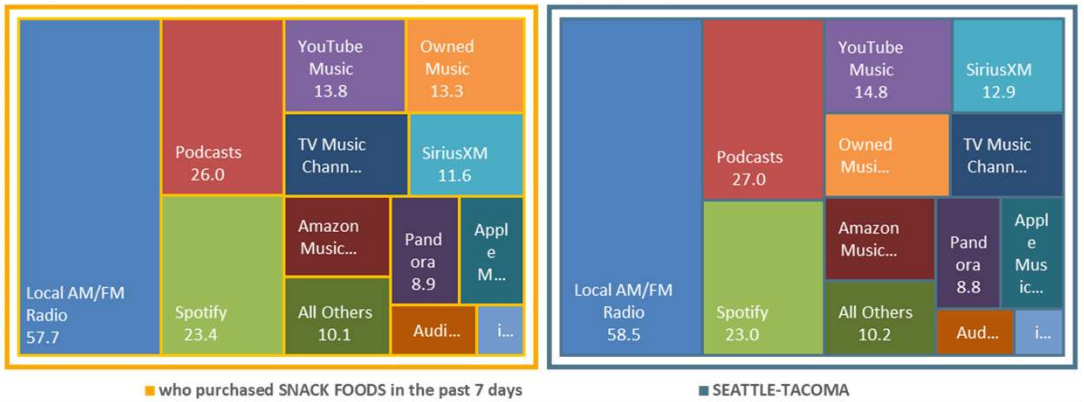


1,923,122 or 70.6% of Adults 18 or older who purchased SNACK FOODS in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 51.9 minutes every day representing 36.9% of all time spent daily with Ad-Supported Audio.

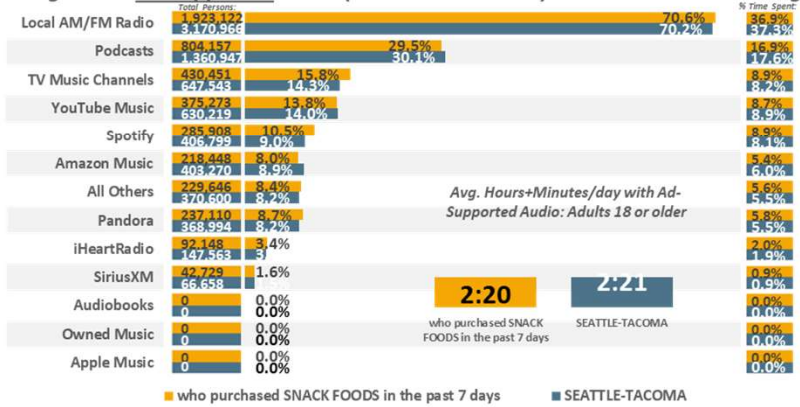
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



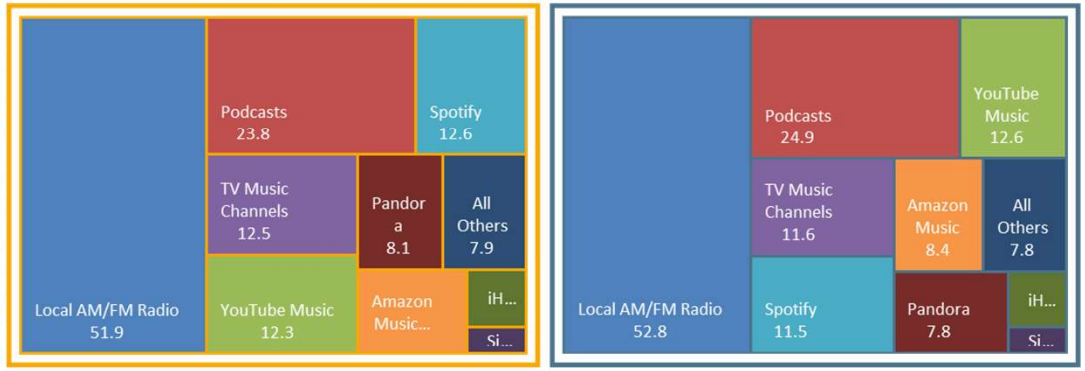
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,409

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

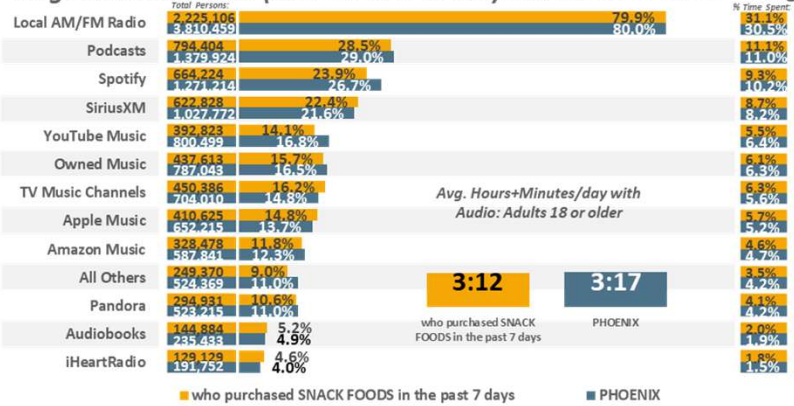
soefa.ai Share of Everything for Anything ©

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

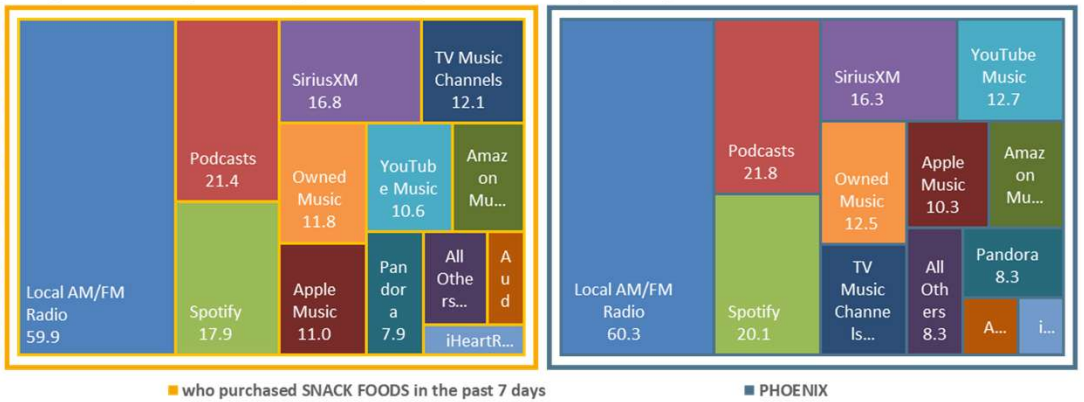


2,162,889 or 77.7% of Adults 18 or older who purchased SNACK FOODS in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 57.2 minutes every day representing 42.6% of all time spent daily with Ad-Supported Audio.

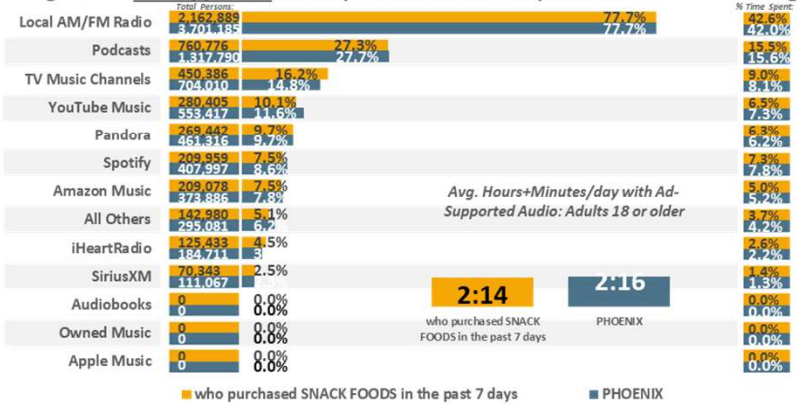
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



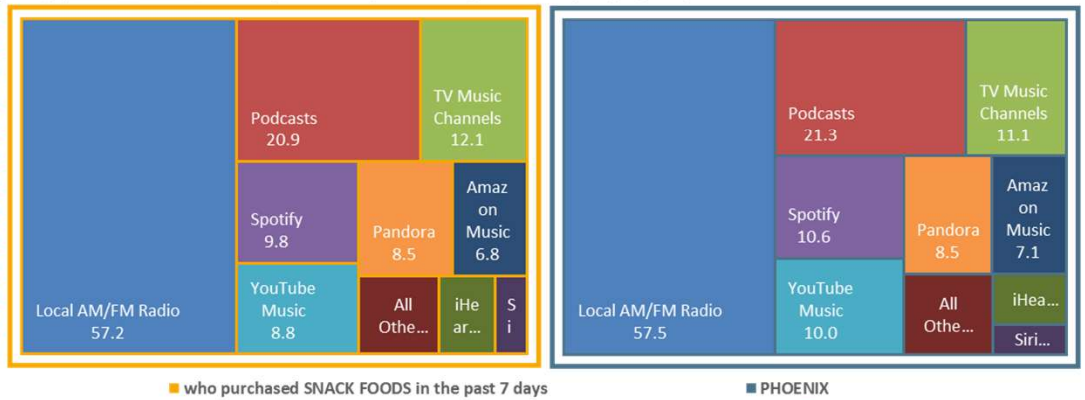
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,539

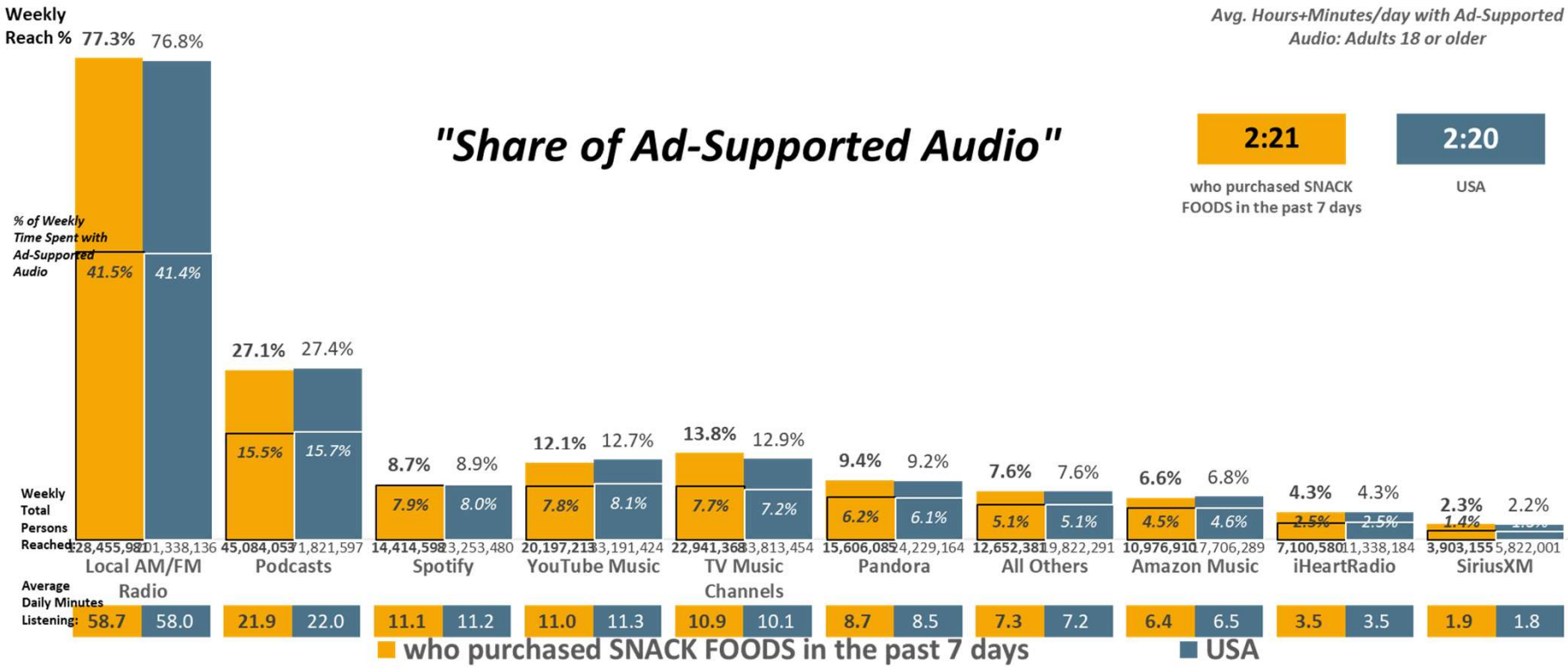
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



128,455,981 or 77.3% of Adults 18 or older who purchased SNACK FOODS in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 58.7 minutes every day representing 41.5% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 16,262

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

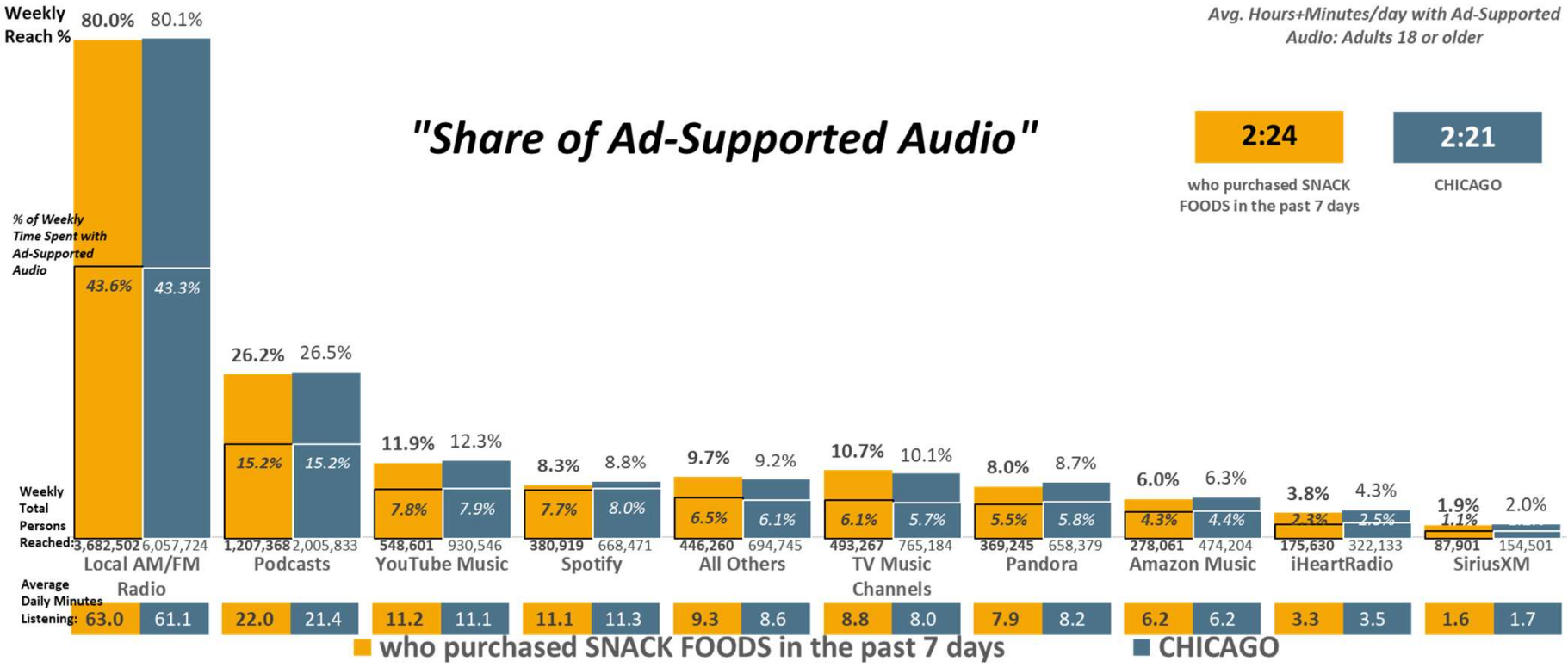
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,982

soefa.ai Share of Everything for Anything ©

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



3,682,502 or 80.% of Adults 18 or older who purchased SNACK FOODS in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 63. minutes every day representing 43.6% of all time spent daily with Ad-Supported Audio.



CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,409 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,846

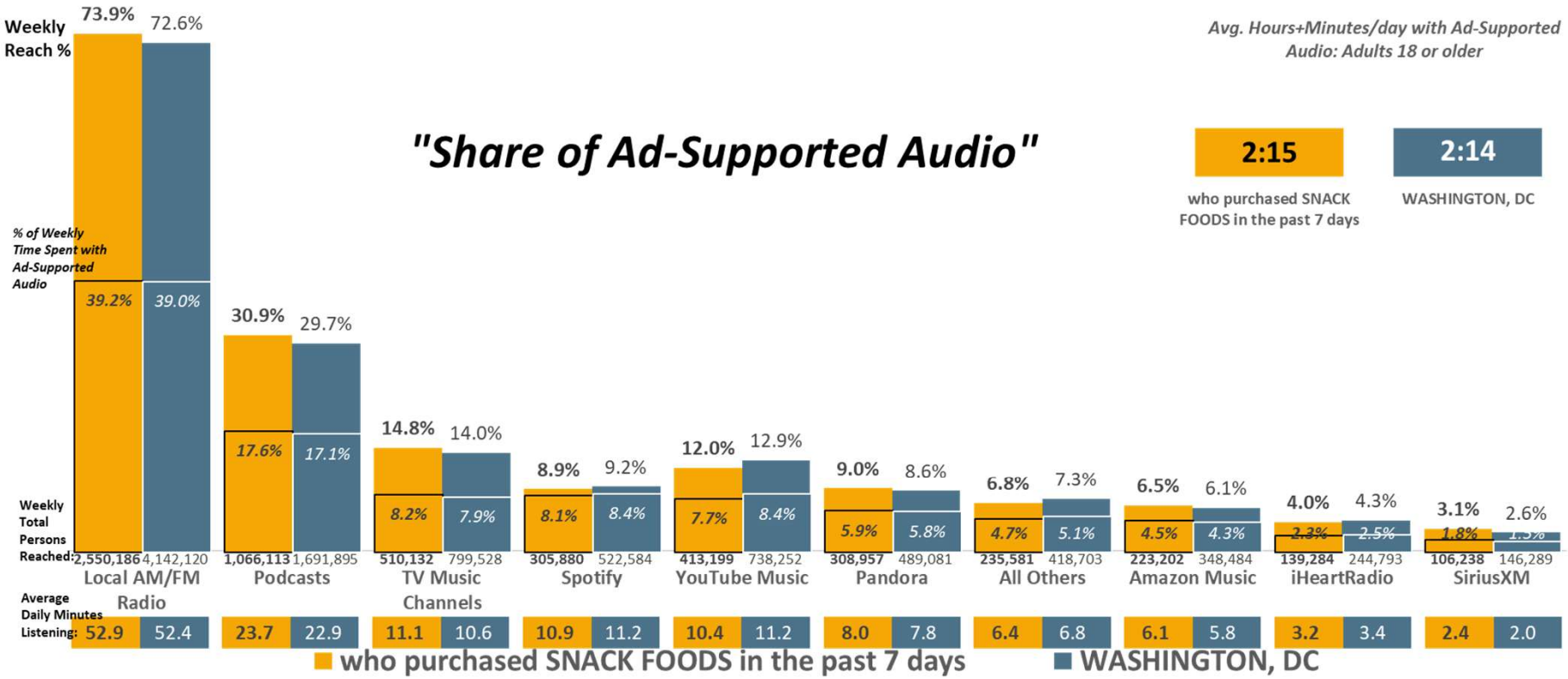
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



2,550,186 or 73.9% of Adults 18 or older who purchased SNACK FOODS in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 52.9 minutes every day representing 39.2% of all time spent daily with Ad-Supported Audio.



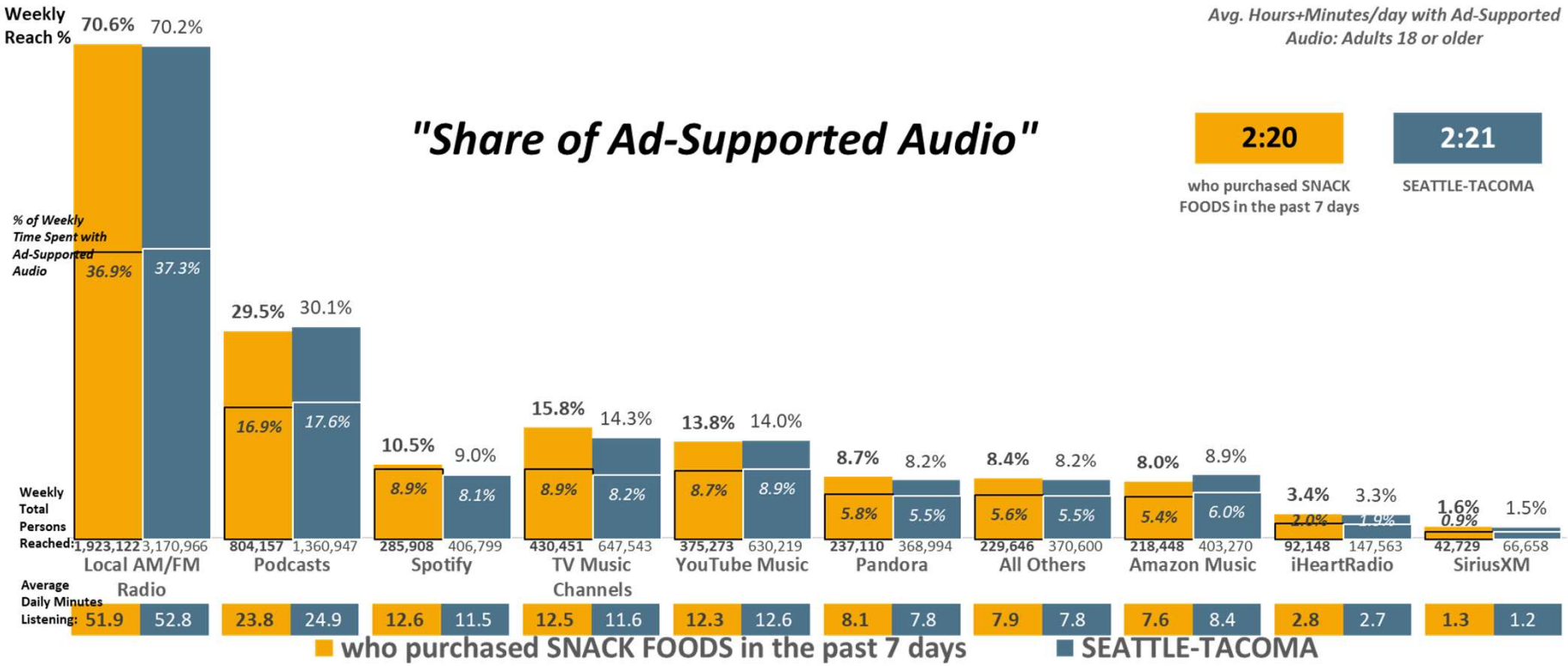
WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 3,781 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



1,923,122 or 70.6% of Adults 18 or older who purchased SNACK FOODS in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 51.9 minutes every day representing 36.9% of all time spent daily with Ad-Supported Audio.



SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,409 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

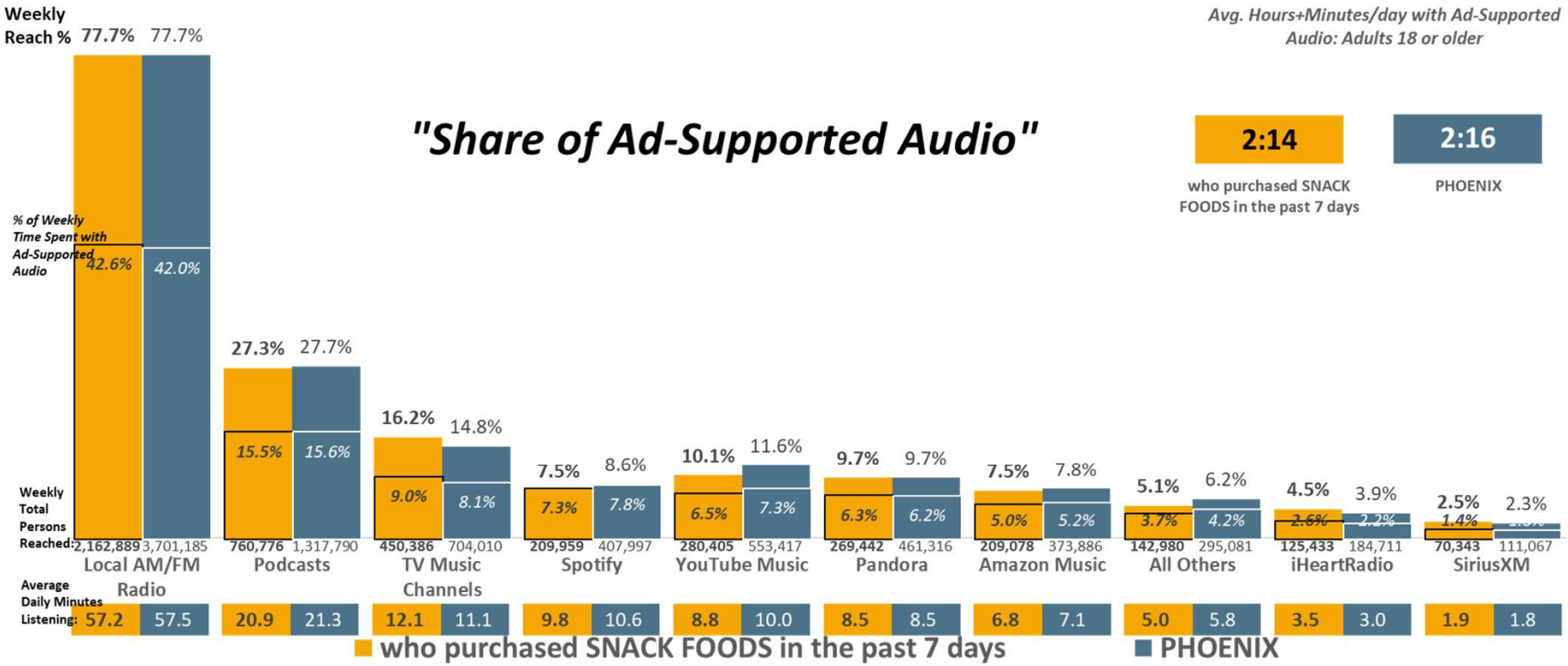
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



2,162,889 or 77.7% of Adults 18 or older who purchased SNACK FOODS in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 57.2 minutes every day representing 42.6% of all time spent daily with Ad-Supported Audio.



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,539 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

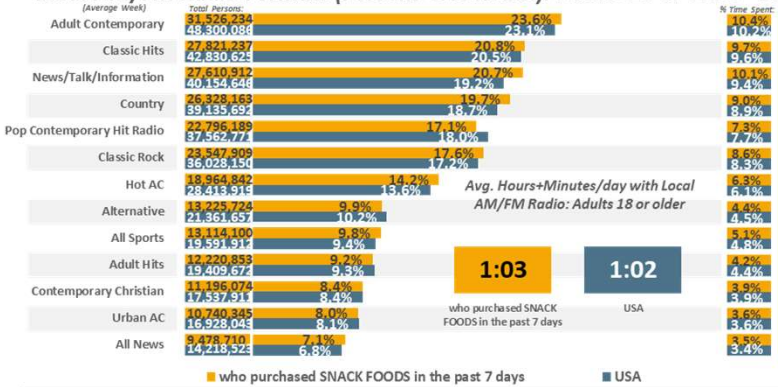
soefa.ai Share of Everything for Anything ©

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

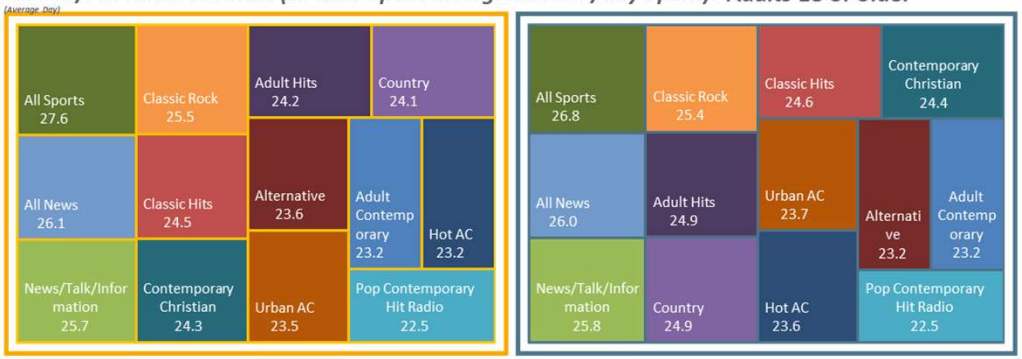


128,455,981 or 77.3% of Adults 18 or older who purchased SNACK FOODS in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Country, Classic Rock, and Pop Contemporary Hit Radio.

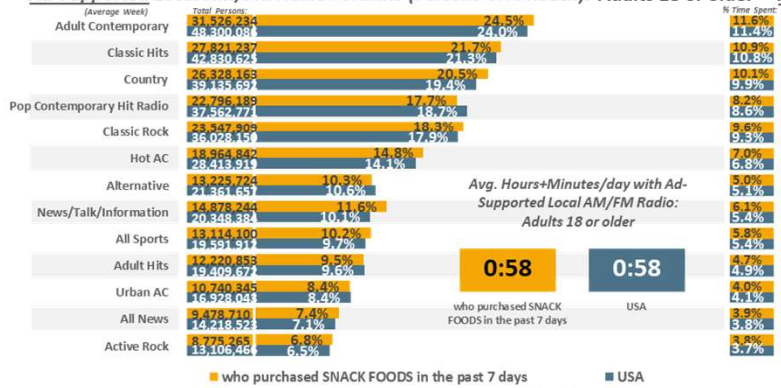
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



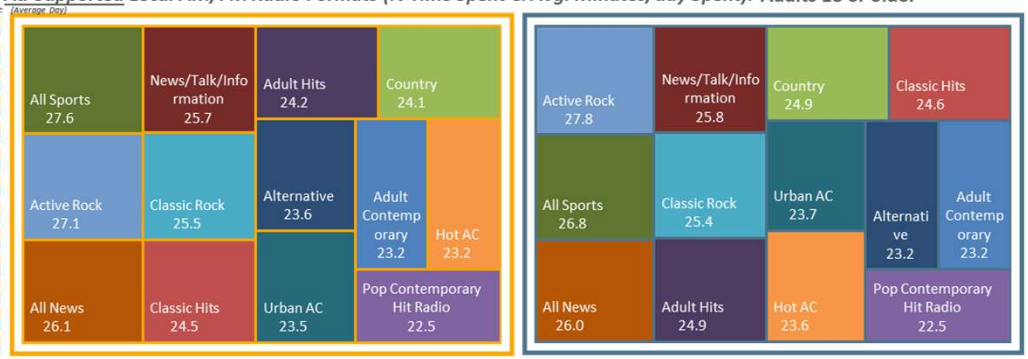
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA *USA Projection* *Scarborough R2 2025: Feb24-Jul25* *Qual Intab* *16,262*

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection *Scarborough R1 2025: Feb24-Mar25* *Qual Intab* *24,982*

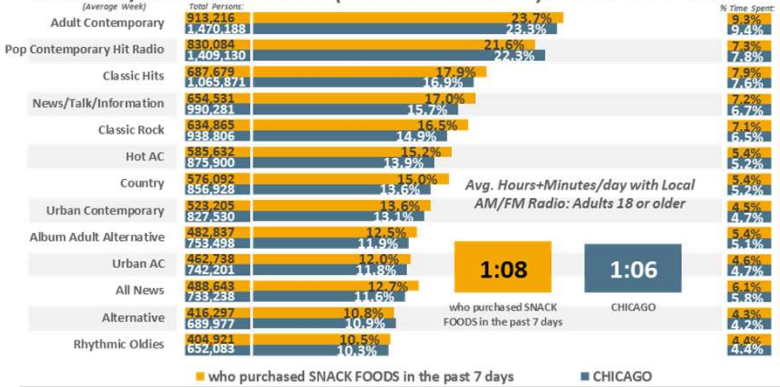
soefa.ai Share of Everything for Anything ©

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

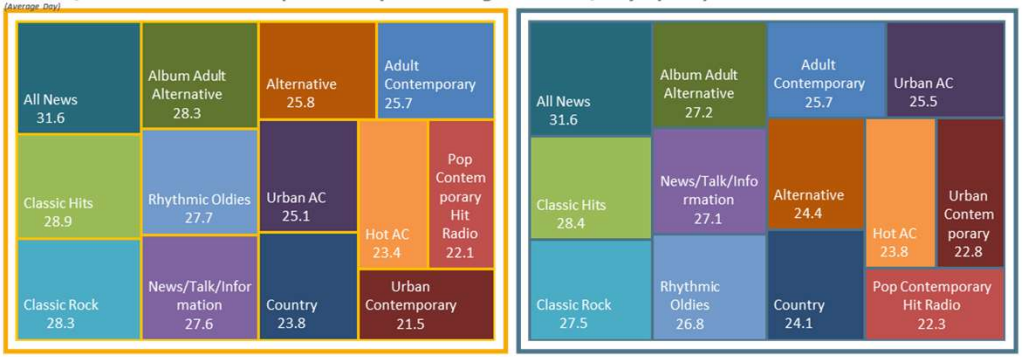


3,682,502 or 80.% of Adults 18 or older who purchased SNACK FOODS in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Classic Rock, and Hot AC.

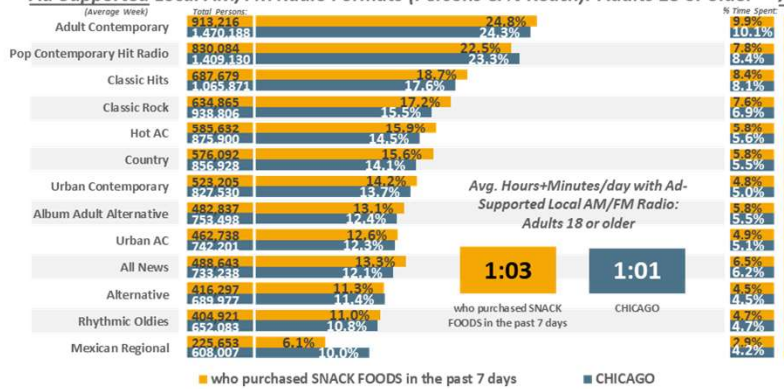
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



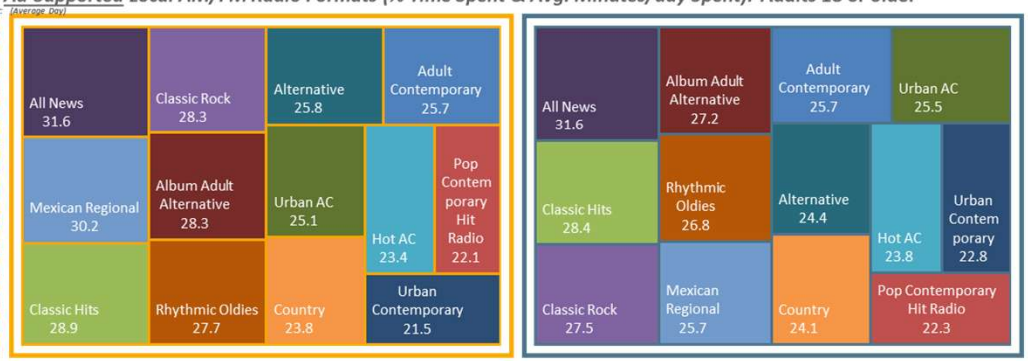
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,409

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

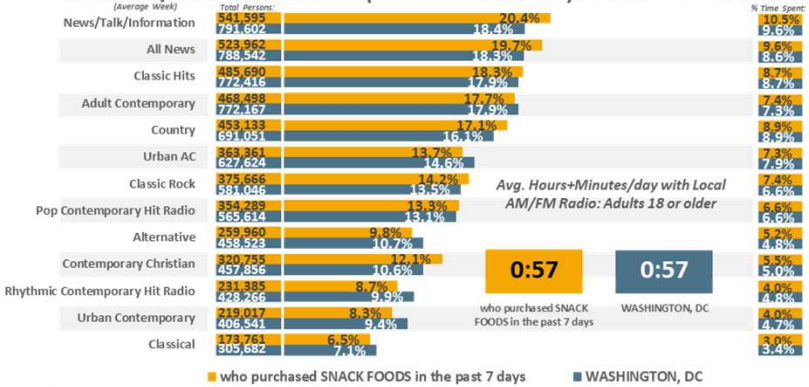
soefa.ai Share of Everything for Anything

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

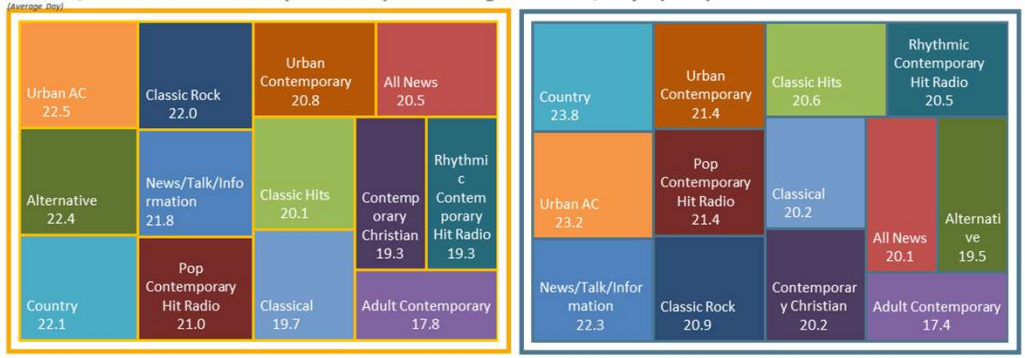


2,550,186 or 73.9% of Adults 18 or older who purchased SNACK FOODS in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are All News, Classic Hits, Adult Contemporary, Country, and Classic Rock.

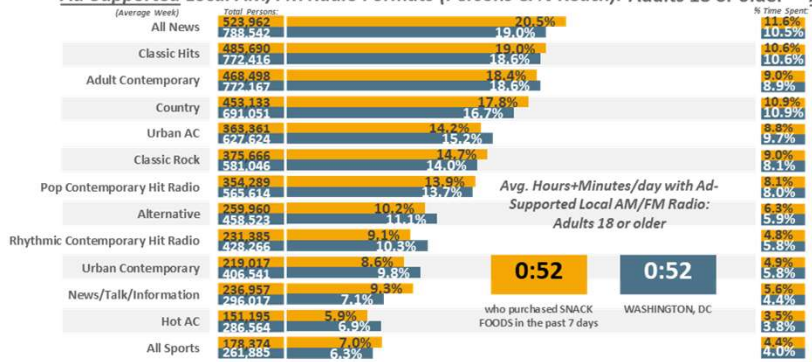
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



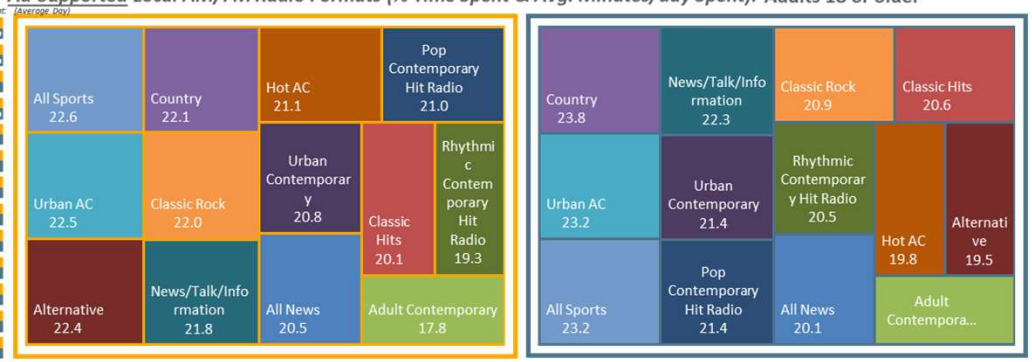
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 3,781

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

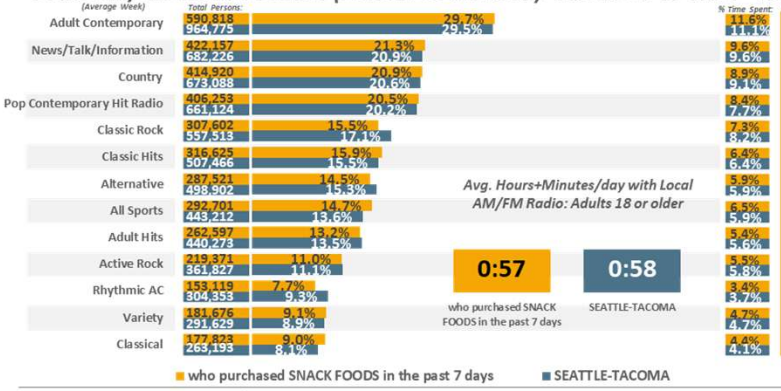
soefa.ai Share of Everything for Anything ©

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

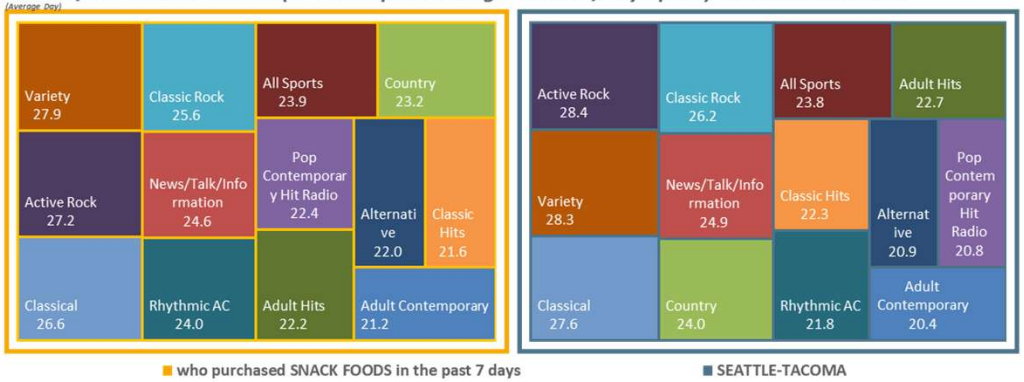


1,923,122 or 70.6% of Adults 18 or older who purchased SNACK FOODS in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Pop Contemporary Hit Radio, Classic Hits, and Classic Rock.

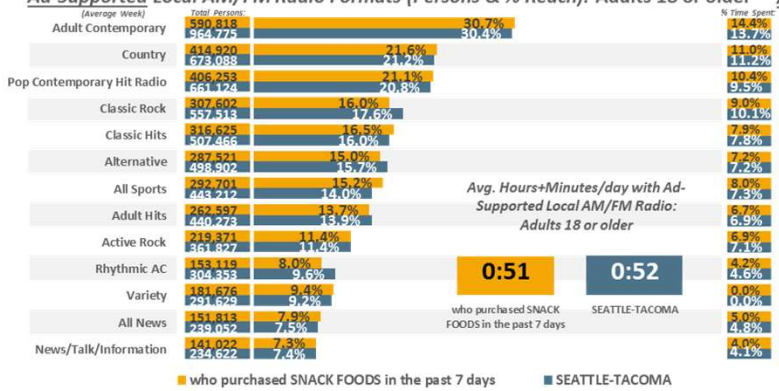
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



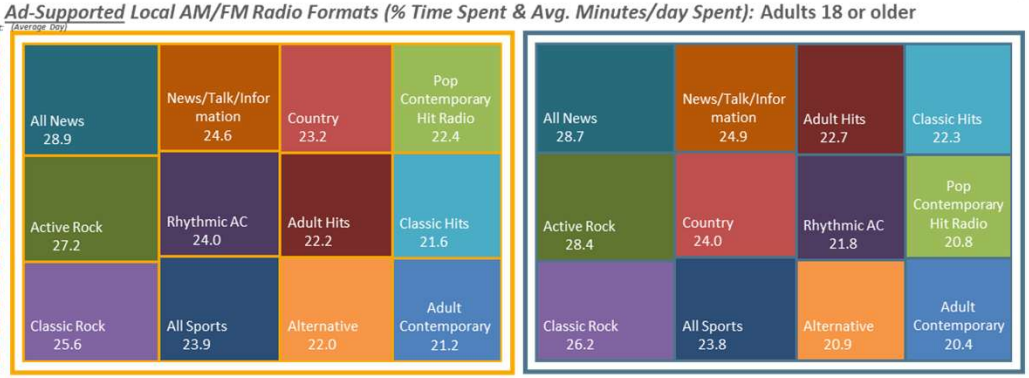
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,409

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

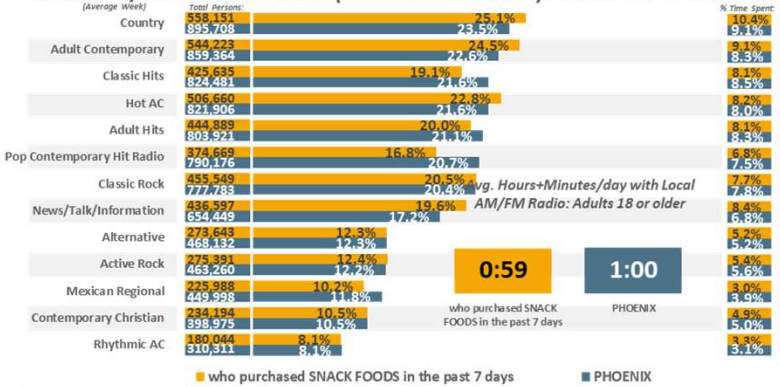
soefa.ai Share of Everything for Anything

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

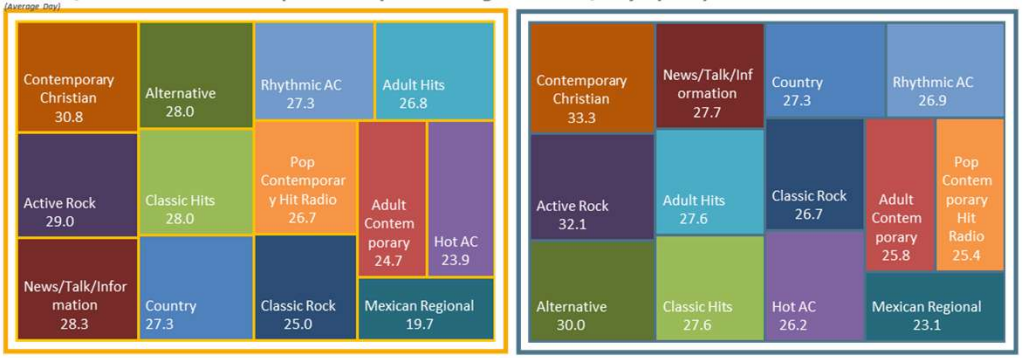


2,162,889 or 77.7% of Adults 18 or older who purchased SNACK FOODS in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, Hot AC, Classic Rock, and Adult Hits.

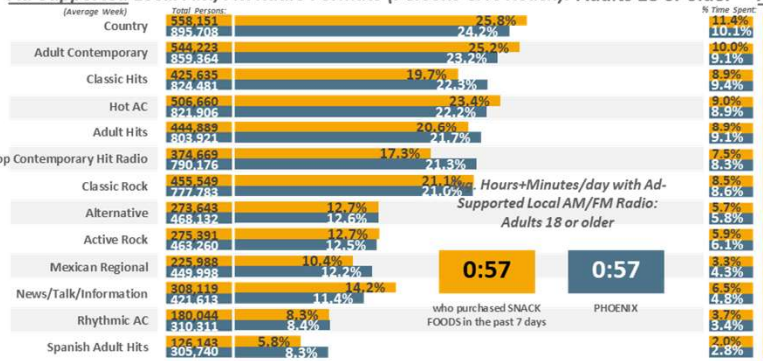
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



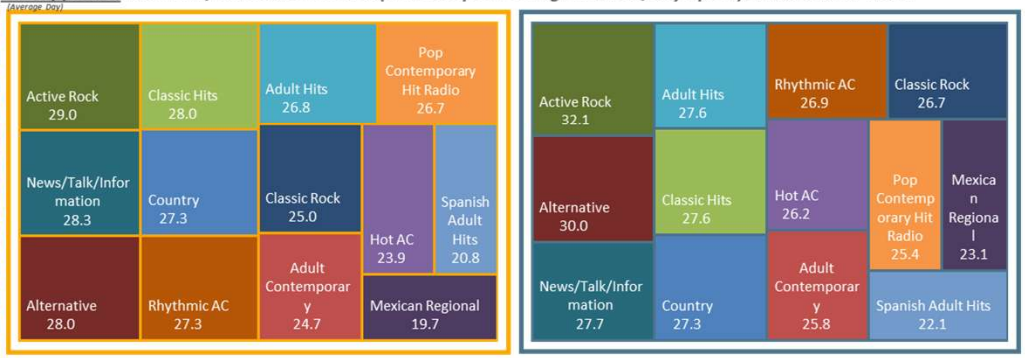
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,539

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

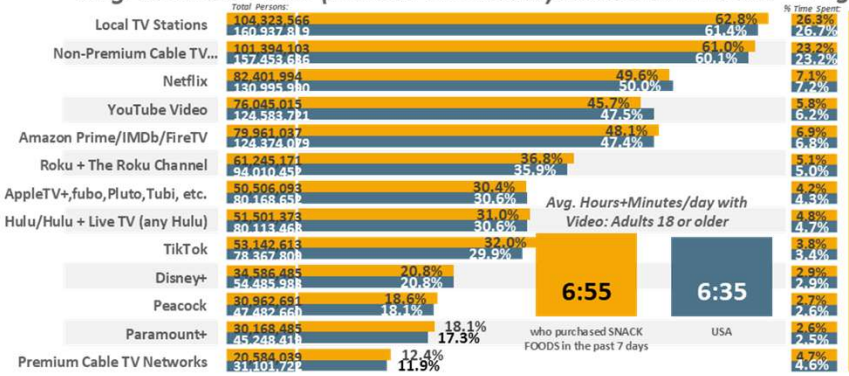
soefa.ai Share of Everything for Anything ©

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

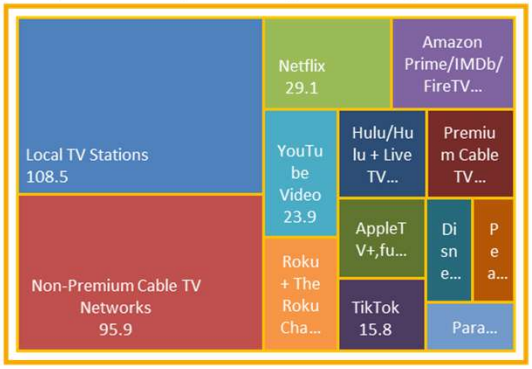


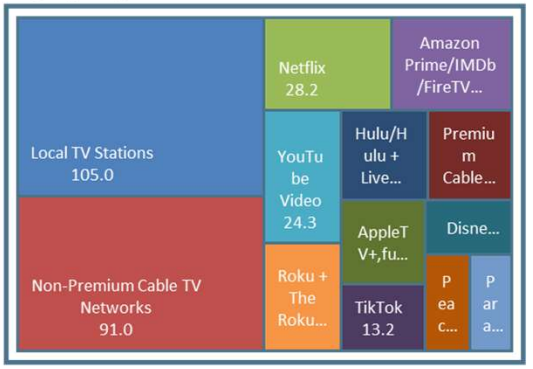
103,025,696 or 62.% of Adults 18 or older who purchased SNACK FOODS in the past 7 days watch Ad-Supported Local TV Stations for an average of 103.3 minutes every day representing 30.6% of all time spent daily with Ad-Supported Video.

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

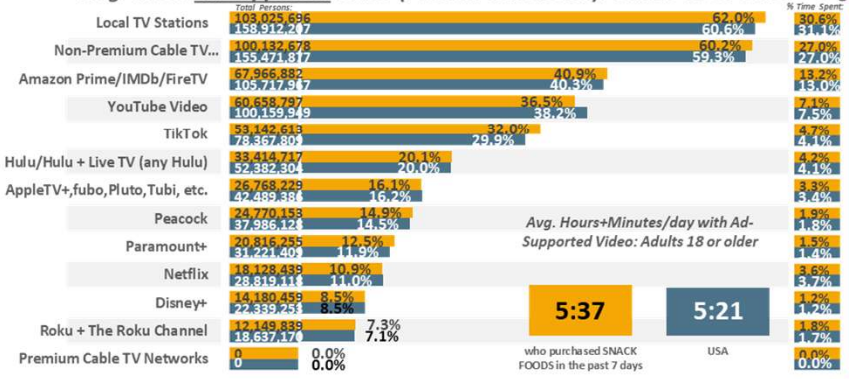


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

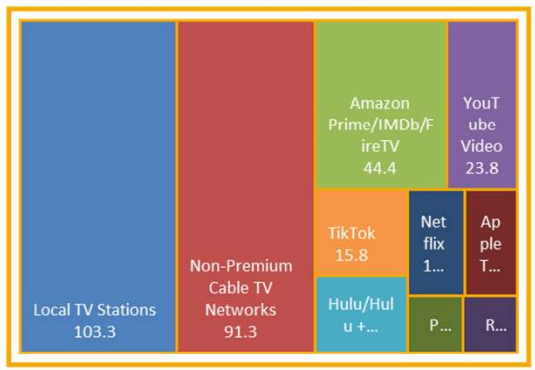


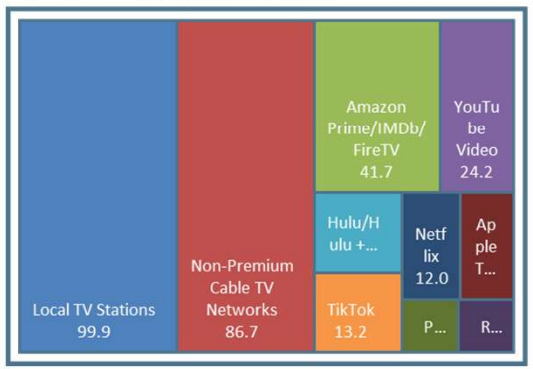


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 16,262

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,982

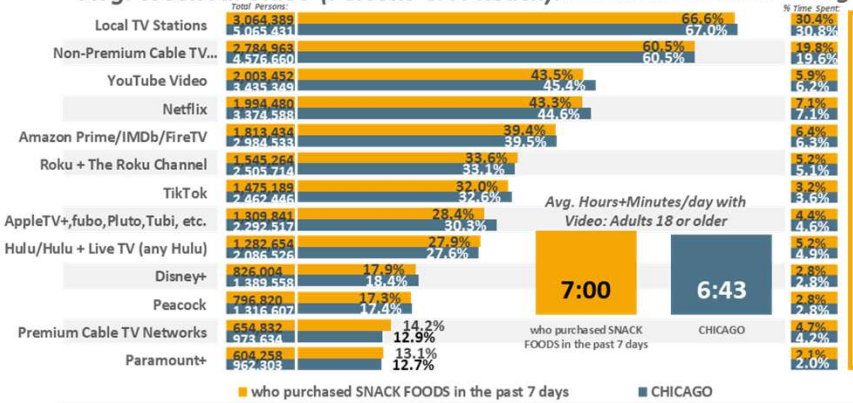
soefa.ai Share of Everything for Anything ©

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

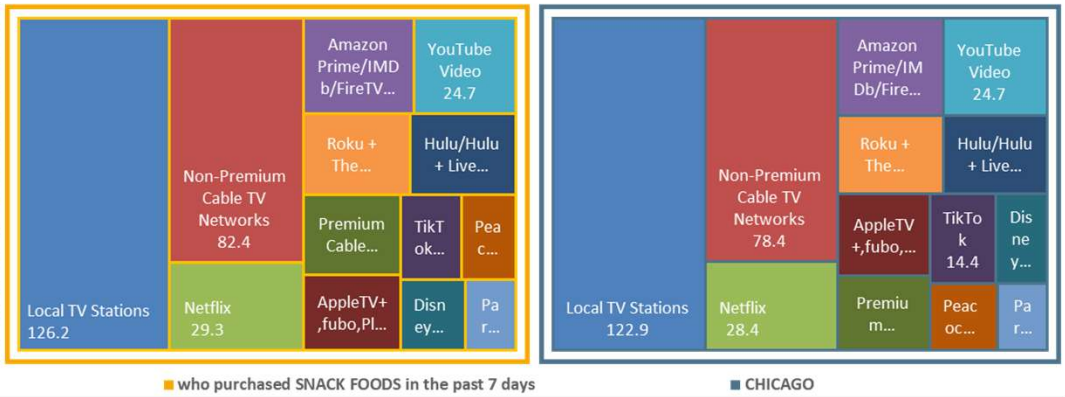


3,028,275 or 65.8% of Adults 18 or older who purchased SNACK FOODS in the past 7 days watch Ad-Supported Local TV Stations for an average of 119.1 minutes every day representing 35.1% of all time spent daily with Ad-Supported Video.

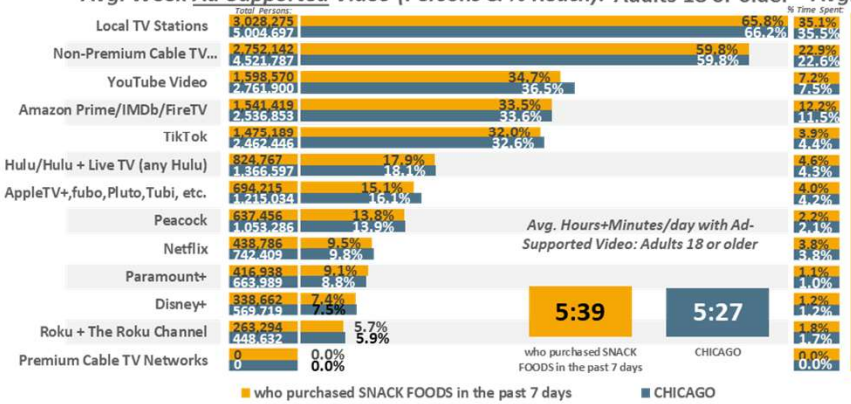
Avg. Week All Video (Persons & % Reach): Adults 18 or older



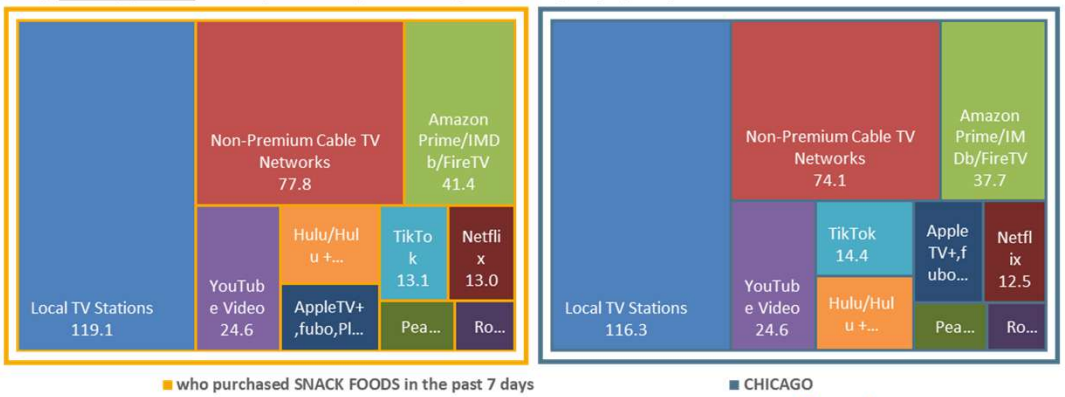
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,409

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

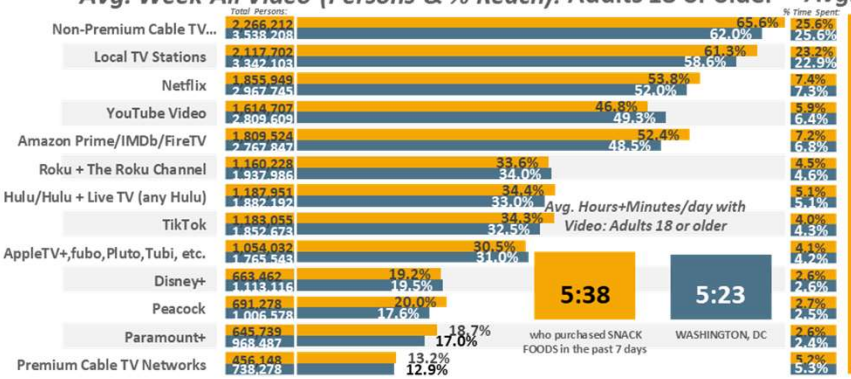
soefa.ai Share of Everything for Anything ©

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

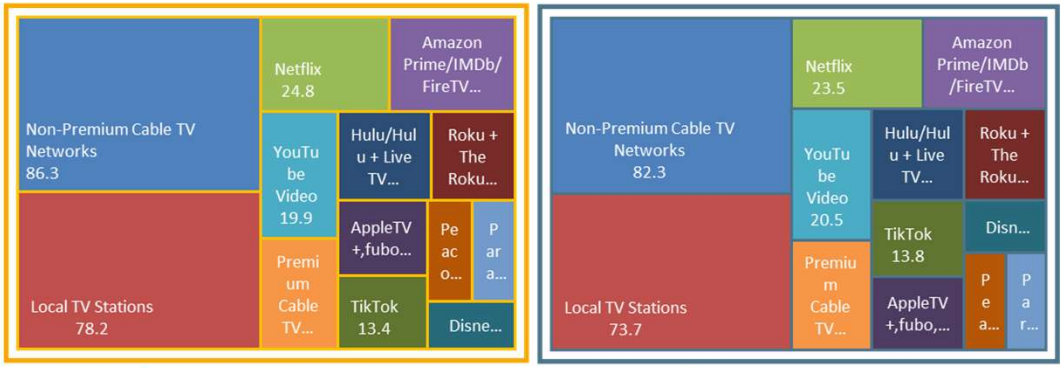


2,089,732 or 60.5% of Adults 18 or older who purchased SNACK FOODS in the past 7 days watch Ad-Supported Local TV Stations for an average of 73.8 minutes every day representing 26.8% of all time spent daily with Ad-Supported Video.

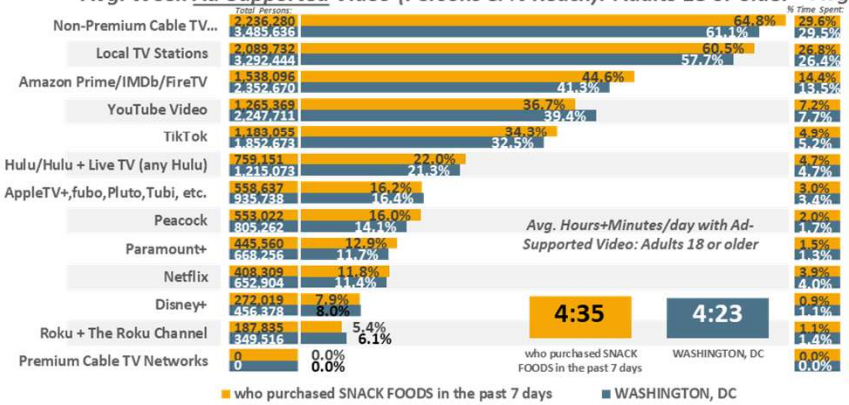
Avg. Week All Video (Persons & % Reach): Adults 18 or older



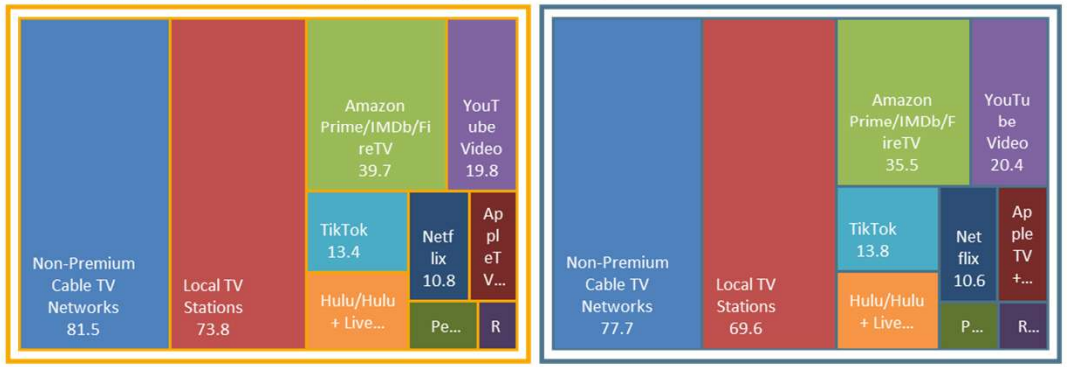
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 3,781

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

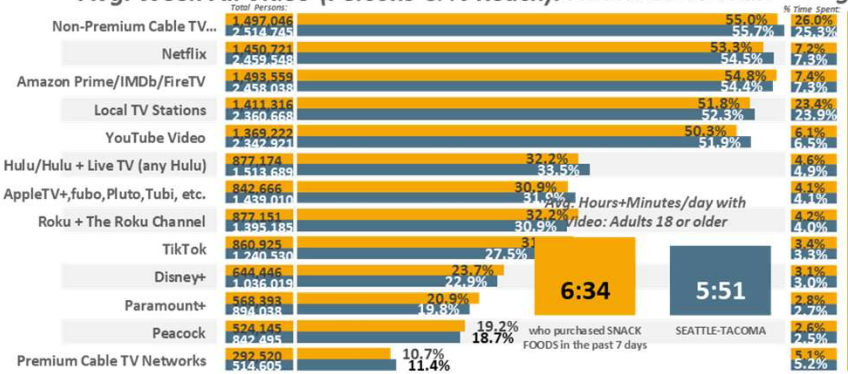
soefa.ai Share of Everything for Anything ©

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

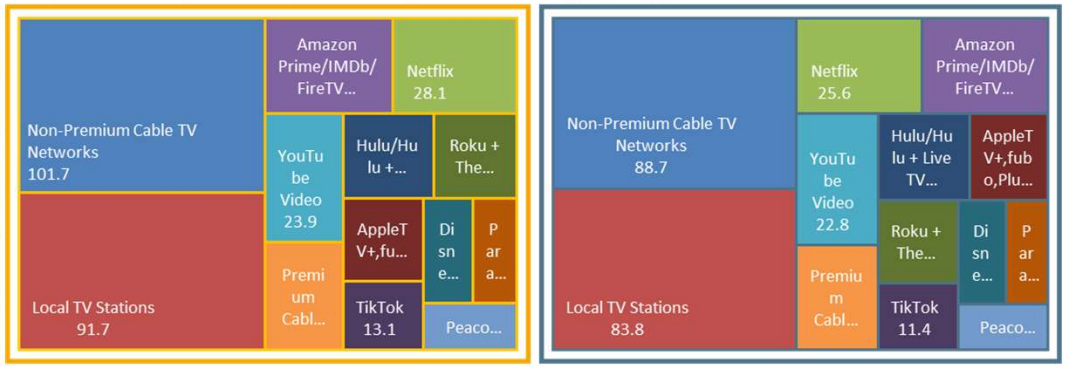


1,394,208 or 51.2% of Adults 18 or older who purchased SNACK FOODS in the past 7 days watch Ad-Supported Local TV Stations for an average of 86.9 minutes every day representing 26.8% of all time spent daily with Ad-Supported Video.

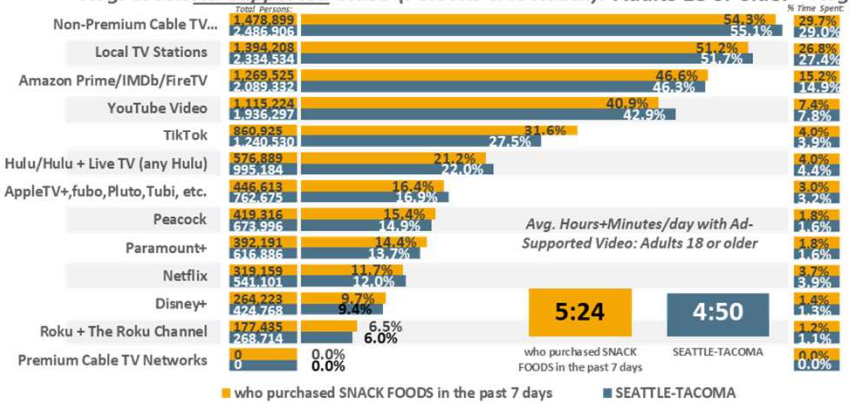
Avg. Week All Video (Persons & % Reach): Adults 18 or older



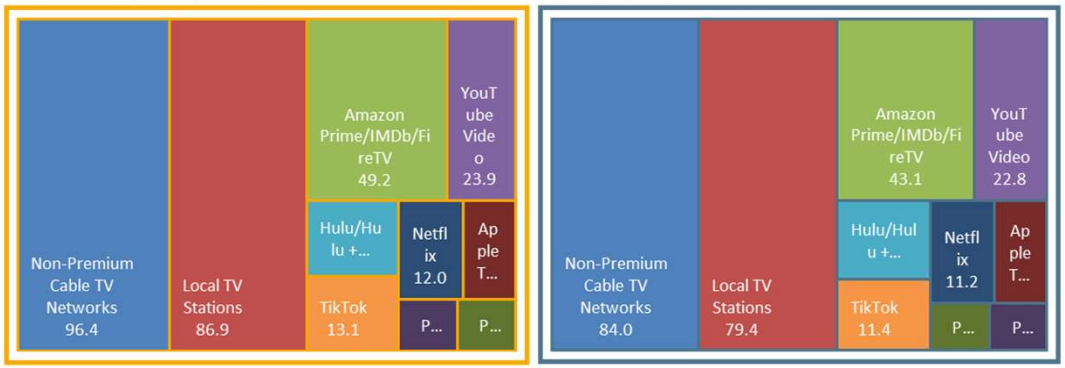
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,409

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

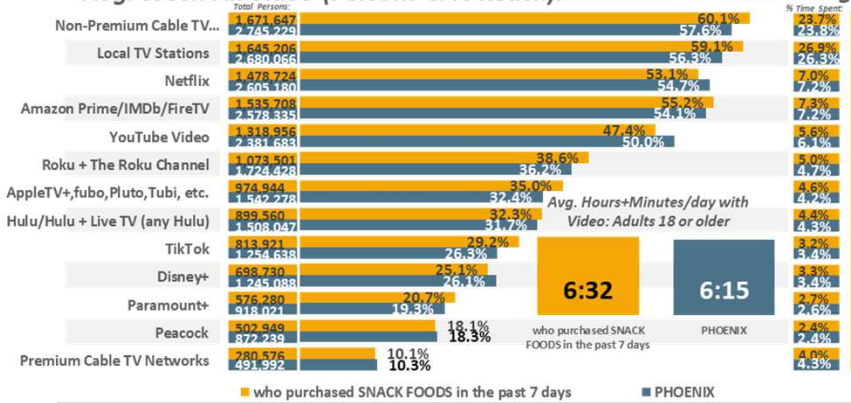
soefa.ai Share of Everything for Anything ©

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

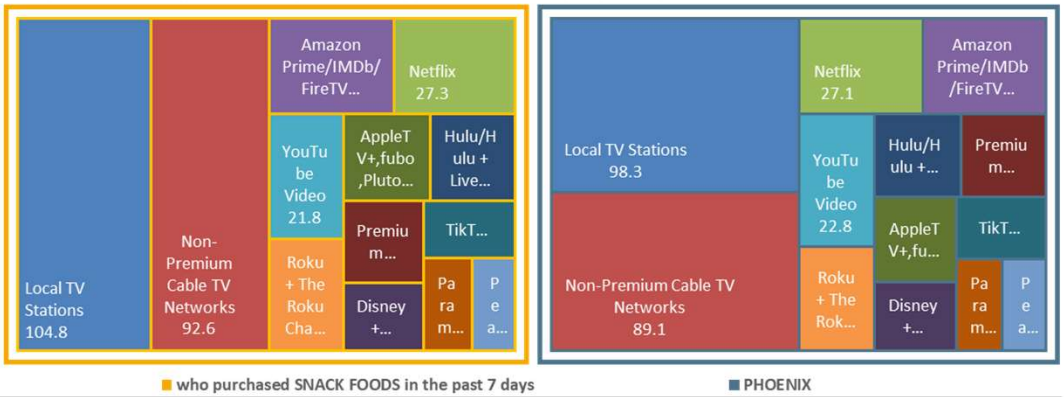


1,621,983 or 58.3% of Adults 18 or older who purchased SNACK FOODS in the past 7 days watch Ad-Supported Local TV Stations for an average of 101. minutes every day representing 31.6% of all time spent daily with Ad-Supported Video.

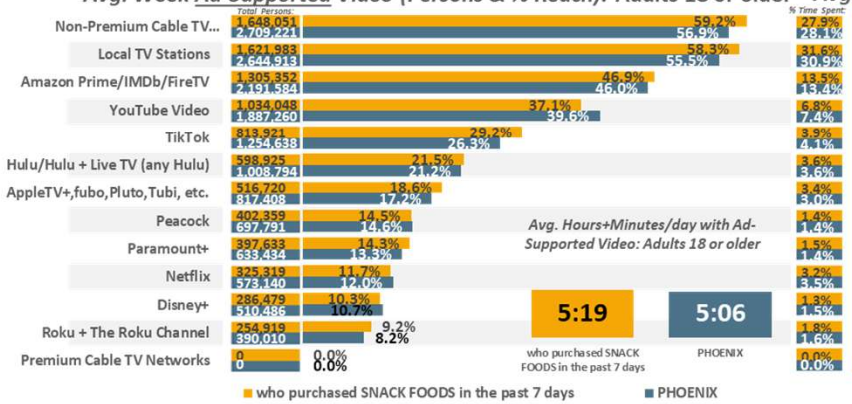
Avg. Week All Video (Persons & % Reach): Adults 18 or older



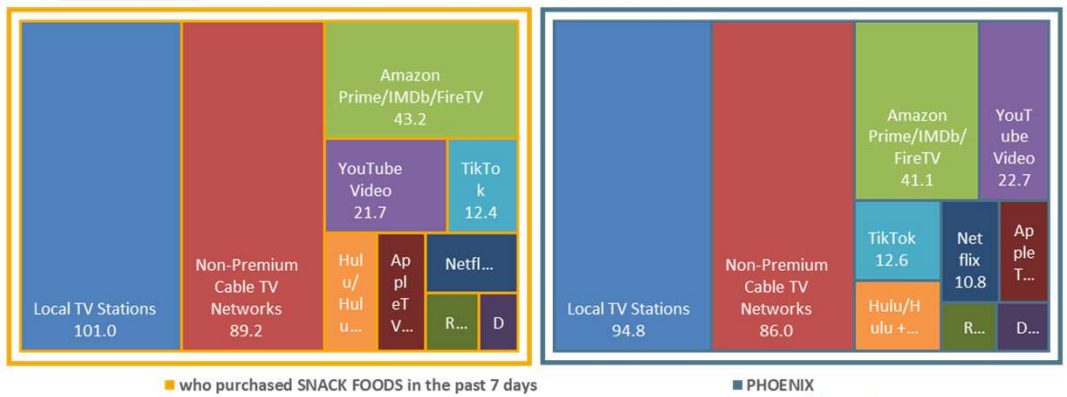
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,539

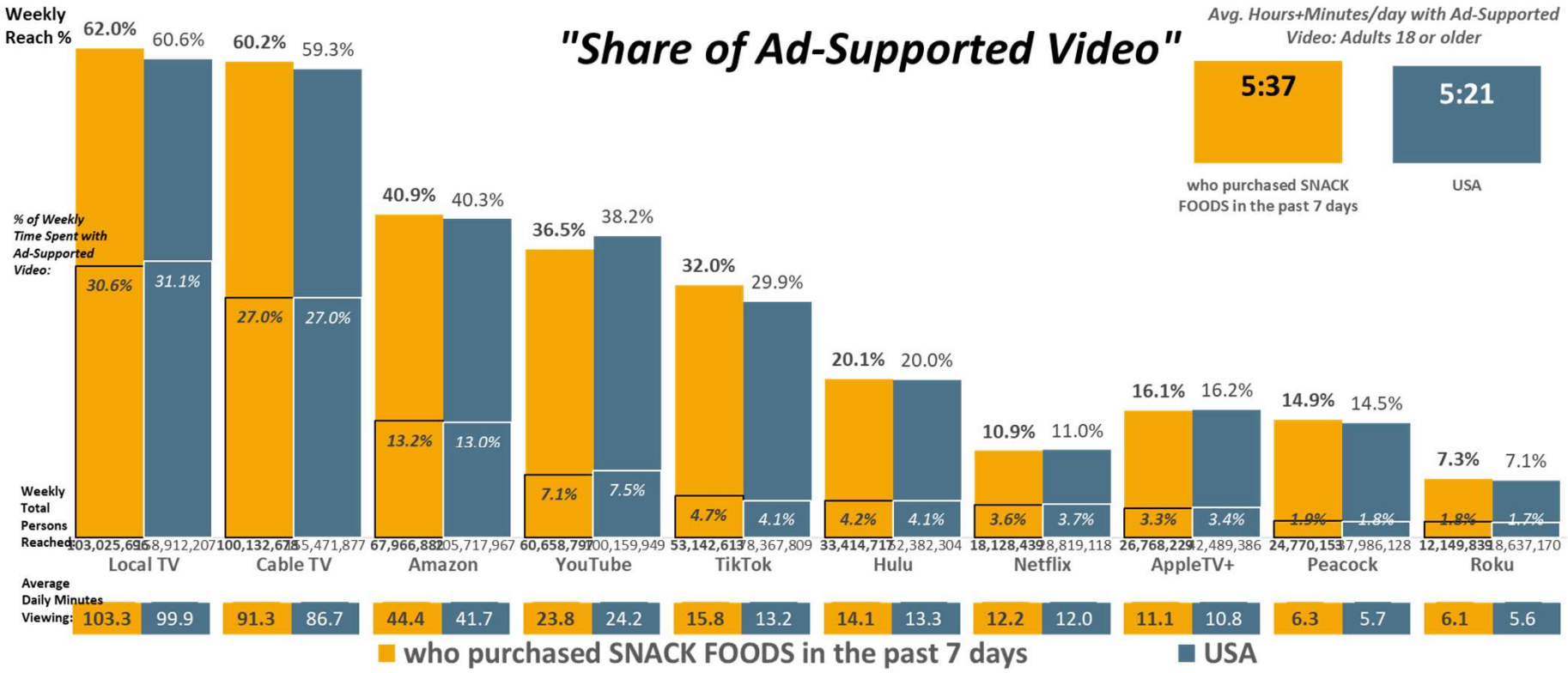
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



103,025,696 or 62.% of Adults 18 or older who purchased SNACK FOODS in the past 7 days watch Ad-Supported Local TV Stations for an average of 103.3 minutes every day representing 30.6% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 16,262

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

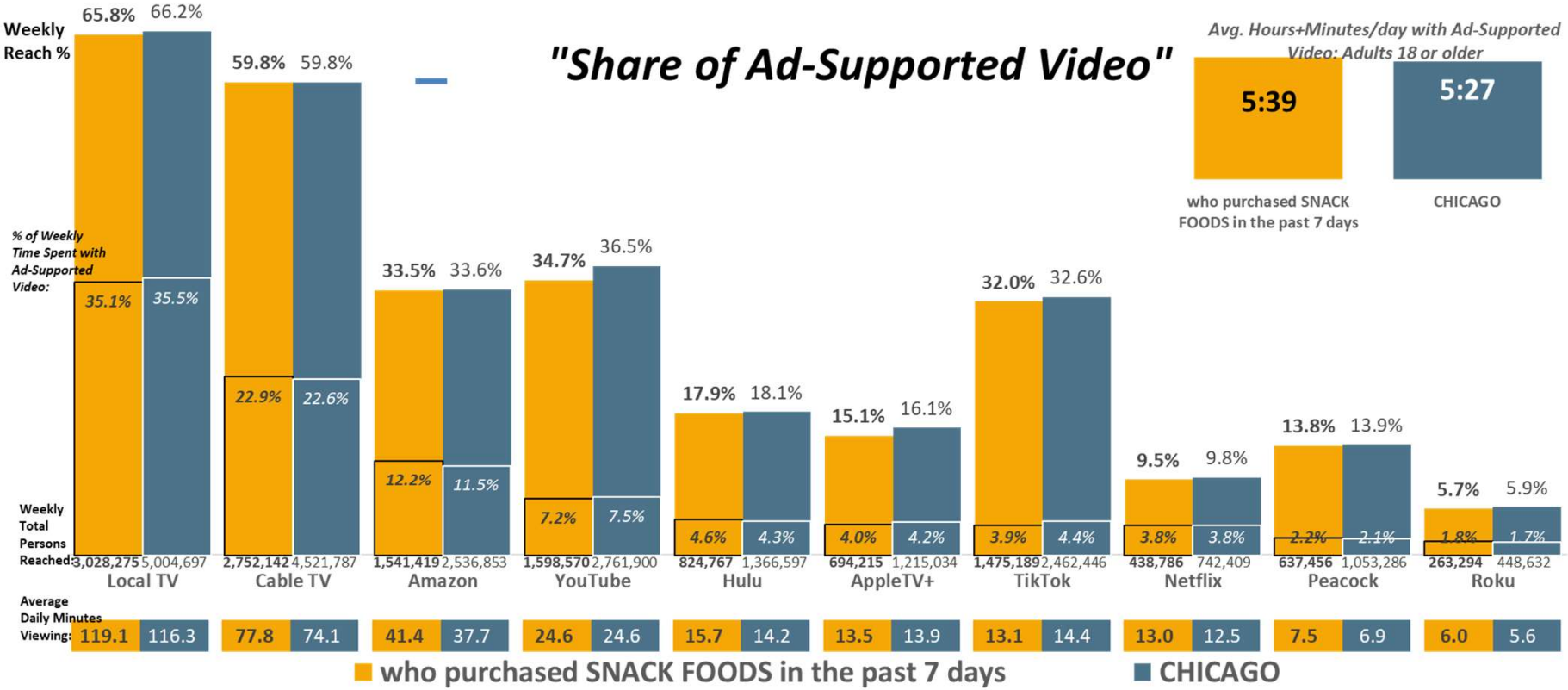
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,982

soefa.ai Share of Everything for Anything ©

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



3,028,275 or 65.8% of Adults 18 or older who purchased SNACK FOODS in the past 7 days watch Ad-Supported Local TV Stations for an average of 119.1 minutes every day representing 35.1% of all time spent daily with Ad-Supported Video.



CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,409 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,846

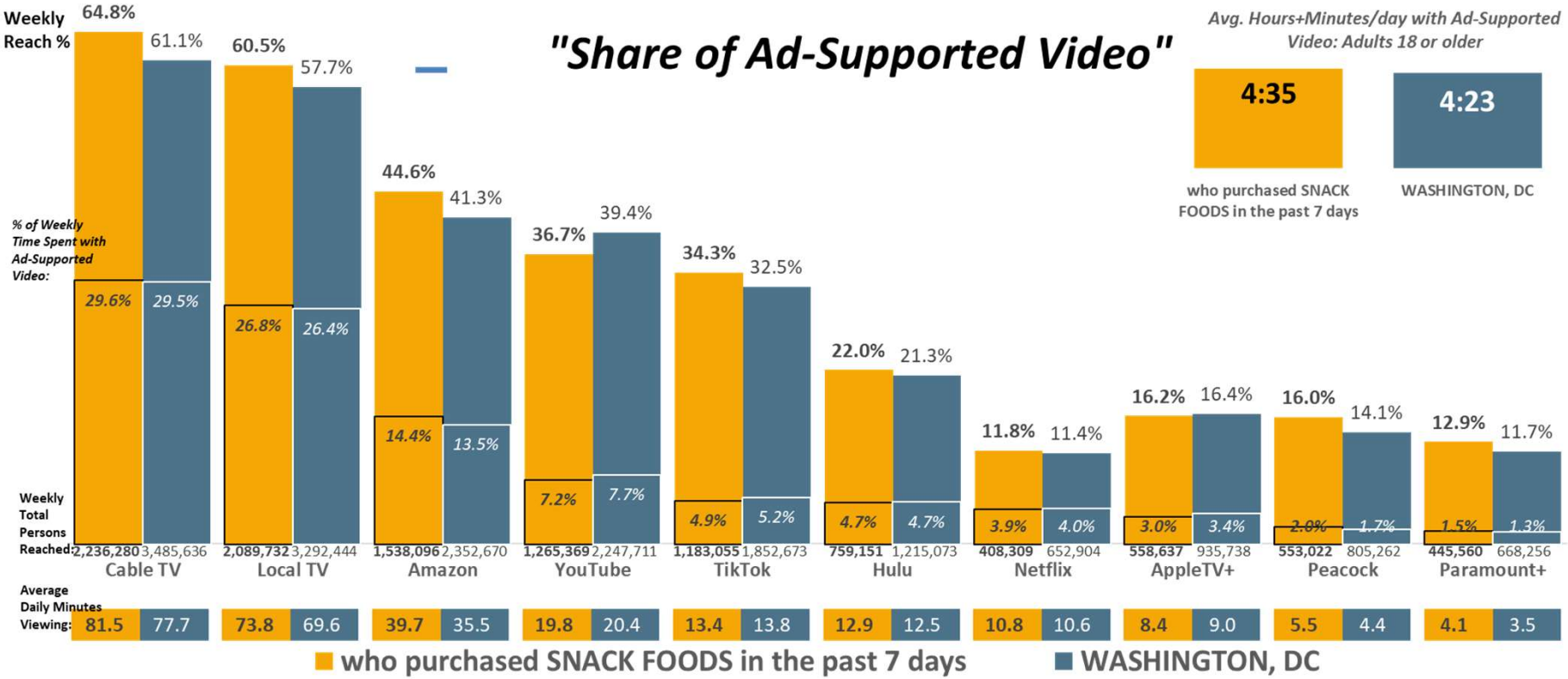
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



2,089,732 or 60.5% of Adults 18 or older who purchased SNACK FOODS in the past 7 days watch Ad-Supported Local TV Stations for an average of 73.8 minutes every day representing 26.8% of all time spent daily with Ad-Supported Video.



WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 3,781 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

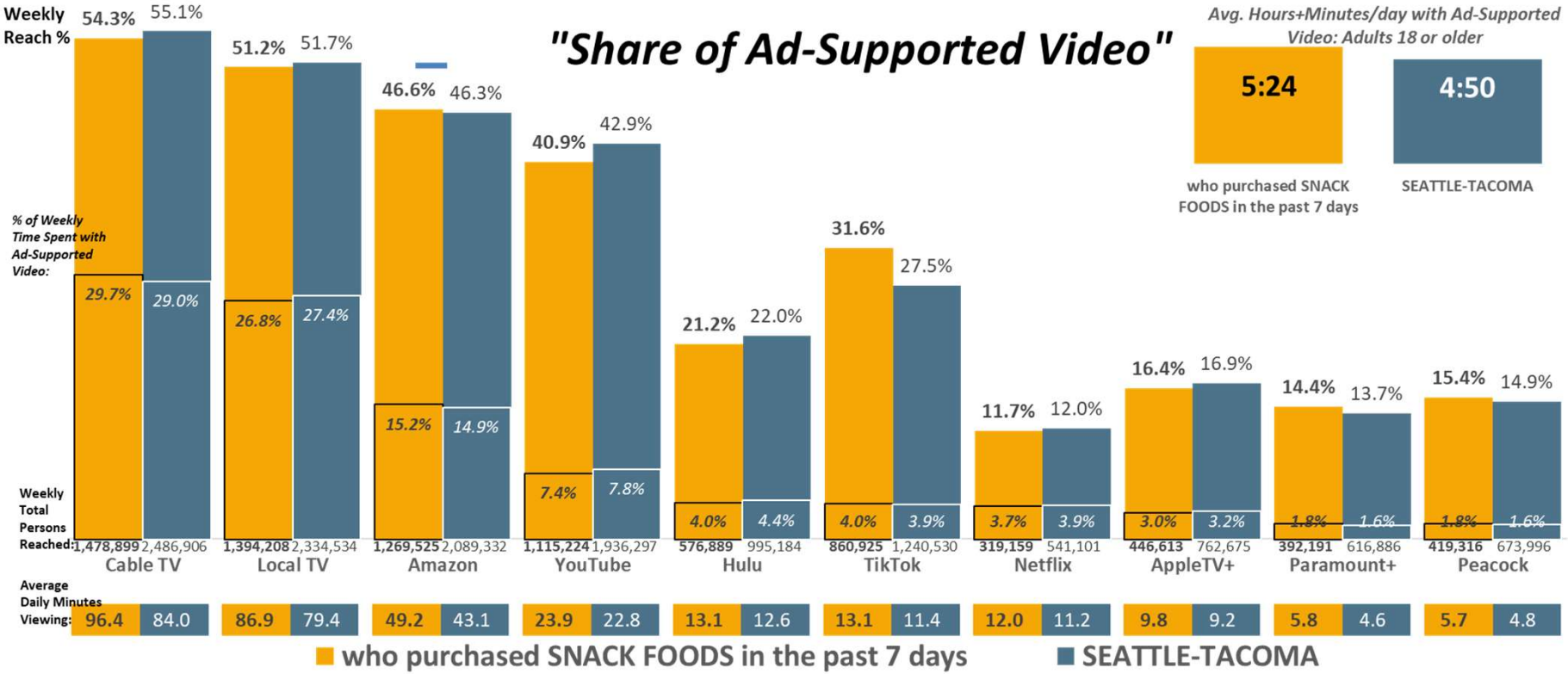
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



1,394,208 or 51.2% of Adults 18 or older who purchased SNACK FOODS in the past 7 days watch Ad-Supported Local TV Stations for an average of 86.9 minutes every day representing 26.8% of all time spent daily with Ad-Supported Video.



SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,409 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

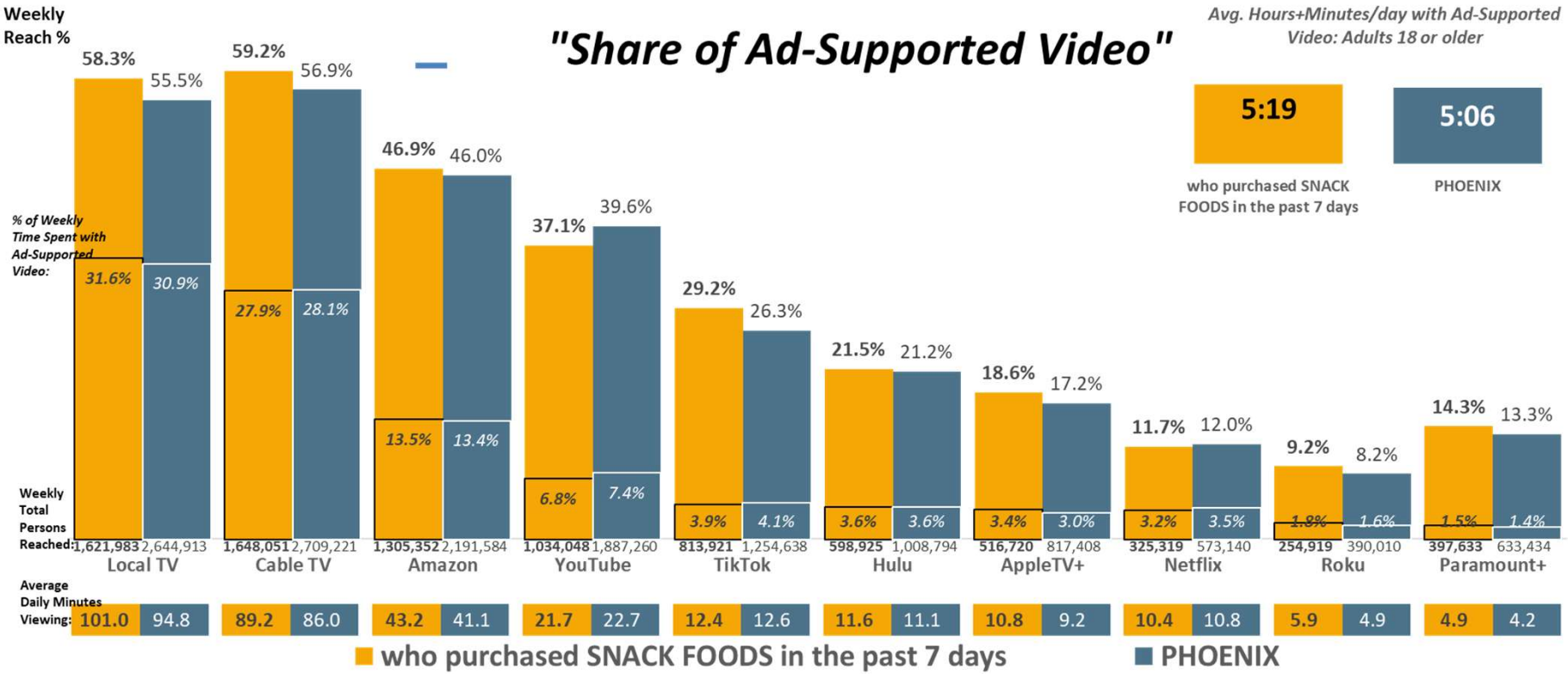
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



1,621,983 or 58.3% of Adults 18 or older who purchased SNACK FOODS in the past 7 days watch Ad-Supported Local TV Stations for an average of 101. minutes every day representing 31.6% of all time spent daily with Ad-Supported Video.



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,539 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

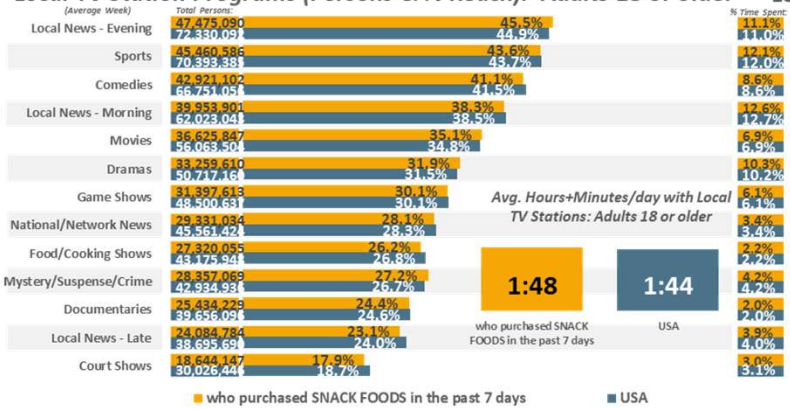
soefa.ai Share of Everything for Anything ©

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

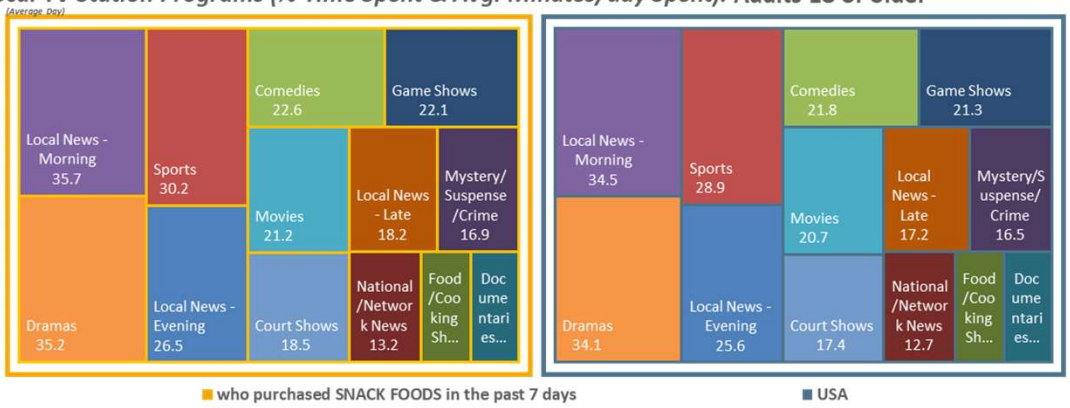


103,025,696 or 62.% of Adults 18 or older who purchased SNACK FOODS in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Comedies, Local News - Morning, Movies, and Dramas.

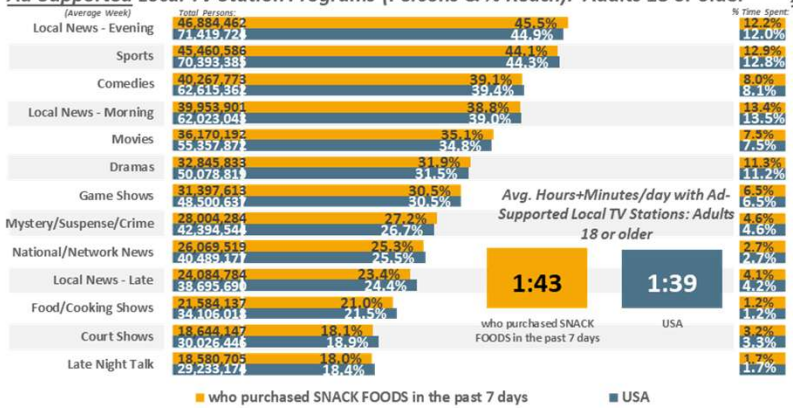
Local TV Station Programs (Persons & % Reach): Adults 18 or older



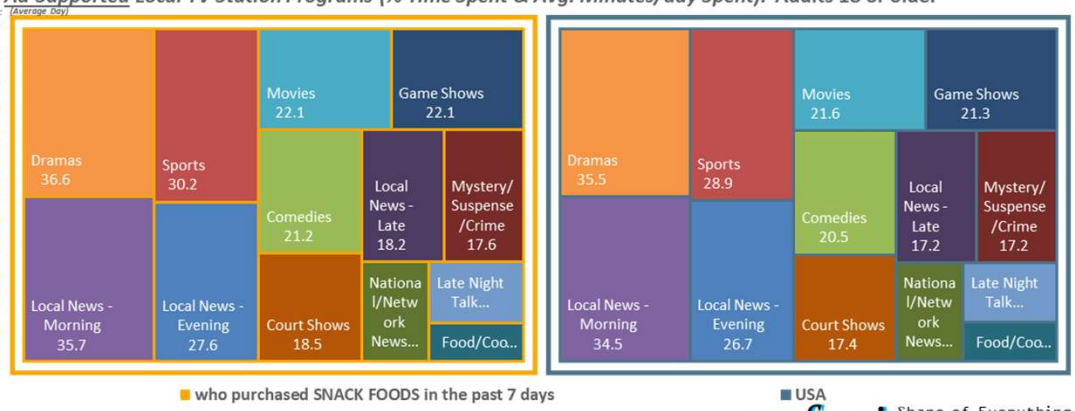
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 16,262

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,982

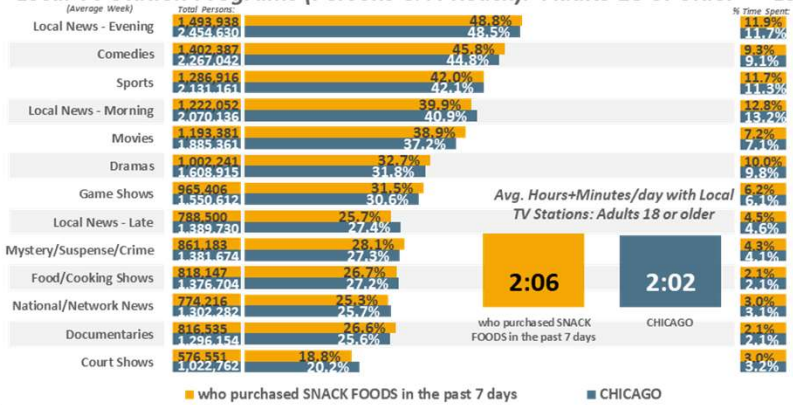
soefa.ai Share of Everything for Anything ©

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

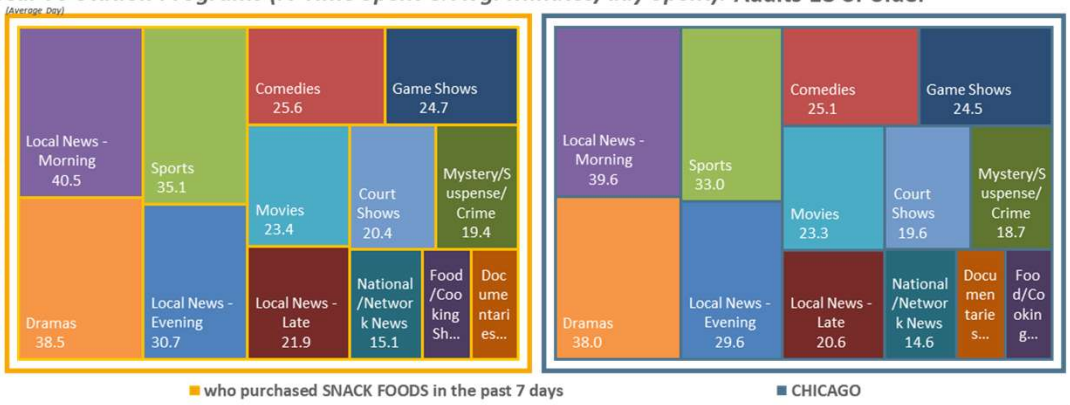


3,028,275 or 65.8% of Adults 18 or older who purchased SNACK FOODS in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Comedies, Sports, Local News - Morning, Movies, and Dramas.

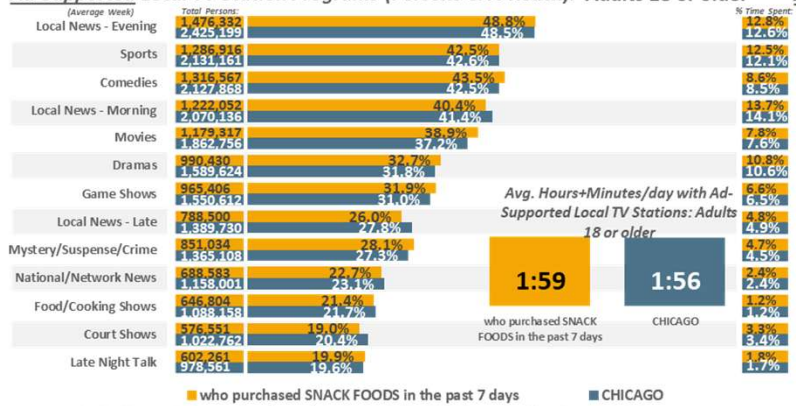
Local TV Station Programs (Persons & % Reach): Adults 18 or older



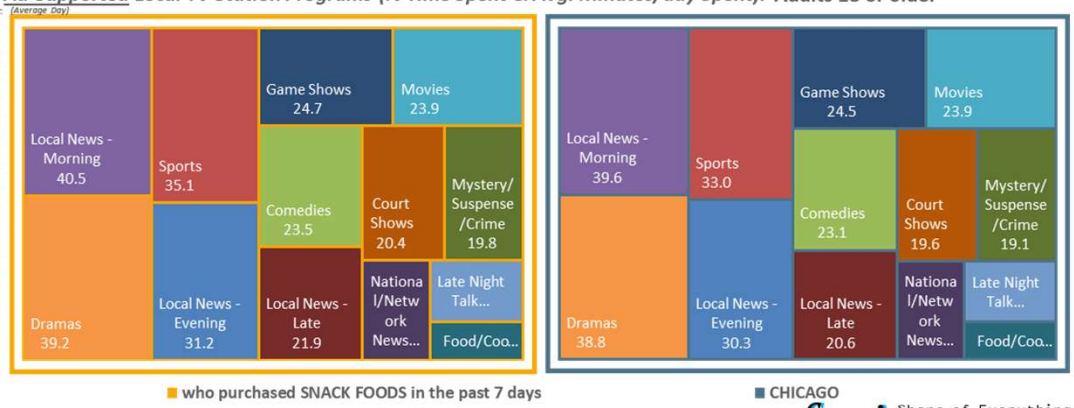
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,409

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

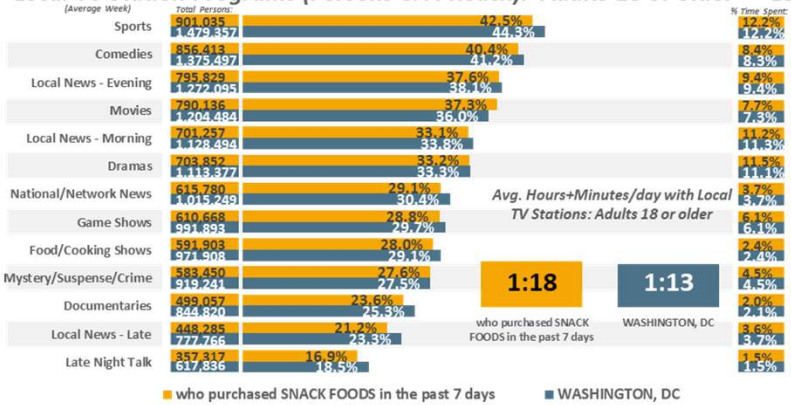
soefa.ai Share of Everything for Anything ©

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

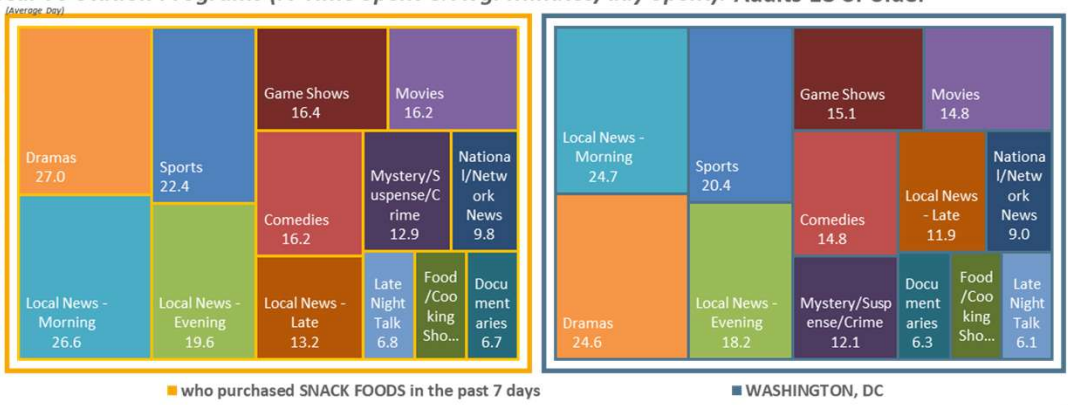


2,089,732 or 60.5% of Adults 18 or older who purchased SNACK FOODS in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Movies, Local News - Morning, and Dramas.

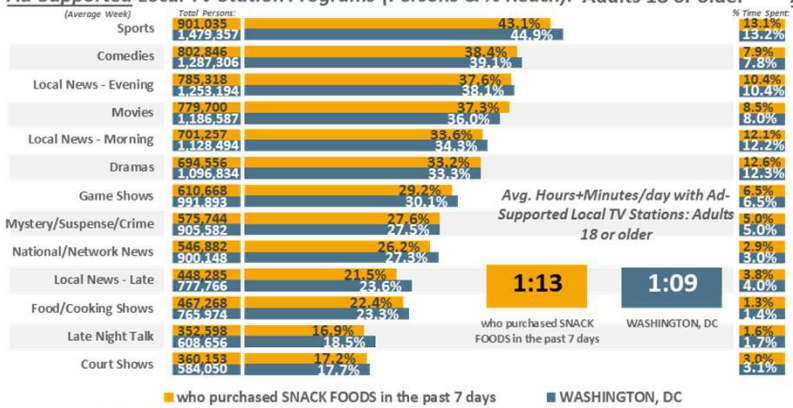
Local TV Station Programs (Persons & % Reach): Adults 18 or older



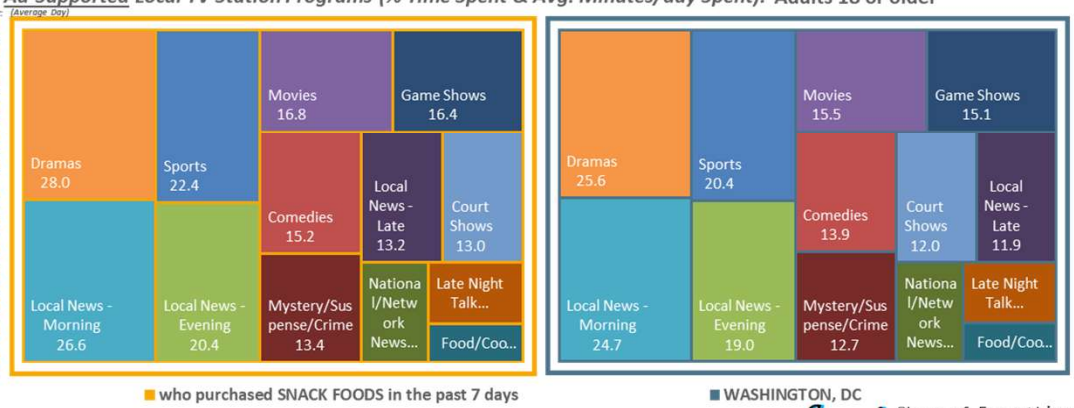
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 3,781

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

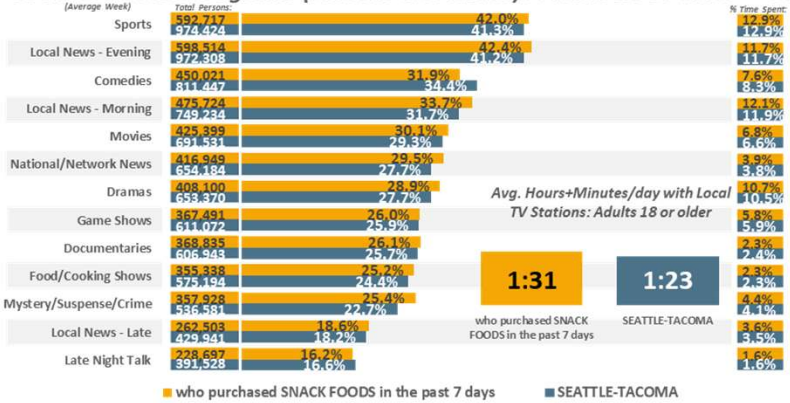
soefa.ai Share of Everything for Anything ©

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

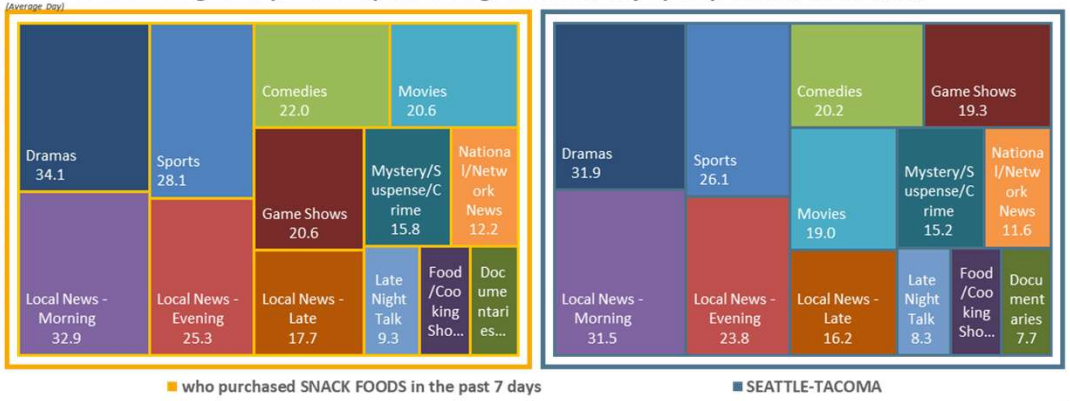


1,394,208 or 51.2% of Adults 18 or older who purchased SNACK FOODS in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Movies, and Dramas.

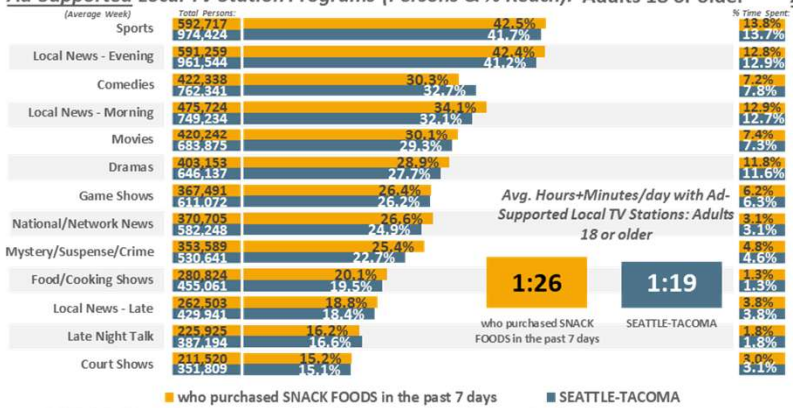
Local TV Station Programs (Persons & % Reach): Adults 18 or older



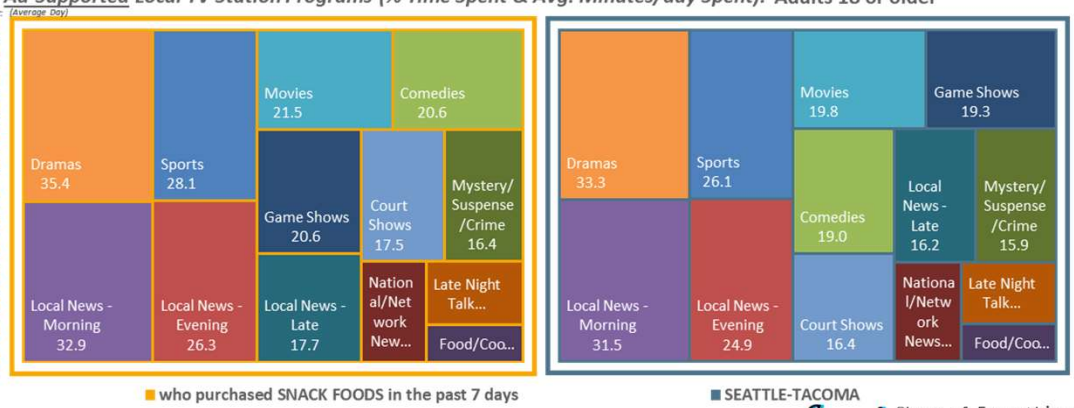
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,409

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

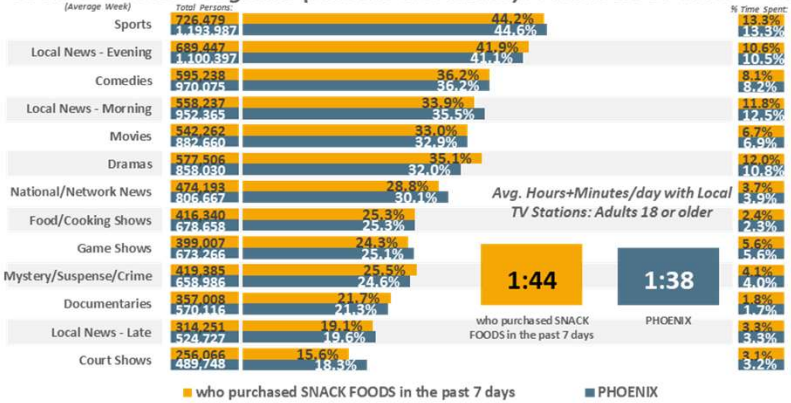
soefa.ai Share of Everything for Anything ©

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

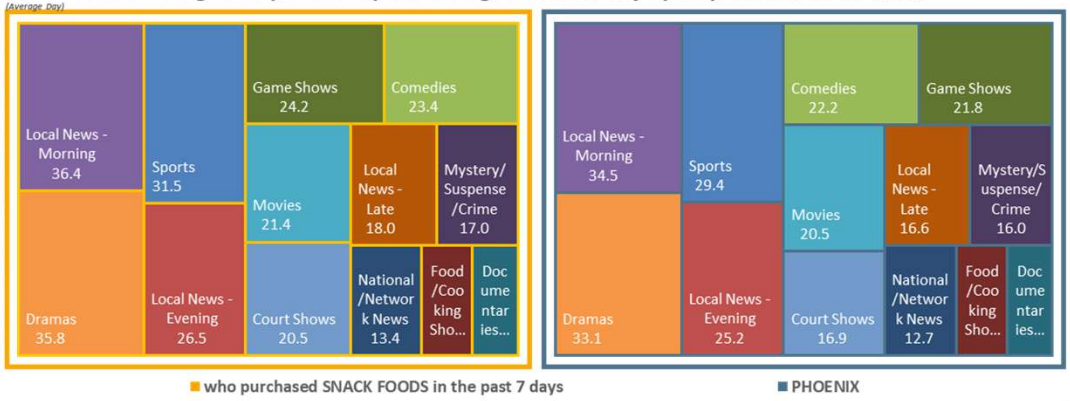


1,621,983 or 58.3% of Adults 18 or older who purchased SNACK FOODS in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Dramas, Local News - Morning, Comedies, and Movies.

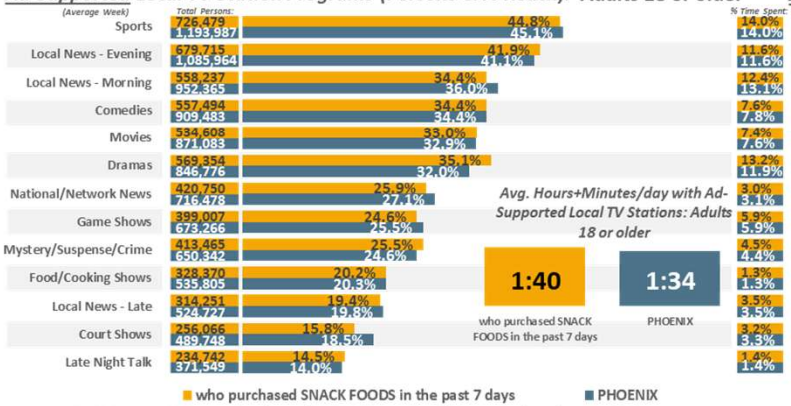
Local TV Station Programs (Persons & % Reach): Adults 18 or older



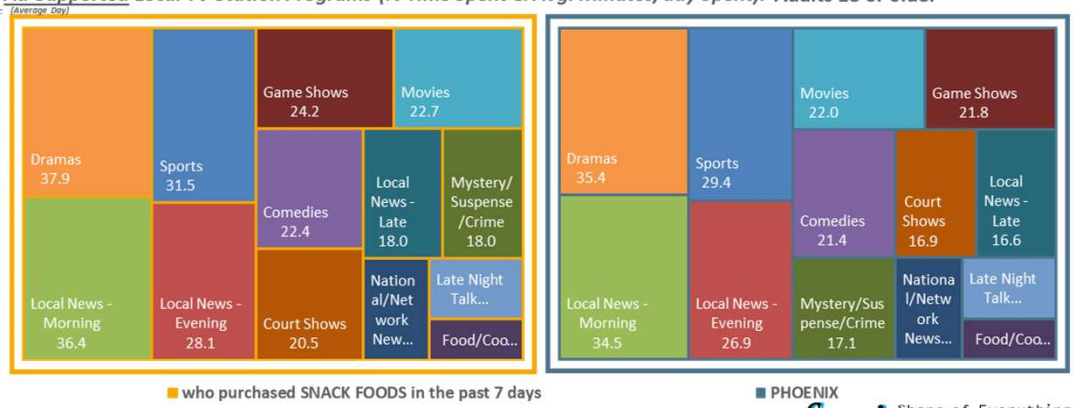
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2025: Aug24-Jul25 Qual Intab 1,539

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

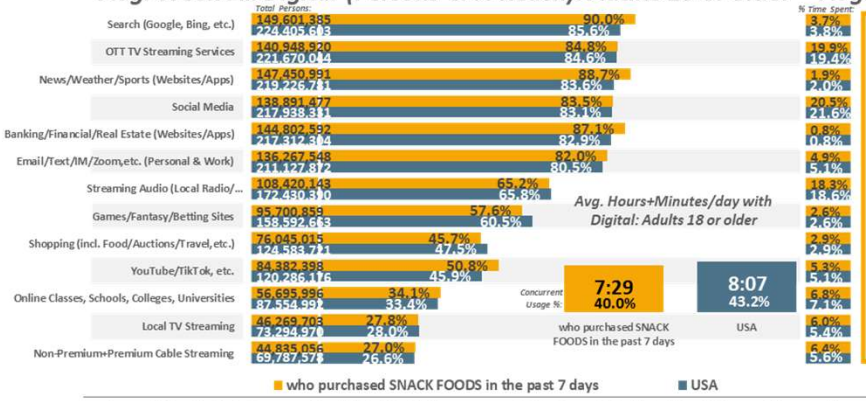
soefa.ai Share of Everything for Anything ©

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

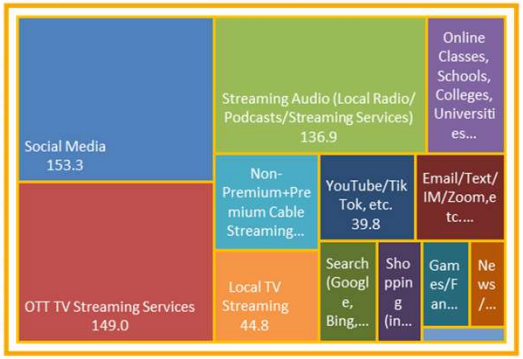


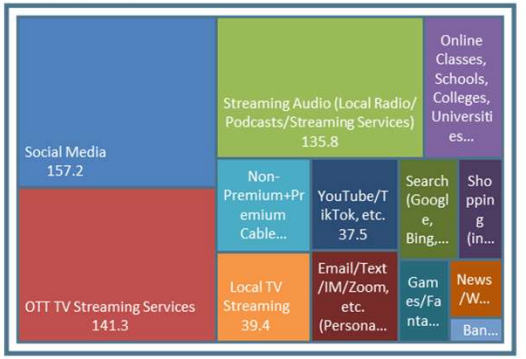
120,615,565 or 72.5% of Adults 18 or older who purchased SNACK FOODS in the past 7 days use Ad-Supported Social Media for an average of 133.2 minutes every day representing 24.3% of all time spent daily with Ad-Supported Digital Media.

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

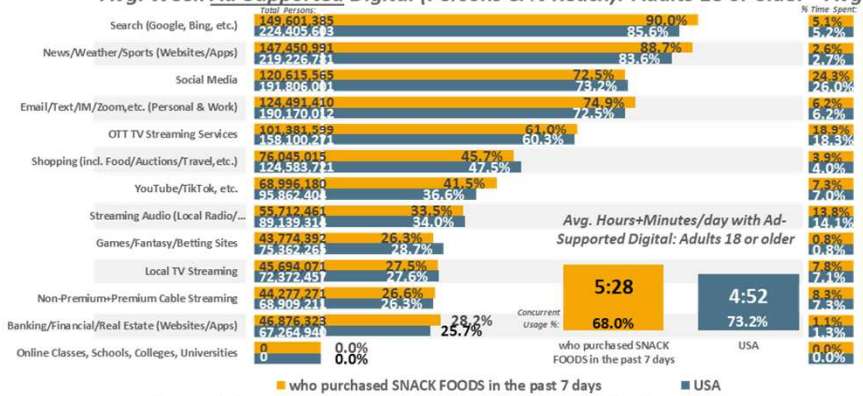


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

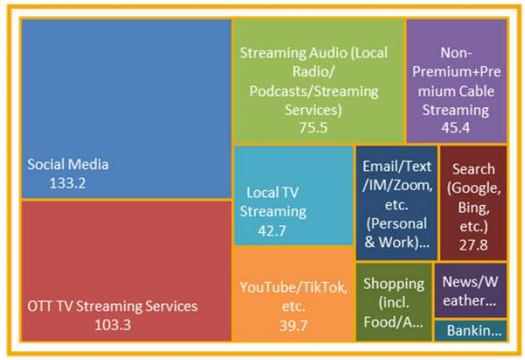


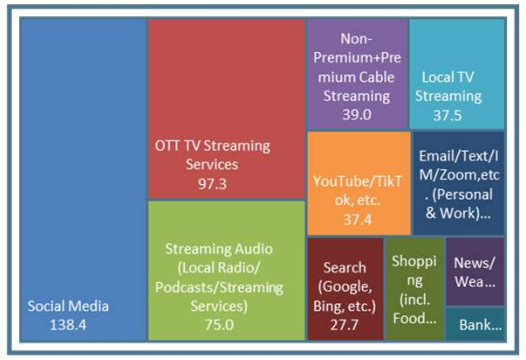


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 16,262

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,982

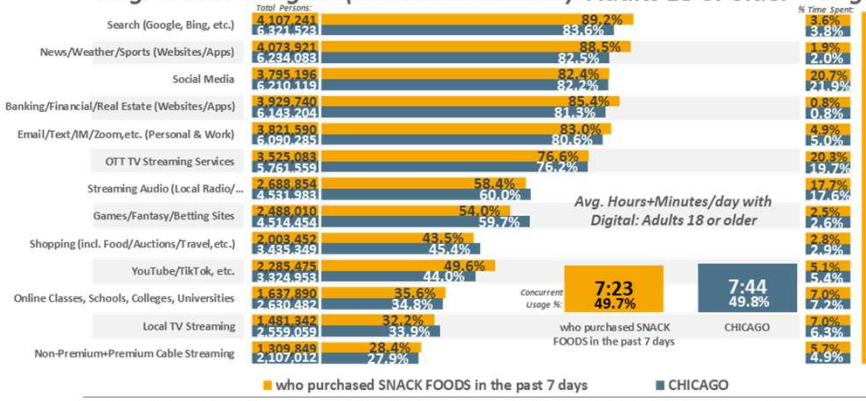
soefa.ai Share of Everything for Anything ©

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

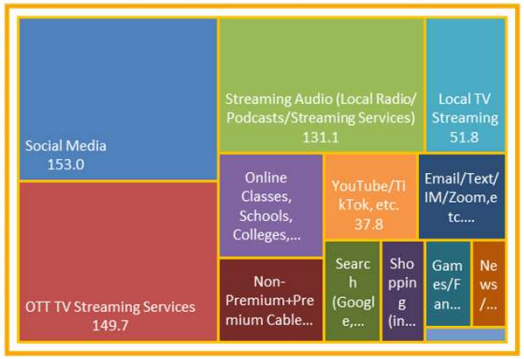


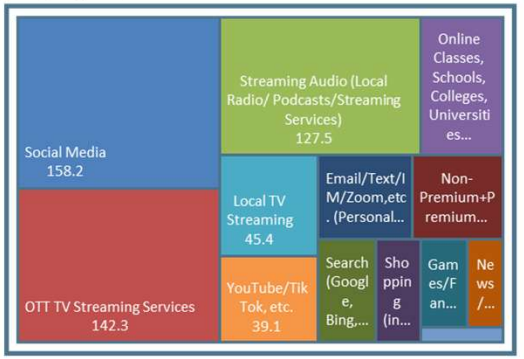
3,268,096 or 71.% of Adults 18 or older who purchased SNACK FOODS in the past 7 days use Ad-Supported Social Media for an average of 131.7 minutes every day representing 24.3% of all time spent daily with Ad-Supported Digital Media.

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

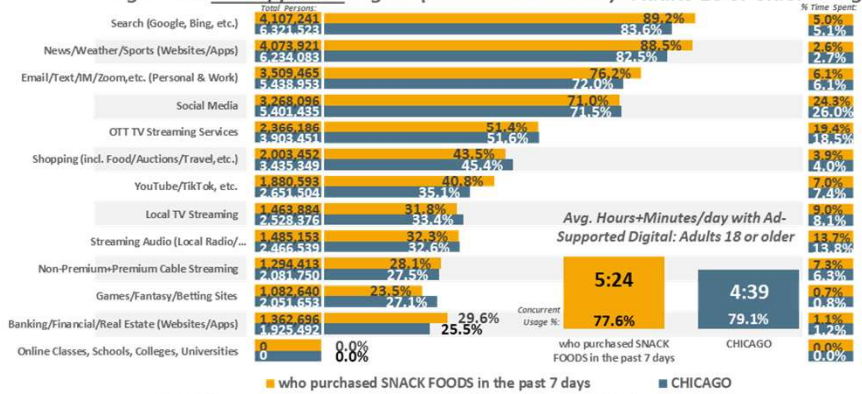


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

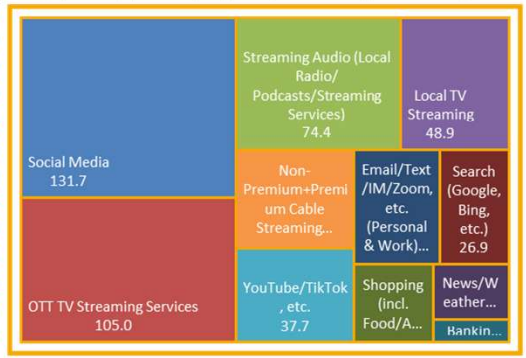


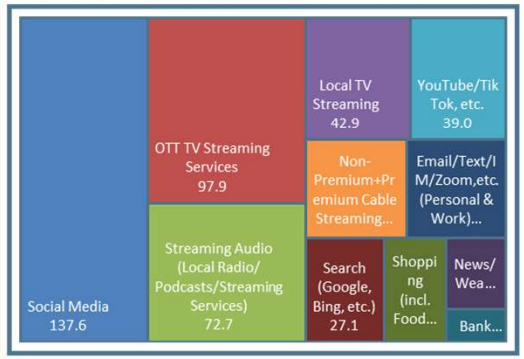


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,409

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

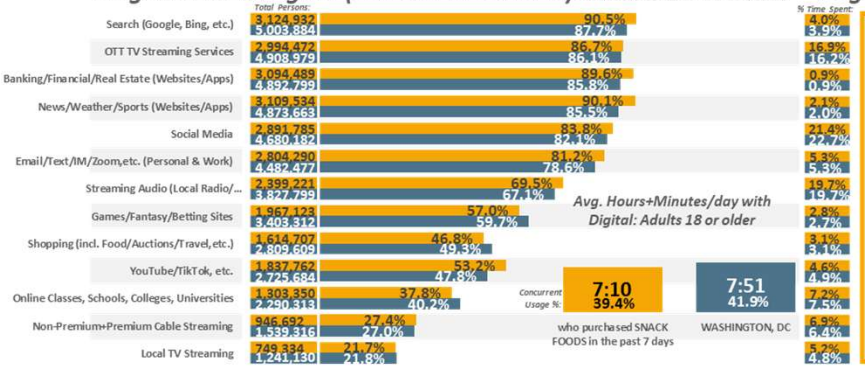
soefa.ai Share of Everything for Anything ©

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

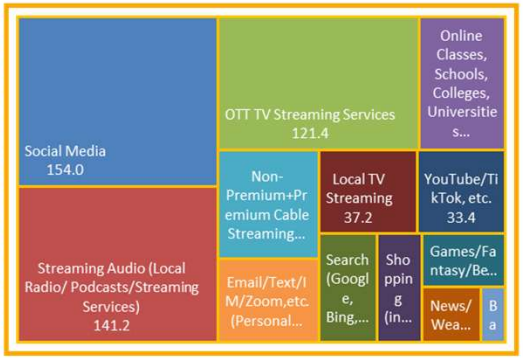


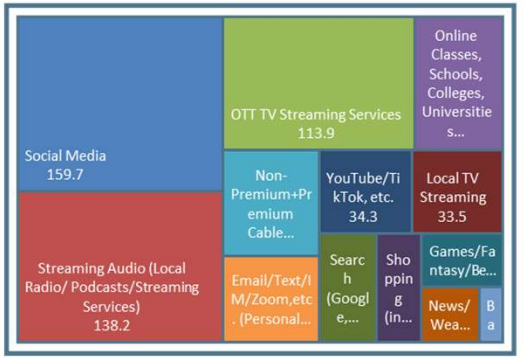
2,494,204 or 72.3% of Adults 18 or older who purchased SNACK FOODS in the past 7 days use Ad-Supported Social Media for an average of 132.8 minutes every day representing 25.5% of all time spent daily with Ad-Supported Digital Media.

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



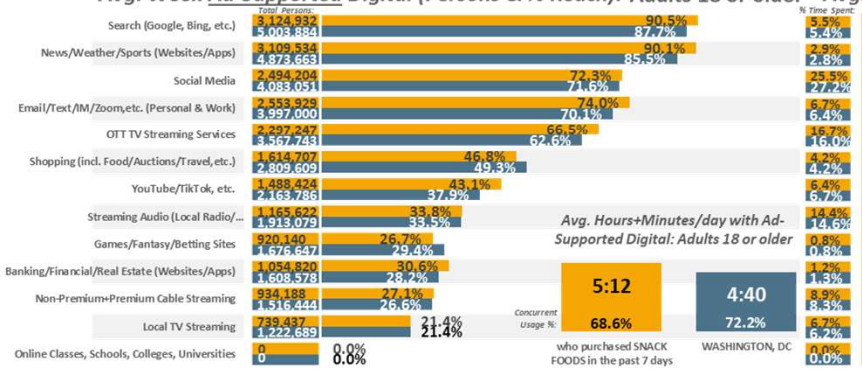
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



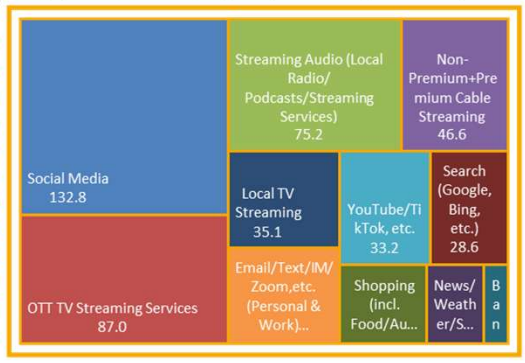


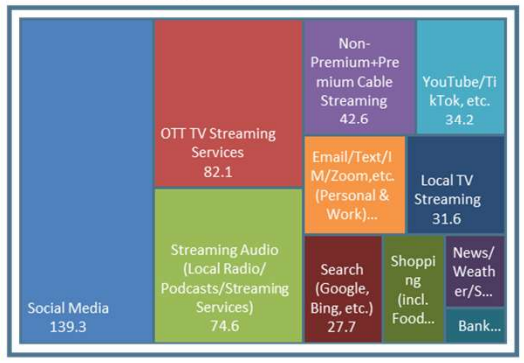
■ who purchased SNACK FOODS in the past 7 days ■ WASHINGTON, DC

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



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





■ who purchased SNACK FOODS in the past 7 days ■ WASHINGTON, DC

WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 3,781

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

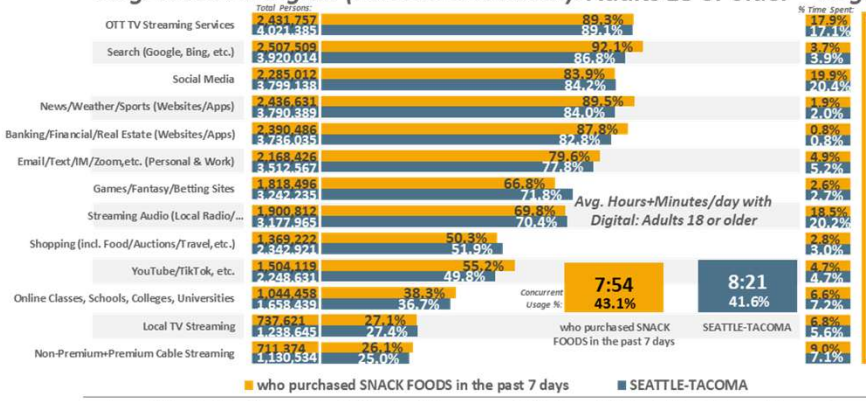
soefa.ai Share of Everything for Anything ©

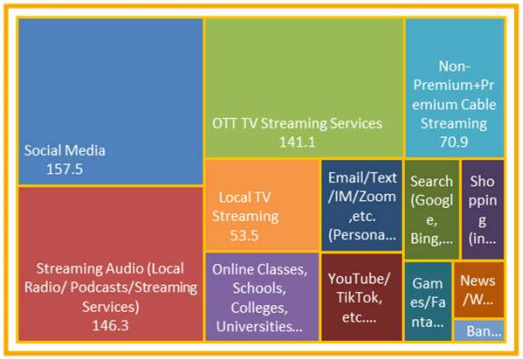
Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

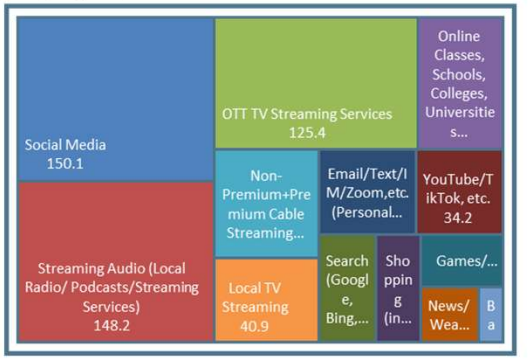


1,959,009 or 71.9% of Adults 18 or older who purchased SNACK FOODS in the past 7 days use Ad-Supported Social Media for an average of 135. minutes every day representing 23.% of all time spent daily with Ad-Supported Digital Media.

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

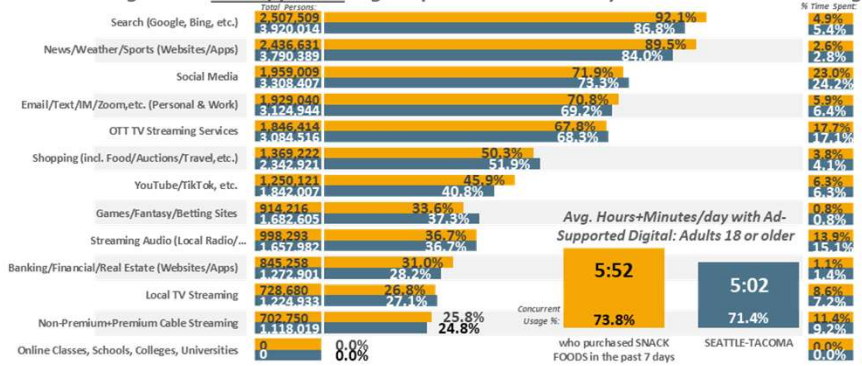


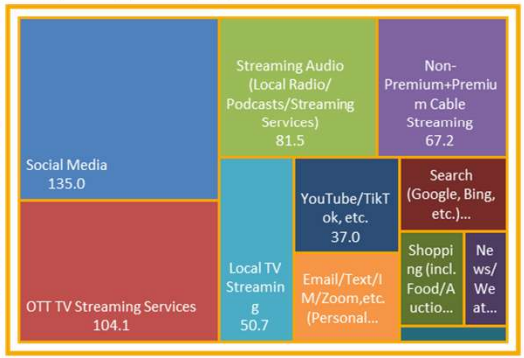


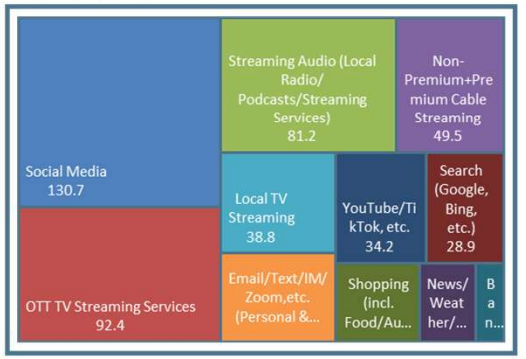


■ who purchased SNACK FOODS in the past 7 days ■ SEATTLE-TACOMA

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







■ who purchased SNACK FOODS in the past 7 days ■ SEATTLE-TACOMA

SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,409

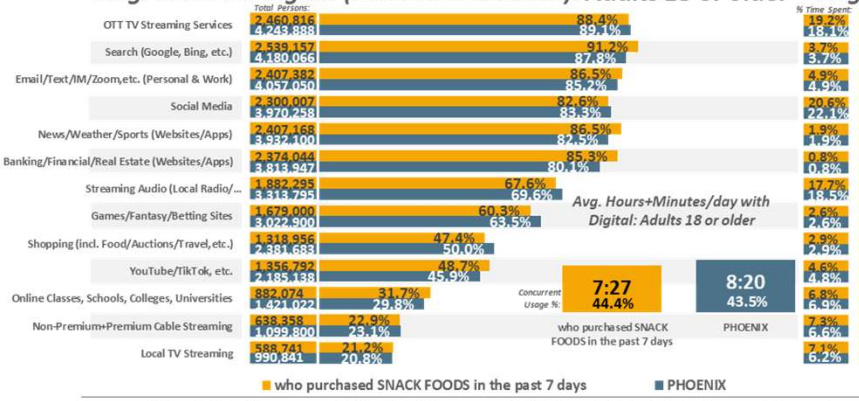
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

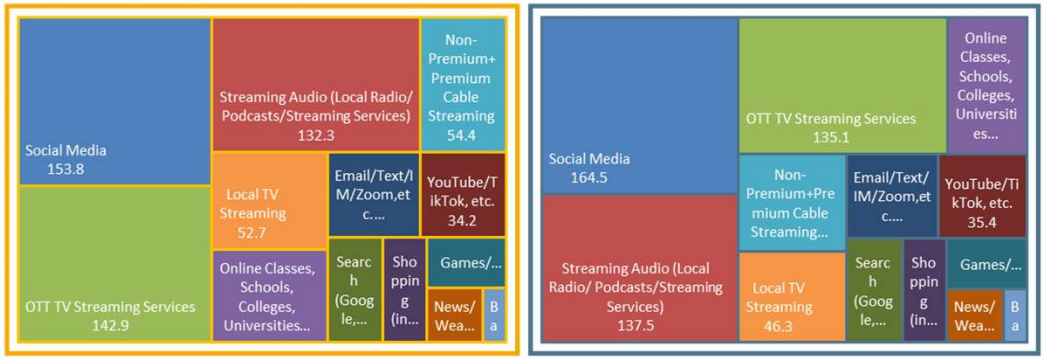
Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

2,049,078 or 73.6% of Adults 18 or older who purchased SNACK FOODS in the past 7 days use Ad-Supported Social Media for an average of 137.1 minutes every day representing 25.1% of all time spent daily with Ad-Supported Digital Media.

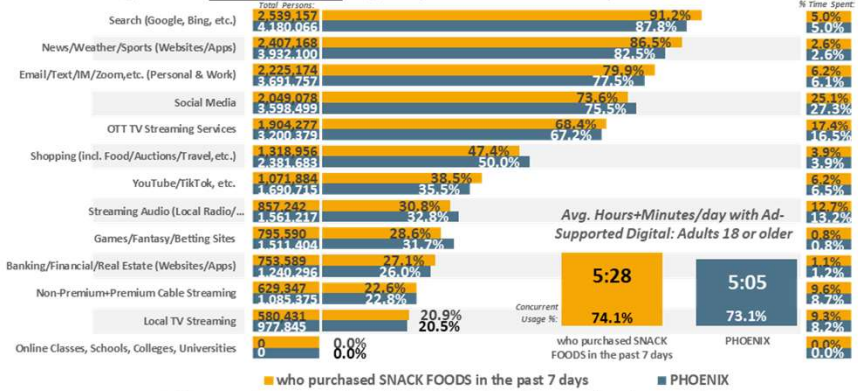
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



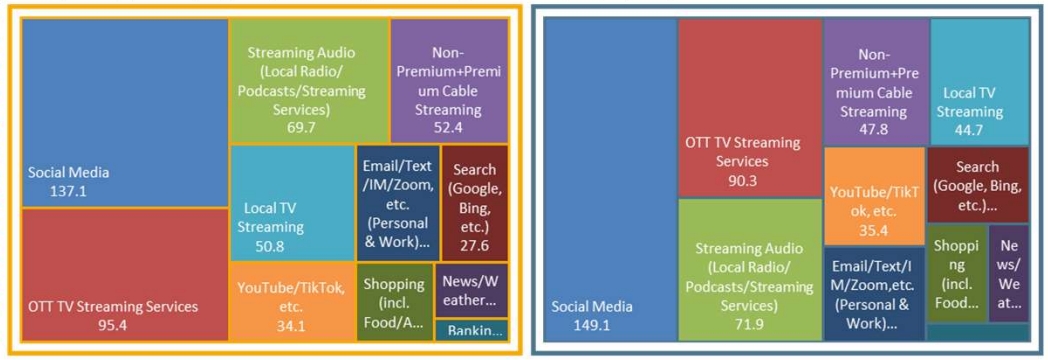
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,539

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

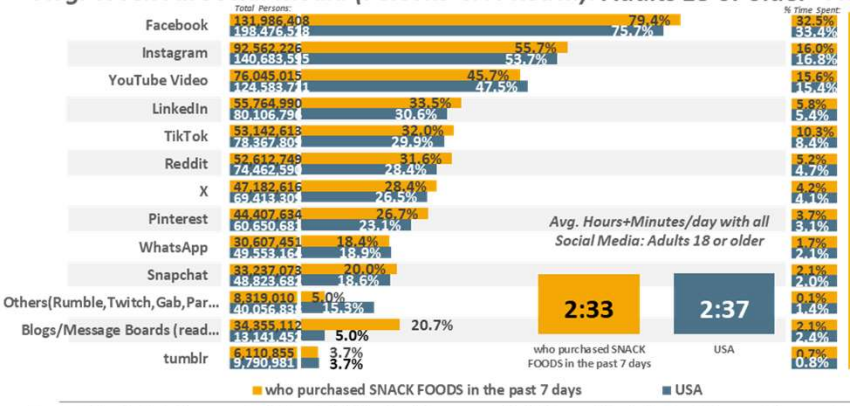
soefa.ai Share of Everything for Anything ©

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

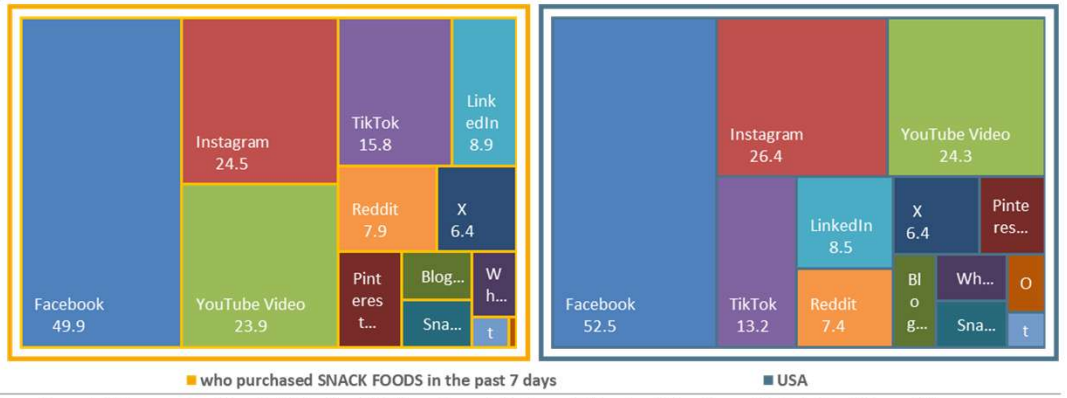


120,615,565 or 72.5% of Adults 18 or older who purchased SNACK FOODS in the past 7 days use Ad-Supported Facebook for an average of 43.8 minutes every day representing 32.9% of all time spent daily with Ad-Supported Social Media.

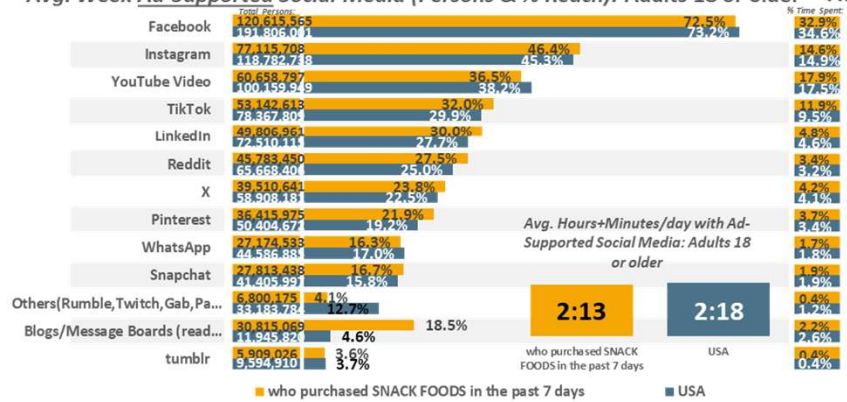
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



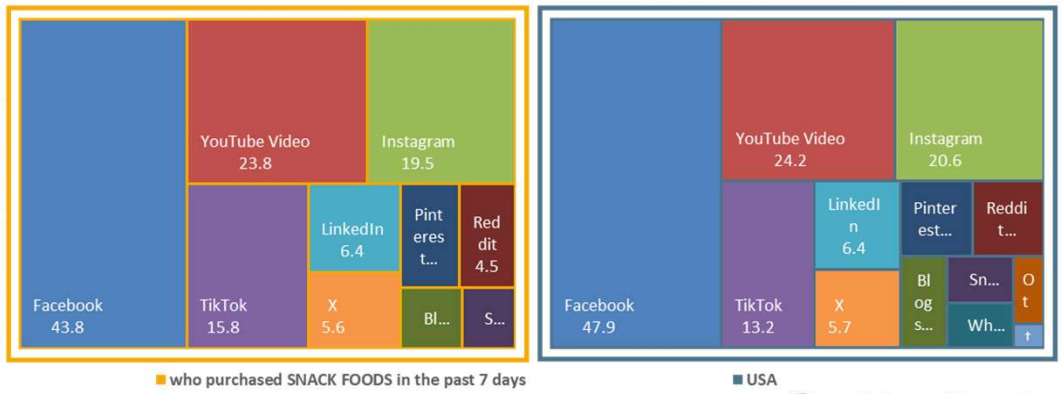
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 16,262

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,982

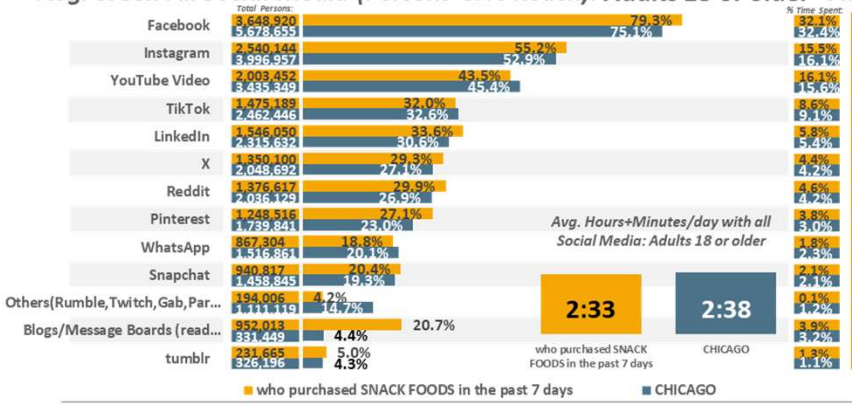
soefa.ai Share of Everything for Anything ©

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

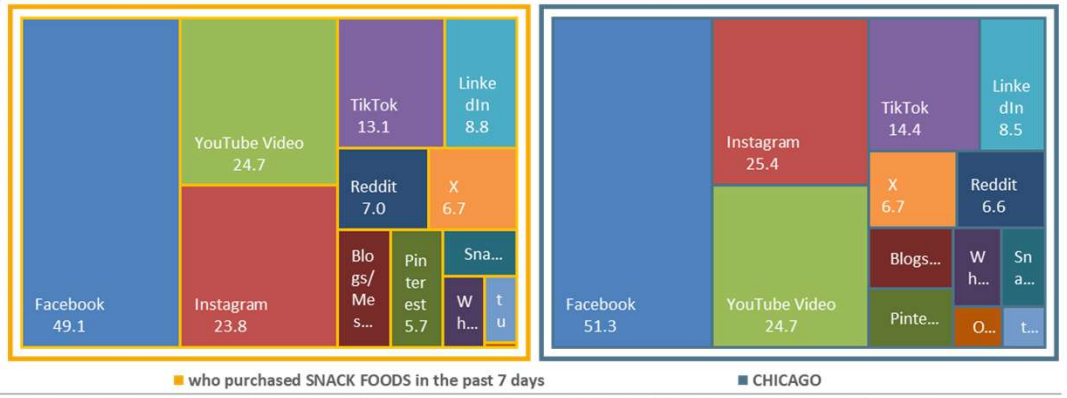


3,268,096 or 71.% of Adults 18 or older who purchased SNACK FOODS in the past 7 days use Ad-Supported Facebook for an average of 42.5 minutes every day representing 32.3% of all time spent daily with Ad-Supported Social Media.

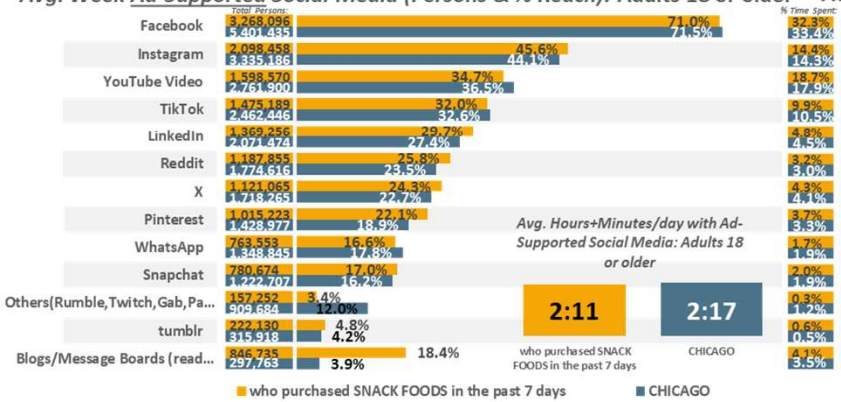
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



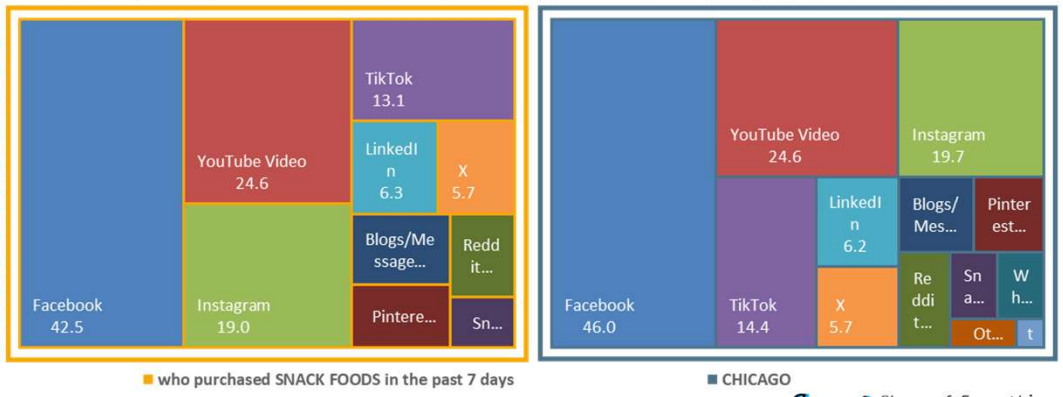
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,409

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

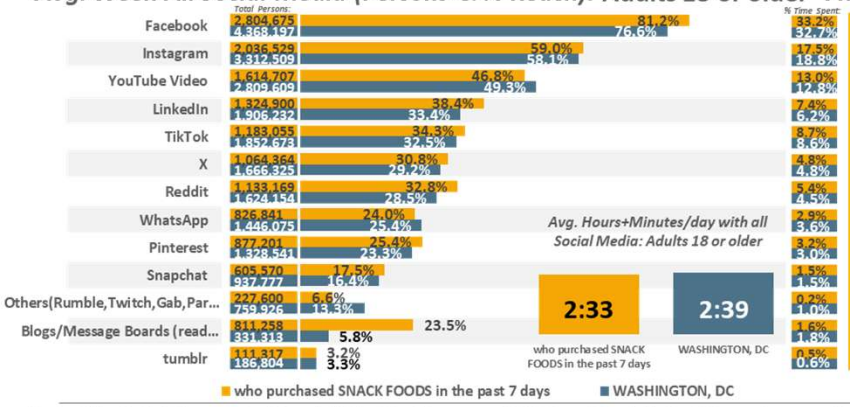
soefa.ai Share of Everything for Anything ©

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

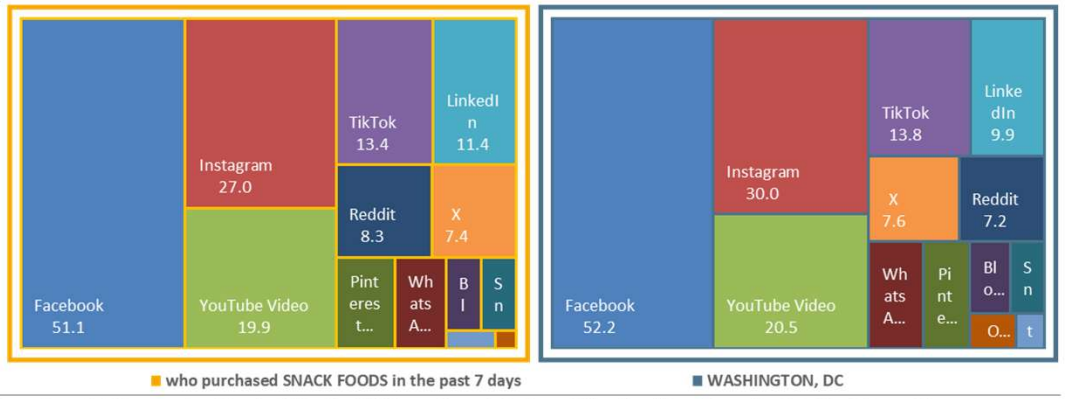


2,494,204 or 72.3% of Adults 18 or older who purchased SNACK FOODS in the past 7 days use Ad-Supported Facebook for an average of 45.7 minutes every day representing 34.4% of all time spent daily with Ad-Supported Social Media.

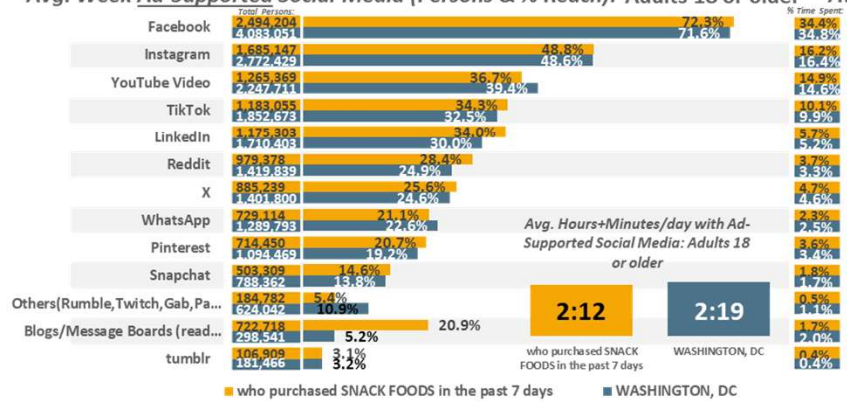
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



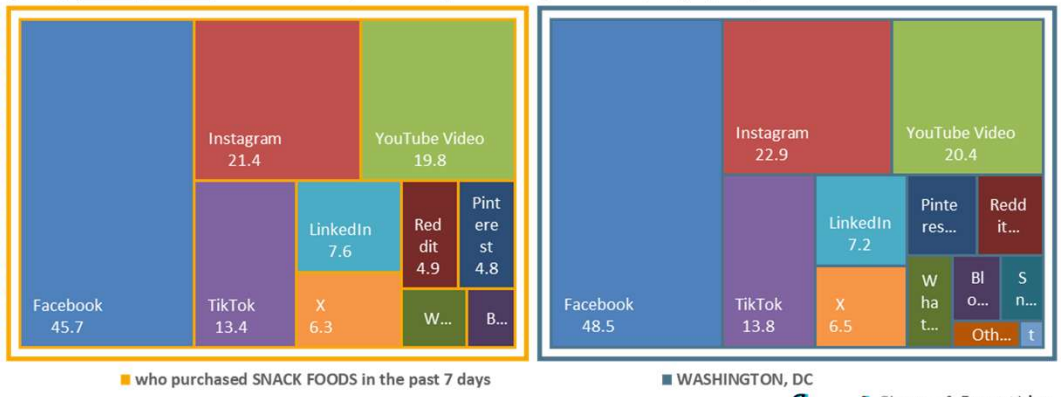
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 3,781

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

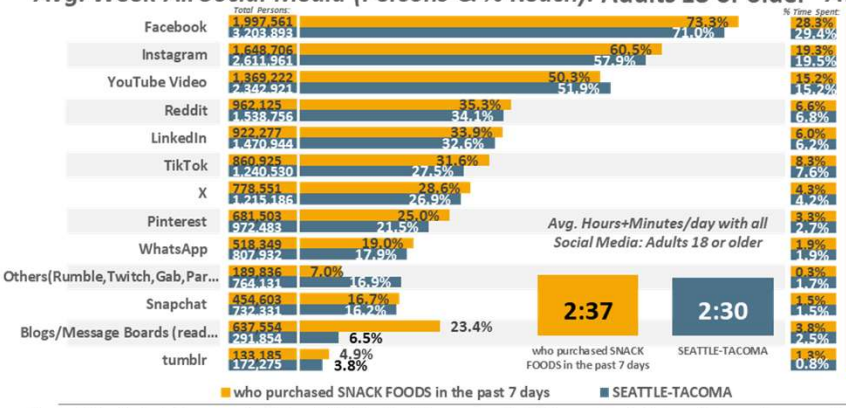
soefa.ai Share of Everything for Anything ©

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

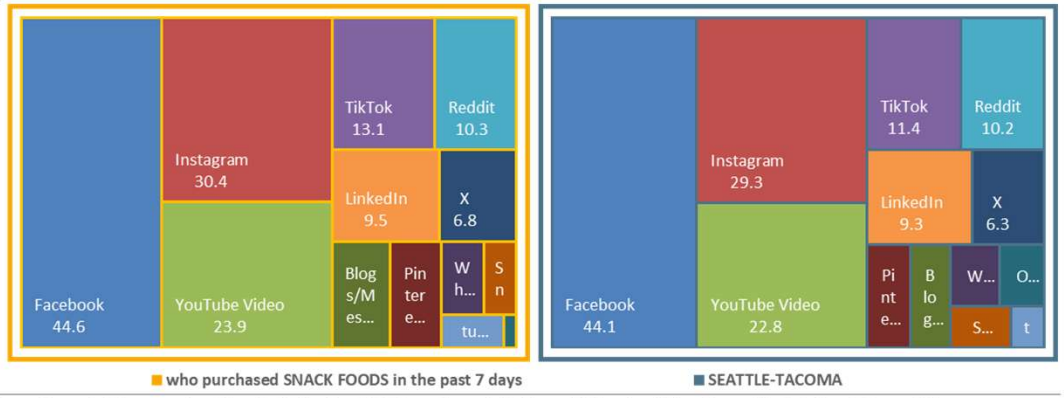


1,959,009 or 71.9% of Adults 18 or older who purchased SNACK FOODS in the past 7 days use Ad-Supported Facebook for an average of 43.9 minutes every day representing 32.5% of all time spent daily with Ad-Supported Social Media.

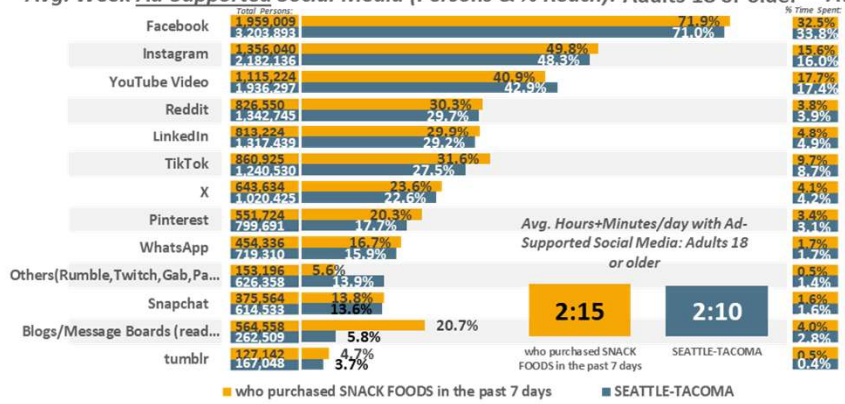
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



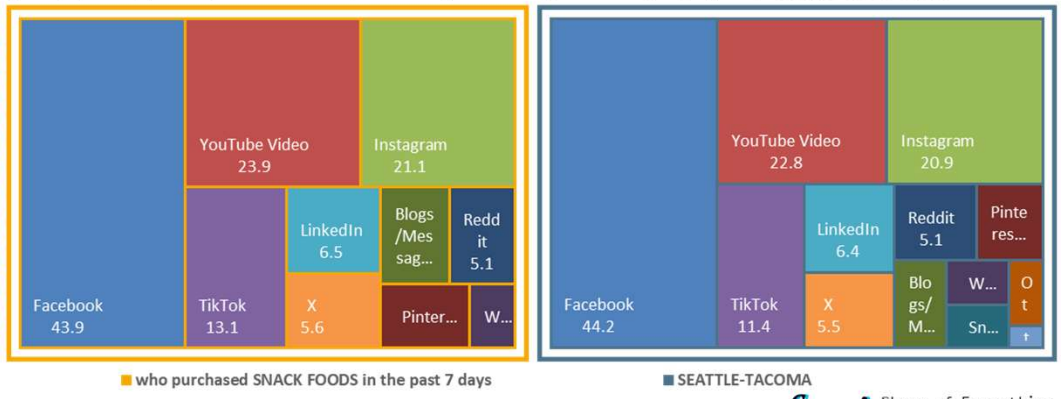
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,409

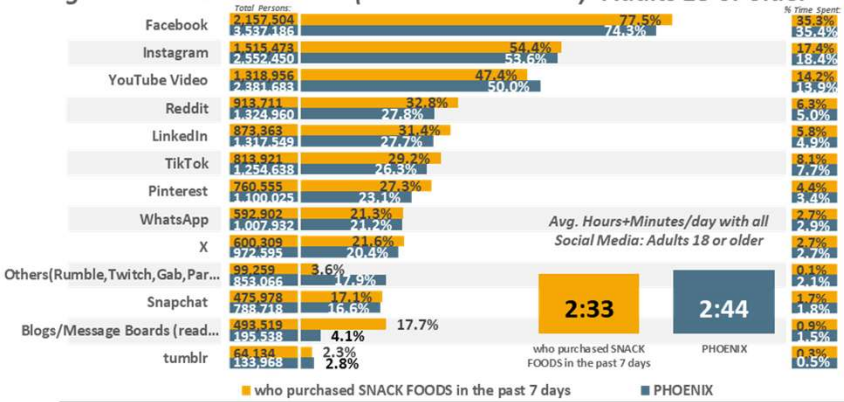
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

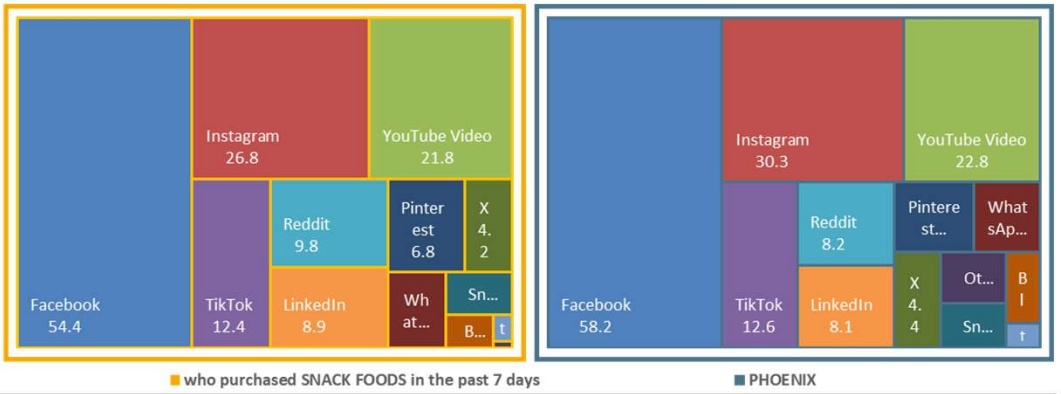
Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

2,049,078 or 73.6% of Adults 18 or older who purchased SNACK FOODS in the past 7 days use Ad-Supported Facebook for an average of 50.1 minutes every day representing 36.6% of all time spent daily with Ad-Supported Social Media.

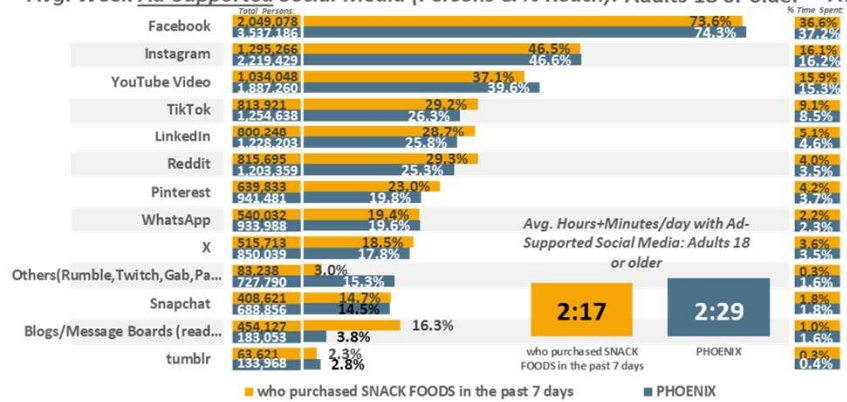
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



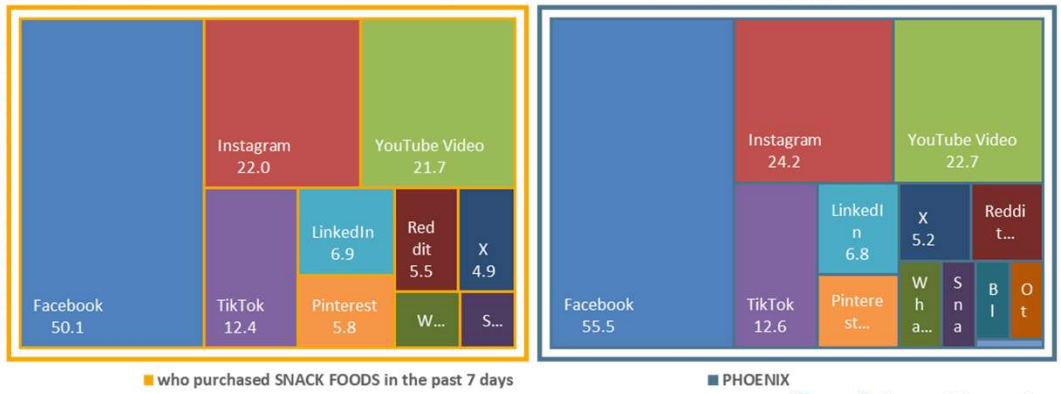
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,539

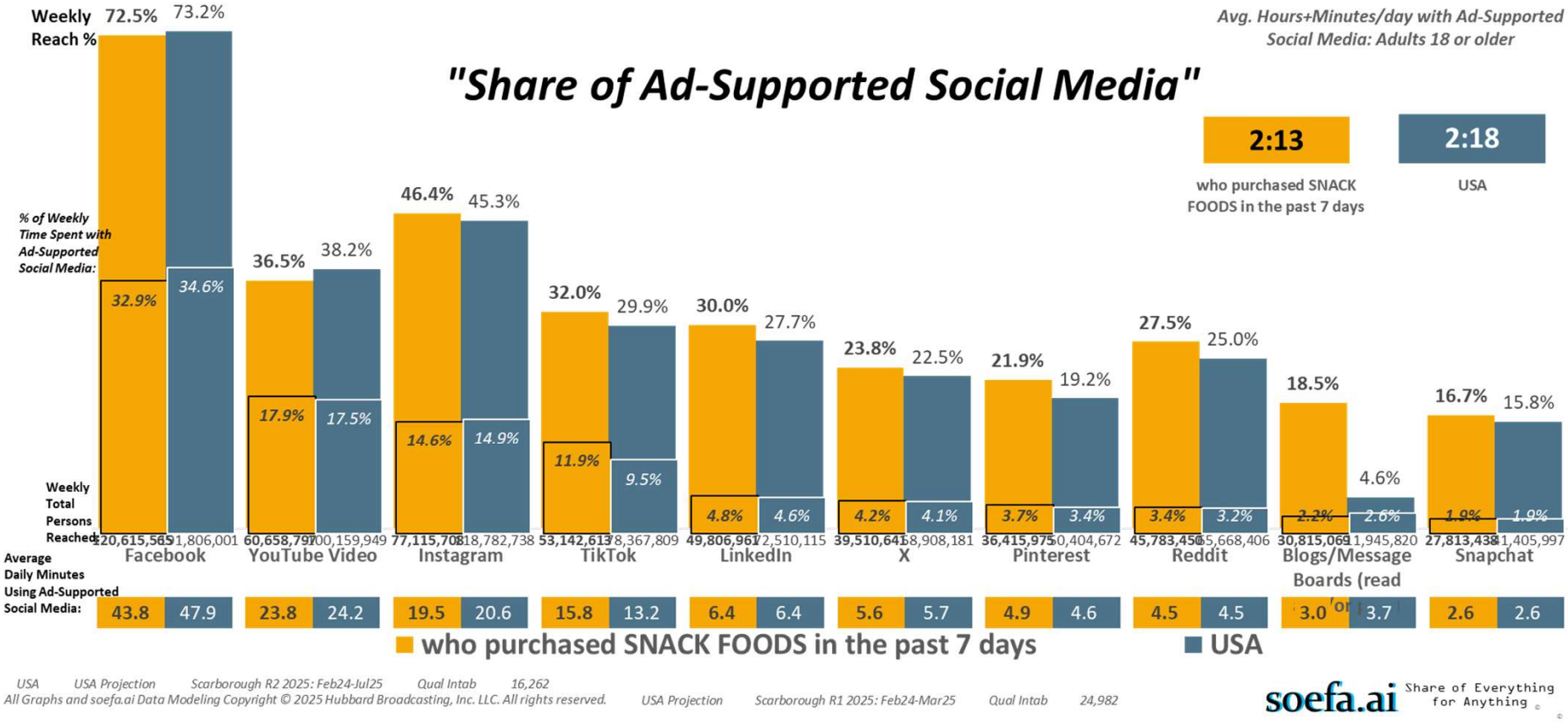
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



120,615,565 or 72.5% of Adults 18 or older who purchased SNACK FOODS in the past 7 days use Ad-Supported Facebook for an average of 43.8 minutes every day representing 32.9% of all time spent daily with Ad-Supported Social Media.



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 16,262

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

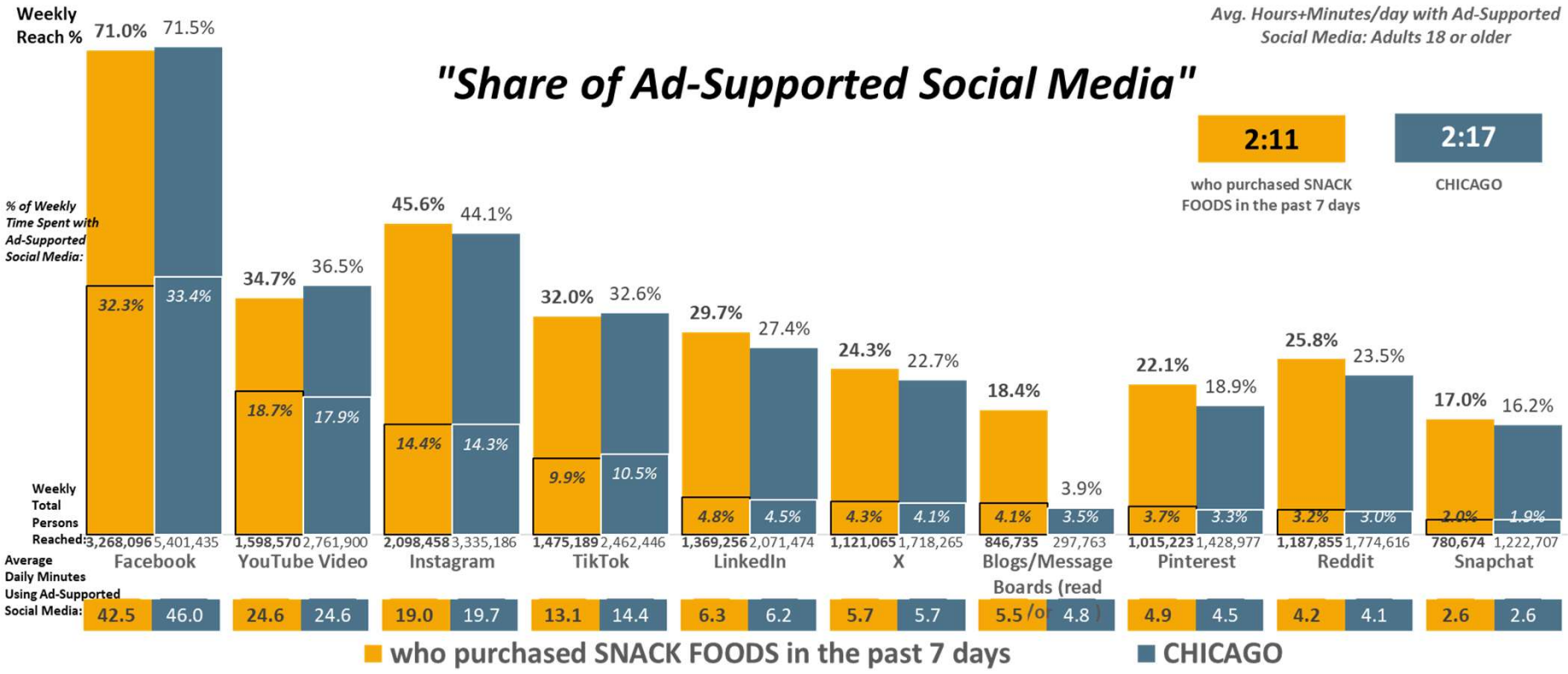
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,982

soefa.ai Share of Everything for Anything

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



3,268,096 or 71.% of Adults 18 or older who purchased SNACK FOODS in the past 7 days use Ad-Supported Facebook for an average of 42.5 minutes every day representing 32.3% of all time spent daily with Ad-Supported Social Media.



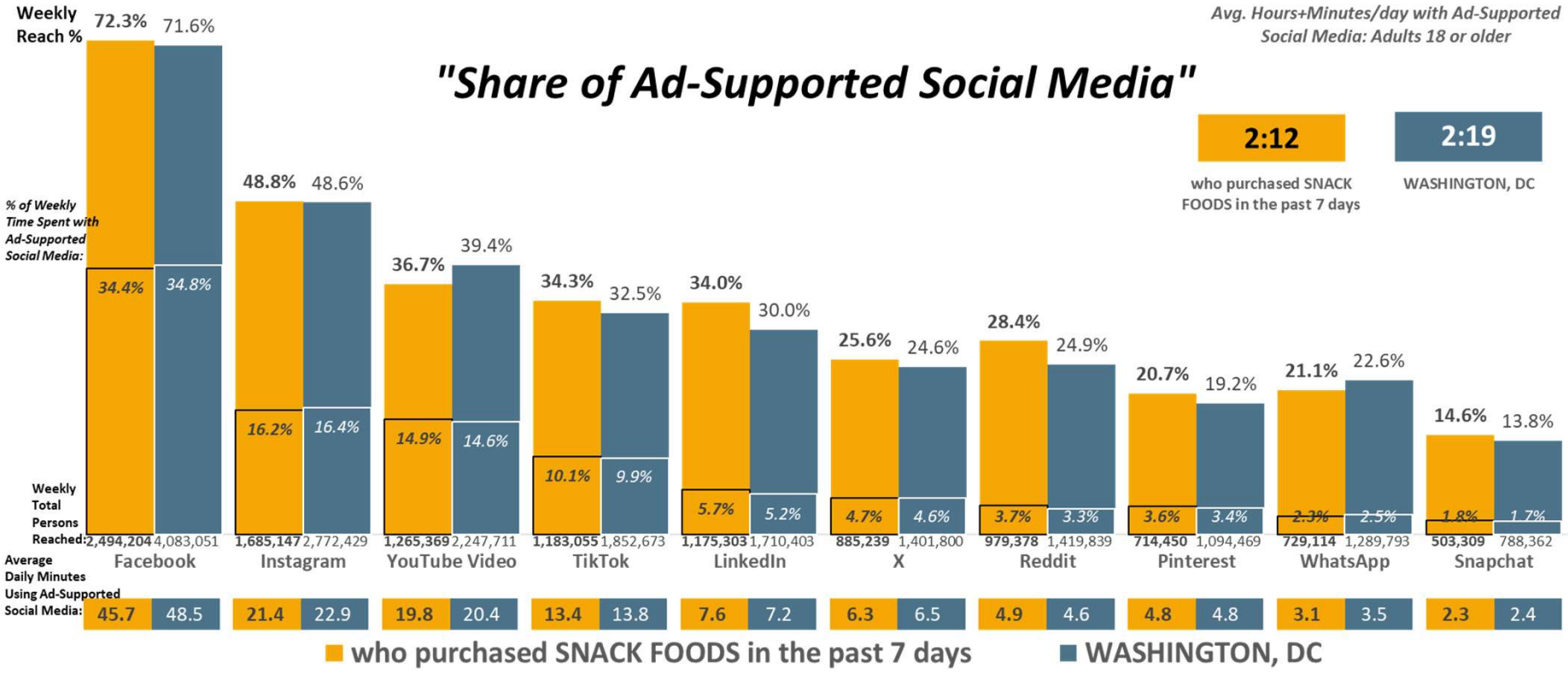
CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,409 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,846

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

2,494,204 or 72.3% of Adults 18 or older who purchased SNACK FOODS in the past 7 days use Ad-Supported Facebook for an average of 45.7 minutes every day representing 34.4% of all time spent daily with Ad-Supported Social Media.



WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 3,781 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

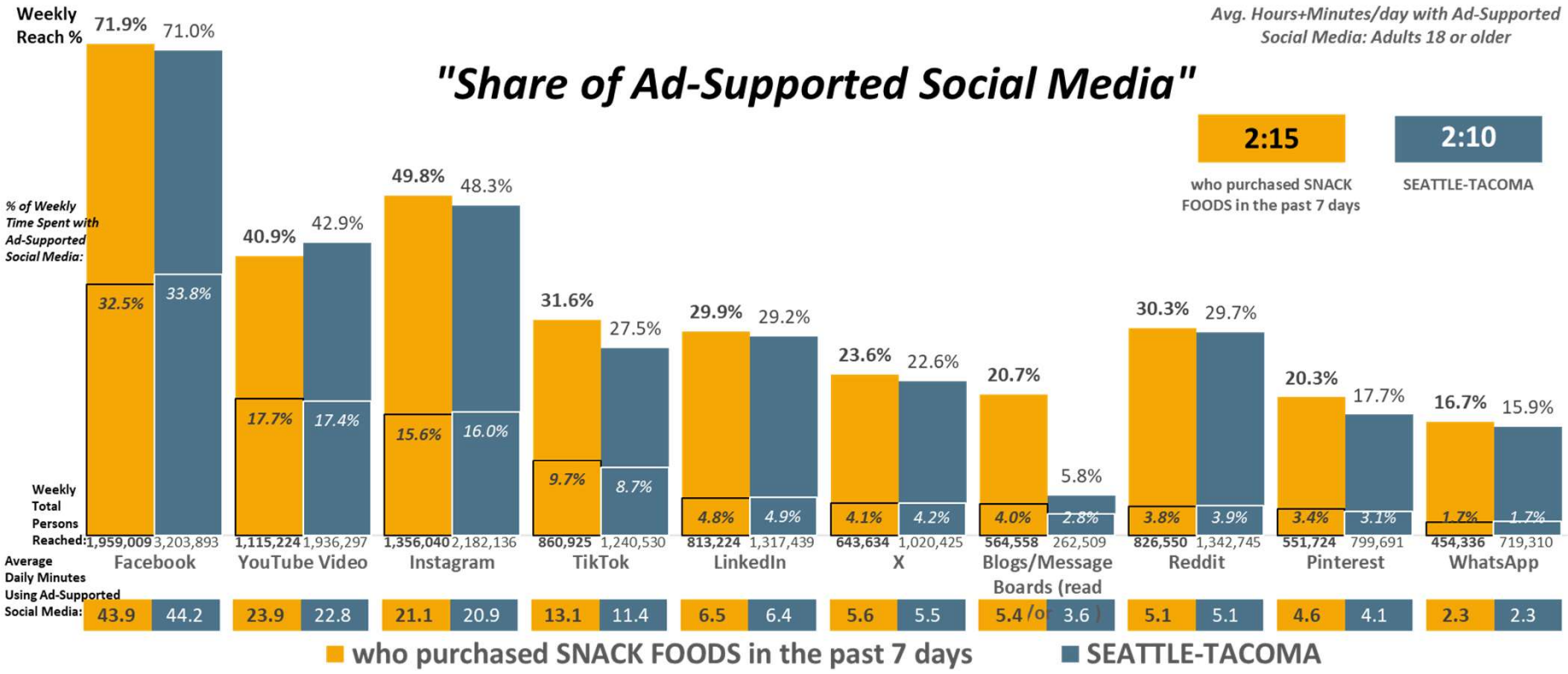
Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



1,959,009 or 71.9% of Adults 18 or older who purchased SNACK FOODS in the past 7 days use Ad-Supported Facebook for an average of 43.9 minutes every day representing 32.5% of all time spent daily with Ad-Supported Social Media.

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

"Share of Ad-Supported Social Media"



SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,409 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

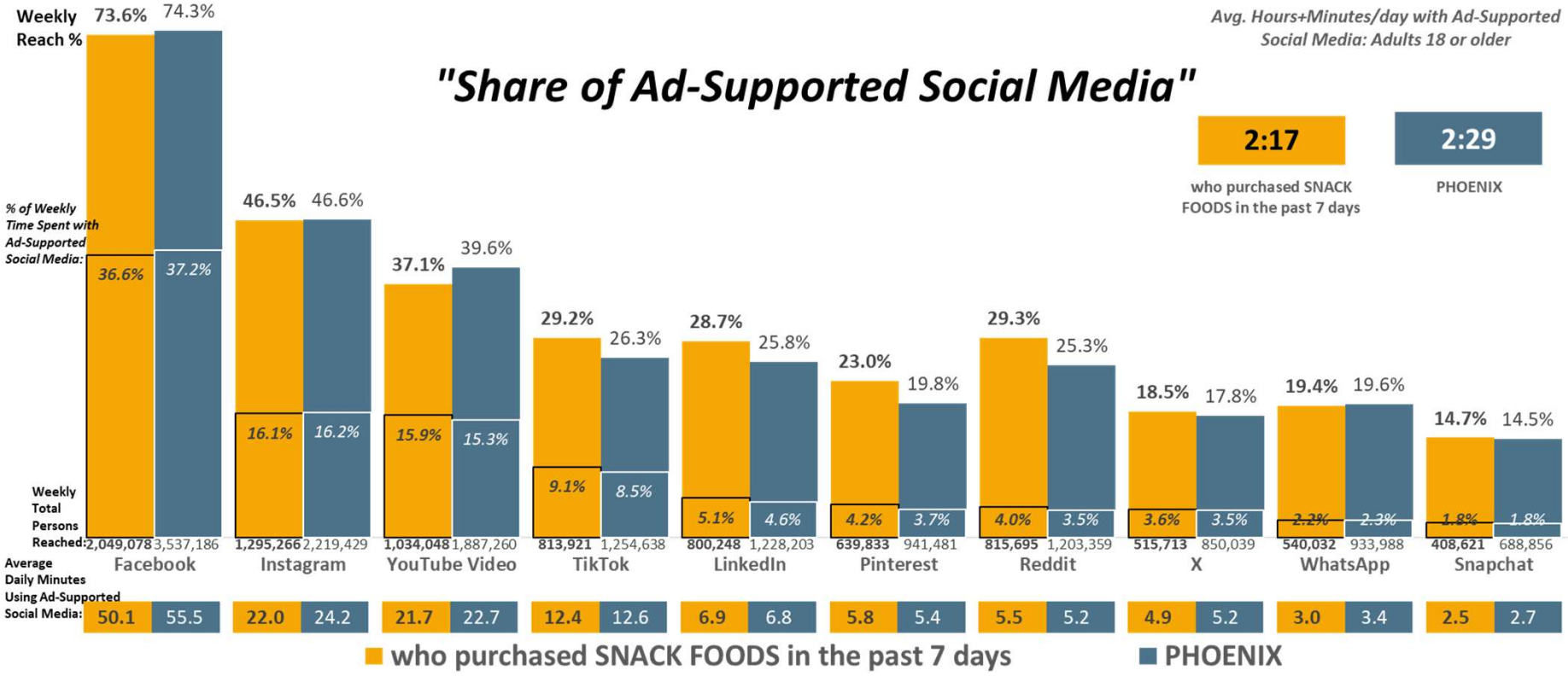
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



2,049,078 or 73.6% of Adults 18 or older who purchased SNACK FOODS in the past 7 days use Ad-Supported Facebook for an average of 50.1 minutes every day representing 36.6% of all time spent daily with Ad-Supported Social Media.



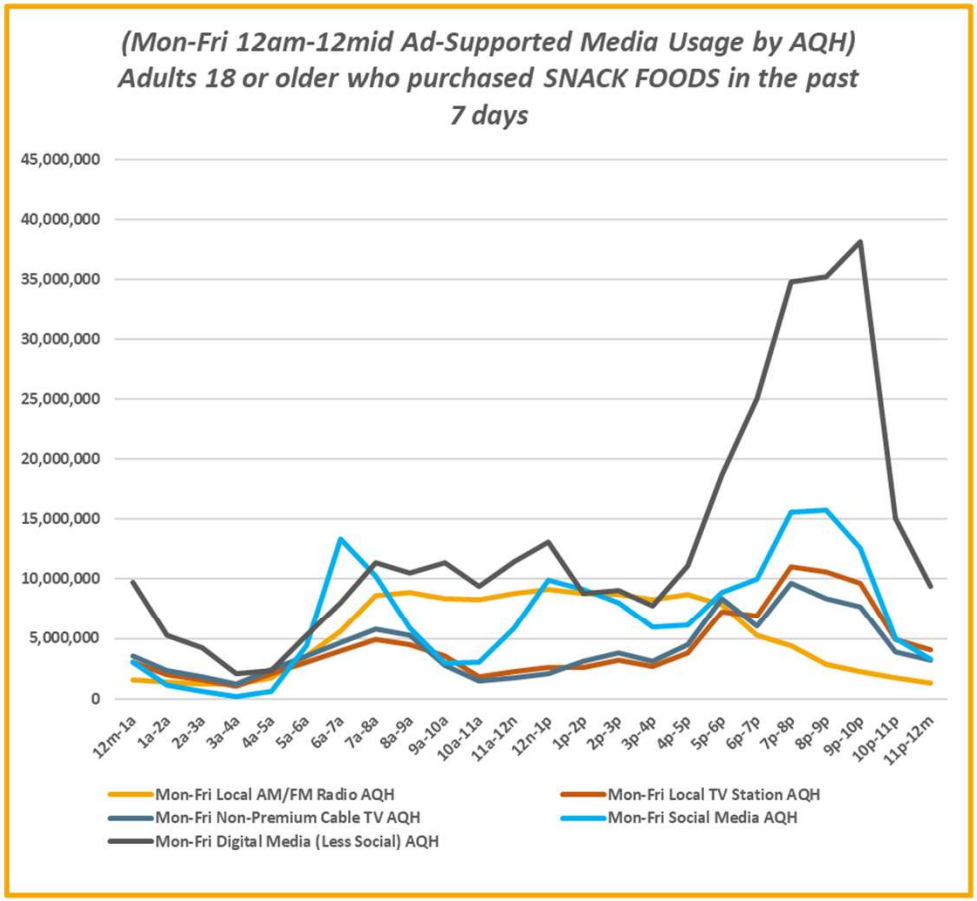
PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,539 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

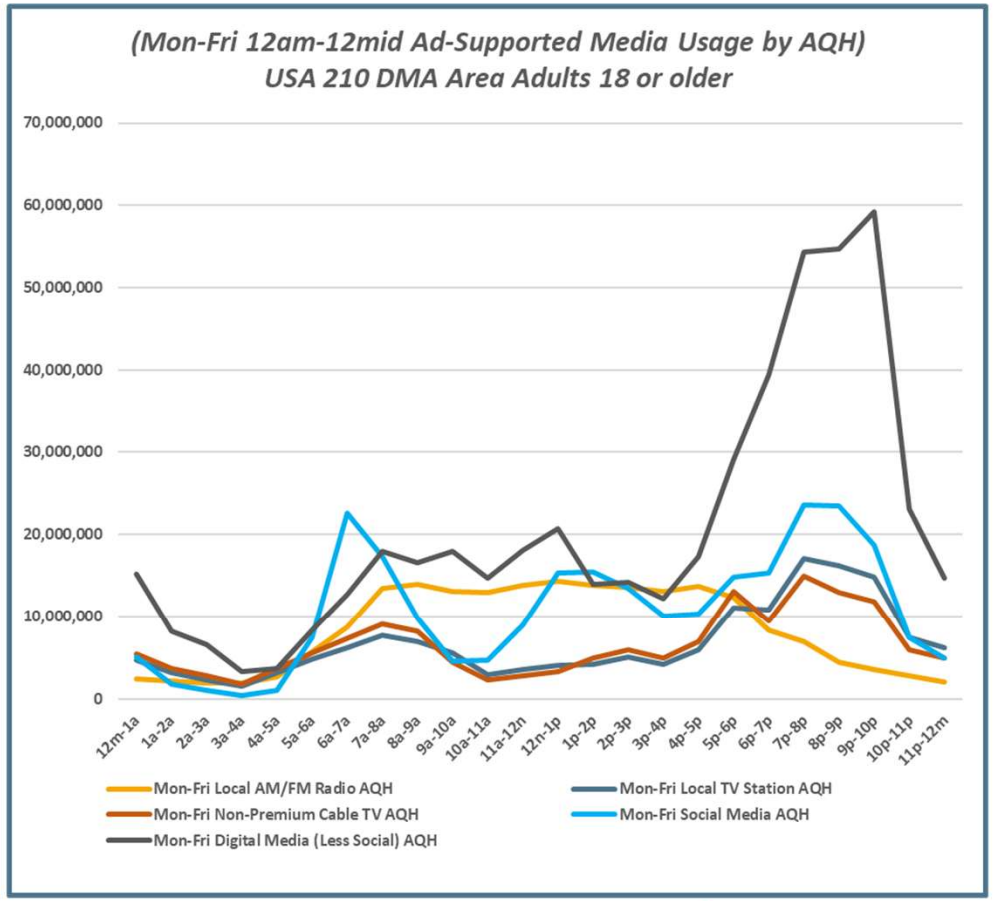
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 11,982,907; Local Radio: 8,098,923; Social Media: 7,651,535; Non-Prem. Cable: 4,044,242; Local TV: 3,854,588 reaching Adults 18 or older who purchased SNACK FOODS in the





USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 16,262

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

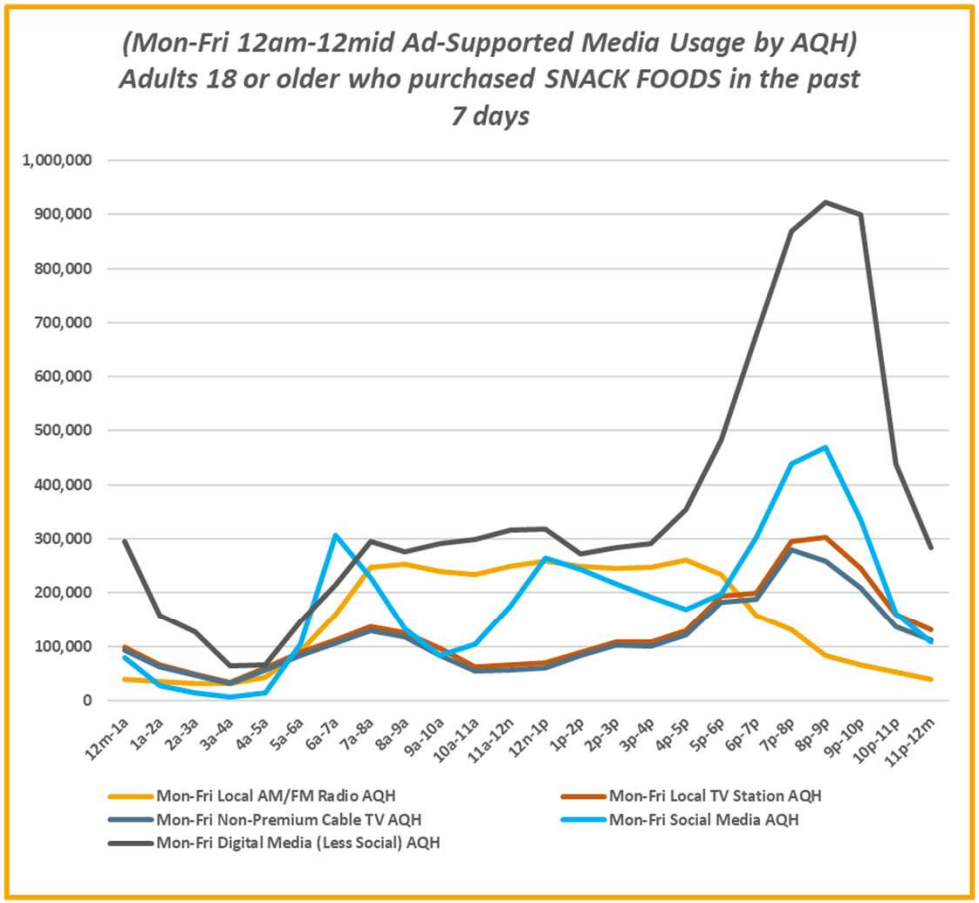
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,982

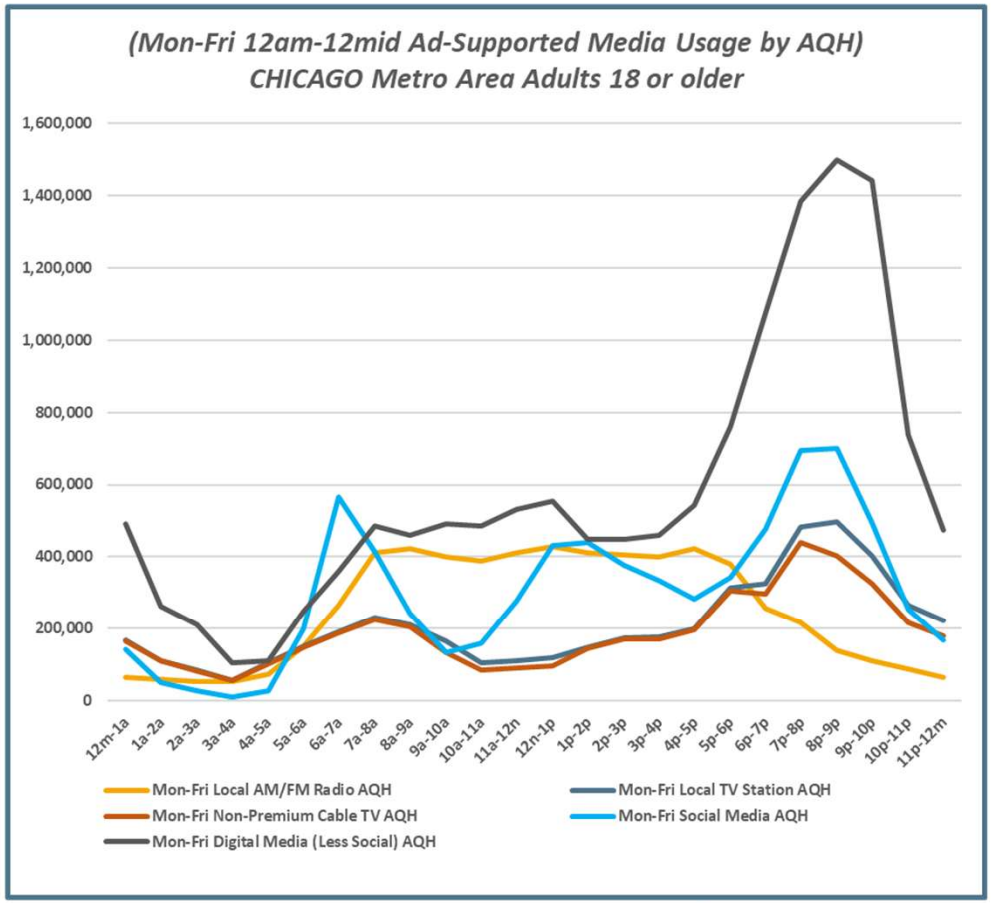
soefa.ai Share of Everything for Anything ©

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 336,843; Local Radio: 233,594; Social Media: 201,378; Local TV: 115,180; Non-Prem. Cable: 106,386 reaching Adults 18 or older who purchased SNACK FOODS in the past 7 days





CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,409

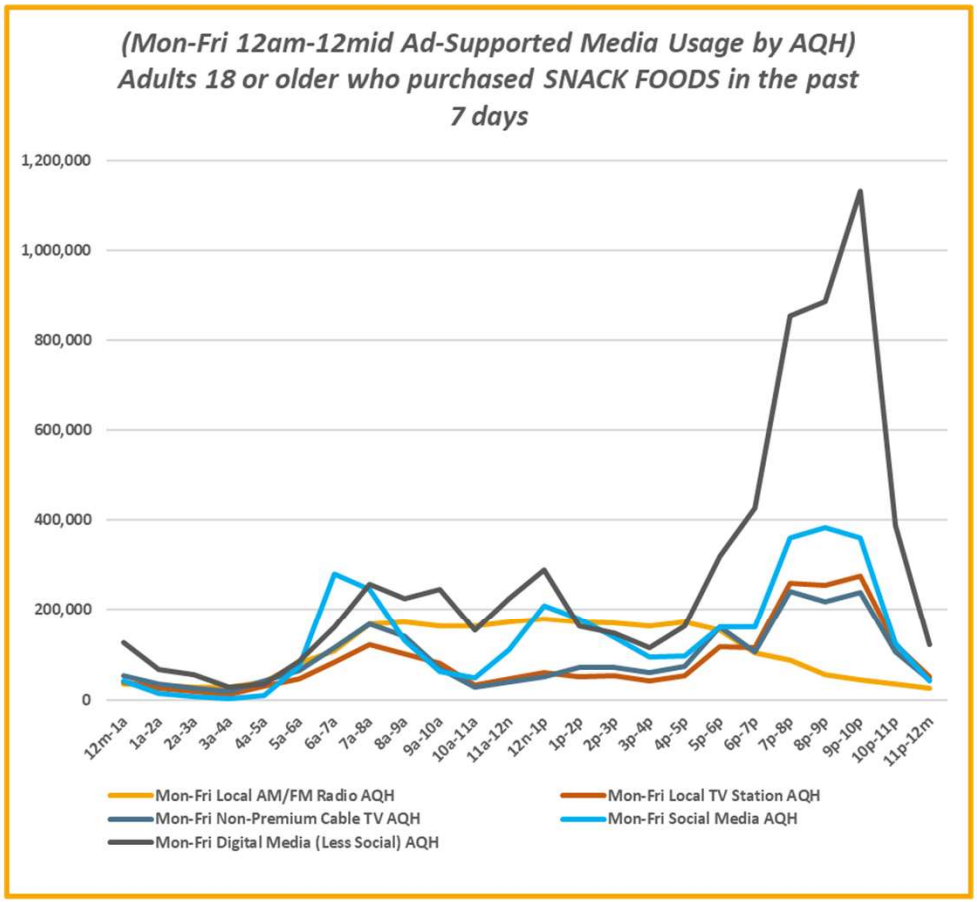
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

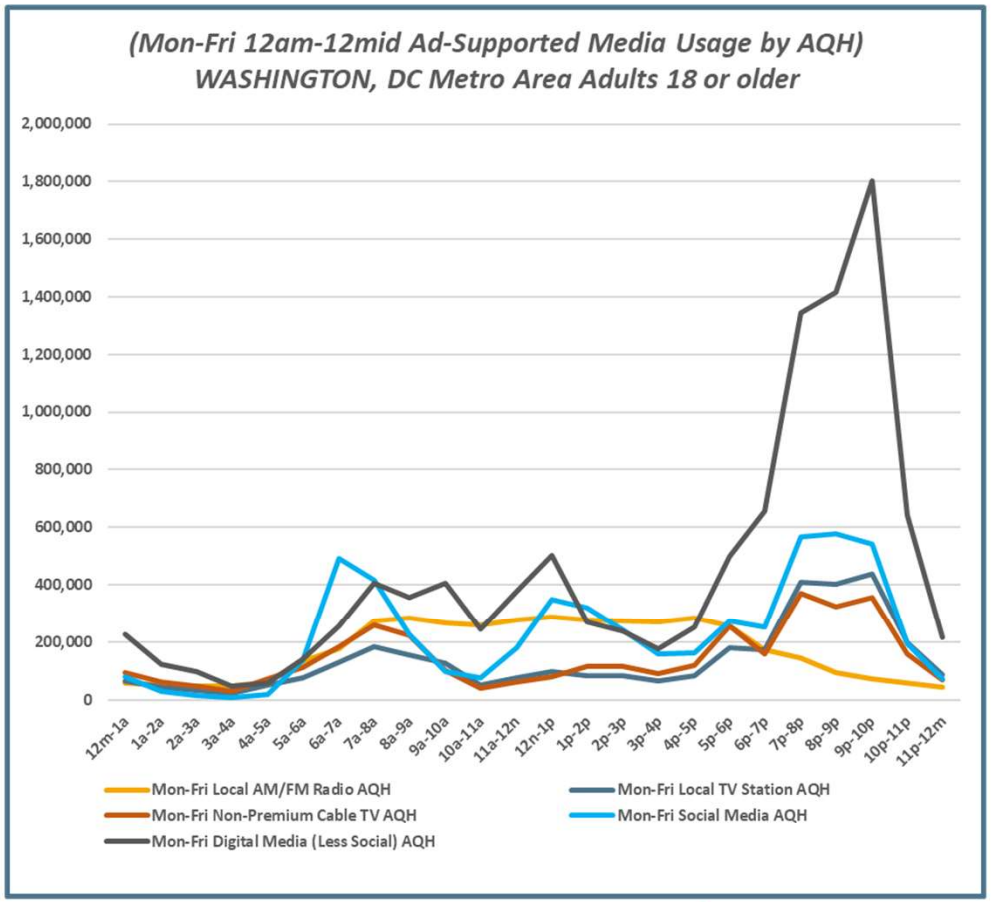
soefa.ai Share of Everything for Anything ©

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 222,338; Local Radio: 158,793; Social Media: 147,670; Non-Prem. Cable: 88,666; Local TV: 73,422 reaching Adults 18 or older who purchased SNACK FOODS in the past 7 days.





WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 3,781

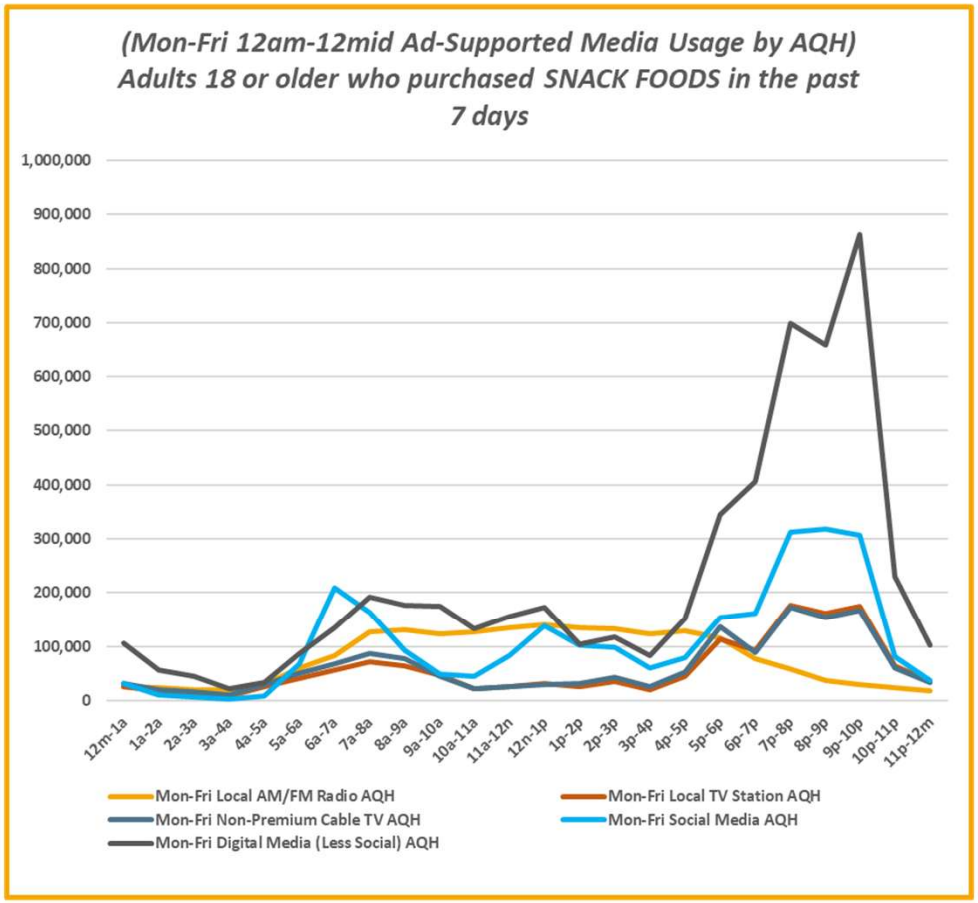
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

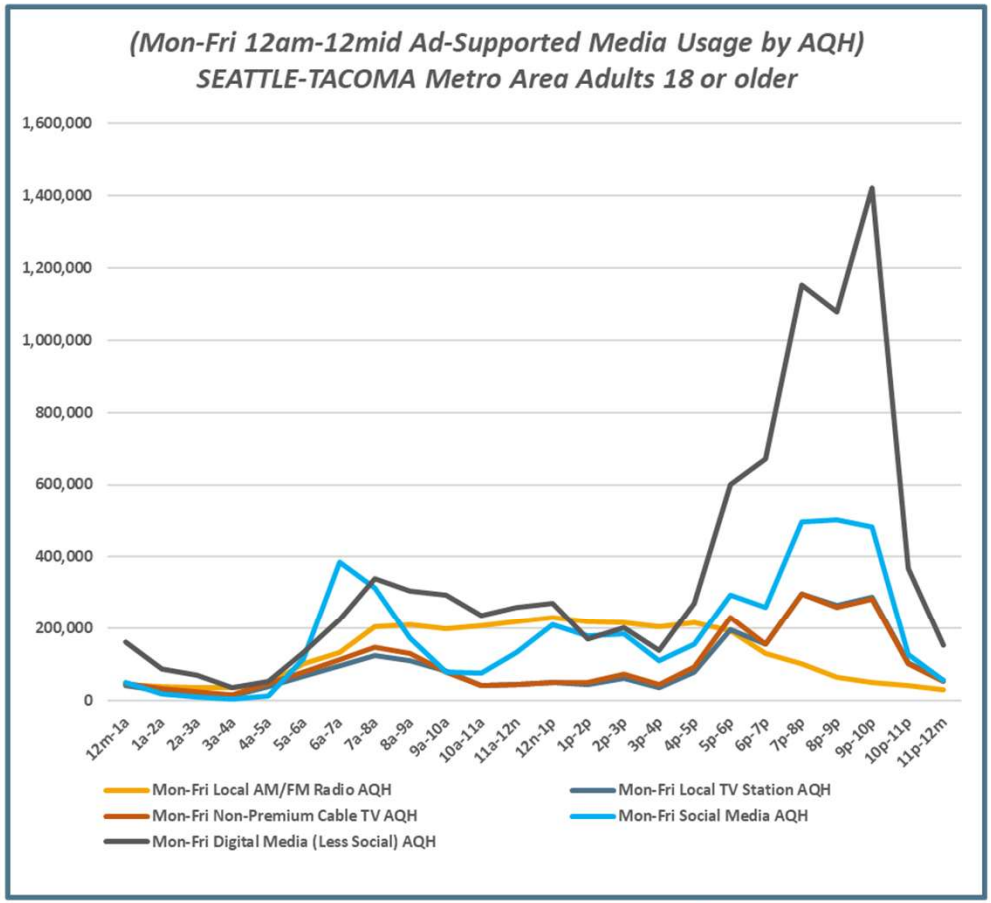
soefa.ai Share of Everything for Anything ©

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 180,565; Local Radio: 121,249; Social Media: 110,735; Non-Prem. Cable: 56,286; Local TV: 50,001 reaching Adults 18 or older who purchased SNACK FOODS in the past 7 days.





SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,409

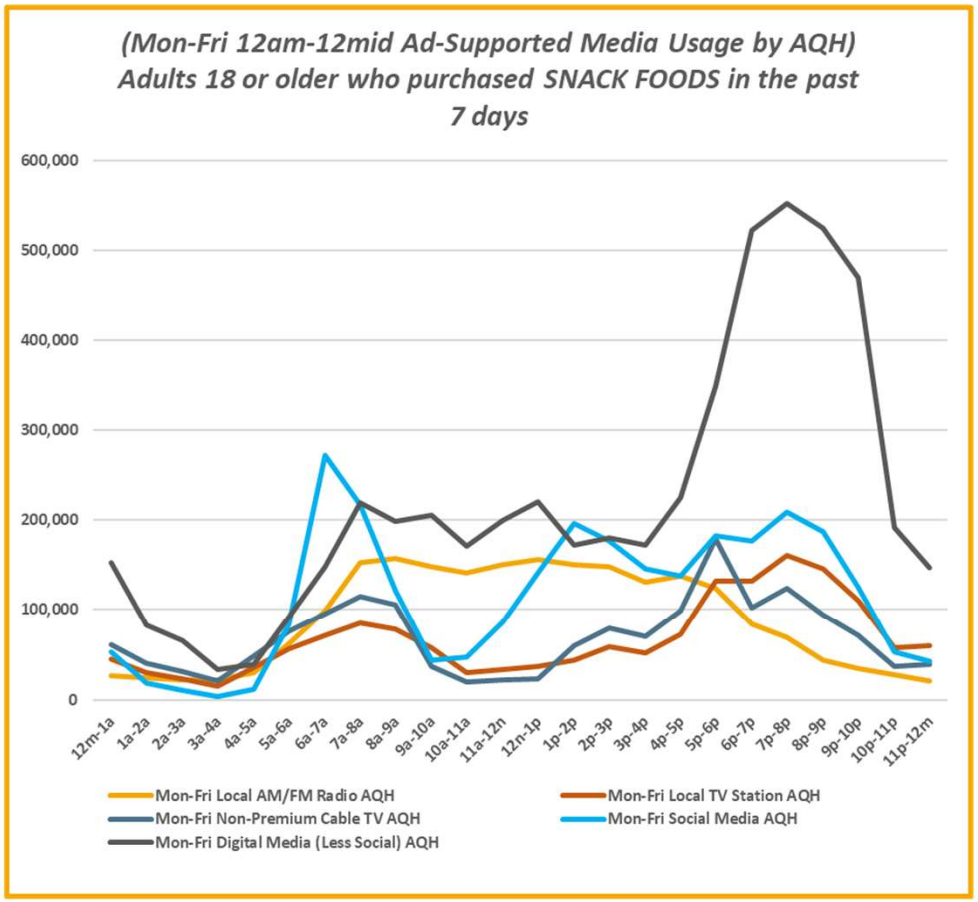
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

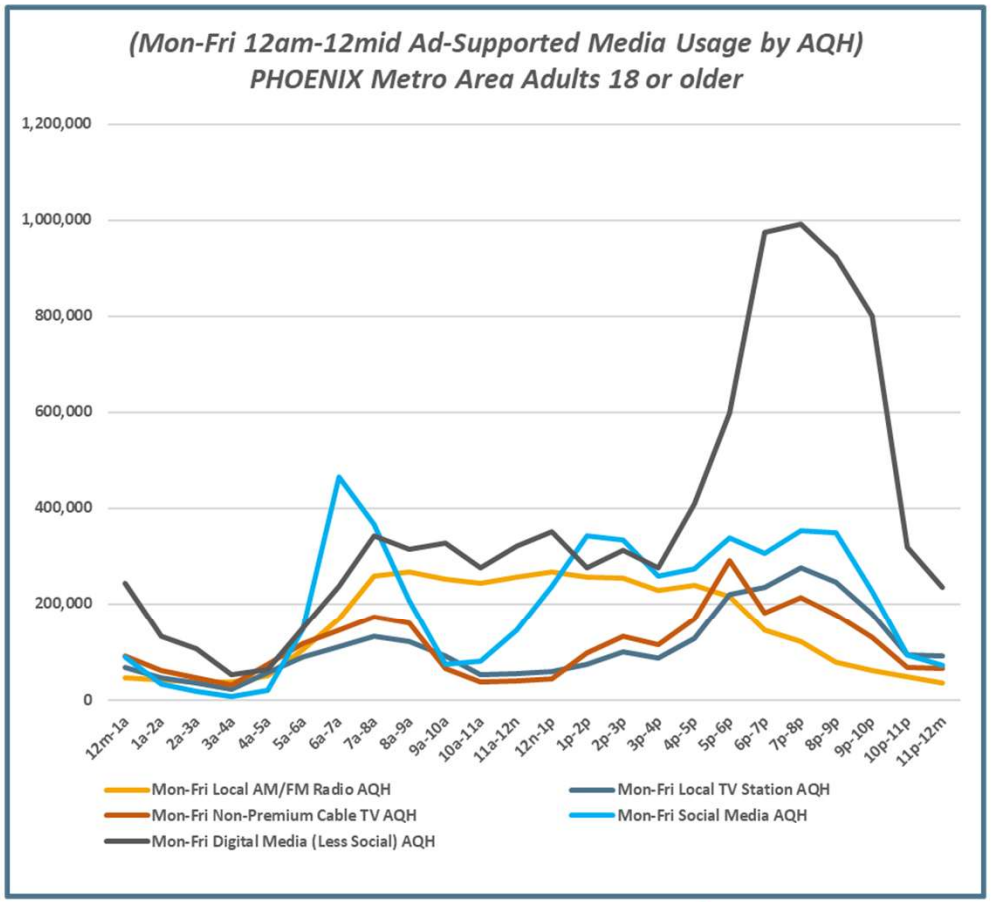
soefa.ai Share of Everything for Anything ©

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 229,822; Social Media: 149,813; Local Radio: 137,113; Non-Prem. Cable: 77,391; Local TV: 67,873 reaching Adults 18 or older who purchased SNACK FOODS in the past 7 days.





PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,539

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

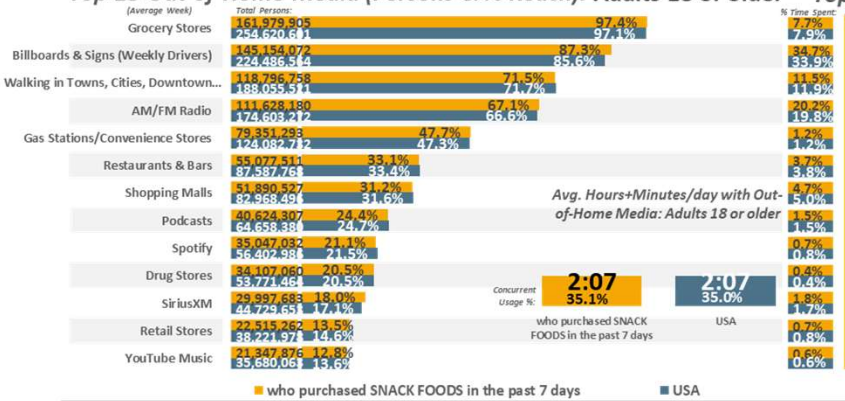
soefa.ai Share of Everything for Anything ©

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

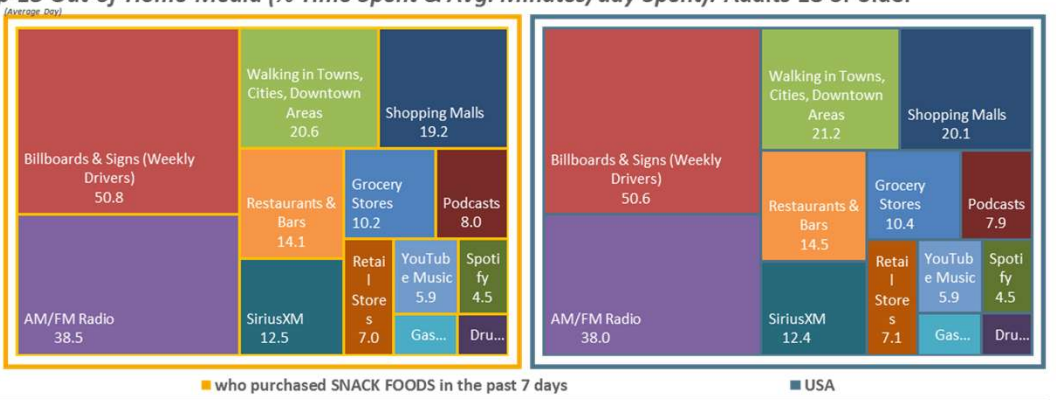


145,154,072 or 87.3% of Adults 18 or older who purchased SNACK FOODS in the past 7 days spend an average of 50.8 minutes per day driving, seeing Billboards and Signs. 64.6% Listen to Local Radio Stations Out-of-Home for an average of 35.6 minutes/day.

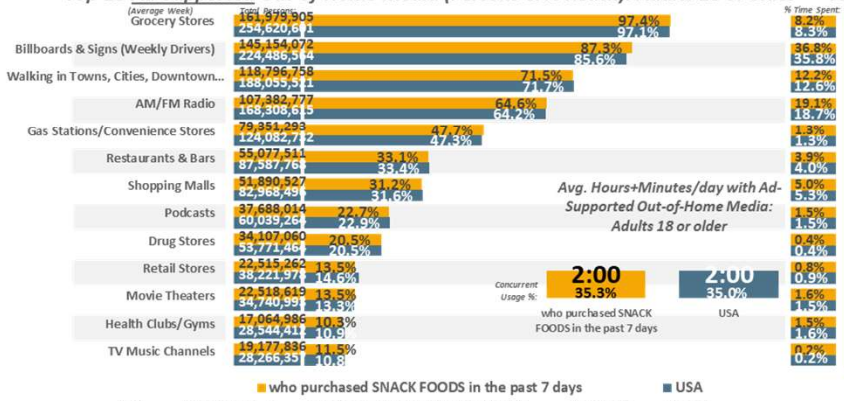
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



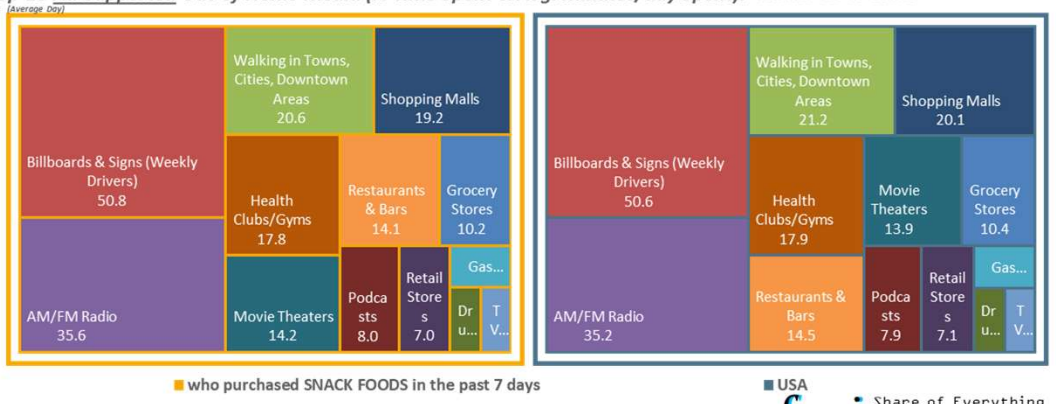
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 16,262

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,982

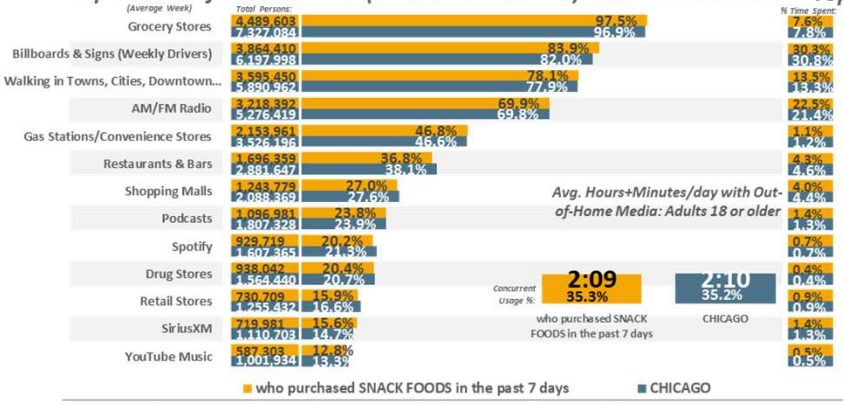
soefa.ai Share of Everything for Anything ©

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

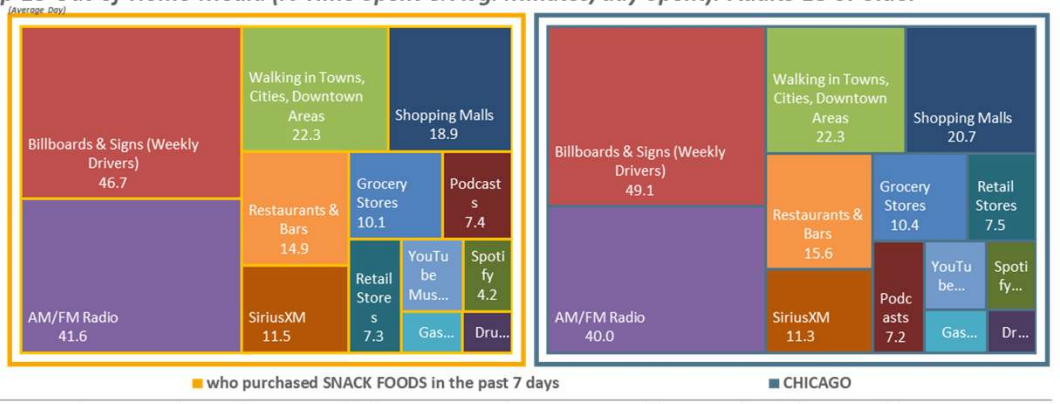


3,864,410 or 83.9% of Adults 18 or older who purchased SNACK FOODS in the past 7 days spend an average of 46.7 minutes per day driving, seeing Billboards and Signs. 66.9% Listen to Local Radio Stations Out-of-Home for an average of 38.2 minutes/day.

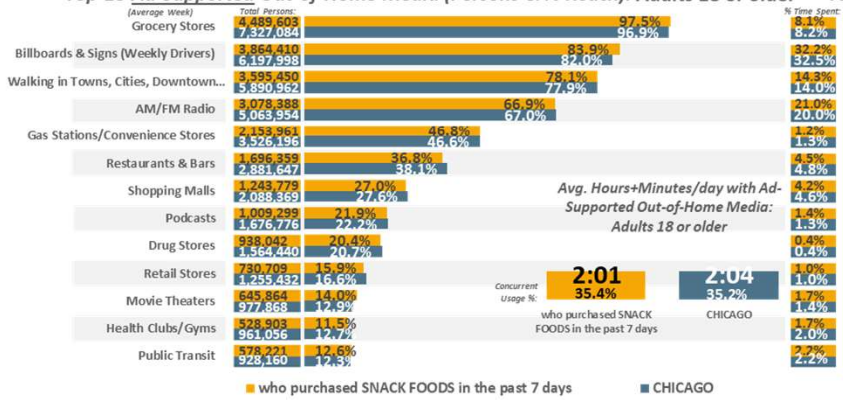
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



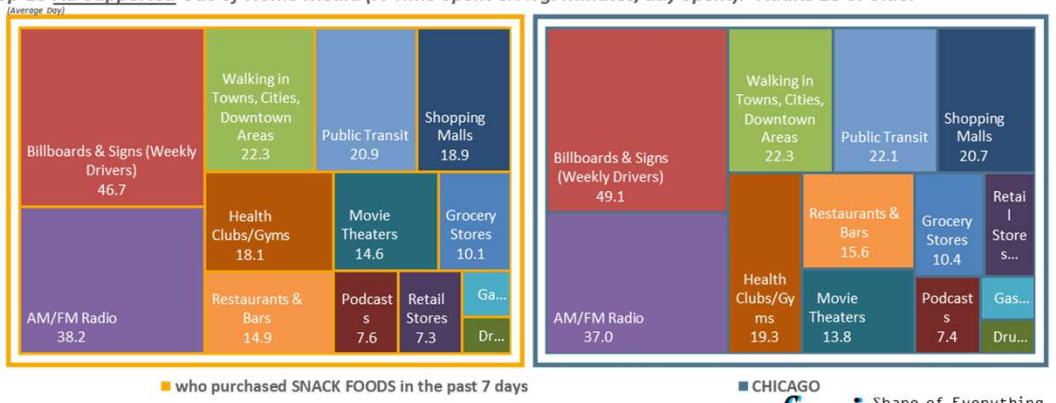
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,409

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

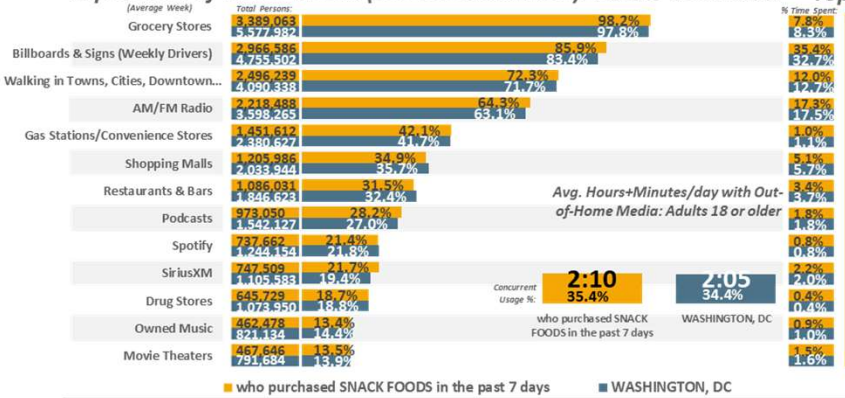
soefa.ai Share of Everything for Anything ©

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

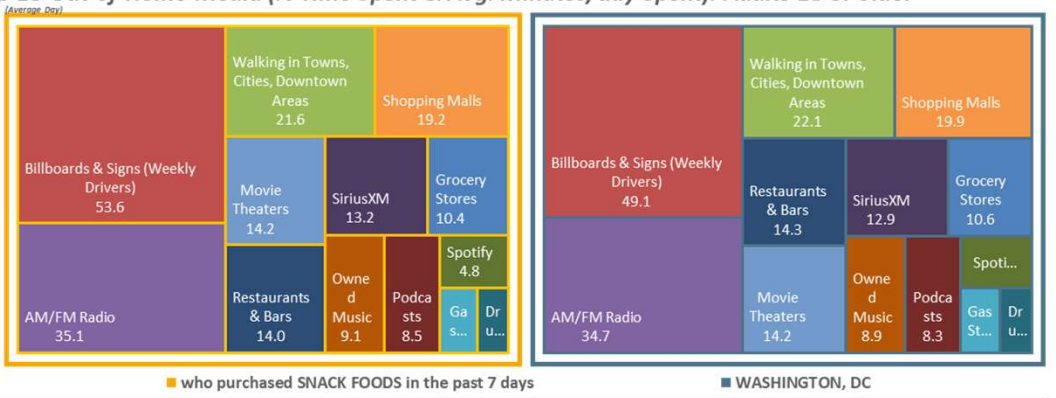


2,966,586 or 85.9% of Adults 18 or older who purchased SNACK FOODS in the past 7 days spend an average of 53.6 minutes per day driving, seeing Billboards and Signs. 61.8% Listen to Local Radio Stations Out-of-Home for an average of 32.1 minutes/day.

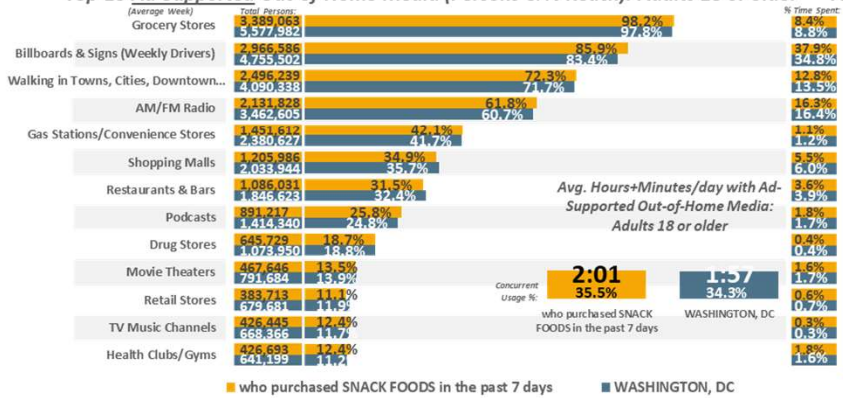
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



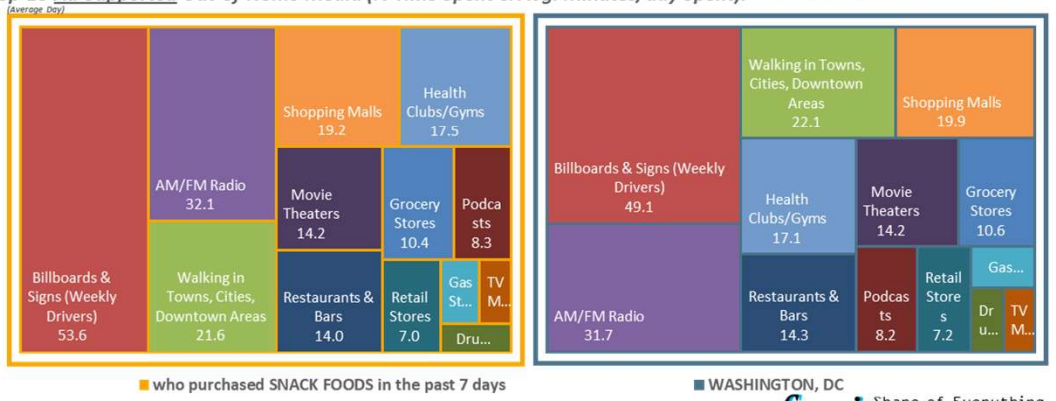
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 3,781

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

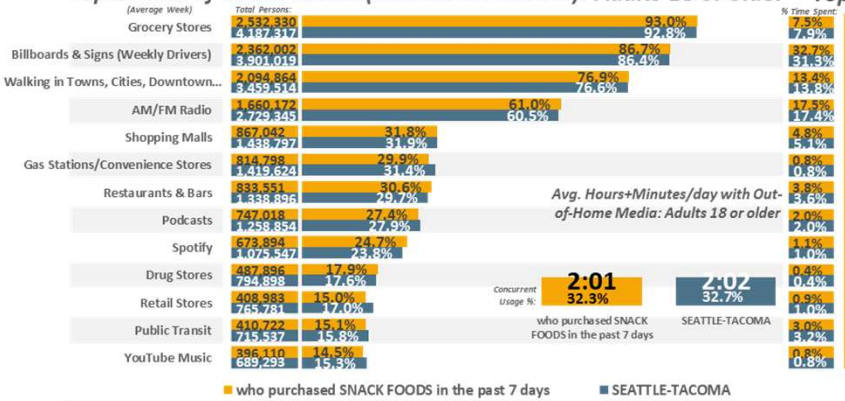
soefa.ai Share of Everything for Anything ©

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

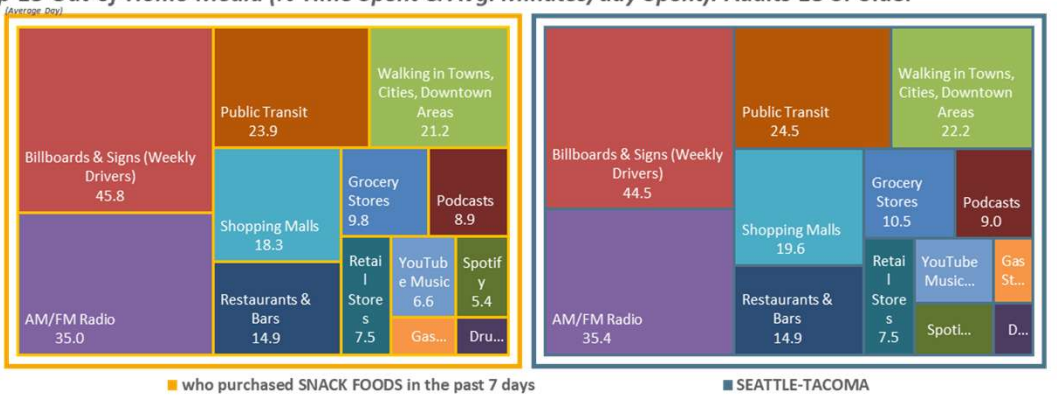


2,362,002 or 86.7% of Adults 18 or older who purchased SNACK FOODS in the past 7 days spend an average of 45.8 minutes per day driving, seeing Billboards and Signs. 59.% Listen to Local Radio Stations Out-of-Home for an average of 31.4 minutes/day.

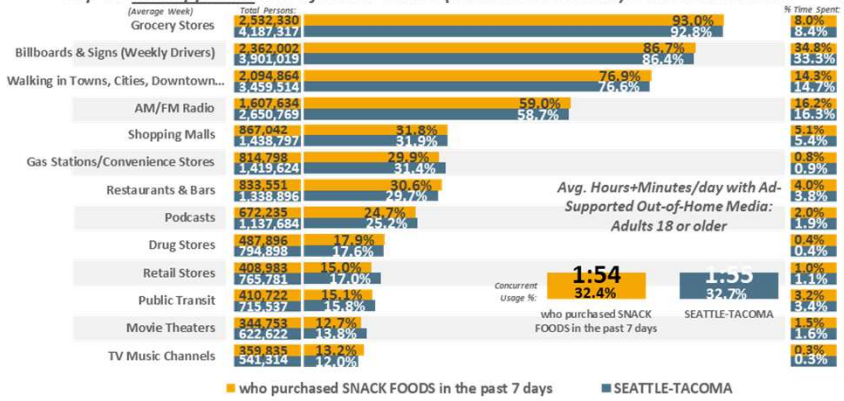
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



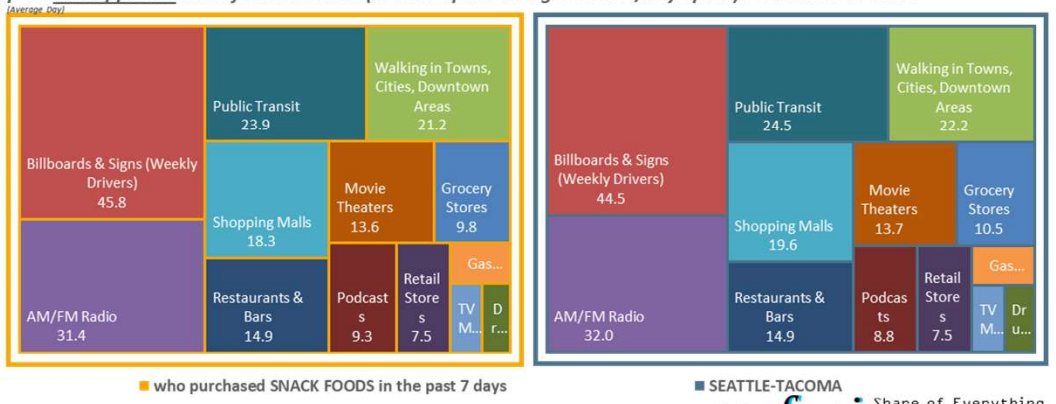
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,409

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

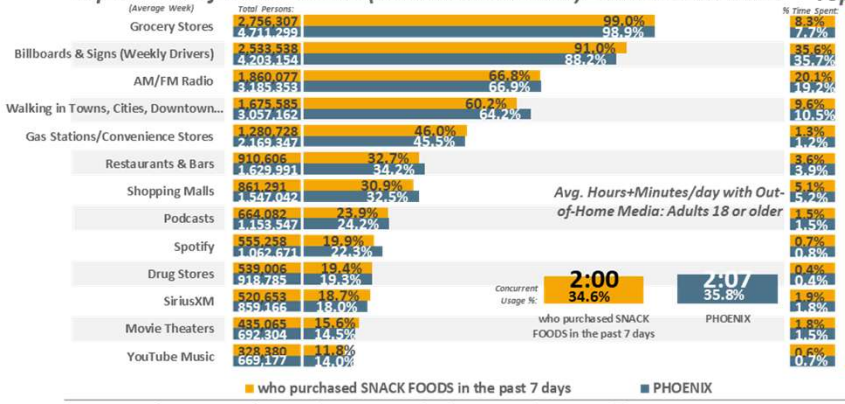
soefa.ai Share of Everything for Anything ©

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

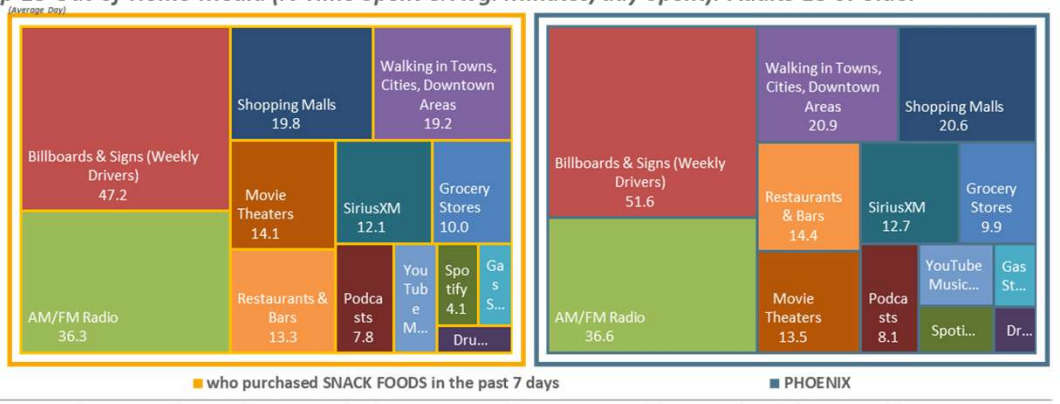


2,533,538 or 91.% of Adults 18 or older who purchased SNACK FOODS in the past 7 days spend an average of 47.2 minutes per day driving, seeing Billboards and Signs. 65.% Listen to Local Radio Stations Out-of-Home for an average of 34.7 minutes/day.

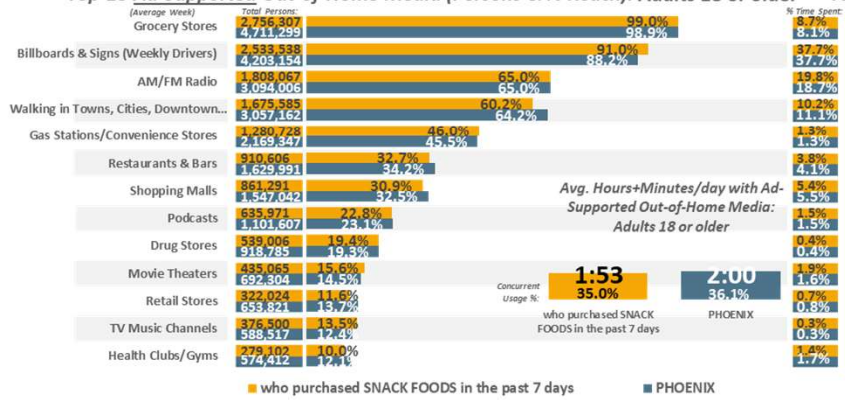
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



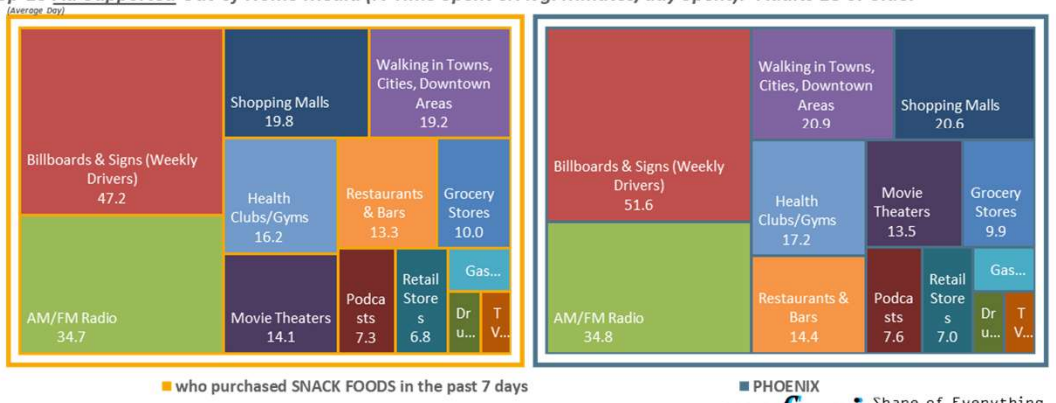
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,539

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

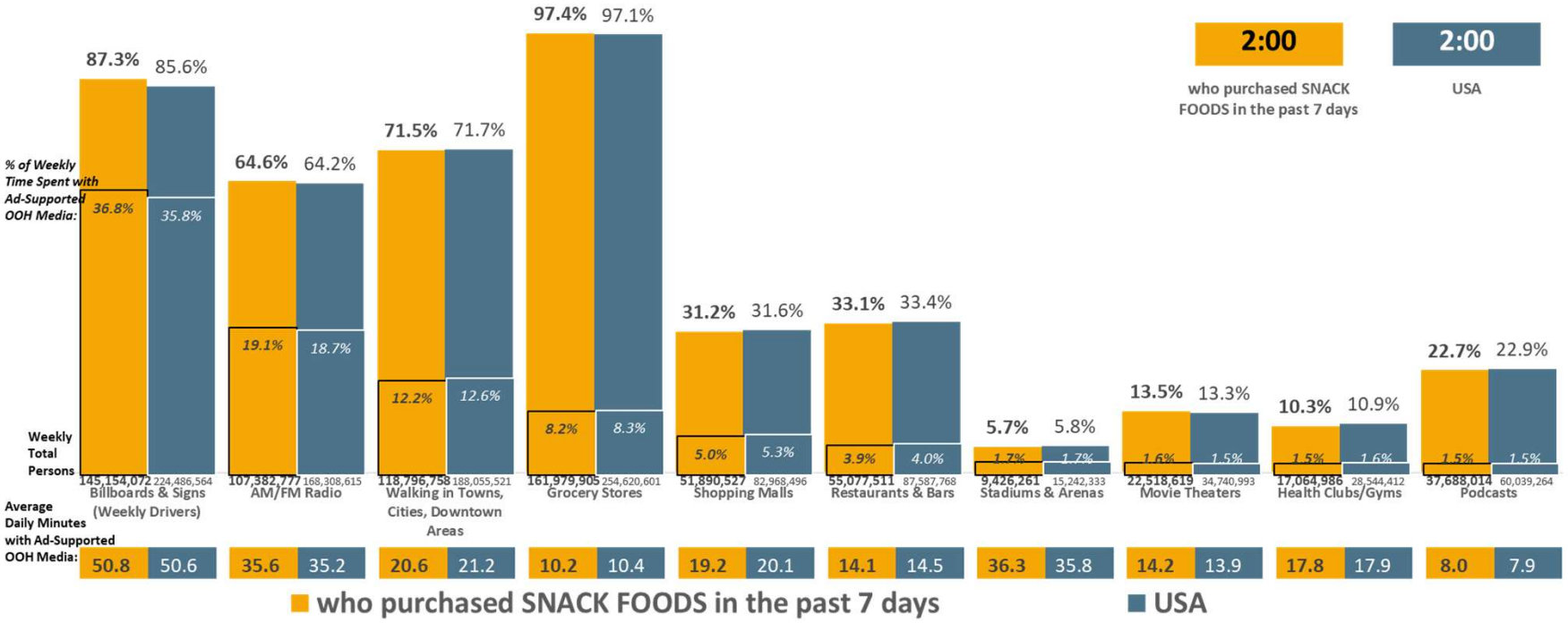
Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



145,154,072 or 87.3% of Adults 18 or older who purchased SNACK FOODS in the past 7 days spend an average of 50.8 minutes per day driving, seeing Billboards and Signs representing 36.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 16,262

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,982

soefa.ai Share of Everything for Anything ©

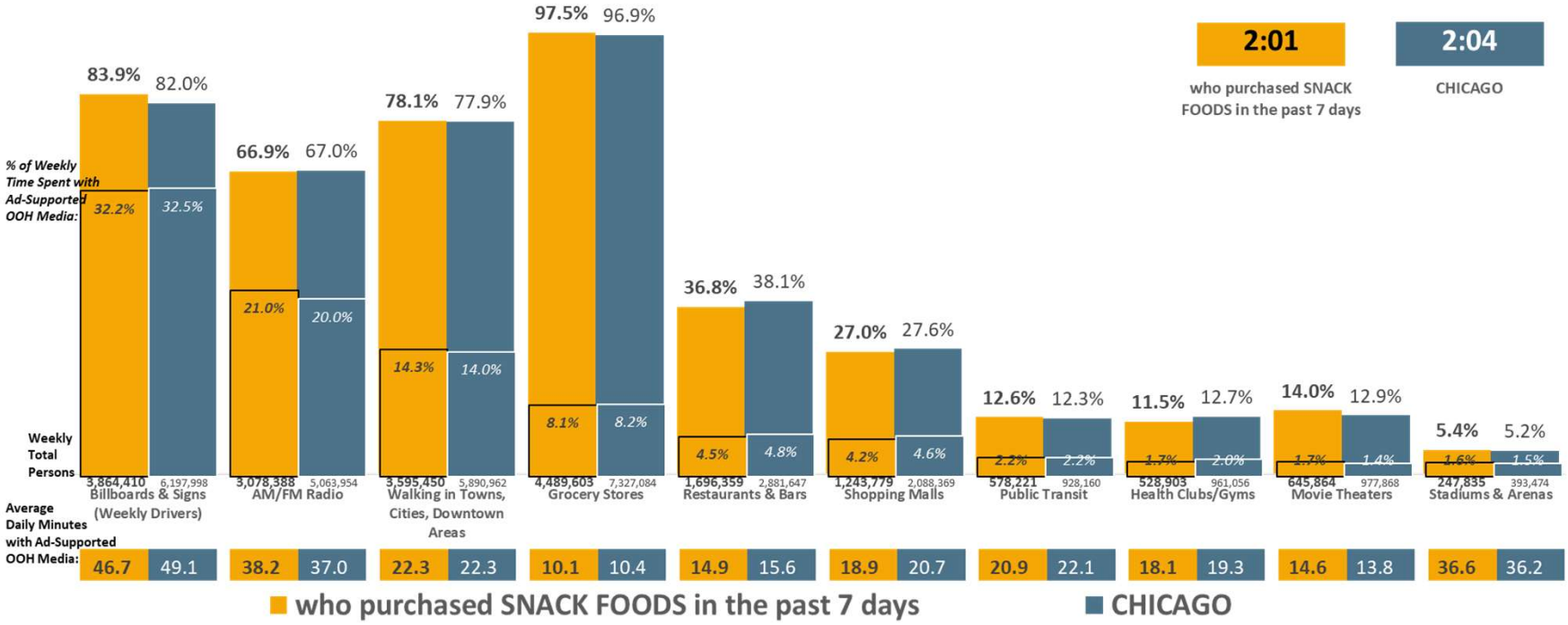
Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



3,864,410 or 83.9% of Adults 18 or older who purchased SNACK FOODS in the past 7 days spend an average of 46.7 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"



CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,409 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,846

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

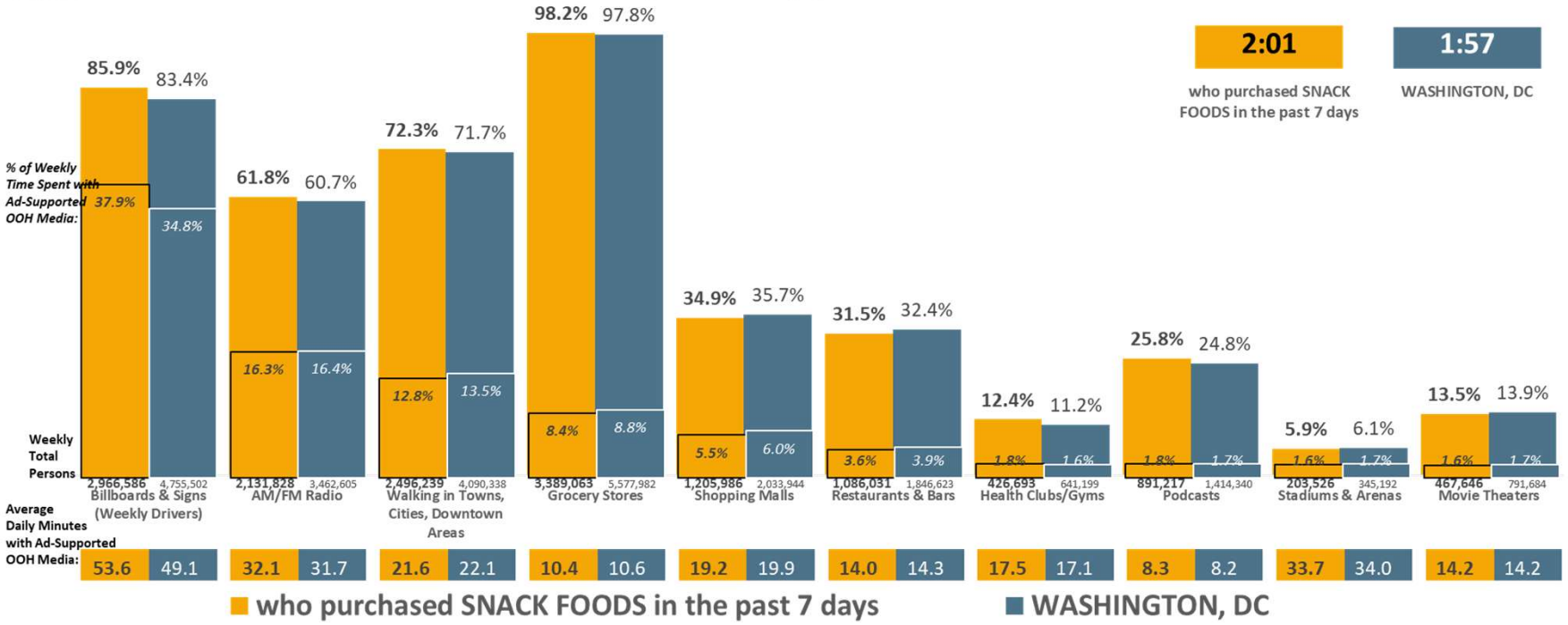
Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



2,966,586 or 85.9% of Adults 18 or older who purchased SNACK FOODS in the past 7 days spend an average of 53.6 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"



WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 3,781 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

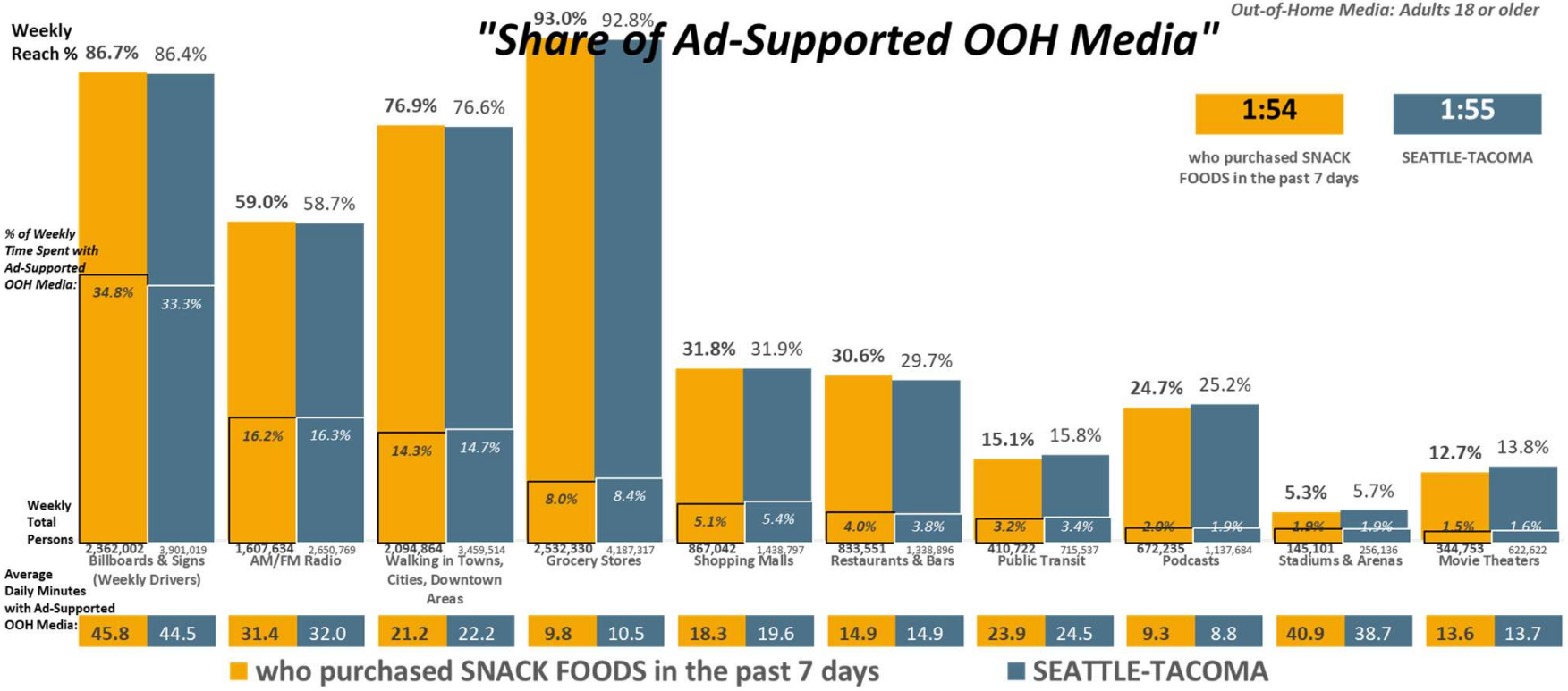
Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



2,362,002 or 86.7% of Adults 18 or older who purchased SNACK FOODS in the past 7 days spend an average of 45.8 minutes per day driving, seeing Billboards and Signs representing 34.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



	Billboards & Signs (Weekly Drivers)	AM/FM Radio	Walking in Towns, Cities, Downtown Areas	Grocery Stores	Shopping Malls	Restaurants & Bars	Public Transit	Podcasts	Stadiums & Arenas	Movie Theaters
Weekly Reach %	86.7% / 86.4%	59.0% / 58.7%	76.9% / 76.6%	93.0% / 92.8%	31.8% / 31.9%	30.6% / 29.7%	15.1% / 15.8%	24.7% / 25.2%	5.3% / 5.7%	12.7% / 13.8%
% of Weekly Time Spent with Ad-Supported OOH Media:	34.8% / 33.3%	16.2% / 16.3%	14.3% / 14.7%	8.0% / 8.4%	5.1% / 5.4%	4.0% / 3.8%	3.2% / 3.4%	2.0% / 1.9%	1.8% / 1.9%	1.5% / 1.6%
Weekly Total Persons	2,362,002 / 3,901,019	1,607,634 / 2,650,769	2,094,864 / 3,459,514	2,532,330 / 4,187,317	867,042 / 1,438,797	833,551 / 1,338,896	410,722 / 715,537	672,235 / 1,137,684	145,101 / 256,136	344,753 / 622,622
Average Daily Minutes with Ad-Supported OOH Media:	45.8 / 44.5	31.4 / 32.0	21.2 / 22.2	9.8 / 10.5	18.3 / 19.6	14.9 / 14.9	23.9 / 24.5	9.3 / 8.8	40.9 / 38.7	13.6 / 13.7

■ who purchased SNACK FOODS in the past 7 days ■ SEATTLE-TACOMA

SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,409 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

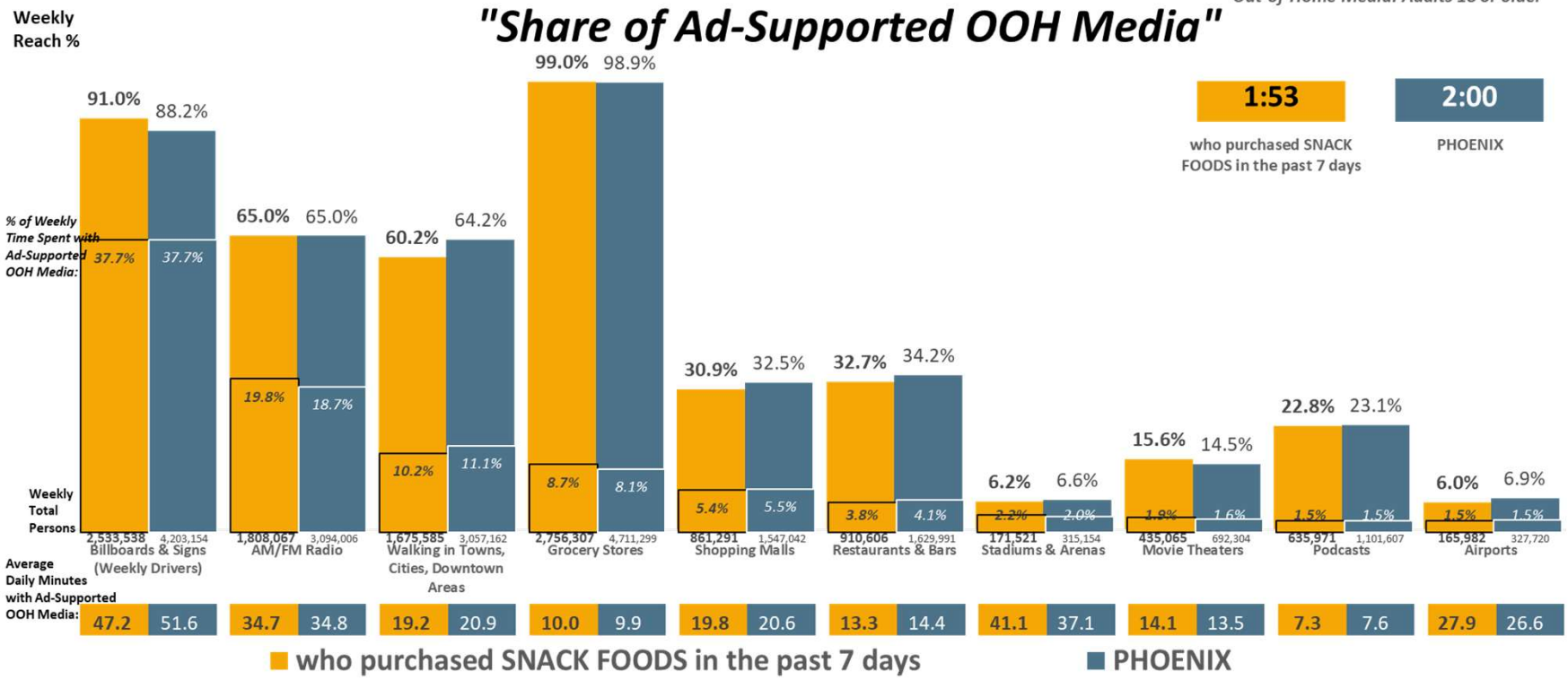
Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



2,533,538 or 91.% of Adults 18 or older who purchased SNACK FOODS in the past 7 days spend an average of 47.2 minutes per day driving, seeing Billboards and Signs representing 37.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,539 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

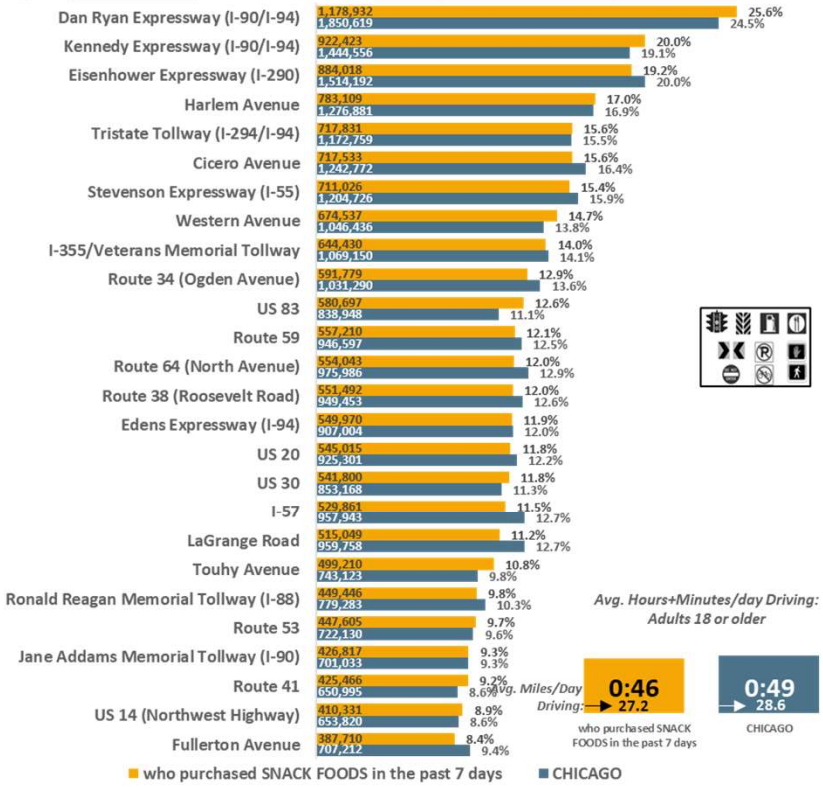
soefa.ai Share of Everything for Anything ©

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



3,864,410 or 83.9% of Adults 18 or older who purchased SNACK FOODS in the past 7 days spend an average of 46.7 minutes per day driving an average of 27.2 miles each day and are 13.6% more likely to use US 83 than the Metro average.

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



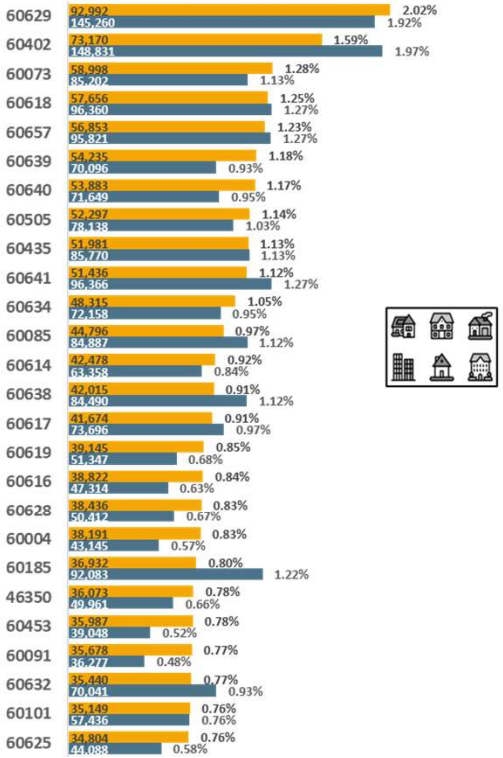
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: 27.2

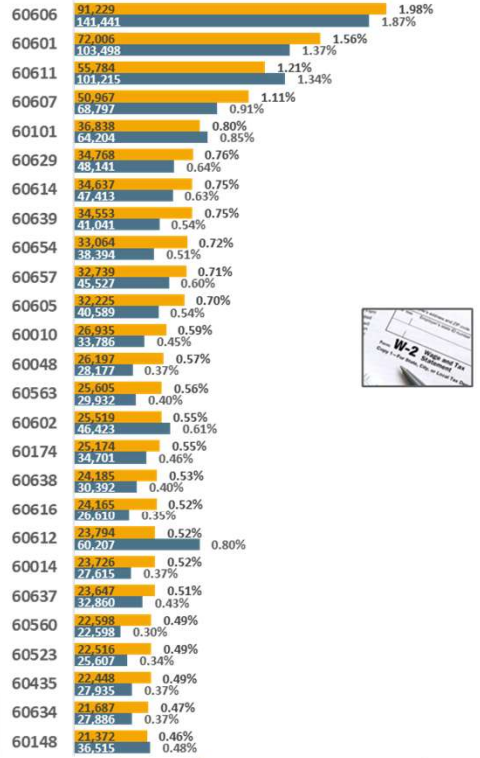
0:46 who purchased SNACK FOODS in the past 7 days

0:49 (28.6) CHICAGO

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



soefa.ai Share of Everything for Anything ©

CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,409

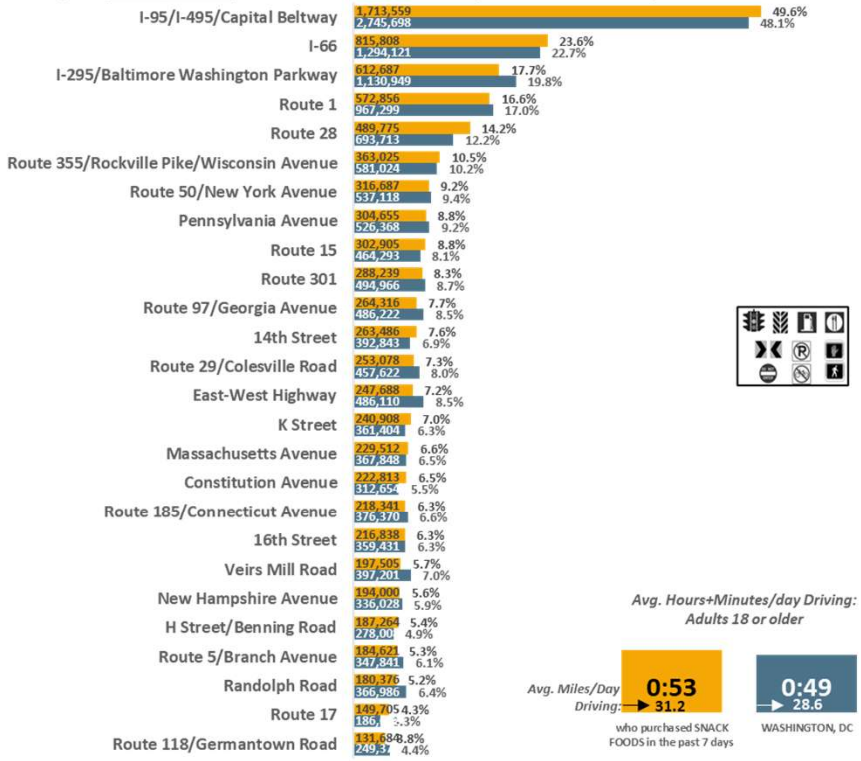
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



2,966,586 or 85.9% of Adults 18 or older who purchased SNACK FOODS in the past 7 days spend an average of 53.6 minutes per day driving an average of 31.2 miles each day and are 17.7% more likely to use Constitution Avenue than the Metro average.

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

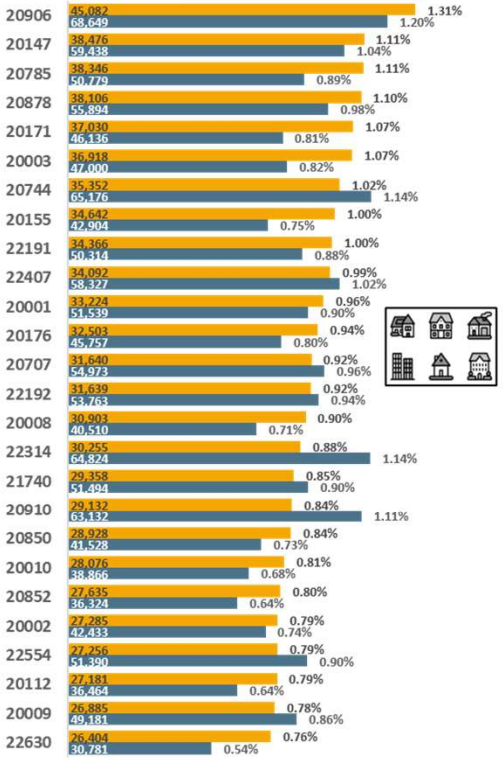


Avg. Hours+Minutes/day Driving: Adults 18 or older

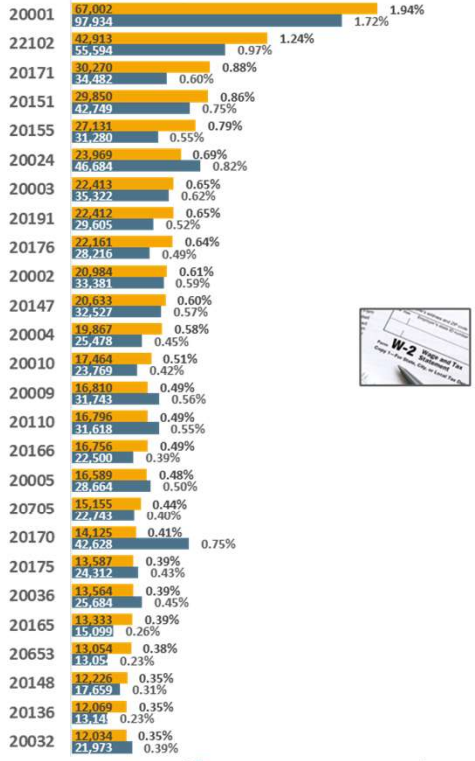
Avg. Miles/Day Driving: 0:53 → 31.2 who purchased SNACK FOODS in the past 7 days

0:49 → 28.6 WASHINGTON, DC

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



soefa.ai Share of Everything for Anything ©

WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 3,781

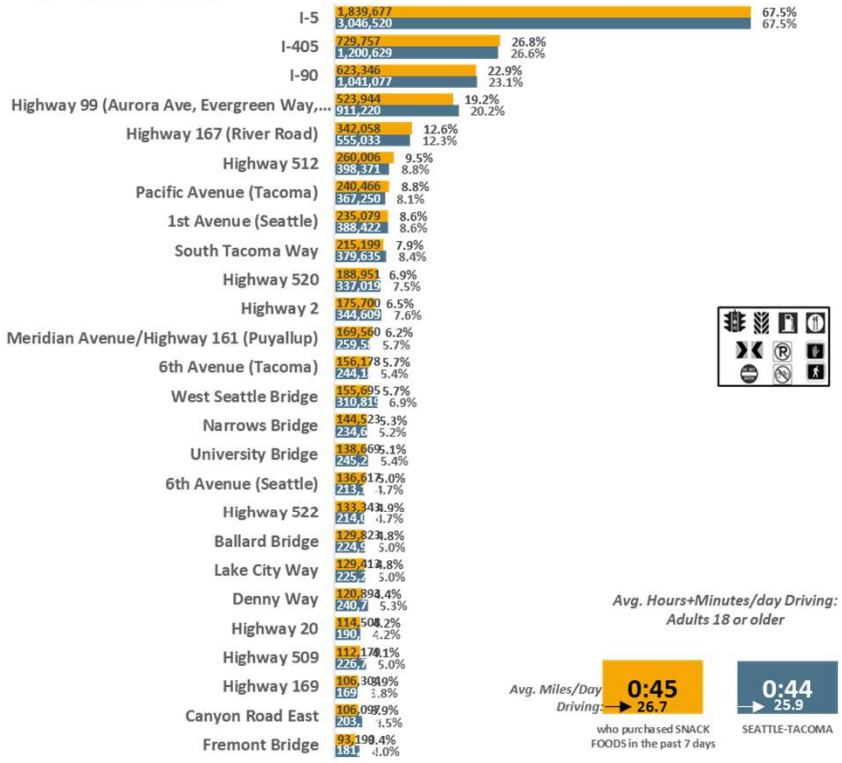
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



2,362,002 or 86.7% of Adults 18 or older who purchased SNACK FOODS in the past 7 days spend an average of 45.8 minutes per day driving an average of 26.7 miles each day and are 8.5% more likely to use Pacific Avenue (Tacoma) than the Metro average.

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



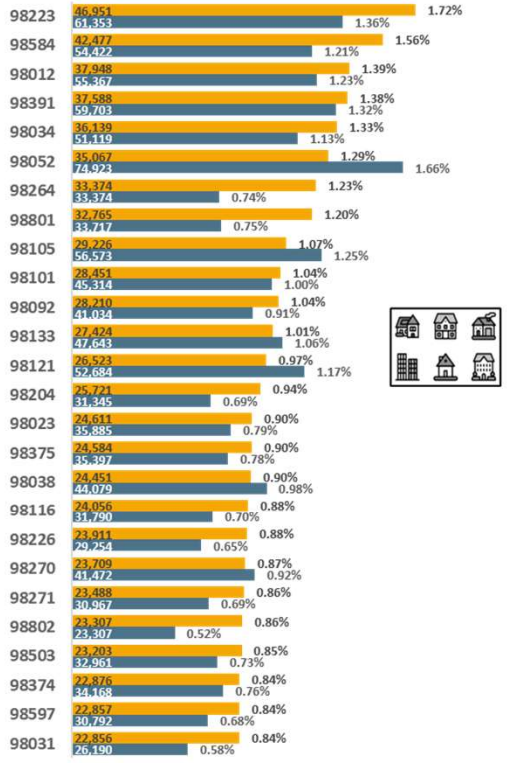
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: → 26.7

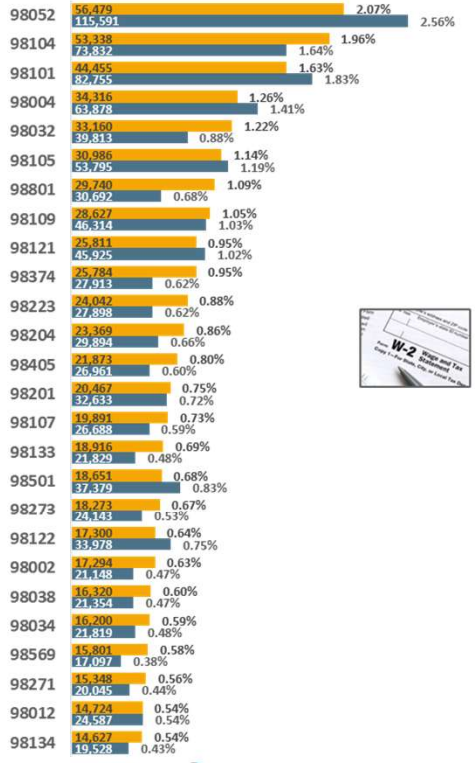
0:45 who purchased SNACK FOODS in the past 7 days

0:44 → 25.9 SEATTLE-TACOMA

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



soefa.ai Share of Everything for Anything ©

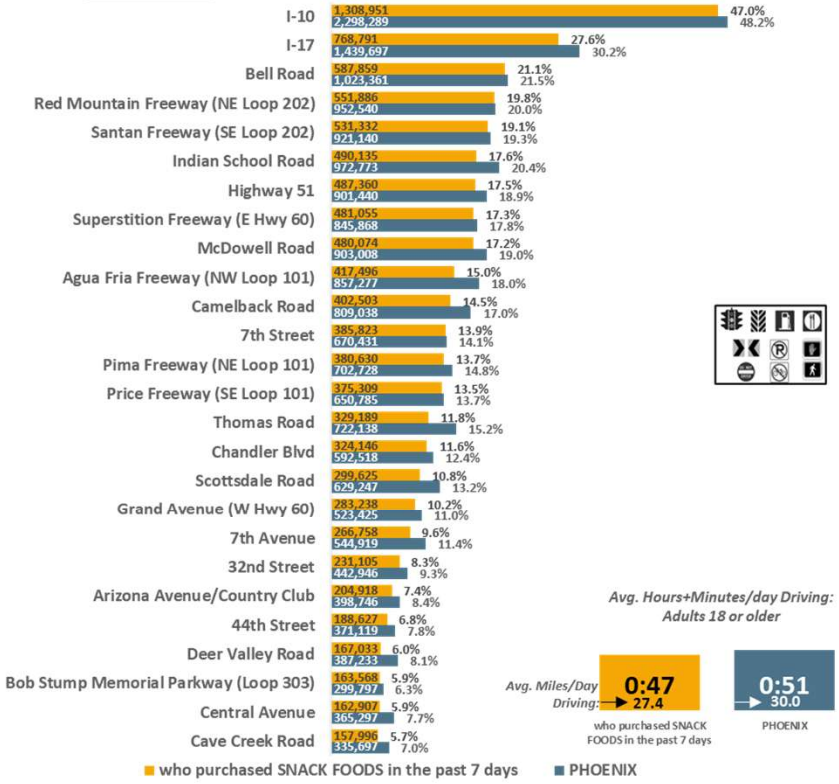
SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,409
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



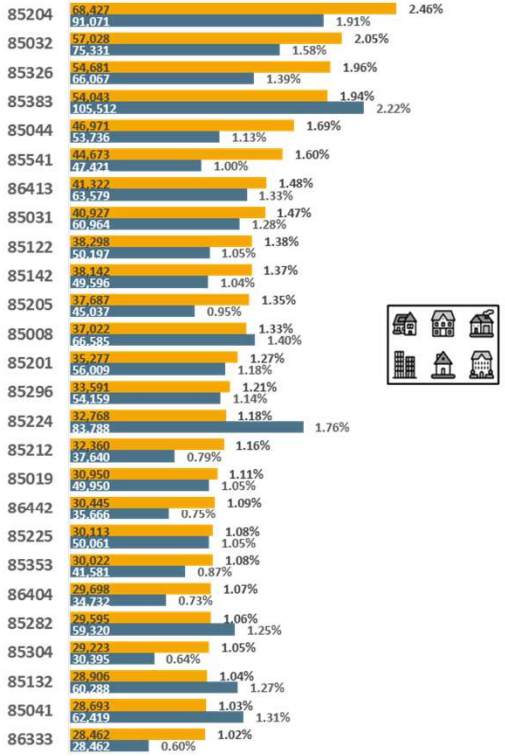
2,533,538 or 91.% of Adults 18 or older who purchased SNACK FOODS in the past 7 days spend an average of 47.2 minutes per day driving an average of 27.4 miles each day and are -.8% more likely to use Red Mountain Freeway (NE Loop 202) than the Metro avera

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

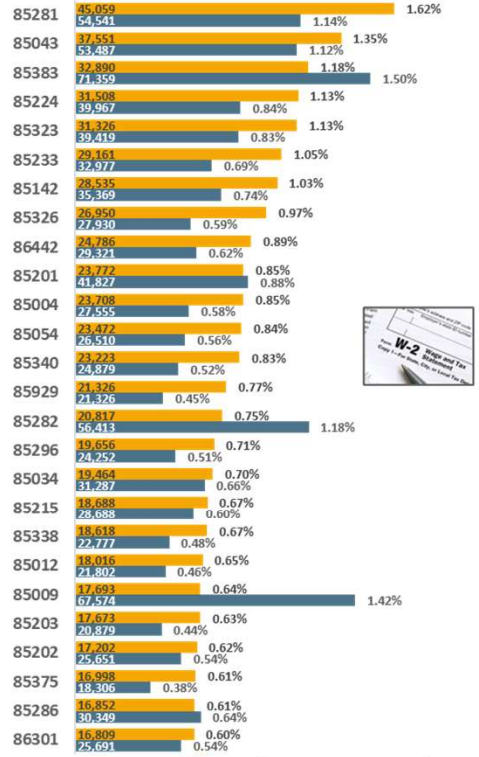


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



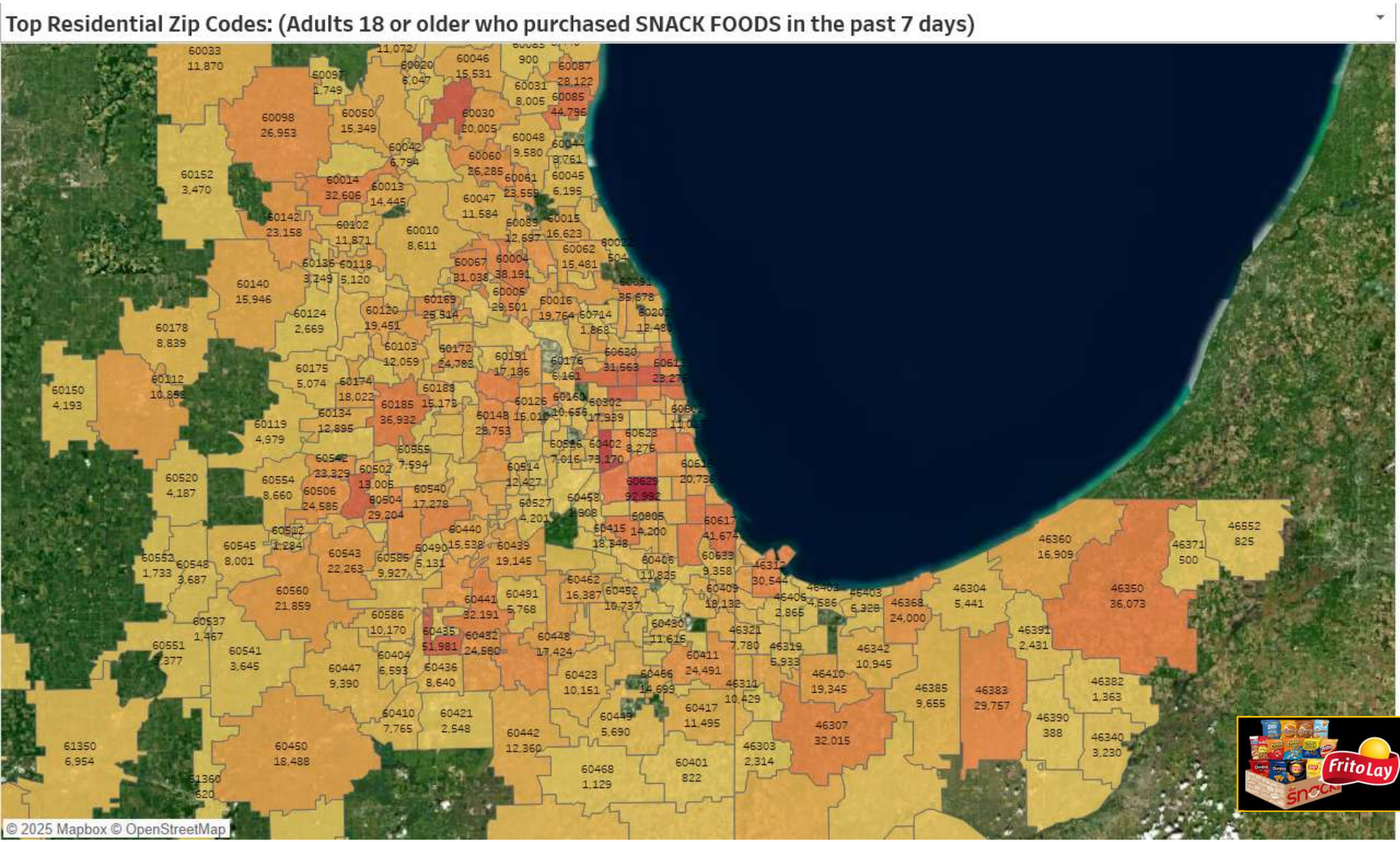
soefa.ai Share of Everything for Anything ©

PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,539

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

Top Residential Zip Codes: (Adults 18 or older who purchased SNACK FOODS in the past 7 days)

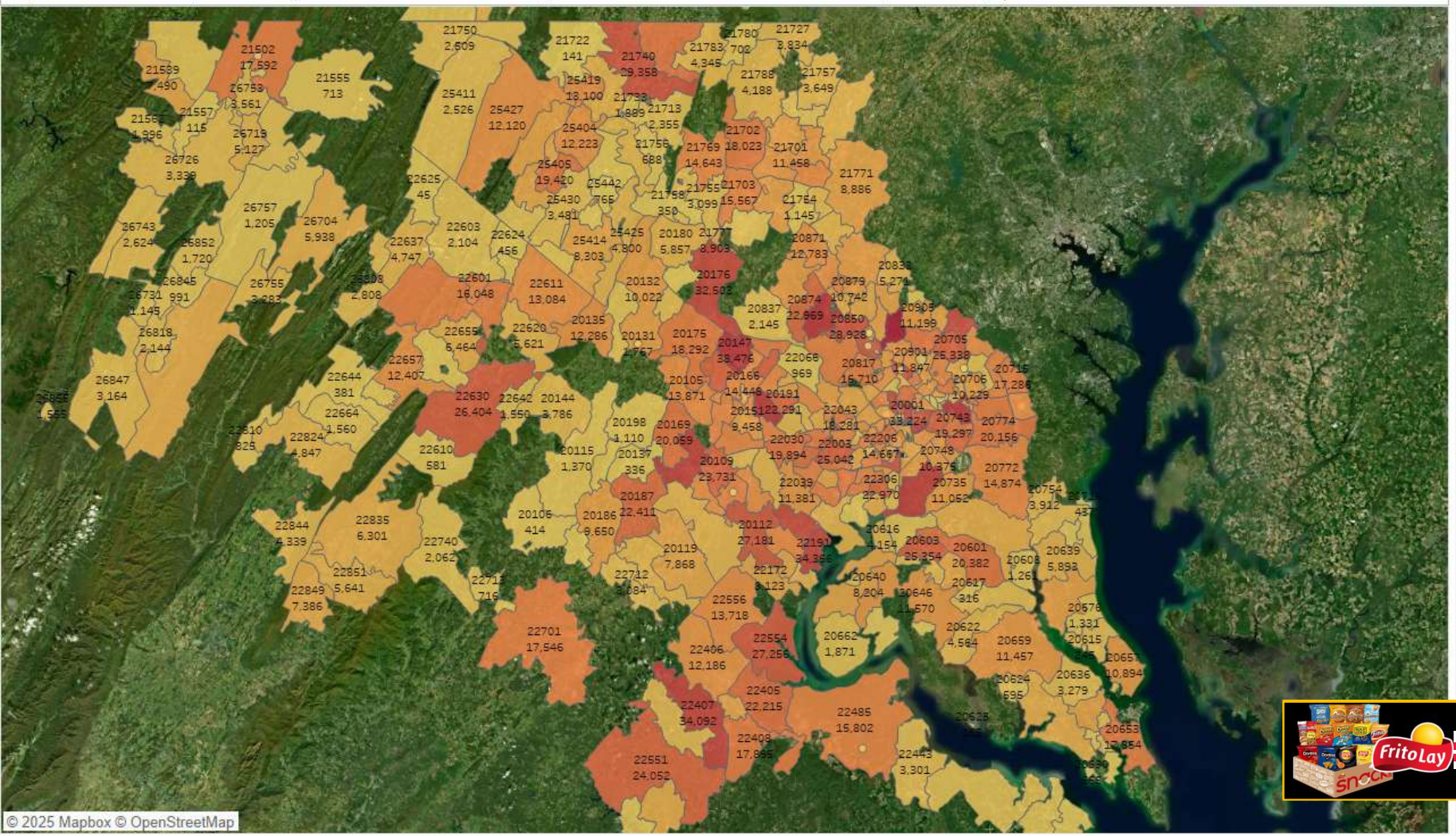


CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,409
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

Top Residential Zip Codes: (Adults 18 or older who purchased SNACK FOODS in the past 7 days)



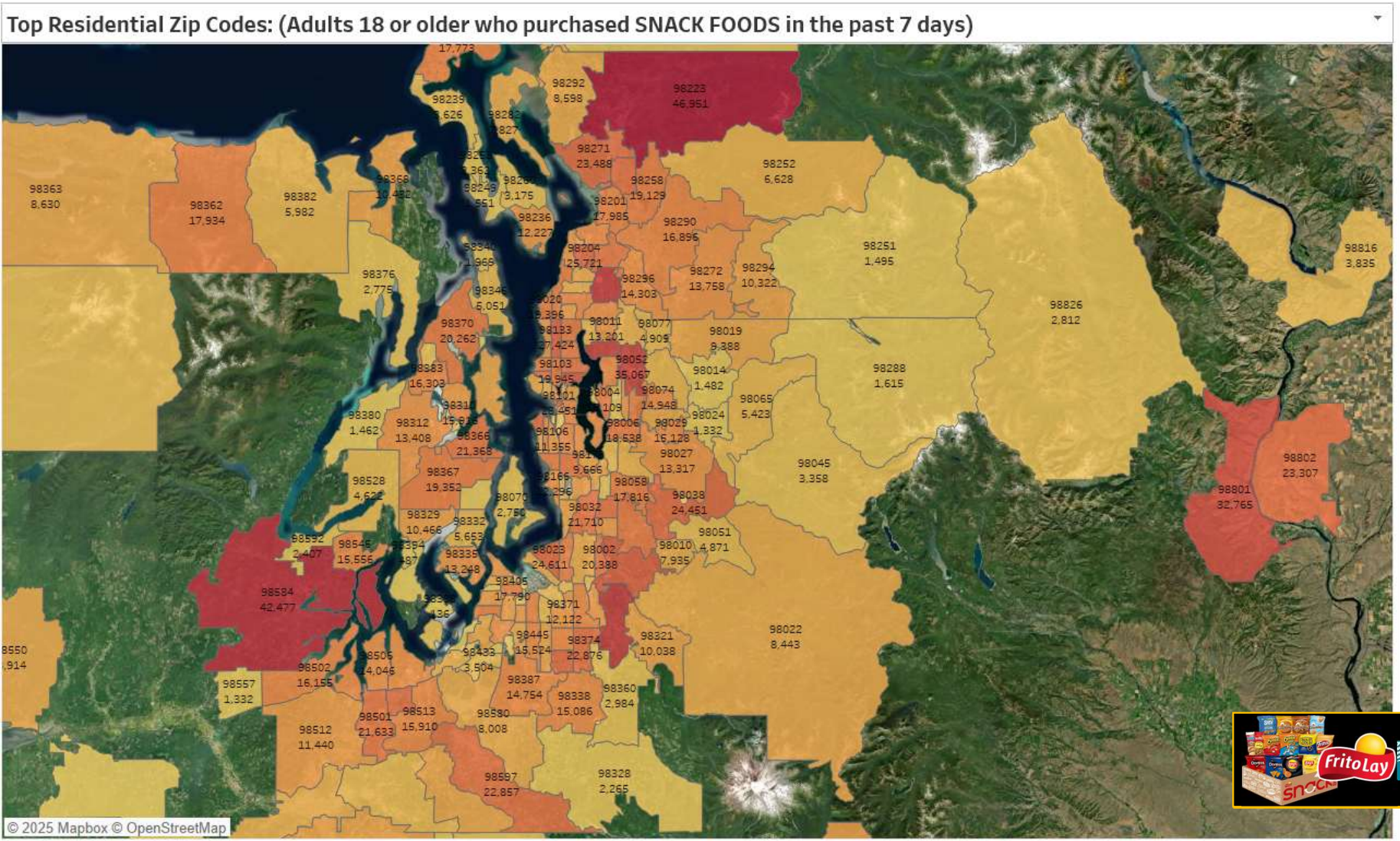
WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 3,781

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

Top Residential Zip Codes: (Adults 18 or older who purchased SNACK FOODS in the past 7 days)



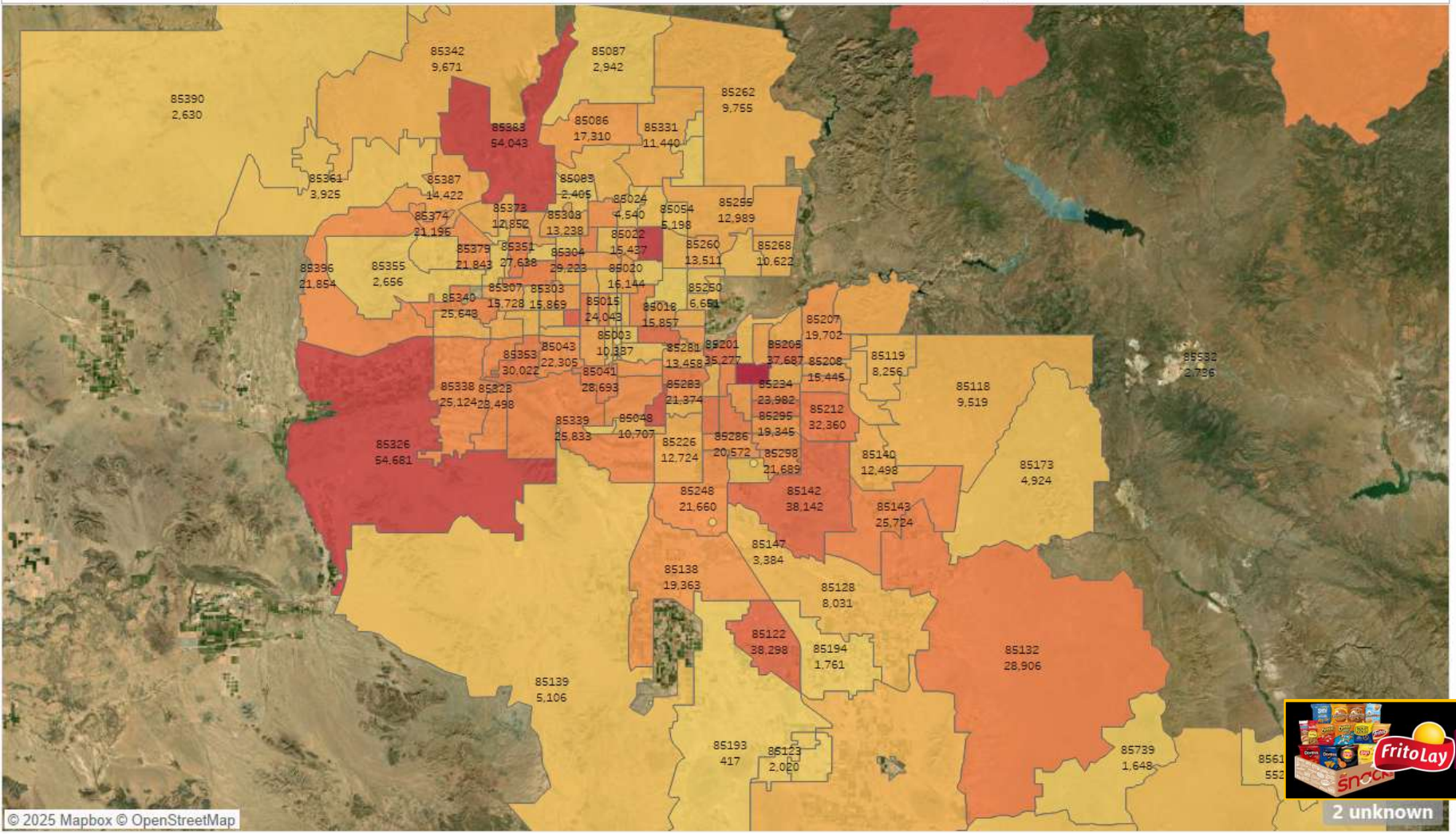
SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,409

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

Top Residential Zip Codes: (Adults 18 or older who purchased SNACK FOODS in the past 7 days)



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,539

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

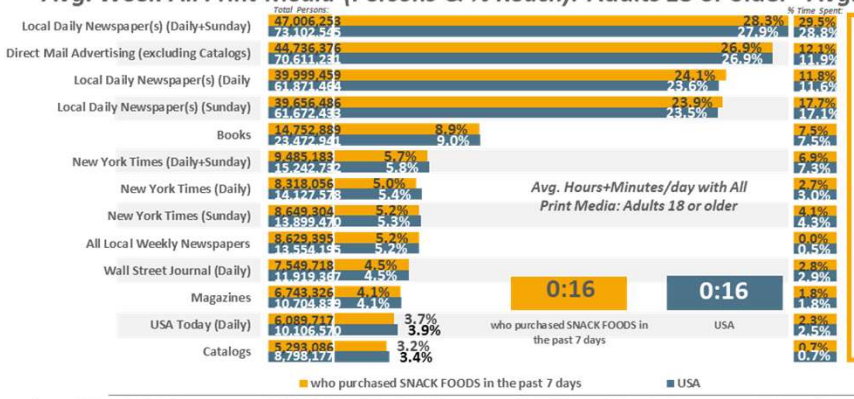
soefa.ai Share of Everything for Anything

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



47,006,253 or 28.3% of Adults 18 or older who purchased SNACK FOODS in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.6 minutes every day representing 31.9% of all time spent daily with All forms of Print Media.

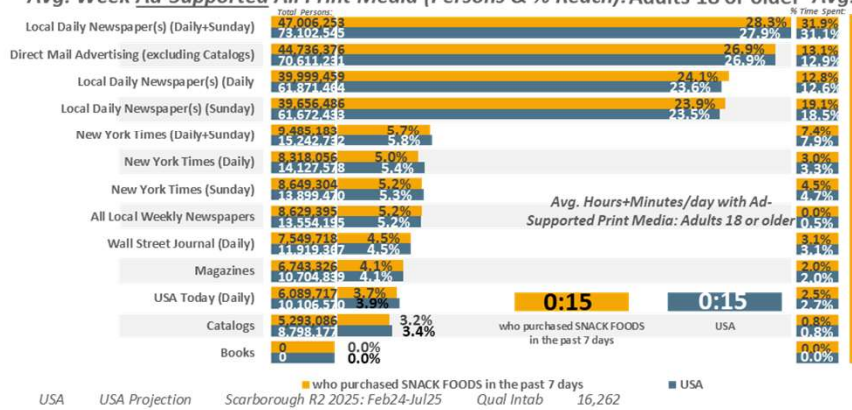
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 16,262

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,982

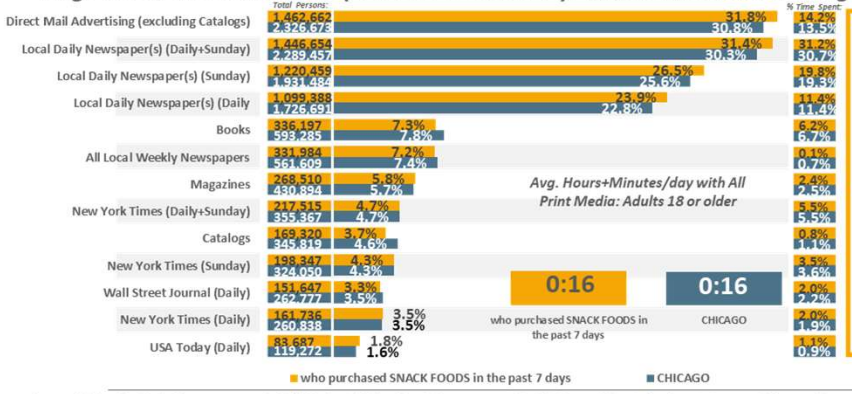
soefa.ai Share of Everything for Anything ©

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



1,446,654 or 31.4% of Adults 18 or older who purchased SNACK FOODS in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.7 minutes every day representing 33.2% of all time spent daily with All forms of Print Media.

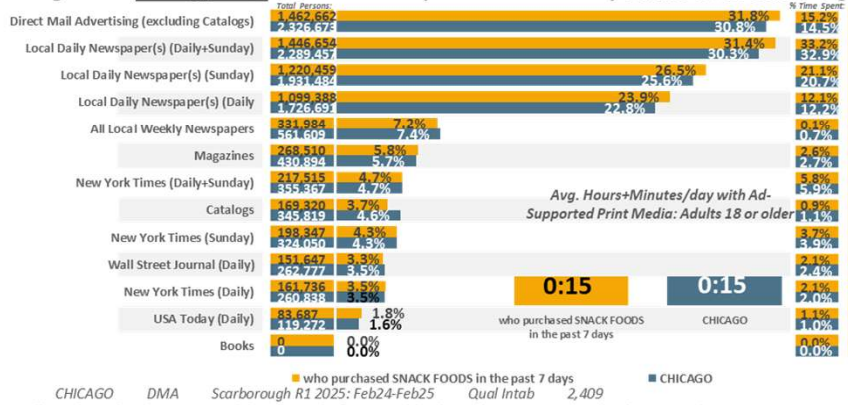
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



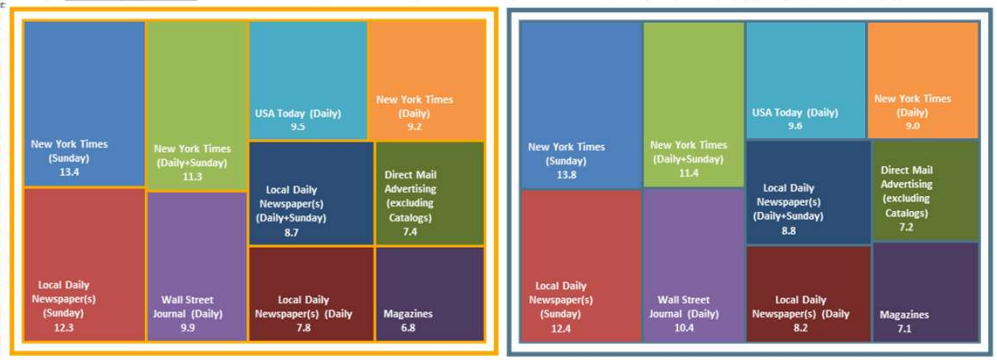
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,409

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

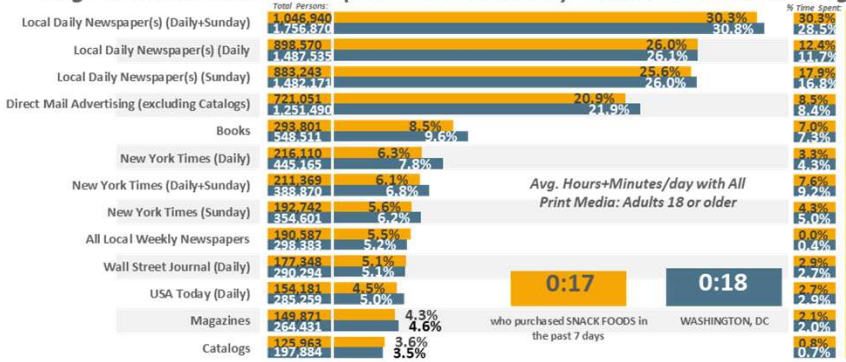
soefa.ai Share of Everything for Anything ©

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

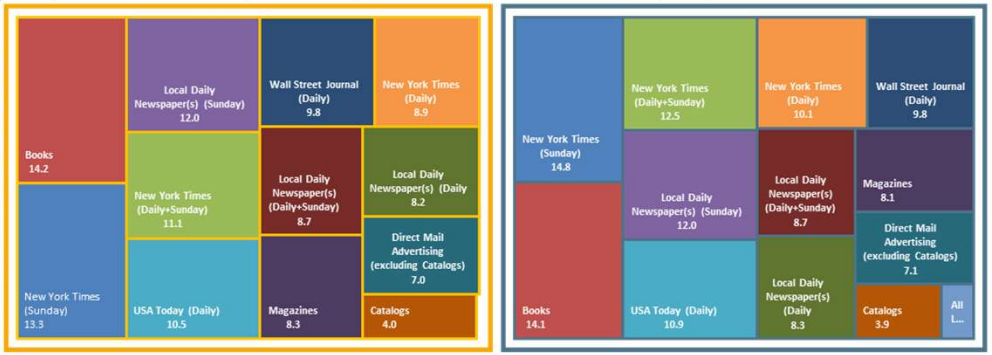


1,046,940 or 30.3% of Adults 18 or older who purchased SNACK FOODS in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.7 minutes every day representing 32.6% of all time spent daily with All forms of Print Media.

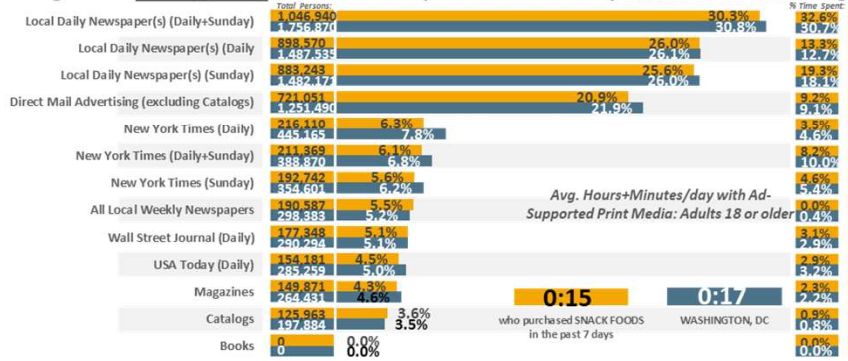
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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 R1 2025: Mar24-Mar25 Qual Intab 3,781

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

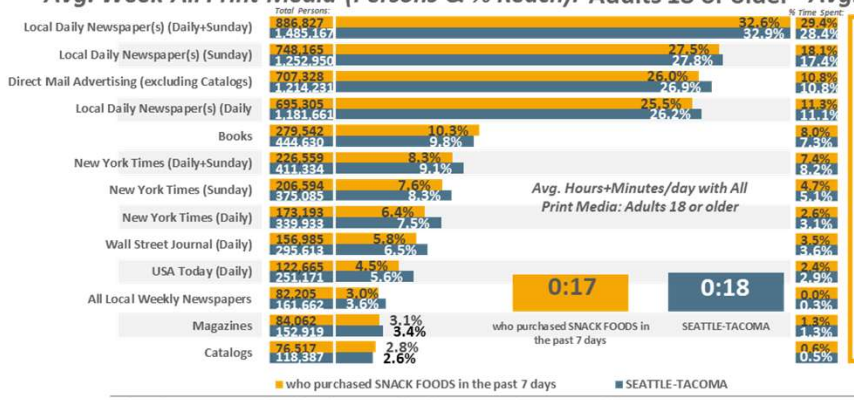
soefa.ai Share of Everything for Anything ©

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

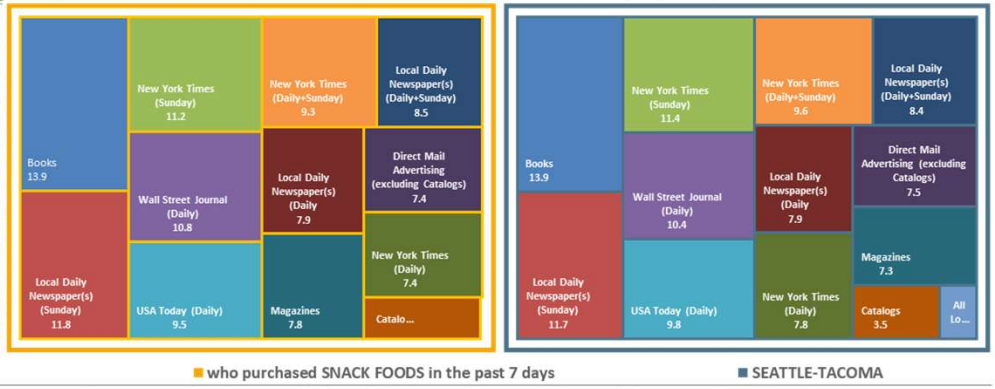


886,827 or 32.6% of Adults 18 or older who purchased SNACK FOODS in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.5 minutes every day representing 31.9% of all time spent daily with All forms of Print Media.

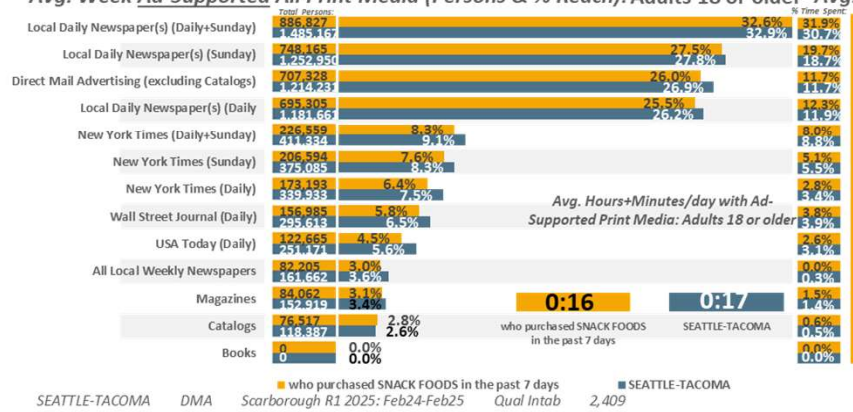
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



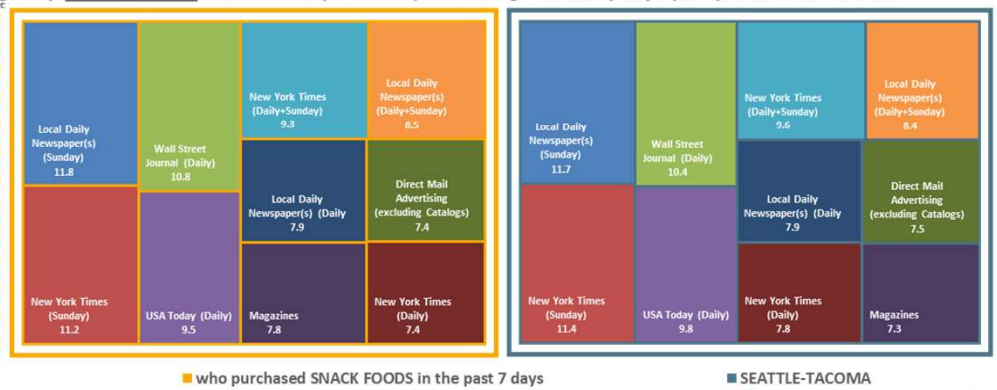
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,409

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

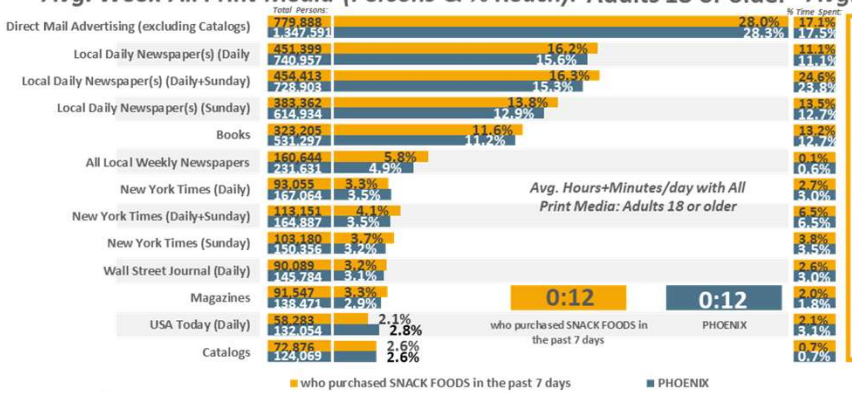
soefa.ai Share of Everything for Anything ©

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

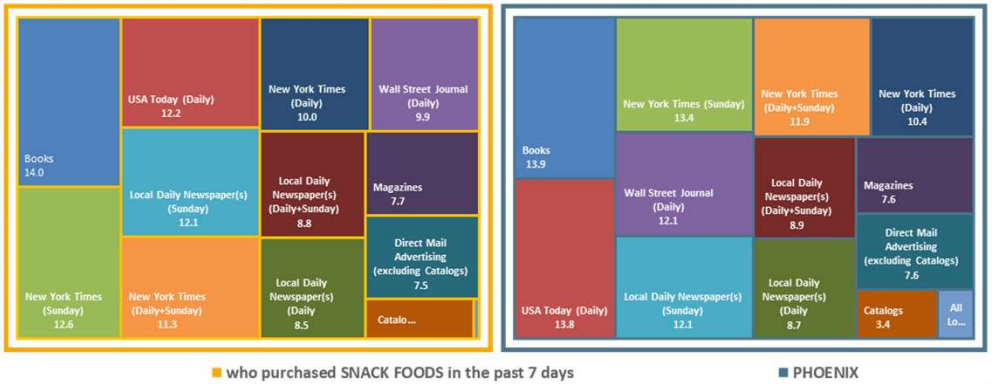


454,413 or 16.3% of Adults 18 or older who purchased SNACK FOODS in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.8 minutes every day representing 28.4% of all time spent daily with All forms of Print Media.

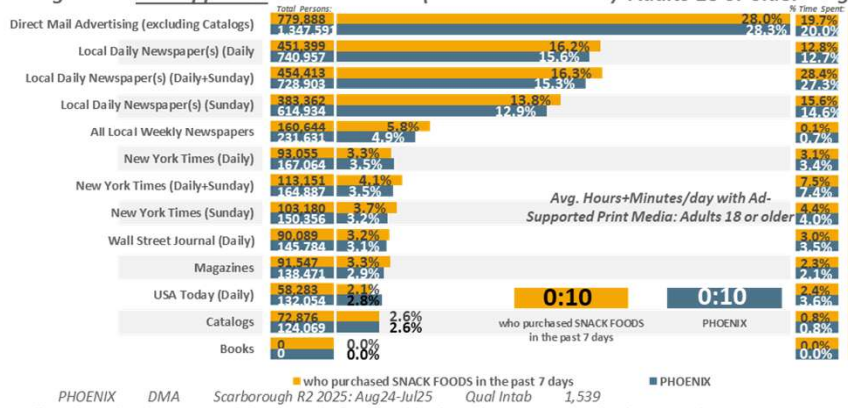
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



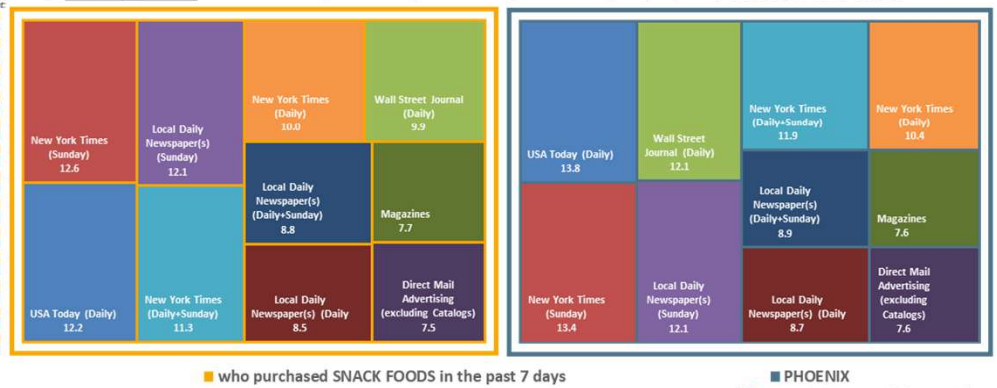
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,539

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

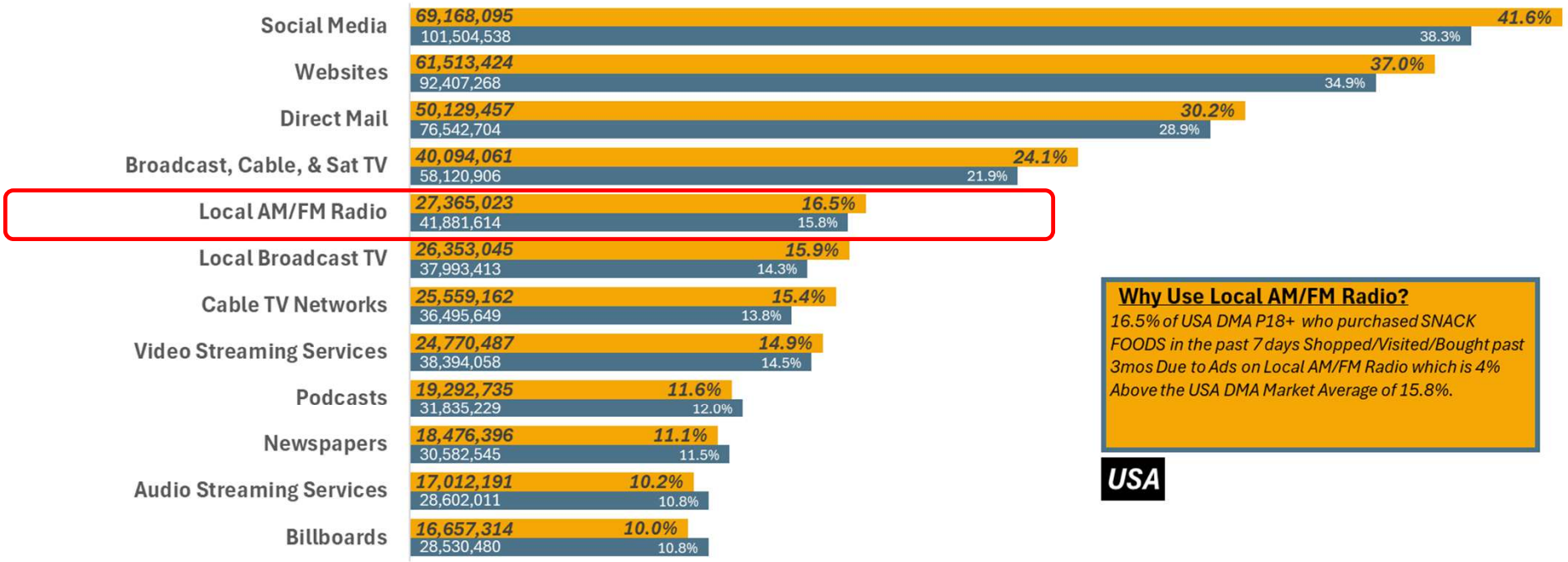
soefa.ai Share of Everything for Anything ©

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



"Advertising Actions"

P18+ who purchased SNACK FOODS in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

16.5% of USA DMA P18+ who purchased SNACK FOODS in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 4% Above the USA DMA Market Average of 15.8%.

USA

USA DMA Scarborough R2 2025: Feb24-Jul25 Qual Intab: 16262

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

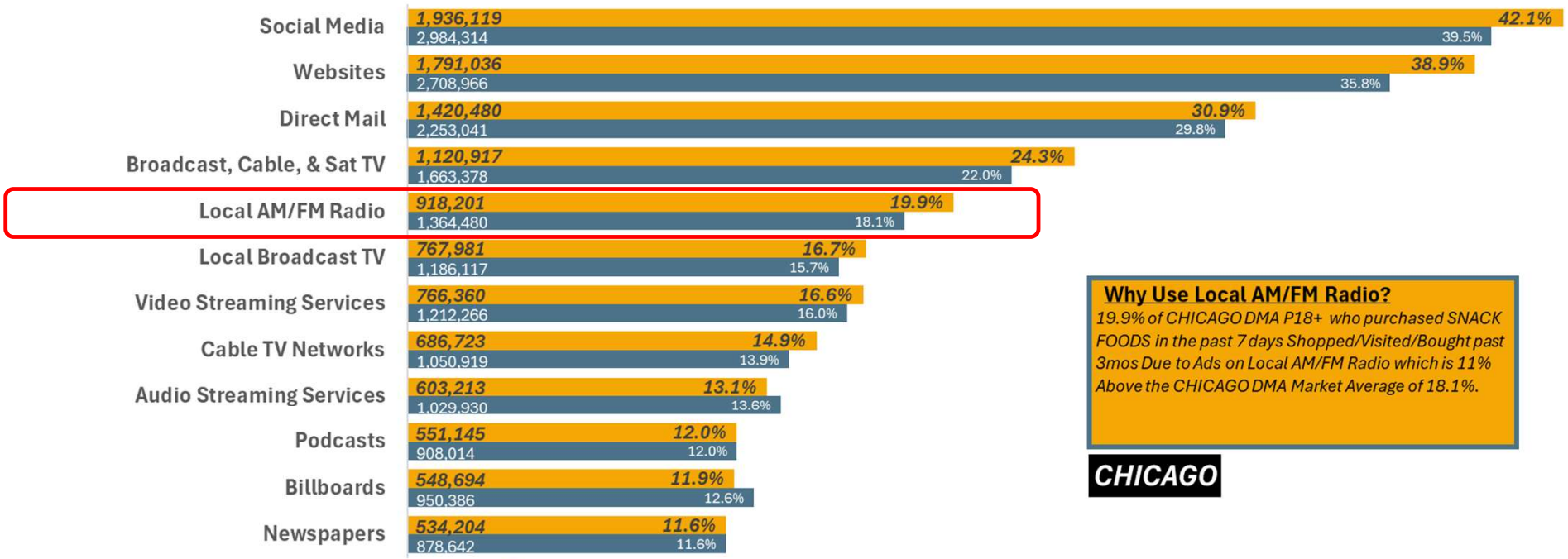
soefa.ai Share of Everything for Anything ©

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



"Advertising Actions"

P18+ who purchased SNACK FOODS in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

19.9% of CHICAGO DMA P18+ who purchased SNACK FOODS in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 11% Above the CHICAGO DMA Market Average of 18.1%.

CHICAGO

CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab: 2409

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

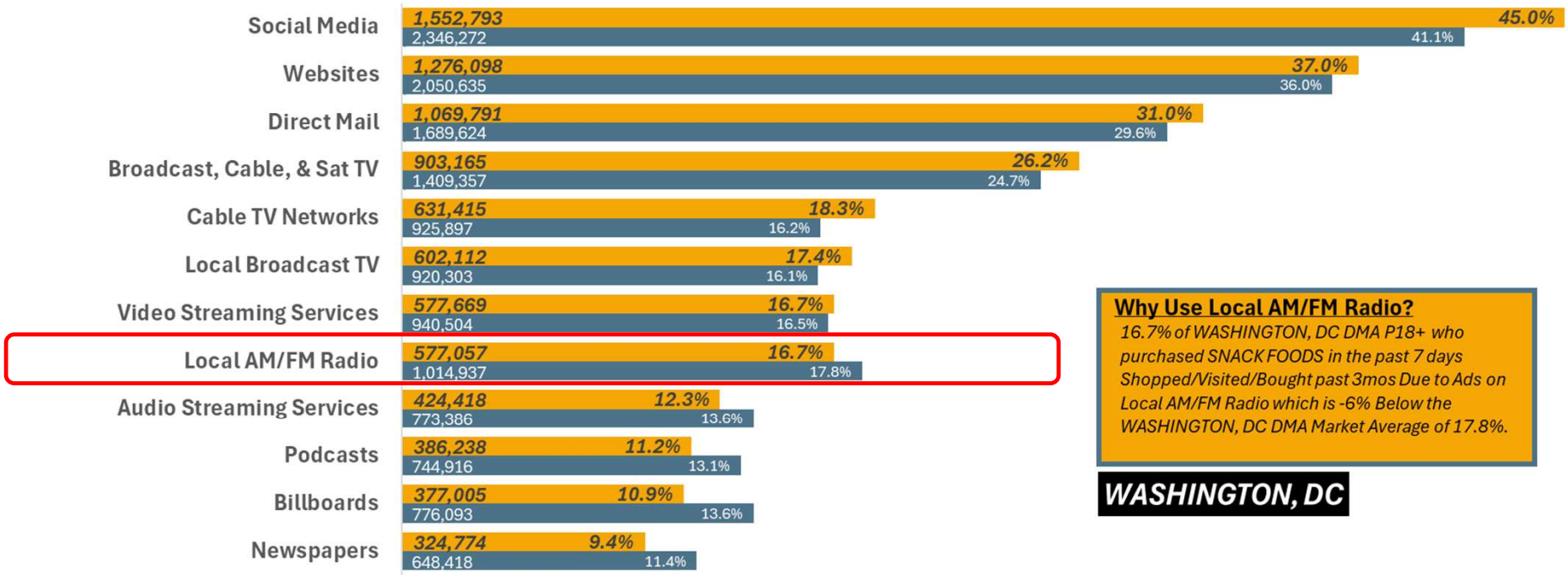
soefa.ai Share of Everything for Anything ©

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

WDC

"Advertising Actions"

P18+ who purchased SNACK FOODS in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

16.7% of WASHINGTON, DC DMA P18+ who purchased SNACK FOODS in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -6% Below the WASHINGTON, DC DMA Market Average of 17.8%.

WASHINGTON, DC

WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab: 3781

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

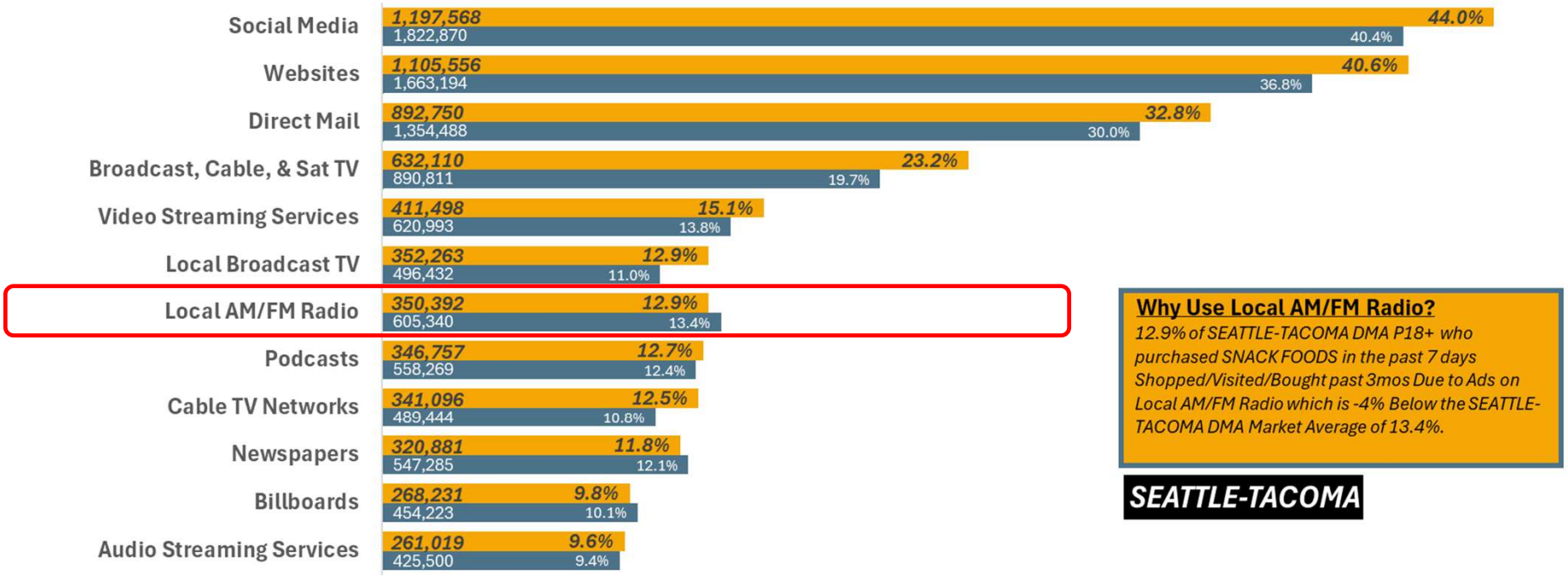
soefa.ai Share of Everything for Anything ©

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



"Advertising Actions"

P18+ who purchased SNACK FOODS in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

12.9% of SEATTLE-TACOMA DMA P18+ who purchased SNACK FOODS in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -4% Below the SEATTLE-TACOMA DMA Market Average of 13.4%.

SEATTLE-TACOMA

SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab: 2409

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

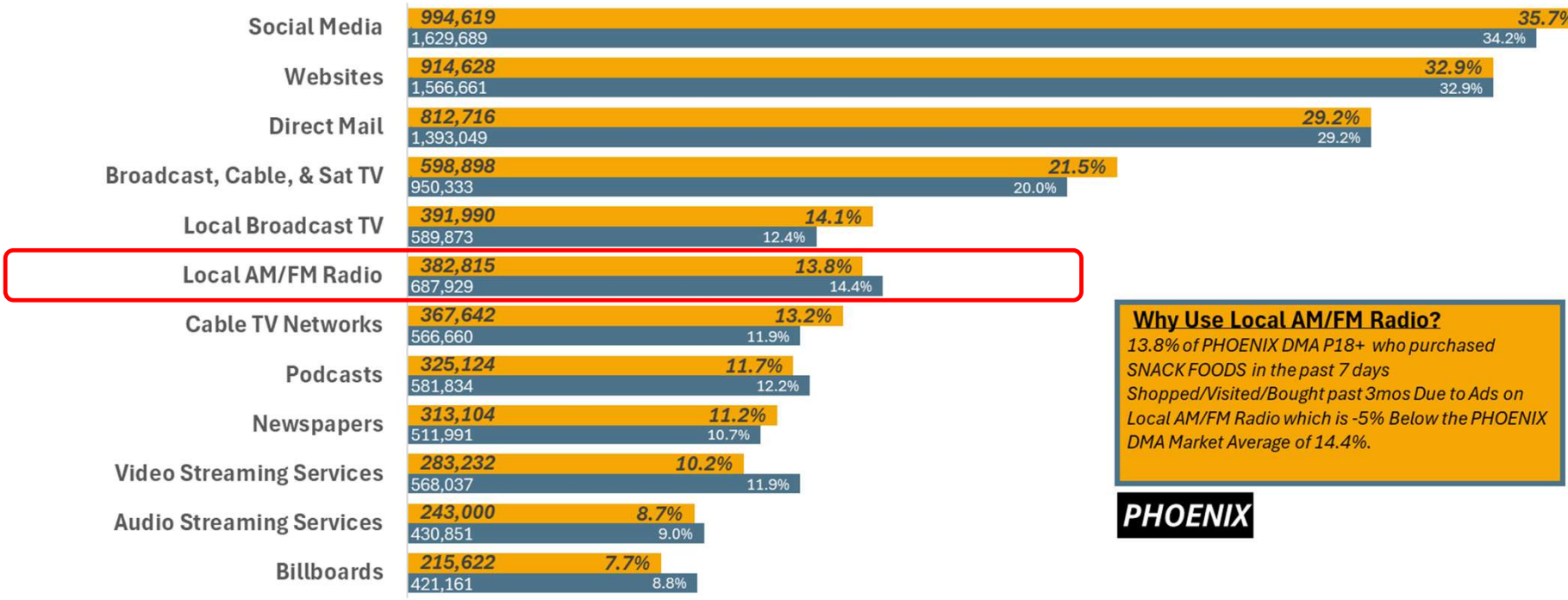
soefa.ai Share of Everything for Anything ©

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

PHX

"Advertising Actions"

P18+ who purchased SNACK FOODS in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

13.8% of PHOENIX DMA P18+ who purchased SNACK FOODS in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -5% Below the PHOENIX DMA Market Average of 14.4%.

PHOENIX

PHOENIX DMA Scarborough R2 2025:Aug24-Jul25 Qual Intab: 1539

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn