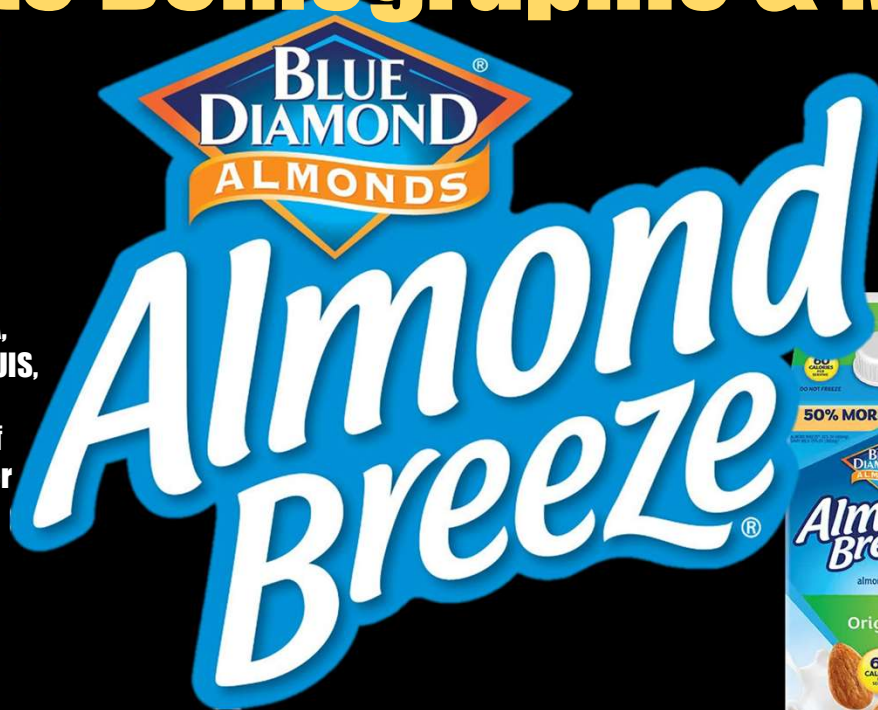


USA+4 More DMAs – W25-54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days!

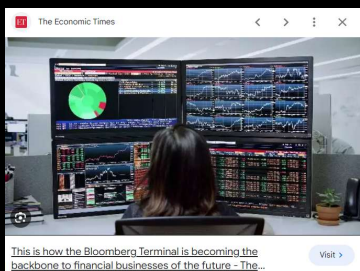
Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI, and WEST PALM BEACH DMA** W25-54 Moms of Children Ages 17 and Younger who Bought DAIRY-FREE Grocery Items in the past 7 days as of August 31, 2025.



W25-54



Power in Partnership

Blue Diamond Cooperative



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

[[(Parent of child under 18: Yes AND Grocery stores shopped past 7 days (HHLD): Any grocery store) AND Food types HHLD bought (HHLD): Dairy-free]]





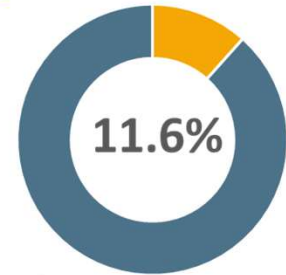
11.6% or 7,449,707 of USA Women 25 - 54 are Moms who Bought DAIRY-FREE Grocery Items in the past 7 days. Typical Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days are 39.3 years old (1.9% younger than average) and have a \$96,242 (3.8% higher than average) annual household income.



Percent of Market: Women 25 - 54



Gender of Target vs. Market: Women 25 - 54



■ Moms who Bought DAIRY-FREE Grocery Items in the past 7 days
■ Remainder of USA DMAs

%M vs. %F:

Average Age: 0.0
Persons: 0.0%

0.0

Men

Men

39.3

7,449,707

Women

40.0

64,129,908

Women

Total Persons:

7,449,707

56,680,201

Age Cell Demographics of Target vs. Market:

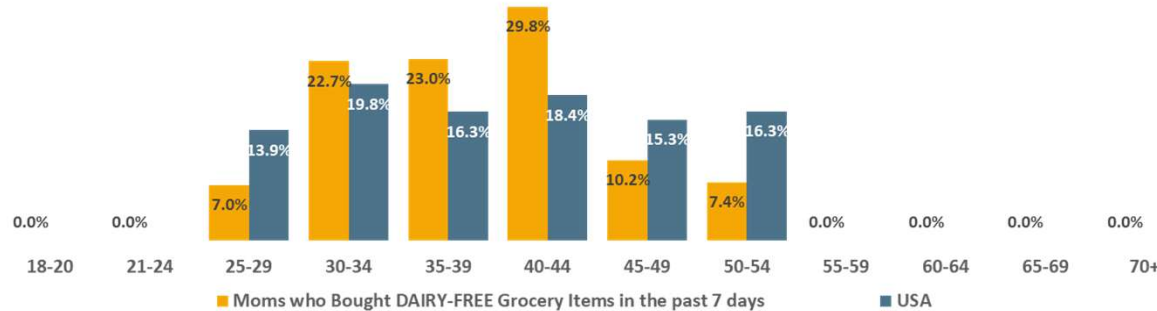
Average Age:

Women 25 - 54

39.3

40.0

■ Moms who Bought DAIRY-FREE Grocery Items in the past 7 days ■ USA



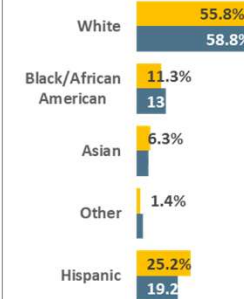
■ Moms who Bought DAIRY-FREE Grocery Items in the past 7 days

■ USA

USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 1,353
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

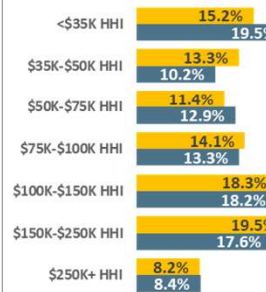
Ethnicity of Target vs. Market:



■ Moms who Bought DAIRY-FREE Grocery Items in the past 7 days ■ USA



HHI of Target vs. Market:



Avg HHI:

\$96,242

\$92,724

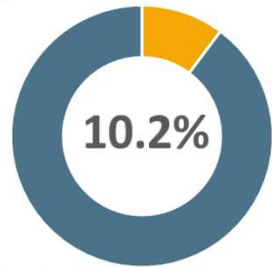
[[[Parent of child under 18: Yes AND Grocery stores shopped past 7 days (HHLD): Any grocery store) AND Food types HHLD bought (HHLD): Dairy-free]]



10.2% or 94,413 of MSP DMA Women 25 - 54 are Moms who Bought DAIRY-FREE Grocery Items in the past 7 days. Typical Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days are 40.7 years old (1.8% older than average) and have a \$126,011 (10.6% higher than average) annual household income.



Percent of Market: Women 25 - 54



■ Moms who Bought DAIRY-FREE Grocery Items in the past 7 days
■ Remainder of MSP DMA

Total Persons:

94,413 829,041



Gender of Target vs. Market: Women 25 - 54

%M vs. %F:

Average Age:

Persons:

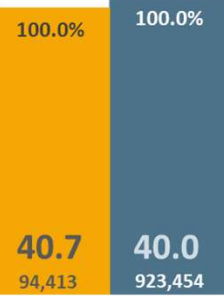
0.0

0.0

0.0%

Men

Men



Women

Women

40.7

94,413

40.0

923,454

Age Cell Demographics of Target vs. Market:

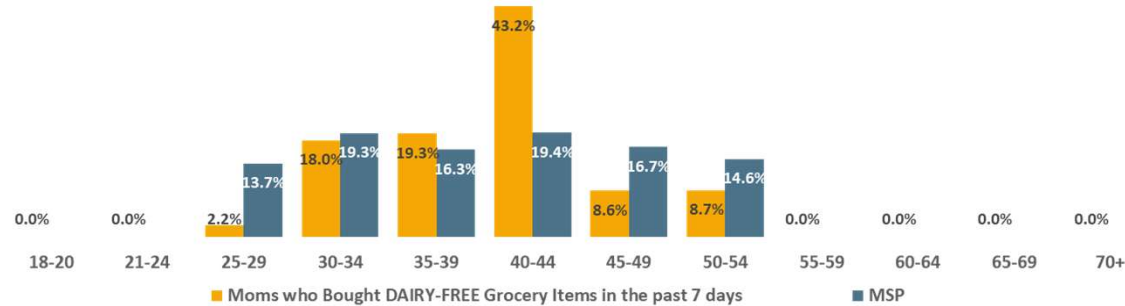
Average Age:

Women 25 - 54

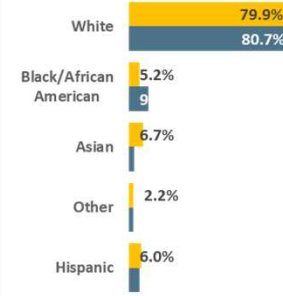
40.7

40.0

■ Moms who Bought DAIRY-FREE Grocery Items in the past 7 days ■ MSP



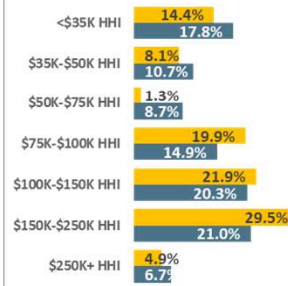
Ethnicity of Target vs. Market:



■ Moms who Bought DAIRY-FREE Grocery Items in the past 7 days ■ MSP



HHI of Target vs. Market:



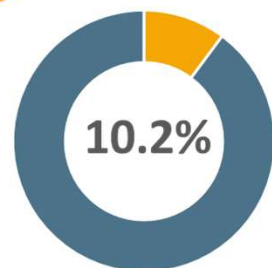
Avg HHI: \$126,011 \$113,892



10.2% or 60,365 of STL DMA Women 25 - 54 are Moms who Bought DAIRY-FREE Grocery Items in the past 7 days. Typical Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days are 38.7 years old (3.5% younger than average) and have a \$133,899 (42.2% higher than average) annual household income.



Percent of Market: Women 25 - 54



■ Moms who Bought DAIRY-FREE Grocery Items in the past 7 days
■ Remainder of STL DMA

Total Persons:

60,365 532,776



Gender of Target vs. Market: Women 25 - 54

%M vs. %F:

Average Age: 0.0

Persons: 0.0

0.0

0.0

Men

Men

38.7

60,365

Women

40.1

593,141

Women

Age Cell Demographics of Target vs. Market:

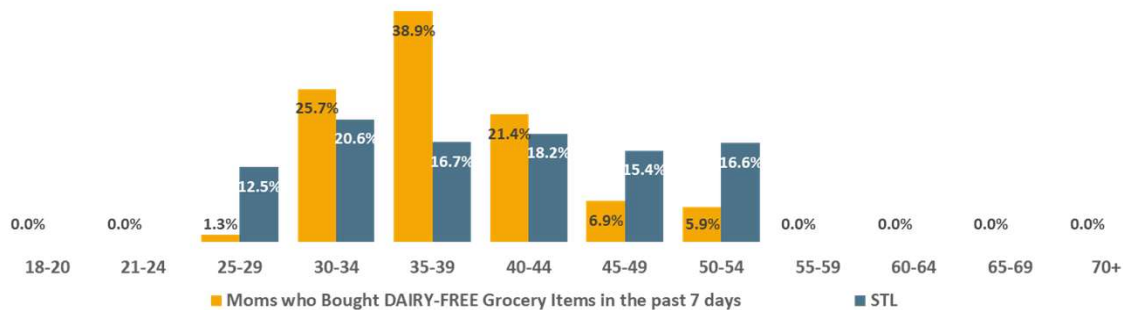
Average Age:

Women 25 - 54

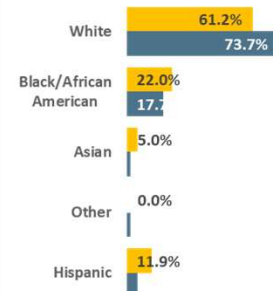
38.7

40.1

■ Moms who Bought DAIRY-FREE Grocery Items in the past 7 days ■ STL



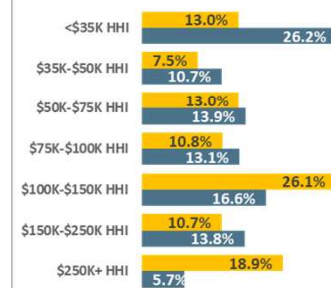
Ethnicity of Target vs. Market:



■ Moms who Bought DAIRY-FREE Grocery Items in the past 7 days ■ STL



HHI of Target vs. Market:



Avg HHI:

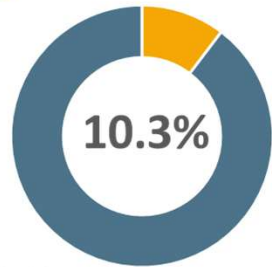
\$133,899

\$94,185



10.3% or 47,790 of CIN DMA Women 25 - 54 are Moms who Bought DAIRY-FREE Grocery Items in the past 7 days. Typical Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days are 36.4 years old (8.8% younger than average) and have a \$85,751 (13.% lower than average) annual household income.

Percent of Market: Women 25 - 54



■ Moms who Bought DAIRY-FREE Grocery Items in the past 7 days
■ Remainder of CIN DMA

Total Persons:

47,790 414,037

Average Age: 0.0
Persons: 0.0%

0.0
0.0%

Men

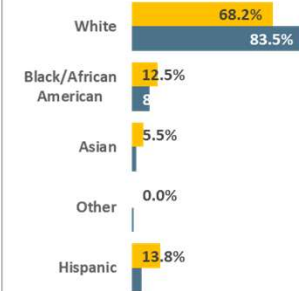
0.0
0.0%

Men



Gender of Target vs. Market: Women 25 - 54

Ethnicity of Target vs. Market:



■ Moms who Bought DAIRY-FREE Grocery Items in the past 7 days ■ CIN

Age Cell Demographics of Target vs. Market:

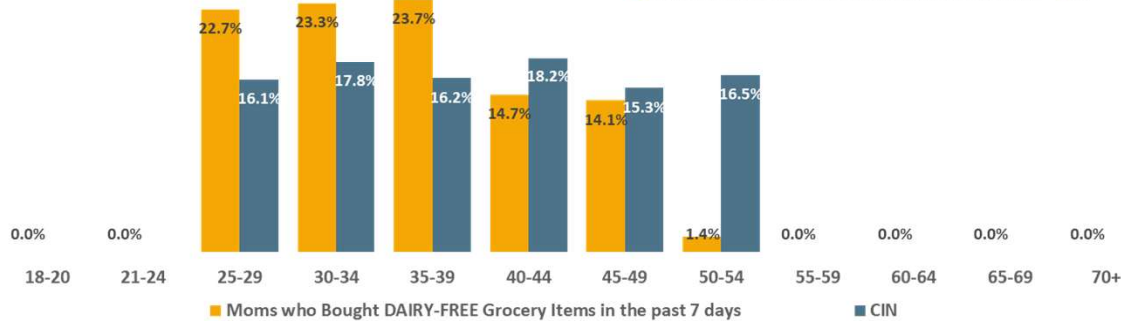
Average Age:

Women 25 - 54

36.4

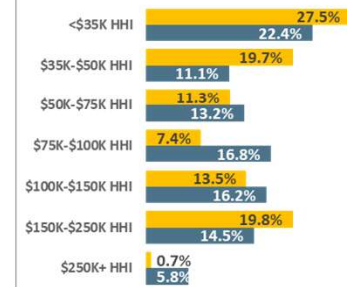
39.9

■ Moms who Bought DAIRY-FREE Grocery Items in the past 7 days ■ CIN



■ Moms who Bought DAIRY-FREE Grocery Items in the past 7 days ■ CIN

HHI of Target vs. Market:



Avg HHI:

\$85,751 \$98,524



10.0% or 39,015 of WPB DMA Women 25 - 54 are Moms who Bought DAIRY-FREE Grocery Items in the past 7 days. Typical Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days are 40.3 years old (.5% younger than average) and have a \$104,942 (5.8% higher than average) annual household income.



Percent of Market: Women 25 - 54



■ Moms who Bought DAIRY-FREE Grocery Items in the past 7 days
■ Remainder of WPB DMA

Total Persons:

39,015 349,271



Gender of Target vs. Market: Women 25 - 54

%M vs. %F:

Average Age: 0.0

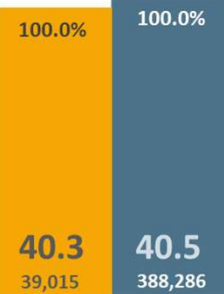
Persons: 0.0

0.0

0.0

Men

Men



Age Cell Demographics of Target vs. Market:

Average Age:

Women 25 - 54

40.3

40.5

■ Moms who Bought DAIRY-FREE Grocery Items in the past 7 days ■ WPB

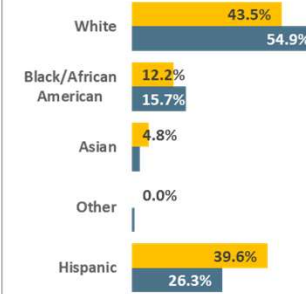


■ Moms who Bought DAIRY-FREE Grocery Items in the past 7 days ■ WPB

WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 119

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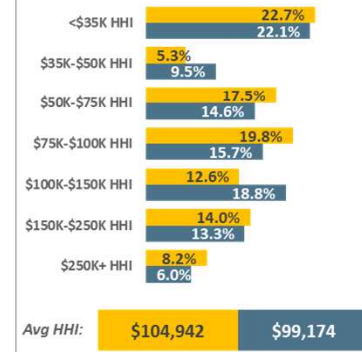
Ethnicity of Target vs. Market:



■ Moms who Bought DAIRY-FREE Grocery Items in the past 7 days ■ WPB



HHI of Target vs. Market:



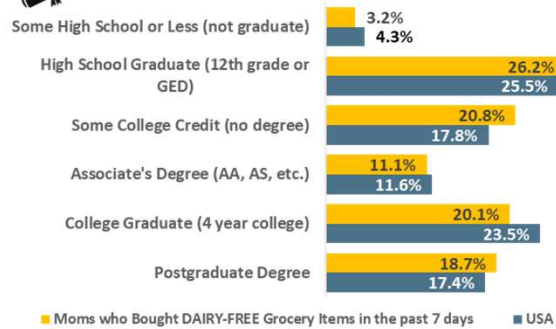
[[[Parent of child under 18: Yes AND Grocery stores shopped past 7 days (HHLD): Any grocery store) AND Food types HHLD bought (HHLD): Dairy-free]]



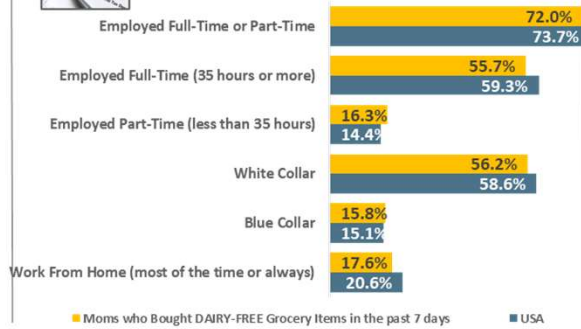
11.6% or 7,449,707 of USA Women 25 - 54 are Moms who Bought DAIRY-FREE Grocery Items in the past 7...
Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days are 5.% less likely to be a college graduate, 6.2% less likely to work full-time, 24.9% more likely to be married, 109.2% more likely to be a parent of 1 or more children under 18.



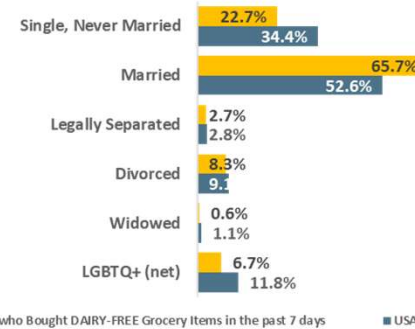
Education Levels: Women 25 - 54



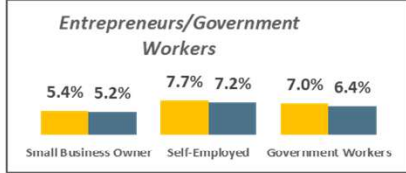
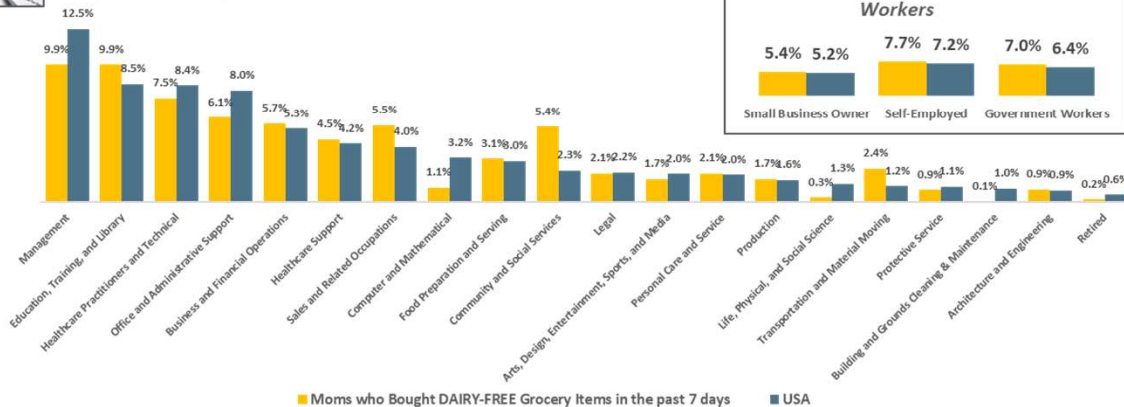
Employment: Women 25 - 54



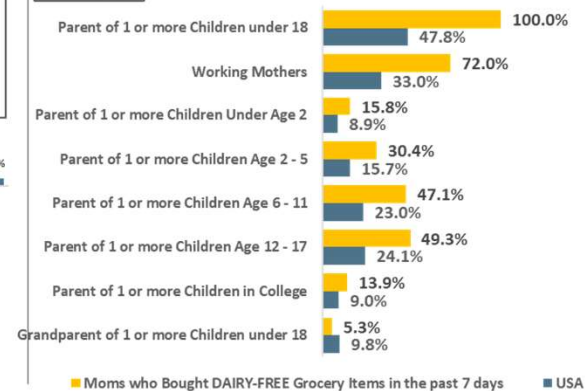
Marital Status: Women 25 - 54



Top-20 Occupations: Women 25 - 54



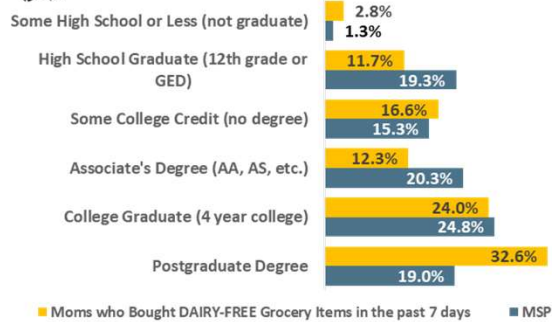
Stage in Life: Women 25 - 54



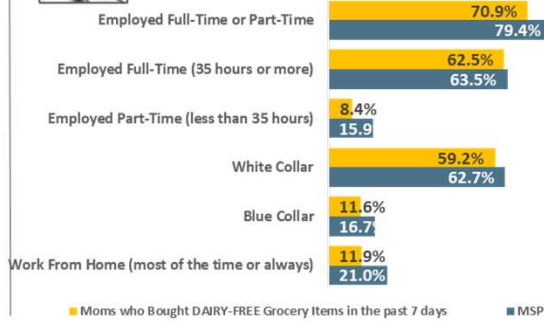


10.2% or 94,413 of MSP DMA Women 25 - 54 are Moms who Bought DAIRY-FREE Grocery Items in the past 7...
 Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days are 29.2% more likely to be a college graduate, 1.6% less likely to work full-time, 14.7% more likely to be married, 85.1% more likely to be a parent of 1 or more children under 18.

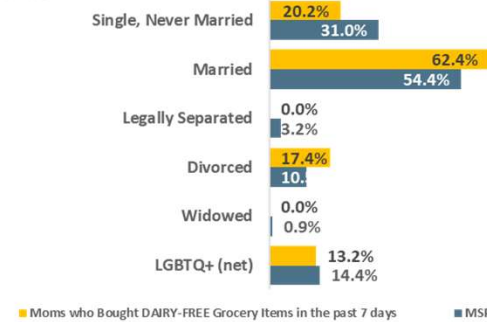
Education Levels: Women 25 - 54



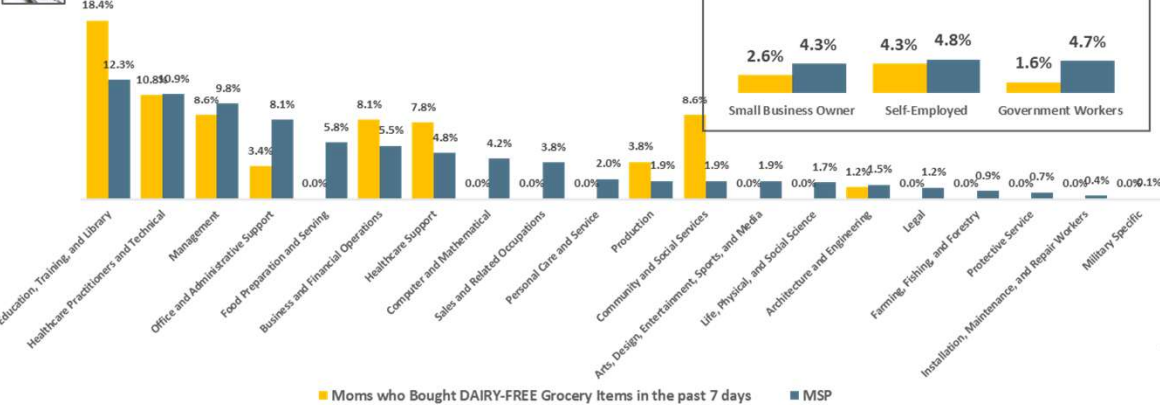
Employment: Women 25 - 54



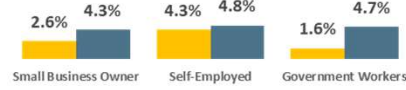
Marital Status: Women 25 - 54



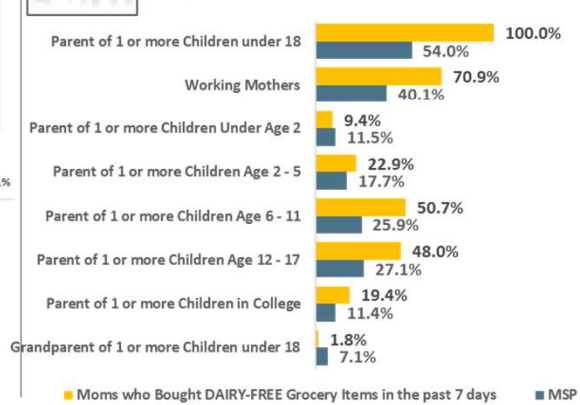
Top-20 Occupations: Women 25 - 54



Entrepreneurs/Government Workers



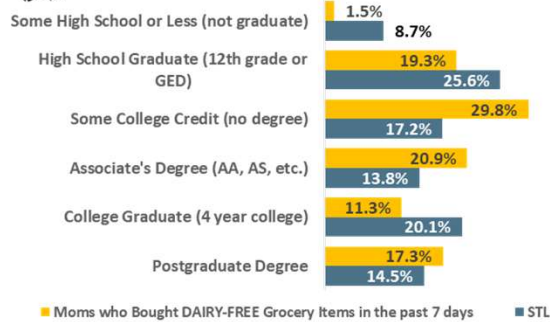
Stage in Life: Women 25 - 54



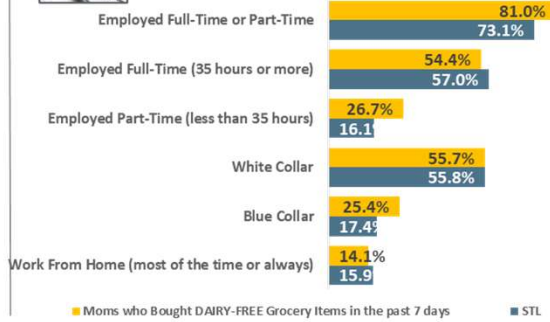


10.2% or 60,365 of STL DMA Women 25 - 54 are Moms who Bought DAIRY-FREE Grocery Items in the past 7...
 Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days are 17.3% less likely to be a college graduate, 4.6% less likely to work full-time, 41.9% more likely to be married, 114.4% more likely to be a parent of 1 or more children under 18

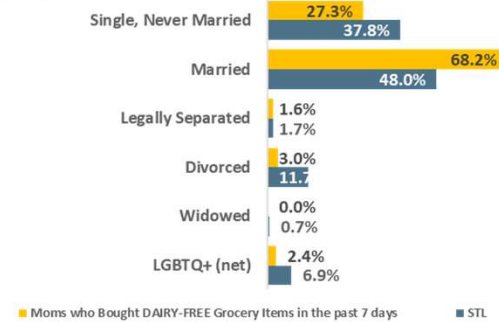
Education Levels: Women 25 - 54



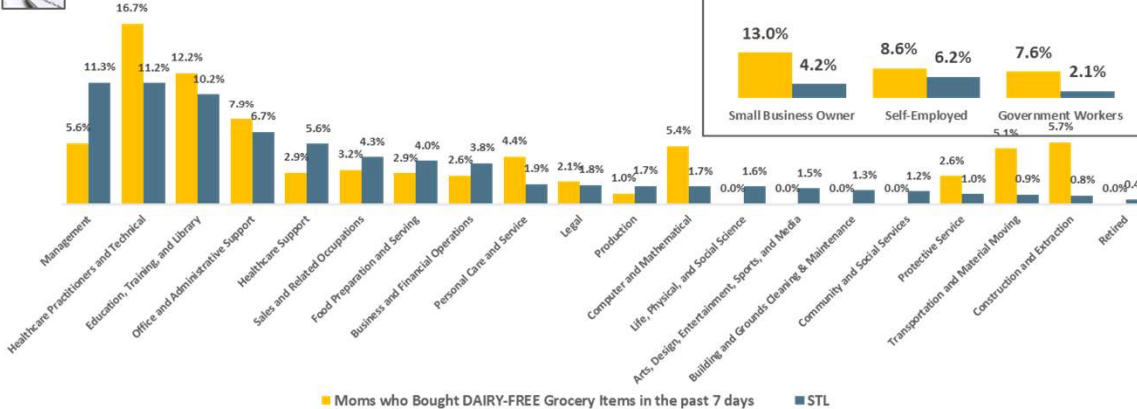
Employment: Women 25 - 54



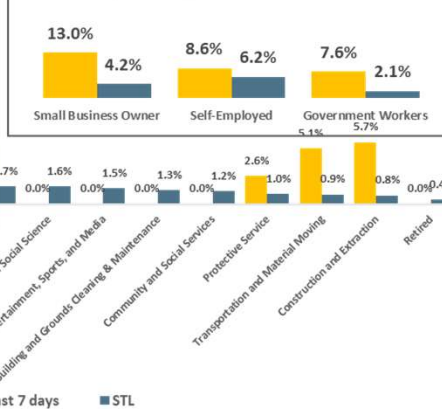
Marital Status: Women 25 - 54



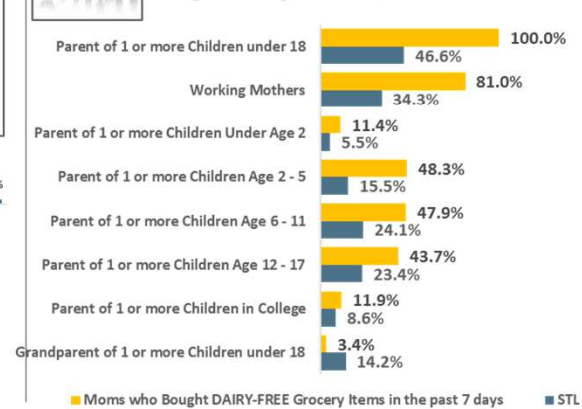
Top-20 Occupations: Women 25 - 54



Entrepreneurs/Government Workers



Stage in Life: Women 25 - 54

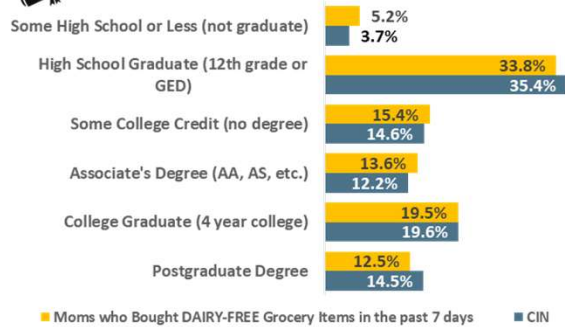




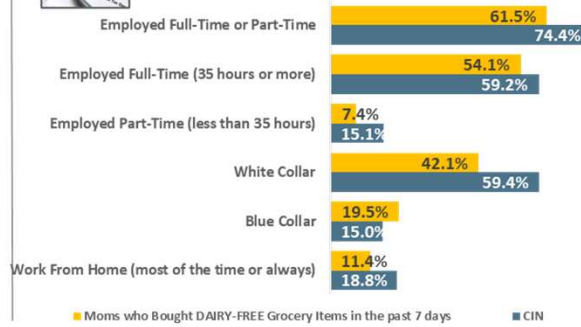
10.3% or 47,790 of CIN DMA Women 25 - 54 are Moms who Bought DAIRY-FREE Grocery Items in the past 7...
Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days are 5.8% less likely to be a college graduate, 8.6% less likely to work full-time, 15.8% less likely to be married, 89.6% more likely to be a parent of 1 or more children under 18.



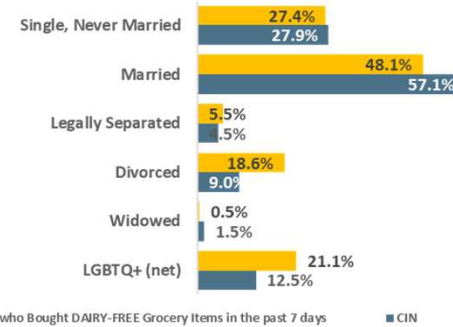
Education Levels: Women 25 - 54



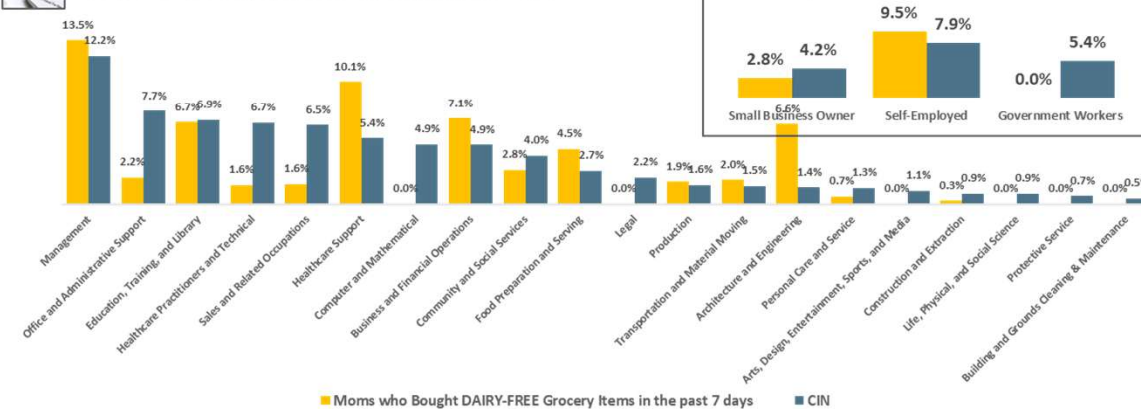
Employment: Women 25 - 54



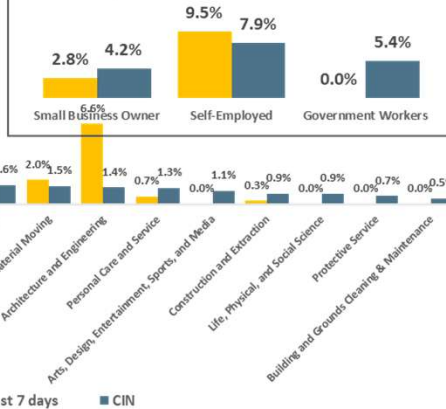
Marital Status: Women 25 - 54



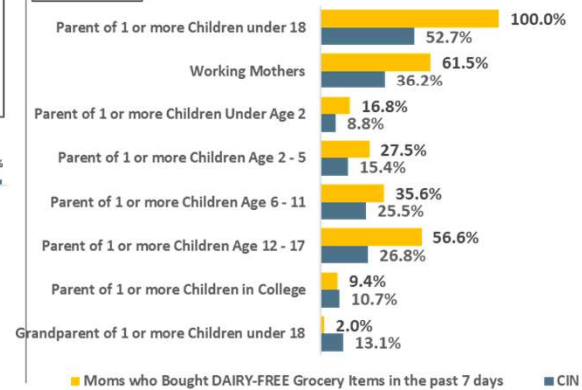
Top-20 Occupations: Women 25 - 54



Entrepreneurs/Government Workers



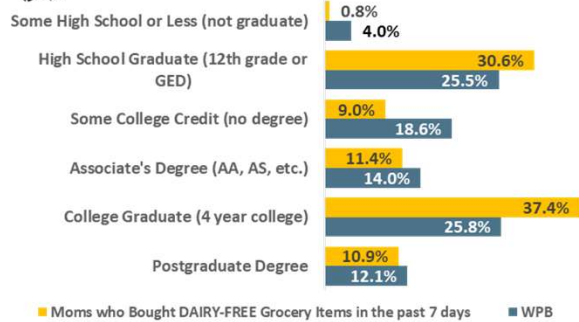
Stage in Life: Women 25 - 54



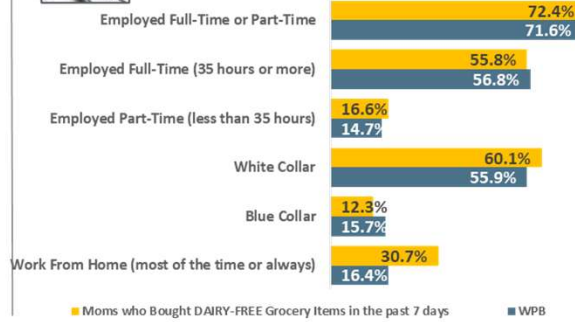


10.0% or 39,015 of WPB DMA Women 25 - 54 are Moms who Bought DAIRY-FREE Grocery Items in the past 7...
 Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days are 27.1% more likely to be a college graduate, 1.8% less likely to work full-time, 55.1% more likely to be married, 134.3% more likely to be a parent of 1 or more children under 18

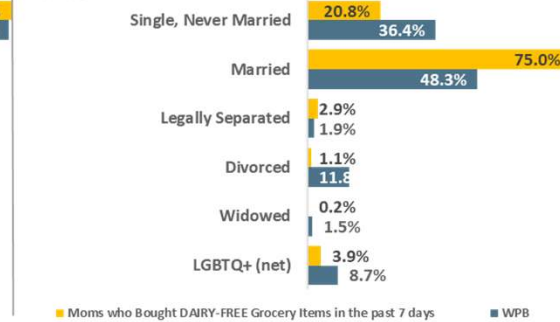
Education Levels: Women 25 - 54



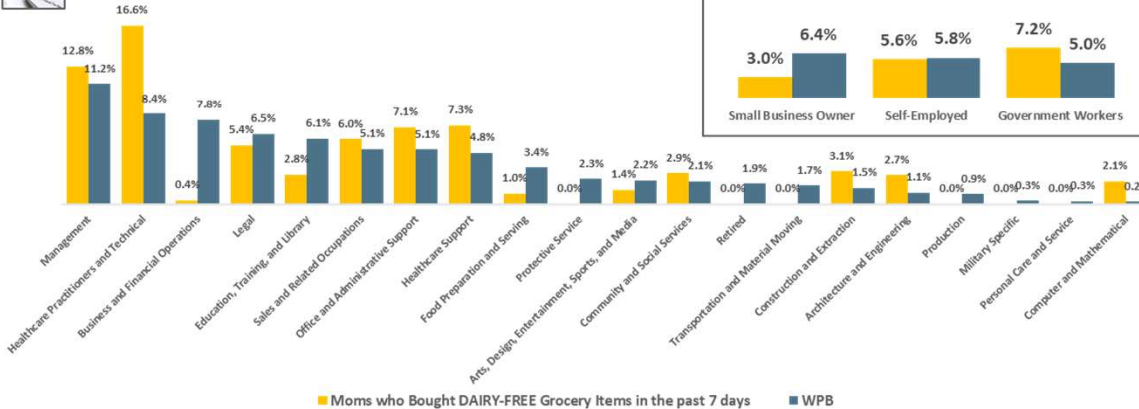
Employment: Women 25 - 54



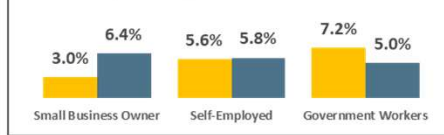
Marital Status: Women 25 - 54



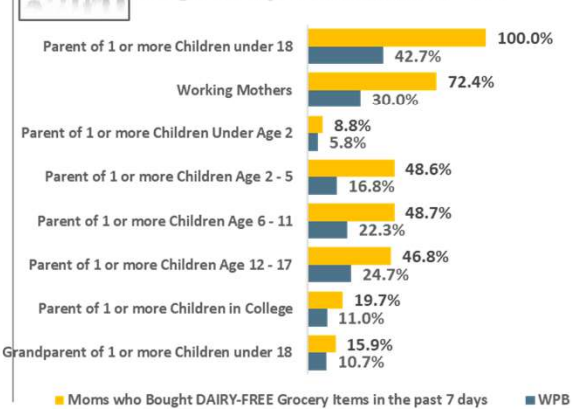
Top-20 Occupations: Women 25 - 54



Entrepreneurs/Government Workers



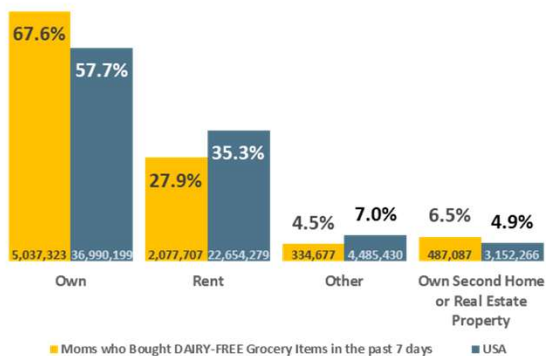
Stage in Life: Women 25 - 54



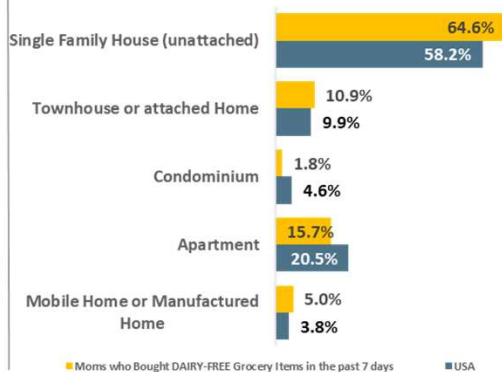


11.6% or 7,449,707 of USA Women 25 - 54 are Moms who Bought DAIRY-FREE Grocery Items in the past 7 days. Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days are 17.2% more likely to own their home, 19.2% more likely to own a higher valued home, 11.1% more likely to have a single-family home, 7.2% more likely to have a dog.

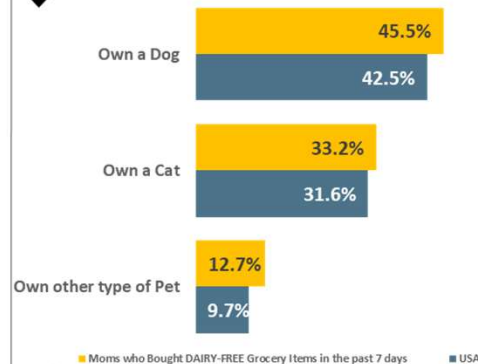
Own/Rent/Other: Women 25 - 54



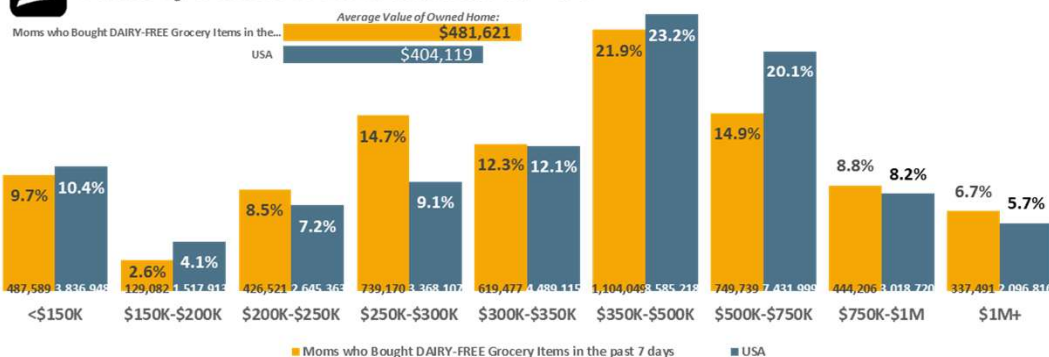
Type of Home: Women 25 - 54



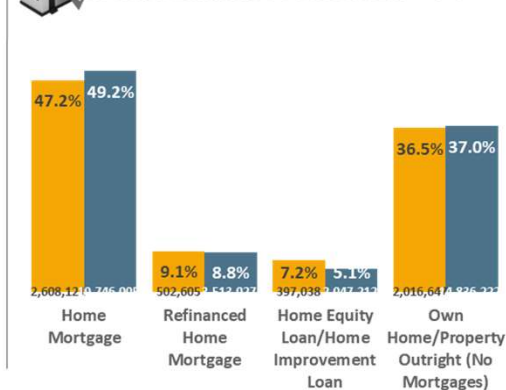
Pets in Home: Women 25 - 54



Value of Owned Home: Women 25 - 54



Home Loans: Women 25 - 54



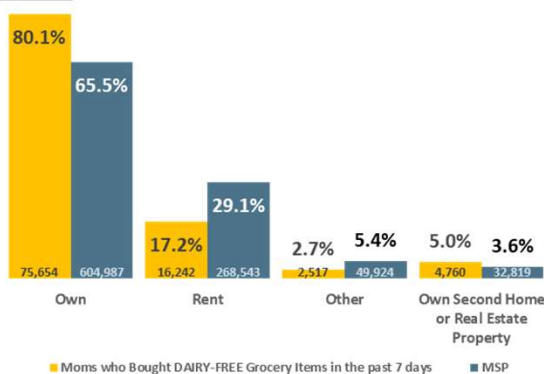
USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 1,353
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[[(Parent of child under 18: Yes AND Grocery stores shopped past 7 days (HHLD): Any grocery store) AND Food types HHLD bought (HHLD): Dairy-free]]

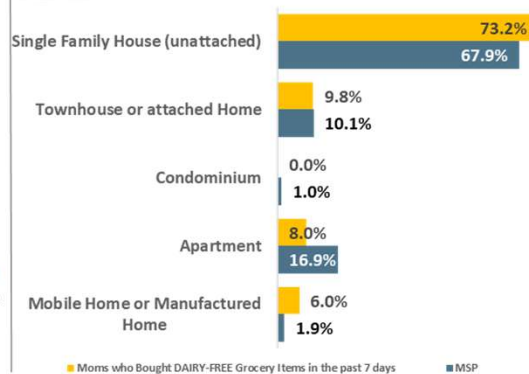


10.2% or 94,413 of MSP DMA Women 25 - 54 are Moms who Bought DAIRY-FREE Grocery Items in the past 7...
Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days are 22.3% more likely to own their home, 8.3% more likely to own a lower valued home, 7.9% more likely to have a single-family home, .2% more likely to have a dog.

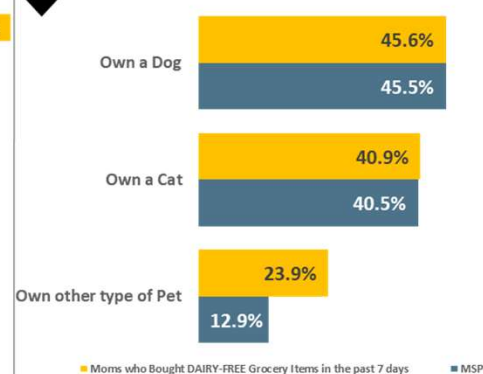
Own/Rent/Other: Women 25 - 54



Type of Home: Women 25 - 54



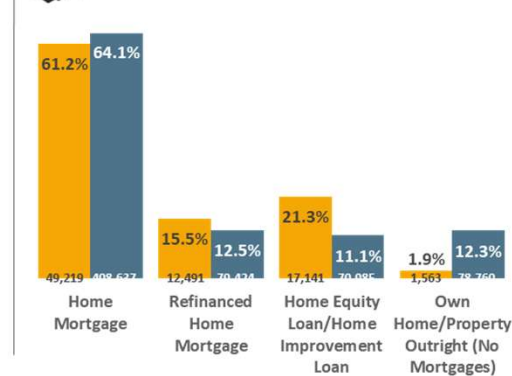
Pets in Home: Women 25 - 54



Value of Owned Home: Women 25 - 54



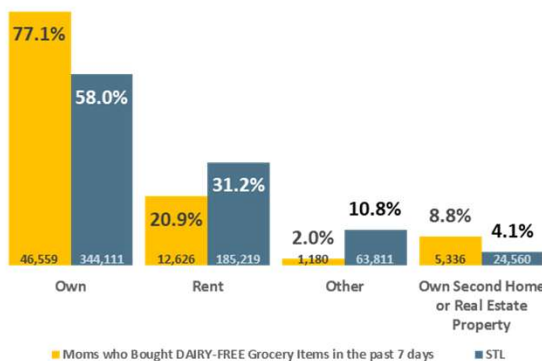
Home Loans: Women 25 - 54



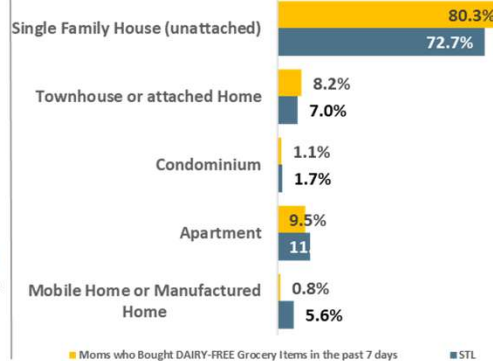


10.2% or 60,365 of STL DMA Women 25 - 54 are Moms who Bought DAIRY-FREE Grocery Items in the past 7... Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days are 32.9% more likely to own their home, 18.9% more likely to own a higher valued home, 10.5% more likely to have a single-family home, 19.4% more likely to have a dog.

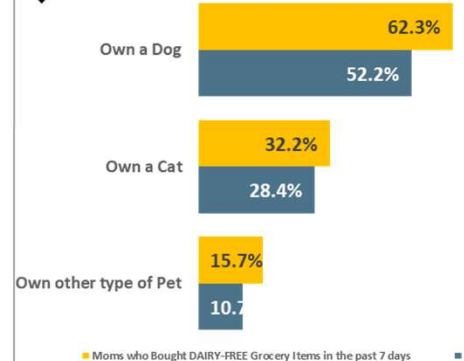
Own/Rent/Other: Women 25 - 54



Type of Home: Women 25 - 54



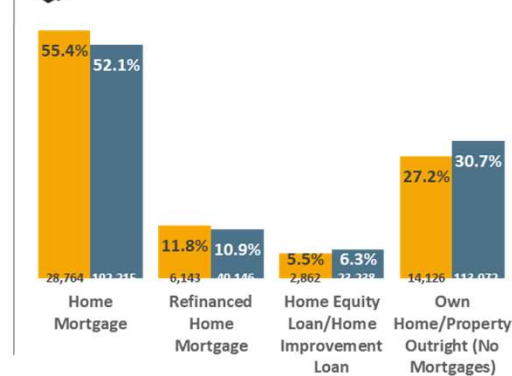
Pets in Home: Women 25 - 54



Value of Owned Home: Women 25 - 54



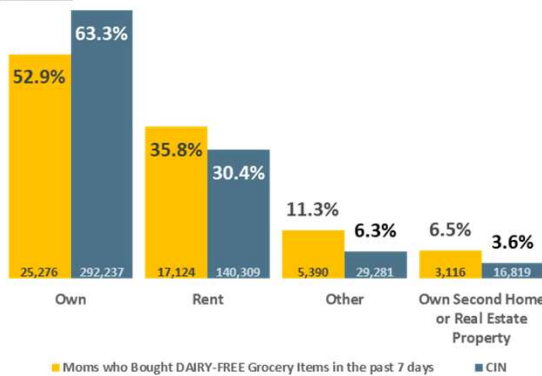
Home Loans: Women 25 - 54



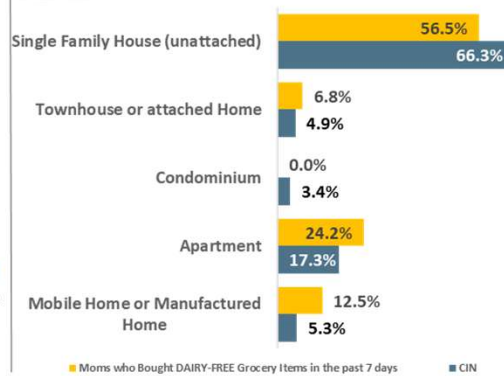


10.3% or 47,790 of CIN DMA Women 25 - 54 are Moms who Bought DAIRY-FREE Grocery Items in the past 7...
 Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days are 16.4% less likely to own their home, 7.% more likely to own a lower valued home, 14.9% less likely to have a single-family home, 5.4% more likely to have a dog.

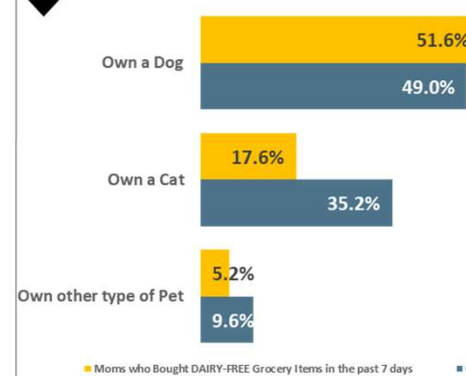
Own/Rent/Other: Women 25 - 54



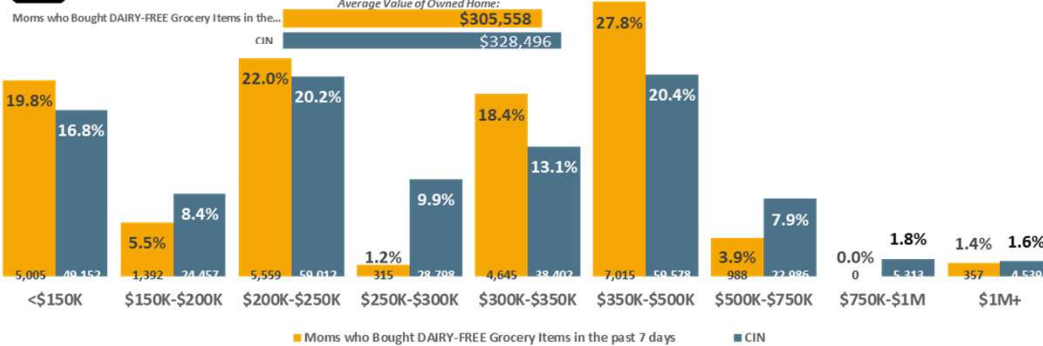
Type of Home: Women 25 - 54



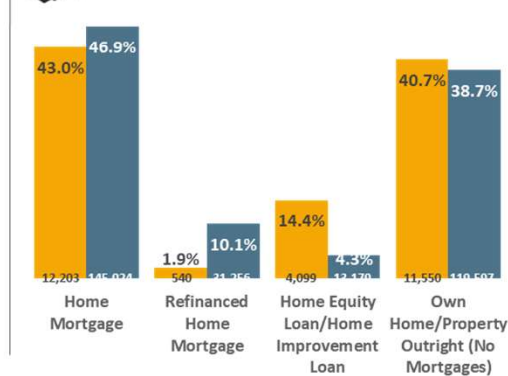
Pets in Home: Women 25 - 54



Value of Owned Home: Women 25 - 54



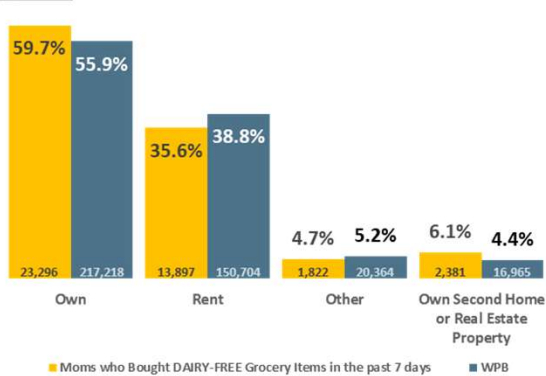
Home Loans: Women 25 - 54



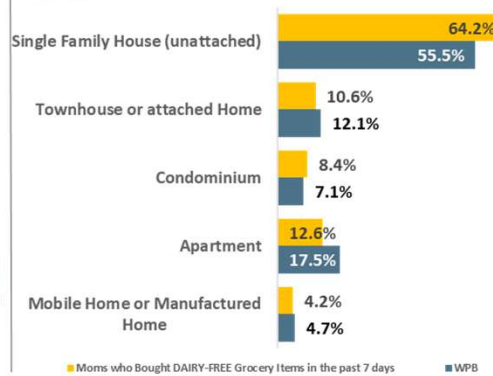


10.0% or 39,015 of WPB DMA Women 25 - 54 are Moms who Bought DAIRY-FREE Grocery Items in the past 7...
Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days are 6.7% more likely to own their home, 16.8% more likely to own a lower valued home, 15.6% more likely to have a single-family home, 5.8% less likely to have a dog.

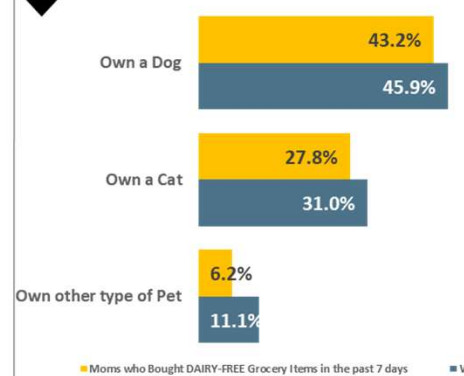
Own/Rent/Other: Women 25 - 54



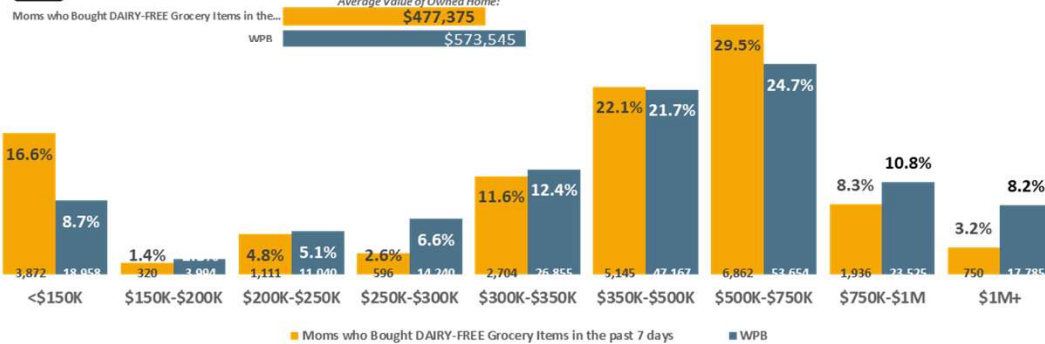
Type of Home: Women 25 - 54



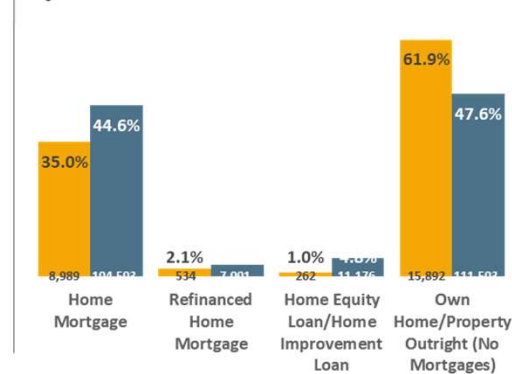
Pets in Home: Women 25 - 54



Value of Owned Home: Women 25 - 54



Home Loans: Women 25 - 54

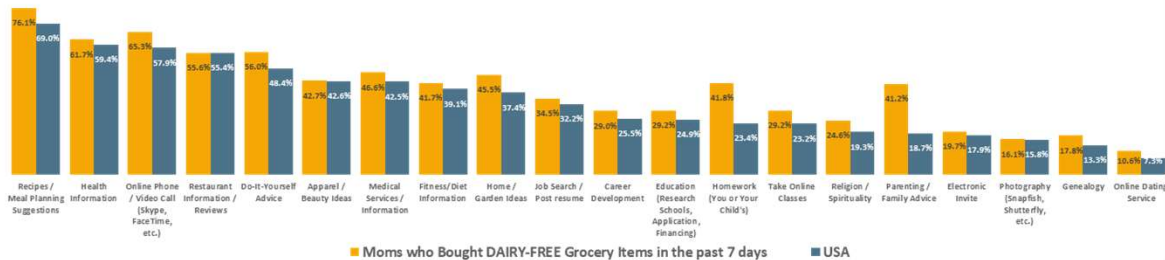




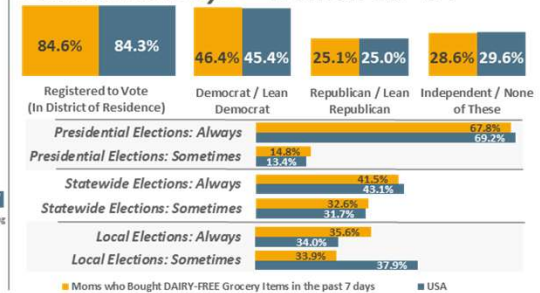
11.6% or 7,449,707 of USA Women 25 - 54 are Moms who Bought DAIRY-FREE Grocery Items in the past 7... Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days are 15.8% more likely to look up D-I-Y advice online, 4.7% more likely to always vote in local elections, 7.4% less likely to belong to a gym, 2.% less likely to fly domestic past y



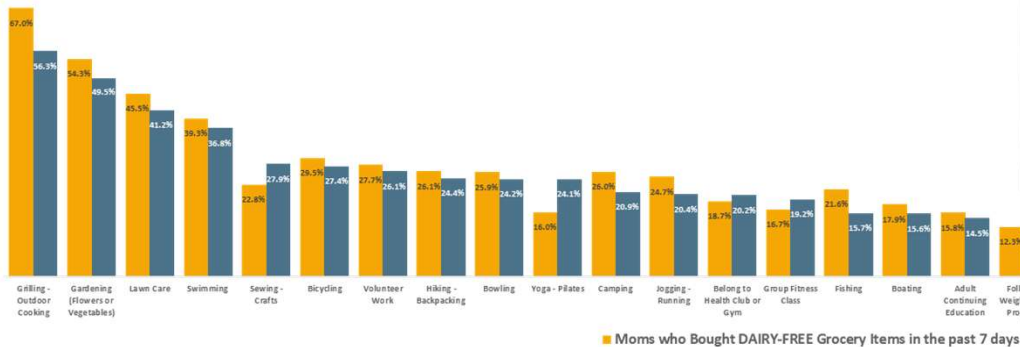
Top-20 past 30-days Online Lifestyle Activities: Women 25 - 54



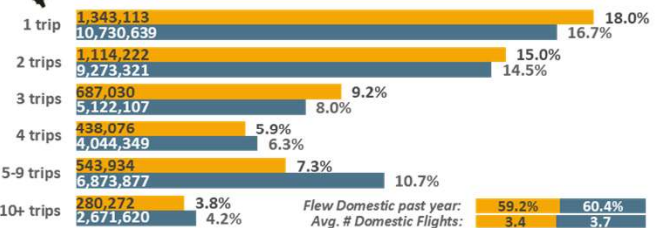
Political Activity: Women 25 - 54



Top-30 past 12-months Active Lifestyle Activities: Women 25 - 54



Past 12-months Domestic Airline Trips: Women 25 - 54



Flew Domestic past year: 59.2%
Avg. # Domestic Flights: 3.4

USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 1,353
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

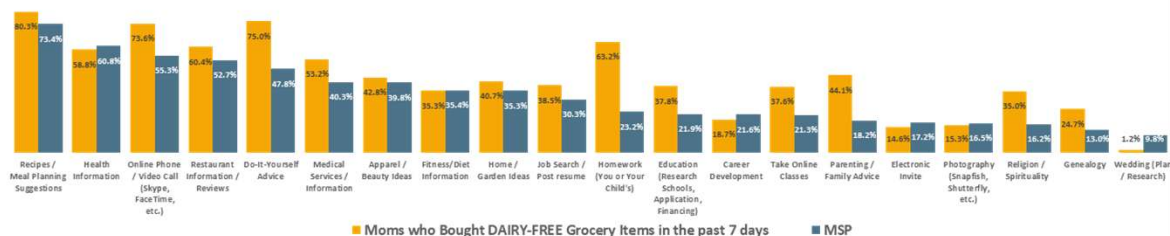
[[Parent of child under 18: Yes AND Grocery stores shopped past 7 days (HHLd): Any grocery store] AND Food types HHLd bought (HHLd): Dairy-free]]



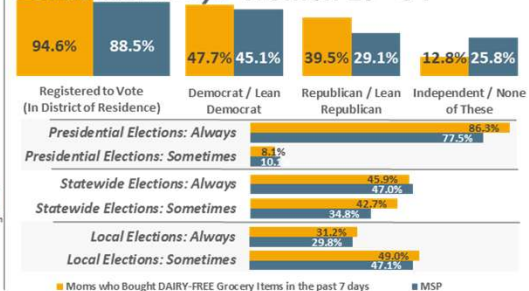
10.2% or 94,413 of MSP DMA Women 25 - 54 are Moms who Bought DAIRY-FREE Grocery Items in the past 7... Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days are 56.9% more likely to look up D-I-Y advice online, 4.9% more likely to always vote in local elections, 12.9% more likely to belong to a gym, 28.8% more likely to fly domestic pas



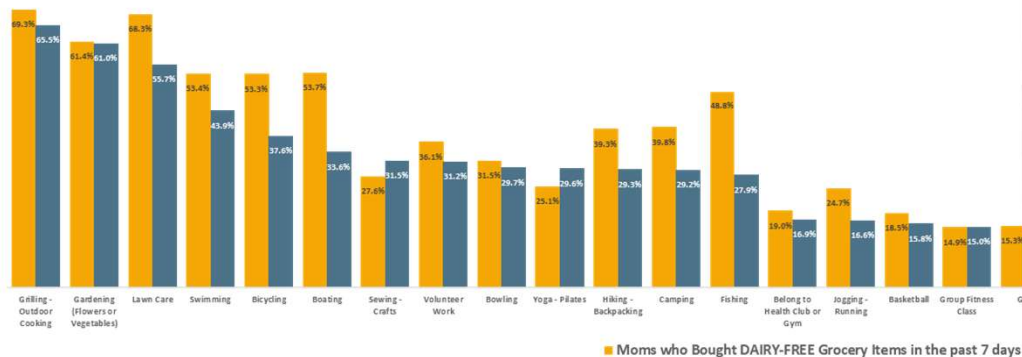
Top-20 past 30-days Online Lifestyle Activities: Women 25 - 54



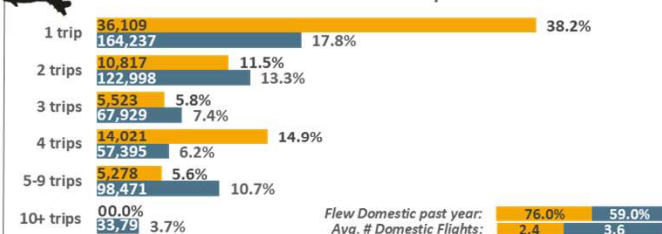
Political Activity: Women 25 - 54



Top-30 past 12-months Active Lifestyle Activities: Women 25 - 54



Past 12-months Domestic Airline Trips: Women 25 - 54

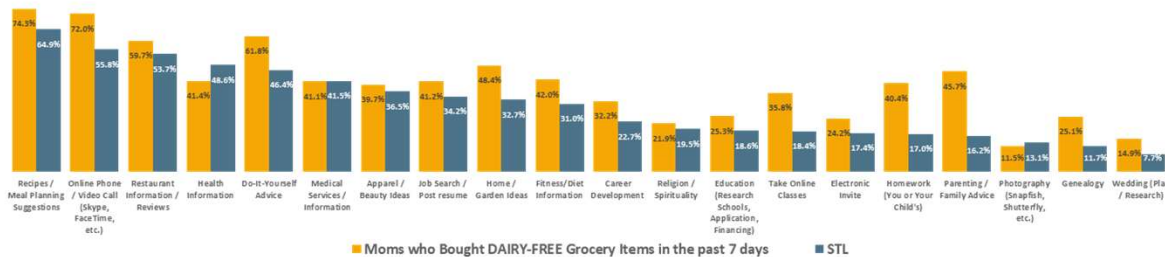




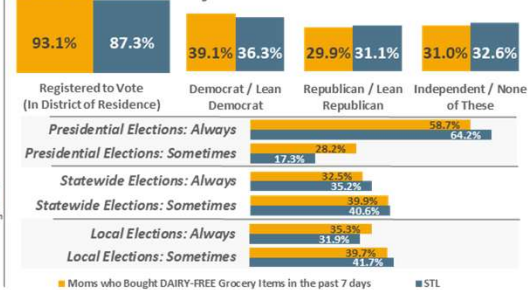
10.2% or 60,365 of STL DMA Women 25 - 54 are Moms who Bought DAIRY-FREE Grocery Items in the past 7... Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days are 33.% more likely to look up D-I-Y advice online, 10.6% more likely to always vote in local elections, 6.1% less likely to belong to a gym, 4.2% less likely to fly domestic past



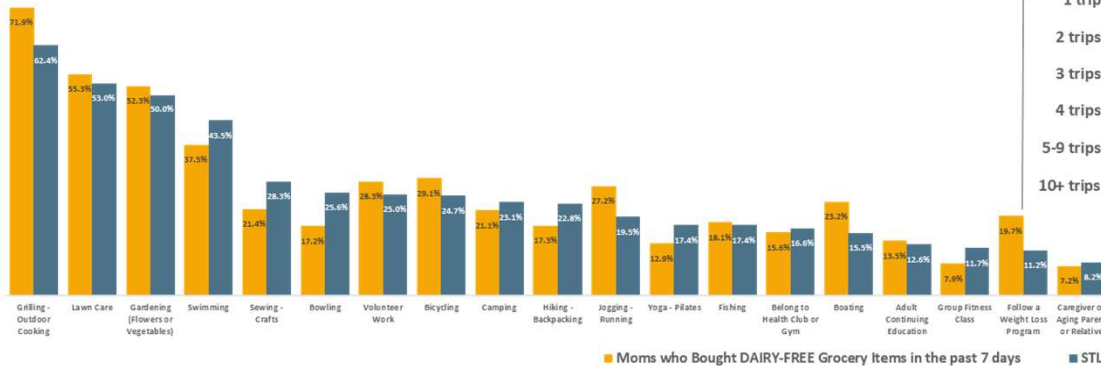
Top-20 past 30-days Online Lifestyle Activities: Women 25 - 54



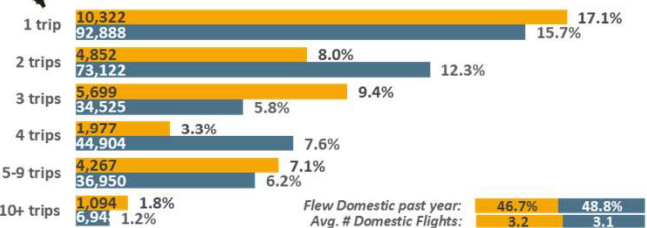
Political Activity: Women 25 - 54



Top-30 past 12-months Active Lifestyle Activities: Women 25 - 54



Past 12-months Domestic Airline Trips: Women 25 - 54



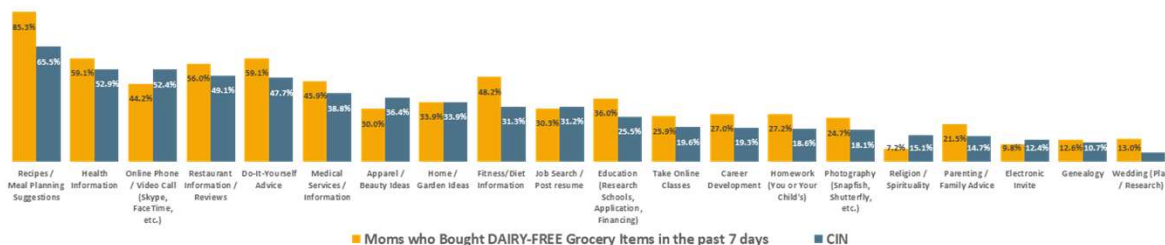
Flew Domestic past year: 46.7%
Avg. # Domestic Flights: 3.2



10.3% or 47,790 of CIN DMA Women 25 - 54 are Moms who Bought DAIRY-FREE Grocery Items in the past 7... Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days are 24.% more likely to look up D-I-Y advice online, 16.5% more likely to always vote in local elections, 29.6% less likely to belong to a gym, 16.% less likely to fly domestic past

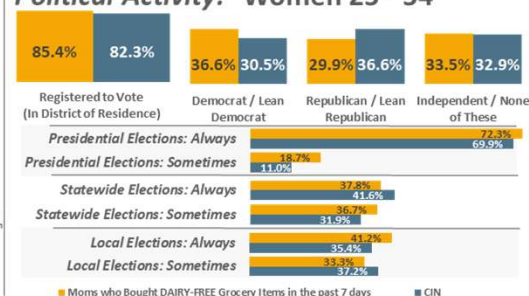


Top-20 past 30-days Online Lifestyle Activities: Women 25 - 54



■ Moms who Bought DAIRY-FREE Grocery Items in the past 7 days ■ CIN

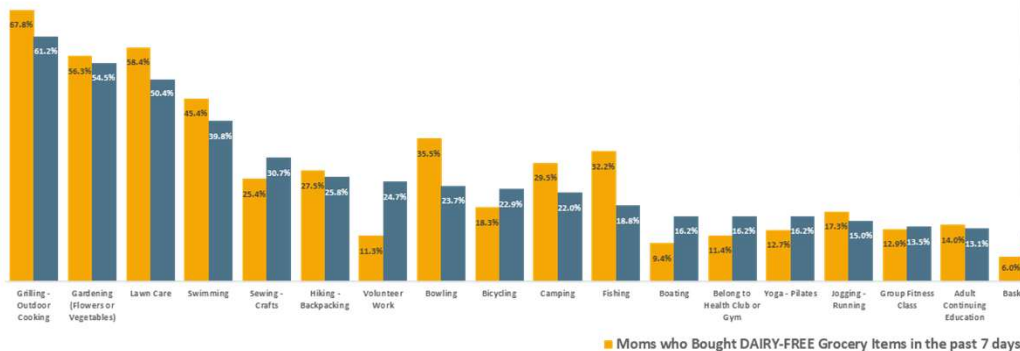
Political Activity: Women 25 - 54



■ Moms who Bought DAIRY-FREE Grocery Items in the past 7 days ■ CIN



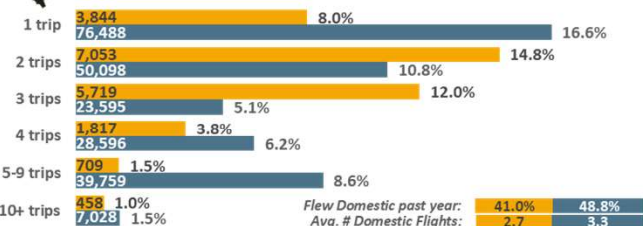
Top-30 past 12-months Active Lifestyle Activities: Women 25 - 54



■ Moms who Bought DAIRY-FREE Grocery Items in the past 7 days ■ CIN



Past 12-months Domestic Airline Trips: Women 25 - 54



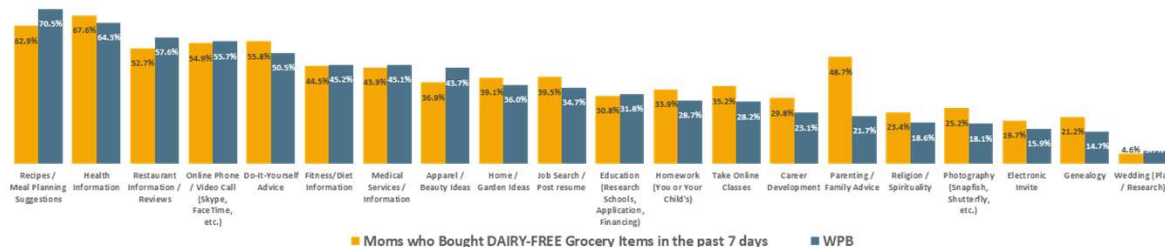
■ Moms who Bought DAIRY-FREE Grocery Items in the past 7 days ■ CIN



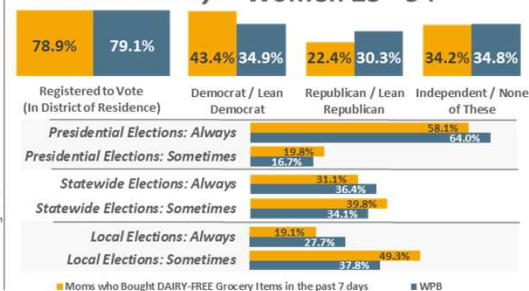
10.0% or 39,015 of WPB DMA Women 25 - 54 are Moms who Bought DAIRY-FREE Grocery Items in the past 7... Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days are 10.5% more likely to look up D-I-Y advice online, 31.1% less likely to always vote in local elections, 59.8% less likely to belong to a gym, 15.5% less likely to fly domestic pas



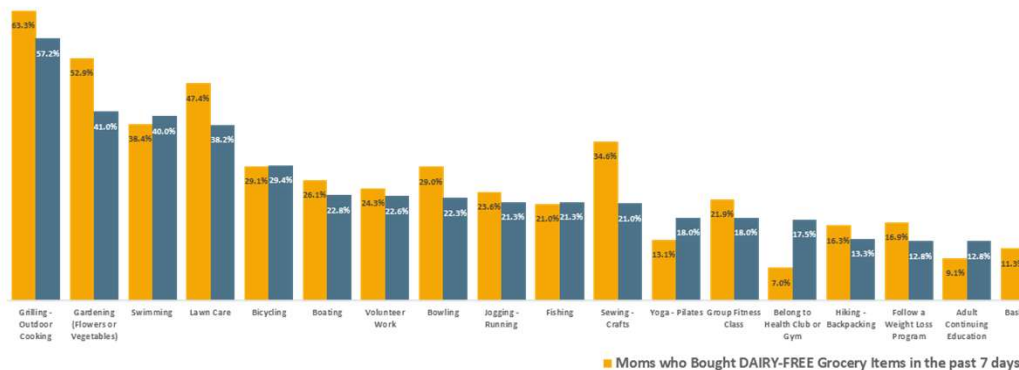
Top-20 past 30-days Online Lifestyle Activites: Women 25 - 54



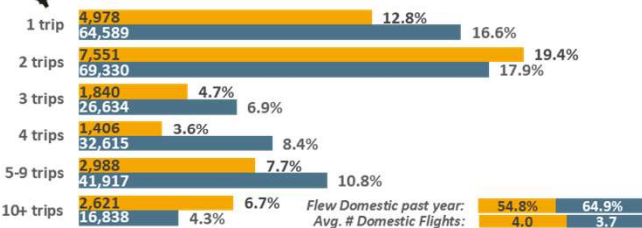
Political Activity: Women 25 - 54



Top-30 past 12-months Active Lifestyle Activites: Women 25 - 54



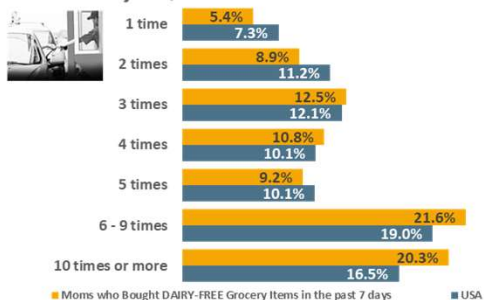
Past 12-months Domestic Airline Trips: Women 25 - 54





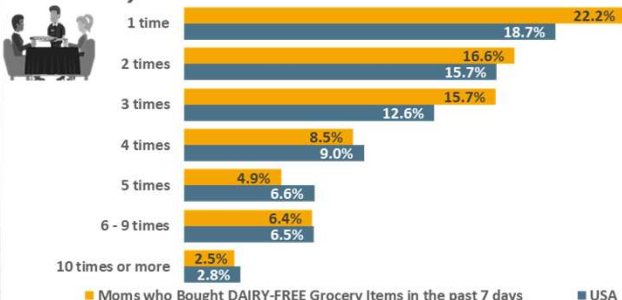
11.6% or 7,449,707 of USA Women 25 - 54 are Moms who Bought DAIRY-FREE Grocery Items in the past 7 days. Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days are 2.6% more likely to use QSRs past mo., 6.8% more likely to use Sit-Down Restaurants past mo., 7.4% more likely to use Casinos past yr., 1.5% less likely to smoke cigarettes.

Past 30-days QSR Users: Women 25 - 54



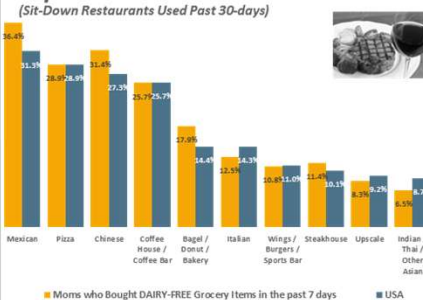
Total Monthly QSR Users:	88.6%	86.4%
Avg. Monthly QSR Meals:	6.9	6.3

Past 30-days Sit-Down Restaurant Users: Women 25 - 54



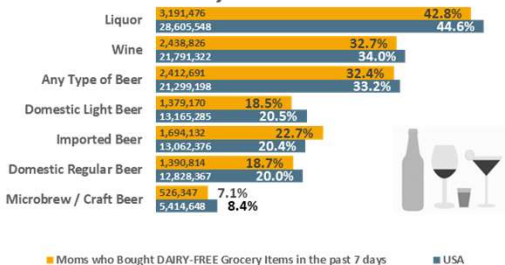
Total Monthly Sit-Down Restaurant Users:	76.9%	72.0%
Avg. Monthly Sit-Down Restaurant Meals:	3.2	3.4

Top-10 Cuisines: Women 25 - 54

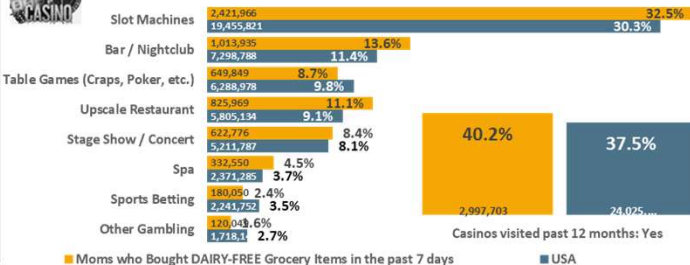


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)	23.7%
Moms who Bought DAIRY-FREE Grocery Items in the...	25.5%

Drank Past 30-days: Women 25 - 54

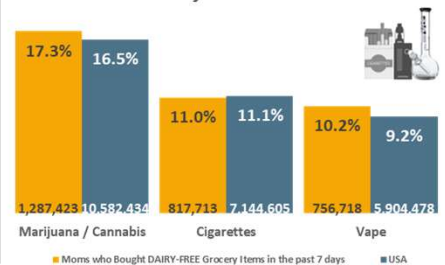


Past 12 months Casino Activities: Women 25 - 54



Casinos visited past 12 months: Yes	40.2%	37.5%
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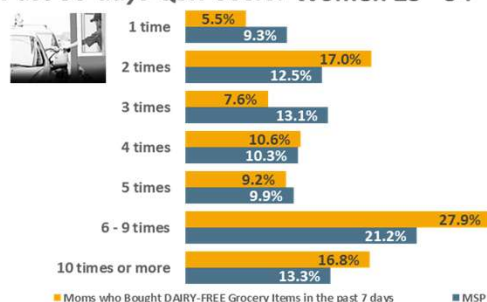
Used Past 30-days: Women 25 - 54



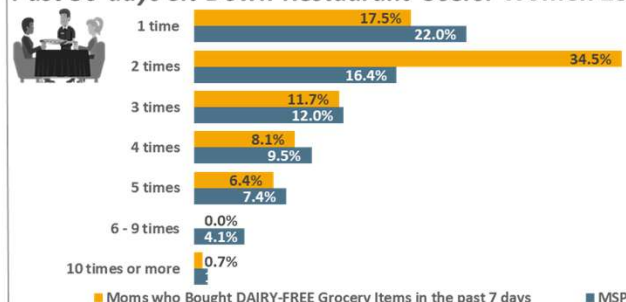


10.2% or 94,413 of MSP DMA Women 25 - 54 are Moms who Bought DAIRY-FREE Grocery Items in the past 7 days. Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days are 5.8% more likely to use QSRs past mo., 8.8% more likely to use Sit-Down Restaurants past mo., 11.6% more likely to use Casinos past yr., 54.4% less likely to smoke cigarettes.

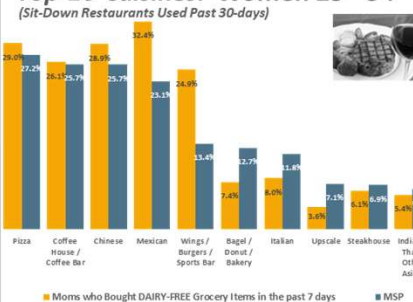
Past 30-days QSR Users: Women 25 - 54



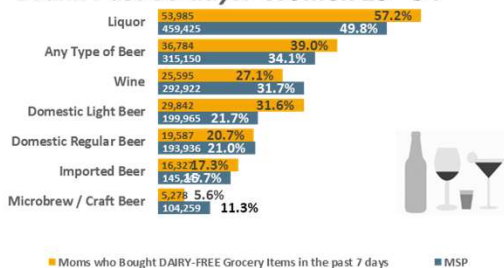
Past 30-days Sit-Down Restaurant Users: Women 25 - 54



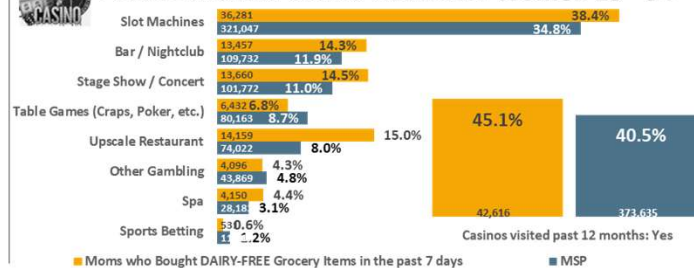
Top-10 Cuisines: Women 25 - 54



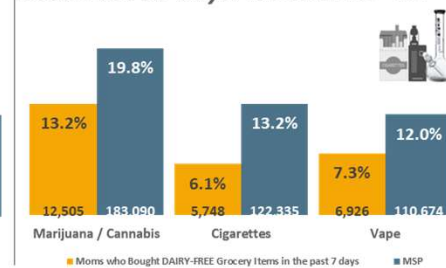
Drank Past 30-days: Women 25 - 54



Past 12 months Casino Activities: Women 25 - 54



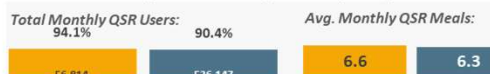
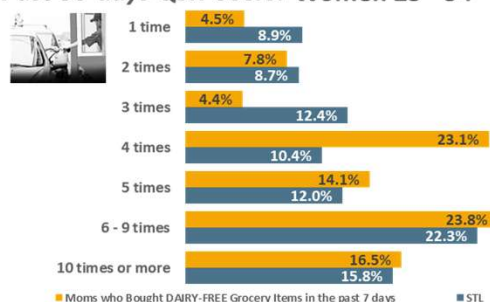
Used Past 30-days: Women 25 - 54



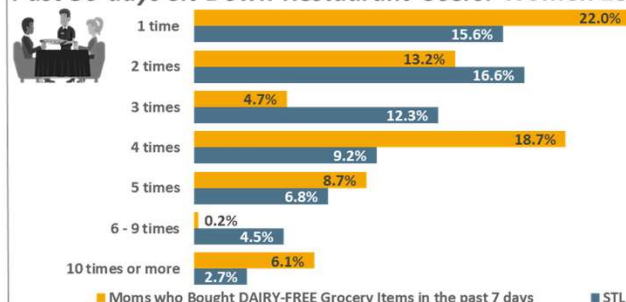


10.2% or 60,365 of STL DMA Women 25 - 54 are Moms who Bought DAIRY-FREE Grocery Items in the past 7 days. Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days are 4.1% more likely to use QSRs past mo., 8.8% more likely to use Sit-Down Restaurants past mo., 25.8% more likely to use Casinos past yr., 76.% less likely to smoke cigarettes.

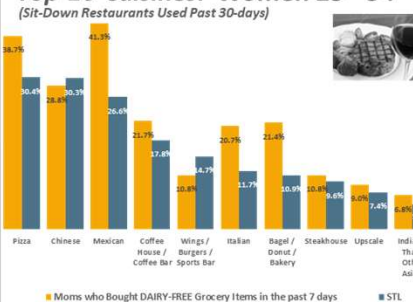
Past 30-days QSR Users: Women 25 - 54



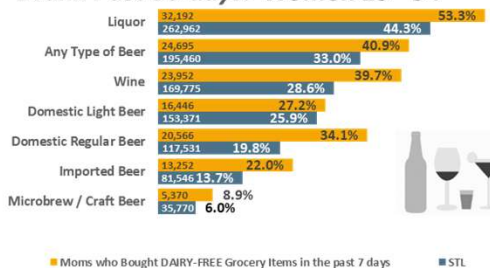
Past 30-days Sit-Down Restaurant Users: Women 25 - 54



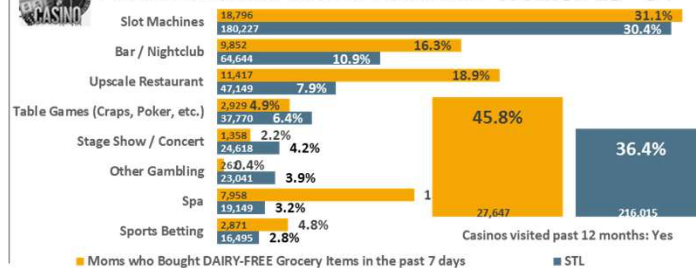
Top-10 Cuisines: Women 25 - 54



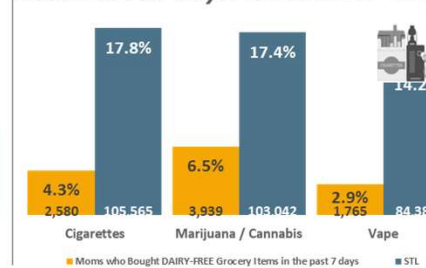
Drank Past 30-days: Women 25 - 54



Past 12 months Casino Activities: Women 25 - 54



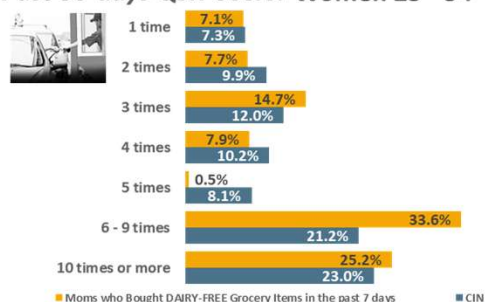
Used Past 30-days: Women 25 - 54



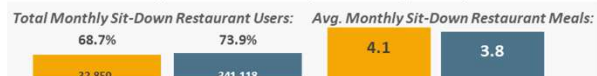
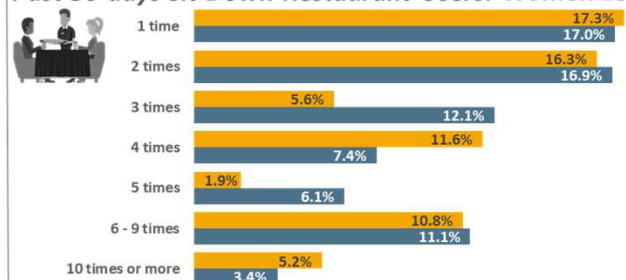


10.3% or 47,790 of CIN DMA Women 25 - 54 are Moms who Bought DAIRY-FREE Grocery Items in the past 7 days. Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days are 5.4% more likely to use QSRs past mo., 6.9% less likely to use Sit-Down Restaurants past mo., 42.6% more likely to use Casinos past yr., 42.% less likely to smoke cigarettes.

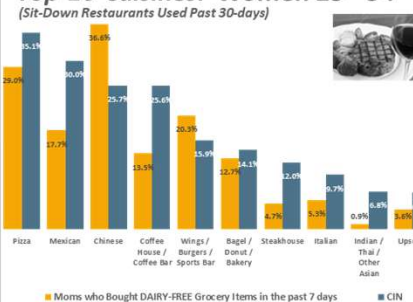
Past 30-days QSR Users: Women 25 - 54



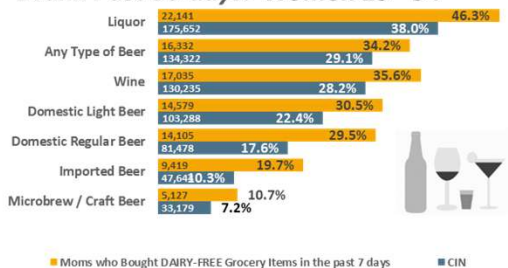
Past 30-days Sit-Down Restaurant Users: Women 25 - 54



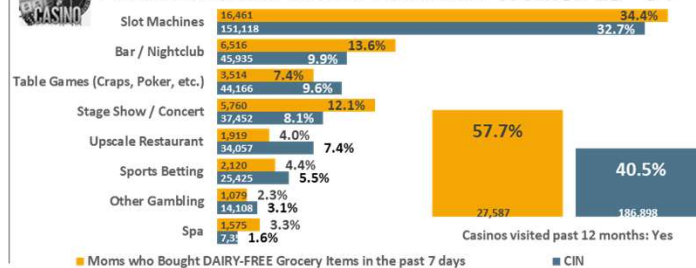
Top-10 Cuisines: Women 25 - 54



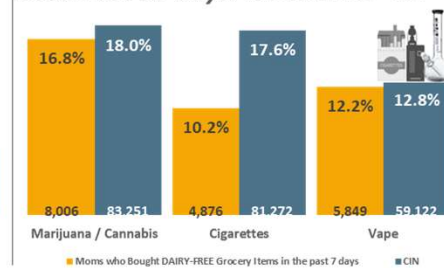
Drank Past 30-days: Women 25 - 54



Past 12 months Casino Activities: Women 25 - 54



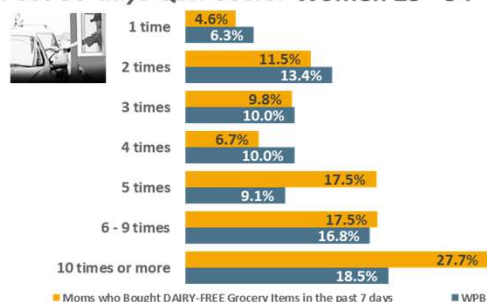
Used Past 30-days: Women 25 - 54



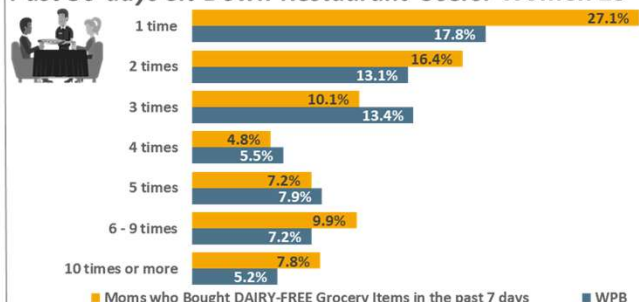


10.0% or 39,015 of WPB DMA Women 25 - 54 are Moms who Bought DAIRY-FREE Grocery Items in the past 7 days. Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days are 13.3% more likely to use QSRs past mo., 18.9% more likely to use Sit-Down Restaurants past mo., 10.8% less likely to use Casinos past yr., 42.2% less likely to smoke cigarettes.

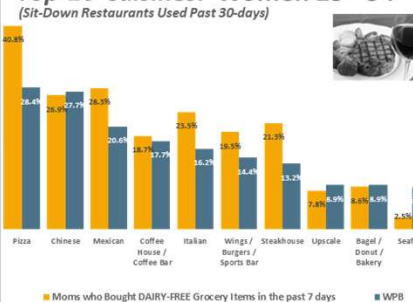
Past 30-days QSR Users: Women 25 - 54



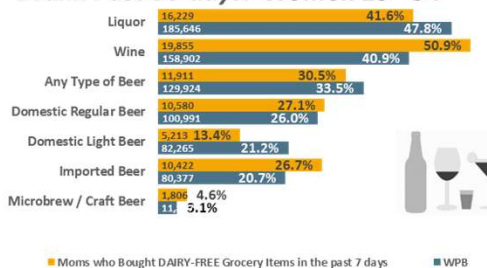
Past 30-days Sit-Down Restaurant Users: Women 25 - 54



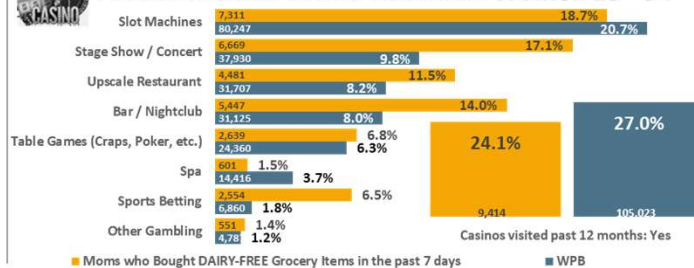
Top-10 Cuisines: Women 25 - 54



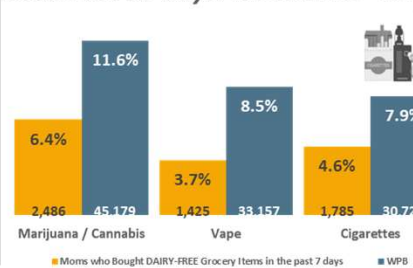
Drank Past 30-days: Women 25 - 54



Past 12 months Casino Activities: Women 25 - 54

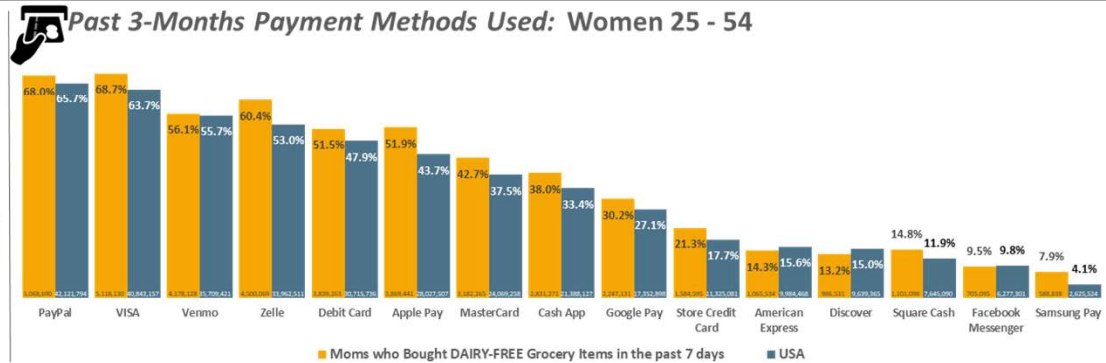
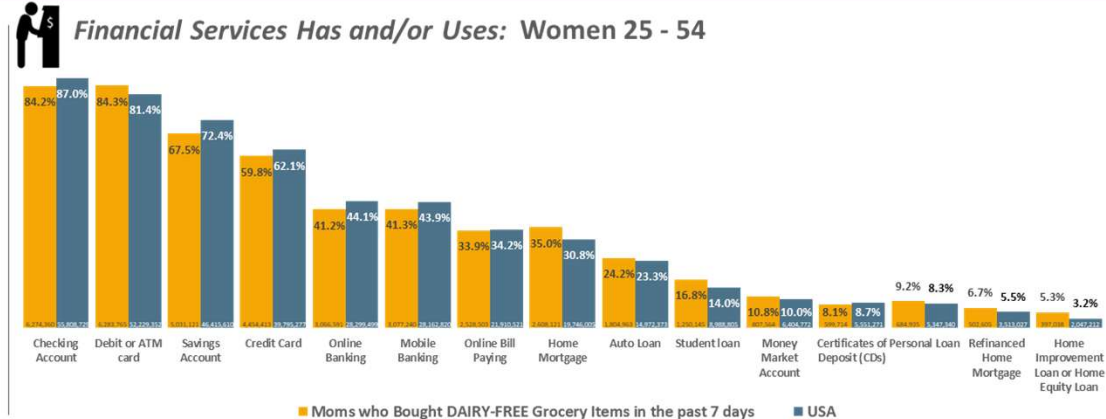
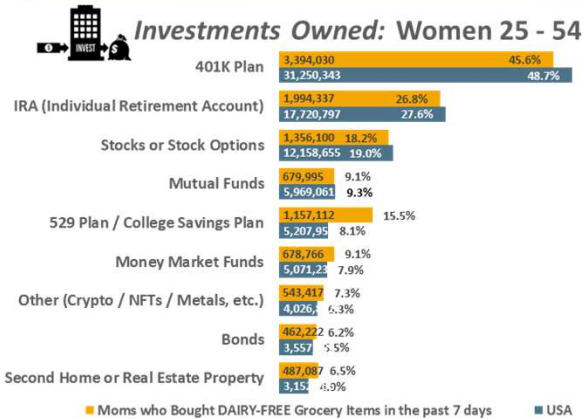


Used Past 30-days: Women 25 - 54





11.6% or 7,449,707 of USA Women 25 - 54 are Moms who Bought DAIRY-FREE Grocery Items in the past 7 days. Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days are 6.5% less likely to have a 401K, 3.8% more likely to have an Auto Loan, 7.7% more likely to Invest/Trade Stocks Online, 7.6% more likely to pay with their Debit Card.

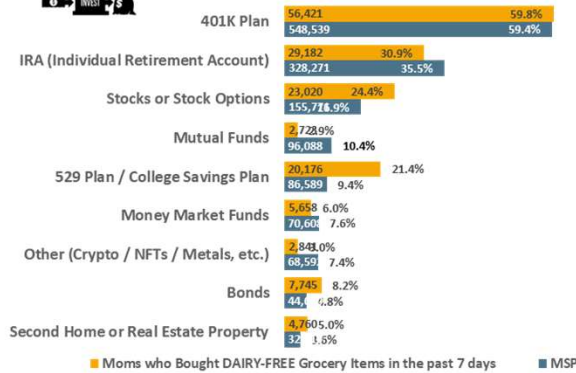




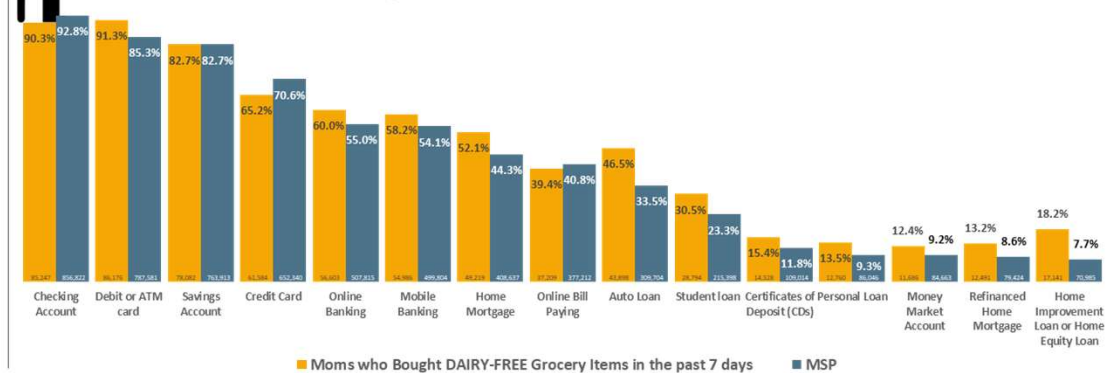
10.2% or 94,413 of MSP DMA Women 25 - 54 are Moms who Bought DAIRY-FREE Grocery Items in the past 7... Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days are .6% more likely to have a 401K, 38.6% more likely to have an Auto Loan, 29.6% more likely to Invest/Trade Stocks Online, 20.% more likely to pay with their Debit Card.



Investments Owned: Women 25 - 54



Financial Services Has and/or Uses: Women 25 - 54



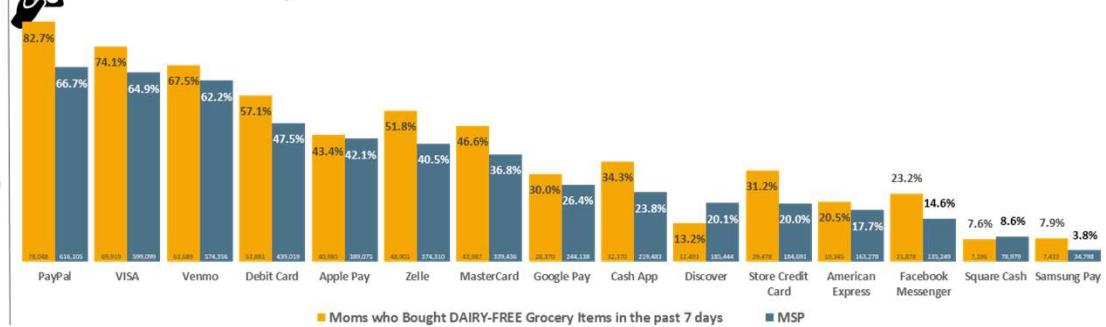
Professional Services Used*: Women 25 - 54



(*Past 12 Months)

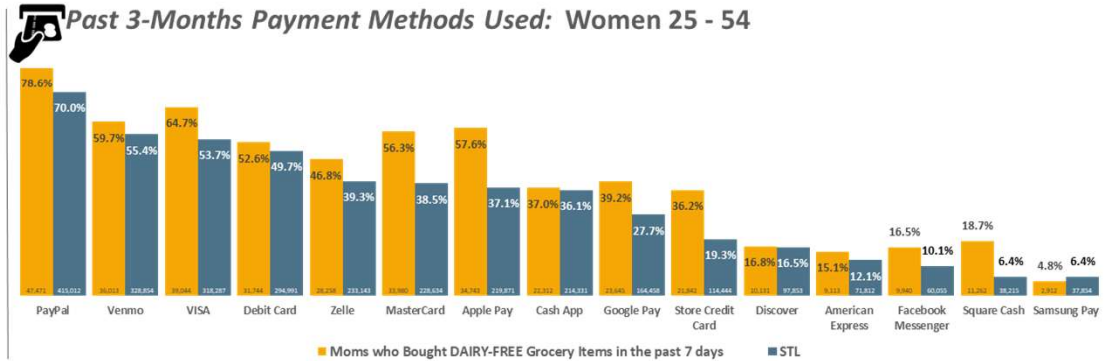
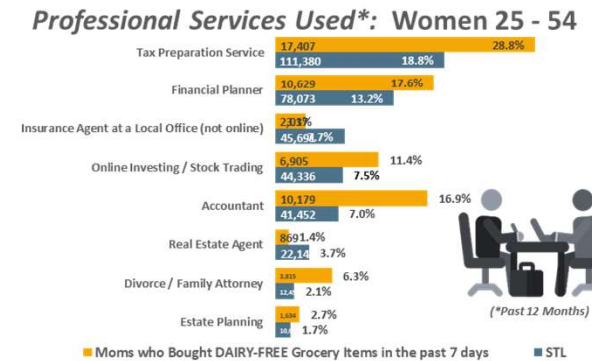
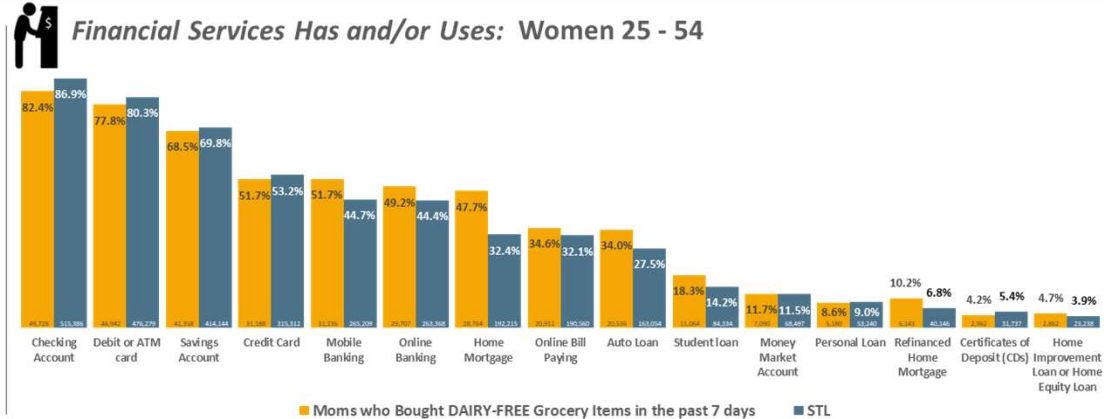
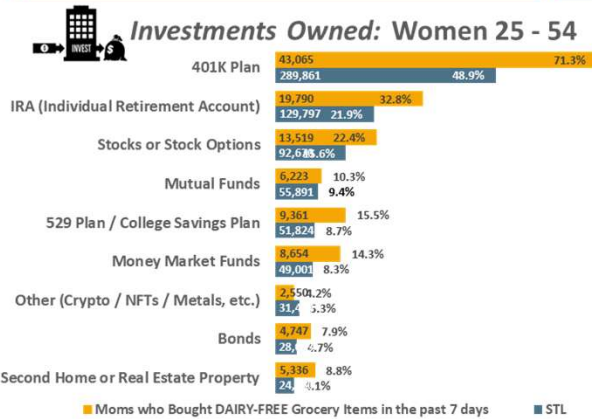


Past 3-Months Payment Methods Used: Women 25 - 54



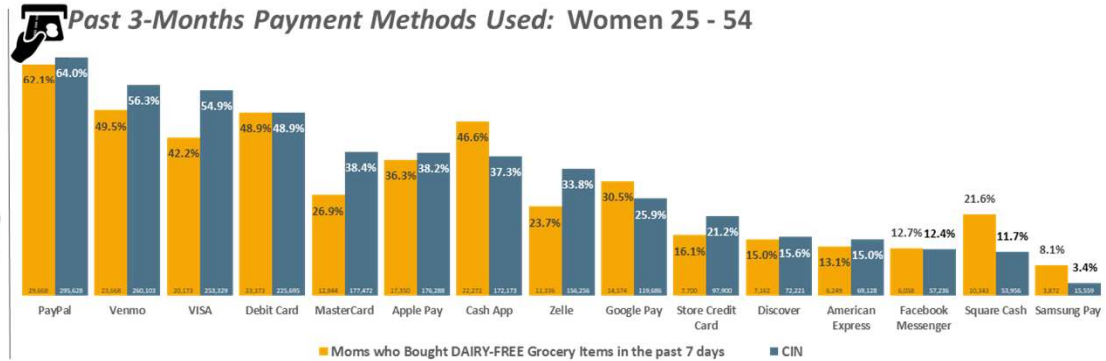
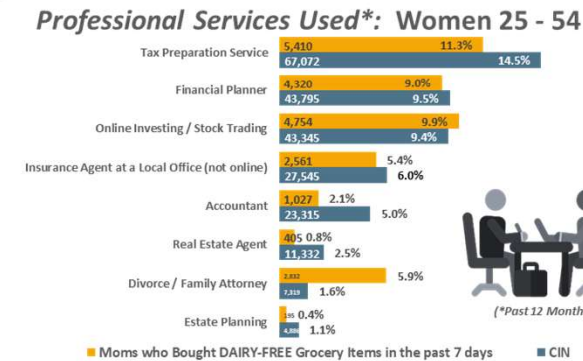
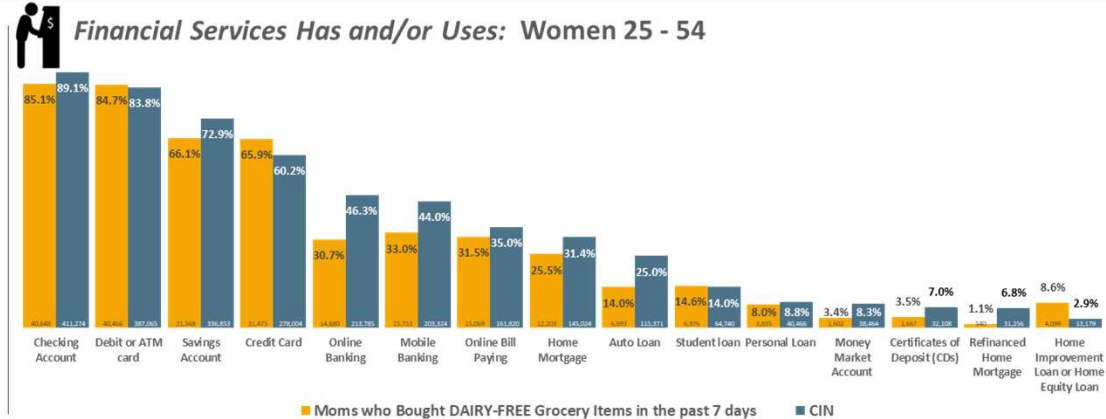
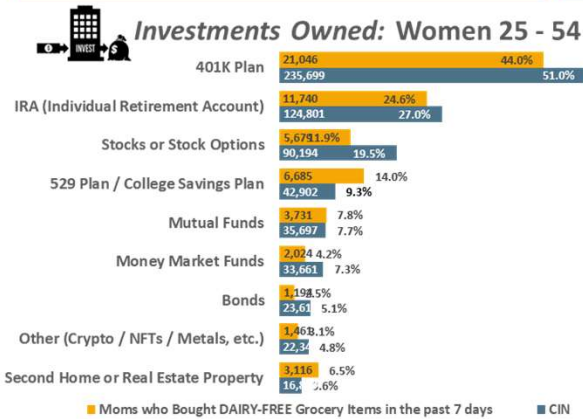


10.2% or 60,365 of STL DMA Women 25 - 54 are Moms who Bought DAIRY-FREE Grocery Items in the past 7... Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days are 46.% more likely to have a 401K, 23.8% more likely to have an Auto Loan, 53.% more likely to Invest/Trade Stocks Online, 5.7% more likely to pay with their Debit Card.



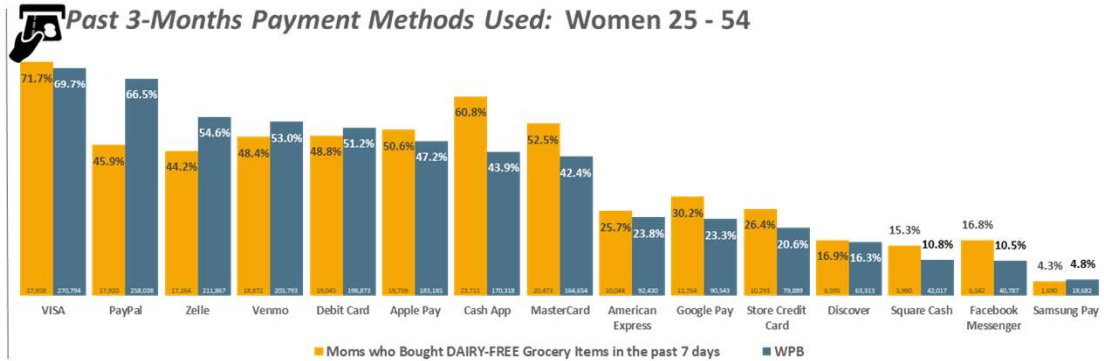
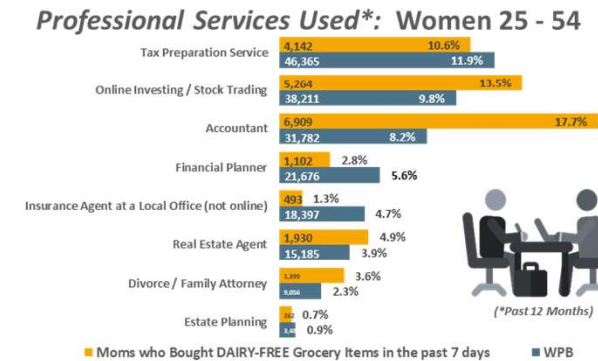
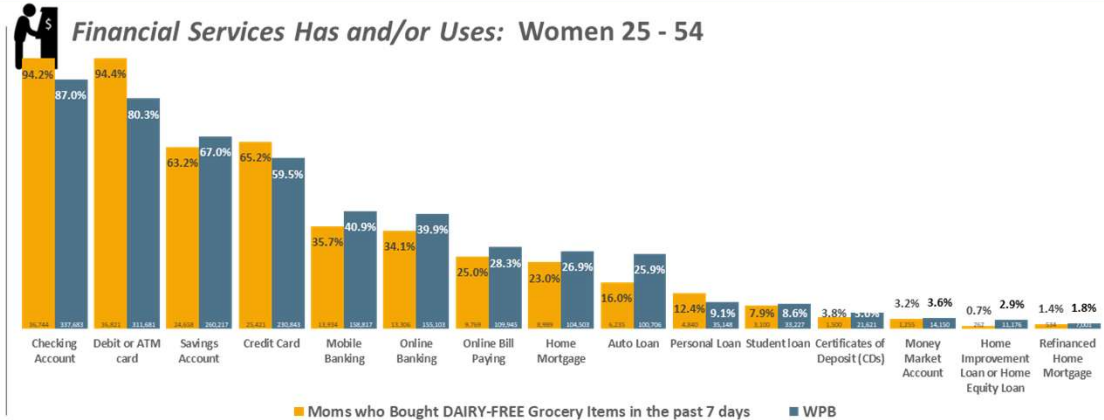
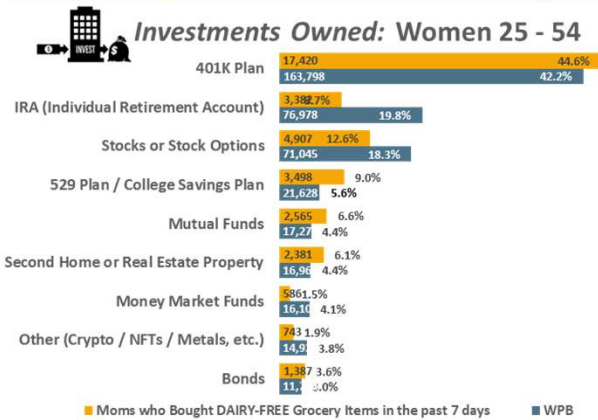


10.3% or 47,790 of CIN DMA Women 25 - 54 are Moms who Bought DAIRY-FREE Grocery Items in the past 7...
 Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days are 13.7% less likely to have a 401K, 43.9% less likely to have an Auto Loan, 6.% more likely to Invest/Trade Stocks Online, .1% more likely to pay with their Debit Card.



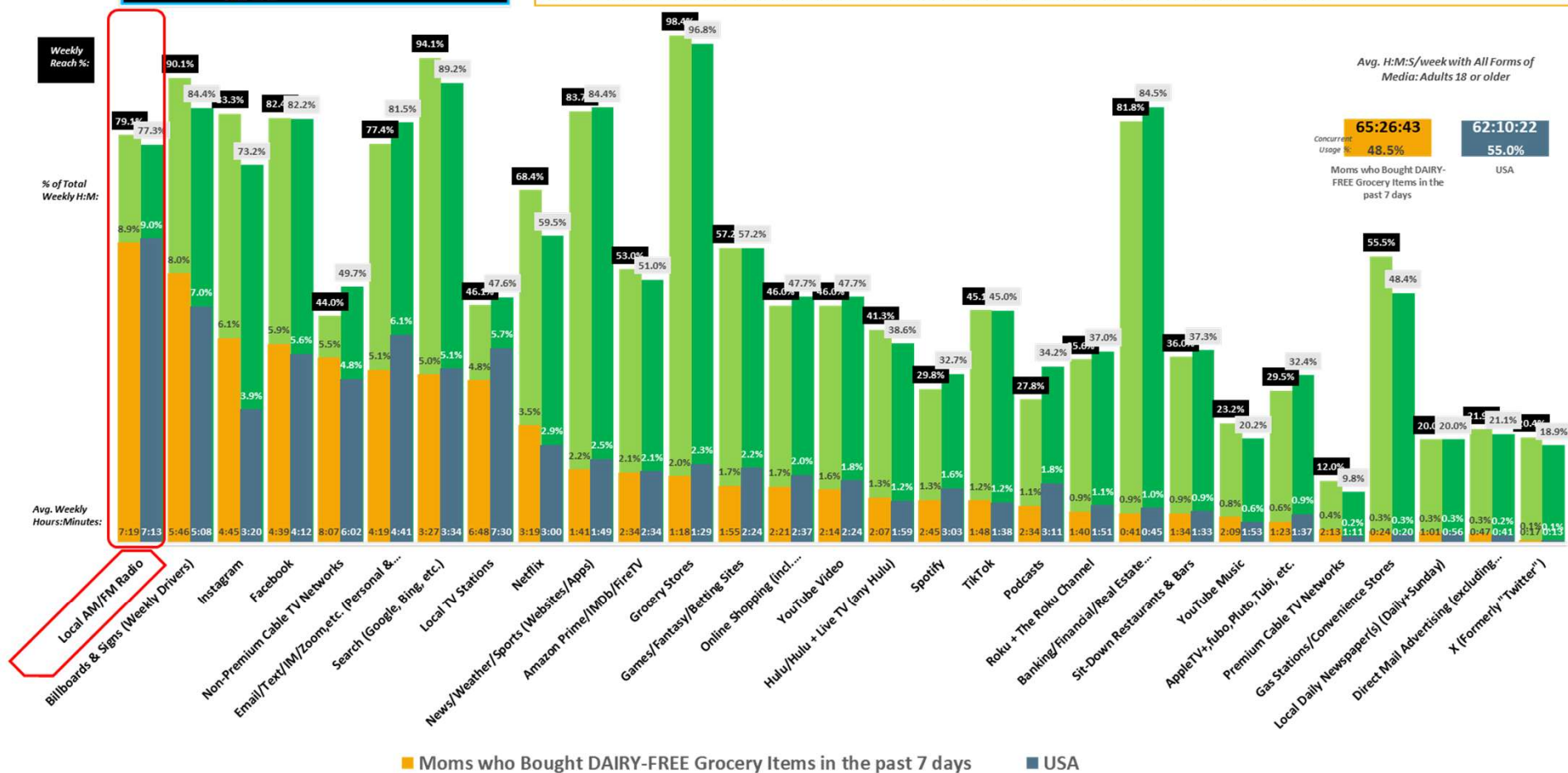


10.0% or 39,015 of WPB DMA Women 25 - 54 are Moms who Bought DAIRY-FREE Grocery Items in the past 7... Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days are 5.8% more likely to have a 401K, 38.4% less likely to have an Auto Loan, 37.1% more likely to Invest/Trade Stocks Online, 4.7% less likely to pay with their Debit Card.





Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days spend an average of 2 days, 17 hours, 26 minutes and 43 seconds each week with All Forms of Media.
79.1% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days spend an avg. of 7 hours and 19 minutes each week listening to All Local AM/FM Radio, representing 8.9% of total time spent with all forms of Media.



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 1,353 USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507
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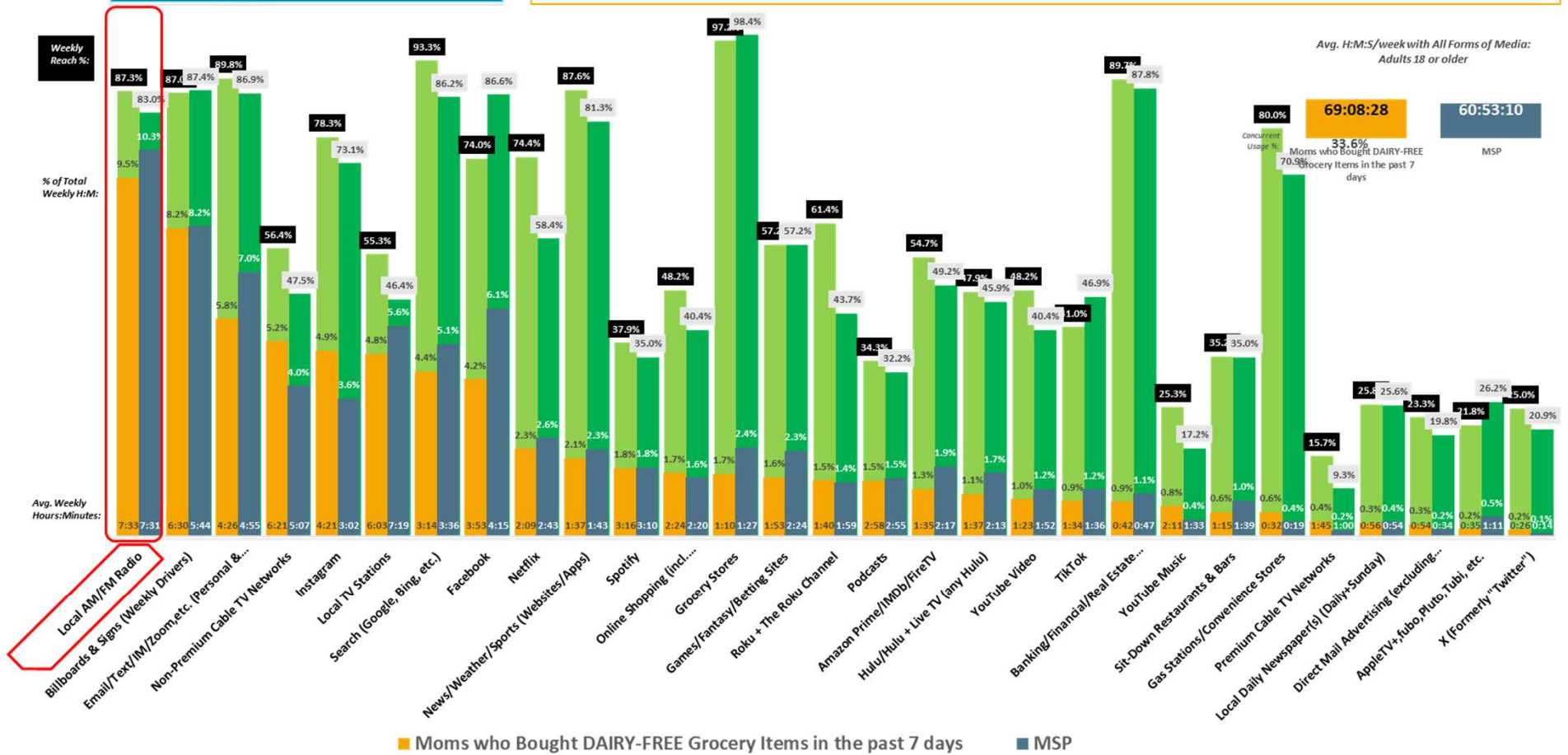
[[(Parent of child under 18: Yes AND Grocery stores shopped past 7 days (HHLD): Any grocery store) AND Food types HHLD bought (HHLD): Dairy-free]]



Share of Everything for Anything

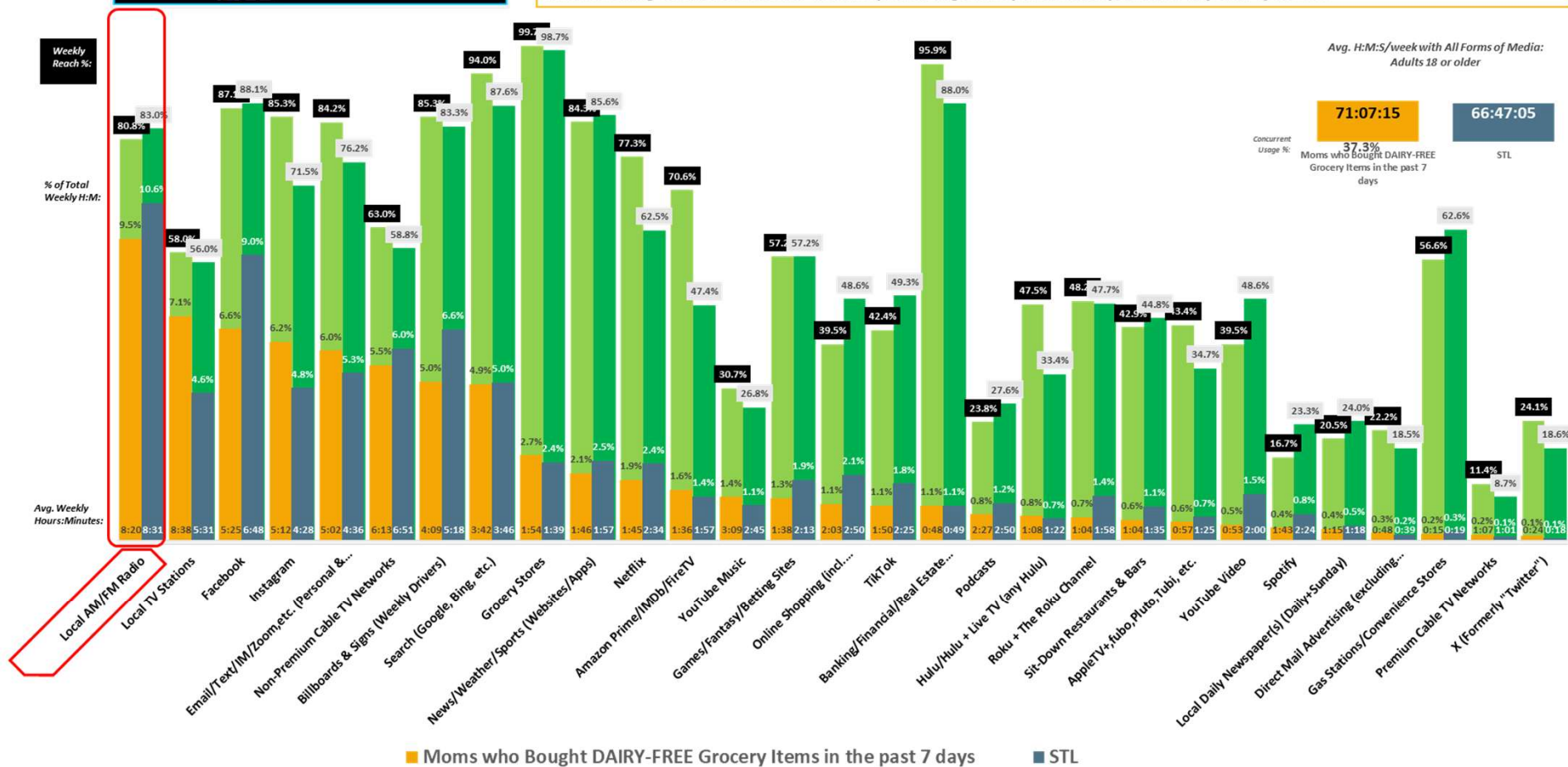


Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days spend an average of 2 days, 21 hours, 8 minutes and 28 seconds each week with All Forms of Media.
87.3% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days spend an avg. of 7 hours and 33 minutes each week listening to All Local AM/FM Radio, representing 9.5% of total time spent with all forms of Media.



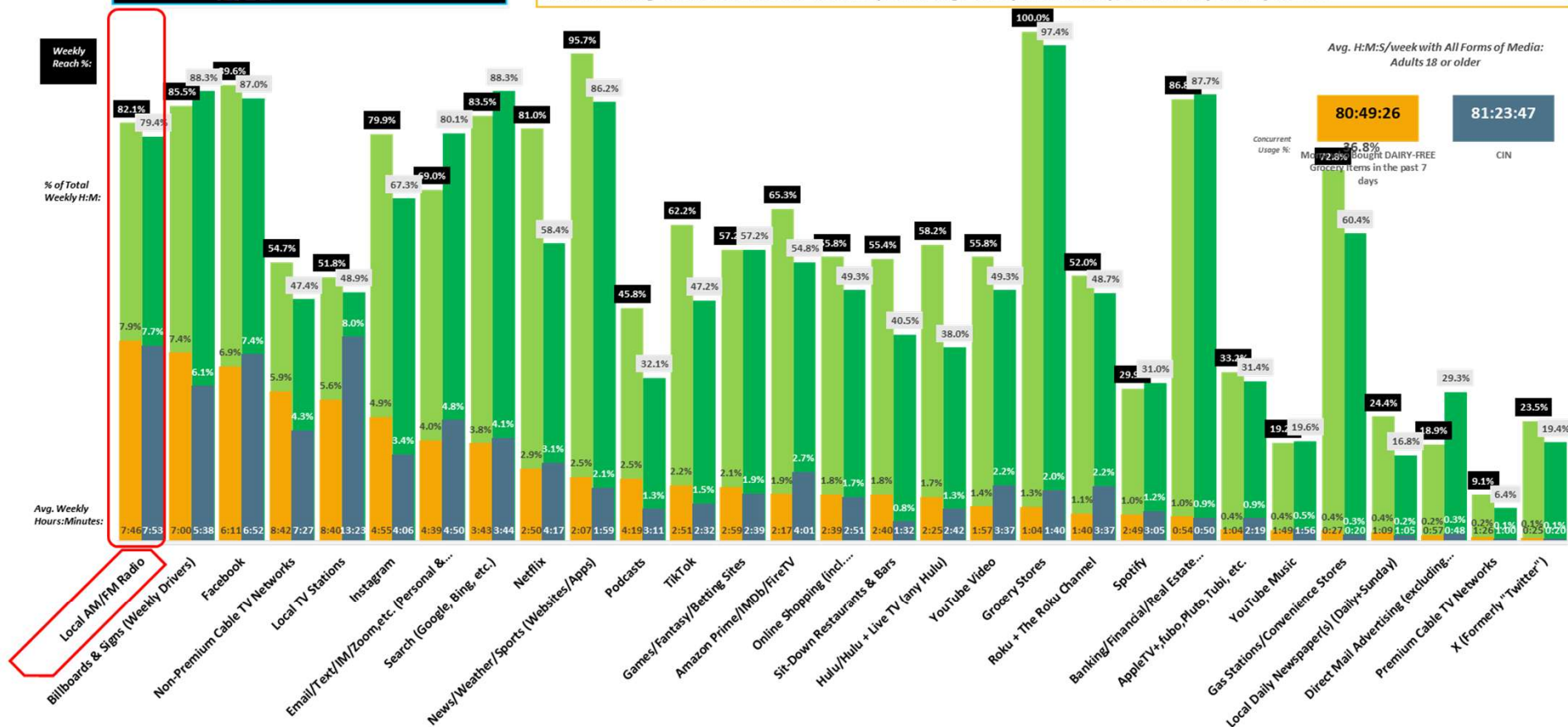


Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days spend an average of 2 days, 23 hours, 7 minutes and 15 seconds each week with All Forms of Media.
80.8% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days spend an avg. of 8 hours and 20 minutes each week listening to All Local AM/FM Radio, representing 9.5% of total time spent with all forms of Media.





Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days spend an average of 3 days, 8 hours, 49 minutes and 26 seconds each week with All Forms of Media.
82.1% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days spend an avg. of 7 hours and 46 minutes each week listening to All Local AM/FM Radio, representing 7.9% of total time spent with all forms of Media.



■ Moms who Bought DAIRY-FREE Grocery Items in the past 7 days

■ CIN

CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 92 CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033
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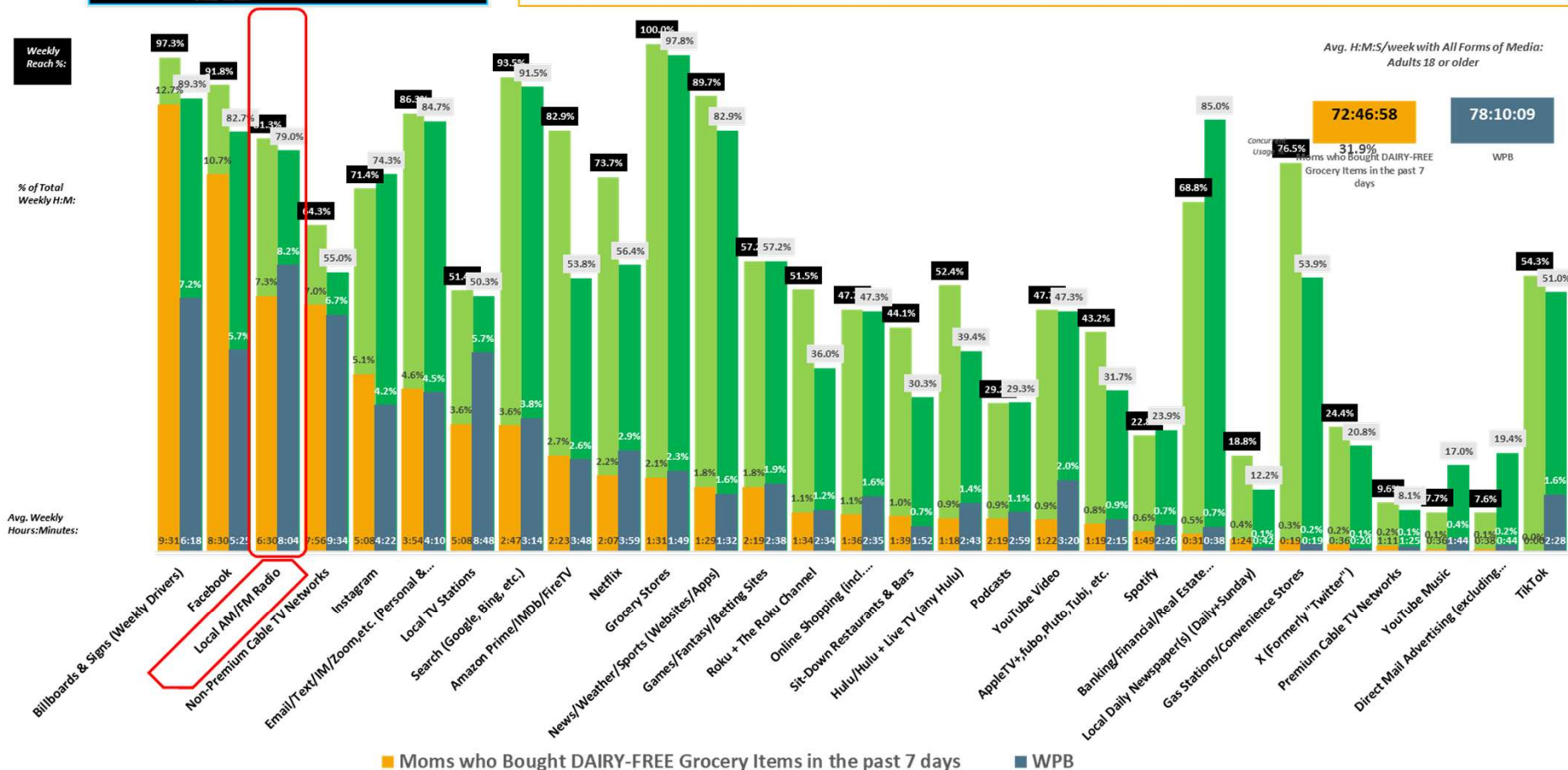
[[(Parent of child under 18: Yes AND Grocery stores shopped past 7 days (HHL): Any grocery store) AND Food types HHL bought (HHL): Dairy-free]]



Share of Everything for Anything

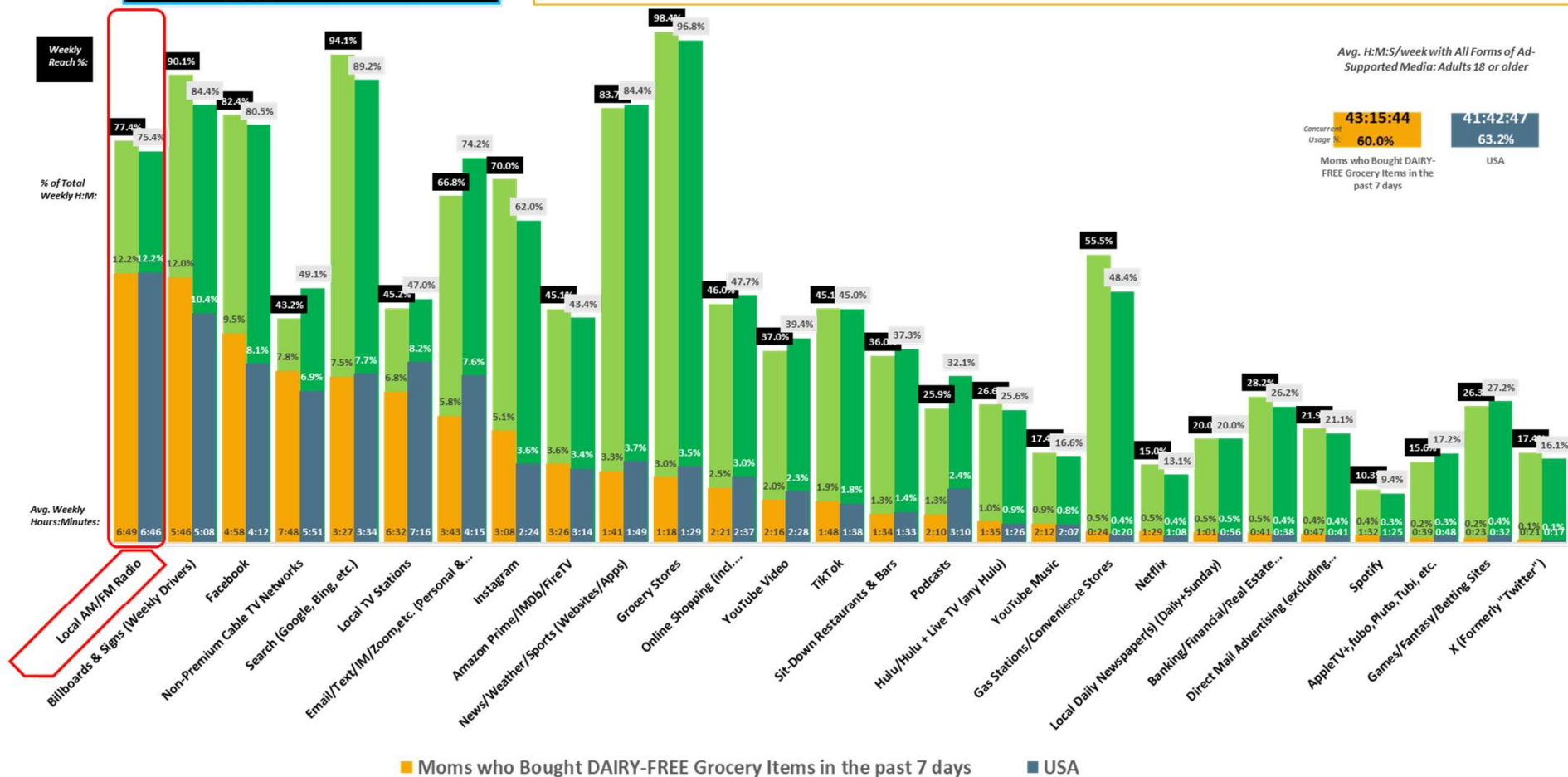


Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days spend an average of 3 days, 0 hours, 46 minutes and 58 seconds each week with All Forms of Media.
81.3% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days spend an avg. of 6 hours and 30 minutes each week listening to All Local AM/FM Radio, representing 7.3% of total time spent with all forms of Media.





Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days spend an average of 1 days, 19 hours, 15 minutes and 44 seconds each week with All Forms of Ad-Supported Media.
 77.4% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days spend an avg. of 6 hours and 49 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.2% of total time spent with all forms of Ad-Supported Media.

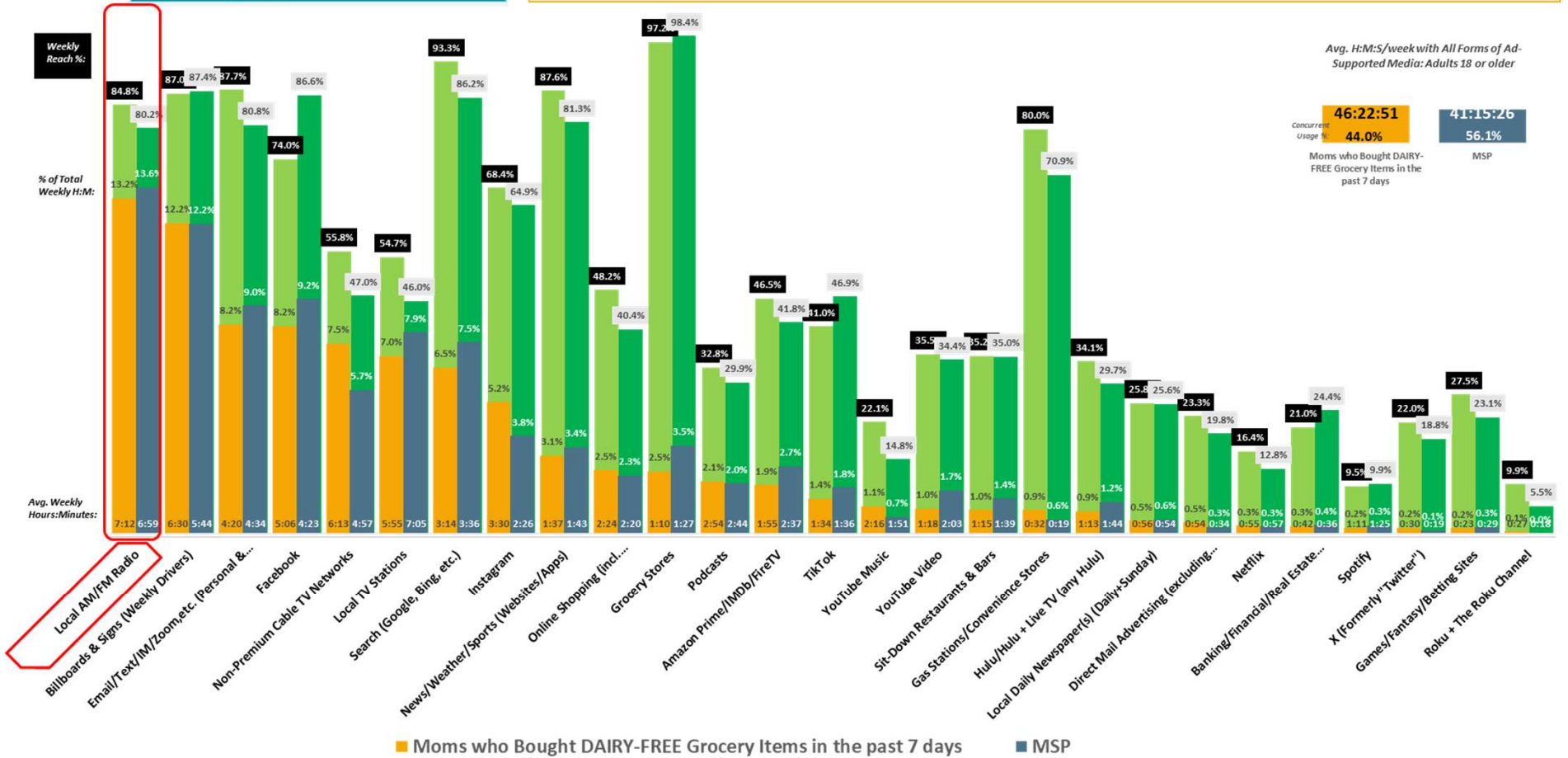


Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

Concurrent Usage %: 43:15:44 (60.0%) vs 41:42:47 (63.2%)
 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days vs USA

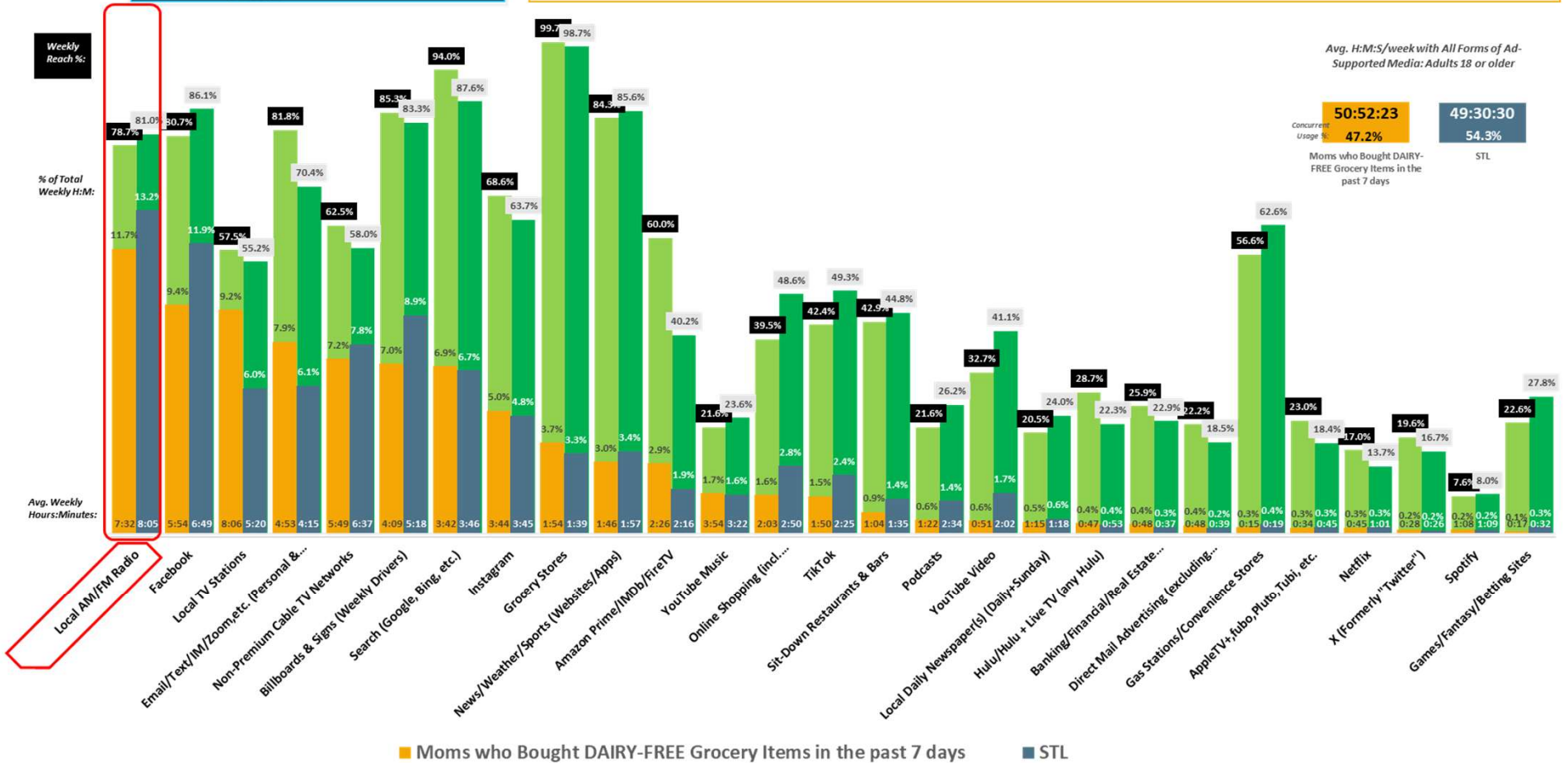


Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days spend an average of 1 days, 22 hours, 22 minutes and 51 seconds each week with All Forms of Ad-Supported Media.
84.8% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days spend an avg. of 7 hours and 12 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.2% of total time spent with all forms of Ad-Supported Media.





Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days spend an average of 2 days, 2 hours, 52 minutes and 23 seconds each week with All Forms of Ad-Supported Media.
78.7% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days spend an avg. of 7 hours and 32 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.7% of total time spent with all forms of Ad-Supported Media.

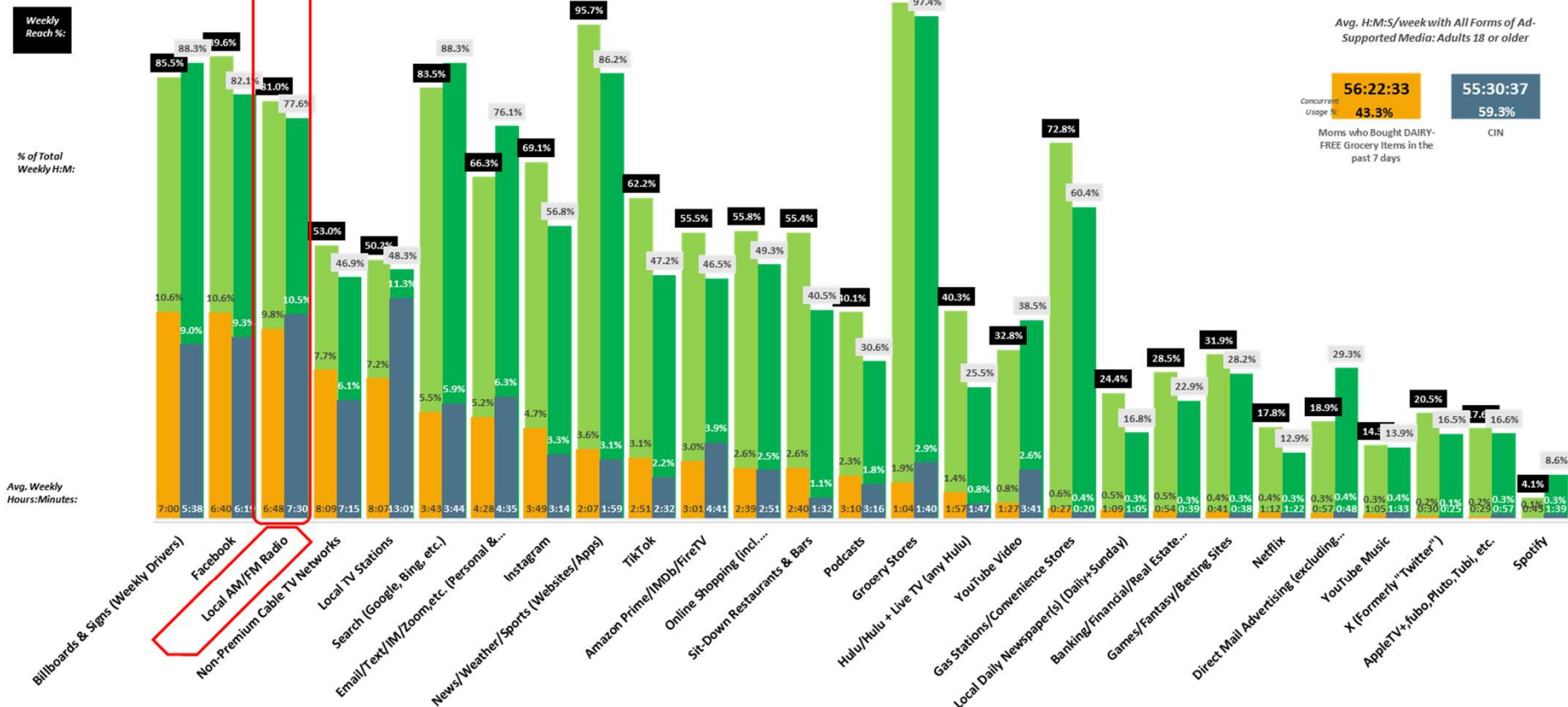


Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

Concurrent Usage %
50:52:23 47.2%
49:30:30 54.3%
Moms who Bought DAIRY-FREE Grocery Items in the past 7 days
STL



Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days spend an average of 2 days, 8 hours, 22 minutes and 33 seconds each week with All Forms of Ad-Supported Media.
81.1% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days spend an avg. of 6 hours and 48 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.8% of total time spent with all forms of Ad-Supported Media.



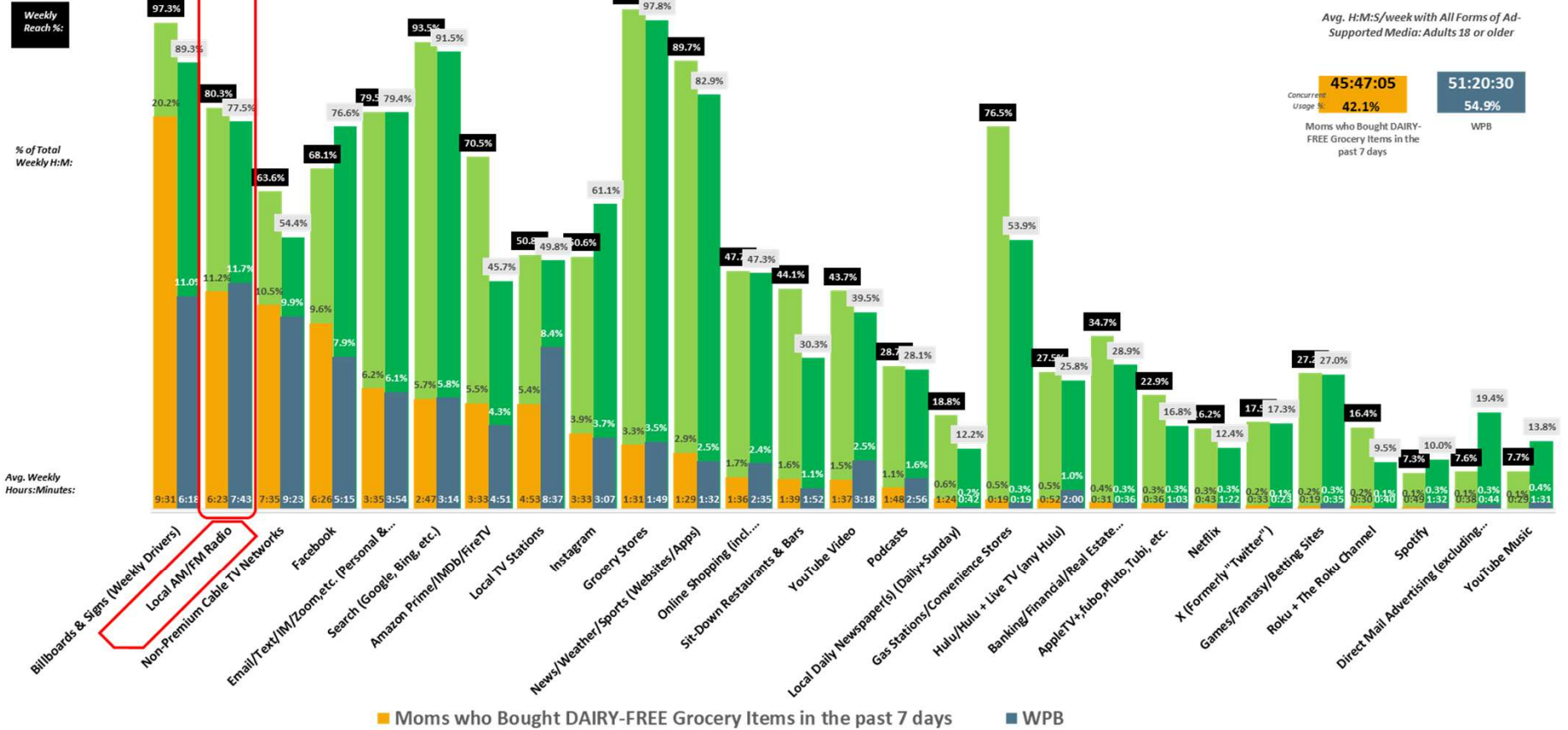
Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

56:22:33	55:30:37
43.3%	59.3%
Moms who Bought DAIRY-FREE Grocery Items in the past 7 days	CIN

Moms who Bought DAIRY-FREE Grocery Items in the past 7 days CIN



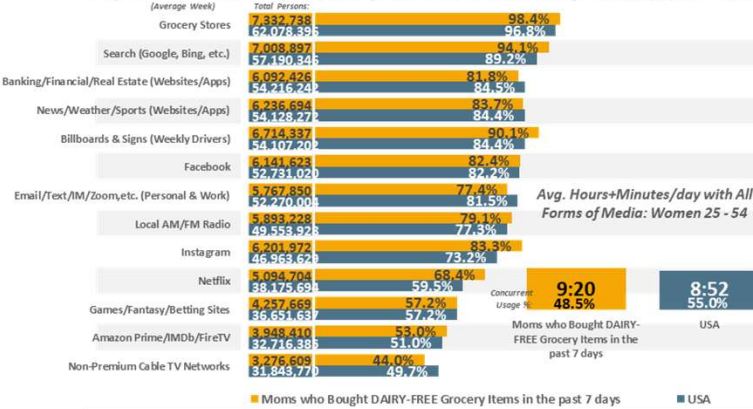
Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days spend an average of 1 days, 21 hours, 47 minutes and 5 seconds each week with All Forms of Ad-Supported Media.
80.3% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days spend an avg. of 6 hours and 23 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.2% of total time spent with all forms of Ad-Supported Media.



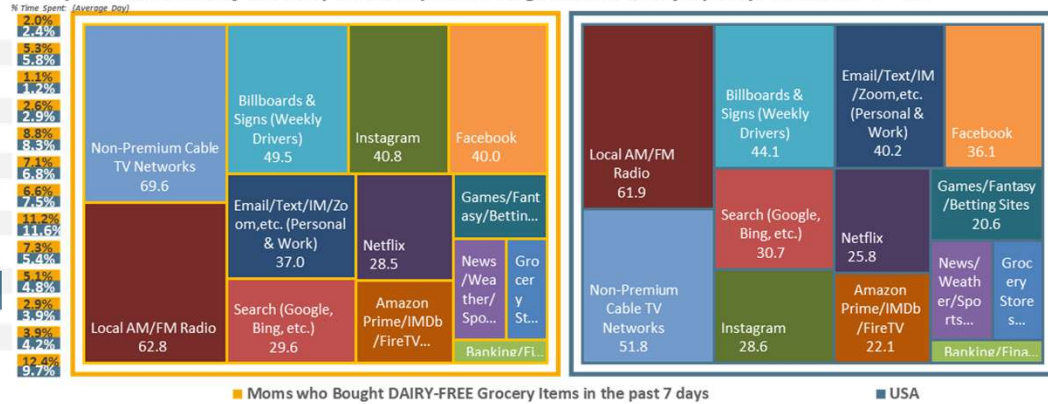


Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days spend an average of 6 hours and 10 minutes each day with All Forms of Ad-Supported Media. 77.4% listen to Local AM/FM Radio for an avg. of 58.4 minutes/day. (Local Radio delivers 12.2% of Time with Ad-Supported Media.)

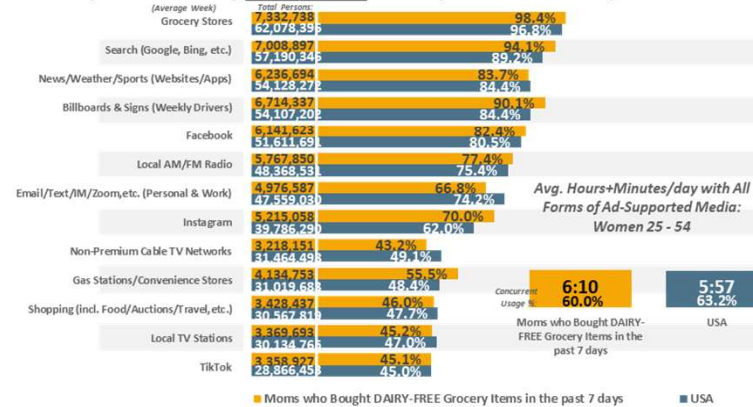
Top-13 All Forms of Media (Persons & % Reach): Women 25 - 54



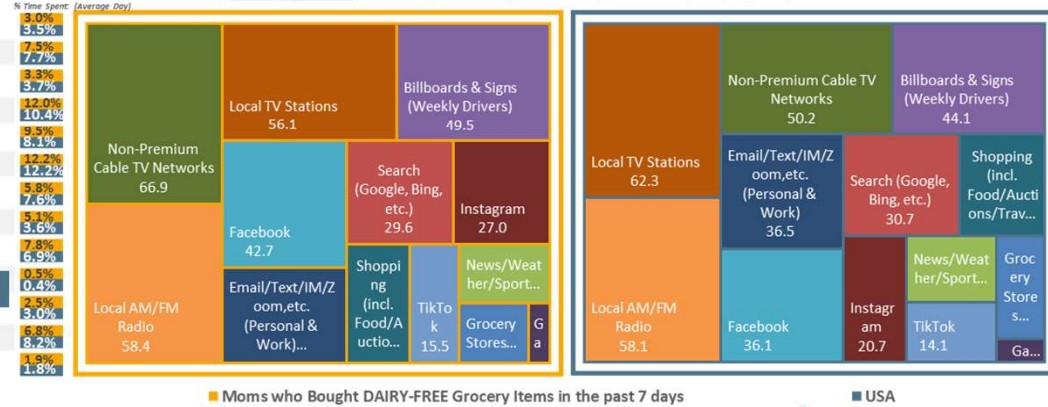
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Women 25 - 54



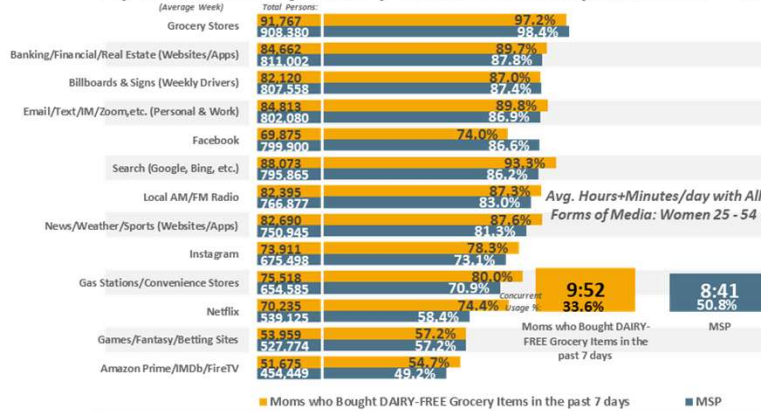
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



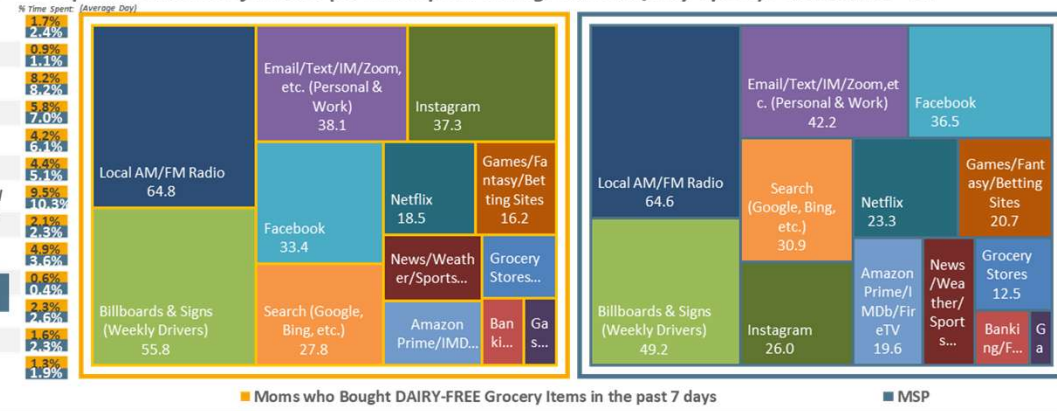


Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days spend an average of 6 hours and 37 minutes each day with All Forms of Ad-Supported Media. 84.8% listen to Local AM/FM Radio for an avg. of 61.8 minutes/day. (Local Radio delivers 13.2% of Time with Ad-Supported Media.)

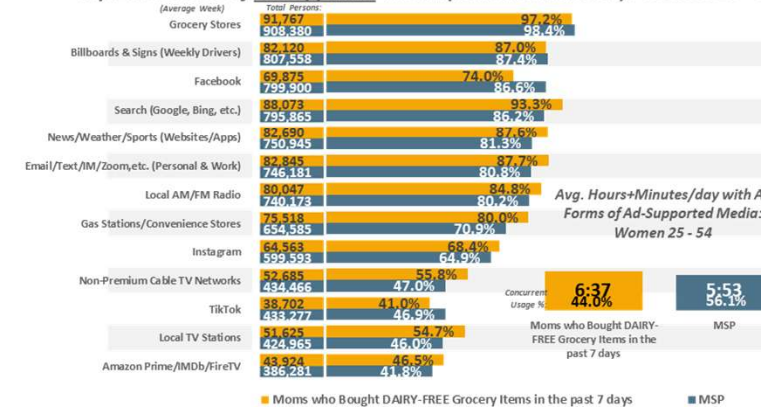
Top-13 All Forms of Media (Persons & % Reach): Women 25 - 54



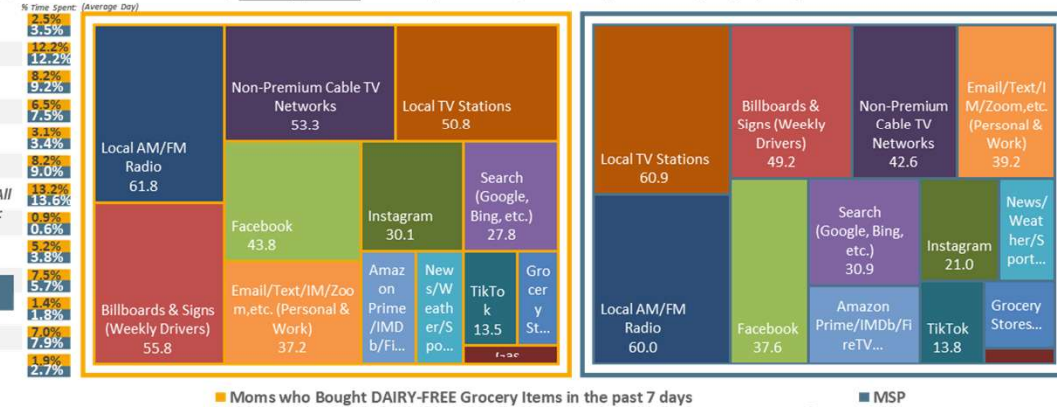
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Women 25 - 54



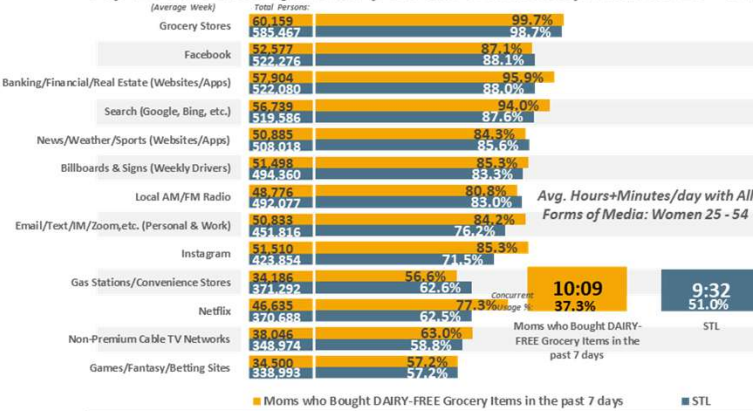
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



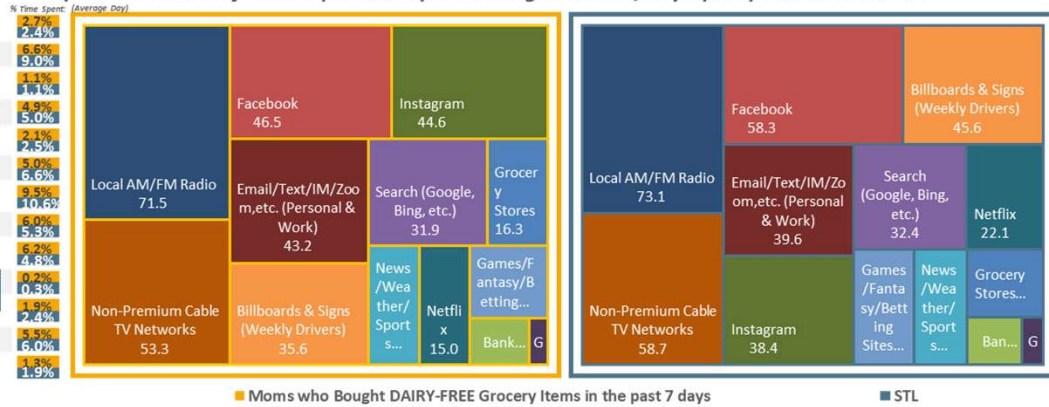


Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days spend an average of 7 hours and 16 minutes each day with All Forms of Ad-Supported Media. 78.7% listen to Local AM/FM Radio for an avg. of 64.6 minutes/day. (Local Radio delivers 11.7% of Time with Ad-Supported Media.)

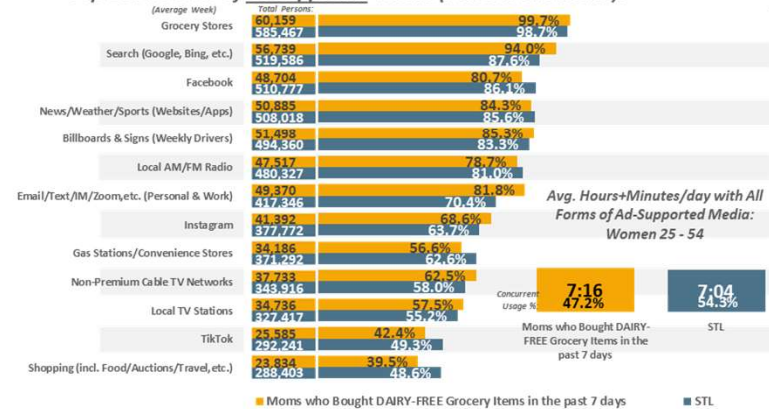
Top-13 All Forms of Media (Persons & % Reach): Women 25 - 54



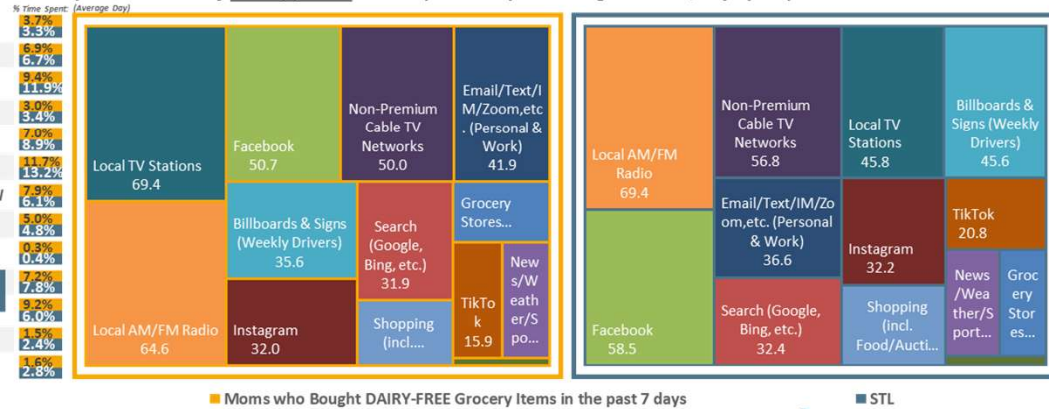
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Women 25 - 54



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 103
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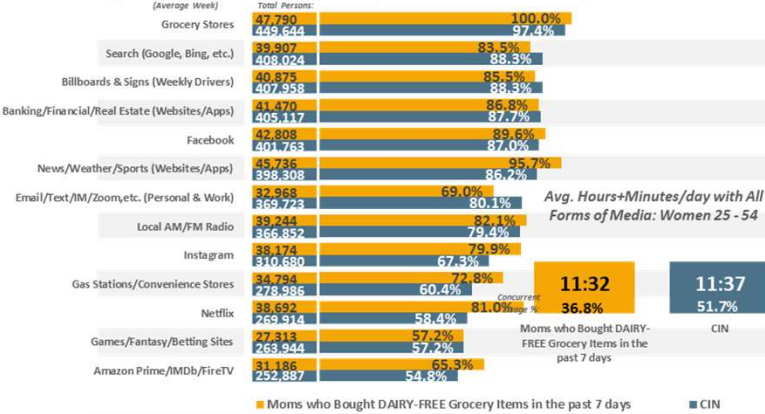
soefa.ai Share of Everything for Anything

[[Parent of child under 18: Yes AND Grocery stores shopped past 7 days (HHLd): Any grocery store] AND Food types HHLd bought (HHLd): Dairy-free]]

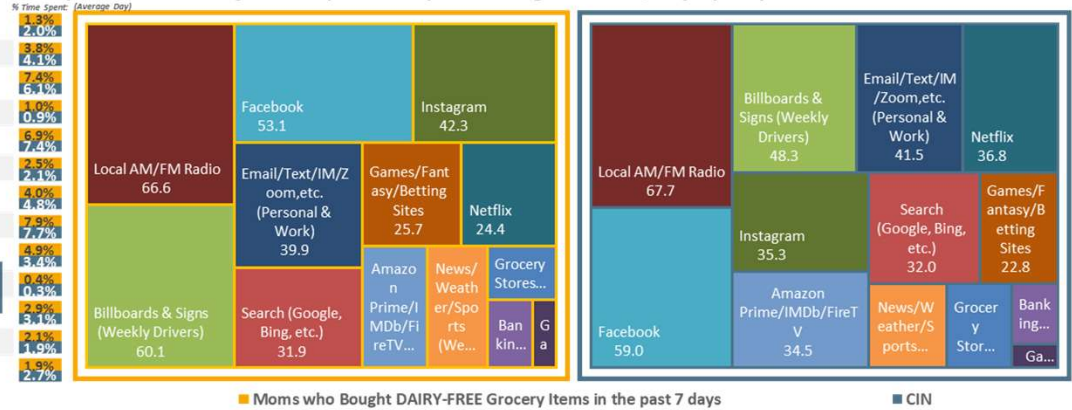


Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days spend an average of 8 hours and 3 minutes each day with All Forms of Ad-Supported Media. 81.% listen to Local AM/FM Radio for an avg. of 58.4 minutes/day. (Local Radio delivers 9.8% of Time with Ad-Supported Media.)

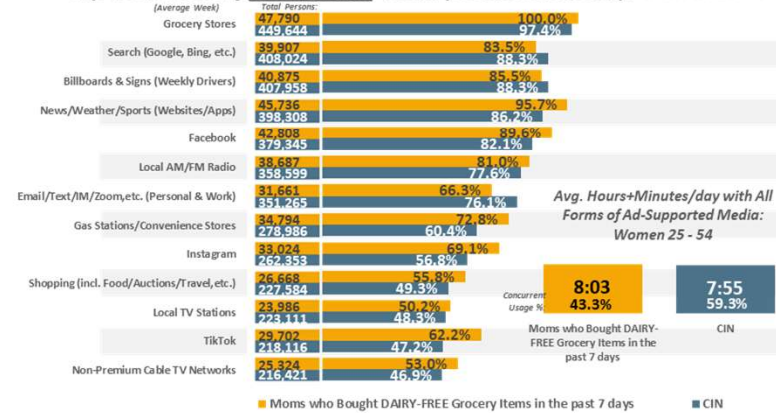
Top-13 All Forms of Media (Persons & % Reach): Women 25 - 54



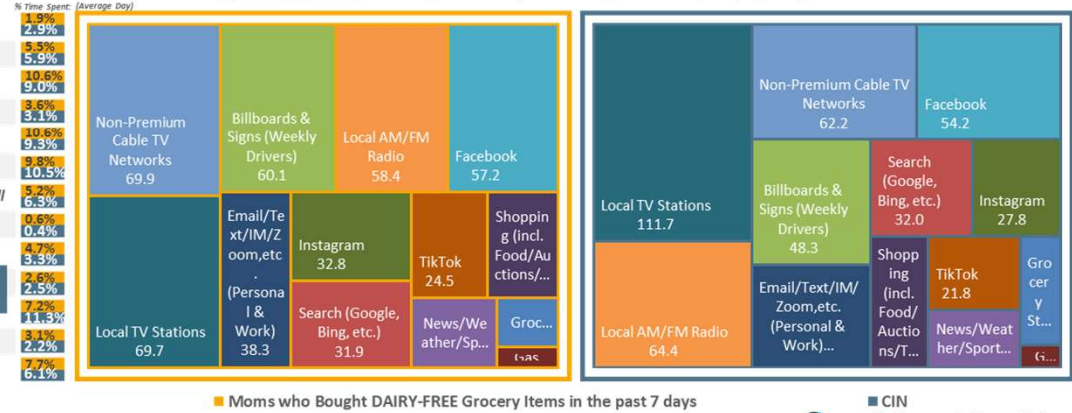
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Women 25 - 54



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 92
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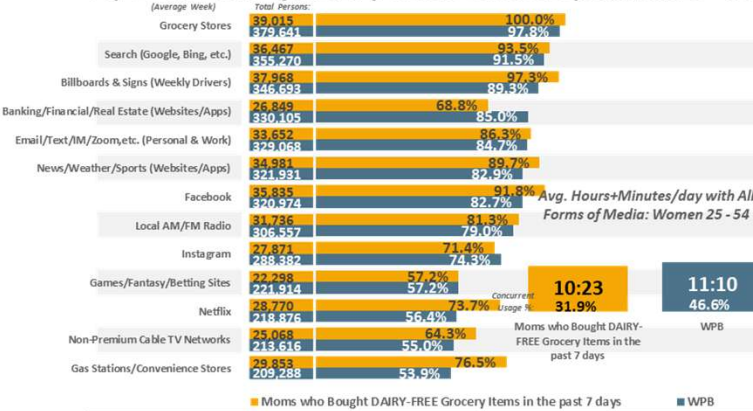
soefa.ai Share of Everything for Anything

[[Parent of child under 18: Yes AND Grocery stores shopped past 7 days (HHLd): Any grocery store] AND Food types HHLd bought (HHLd): Dairy-free]]

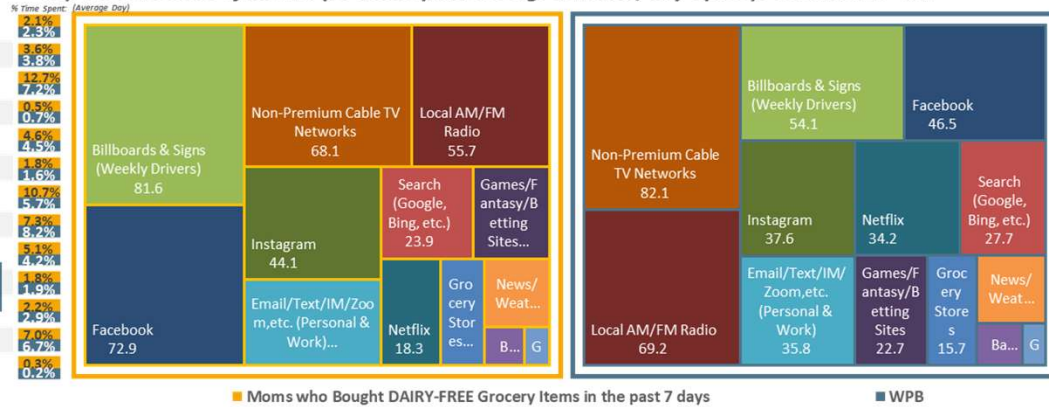


Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days spend an average of 6 hours and 32 minutes each day with All Forms of Ad-Supported Media. 80.3% listen to Local AM/FM Radio for an avg. of 54.8 minutes/day. (Local Radio delivers 11.2% of Time with Ad-Supported Media.)

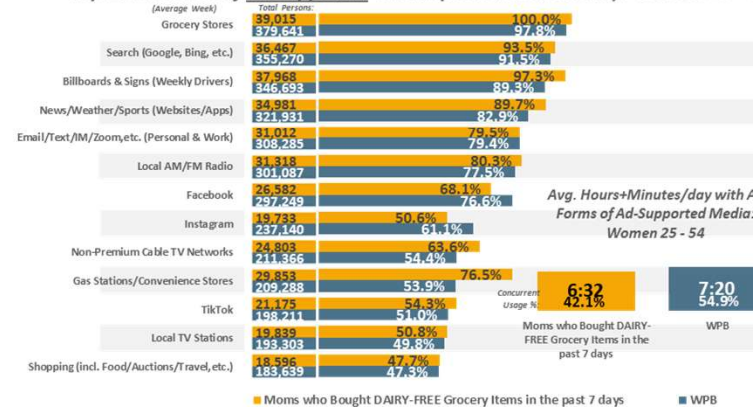
Top-13 All Forms of Media (Persons & % Reach): Women 25 - 54



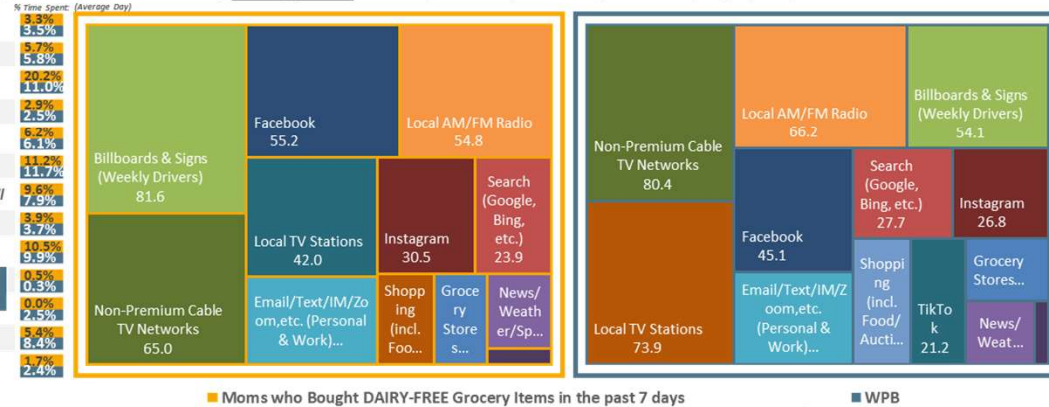
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Women 25 - 54



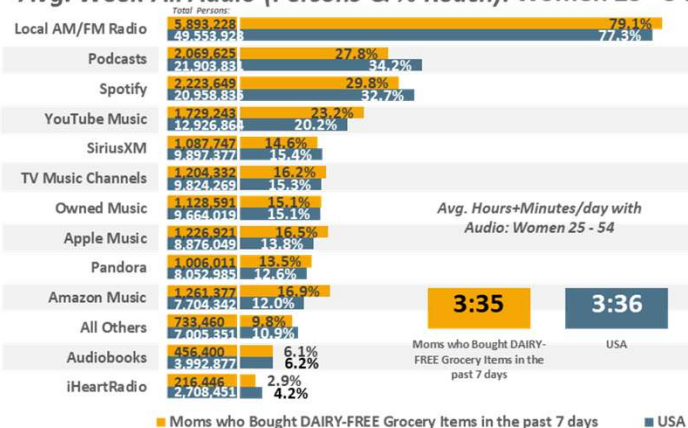
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



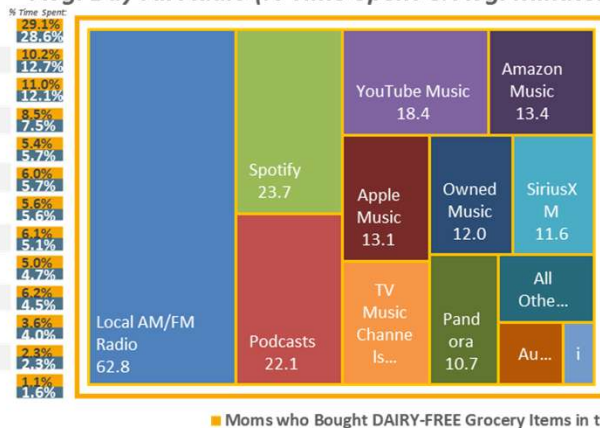


5,767,850 or 77.4% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 58.4 minutes every day representing 37.2% of all time spent daily with Ad-Supported Audio.

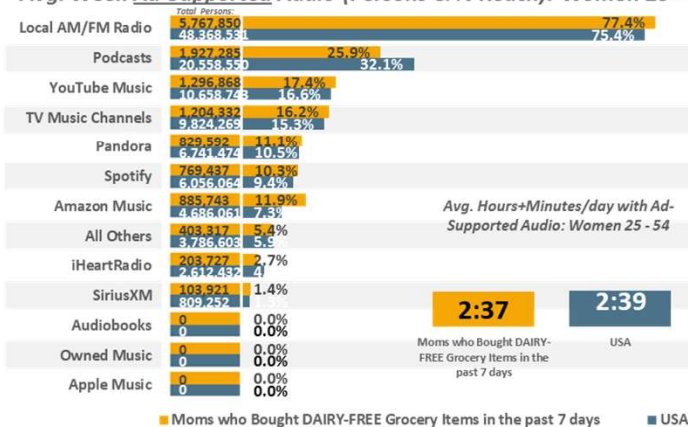
Avg. Week All Audio (Persons & % Reach): Women 25 - 54



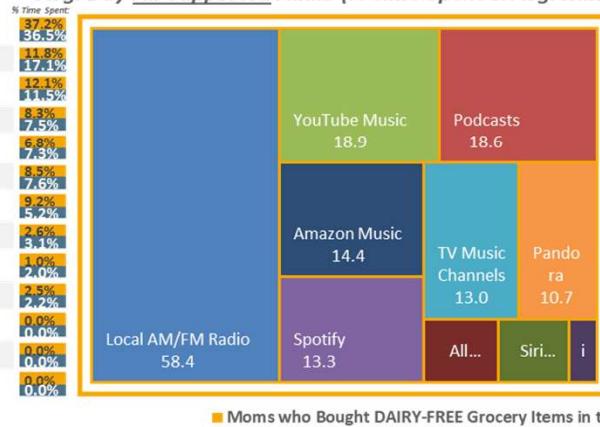
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported Audio (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 1,353
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Scarborough R2 2025: Sep24-Aug25 USA Projection

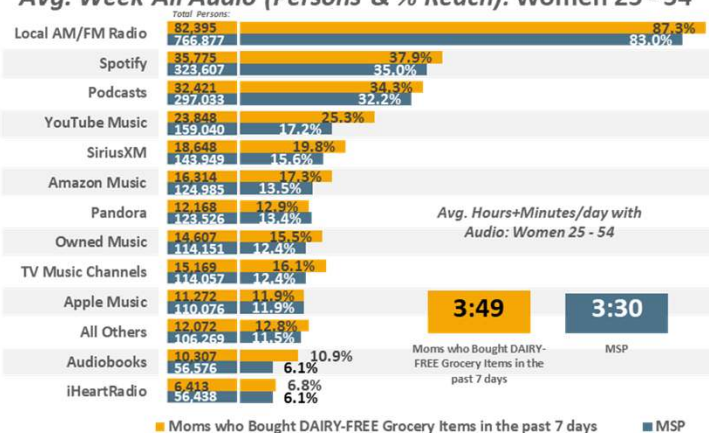
soefa.ai Share of Everything for Anything

[[Parent of child under 18: Yes AND Grocery stores shopped past 7 days (HHLD): Any grocery store] AND Food types HHLD bought (HHLD): Dairy-free]]

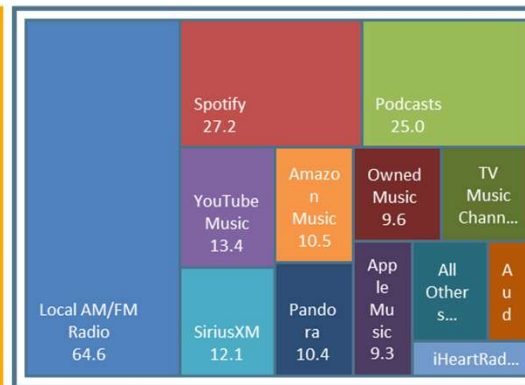
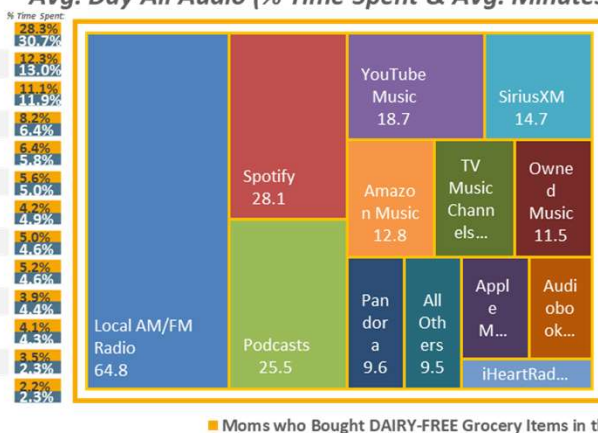


80,047 or 84.8% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 61.8 minutes every day representing 38.6% of all time spent daily with Ad-Supported Audio.

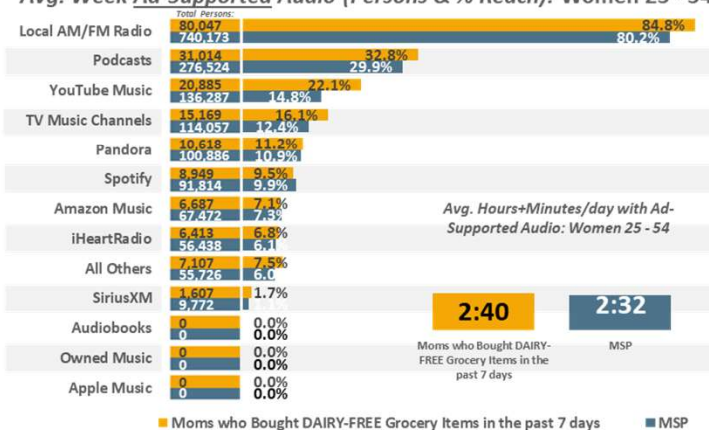
Avg. Week All Audio (Persons & % Reach): Women 25 - 54



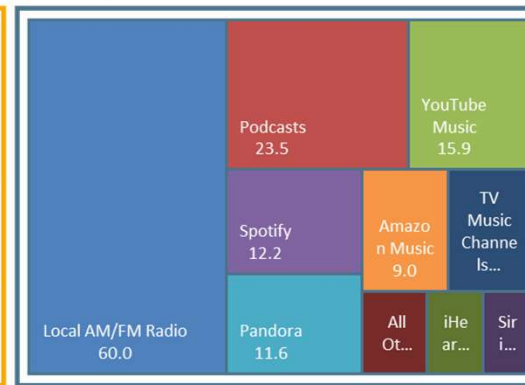
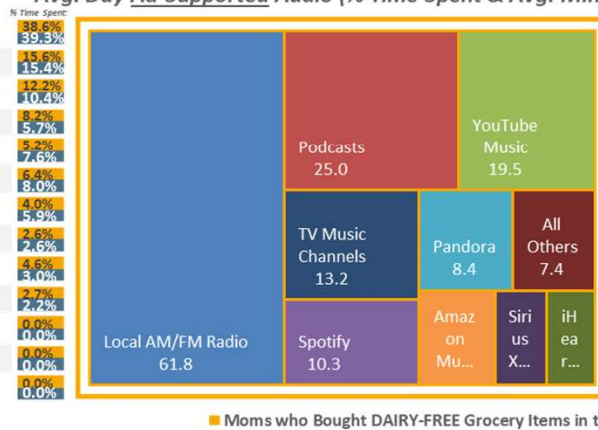
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported Audio (Persons & % Reach): Women 25 - 54



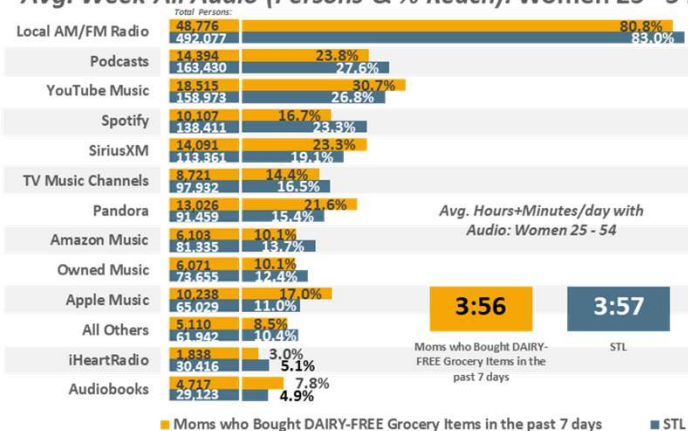
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



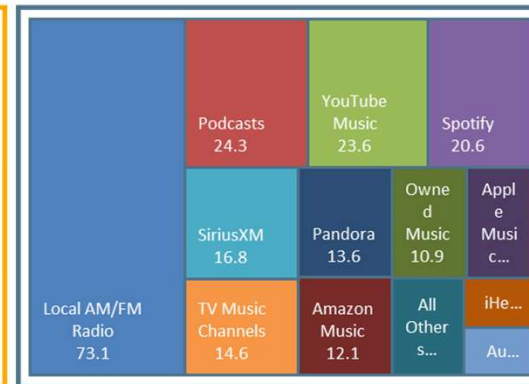
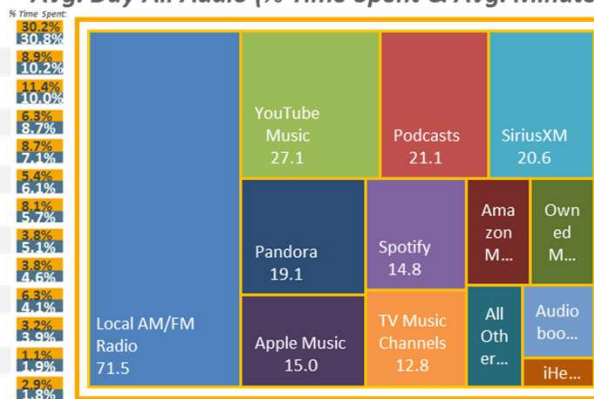


47,517 or 78.7% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 64.6 minutes every day representing 37.5% of all time spent daily with Ad-Supported Audio.

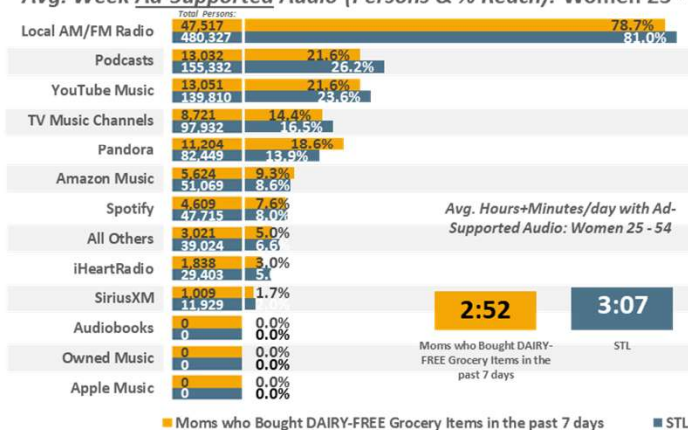
Avg. Week All Audio (Persons & % Reach): Women 25 - 54



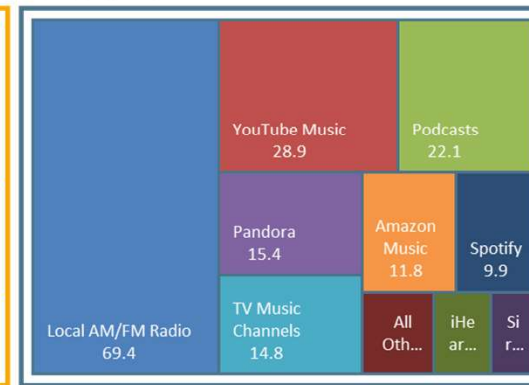
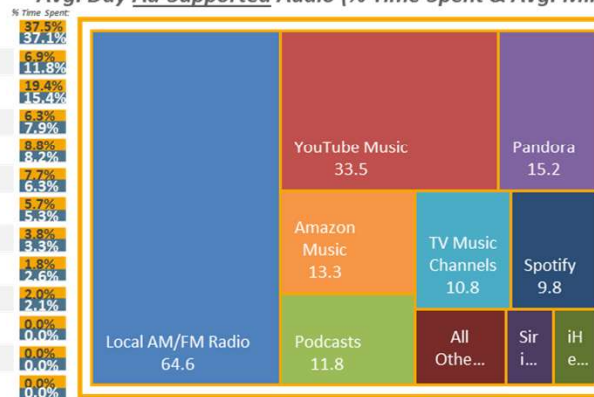
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported Audio (Persons & % Reach): Women 25 - 54



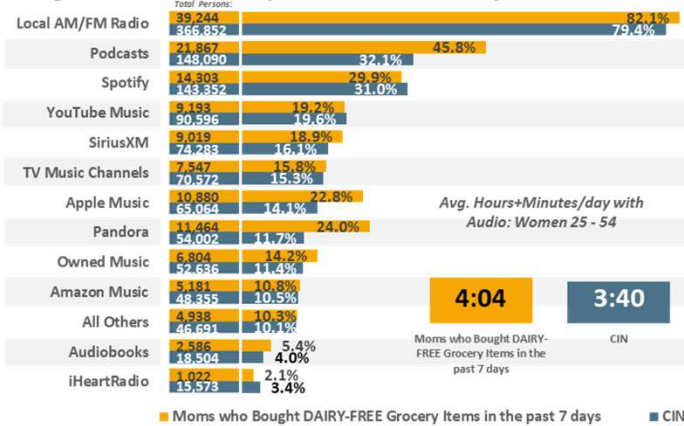
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



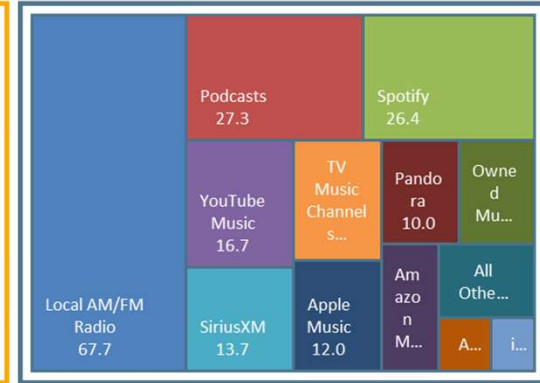
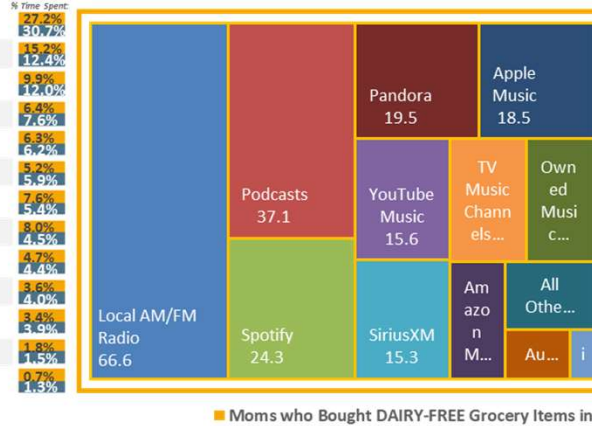


38,687 or 81.1% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 58.4 minutes every day representing 38.6% of all time spent daily with Ad-Supported Audio.

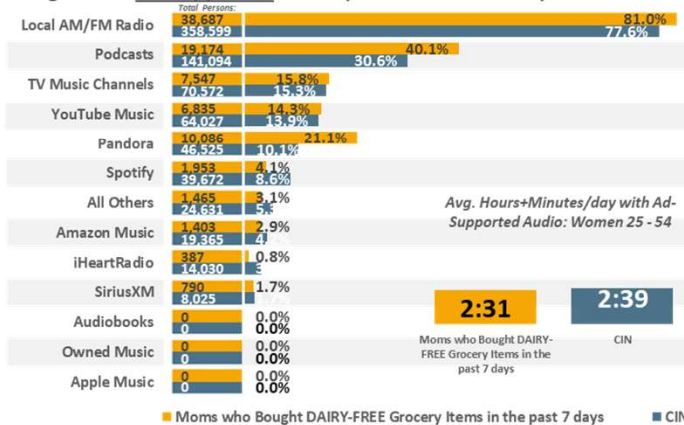
Avg. Week All Audio (Persons & % Reach): Women 25 - 54



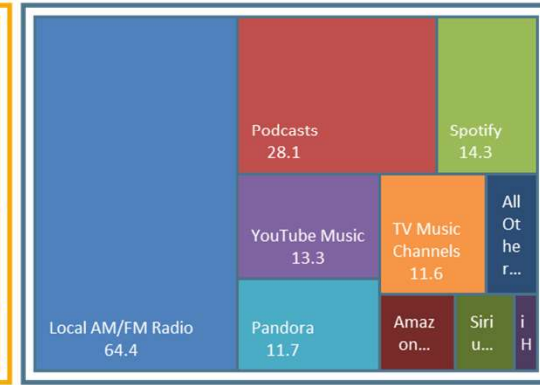
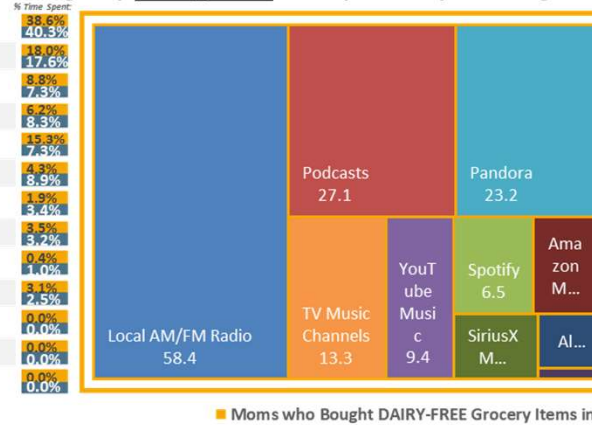
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported Audio (Persons & % Reach): Women 25 - 54



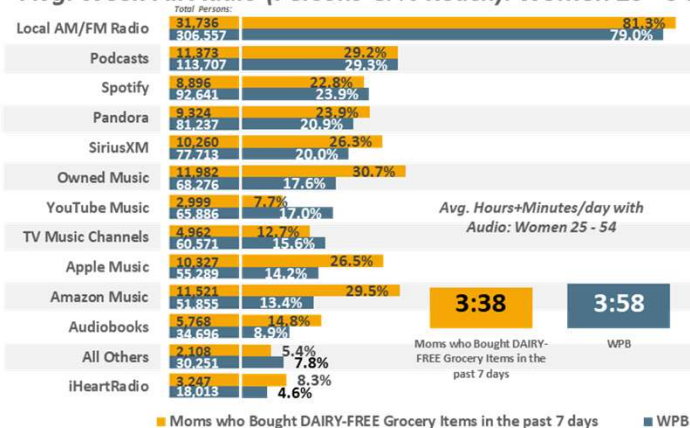
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



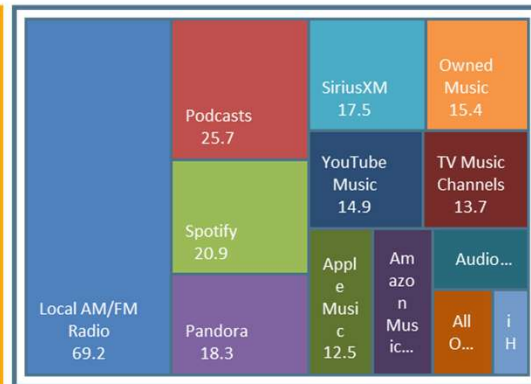
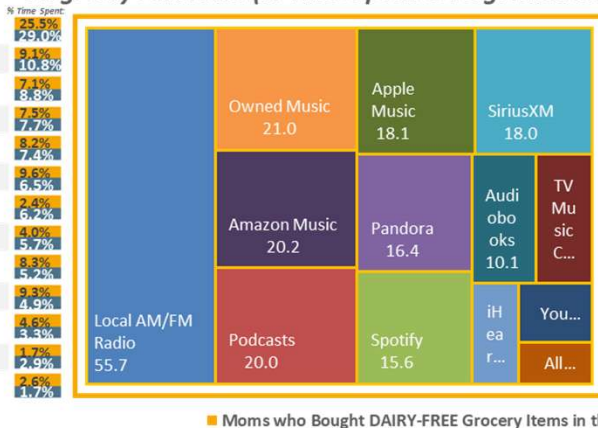


31,318 or 80.3% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 54.8 minutes every day representing 39.2% of all time spent daily with Ad-Supported Audio.

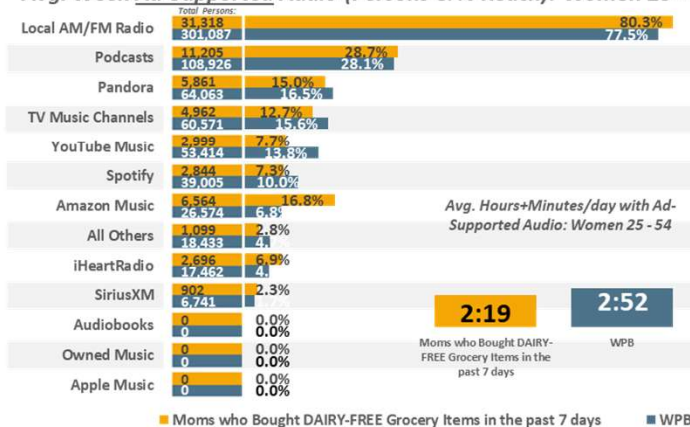
Avg. Week All Audio (Persons & % Reach): Women 25 - 54



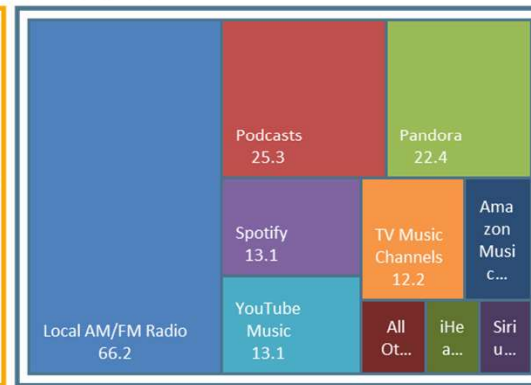
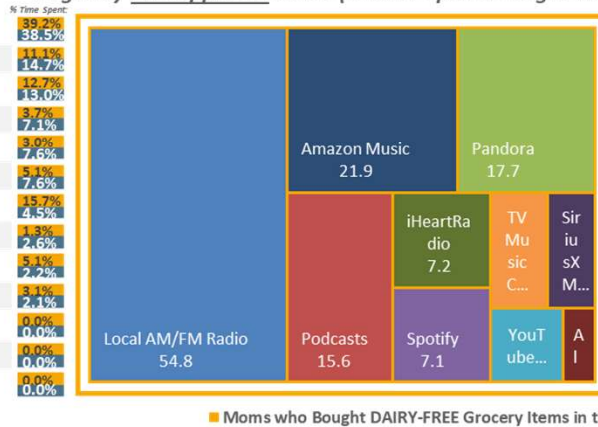
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported Audio (Persons & % Reach): Women 25 - 54

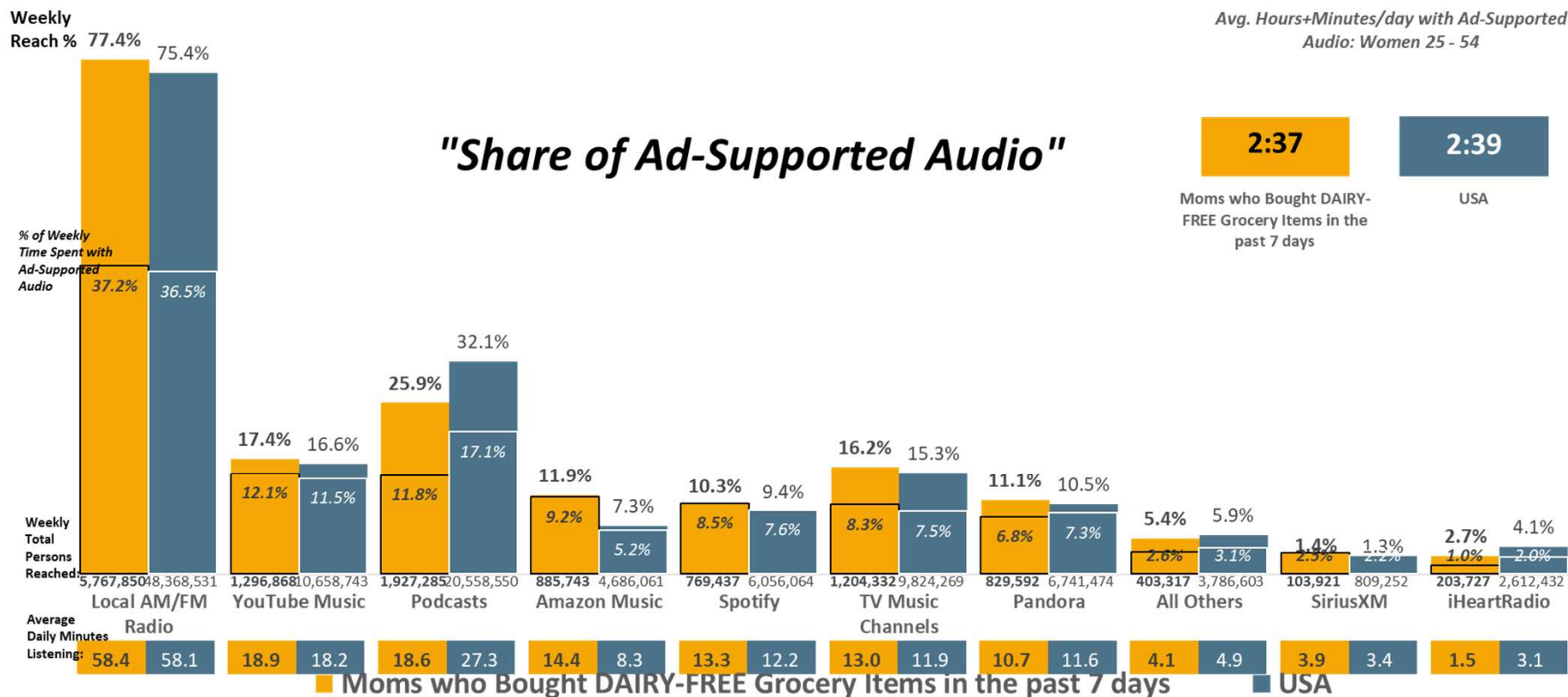


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



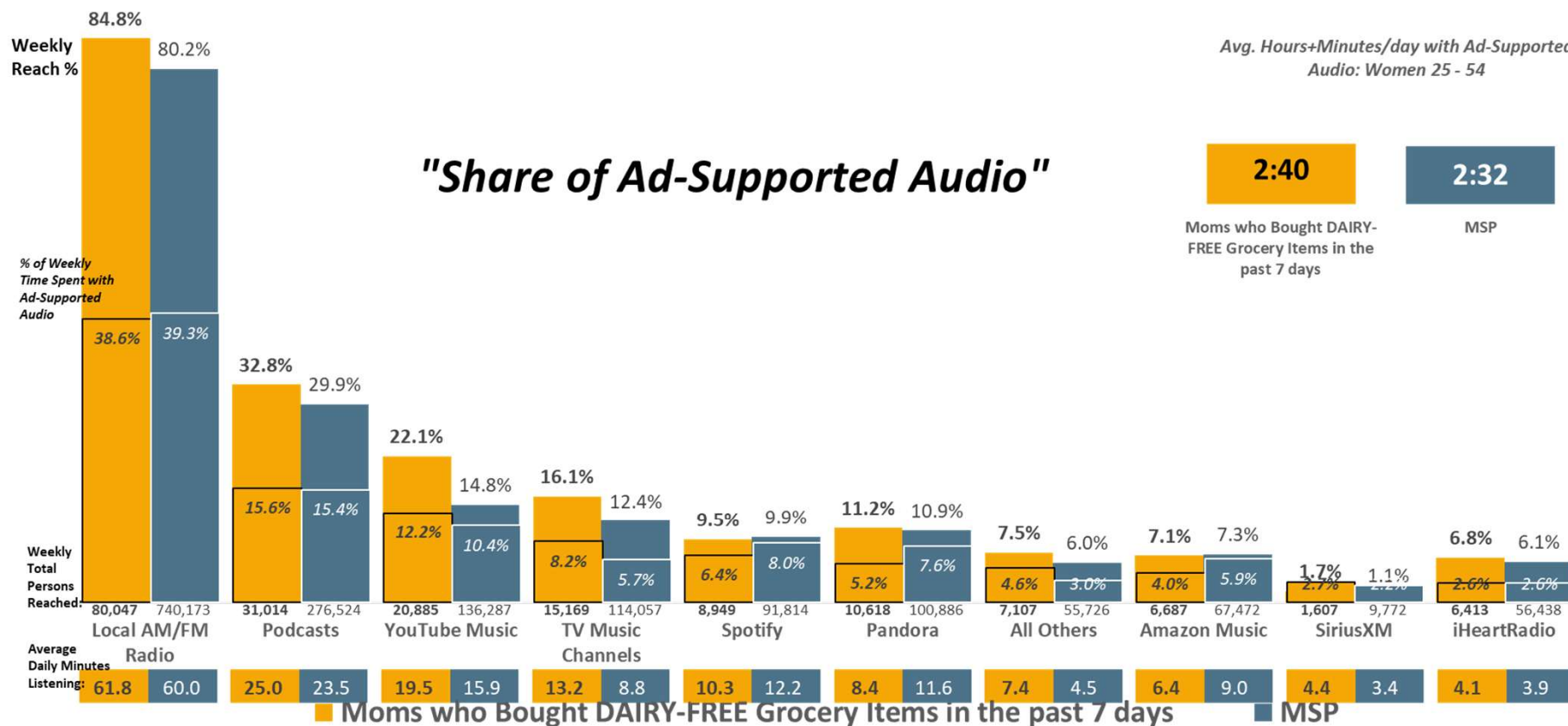


5,767,850 or 77.4% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 58.4 minutes every day representing 37.2% of all time spent daily with Ad-Supported Audio.



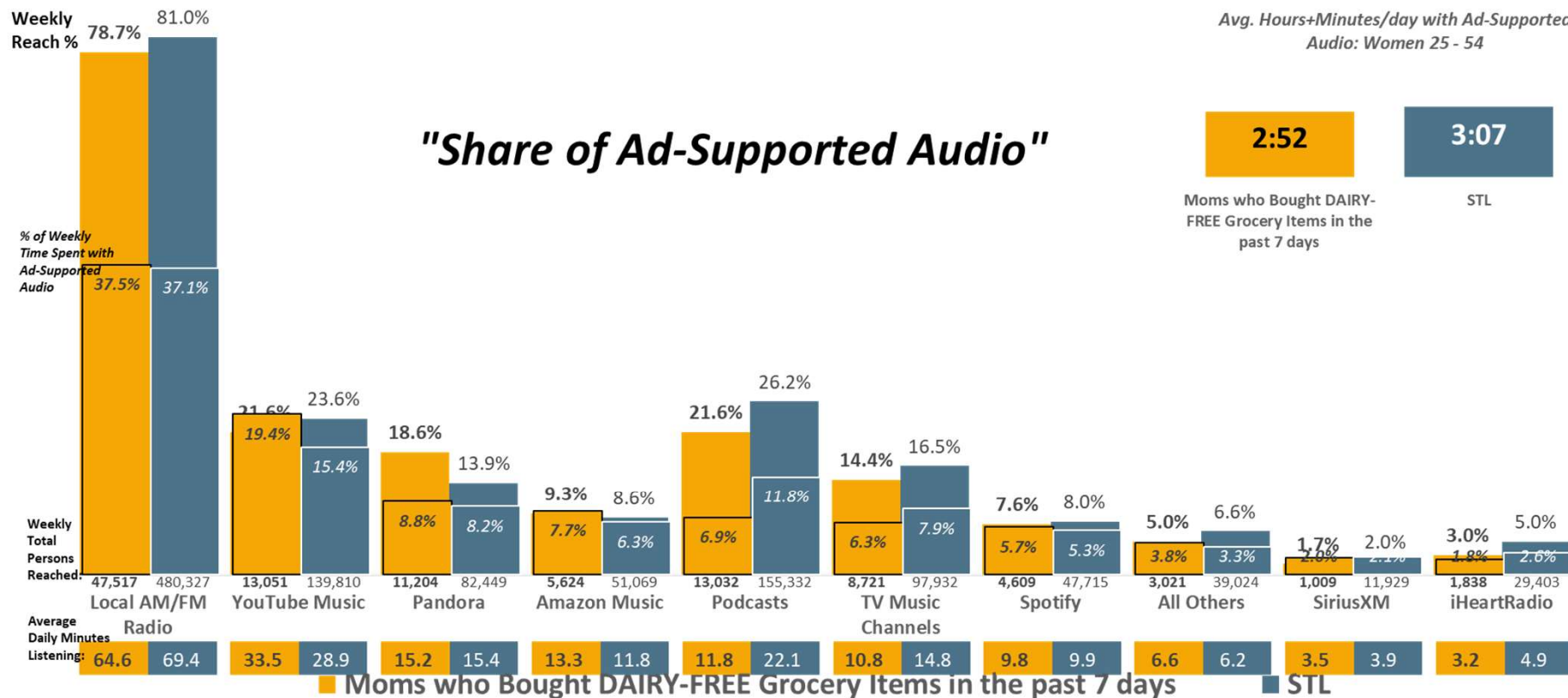


80,047 or 84.8% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 61.8 minutes every day representing 38.6% of all time spent daily with Ad-Supported Audio.



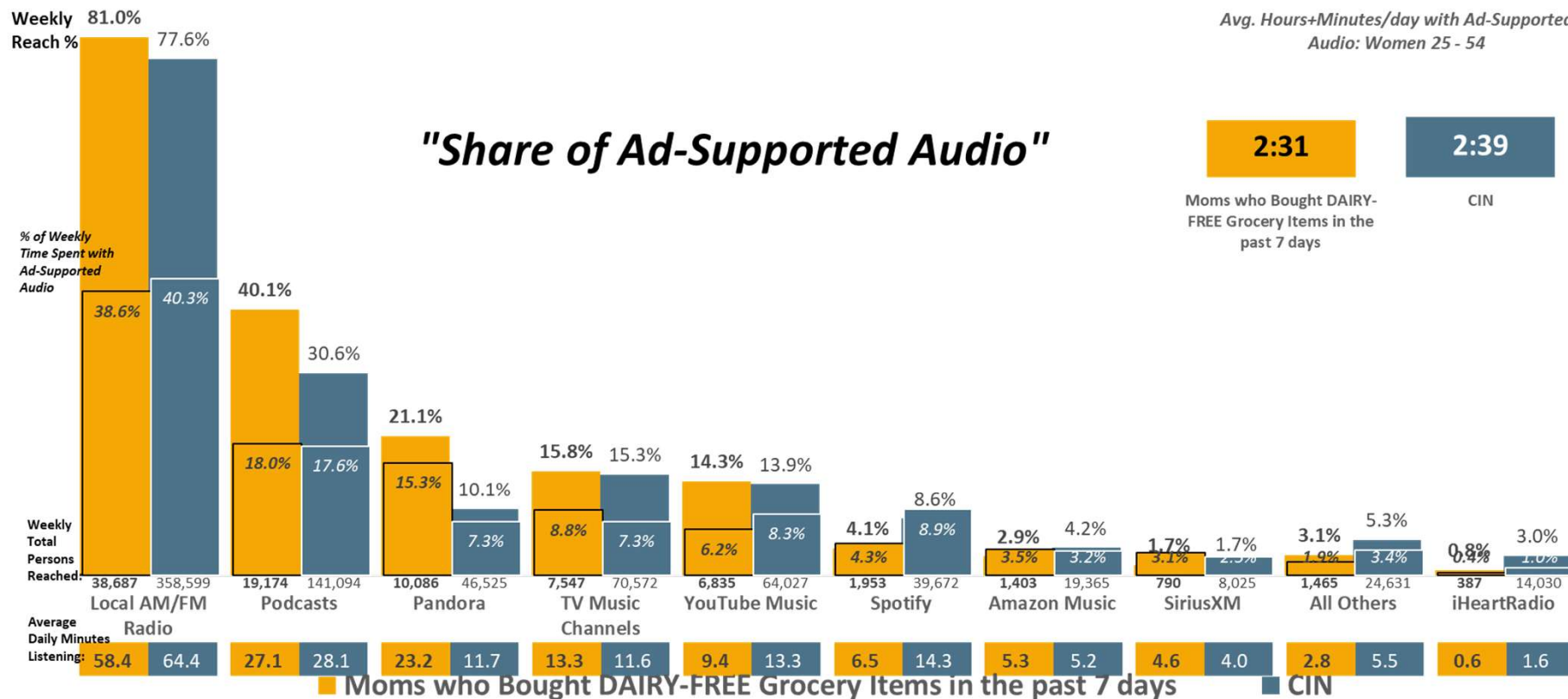


47,517 or 78.7% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 64.6 minutes every day representing 37.5% of all time spent daily with Ad-Supported Audio.



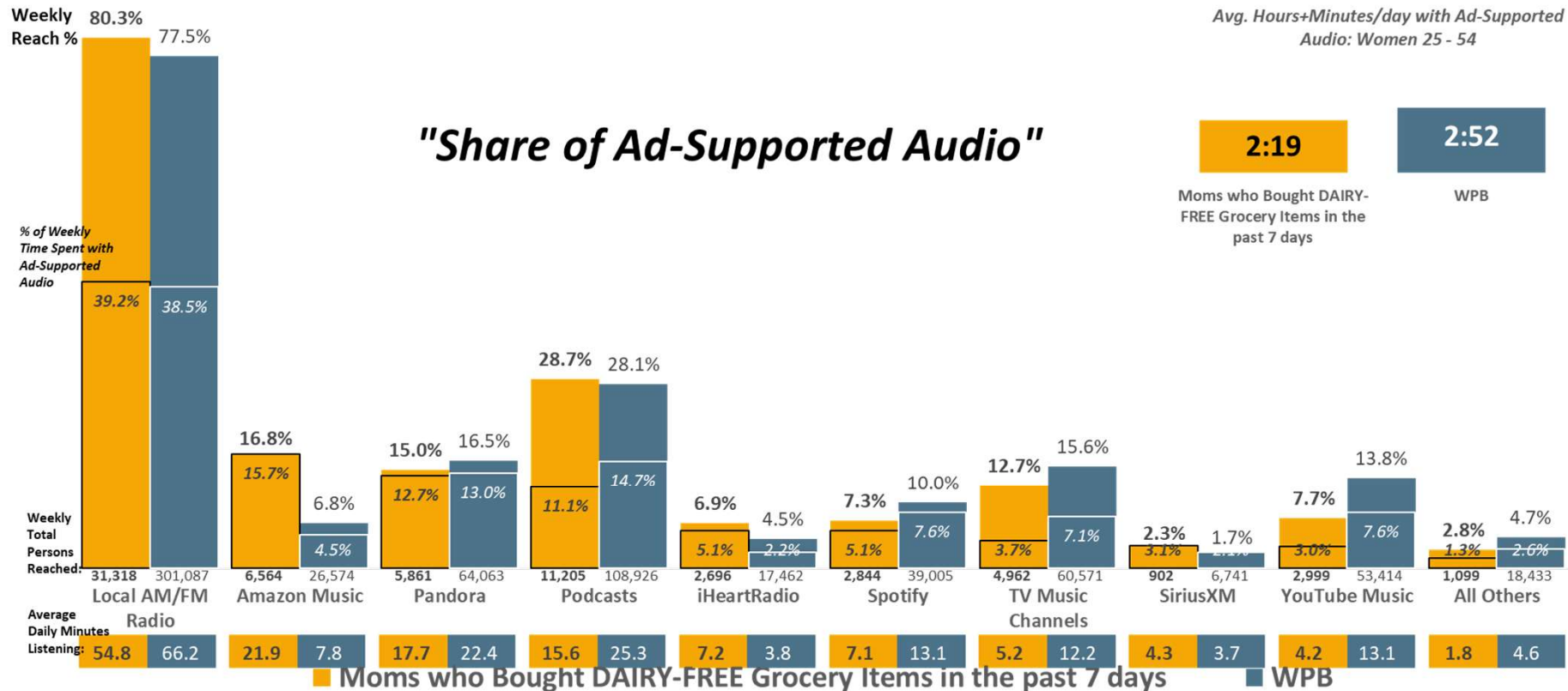


38,687 or 81.0% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 58.4 minutes every day representing 38.6% of all time spent daily with Ad-Supported Audio.





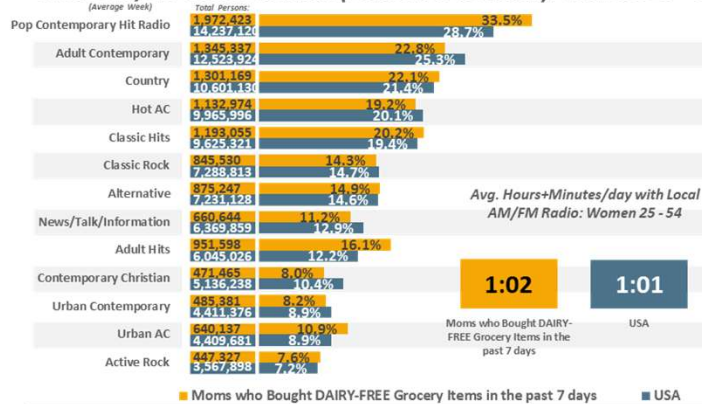
31,318 or 80.3% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 54.8 minutes every day representing 39.2% of all time spent daily with Ad-Supported Audio.



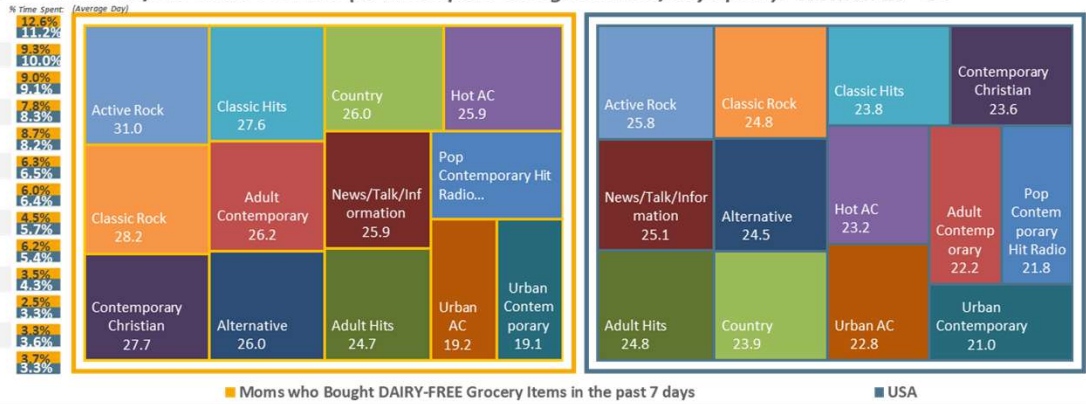


5,767,850 or 77.4% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Country, Classic Hits, and Hot AC.

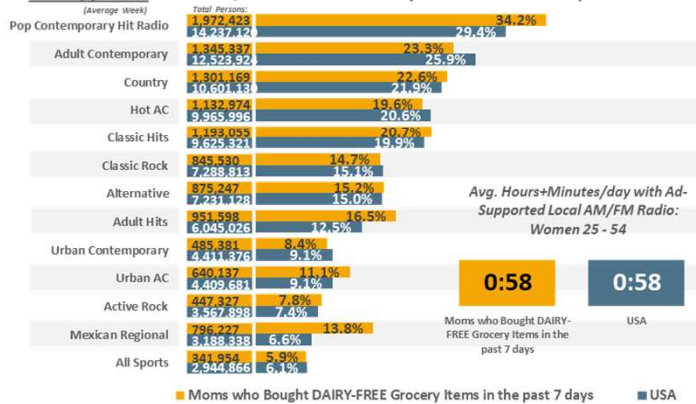
Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 54



Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 54



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 1,353
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

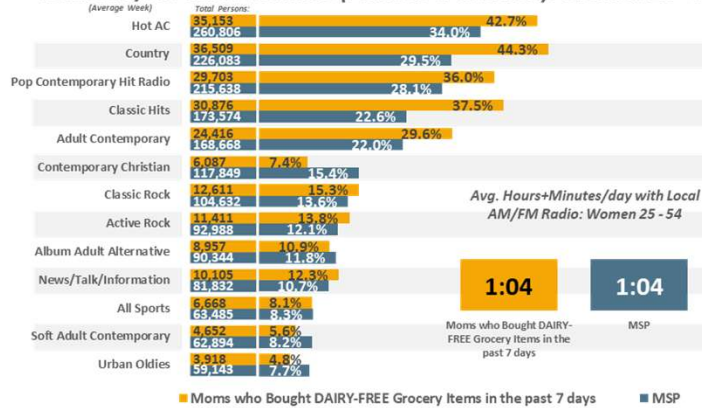
soefa.ai Share of Everything for Anything

[[[Parent of child under 18: Yes AND Grocery stores shopped past 7 days (HHLd): Any grocery store] AND Food types HHLd bought (HHLd): Dairy-free]]



80,047 or 84.8% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Hot AC, Classic Hits, Pop Contemporary Hit Radio, and Adult Contemporary.

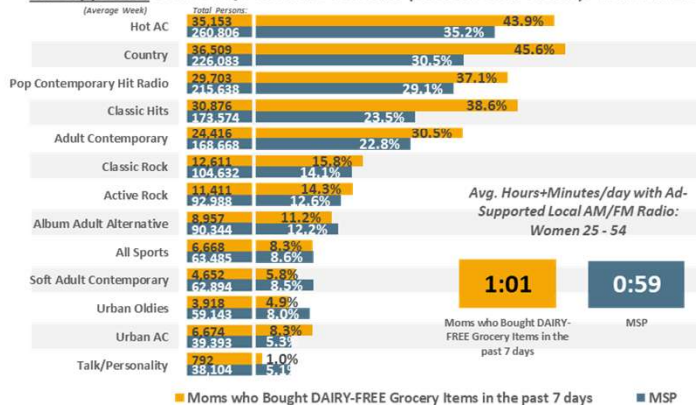
Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 54



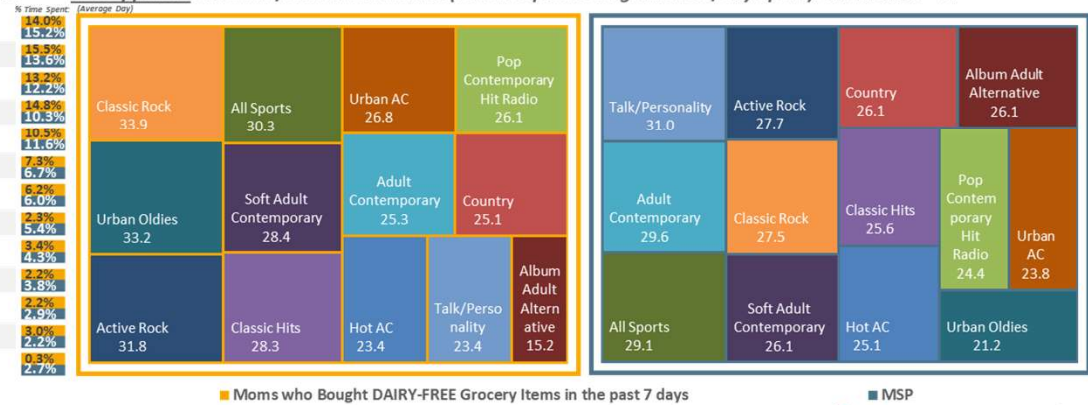
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 54



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 87
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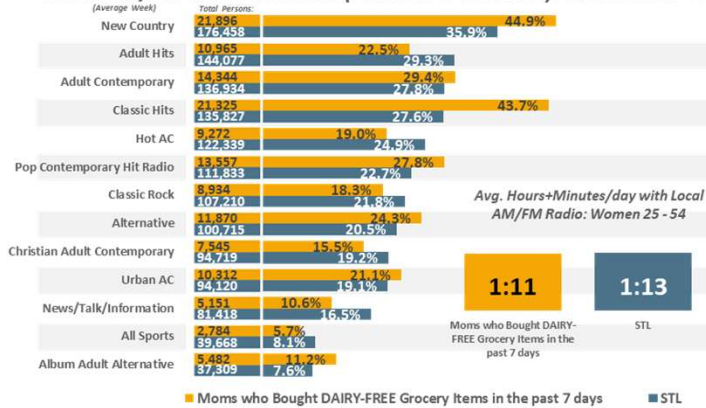
soefa.ai Share of Everything for Anything

[[[Parent of child under 18: Yes AND Grocery stores shopped past 7 days (HHLD): Any grocery store] AND Food types HHLD bought (HHLD): Dairy-free]]

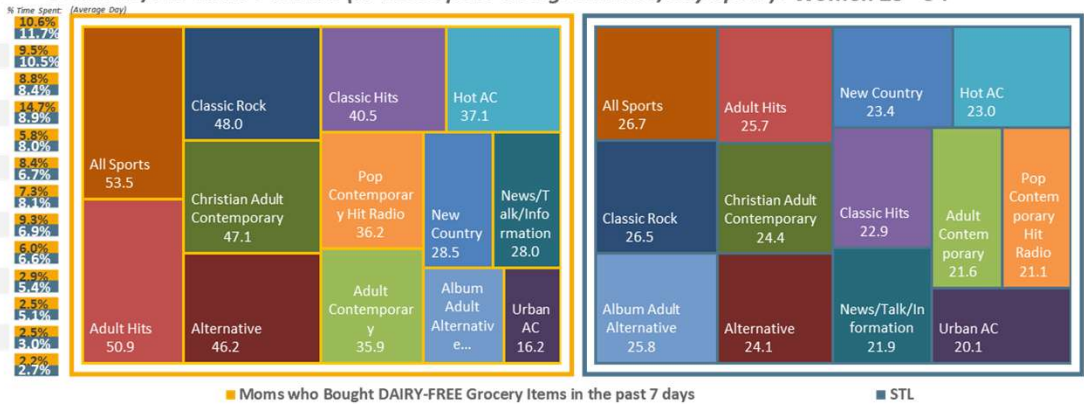


47,517 or 78.7% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are New Country, Classic Hits, Adult Contemporary, Pop Contemporary Hit Radio, and Alternative.

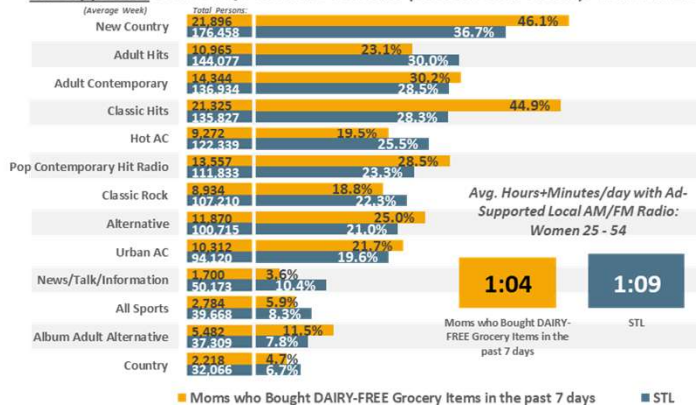
Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 54



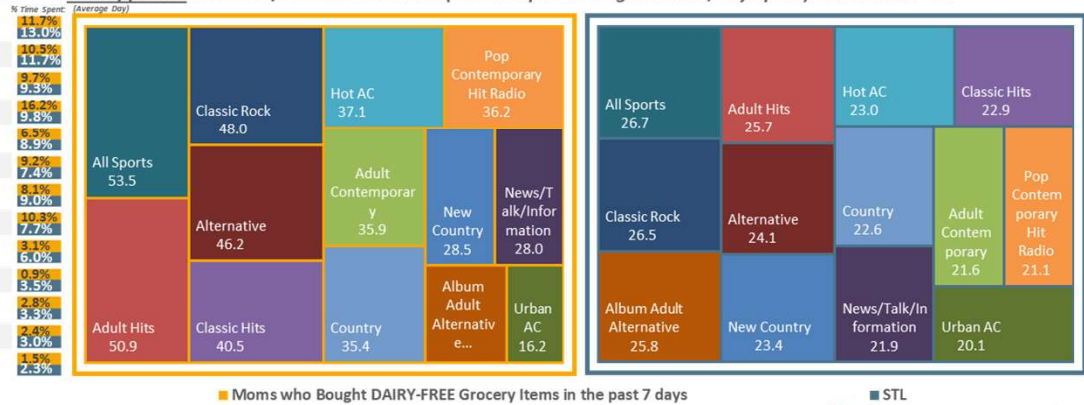
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 54



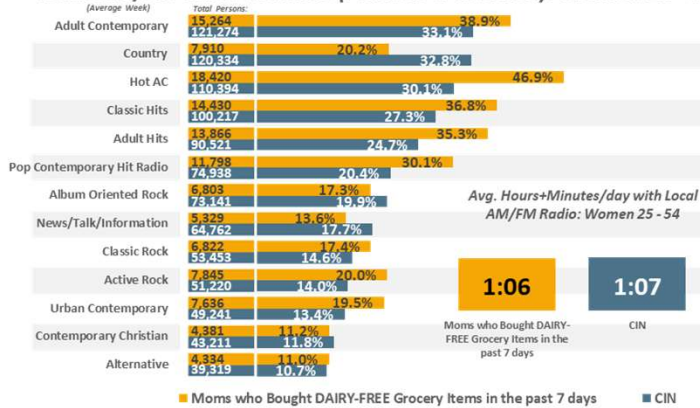
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54





38,687 or 81.1% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Adult Contemporary, Classic Hits, Adult Hits, and Pop Contemporary Hit Radio.

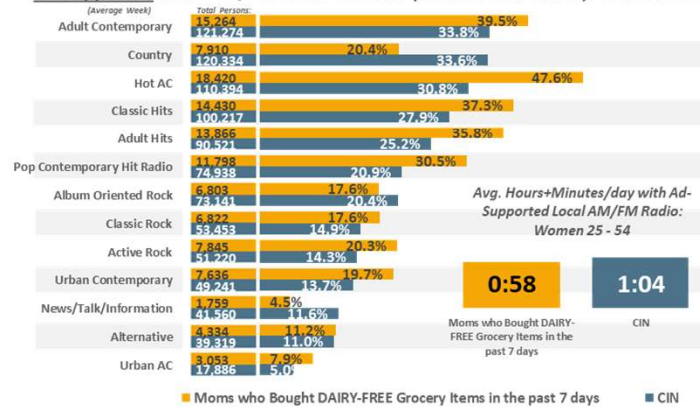
Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 54



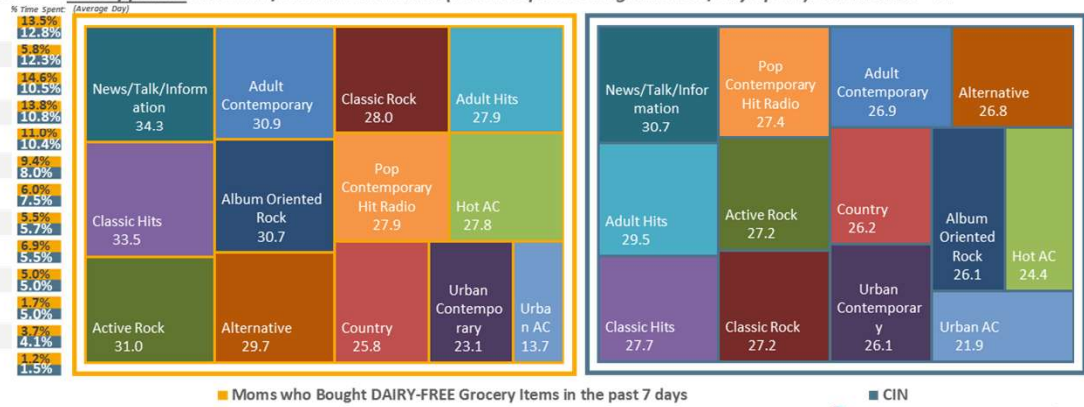
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 54



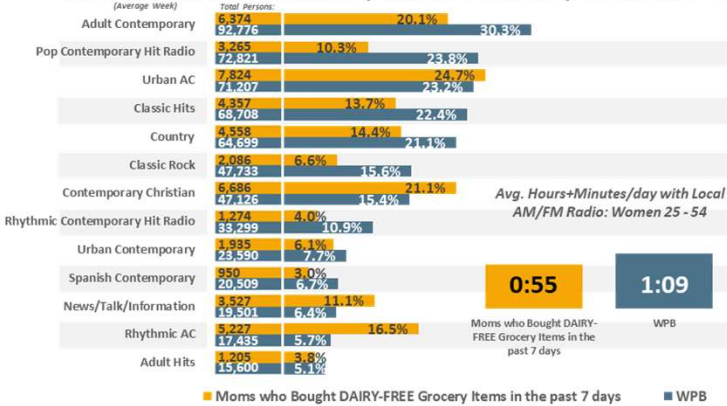
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



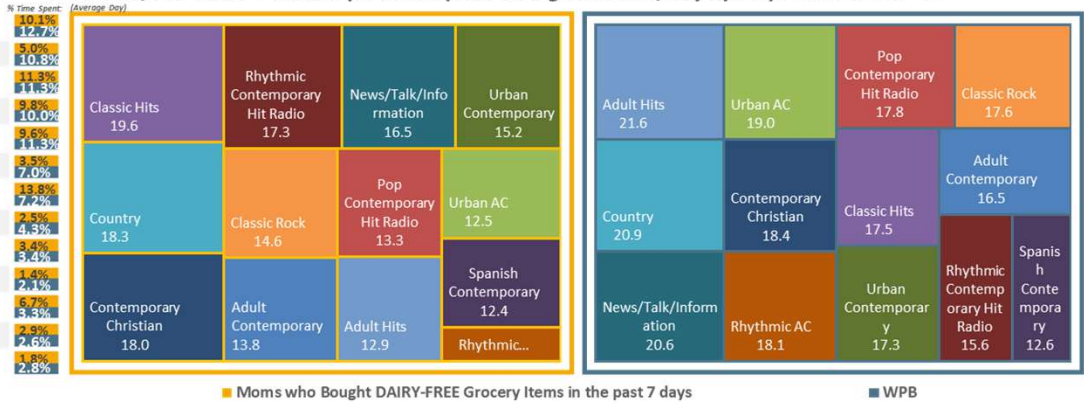


31,318 or 80.3% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Urban AC, Adult Contemporary, Rhythmic AC, Country, and Classic Hits.

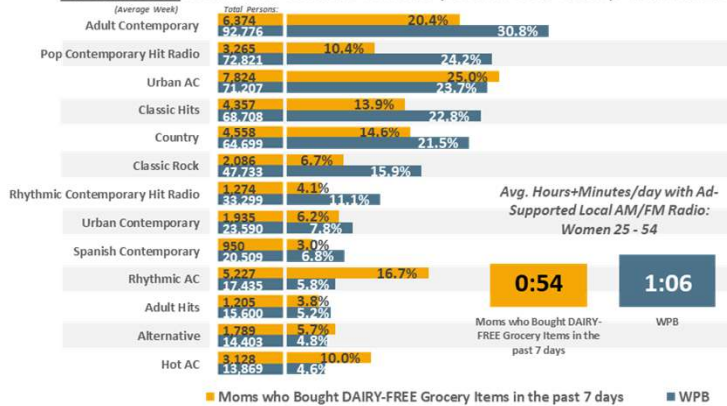
Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 54



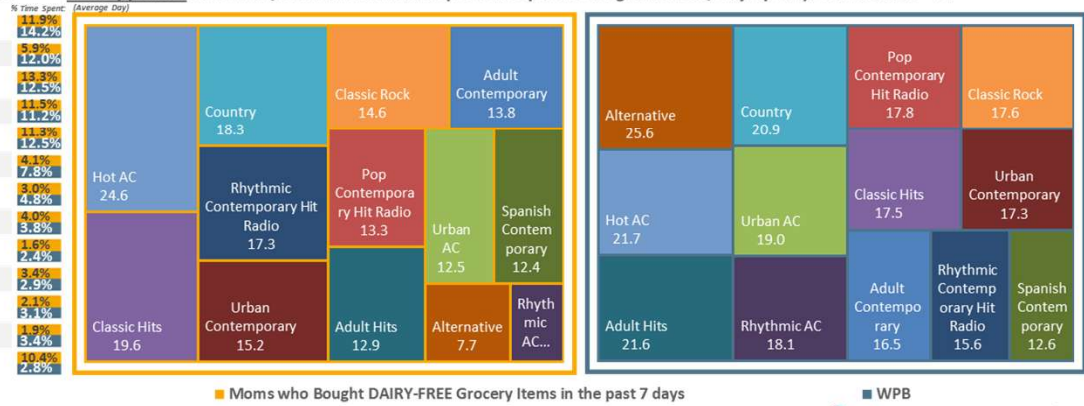
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 54



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54

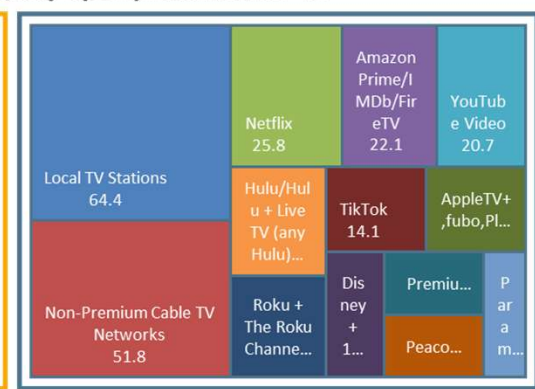
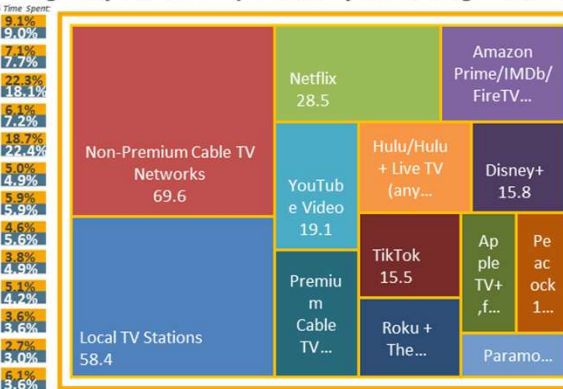
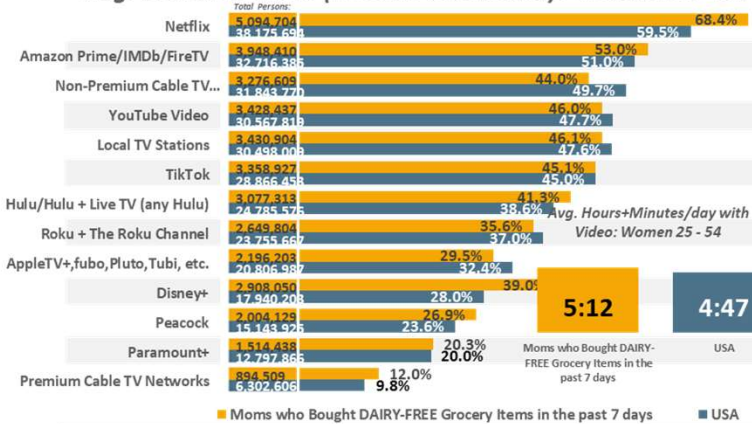




3,369,693 or 45.2% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days watch Ad-Supported Local TV Stations for an average of 56.1 minutes every day representing 23.4% of all time spent daily with Ad-Supported Video.

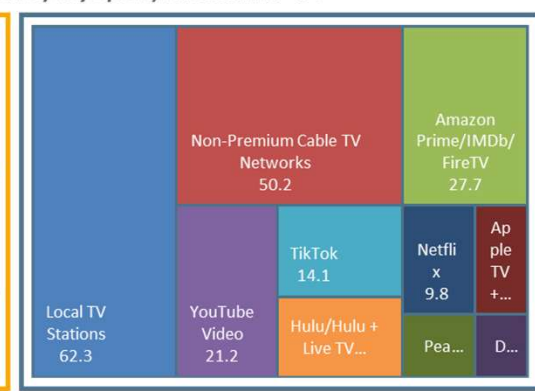
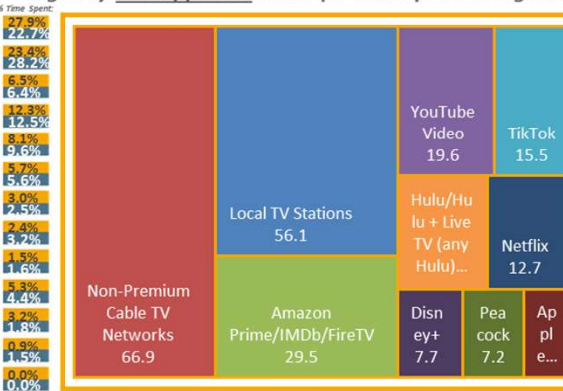
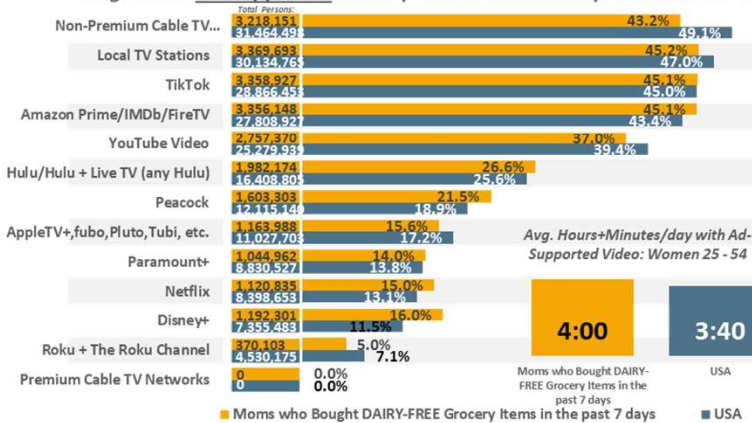
Avg. Week All Video (Persons & % Reach): Women 25 - 54

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported Video (Persons & % Reach): Women 25 - 54

Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54

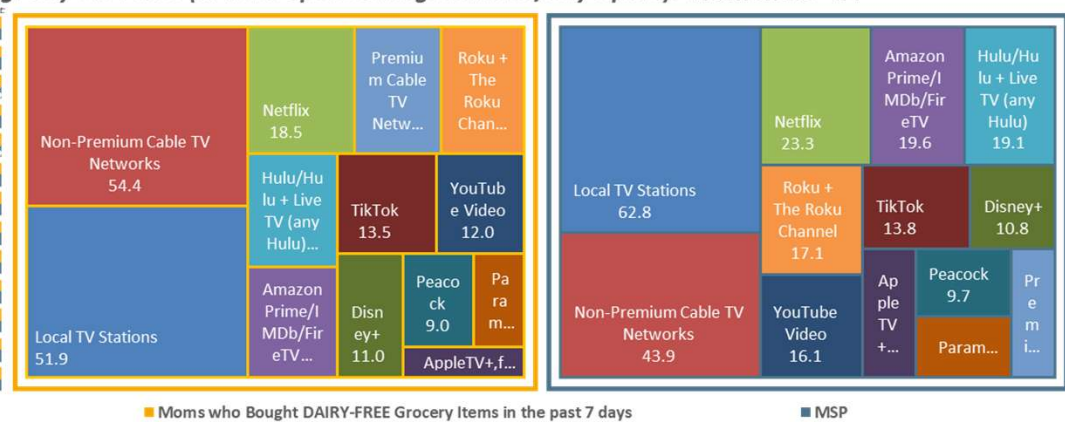
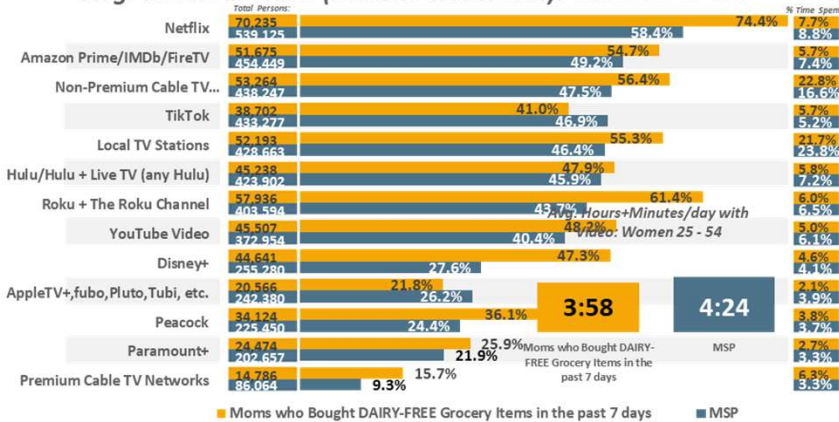




51,625 or 54.7% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days watch Ad-Supported Local TV Stations for an average of 50.8 minutes every day representing 27.5% of all time spent daily with Ad-Supported Video.

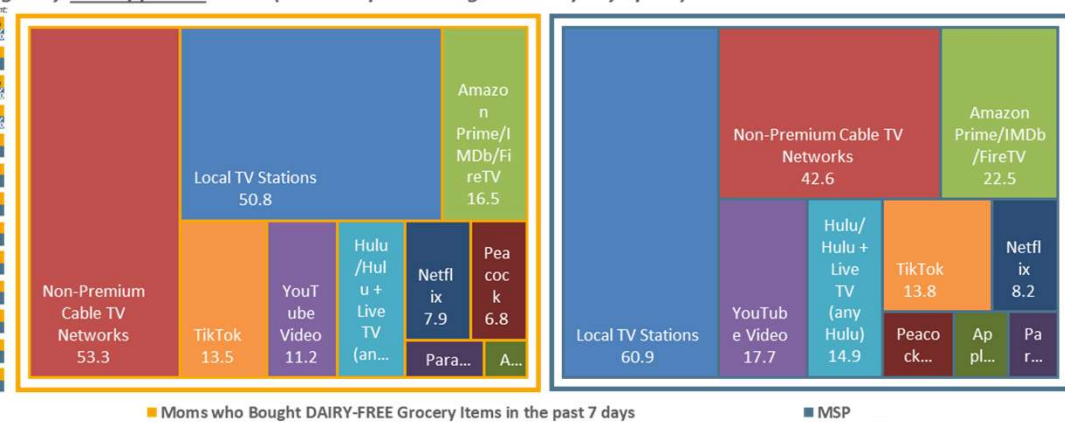
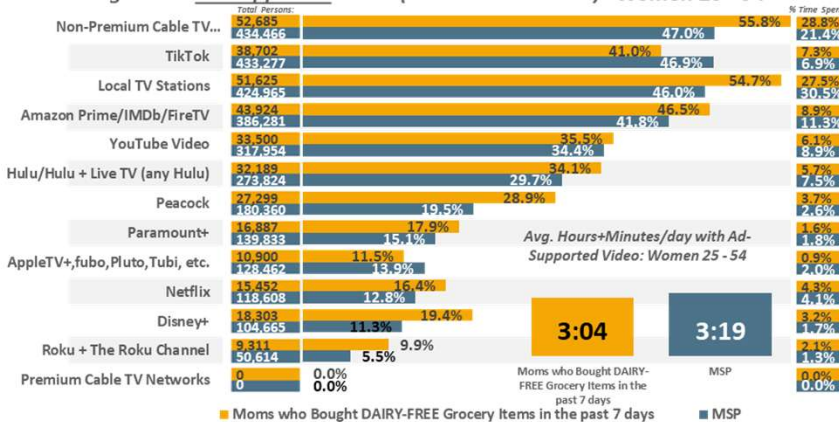
Avg. Week All Video (Persons & % Reach): Women 25 - 54

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported Video (Persons & % Reach): Women 25 - 54

Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 87
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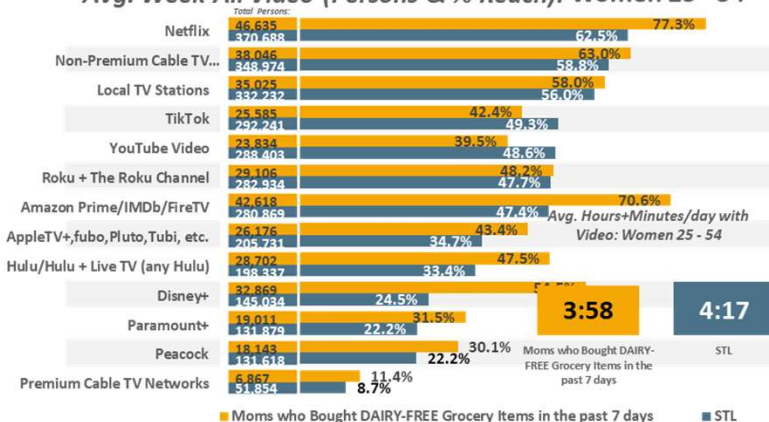
soefa.ai Share of Everything for Anything

[[[Parent of child under 18: Yes AND Grocery stores shopped past 7 days (HHLd): Any grocery store] AND Food types HHLd bought (HHLd): Dairy-free]]

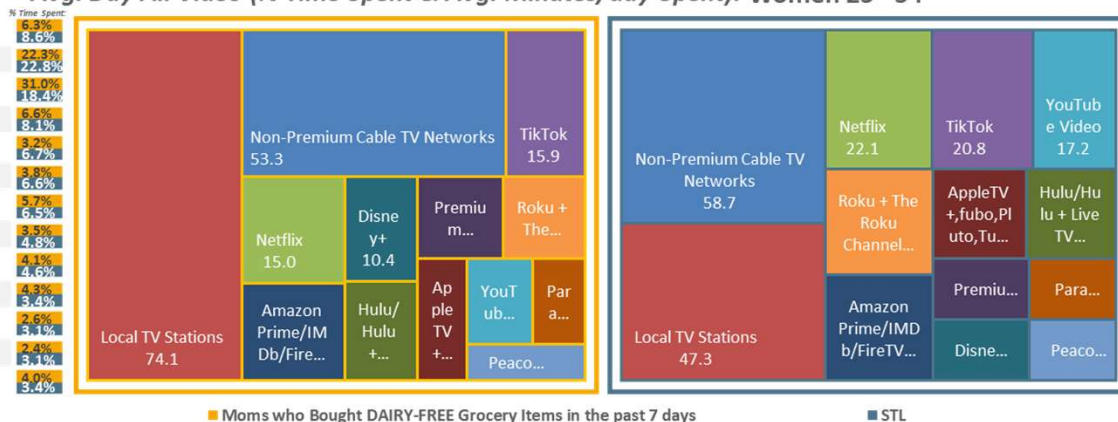


34,736 or 57.5% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days watch Ad-Supported Local TV Stations for an average of 69.4 minutes every day representing 35.1% of all time spent daily with Ad-Supported Video.

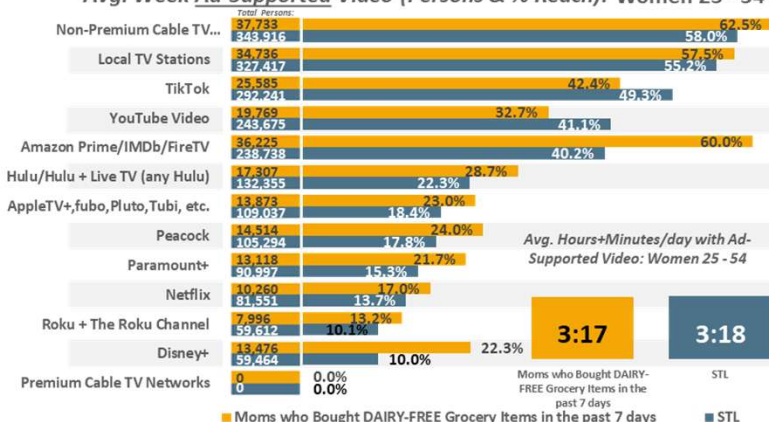
Avg. Week All Video (Persons & % Reach): Women 25 - 54



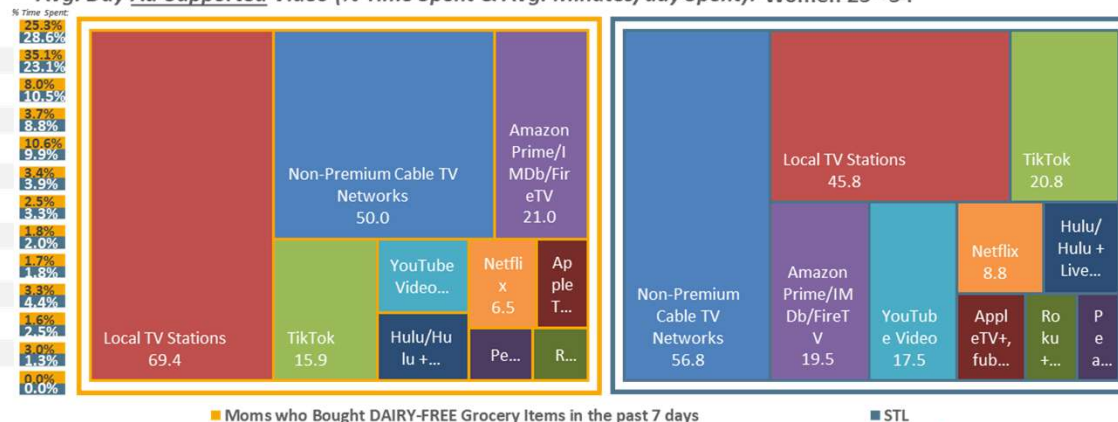
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported Video (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 103
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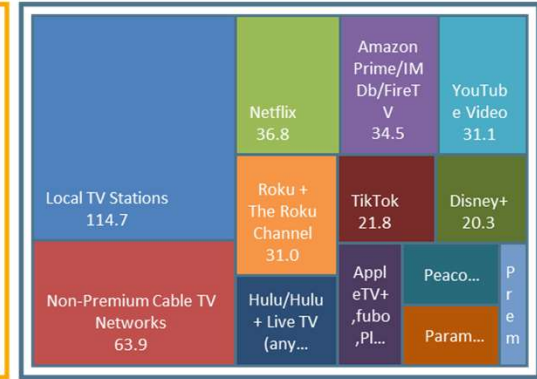
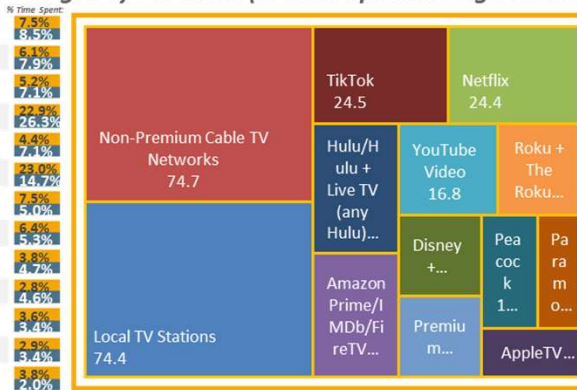
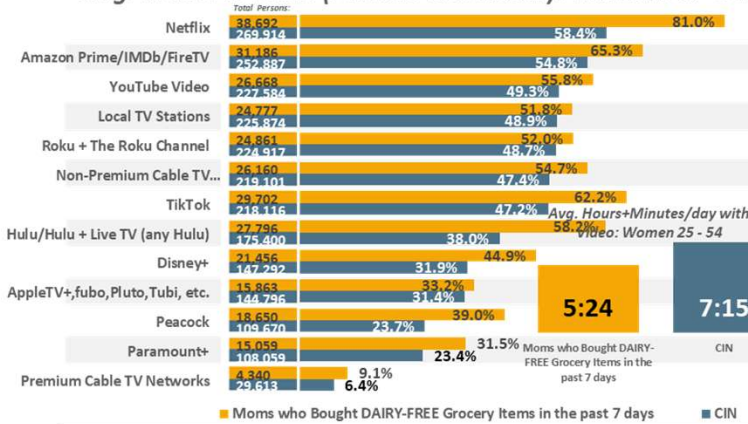
[[[Parent of child under 18: Yes AND Grocery stores shopped past 7 days (HHLD): Any grocery store] AND Food types HHLD bought (HHLD): Dairy-free]]



23,986 or 50.2% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days watch Ad-Supported Local TV Stations for an average of 69.7 minutes every day representing 27.2% of all time spent daily with Ad-Supported Video.

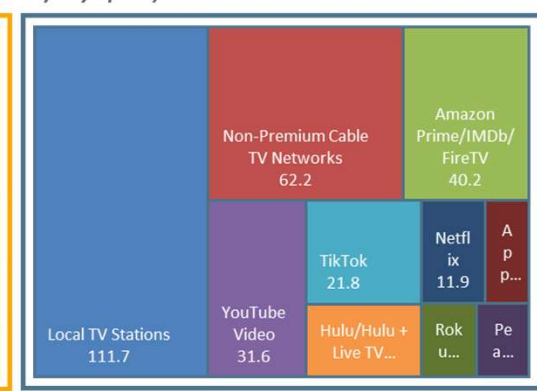
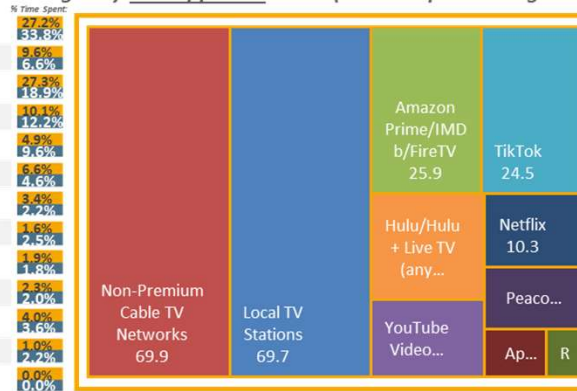
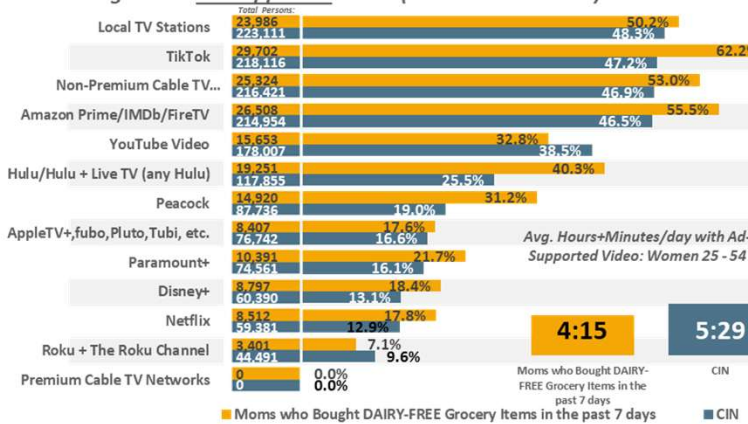
Avg. Week All Video (Persons & % Reach): Women 25 - 54

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported Video (Persons & % Reach): Women 25 - 54

Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54

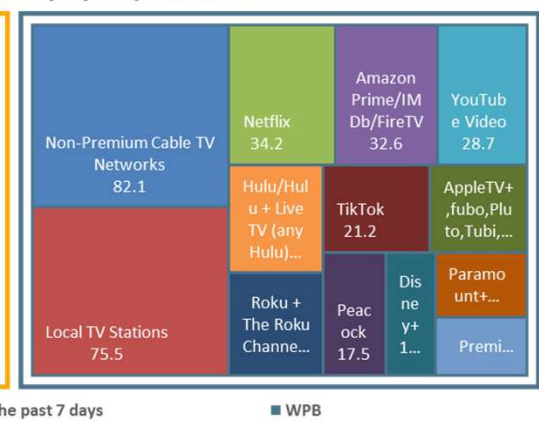
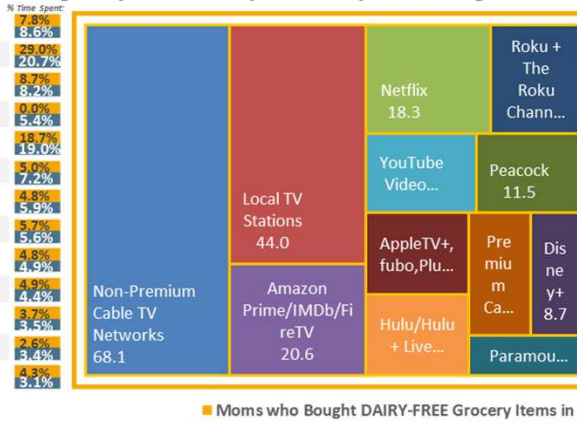
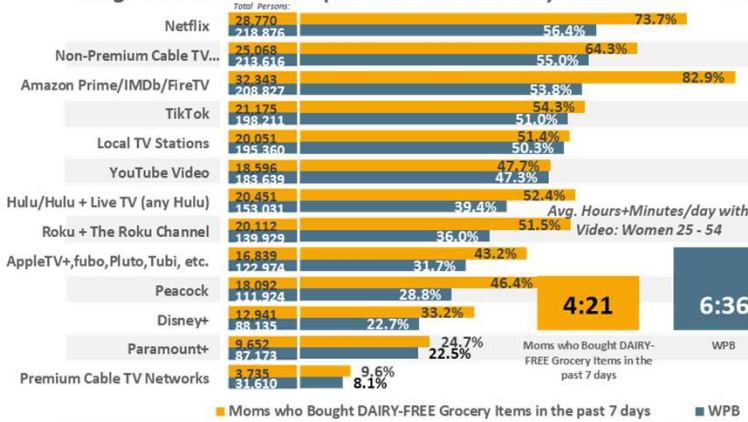




19,839 or 50.8% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days watch Ad-Supported Local TV Stations for an average of 42. minutes every day representing 22.3% of all time spent daily with Ad-Supported Video.

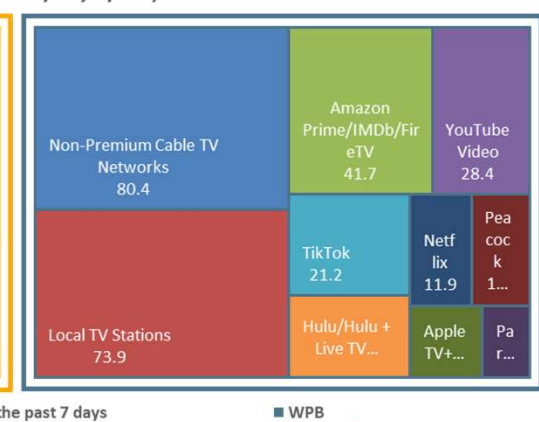
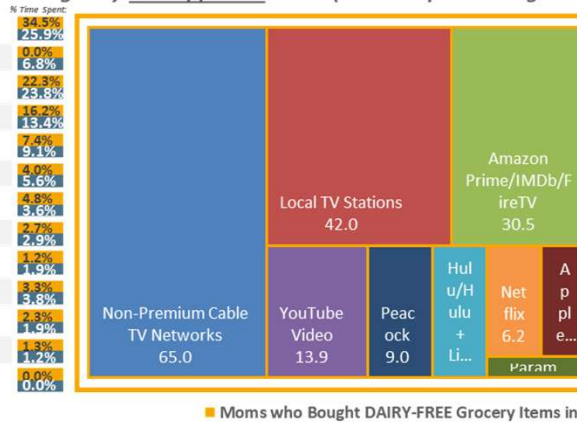
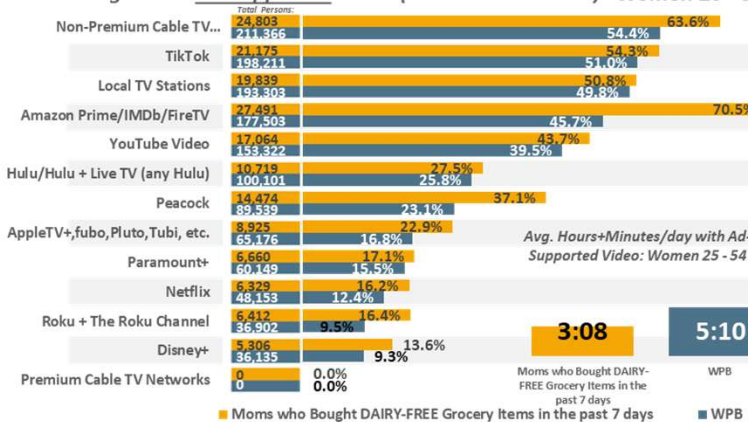
Avg. Week All Video (Persons & % Reach): Women 25 - 54

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported Video (Persons & % Reach): Women 25 - 54

Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



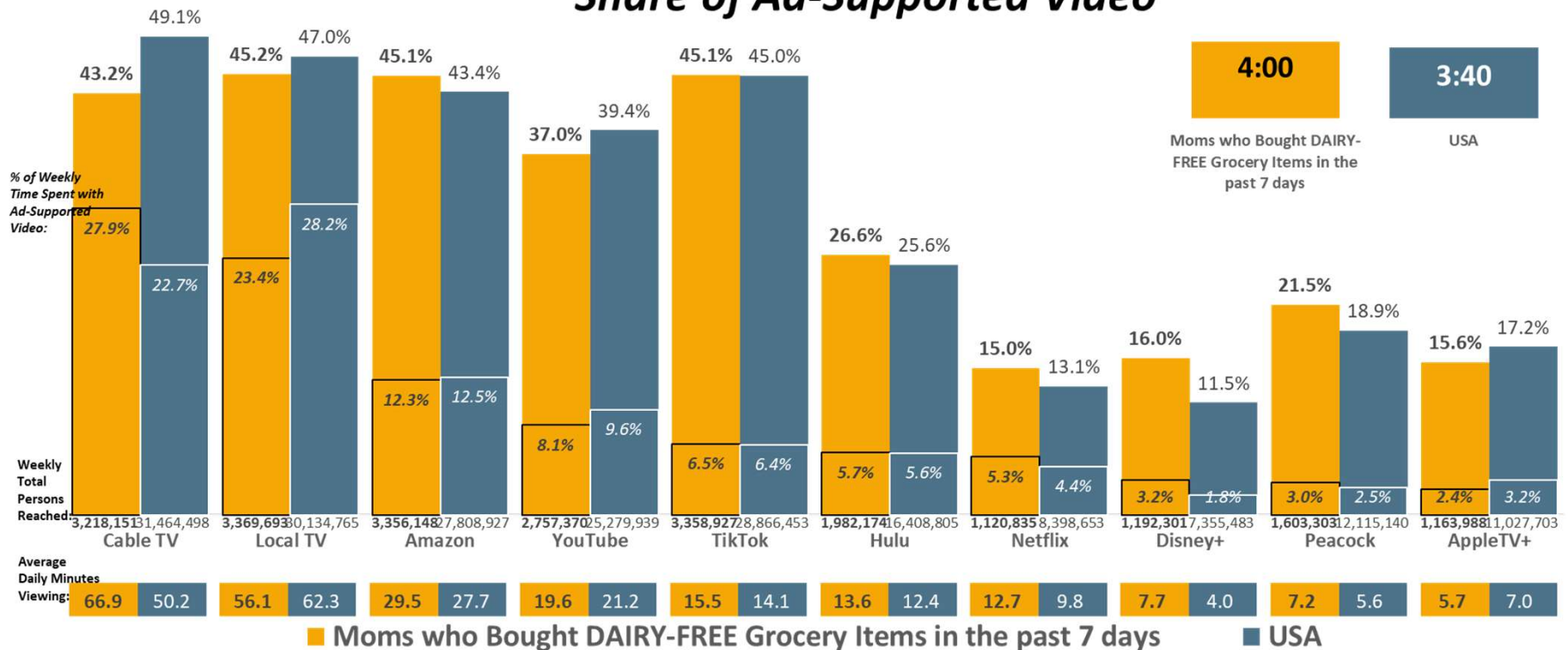


3,369,693 or 45.2% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days watch Ad-Supported Local TV Stations for an average of 56.1 minutes every day representing 23.4% of all time spent daily with Ad-Supported Video.

Weekly
Reach %

"Share of Ad-Supported Video"

Avg. Hours+Minutes/day with Ad-Supported
Video: Women 25 - 54



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

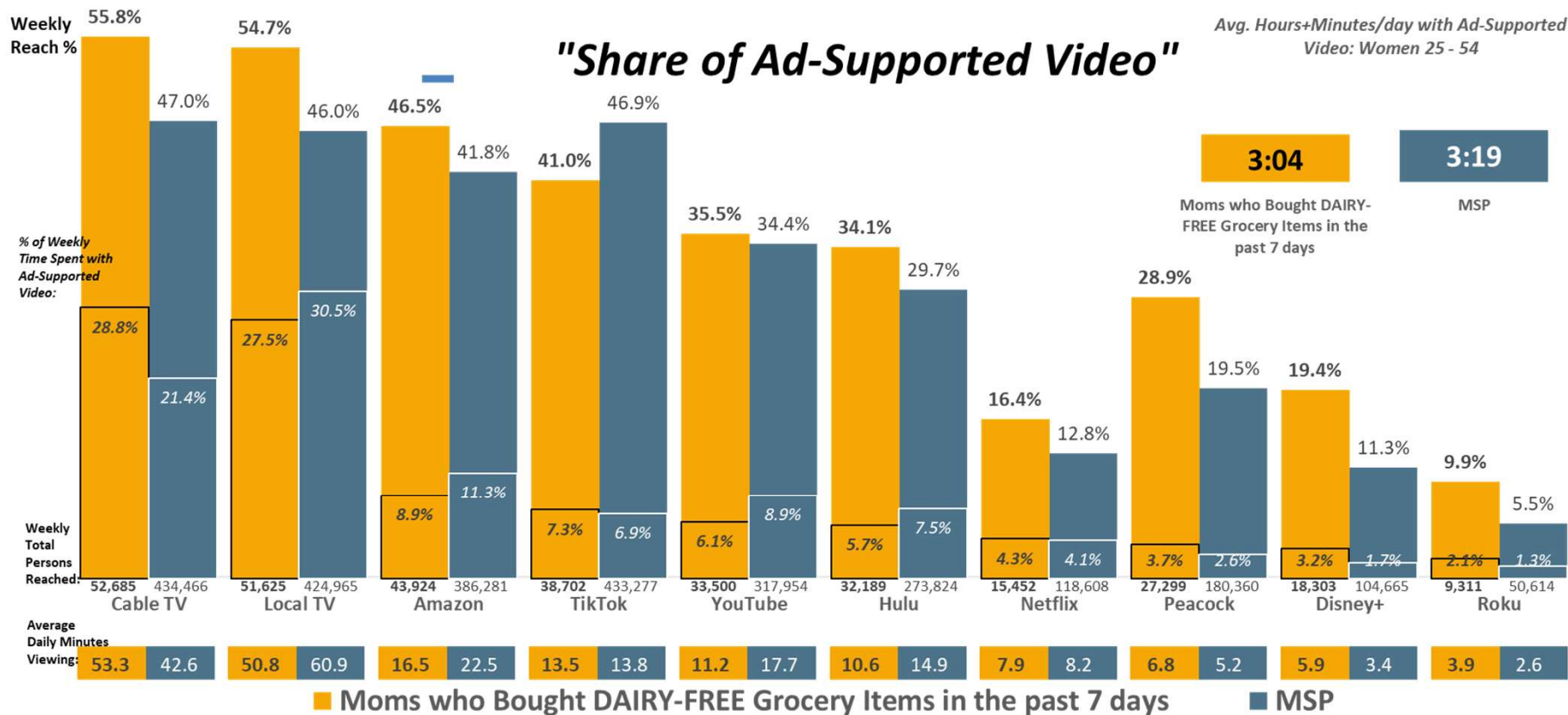
soefa.ai Share of Everything
for Anything

[[Parent of child under 18: Yes AND Grocery stores shopped past 7 days (HHLD): Any grocery store] AND Food types HHLD bought (HHLD): Dairy-free]]



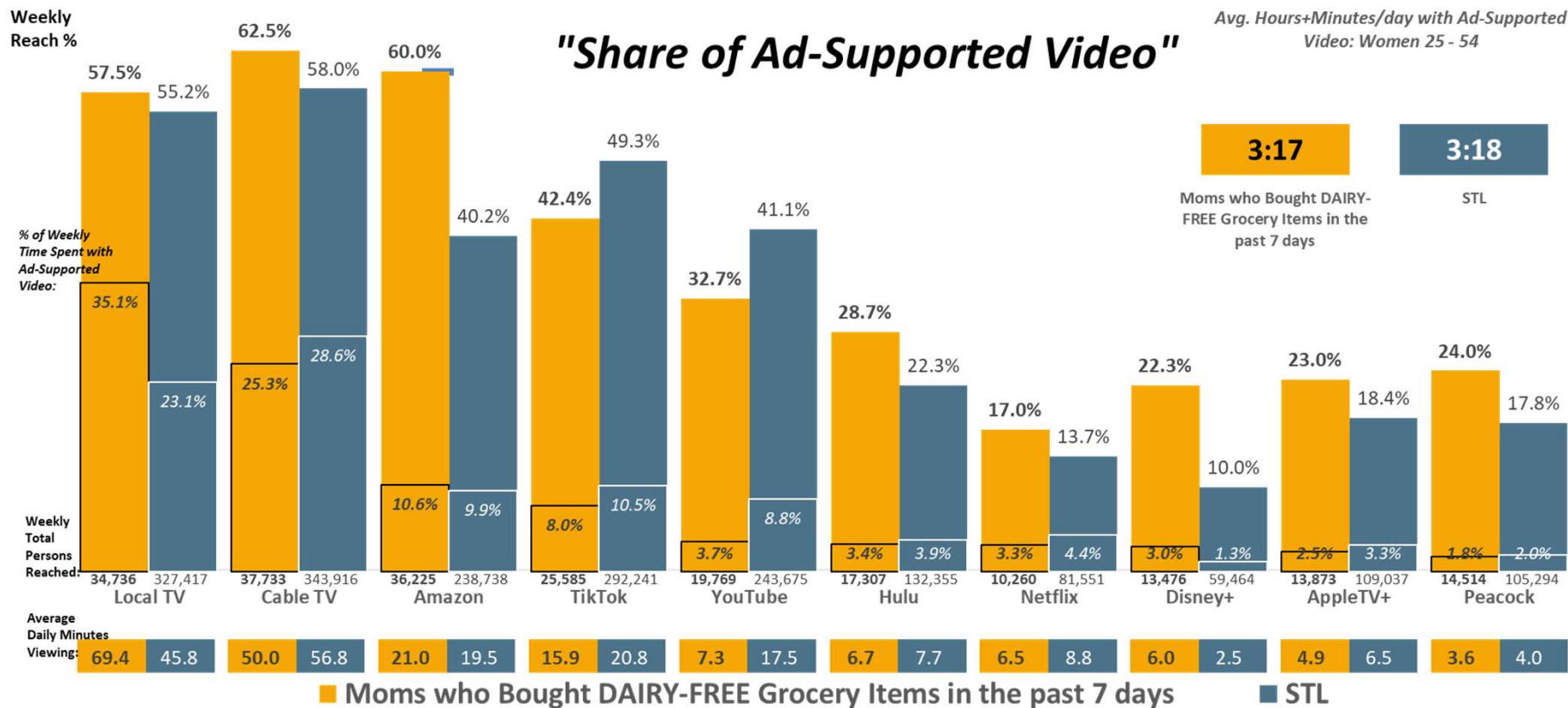
51,625 or 54.7% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days watch Ad-Supported Local TV Stations for an average of 50.8 minutes every day representing 27.5% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"





34,736 or 57.5% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days watch Ad-Supported Local TV Stations for an average of 69.4 minutes every day representing 35.1% of all time spent daily with Ad-Supported Video.



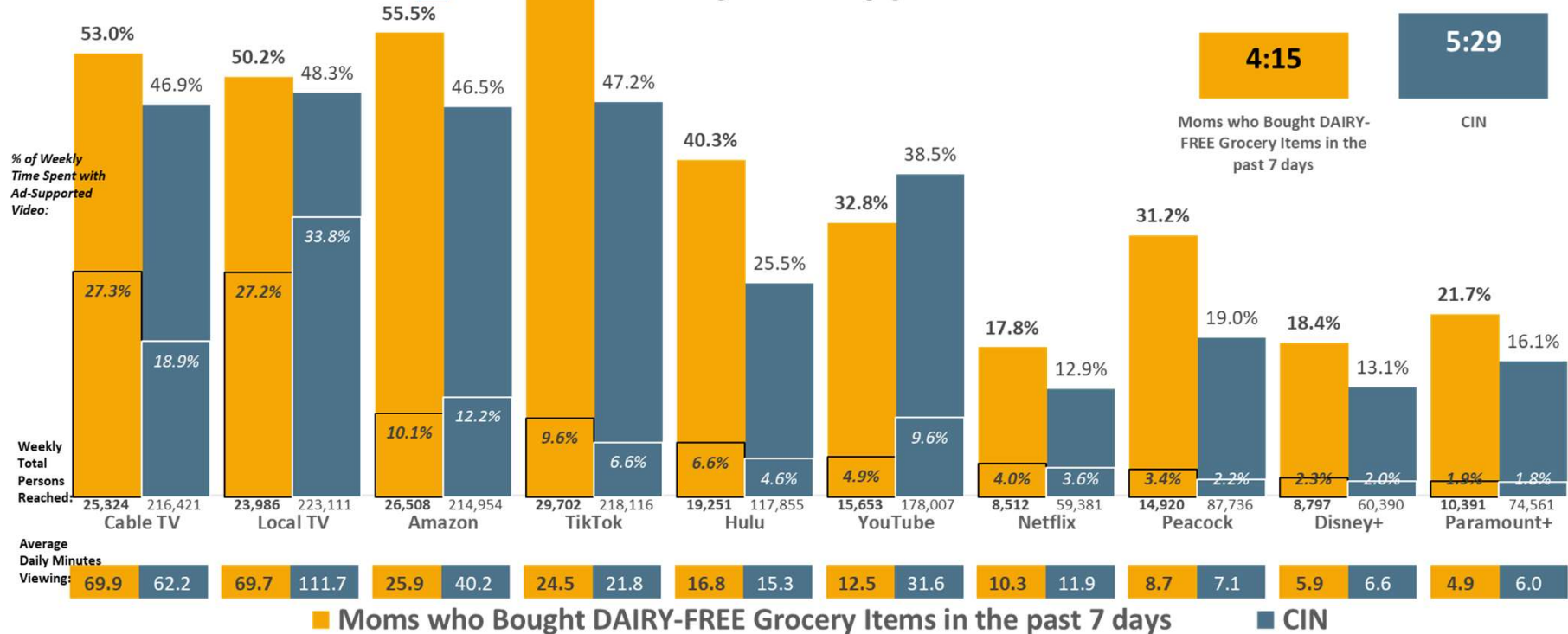


23,986 or 50.2% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days watch Ad-Supported Local TV Stations for an average of 69.7 minutes every day representing 27.2% of all time spent daily with Ad-Supported Video.

Weekly
Reach %

"Share of Ad-Supported Video"

Avg. Hours+Minutes/day with Ad-Supported
Video: Women 25 - 54

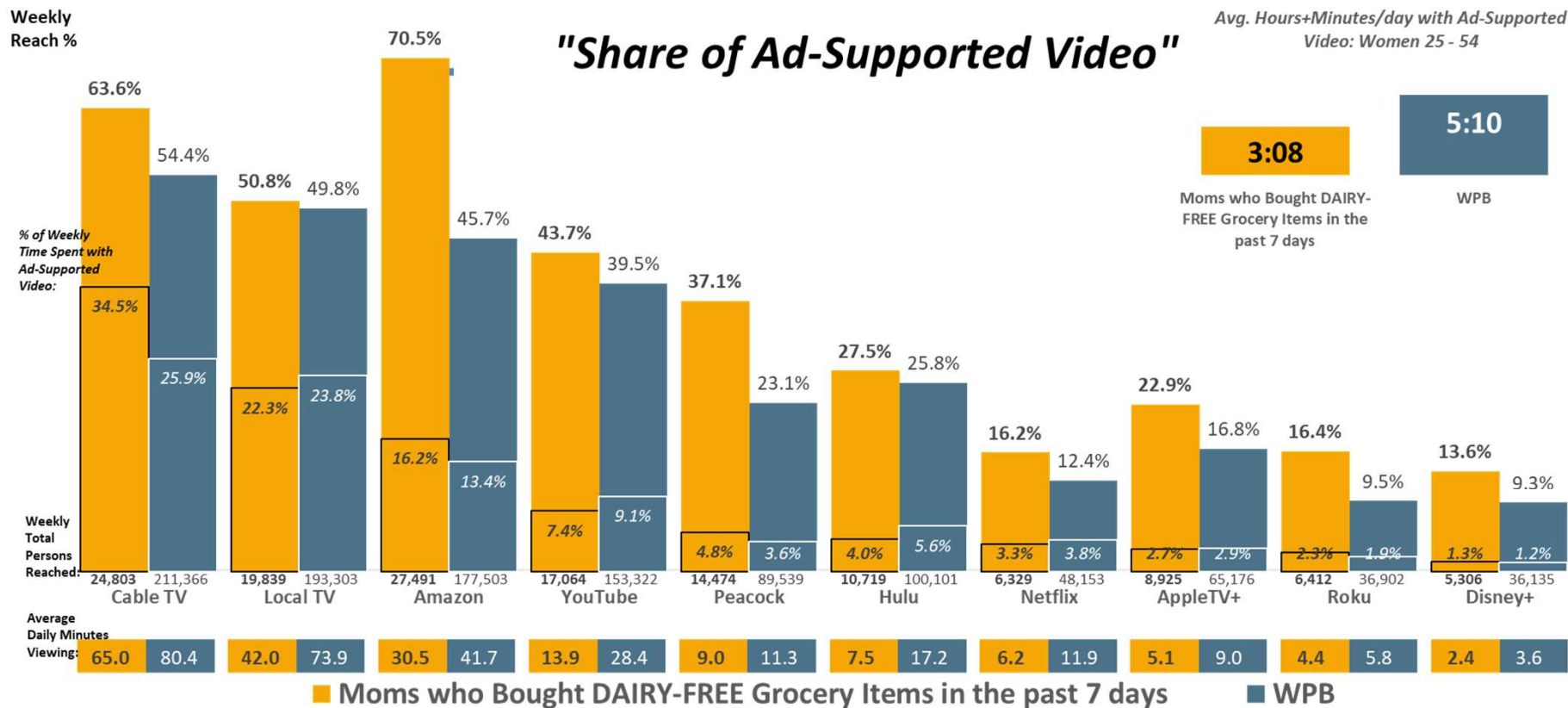


Moms who Bought DAIRY-FREE Grocery Items in the past 7 days

CIN



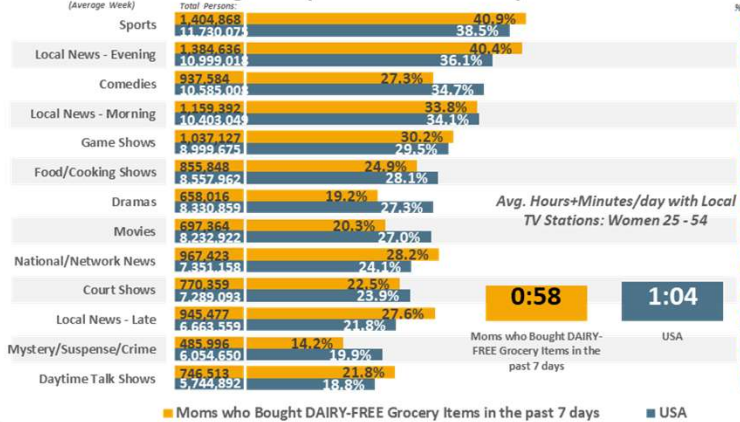
19,839 or 50.8% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days watch Ad-Supported Local TV Stations for an average of 42. minutes every day representing 22.3% of all time spent daily with Ad-Supported Video.



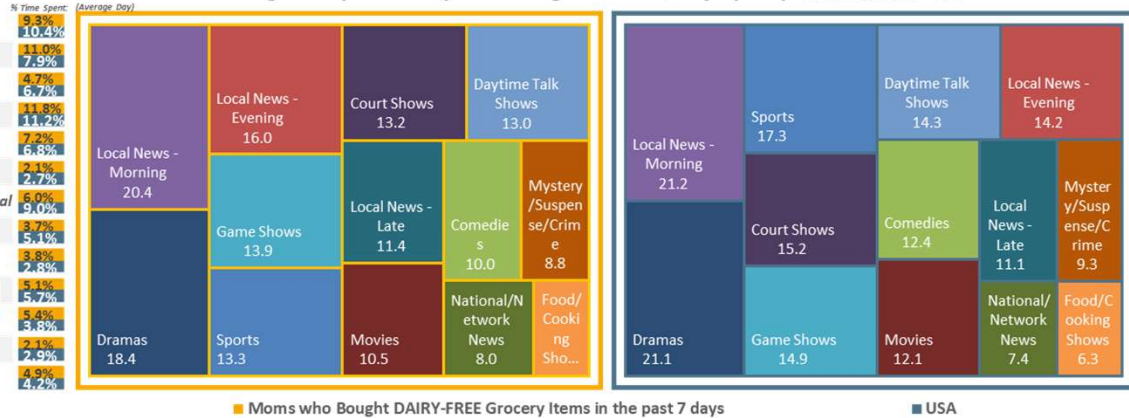


3,369,693 or 45.2% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Game Shows, Local News - Late, and Comedies.

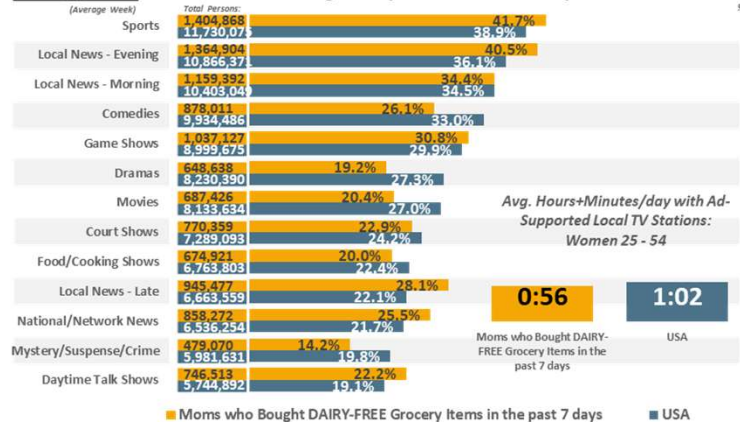
Local TV Station Programs (Persons & % Reach): Women 25 - 54



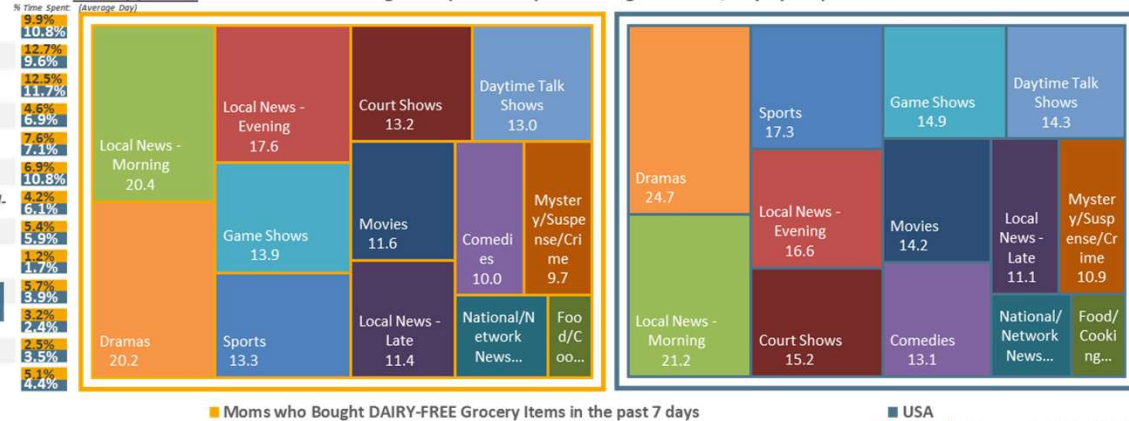
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Ad-Supported Local TV Station Programs (Persons & % Reach): Women 25 - 54



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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

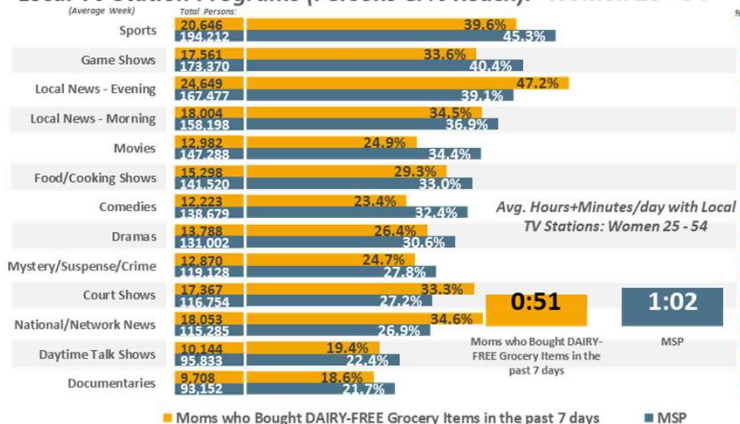
soefa.ai Share of Everything for Anything

[[Parent of child under 18: Yes AND Grocery stores shopped past 7 days (HHLD): Any grocery store] AND Food types HHLD bought (HHLD): Dairy-free]]



51,625 or 54.7% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Game Shows, Court Shows, and Late Night Talk.

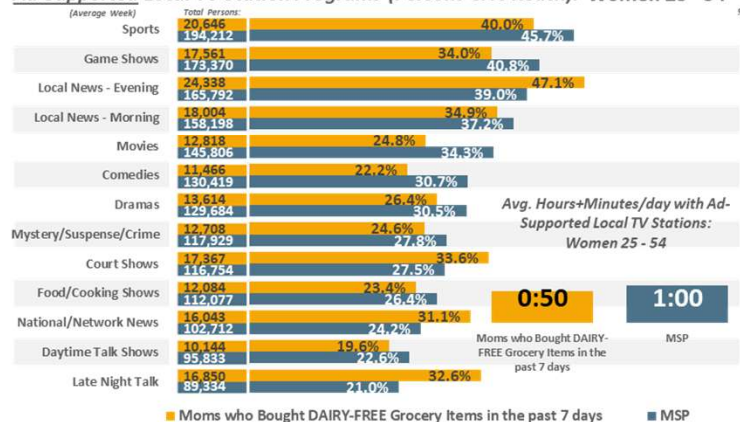
Local TV Station Programs (Persons & % Reach): Women 25 - 54



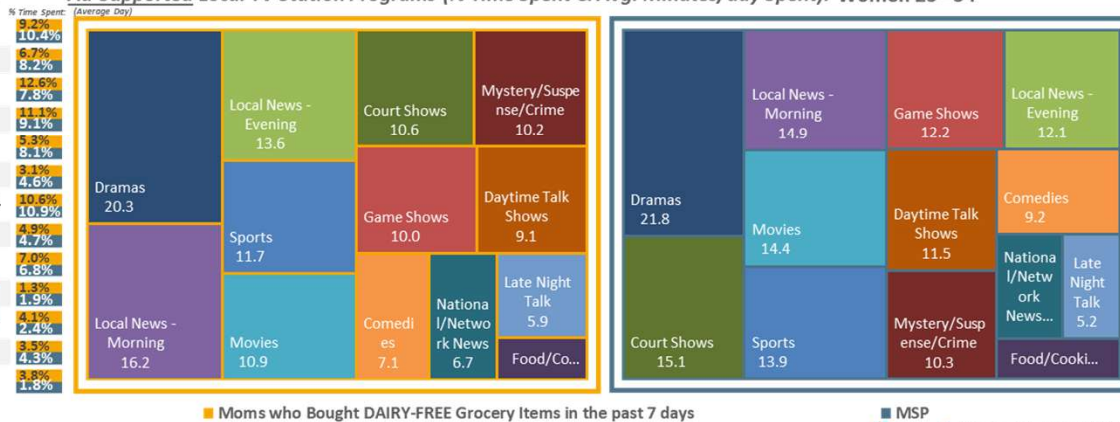
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Ad-Supported Local TV Station Programs (Persons & % Reach): Women 25 - 54



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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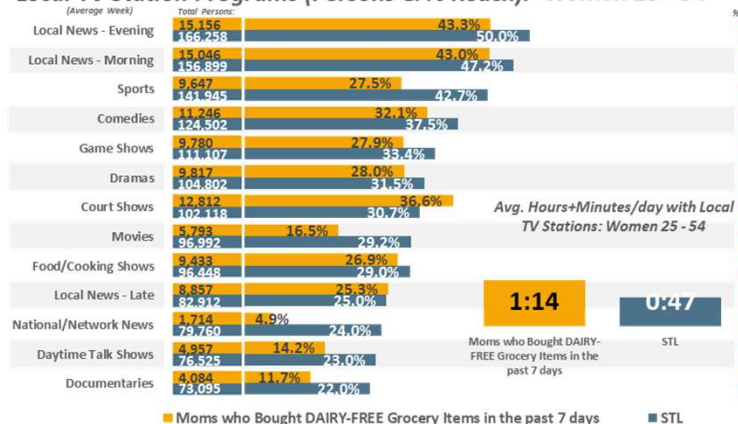
soefa.ai Share of Everything for Anything

[[[Parent of child under 18: Yes AND Grocery stores shopped past 7 days (HHLD): Any grocery store] AND Food types HHLD bought (HHLD): Dairy-free]]

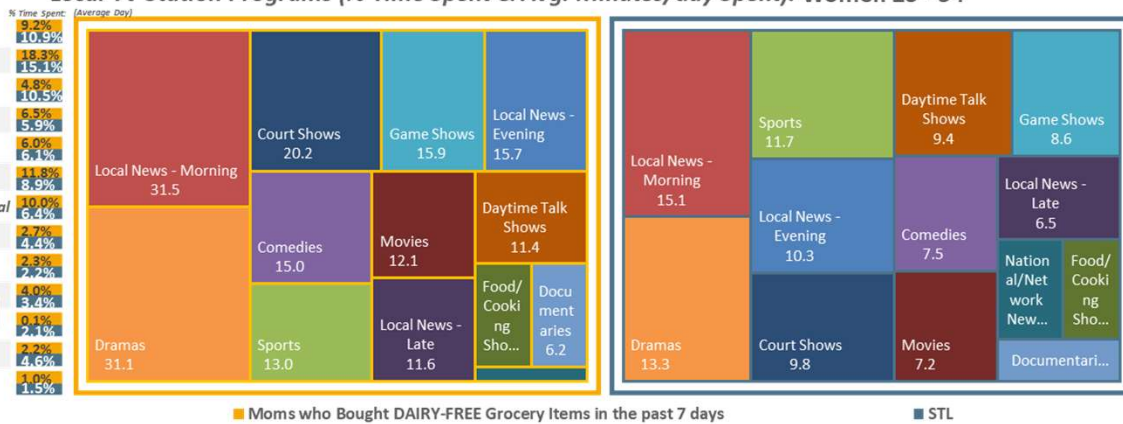


34,736 or 57.5% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Court Shows, Comedies, Dramas, and Game Shows.

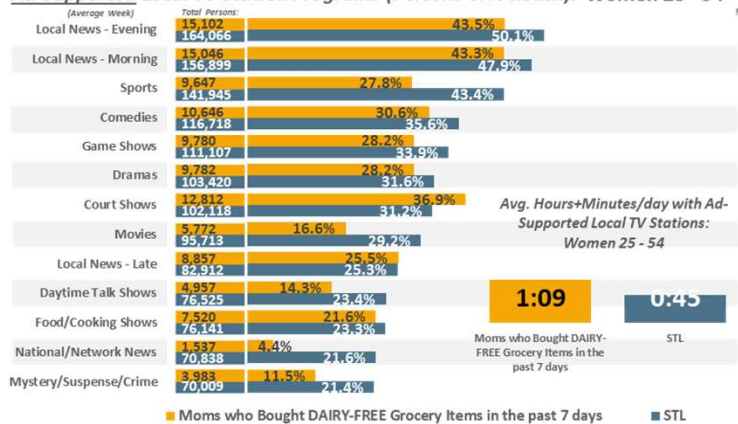
Local TV Station Programs (Persons & % Reach): Women 25 - 54



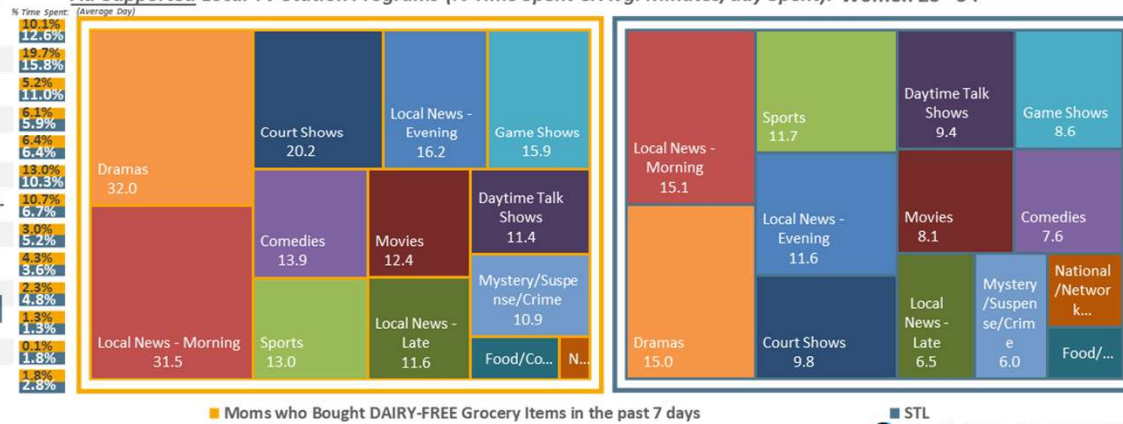
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Ad-Supported Local TV Station Programs (Persons & % Reach): Women 25 - 54



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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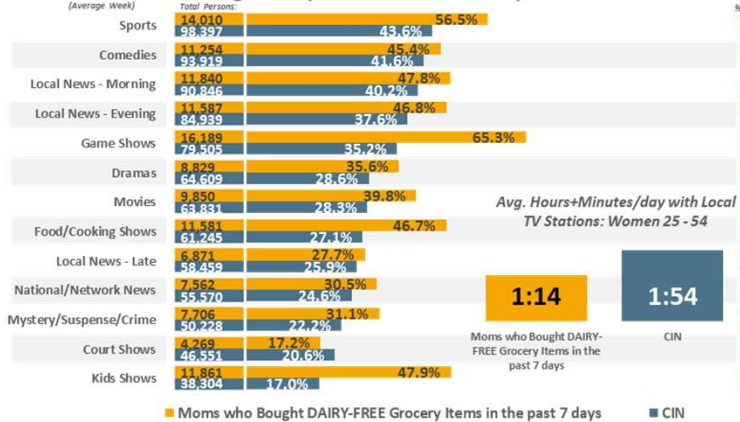
soefa.ai STL Share of Everything for Anything

[[[Parent of child under 18: Yes AND Grocery stores shopped past 7 days (HHLd): Any grocery store] AND Food types HHLd bought (HHLd): Dairy-free]]

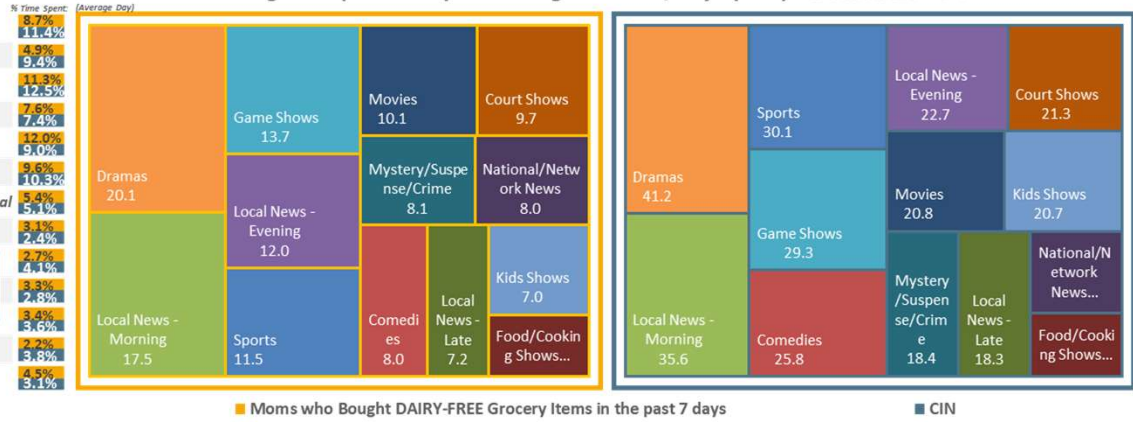


23,986 or 50.2% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Game Shows, Sports, Local News - Morning, Local News - Evening, Comedies, and Science Fiction.

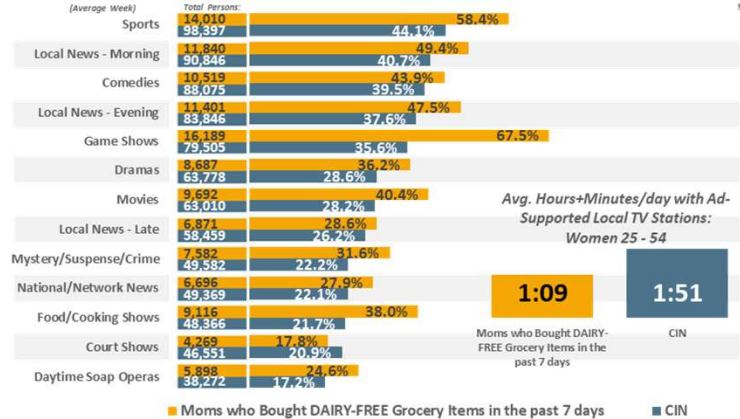
Local TV Station Programs (Persons & % Reach): Women 25 - 54



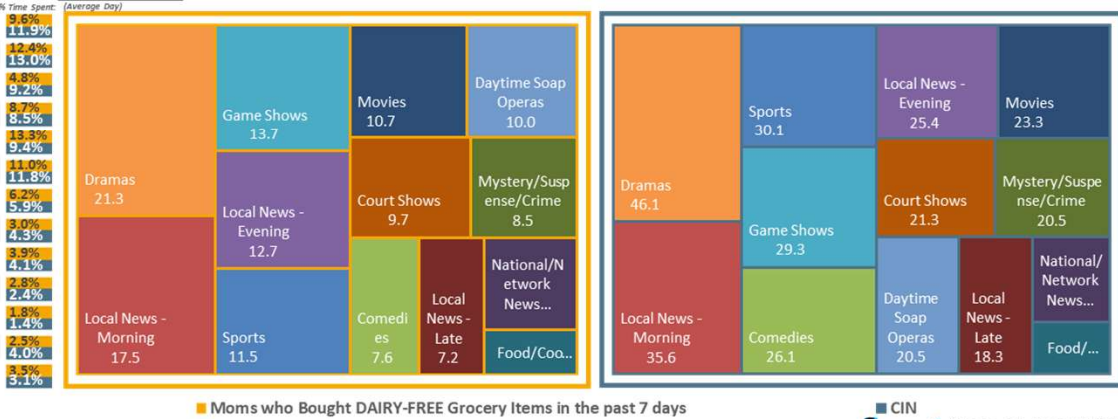
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Ad-Supported Local TV Station Programs (Persons & % Reach): Women 25 - 54



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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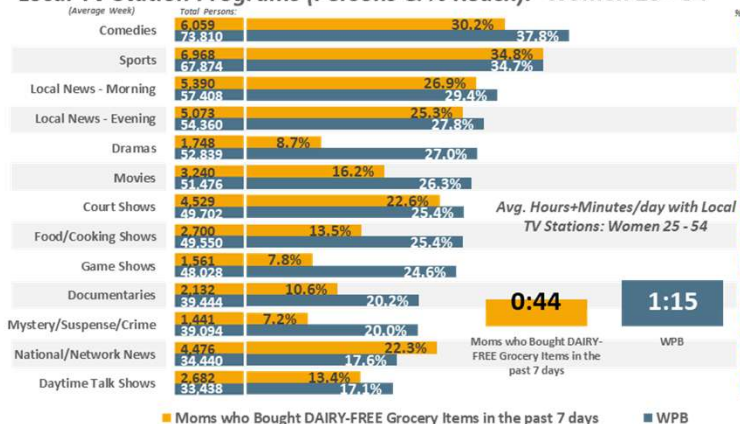
soefa.ai Share of Everything for Anything

[[Parent of child under 18: Yes AND Grocery stores shopped past 7 days (HHLD): Any grocery store] AND Food types HHLD bought (HHLD): Dairy-free]]

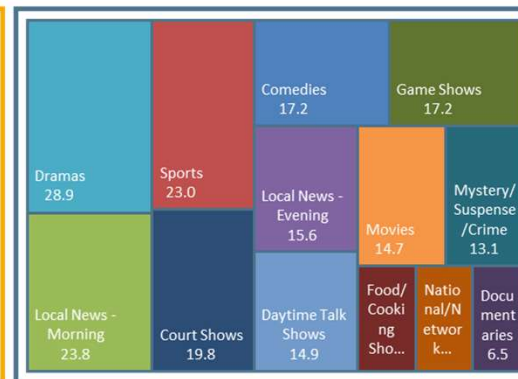
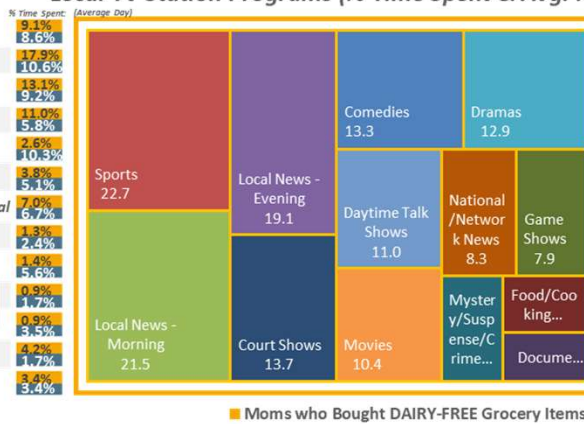


19,839 or 50.8% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Morning, Local News - Evening, Court Shows, and Novelas.

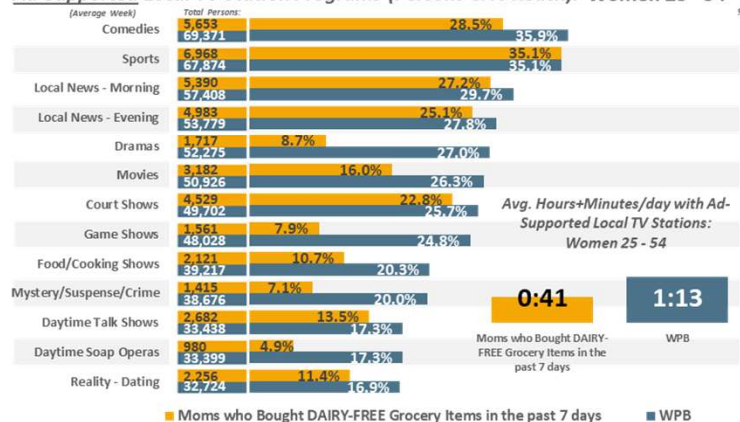
Local TV Station Programs (Persons & % Reach): Women 25 - 54



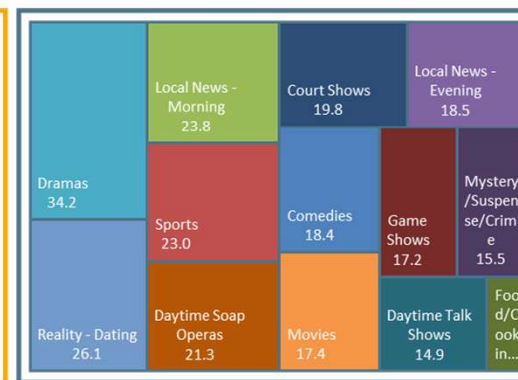
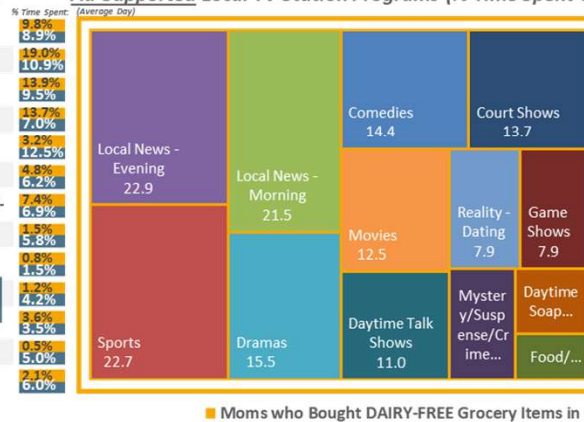
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Ad-Supported Local TV Station Programs (Persons & % Reach): Women 25 - 54



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 119
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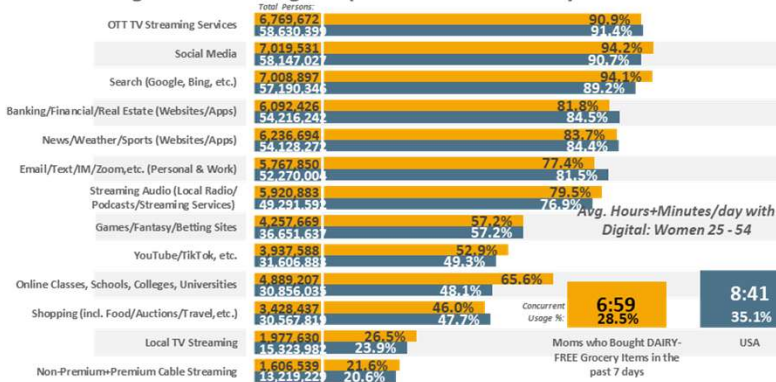
soefa.ai Share of Everything for Anything

[[[Parent of child under 18: Yes AND Grocery stores shopped past 7 days (HHLD): Any grocery store] AND Food types HHLD bought (HHLD): Dairy-free]]

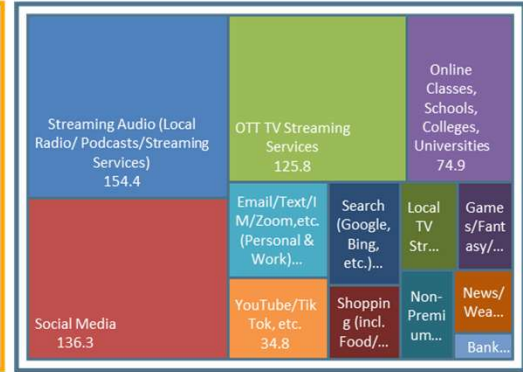
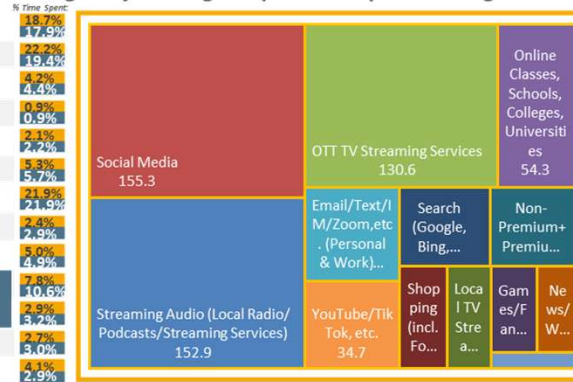


6,184,238 or 83.% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days use Ad-Supported Social Media for an average of 142.9 minutes every day representing 28.9% of all time spent daily with Ad-Supported Digital Media.

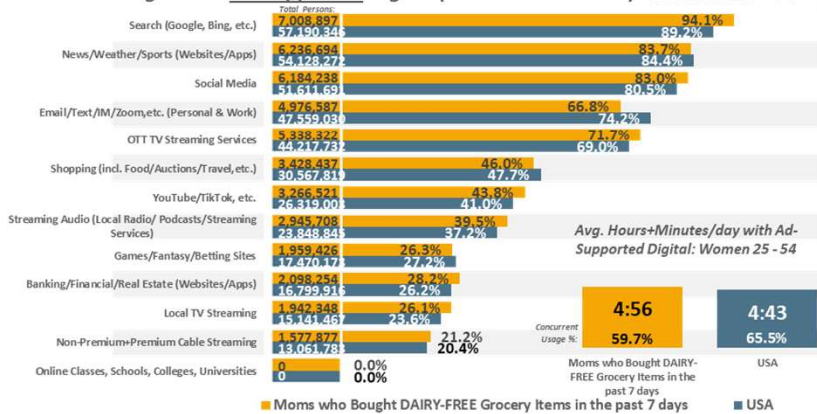
Avg. Week All Digital (Persons & % Reach): Women 25 - 54



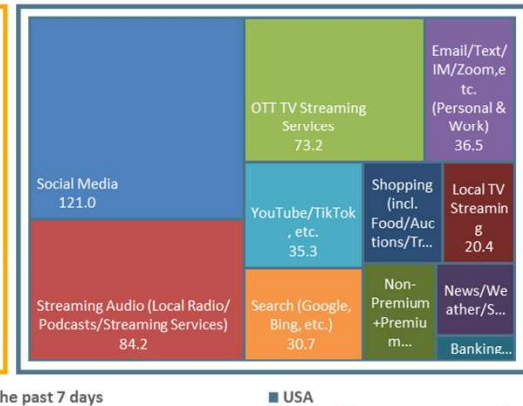
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported Digital (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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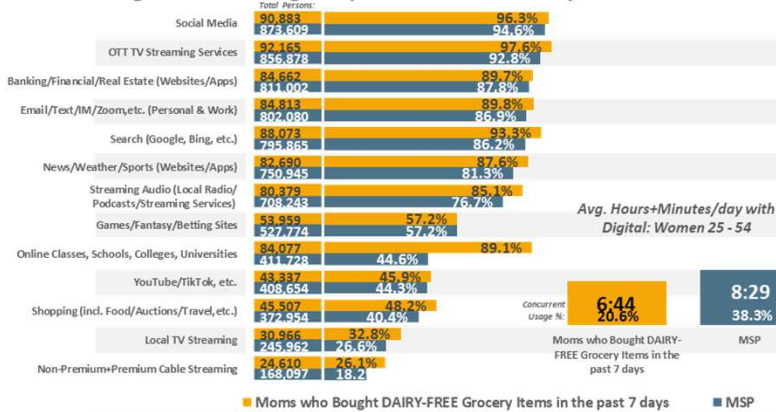
soefa.ai Share of Everything for Anything

[[Parent of child under 18: Yes AND Grocery stores shopped past 7 days (HHLD): Any grocery store] AND Food types HHLD bought (HHLD): Dairy-free]]



83,178 or 88.1% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days use Ad-Supported Social Media for an average of 144.7 minutes every day representing 30.6% of all time spent daily with Ad-Supported Digital Media.

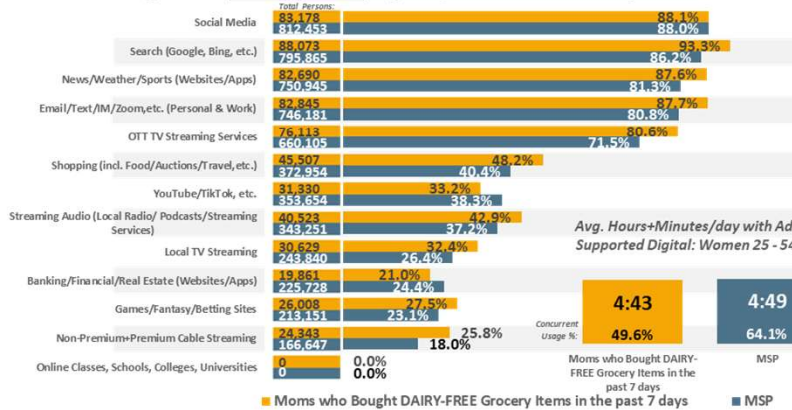
Avg. Week All Digital (Persons & % Reach): Women 25 - 54



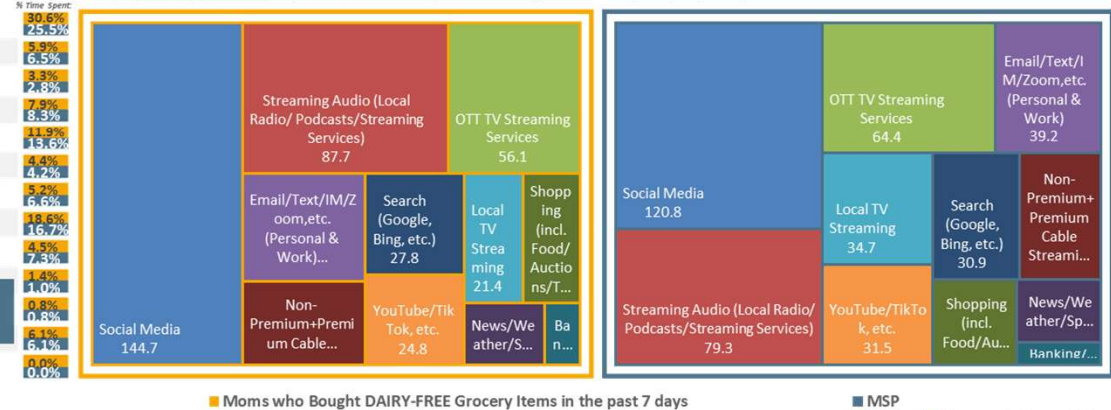
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported Digital (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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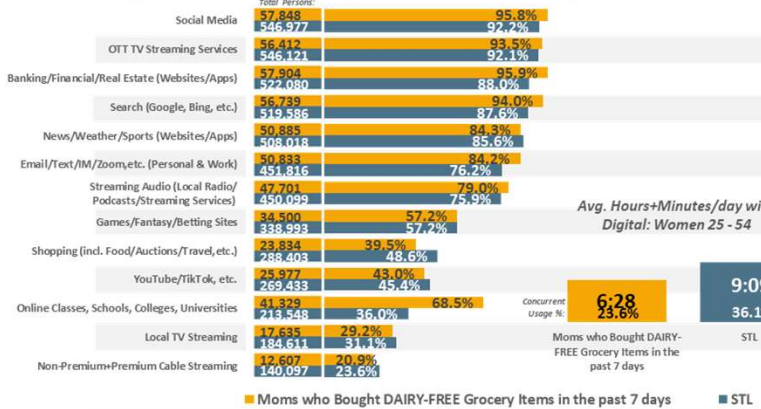
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[[[Parent of child under 18: Yes AND Grocery stores shopped past 7 days (HHLd): Any grocery store] AND Food types HHLd bought (HHLd): Dairy-free]]

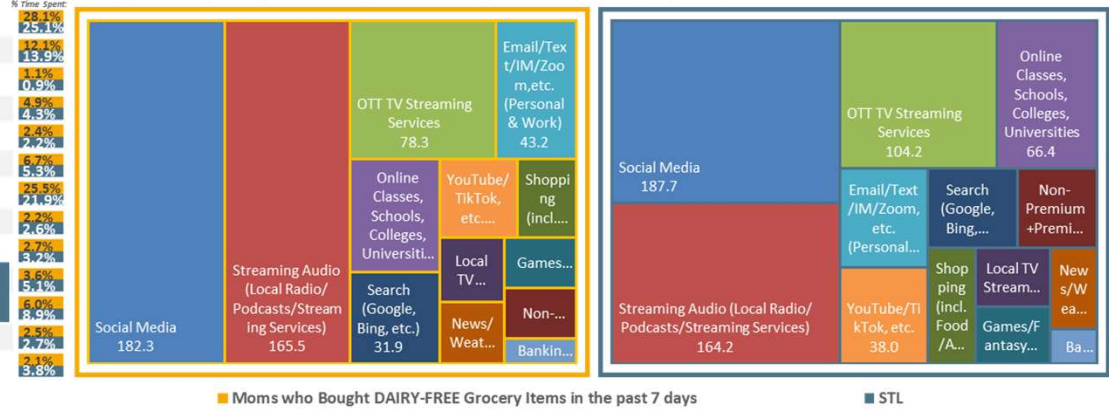


48,704 or 80.7% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days use Ad-Supported Social Media for an average of 167.7 minutes every day representing 34.7% of all time spent daily with Ad-Supported Digital Media.

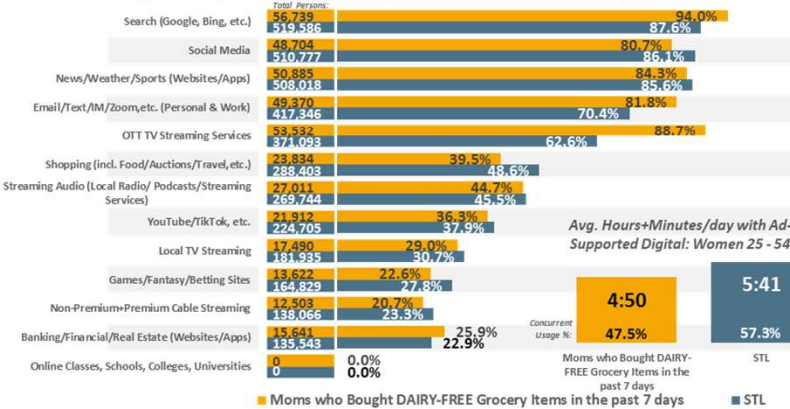
Avg. Week All Digital (Persons & % Reach): Women 25 - 54



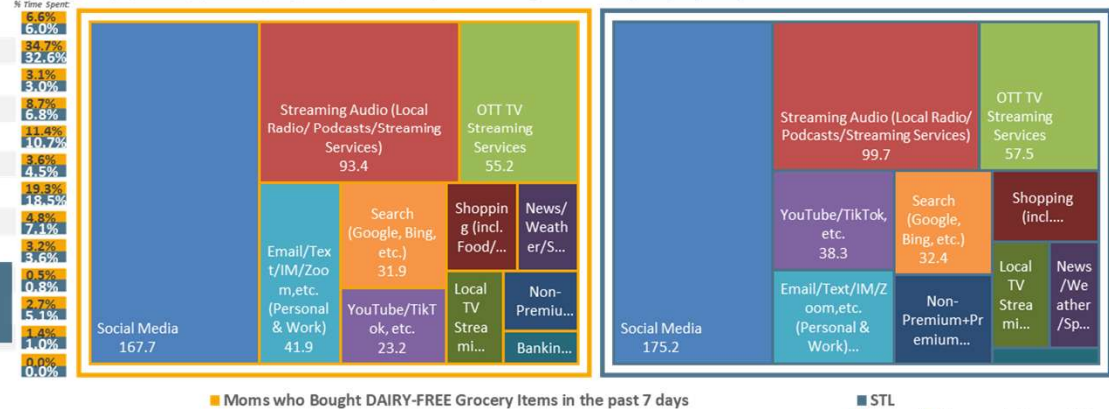
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported Digital (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 103
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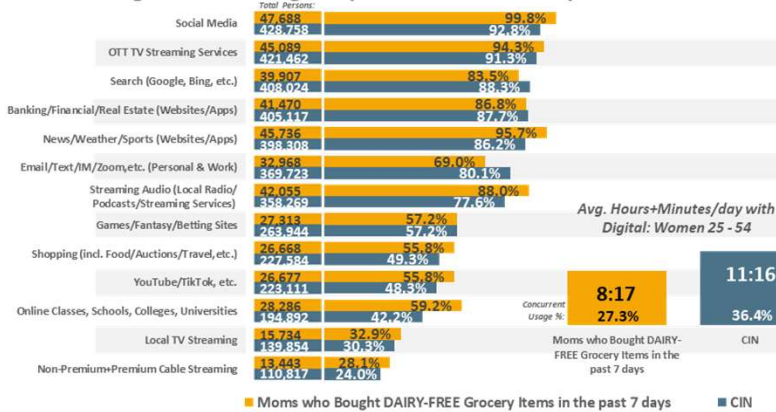
soefa.ai Share of Everything for Anything

[[[Parent of child under 18: Yes AND Grocery stores shopped past 7 days (HHLD): Any grocery store] AND Food types HHLD bought (HHLD): Dairy-free]]

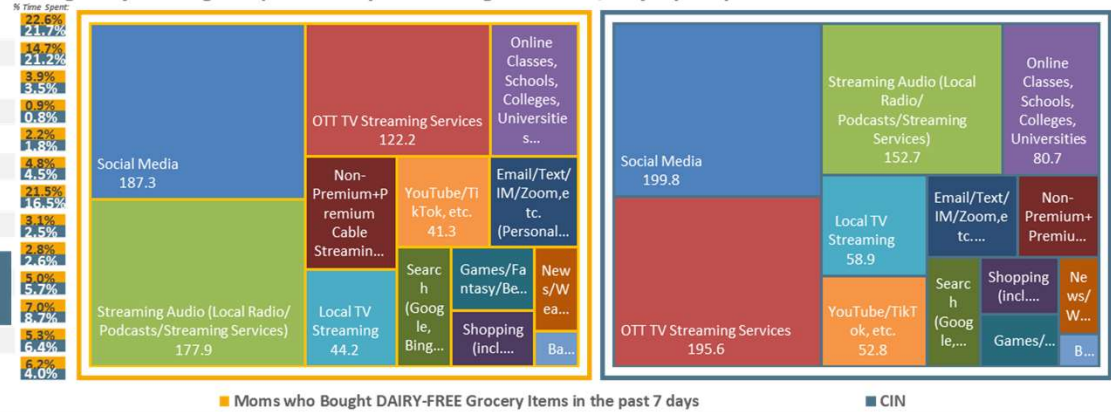


43,224 or 90.4% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days use Ad-Supported Social Media for an average of 172.3 minutes every day representing 29.3% of all time spent daily with Ad-Supported Digital Media.

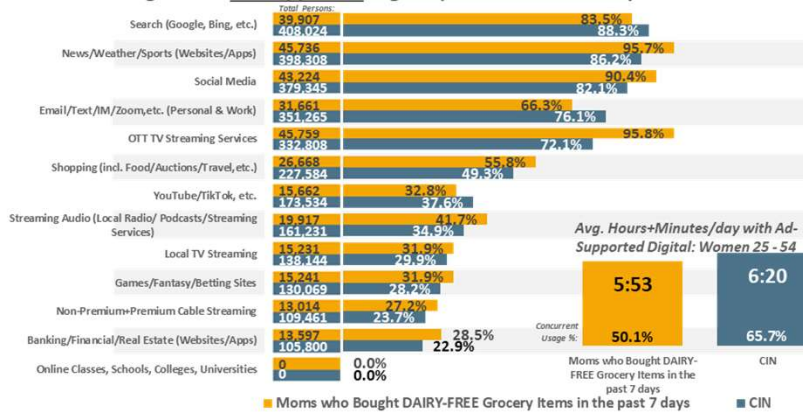
Avg. Week All Digital (Persons & % Reach): Women 25 - 54



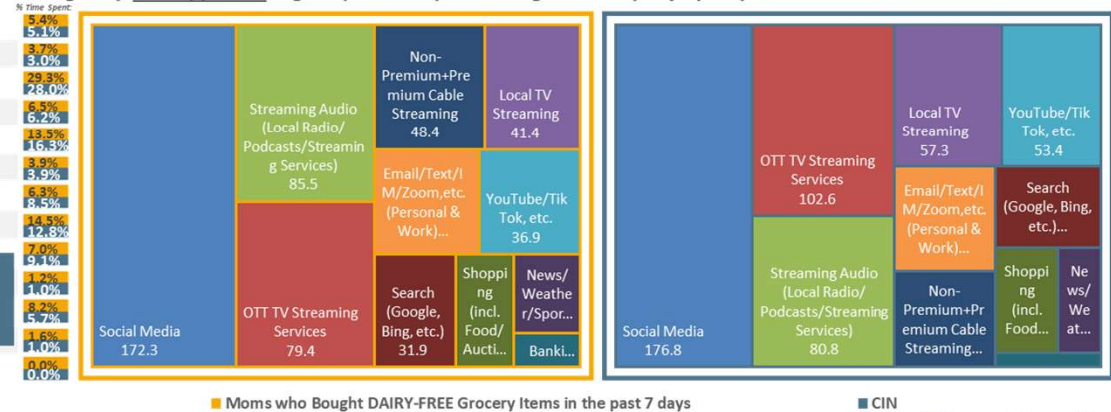
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported Digital (Persons & % Reach): Women 25 - 54



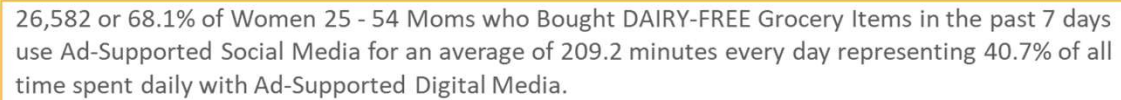
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



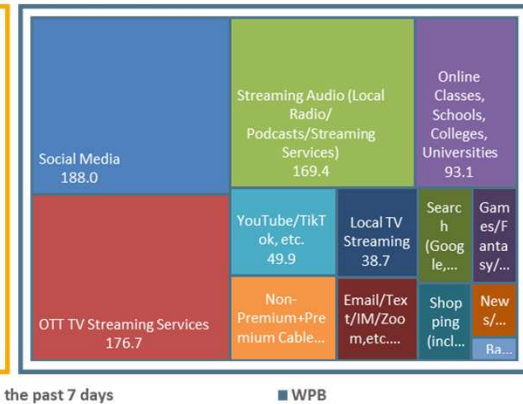
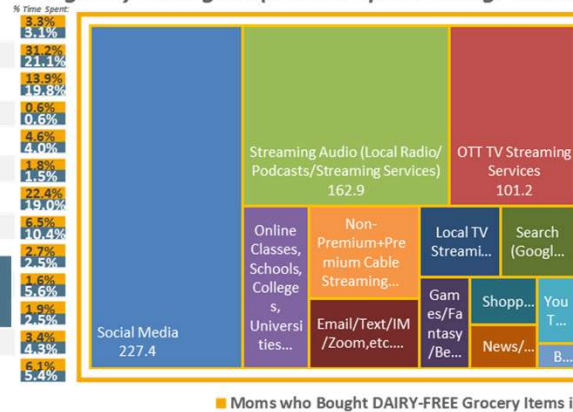
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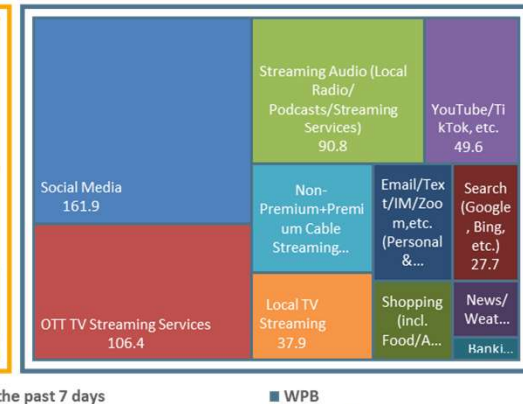
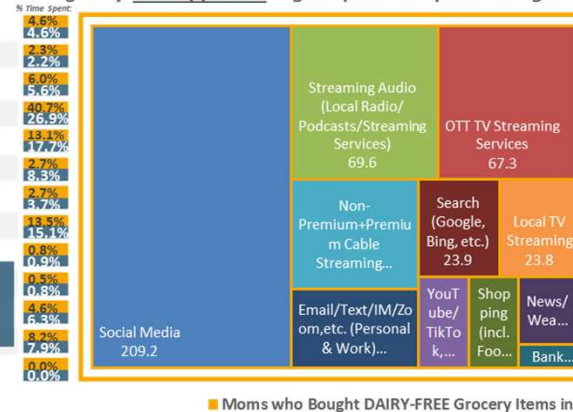
[[[Parent of child under 18: Yes AND Grocery stores shopped past 7 days (HHLd): Any grocery store] AND Food types HHLd bought (HHLd): Dairy-free]]



Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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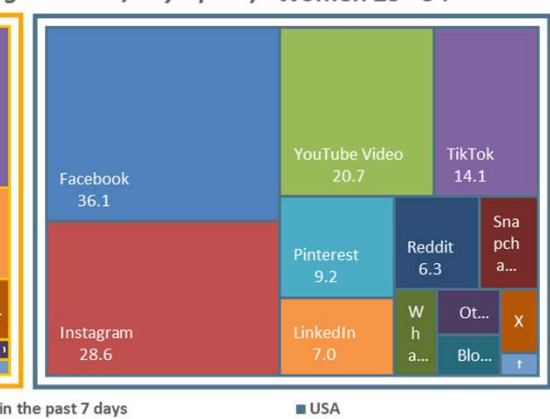
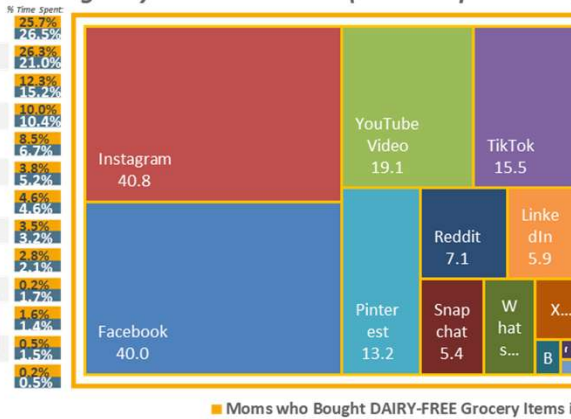
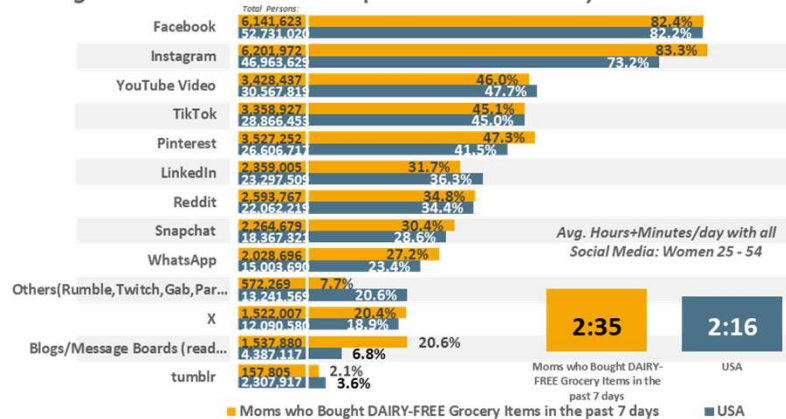
(((Parent of child under 18: Yes AND Grocery stores shopped past 7 days (HHLD): Any grocery store) AND Food types HHLD bought (HHLD): Dairy-free))



6,141,623 or 82.4% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days use Ad-Supported Facebook for an average of 42.7 minutes every day representing 31.2% of all time spent daily with Ad-Supported Social Media.

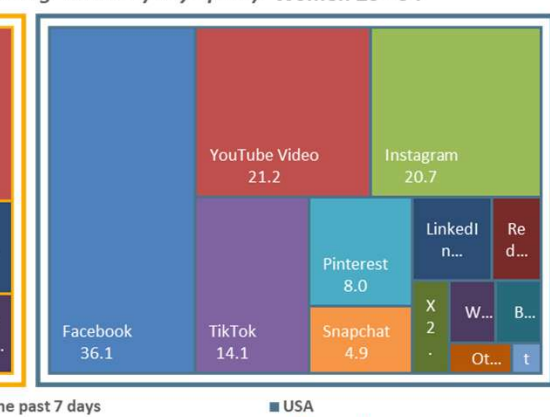
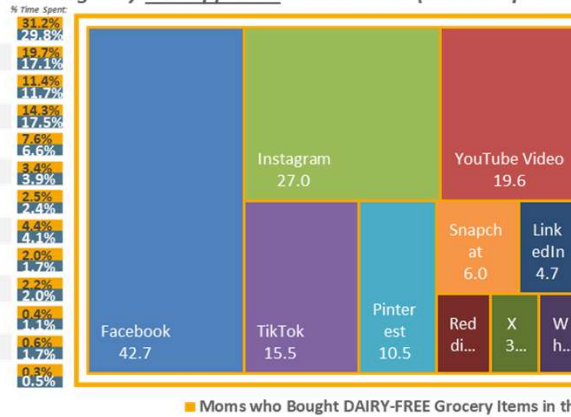
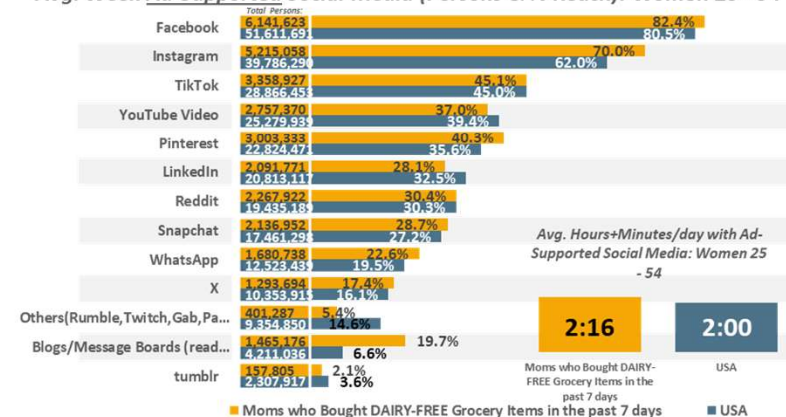
Avg. Week All Social Media (Persons & % Reach): Women 25 - 54

Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported Social Media (Persons & % Reach): Women 25 - 54

Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 1,353
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

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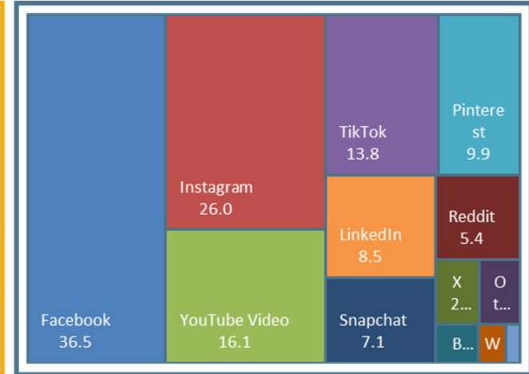
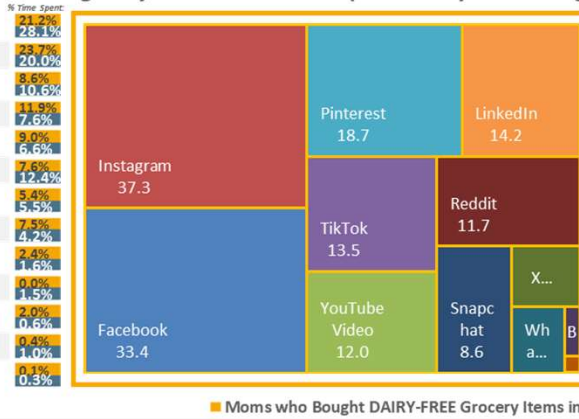
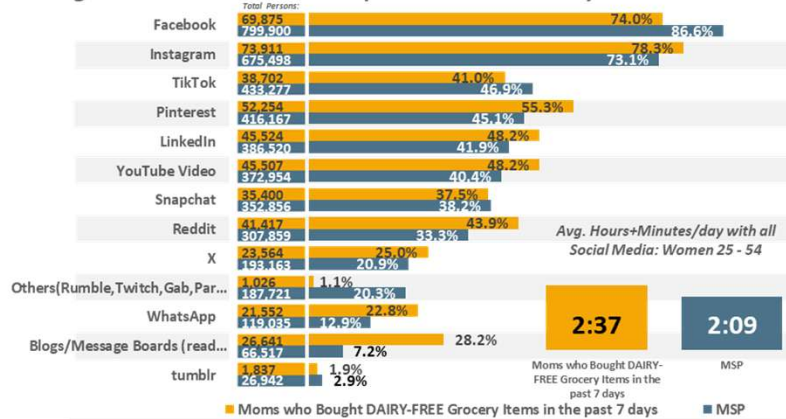
[[[Parent of child under 18: Yes AND Grocery stores shopped past 7 days (HHLd): Any grocery store] AND Food types HHLd bought (HHLd): Dairy-free]]



69,875 or 74.% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days use Ad-Supported Facebook for an average of 43.8 minutes every day representing 30.5% of all time spent daily with Ad-Supported Social Media.

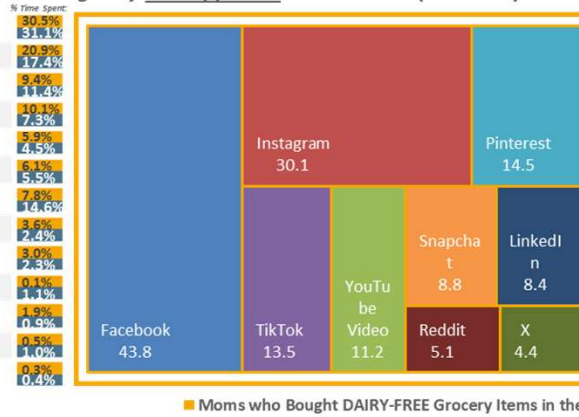
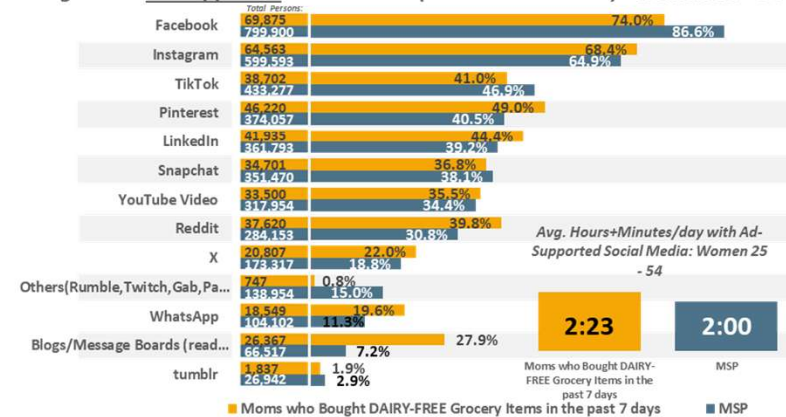
Avg. Week All Social Media (Persons & % Reach): Women 25 - 54

Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported Social Media (Persons & % Reach): Women 25 - 54

Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54

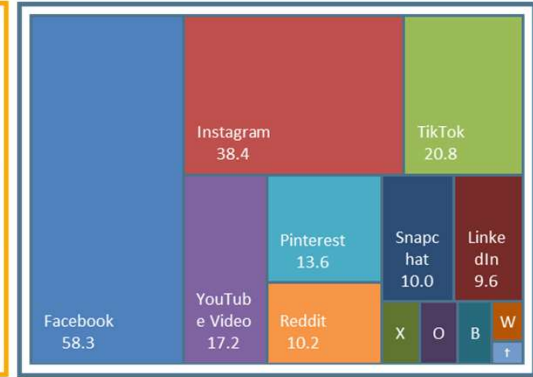
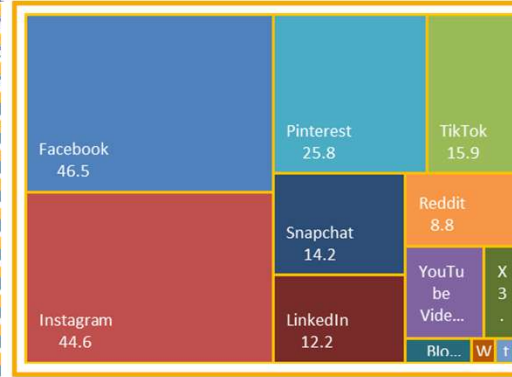
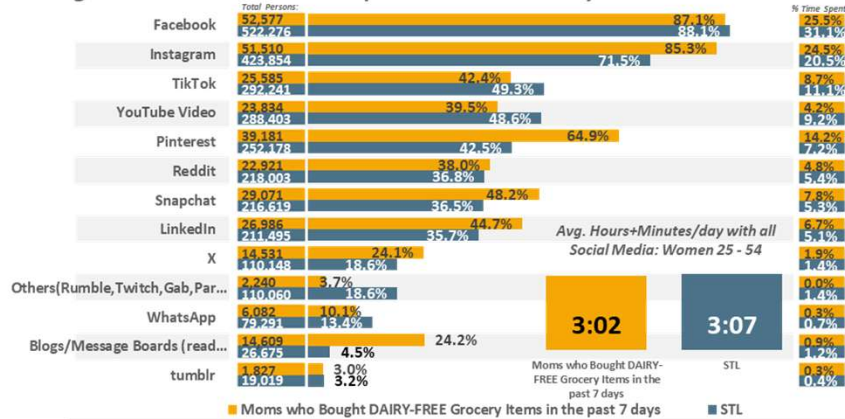




48,704 or 80.7% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days use Ad-Supported Facebook for an average of 50.7 minutes every day representing 33.0% of all time spent daily with Ad-Supported Social Media.

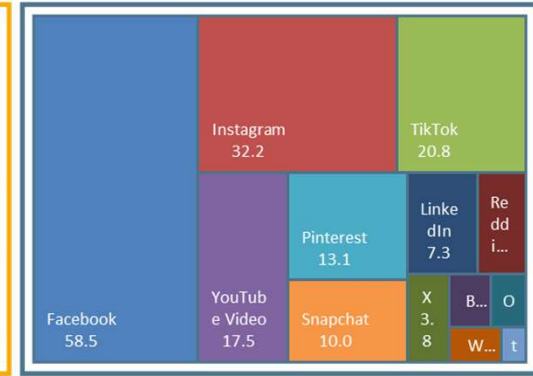
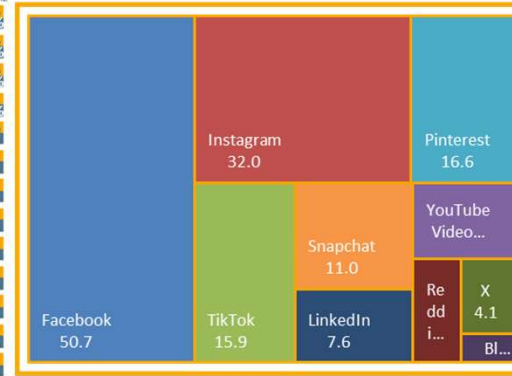
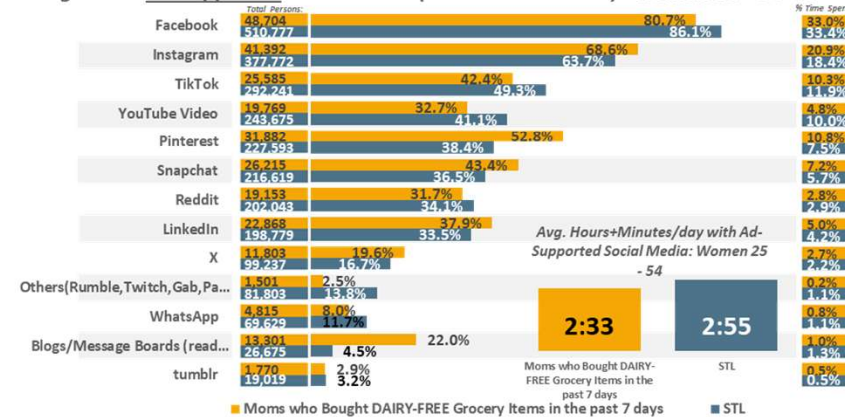
Avg. Week All Social Media (Persons & % Reach): Women 25 - 54

Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported Social Media (Persons & % Reach): Women 25 - 54

Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54

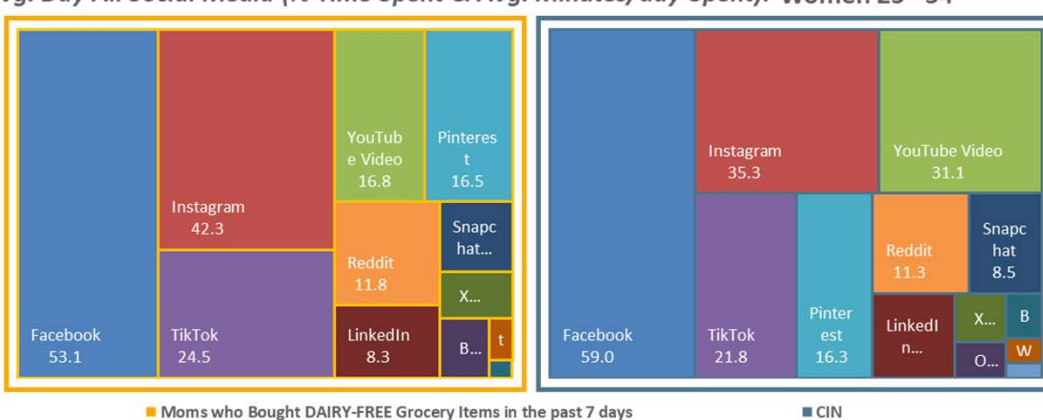
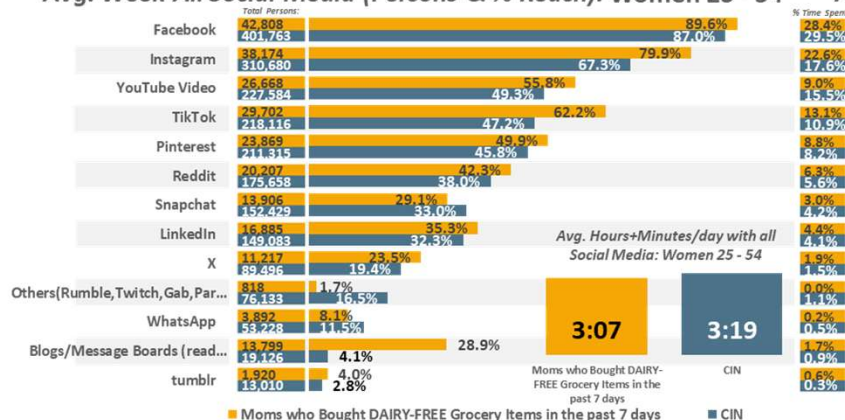




42,808 or 89.6% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days use Ad-Supported Facebook for an average of 57.2 minutes every day representing 33.7% of all time spent daily with Ad-Supported Social Media.

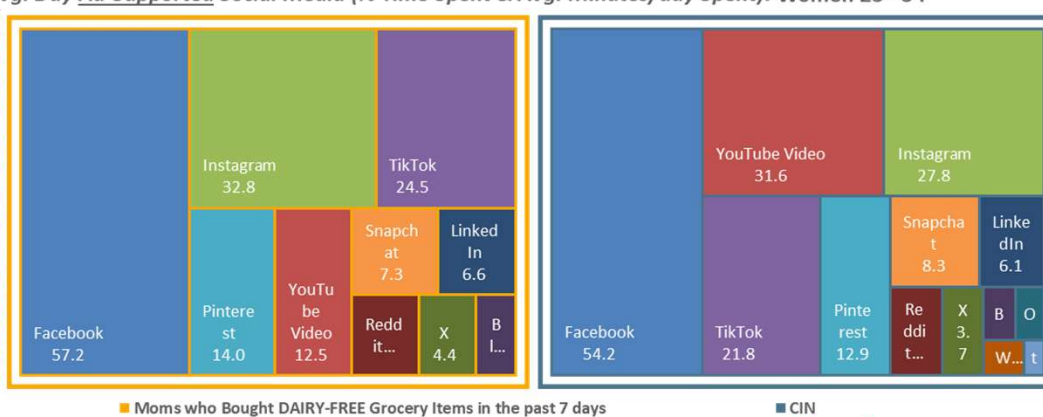
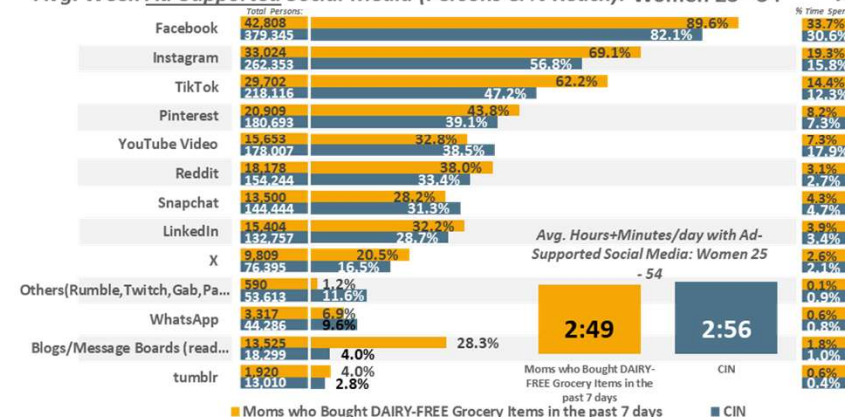
Avg. Week All Social Media (Persons & % Reach): Women 25 - 54

Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported Social Media (Persons & % Reach): Women 25 - 54

Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54

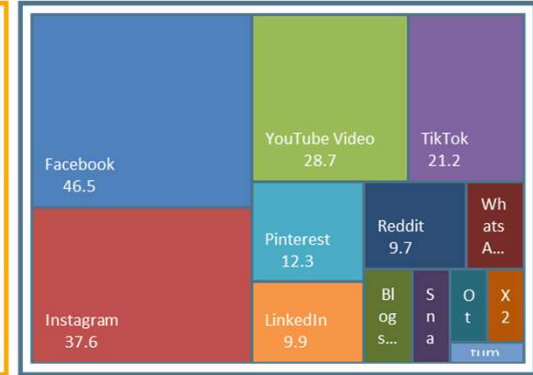
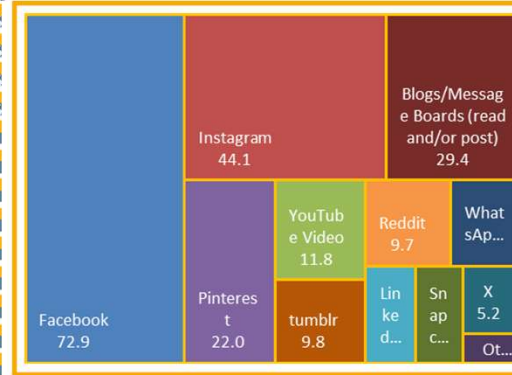
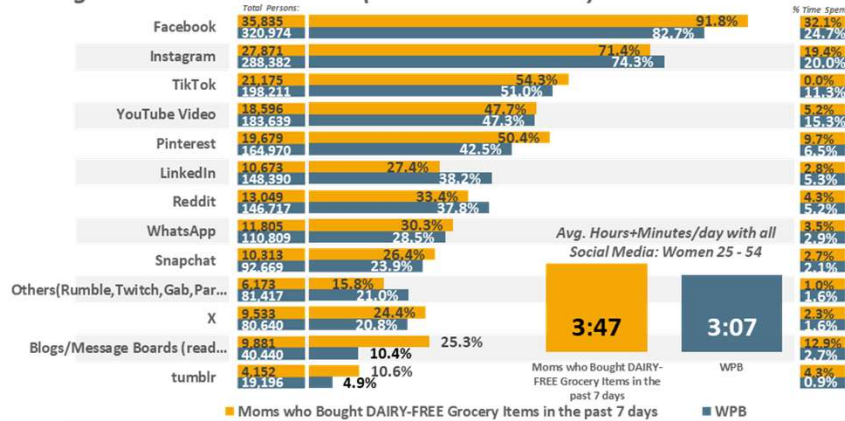




26,582 or 68.1% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days use Ad-Supported Facebook for an average of 55.2 minutes every day representing 32.7% of all time spent daily with Ad-Supported Social Media.

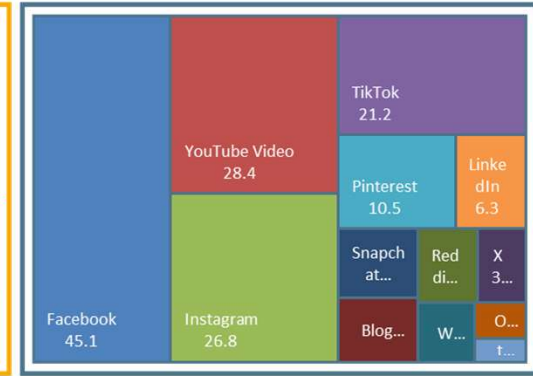
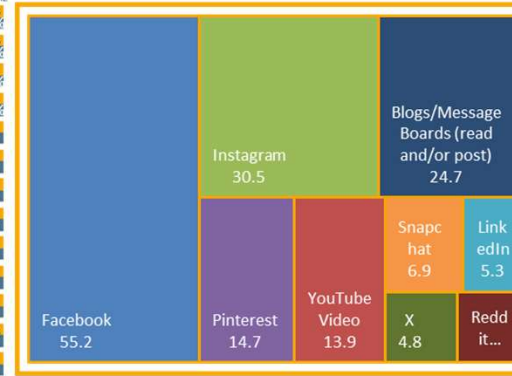
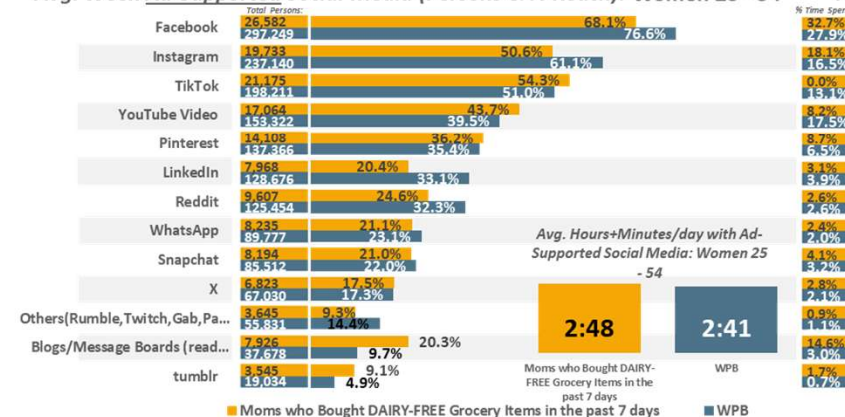
Avg. Week All Social Media (Persons & % Reach): Women 25 - 54

Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



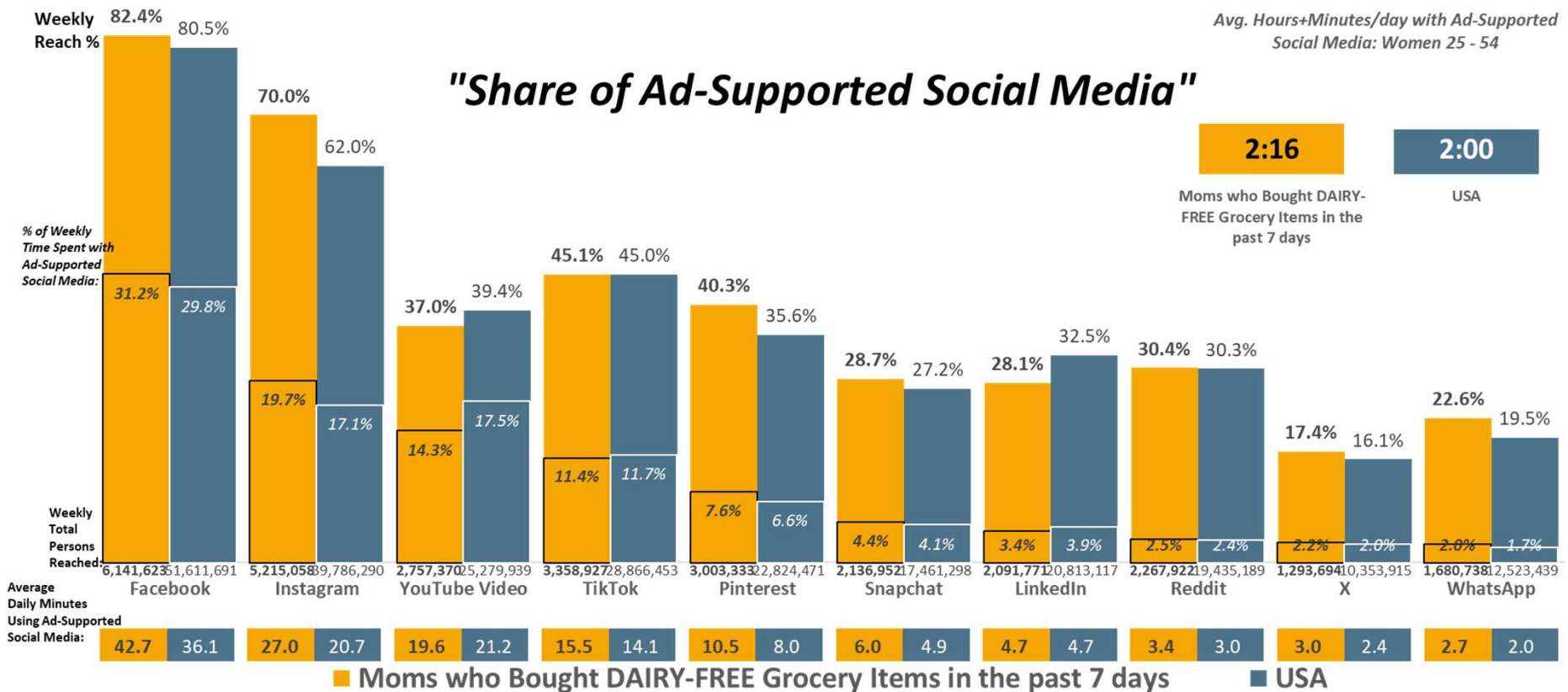
Avg. Week Ad-Supported Social Media (Persons & % Reach): Women 25 - 54

Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



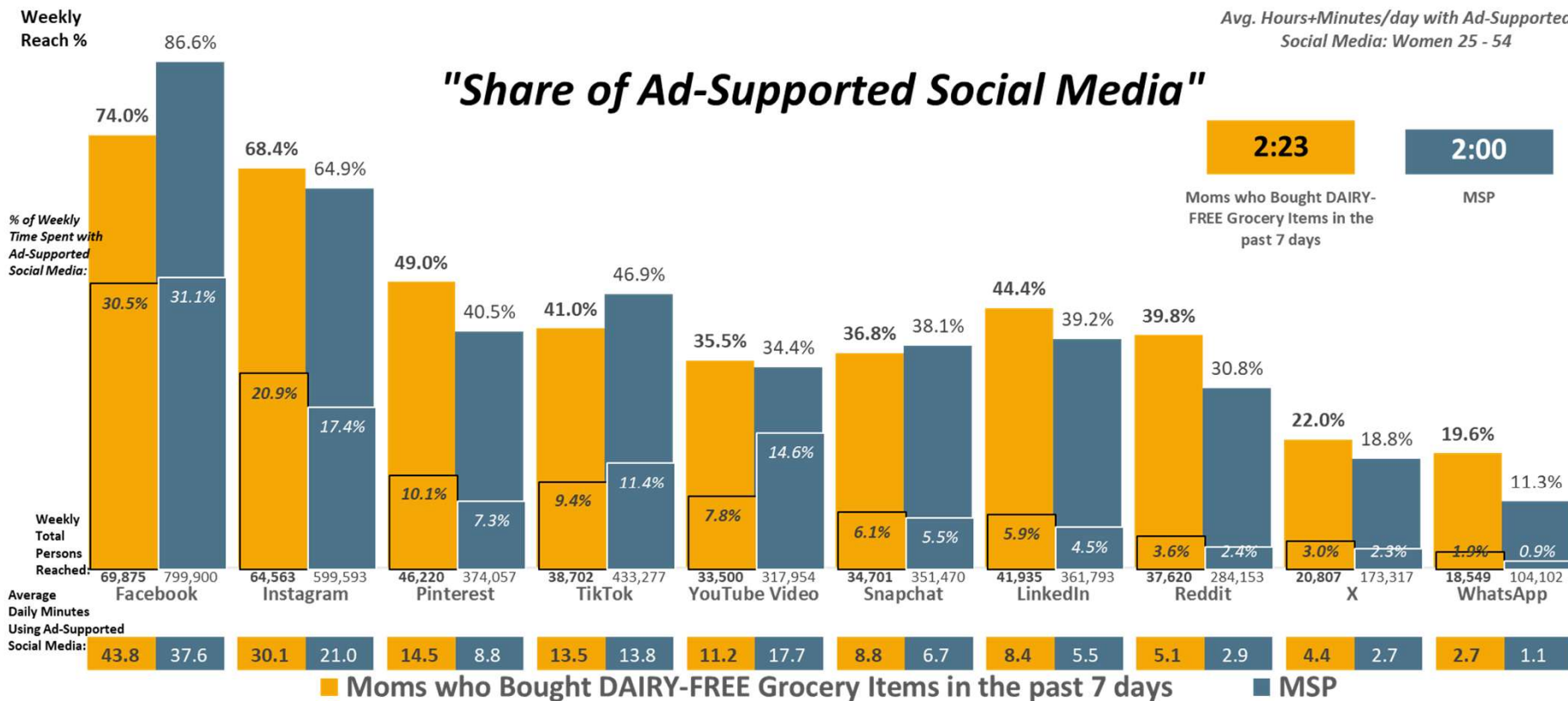


6,141,623 or 82.4% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days use Ad-Supported Facebook for an average of 42.7 minutes every day representing 31.2% of all time spent daily with Ad-Supported Social Media.





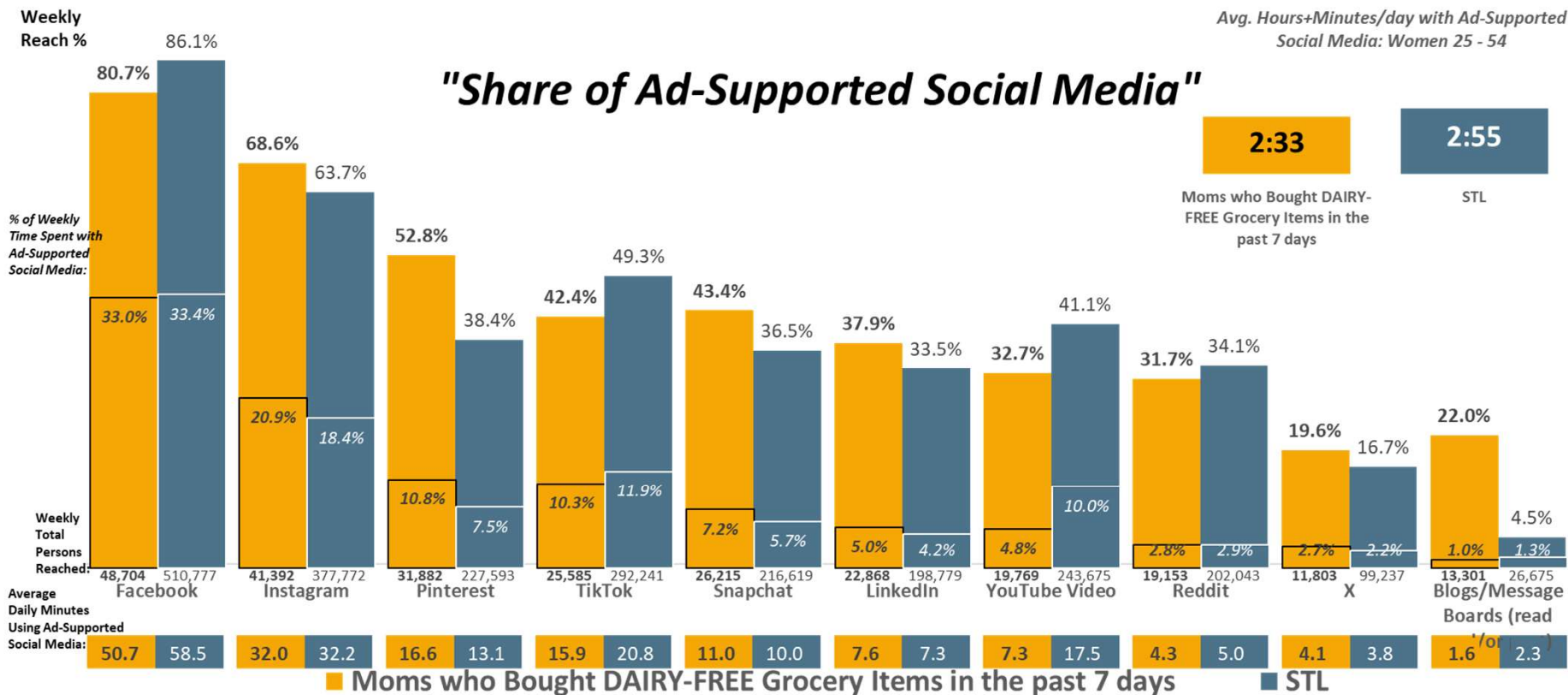
69,875 or 74.4% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days use Ad-Supported Facebook for an average of 43.8 minutes every day representing 30.5% of all time spent daily with Ad-Supported Social Media.





48,704 or 80.7% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days use Ad-Supported Facebook for an average of 50.7 minutes every day representing 33.0% of all time spent daily with Ad-Supported Social Media.

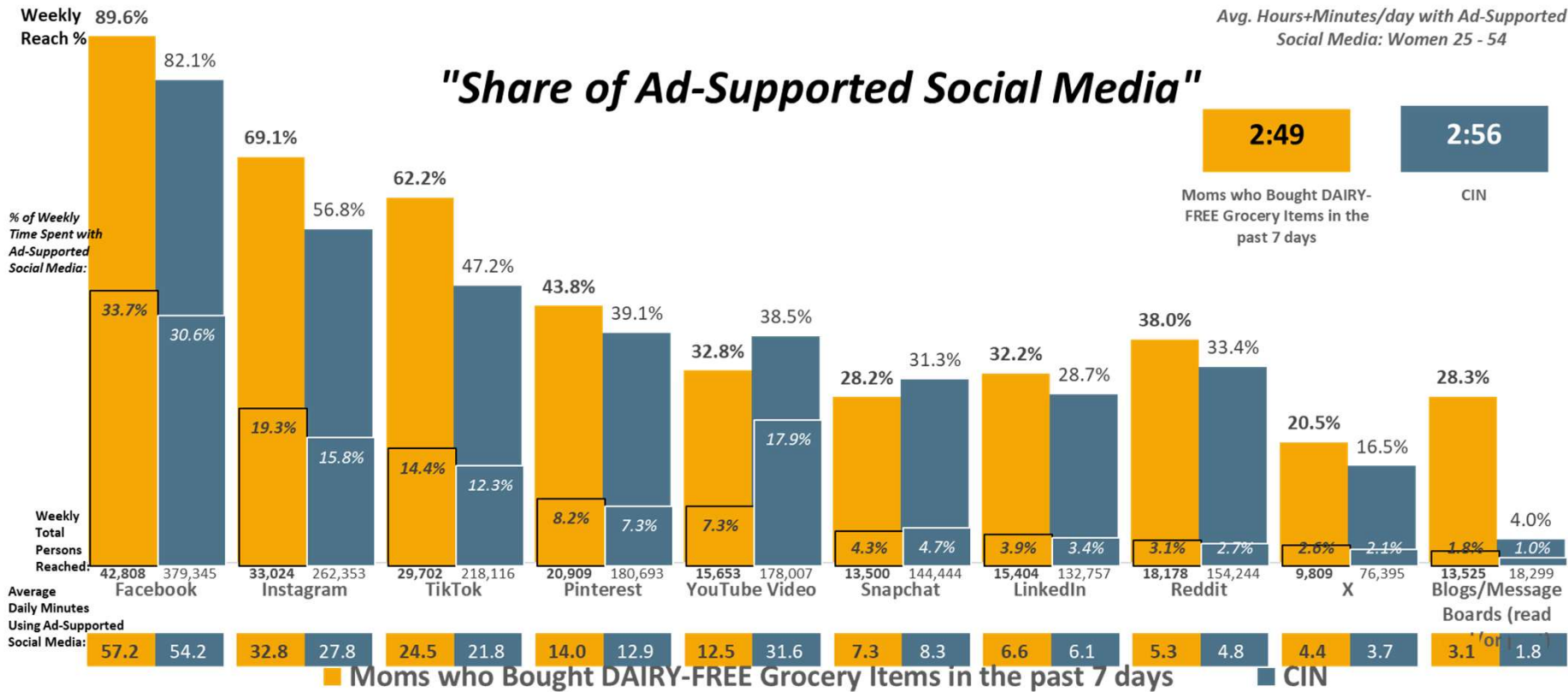
"Share of Ad-Supported Social Media"





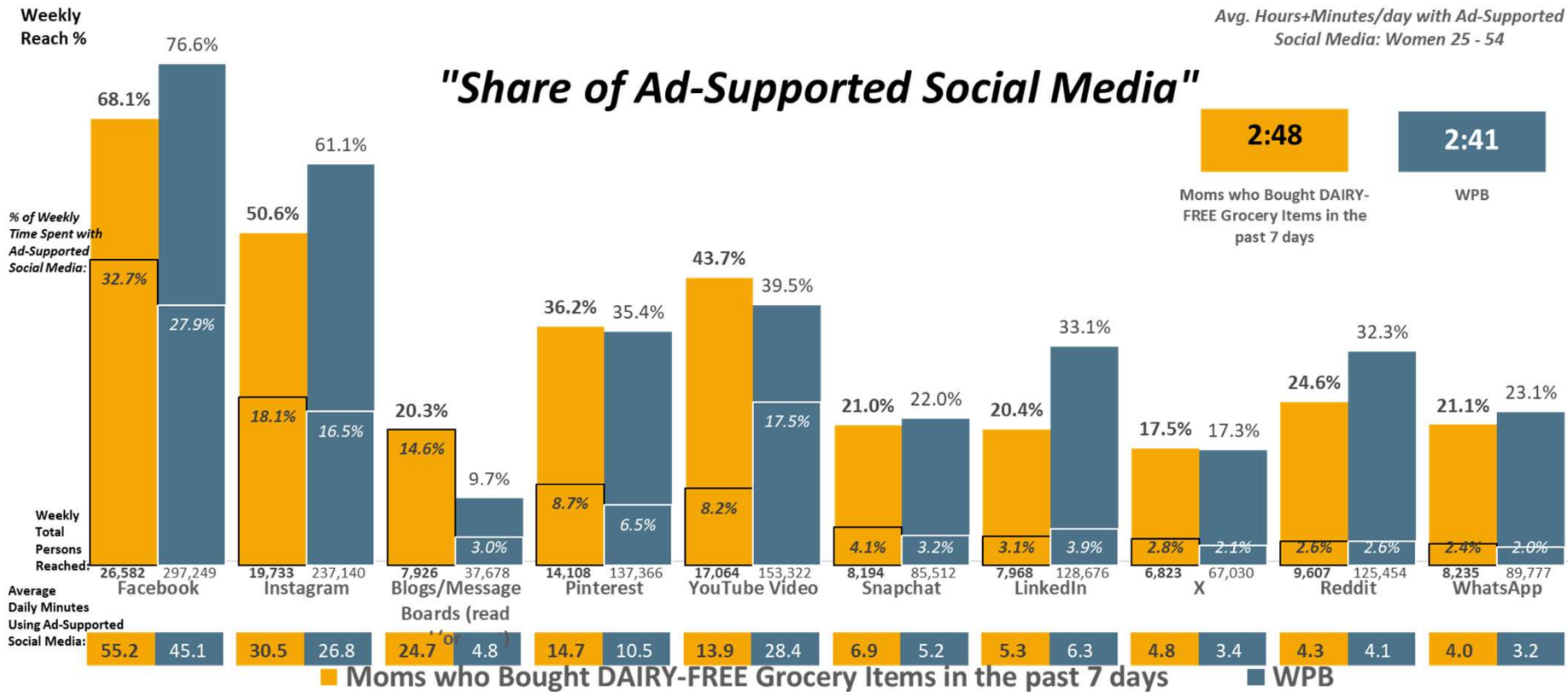
42,808 or 89.6% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days use Ad-Supported Facebook for an average of 57.2 minutes every day representing 33.7% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"





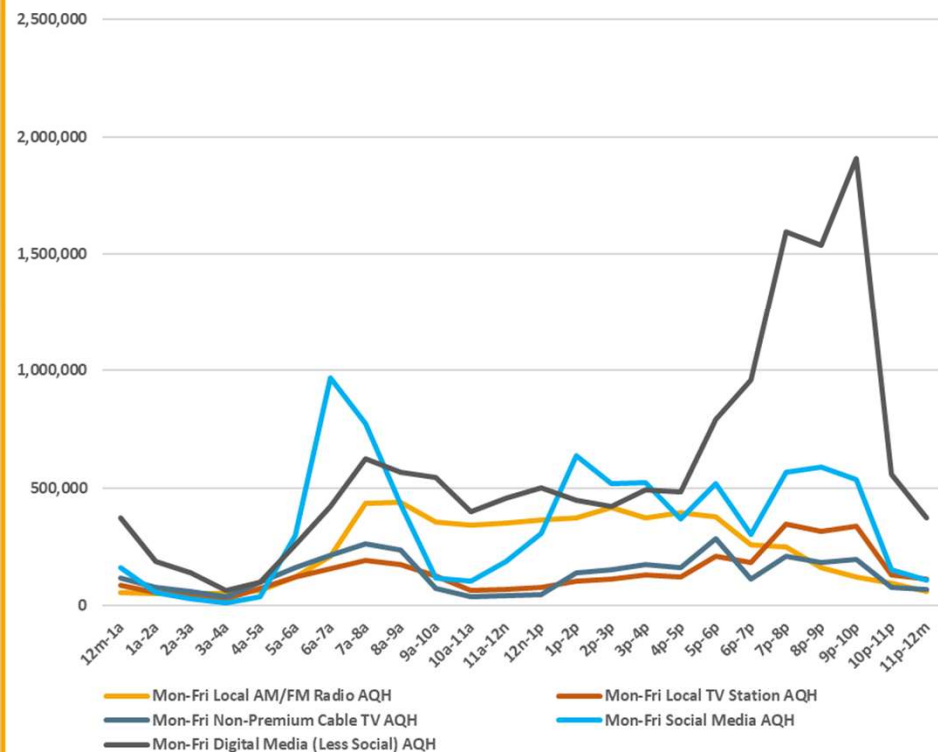
26,582 or 68.1% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days use Ad-Supported Facebook for an average of 55.2 minutes every day representing 32.7% of all time spent daily with Ad-Supported Social Media.



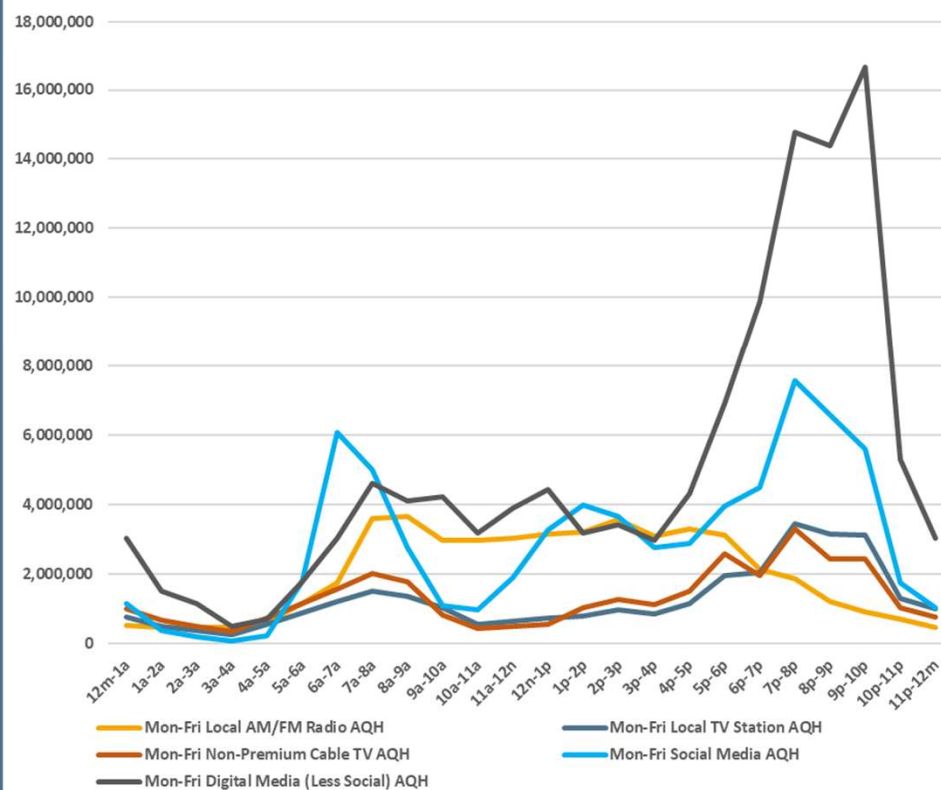


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 546,899;
Social Media: 442,589; Local Radio: 360,674; Non-Prem. Cable: 148,623; Local TV: 132,216
reaching Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the p

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Women 25 - 54 Moms who Bought DAIRY-FREE Grocery
Items in the past 7 days



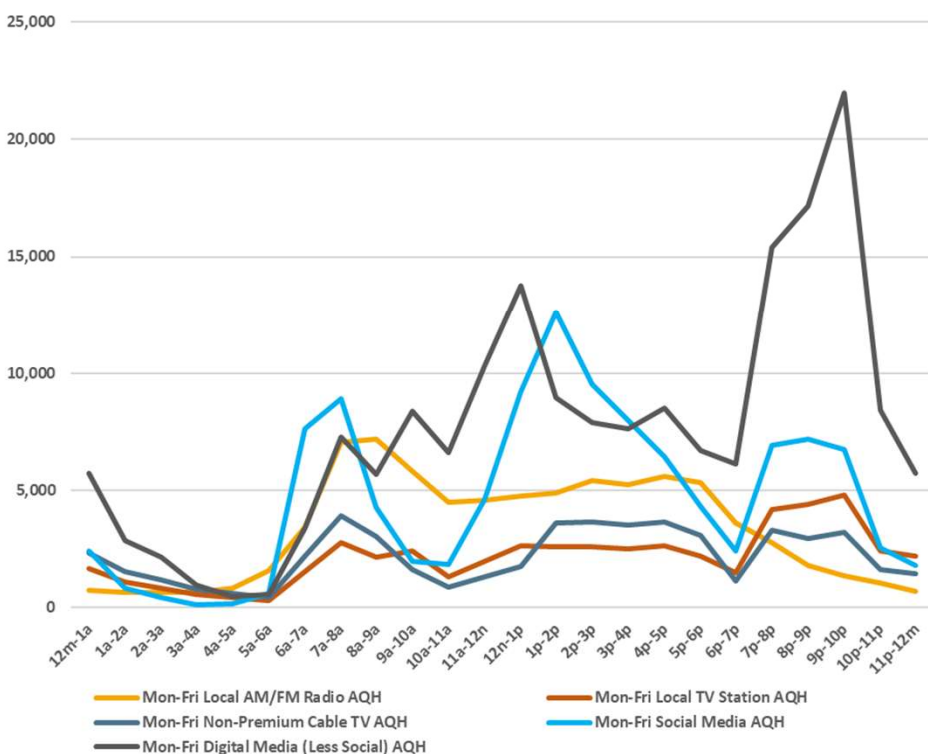
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Women 25 - 54



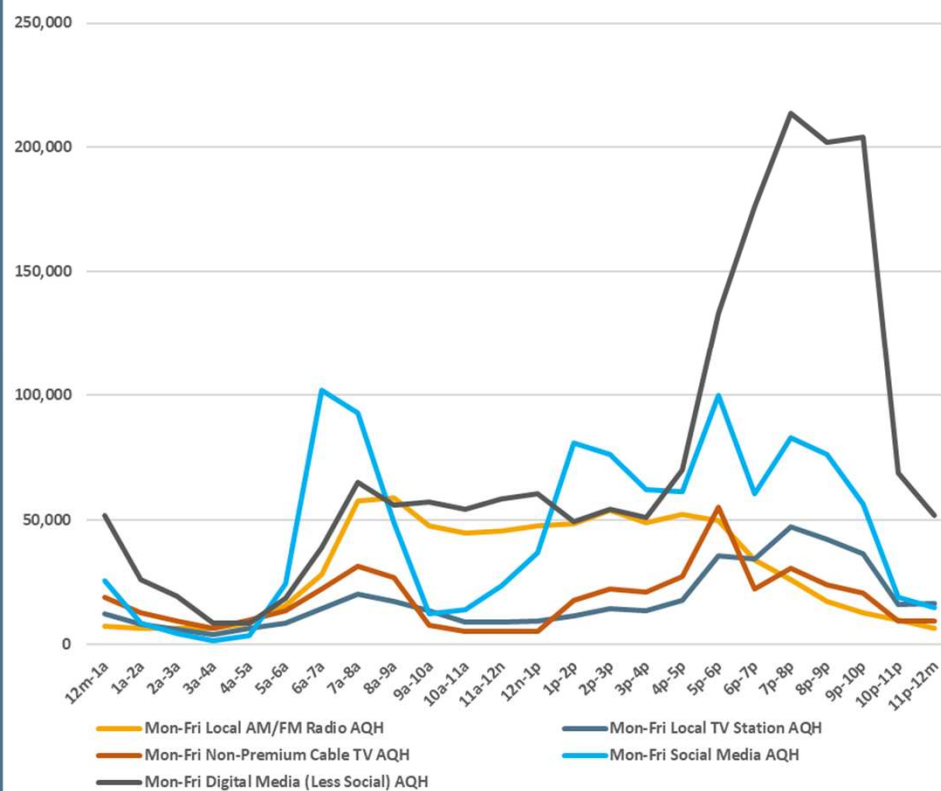


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 7,773;
Social Media: 6,289; Local Radio: 5,181; Non-Prem. Cable: 2,566; Local TV: 2,214 reaching
Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Women 25 - 54 Moms who Bought DAIRY-FREE Grocery
Items in the past 7 days*



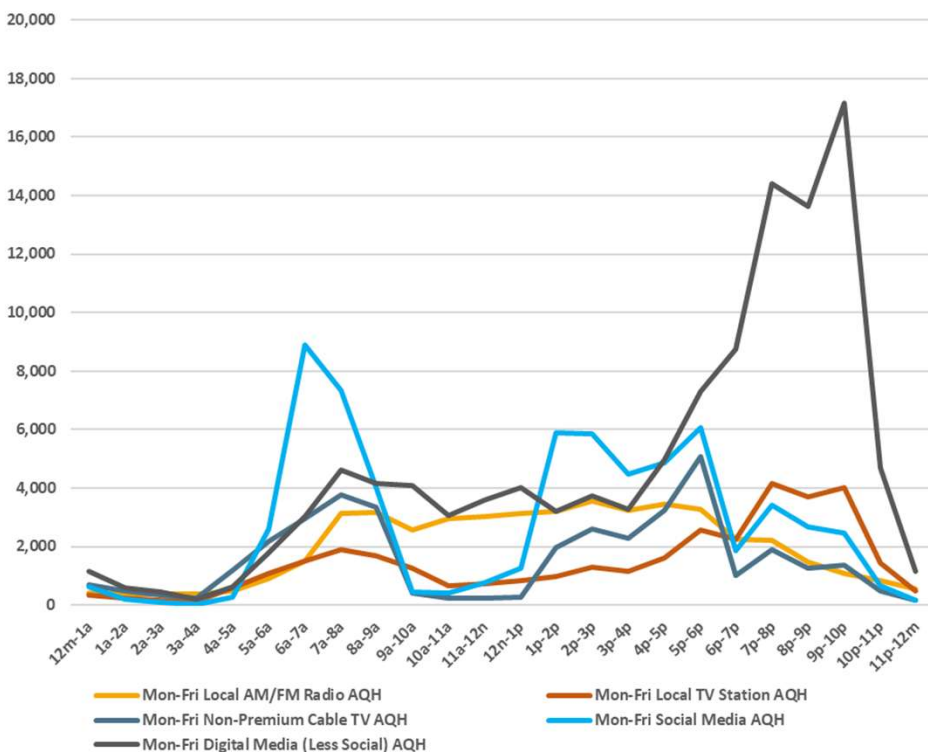
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
MSP Metro Area Women 25 - 54*



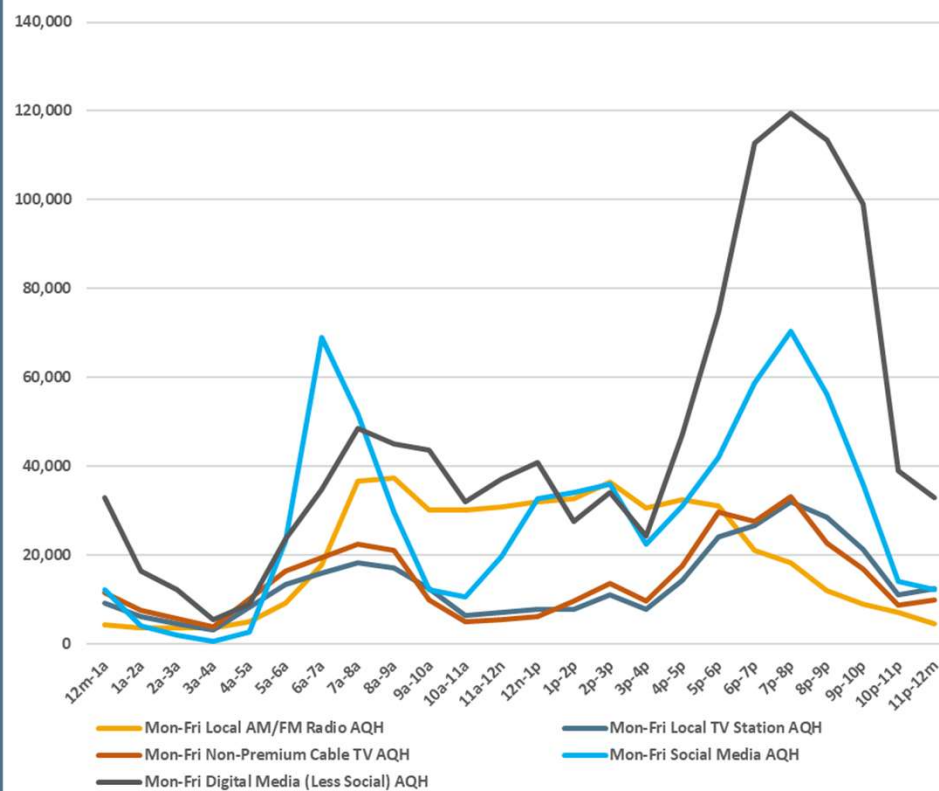


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 4,448;
Social Media: 4,002; Local Radio: 2,955; Non-Prem. Cable: 2,109; Local TV: 1,414 reaching
Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Women 25 - 54 Moms who Bought DAIRY-FREE Grocery
Items in the past 7 days



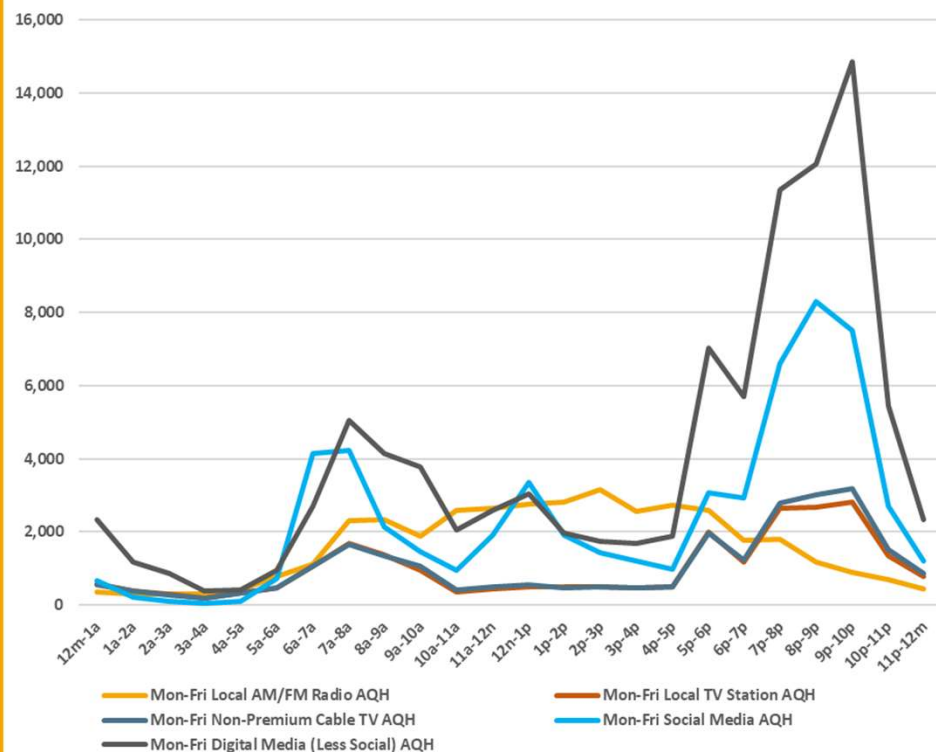
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
STL Metro Area Women 25 - 54



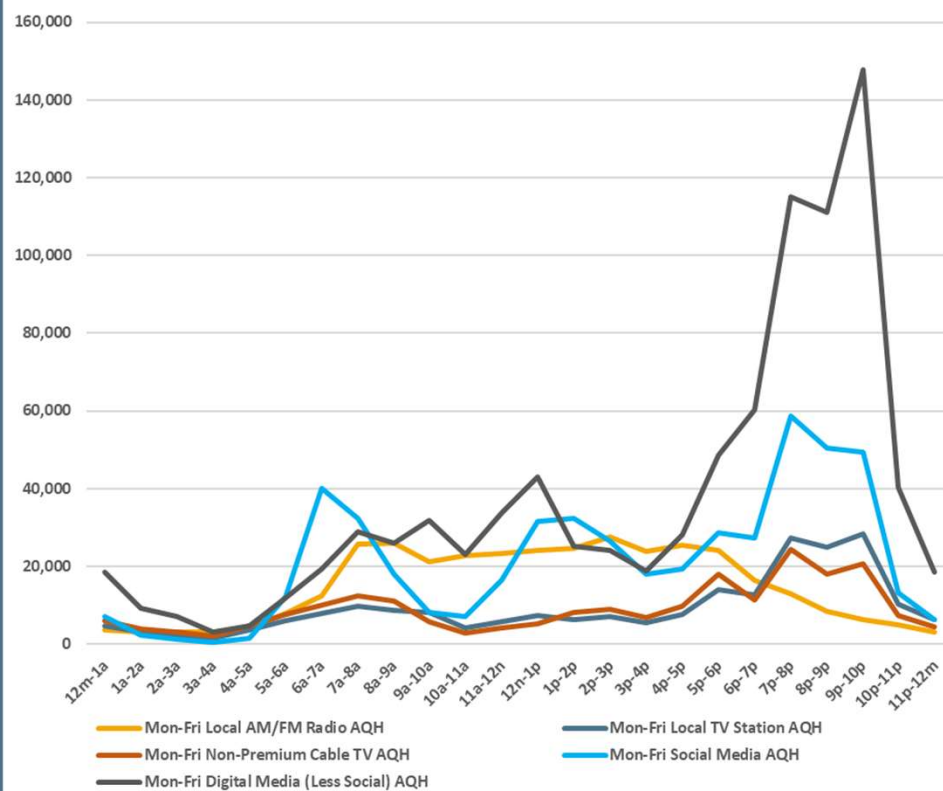


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 3,339; Local Radio: 2,404; Social Media: 2,286; Non-Prem. Cable: 901; Local TV: 884 reaching Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Women 25 - 54 Moms who Bought DAIRY-FREE Grocery
Items in the past 7 days



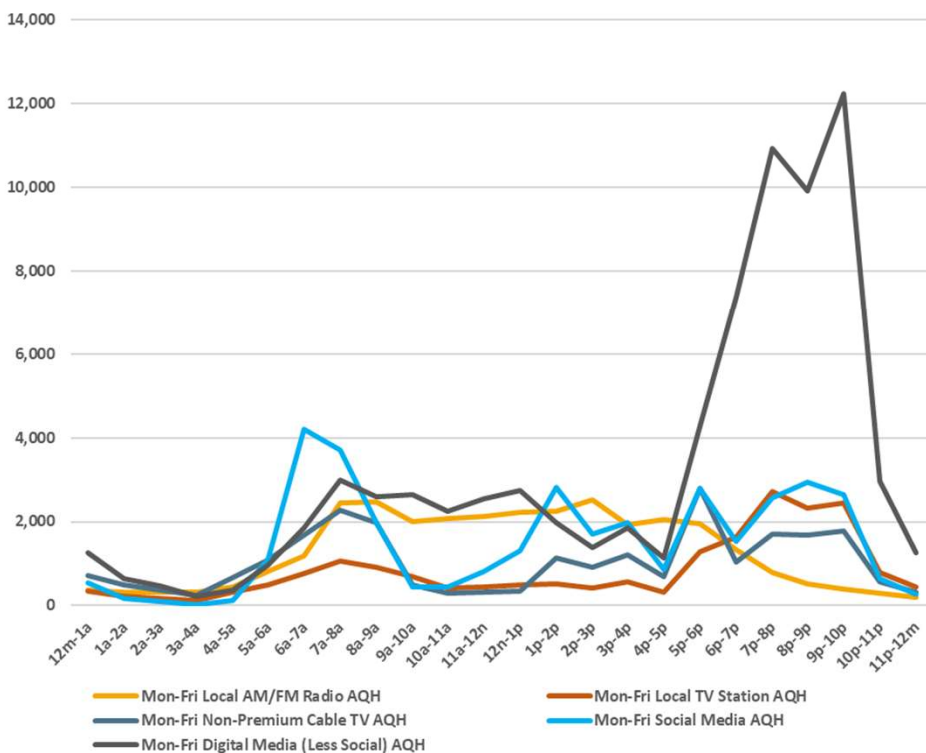
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CIN Metro Area Women 25 - 54



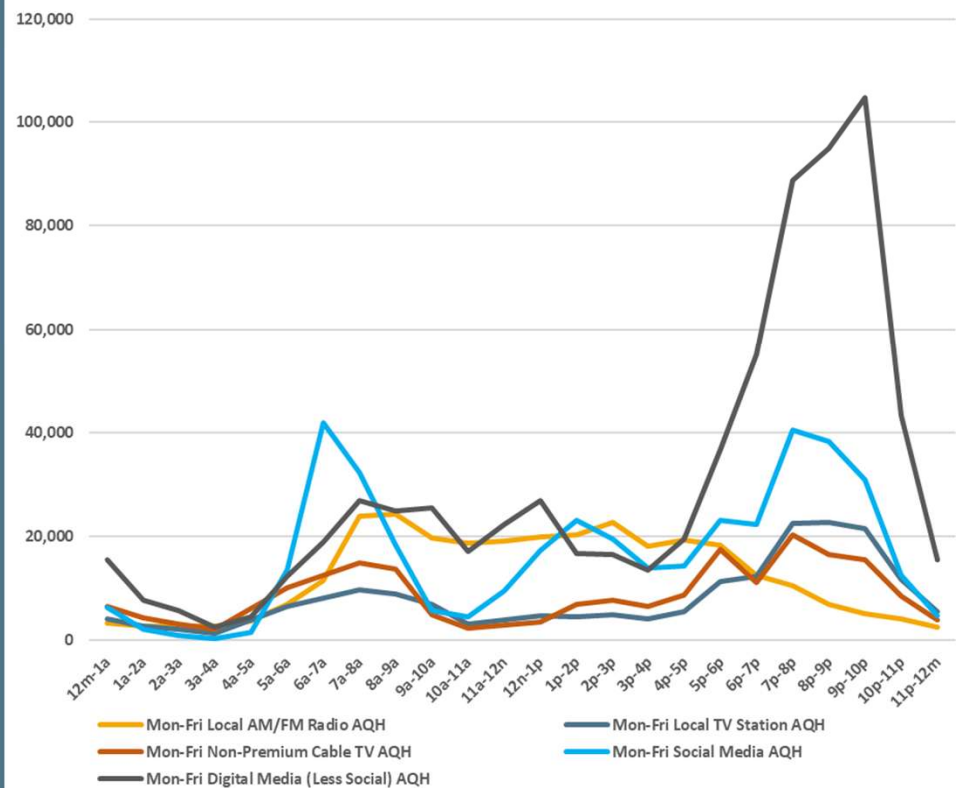


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,737; Local Radio: 2,041; Social Media: 1,885; Non-Prem. Cable: 1,168; Local TV: 730 reaching Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days



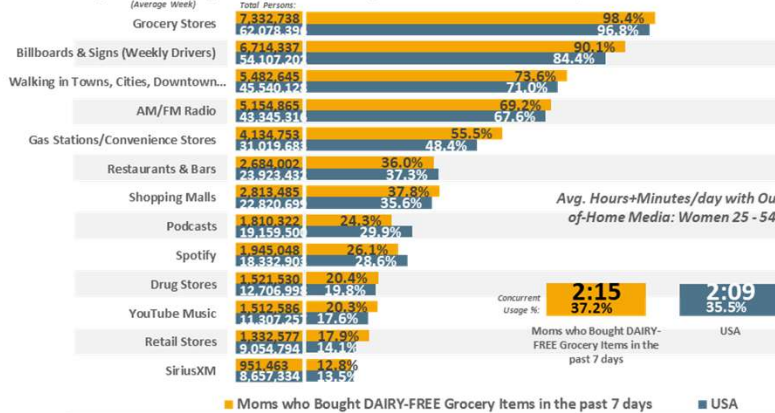
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WPB Metro Area Women 25 - 54



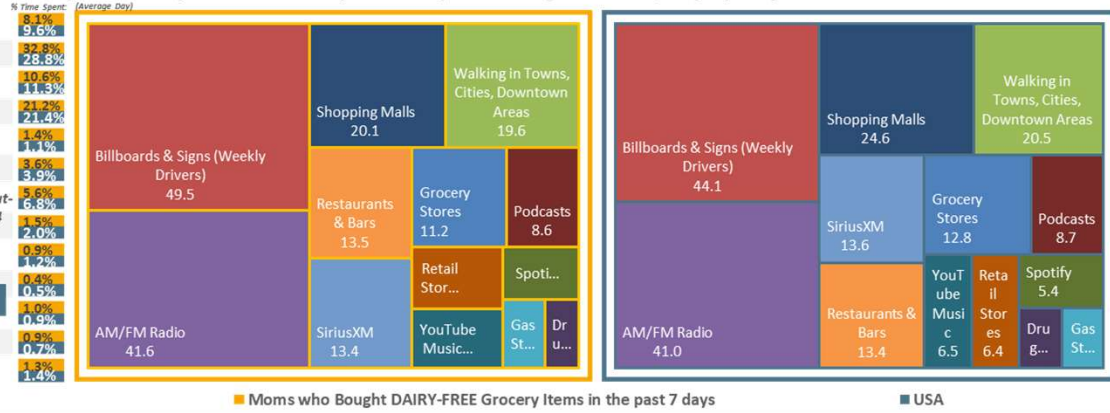


6,714,337 or 90.1% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days spend an average of 49.5 minutes per day driving, seeing Billboards and Signs. 67.7% Listen to Local Radio Stations Out-of-Home for an average of 38.7 minutes/

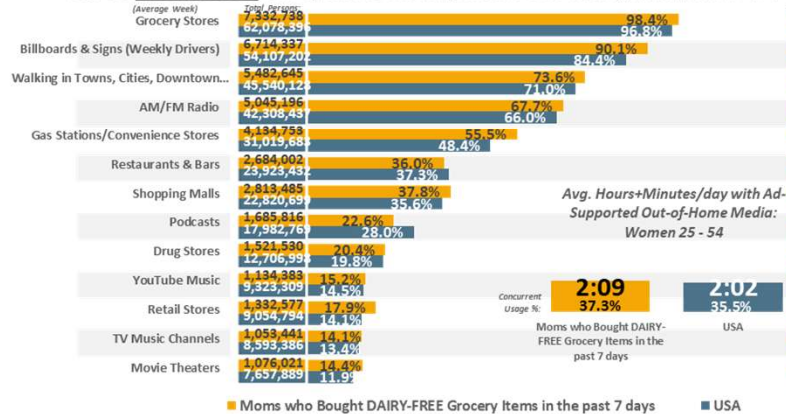
Top-13 Out-of-Home Media (Persons & % Reach): Women 25 - 54



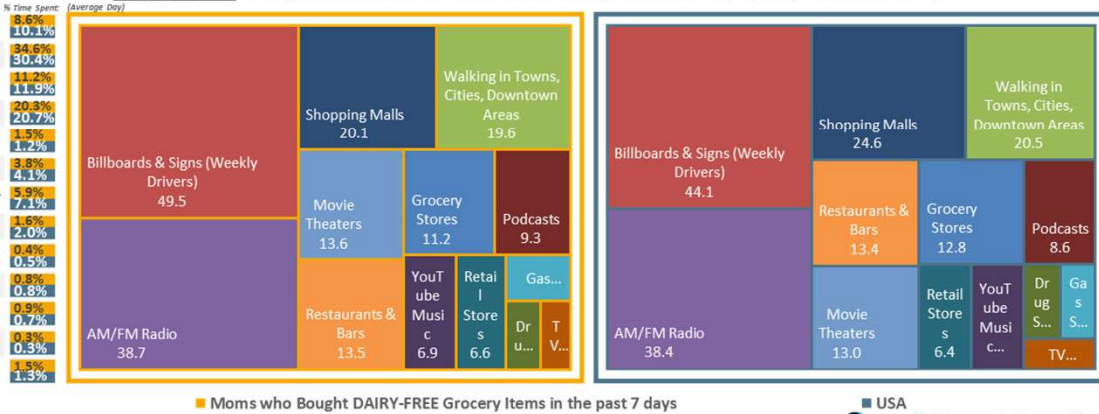
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Women 25 - 54



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 1,353
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

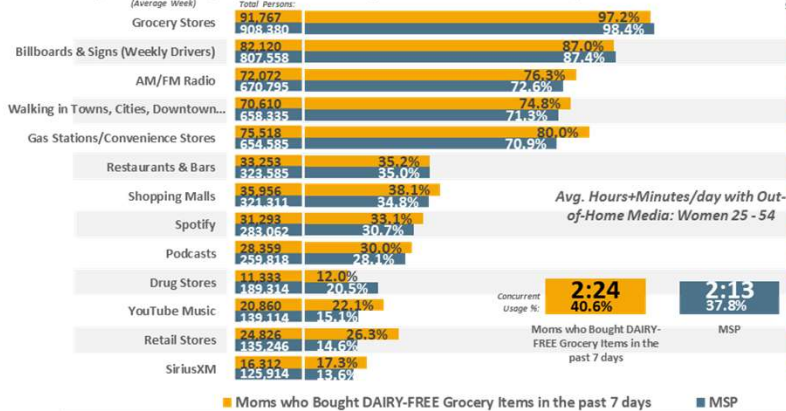
soefa.ai Share of Everything for Anything

[[Parent of child under 18: Yes AND Grocery stores shopped past 7 days (HHLd): Any grocery store] AND Food types HHLd bought (HHLd): Dairy-free]]

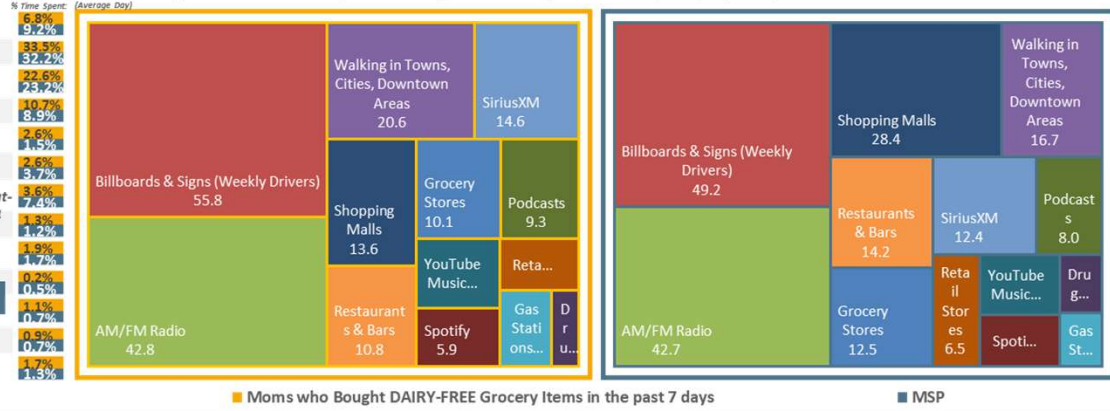


82,120 or 87.% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days spend an average of 55.8 minutes per day driving, seeing Billboards and Signs. 74.2% Listen to Local Radio Stations Out-of-Home for an average of 40.9 minutes/day.

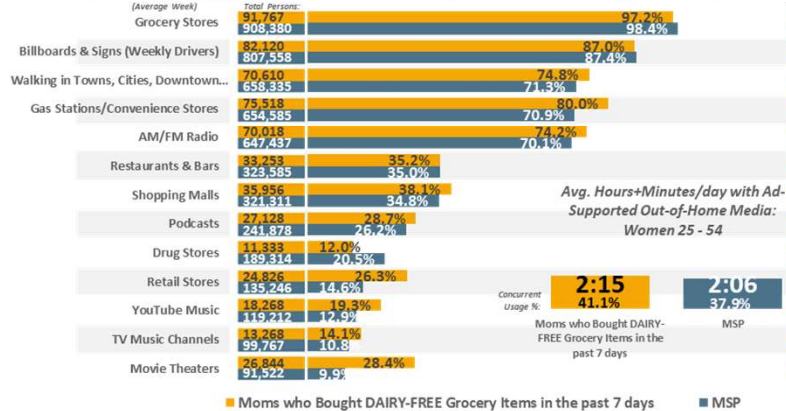
Top-13 Out-of-Home Media (Persons & % Reach): Women 25 - 54



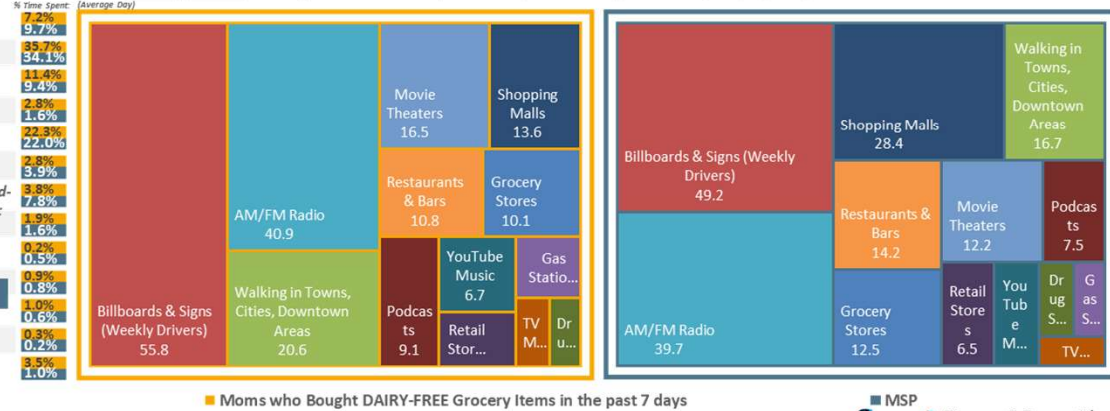
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Women 25 - 54



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 87
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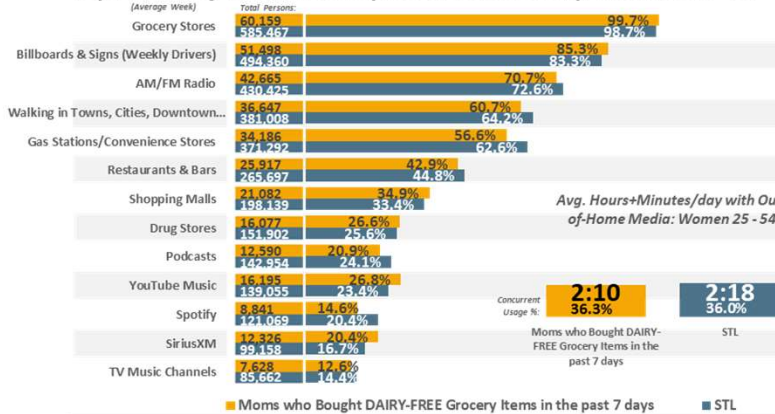
soefa.ai Share of Everything for Anything

[[[Parent of child under 18: Yes AND Grocery stores shopped past 7 days (HHLd): Any grocery store] AND Food types HHLd bought (HHLd): Dairy-free]]

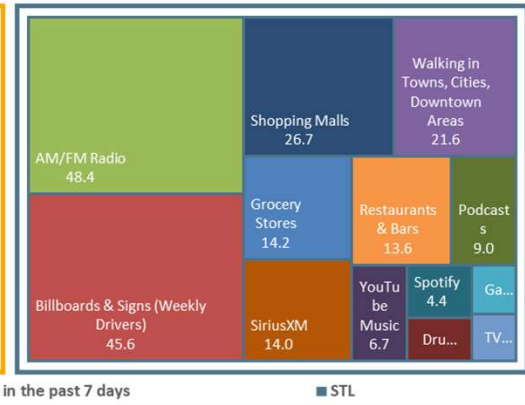
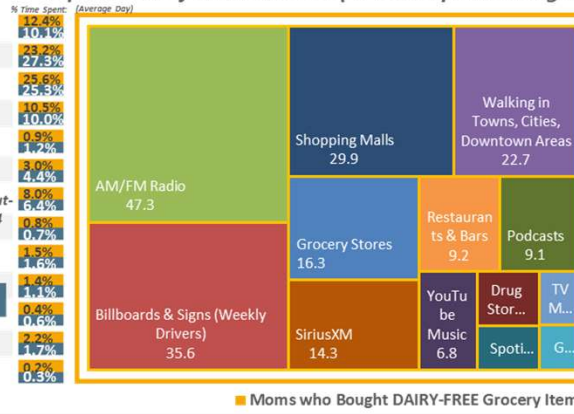


51,498 or 85.3% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days spend an average of 35.6 minutes per day driving, seeing Billboards and Signs. 68.9% Listen to Local Radio Stations Out-of-Home for an average of 42.7 minutes/day

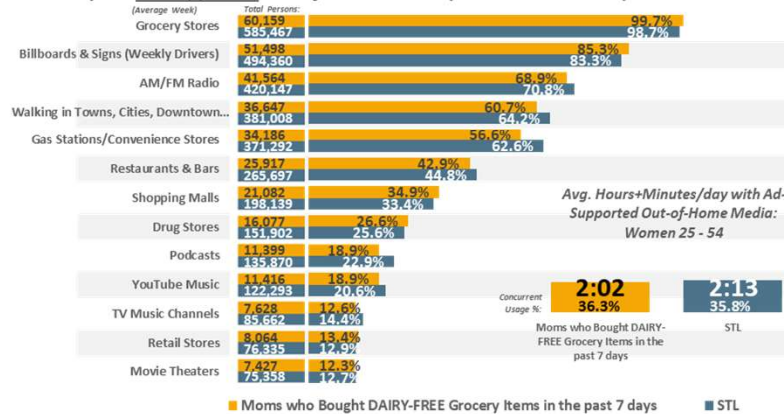
Top-13 Out-of-Home Media (Persons & % Reach): Women 25 - 54



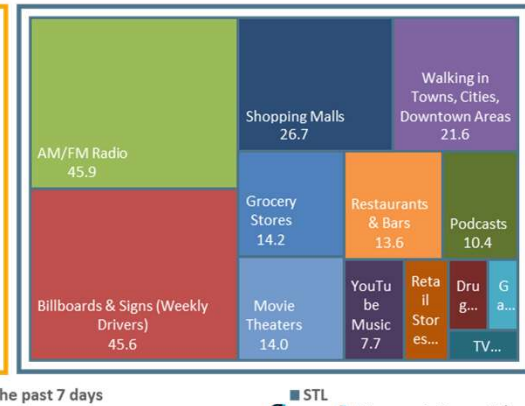
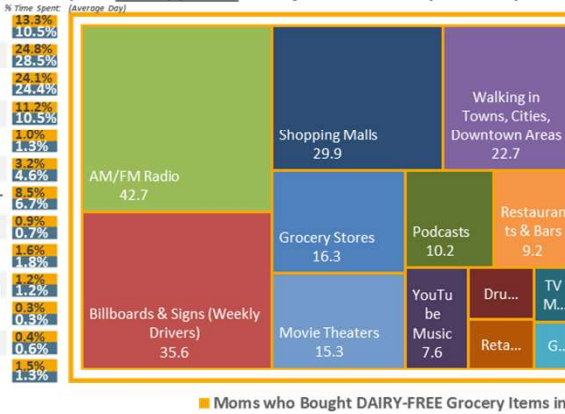
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Women 25 - 54



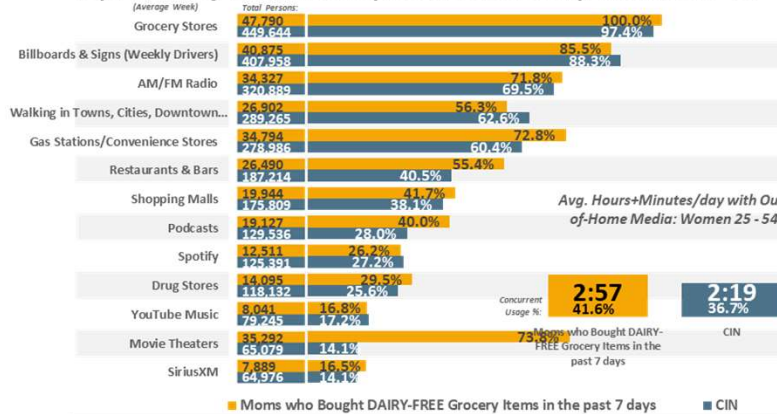
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



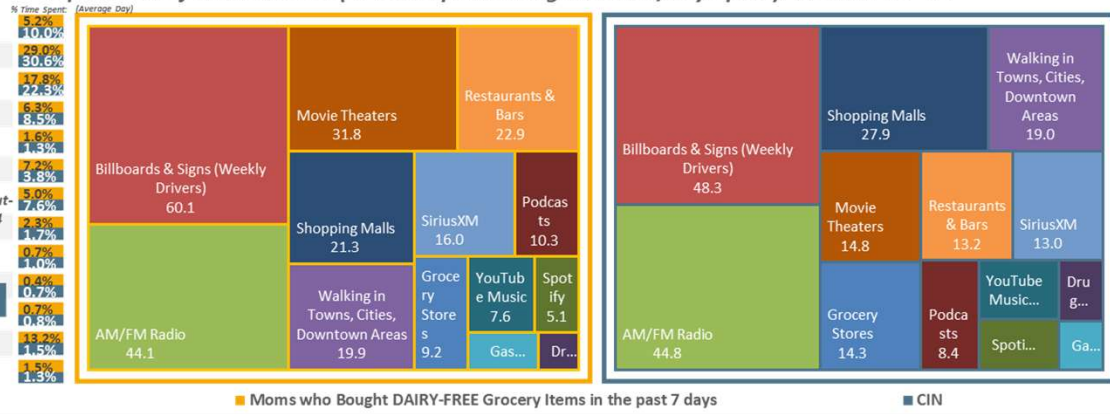


40,875 or 85.5% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days spend an average of 60.1 minutes per day driving, seeing Billboards and Signs. 70.8% Listen to Local Radio Stations Out-of-Home for an average of 38.6 minutes/day

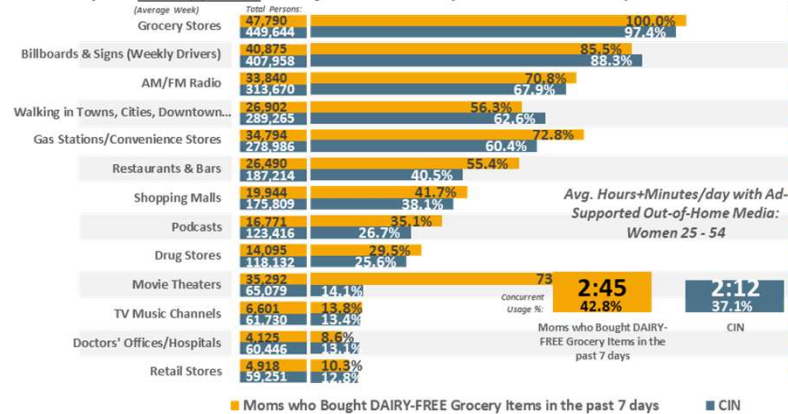
Top-13 Out-of-Home Media (Persons & % Reach): Women 25 - 54



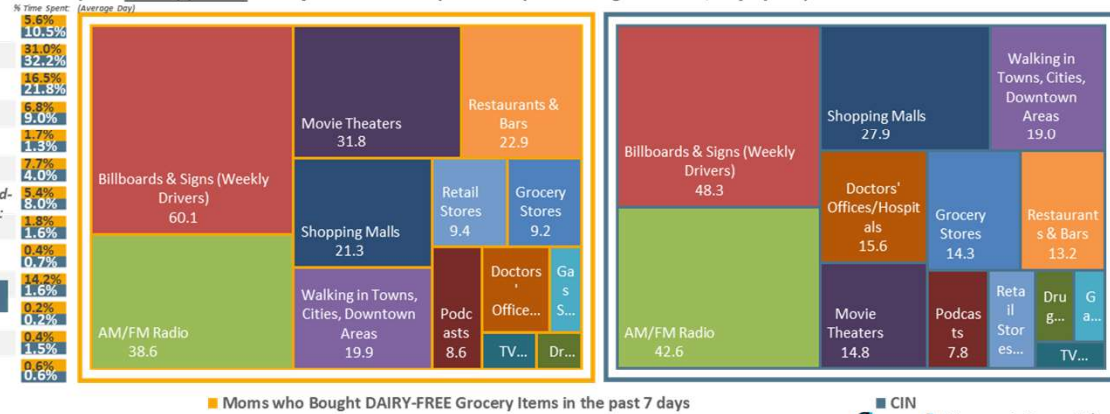
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Women 25 - 54



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 92
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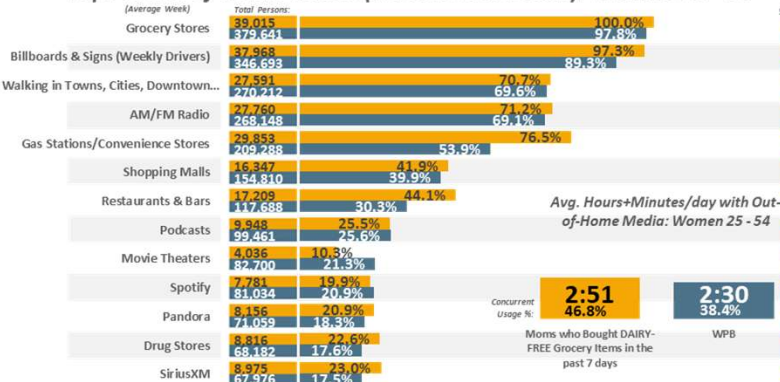
soefa.ai Share of Everything for Anything

[[Parent of child under 18: Yes AND Grocery stores shopped past 7 days (HHLd): Any grocery store] AND Food types HHLd bought (HHLd): Dairy-free]]

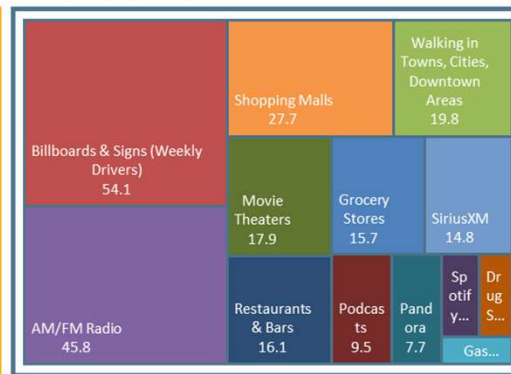
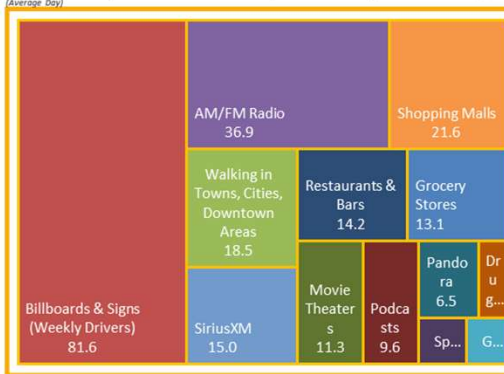


37,968 or 97.3% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days spend an average of 81.6 minutes per day driving, seeing Billboards and Signs. 70.2% Listen to Local Radio Stations Out-of-Home for an average of 36.3 minutes/day

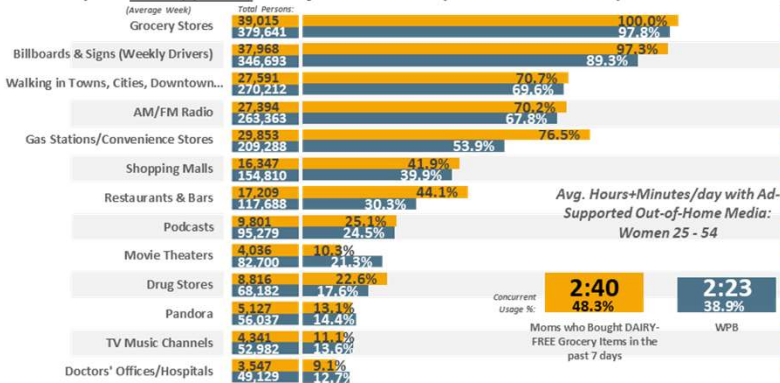
Top-13 Out-of-Home Media (Persons & % Reach): Women 25 - 54



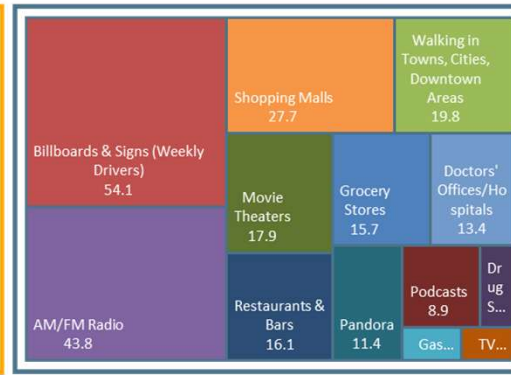
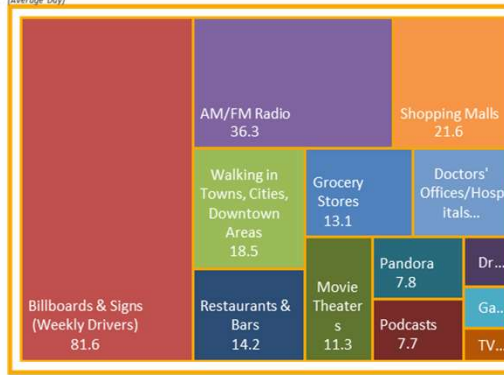
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Women 25 - 54



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



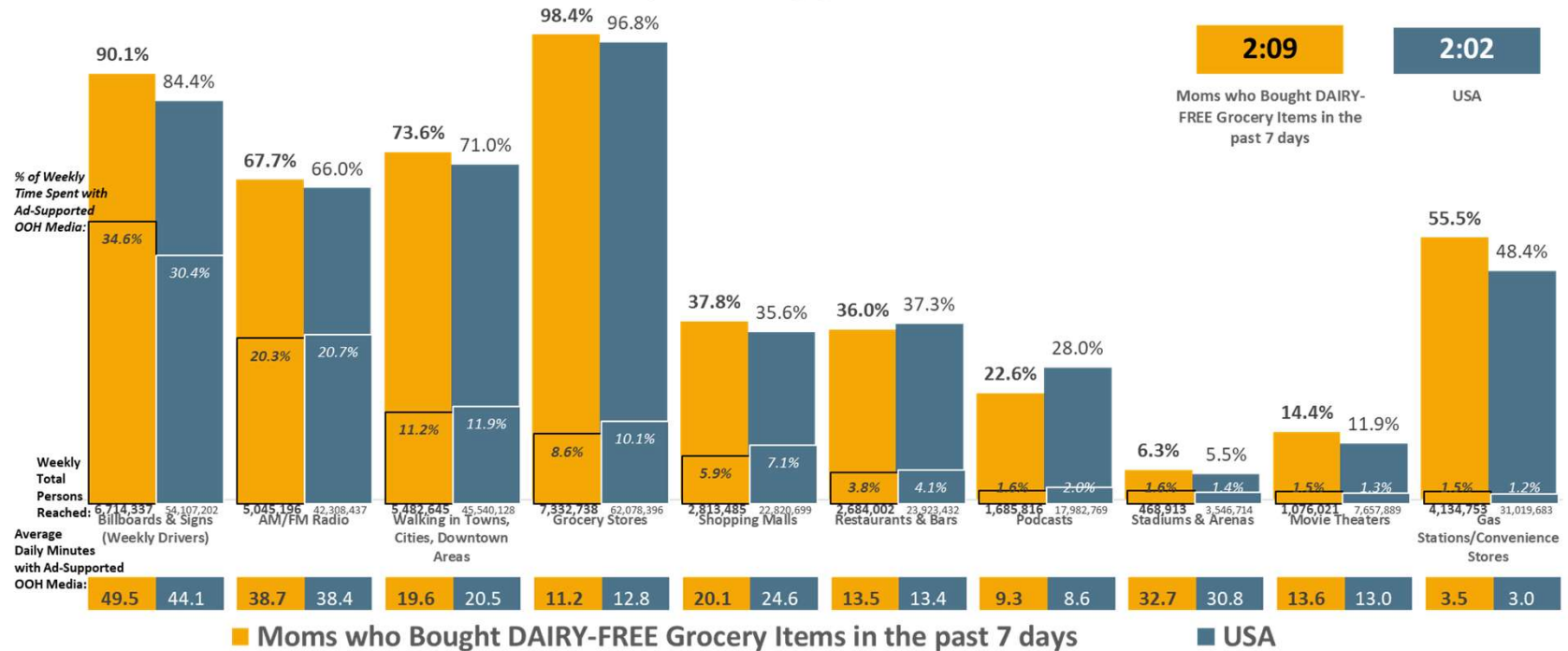


6,714,337 or 90.1% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days spend an average of 49.5 minutes per day driving, seeing Billboards and Signs representing 34.6% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Women 25 - 54

Weekly Reach %

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 1,353
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

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[[(Parent of child under 18: Yes AND Grocery stores shopped past 7 days (HHLD): Any grocery store) AND Food types HHLD bought (HHLD): Dairy-free]]

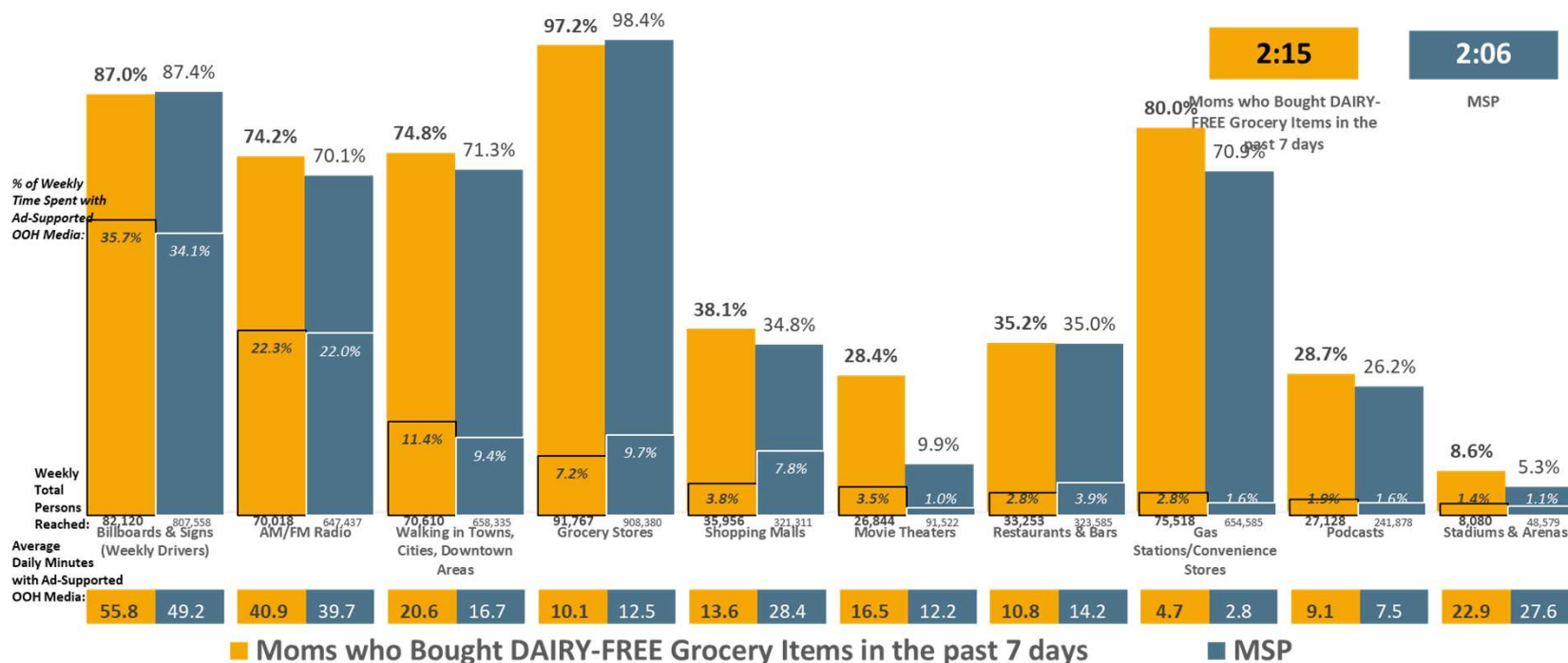


82,120 or 87.% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days spend an average of 55.8 minutes per day driving, seeing Billboards and Signs representing 35.7% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Women 25 - 54

Weekly Reach %

"Share of Ad-Supported OOH Media"



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 87 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081
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[[Parent of child under 18: Yes AND Grocery stores shopped past 7 days (HHLD): Any grocery store) AND Food types HHLD bought (HHLD): Dairy-free]]

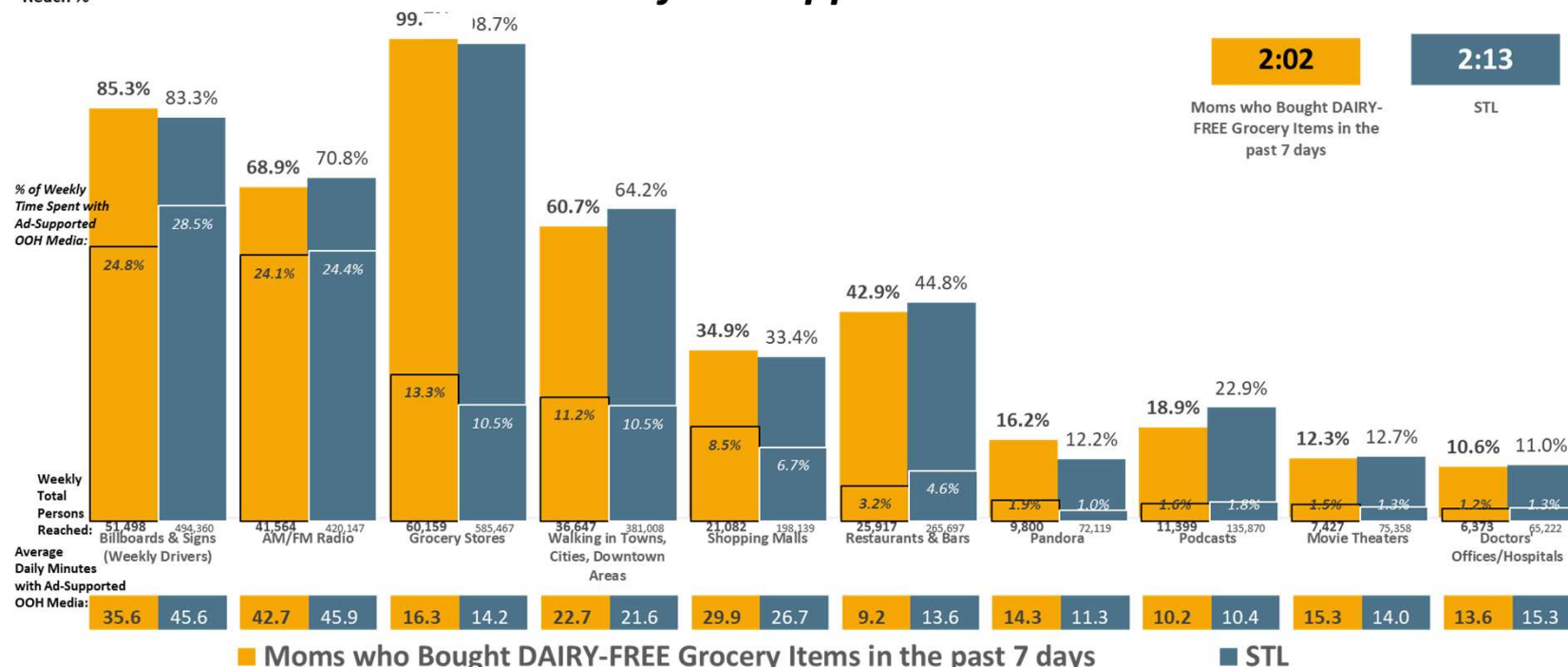


51,498 or 85.3% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days spend an average of 35.6 minutes per day driving, seeing Billboards and Signs representing 24.8% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Women 25 - 54

Weekly Reach %

"Share of Ad-Supported OOH Media"



2:02

Moms who Bought DAIRY-FREE Grocery Items in the past 7 days

2:13

STL

STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 103
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ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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{{(Parent of child under 18: Yes AND Grocery stores shopped past 7 days (HHLD): Any grocery store) AND Food types HHLD bought (HHLD): Dairy-free}}

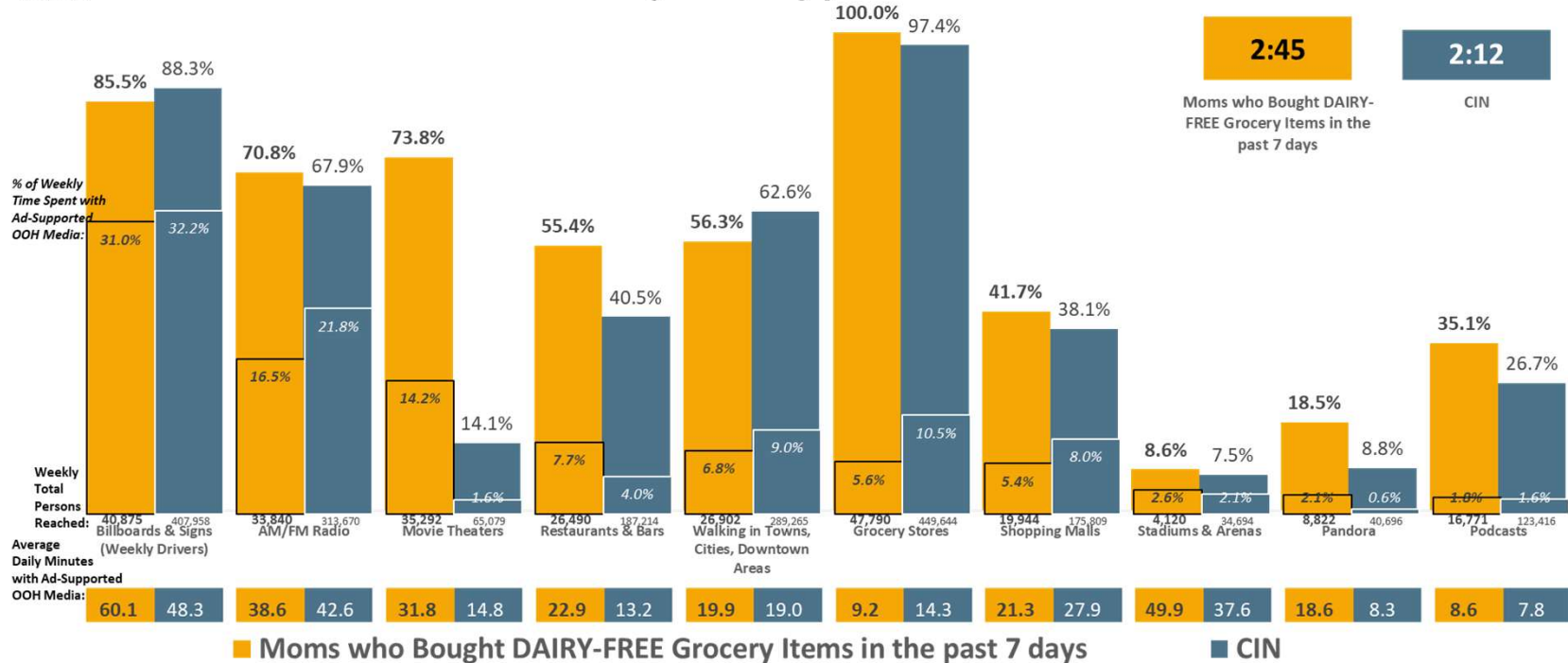


40,875 or 85.5% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days spend an average of 60.1 minutes per day driving, seeing Billboards and Signs representing 31.0% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Women 25 - 54

Weekly Reach %

"Share of Ad-Supported OOH Media"



2:45
Moms who Bought DAIRY-FREE Grocery Items in the past 7 days

2:12
CIN

CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 92 CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033
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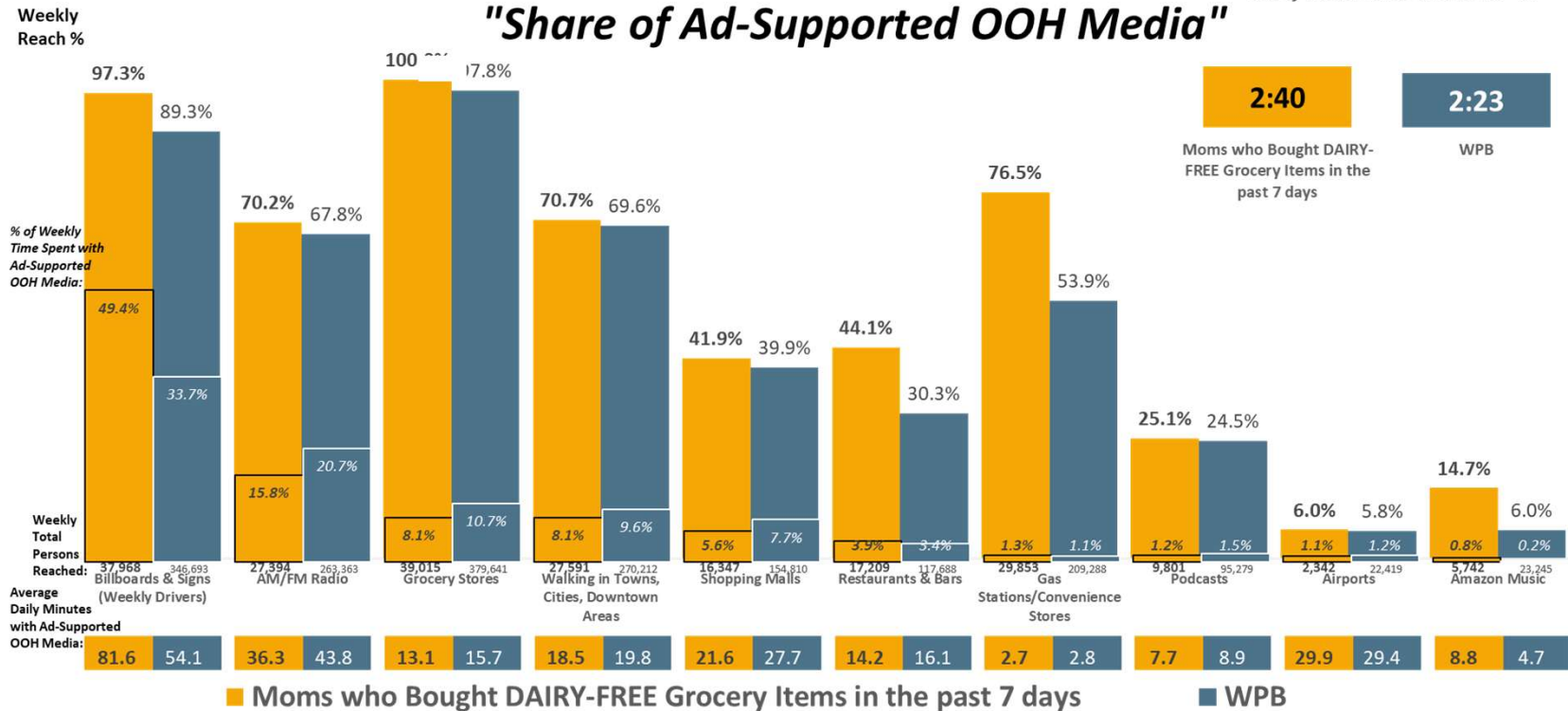
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{{(Parent of child under 18: Yes AND Grocery stores shopped past 7 days (HHLD): Any grocery store) AND Food types HHLD bought (HHLD): Dairy-free}}



37,968 or 97.3% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days spend an average of 81.6 minutes per day driving, seeing Billboards and Signs representing 49.4% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Women 25 - 54



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 119 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687
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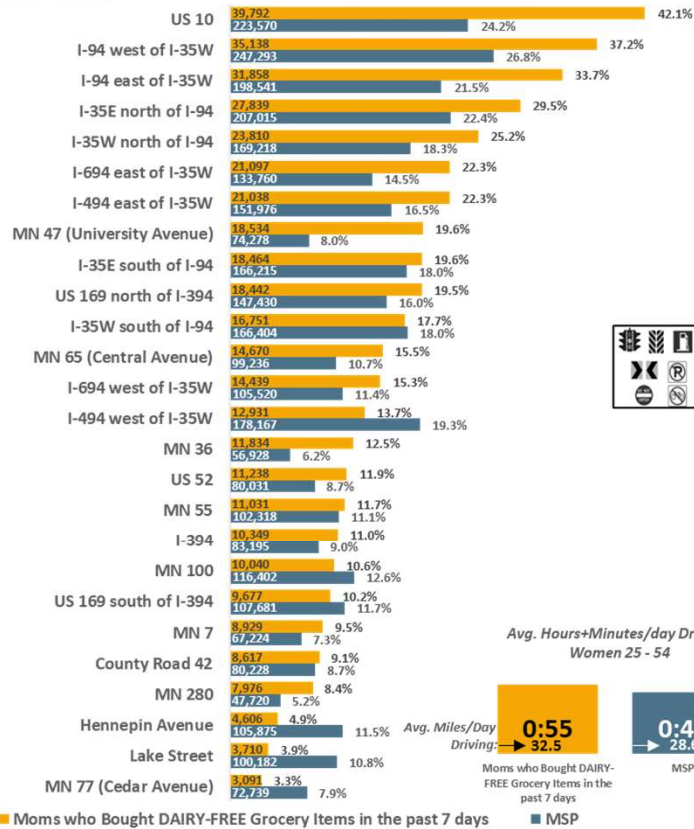
soefa.ai Share of Everything for Anything

{{(Parent of child under 18: Yes AND Grocery stores shopped past 7 days (HHLD): Any grocery store) AND Food types HHLD bought (HHLD): Dairy-free}}

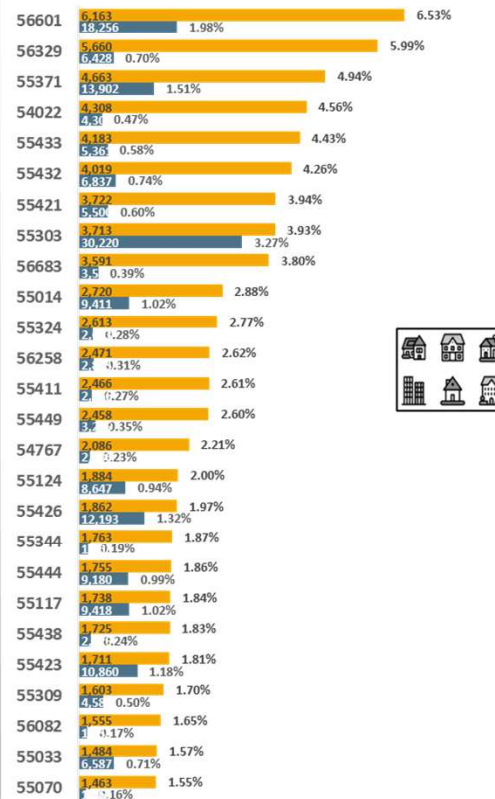


82,120 or 87.% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days spend an average of 55.8 minutes per day driving an average of 32.5 miles each day and are 144.1% more likely to use MN 47 (University Avenue) than the Metro area

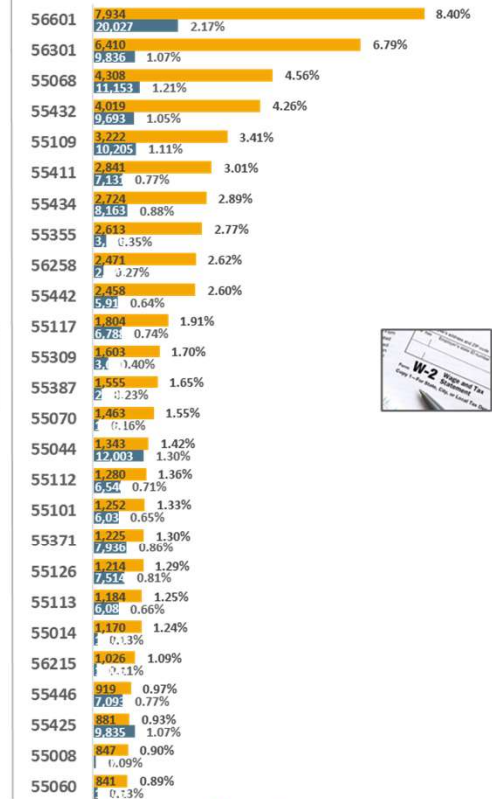
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Women 25 - 54



Top-26 Residential Zip Codes: Women 25 - 54



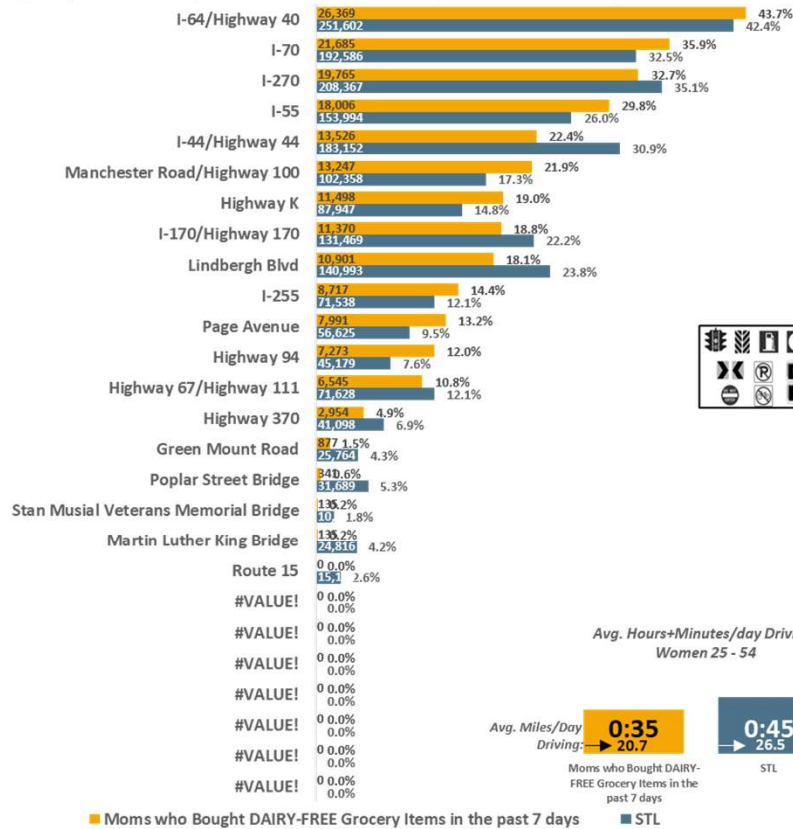
Top-26 Employment Zip Codes: Women 25 - 54



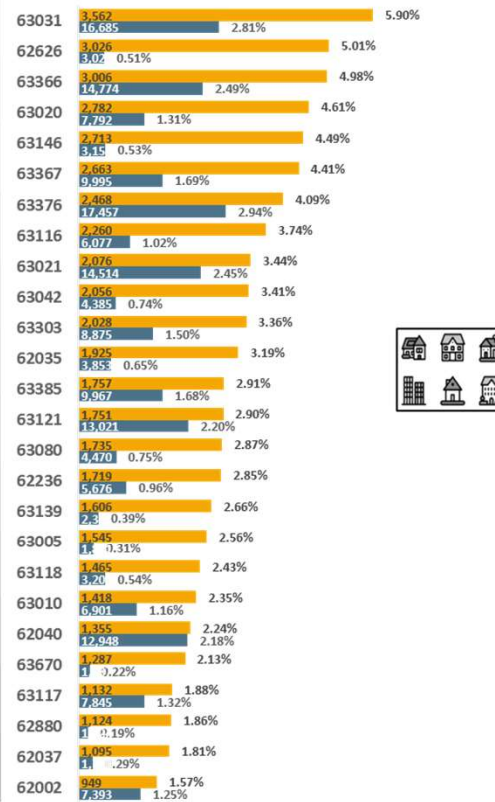


51,498 or 85.3% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days spend an average of 35.6 minutes per day driving an average of 20.7 miles each day and are 58.2% more likely to use Highway 94 than the Metro average.

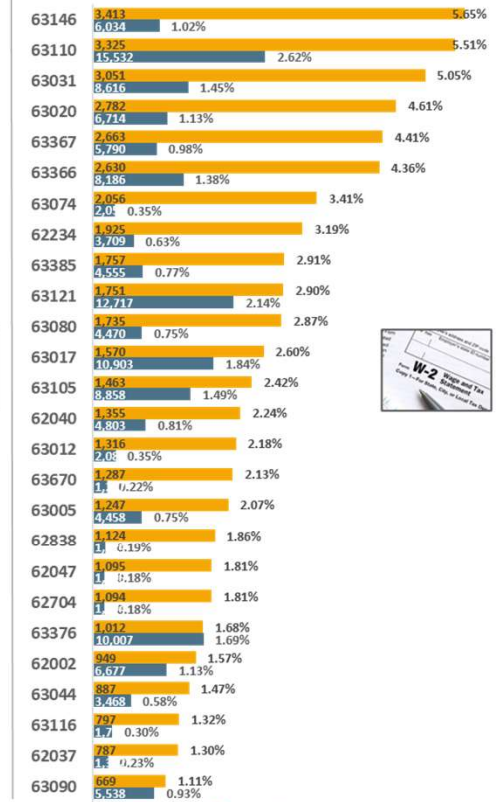
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Women 25 - 54



Top-26 Residential Zip Codes: Women 25 - 54



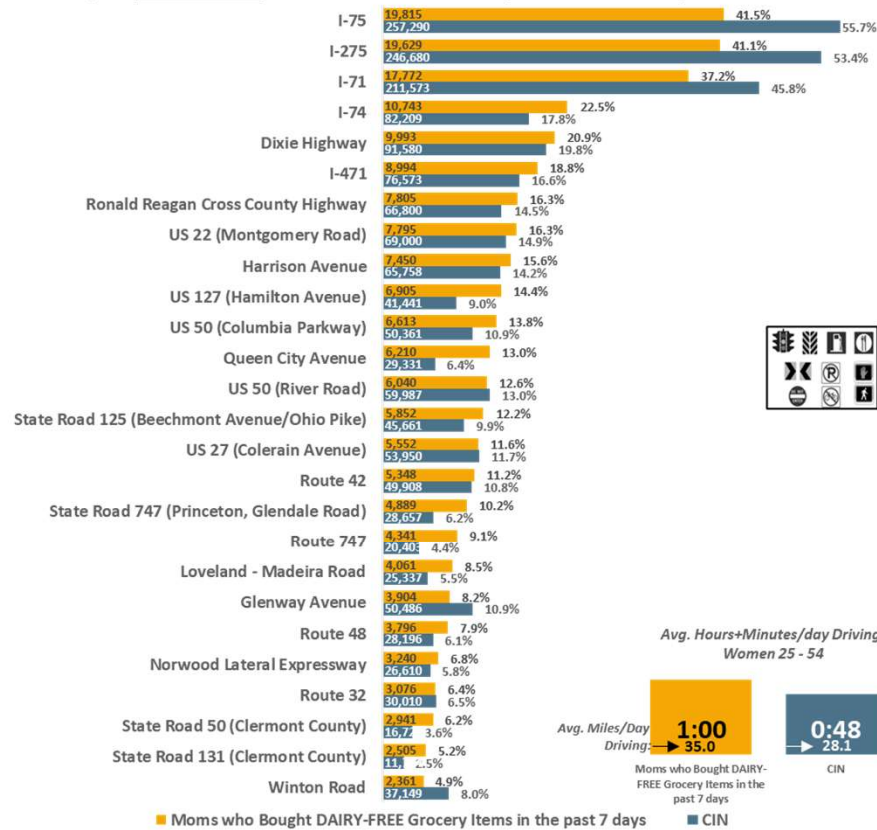
Top-26 Employment Zip Codes: Women 25 - 54





40,875 or 85.5% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days spend an average of 60.1 minutes per day driving an average of 35. miles each day and are 105.6% more likely to use Route 747 than the Metro average.

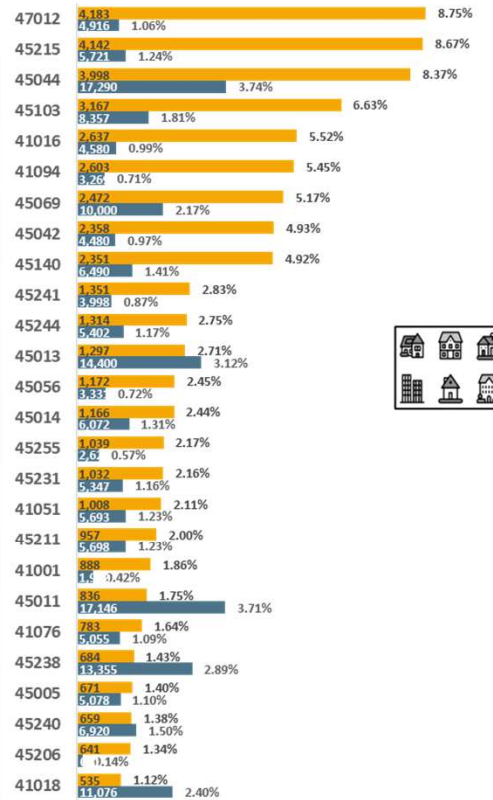
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Women 25 - 54



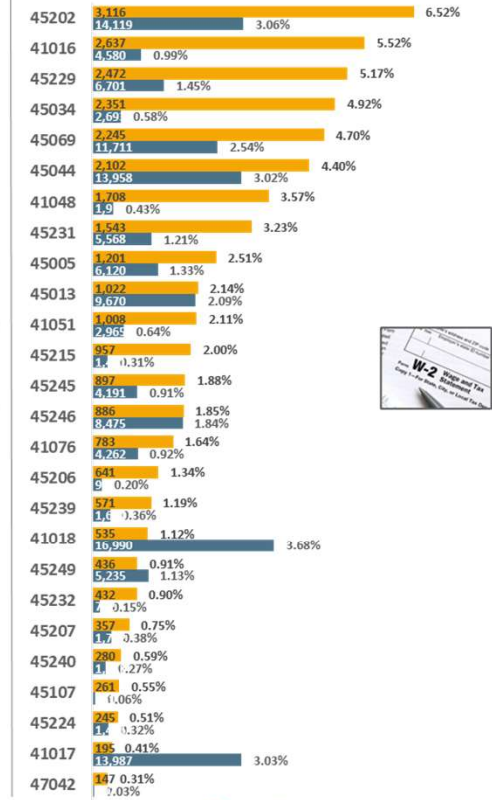
Avg. Hours+Minutes/day Driving:
Women 25 - 54



Top-26 Residential Zip Codes: Women 25 - 54



Top-26 Employment Zip Codes: Women 25 - 54

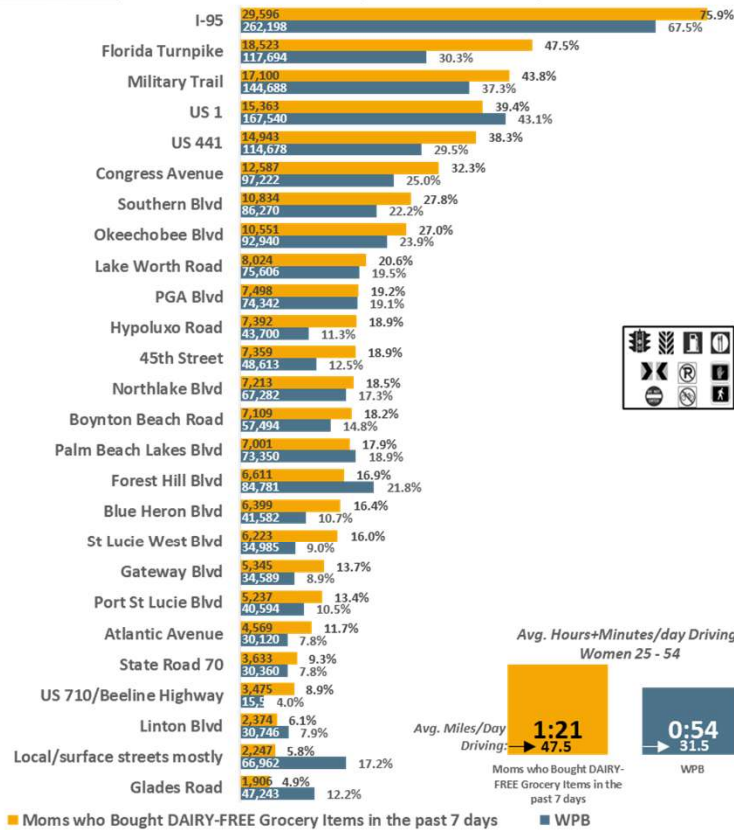


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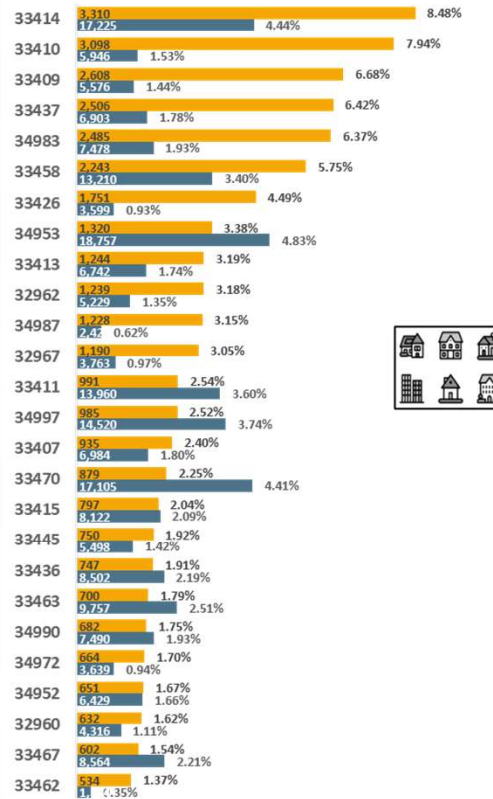


37,968 or 97.3% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days spend an average of 81.6 minutes per day driving an average of 47.5 miles each day and are 77.% more likely to use St Lucie West Blvd than the Metro average.

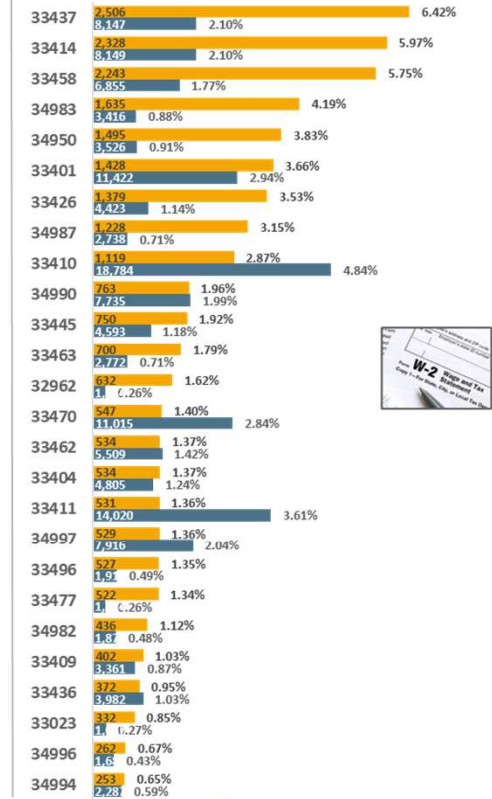
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Women 25 - 54



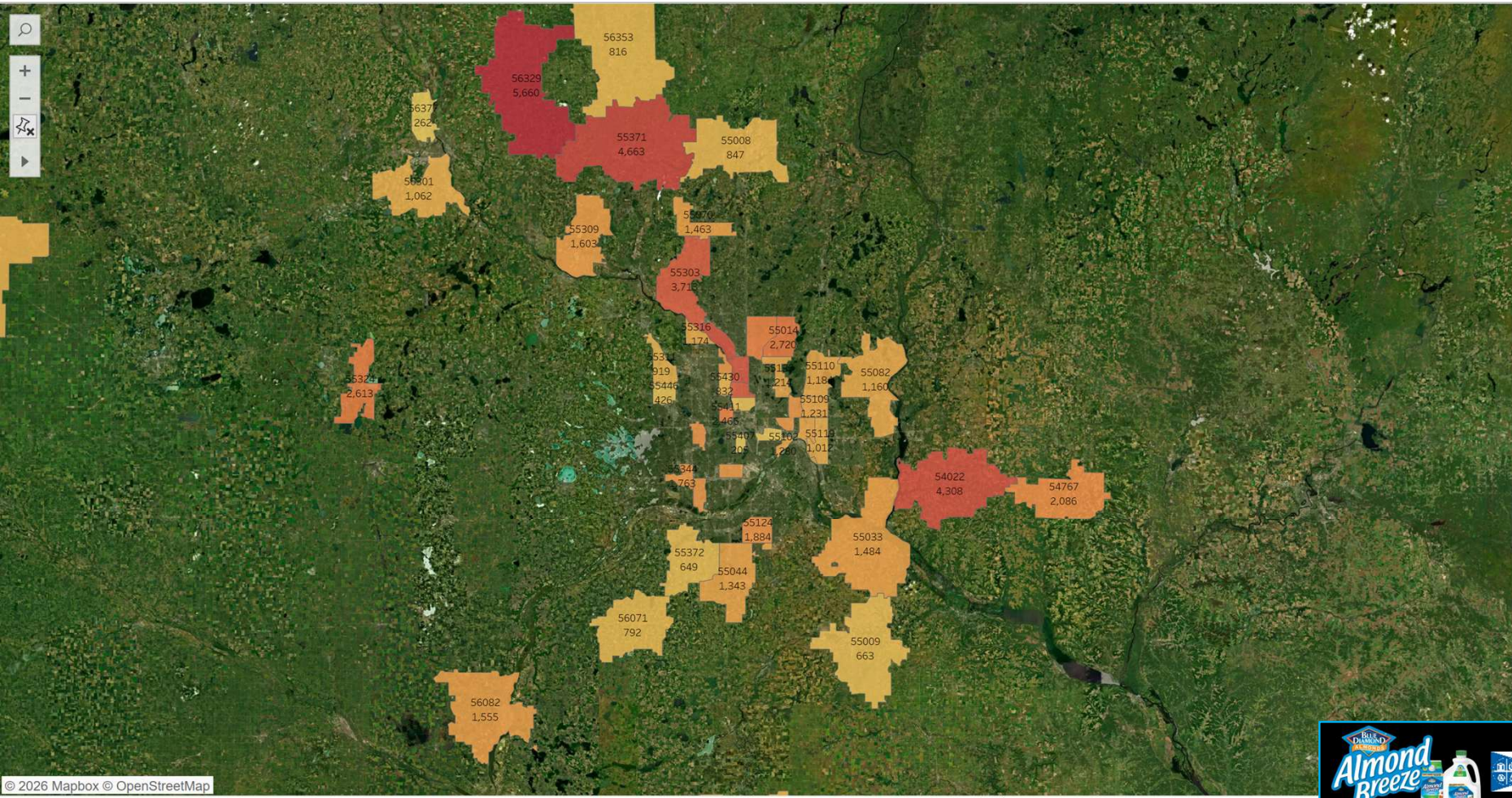
Top-26 Residential Zip Codes: Women 25 - 54



Top-26 Employment Zip Codes: Women 25 - 54



Top Residential Zip Codes: (Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days)



SUM(Women 25 - 54 ...



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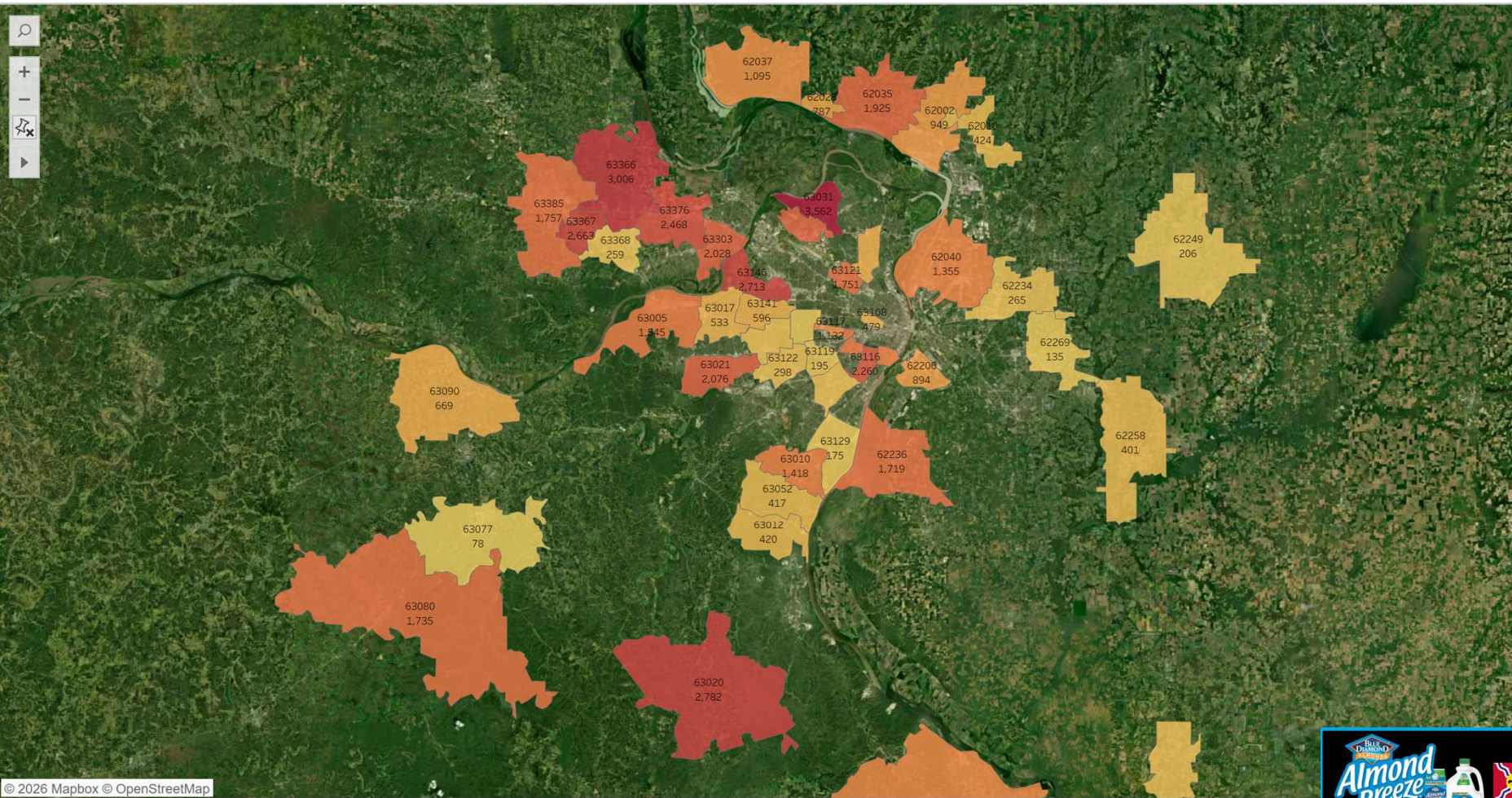


MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 87
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[[[Parent of child under 18: Yes AND Grocery stores shopped past 7 days (HHLd): Any grocery store] AND Food types HHLd bought (HHLd): Dairy-free]]

Top Residential Zip Codes: (Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days)



SUM(Women 25 - 54 ...



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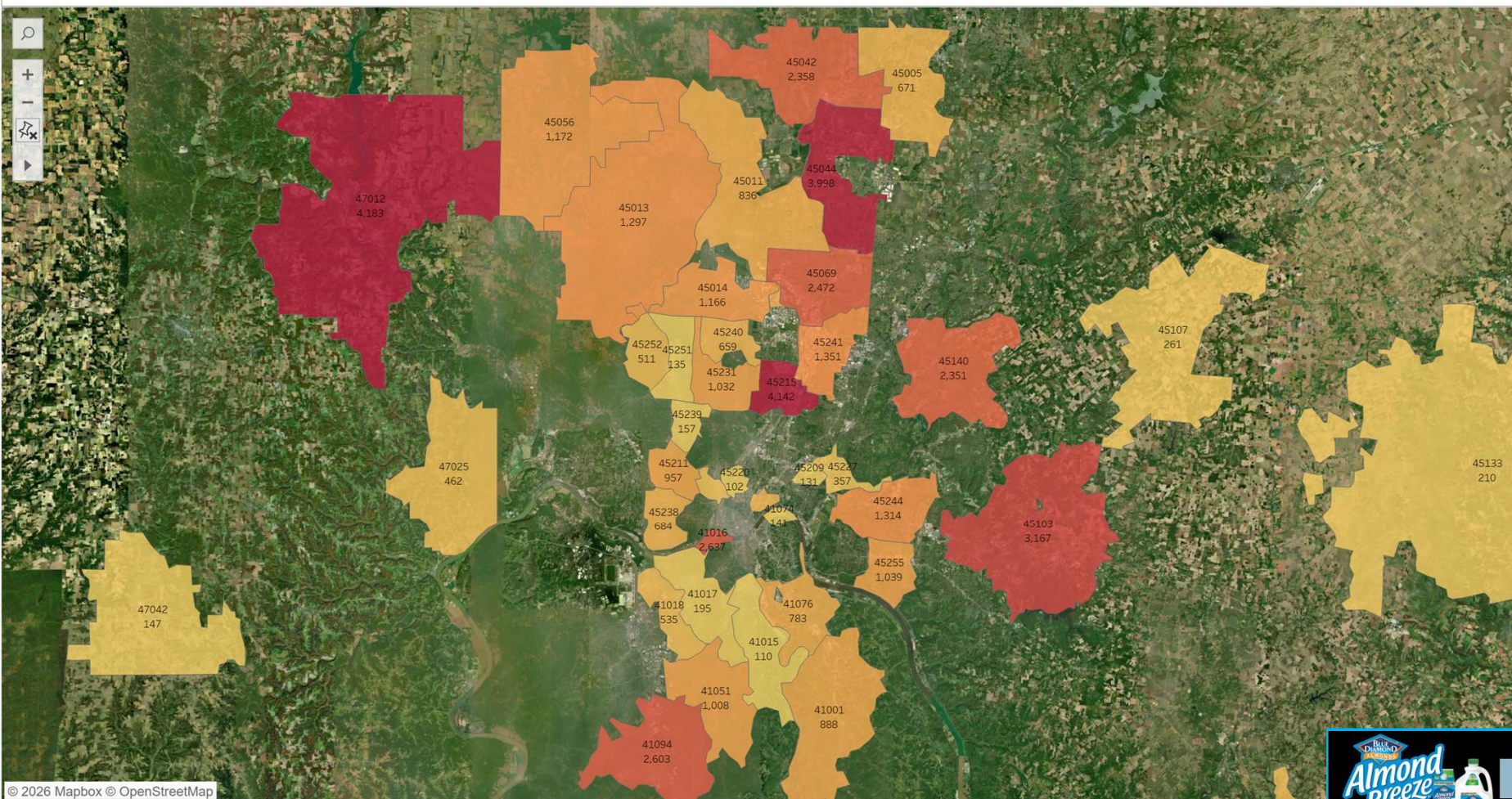
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STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 103

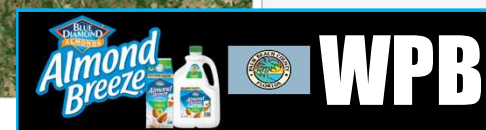
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[[[Parent of child under 18: Yes AND Grocery stores shopped past 7 days (HHLD): Any grocery store] AND Food types HHLD bought (HHLD): Dairy-free]]

Top Residential Zip Codes: (Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days)



SUM(Women 25 - 54 ...
102 4,183

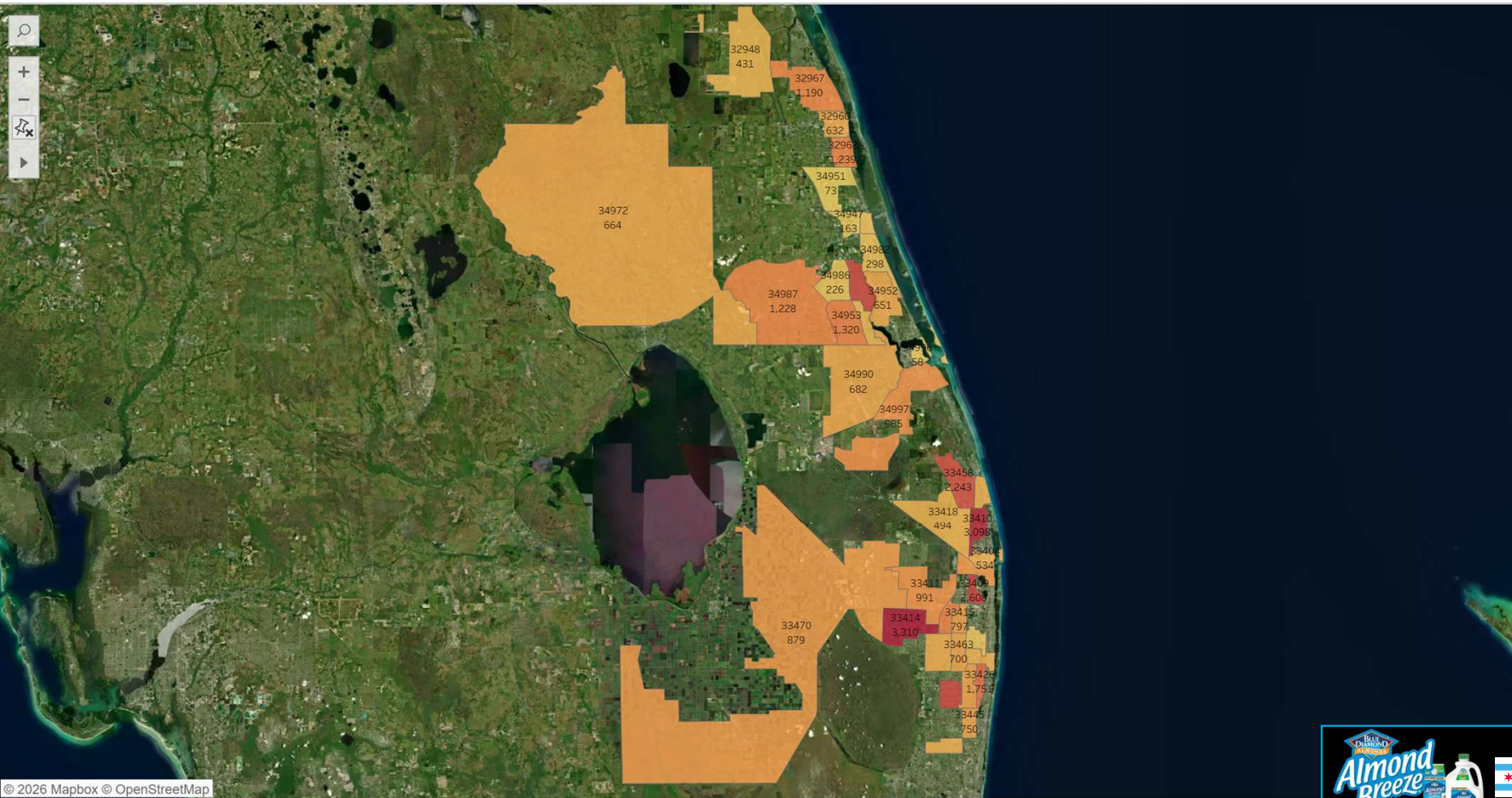


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CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 92
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[[[Parent of child under 18: Yes AND Grocery stores shopped past 7 days (HHLD): Any grocery store) AND Food types HHLD bought (HHLD): Dairy-free]]

Top Residential Zip Codes: (Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days)



SUM(Women 25 - 54 ...

58 3,310



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WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 119

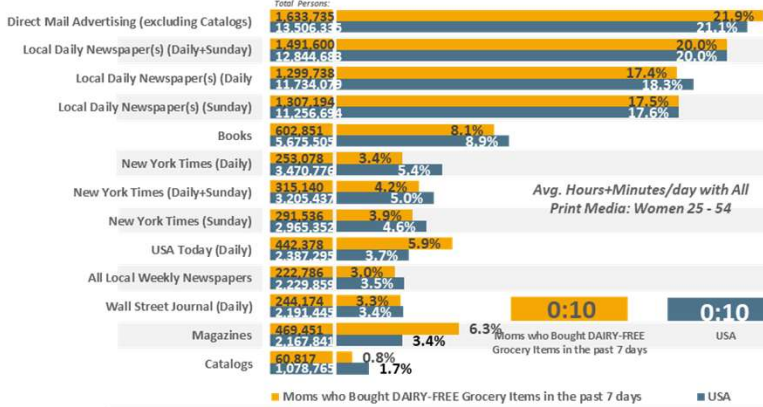
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[[[Parent of child under 18: Yes AND Grocery stores shopped past 7 days (HHLD): Any grocery store] AND Food types HHLD bought (HHLD): Dairy-free]]

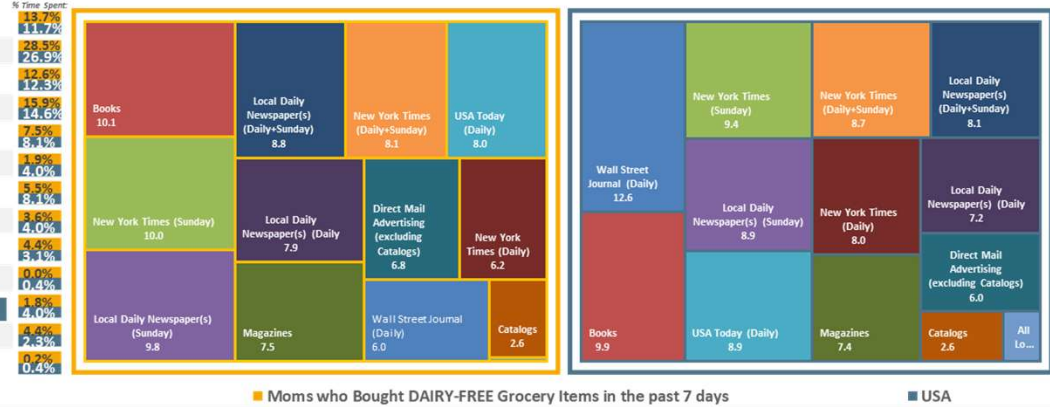


1,491,600 or 20.% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.8 minutes every day representing 30.8% of all time spent daily with All forms of Print Media.

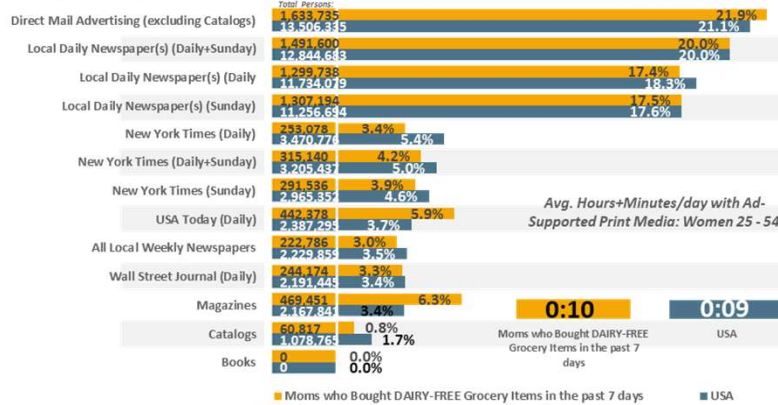
Avg. Week All Print Media (Persons & % Reach): Women 25 - 54



Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Women 25 - 54



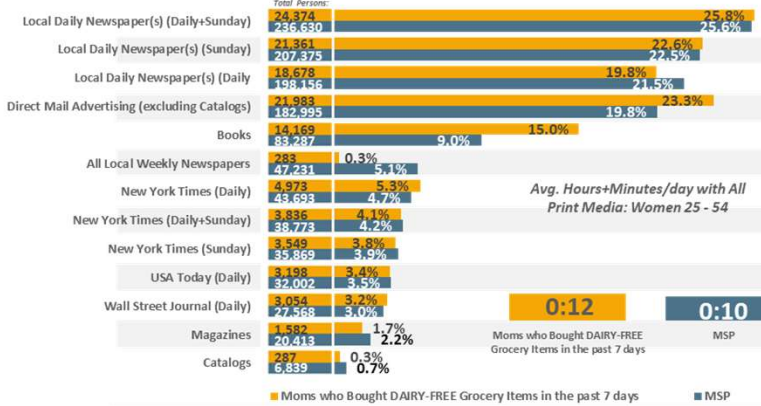
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



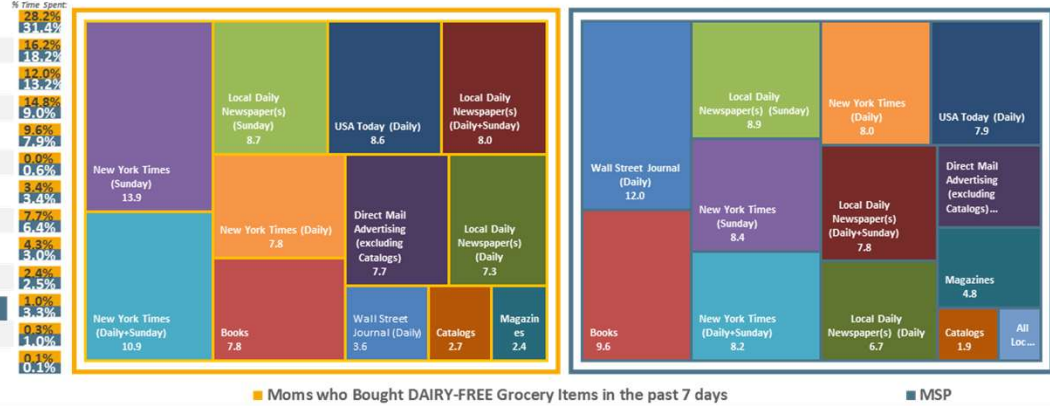


24,374 or 25.8% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8. minutes every day representing 31.2% of all time spent daily with All forms of Print Media.

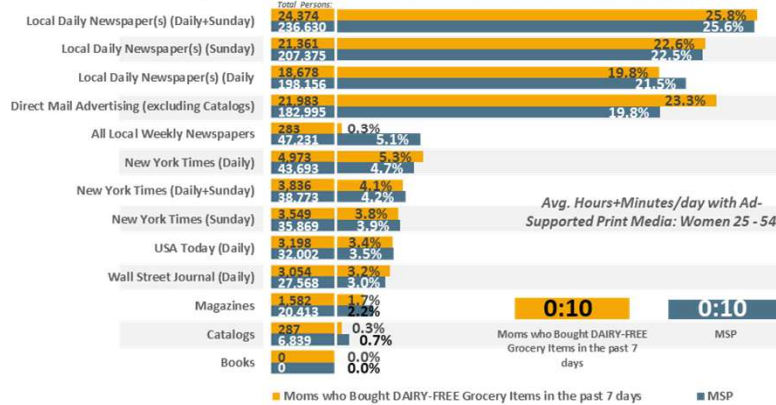
Avg. Week All Print Media (Persons & % Reach): Women 25 - 54



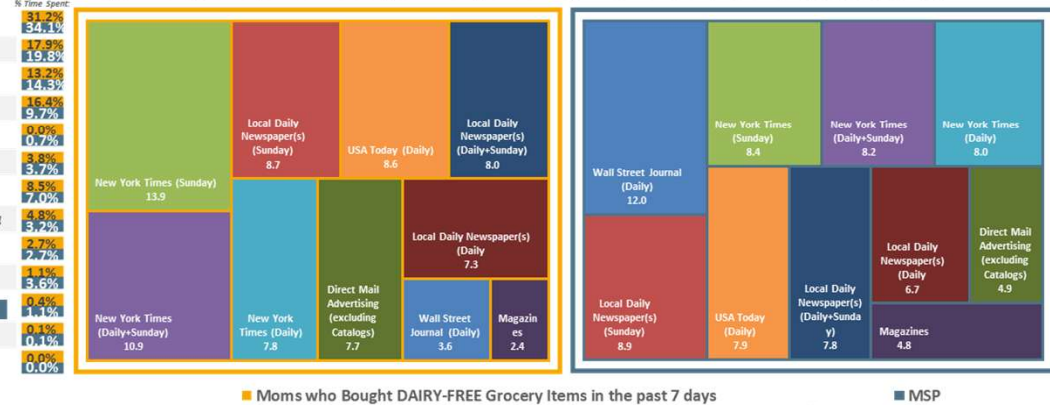
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Women 25 - 54



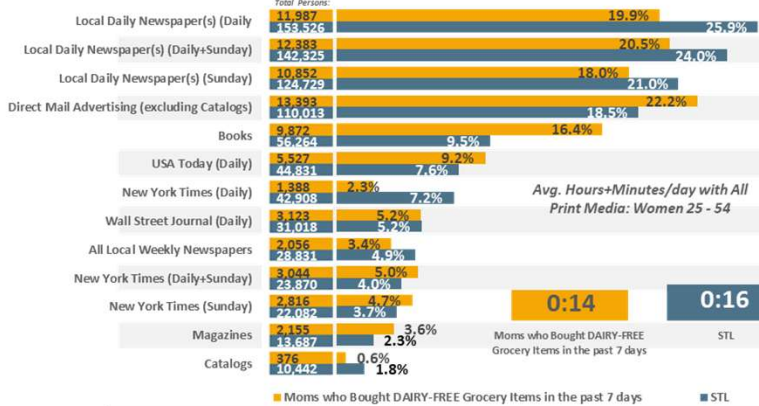
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



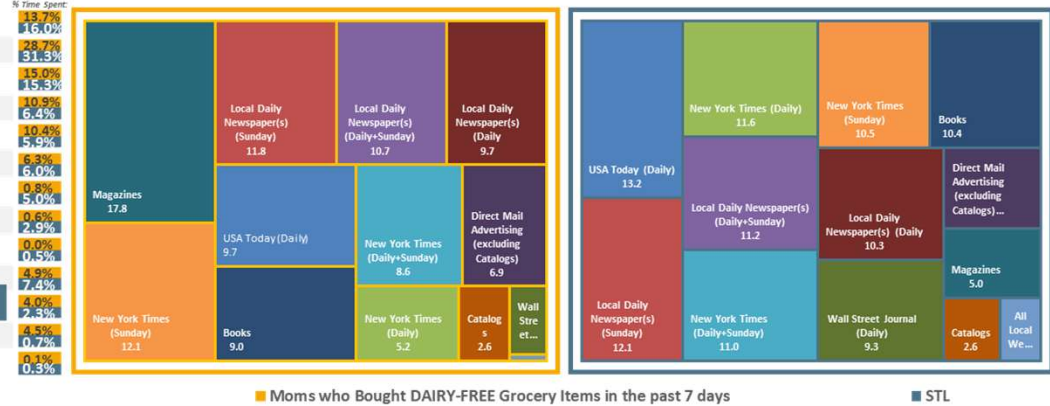


12,383 or 20.5% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.7 minutes every day representing 32.2% of all time spent daily with All forms of Print Media.

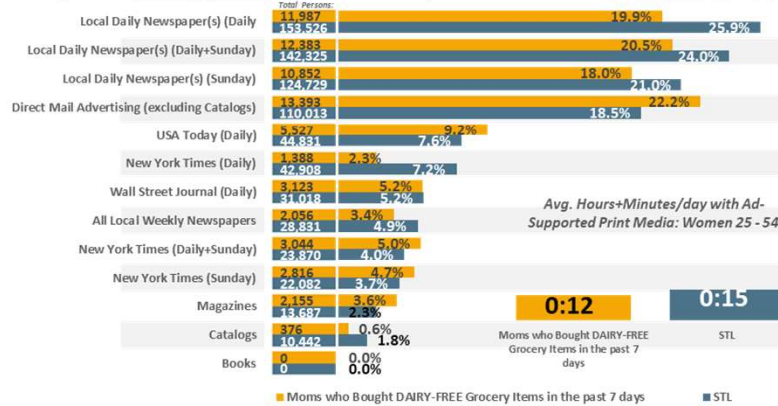
Avg. Week All Print Media (Persons & % Reach): Women 25 - 54



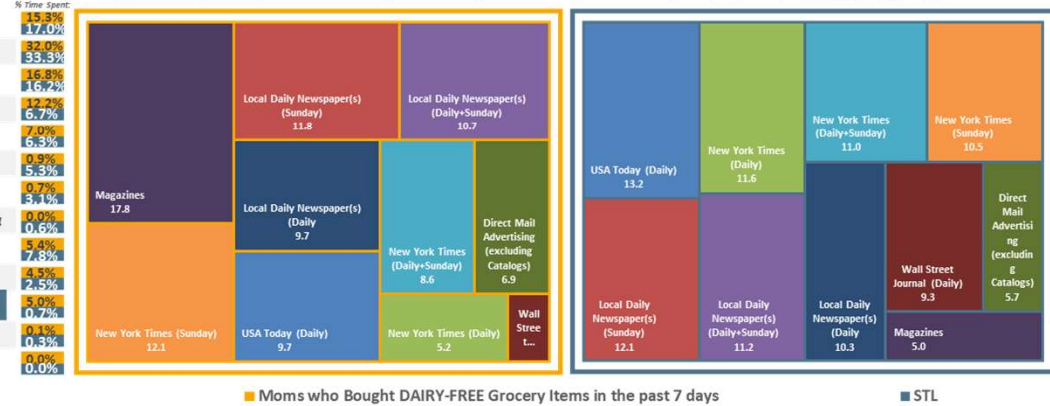
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54

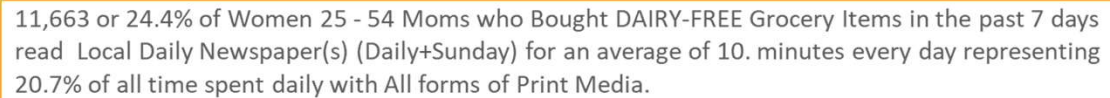


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54

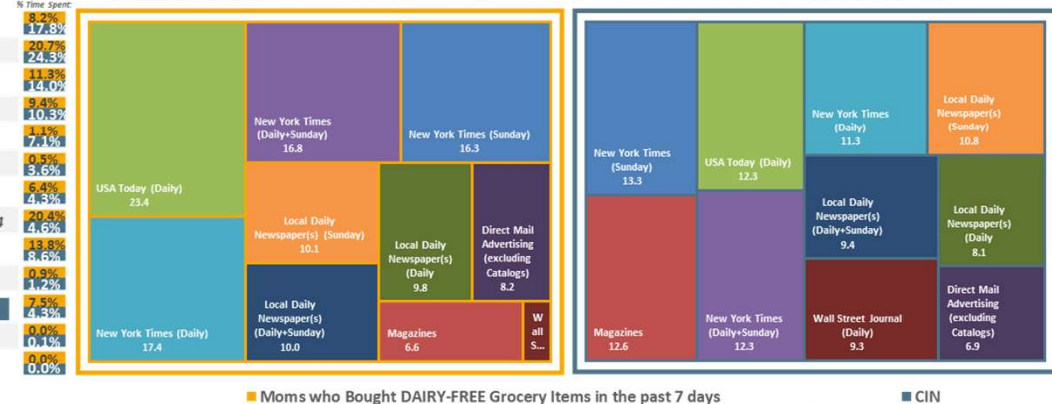




Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54

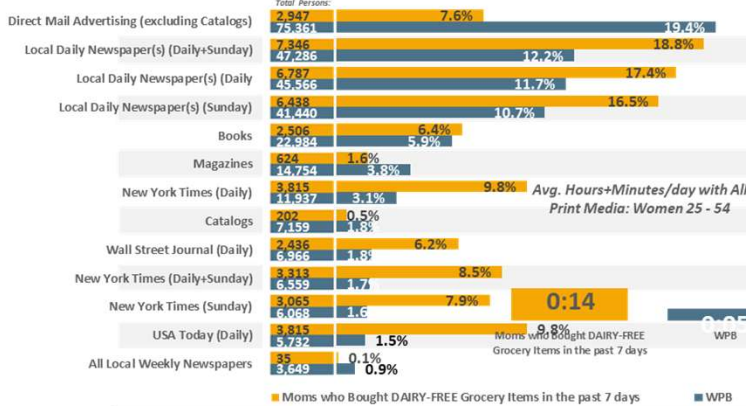


(((Parent of child under 18: Yes AND Grocery stores shopped past 7 days (HHLD): Any grocery store) AND Food types HHLD bought (HHLD): Dairy-free))

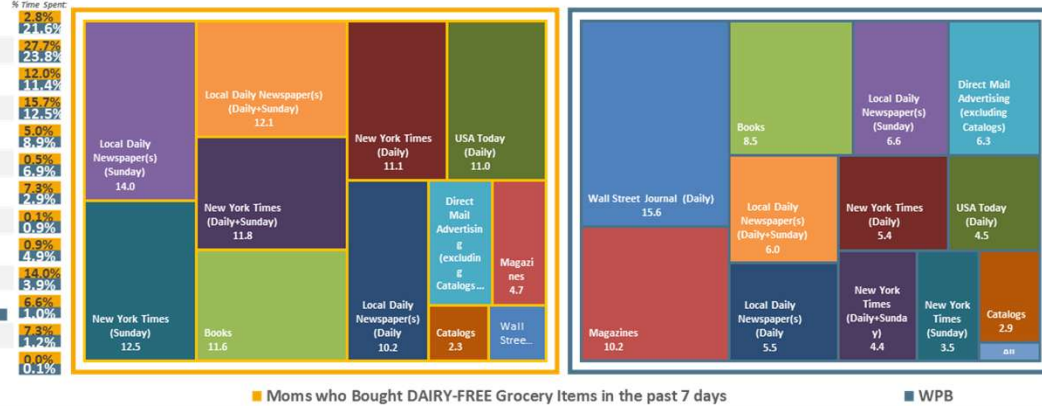


7,346 or 18.8% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 12.1 minutes every day representing 29.1% of all time spent daily with All forms of Print Media.

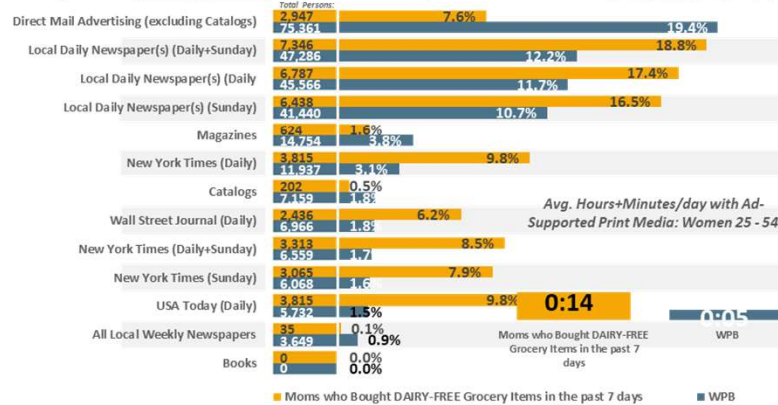
Avg. Week All Print Media (Persons & % Reach): Women 25 - 54



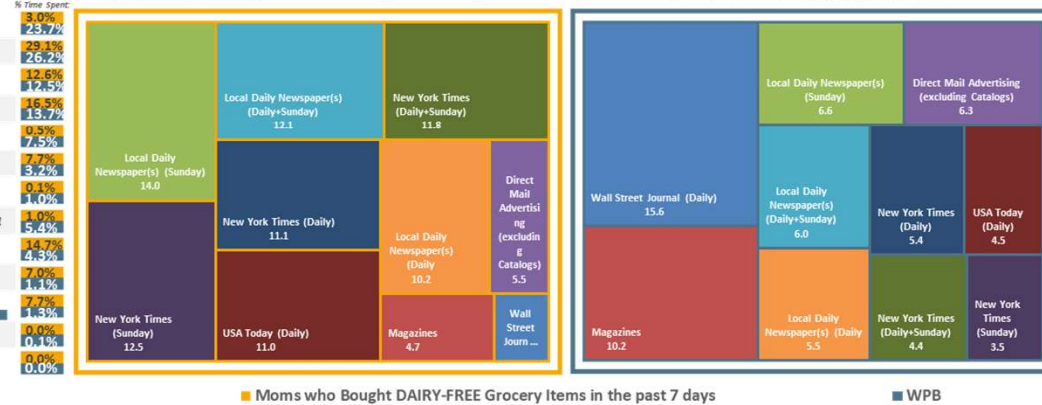
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Women 25 - 54



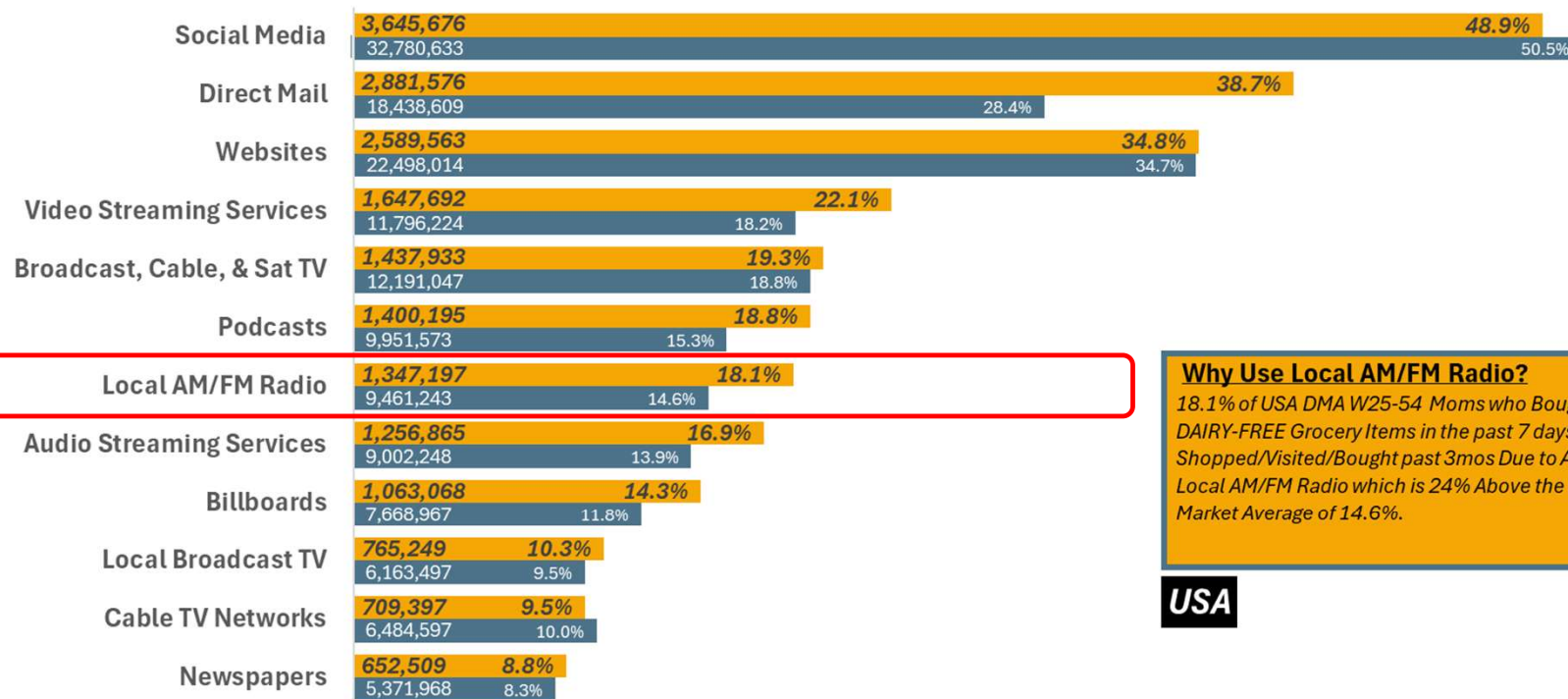
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54





"Advertising Actions"

W25-54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

18.1% of USA DMA W25-54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 24% Above the USA DMA Market Average of 14.6%.

USA

■ W25-54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ W25-54 USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

USA DMA ScarboroughR2 2025: Sep24-Aug25 Qual Intab: 831
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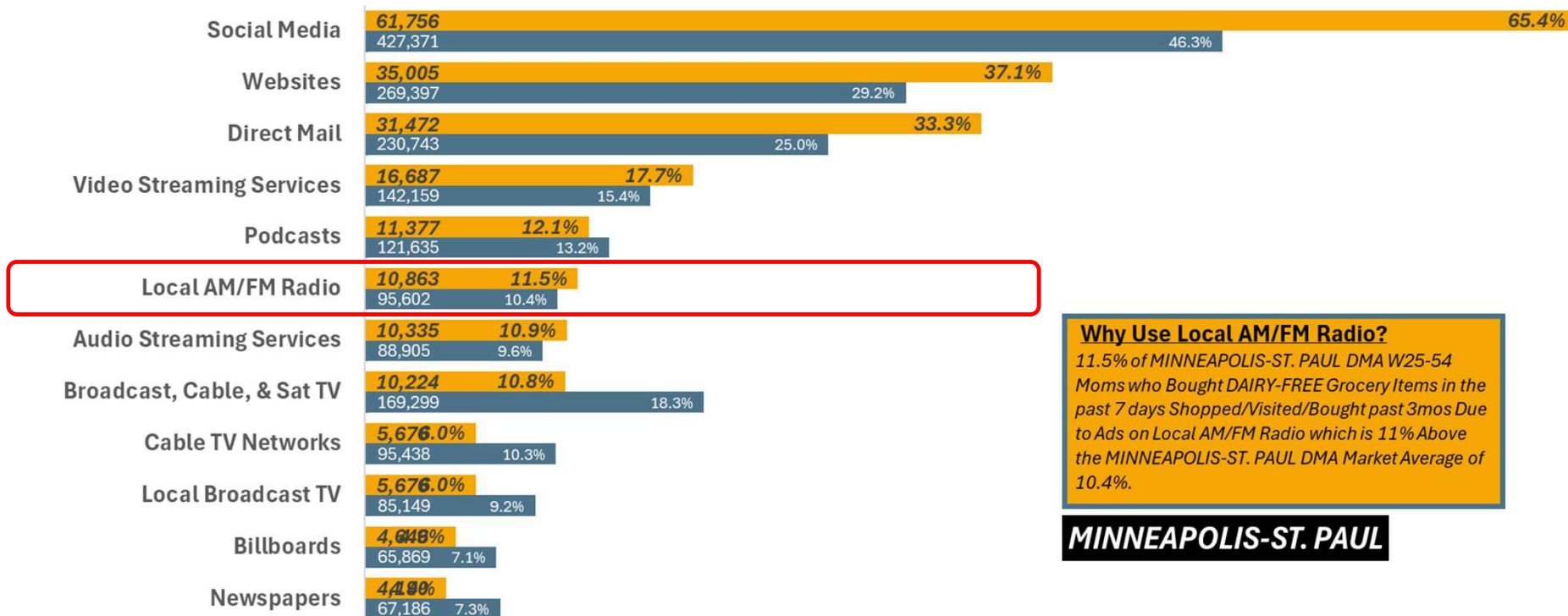
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[[(Parent of child under 18: Yes AND Grocery stores shopped past 7 days (HHLD): Any grocery store) AND Food types HHLD bought (HHLD): Dairy-free]]



"Advertising Actions"

**W25-54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

11.5% of MINNEAPOLIS-ST. PAUL DMA W25-54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 11% Above the MINNEAPOLIS-ST. PAUL DMA Market Average of 10.4%.

MINNEAPOLIS-ST. PAUL

■ W25-54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ W25-54 MINNEAPOLIS-ST. PAUL AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab: 61
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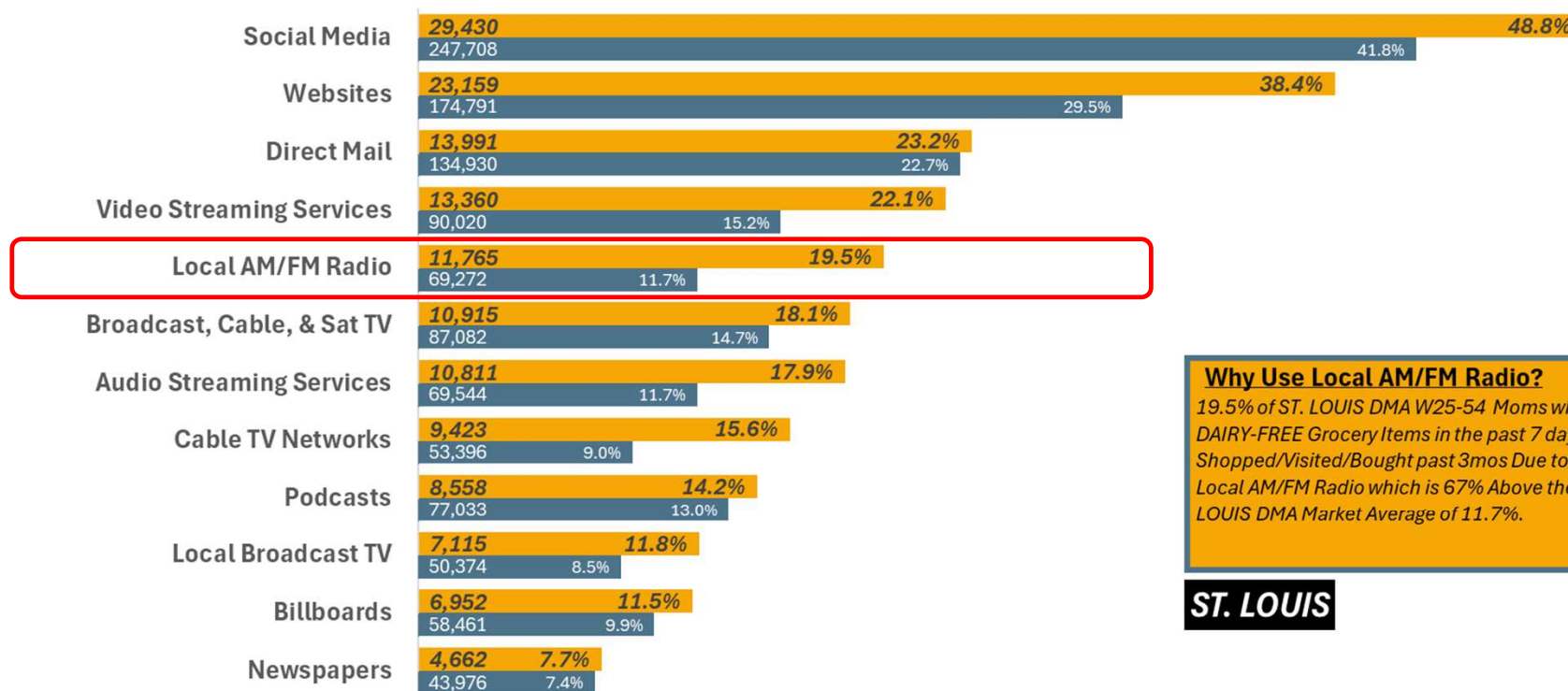
soefa.ai Share of Everything for Anything ®

[[[Parent of child under 18: Yes AND Grocery stores shopped past 7 days (HHLD): Any grocery store] AND Food types HHLD bought (HHLD): Dairy-free]]



"Advertising Actions"

W25-54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

19.5% of ST. LOUIS DMA W25-54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 67% Above the ST. LOUIS DMA Market Average of 11.7%.

ST. LOUIS

■ W25-54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ W25-54 ST. LOUIS AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

ST. LOUIS DMA ScarboroughR2 2025: Aug24-Jul25 Qual Intab: 67

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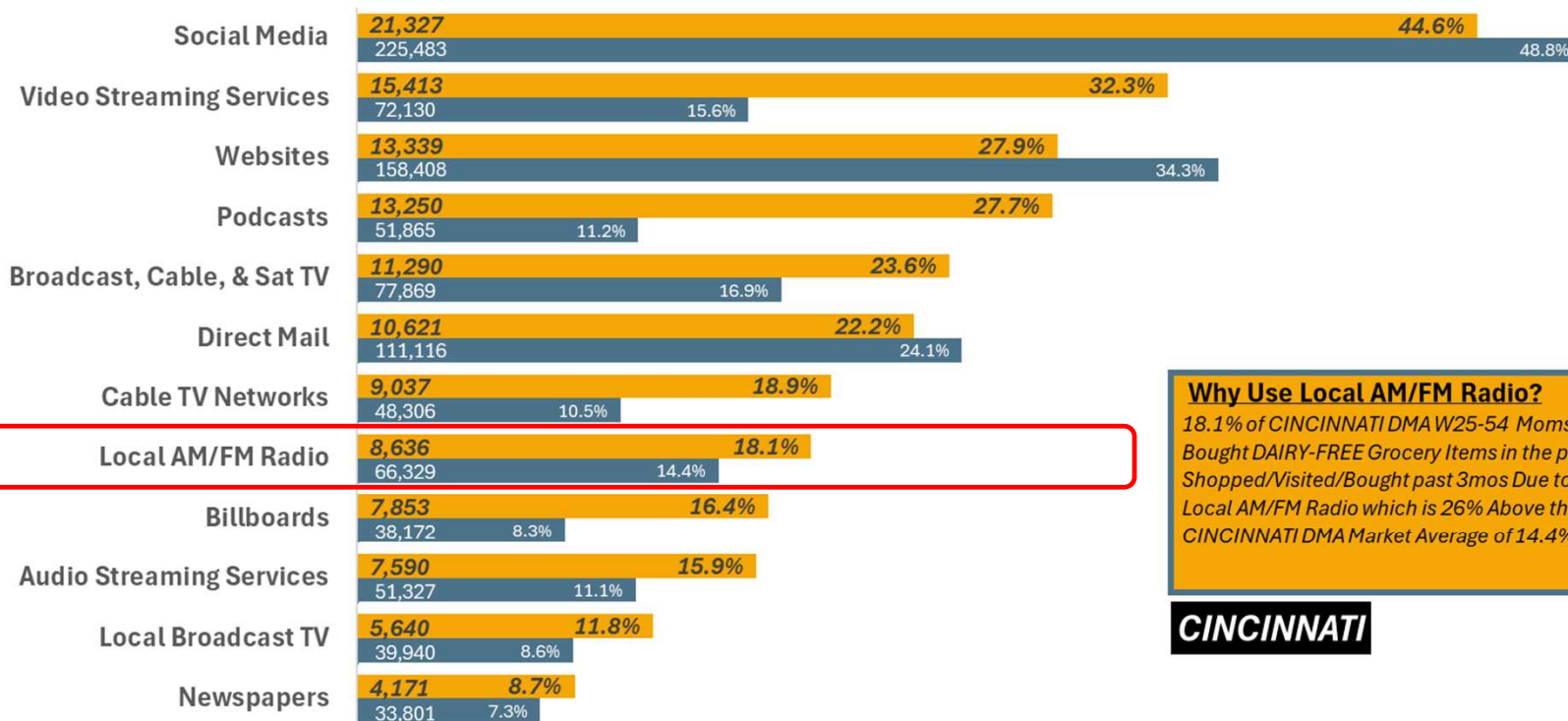
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[[(Parent of child under 18: Yes AND Grocery stores shopped past 7 days (HHLD): Any grocery store) AND Food types HHLD bought (HHLD): Dairy-free]]



"Advertising Actions"

**W25-54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

18.1% of CINCINNATI DMA W25-54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 26% Above the CINCINNATI DMA Market Average of 14.4%.

CINCINNATI

■ W25-54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ W25-54 CINCINNATI AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 58
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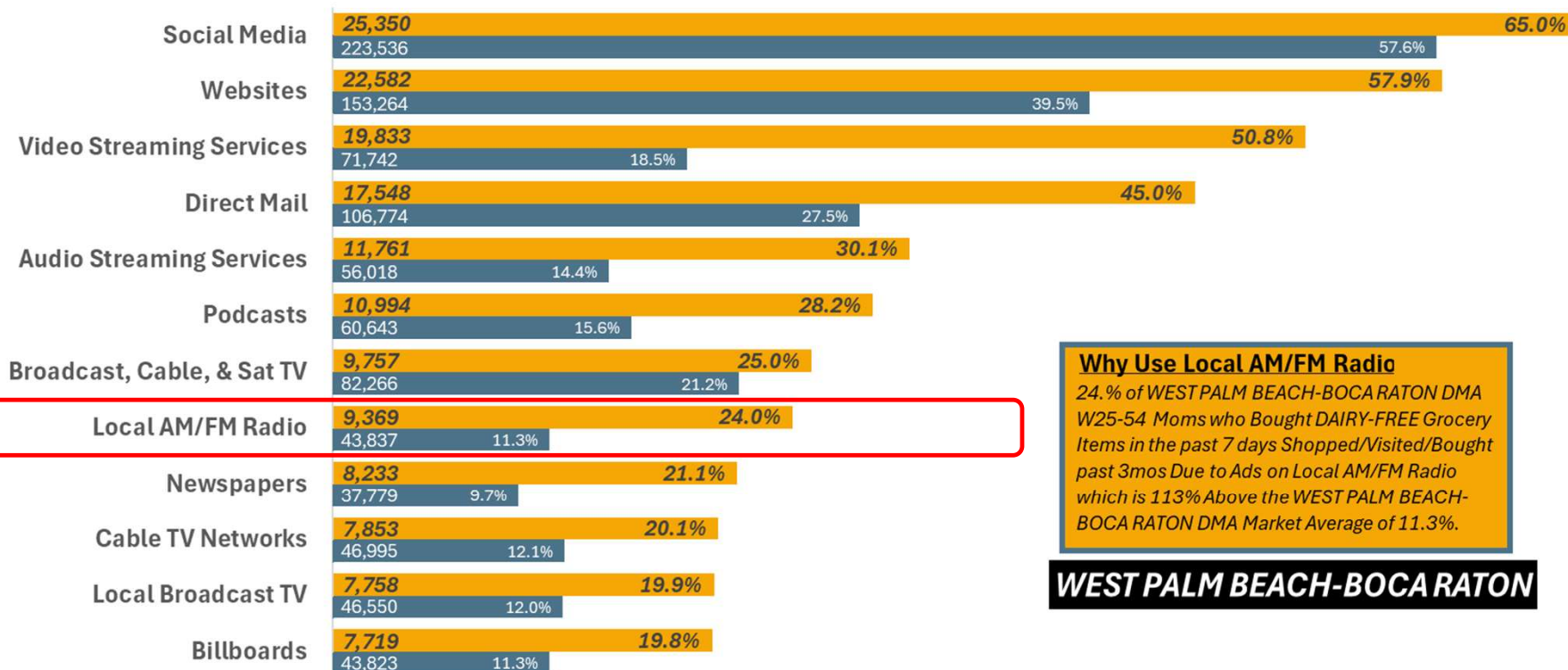
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[[(Parent of child under 18: Yes AND Grocery stores shopped past 7 days (HHLD): Any grocery store) AND Food types HHLD bought (HHLD): Dairy-free]]



"Advertising Actions"

**W25-54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio

24. % of WEST PALM BEACH-BOCA RATON DMA W25-54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 113% Above the WEST PALM BEACH-BOCA RATON DMA Market Average of 11.3%.

WEST PALM BEACH-BOCA RATON

■ W25-54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ W25-54 WEST PALM BEACH-BOCA RATON AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab: 70

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[[(Parent of child under 18: Yes AND Grocery stores shopped past 7 days (HHLD): Any grocery store) AND Food types HHLD bought (HHLD): Dairy-free]]