USA+4More DMAs – P18+ Purchasing FLOWERS Online past 6mos!

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 P18+ who Purchased FLOWERS Online in the past 6 months as of SEPTEMBER 2024.

1-800 flowers.com®



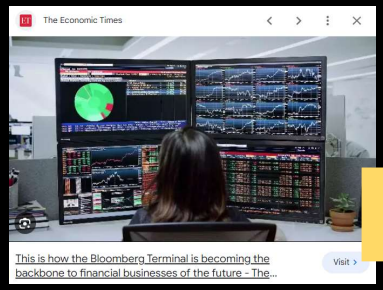
1-800 flowers.com USA

1-800 flowers.com MSP

1-800 flowers.com STL

1-800 flowers.com CIN

1-800 flowers.com WPB



James F. McCann, Founder and CEO (Largest individual 1 800 Flowers.com shareholder, owning 12.08M shares representing 18.92% of the company).

P18+

Vanguard® BLACKROCK

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

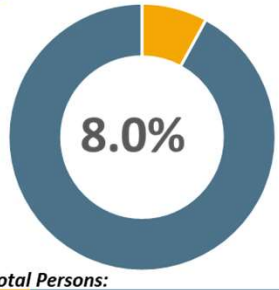
HUBBARD BROADCASTING INC. HB INC.

Items bought on the Internet past 6 months:Household/Grocery: Flowers



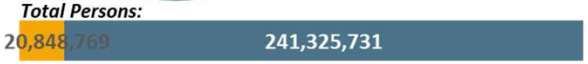
8.% or 20,848,769 of USA Adults 18 or older Purchased FLOWERS Online in the past 6 months.
Typical Adults 18 or older who Purchased FLOWERS Online in the past 6 months are 49.7 years old (1.7% older than average) and have a $112,786 (22.% higher than average) annual household income.

Percent of Market: Adults 18 or older

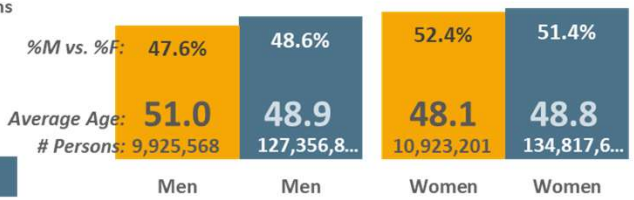


- who Purchased FLOWERS Online in the past 6 months
- Remainder of USA DMAs

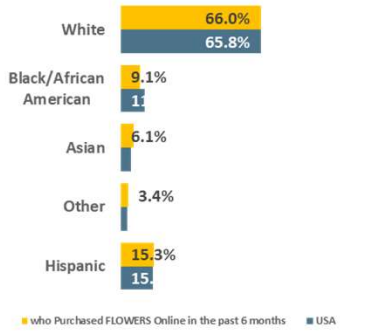
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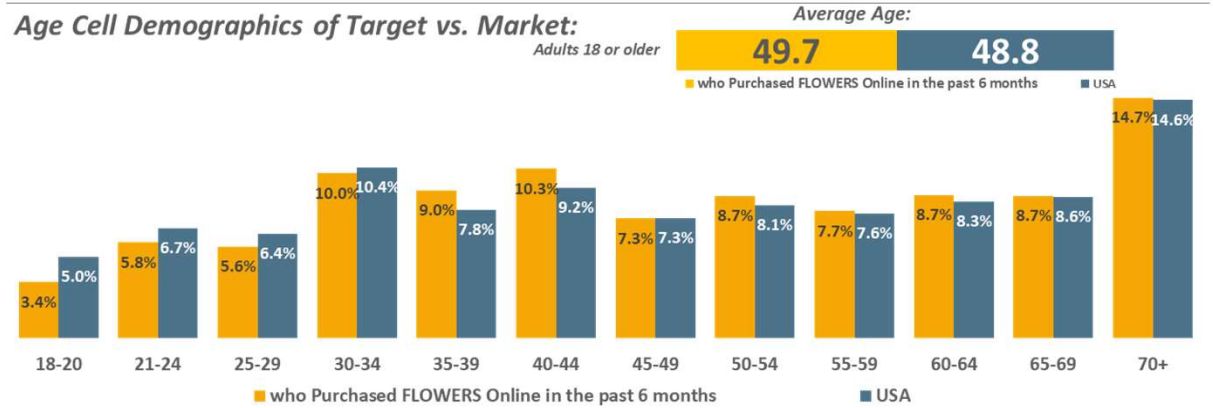
Gender of Target vs. Market: Adults 18 or older



Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:

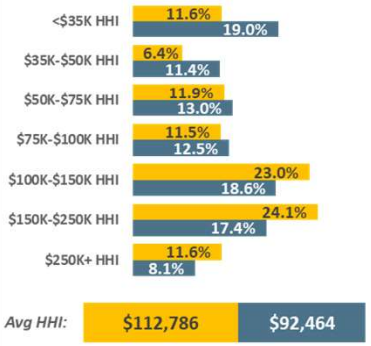


USA *USA Projection* *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *1,908*

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

HHI of Target vs. Market:

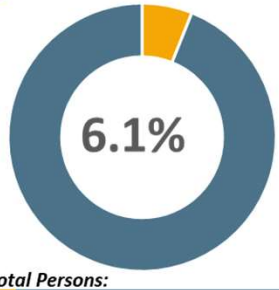


Items bought on the Internet past 6 months:Household/Grocery: Flowers

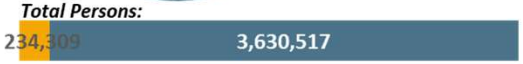
1-800 flowers.com MSP

6.1% or 234,309 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older Purchased FLOWERS Online in the past 6...
Typical Adults 18 or older who Purchased FLOWERS Online in the past 6 months are 55.5 years old (13.7% older than average) and have a $133,146 (24.4% higher than average) annual household income.

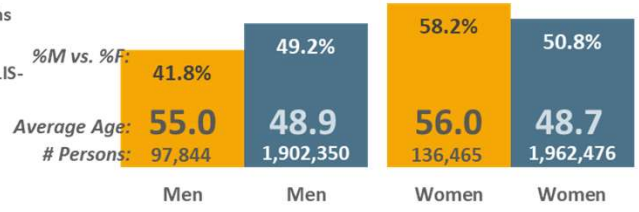
Percent of Market: Adults 18 or older



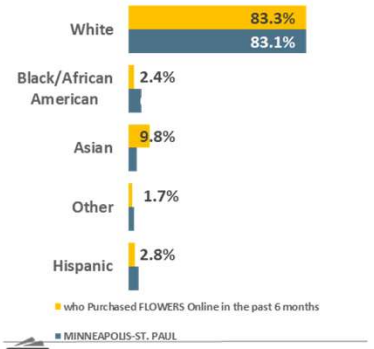
Total Persons:



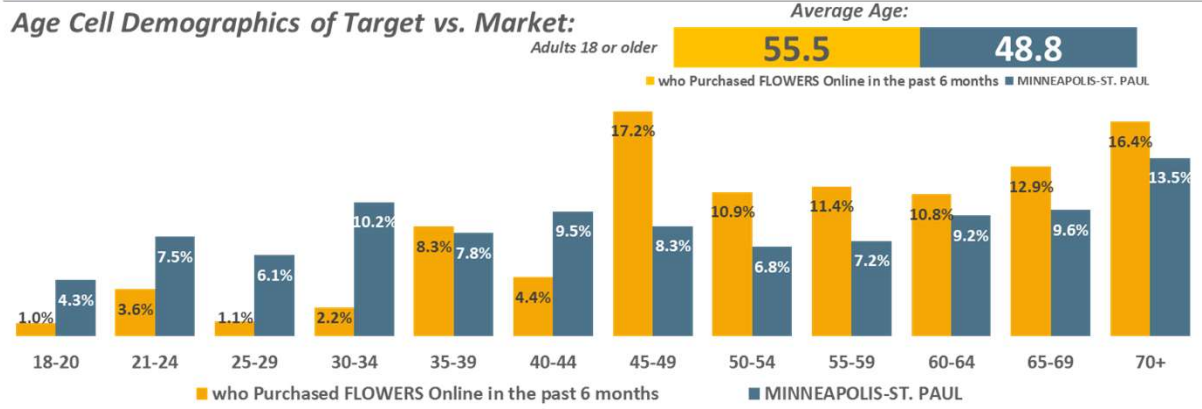
Gender of Target vs. Market: Adults 18 or older



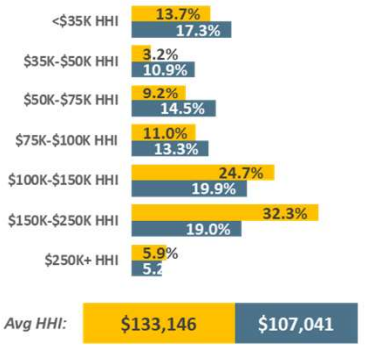
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 110

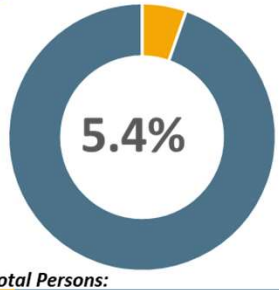
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Items bought on the Internet past 6 months:Household/Grocery: Flowers

1-800 flowers.com STL

5.4% or 134,599 of ST. LOUIS DMA Adults 18 or older Purchased FLOWERS Online in the past 6 months. Typical Adults 18 or older who Purchased FLOWERS Online in the past 6 months are 55.4 years old (12.% older than average) and have a $118,765 (25.8% higher than average) annual household income.

Percent of Market: Adults 18 or older

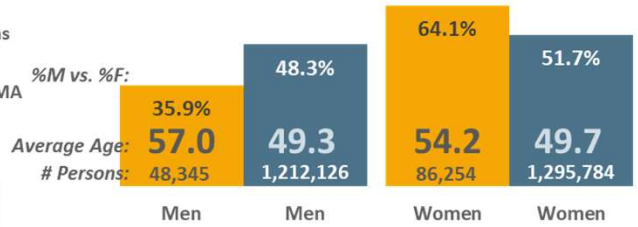


- who Purchased FLOWERS Online in the past 6 months
- Remainder of ST. LOUIS DMA

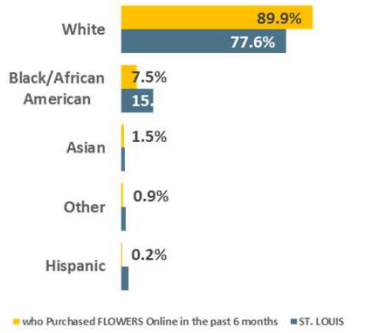
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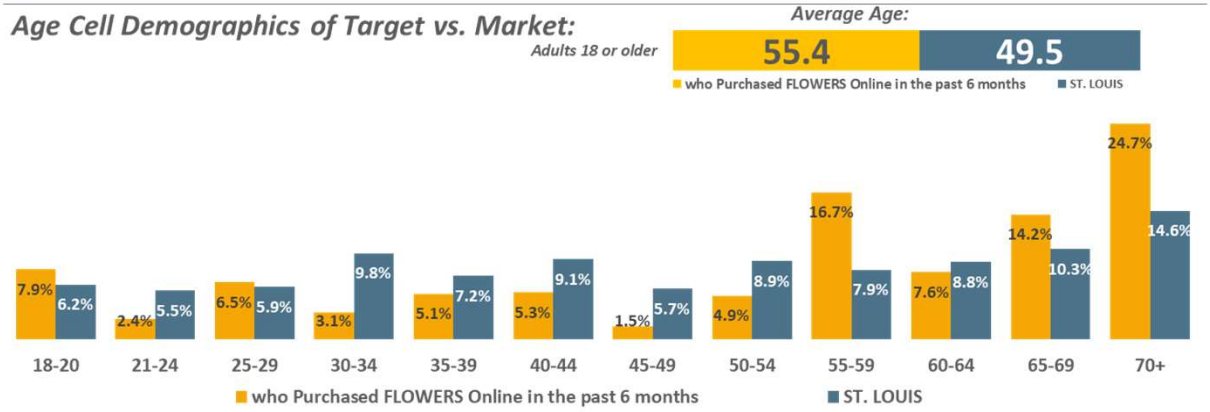
Gender of Target vs. Market: Adults 18 or older



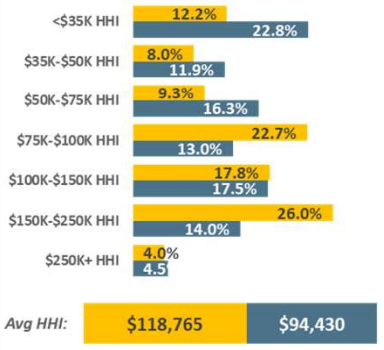
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 131

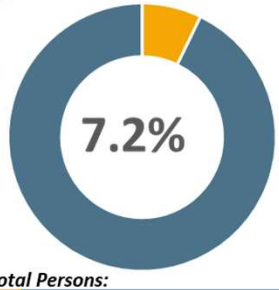
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Items bought on the Internet past 6 months:Household/Grocery: Flowers

1-800 flowers.com CIN

7.2% or 137,748 of CINCINNATI DMA Adults 18 or older Purchased FLOWERS Online in the past 6 months. Typical Adults 18 or older who Purchased FLOWERS Online in the past 6 months are 50.9 years old (4.2% older than average) and have a $129,732 (35.7% higher than average) annual household income.

Percent of Market: Adults 18 or older



- who Purchased FLOWERS Online in the past 6 months
- Remainder of CINCINNATI DMA

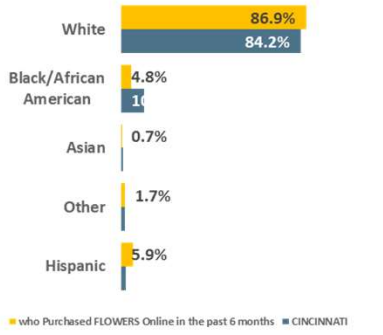
Total Persons:

137,748 | 1,775,609

Gender of Target vs. Market: Adults 18 or older

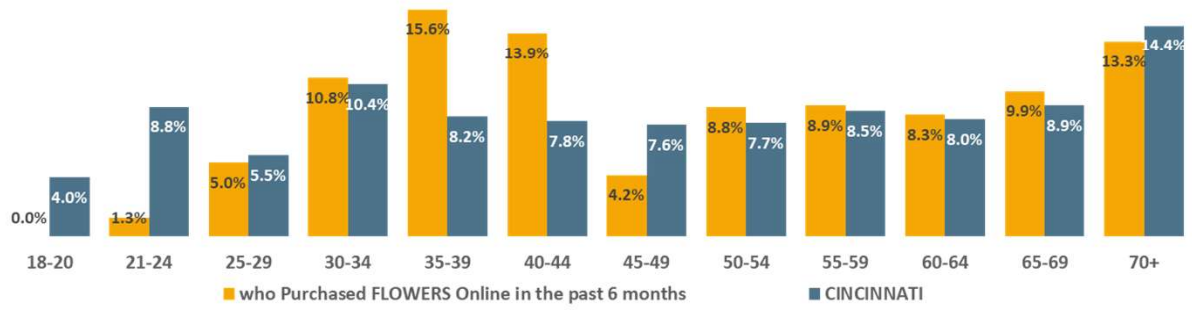
	Men	Men	Women	Women
%M vs. %F:	50.1%	48.5%	49.9%	51.5%
Average Age:	50.4	49.1	51.7	48.6
# Persons:	69,017	928,066	68,731	985,291

Ethnicity of Target vs. Market:

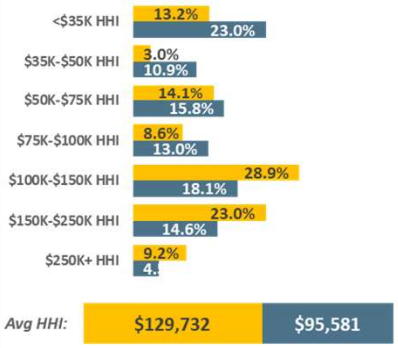


Age Cell Demographics of Target vs. Market:

Adults 18 or older	Average Age: 50.9	48.8
	who Purchased FLOWERS Online in the past 6 months	CINCINNATI



HHI of Target vs. Market:



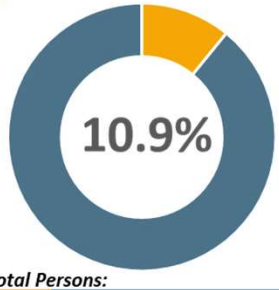
CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 143

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Items bought on the Internet past 6 months:Household/Grocery: Flowers

10.9% or 204,465 of WEST PALM BEACH DMA Adults 18 or older Purchased FLOWERS Online in the past 6 mos. Typical Adults 18 or older who Purchased FLOWERS Online in the past 6 mos are 52.2 years old (2.8% younger than average) and have a $111,896 (15.5% higher than average) annual household income.

Percent of Market: Adults 18 or older

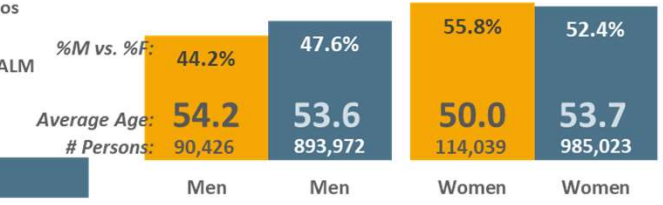


- who Purchased FLOWERS Online in the past 6 mos
- Remainder of WEST PALM BEACH DMA

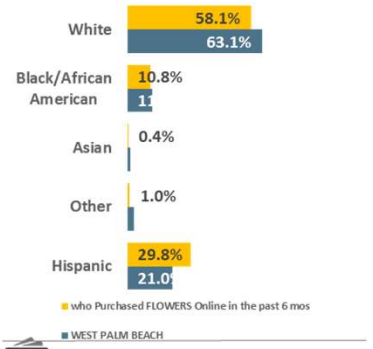
Total Persons:



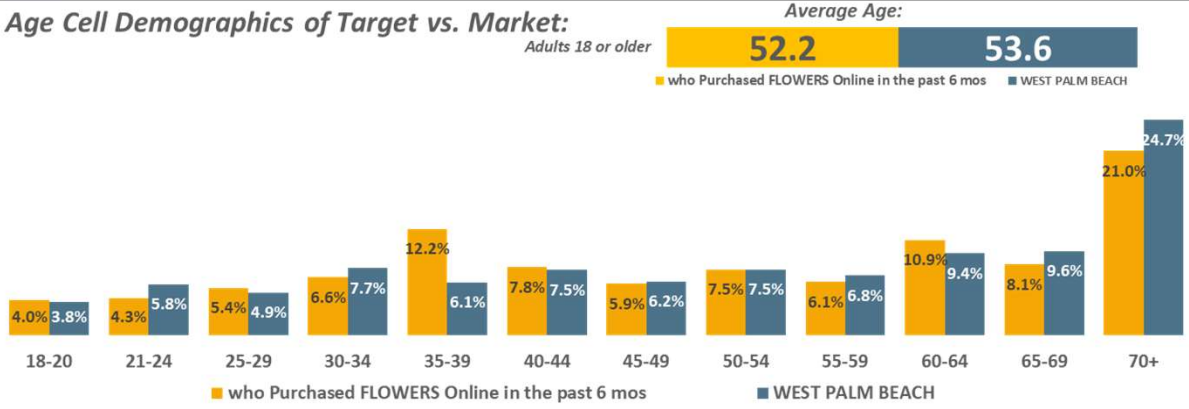
Gender of Target vs. Market: Adults 18 or older



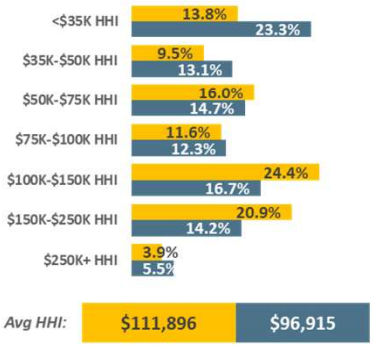
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 231

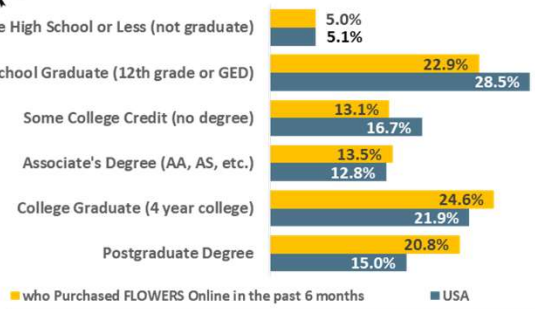
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Items bought on the Internet past 6 months:Household/Grocery: Flowers

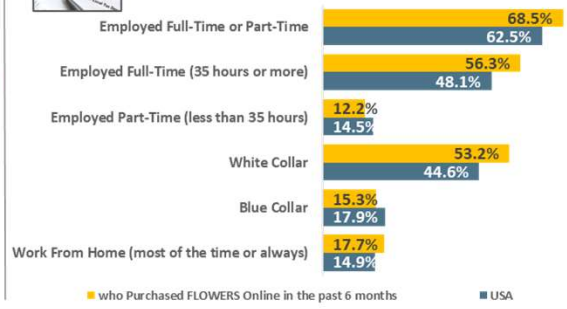
1-800 flowers.com USA

8.% or 20,848,769 of USA Adults 18 or older Purchased FLOWERS Online in the past 6 months. Adults 18 or older who Purchased FLOWERS Online in the past 6 months are 23.2% more likely to be a college graduate, 17.2% more likely to work full-time, 14.9% more likely to be married, 1.4% more likely to be a parent of 1 or more children under 18.

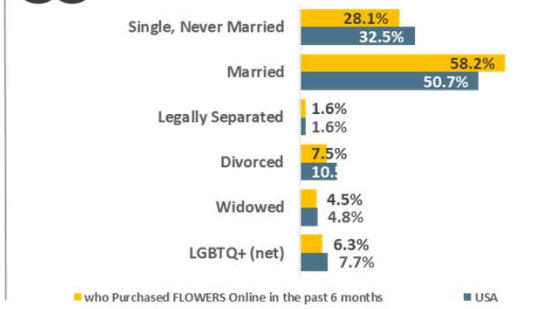
Education Levels: Adults 18 or older



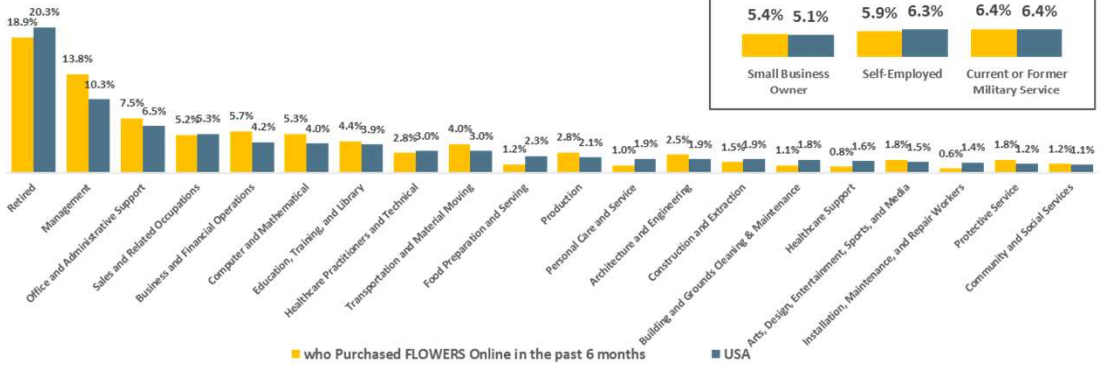
Employment: Adults 18 or older



Marital Status: Adults 18 or older

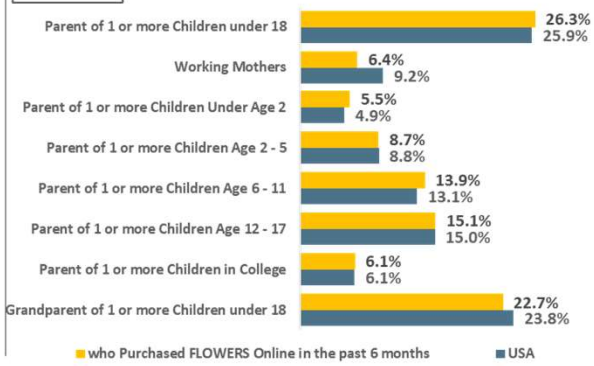


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 1,908

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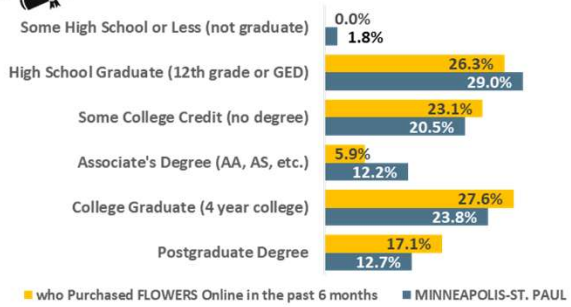
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

Items bought on the Internet past 6 months:Household/Grocery: Flowers

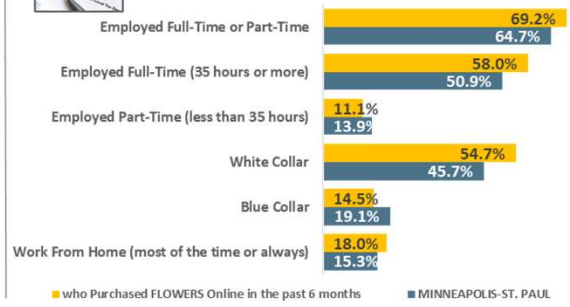
1-800 flowers.com MSP

6.1% or 234,309 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older Purchased FLOWERS Online in the past 6... Adults 18 or older who Purchased FLOWERS Online in the past 6 months are 22.5% more likely to be a college graduate, 14.1% more likely to work full-time, 42.8% more likely to be married, 19.6% less likely to be a parent of 1 or more children under 18.

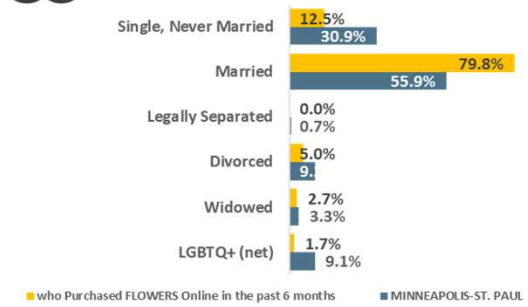
Education Levels: Adults 18 or older



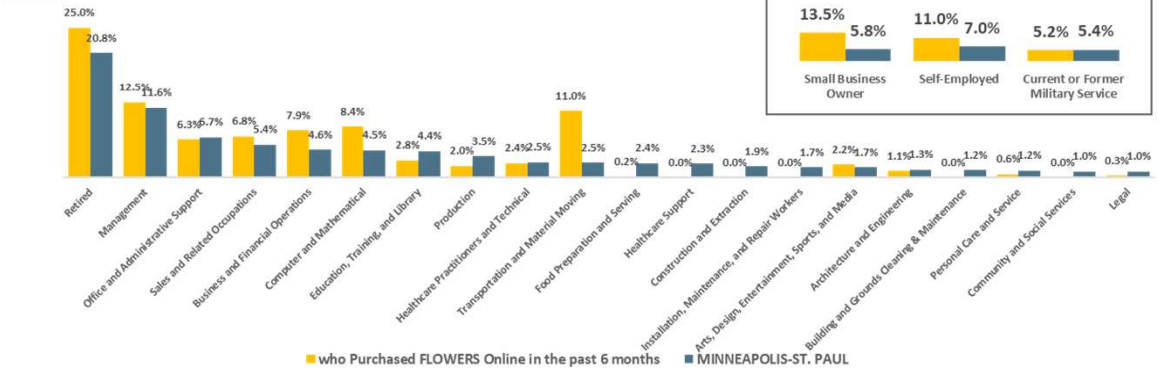
Employment: Adults 18 or older



Marital Status: Adults 18 or older

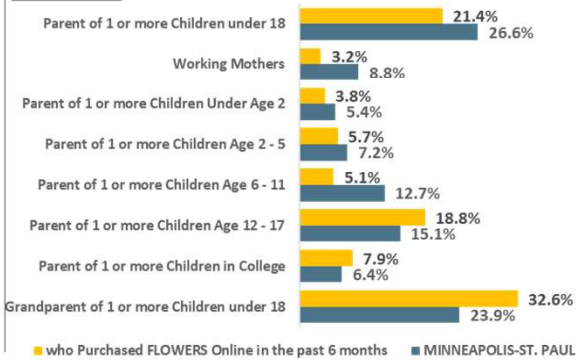


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



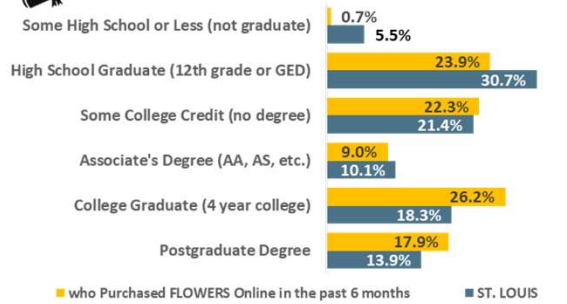
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Items bought on the Internet past 6 months:Household/Grocery: Flowers

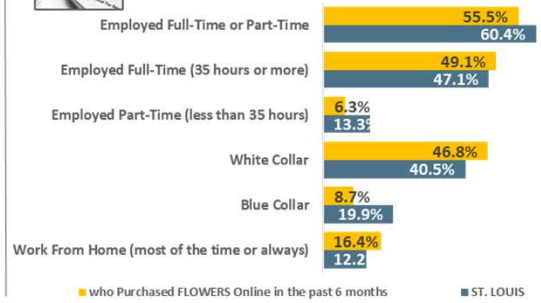
1-800 flowers.com STL

5.4% or 134,599 of ST. LOUIS DMA Adults 18 or older Purchased FLOWERS Online in the past 6 months. Adults 18 or older who Purchased FLOWERS Online in the past 6 months are 37.7% more likely to be a college graduate, 4.3% more likely to work full-time, 27.4% more likely to be married, 39.7% less likely to be a parent of 1 or more children under 18.

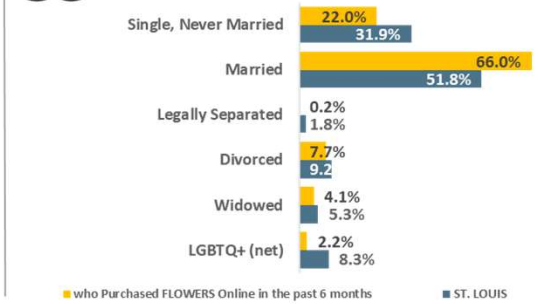
Education Levels: Adults 18 or older



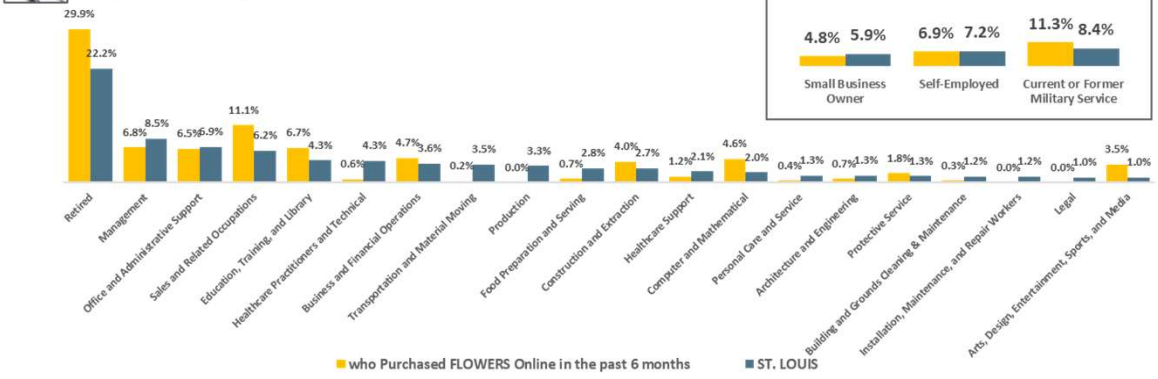
Employment: Adults 18 or older



Marital Status: Adults 18 or older

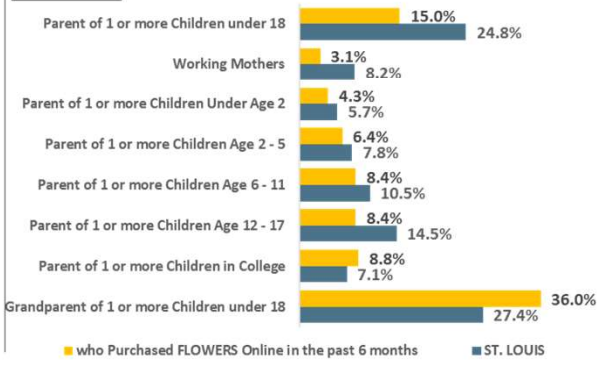


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 131

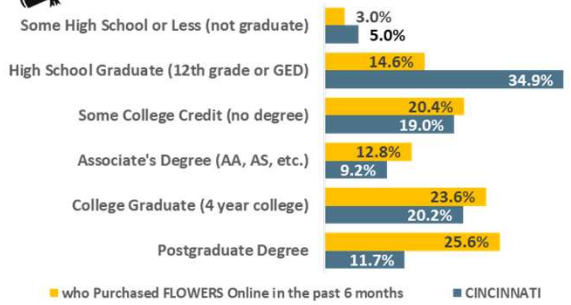
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Items bought on the Internet past 6 months:Household/Grocery: Flowers

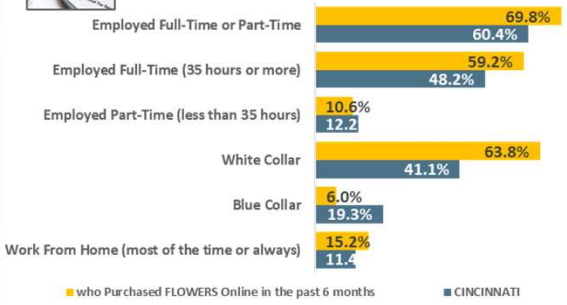
1-800 flowers.com CIN

7.2% or 137,748 of CINCINNATI DMA Adults 18 or older Purchased FLOWERS Online in the past 6 months. Adults 18 or older who Purchased FLOWERS Online in the past 6 months are 54.% more likely to be a college graduate, 22.9% more likely to work full-time, 17.3% more likely to be married, 5.4% more likely to be a parent of 1 or more children under 18.

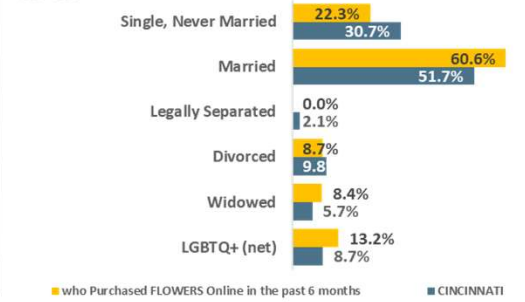
Education Levels: Adults 18 or older



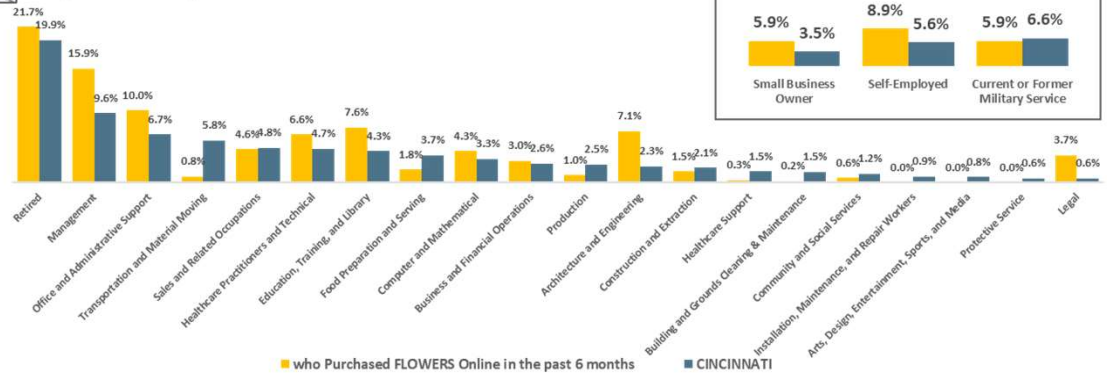
Employment: Adults 18 or older



Marital Status: Adults 18 or older

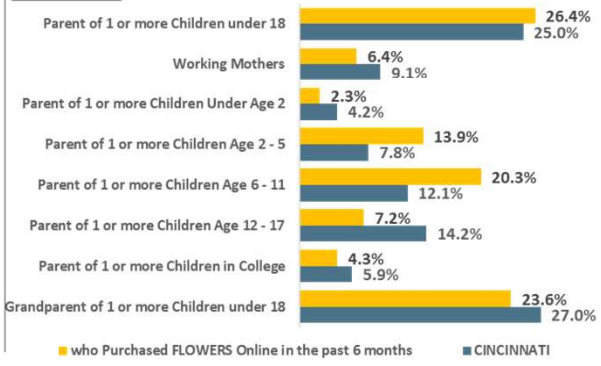


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older

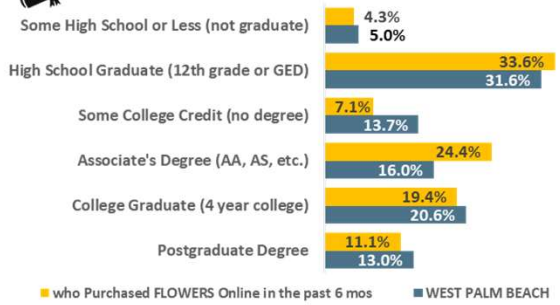


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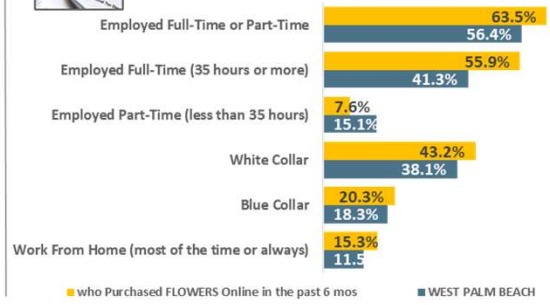
Items bought on the Internet past 6 months:Household/Grocery: Flowers

10.9% or 204,465 of WEST PALM BEACH DMA Adults 18 or older Purchased FLOWERS Online in the past 6 mos. Adults 18 or older who Purchased FLOWERS Online in the past 6 mos are 9.2% less likely to be a college graduate, 35.4% more likely to work full-time, 8.2% more likely to be married, 50.1% more likely to be a parent of 1 or more children under 18.

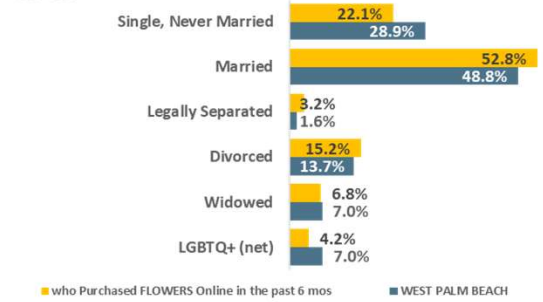
Education Levels: Adults 18 or older



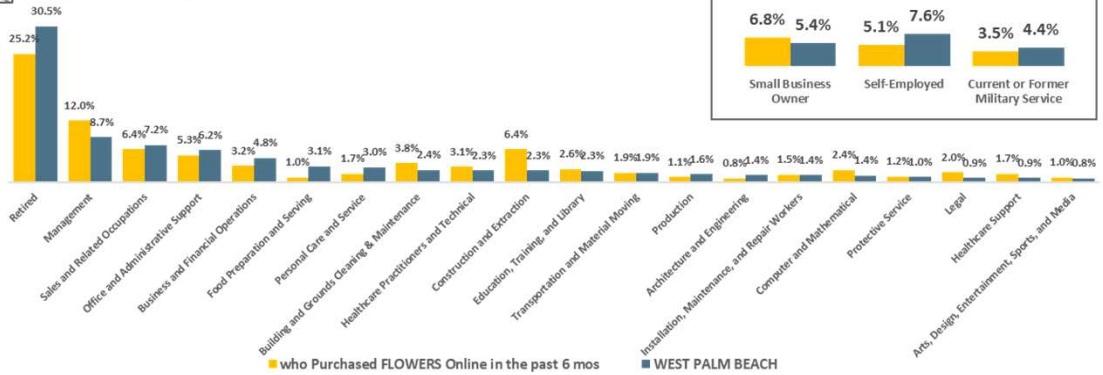
Employment: Adults 18 or older



Marital Status: Adults 18 or older

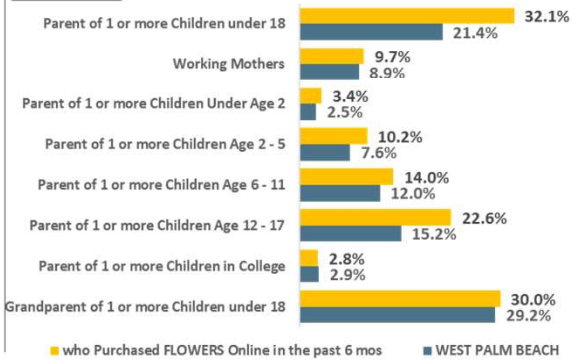


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 231

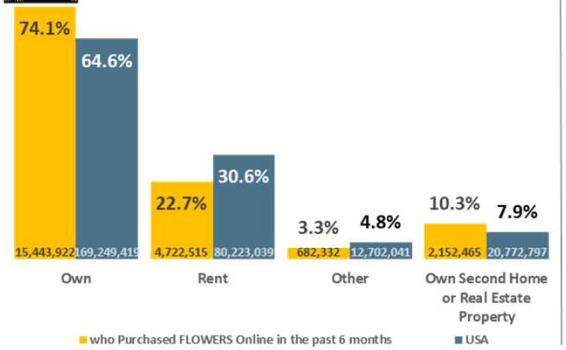
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Items bought on the Internet past 6 months:Household/Grocery: Flowers

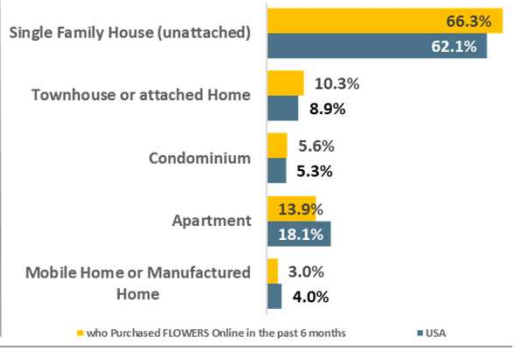
1800flowers.com USA

8.% or 20,848,769 of USA Adults 18 or older Purchased FLOWERS Online in the past 6 months.
Adults 18 or older who Purchased FLOWERS Online in the past 6 months are 14.7% more likely to own their home, 28.7% more likely to own a higher valued home, 6.8% more likely to have a single-family home, 3.9% more likely to have a dog.

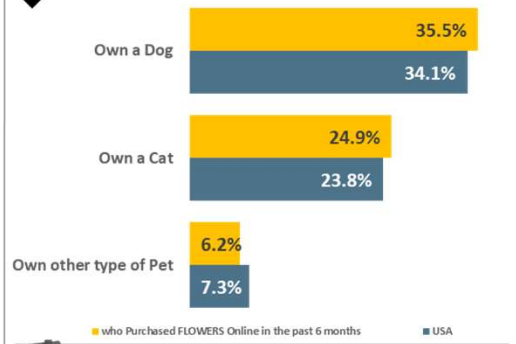
Own/Rent/Other: Adults 18 or older



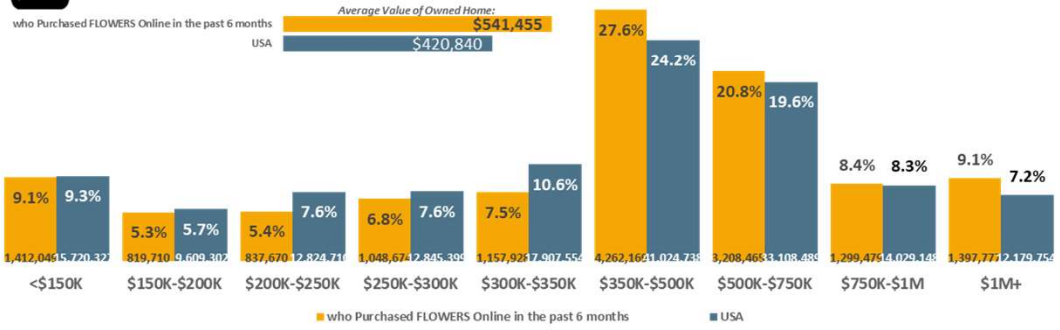
Type of Home: Adults 18 or older



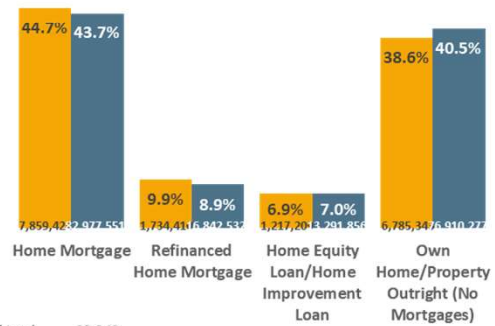
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *1,908*

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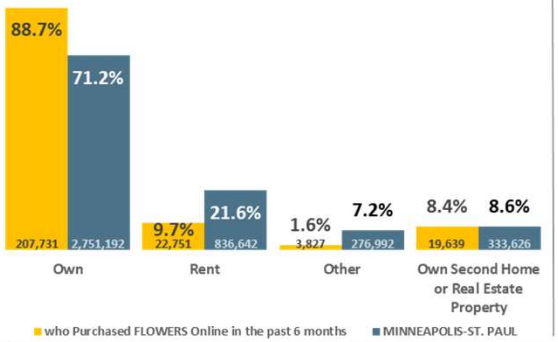
USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *23,243*

Items bought on the Internet past 6 months:Household/Grocery: Flowers

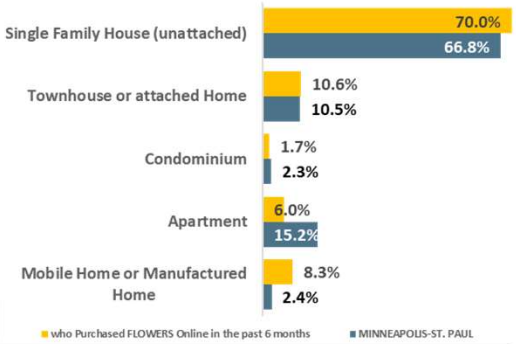
1-800 flowers.com MSP

6.1% or 234,309 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older Purchased FLOWERS Online in the past 6... Adults 18 or older who Purchased FLOWERS Online in the past 6 months are 24.5% more likely to own their home, .3% more likely to own a lower valued home, 4.7% more likely to have a single-family home, 18.4% more likely to have a dog.

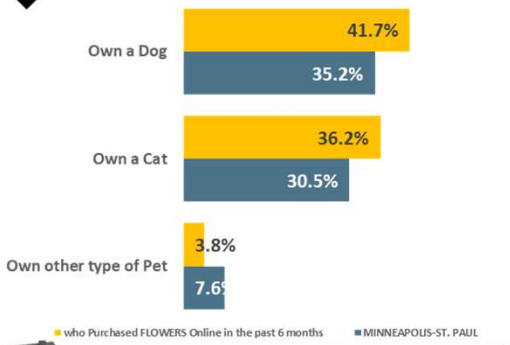
Own/Rent/Other: Adults 18 or older



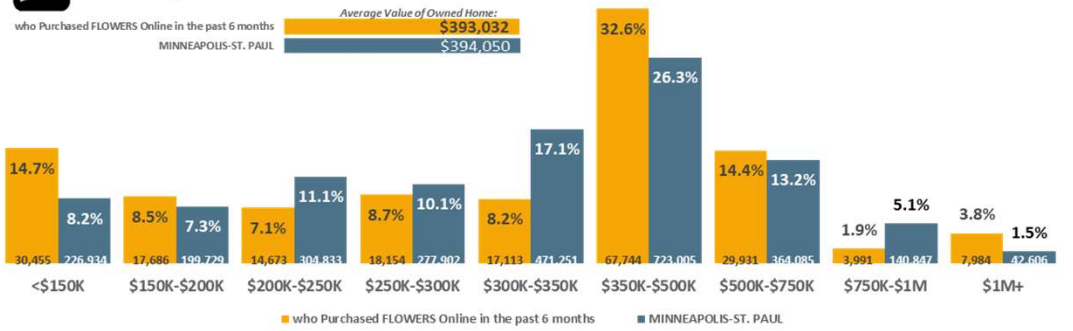
Type of Home: Adults 18 or older



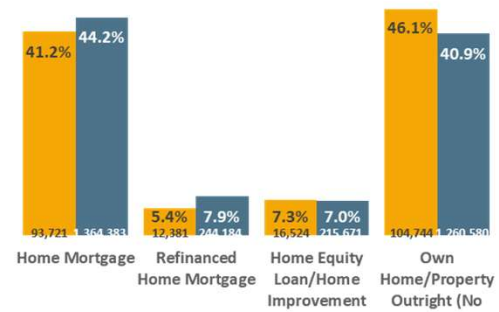
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



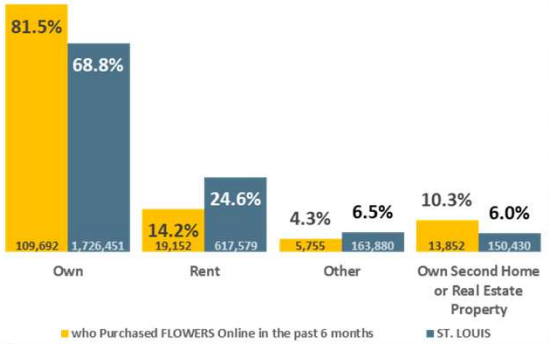
MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 110

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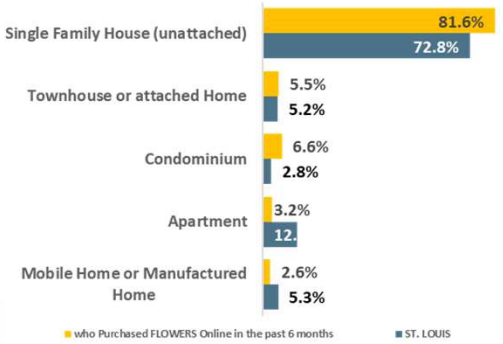
Items bought on the Internet past 6 months:Household/Grocery: Flowers

5.4% or 134,599 of ST. LOUIS DMA Adults 18 or older Purchased FLOWERS Online in the past 6 months. Adults 18 or older who Purchased FLOWERS Online in the past 6 months are 18.4% more likely to own their home, 13.7% more likely to own a higher valued home, 12.1% more likely to have a single-family home, 7.7% more likely to have a dog.

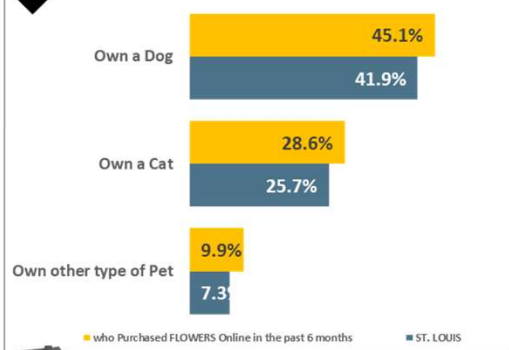
Own/Rent/Other: Adults 18 or older



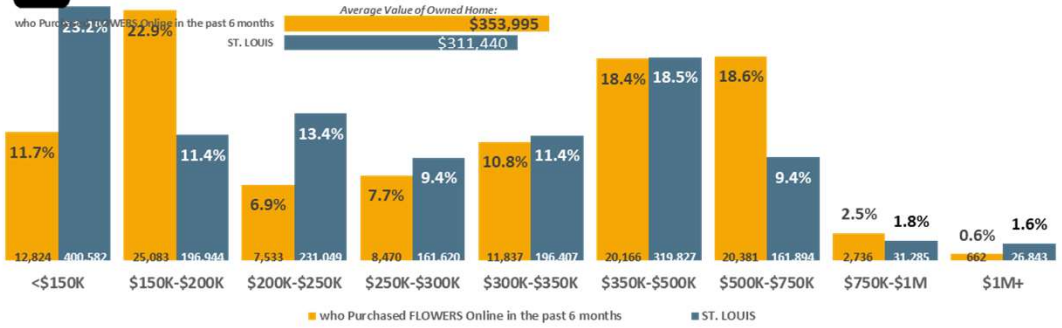
Type of Home: Adults 18 or older



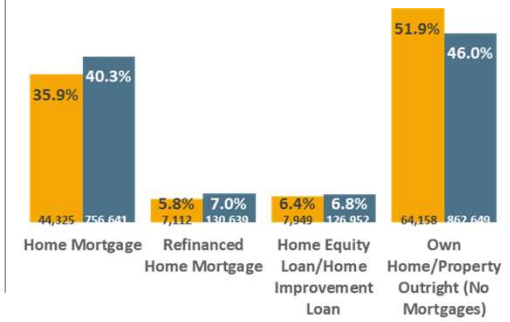
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



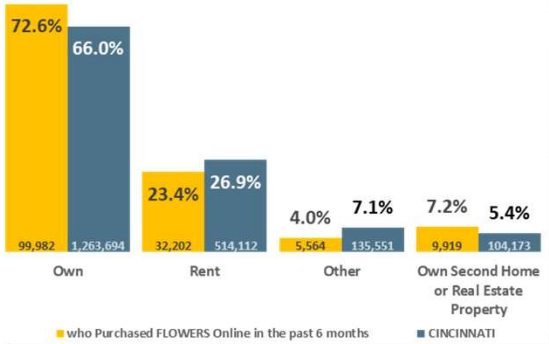
ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 131

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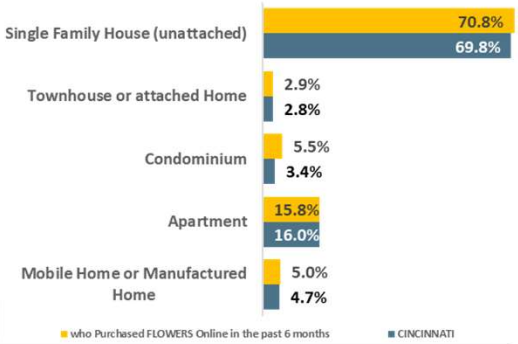
Items bought on the Internet past 6 months:Household/Grocery: Flowers

7.2% or 137,748 of CINCINNATI DMA Adults 18 or older Purchased FLOWERS Online in the past 6 months. Adults 18 or older who Purchased FLOWERS Online in the past 6 months are 9.9% more likely to own their home, 10.4% more likely to own a higher valued home, 1.3% more likely to have a single-family home, 25.1% less likely to have a dog.

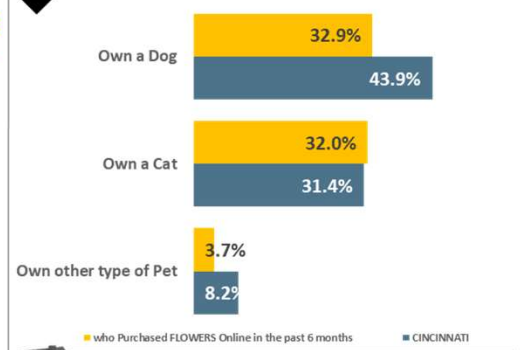
Own/Rent/Other: Adults 18 or older



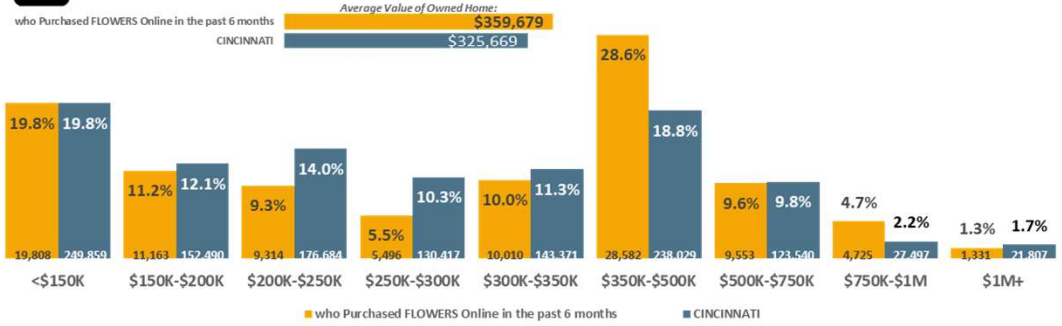
Type of Home: Adults 18 or older



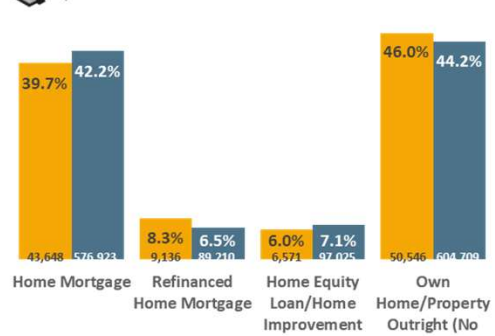
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



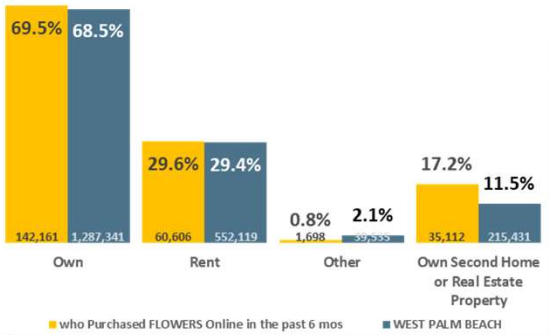
CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 143

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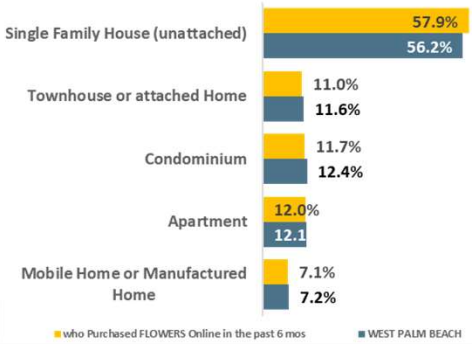
Items bought on the Internet past 6 months:Household/Grocery: Flowers

10.9% or 204,465 of WEST PALM BEACH DMA Adults 18 or older Purchased FLOWERS Online in the past 6 mos. Adults 18 or older who Purchased FLOWERS Online in the past 6 mos are 1.5% more likely to own their home, 7.3% more likely to own a higher valued home, 3.% more likely to have a single-family home, 45.5% more likely to have a dog.

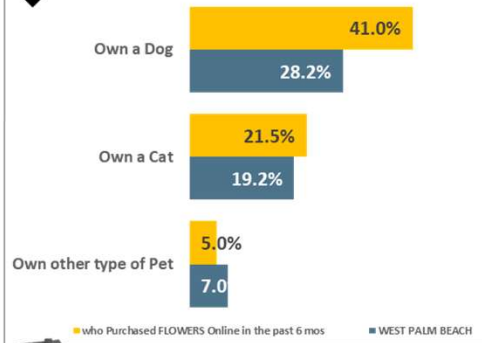
Own/Rent/Other: Adults 18 or older



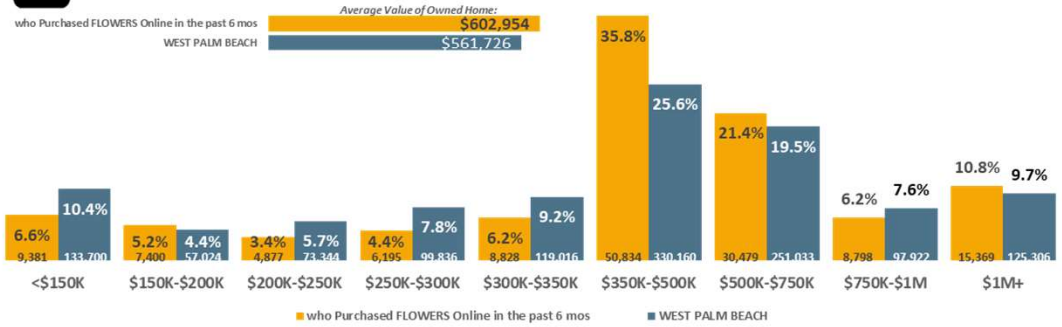
Type of Home: Adults 18 or older



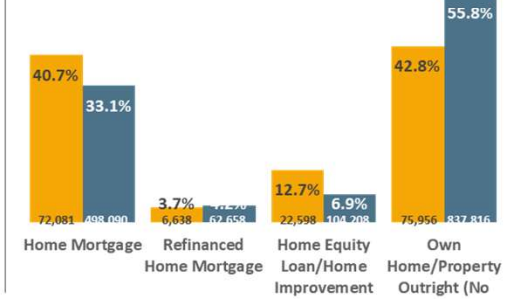
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 231

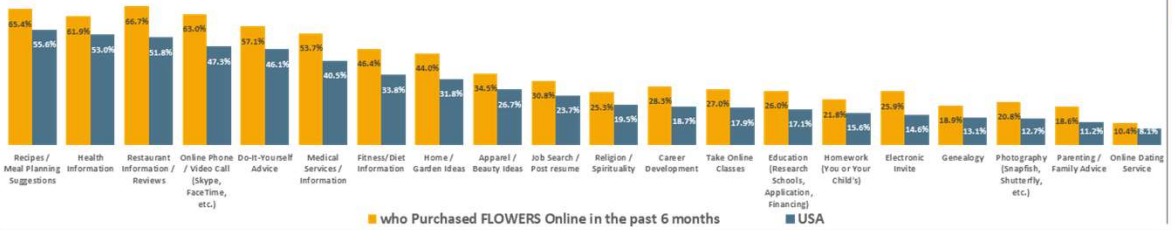
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Items bought on the Internet past 6 months:Household/Grocery: Flowers

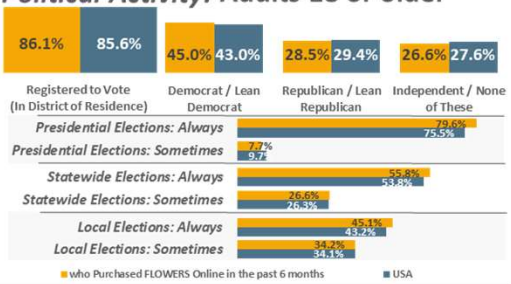
1-800 flowers.com USA

8.% or 20,848,769 of USA Adults 18 or older Purchased FLOWERS Online in the past 6 months.
Adults 18 or older who Purchased FLOWERS Online in the past 6 months are 23.8% more likely to look up D-I-Y advice online, 4.2% more likely to always vote in local elections, 16.6% more likely to belong to a gym, 8.4% more likely to fly domestic past yr.

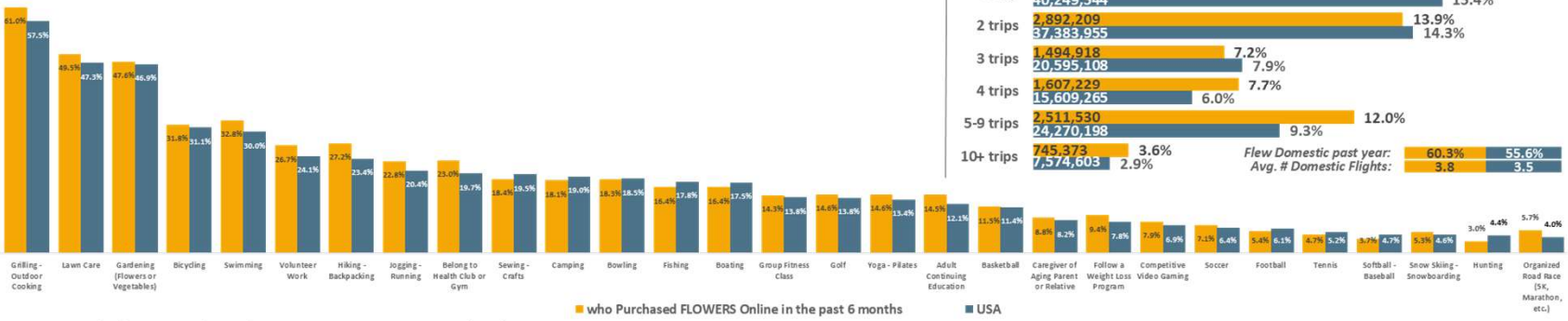
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 1,908

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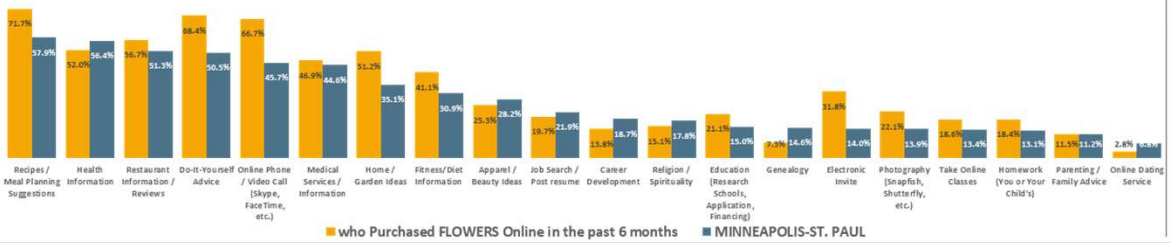
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

Items bought on the Internet past 6 months:Household/Grocery: Flowers

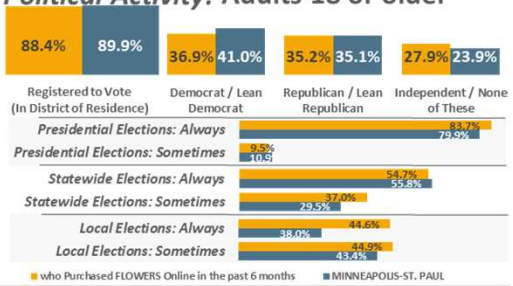
1:800 flowers.com MSP

6.1% or 234,309 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older Purchased FLOWERS Online in the past 6... Adults 18 or older who Purchased FLOWERS Online in the past 6 months are 35.4% more likely to look up D-I-Y advice online, 17.5% more likely to always vote in local elections, 5.2% more likely to belong to a gym, 5.9% less likely to fly domestic past yr.

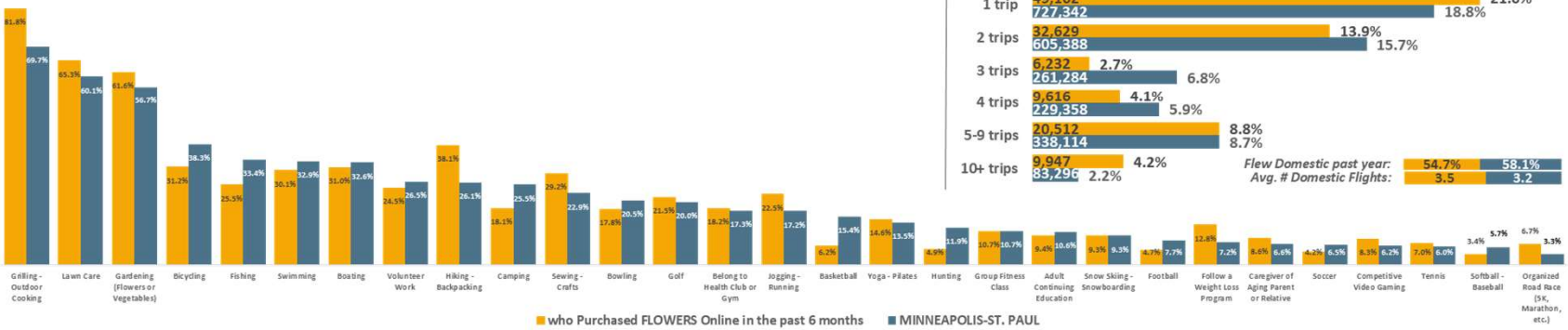
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

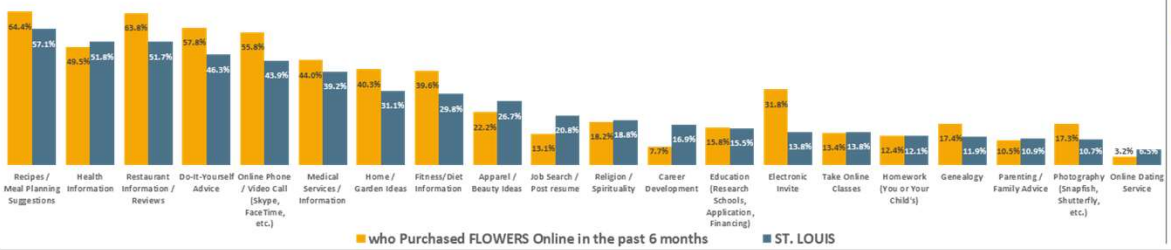
MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 110

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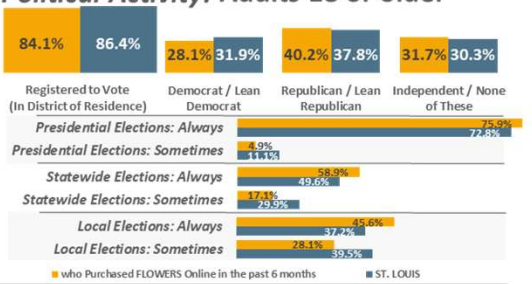
Items bought on the Internet past 6 months:Household/Grocery: Flowers

5.4% or 134,599 of ST. LOUIS DMA Adults 18 or older Purchased FLOWERS Online in the past 6 months. Adults 18 or older who Purchased FLOWERS Online in the past 6 months are 24.8% more likely to look up D-I-Y advice online, 22.4% more likely to always vote in local elections, 27.7% more likely to belong to a gym, 10.% more likely to fly domestic past yr.

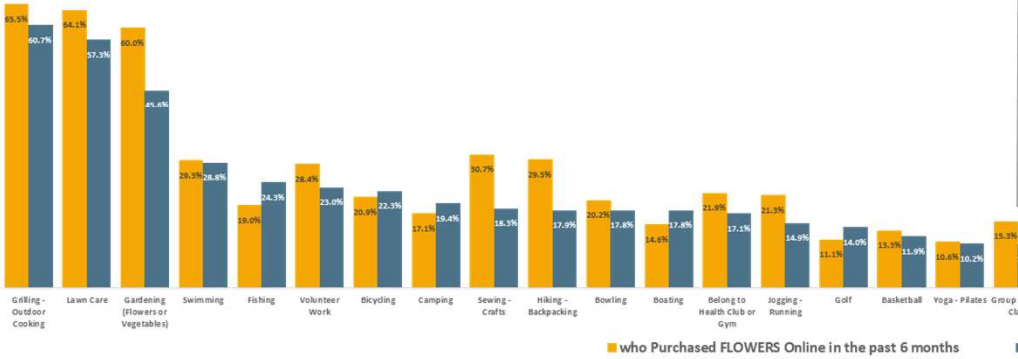
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



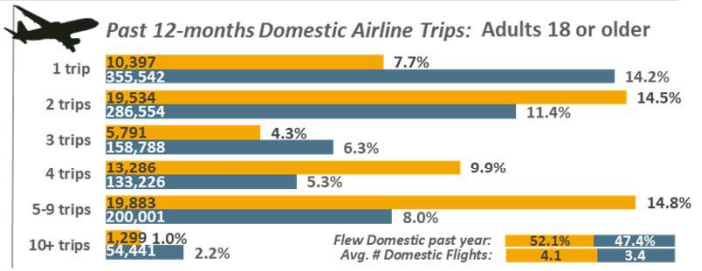
Political Activity: Adults 18 or older



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



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



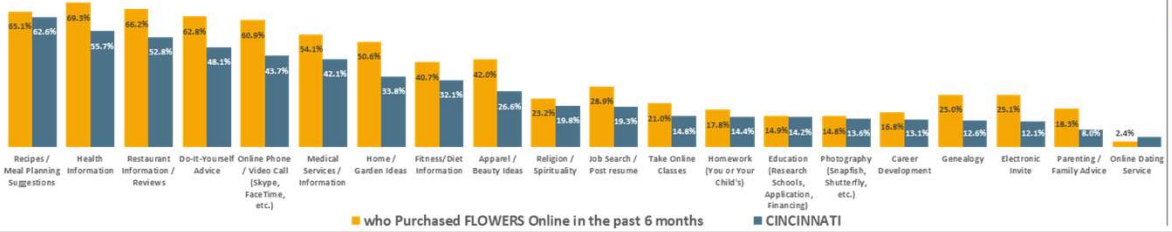
ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 131

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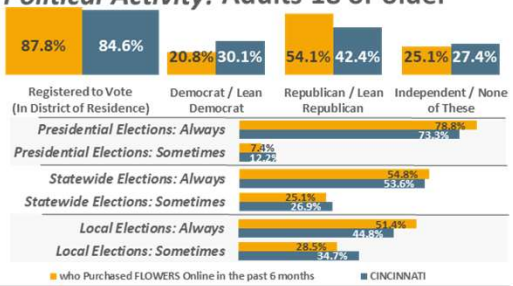
Items bought on the Internet past 6 months:Household/Grocery: Flowers

7.2% or 137,748 of CINCINNATI DMA Adults 18 or older Purchased FLOWERS Online in the past 6 months. Adults 18 or older who Purchased FLOWERS Online in the past 6 months are 30.6% more likely to look up D-I-Y advice online, 14.9% more likely to always vote in local elections, 29.7% more likely to belong to a gym, 23.2% more likely to fly domestic past yr

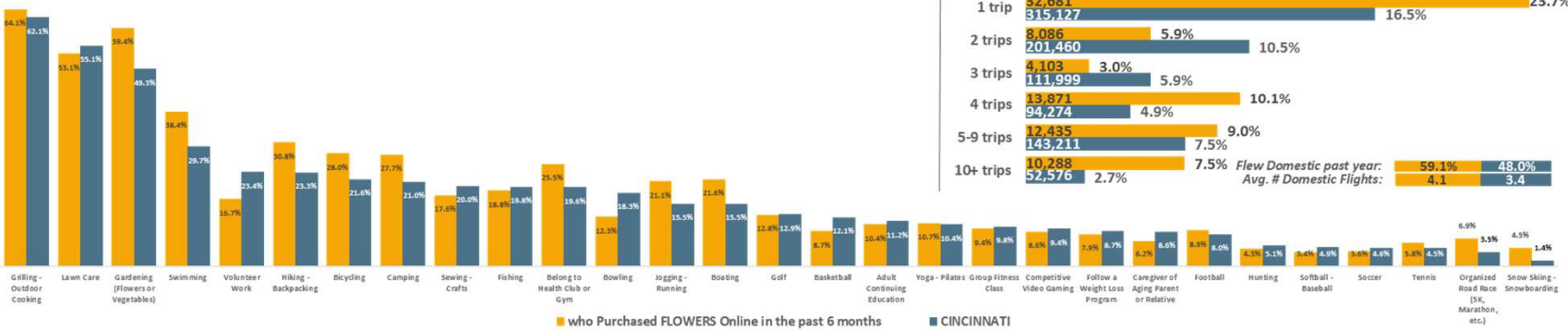
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



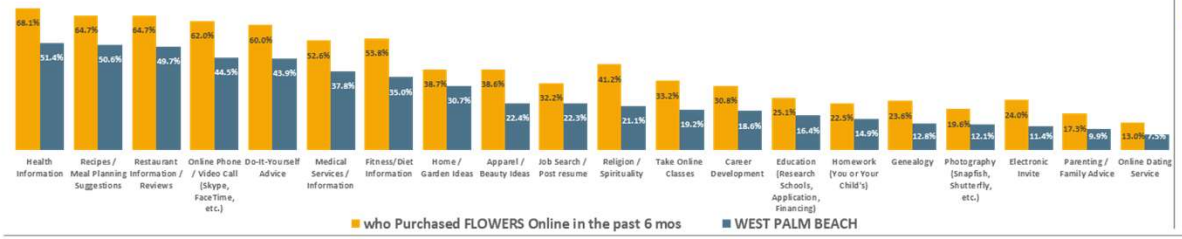
Past 12-months Domestic Airline Trips: Adults 18 or older

CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 143

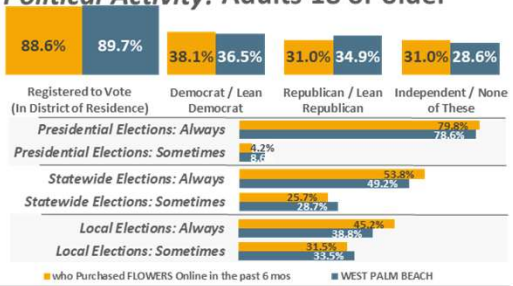
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10.9% or 204,465 of WEST PALM BEACH DMA Adults 18 or older Purchased FLOWERS Online in the past 6 mos. Adults 18 or older who Purchased FLOWERS Online in the past 6 mos are 36.7% more likely to look up D-I-Y advice online, 16.7% more likely to always vote in local elections, 5.7% more likely to belong to a gym, 2.4% less likely to fly domestic past yr.

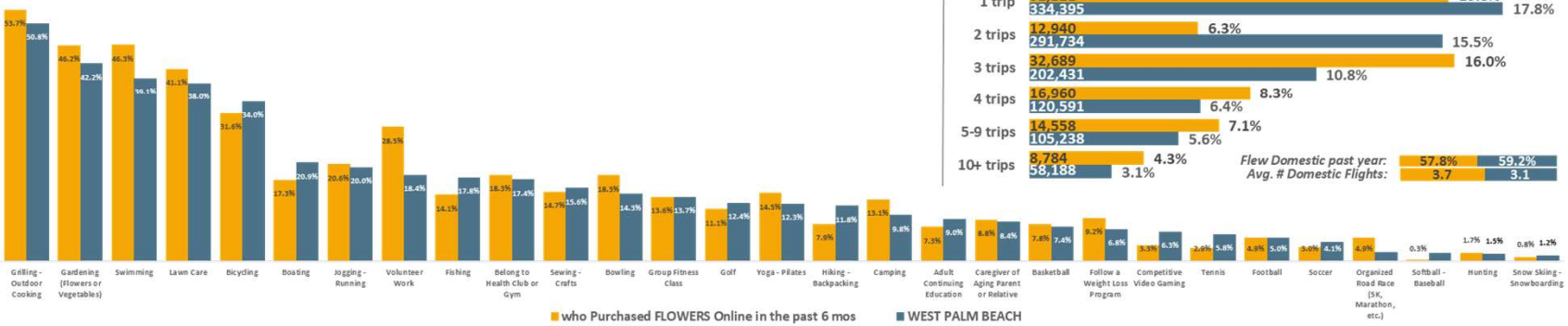
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 231

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Items bought on the Internet past 6 months:Household/Grocery: Flowers

1-800 flowers.com USA

8.% or 20,848,769 of USA Adults 18 or older Purchased FLOWERS Online in the past 6 months.
Adults 18 or older who Purchased FLOWERS Online in the past 6 months are .6% more likely to use QSRs past mo., 5.6% more likely to use Sit-Down Restaurants past mo., 2.5% less likely to use Casinos past yr., 10.1% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

88.2% 87.7%

18,393,916 229,822,149

Avg. Monthly QSR Meals:

6.2 6.3

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



Total Monthly Sit-Down Restaurant Users:

78.9% 74.7%

16,445,558 195,761,148

Avg. Monthly Sit-Down Restaurant Meals:

4.2 4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who Purchased FLOWERS Online in the past 6 months 4,110,494 19.7%

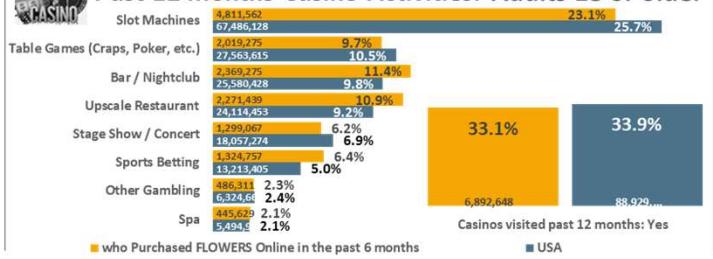
USA 18.6%

Drank Past 30-days: Adults 18 or older



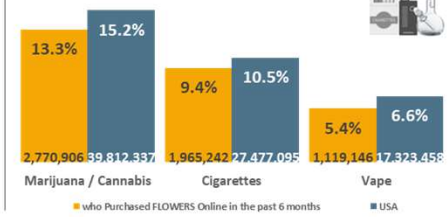
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 1,908

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

Items bought on the Internet past 6 months:Household/Grocery: Flowers

1:800 flowers.com MSP

6.1% or 234,309 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older Purchased FLOWERS Online in the past 6... Adults 18 or older who Purchased FLOWERS Online in the past 6 months are 2.6% less likely to use QSRs past mo., 2.5% less likely to use Sit-Down Restaurants past mo., 21.7% less likely to use Casinos past yr., 44.8% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



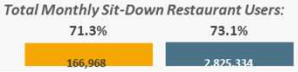
Avg. Monthly QSR Meals:



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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

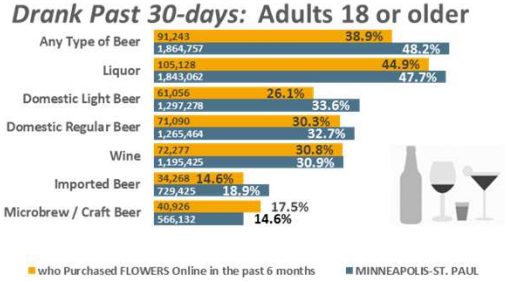
(Sit-Down Restaurants Used Past 30-days)



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



Drank Past 30-days: Adults 18 or older

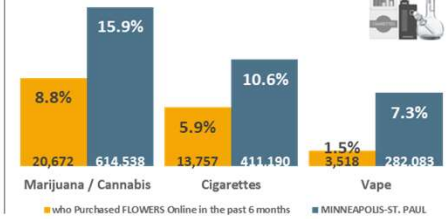


Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older





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Items bought on the Internet past 6 months:Household/Grocery: Flowers

1-800 flowers.com STL

5.4% or 134,599 of ST. LOUIS DMA Adults 18 or older Purchased FLOWERS Online in the past 6 months. Adults 18 or older who Purchased FLOWERS Online in the past 6 months are 1.6% more likely to use QSRs past mo., 4.3% more likely to use Sit-Down Restaurants past mo., 4.8% more likely to use Casinos past yr., 64.3% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



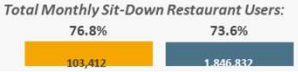
Avg. Monthly QSR Meals:



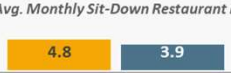
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

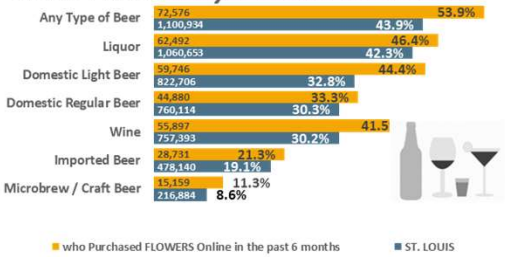
(Sit-Down Restaurants Used Past 30-days)



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

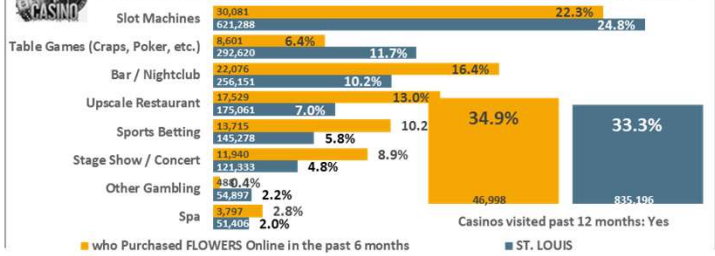


Drank Past 30-days: Adults 18 or older



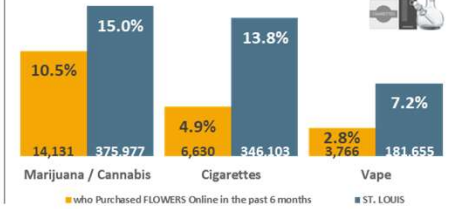
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 131

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Items bought on the Internet past 6 months:Household/Grocery: Flowers

1:800 flowers.com CIN

7.2% or 137,748 of CINCINNATI DMA Adults 18 or older Purchased FLOWERS Online in the past 6 months. Adults 18 or older who Purchased FLOWERS Online in the past 6 months are 2.2% less likely to use QSRs past mo., 6.% less likely to use Sit-Down Restaurants past mo., 16.% more likely to use Casinos past yr., 7.% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

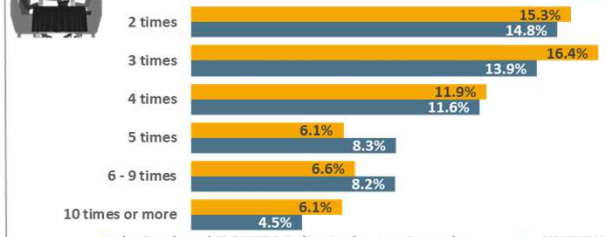


Avg. Monthly QSR Meals:

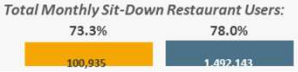


Past 30-days Sit-Down Restaurant Users: Adults 18 or older

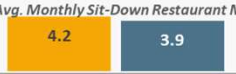




Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

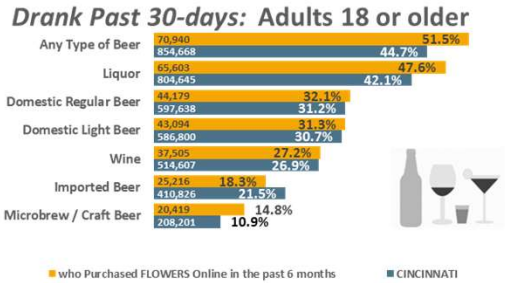
(Sit-Down Restaurants Used Past 30-days)



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

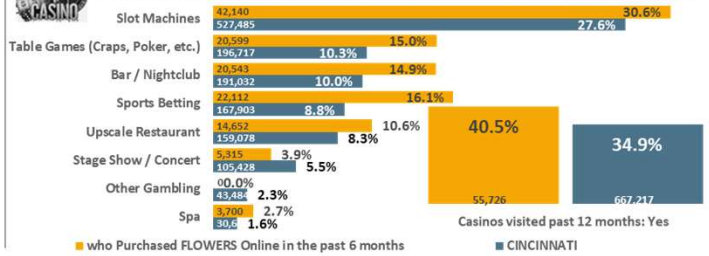


Drank Past 30-days: Adults 18 or older



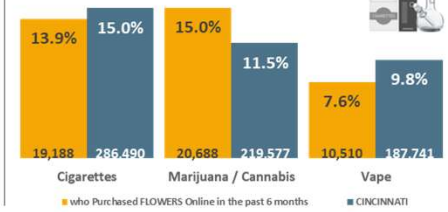
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 143

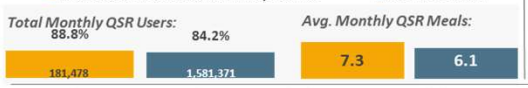
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Items bought on the Internet past 6 months:Household/Grocery: Flowers

10.9% or 204,465 of WEST PALM BEACH DMA Adults 18 or older Purchased FLOWERS Online in the past 6 mos. Adults 18 or older who Purchased FLOWERS Online in the past 6 mos are 5.5% more likely to use QSRs past mo., 7.5% more likely to use Sit-Down Restaurants past mo., 11.4% more likely to use Casinos past yr., 31.9% less likely to smoke cigarettes.

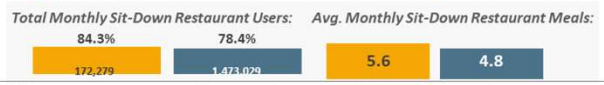
Past 30-days QSR Users: Adults 18 or older





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





Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



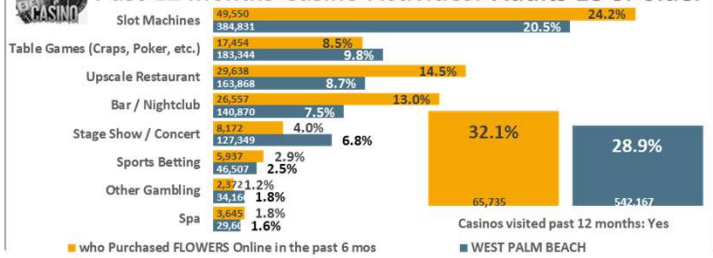


Drank Past 30-days: Adults 18 or older



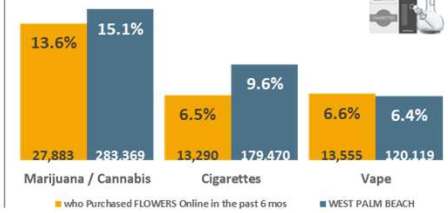
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 231

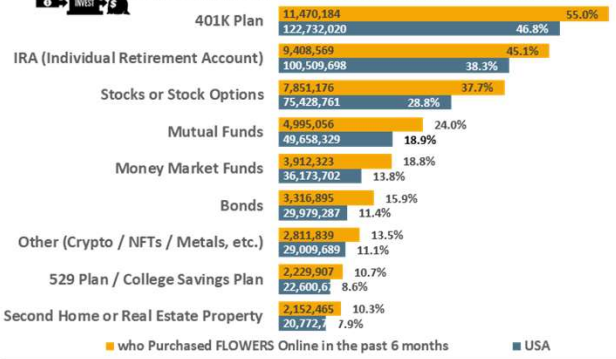
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Items bought on the Internet past 6 months:Household/Grocery: Flowers

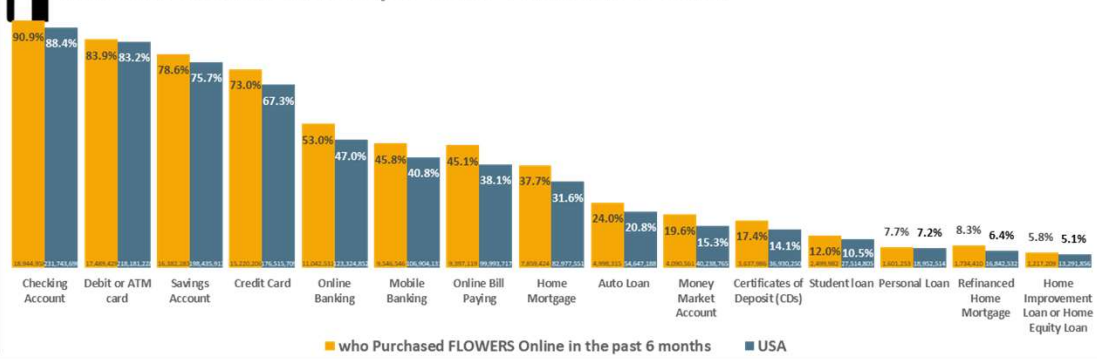
1-800 flowers.com USA

8.% or 20,848,769 of USA Adults 18 or older Purchased FLOWERS Online in the past 6 months.
Adults 18 or older who Purchased FLOWERS Online in the past 6 months are 17.5% more likely to have a 401K, 15.% more likely to have an Auto Loan, 28.5% more likely to Invest/Trade Stocks Online, 7.2% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



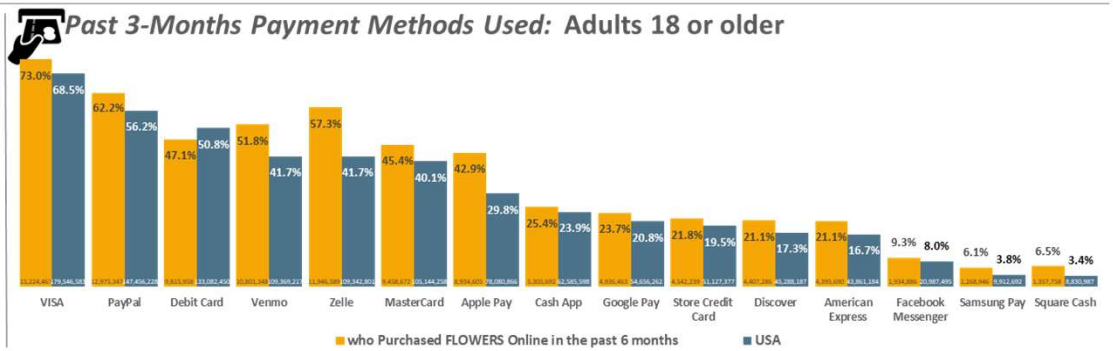
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 1,908

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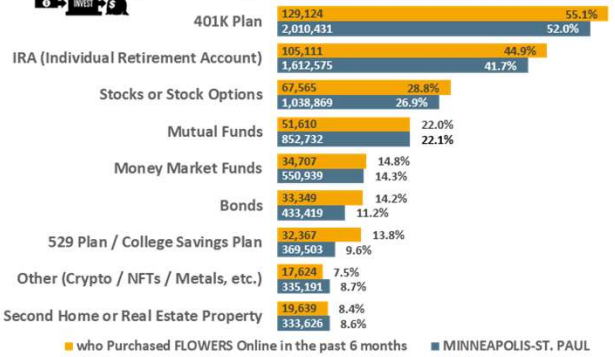
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

Items bought on the Internet past 6 months:Household/Grocery: Flowers

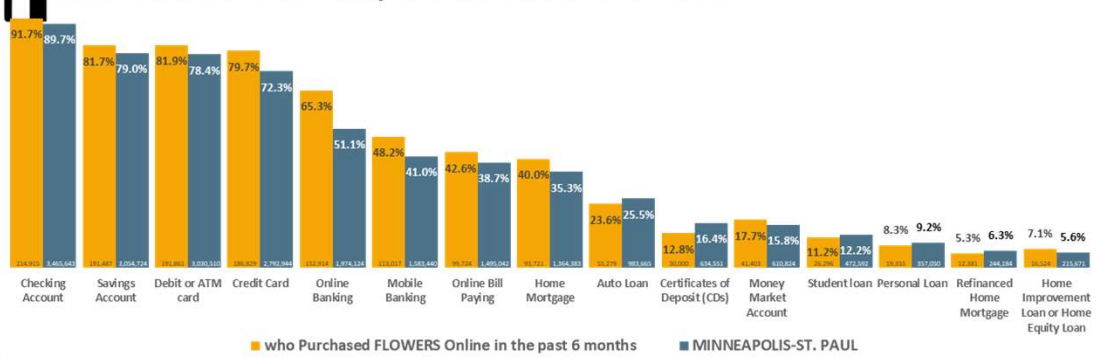
1-800 flowers.com MSP

6.1% or 234,309 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older Purchased FLOWERS Online in the past 6... Adults 18 or older who Purchased FLOWERS Online in the past 6 months are 5.9% more likely to have a 401K, 7.3% less likely to have an Auto Loan, 9.7% more likely to Invest/Trade Stocks Online, 3.% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



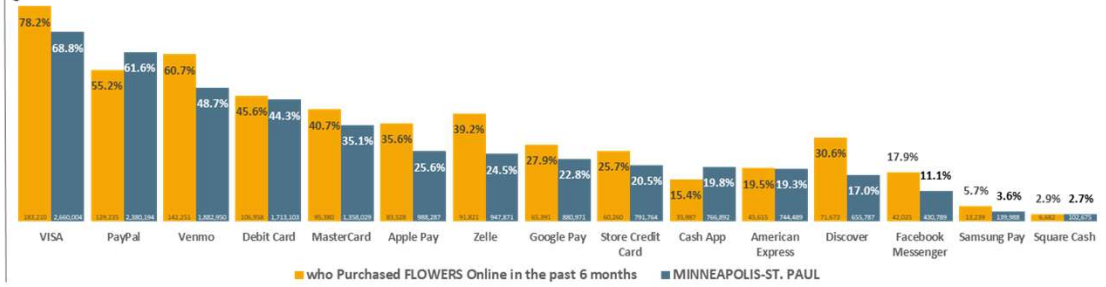
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



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Items bought on the Internet past 6 months:Household/Grocery: Flowers

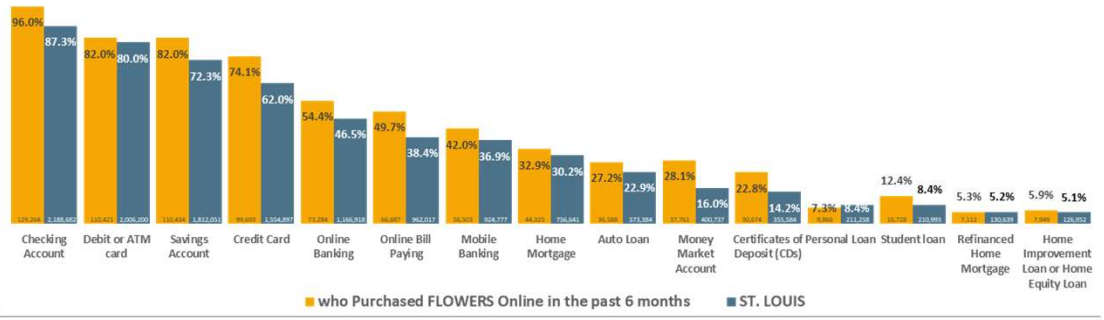
1-800 flowers.com STL

5.4% or 134,599 of ST. LOUIS DMA Adults 18 or older Purchased FLOWERS Online in the past 6 months. Adults 18 or older who Purchased FLOWERS Online in the past 6 months are 22.6% more likely to have a 401K, 18.9% more likely to have an Auto Loan, 29.9% more likely to Invest/Trade Stocks Online, 3.9% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

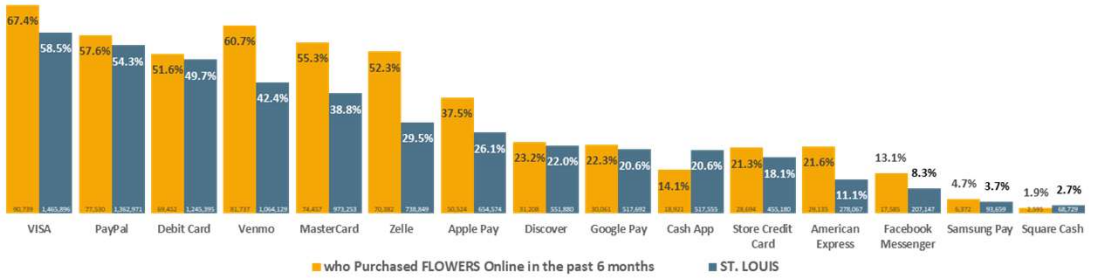


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 131

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Items bought on the Internet past 6 months:Household/Grocery: Flowers

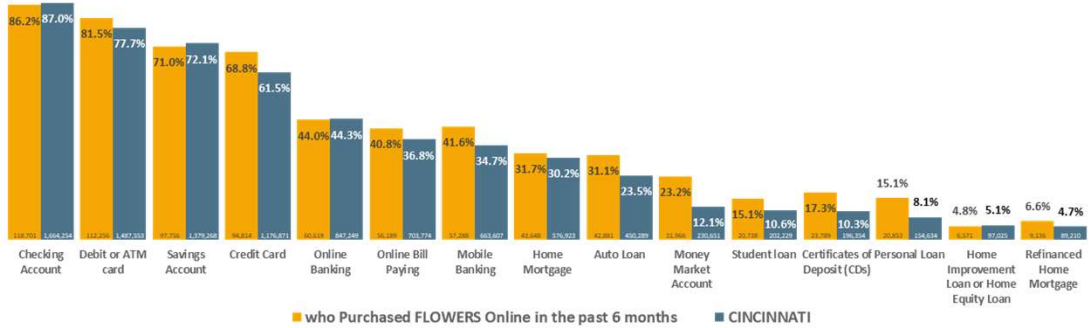
1-800 flowers.com CIN

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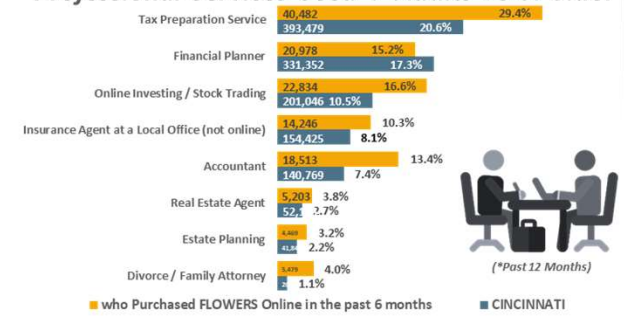
Investments Owned: Adults 18 or older



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

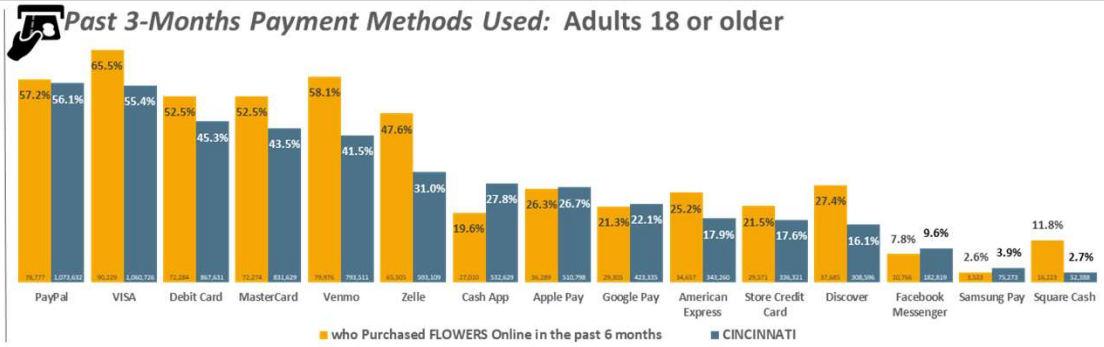


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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

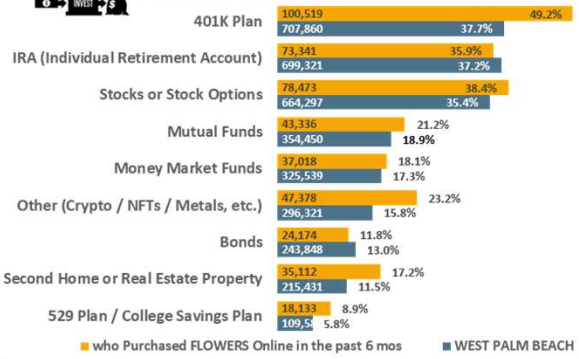


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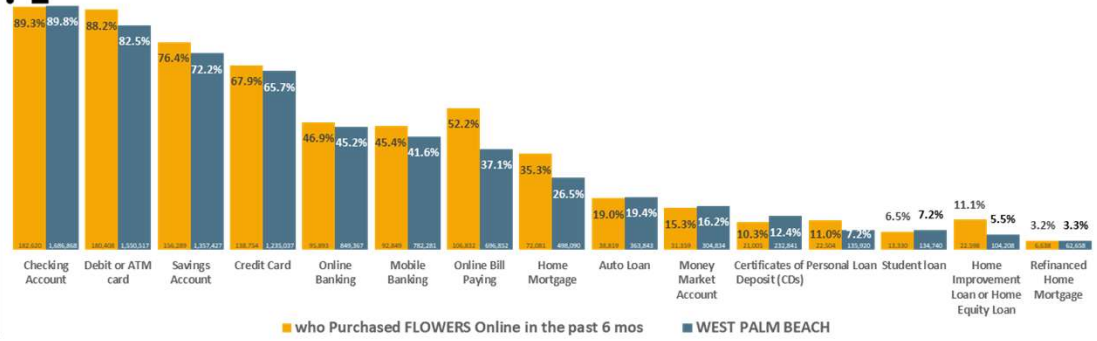
Items bought on the Internet past 6 months:Household/Grocery: Flowers

10.9% or 204,465 of WEST PALM BEACH DMA Adults 18 or older Purchased FLOWERS Online in the past 6 mos. Adults 18 or older who Purchased FLOWERS Online in the past 6 mos are 30.5% more likely to have a 401K, 2.% less likely to have an Auto Loan, 32.8% more likely to Invest/Trade Stocks Online, 17.% more likely to pay with their Debit Card.

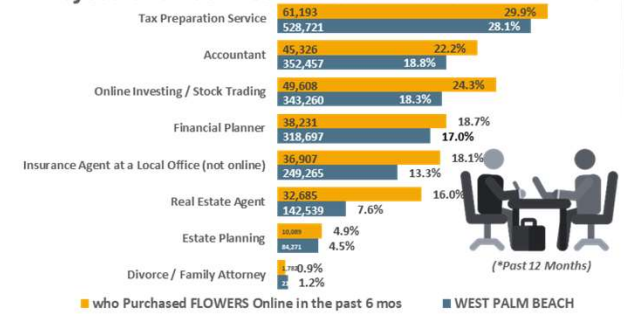
Investments Owned: Adults 18 or older



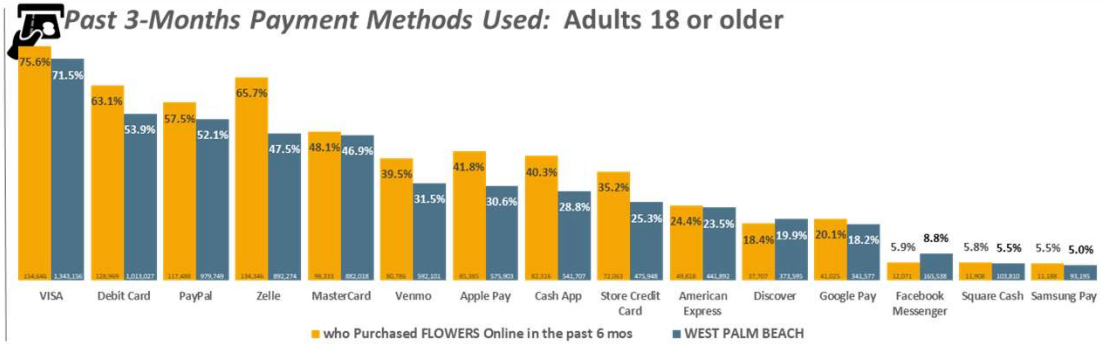
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older

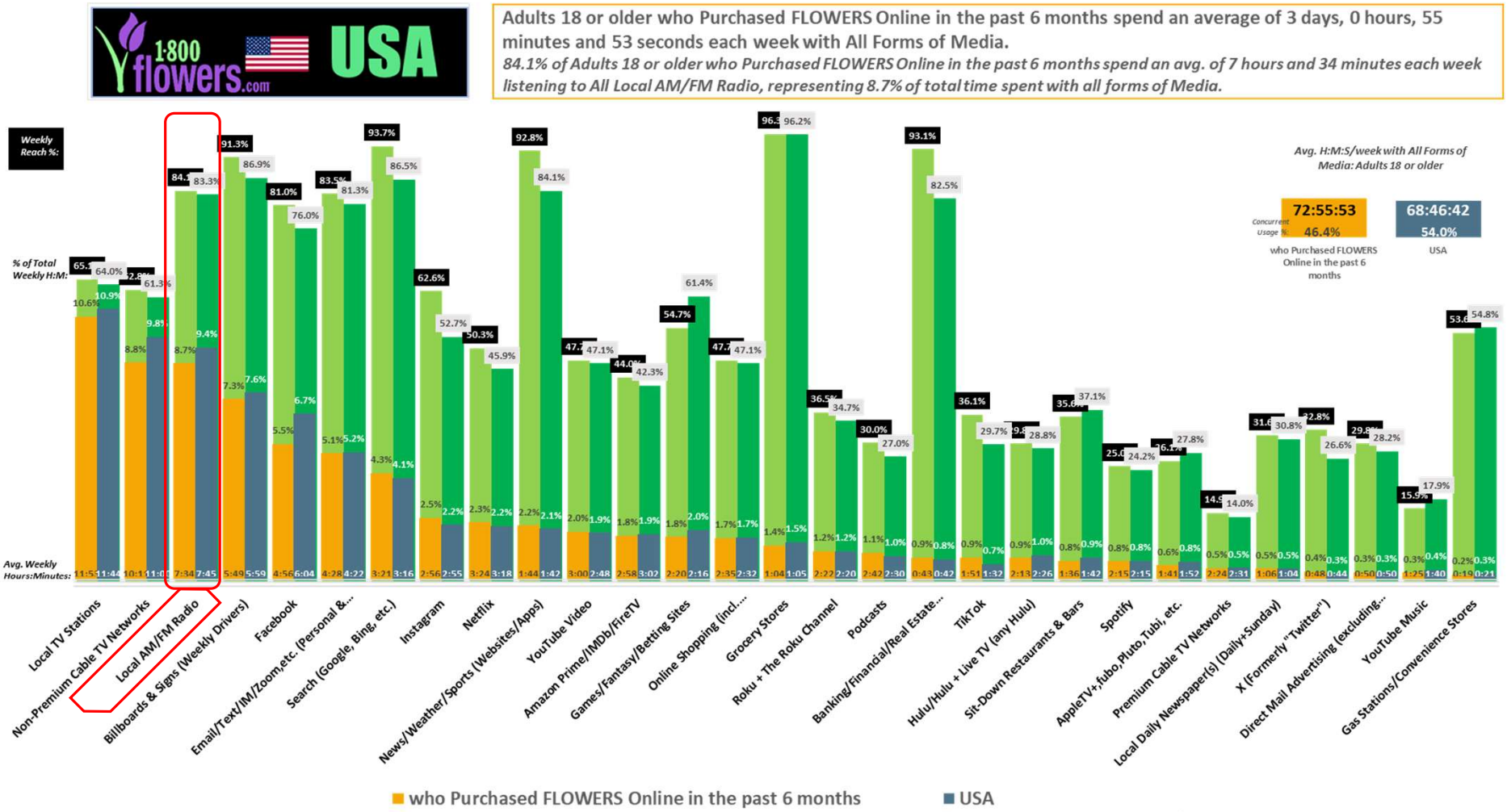


Past 3-Months Payment Methods Used: Adults 18 or older



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Items bought on the Internet past 6 months:Household/Grocery: Flowers

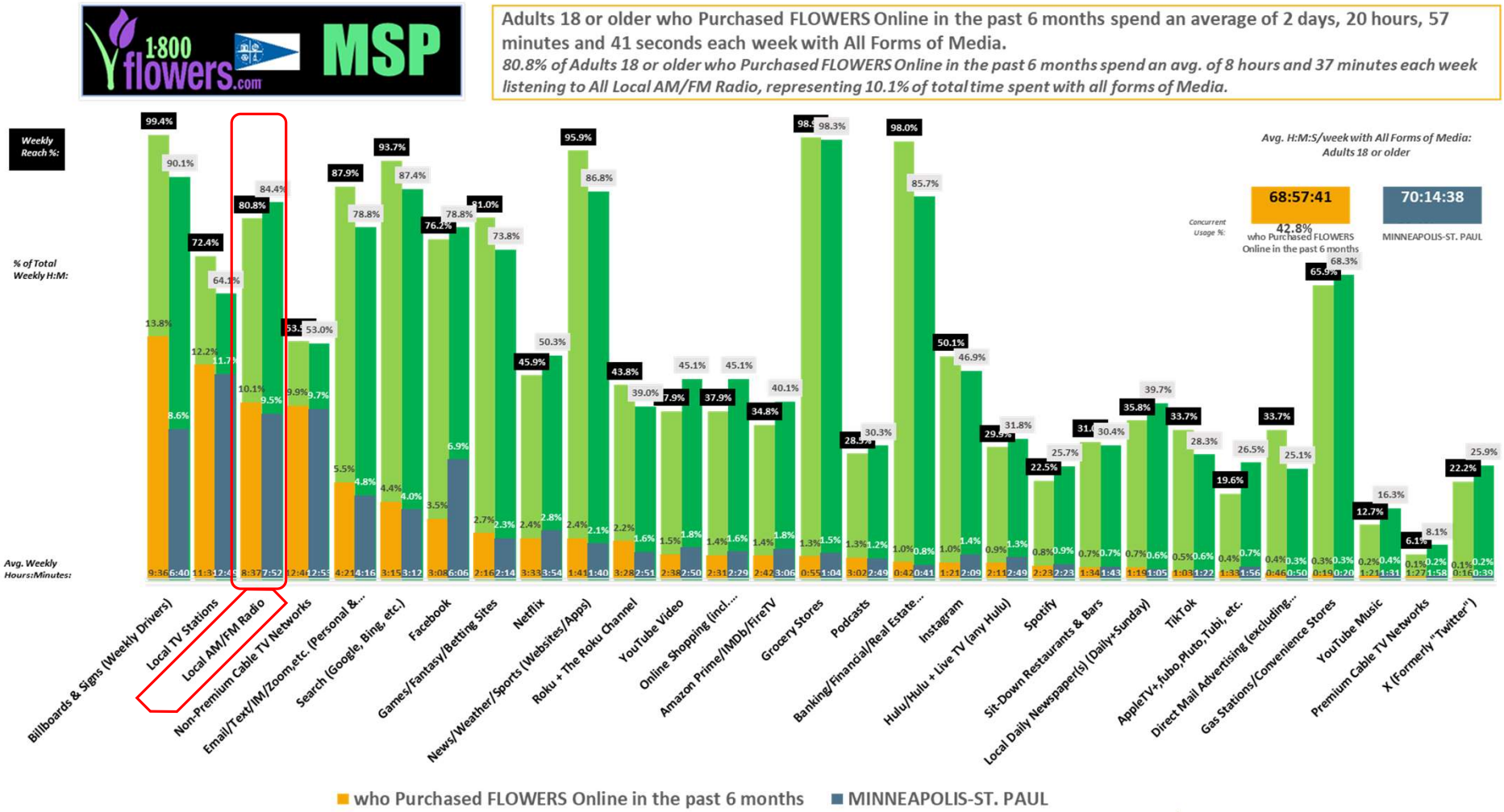


USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 1,908 USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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Items bought on the Internet past 6 months:Household/Grocery: Flowers

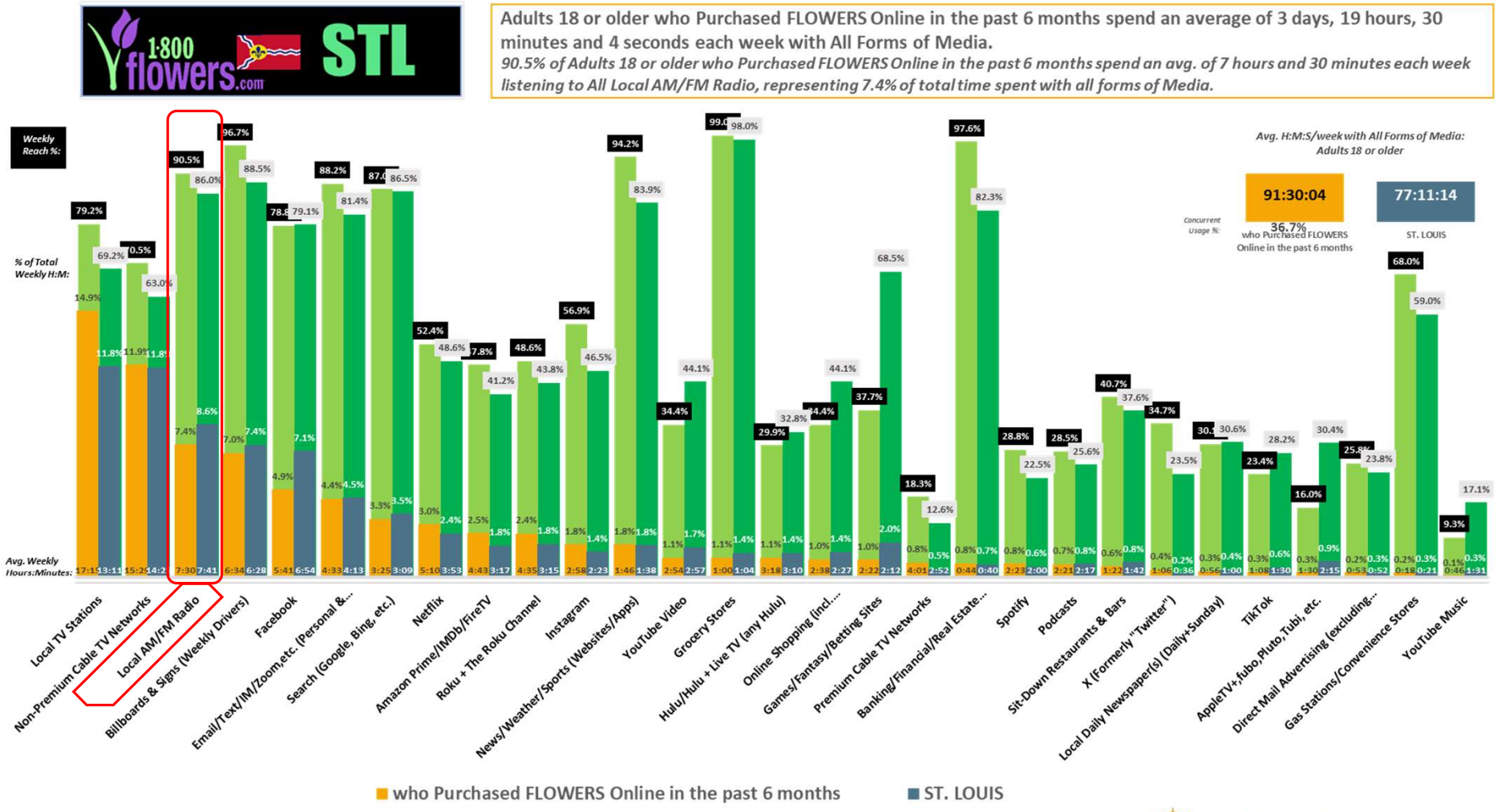


MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 110 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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Items bought on the Internet past 6 months:Household/Grocery: Flowers

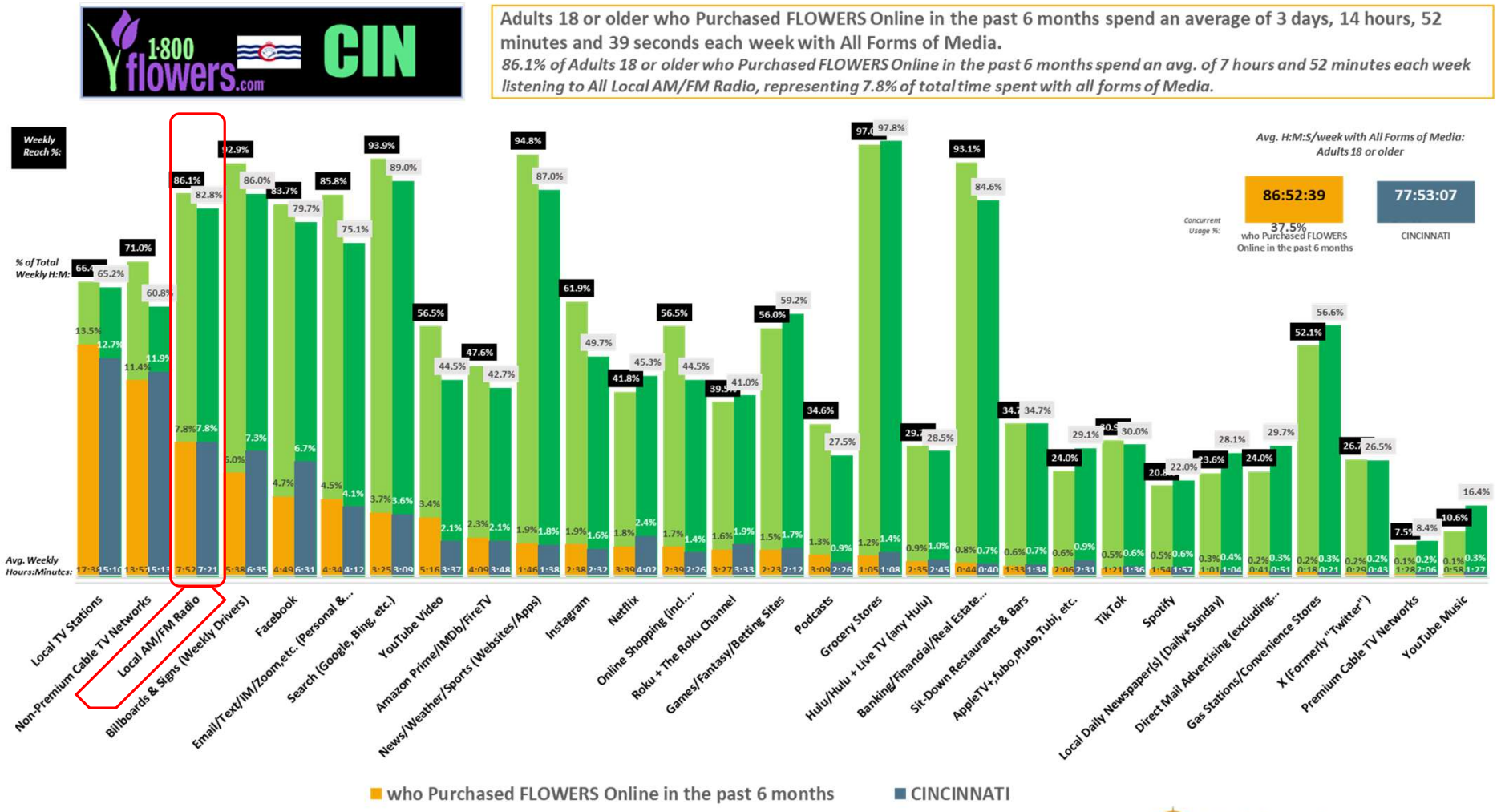


ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 131 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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Items bought on the Internet past 6 months:Household/Grocery: Flowers



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 143 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

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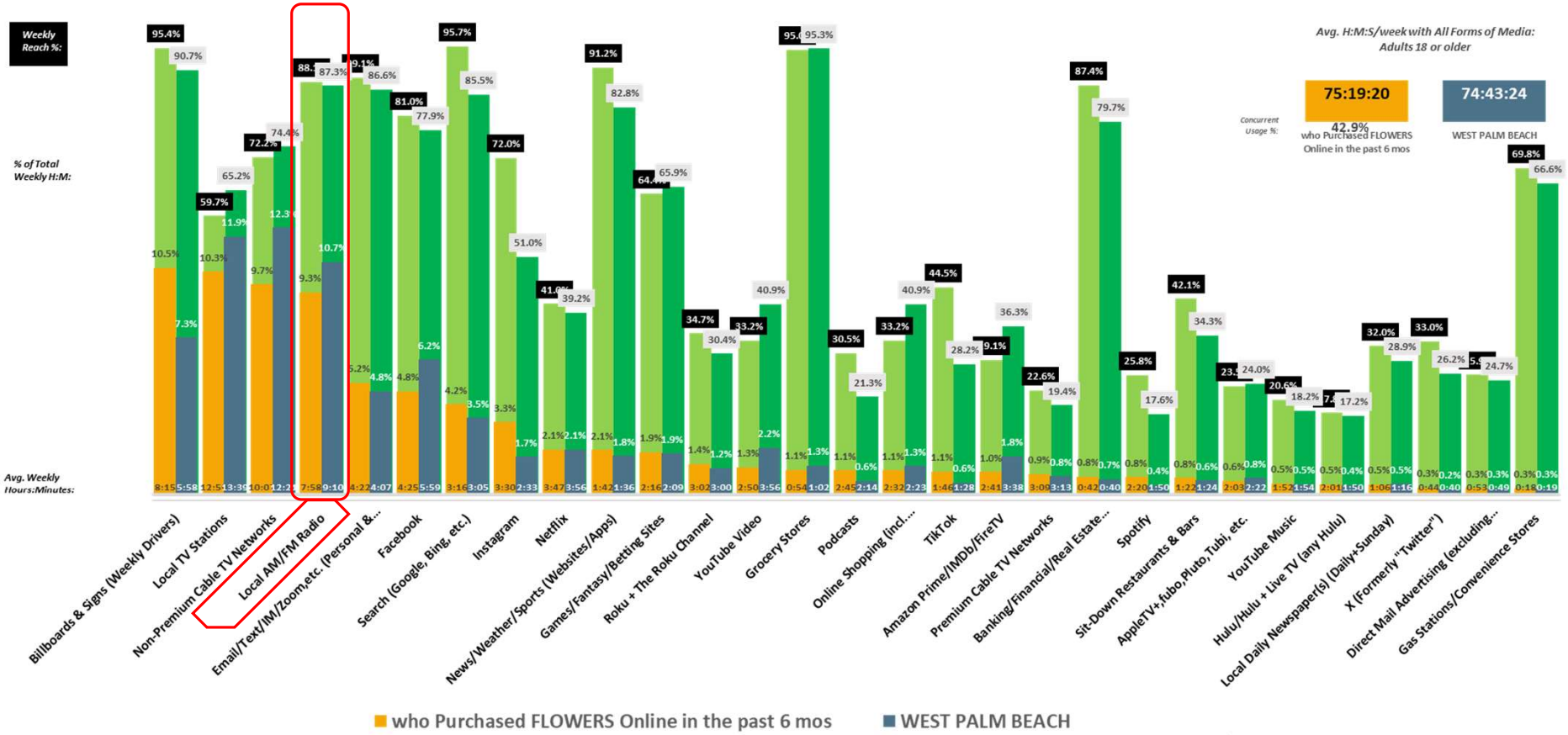
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Items bought on the Internet past 6 months:Household/Grocery: Flowers

1-800 flowers.com WPB

Adults 18 or older who Purchased FLOWERS Online in the past 6 mos spend an average of 3 days, 3 hours, 19 minutes and 20 seconds each week with All Forms of Media.

88.1% of Adults 18 or older who Purchased FLOWERS Online in the past 6 mos spend an avg. of 7 hours and 58 minutes each week listening to All Local AM/FM Radio, representing 9.3% of total time spent with all forms of Media.

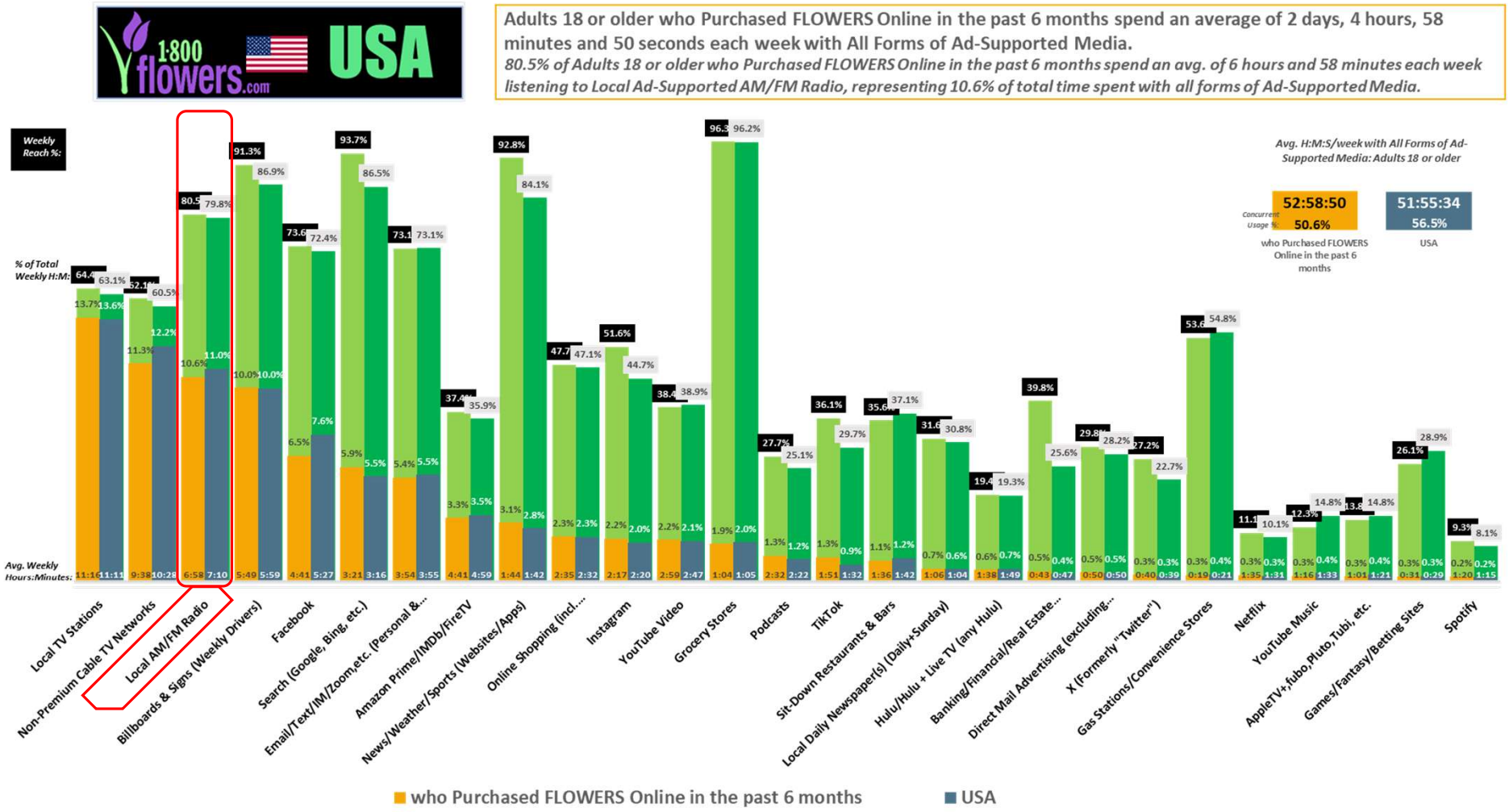


WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 231 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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Items bought on the Internet past 6 months:Household/Grocery: Flowers

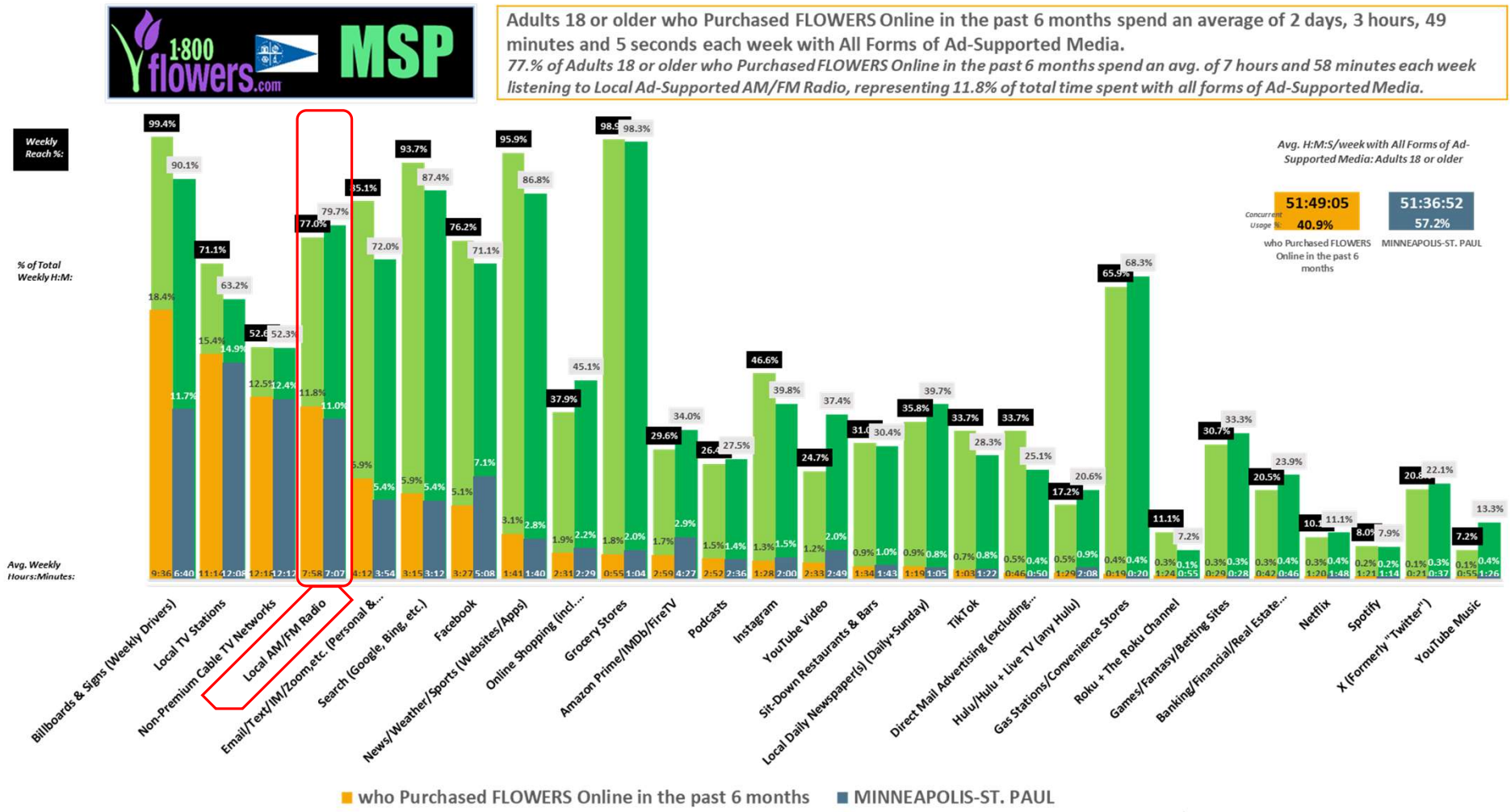


USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 1,908 USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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Items bought on the Internet past 6 months:Household/Grocery: Flowers

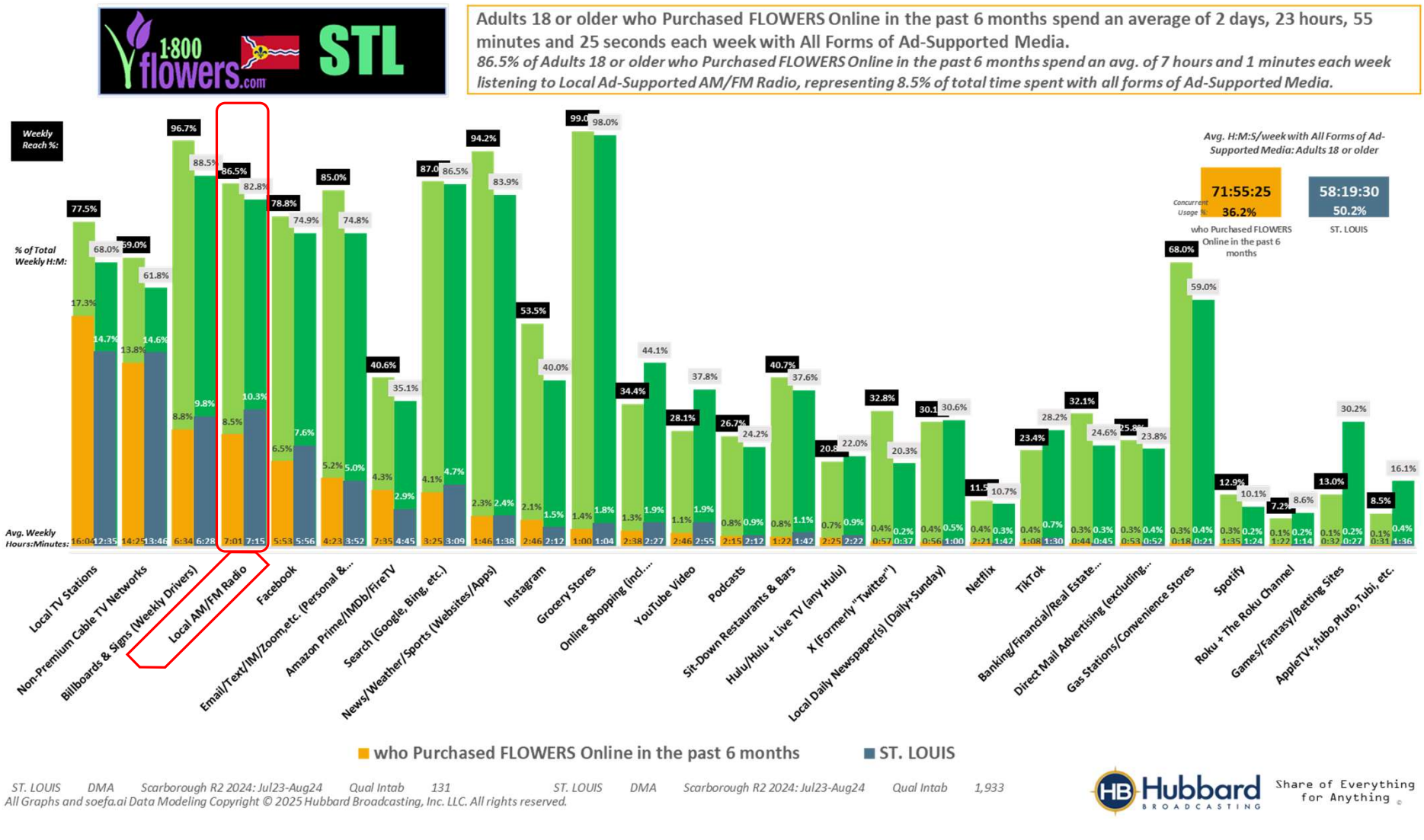


MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 110 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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Items bought on the Internet past 6 months:Household/Grocery: Flowers

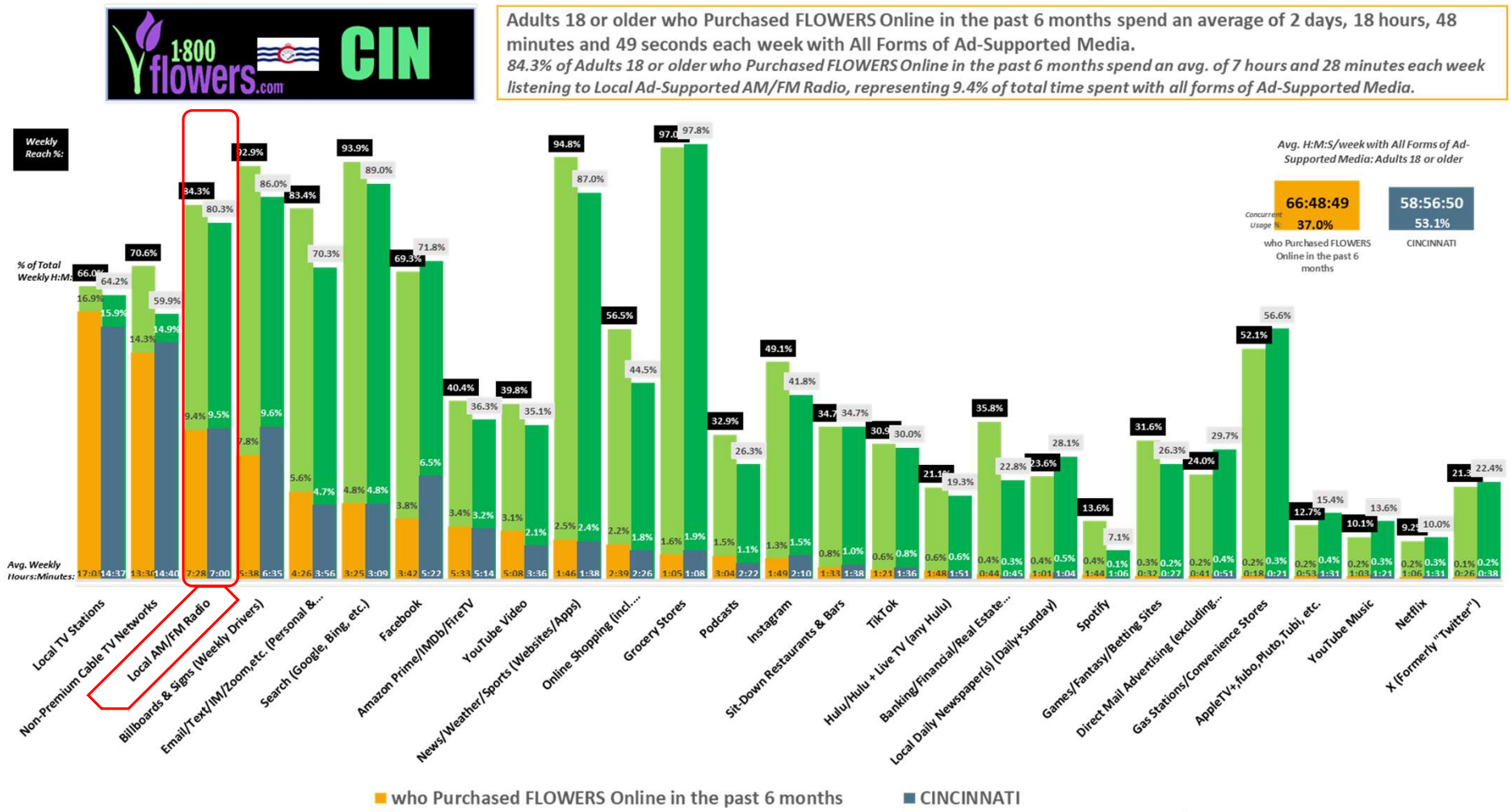


ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 131 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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Items bought on the Internet past 6 months:Household/Grocery: Flowers

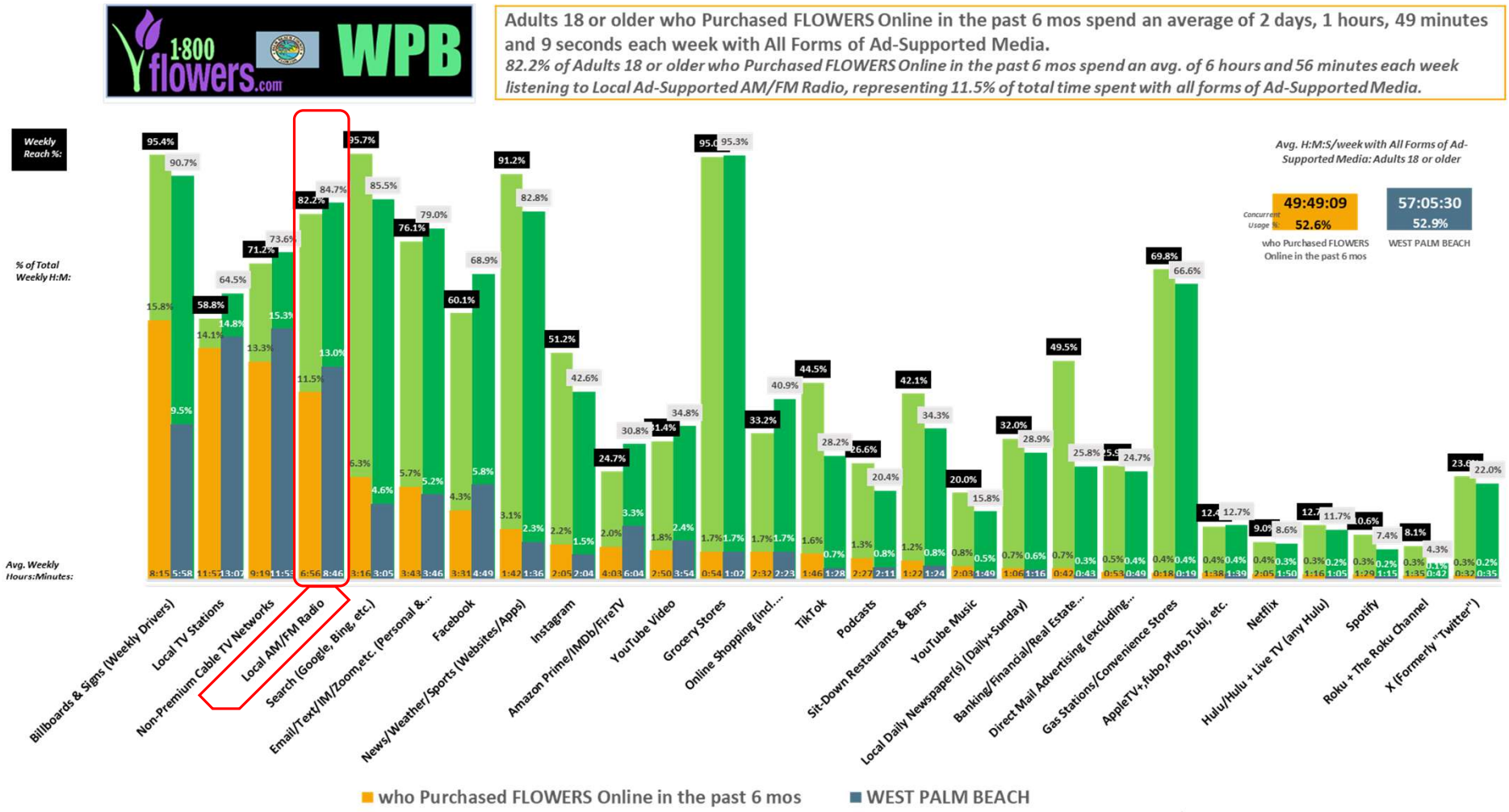


CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 143 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

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Items bought on the Internet past 6 months:Household/Grocery: Flowers



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 231 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

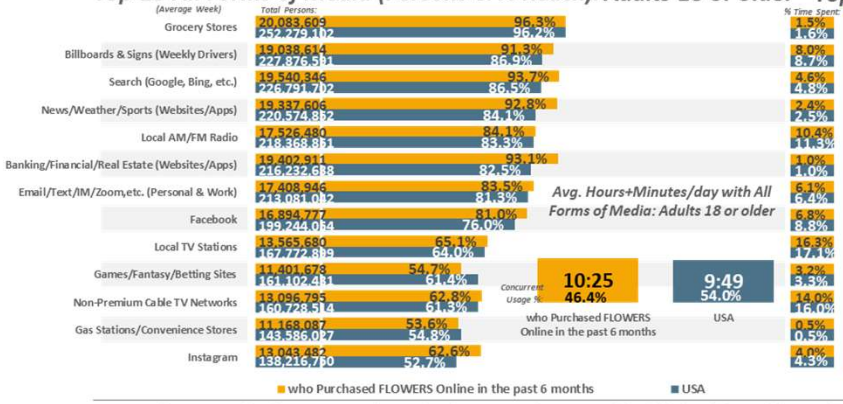
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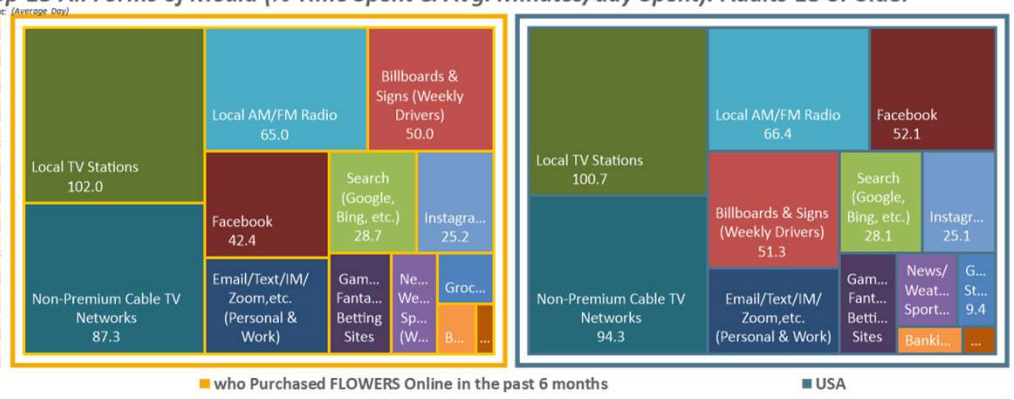
Items bought on the Internet past 6 months:Household/Grocery: Flowers

Adults 18 or older who Purchased FLOWERS Online in the past 6 months spend an average of 7 hours and 34 minutes each day with All Forms of Ad-Supported Media. 80.5% listen to Local AM/FM Radio for an avg. of 59.8 minutes/day. *(Local Radio delivers 10.6% of Time with Ad-Supported Media.)*

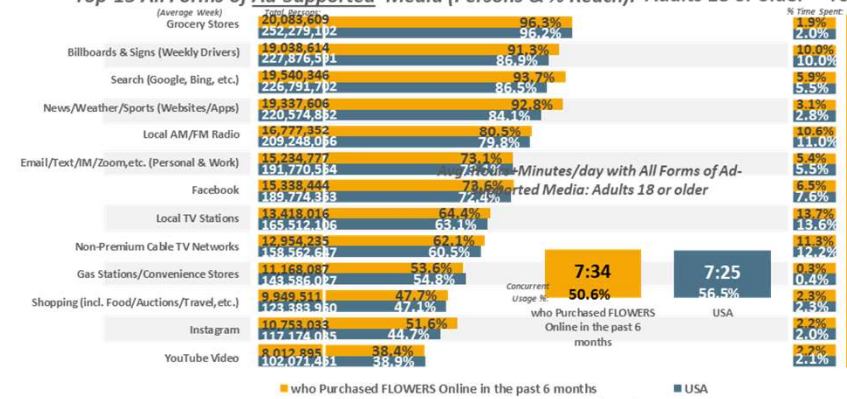
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



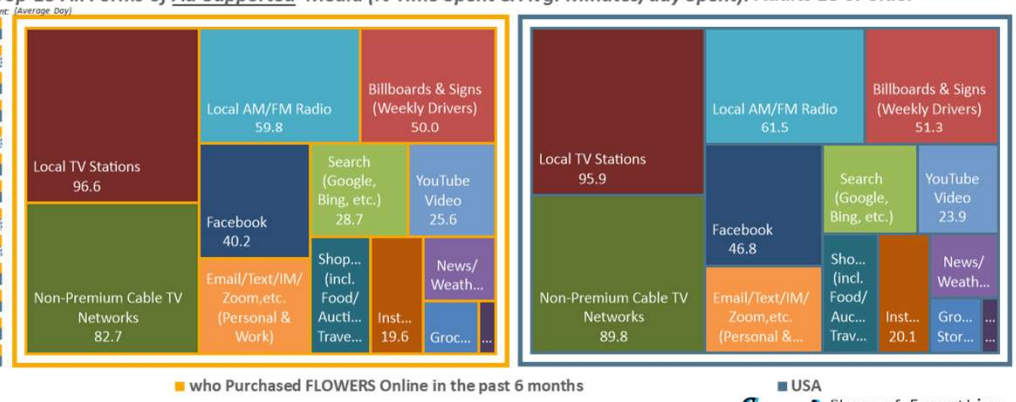
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 1,908

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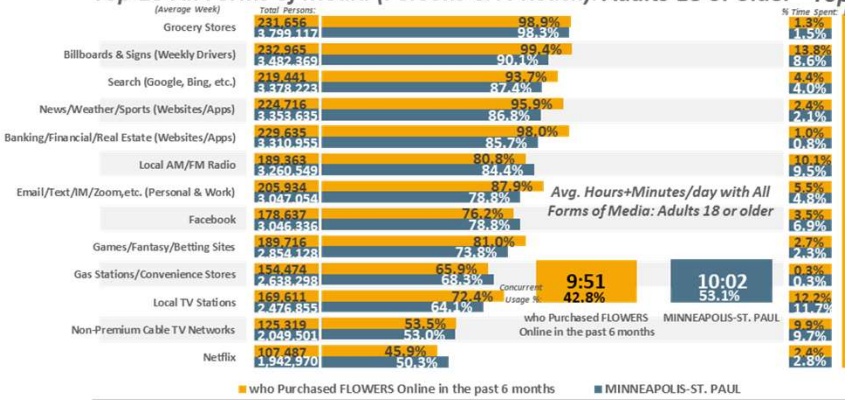
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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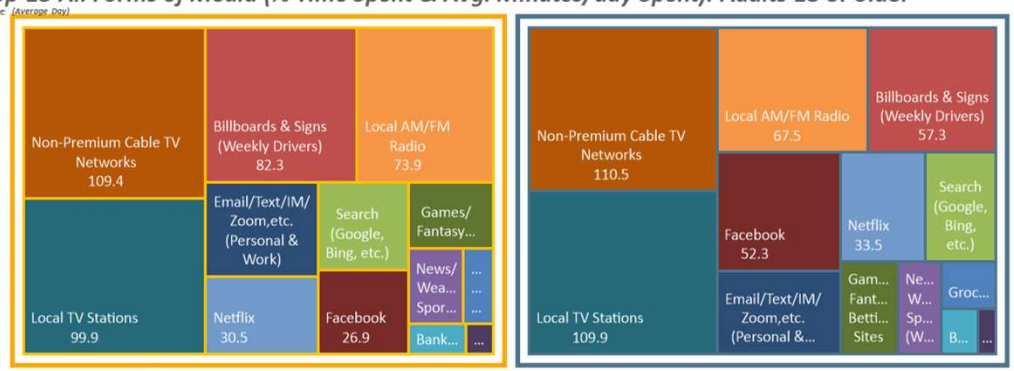
Items bought on the Internet past 6 months:Household/Grocery: Flowers

Adults 18 or older who Purchased FLOWERS Online in the past 6 months spend an average of 7 hours and 24 minutes each day with All Forms of Ad-Supported Media. 77.% listen to Local AM/FM Radio for an avg. of 68.3 minutes/day. *(Local Radio delivers 11.8% of Time with Ad-Supported Media.)*

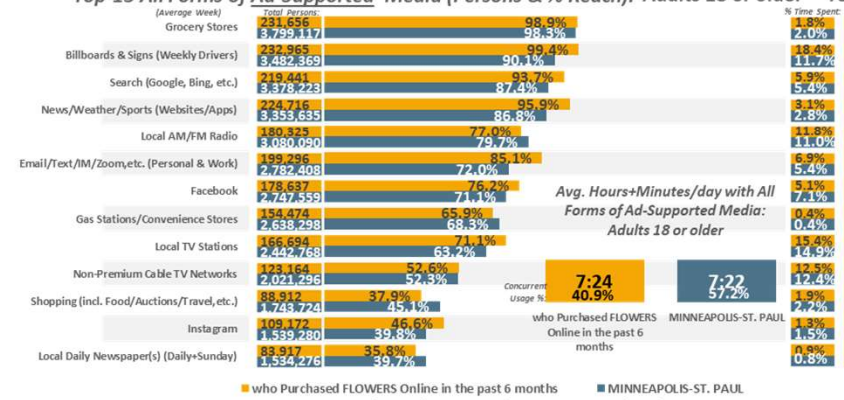
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



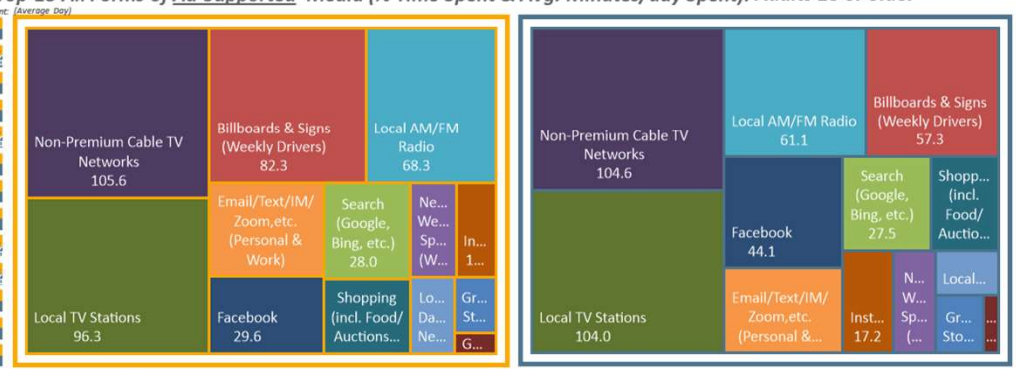
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 110

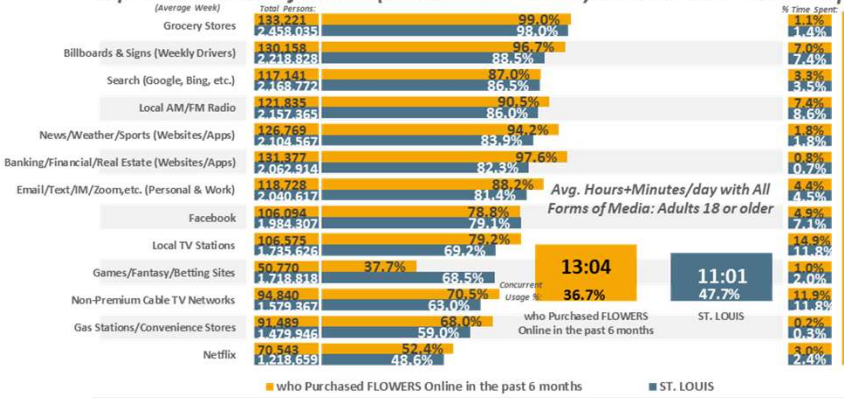
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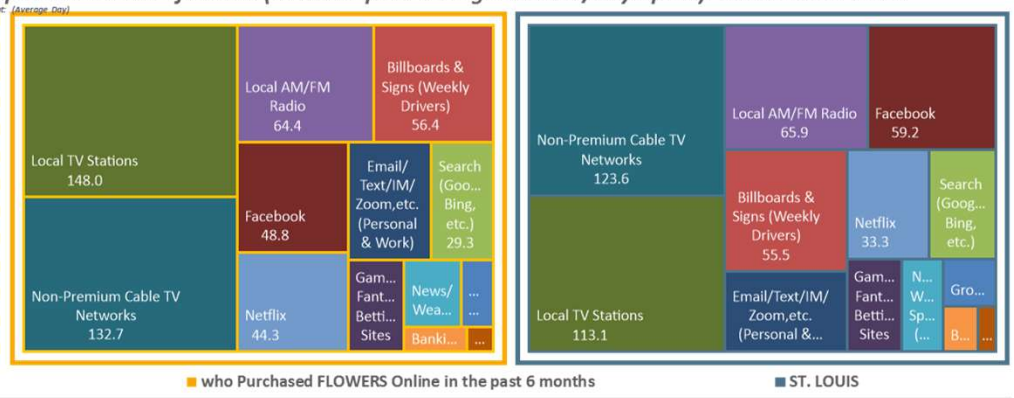
Items bought on the Internet past 6 months:Household/Grocery: Flowers

Adults 18 or older who Purchased FLOWERS Online in the past 6 months spend an average of 10 hours and 16 minutes each day with All Forms of Ad-Supported Media. 86.5% listen to Local AM/FM Radio for an avg. of 60.2 minutes/day. *(Local Radio delivers 8.5% of Time with Ad-Supported Media.)*

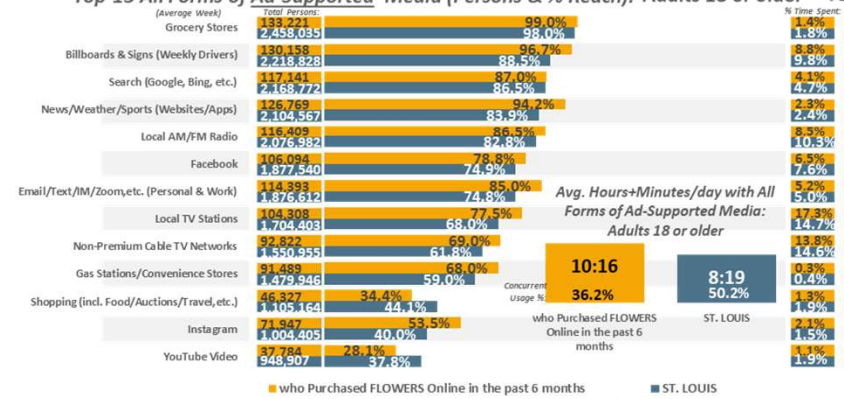
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



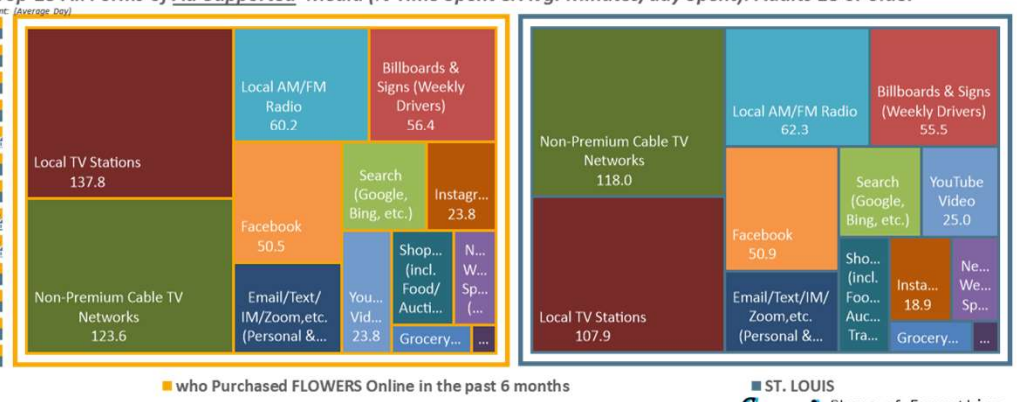
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 131

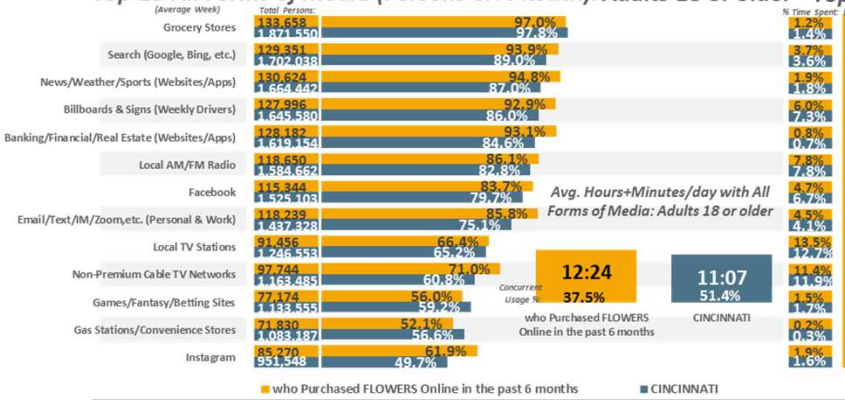
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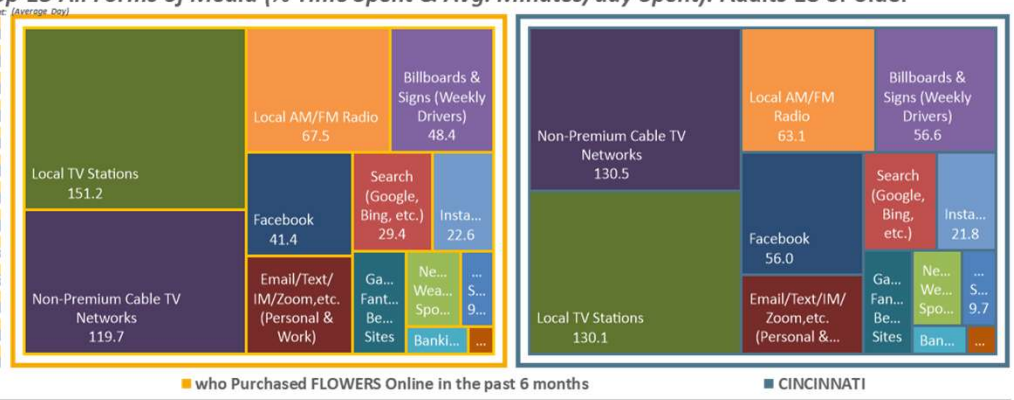
Items bought on the Internet past 6 months:Household/Grocery: Flowers

Adults 18 or older who Purchased FLOWERS Online in the past 6 months spend an average of 9 hours and 32 minutes each day with All Forms of Ad-Supported Media. 84.3% listen to Local AM/FM Radio for an avg. of 64.1 minutes/day. *(Local Radio delivers 9.4% of Time with Ad-Supported Media.)*

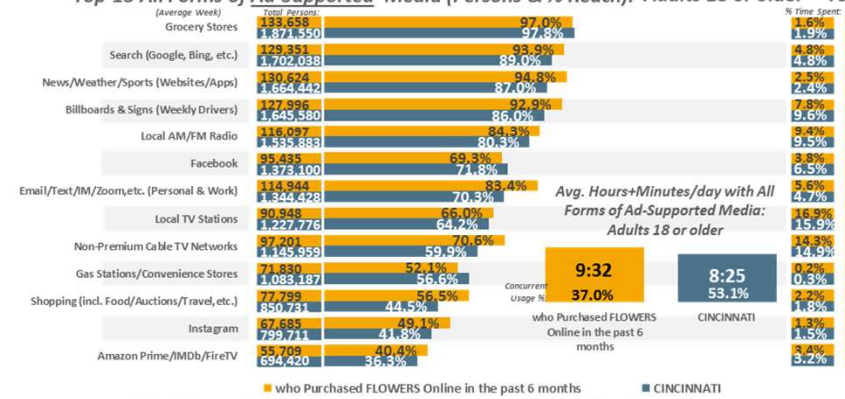
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



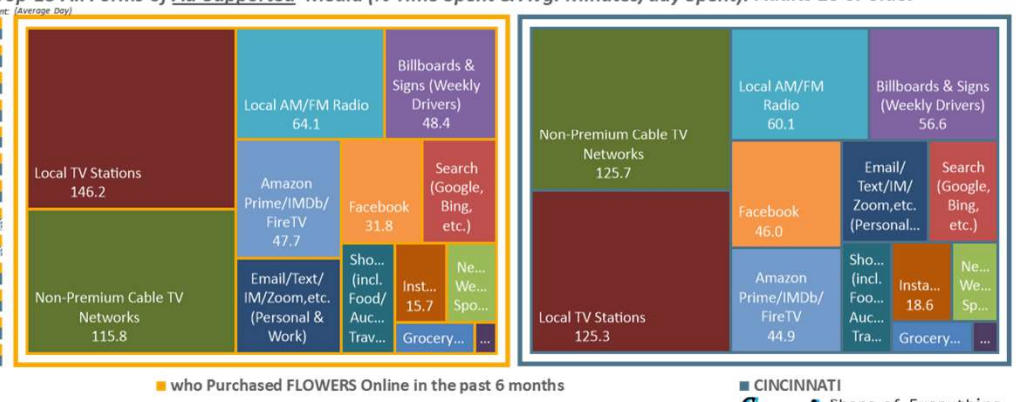
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 143

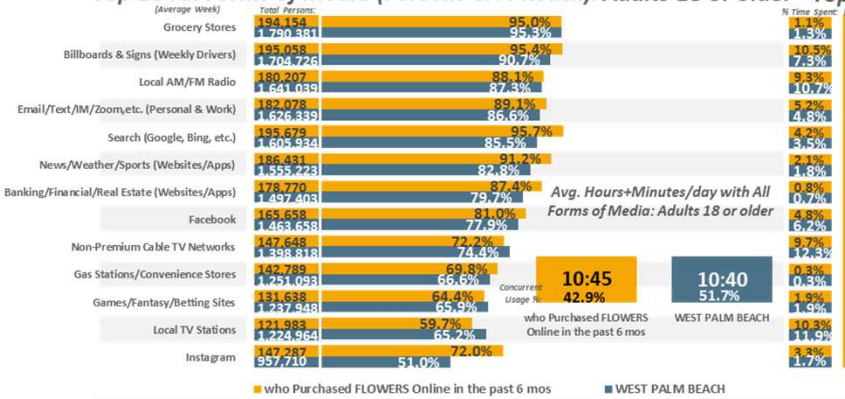
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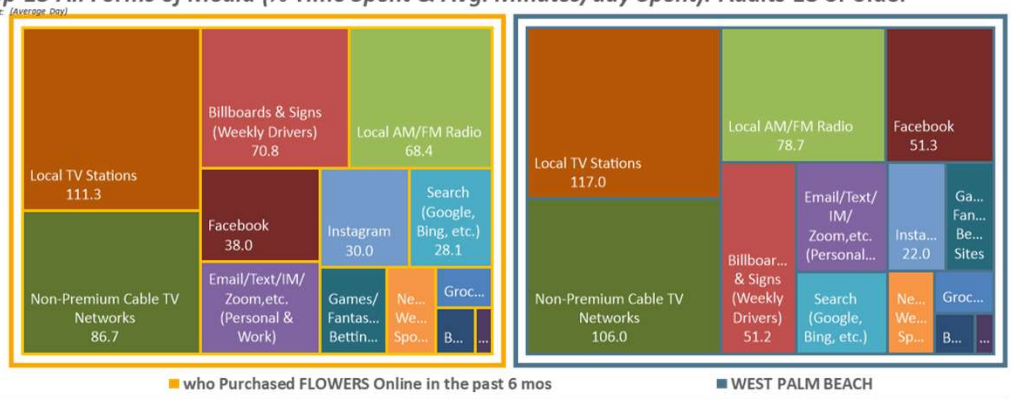
Items bought on the Internet past 6 months:Household/Grocery: Flowers

Adults 18 or older who Purchased FLOWERS Online in the past 6 mos spend an average of 7 hours and 7 minutes each day with All Forms of Ad-Supported Media. 82.2% listen to Local AM/FM Radio for an avg. of 59.5 minutes/day. *(Local Radio delivers 11.5% of Time with Ad-Supported Media.)*

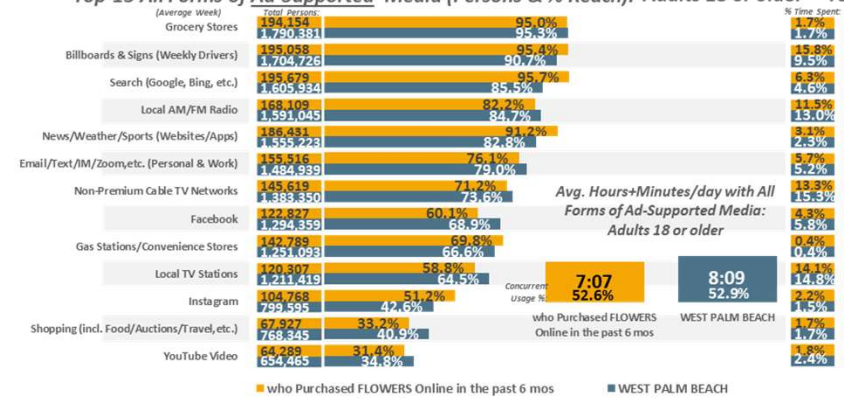
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



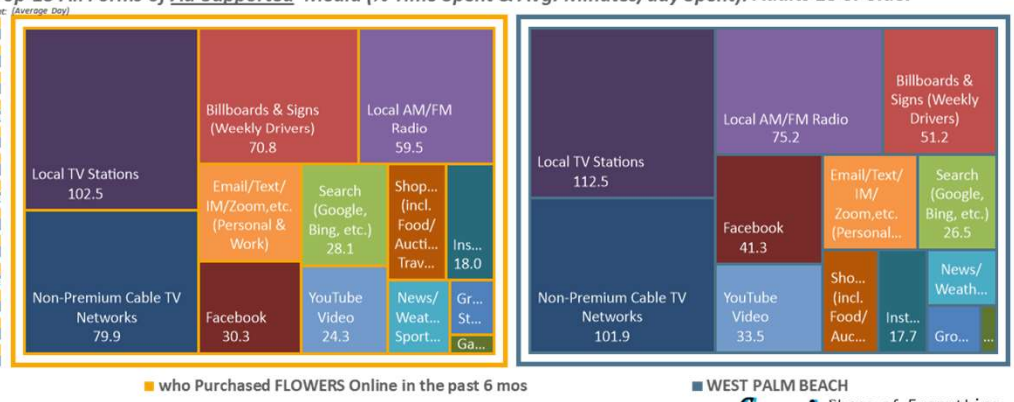
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 231

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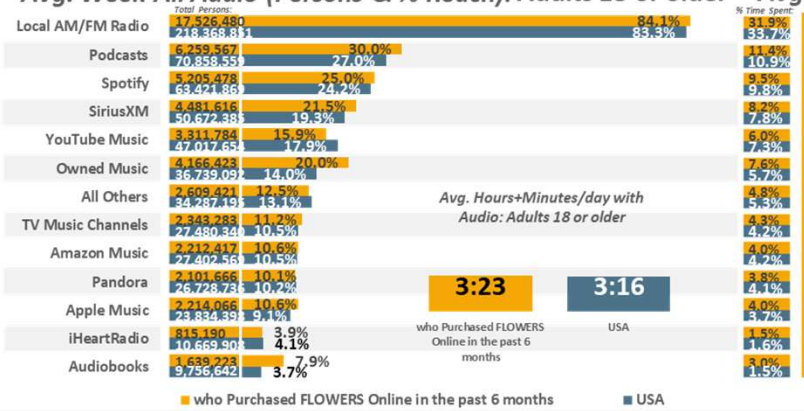
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Items bought on the Internet past 6 months:Household/Grocery: Flowers

1-800 flowers.com USA

16,777,352 or 80.5% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months listen to Ad-Supported Local AM/FM Radio for an average of 59.8 minutes every day representing 43.2% of all time spent daily with Ad-Supported Audio.

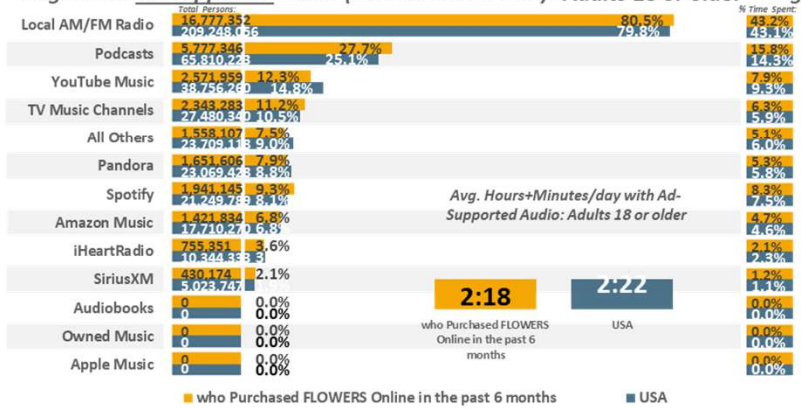
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



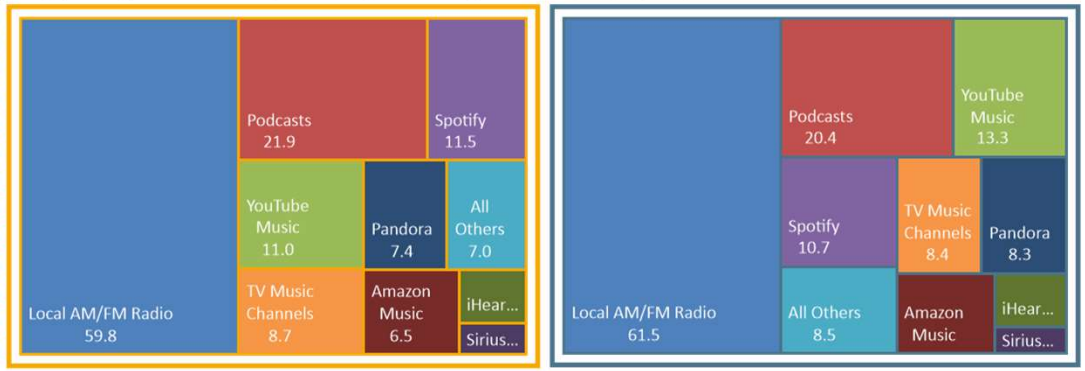
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 1,908

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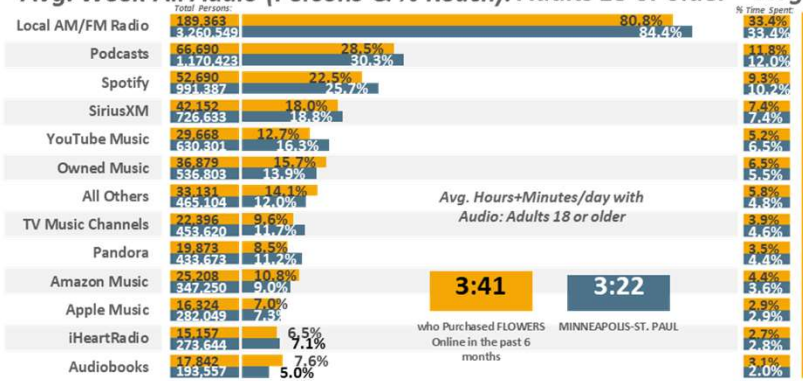
Scarborough R1 2024: Jan23-Aug24 USA Projection Scarborough R1 2024: Jan23-Aug24

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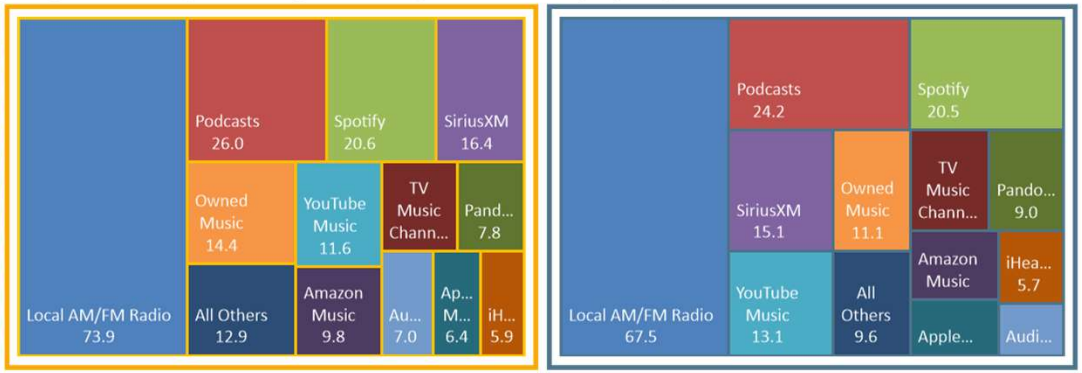
Items bought on the Internet past 6 months:Household/Grocery: Flowers

180,325 or 77.% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months listen to Ad-Supported Local AM/FM Radio for an average of 68.3 minutes every day representing 47.2% of all time spent daily with Ad-Supported Audio.

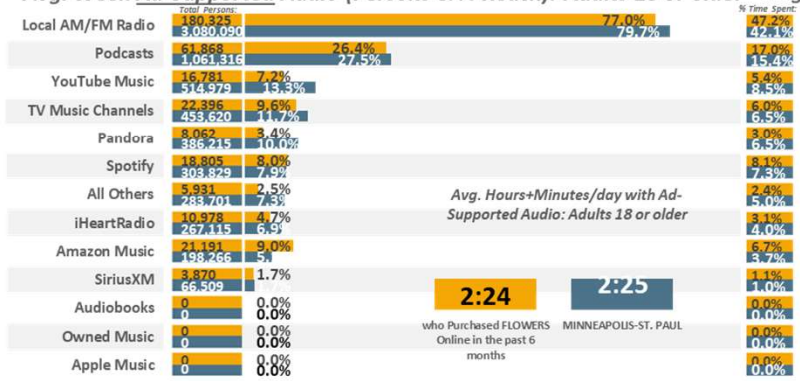
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



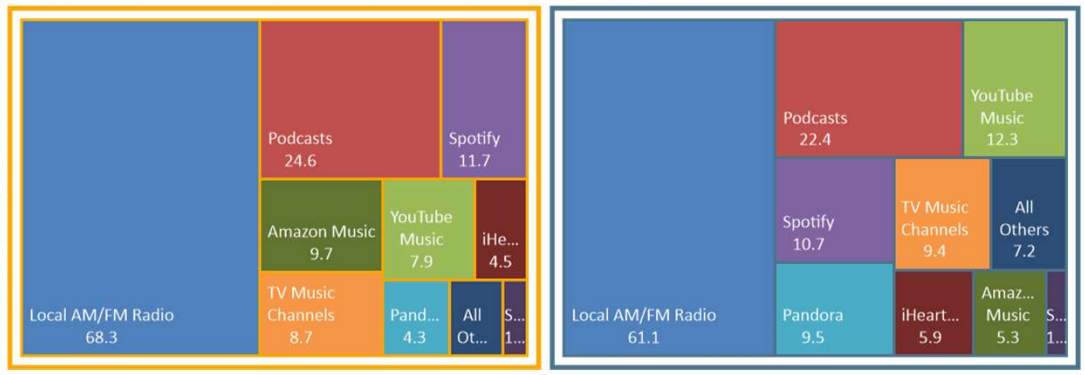
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 110

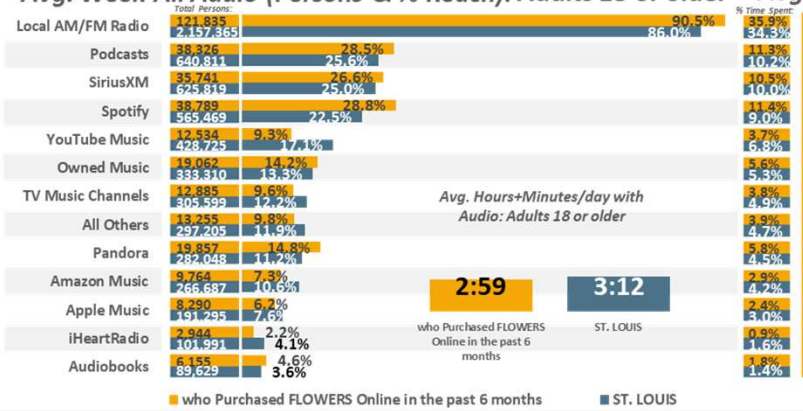
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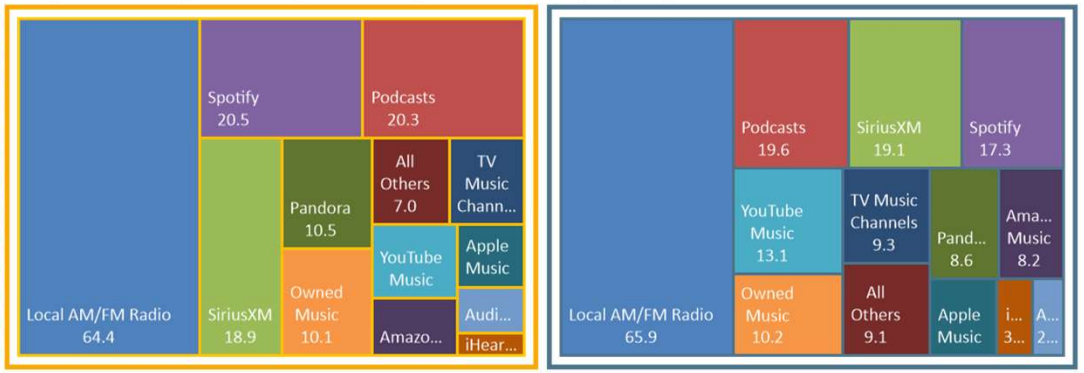
Items bought on the Internet past 6 months:Household/Grocery: Flowers

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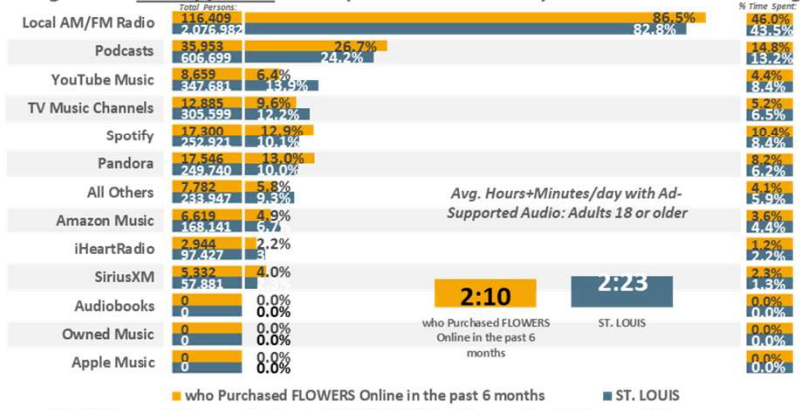
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



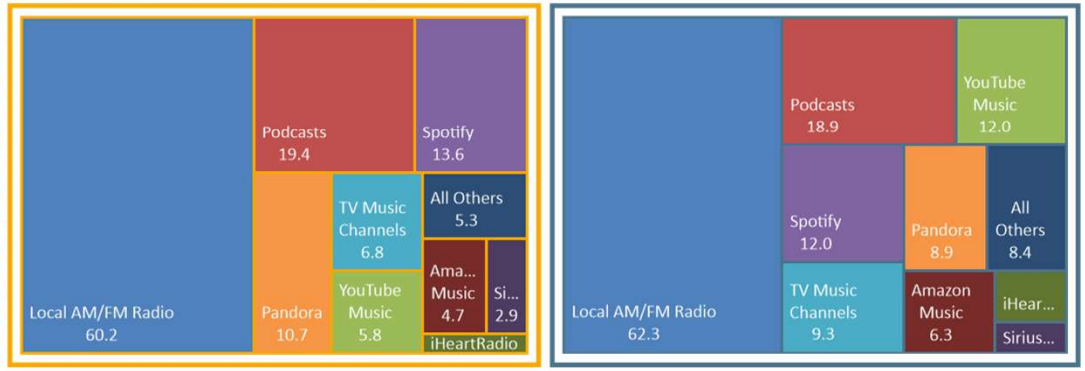
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 131

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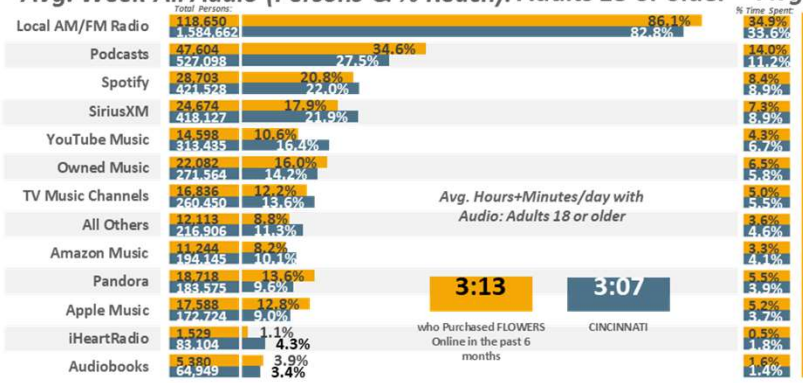
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Items bought on the Internet past 6 months:Household/Grocery: Flowers

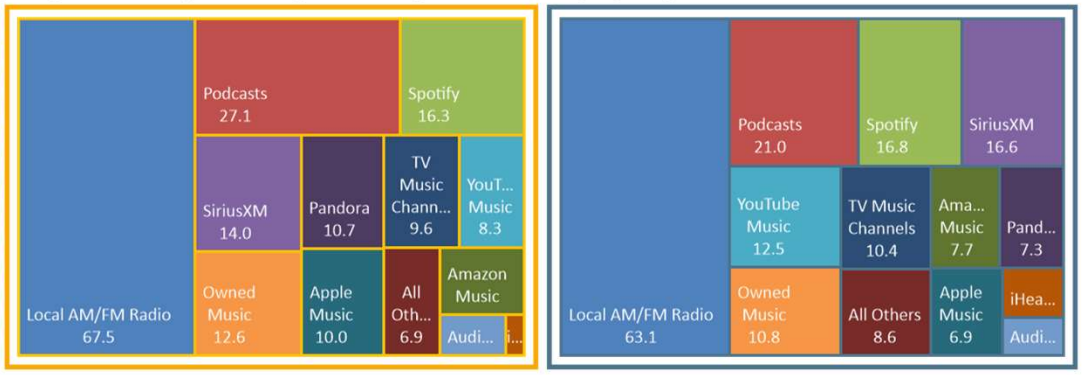
1-800 flowers.com CIN

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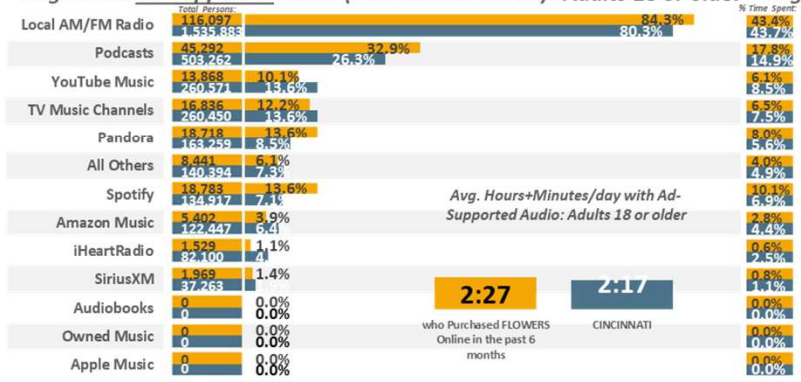
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



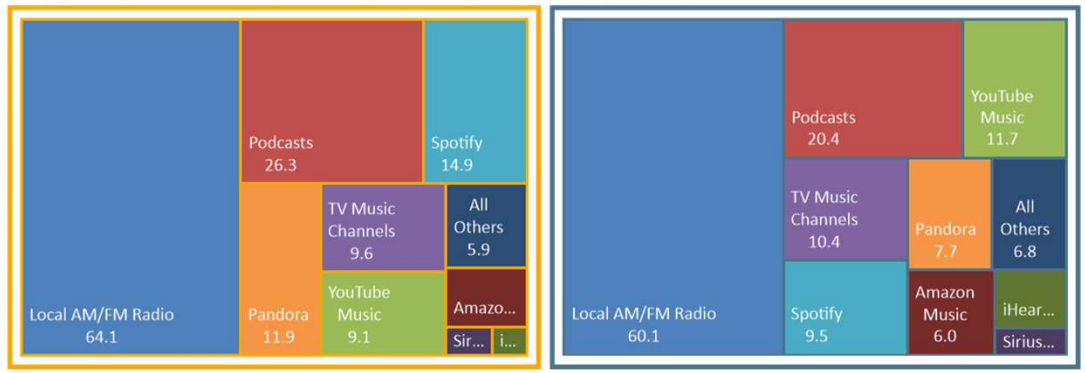
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 143

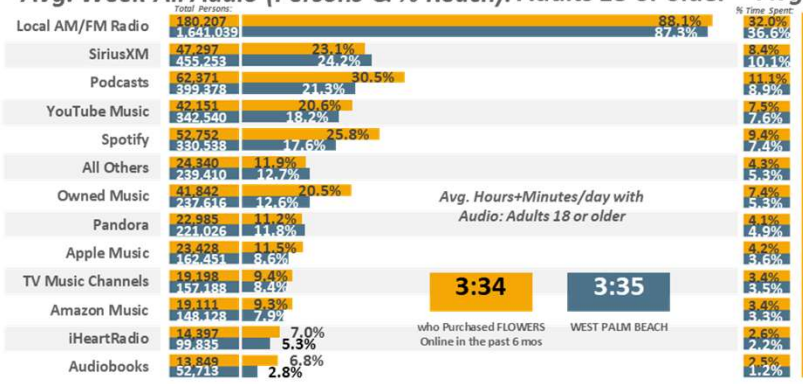
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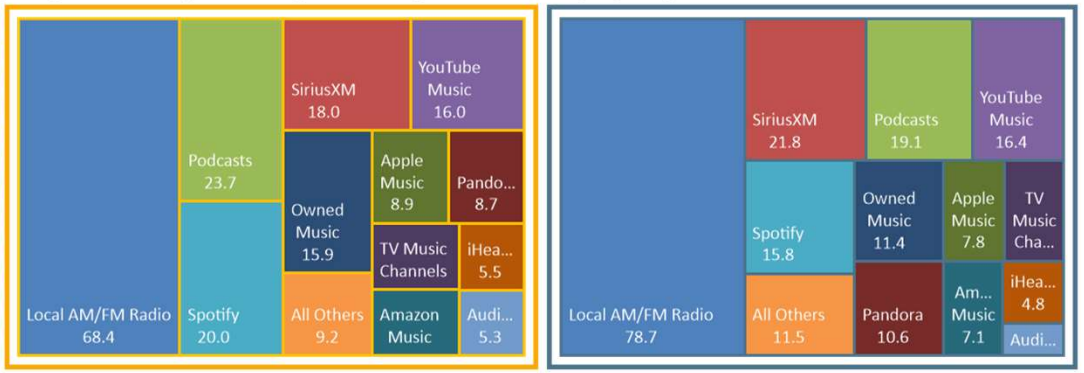
Items bought on the Internet past 6 months:Household/Grocery: Flowers

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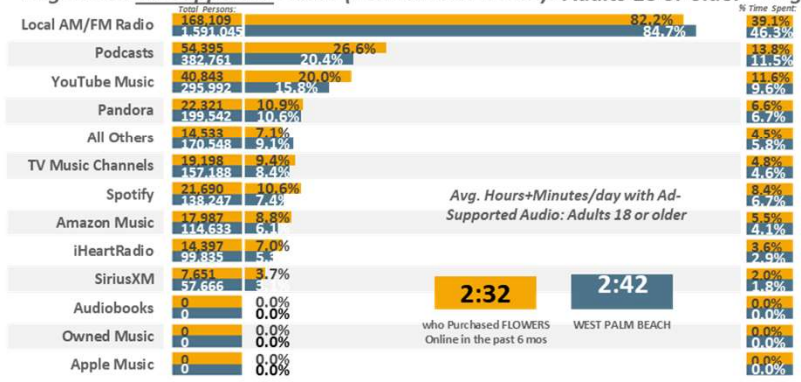
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



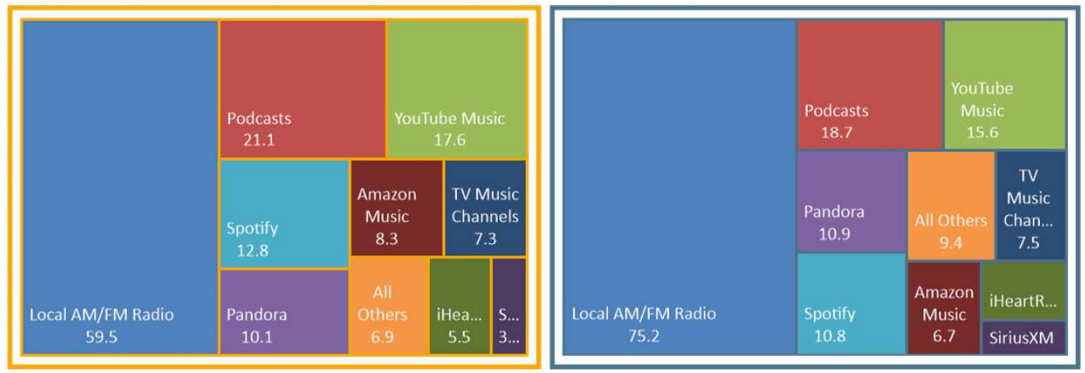
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 231

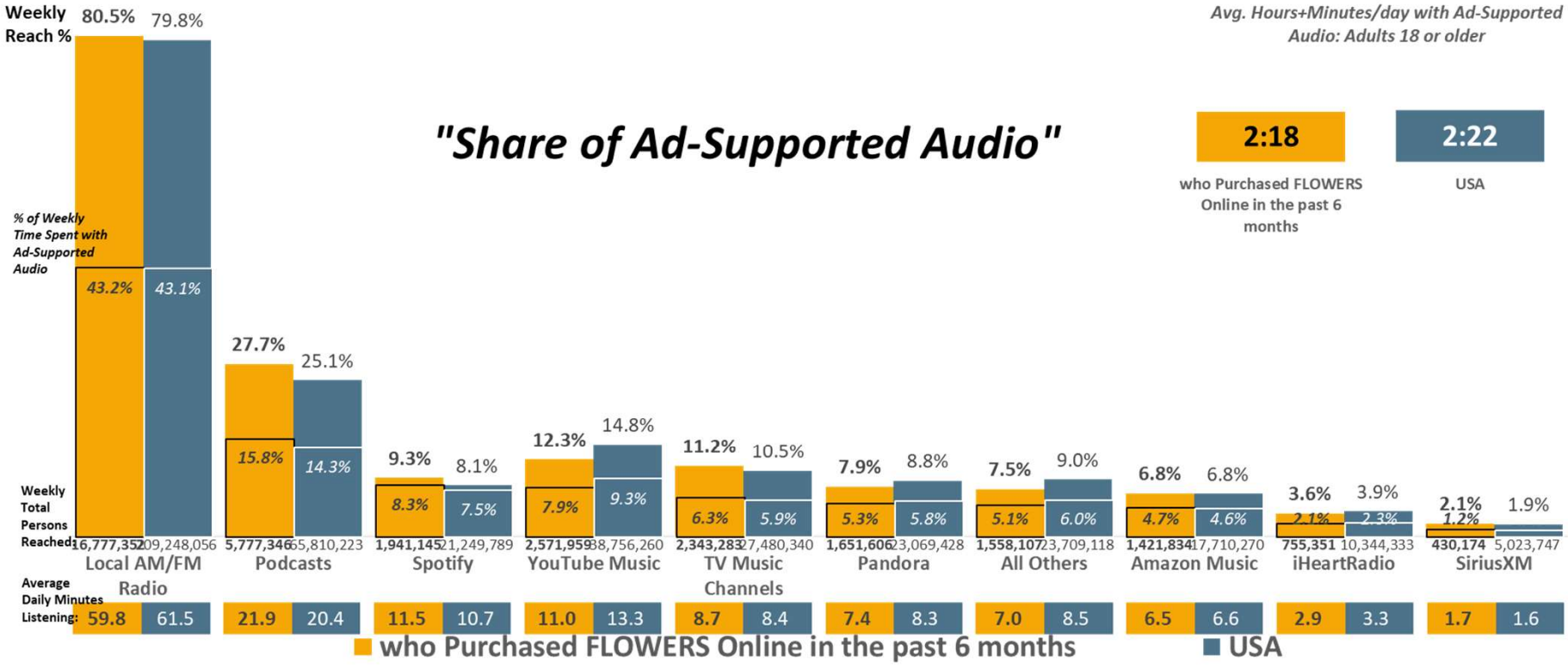
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Items bought on the Internet past 6 months:Household/Grocery: Flowers

1-800 flowers.com USA

16,777,352 or 80.5% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months listen to Ad-Supported Local AM/FM Radio for an average of 59.8 minutes every day representing 43.2% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 1,908

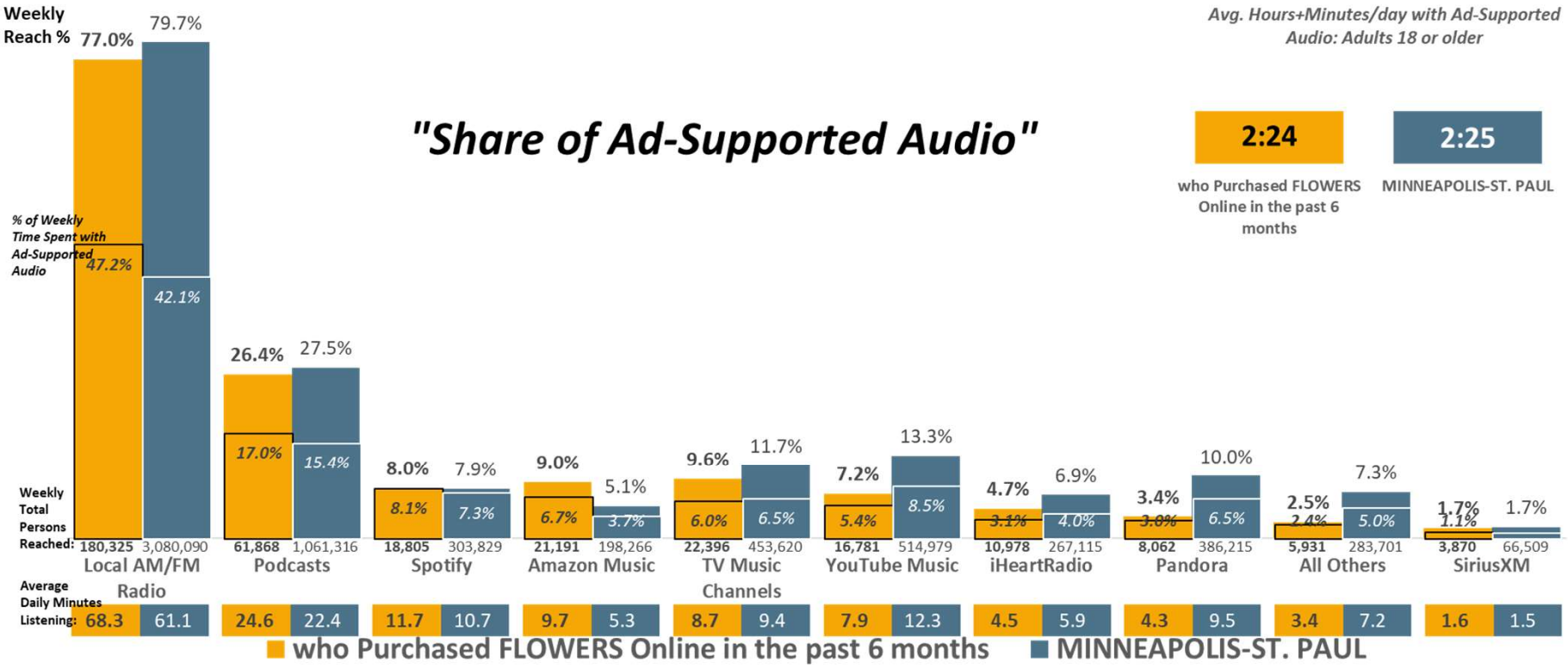
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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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Items bought on the Internet past 6 months:Household/Grocery: Flowers

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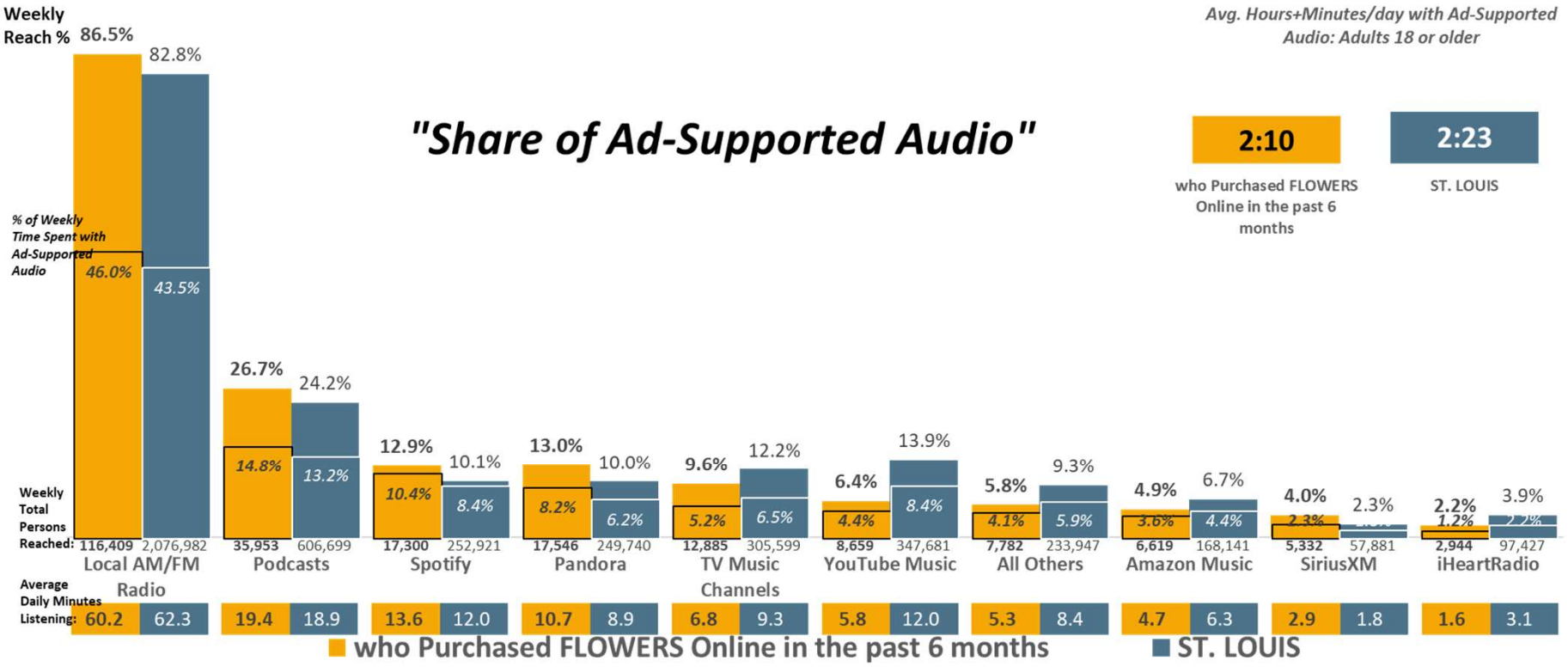
MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 110 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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Items bought on the Internet past 6 months:Household/Grocery: Flowers

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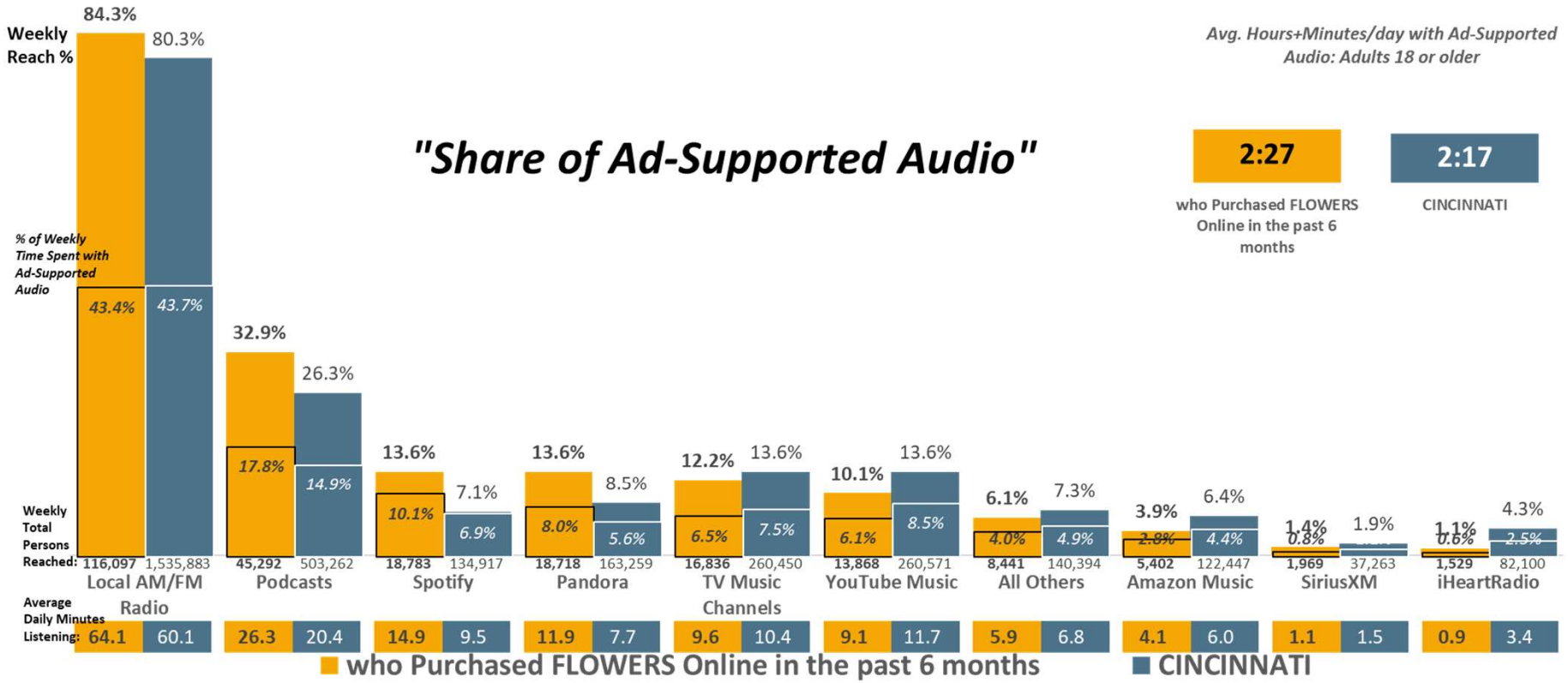
ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 131 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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Items bought on the Internet past 6 months:Household/Grocery: Flowers

116,097 or 84.3% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months listen to Ad-Supported Local AM/FM Radio for an average of 64.1 minutes every day representing 43.4% of all time spent daily with Ad-Supported Audio.



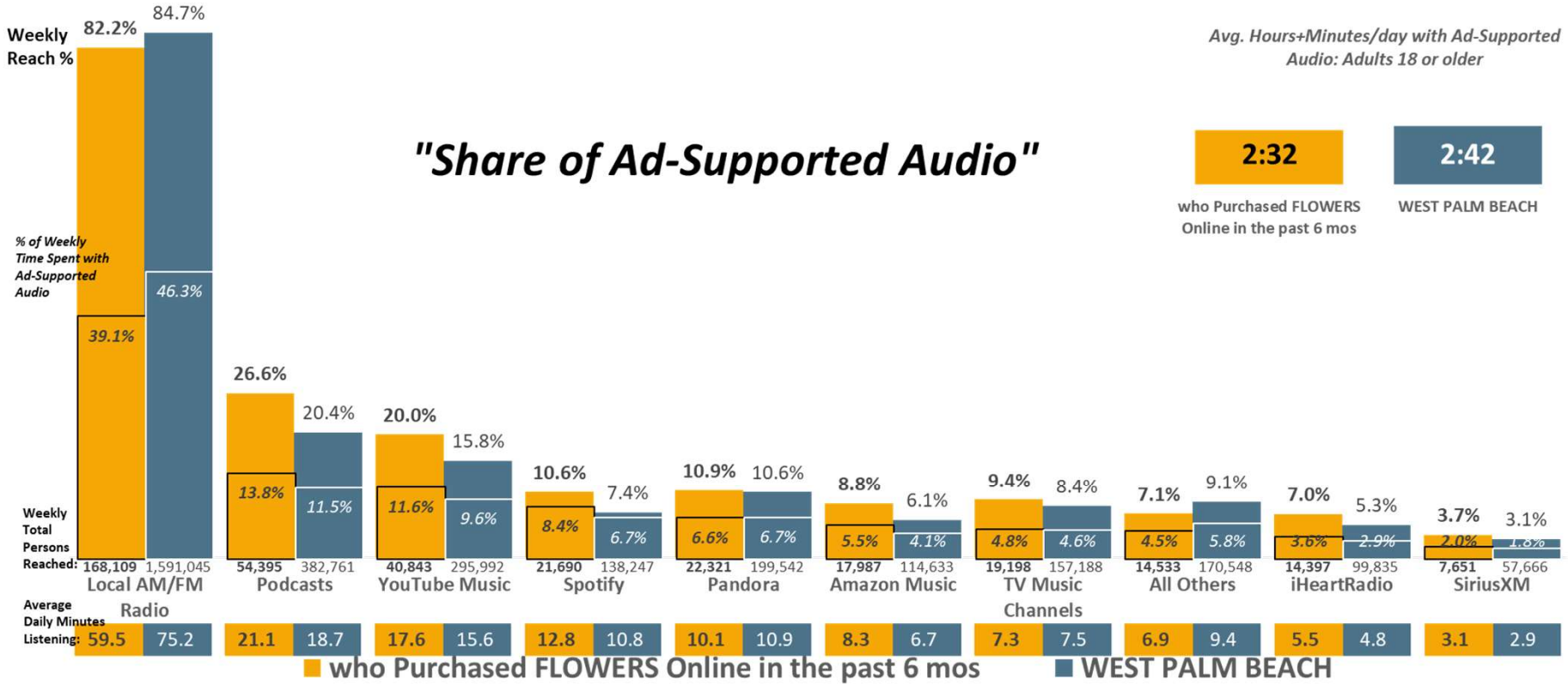
CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 143 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

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Items bought on the Internet past 6 months:Household/Grocery: Flowers

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	Local AM/FM Radio	Podcasts	YouTube Music	Spotify	Pandora	Amazon Music	TV Music Channels	All Others	iHeartRadio	SiriusXM
Weekly Reach %	82.2% / 84.7%	26.6% / 20.4%	20.0% / 15.8%	10.6% / 7.4%	10.9% / 10.6%	8.8% / 6.1%	9.4% / 8.4%	7.1% / 9.1%	7.0% / 5.3%	3.7% / 3.1%
% of Weekly Time Spent with Ad-Supported Audio	39.1% / 46.3%	13.8% / 11.5%	11.6% / 9.6%	8.4% / 6.7%	6.6% / 6.7%	5.5% / 4.1%	4.8% / 4.6%	4.5% / 5.8%	3.6% / 2.9%	2.0% / 1.8%
Weekly Total Persons Reached:	168,109 / 1,591,045	54,395 / 382,761	40,843 / 295,992	21,690 / 138,247	22,321 / 199,542	17,987 / 114,633	19,198 / 157,188	14,533 / 170,548	14,397 / 99,835	7,651 / 57,666
Average Daily Minutes Listening:	59.5 / 75.2	21.1 / 18.7	17.6 / 15.6	12.8 / 10.8	10.1 / 10.9	8.3 / 6.7	7.3 / 7.5	6.9 / 9.4	5.5 / 4.8	3.1 / 2.9

WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 231 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

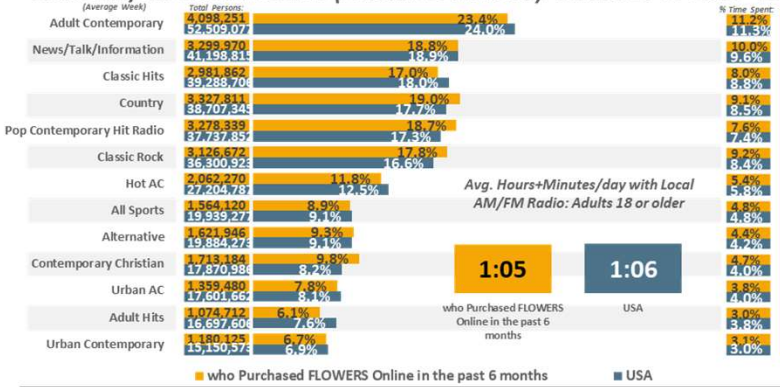
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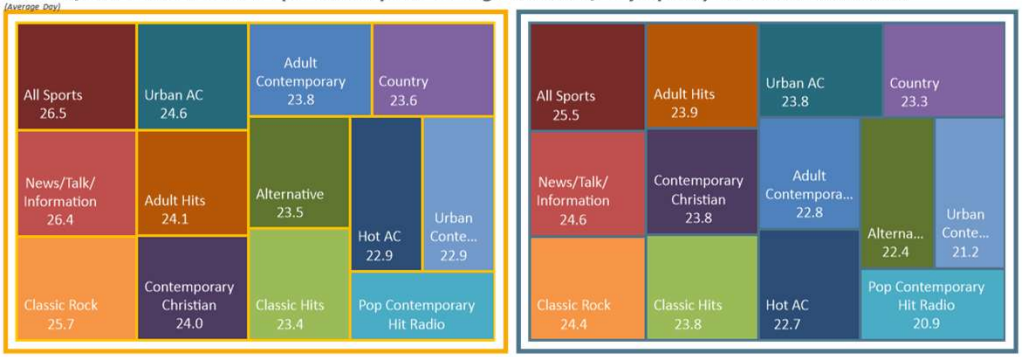
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16,777,352 or 80.5% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Pop Contemporary Hit Radio, Classic Rock, and Classic Hits.

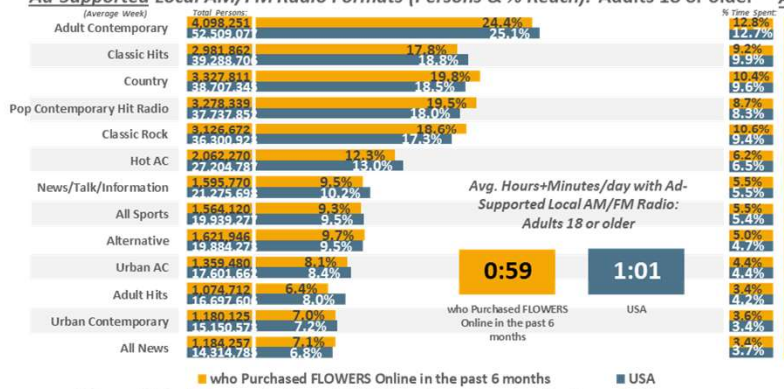
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



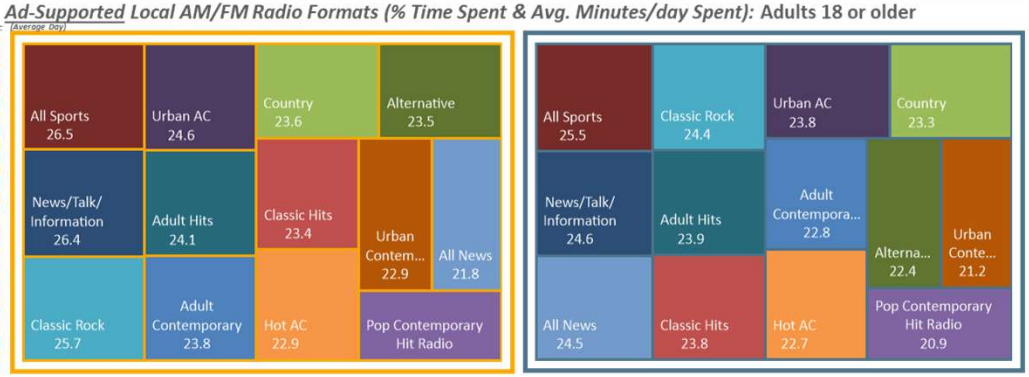
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 1,908

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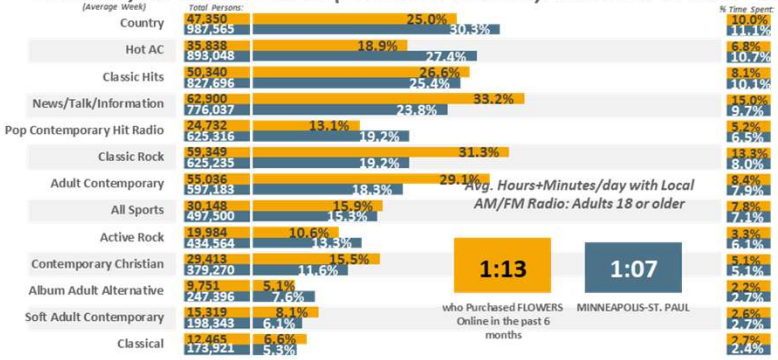
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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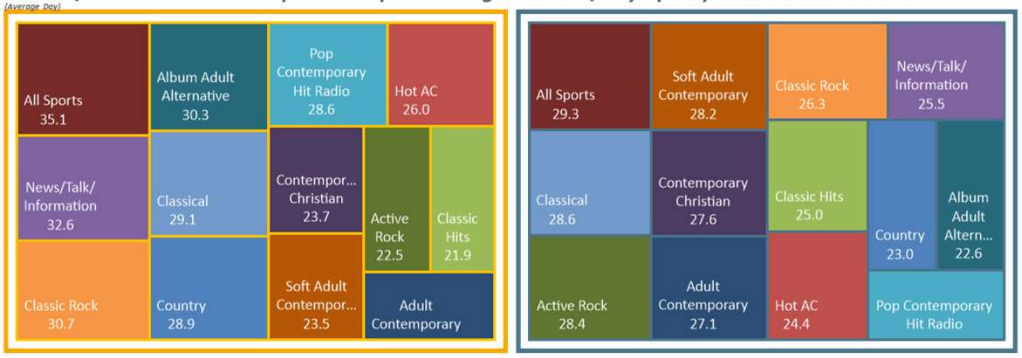
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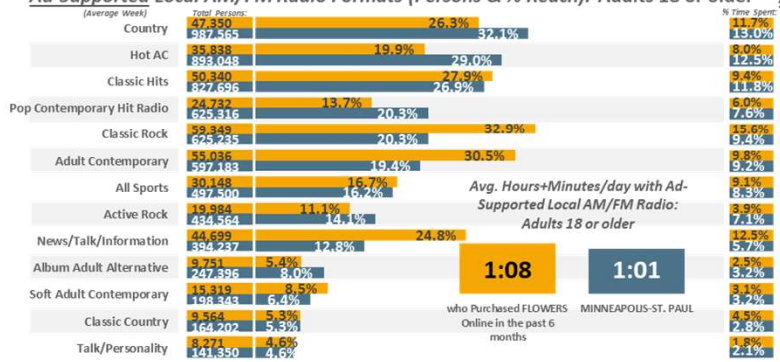
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



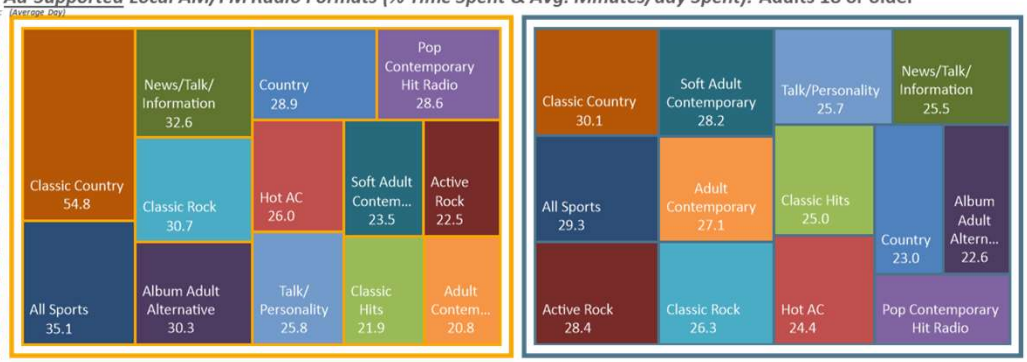
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 110

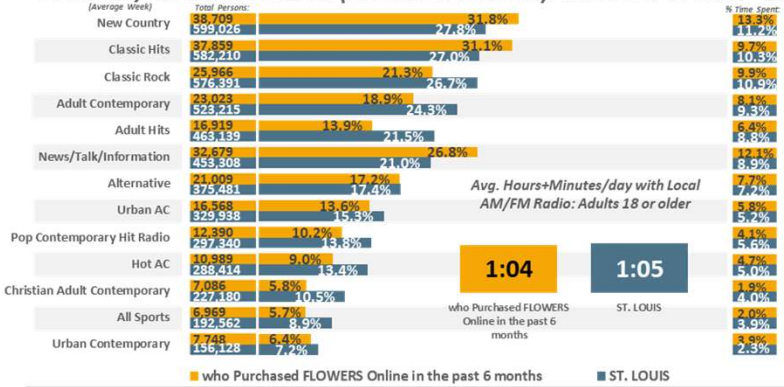
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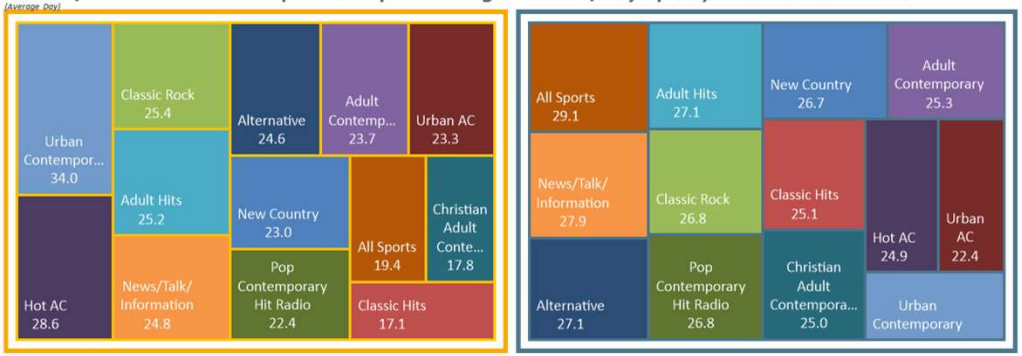
Items bought on the Internet past 6 months:Household/Grocery: Flowers

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



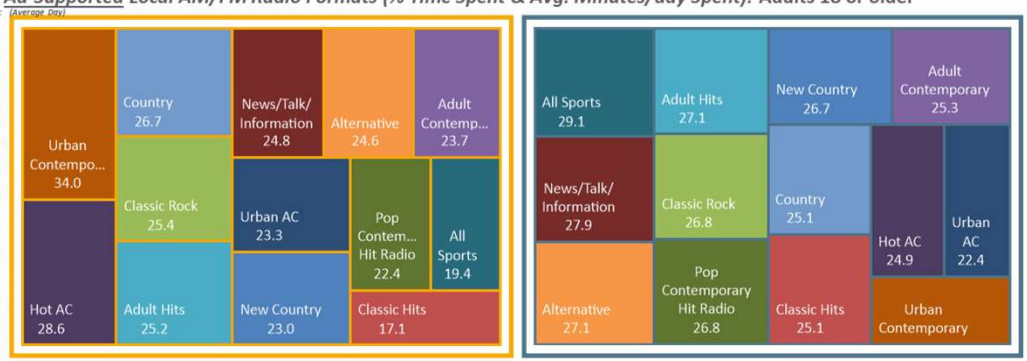
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 131

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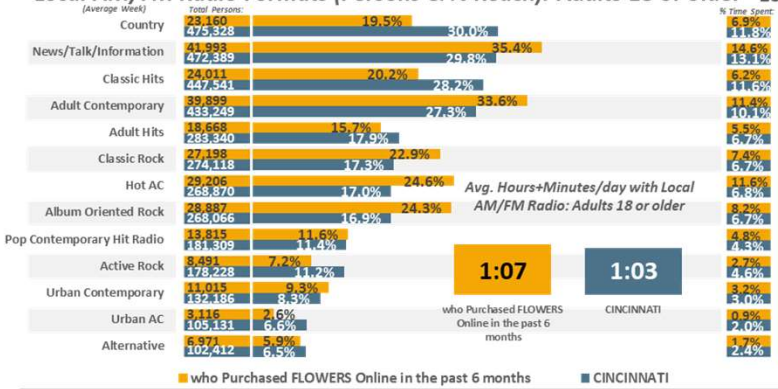
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Items bought on the Internet past 6 months:Household/Grocery: Flowers

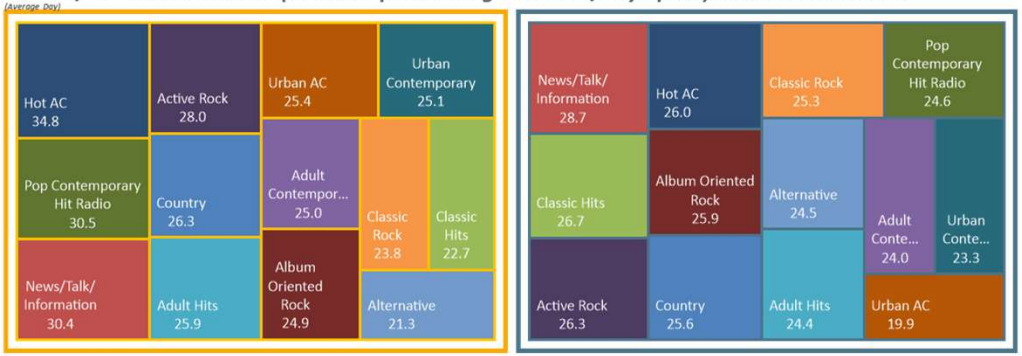
1-800 flowers.com CIN

116,097 or 84.3% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, News/Talk/Information, Hot AC, Album Oriented Rock, and Classic Rock.

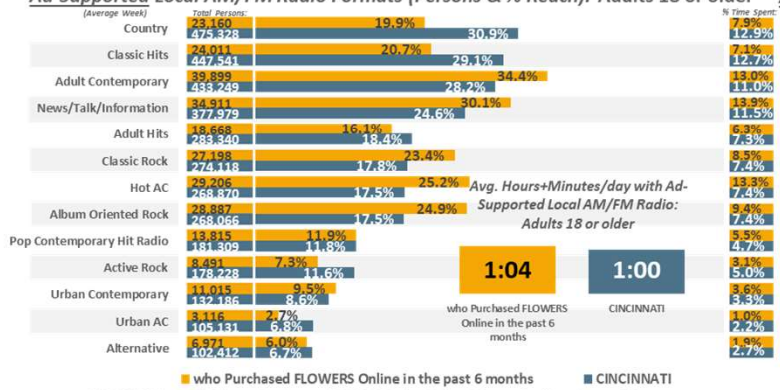
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



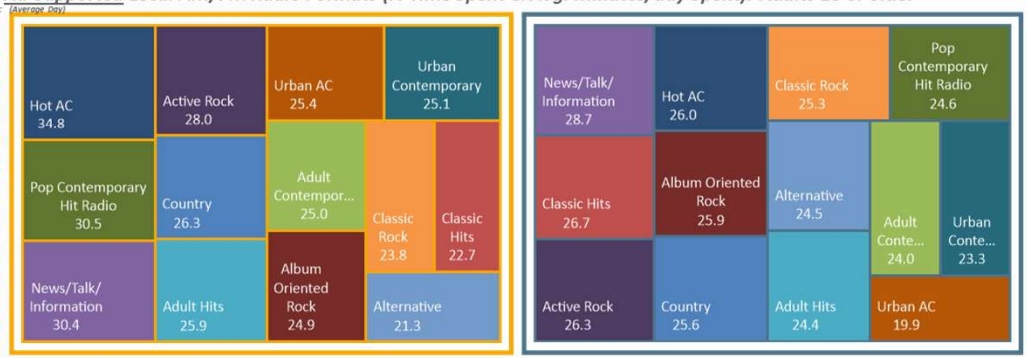
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 143

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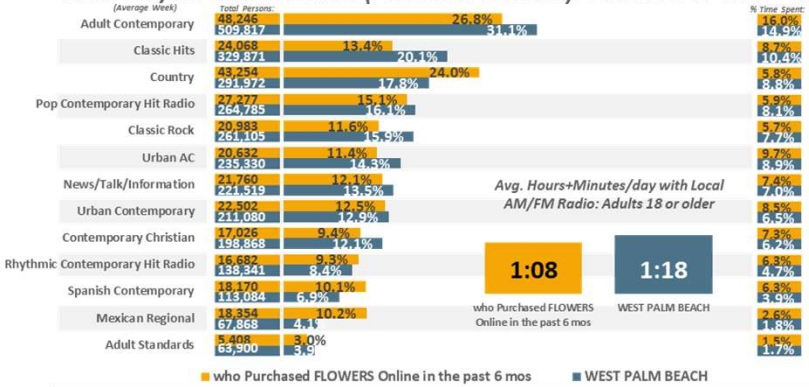
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Items bought on the Internet past 6 months:Household/Grocery: Flowers

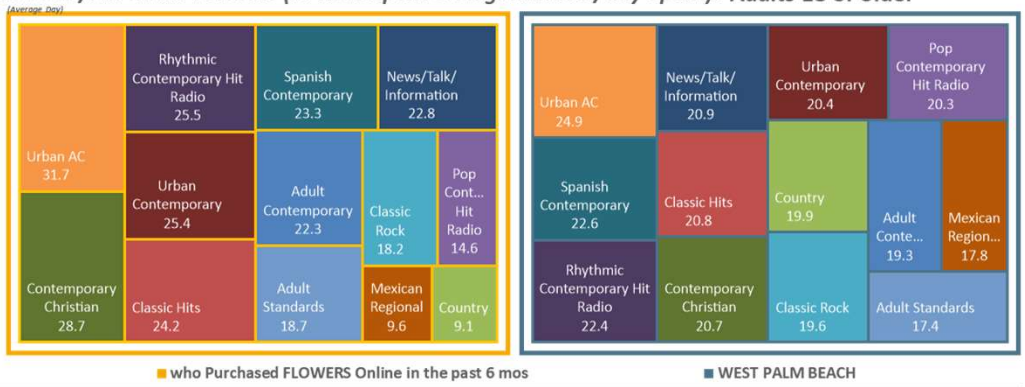
1-800 flowers.com WPB

168,109 or 82.2% of Adults 18 or older who Purchased FLOWERS Online in the past 6 mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Pop Contemporary Hit Radio, Classic Hits, and Urban Contemporary.

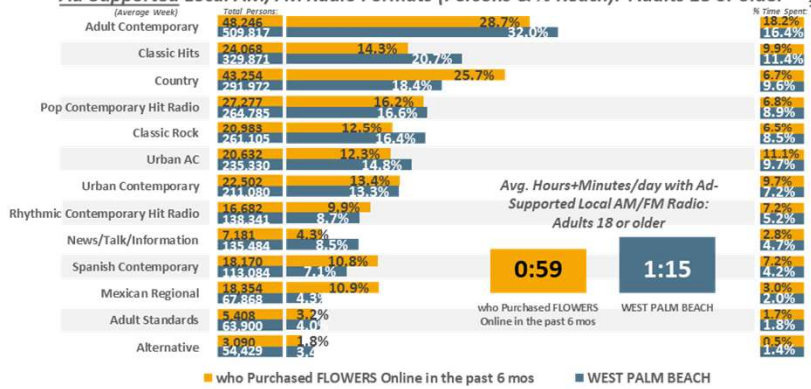
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



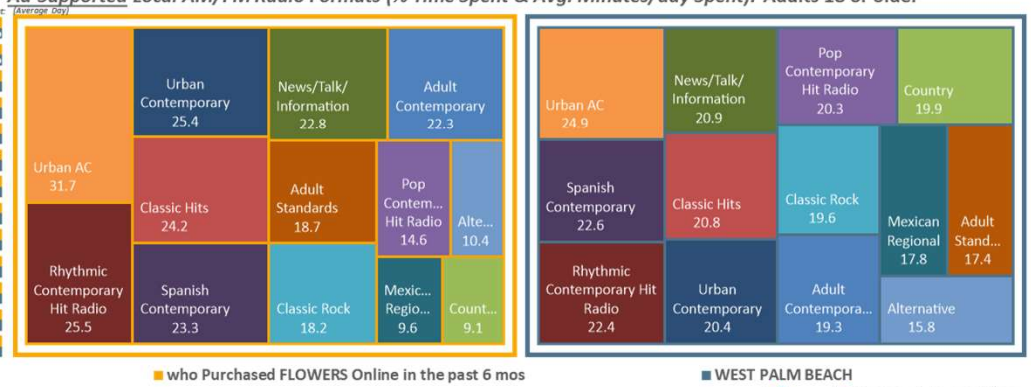
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 231

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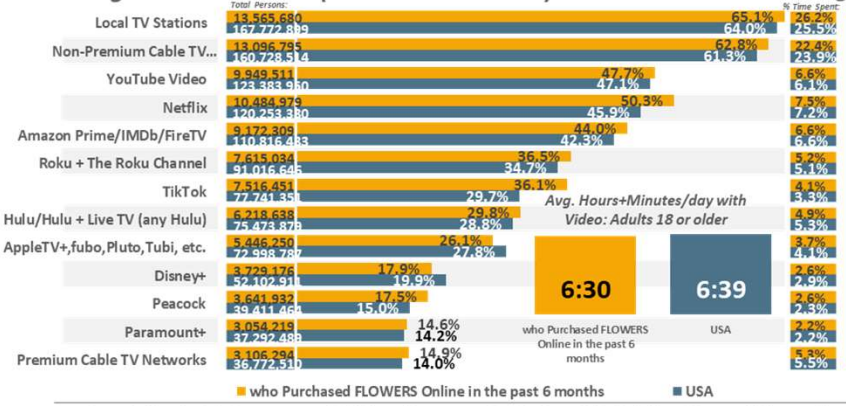
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Items bought on the Internet past 6 months:Household/Grocery: Flowers

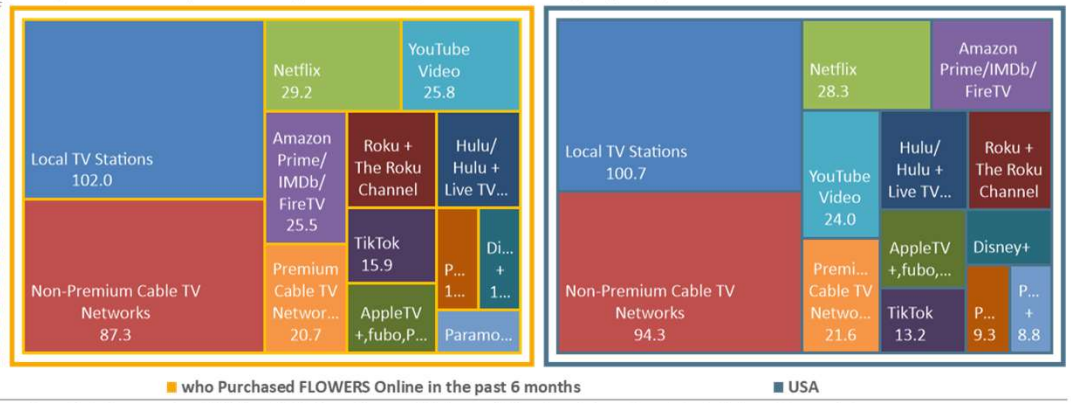
1-800 flowers.com USA

13,418,016 or 64.4% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months watch Ad-Supported Local TV Stations for an average of 96.6 minutes every day representing 30.5% of all time spent daily with Ad-Supported Video.

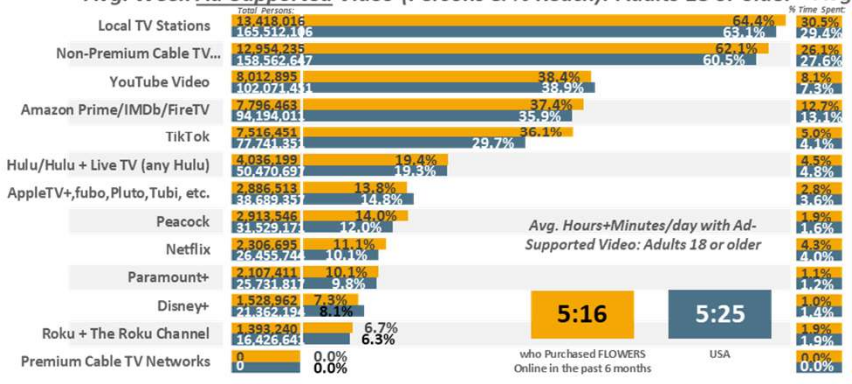
Avg. Week All Video (Persons & % Reach): Adults 18 or older



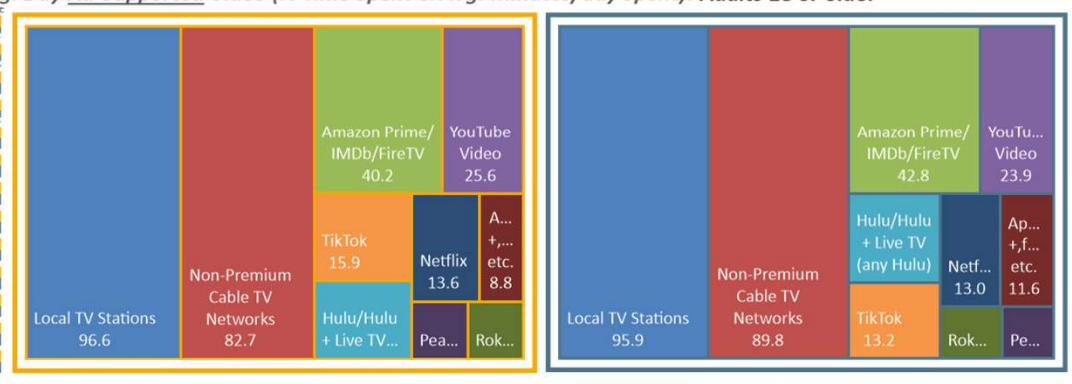
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 1,908

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

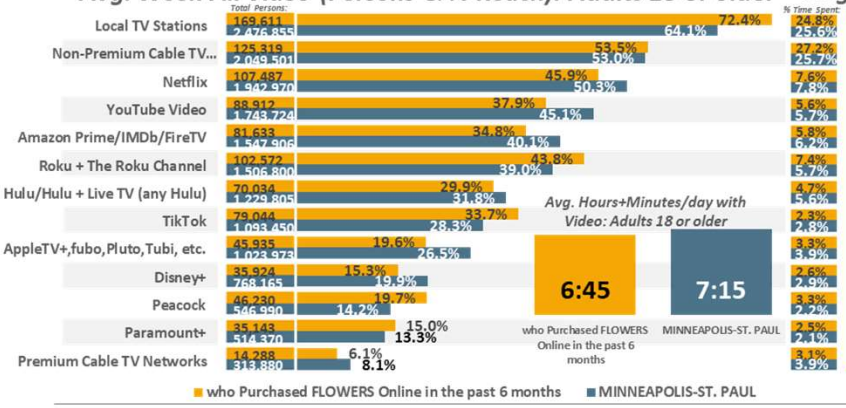
soefa.ai Share of Everything for Anything

Items bought on the Internet past 6 months:Household/Grocery: Flowers

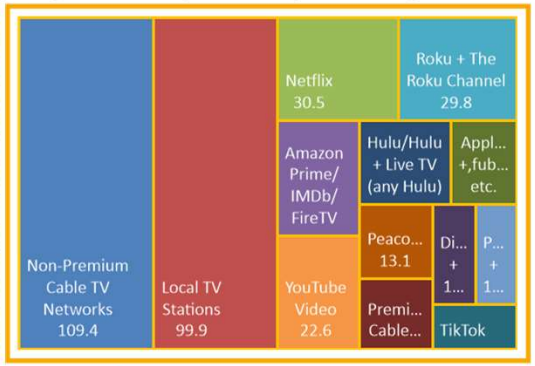
1-800 flowers.com MSP

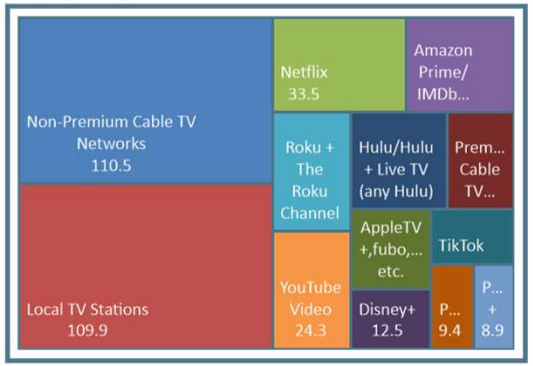
166,694 or 71.1% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months watch Ad-Supported Local TV Stations for an average of 96.3 minutes every day representing 30.7% of all time spent daily with Ad-Supported Video.

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

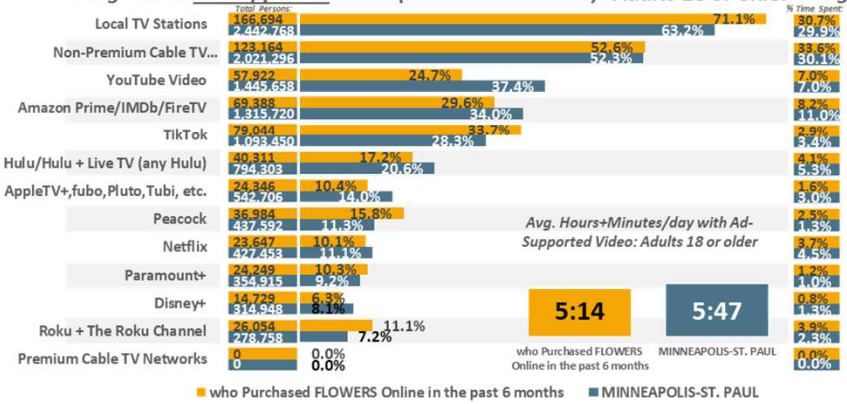


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

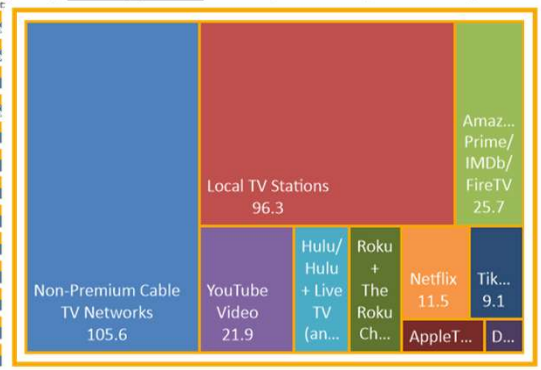


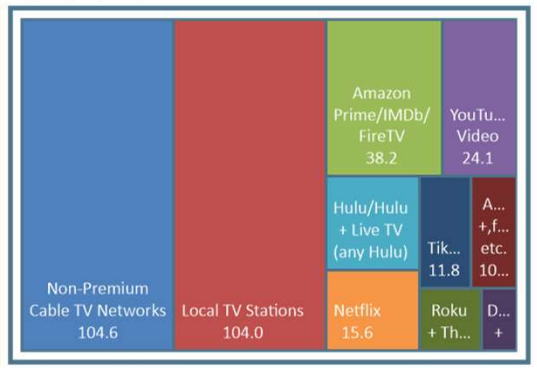


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 110

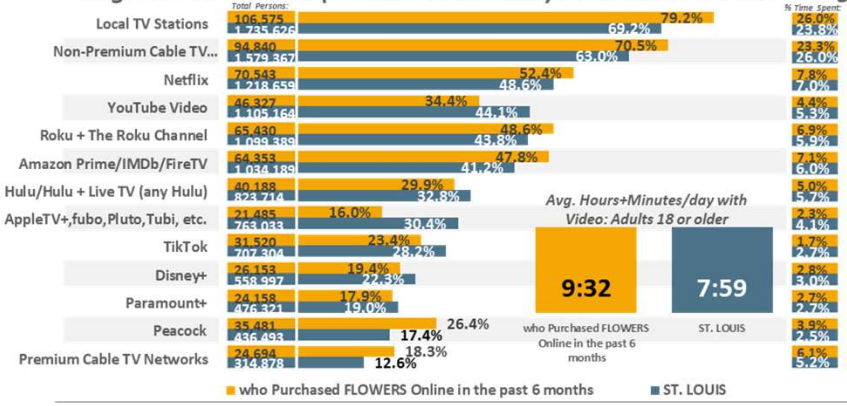
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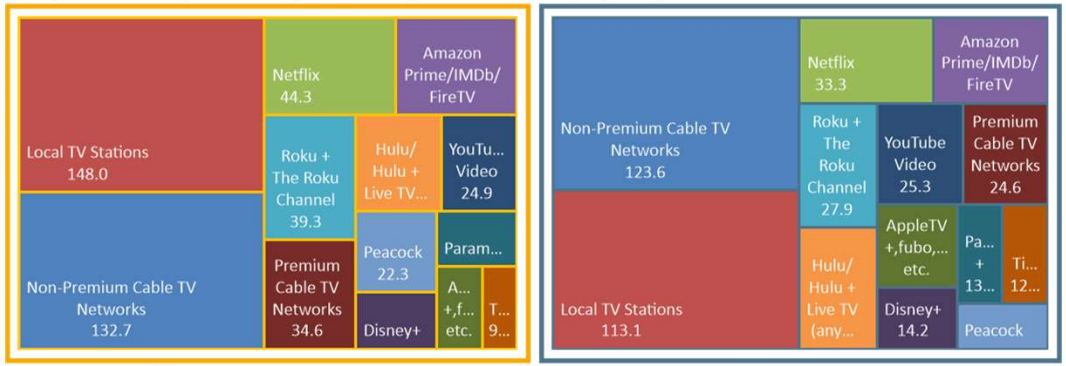
Items bought on the Internet past 6 months:Household/Grocery: Flowers

104,308 or 77.5% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months watch Ad-Supported Local TV Stations for an average of 137.8 minutes every day representing 30.7% of all time spent daily with Ad-Supported Video.

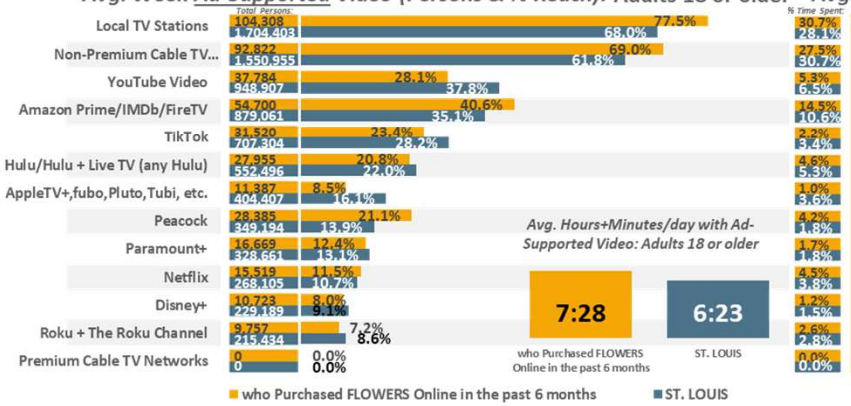
Avg. Week All Video (Persons & % Reach): Adults 18 or older



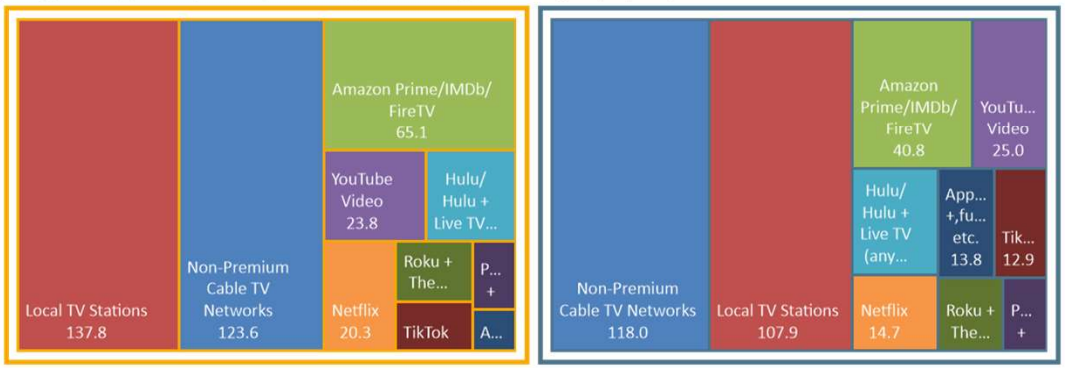
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 131

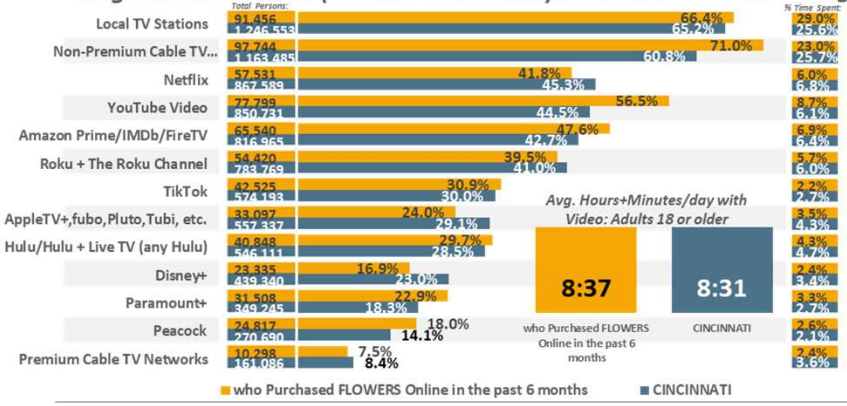
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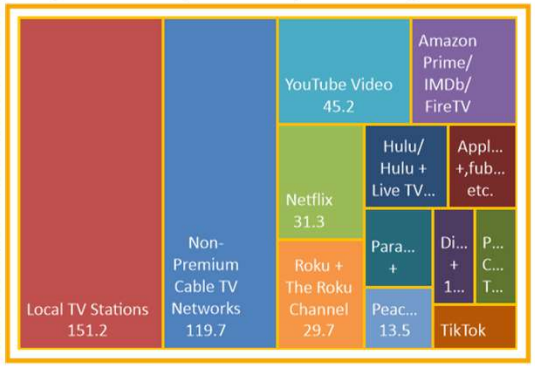
Items bought on the Internet past 6 months:Household/Grocery: Flowers

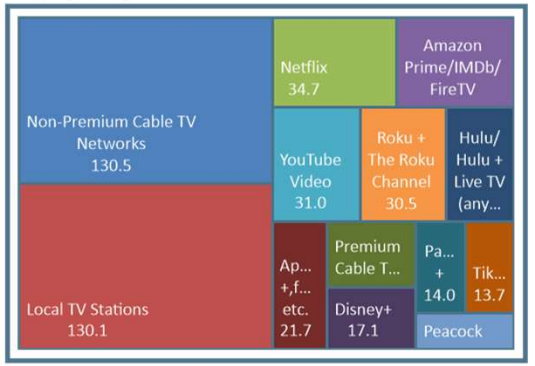
90,948 or 66.% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months watch Ad-Supported Local TV Stations for an average of 146.2 minutes every day representing 34.7% of all time spent daily with Ad-Supported Video.

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

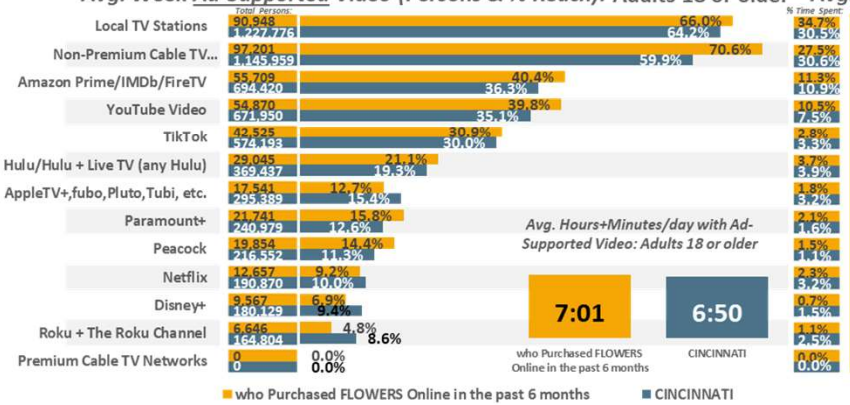


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

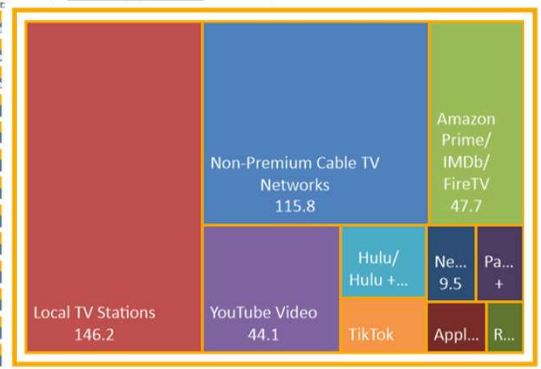


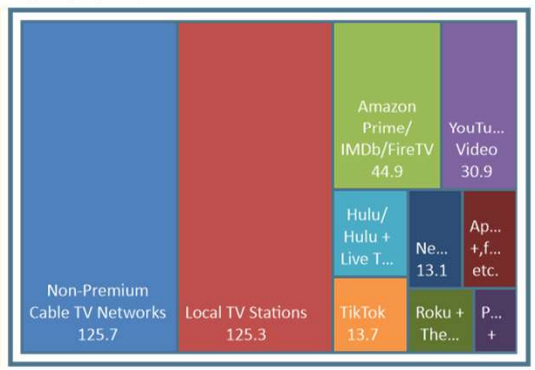


Avg. Week <u>Ad-Supported</u> Video (Persons & % Reach): Adults 18 or older



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





CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 143

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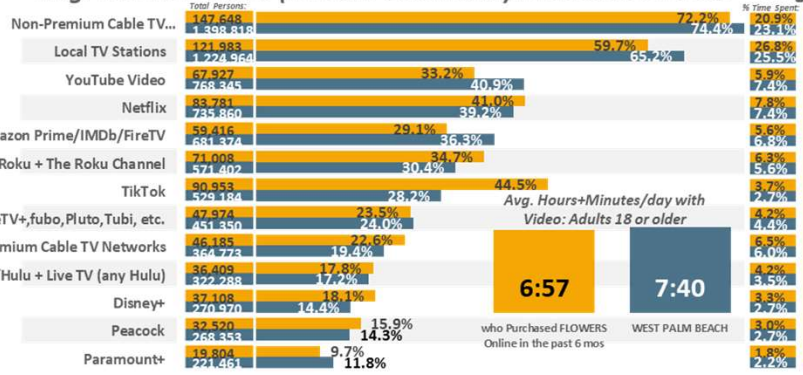
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Items bought on the Internet past 6 months:Household/Grocery: Flowers

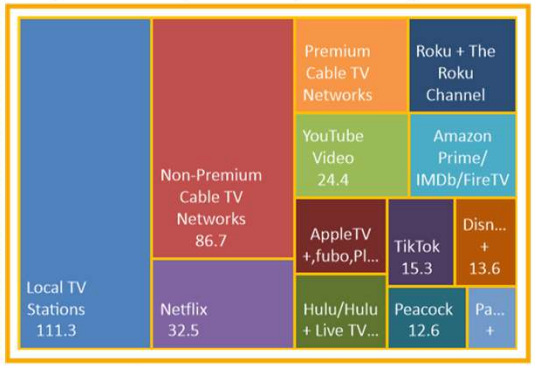
1-800 flowers.com WPB

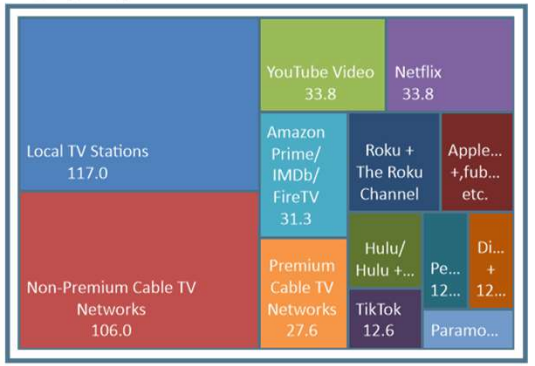
120,307 or 58.8% of Adults 18 or older who Purchased FLOWERS Online in the past 6 mos watch Ad-Supported Local TV Stations for an average of 102.5 minutes every day representing 30.8% of all time spent daily with Ad-Supported Video.

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

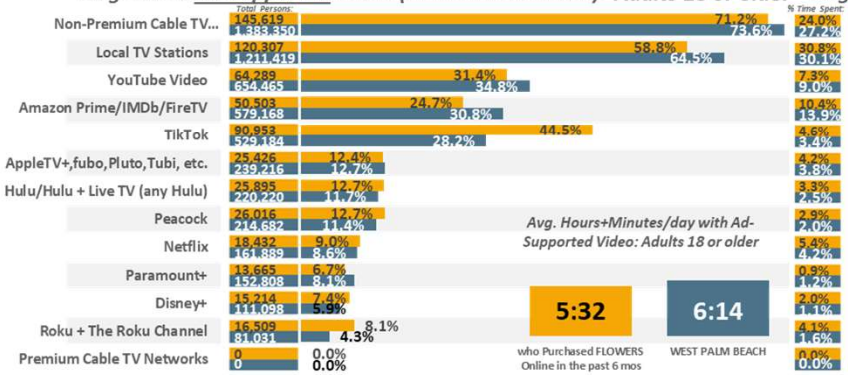


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

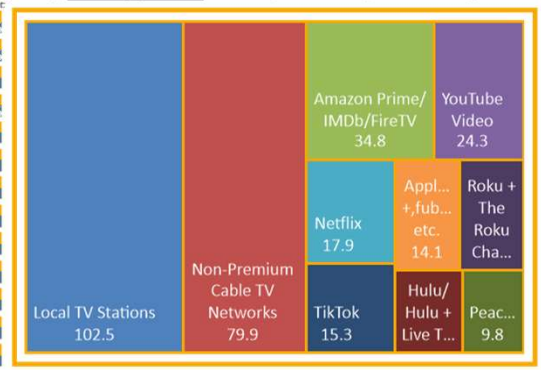


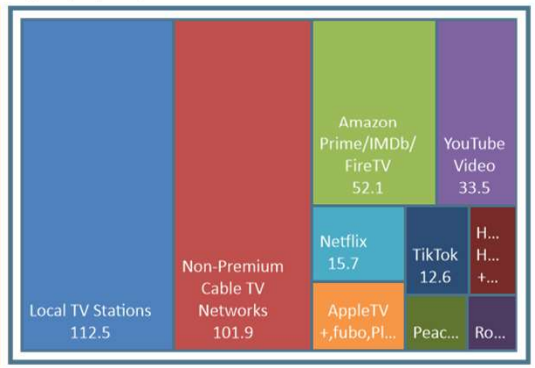


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 231

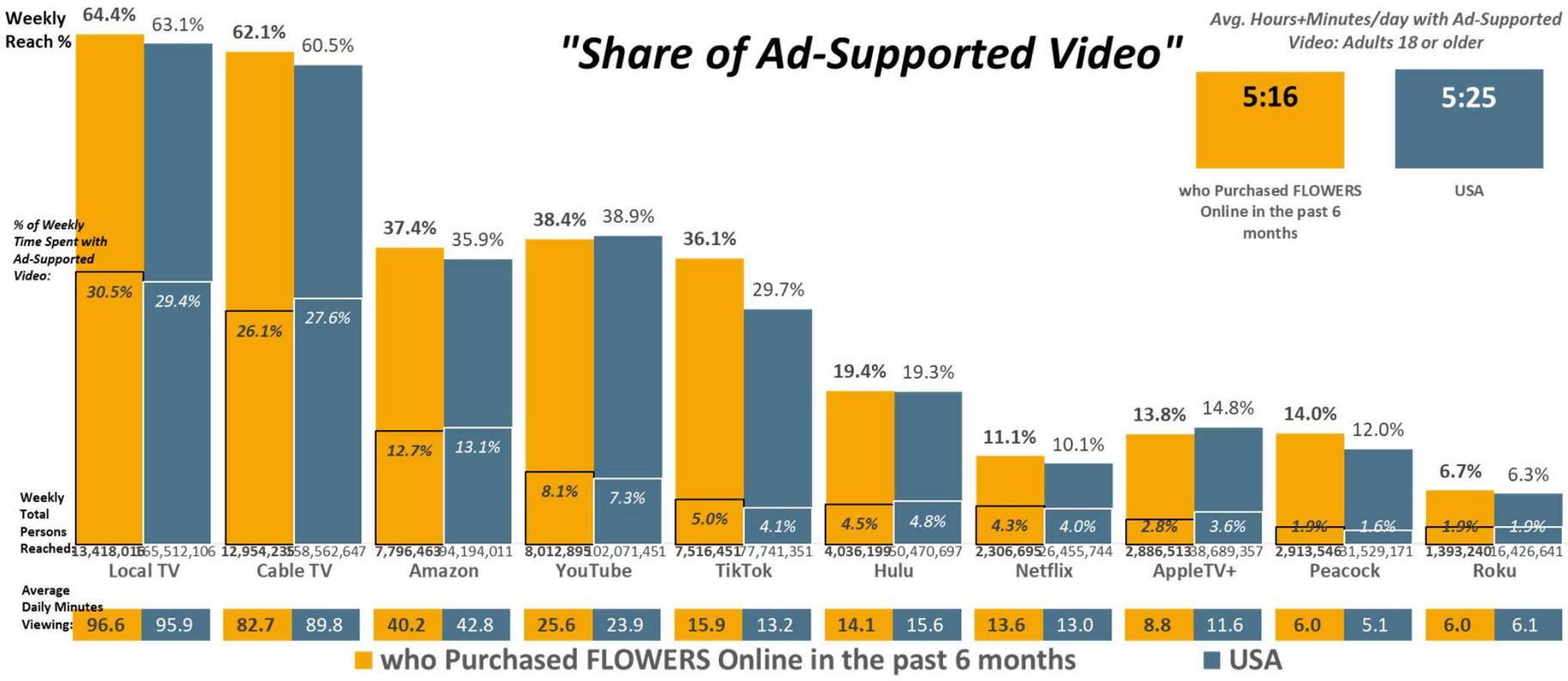
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Items bought on the Internet past 6 months:Household/Grocery: Flowers

1-800 flowers.com USA

13,418,016 or 64.4% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months watch Ad-Supported Local TV Stations for an average of 96.6 minutes every day representing 30.5% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 1,908

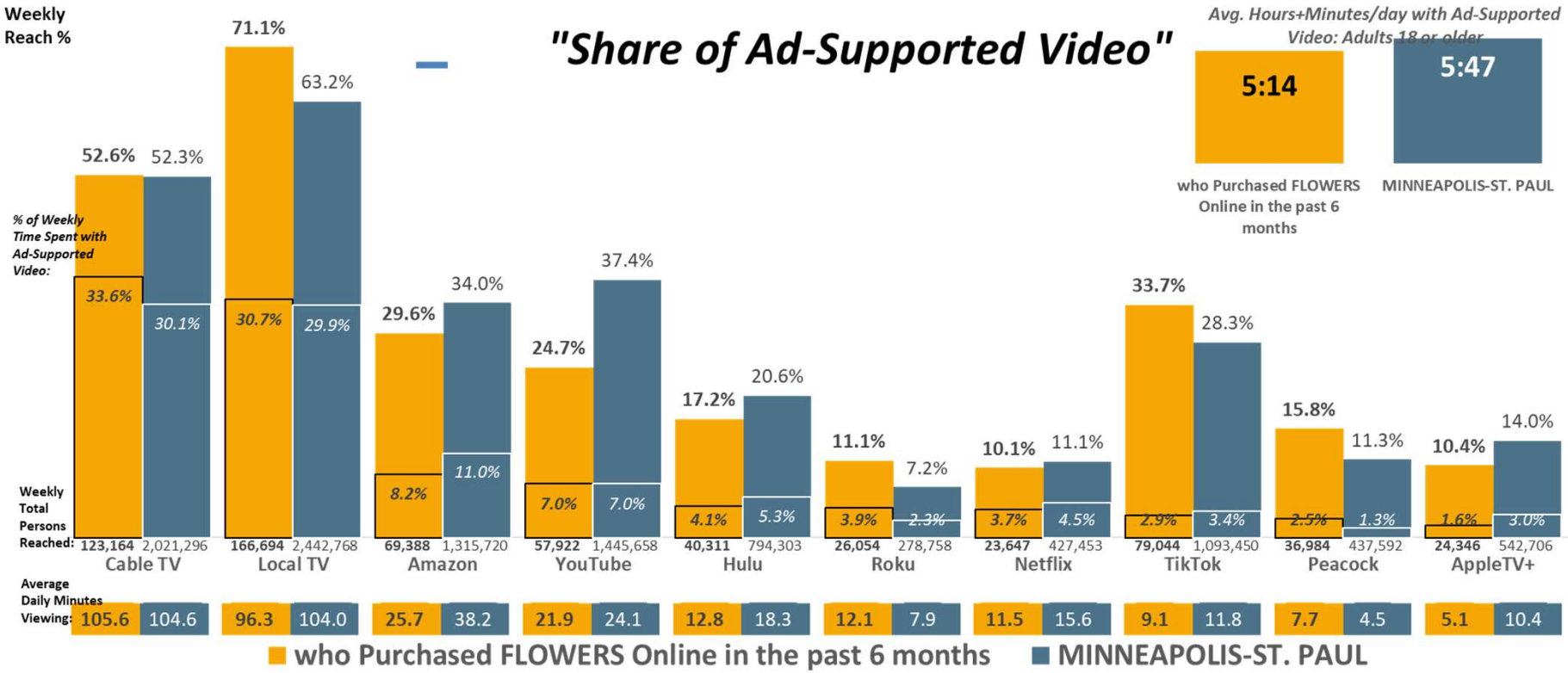
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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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Items bought on the Internet past 6 months:Household/Grocery: Flowers

166,694 or 71.1% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months watch Ad-Supported Local TV Stations for an average of 96.3 minutes every day representing 30.7% of all time spent daily with Ad-Supported Video.



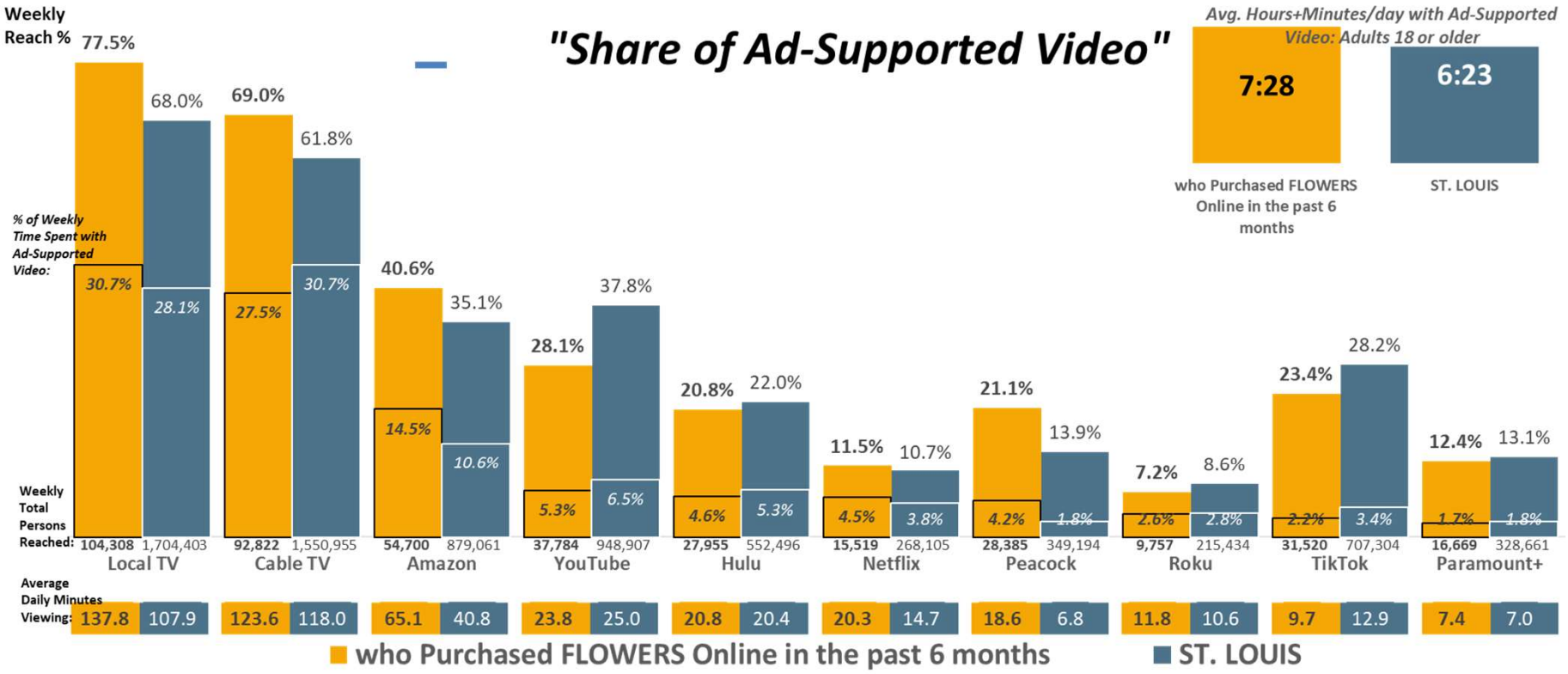
MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 110 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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Items bought on the Internet past 6 months:Household/Grocery: Flowers

104,308 or 77.5% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months watch Ad-Supported Local TV Stations for an average of 137.8 minutes every day representing 30.7% of all time spent daily with Ad-Supported Video.



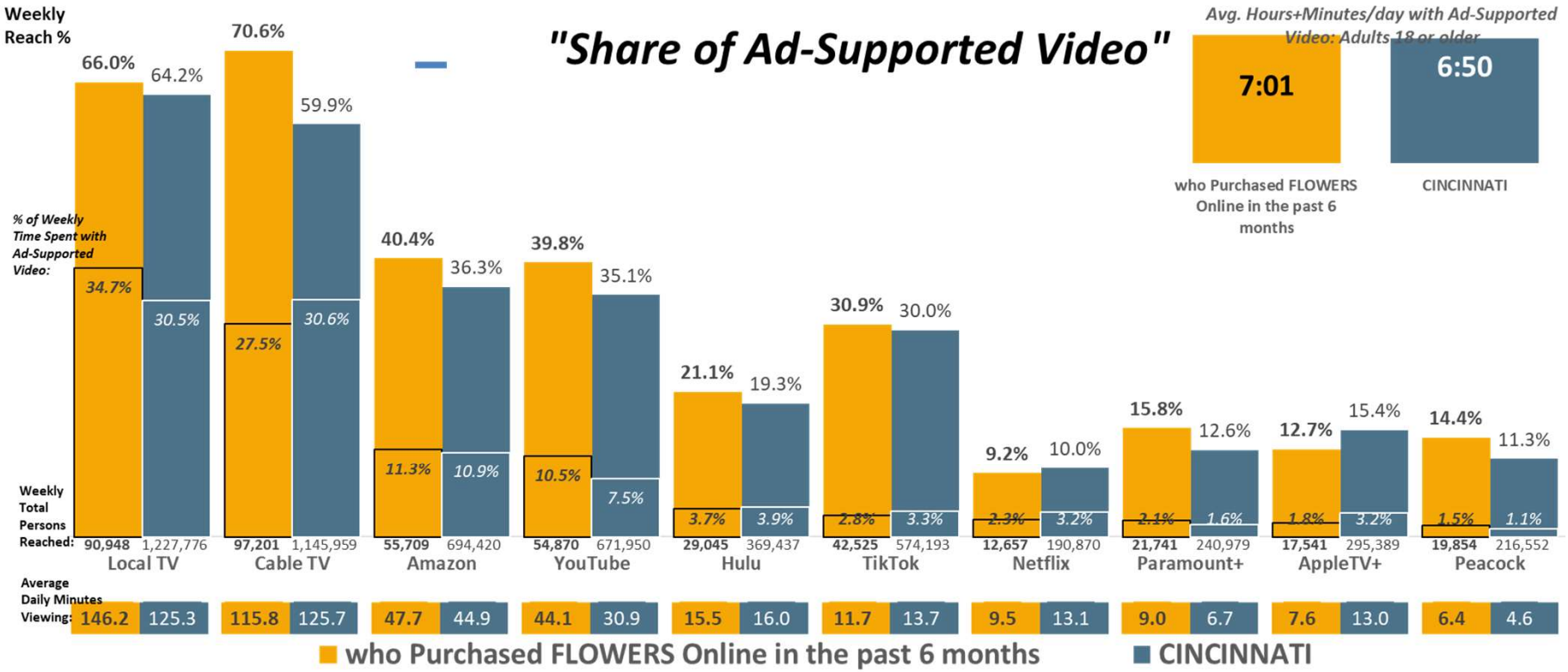
ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 131 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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Items bought on the Internet past 6 months:Household/Grocery: Flowers

90,948 or 66.% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months watch Ad-Supported Local TV Stations for an average of 146.2 minutes every day representing 34.7% of all time spent daily with Ad-Supported Video.



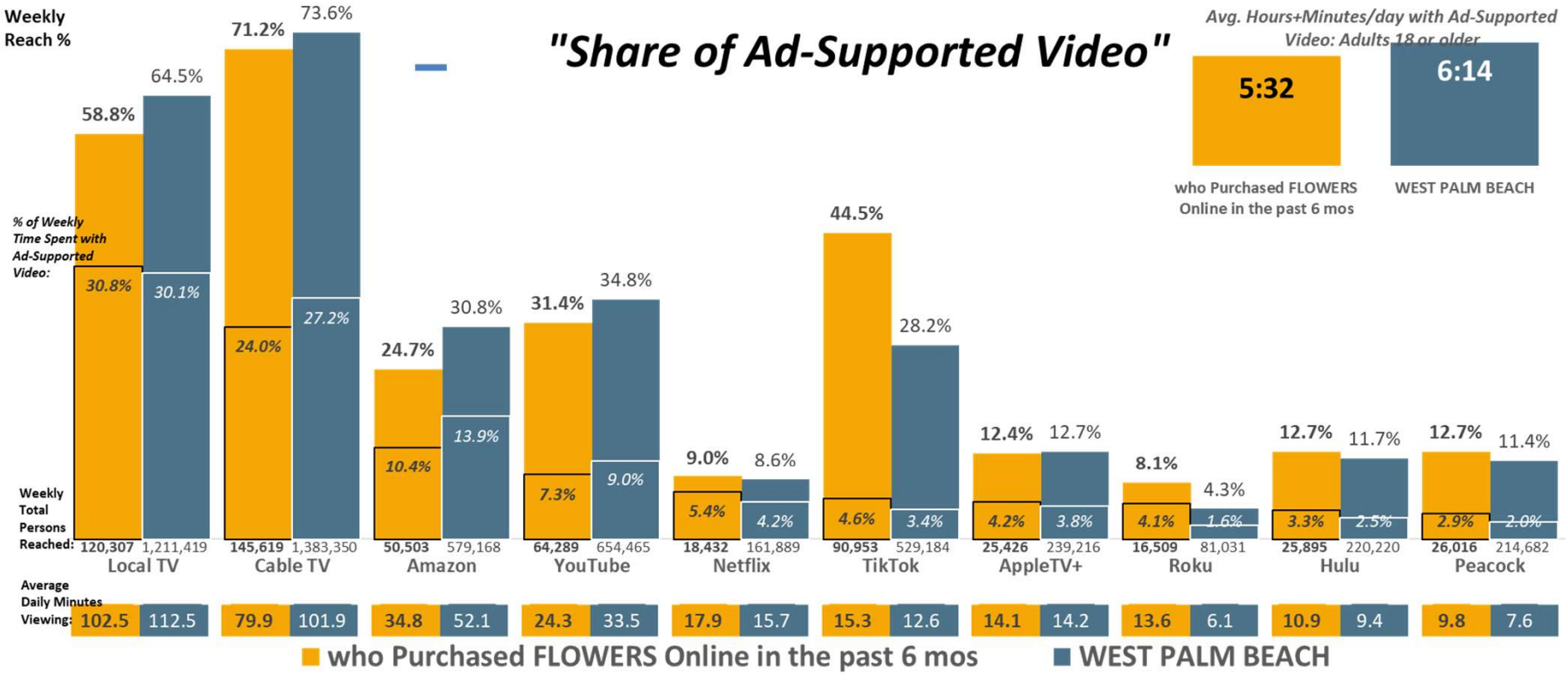
CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 143 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

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Items bought on the Internet past 6 months:Household/Grocery: Flowers

120,307 or 58.8% of Adults 18 or older who Purchased FLOWERS Online in the past 6 mos watch Ad-Supported Local TV Stations for an average of 102.5 minutes every day representing 30.8% of all time spent daily with Ad-Supported Video.



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 231 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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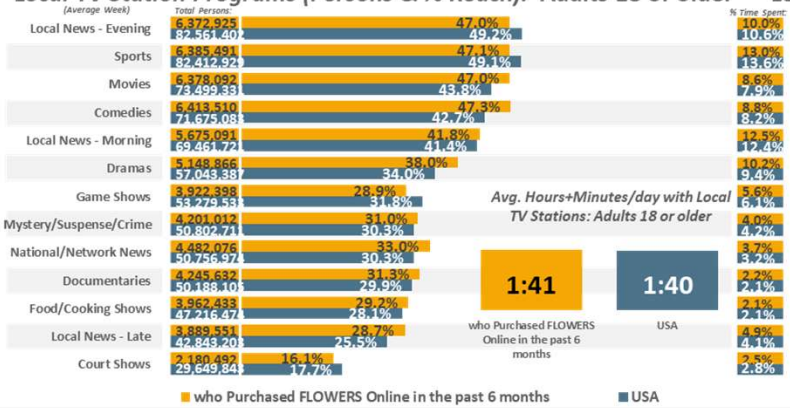
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Items bought on the Internet past 6 months:Household/Grocery: Flowers

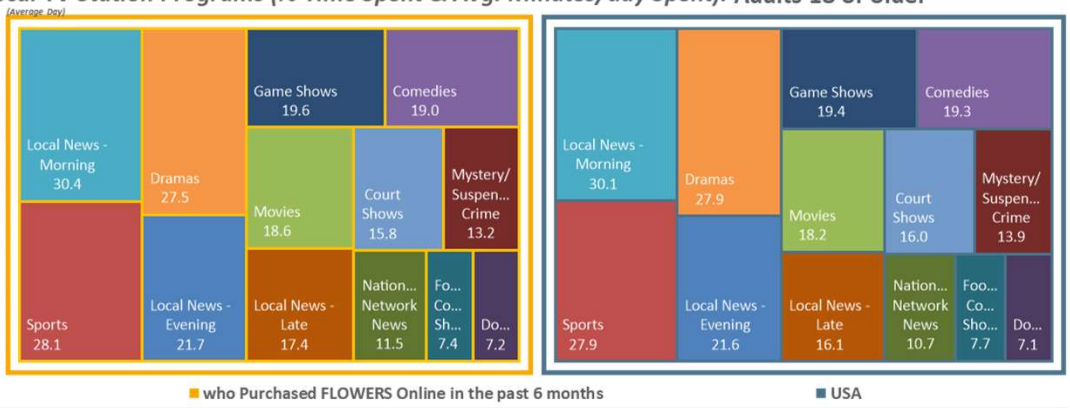
1-800 flowers.com USA

13,418,016 or 64.4% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Local News - Evening, Comedies, Local News - Morning, and Dramas.

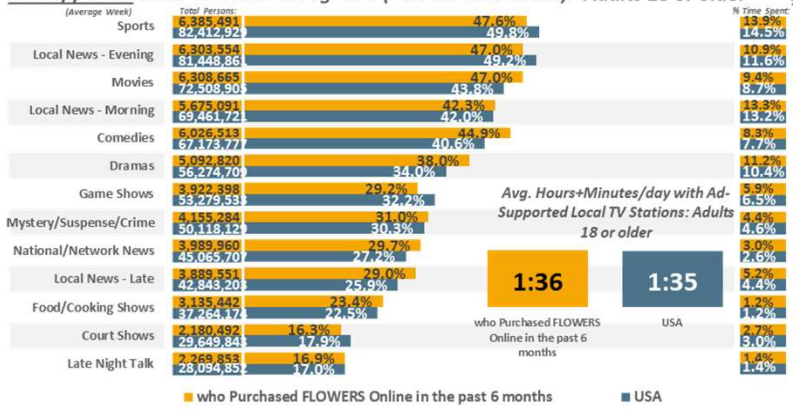
Local TV Station Programs (Persons & % Reach): Adults 18 or older



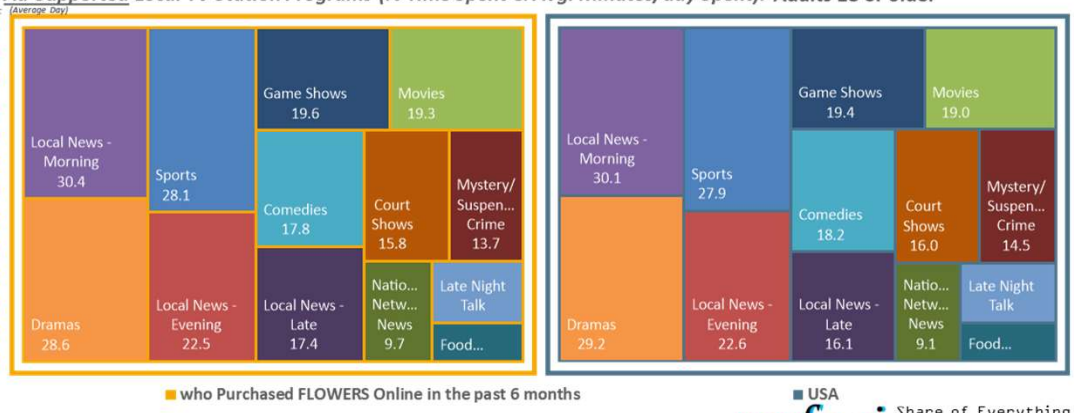
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 1,908

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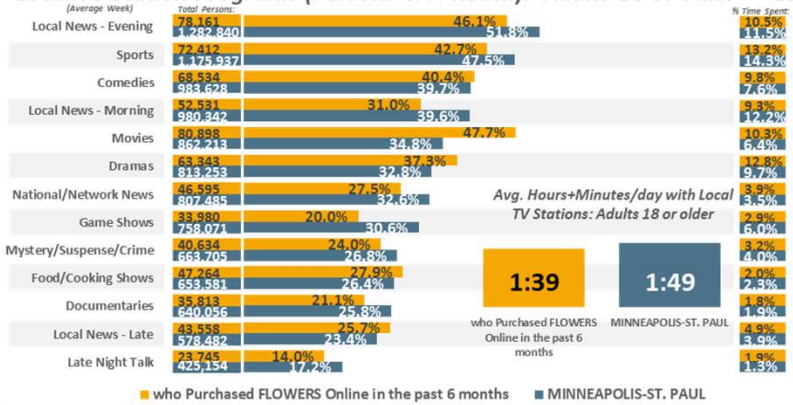
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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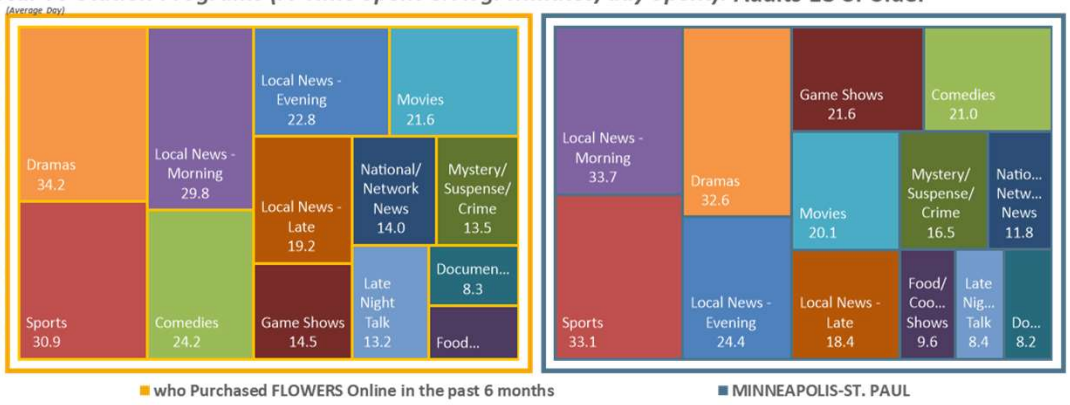
Items bought on the Internet past 6 months:Household/Grocery: Flowers

166,694 or 71.1% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Local News - Evening, Sports, Comedies, Dramas, and Local News - Morning.

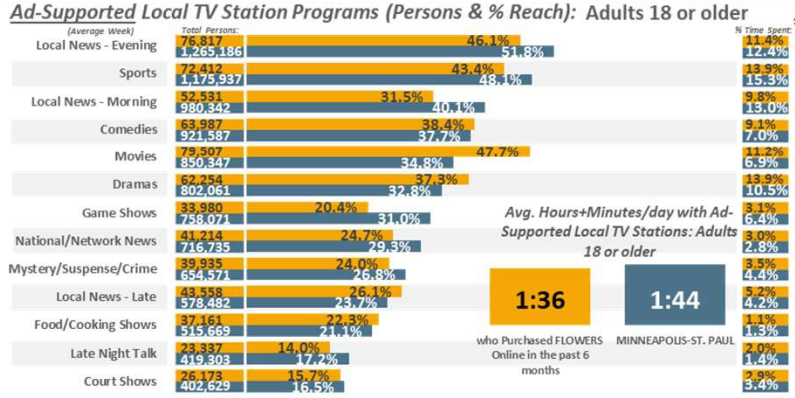
Local TV Station Programs (Persons & % Reach): Adults 18 or older



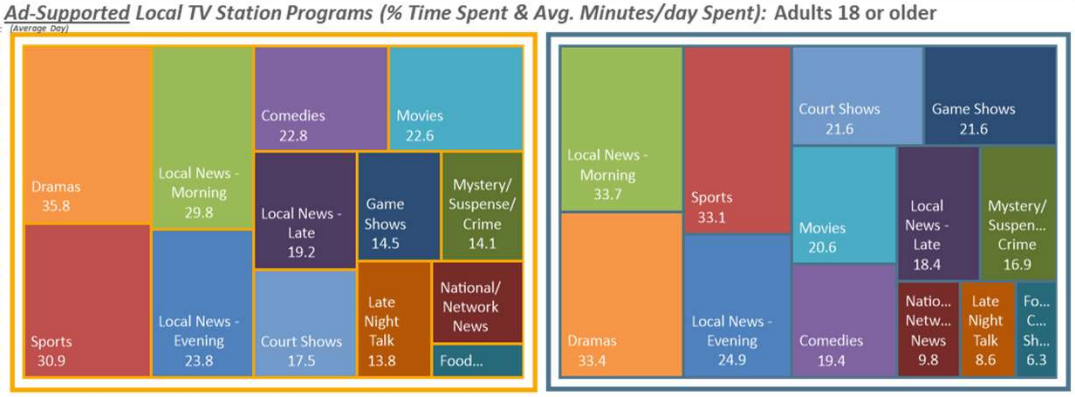
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 110

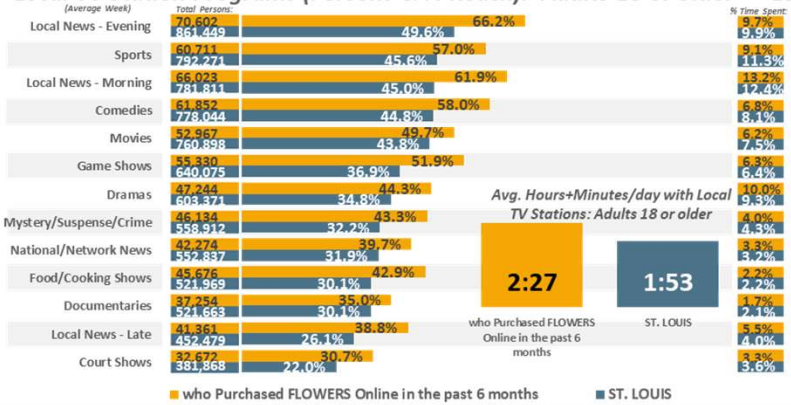
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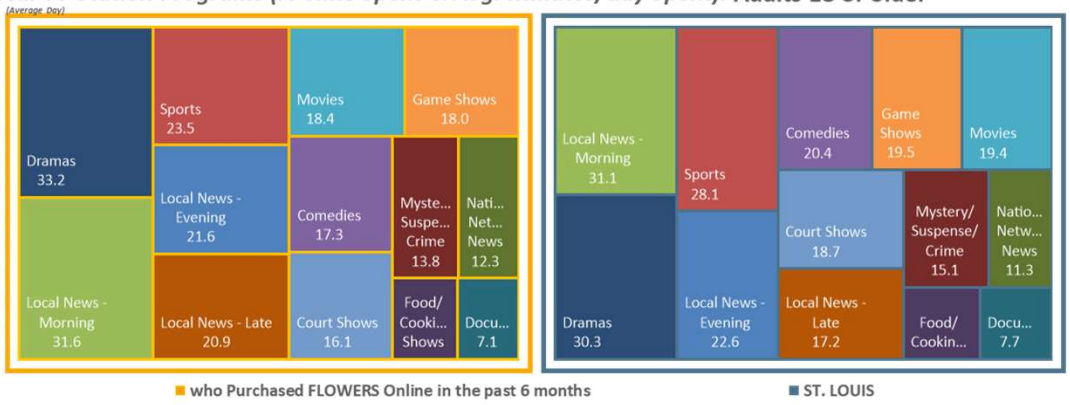
Items bought on the Internet past 6 months:Household/Grocery: Flowers

104,308 or 77.5% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Sports, Comedies, Game Shows, and Movies.

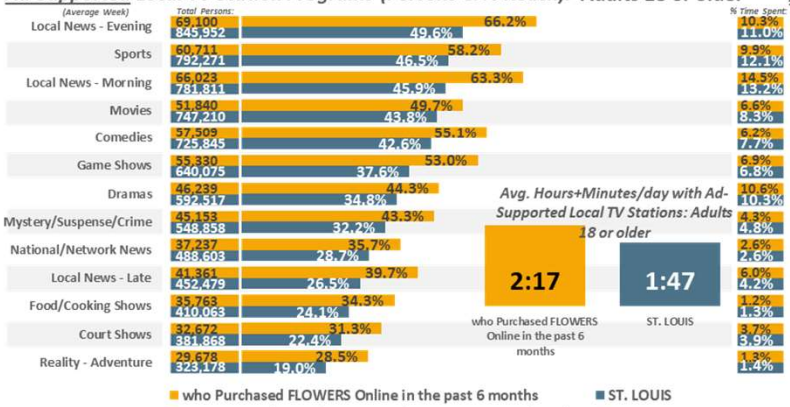
Local TV Station Programs (Persons & % Reach): Adults 18 or older



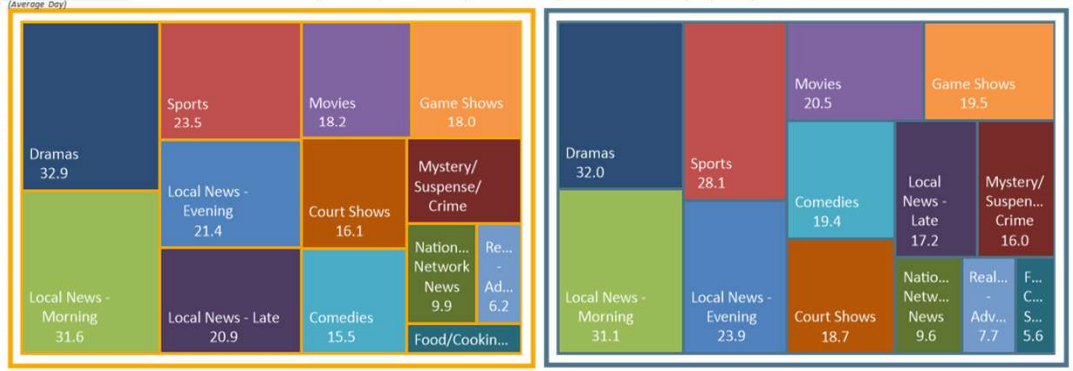
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 131

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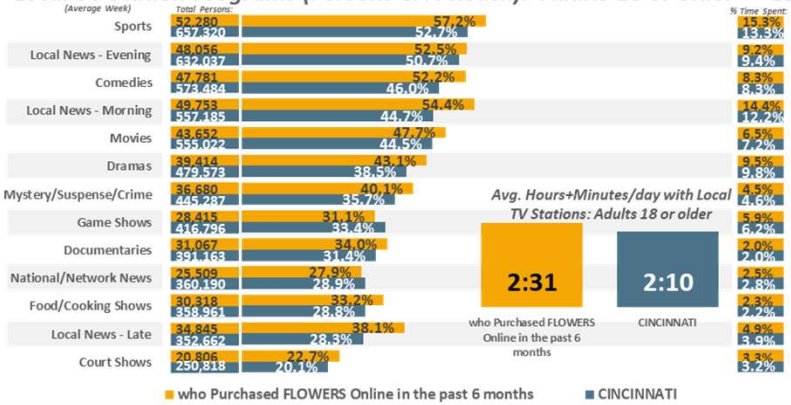
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Items bought on the Internet past 6 months:Household/Grocery: Flowers

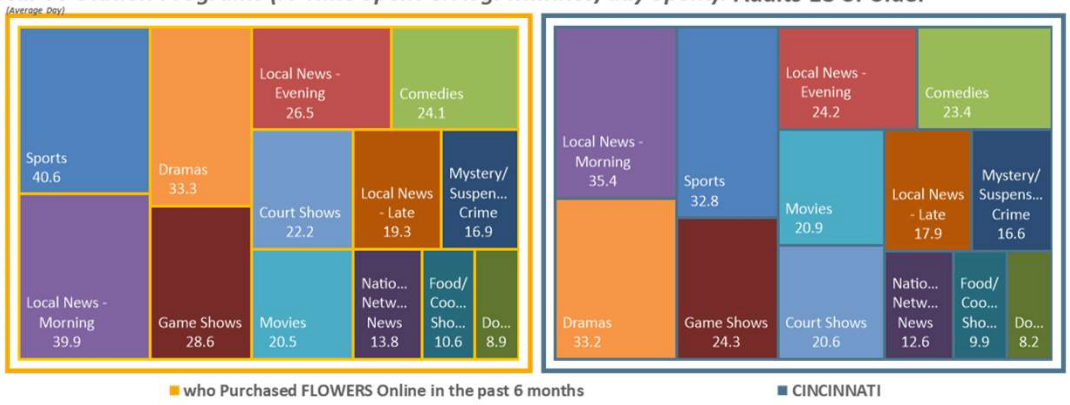
1-800 flowers.com CIN

90,948 or 66.% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Local News - Evening, Comedies, Movies, and Dramas.

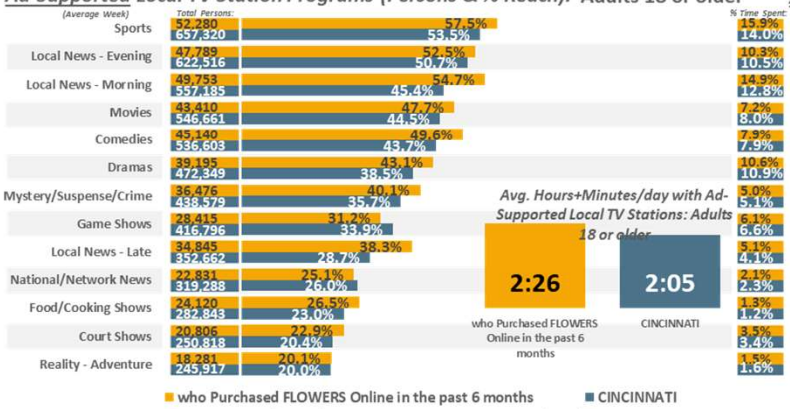
Local TV Station Programs (Persons & % Reach): Adults 18 or older



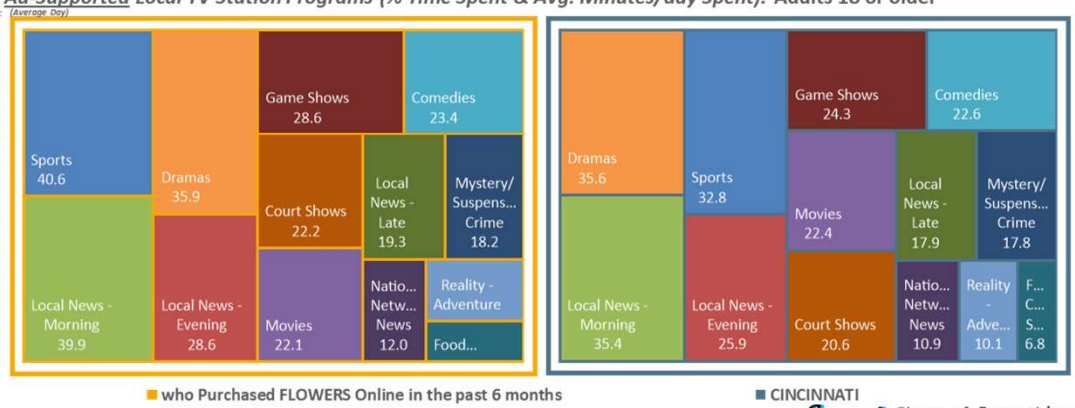
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 143

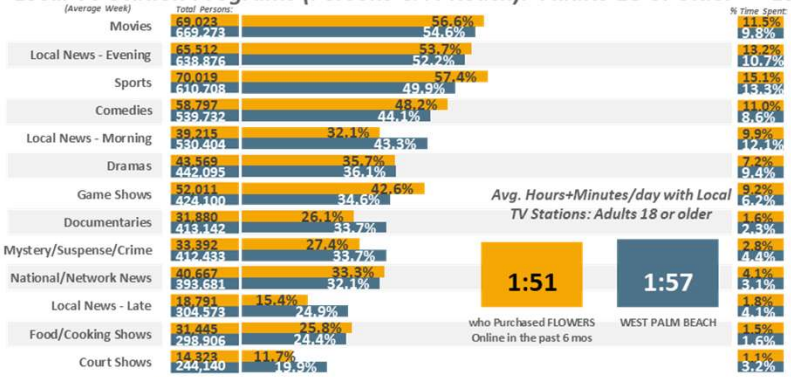
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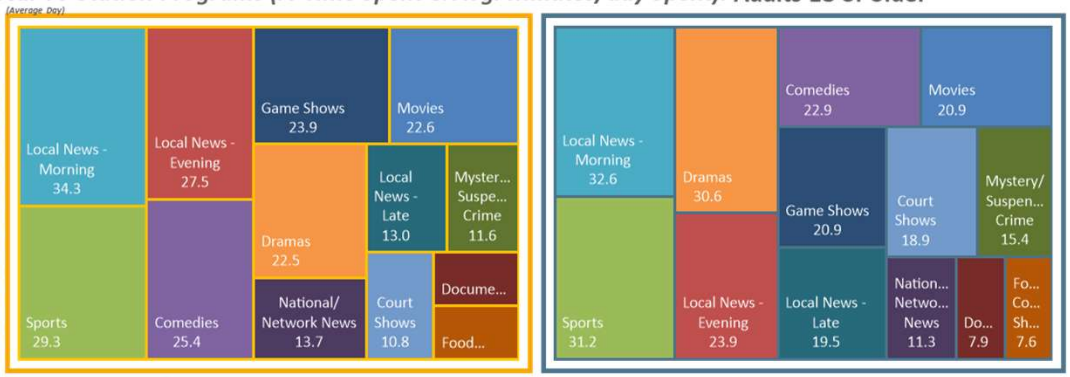
Items bought on the Internet past 6 months:Household/Grocery: Flowers

120,307 or 58.8% of Adults 18 or older who Purchased FLOWERS Online in the past 6 mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Local News - Evening, Comedies, Game Shows, and Dramas.

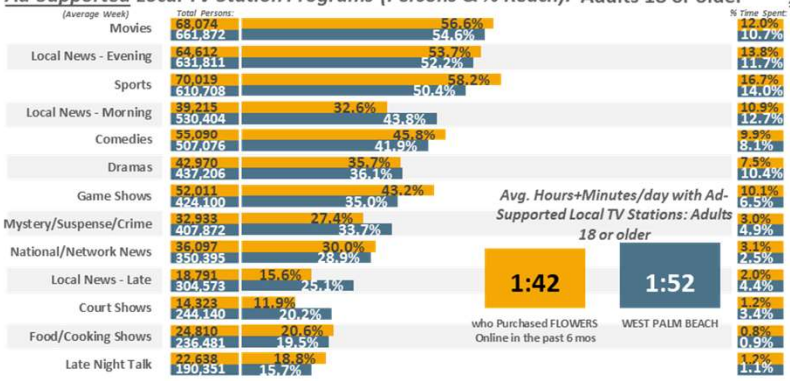
Local TV Station Programs (Persons & % Reach): Adults 18 or older



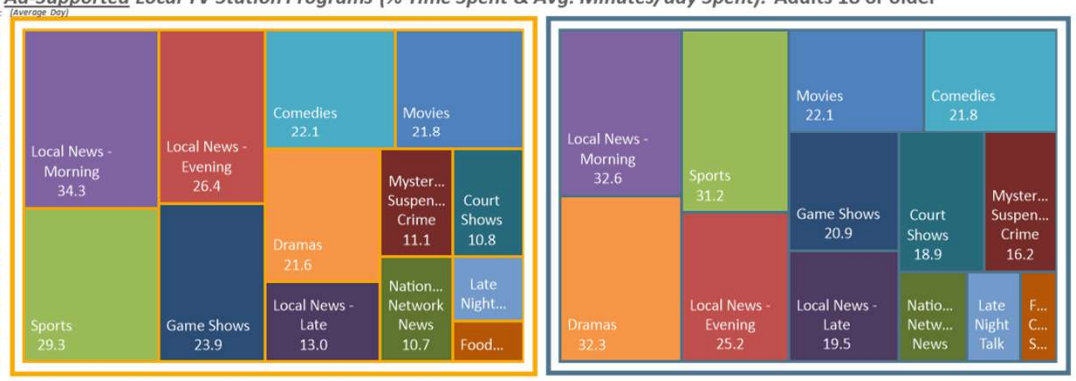
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 231

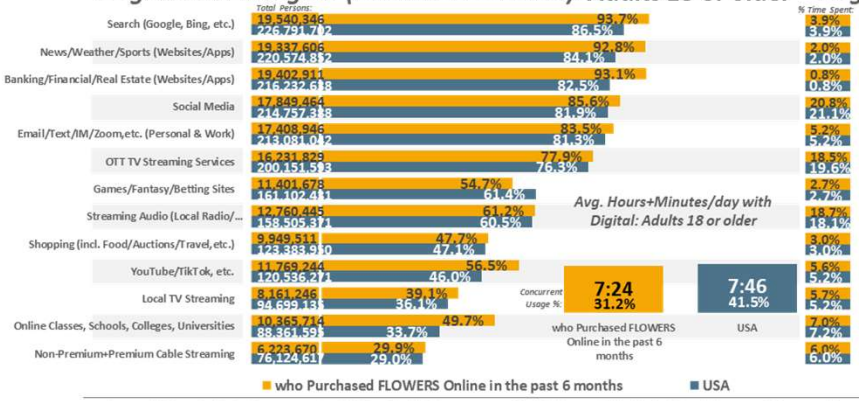
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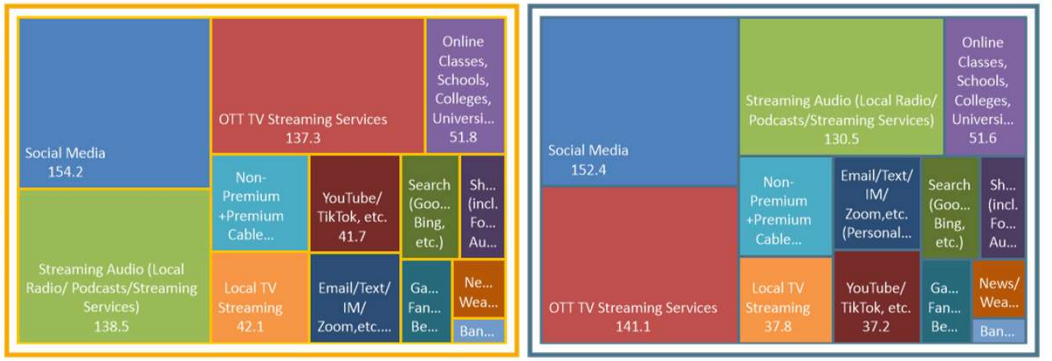
Items bought on the Internet past 6 months:Household/Grocery: Flowers

15,338,444 or 73.6% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months use Ad-Supported Social Media for an average of 132.5 minutes every day representing 24.9% of all time spent daily with Ad-Supported Digital Media.

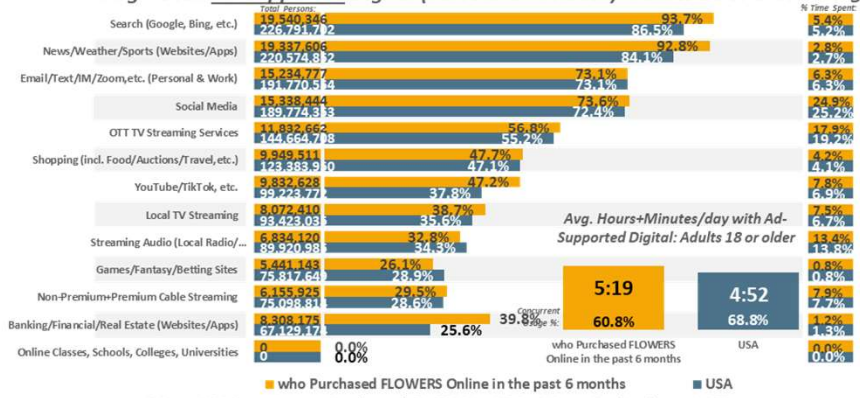
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



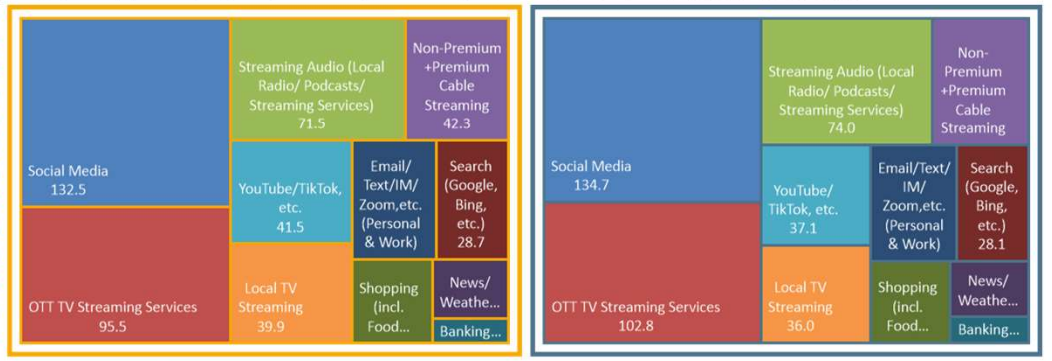
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 1,908

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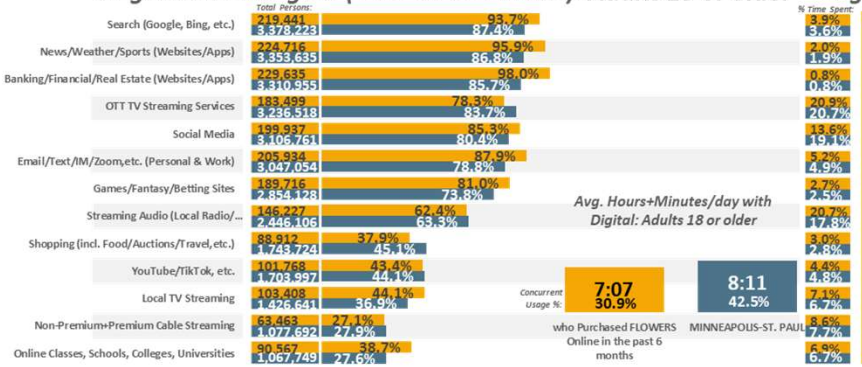
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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Items bought on the Internet past 6 months:Household/Grocery: Flowers

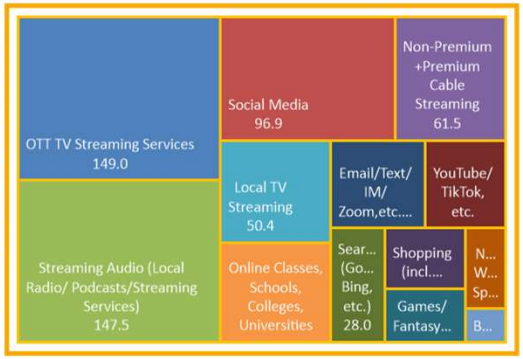
193,631 or 82.6% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months use Ad-Supported Social Media for an average of 93.8 minutes every day representing 19.% of all time spent daily with Ad-Supported Digital Media.

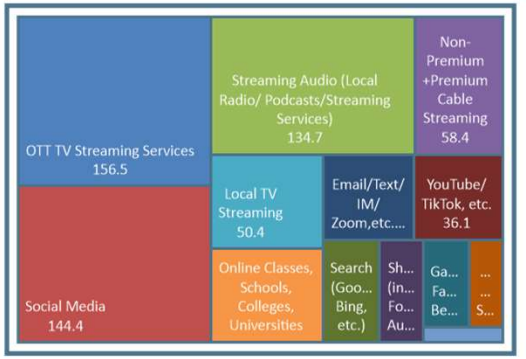
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



■ who Purchased FLOWERS Online in the past 6 months ■ MINNEAPOLIS-ST. PAUL

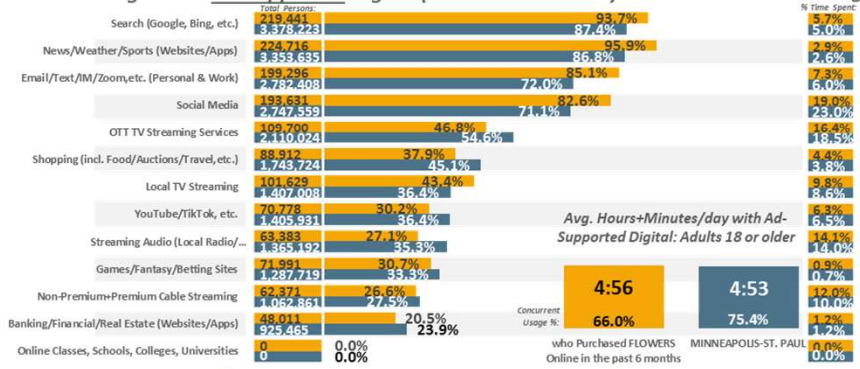
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





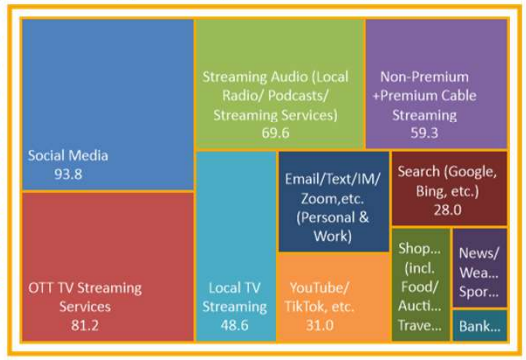
■ who Purchased FLOWERS Online in the past 6 months ■ MINNEAPOLIS-ST. PAUL

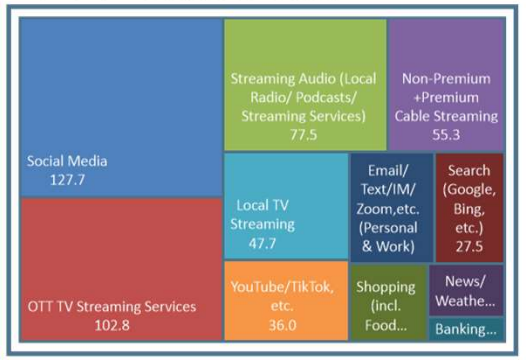
Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



■ who Purchased FLOWERS Online in the past 6 months ■ MINNEAPOLIS-ST. PAUL

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





■ who Purchased FLOWERS Online in the past 6 months ■ MINNEAPOLIS-ST. PAUL

MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 110

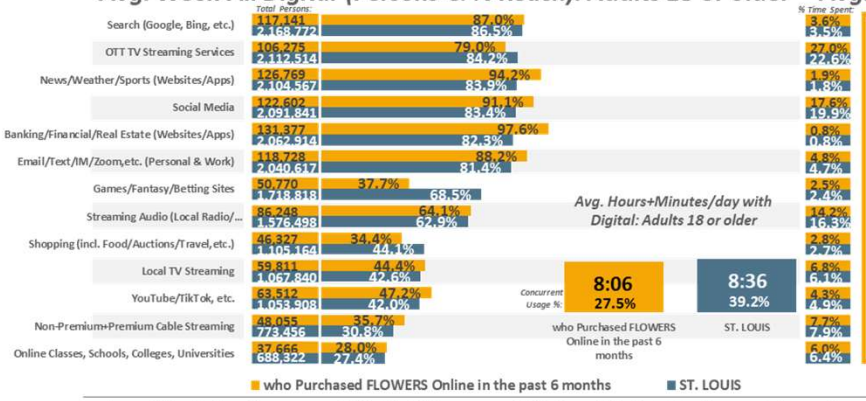
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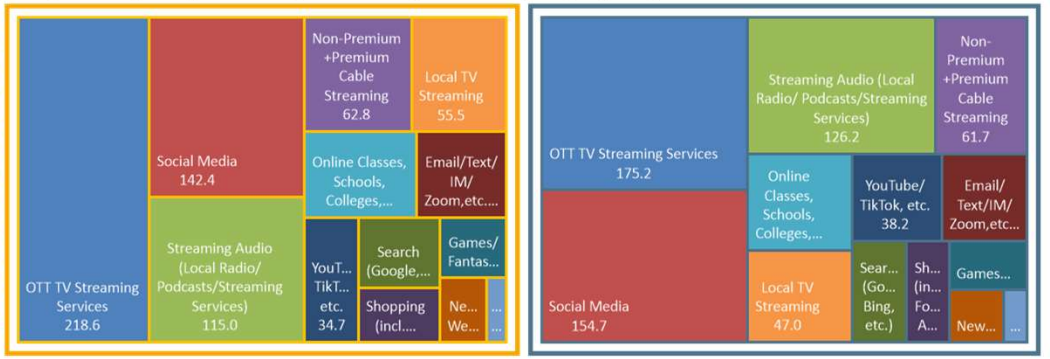
Items bought on the Internet past 6 months:Household/Grocery: Flowers

120,050 or 89.2% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months use Ad-Supported Social Media for an average of 139.4 minutes every day representing 22.6% of all time spent daily with Ad-Supported Digital Media.

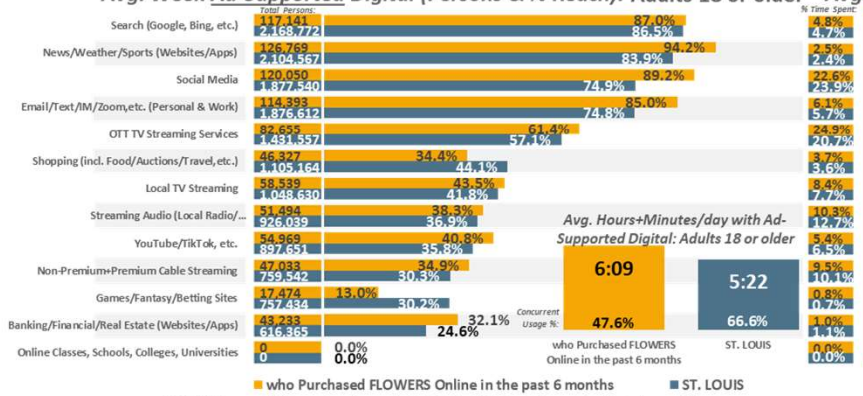
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



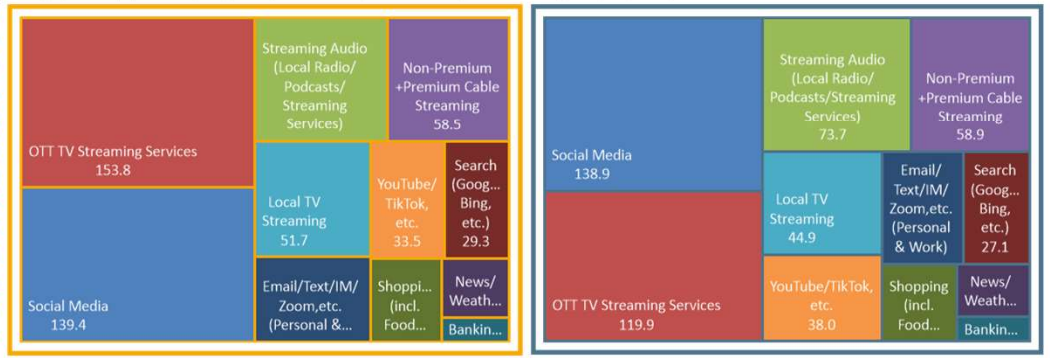
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 131

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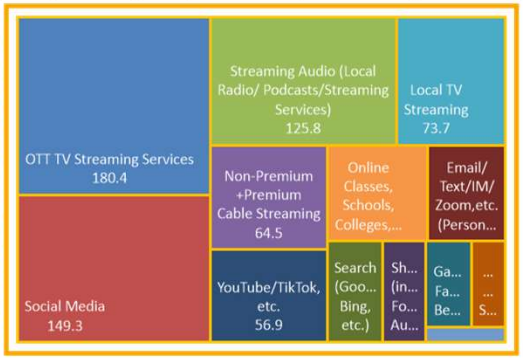
Items bought on the Internet past 6 months:Household/Grocery: Flowers

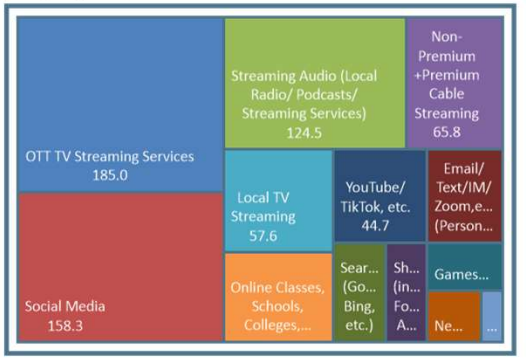
95,435 or 69.3% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months use Ad-Supported Social Media for an average of 123.5 minutes every day representing 20.3% of all time spent daily with Ad-Supported Digital Media.

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

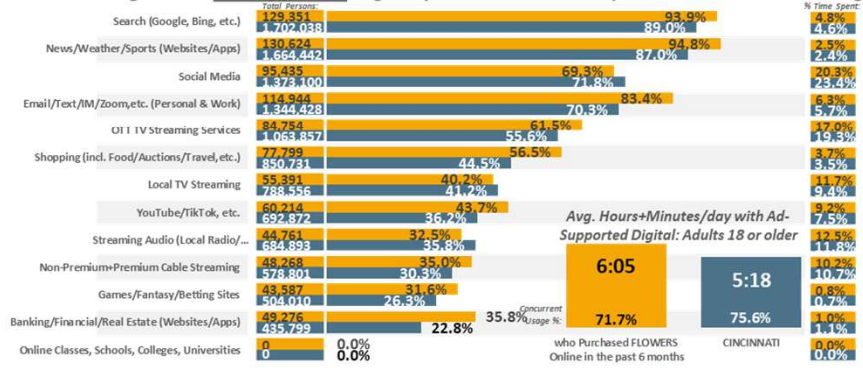


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

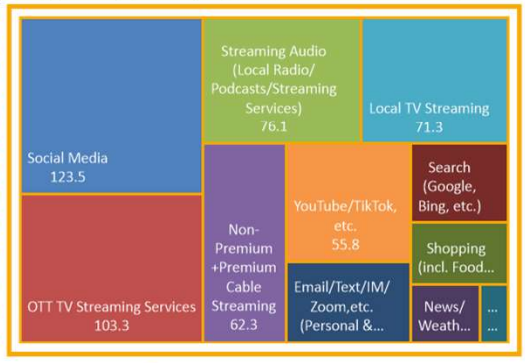


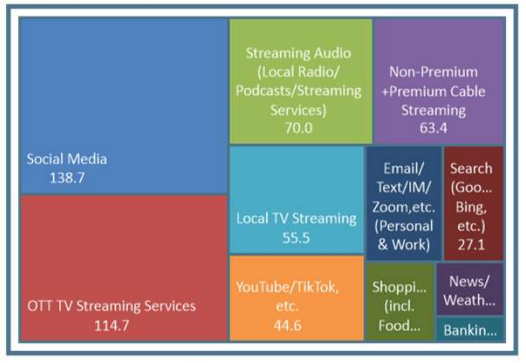


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 143

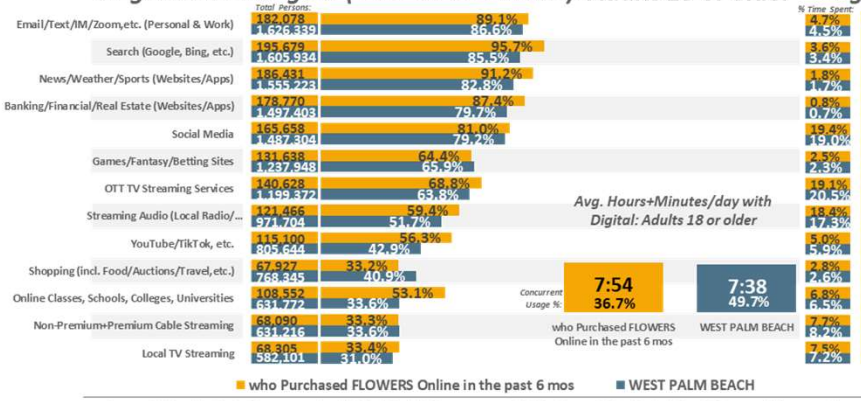
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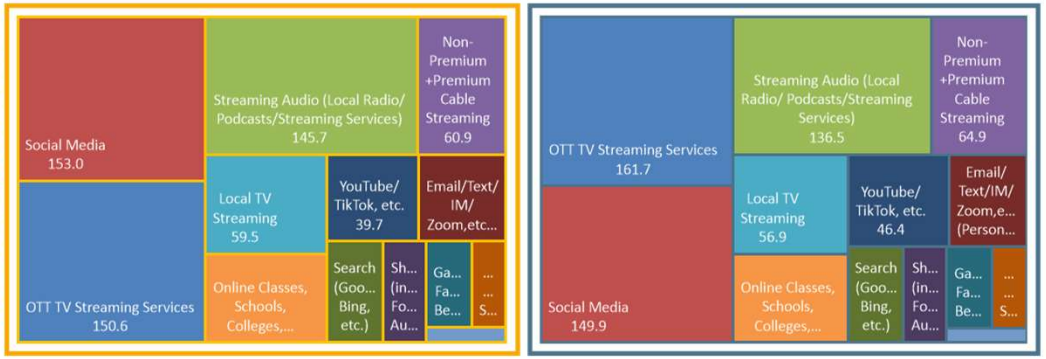
Items bought on the Internet past 6 months:Household/Grocery: Flowers

122,827 or 60.1% of Adults 18 or older who Purchased FLOWERS Online in the past 6 mos use Ad-Supported Social Media for an average of 113.5 minutes every day representing 20.% of all time spent daily with Ad-Supported Digital Media.

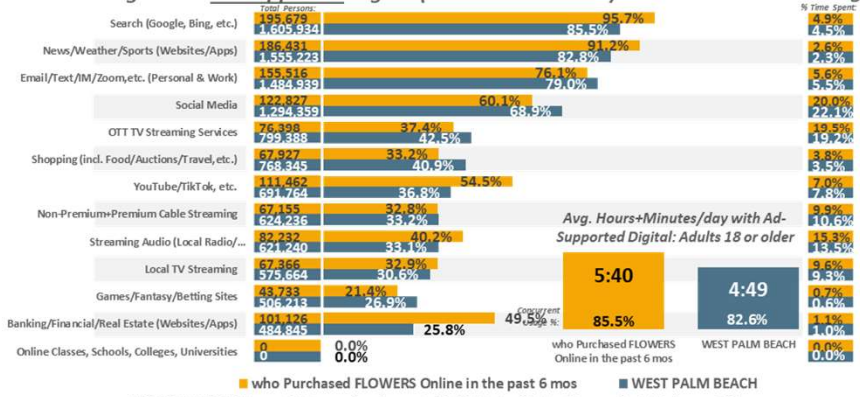
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



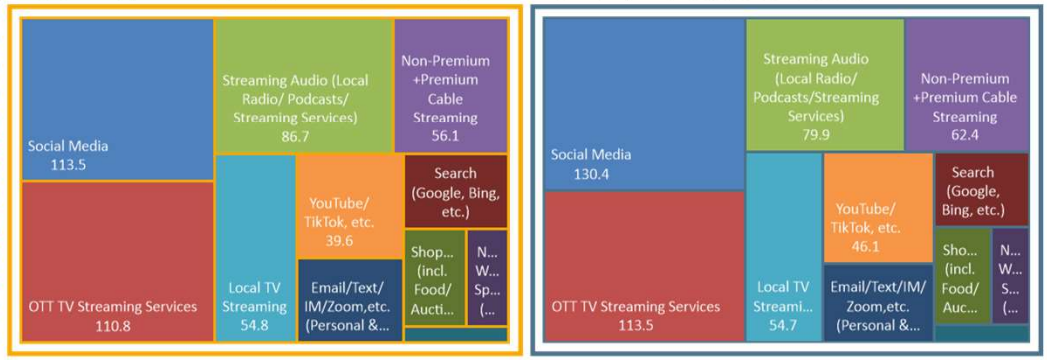
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 231

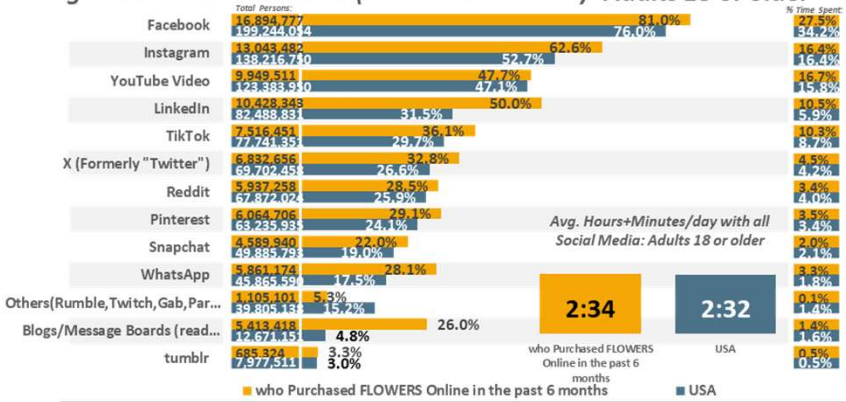
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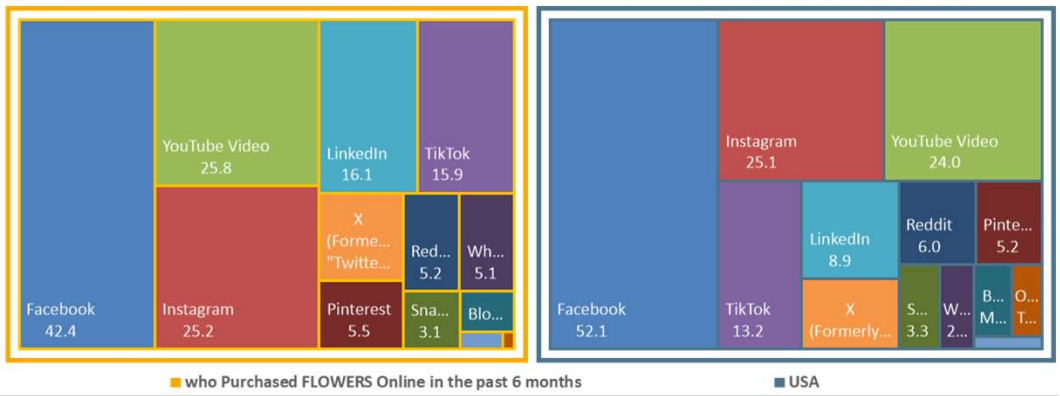
Items bought on the Internet past 6 months:Household/Grocery: Flowers

15,338,444 or 73.6% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months use Ad-Supported Facebook for an average of 40.2 minutes every day representing 30.3% of all time spent daily with Ad-Supported Social Media.

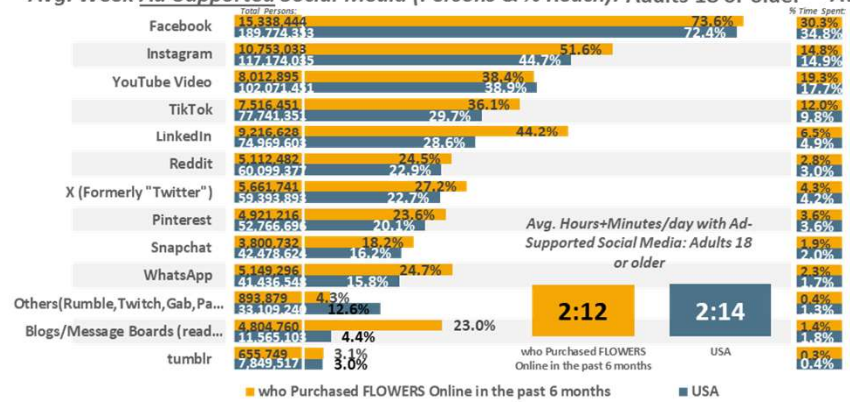
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



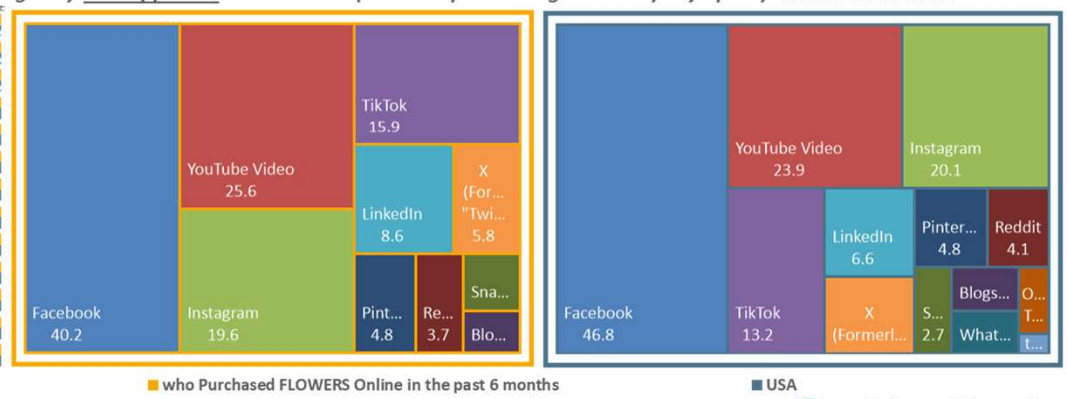
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 1,908

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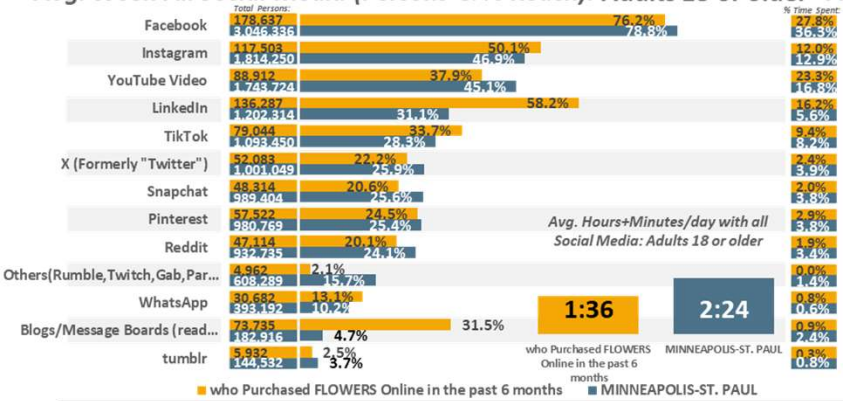
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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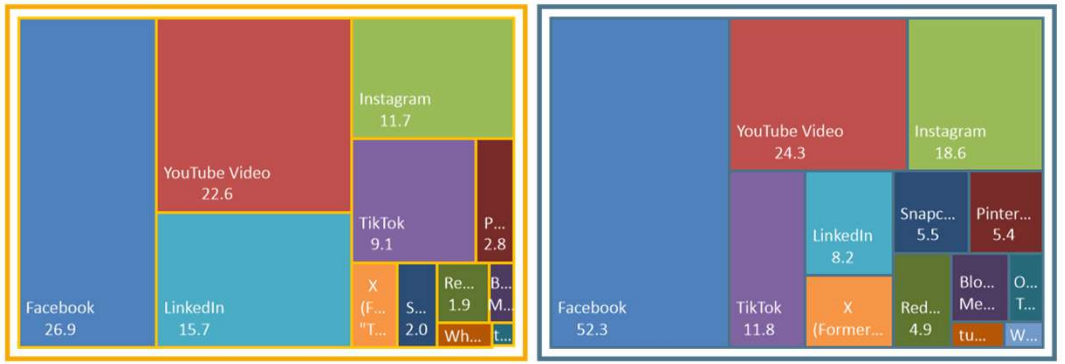
Items bought on the Internet past 6 months:Household/Grocery: Flowers

178,637 or 76.2% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months use Ad-Supported Facebook for an average of 29.6 minutes every day representing 31.5% of all time spent daily with Ad-Supported Social Media.

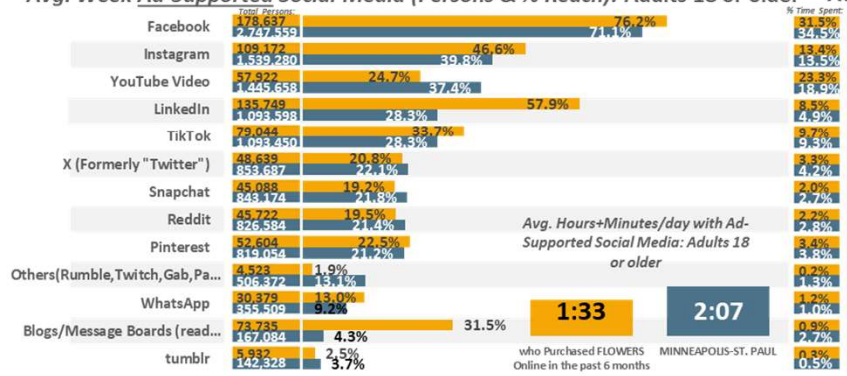
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



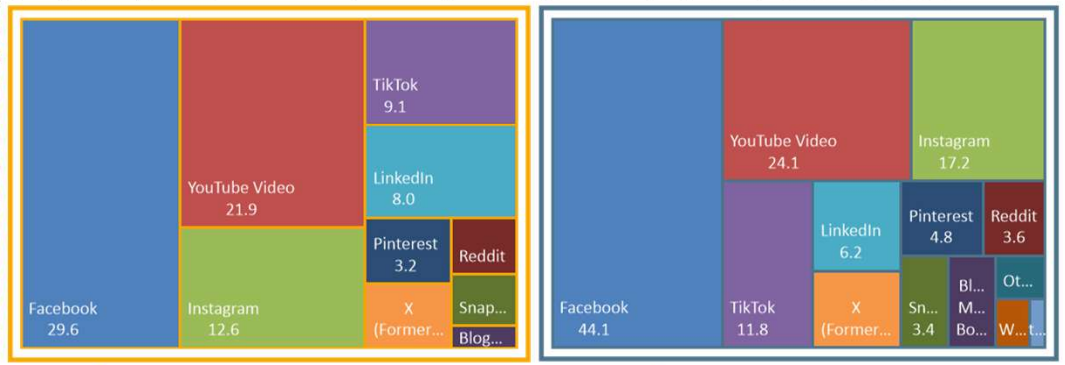
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 110

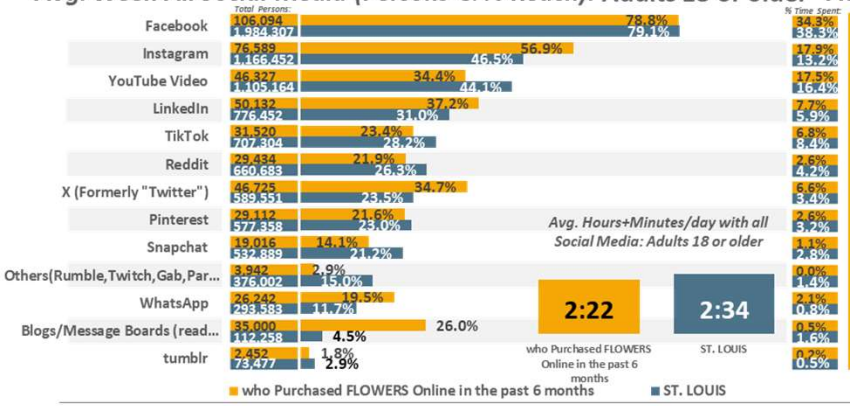
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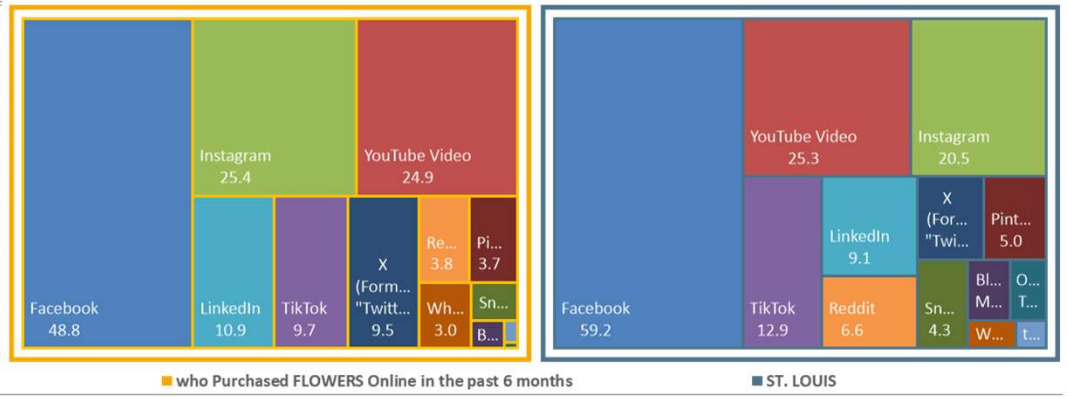
Items bought on the Internet past 6 months:Household/Grocery: Flowers

106,094 or 78.8% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months use Ad-Supported Facebook for an average of 50.5 minutes every day representing 36.3% of all time spent daily with Ad-Supported Social Media.

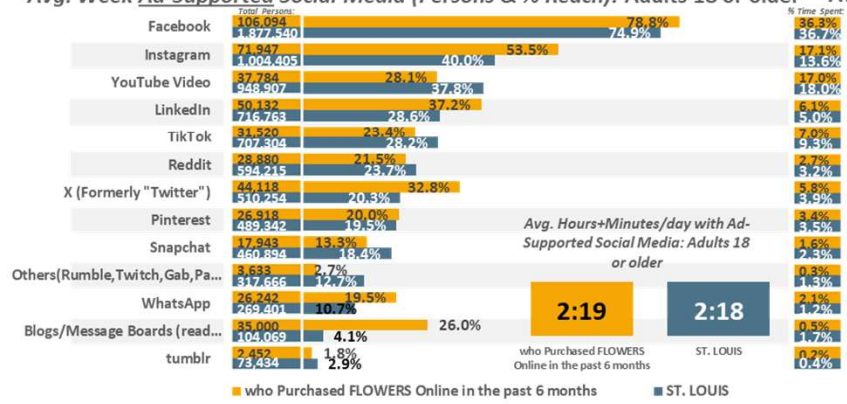
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



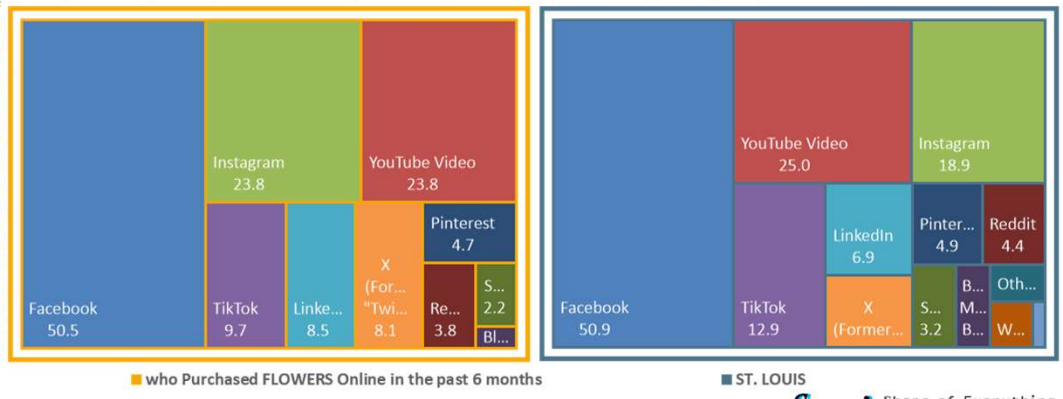
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 131

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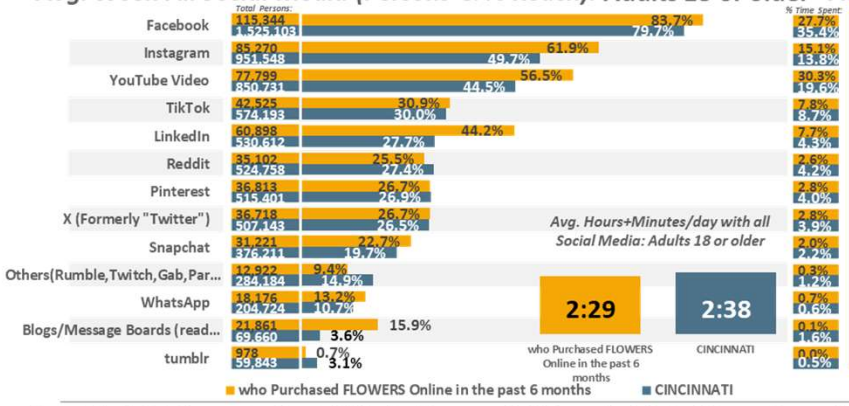
soefa.ai Share of Everything for Anything ©

Items bought on the Internet past 6 months:Household/Grocery: Flowers

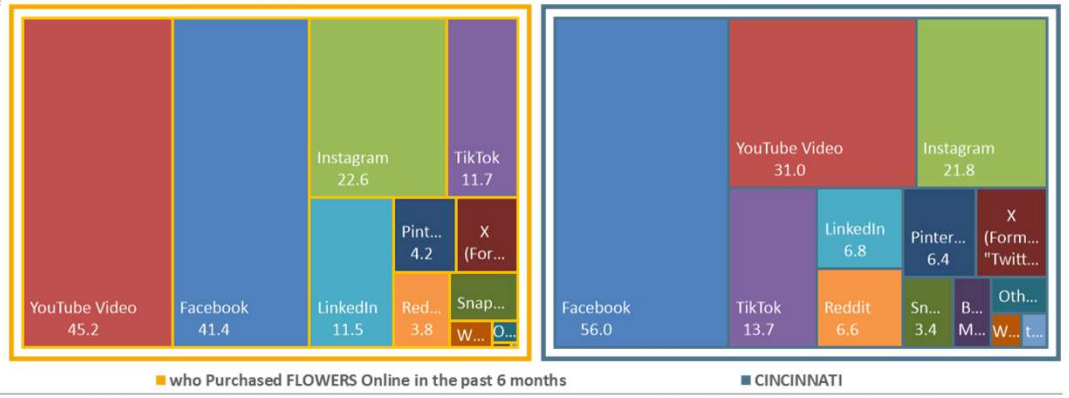
1-800 flowers.com CIN

54,870 or 39.8% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months use Ad-Supported YouTube Video for an average of 44.1 minutes every day representing 35.7% of all time spent daily with Ad-Supported Social Media.

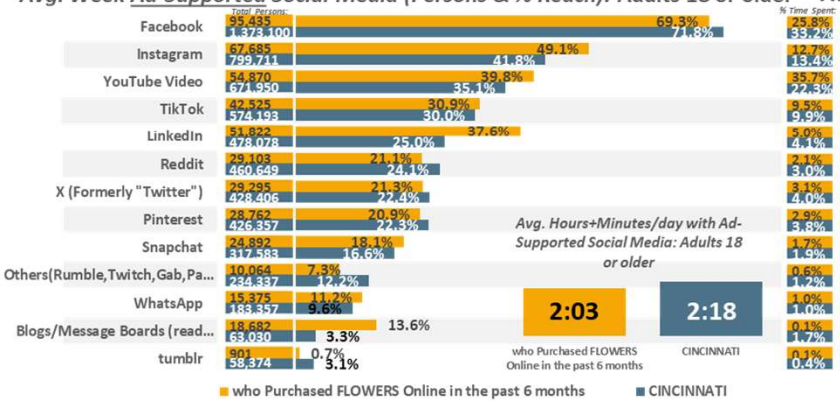
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



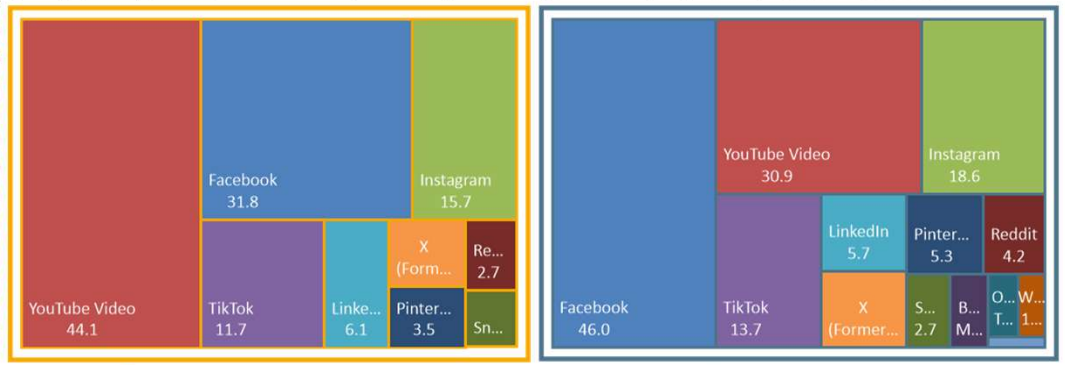
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 143

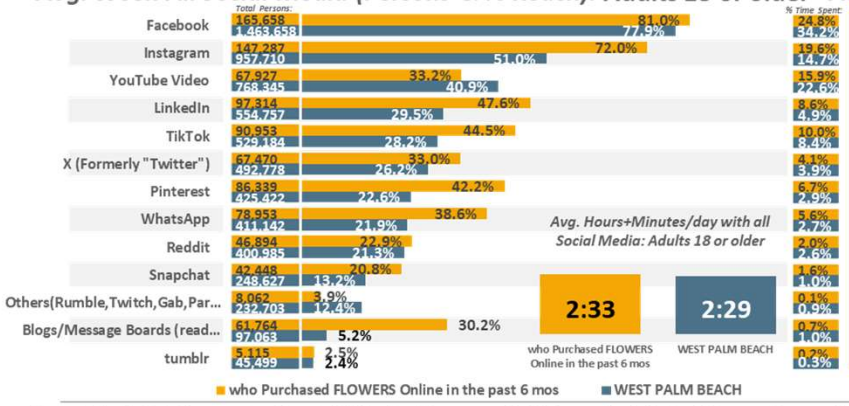
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soefa.ai Share of Everything for Anything ©

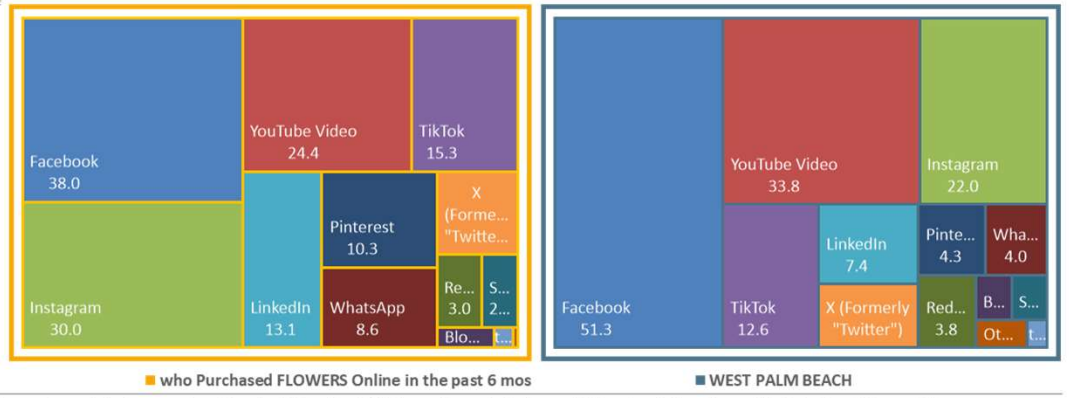
Items bought on the Internet past 6 months:Household/Grocery: Flowers

122,827 or 60.1% of Adults 18 or older who Purchased FLOWERS Online in the past 6 mos use Ad-Supported Facebook for an average of 30.3 minutes every day representing 26.7% of all time spent daily with Ad-Supported Social Media.

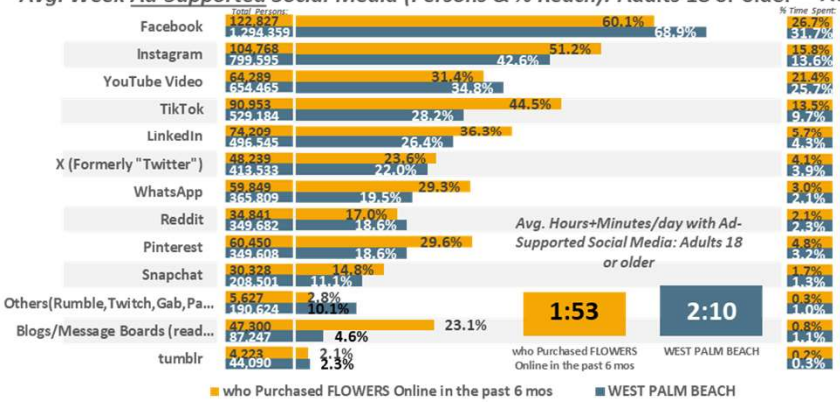
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



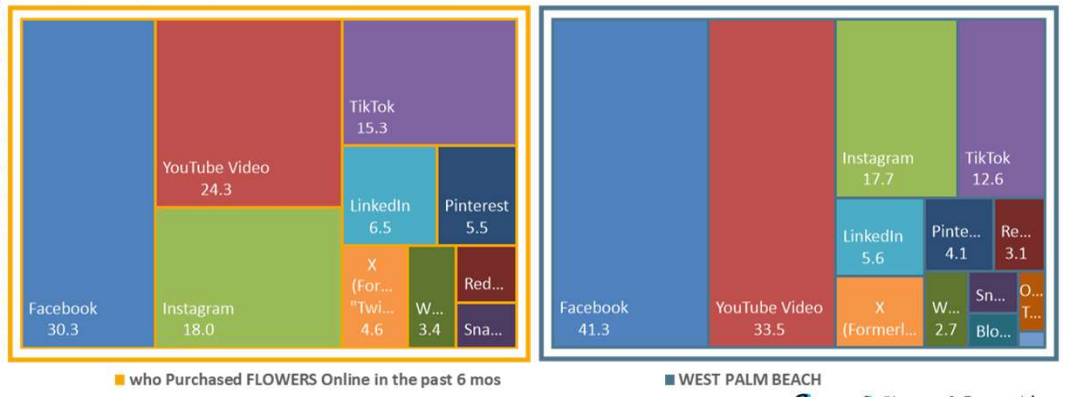
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



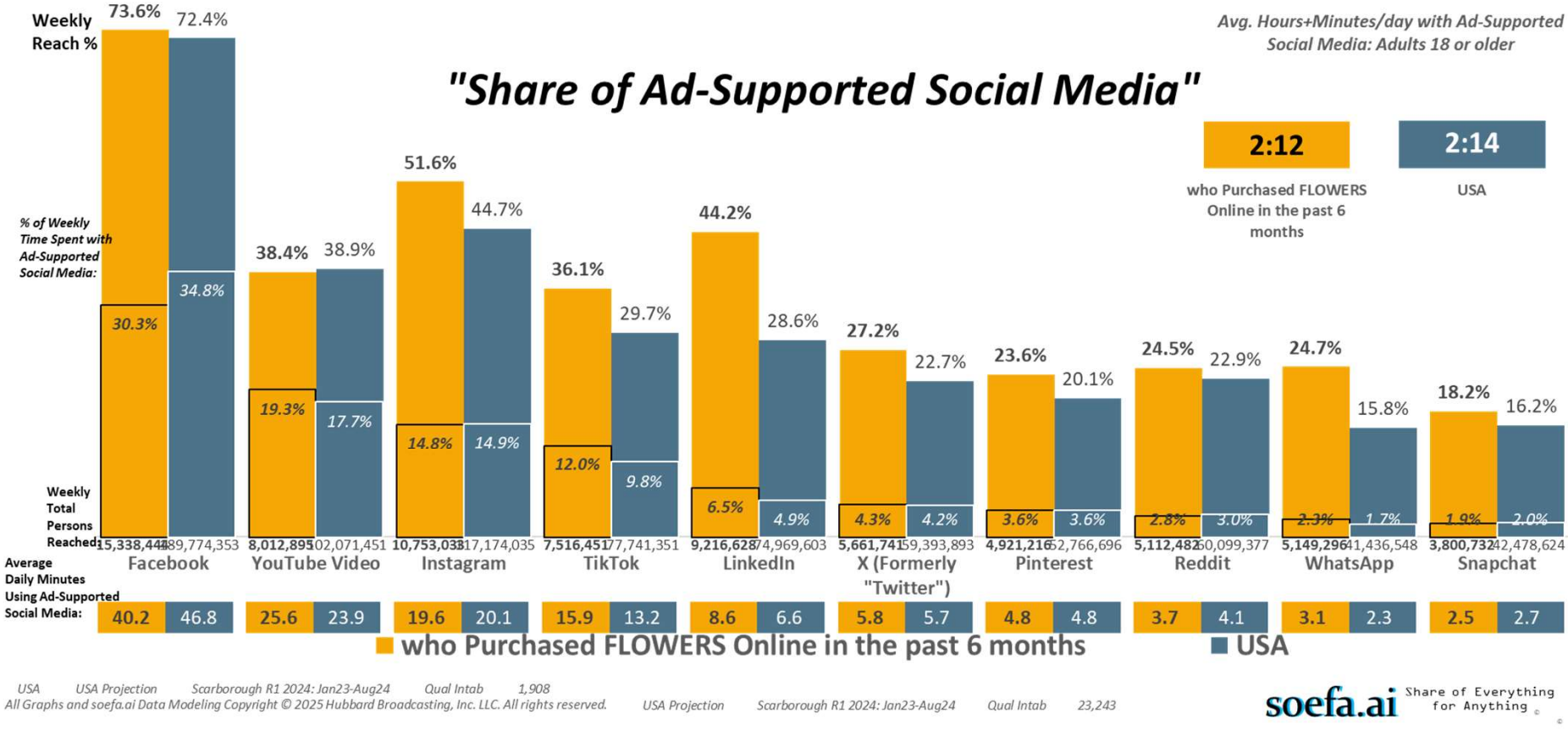
WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 231

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Items bought on the Internet past 6 months:Household/Grocery: Flowers

15,338,444 or 73.6% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months use Ad-Supported Facebook for an average of 40.2 minutes every day representing 30.3% of all time spent daily with Ad-Supported Social Media.



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 1,908

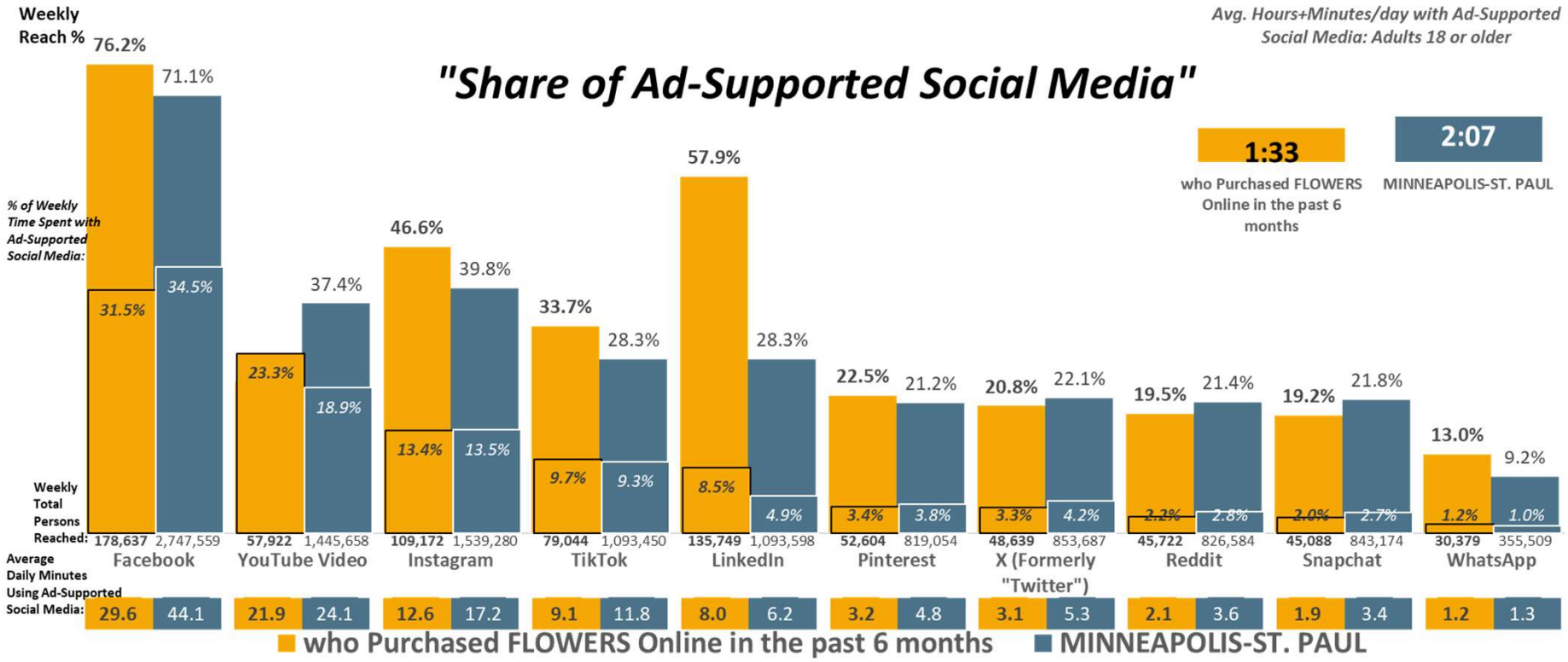
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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

soefa.ai Share of Everything for Anything ©

Items bought on the Internet past 6 months:Household/Grocery: Flowers

178,637 or 76.2% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months use Ad-Supported Facebook for an average of 29.6 minutes every day representing 31.5% of all time spent daily with Ad-Supported Social Media.



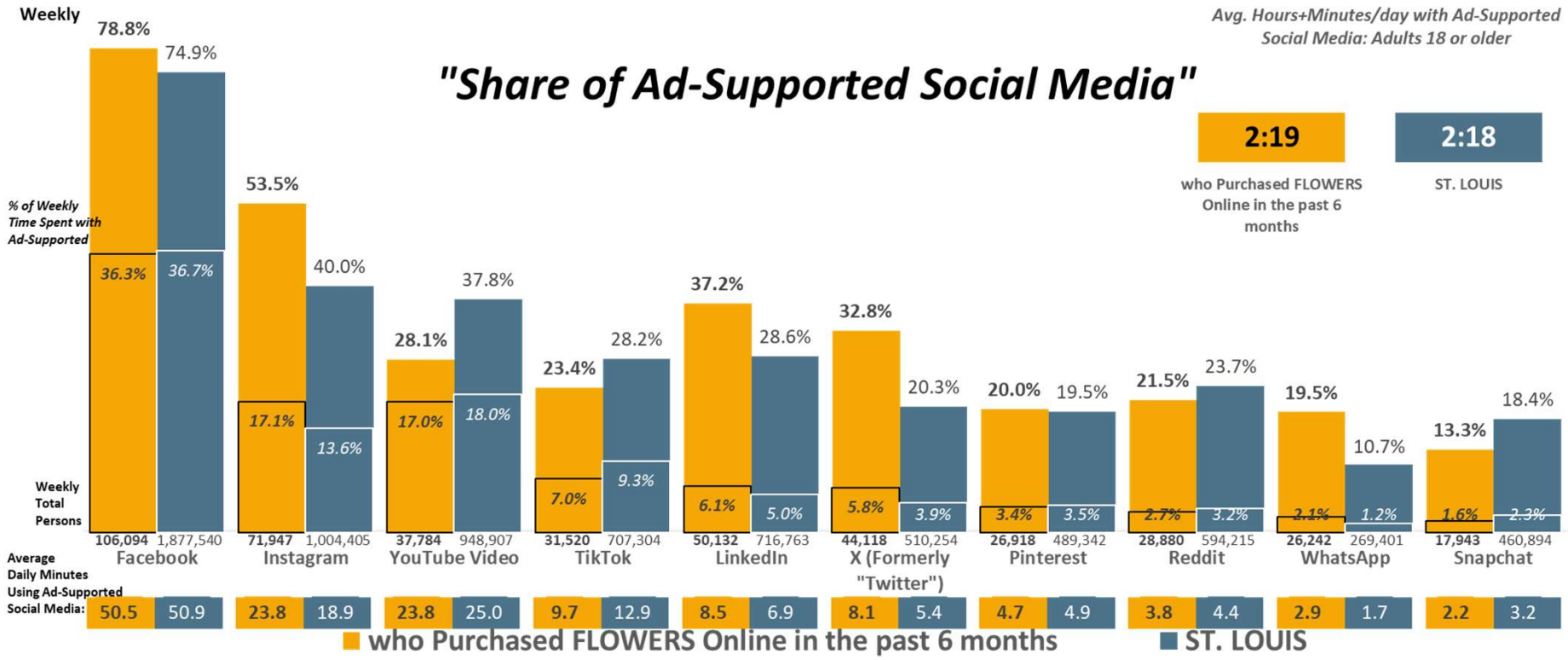
MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 110 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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Items bought on the Internet past 6 months:Household/Grocery: Flowers

106,094 or 78.8% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months use Ad-Supported Facebook for an average of 50.5 minutes every day representing 36.3% of all time spent daily with Ad-Supported Social Media.



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 131 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

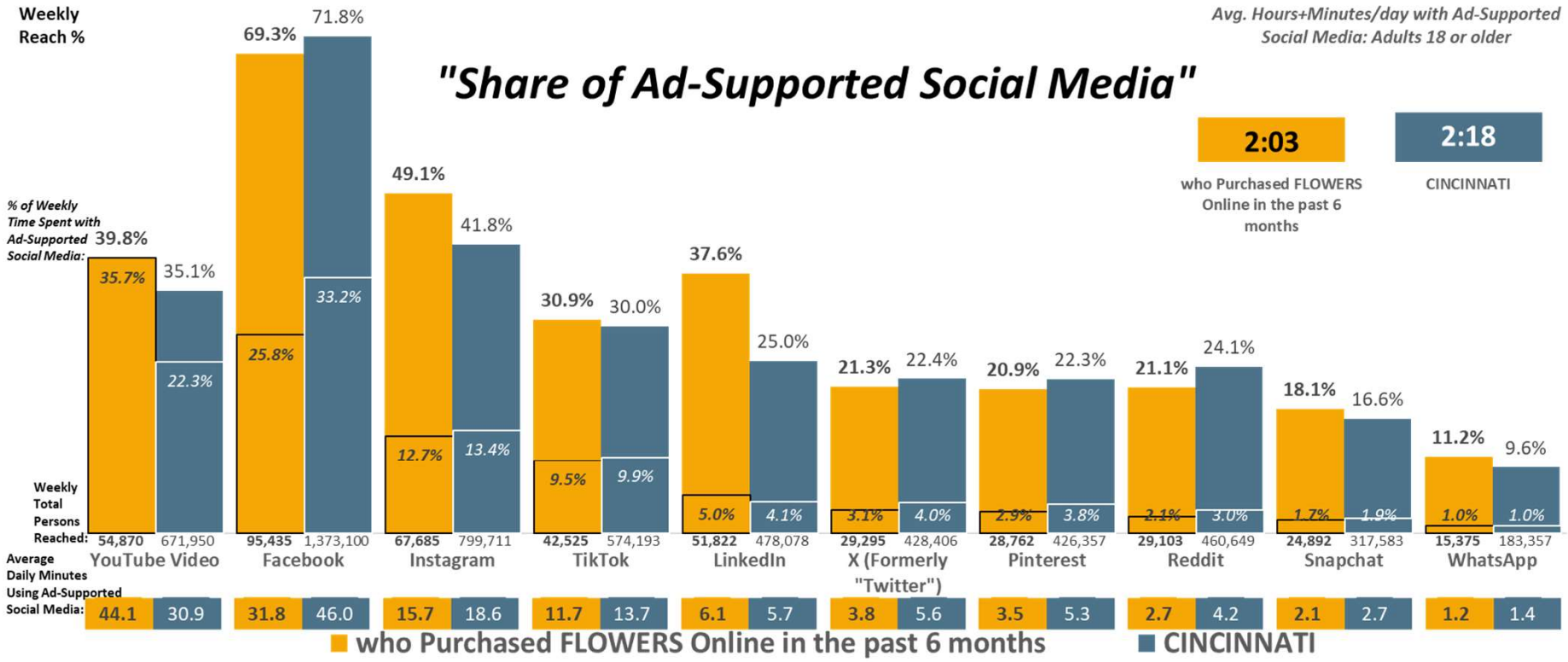
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Items bought on the Internet past 6 months:Household/Grocery: Flowers

1-800 flowers.com CIN

54,870 or 39.8% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months use Ad-Supported YouTube Video for an average of 44.1 minutes every day representing 35.7% of all time spent daily with Ad-Supported Social Media.



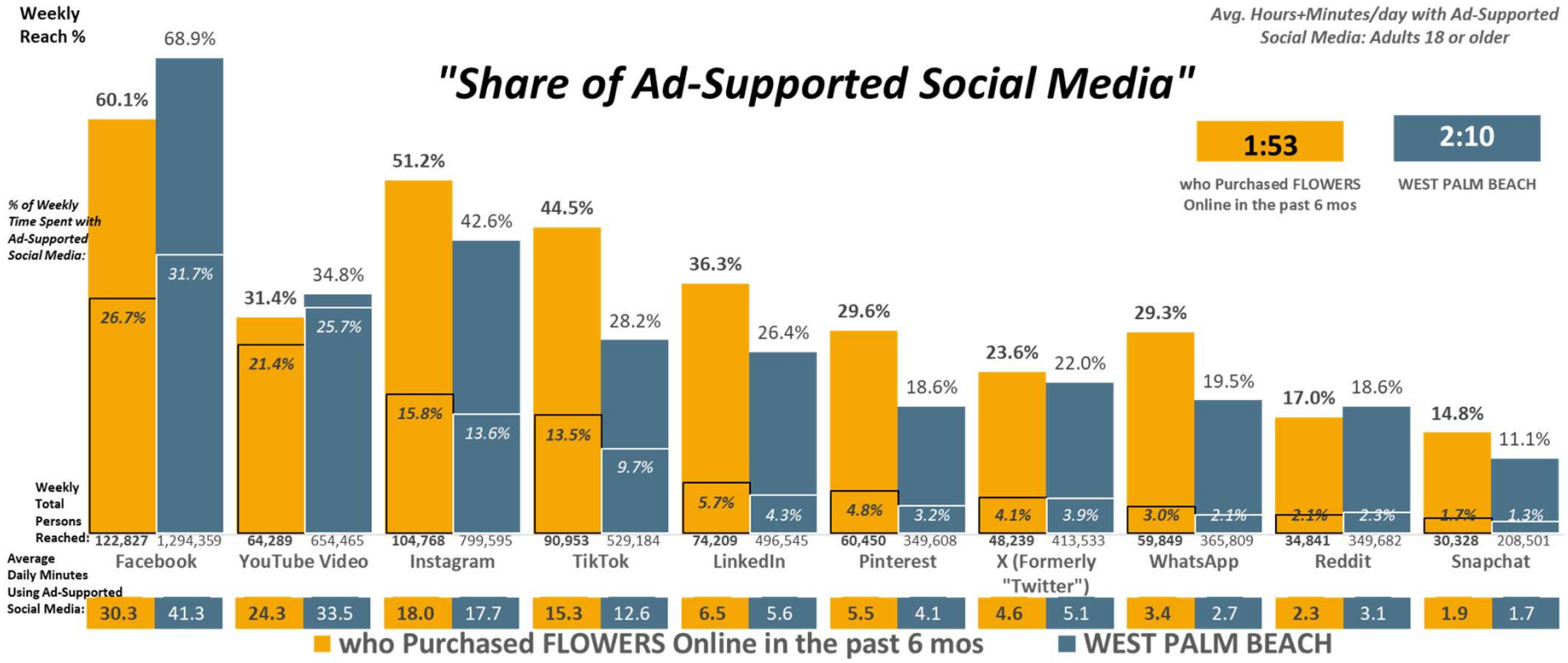
CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 143 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

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Items bought on the Internet past 6 months:Household/Grocery: Flowers

122,827 or 60.1% of Adults 18 or older who Purchased FLOWERS Online in the past 6 mos use Ad-Supported Facebook for an average of 30.3 minutes every day representing 26.7% of all time spent daily with Ad-Supported Social Media.



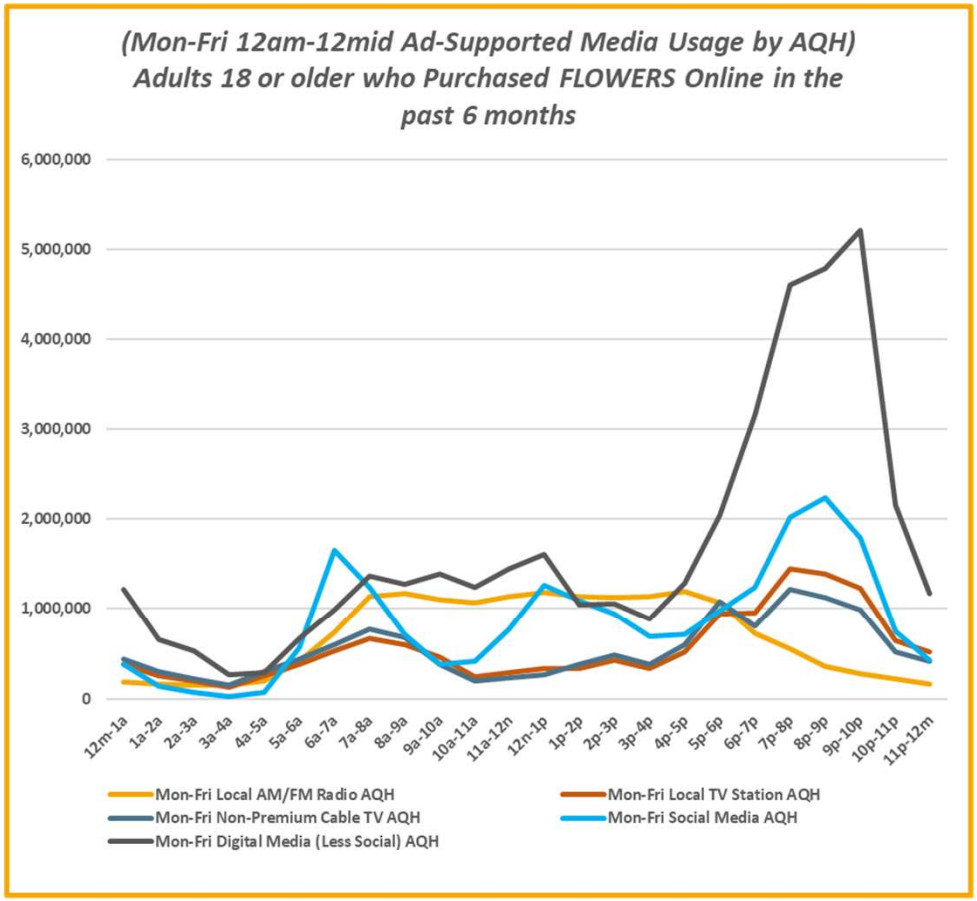
WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 231 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

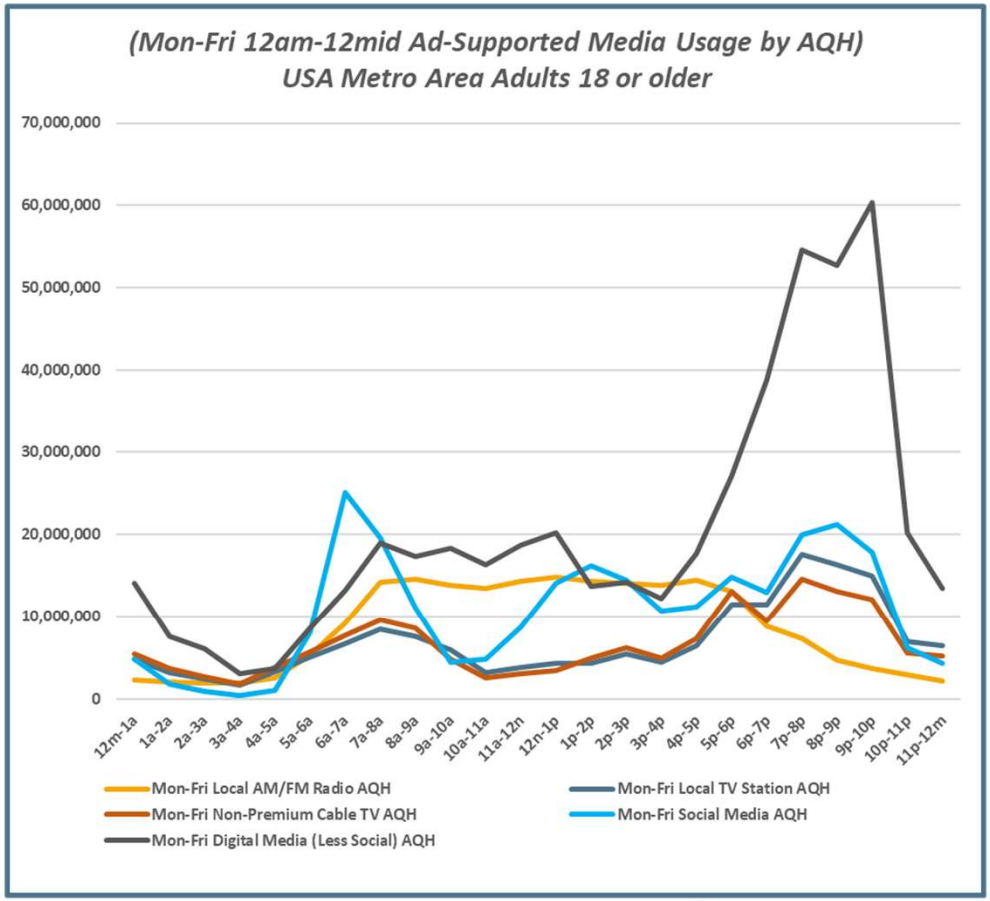
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Items bought on the Internet past 6 months:Household/Grocery: Flowers

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,446,331; Local Radio: 1,073,240; Social Media: 929,000; Non-Prem. Cable: 526,525; Local TV: 507,842 reaching Adults 18 or older who Purchased FLOWERS Online in the past





USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 1,908

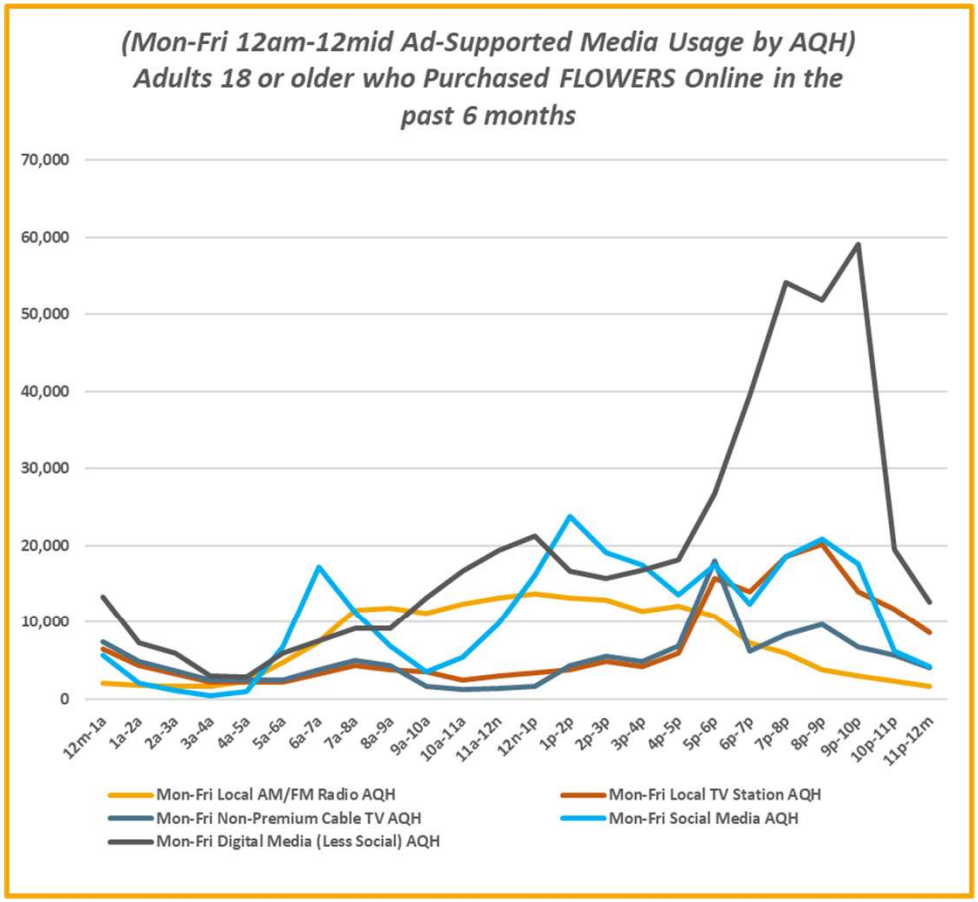
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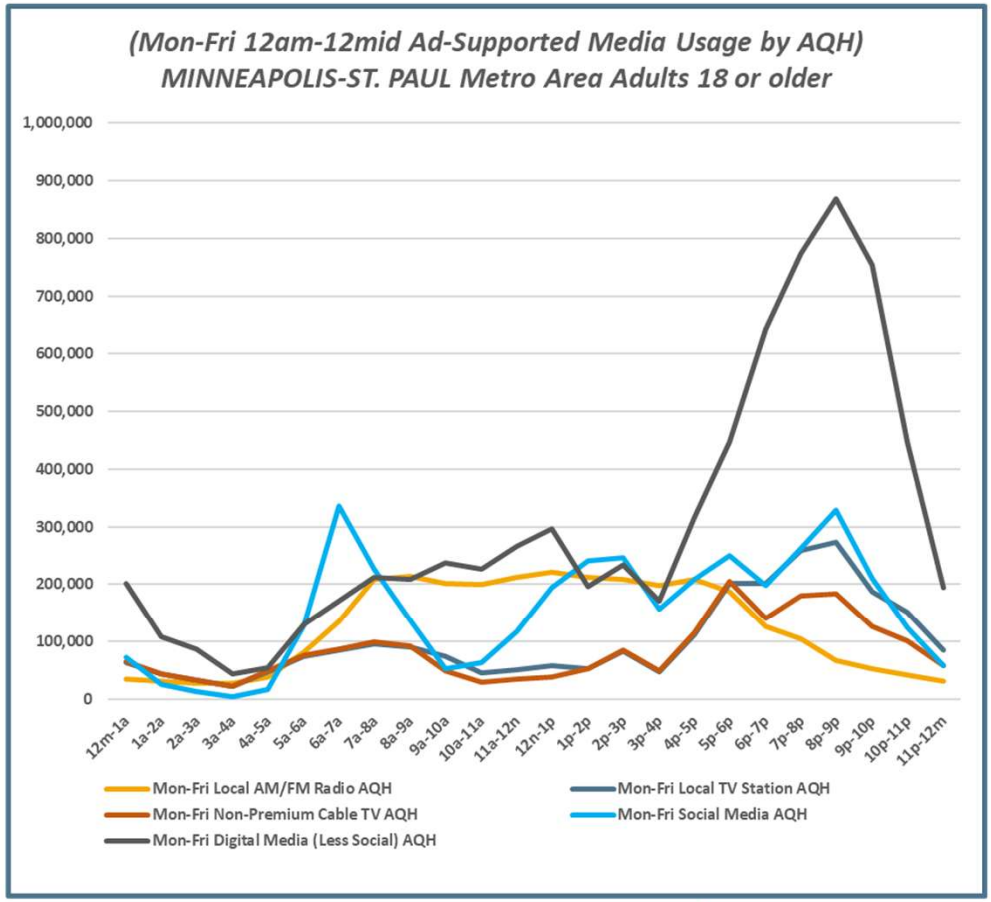
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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Items bought on the Internet past 6 months:Household/Grocery: Flowers

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 17,707; Social Media: 13,428; Local Radio: 11,478; Local TV: 5,594; Non-Prem. Cable: 5,008 reaching Adults 18 or older who Purchased FLOWERS Online in the past 6 months.





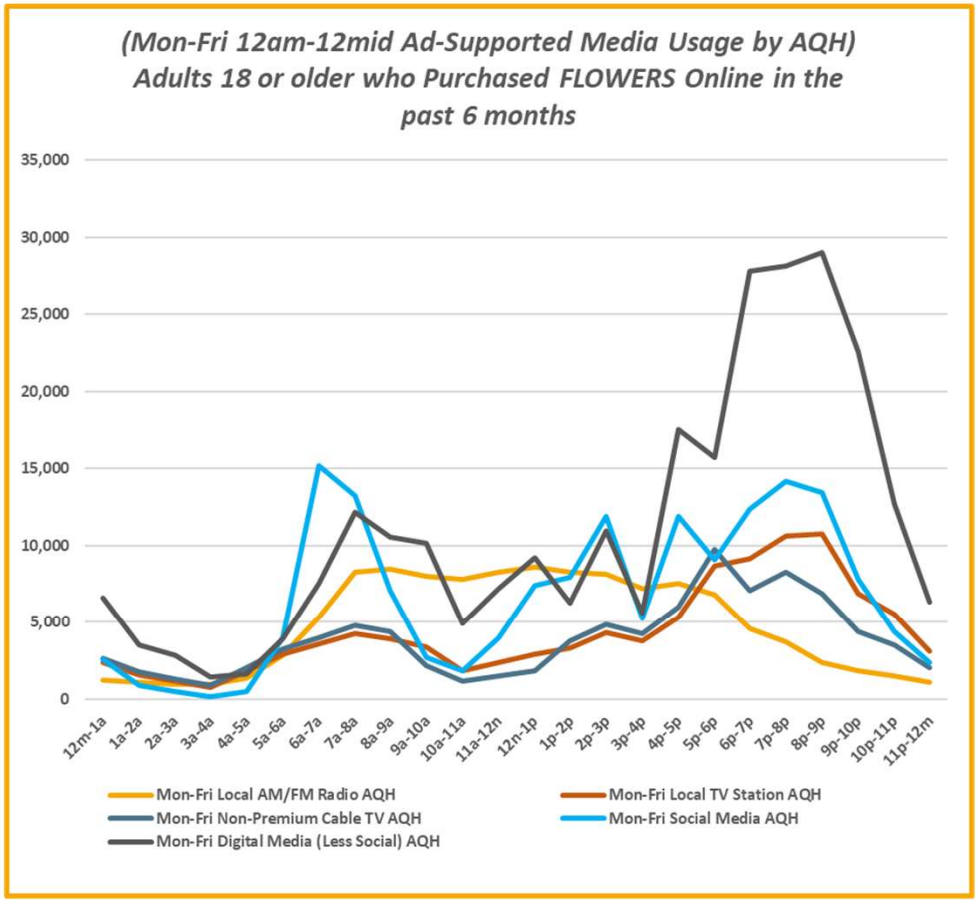
MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 110

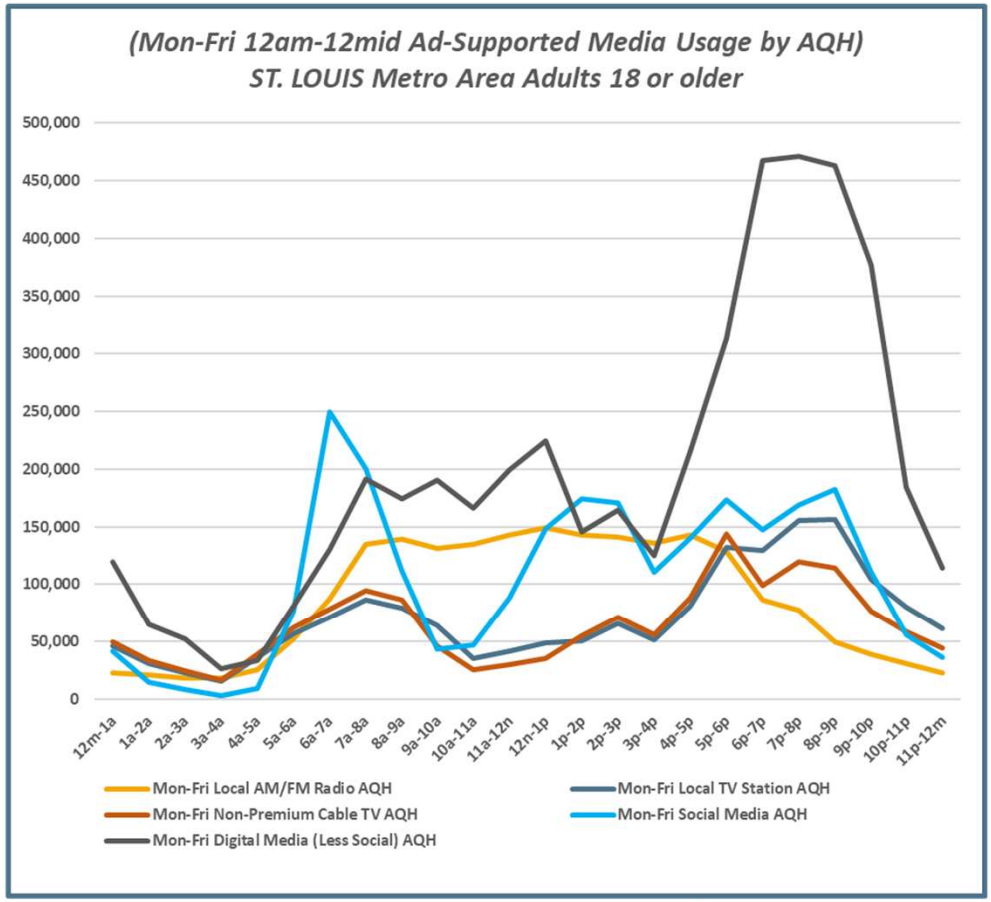
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Items bought on the Internet past 6 months:Household/Grocery: Flowers

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 11,198; Social Media: 8,464; Local Radio: 7,490; Local TV: 4,369; Non-Prem. Cable: 4,288 reaching Adults 18 or older who Purchased FLOWERS Online in the past 6 months.





ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 131

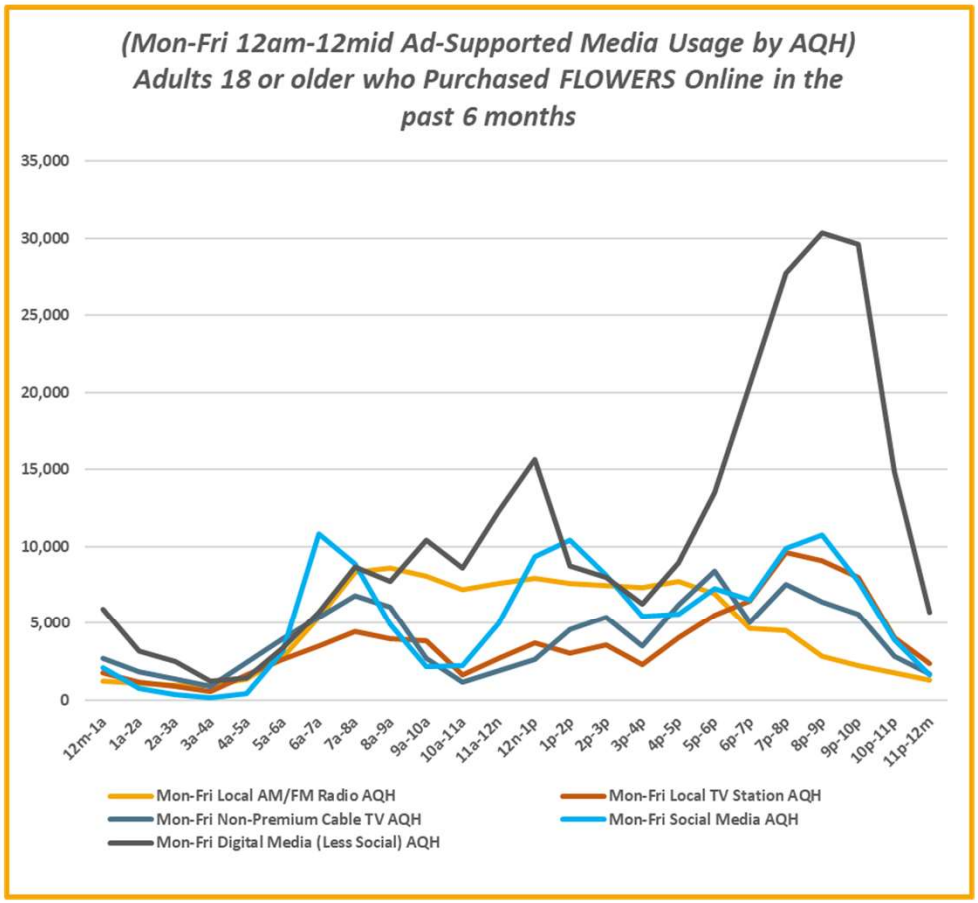
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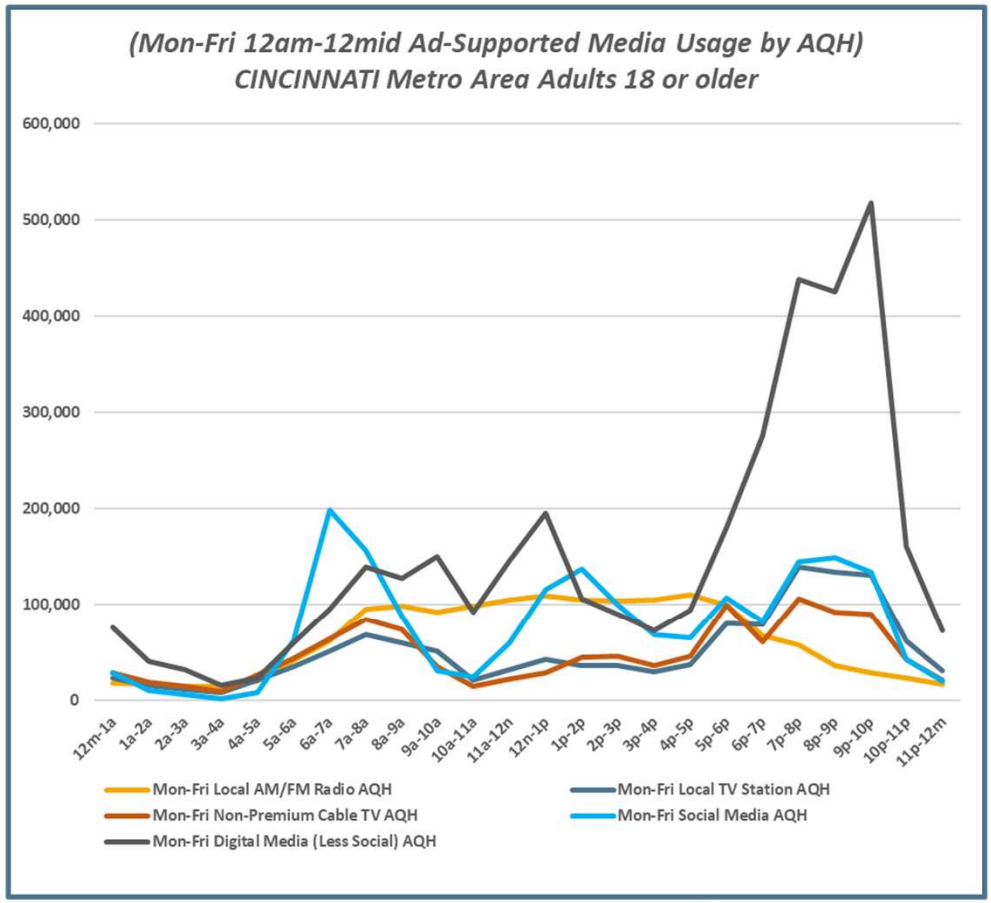
soefa.ai Share of Everything for Anything ©

Items bought on the Internet past 6 months:Household/Grocery: Flowers

1-800 flowers.com CIN

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 10,388; Local Radio: 7,303; Social Media: 6,689; Non-Prem. Cable: 4,606; Local TV: 3,772 reaching Adults 18 or older who Purchased FLOWERS Online in the past 6 months.





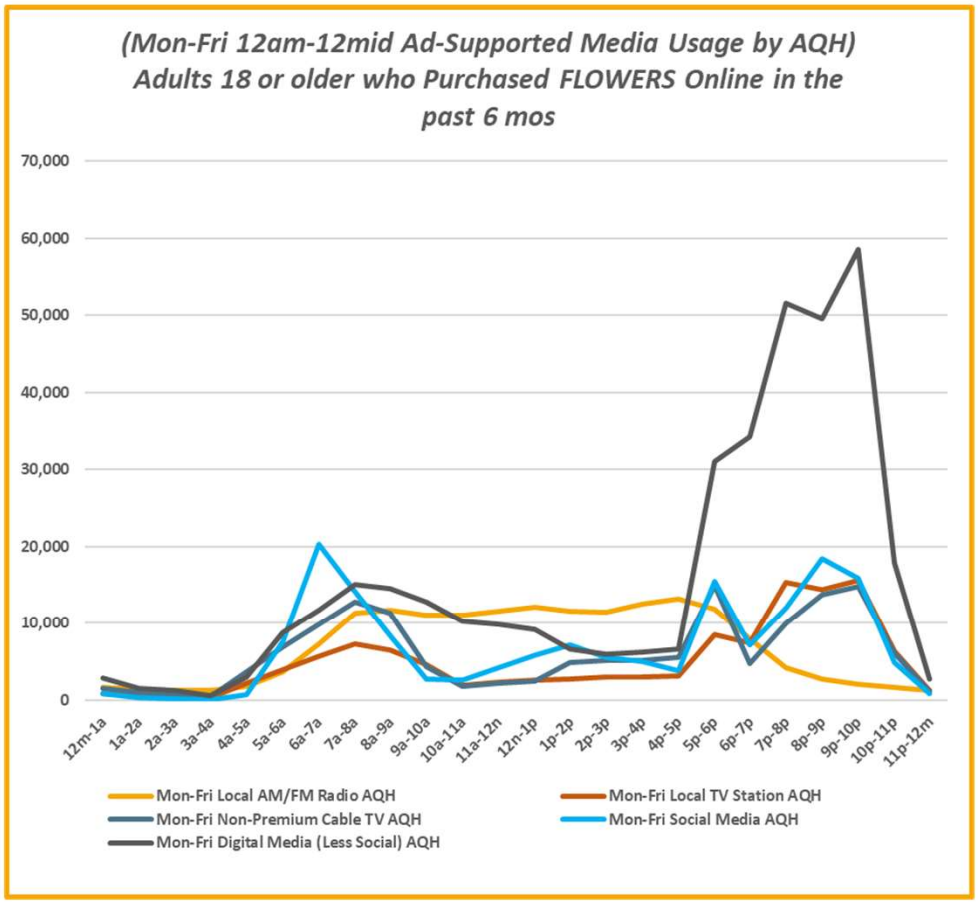
CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 143

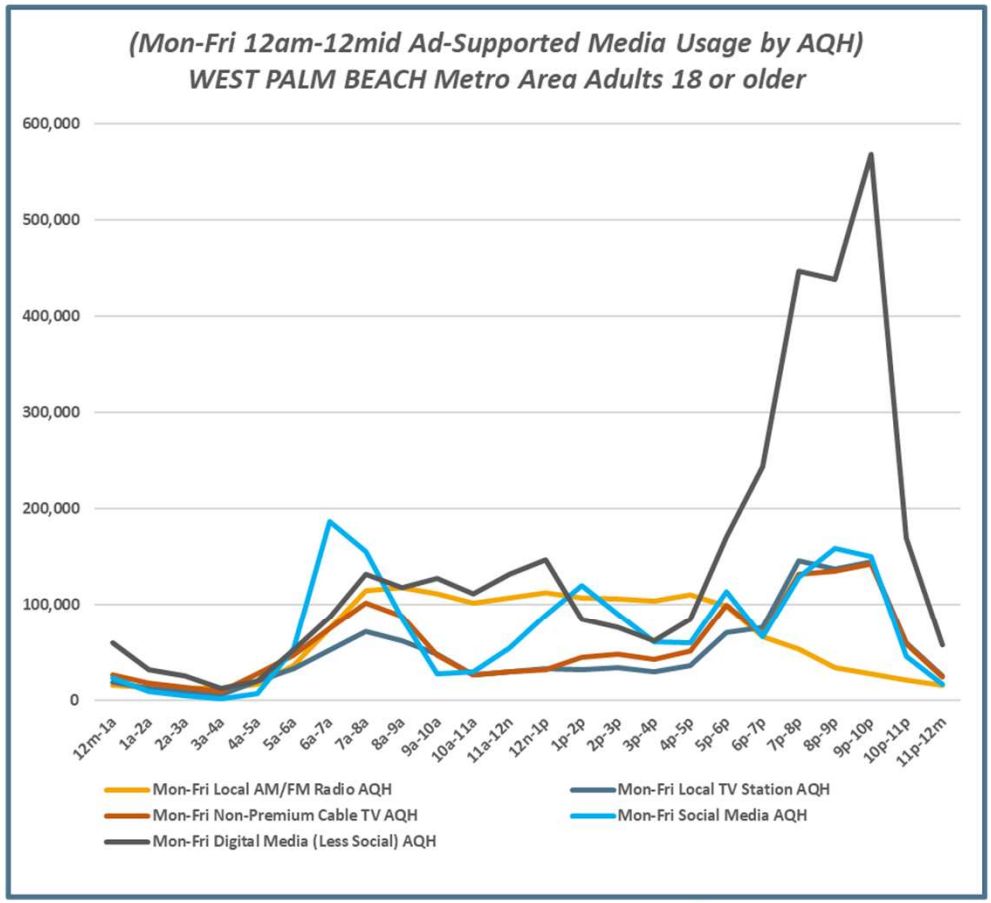
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Items bought on the Internet past 6 months:Household/Grocery: Flowers

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 13,422; Local Radio: 11,148; Social Media: 7,891; Non-Prem. Cable: 6,561; Local TV: 4,525 reaching Adults 18 or older who Purchased FLOWERS Online in the past 6 mos.





WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 231

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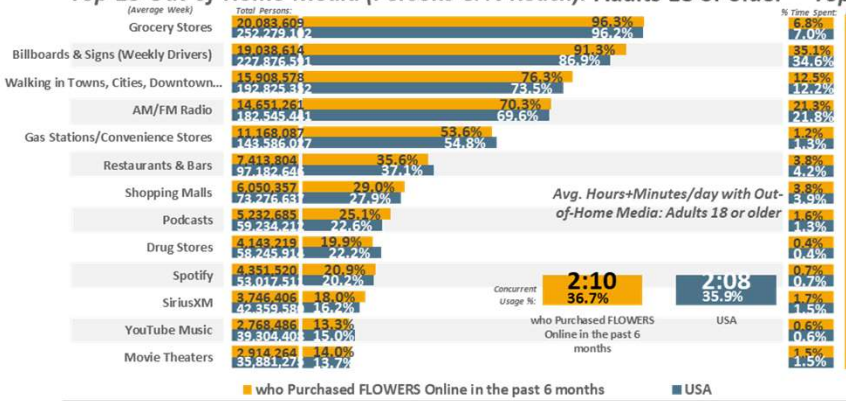
soefa.ai Share of Everything for Anything ©

Items bought on the Internet past 6 months:Household/Grocery: Flowers

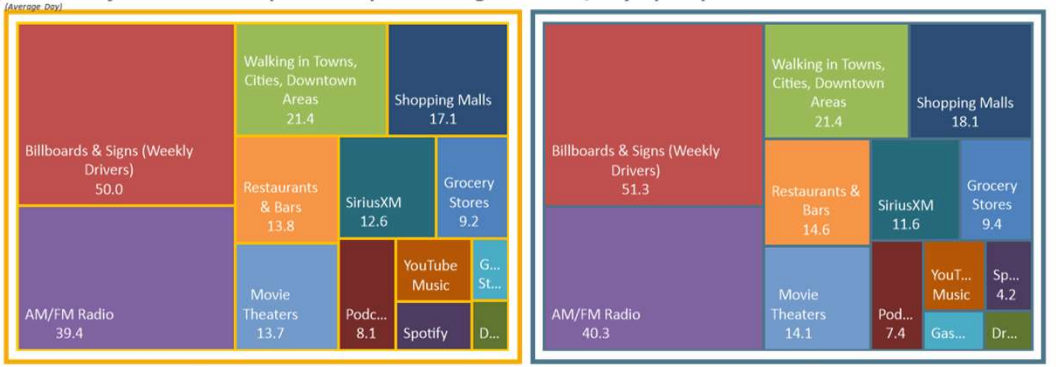
1800flowers.com USA

19,038,614 or 91.3% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months spend an average of 50. minutes per day driving, seeing Billboards and Signs. 67.3% Listen to Local Radio Stations Out-of-Home for an average of 36.3 minutes/day.

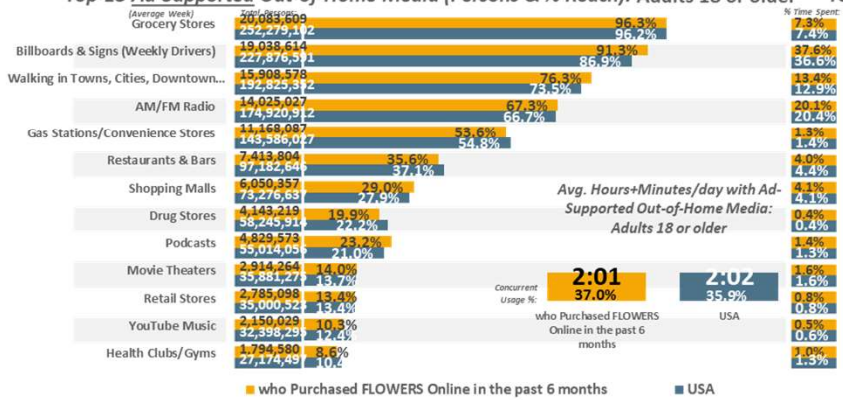
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



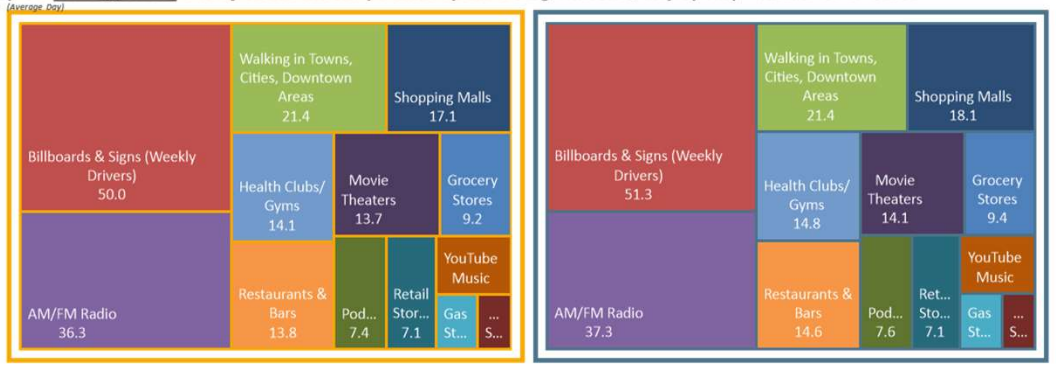
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 1,908

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

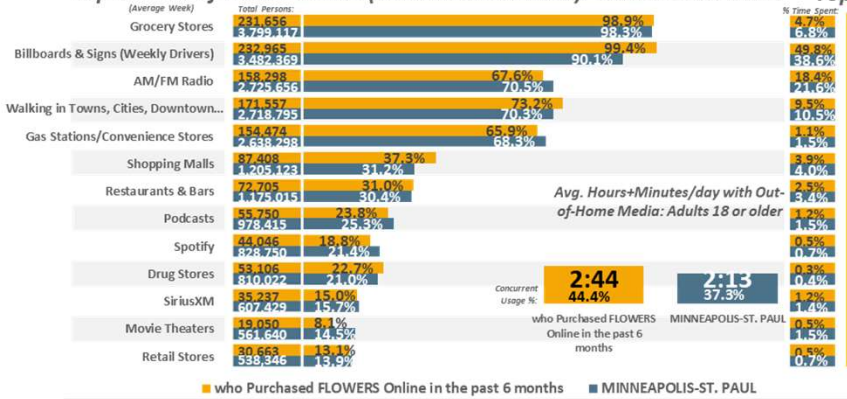
soefa.ai Share of Everything for Anything ©

Items bought on the Internet past 6 months:Household/Grocery: Flowers

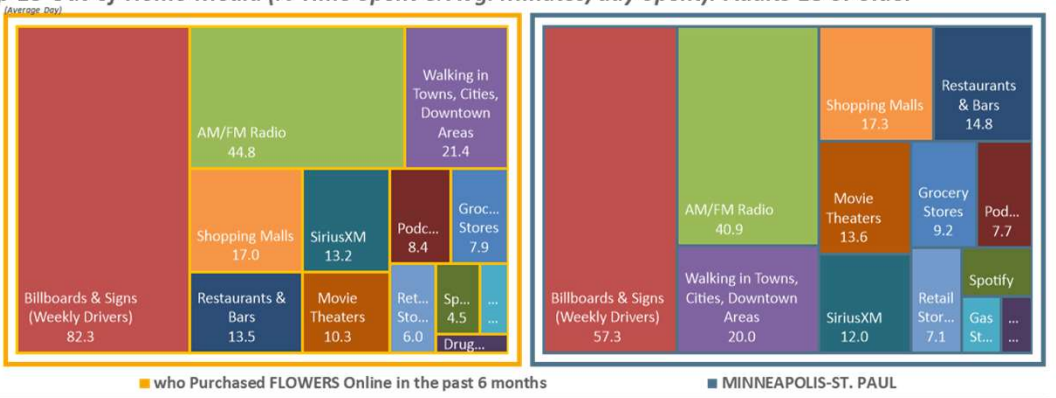
1-800 flowers.com MSP

232,965 or 99.4% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months spend an average of 82.3 minutes per day driving, seeing Billboards and Signs. 64.3% Listen to Local Radio Stations Out-of-Home for an average of 41.4 minutes/day.

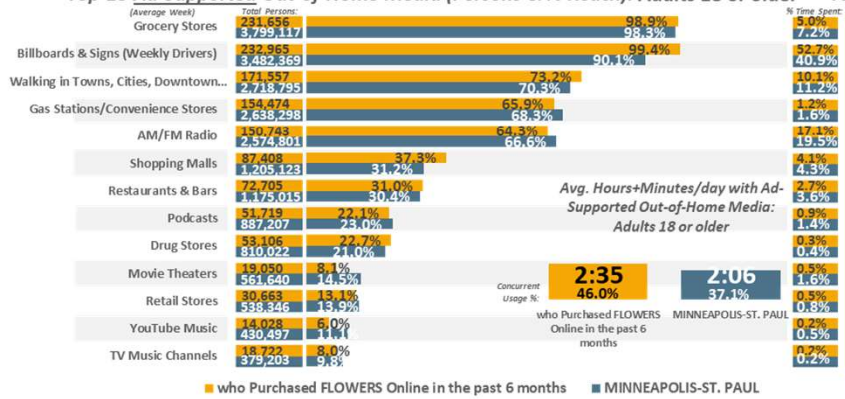
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



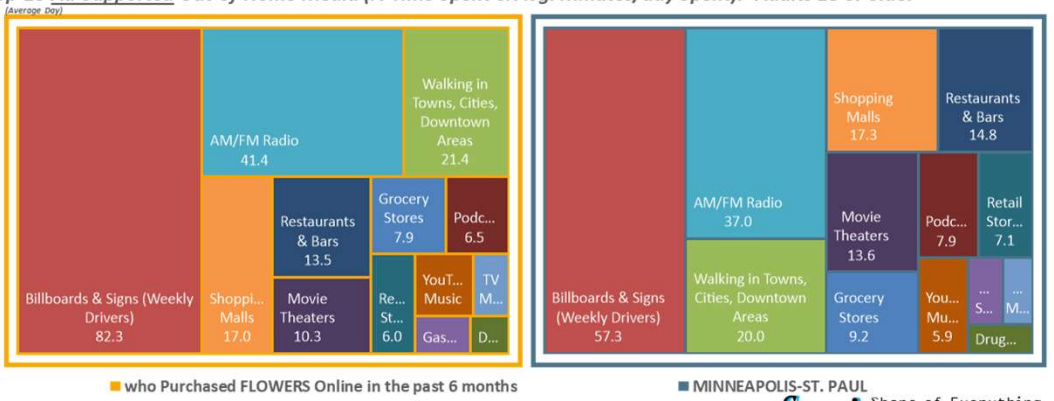
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 110

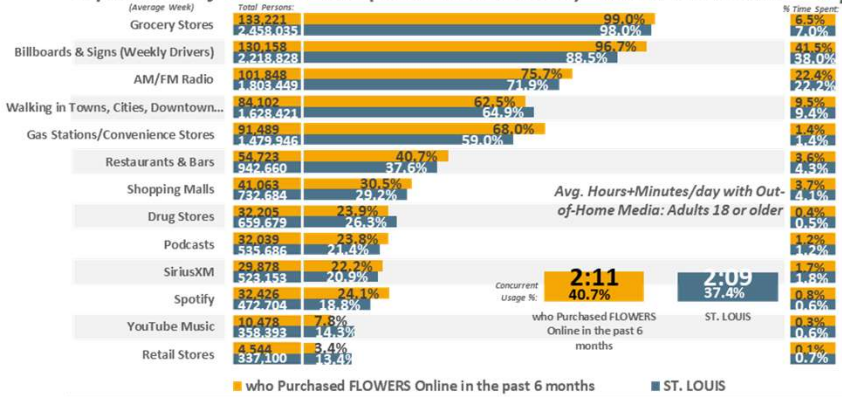
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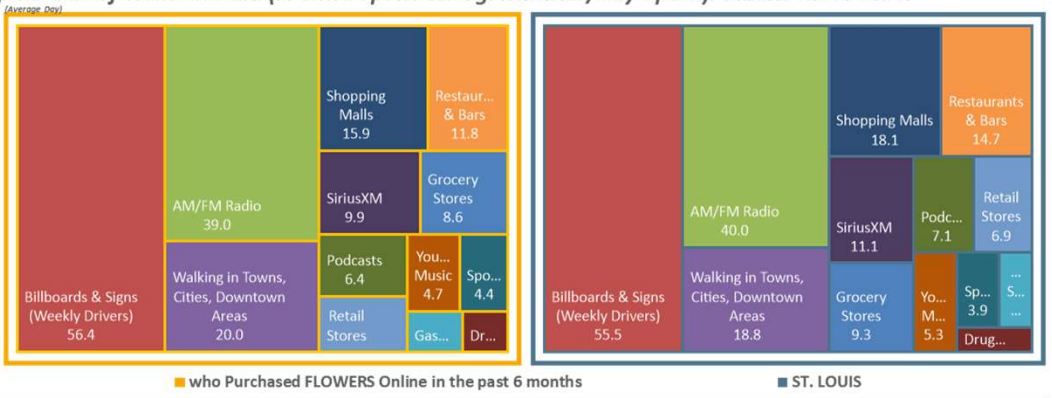
Items bought on the Internet past 6 months:Household/Grocery: Flowers

130,158 or 96.7% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months spend an average of 56.4 minutes per day driving, seeing Billboards and Signs. 72.3% Listen to Local Radio Stations Out-of-Home for an average of 36.5 minutes/day.

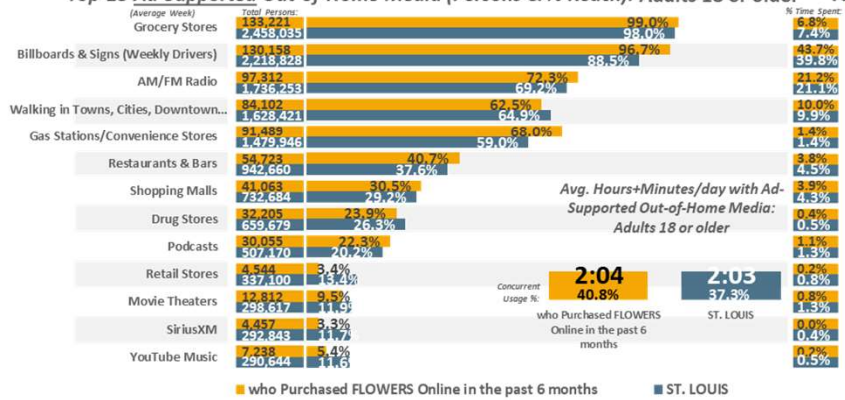
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



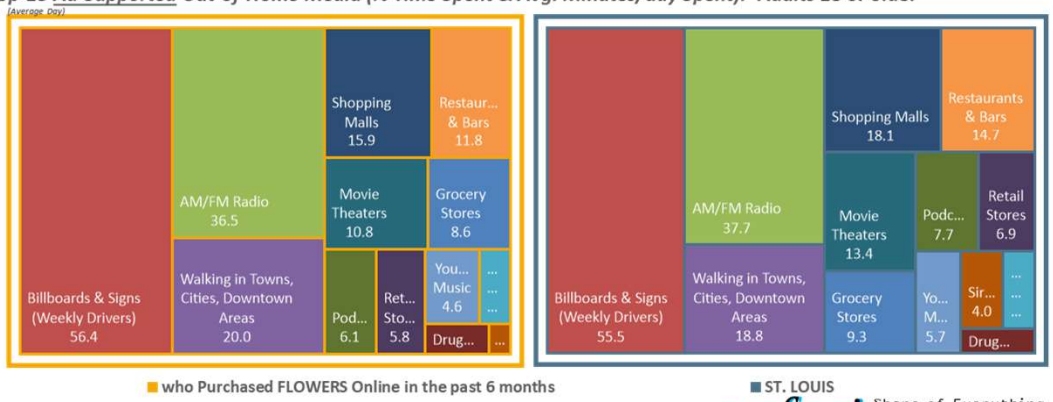
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 131

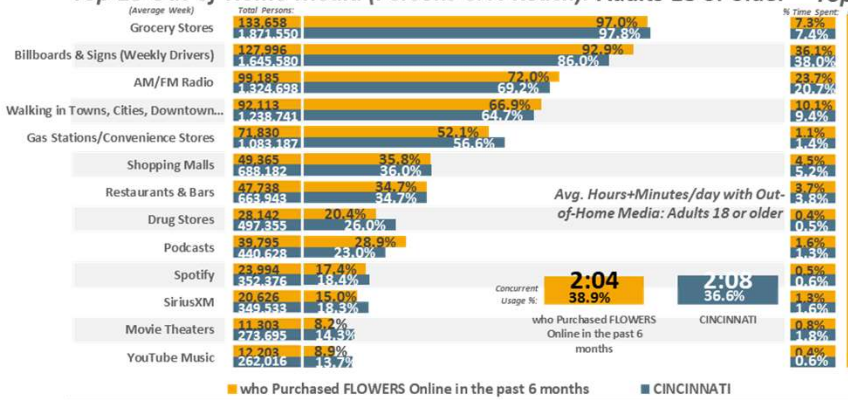
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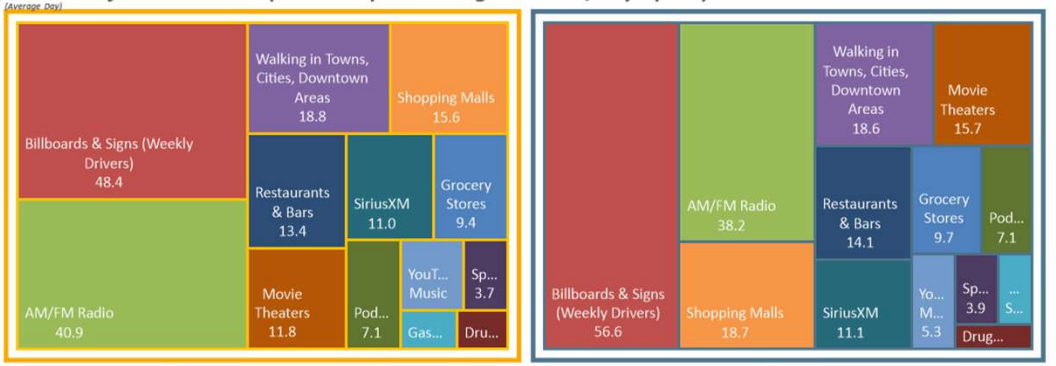
Items bought on the Internet past 6 months:Household/Grocery: Flowers

127,996 or 92.9% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months spend an average of 48.4 minutes per day driving, seeing Billboards and Signs. 70.5% Listen to Local Radio Stations Out-of-Home for an average of 38.9 minutes/day.

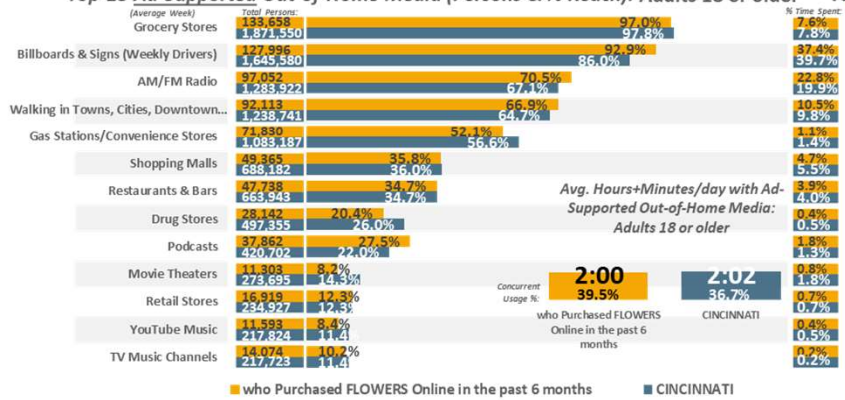
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



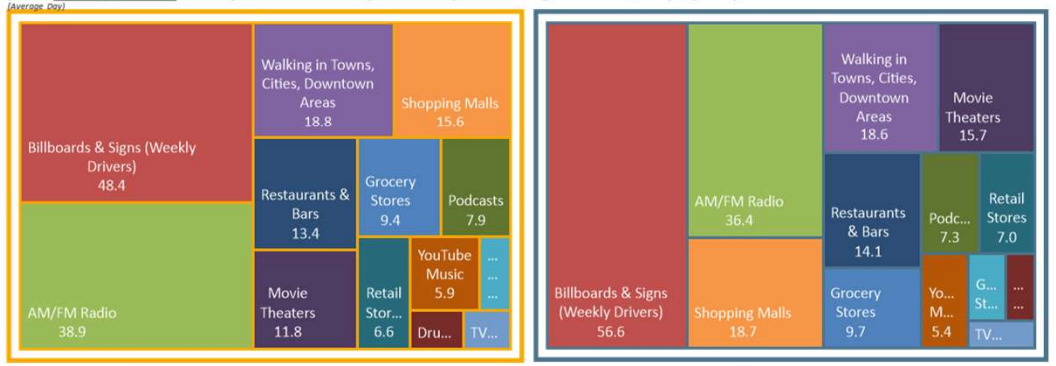
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 143

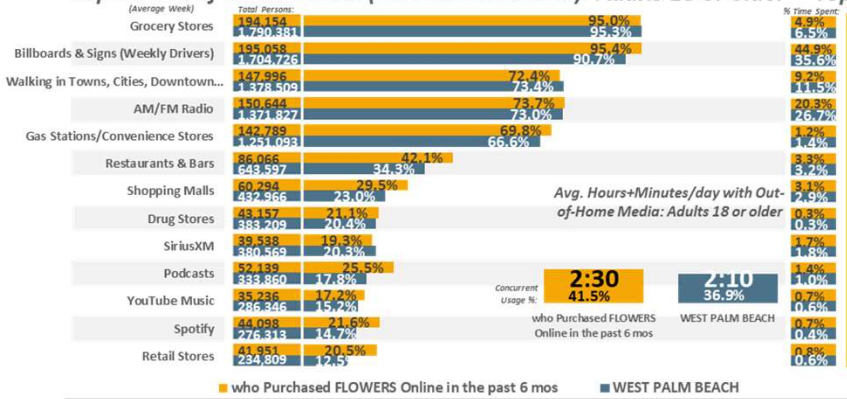
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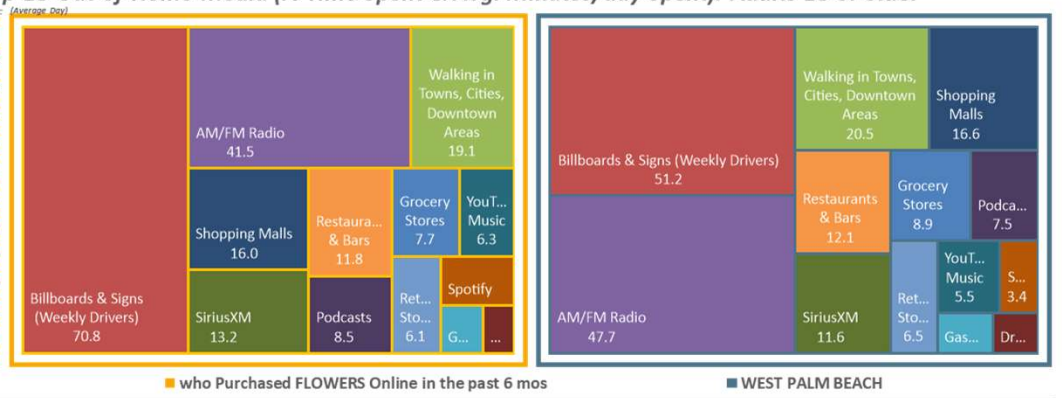
Items bought on the Internet past 6 months:Household/Grocery: Flowers

195,058 or 95.4% of Adults 18 or older who Purchased FLOWERS Online in the past 6 mos spend an average of 70.8 minutes per day driving, seeing Billboards and Signs. 68.7% Listen to Local Radio Stations Out-of-Home for an average of 36. minutes/day.

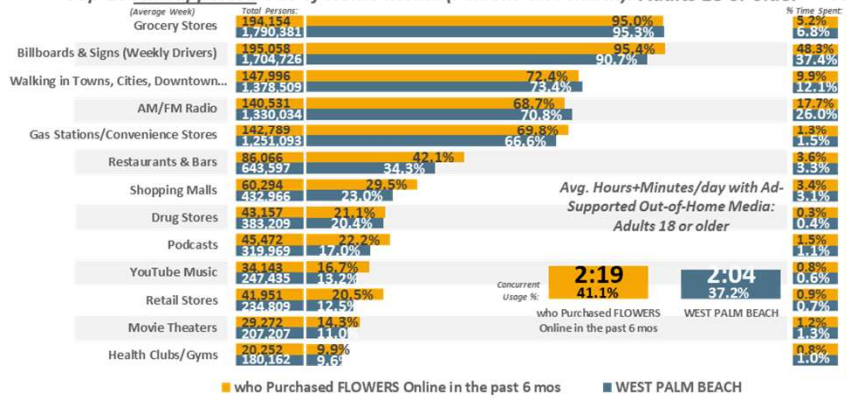
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



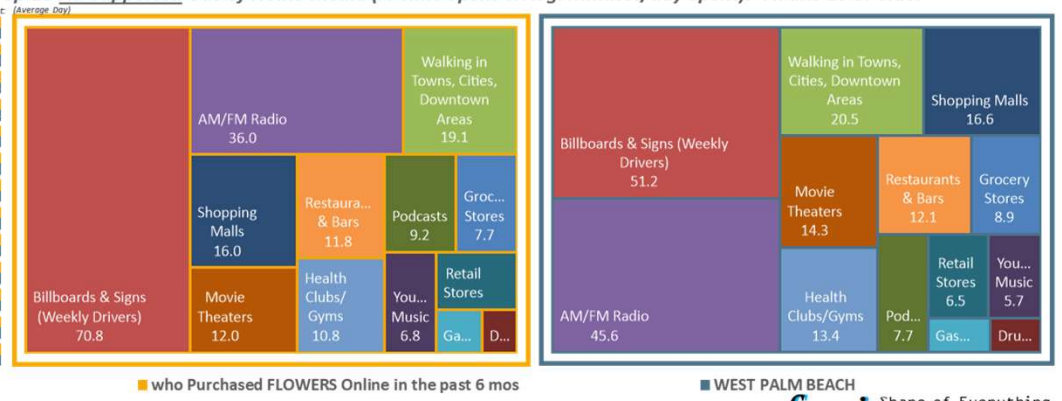
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 231

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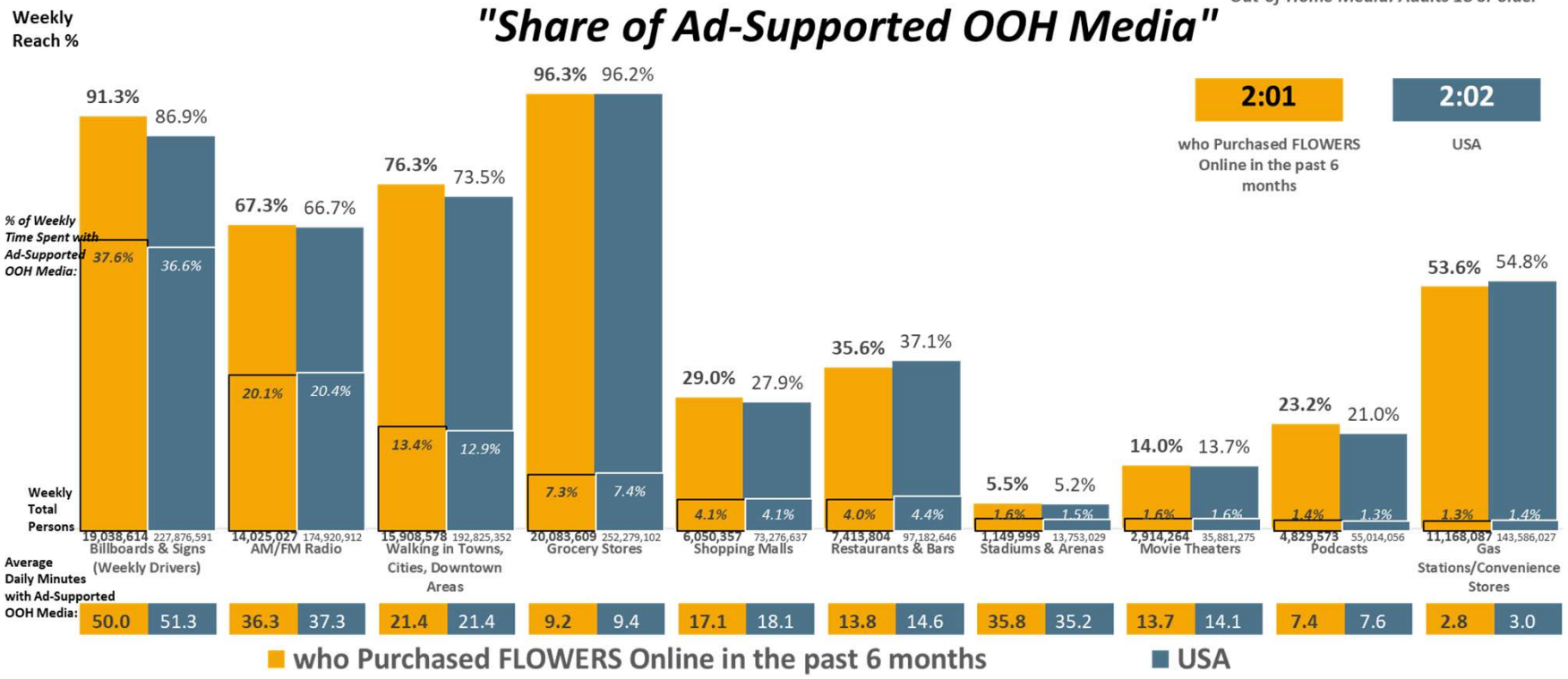
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Items bought on the Internet past 6 months:Household/Grocery: Flowers

19,038,614 or 91.3% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months spend an average of 50. minutes per day driving, seeing Billboards and Signs representing 37.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 1,908

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

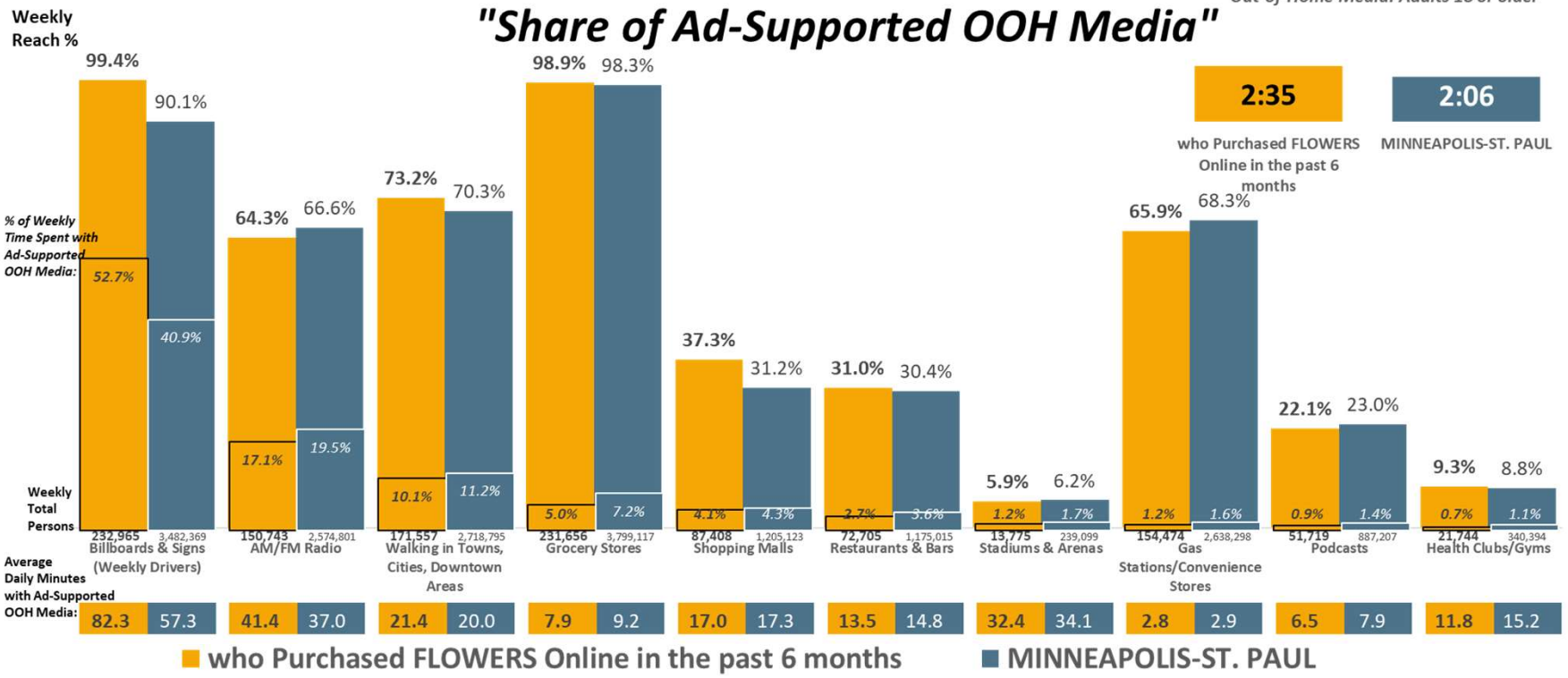
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Items bought on the Internet past 6 months:Household/Grocery: Flowers

232,965 or 99.4% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months spend an average of 82.3 minutes per day driving, seeing Billboards and Signs representing 52.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 110 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

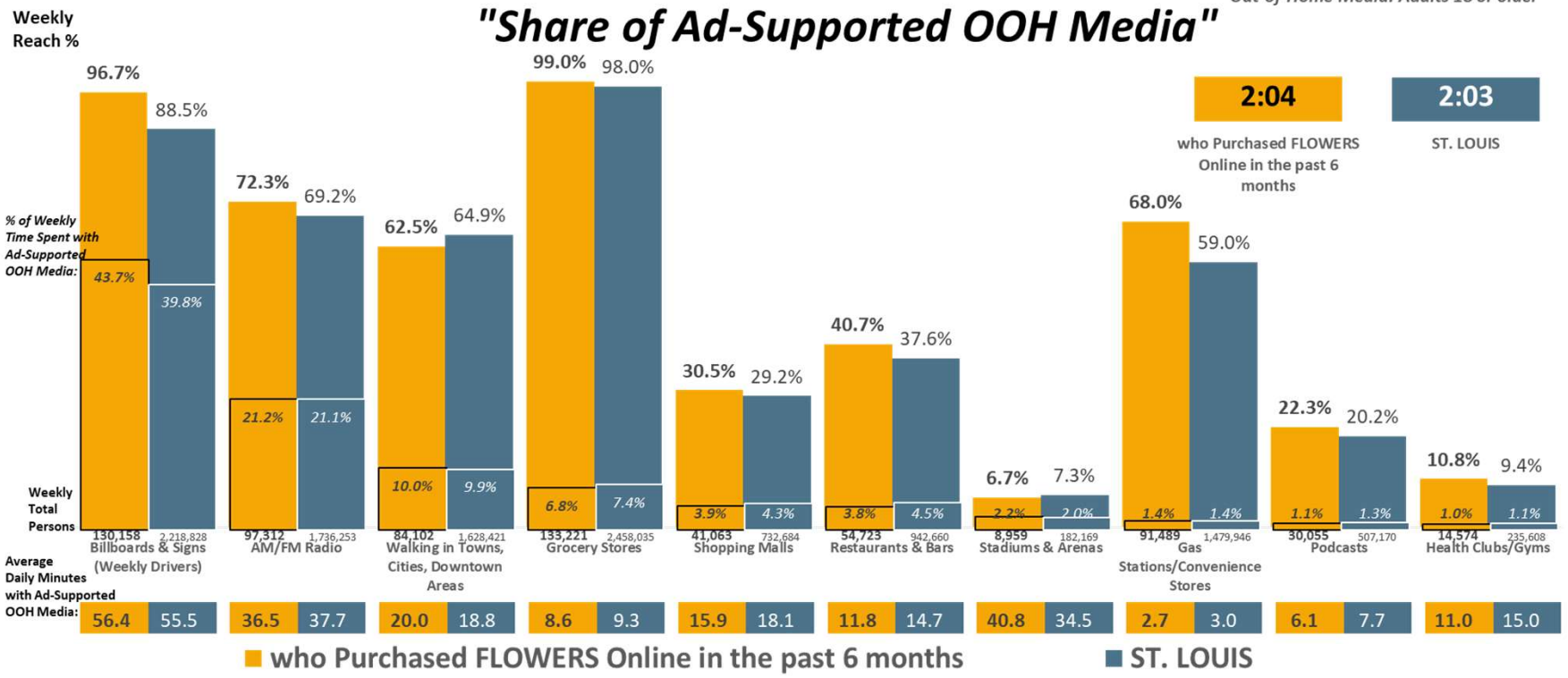
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Items bought on the Internet past 6 months:Household/Grocery: Flowers

130,158 or 96.7% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months spend an average of 56.4 minutes per day driving, seeing Billboards and Signs representing 43.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 131 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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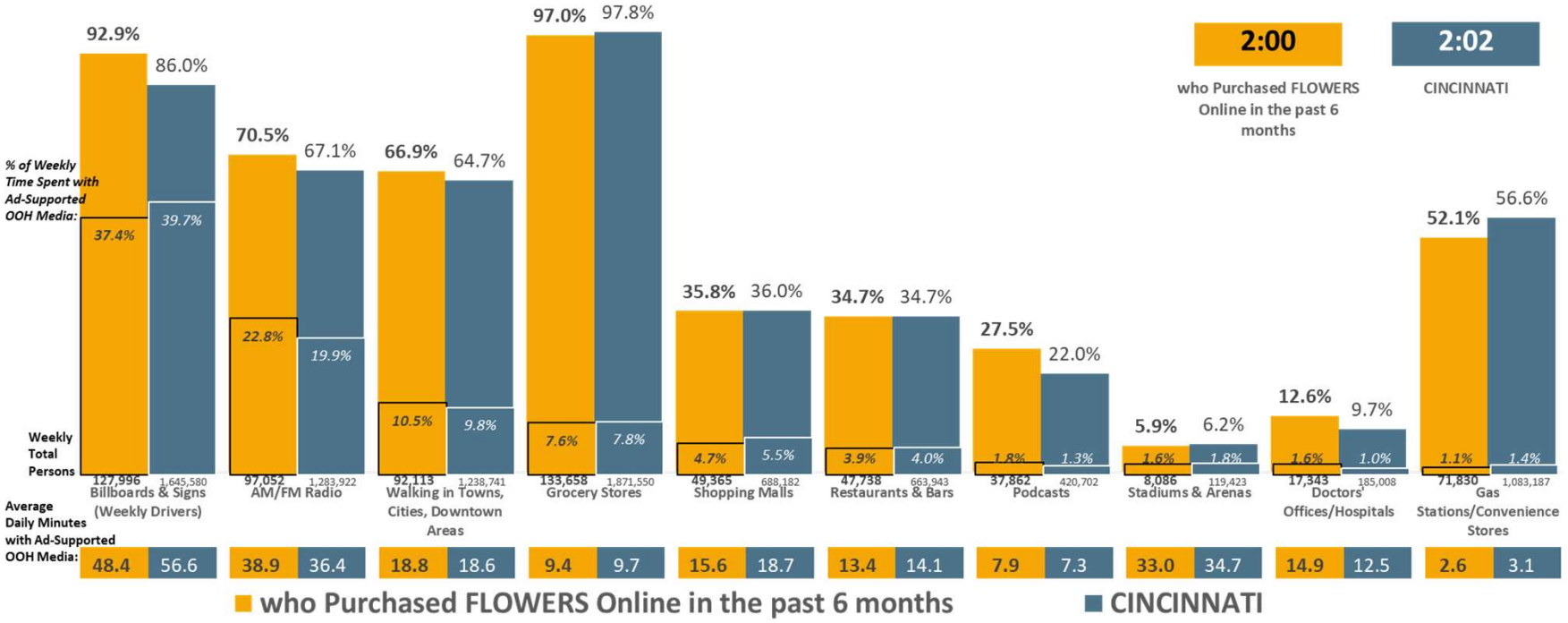
Items bought on the Internet past 6 months:Household/Grocery: Flowers



127,996 or 92.9% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months spend an average of 48.4 minutes per day driving, seeing Billboards and Signs representing 37.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 143 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

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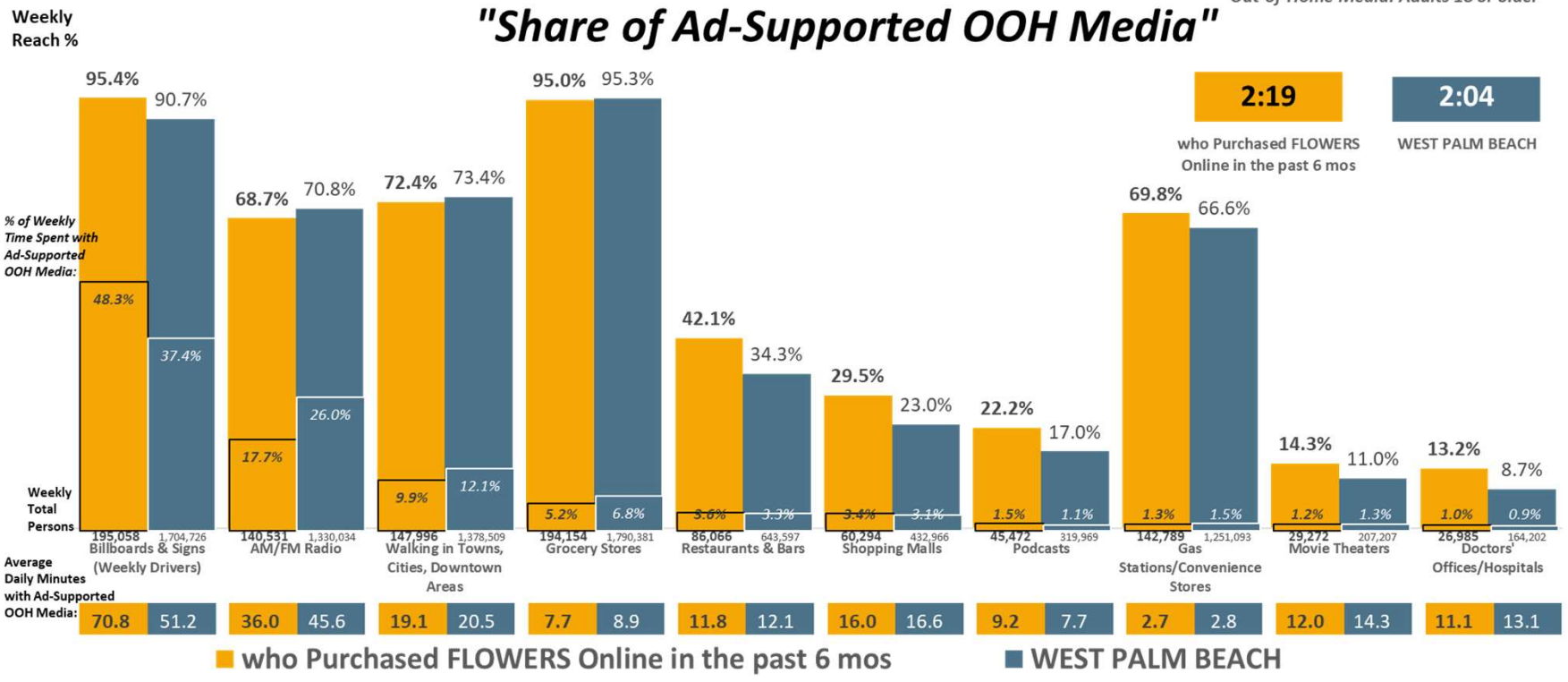
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Items bought on the Internet past 6 months:Household/Grocery: Flowers

195,058 or 95.4% of Adults 18 or older who Purchased FLOWERS Online in the past 6 mos spend an average of 70.8 minutes per day driving, seeing Billboards and Signs representing 48.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 231 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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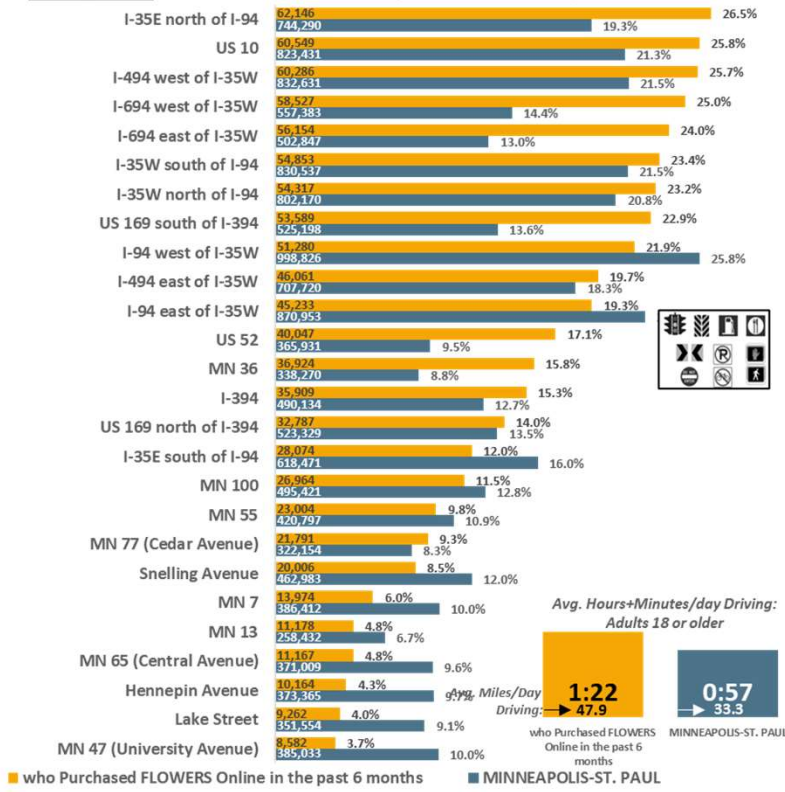
soefa.ai Share of Everything for Anything ©

Items bought on the Internet past 6 months:Household/Grocery: Flowers

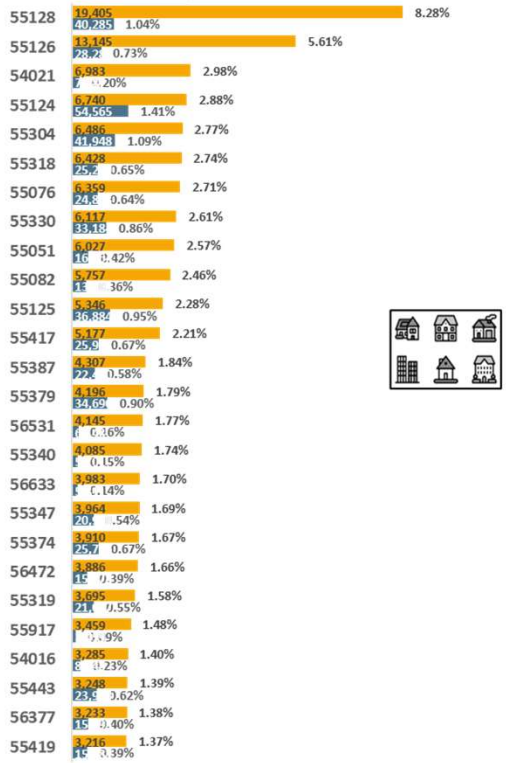
1-800 flowers.com MSP

232,965 or 99.4% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months spend an average of 82.3 minutes per day driving an average of 47.9 miles each day and are 84.2% more likely to use I-694 east of I-35W than the Metro average.

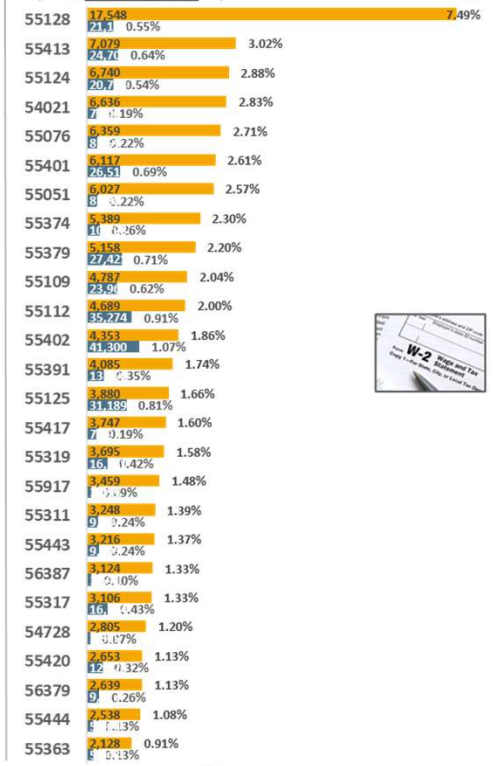
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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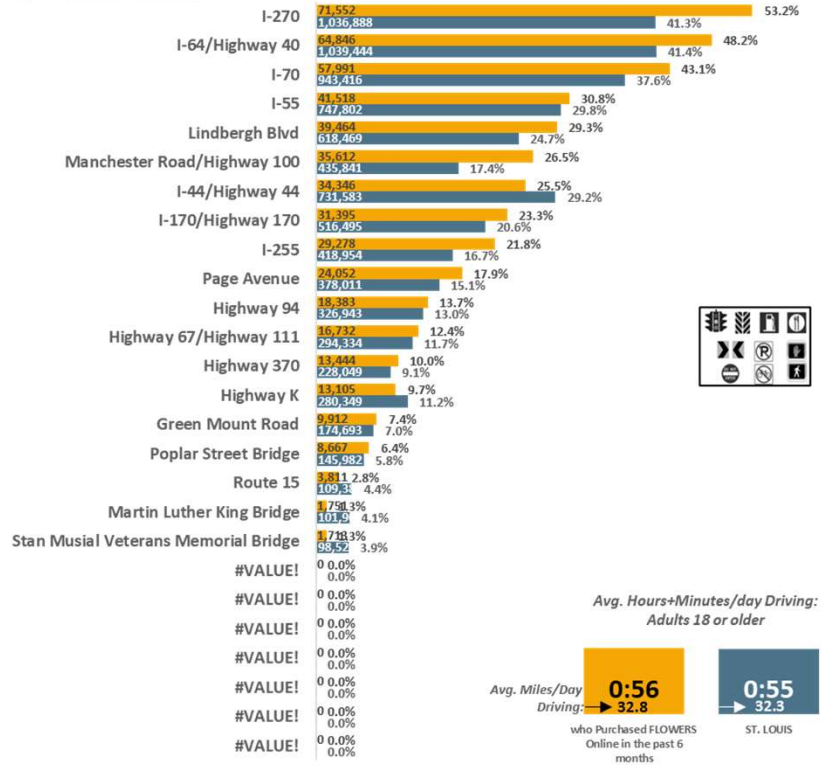
MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 110

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Items bought on the Internet past 6 months:Household/Grocery: Flowers

130,158 or 96.7% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months spend an average of 56.4 minutes per day driving an average of 32.8 miles each day and are 52.2% more likely to use Manchester Road/Highway 100 than the Metro average

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

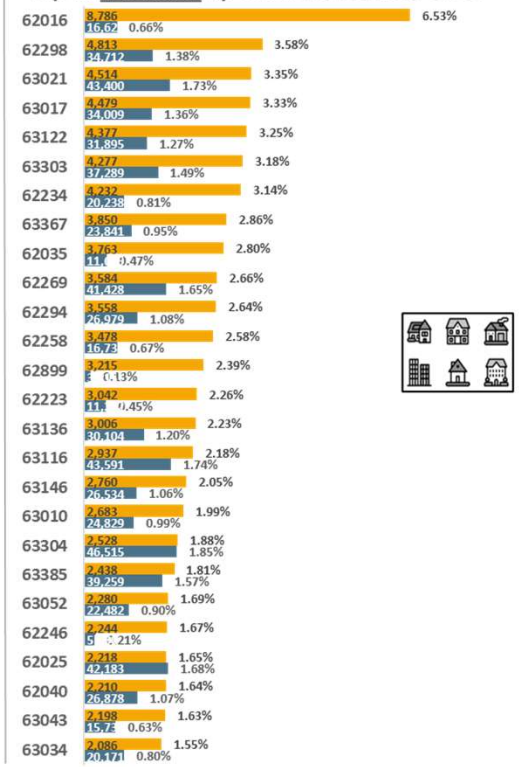


Avg. Hours+Minutes/day Driving: Adults 18 or older

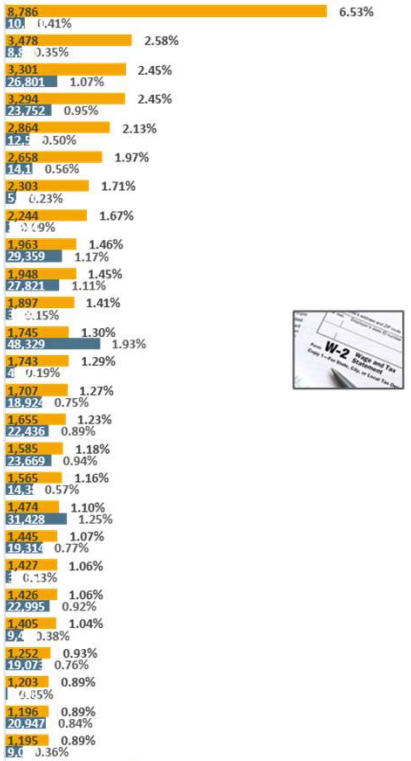
Avg. Miles/Day Driving: 0:56 → 32.8 (who Purchased FLOWERS Online in the past 6 months)

0:55 → 32.3 (ST. LOUIS)

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 131

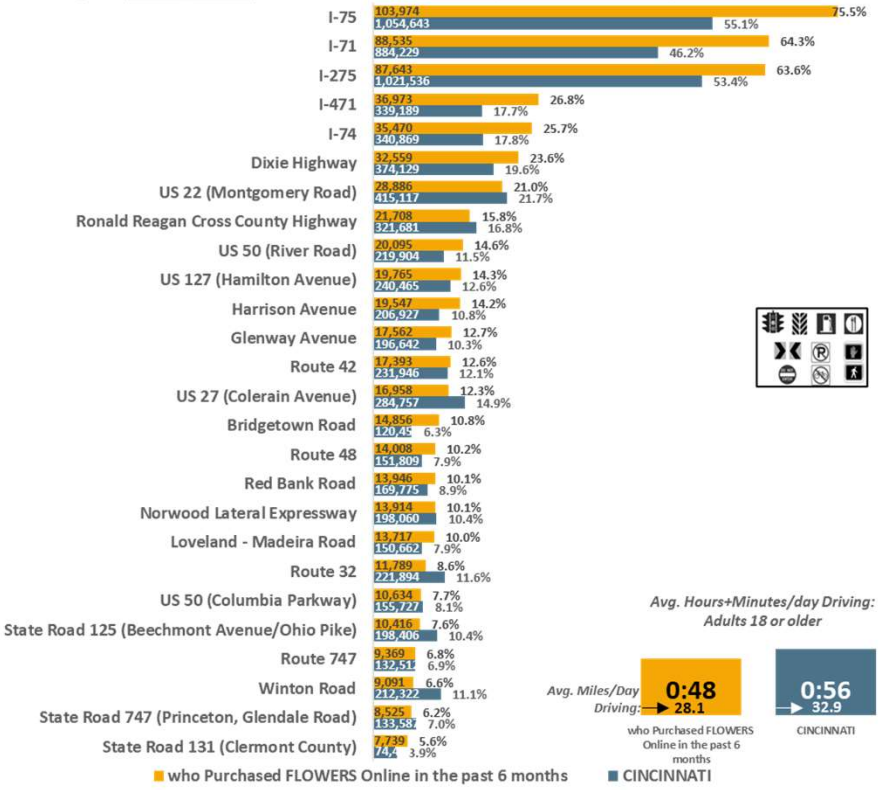
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Items bought on the Internet past 6 months:Household/Grocery: Flowers

1:800 flowers.com CIN

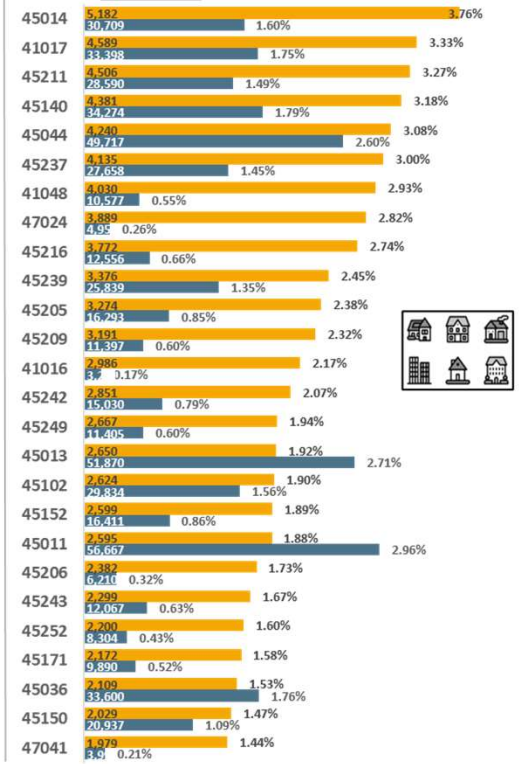
127,996 or 92.9% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months spend an average of 48.4 minutes per day driving an average of 28.1 miles each day and are 71.3% more likely to use Bridgetown Road than the Metro average.

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

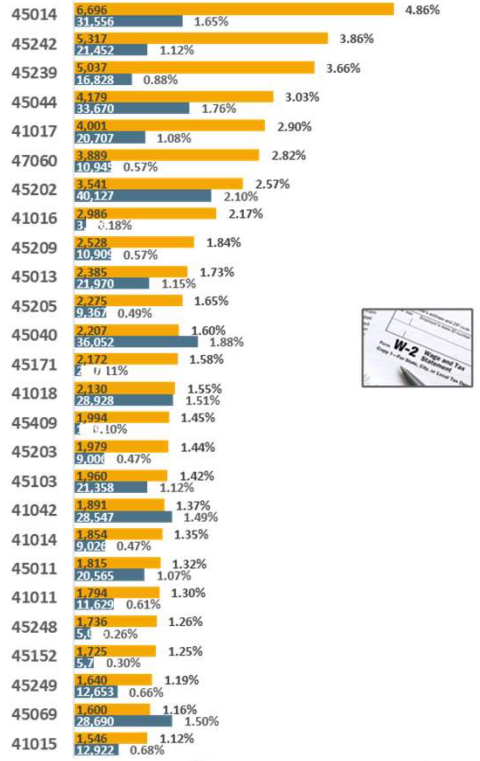


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 143

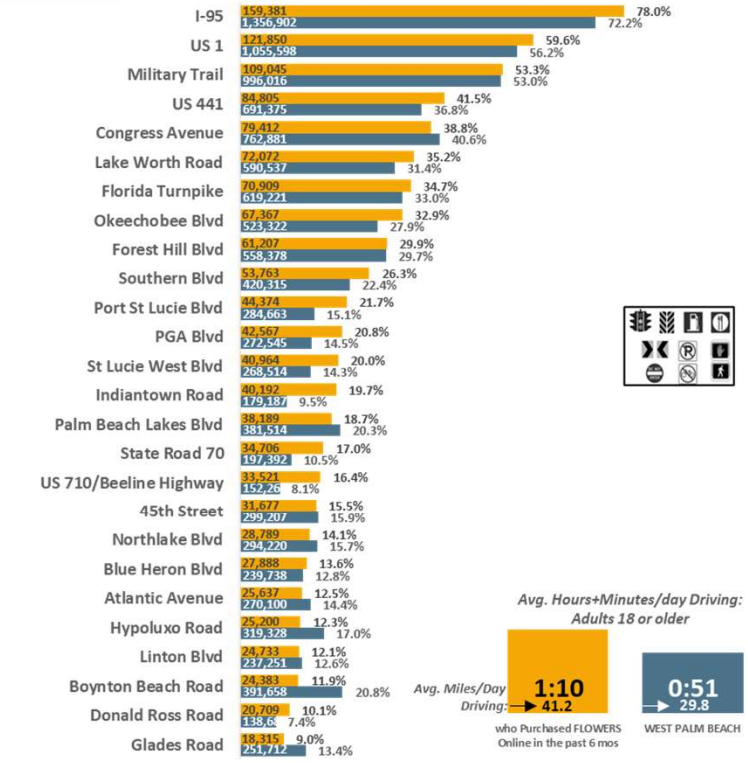
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Items bought on the Internet past 6 months:Household/Grocery: Flowers

1:800 flowers.com WPB

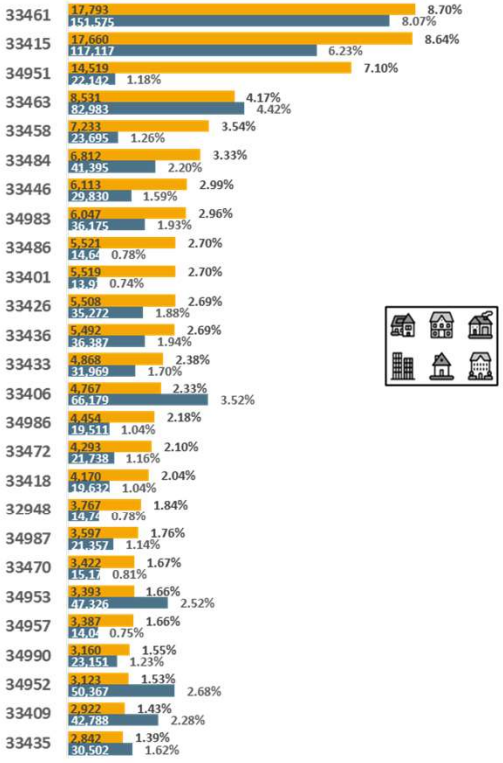
195,058 or 95.4% of Adults 18 or older who Purchased FLOWERS Online in the past 6 mos spend an average of 70.8 minutes per day driving an average of 41.2 miles each day and are 106.1% more likely to use Indiantown Road than the Metro average.

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

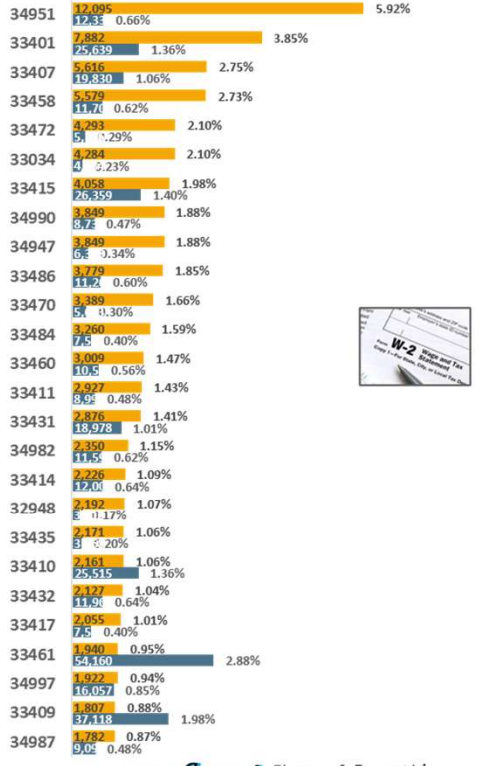


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



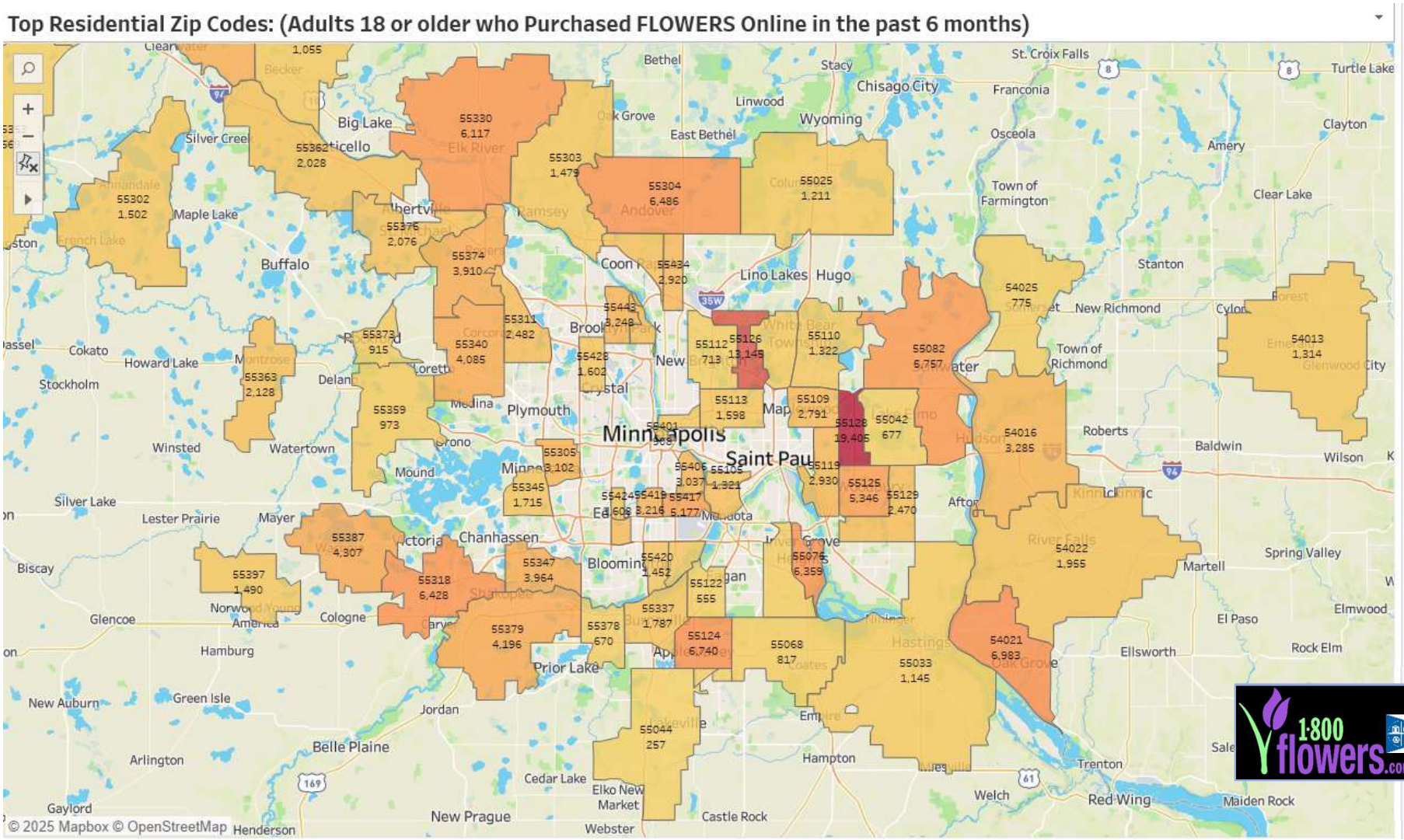
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WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 231

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Items bought on the Internet past 6 months:Household/Grocery: Flowers

Top Residential Zip Codes: (Adults 18 or older who Purchased FLOWERS Online in the past 6 months)



1:800 flowers.com MSP

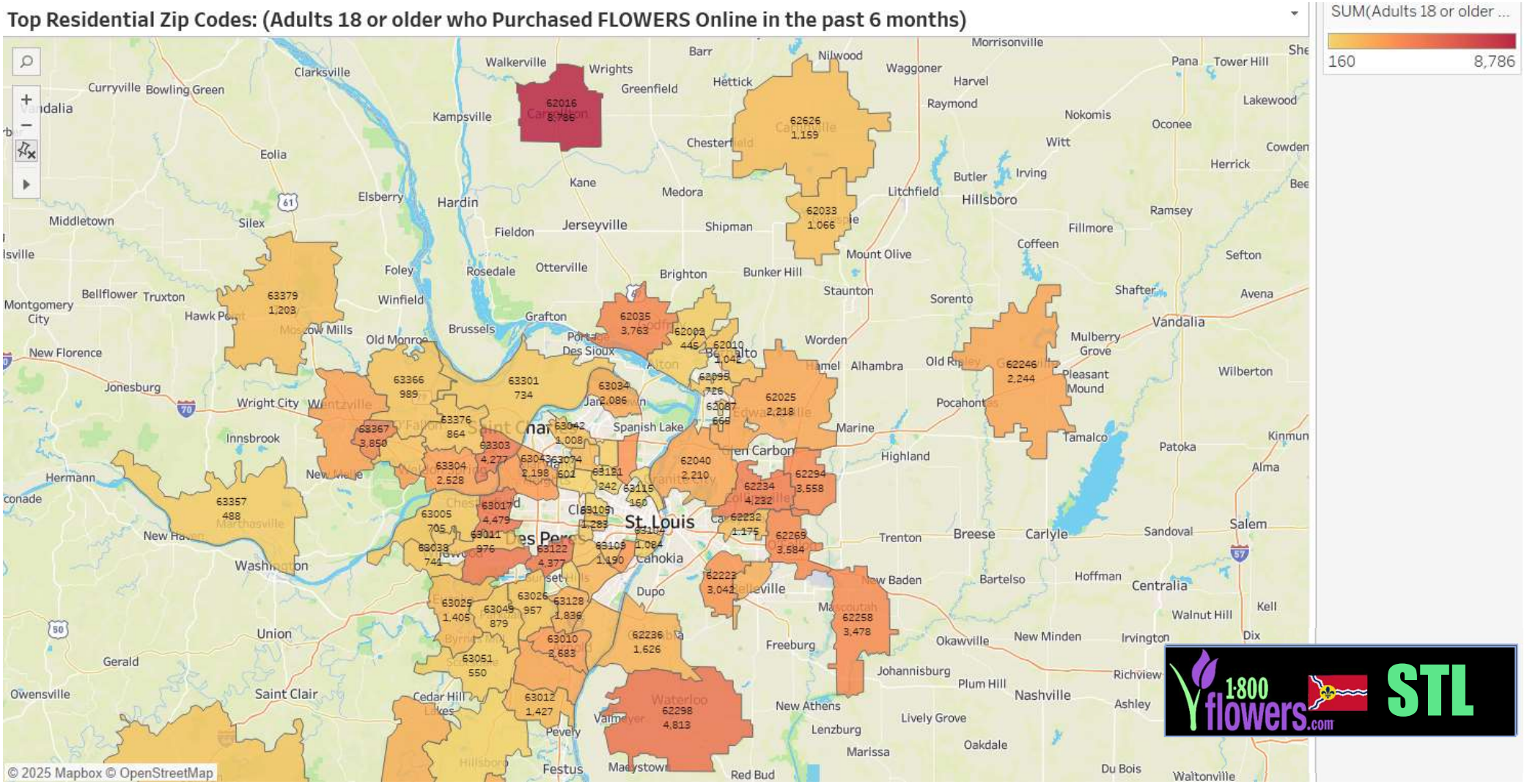
MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 110

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Items bought on the Internet past 6 months:Household/Grocery: Flowers

Top Residential Zip Codes: (Adults 18 or older who Purchased FLOWERS Online in the past 6 months)

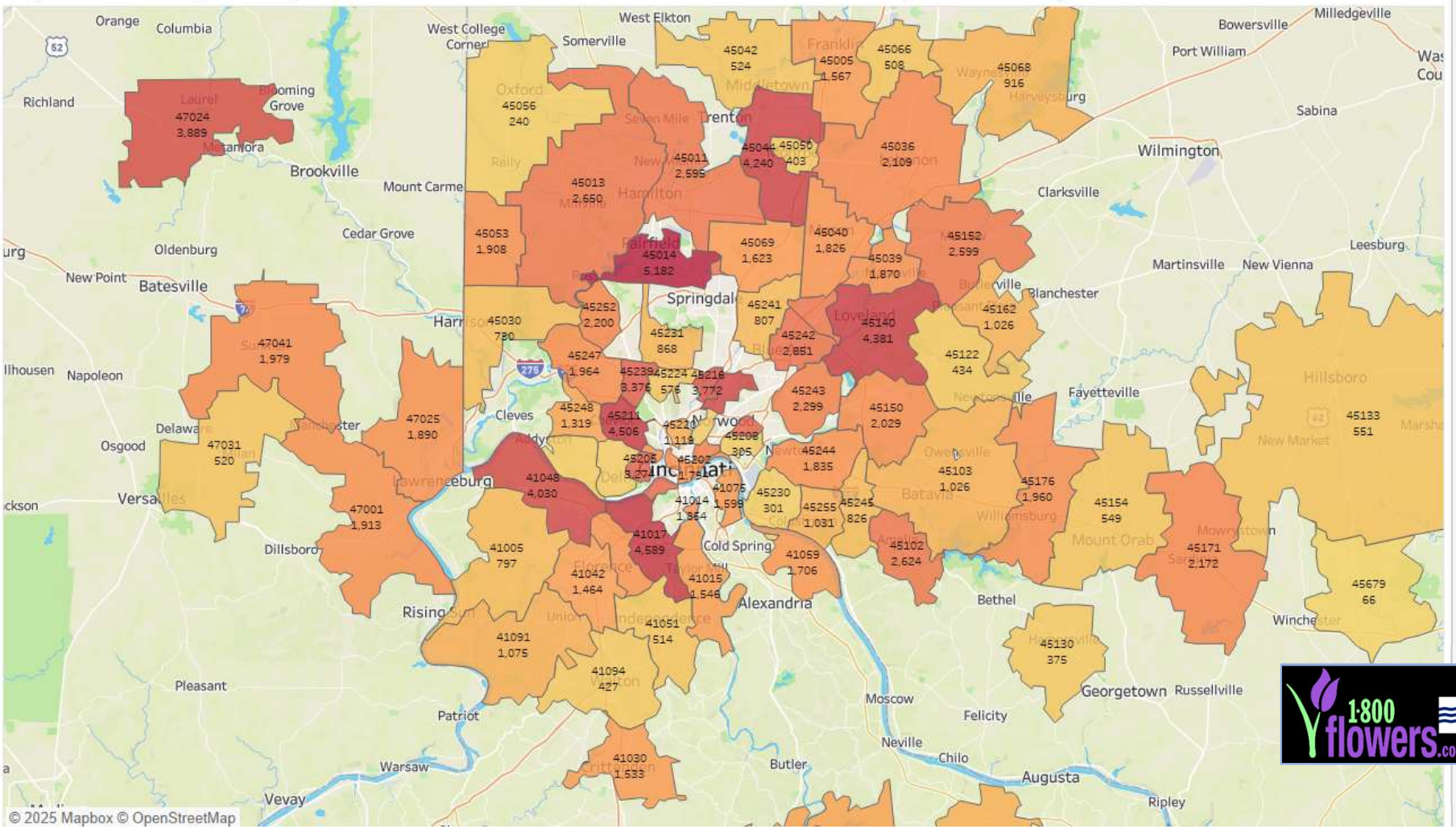


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Items bought on the Internet past 6 months:Household/Grocery: Flowers

Top Residential Zip Codes: (Adults 18 or older who Purchased FLOWERS Online in the past 6 months)



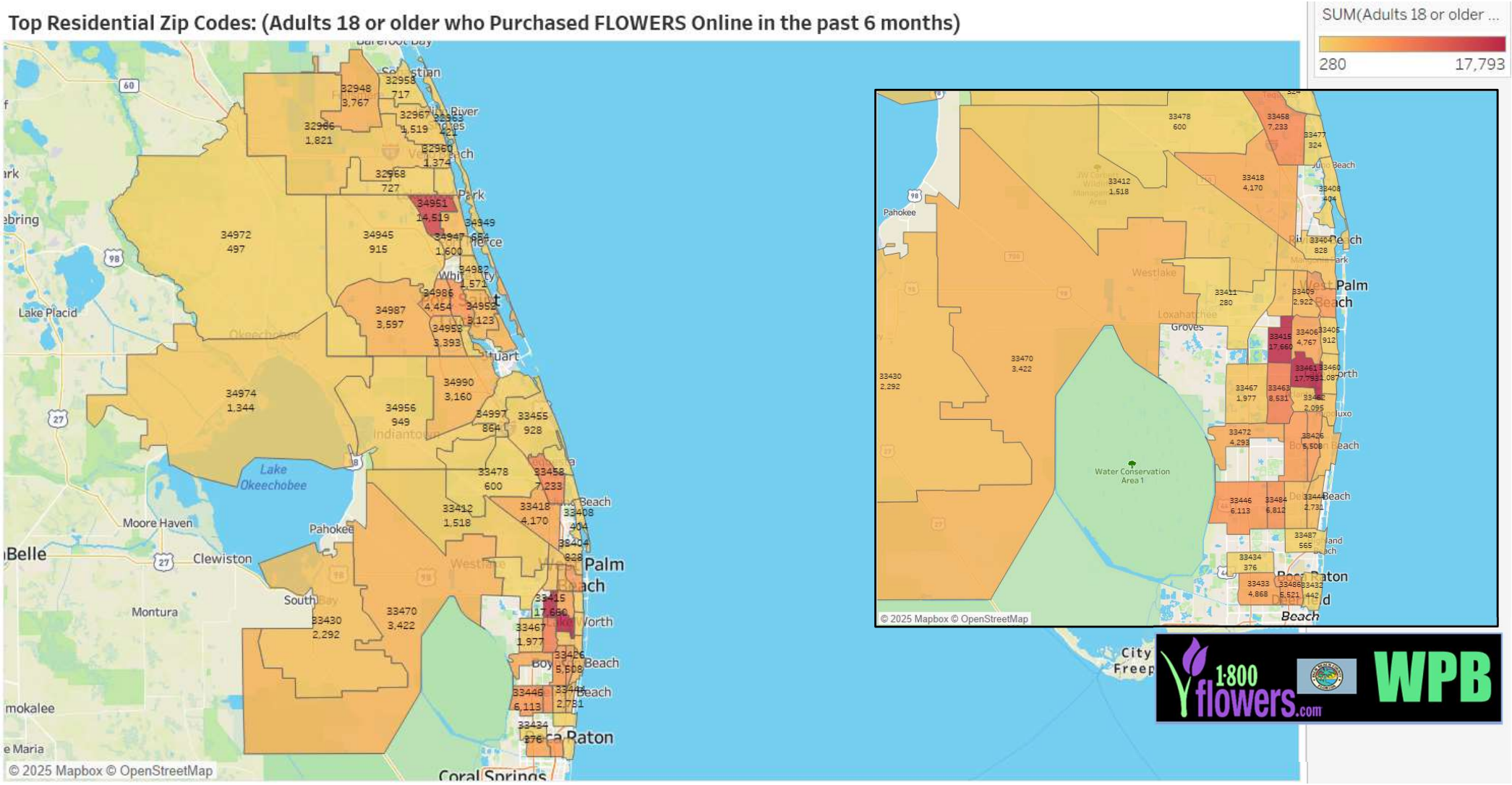
1-800 flowers.com CIN

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Items bought on the Internet past 6 months:Household/Grocery: Flowers

Top Residential Zip Codes: (Adults 18 or older who Purchased FLOWERS Online in the past 6 months)



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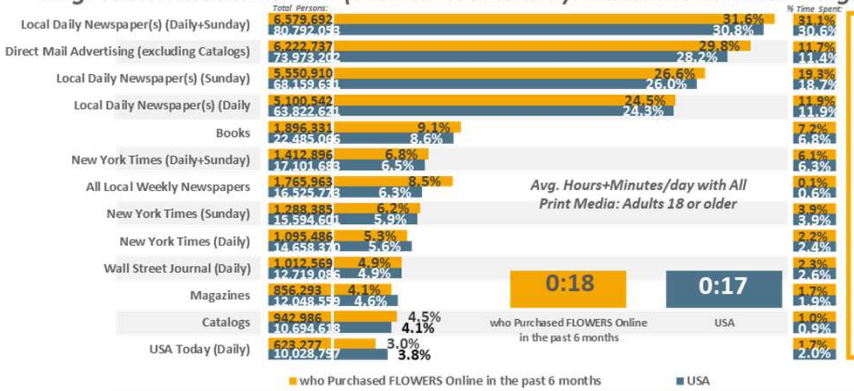
soefa.ai Share of Everything for Anything

Items bought on the Internet past 6 months:Household/Grocery: Flowers

1-800 flowers.com USA

6,579,692 or 31.6% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.5 minutes every day representing 33.6% of all time spent daily with All forms of Print Media.

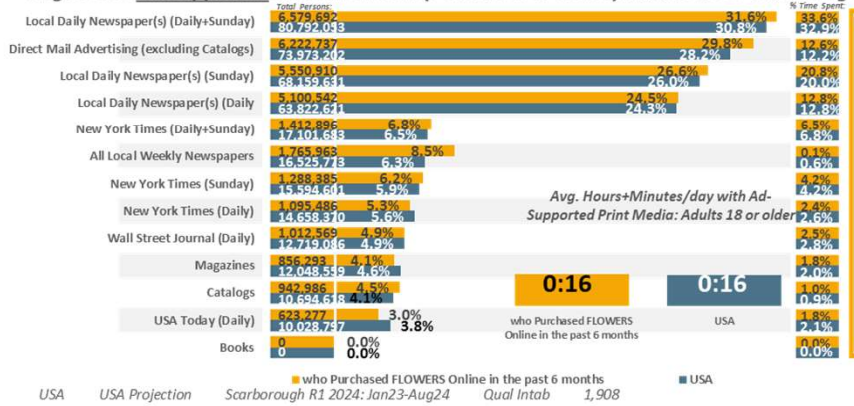
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 1,908

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

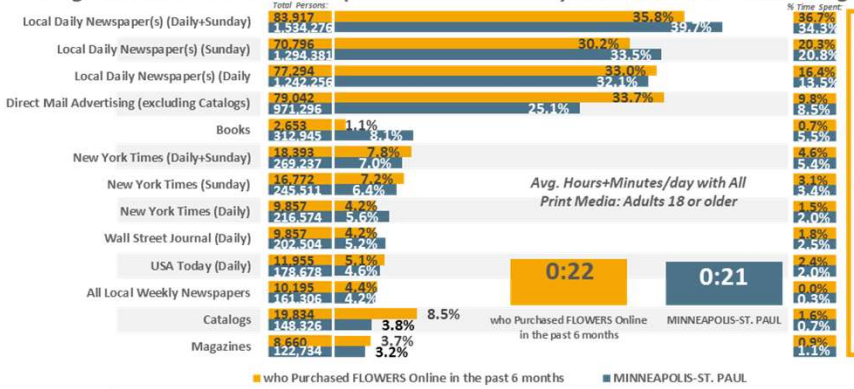
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Items bought on the Internet past 6 months:Household/Grocery: Flowers

1-800 flowers.com MSP

83,917 or 35.8% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.4 minutes every day representing 37.% of all time spent daily with All forms of Print Media.

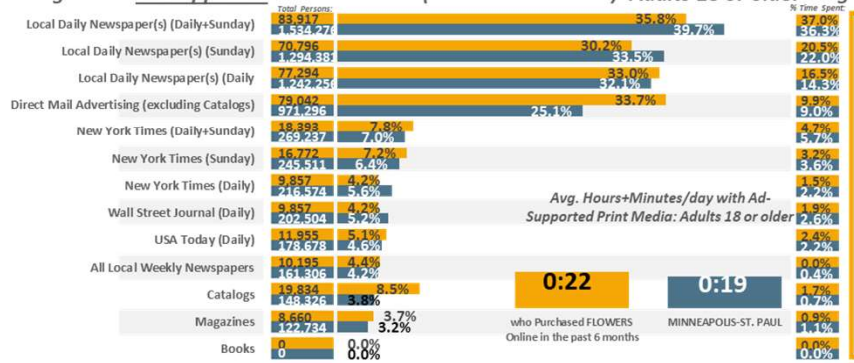
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 110

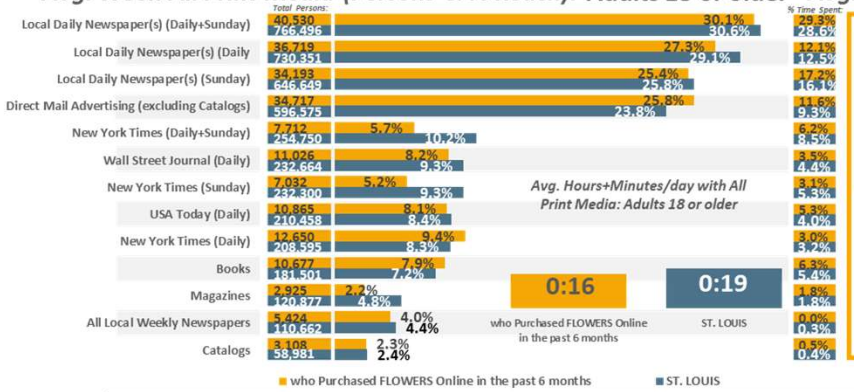
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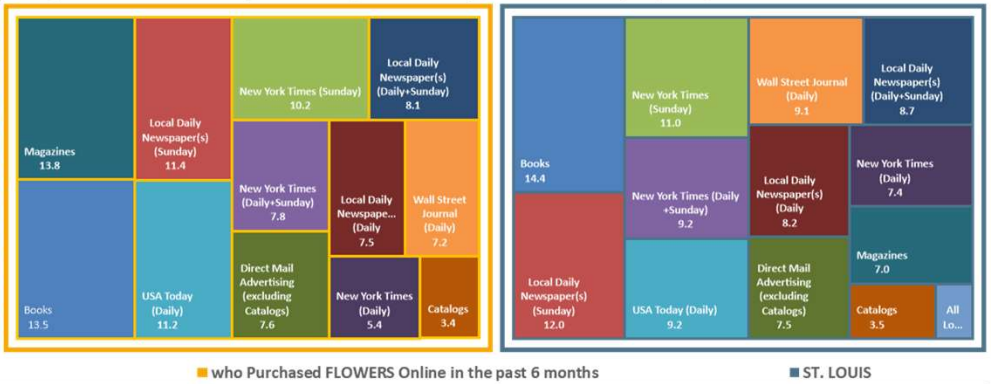
Items bought on the Internet past 6 months:Household/Grocery: Flowers

40,530 or 30.1% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.1 minutes every day representing 31.3% of all time spent daily with All forms of Print Media.

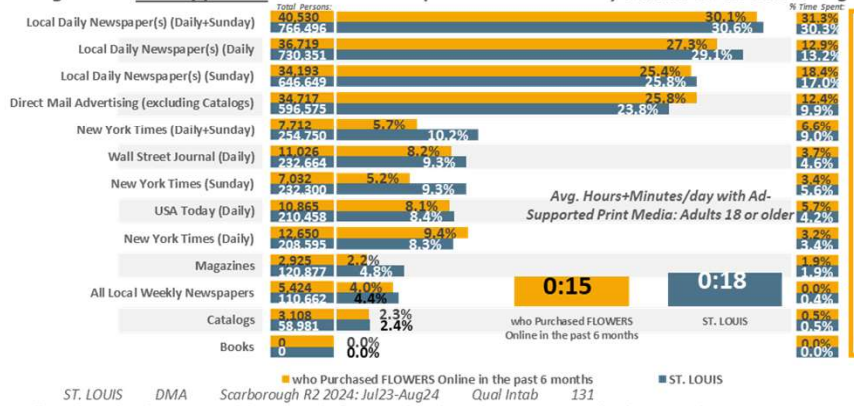
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



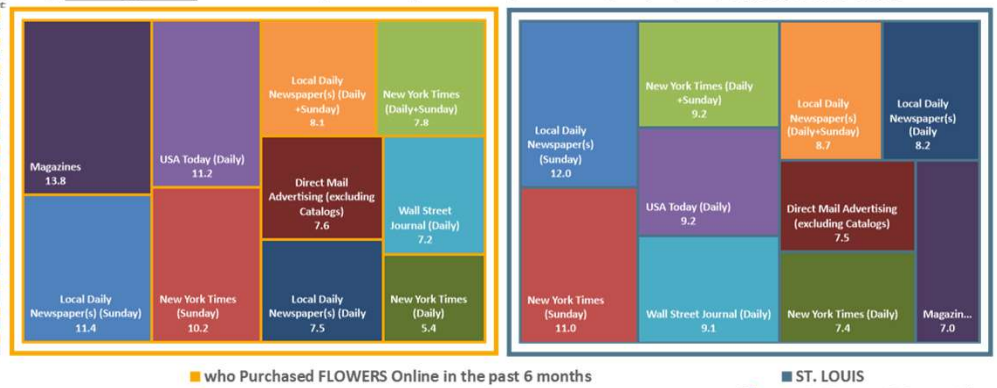
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 131

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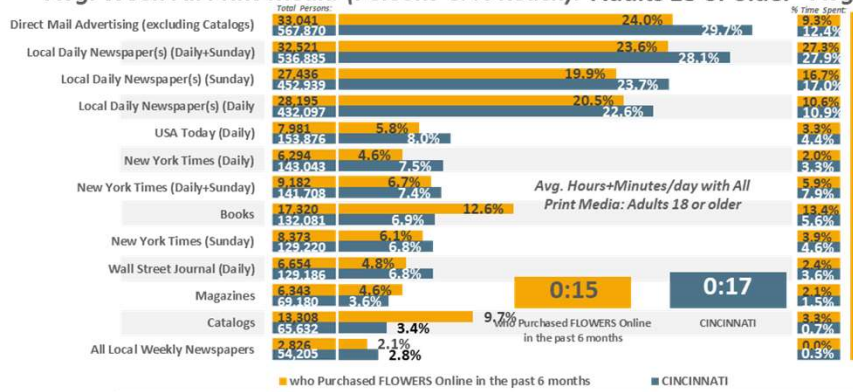
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Items bought on the Internet past 6 months:Household/Grocery: Flowers

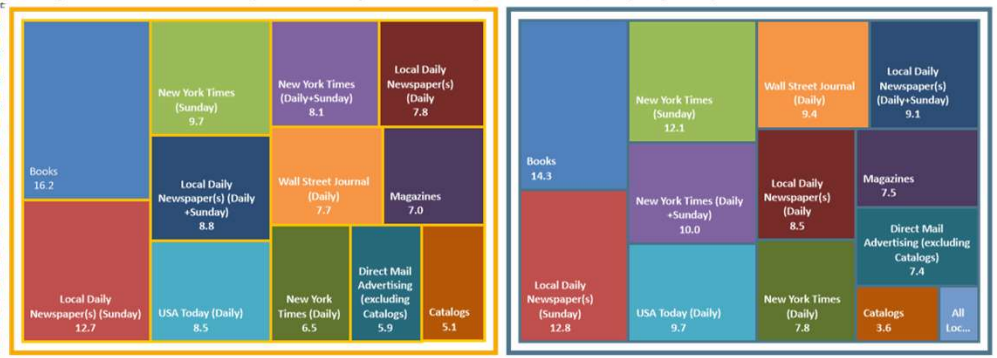
1-800 flowers.com CIN

32,521 or 23.6% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.8 minutes every day representing 31.5% of all time spent daily with All forms of Print Media.

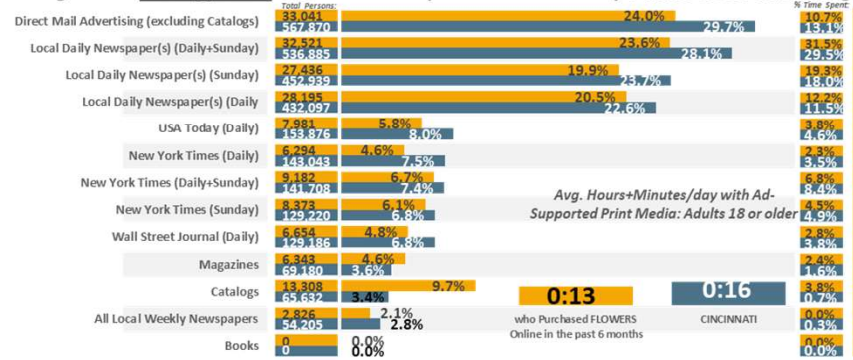
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 143

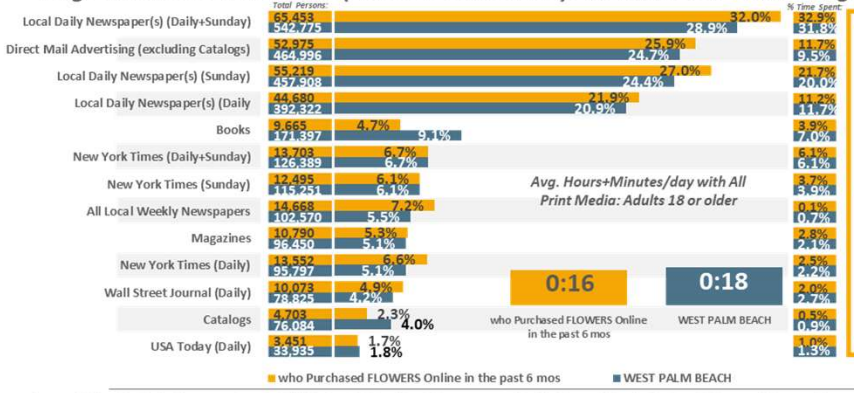
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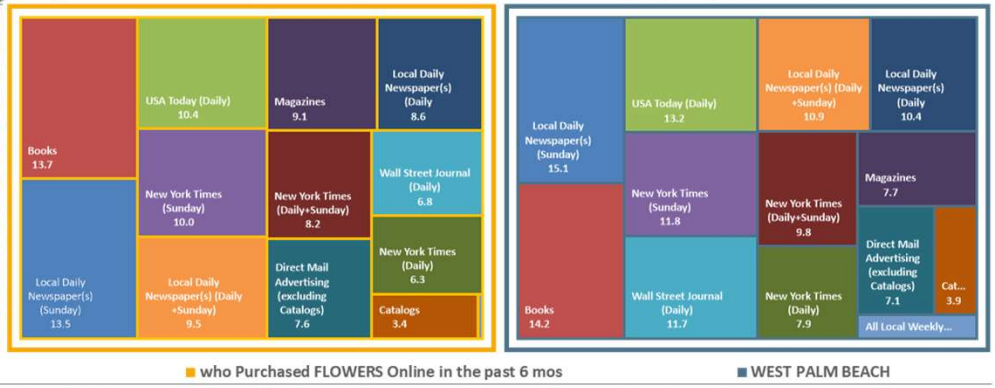
Items bought on the Internet past 6 months:Household/Grocery: Flowers

65,453 or 32.% of Adults 18 or older who Purchased FLOWERS Online in the past 6 mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.5 minutes every day representing 34.2% of all time spent daily with All forms of Print Media.

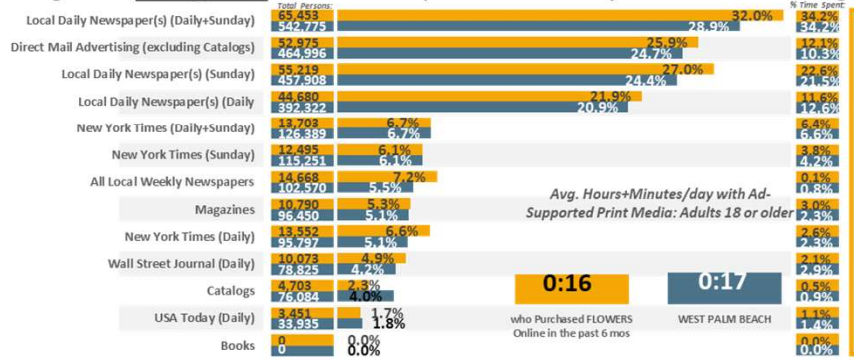
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



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Items bought on the Internet past 6 months:Household/Grocery: Flowers