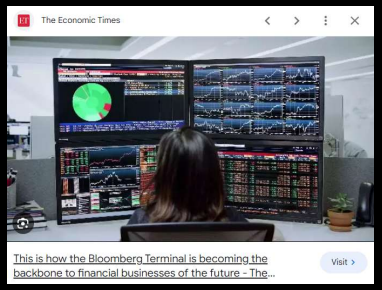
USA+4 More DMAs - P18+ past 7 days Purchasers of FROZEN PIZZA!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, SEATTLE-TACOMA, PHOENIX, WASHINGTON, DC, and WEST PALM BEACH DMA P18+ P18+ past 7 days FROZEN PIZZA buyers as of April 2024!





Seattle-Tacoma



Phoenix



Washington, DC



West Palm Beach

P18+

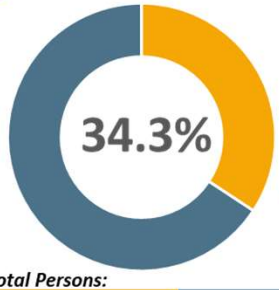
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

Food products household used past 7 days (HHLD): Frozen pizza



34.3% or 89,828,703 of USA Adults 18 or older purchased FROZEN PIZZA in the past 7 days.
Typical Adults 18 or older who purchased FROZEN PIZZA in the past 7 days are 46.9 years old (4.1% younger than average) and have a $88,798 (1.% lower than average) annual household income.

Percent of Market: Adults 18 or older

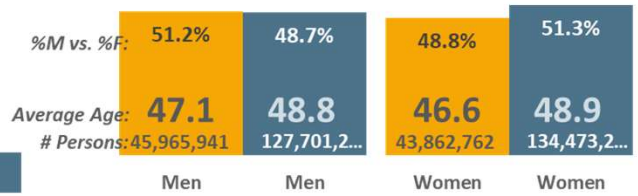


- who purchased FROZEN PIZZA in the past 7 days
- Remainder of USA Metro

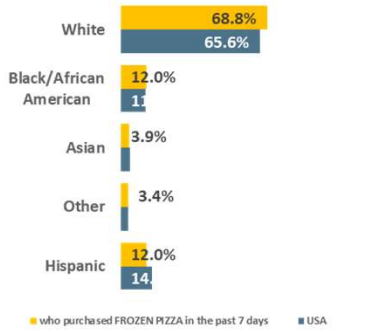
Total Persons:

89,828,703	172,345,797

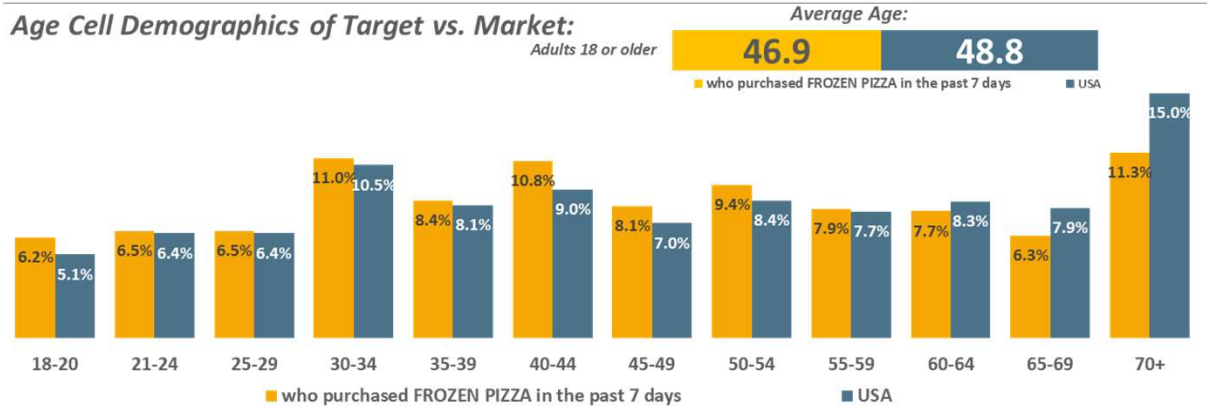
Gender of Target vs. Market: Adults 18 or older



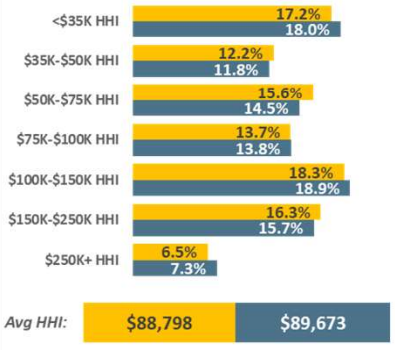
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$88,798	$89,673

USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *7,071*

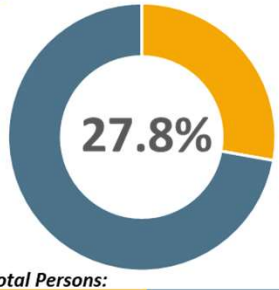
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USA Projection *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *23,333*



27.8% or 1,247,794 of SEATTLE-TACOMA DMA Adults 18 or older purchased FROZEN PIZZA in the past 7 days. Typical Adults 18 or older who purchased FROZEN PIZZA in the past 7 days are 44.4 years old (7.8% younger than average) and have a $115,574 (2.5% lower than average) annual household income.

Percent of Market: Adults 18 or older



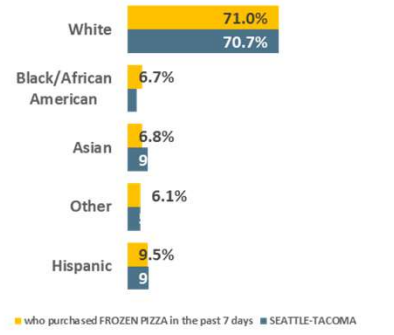
Total Persons:

1,247,794	3,240,636

Gender of Target vs. Market: Adults 18 or older

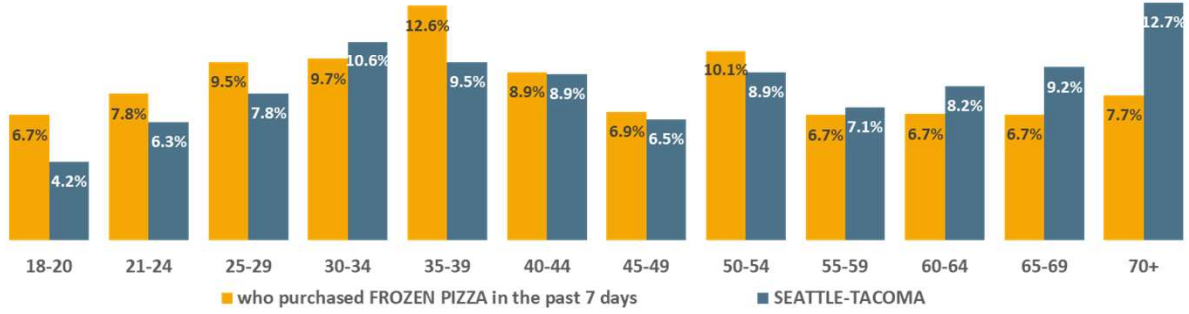
	Men	Men	Women	Women
%M vs. %F:	51.8%	49.7%	48.2%	50.3%
Average Age:	45.4	48.1	43.4	48.3
# Persons:	646,348	2,229,970	601,446	2,258,460

Ethnicity of Target vs. Market:

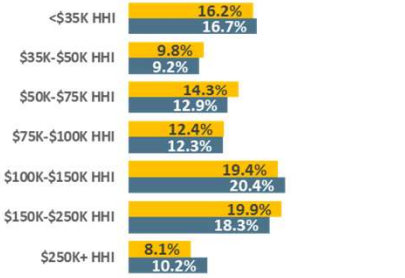


Age Cell Demographics of Target vs. Market:

Average Age:	who purchased FROZEN PIZZA in the past 7 days	SEATTLE-TACOMA
Adults 18 or older	44.4	48.2



HHI of Target vs. Market:



Avg HHI:	$115,574	$118,542

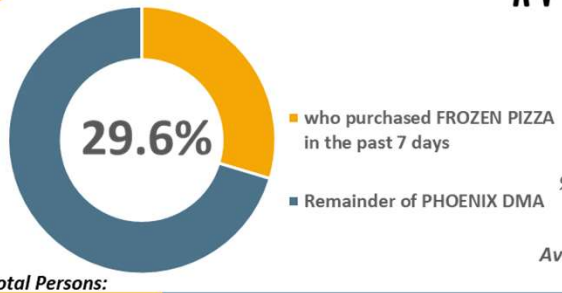
SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,000

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29.6% or 1,367,767 of PHOENIX DMA Adults 18 or older purchased FROZEN PIZZA in the past 7 days. Typical Adults 18 or older who purchased FROZEN PIZZA in the past 7 days are 46.6 years old (5.1% younger than average) and have a $99,565 (7.1% higher than average) annual household income.

Percent of Market: Adults 18 or older



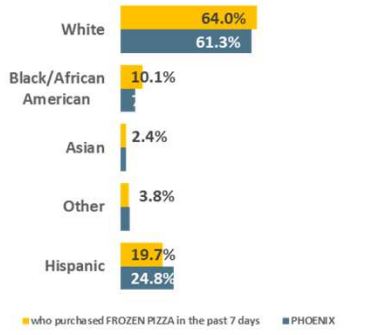
Total Persons:

1,367,767	3,246,550

Gender of Target vs. Market: Adults 18 or older

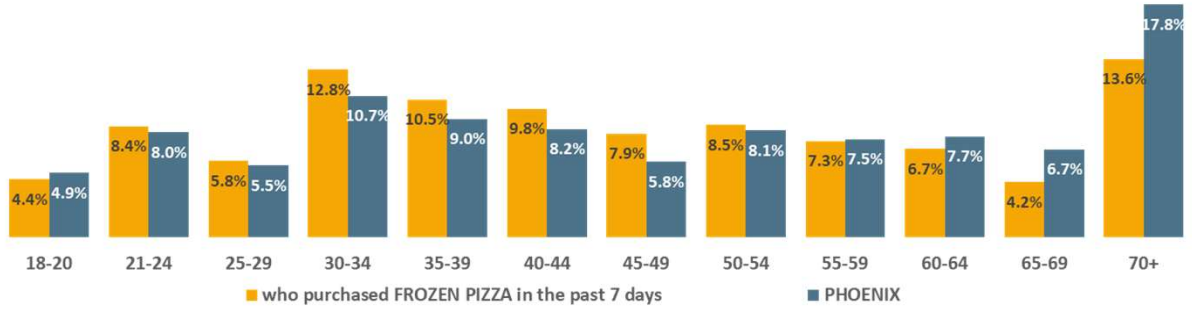
	Men	Men	Women	Women
%M vs. %F:	52.3%	49.1%	47.7%	50.9%
Average Age:	46.7	48.6	46.4	49.5
# Persons:	715,154	2,264,144	652,613	2,350,173

Ethnicity of Target vs. Market:

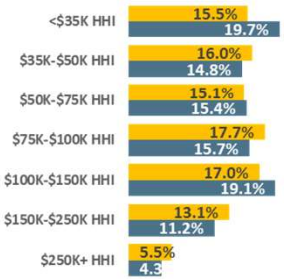


Age Cell Demographics of Target vs. Market:

	Average Age:	
Adults 18 or older	46.6	49.1



HHI of Target vs. Market:



Avg HHI:	$99,565	$92,998

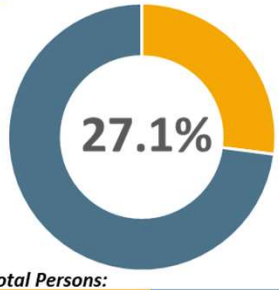
PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 627

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27.1% or 1,530,332 of WASHINGTON, DC DMA Adults 18 or older purchased FROZEN PIZZA in the past 7 days. Typical Adults 18 or older who purchased FROZEN PIZZA in the past 7 days are 46.5 years old (3.% younger than average) and have a $120,305 (6.2% lower than average) annual household income.

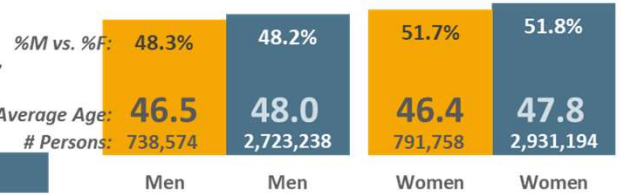
Percent of Market: Adults 18 or older



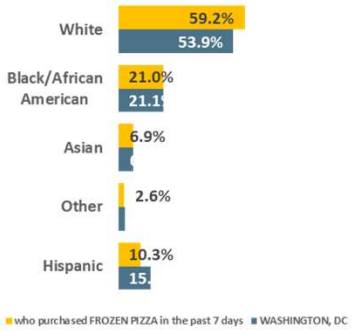
Total Persons:



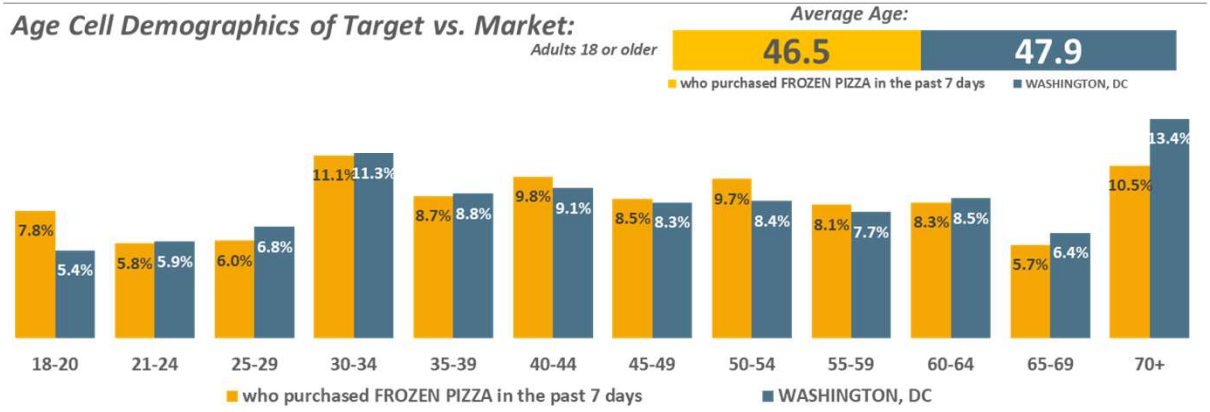
Gender of Target vs. Market: Adults 18 or older



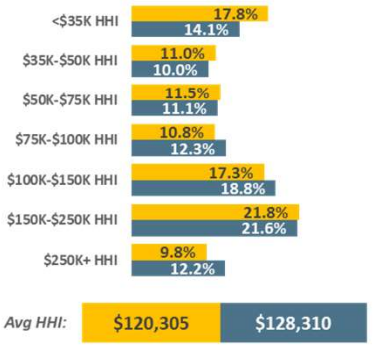
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



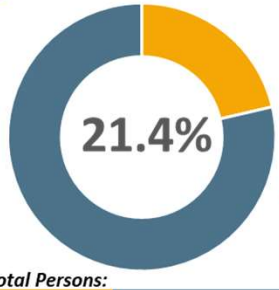
WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,369

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21.4% or 395,447 of WEST PALM BEACH DMA Adults 18 or older purchased FROZEN PIZZA in the past 7 days. Typical Adults 18 or older who purchased FROZEN PIZZA in the past 7 days are 50.2 years old (6.1% younger than average) and have a $89,380 (7.3% lower than average) annual household income.

Percent of Market: Adults 18 or older



- who purchased FROZEN PIZZA in the past 7 days
- Remainder of WEST PALM BEACH Metro

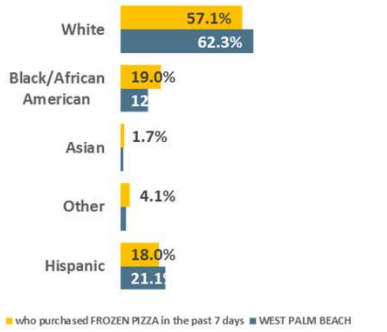
Total Persons:

395,447	1,454,906

Gender of Target vs. Market: Adults 18 or older

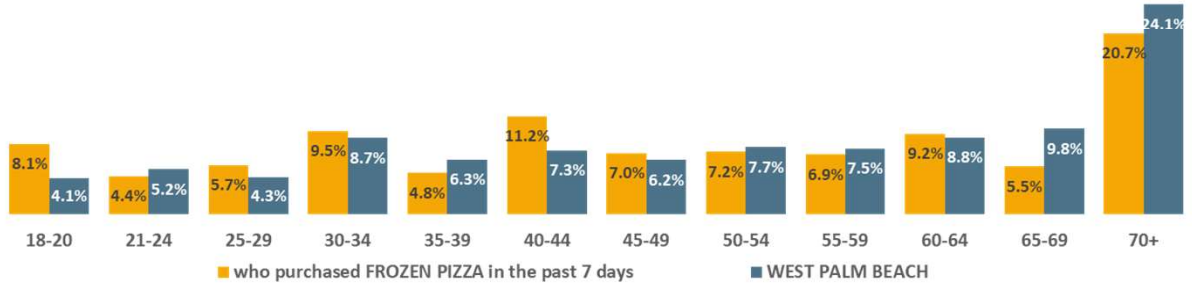
	Men	Men	Women	Women
%M vs. %F:	47.1%	47.9%	52.9%	52.1%
Average Age:	48.9	53.2	51.1	53.8
# Persons:	186,116	885,597	209,331	964,756

Ethnicity of Target vs. Market:

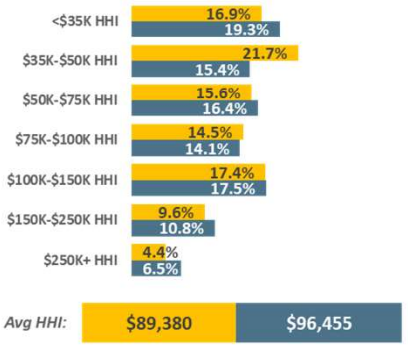


Age Cell Demographics of Target vs. Market:

Average Age:	Adults 18 or older
who purchased FROZEN PIZZA in the past 7 days	50.2
WEST PALM BEACH	53.5



HHI of Target vs. Market:



Avg HHI:	$89,380	$96,455

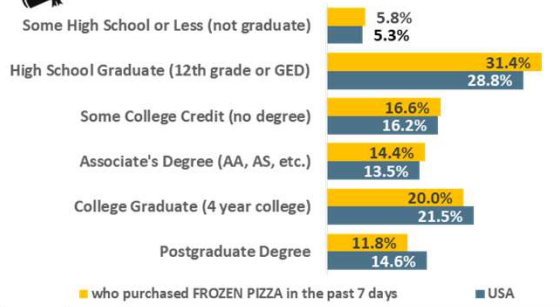
WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 547

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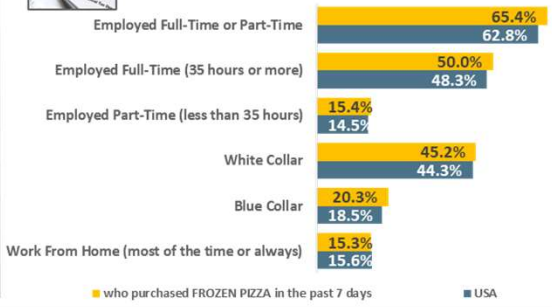


34.3% or 89,828,703 of USA Adults 18 or older purchased FROZEN PIZZA in the past 7 days.
Adults 18 or older who purchased FROZEN PIZZA in the past 7 days are 11.8% less likely to be a college graduate, 3.5% more likely to work full-time, 3.% less likely to be married, 13.6% more likely to be a parent of 1 or more children under 18.

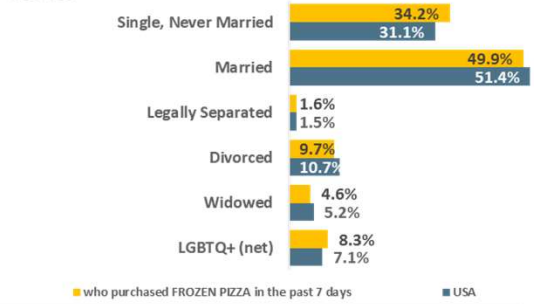
Education Levels: Adults 18 or older



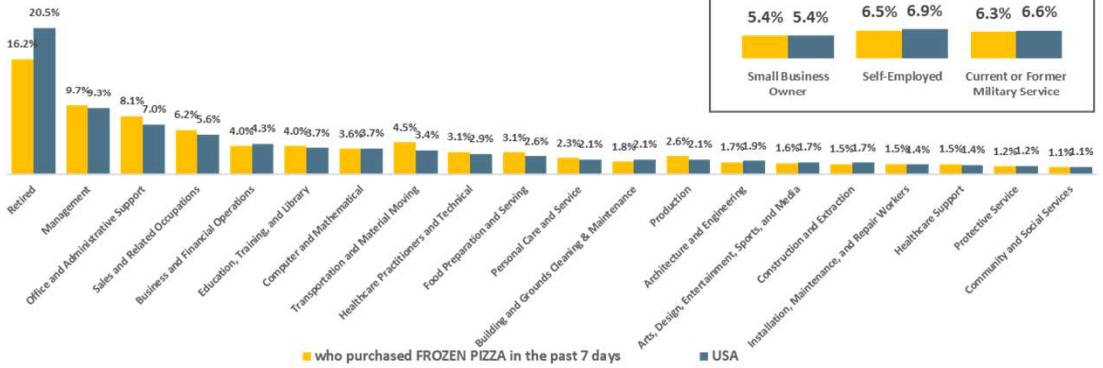
Employment: Adults 18 or older



Marital Status: Adults 18 or older

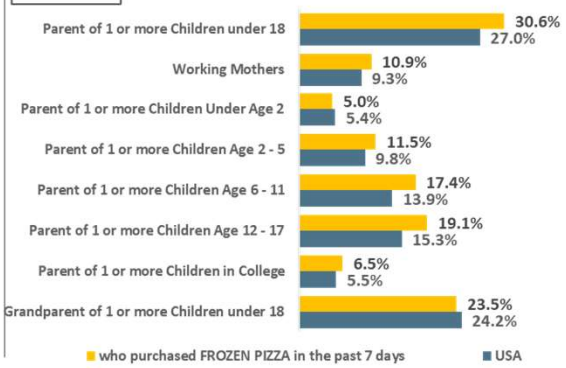


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 7,071

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

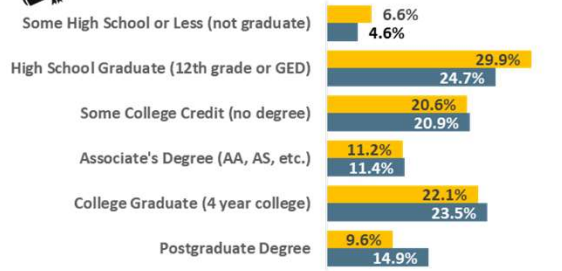
©

Food products household used past 7 days (HHLD): Frozen pizza

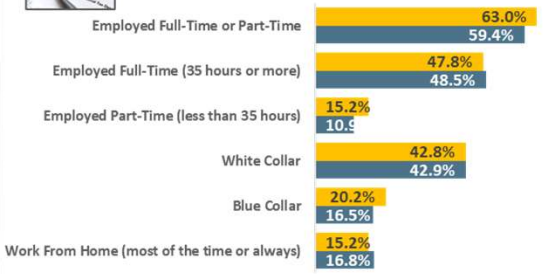


27.8% or 1,247,794 of SEATTLE-TACOMA DMA Adults 18 or older purchased FROZEN PIZZA in the past 7 days. Adults 18 or older who purchased FROZEN PIZZA in the past 7 days are 17.2% less likely to be a college graduate, 1.5% less likely to work full-time, 11.4% less likely to be married, 22.7% more likely to be a parent of 1 or more children under 18.

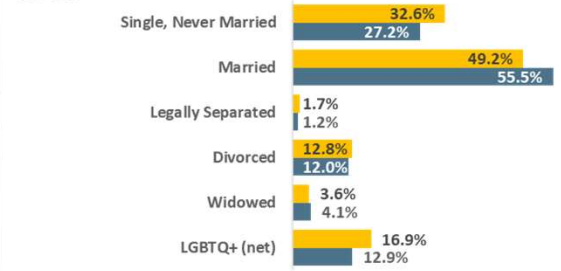
Education Levels: Adults 18 or older



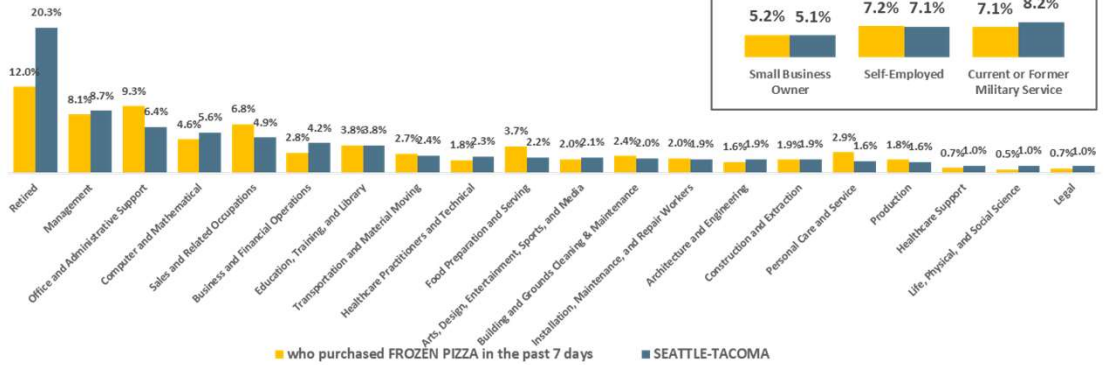
Employment: Adults 18 or older



Marital Status: Adults 18 or older

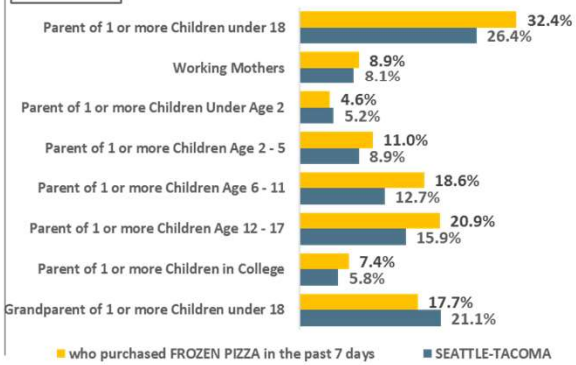


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,000

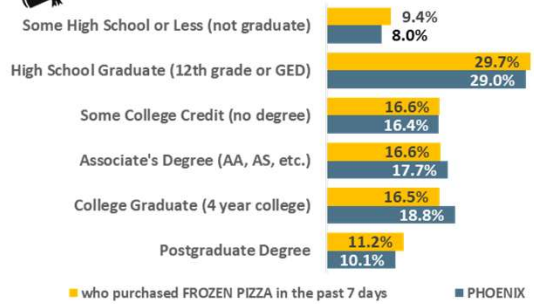
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Food products household used past 7 days (HHLD): Frozen pizza

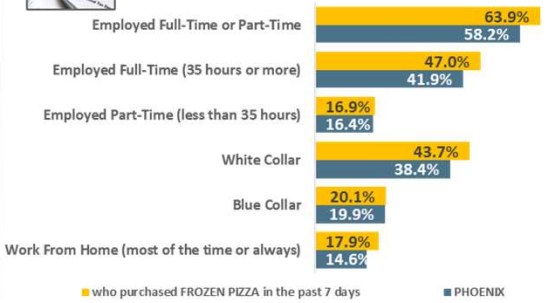


29.6% or 1,367,767 of PHOENIX DMA Adults 18 or older purchased FROZEN PIZZA in the past 7 days. Adults 18 or older who purchased FROZEN PIZZA in the past 7 days are 4.% less likely to be a college graduate, 12.2% more likely to work full-time, 9.2% less likely to be married, 15.% more likely to be a parent of 1 or more children under 18.

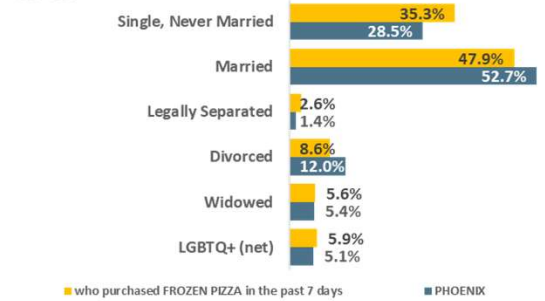
Education Levels: Adults 18 or older



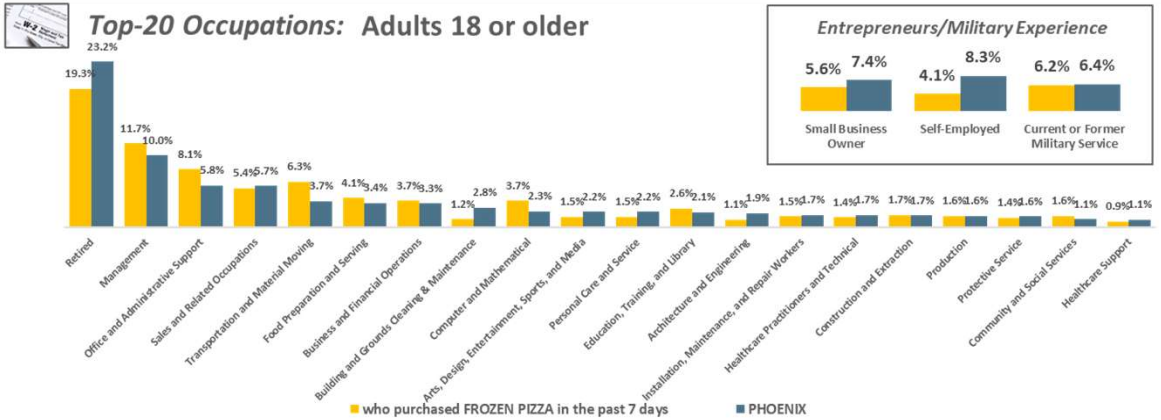
Employment: Adults 18 or older



Marital Status: Adults 18 or older

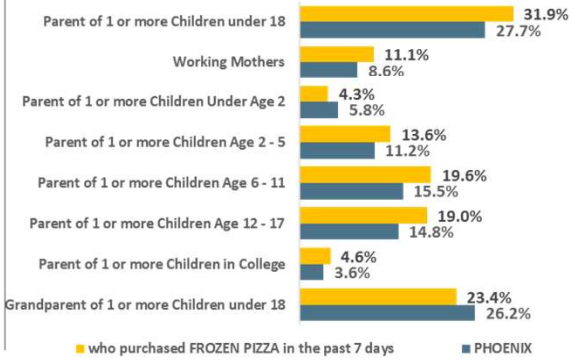


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 627

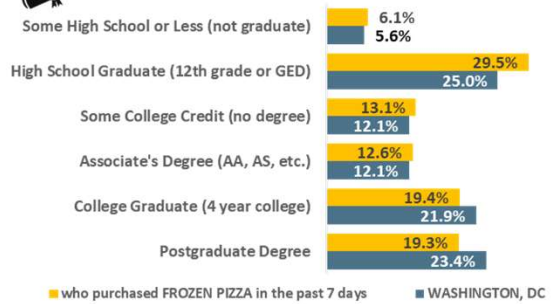
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Food products household used past 7 days (HHLD): Frozen pizza

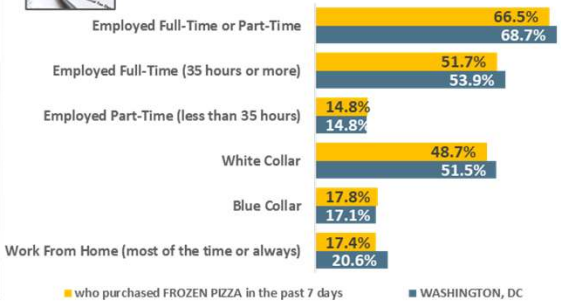


27.1% or 1,530,332 of WASHINGTON, DC DMA Adults 18 or older purchased FROZEN PIZZA in the past 7 days. Adults 18 or older who purchased FROZEN PIZZA in the past 7 days are 14.4% less likely to be a college graduate, 4.1% less likely to work full-time, 1.3% less likely to be married, 6.5% more likely to be a parent of 1 or more children under 18.

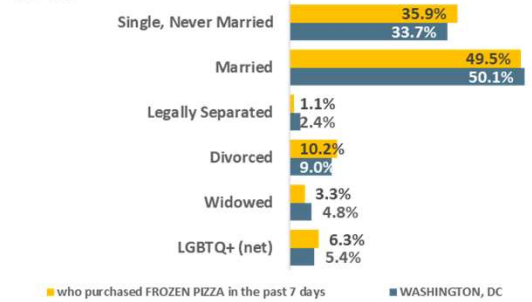
Education Levels: Adults 18 or older



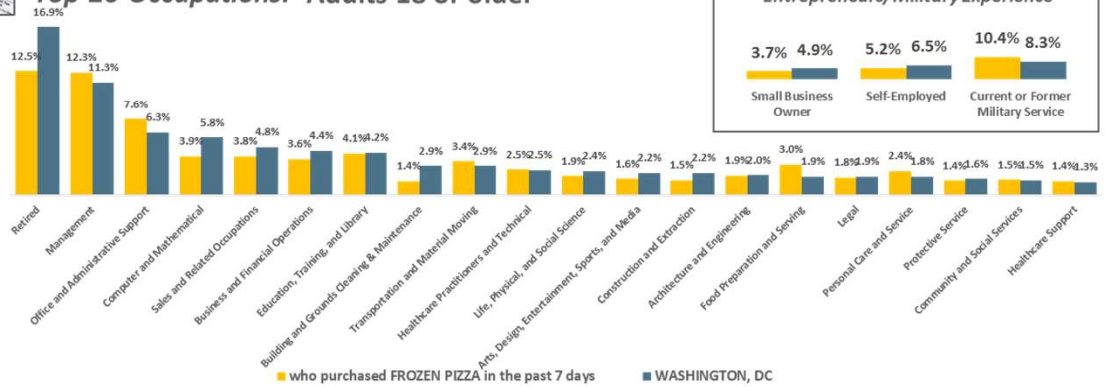
Employment: Adults 18 or older



Marital Status: Adults 18 or older

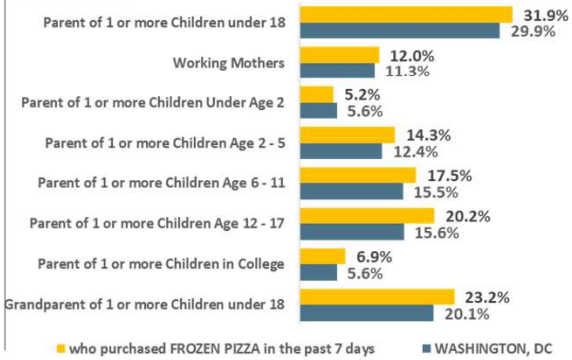


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,369

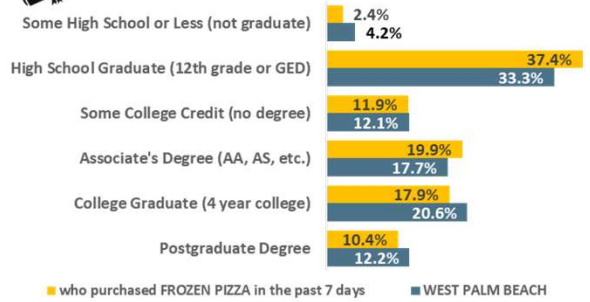
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Food products household used past 7 days (HHLD): Frozen pizza

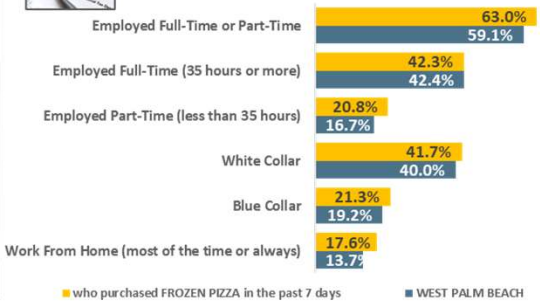


21.4% or 395,447 of WEST PALM BEACH DMA Adults 18 or older purchased FROZEN PIZZA in the past 7 days. Adults 18 or older who purchased FROZEN PIZZA in the past 7 days are 13.3% less likely to be a college graduate, .4% less likely to work full-time, 4.5% less likely to be married, 9.5% more likely to be a parent of 1 or more children under 18.

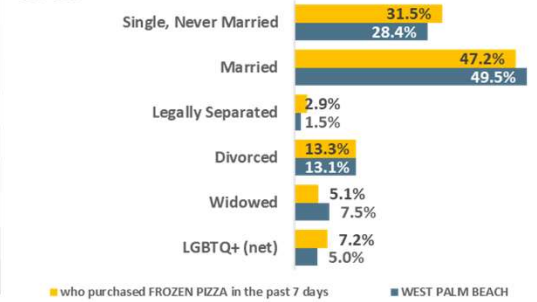
Education Levels: Adults 18 or older



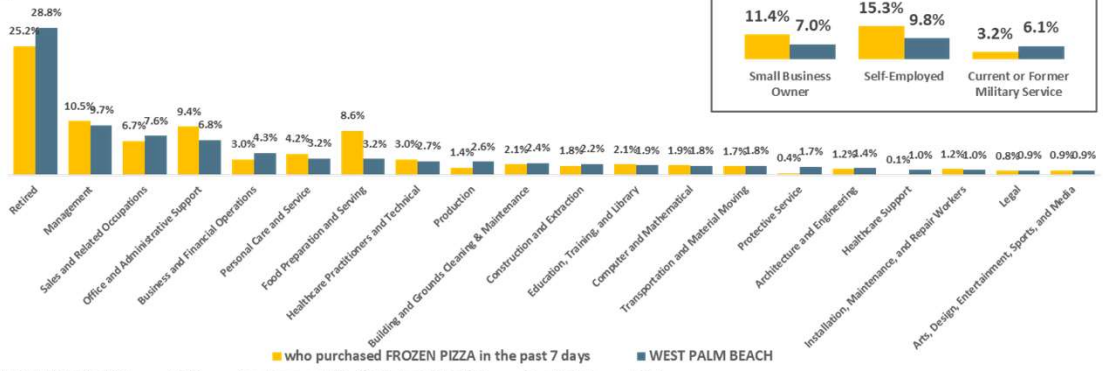
Employment: Adults 18 or older



Marital Status: Adults 18 or older

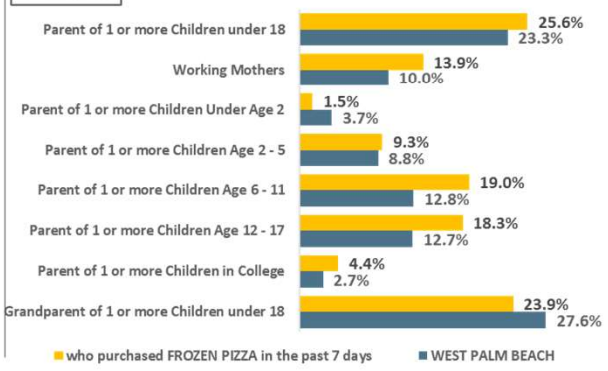


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 547

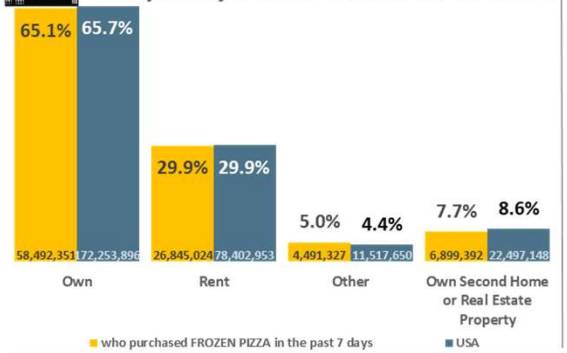
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Food products household used past 7 days (HHLD): Frozen pizza

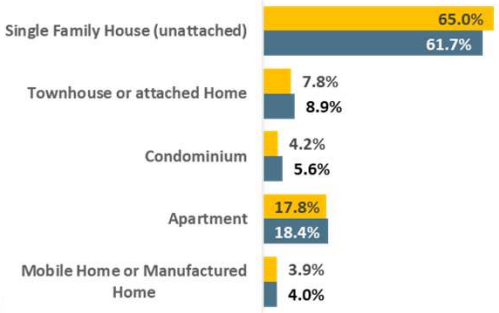


34.3% or 89,828,703 of USA Adults 18 or older purchased FROZEN PIZZA in the past 7 days.
Adults 18 or older who purchased FROZEN PIZZA in the past 7 days are .9% less likely to own their home, 10.8% more likely to own a higher valued home, 5.4% more likely to have a single-family home, 13.5% more likely to have a dog.

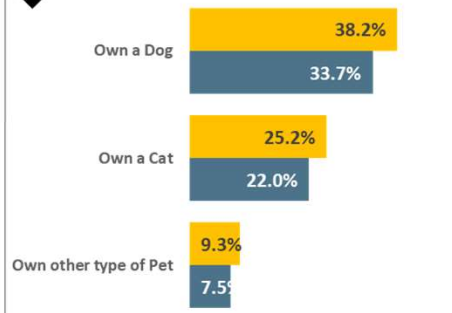
Own/Rent/Other: Adults 18 or older



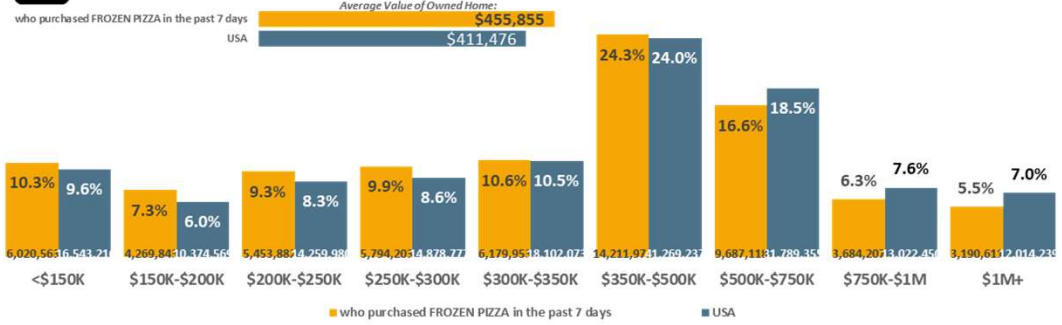
Type of Home: Adults 18 or older



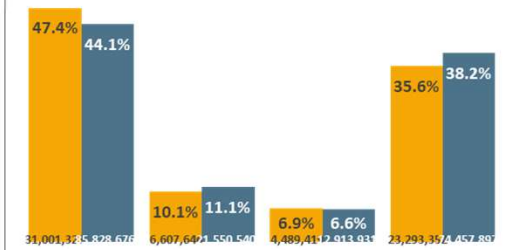
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *7,071*

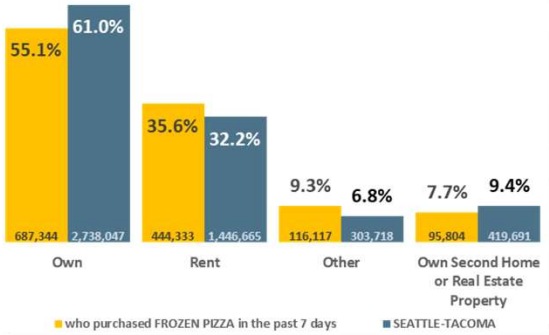
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USA Projection *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *23,333*

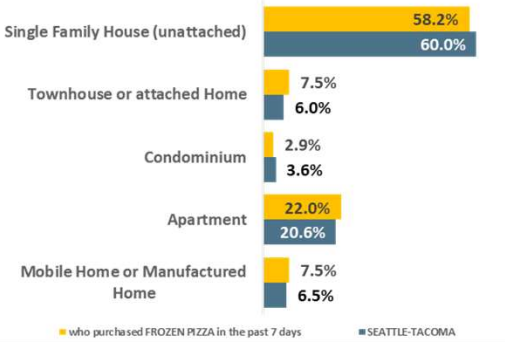


27.8% or 1,247,794 of SEATTLE-TACOMA DMA Adults 18 or older purchased FROZEN PIZZA in the past 7 days. Adults 18 or older who purchased FROZEN PIZZA in the past 7 days are 9.7% less likely to own their home, 1.9% more likely to own a lower valued home, 3.1% less likely to have a single-family home, 14.4% more likely to have a dog.

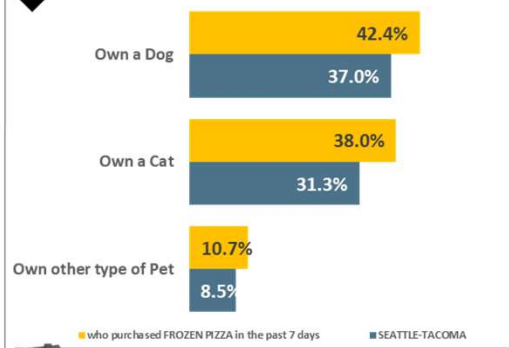
Own/Rent/Other: Adults 18 or older



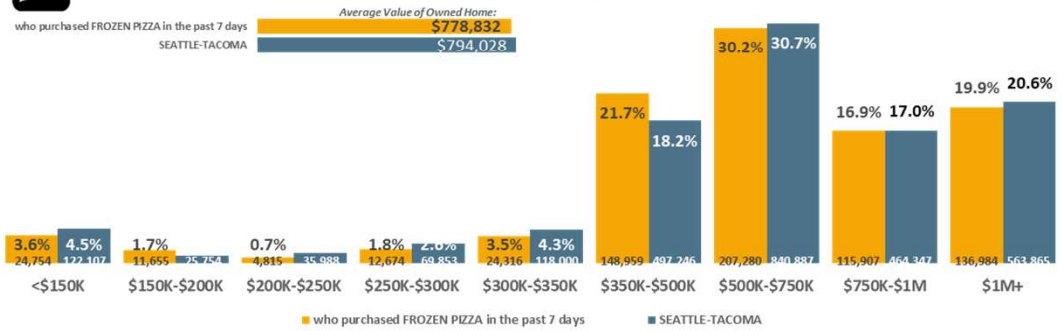
Type of Home: Adults 18 or older



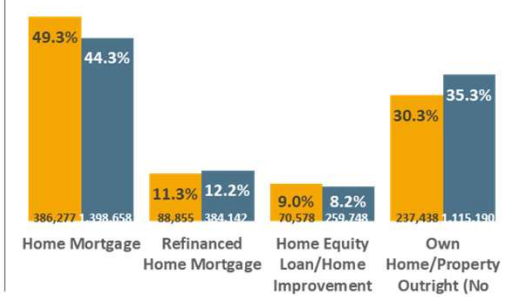
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



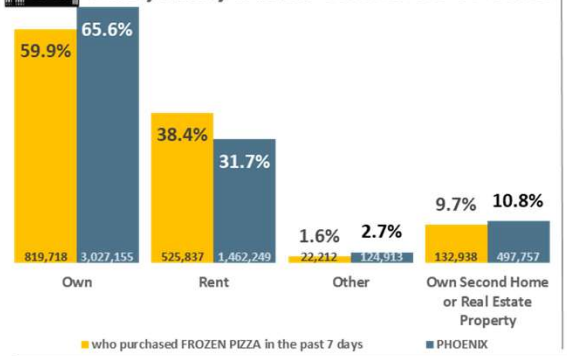
SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,000

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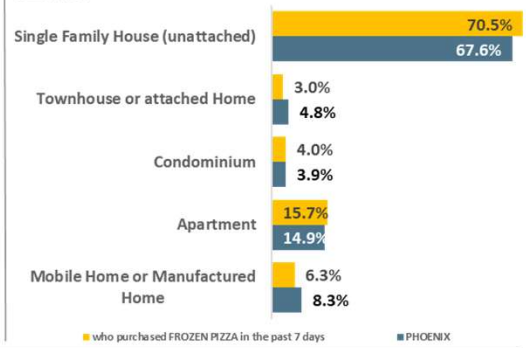


29.6% or 1,367,767 of PHOENIX DMA Adults 18 or older purchased FROZEN PIZZA in the past 7 days. Adults 18 or older who purchased FROZEN PIZZA in the past 7 days are 8.6% less likely to own their home, 2.2% more likely to own a higher valued home, 4.3% more likely to have a single-family home, 2.2% more likely to have a dog.

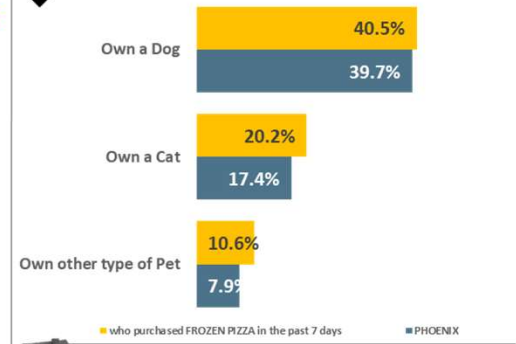
Own/Rent/Other: Adults 18 or older



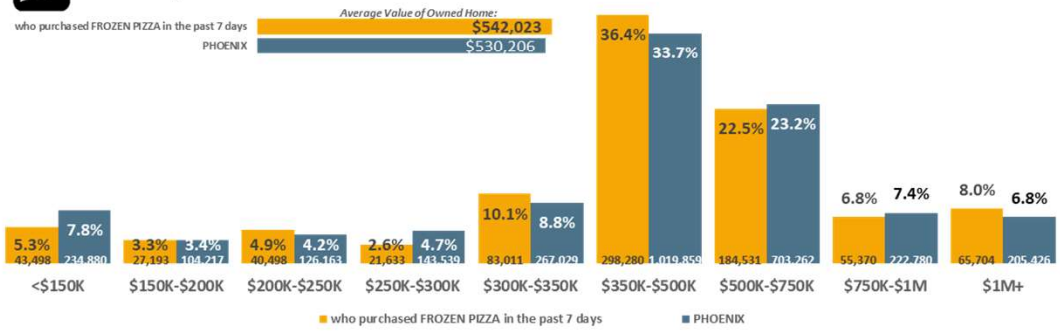
Type of Home: Adults 18 or older



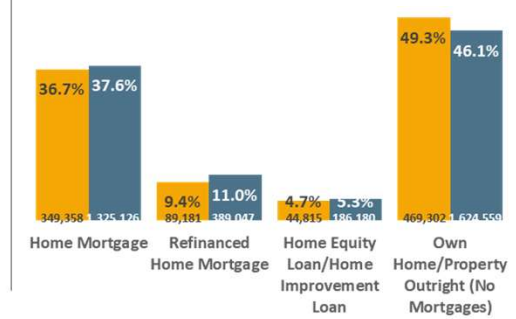
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



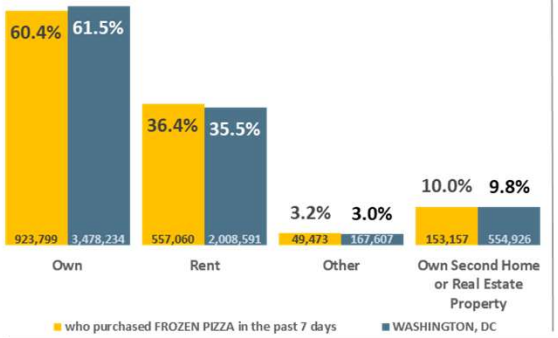
PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 627

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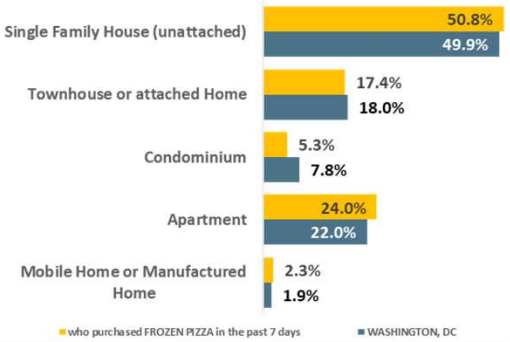


27.1% or 1,530,332 of WASHINGTON, DC DMA Adults 18 or older purchased FROZEN PIZZA in the past 7 days. Adults 18 or older who purchased FROZEN PIZZA in the past 7 days are 1.9% less likely to own their home, .3% more likely to own a higher valued home, 1.9% more likely to have a single-family home, 23.2% more likely to have a dog.

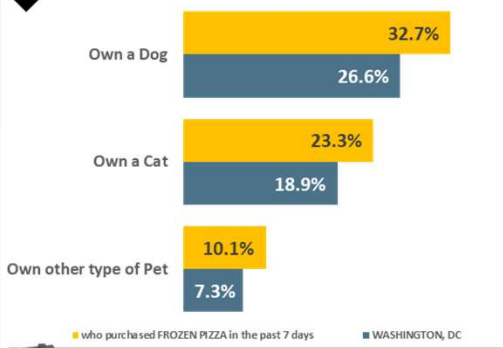
Own/Rent/Other: Adults 18 or older



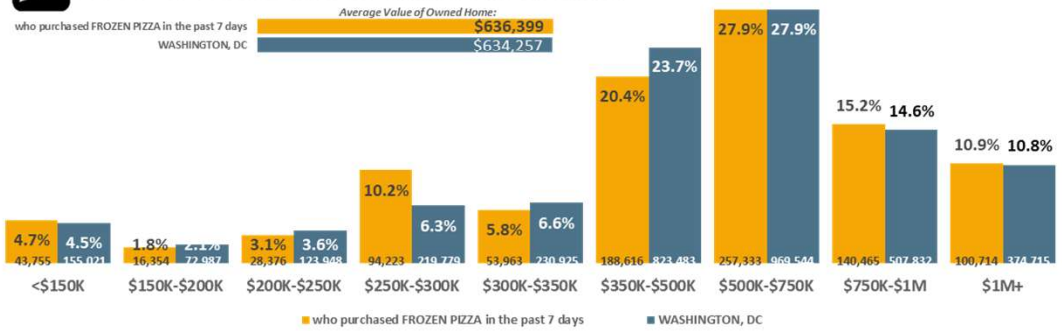
Type of Home: Adults 18 or older



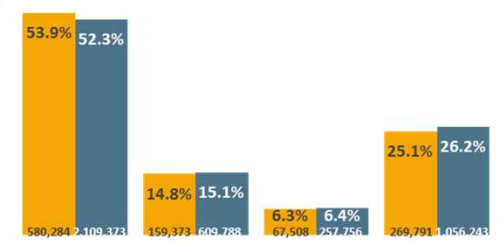
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,369

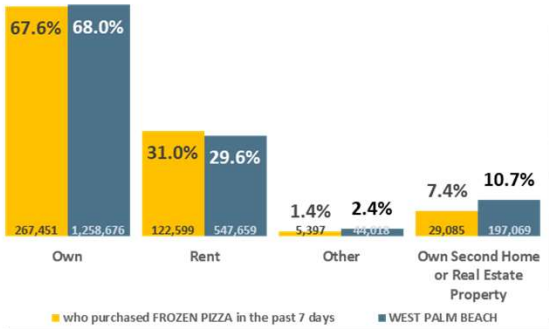
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Food products household used past 7 days (HHLD): Frozen pizza

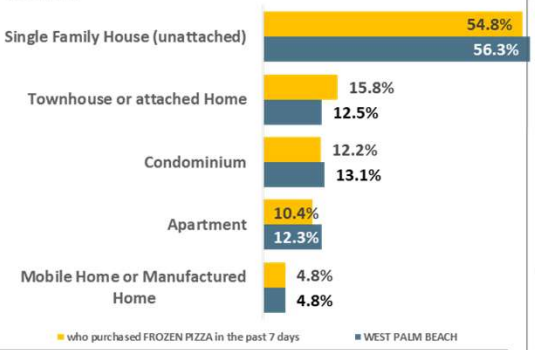


21.4% or 395,447 of WEST PALM BEACH DMA Adults 18 or older purchased FROZEN PIZZA in the past 7 days. Adults 18 or older who purchased FROZEN PIZZA in the past 7 days are .6% less likely to own their home, 9.% more likely to own a lower valued home, 2.6% less likely to have a single-family home, 15.2% more likely to have a dog.

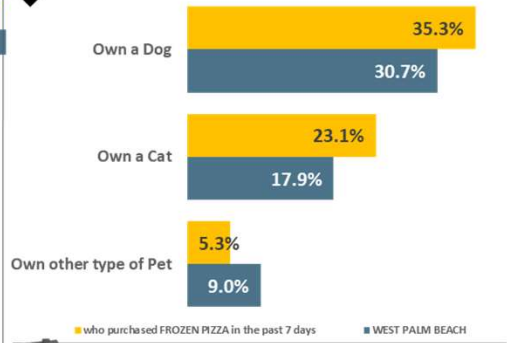
Own/Rent/Other: Adults 18 or older



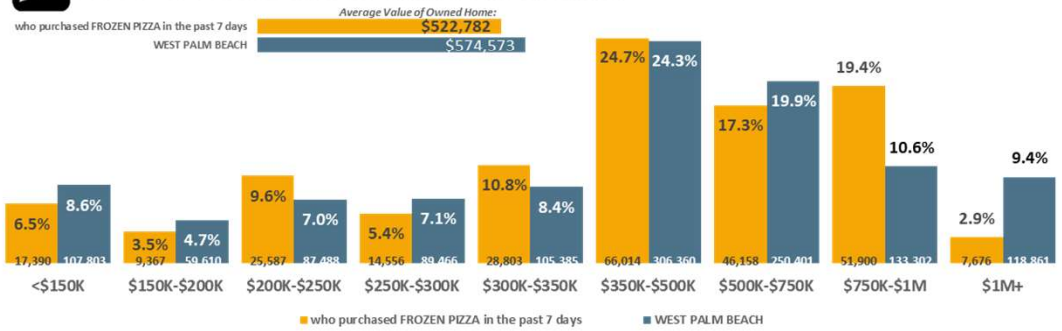
Type of Home: Adults 18 or older



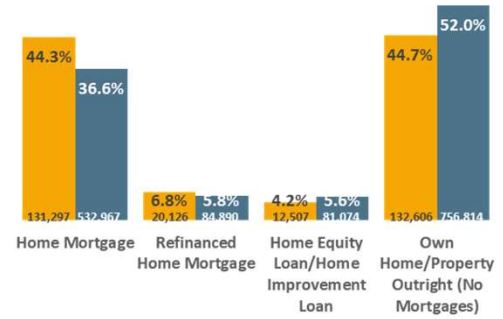
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 547

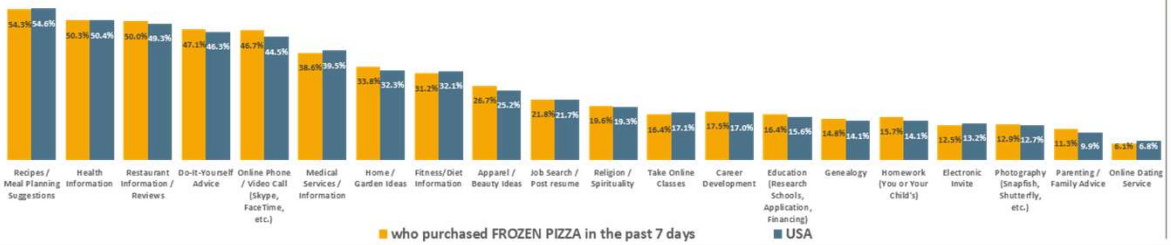
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Food products household used past 7 days (HHLD): Frozen pizza

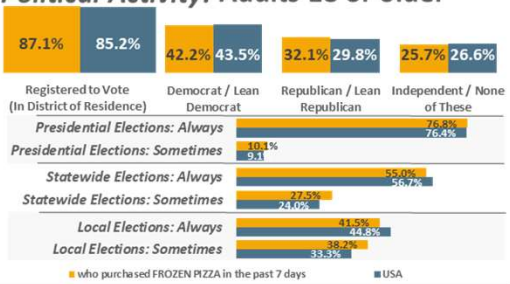


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Adults 18 or older who purchased FROZEN PIZZA in the past 7 days are 1.7% more likely to look up D-I-Y advice online, 7.4% less likely to always vote in local elections, 5.4% less likely to belong to a gym, 6.6% less likely to fly domestic past yr.

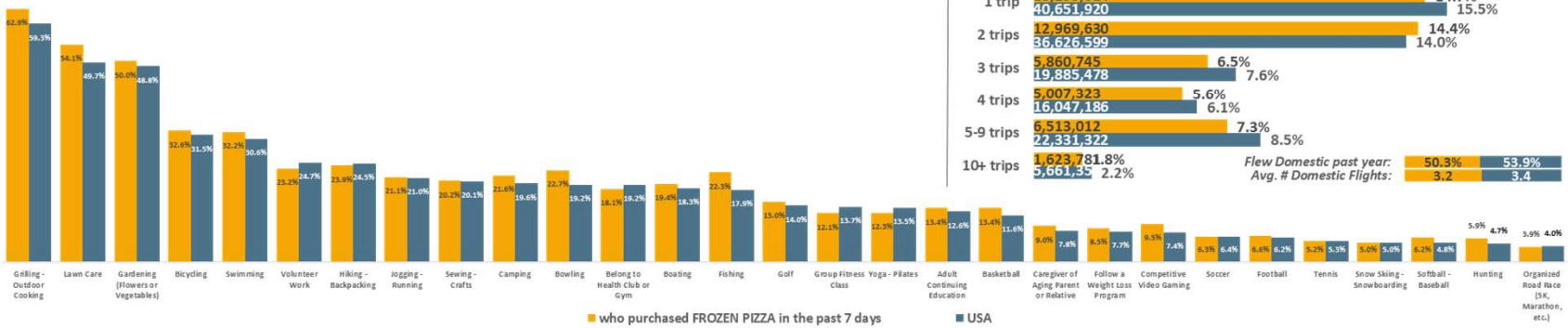
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *7,071*

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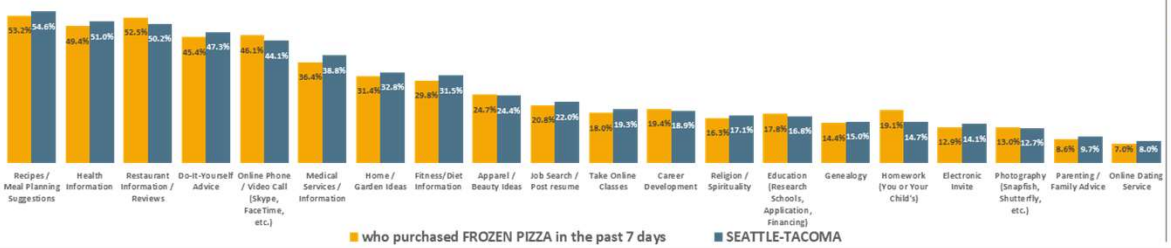
USA Projection *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *23,333*

Food products household used past 7 days (HHLD): Frozen pizza

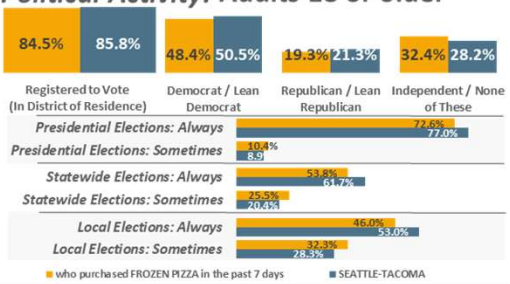


27.8% or 1,247,794 of SEATTLE-TACOMA DMA Adults 18 or older purchased FROZEN PIZZA in the past 7 days. Adults 18 or older who purchased FROZEN PIZZA in the past 7 days are 3.9% less likely to look up D-I-Y advice online, 13.2% less likely to always vote in local elections, 5.1% less likely to belong to a gym, 4.5% less likely to fly domestic past yr.

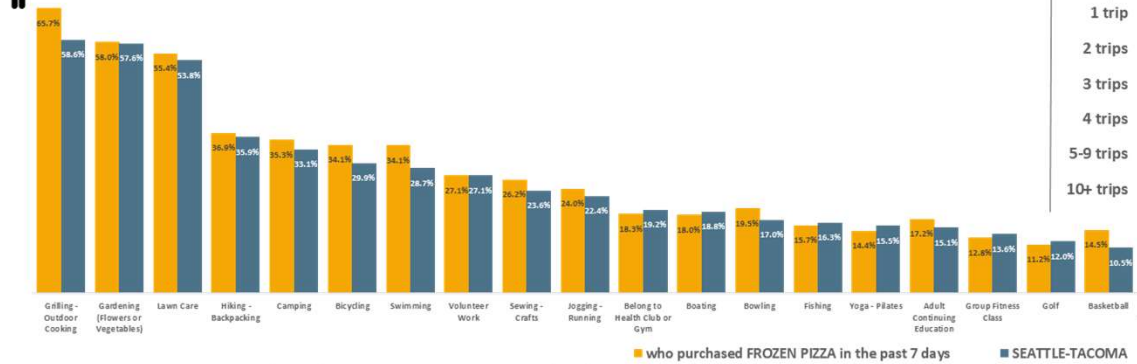
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



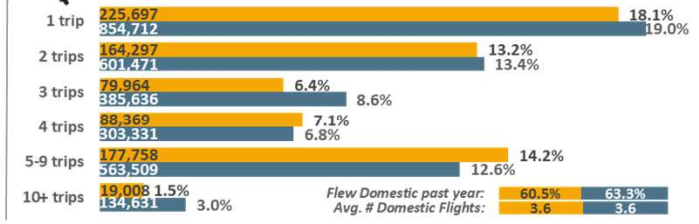
Political Activity: Adults 18 or older



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



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



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,000

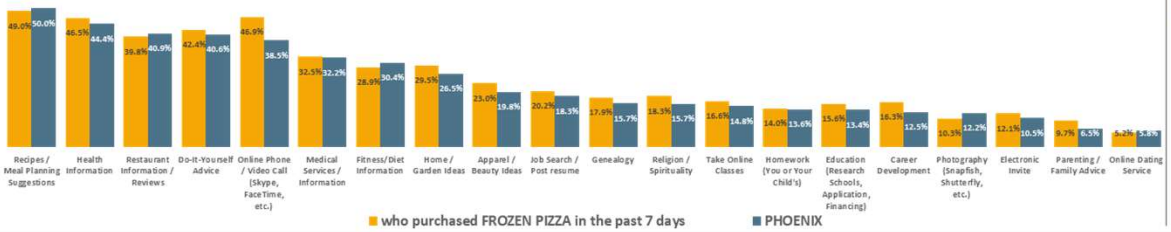
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Food products household used past 7 days (HHLD): Frozen pizza

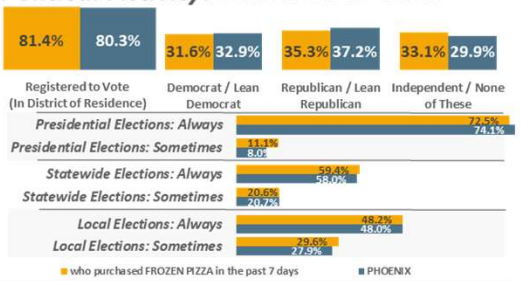


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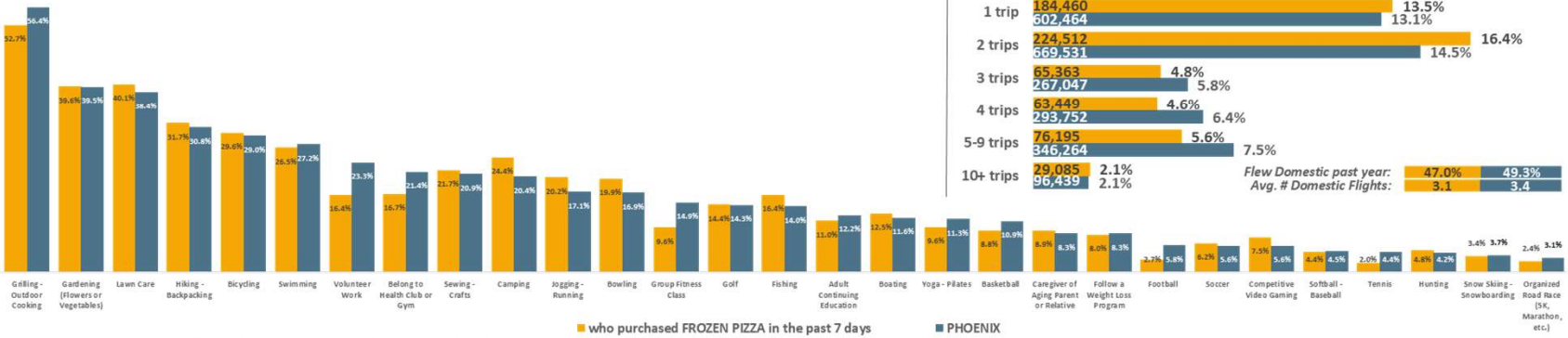
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 627

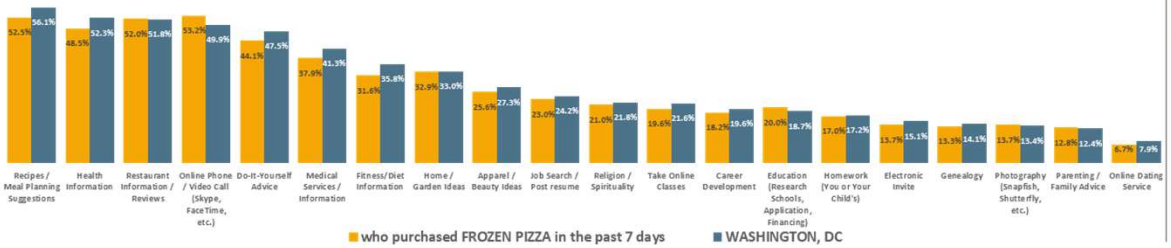
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Food products household used past 7 days (HHLD): Frozen pizza

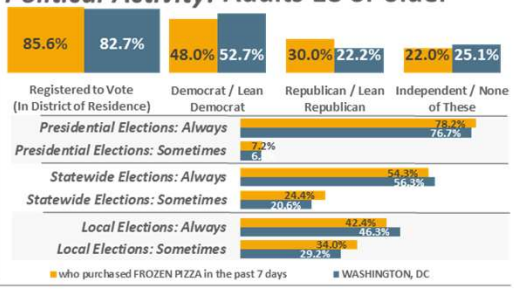


27.1% or 1,530,332 of WASHINGTON, DC DMA Adults 18 or older purchased FROZEN PIZZA in the past 7 days. Adults 18 or older who purchased FROZEN PIZZA in the past 7 days are 7.2% less likely to look up D-I-Y advice online, 8.6% less likely to always vote in local elections, .4% more likely to belong to a gym, 13.7% less likely to fly domestic past yr.

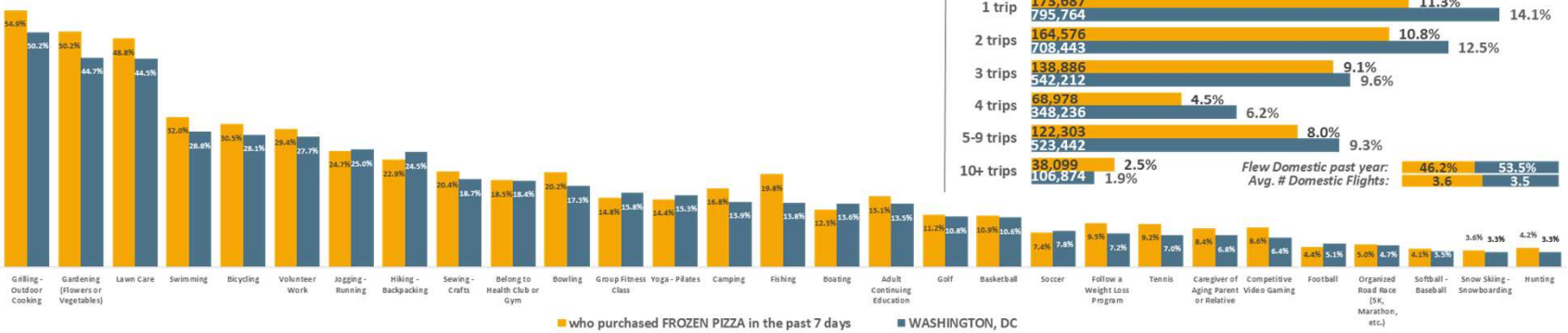
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,369

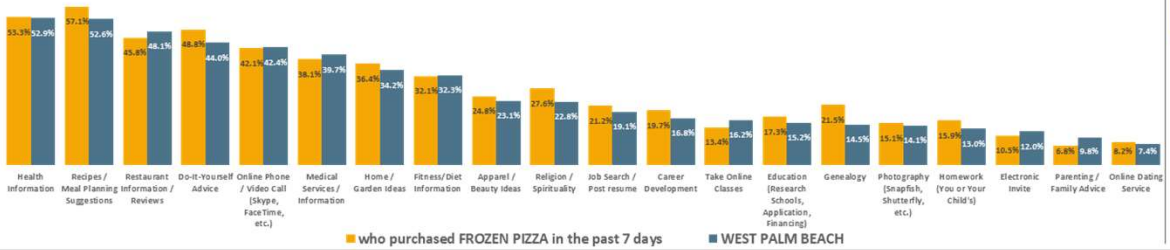
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Food products household used past 7 days (HHLD): Frozen pizza

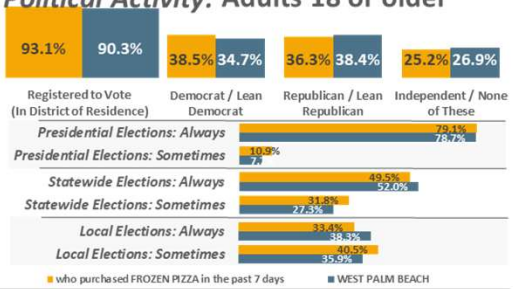


21.4% or 395,447 of WEST PALM BEACH DMA Adults 18 or older purchased FROZEN PIZZA in the past 7 days. Adults 18 or older who purchased FROZEN PIZZA in the past 7 days are 11.% more likely to look up D-I-Y advice online, 12.7% less likely to always vote in local elections, 3.% less likely to belong to a gym, 16.1% less likely to fly domestic past yr.

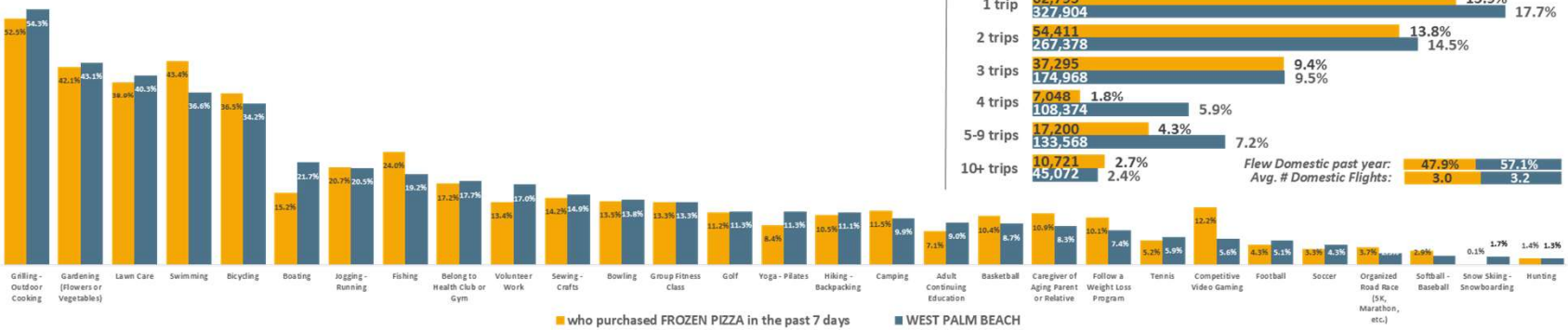
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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 R1 2024: Jan23-Feb24 Qual Intab 547

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Food products household used past 7 days (HHLD): Frozen pizza



34.3% or 89,828,703 of USA Adults 18 or older purchased FROZEN PIZZA in the past 7 days.
Adults 18 or older who purchased FROZEN PIZZA in the past 7 days are 5.3% more likely to use QSRs past mo., .5% more likely to use Sit-Down Restaurants past mo., 11.1% more likely to use Casinos past yr., 31.% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:
93.4%
88.7%
83,874,278
232,484,369

Avg. Monthly QSR Meals:
7.1
6.4

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



Total Monthly Sit-Down Restaurant Users:
76.4%
76.0%
68,652,058
199,361,135

Avg. Monthly Sit-Down Restaurant Meals:
4.0
4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



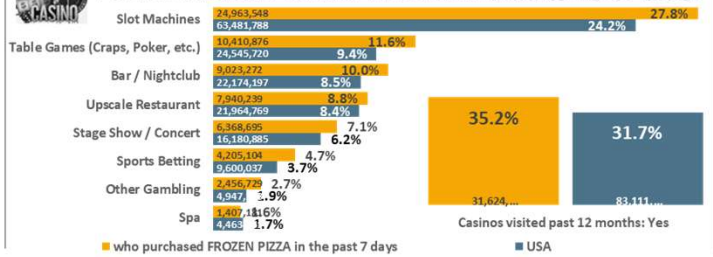
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who purchased FROZEN PIZZA in the past 7 days 19.7%
USA 17.4%

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-Apr24* *Qual Intab* *7,071*

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USA Projection *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *23,333*

Food products household used past 7 days (HHLD): Frozen pizza



27.8% or 1,247,794 of SEATTLE-TACOMA DMA Adults 18 or older purchased FROZEN PIZZA in the past 7 days. Adults 18 or older who purchased FROZEN PIZZA in the past 7 days are 8.9% more likely to use QSRs past mo., .1% more likely to use Sit-Down Restaurants past mo., 19.8% more likely to use Casinos past yr., 48.3% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



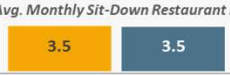
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

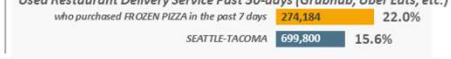


Top-10 Cuisines: Adults 18 or older

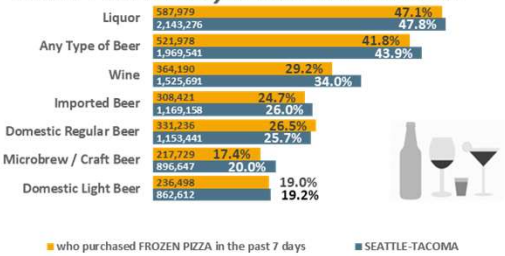
(Sit-Down Restaurants Used Past 30-days)



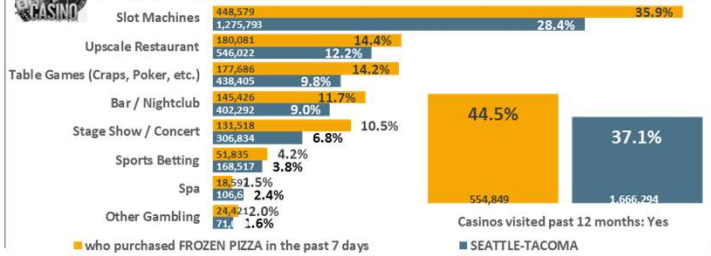
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)



Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,000

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29.6% or 1,367,767 of PHOENIX DMA Adults 18 or older purchased FROZEN PIZZA in the past 7 days. Adults 18 or older who purchased FROZEN PIZZA in the past 7 days are 5.9% more likely to use QSRs past mo., 4.5% less likely to use Sit-Down Restaurants past mo., 6.1% more likely to use Casinos past yr., 38.3% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

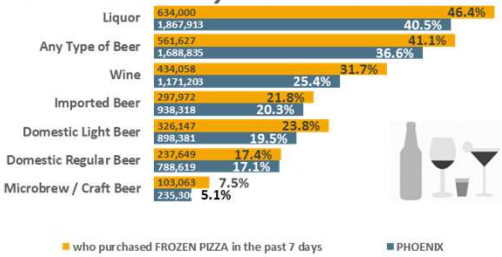
(Sit-Down Restaurants Used Past 30-days)



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

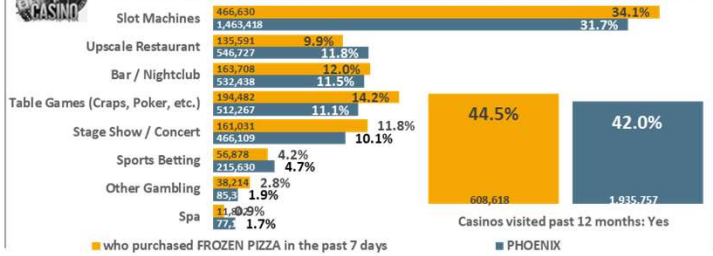


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 627

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Food products household used past 7 days (HHLD): Frozen pizza



27.1% or 1,530,332 of WASHINGTON, DC DMA Adults 18 or older purchased FROZEN PIZZA in the past 7 days. Adults 18 or older who purchased FROZEN PIZZA in the past 7 days are 3.4% more likely to use QSRs past mo., .3% more likely to use Sit-Down Restaurants past mo., 28.3% more likely to use Casinos past yr., 90.7% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:

Avg. Monthly Sit-Down Restaurant Meals:

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

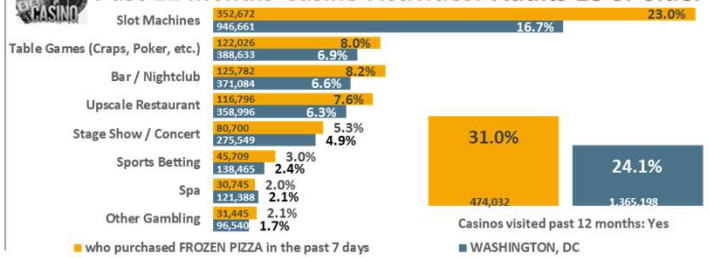


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,369

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Food products household used past 7 days (HHLD): Frozen pizza



21.4% or 395,447 of WEST PALM BEACH DMA Adults 18 or older purchased FROZEN PIZZA in the past 7 days. Adults 18 or older who purchased FROZEN PIZZA in the past 7 days are 7.4% more likely to use QSRs past mo., 2.% more likely to use Sit-Down Restaurants past mo., 11.3% less likely to use Casinos past yr., 10.4% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



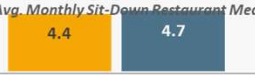
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

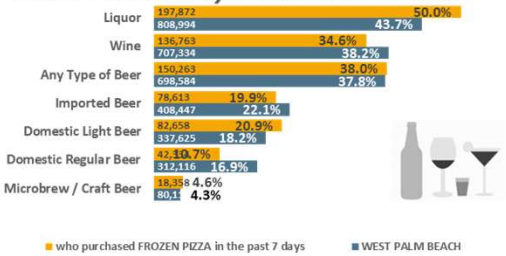
(Sit-Down Restaurants Used Past 30-days)



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

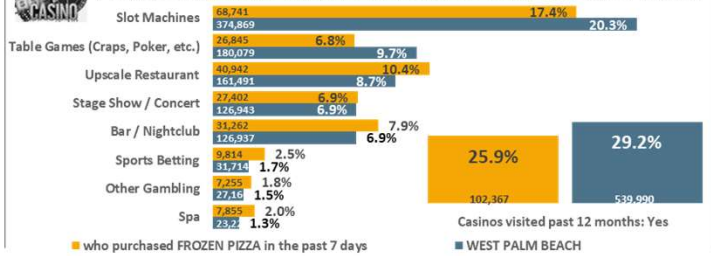


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 547

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Food products household used past 7 days (HHLD): Frozen pizza

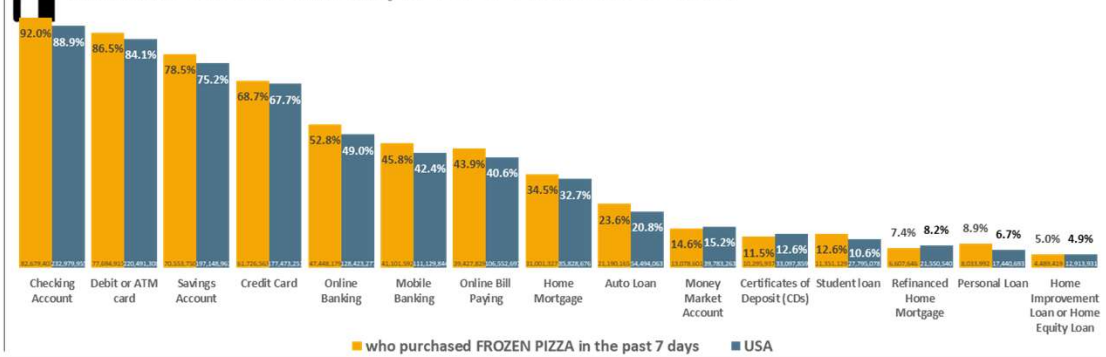


34.3% or 89,828,703 of USA Adults 18 or older purchased FROZEN PIZZA in the past 7 days.
Adults 18 or older who purchased FROZEN PIZZA in the past 7 days are 7.7% more likely to have a 401K, 13.5% more likely to have an Auto Loan, 3.1% more likely to Invest/Trade Stocks Online, 7.3% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



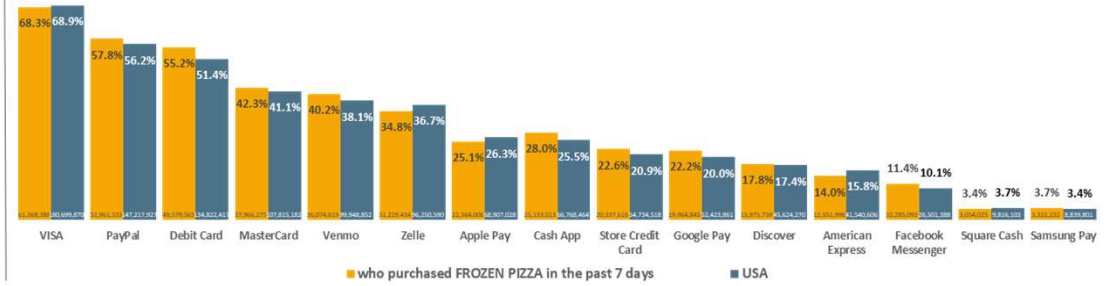
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 7,071

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

Food products household used past 7 days (HHLD): Frozen pizza

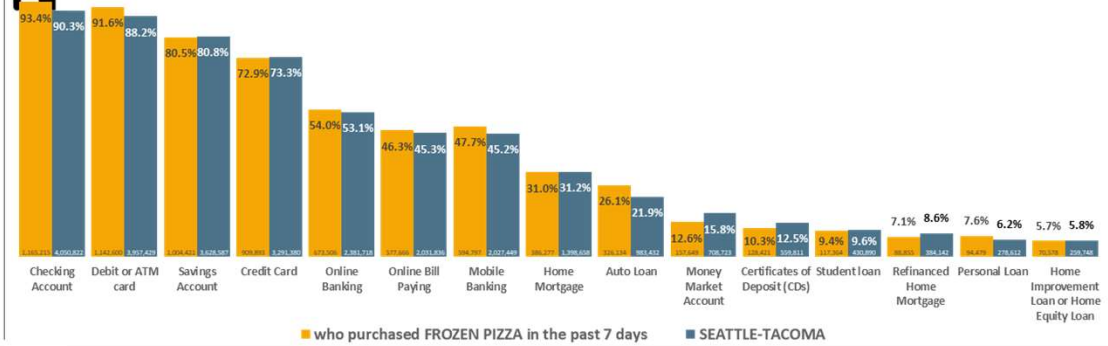


27.8% or 1,247,794 of SEATTLE-TACOMA DMA Adults 18 or older purchased FROZEN PIZZA in the past 7 days. Adults 18 or older who purchased FROZEN PIZZA in the past 7 days are 2.% less likely to have a 401K, 19.3% more likely to have an Auto Loan, 11.% less likely to Invest/Trade Stocks Online, 13.% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



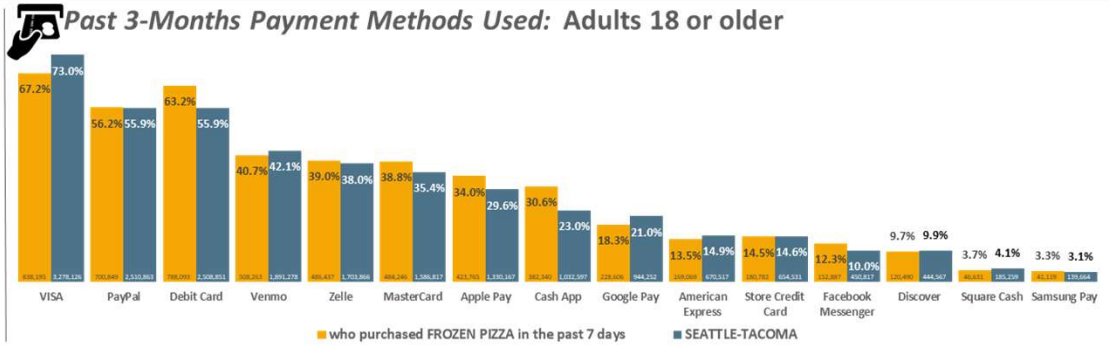
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,000

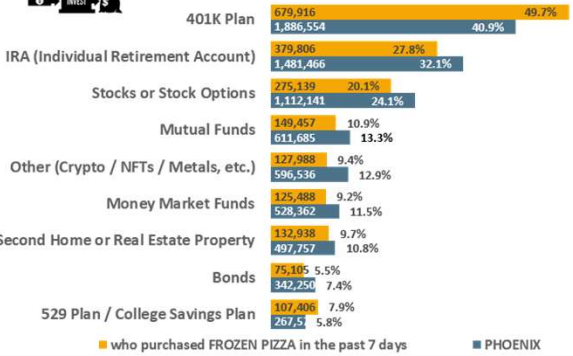
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Food products household used past 7 days (HHLD): Frozen pizza

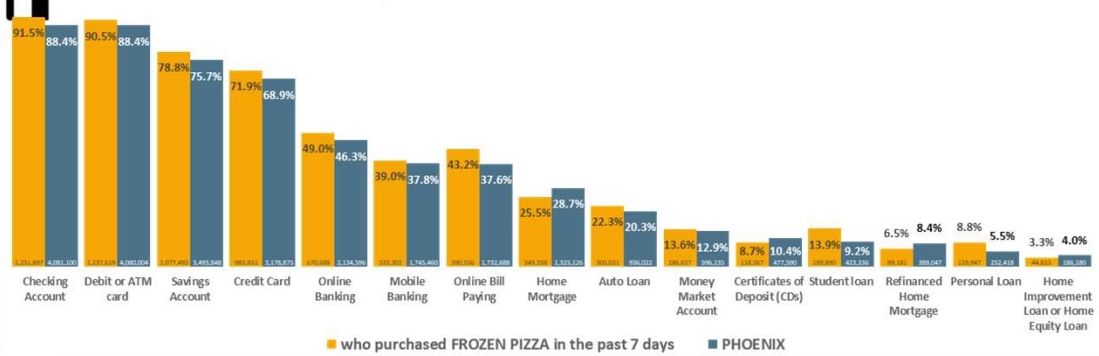


29.6% or 1,367,767 of PHOENIX DMA Adults 18 or older purchased FROZEN PIZZA in the past 7 days. Adults 18 or older who purchased FROZEN PIZZA in the past 7 days are 21.6% more likely to have a 401K, 9.9% more likely to have an Auto Loan, 19.3% more likely to Invest/Trade Stocks Online, 4.4% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

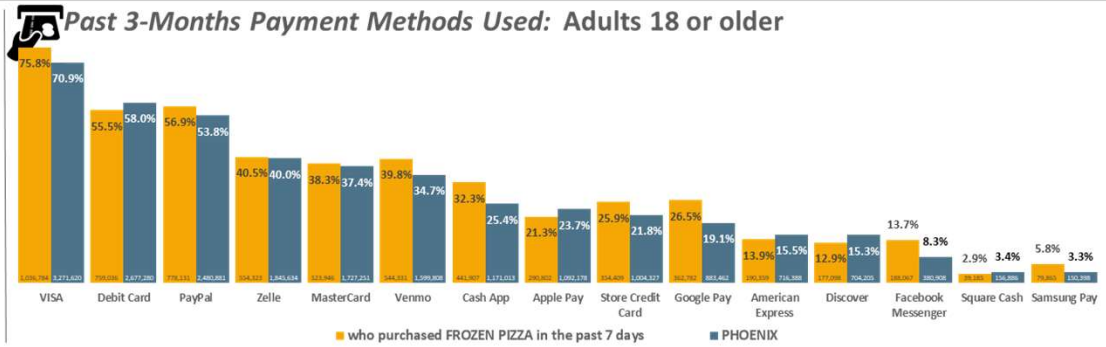


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



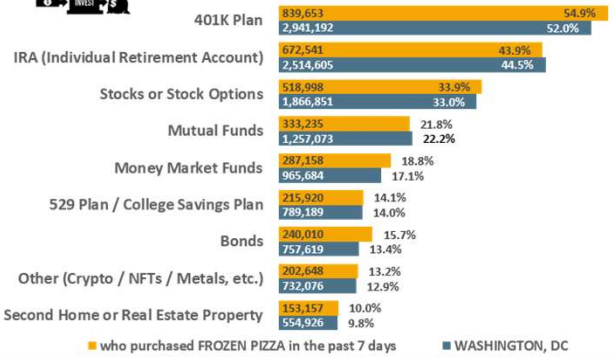
PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 627

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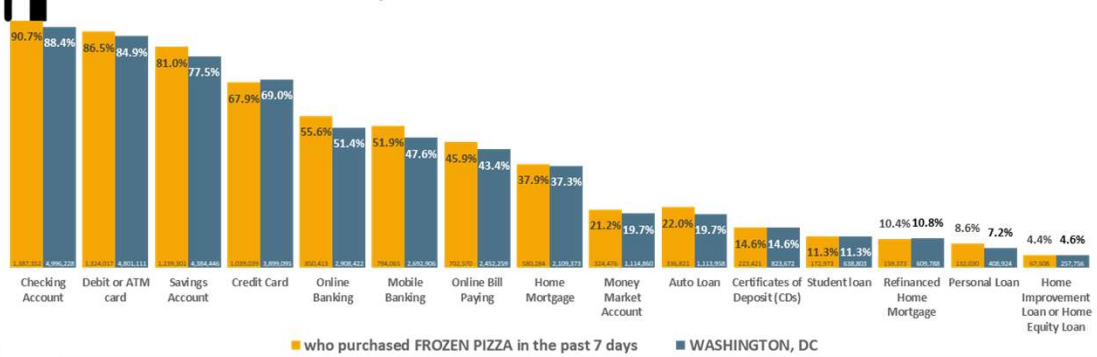


27.1% or 1,530,332 of WASHINGTON, DC DMA Adults 18 or older purchased FROZEN PIZZA in the past 7 days. Adults 18 or older who purchased FROZEN PIZZA in the past 7 days are 5.5% more likely to have a 401K, 11.7% more likely to have an Auto Loan, 9.7% more likely to Invest/Trade Stocks Online, 11.9% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



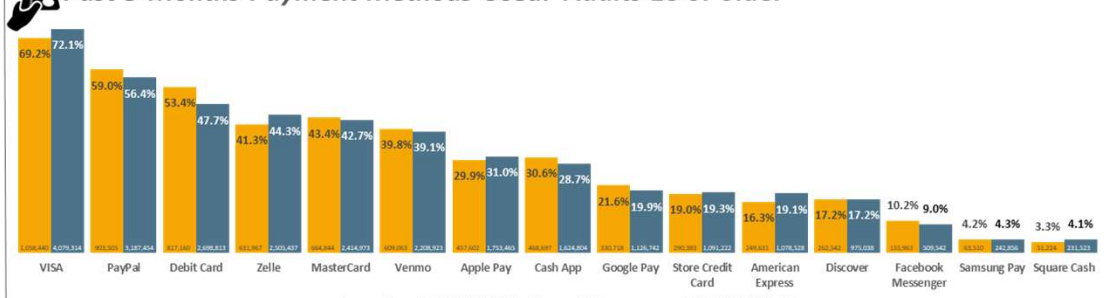
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,369

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Food products household used past 7 days (HHLD): Frozen pizza

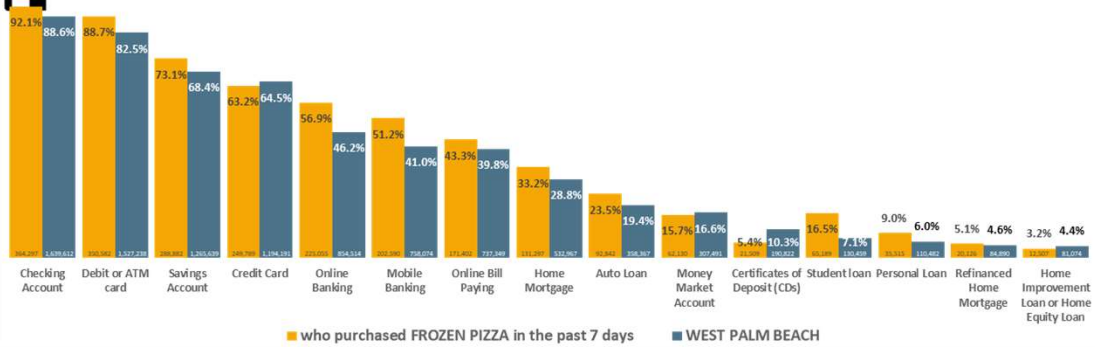


21.4% or 395,447 of WEST PALM BEACH DMA Adults 18 or older purchased FROZEN PIZZA in the past 7 days. Adults 18 or older who purchased FROZEN PIZZA in the past 7 days are 10.8% more likely to have a 401K, 21.2% more likely to have an Auto Loan, 25.2% more likely to Invest/Trade Stocks Online, 13.8% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



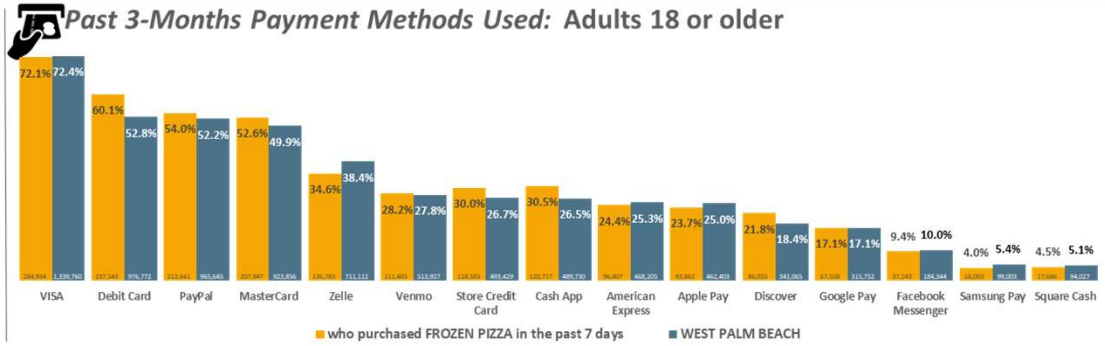
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



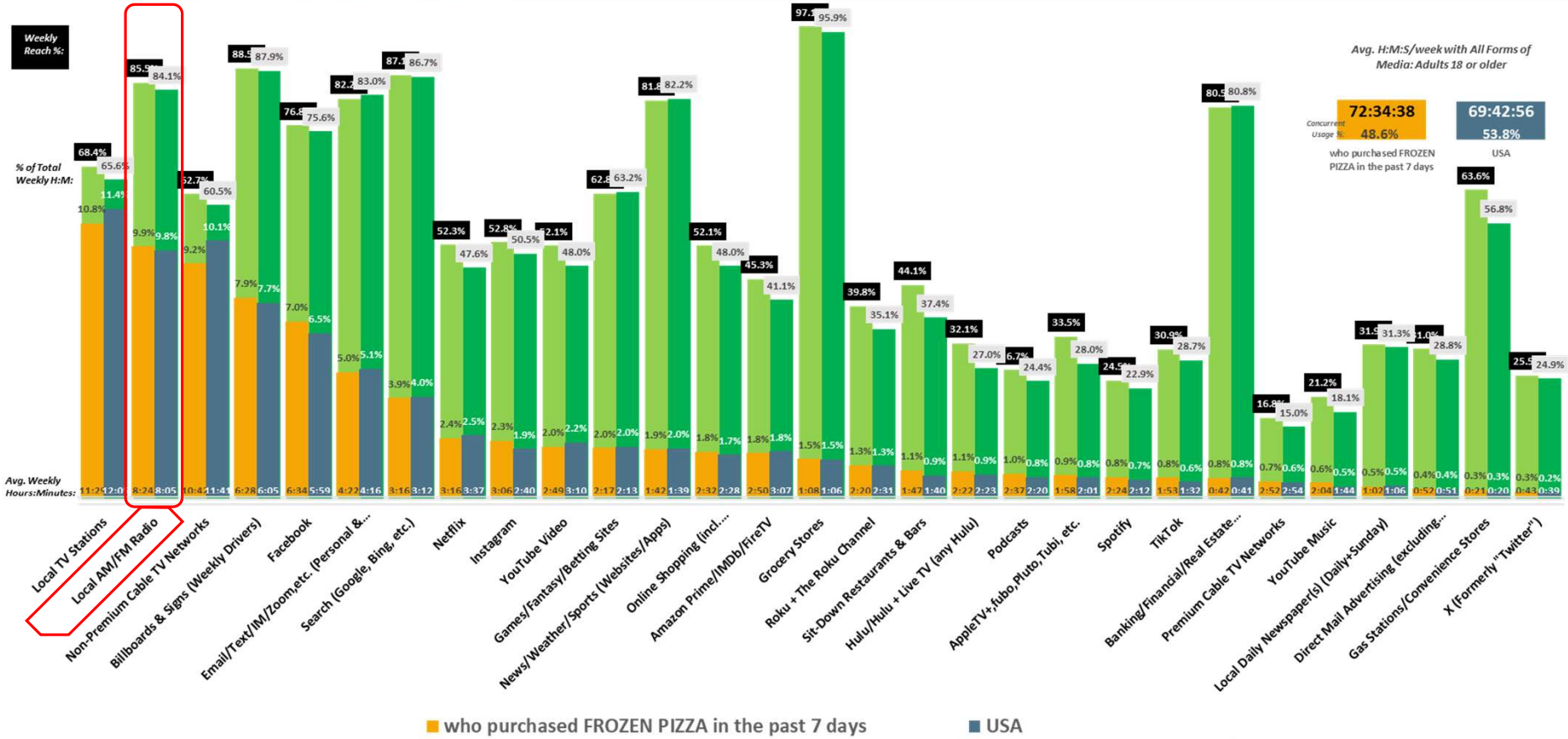
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Food products household used past 7 days (HHLD): Frozen pizza



Adults 18 or older who purchased FROZEN PIZZA in the past 7 days spend an average of 3 days, 0 hours, 34 minutes and 38 seconds each week with All Forms of Media.

85.5% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days spend an avg. of 8 hours and 24 minutes each week listening to All Local AM/FM Radio, representing 9.9% of total time spent with all forms of Media.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 7,071 USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

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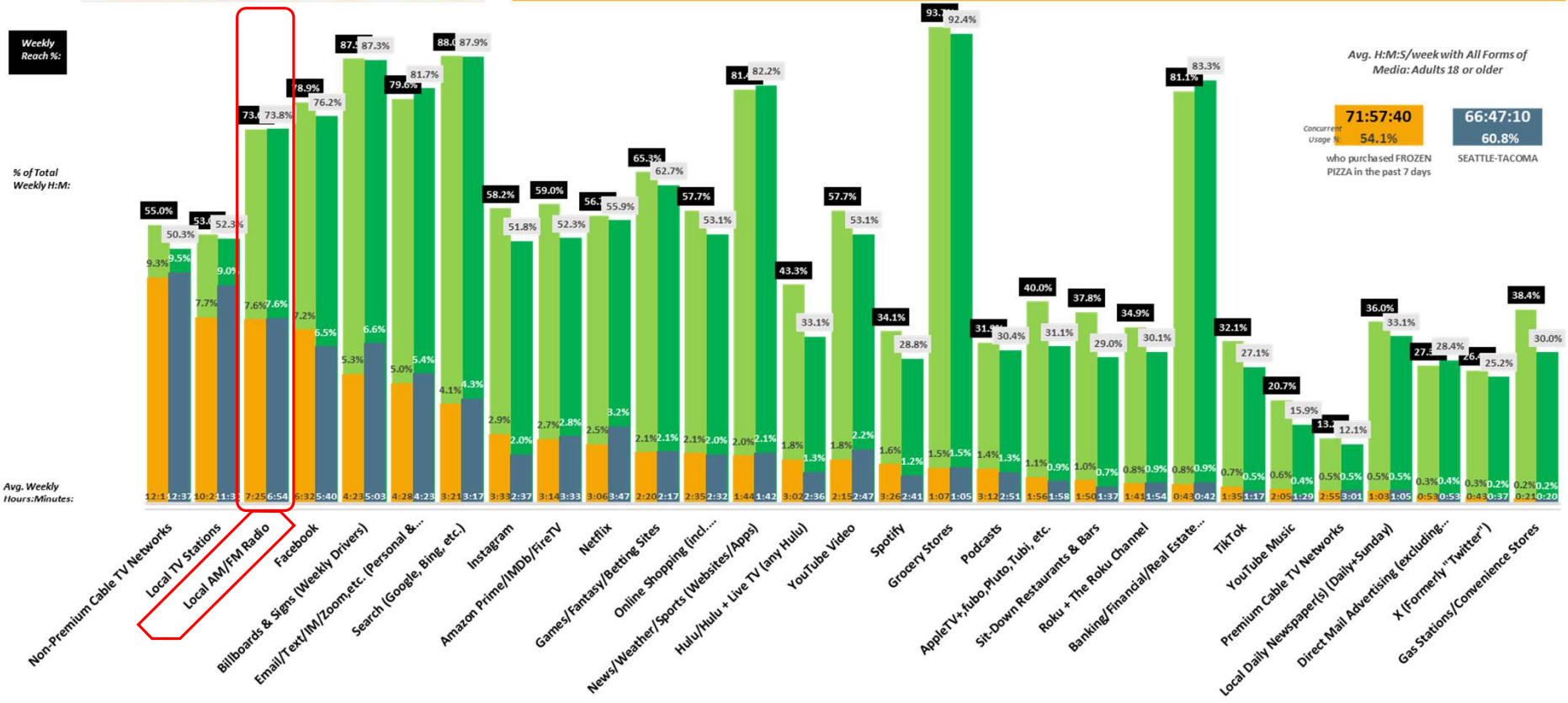
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Food products household used past 7 days (HHLD): Frozen pizza



Adults 18 or older who purchased FROZEN PIZZA in the past 7 days spend an average of 2 days, 23 hours, 57 minutes and 40 seconds each week with All Forms of Media.

73.6% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days spend an avg. of 7 hours and 25 minutes each week listening to All Local AM/FM Radio, representing 7.6% of total time spent with all forms of Media.

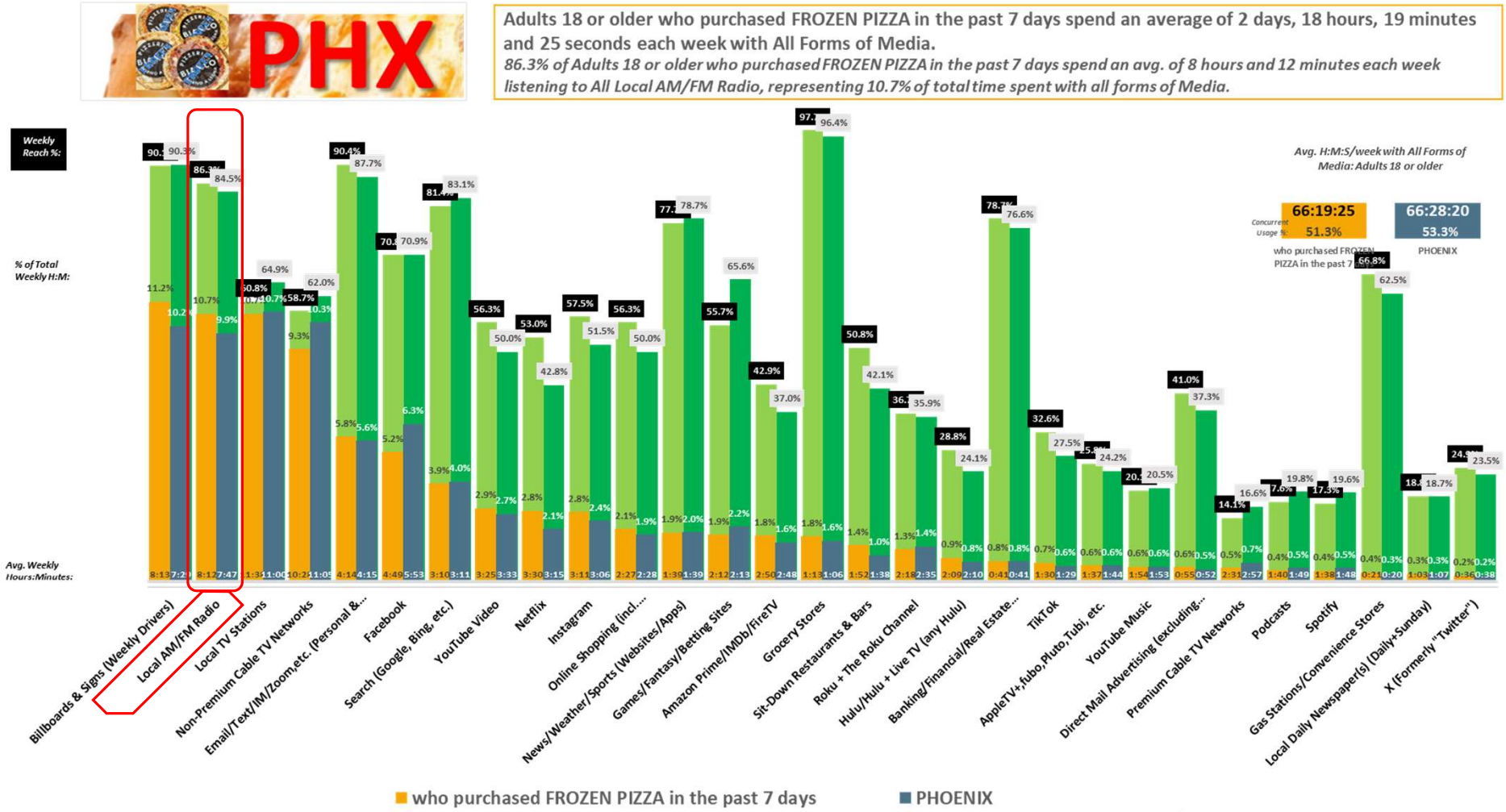


SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,000 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

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Food products household used past 7 days (HHLD): Frozen pizza



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 627 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,265

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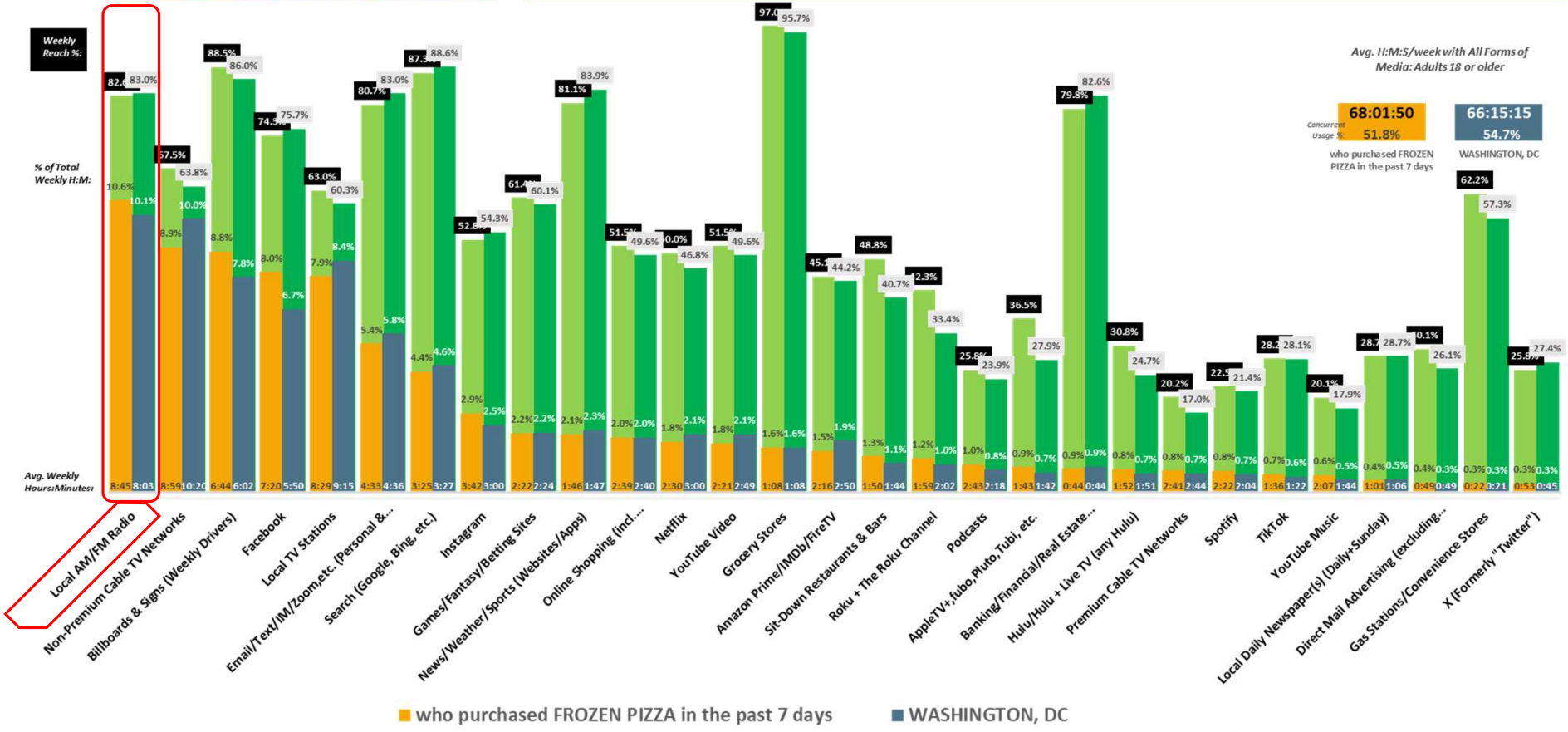
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Food products household used past 7 days (HHLD): Frozen pizza



Adults 18 or older who purchased FROZEN PIZZA in the past 7 days spend an average of 2 days, 20 hours, 1 minutes and 50 seconds each week with All Forms of Media.

82.6% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days spend an avg. of 8 hours and 45 minutes each week listening to All Local AM/FM Radio, representing 10.6% of total time spent with all forms of Media.



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,369 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

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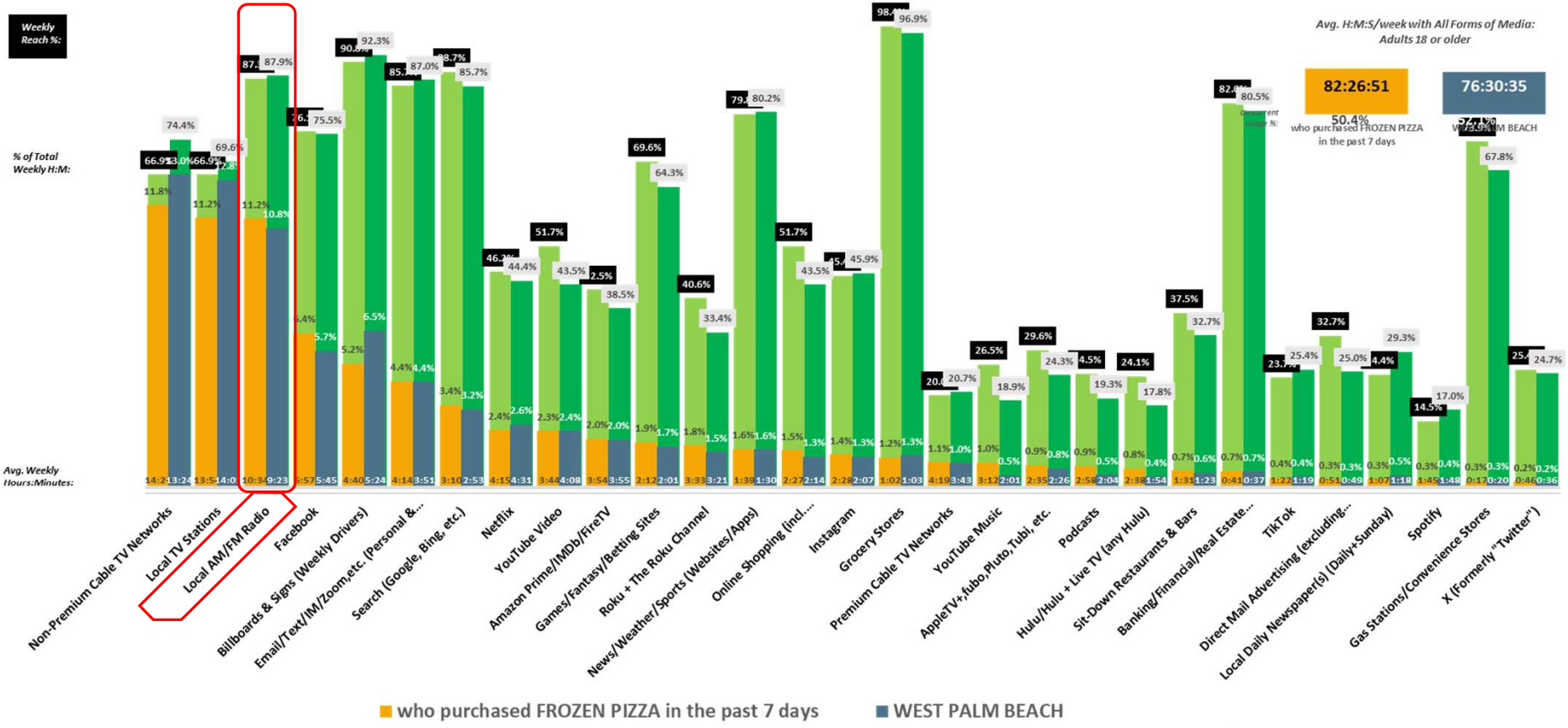
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Food products household used past 7 days (HHLD): Frozen pizza



Adults 18 or older who purchased FROZEN PIZZA in the past 7 days spend an average of 3 days, 10 hours, 26 minutes and 51 seconds each week with All Forms of Media.

87.3% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days spend an avg. of 10 hours and 34 minutes each week listening to All Local AM/FM Radio, representing 11.2% of total time spent with all forms of Media.

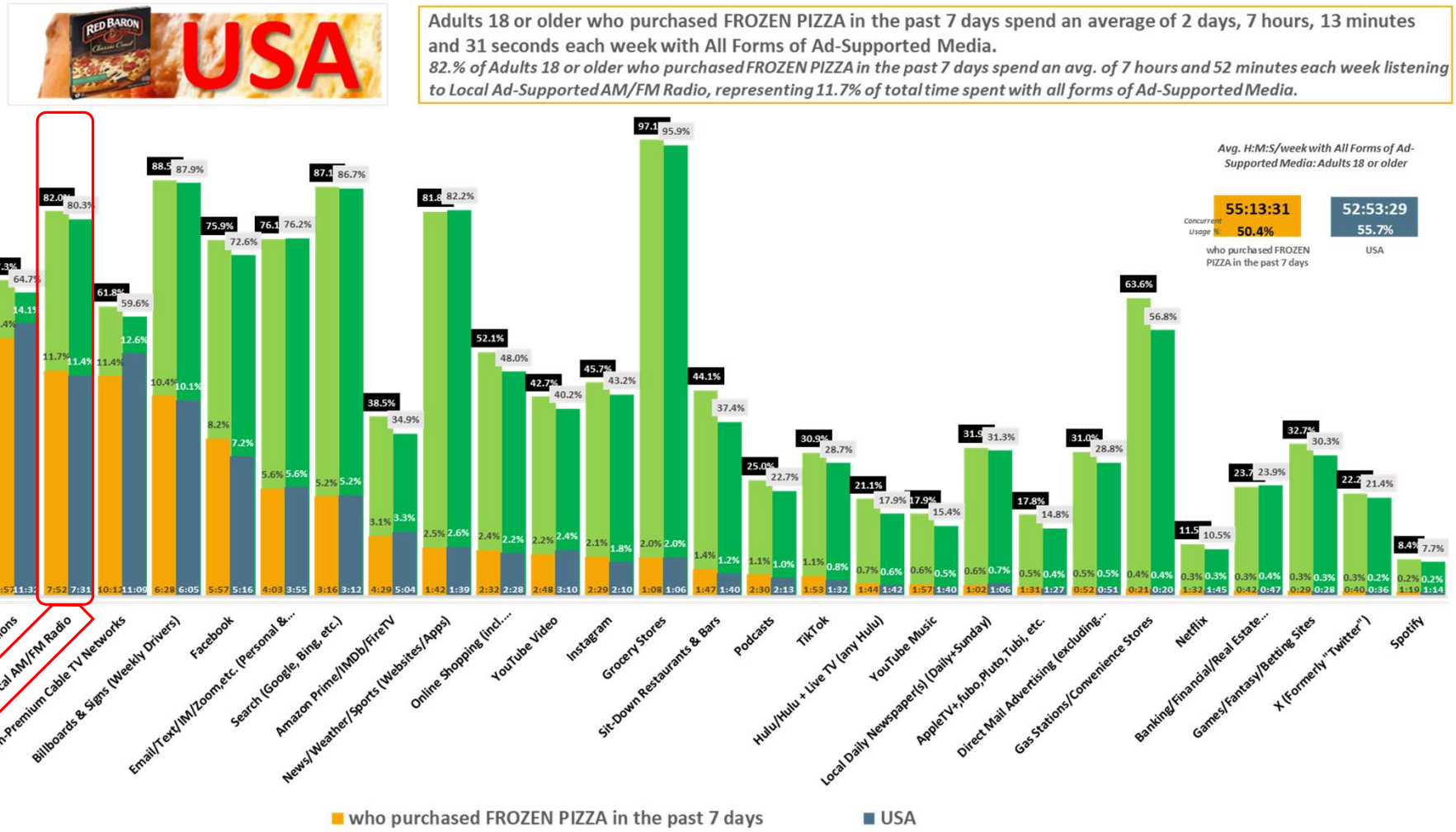


WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 547 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,465

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Food products household used past 7 days (HHLD): Frozen pizza



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 7,071 USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

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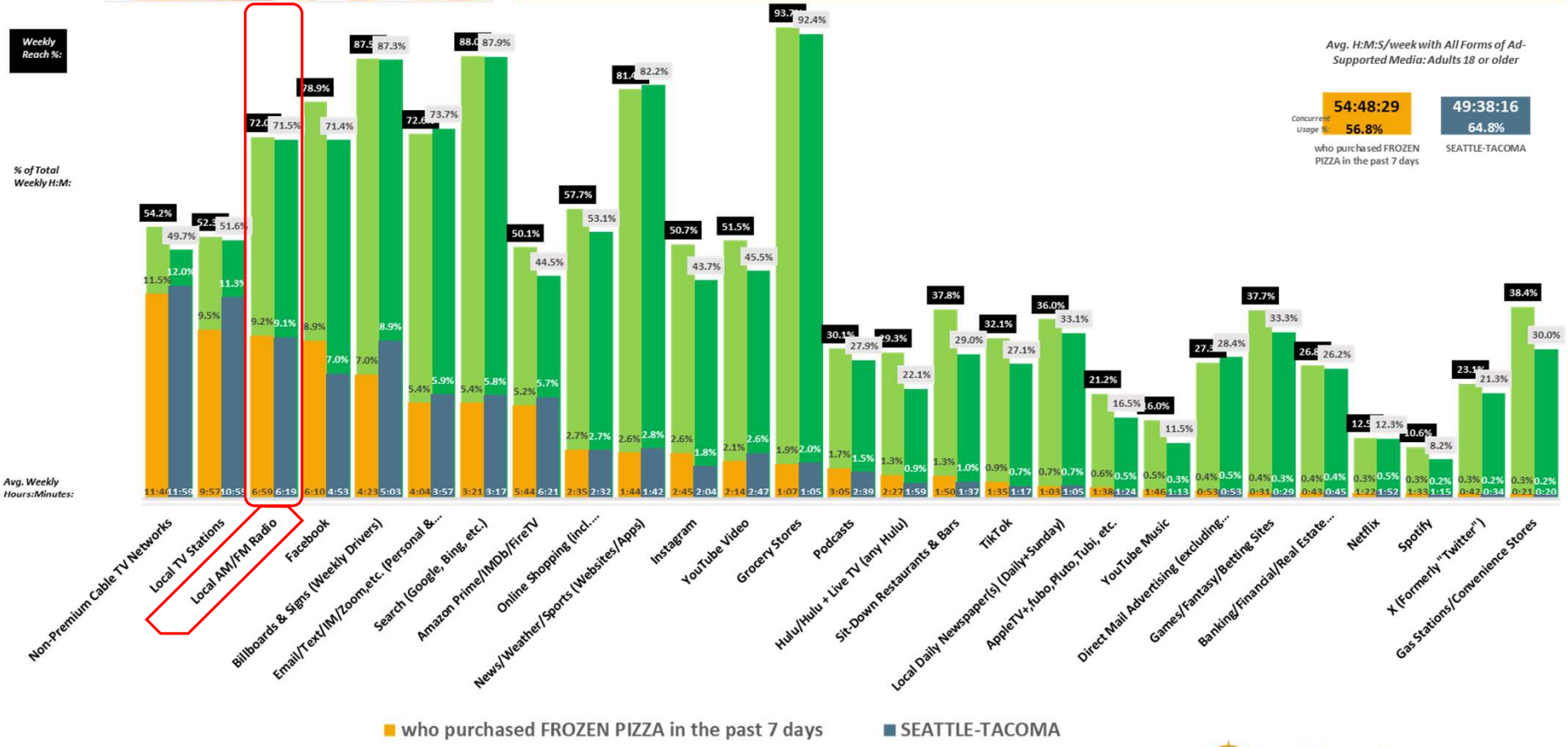
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Food products household used past 7 days (HHLD): Frozen pizza



Adults 18 or older who purchased FROZEN PIZZA in the past 7 days spend an average of 2 days, 6 hours, 48 minutes and 29 seconds each week with All Forms of Ad-Supported Media.

72.% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days spend an avg. of 6 hours and 59 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.2% of total time spent with all forms of Ad-Supported Media.

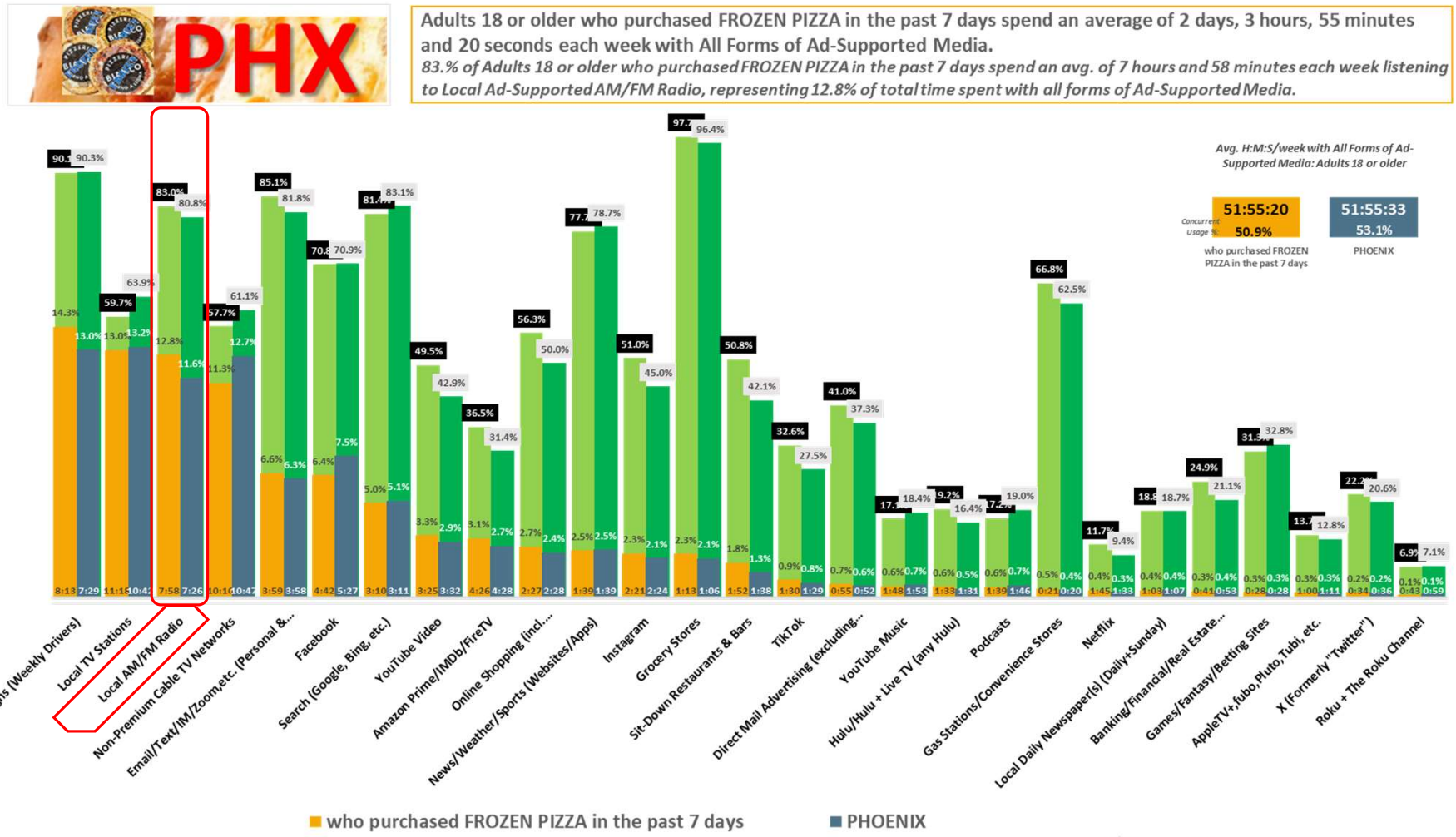


SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,000 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

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Food products household used past 7 days (HHLD): Frozen pizza



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 627 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,265

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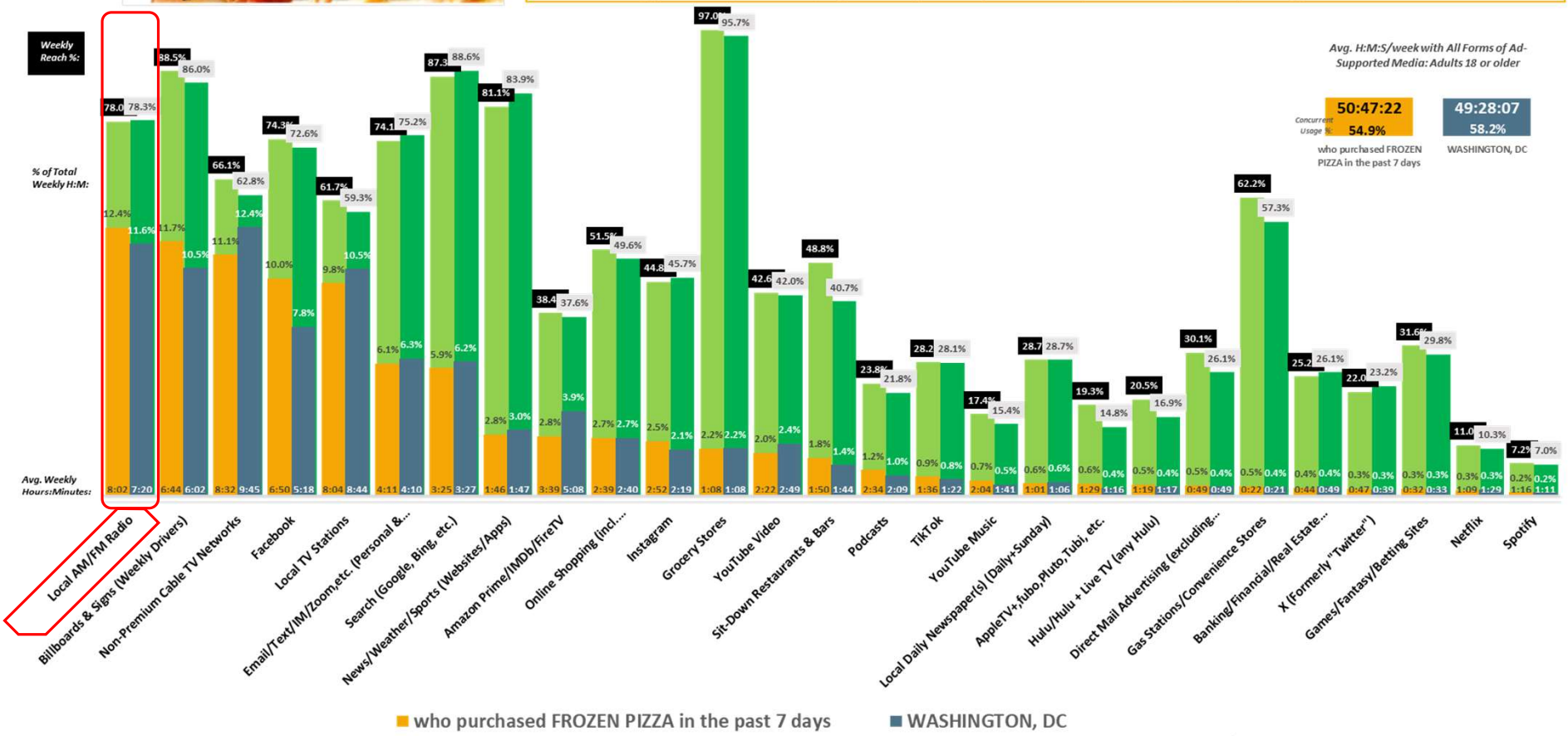
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Food products household used past 7 days (HHLD): Frozen pizza



Adults 18 or older who purchased FROZEN PIZZA in the past 7 days spend an average of 2 days, 2 hours, 47 minutes and 22 seconds each week with All Forms of Ad-Supported Media.

78.% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days spend an avg. of 8 hours and 2 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.4% of total time spent with all forms of Ad-Supported Media.



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,369 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

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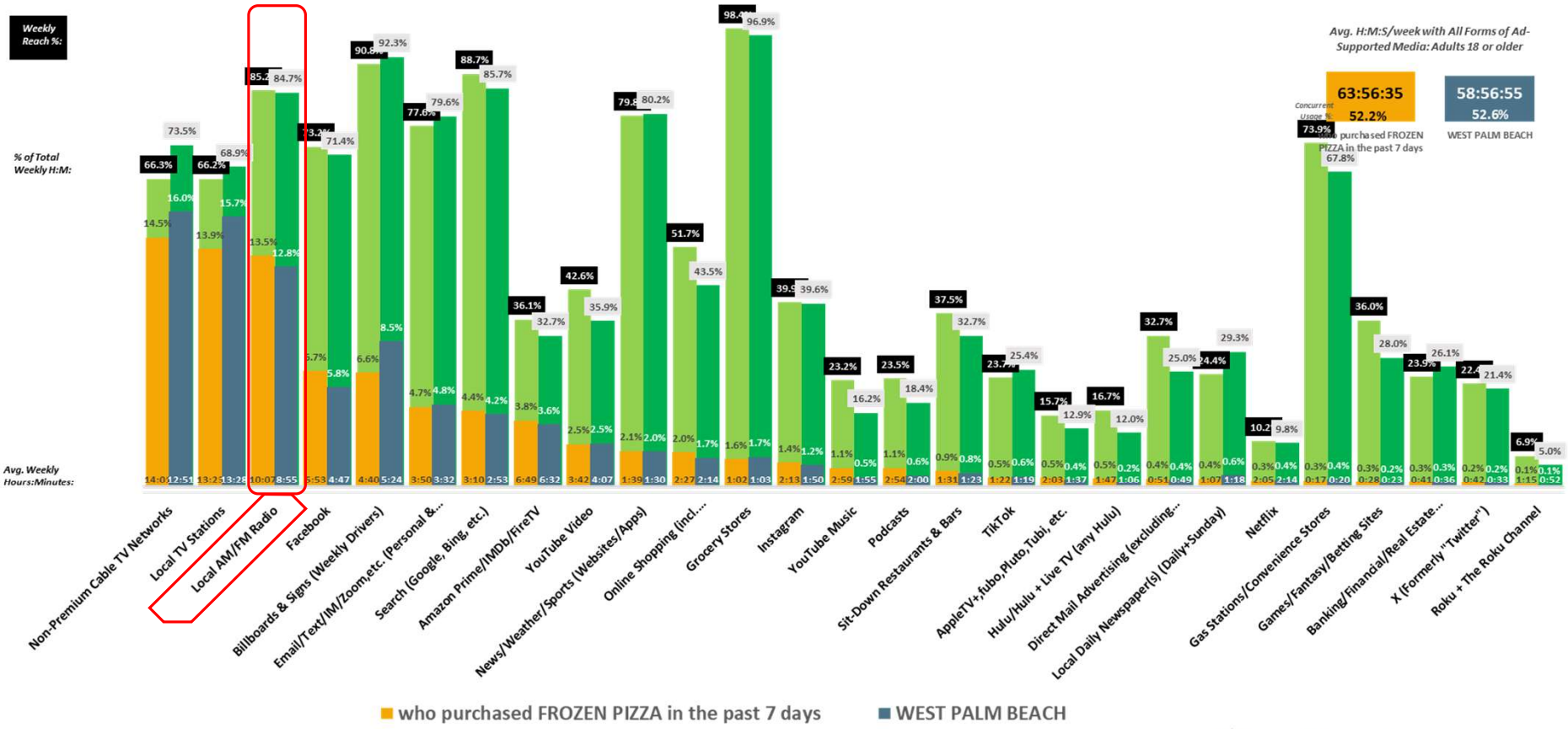
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Food products household used past 7 days (HHLD): Frozen pizza



Adults 18 or older who purchased FROZEN PIZZA in the past 7 days spend an average of 2 days, 15 hours, 56 minutes and 35 seconds each week with All Forms of Ad-Supported Media.

85.2% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days spend an avg. of 10 hours and 7 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.5% of total time spent with all forms of Ad-Supported Media.



WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 547 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,465
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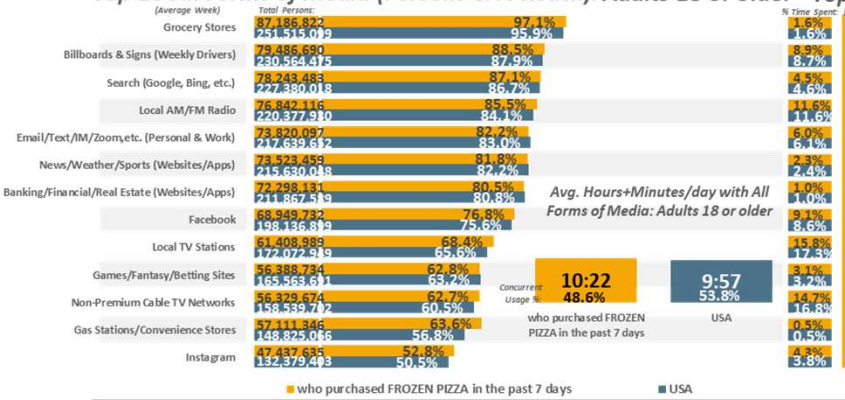
Hubbard BROADCASTING Share of Everything for Anything ©

Food products household used past 7 days (HHLD): Frozen pizza

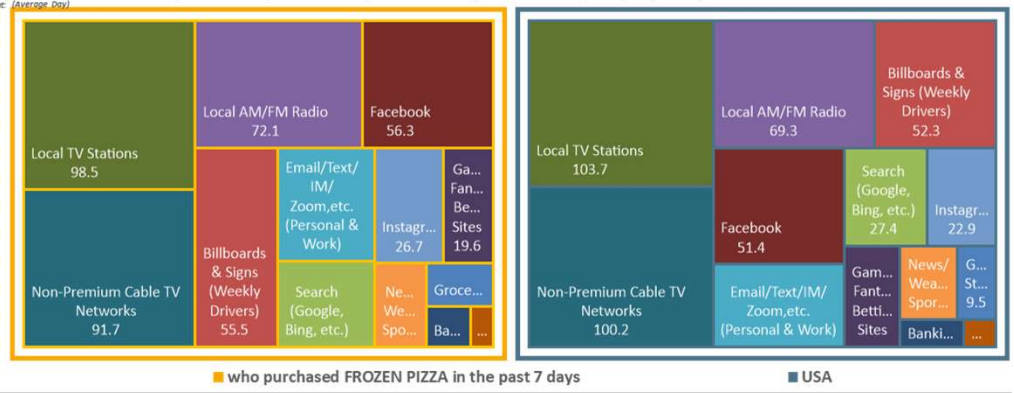


Adults 18 or older who purchased FROZEN PIZZA in the past 7 days spend an average of 7 hours and 53 minutes each day with All Forms of Ad-Supported Media. 82.% listen to Local AM/FM Radio for an avg. of 67.6 minutes/day. *(Local Radio delivers 11.7% of Time with Ad-Supported Media.)*

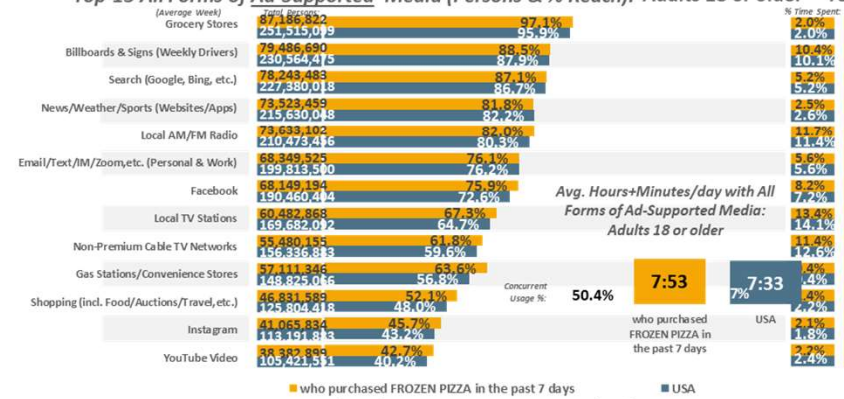
***Top-13 All Forms of Media (Persons & % Reach):* Adults 18 or older**



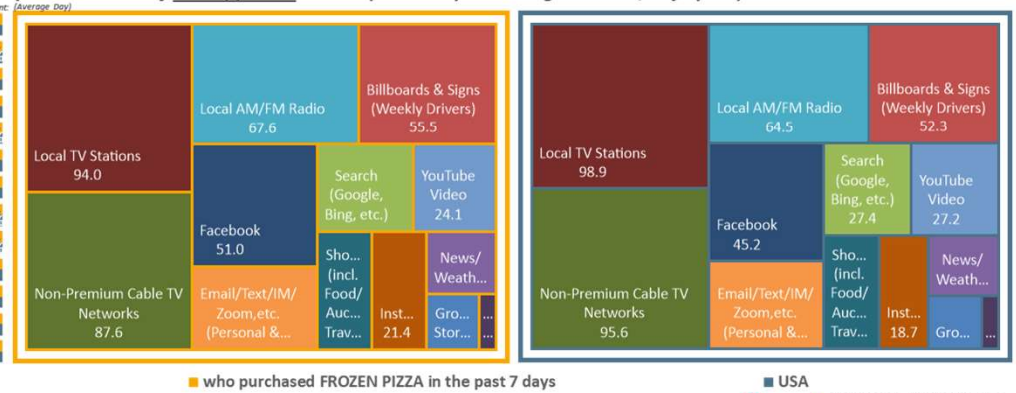
***Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older**



***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-Apr24 Qual Intab 7,071

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

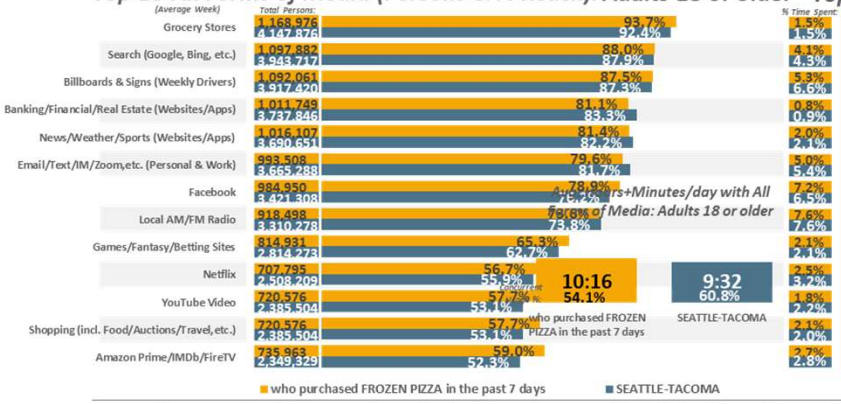
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Food products household used past 7 days (HHLD): Frozen pizza

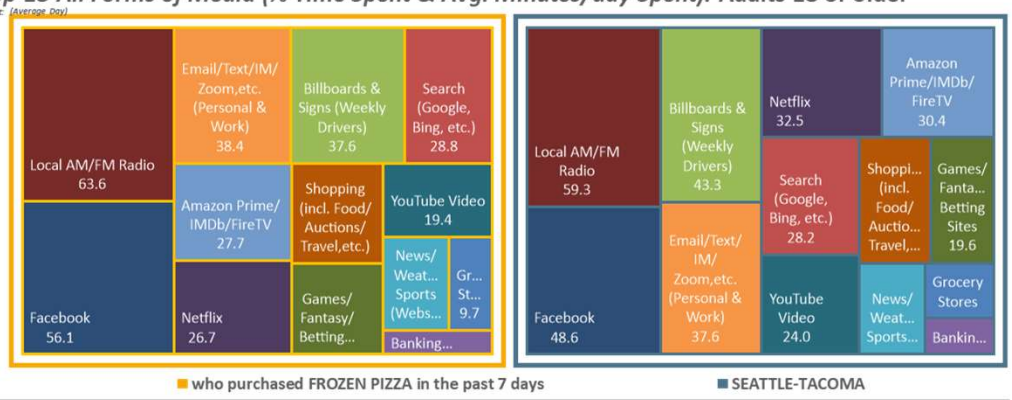


Adults 18 or older who purchased FROZEN PIZZA in the past 7 days spend an average of 7 hours and 49 minutes each day with All Forms of Ad-Supported Media. 72.% listen to Local AM/FM Radio for an avg. of 60. minutes/day. *(Local Radio delivers 9.2% of Time with Ad-Supported Media.)*

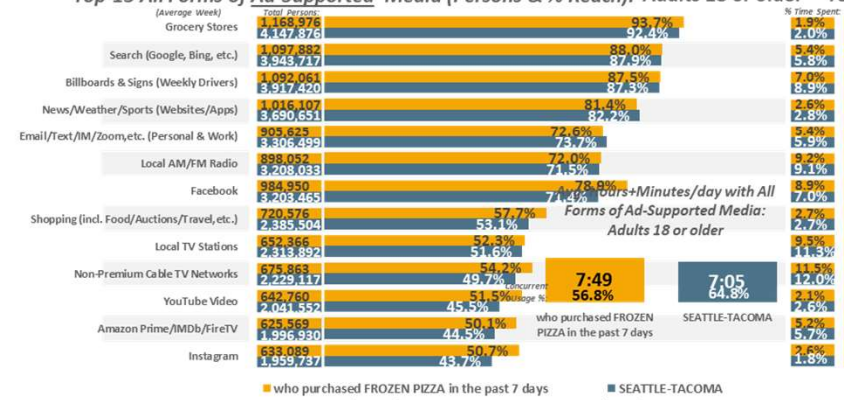
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



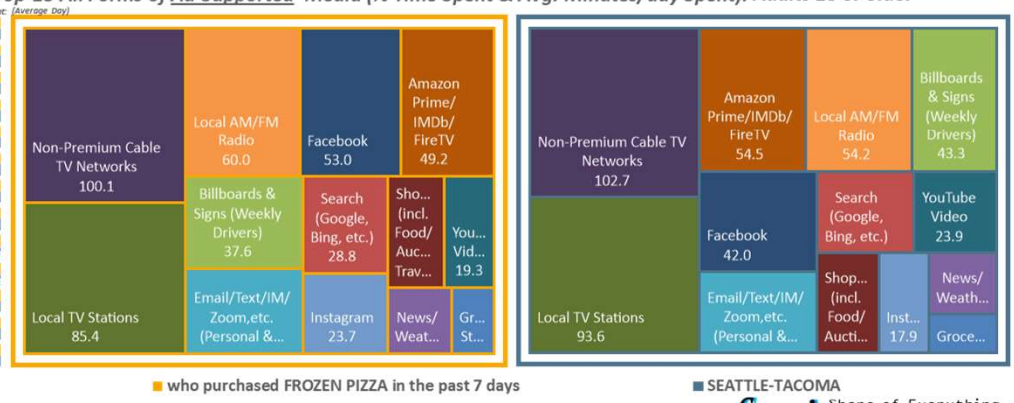
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



Top-13 All Forms of <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**



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,000

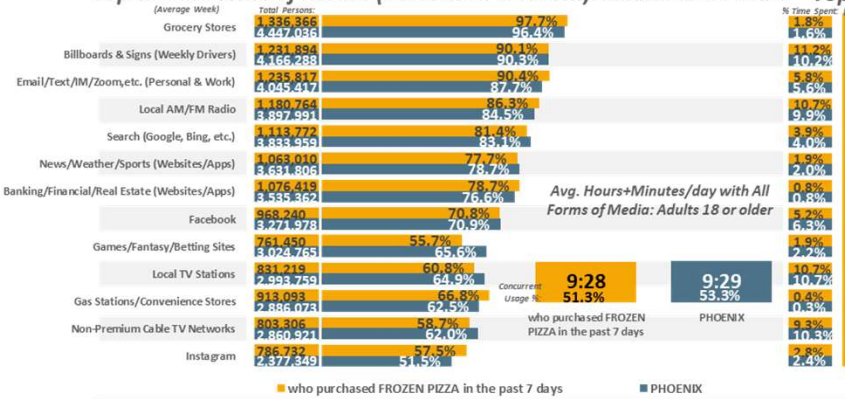
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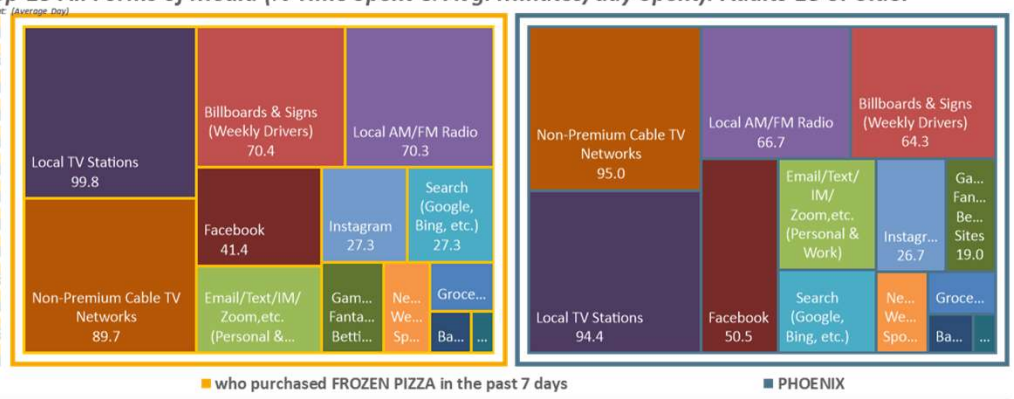
Food products household used past 7 days (HHLD): Frozen pizza

Adults 18 or older who purchased FROZEN PIZZA in the past 7 days spend an average of 7 hours and 25 minutes each day with All Forms of Ad-Supported Media. 83.% listen to Local AM/FM Radio for an avg. of 68.4 minutes/day. *(Local Radio delivers 12.8% of Time with Ad-Supported Media.)*

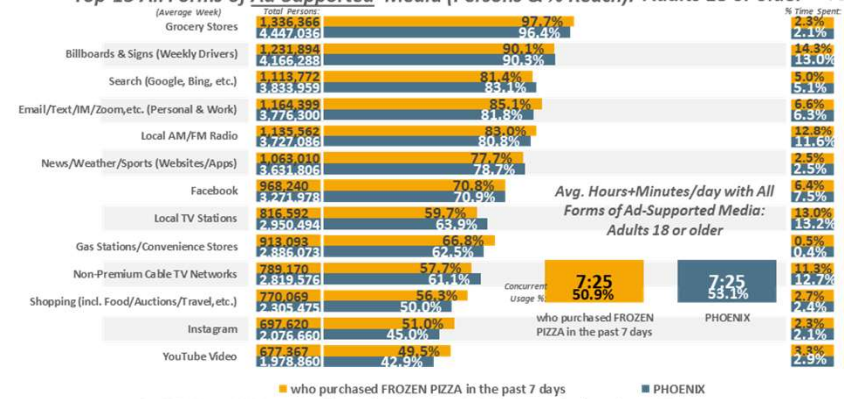
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



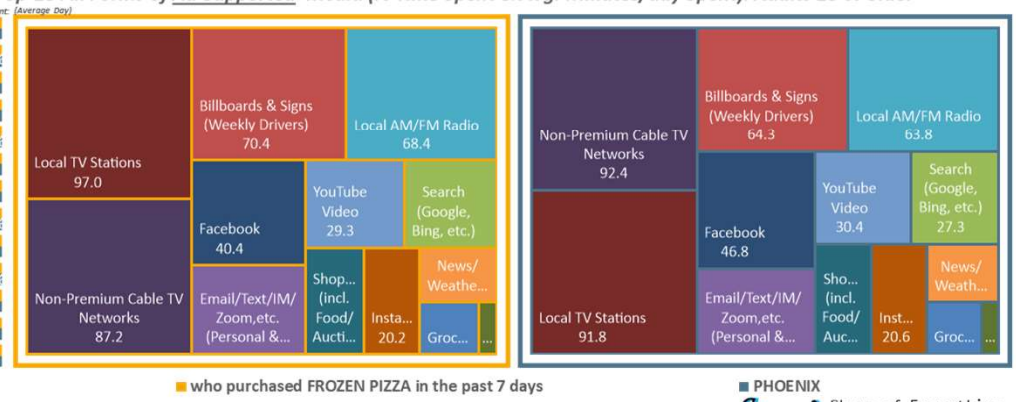
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 627

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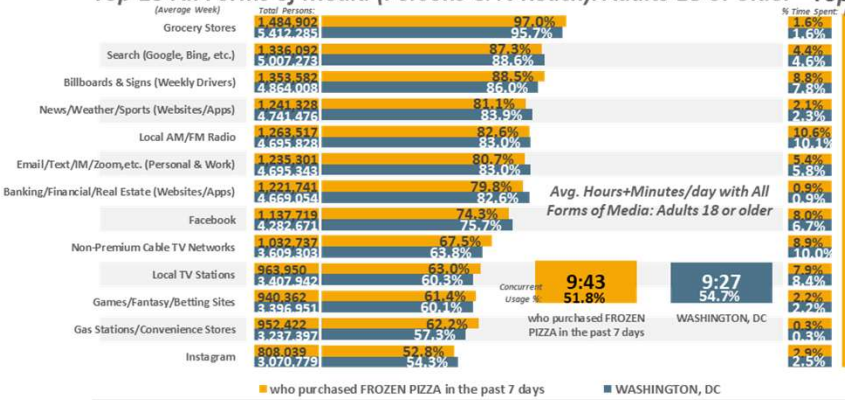
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Food products household used past 7 days (HHLD): Frozen pizza

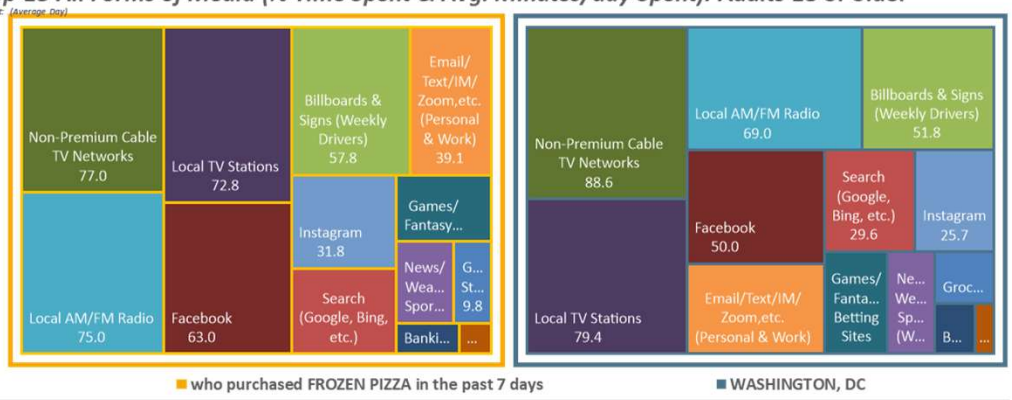


Adults 18 or older who purchased FROZEN PIZZA in the past 7 days spend an average of 7 hours and 15 minutes each day with All Forms of Ad-Supported Media. 78.% listen to Local AM/FM Radio for an avg. of 69. minutes/day. *(Local Radio delivers 12.4% of Time with Ad-Supported Media.)*

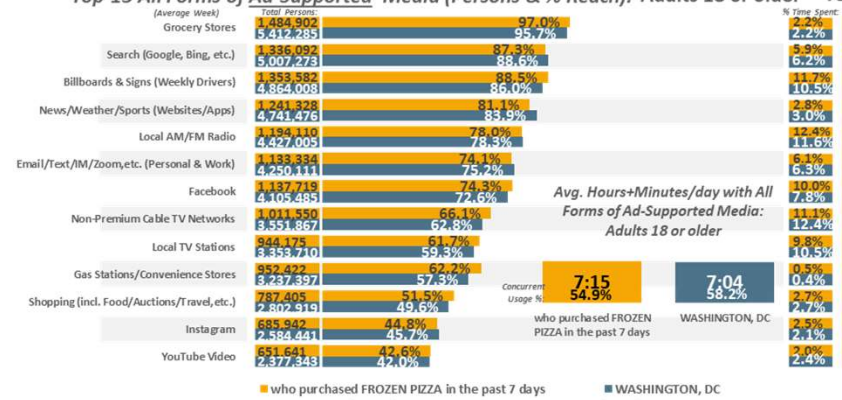
***Top-13 All Forms of Media (Persons & % Reach):* Adults 18 or older**



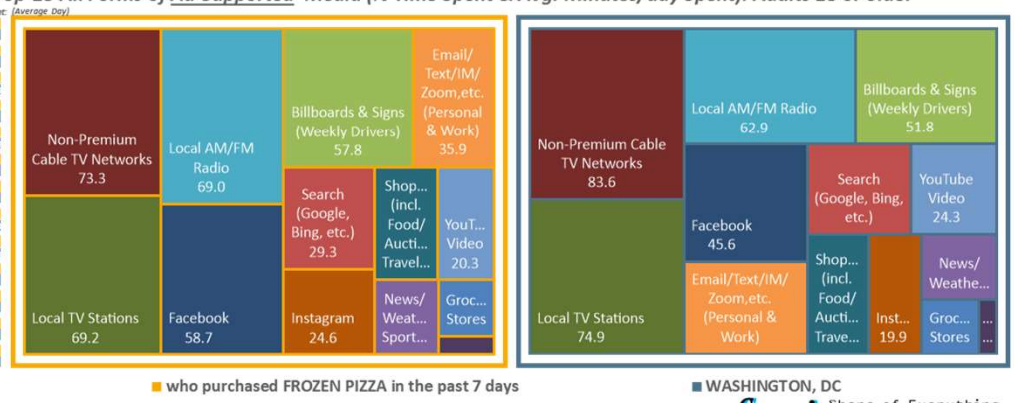
***Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older**



***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**



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,369

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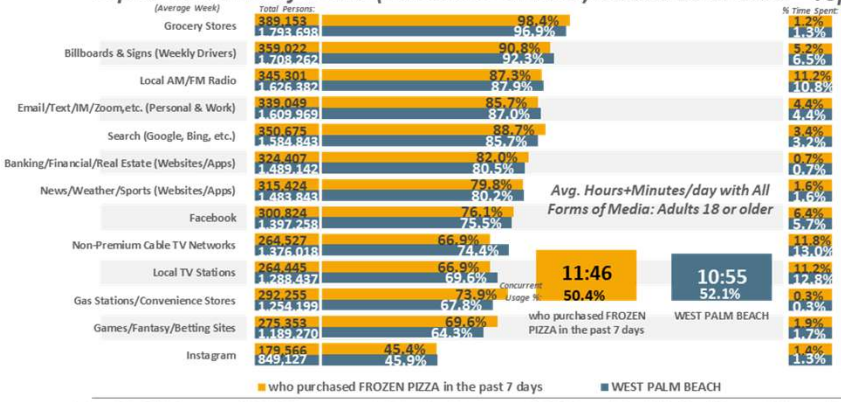
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Food products household used past 7 days (HHLD): Frozen pizza

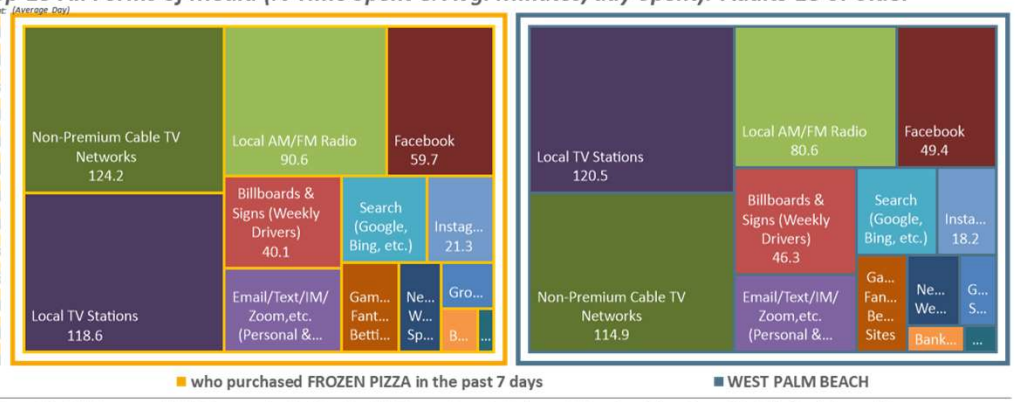


Adults 18 or older who purchased FROZEN PIZZA in the past 7 days spend an average of 9 hours and 8 minutes each day with All Forms of Ad-Supported Media. 85.2% listen to Local AM/FM Radio for an avg. of 86.7 minutes/day. *(Local Radio delivers 13.5% of Time with Ad-Supported Media.)*

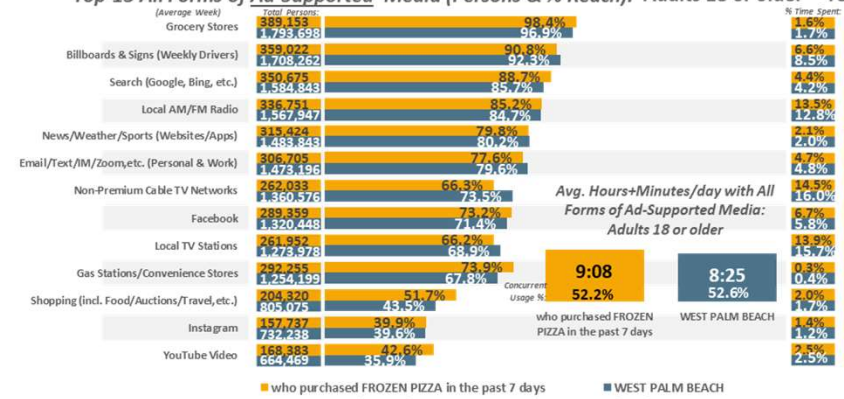
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



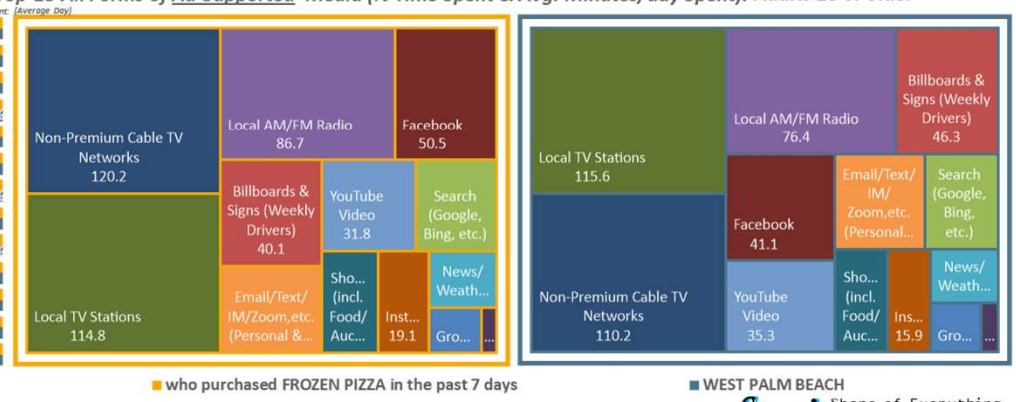
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R1 2024: Jan23-Feb24 Qual Intab 547

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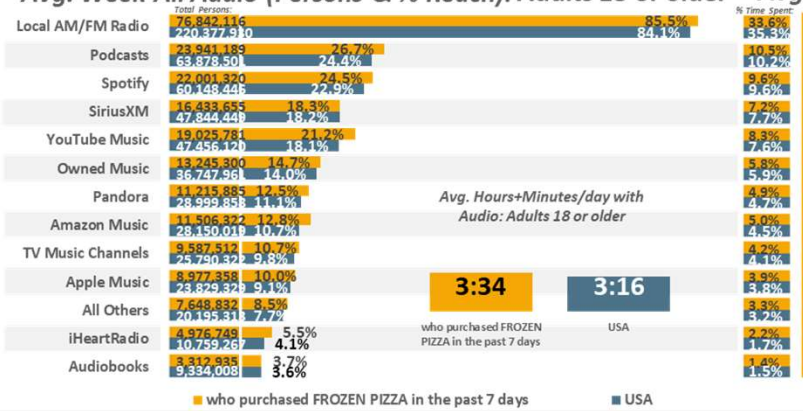
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Food products household used past 7 days (HHLD): Frozen pizza

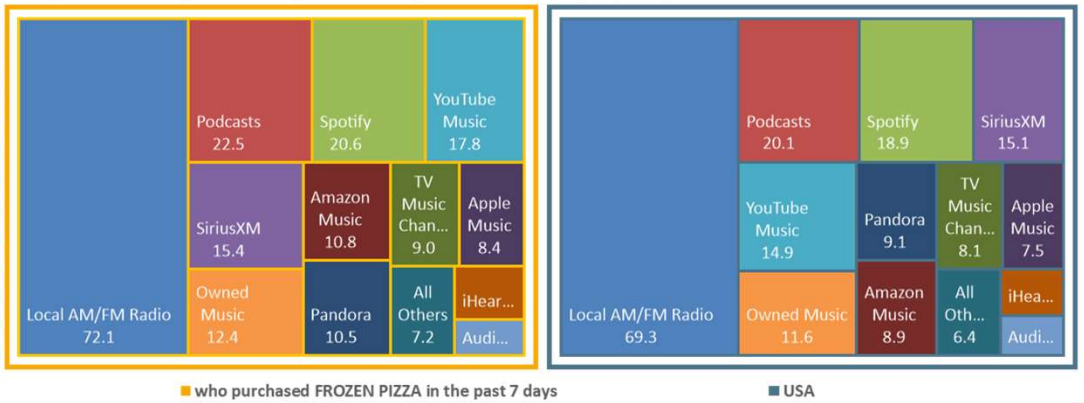


73,633,102 or 82.% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 67.6 minutes every day representing 42.6% of all time spent daily with Ad-Supported Audio.

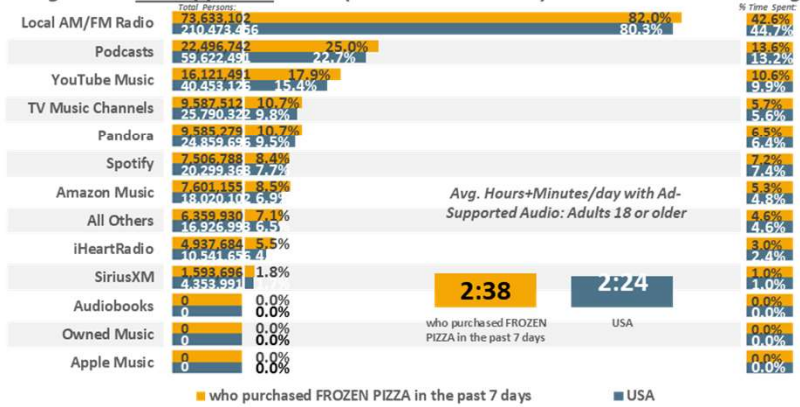
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



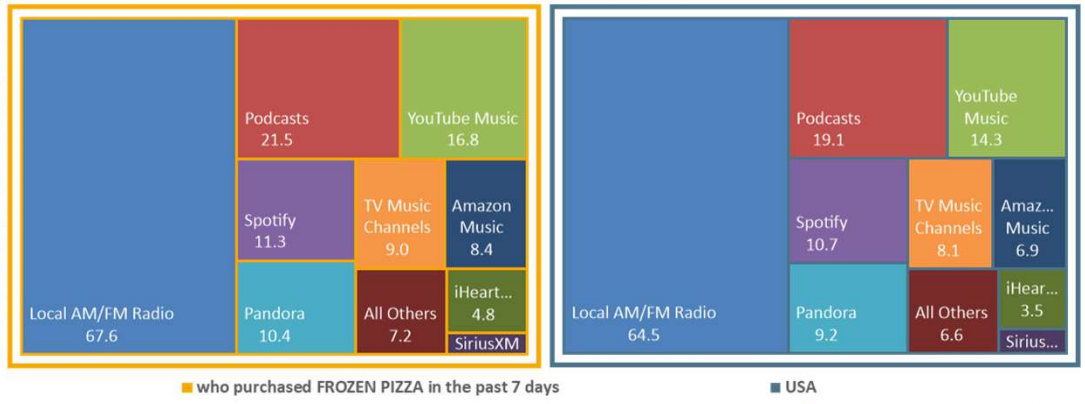
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *7,071*

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Scarborough R1 2024: Jan23-Apr24 *USA Projection* *Scarborough R1 2024: Jan23-Apr24*

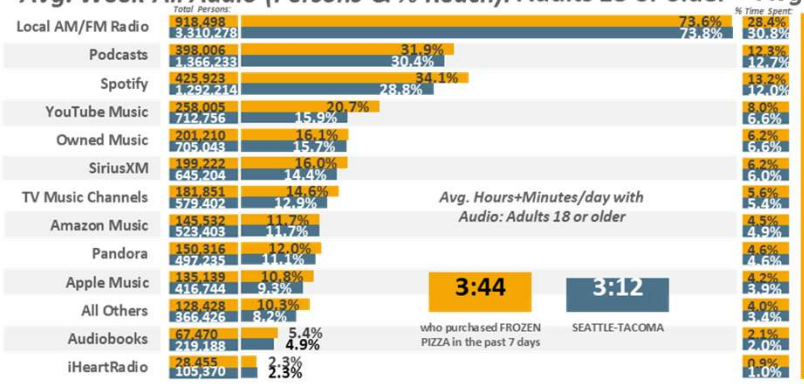
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Food products household used past 7 days (HHLD): Frozen pizza

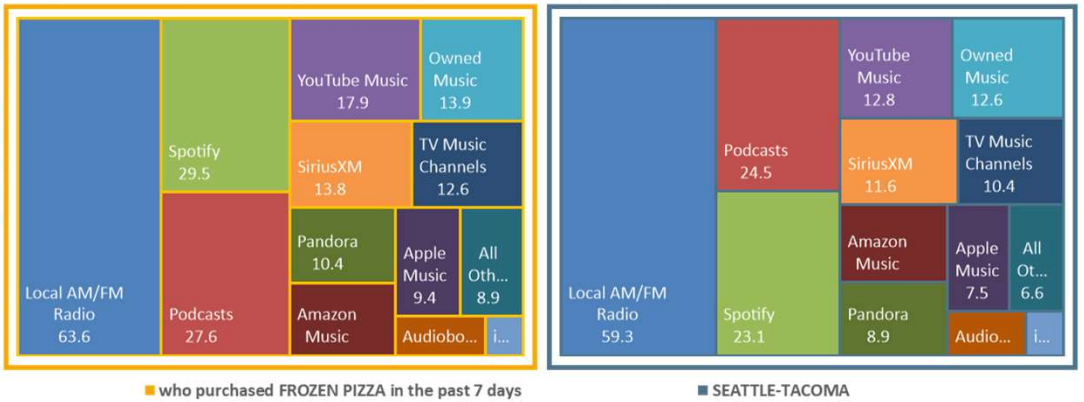


898,052 or 72.% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 60. minutes every day representing 38.7% of all time spent daily with Ad-Supported Audio.

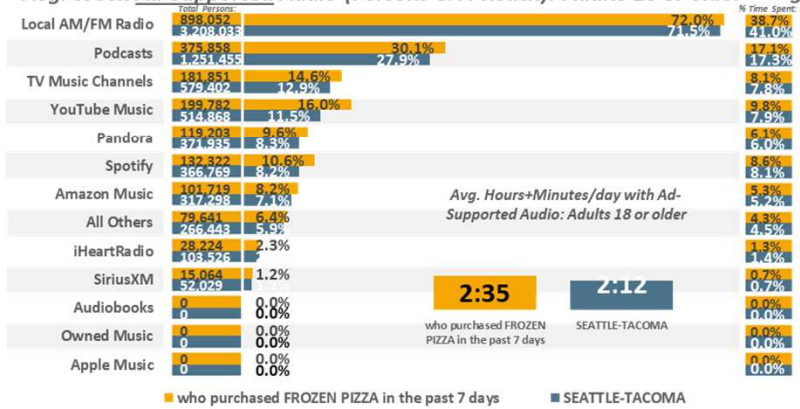
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



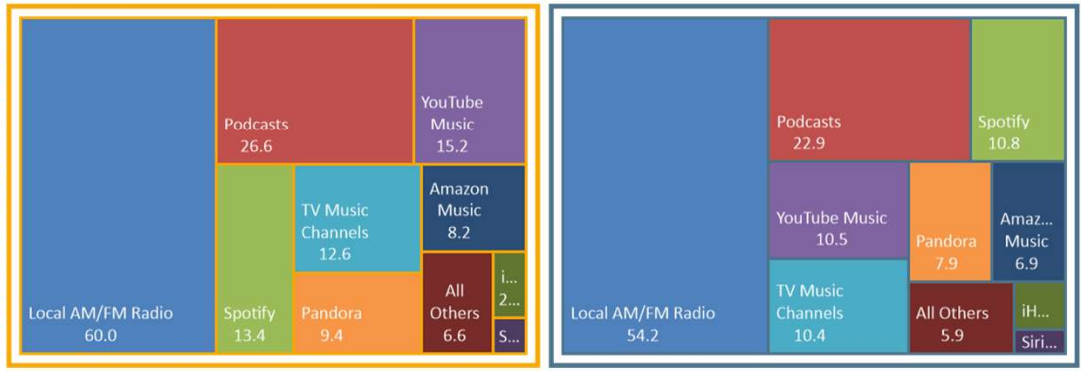
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,000

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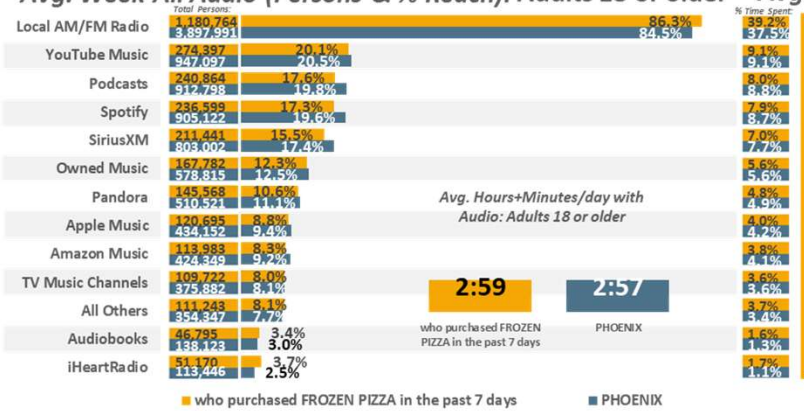
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Food products household used past 7 days (HHLD): Frozen pizza

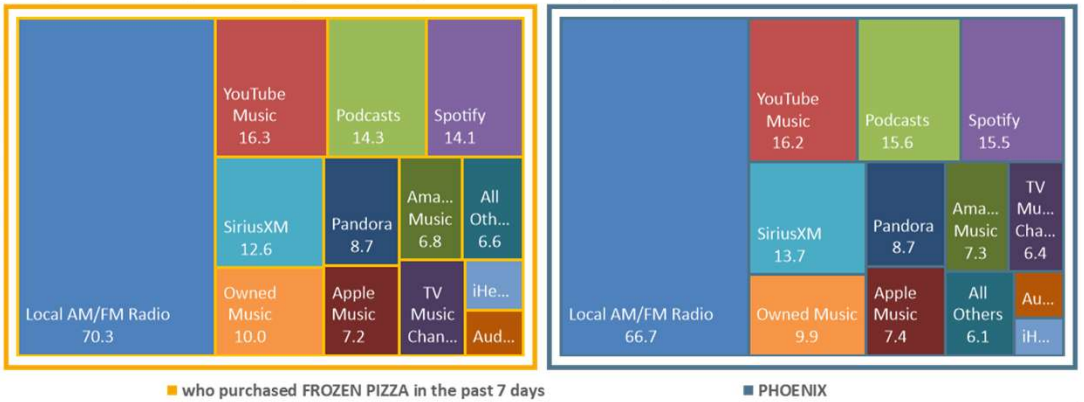


1,135,562 or 83.% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 68.4 minutes every day representing 49.7% of all time spent daily with Ad-Supported Audio.

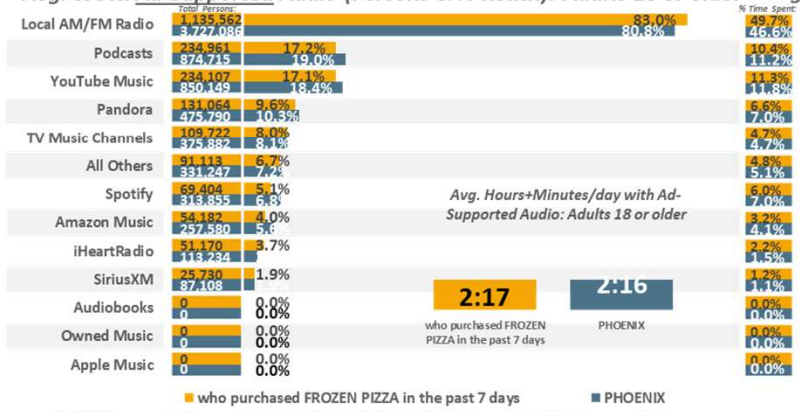
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



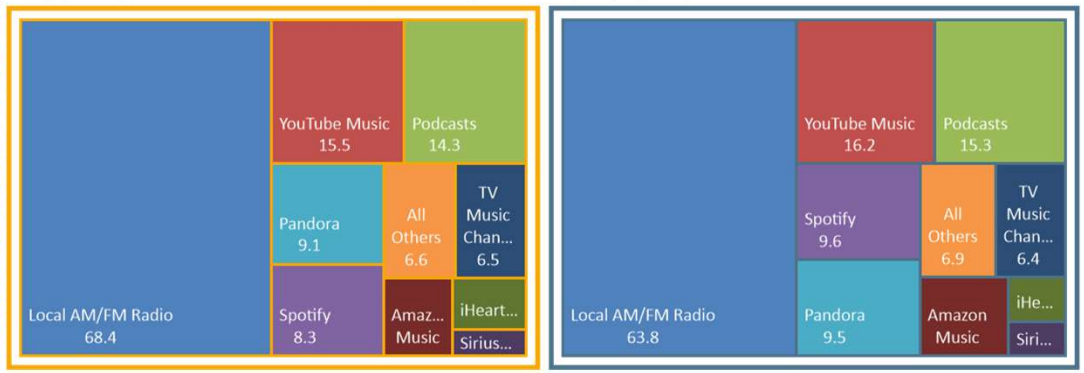
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 627

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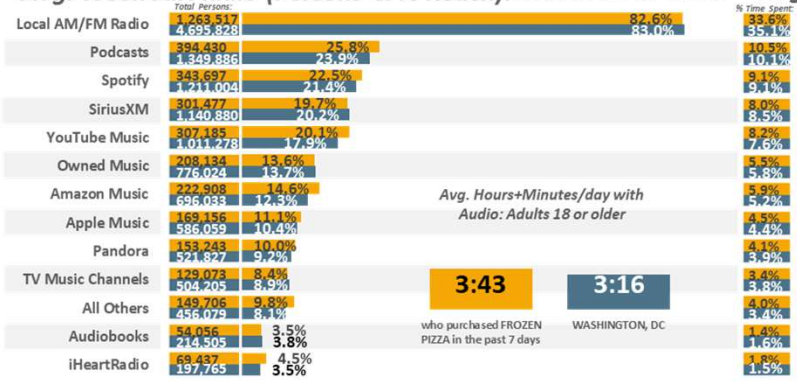
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Food products household used past 7 days (HHLD): Frozen pizza



1,194,110 or 78.% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 69. minutes every day representing 42.8% of all time spent daily with Ad-Supported Audio.

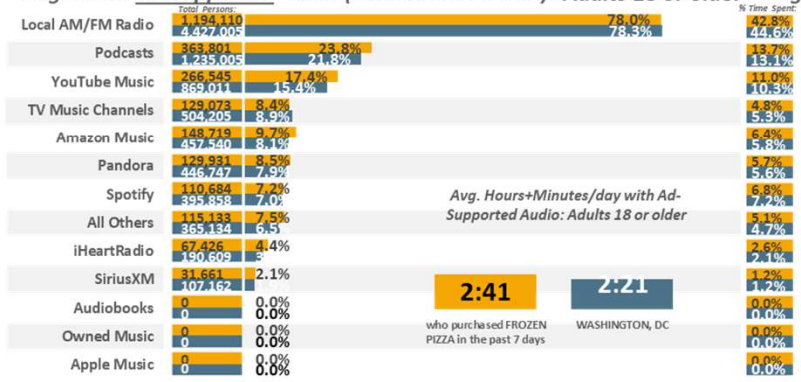
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



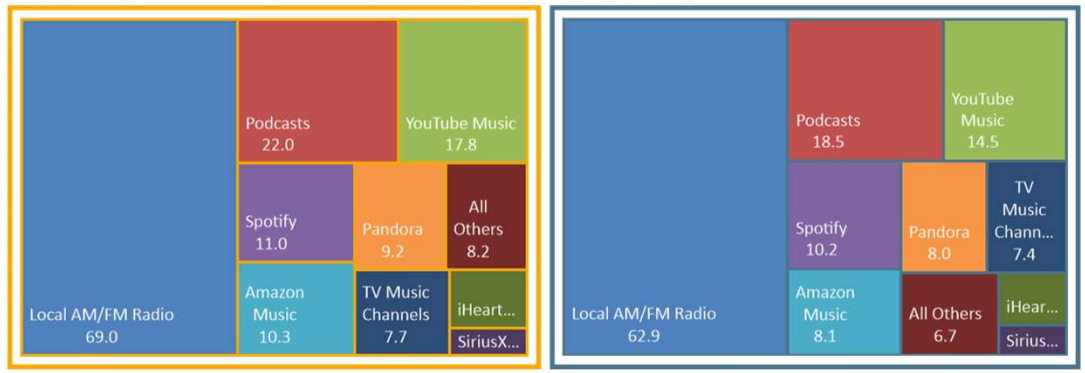
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,369

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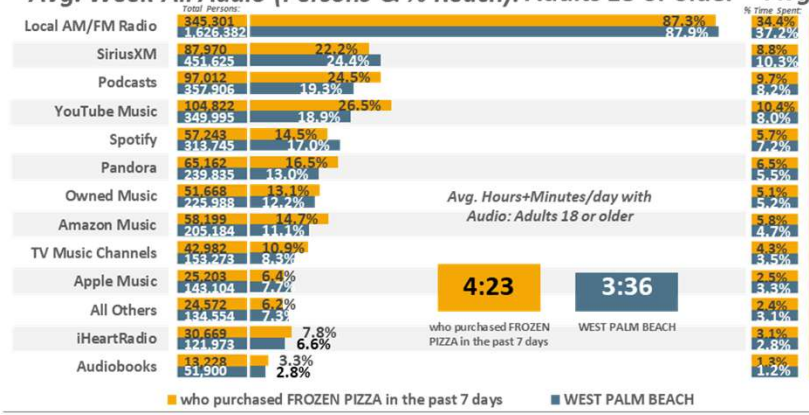
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Food products household used past 7 days (HHLD): Frozen pizza

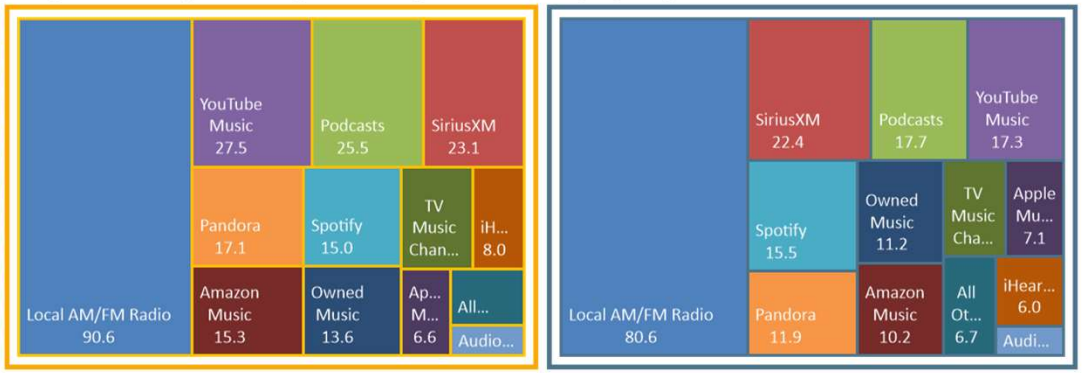


336,751 or 85.2% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 86.7 minutes every day representing 41.9% of all time spent daily with Ad-Supported Audio.

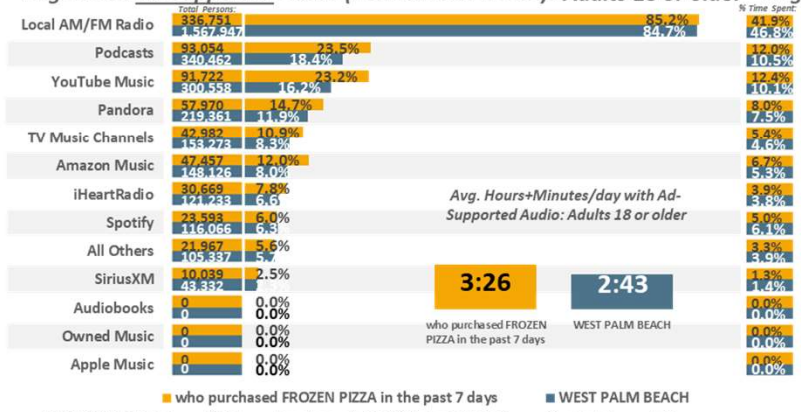
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



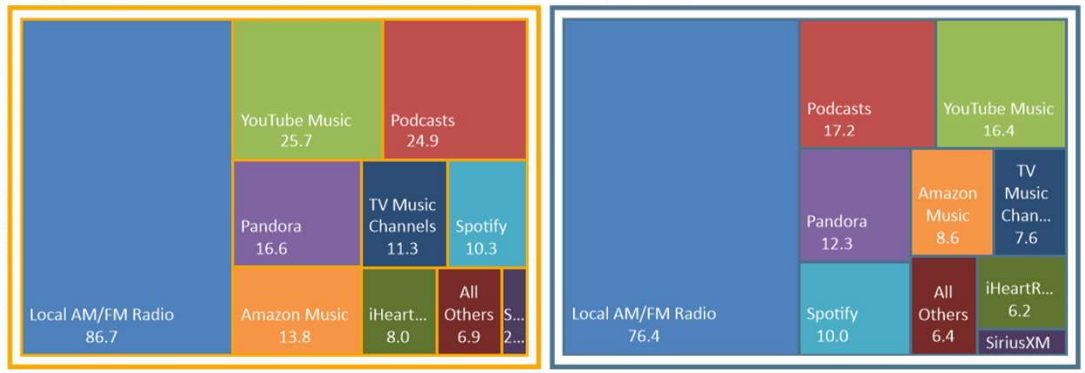
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 547

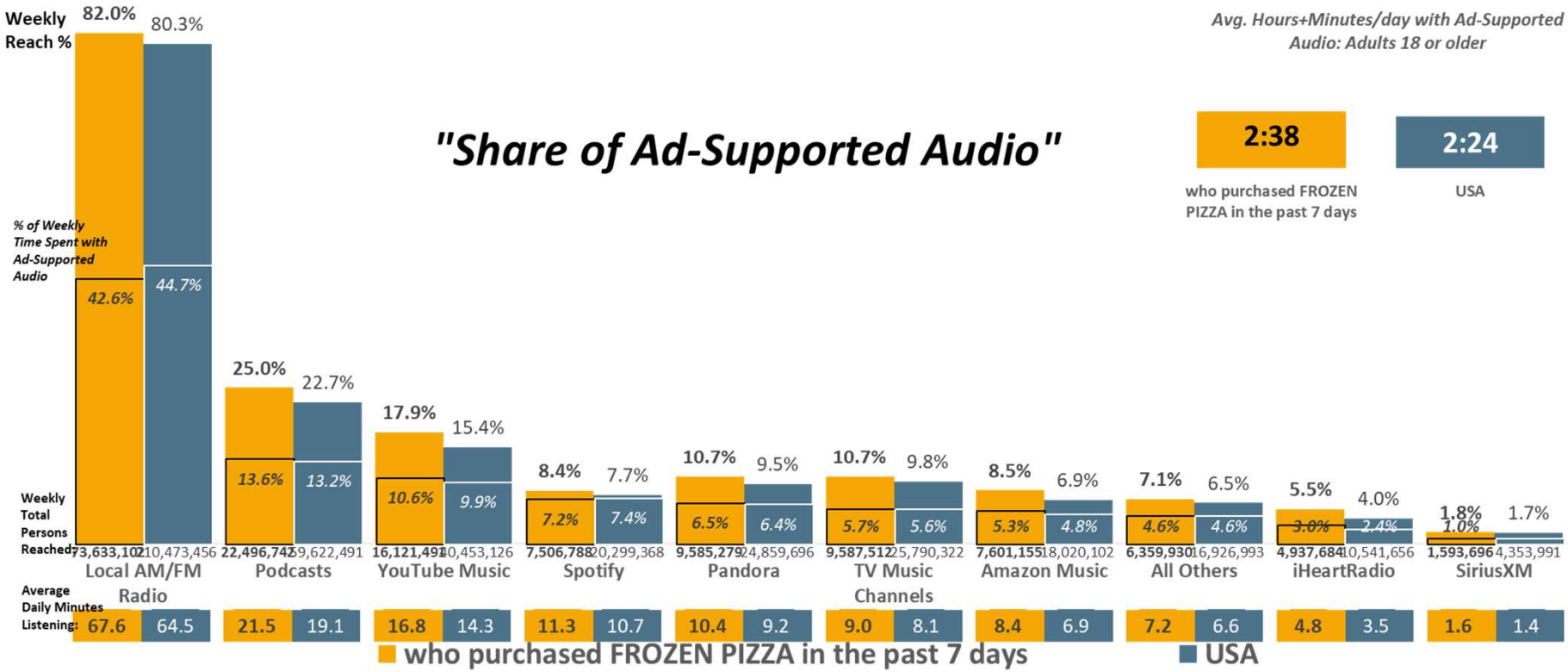
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Food products household used past 7 days (HHLD): Frozen pizza



73,633,102 or 82.% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 67.6 minutes every day representing 42.6% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 7,071

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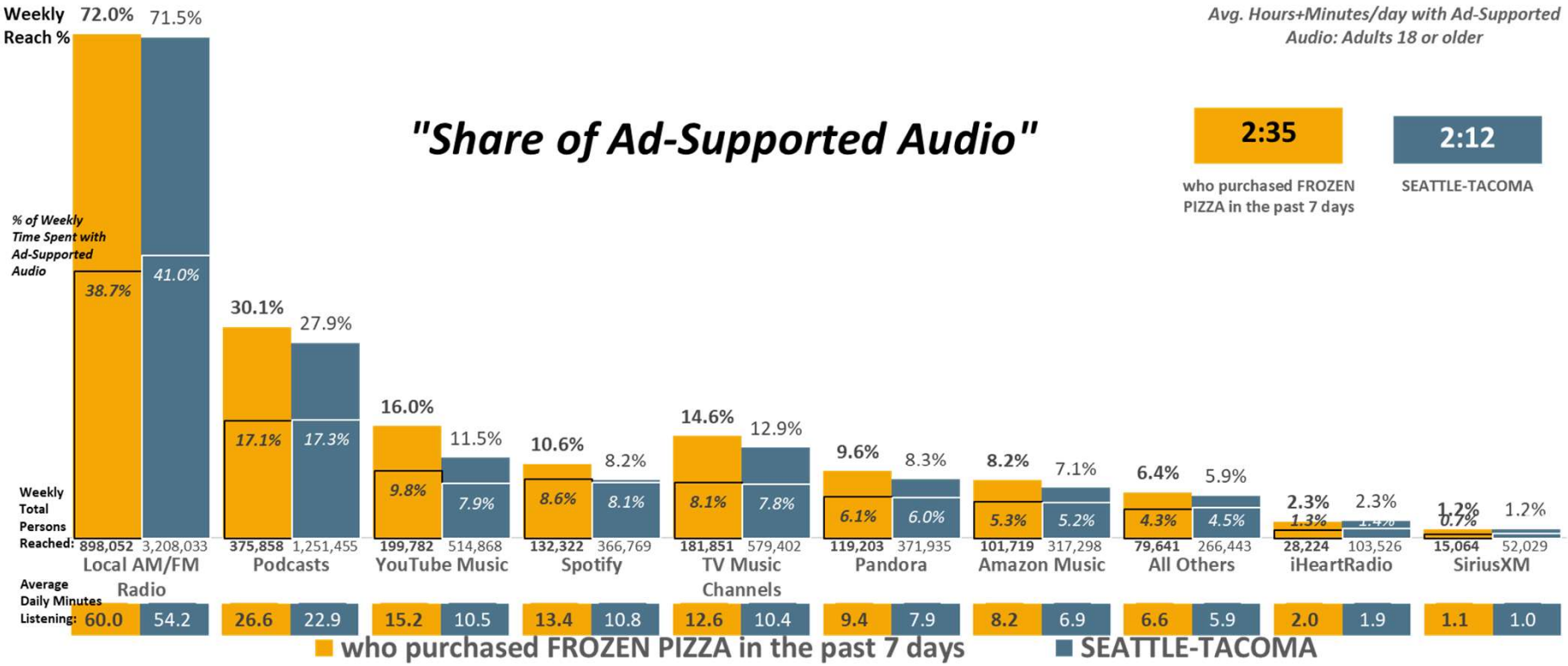
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

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Food products household used past 7 days (HHLD): Frozen pizza



898,052 or 72.% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 60. minutes every day representing 38.7% of all time spent daily with Ad-Supported Audio.



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,000 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

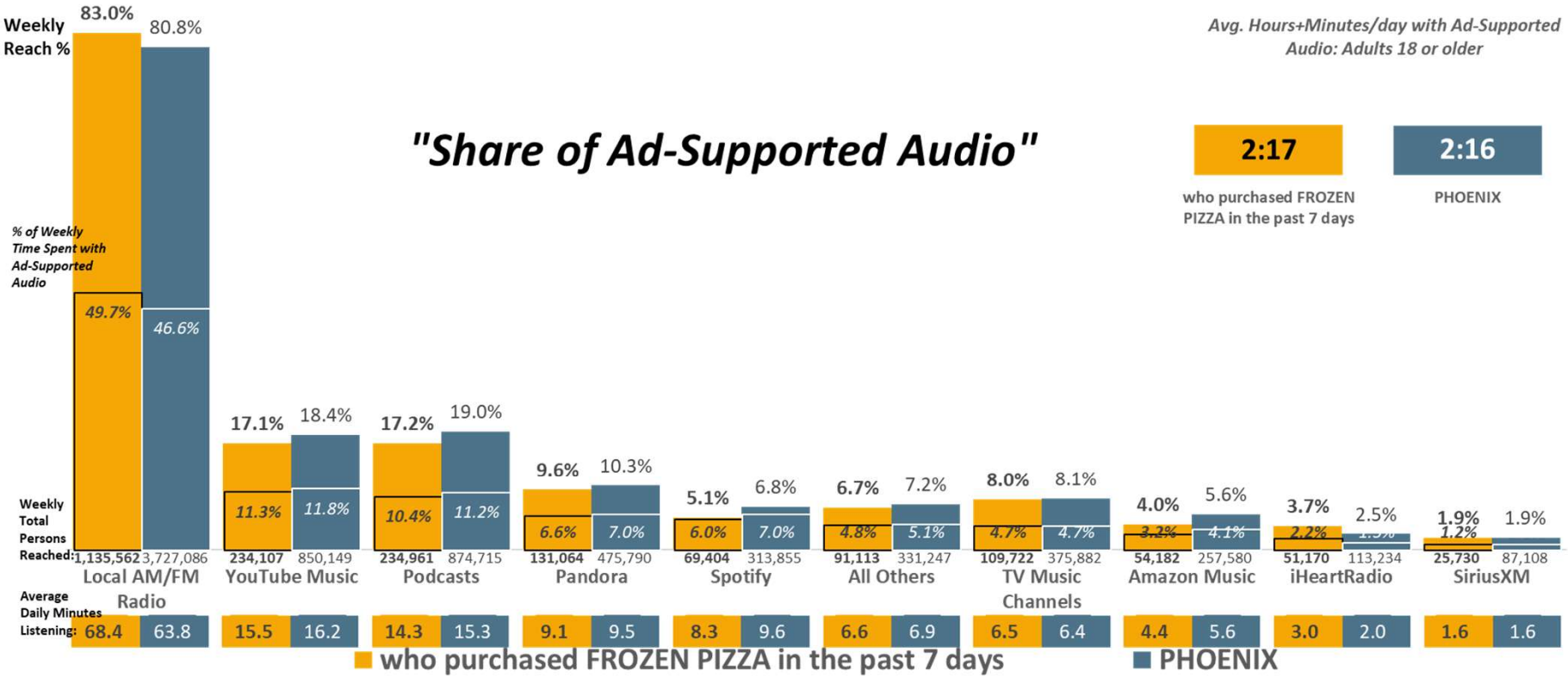
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Food products household used past 7 days (HHLD): Frozen pizza



1,135,562 or 83.% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 68.4 minutes every day representing 49.7% of all time spent daily with Ad-Supported Audio.



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 627 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,265

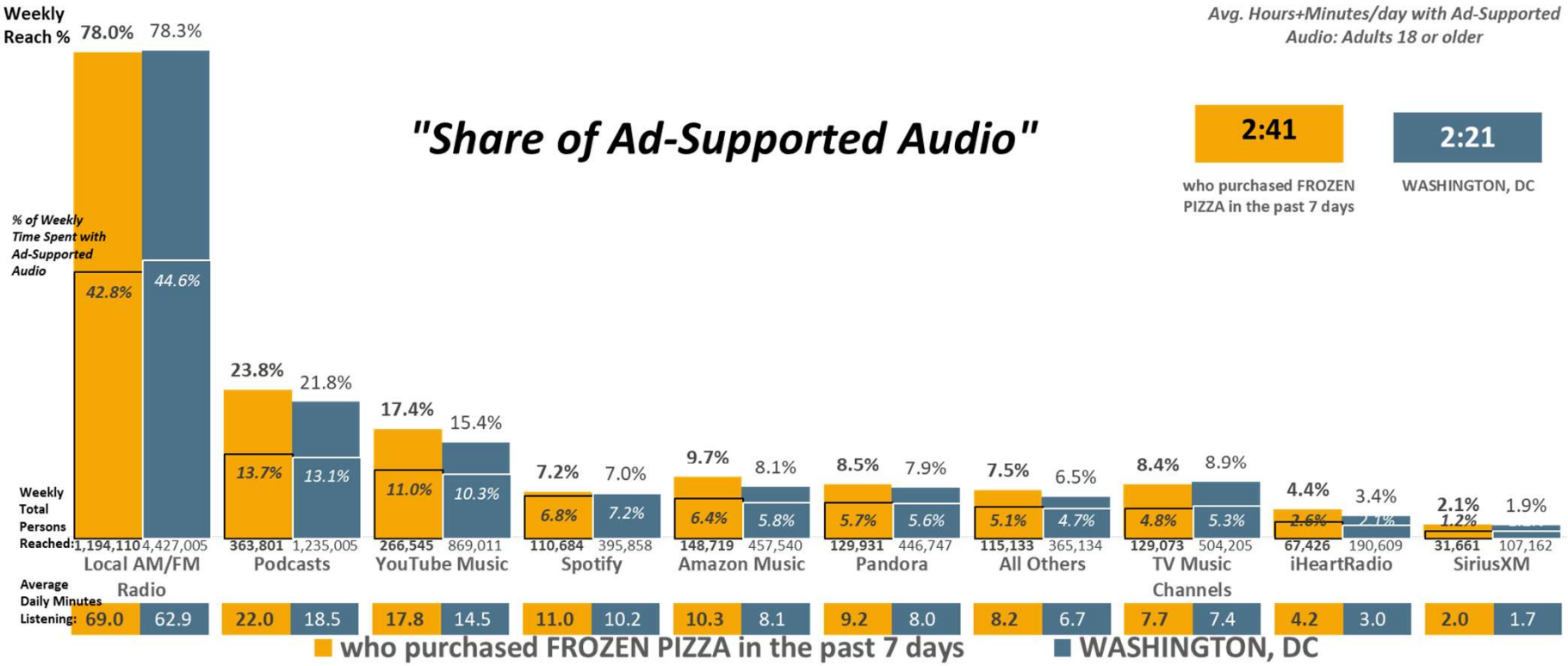
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Food products household used past 7 days (HHLD): Frozen pizza



1,194,110 or 78.% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 69. minutes every day representing 42.8% of all time spent daily with Ad-Supported Audio.



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,369 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

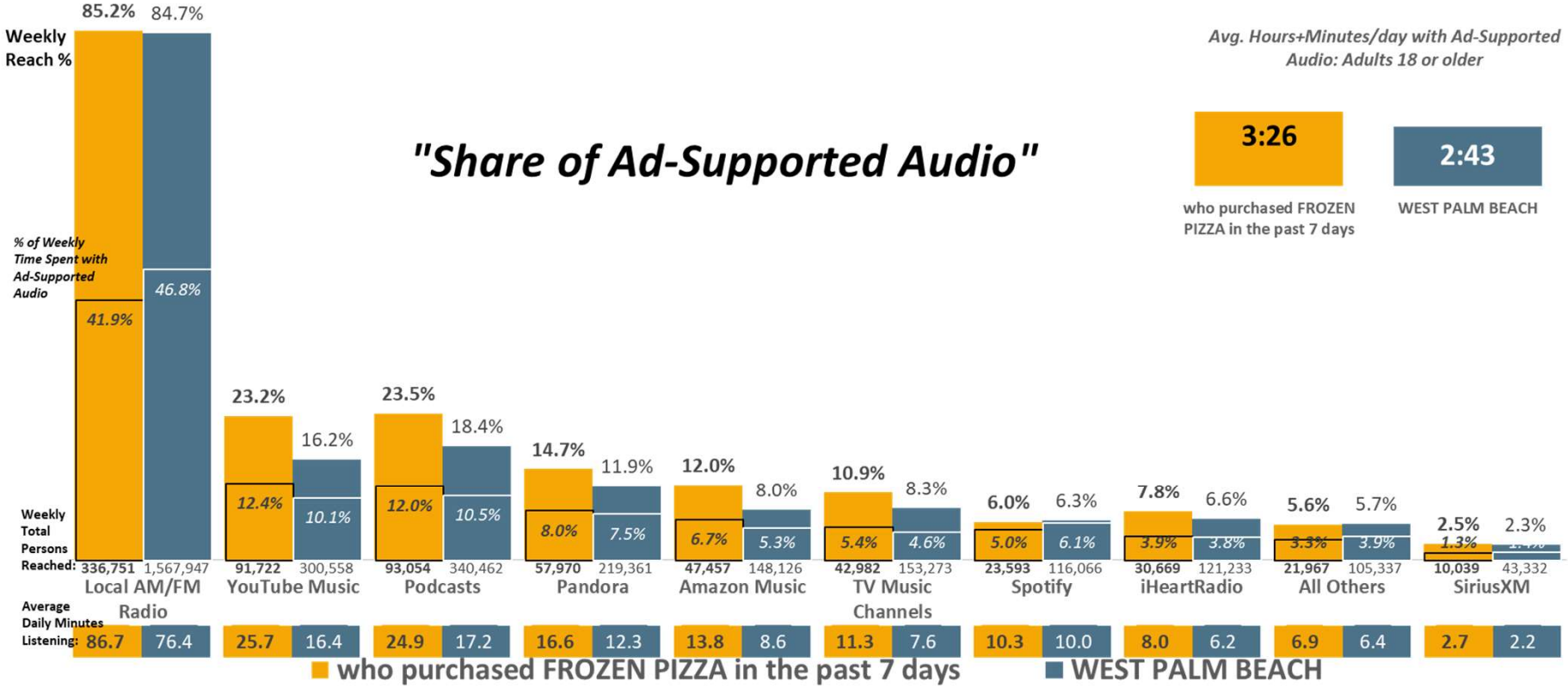
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Food products household used past 7 days (HHLD): Frozen pizza



336,751 or 85.2% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 86.7 minutes every day representing 41.9% of all time spent daily with Ad-Supported Audio.



WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 547 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,465

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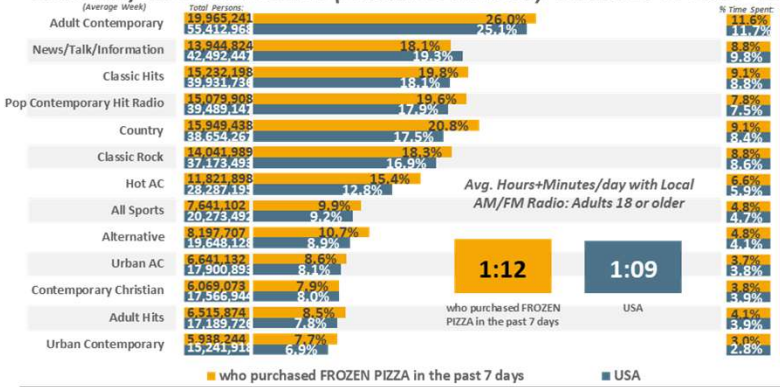
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Food products household used past 7 days (HHLD): Frozen pizza

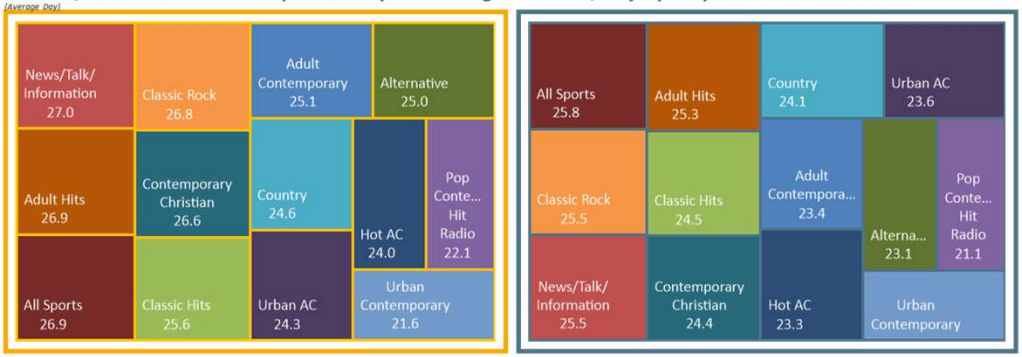


73,633,102 or 82.% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Classic Hits, Pop Contemporary Hit Radio, and Classic Rock.

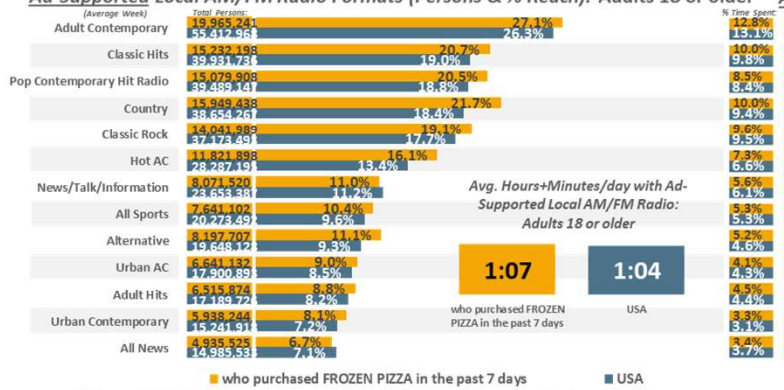
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



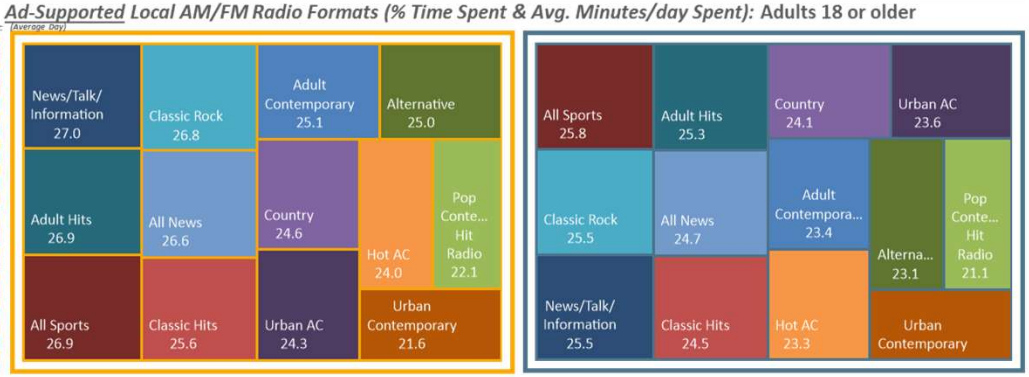
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 7,071

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

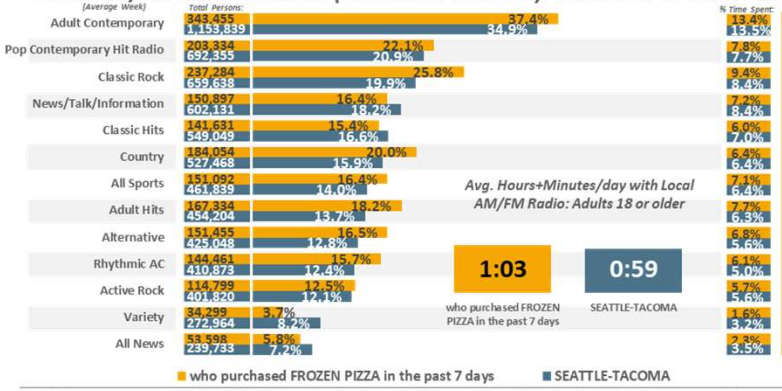
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Food products household used past 7 days (HHLD): Frozen pizza

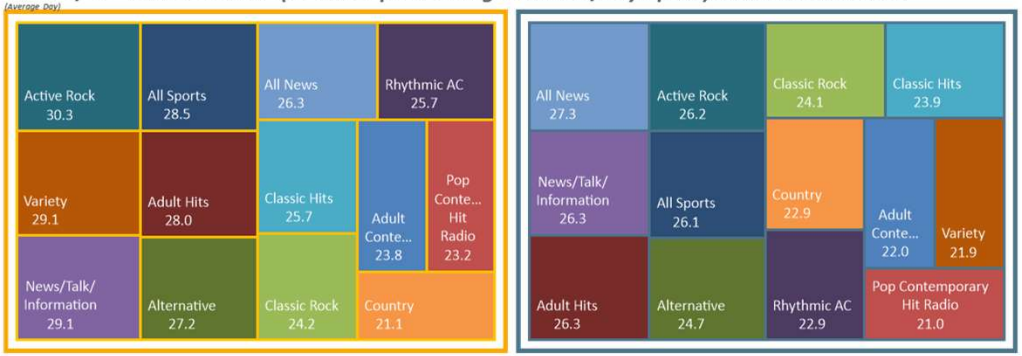


898,052 or 72.% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Rock, Pop Contemporary Hit Radio, Country, and Adult Hits.

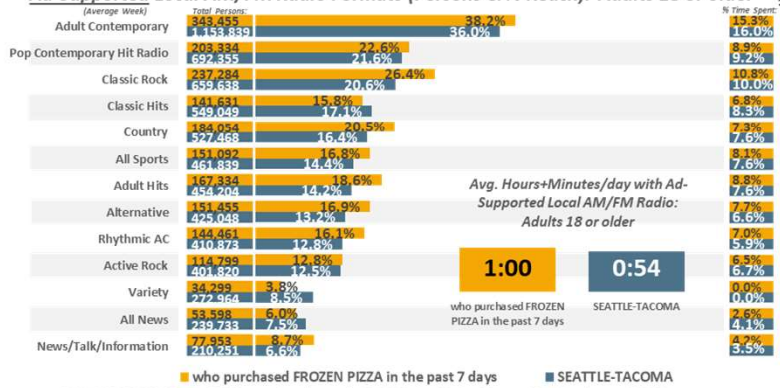
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



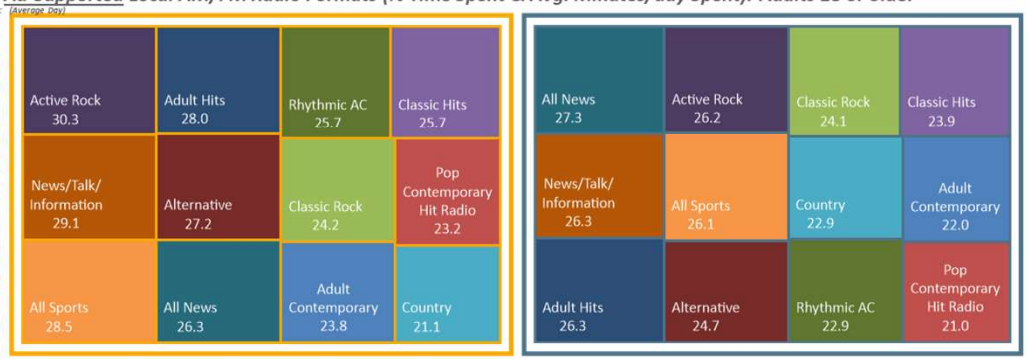
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,000

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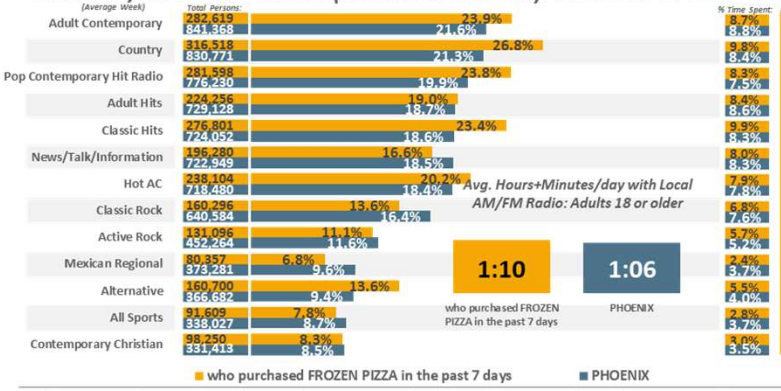
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Food products household used past 7 days (HHLD): Frozen pizza

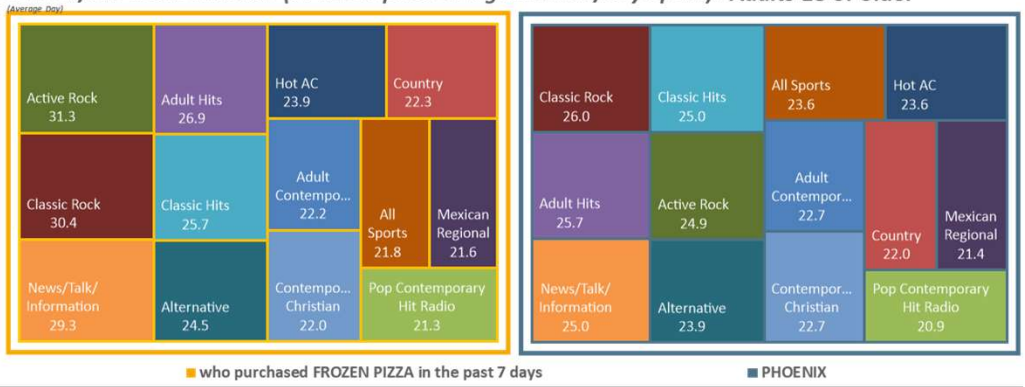


1,135,562 or 83.% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, and Hot AC.

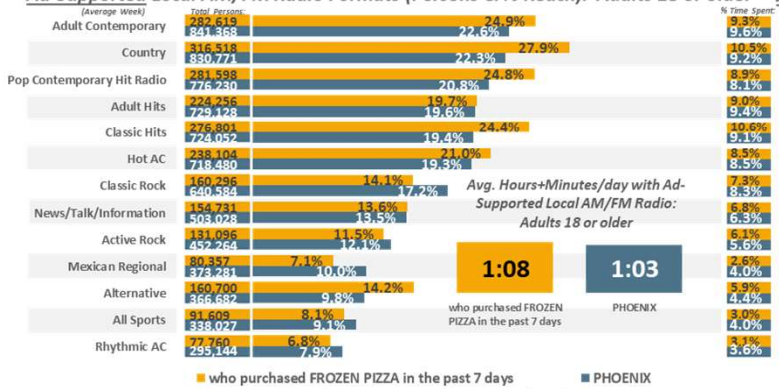
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



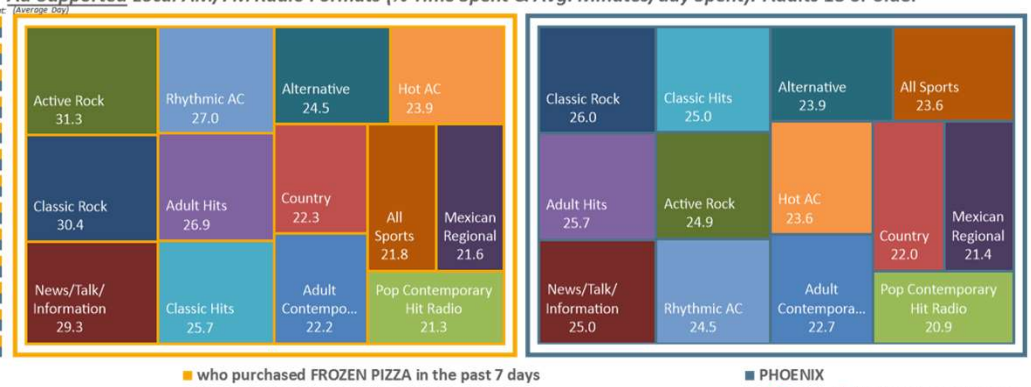
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 627

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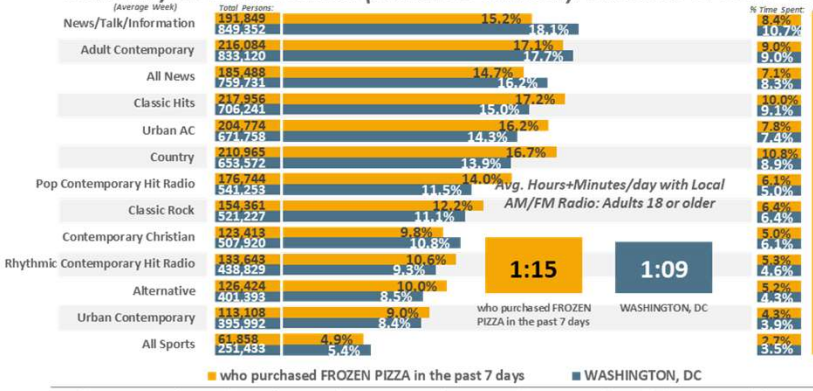
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Food products household used past 7 days (HHLD): Frozen pizza

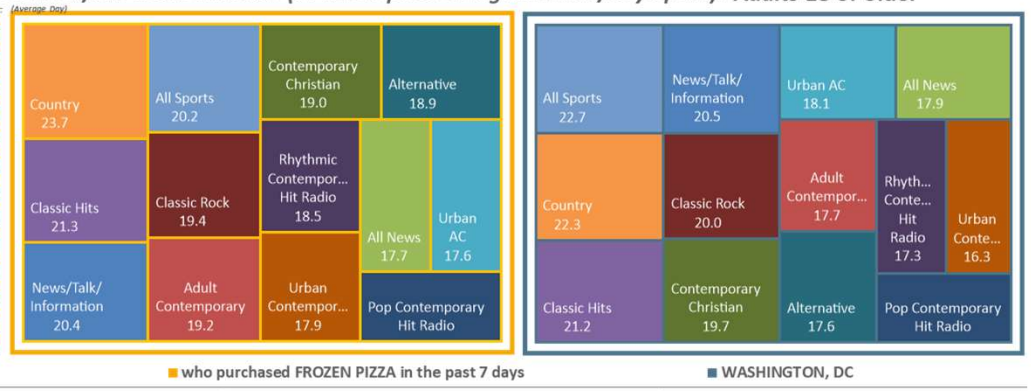


1,194,110 or 78.% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Adult Contemporary, Country, Urban AC, and All News.

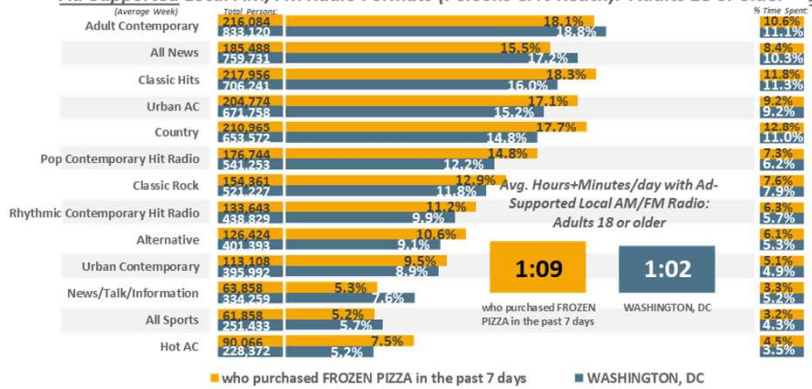
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



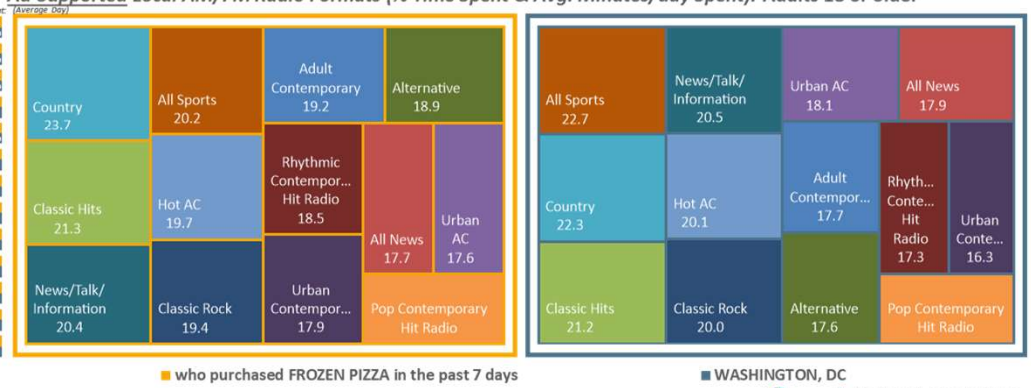
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,369

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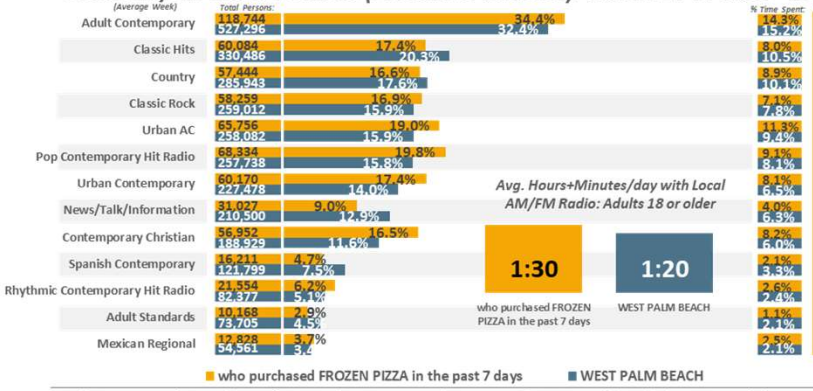
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Food products household used past 7 days (HHLD): Frozen pizza

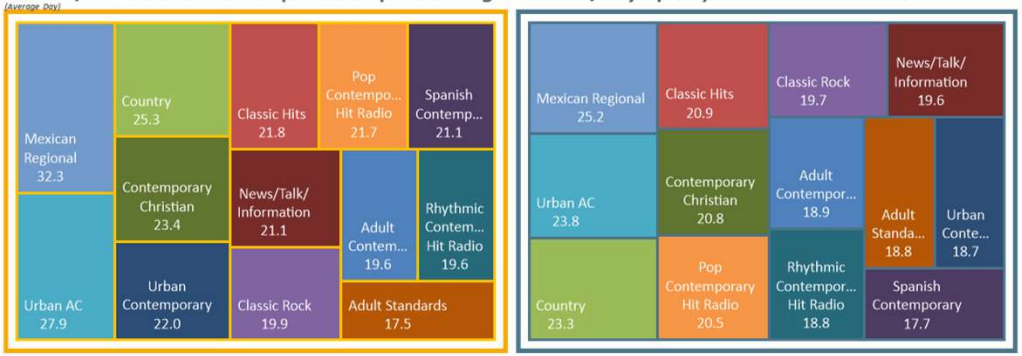


336,751 or 85.2% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Urban AC, Urban Contemporary, and Classic Hits.

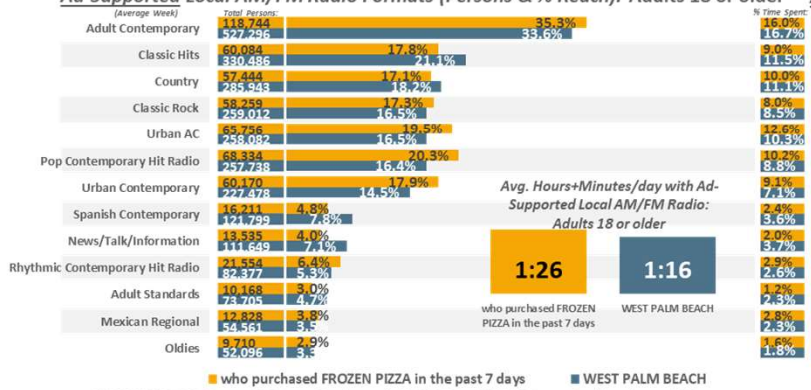
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



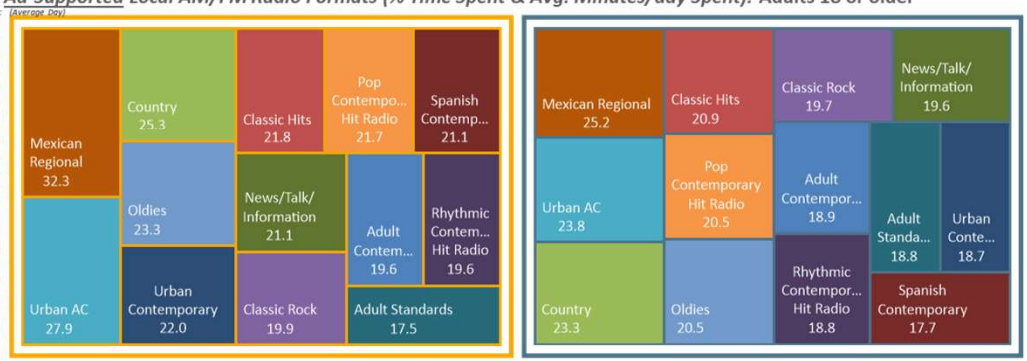
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 547

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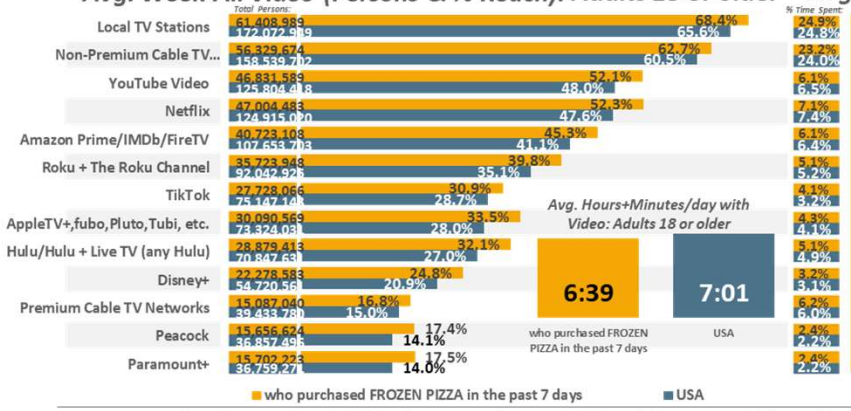
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Food products household used past 7 days (HHLD): Frozen pizza

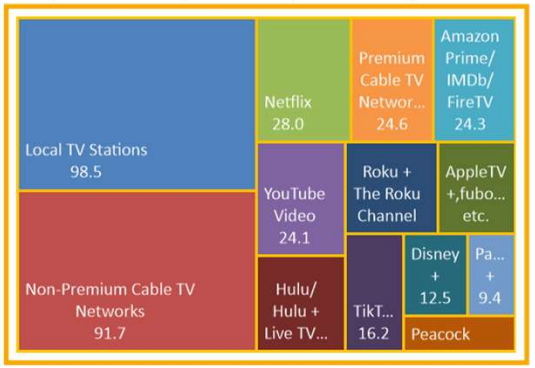


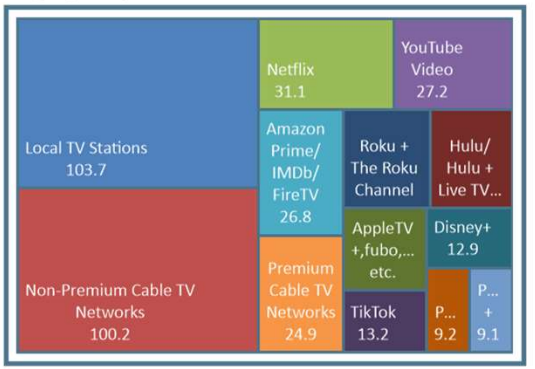
60,482,868 or 67.3% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days watch Ad-Supported Local TV Stations for an average of 94. minutes every day representing 29.% of all time spent daily with Ad-Supported Video.

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



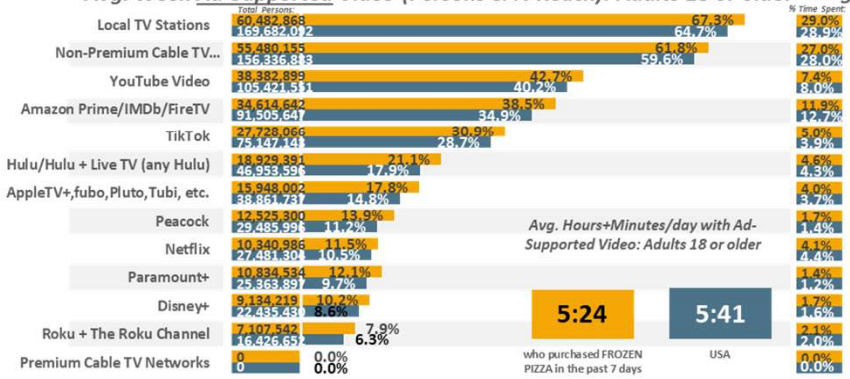
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



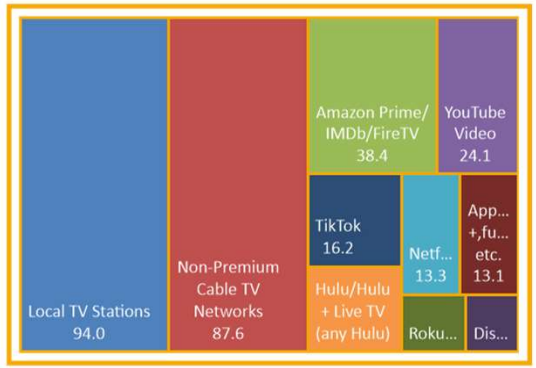


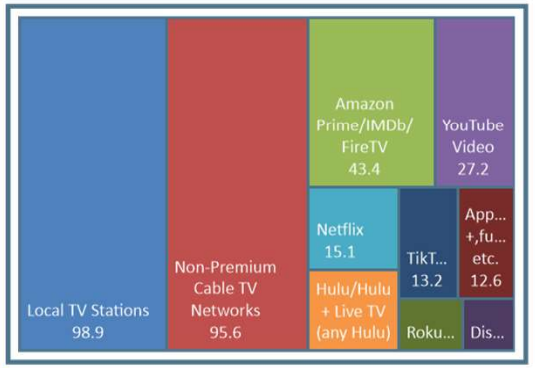
who purchased FROZEN PIZZA in the past 7 days ■ USA

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



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





who purchased FROZEN PIZZA in the past 7 days ■ USA

USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 7,071

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

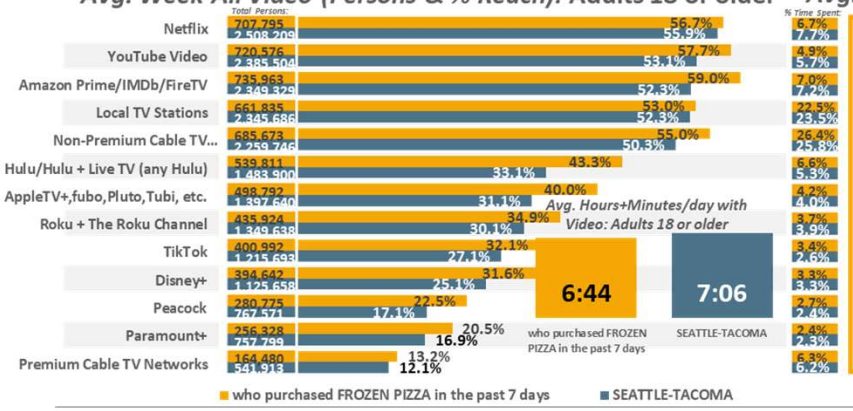
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Food products household used past 7 days (HHLD): Frozen pizza

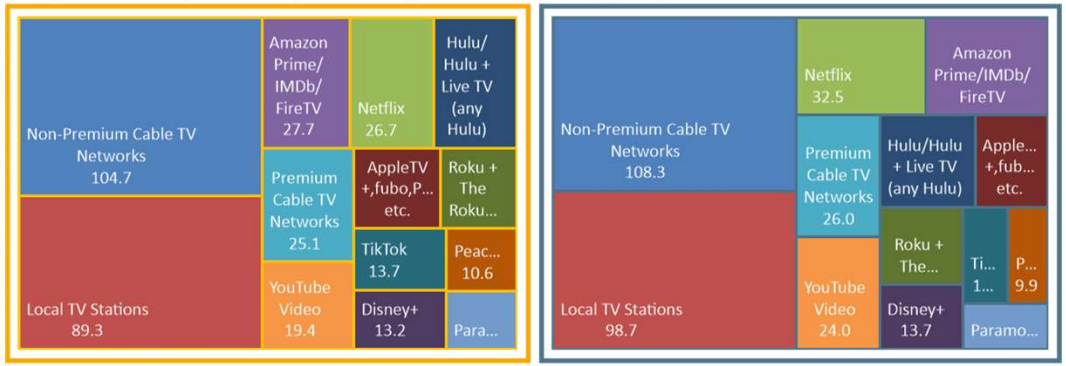


652,366 or 52.3% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days watch Ad-Supported Local TV Stations for an average of 85.4 minutes every day representing 25.3% of all time spent daily with Ad-Supported Video.

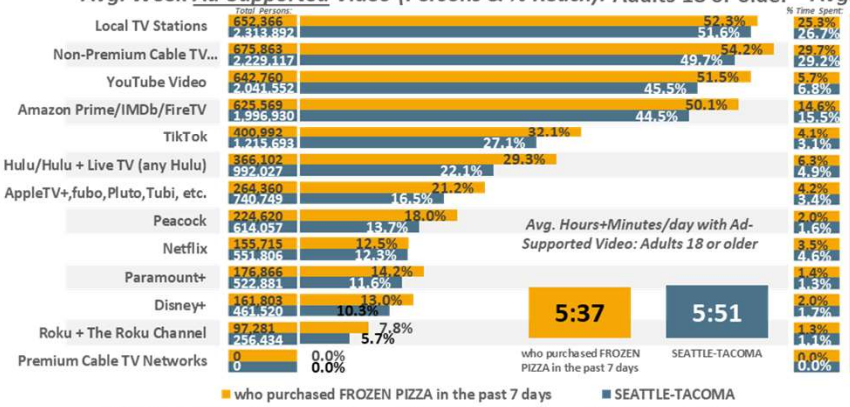
Avg. Week All Video (Persons & % Reach): Adults 18 or older



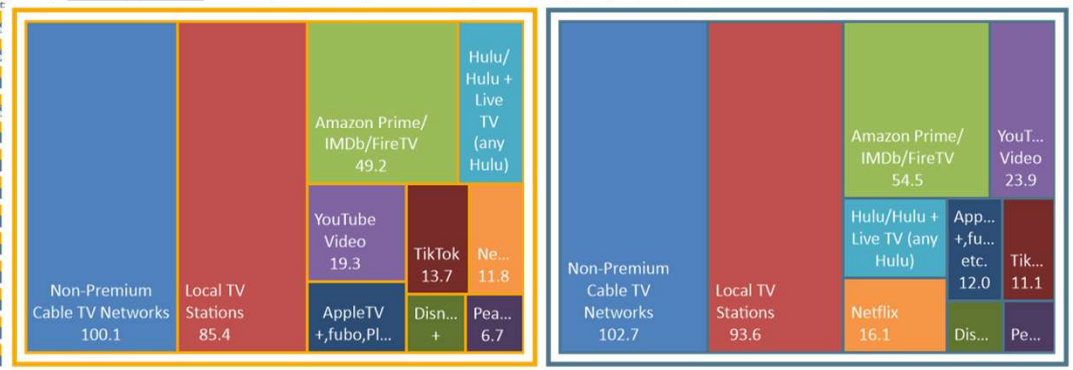
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,000

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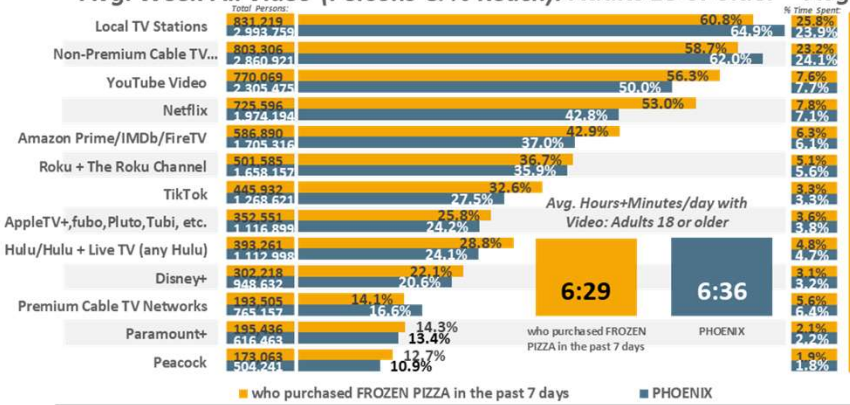
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Food products household used past 7 days (HHLD): Frozen pizza

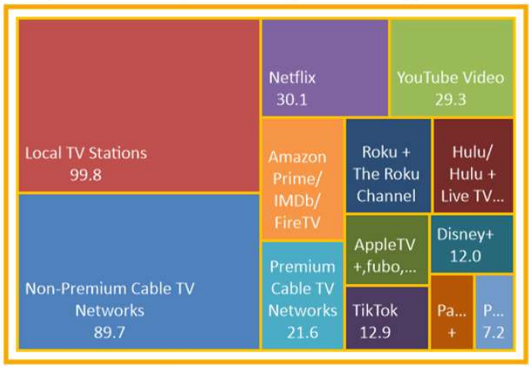


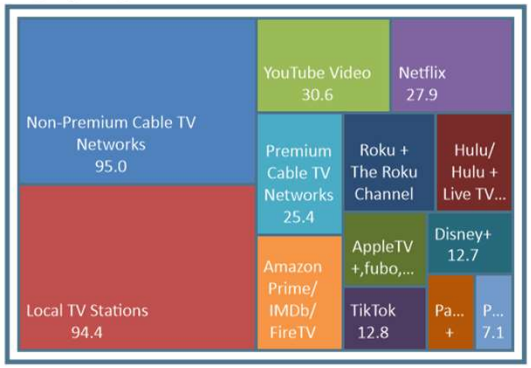
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Avg. Week All Video (Persons & % Reach): Adults 18 or older

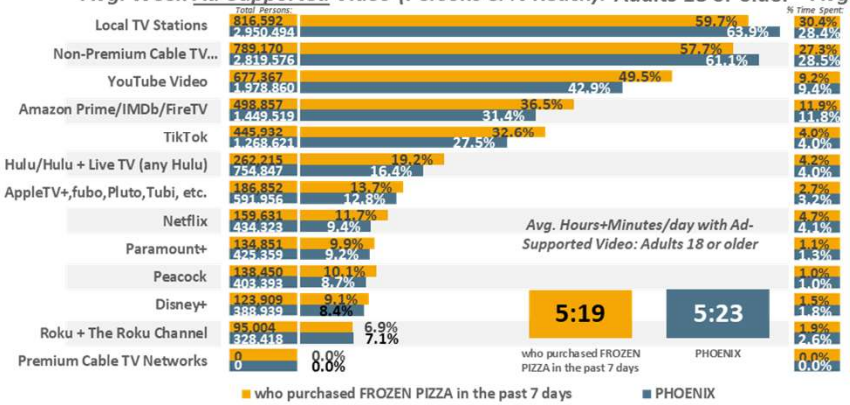


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

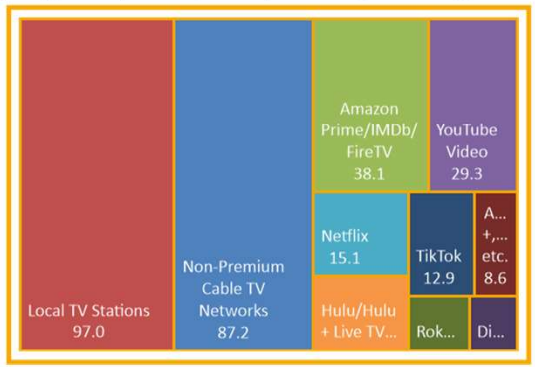


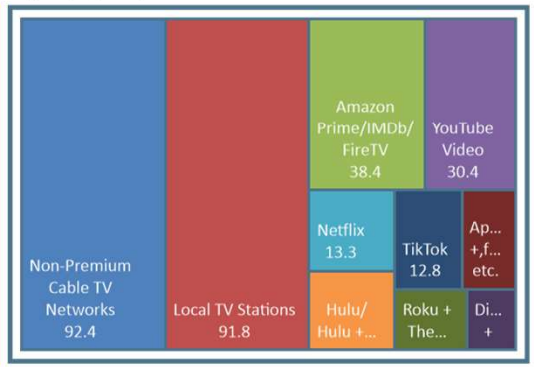


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 627

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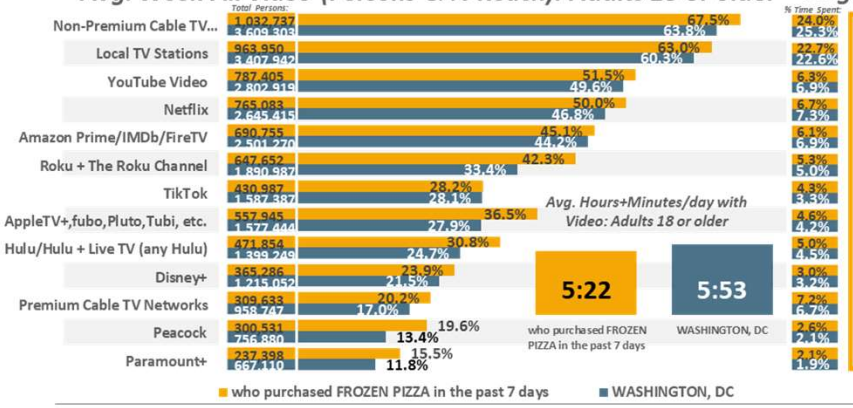
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Food products household used past 7 days (HHLD): Frozen pizza

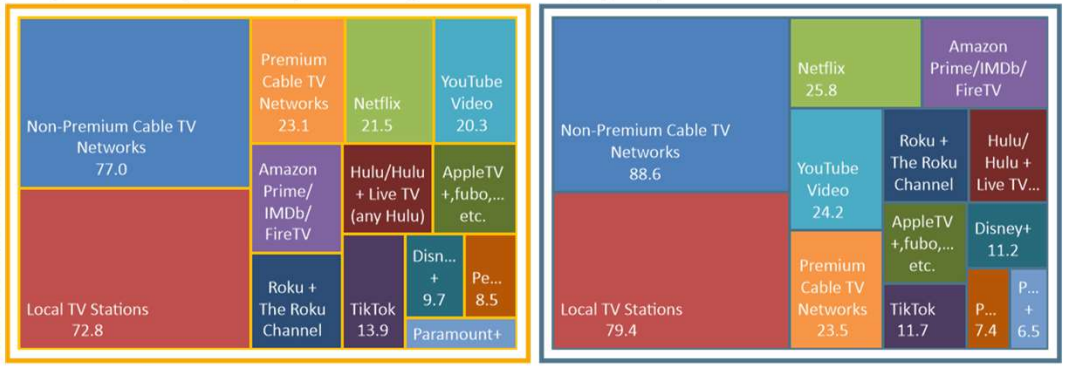


944,175 or 61.7% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days watch Ad-Supported Local TV Stations for an average of 69.2 minutes every day representing 26.4% of all time spent daily with Ad-Supported Video.

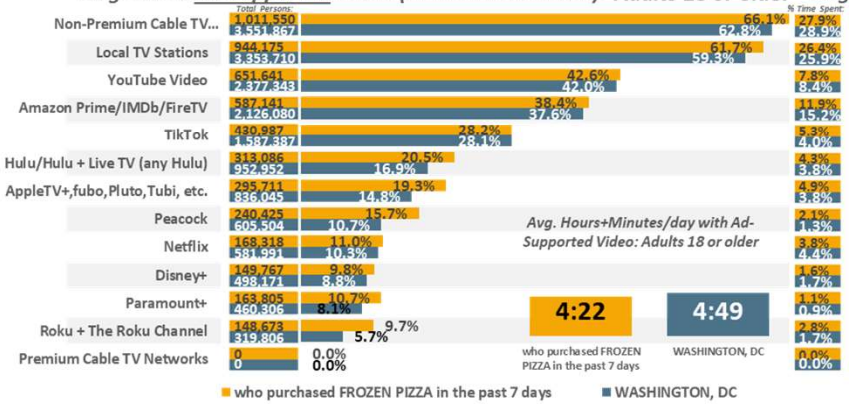
Avg. Week All Video (Persons & % Reach): Adults 18 or older



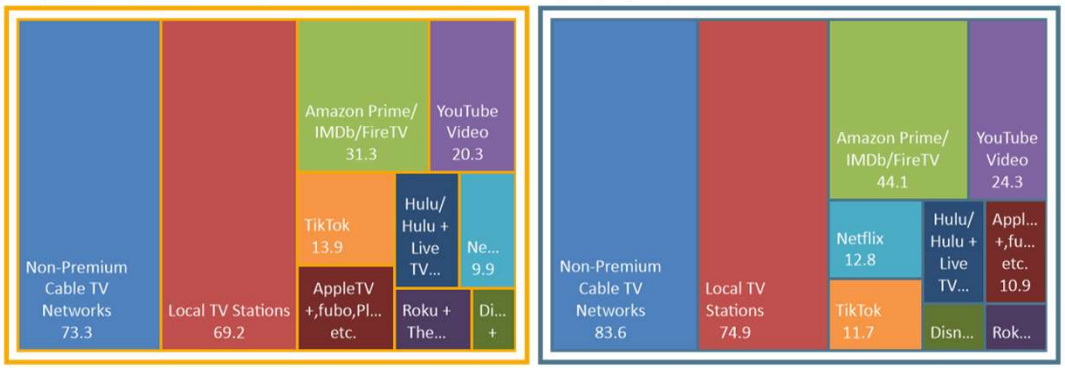
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,369

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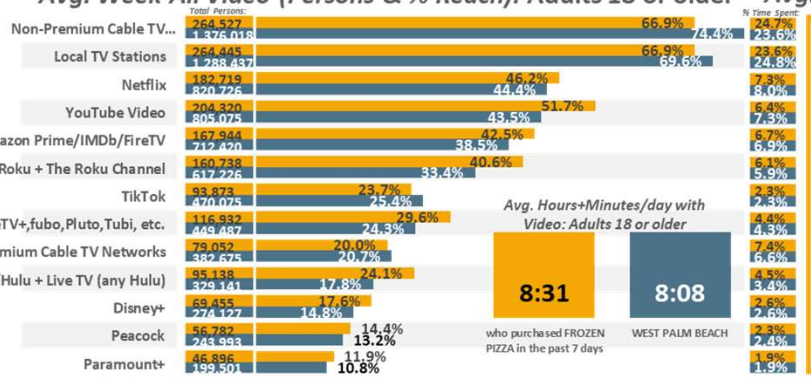
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Food products household used past 7 days (HHLD): Frozen pizza

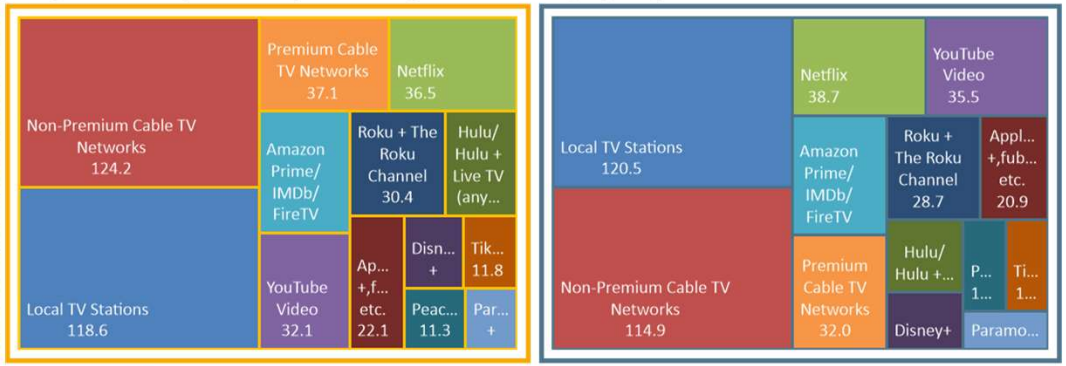


261,952 or 66.2% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days watch Ad-Supported Local TV Stations for an average of 114.8 minutes every day representing 27.8% of all time spent daily with Ad-Supported Video.

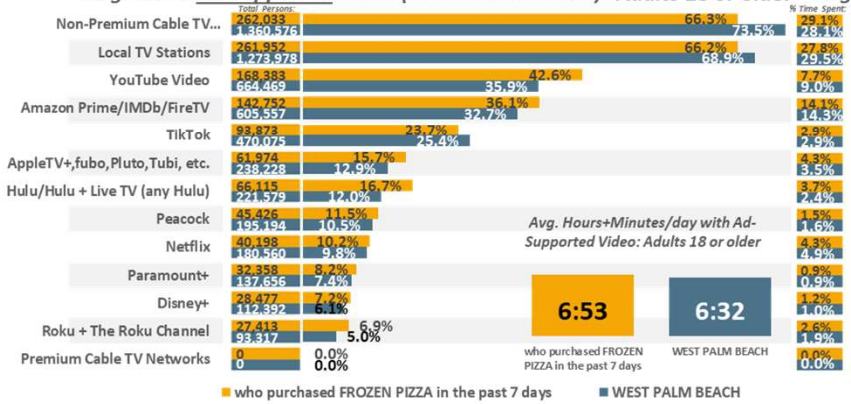
Avg. Week All Video (Persons & % Reach): Adults 18 or older



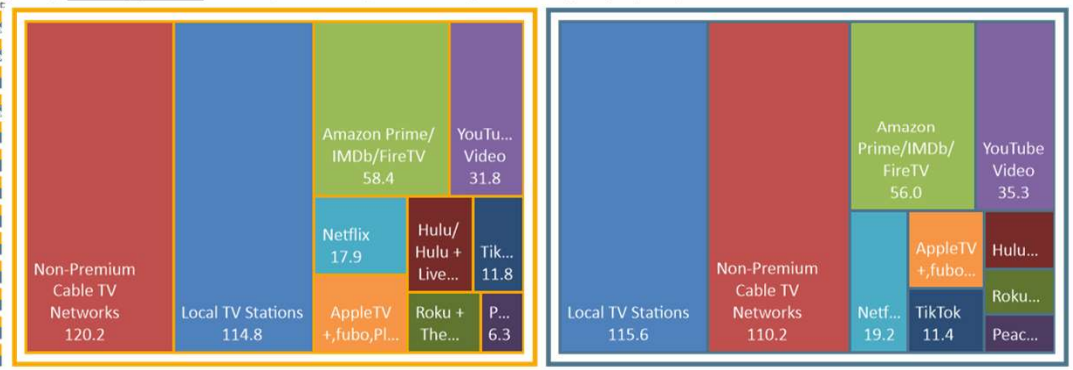
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R1 2024: Jan23-Feb24 Qual Intab 547

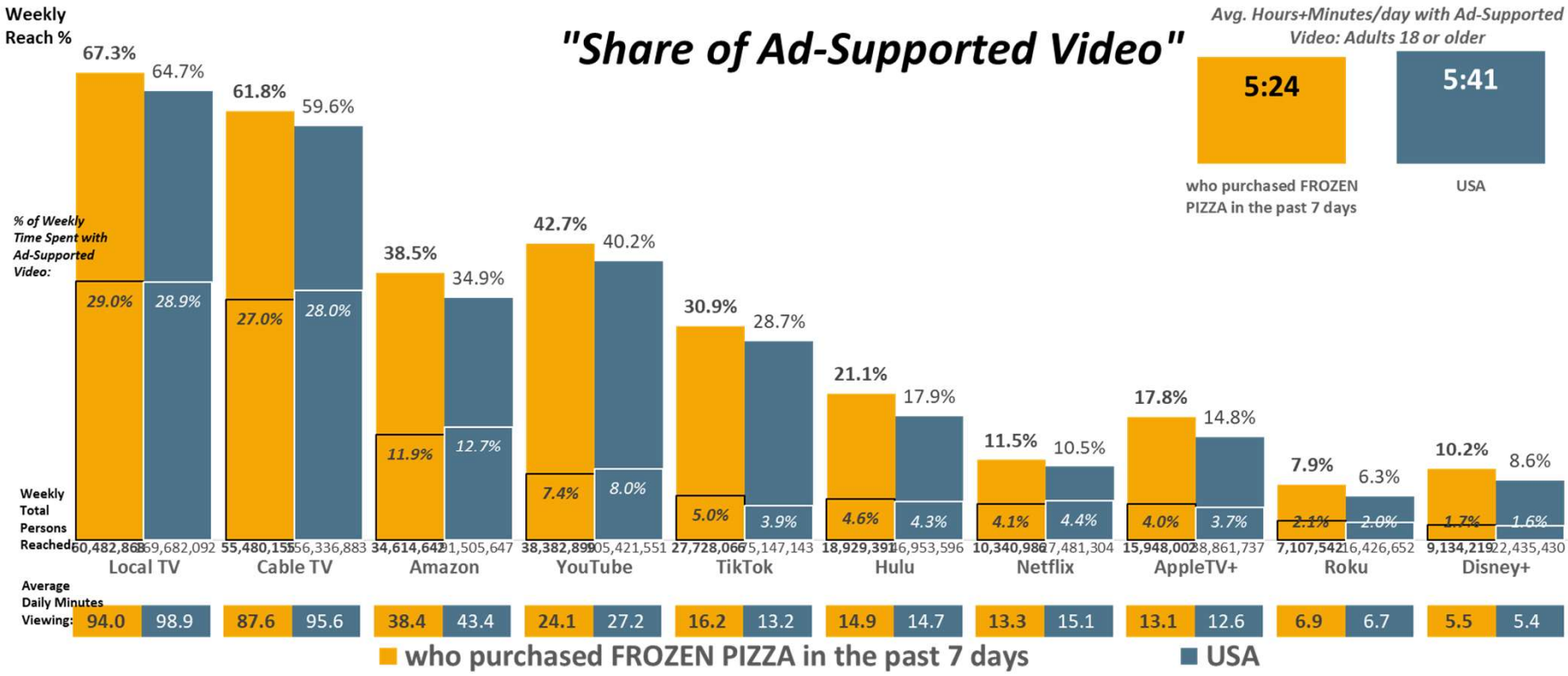
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Food products household used past 7 days (HHLD): Frozen pizza



60,482,868 or 67.3% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days watch Ad-Supported Local TV Stations for an average of 94. minutes every day representing 29.% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 7,071

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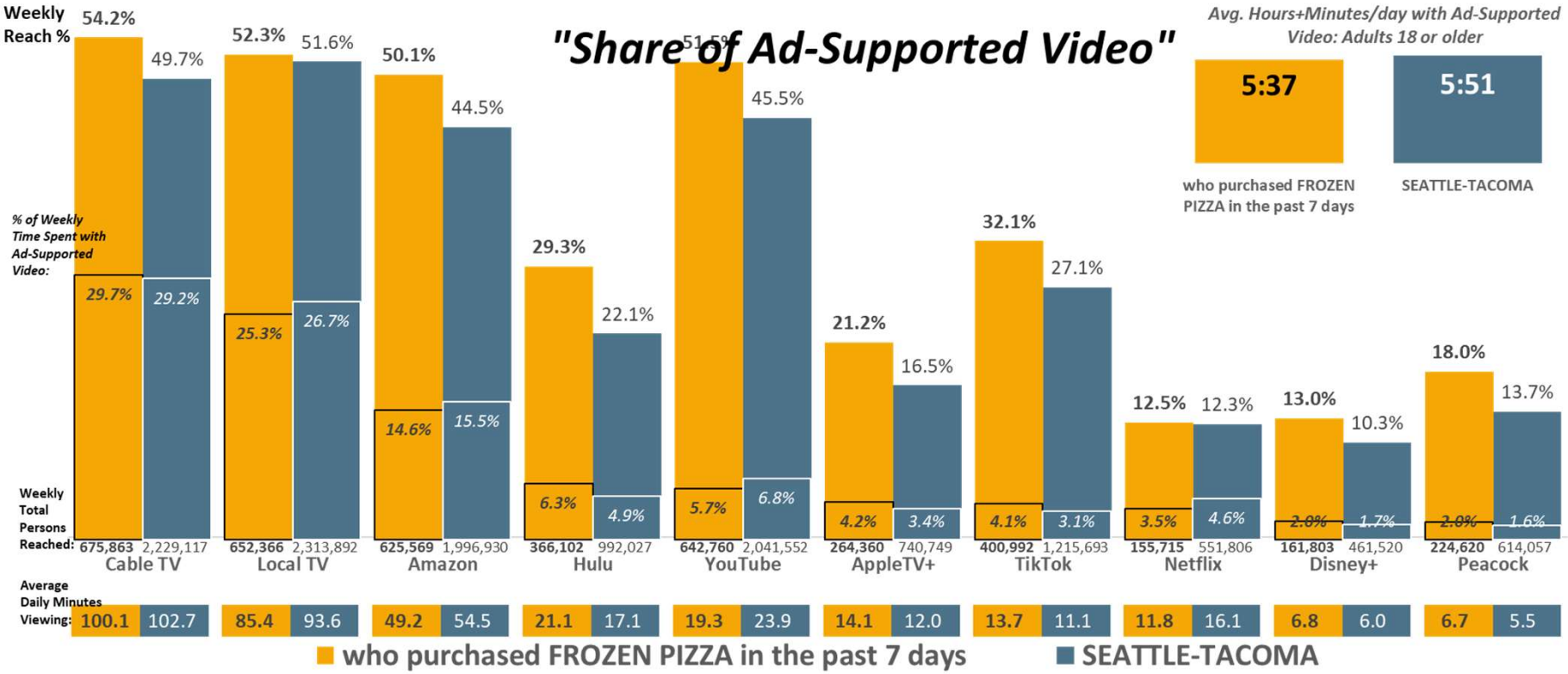
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

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Food products household used past 7 days (HHLD): Frozen pizza



652,366 or 52.3% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days watch Ad-Supported Local TV Stations for an average of 85.4 minutes every day representing 25.3% of all time spent daily with Ad-Supported Video.



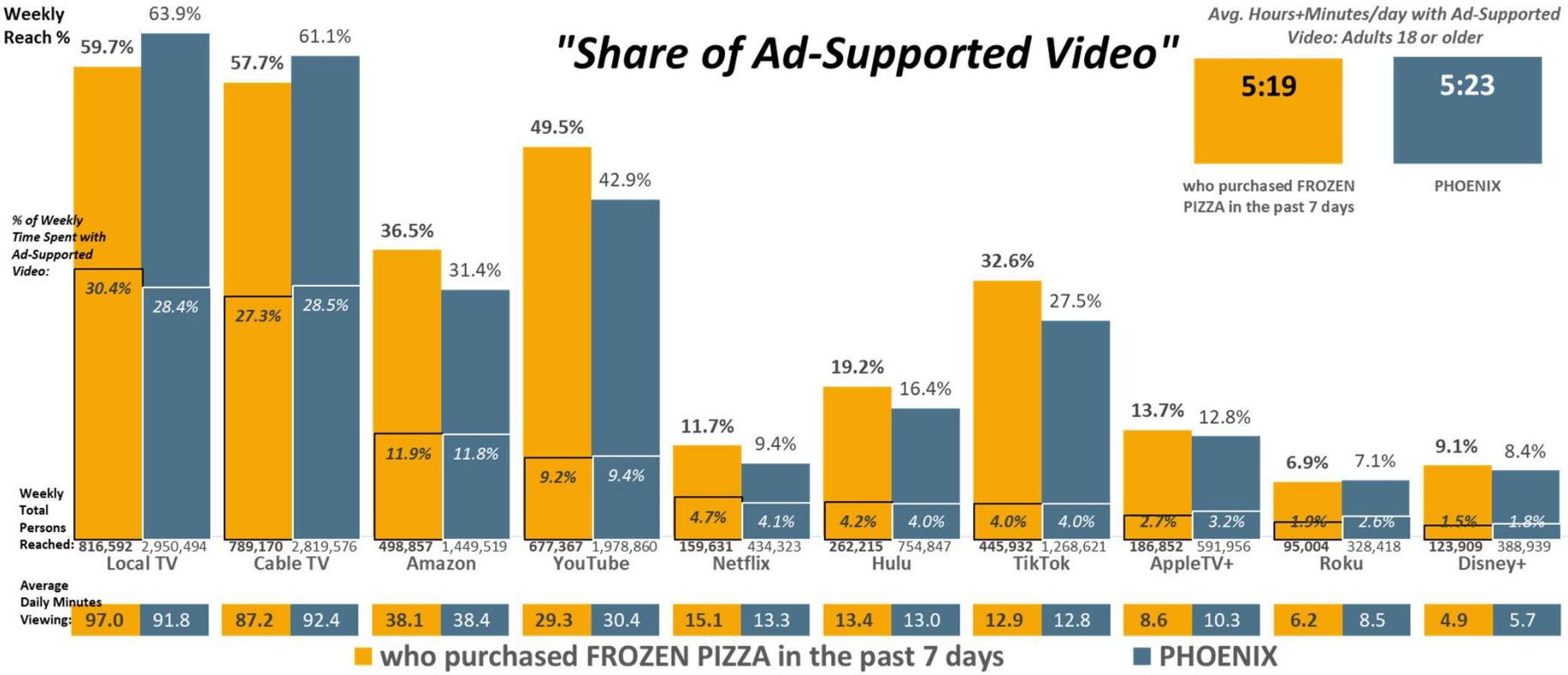
SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,000 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

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Food products household used past 7 days (HHLD): Frozen pizza

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PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 627 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,265

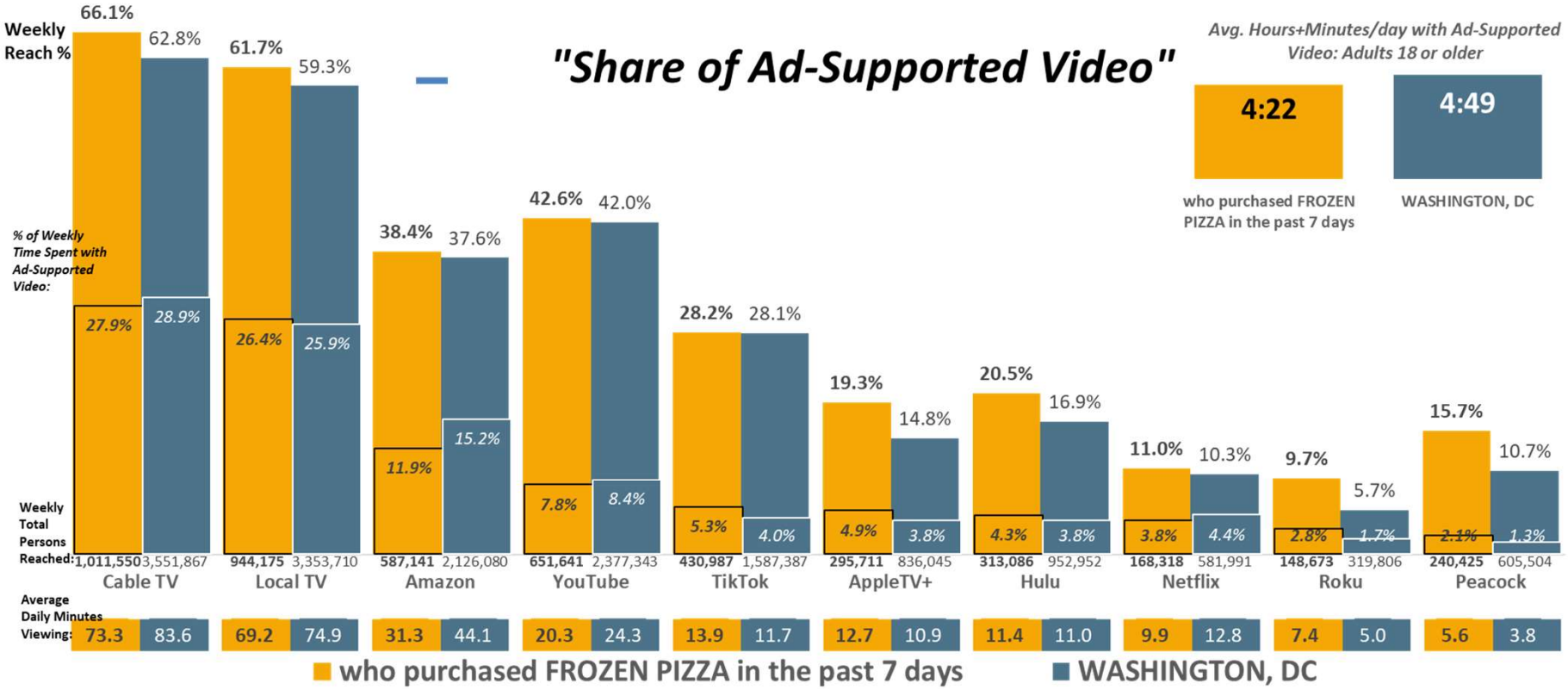
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Food products household used past 7 days (HHLD): Frozen pizza



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WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,369 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

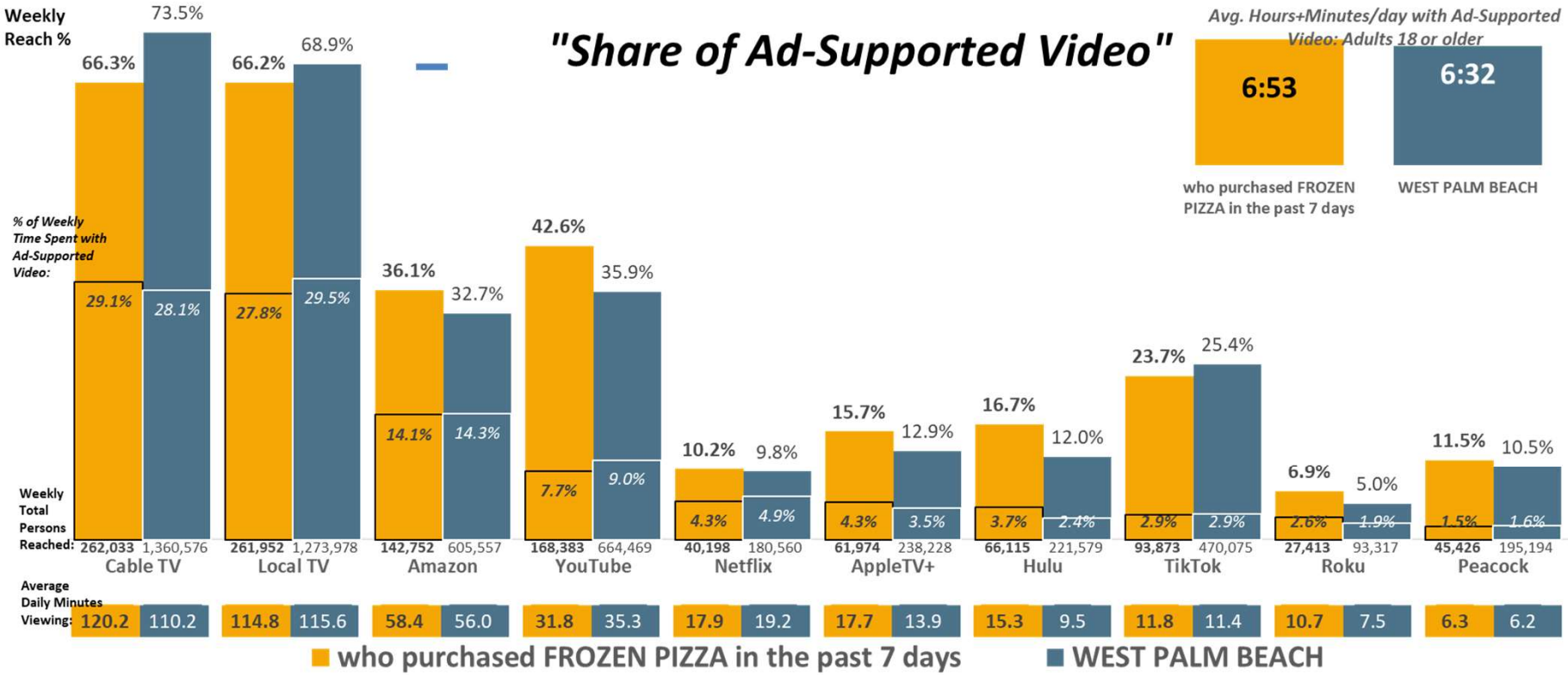
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Food products household used past 7 days (HHLD): Frozen pizza



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WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 547 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,465

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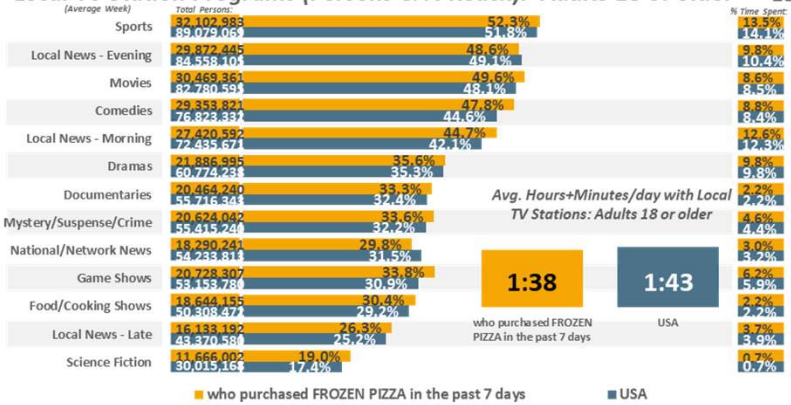
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Food products household used past 7 days (HHLD): Frozen pizza

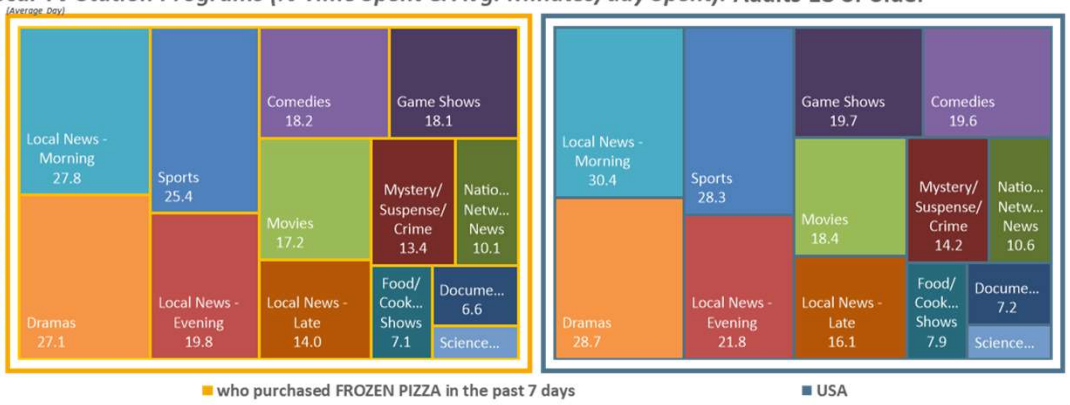


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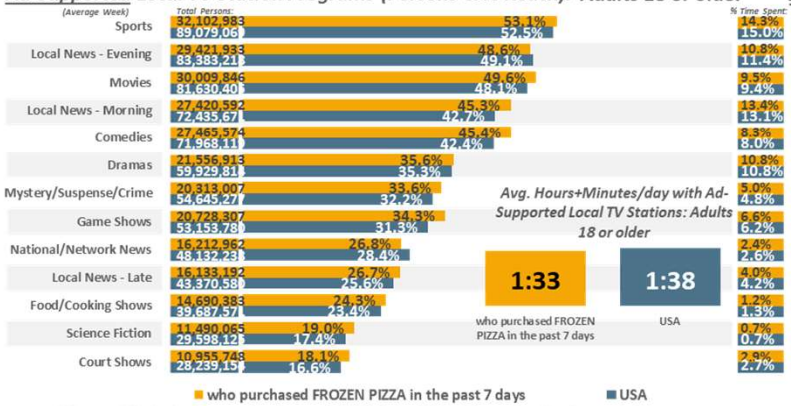
Local TV Station Programs (Persons & % Reach): Adults 18 or older



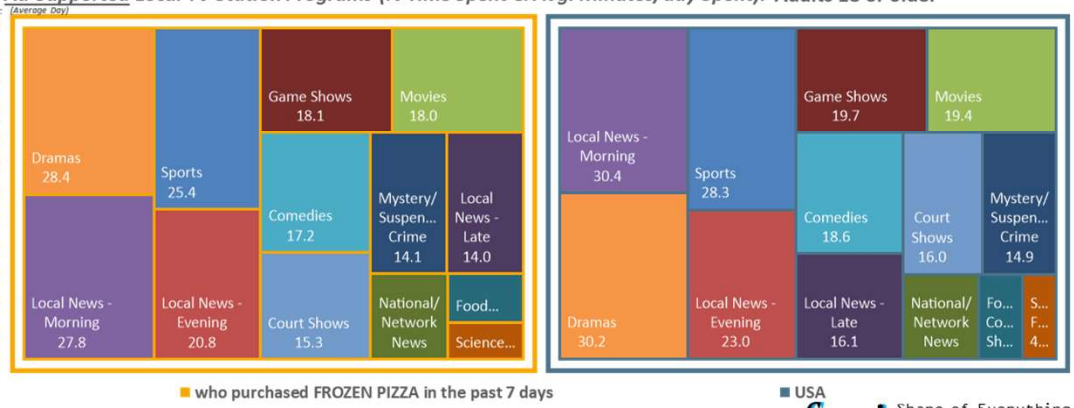
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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-Apr24 Qual Intab 7,071

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

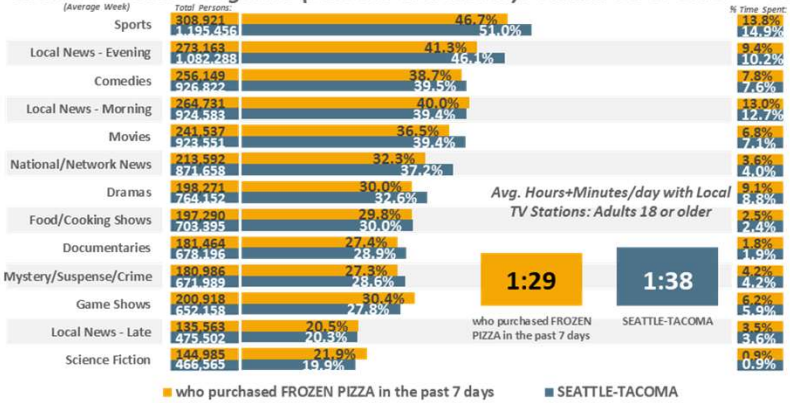
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Food products household used past 7 days (HHLD): Frozen pizza

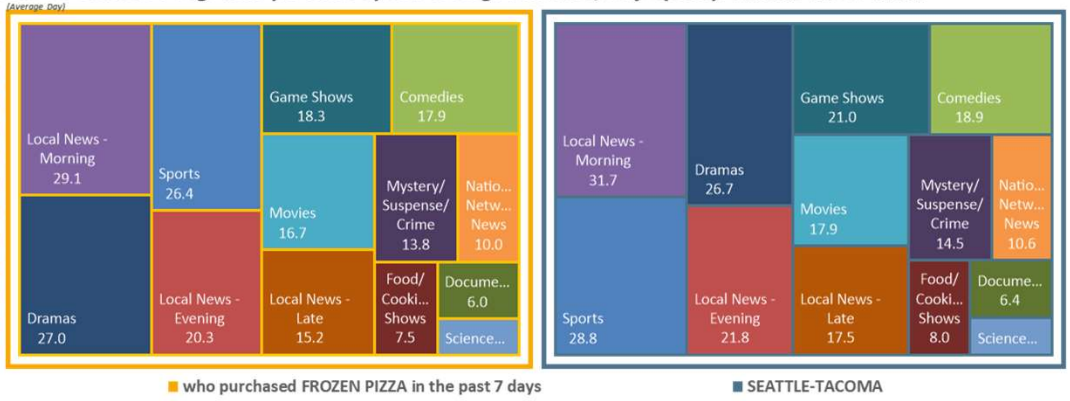


652,366 or 52.3% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Movies, and Game Shows.

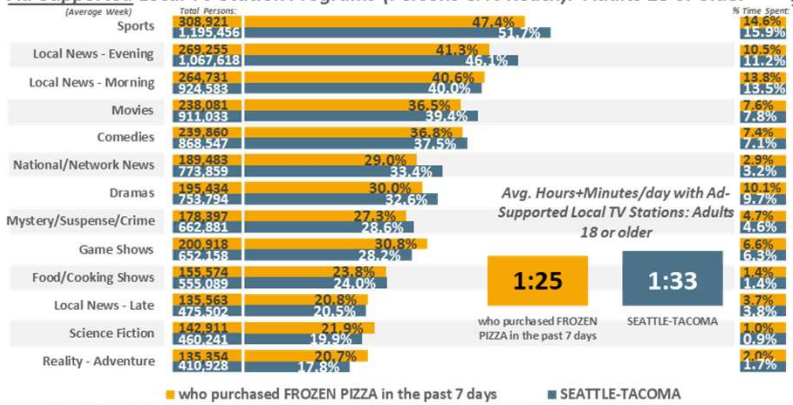
Local TV Station Programs (Persons & % Reach): Adults 18 or older



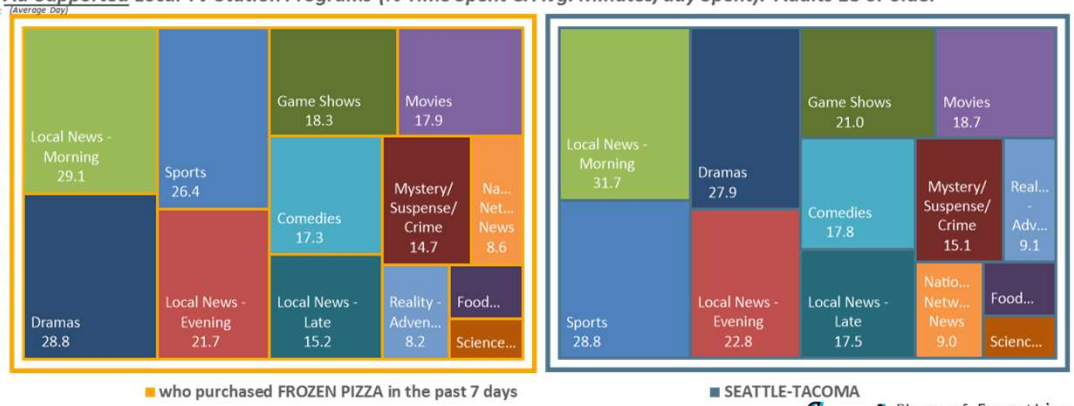
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,000

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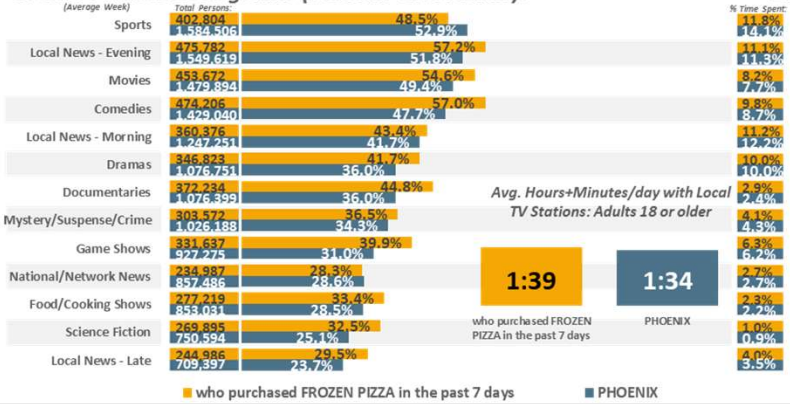
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Food products household used past 7 days (HHLD): Frozen pizza

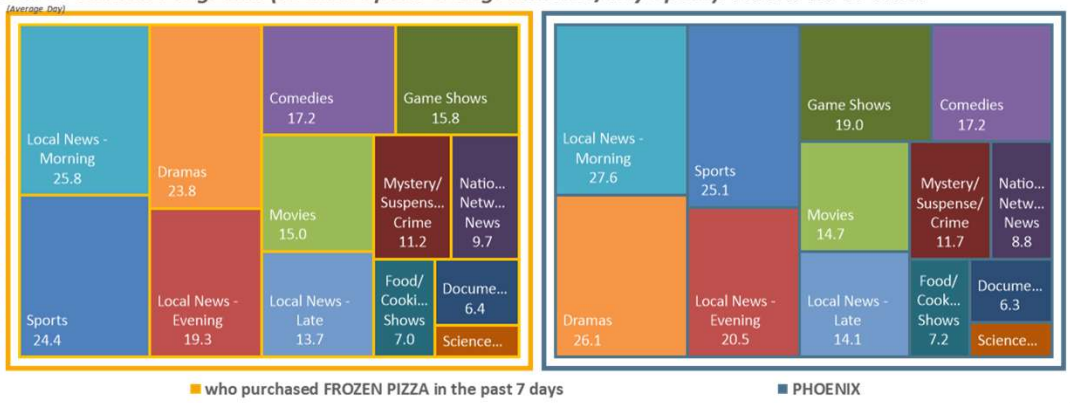


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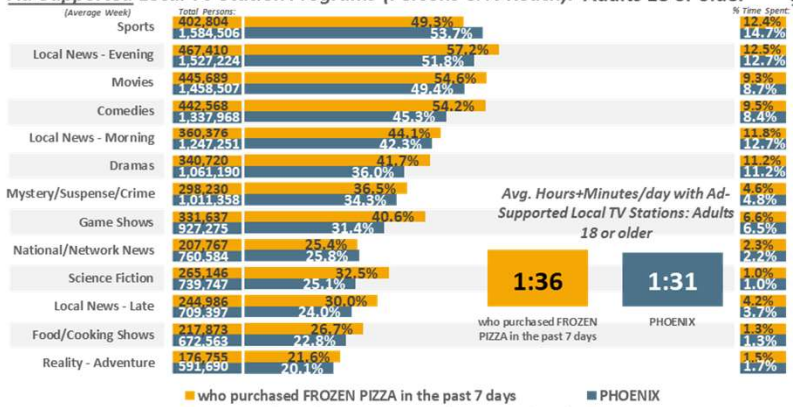
Local TV Station Programs (Persons & % Reach): Adults 18 or older



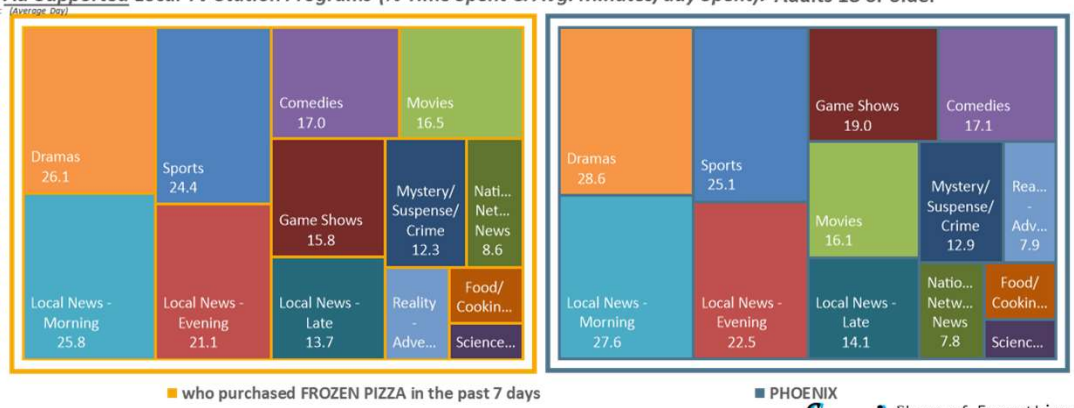
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 627

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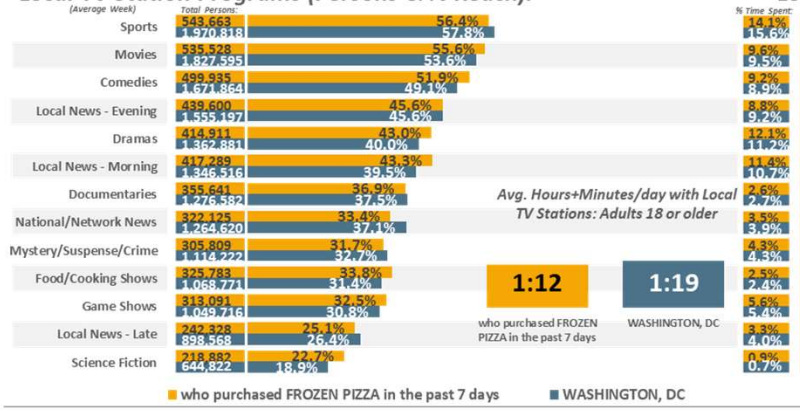
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Food products household used past 7 days (HHLD): Frozen pizza

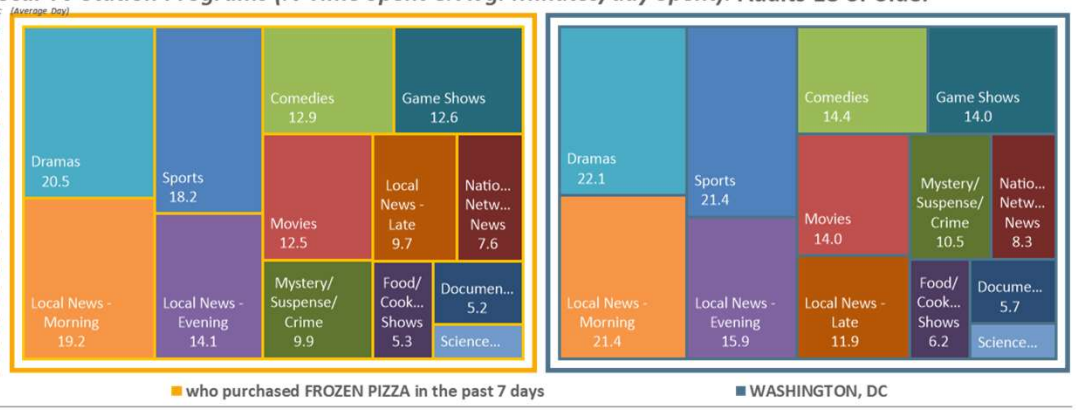


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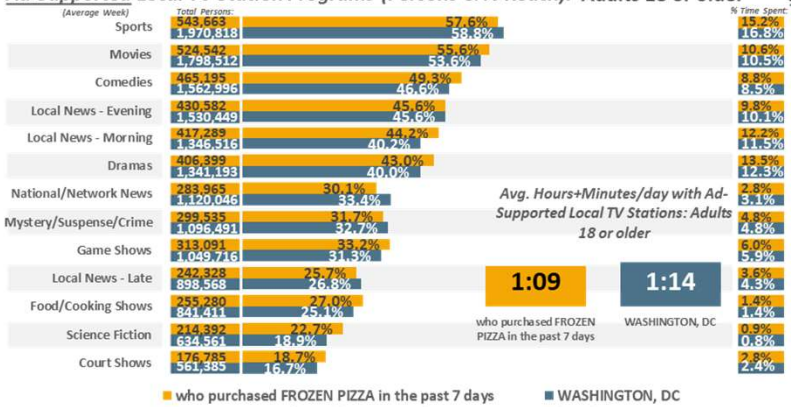
Local TV Station Programs (Persons & % Reach): Adults 18 or older



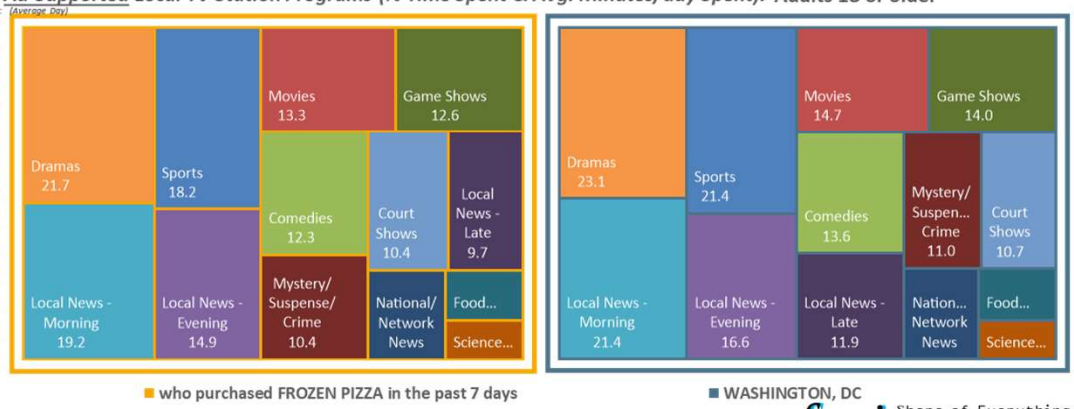
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,369

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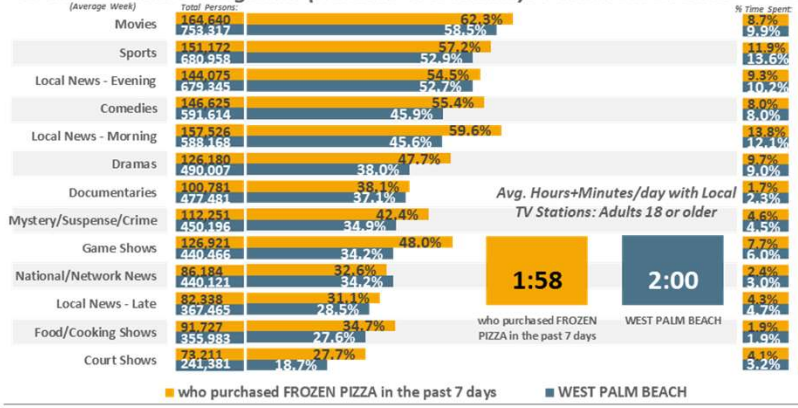
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Food products household used past 7 days (HHLD): Frozen pizza

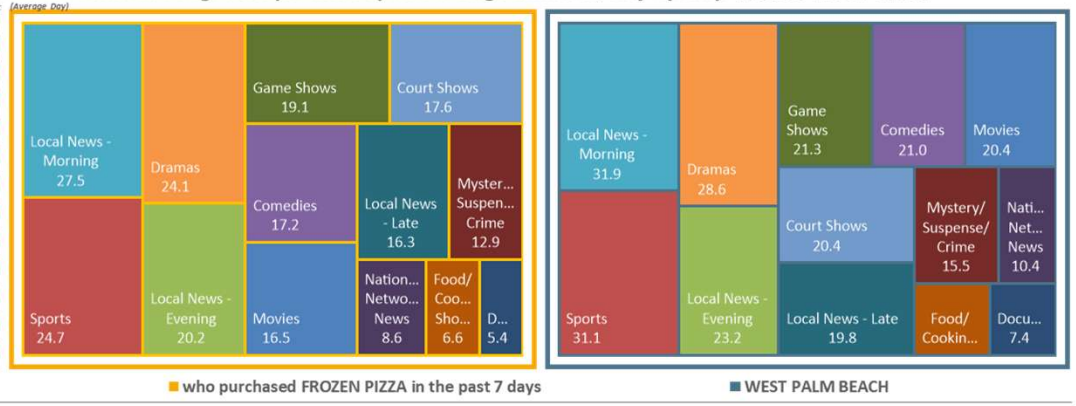


261,952 or 66.2% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Local News - Morning, Sports, Local News - Evening, Comedies, and Game Shows.

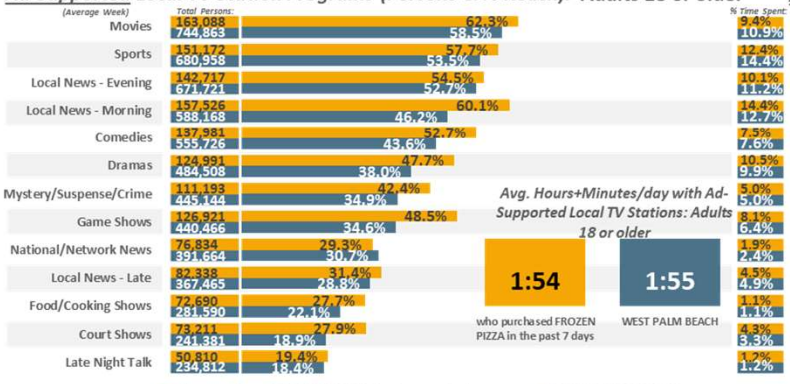
Local TV Station Programs (Persons & % Reach): Adults 18 or older



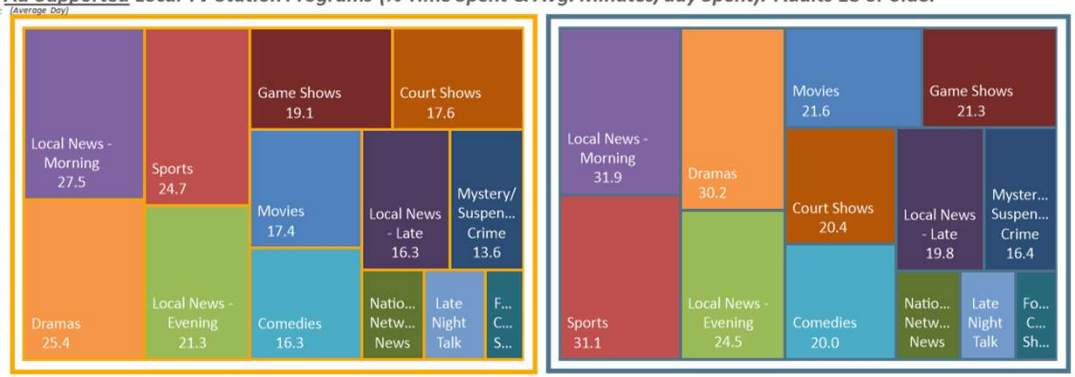
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 547

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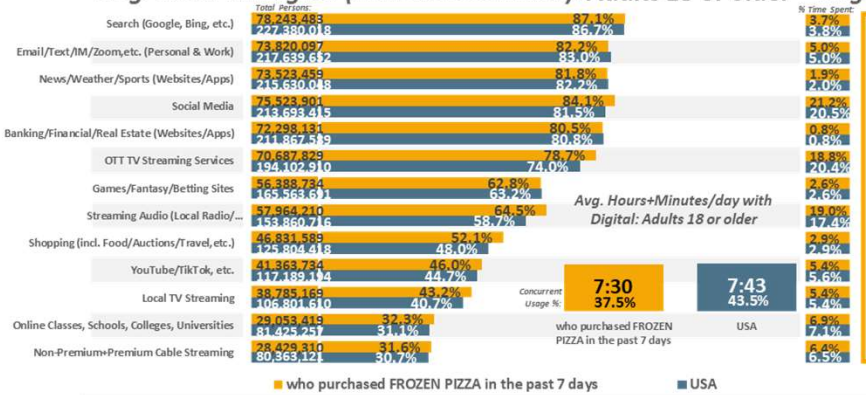
soefa.ai Share of Everything for Anything ©

Food products household used past 7 days (HHLD): Frozen pizza

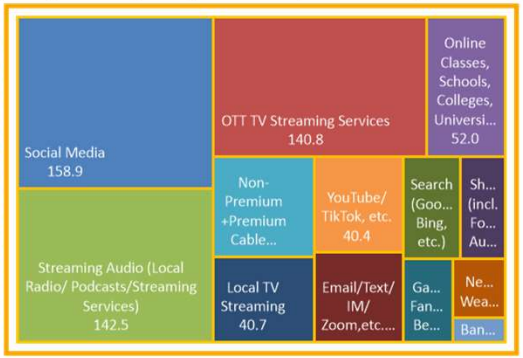


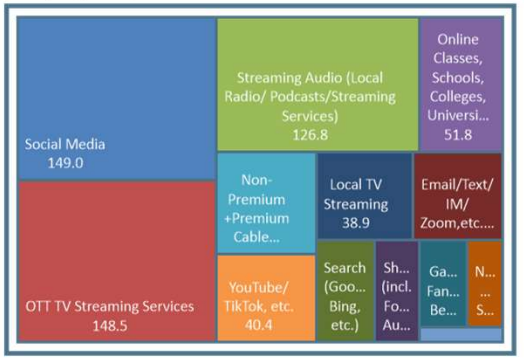
68,149,194 or 75.9% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days use Ad-Supported Social Media for an average of 143.4 minutes every day representing 25.4% of all time spent daily with Ad-Supported Digital Media.

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

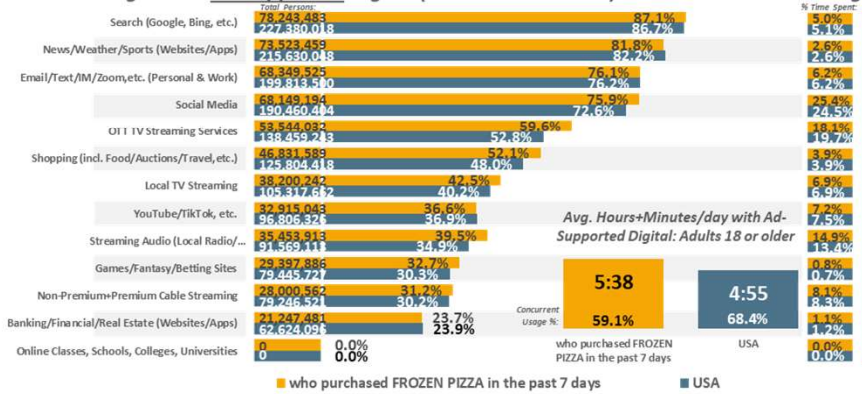


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

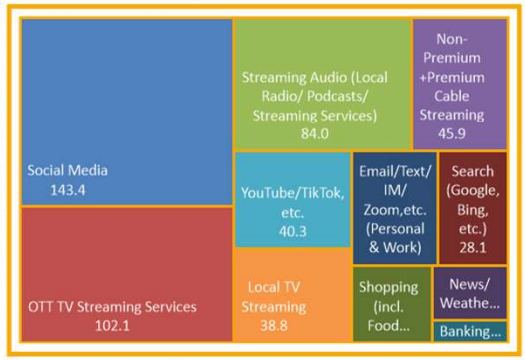


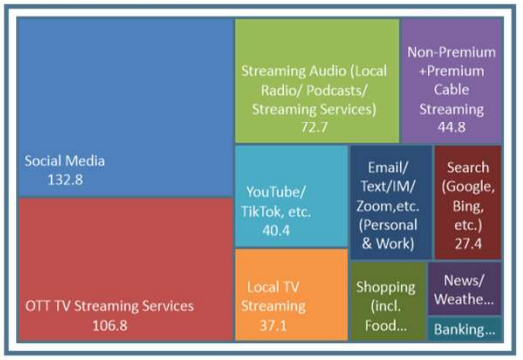


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 7,071

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

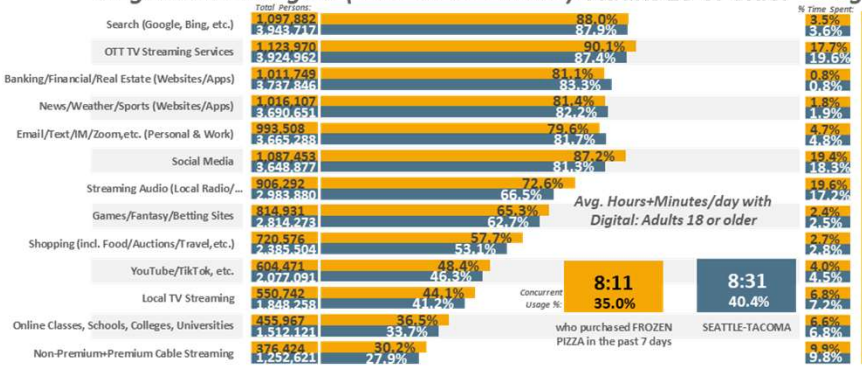
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Food products household used past 7 days (HHLD): Frozen pizza

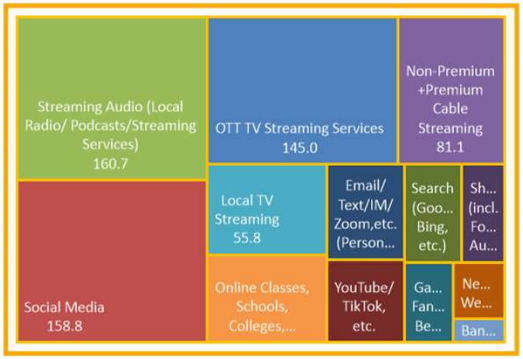


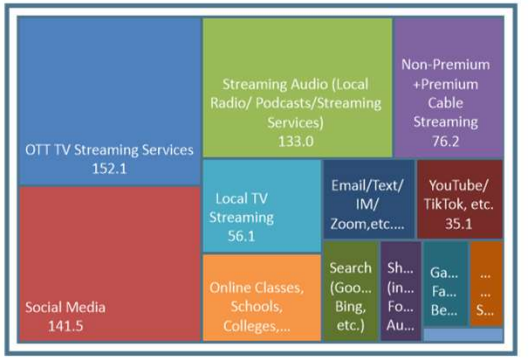
988,608 or 79.2% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days use Ad-Supported Social Media for an average of 144.4 minutes every day representing 23.% of all time spent daily with Ad-Supported Digital Media.

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

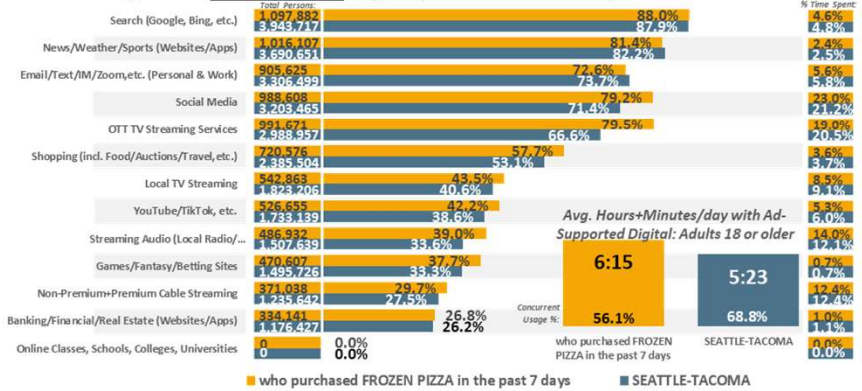


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

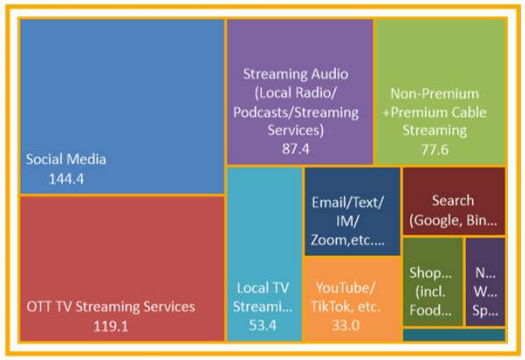


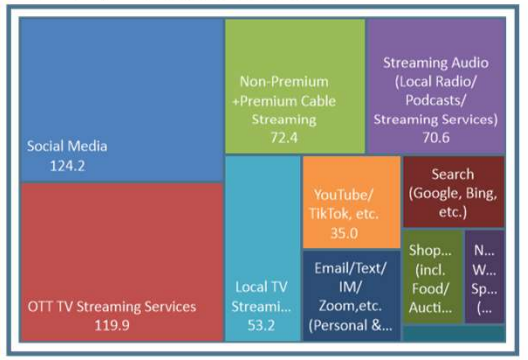


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,000

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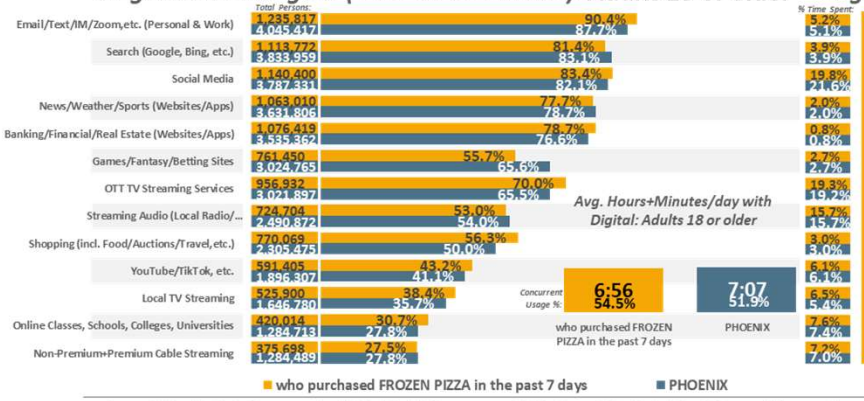
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Food products household used past 7 days (HHLD): Frozen pizza

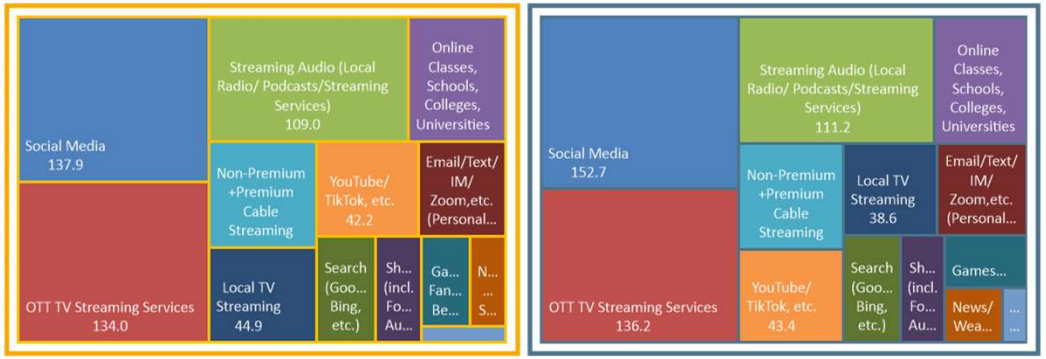


1,054,066 or 77.1% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days use Ad-Supported Social Media for an average of 127.4 minutes every day representing 24.4% of all time spent daily with Ad-Supported Digital Media.

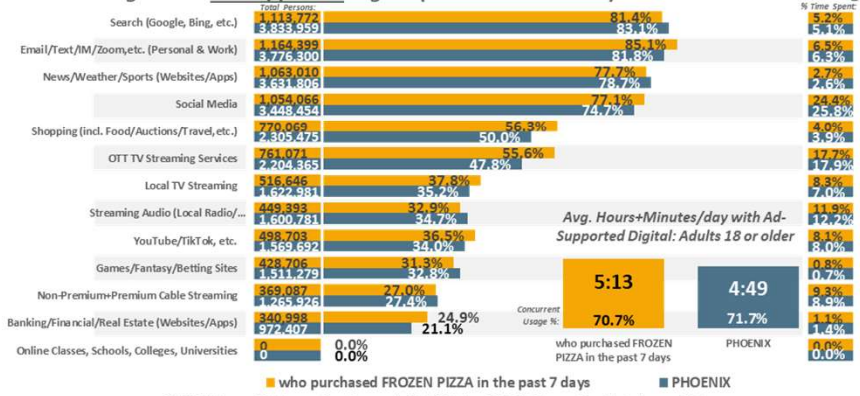
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



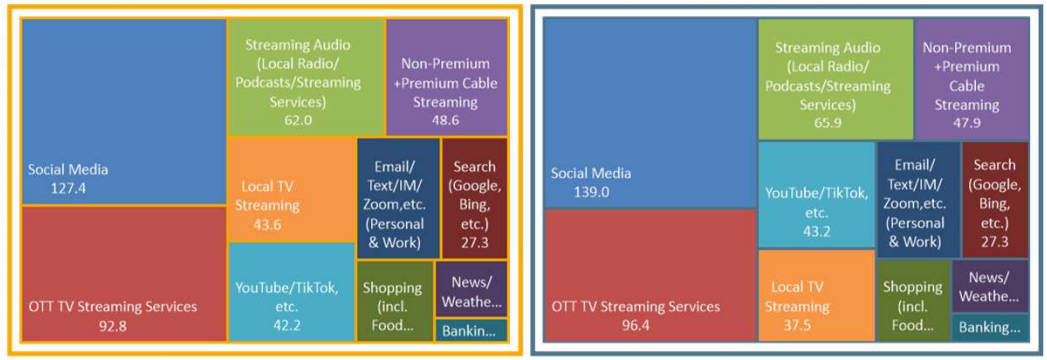
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 627

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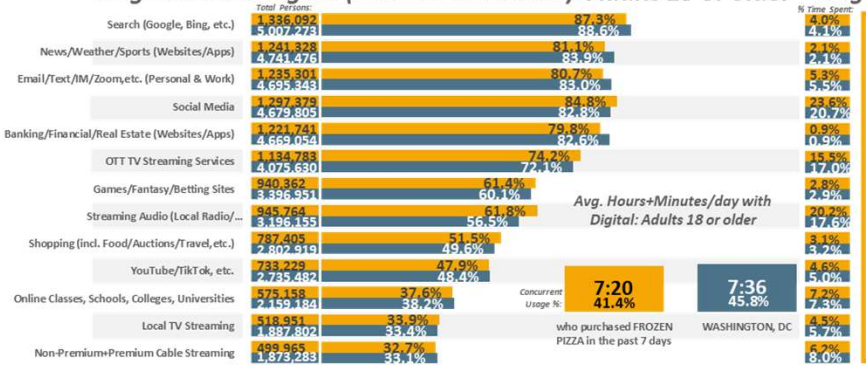
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Food products household used past 7 days (HHLD): Frozen pizza

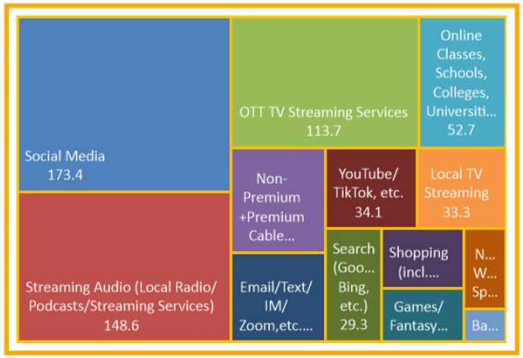


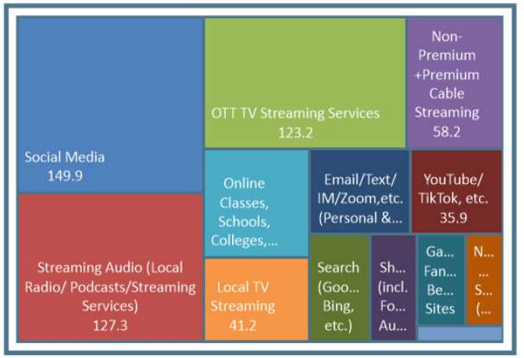
1,147,996 or 75.% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days use Ad-Supported Social Media for an average of 153.5 minutes every day representing 28.% of all time spent daily with Ad-Supported Digital Media.

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



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



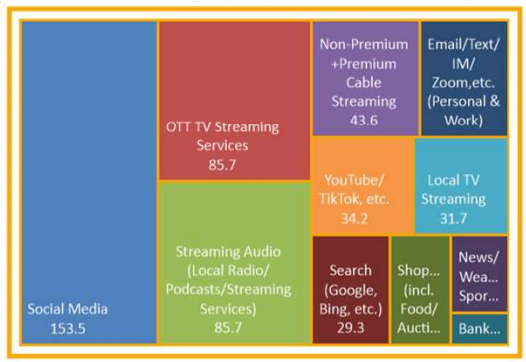


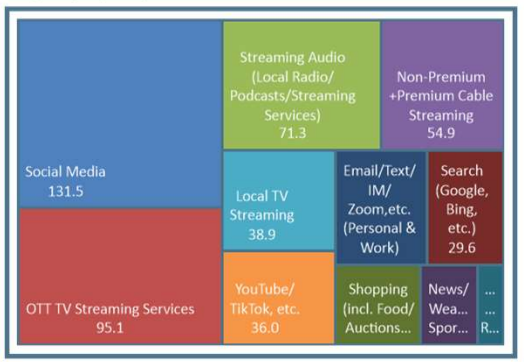
■ who purchased FROZEN PIZZA in the past 7 days ■ WASHINGTON, DC

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



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





■ who purchased FROZEN PIZZA in the past 7 days ■ WASHINGTON, DC

WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,369

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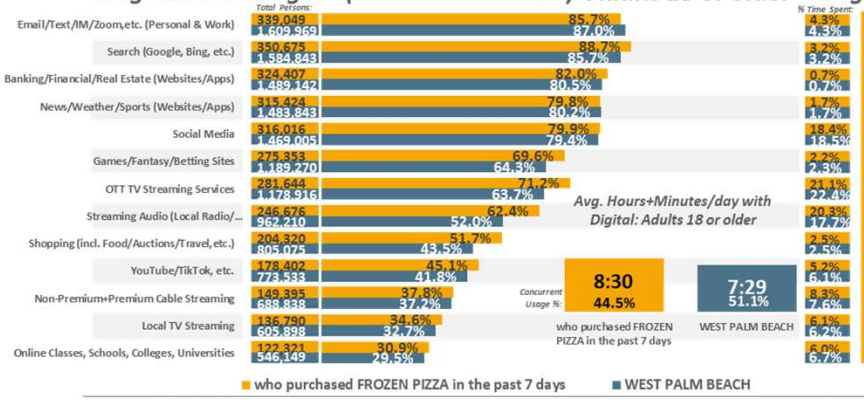
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Food products household used past 7 days (HHLD): Frozen pizza

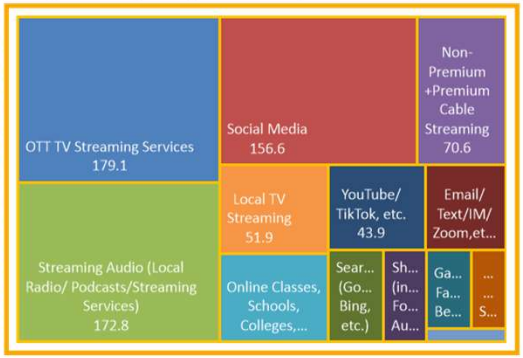


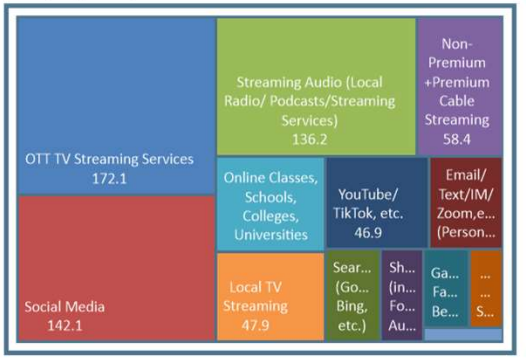
289,359 or 73.2% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days use Ad-Supported Social Media for an average of 143.4 minutes every day representing 21.8% of all time spent daily with Ad-Supported Digital Media.

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



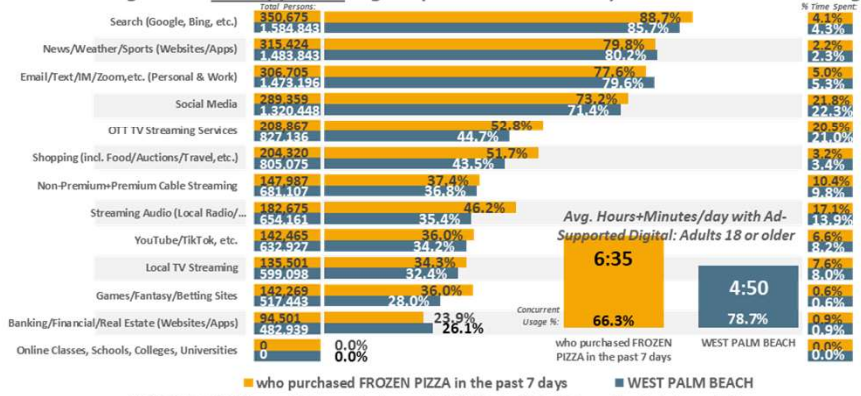
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



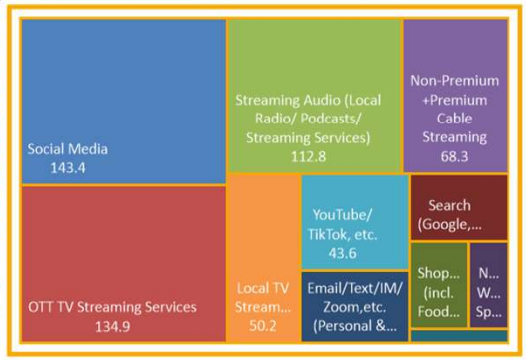


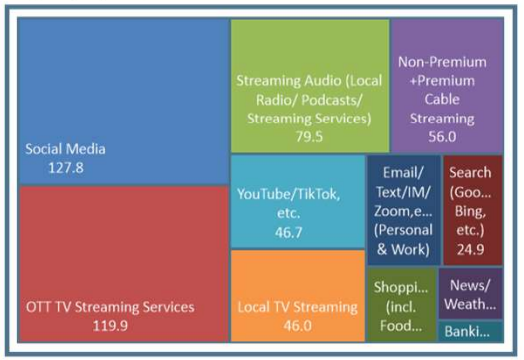
■ who purchased FROZEN PIZZA in the past 7 days ■ WEST PALM BEACH

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



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





■ who purchased FROZEN PIZZA in the past 7 days ■ WEST PALM BEACH

WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 547

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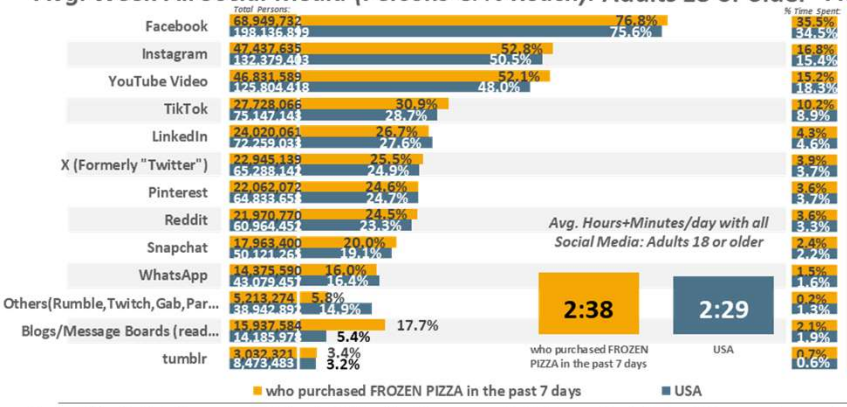
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Food products household used past 7 days (HHLD): Frozen pizza

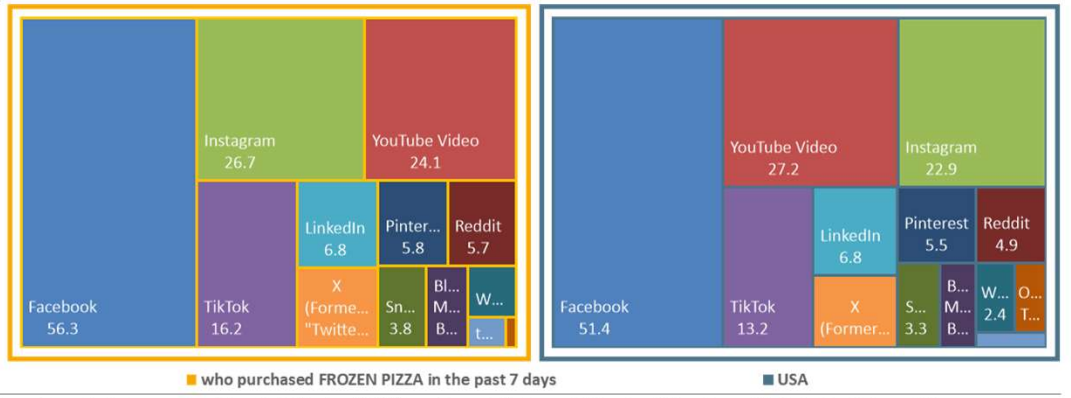


68,149,194 or 75.9% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days use Ad-Supported Facebook for an average of 51. minutes every day representing 35.6% of all time spent daily with Ad-Supported Social Media.

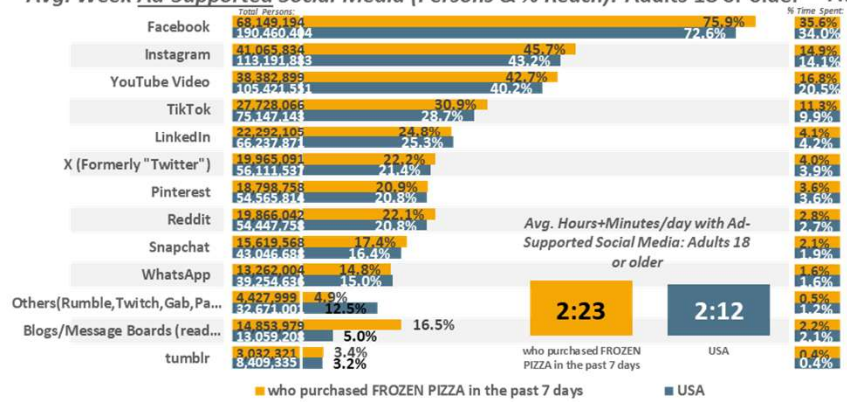
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



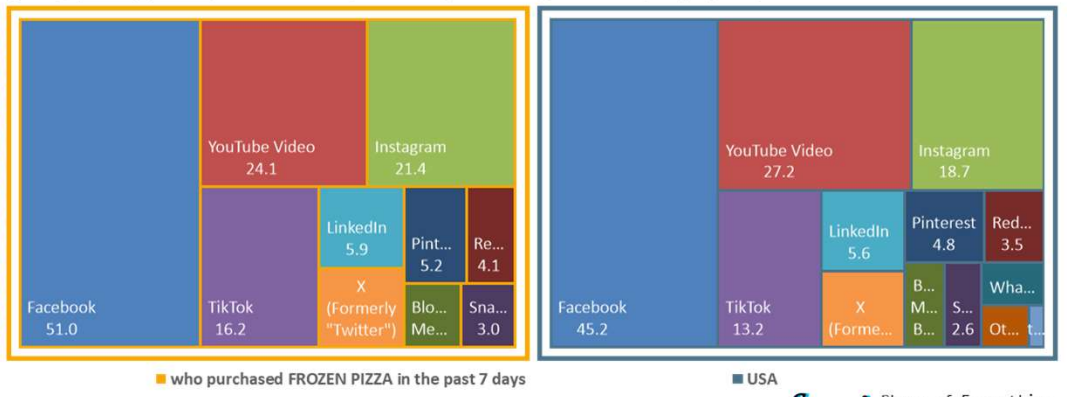
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 7,071

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

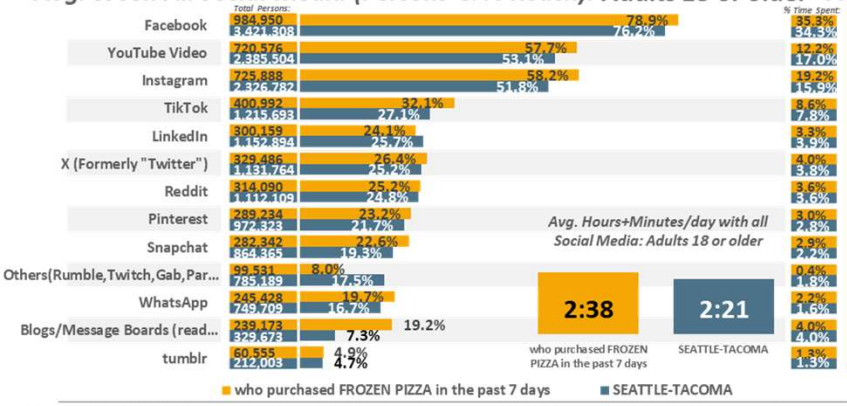
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Food products household used past 7 days (HHLD): Frozen pizza

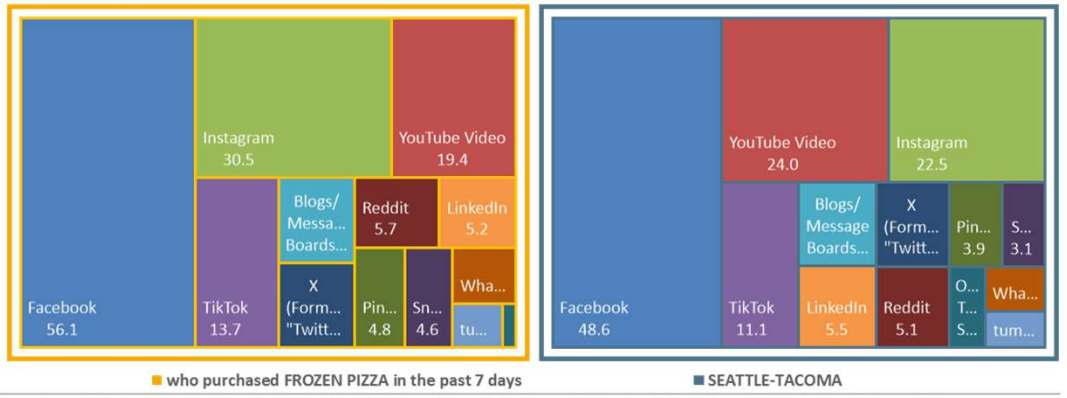


984,950 or 78.9% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days use Ad-Supported Facebook for an average of 53. minutes every day representing 36.7% of all time spent daily with Ad-Supported Social Media.

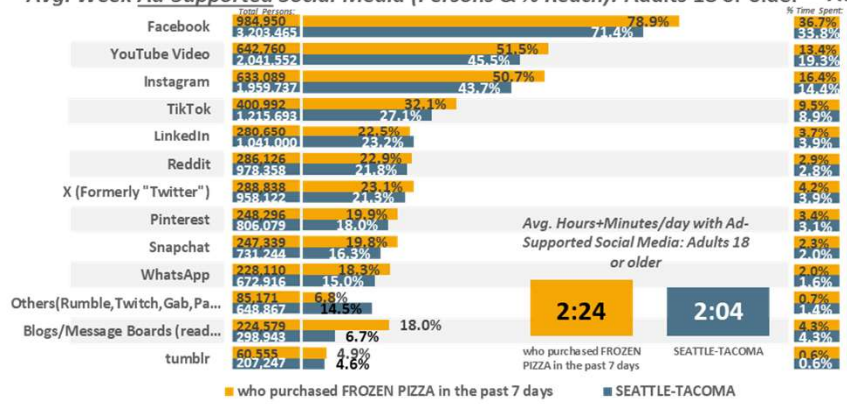
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



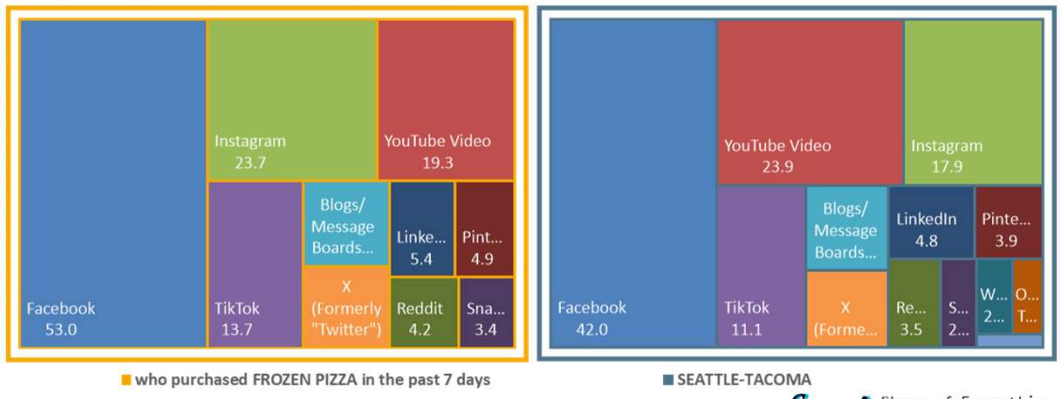
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,000

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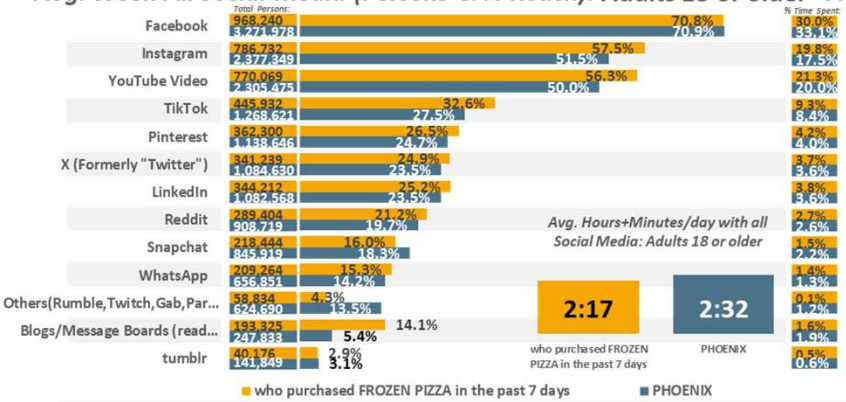
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Food products household used past 7 days (HHLD): Frozen pizza

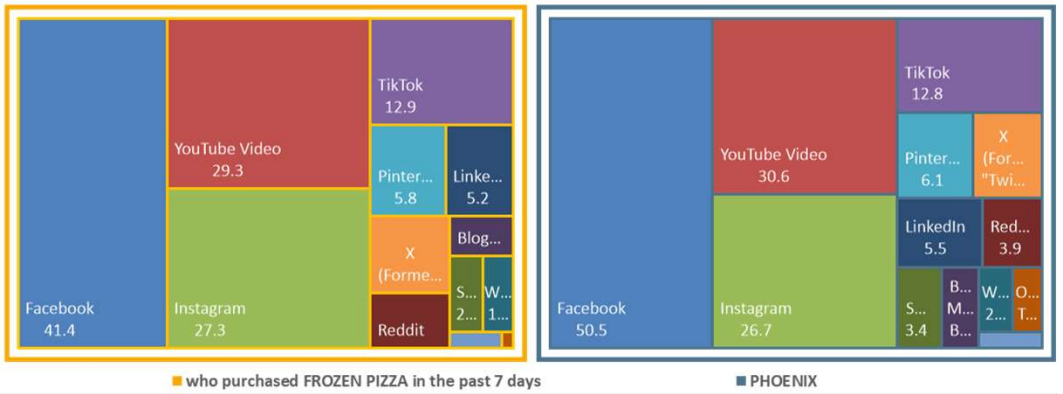


968,240 or 70.8% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days use Ad-Supported Facebook for an average of 40.4 minutes every day representing 31.7% of all time spent daily with Ad-Supported Social Media.

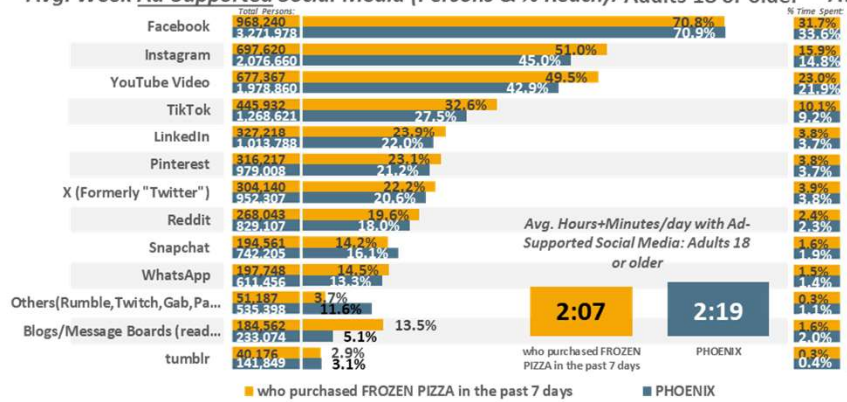
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



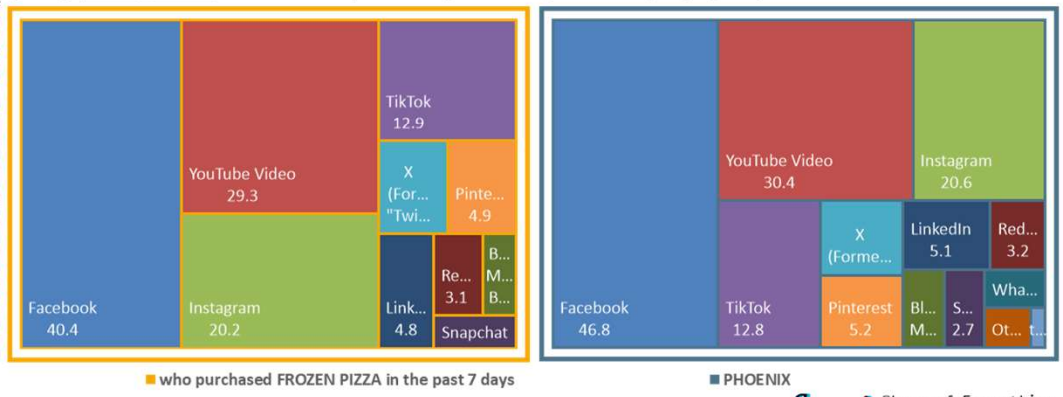
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 627

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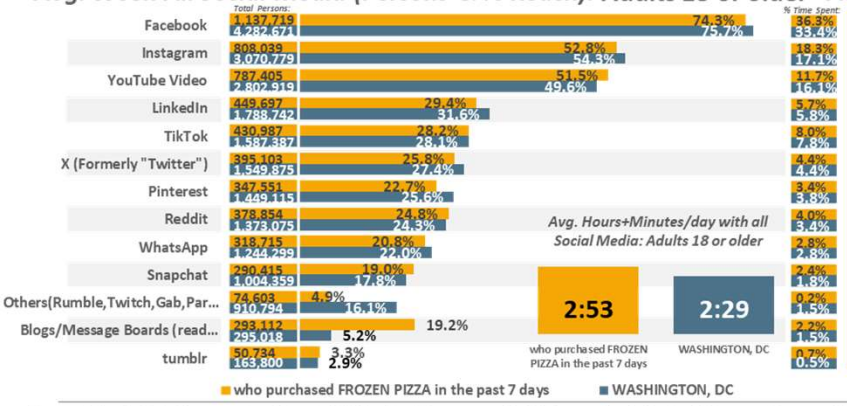
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Food products household used past 7 days (HHLD): Frozen pizza

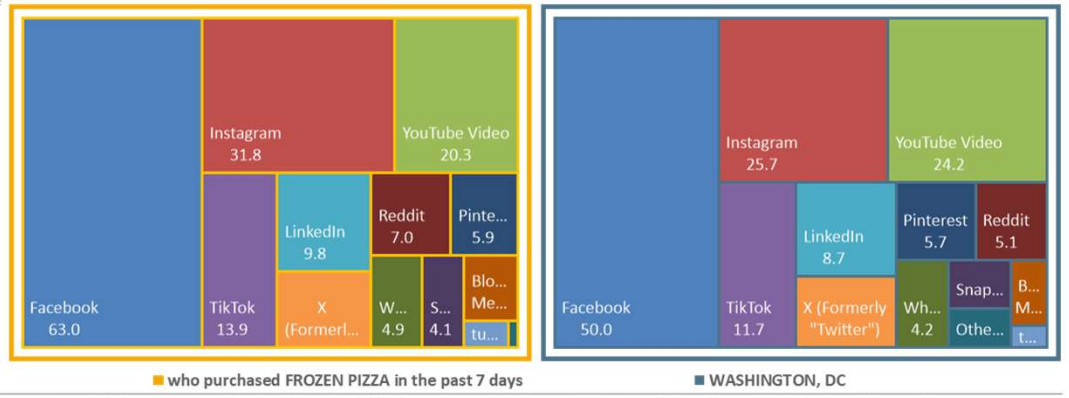


1,137,719 or 74.3% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days use Ad-Supported Facebook for an average of 58.7 minutes every day representing 38.2% of all time spent daily with Ad-Supported Social Media.

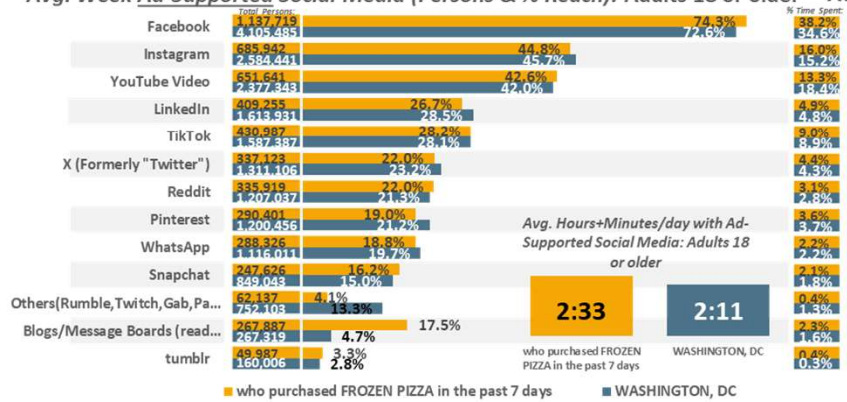
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



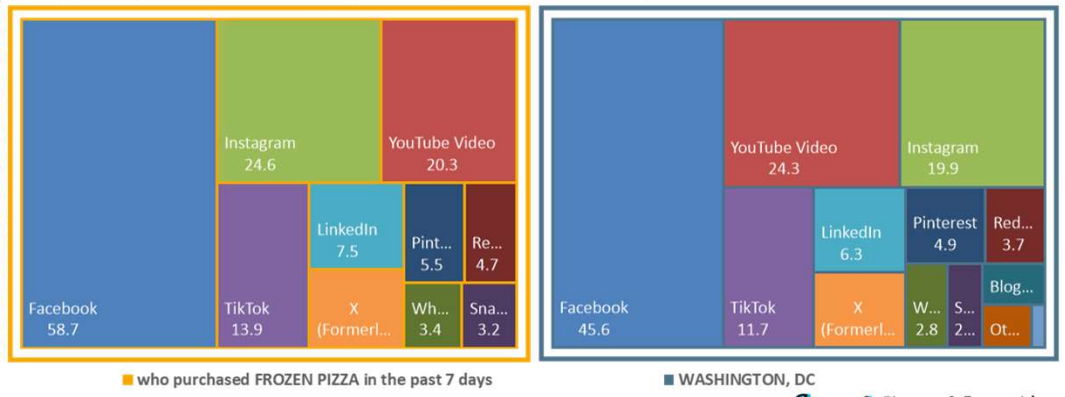
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,369

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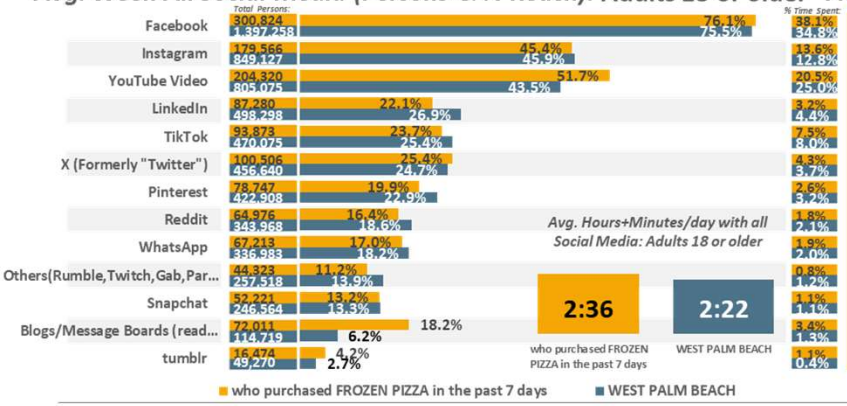
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Food products household used past 7 days (HHLD): Frozen pizza

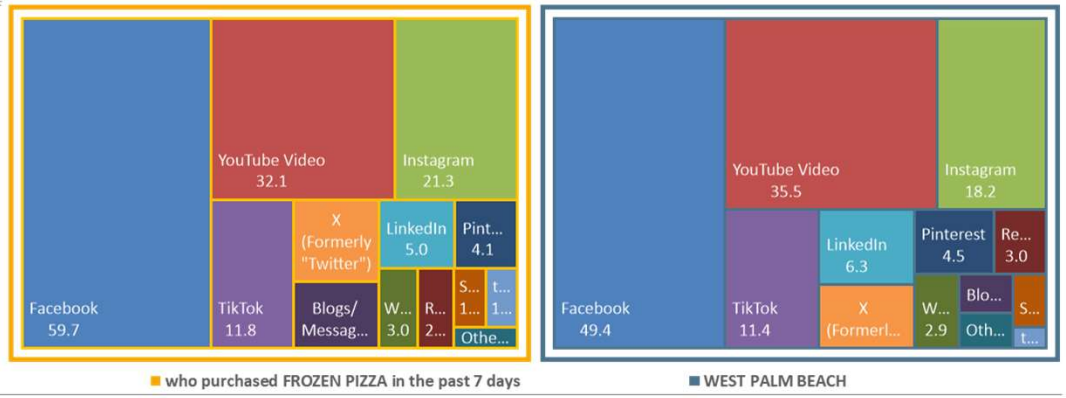


289,359 or 73.2% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days use Ad-Supported Facebook for an average of 50.5 minutes every day representing 35.2% of all time spent daily with Ad-Supported Social Media.

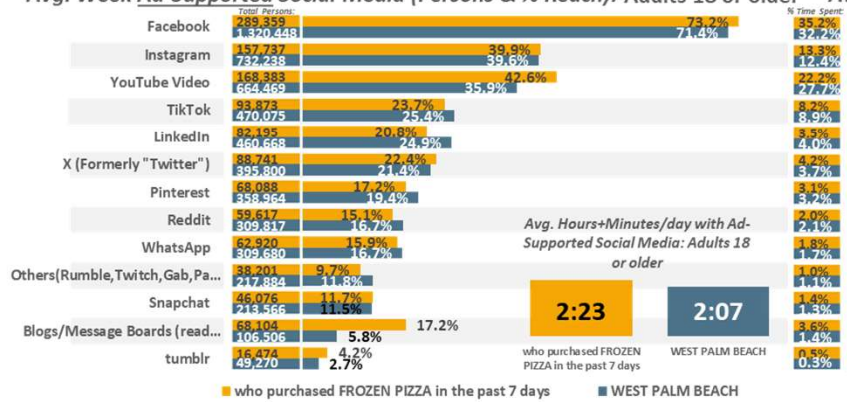
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



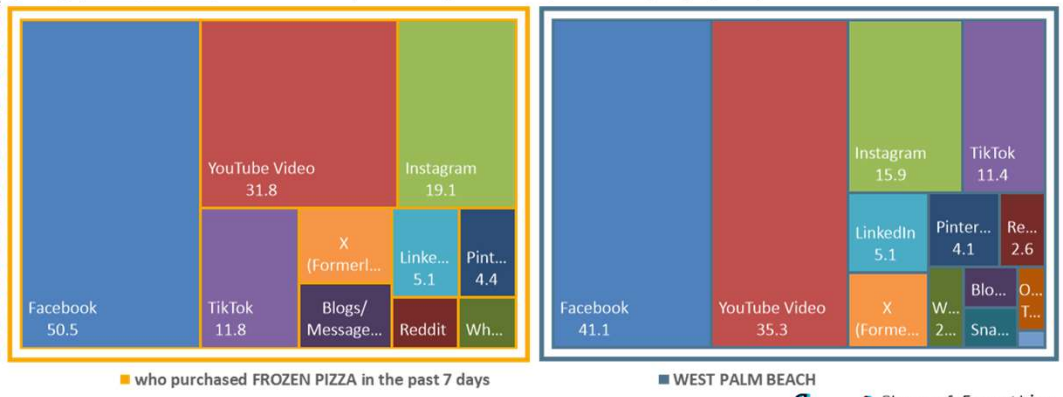
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R1 2024: Jan23-Feb24 Qual Intab 547

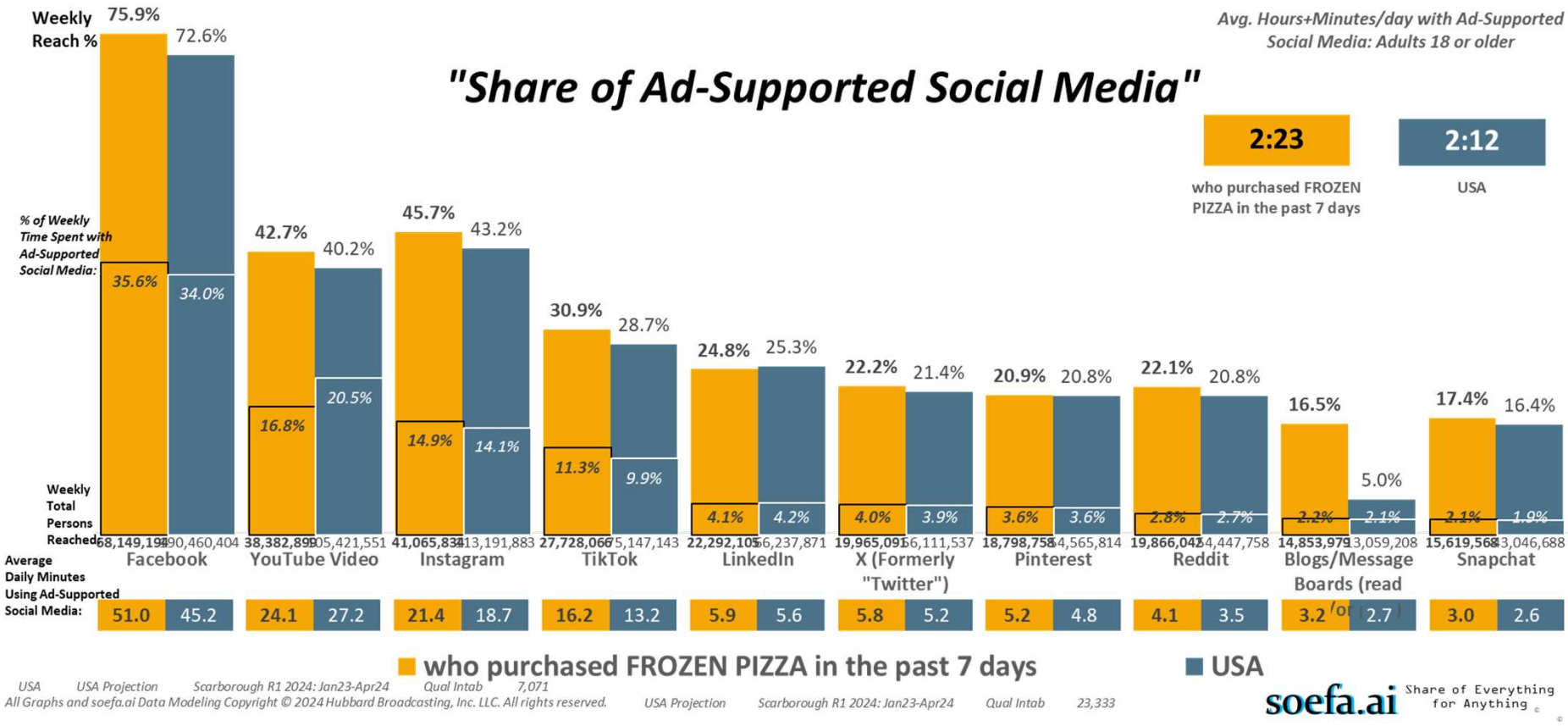
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Food products household used past 7 days (HHLD): Frozen pizza



68,149,194 or 75.9% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days use Ad-Supported Facebook for an average of 51. minutes every day representing 35.6% of all time spent daily with Ad-Supported Social Media.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 7,071

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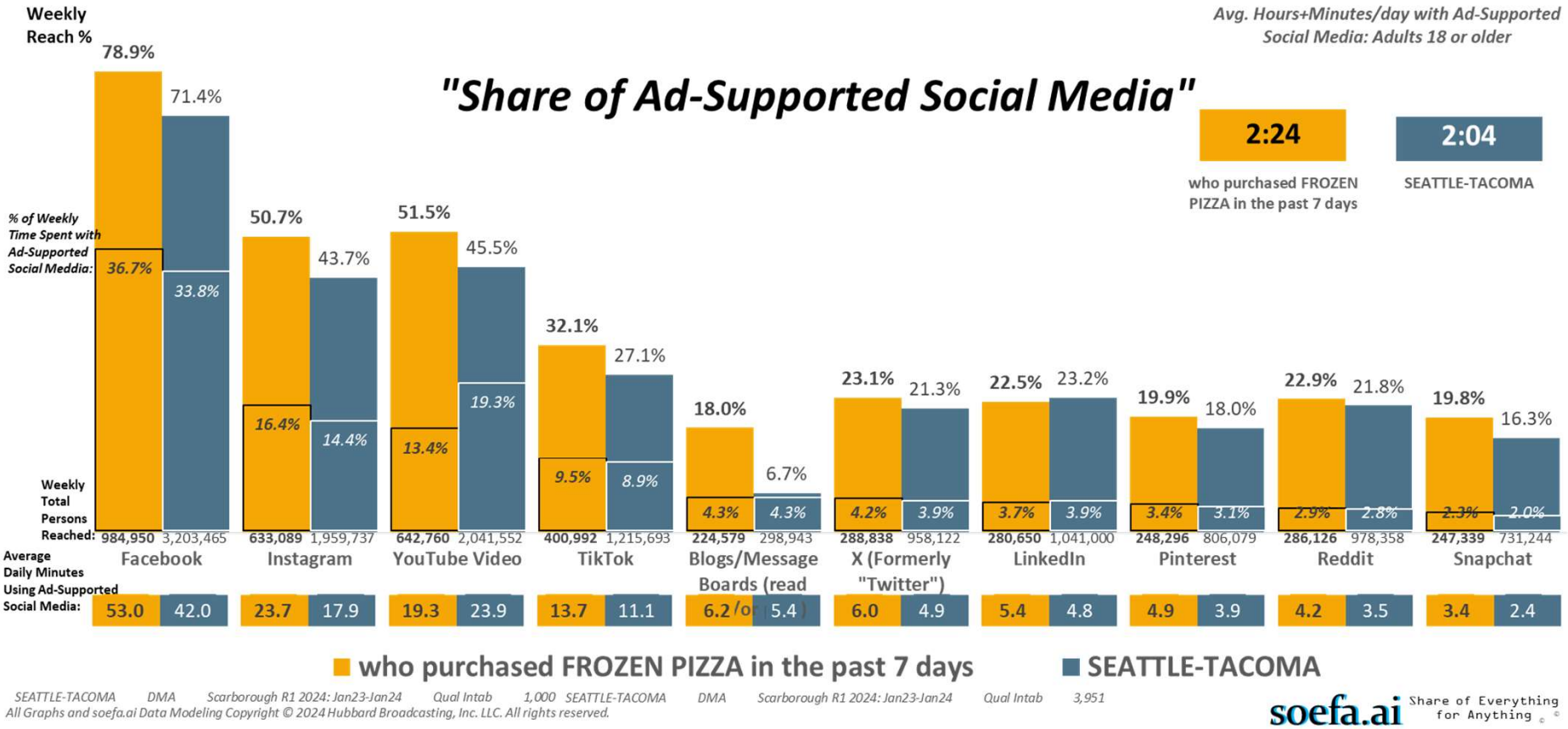
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

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Food products household used past 7 days (HHLD): Frozen pizza



984,950 or 78.9% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days use Ad-Supported Facebook for an average of 53. minutes every day representing 36.7% of all time spent daily with Ad-Supported Social Media.



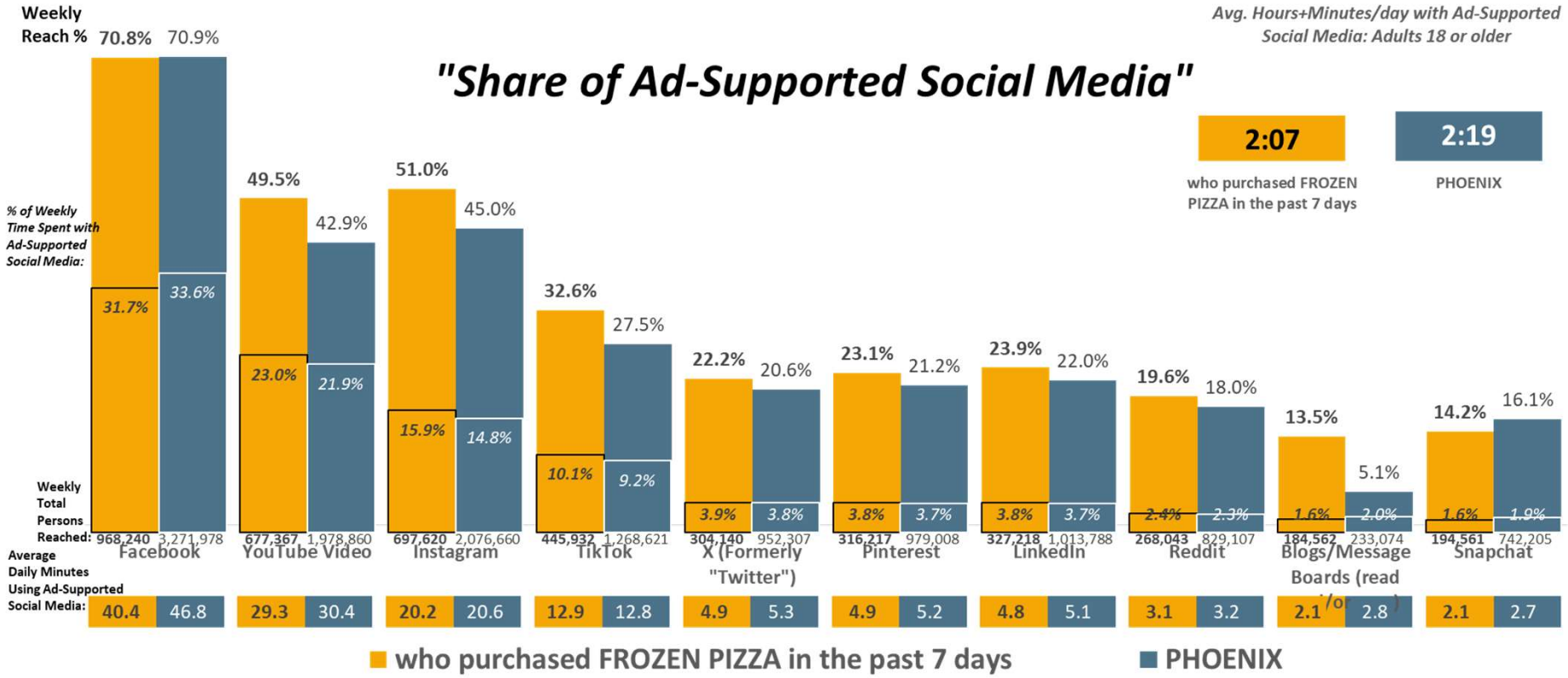
SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,000 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

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Food products household used past 7 days (HHLD): Frozen pizza

968,240 or 70.8% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days use Ad-Supported Facebook for an average of 40.4 minutes every day representing 31.7% of all time spent daily with Ad-Supported Social Media.



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 627 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,265

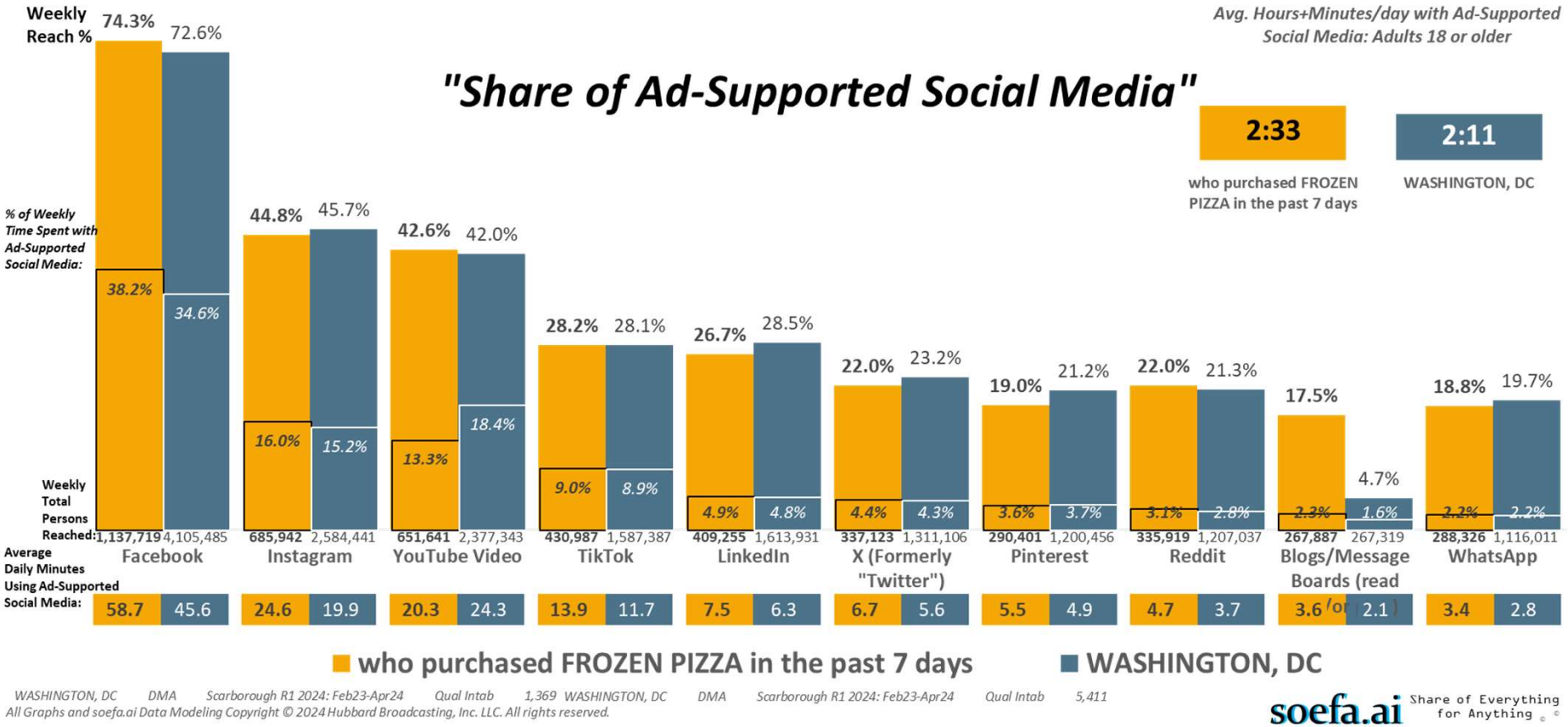
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Food products household used past 7 days (HHLD): Frozen pizza



1,137,719 or 74.3% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days use Ad-Supported Facebook for an average of 58.7 minutes every day representing 38.2% of all time spent daily with Ad-Supported Social Media.



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,369 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

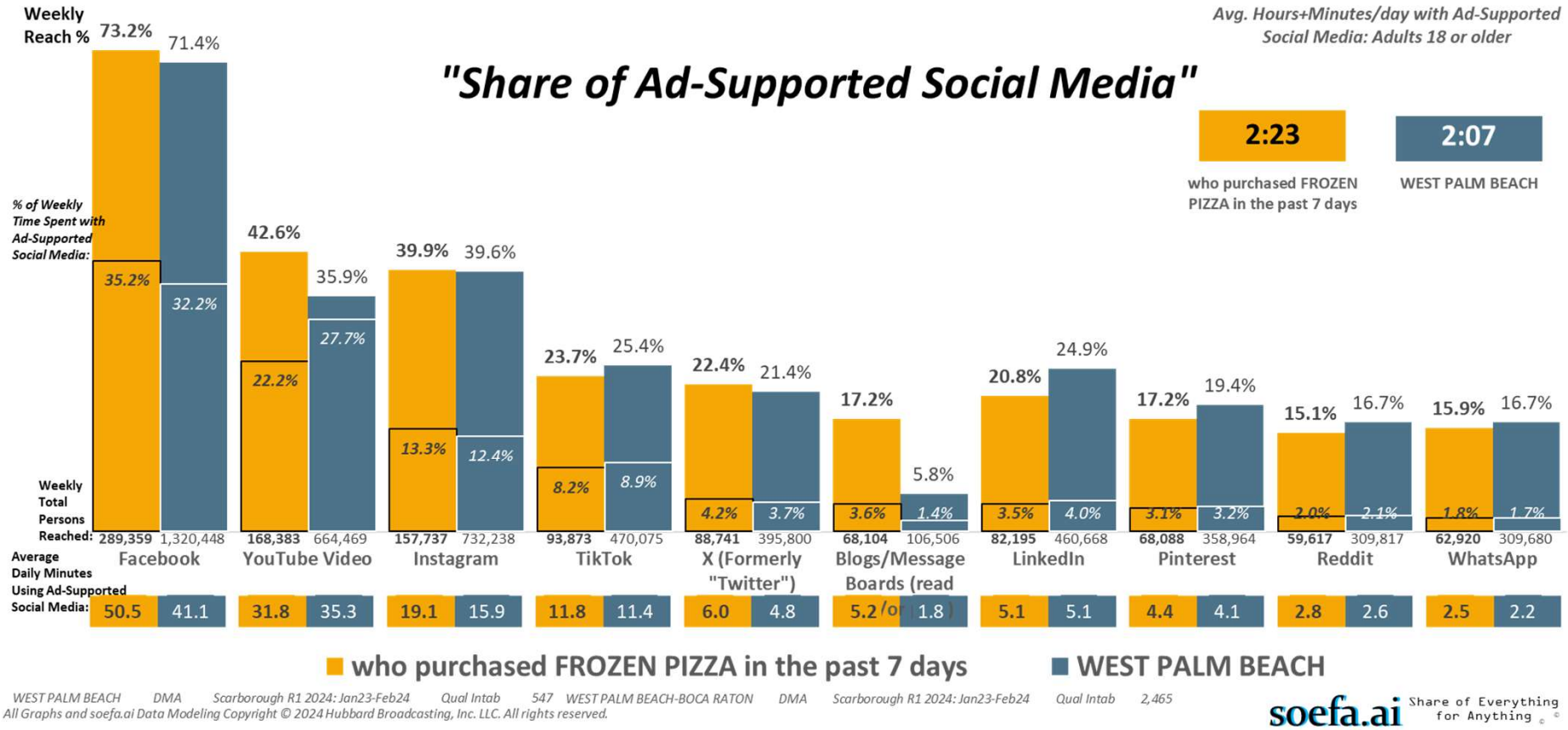
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Food products household used past 7 days (HHLD): Frozen pizza



289,359 or 73.2% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days use Ad-Supported Facebook for an average of 50.5 minutes every day representing 35.2% of all time spent daily with Ad-Supported Social Media.



WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 547 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,465

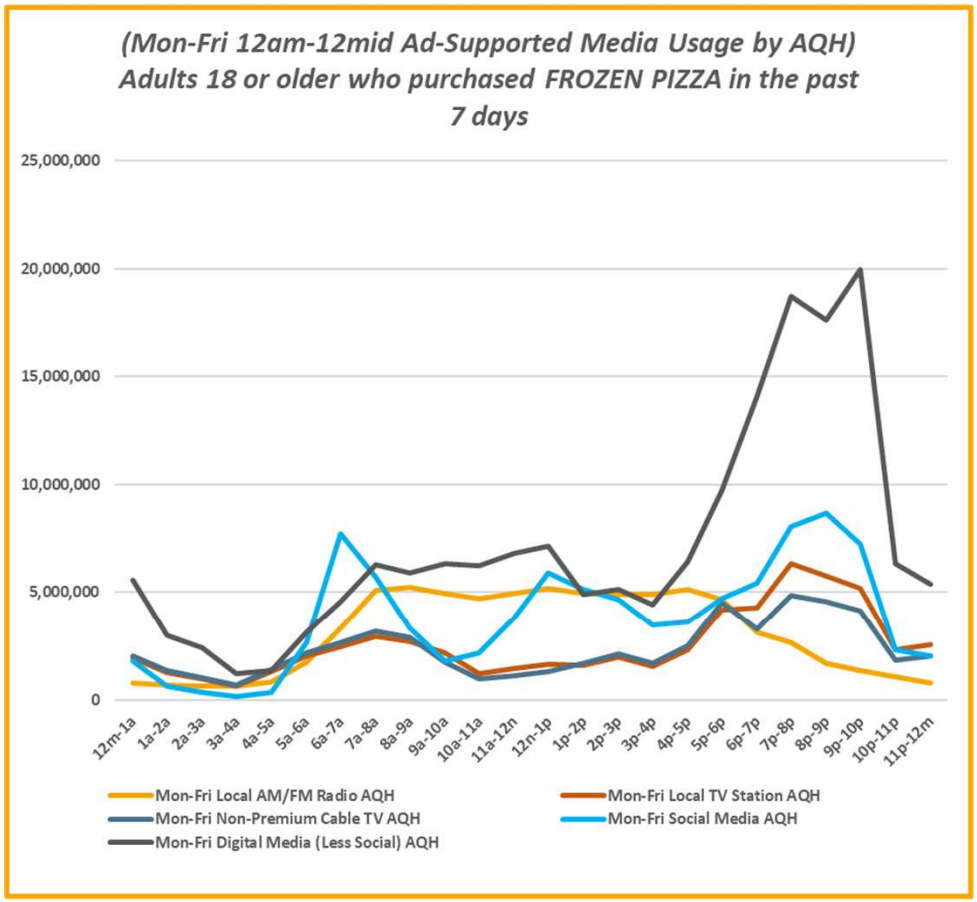
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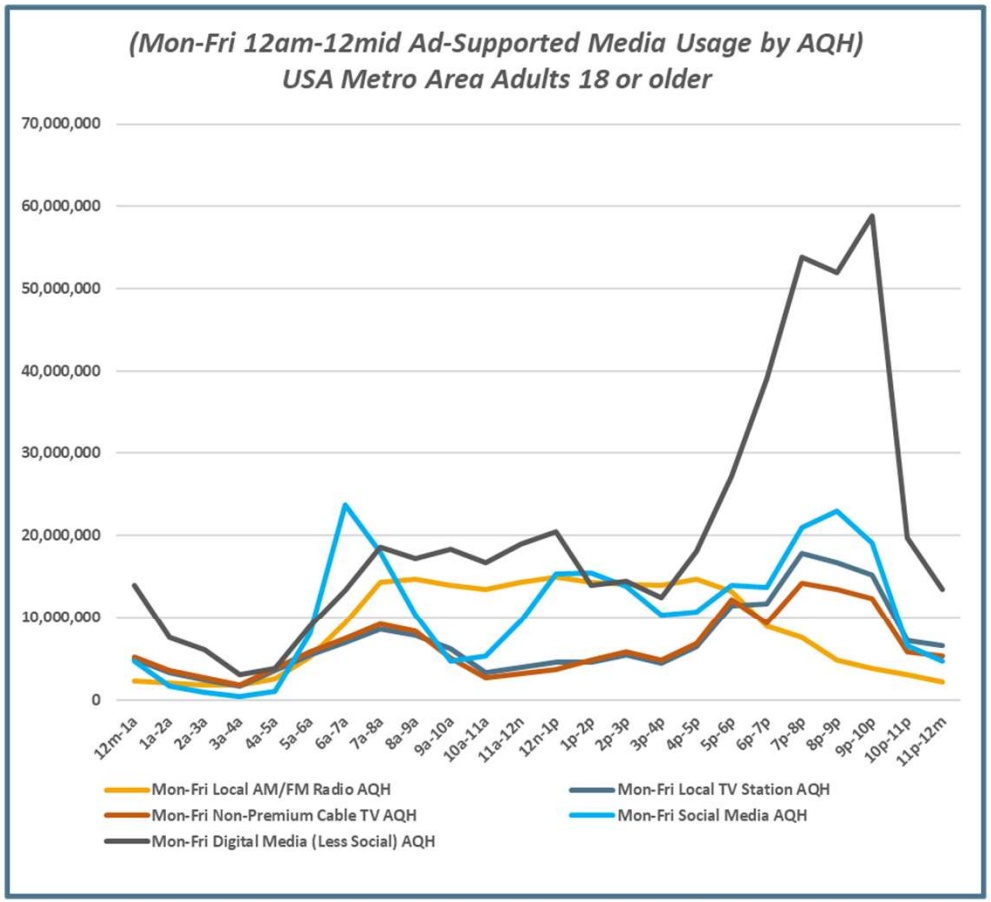
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Food products household used past 7 days (HHLD): Frozen pizza



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 6,757,032; Local Radio: 4,686,521; Social Media: 4,398,867; Local TV: 2,335,277; Non-Prem. Cable: 2,268,411 reaching Adults 18 or older who purchased FROZEN PIZZA in the





USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 7,071

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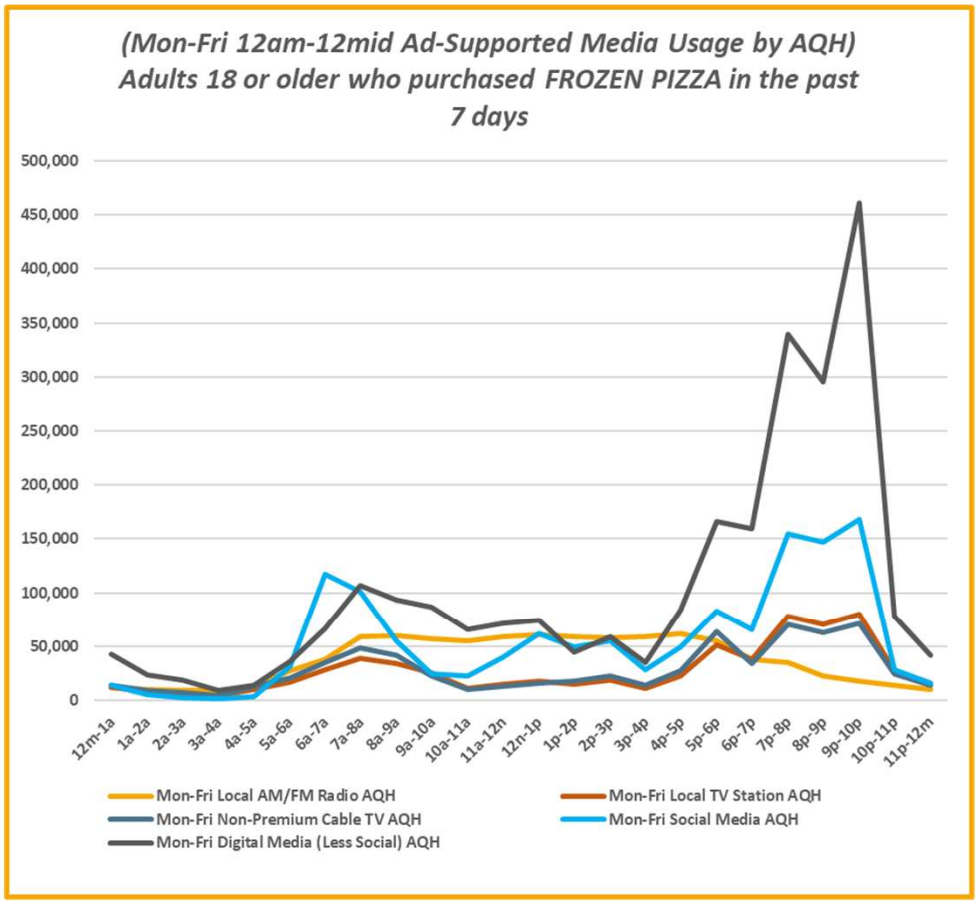
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

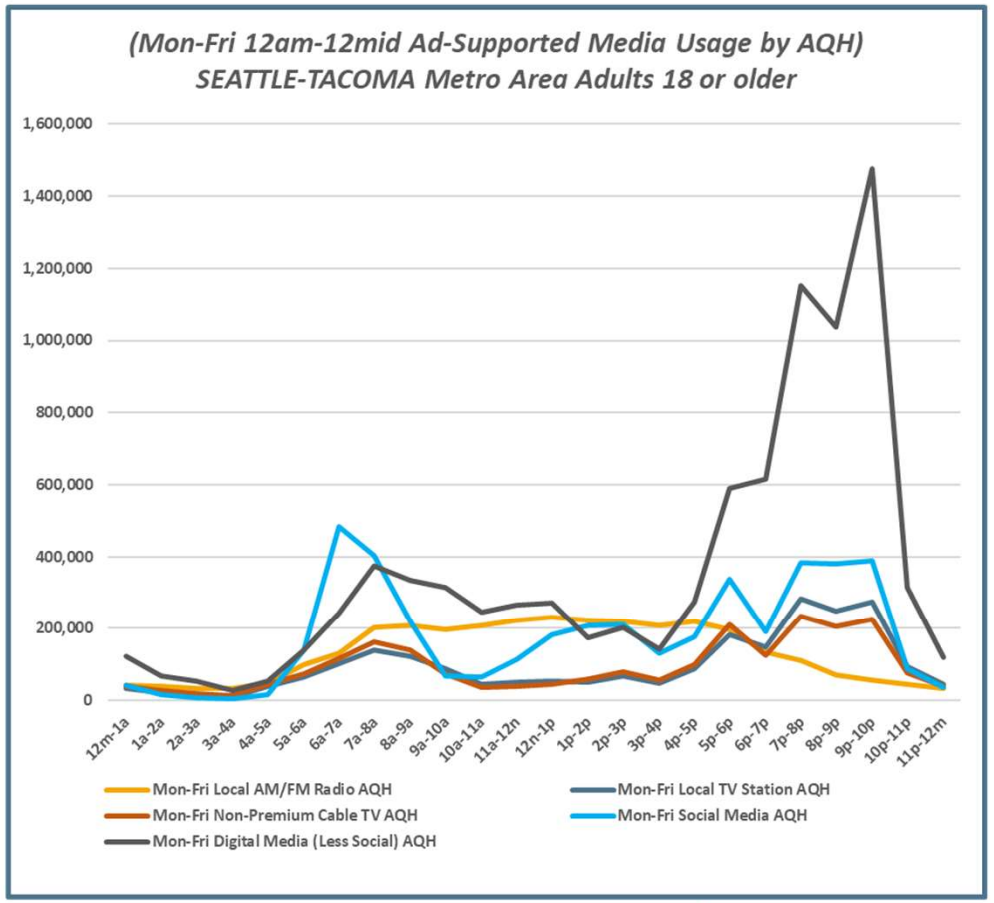
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Food products household used past 7 days (HHLD): Frozen pizza



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 85,722; Social Media: 57,869; Local Radio: 55,255; Non-Prem. Cable: 28,049; Local TV: 25,011 reaching Adults 18 or older who purchased FROZEN PIZZA in the past 7 days.





SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,000

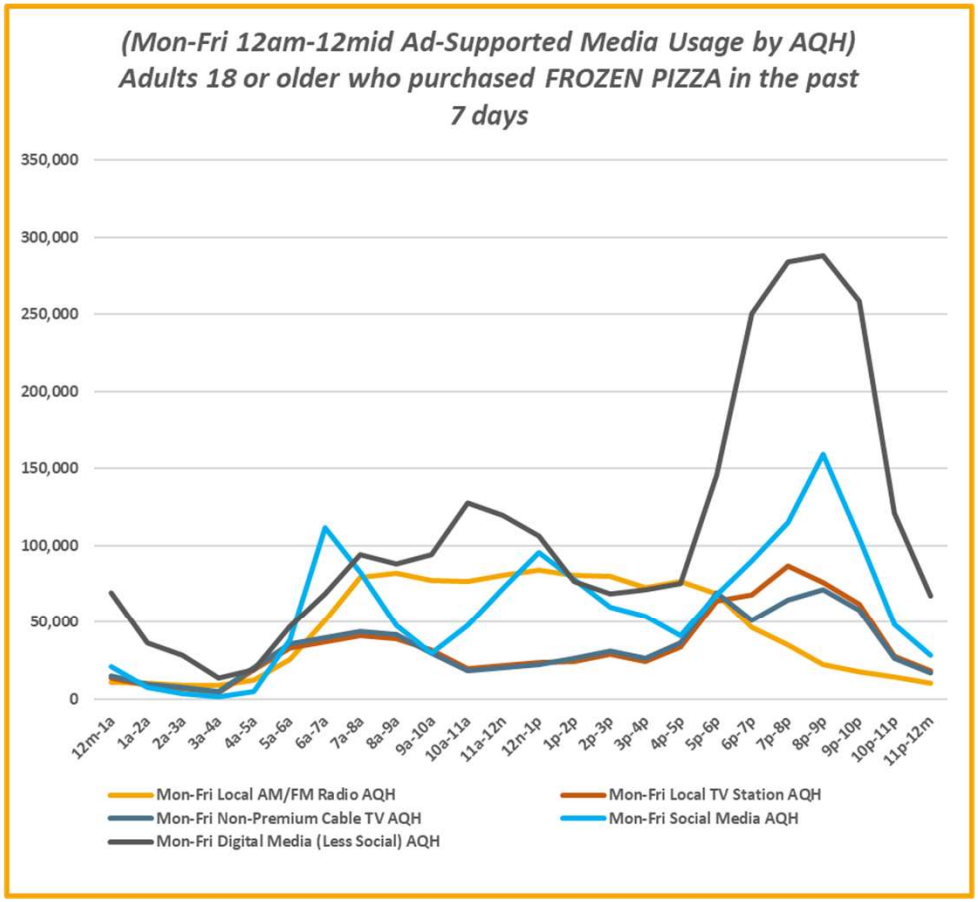
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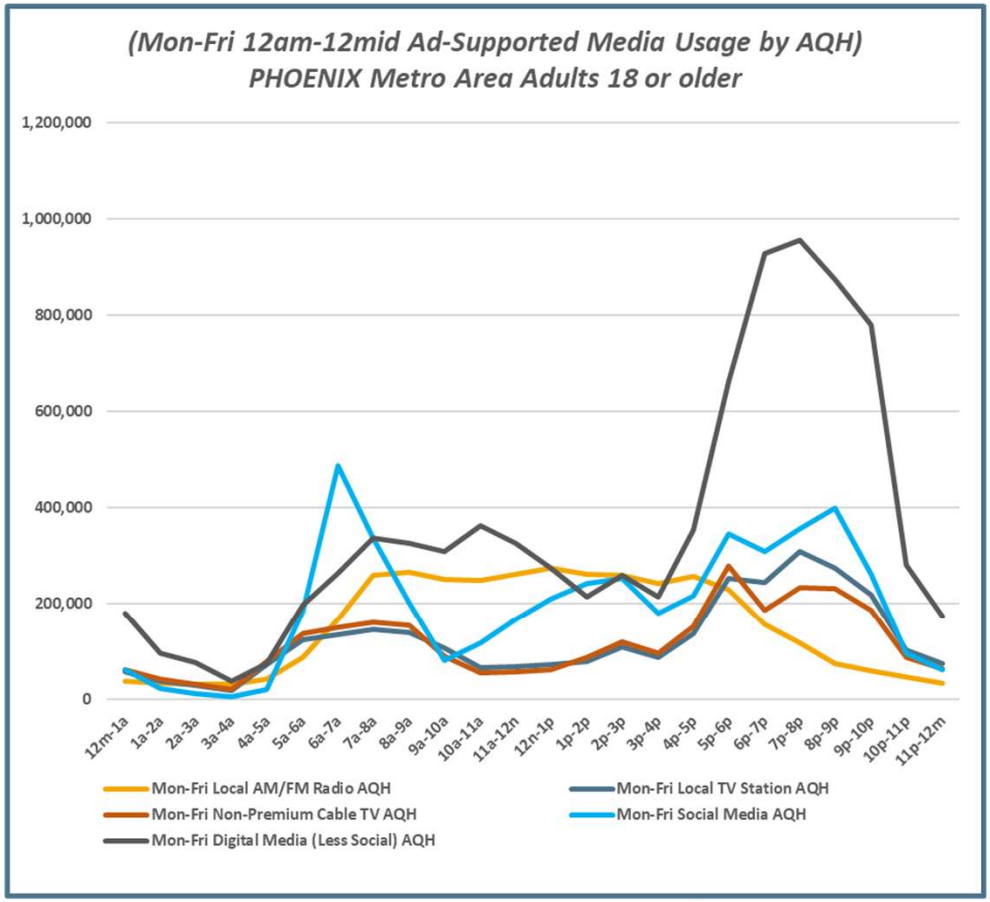
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Food products household used past 7 days (HHLD): Frozen pizza



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 106,825; Local Radio: 73,685; Social Media: 67,604; Local TV: 35,287; Non-Prem. Cable: 35,238 reaching Adults 18 or older who purchased FROZEN PIZZA in the past 7 days.





PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 627

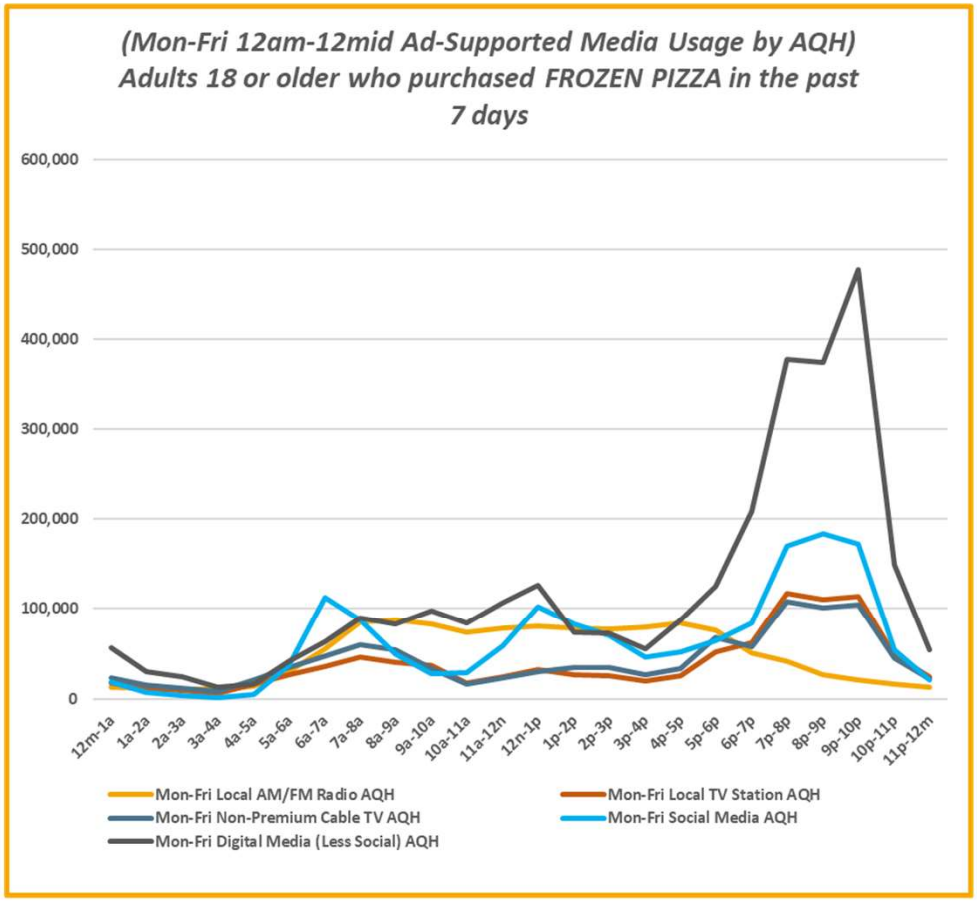
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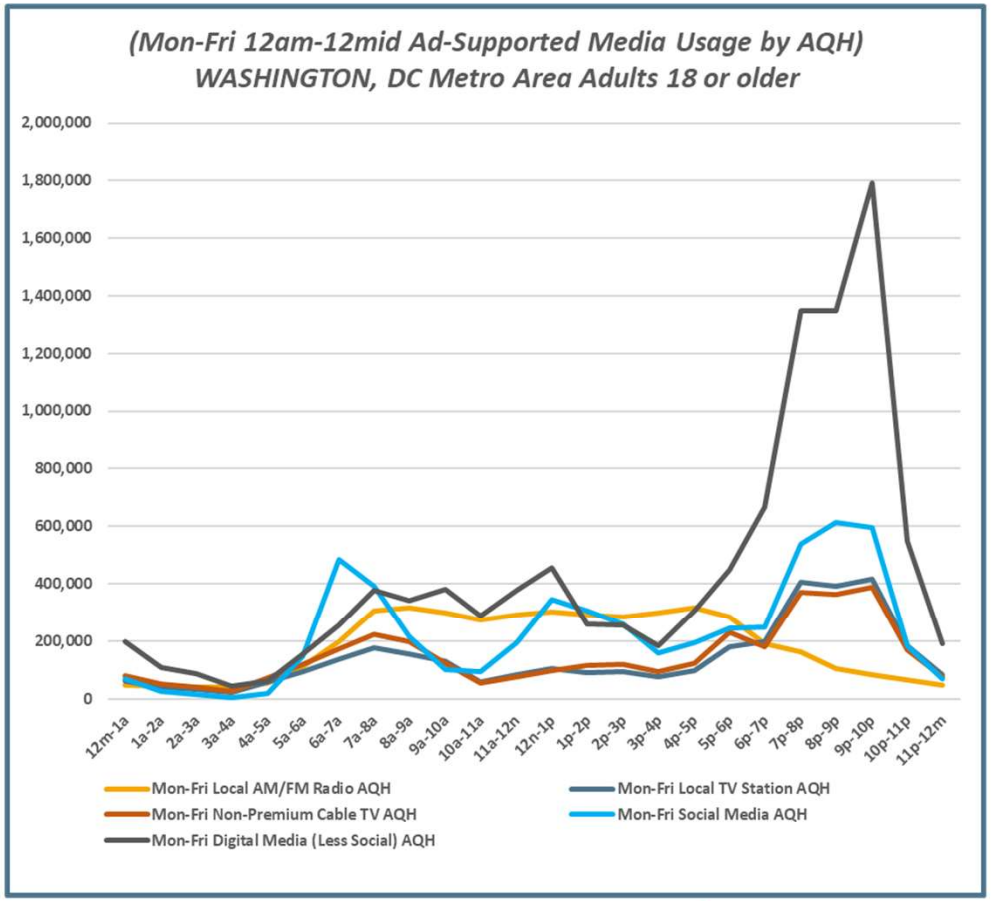
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Food products household used past 7 days (HHLD): Frozen pizza



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 98,024; Local Radio: 75,971; Social Media: 66,553; Non-Prem. Cable: 39,771; Local TV: 34,192 reaching Adults 18 or older who purchased FROZEN PIZZA in the past 7 days.





WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,369

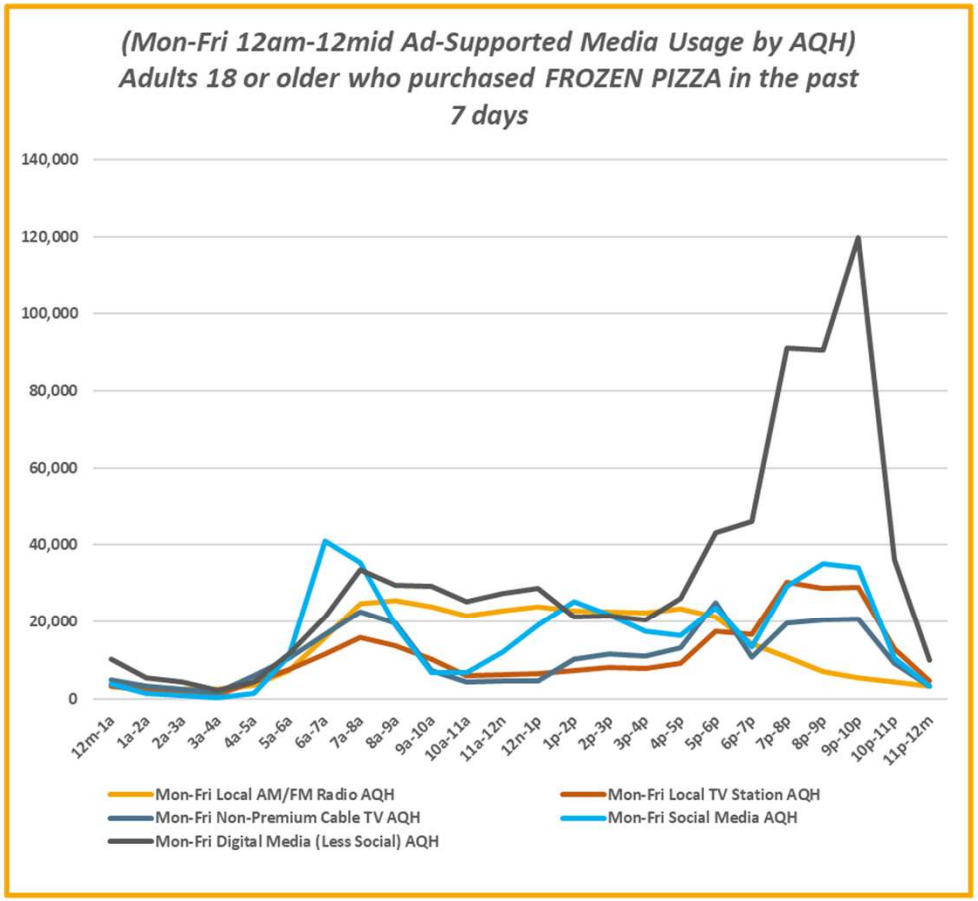
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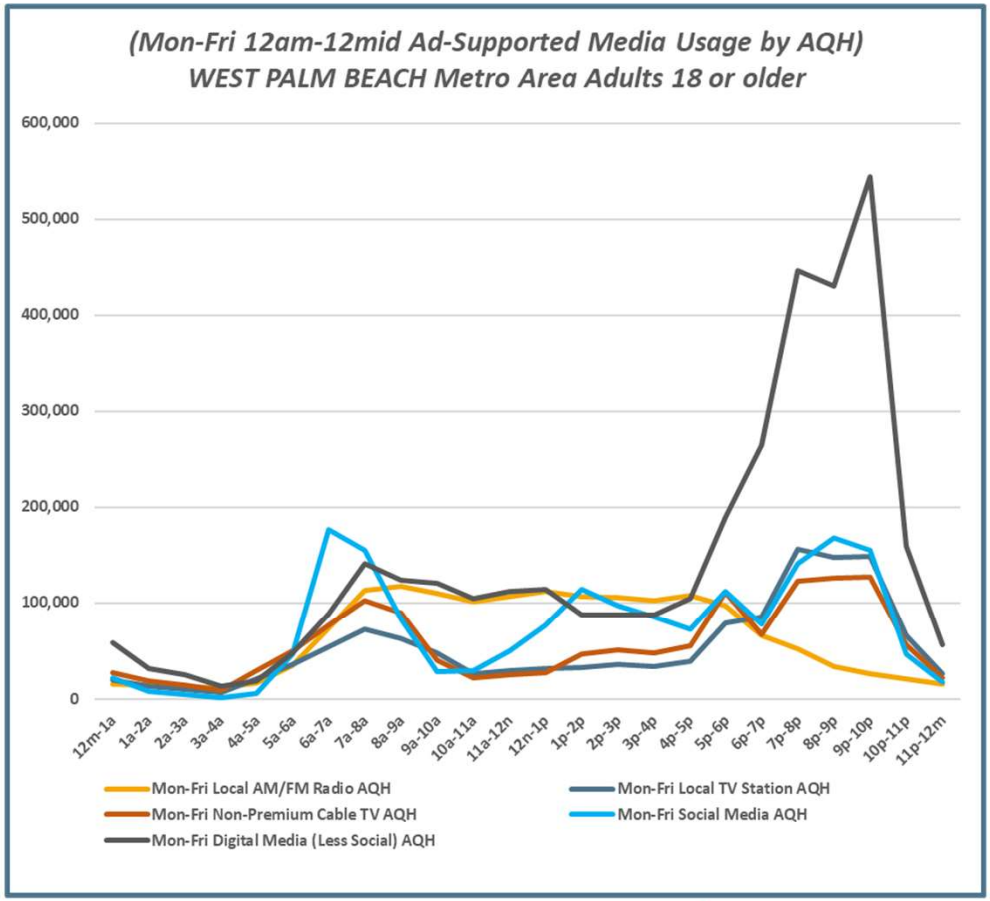
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Food products household used past 7 days (HHLD): Frozen pizza



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 28,681; Local Radio: 21,876; Social Media: 19,805; Non-Prem. Cable: 12,350; Local TV: 10,515 reaching Adults 18 or older who purchased FROZEN PIZZA in the past 7 days.





WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 547

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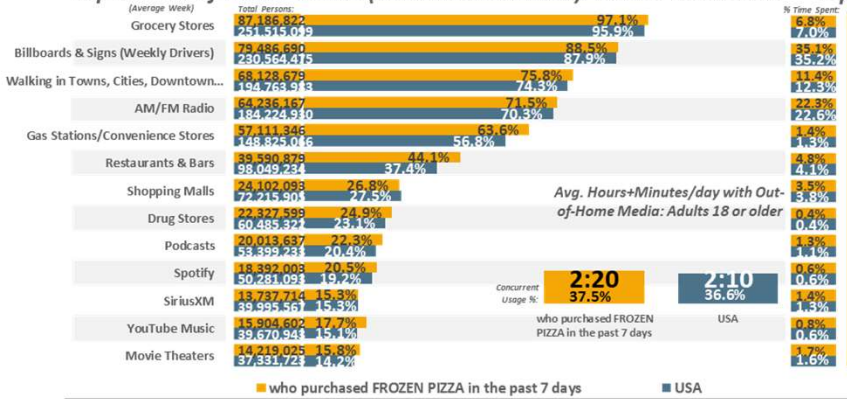
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Food products household used past 7 days (HHLD): Frozen pizza

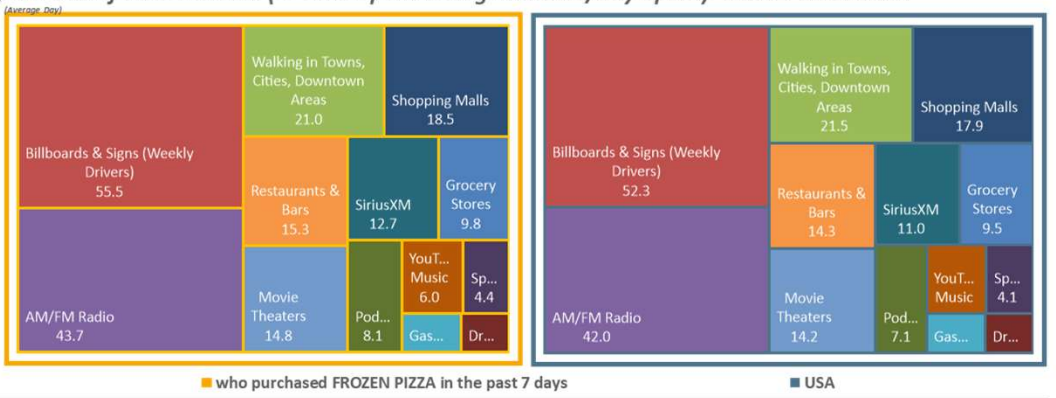


79,486,690 or 88.5% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days spend an average of 55.5 minutes per day driving, seeing Billboards and Signs. 68.5% Listen to Local Radio Stations Out-of-Home for an average of 40.9 minutes/day.

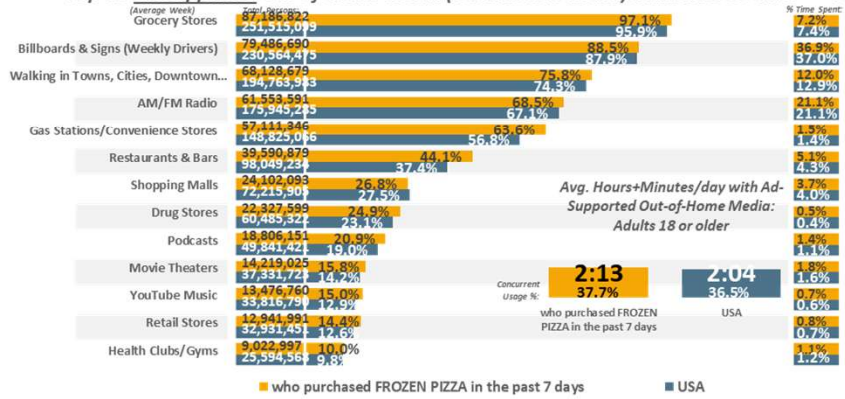
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



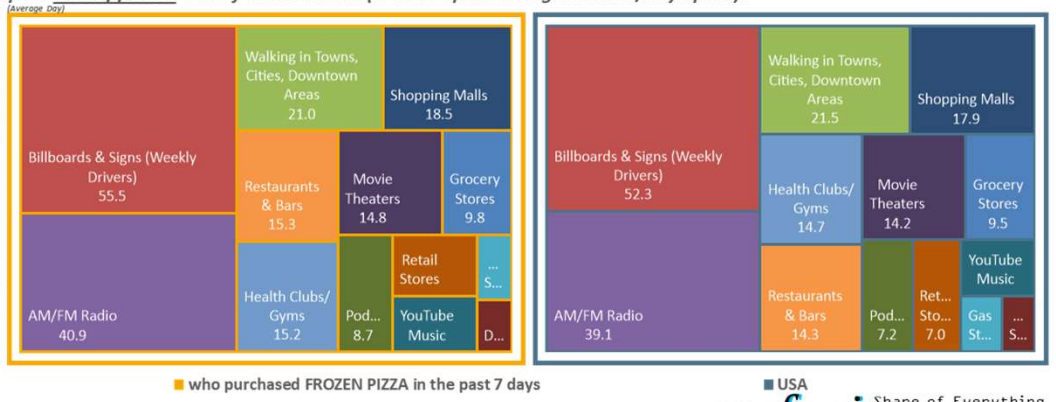
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 7,071

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

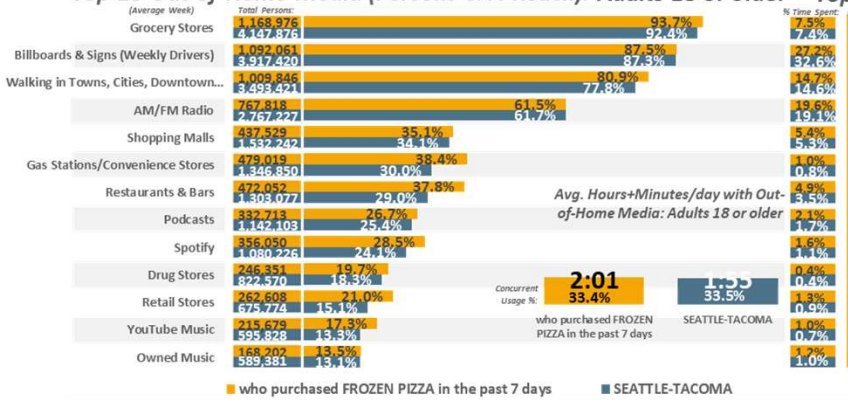
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Food products household used past 7 days (HHLD): Frozen pizza

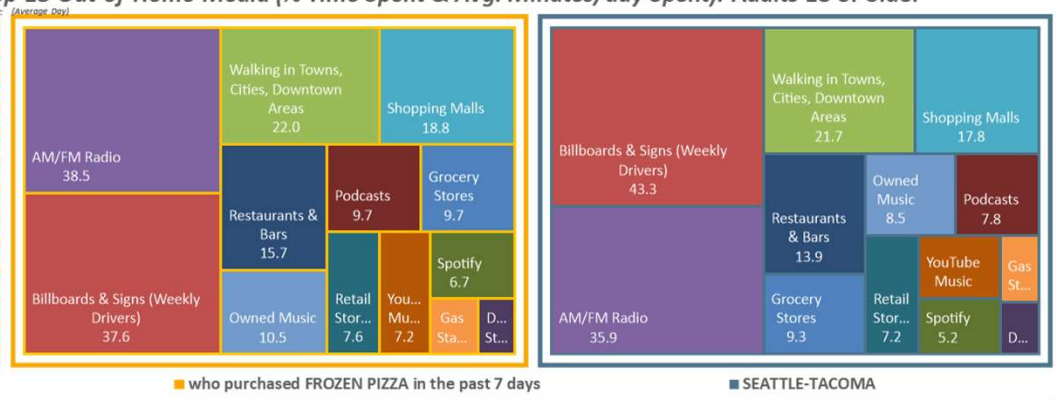


1,092,061 or 87.5% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days spend an average of 37.6 minutes per day driving, seeing Billboards and Signs. 60.2% Listen to Local Radio Stations Out-of-Home for an average of 36.4 minutes/day.

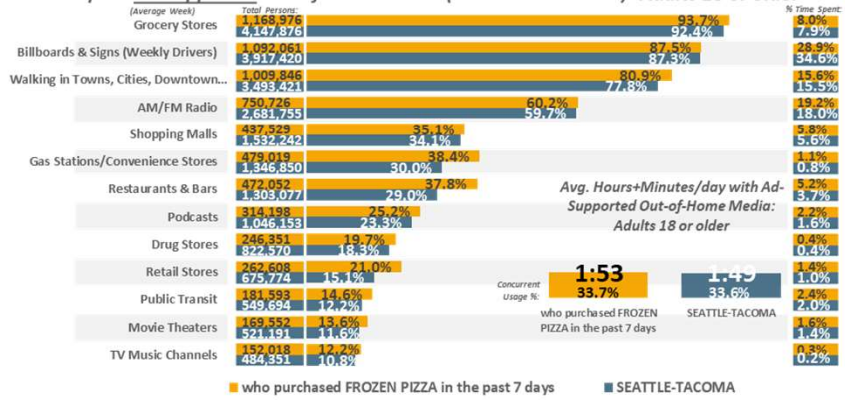
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



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



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



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



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,000

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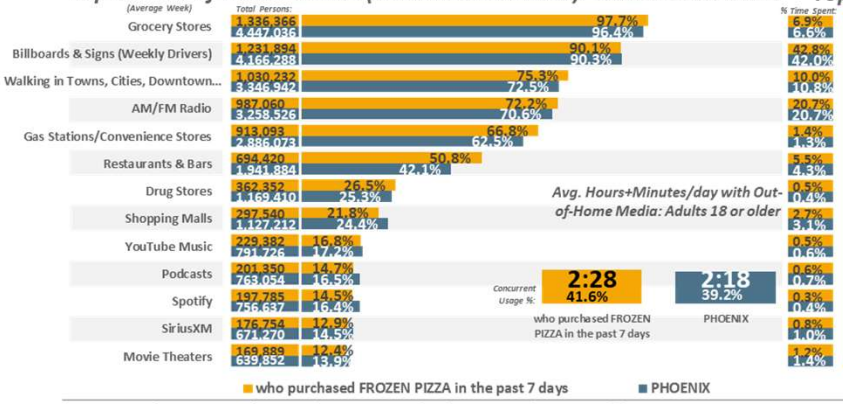
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Food products household used past 7 days (HHLD): Frozen pizza

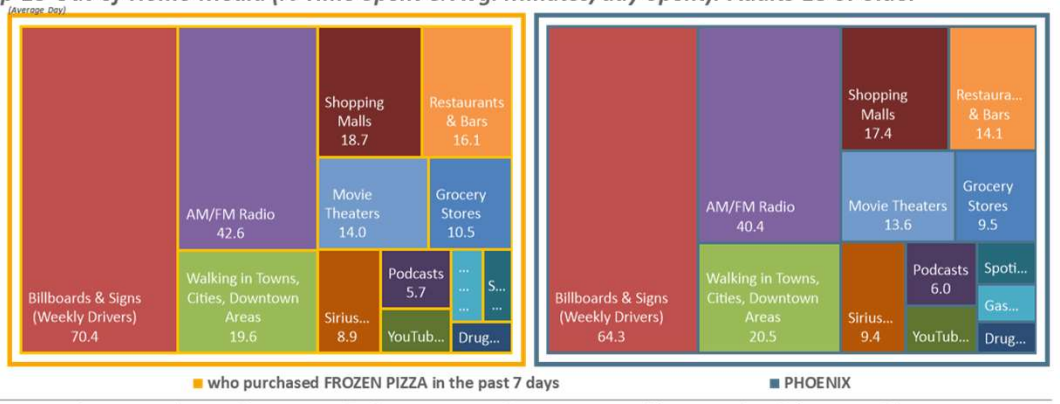


1,231,894 or 90.1% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days spend an average of 70.4 minutes per day driving, seeing Billboards and Signs. 69.4% Listen to Local Radio Stations Out-of-Home for an average of 41.4 minutes/day.

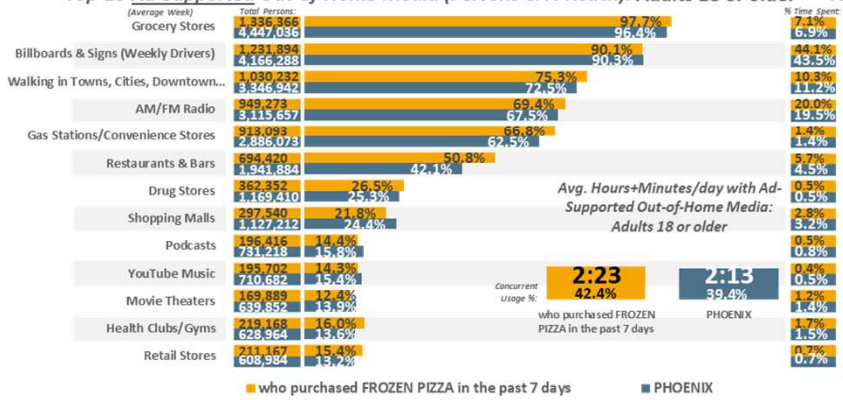
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



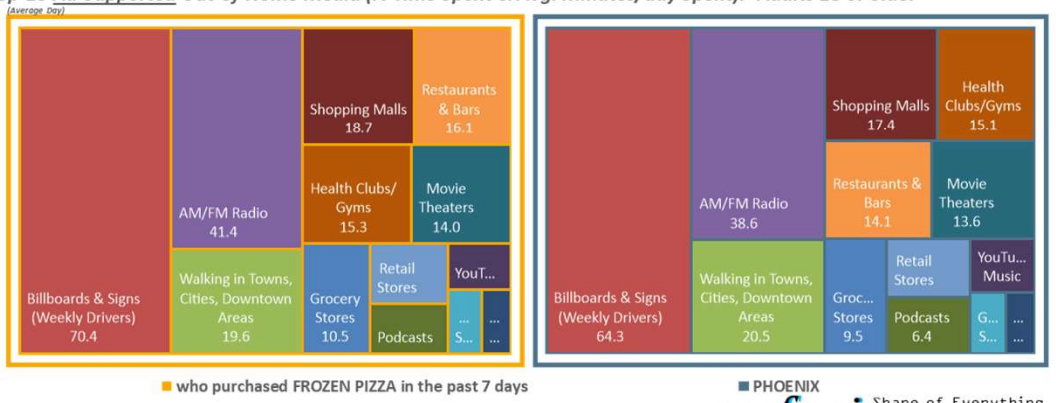
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 627

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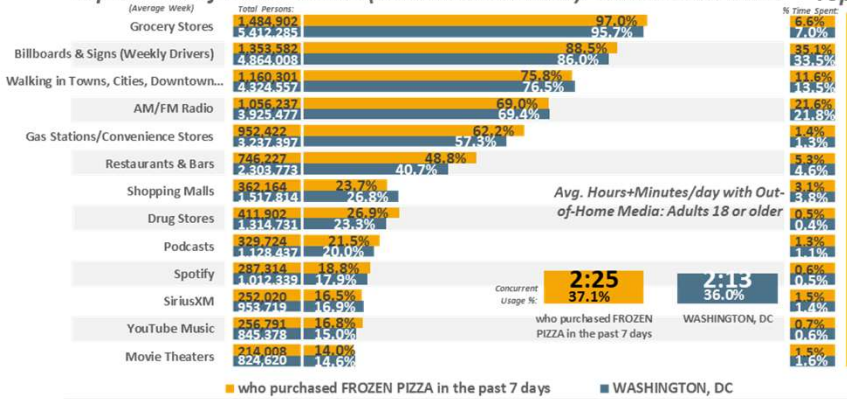
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Food products household used past 7 days (HHLD): Frozen pizza

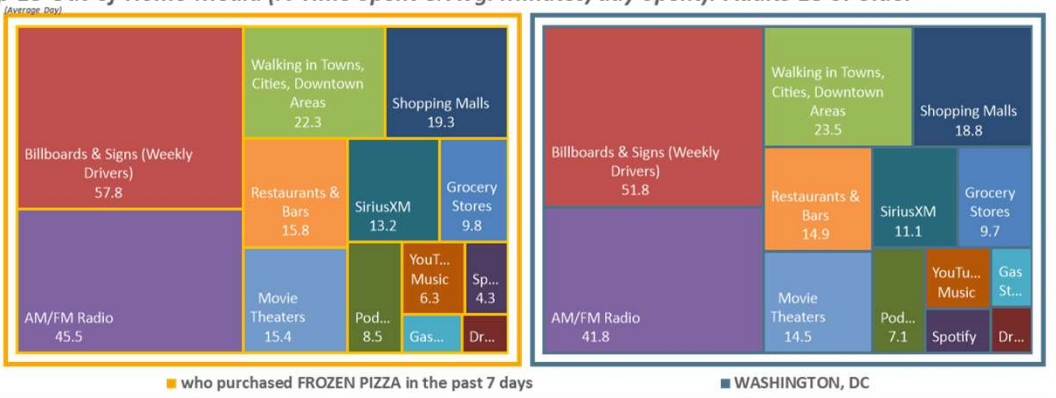


1,353,582 or 88.5% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days spend an average of 57.8 minutes per day driving, seeing Billboards and Signs. 65.2% Listen to Local Radio Stations Out-of-Home for an average of 41.8 minutes/day.

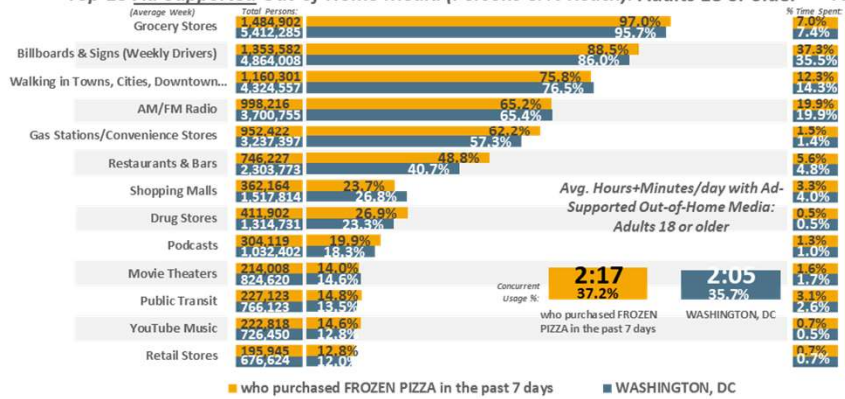
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



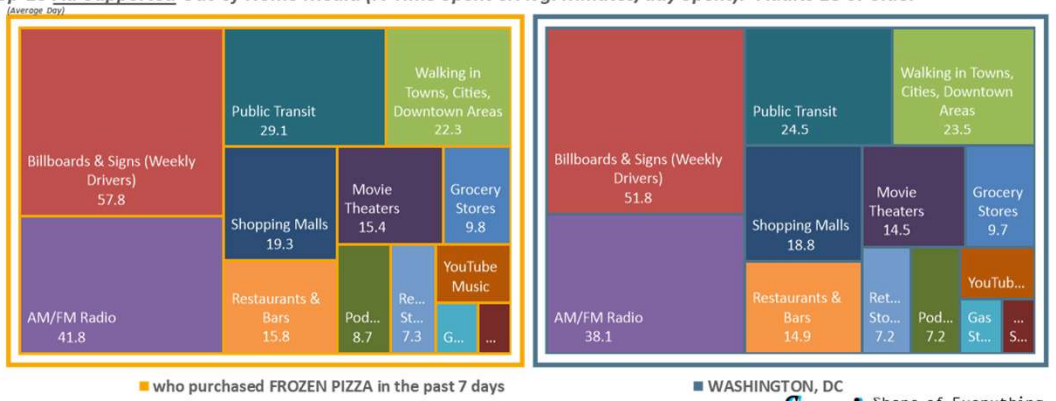
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,369

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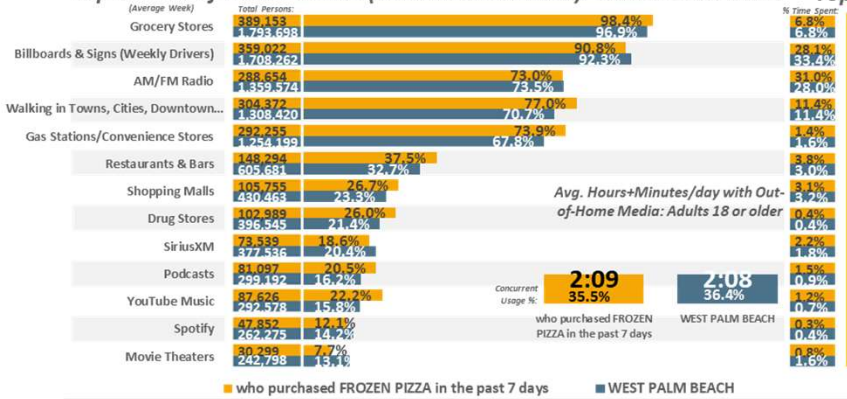
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Food products household used past 7 days (HHLD): Frozen pizza

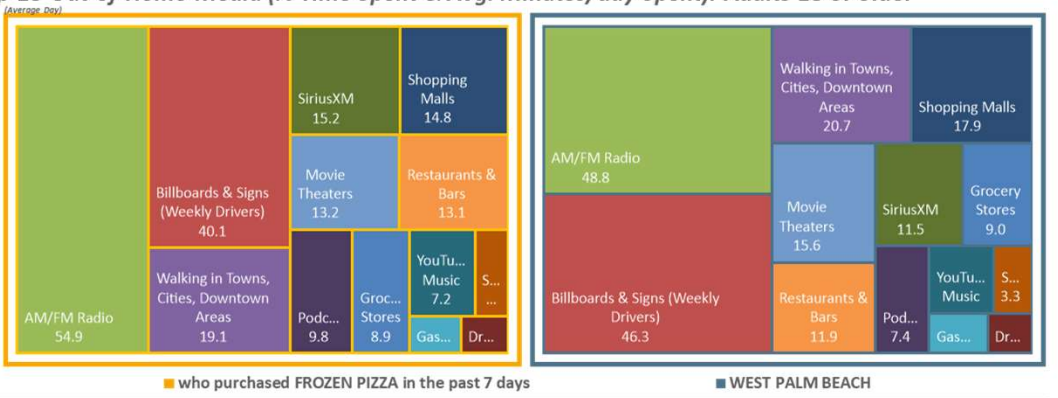


359,022 or 90.8% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days spend an average of 40.1 minutes per day driving, seeing Billboards and Signs. 71.2% Listen to Local Radio Stations Out-of-Home for an average of 52.6 minutes/day.

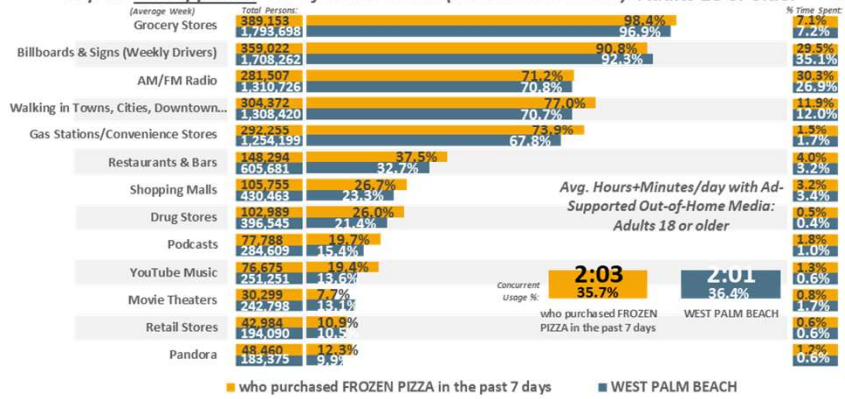
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



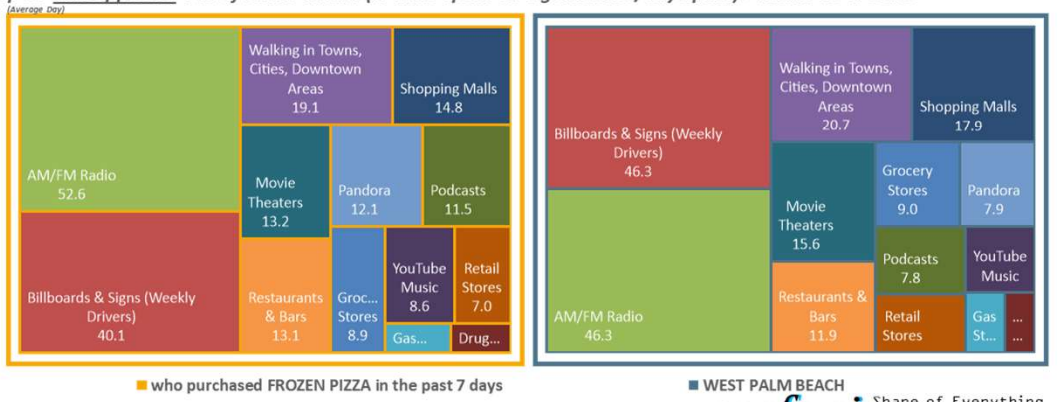
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 547

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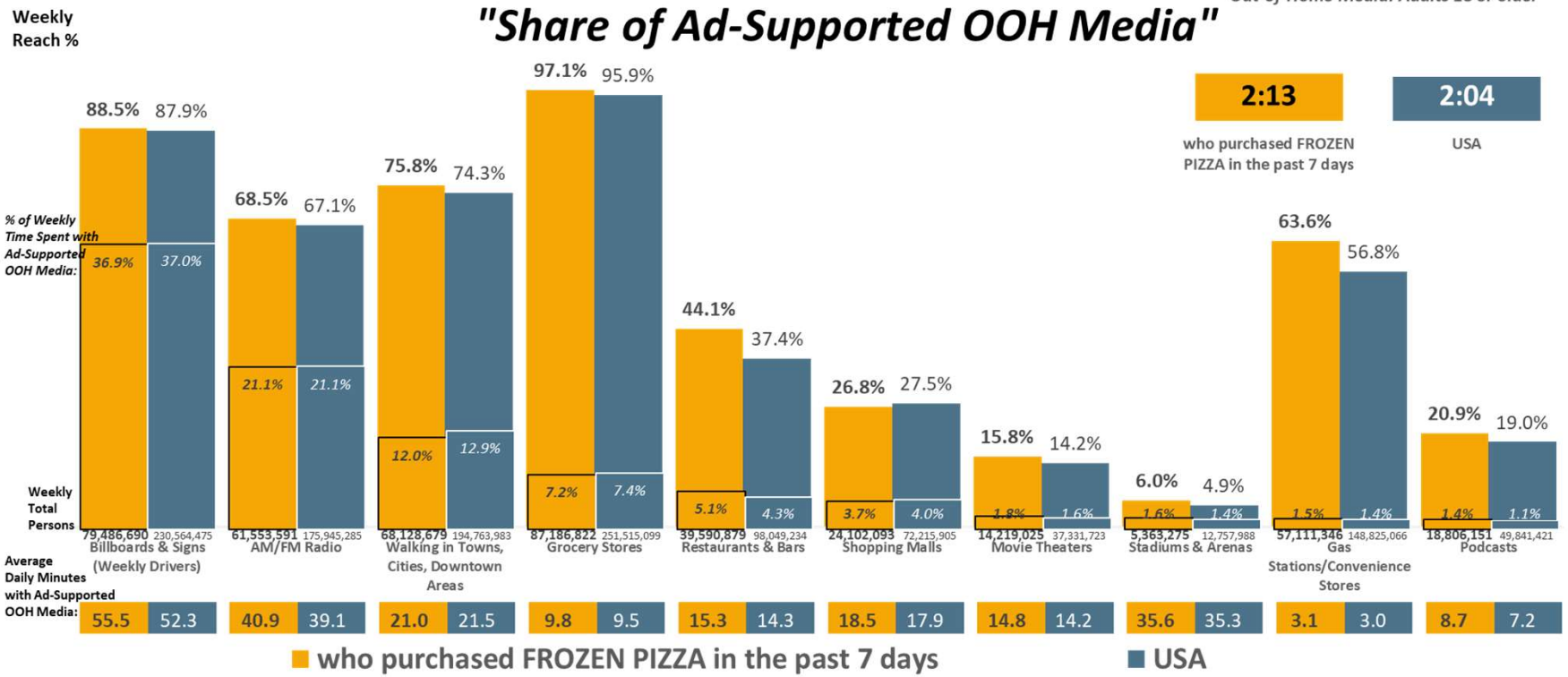
Food products household used past 7 days (HHLD): Frozen pizza



79,486,690 or 88.5% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days spend an average of 55.5 minutes per day driving, seeing Billboards and Signs representing 36.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 7,071

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

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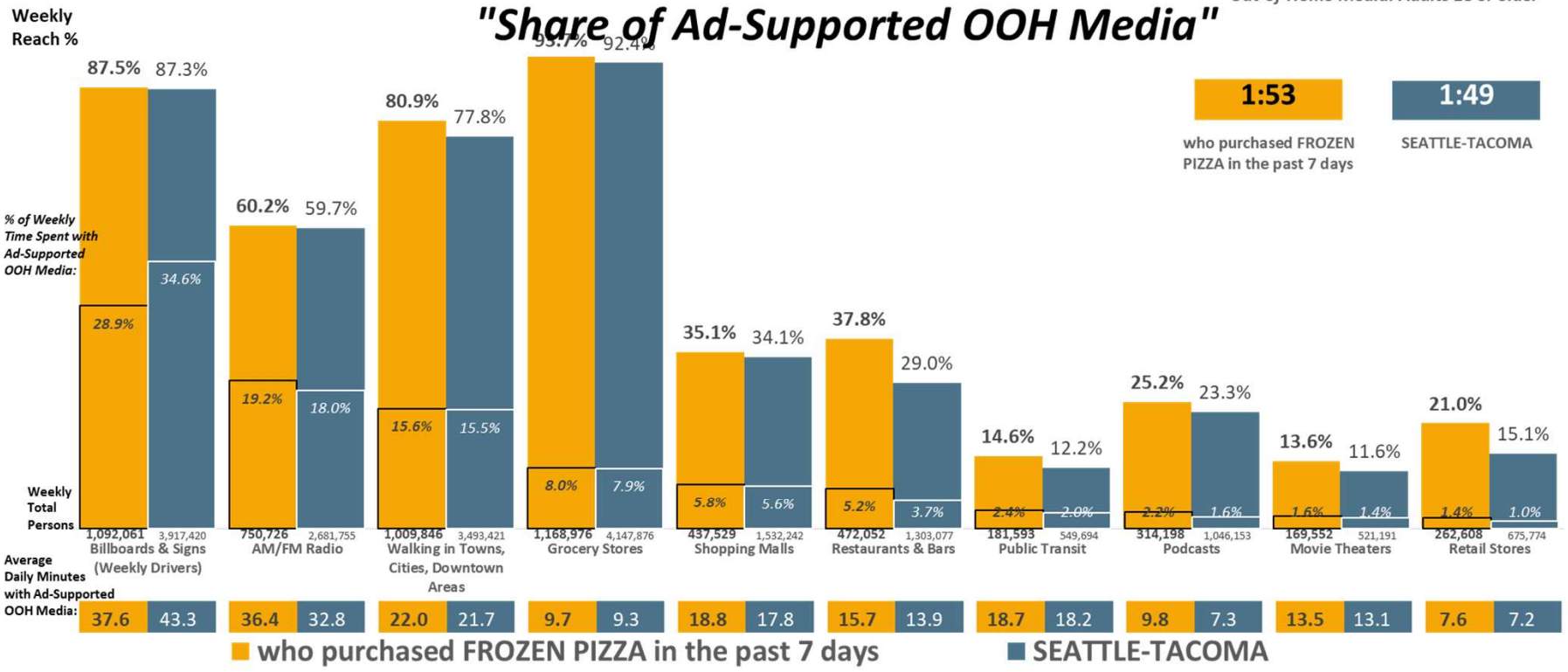
Food products household used past 7 days (HHLD): Frozen pizza



1,092,061 or 87.5% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days spend an average of 37.6 minutes per day driving, seeing Billboards and Signs representing 28.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,000 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

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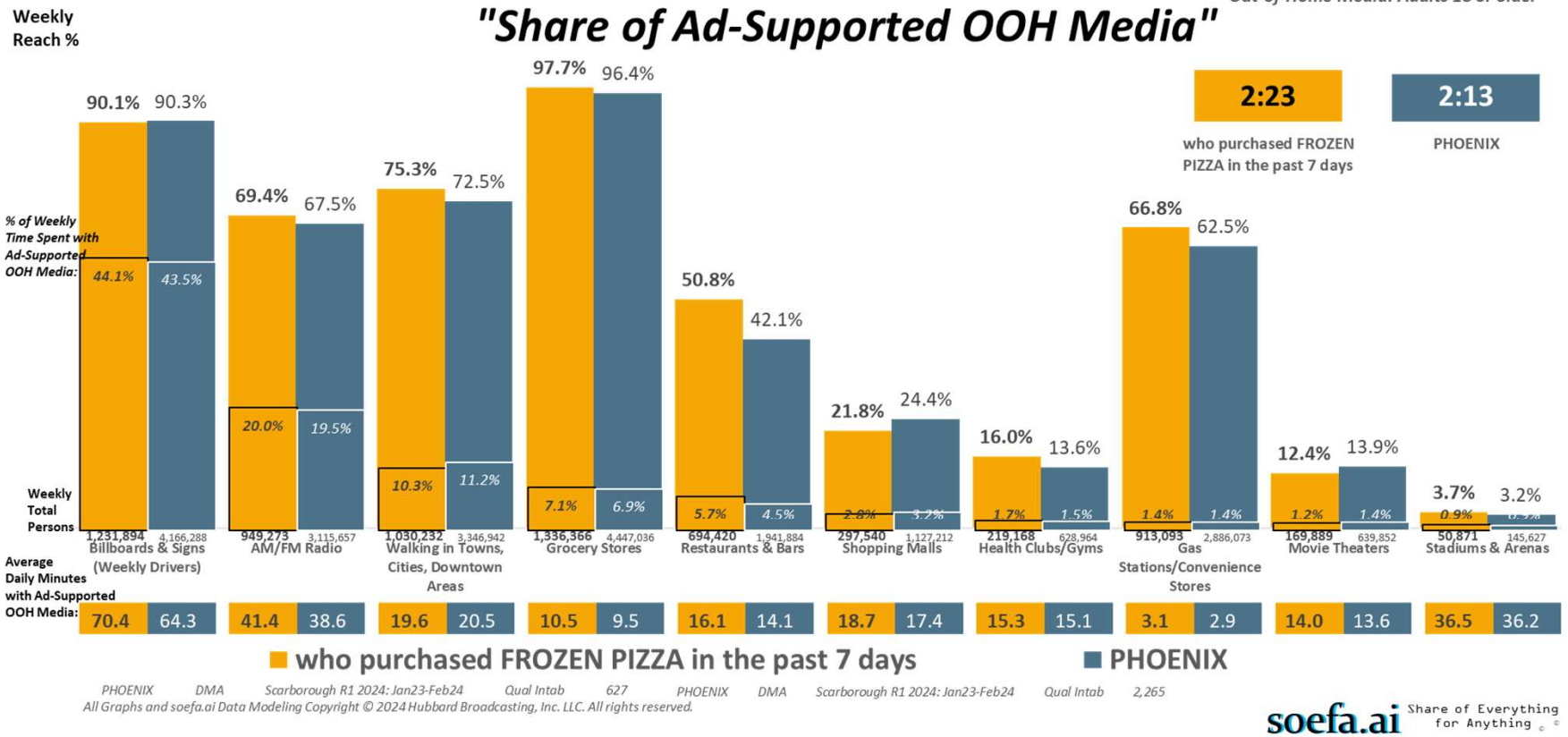
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Food products household used past 7 days (HHLD): Frozen pizza



1,231,894 or 90.1% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days spend an average of 70.4 minutes per day driving, seeing Billboards and Signs representing 44.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 627 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,265

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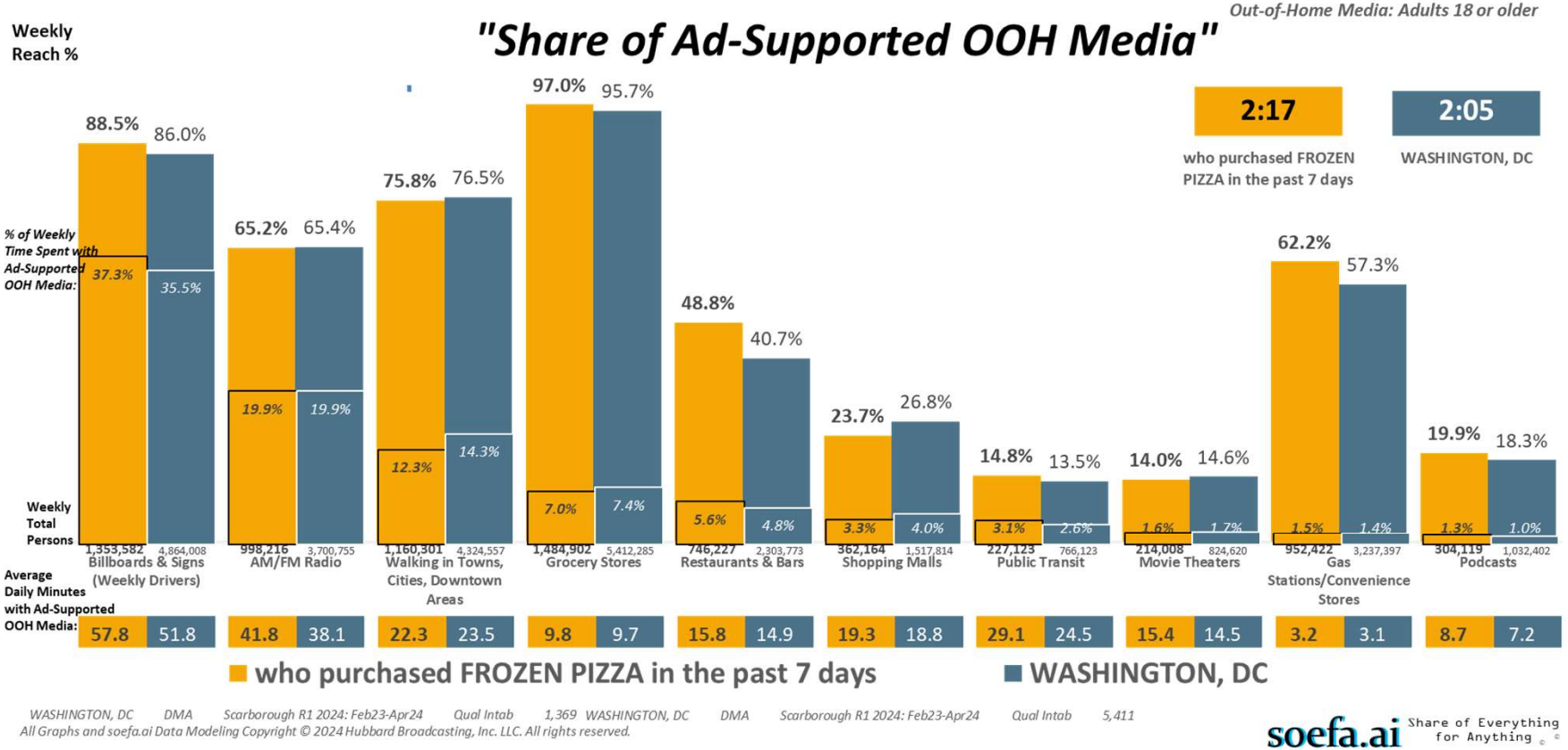
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Food products household used past 7 days (HHLD): Frozen pizza



1,353,582 or 88.5% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days spend an average of 57.8 minutes per day driving, seeing Billboards and Signs representing 37.3% 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



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,369 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

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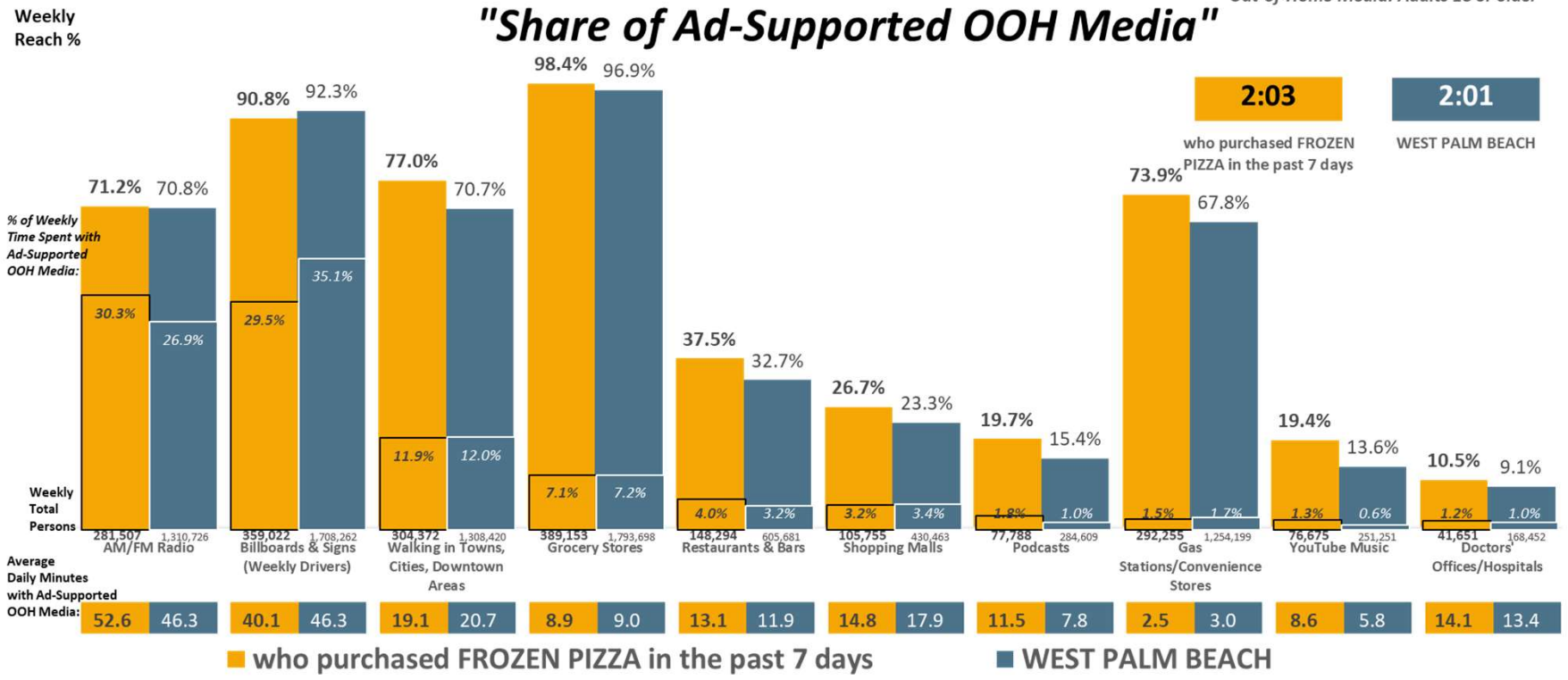
Food products household used past 7 days (HHLD): Frozen pizza



359,022 or 90.8% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days spend an average of 40.1 minutes per day driving, seeing Billboards and Signs representing 29.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 547 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,465

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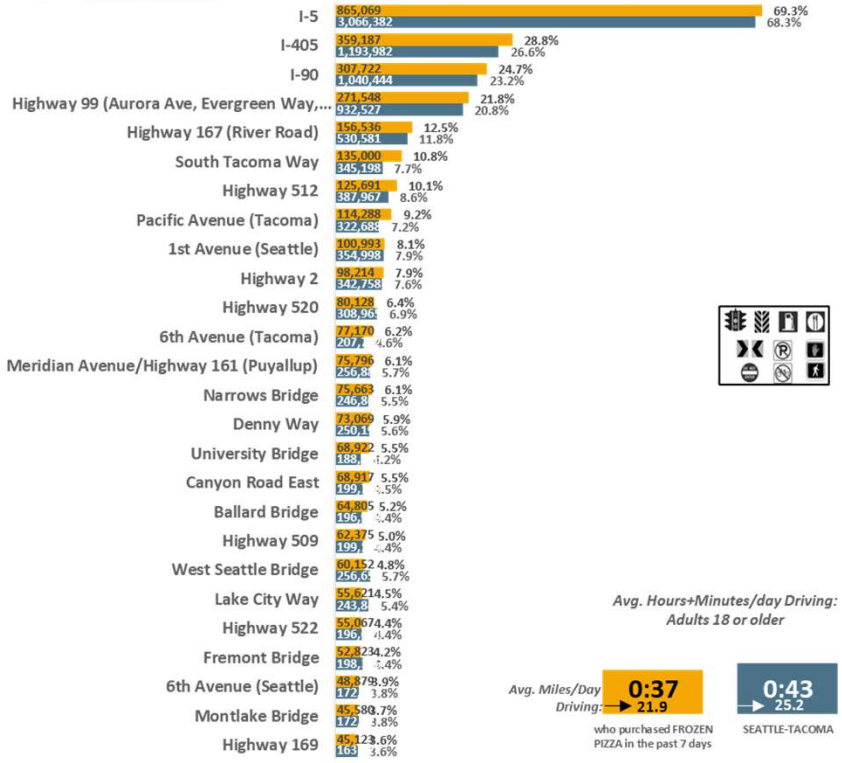
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Food products household used past 7 days (HHLD): Frozen pizza



1,092,061 or 87.5% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days spend an average of 37.6 minutes per day driving an average of 21.9 miles each day and are 40.7% more likely to use South Tacoma Way than the Metro average.

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

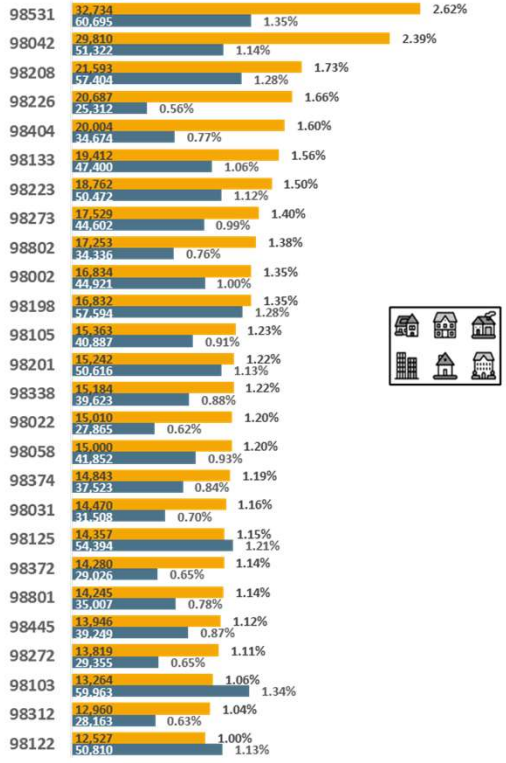


Avg. Hours+Minutes/day Driving: Adults 18 or older

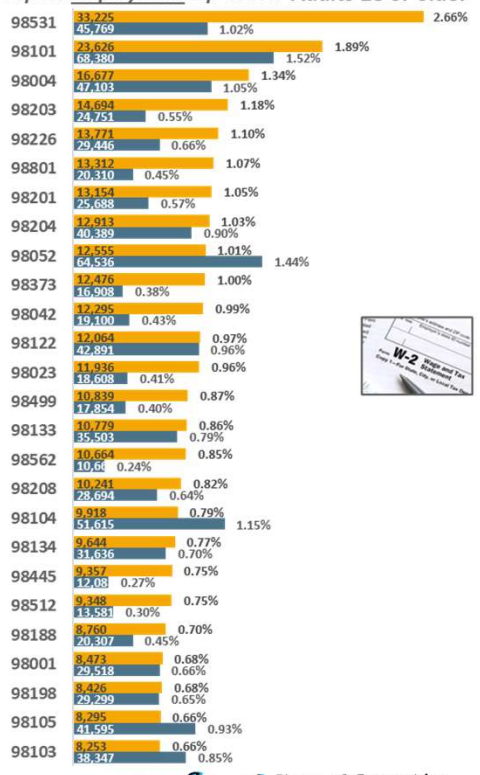
Avg. Miles/Day Driving: 0:37 → 21.9 (who purchased FROZEN PIZZA in the past 7 days)

0:43 → 25.2 (SEATTLE-TACOMA)

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,000

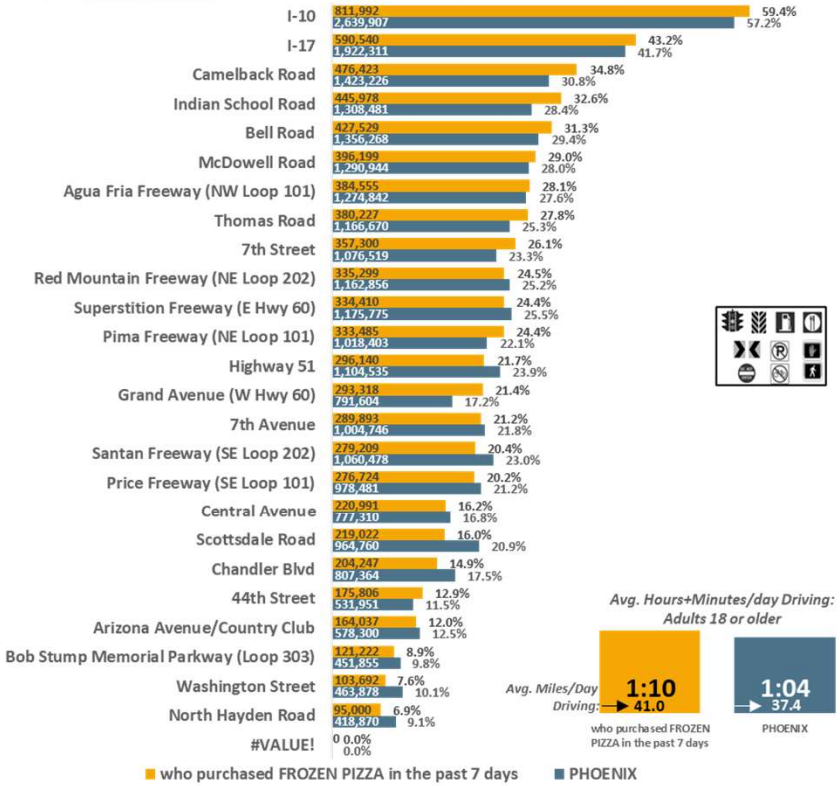
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Food products household used past 7 days (HHLD): Frozen pizza



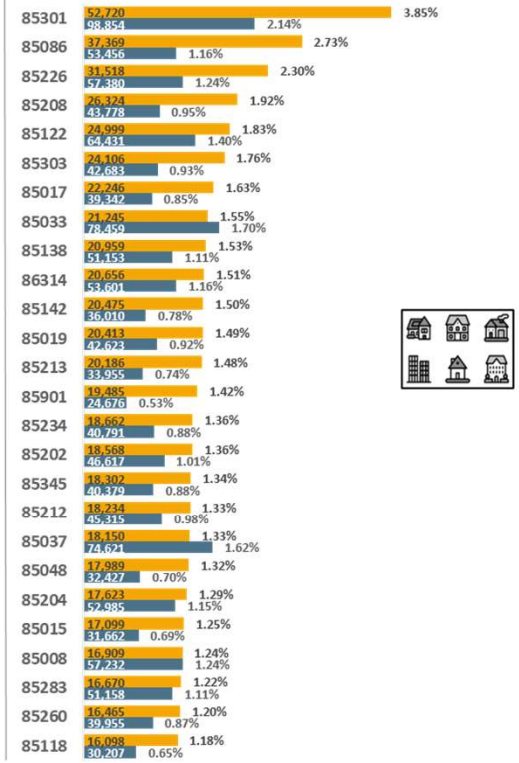
1,231,894 or 90.1% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days spend an average of 70.4 minutes per day driving an average of 41. miles each day and are 25.% more likely to use Grand Avenue (W Hwy 60) than the Metro average.

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

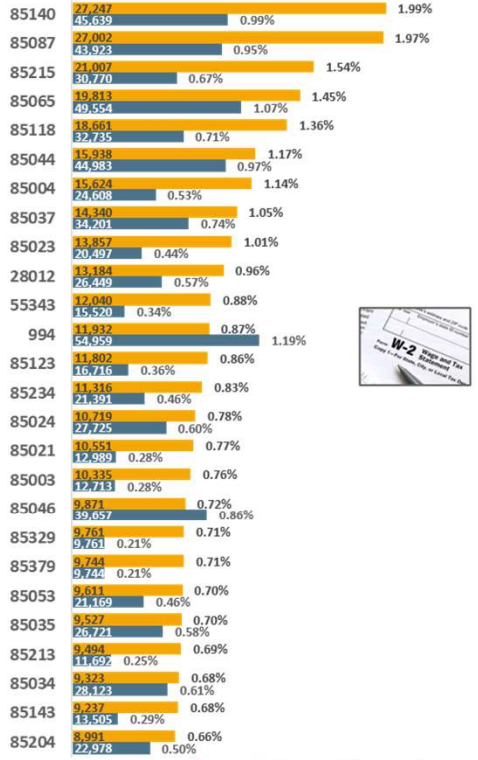


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 627

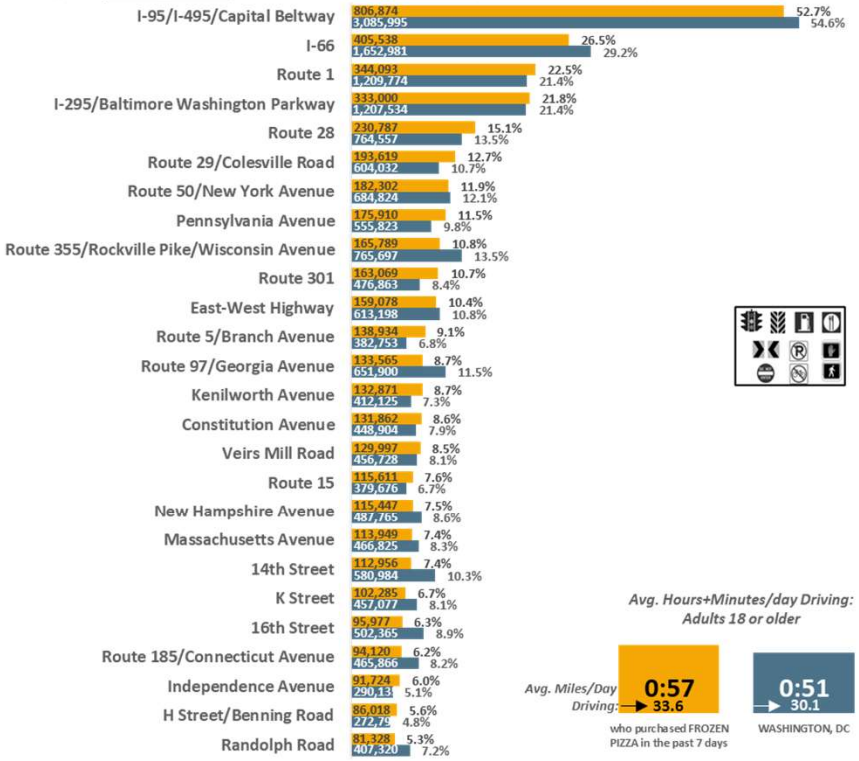
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Food products household used past 7 days (HHLD): Frozen pizza



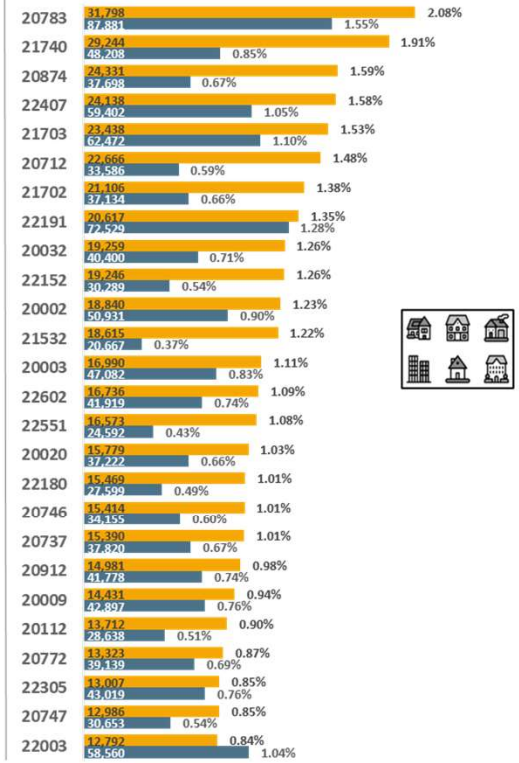
1,353,582 or 88.5% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days spend an average of 57.8 minutes per day driving an average of 33.6 miles each day and are 34.1% more likely to use Route 5/Branch Avenue than the Metro average.

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

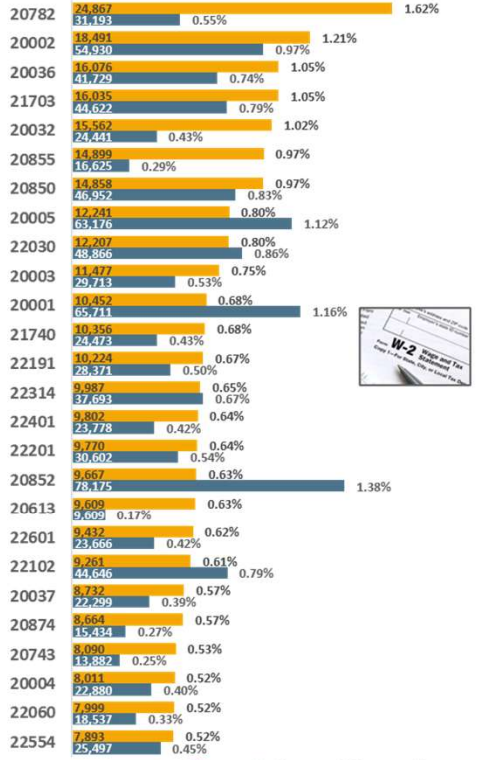


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,369

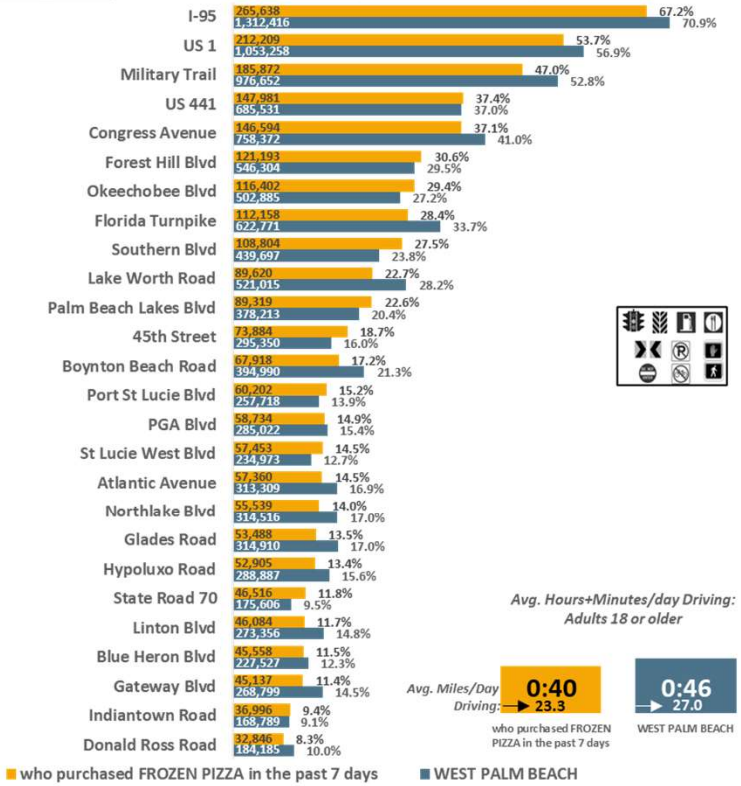
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Food products household used past 7 days (HHLD): Frozen pizza



359,022 or 90.8% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days spend an average of 40.1 minutes per day driving an average of 23.3 miles each day and are 17.1% more likely to use 45th Street than the Metro average.

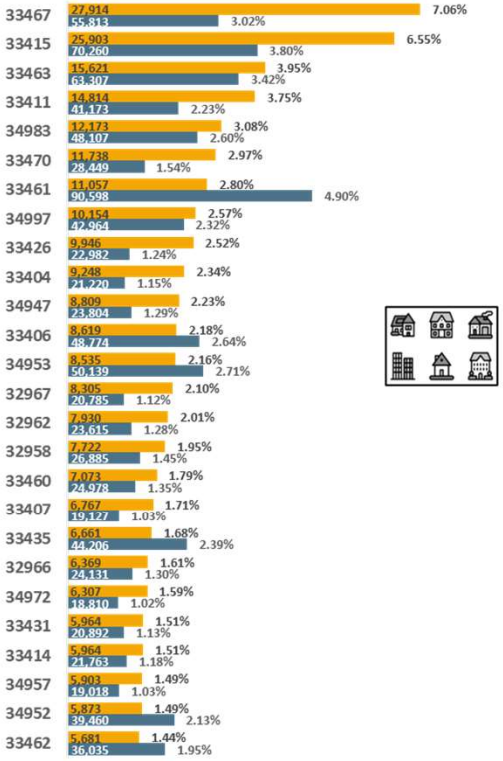
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



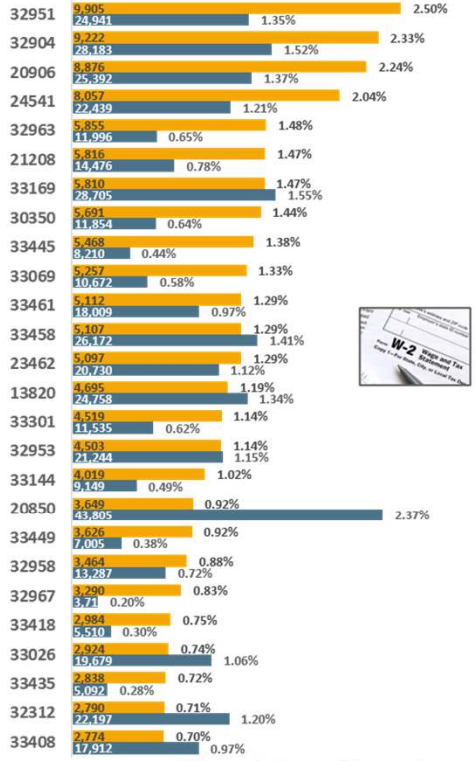
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving:

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



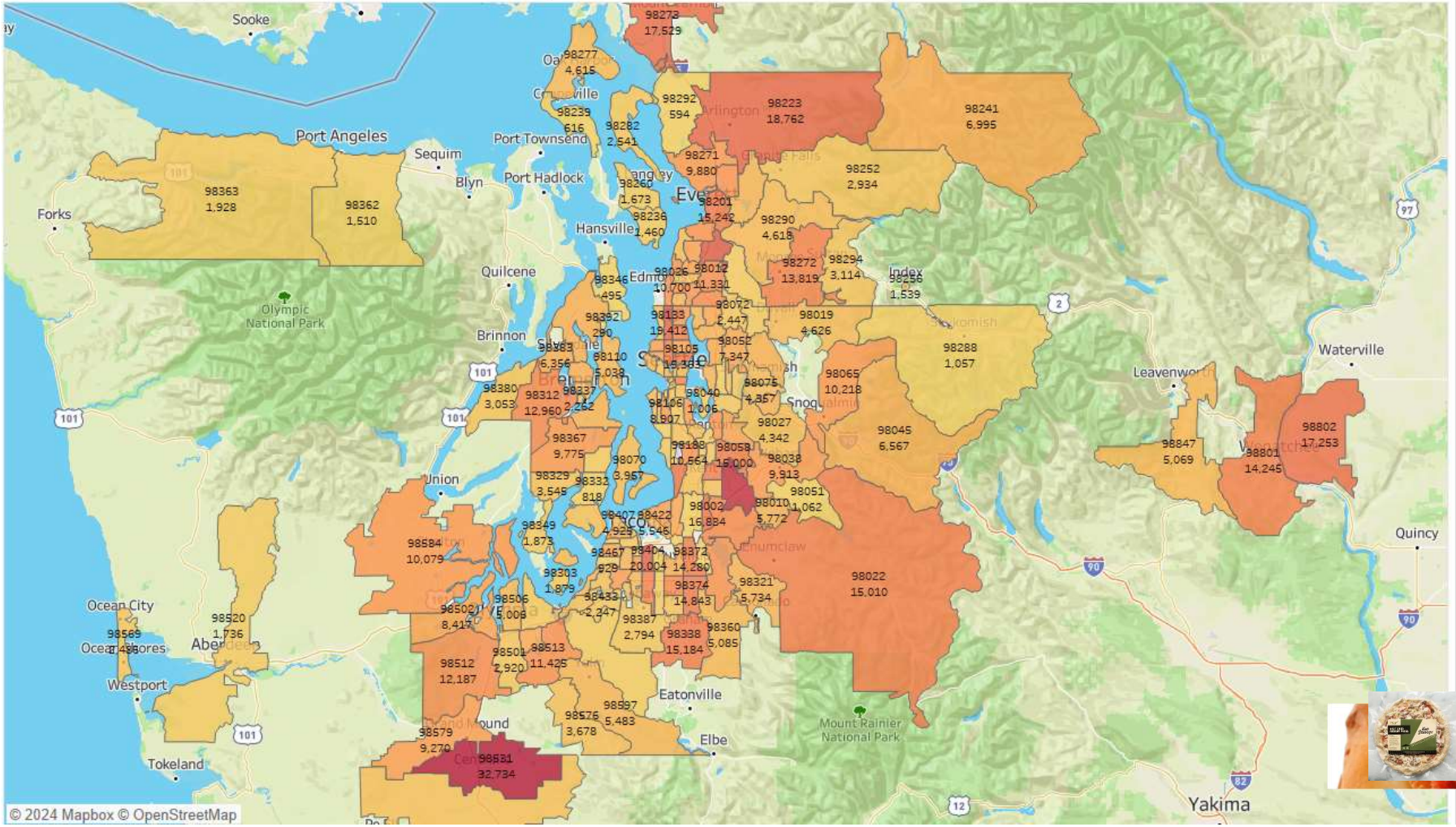
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WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 547

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Food products household used past 7 days (HHLD): Frozen pizza

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



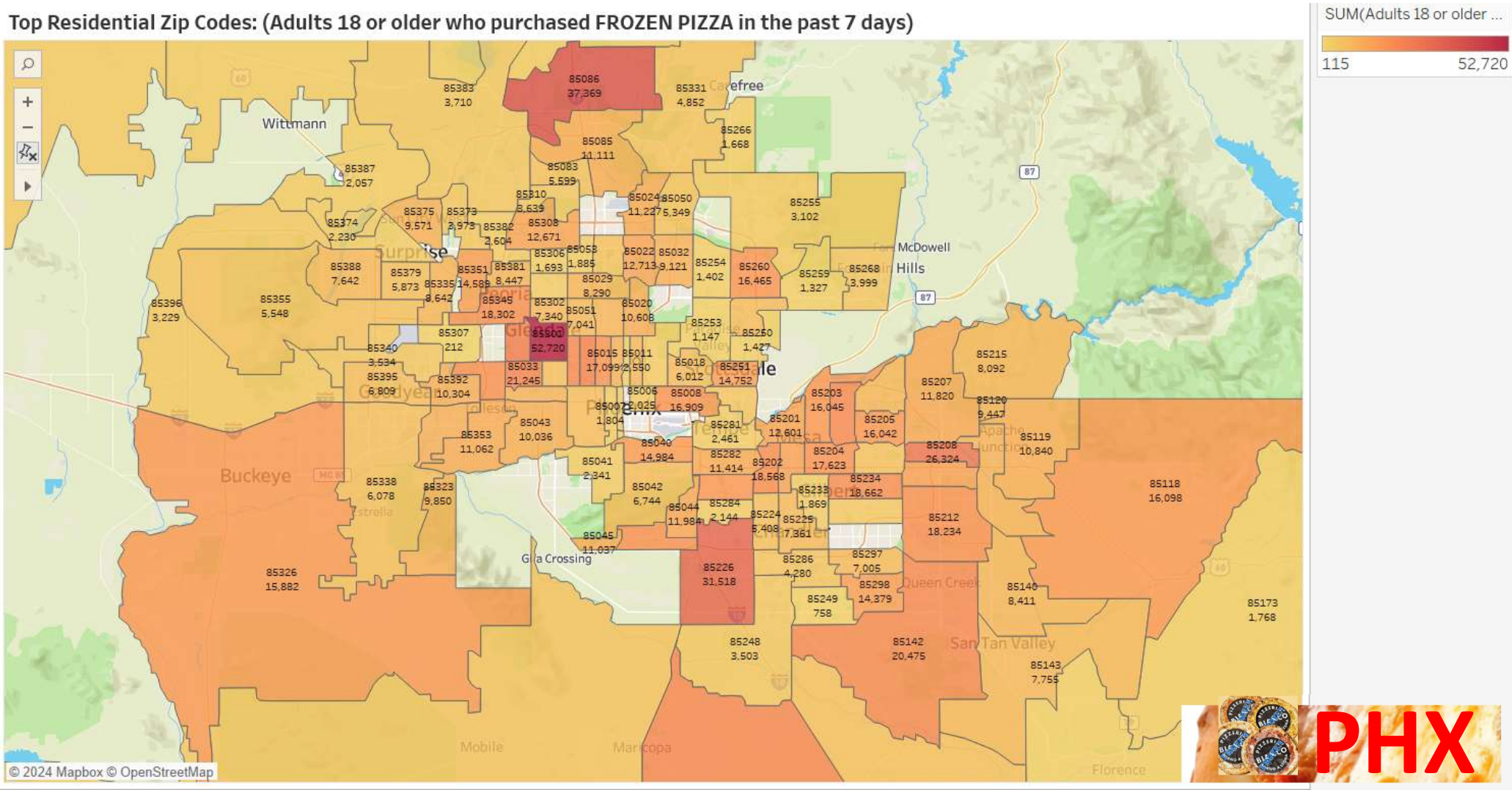
SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,000

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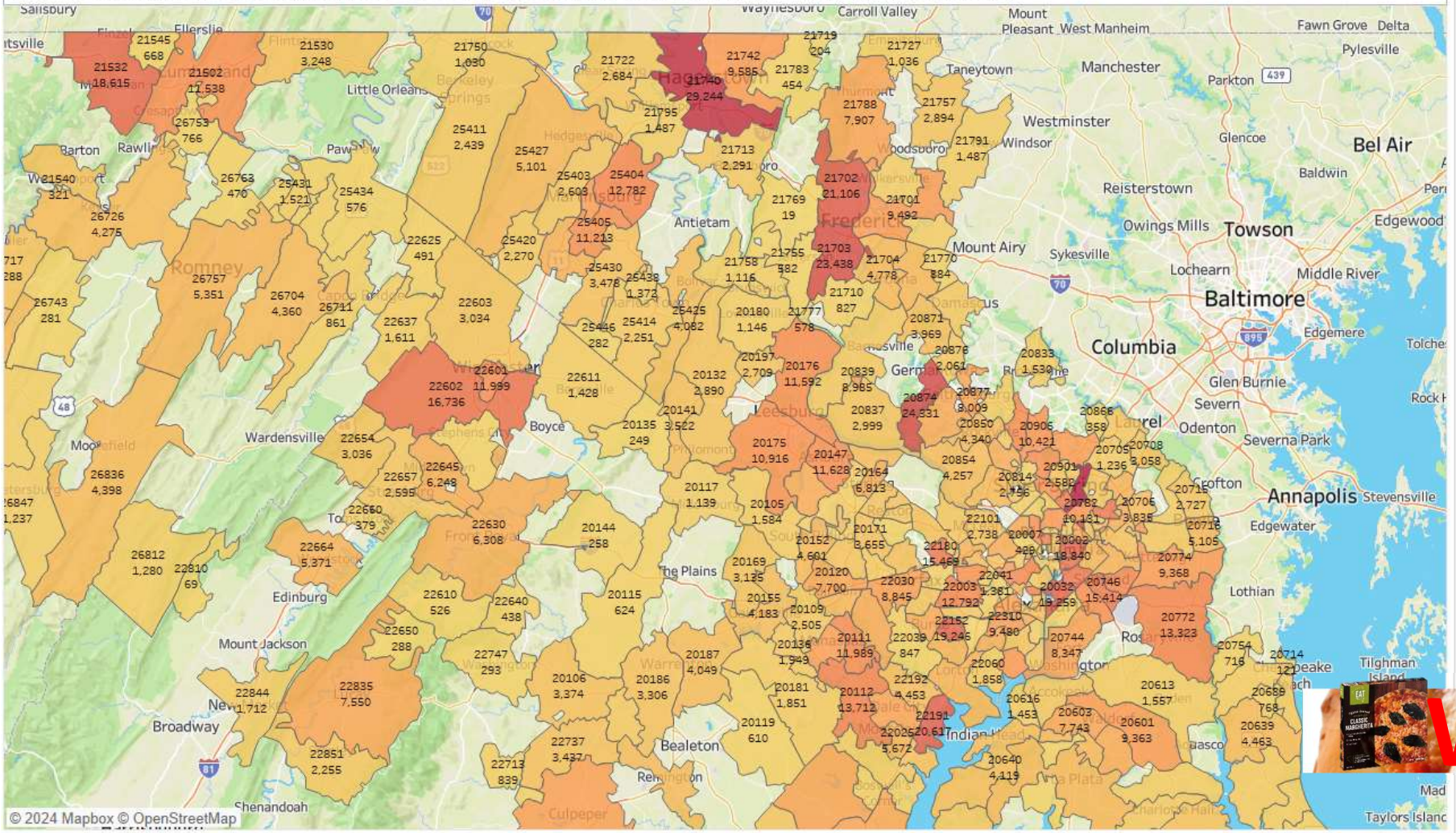
Food products household used past 7 days (HHLD): Frozen pizza

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



Food products household used past 7 days (HHLD): Frozen pizza

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



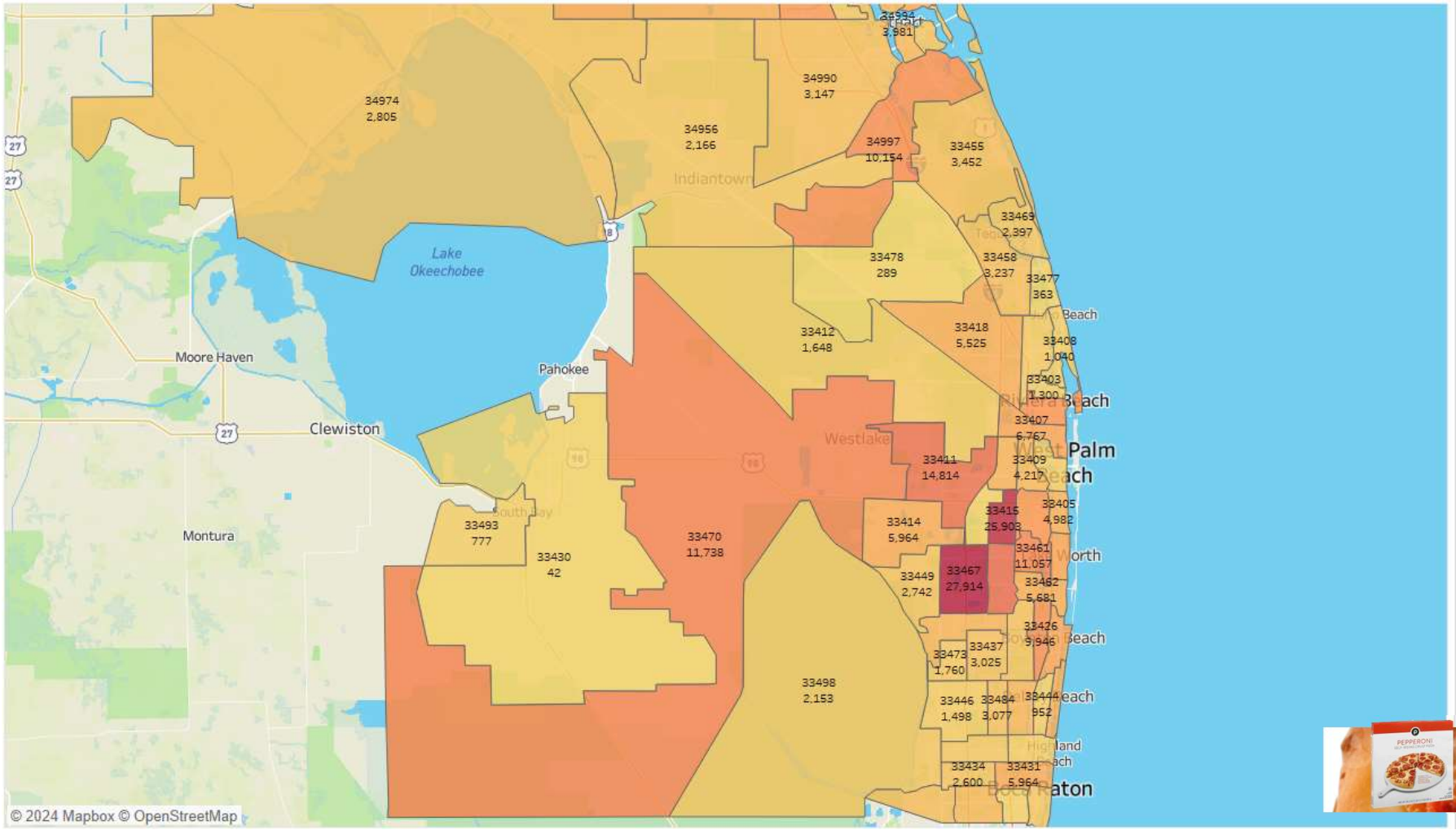
WDC

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Food products household used past 7 days (HHLD): Frozen pizza

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



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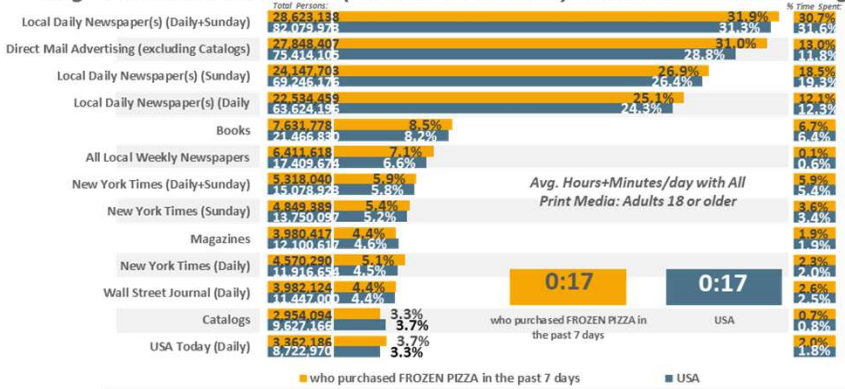
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Food products household used past 7 days (HHLD): Frozen pizza

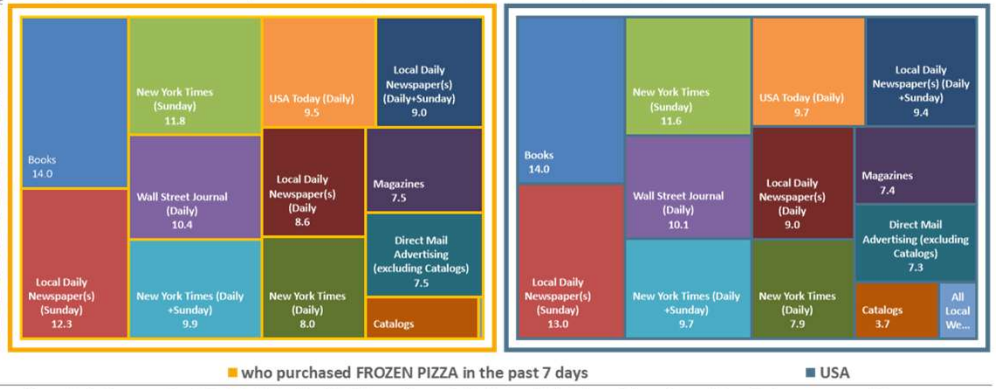


28,623,138 or 31.9% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9. minutes every day representing 32.9% of all time spent daily with All forms of Print Media.

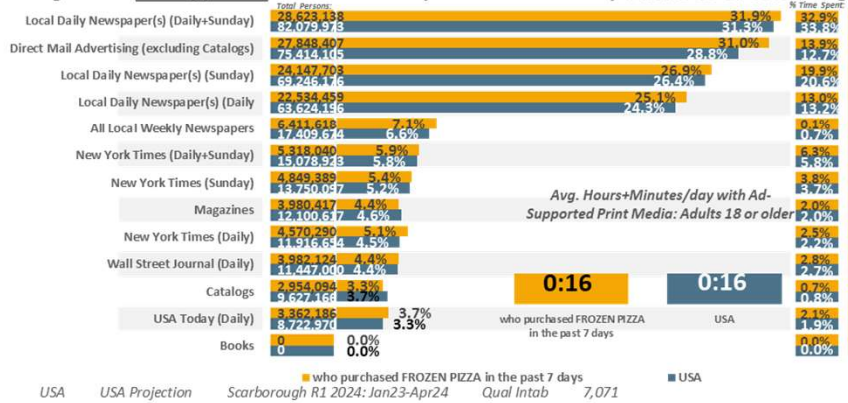
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



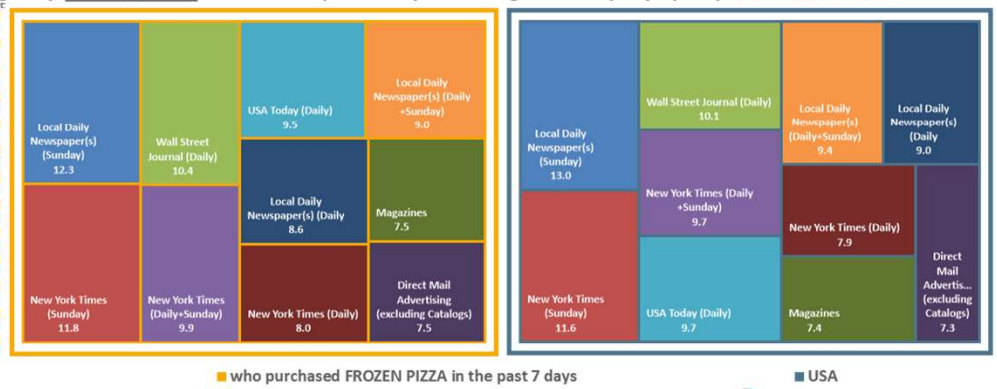
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 7,071

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

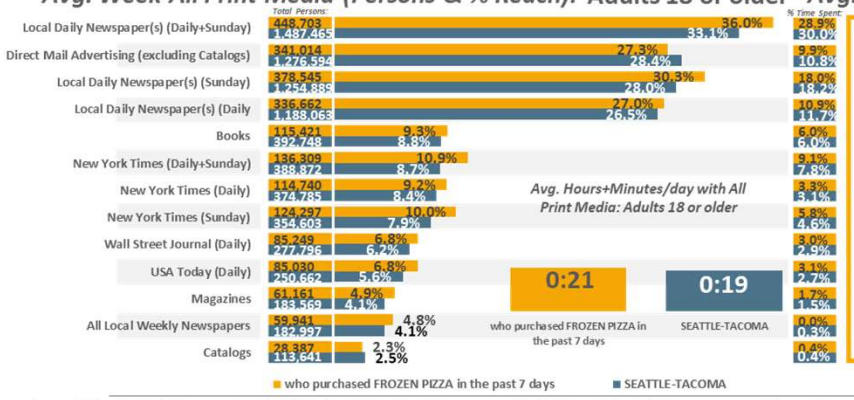
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Food products household used past 7 days (HHLD): Frozen pizza

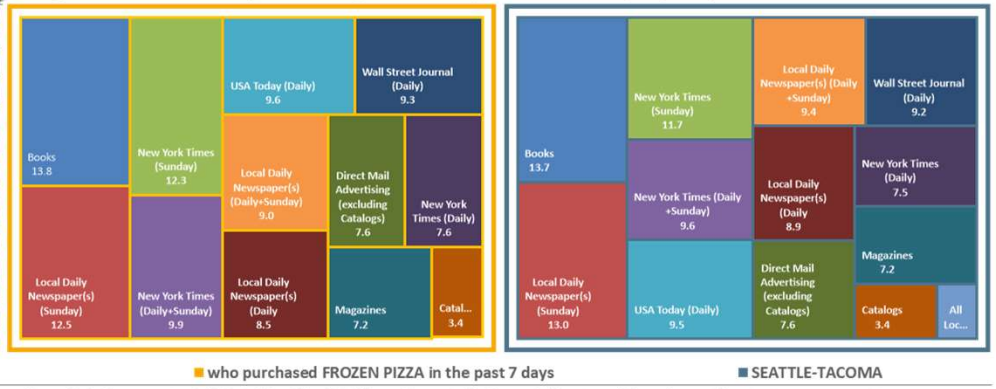


448,703 or 36.% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9. minutes every day representing 30.7% of all time spent daily with All forms of Print Media.

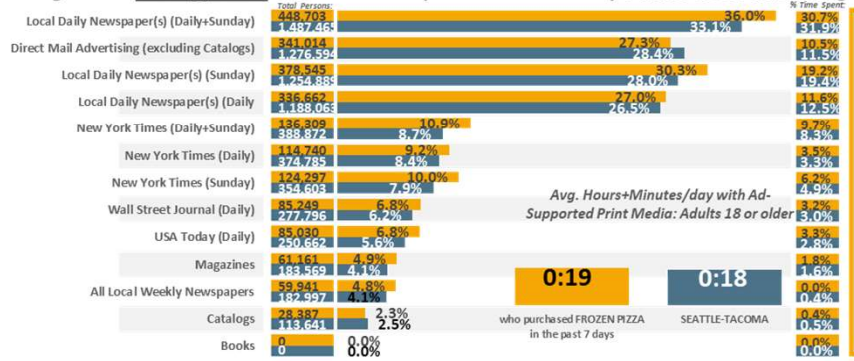
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



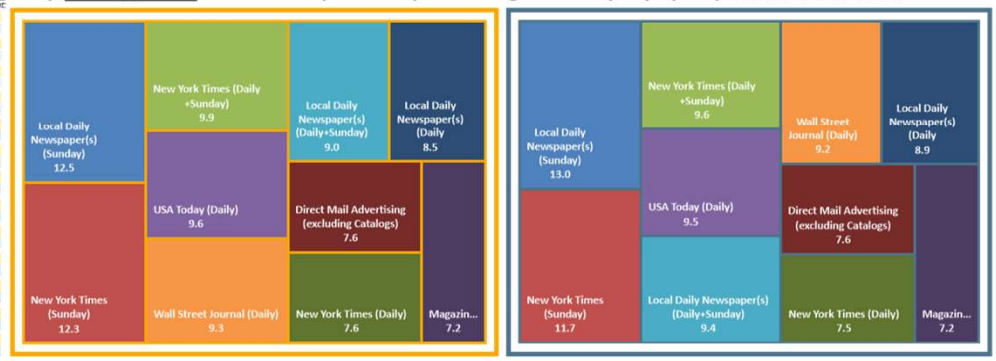
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,000

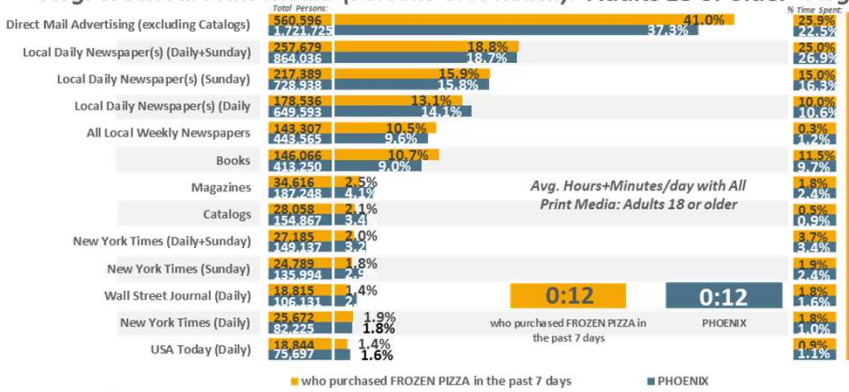
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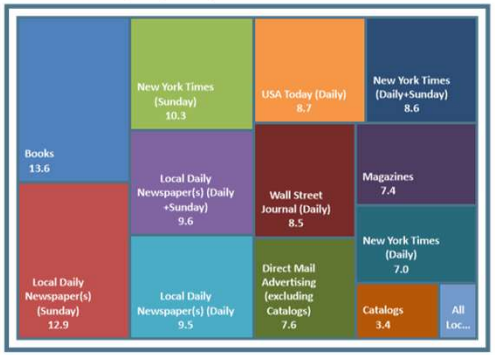
Food products household used past 7 days (HHLD): Frozen pizza

560,596 or 41.% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days read Direct Mail Advertising (excluding Catalogs) for an average of 7.9 minutes every day representing 29.3% of all time spent daily with All forms of Print Media.

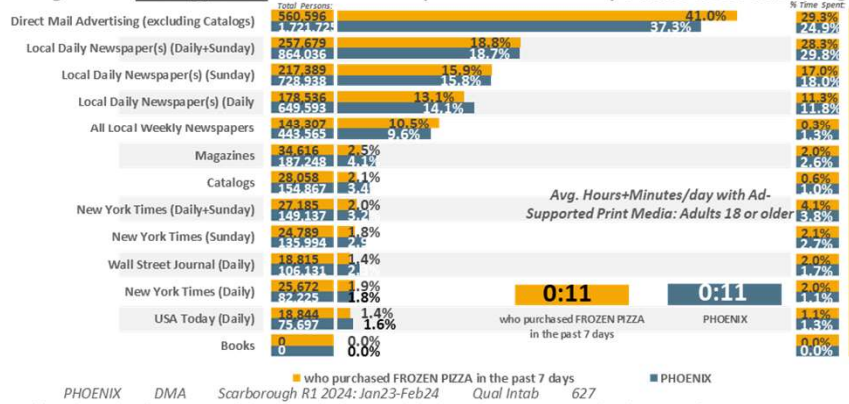
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



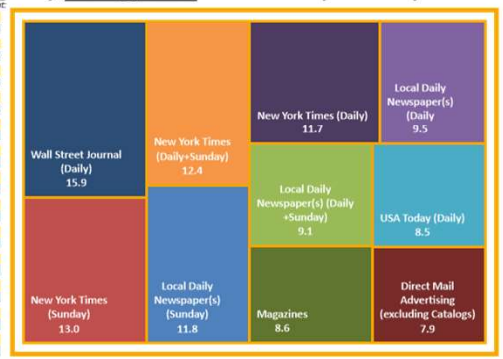


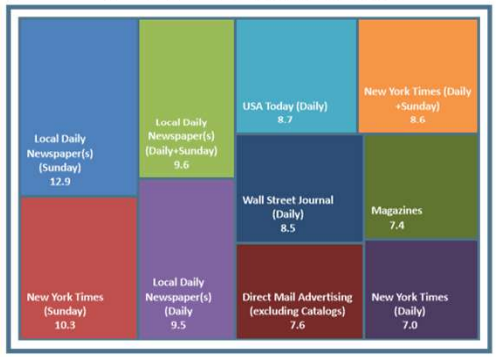


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



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





PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 627

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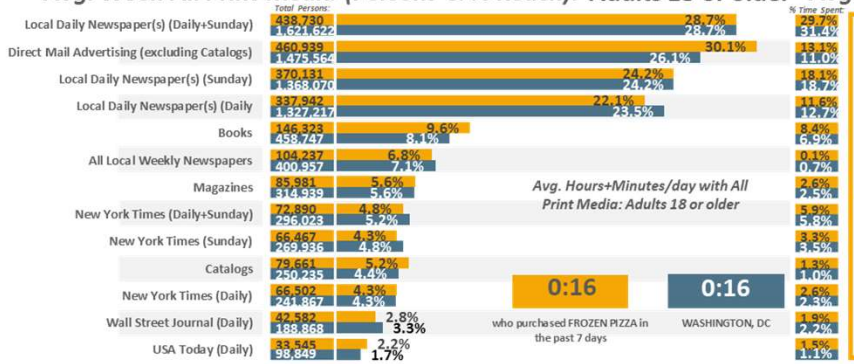
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Food products household used past 7 days (HHLD): Frozen pizza



438,730 or 28.7% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.8 minutes every day representing 32.4% of all time spent daily with All forms of Print Media.

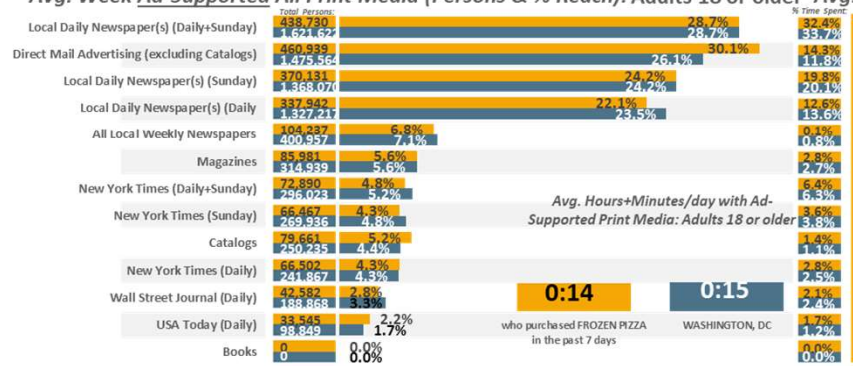
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,369

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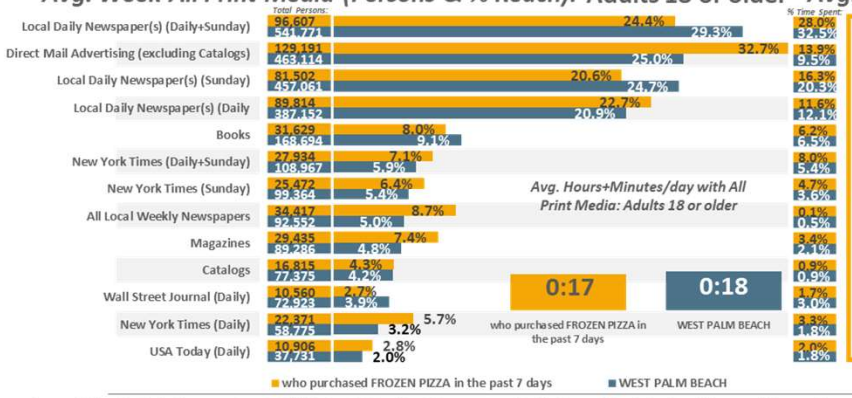
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Food products household used past 7 days (HHLD): Frozen pizza

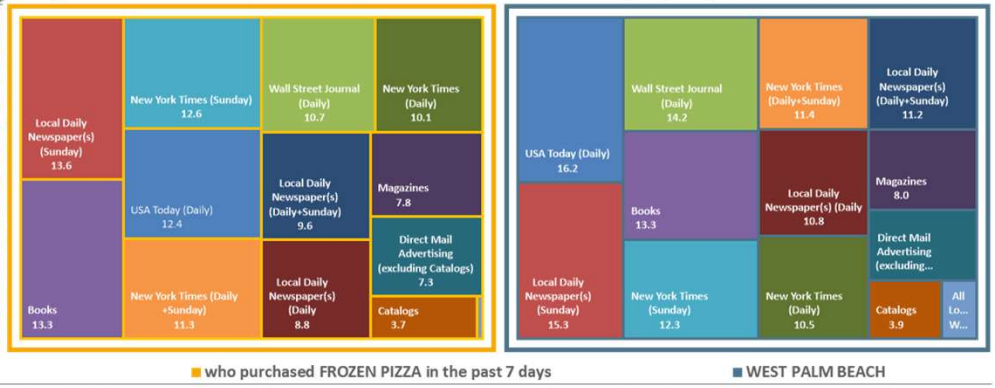


96,607 or 24.4% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.6 minutes every day representing 29.8% of all time spent daily with All forms of Print Media.

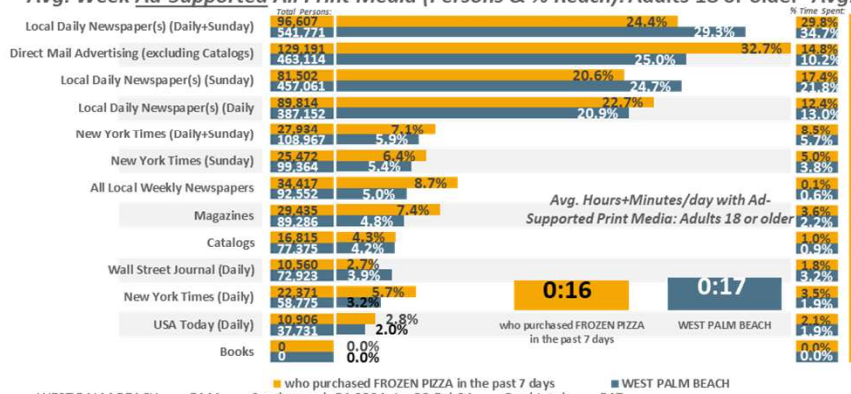
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



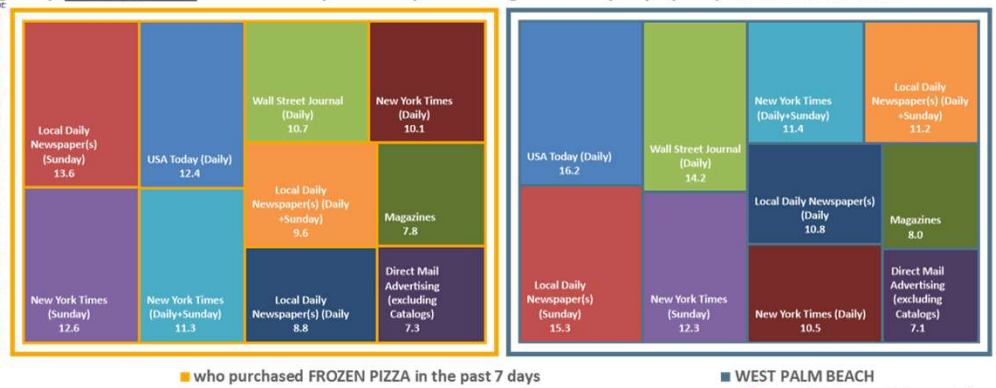
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 547

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Food products household used past 7 days (HHLD): Frozen pizza