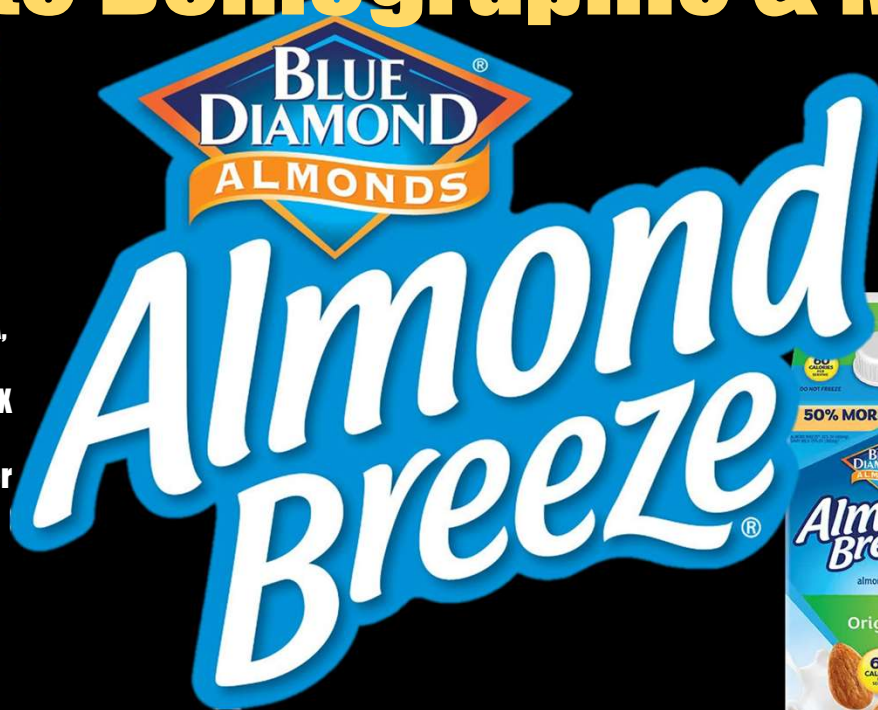


USA+4 DMAs – W25-54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days!

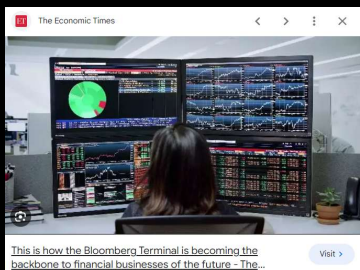
Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA and PHOENIX DMA W25-54 Moms of Children Ages 17 and Younger who Bought DAIRY-FREE Grocery Items in the past 7 days as of August 31, 2025.**



W25-54



Power in Partnership

Blue Diamond Cooperative



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

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





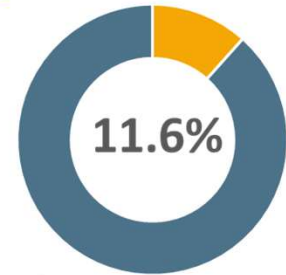
11.6% or 7,449,707 of USA Women 25 - 54 are Moms who Bought DAIRY-FREE Grocery Items in the past 7 days. Typical Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days are 39.3 years old (1.9% younger than average) and have a \$96,242 (3.8% higher than average) annual household income.



Percent of Market: Women 25 - 54



Gender of Target vs. Market: Women 25 - 54



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

%M vs. %F:

Average Age: 0.0
Persons: 0.0%

0.0

Men

Men

39.3

7,449,707

Women

40.0

64,129,908

Women

Total Persons:

7,449,707

56,680,201

Age Cell Demographics of Target vs. Market:

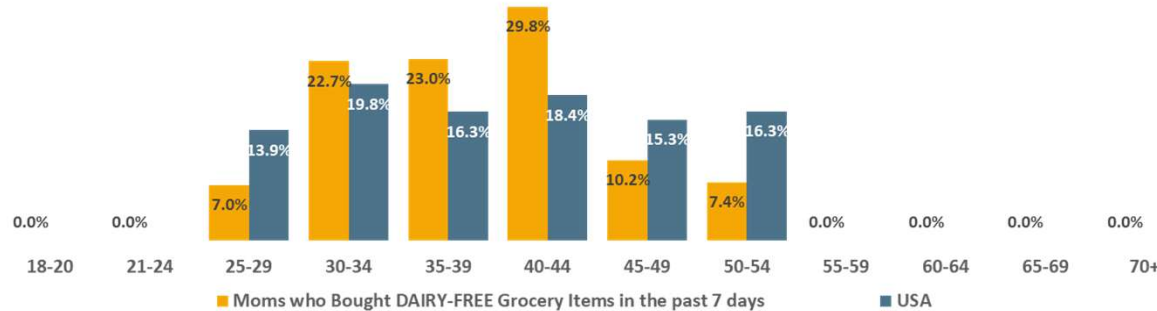
Average Age:

Women 25 - 54

39.3

40.0

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



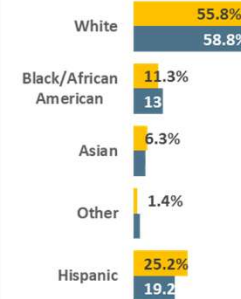
Moms who Bought DAIRY-FREE Grocery Items in the past 7 days

USA

USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 1,353
All Graphs and HBI AI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

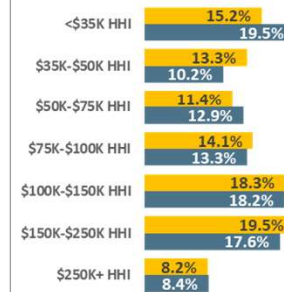
Ethnicity of Target vs. Market:



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



HHI of Target vs. Market:



Avg HHI:

\$96,242

\$92,724

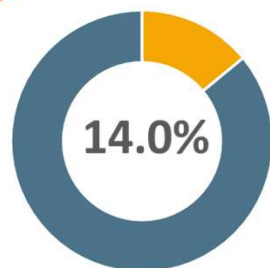
[[[Parent of child under 18: Yes AND Grocery stores shopped past 7 days (HHLD): Any grocery store] AND Food types HHLD bought (HHLD): Dairy-free]]



14.4% or 265,635 of CHI DMA Women 25 - 54 are Moms who Bought DAIRY-FREE Grocery Items in the past 7 days. Typical Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days are 37.9 years old (5.3% younger than average) and have a \$88,411 (13.5% lower than average) annual household income.



Percent of Market: Women 25 - 54



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

Total Persons:

265,635 1,627,203



Gender of Target vs. Market: Women 25 - 54

%M vs. %F:

Average Age: 0.0
Persons: 0.0%

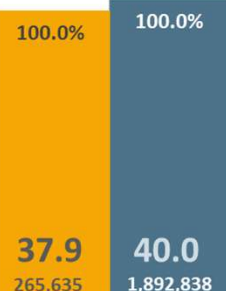
0.0
0.0

Men

Men

Women

Women



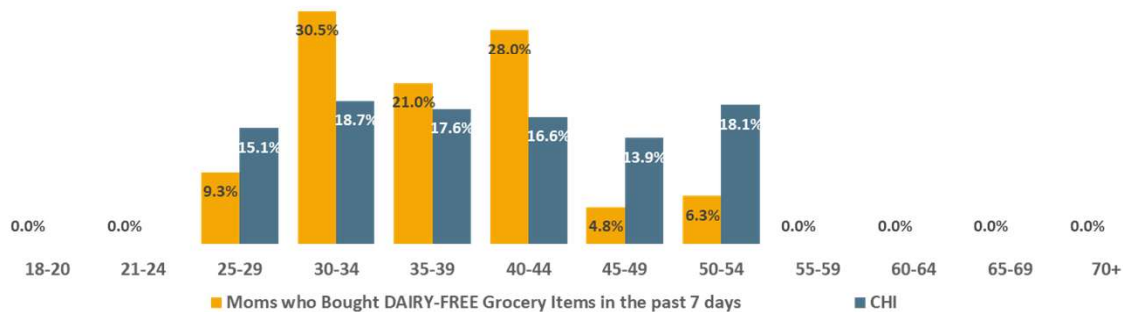
Age Cell Demographics of Target vs. Market:

Average Age:

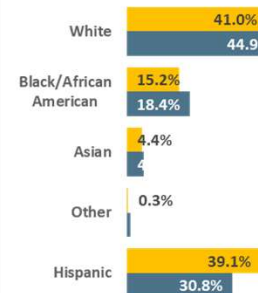
Women 25 - 54

37.9 40.0

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



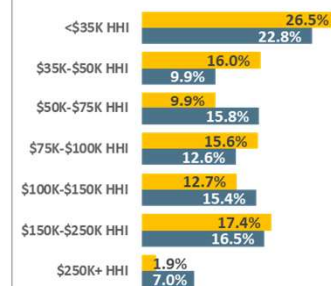
Ethnicity of Target vs. Market:



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



HHI of Target vs. Market:



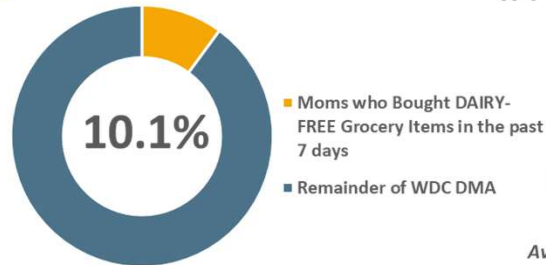
Avg HHI:

\$88,411 \$102,192



10.1% or 149,751 of WDC DMA Women 25 - 54 are Moms who Bought DAIRY-FREE Grocery Items in the past 7 days. Typical Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days are 42. years old (4.4% older than average) and have a \$159,293 (21.2% higher than average) annual household income.

Percent of Market: Women 25 - 54



Total Persons: 149,751 (Moms who Bought DAIRY-FREE Grocery Items in the past 7 days) vs 1,337,139 (Remainder of WDC DMA)



Gender of Target vs. Market: Women 25 - 54

%M vs. %F:

Average Age: 0.0

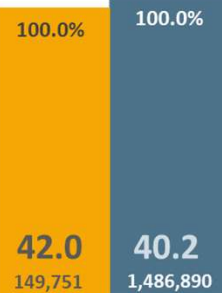
Persons: 0.0

0.0

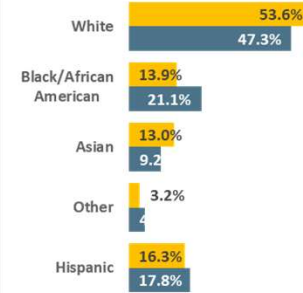
0.0

Men

Men

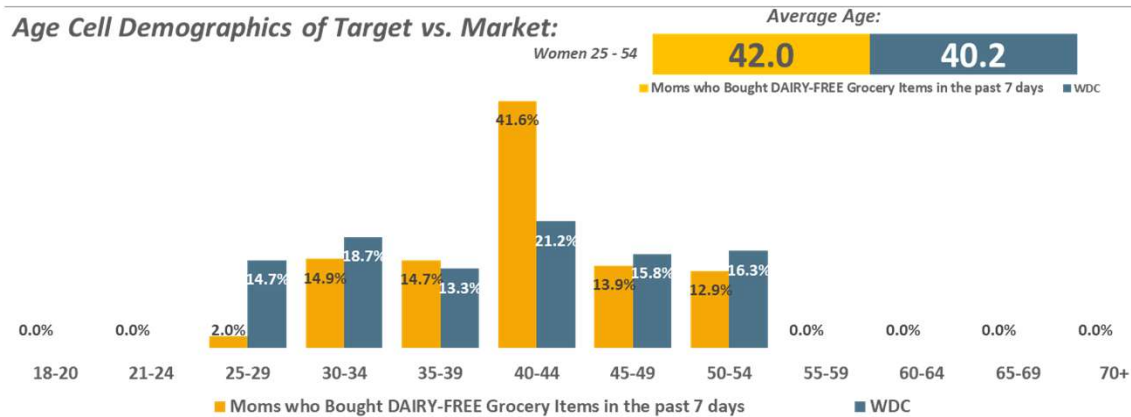


Ethnicity of Target vs. Market:

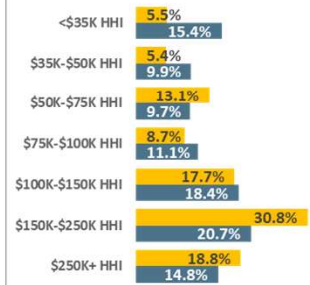


Moms who Bought DAIRY-FREE Grocery Items in the past 7 days WDC

Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

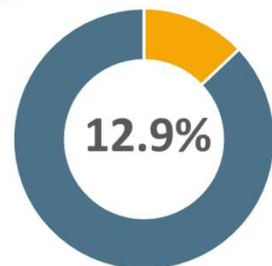


Avg HHI: \$159,293 (Moms who Bought DAIRY-FREE Grocery Items in the past 7 days) vs \$131,451 (WDC)



12.9% or 147,889 of SEA DMA Women 25 - 54 are Moms who Bought DAIRY-FREE Grocery Items in the past 7 days. Typical Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days are 40.1 years old (.6% older than average) and have a \$132,121 (6.8% higher than average) annual household income.

Percent of Market: Women 25 - 54



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

Total Persons:

147,889 995,486



Gender of Target vs. Market: Women 25 - 54

%M vs. %F:

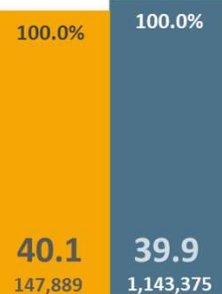
Average Age: 0.0
Persons: 0.0%

0.0
0.0%

Men

0.0

Men

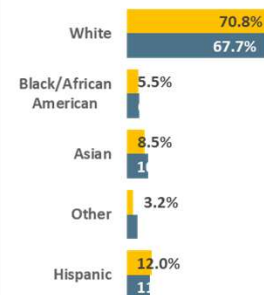


Women



Women

Ethnicity of Target vs. Market:



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

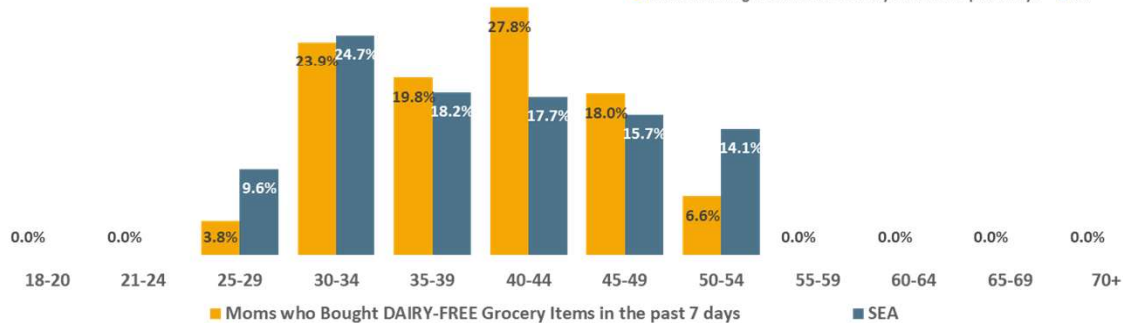
Age Cell Demographics of Target vs. Market:

Average Age:

Women 25 - 54

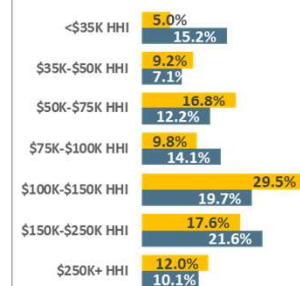


■ Moms who Bought DAIRY-FREE Grocery Items in the past 7 days ■ SEA



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

HHI of Target vs. Market:



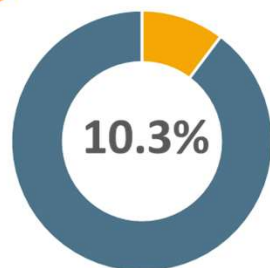
Avg HHI: \$132,121 \$123,737



10.3% or 116,415 of PHX DMA Women 25 - 54 are Moms who Bought DAIRY-FREE Grocery Items in the past 7 days. Typical Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days are 37.9 years old (4.8% younger than average) and have a \$91,707 (6.9% lower than average) annual household income.



Percent of Market: Women 25 - 54



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

Total Persons:

116,415 1,017,107



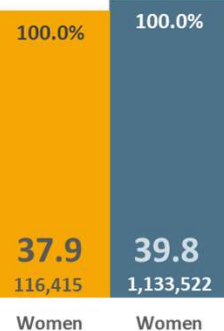
Gender of Target vs. Market: Women 25 - 54

%M vs. %F:

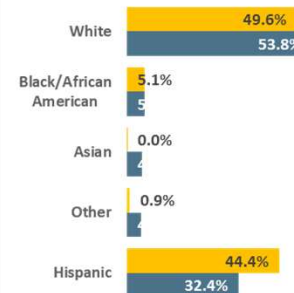
Average Age: 0.0
Persons: 0.0

0.0

0.0



Ethnicity of Target vs. Market:



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

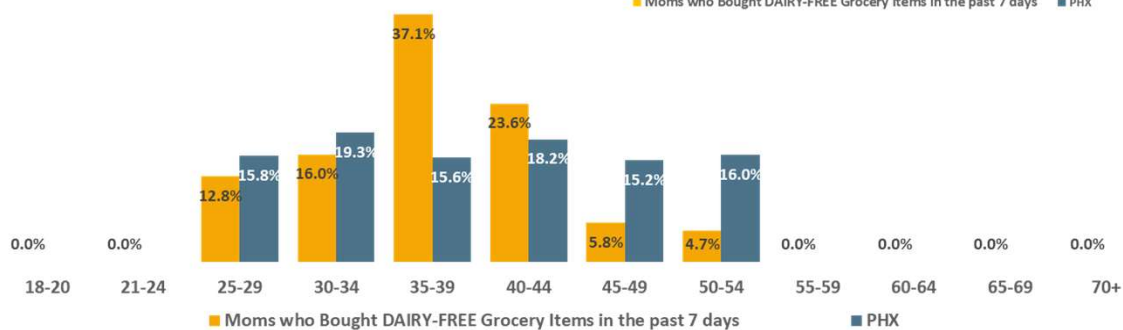
Age Cell Demographics of Target vs. Market:

Average Age:

Women 25 - 54

37.9 39.8

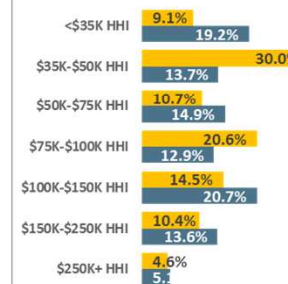
■ Moms who Bought DAIRY-FREE Grocery Items in the past 7 days ■ PHX



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



HHI of Target vs. Market:



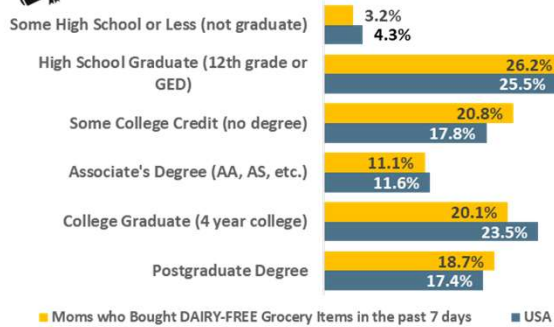
Avg HHI: \$91,707 \$98,544



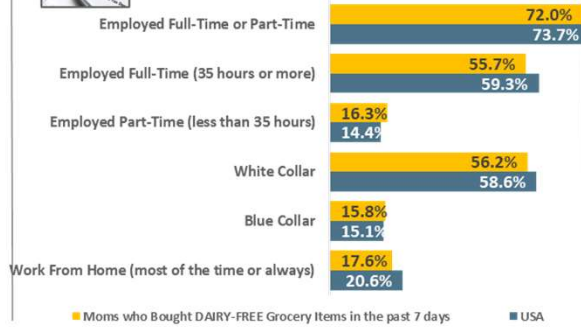
11.6% or 7,449,707 of USA Women 25 - 54 are Moms who Bought DAIRY-FREE Grocery Items in the past 7...
Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days are 5.% less likely to be a college graduate, 6.2% less likely to work full-time, 24.9% more likely to be married, 109.2% more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



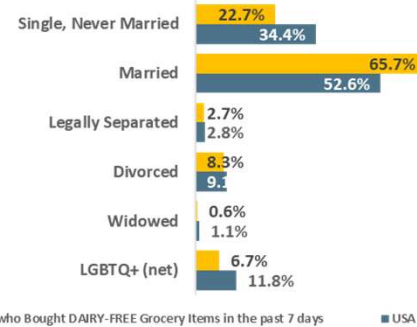
Education Levels: Women 25 - 54



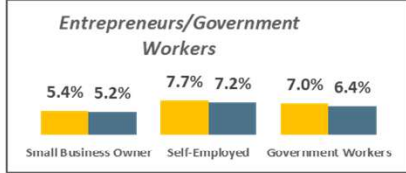
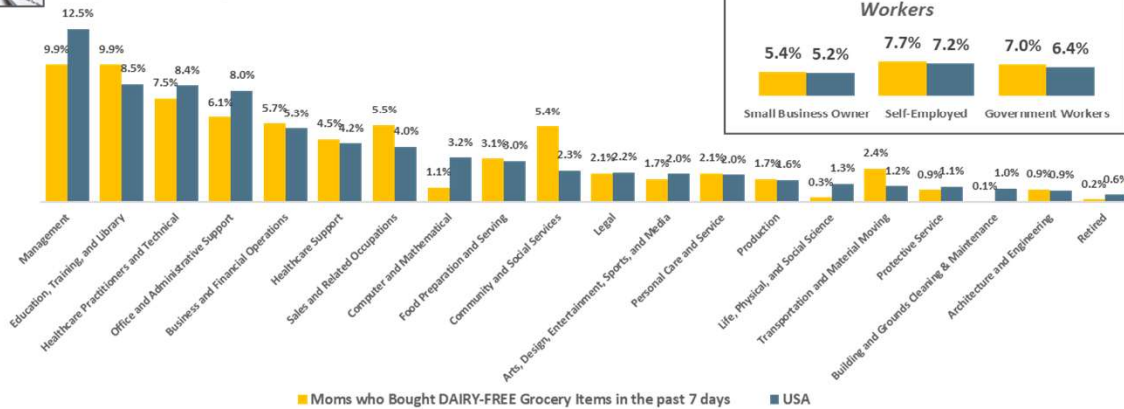
Employment: Women 25 - 54



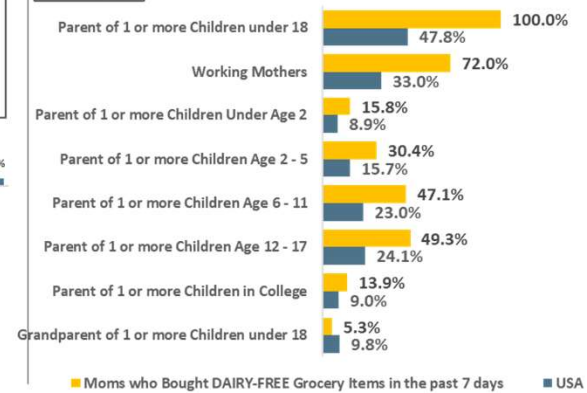
Marital Status: Women 25 - 54



Top-20 Occupations: Women 25 - 54



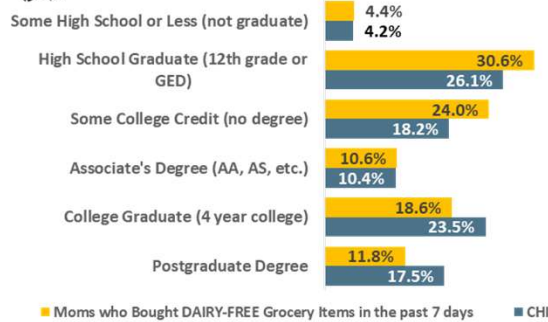
Stage in Life: Women 25 - 54



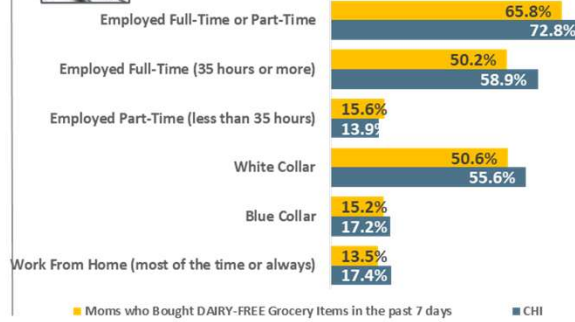


14.4% or 265,635 of CHI DMA Women 25 - 54 are Moms who Bought DAIRY-FREE Grocery Items in the past 7...
 Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days are 26.1% less likely to be a college graduate, 14.8% less likely to work full-time, 20.6% more likely to be married, 106.3% more likely to be a parent of 1 or more children under 1

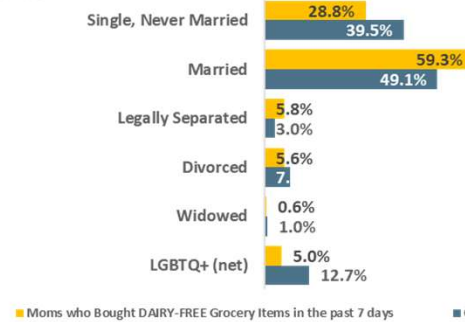
Education Levels: Women 25 - 54



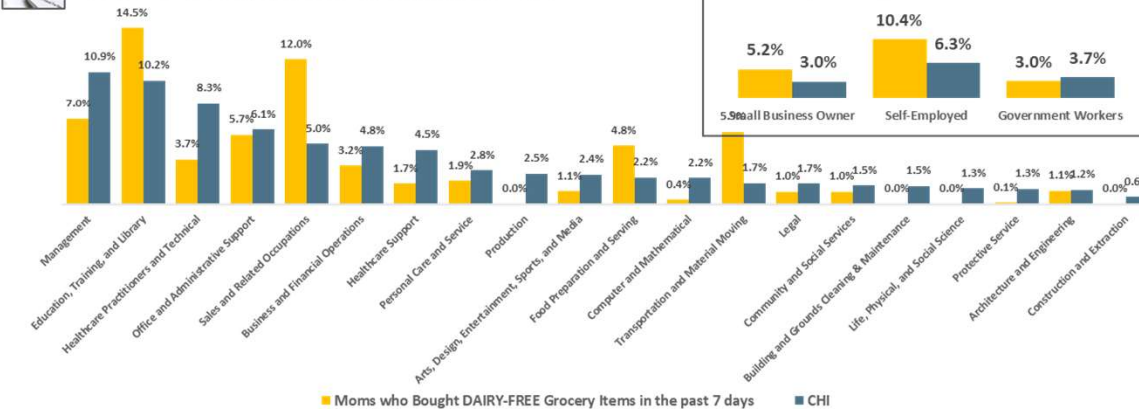
Employment: Women 25 - 54



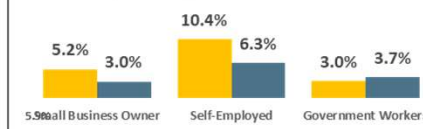
Marital Status: Women 25 - 54



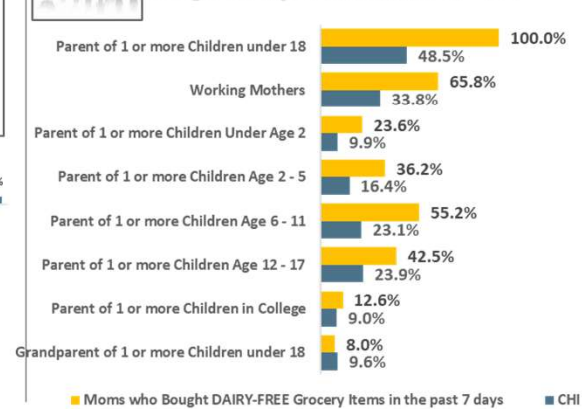
Top-20 Occupations: Women 25 - 54



Entrepreneurs/Government Workers



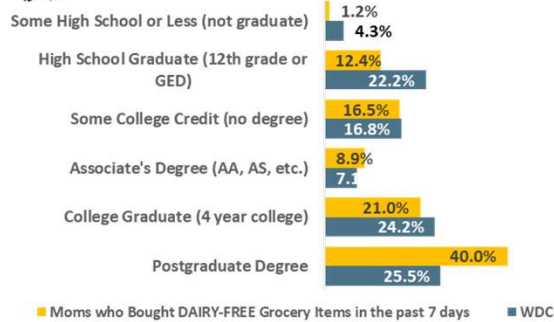
Stage in Life: Women 25 - 54



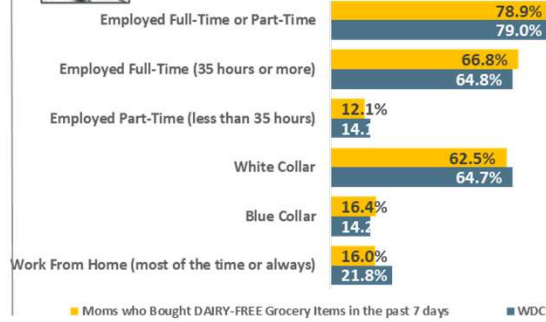


10.1% or 149,751 of WDC DMA Women 25 - 54 are Moms who Bought DAIRY-FREE Grocery Items in the past...
 Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days are 22.9% more likely to be a college graduate, 3.% more likely to work full-time, 34.6% more likely to be married, 124.7% more likely to be a parent of 1 or more children under 18.

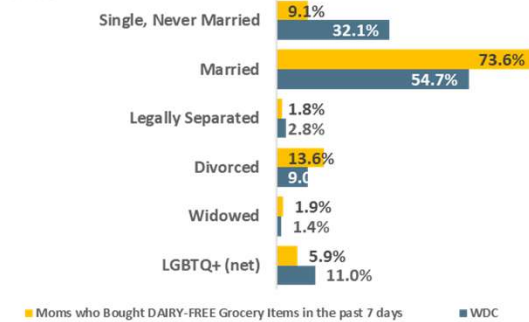
Education Levels: Women 25 - 54



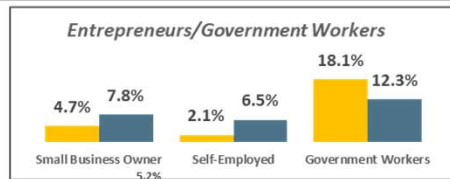
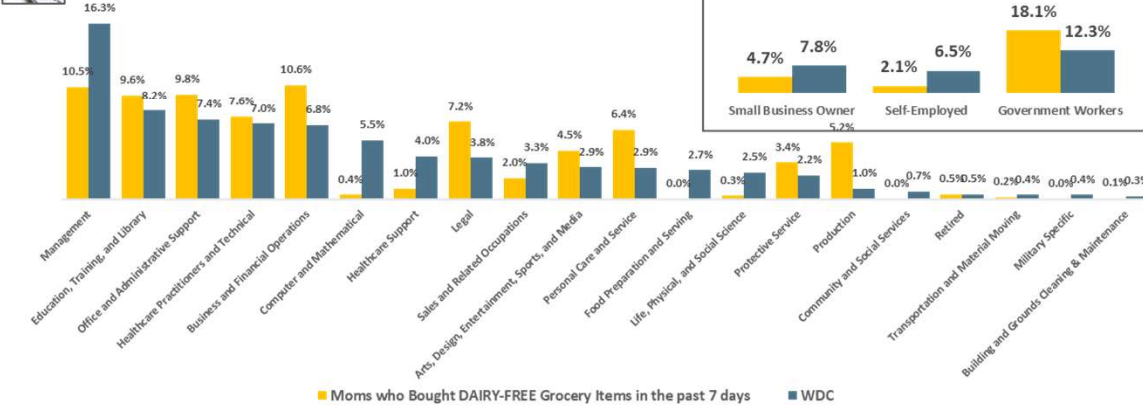
Employment: Women 25 - 54



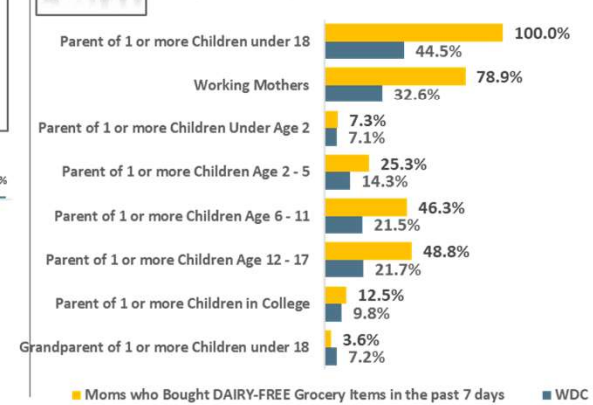
Marital Status: Women 25 - 54



Top-20 Occupations: Women 25 - 54



Stage in Life: Women 25 - 54

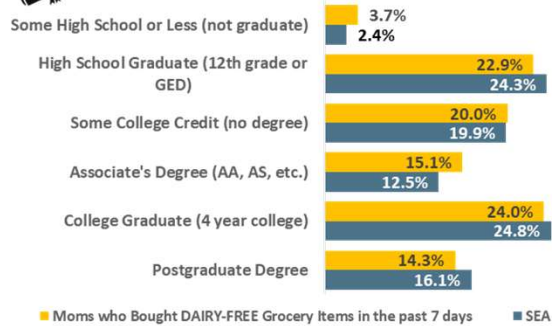




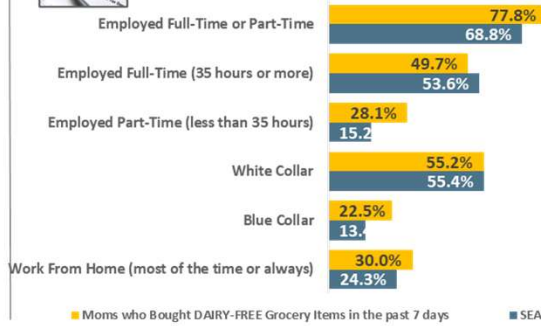
12.9% or 147,889 of SEA DMA Women 25 - 54 are Moms who Bought DAIRY-FREE Grocery Items in the past...
 Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days are 6.3% less likely to be a college graduate, 7.3% less likely to work full-time, 30.1% more likely to be married, 113.3% more likely to be a parent of 1 or more children under 18.



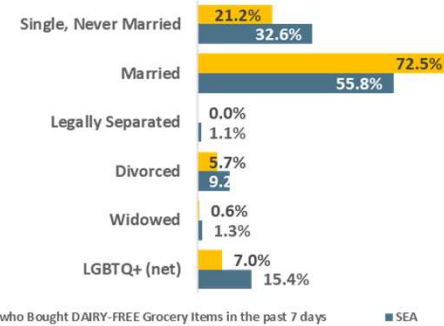
Education Levels: Women 25 - 54



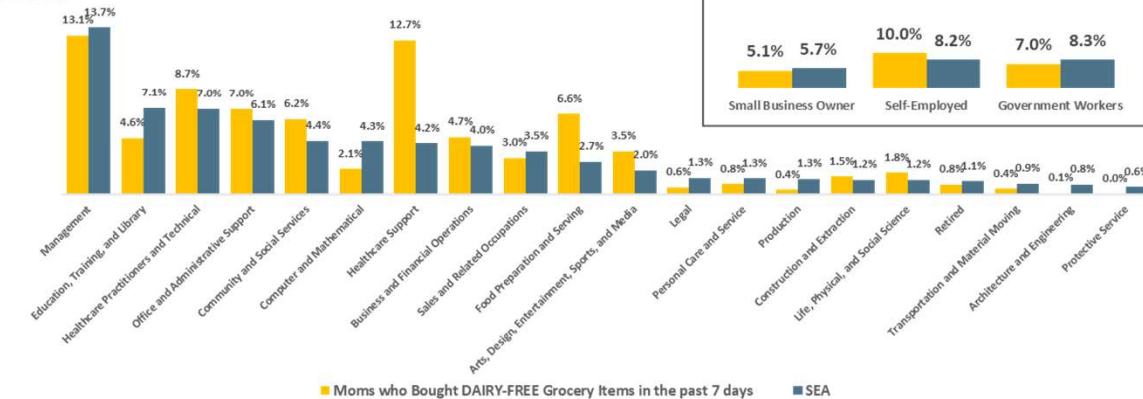
Employment: Women 25 - 54



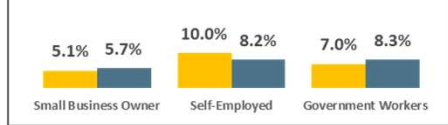
Marital Status: Women 25 - 54



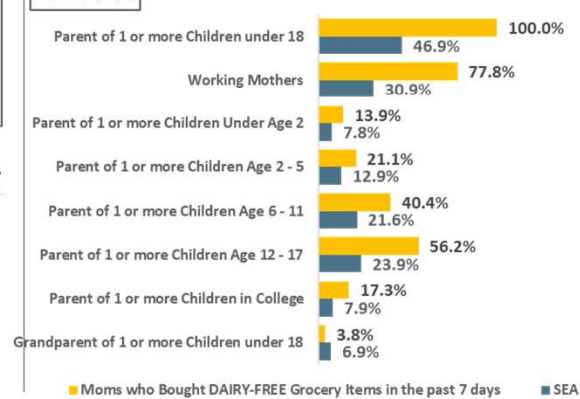
Top-20 Occupations: Women 25 - 54



Entrepreneurs/Government Workers



Stage in Life: Women 25 - 54

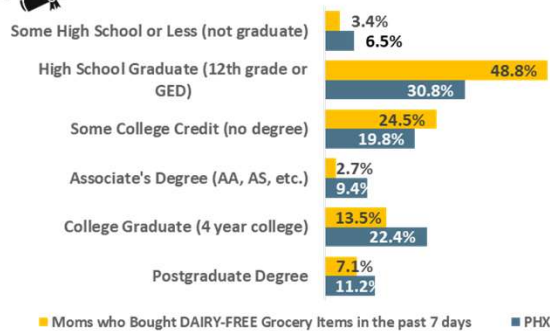




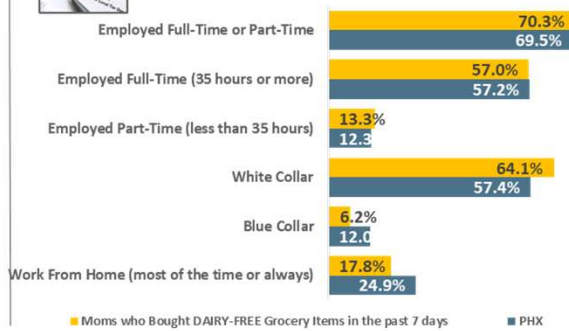
10.3% or 116,415 of PHX DMA Women 25 - 54 are Moms who Bought DAIRY-FREE Grocery Items in the past... Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days are 38.6% less likely to be a college graduate, .4% less likely to work full-time, 26.2% more likely to be married, 111.6% more likely to be a parent of 1 or more children under 18.



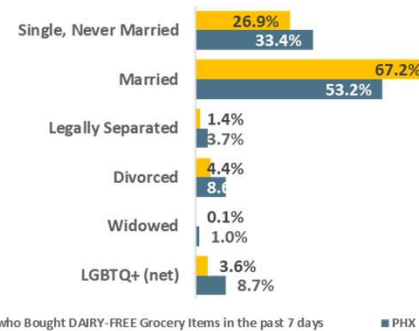
Education Levels: Women 25 - 54



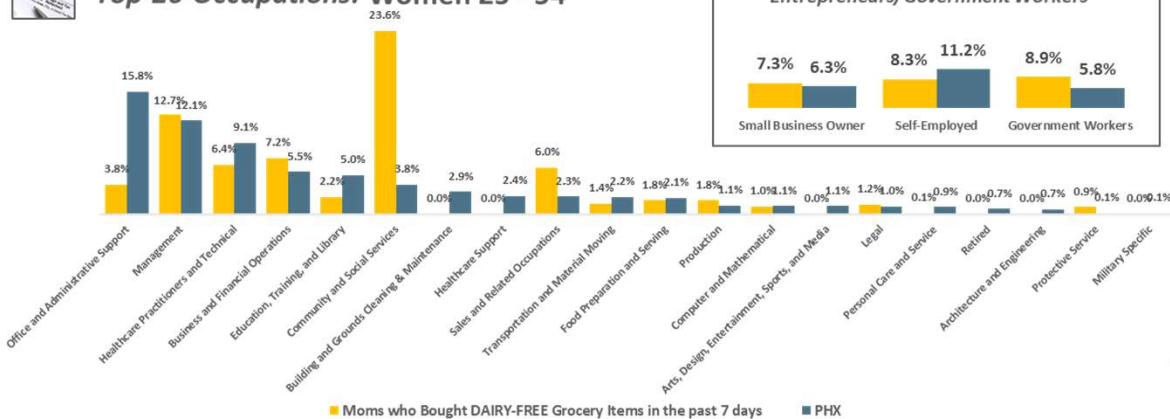
Employment: Women 25 - 54



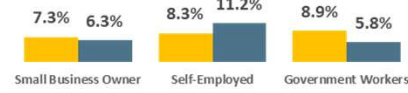
Marital Status: Women 25 - 54



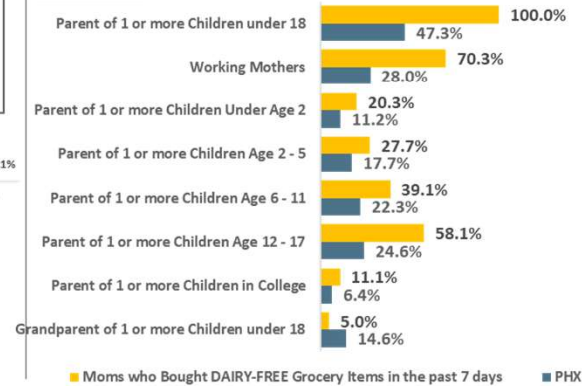
Top-20 Occupations: Women 25 - 54



Entrepreneurs/Government Workers



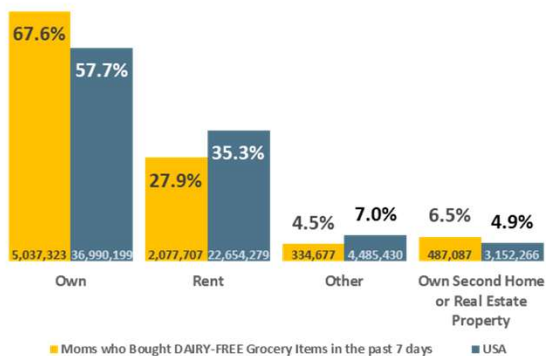
Stage in Life: Women 25 - 54



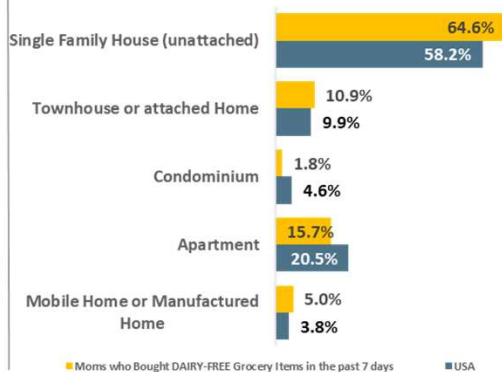


11.6% or 7,449,707 of USA Women 25 - 54 are Moms who Bought DAIRY-FREE Grocery Items in the past 7 days. Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days are 17.2% more likely to own their home, 19.2% more likely to own a higher valued home, 11.1% more likely to have a single-family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

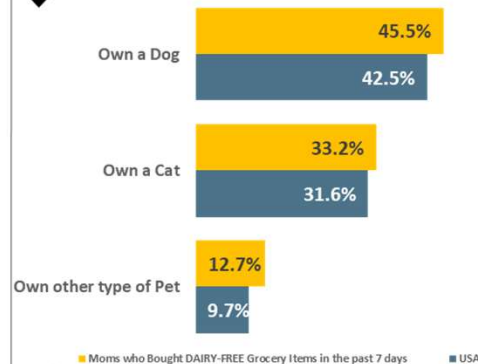
Own/Rent/Other: Women 25 - 54



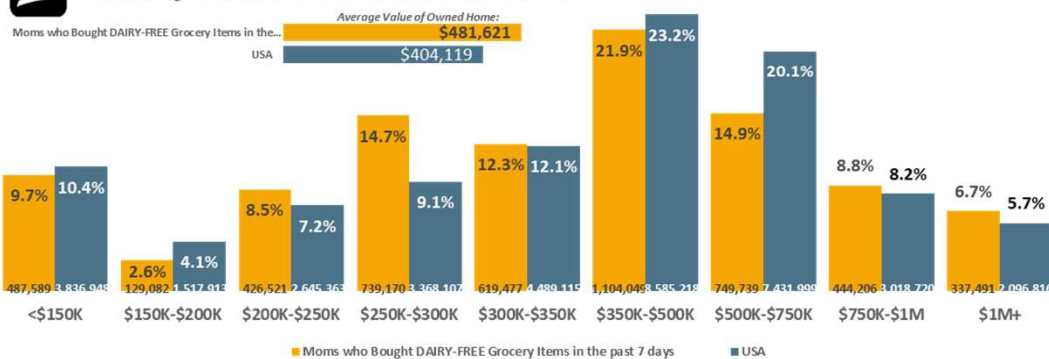
Type of Home: Women 25 - 54



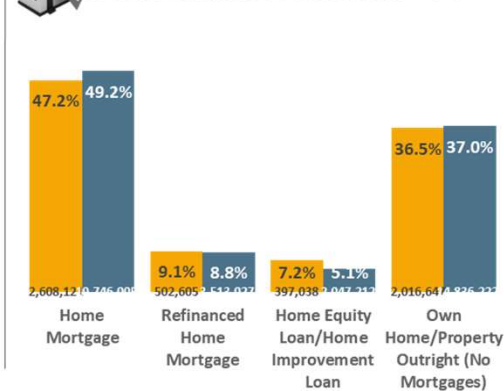
Pets in Home: Women 25 - 54



Value of Owned Home: Women 25 - 54



Home Loans: Women 25 - 54



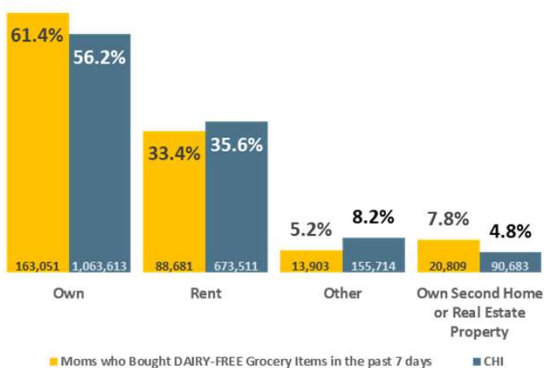
USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 1,353
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[[(Parent of child under 18: Yes AND Grocery stores shopped past 7 days (HHLD): Any grocery store) AND Food types HHLD bought (HHLD): Dairy-free]]

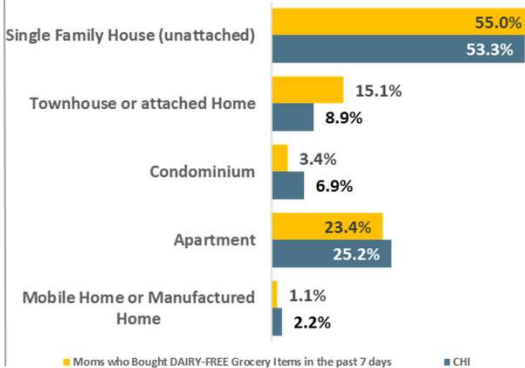


14.4% or 265,635 of CHI DMA Women 25 - 54 are Moms who Bought DAIRY-FREE Grocery Items in the past 7... Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days are 9.2% more likely to own their home, 6.8% more likely to own a lower valued home, 3.3% more likely to have a single-family home, 30.8% less likely to have a dog.

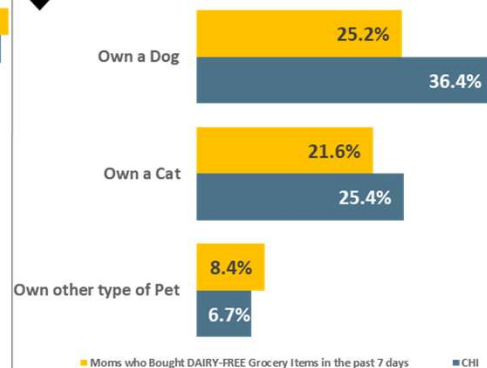
Own/Rent/Other: Women 25 - 54



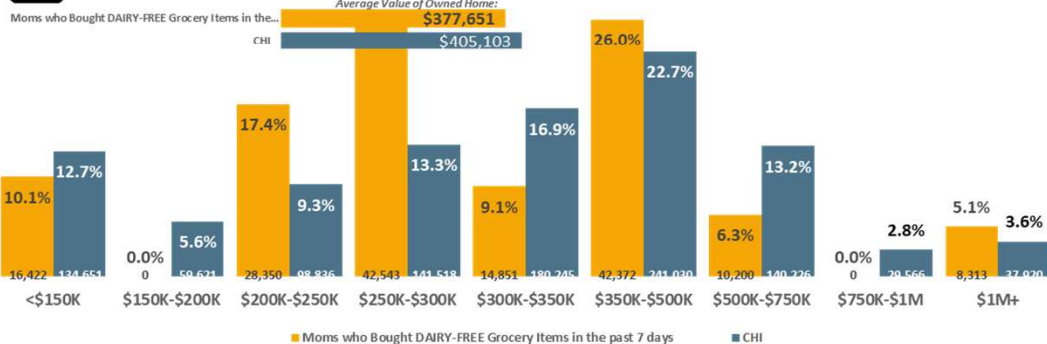
Type of Home: Women 25 - 54



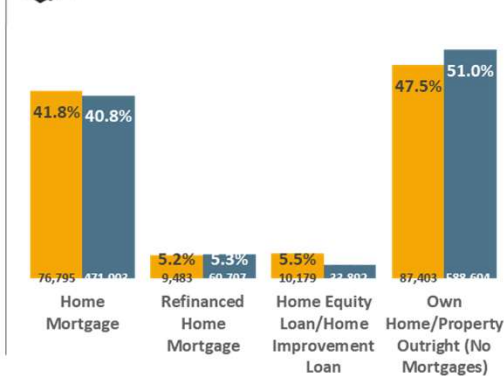
Pets in Home: Women 25 - 54



Value of Owned Home: Women 25 - 54

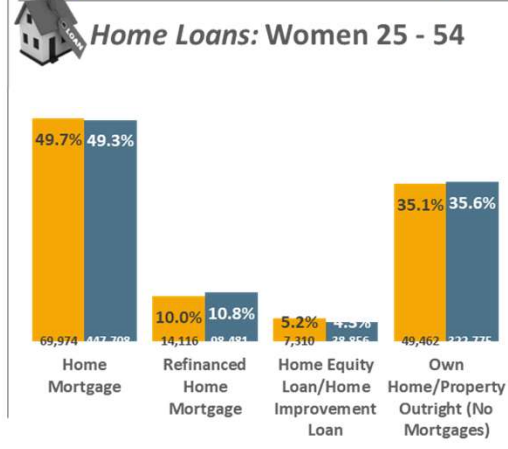
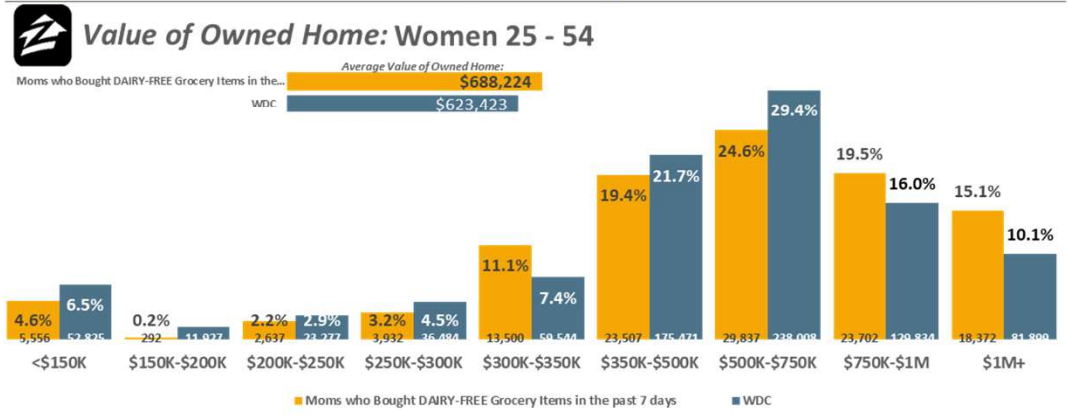
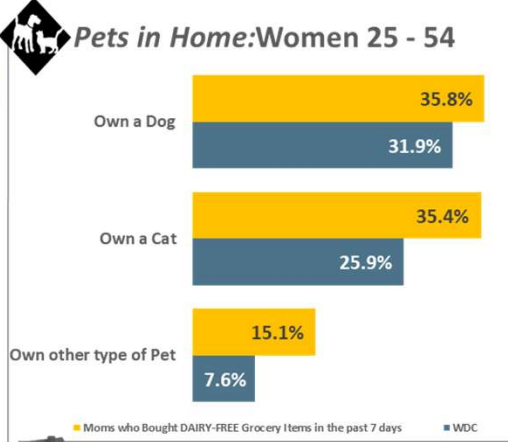
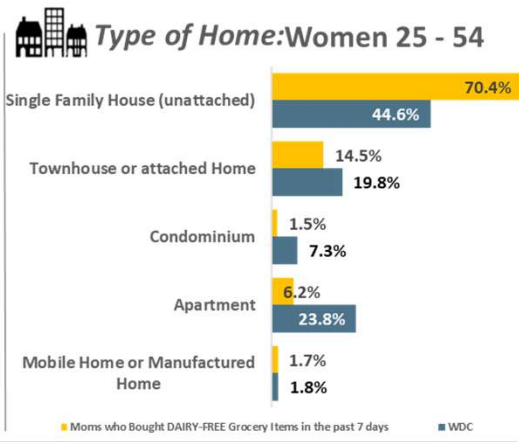
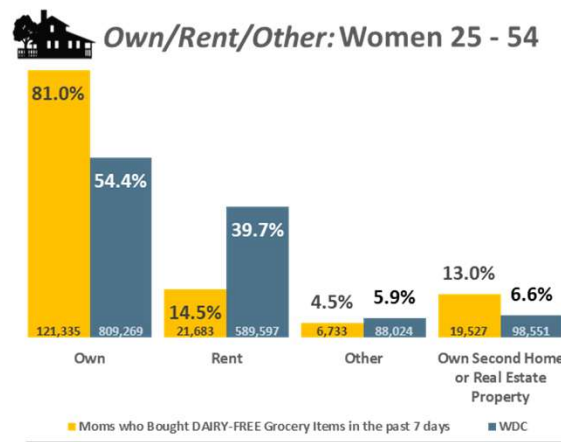


Home Loans: Women 25 - 54





10.1% or 149,751 of WDC DMA Women 25 - 54 are Moms who Bought DAIRY-FREE Grocery Items in the past 7... Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days are 48.9% more likely to own their home, 10.4% more likely to own a higher valued home, 57.8% more likely to have a single-family home, 12.1% more likely to have a dog.

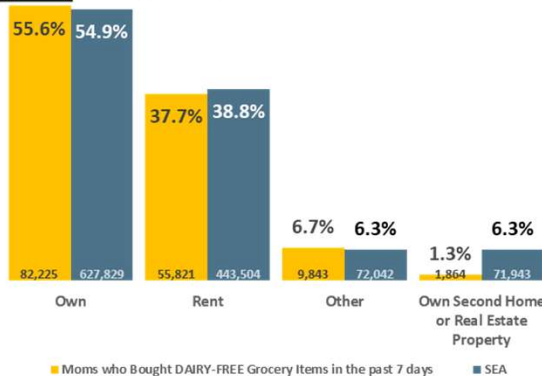


[[Parent of child under 18: Yes AND Grocery stores shopped past 7 days (HHLD): Any grocery store] AND Food types HHLD bought (HHLD): Dairy-free]]

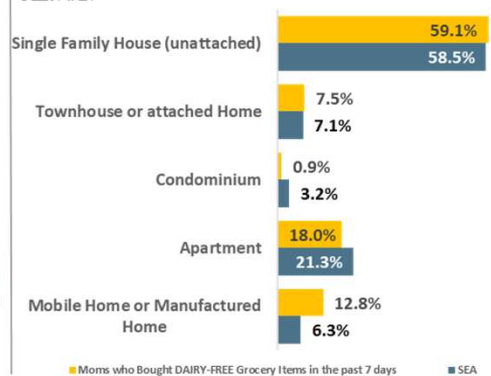


12.9% or 147,889 of SEA DMA Women 25 - 54 are Moms who Bought DAIRY-FREE Grocery Items in the past 7... Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days are 1.3% more likely to own their home, 5.% more likely to own a lower valued home, 1.% more likely to have a single-family home, 33.9% more likely to have a dog.

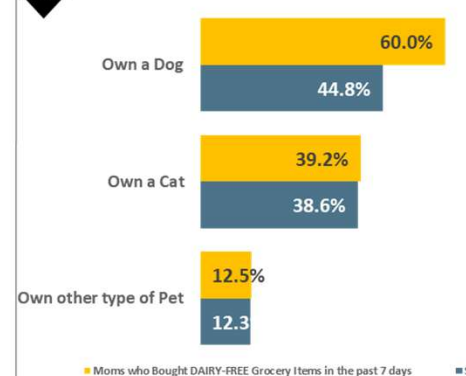
Own/Rent/Other: Women 25 - 54



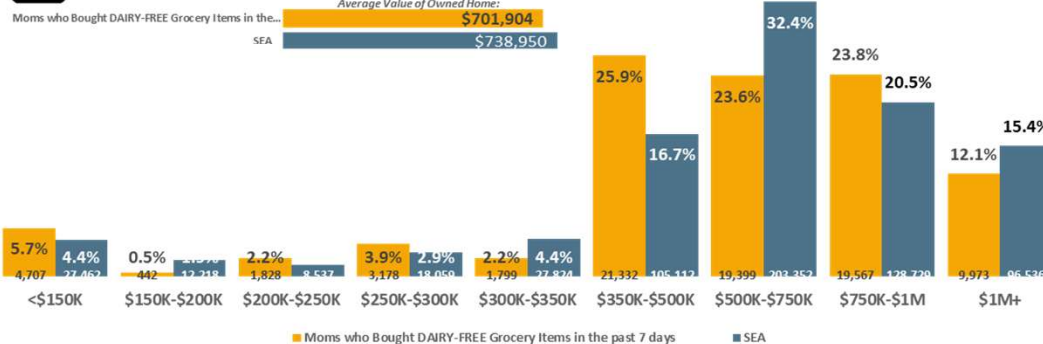
Type of Home: Women 25 - 54



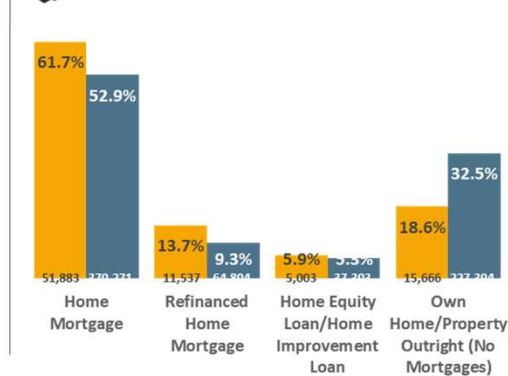
Pets in Home: Women 25 - 54

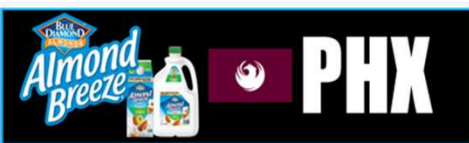


Value of Owned Home: Women 25 - 54



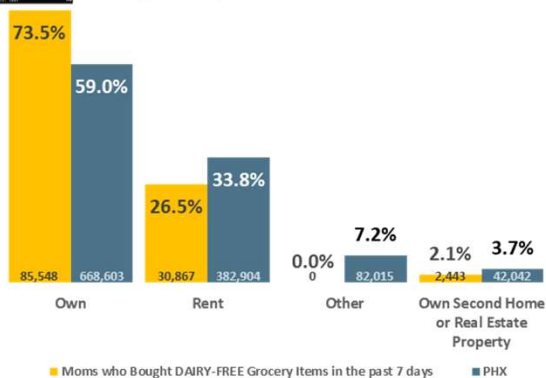
Home Loans: Women 25 - 54



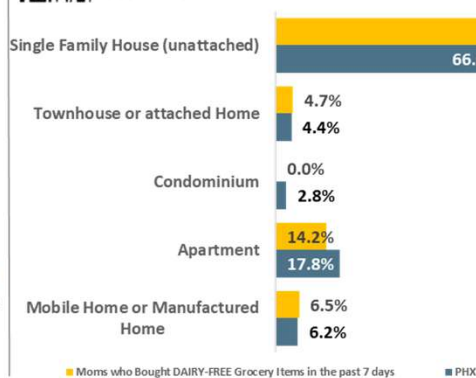


10.3% or 116,415 of PHX DMA Women 25 - 54 are Moms who Bought DAIRY-FREE Grocery Items in the past 7...
 Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days are 24.6% more likely to own their home, 8.7% more likely to own a lower valued home, 13.1% more likely to have a single-family home, 43.% more likely to have a dog.

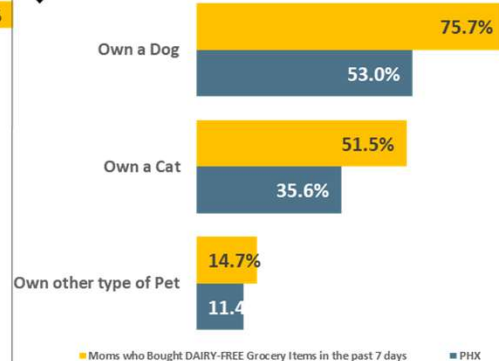
Own/Rent/Other: Women 25 - 54



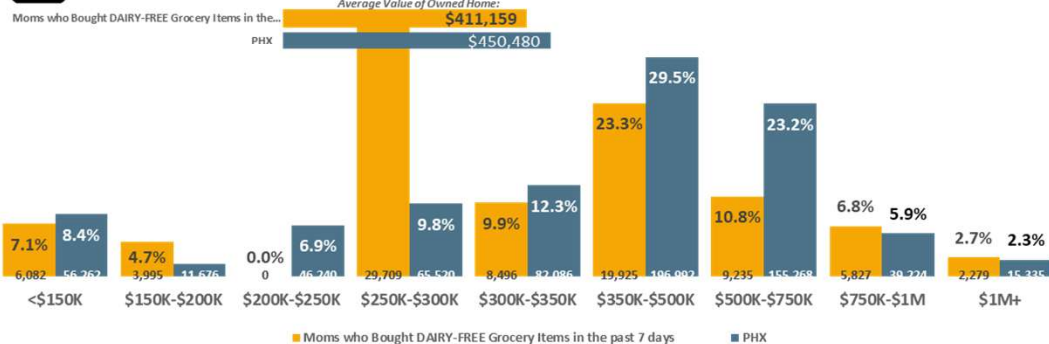
Type of Home: Women 25 - 54



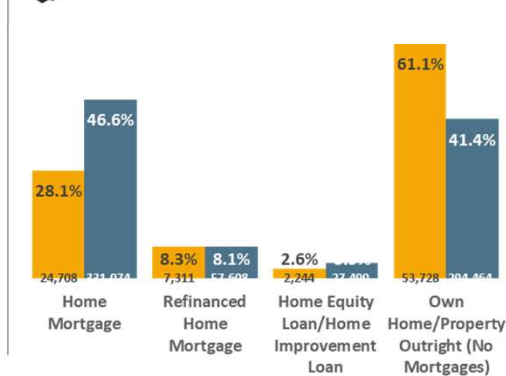
Pets in Home: Women 25 - 54



Value of Owned Home: Women 25 - 54



Home Loans: Women 25 - 54

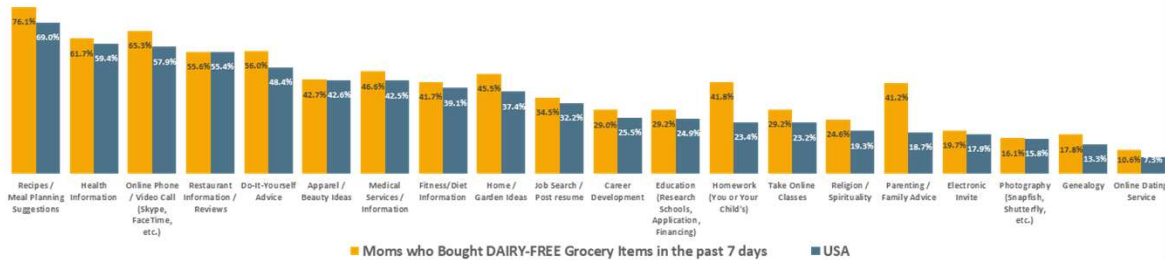




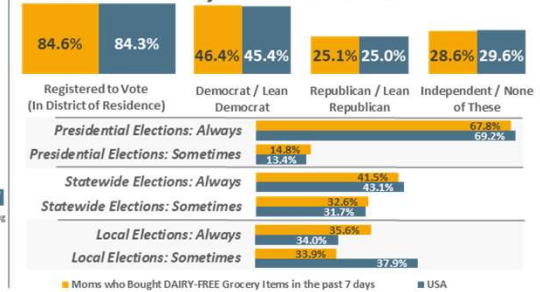
11.6% or 7,449,707 of USA Women 25 - 54 are Moms who Bought DAIRY-FREE Grocery Items in the past 7... Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days are 15.8% more likely to look up D-I-Y advice online, 4.7% more likely to always vote in local elections, 7.4% less likely to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



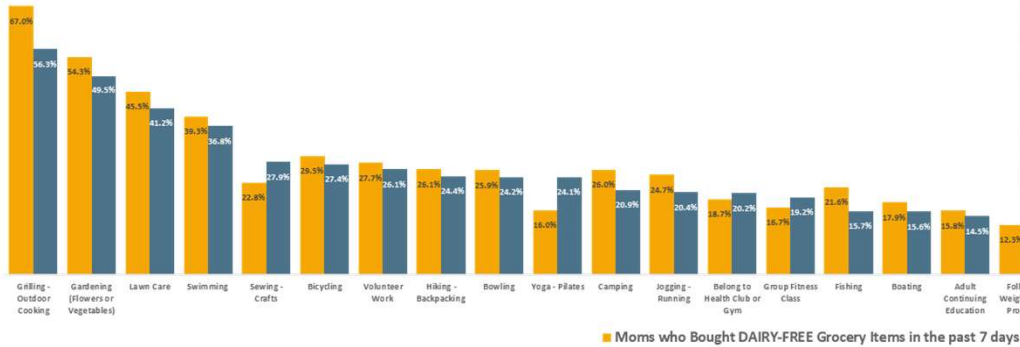
Top-20 past 30-days Online Lifestyle Activities: Women 25 - 54



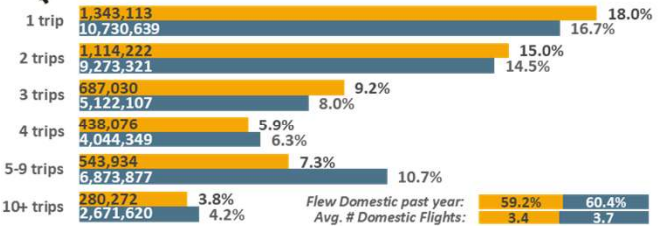
Political Activity: Women 25 - 54



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



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



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

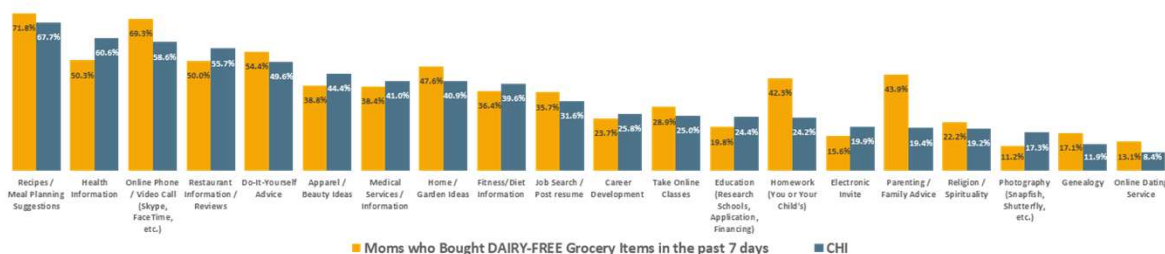
[[Parent of child under 18: Yes AND Grocery stores shopped past 7 days (HHLd): Any grocery store] AND Food types HHLd bought (HHLd): Dairy-free]]



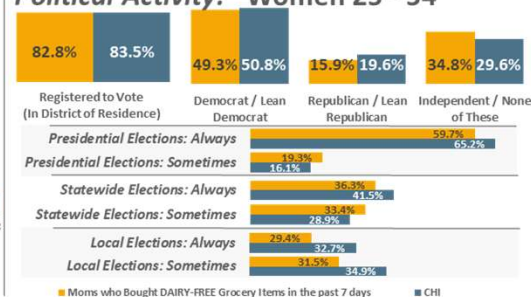
14.% or 265,635 of CHI DMA Women 25 - 54 are Moms who Bought DAIRY-FREE Grocery Items in the past 7... Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days are 9.8% more likely to look up D-I-Y advice online, 9.9% less likely to always vote in local elections, 5.% less likely to belong to a gym, 18.% less likely to fly domestic past yr



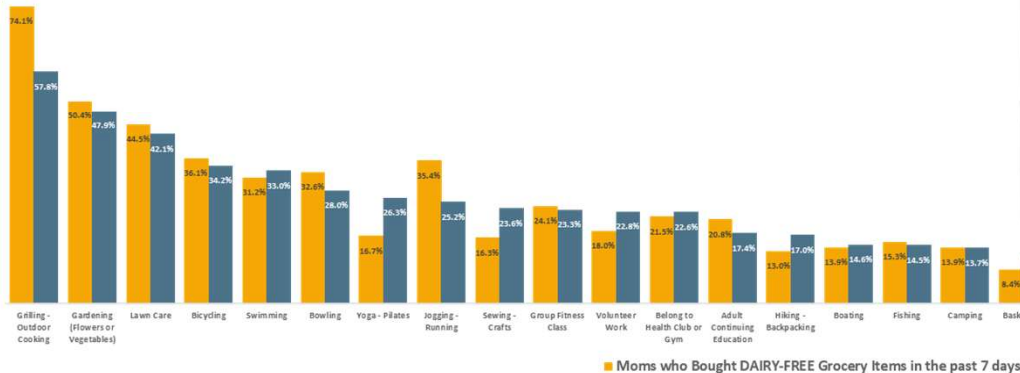
Top-20 past 30-days Online Lifestyle Activites: Women 25 - 54



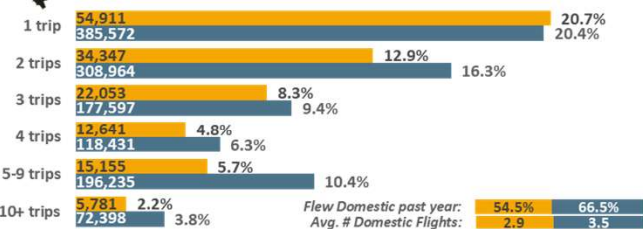
Political Activity: Women 25 - 54



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



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

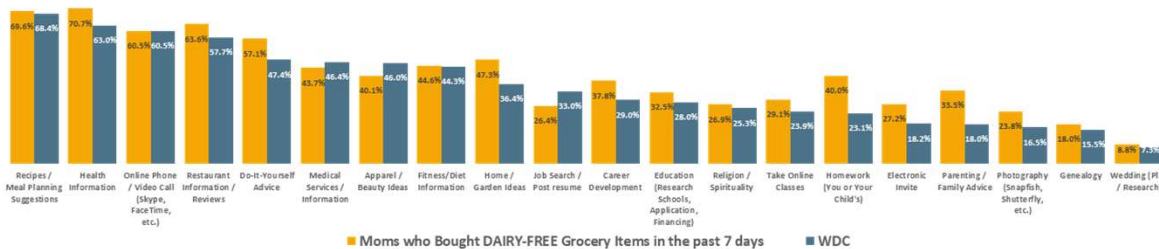




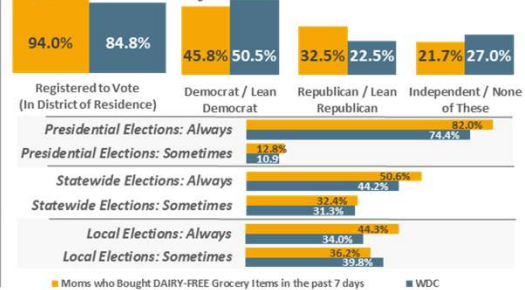
10.1% or 149,751 of WDC DMA Women 25 - 54 are Moms who Bought DAIRY-FREE Grocery Items in the past... Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days are 20.4% more likely to look up D-I-Y advice online, 30.6% more likely to always vote in local elections, 46.5% less likely to belong to a gym, 12.6% more likely to fly domestic pa



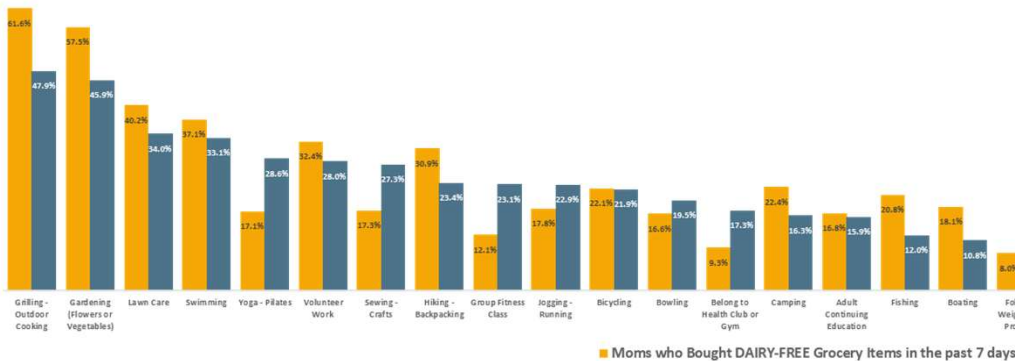
Top-20 past 30-days Online Lifestyle Activities: Women 25 - 54



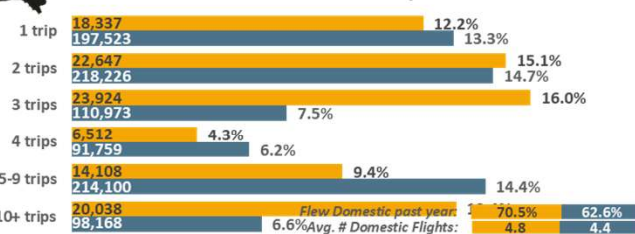
Political Activity: Women 25 - 54



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



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

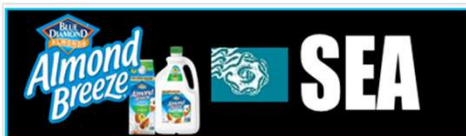


Flew Domestic past year: 70.5%
Avg. # Domestic Flights: 4.8

WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 377

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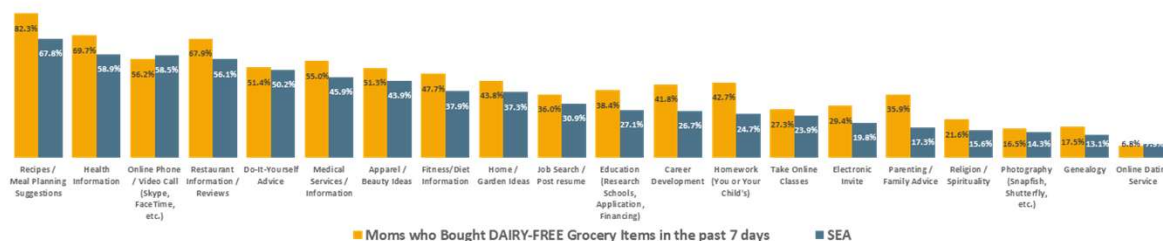
[[Parent of child under 18: Yes AND Grocery stores shopped past 7 days (HHLd): Any grocery store] AND Food types HHLd bought (HHLd): Dairy-free]]



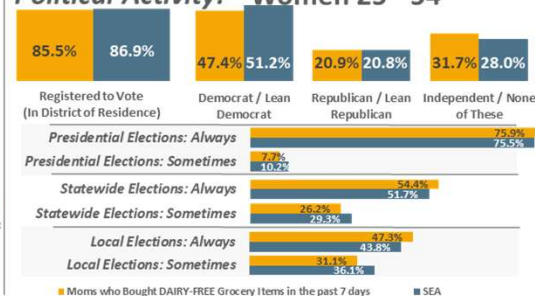
12.9% or 147,889 of SEA DMA Women 25 - 54 are Moms who Bought DAIRY-FREE Grocery Items in the past 7... Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days are 2.5% more likely to look up D-I-Y advice online, 7.9% more likely to always vote in local elections, 23.8% less likely to belong to a gym, 7.3% more likely to fly domestic past



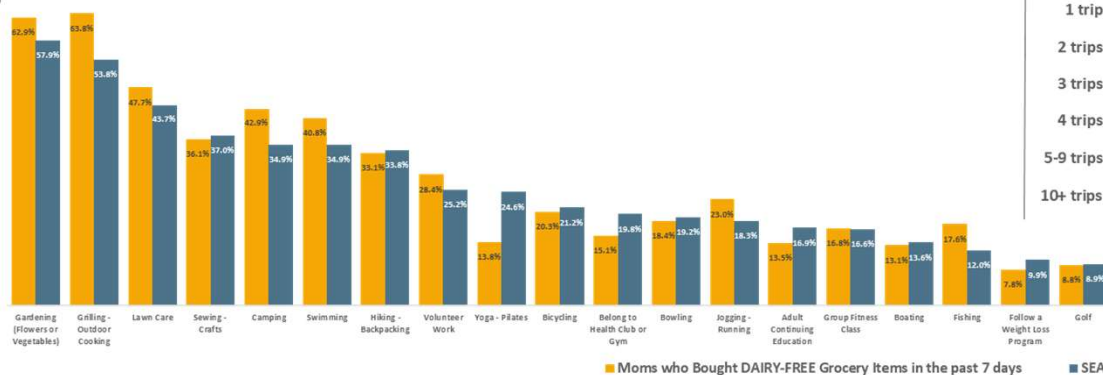
Top-20 past 30-days Online Lifestyle Activites: Women 25 - 54



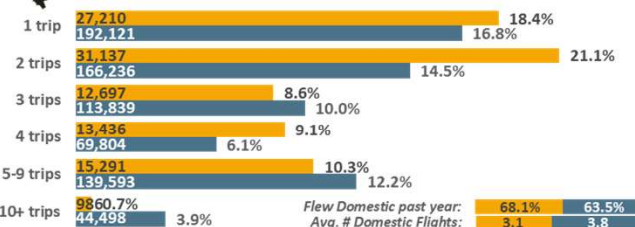
Political Activity: Women 25 - 54



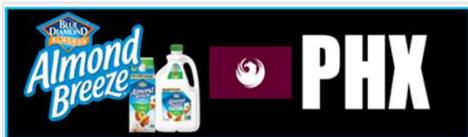
Top-30 past 12-months Active Lifestyle Activites: Women 25 - 54



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



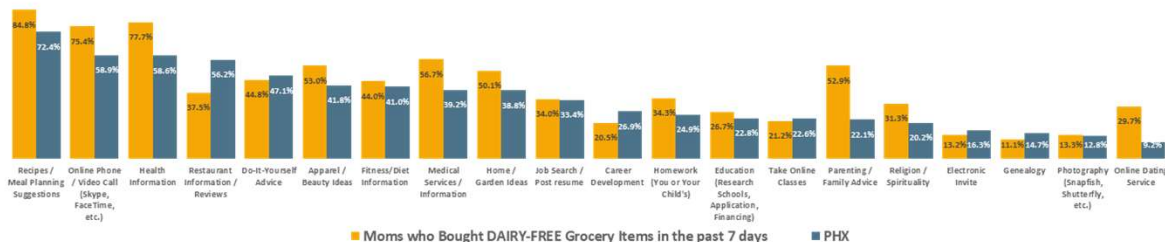
Flew Domestic past year: 68.1% vs 63.5%
Avg. # Domestic Flights: 3.1 vs 3.8



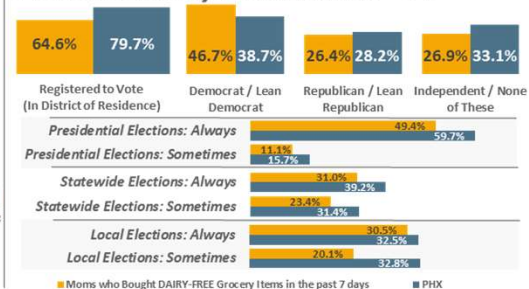
10.3% or 116,415 of PHX DMA Women 25 - 54 are Moms who Bought DAIRY-FREE Grocery Items in the past 7... Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days are 4.9% less likely to look up D-I-Y advice online, 6.2% less likely to always vote in local elections, 36.3% more likely to belong to a gym, 16.6% less likely to fly domestic past



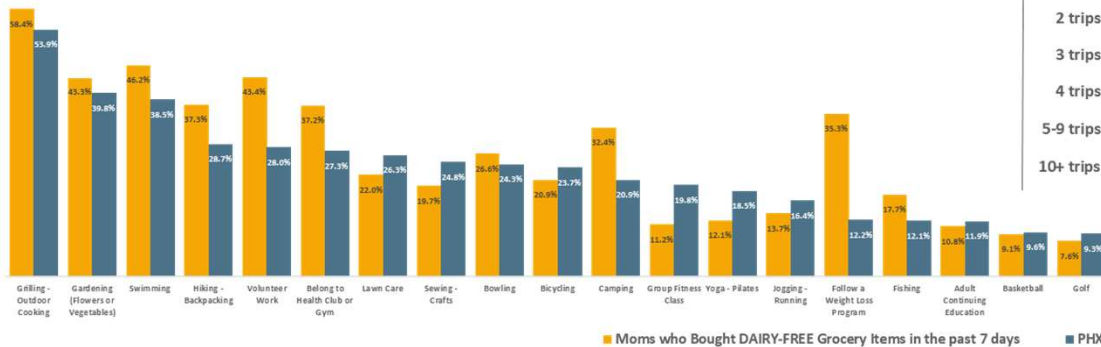
Top-20 past 30-days Online Lifestyle Activites: Women 25 - 54



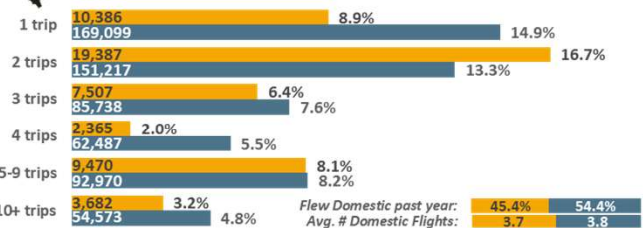
Political Activity: Women 25 - 54



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



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

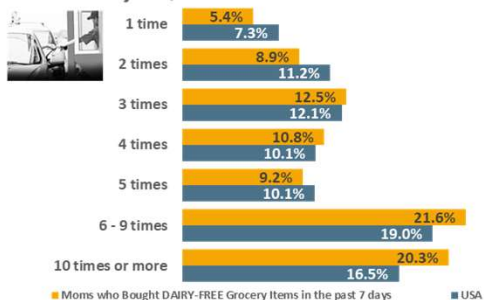


Flew Domestic past year: 45.4% vs 54.4%
Avg. # Domestic Flights: 3.7 vs 3.8



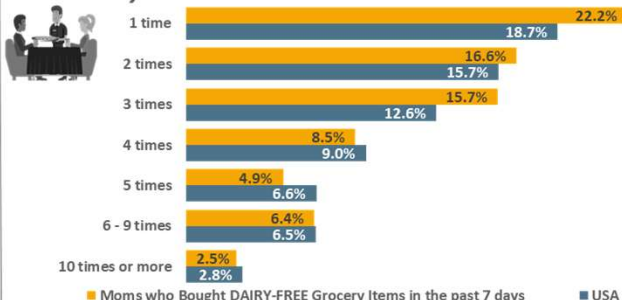
11.6% or 7,449,707 of USA Women 25 - 54 are Moms who Bought DAIRY-FREE Grocery Items in the past 7 days. Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days are 2.6% more likely to use QSRs past mo., 6.8% more likely to use Sit-Down Restaurants past mo., 7.4% more likely to use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

Past 30-days QSR Users: Women 25 - 54



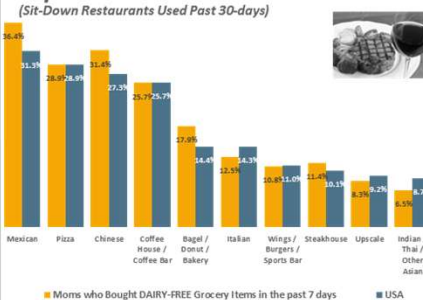
Total Monthly QSR Users: 88.6% (Moms) vs 86.4% (USA)
Avg. Monthly QSR Meals: 6.9 (Moms) vs 6.3 (USA)

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



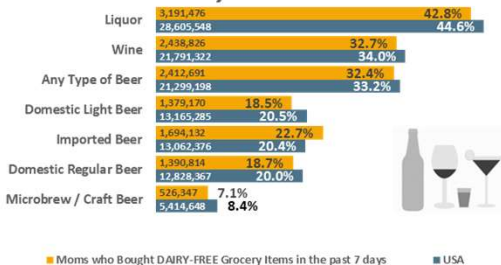
Total Monthly Sit-Down Restaurant Users: 76.9% (Moms) vs 72.0% (USA)
Avg. Monthly Sit-Down Restaurant Meals: 3.2 (Moms) vs 3.4 (USA)

Top-10 Cuisines: Women 25 - 54



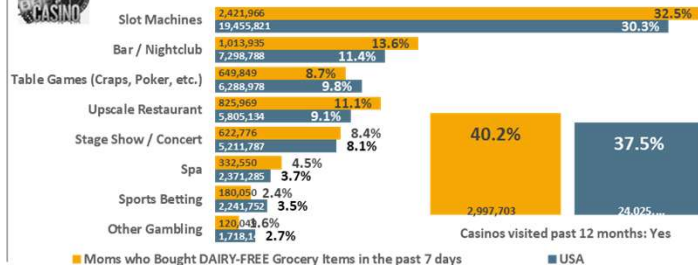
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
Moms who Bought DAIRY-FREE Grocery Items in the... 1,764,014 (23.7%)
USA 1,764,014 (25.5%)

Drank Past 30-days: Women 25 - 54



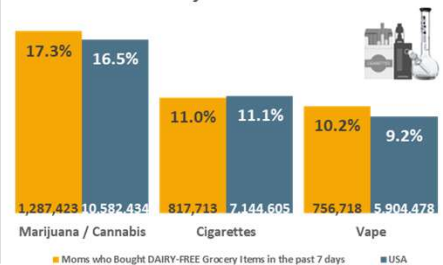
USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 1,353
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Past 12 months Casino Activities: Women 25 - 54



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

Used Past 30-days: Women 25 - 54

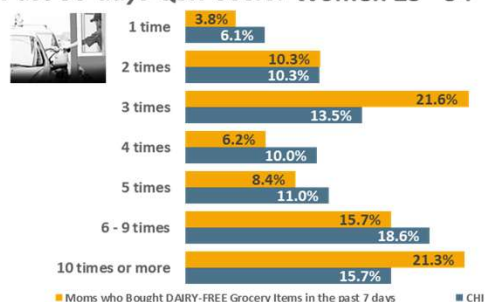


[[[Parent of child under 18: Yes AND Grocery stores shopped past 7 days (HHL): Any grocery store] AND Food types HHL bought (HHL): Dairy-free]]

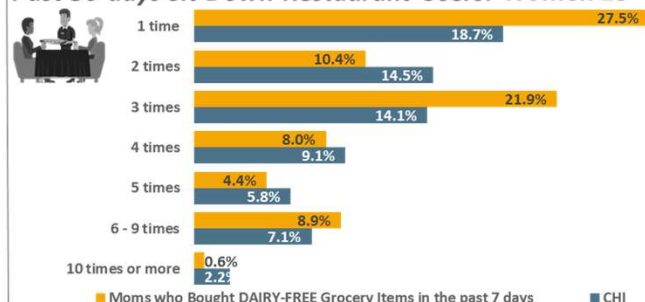


14.1% or 265,635 of CHI DMA Women 25 - 54 are Moms who Bought DAIRY-FREE Grocery Items in the past 7 days. Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days are 2.6% more likely to use QSRs past mo., 14.2% more likely to use Sit-Down Restaurants past mo., 24.4% less likely to use Casinos past yr., 5.5% less likely to smoke cigarettes.

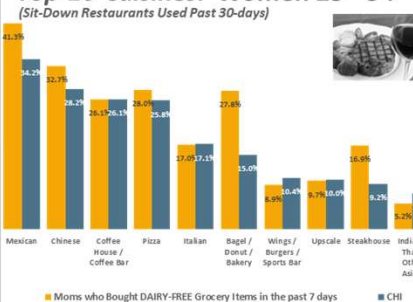
Past 30-days QSR Users: Women 25 - 54



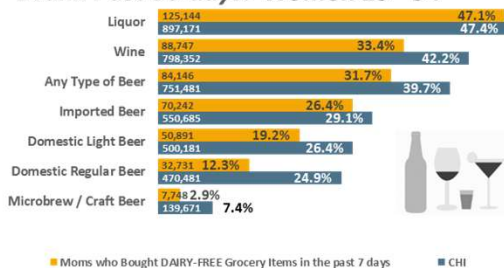
Past 30-days Sit-Down Restaurant Users: Women 25 - 54



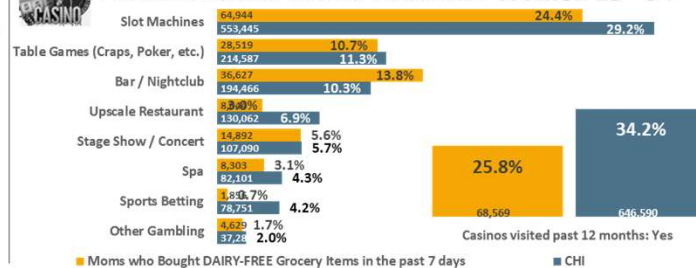
Top-10 Cuisines: Women 25 - 54



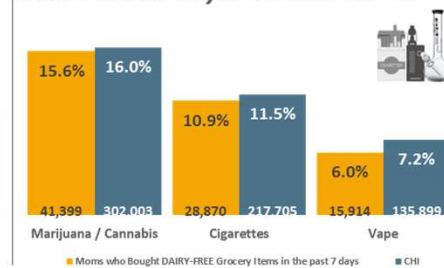
Drank Past 30-days: Women 25 - 54



Past 12 months Casino Activities: Women 25 - 54



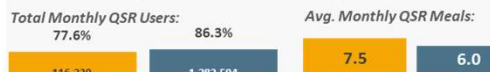
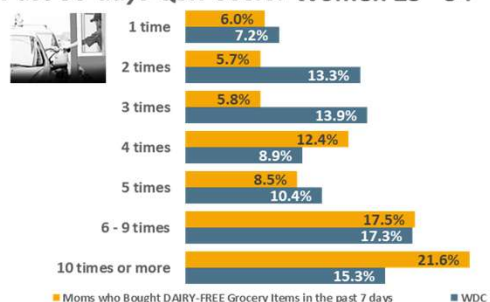
Used Past 30-days: Women 25 - 54



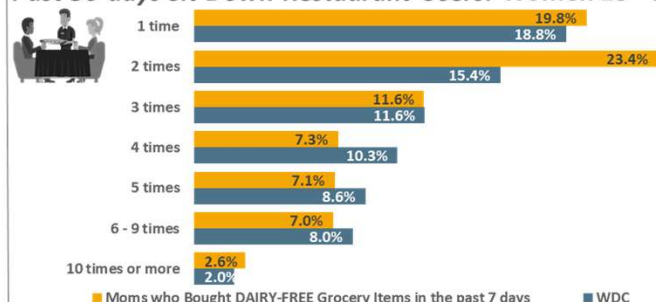


10.1% or 149,751 of WDC DMA Women 25 - 54 are Moms who Bought DAIRY-FREE Grocery Items in the past 7 days. Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days are 10.% less likely to use QSRs past mo., 5.4% more likely to use Sit-Down Restaurants past mo., 14.7% more likely to use Casinos past yr., 53.9% less likely to smoke cigarettes.

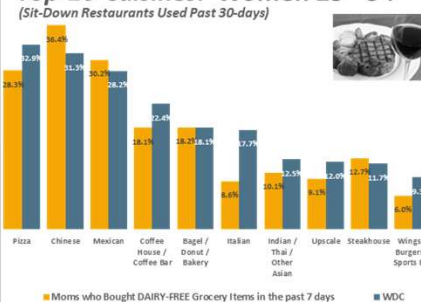
Past 30-days QSR Users: Women 25 - 54



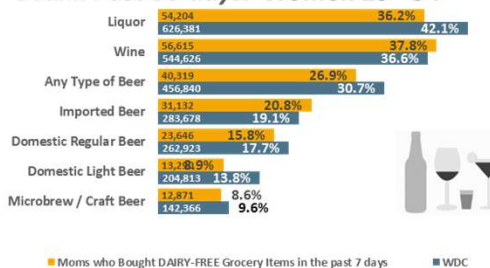
Past 30-days Sit-Down Restaurant Users: Women 25 - 54



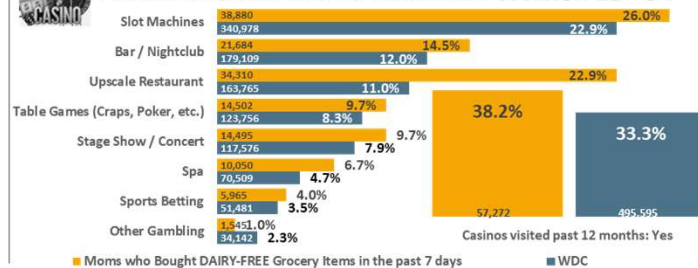
Top-10 Cuisines: Women 25 - 54



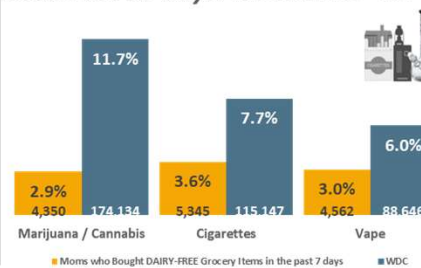
Drank Past 30-days: Women 25 - 54



Past 12 months Casino Activities: Women 25 - 54



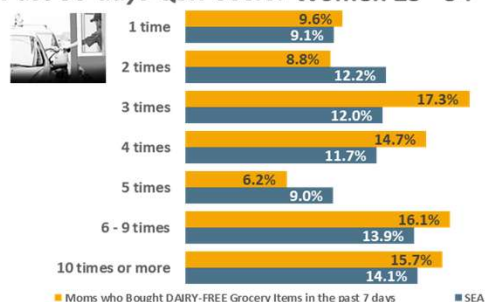
Used Past 30-days: Women 25 - 54



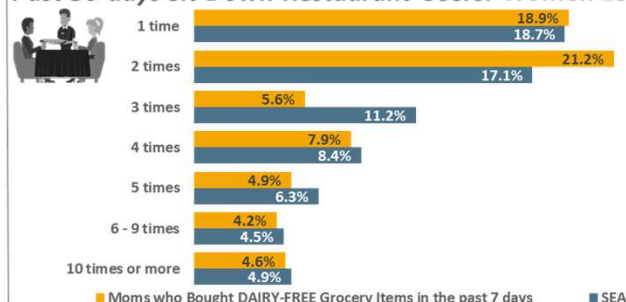


12.9% or 147,889 of SEA DMA Women 25 - 54 are Moms who Bought DAIRY-FREE Grocery Items in the past 7 days. Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days are 7.7% more likely to use QSRs past mo., 5.4% less likely to use Sit-Down Restaurants past mo., 23.% more likely to use Casinos past yr., 79.% less likely to smoke cigarettes.

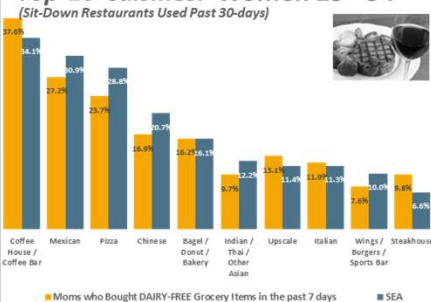
Past 30-days QSR Users: Women 25 - 54



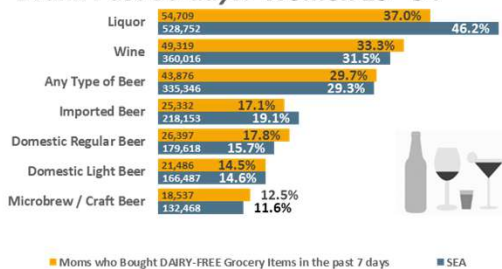
Past 30-days Sit-Down Restaurant Users: Women 25 - 54



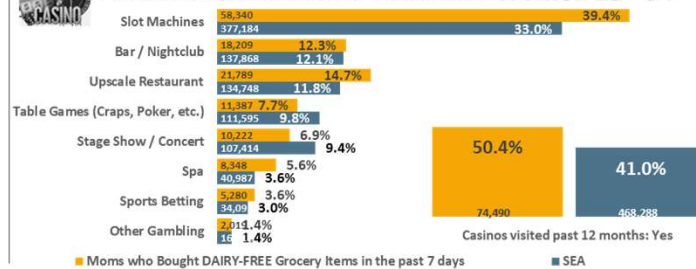
Top-10 Cuisines: Women 25 - 54



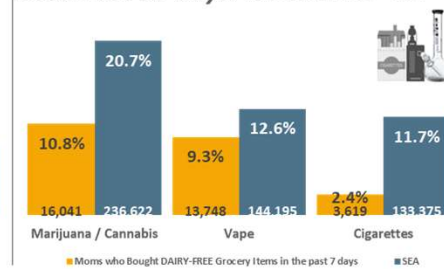
Drank Past 30-days: Women 25 - 54

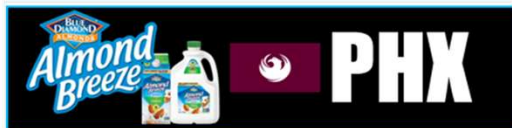


Past 12 months Casino Activities: Women 25 - 54



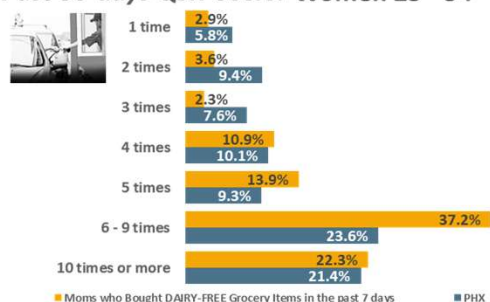
Used Past 30-days: Women 25 - 54



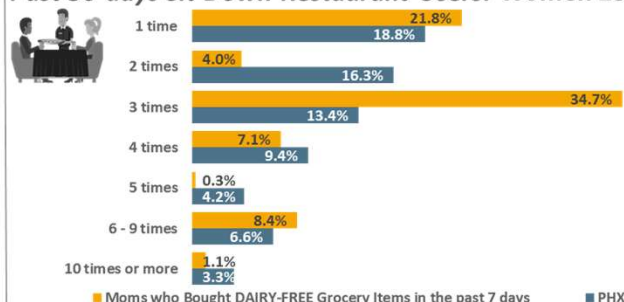


10.3% or 116,415 of PHX DMA Women 25 - 54 are Moms who Bought DAIRY-FREE Grocery Items in the past 7 days. Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days are 6.7% more likely to use QSRs past mo., 7.5% more likely to use Sit-Down Restaurants past mo., 19.6% more likely to use Casinos past yr., 41.5% less likely to smoke cigarettes.

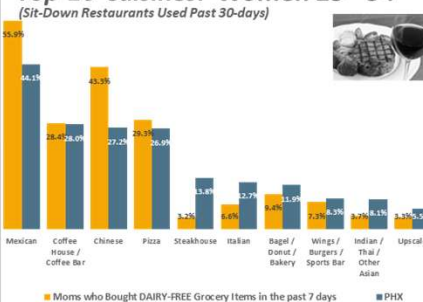
Past 30-days QSR Users: Women 25 - 54



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



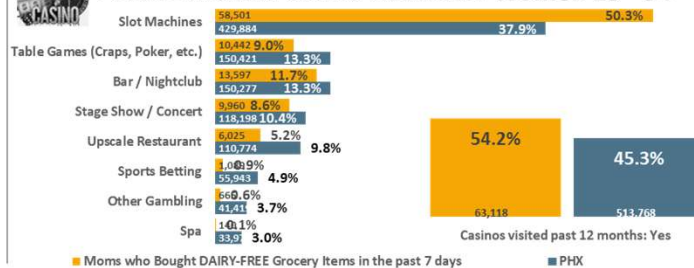
Top-10 Cuisines: Women 25 - 54



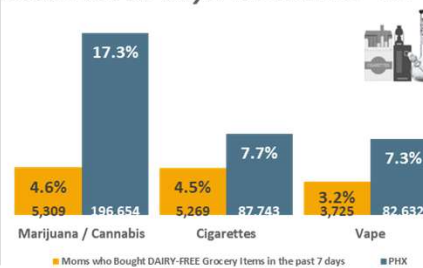
Drank Past 30-days: Women 25 - 54



Past 12 months Casino Activities: Women 25 - 54

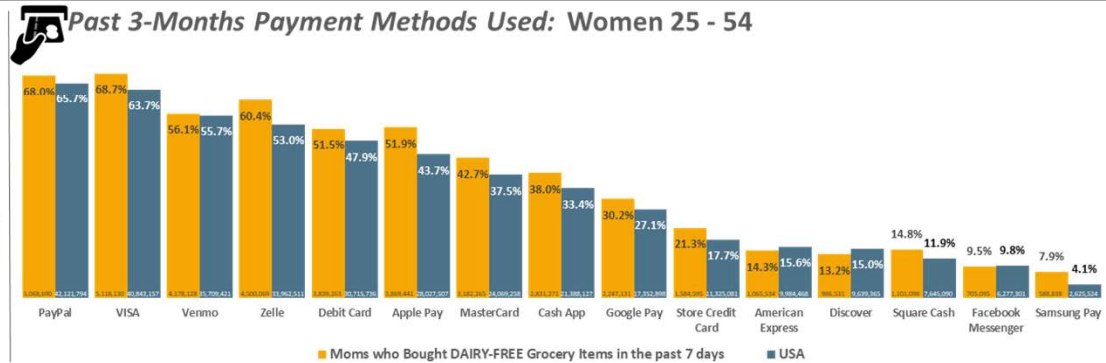
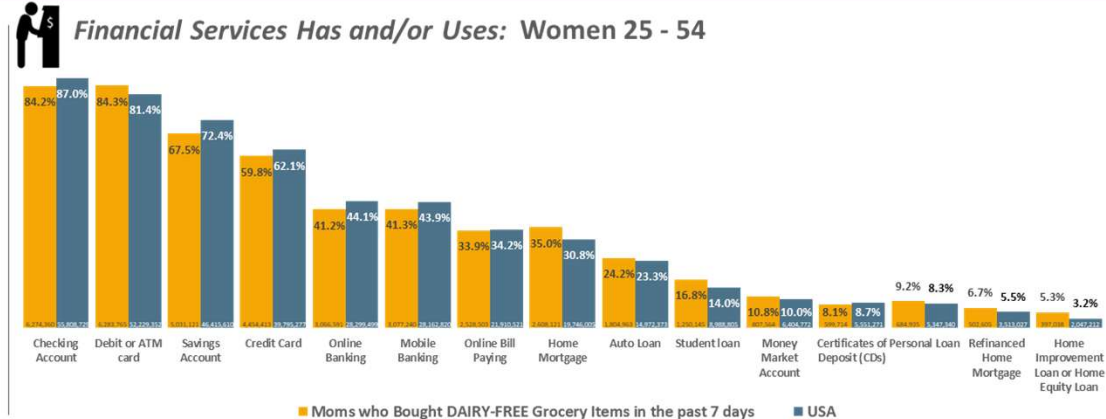
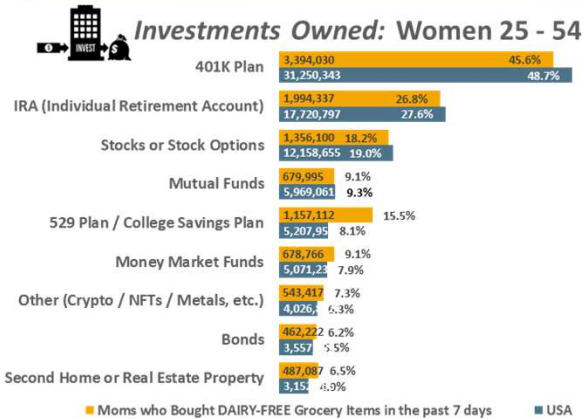


Used Past 30-days: Women 25 - 54





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





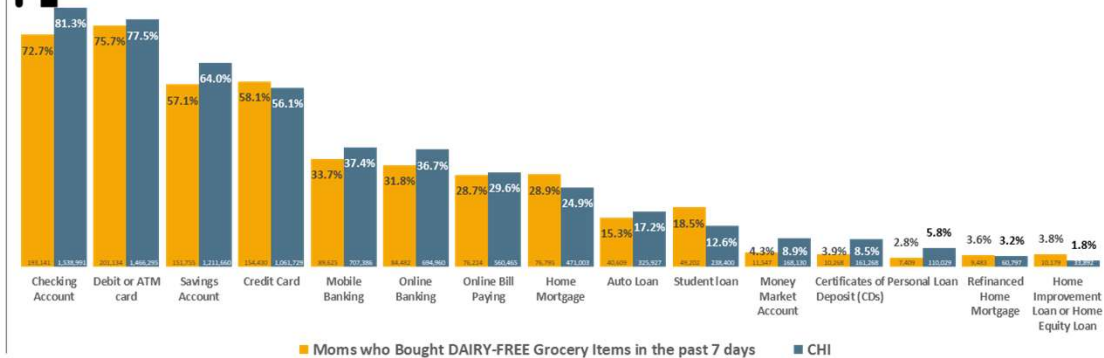
14.4% or 265,635 of CHI DMA Women 25 - 54 are Moms who Bought DAIRY-FREE Grocery Items in the past 7... Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days are 31.1% less likely to have a 401K, 11.2% less likely to have an Auto Loan, 15.9% more likely to Invest/Trade Stocks Online, 1.2% more likely to pay with their Debit Card.



Investments Owned: Women 25 - 54



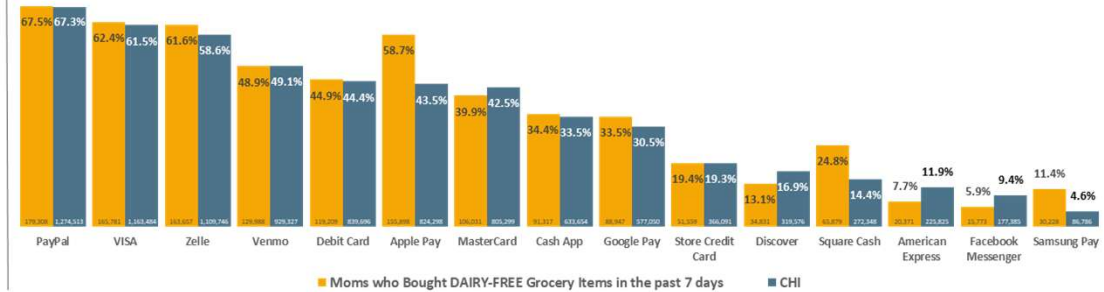
Financial Services Has and/or Uses: Women 25 - 54



Professional Services Used*: Women 25 - 54



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

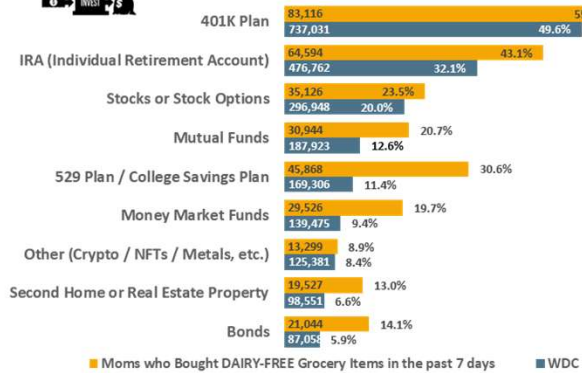




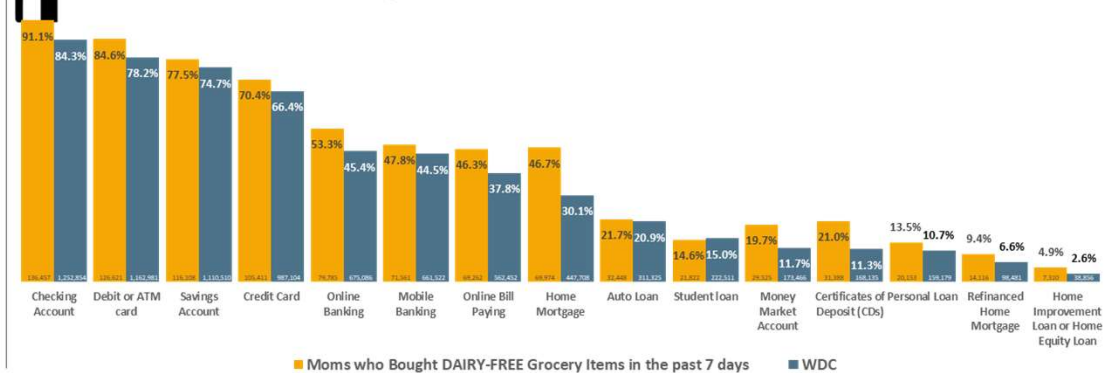
10.1% or 149,751 of WDC DMA Women 25 - 54 are Moms who Bought DAIRY-FREE Grocery Items in the past... Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days are 12.% more likely to have a 401K, 3.5% more likely to have an Auto Loan, 50.8% more likely to Invest/Trade Stocks Online, 4.7% more likely to pay with their Debit Card.



Investments Owned: Women 25 - 54



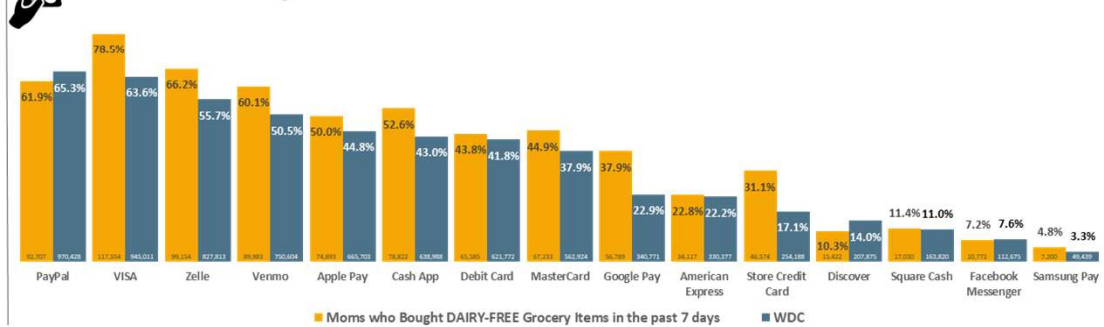
Financial Services Has and/or Uses: Women 25 - 54



Professional Services Used*: Women 25 - 54

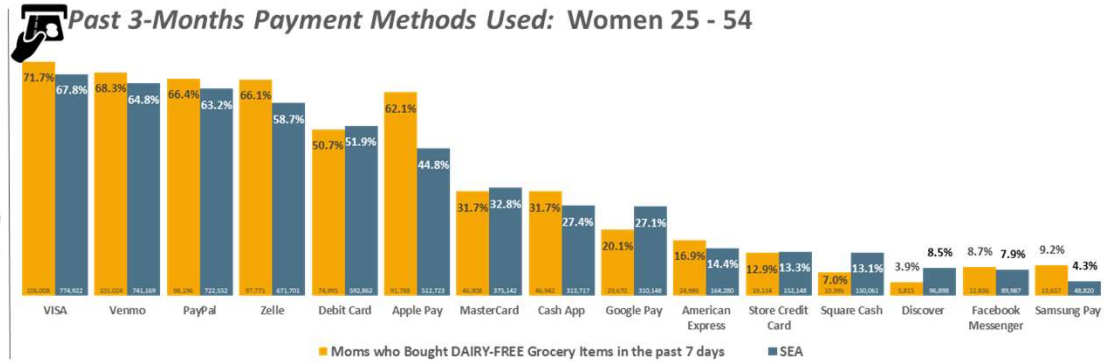
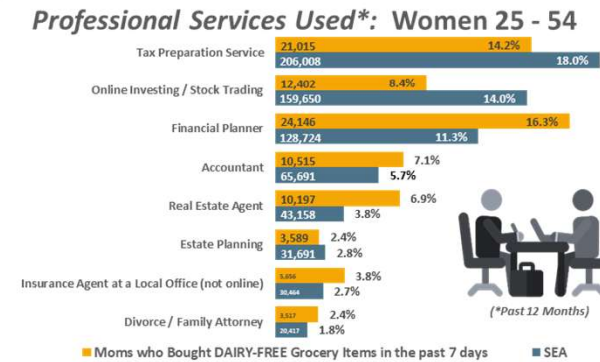
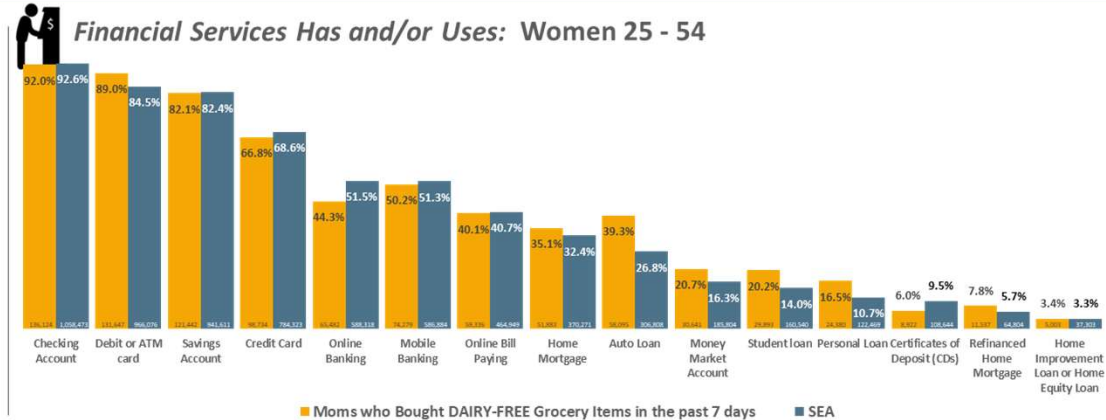
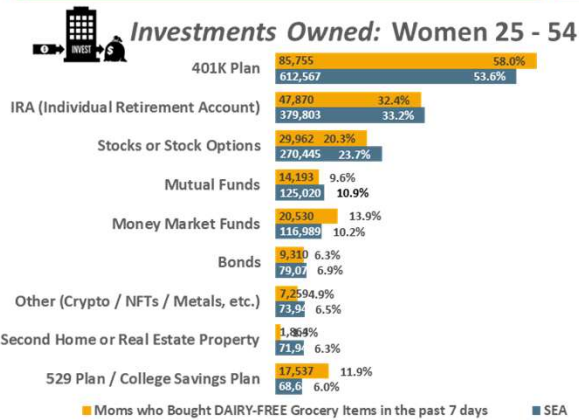


Past 3-Months Payment Methods Used: Women 25 - 54



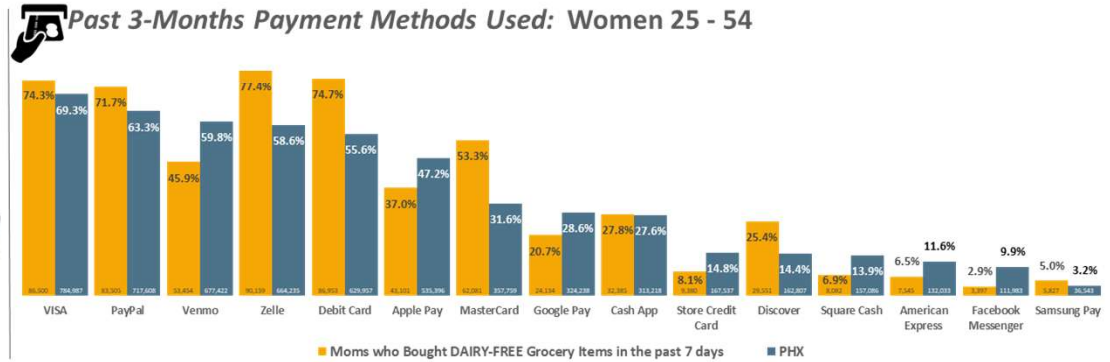
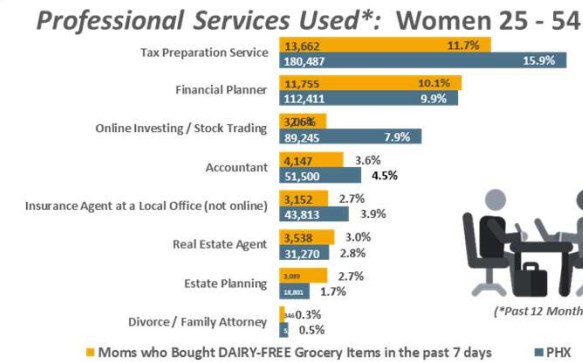
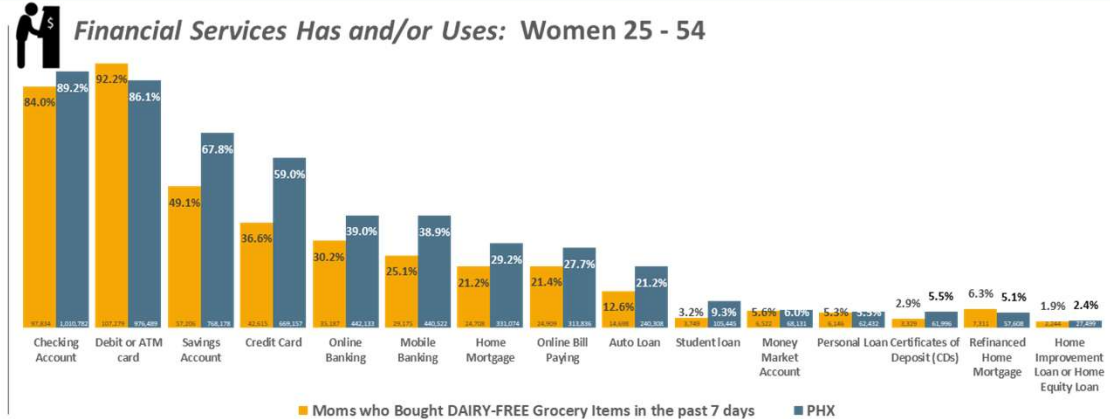
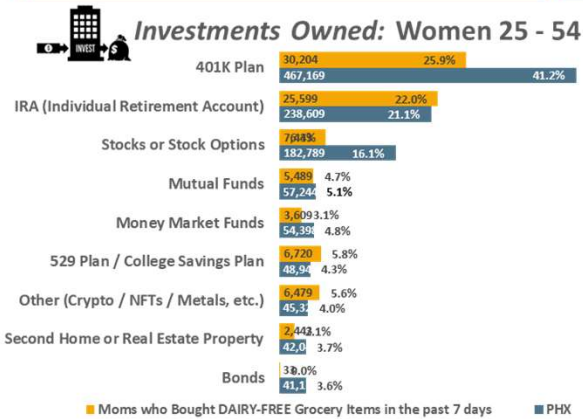


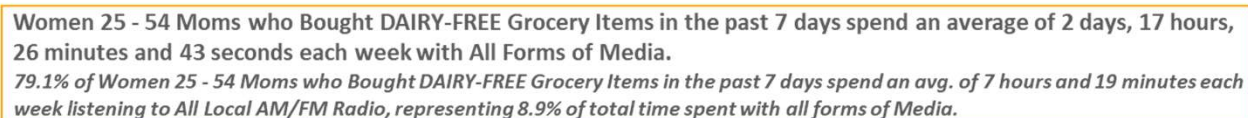
12.9% or 147,889 of SEA DMA Women 25 - 54 are Moms who Bought DAIRY-FREE Grocery Items in the past 7... Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days are 8.2% more likely to have a 401K, 46.4% more likely to have an Auto Loan, 39.9% less likely to Invest/Trade Stocks Online, 2.2% less likely to pay with their Debit Card.





10.3% or 116,415 of PHX DMA Women 25 - 54 are Moms who Bought DAIRY-FREE Grocery Items in the past 7...
 Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days are 37.% less likely to have a 401K, 40.4% less likely to have an Auto Loan, 66.6% less likely to Invest/Trade Stocks Online, 34.4% more likely to pay with their Debit Card.

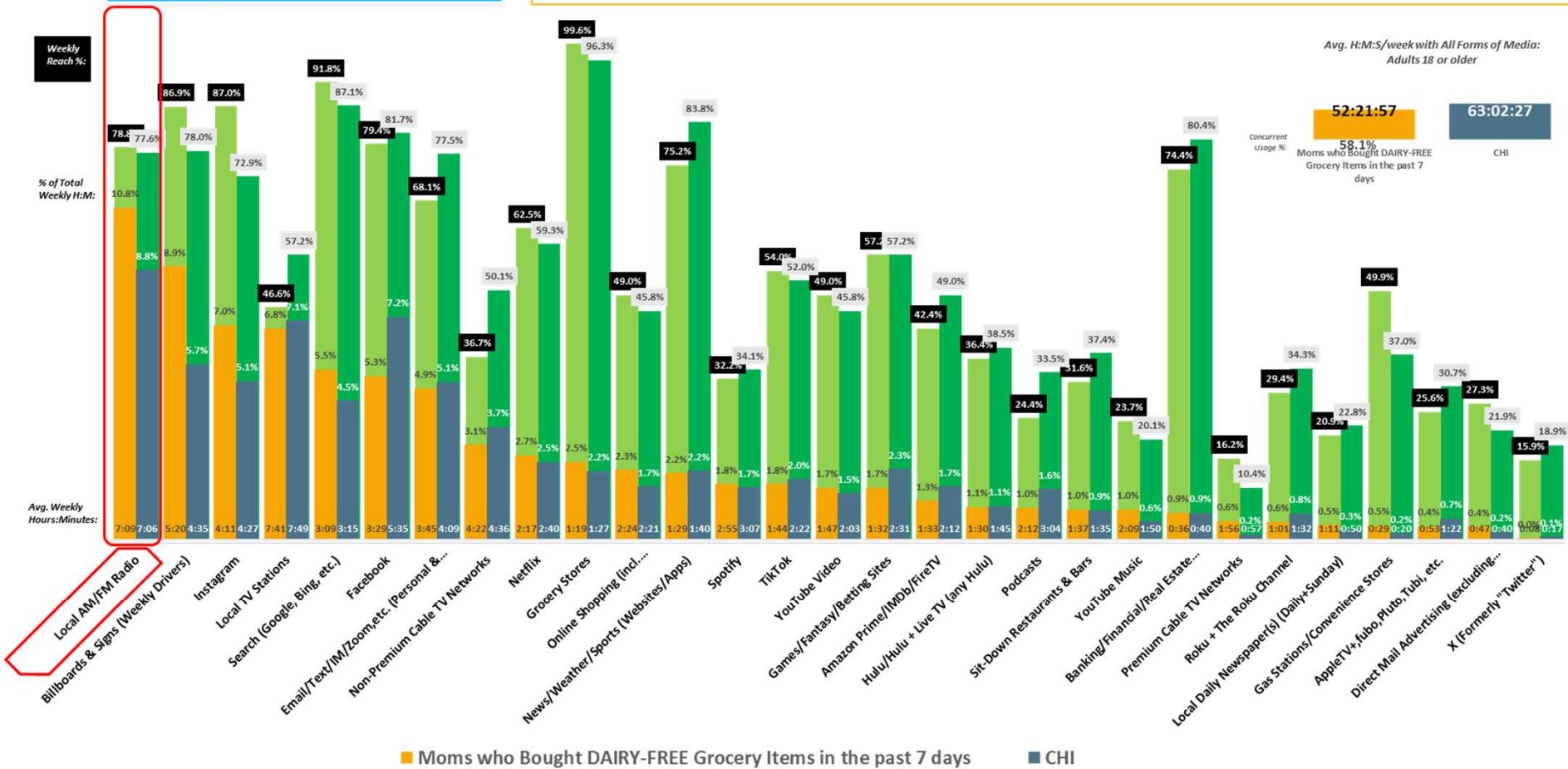




(((Parent of child under 18: Yes AND Grocery stores shopped past 7 days (HHLD): Any grocery store) AND Food types HHLD bought (HHLD): Dairy-free)

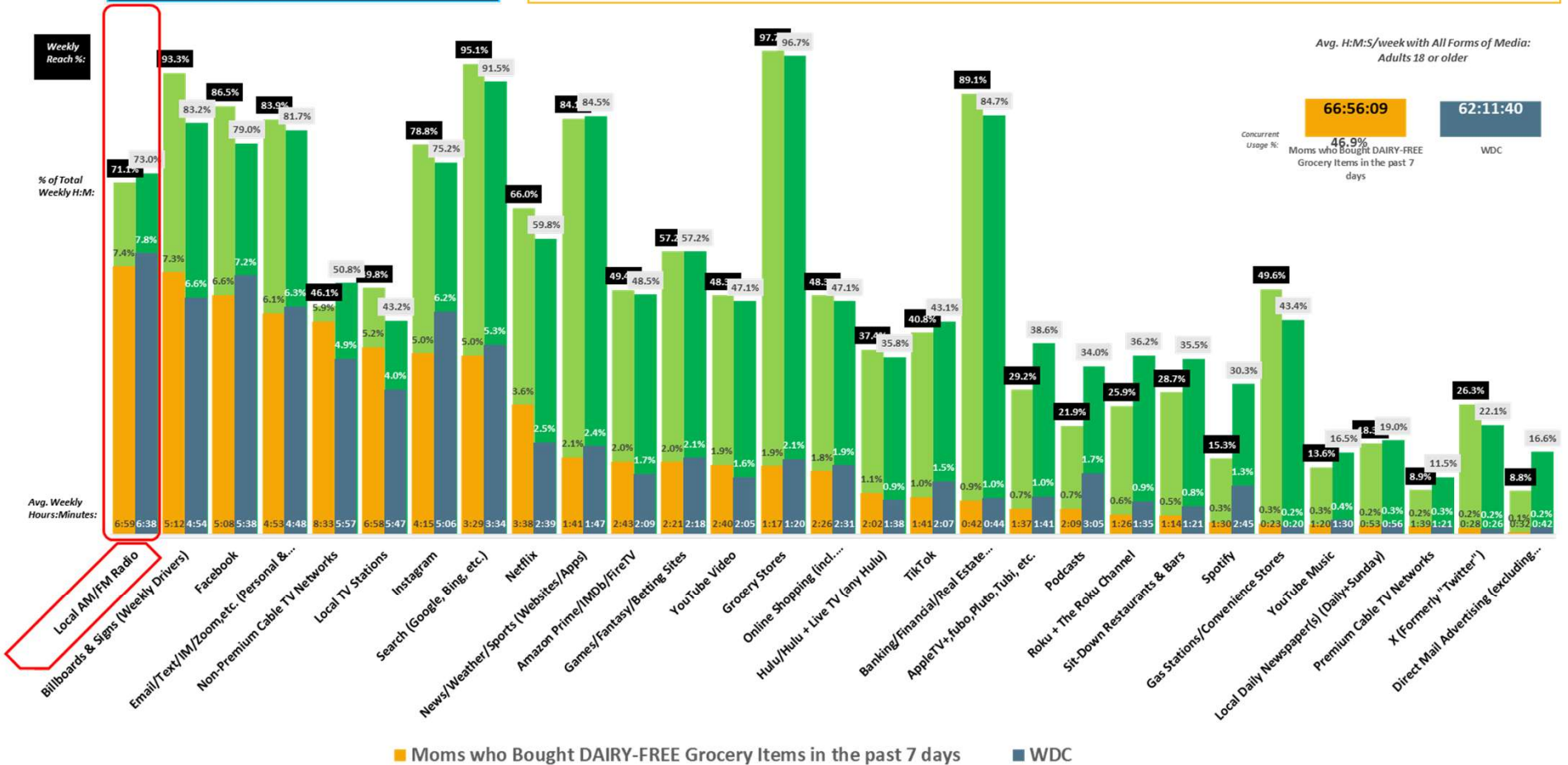


Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days spend an average of 2 days, 4 hours, 21 minutes and 57 seconds each week with All Forms of Media.
78.8% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days spend an avg. of 7 hours and 9 minutes each week listening to All Local AM/FM Radio, representing 10.8% of total time spent with all forms of Media.



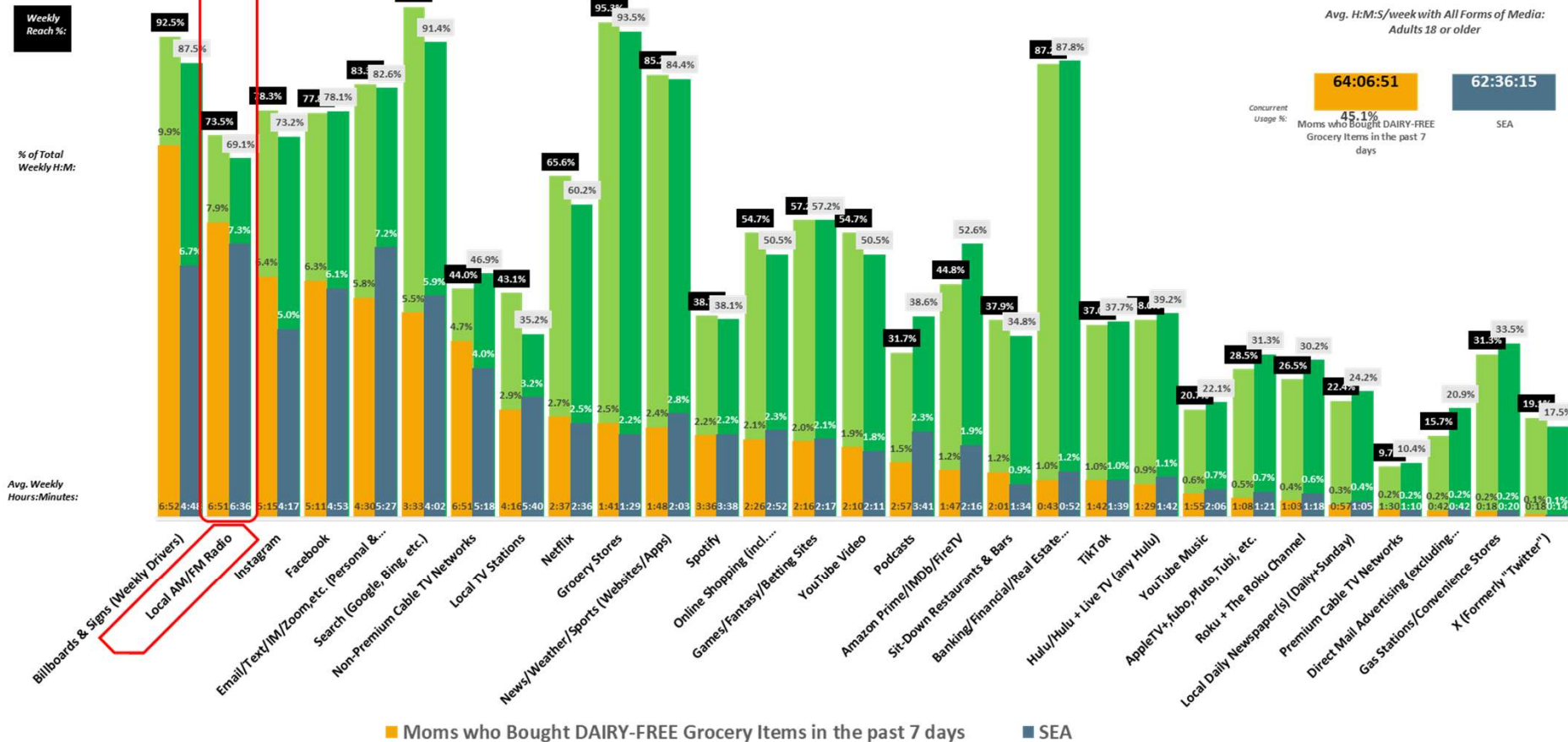


Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days spend an average of 2 days, 18 hours, 56 minutes and 9 seconds each week with All Forms of Media.
 71.1% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days spend an avg. of 6 hours and 59 minutes each week listening to All Local AM/FM Radio, representing 7.4% of total time spent with all forms of Media.



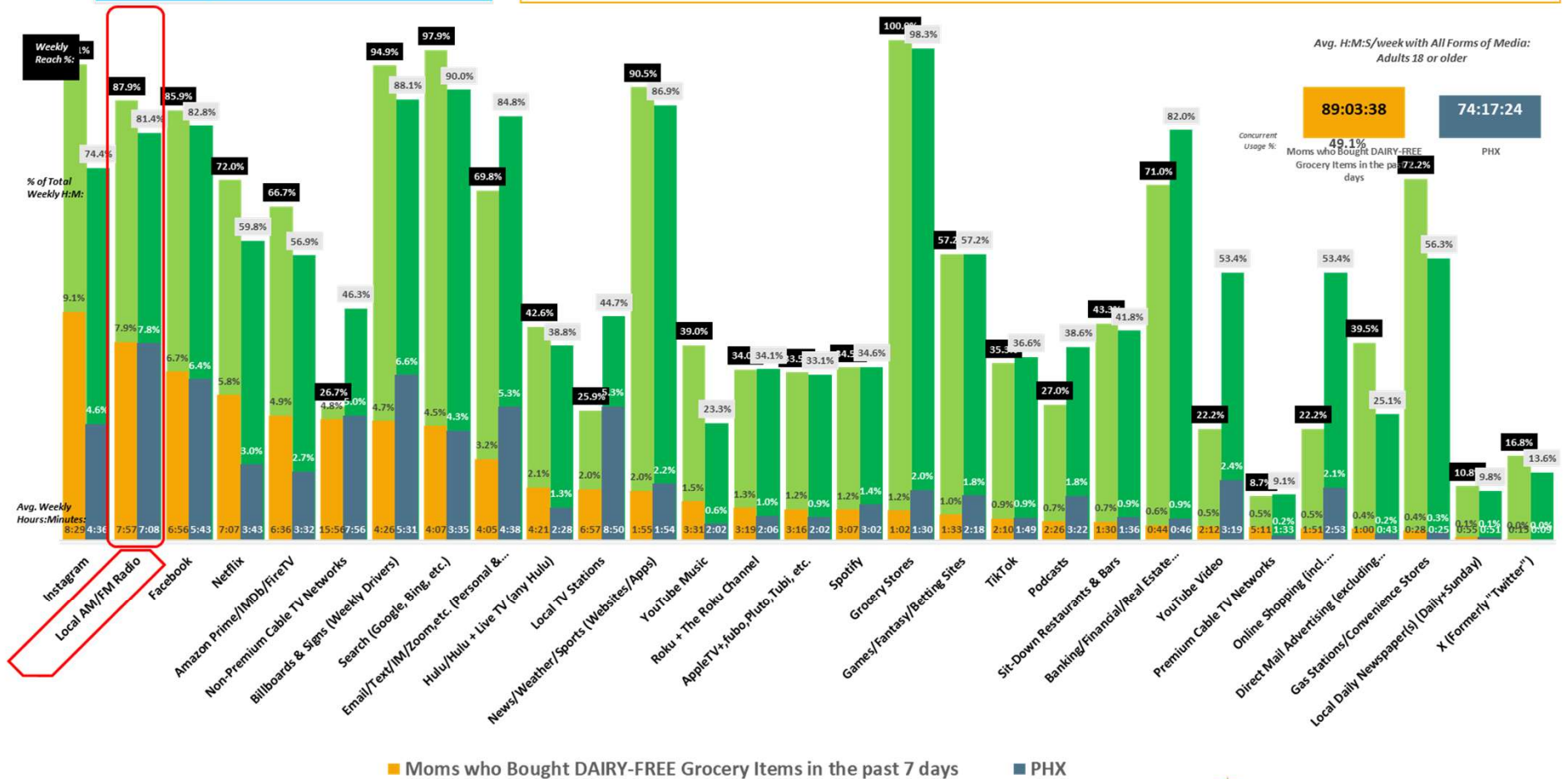


Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days spend an average of 2 days, 16 hours, 6 minutes and 51 seconds each week with All Forms of Media.
73.5% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days spend an avg. of 6 hours and 51 minutes each week listening to All Local AM/FM Radio, representing 7.9% of total time spent with all forms of Media.



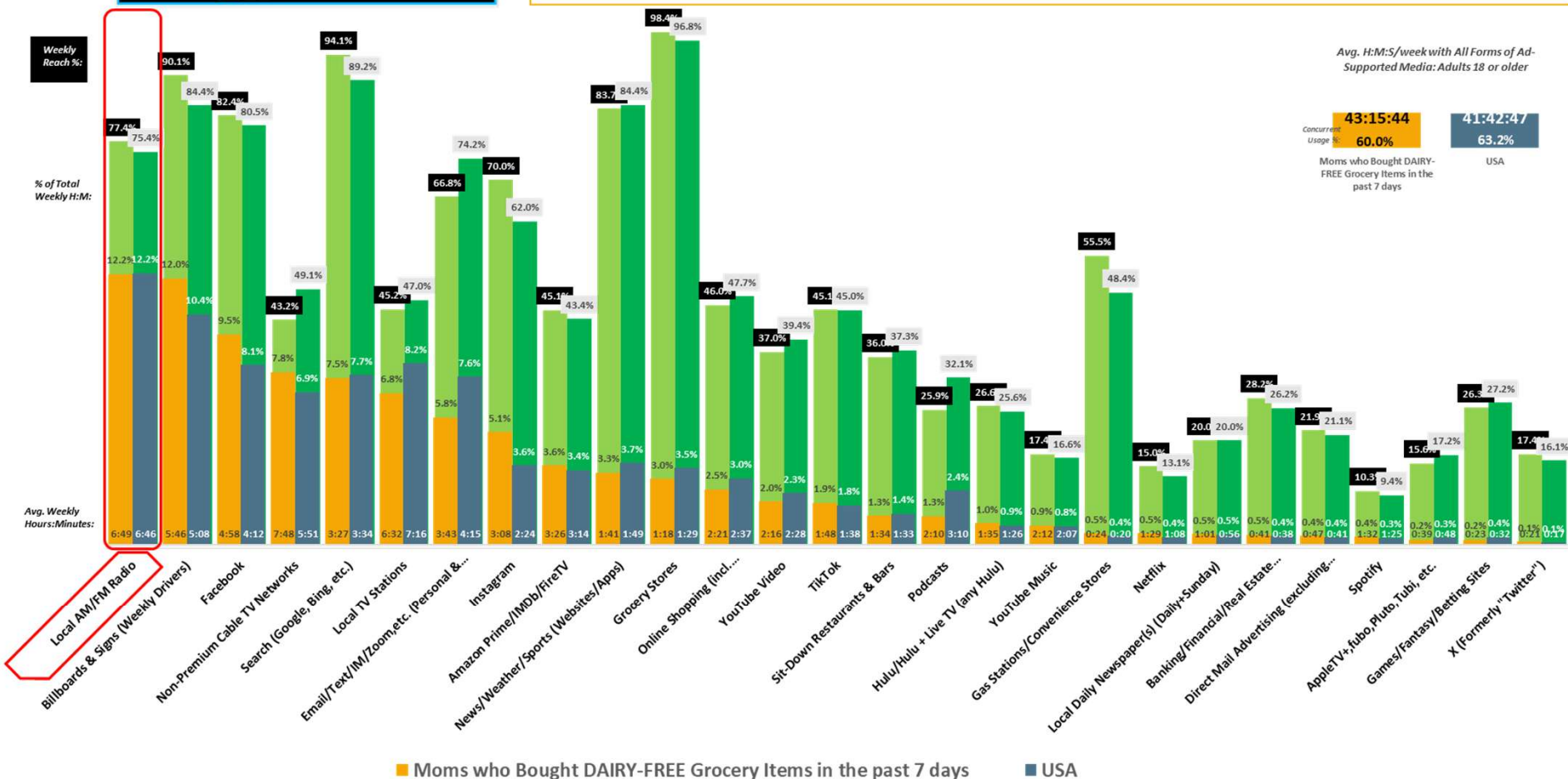


Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days spend an average of 3 days, 17 hours, 3 minutes and 38 seconds each week with All Forms of Media.
87.9% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days spend an avg. of 7 hours and 57 minutes each week listening to All Local AM/FM Radio, representing 7.9% of total time spent with all forms of Media.





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

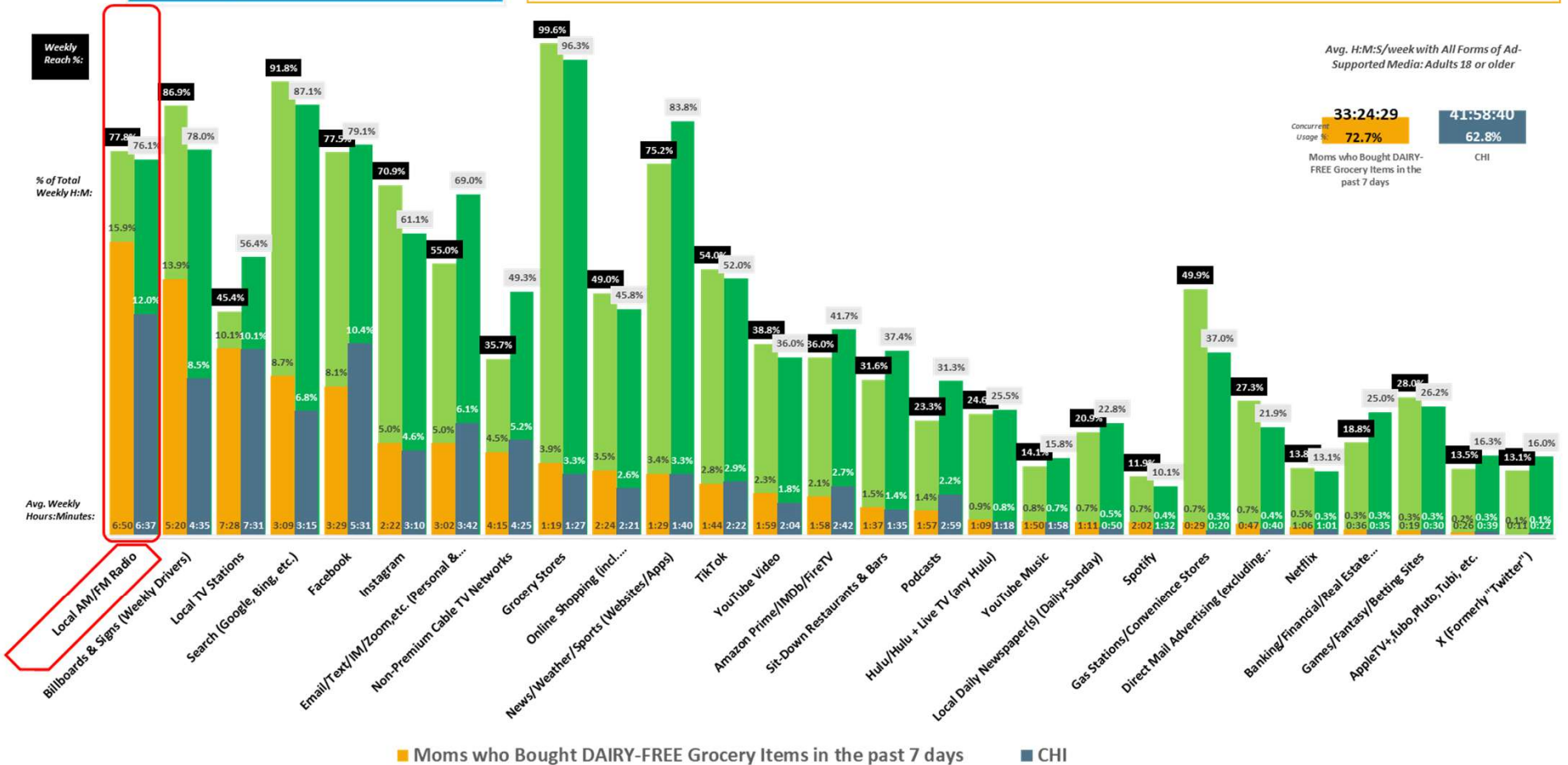


Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

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



Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days spend an average of 1 days, 9 hours, 24 minutes and 29 seconds each week with All Forms of Ad-Supported Media.
 77.8% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days spend an avg. of 6 hours and 50 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 15.9% of total time spent with all forms of Ad-Supported Media.



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

Concurrent Usage %

33:24:29 72.7%

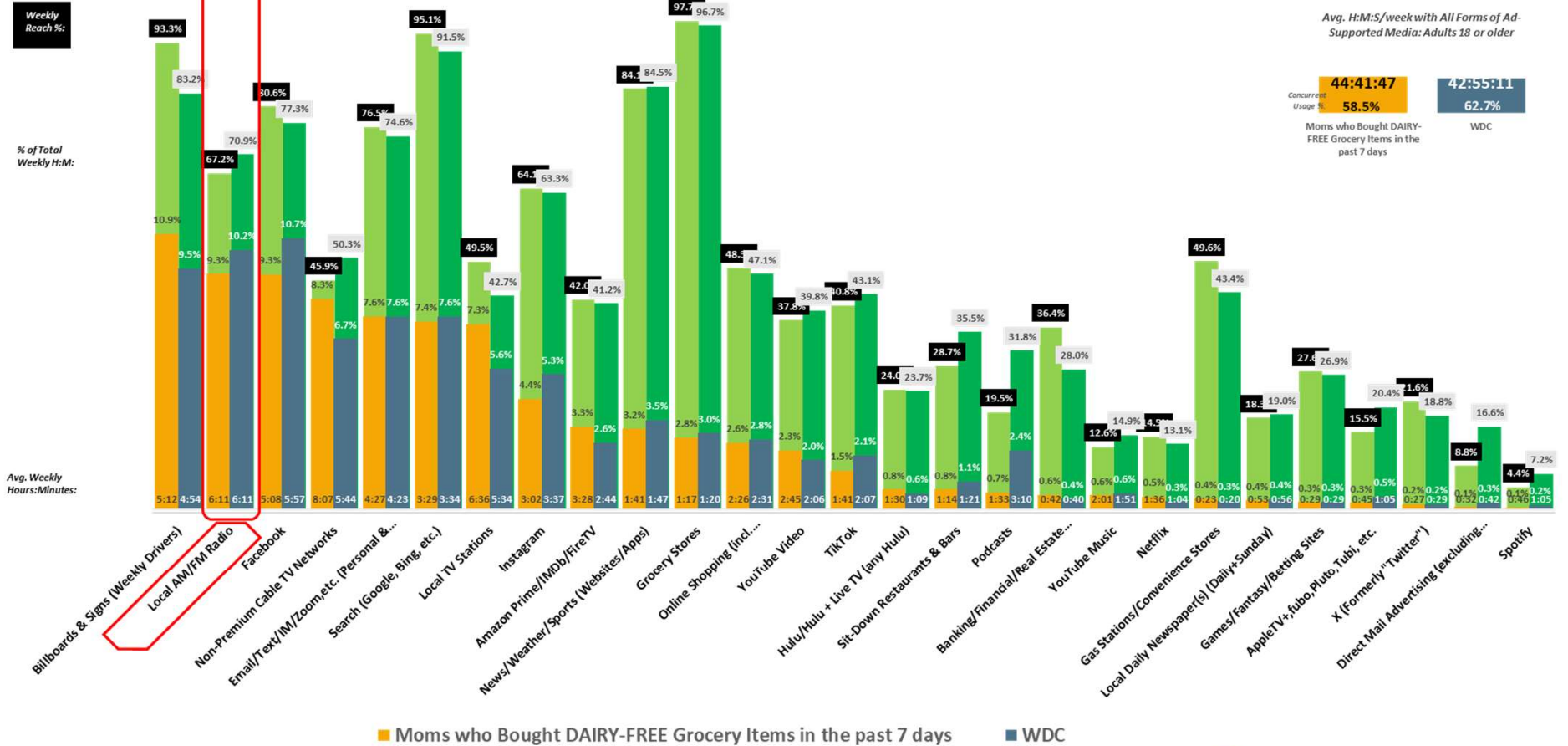
41:58:40 62.8%

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

CHI



Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days spend an average of 1 days, 20 hours, 41 minutes and 47 seconds each week with All Forms of Ad-Supported Media.
67.2% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days spend an avg. of 6 hours and 11 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.3% of total time spent with all forms of Ad-Supported Media.

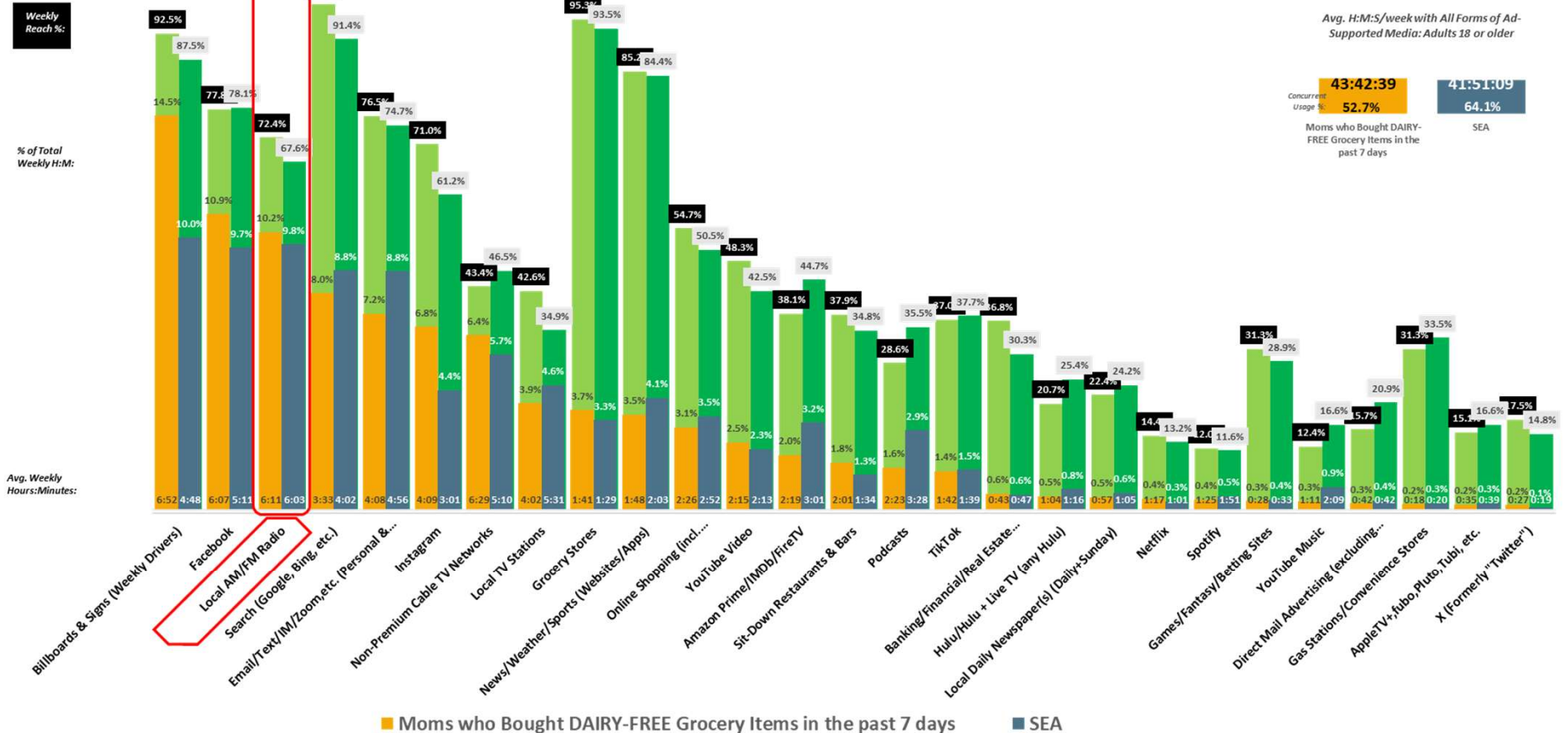


Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

Concurrent Usage	44:41:47	42:55:11
Moms who Bought DAIRY-FREE Grocery Items in the past 7 days	58.5%	62.7%
WDC		

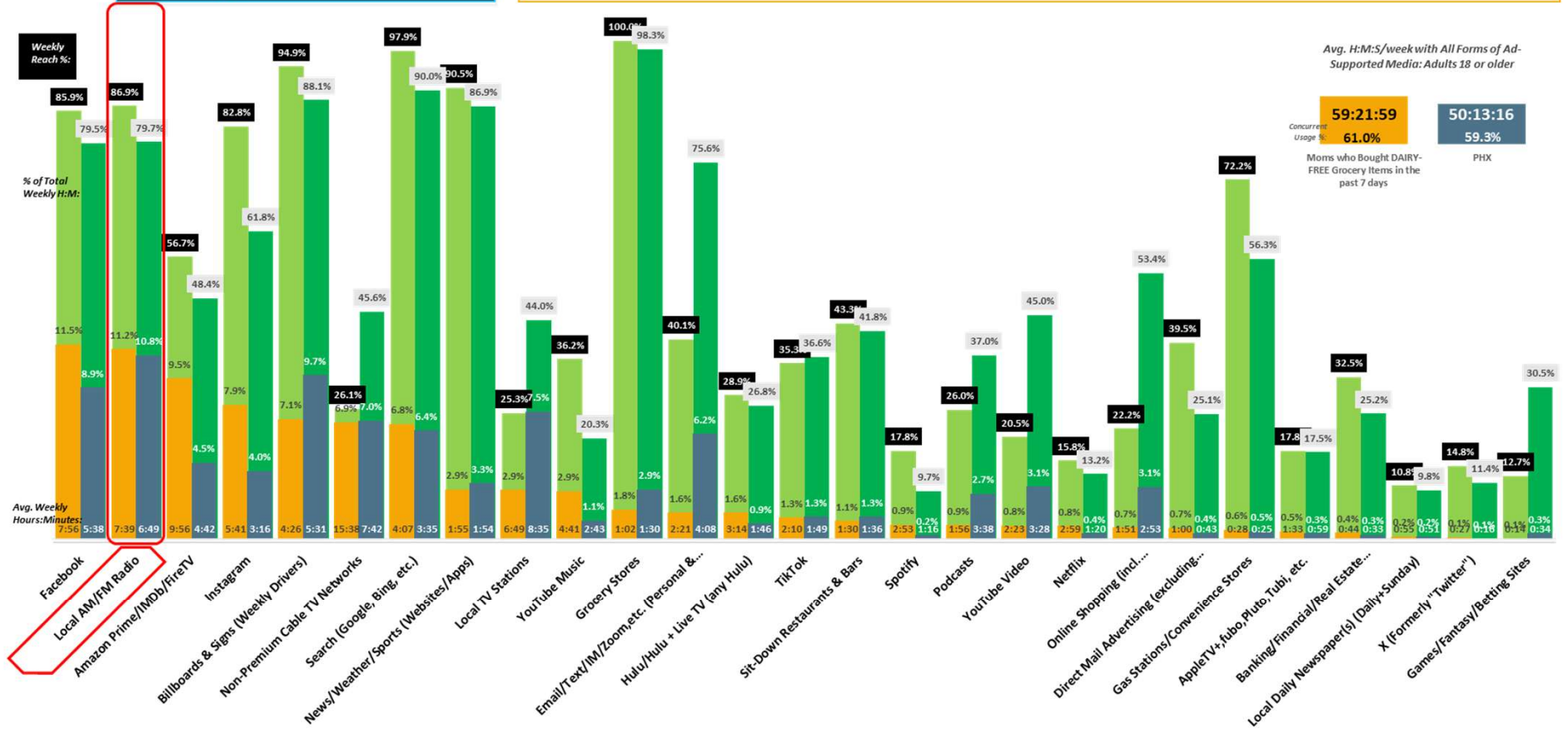


Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days spend an average of 1 days, 19 hours, 42 minutes and 39 seconds each week with All Forms of Ad-Supported Media.
72.4% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days spend an avg. of 6 hours and 11 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.2% of total time spent with all forms of Ad-Supported Media.





Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days spend an average of 2 days, 11 hours, 21 minutes and 59 seconds each week with All Forms of Ad-Supported Media.
86.9% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days spend an avg. of 7 hours and 39 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.2% of total time spent with all forms of Ad-Supported Media.



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

Concurrent Usage %

59:21:59
61.0%

50:13:16
59.3%

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

PHX

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

PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 133 PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520
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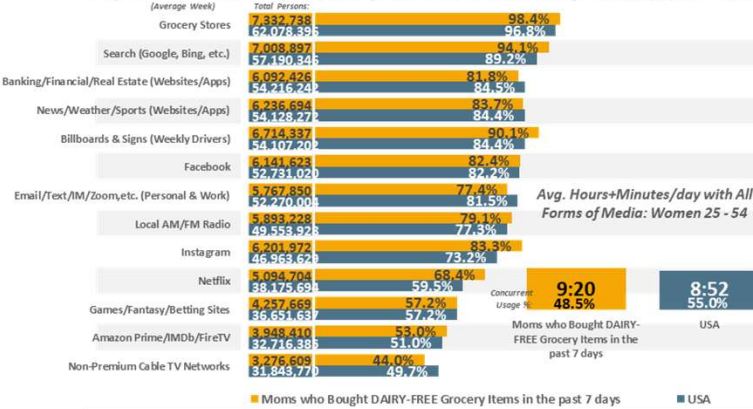
[[(Parent of child under 18: Yes AND Grocery stores shopped past 7 days (HHLD): Any grocery store) AND Food types HHLD bought (HHLD): Dairy-free]]



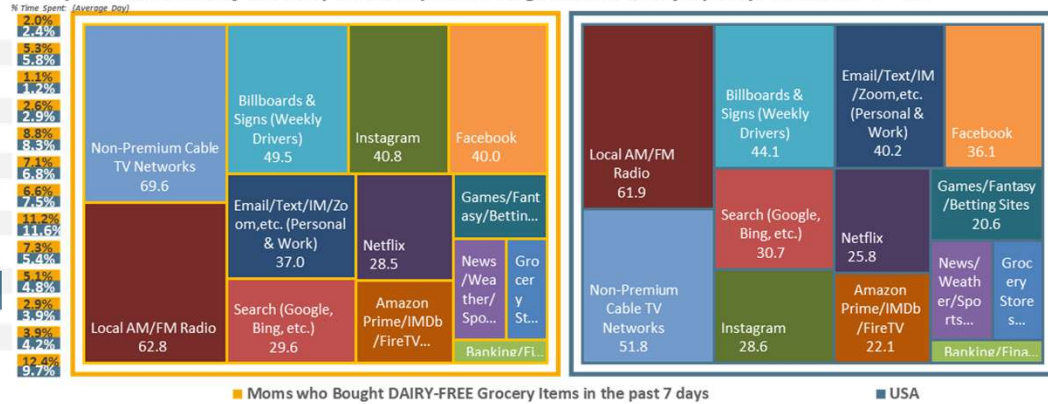


Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days spend an average of 6 hours and 10 minutes each day with All Forms of Ad-Supported Media. 77.4% listen to Local AM/FM Radio for an avg. of 58.4 minutes/day. (Local Radio delivers 12.2% of Time with Ad-Supported Media.)

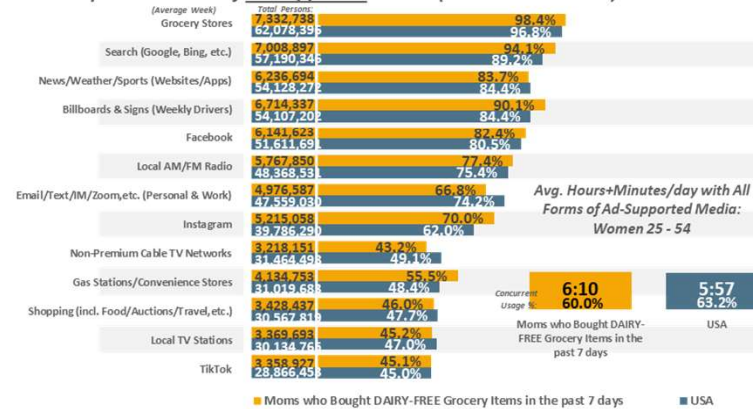
Top-13 All Forms of Media (Persons & % Reach): Women 25 - 54



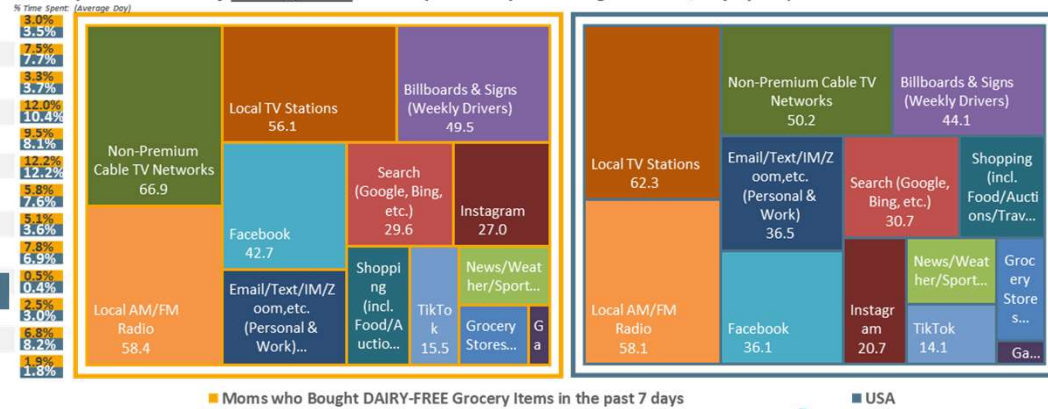
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



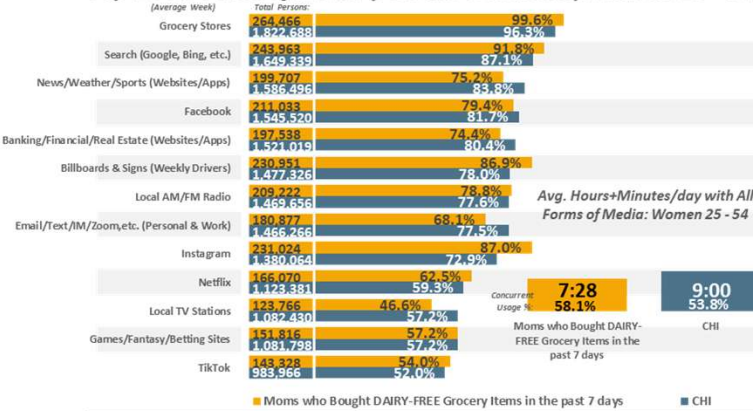
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54





Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days spend an average of 4 hours and 46 minutes each day with All Forms of Ad-Supported Media. 77.8% listen to Local AM/FM Radio for an avg. of 58.7 minutes/day. (Local Radio delivers 15.9% of Time with Ad-Supported Media.)

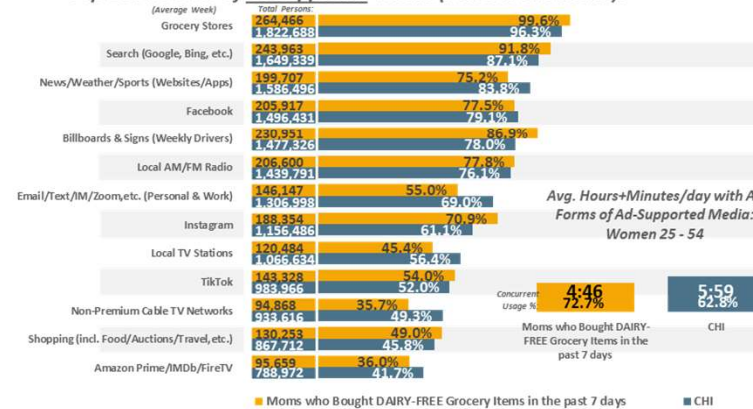
Top-13 All Forms of Media (Persons & % Reach): Women 25 - 54



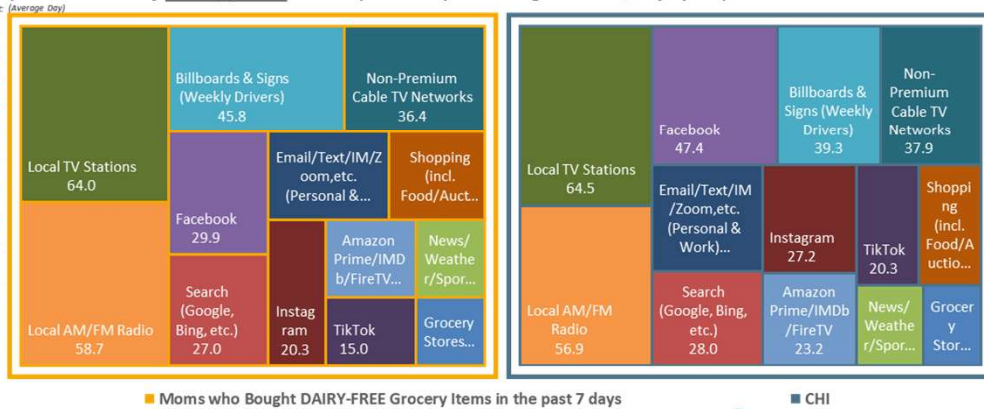
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



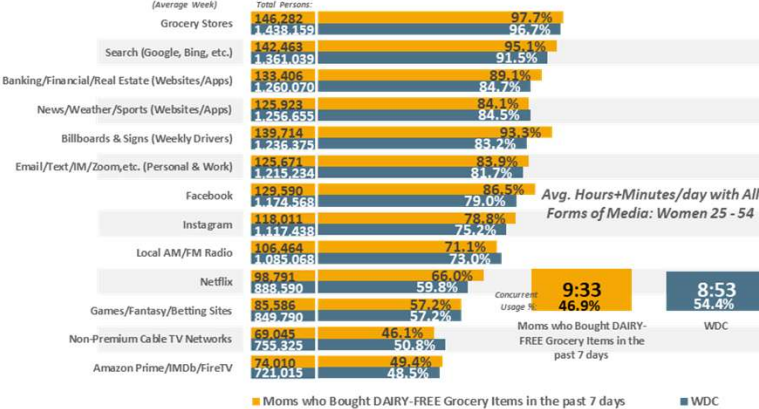
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



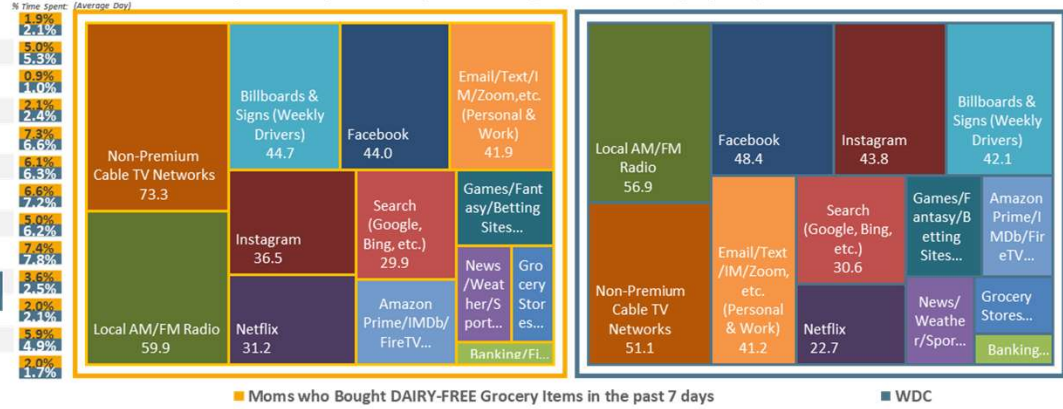


Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days spend an average of 6 hours and 23 minutes each day with All Forms of Ad-Supported Media. 67.2% listen to Local AM/FM Radio for an avg. of 53. minutes/day. (Local Radio delivers 9.3% of Time with Ad-Supported Media.)

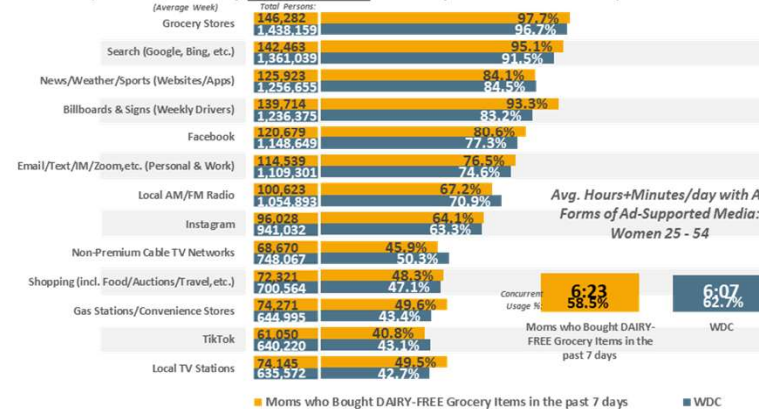
Top-13 All Forms of Media (Persons & % Reach): Women 25 - 54



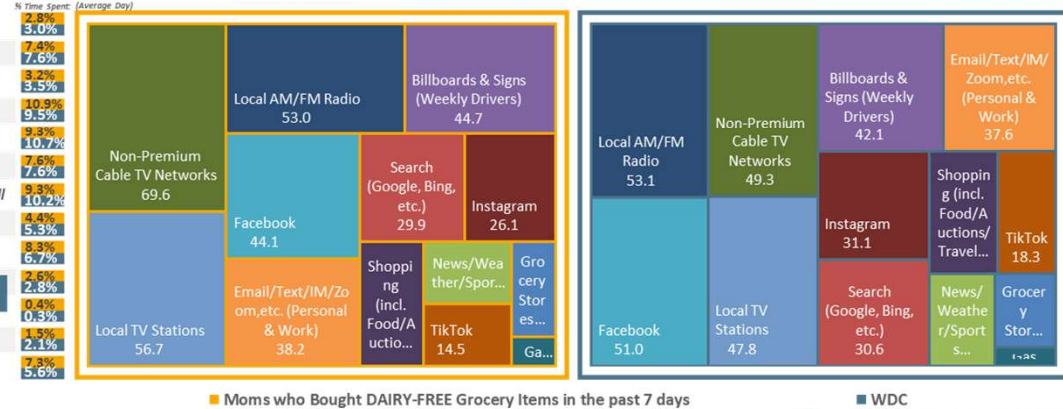
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



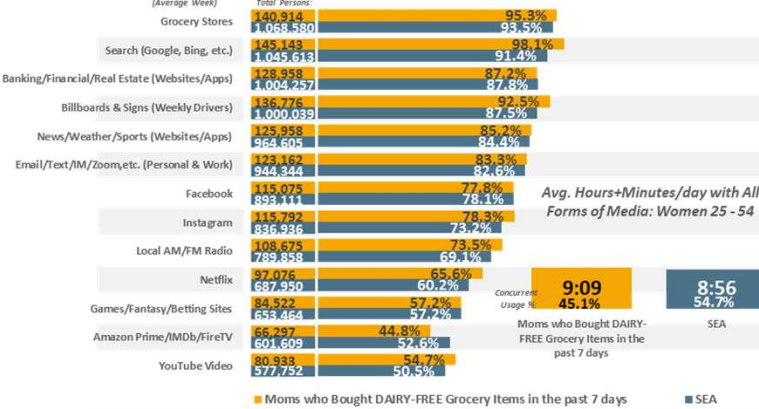
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



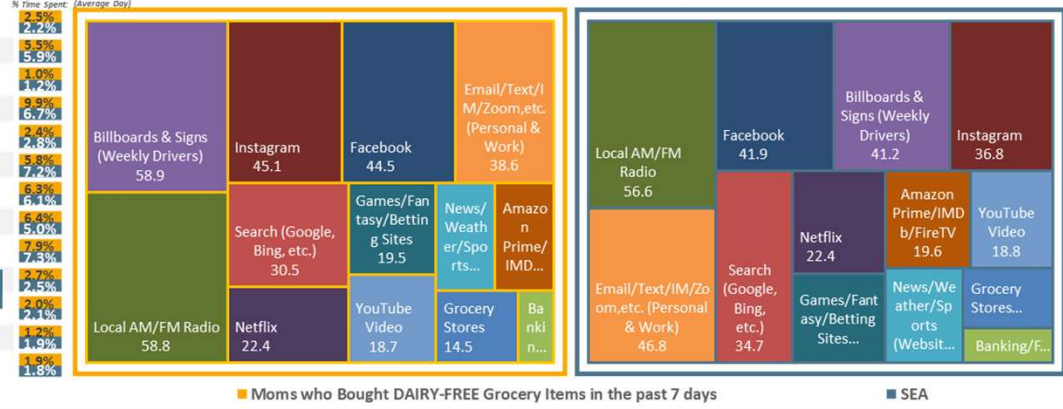


Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days spend an average of 6 hours and 14 minutes each day with All Forms of Ad-Supported Media. 72.4% listen to Local AM/FM Radio for an avg. of 53. minutes/day. (Local Radio delivers 10.2% of Time with Ad-Supported Media.)

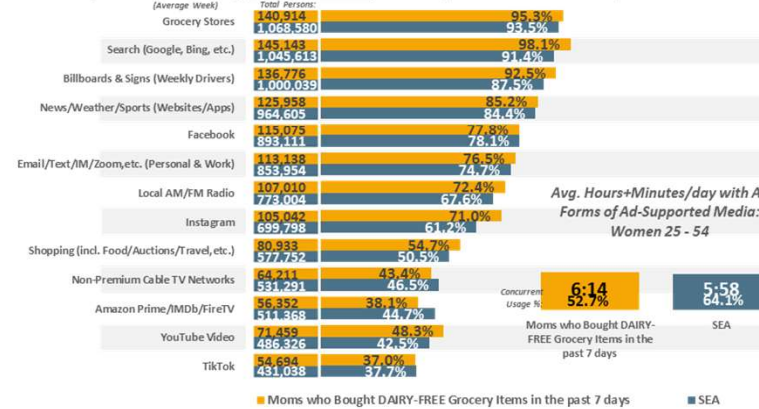
Top-13 All Forms of Media (Persons & % Reach): Women 25 - 54



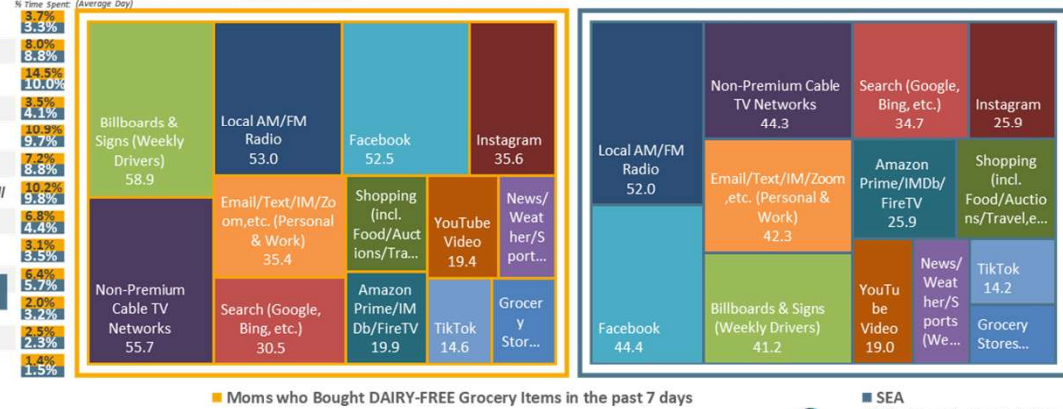
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



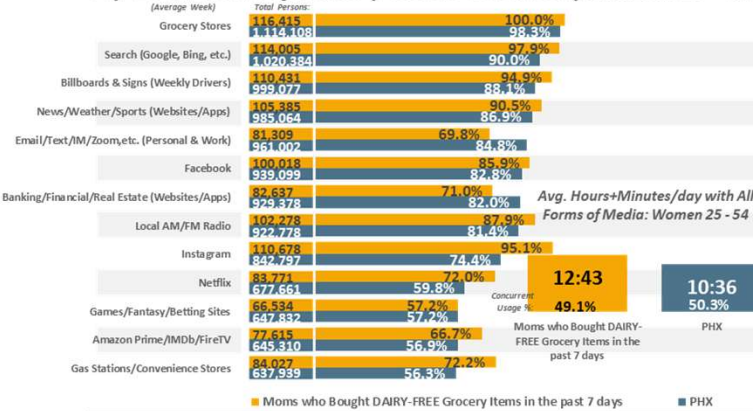
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



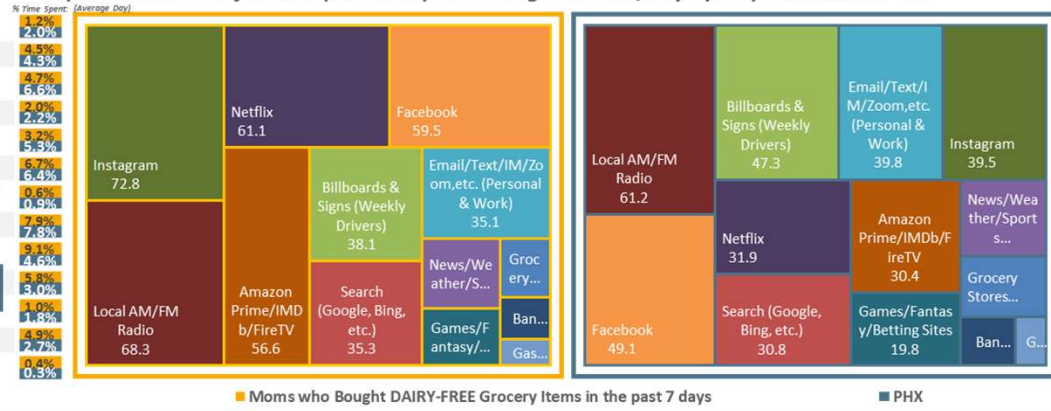


Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days spend an average of 8 hours and 28 minutes each day with All Forms of Ad-Supported Media. 86.9% listen to Local AM/FM Radio for an avg. of 65.6 minutes/day. (Local Radio delivers 11.2% of Time with Ad-Supported Media.)

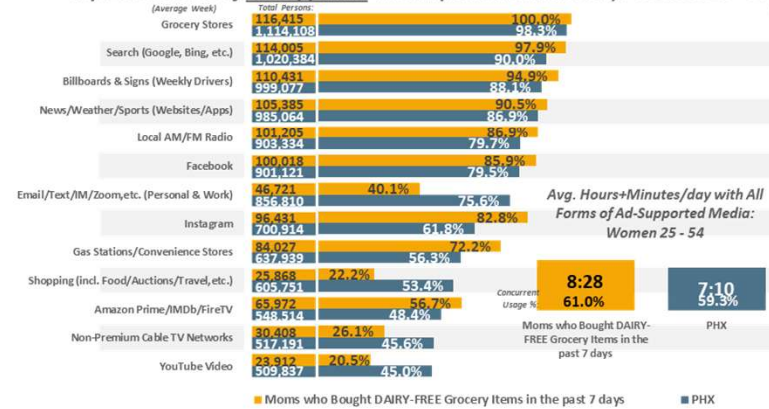
Top-13 All Forms of Media (Persons & % Reach): Women 25 - 54



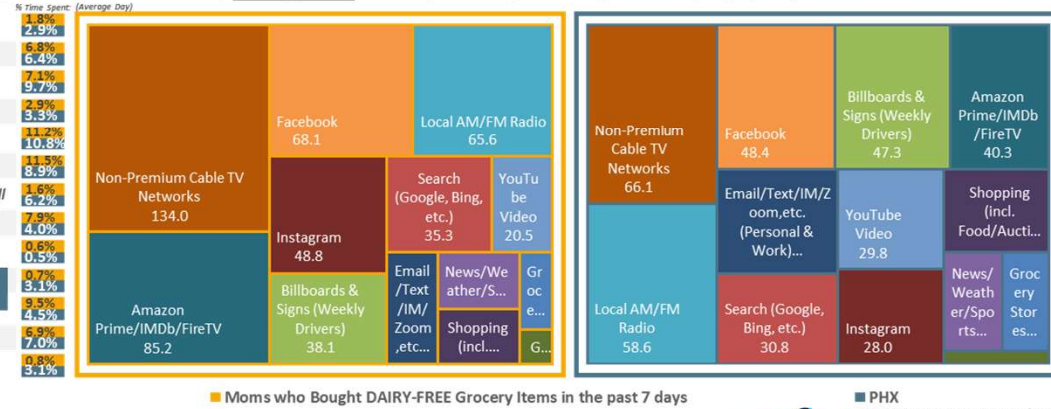
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



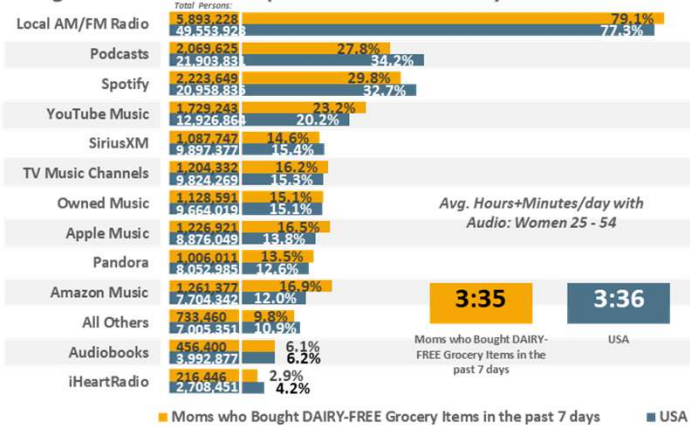
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



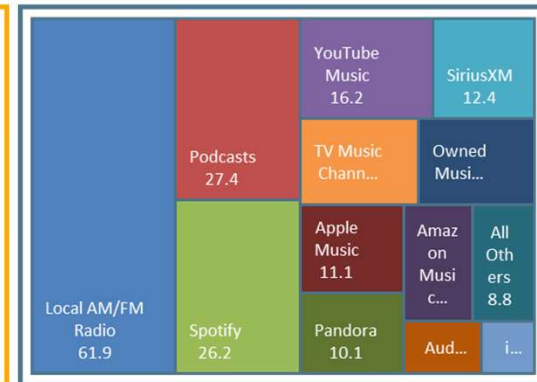
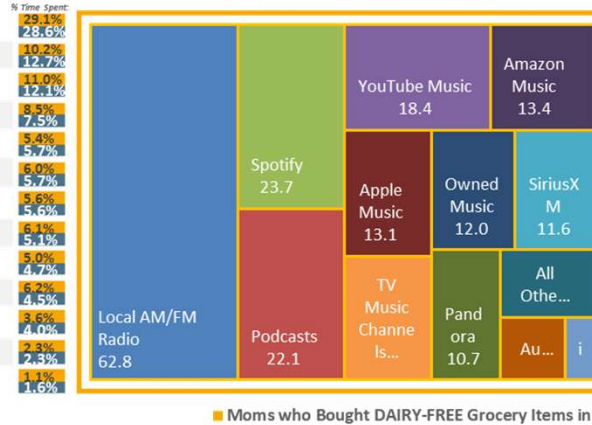


5,767,850 or 77.4% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 58.4 minutes every day representing 37.2% of all time spent daily with Ad-Supported Audio.

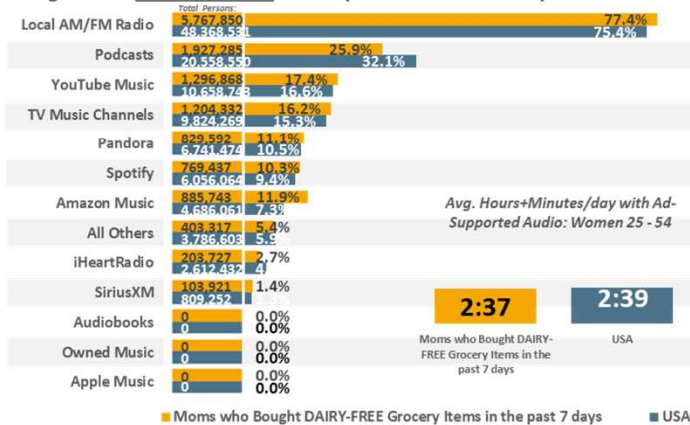
Avg. Week All Audio (Persons & % Reach): Women 25 - 54



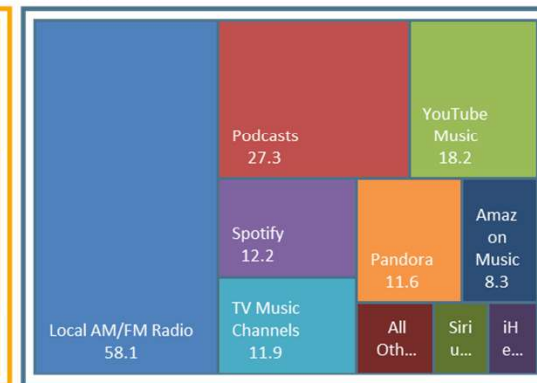
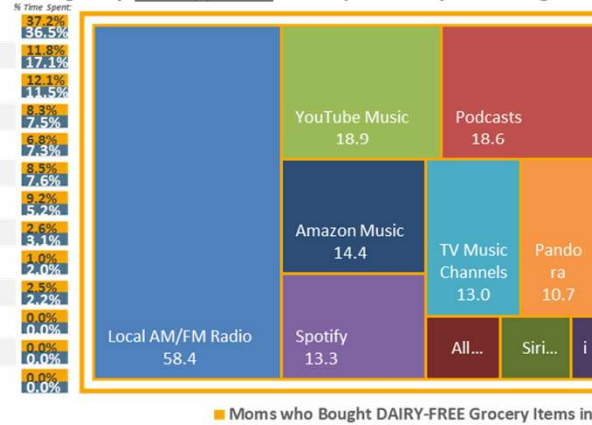
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



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

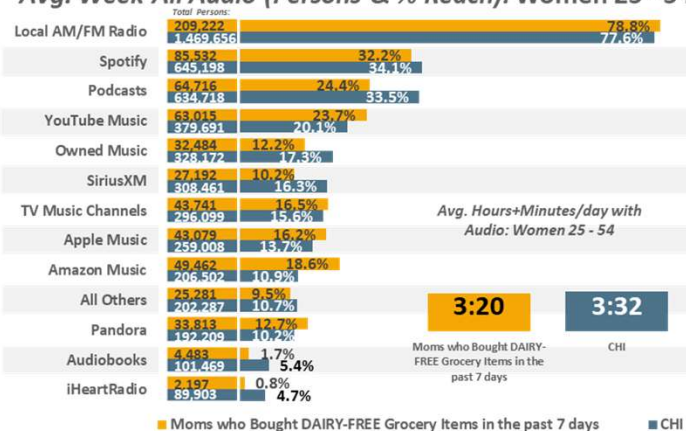
soefa.ai Share of Everything for Anything

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

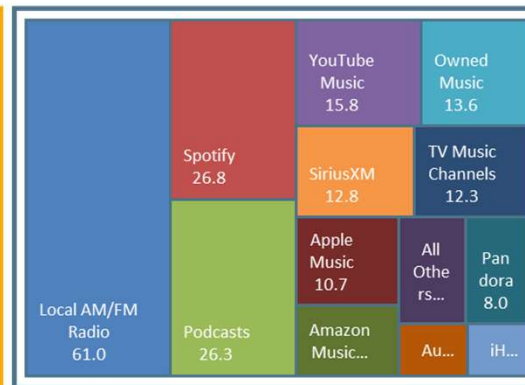
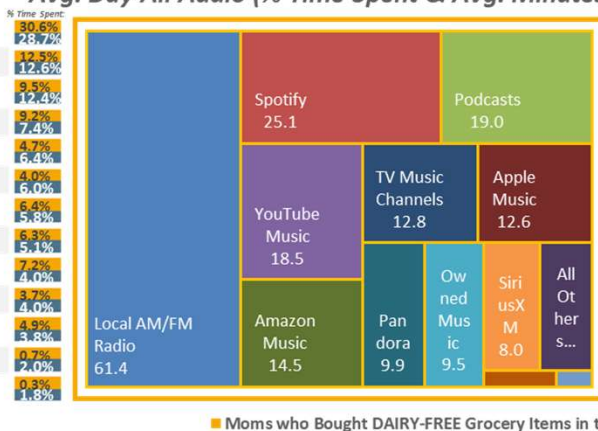


206,600 or 77.8% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 58.7 minutes every day representing 37.9% of all time spent daily with Ad-Supported Audio.

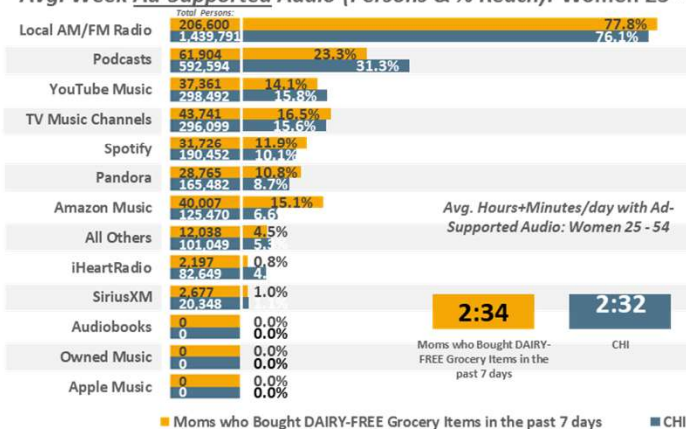
Avg. Week All Audio (Persons & % Reach): Women 25 - 54



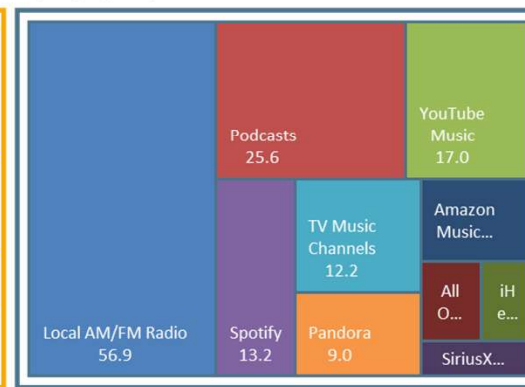
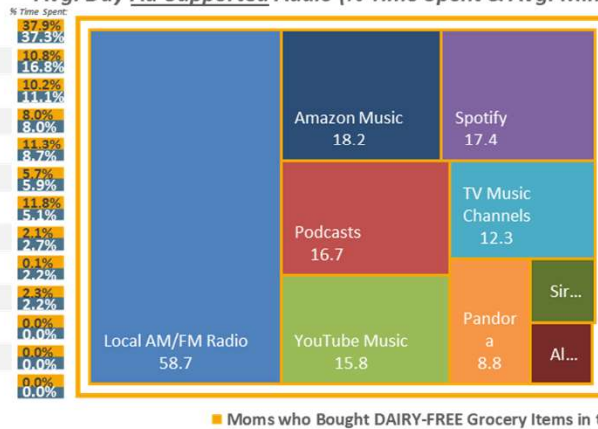
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54

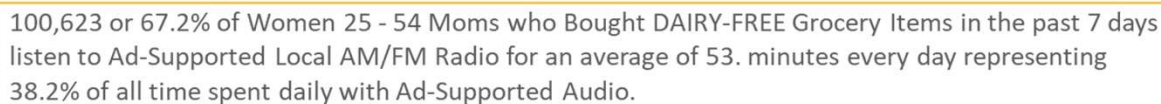


Avg. Week Ad-Supported Audio (Persons & % Reach): Women 25 - 54

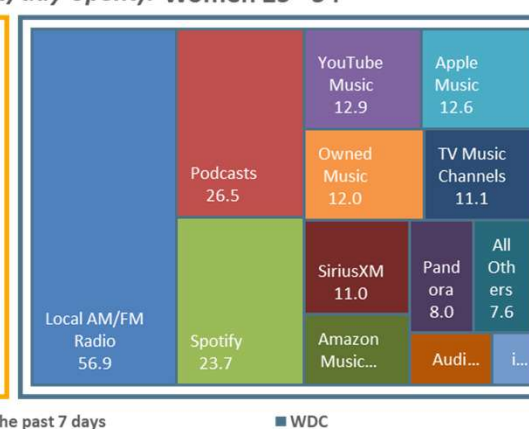


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54

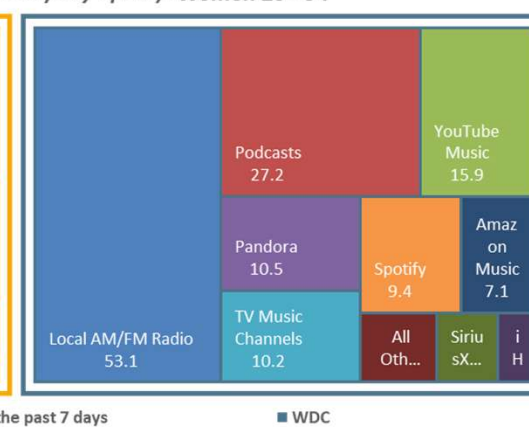
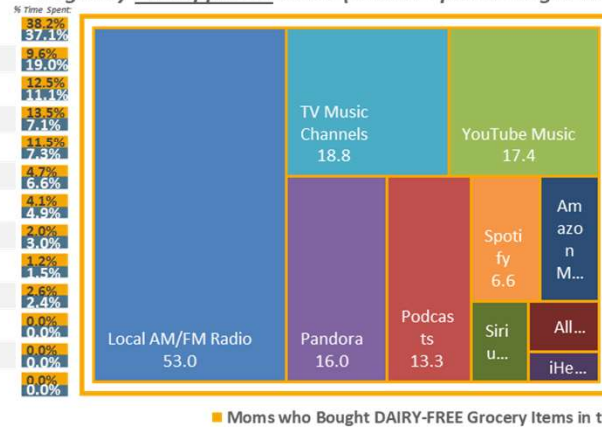


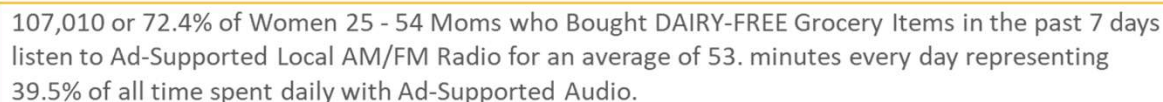


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54

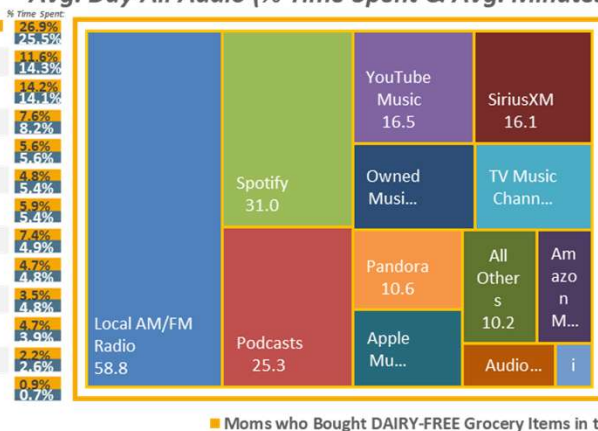


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54

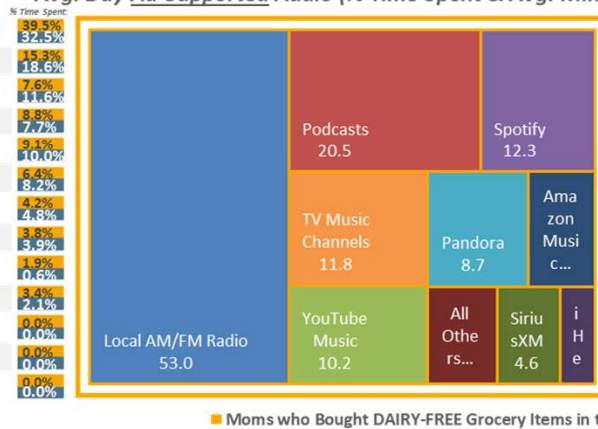




Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



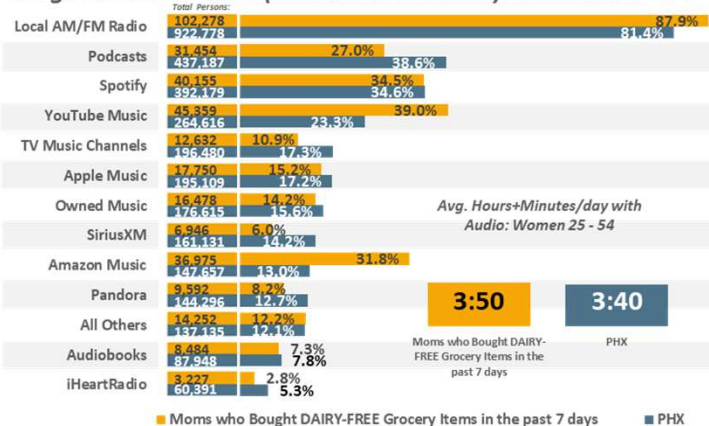
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((Parent of child under 18: Yes AND Grocery stores shopped past 7 days (HHLD): Any grocery store) AND Food types HHLD bought (HHLD): Dairy-free)

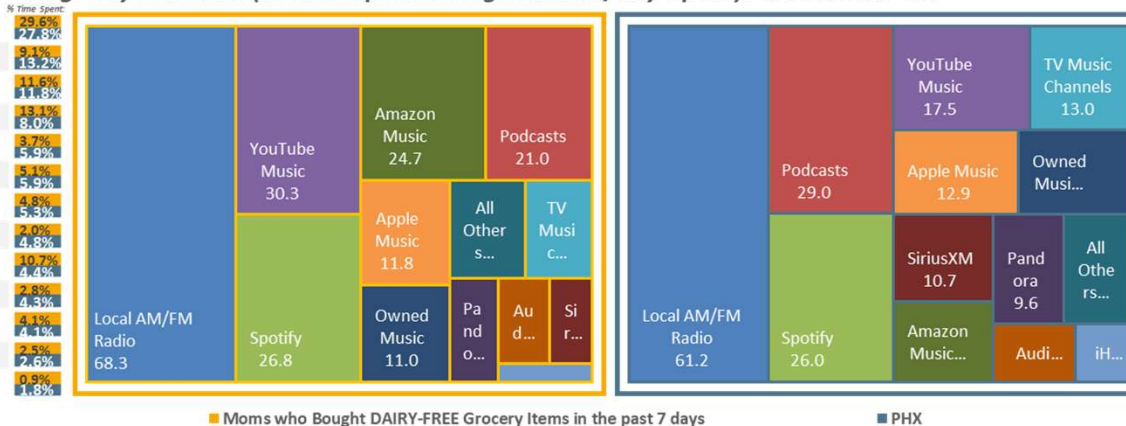


101,205 or 86.9% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 65.6 minutes every day representing 32.7% of all time spent daily with Ad-Supported Audio.

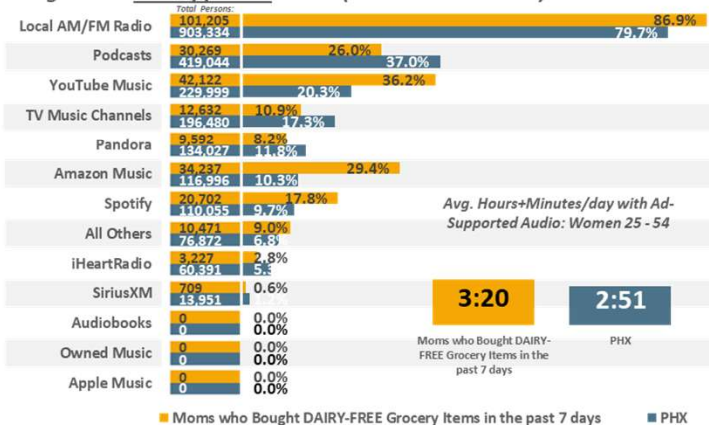
Avg. Week All Audio (Persons & % Reach): Women 25 - 54



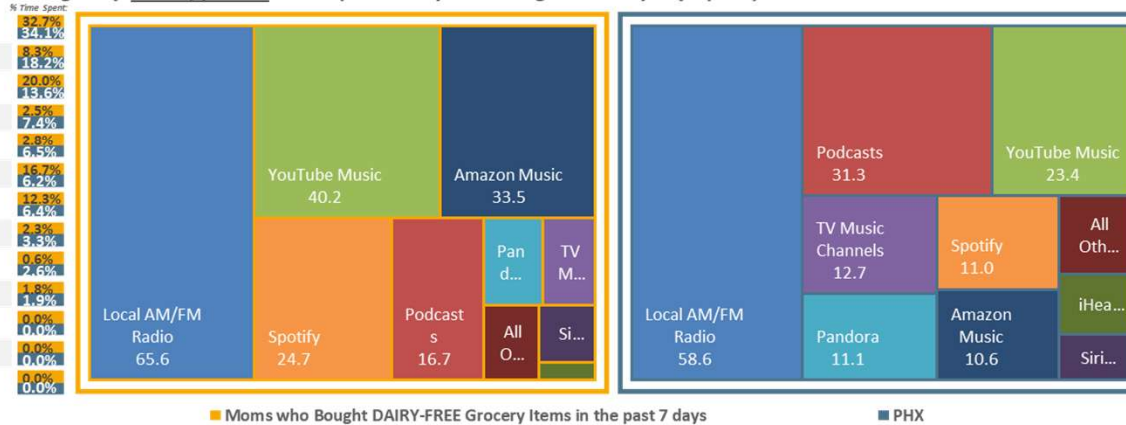
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



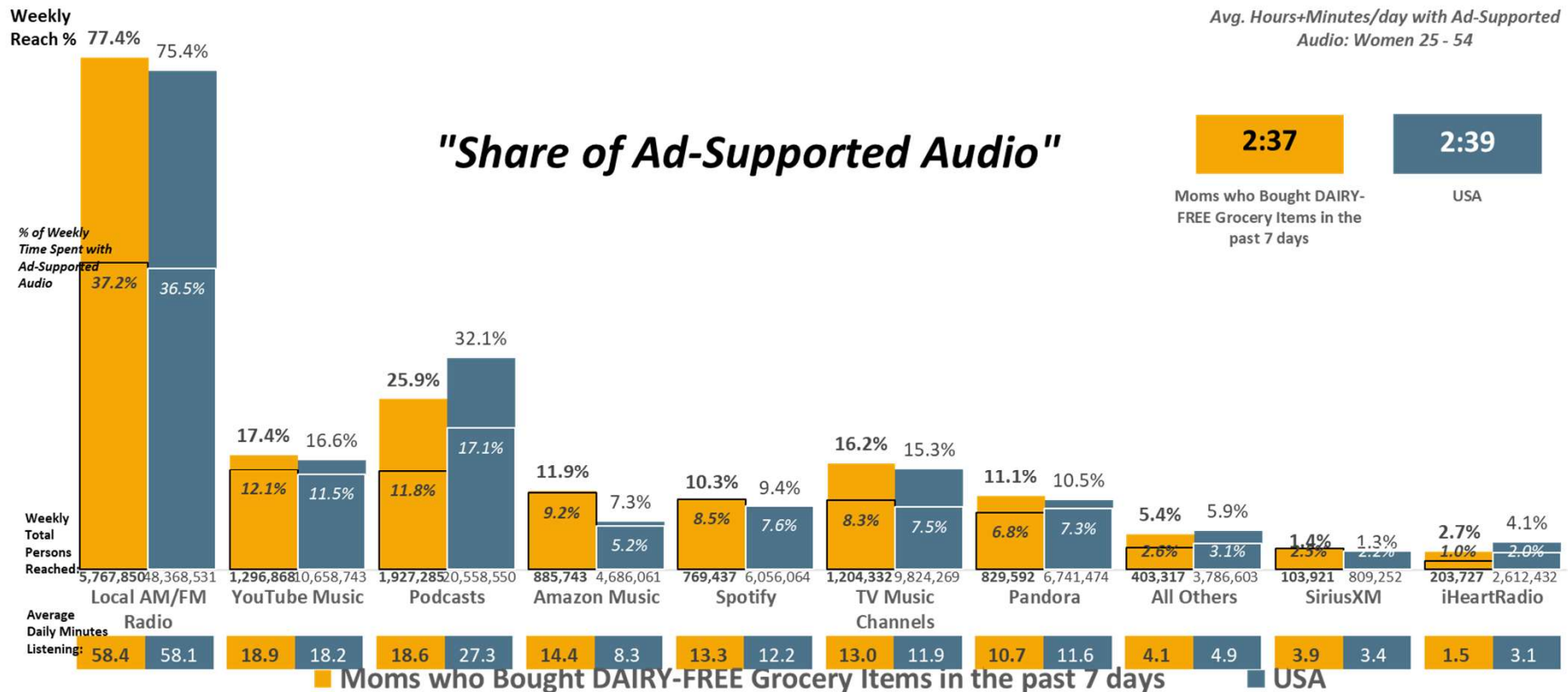
PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 133
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[[Parent of child under 18: Yes AND Grocery stores shopped past 7 days (HHLd): Any grocery store] AND Food types HHLd bought (HHLd): Dairy-free]]

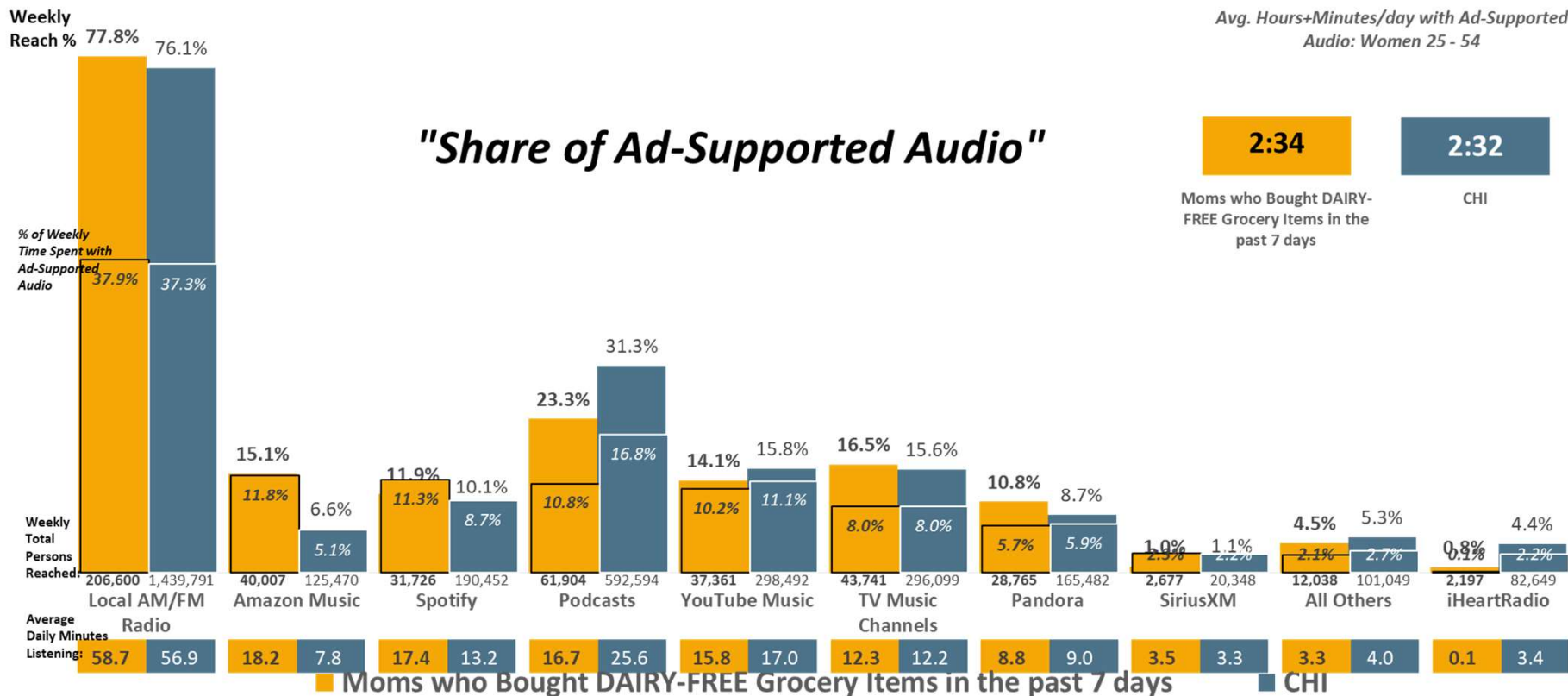


5,767,850 or 77.4% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 58.4 minutes every day representing 37.2% of all time spent daily with Ad-Supported Audio.



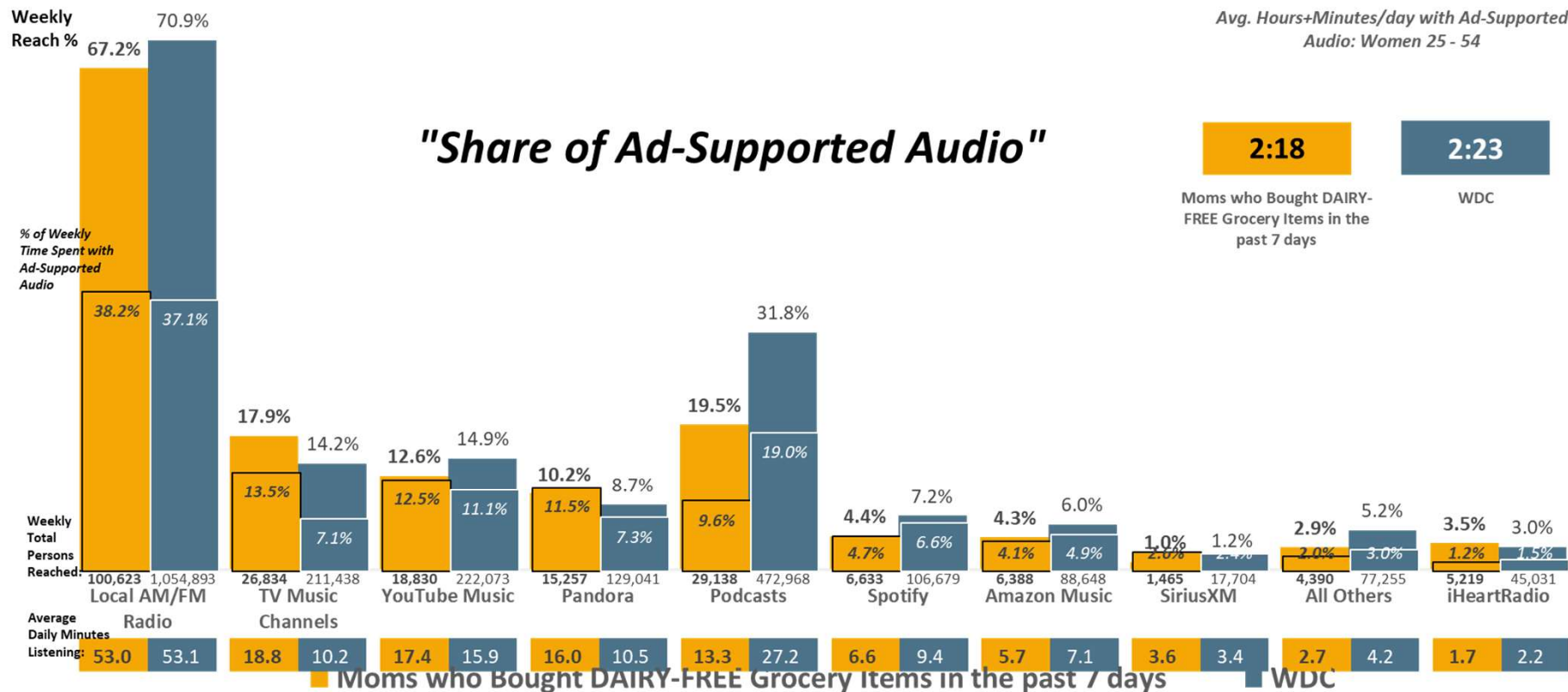


206,600 or 77.8% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 58.7 minutes every day representing 37.9% of all time spent daily with Ad-Supported Audio.



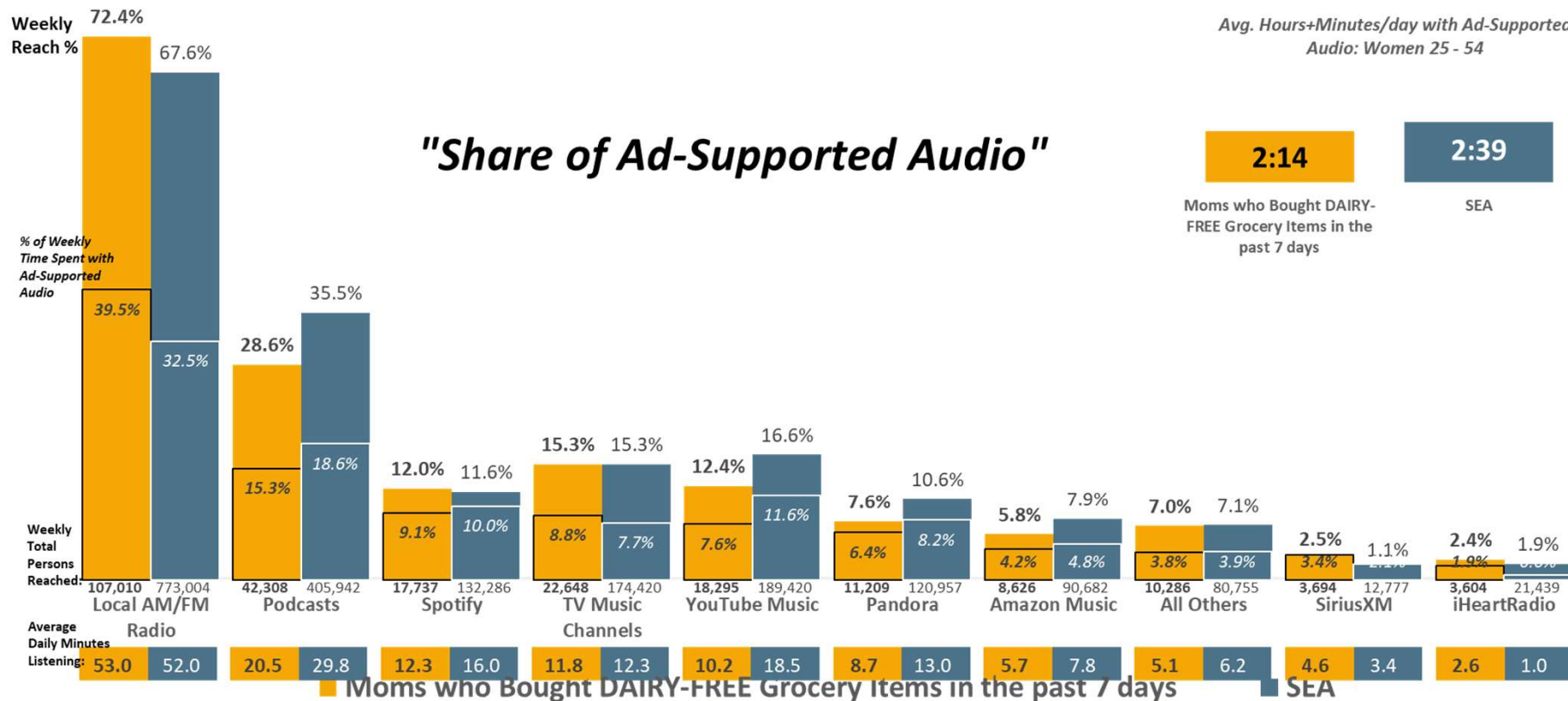


100,623 or 67.2% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 53. minutes every day representing 38.2% of all time spent daily with Ad-Supported Audio.



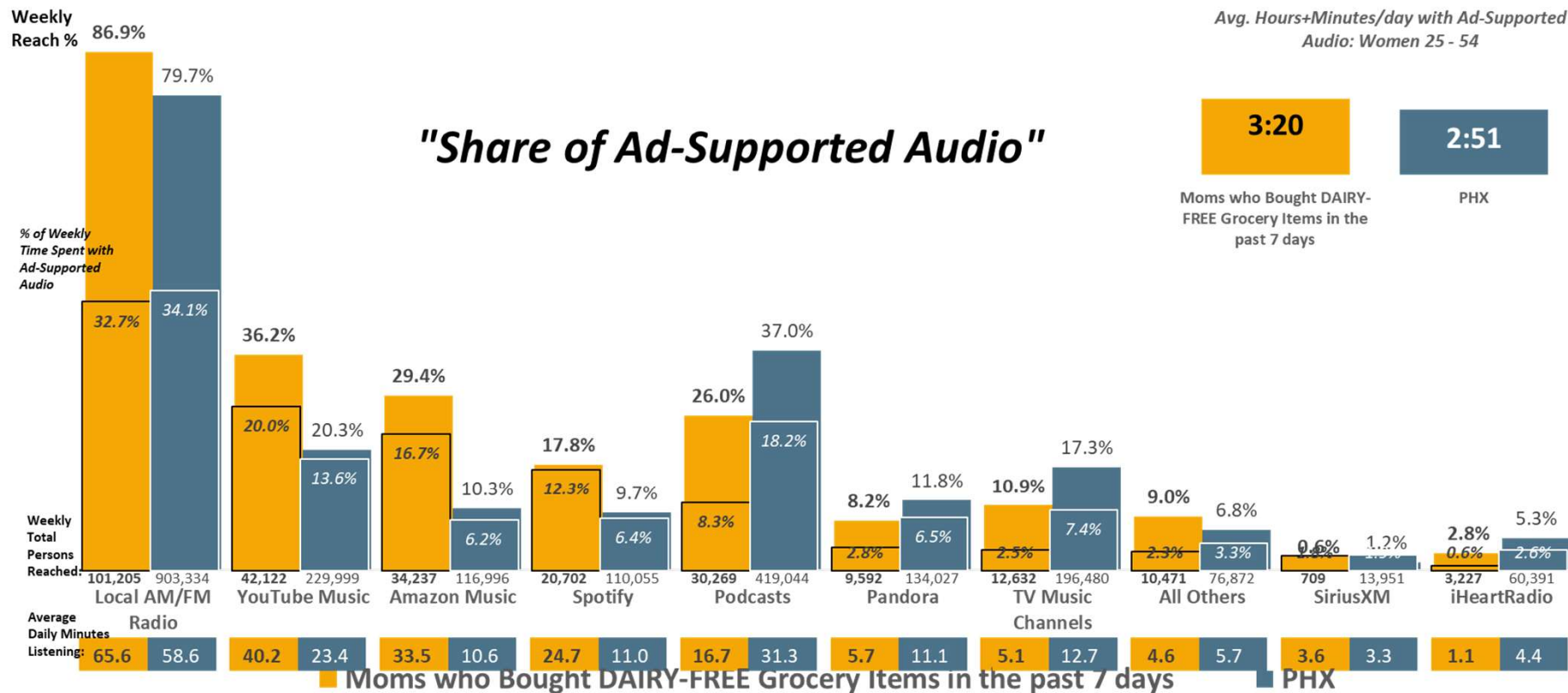


107,010 or 72.4% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 53. minutes every day representing 39.5% of all time spent daily with Ad-Supported Audio.





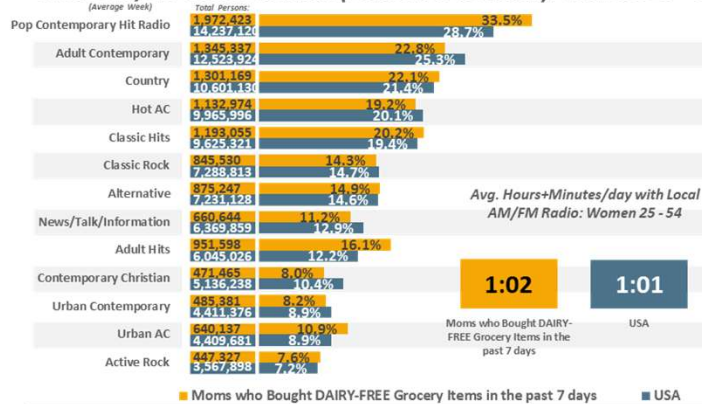
101,205 or 86.9% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 65.6 minutes every day representing 32.7% of all time spent daily with Ad-Supported Audio.



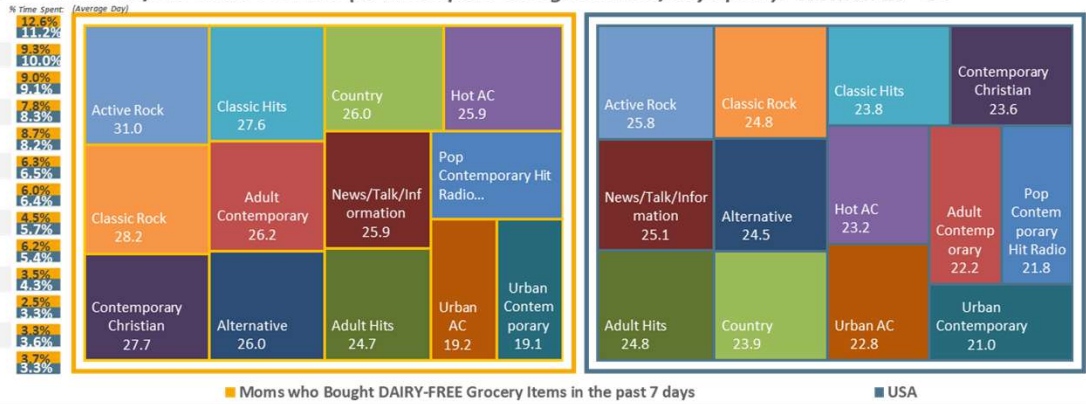


5,767,850 or 77.4% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Country, Classic Hits, and Hot AC.

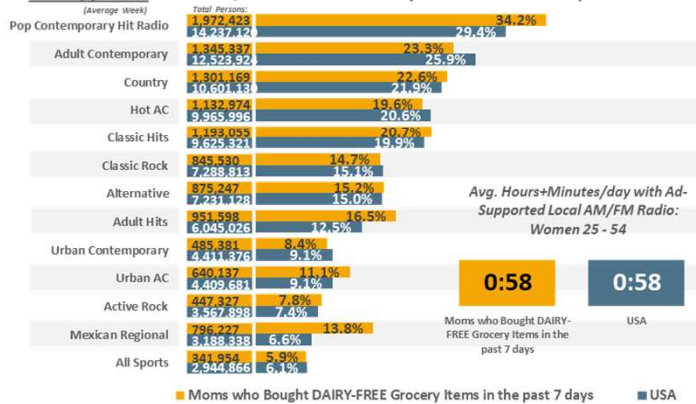
Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 54



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



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



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



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

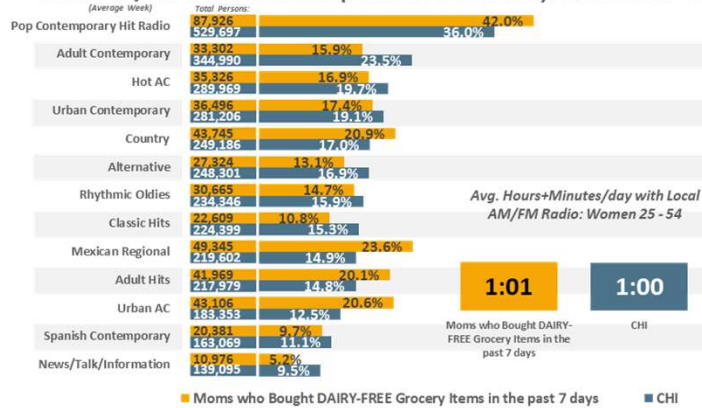
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[[[Parent of child under 18: Yes AND Grocery stores shopped past 7 days (HHLD): Any grocery store] AND Food types HHLD bought (HHLD): Dairy-free]]



206,600 or 77.8% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Mexican Regional, Country, Urban AC, and Adult Hits.

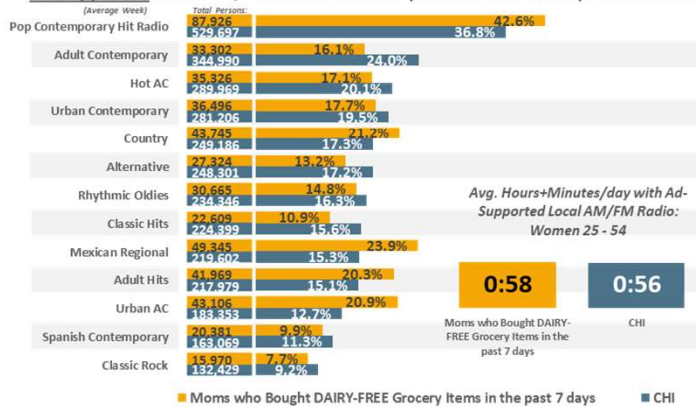
Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 54



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



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



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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 213
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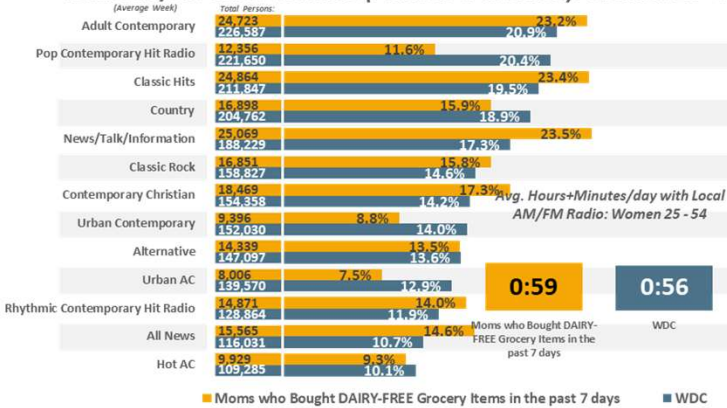
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[[[Parent of child under 18: Yes AND Grocery stores shopped past 7 days (HHLD): Any grocery store] AND Food types HHLD bought (HHLD): Dairy-free]]

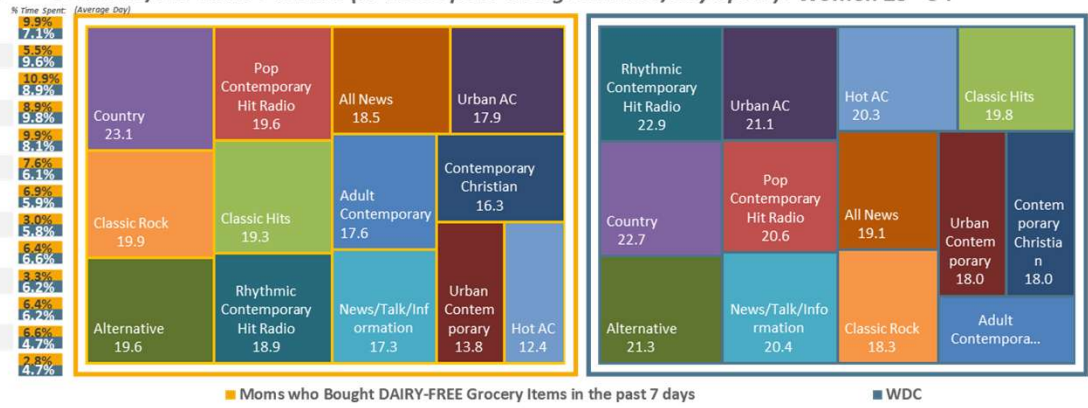


100,623 or 67.2% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Adult Contemporary, All Sports, Country, and Classic Rock.

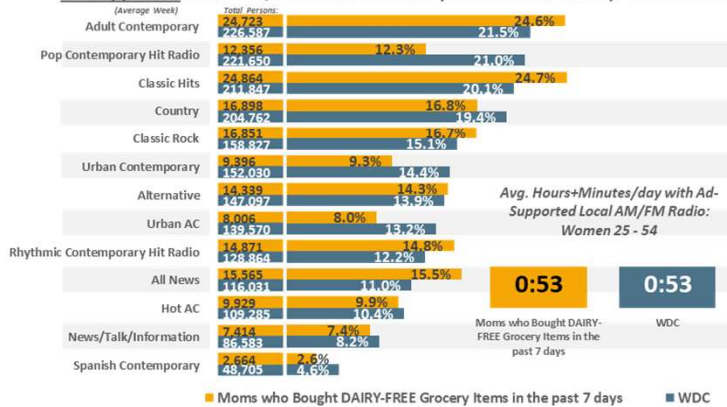
Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 54



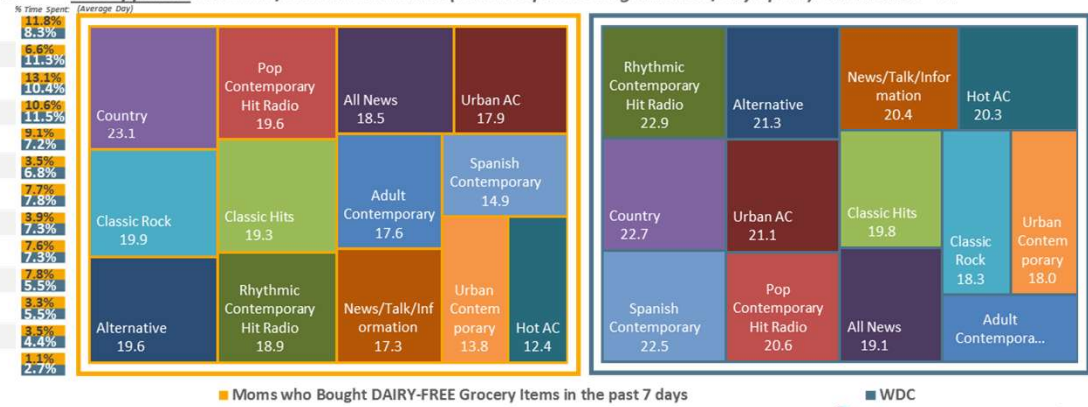
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



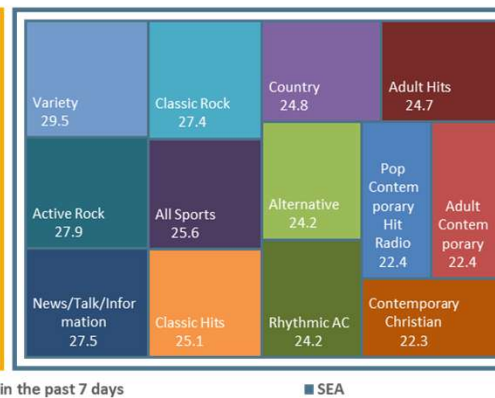
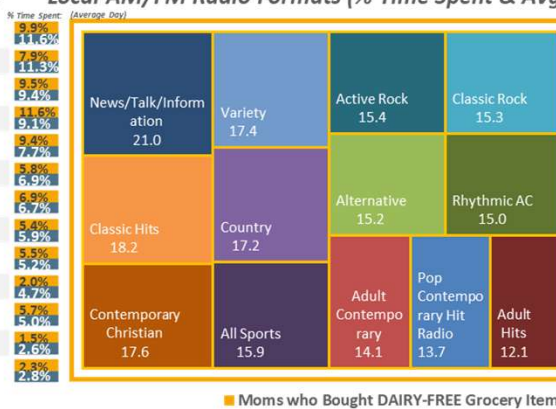
WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 377
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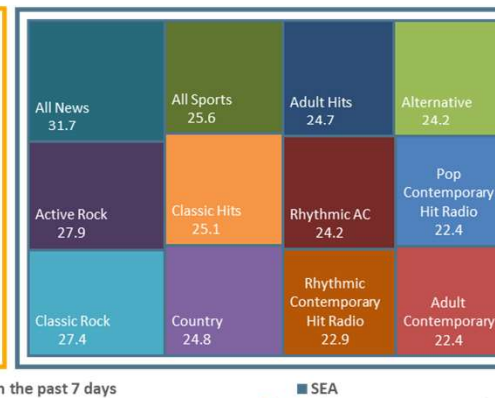
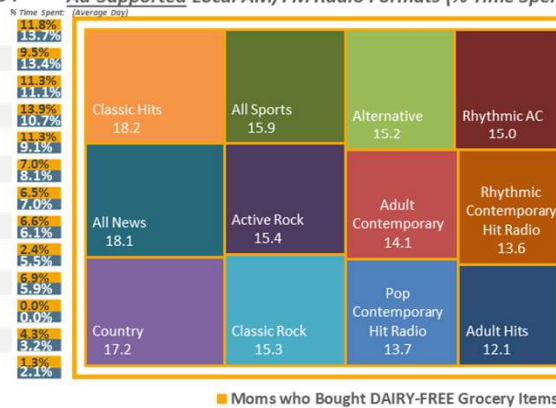
[[Parent of child under 18: Yes AND Grocery stores shopped past 7 days (HHLd): Any grocery store] AND Food types HHLd bought (HHLd): Dairy-free]]



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



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



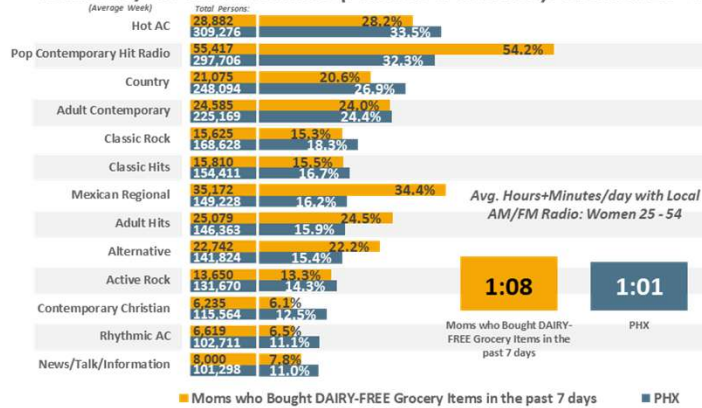
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((Parent of child under 18: Yes AND Grocery stores shopped past 7 days (HHLD): Any grocery store) AND Food types HHLD bought (HHLD): Dairy-free)

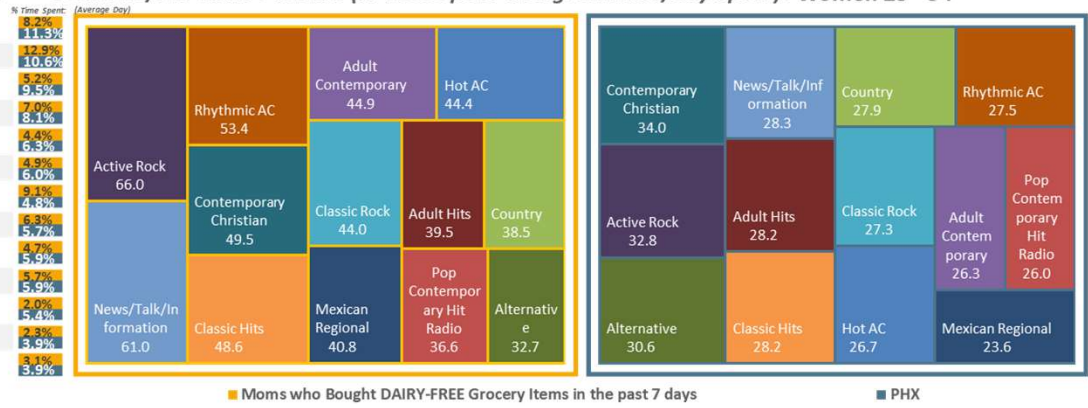


101,205 or 86.9% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Mexican Regional, Spanish Adult Hits, Hot AC, and Latino Urban.

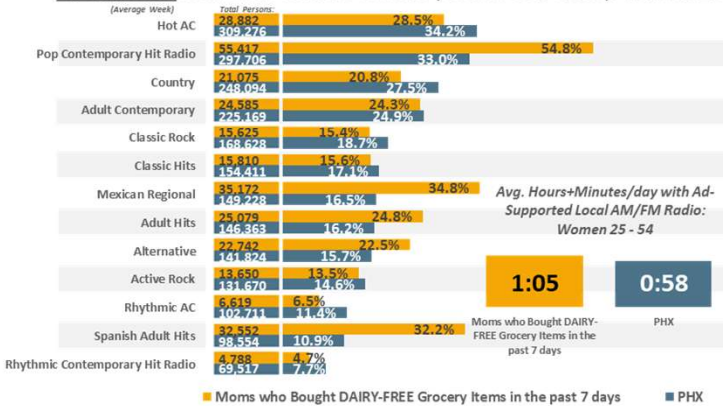
Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 54



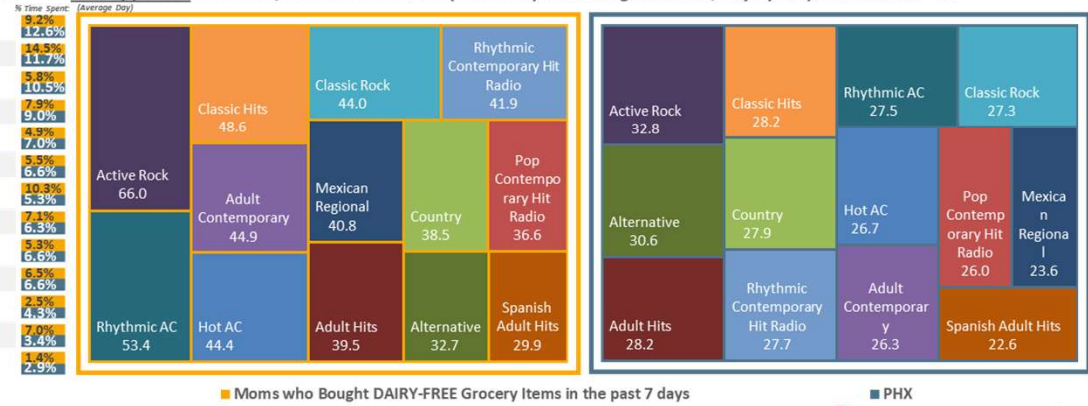
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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

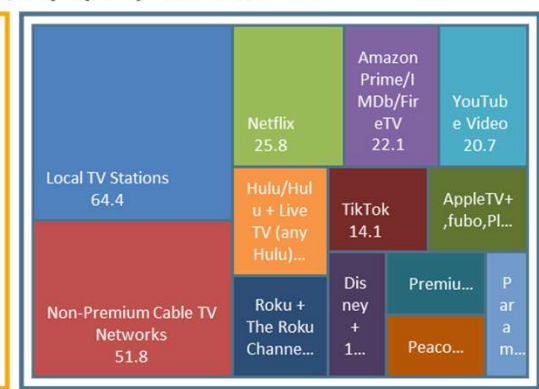
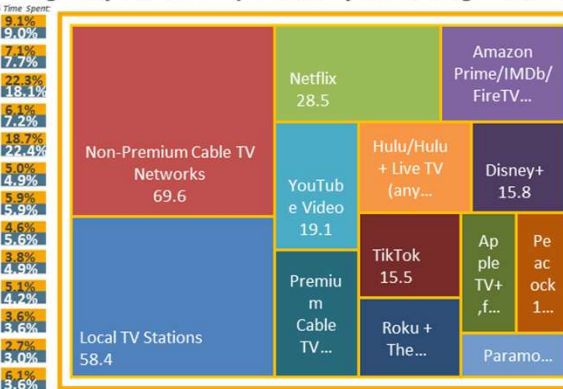
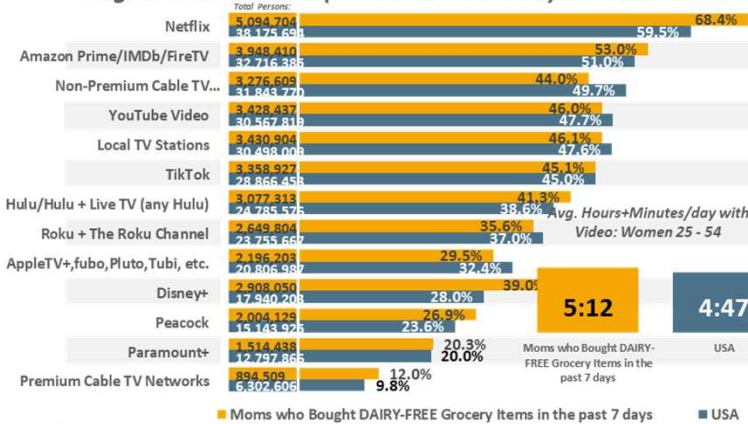




3,369,693 or 45.2% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days watch Ad-Supported Local TV Stations for an average of 56.1 minutes every day representing 23.4% of all time spent daily with Ad-Supported Video.

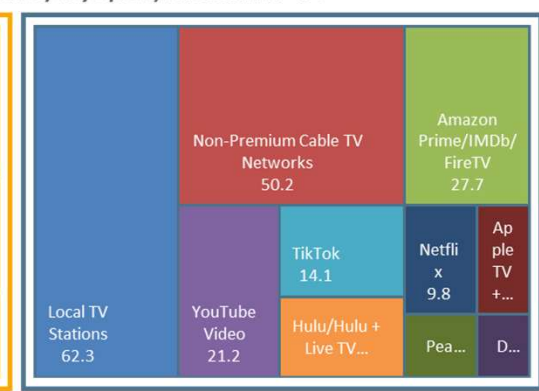
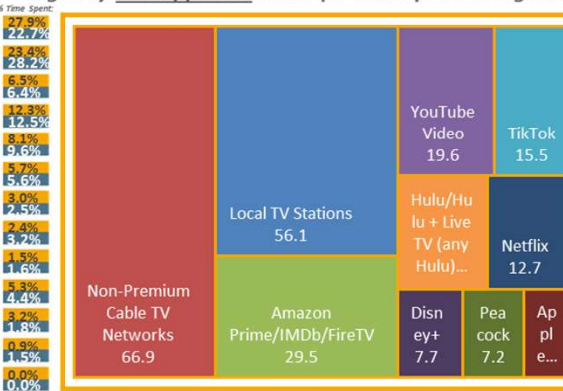
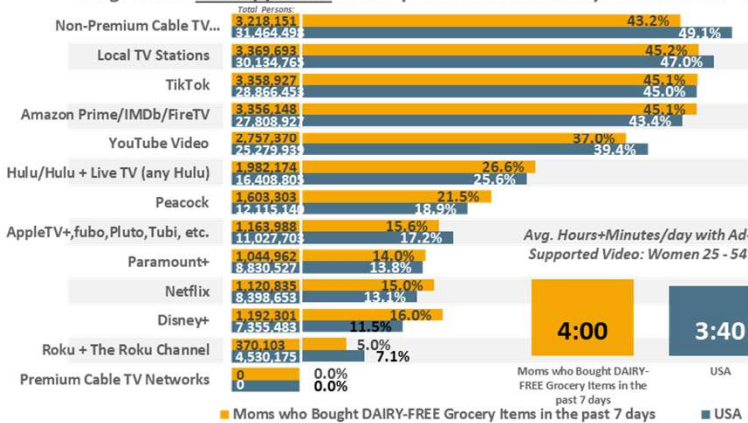
Avg. Week All Video (Persons & % Reach): Women 25 - 54

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



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

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

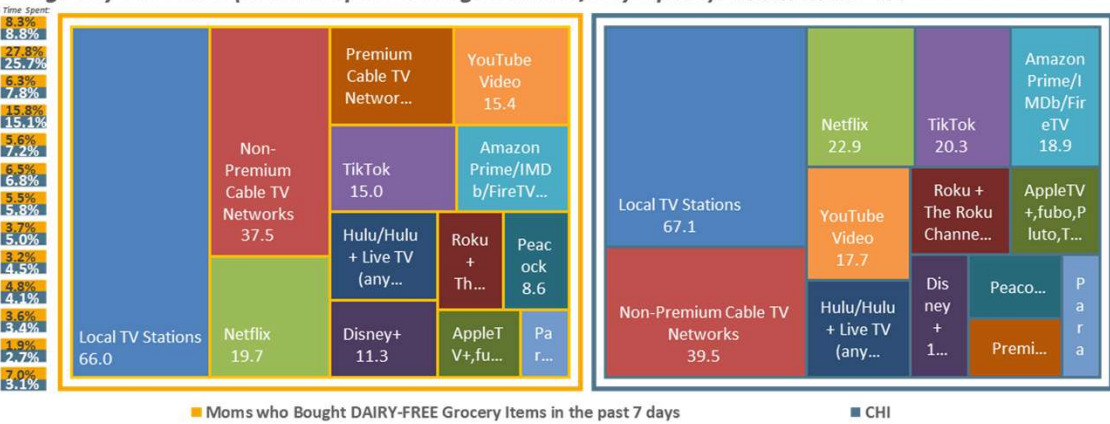
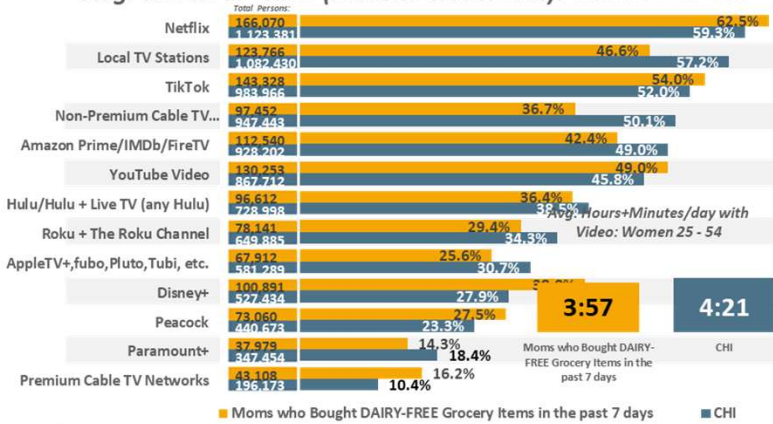




120,484 or 45.4% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days watch Ad-Supported Local TV Stations for an average of 64. minutes every day representing 34.% of all time spent daily with Ad-Supported Video.

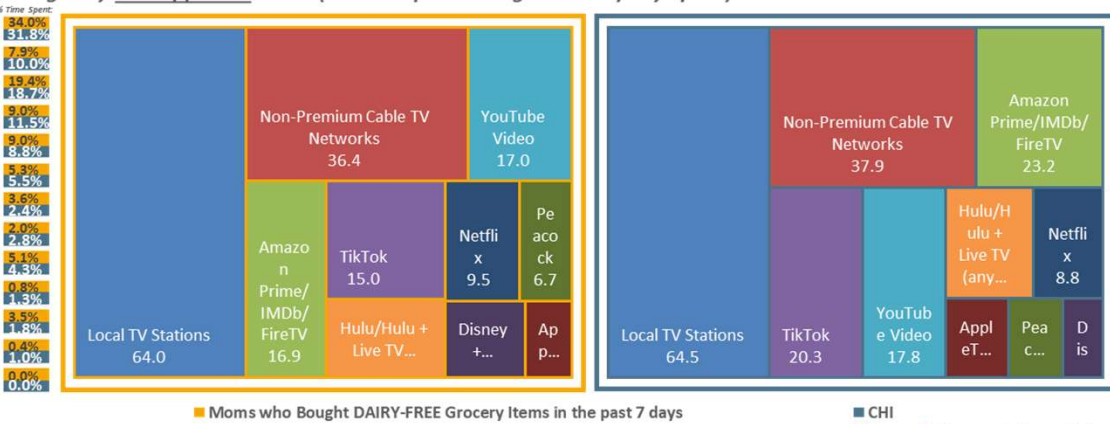
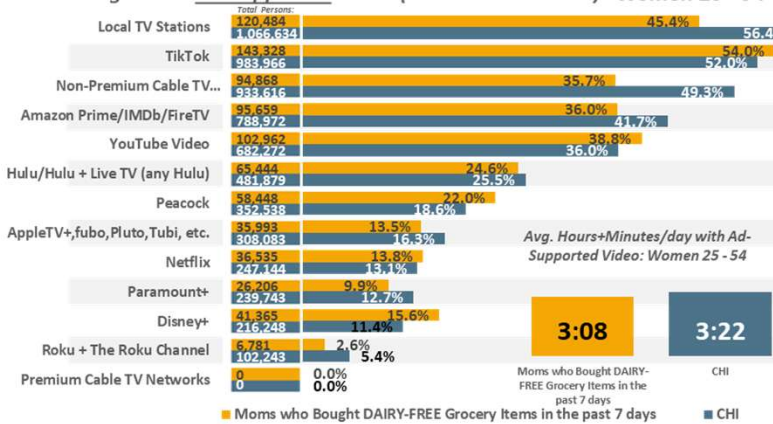
Avg. Week All Video (Persons & % Reach): Women 25 - 54

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



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

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



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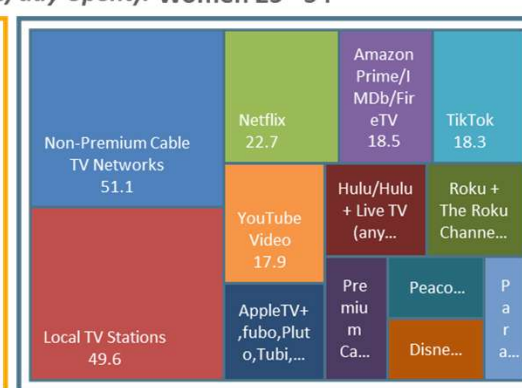
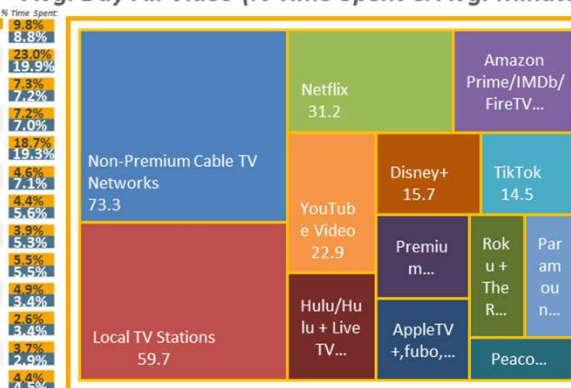
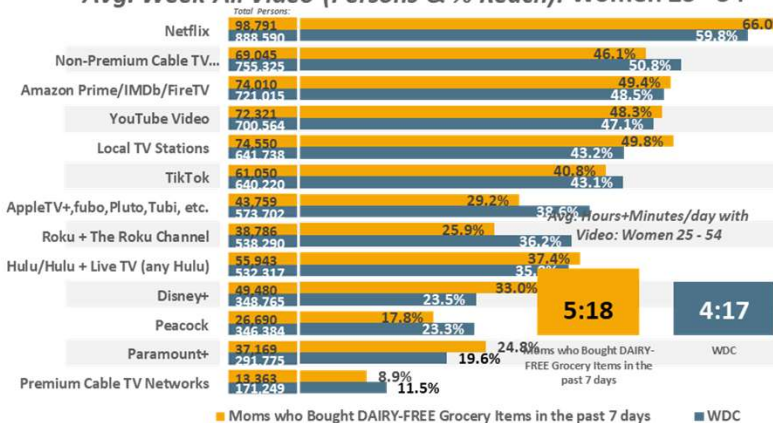
[[[Parent of child under 18: Yes AND Grocery stores shopped past 7 days (HHLD): Any grocery store] AND Food types HHLD bought (HHLD): Dairy-free]]



74,145 or 49.5% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days watch Ad-Supported Local TV Stations for an average of 56.7 minutes every day representing 23.2% of all time spent daily with Ad-Supported Video.

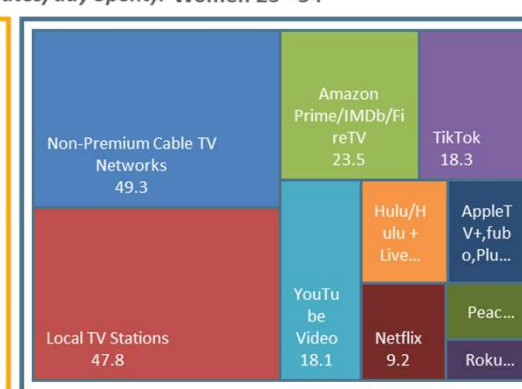
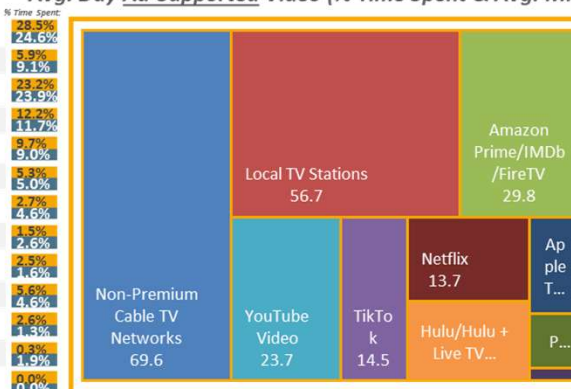
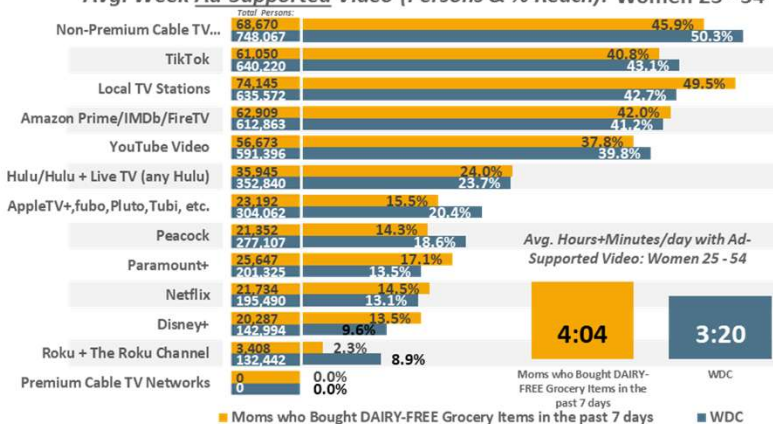
Avg. Week All Video (Persons & % Reach): Women 25 - 54

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



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

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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 377
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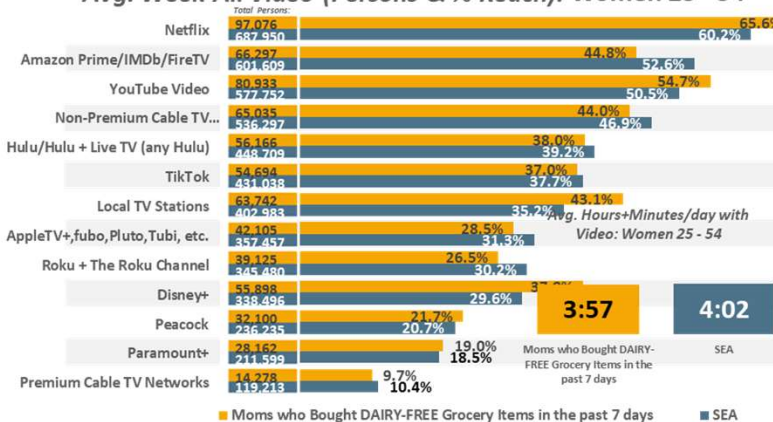
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[[Parent of child under 18: Yes AND Grocery stores shopped past 7 days (HHL): Any grocery store] AND Food types HHL bought (HHL): Dairy-free]]

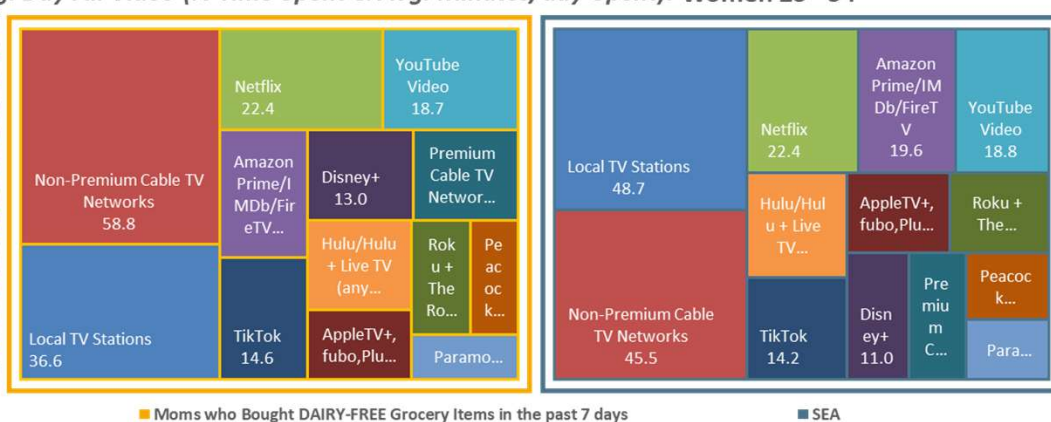


62,934 or 42.6% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days watch Ad-Supported Local TV Stations for an average of 34.7 minutes every day representing 18.8% of all time spent daily with Ad-Supported Video.

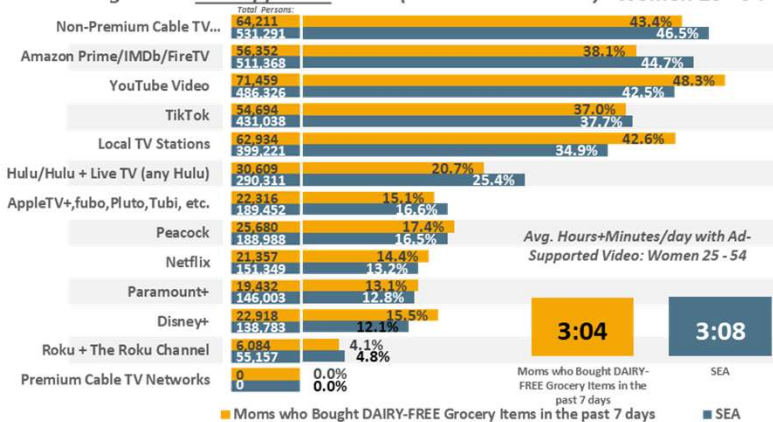
Avg. Week All Video (Persons & % Reach): Women 25 - 54



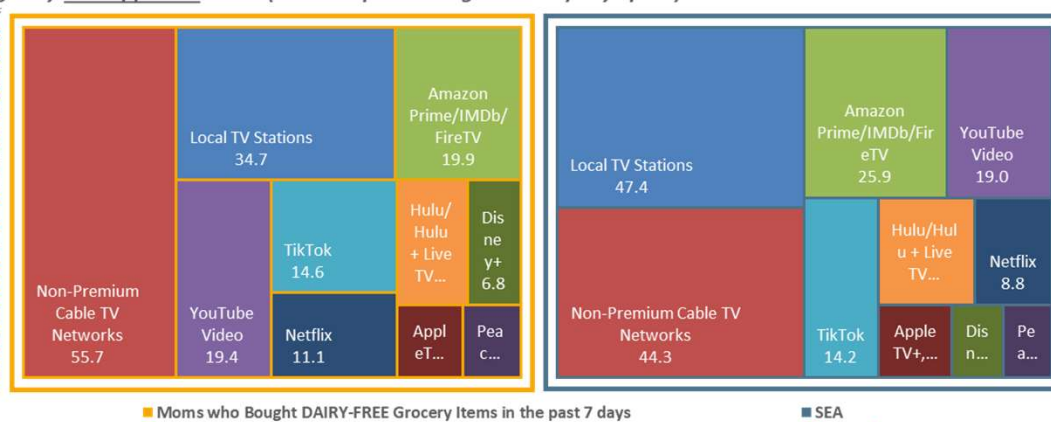
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 229
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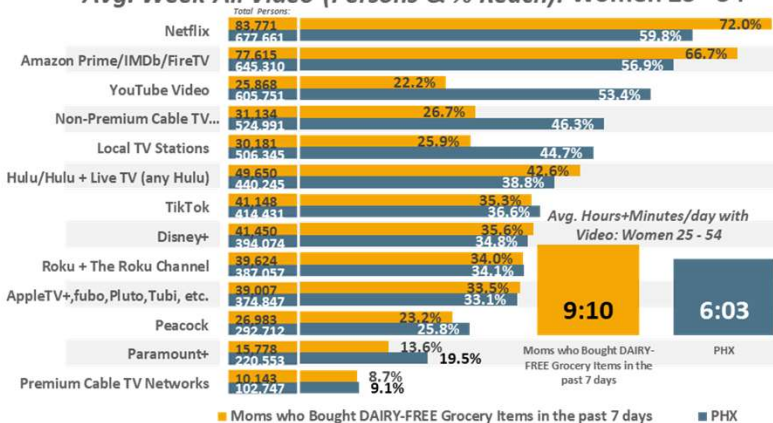
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[[[Parent of child under 18: Yes AND Grocery stores shopped past 7 days (HHLD): Any grocery store] AND Food types HHLD bought (HHLD): Dairy-free]]

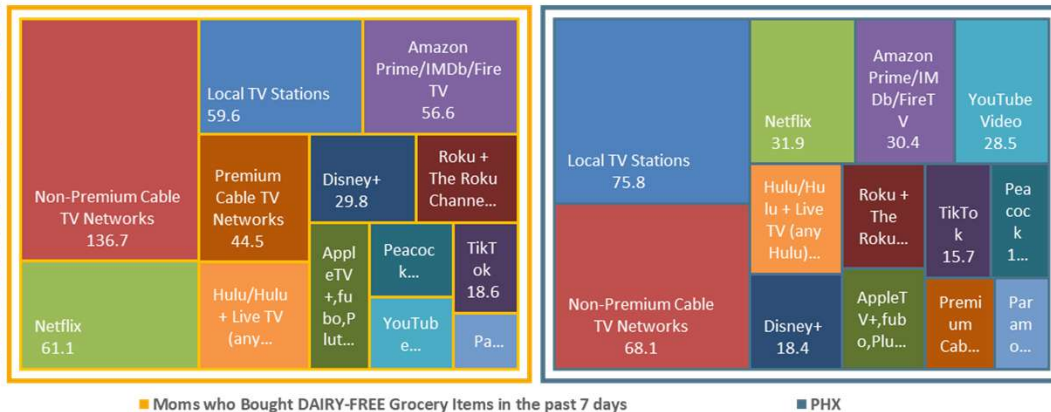


29,477 or 25.3% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days watch Ad-Supported Local TV Stations for an average of 58.5 minutes every day representing 14.3% of all time spent daily with Ad-Supported Video.

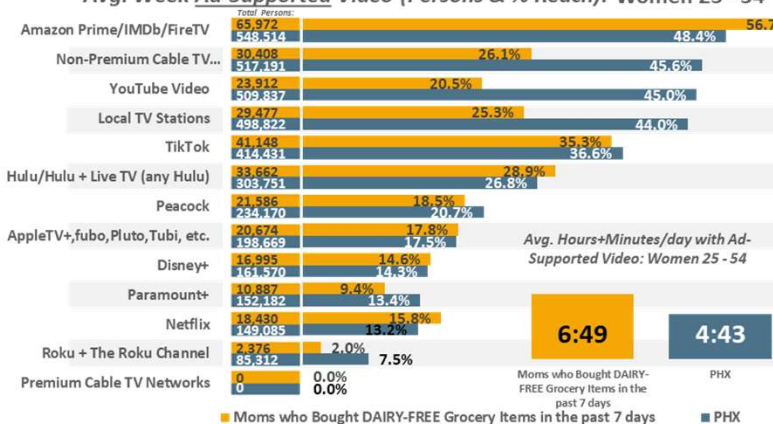
Avg. Week All Video (Persons & % Reach): Women 25 - 54



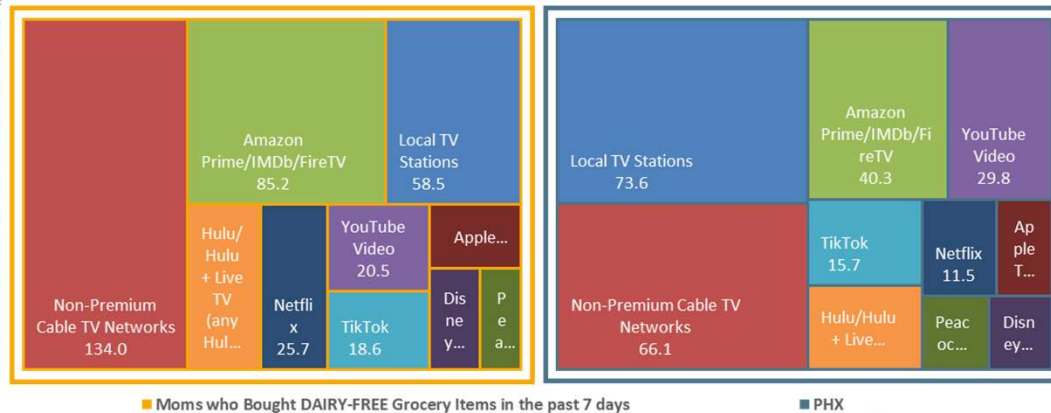
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 133
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[[Parent of child under 18: Yes AND Grocery stores shopped past 7 days (HHL): Any grocery store] AND Food types HHL bought (HHL): Dairy-free]]

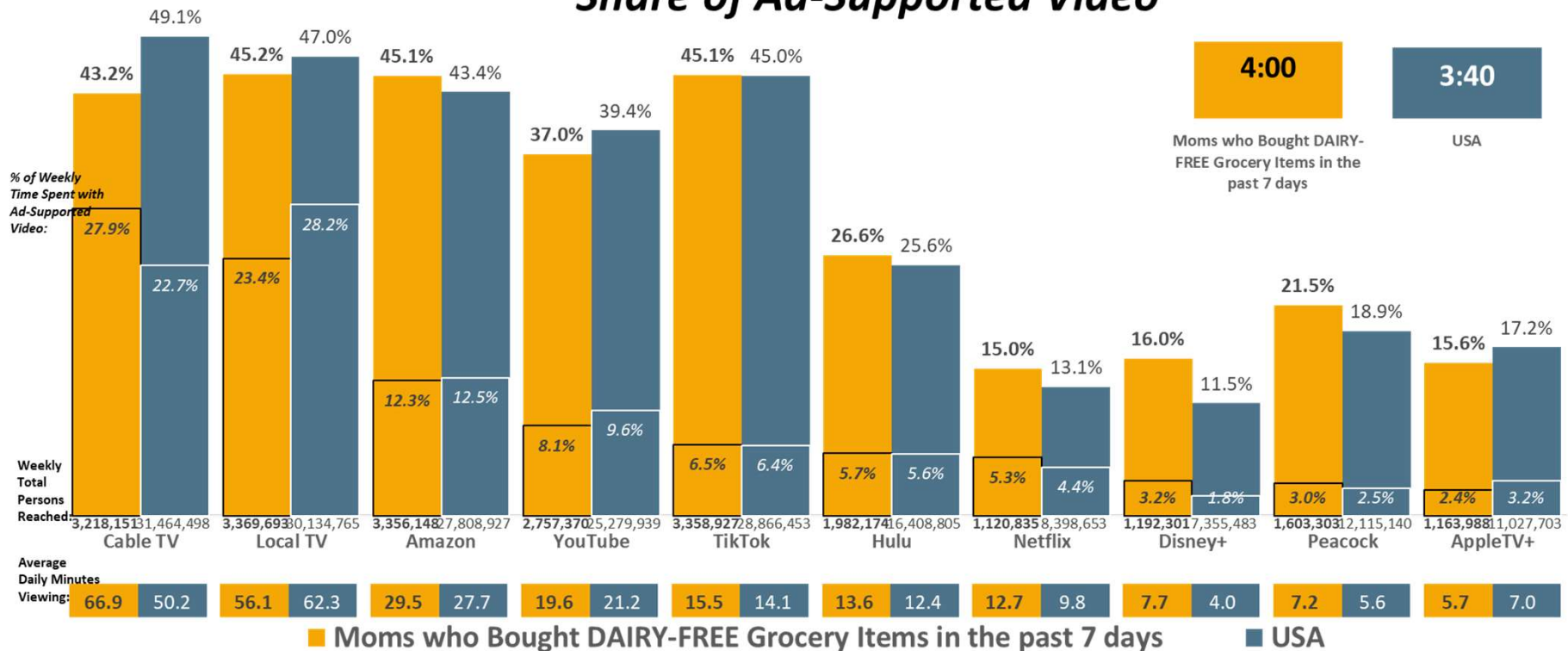


3,369,693 or 45.2% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days watch Ad-Supported Local TV Stations for an average of 56.1 minutes every day representing 23.4% of all time spent daily with Ad-Supported Video.

Weekly
Reach %

"Share of Ad-Supported Video"

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



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

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

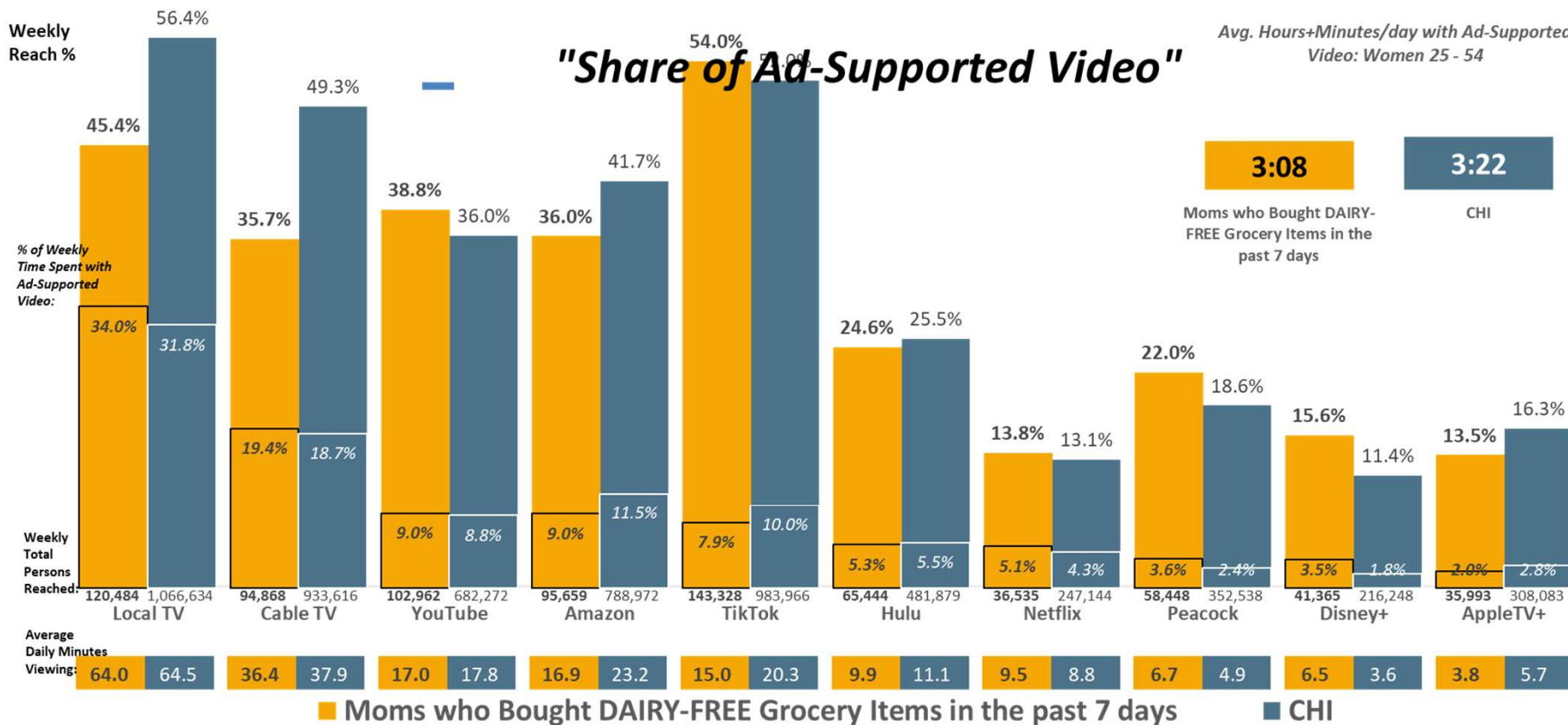
soefa.ai Share of Everything
for Anything

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



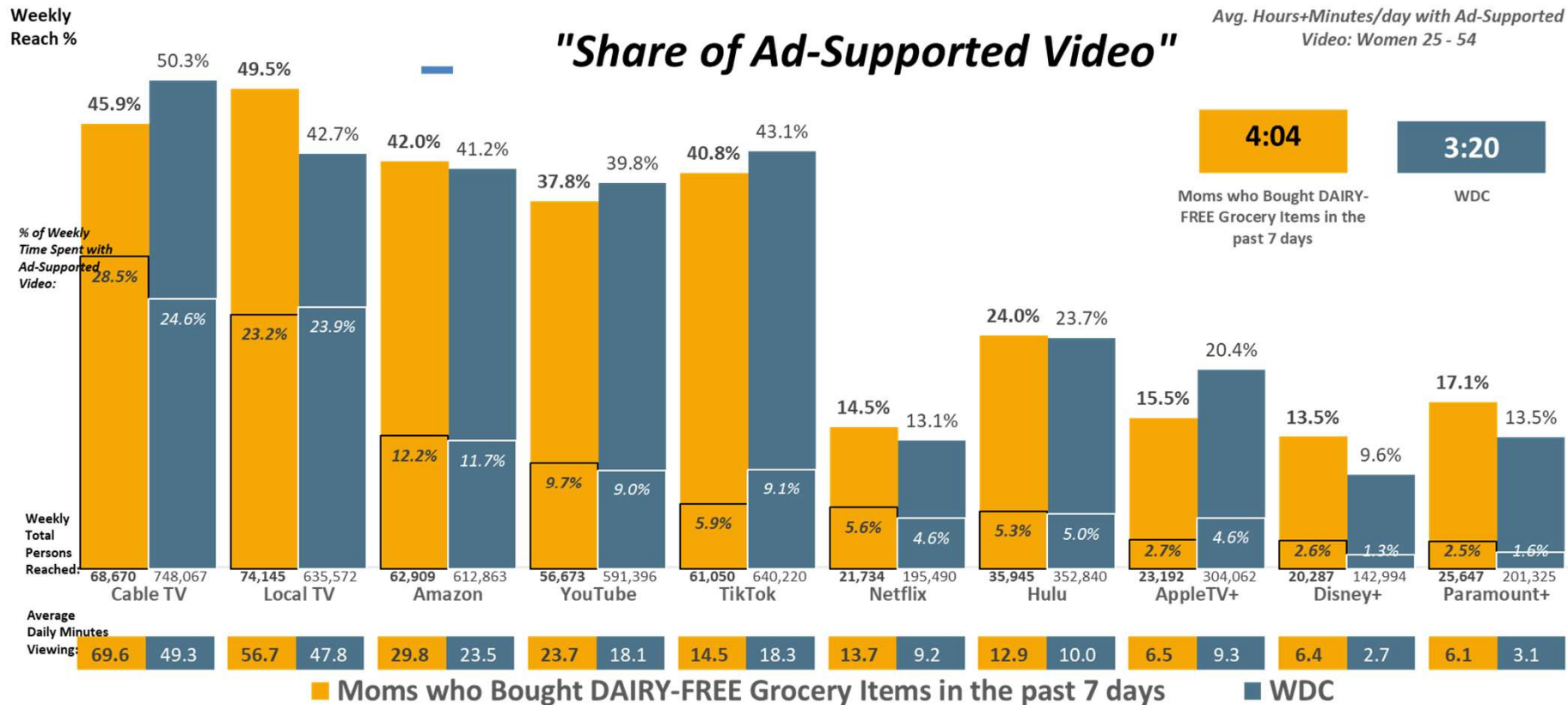
120,484 or 45.4% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days watch Ad-Supported Local TV Stations for an average of 64. minutes every day representing 34.% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"





74,145 or 49.5% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days watch Ad-Supported Local TV Stations for an average of 56.7 minutes every day representing 23.2% of all time spent daily with Ad-Supported Video.



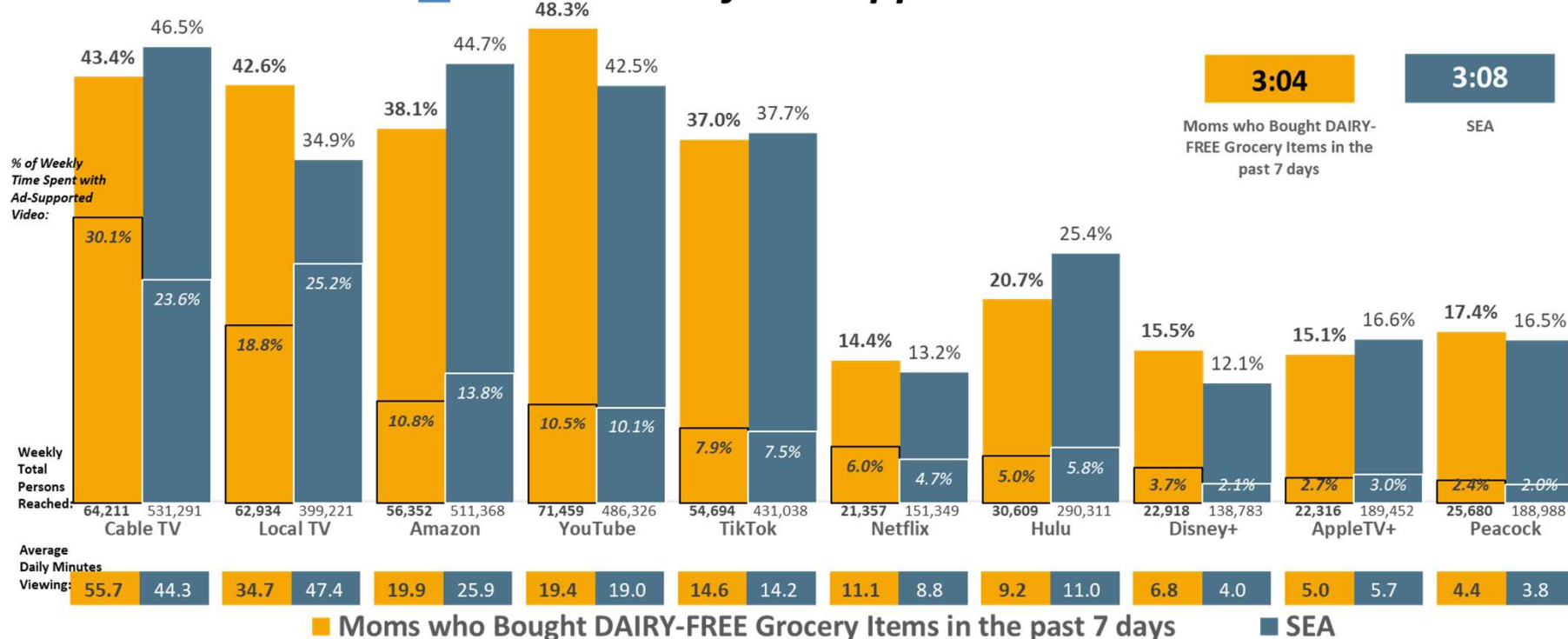


62,934 or 42.6% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days watch Ad-Supported Local TV Stations for an average of 34.7 minutes every day representing 18.8% of all time spent daily with Ad-Supported Video.

Weekly
Reach %

"Share of Ad-Supported Video"

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



3:04

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

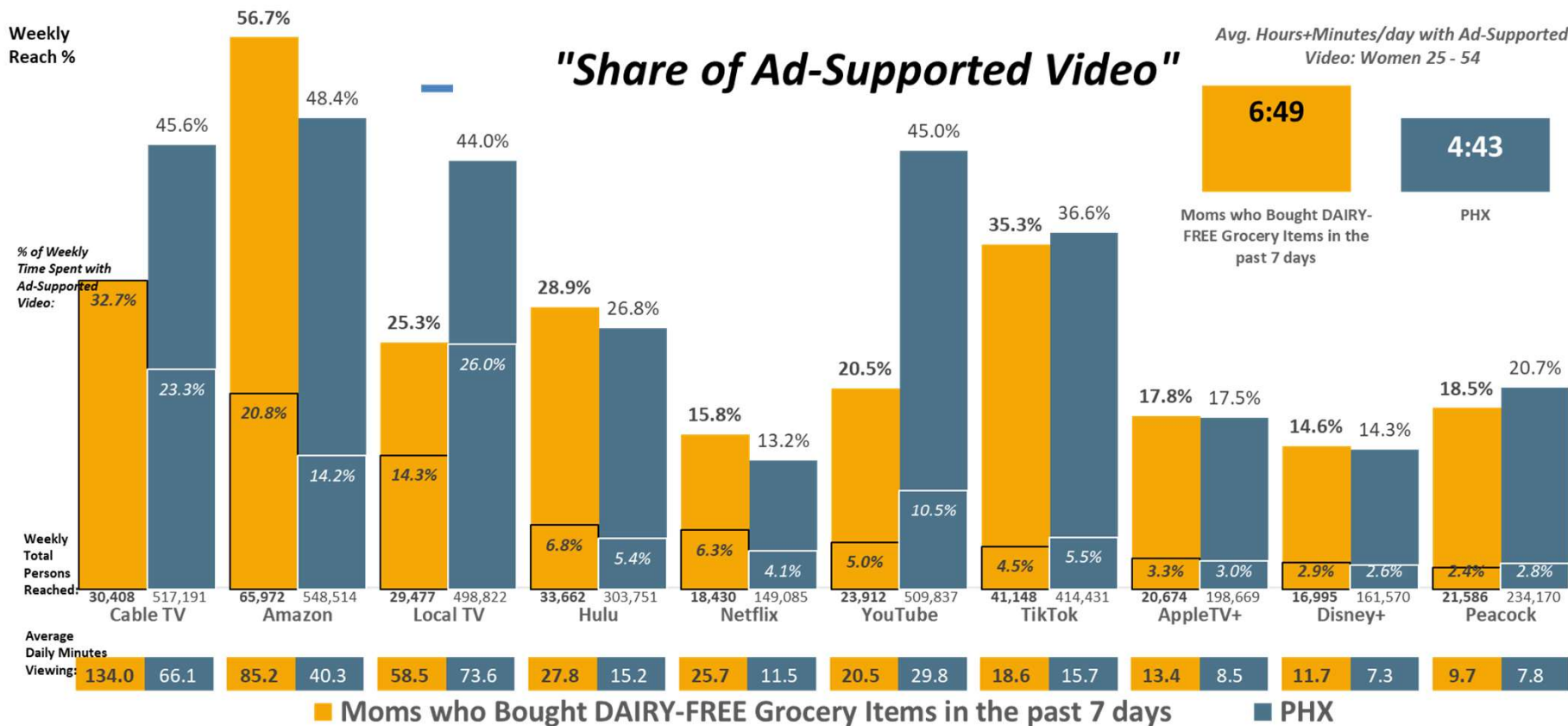
3:08

SEA



29,477 or 25.3% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days watch Ad-Supported Local TV Stations for an average of 58.5 minutes every day representing 14.3% of all time spent daily with Ad-Supported Video.

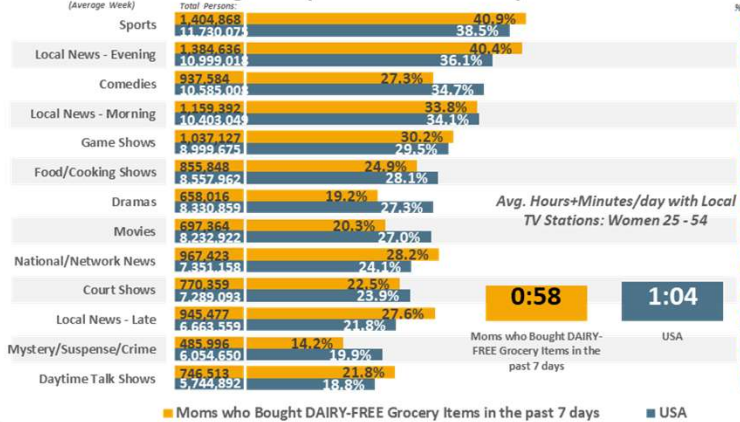
"Share of Ad-Supported Video"



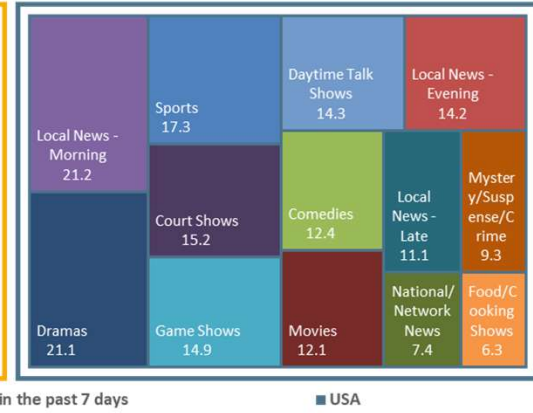
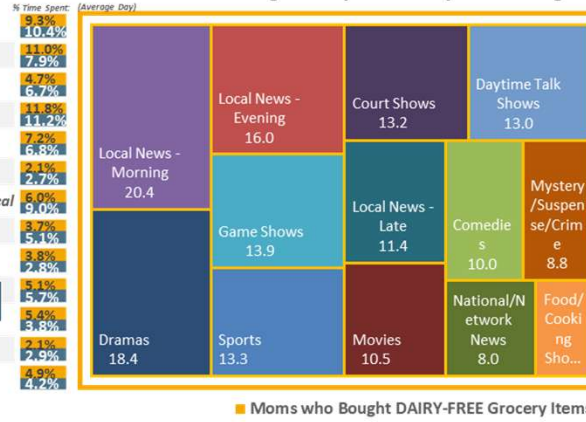


3,369,693 or 45.2% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Game Shows, Local News - Late, and Comedies.

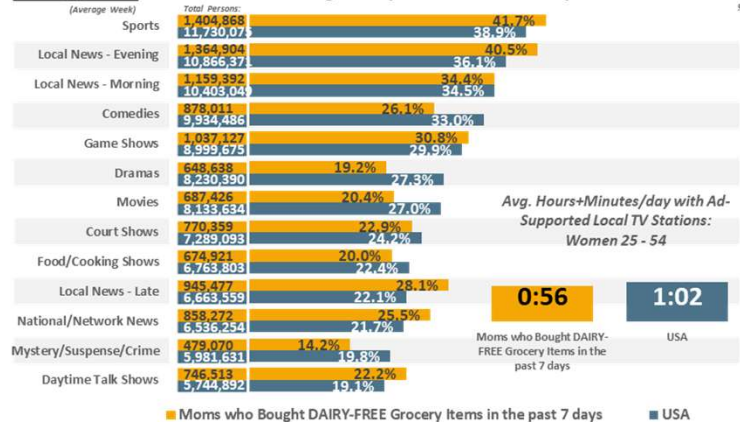
Local TV Station Programs (Persons & % Reach): Women 25 - 54



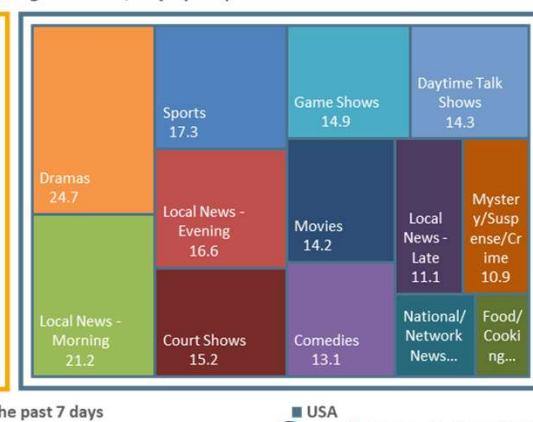
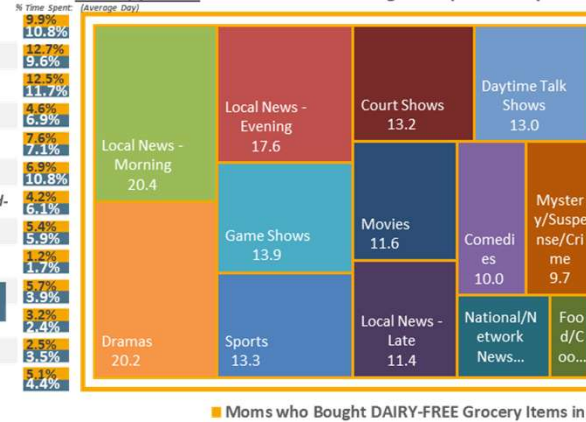
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



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

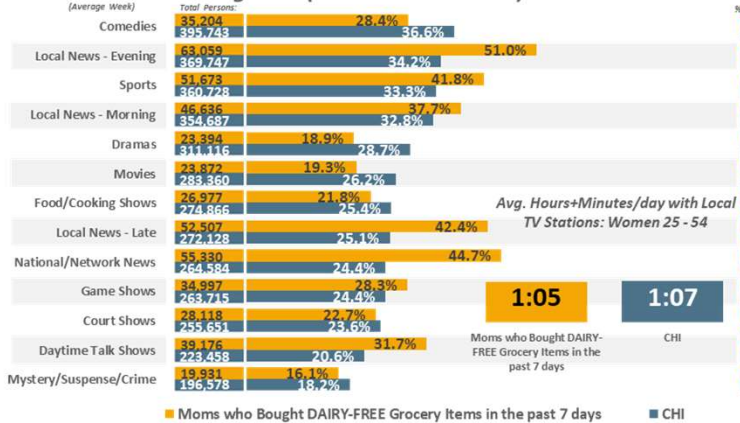
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[[[Parent of child under 18: Yes AND Grocery stores shopped past 7 days (HHLD): Any grocery store] AND Food types HHLD bought (HHLD): Dairy-free]]

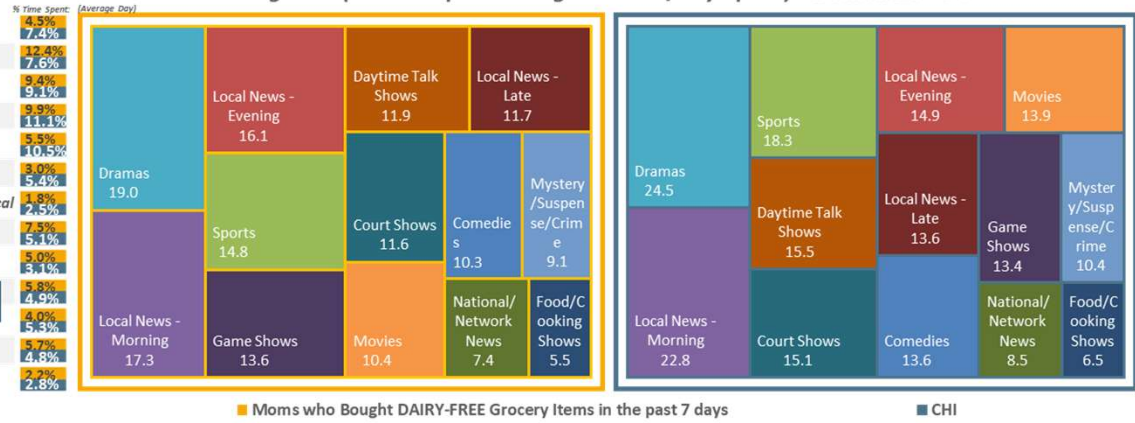


120,484 or 45.4% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Late, Sports, National/Network News, Local News - Morning, and Da

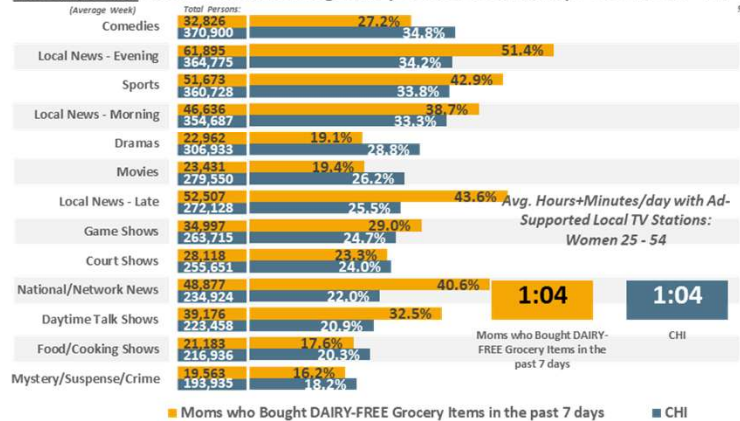
Local TV Station Programs (Persons & % Reach): Women 25 - 54



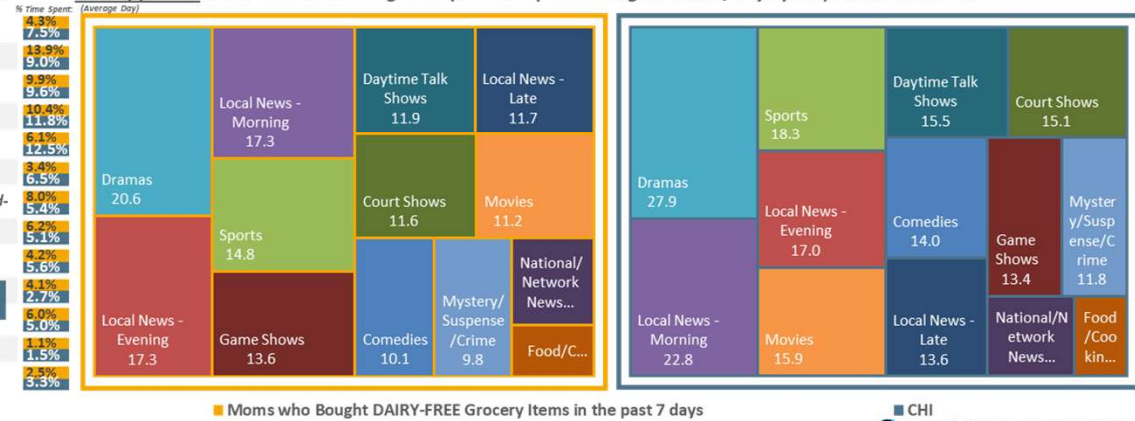
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 213
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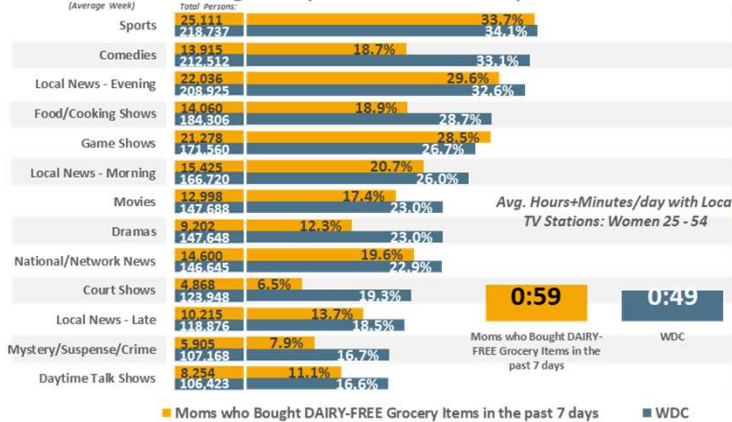
soefa.ai CHI
Share of Everything for Anything

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

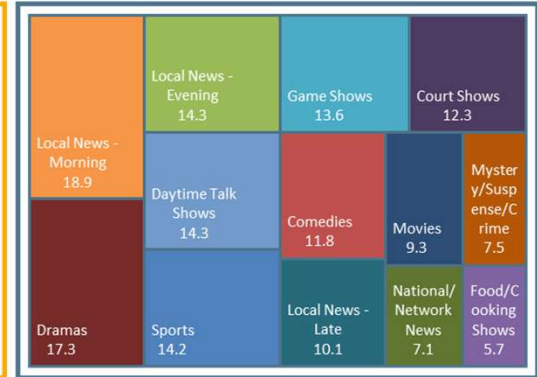
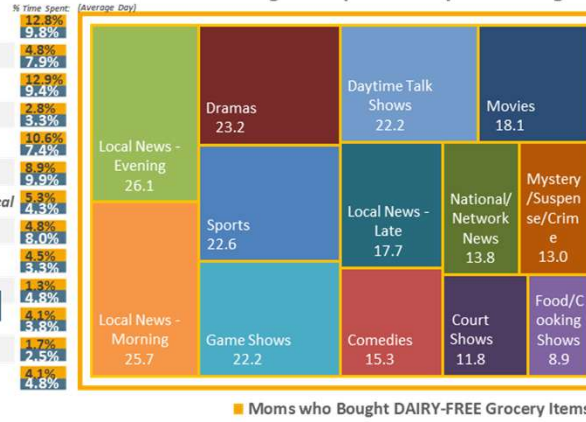


74,145 or 49.5% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Game Shows, Local News - Morning, Comedies, and National/Network News.

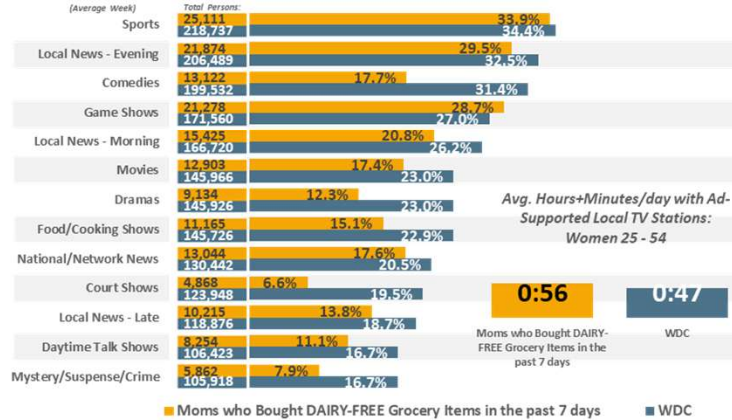
Local TV Station Programs (Persons & % Reach): Women 25 - 54



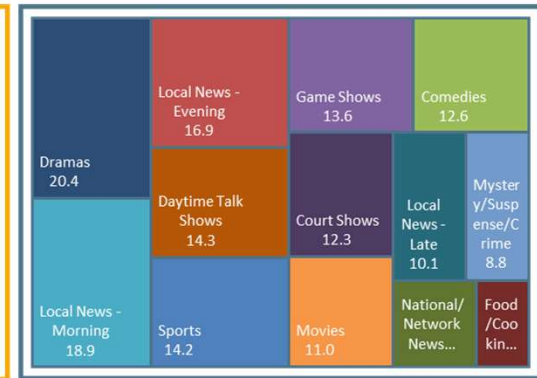
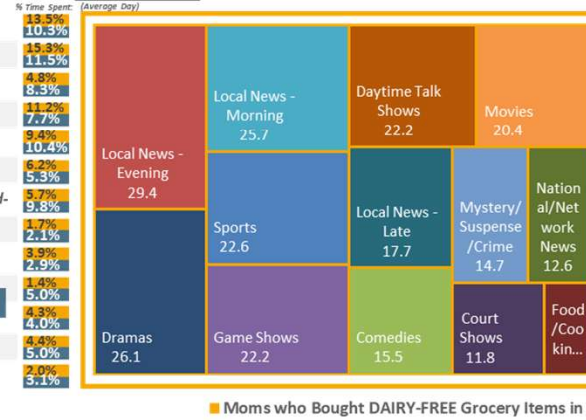
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 377
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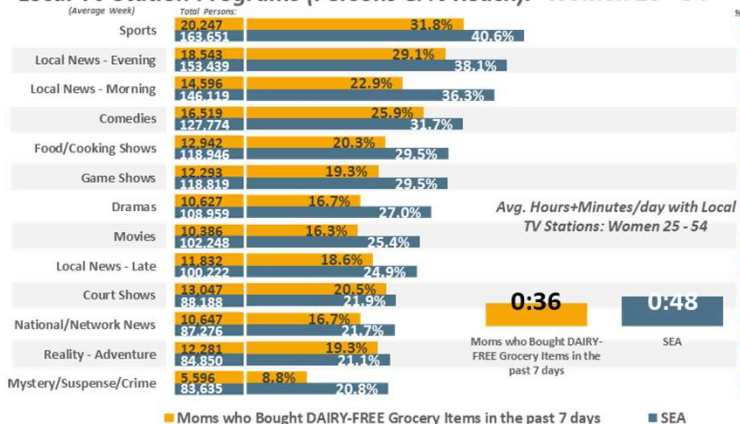
WDC
soefa.ai Share of Everything for Anything

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

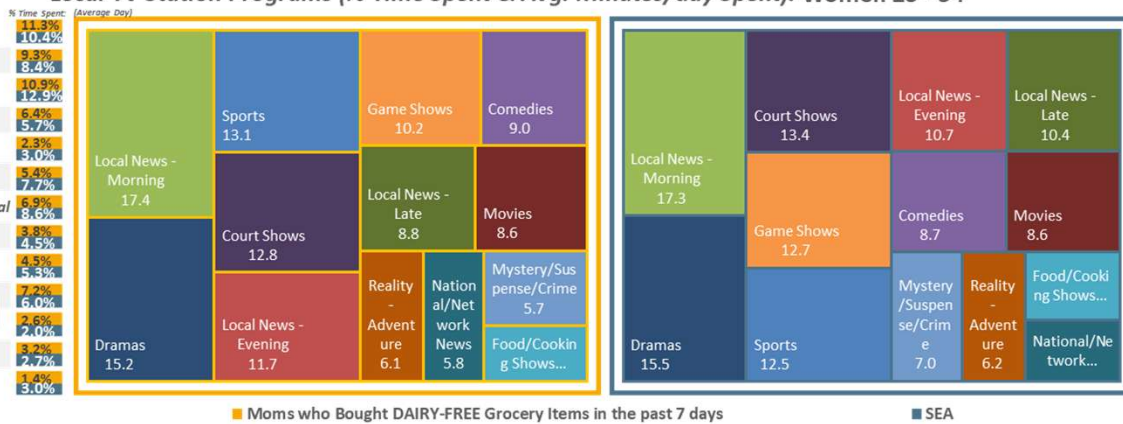


62,934 or 42.6% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Court Shows, and Game Shows.

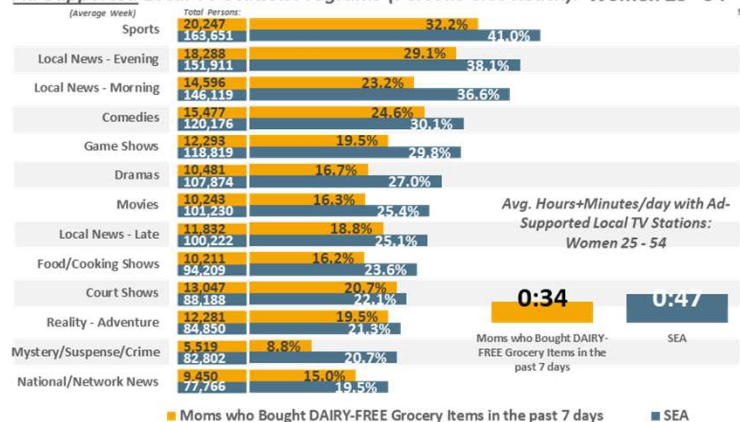
Local TV Station Programs (Persons & % Reach): Women 25 - 54



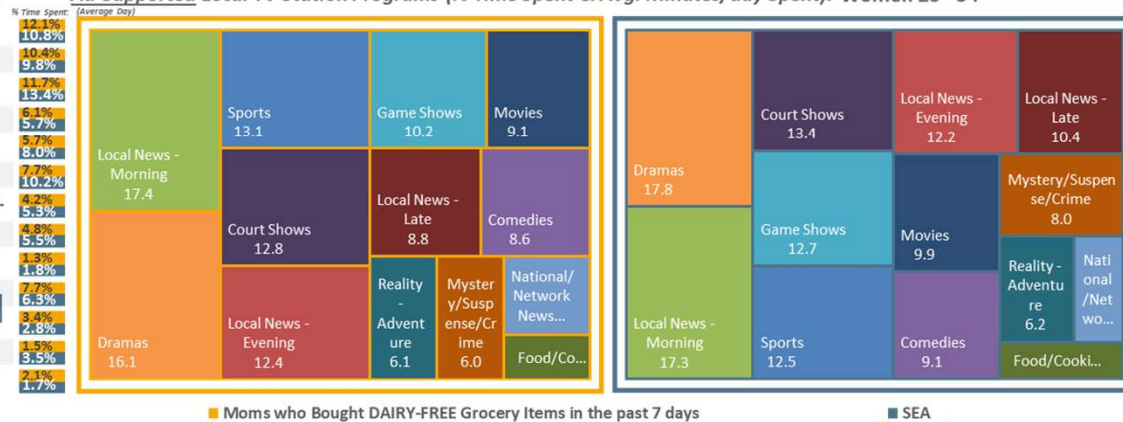
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 229
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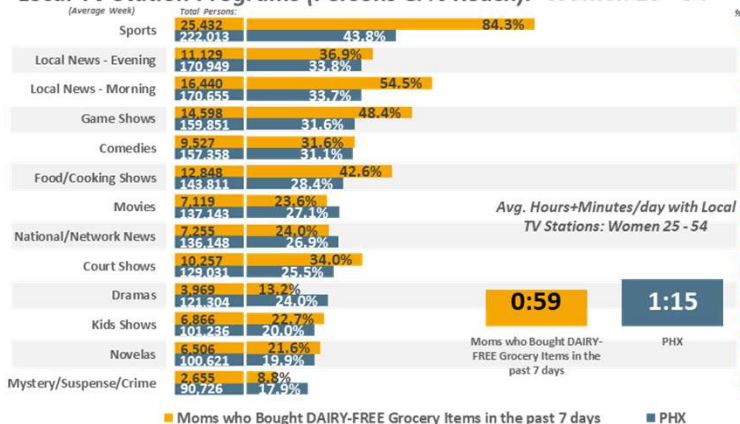
SEA
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[[Parent of child under 18: Yes AND Grocery stores shopped past 7 days (HHLD): Any grocery store] AND Food types HHLD bought (HHLD): Dairy-free]]

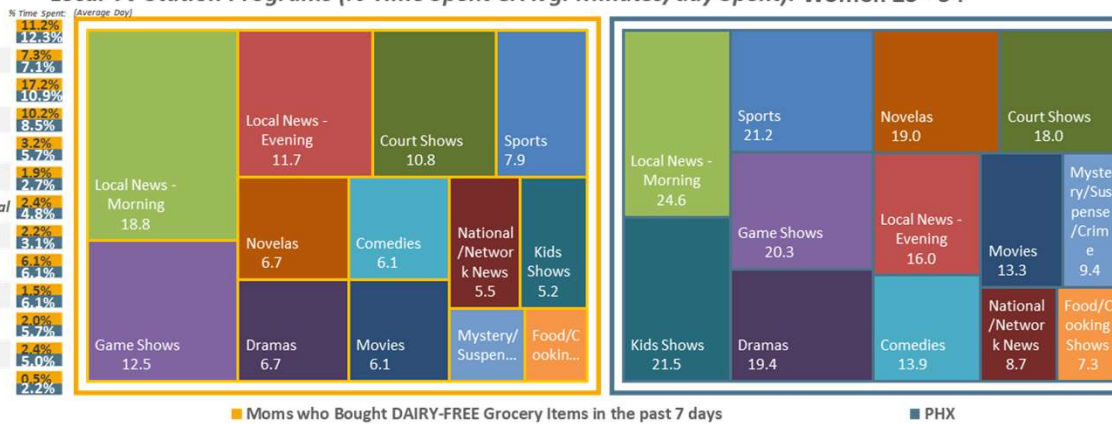


29,477 or 25.3% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Game Shows, Daytime Talk Shows, Daytime Soap Operas, and Local News - E

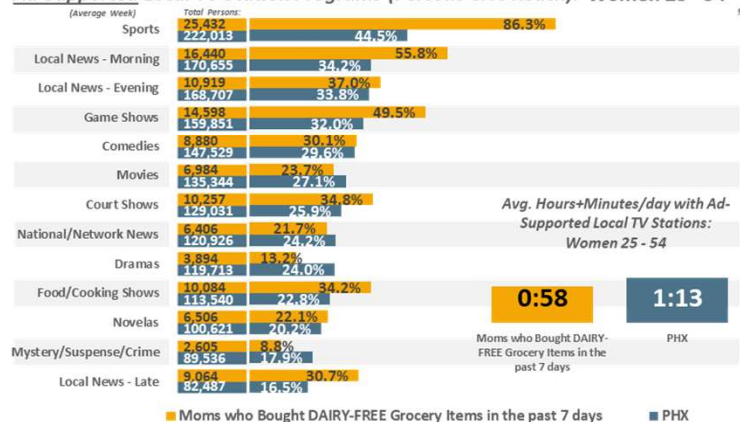
Local TV Station Programs (Persons & % Reach): Women 25 - 54



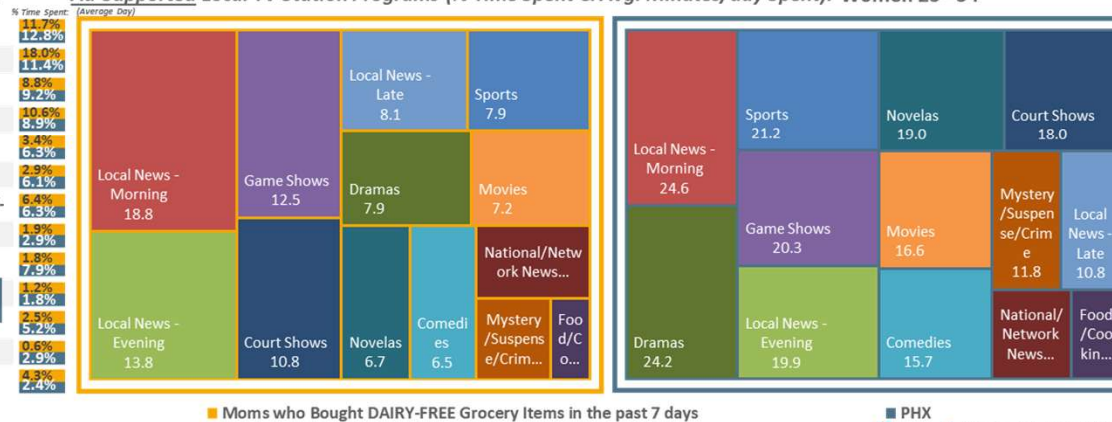
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



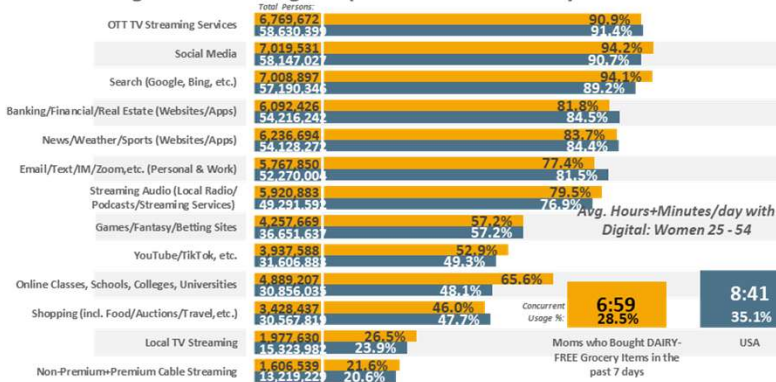
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



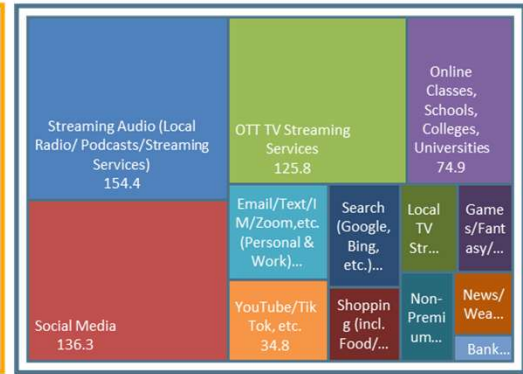
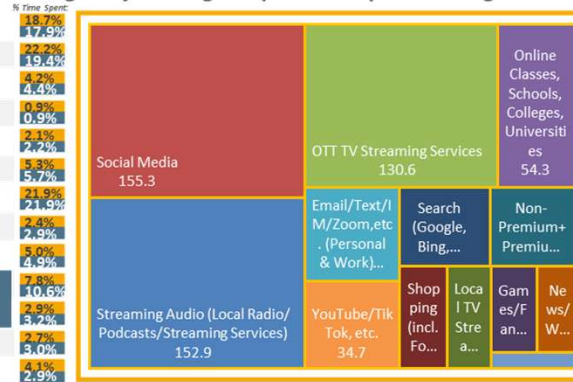


6,184,238 or 83.% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days use Ad-Supported Social Media for an average of 142.9 minutes every day representing 28.9% of all time spent daily with Ad-Supported Digital Media.

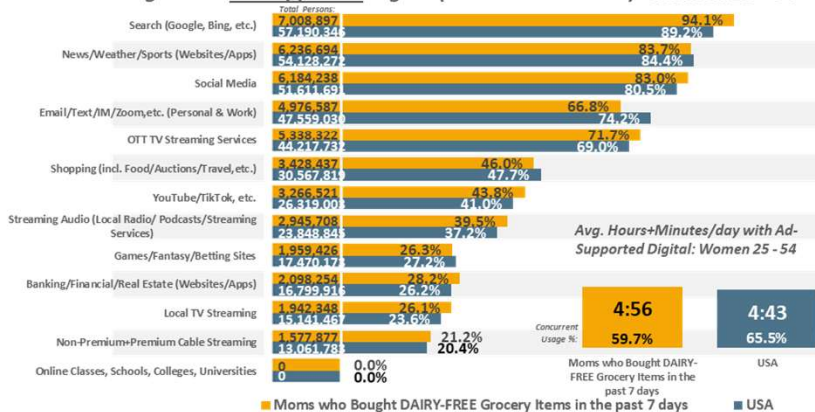
Avg. Week All Digital (Persons & % Reach): Women 25 - 54



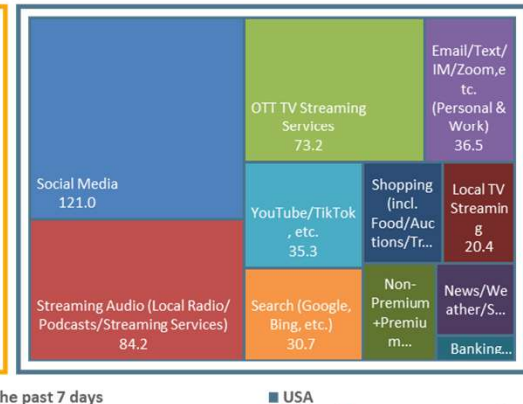
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



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

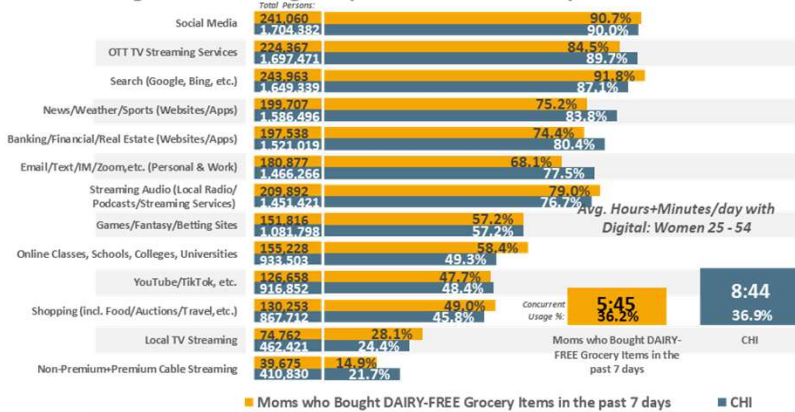
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[[Parent of child under 18: Yes AND Grocery stores shopped past 7 days (HHLD): Any grocery store] AND Food types HHLD bought (HHLD): Dairy-free]]



205,917 or 77.5% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days use Ad-Supported Social Media for an average of 109.4 minutes every day representing 27.1% of all time spent daily with Ad-Supported Digital Media.

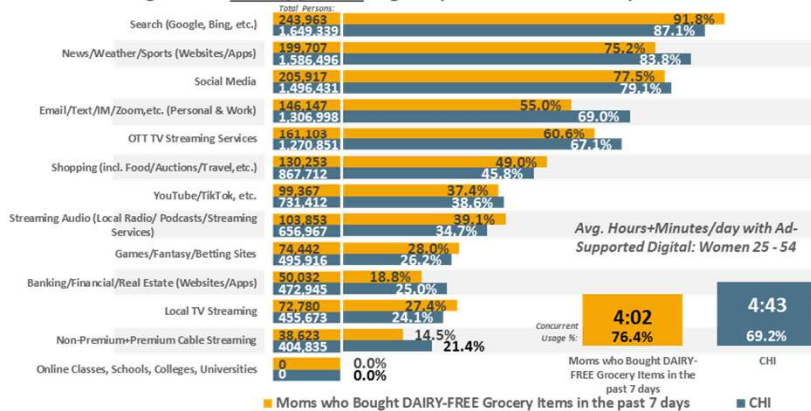
Avg. Week All Digital (Persons & % Reach): Women 25 - 54



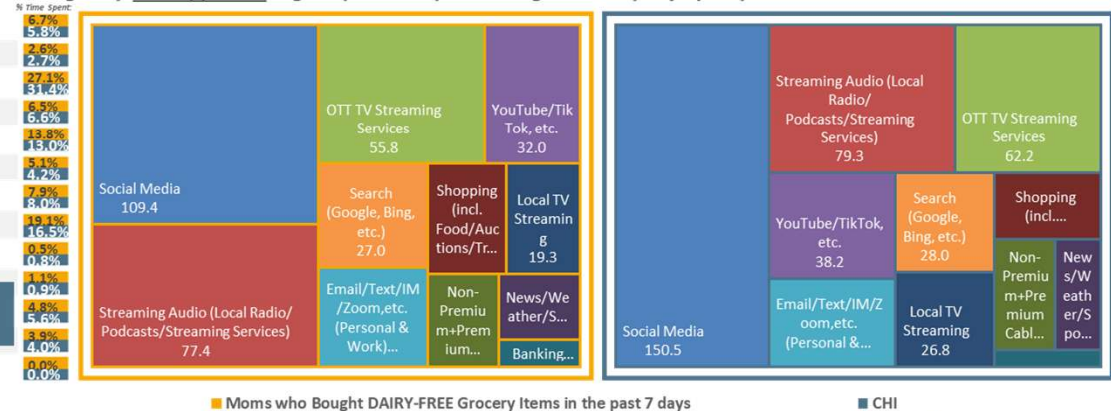
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



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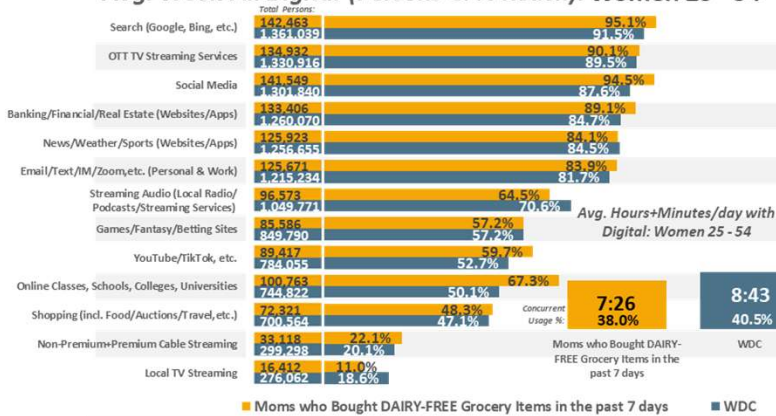
soefa.ai Share of Everything for Anything

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



120,679 or 80.6% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days use Ad-Supported Social Media for an average of 154.5 minutes every day representing 28.7% of all time spent daily with Ad-Supported Digital Media.

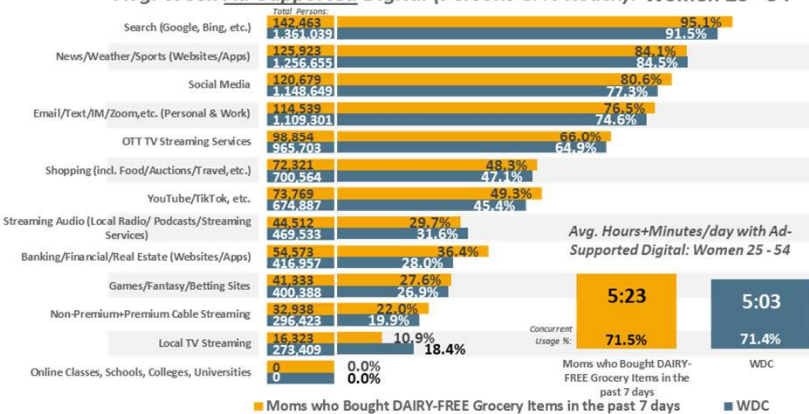
Avg. Week All Digital (Persons & % Reach): Women 25 - 54



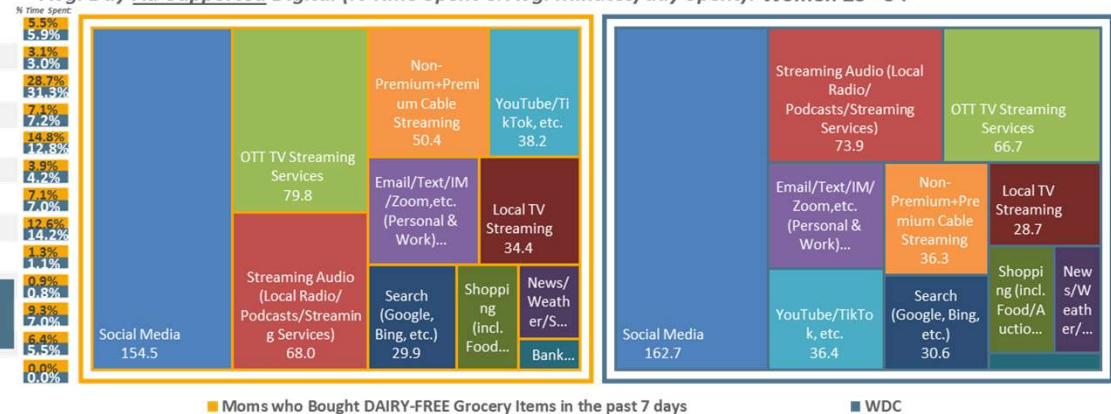
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 377
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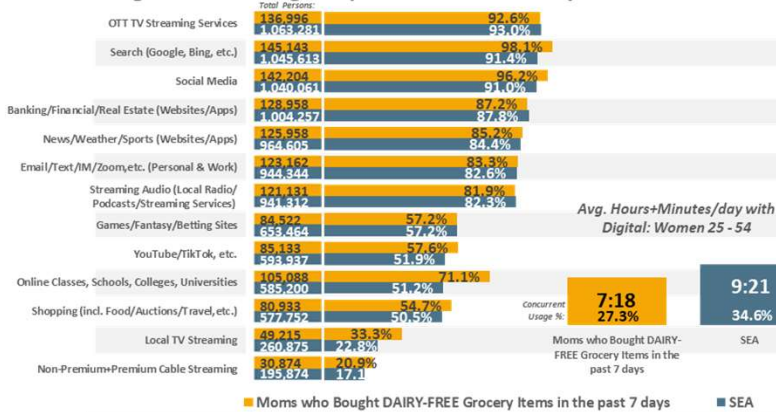
soefa.ai Share of Everything for Anything

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



135,159 or 91.4% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days use Ad-Supported Social Media for an average of 162.2 minutes every day representing 31.5% of all time spent daily with Ad-Supported Digital Media.

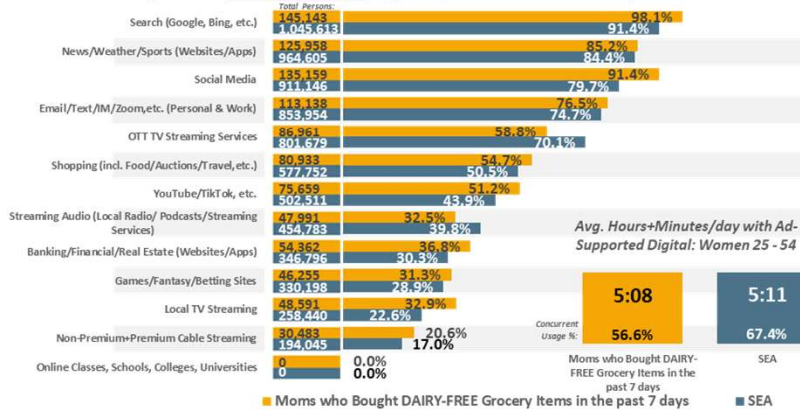
Avg. Week All Digital (Persons & % Reach): Women 25 - 54



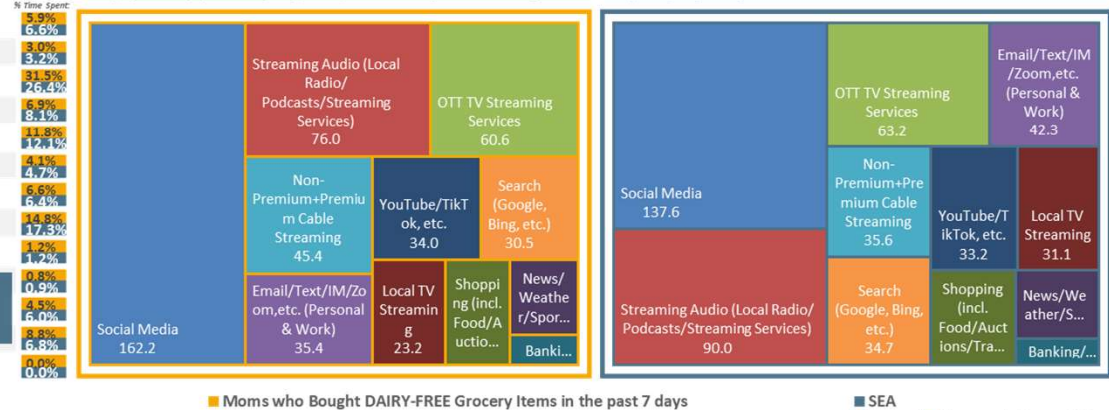
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



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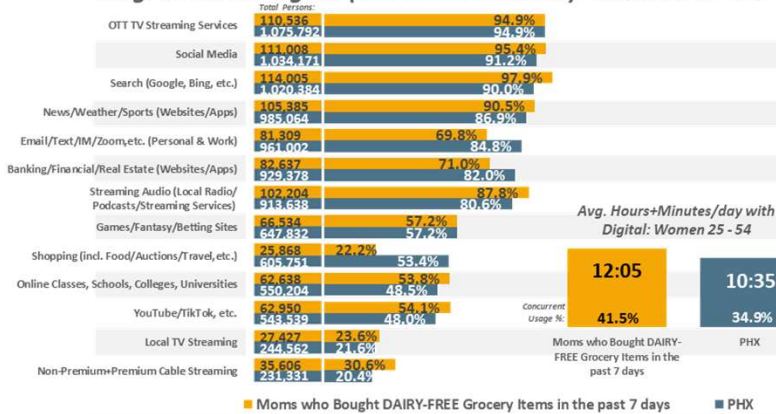
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[[Parent of child under 18: Yes AND Grocery stores shopped past 7 days (HHLD): Any grocery store] AND Food types HHLD bought (HHLD): Dairy-free]]

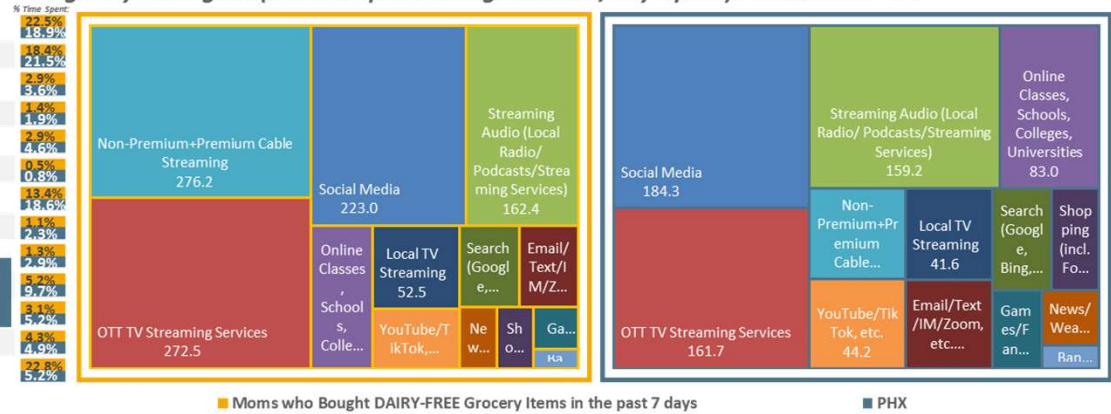


101,335 or 87.% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days use Ad-Supported Social Media for an average of 205.2 minutes every day representing 21.6% of all time spent daily with Ad-Supported Digital Media.

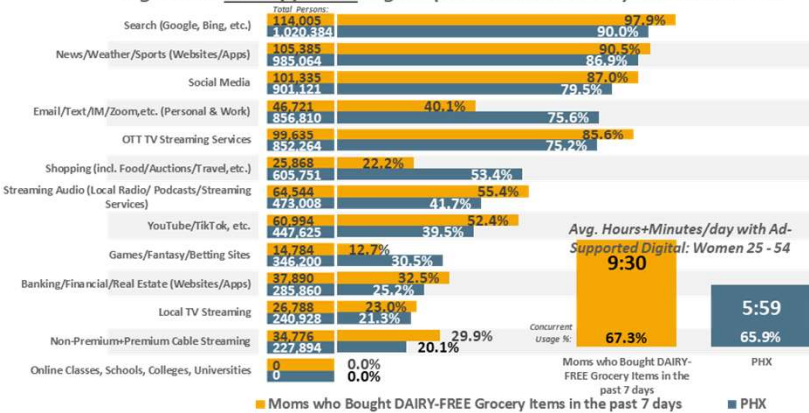
Avg. Week All Digital (Persons & % Reach): Women 25 - 54



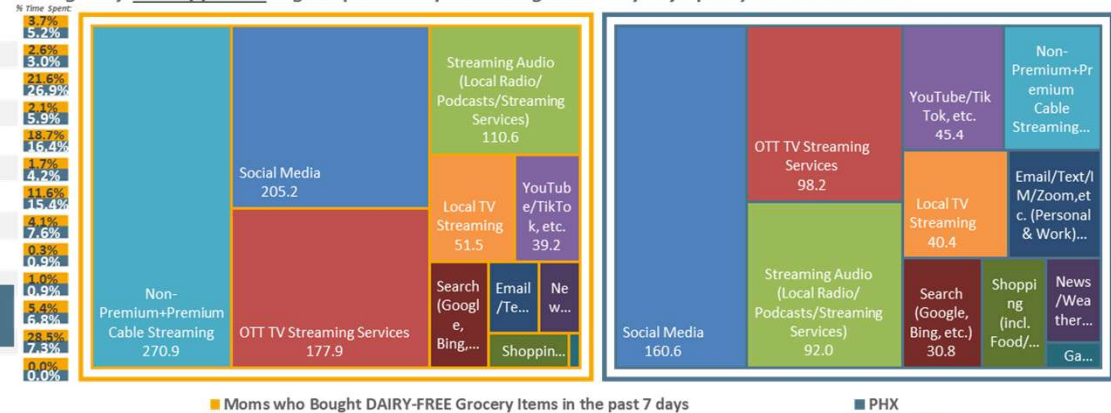
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 133
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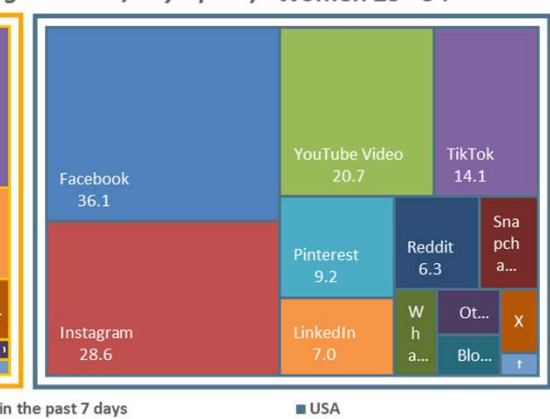
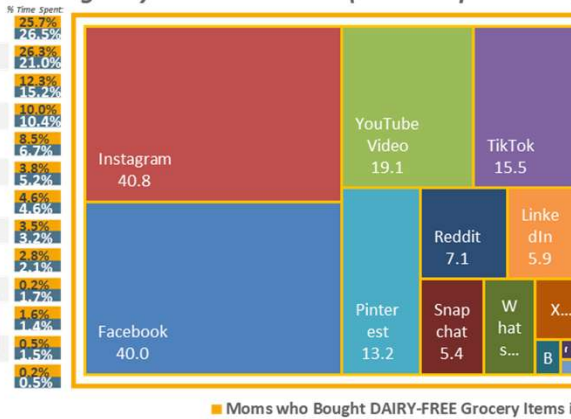
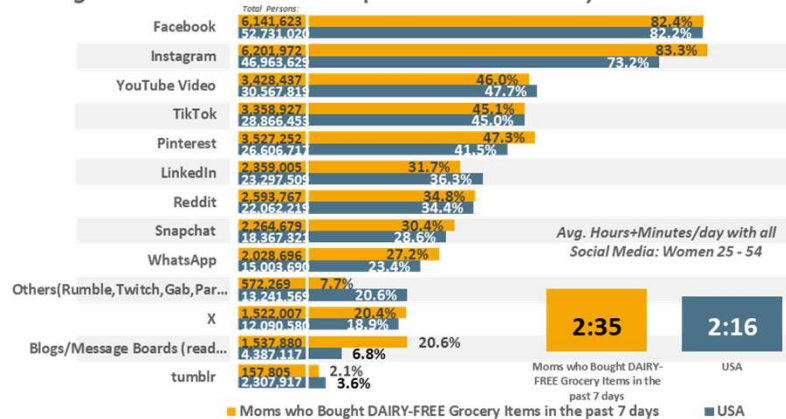
[[[Parent of child under 18: Yes AND Grocery stores shopped past 7 days (HHLd): Any grocery store] AND Food types HHLd bought (HHLd): Dairy-free]]



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

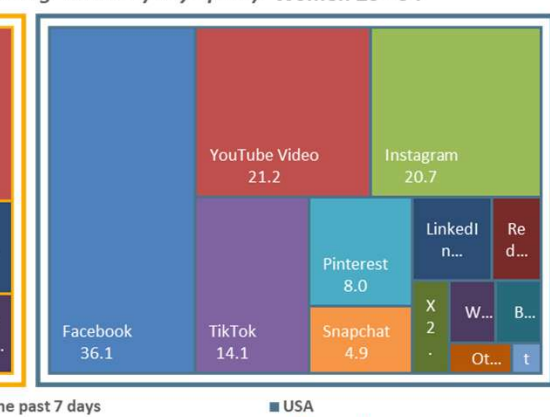
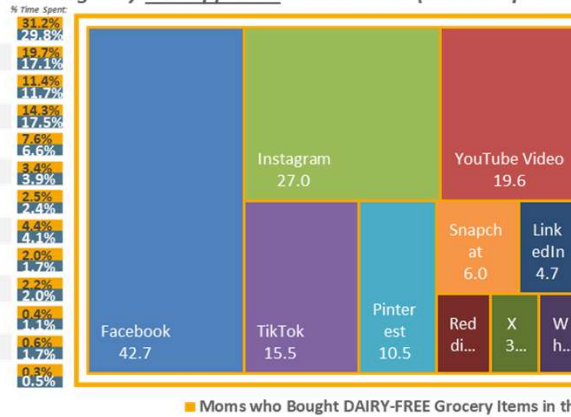
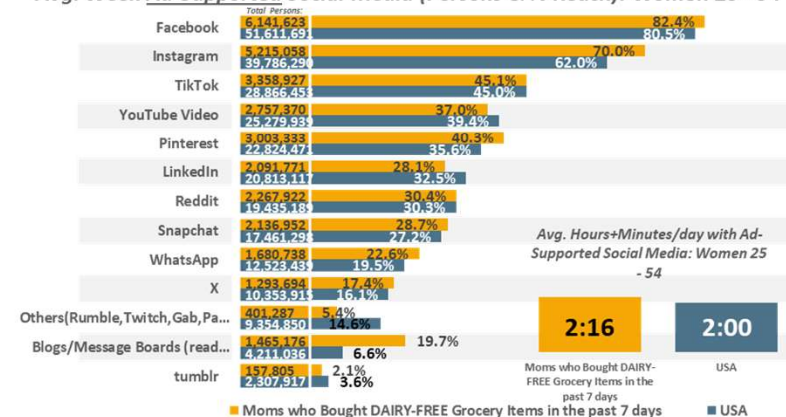
Avg. Week All Social Media (Persons & % Reach): Women 25 - 54

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



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

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



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

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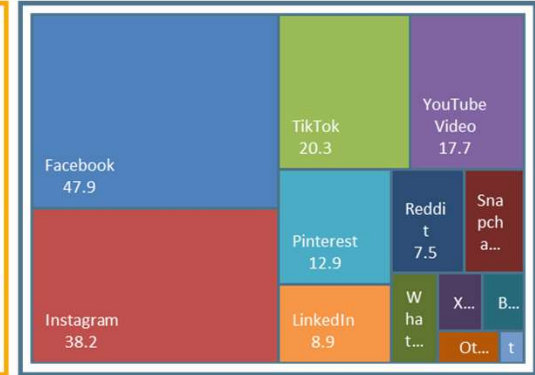
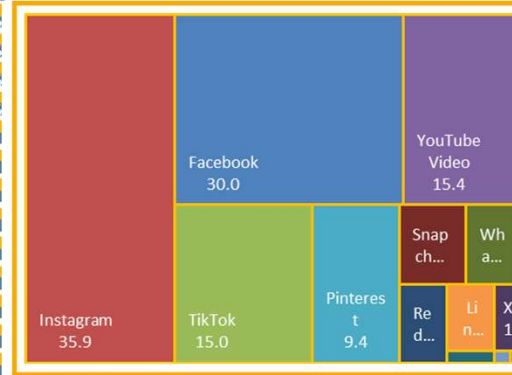
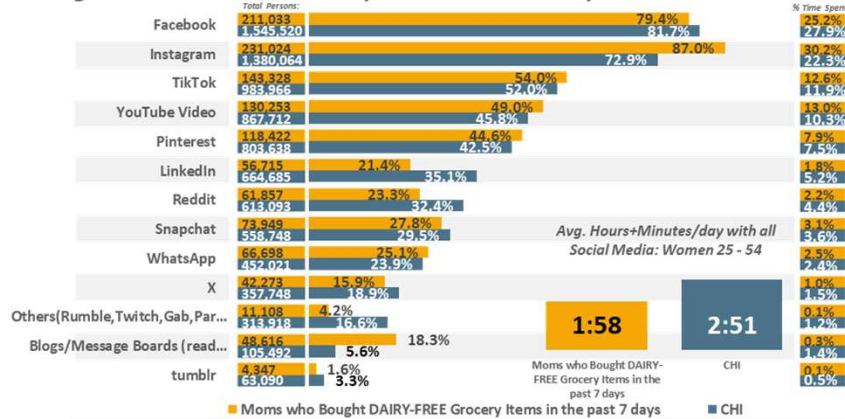
[[Parent of child under 18: Yes AND Grocery stores shopped past 7 days (HHLd): Any grocery store] AND Food types HHLd bought (HHLd): Dairy-free]]



205,917 or 77.5% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days use Ad-Supported Facebook for an average of 29.9 minutes every day representing 29.4% of all time spent daily with Ad-Supported Social Media.

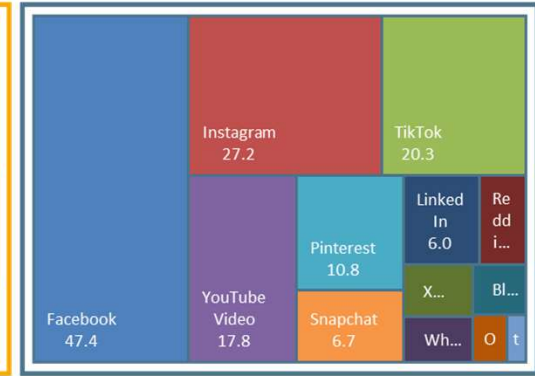
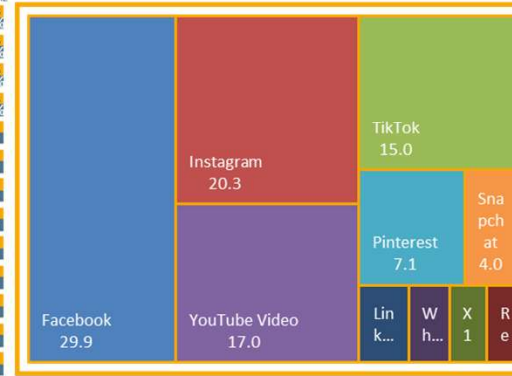
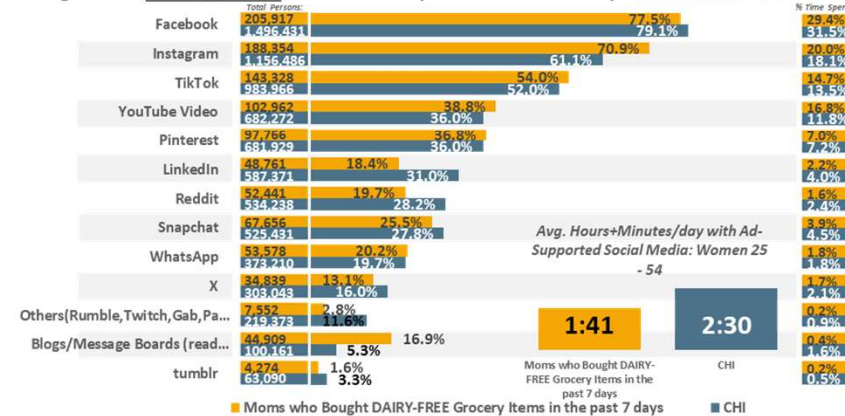
Avg. Week All Social Media (Persons & % Reach): Women 25 - 54

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



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

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

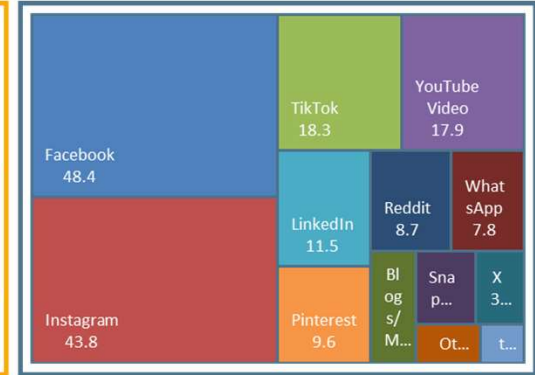
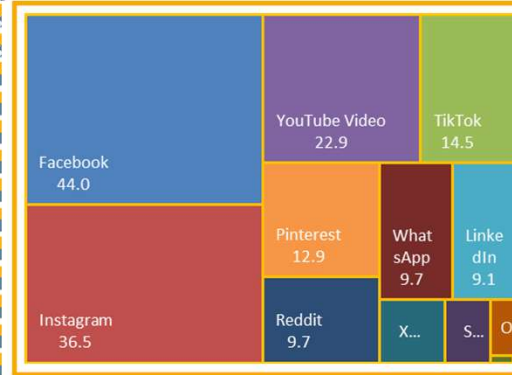
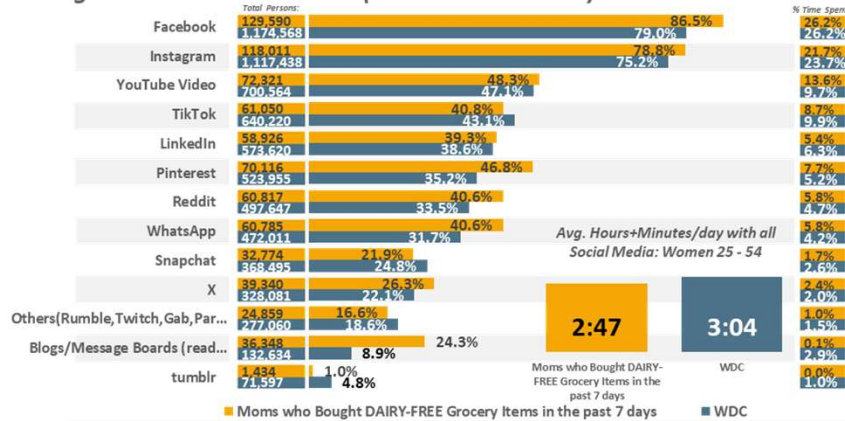




120,679 or 80.6% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days use Ad-Supported Facebook for an average of 44.1 minutes every day representing 30.8% of all time spent daily with Ad-Supported Social Media.

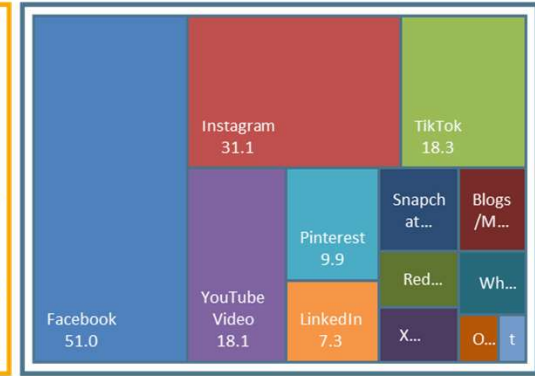
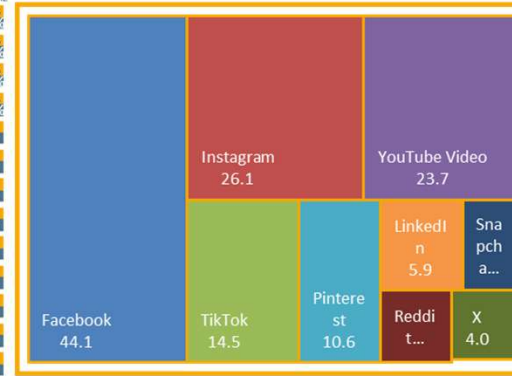
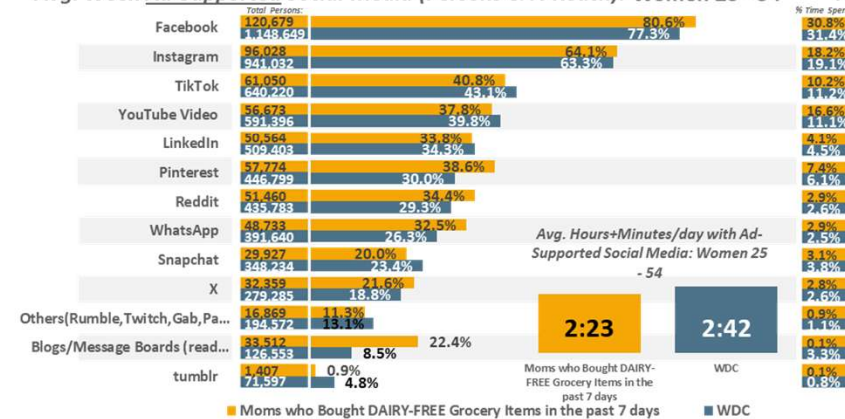
Avg. Week All Social Media (Persons & % Reach): Women 25 - 54

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



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

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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 377
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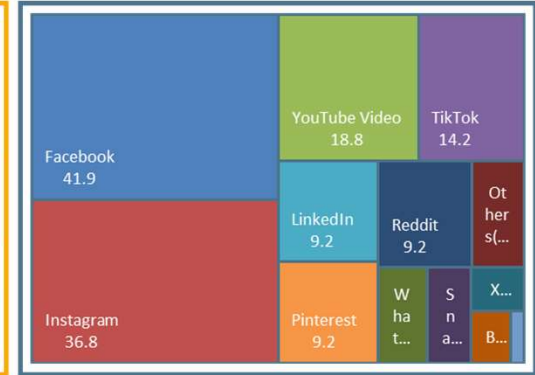
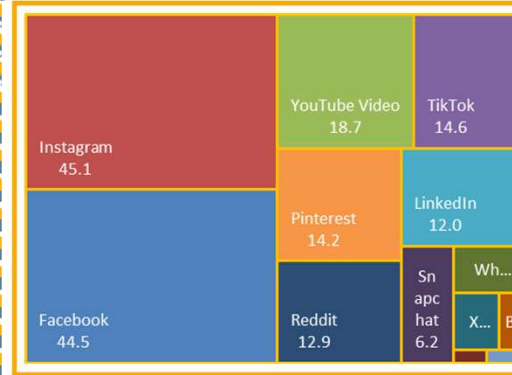
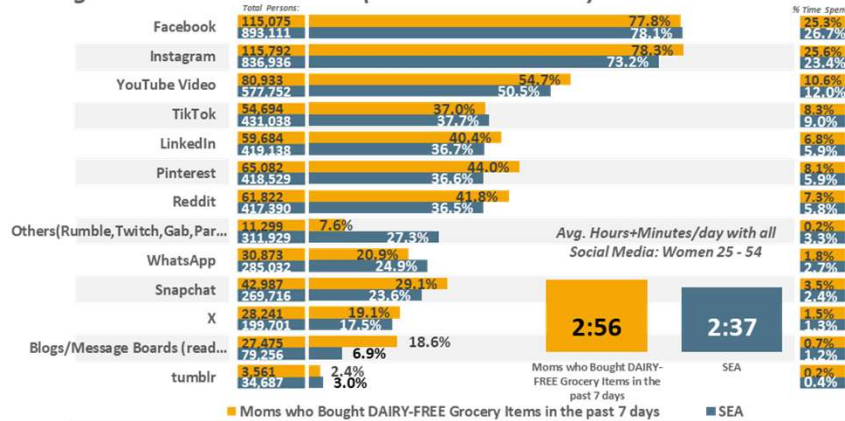
[[[Parent of child under 18: Yes AND Grocery stores shopped past 7 days (HHLd): Any grocery store] AND Food types HHLd bought (HHLd): Dairy-free]]



115,075 or 77.8% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days use Ad-Supported Facebook for an average of 52.5 minutes every day representing 31.4% of all time spent daily with Ad-Supported Social Media.

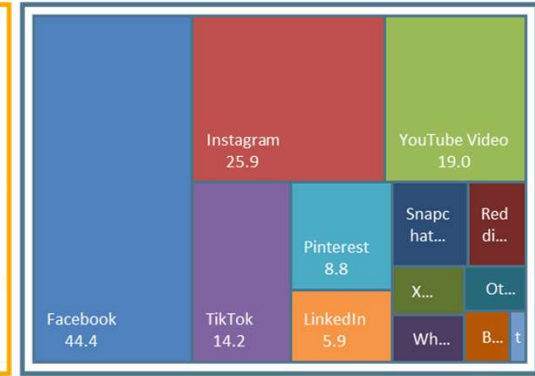
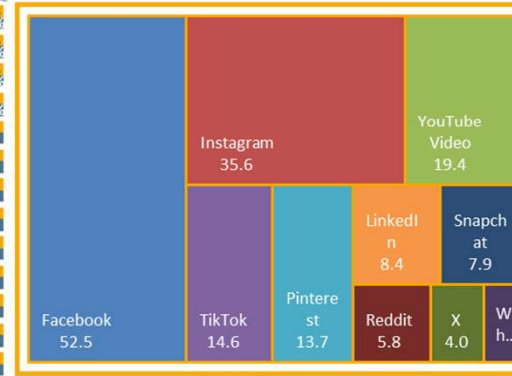
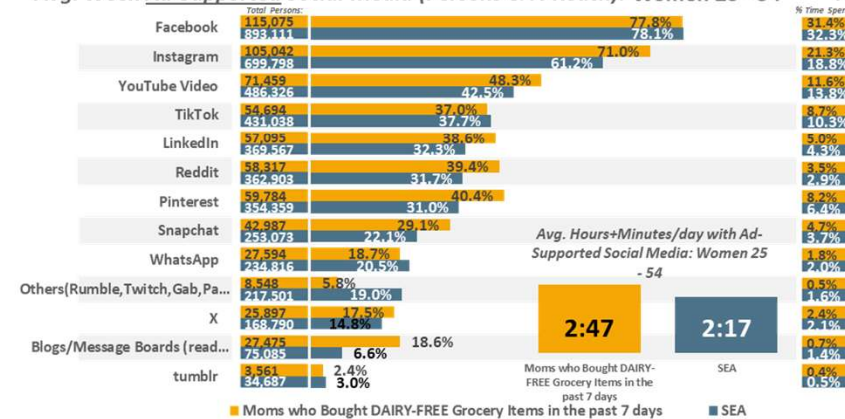
Avg. Week All Social Media (Persons & % Reach): Women 25 - 54

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



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

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

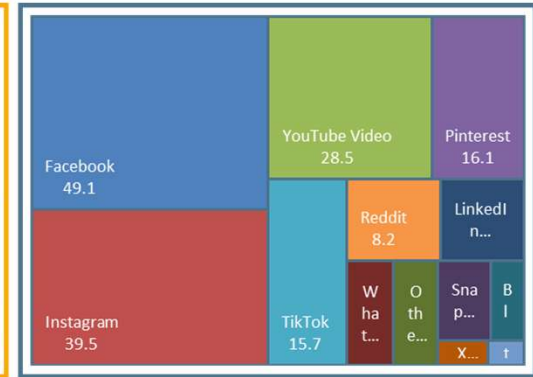
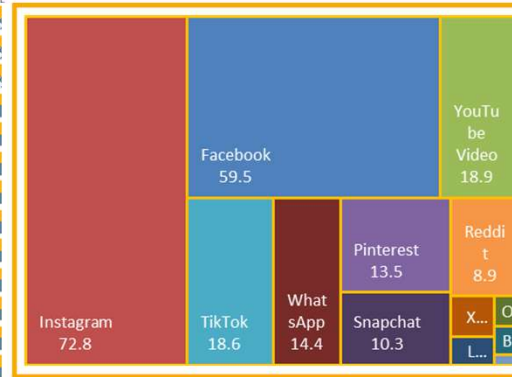
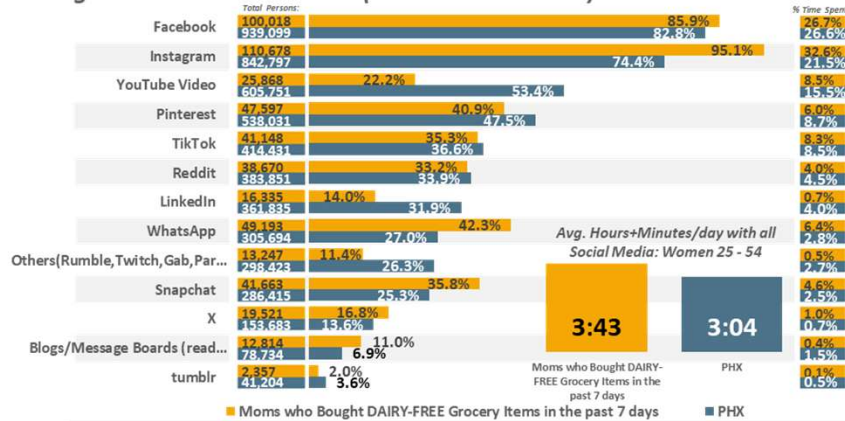




100,018 or 85.9% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days use Ad-Supported Facebook for an average of 68.1 minutes every day representing 33.4% of all time spent daily with Ad-Supported Social Media.

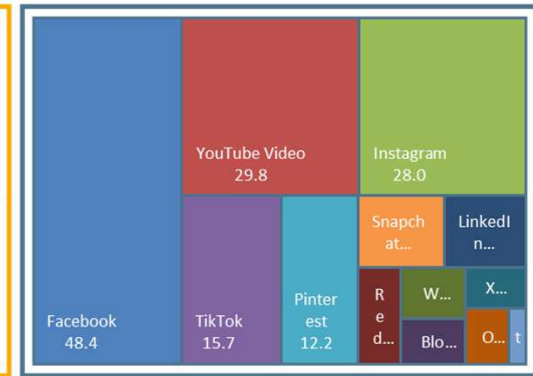
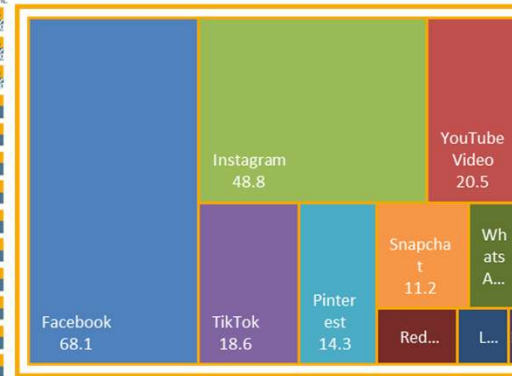
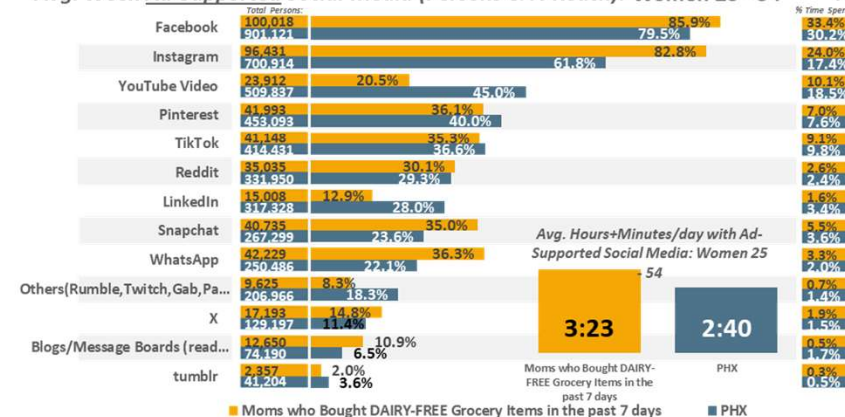
Avg. Week All Social Media (Persons & % Reach): Women 25 - 54

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



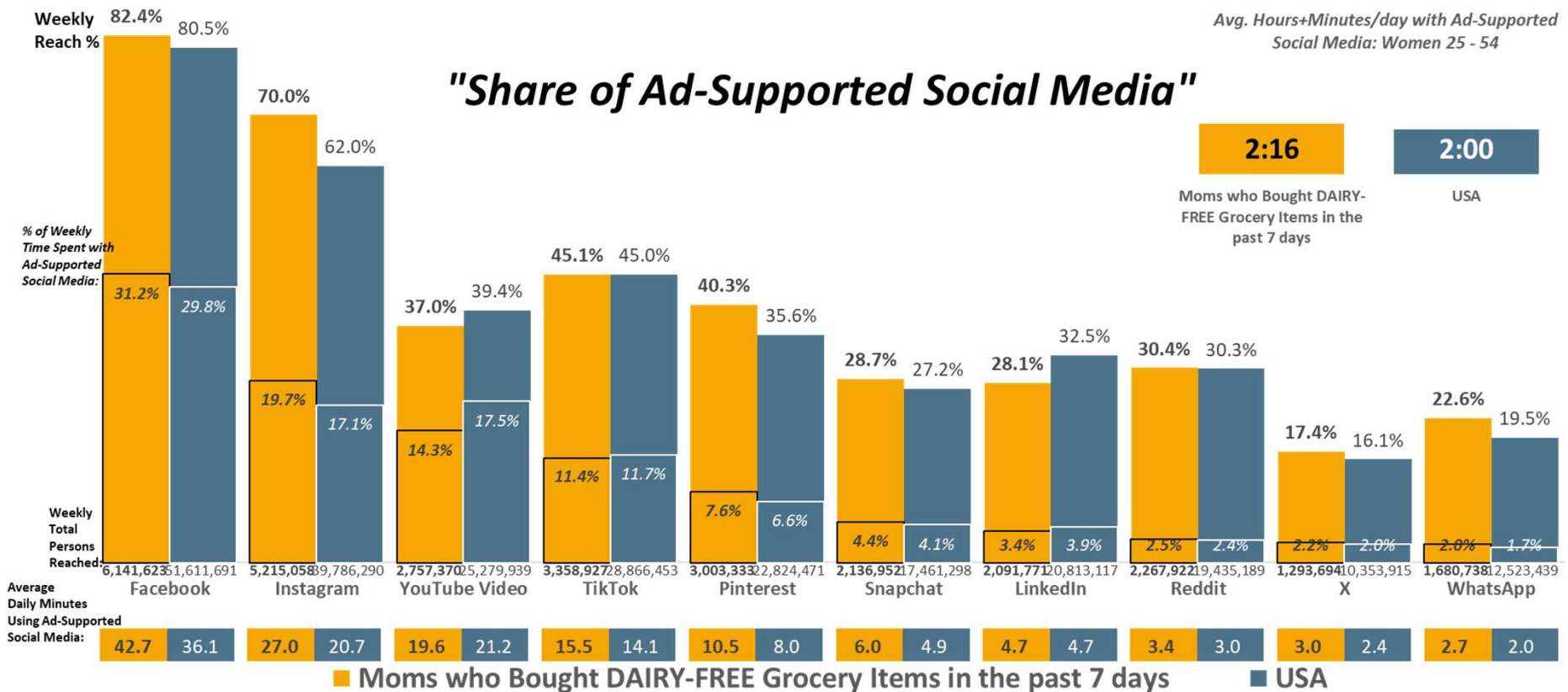
Avg. Week Ad-Supported Social Media (Persons & % Reach): Women 25 - 54

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





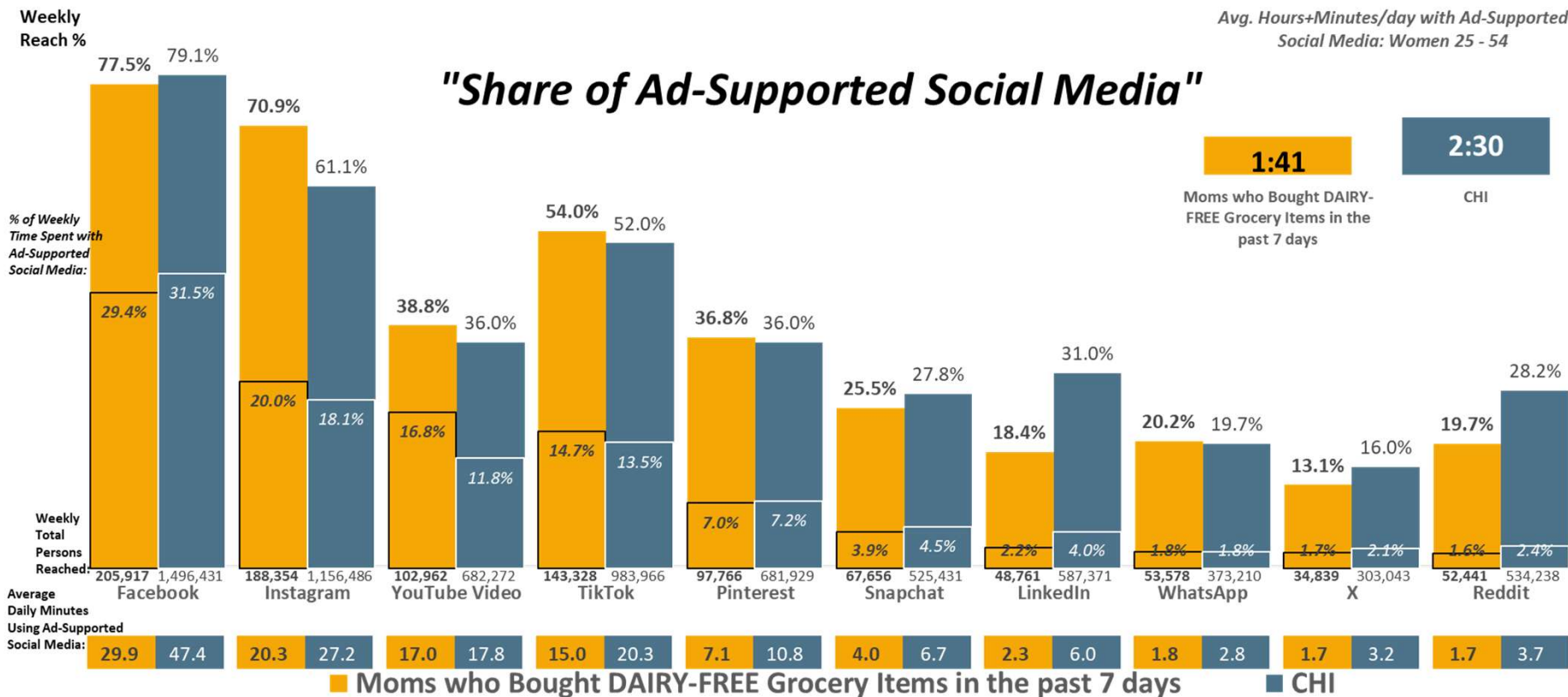
6,141,623 or 82.4% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days use Ad-Supported Facebook for an average of 42.7 minutes every day representing 31.2% of all time spent daily with Ad-Supported Social Media.





205,917 or 77.5% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days use Ad-Supported Facebook for an average of 29.9 minutes every day representing 29.4% of all time spent daily with Ad-Supported Social Media.

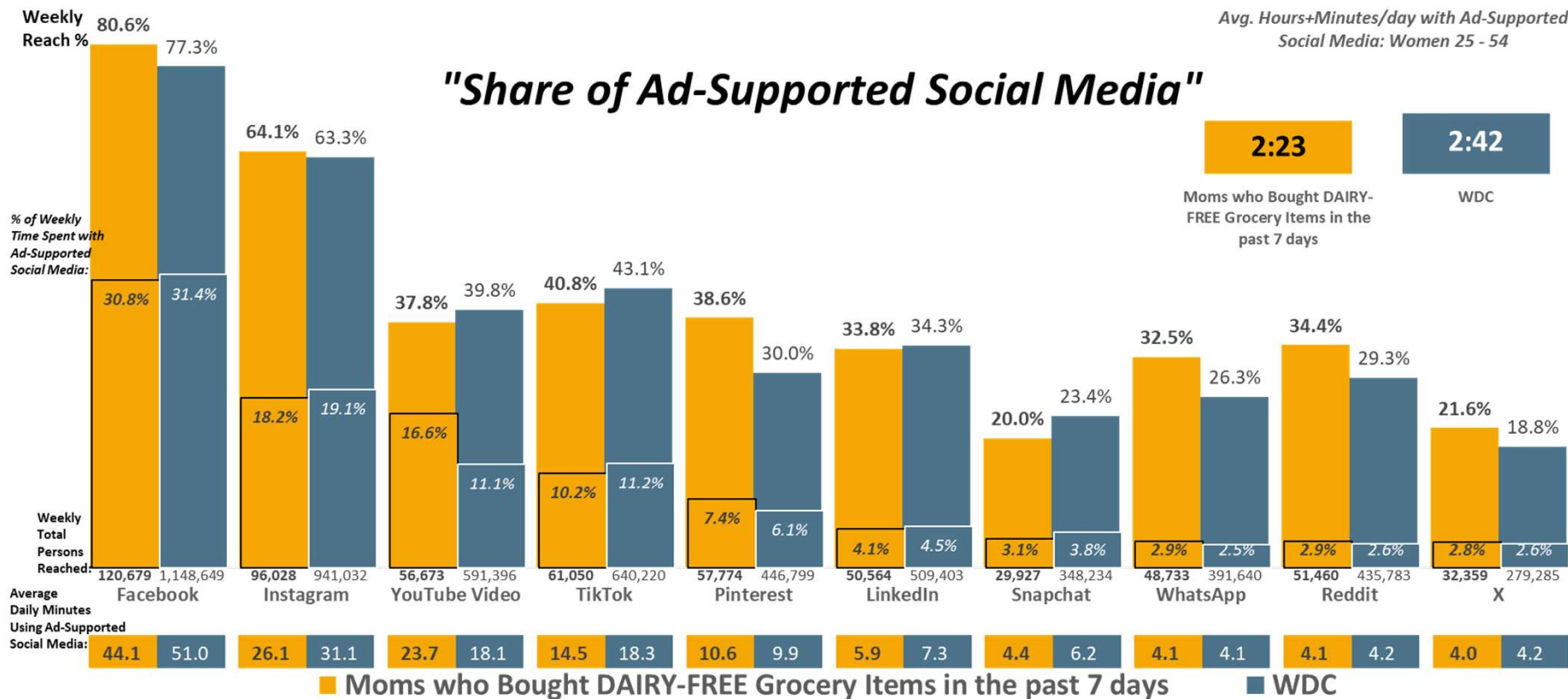
"Share of Ad-Supported Social Media"





120,679 or 80.6% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days use Ad-Supported Facebook for an average of 44.1 minutes every day representing 30.8% of all time spent daily with Ad-Supported Social Media.

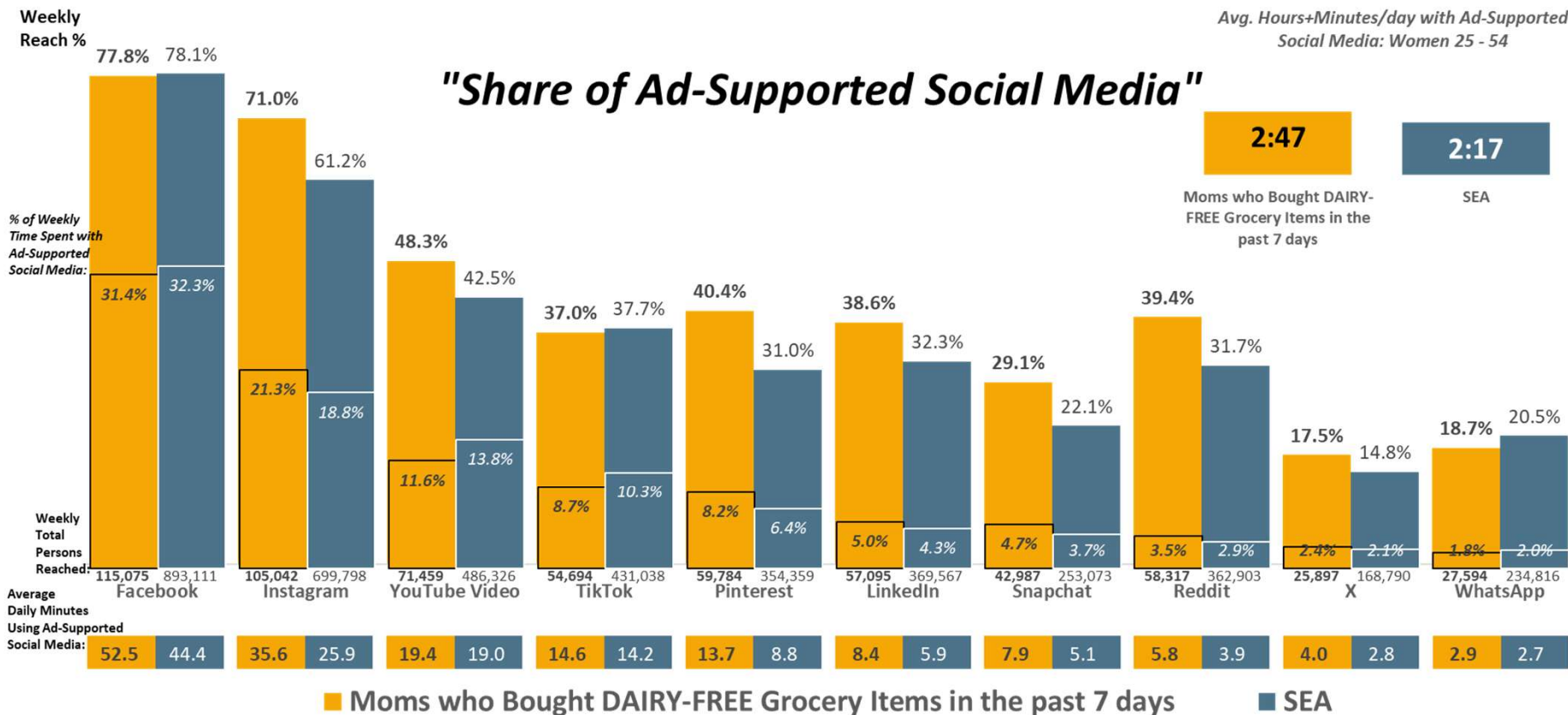
"Share of Ad-Supported Social Media"





115,075 or 77.8% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days use Ad-Supported Facebook for an average of 52.5 minutes every day representing 31.4% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



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

■ SEA

SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 229 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986
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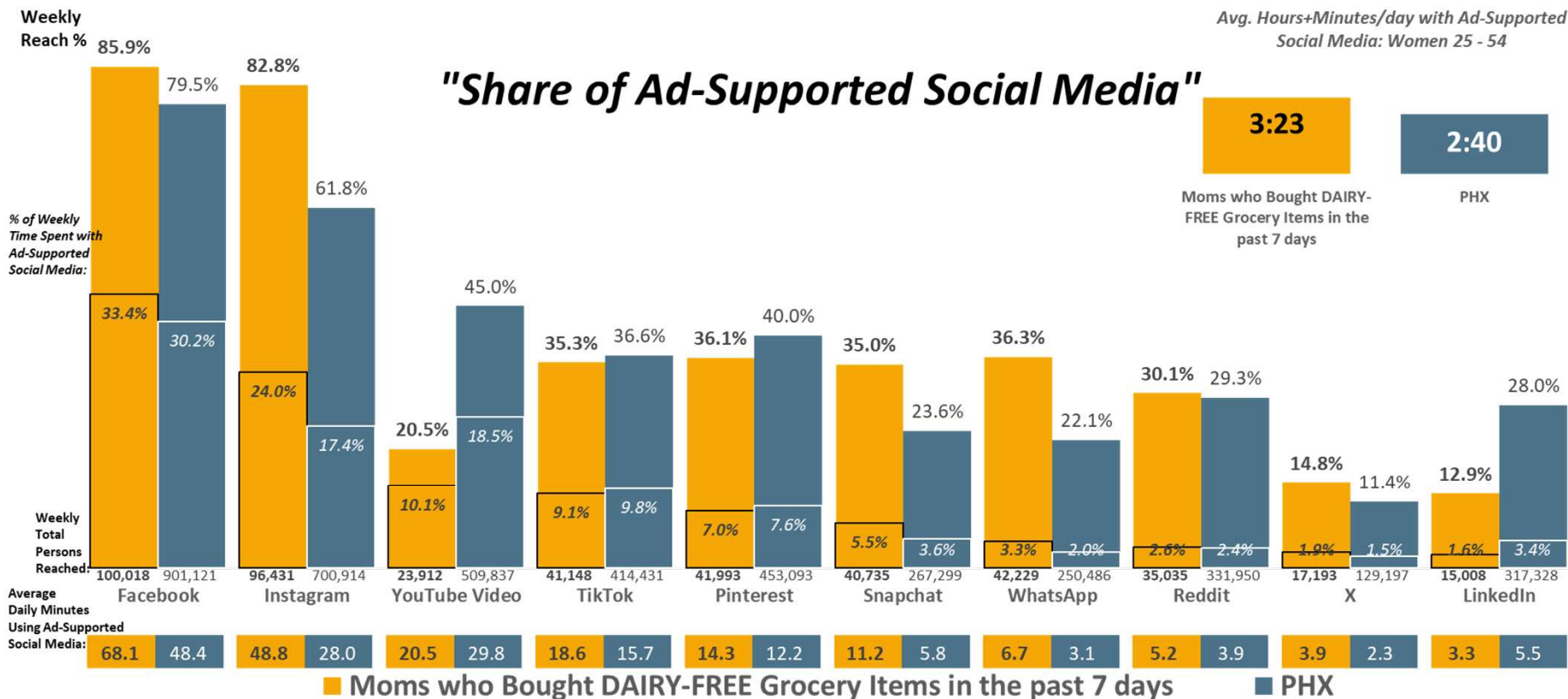
soefa.ai Share of Everything for Anything

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



100,018 or 85.9% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days use Ad-Supported Facebook for an average of 68.1 minutes every day representing 33.4% of all time spent daily with Ad-Supported Social Media.

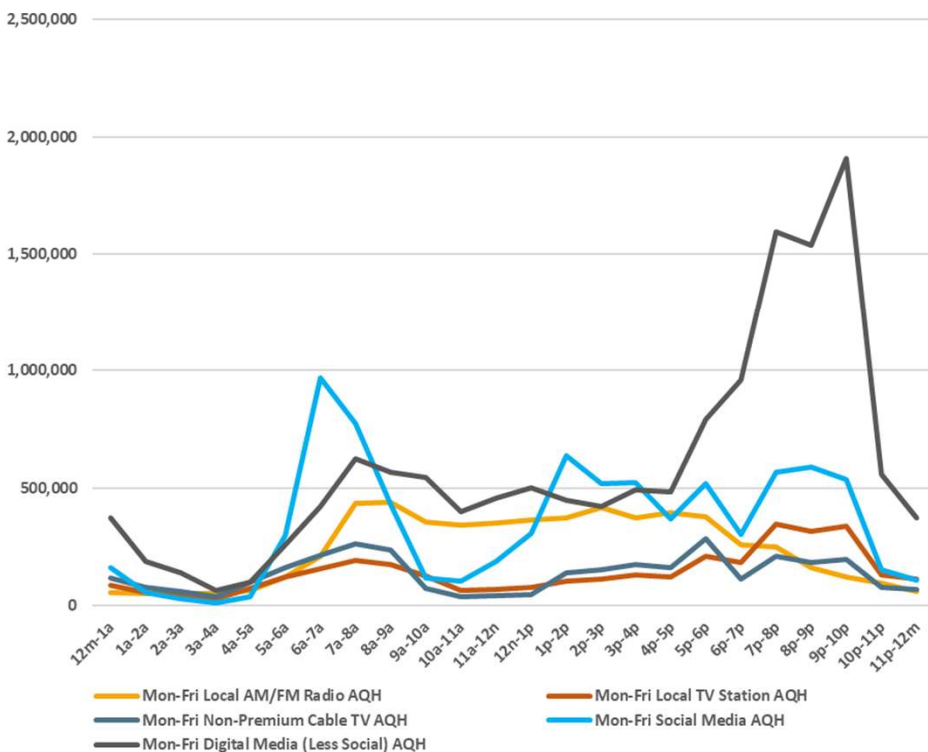
"Share of Ad-Supported Social Media"



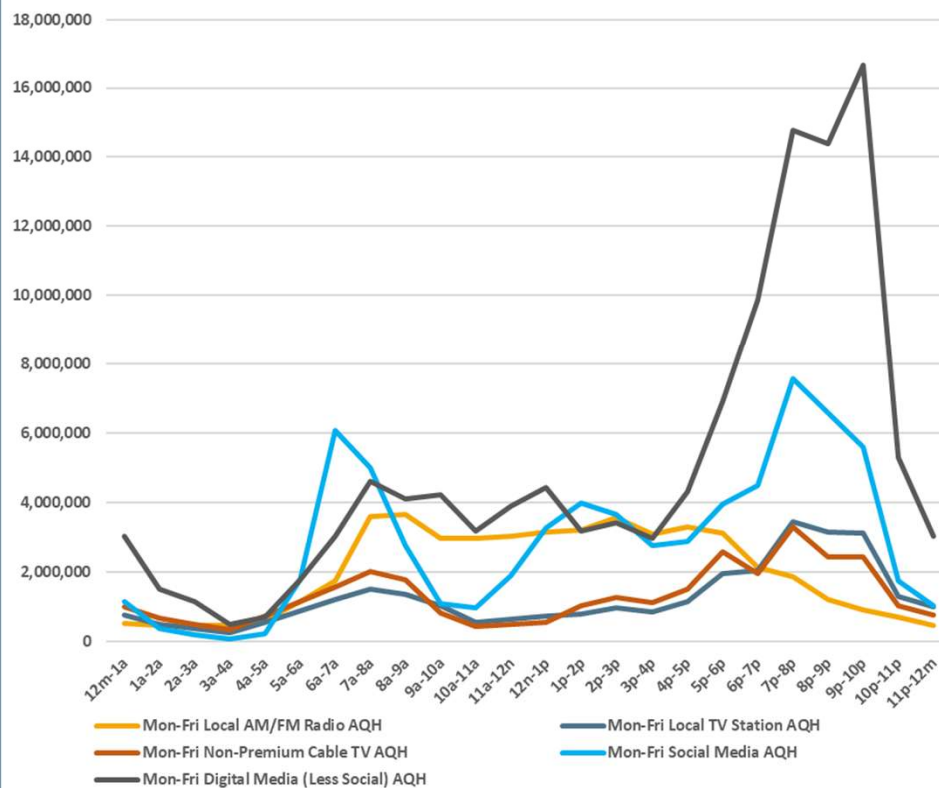


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 546,899;
Social Media: 442,589; Local Radio: 360,674; Non-Prem. Cable: 148,623; Local TV: 132,216
reaching Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the p

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



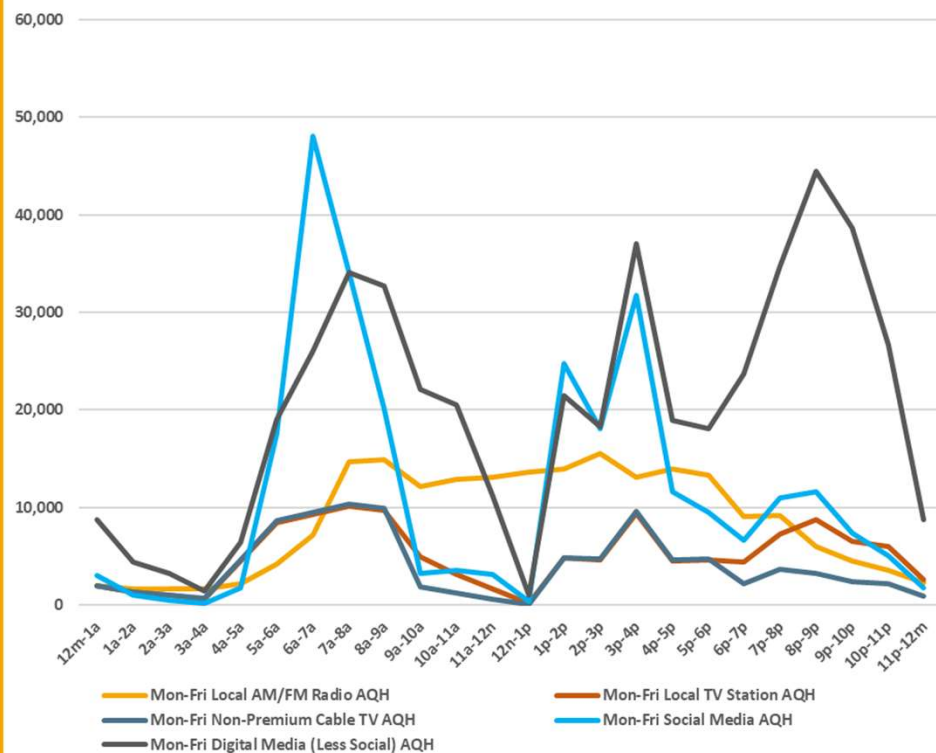
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Women 25 - 54



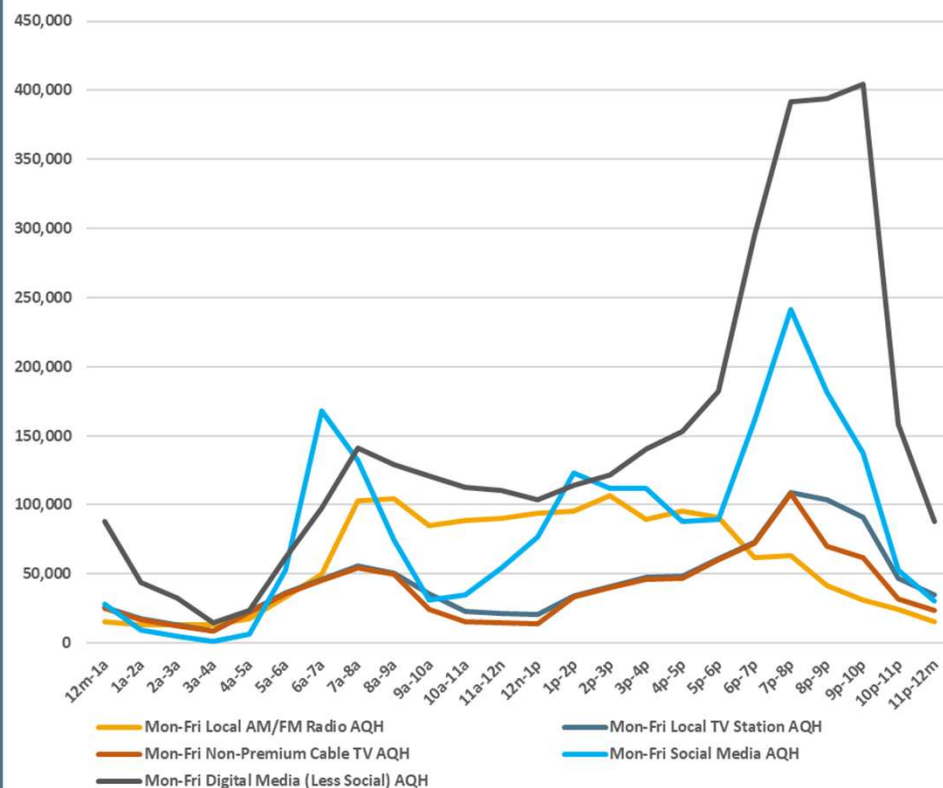


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 21,933;
Social Media: 16,540; Local Radio: 12,897; Local TV: 5,492; Non-Prem. Cable: 4,931
reaching Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 d

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



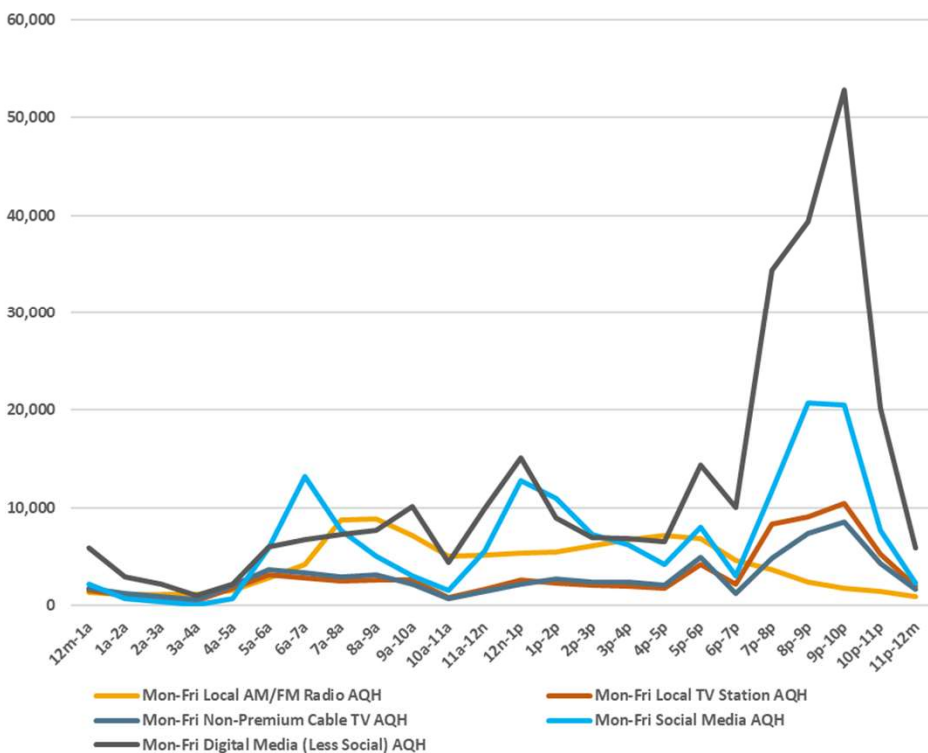
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CHI Metro Area Women 25 - 54*



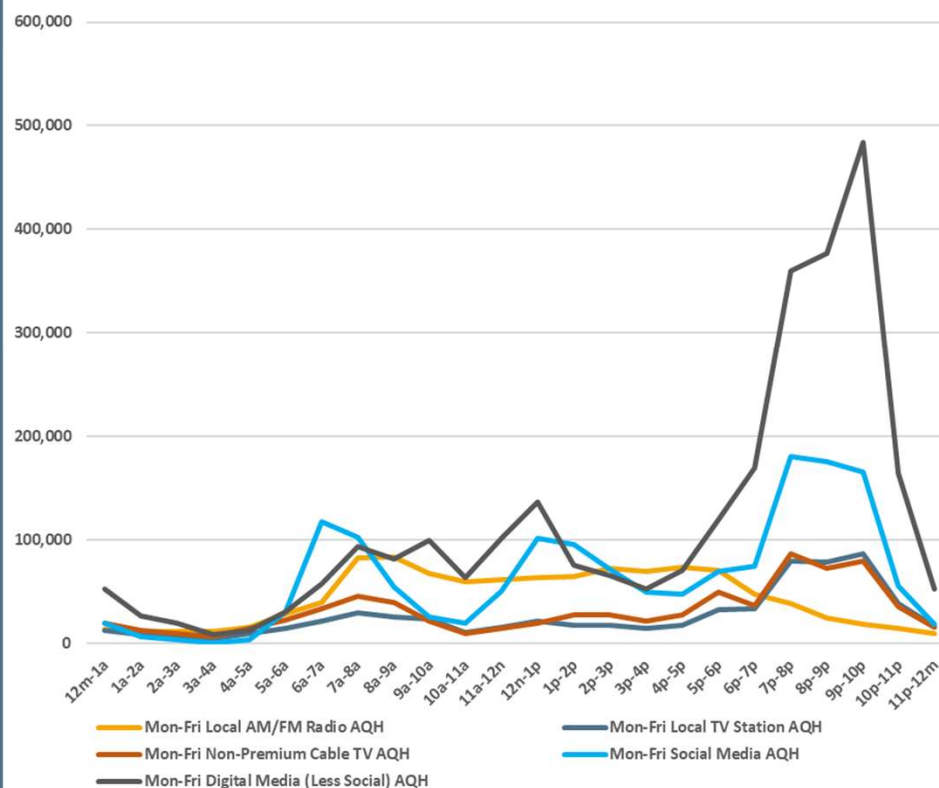


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 8,845;
Social Media: 6,822; Local Radio: 6,253; Non-Prem. Cable: 2,432; Local TV: 2,331 reaching
Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days

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



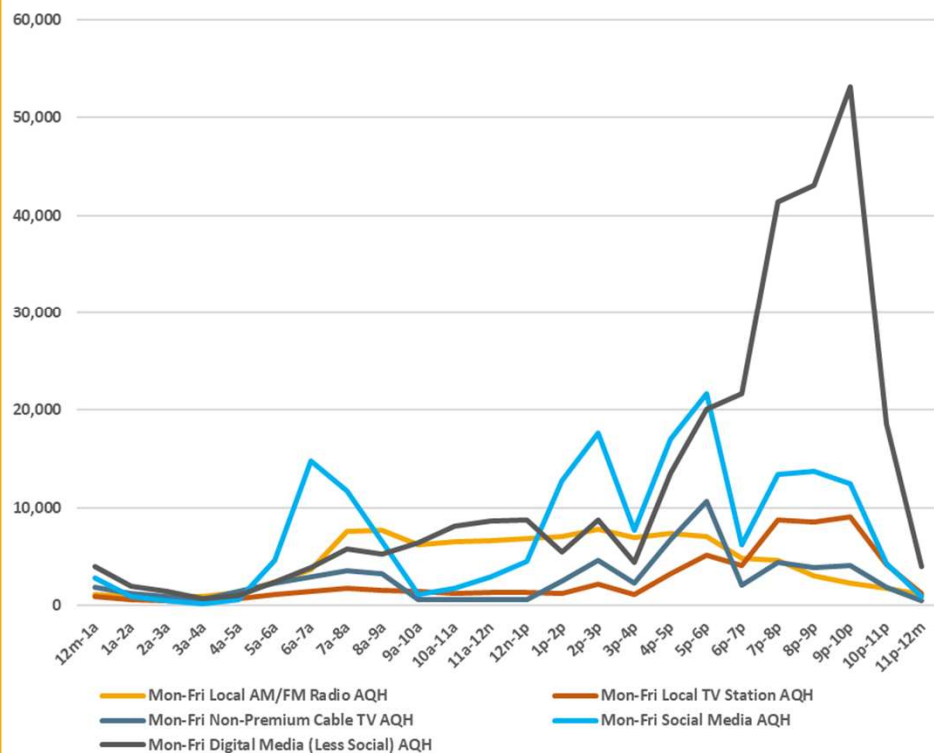
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WDC DMA Women 25 - 54*



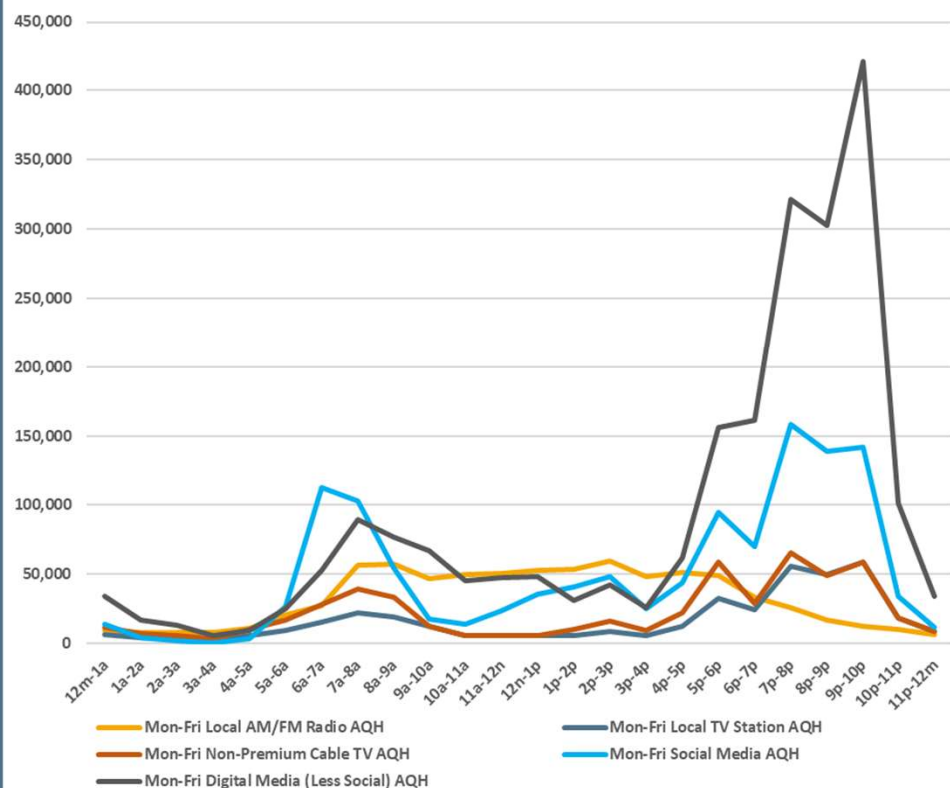


M-F 6a-7p Avg. Available Impressions per 15-min. are... Social Media: 9,744; All Other Digital Media: 9,295; Local Radio: 6,639; Non-Prem. Cable: 3,160; Local TV: 2,084 reaching Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days

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



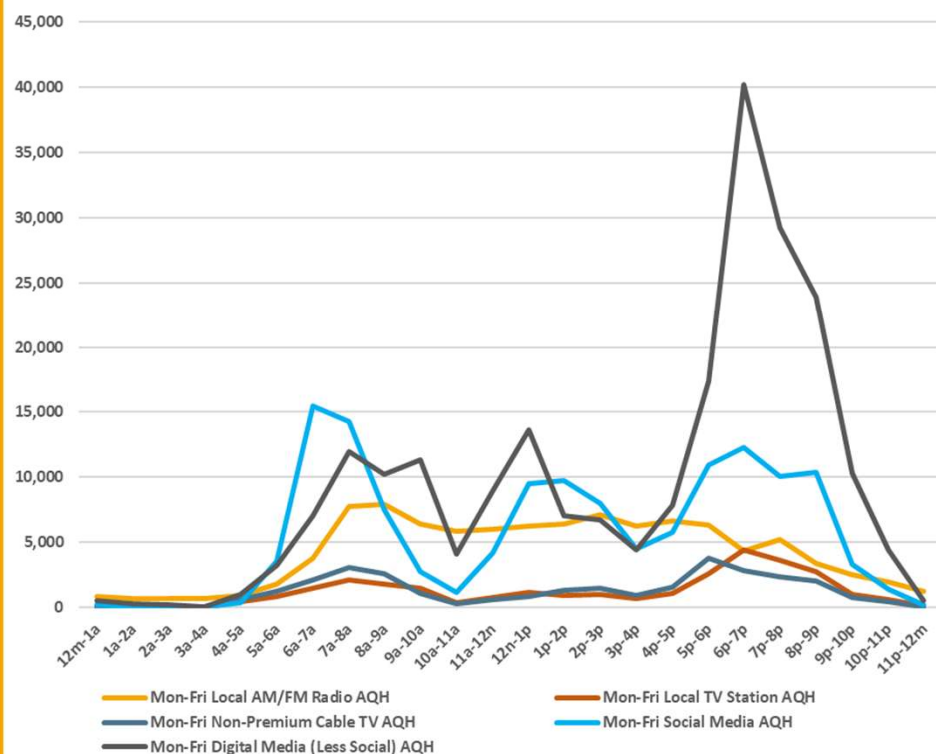
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
SEA Metro Area Women 25 - 54



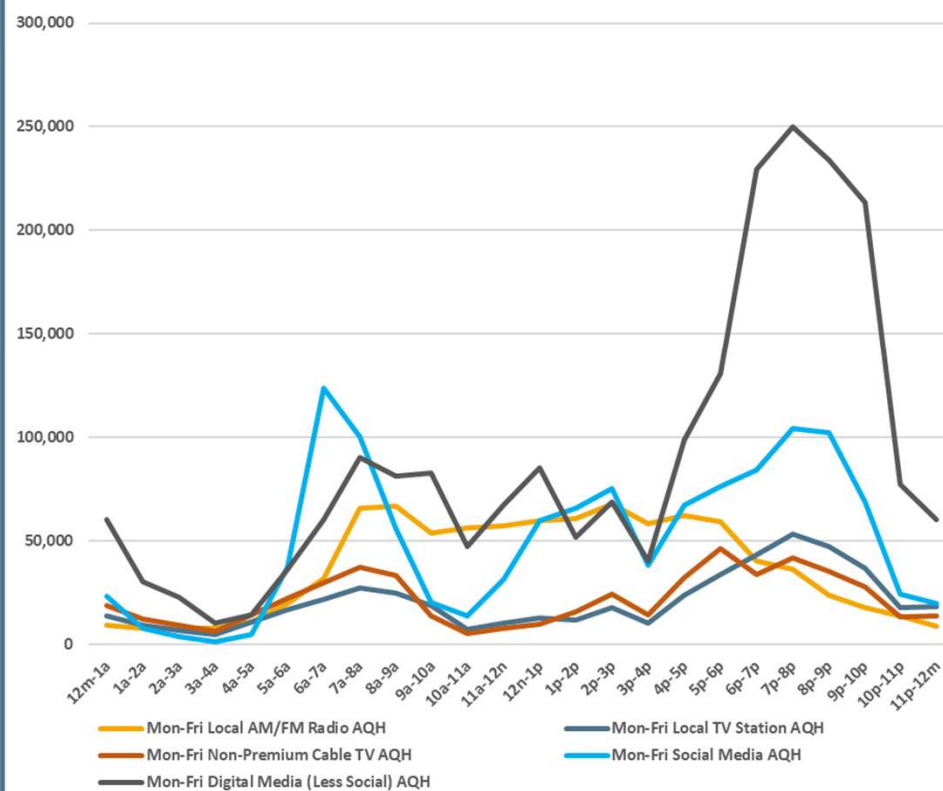


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 11,607;
Social Media: 8,167; Local Radio: 6,241; Non-Prem. Cable: 1,741; Local TV: 1,531 reaching
Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 day

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



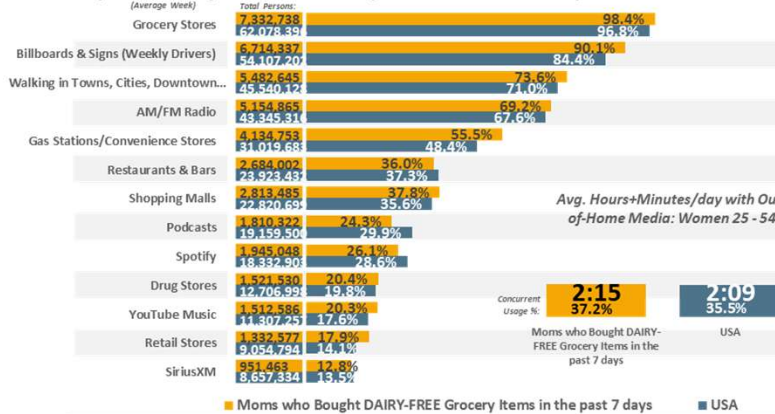
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
PHX Metro Area Women 25 - 54



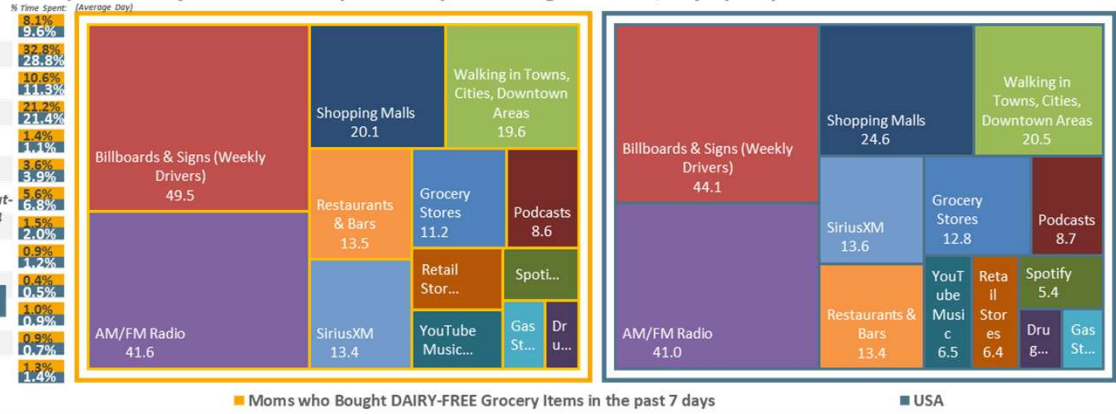


6,714,337 or 90.1% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days spend an average of 49.5 minutes per day driving, seeing Billboards and Signs. 67.7% Listen to Local Radio Stations Out-of-Home for an average of 38.7 minutes/

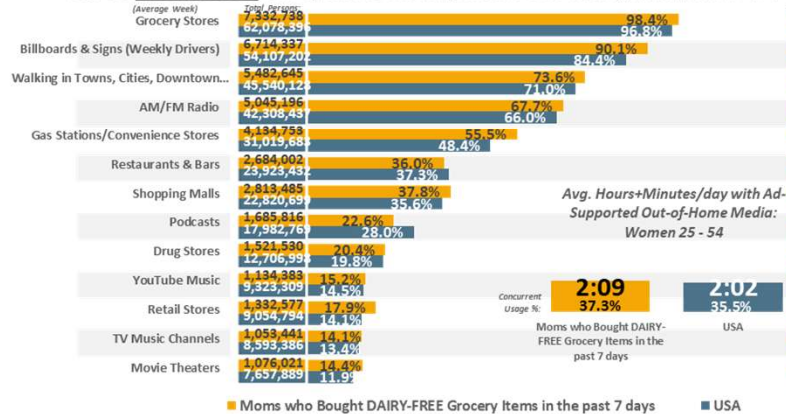
Top-13 Out-of-Home Media (Persons & % Reach): Women 25 - 54



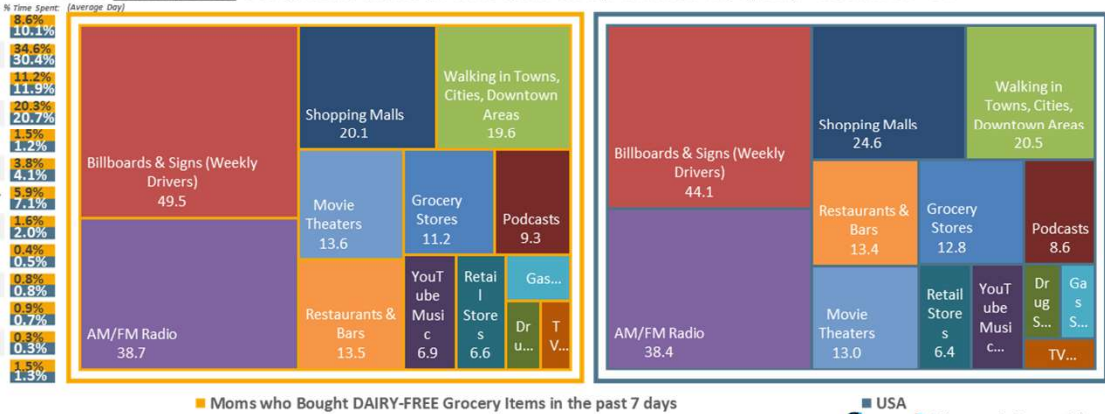
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



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

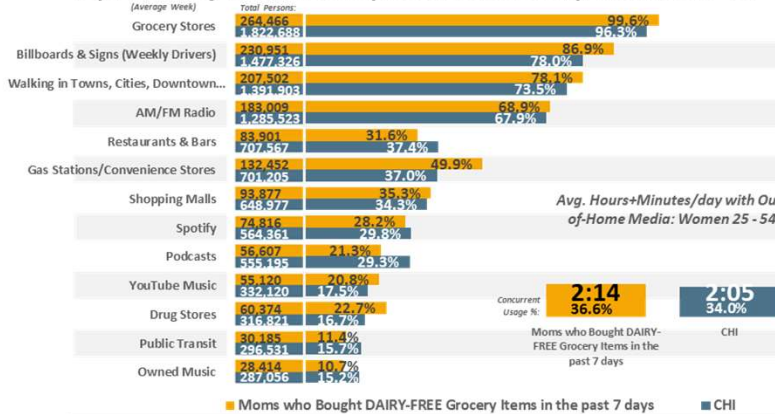
soefa.ai Share of Everything for Anything

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

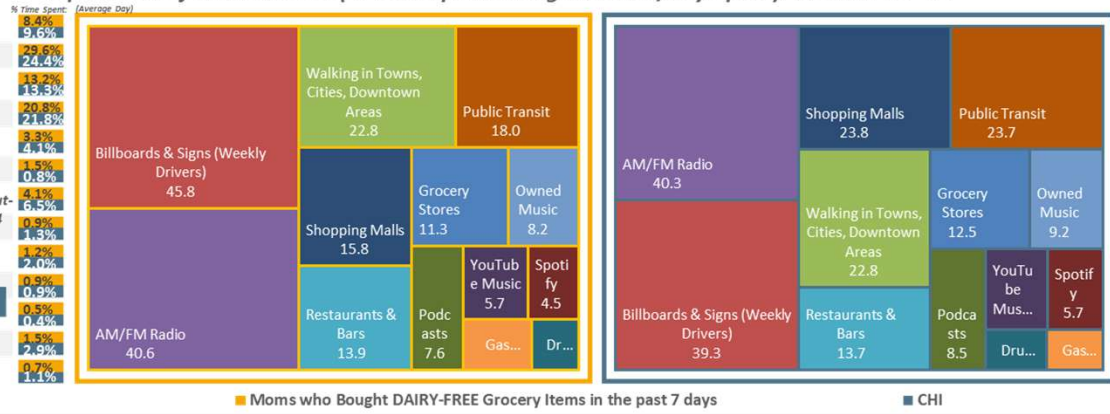


230,951 or 86.9% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days spend an average of 45.8 minutes per day driving, seeing Billboards and Signs. 68.% Listen to Local Radio Stations Out-of-Home for an average of 38.8 minutes/day

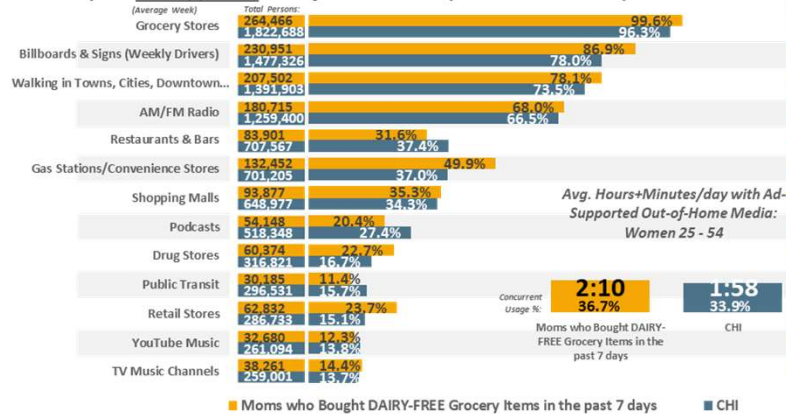
Top-13 Out-of-Home Media (Persons & % Reach): Women 25 - 54



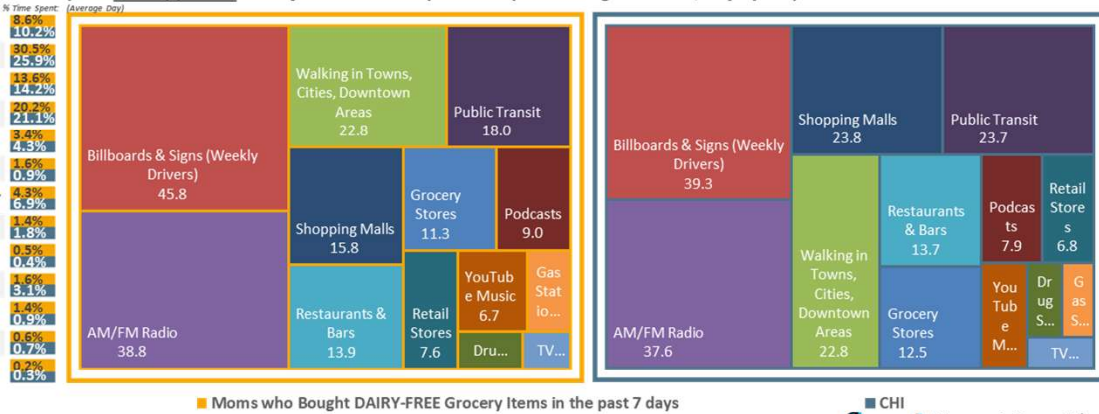
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54

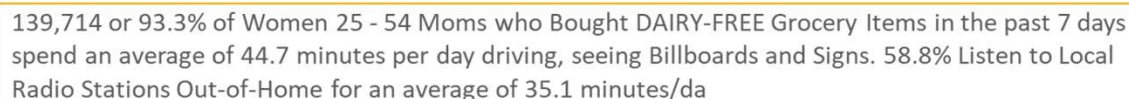


Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Women 25 - 54

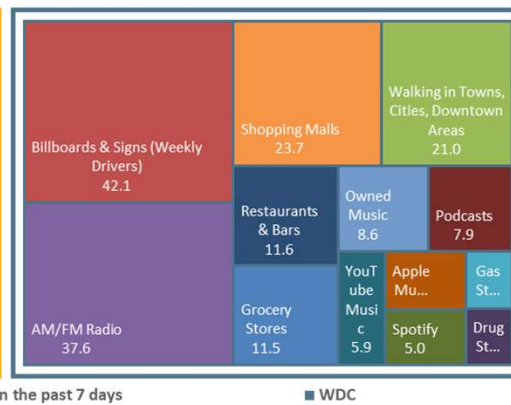
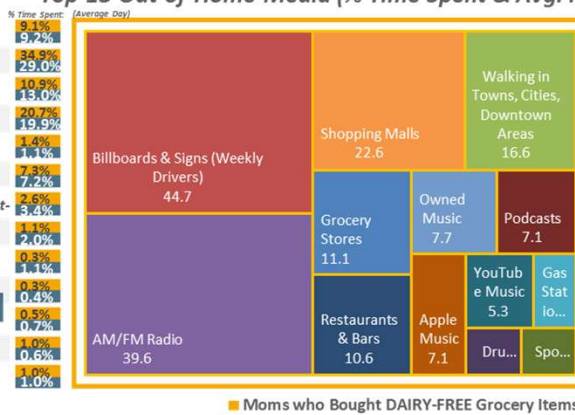


Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54

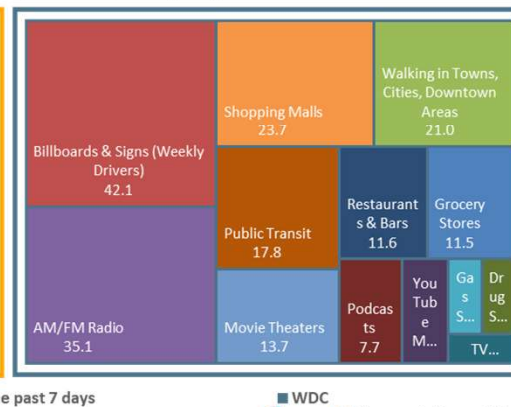
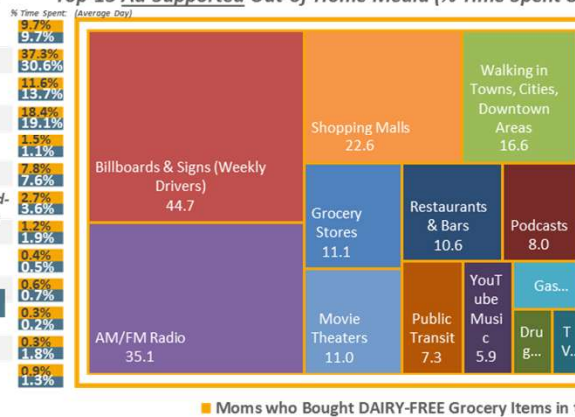




Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



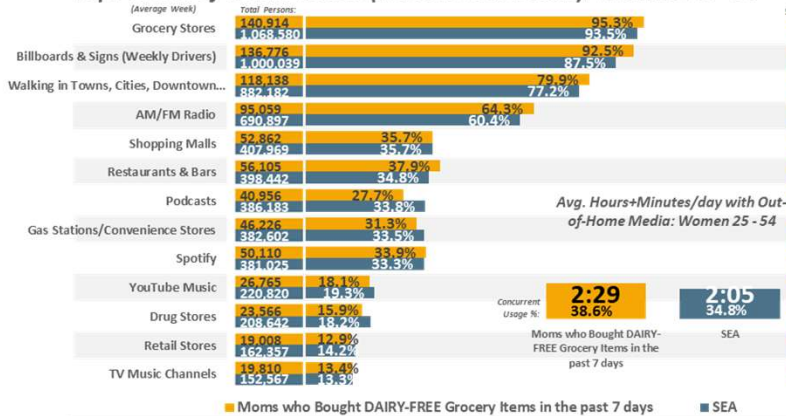
■ WDC
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for Anything ©

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

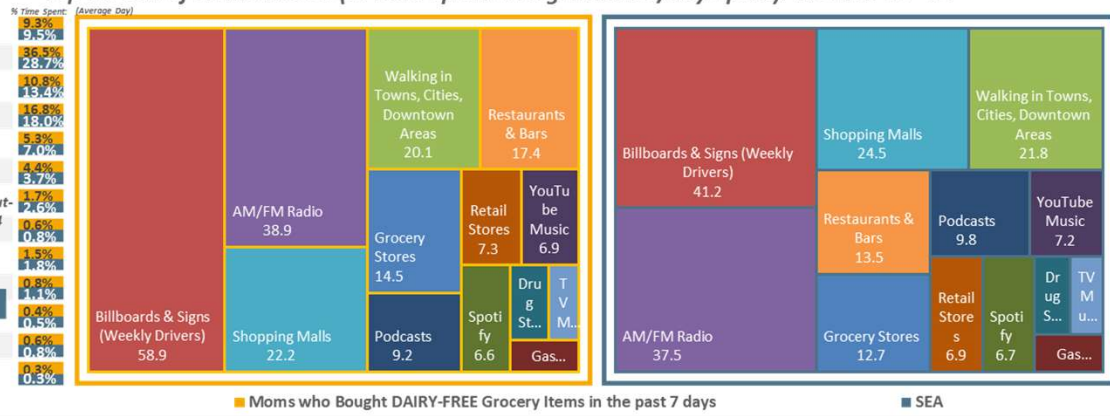


136,776 or 92.5% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days spend an average of 58.9 minutes per day driving, seeing Billboards and Signs. 63.3% Listen to Local Radio Stations Out-of-Home for an average of 35.1 minutes/day

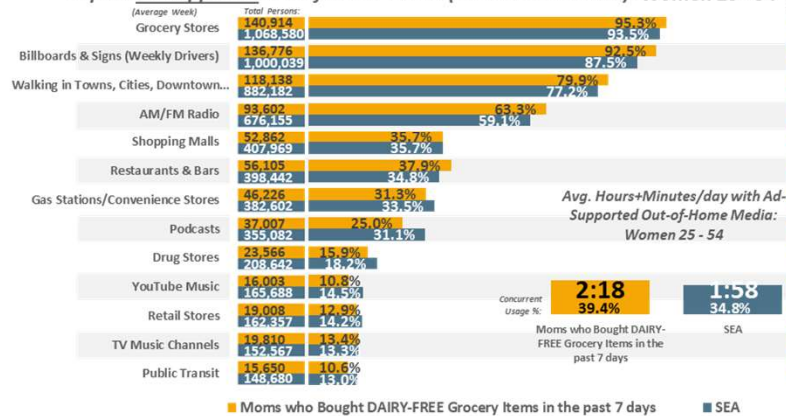
Top-13 Out-of-Home Media (Persons & % Reach): Women 25 - 54



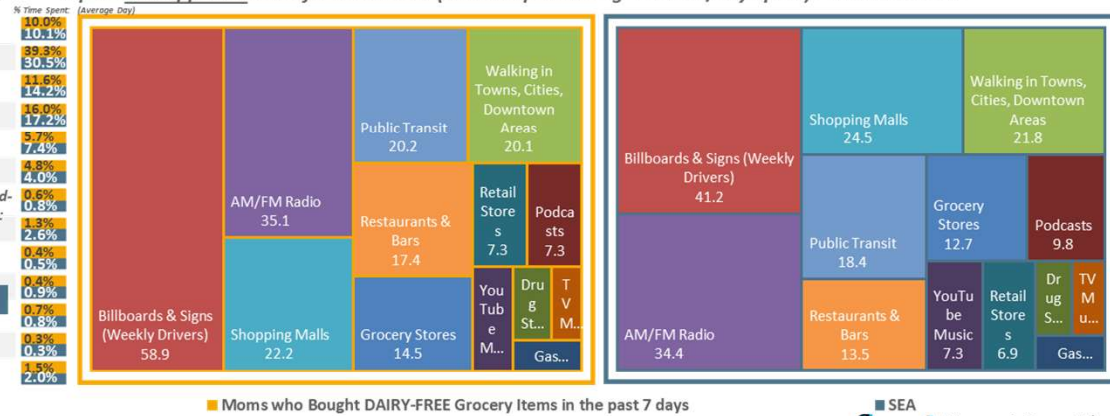
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



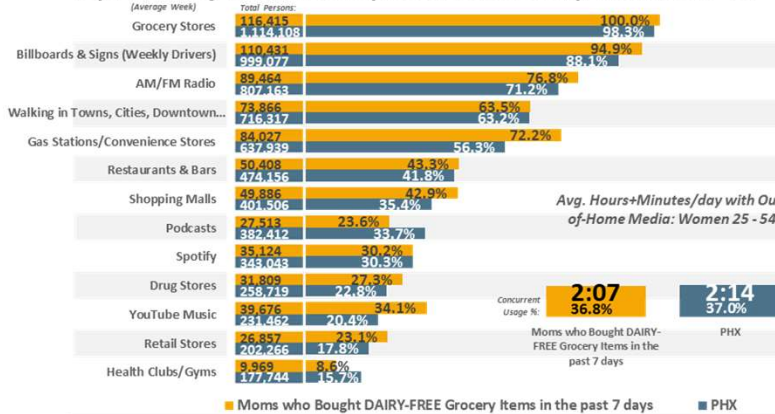
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



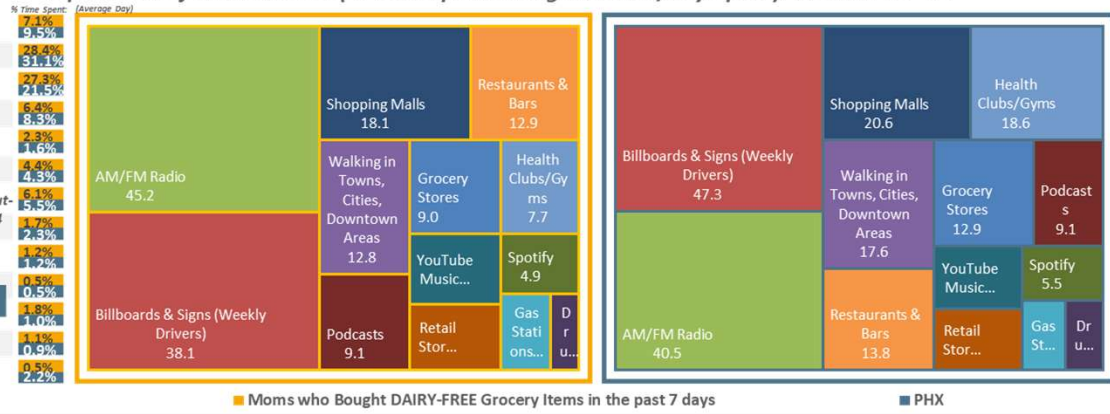


110,431 or 94.9% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days spend an average of 38.1 minutes per day driving, seeing Billboards and Signs. 76.% Listen to Local Radio Stations Out-of-Home for an average of 43.4 minutes/day

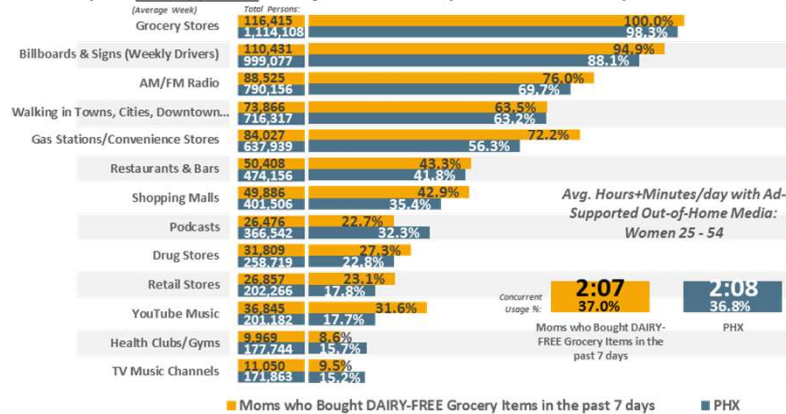
Top-13 Out-of-Home Media (Persons & % Reach): Women 25 - 54



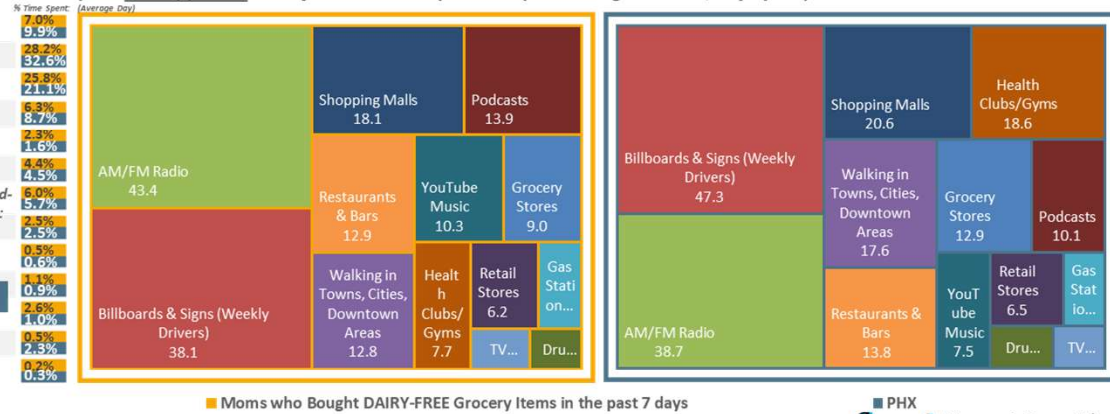
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



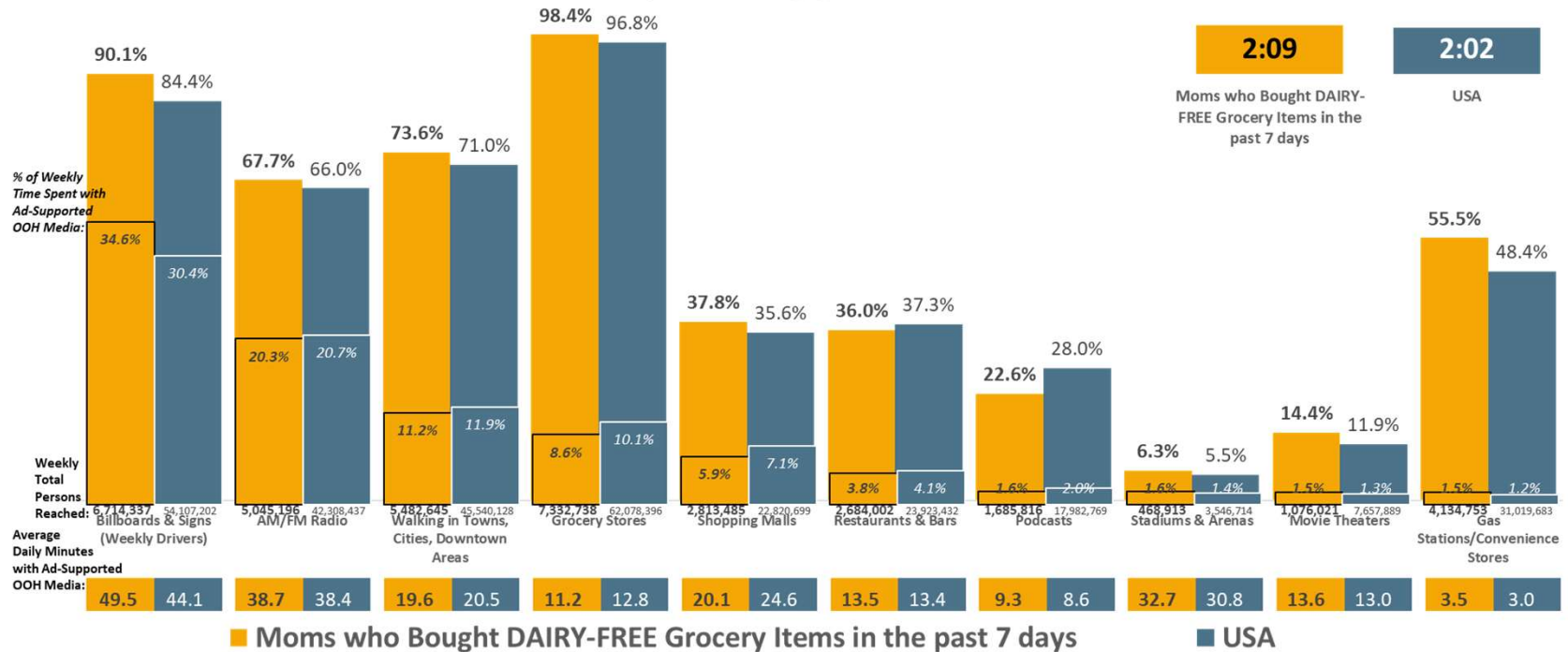


6,714,337 or 90.1% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days spend an average of 49.5 minutes per day driving, seeing Billboards and Signs representing 34.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



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

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

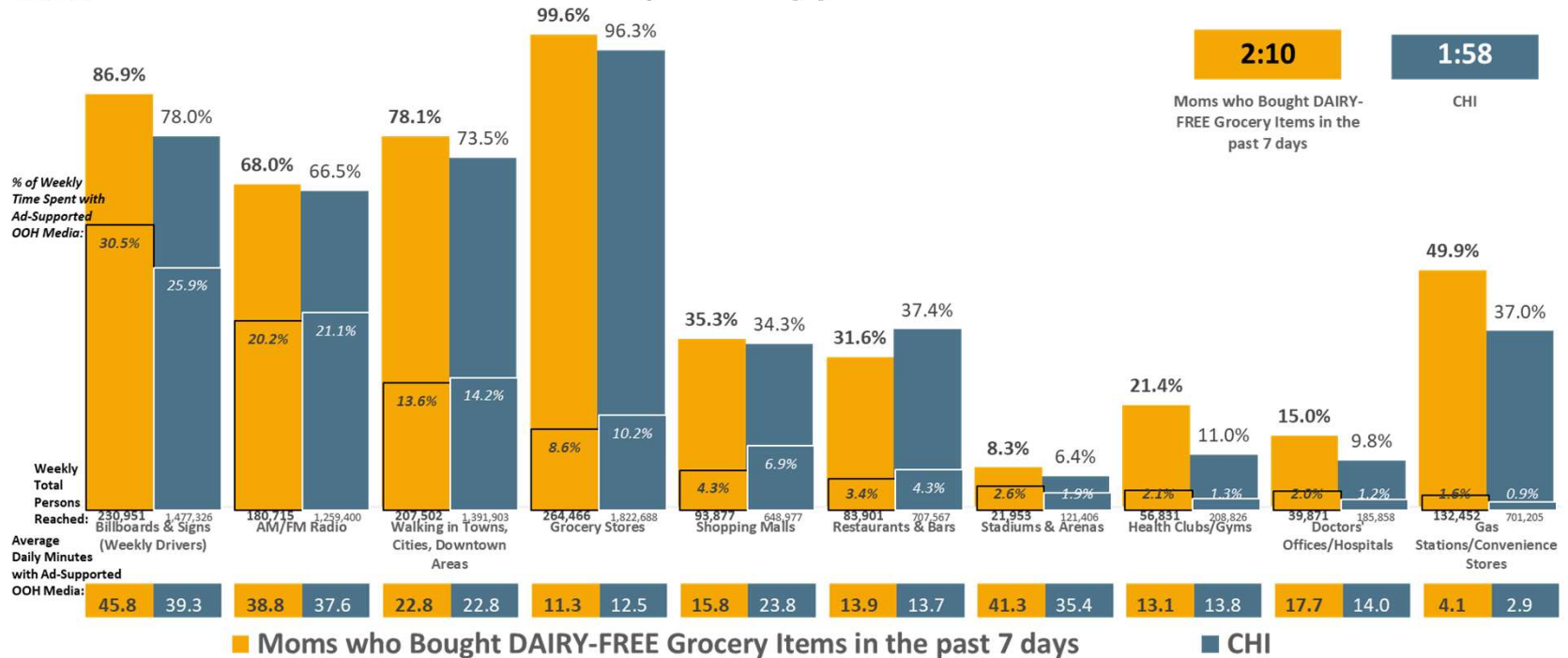


230,951 or 86.9% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days spend an average of 45.8 minutes per day driving, seeing Billboards and Signs representing 30.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 213 CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186
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{{(Parent of child under 18: Yes AND Grocery stores shopped past 7 days (HHLD): Any grocery store) AND Food types HHLD bought (HHLD): Dairy-free}}

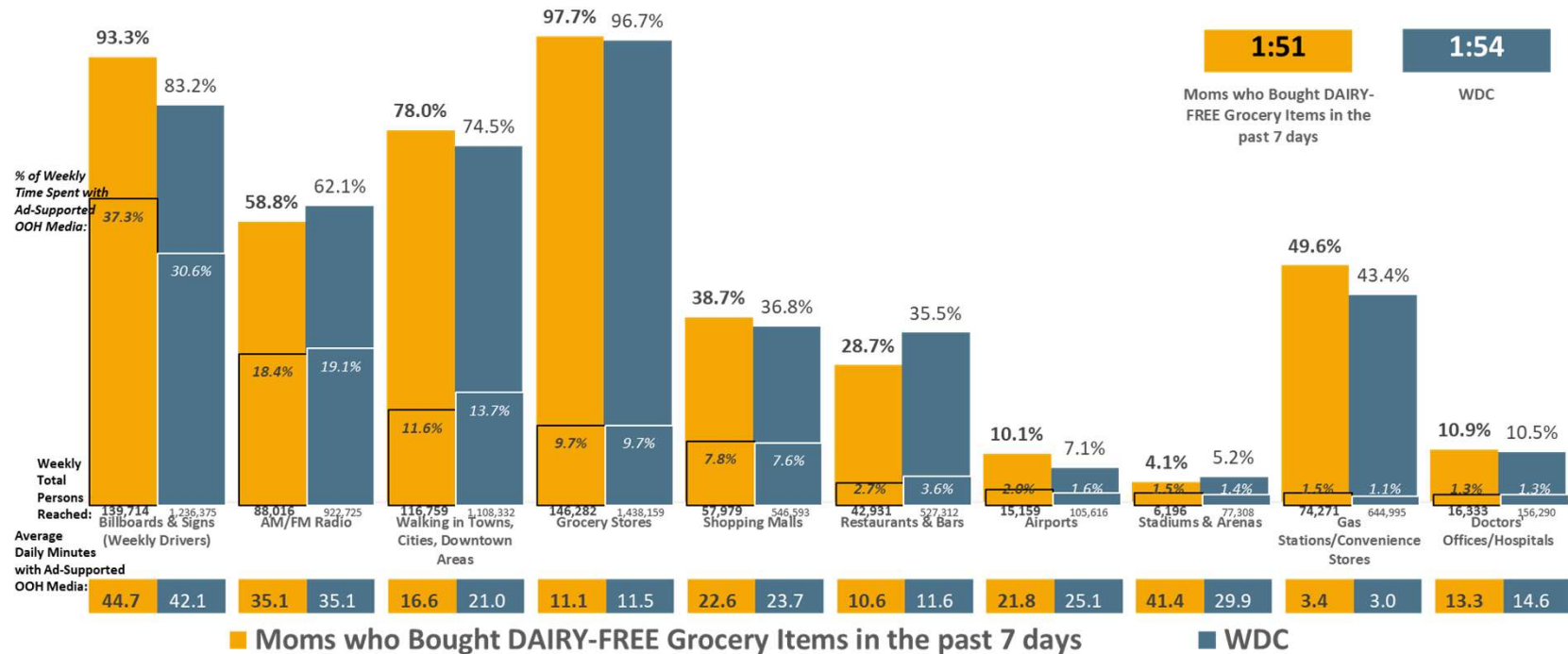


139,714 or 93.3% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days spend an average of 44.7 minutes per day driving, seeing Billboards and Signs representing 37.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 377 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919
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[[(Parent of child under 18: Yes AND Grocery stores shopped past 7 days (HHLD): Any grocery store) AND Food types HHLD bought (HHLD): Dairy-free]]

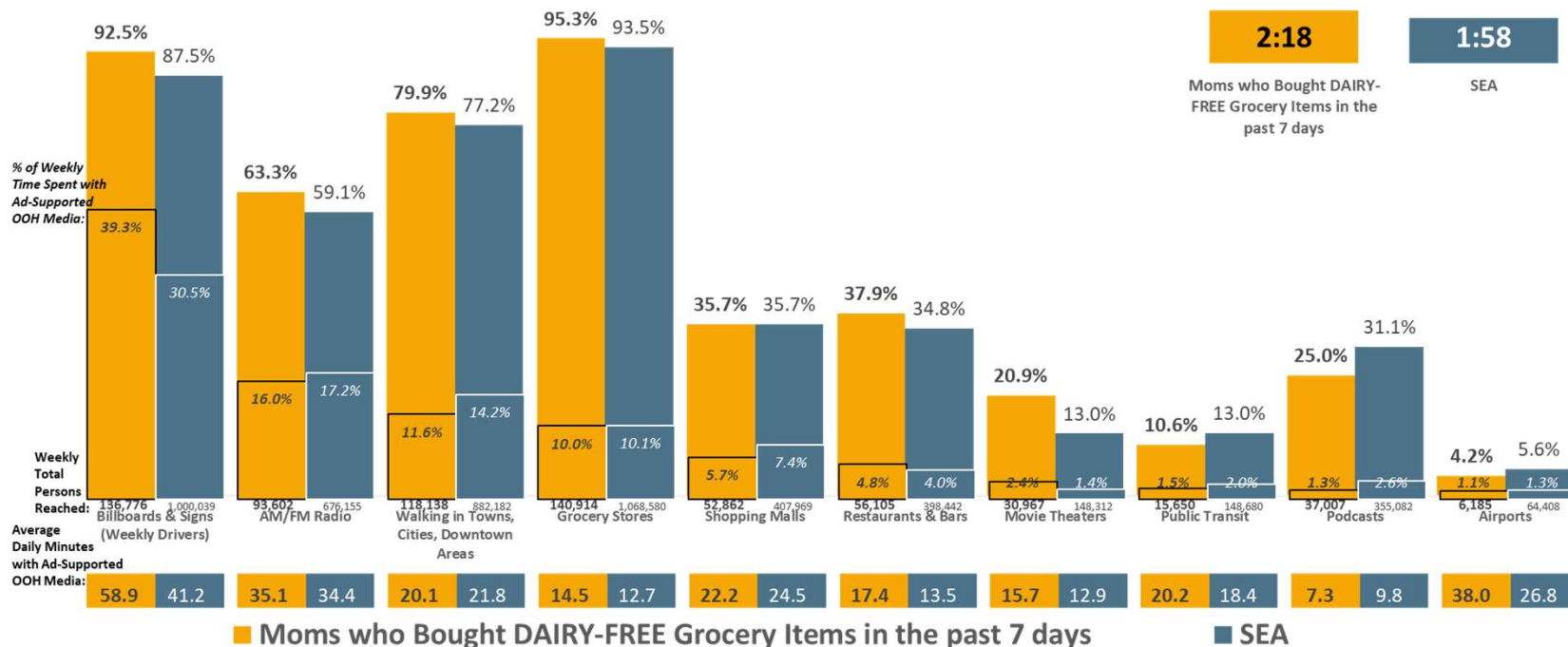


136,776 or 92.5% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days spend an average of 58.9 minutes per day driving, seeing Billboards and Signs representing 39.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



2:18

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

1:58

SEA

SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 229 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986
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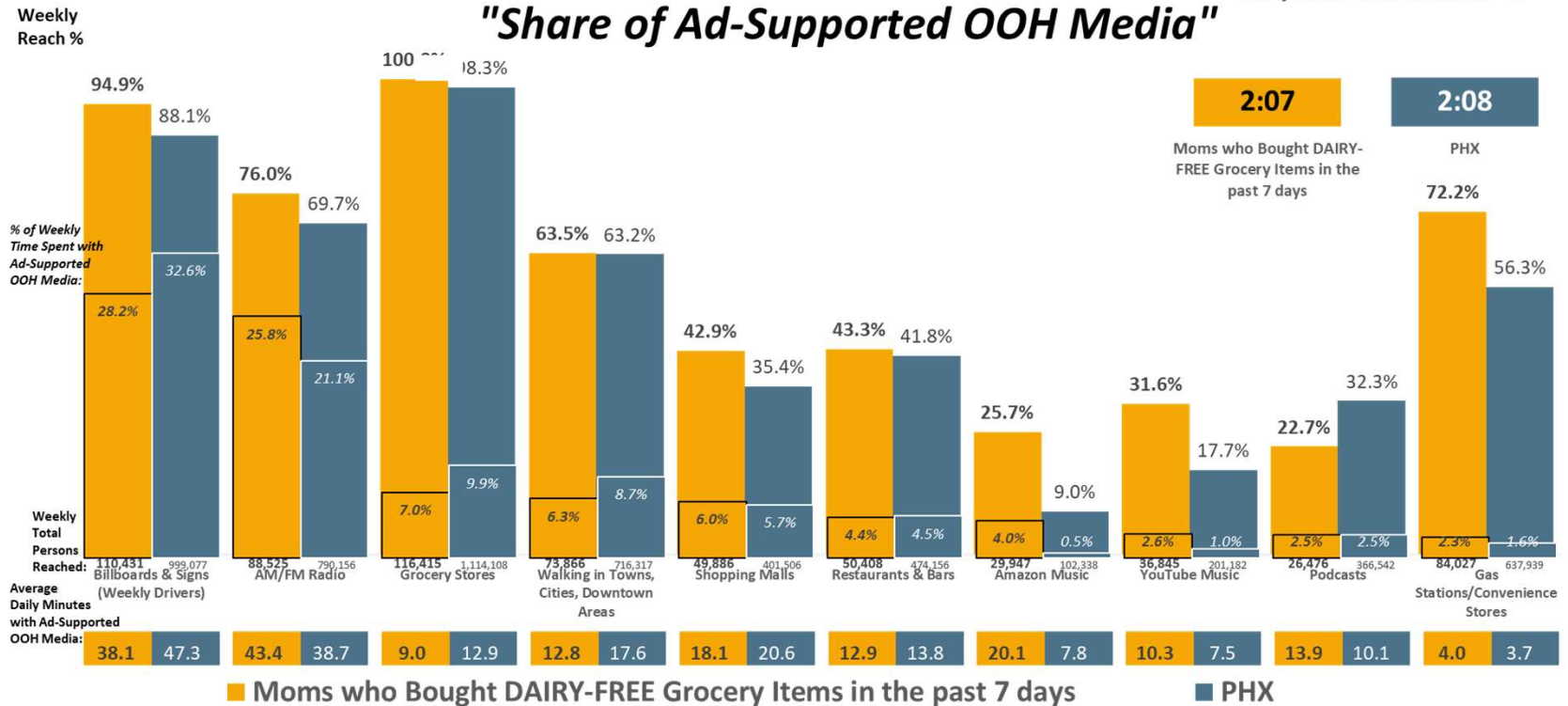
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(((Parent of child under 18: Yes AND Grocery stores shopped past 7 days (HHLD): Any grocery store) AND Food types HHLD bought (HHLD): Dairy-free))



110,431 or 94.9% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days spend an average of 38.1 minutes per day driving, seeing Billboards and Signs representing 28.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 133
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PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

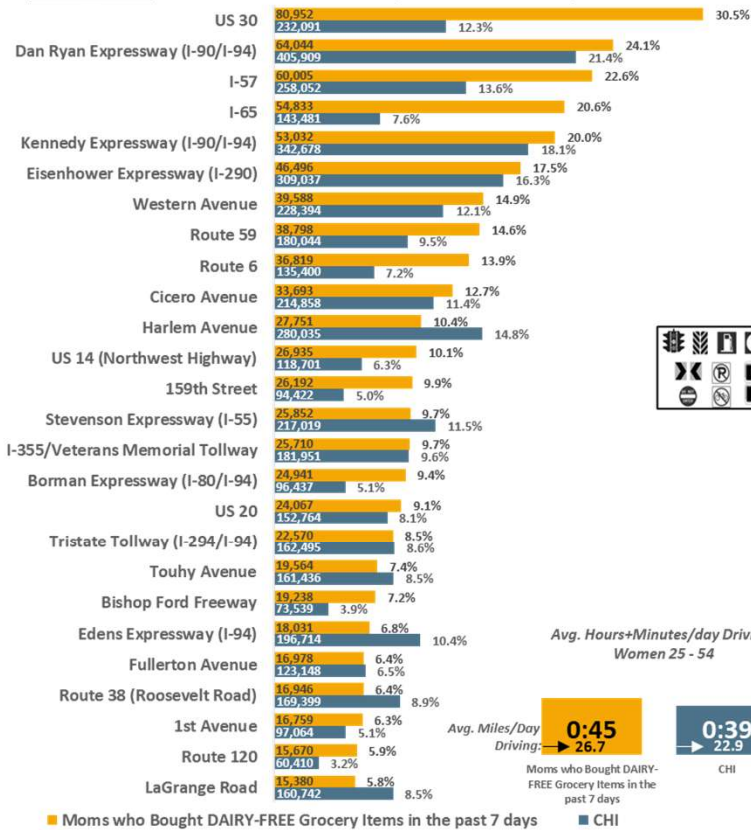
soefa.ai Share of Everything for Anything

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

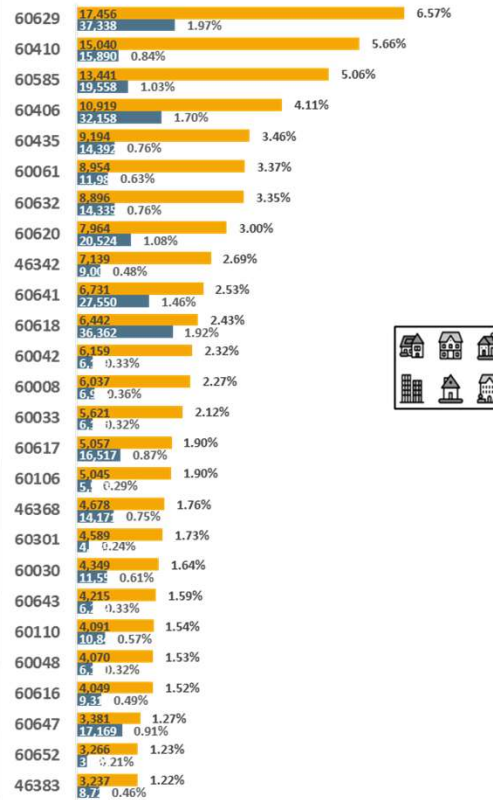


230,951 or 86.9% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days spend an average of 45.8 minutes per day driving an average of 26.7 miles each day and are 172.3% more likely to use I-65 than the Metro average.

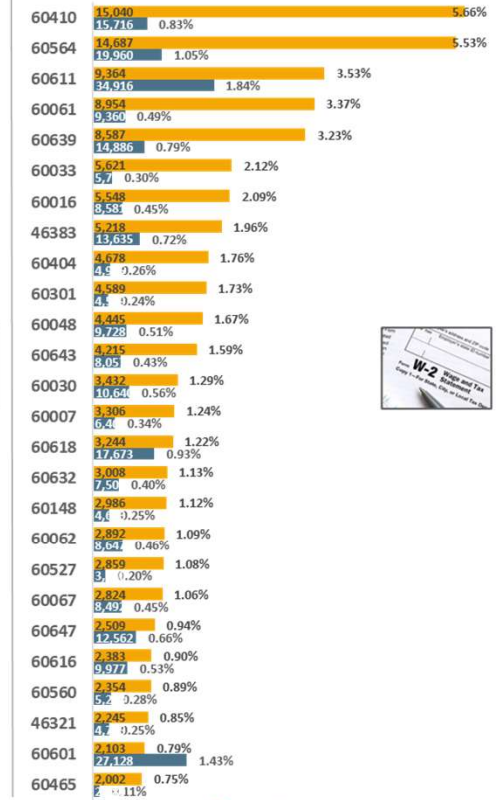
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Women 25 - 54



Top-26 Residential Zip Codes: Women 25 - 54



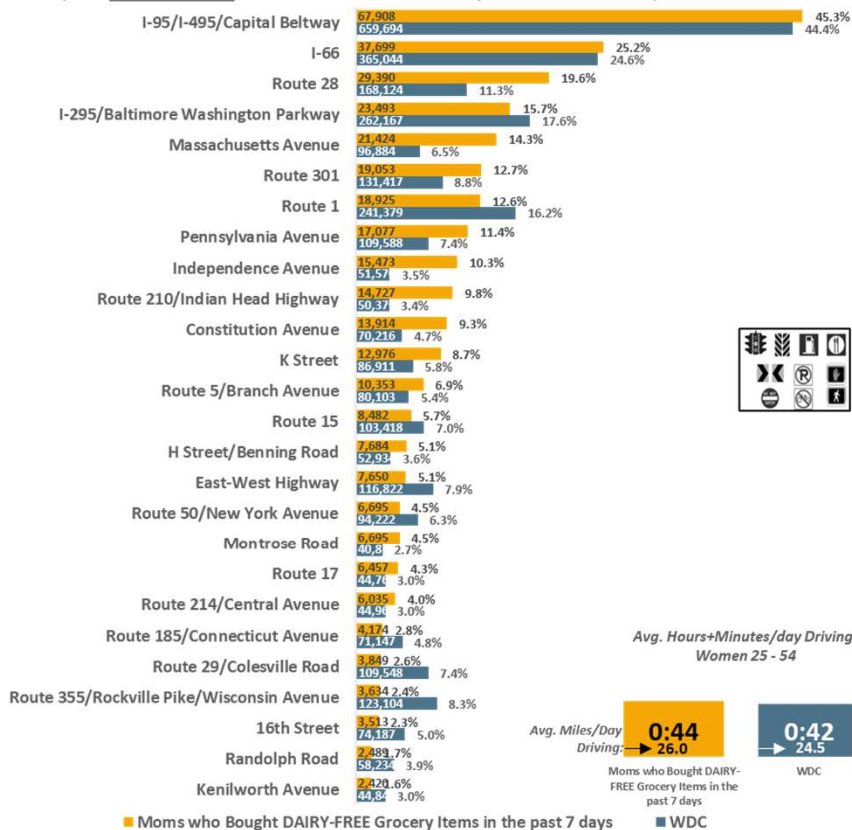
Top-26 Employment Zip Codes: Women 25 - 54





139,714 or 93.3% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days spend an average of 44.7 minutes per day driving an average of 26. miles each day and are 197.9% more likely to use Independence Avenue than the Metro average.

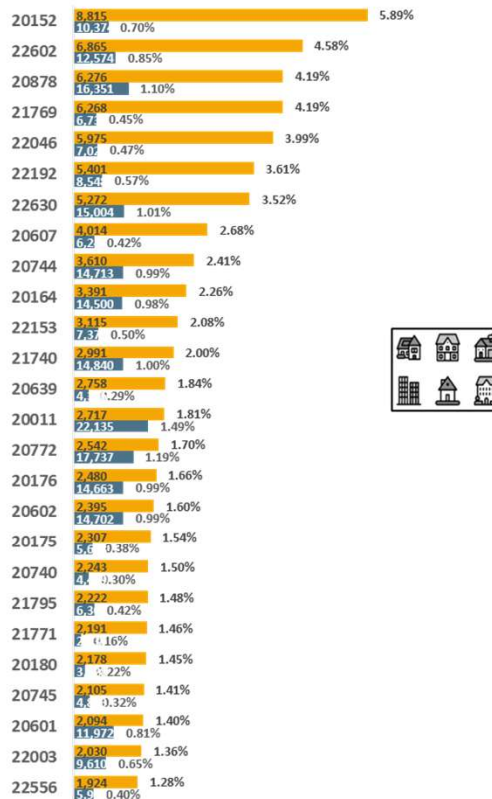
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Women 25 - 54



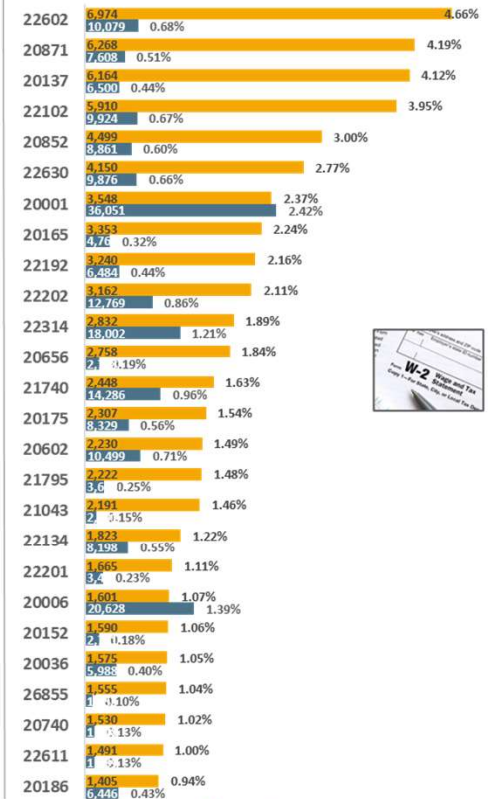
Avg. Hours+Minutes/day Driving:
Women 25 - 54



Top-26 Residential Zip Codes: Women 25 - 54



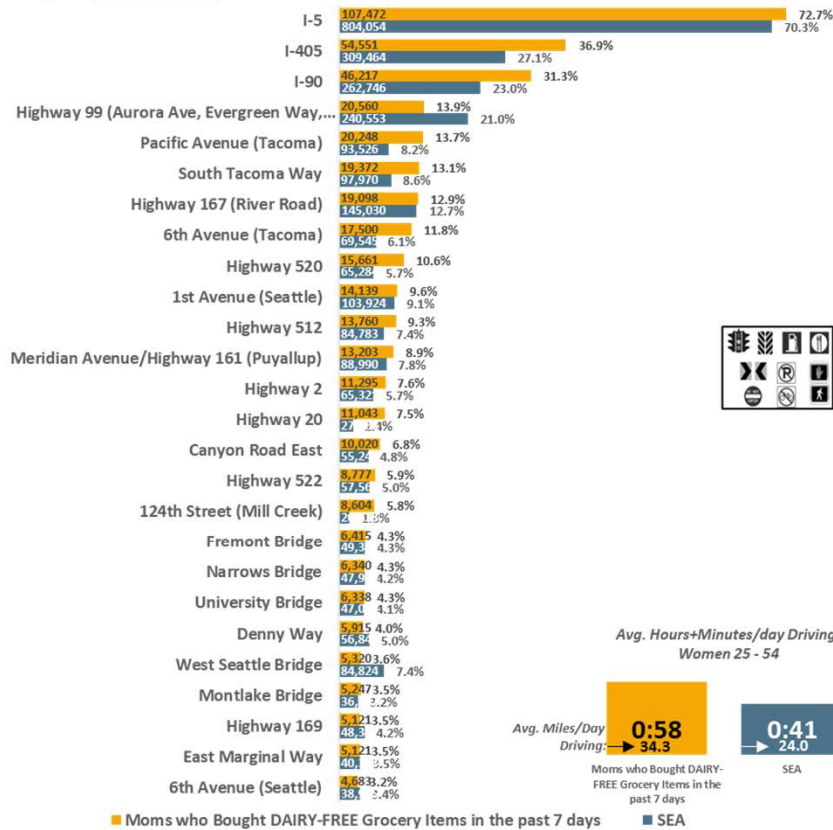
Top-26 Employment Zip Codes: Women 25 - 54



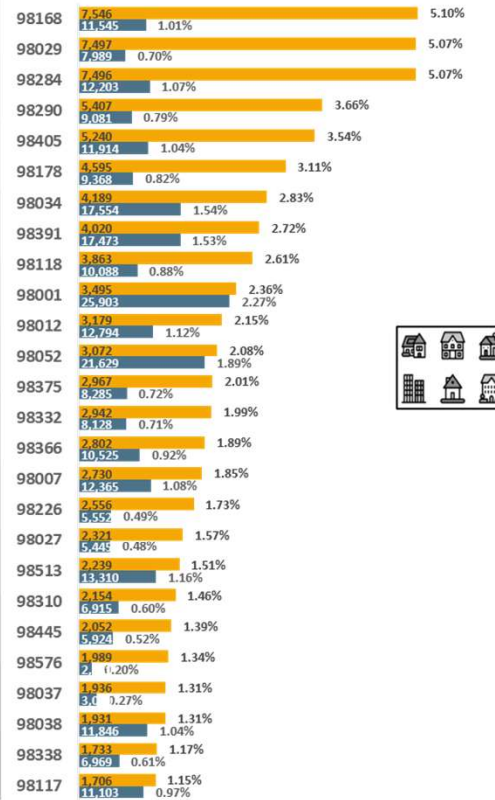


136,776 or 92.5% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days spend an average of 58.9 minutes per day driving an average of 34.3 miles each day and are 217.9% more likely to use 124th Street (Mill Creek) than the Metro ave

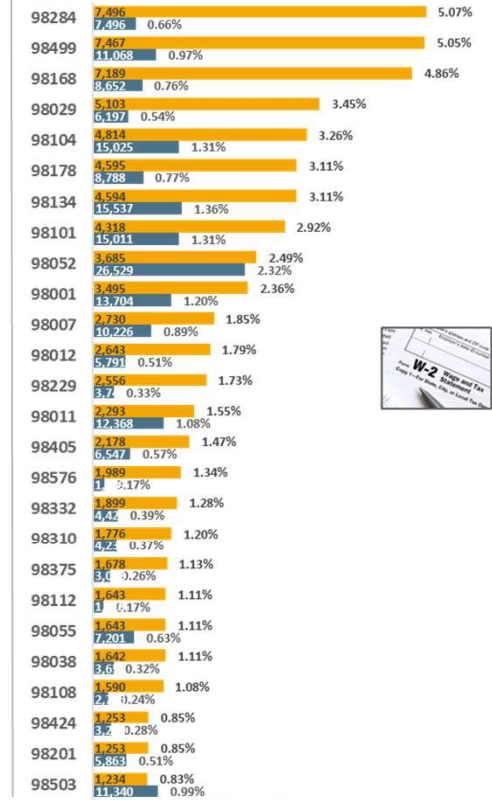
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Women 25 - 54



Top-26 Residential Zip Codes: Women 25 - 54



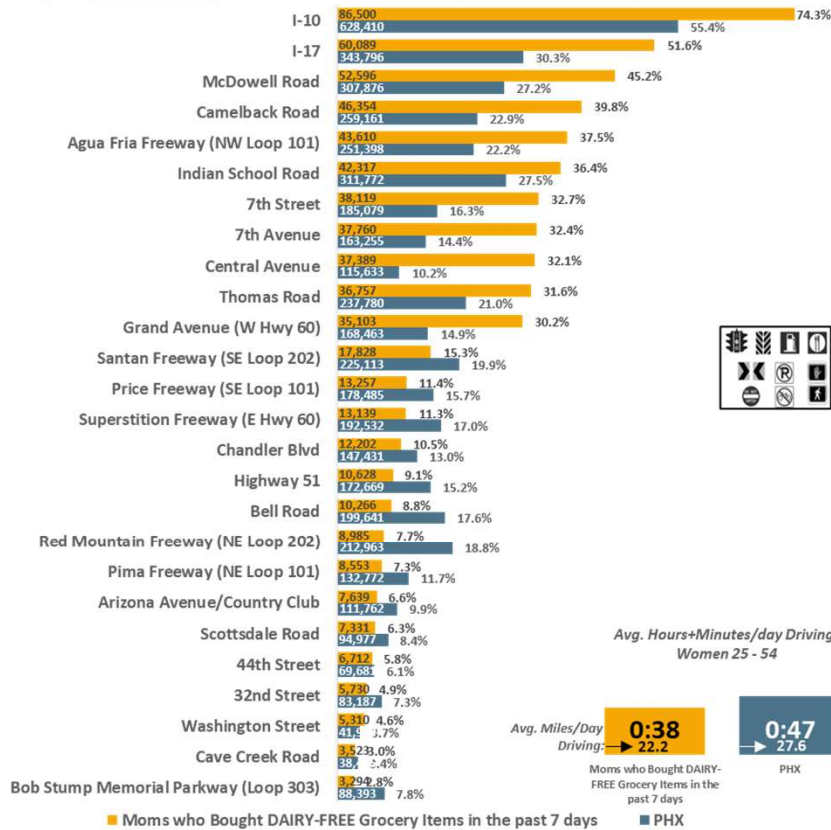
Top-26 Employment Zip Codes: Women 25 - 54



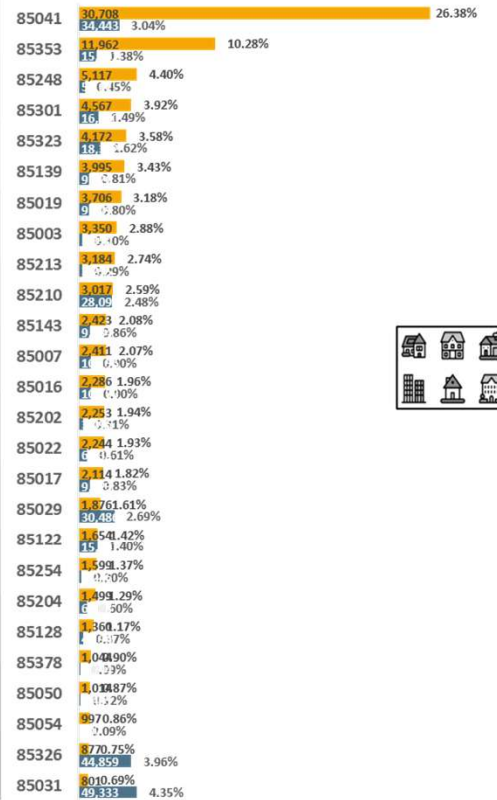


110,431 or 94.9% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days spend an average of 38.1 minutes per day driving an average of 22.2 miles each day and are 214.8% more likely to use Central Avenue than the Metro average.

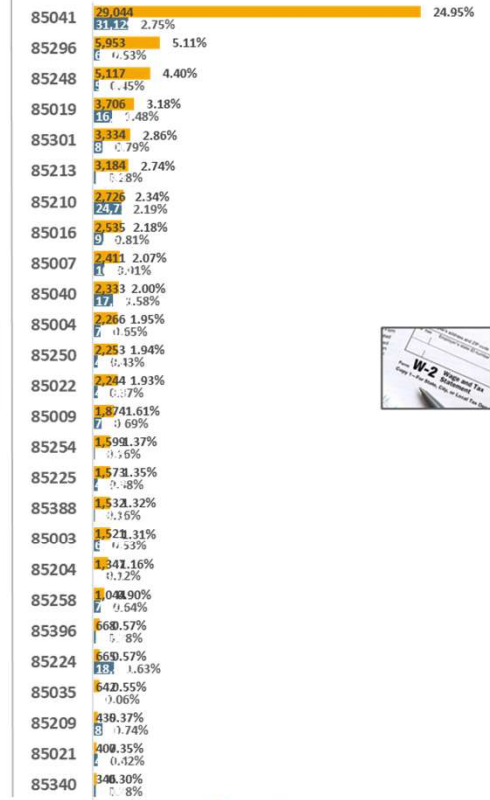
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Women 25 - 54



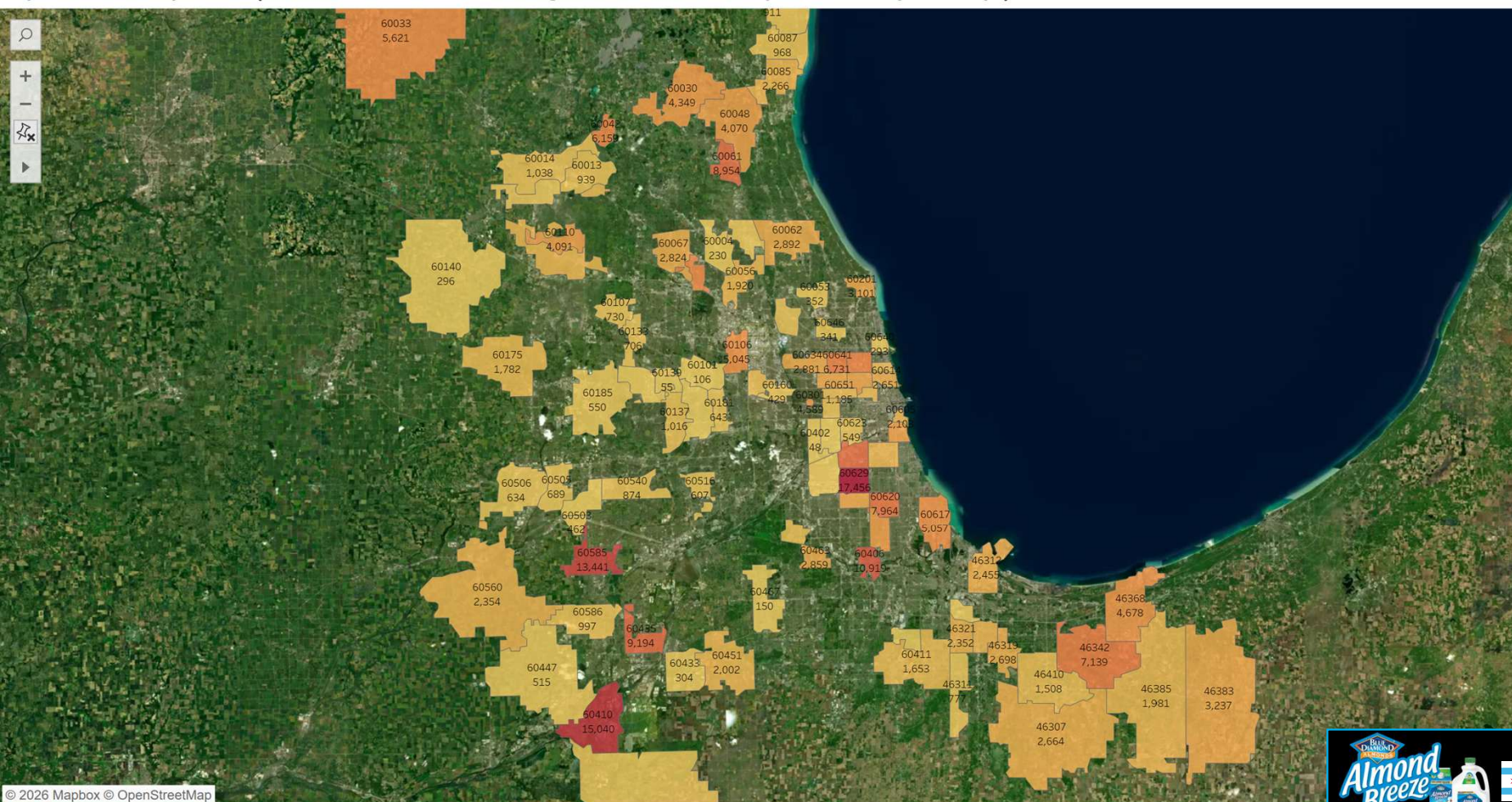
Top-26 Residential Zip Codes: Women 25 - 54



Top-26 Employment Zip Codes: Women 25 - 54



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

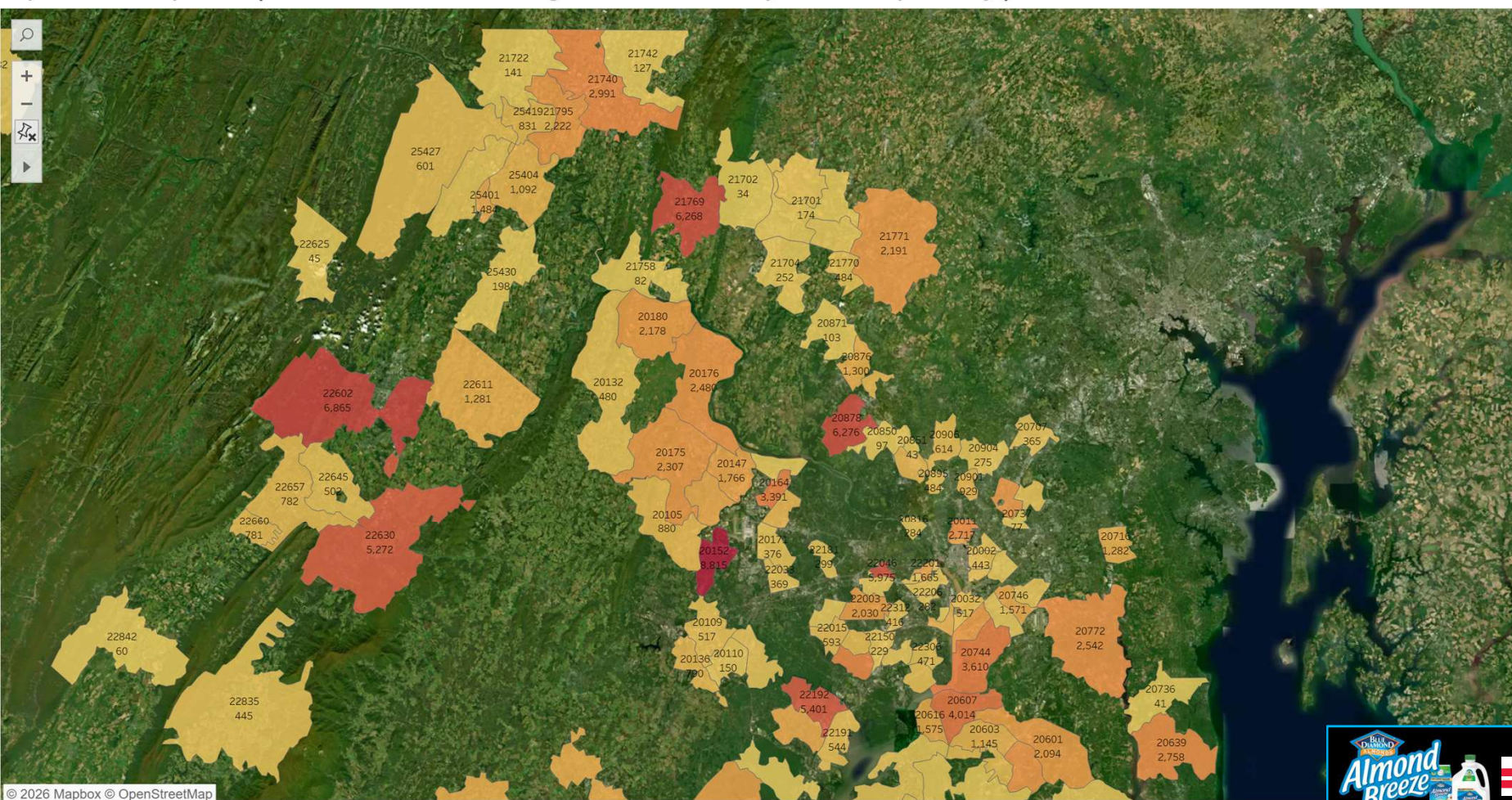


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CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 213
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[[[Parent of child under 18: Yes AND Grocery stores shopped past 7 days (HHLD): Any grocery store] AND Food types HHLD bought (HHLD): Dairy-free]]

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



SUM(Women 25 - 54 ...



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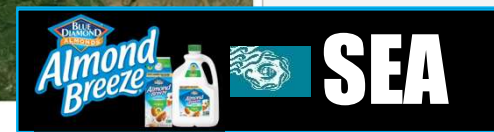
WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intob 377

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

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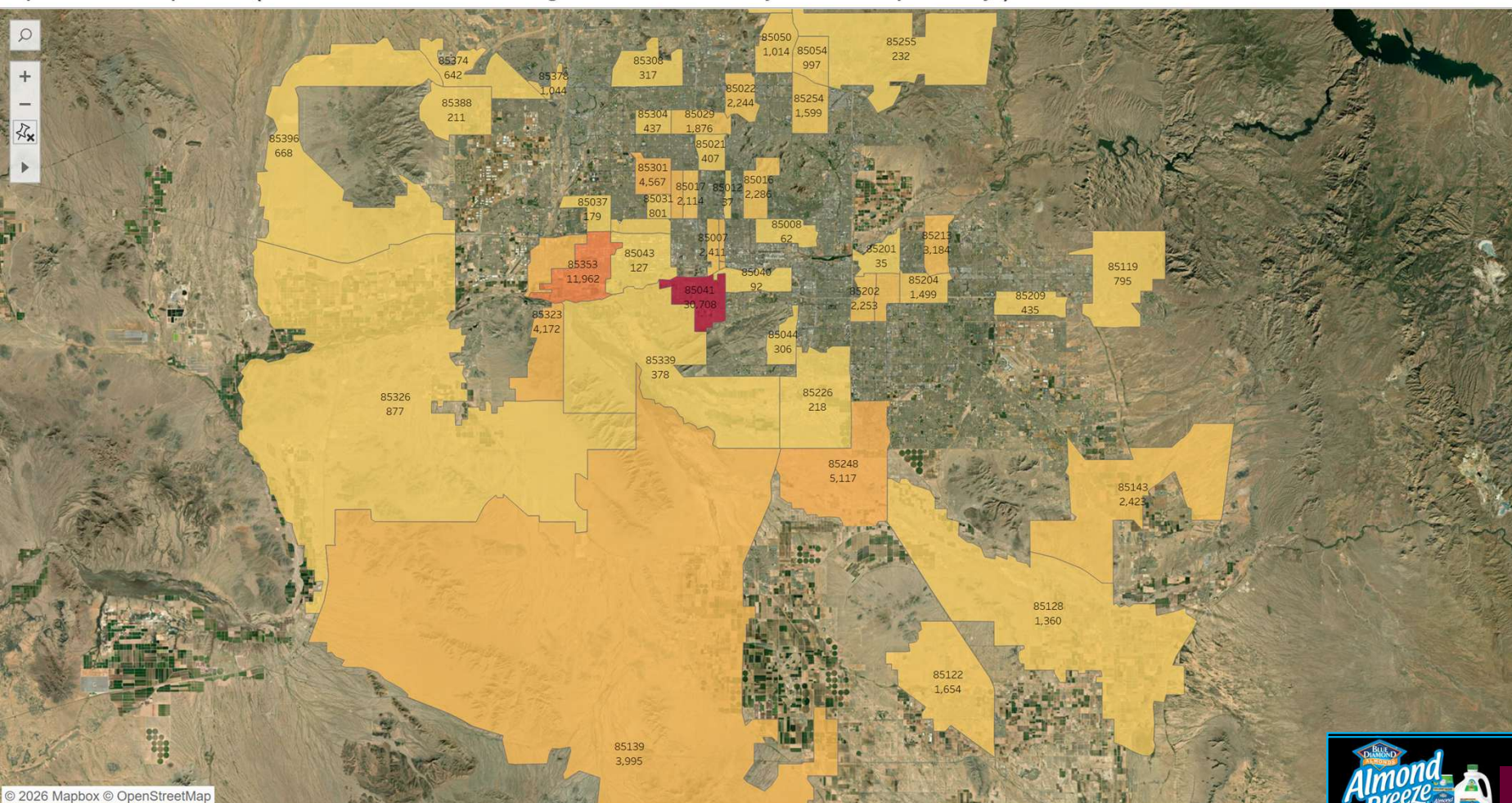
Almond Breeze



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

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



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PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 133
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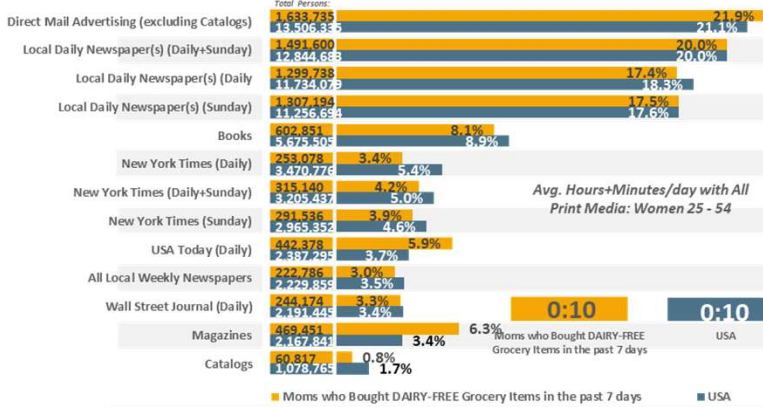
soefa.ai Share of Everything for Anything

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

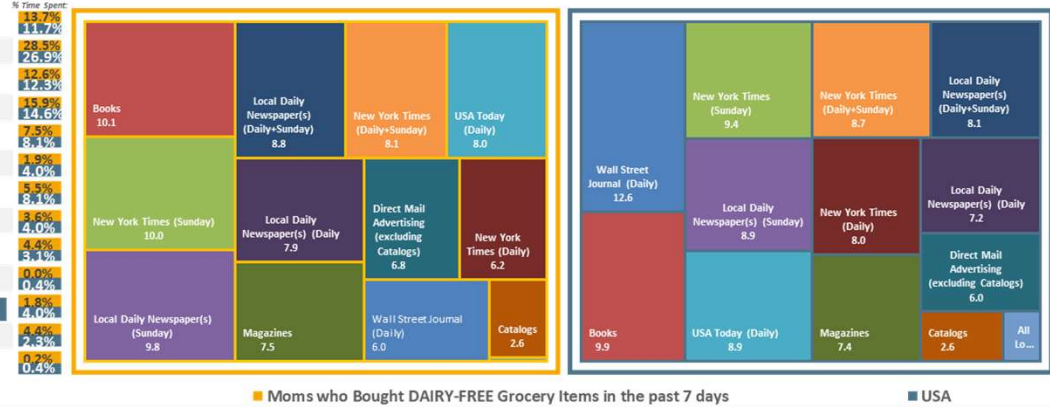


1,491,600 or 20.% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.8 minutes every day representing 30.8% of all time spent daily with All forms of Print Media.

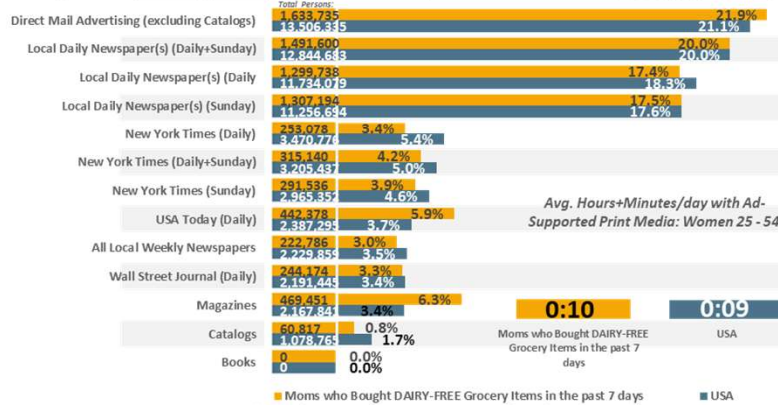
Avg. Week All Print Media (Persons & % Reach): Women 25 - 54



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

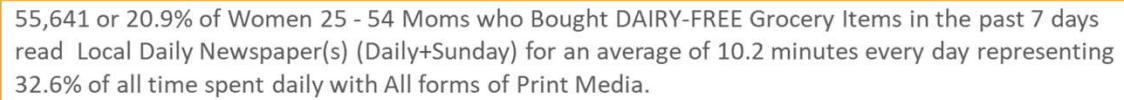


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Women 25 - 54

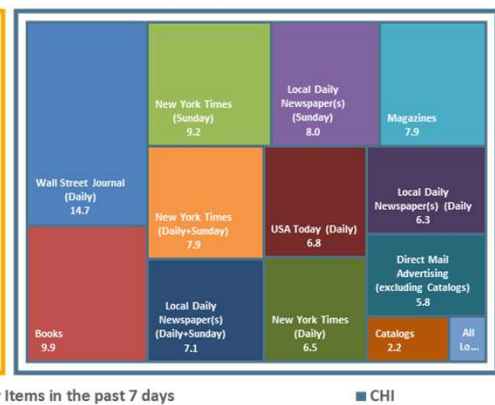
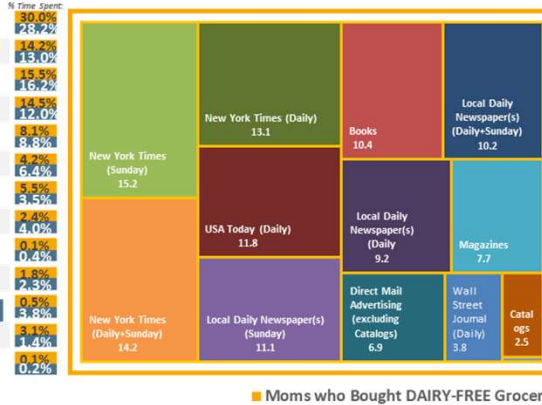


Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54

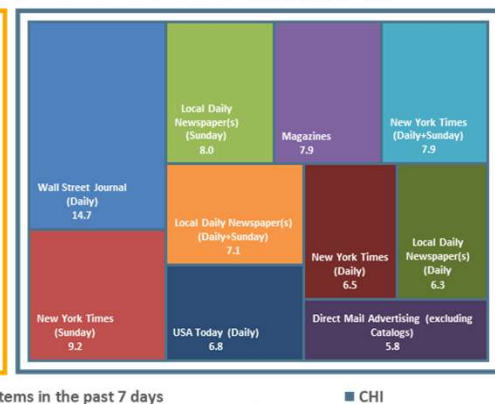
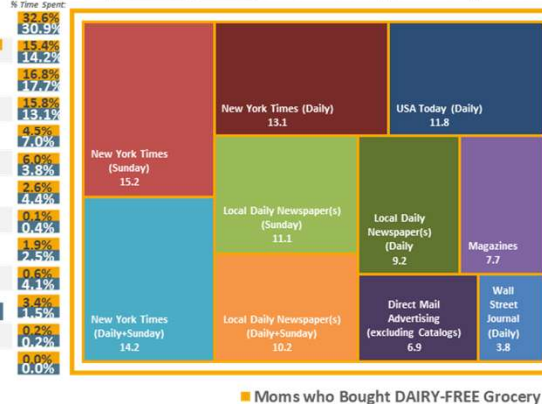




Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



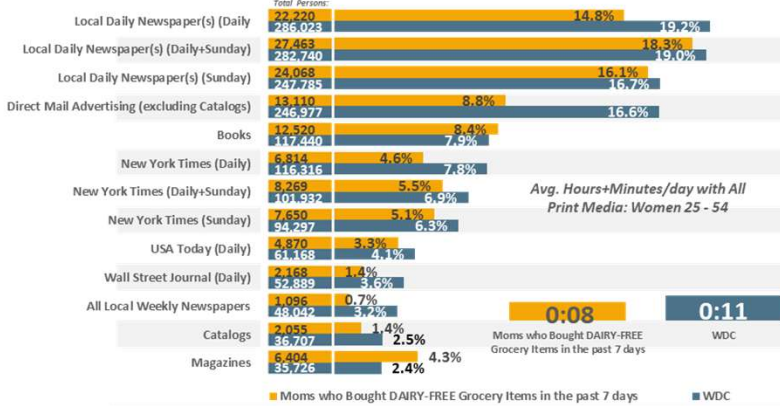
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



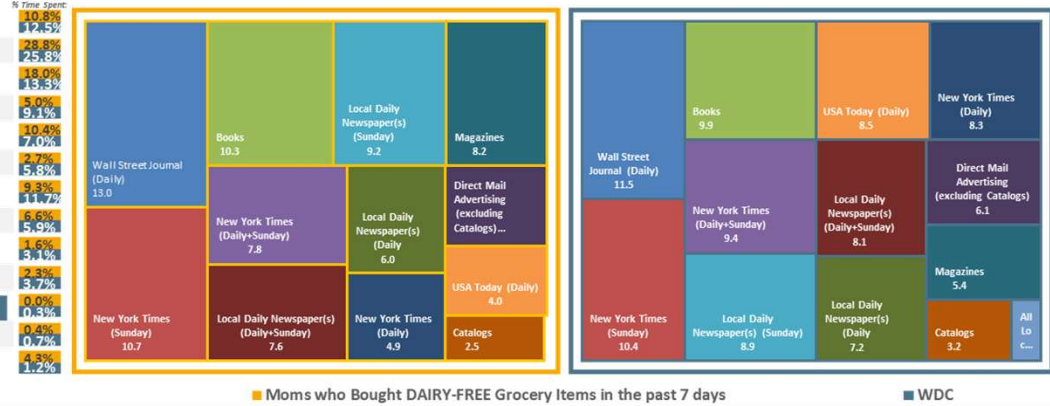


27,463 or 18.3% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.6 minutes every day representing 32.1% of all time spent daily with All forms of Print Media.

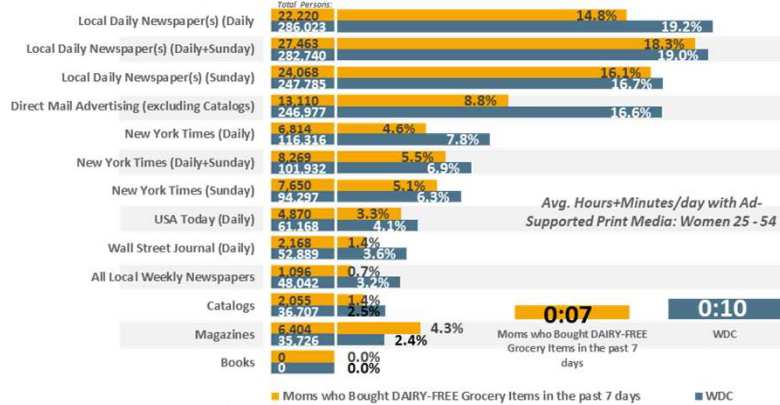
Avg. Week All Print Media (Persons & % Reach): Women 25 - 54



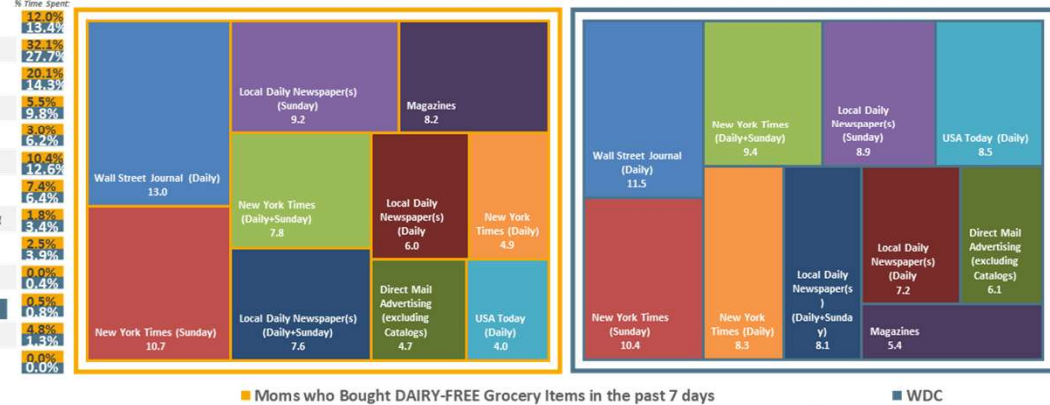
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



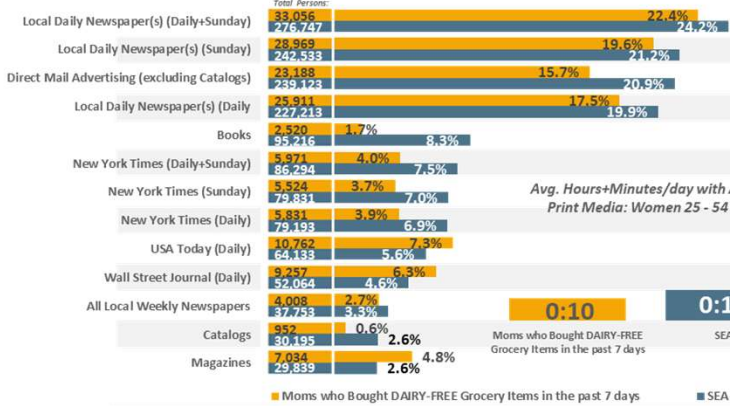
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



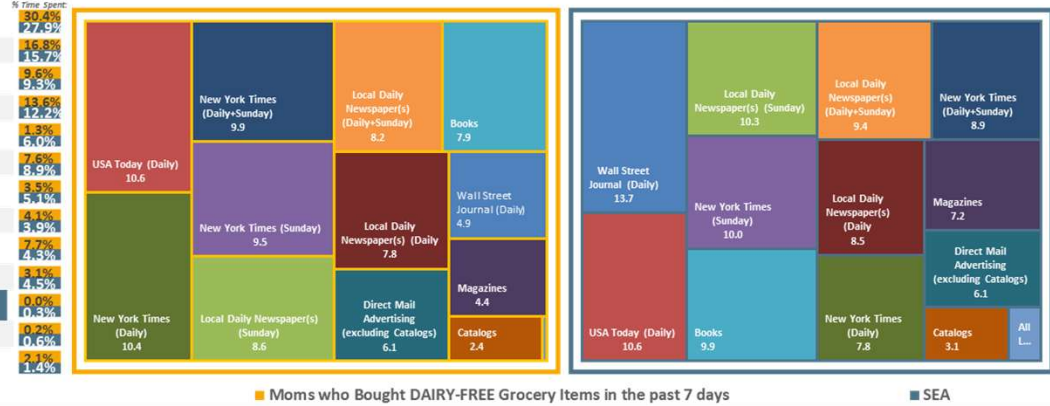


33,056 or 22.4% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.2 minutes every day representing 30.8% of all time spent daily with All forms of Print Media.

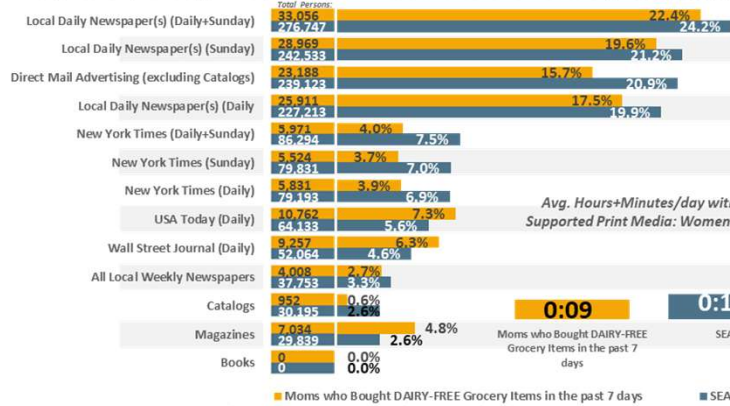
Avg. Week All Print Media (Persons & % Reach): Women 25 - 54



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



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



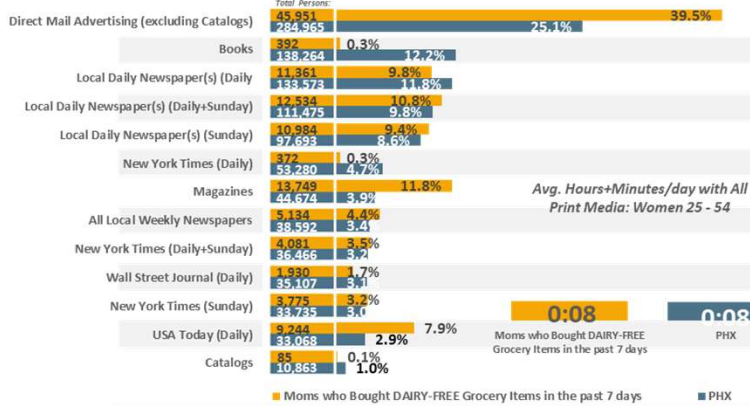
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



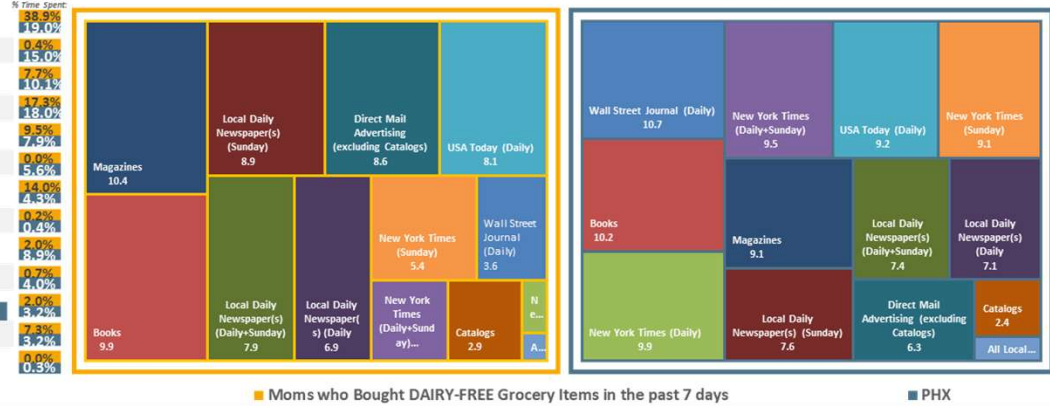


45,951 or 39.5% of Women 25 - 54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days read Direct Mail Advertising (excluding Catalogs) for an average of 8.6 minutes every day representing 39.1% of all time spent daily with All forms of Print Medi

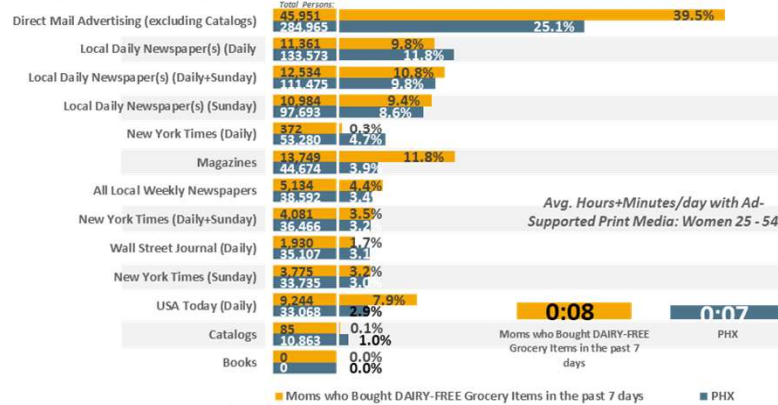
Avg. Week All Print Media (Persons & % Reach): Women 25 - 54



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



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



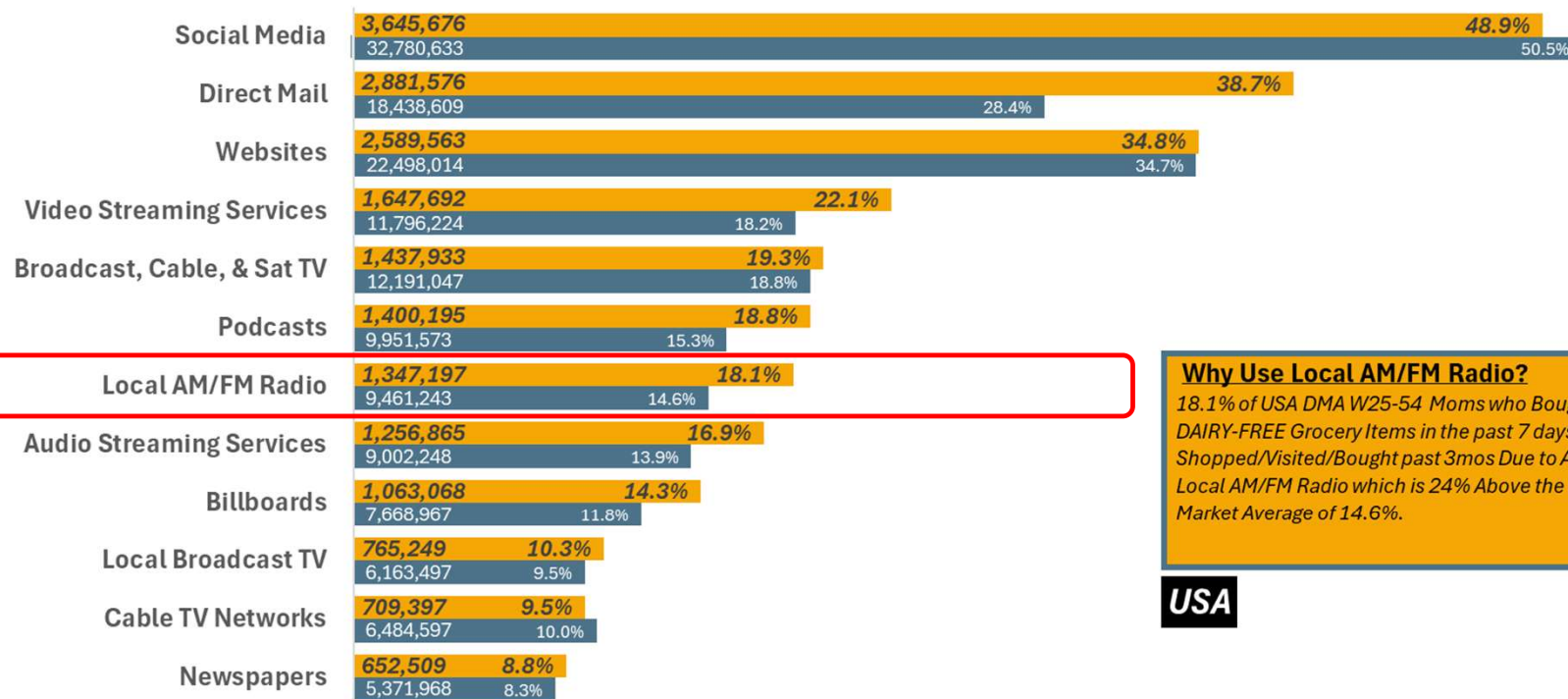
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54





"Advertising Actions"

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



Why Use Local AM/FM Radio?

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

USA

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

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

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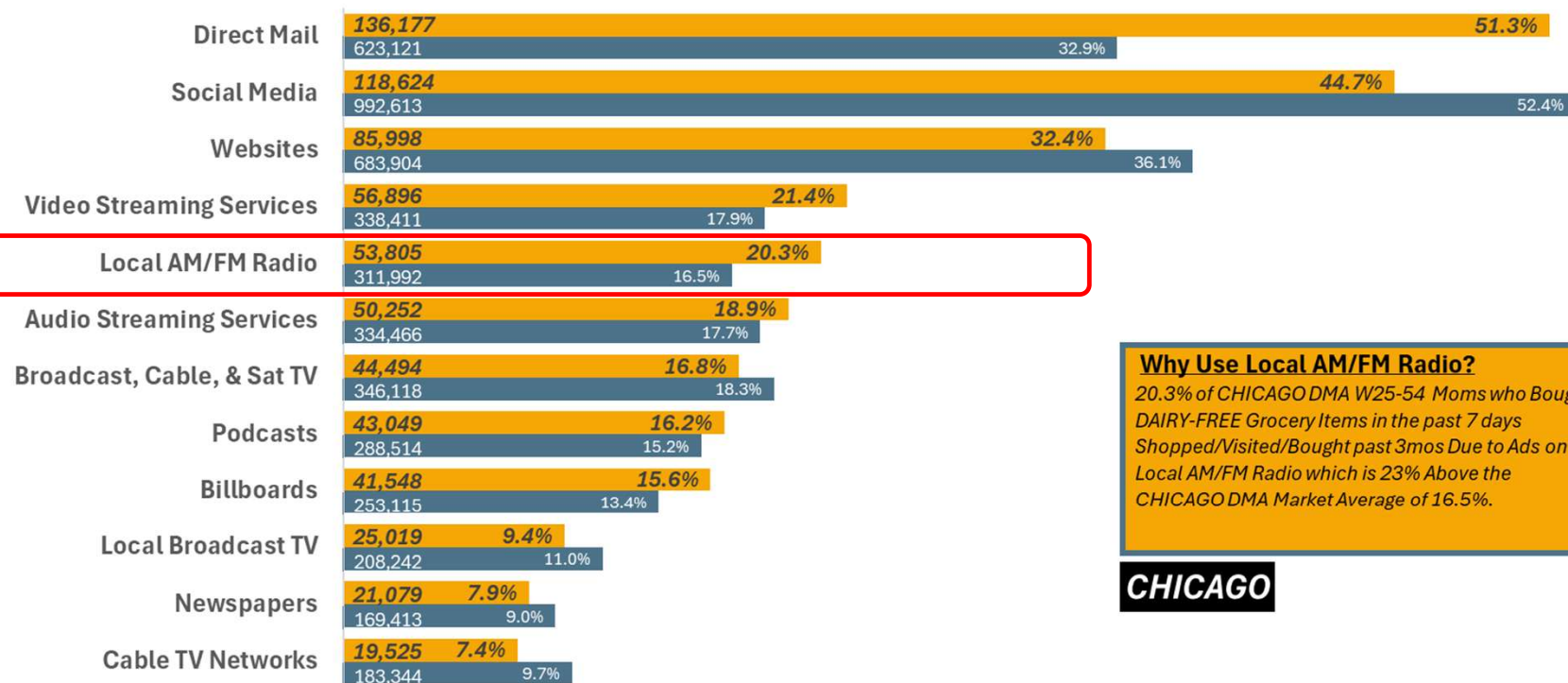
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[[(Parent of child under 18: Yes AND Grocery stores shopped past 7 days (HHLD): Any grocery store) AND Food types HHLD bought (HHLD): Dairy-free]]



"Advertising Actions"

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



Why Use Local AM/FM Radio?

20.3% of CHICAGO DMA W25-54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 23% Above the CHICAGO DMA Market Average of 16.5%.

CHICAGO

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

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

CHICAGO DMA ScarboroughR2 2025: Sep24-Jul25 Qual Intab: 136

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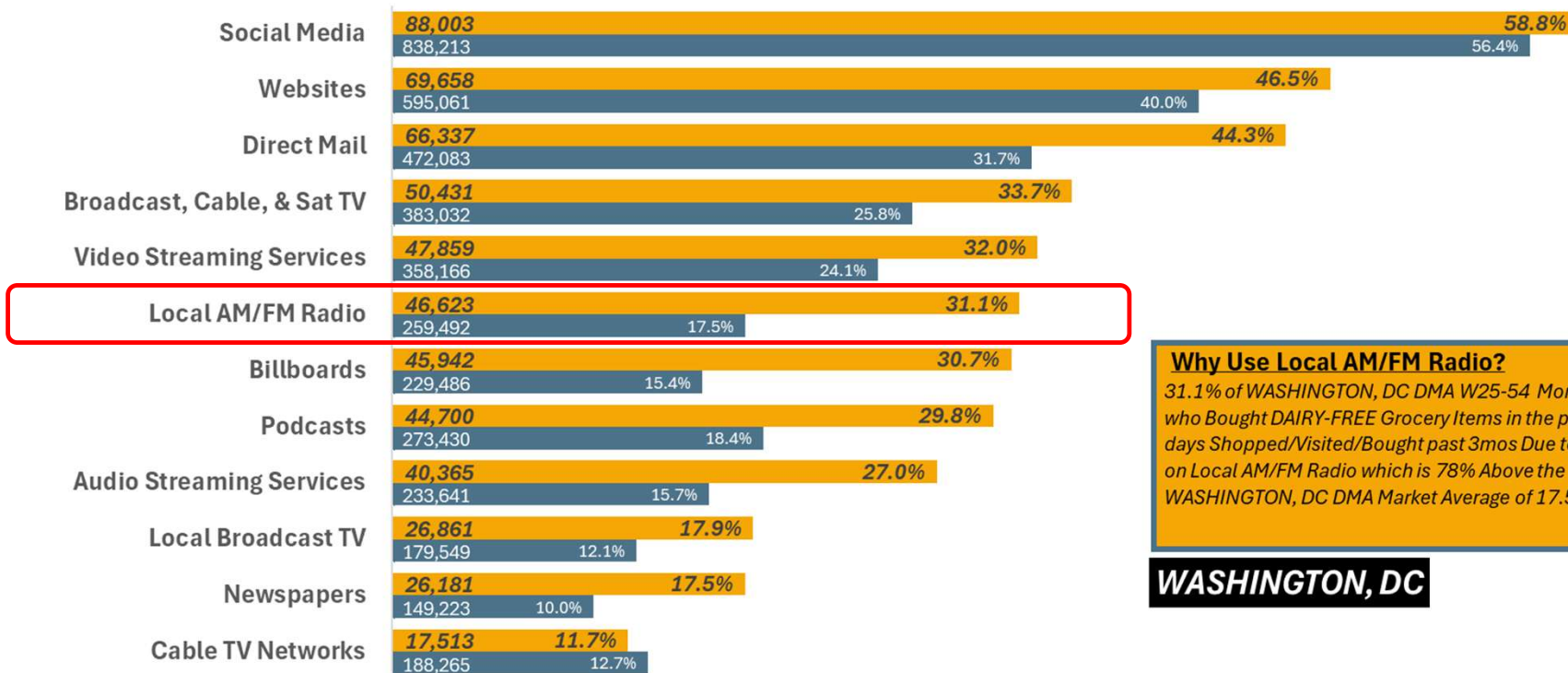
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[[(Parent of child under 18: Yes AND Grocery stores shopped past 7 days (HHLD): Any grocery store) AND Food types HHLD bought (HHLD): Dairy-free]]



"Advertising Actions"

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



Why Use Local AM/FM Radio?

31.1% of WASHINGTON, DC DMA W25-54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 78% Above the WASHINGTON, DC DMA Market Average of 17.5%.

WASHINGTON, DC

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

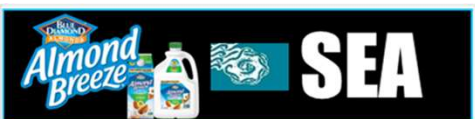
■ W25-54 WASHINGTON, DC AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab: 208

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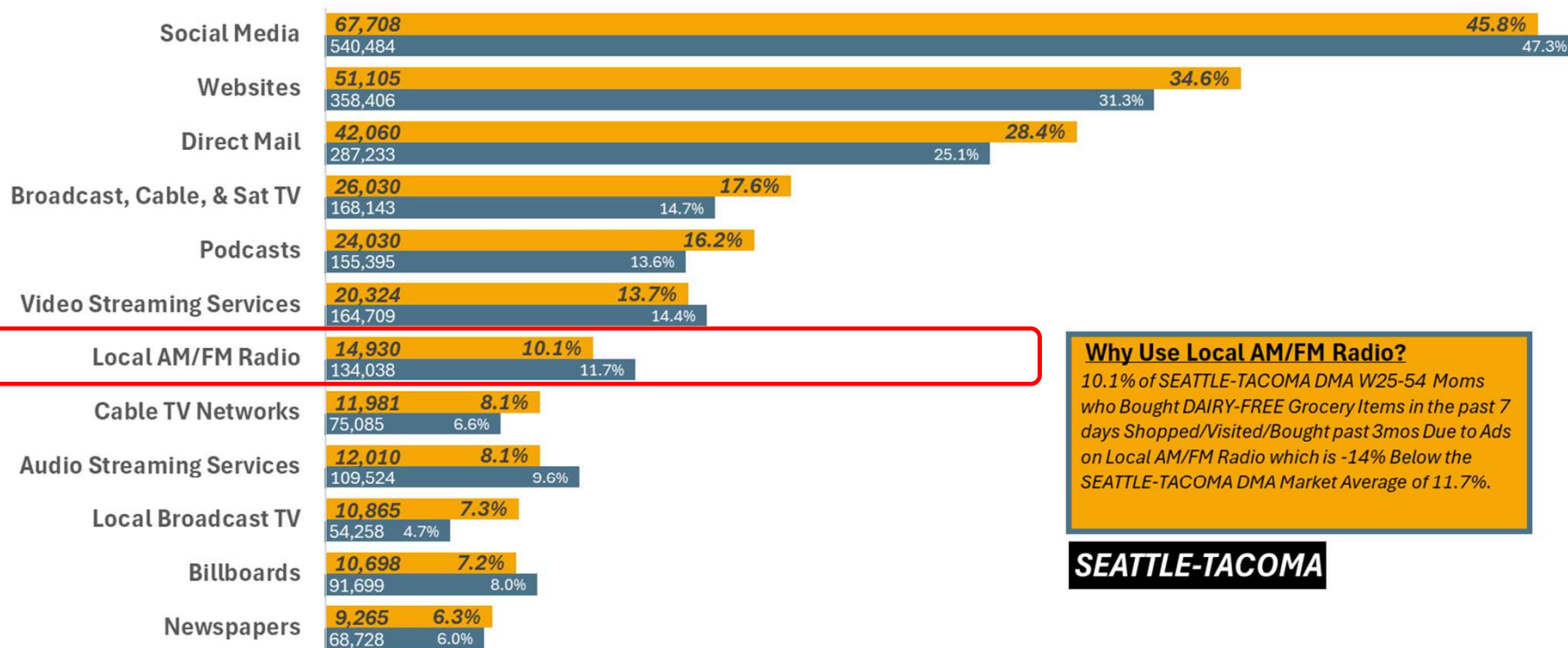
soefa.ai Share of Everything for Anything ®

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



"Advertising Actions"

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



Why Use Local AM/FM Radio?

10.1% of SEATTLE-TACOMA DMA W25-54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -14% Below the SEATTLE-TACOMA DMA Market Average of 11.7%.

SEATTLE-TACOMA

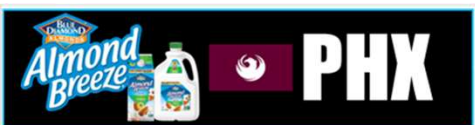
■ W25-54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 155
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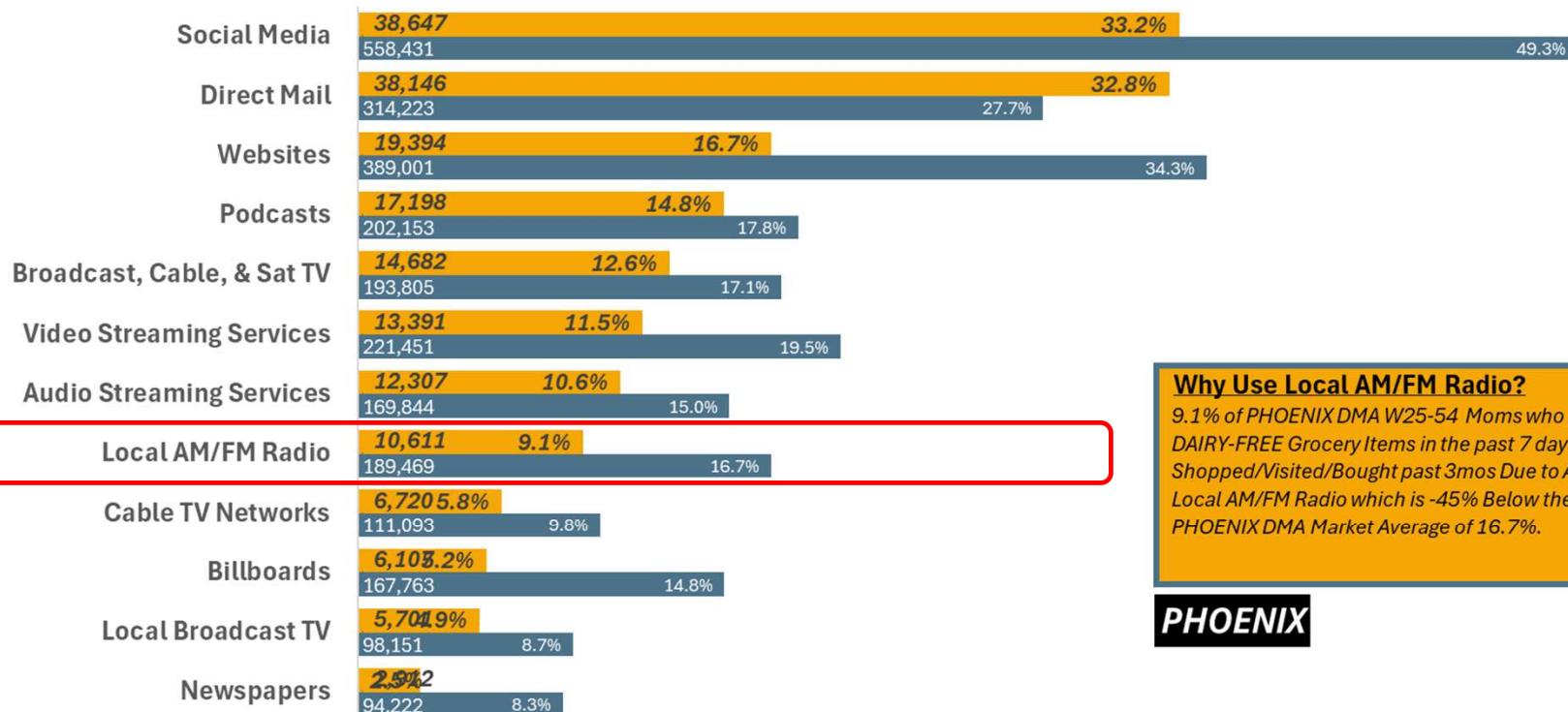
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[[Parent of child under 18: Yes AND Grocery stores shopped past 7 days (HHLD): Any grocery store) AND Food types HHLD bought (HHLD): Dairy-free]]



"Advertising Actions"

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



Why Use Local AM/FM Radio?

9.1% of PHOENIX DMA W25-54 Moms who Bought DAIRY-FREE Grocery Items in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -45% Below the PHOENIX DMA Market Average of 16.7%.

PHOENIX

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

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

PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab: 76
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[[(Parent of child under 18: Yes AND Grocery stores shopped past 7 days (HHLD): Any grocery store) AND Food types HHLD bought (HHLD): Dairy-free]]