USA – 5 Local DMA P18+ past 7 days Purchasers of BOAR'S HEAD Meat Products!

Complete Demographic & Media Use Profiles



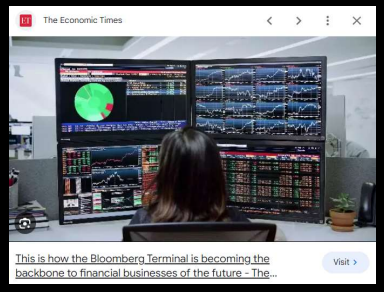
Proudly Featuring

Boar's Head

PREMIUM DELI MEATS & CHEESES

Complete Demographic, Psychographic, and Total Media Usage Profiles of P18+ past 7 days Purchasers of LUNCH MEAT at Stores offering BOAR'S HEAD in Washington, DC, West Palm Beach, Cincinnati, Chicago, and St. Louis as of April 2024!

- Washington
- West Palm
- Cincinnati
- Chicago
- St. Louis



P18+

[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND (Grocery stores shopped past 7 days (HHLD): Giant OR Grocery stores shopped past 7 days (HHLD): Harris Teeter))]
[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND Grocery stores shopped past 7 days (HHLD): Publix)]
[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND Grocery stores shopped past 7 days (HHLD): Kroger)]
[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND Grocery stores shopped past 7 days (HHLD): Jewel-Osco)]
[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND Grocery stores shopped past 7 days (HHLD): Schnucks)]

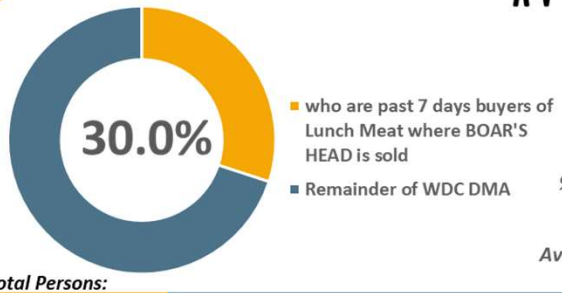
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

HUBBARD BROADCASTING INC. HB

Washington

30.% or 1,698,080 of WDC DMA Adults 18 or older are past 7 days buyers of Lunch Meat where BOAR'S HEAD is...
Typical Adults 18 or older who are past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold are 49.4 years old (3.2% older than average) and have a $142,395 (11.% higher than average) annual household...

Percent of Market: Adults 18 or older



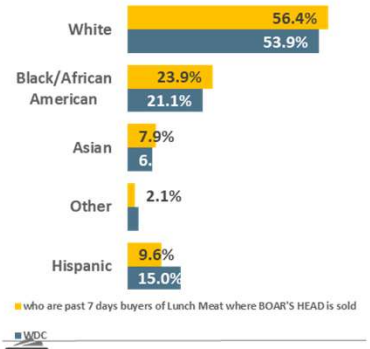
Total Persons:

1,698,080	3,956,352

Gender of Target vs. Market: Adults 18 or older

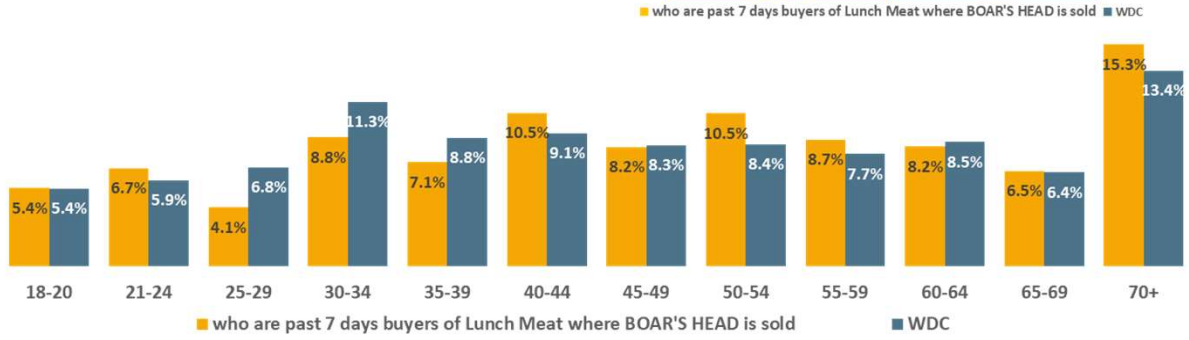
	Men	Men	Women	Women
%M vs. %F:	49.7%	48.2%	50.3%	51.8%
Average Age:	48.9	48.0	50.0	47.8
# Persons:	844,087	2,723,238	853,993	2,931,194

Ethnicity of Target vs. Market:

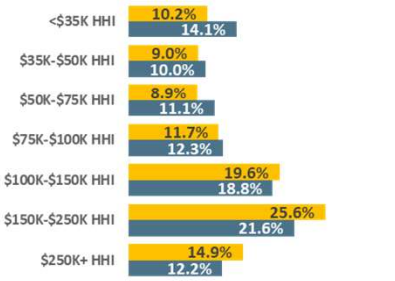


Age Cell Demographics of Target vs. Market:

	Average Age:	
Adults 18 or older	49.4	47.9



HHI of Target vs. Market:



Avg HHI:	$142,395	$128,310

WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,609

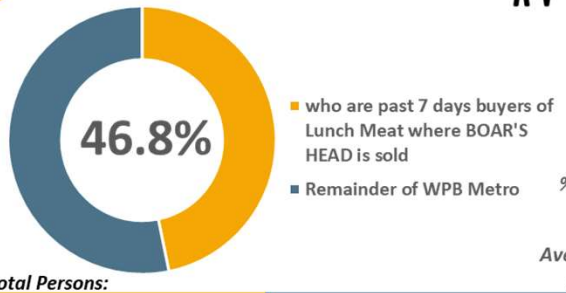
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[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND (Grocery stores shopped past 7 days (HHLD): Giant OR Grocery stores shopped past 7 days (HHLD): Harris Teeter))]

West Palm

46.8% or 865,667 of WPB DMA Adults 18 or older are past 7 days buyers of Lunch Meat where BOAR'S HEAD is...
Typical Adults 18 or older who are past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold are 52.8 years old (1.3% younger than average) and have a $96,424 (.% lower than average) annual household...

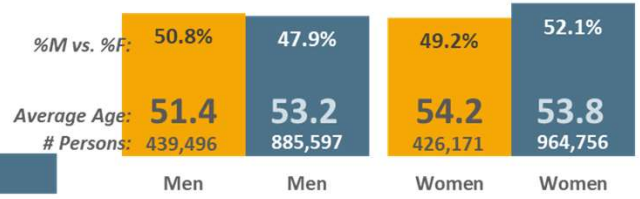
Percent of Market: Adults 18 or older



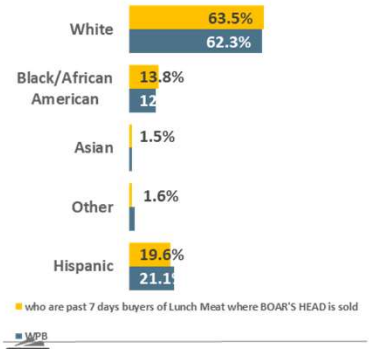
Total Persons:



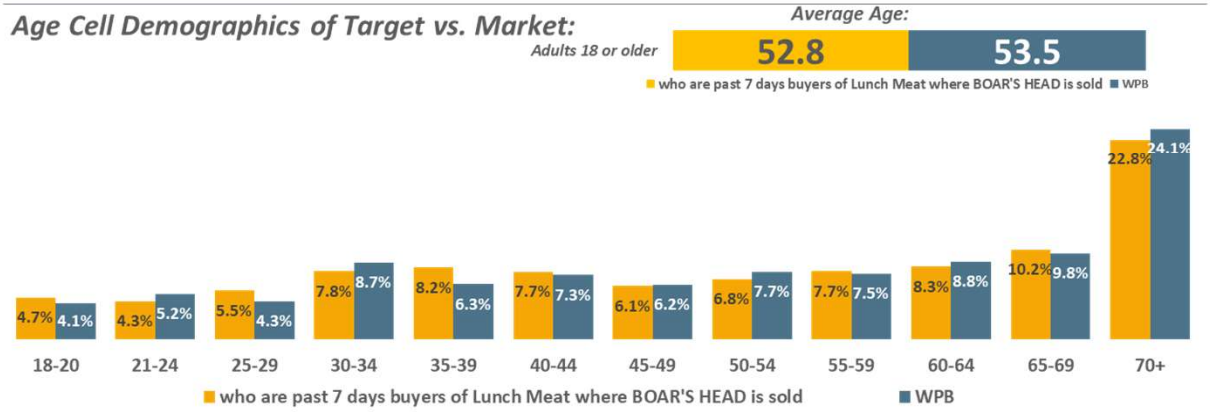
Gender of Target vs. Market: Adults 18 or older



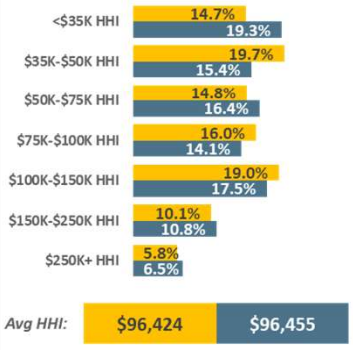
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,119

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[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND Grocery stores shopped past 7 days (HHLD): Publix)]

Cincinnati

52.1% or 992,180 of CIN DMA Adults 18 or older are past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold. Typical Adults 18 or older past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold are 49.9 years old (2.3% older than average) and have a $100,150 (5.7% higher than average) annual household income.

Percent of Market: Adults 18 or older



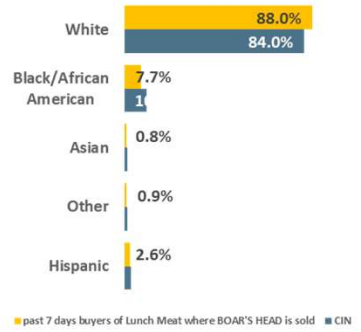
Total Persons:

992,180	912,790

Gender of Target vs. Market: Adults 18 or older

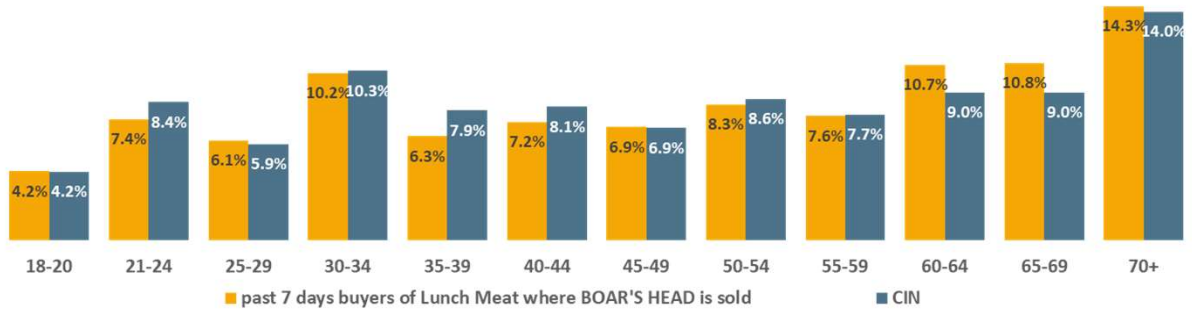
	Men	Men	Women	Women
%M vs. %F:	48.8%	48.5%	51.2%	51.5%
Average Age:	49.9	48.7	50.0	49.0
# Persons:	483,689	924,228	508,491	980,742

Ethnicity of Target vs. Market:

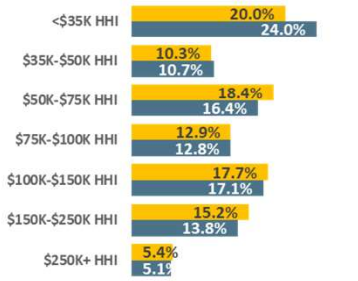


Age Cell Demographics of Target vs. Market:

Average Age:	past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold	CIN
Adults 18 or older	49.9	48.8



HHI of Target vs. Market:



Avg HHI:	$100,150	$94,732

CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 998

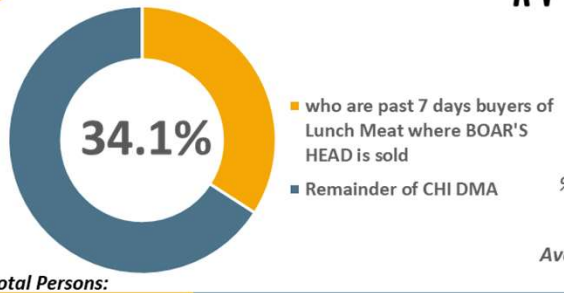
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[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND Grocery stores shopped past 7 days (HHLD): Kroger)]

Chicago

34.1% or 2,578,829 of CHI DMA Adults 18 or older are past 7 days buyers of Lunch Meat where BOAR'S HEAD is...
Typical Adults 18 or older who are past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold are 50.7 years old (4.7% older than average) and have a $108,046 (5.5% higher than average) annual household...

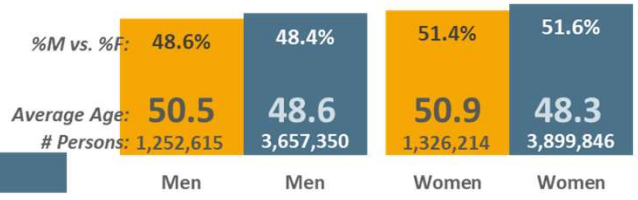
Percent of Market: Adults 18 or older



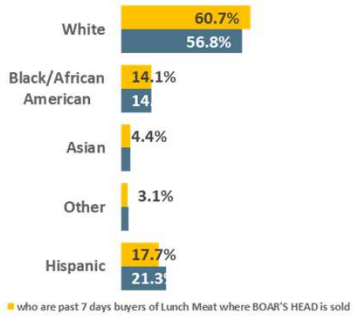
Total Persons:

2,578,829	4,978,367

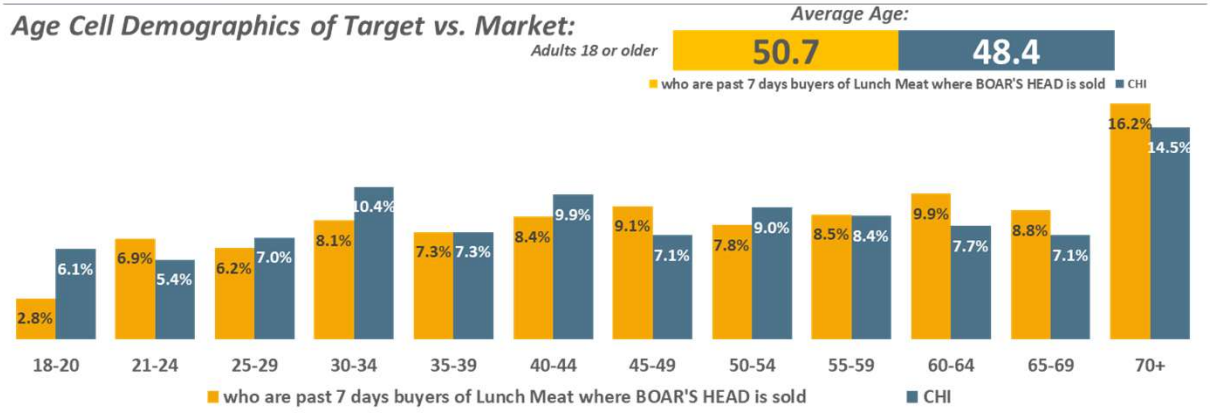
Gender of Target vs. Market: Adults 18 or older



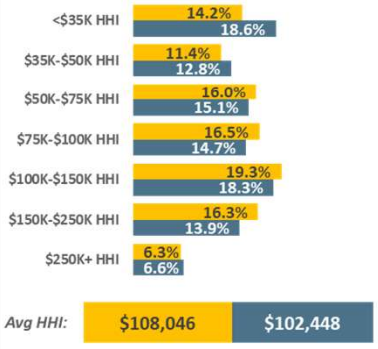
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$108,046	$102,448

CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,174

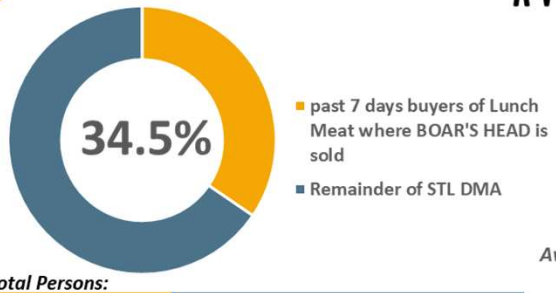
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[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND Grocery stores shopped past 7 days (HHLD): Jewel-Osco)]

St. Louis

34.5% or 864,554 of STL DMA Adults 18 or older are past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold. Typical Adults 18 or older past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold are 51.4 years old (3.7% older than average) and have a $104,270 (10.1% higher than average) annual household income.

Percent of Market: Adults 18 or older



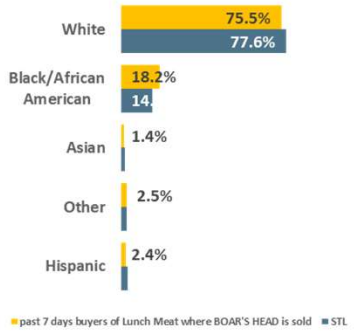
Total Persons:

864,554	1,640,511

Gender of Target vs. Market: Adults 18 or older

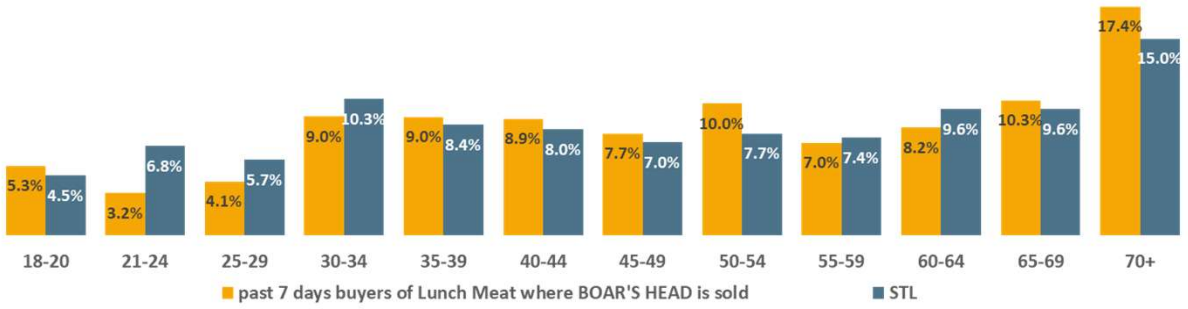
	Men	Men	Women	Women
%M vs. %F:	49.2%	48.3%	50.8%	51.7%
Average Age:	50.2	49.1	52.7	50.0
# Persons:	425,199	1,210,266	439,355	1,294,799

Ethnicity of Target vs. Market:

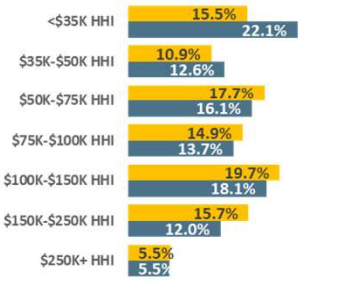


Age Cell Demographics of Target vs. Market:

	Average Age:	
Adults 18 or older	51.4	49.6



HHI of Target vs. Market:



Avg HHI:	$104,270	$94,664

STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 728

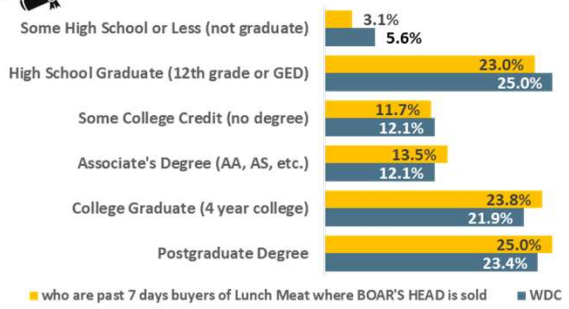
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[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND Grocery stores shopped past 7 days (HHLD): Schnucks)]

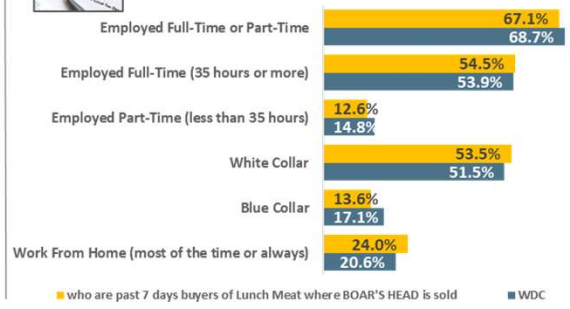
Washington

30.% or 1,698,080 of WDC DMA Adults 18 or older are past 7 days buyers of Lunch Meat where BOAR'S HEAD is...
Adults 18 or older who are past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold are 7.8% more likely to be a college graduate, 1.1% more likely to work full-time, 11.1% more likely to be married, .4% less likely to be a parent of 1 or more children

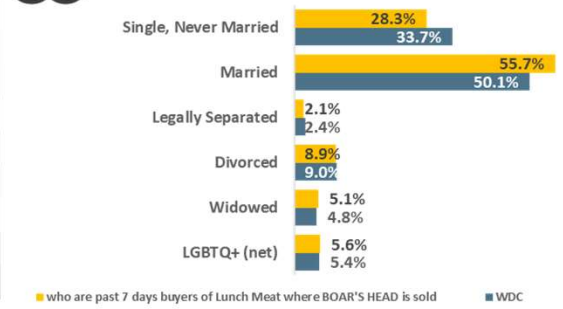
Education Levels: Adults 18 or older



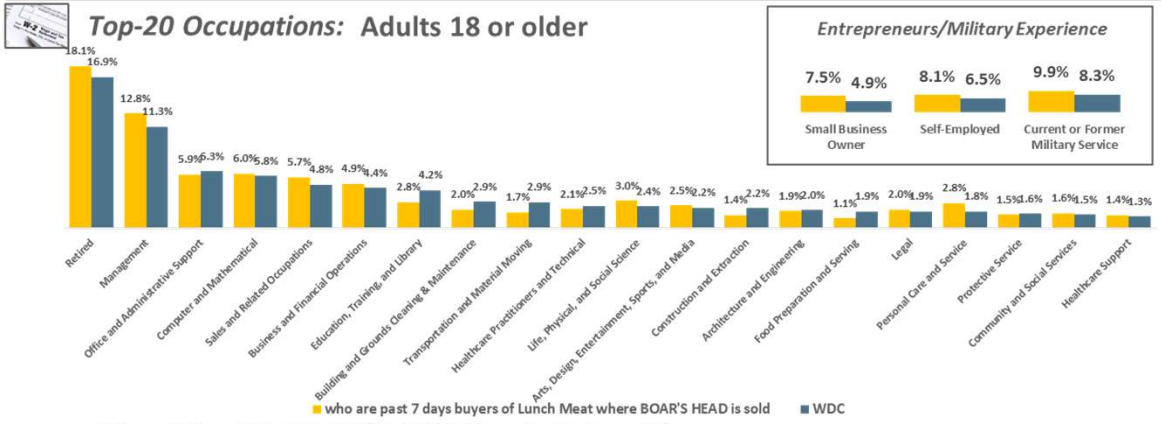
Employment: Adults 18 or older



Marital Status: Adults 18 or older

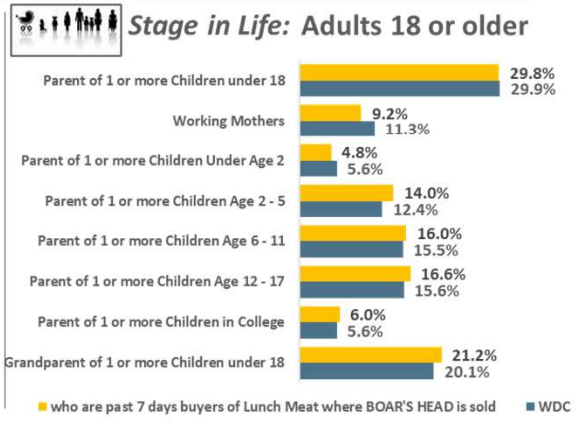


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,609

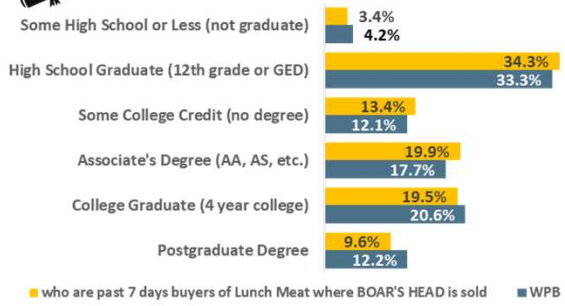
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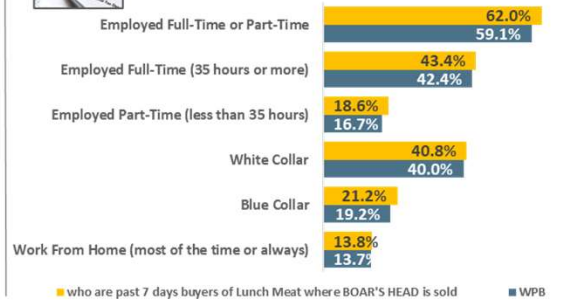
West Palm

46.8% or 865,667 of WPB DMA Adults 18 or older are past 7 days buyers of Lunch Meat where BOAR'S HEAD is...
Adults 18 or older who are past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold are 11.1% less likely to be a college graduate, 2.4% more likely to work full-time, 5.4% more likely to be married, 4.% more likely to be a parent of 1 or more children

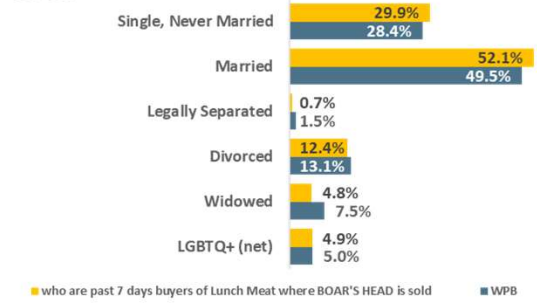
Education Levels: Adults 18 or older



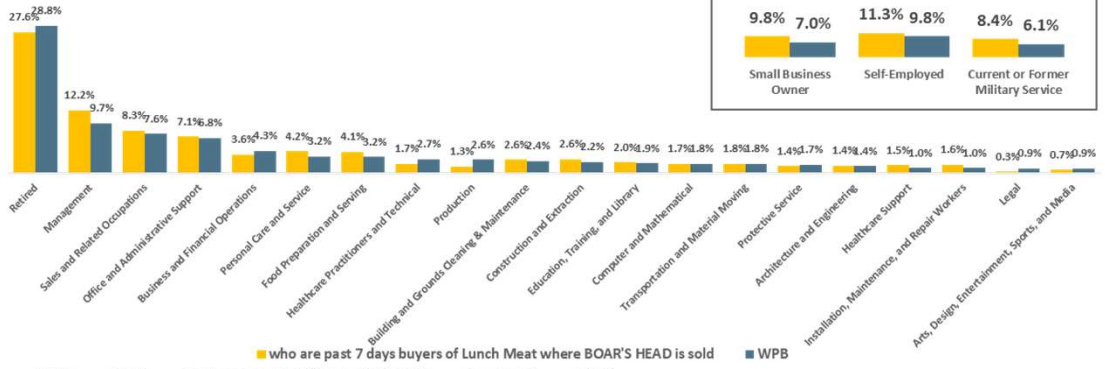
Employment: Adults 18 or older



Marital Status: Adults 18 or older

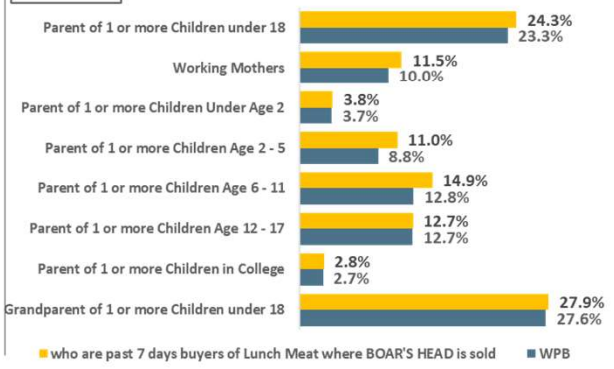


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,119

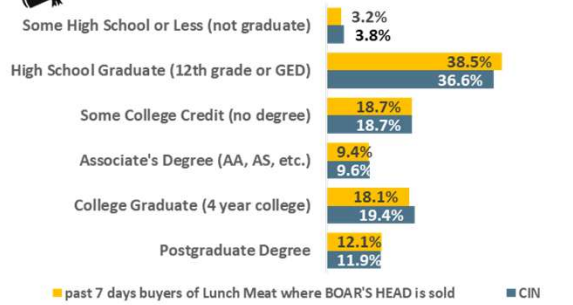
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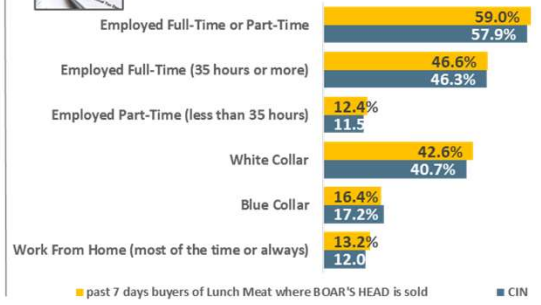
Cincinnati

52.1% or 992,180 of CIN DMA Adults 18 or older are past 7 days buyers of Lunch Meat where BOAR'S HEAD is... Adults 18 or older past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold are 3.4% less likely to be a college graduate, .5% more likely to work full-time, 10.8% more likely to be married, 4.3% more likely to be a parent of 1 or more children under 18

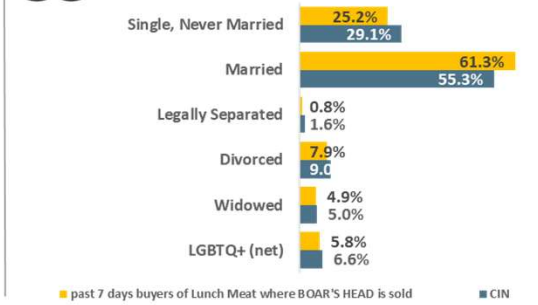
Education Levels: Adults 18 or older



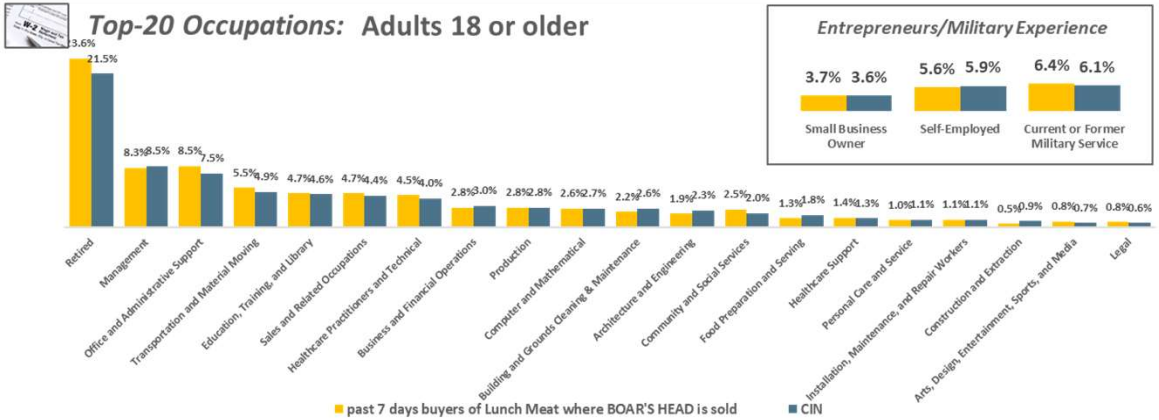
Employment: Adults 18 or older



Marital Status: Adults 18 or older

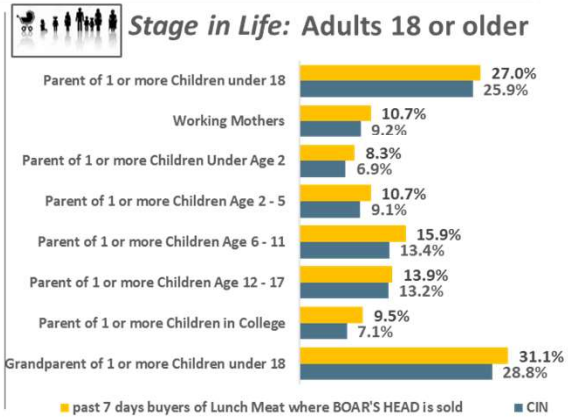


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 998

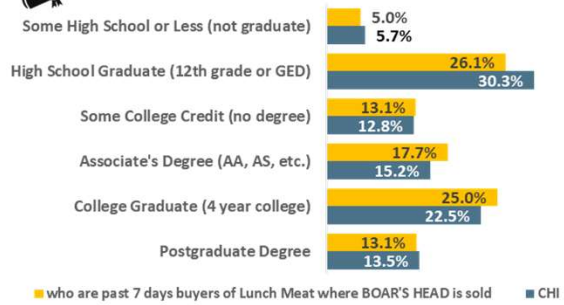
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[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND Grocery stores shopped past 7 days (HHLD): Kroger)]

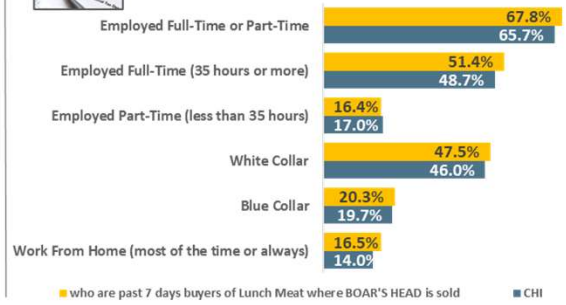
Chicago

34.1% or 2,578,829 of CHI DMA Adults 18 or older are past 7 days buyers of Lunch Meat where BOAR'S HEAD is...
Adults 18 or older who are past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold are 5.7% more likely to be a college graduate, 5.4% more likely to work full-time, 13.9% more likely to be married, 1.5% less likely to be a parent of 1 or more children

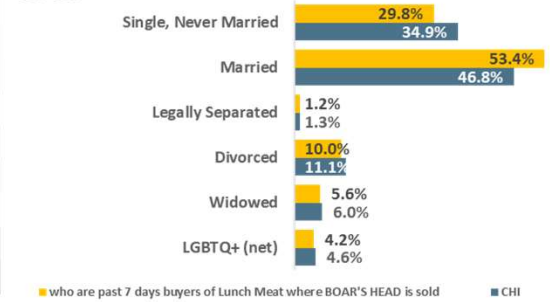
Education Levels: Adults 18 or older



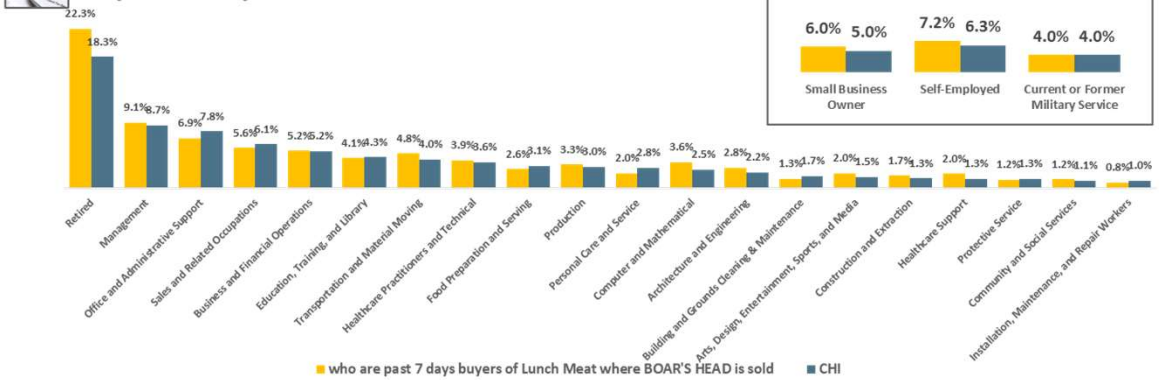
Employment: Adults 18 or older



Marital Status: Adults 18 or older

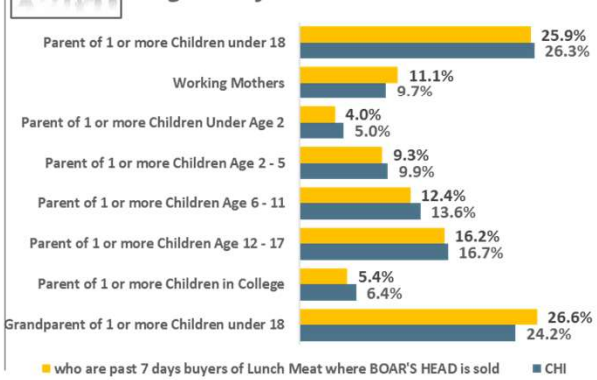


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,174

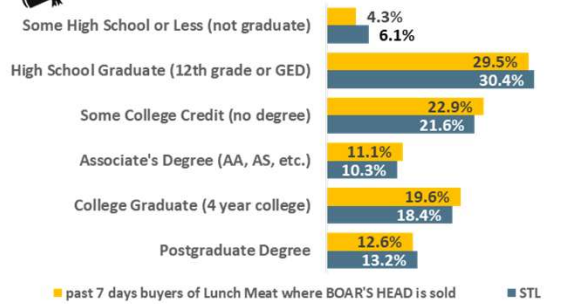
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[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND Grocery stores shopped past 7 days (HHLD): Jewel-Osco)]

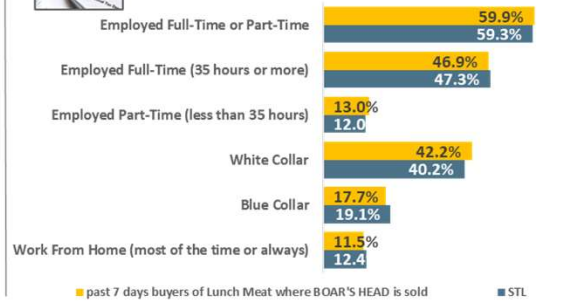
St. Louis

34.5% or 864,554 of STL DMA Adults 18 or older are past 7 days buyers of Lunch Meat where BOAR'S HEAD is... Adults 18 or older past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold are 1.8% more likely to be a college graduate, .9% less likely to work full-time, 7.3% more likely to be married, .2% less likely to be a parent of 1 or more children under 18.

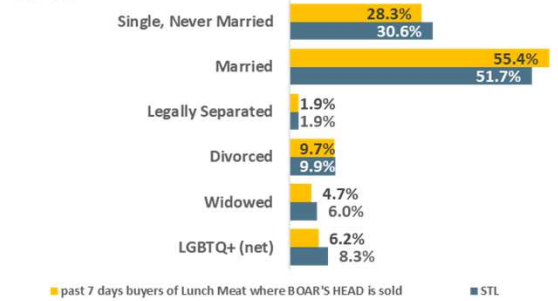
Education Levels: Adults 18 or older



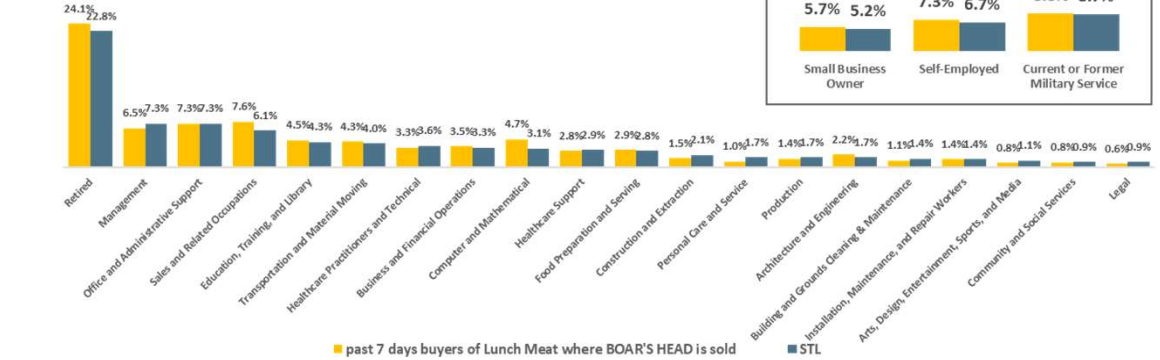
Employment: Adults 18 or older



Marital Status: Adults 18 or older

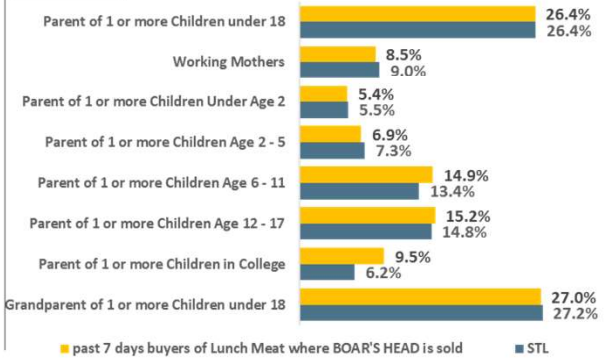


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 728

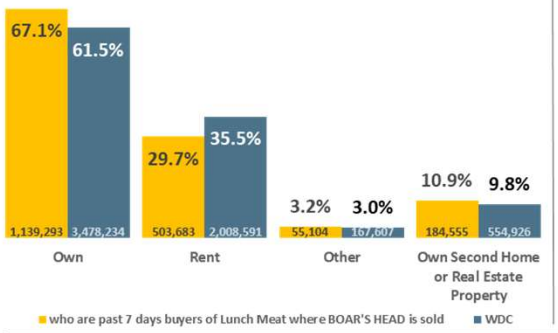
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[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND Grocery stores shopped past 7 days (HHLD): Schnucks)]

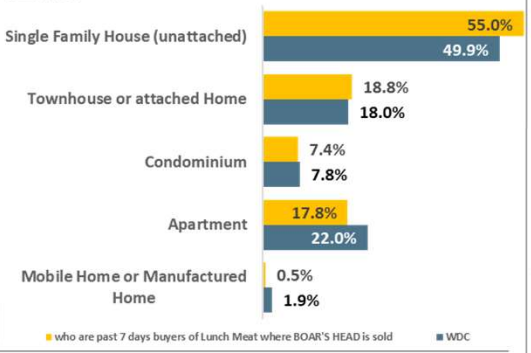
Washington

30.% or 1,698,080 of WDC DMA Adults 18 or older are past 7 days buyers of Lunch Meat where BOAR'S HEAD is...
Adults 18 or older who are past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold are 9.1% more likely to own their home, 10.6% more likely to own a higher valued home, 10.3% more likely to have a single-family home, 15.1% more likely to have a dog.

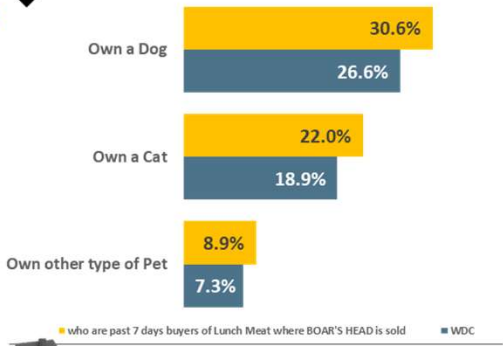
Own/Rent/Other: Adults 18 or older



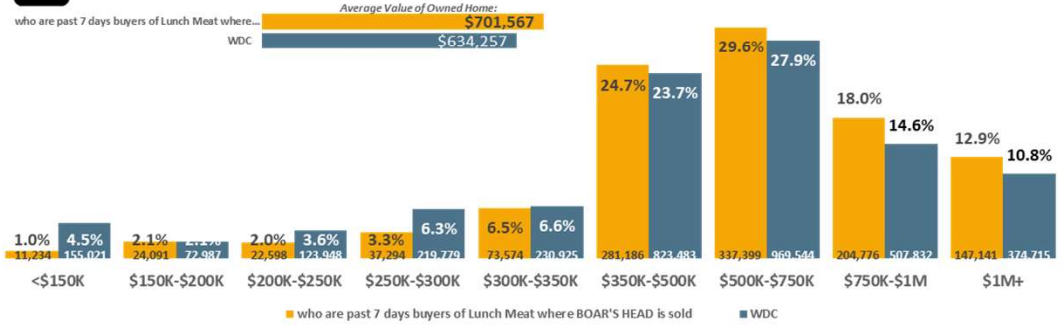
Type of Home: Adults 18 or older



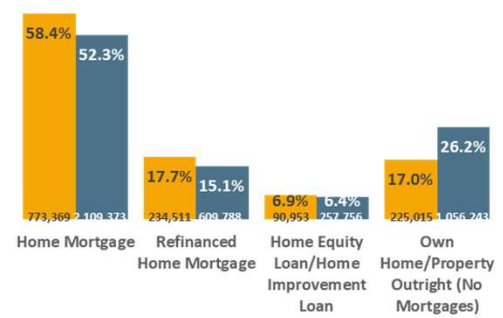
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,609

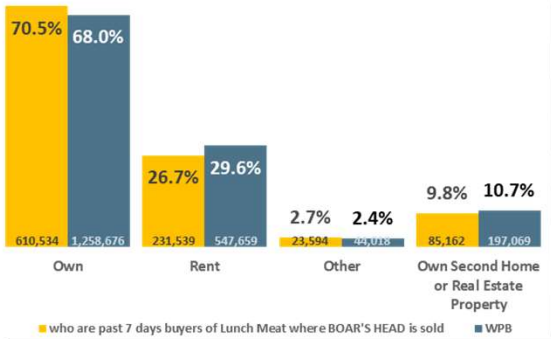
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[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND (Grocery stores shopped past 7 days (HHLD): Giant OR Grocery stores shopped past 7 days (HHLD): Harris Teeter))]

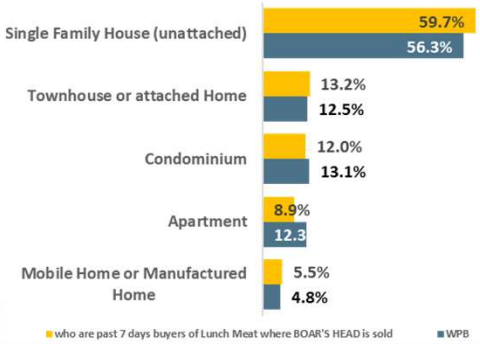
West Palm

46.8% or 865,667 of WPB DMA Adults 18 or older are past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold. Adults 18 or older who are past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold are 3.7% more likely to own their home, 2.2% more likely to own a lower valued home, 6.2% more likely to have a single-family home, 15.7% more likely to have a dog.

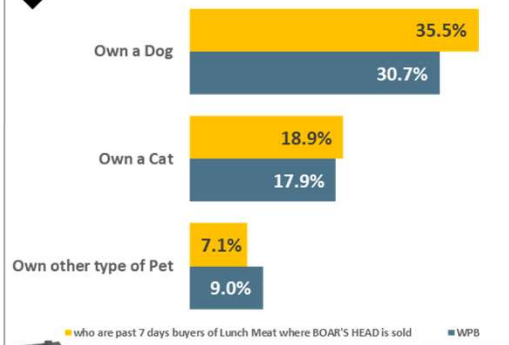
Own/Rent/Other: Adults 18 or older



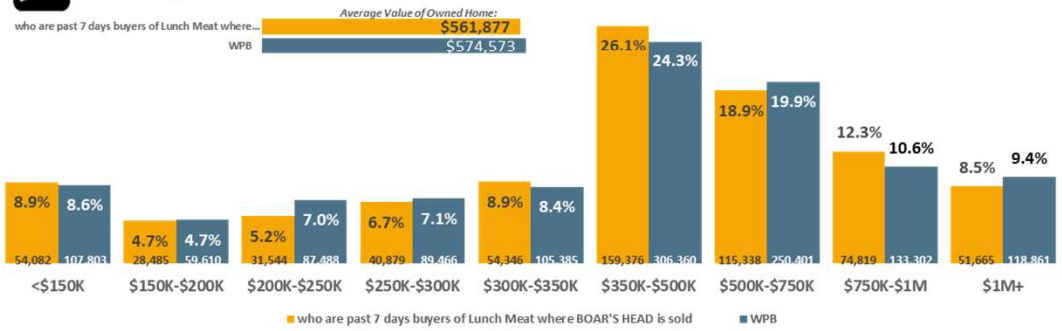
Type of Home: Adults 18 or older



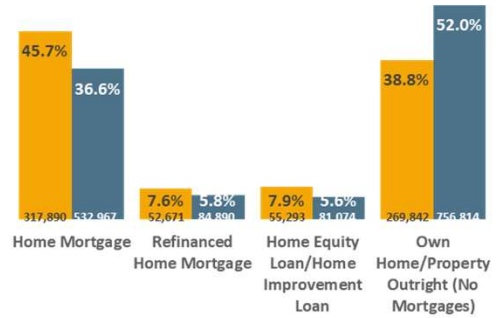
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,119

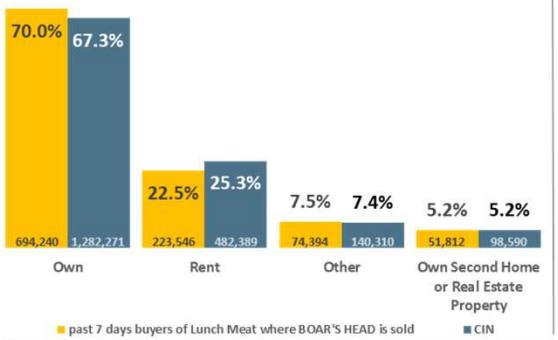
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[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND Grocery stores shopped past 7 days (HHLD): Publix)]

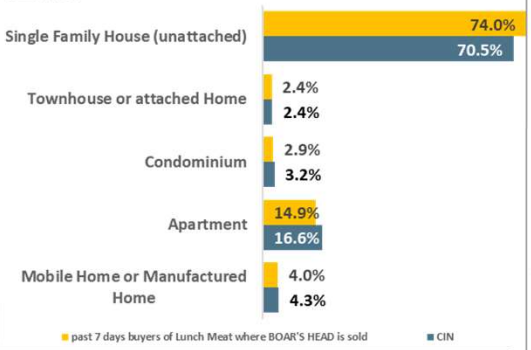
Cincinnati

52.1% or 992,180 of CIN DMA Adults 18 or older are past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold. Adults 18 or older past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold are 4.% more likely to own their home, 4.8% more likely to own a higher valued home, 5.% more likely to have a single-family home, 7.% more likely to have a dog.

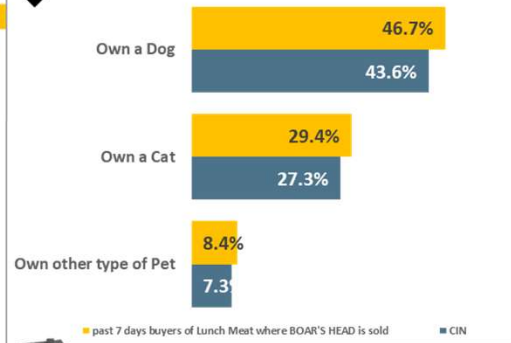
Own/Rent/Other: Adults 18 or older



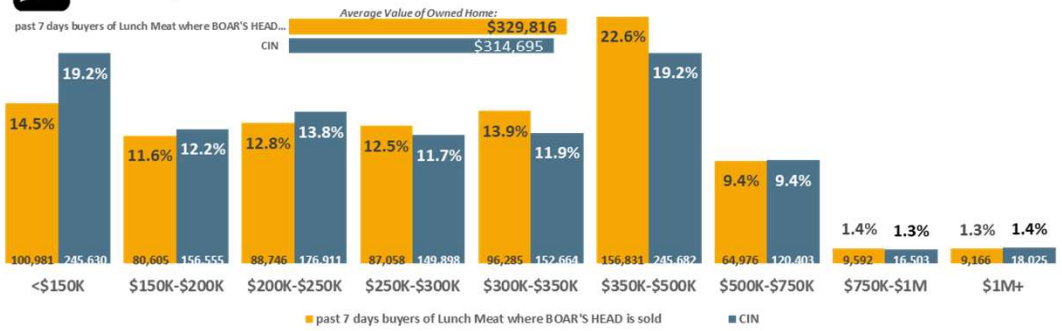
Type of Home: Adults 18 or older



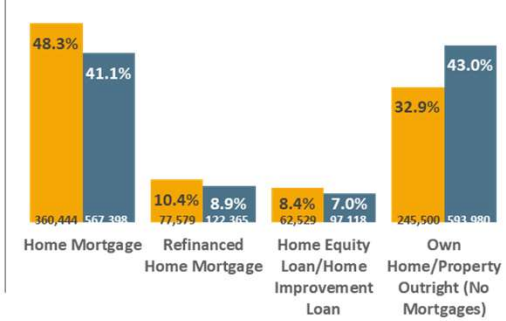
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 998

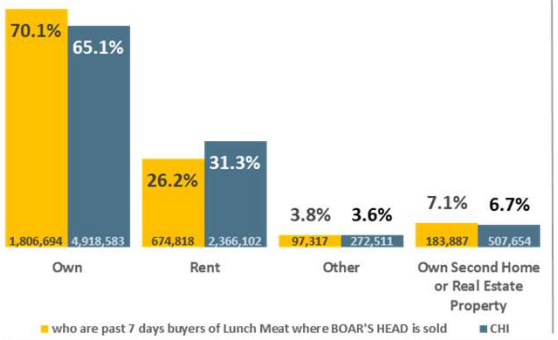
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[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND Grocery stores shopped past 7 days (HHLD): Kroger)]

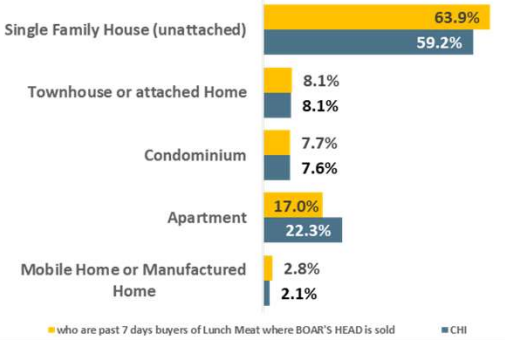
Chicago

34.1% or 2,578,829 of CHI DMA Adults 18 or older are past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold. Adults 18 or older who are past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold are 7.6% more likely to own their home, .% more likely to own a lower valued home, 8.% more likely to have a single-family home, 18.8% more likely to have a dog.

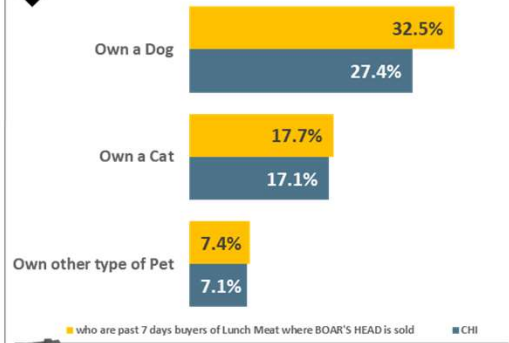
Own/Rent/Other: Adults 18 or older



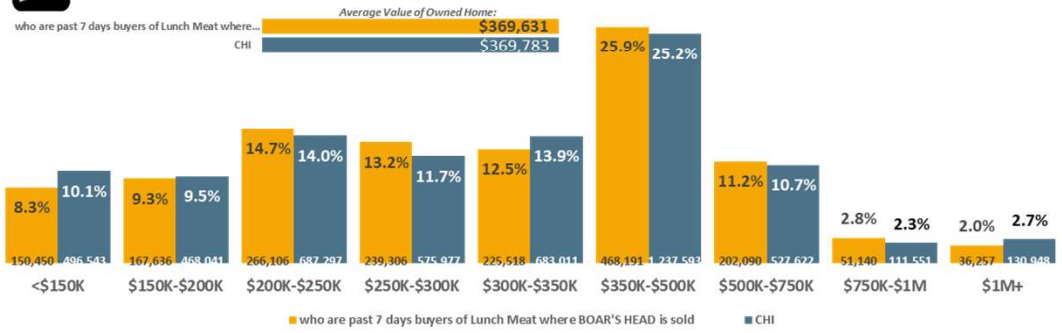
Type of Home: Adults 18 or older



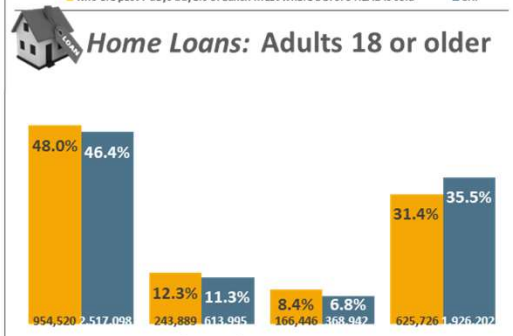
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,174

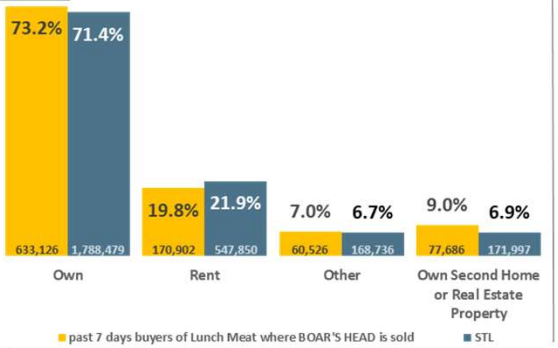
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[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND Grocery stores shopped past 7 days (HHLD): Jewel-Osco)]

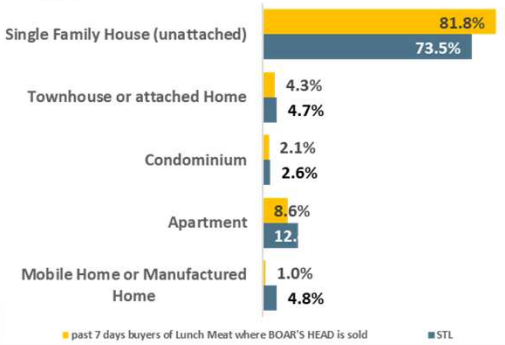
St. Louis

34.5% or 864,554 of STL DMA Adults 18 or older are past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold. Adults 18 or older past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold are 2.6% more likely to own their home, 1.1% more likely to own a higher valued home, 11.3% more likely to have a single-family home, 3.5% more likely to have a dog.

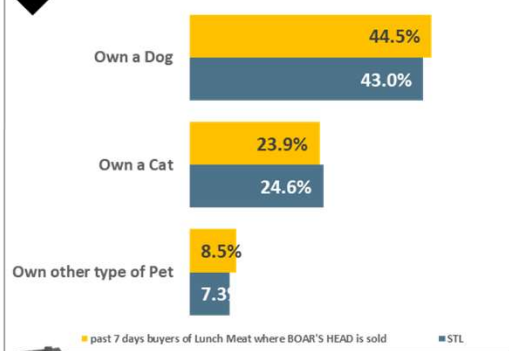
Own/Rent/Other: Adults 18 or older



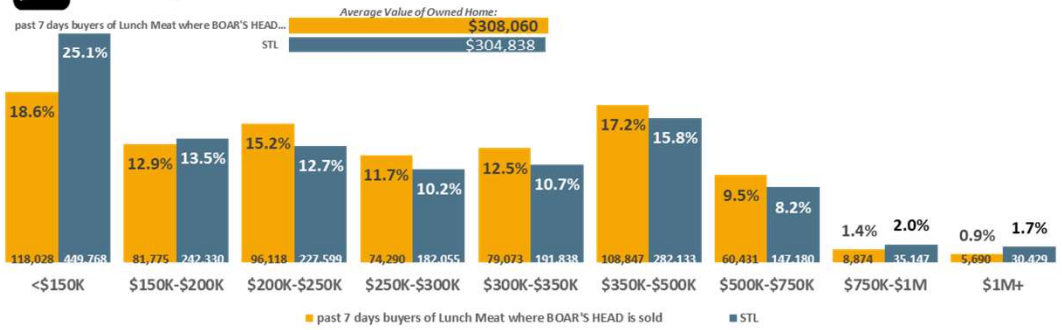
Type of Home: Adults 18 or older



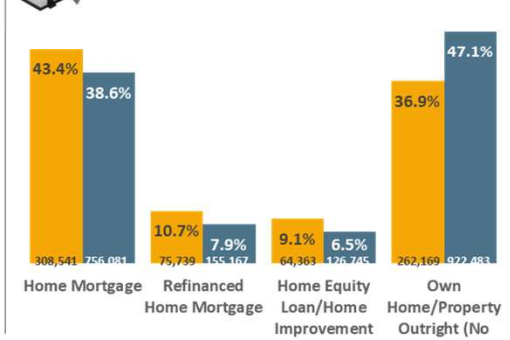
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 728

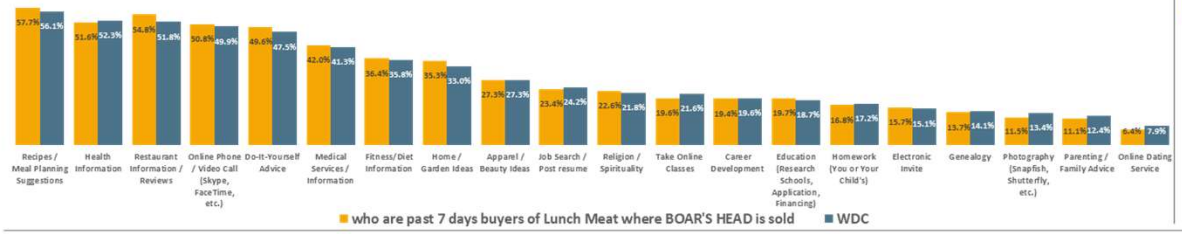
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[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND Grocery stores shopped past 7 days (HHLD): Schnucks)]

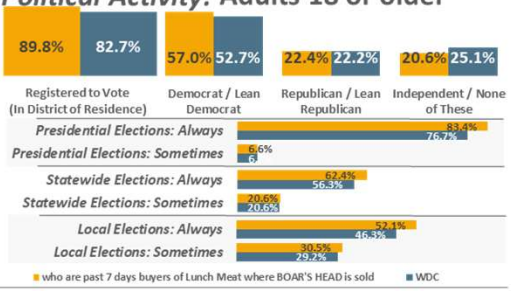
Washington

30.% or 1,698,080 of WDC DMA Adults 18 or older are past 7 days buyers of Lunch Meat where BOAR'S HEAD... Adults 18 or older who are past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold are 4.4% more likely to look up D-I-Y advice online, 12.4% more likely to always vote in local elections, 22.4% more likely to belong to a gym, 8.9% more likely to fly d

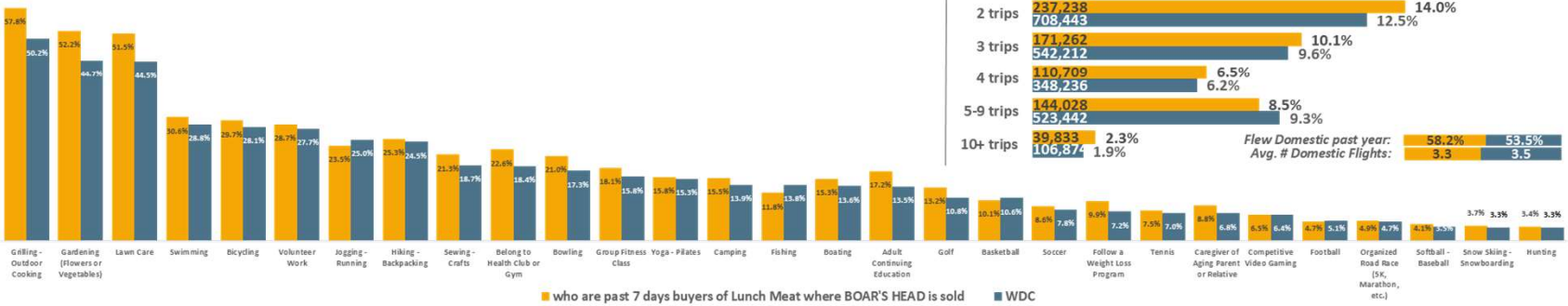
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,609

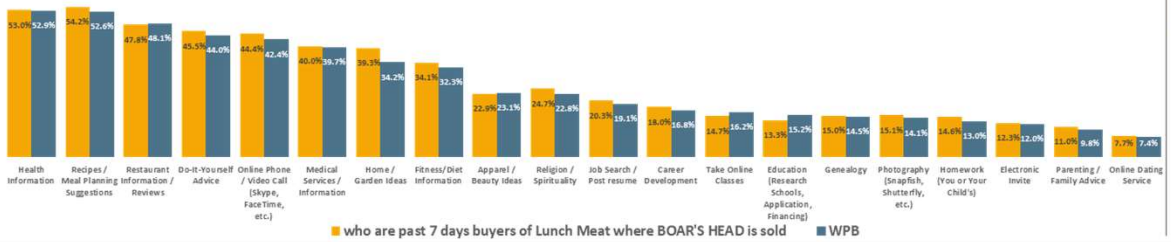
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[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND (Grocery stores shopped past 7 days (HHLD): Giant OR Grocery stores shopped past 7 days (HHLD): Harris Teeter))]

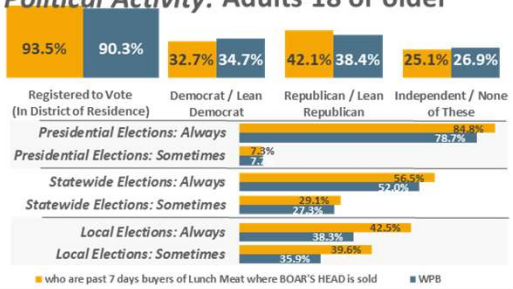
West Palm

46.8% or 865,667 of WPB DMA Adults 18 or older are past 7 days buyers of Lunch Meat where BOAR'S HEAD... Adults 18 or older who are past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold are 3.3% more likely to look up D-I-Y advice online, 10.9% more likely to always vote in local elections, 10.6% more likely to belong to a gym, 6.3% less likely to fly d

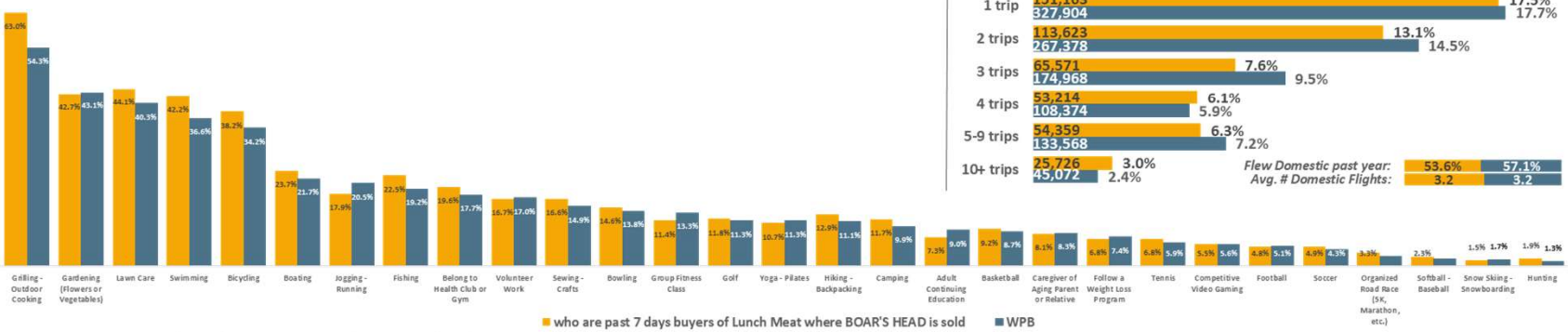
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,119

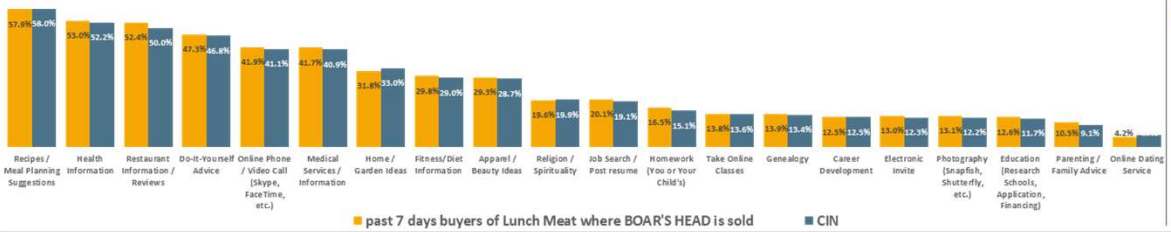
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[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND Grocery stores shopped past 7 days (HHLD): Publix)]

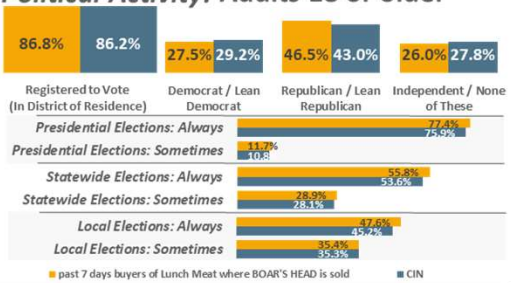
Cincinnati

52.1% or 992,180 of CIN DMA Adults 18 or older are past 7 days buyers of Lunch Meat where BOAR'S HEAD is...
Adults 18 or older past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold are 1.% more likely to look up D-I-Y advice online, 5.3% more likely to always vote in local elections, 7.2% more likely to belong to a gym, 3.8% less likely to fly domestic pas

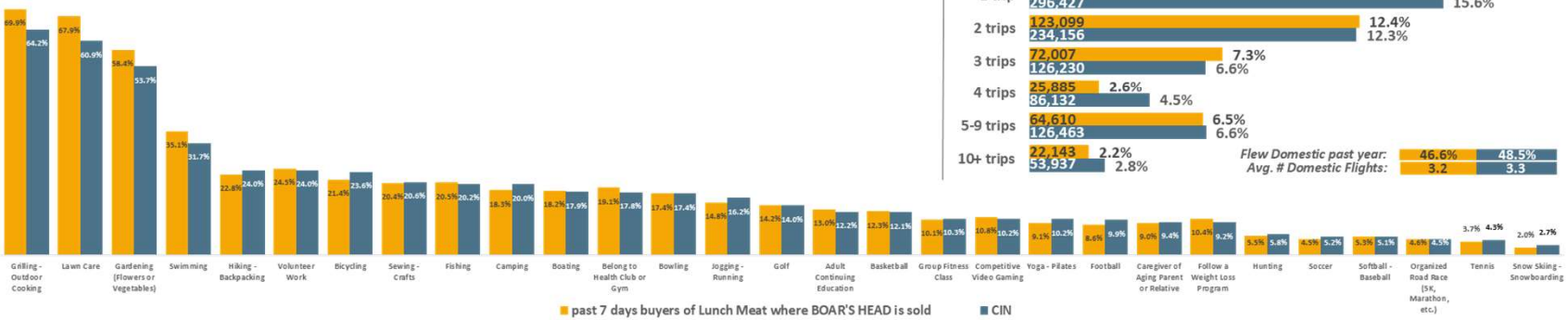
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 998

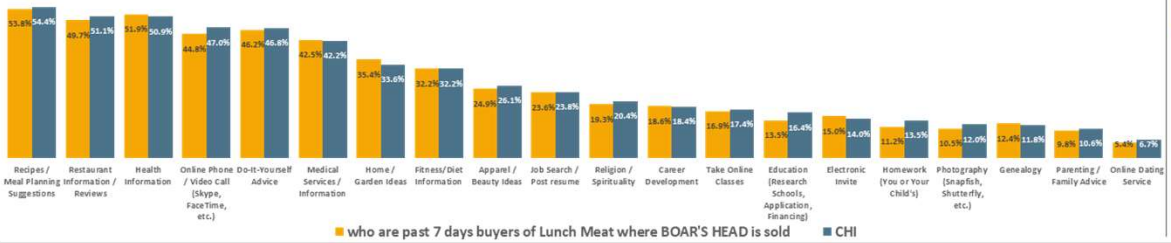
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[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND Grocery stores shopped past 7 days (HHLD): Kroger)]

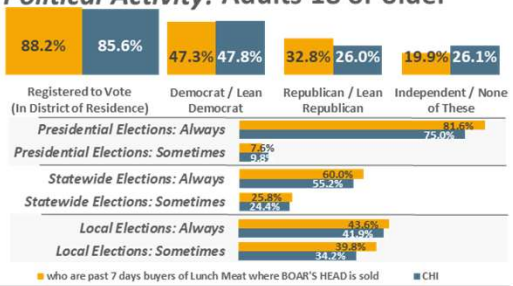
Chicago

34.1% or 2,578,829 of CHI DMA Adults 18 or older are past 7 days buyers of Lunch Meat where BOAR'S HEAD... Adults 18 or older who are past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold are 1.4% less likely to look up D-I-Y advice online, 4.1% more likely to always vote in local elections, 2.% more likely to belong to a gym, 1.7% more likely to fly dome

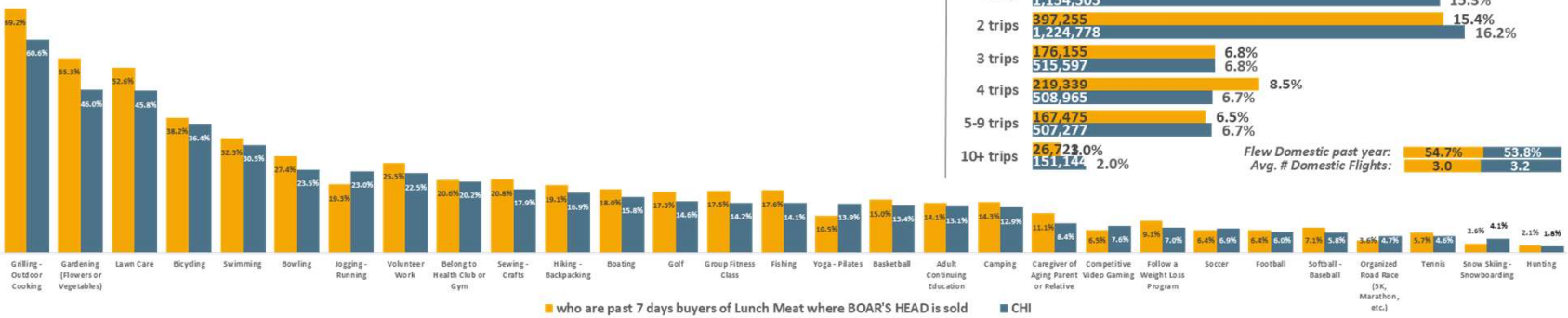
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,174

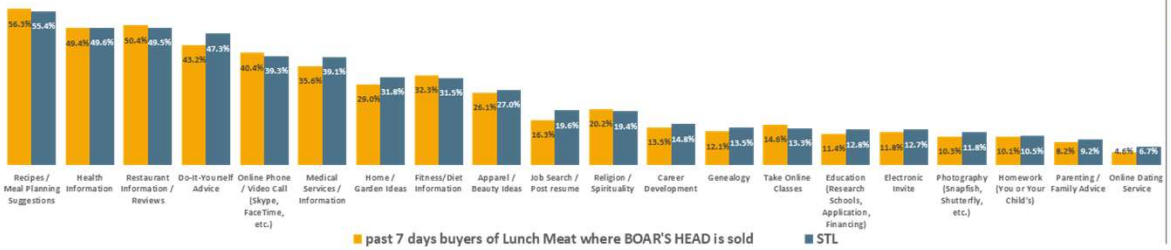
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[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND Grocery stores shopped past 7 days (HHLD): Jewel-Osco)]

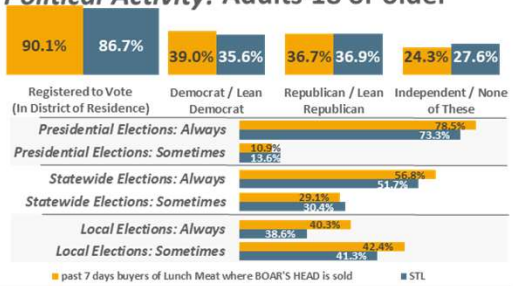
St. Louis

34.5% or 864,554 of STL DMA Adults 18 or older are past 7 days buyers of Lunch Meat where BOAR'S HEAD is... Adults 18 or older past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold are 8.8% less likely to look up D-I-Y advice online, 4.4% more likely to always vote in local elections, 13.7% more likely to belong to a gym, 3.2% more likely to fly domestic p

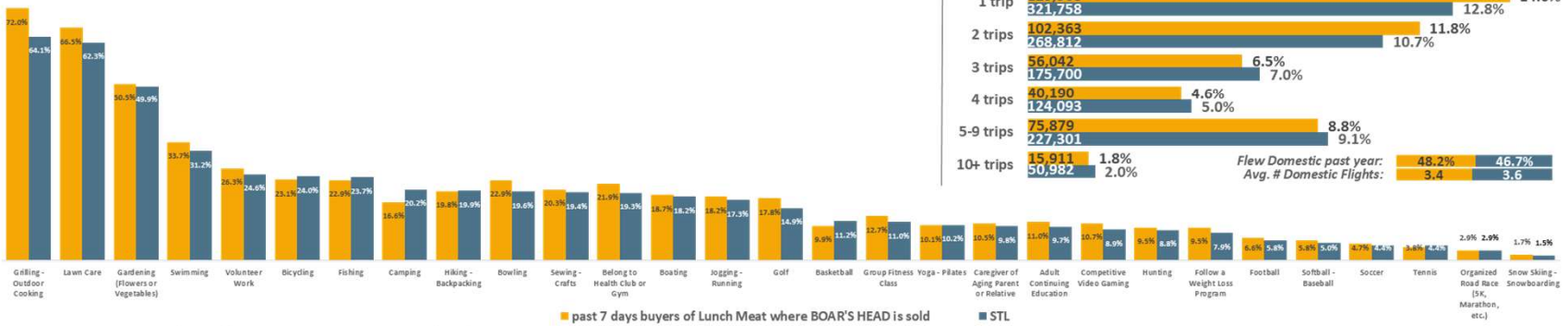
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 728

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[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND Grocery stores shopped past 7 days (HHLD): Schnucks)]

Washington

30.% or 1,698,080 of WDC DMA Adults 18 or older are past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold. Adults 18 or older who are past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold are 6.7% more likely to use QSRs past mo., 13.2% more likely to use Sit-Down Restaurants past mo., 14.6% more likely to use Casinos past yr., 15.5% more likely to smoke

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 95.5% 1,621,080 | 89.5% 5,059,794

Avg. Monthly QSR Meals: 7.4 | 6.8

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



Total Monthly Sit-Down Restaurant Users: 86.1% 1,462,404 | 76.1% 4,303,414

Avg. Monthly Sit-Down Restaurant Meals: 4.4 | 4.3

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who are past 7 days buyers of Lunch Meat where... 511,619 30.1%

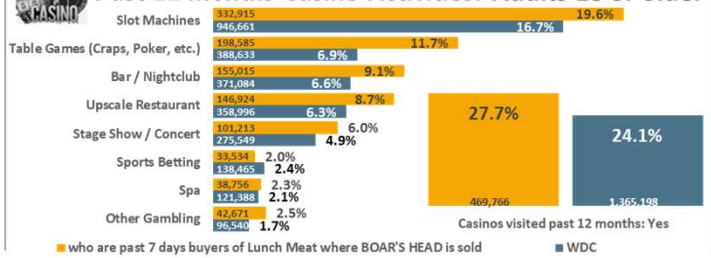
WDC 1,438,719 25.4%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,609

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[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND (Grocery stores shopped past 7 days (HHLD): Giant OR Grocery stores shopped past 7 days (HHLD): Harris Teeter))]

West Palm

46.8% or 865,667 of WPB DMA Adults 18 or older are past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold. Adults 18 or older who are past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold are 5.7% more likely to use QSRs past mo., 4.1% more likely to use Sit-Down Restaurants past mo., 3.4% less likely to use Casinos past yr., 13.4% less likely to smoke ci

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:

Avg. Monthly Sit-Down Restaurant Meals:

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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



Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,119

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[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND Grocery stores shopped past 7 days (HHLD): Publix)]

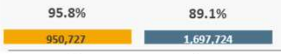
Cincinnati

52.1% or 992,180 of CIN DMA Adults 18 or older are past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold. Adults 18 or older past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold are 7.5% more likely to use QSRs past mo., 9.9% more likely to use Sit-Down Restaurants past mo., 1.8% more likely to use Casinos past yr., 4.9% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



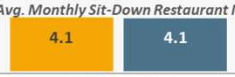
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

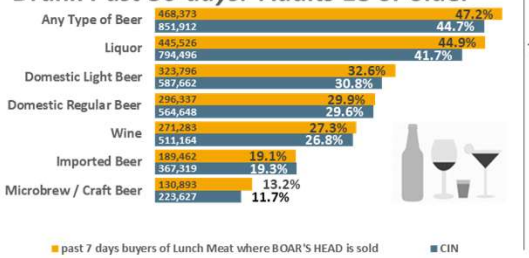
(Sit-Down Restaurants Used Past 30-days)



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

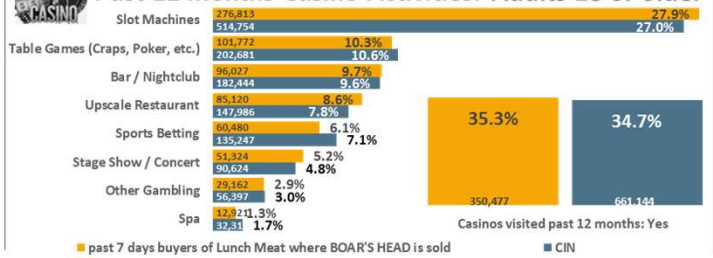


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 998

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[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND Grocery stores shopped past 7 days (HHLD): Kroger)]

Chicago

34.1% or 2,578,829 of CHI DMA Adults 18 or older are past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold. Adults 18 or older who are past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold are 4.4% more likely to use QSRs past mo., 3.6% more likely to use Sit-Down Restaurants past mo., .2% more likely to use Casinos past yr., 11.9% less likely to smoke cig

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



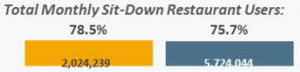
Avg. Monthly QSR Meals:



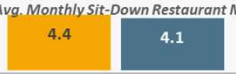
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

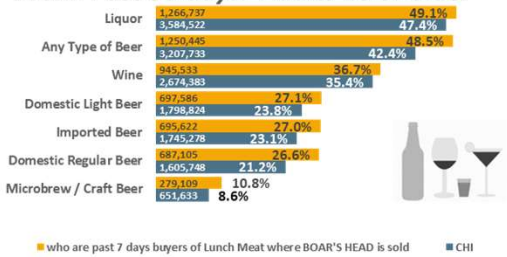
(Sit-Down Restaurants Used Past 30-days)



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

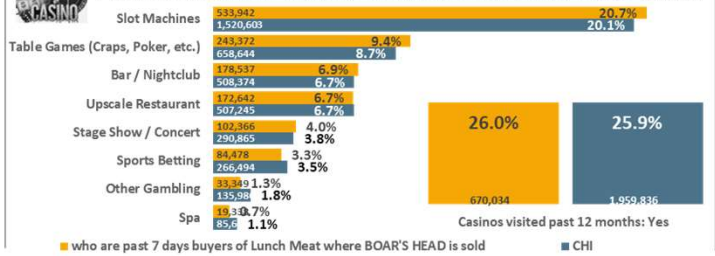


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,174

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[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND Grocery stores shopped past 7 days (HHLD): Jewel-Osco)]

St. Louis

34.5% or 864,554 of STL DMA Adults 18 or older are past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold. Adults 18 or older past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold are 4.2% more likely to use QSRs past mo., 4.3% more likely to use Sit-Down Restaurants past mo., 9.9% more likely to use Casinos past yr., 15.5% less likely to smoke cigarettes

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

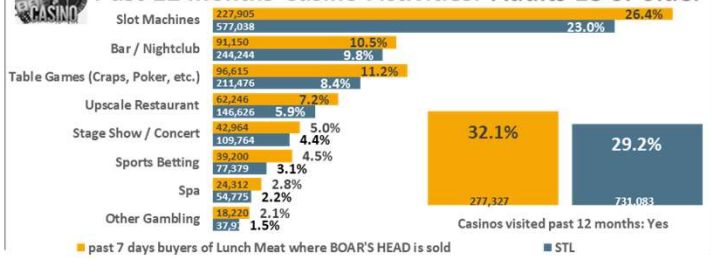


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 728

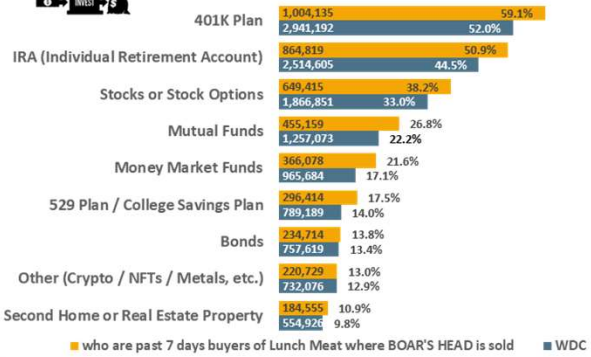
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[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND Grocery stores shopped past 7 days (HHLD): Schnucks)]

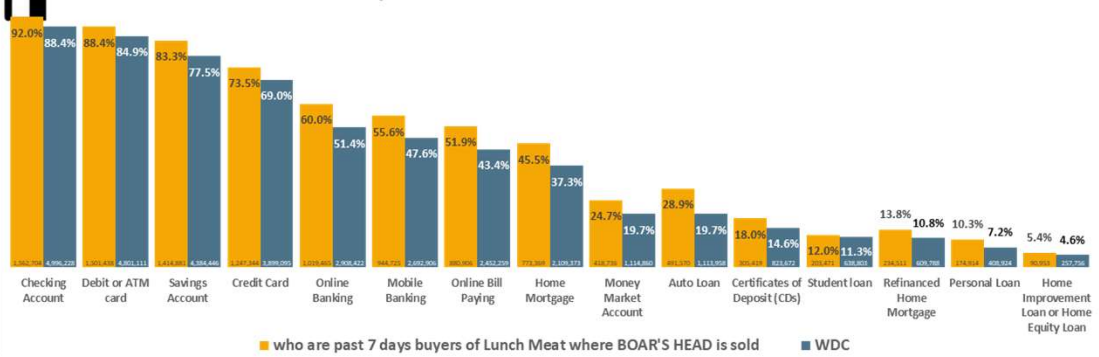
Washington

30.% or 1,698,080 of WDC DMA Adults 18 or older are past 7 days buyers of Lunch Meat where BOAR'S HEAD... Adults 18 or older who are past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold are 13.7% more likely to have a 401K, 46.9% more likely to have an Auto Loan, 17.5% more likely to Invest/Trade Stocks Online, 8.7% more likely to pay with their Debit C

Investments Owned: Adults 18 or older



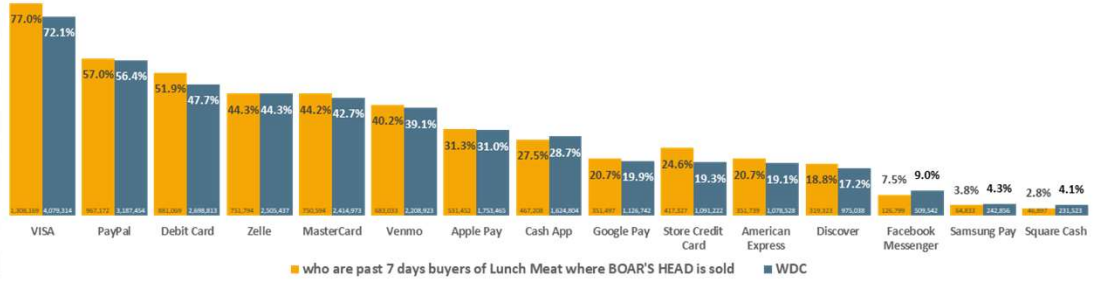
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,609

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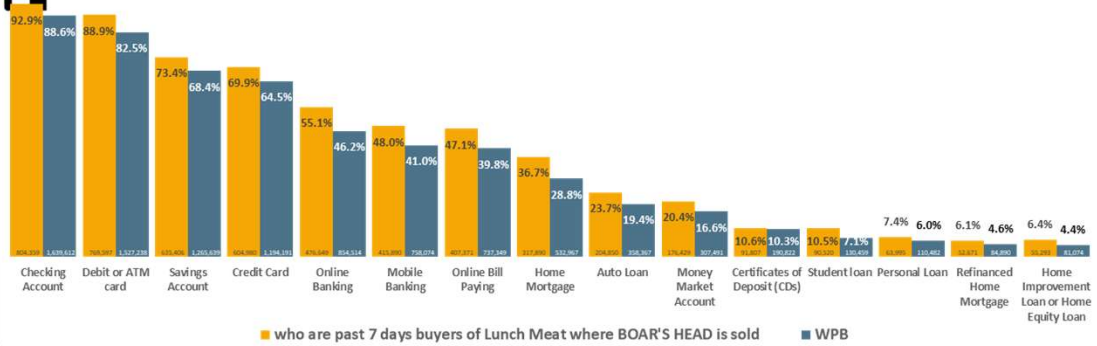
West Palm

46.8% or 865,667 of WPB DMA Adults 18 or older are past 7 days buyers of Lunch Meat where BOAR'S HEAD... Adults 18 or older who are past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold are 4.8% more likely to have a 401K, 22.2% more likely to have an Auto Loan, 29.6% more likely to Invest/Trade Stocks Online, 12.% more likely to pay with their Debit Ca

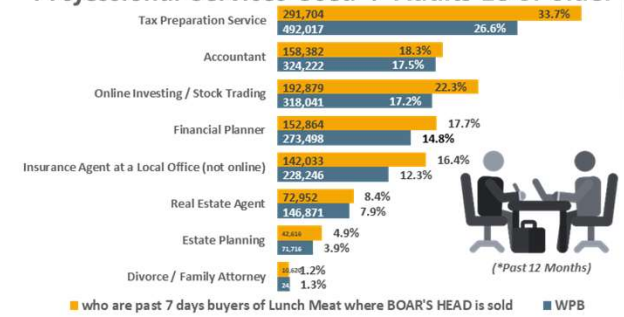
Investments Owned: Adults 18 or older



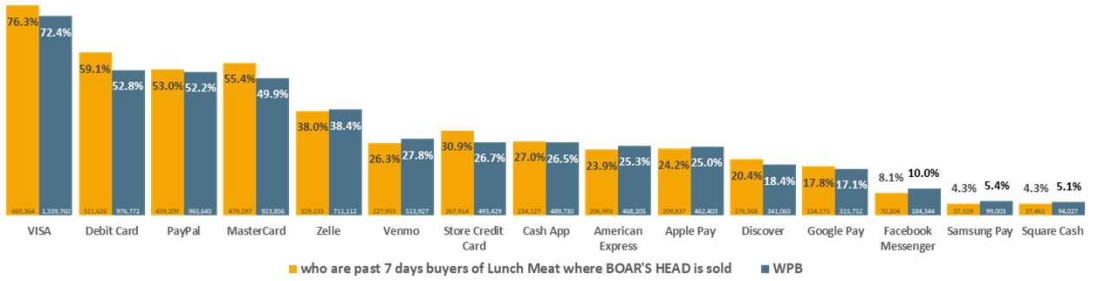
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,119

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[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND Grocery stores shopped past 7 days (HHLD): Publix)]

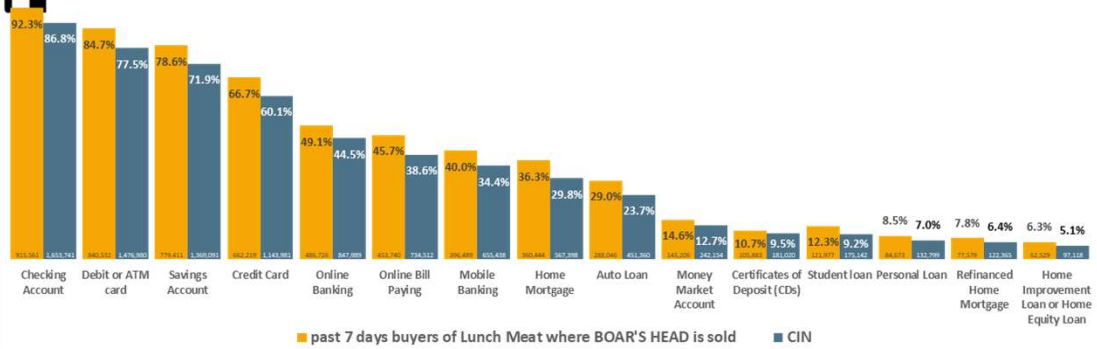
Cincinnati

52.1% or 992,180 of CIN DMA Adults 18 or older are past 7 days buyers of Lunch Meat where BOAR'S HEAD is... Adults 18 or older past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold are 15.5% more likely to have a 401K, 22.5% more likely to have an Auto Loan, 9.9% more likely to Invest/Trade Stocks Online, 9.1% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

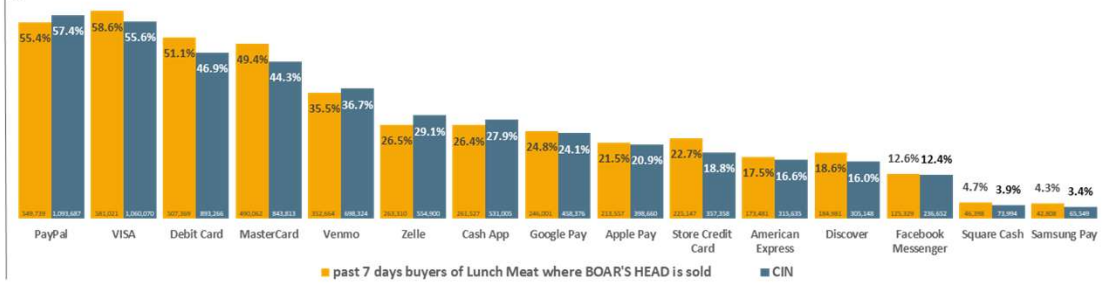


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 998

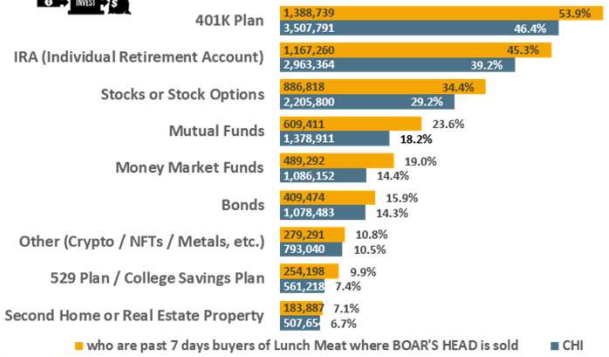
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[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND Grocery stores shopped past 7 days (HHLD): Kroger)]

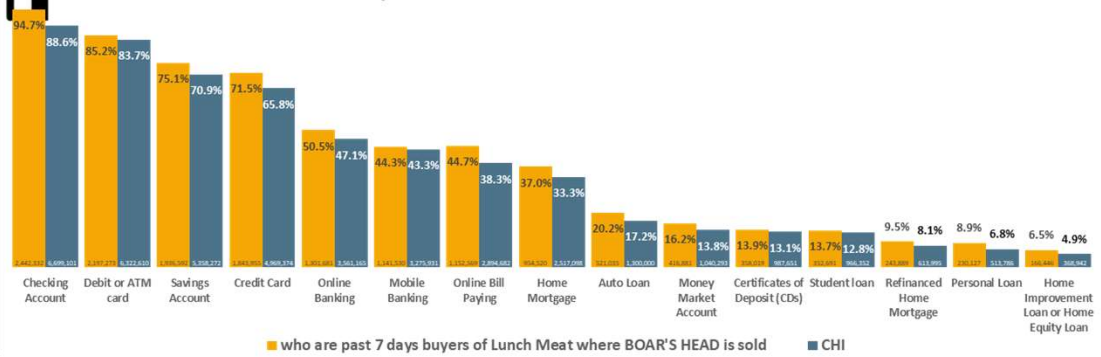
Chicago

34.1% or 2,578,829 of CHI DMA Adults 18 or older are past 7 days buyers of Lunch Meat where BOAR'S HEAD... Adults 18 or older who are past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold are 16.% more likely to have a 401K, 17.5% more likely to have an Auto Loan, 12.2% more likely to Invest/Trade Stocks Online, 11.% more likely to pay with their Debit Ca

Investments Owned: Adults 18 or older



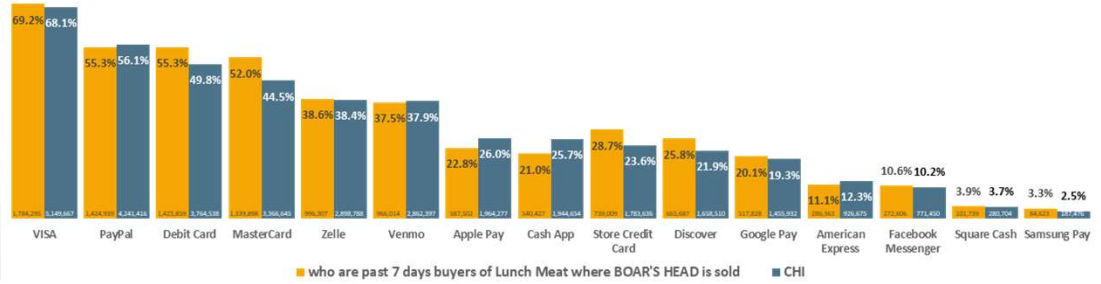
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,174

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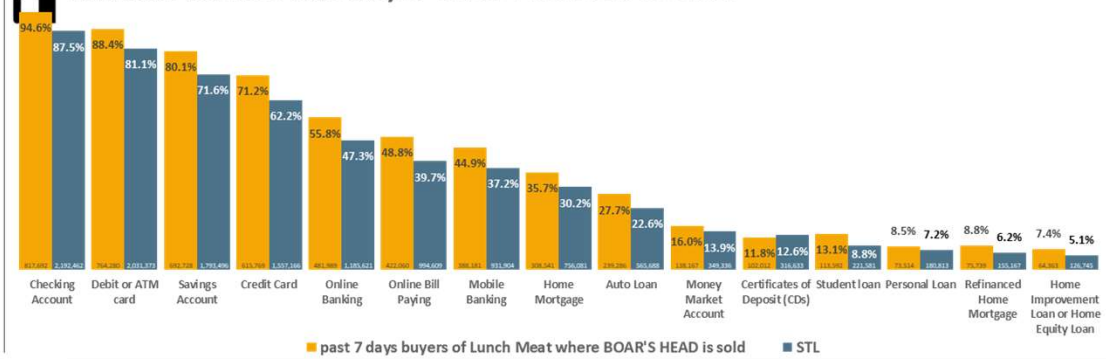
[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND Grocery stores shopped past 7 days (HHLD): Jewel-Osco)]

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Investments Owned: Adults 18 or older



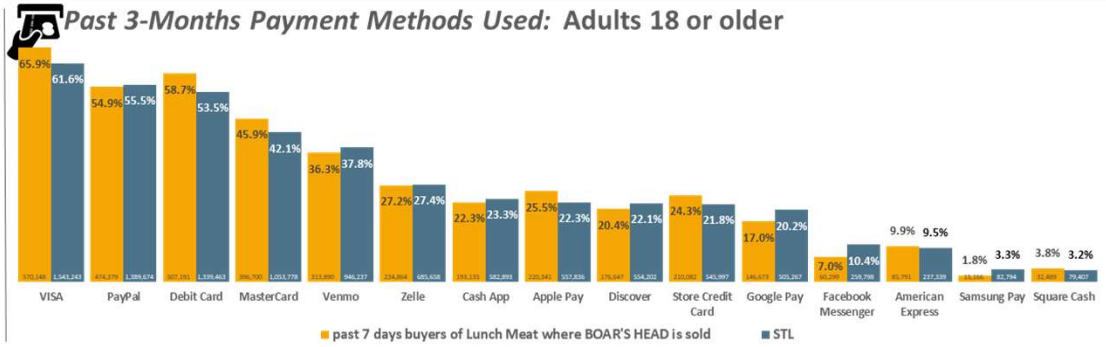
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



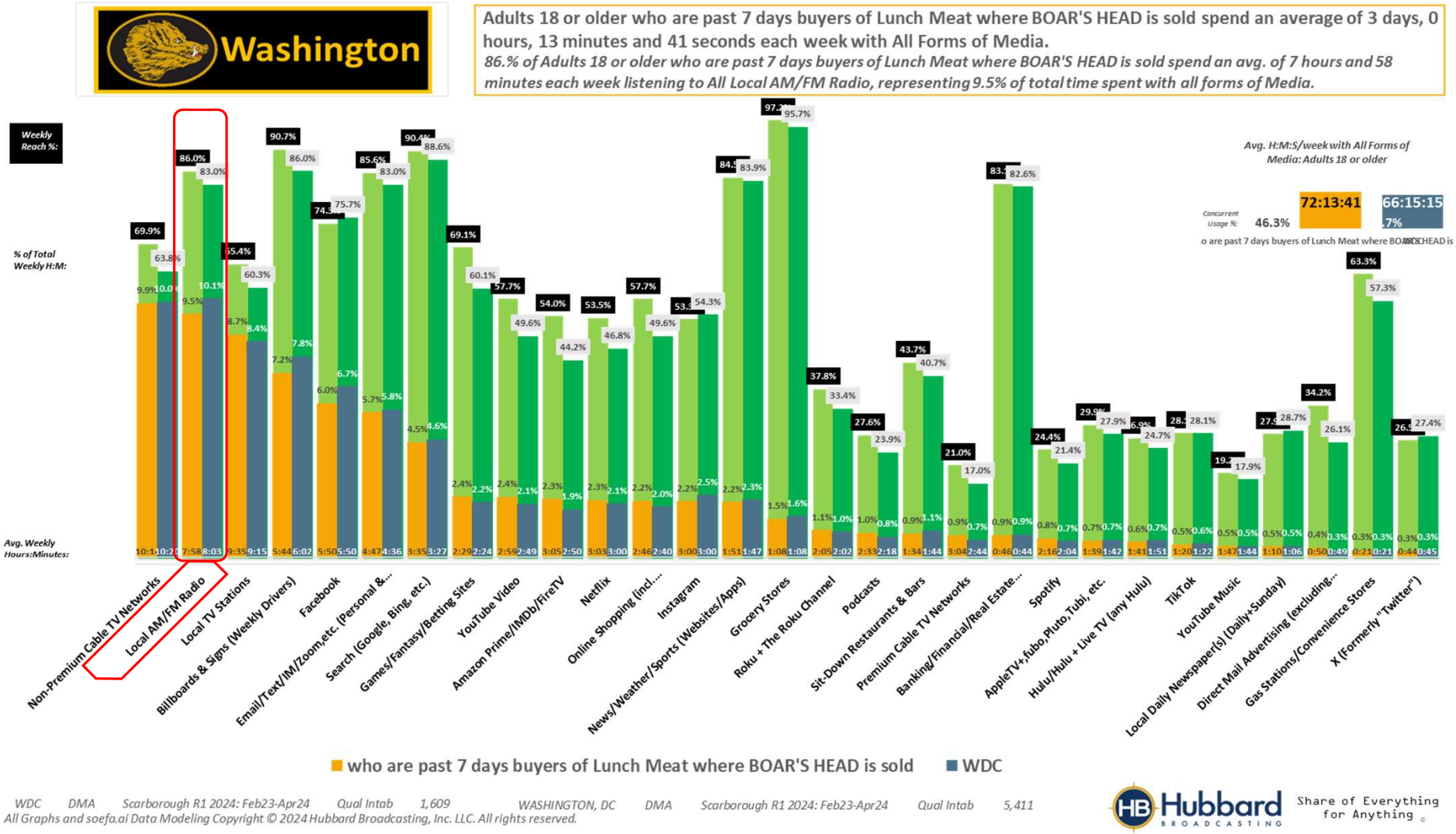
Past 3-Months Payment Methods Used: Adults 18 or older



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 728

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[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND Grocery stores shopped past 7 days (HHLD): Schnucks)]

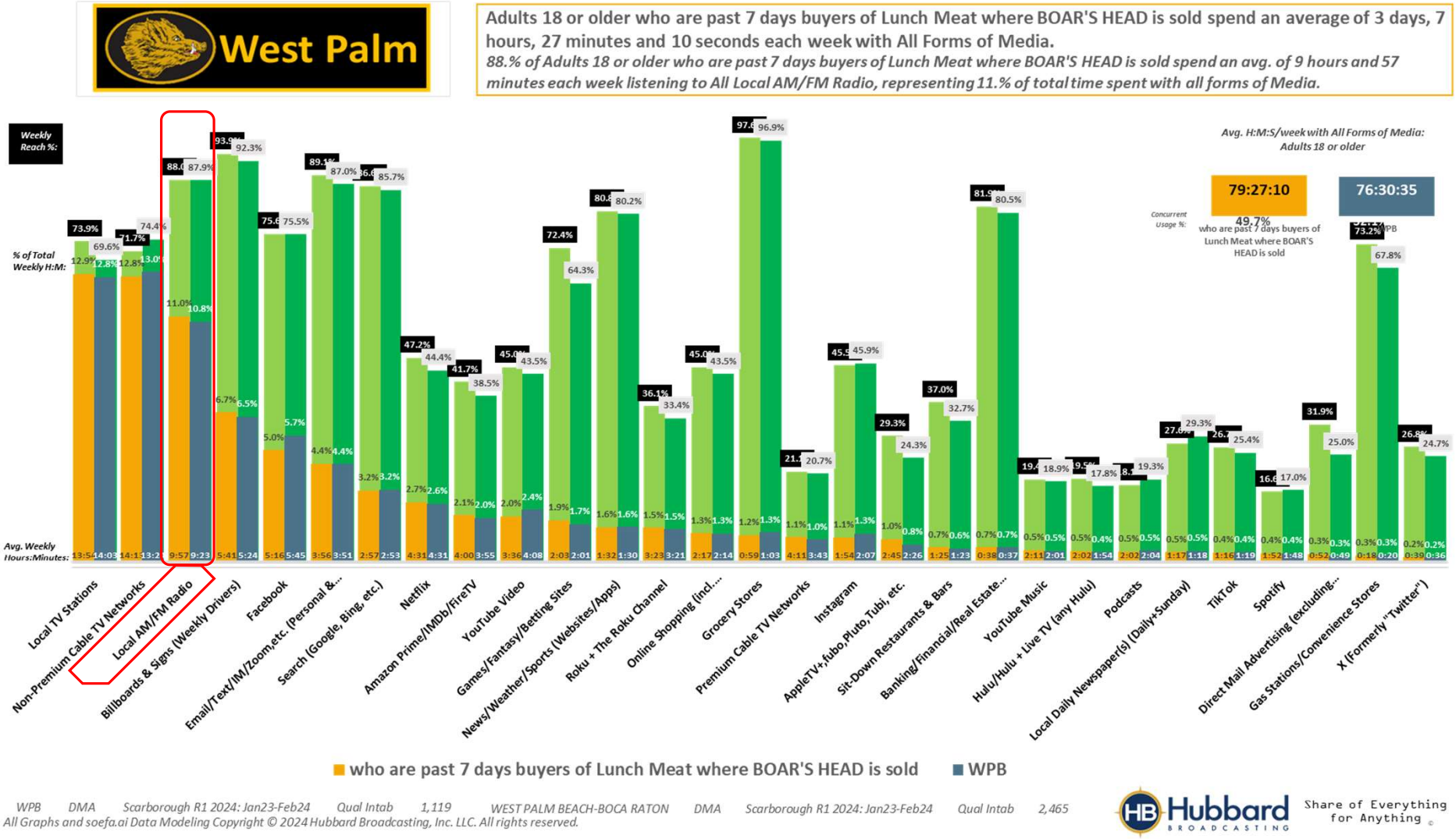


WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,609 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

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[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND (Grocery stores shopped past 7 days (HHLD): Giant OR Grocery stores shopped past 7 days (HHLD): Harris Teeter)]

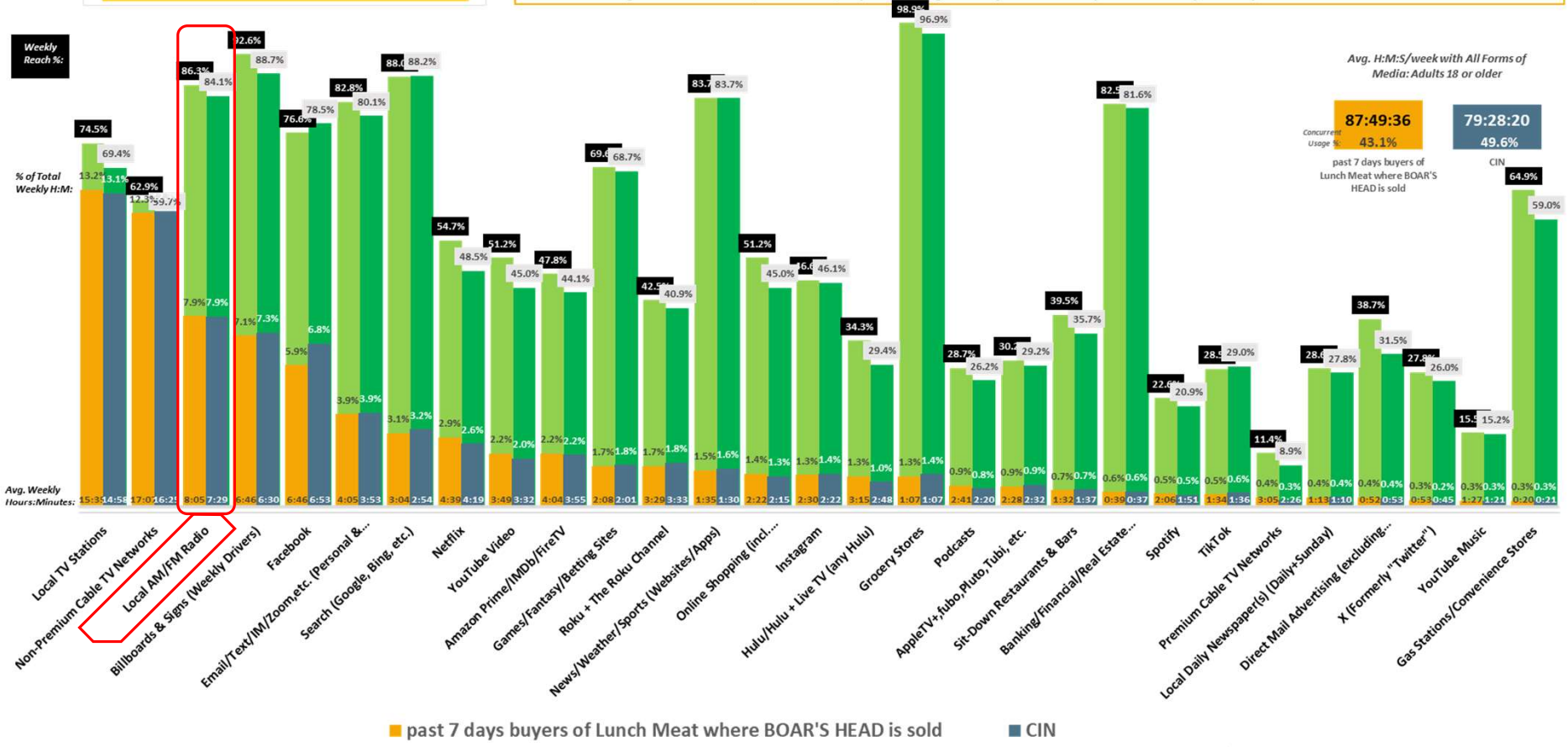


[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND Grocery stores shopped past 7 days (HHLD): Publix)]

Cincinnati

Adults 18 or older past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold spend an average of 3 days, 15 hours, 49 minutes and 36 seconds each week with All Forms of Media.

86.3% of Adults 18 or older past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold spend an avg. of 8 hours and 5 minutes each week listening to All Local AM/FM Radio, representing 7.9% of total time spent with all forms of Media.



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 998 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,928

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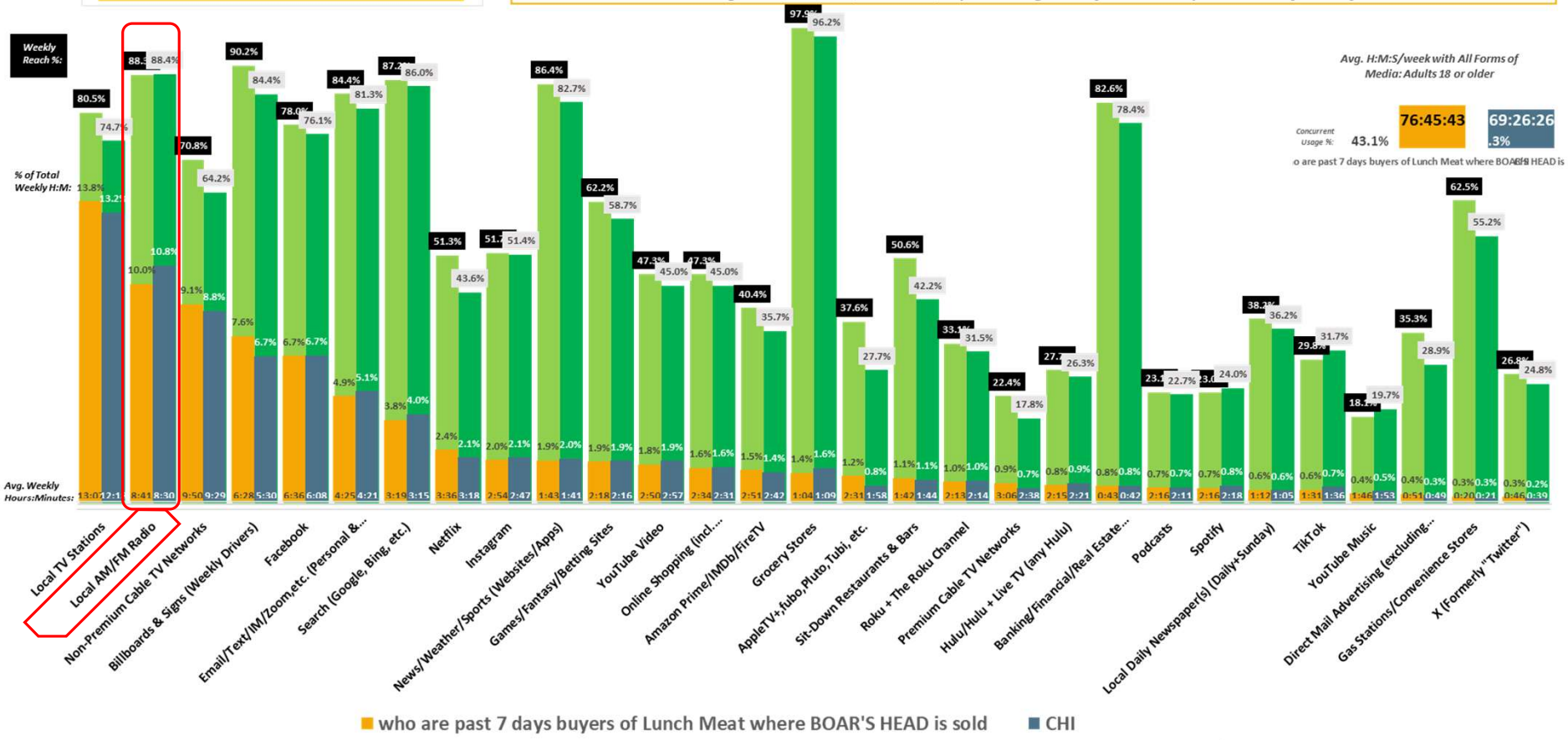
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[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND Grocery stores shopped past 7 days (HHLD): Kroger)]

Chicago

Adults 18 or older who are past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold spend an average of 3 days, 4 hours, 45 minutes and 43 seconds each week with All Forms of Media.

88.3% of Adults 18 or older who are past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold spend an avg. of 8 hours and 41 minutes each week listening to All Local AM/FM Radio, representing 10.% of total time spent with all forms of Media.

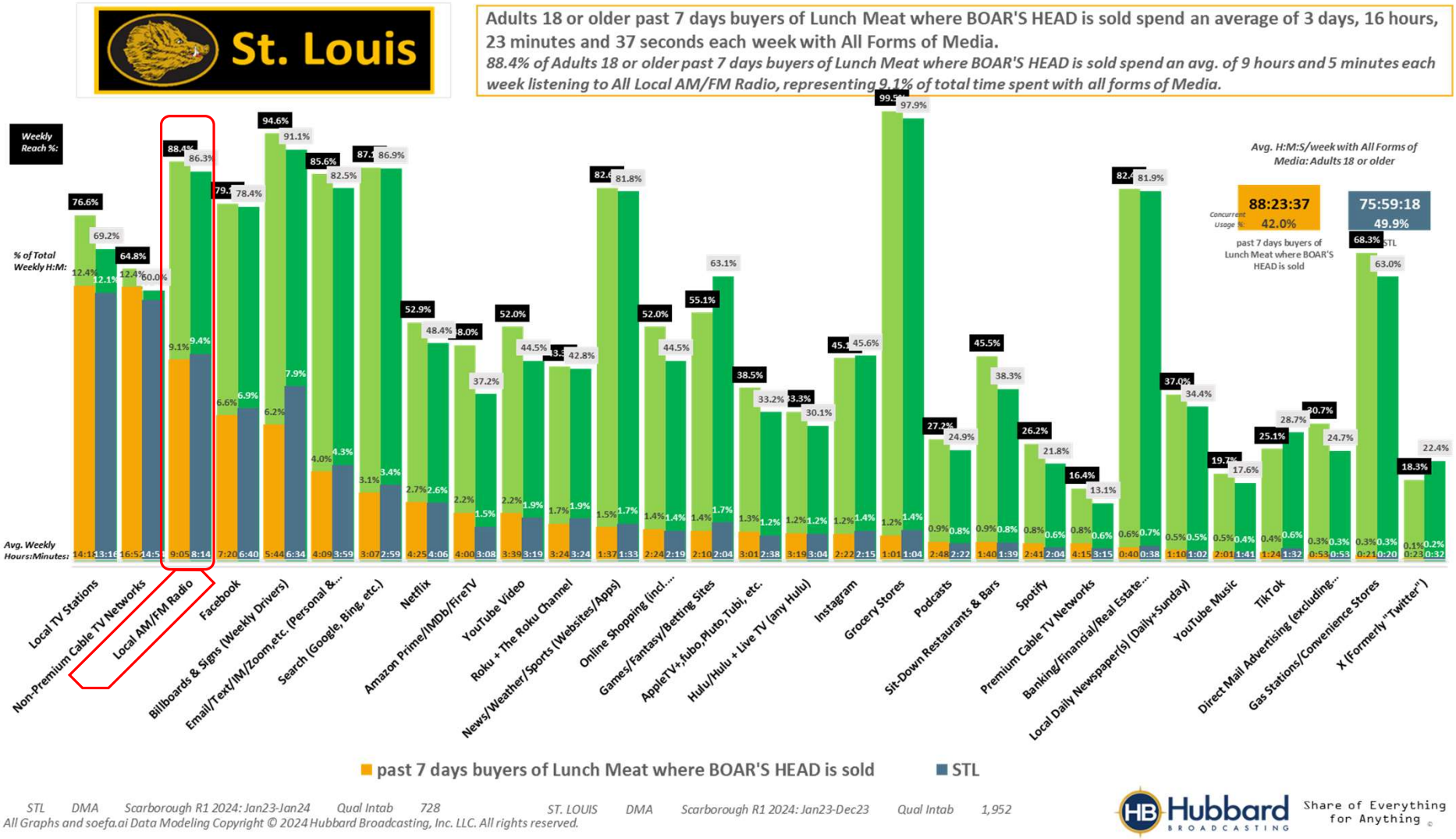


CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,174 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

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[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND Grocery stores shopped past 7 days (HHLD): Jewel-Osco)]

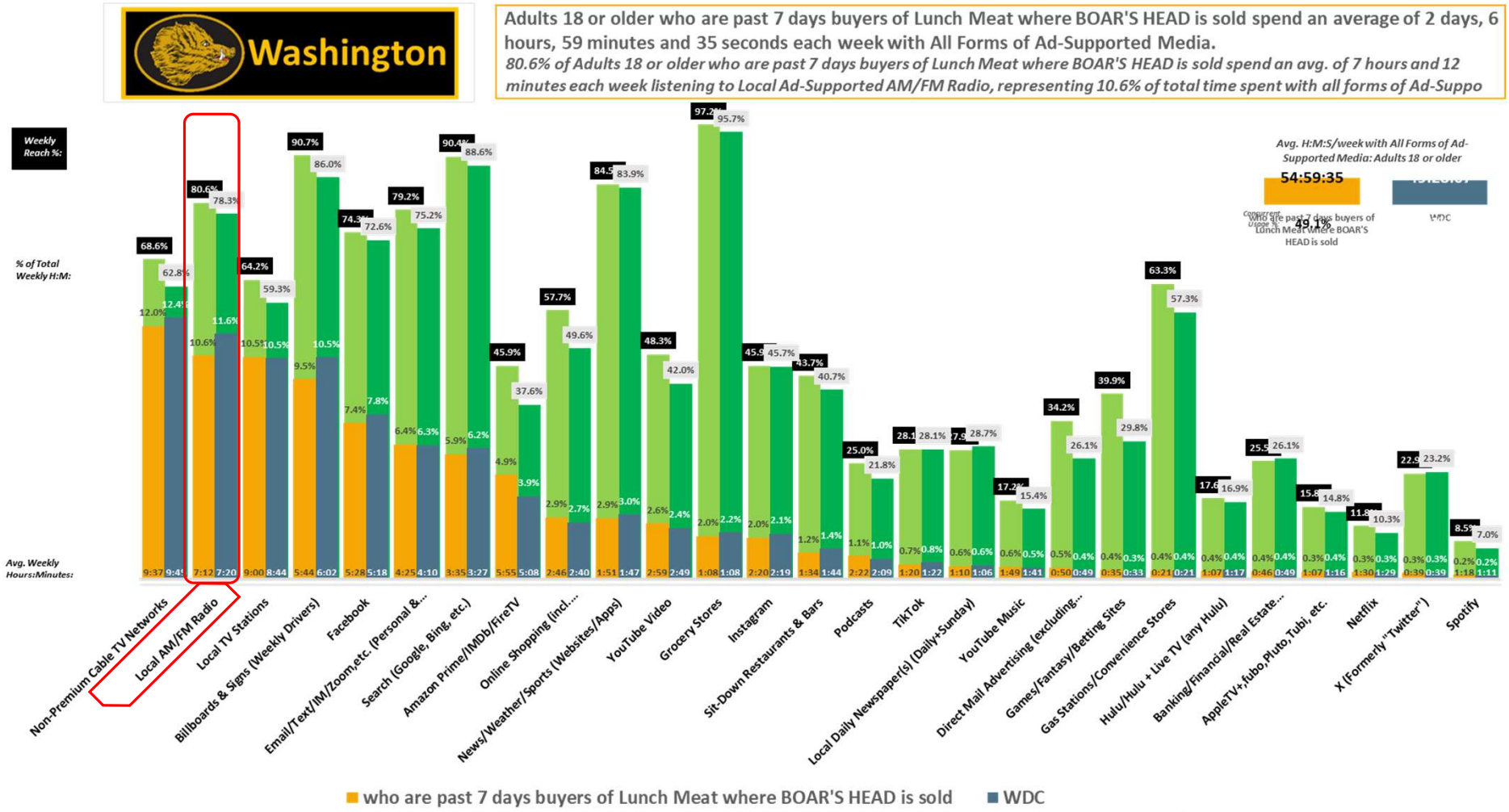


STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 728 ST. LOUIS DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,952

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[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND Grocery stores shopped past 7 days (HHLD): Schnucks)]



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,609 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

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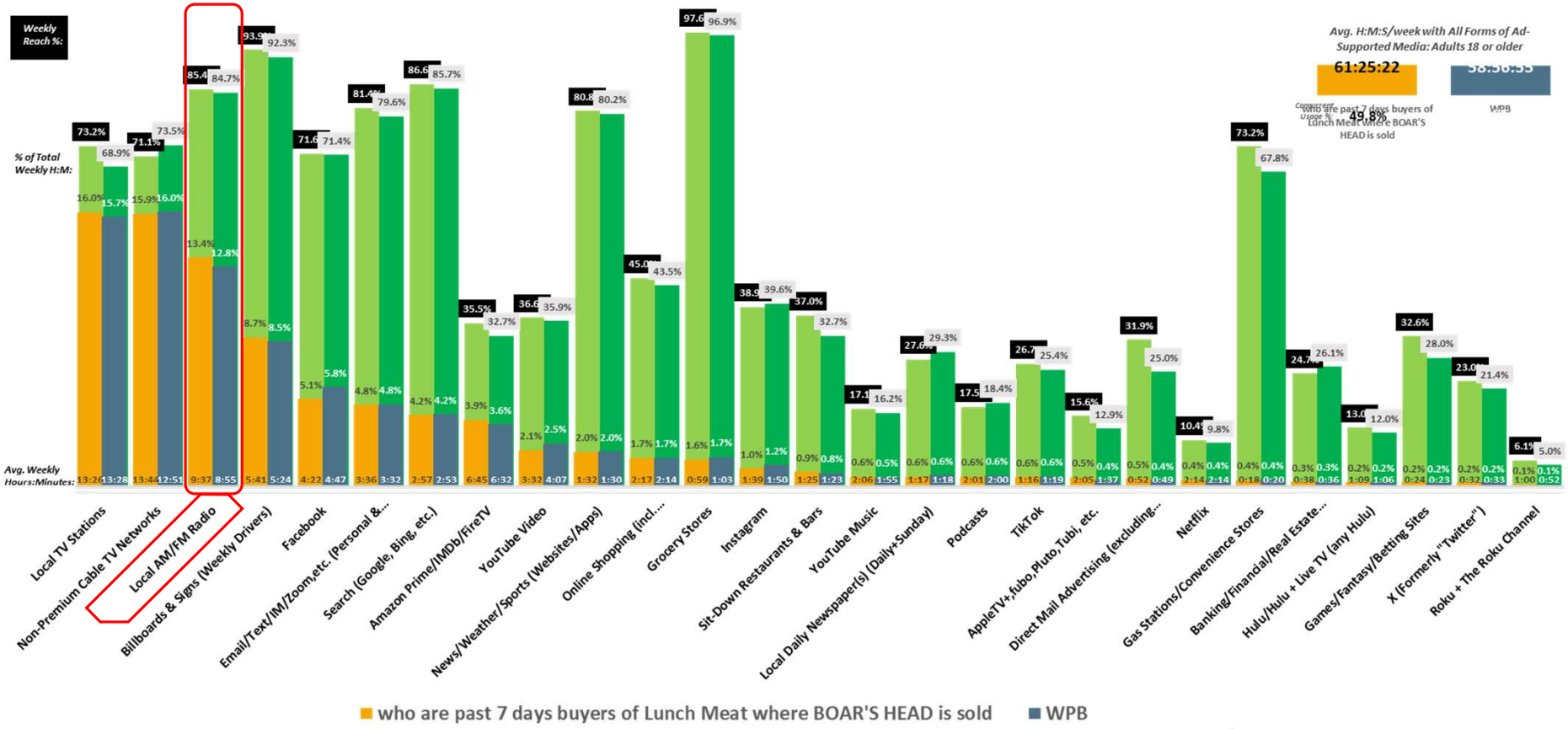
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[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND (Grocery stores shopped past 7 days (HHLD): Giant OR Grocery stores shopped past 7 days (HHLD): Harris Teeter)]

West Palm

Adults 18 or older who are past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold spend an average of 2 days, 13 hours, 25 minutes and 22 seconds each week with All Forms of Ad-Supported Media.

85.4% of Adults 18 or older who are past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold spend an avg. of 9 hours and 37 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.4% of total time spent with all forms of Ad-Suppo

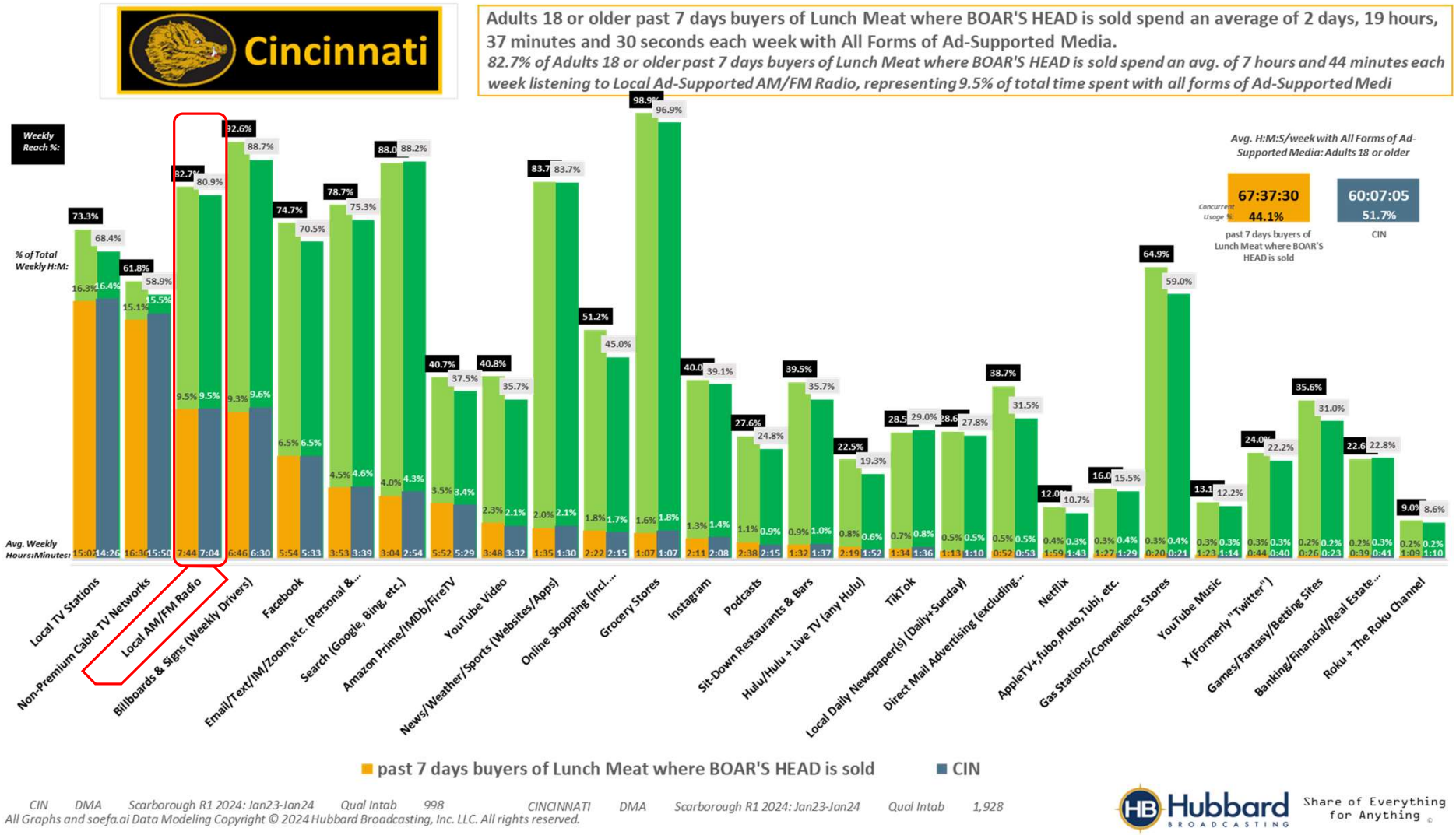


WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,119 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,465

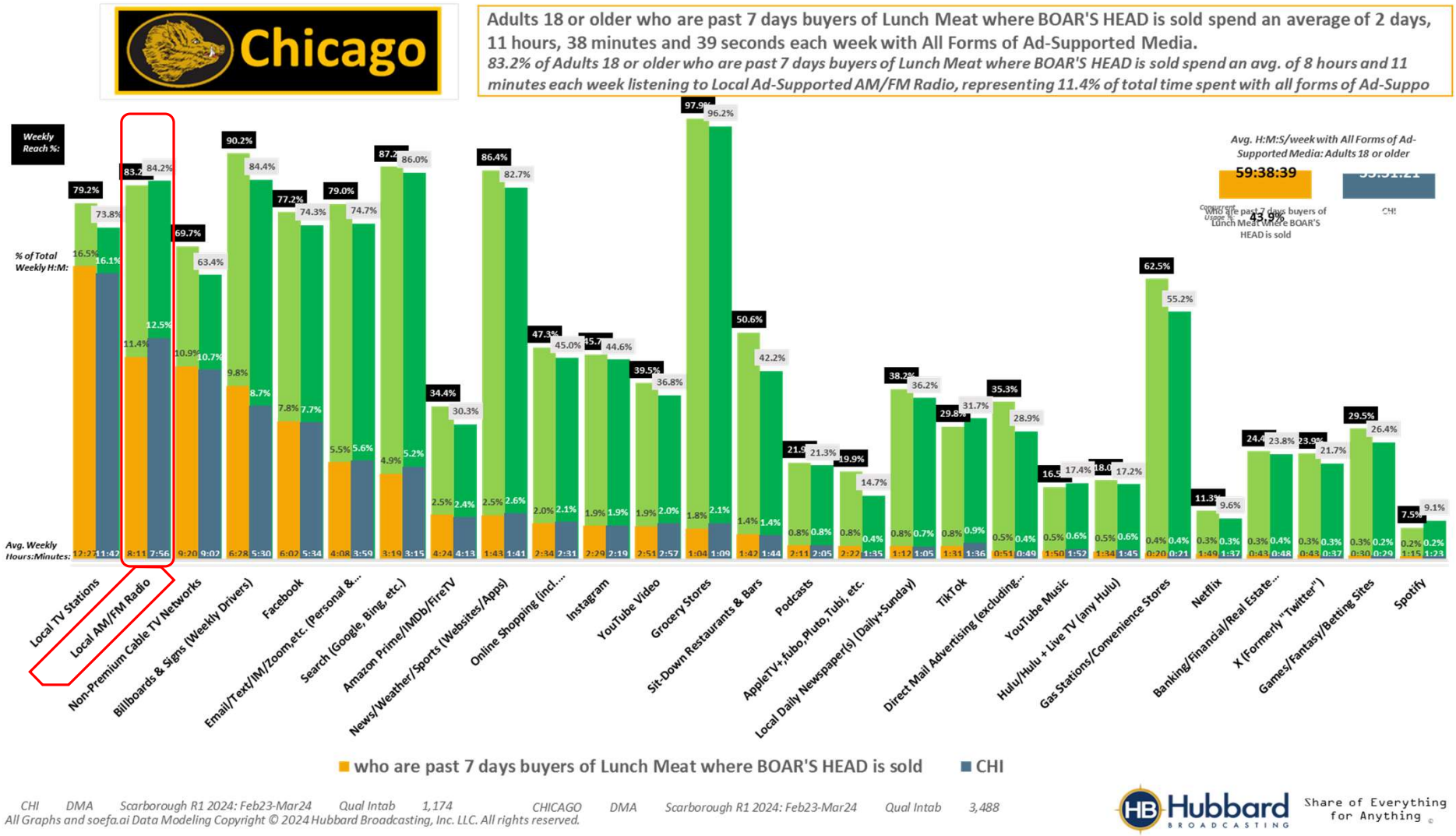
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[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND Grocery stores shopped past 7 days (HHLD): Publix)]



[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND Grocery stores shopped past 7 days (HHLD): Kroger)]

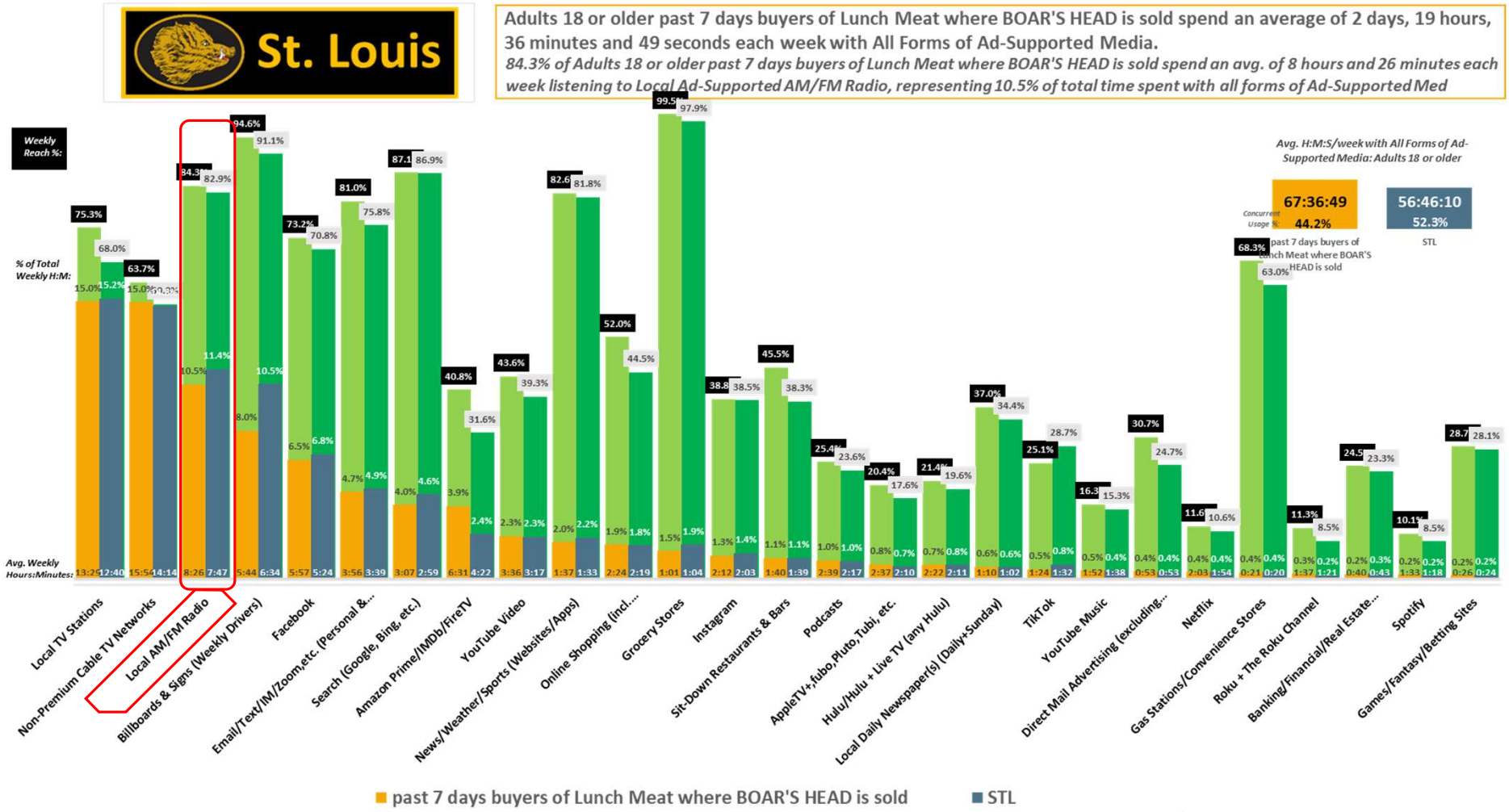


CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,174 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

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[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND Grocery stores shopped past 7 days (HHLD): Jewel-Osco)]



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 728 ST. LOUIS DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,952

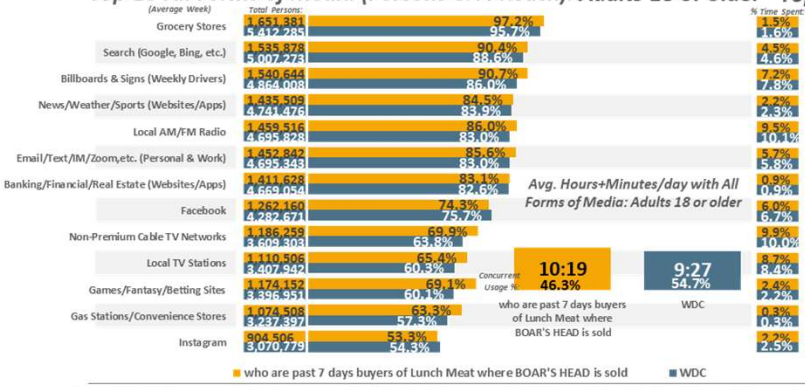
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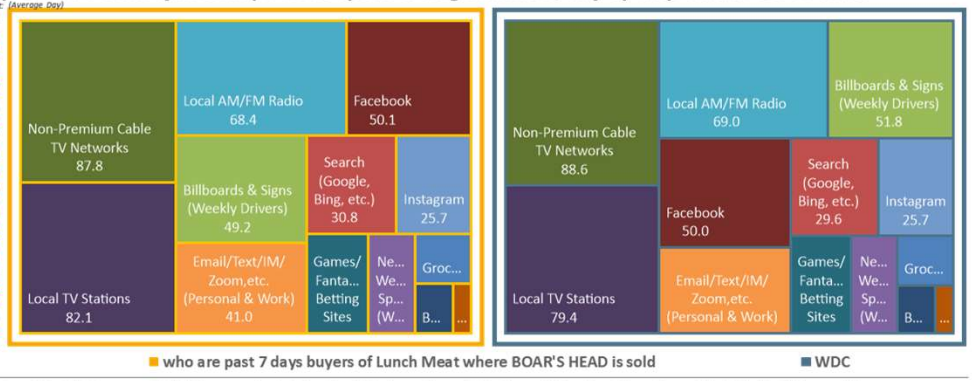
[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND Grocery stores shopped past 7 days (HHLD): Schnucks)]

Adults 18 or older who are past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold spend an average of 7 hours and 51 minutes each day with All Forms of Ad-Supported Media. 80.6% listen to Local AM/FM Radio for an avg. of 61.8 minutes/day. *(Local Radio delivers 10.6% of Time with Ad-Supported Media.)*

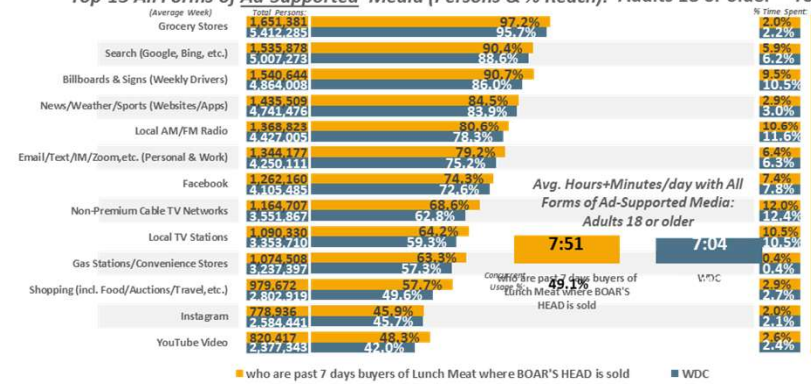
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



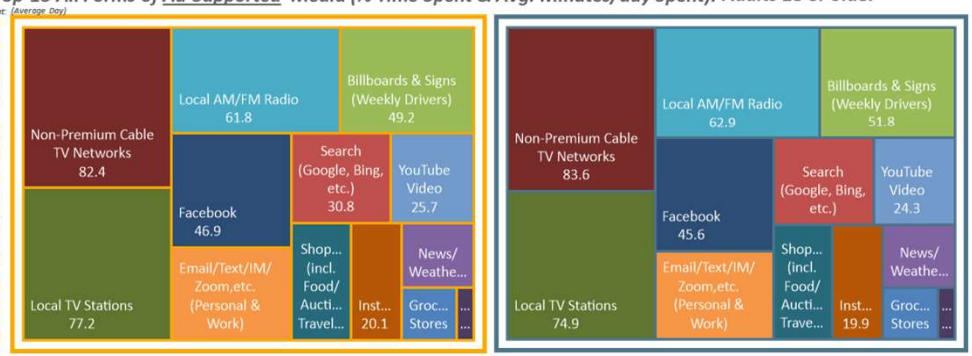
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,609

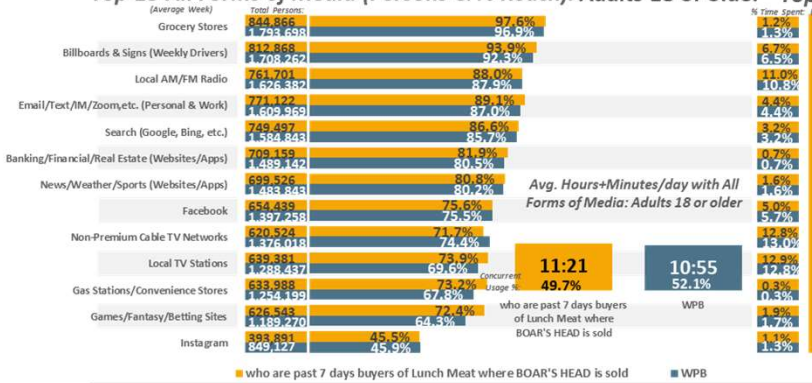
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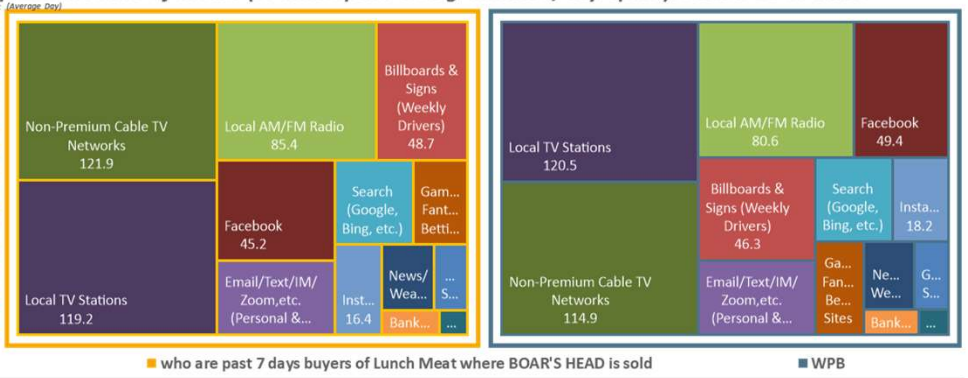
[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND (Grocery stores shopped past 7 days (HHLD): Giant OR Grocery stores shopped past 7 days (HHLD): Harris Teeter))]

Adults 18 or older who are past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold spend an average of 8 hours and 46 minutes each day with All Forms of Ad-Supported Media. 85.4% listen to Local AM/FM Radio for an avg. of 82.5 minutes/day. *(Local Radio delivers 13.4% of Time with Ad-Supported Media.)*

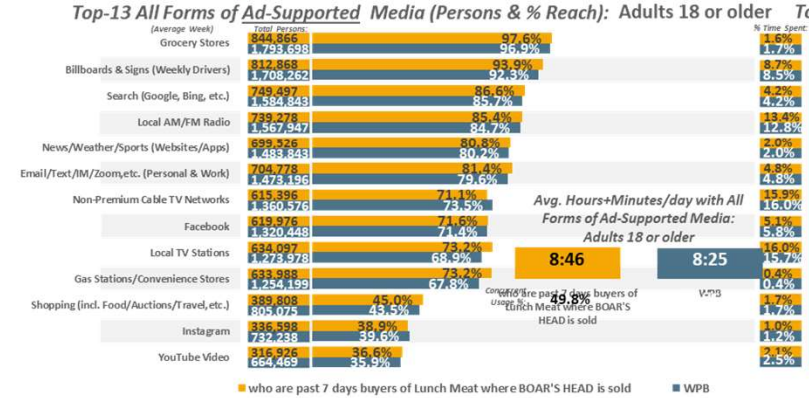
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



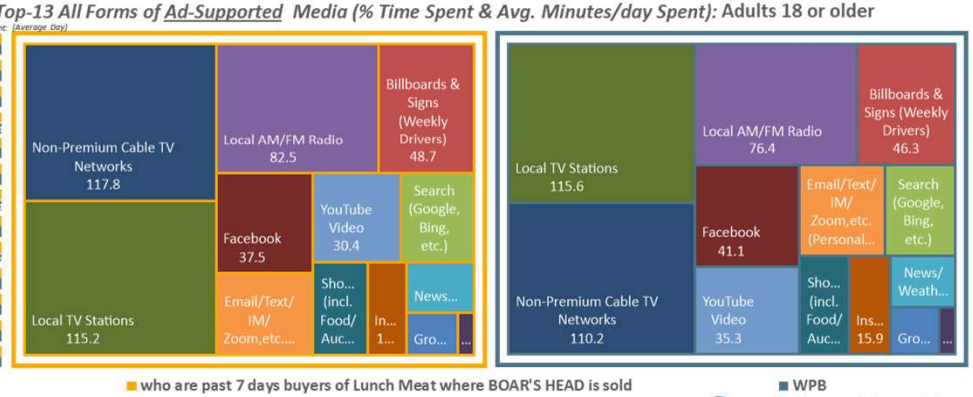
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,119

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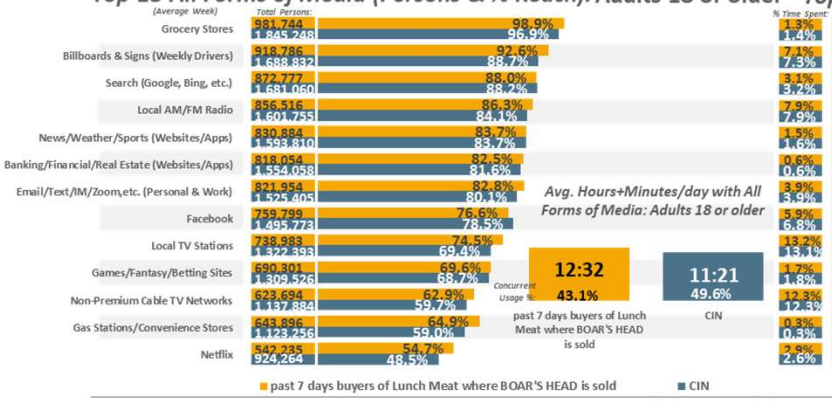
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[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND Grocery stores shopped past 7 days (HHLD): Publix)]

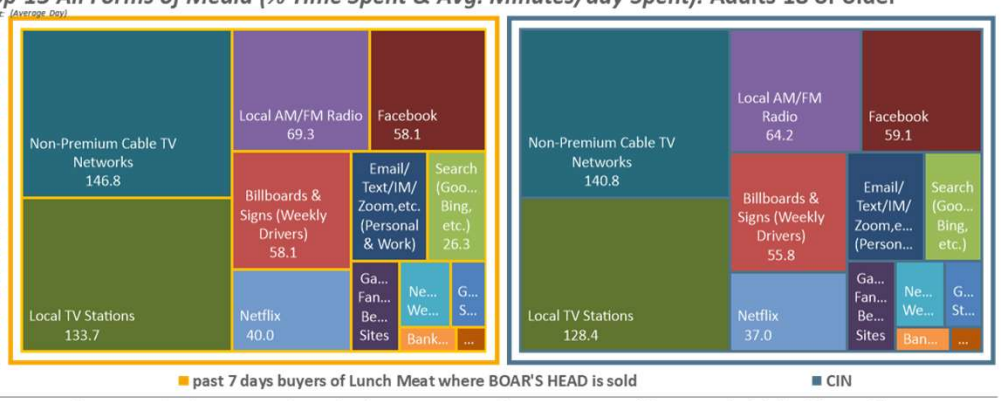
Cincinnati

Adults 18 or older past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold spend an average of 9 hours and 39 minutes each day with All Forms of Ad-Supported Media. 82.7% listen to Local AM/FM Radio for an avg. of 66.4 minutes/day. *(Local Radio delivers 9.5% of Time with Ad-Supported Media.)*

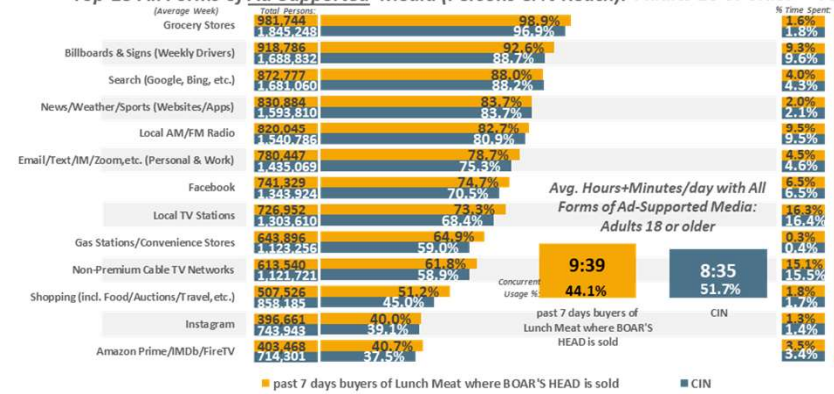
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



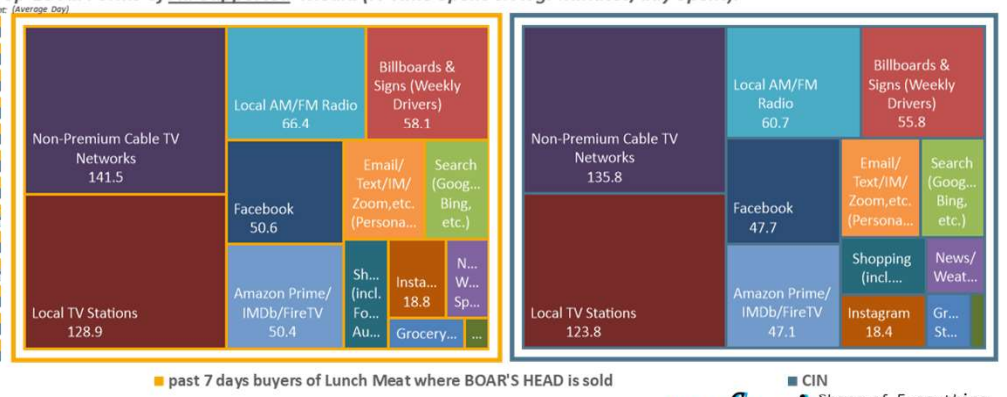
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 998

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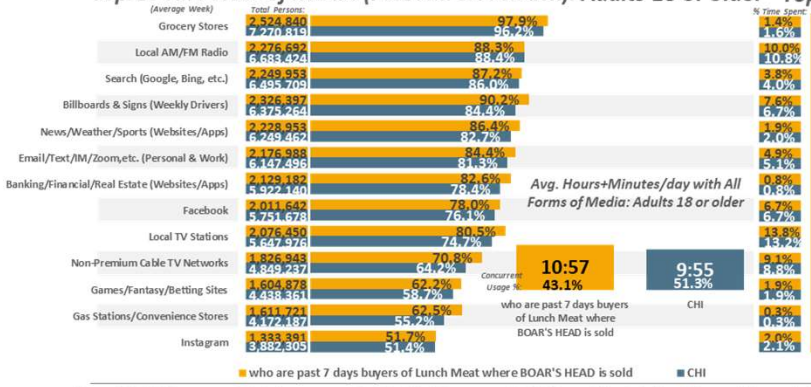
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[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND Grocery stores shopped past 7 days (HHLD): Kroger)]

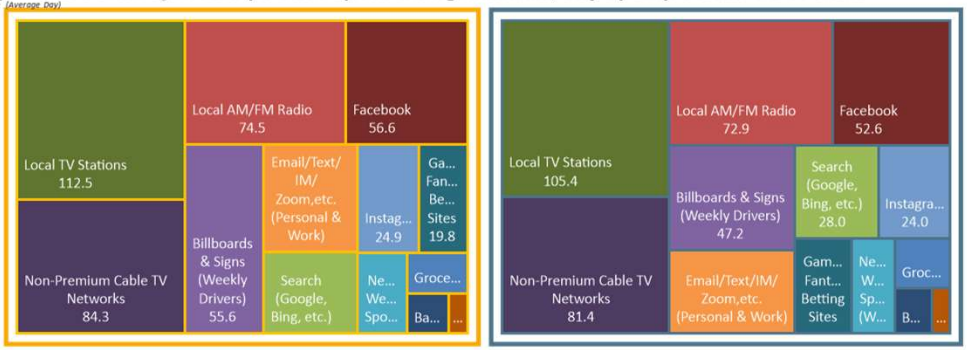
Chicago

Adults 18 or older who are past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold spend an average of 8 hours and 31 minutes each day with All Forms of Ad-Supported Media. 83.2% listen to Local AM/FM Radio for an avg. of 70.2 minutes/day. *(Local Radio delivers 11.4% of Time with Ad-Supported Media.)*

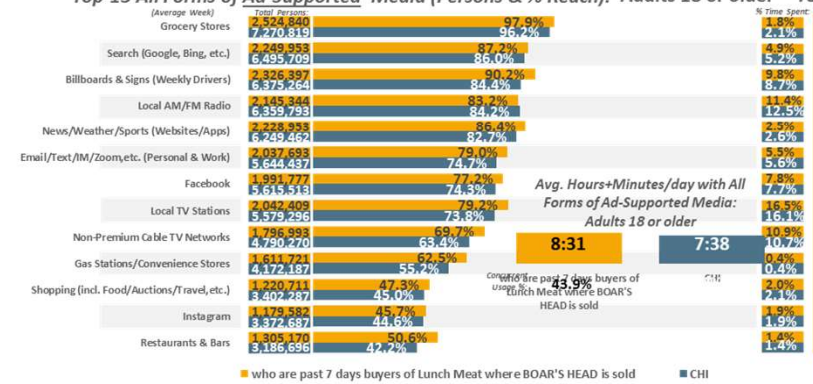
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



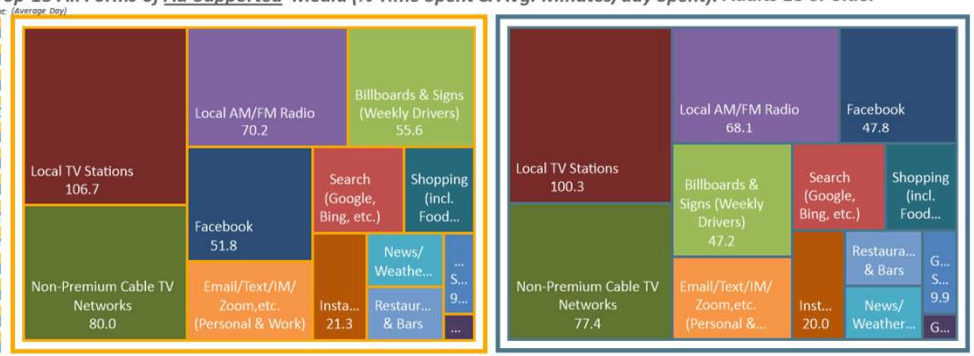
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,174

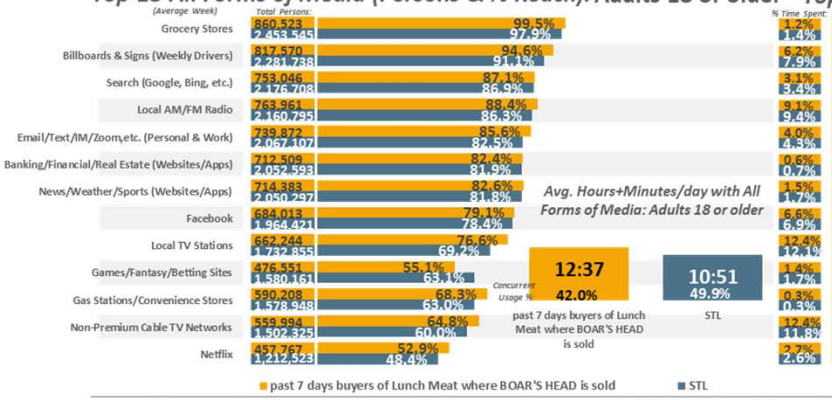
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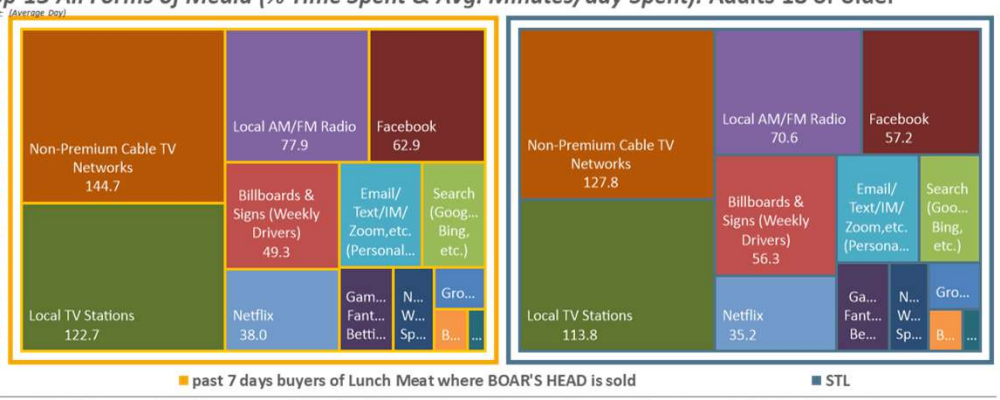
[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND Grocery stores shopped past 7 days (HHLD): Jewel-Osco)]

Adults 18 or older past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold spend an average of 9 hours and 39 minutes each day with All Forms of Ad-Supported Media. 84.3% listen to Local AM/FM Radio for an avg. of 72.4 minutes/day. *(Local Radio delivers 10.5% of Time with Ad-Supported Media.)*

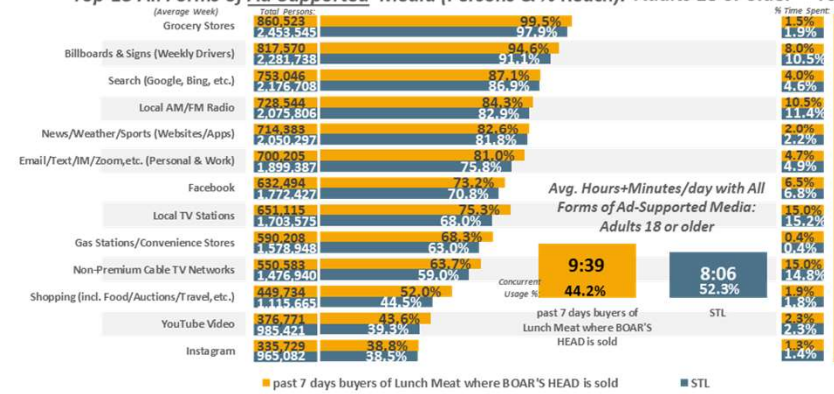
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



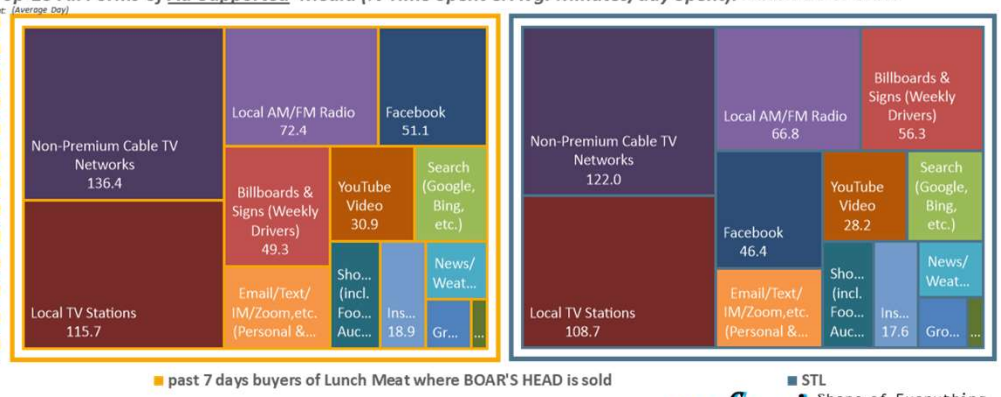
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 728

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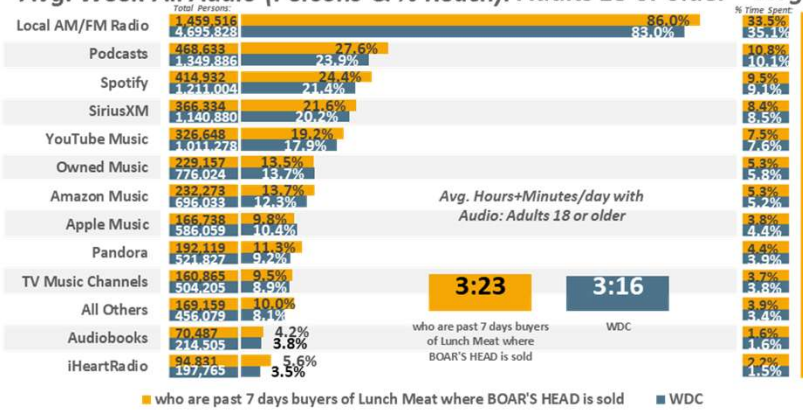
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[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND Grocery stores shopped past 7 days (HHLD): Schnucks)]

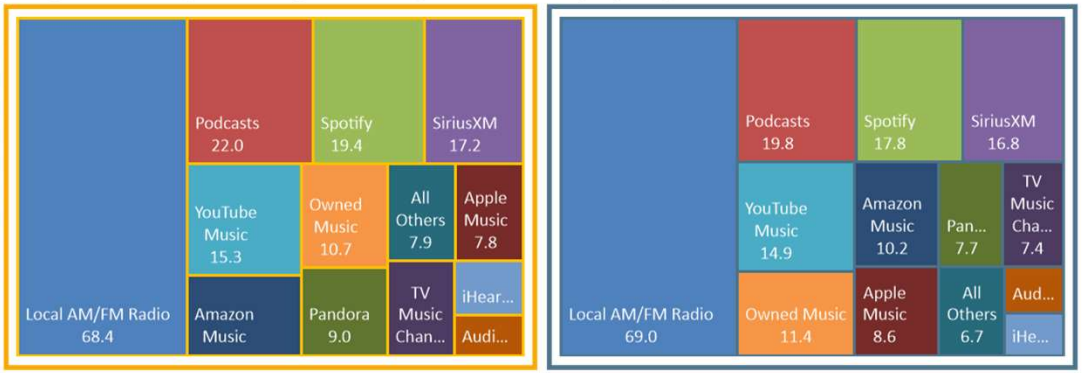
Washington

1,368,823 or 80.6% of Adults 18 or older who are past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold listen to Ad-Supported Local AM/FM Radio for an average of 61.8 minutes every day representing 41.7% of all time spent daily with Ad-Supported Audi

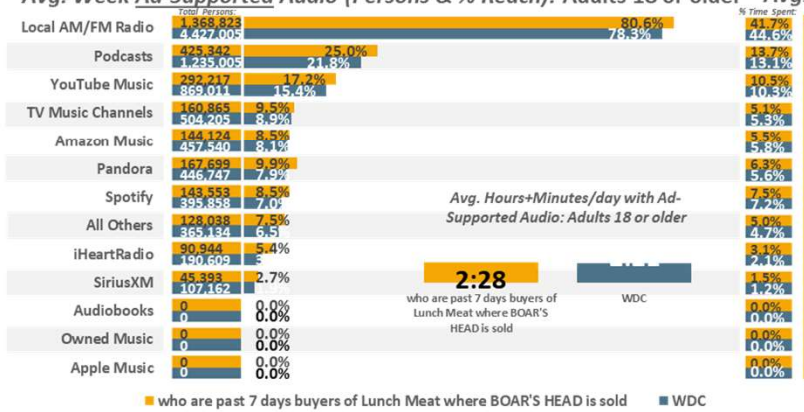
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



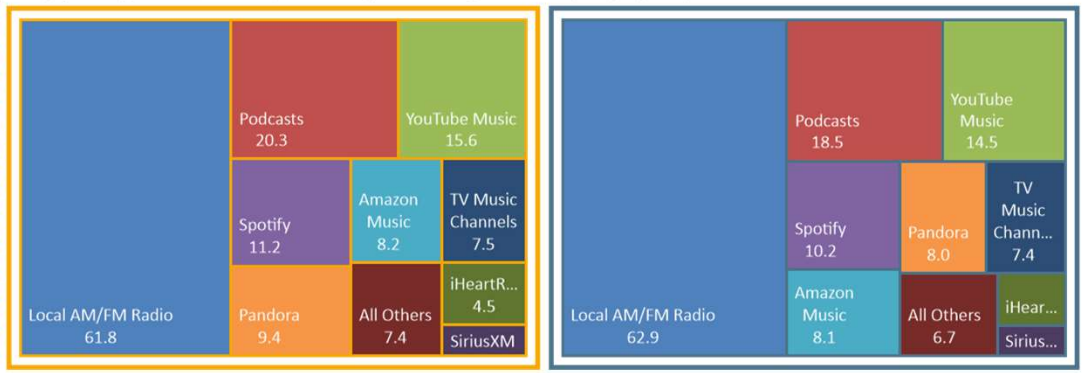
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,609

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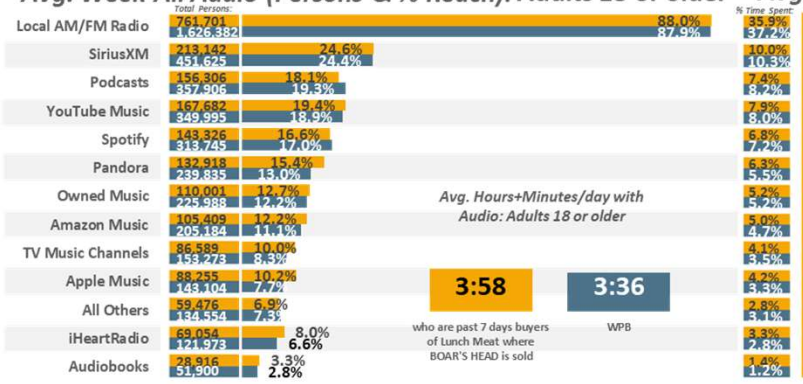
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[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND (Grocery stores shopped past 7 days (HHLD): Giant OR Grocery stores shopped past 7 days (HHLD): Harris Teeter))]

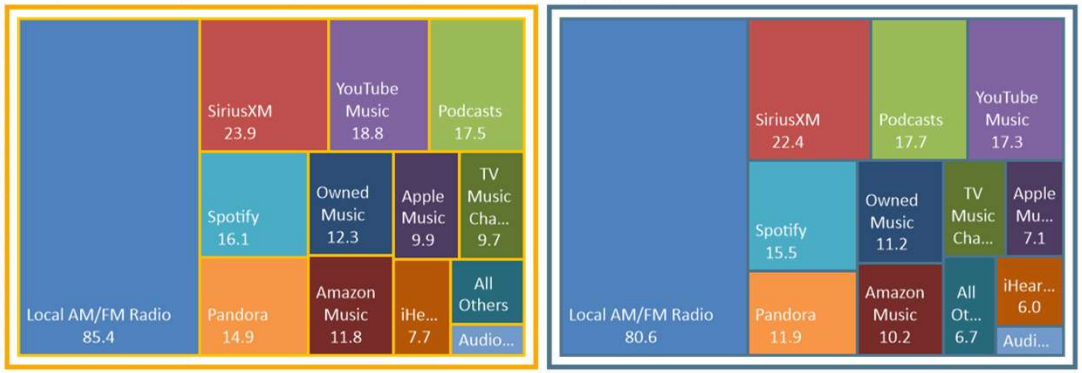
West Palm

739,278 or 85.4% of Adults 18 or older who are past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold listen to Ad-Supported Local AM/FM Radio for an average of 82.5 minutes every day representing 45.9% of all time spent daily with Ad-Supported Audio.

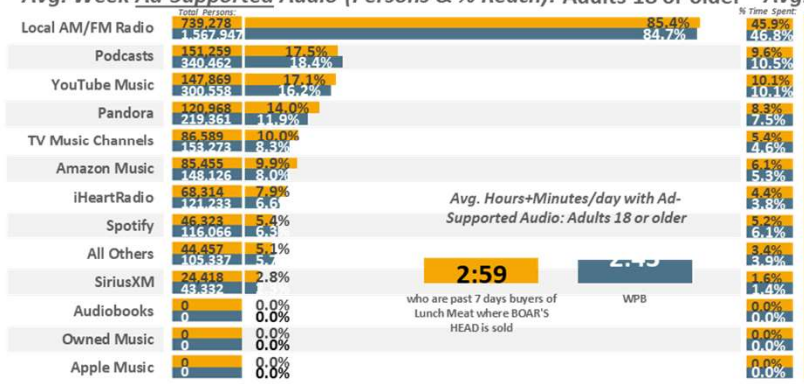
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



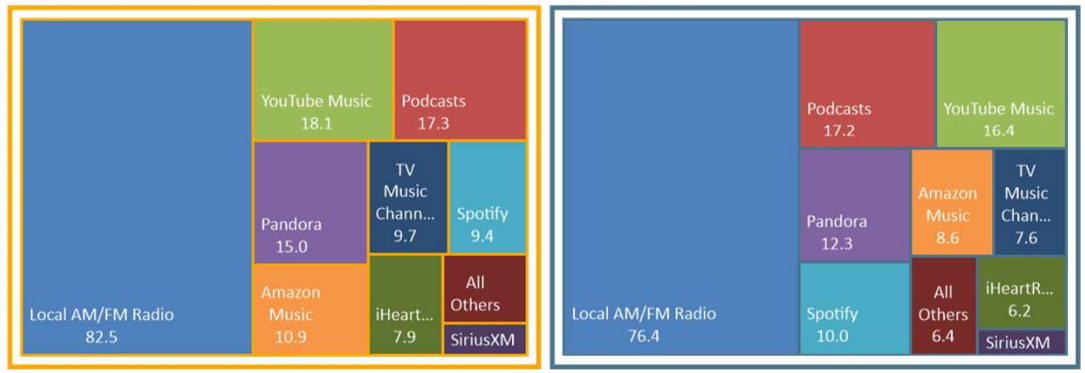
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,119

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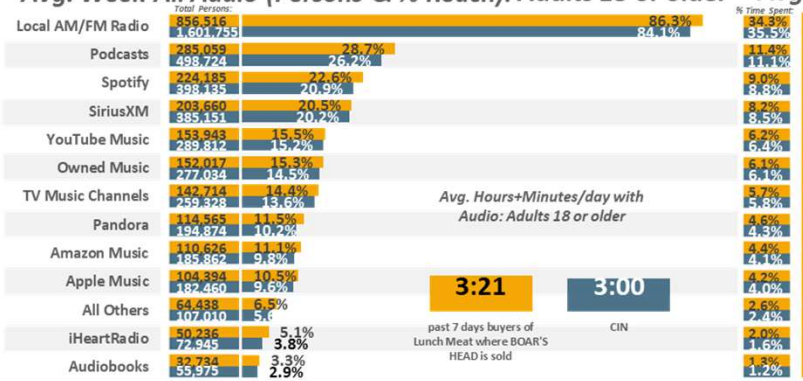
soefa.ai Share of Everything for Anything

[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND Grocery stores shopped past 7 days (HHLD): Publix)]

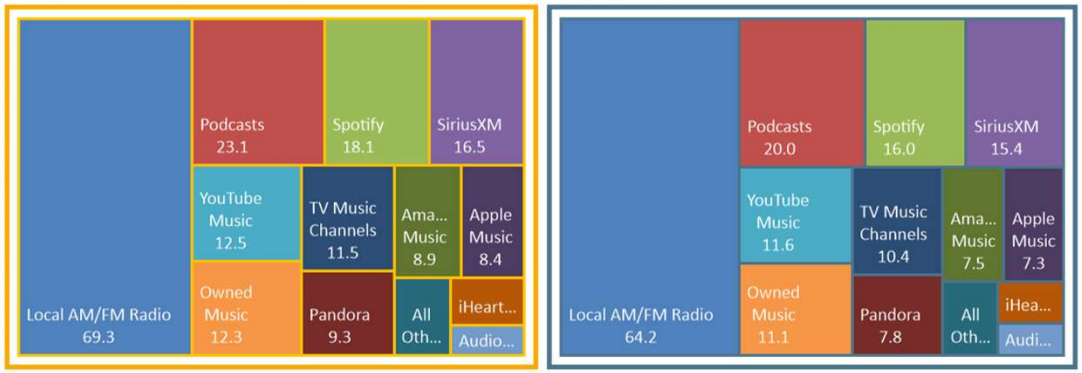
Cincinnati

820,045 or 82.7% of Adults 18 or older past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold listen to Ad-Supported Local AM/FM Radio for an average of 66.4 minutes every day representing 44.1% of all time spent daily with Ad-Supported Audio.

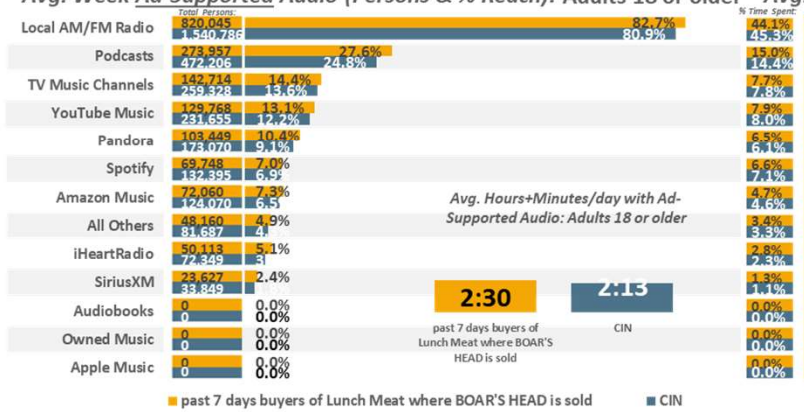
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



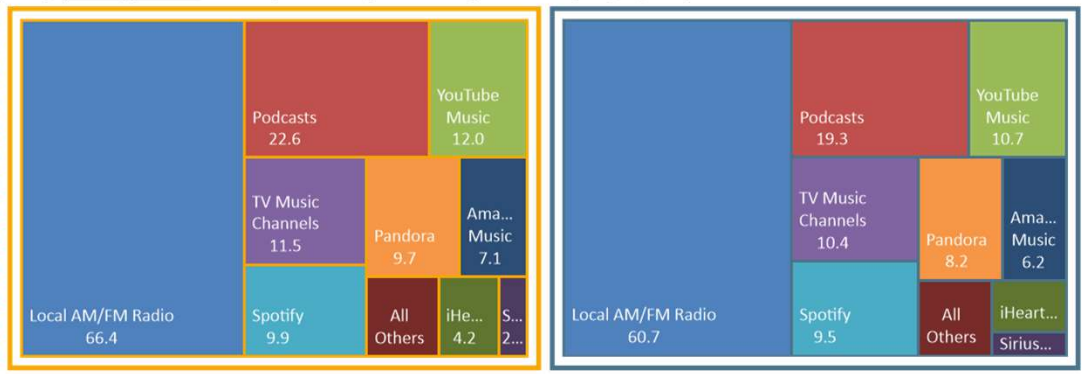
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 998

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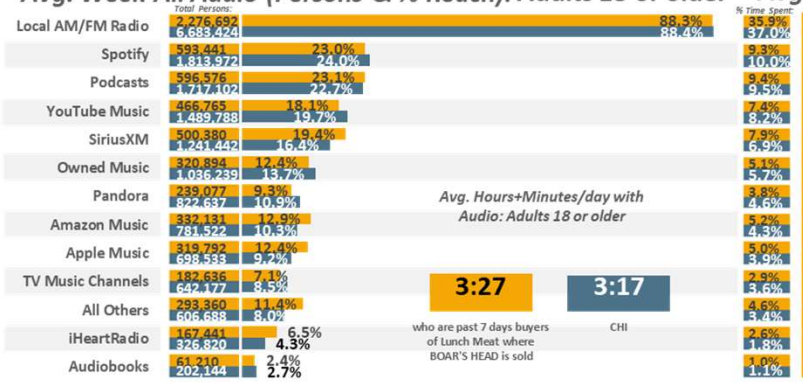
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[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND Grocery stores shopped past 7 days (HHLD): Kroger)]

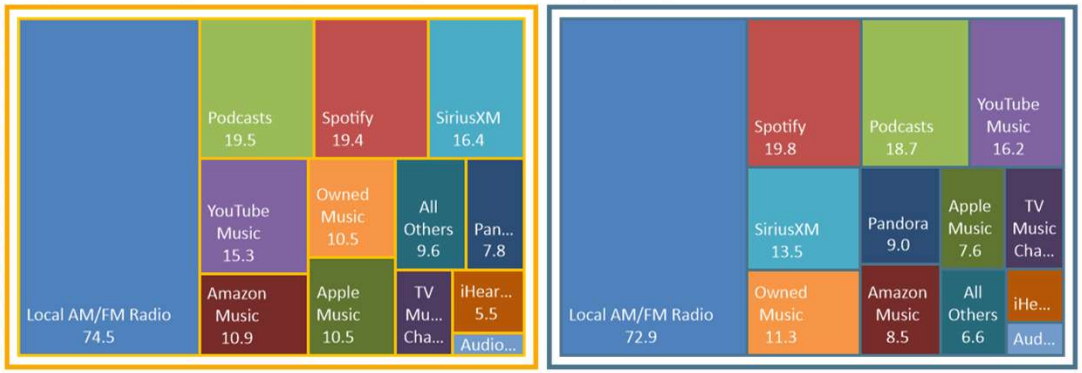
Chicago

2,145,344 or 83.2% of Adults 18 or older who are past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold listen to Ad-Supported Local AM/FM Radio for an average of 70.2 minutes every day representing 44.8% of all time spent daily with Ad-Supported Audi

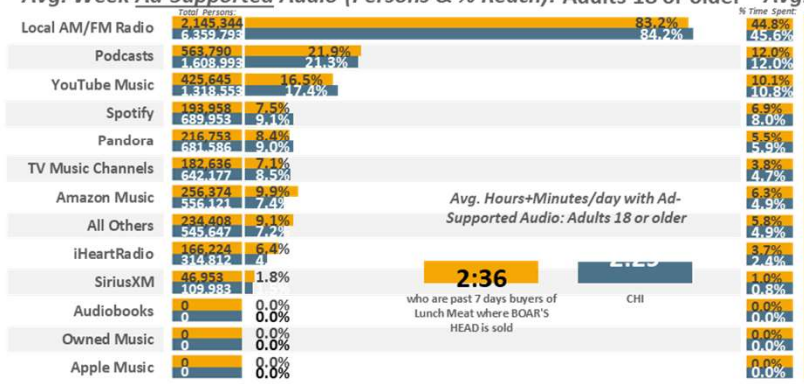
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



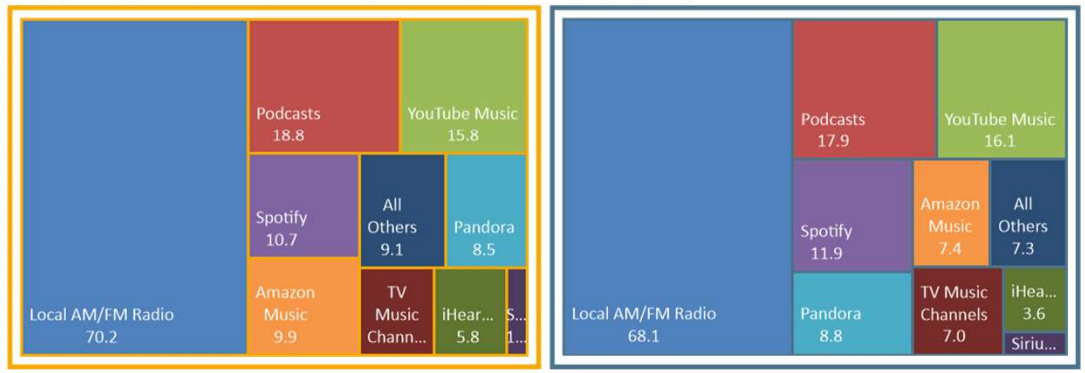
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,174

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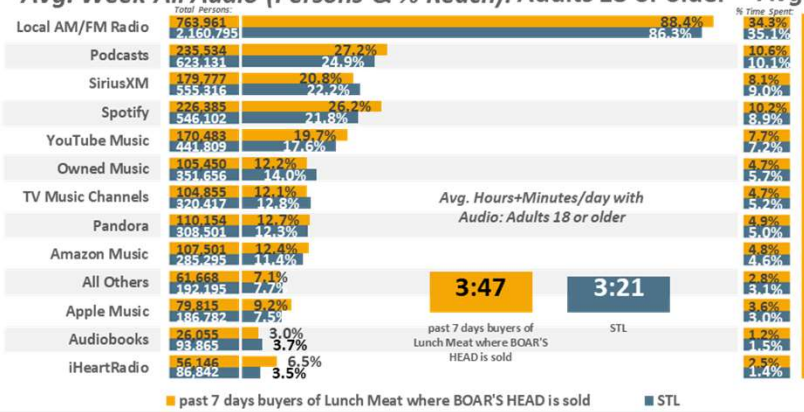
soefa.ai Share of Everything for Anything ©

[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND Grocery stores shopped past 7 days (HHLD): Jewel-Osco)]

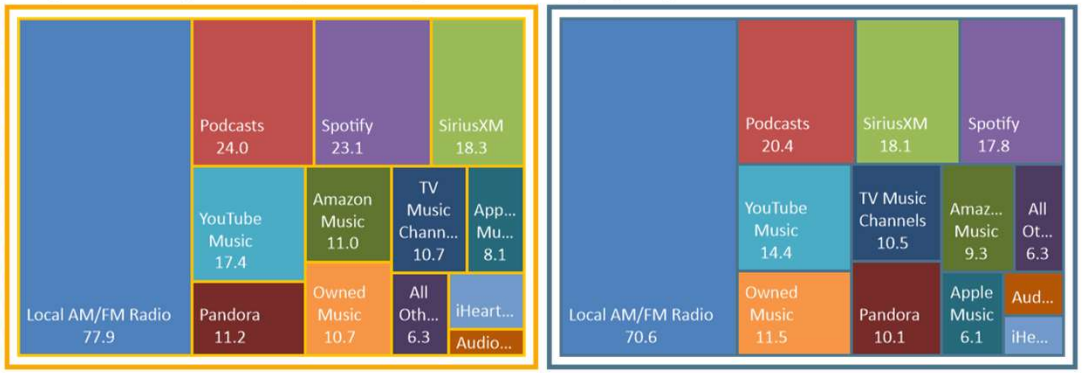
St. Louis

728,544 or 84.3% of Adults 18 or older past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold listen to Ad-Supported Local AM/FM Radio for an average of 72.4 minutes every day representing 42.9% of all time spent daily with Ad-Supported Audio.

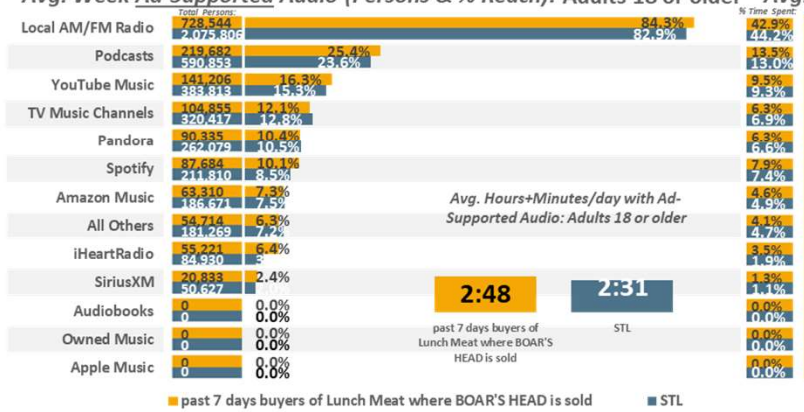
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



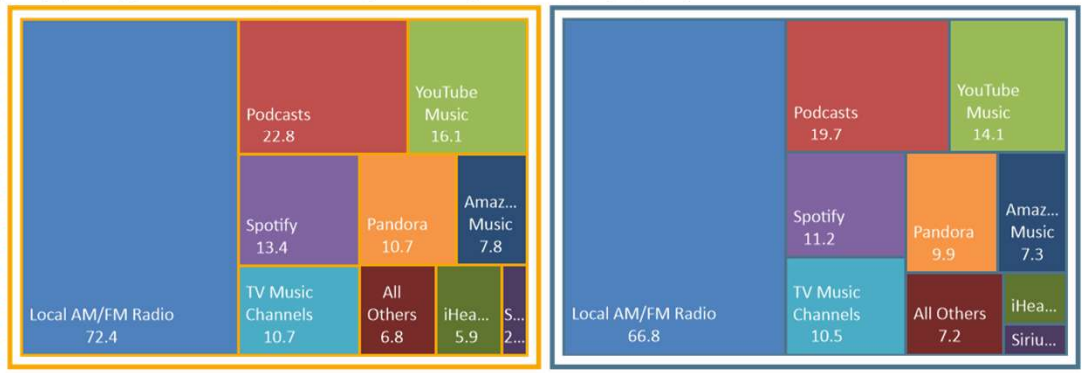
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 728

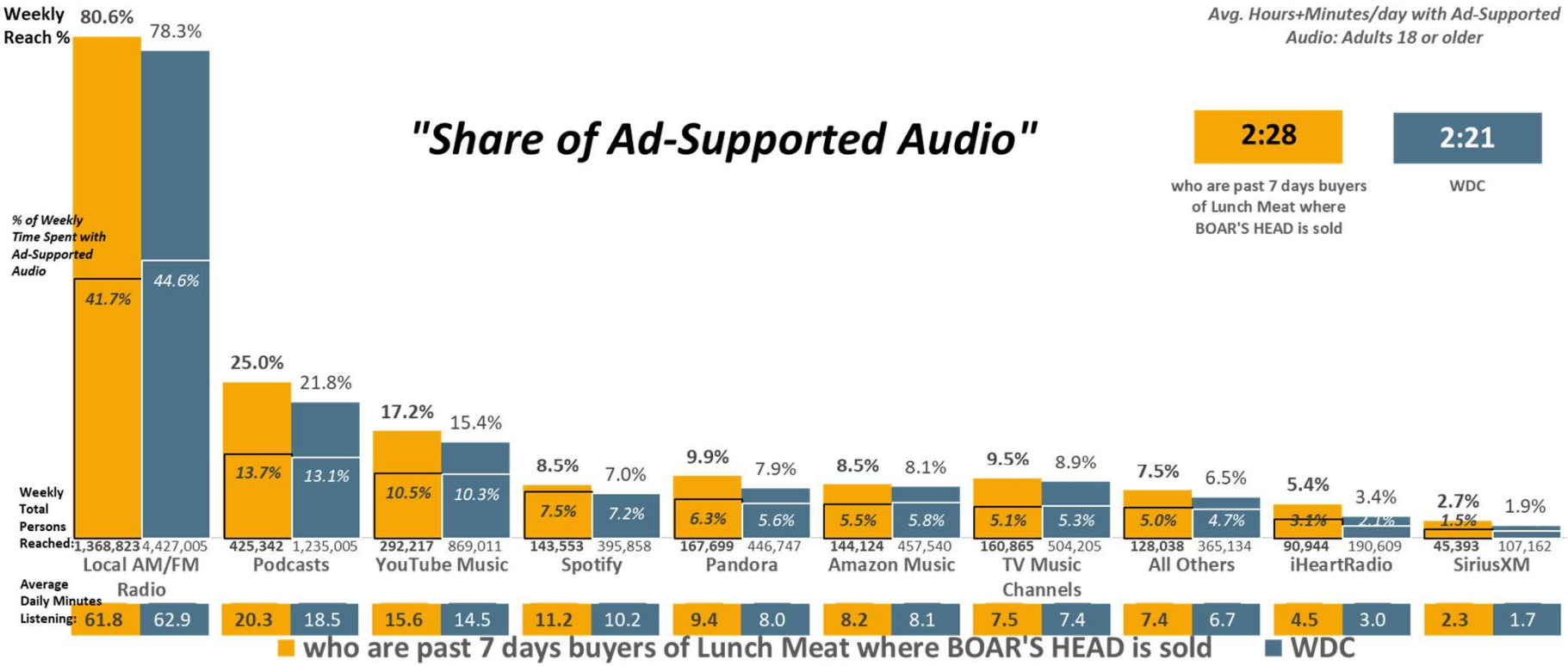
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[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND Grocery stores shopped past 7 days (HHLD): Schnucks)]

Washington

1,368,823 or 80.6% of Adults 18 or older who are past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold listen to Ad-Supported Local AM/FM Radio for an average of 61.8 minutes every day representing 41.7% of all time spent daily with Ad-Supported Audi



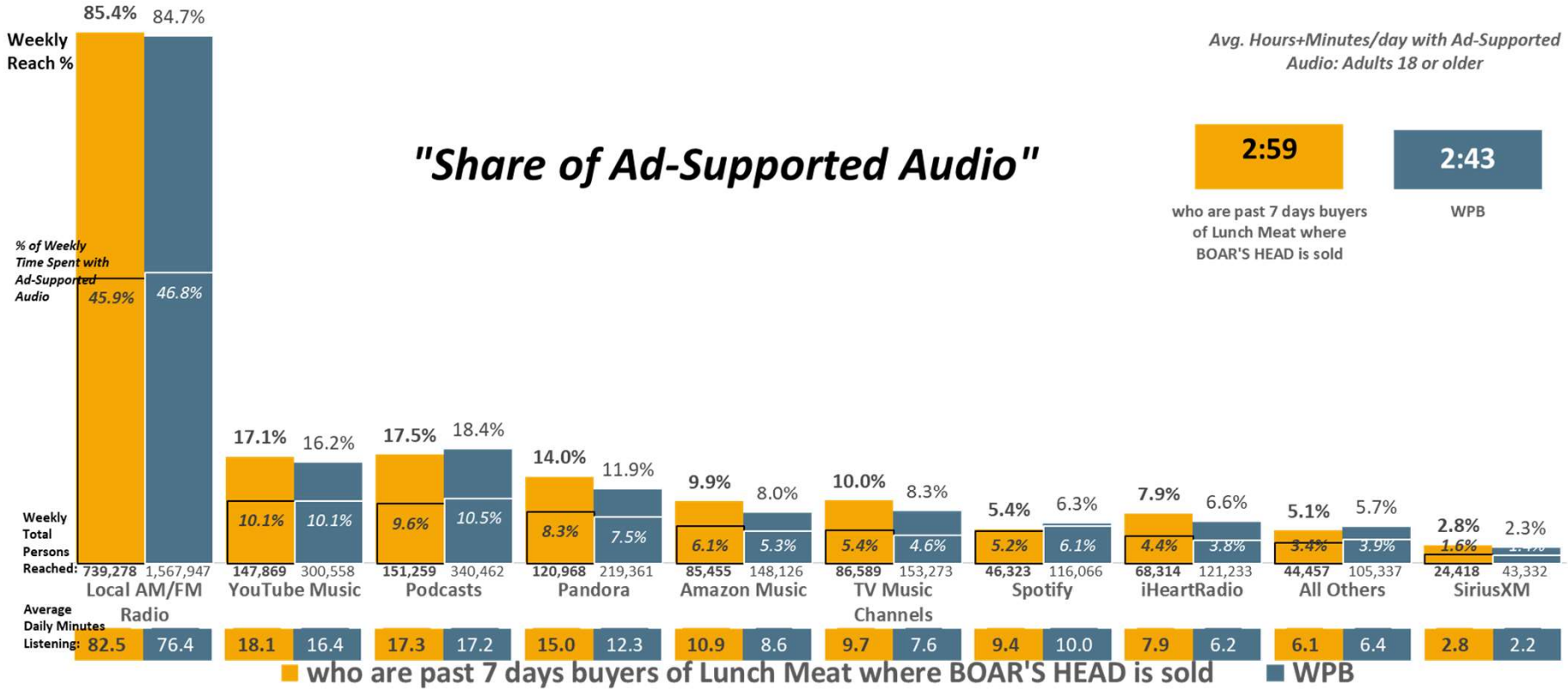
WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,609 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

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[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND (Grocery stores shopped past 7 days (HHLD): Giant OR Grocery stores shopped past 7 days (HHLD): Harris Teeter))]

739,278 or 85.4% of Adults 18 or older who are past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold listen to Ad-Supported Local AM/FM Radio for an average of 82.5 minutes every day representing 45.9% of all time spent daily with Ad-Supported Audio.



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,119 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,465

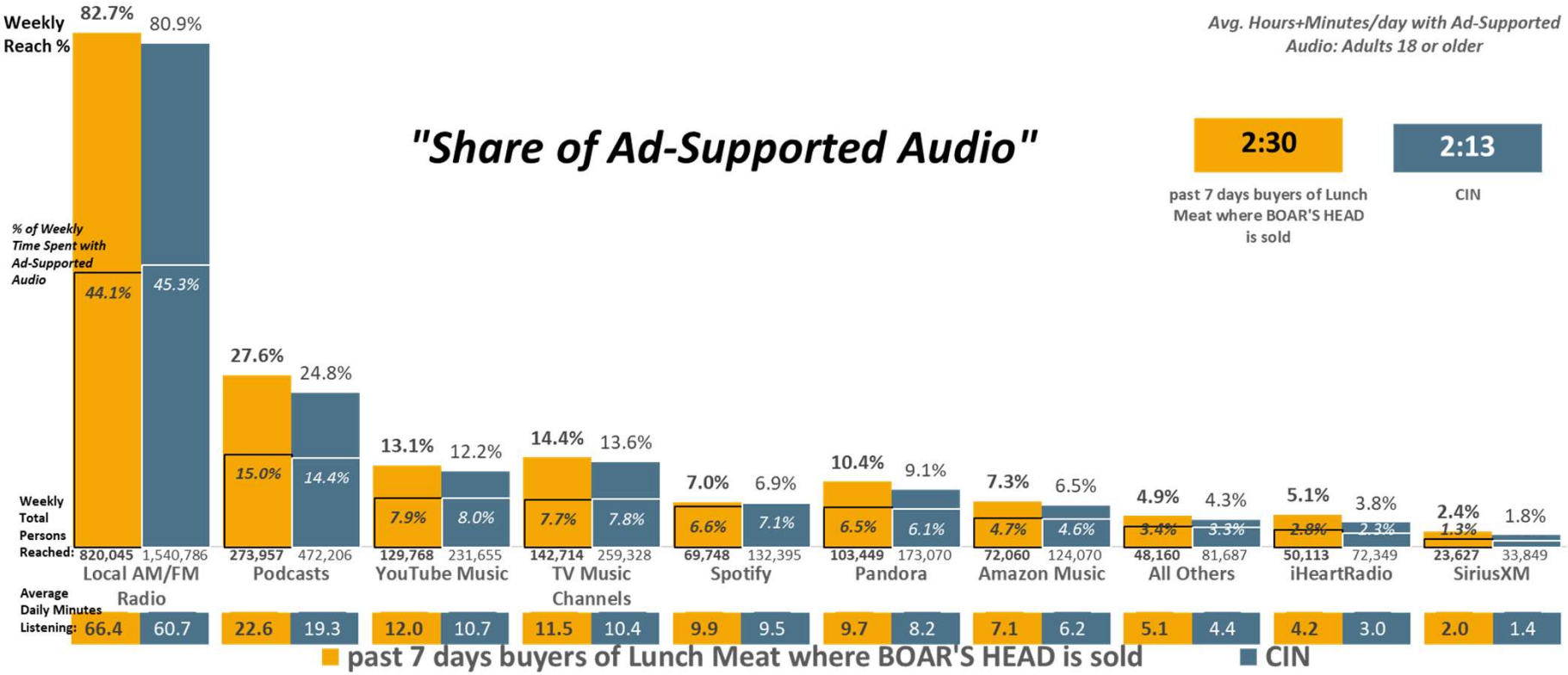
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[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND Grocery stores shopped past 7 days (HHLD): Publix)]

Cincinnati

820,045 or 82.7% of Adults 18 or older past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold listen to Ad-Supported Local AM/FM Radio for an average of 66.4 minutes every day representing 44.1% of all time spent daily with Ad-Supported Audio.



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 998 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,928

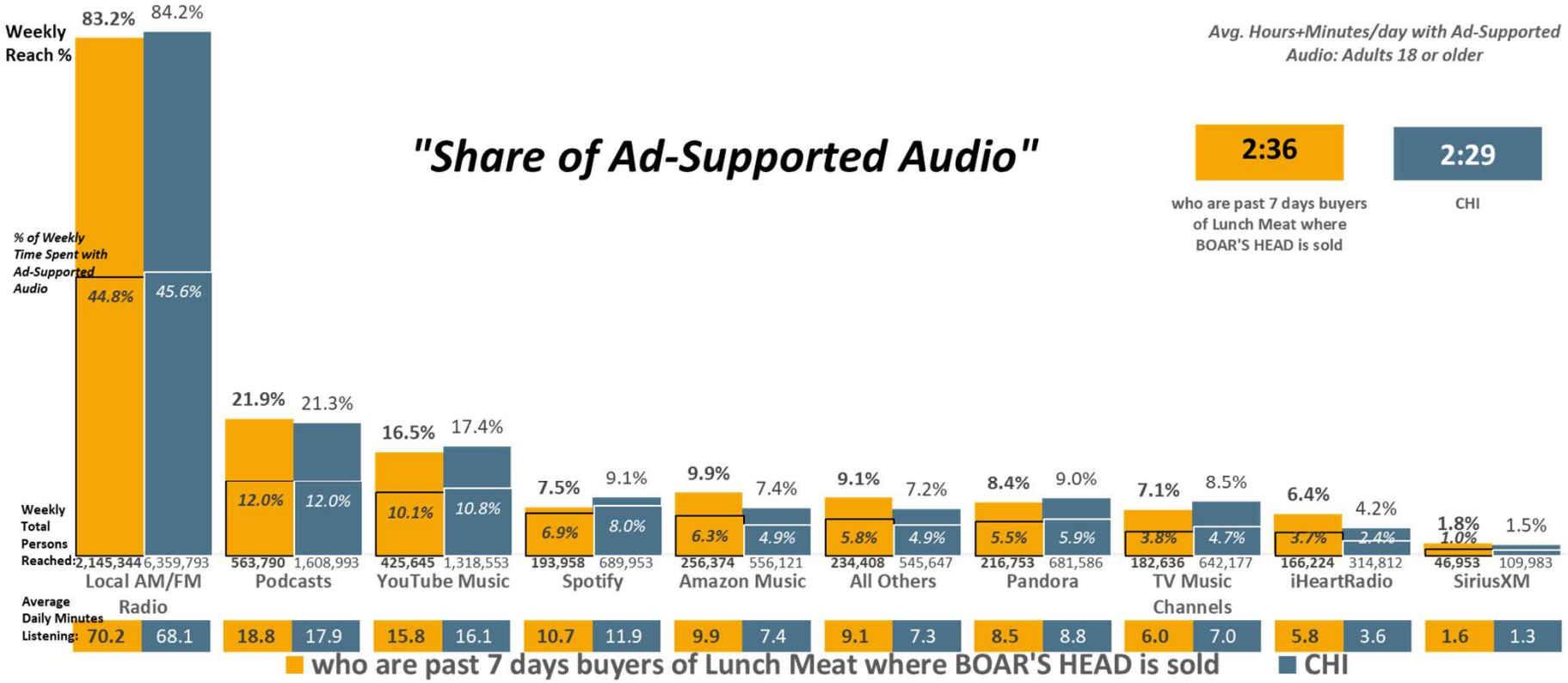
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[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND Grocery stores shopped past 7 days (HHLD): Kroger)]

Chicago

2,145,344 or 83.2% of Adults 18 or older who are past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold listen to Ad-Supported Local AM/FM Radio for an average of 70.2 minutes every day representing 44.8% of all time spent daily with Ad-Supported Audi



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,174 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

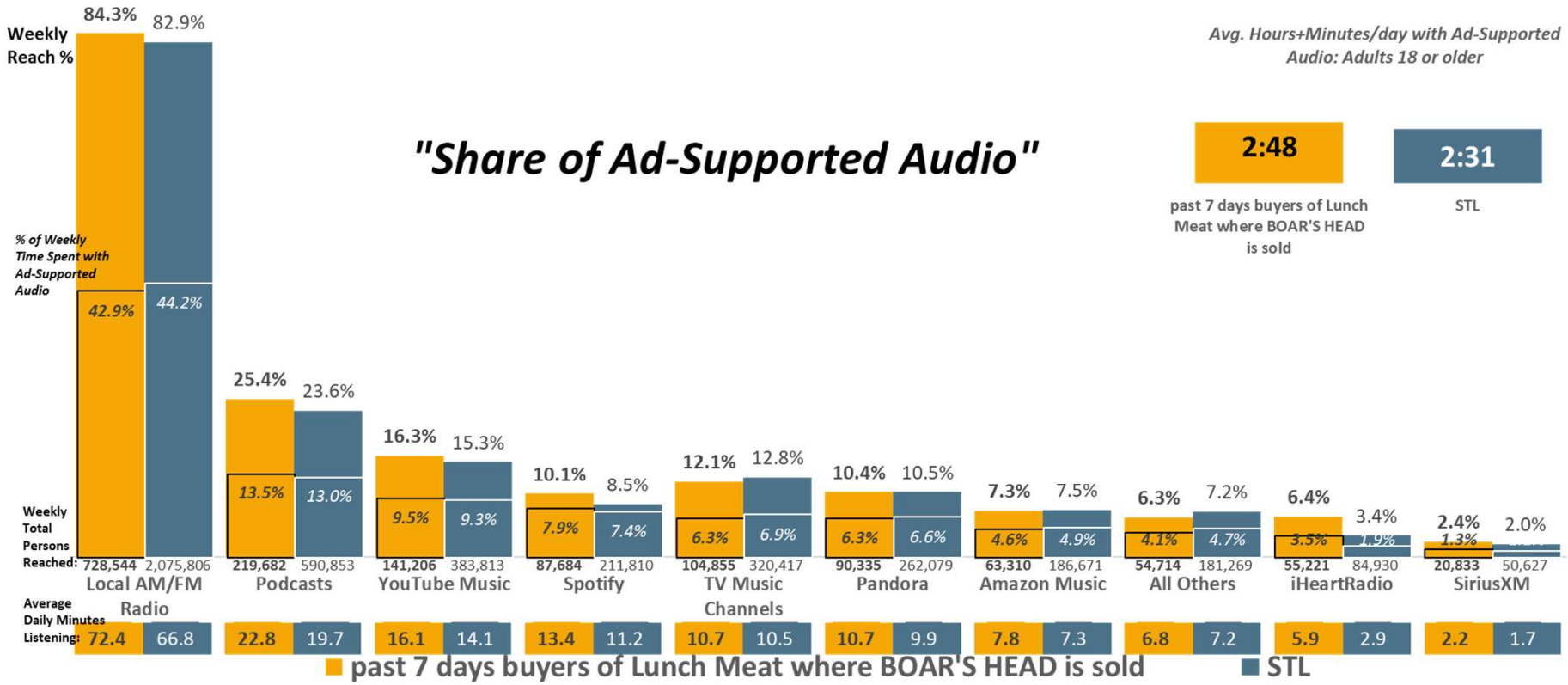
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[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND Grocery stores shopped past 7 days (HHLD): Jewel-Osco)]

St. Louis

728,544 or 84.3% of Adults 18 or older past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold listen to Ad-Supported Local AM/FM Radio for an average of 72.4 minutes every day representing 42.9% of all time spent daily with Ad-Supported Audio.



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 728 ST. LOUIS DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,952

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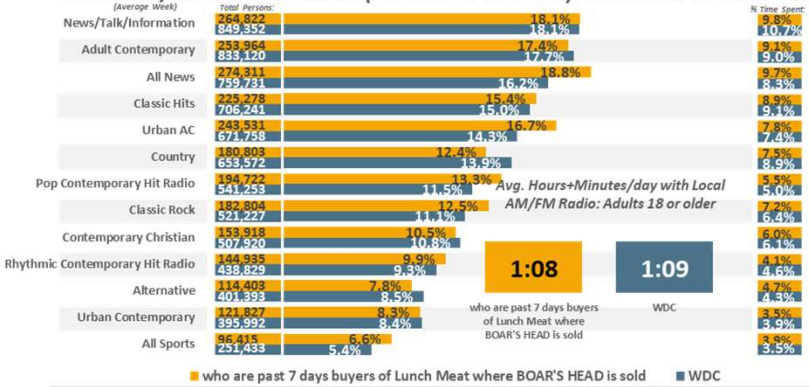
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[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND Grocery stores shopped past 7 days (HHLD): Schnucks)]

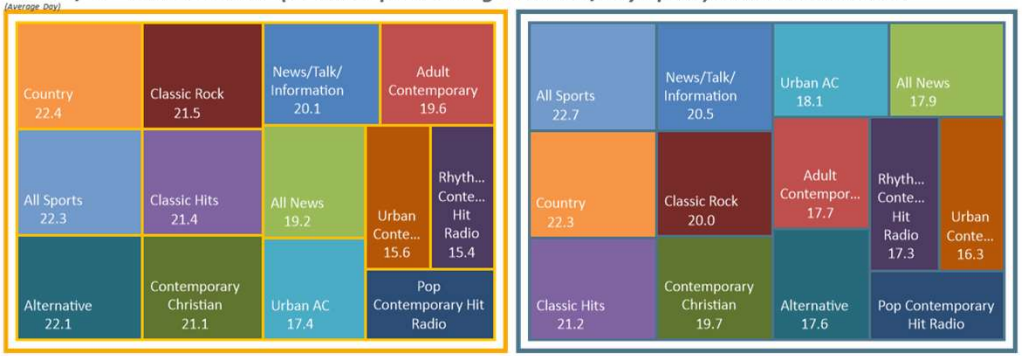
Washington

1,368,823 or 80.6% of Adults 18 or older who are past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are All News, Adult Contemporary, Urban AC, Classic Hits, and Pop Contemporary Hit Radi

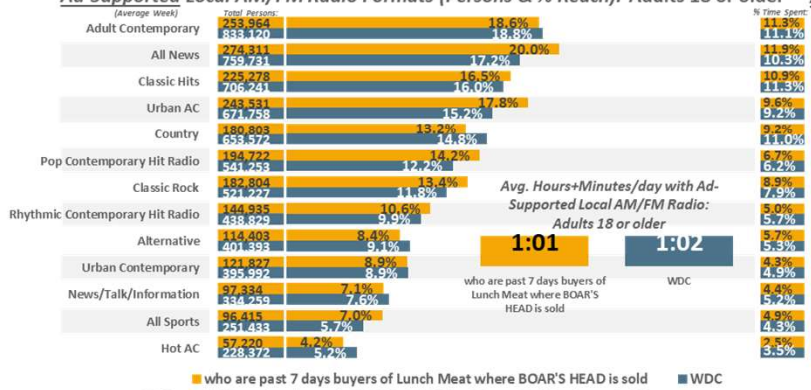
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



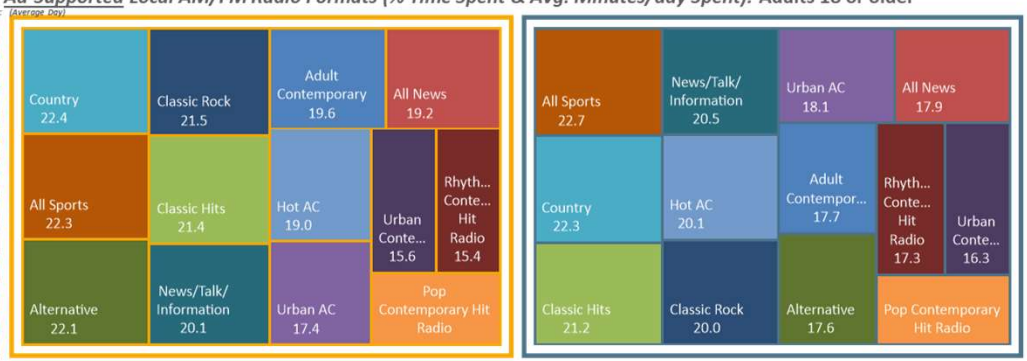
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,609

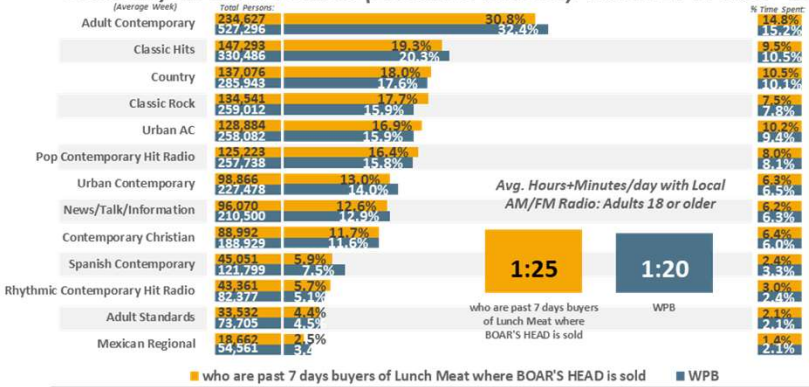
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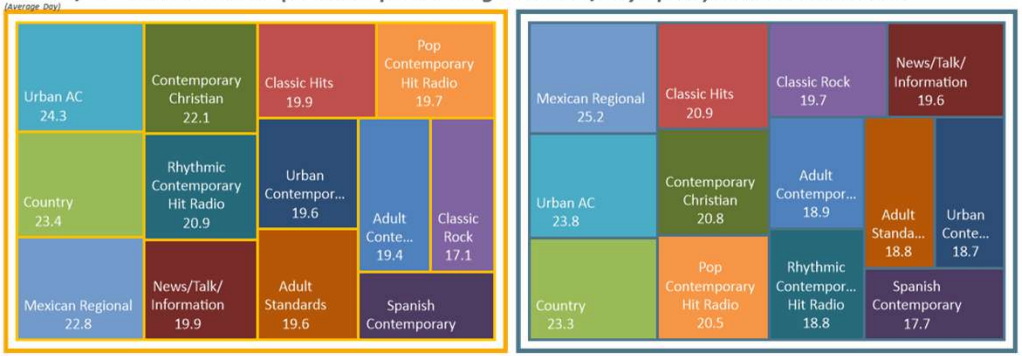
[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND (Grocery stores shopped past 7 days (HHLD): Giant OR Grocery stores shopped past 7 days (HHLD): Harris Teeter))]

739,278 or 85.4% of Adults 18 or older who are past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Country, Classic Rock, and Urban AC.

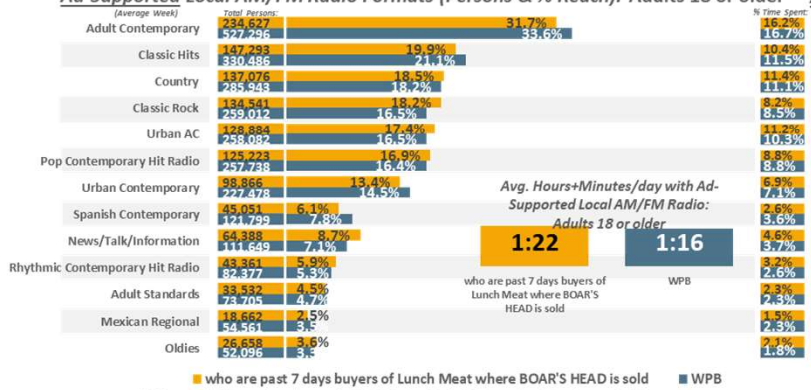
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



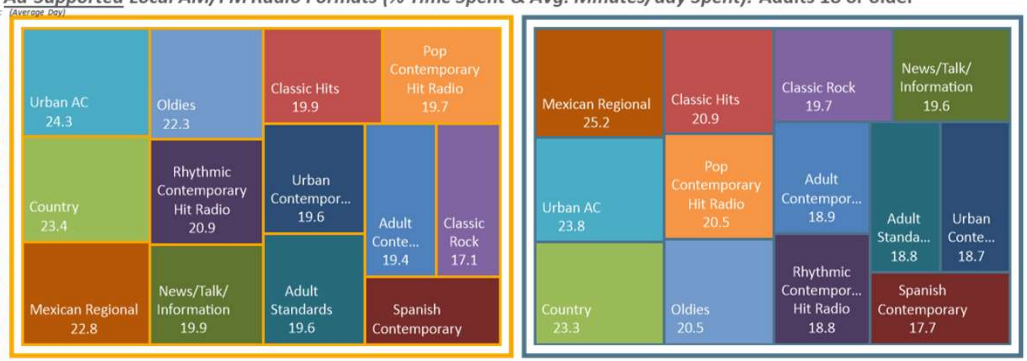
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,119

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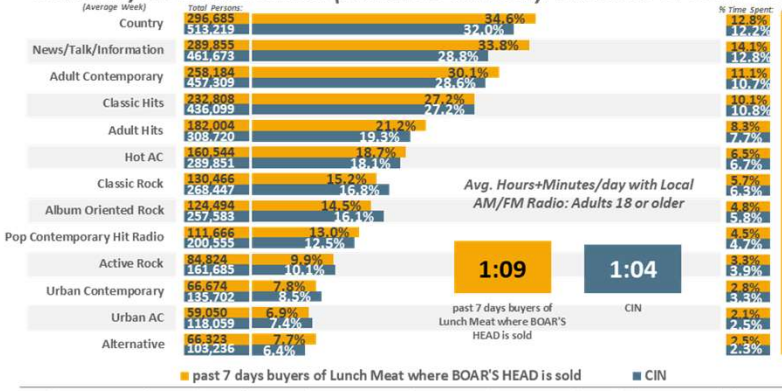
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[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND Grocery stores shopped past 7 days (HHLD): Publix)]

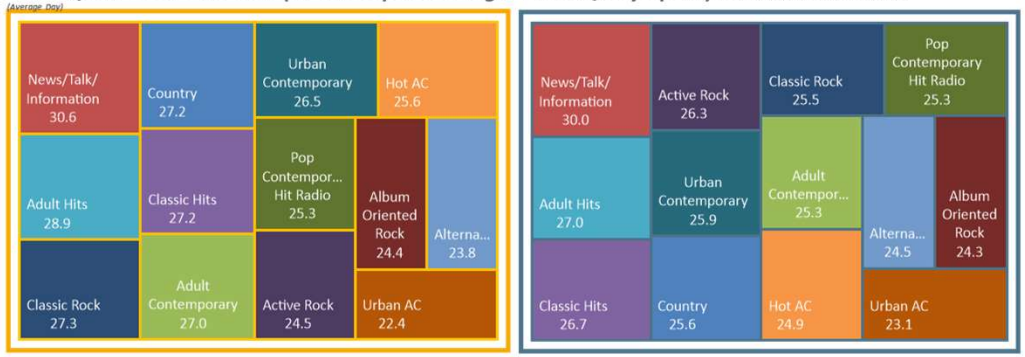
Cincinnati

820,045 or 82.7% of Adults 18 or older past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, News/Talk/Information, Classic Hits, and Adult Hits.

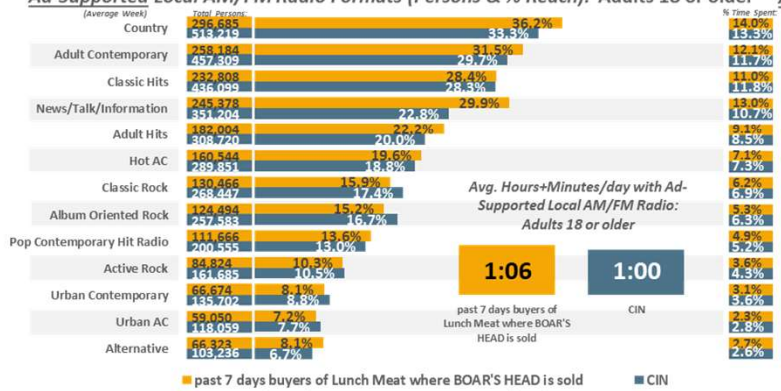
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



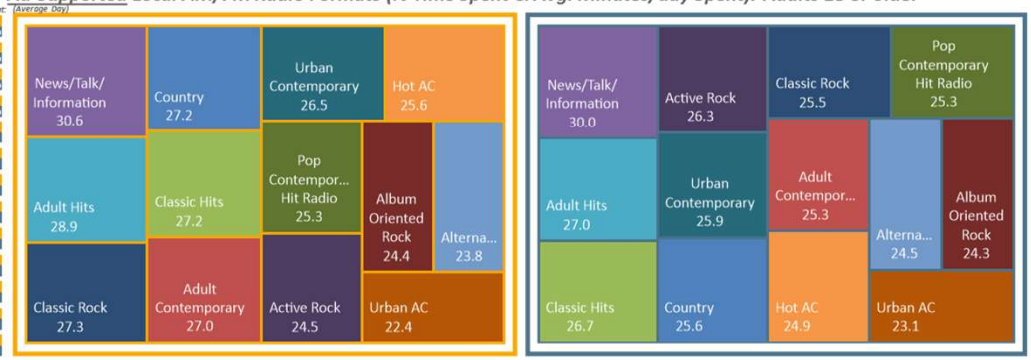
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 998

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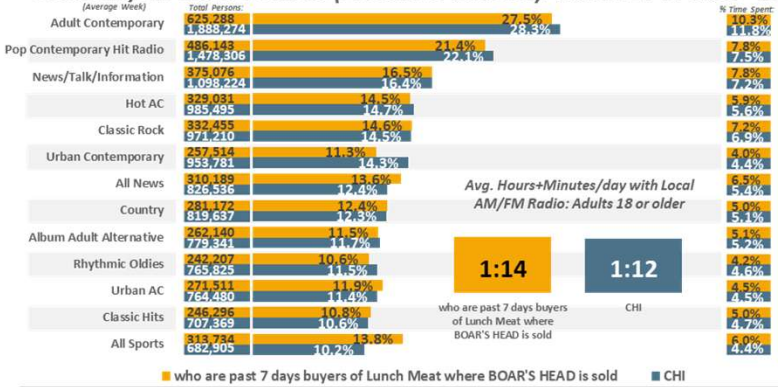
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[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND Grocery stores shopped past 7 days (HHLD): Kroger)]

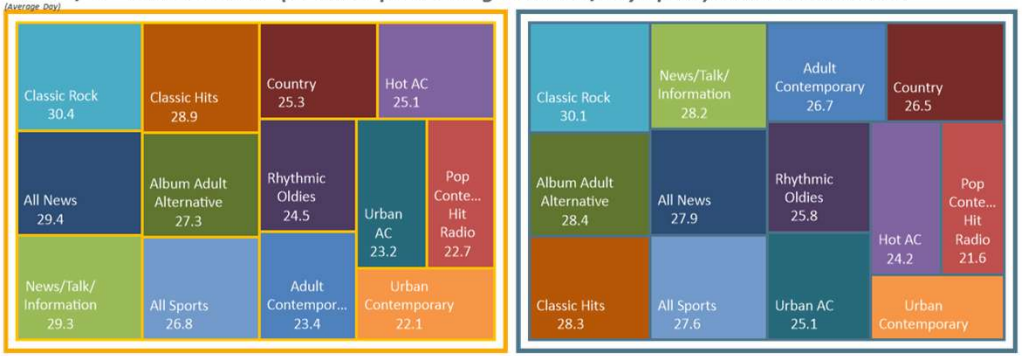
Chicago

2,145,344 or 83.2% of Adults 18 or older who are past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Rock, Hot AC, and All Sport

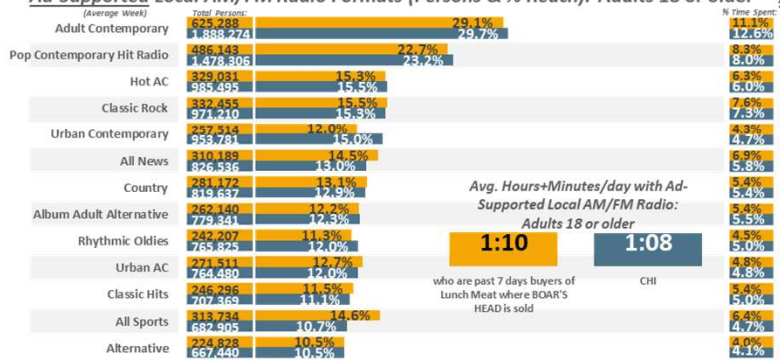
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



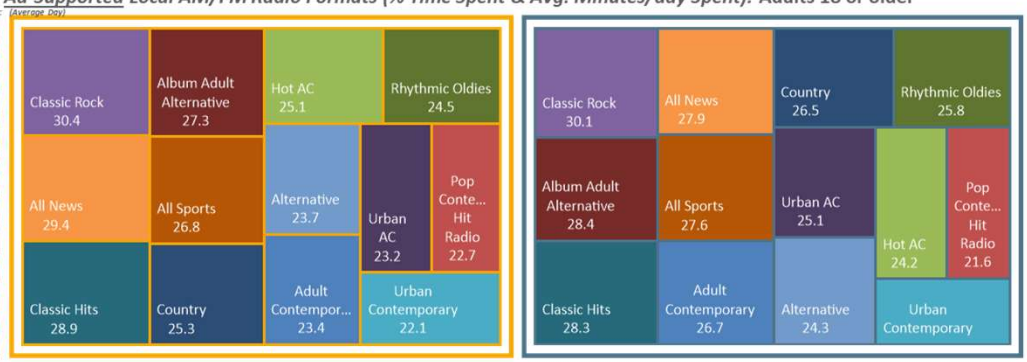
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,174

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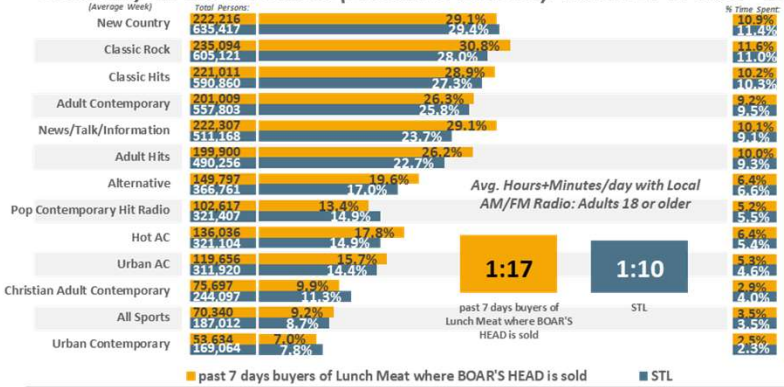
soefa.ai Share of Everything for Anything

[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND Grocery stores shopped past 7 days (HHLD): Jewel-Osco)]

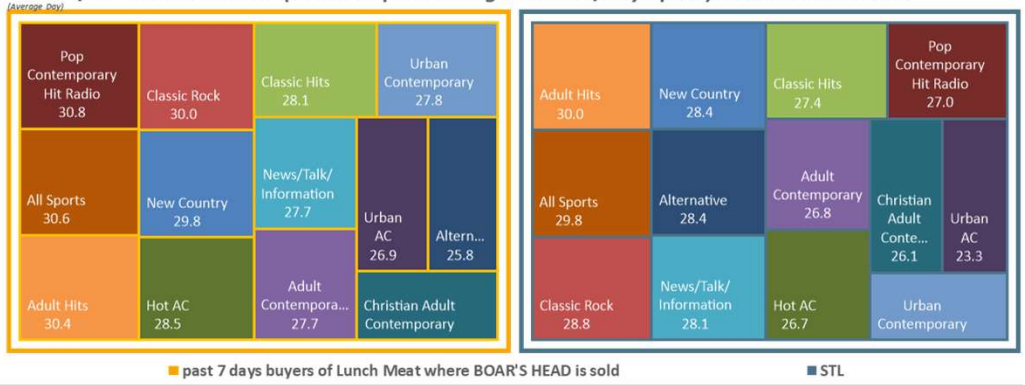
St. Louis

728,544 or 84.3% of Adults 18 or older past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, New Country, Classic Hits, Adult Contemporary, and Adult Hits.

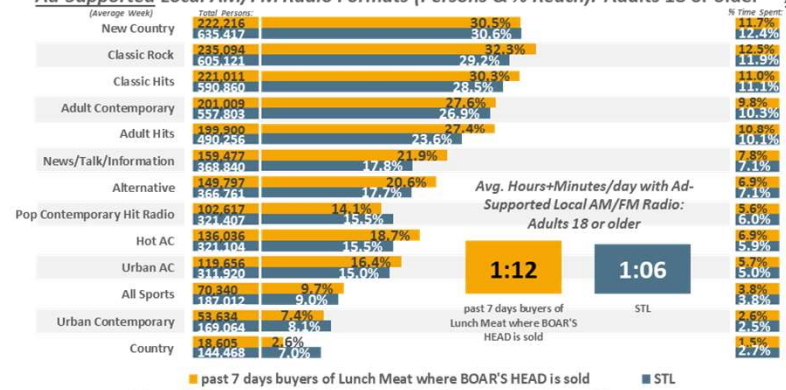
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



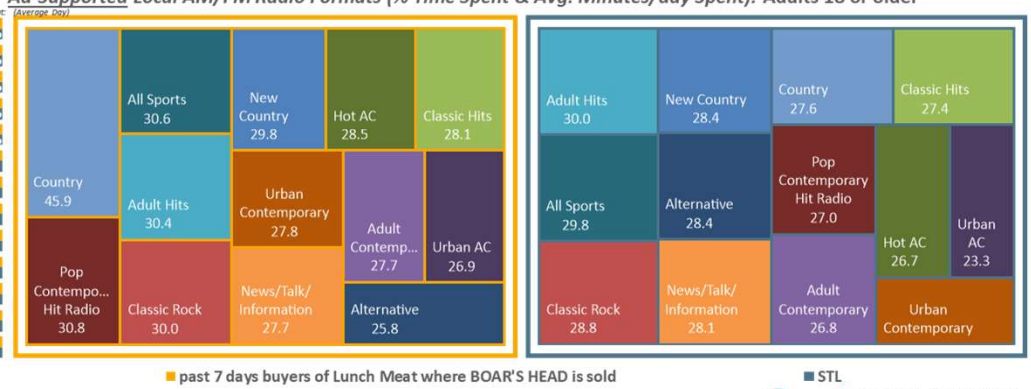
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 728

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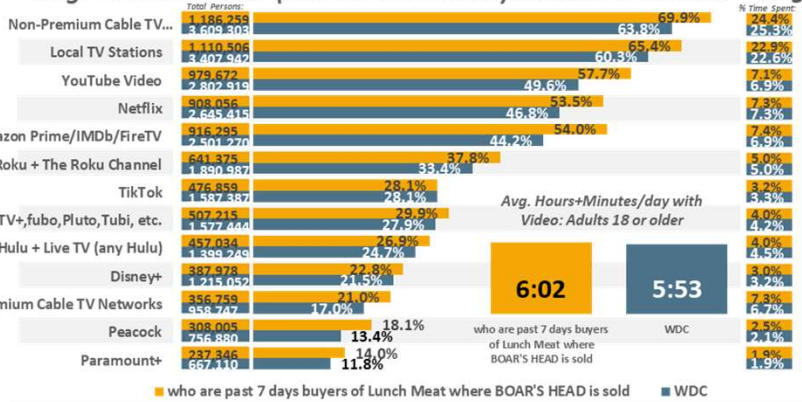
soefa.ai Share of Everything for Anything ©

[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND Grocery stores shopped past 7 days (HHLD): Schnucks)]

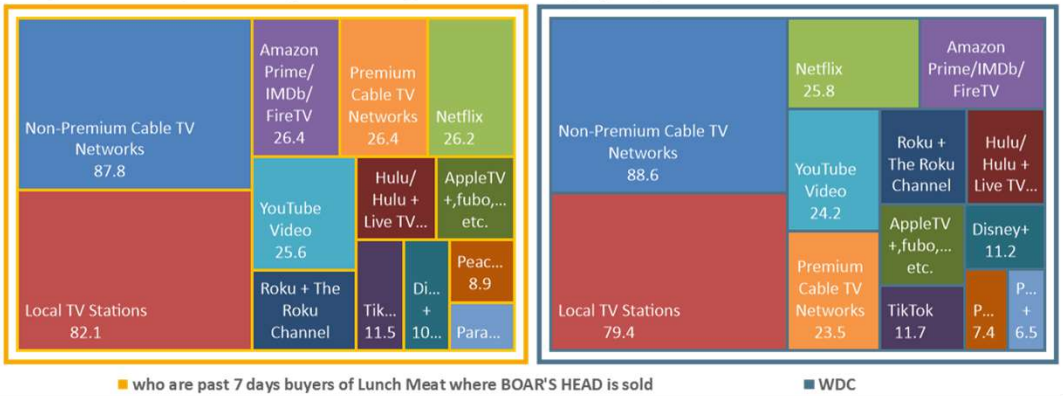


1,090,330 or 64.2% of Adults 18 or older who are past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold watch Ad-Supported Local TV Stations for an average of 77.2 minutes every day representing 25.9% of all time spent daily with Ad-Supported Video.

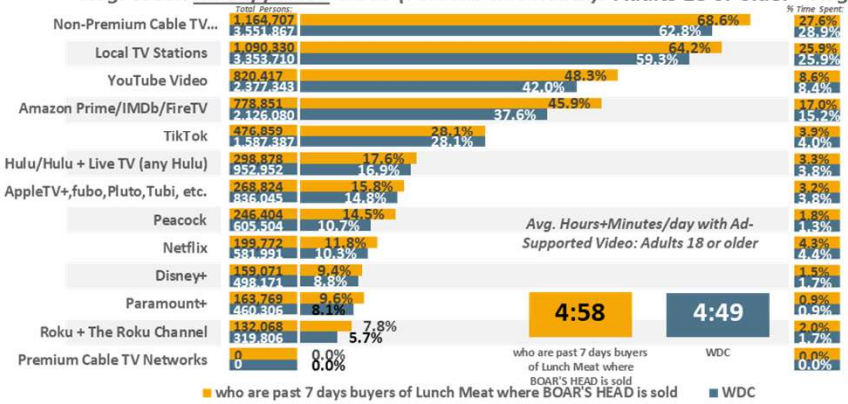
Avg. Week All Video (Persons & % Reach): Adults 18 or older



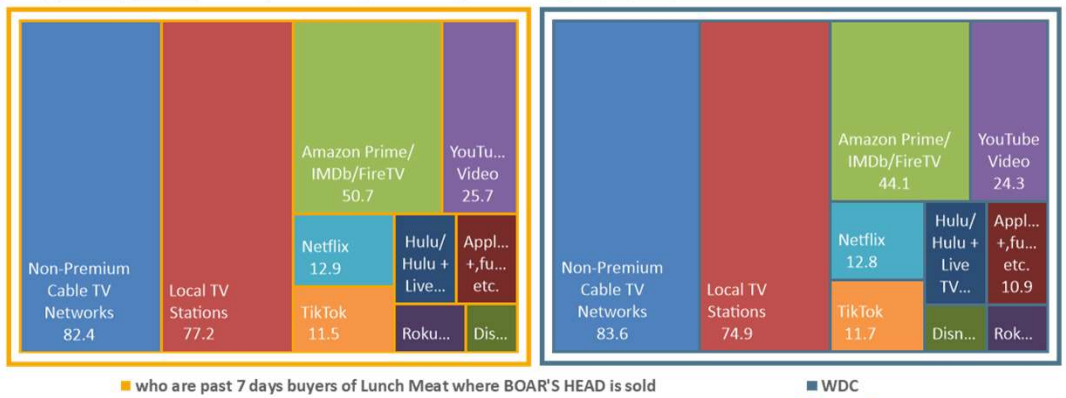
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,609

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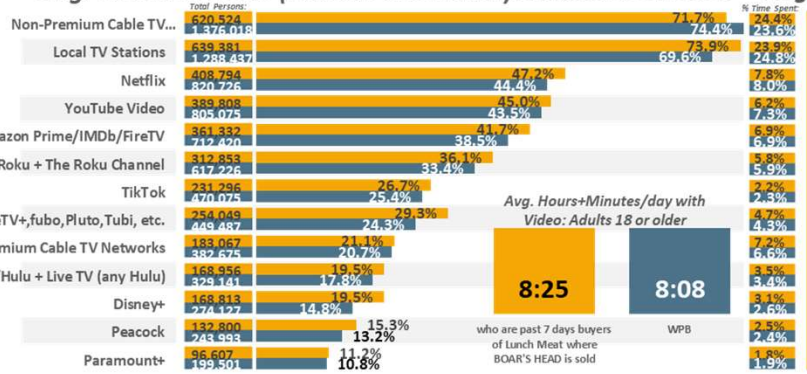
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[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND (Grocery stores shopped past 7 days (HHLD): Giant OR Grocery stores shopped past 7 days (HHLD): Harris Teeter))]

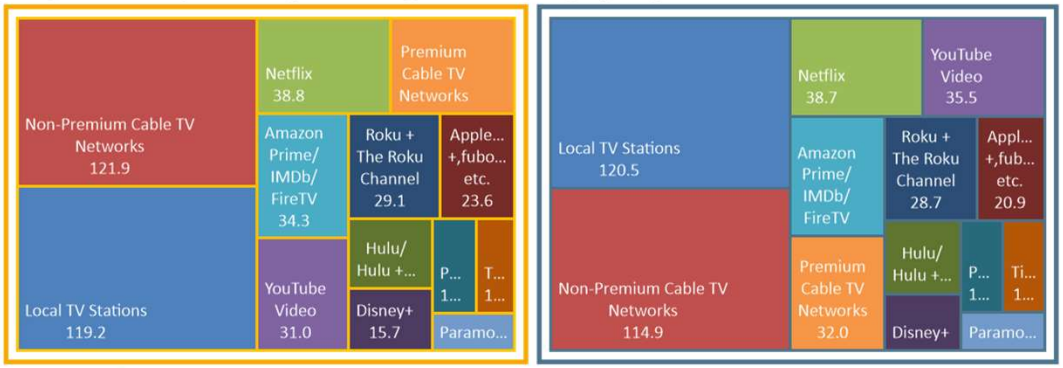
West Palm

634,097 or 73.2% of Adults 18 or older who are past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold watch Ad-Supported Local TV Stations for an average of 115.2 minutes every day representing 28.5% of all time spent daily with Ad-Supported Video.

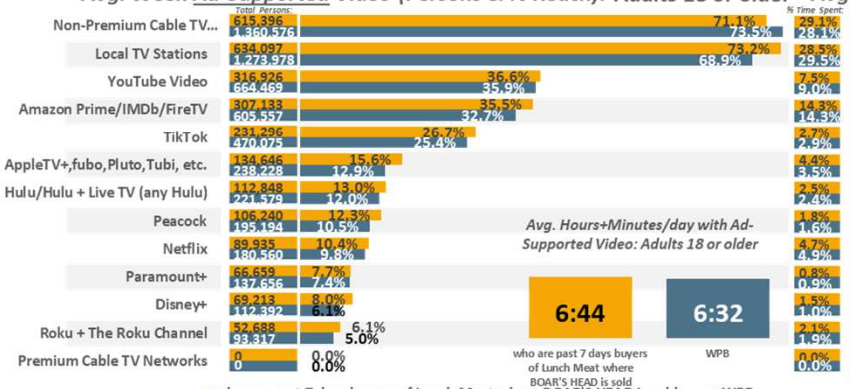
Avg. Week All Video (Persons & % Reach): Adults 18 or older



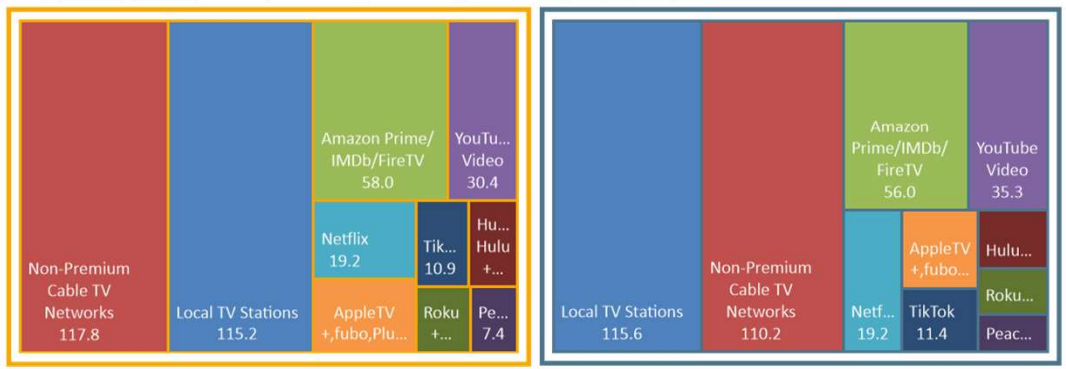
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,119

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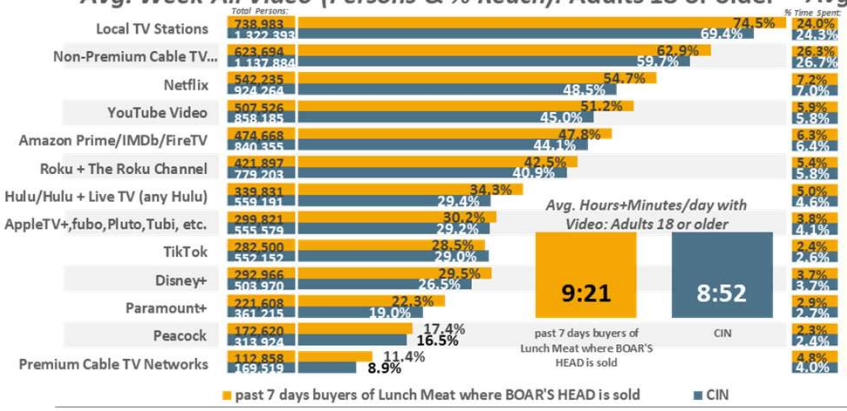
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[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND Grocery stores shopped past 7 days (HHLD): Publix)]

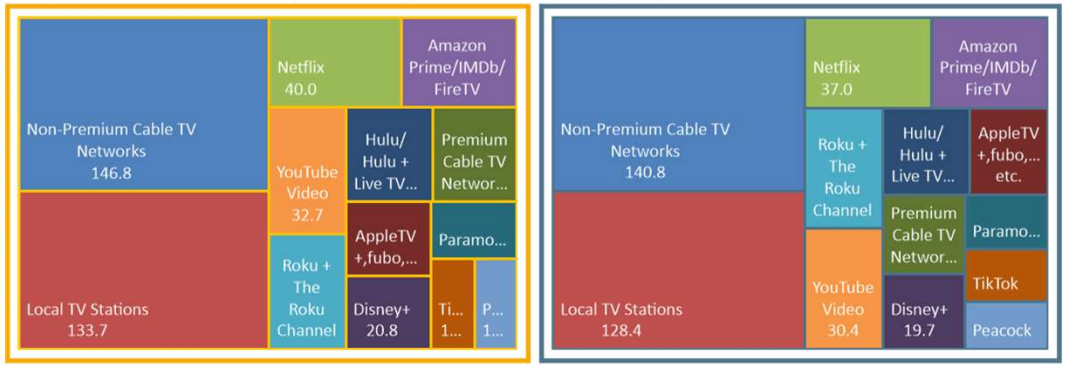
Cincinnati

726,952 or 73.3% of Adults 18 or older past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold watch Ad-Supported Local TV Stations for an average of 128.9 minutes every day representing 28.6% of all time spent daily with Ad-Supported Video.

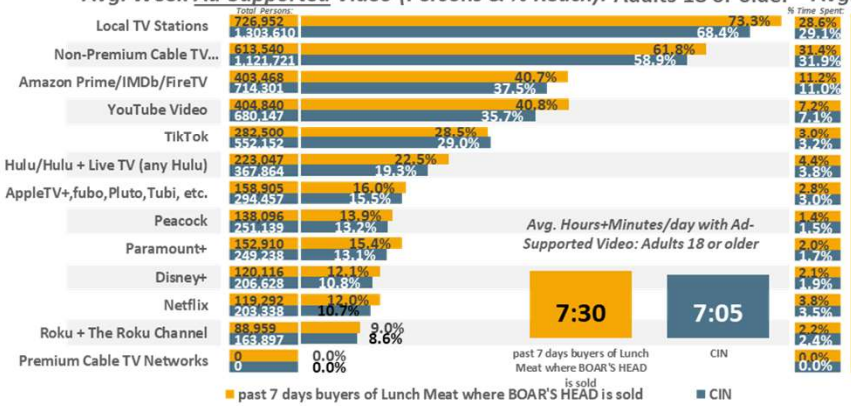
Avg. Week All Video (Persons & % Reach): Adults 18 or older



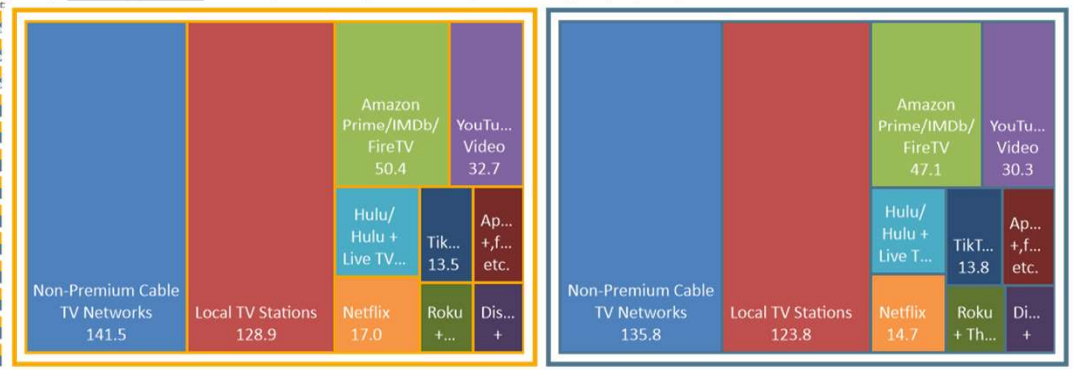
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 998

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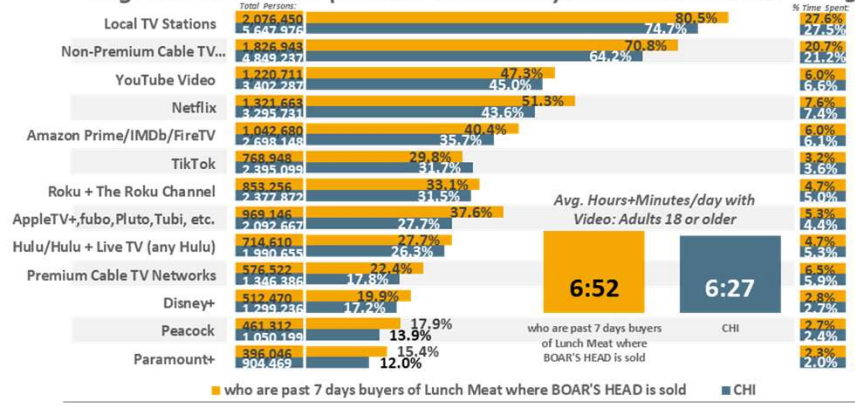
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[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND Grocery stores shopped past 7 days (HHLD): Kroger)]

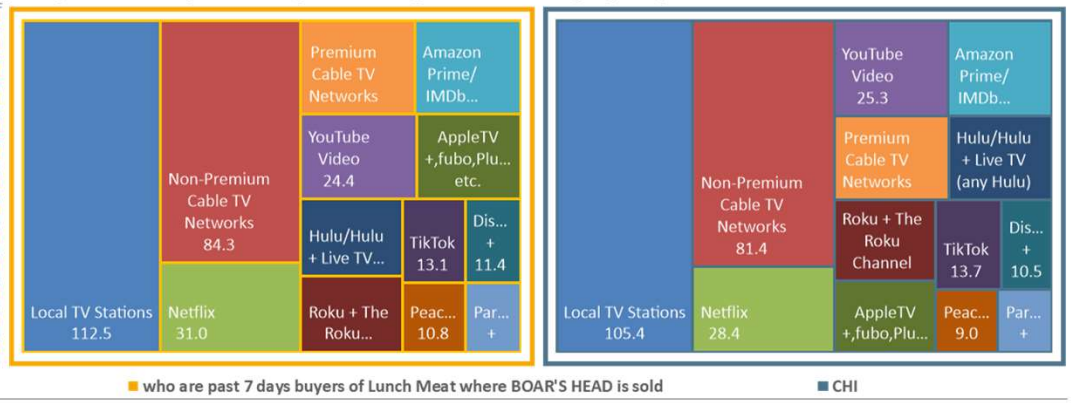
Chicago

2,042,409 or 79.2% of Adults 18 or older who are past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold watch Ad-Supported Local TV Stations for an average of 106.7 minutes every day representing 32.2% of all time spent daily with Ad-Supported Video.

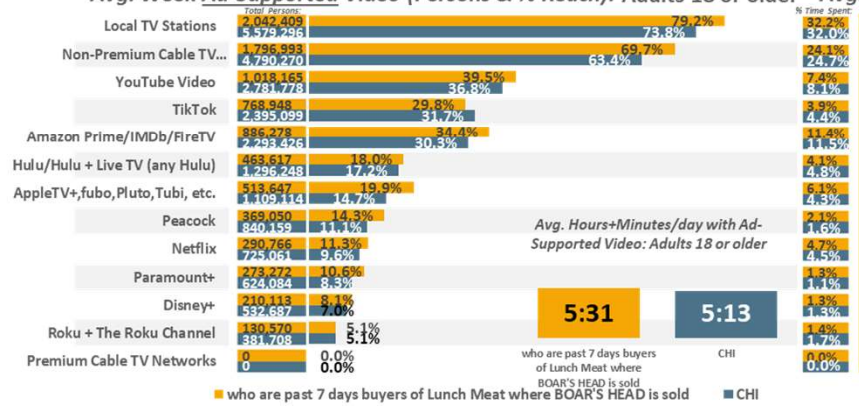
Avg. Week All Video (Persons & % Reach): Adults 18 or older



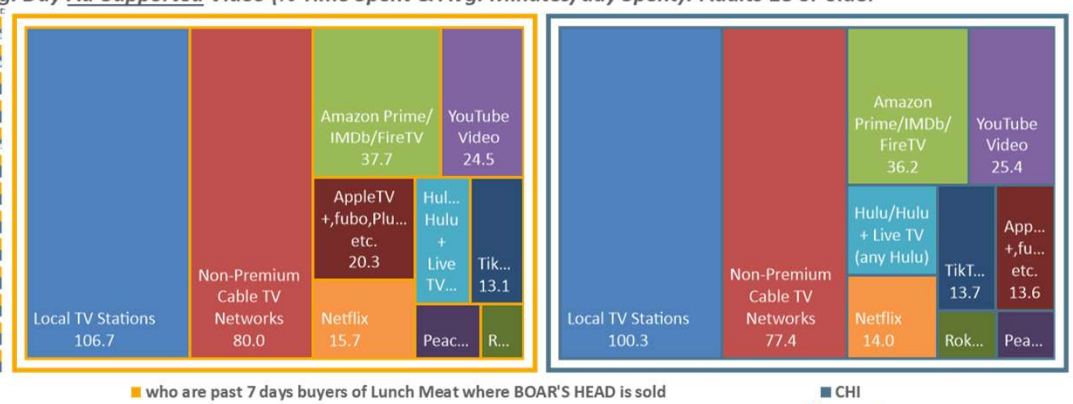
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,174

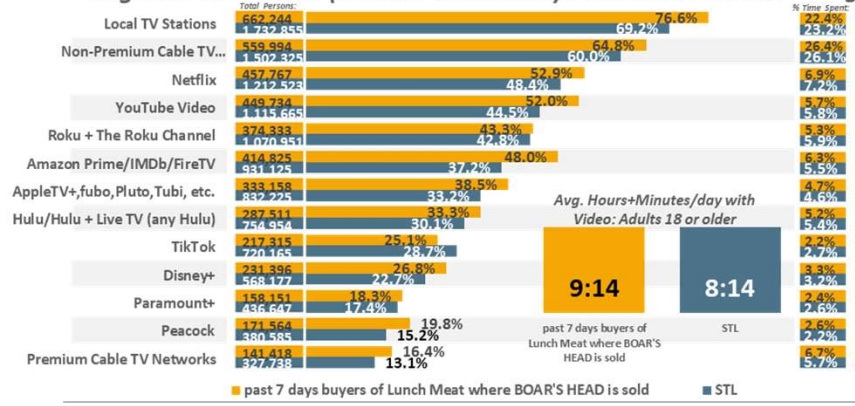
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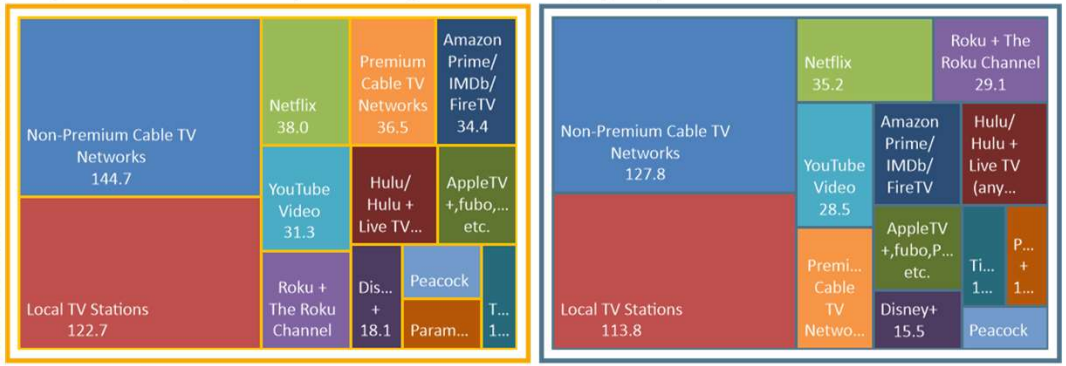
[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND Grocery stores shopped past 7 days (HHLD): Jewel-Osco)]

651,115 or 75.3% of Adults 18 or older past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold watch Ad-Supported Local TV Stations for an average of 115.7 minutes every day representing 25.7% of all time spent daily with Ad-Supported Video.

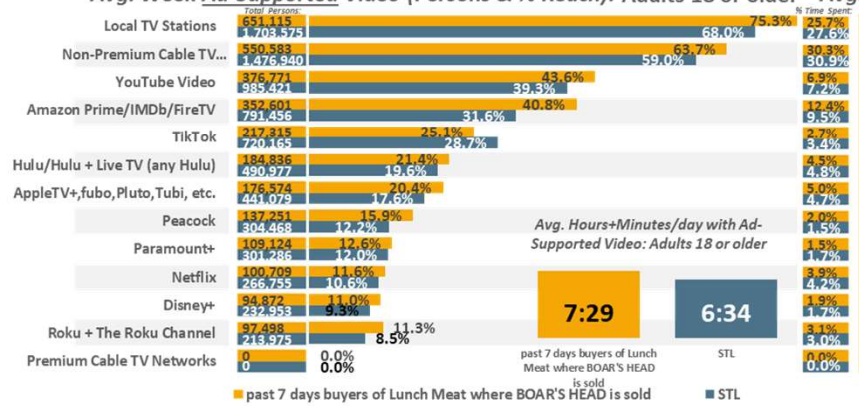
Avg. Week All Video (Persons & % Reach): Adults 18 or older



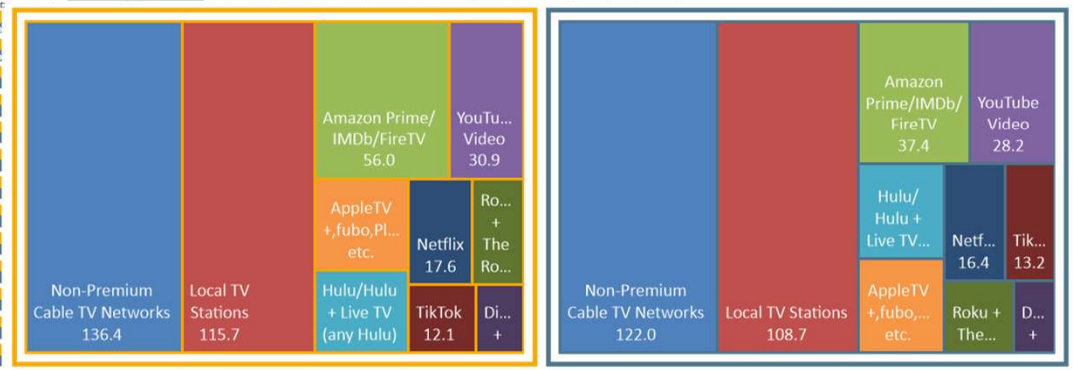
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 728

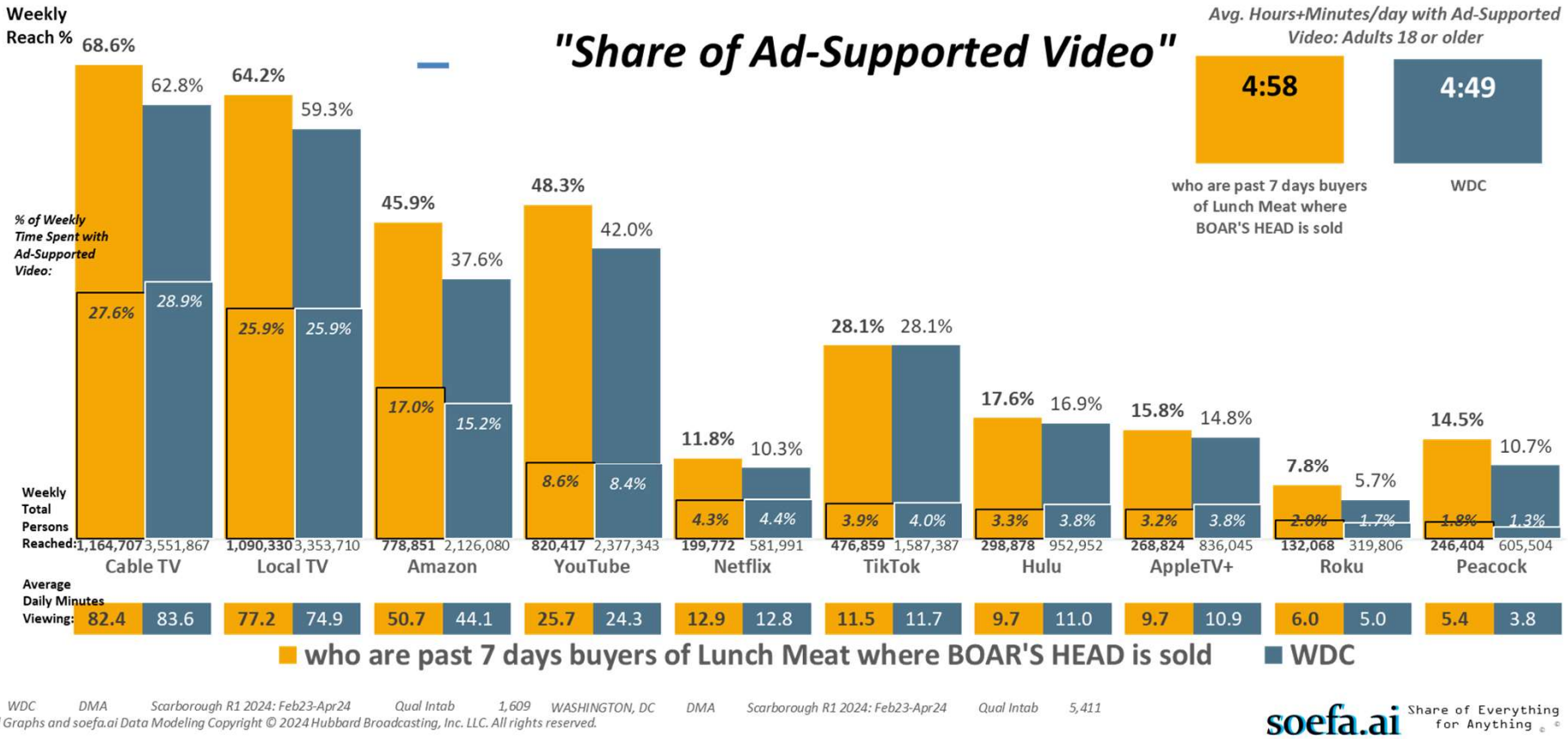
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[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND Grocery stores shopped past 7 days (HHLD): Schnucks)]

Washington

1,090,330 or 64.2% of Adults 18 or older who are past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold watch Ad-Supported Local TV Stations for an average of 77.2 minutes every day representing 25.9% of all time spent daily with Ad-Supported Video.



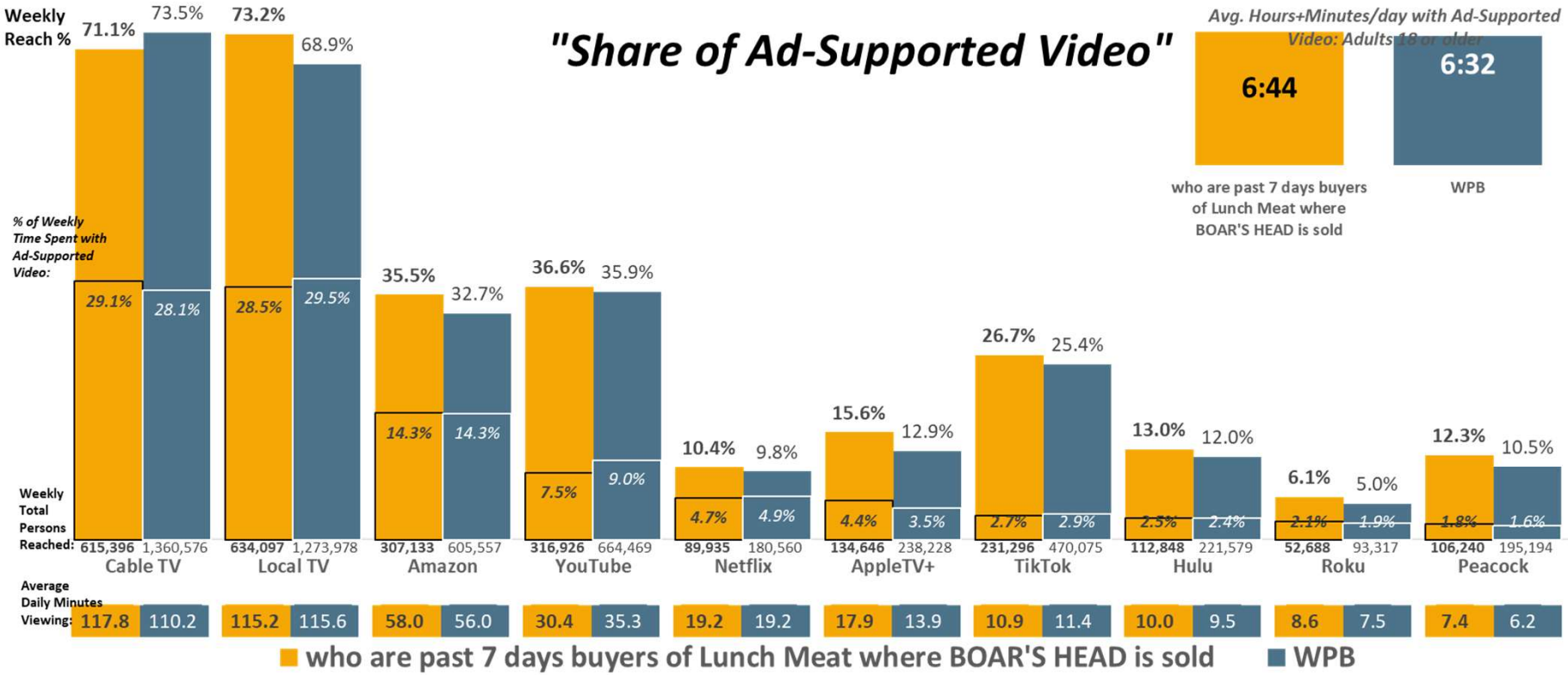
WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,609 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

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[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND (Grocery stores shopped past 7 days (HHLD): Giant OR Grocery stores shopped past 7 days (HHLD): Harris Teeter))]

634,097 or 73.2% of Adults 18 or older who are past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold watch Ad-Supported Local TV Stations for an average of 115.2 minutes every day representing 28.5% of all time spent daily with Ad-Supported Video.



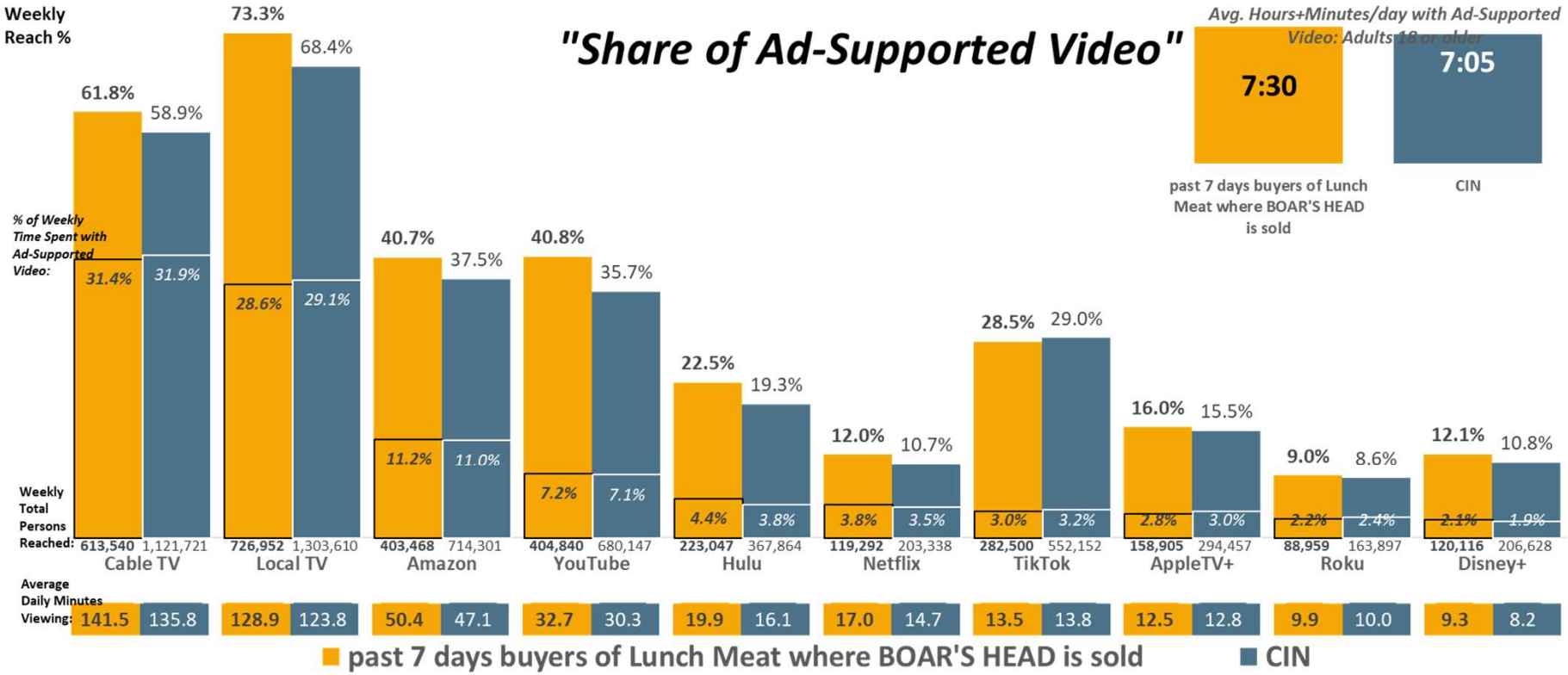
WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,119 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,465

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[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND Grocery stores shopped past 7 days (HHLD): Publix)]

726,952 or 73.3% of Adults 18 or older past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold watch Ad-Supported Local TV Stations for an average of 128.9 minutes every day representing 28.6% of all time spent daily with Ad-Supported Video.



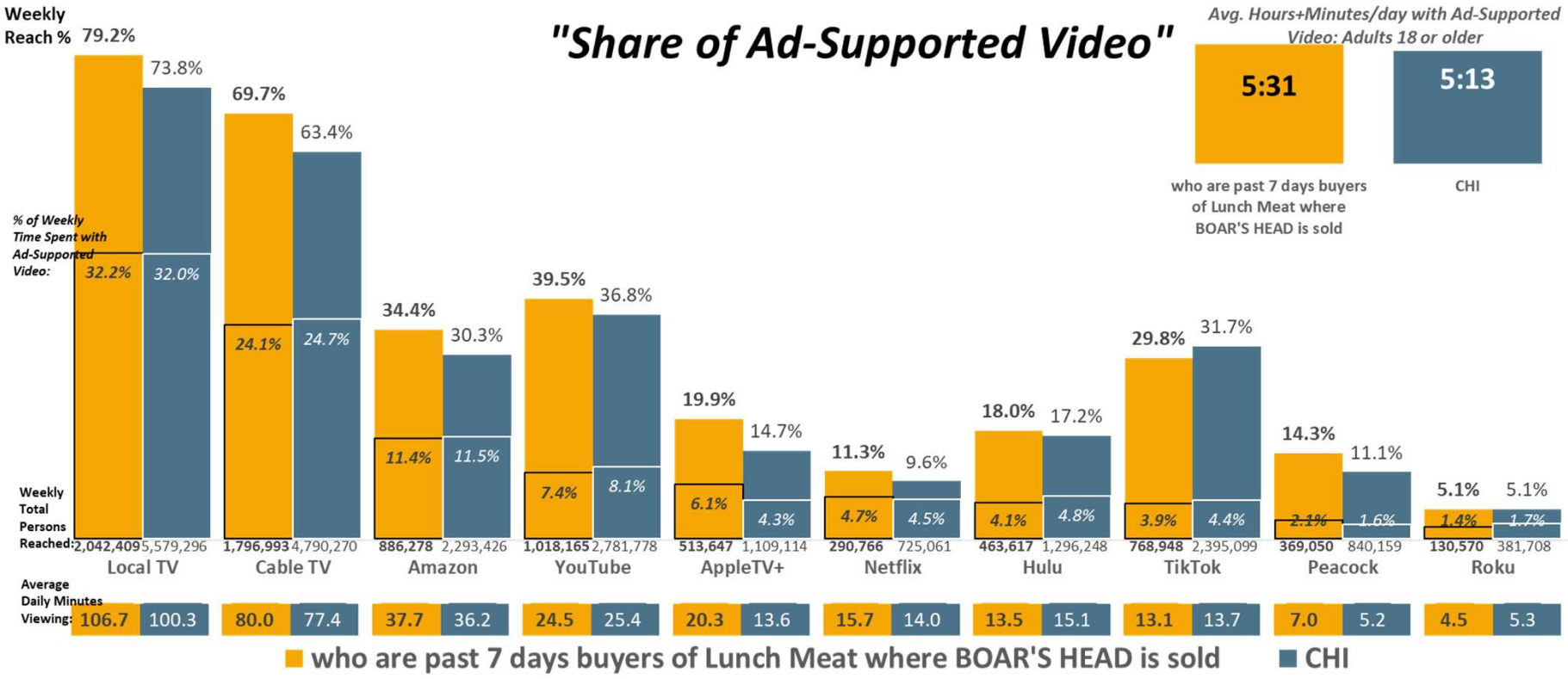
CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 998 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,928

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[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND Grocery stores shopped past 7 days (HHLD): Kroger)]

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CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,174 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

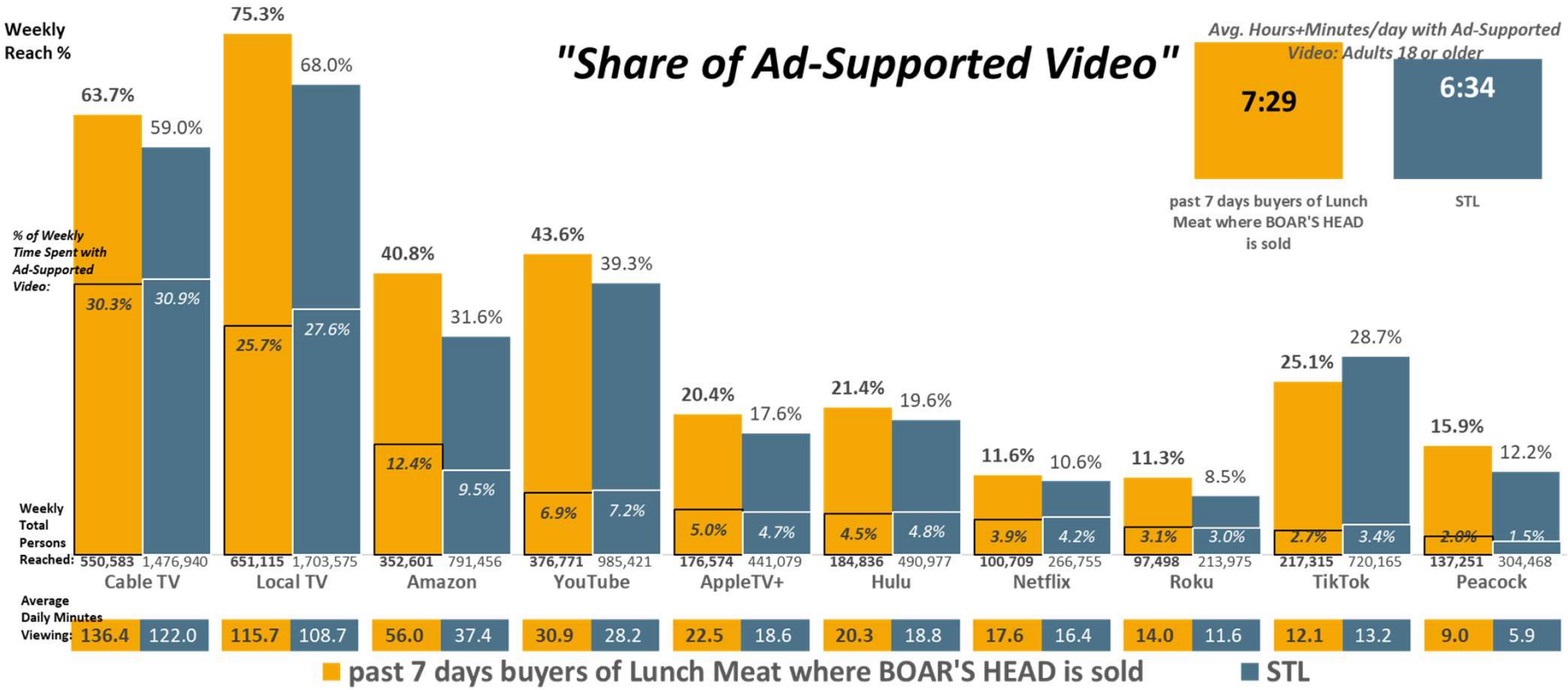
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[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND Grocery stores shopped past 7 days (HHLD): Jewel-Osco)]

St. Louis

651,115 or 75.3% of Adults 18 or older past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold watch Ad-Supported Local TV Stations for an average of 115.7 minutes every day representing 25.7% of all time spent daily with Ad-Supported Video.



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 728 ST. LOUIS DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,952

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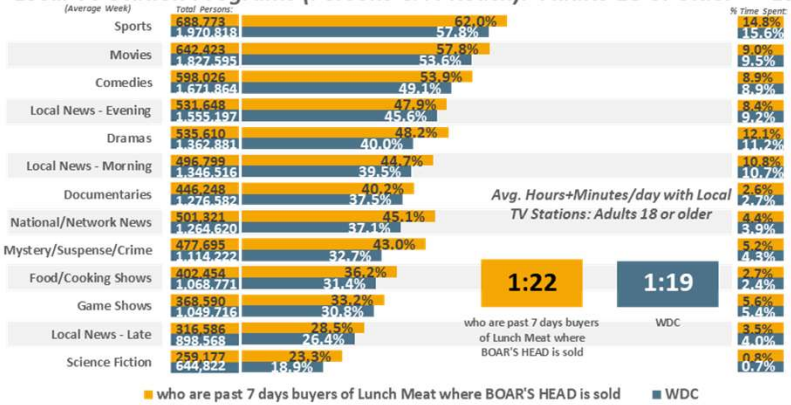
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[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND Grocery stores shopped past 7 days (HHLD): Schnucks)]

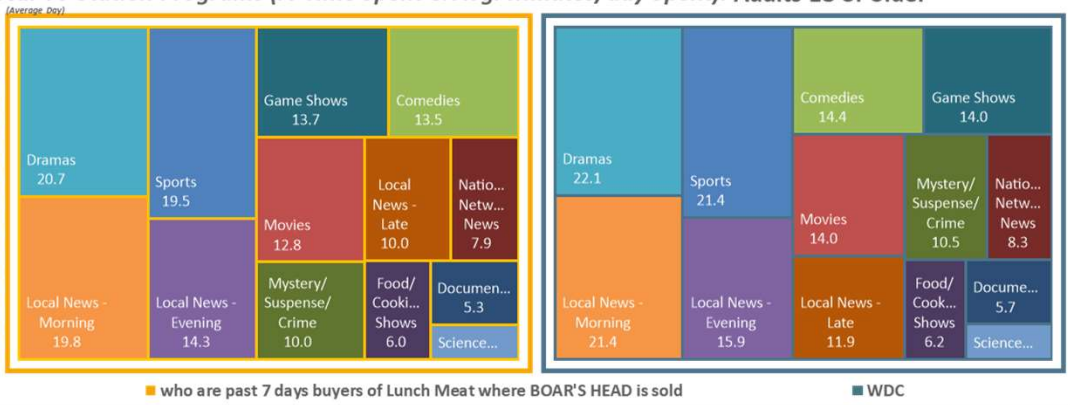
Washington

1,090,330 or 64.2% of Adults 18 or older who are past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Comedies, Dramas, Local News - Evening, and Local News - Morning.

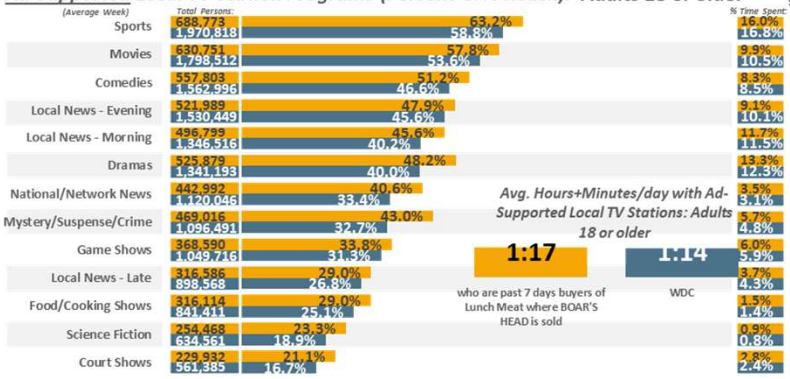
Local TV Station Programs (Persons & % Reach): Adults 18 or older



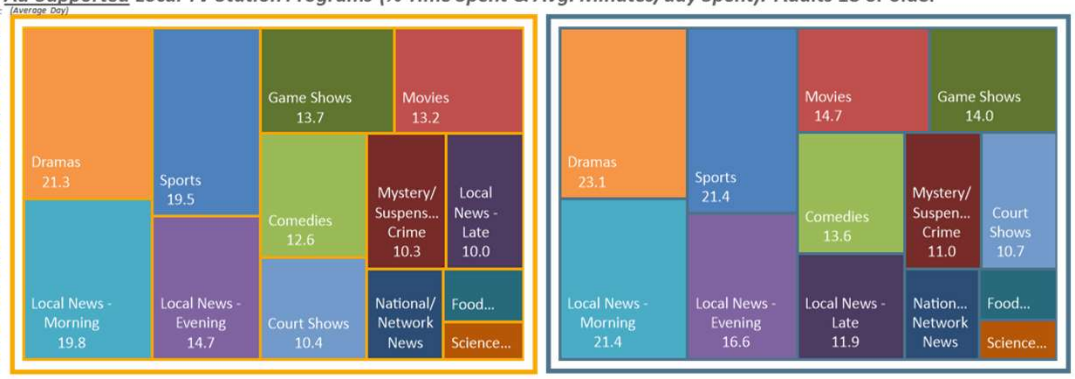
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,609

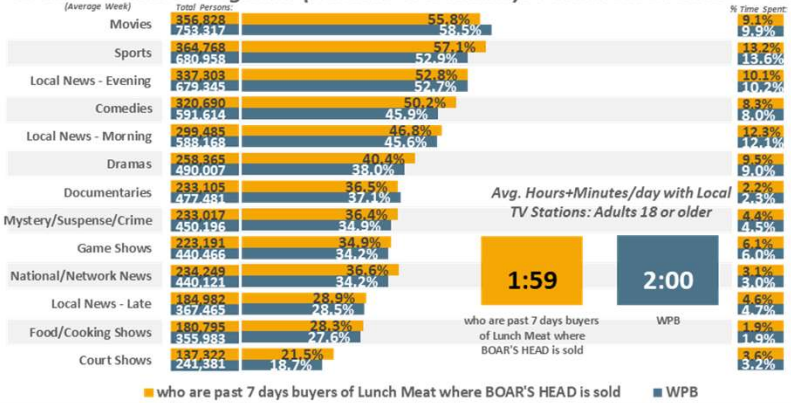
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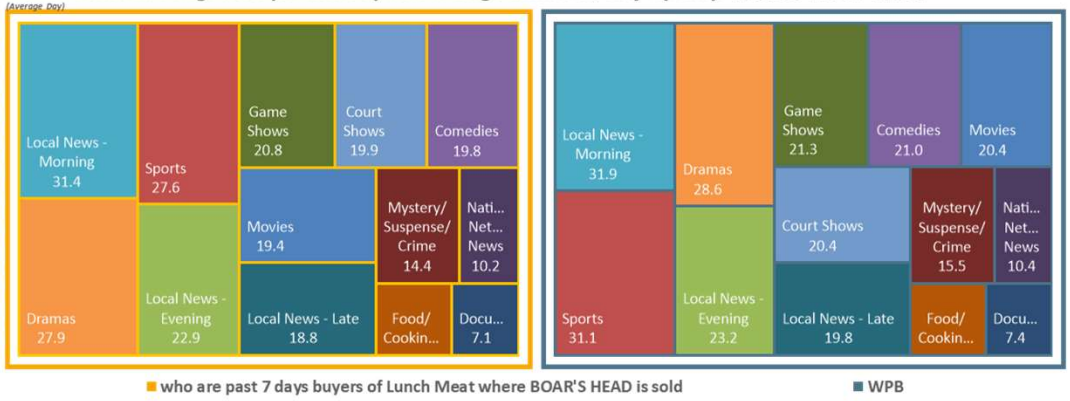
[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND (Grocery stores shopped past 7 days (HHLD): Giant OR Grocery stores shopped past 7 days (HHLD): Harris Teeter))]

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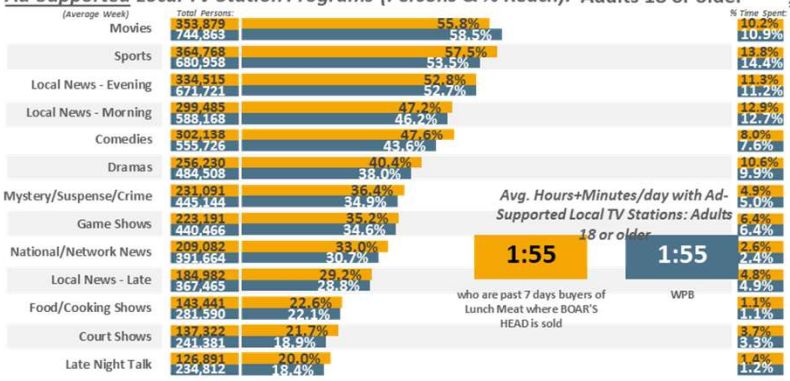
Local TV Station Programs (Persons & % Reach): Adults 18 or older



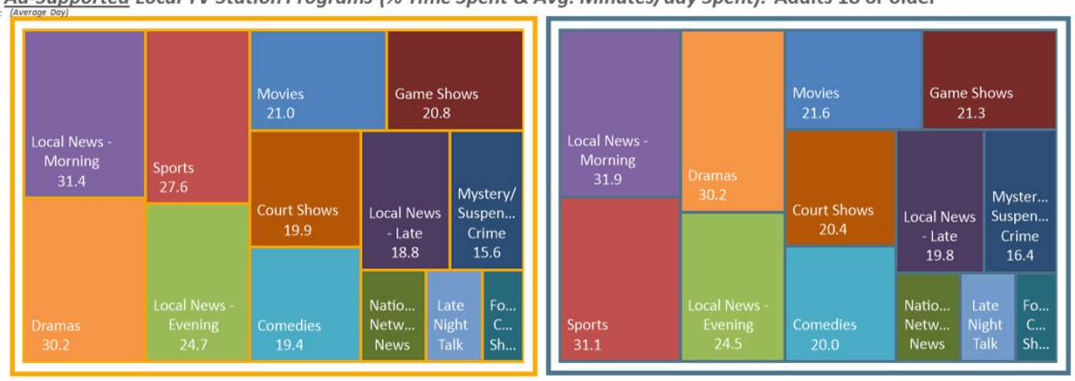
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,119

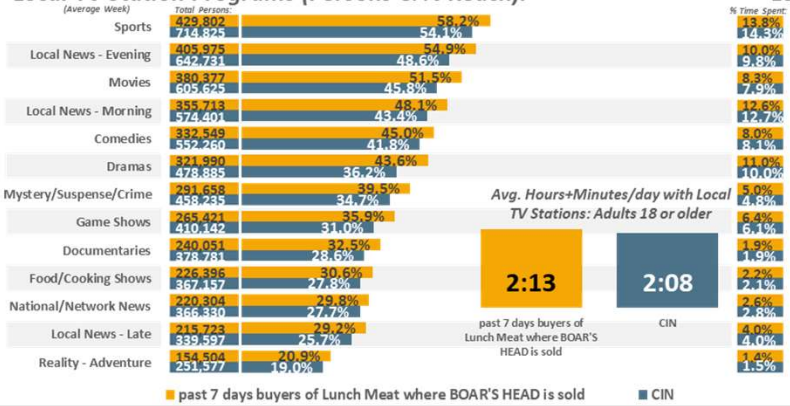
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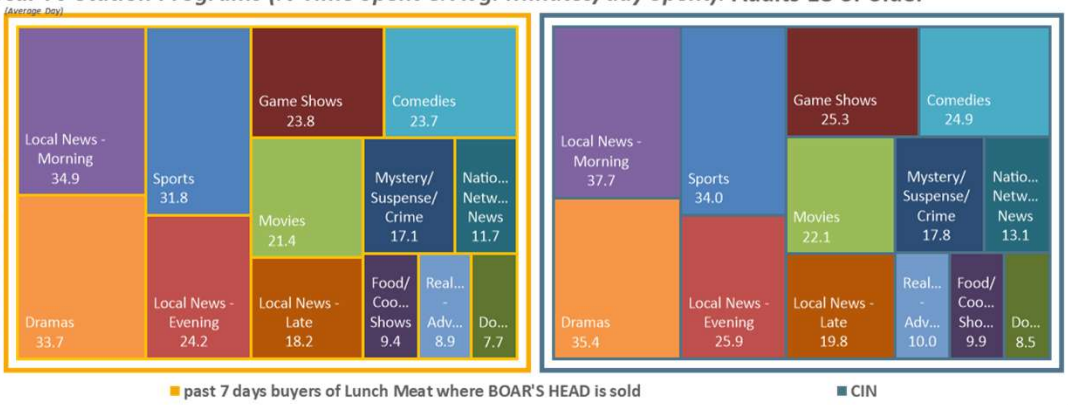
[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND Grocery stores shopped past 7 days (HHLD): Publix)]

726,952 or 73.3% of Adults 18 or older past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Local News - Morning, Dramas, and Comedies.

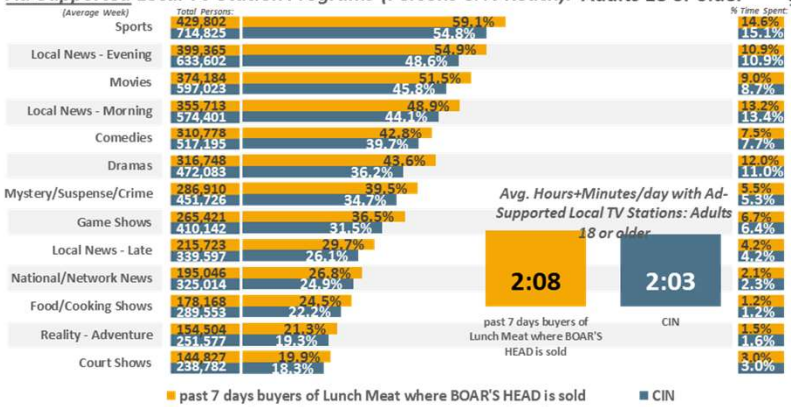
Local TV Station Programs (Persons & % Reach): Adults 18 or older



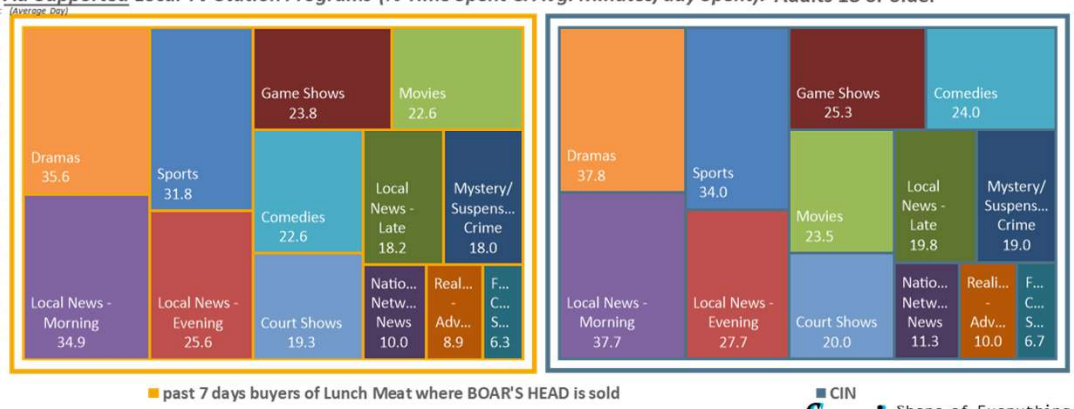
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 998

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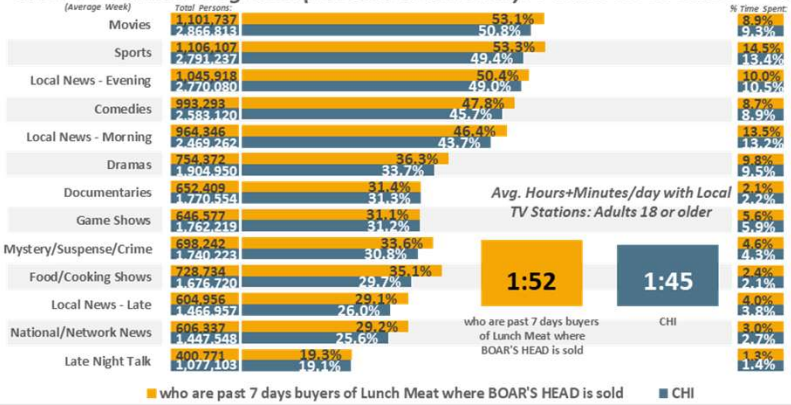
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[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND Grocery stores shopped past 7 days (HHLD): Kroger)]

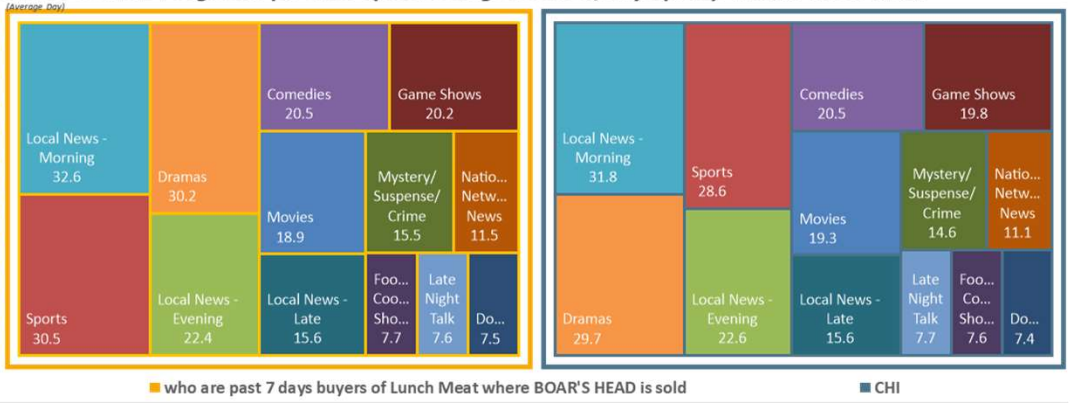
Chicago

2,042,409 or 79.2% of Adults 18 or older who are past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Local News - Evening, Local News - Morning, Comedies, and Dramas.

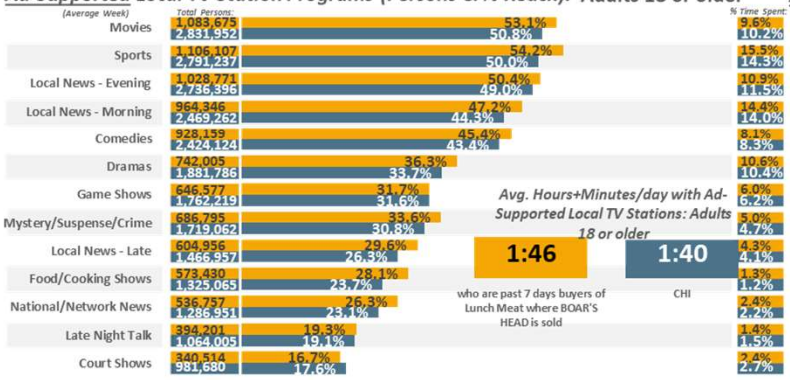
Local TV Station Programs (Persons & % Reach): Adults 18 or older



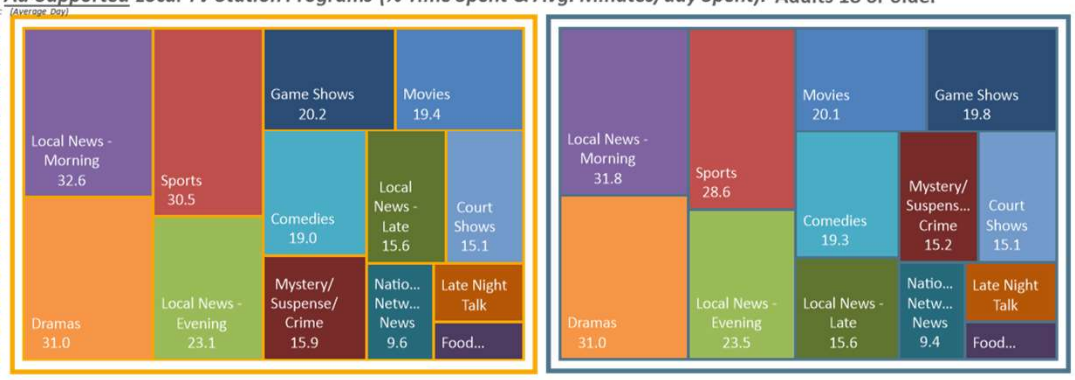
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,174

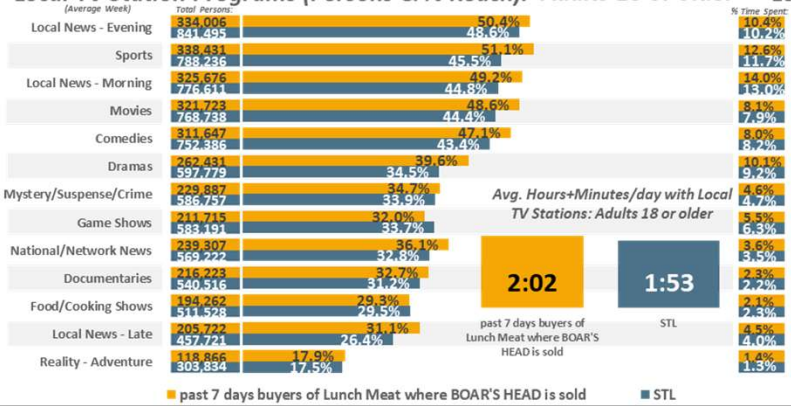
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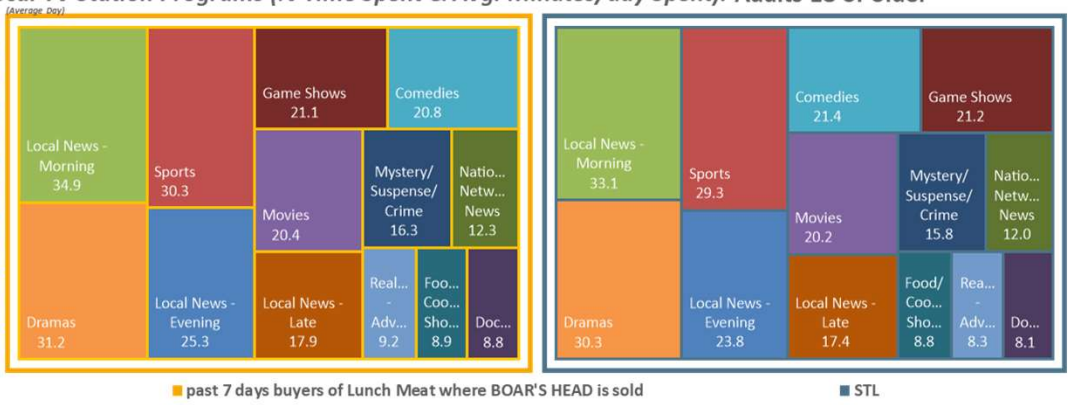
[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND Grocery stores shopped past 7 days (HHLD): Jewel-Osco)]

651,115 or 75.3% of Adults 18 or older past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Movies, Comedies, and Dramas.

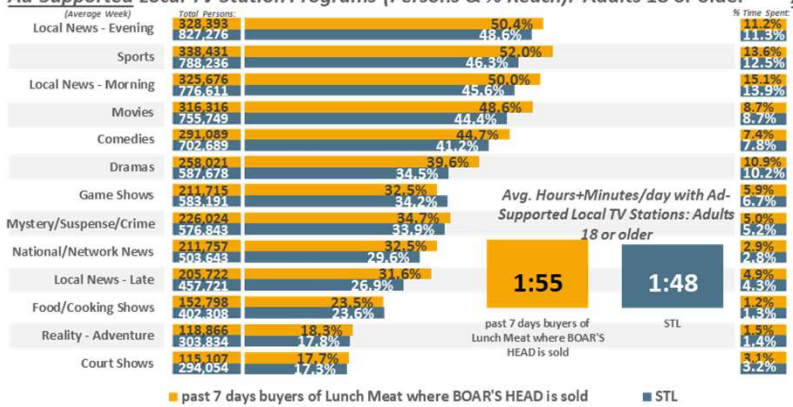
Local TV Station Programs (Persons & % Reach): Adults 18 or older



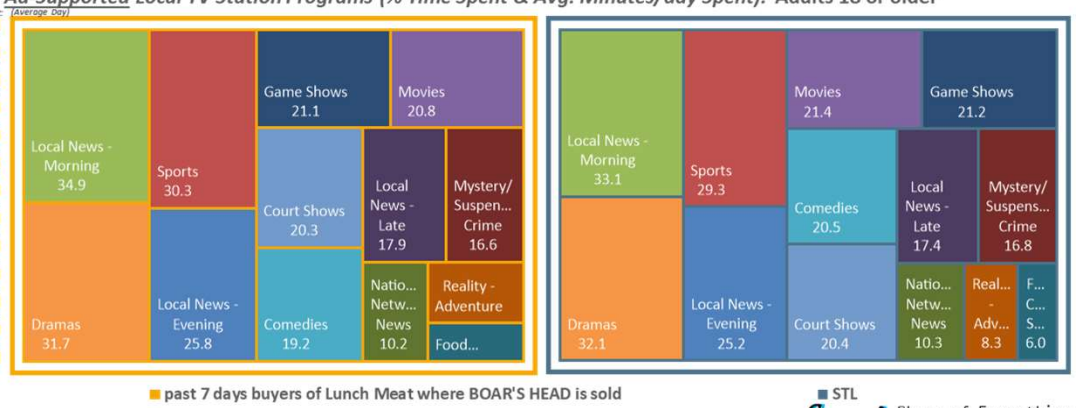
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 728

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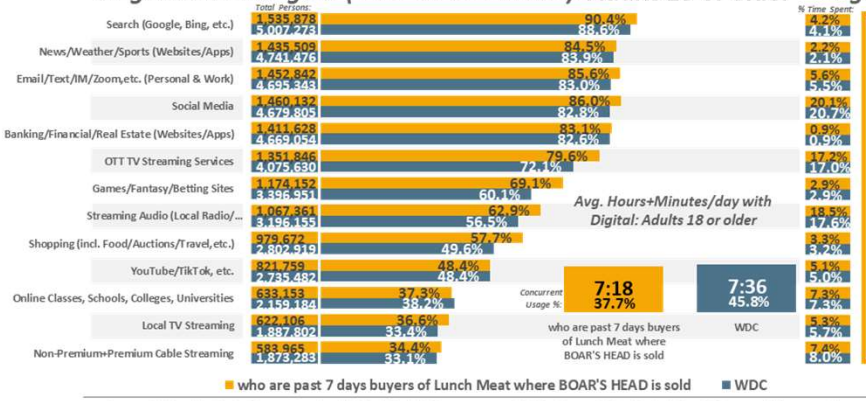
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[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND Grocery stores shopped past 7 days (HHLD): Schnucks)]

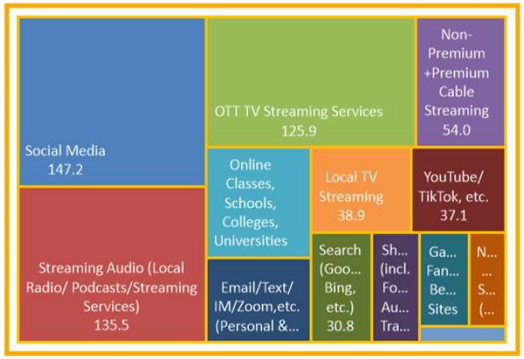


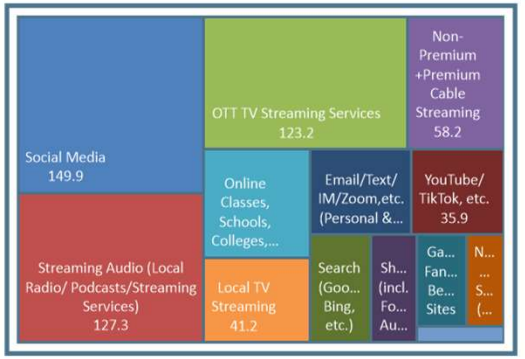
1,310,693 or 77.2% of Adults 18 or older who are past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold use Ad-Supported Social Media for an average of 132.2 minutes every day representing 23.7% of all time spent daily with Ad-Supported Digital Media.

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

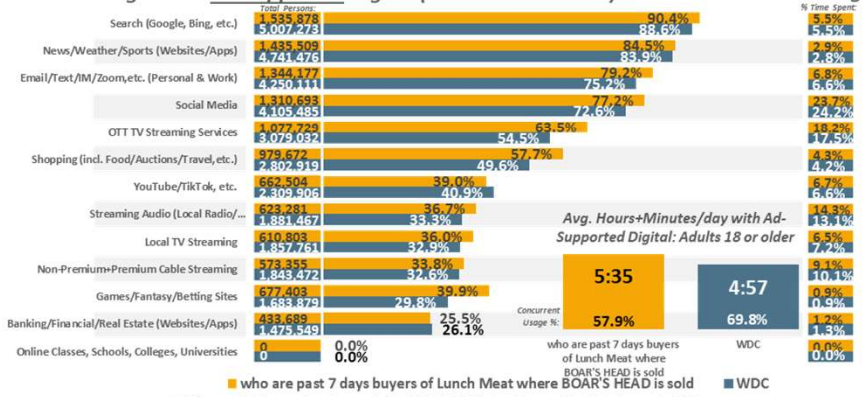


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

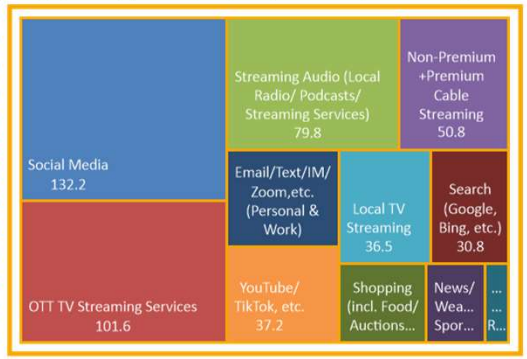


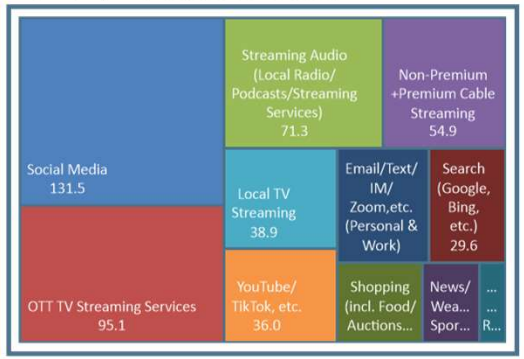


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,609

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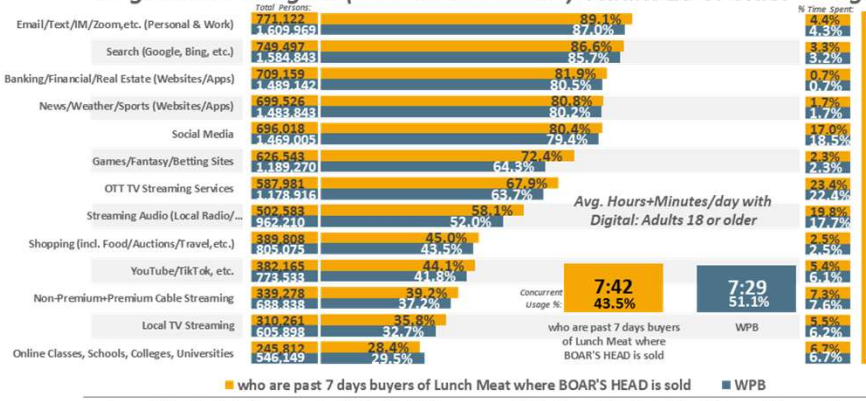
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[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND (Grocery stores shopped past 7 days (HHLD): Giant OR Grocery stores shopped past 7 days (HHLD): Harris Teeter))]

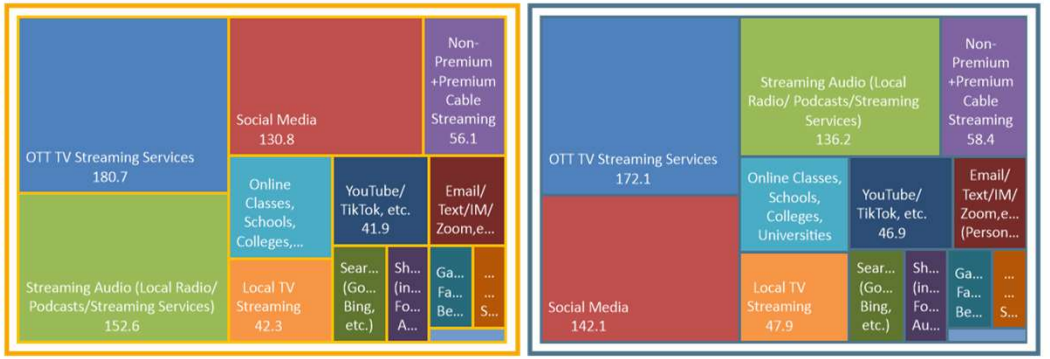
West Palm

619,976 or 71.6% of Adults 18 or older who are past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold use Ad-Supported Social Media for an average of 116.5 minutes every day representing 20.4% of all time spent daily with Ad-Supported Digital Media.

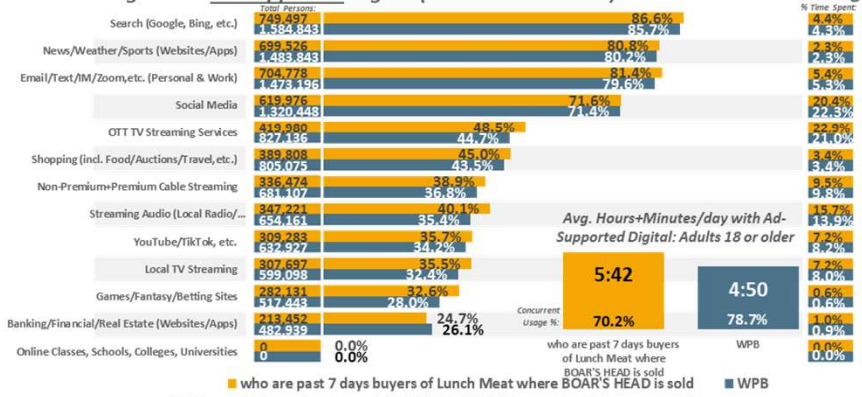
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



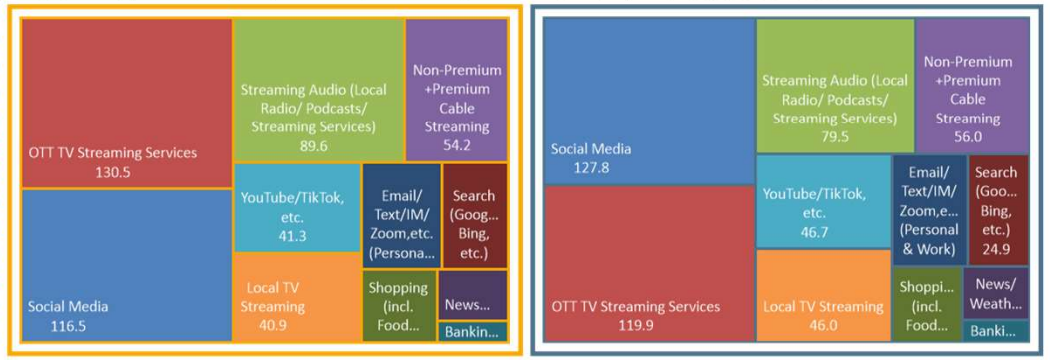
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,119

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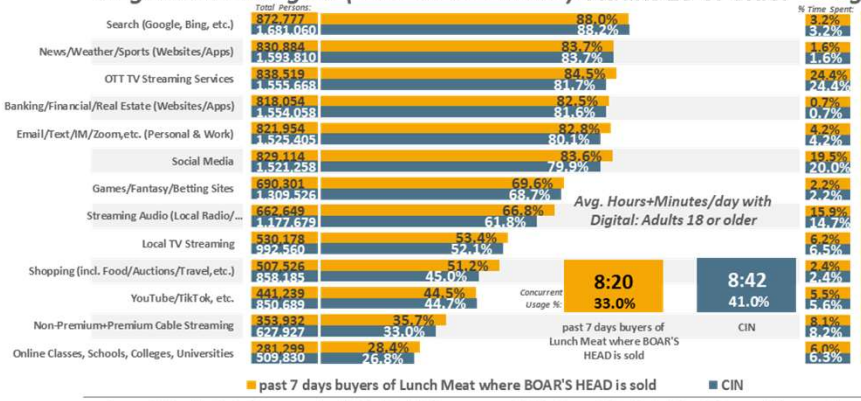
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[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND Grocery stores shopped past 7 days (HHLD): Publix)]

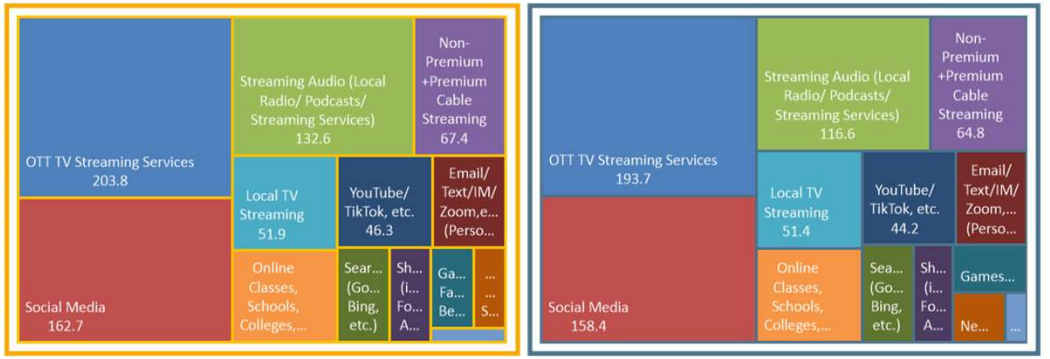
Cincinnati

741,329 or 74.7% of Adults 18 or older past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold use Ad-Supported Social Media for an average of 145.4 minutes every day representing 23.4% of all time spent daily with Ad-Supported Digital Media.

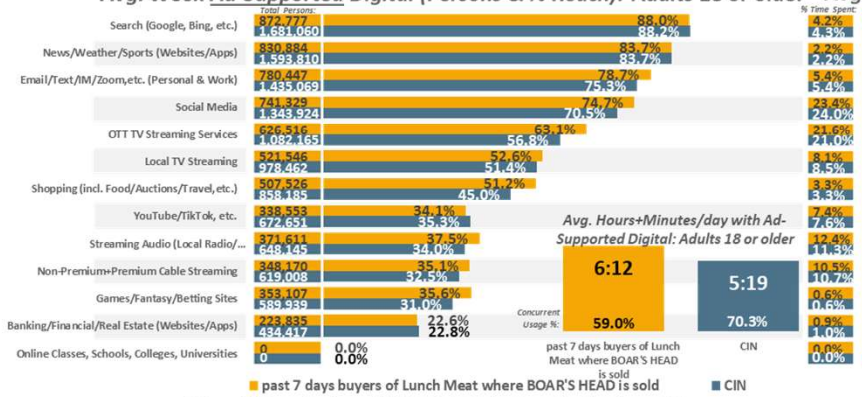
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



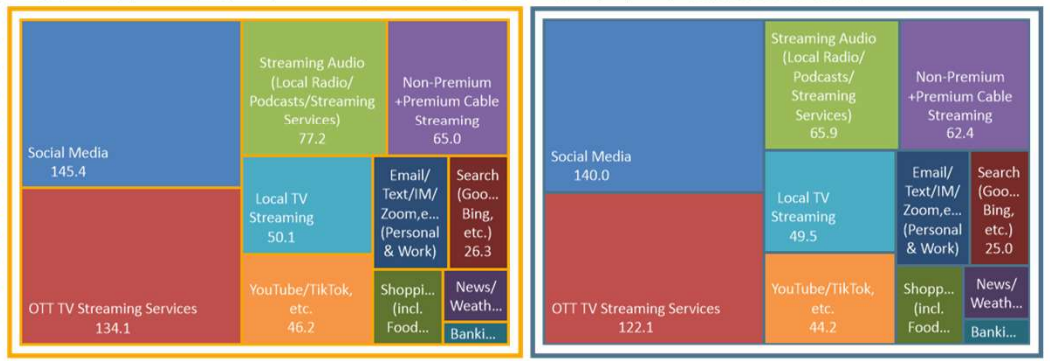
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 998

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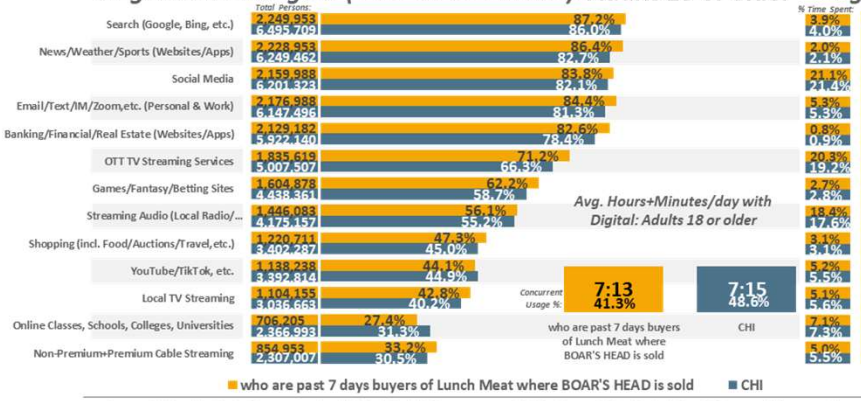
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[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND Grocery stores shopped past 7 days (HHLD): Kroger)]

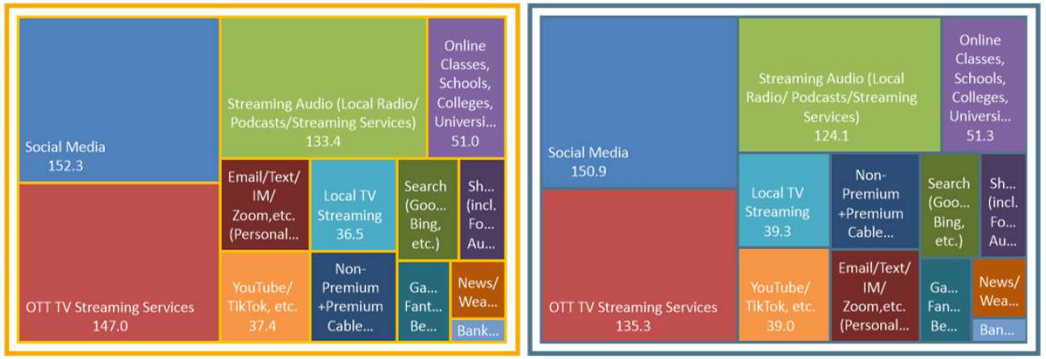
Chicago

1,991,777 or 77.2% of Adults 18 or older who are past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold use Ad-Supported Social Media for an average of 140.5 minutes every day representing 25.8% of all time spent daily with Ad-Supported Digital Media.

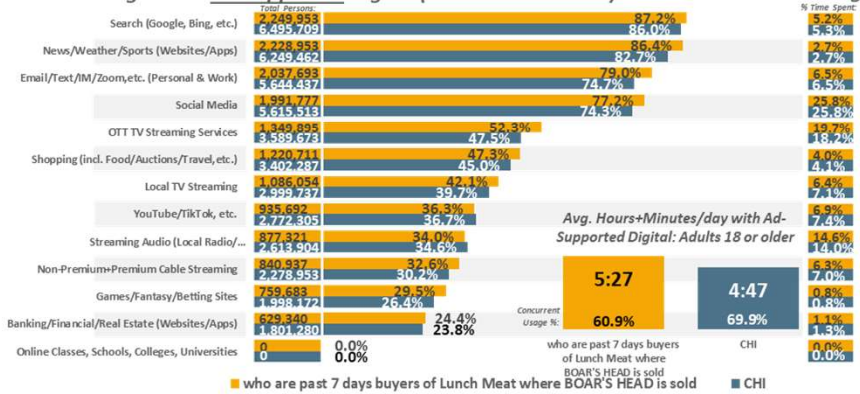
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



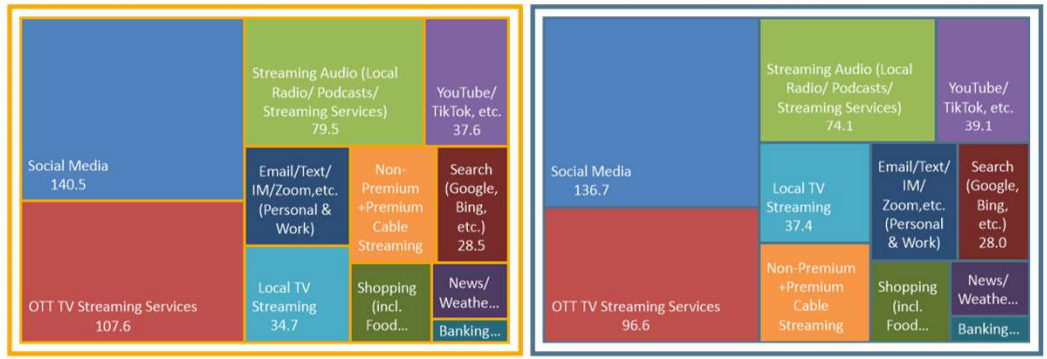
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,174

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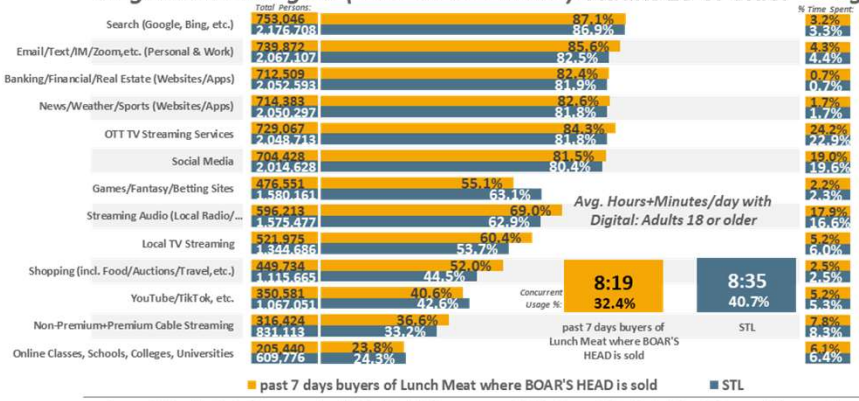
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[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND Grocery stores shopped past 7 days (HHLD): Jewel-Osco)]

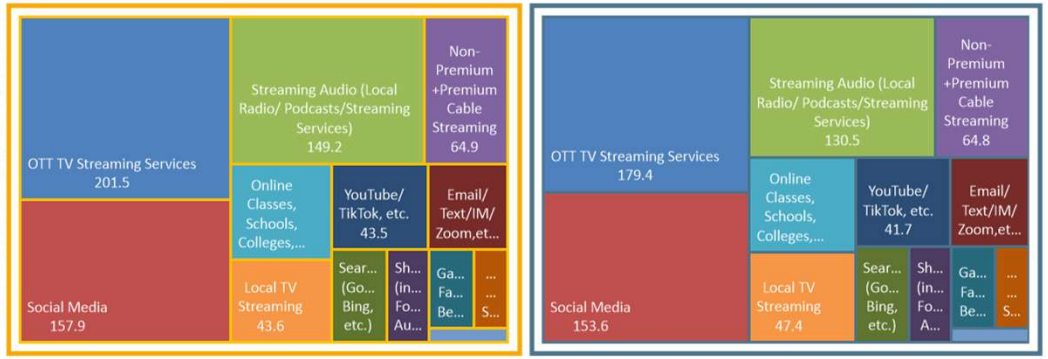
St. Louis

632,494 or 73.2% of Adults 18 or older past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold use Ad-Supported Social Media for an average of 141.8 minutes every day representing 22.3% of all time spent daily with Ad-Supported Digital Media.

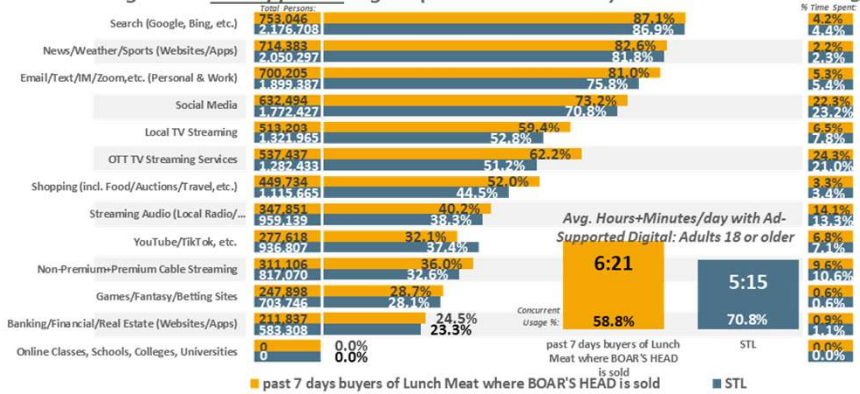
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



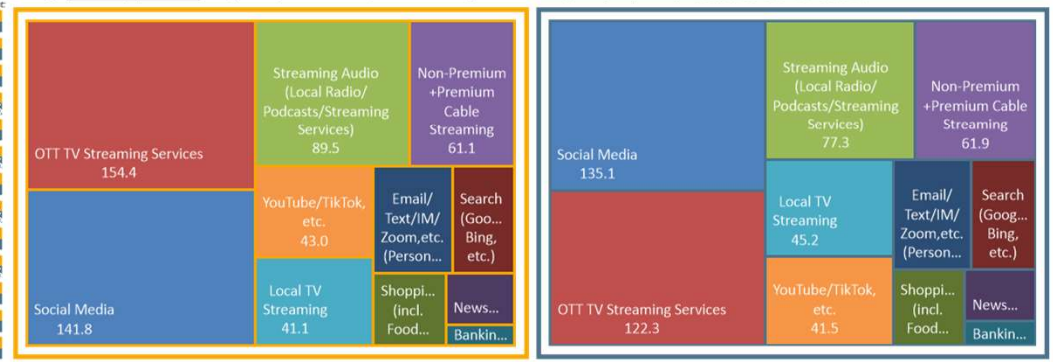
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 728

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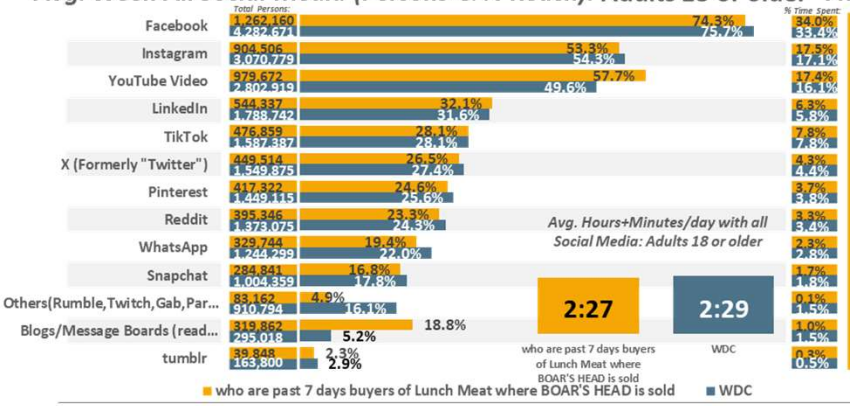
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[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND Grocery stores shopped past 7 days (HHLD): Schnucks)]

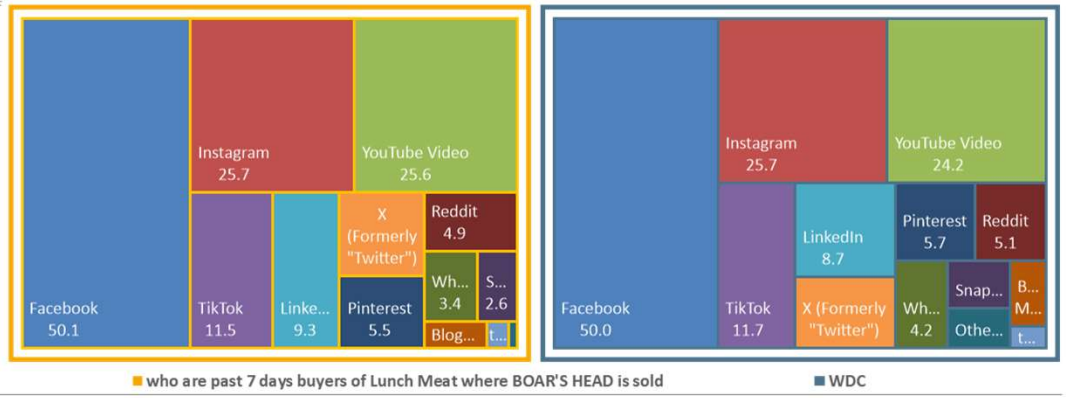


1,262,160 or 74.3% of Adults 18 or older who are past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold use Ad-Supported Facebook for an average of 46.9 minutes every day representing 35.5% of all time spent daily with Ad-Supported Social Media.

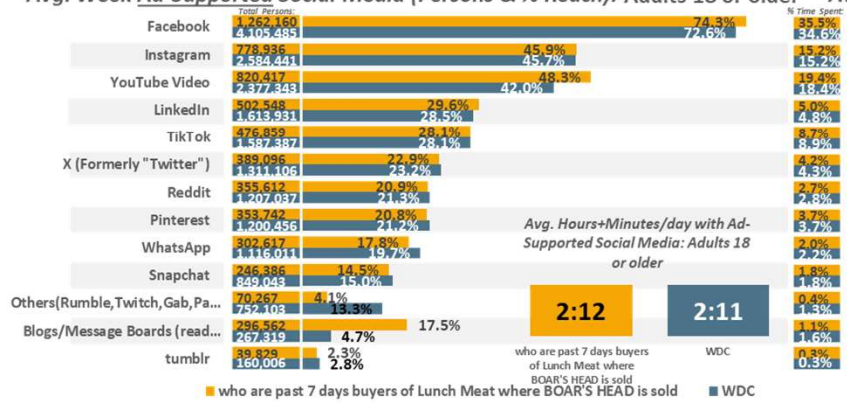
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



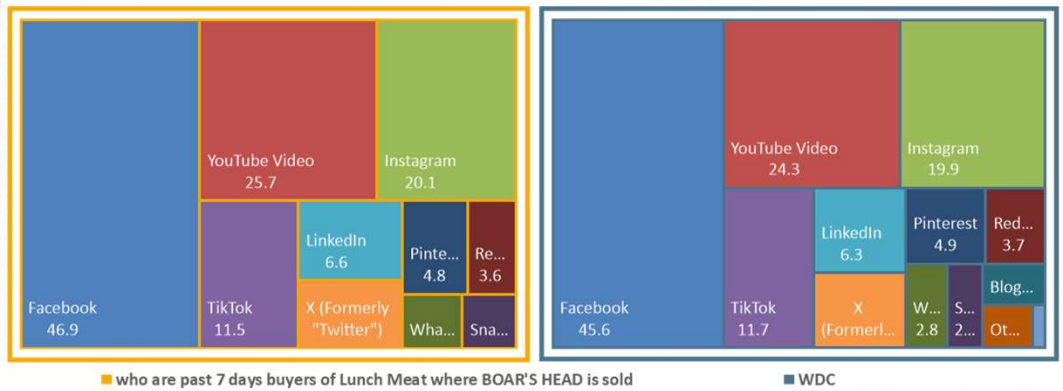
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,609

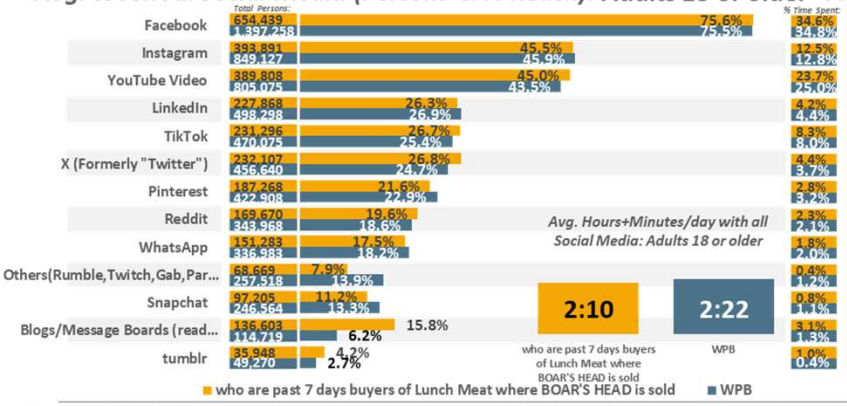
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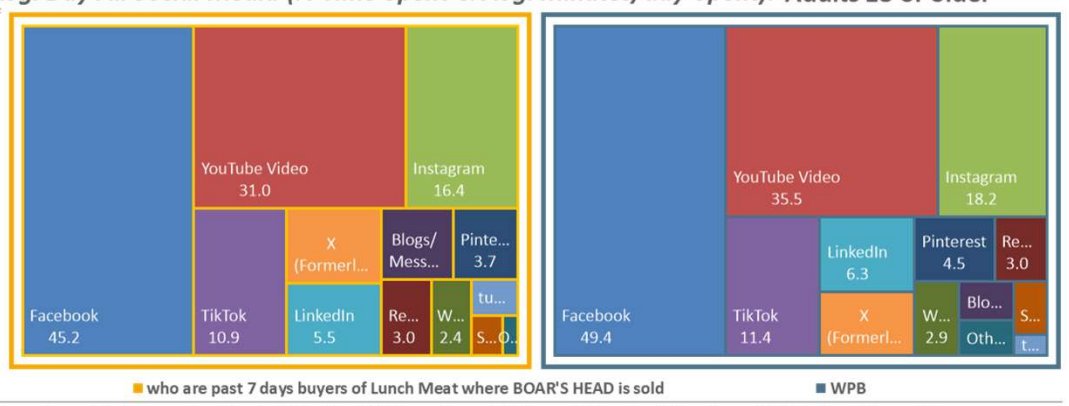
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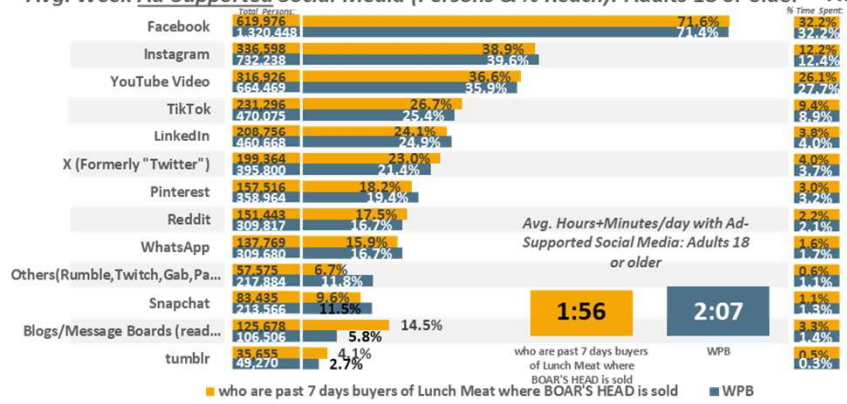
[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND (Grocery stores shopped past 7 days (HHLD): Giant OR Grocery stores shopped past 7 days (HHLD): Harris Teeter))]

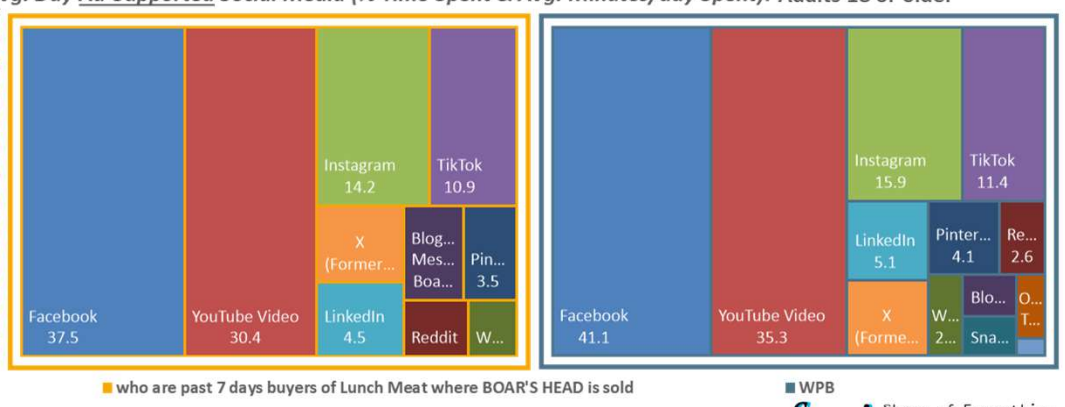
West Palm

619,976 or 71.6% of Adults 18 or older who are past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold use Ad-Supported Facebook for an average of 37.5 minutes every day representing 32.2% of all time spent daily with Ad-Supported Social Media.









WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,119

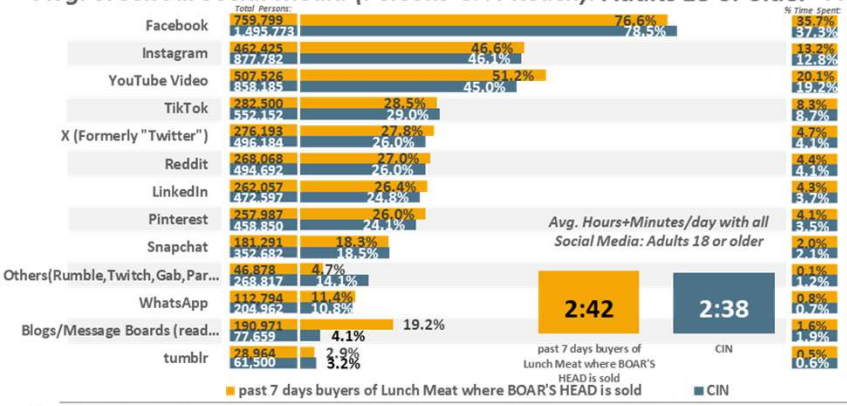
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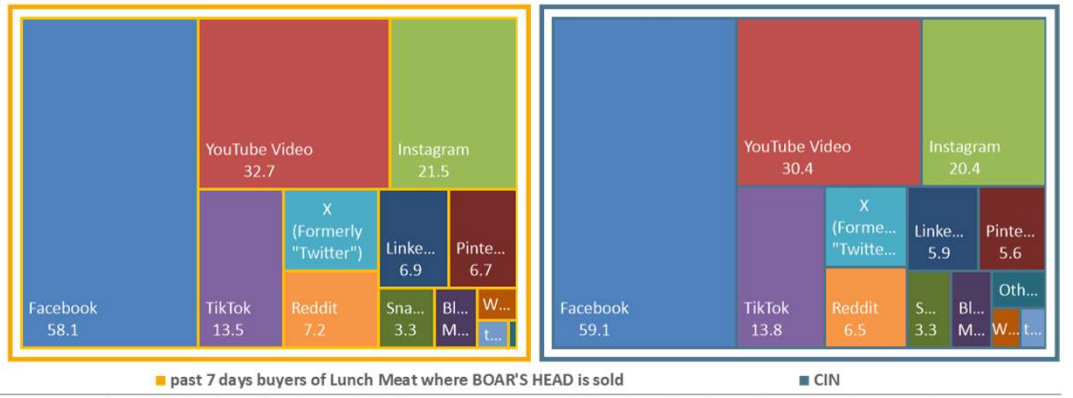
[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND Grocery stores shopped past 7 days (HHLD): Publix)]

741,329 or 74.7% of Adults 18 or older past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold use Ad-Supported Facebook for an average of 50.6 minutes every day representing 34.8% of all time spent daily with Ad-Supported Social Media.

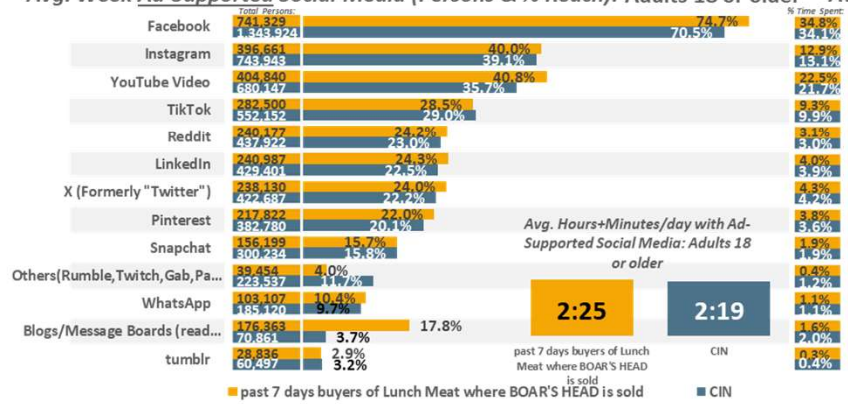
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



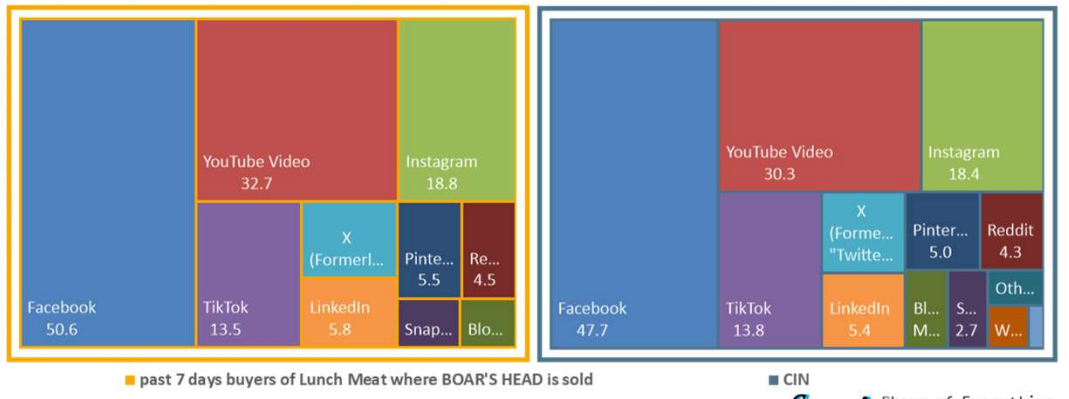
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 998

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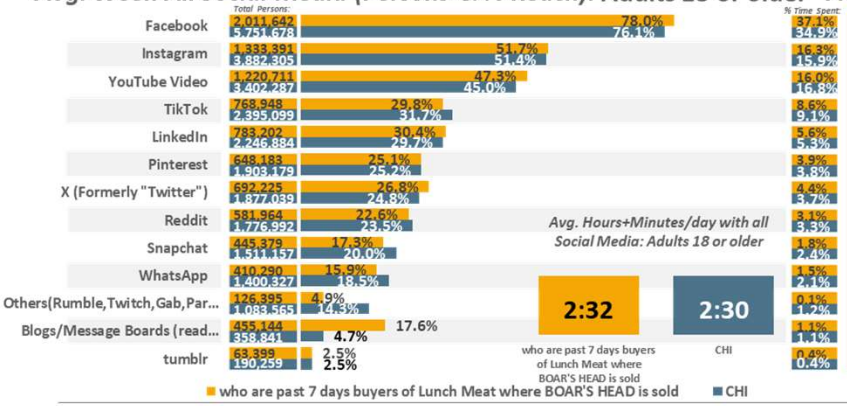
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[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND Grocery stores shopped past 7 days (HHLD): Kroger)]

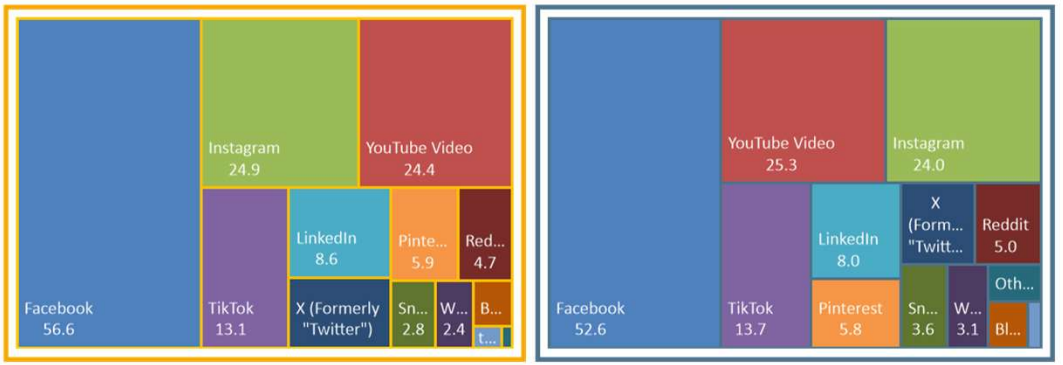
Chicago

1,991,777 or 77.2% of Adults 18 or older who are past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold use Ad-Supported Facebook for an average of 51.8 minutes every day representing 36.8% of all time spent daily with Ad-Supported Social Media.

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

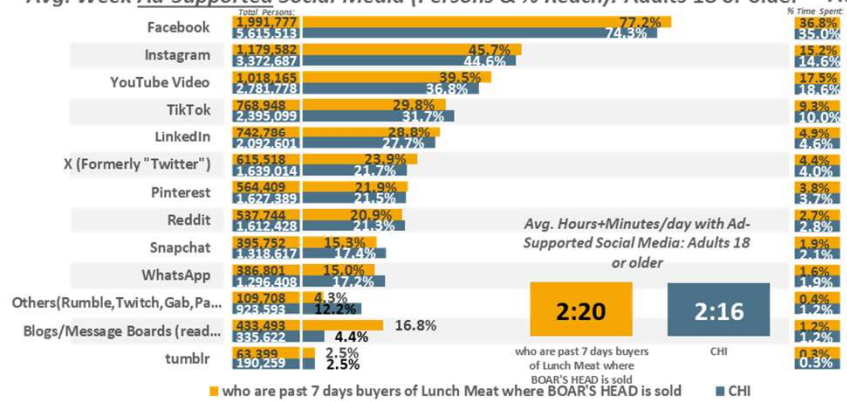


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

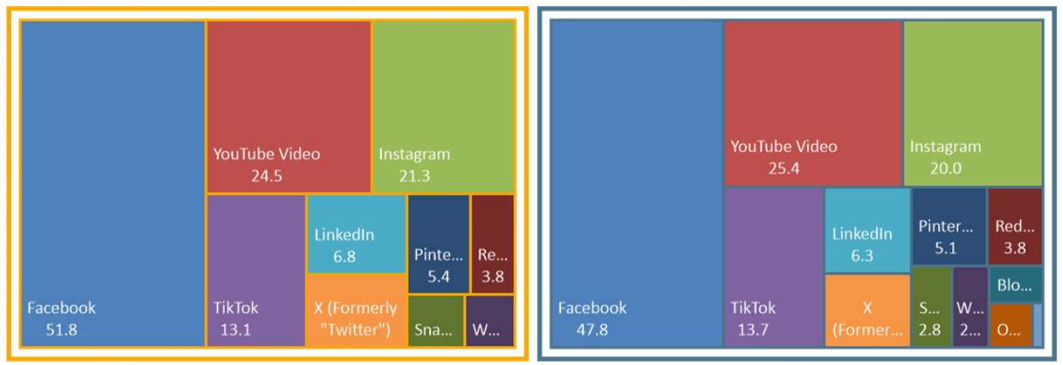


who are past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold ■ CHI

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



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



who are past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold ■ CHI

CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,174

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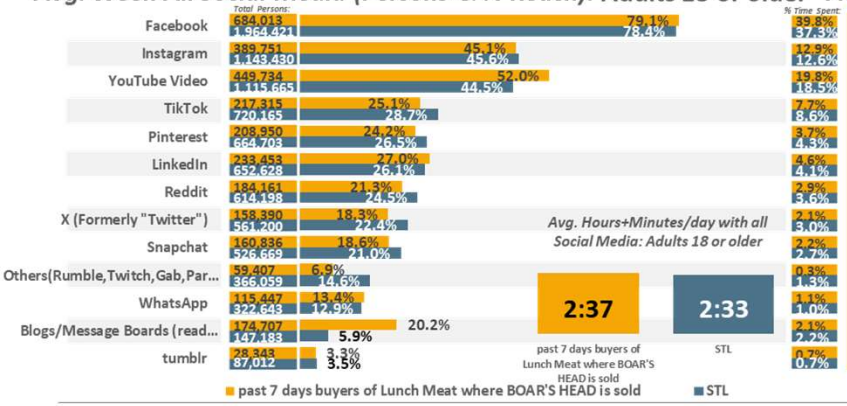
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[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND Grocery stores shopped past 7 days (HHLD): Jewel-Osco)]

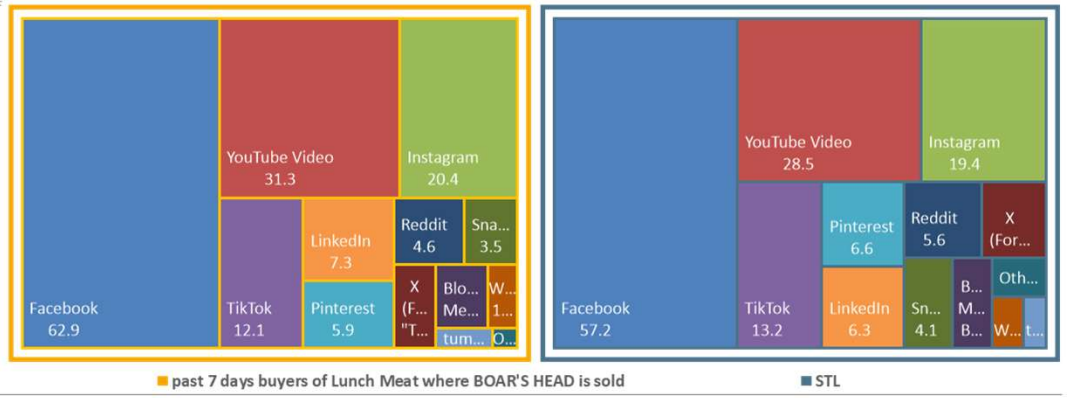
St. Louis

632,494 or 73.2% of Adults 18 or older past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold use Ad-Supported Facebook for an average of 51.1 minutes every day representing 36.1% of all time spent daily with Ad-Supported Social Media.

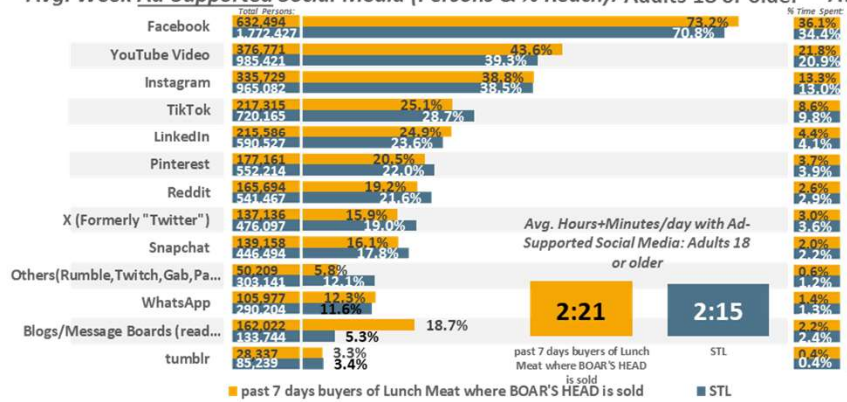
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



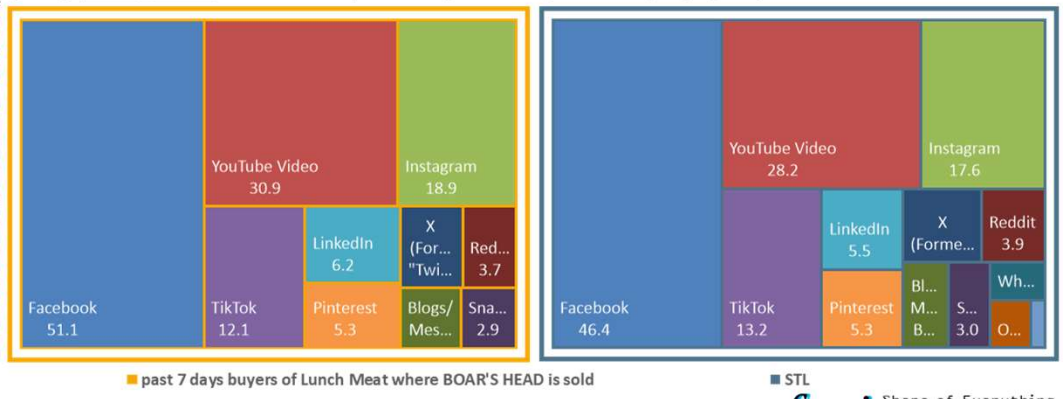
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 728

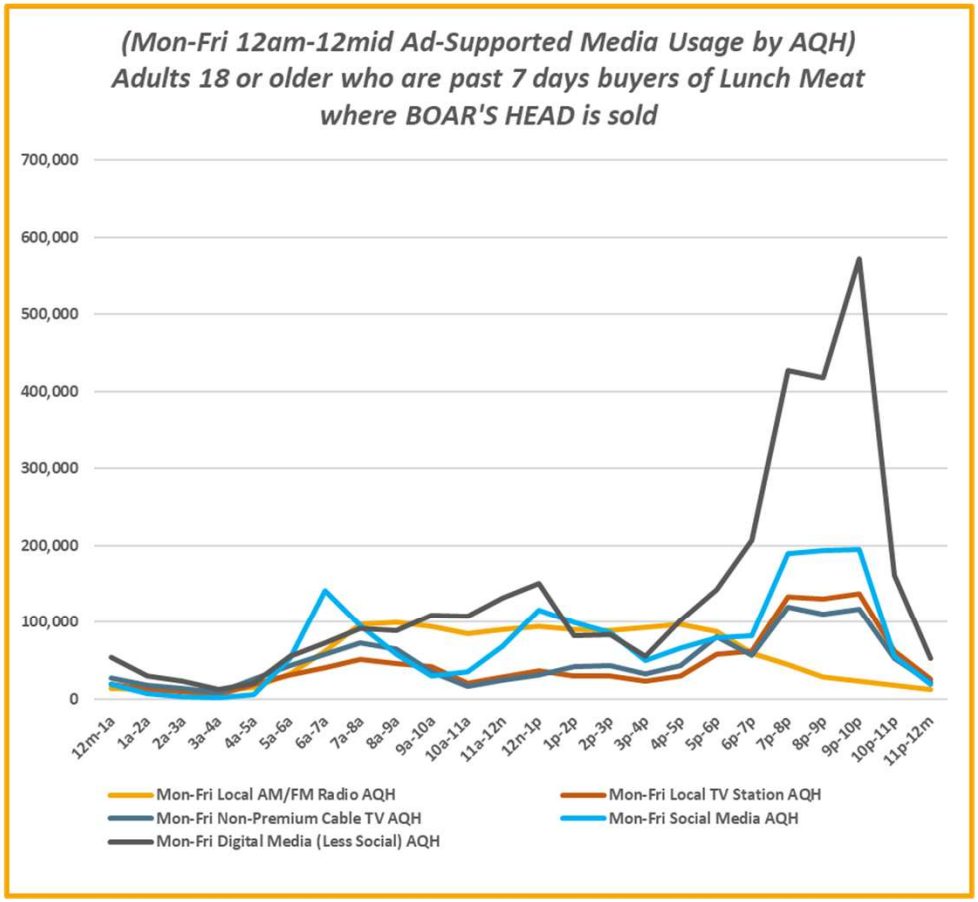
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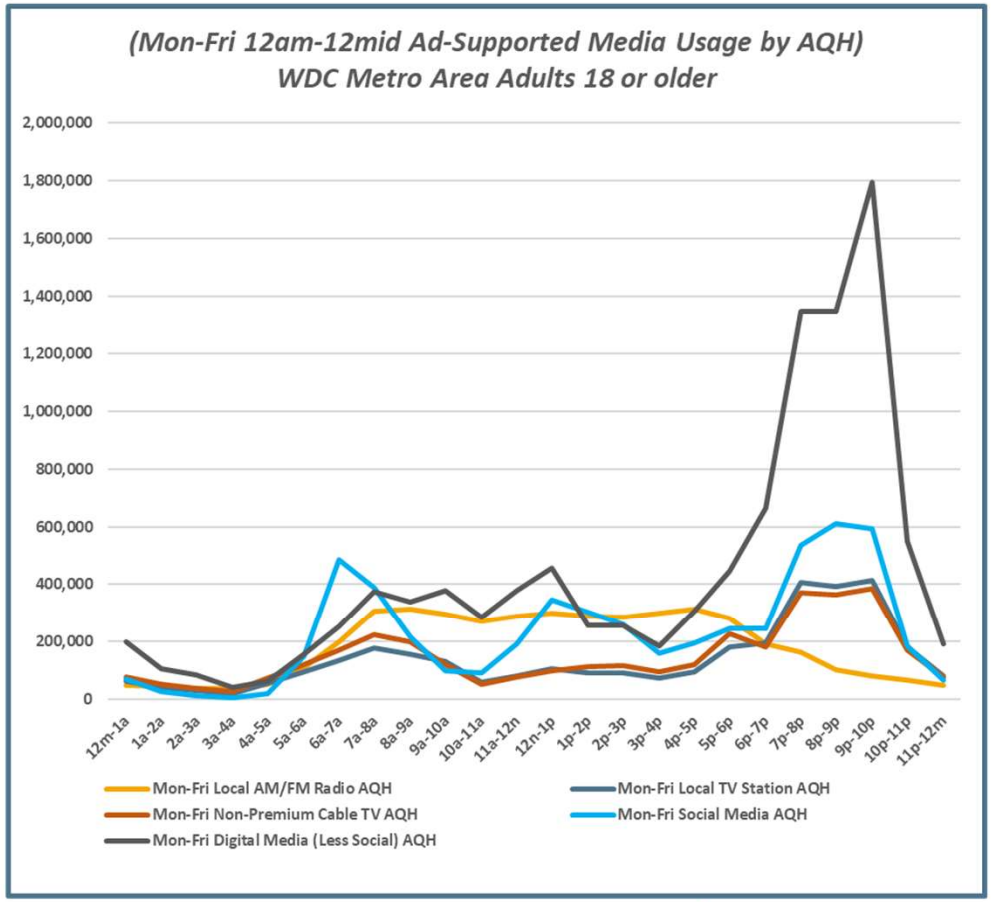
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[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND Grocery stores shopped past 7 days (HHLD): Schnucks)]

Washington

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 109,652; Local Radio: 87,715; Social Media: 77,710; Non-Prem. Cable: 46,450; Local TV: 38,653 reaching Adults 18 or older who are past 7 days buyers of Lunch Meat where B





WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,609

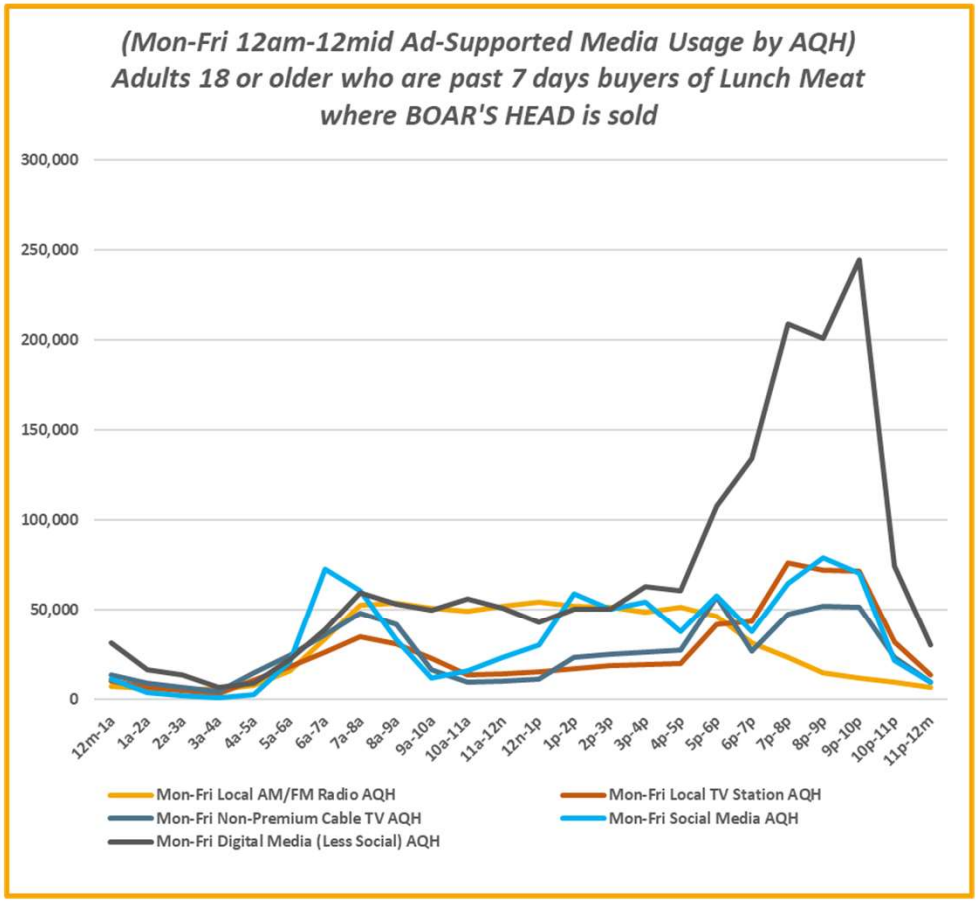
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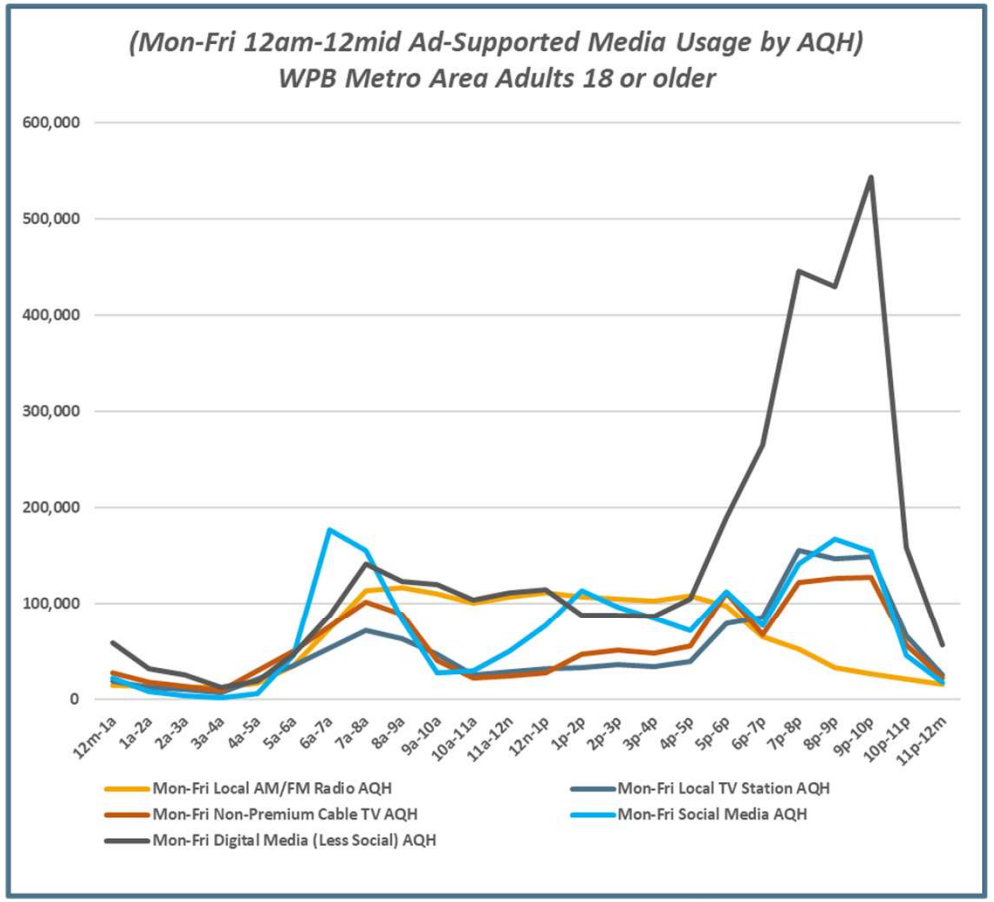
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[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND (Grocery stores shopped past 7 days (HHLD): Giant OR Grocery stores shopped past 7 days (HHLD): Harris Teeter))]

West Palm

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 62,807; Local Radio: 48,166; Social Media: 41,828; Non-Prem. Cable: 27,590; Local TV: 24,325 reaching Adults 18 or older who are past 7 days buyers of Lunch Meat where BO





WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,119

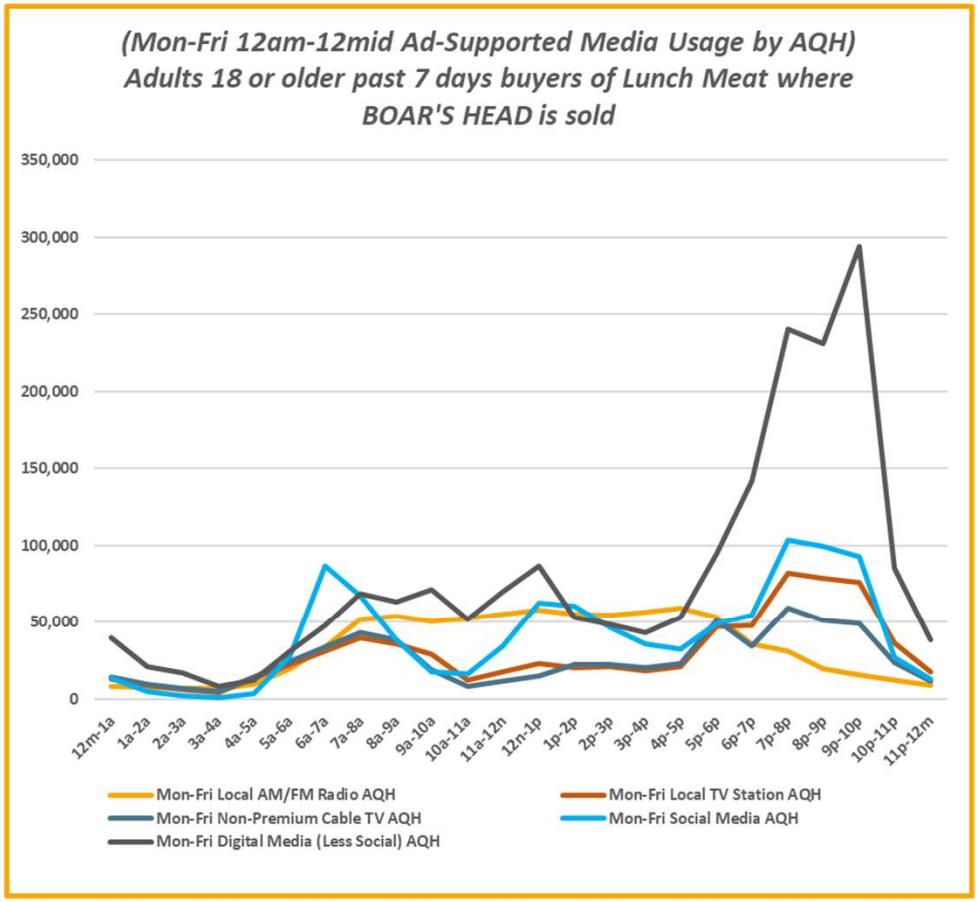
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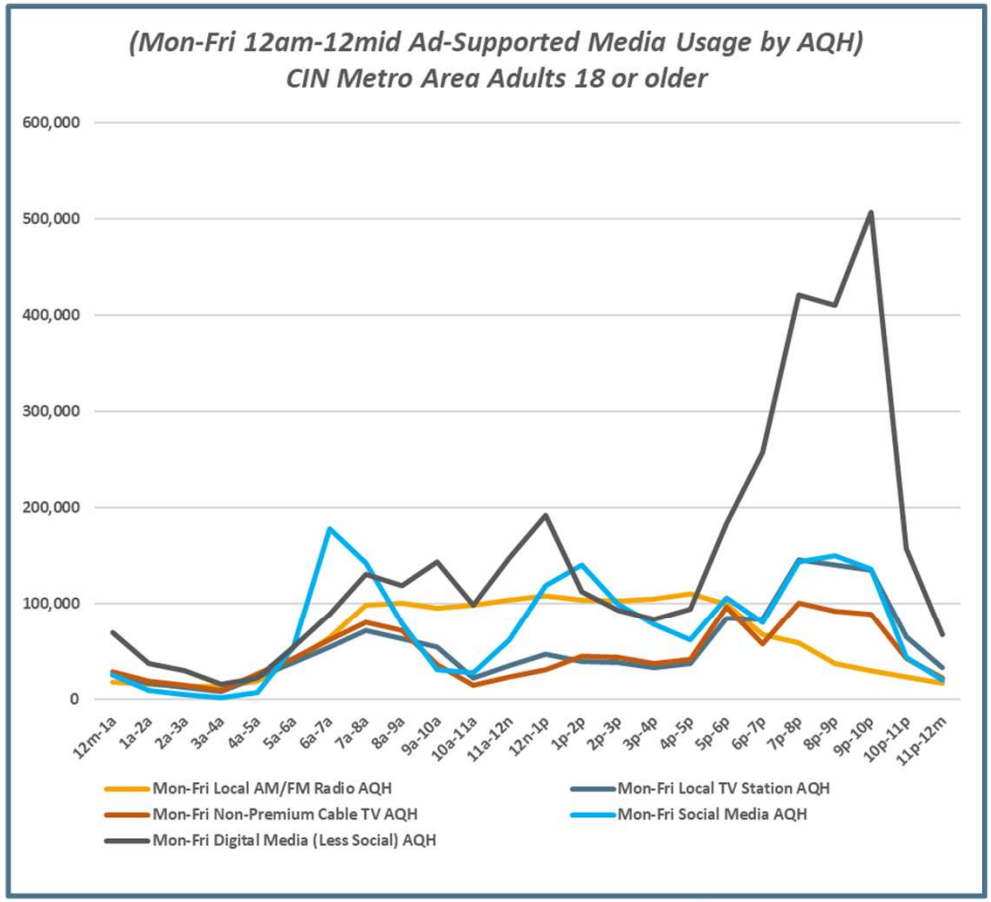
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[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND Grocery stores shopped past 7 days (HHLD): Publix)]

Cincinnati

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 68,914; Local Radio: 51,682; Social Media: 46,426; Local TV: 28,164; Non-Prem. Cable: 26,404 reaching Adults 18 or older past 7 days buyers of Lunch Meat where BOAR'S HEA





CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 998

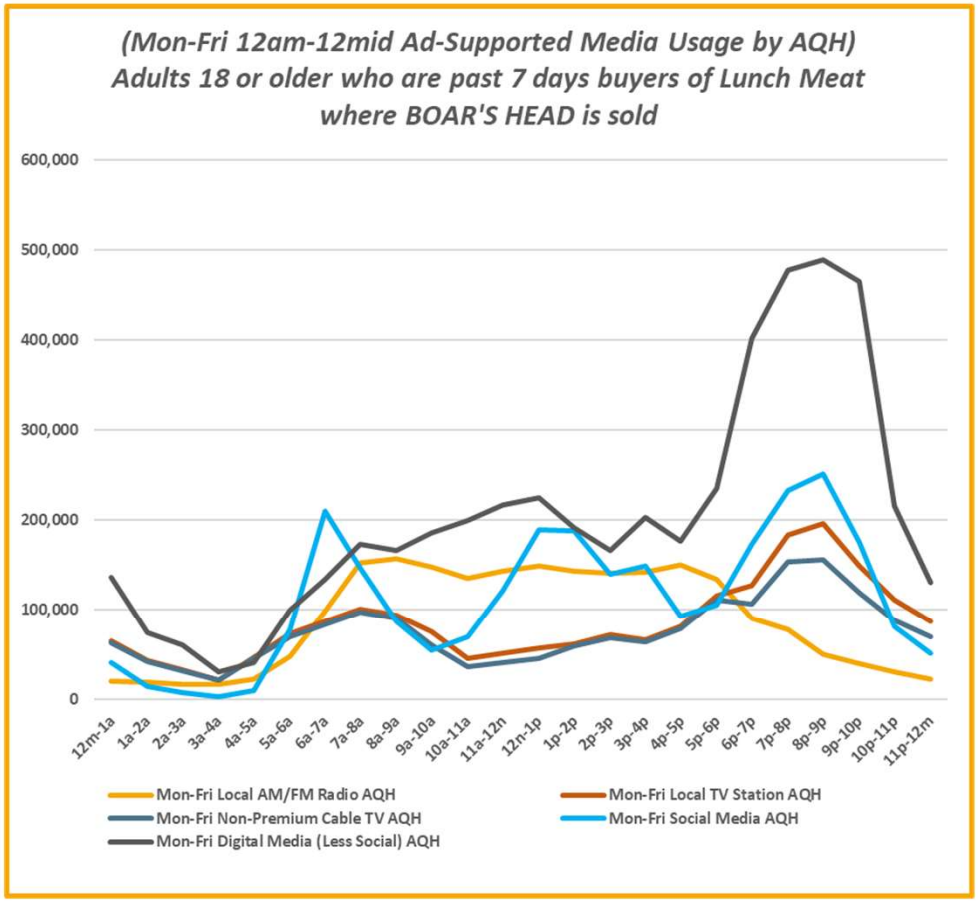
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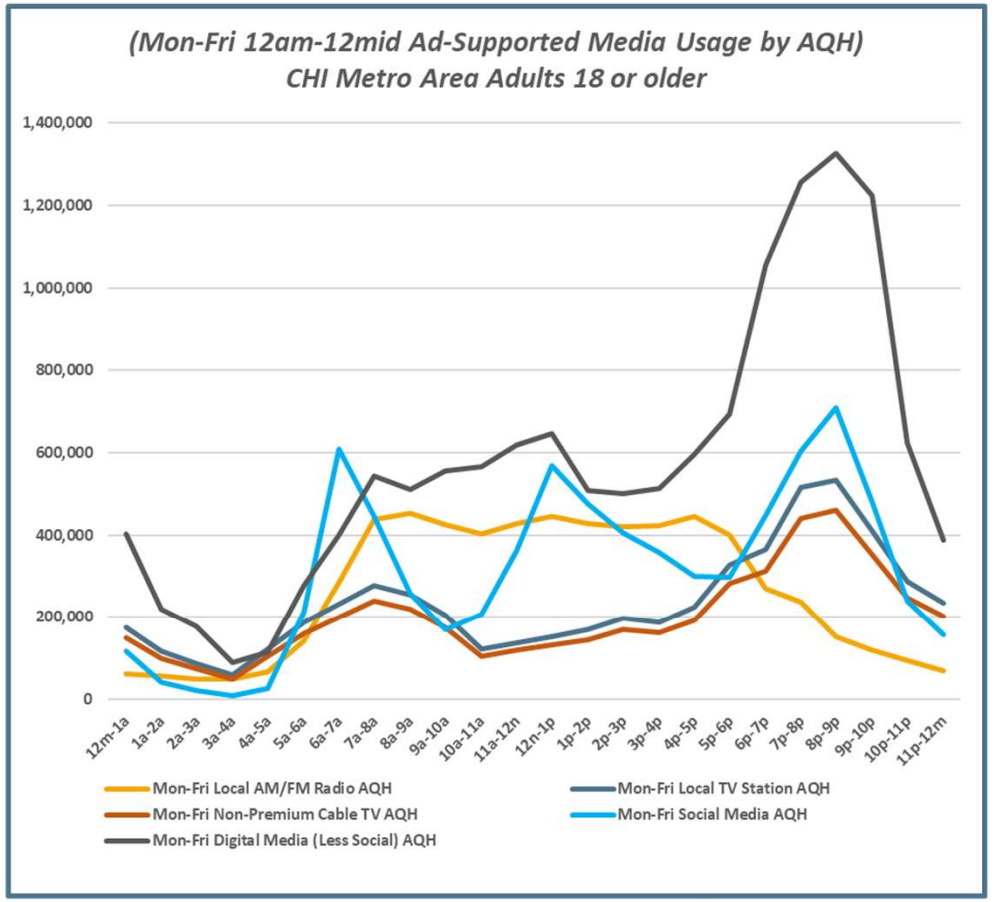
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[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND Grocery stores shopped past 7 days (HHLD): Kroger)]

Chicago

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 205,607; Local Radio: 137,123; Social Media: 132,741; Local TV: 79,531; Non-Prem. Cable: 72,311 reaching Adults 18 or older who are past 7 days buyers of Lunch Meat where





CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,174

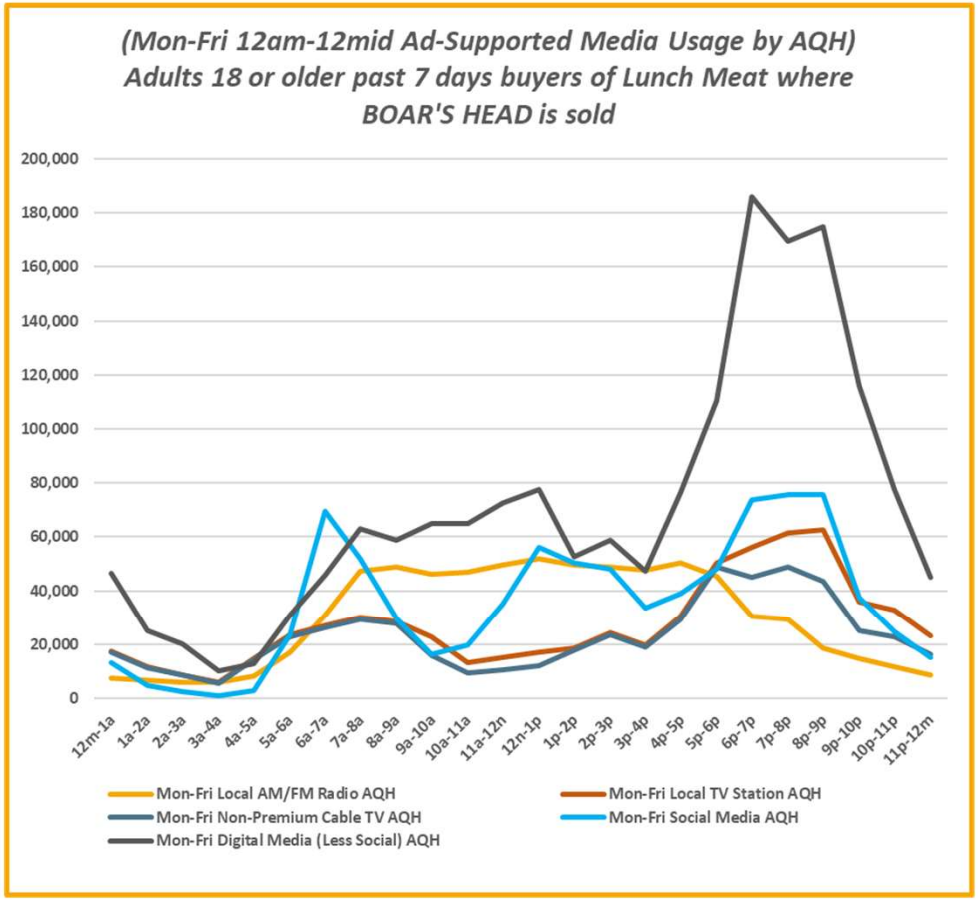
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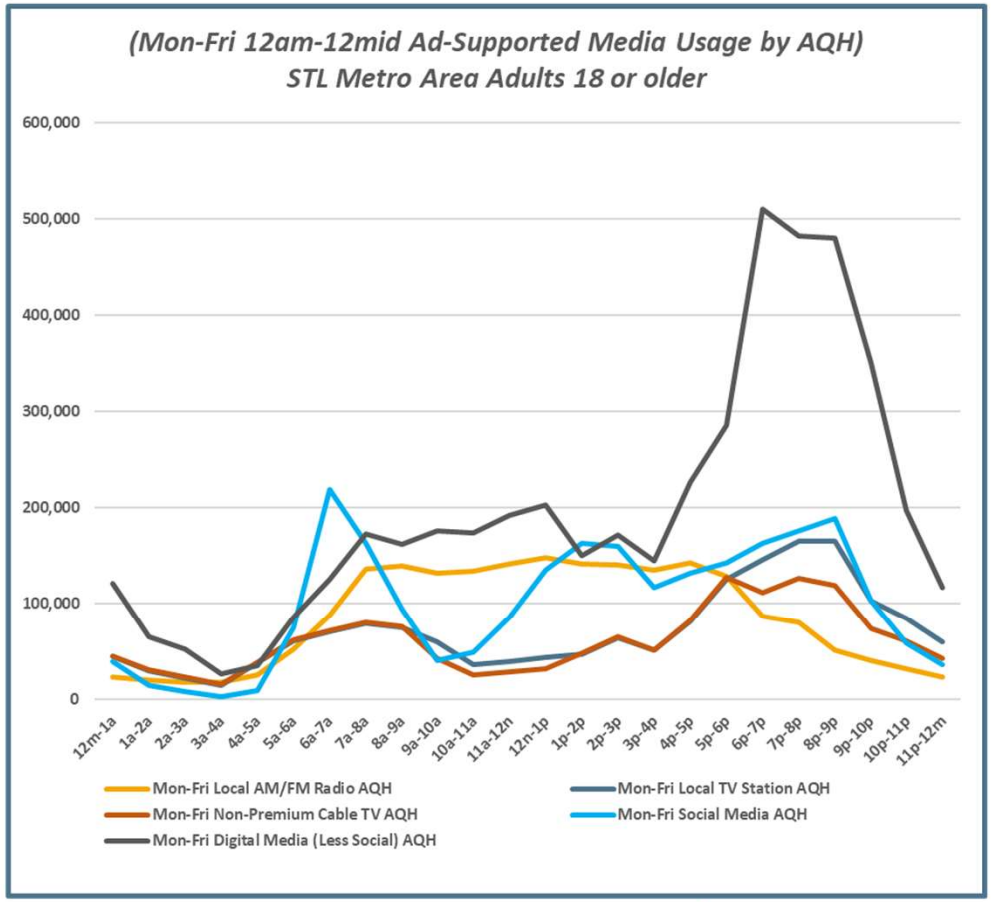
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[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND Grocery stores shopped past 7 days (HHLD): Jewel-Osco)]

St. Louis

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 75,331; Local Radio: 45,723; Social Media: 43,889; Local TV: 27,201; Non-Prem. Cable: 24,197 reaching Adults 18 or older past 7 days buyers of Lunch Meat where BOAR'S HEA





STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 728

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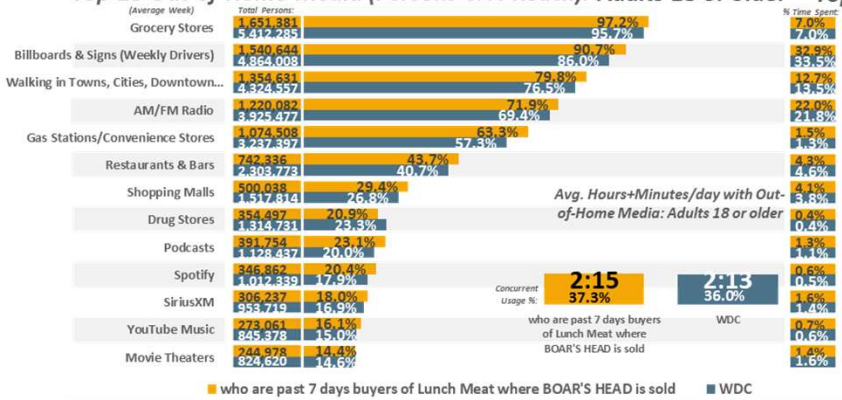
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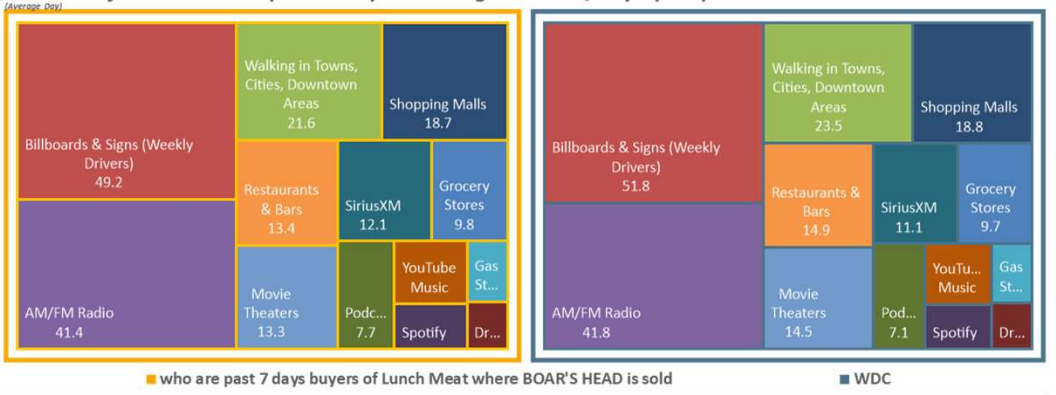
Washington

1,540,644 or 90.7% of Adults 18 or older who are past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold spend an average of 49.2 minutes per day driving, seeing Billboards and Signs. 67.4% Listen to Local Radio Stations Out-of-Home for an average of 3

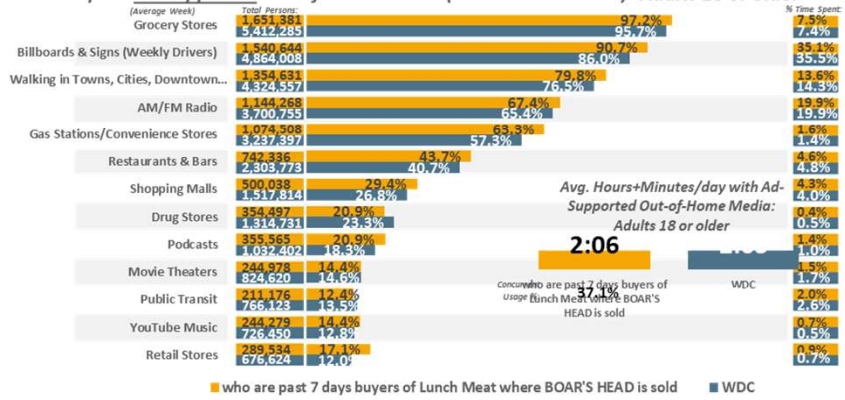
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



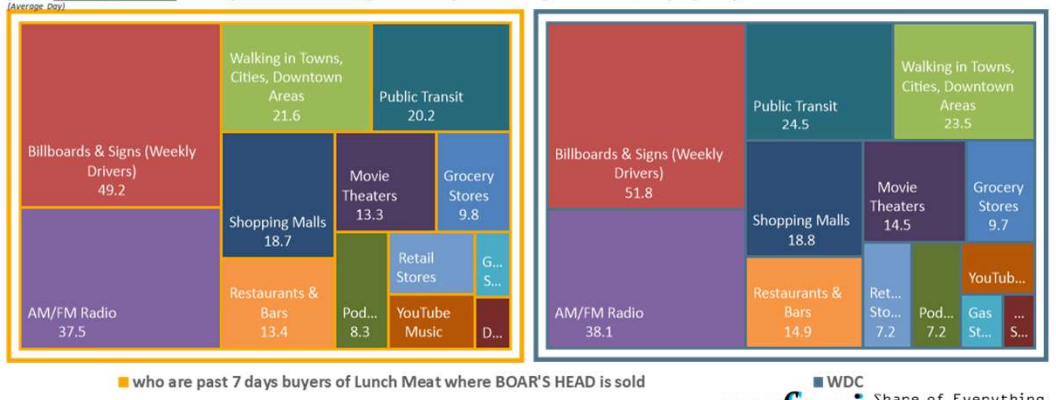
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,609

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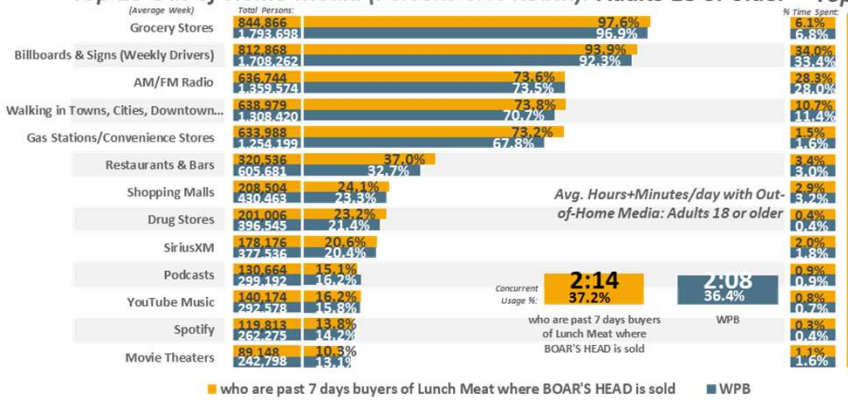
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[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND (Grocery stores shopped past 7 days (HHLD): Giant OR Grocery stores shopped past 7 days (HHLD): Harris Teeter))]

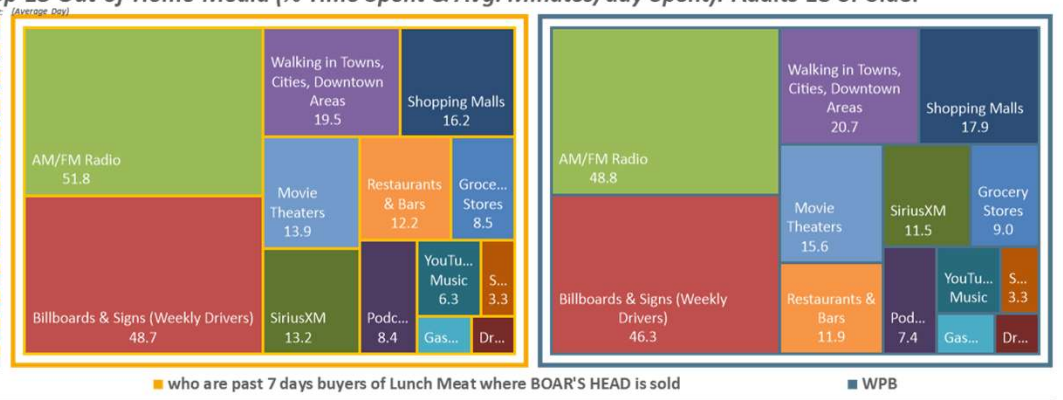
West Palm

812,868 or 93.9% of Adults 18 or older who are past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold spend an average of 48.7 minutes per day driving, seeing Billboards and Signs. 71.4% Listen to Local Radio Stations Out-of-Home for an average of 50.

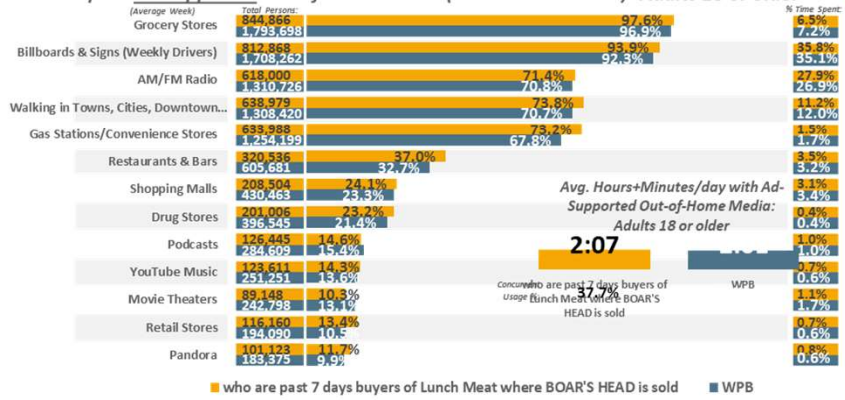
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



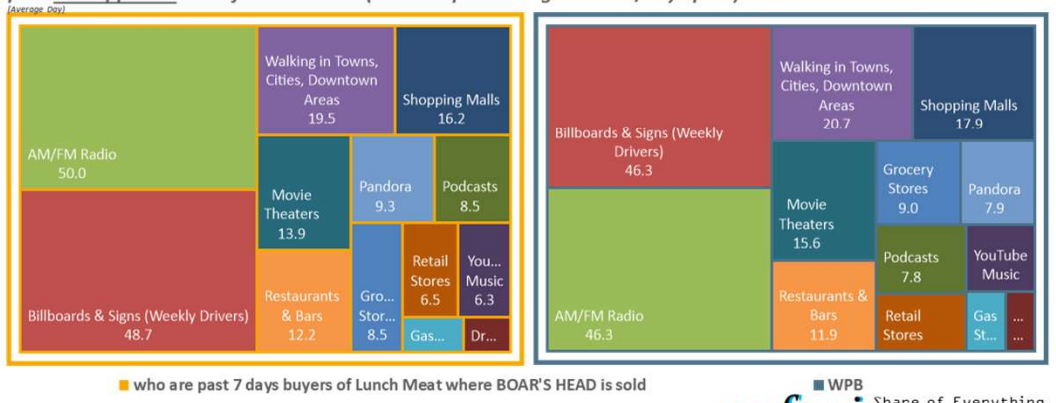
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,119

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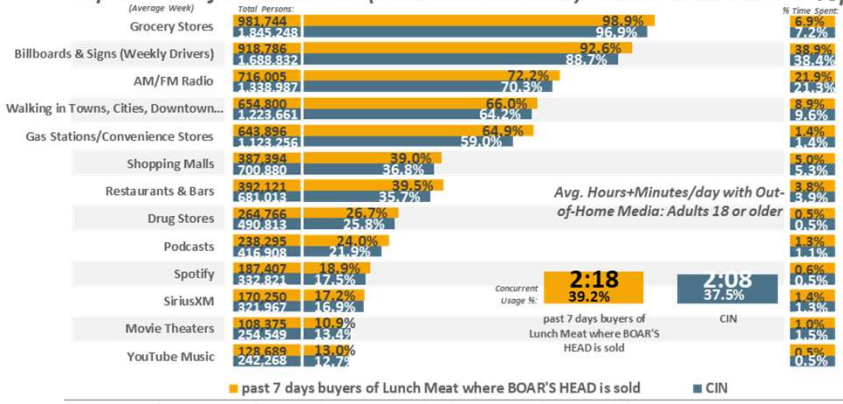
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[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND Grocery stores shopped past 7 days (HHLD): Publix)]

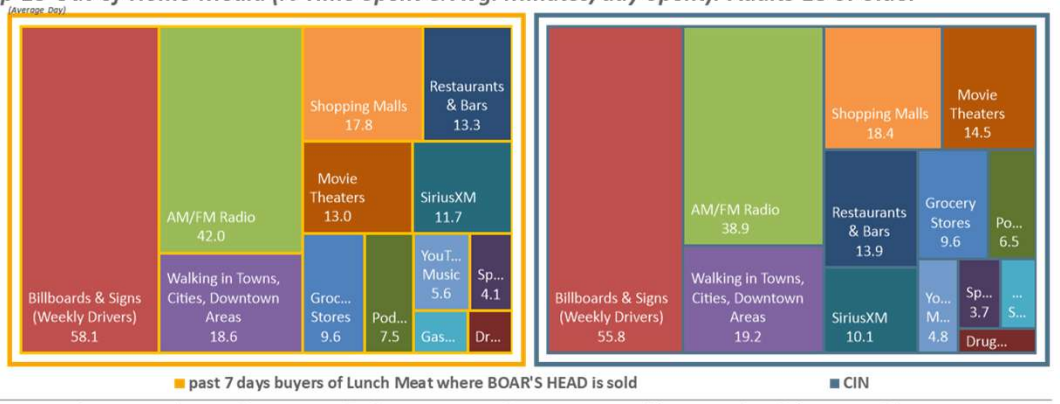
Cincinnati

918,786 or 92.6% of Adults 18 or older past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold spend an average of 58.1 minutes per day driving, seeing Billboards and Signs. 69.1% Listen to Local Radio Stations Out-of-Home for an average of 40.2 minute

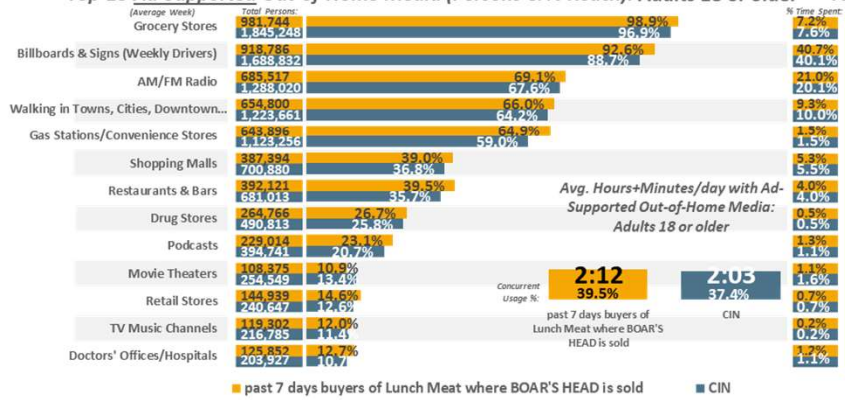
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



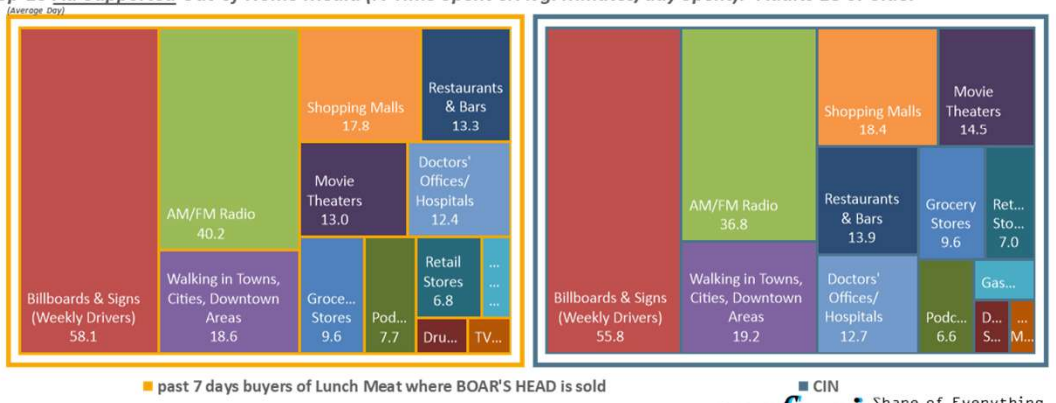
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 998

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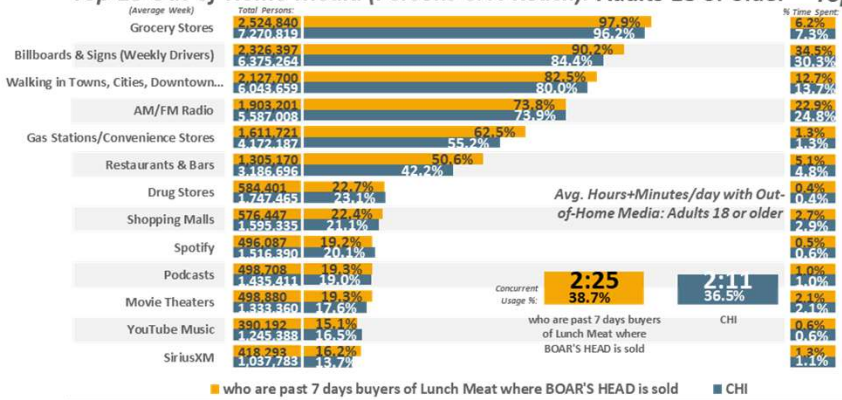
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[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND Grocery stores shopped past 7 days (HHLD): Kroger)]

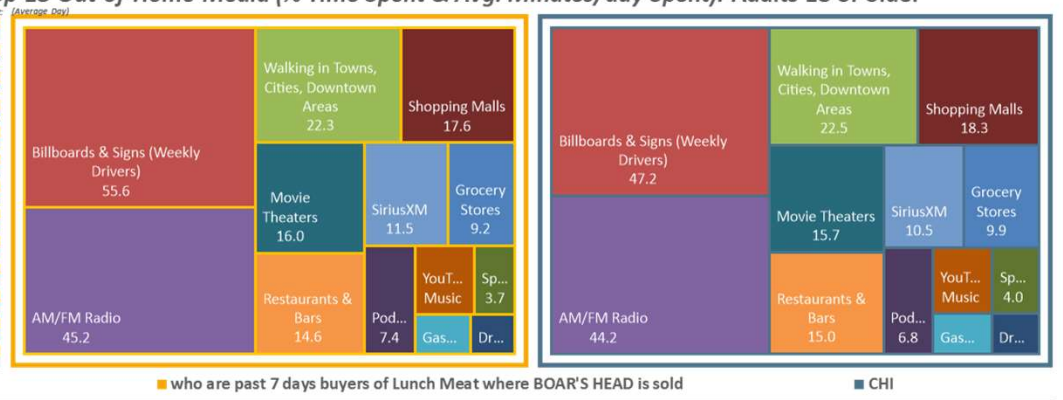
Chicago

2,326,397 or 90.2% of Adults 18 or older who are past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold spend an average of 55.6 minutes per day driving, seeing Billboards and Signs. 69.5% Listen to Local Radio Stations Out-of-Home for an average of 4

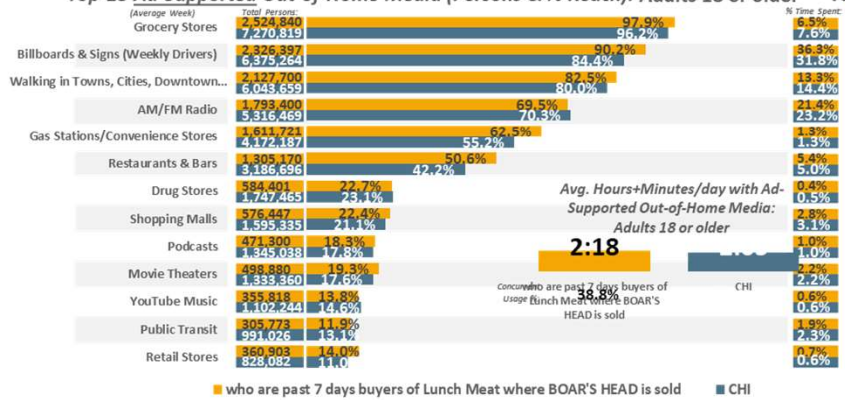
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



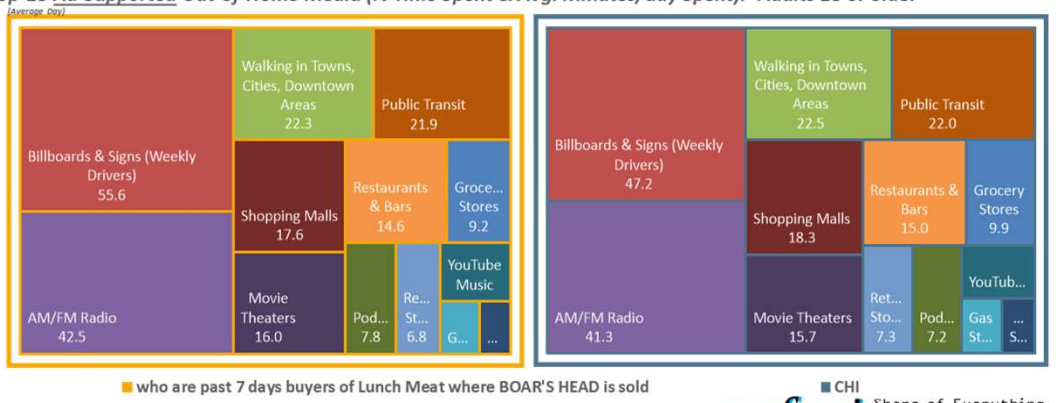
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,174

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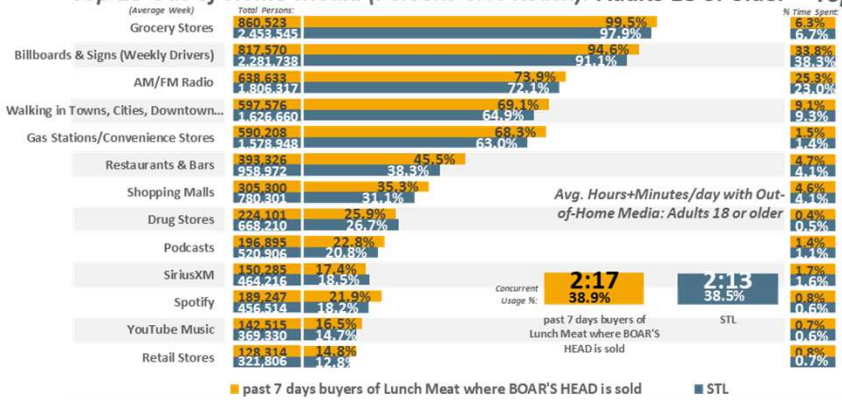
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[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND Grocery stores shopped past 7 days (HHLD): Jewel-Osco)]

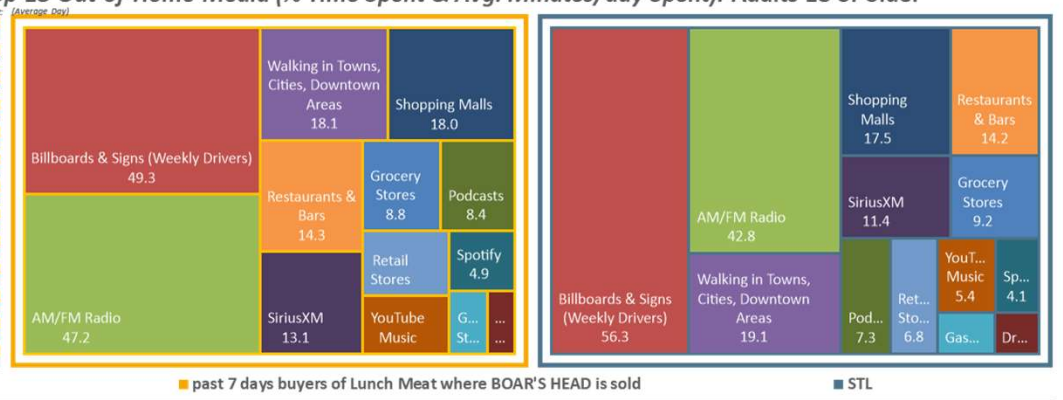
St. Louis

817,570 or 94.6% of Adults 18 or older past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold spend an average of 49.3 minutes per day driving, seeing Billboards and Signs. 70.4% Listen to Local Radio Stations Out-of-Home for an average of 43.9 minute

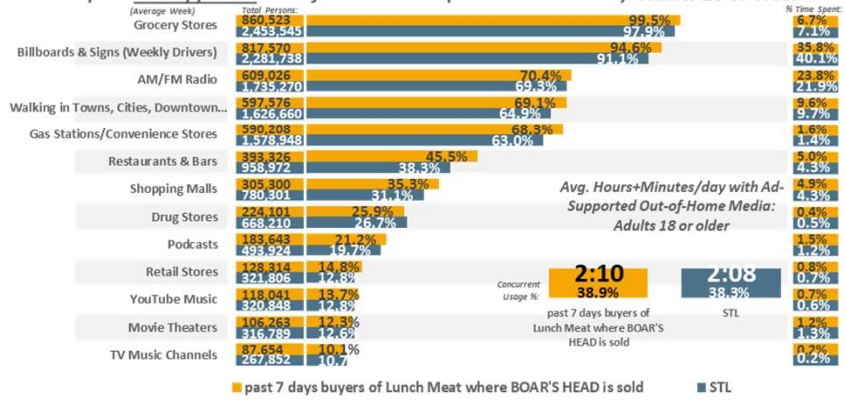
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



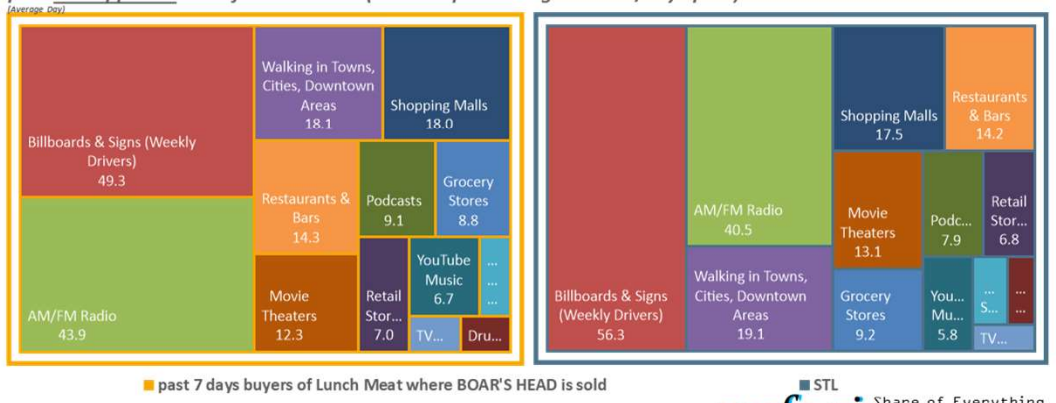
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 728

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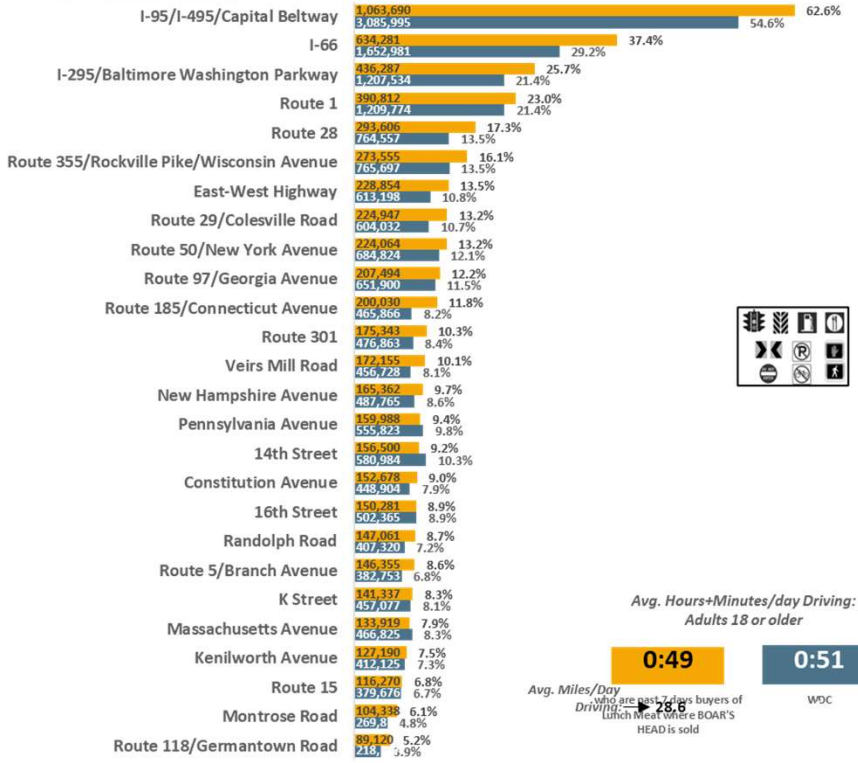
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[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND Grocery stores shopped past 7 days (HHLD): Schnucks)]

Washington

1,540,644 or 90.7% of Adults 18 or older who are past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold spend an average of 49.2 minutes per day driving an average of 28.6 miles each day and are 43.% more likely to use Route 185/Connecticut Avenue tha

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



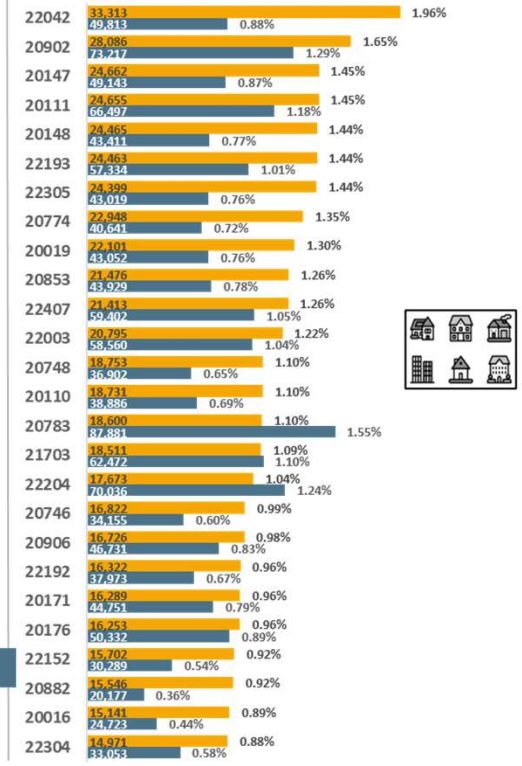
Avg. Hours+Minutes/day Driving: Adults 18 or older

0:49 — who are past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold

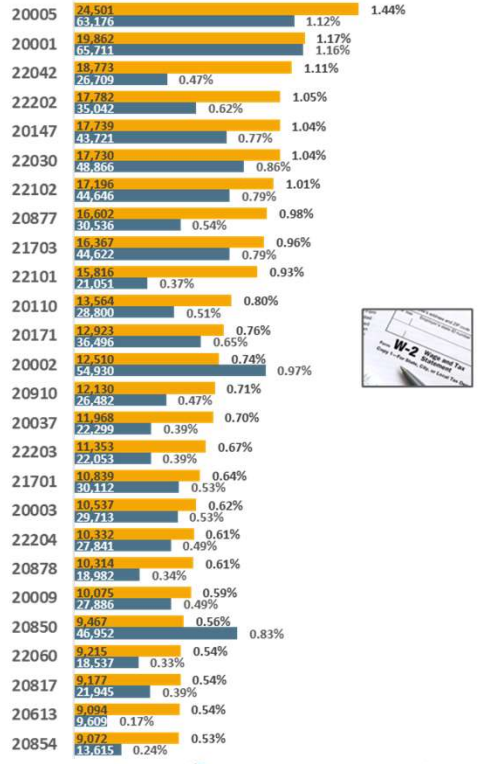
0:51 — WDC

Avg. Miles/Day Driving: ▶ 28.6

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,609

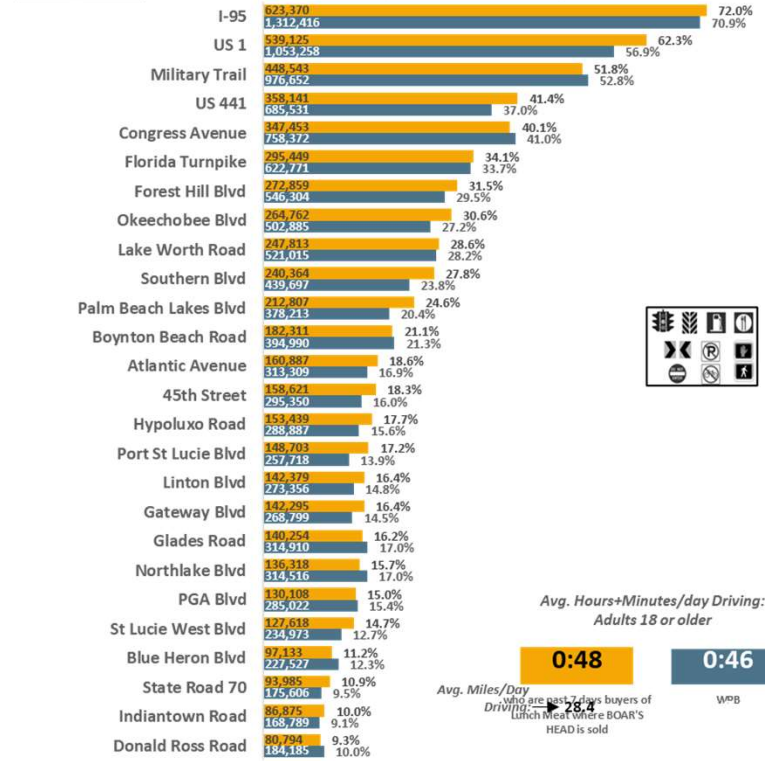
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[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND (Grocery stores shopped past 7 days (HHLD): Giant OR Grocery stores shopped past 7 days (HHLD): Harris Teeter))]

West Palm

812,868 or 93.9% of Adults 18 or older who are past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold spend an average of 48.7 minutes per day driving an average of 28.4 miles each day and are 23.3% more likely to use Port St Lucie Blvd than the Metro

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



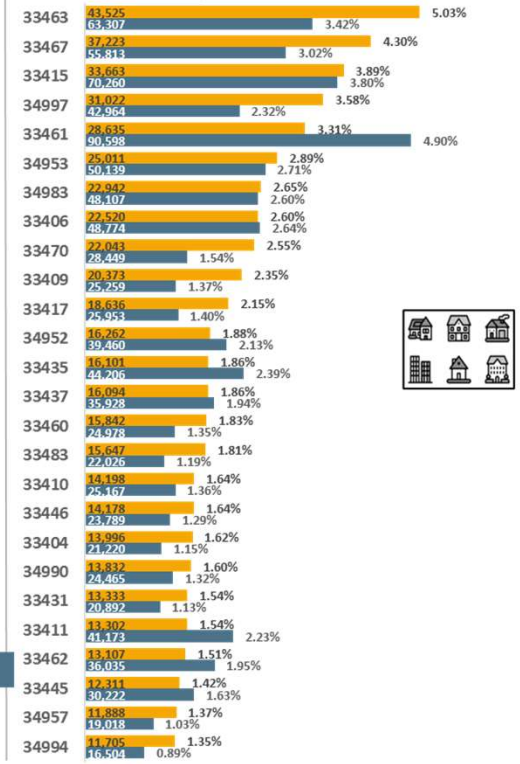
Avg. Hours+Minutes/day Driving: Adults 18 or older

0:48 — who are past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold

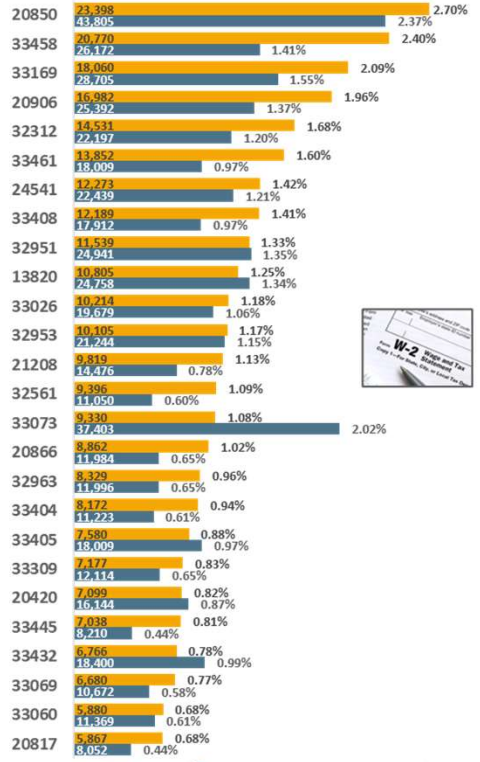
0:46 — WPB

Avg. Miles/Day Driving: ▶ 28.4

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,119

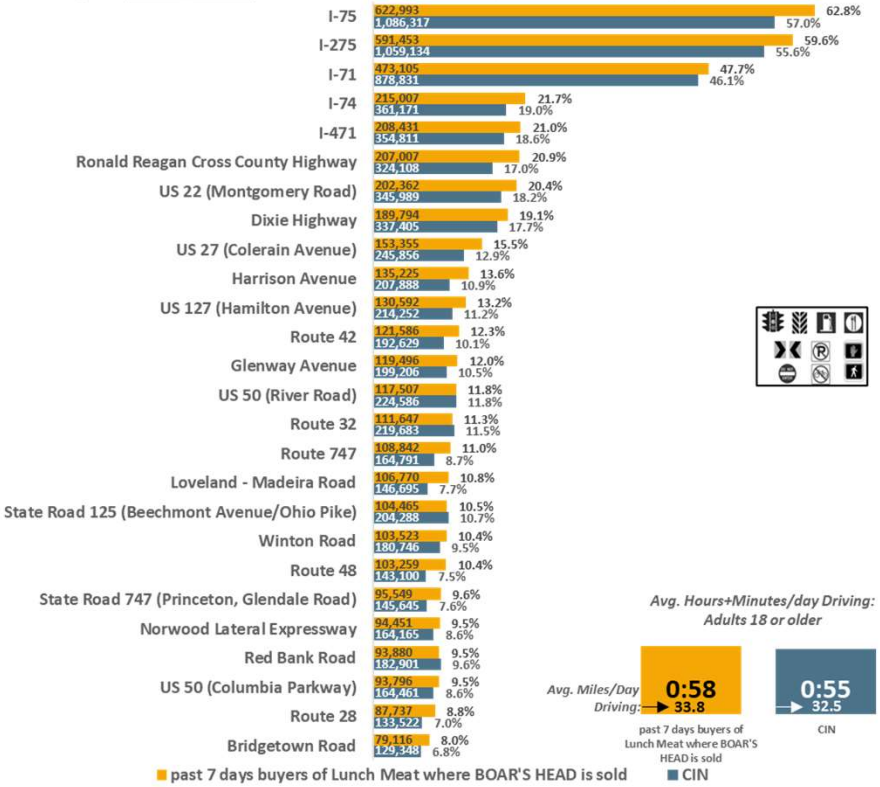
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[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND Grocery stores shopped past 7 days (HHLD): Publix)]

Cincinnati

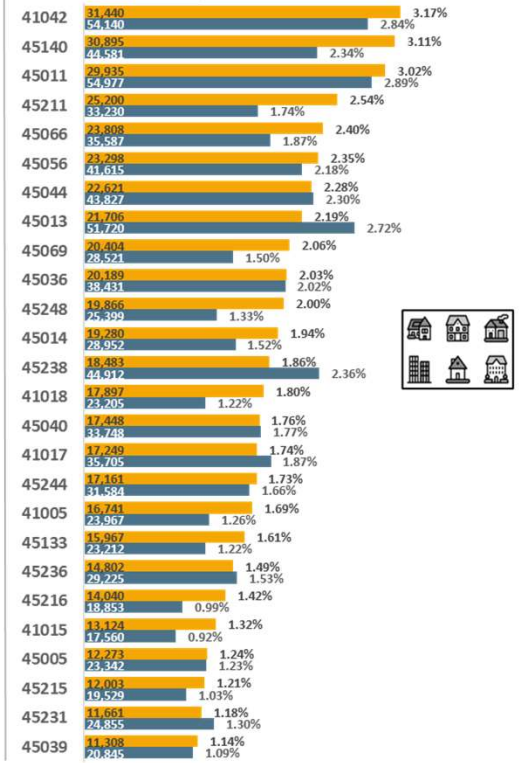
918,786 or 92.6% of Adults 18 or older past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold spend an average of 58.1 minutes per day driving an average of 33.8 miles each day and are 39.7% more likely to use Loveland - Madeira Road than the Metro av

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

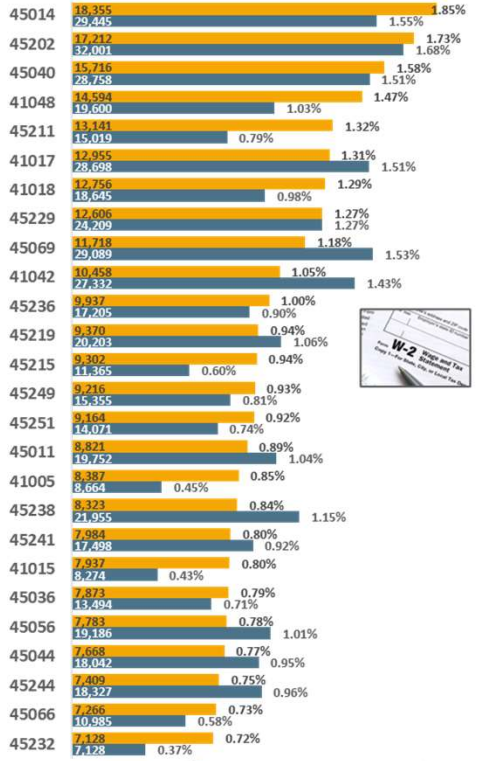


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 998

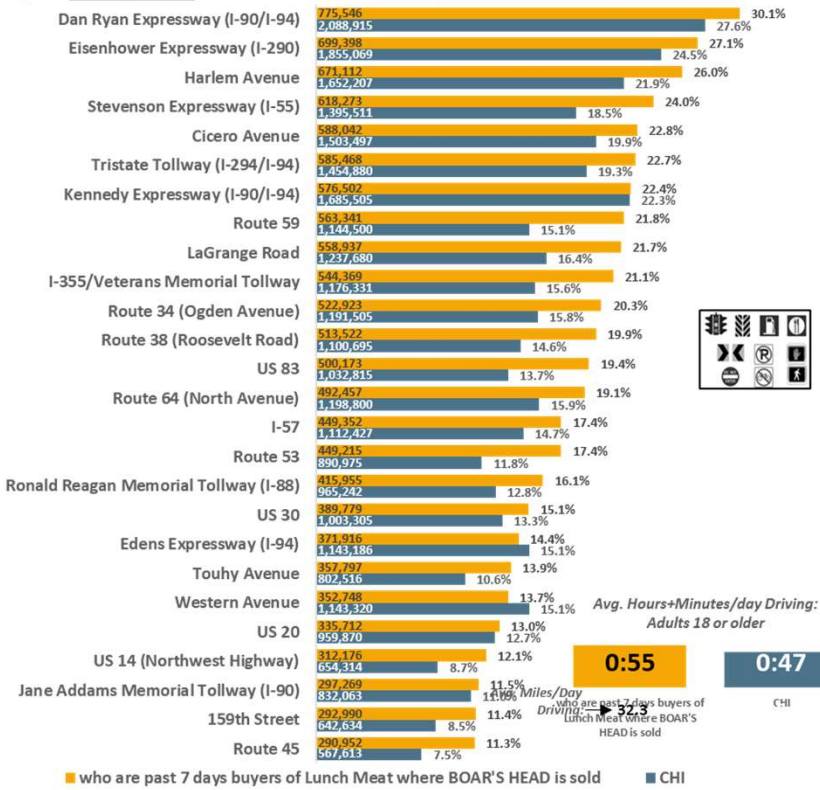
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[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND Grocery stores shopped past 7 days (HHLD): Kroger)]

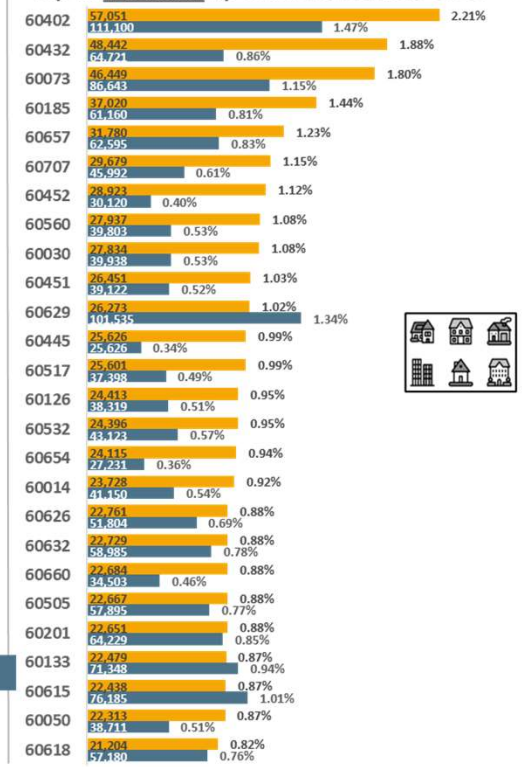
Chicago

2,326,397 or 90.2% of Adults 18 or older who are past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold spend an average of 55.6 minutes per day driving an average of 32.3 miles each day and are 47.7% more likely to use Route 53 than the Metro average

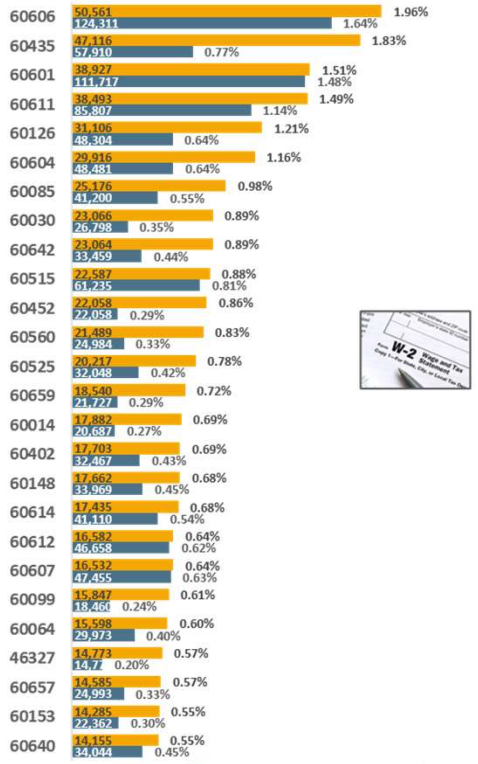
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,174

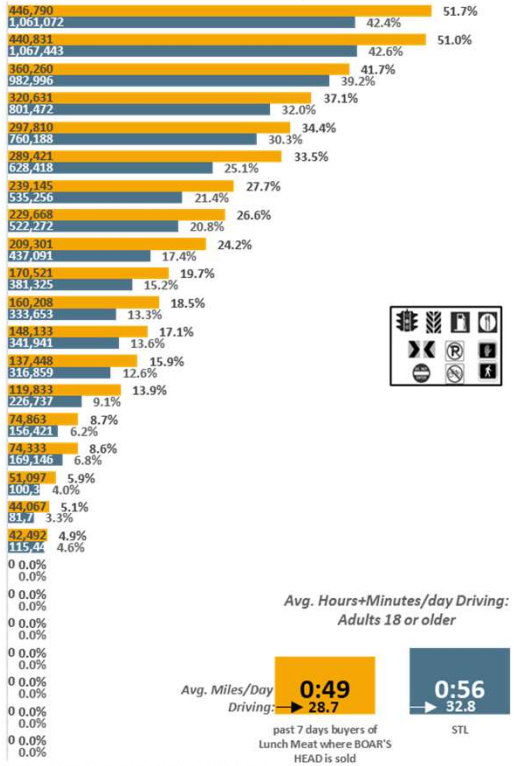
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[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND Grocery stores shopped past 7 days (HHLD): Jewel-Osco)]

St. Louis

817,570 or 94.6% of Adults 18 or older past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold spend an average of 49.3 minutes per day driving an average of 28.7 miles each day and are 56.1% more likely to use Martin Luther King Bridge than the Metro

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

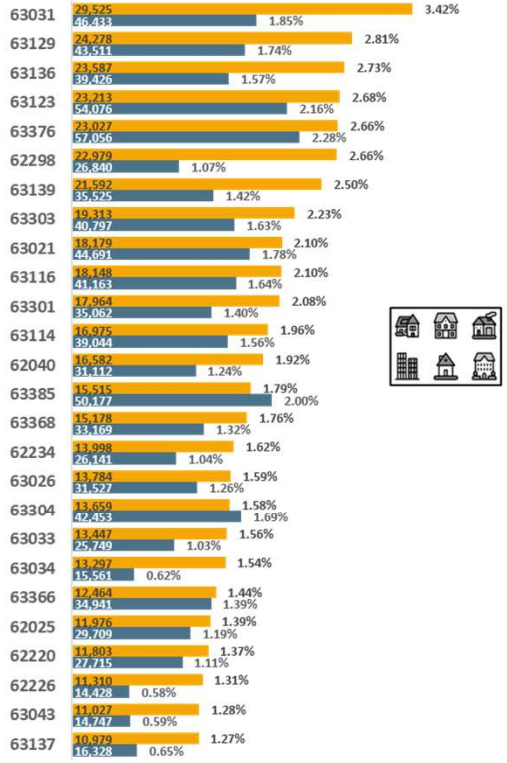


Avg. Hours+Minutes/day Driving: Adults 18 or older

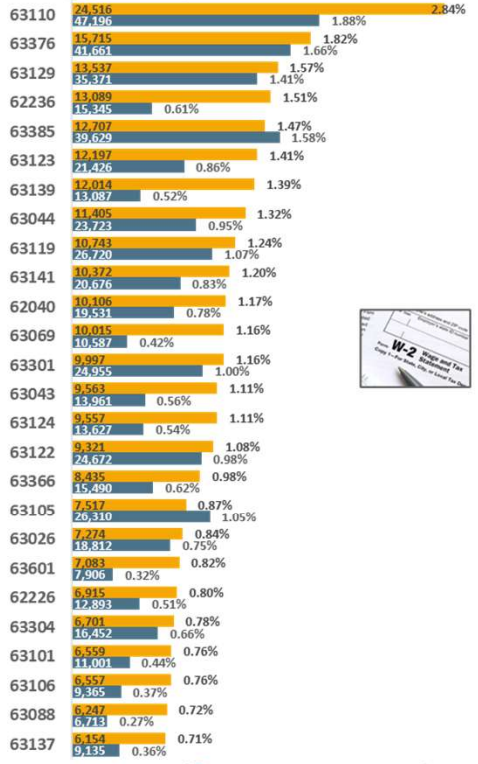
Avg. Miles/Day Driving:

past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold	STL
0:49 → 28.7	0:56 → 32.8

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



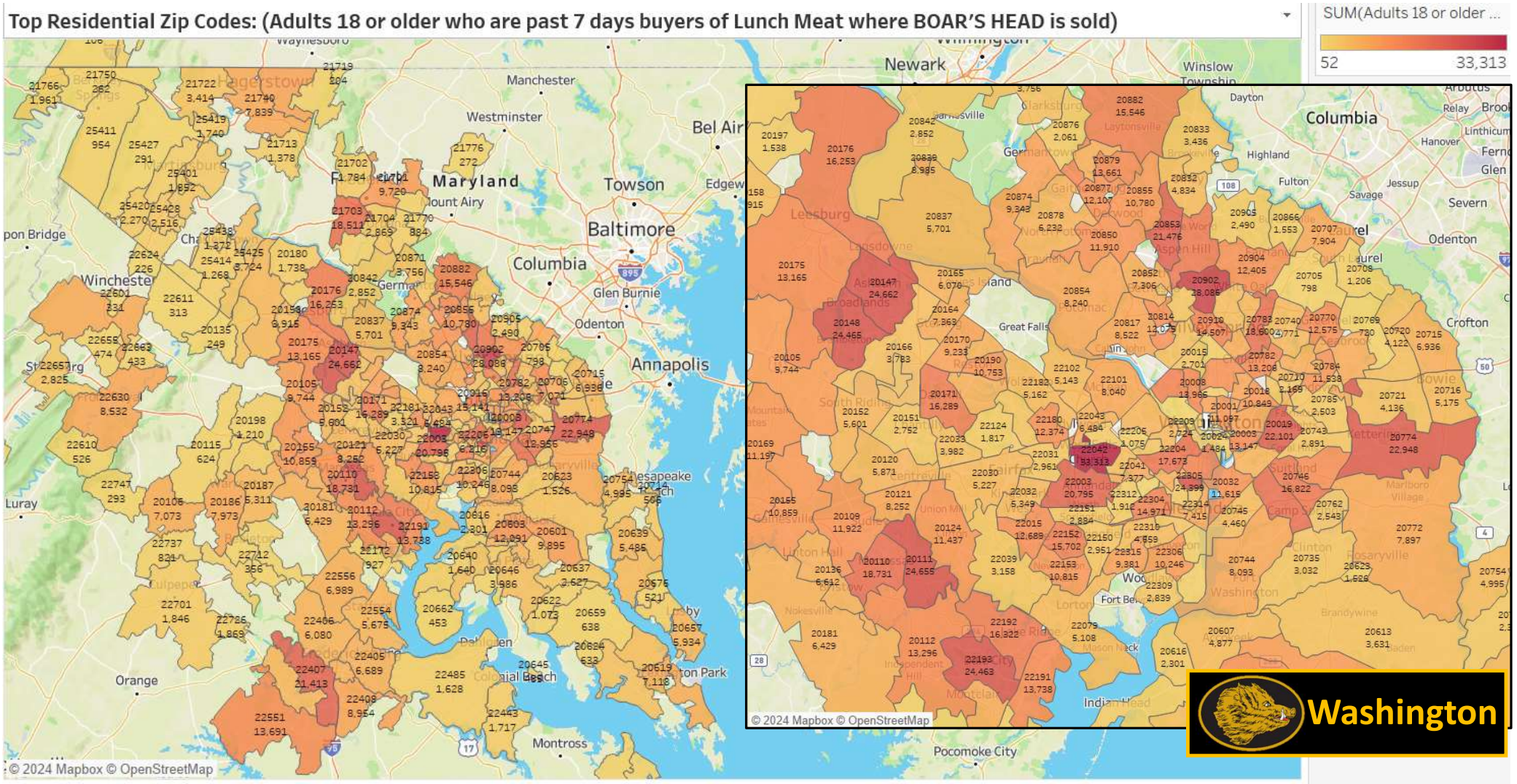
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STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 728

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[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND Grocery stores shopped past 7 days (HHLD): Schnucks)]

Top Residential Zip Codes: (Adults 18 or older who are past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold)

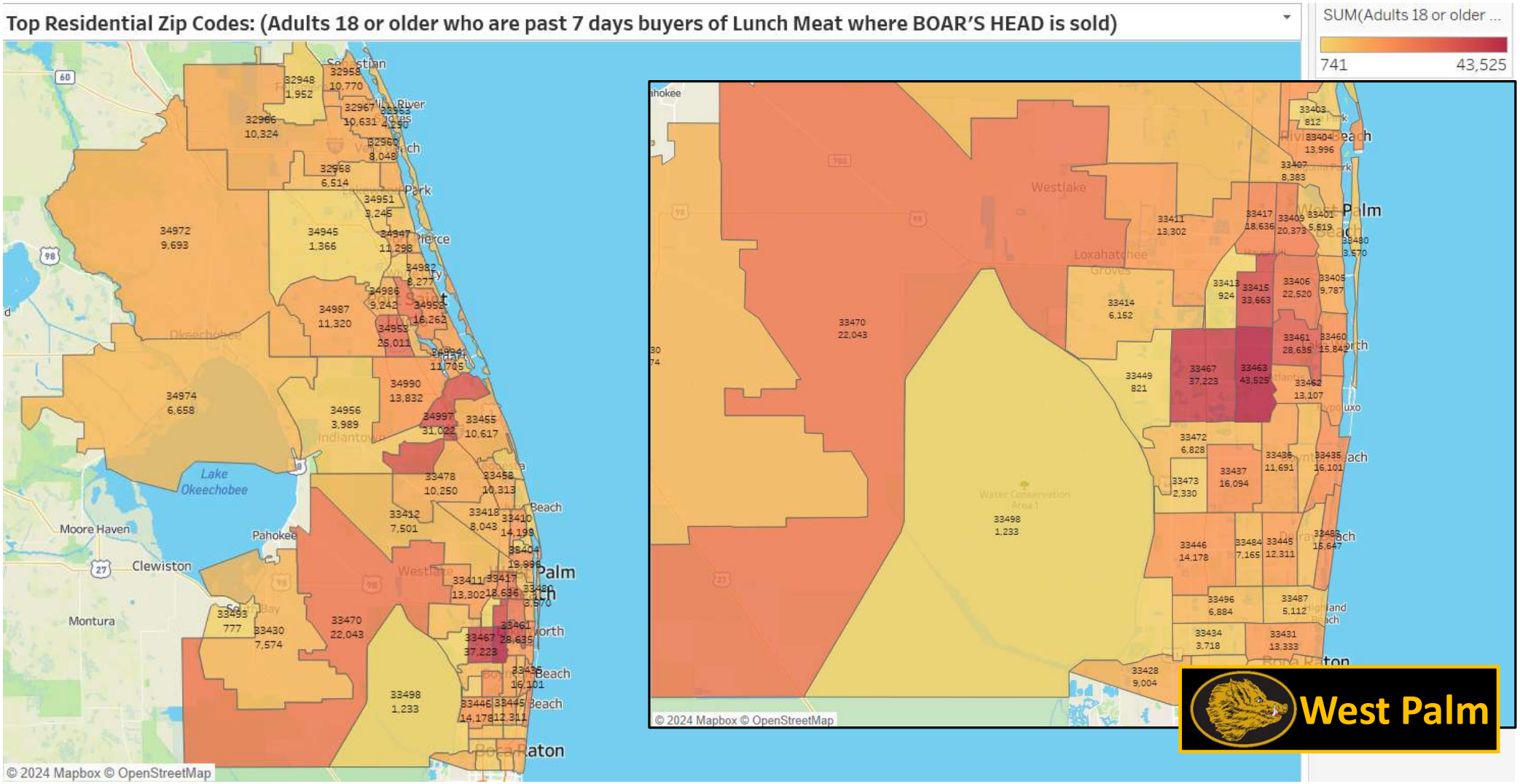


WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,609
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[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND (Grocery stores shopped past 7 days (HHLD): Giant OR Grocery stores shopped past 7 days (HHLD): Harris Teeter))]

Top Residential Zip Codes: (Adults 18 or older who are past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold)



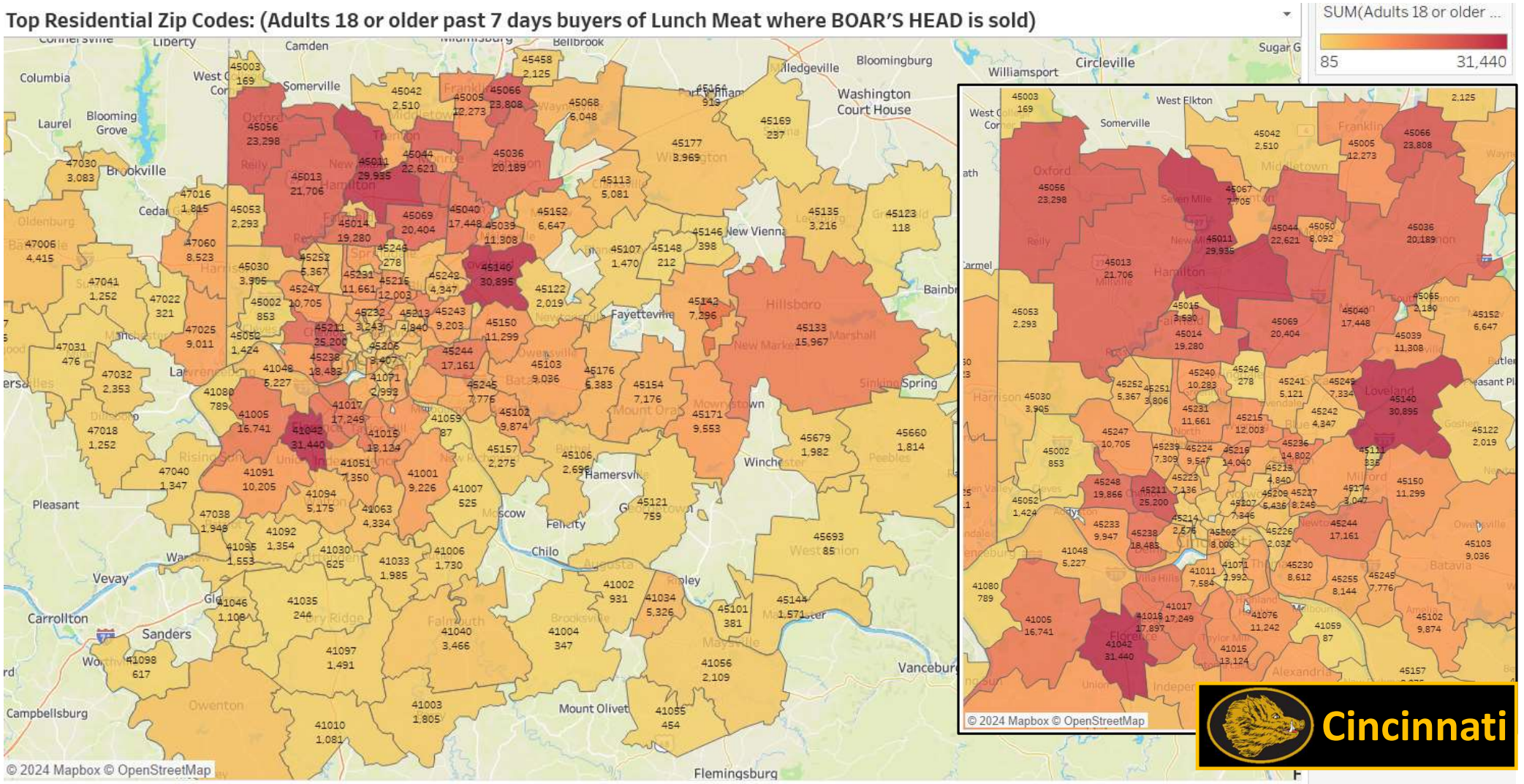
WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,119

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[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND Grocery stores shopped past 7 days (HHLD): Publix)]

Top Residential Zip Codes: (Adults 18 or older past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold)

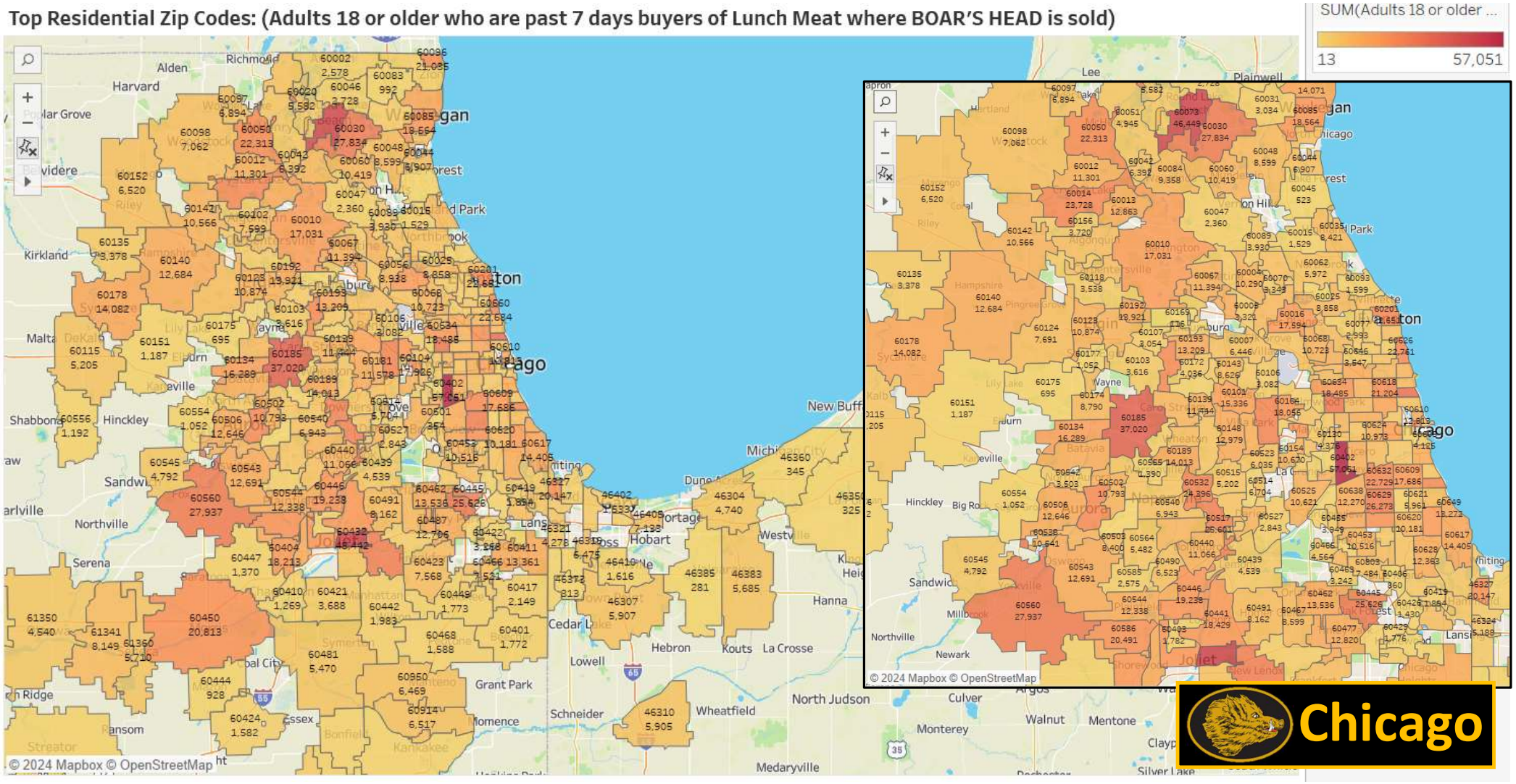


CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 998
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[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND Grocery stores shopped past 7 days (HHLD): Kroger)]

Top Residential Zip Codes: (Adults 18 or older who are past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold)

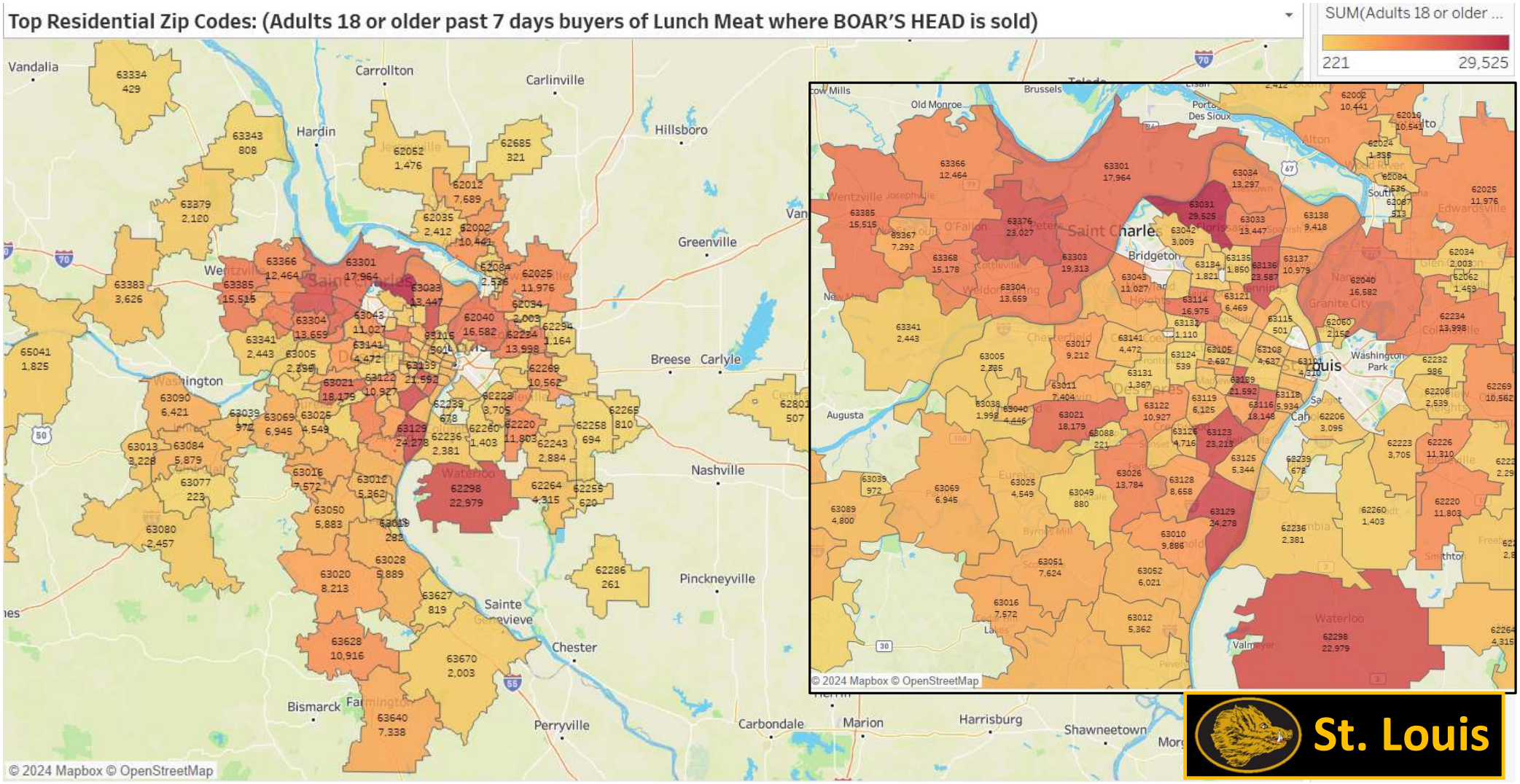


CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,174

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[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND Grocery stores shopped past 7 days (HHLD): Jewel-Osco)]



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 728
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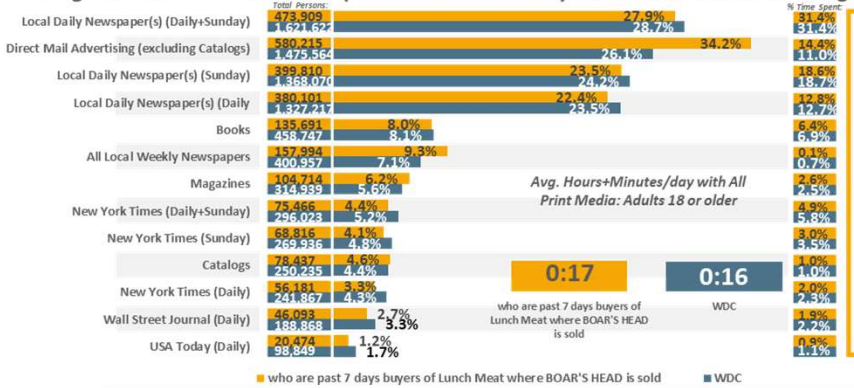
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[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND Grocery stores shopped past 7 days (HHLD): Schnucks)]

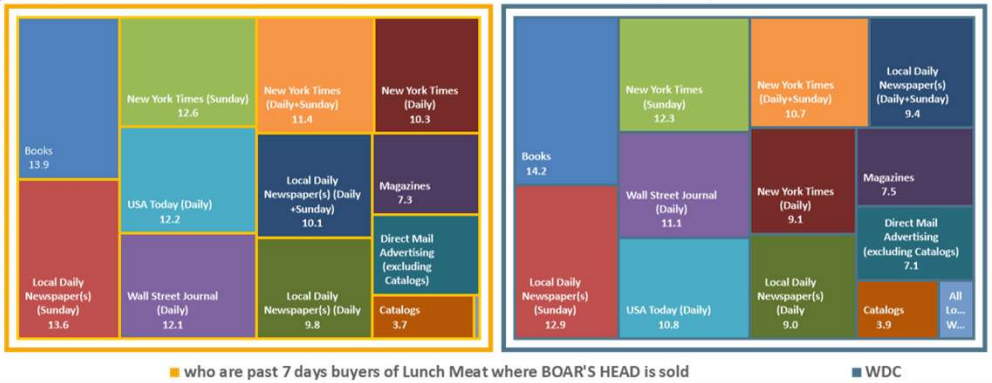
Washington

473,909 or 27.9% of Adults 18 or older who are past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.1 minutes every day representing 33.6% of all time spent daily with All forms of P

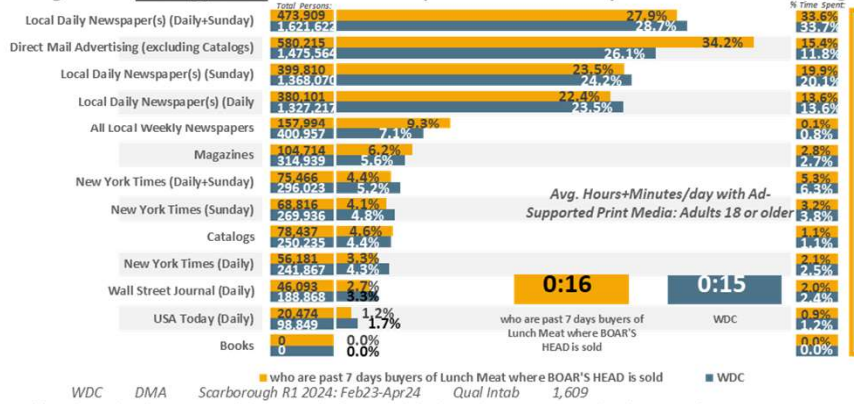
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



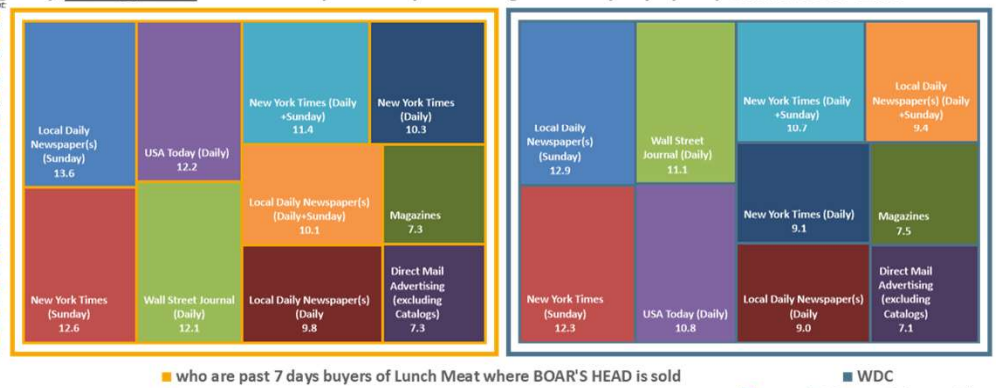
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,609

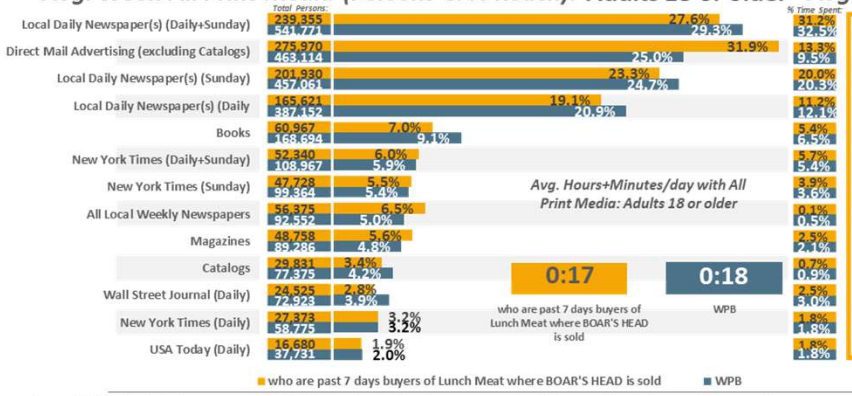
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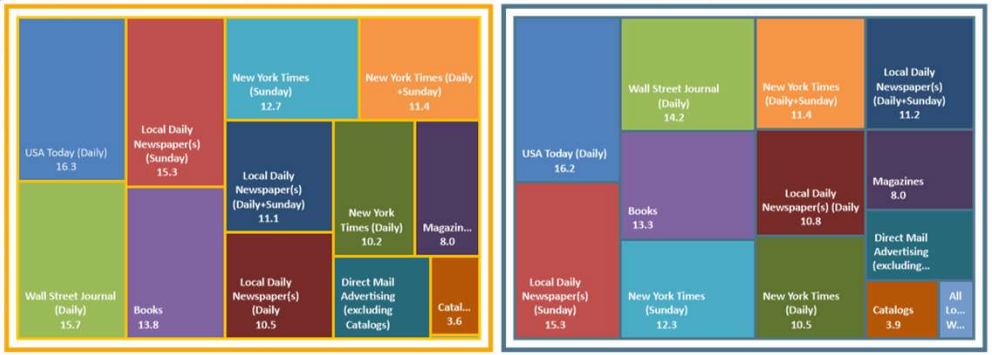
[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND (Grocery stores shopped past 7 days (HHLD): Giant OR Grocery stores shopped past 7 days (HHLD): Harris Teeter))]

239,355 or 27.6% of Adults 18 or older who are past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.1 minutes every day representing 33.% of all time spent daily with All forms of Pr

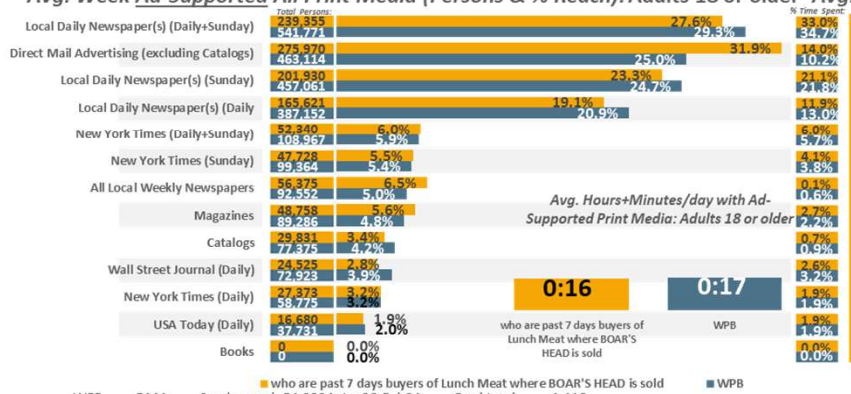
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



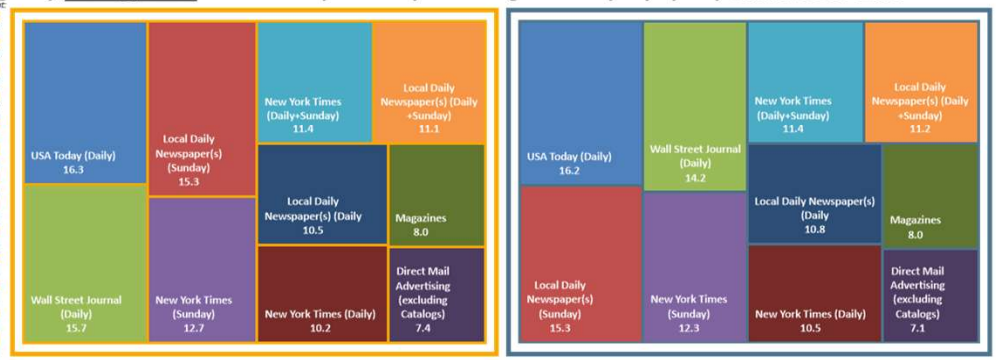
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,119

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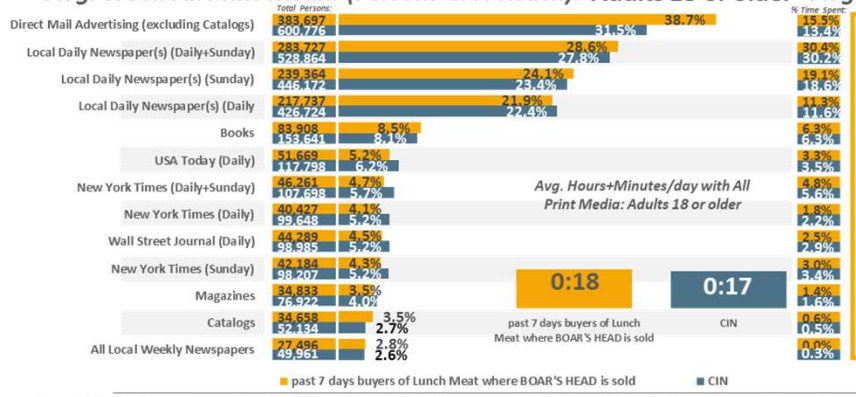
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[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND Grocery stores shopped past 7 days (HHLD): Publix)]

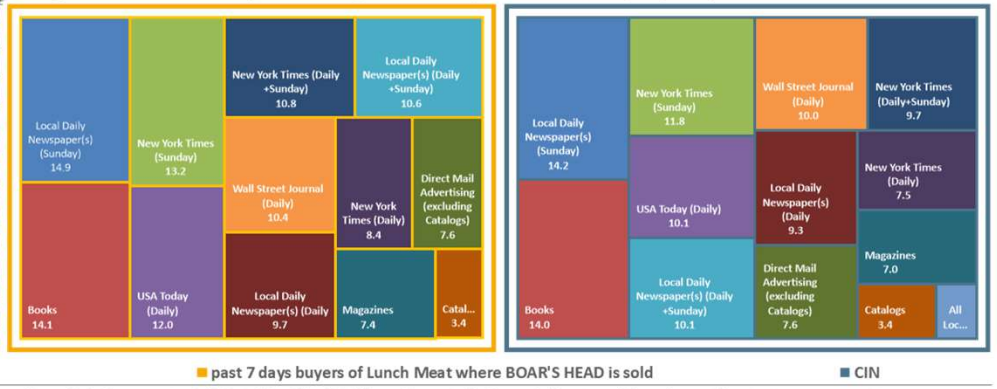
Cincinnati

283,727 or 28.6% of Adults 18 or older past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.6 minutes every day representing 32.4% of all time spent daily with All forms of Print Med

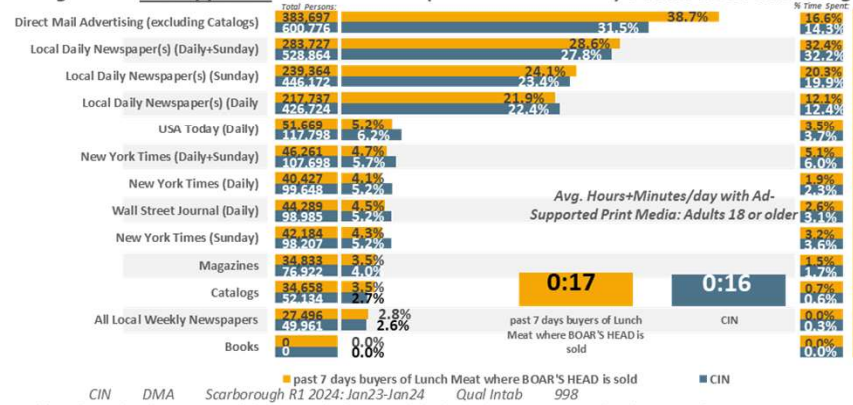
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



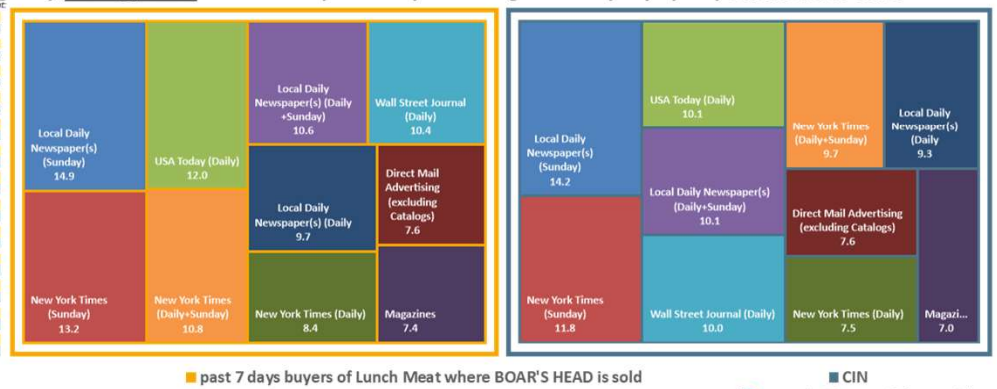
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 998

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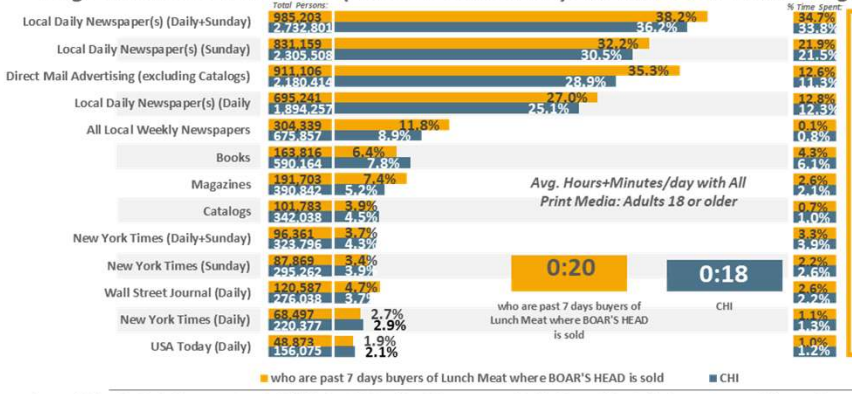
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[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND Grocery stores shopped past 7 days (HHLD): Kroger)]

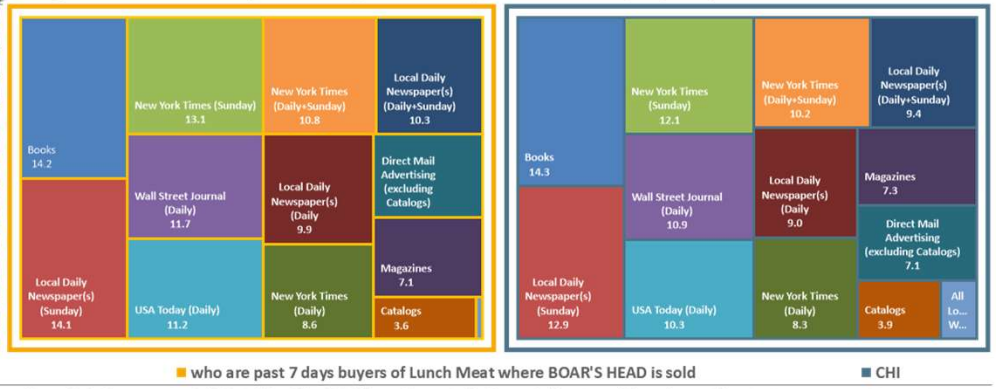
Chicago

985,203 or 38.2% of Adults 18 or older who are past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.3 minutes every day representing 36.3% of all time spent daily with All forms of P

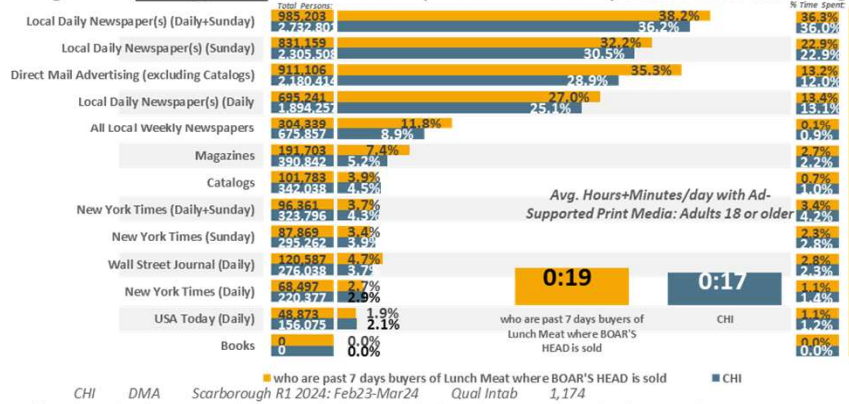
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



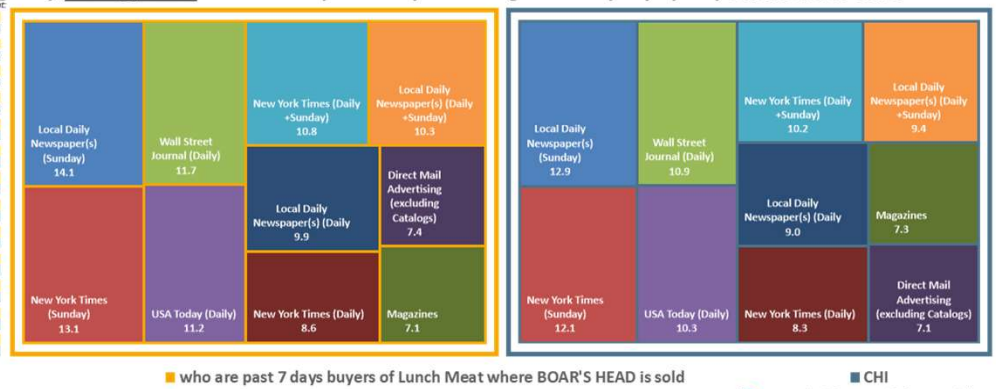
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,174

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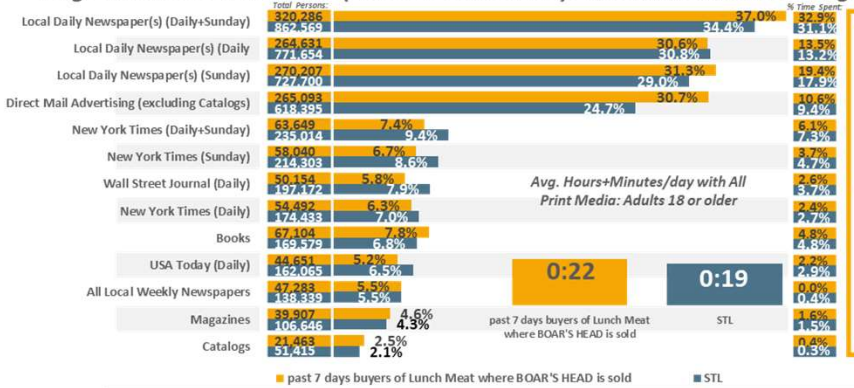
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[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND Grocery stores shopped past 7 days (HHLD): Jewel-Osco)]

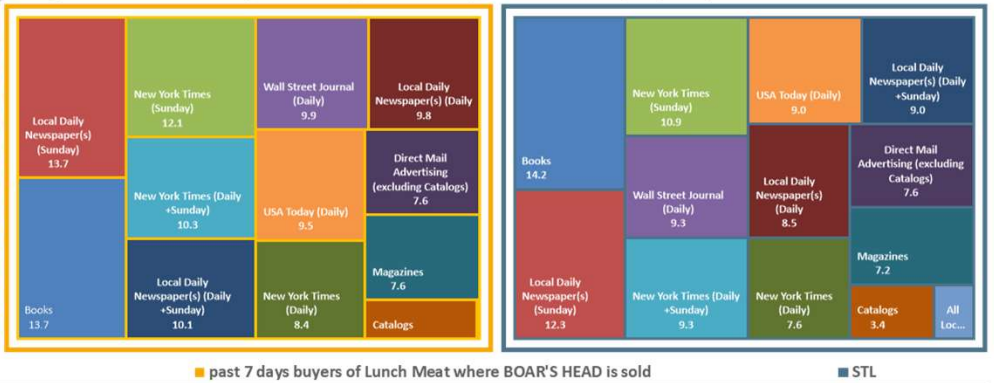
St. Louis

320,286 or 37.% of Adults 18 or older past 7 days buyers of Lunch Meat where BOAR'S HEAD is sold read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.1 minutes every day representing 34.5% of all time spent daily with All forms of Print Medi

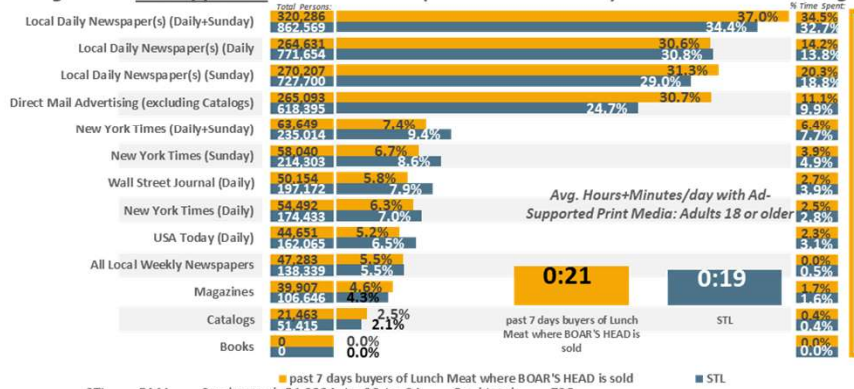
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



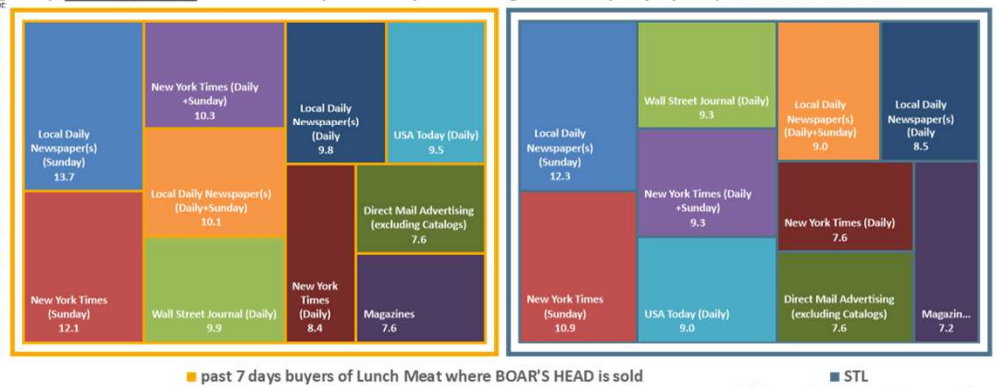
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 728

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[(Food products household used past 7 days (HHLD): Packaged meat (bacon, hot dogs, lunch meat, etc.) AND Grocery stores shopped past 7 days (HHLD): Schnucks)]