USA+4More DMAs – P18+ who used STARBUCKS in the past 30 days!

Complete Demographic & Media Use Profiles



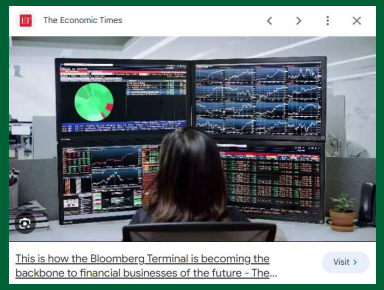
STARBUCKS







Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI, WEST PALM BEACH DMA P18+ who used STARBUCKS in the past 30 days as of SEPTEMBER 2024!





P18+

Vanguard®

BLACKROCK

STATE STREET

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

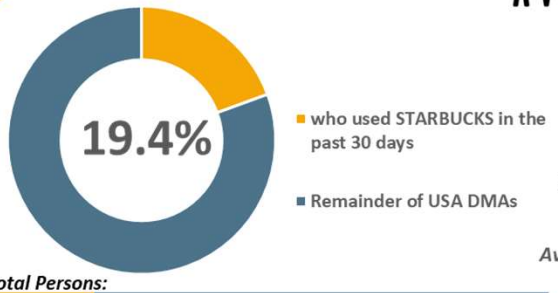
HUBBARD BROADCASTING INC. HB INC.

Quick service restaurants used past 30 days: Starbucks

STARBUCKS USA

19.4% or 50,956,291 of USA Adults 18 or older used STARBUCKS in the past 30 days.
Typical Adults 18 or older who used STARBUCKS in the past 30 days are 42.8 years old (12.3% younger than average) and have a $109,353 (18.3% higher than average) annual household income.

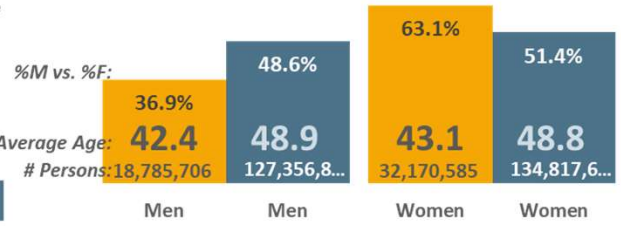
Percent of Market: Adults 18 or older



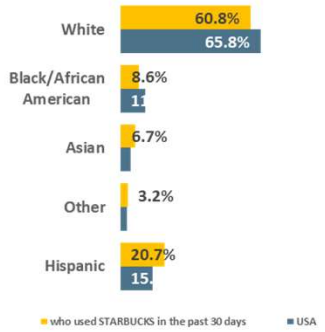
Total Persons:

50,956,291	211,218,209

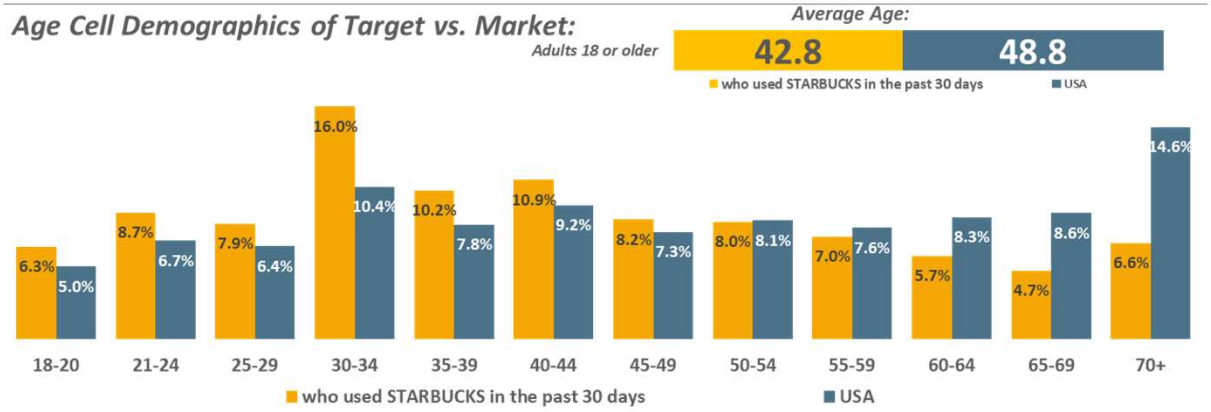
Gender of Target vs. Market: Adults 18 or older



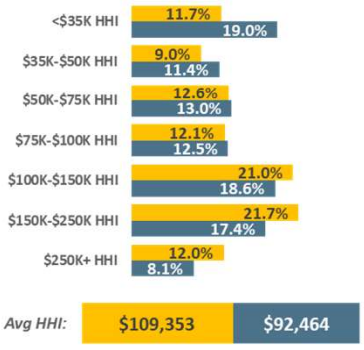
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$109,353	$92,464

USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 4,209

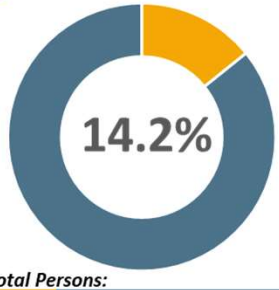
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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

STARBUCKS MSP

14.2% or 549,643 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older used STARBUCKS in the past 30 days. Typical Adults 18 or older who used STARBUCKS in the past 30 days are 43.5 years old (10.9% younger than average) and have a $121,492 (13.5% higher than average) annual household income.

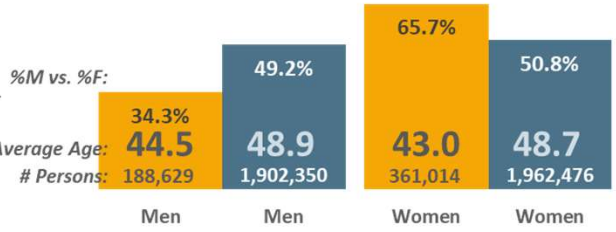
Percent of Market: Adults 18 or older



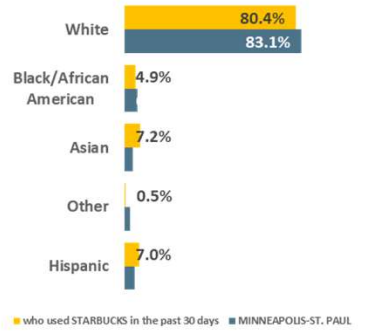
Total Persons:



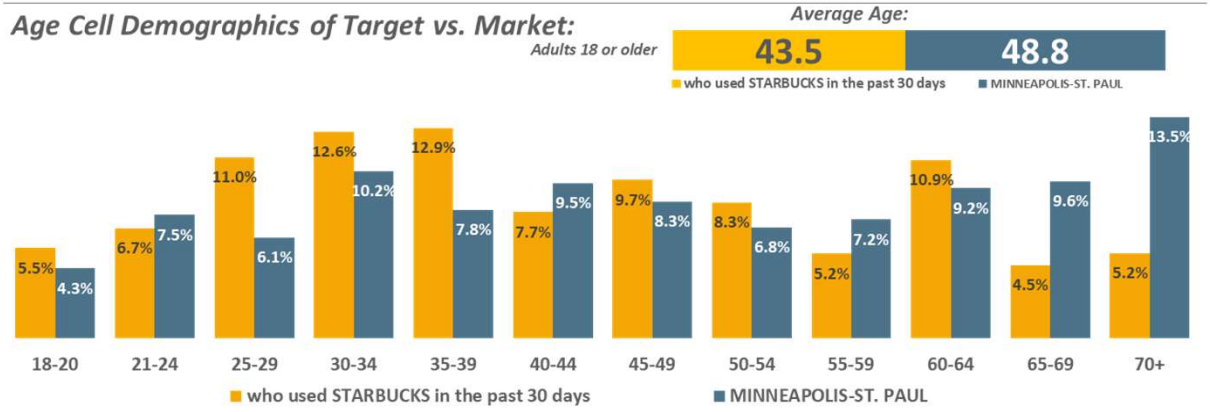
Gender of Target vs. Market: Adults 18 or older



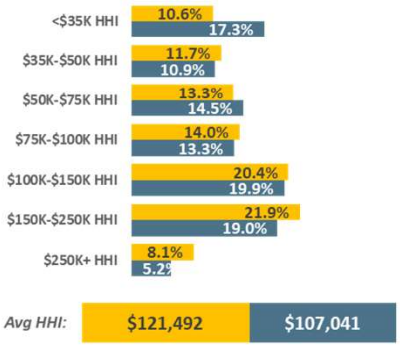
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $121,492 | $107,041

MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 275

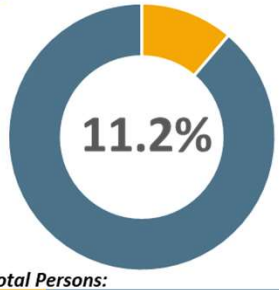
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Quick service restaurants used past 30 days: Starbucks



11.2% or 282,013 of ST. LOUIS DMA Adults 18 or older used STARBUCKS in the past 30 days.
Typical Adults 18 or older who used STARBUCKS in the past 30 days are 44.8 years old (9.6% younger than average) and have a $120,903 (28.% higher than average) annual household income.

Percent of Market: Adults 18 or older

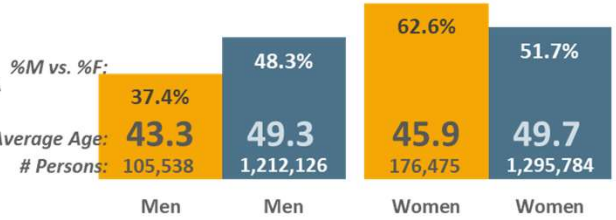


- who used STARBUCKS in the past 30 days
- Remainder of ST. LOUIS DMA

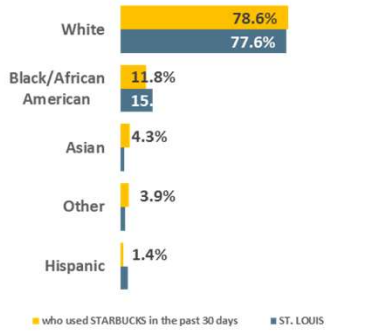
Total Persons:



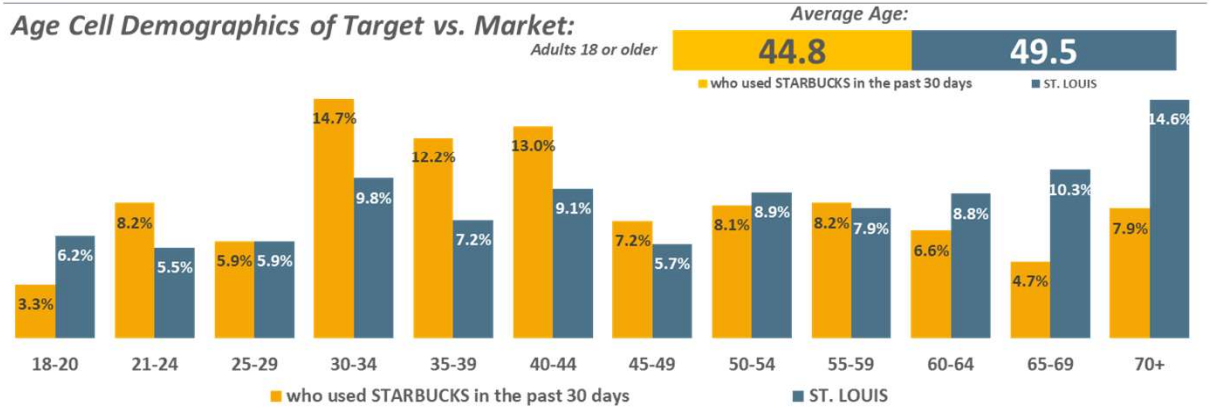
Gender of Target vs. Market: Adults 18 or older



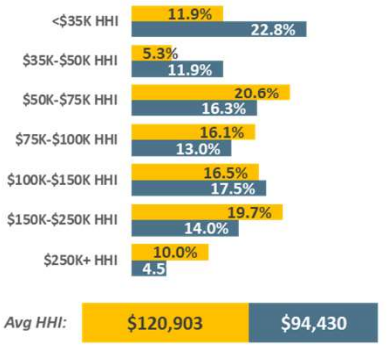
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 239

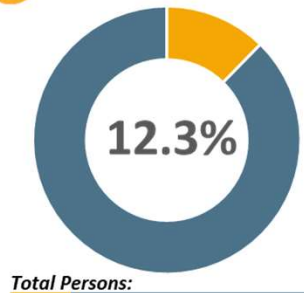
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Quick service restaurants used past 30 days: Starbucks

STARBUCKS CIN

12.3% or 235,756 of CINCINNATI DMA Adults 18 or older used STARBUCKS in the past 30 days.
Typical Adults 18 or older who used STARBUCKS in the past 30 days are 41.4 years old (15.3% younger than average) and have a $118,298 (23.8% higher than average) annual household income.

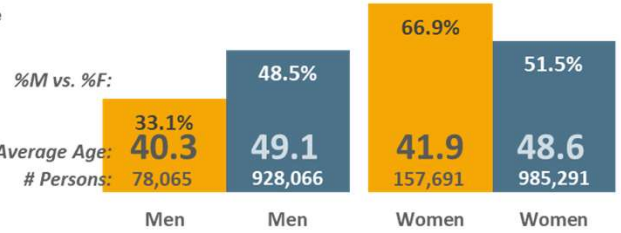
Percent of Market: Adults 18 or older



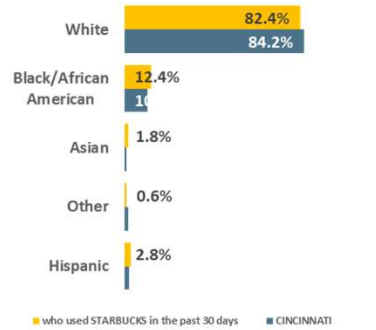
Total Persons:



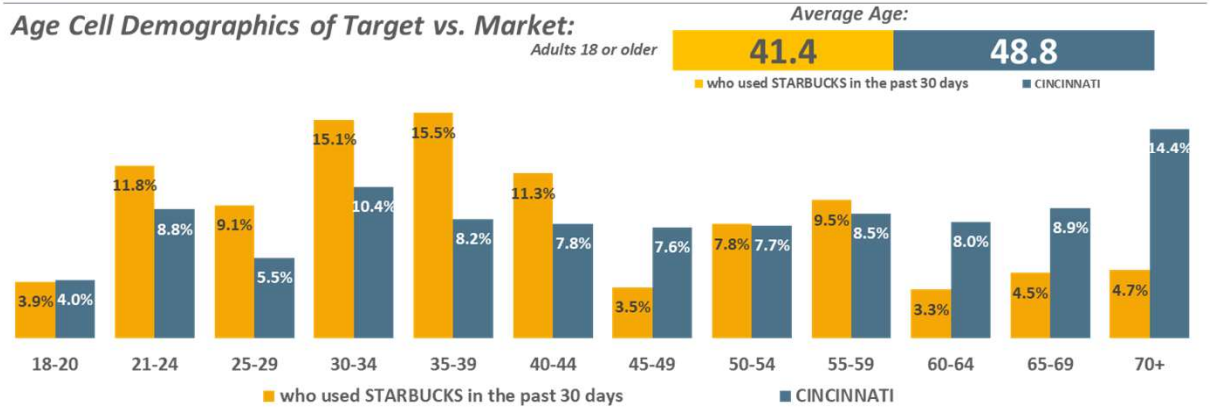
Gender of Target vs. Market: Adults 18 or older



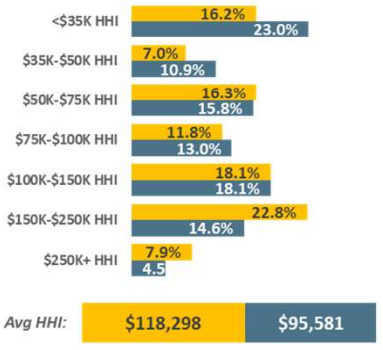
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



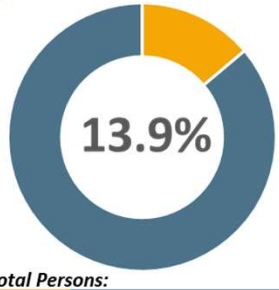
Avg HHI: $118,298 $95,581

CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 248

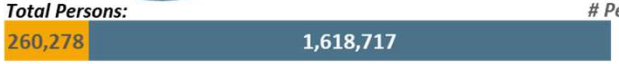
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13.9% or 260,278 of WEST PALM BEACH DMA Adults 18 or older used STARBUCKS in the past 30 days. Typical Adults 18 or older who used STARBUCKS in the past 30 days are 42.5 years old (20.7% younger than average) and have a $116,699 (20.4% higher than average) annual household income.

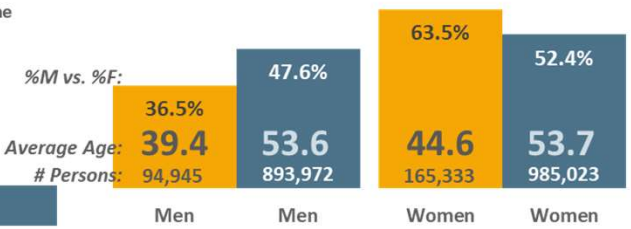
Percent of Market: Adults 18 or older



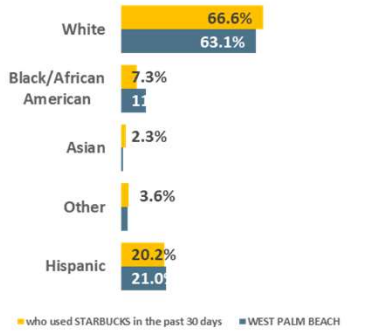
Total Persons:



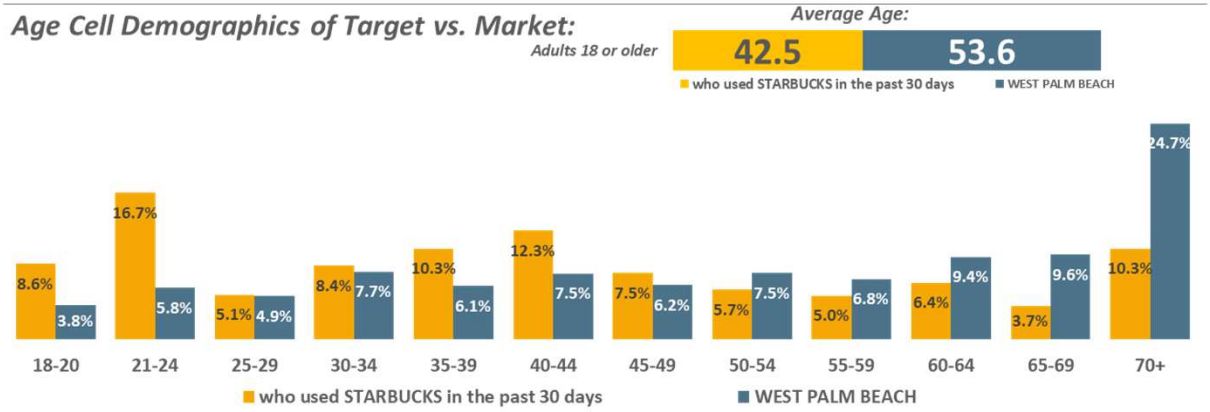
Gender of Target vs. Market: Adults 18 or older



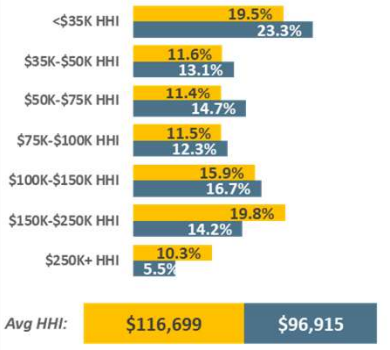
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:

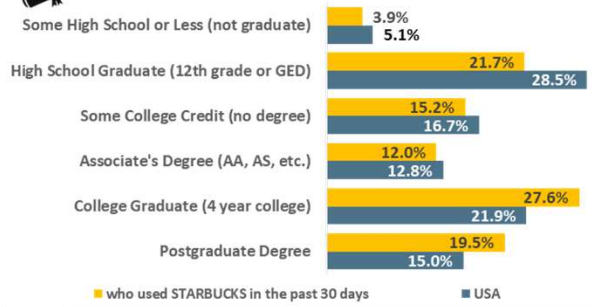
WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 267

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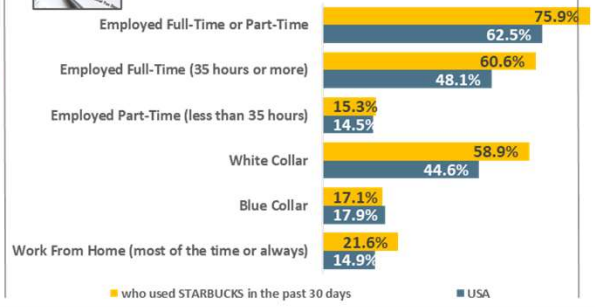
STARBUCKS USA

19.4% or 50,956,291 of USA Adults 18 or older used STARBUCKS in the past 30 days.
Adults 18 or older who used STARBUCKS in the past 30 days are 27.9% more likely to be a college graduate, 26.1% more likely to work full-time, 5.2% more likely to be married, 41.6% more likely to be a parent of 1 or more children under 18.

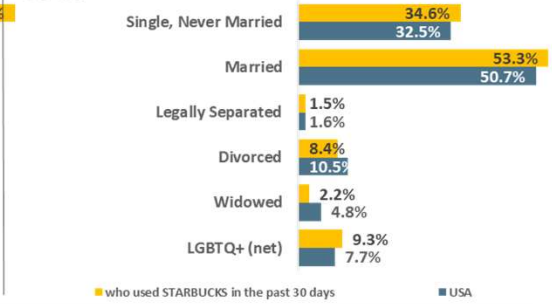
Education Levels: Adults 18 or older



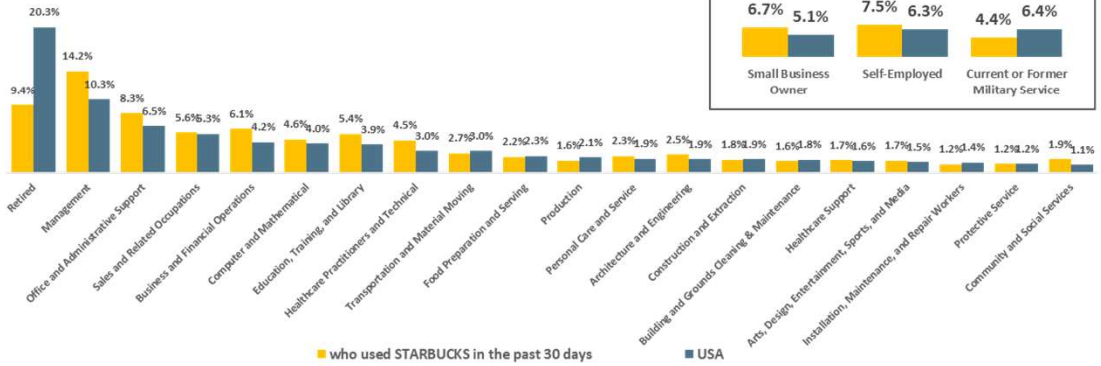
Employment: Adults 18 or older



Marital Status: Adults 18 or older

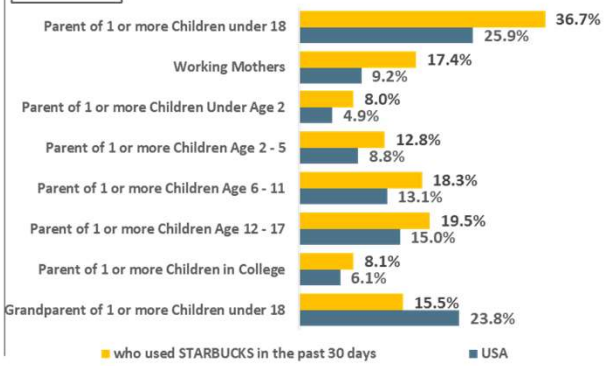


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 4,209

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

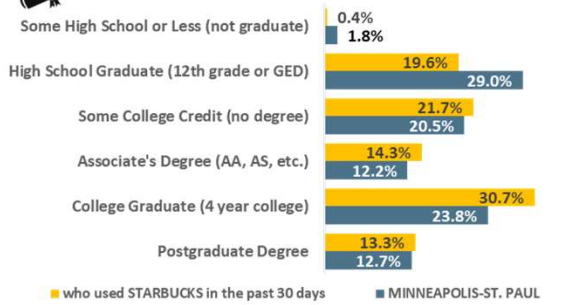
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Quick service restaurants used past 30 days: Starbucks

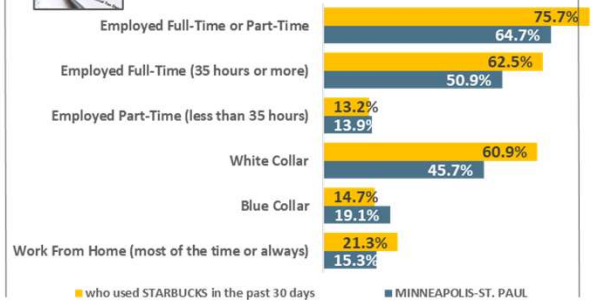
STARBUCKS MSP

14.2% or 549,643 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older used STARBUCKS in the past 30 days. Adults 18 or older who used STARBUCKS in the past 30 days are 20.6% more likely to be a college graduate, 22.9% more likely to work full-time, 1.3% more likely to be married, 20.2% more likely to be a parent of 1 or more children under 18.

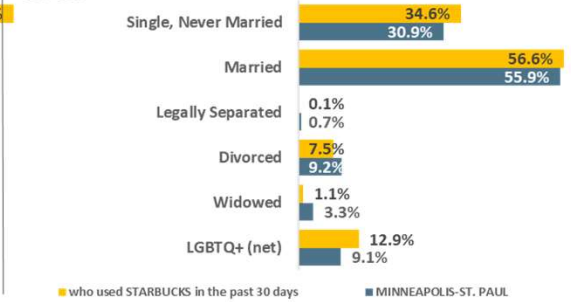
Education Levels: Adults 18 or older



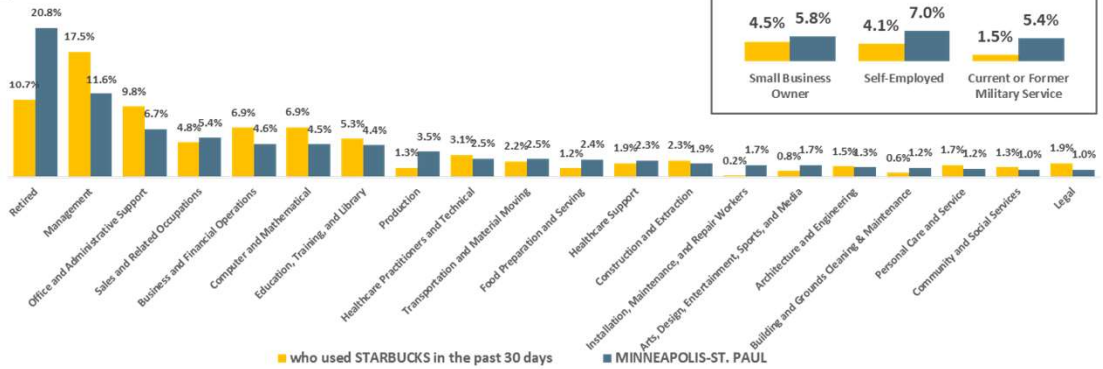
Employment: Adults 18 or older



Marital Status: Adults 18 or older

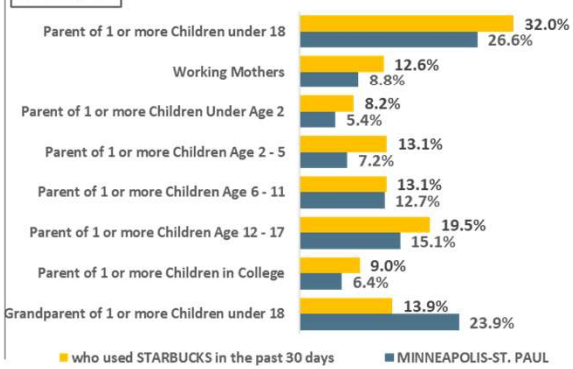


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 275

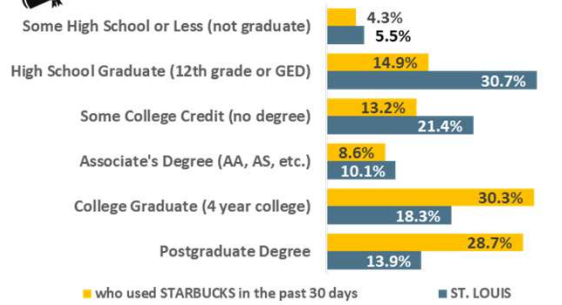
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Quick service restaurants used past 30 days: Starbucks

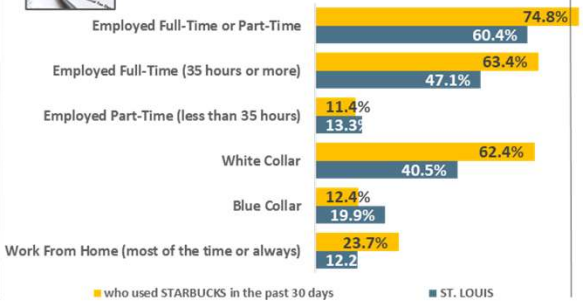


11.2% or 282,013 of ST. LOUIS DMA Adults 18 or older used STARBUCKS in the past 30 days.
Adults 18 or older who used STARBUCKS in the past 30 days are 83.4% more likely to be a college graduate, 34.6% more likely to work full-time, 7.3% more likely to be married, 45.2% more likely to be a parent of 1 or more children under 18.

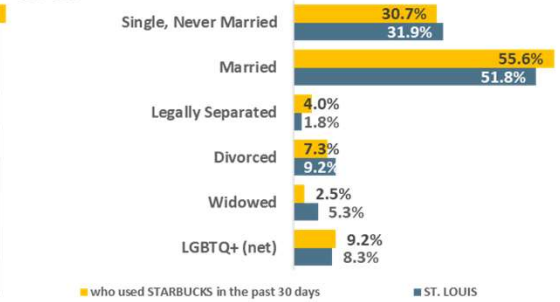
Education Levels: Adults 18 or older



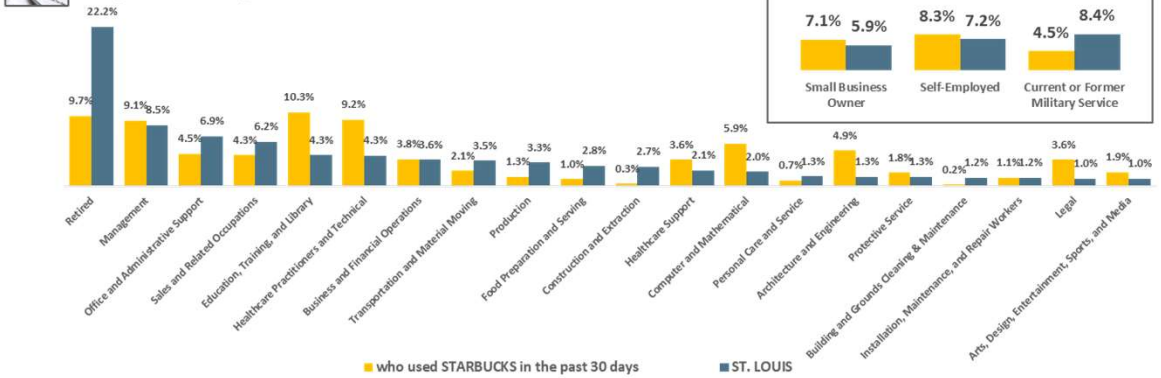
Employment: Adults 18 or older



Marital Status: Adults 18 or older

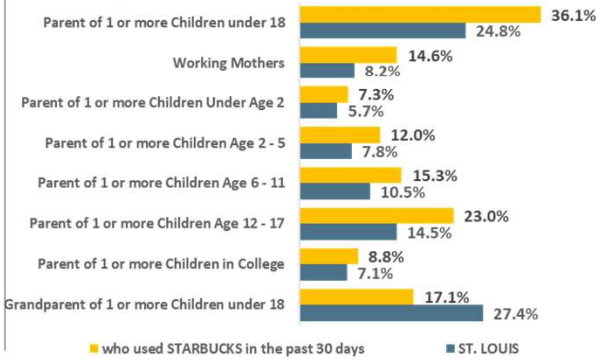


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 239

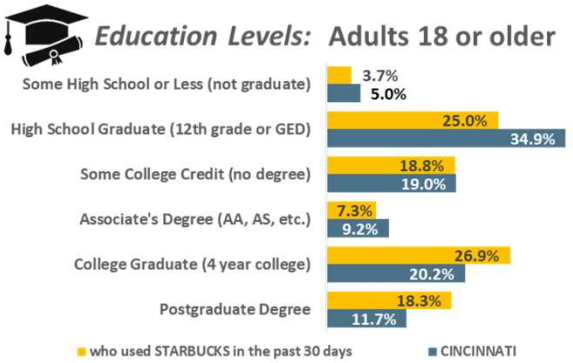
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Quick service restaurants used past 30 days: Starbucks

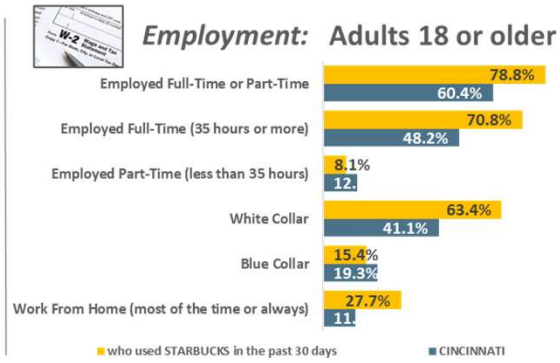


12.3% or 235,756 of CINCINNATI DMA Adults 18 or older used STARBUCKS in the past 30 days.
Adults 18 or older who used STARBUCKS in the past 30 days are 41.4% more likely to be a college graduate, 46.9% more likely to work full-time, 16.% more likely to be married, 80.3% more likely to be a parent of 1 or more children under 18.

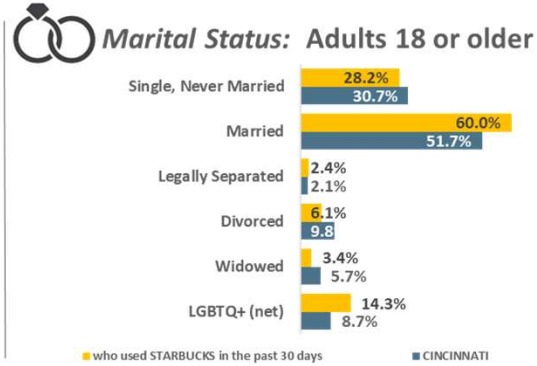
Education Levels: Adults 18 or older



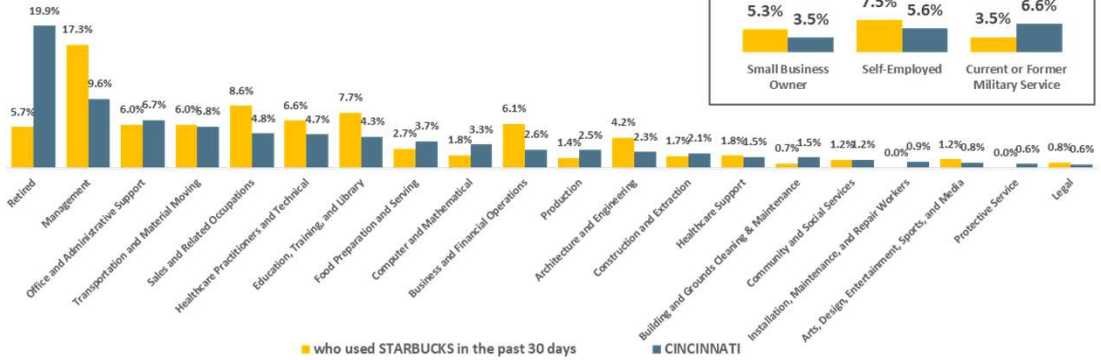
Employment: Adults 18 or older



Marital Status: Adults 18 or older

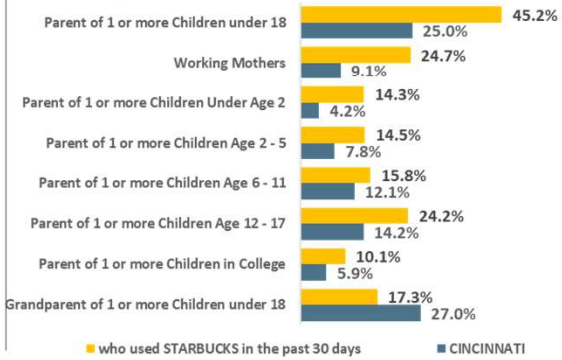


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 248

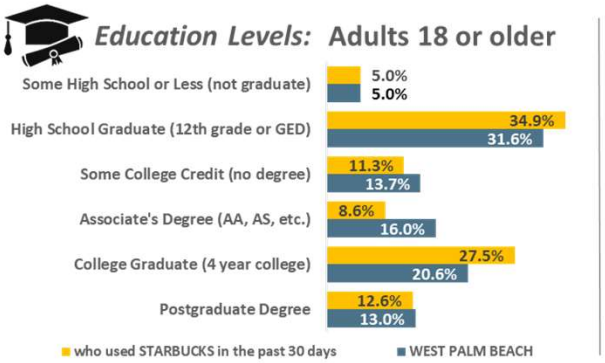
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Quick service restaurants used past 30 days: Starbucks

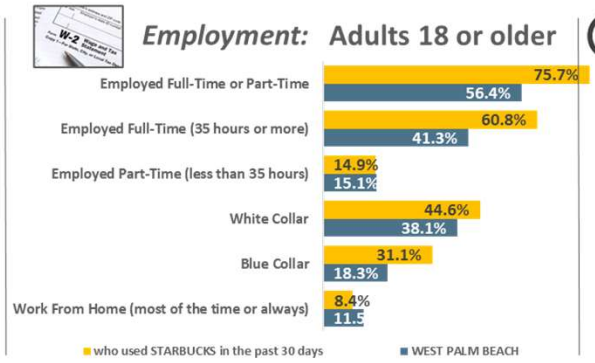


13.9% or 260,278 of WEST PALM BEACH DMA Adults 18 or older used STARBUCKS in the past 30 days. Adults 18 or older who used STARBUCKS in the past 30 days are 19.3% more likely to be a college graduate, 47.2% more likely to work full-time, 6.6% less likely to be married, 36.1% more likely to be a parent of 1 or more children under 18.

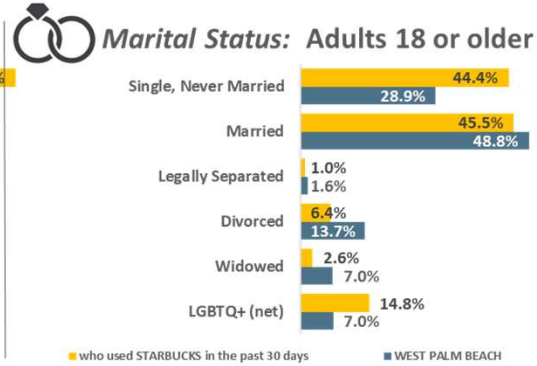
Education Levels: Adults 18 or older



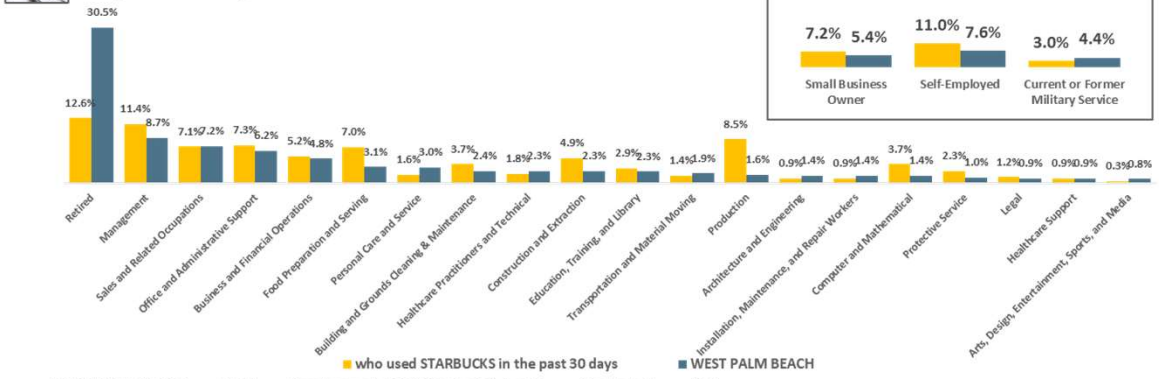
Employment: Adults 18 or older



Marital Status: Adults 18 or older

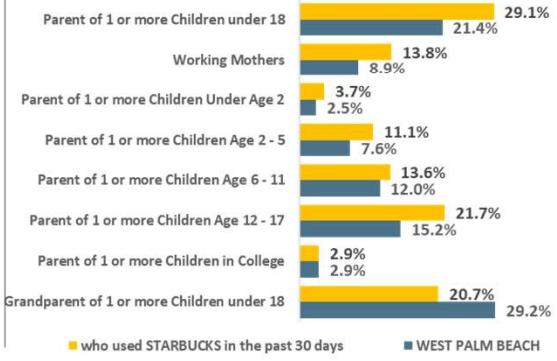


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 267

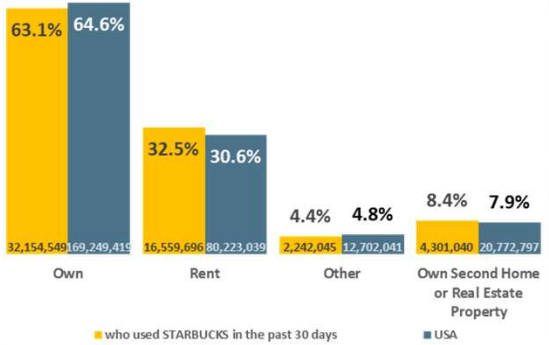
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Quick service restaurants used past 30 days: Starbucks

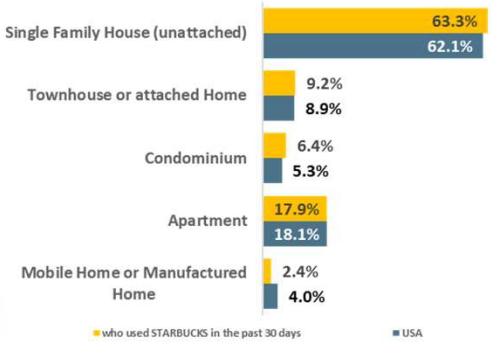
STARBUCKS USA

19.4% or 50,956,291 of USA Adults 18 or older used STARBUCKS in the past 30 days.
Adults 18 or older who used STARBUCKS in the past 30 days are 2.3% less likely to own their home, 41.7% more likely to own a higher valued home, 2.1% more likely to have a single-family home, 16.7% more likely to have a dog.

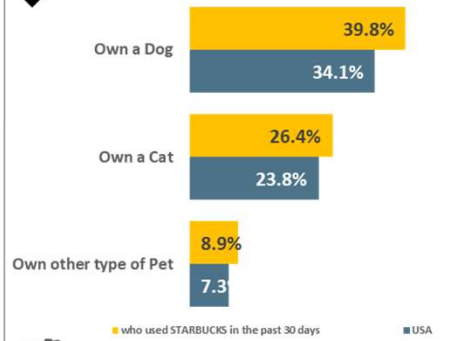
Own/Rent/Other: Adults 18 or older



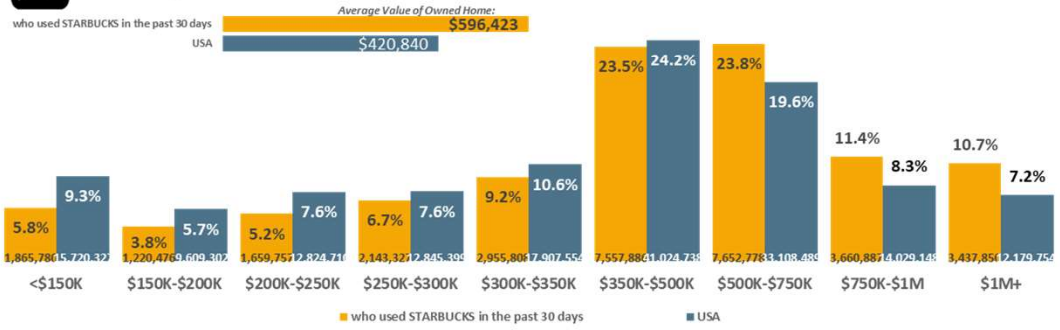
Type of Home: Adults 18 or older



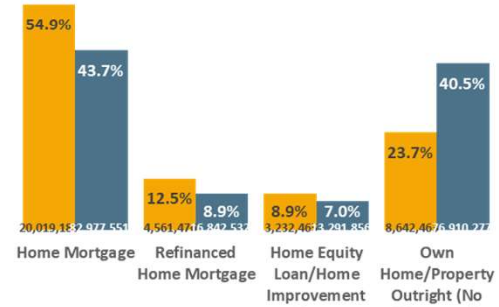
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *4,209*

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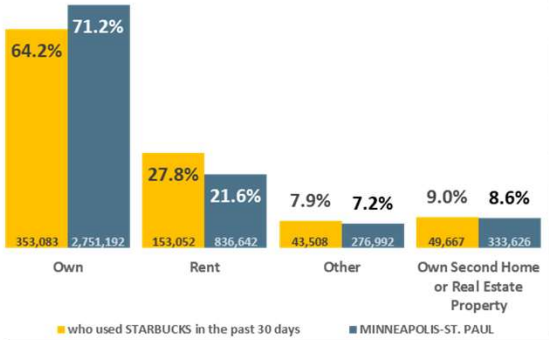
USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *23,243*

Quick service restaurants used past 30 days: Starbucks

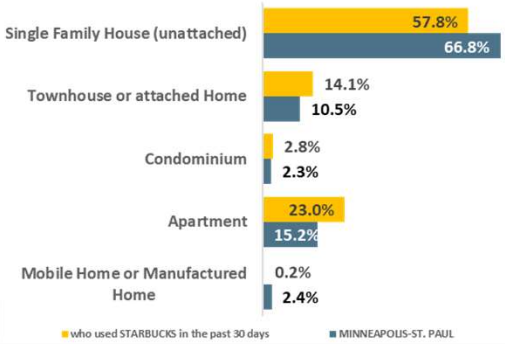
STARBUCKS MSP

14.2% or 549,643 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older used STARBUCKS in the past 30 days. Adults 18 or older who used STARBUCKS in the past 30 days are 9.8% less likely to own their home, 15.4% more likely to own a higher valued home, 13.6% less likely to have a single-family home, 12.8% more likely to have a dog.

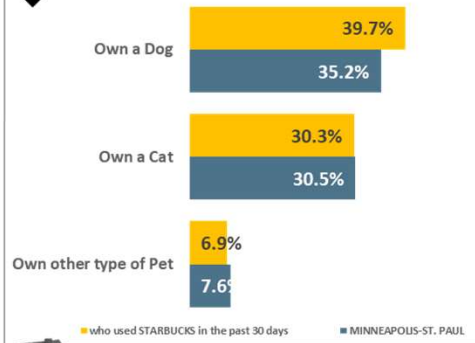
Own/Rent/Other: Adults 18 or older



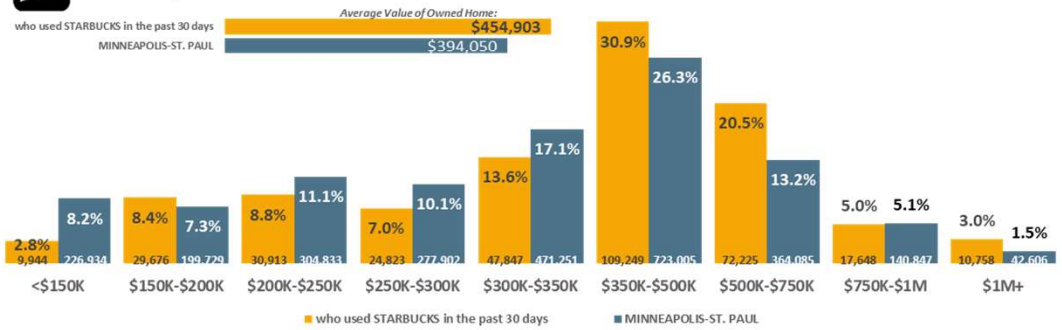
Type of Home: Adults 18 or older



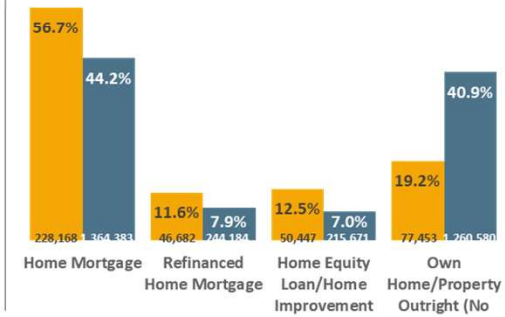
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 275

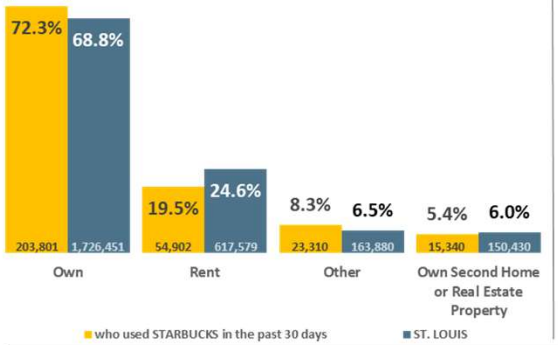
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Quick service restaurants used past 30 days: Starbucks

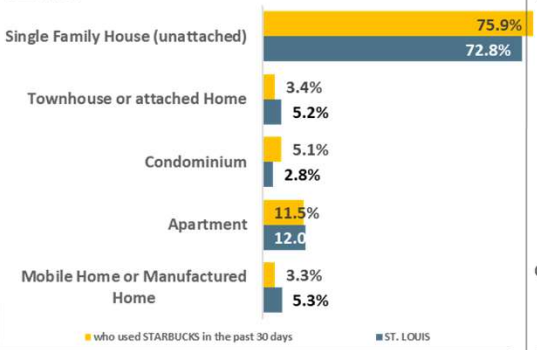
STARBUCKS STL

11.2% or 282,013 of ST. LOUIS DMA Adults 18 or older used STARBUCKS in the past 30 days.
Adults 18 or older who used STARBUCKS in the past 30 days are 5.% more likely to own their home, 31.7% more likely to own a higher valued home, 4.3% more likely to have a single-family home, 5.8% more likely to have a dog.

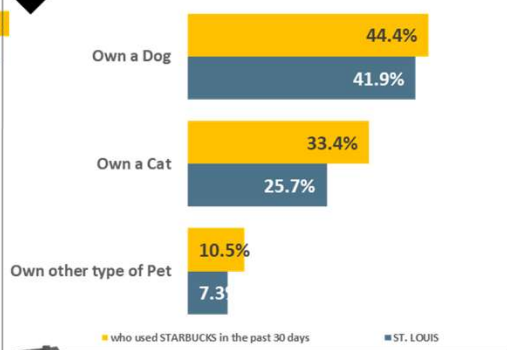
Own/Rent/Other: Adults 18 or older



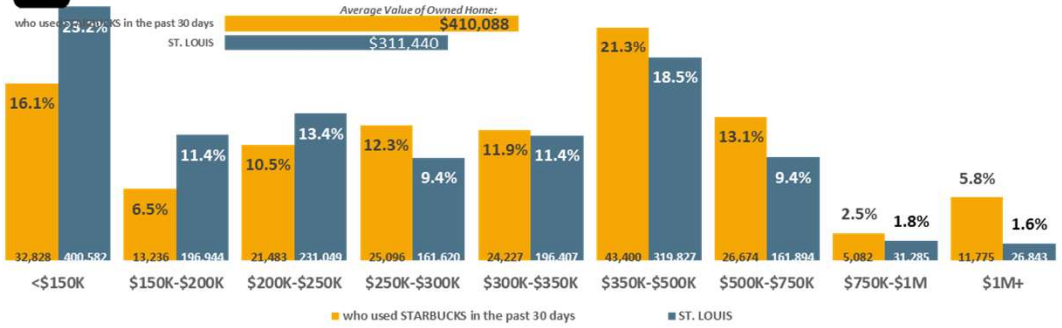
Type of Home: Adults 18 or older



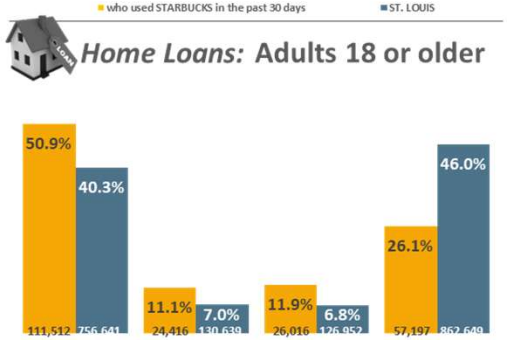
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 239

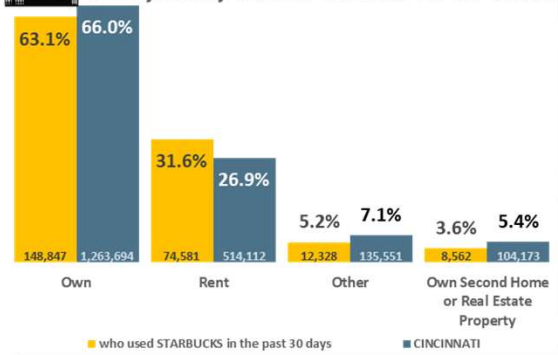
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Quick service restaurants used past 30 days: Starbucks

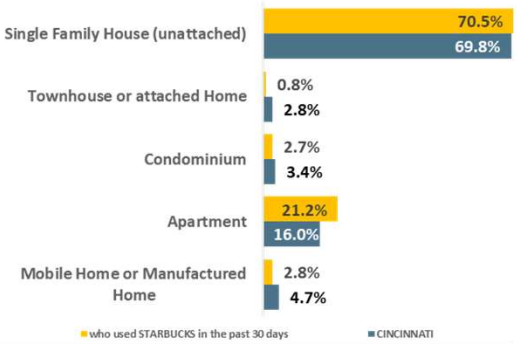
STARBUCKS CIN

12.3% or 235,756 of CINCINNATI DMA Adults 18 or older used STARBUCKS in the past 30 days.
Adults 18 or older who used STARBUCKS in the past 30 days are 4.4% less likely to own their home, 15.9% more likely to own a higher valued home, 1.% more likely to have a single-family home, 34.1% more likely to have a dog.

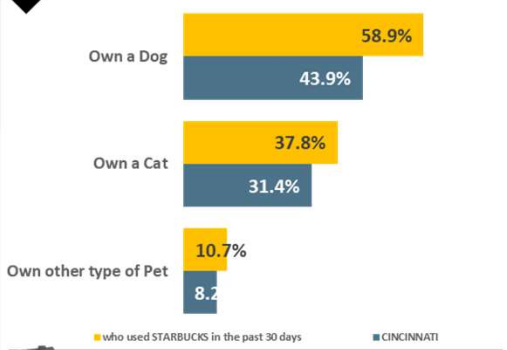
Own/Rent/Other: Adults 18 or older



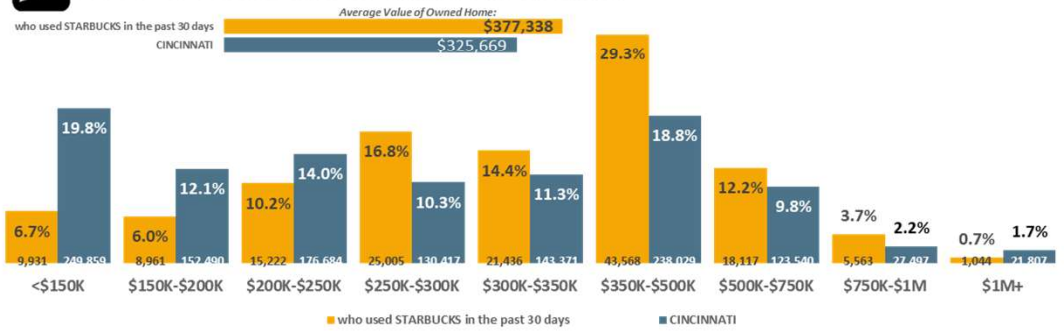
Type of Home: Adults 18 or older



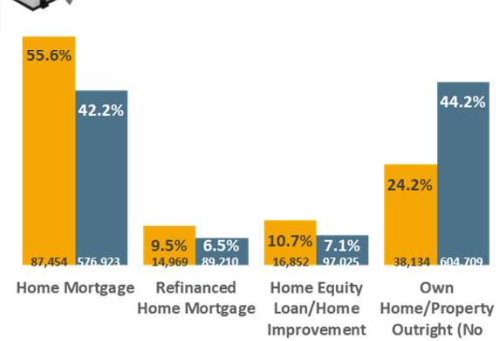
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 248

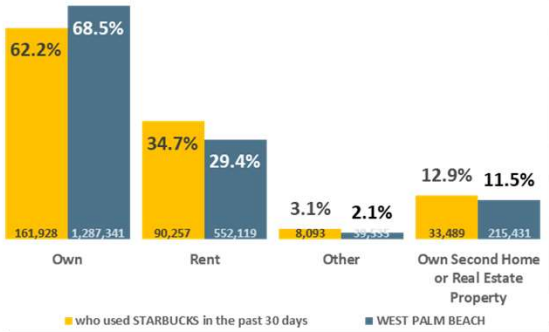
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Quick service restaurants used past 30 days: Starbucks

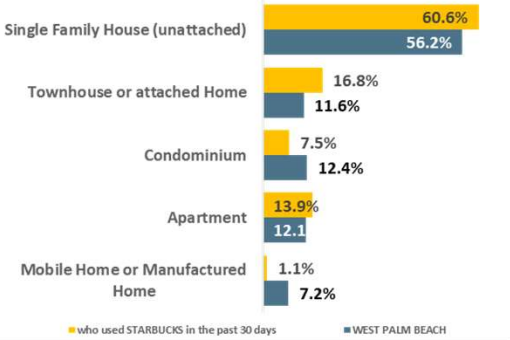


13.9% or 260,278 of WEST PALM BEACH DMA Adults 18 or older used STARBUCKS in the past 30 days. Adults 18 or older who used STARBUCKS in the past 30 days are 9.2% less likely to own their home, 33.5% more likely to own a higher valued home, 8.% more likely to have a single-family home, 13.4% more likely to have a dog.

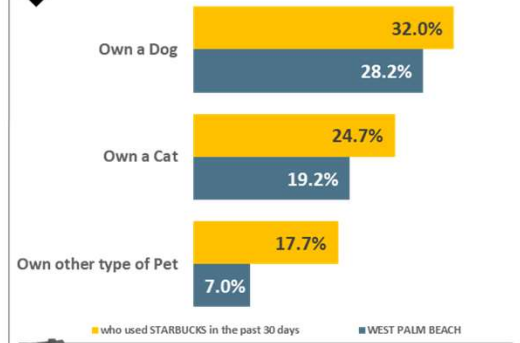
Own/Rent/Other: Adults 18 or older



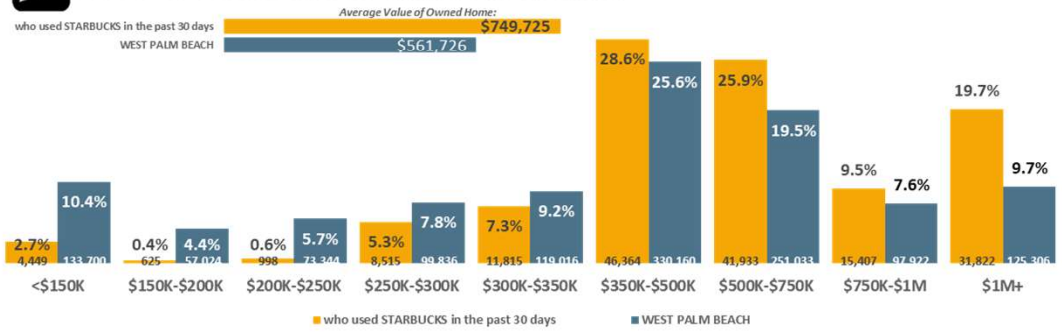
Type of Home: Adults 18 or older



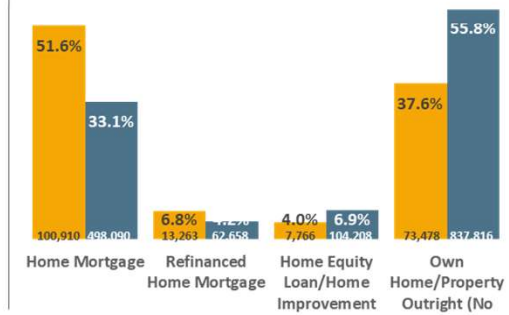
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 267

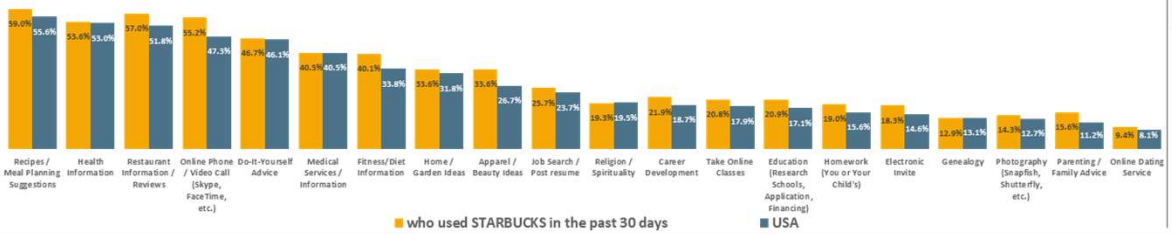
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Quick service restaurants used past 30 days: Starbucks

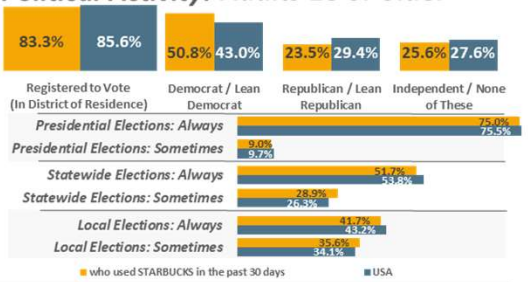


19.4% or 50,956,291 of USA Adults 18 or older used STARBUCKS in the past 30 days.
Adults 18 or older who used STARBUCKS in the past 30 days are 1.2% more likely to look up D-I-Y advice online, 3.5% less likely to always vote in local elections, 45.6% more likely to belong to a gym, 21.3% more likely to fly domestic past yr.

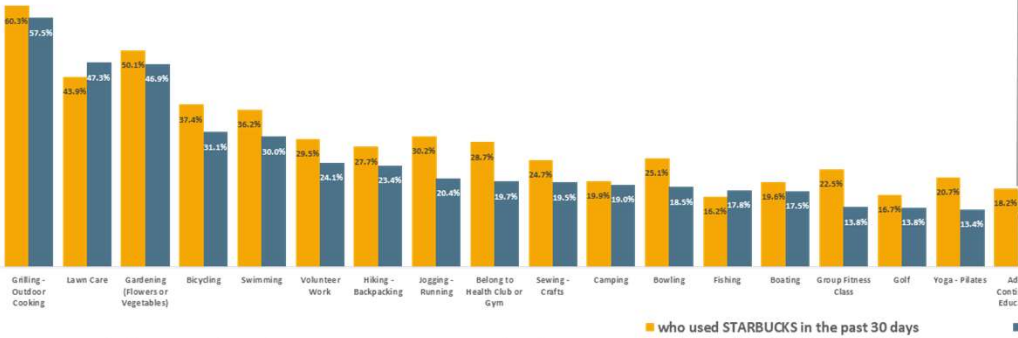
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



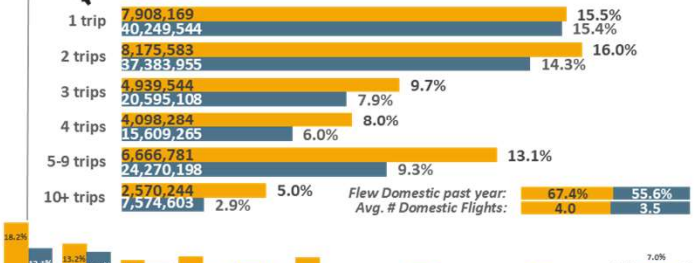
Political Activity: Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 4,209

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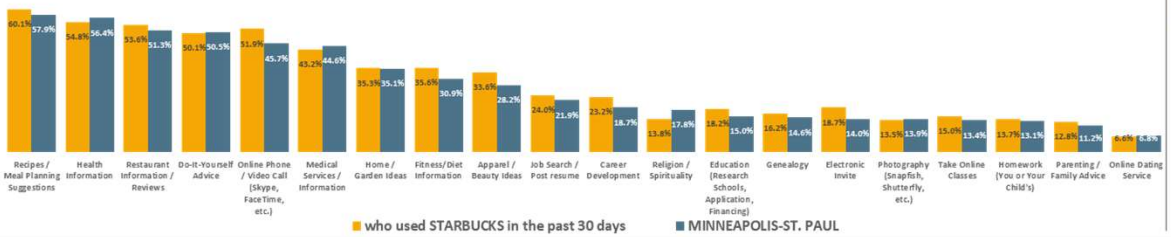
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

Quick service restaurants used past 30 days: Starbucks

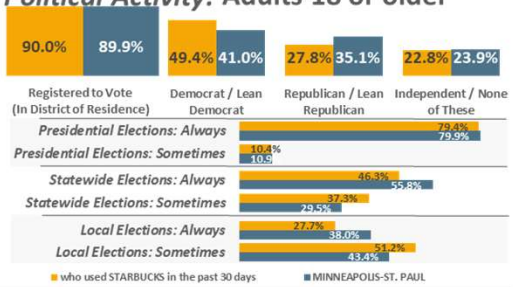


14.2% or 549,643 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older used STARBUCKS in the past 30 days. Adults 18 or older who used STARBUCKS in the past 30 days are .9% less likely to look up D-I-Y advice online, 27.% less likely to always vote in local elections, 50.1% more likely to belong to a gym, 21.8% more likely to fly domestic past yr.

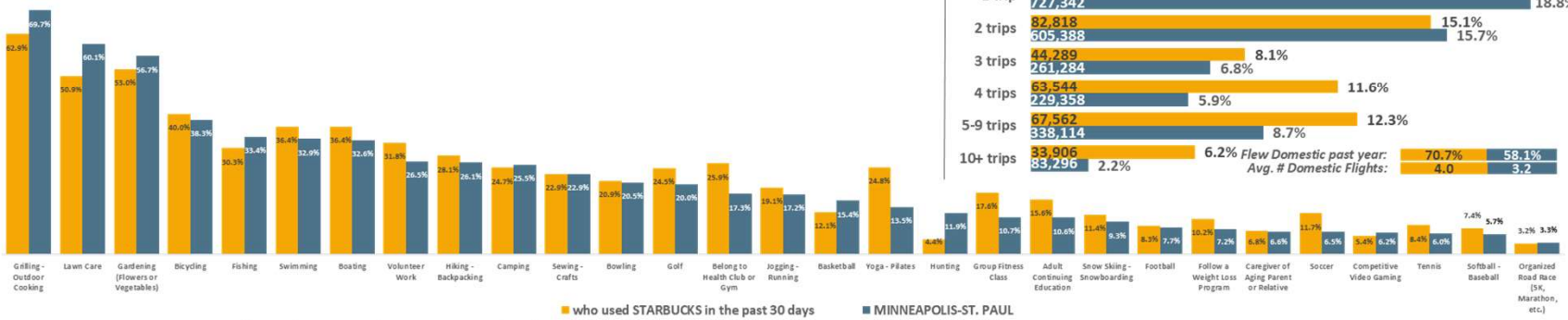
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

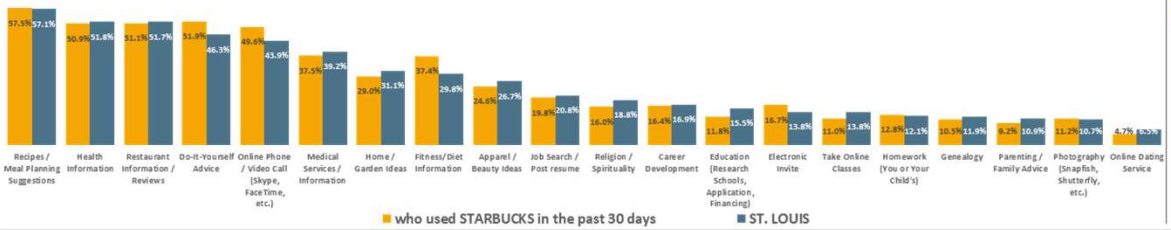
MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 275

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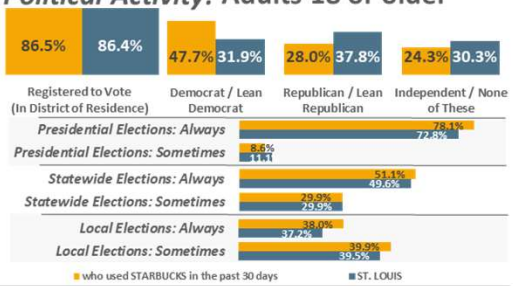
Quick service restaurants used past 30 days: Starbucks

11.2% or 282,013 of ST. LOUIS DMA Adults 18 or older used STARBUCKS in the past 30 days.
Adults 18 or older who used STARBUCKS in the past 30 days are 12.1% more likely to look up D-I-Y advice online, 2.2% more likely to always vote in local elections, 64.6% more likely to belong to a gym, 25.7% more likely to fly domestic past yr.

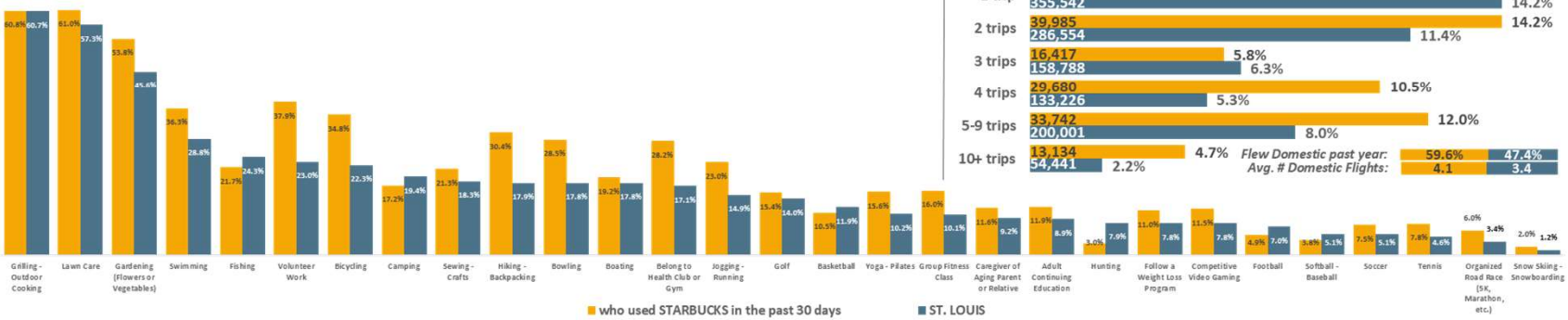
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 239

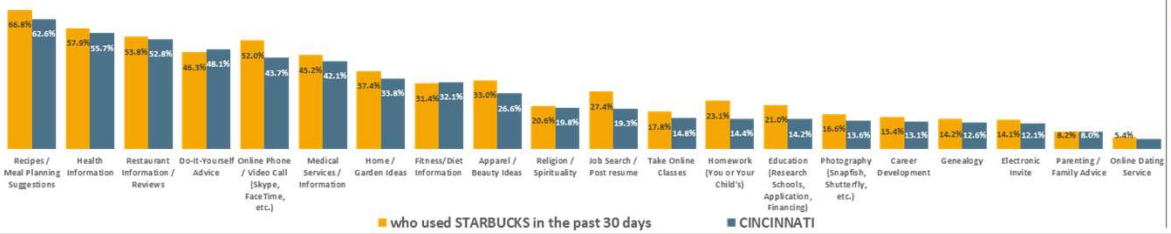
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Quick service restaurants used past 30 days: Starbucks

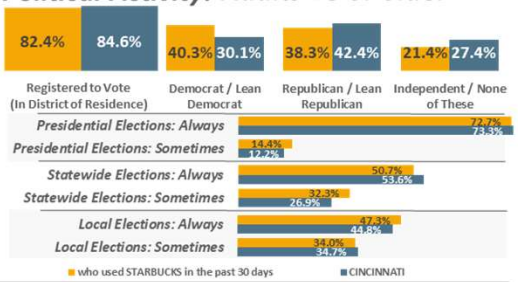
STARBUCKS CIN

12.3% or 235,756 of CINCINNATI DMA Adults 18 or older used STARBUCKS in the past 30 days.
Adults 18 or older who used STARBUCKS in the past 30 days are 3.6% less likely to look up D-I-Y advice online, 5.6% more likely to always vote in local elections, 46.5% more likely to belong to a gym, 42.4% more likely to fly domestic past yr.

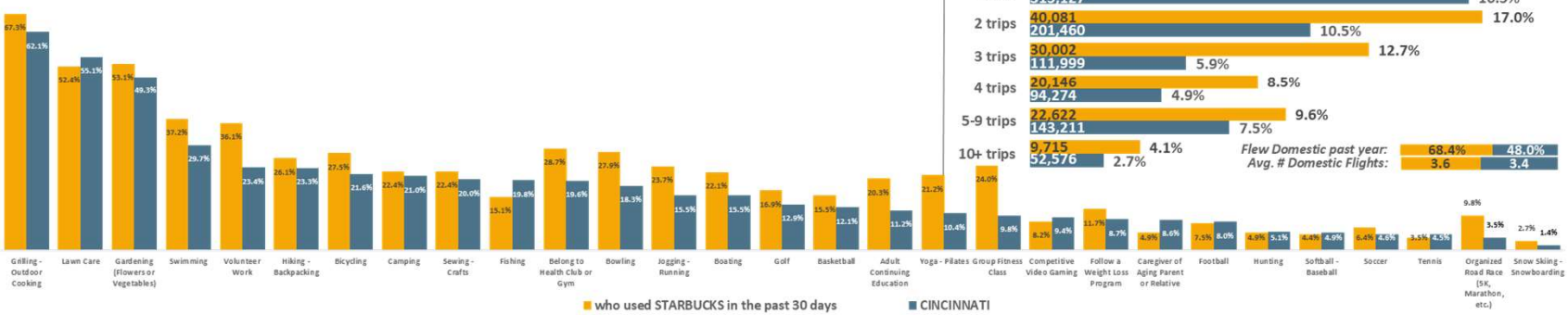
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

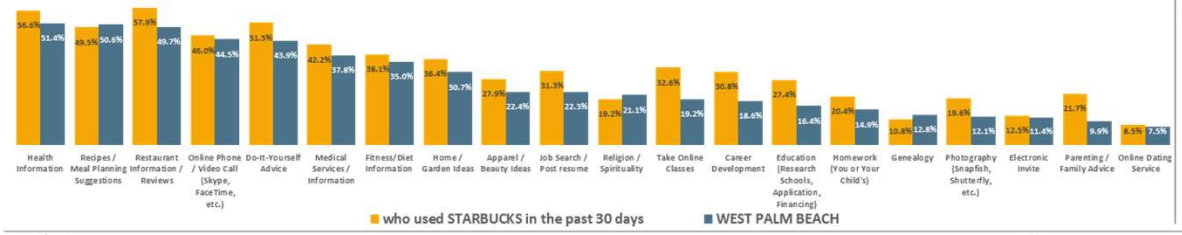
CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 248

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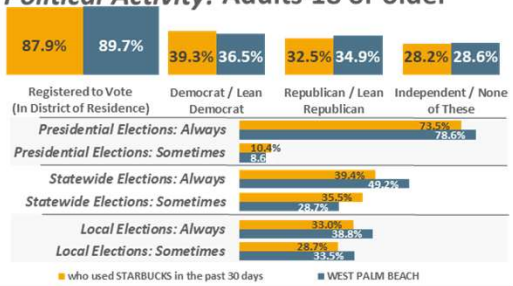
Quick service restaurants used past 30 days: Starbucks

13.9% or 260,278 of WEST PALM BEACH DMA Adults 18 or older used STARBUCKS in the past 30 days. Adults 18 or older who used STARBUCKS in the past 30 days are 17.3% more likely to look up D-I-Y advice online, 14.8% less likely to always vote in local elections, 72.% more likely to belong to a gym, 29.3% more likely to fly domestic past yr.

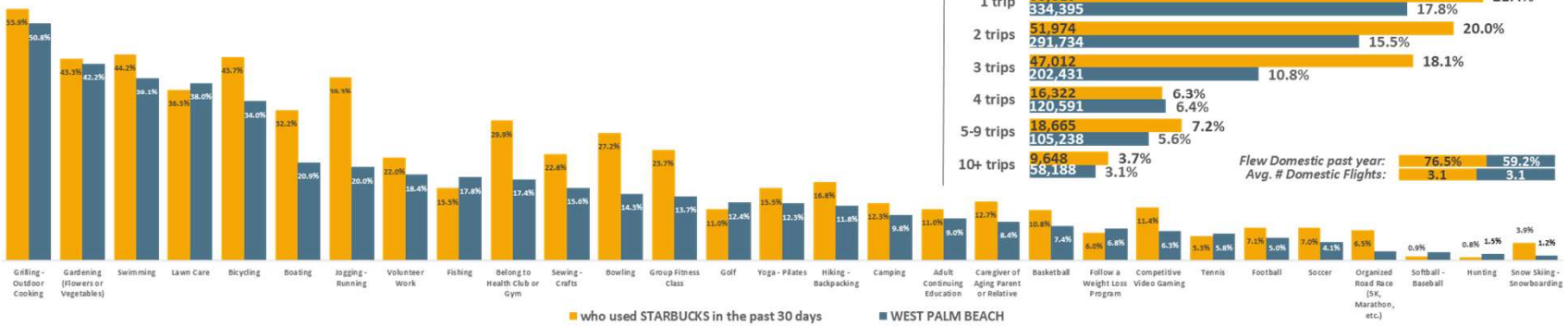
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 267

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Quick service restaurants used past 30 days: Starbucks

STARBUCKS USA

19.4% or 50,956,291 of USA Adults 18 or older used STARBUCKS in the past 30 days.
Adults 18 or older who used STARBUCKS in the past 30 days are 14.1% more likely to use QSRs past mo., 18.6% more likely to use Sit-Down Restaurants past mo., 5.5% more likely to use Casinos past yr., 35.4% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



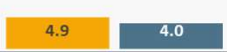
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

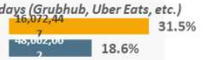


Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

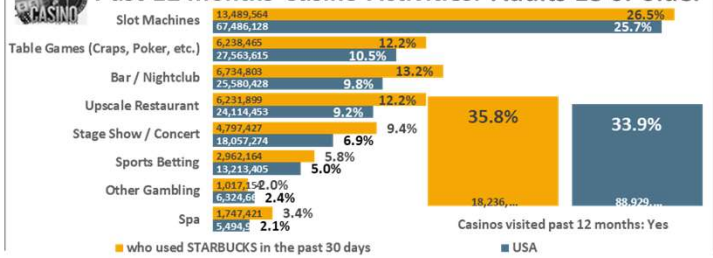


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 4,209

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

Quick service restaurants used past 30 days: Starbucks



14.2% or 549,643 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older used STARBUCKS in the past 30 days. Adults 18 or older who used STARBUCKS in the past 30 days are 16.6% more likely to use QSRs past mo., 20.6% more likely to use Sit-Down Restaurants past mo., 3.4% more likely to use Casinos past yr., 37.1% 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

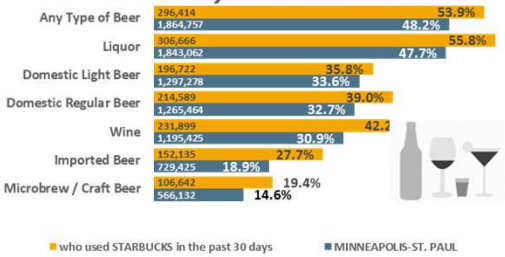
(Sit-Down Restaurants Used Past 30-days)



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

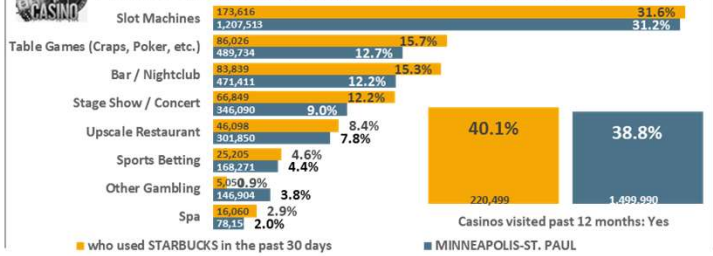


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 275

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Quick service restaurants used past 30 days: Starbucks



11.2% or 282,013 of ST. LOUIS DMA Adults 18 or older used STARBUCKS in the past 30 days.
Adults 18 or older who used STARBUCKS in the past 30 days are 13.2% more likely to use QSRs past mo., 21.8% more likely to use Sit-Down Restaurants past mo., 2.7% less likely to use Casinos past yr., 52.3% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



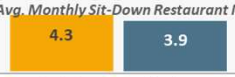
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

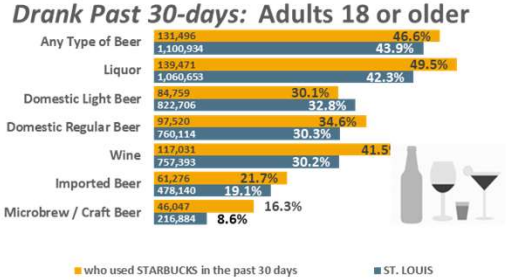
(Sit-Down Restaurants Used Past 30-days)



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

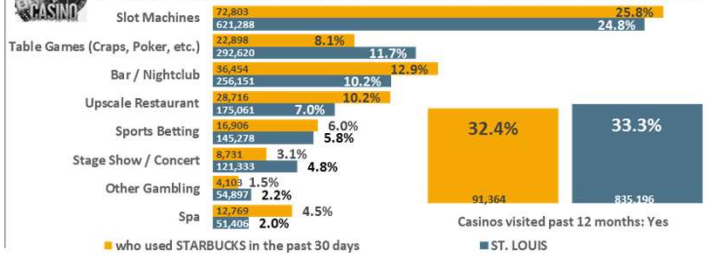


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 239

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Quick service restaurants used past 30 days: Starbucks



12.3% or 235,756 of CINCINNATI DMA Adults 18 or older used STARBUCKS in the past 30 days.
Adults 18 or older who used STARBUCKS in the past 30 days are 13.7% more likely to use QSRs past mo., 13.6% more likely to use Sit-Down Restaurants past mo., 4.7% more likely to use Casinos past yr., 49.6% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 100.0% 235,756 | 87.9% 1,682,547

Avg. Monthly QSR Meals: 8.6 | 6.2

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



Total Monthly Sit-Down Restaurant Users: 88.6% 208,829 | 78.0% 1,492,143

Avg. Monthly Sit-Down Restaurant Meals: 4.6 | 3.9

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)

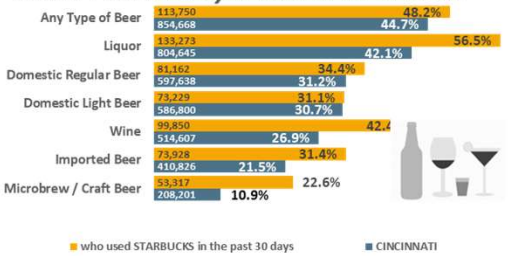


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

who used STARBUCKS in the past 30 days 77,512 32.9%

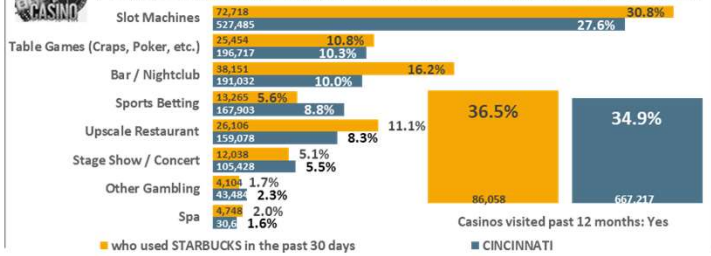
CINCINNATI 336,685 17.6%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 248

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Quick service restaurants used past 30 days: Starbucks



13.9% or 260,278 of WEST PALM BEACH DMA Adults 18 or older used STARBUCKS in the past 30 days. Adults 18 or older who used STARBUCKS in the past 30 days are 18.8% more likely to use QSRs past mo., 9.1% more likely to use Sit-Down Restaurants past mo., 11.5% more likely to use Casinos past yr., 46.4% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 100.0% (260,278) | 84.2% (1,581,371)

Avg. Monthly QSR Meals: 8.8 | 6.1

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



Total Monthly Sit-Down Restaurant Users: 85.5% (222,515) | 78.4% (1,473,029)

Avg. Monthly Sit-Down Restaurant Meals: 5.7 | 4.8

Top-10 Cuisines: Adults 18 or older

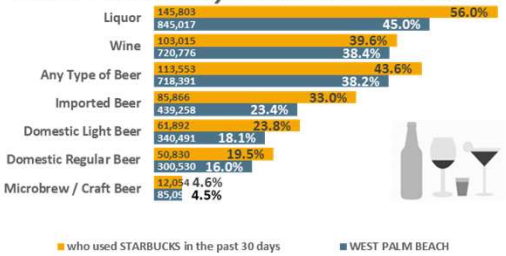
(Sit-Down Restaurants Used Past 30-days)



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

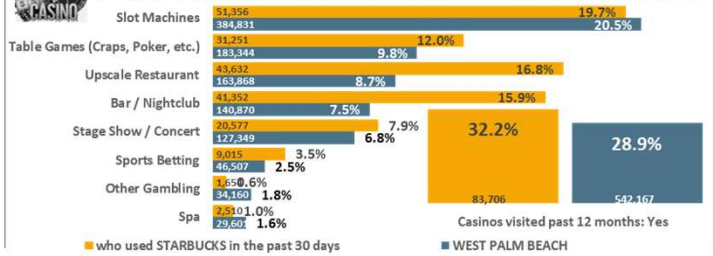
who used STARBUCKS in the past 30 days	44,152	17.0%
WEST PALM BEACH	321,552	17.1%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Casinos visited past 12 months: Yes

32.2%	28.9%
83,706	542,167

Used Past 30-days: Adults 18 or older



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Quick service restaurants used past 30 days: Starbucks

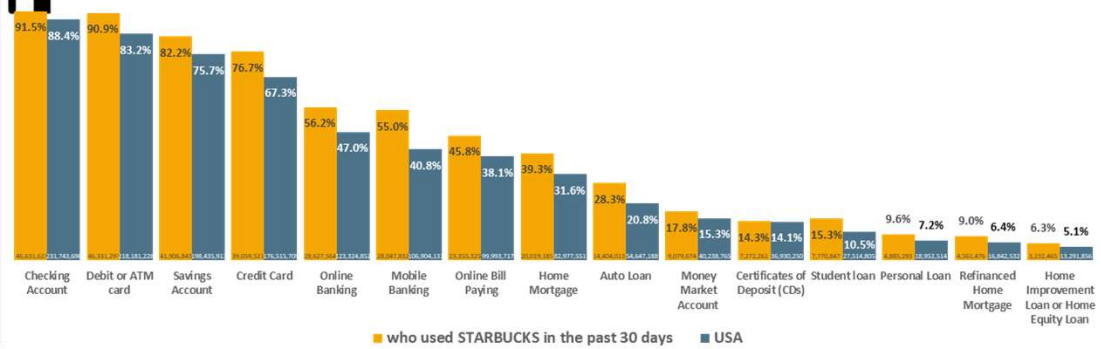


19.4% or 50,956,291 of USA Adults 18 or older used STARBUCKS in the past 30 days.
Adults 18 or older who used STARBUCKS in the past 30 days are 25.6% more likely to have a 401K, 35.6% more likely to have an Auto Loan, 29.9% more likely to Invest/Trade Stocks Online, 10.4% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



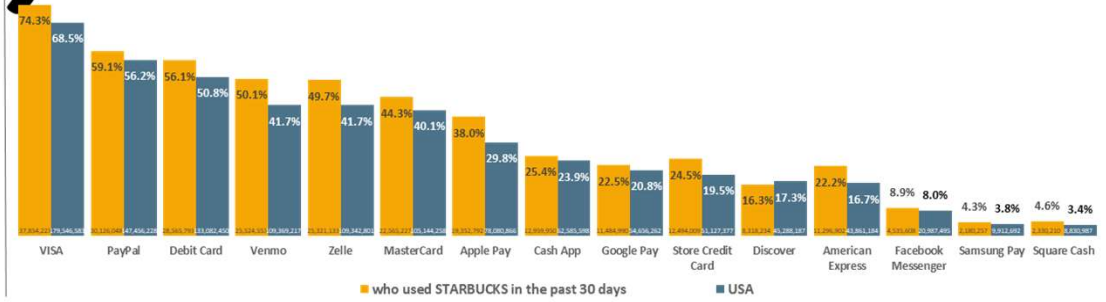
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA *USA Projection* *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *4,209*

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

Quick service restaurants used past 30 days: Starbucks

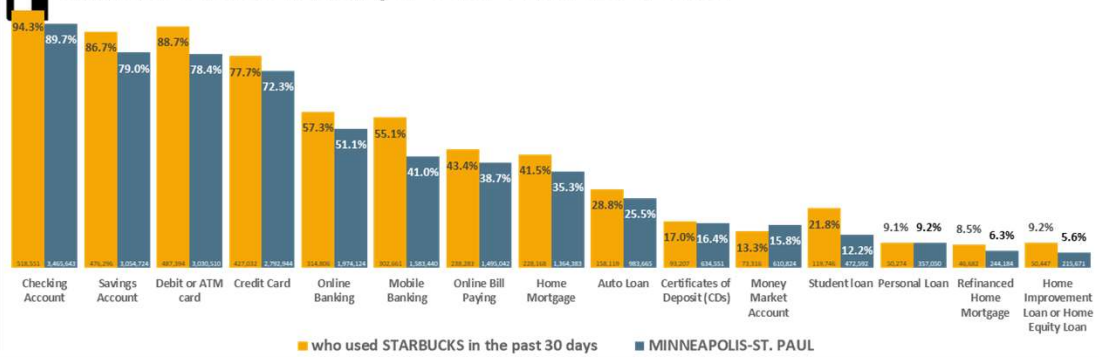
STARBUCKS MSP

14.2% or 549,643 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older used STARBUCKS in the past 30 days. Adults 18 or older who used STARBUCKS in the past 30 days are 23.6% more likely to have a 401K, 13.% more likely to have an Auto Loan, 13.% more likely to Invest/Trade Stocks Online, 12.1% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

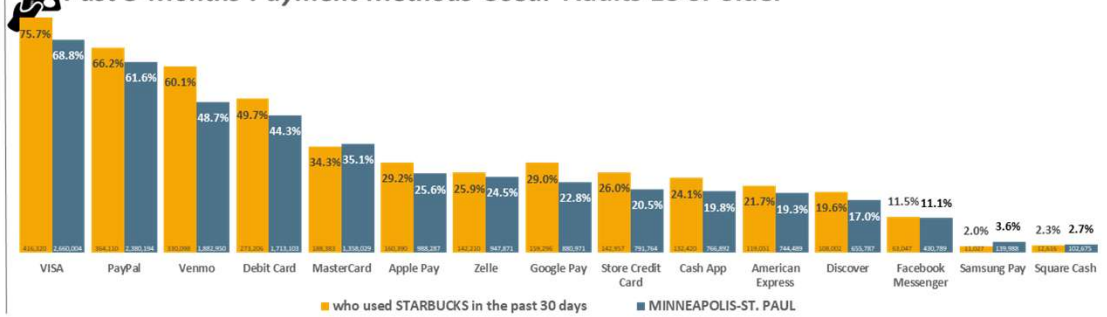


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



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Quick service restaurants used past 30 days: Starbucks

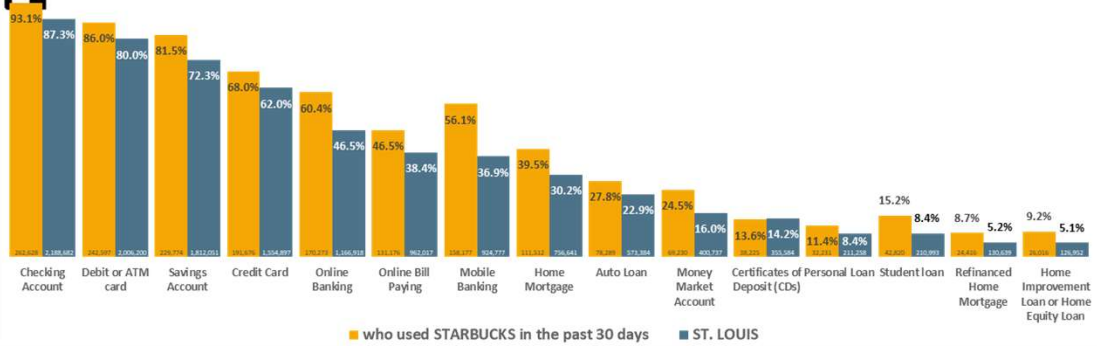


11.2% or 282,013 of ST. LOUIS DMA Adults 18 or older used STARBUCKS in the past 30 days.
Adults 18 or older who used STARBUCKS in the past 30 days are 35.2% more likely to have a 401K, 21.4% more likely to have an Auto Loan, 93.4% more likely to Invest/Trade Stocks Online, 3.6% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



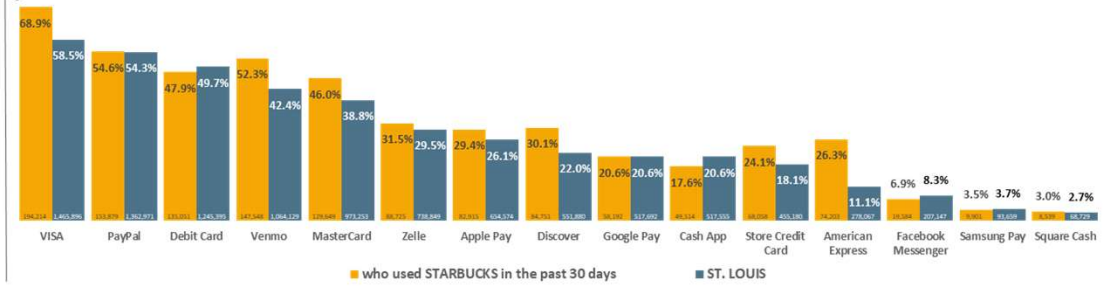
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 239

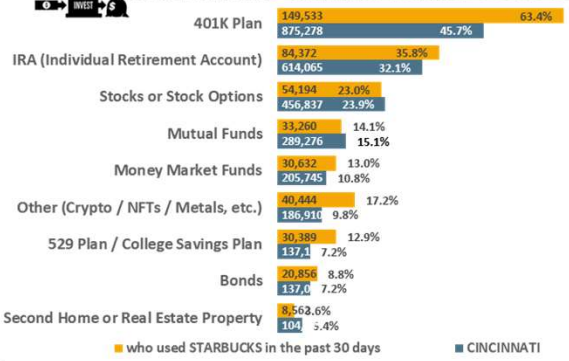
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Quick service restaurants used past 30 days: Starbucks

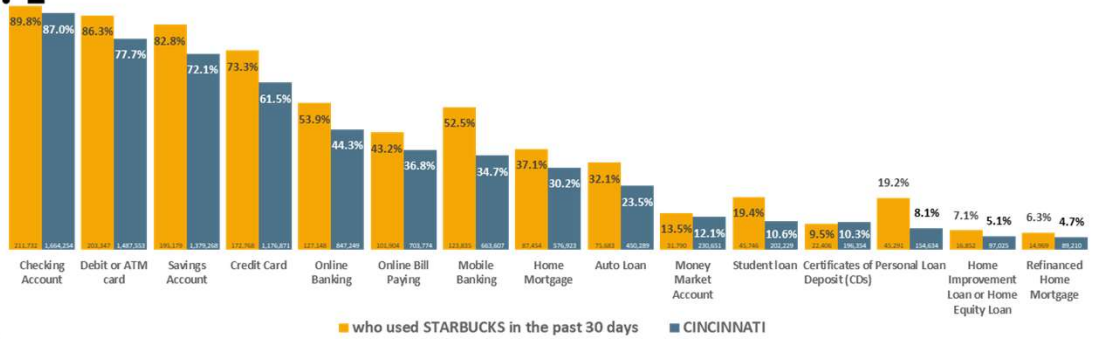


12.3% or 235,756 of CINCINNATI DMA Adults 18 or older used STARBUCKS in the past 30 days.
Adults 18 or older who used STARBUCKS in the past 30 days are 38.7% more likely to have a 401K, 36.4% more likely to have an Auto Loan, 23.% more likely to Invest/Trade Stocks Online, 11.7% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

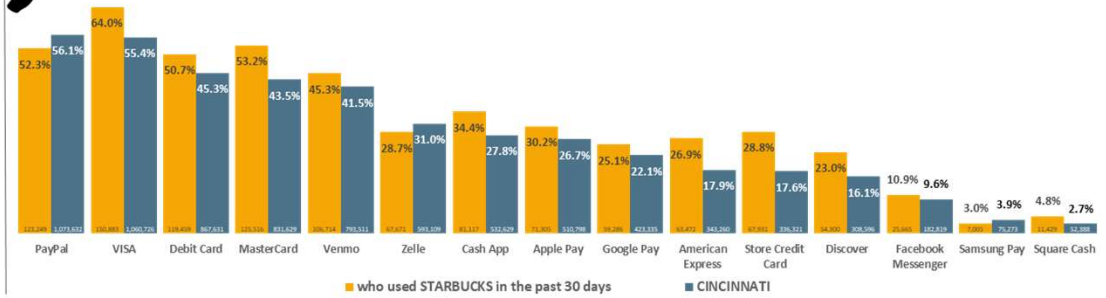


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 248

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Quick service restaurants used past 30 days: Starbucks

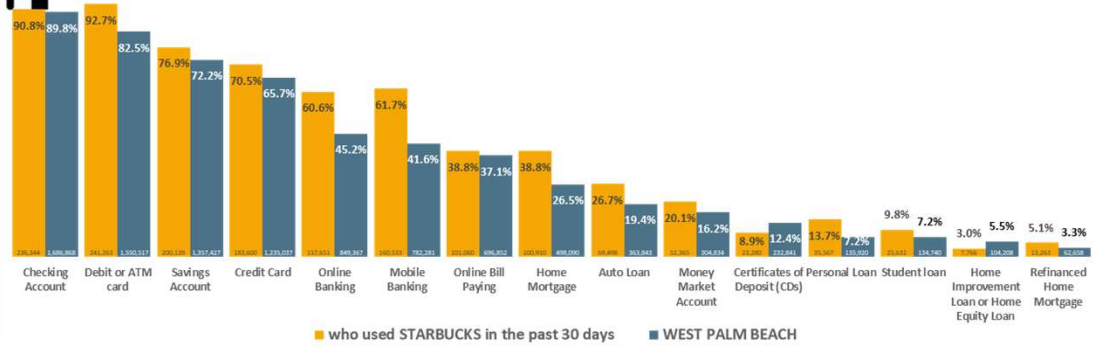


13.9% or 260,278 of WEST PALM BEACH DMA Adults 18 or older used STARBUCKS in the past 30 days. Adults 18 or older who used STARBUCKS in the past 30 days are 35.7% more likely to have a 401K, 37.9% more likely to have an Auto Loan, 41.4% more likely to Invest/Trade Stocks Online, 36.9% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



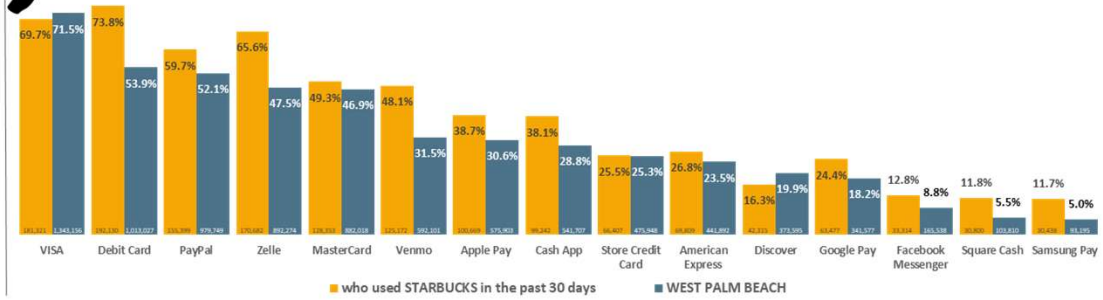
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older

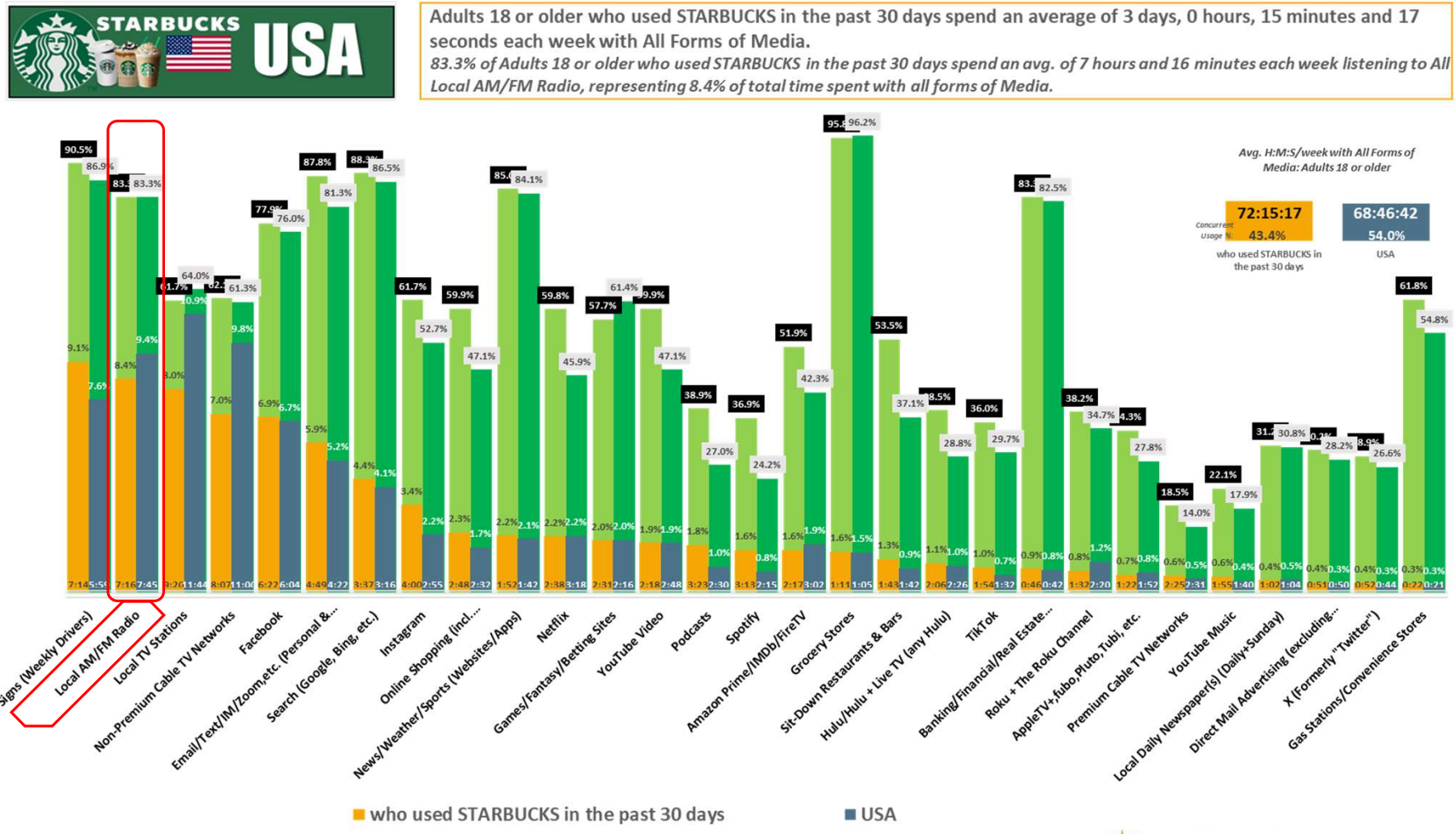


Past 3-Months Payment Methods Used: Adults 18 or older



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Quick service restaurants used past 30 days: Starbucks



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 4,209 USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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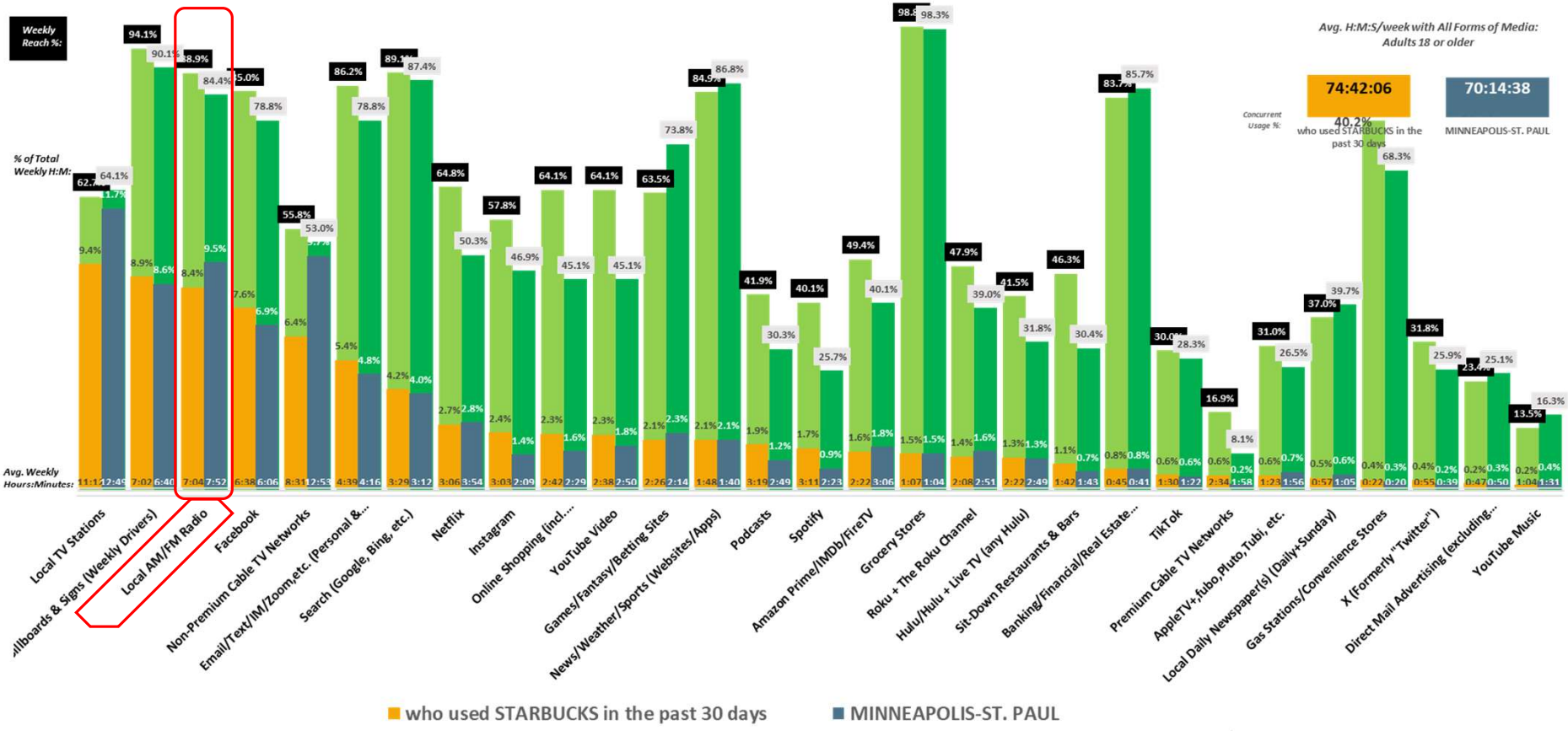
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Quick service restaurants used past 30 days: Starbucks

STARBUCKS MSP

Adults 18 or older who used STARBUCKS in the past 30 days spend an average of 3 days, 2 hours, 42 minutes and 6 seconds each week with All Forms of Media.

88.9% of Adults 18 or older who used STARBUCKS in the past 30 days spend an avg. of 7 hours and 4 minutes each week listening to All Local AM/FM Radio, representing 8.4% of total time spent with all forms of Media.

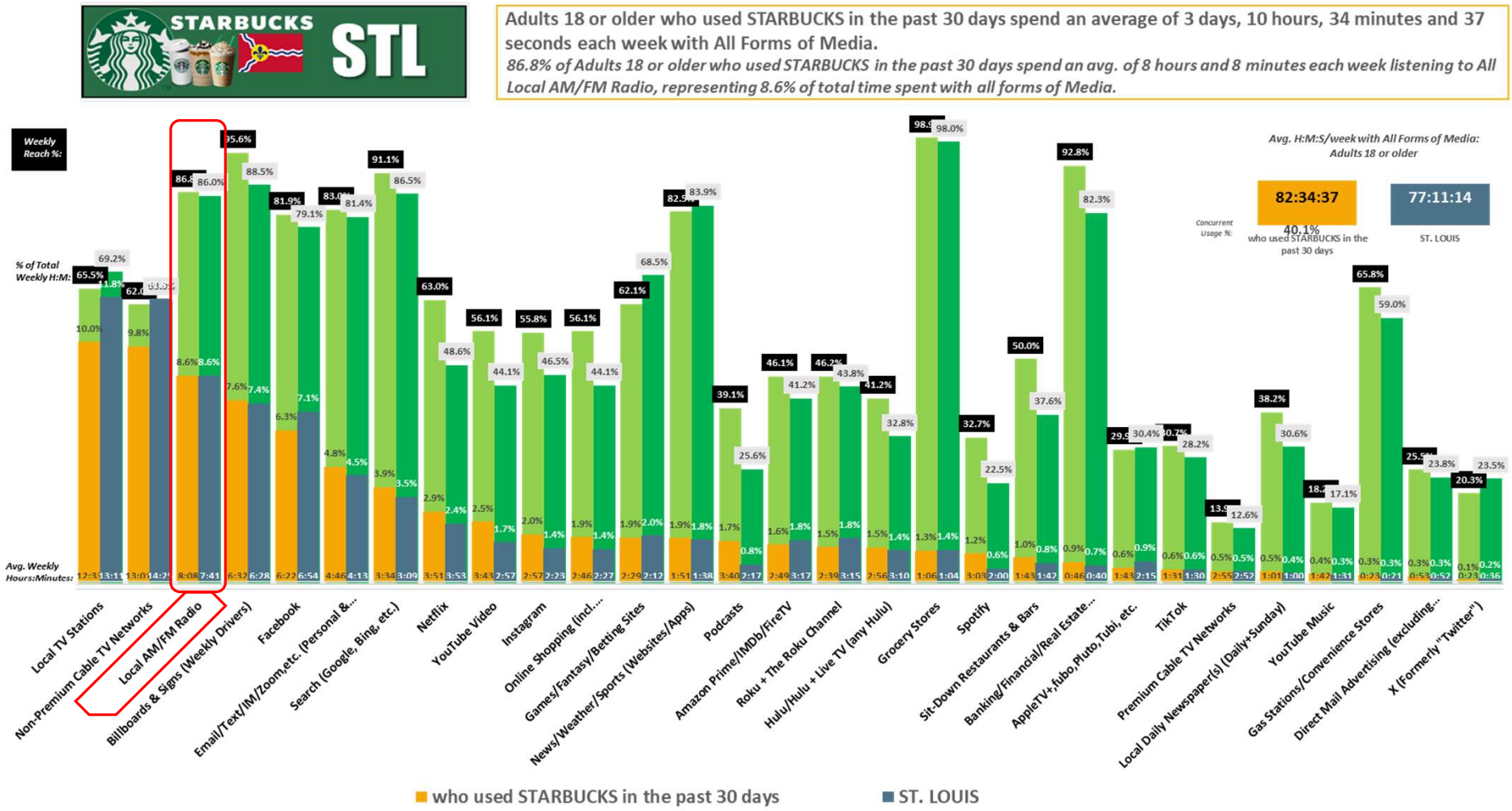


MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 275 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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Quick service restaurants used past 30 days: Starbucks

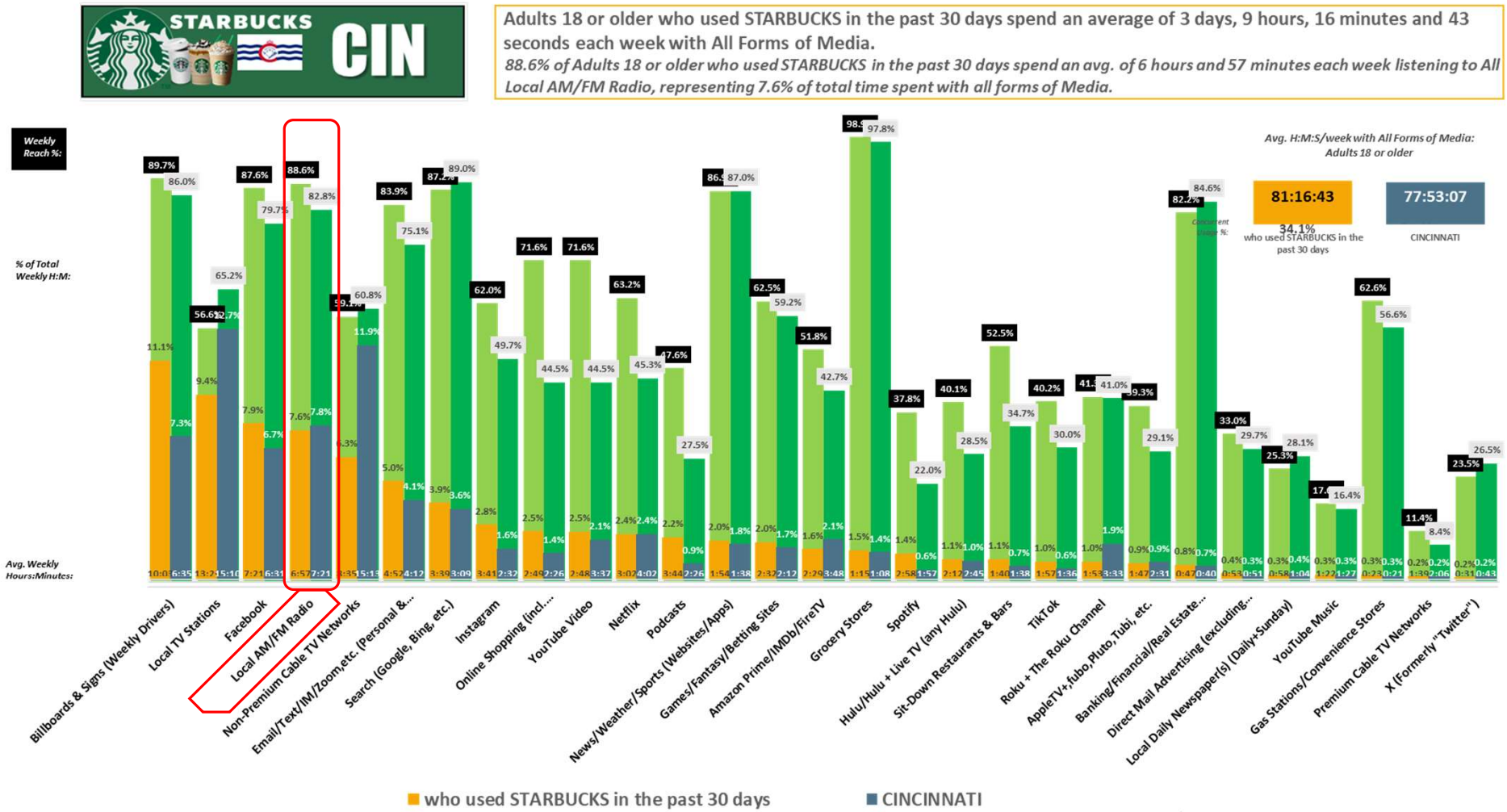


ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 239 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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Quick service restaurants used past 30 days: Starbucks

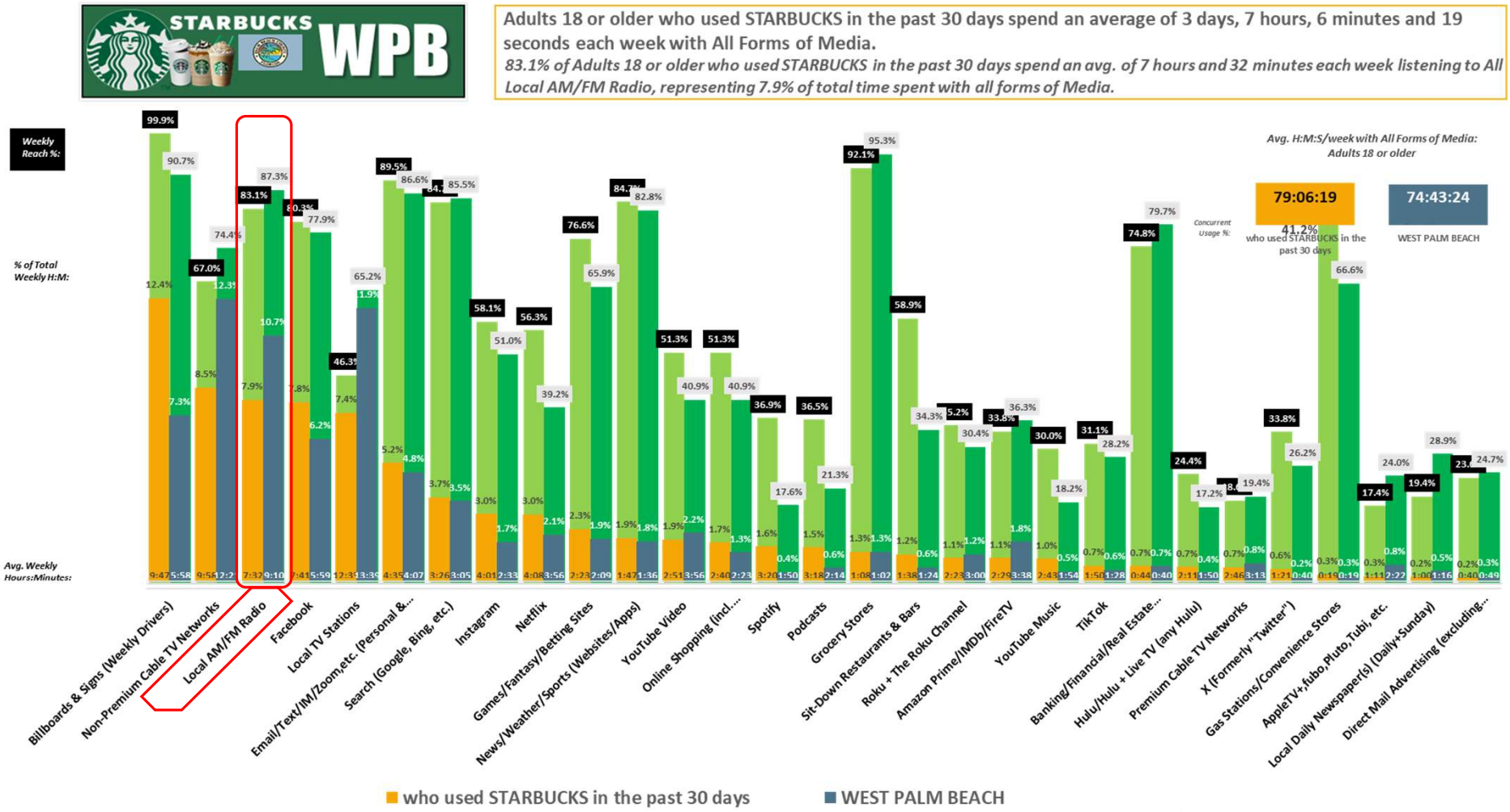


CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 248 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

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Quick service restaurants used past 30 days: Starbucks

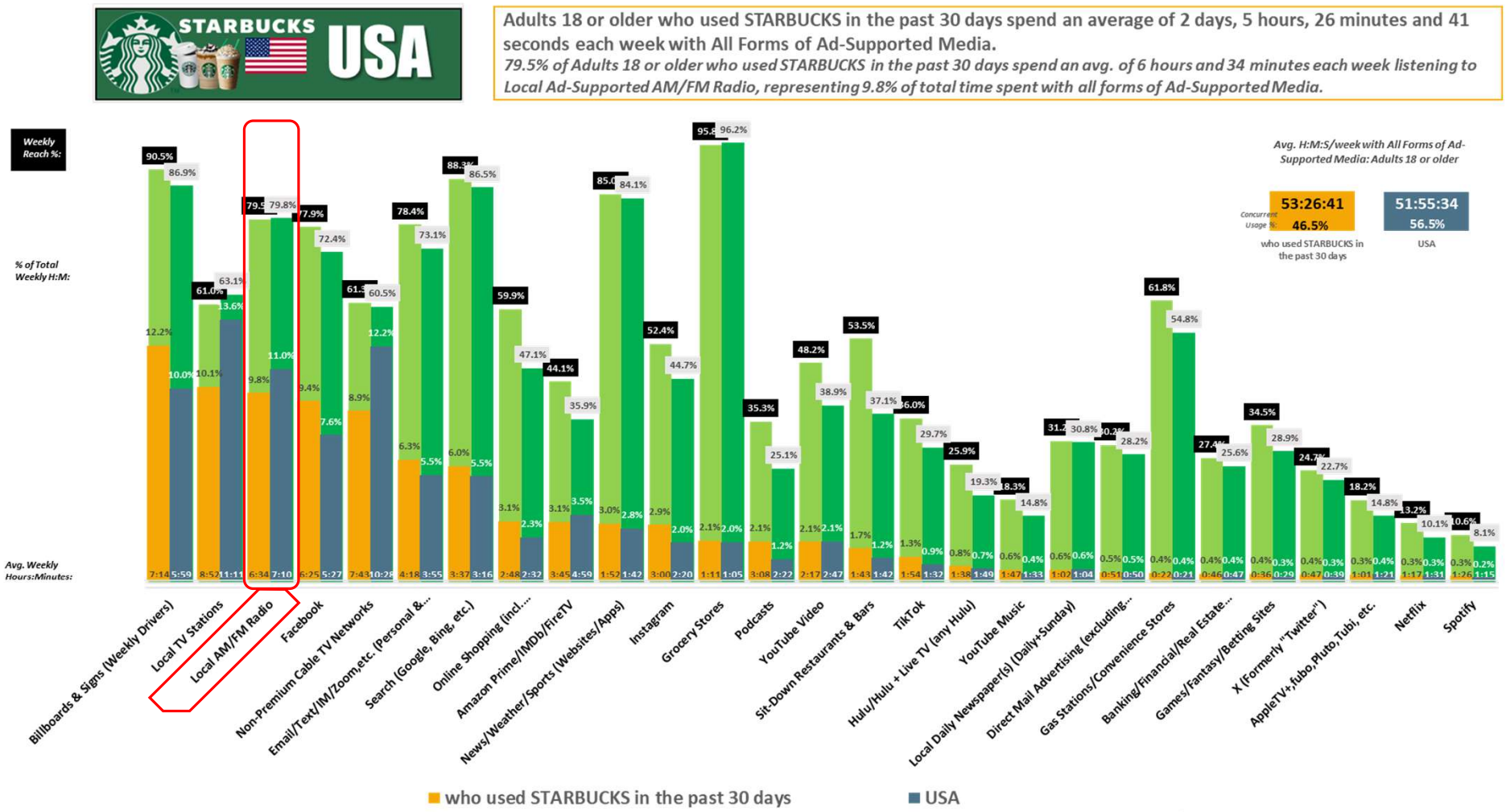


WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 267 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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Quick service restaurants used past 30 days: Starbucks

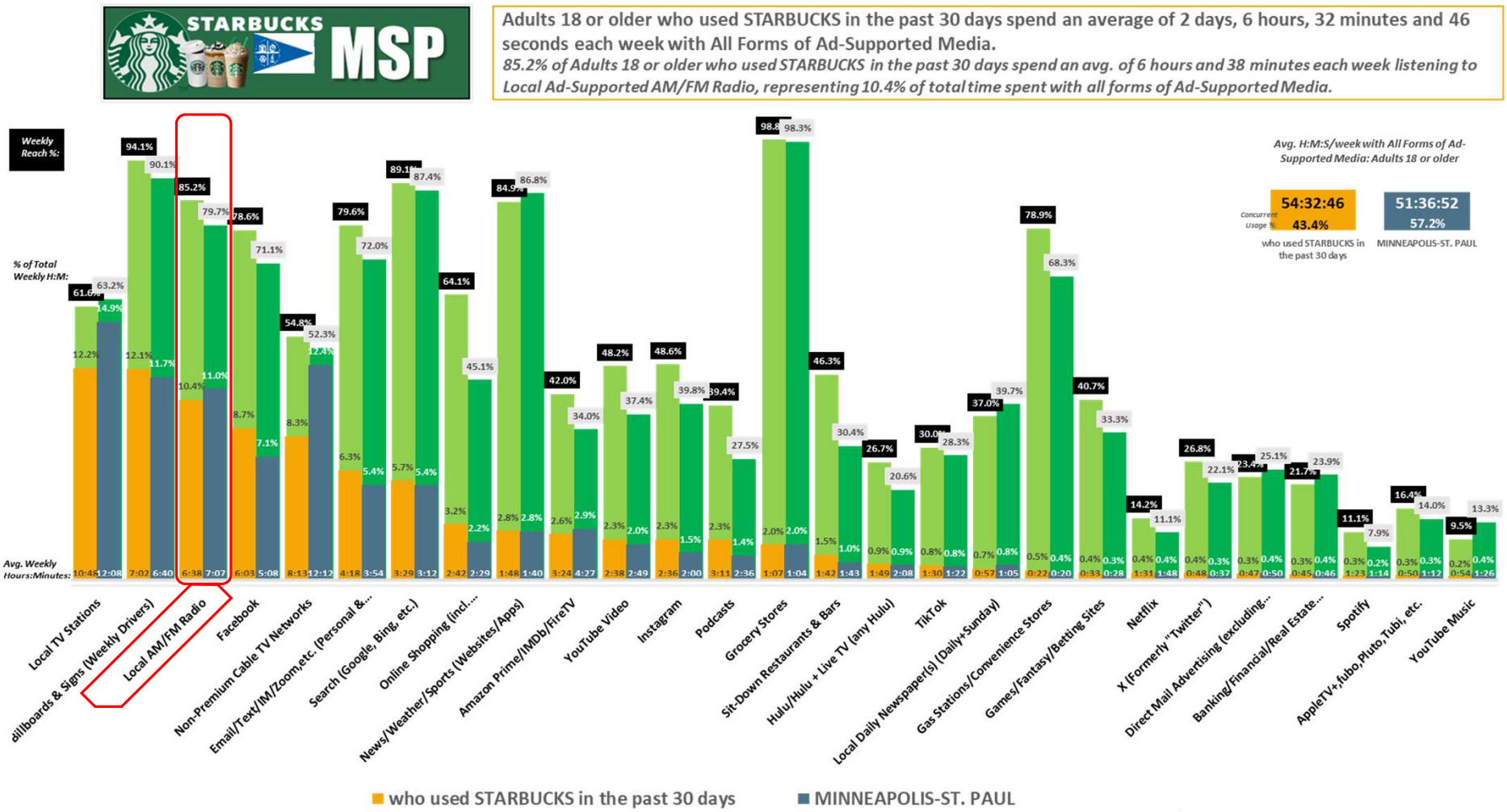


USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 4,209 USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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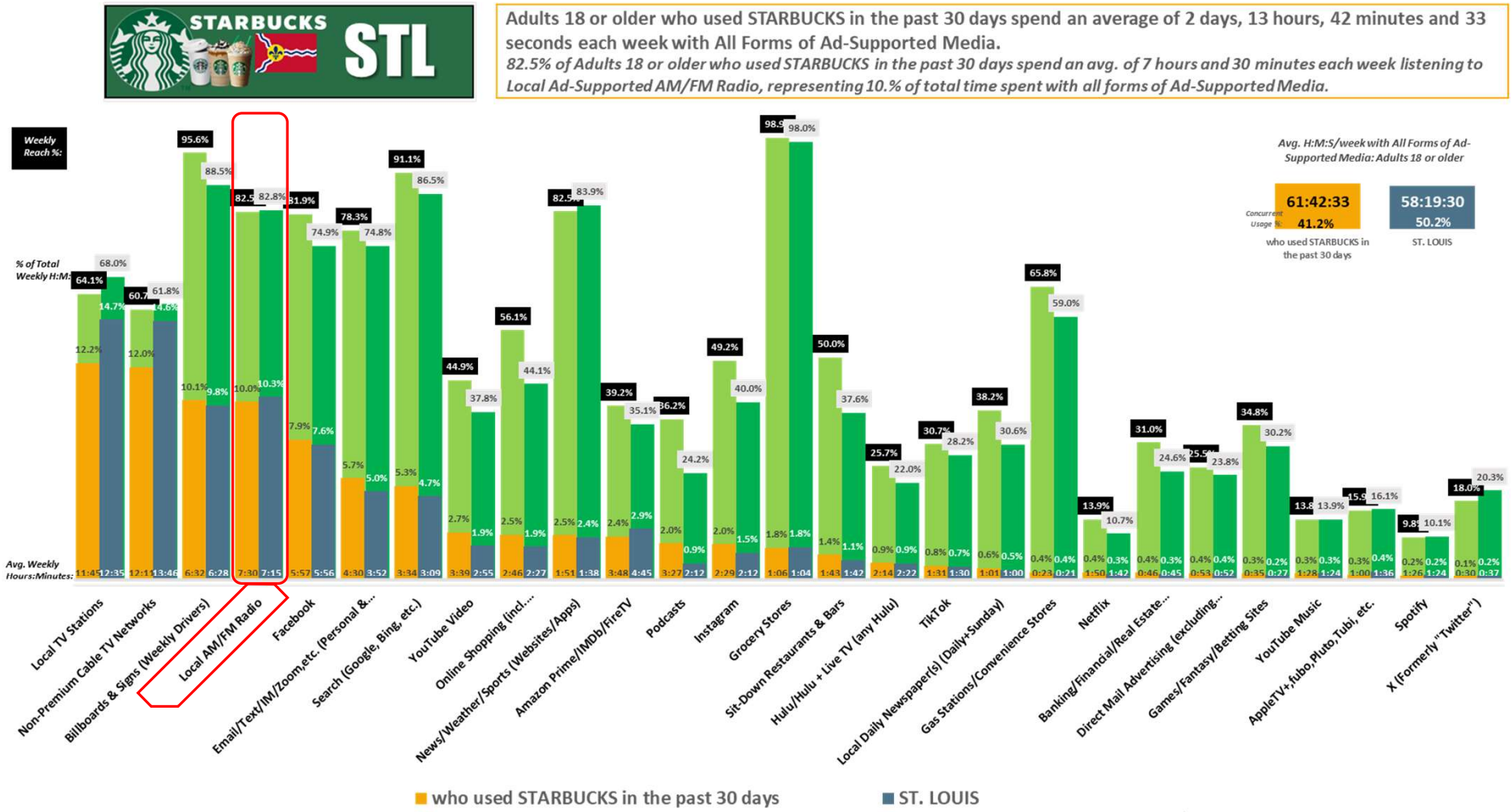
Quick service restaurants used past 30 days: Starbucks



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Quick service restaurants used past 30 days: Starbucks

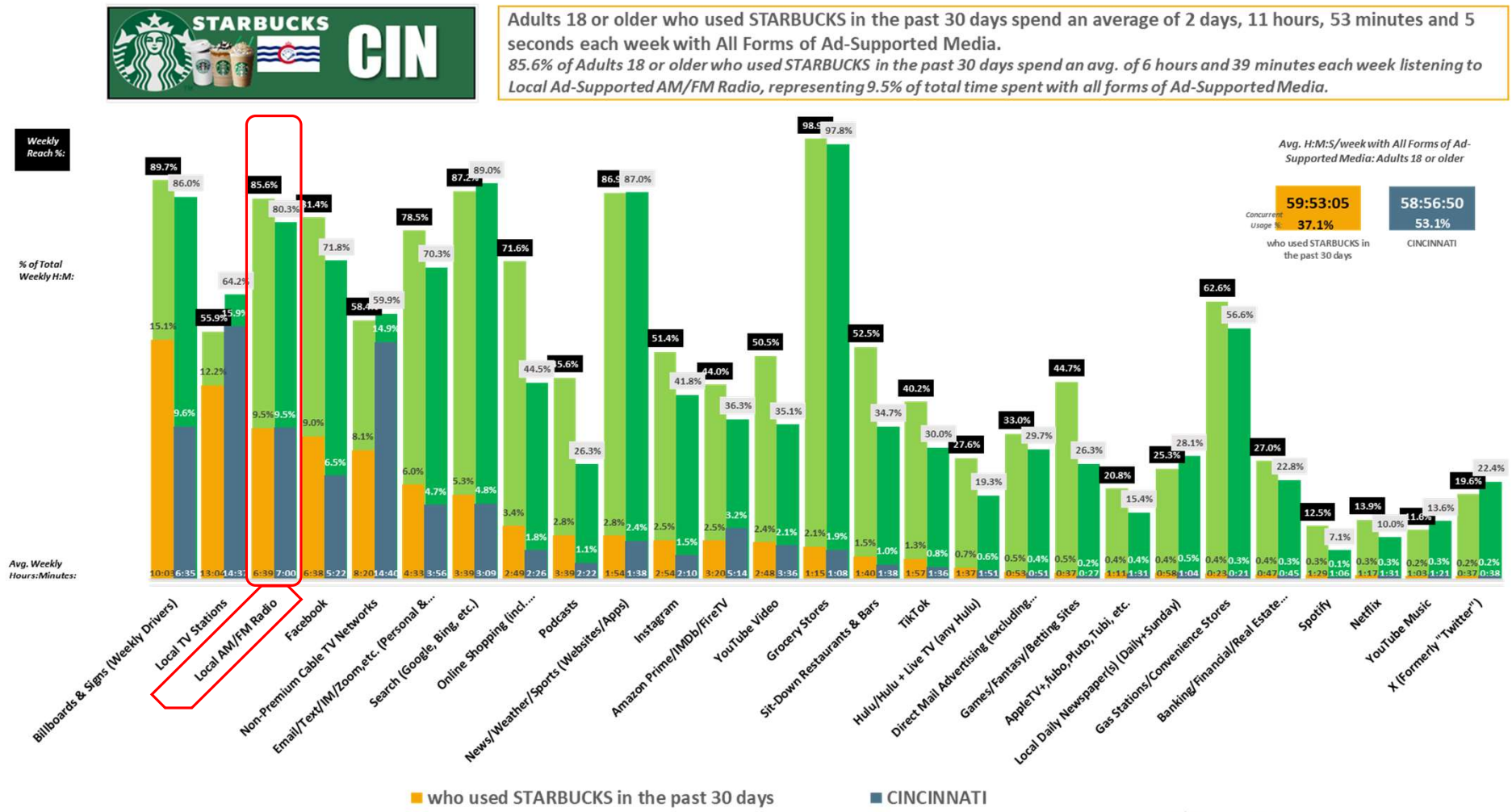


ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 239 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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Quick service restaurants used past 30 days: Starbucks

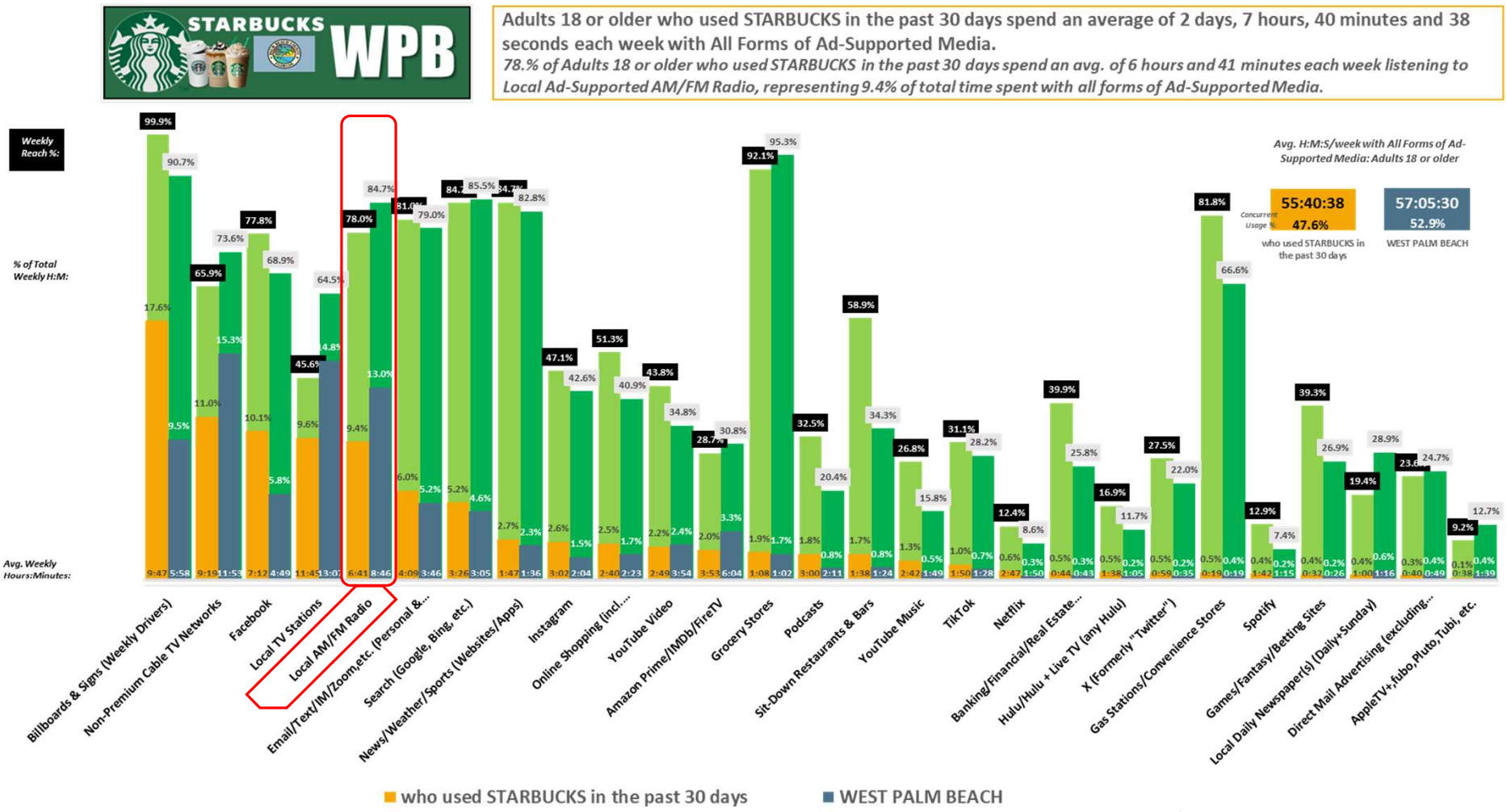


CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 248 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

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Quick service restaurants used past 30 days: Starbucks



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 267 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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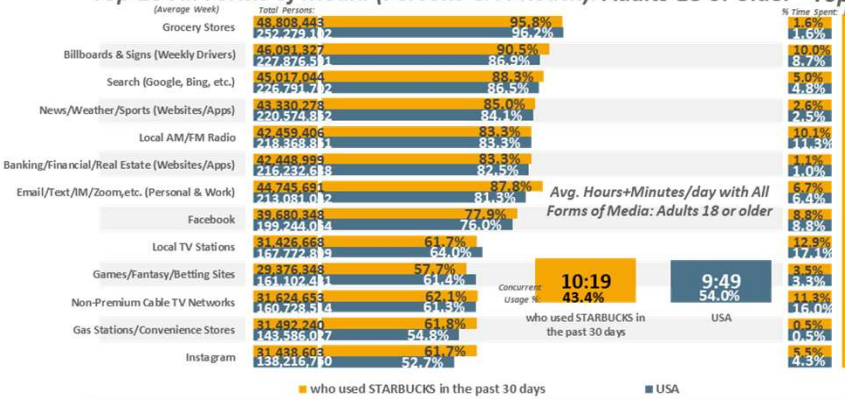
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Quick service restaurants used past 30 days: Starbucks

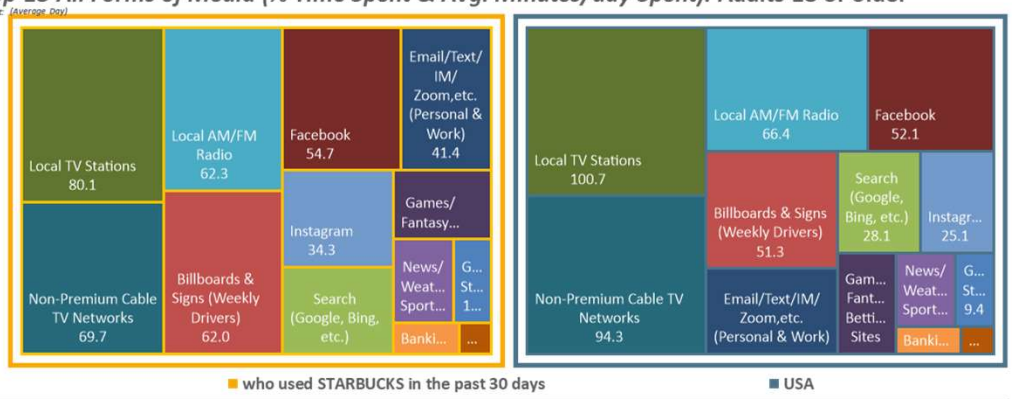


Adults 18 or older who used STARBUCKS in the past 30 days spend an average of 7 hours and 38 minutes each day with All Forms of Ad-Supported Media. 79.5% listen to Local AM/FM Radio for an avg. of 56.4 minutes/day. *(Local Radio delivers 9.8% of Time with Ad-Supported Media.)*

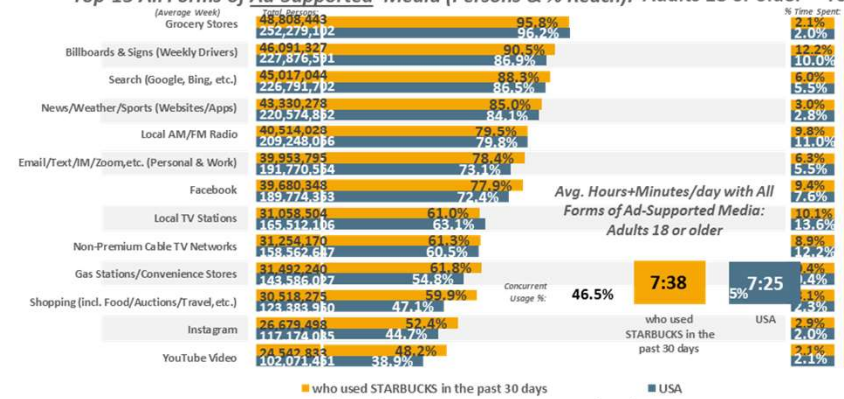
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



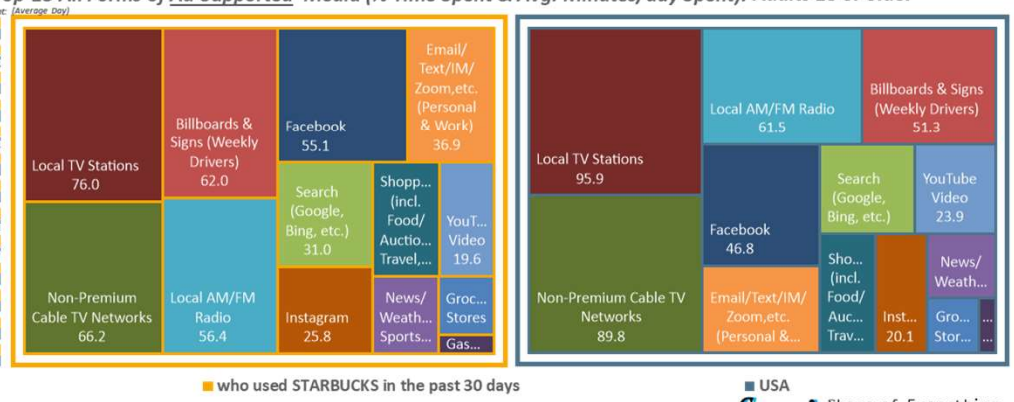
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 4,209

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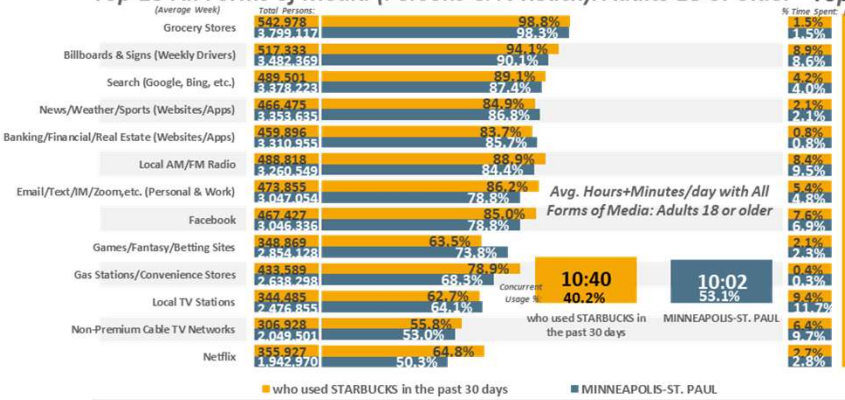
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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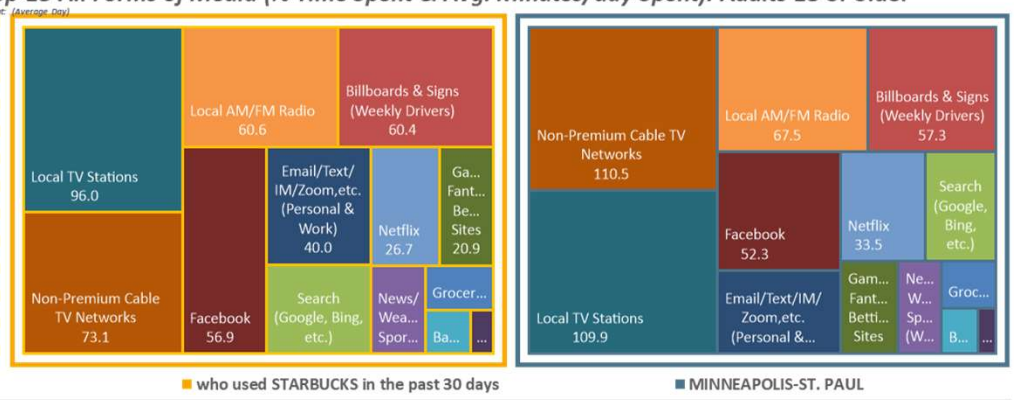
Quick service restaurants used past 30 days: Starbucks

Adults 18 or older who used STARBUCKS in the past 30 days spend an average of 7 hours and 47 minutes each day with All Forms of Ad-Supported Media. 85.2% listen to Local AM/FM Radio for an avg. of 56.9 minutes/day. *(Local Radio delivers 10.4% of Time with Ad-Supported Media.)*

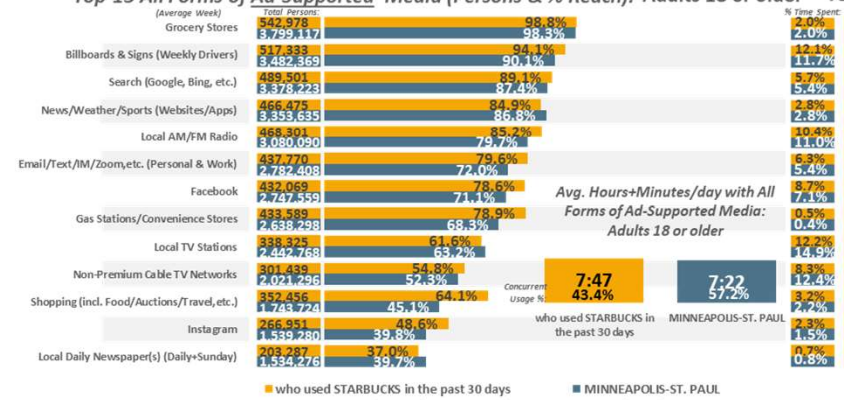
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



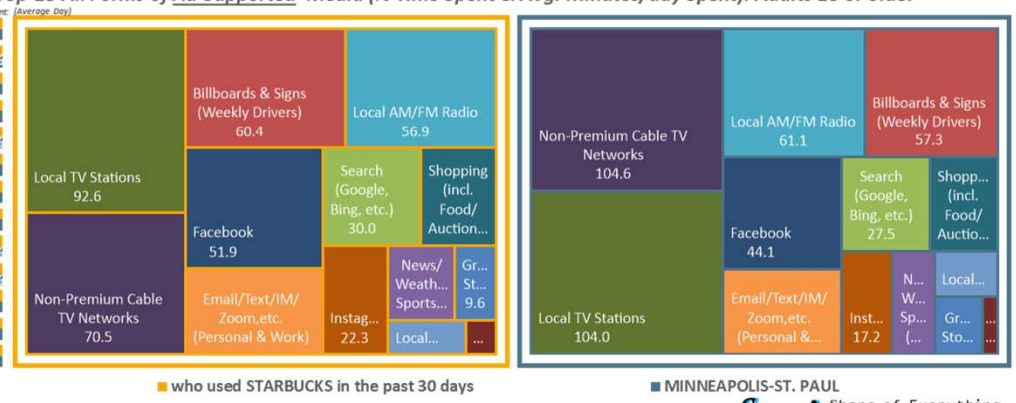
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 275

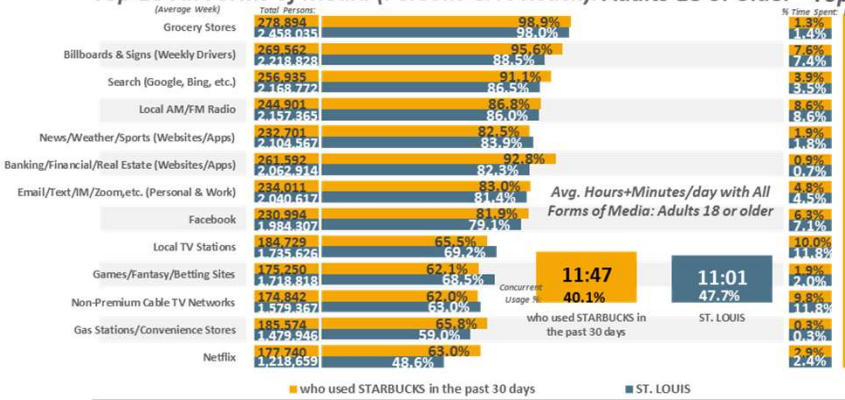
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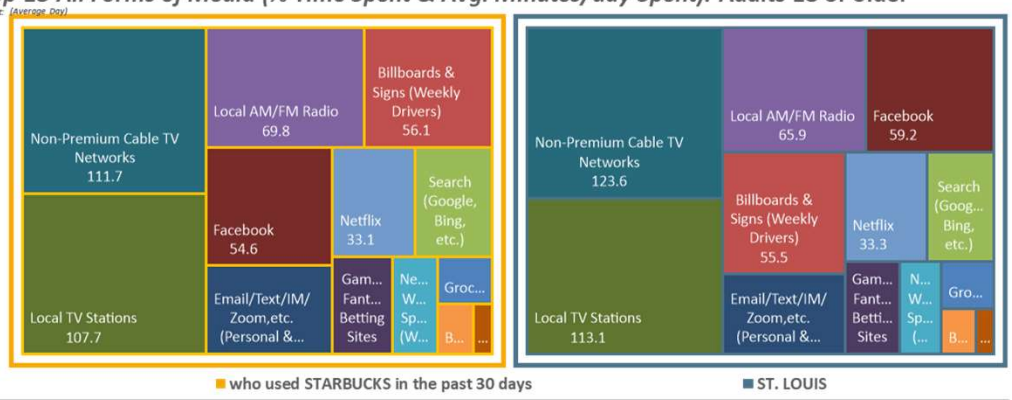
Quick service restaurants used past 30 days: Starbucks

Adults 18 or older who used STARBUCKS in the past 30 days spend an average of 8 hours and 48 minutes each day with All Forms of Ad-Supported Media. 82.5% listen to Local AM/FM Radio for an avg. of 64.3 minutes/day. *(Local Radio delivers 10.% of Time with Ad-Supported Media.)*

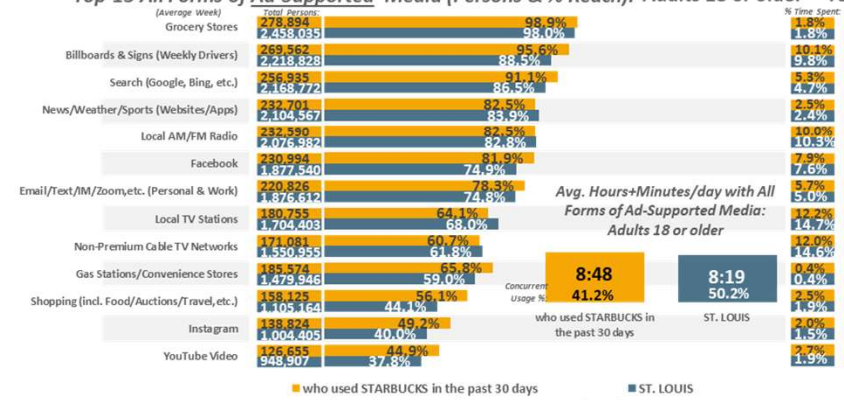
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



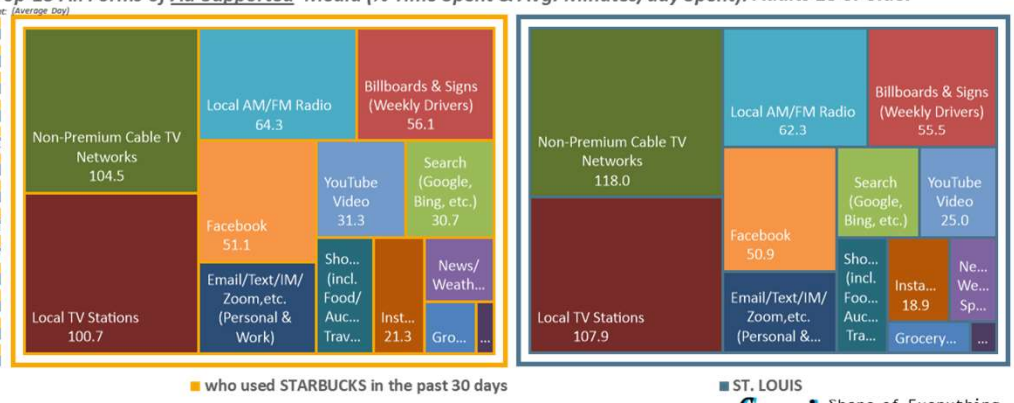
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 239

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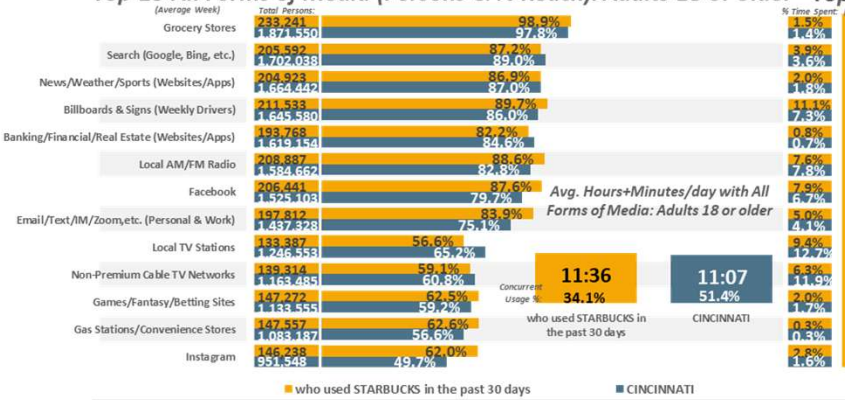
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Quick service restaurants used past 30 days: Starbucks

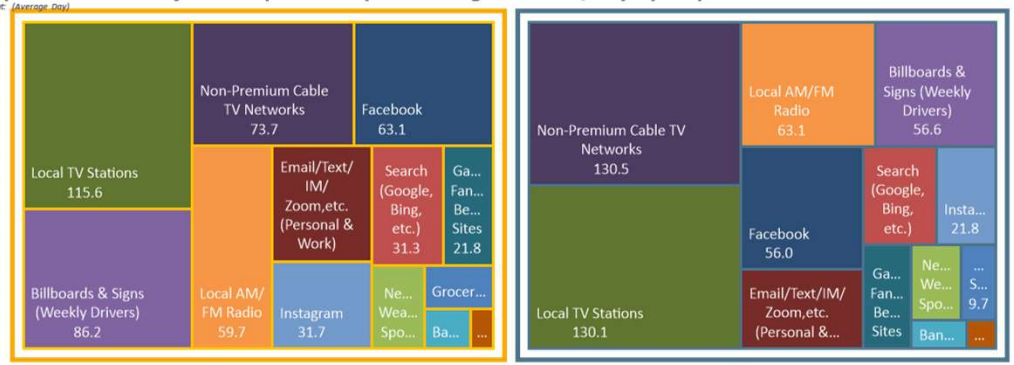
STARBUCKS CIN

Adults 18 or older who used STARBUCKS in the past 30 days spend an average of 8 hours and 33 minutes each day with All Forms of Ad-Supported Media. 85.6% listen to Local AM/FM Radio for an avg. of 57. minutes/day. *(Local Radio delivers 9.5% of Time with Ad-Supported Media.)*

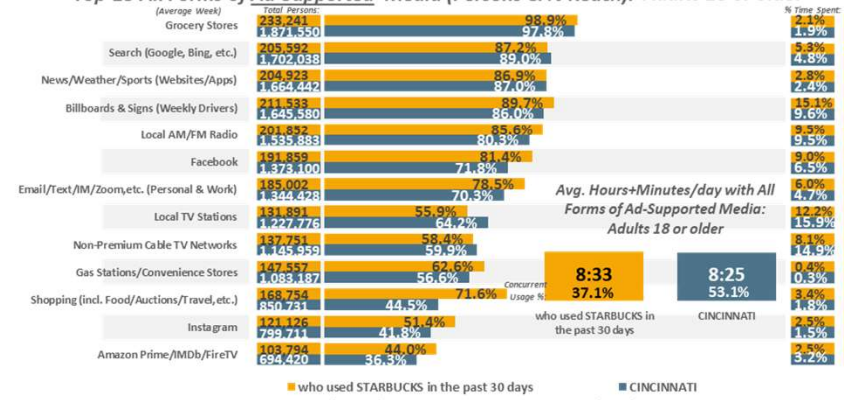
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



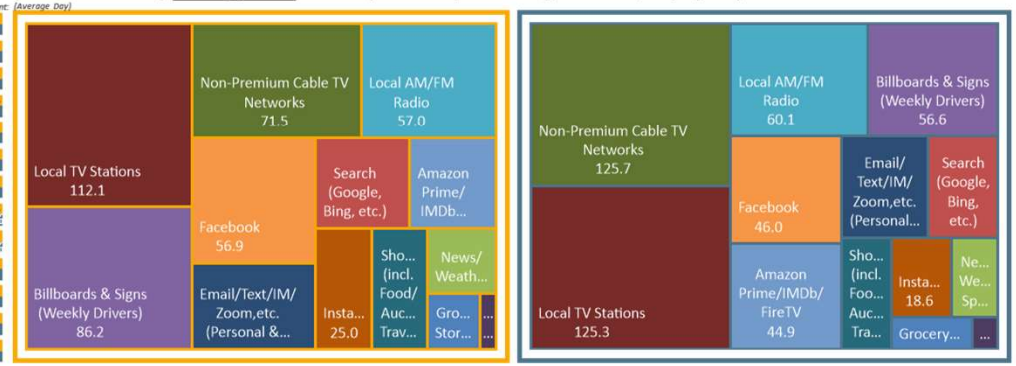
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 248

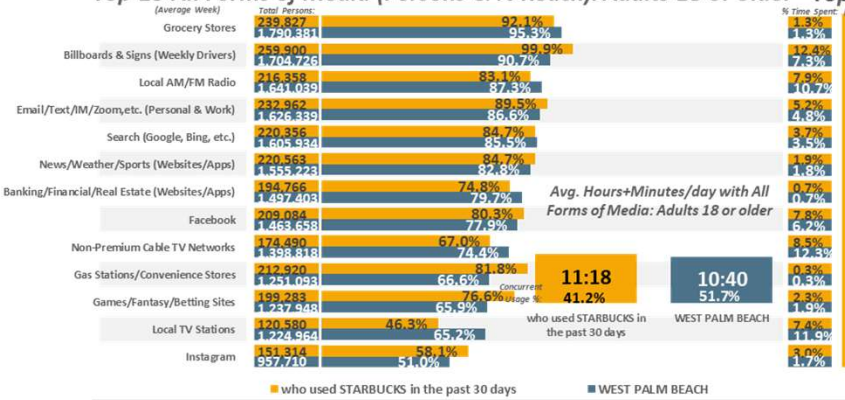
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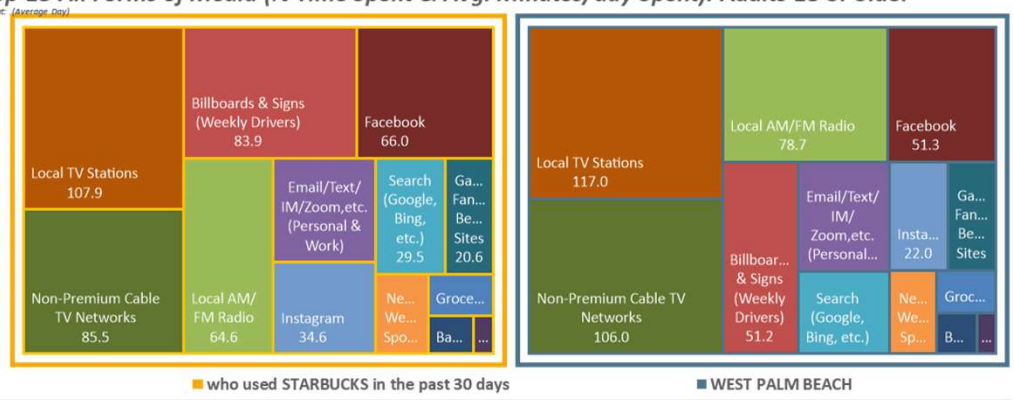
Quick service restaurants used past 30 days: Starbucks

Adults 18 or older who used STARBUCKS in the past 30 days spend an average of 7 hours and 57 minutes each day with All Forms of Ad-Supported Media. 78.% listen to Local AM/FM Radio for an avg. of 57.3 minutes/day. *(Local Radio delivers 9.4% of Time with Ad-Supported Media.)*

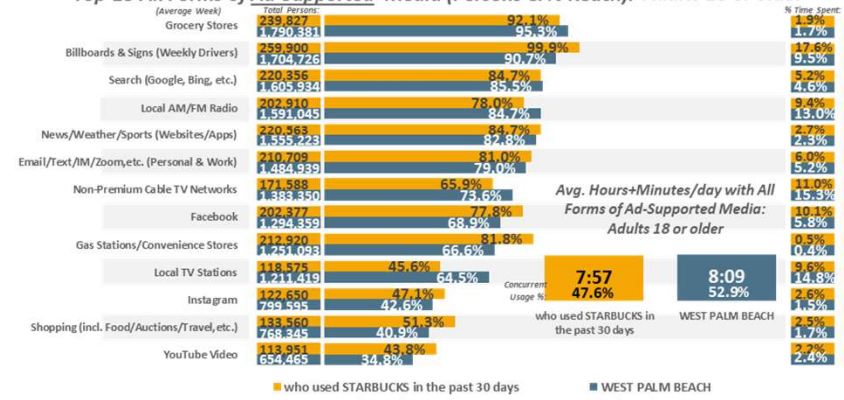
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



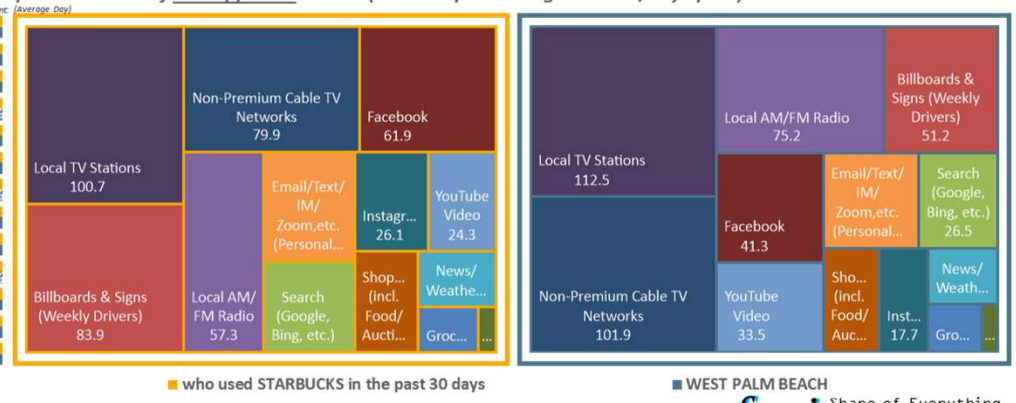
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 267

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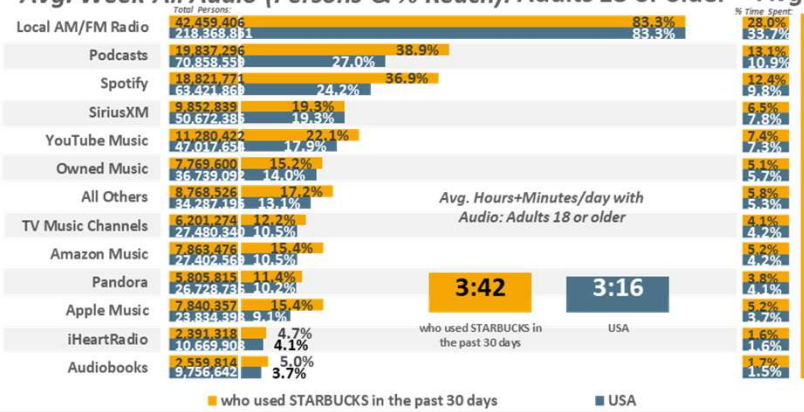
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Quick service restaurants used past 30 days: Starbucks

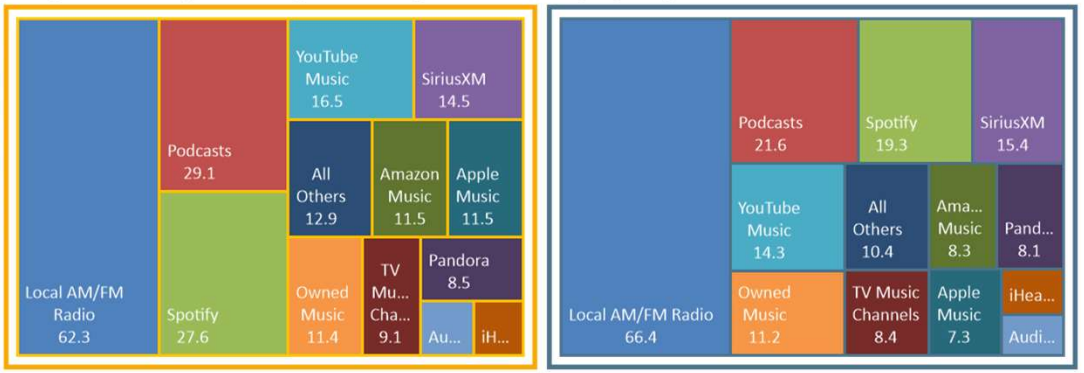
STARBUCKS USA

40,514,028 or 79.5% of Adults 18 or older who used STARBUCKS in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 56.4 minutes every day representing 37.% of all time spent daily with Ad-Supported Audio.

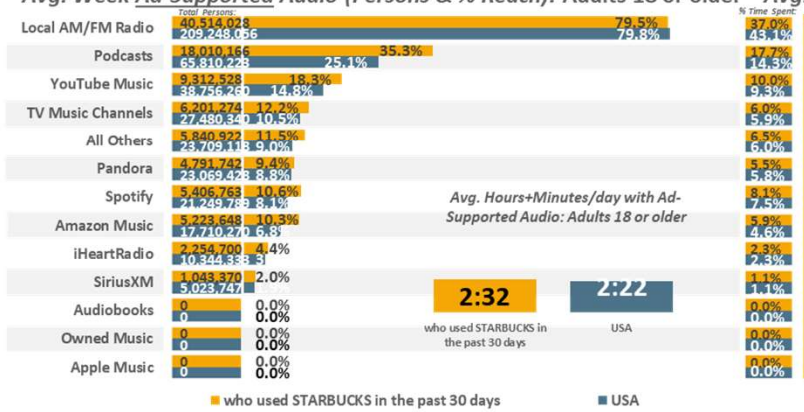
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



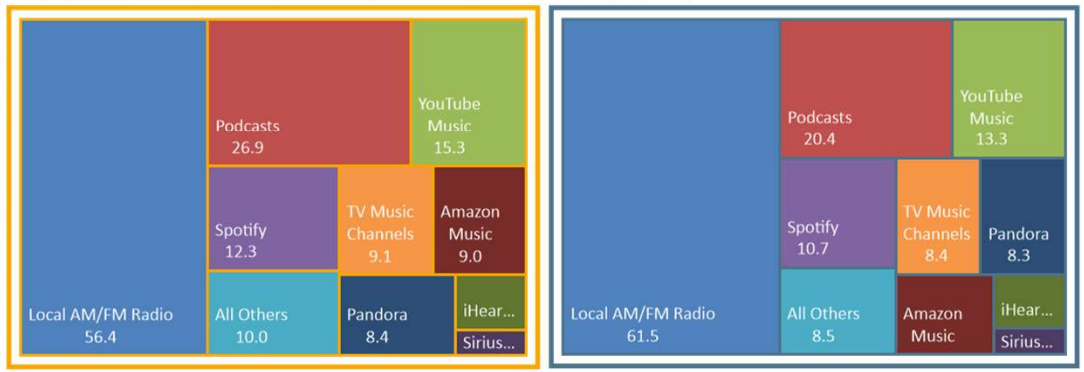
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 4,209

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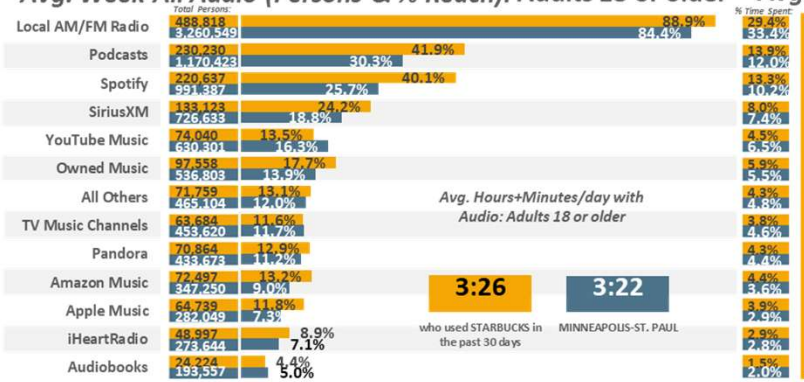
Scarborough R1 2024: Jan23-Aug24 USA Projection Scarborough R1 2024: Jan23-Aug24

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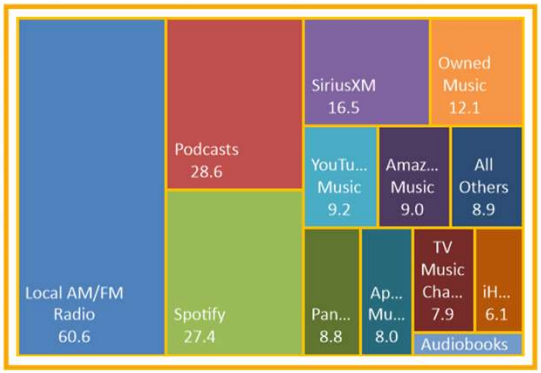
Quick service restaurants used past 30 days: Starbucks

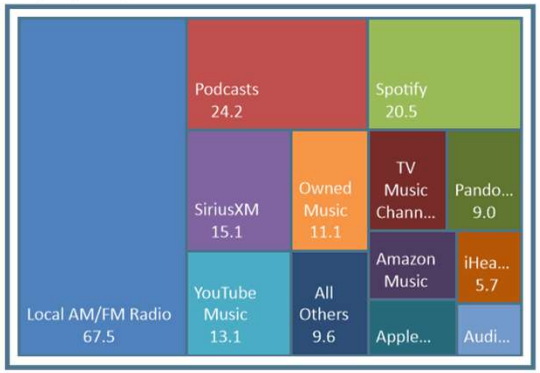
468,301 or 85.2% of Adults 18 or older who used STARBUCKS in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 56.9 minutes every day representing 40.5% of all time spent daily with Ad-Supported Audio.

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

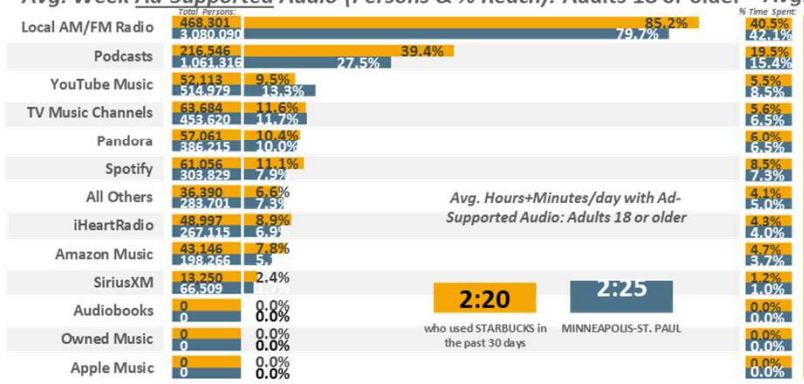


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

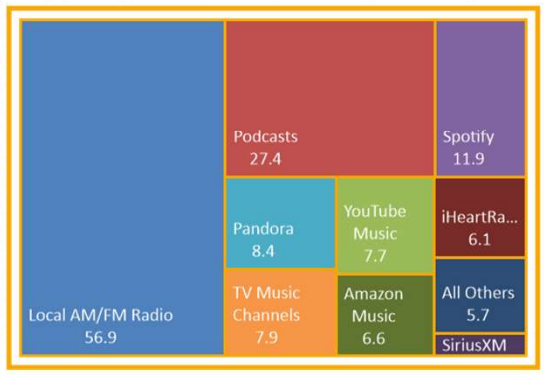


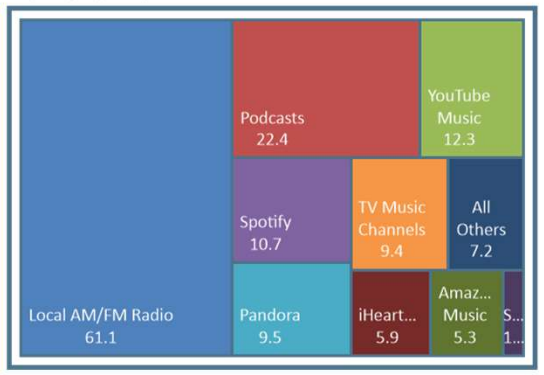


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 275

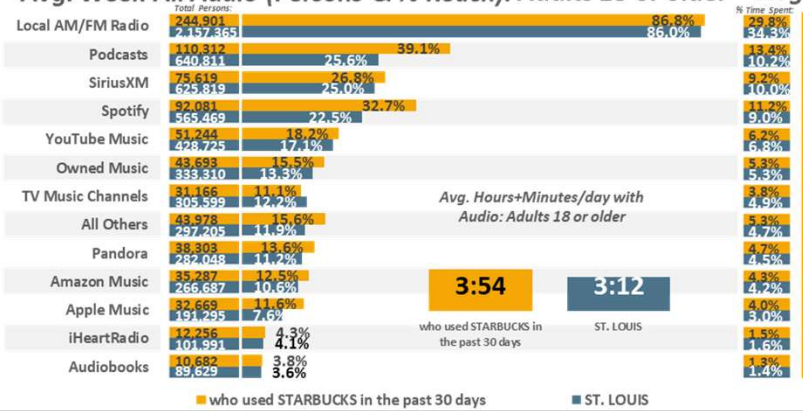
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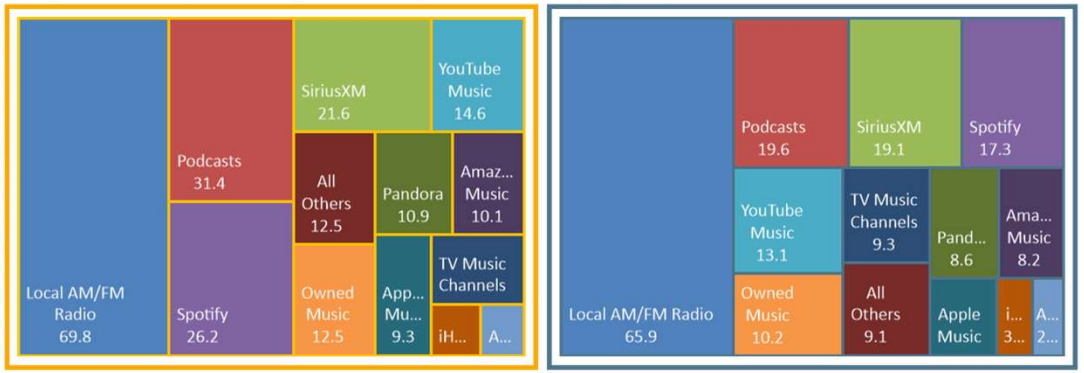
Quick service restaurants used past 30 days: Starbucks

232,590 or 82.5% of Adults 18 or older who used STARBUCKS in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 64.3 minutes every day representing 41.1% of all time spent daily with Ad-Supported Audio.

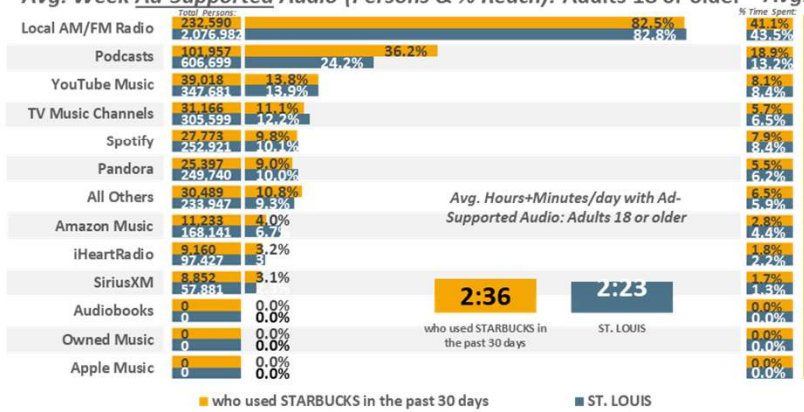
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



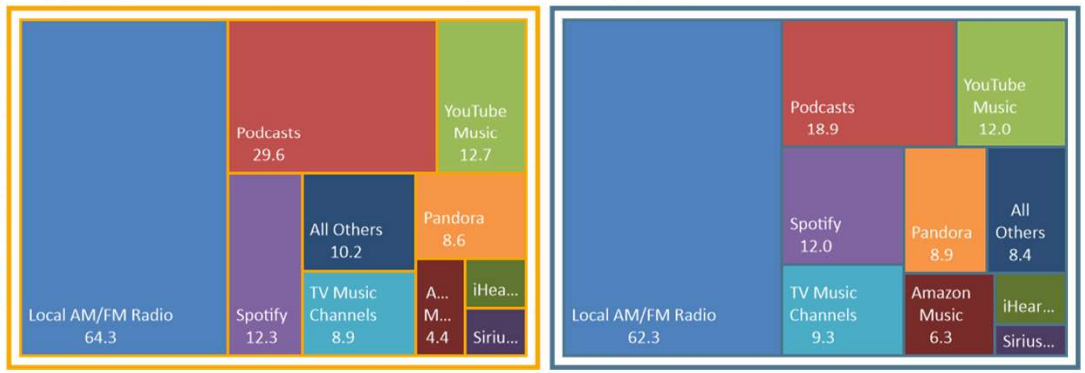
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 239

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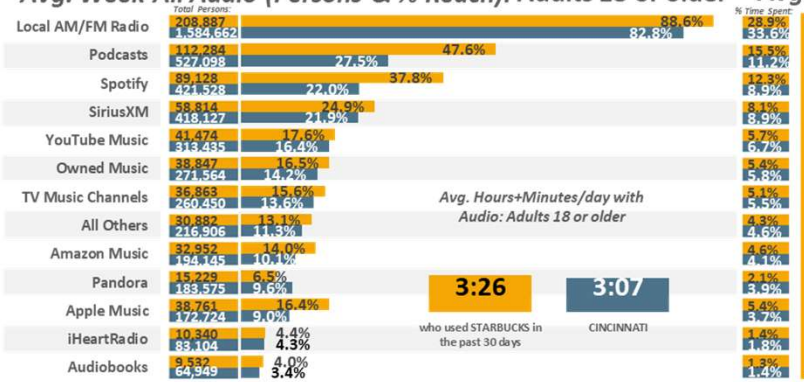
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Quick service restaurants used past 30 days: Starbucks

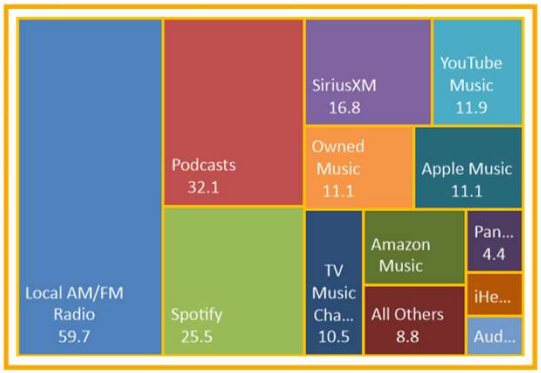


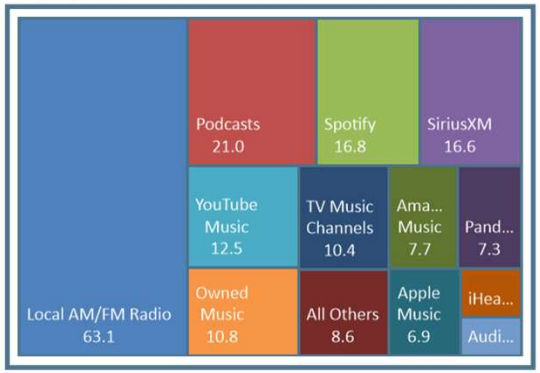
201,852 or 85.6% of Adults 18 or older who used STARBUCKS in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 57. minutes every day representing 39.6% of all time spent daily with Ad-Supported Audio.

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

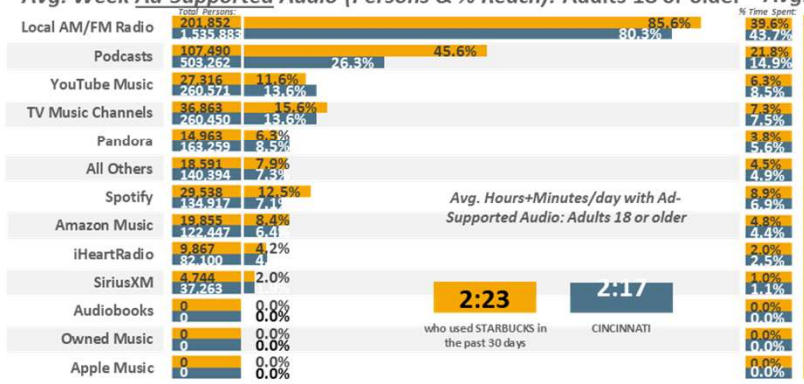


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

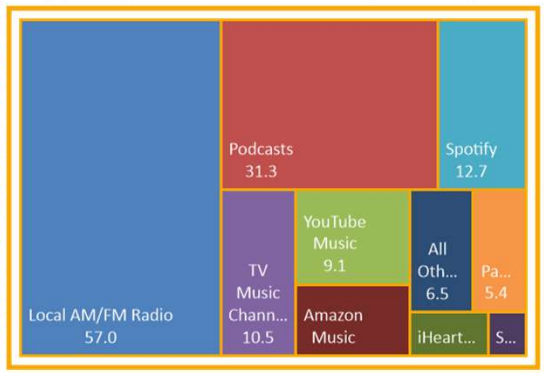


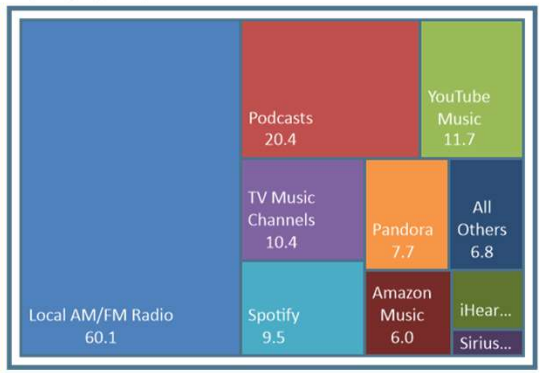


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 248

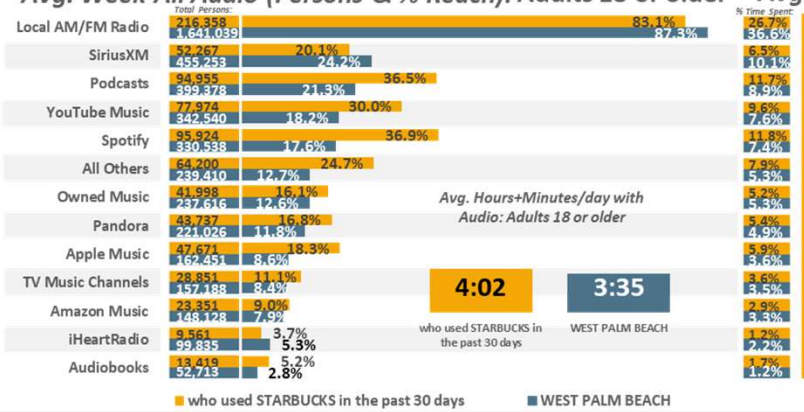
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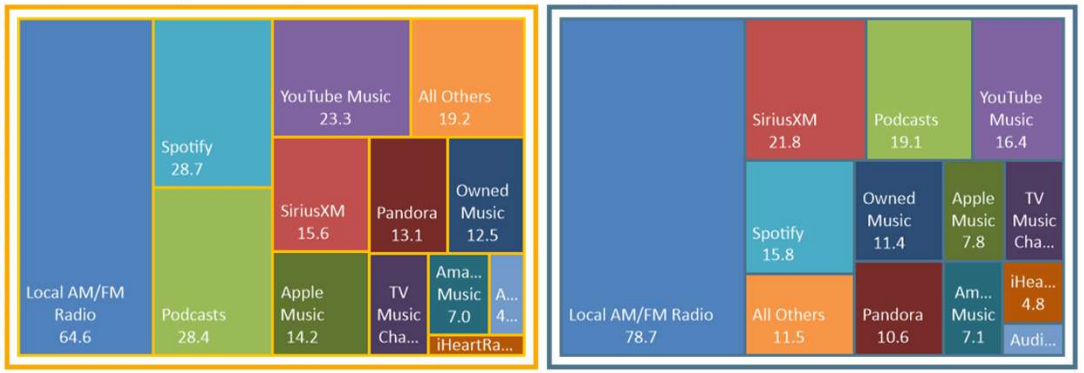
Quick service restaurants used past 30 days: Starbucks

202,910 or 78.% of Adults 18 or older who used STARBUCKS in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 57.3 minutes every day representing 33.7% of all time spent daily with Ad-Supported Audio.

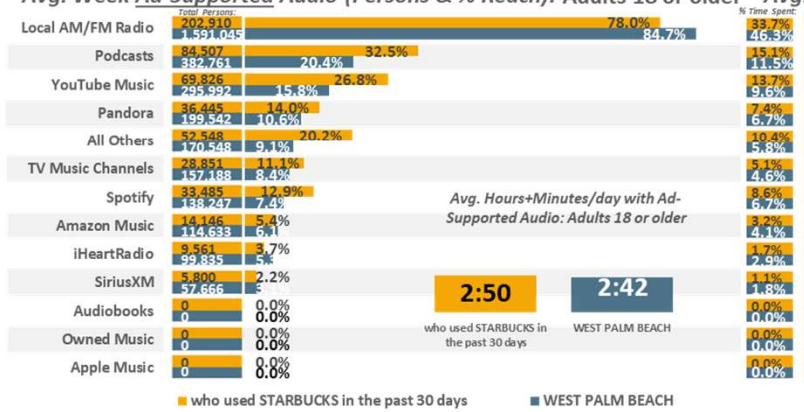
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



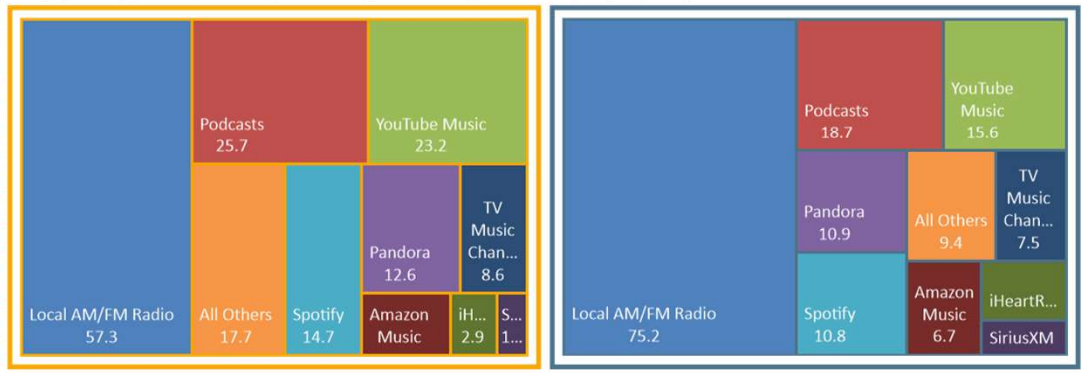
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 267

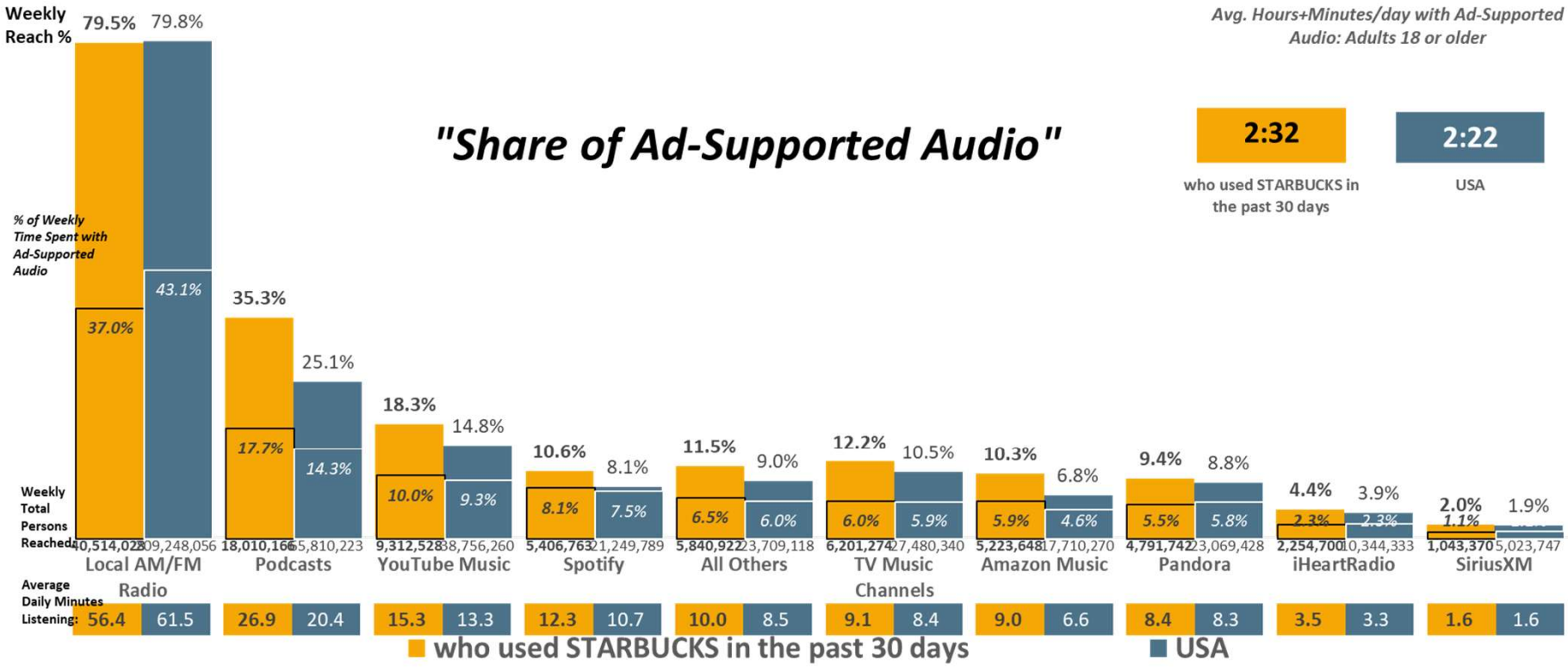
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Quick service restaurants used past 30 days: Starbucks



40,514,028 or 79.5% of Adults 18 or older who used STARBUCKS in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 56.4 minutes every day representing 37.% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 4,209

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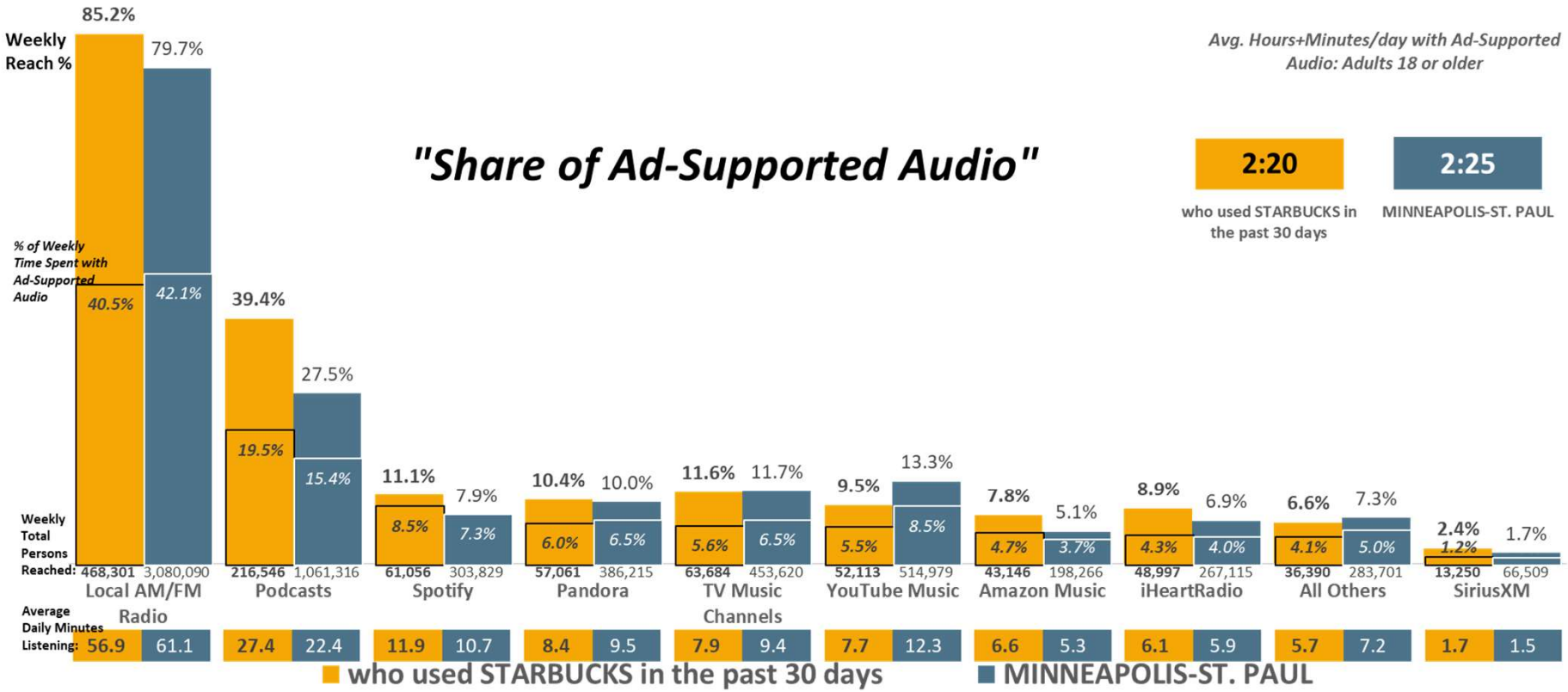
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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Quick service restaurants used past 30 days: Starbucks



468,301 or 85.2% of Adults 18 or older who used STARBUCKS in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 56.9 minutes every day representing 40.5% of all time spent daily with Ad-Supported Audio.



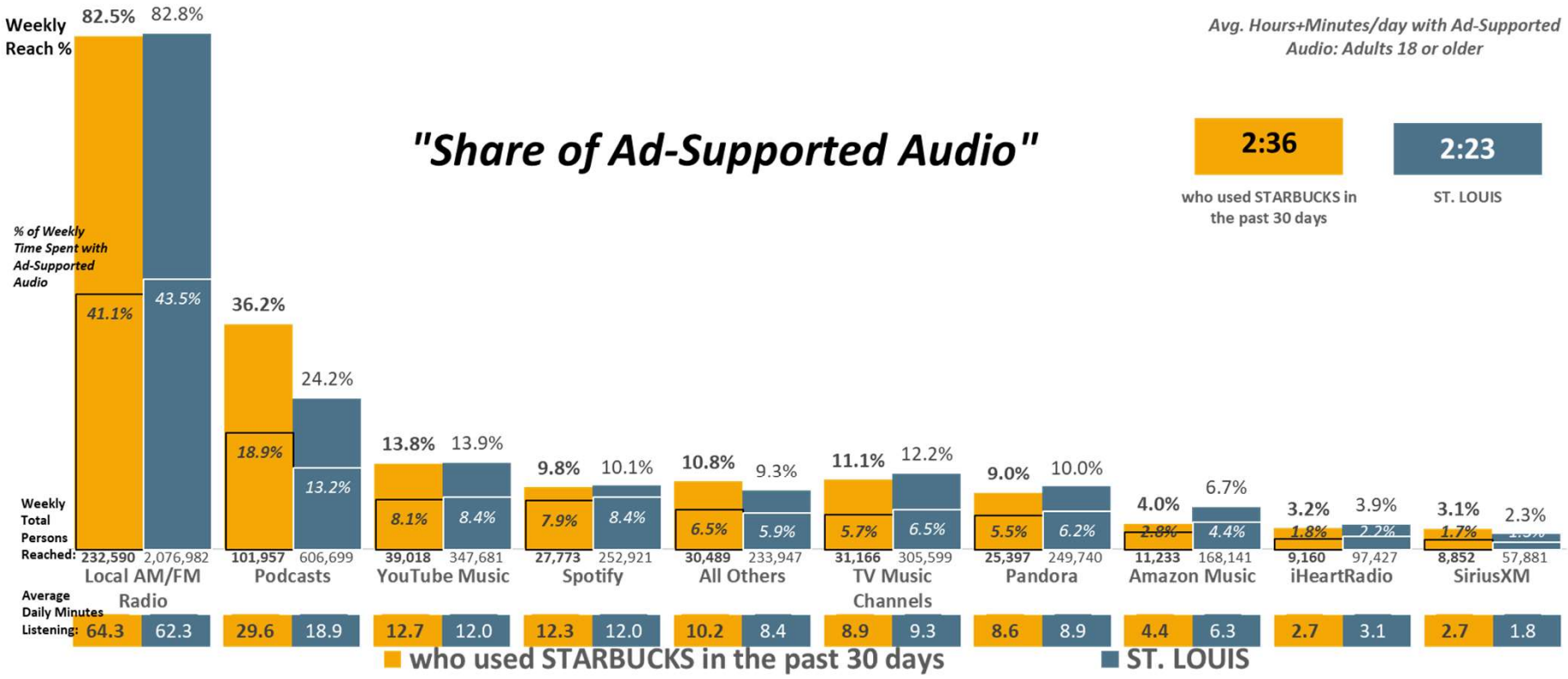
MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 275 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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Quick service restaurants used past 30 days: Starbucks

232,590 or 82.5% of Adults 18 or older who used STARBUCKS in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 64.3 minutes every day representing 41.1% of all time spent daily with Ad-Supported Audio.



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 239 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

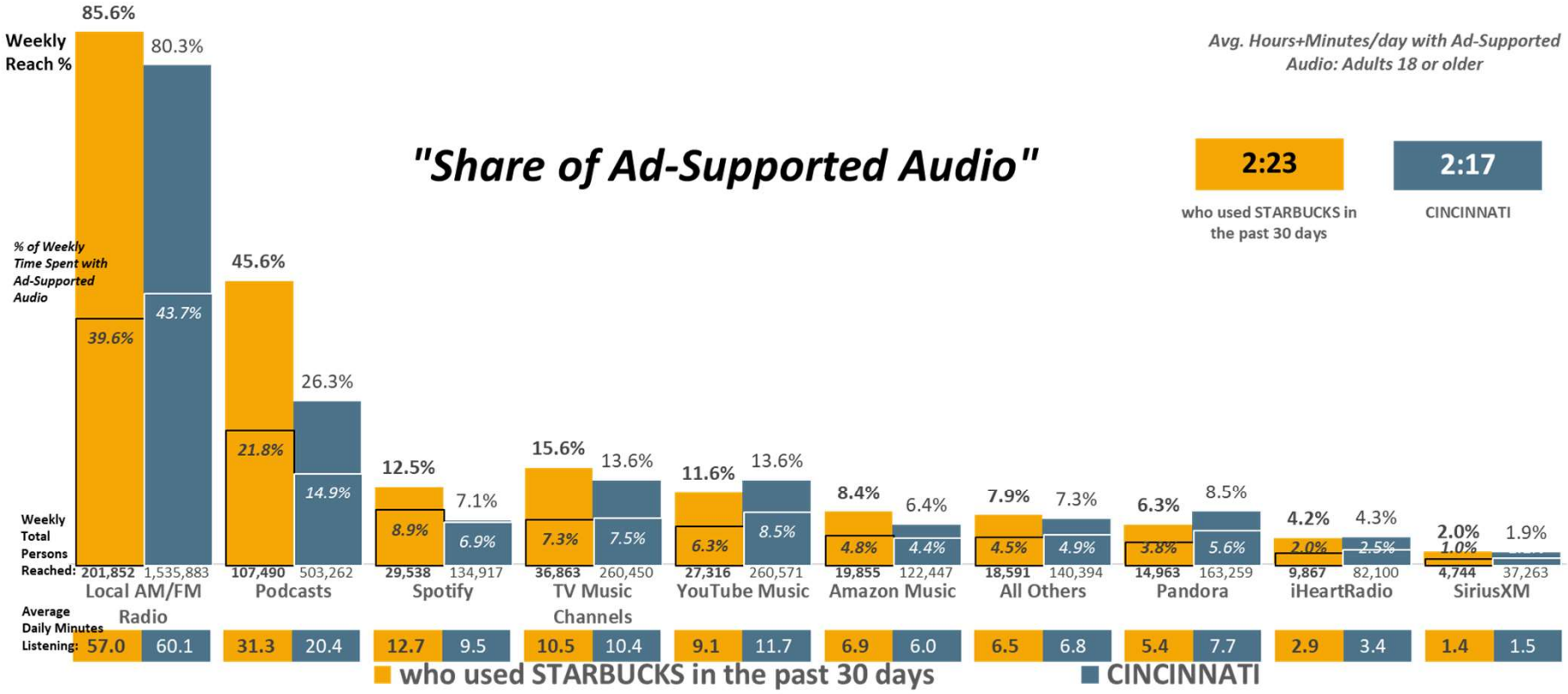
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Quick service restaurants used past 30 days: Starbucks



201,852 or 85.6% of Adults 18 or older who used STARBUCKS in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 57. minutes every day representing 39.6% of all time spent daily with Ad-Supported Audio.



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 248 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

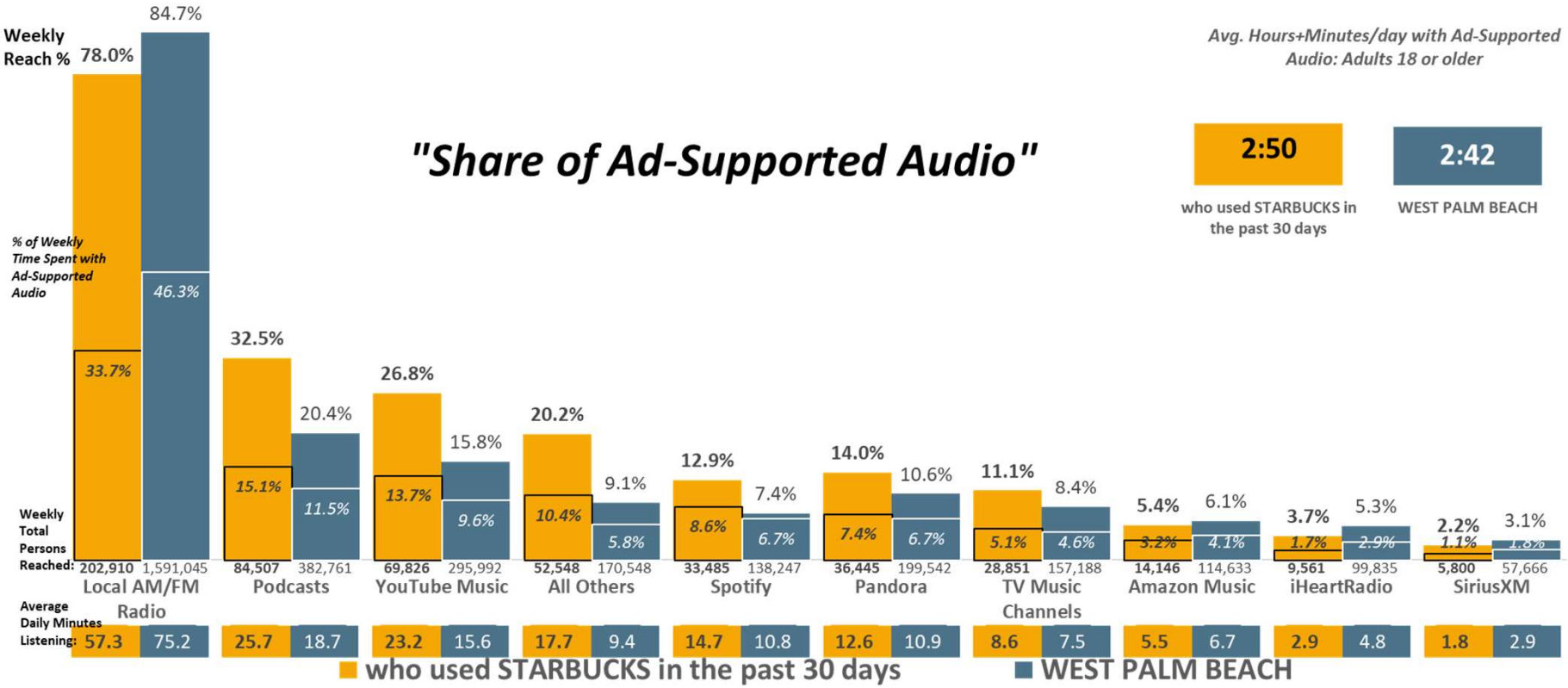
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Quick service restaurants used past 30 days: Starbucks



202,910 or 78.% of Adults 18 or older who used STARBUCKS in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 57.3 minutes every day representing 33.7% of all time spent daily with Ad-Supported Audio.



	Local AM/FM Radio	Podcasts	YouTube Music	All Others	Spotify	Pandora	TV Music Channels	Amazon Music	iHeartRadio	SiriusXM
Weekly Reach %	78.0%	32.5%	26.8%	20.2%	12.9%	14.0%	11.1%	5.4%	3.7%	2.2%
	84.7%	20.4%	15.8%	9.1%	7.4%	10.6%	8.4%	6.1%	5.3%	3.1%
% of Weekly Time Spent with Ad-Supported Audio	33.7%	15.1%	13.7%	10.4%	8.6%	7.4%	5.1%	3.2%	1.7%	1.1%
	46.3%	11.5%	9.6%	5.8%	6.7%	6.7%	4.6%	4.1%	2.9%	1.8%
Weekly Total Persons Reached:	202,910	84,507	69,826	52,548	33,485	36,445	28,851	14,146	9,561	5,800
	1,591,045	382,761	295,992	170,548	138,247	199,542	157,188	114,633	99,835	57,666
Average Daily Minutes Listening:	57.3	25.7	23.2	17.7	14.7	12.6	8.6	5.5	2.9	1.8
	75.2	18.7	15.6	9.4	10.8	10.9	7.5	6.7	4.8	2.9

WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 267 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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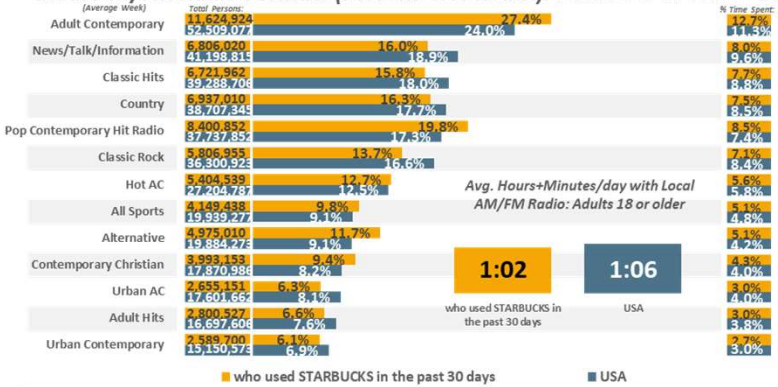
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Quick service restaurants used past 30 days: Starbucks

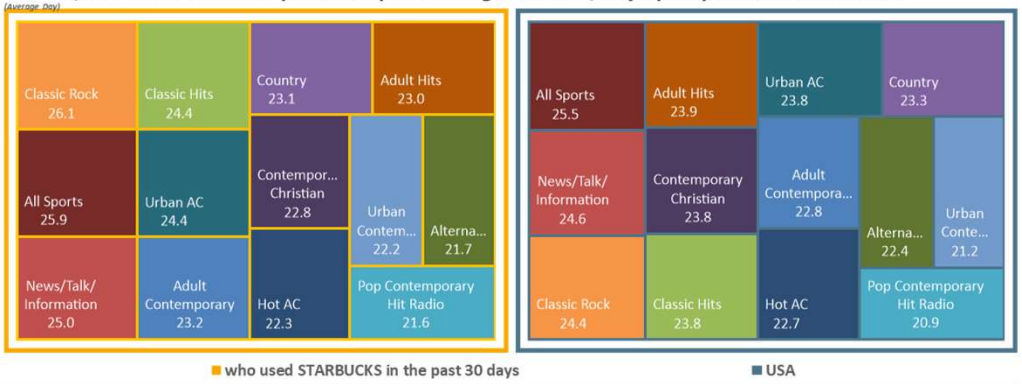


40,514,028 or 79.5% of Adults 18 or older who used STARBUCKS in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Country, Classic Hits, and Classic Rock.

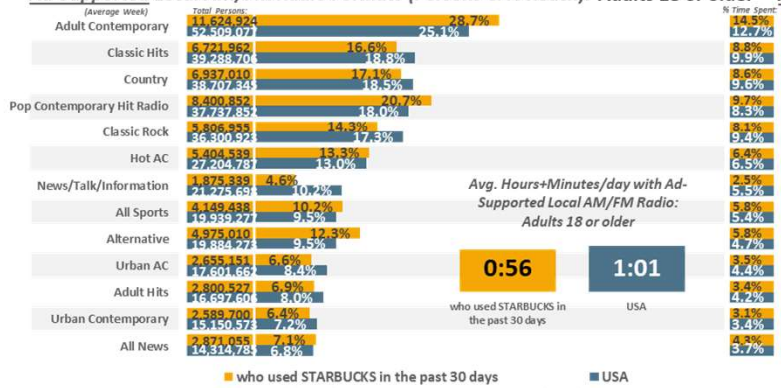
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



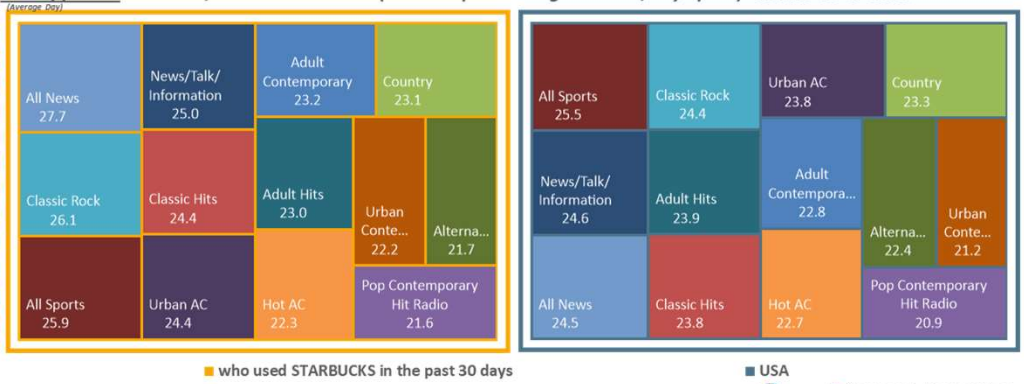
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA *USA Projection* *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *4,209*

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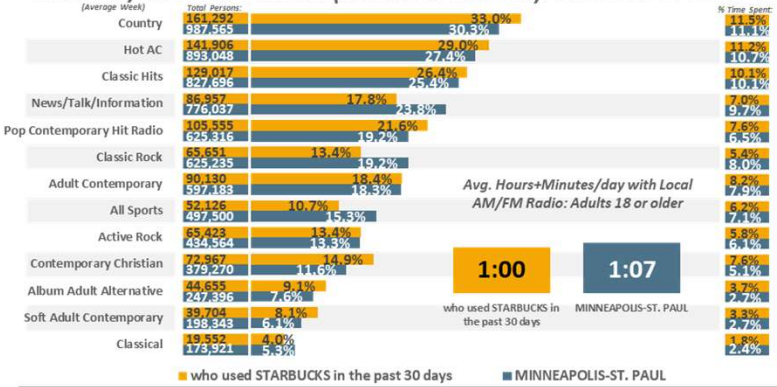
USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *23,243*

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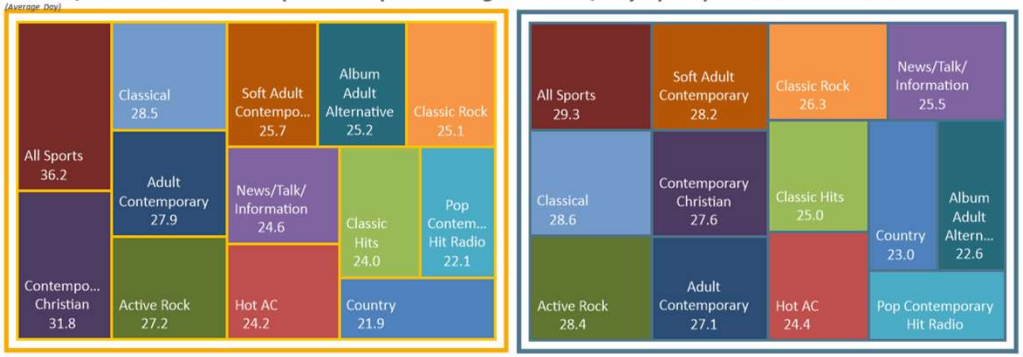
Quick service restaurants used past 30 days: Starbucks

468,301 or 85.2% of Adults 18 or older who used STARBUCKS in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Hot AC, Classic Hits, Pop Contemporary Hit Radio, and Adult Contemporary.

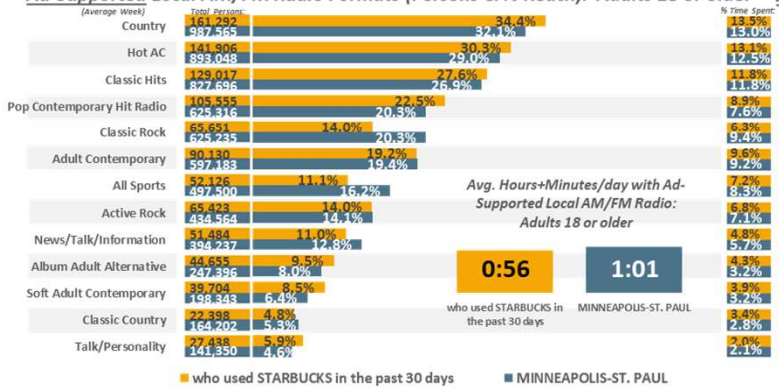
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



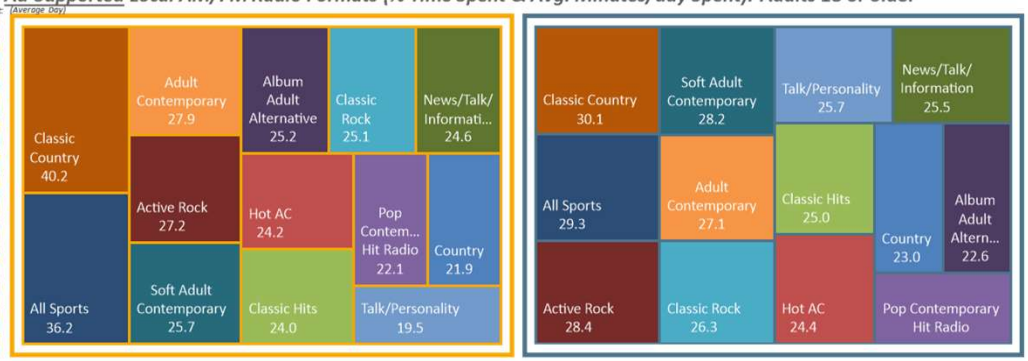
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 275

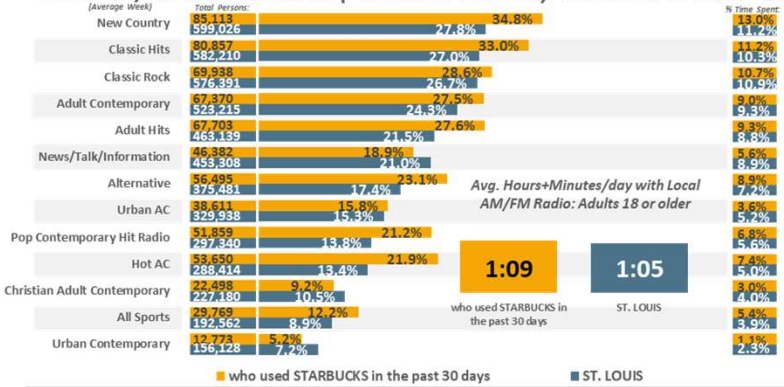
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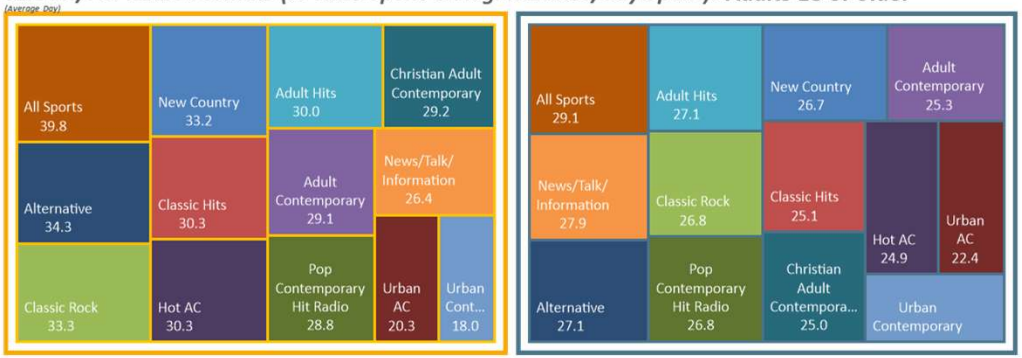
Quick service restaurants used past 30 days: Starbucks

232,590 or 82.5% of Adults 18 or older who used STARBUCKS in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are New Country, Classic Hits, Classic Rock, Adult Hits, and Adult Contemporary.

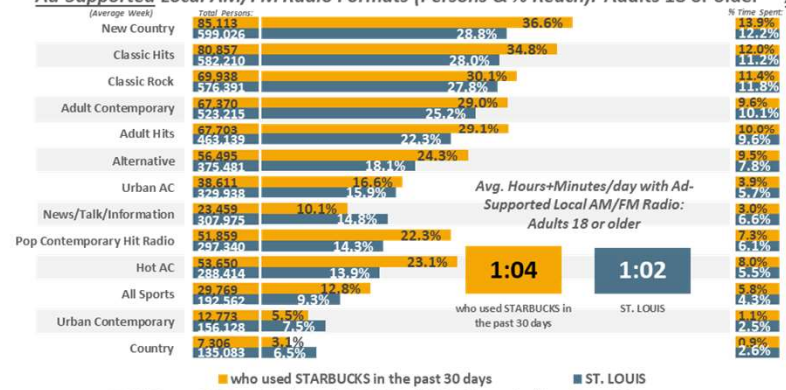
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



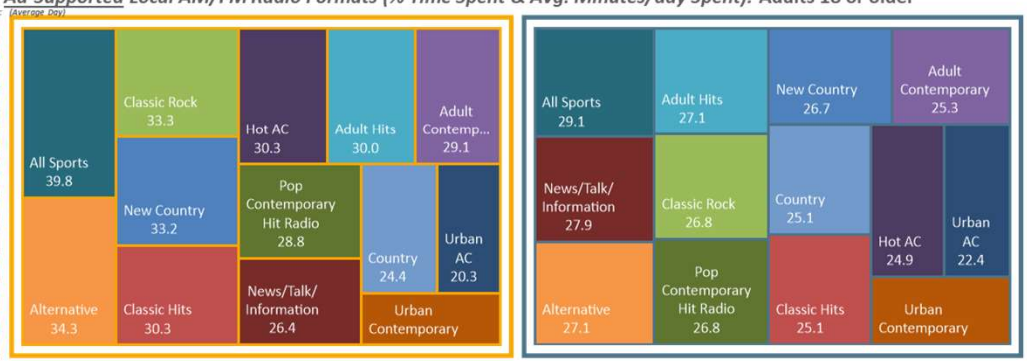
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 239

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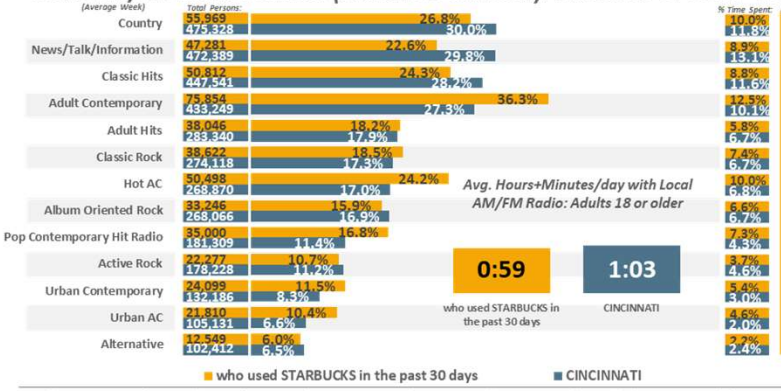
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Quick service restaurants used past 30 days: Starbucks

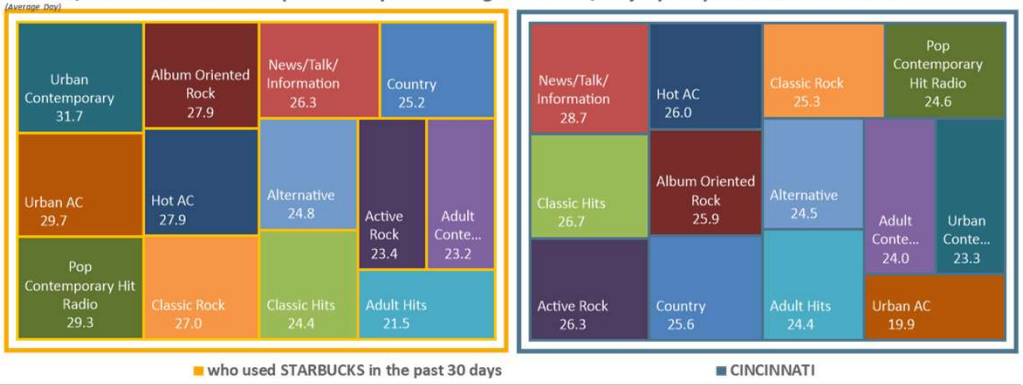


201,852 or 85.6% of Adults 18 or older who used STARBUCKS in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Classic Hits, Hot AC, and Classic Rock.

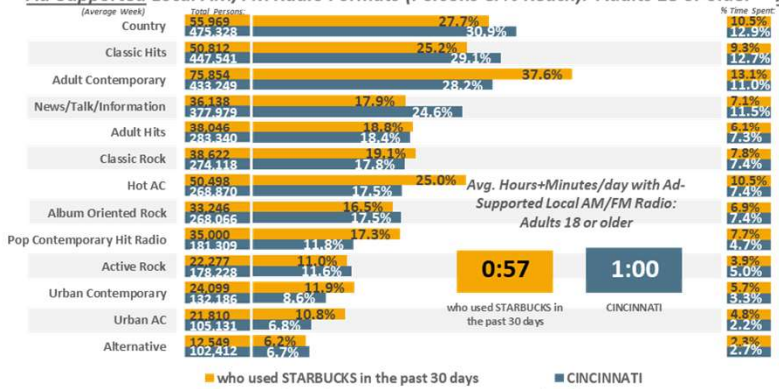
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



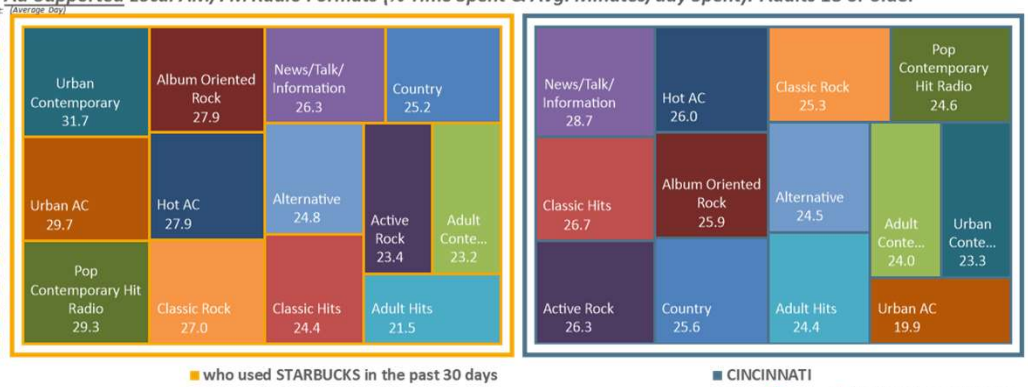
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 248

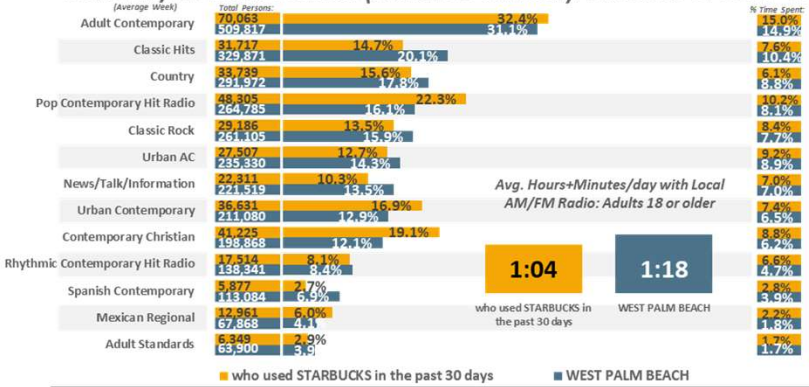
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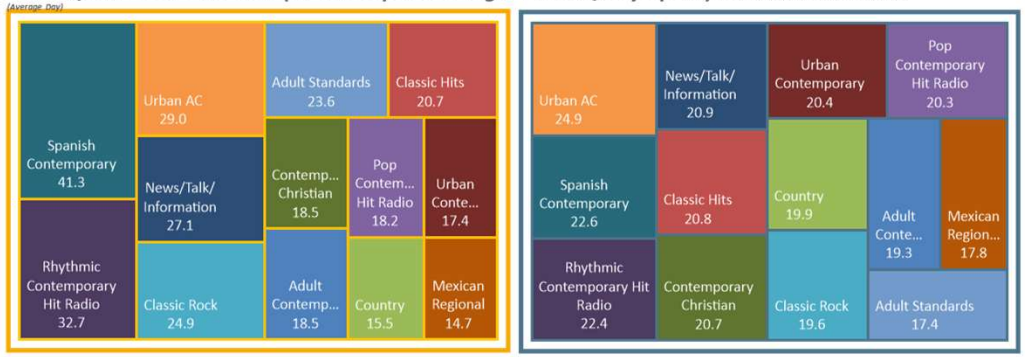
Quick service restaurants used past 30 days: Starbucks

202,910 or 78.% of Adults 18 or older who used STARBUCKS in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Urban Contemporary, Country, and Classic Hits.

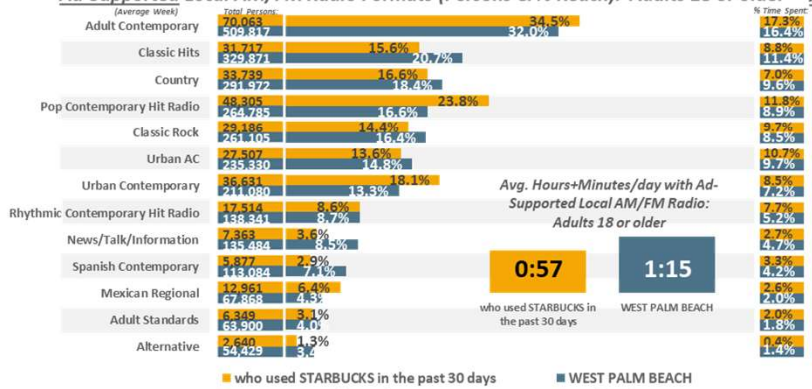
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



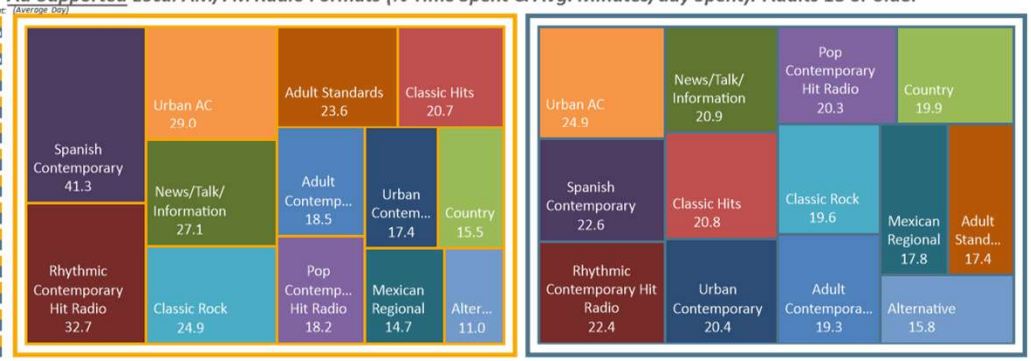
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 267

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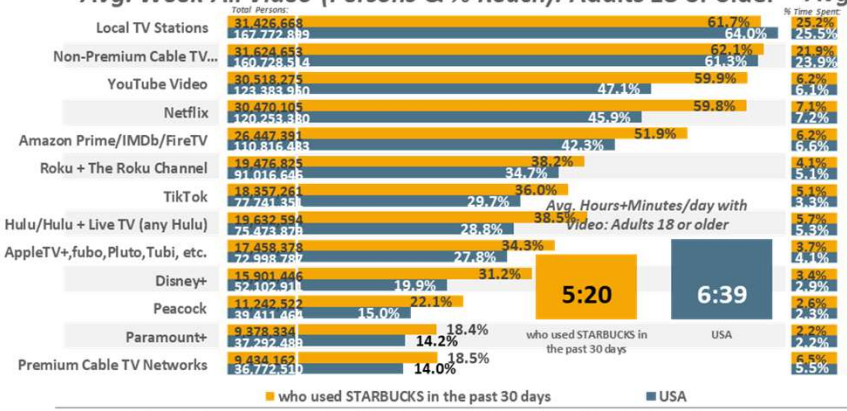
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Quick service restaurants used past 30 days: Starbucks

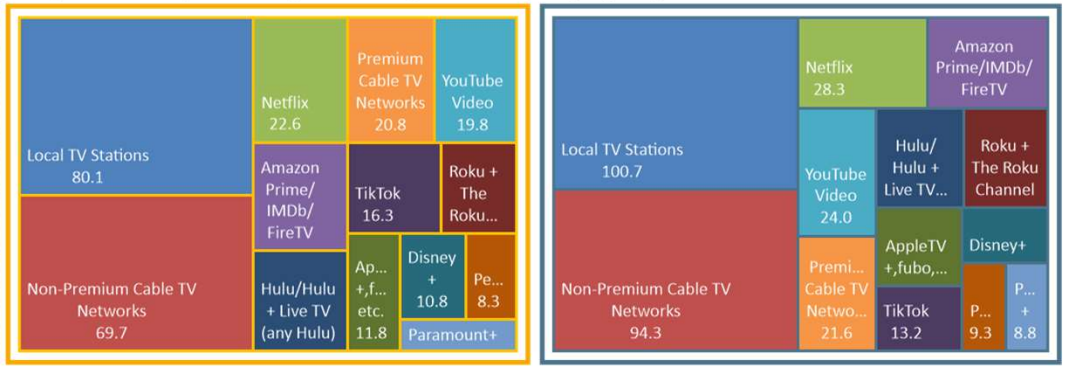
STARBUCKS USA

31,058,504 or 61.% of Adults 18 or older who used STARBUCKS in the past 30 days watch Ad-Supported Local TV Stations for an average of 76. minutes every day representing 29.% of all time spent daily with Ad-Supported Video.

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

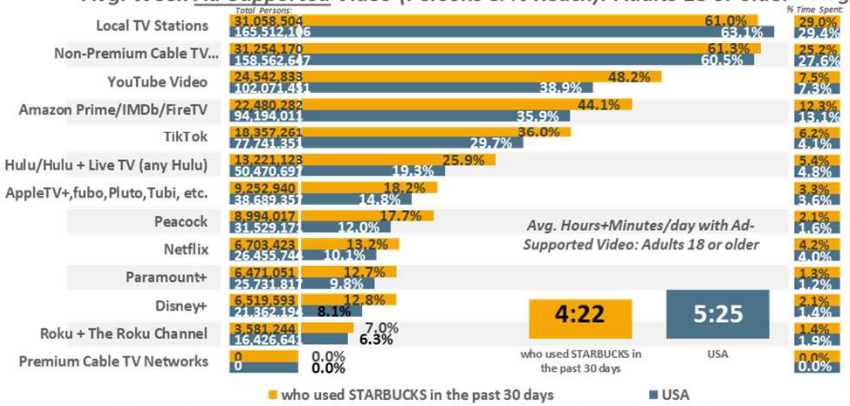


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

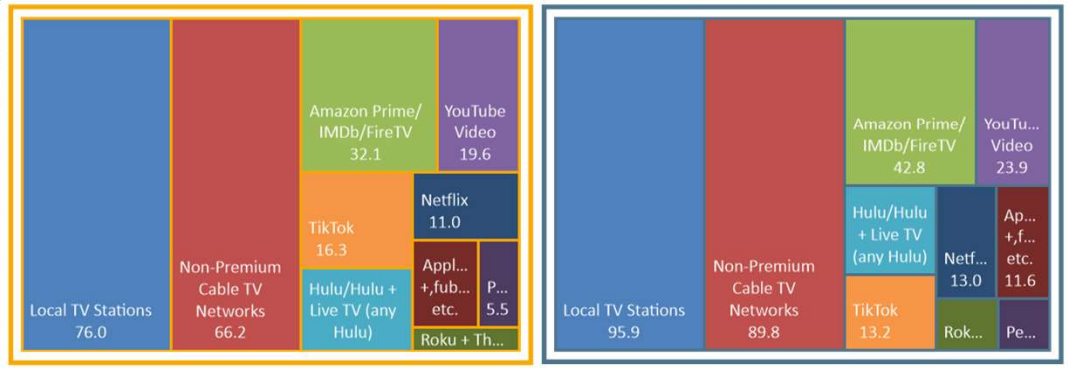


■ who used STARBUCKS in the past 30 days ■ USA

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



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



■ who used STARBUCKS in the past 30 days ■ USA

USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 4,209

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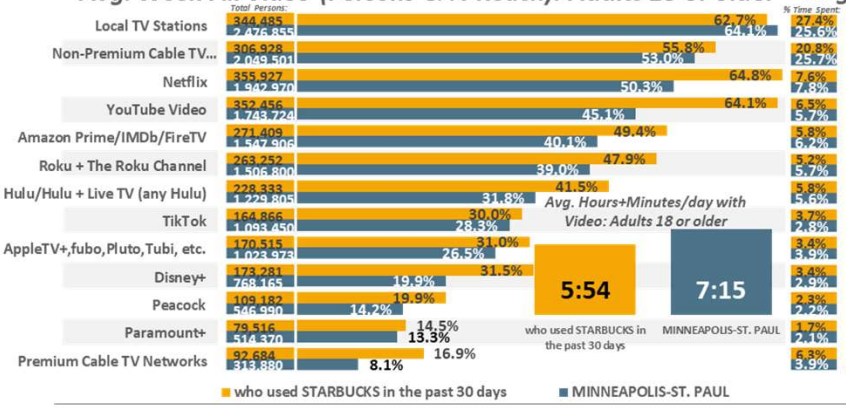
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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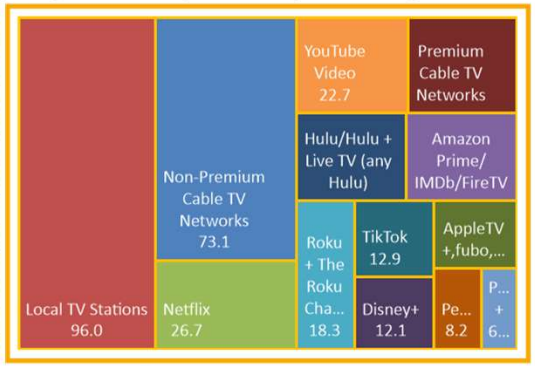
Quick service restaurants used past 30 days: Starbucks

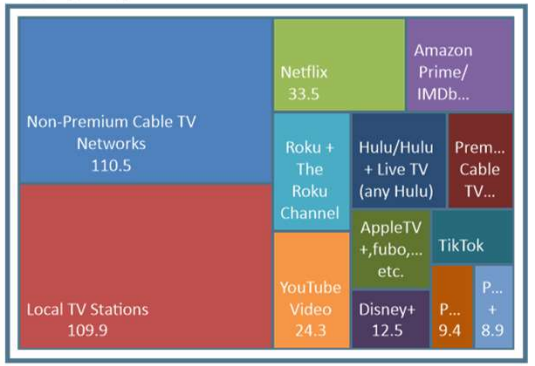
338,325 or 61.6% of Adults 18 or older who used STARBUCKS in the past 30 days watch Ad-Supported Local TV Stations for an average of 92.6 minutes every day representing 32.8% of all time spent daily with Ad-Supported Video.

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

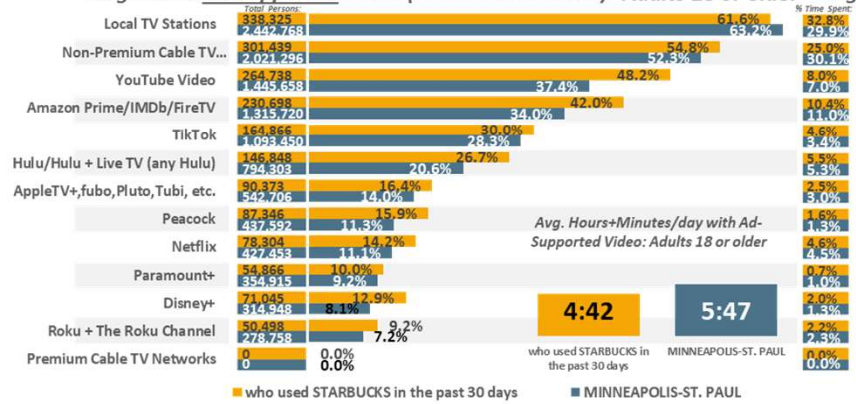


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

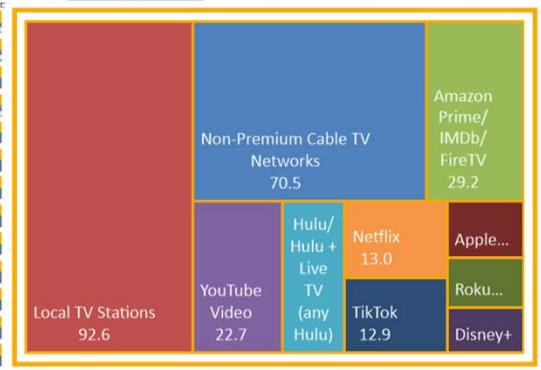


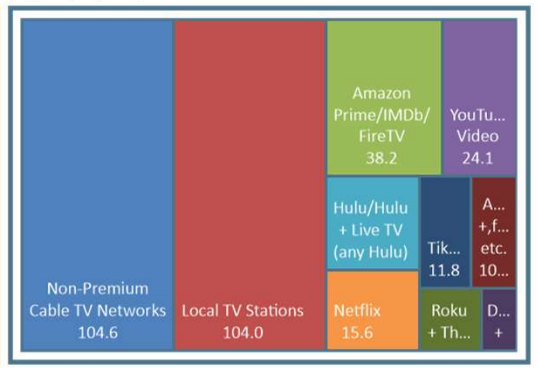


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 275

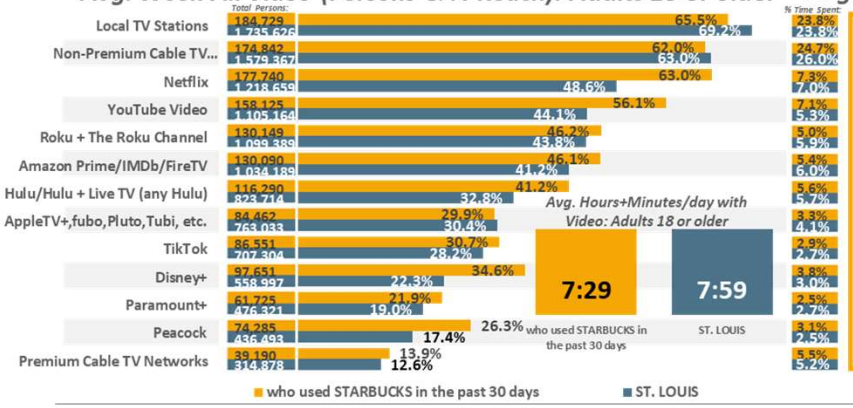
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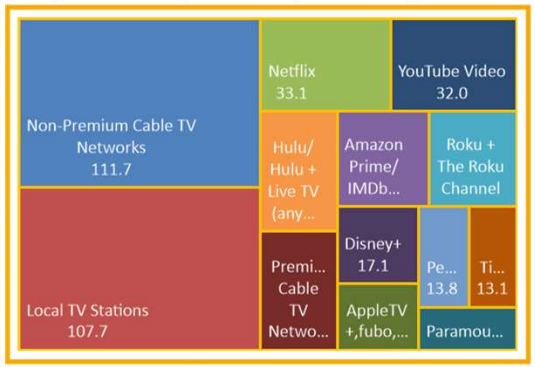
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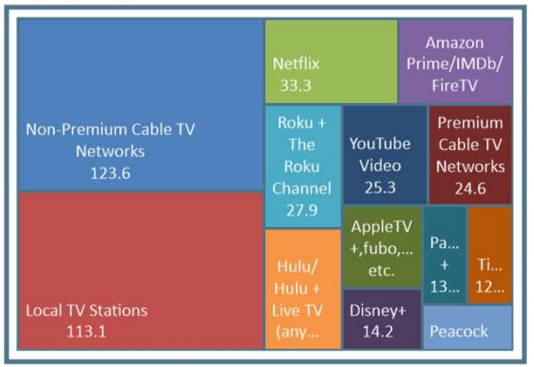
Quick service restaurants used past 30 days: Starbucks

180,755 or 64.1% of Adults 18 or older who used STARBUCKS in the past 30 days watch Ad-Supported Local TV Stations for an average of 100.7 minutes every day representing 28.2% of all time spent daily with Ad-Supported Video.

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

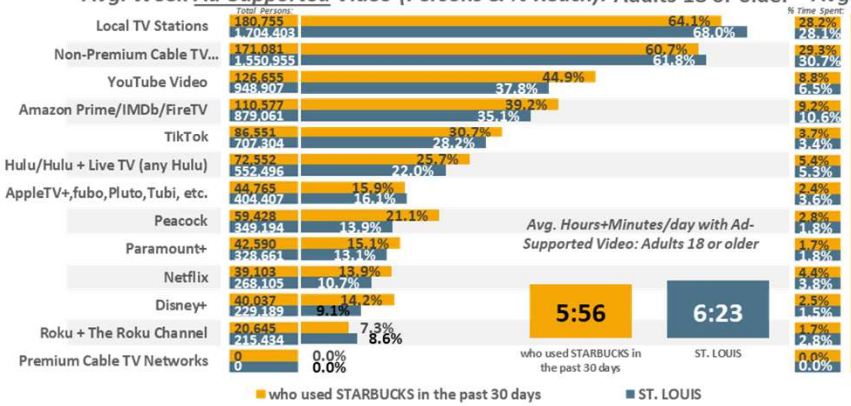


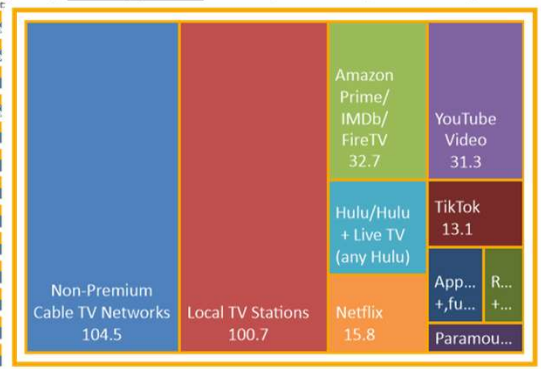


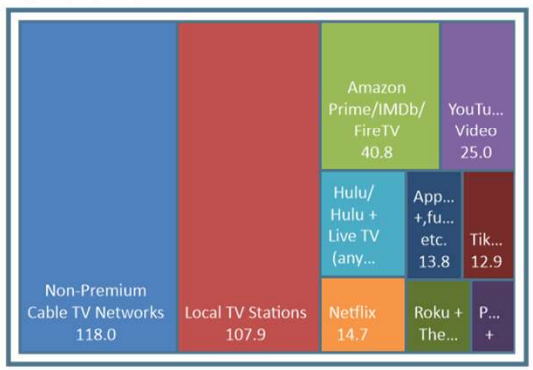


■ who used STARBUCKS in the past 30 days ■ ST. LOUIS

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







■ who used STARBUCKS in the past 30 days ■ ST. LOUIS

ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 239

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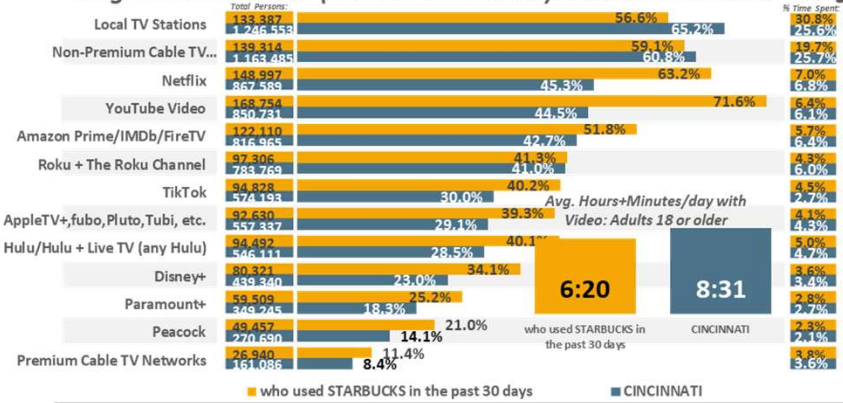
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Quick service restaurants used past 30 days: Starbucks

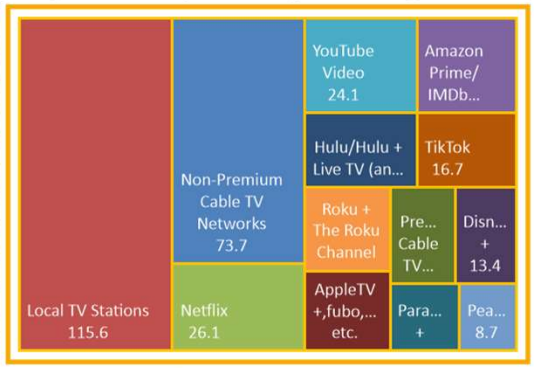
STARBUCKS CIN

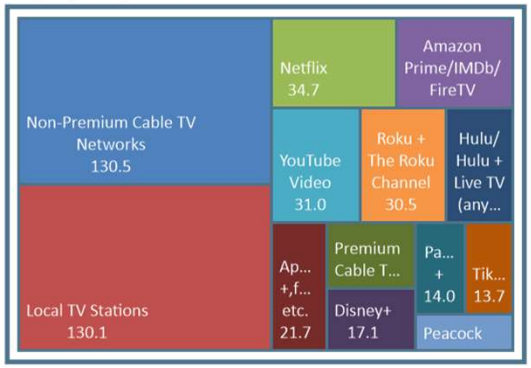
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Avg. Week All Video (Persons & % Reach): Adults 18 or older



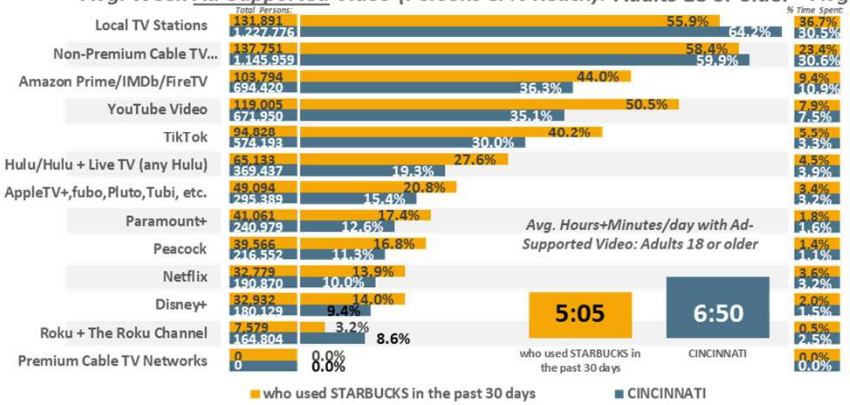
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



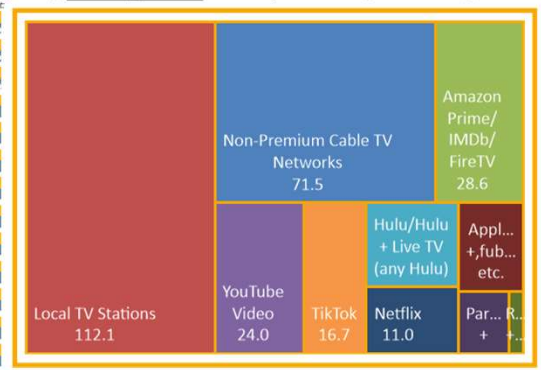


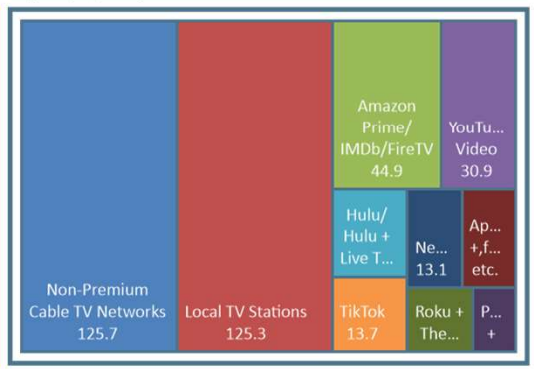
who used STARBUCKS in the past 30 days ■ CINCINNATI

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



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





who used STARBUCKS in the past 30 days ■ CINCINNATI

CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 248

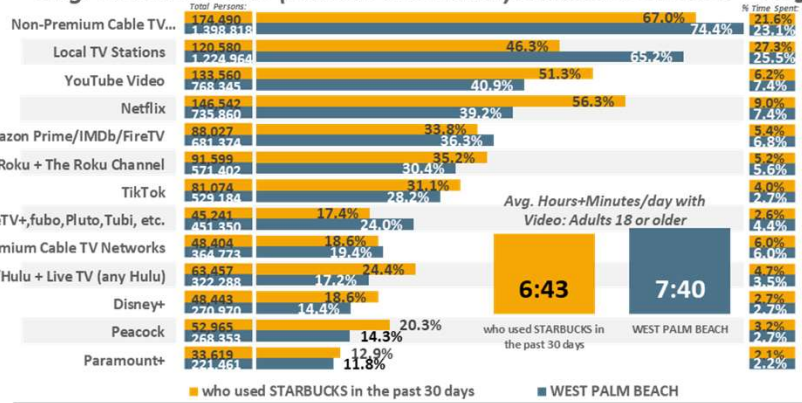
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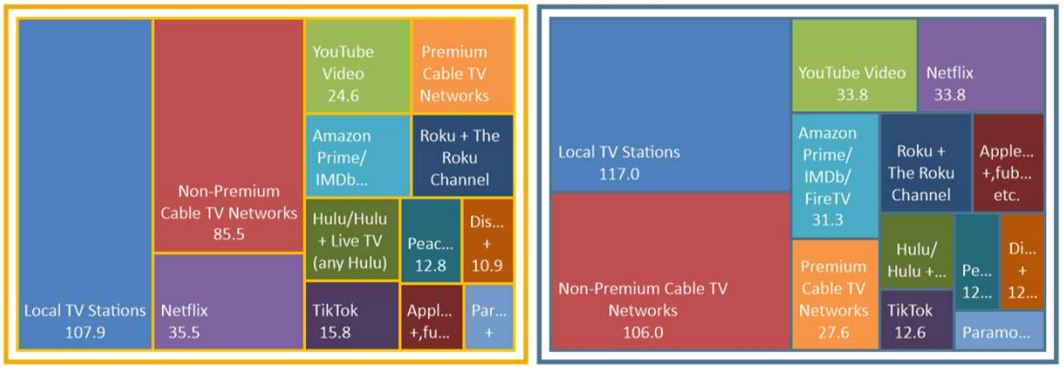
Quick service restaurants used past 30 days: Starbucks

118,575 or 45.6% of Adults 18 or older who used STARBUCKS in the past 30 days watch Ad-Supported Local TV Stations for an average of 100.7 minutes every day representing 31.4% of all time spent daily with Ad-Supported Video.

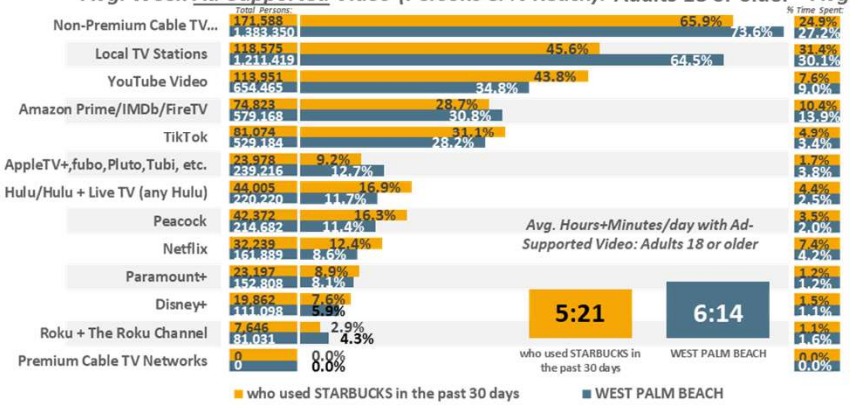
Avg. Week All Video (Persons & % Reach): Adults 18 or older



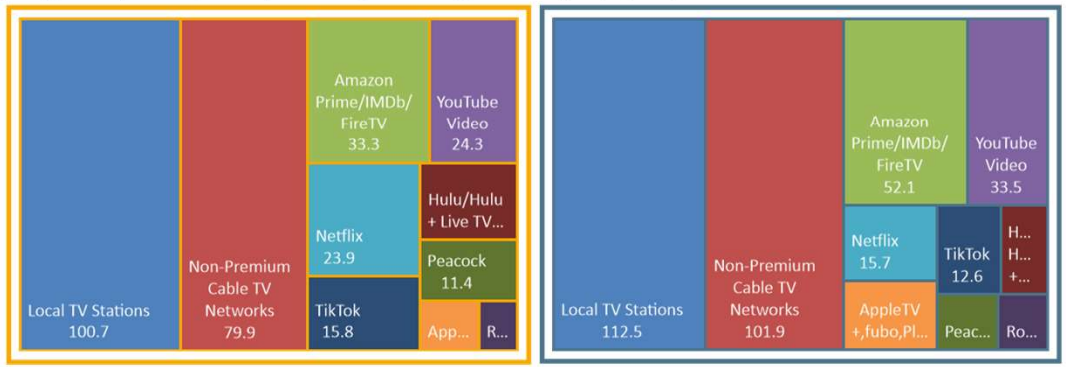
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 267

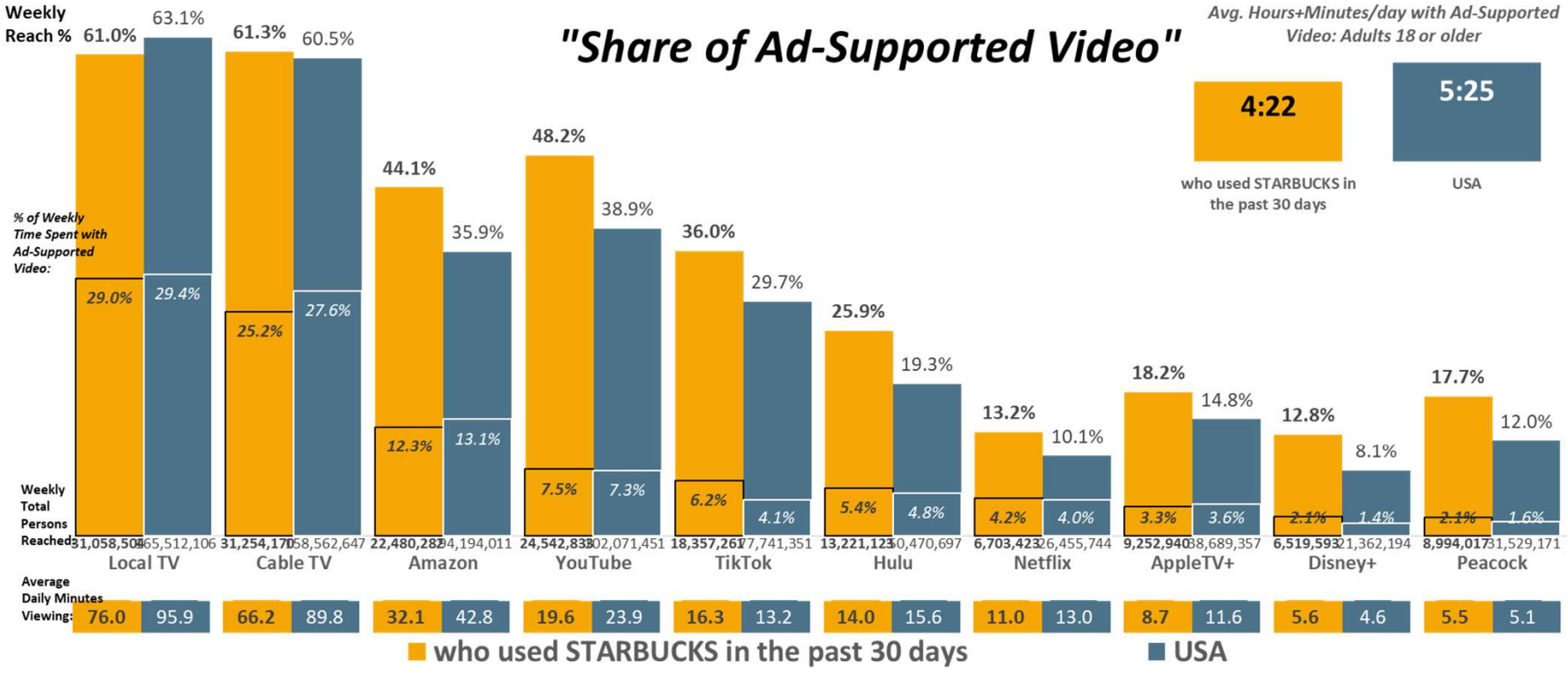
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Quick service restaurants used past 30 days: Starbucks



31,058,504 or 61.% of Adults 18 or older who used STARBUCKS in the past 30 days watch Ad-Supported Local TV Stations for an average of 76. minutes every day representing 29.% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 4,209

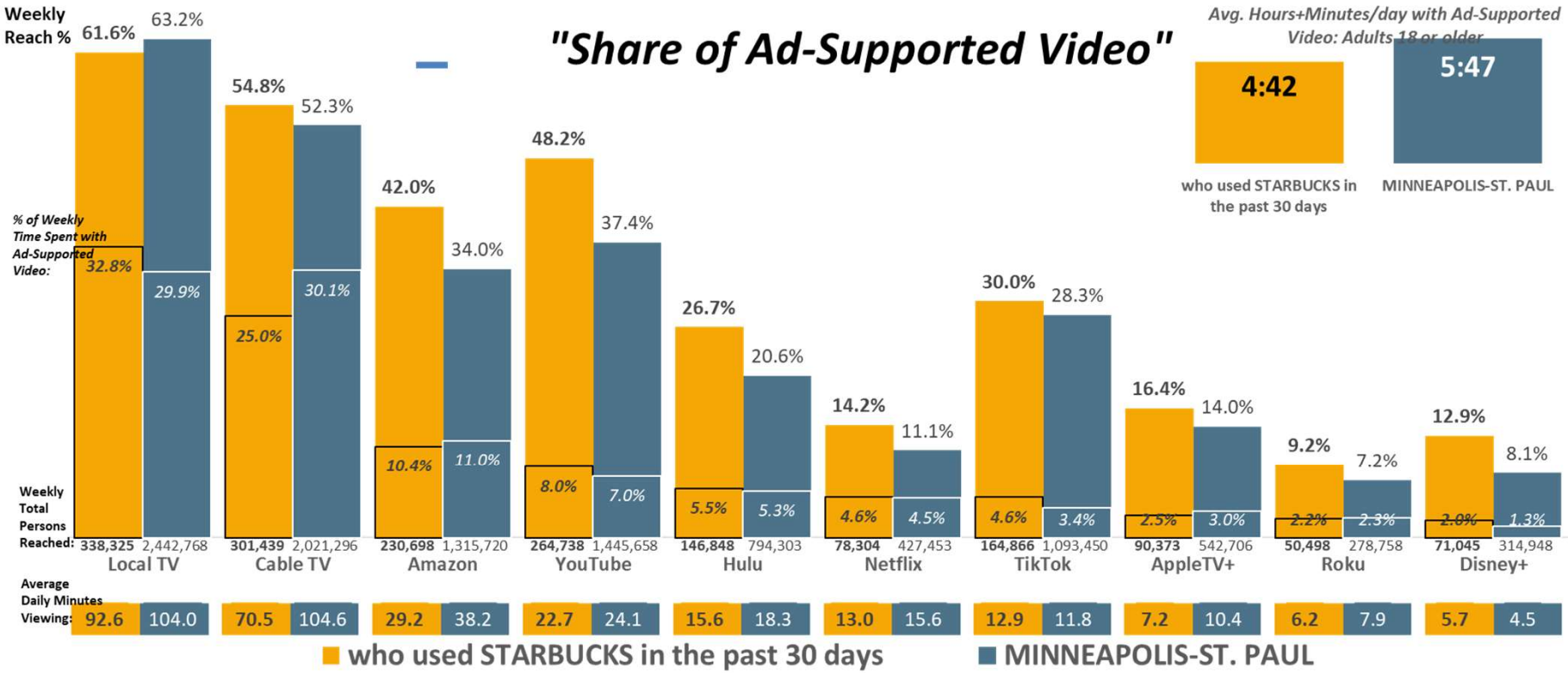
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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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Quick service restaurants used past 30 days: Starbucks

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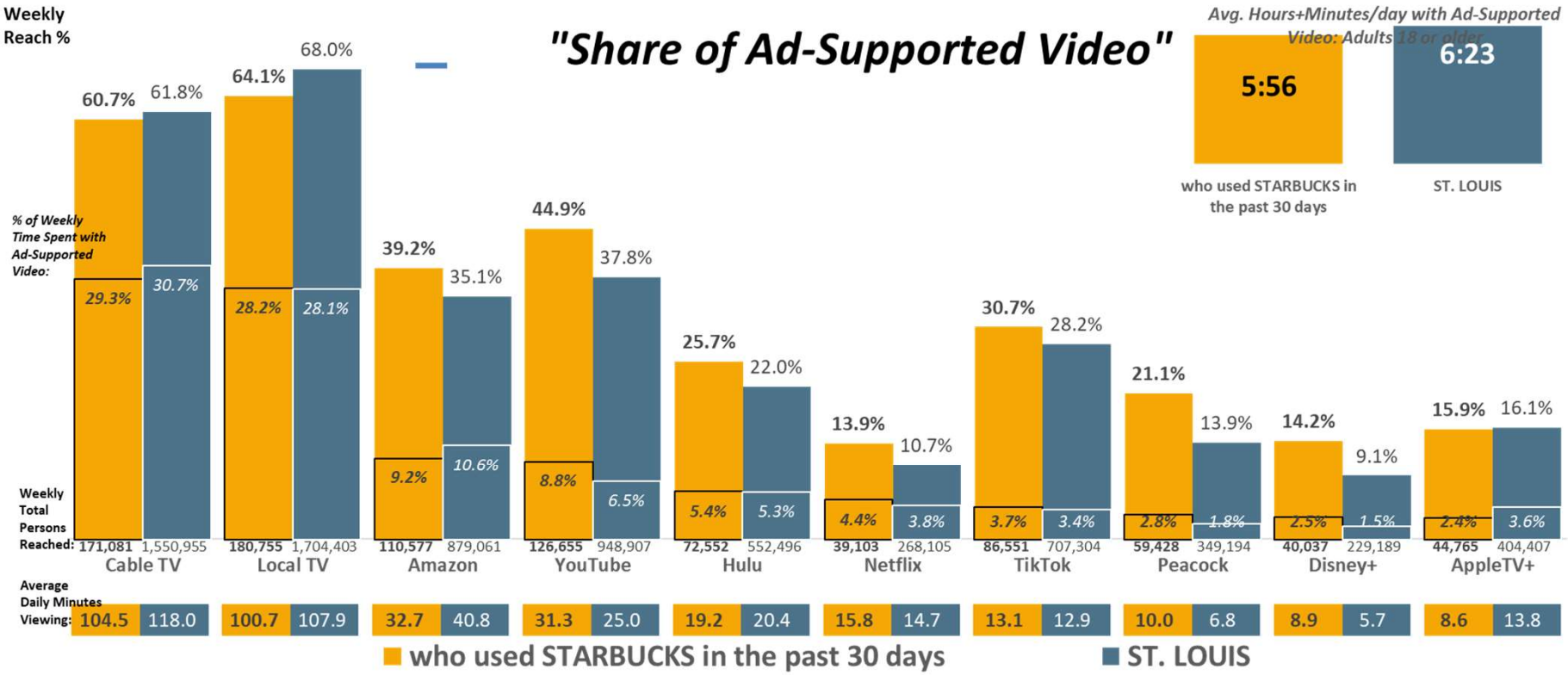
MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 275 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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Quick service restaurants used past 30 days: Starbucks

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ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 239 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

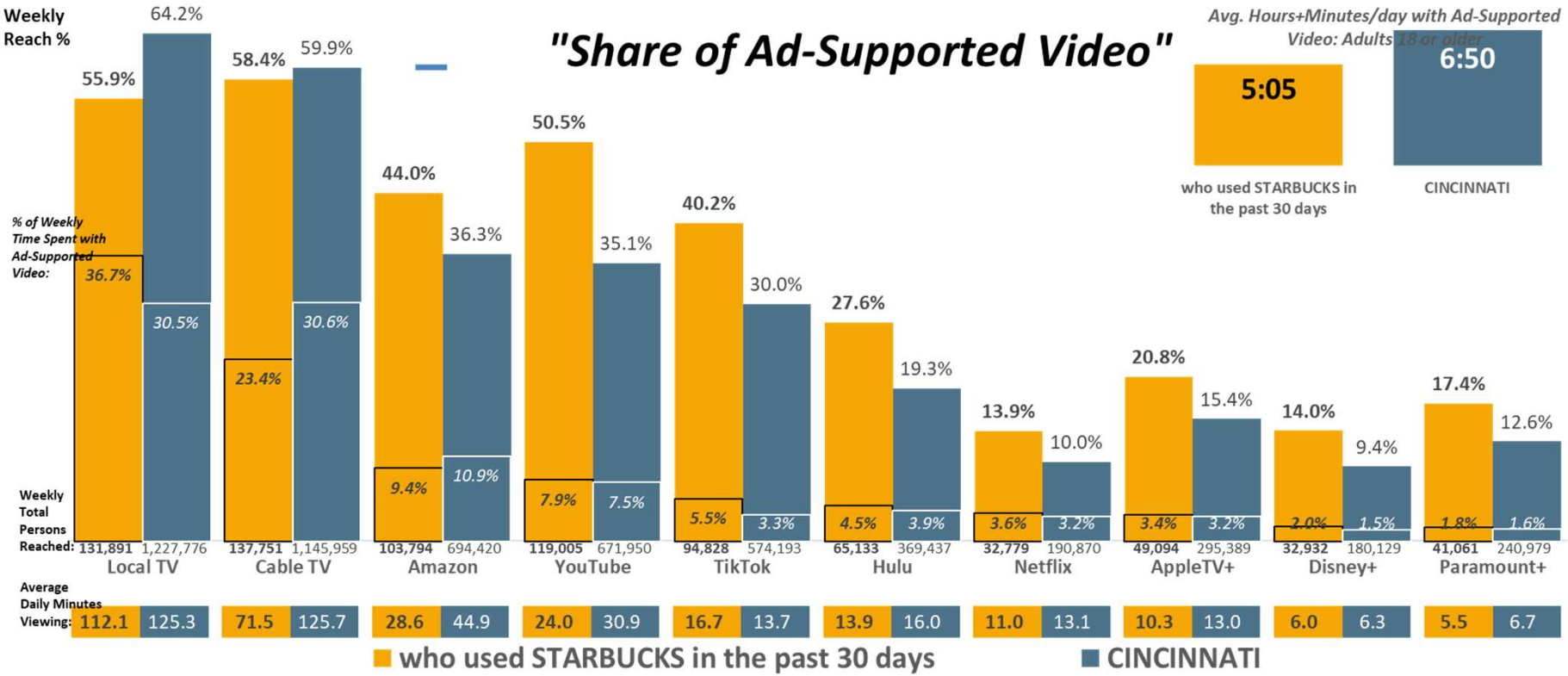
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Quick service restaurants used past 30 days: Starbucks



131,891 or 55.9% of Adults 18 or older who used STARBUCKS in the past 30 days watch Ad-Supported Local TV Stations for an average of 112.1 minutes every day representing 36.7% of all time spent daily with Ad-Supported Video.



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 248 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

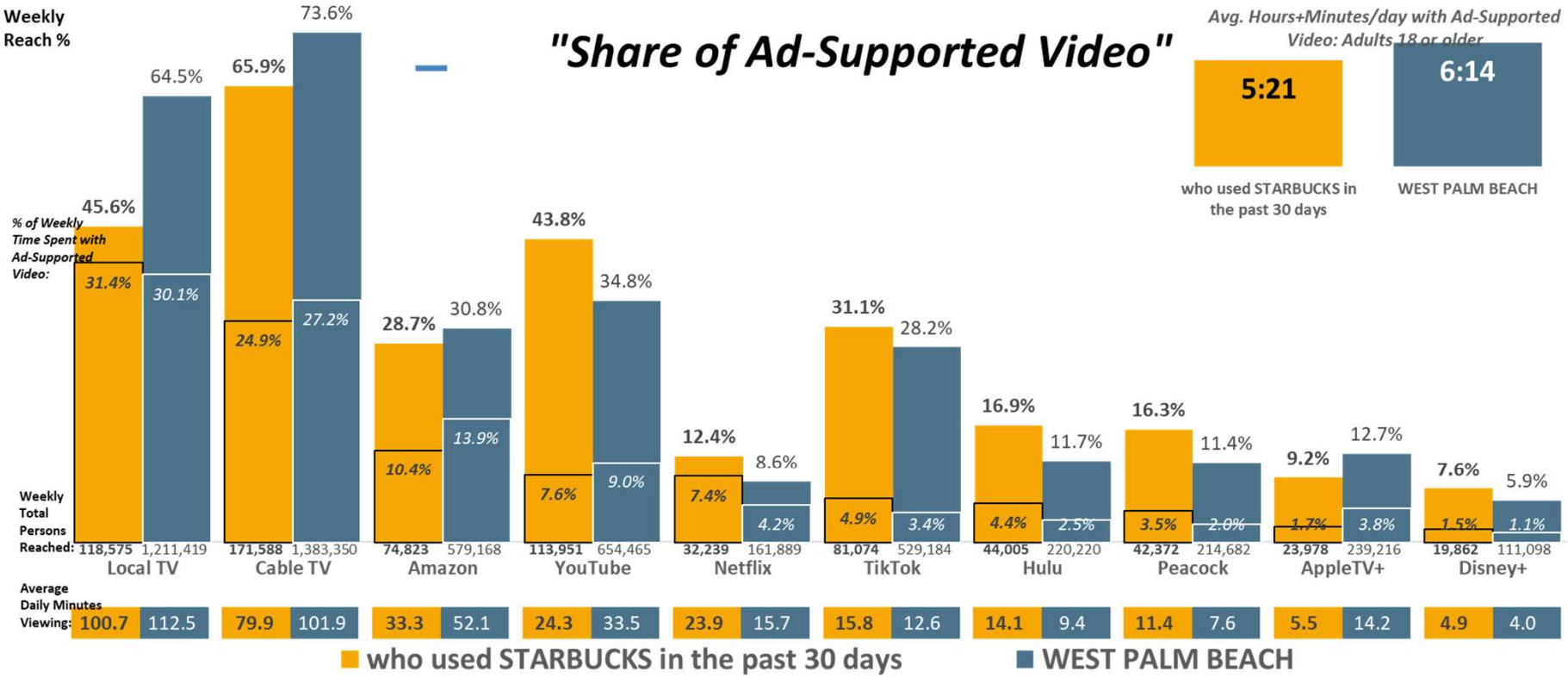
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Quick service restaurants used past 30 days: Starbucks



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WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 267 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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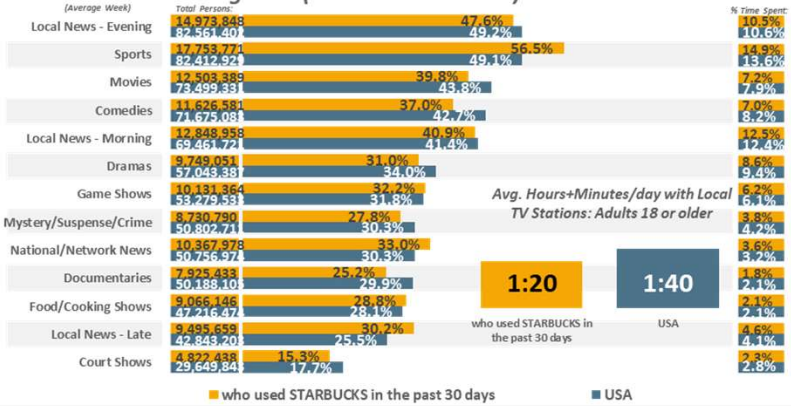
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Quick service restaurants used past 30 days: Starbucks

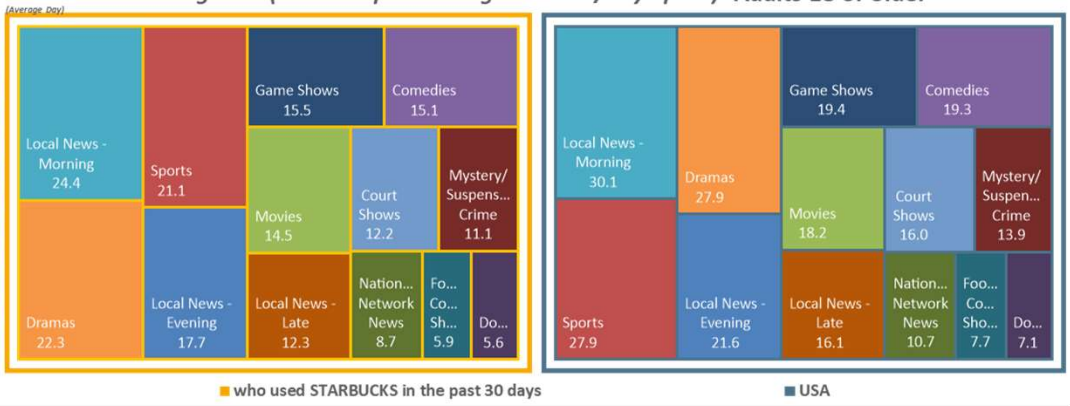


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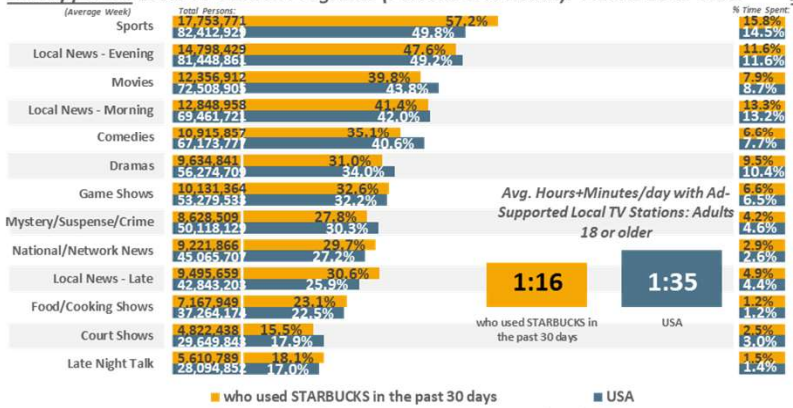
Local TV Station Programs (Persons & % Reach): Adults 18 or older



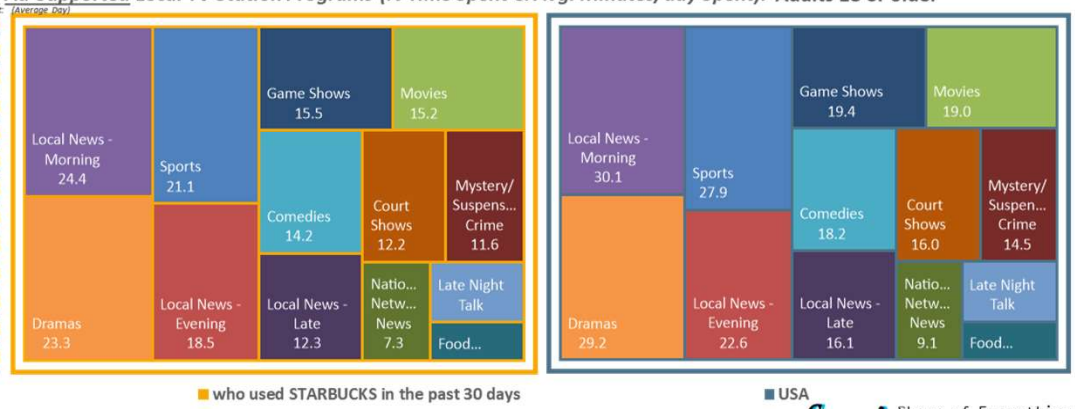
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 4,209

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

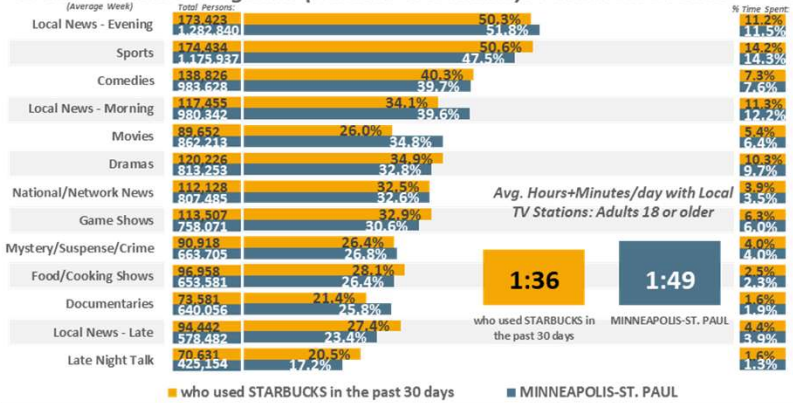
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Quick service restaurants used past 30 days: Starbucks

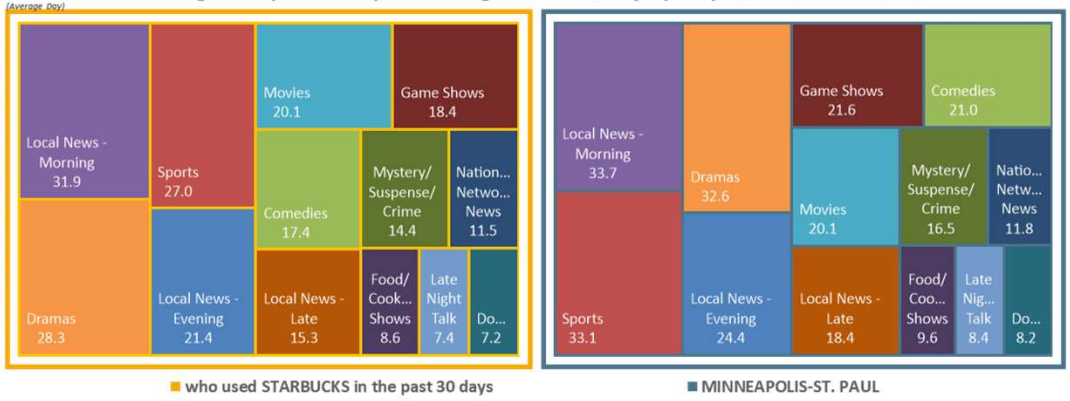
STARBUCKS MSP

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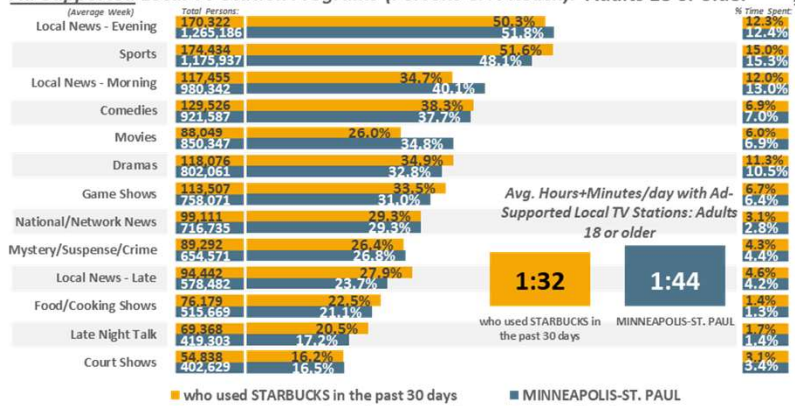
Local TV Station Programs (Persons & % Reach): Adults 18 or older



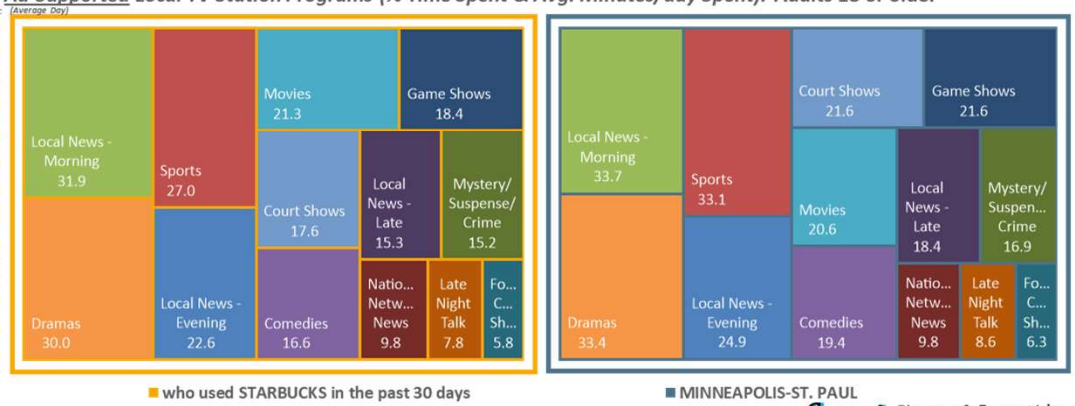
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 275

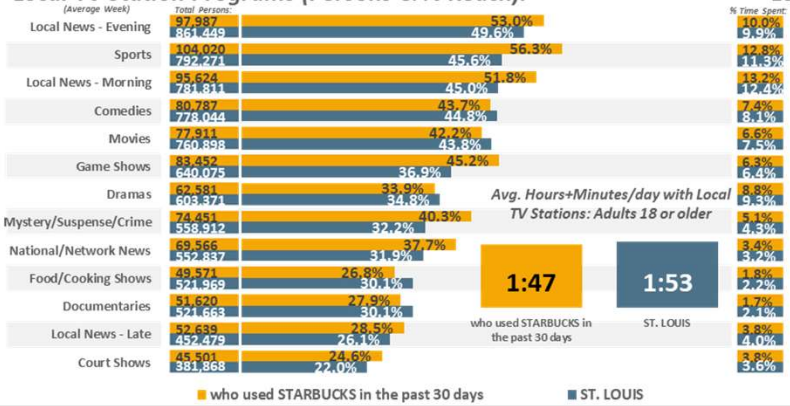
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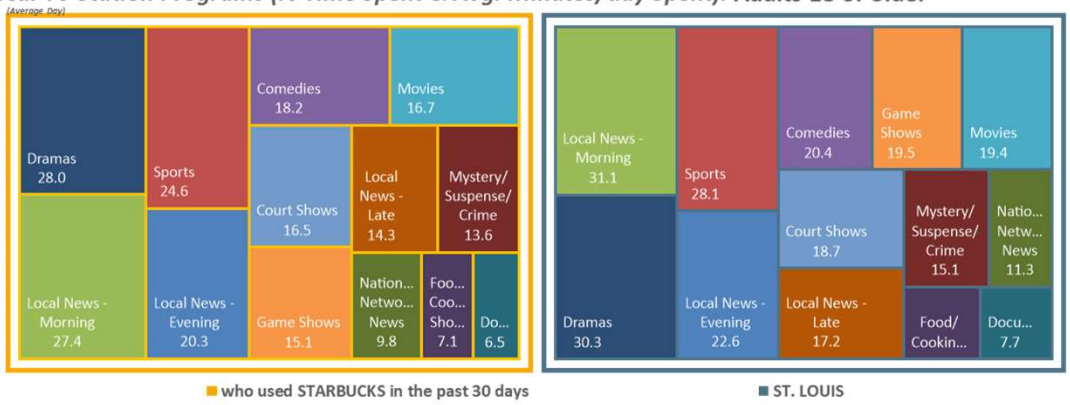
Quick service restaurants used past 30 days: Starbucks

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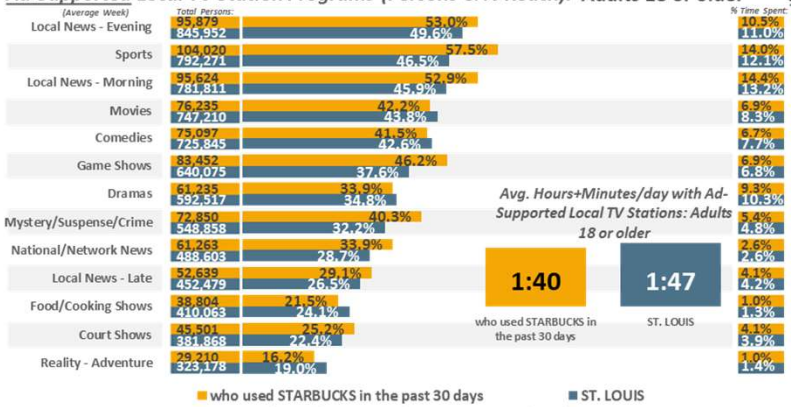
Local TV Station Programs (Persons & % Reach): Adults 18 or older



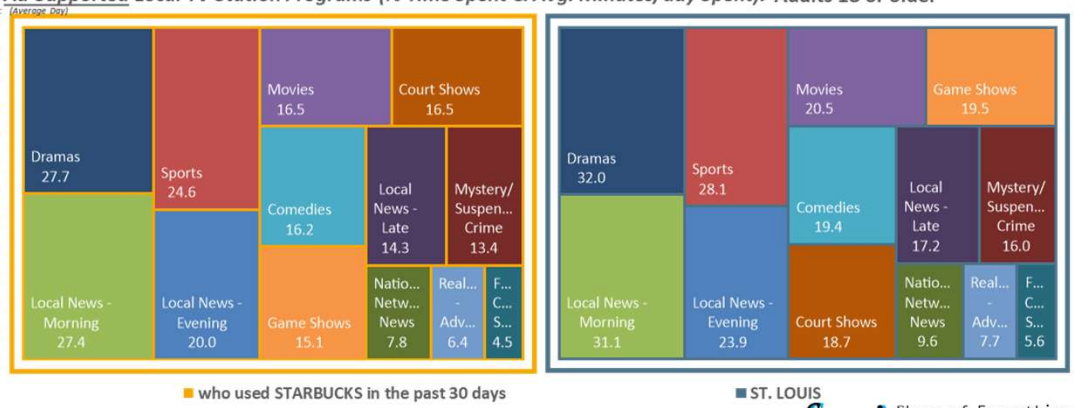
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 239

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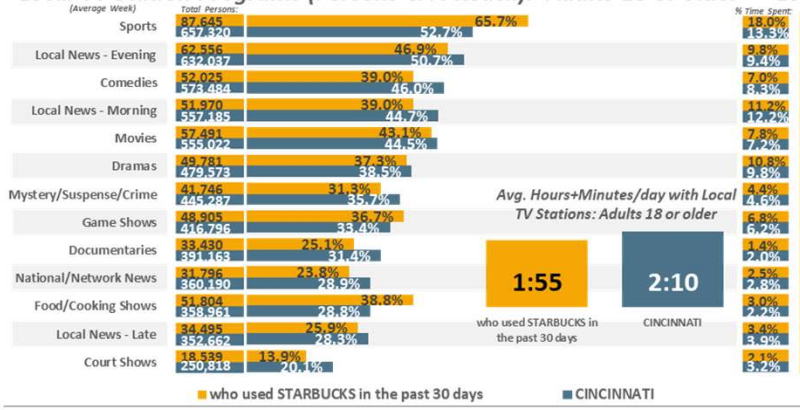
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Quick service restaurants used past 30 days: Starbucks

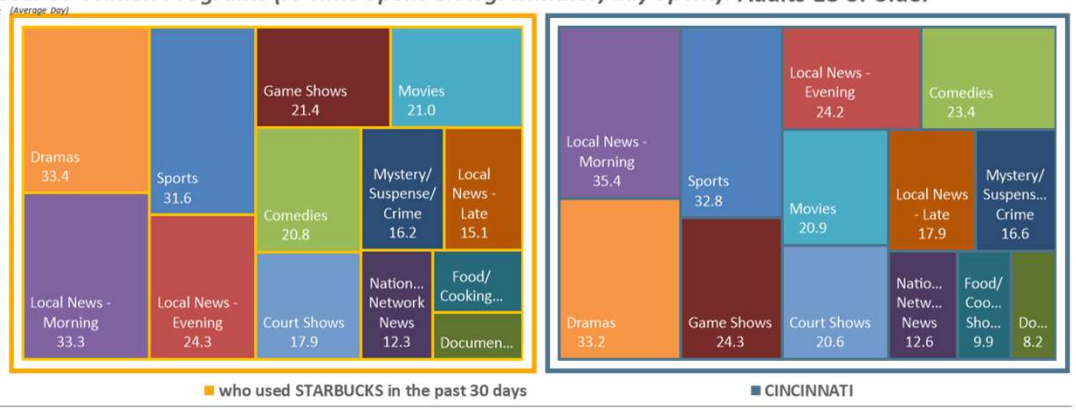
STARBUCKS CIN

131,891 or 55.9% of Adults 18 or older who used STARBUCKS in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Local News - Morning, Dramas, and Game Shows.

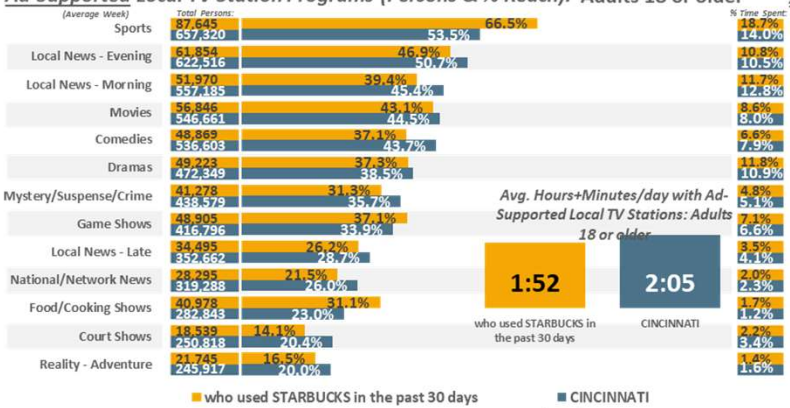
Local TV Station Programs (Persons & % Reach): Adults 18 or older



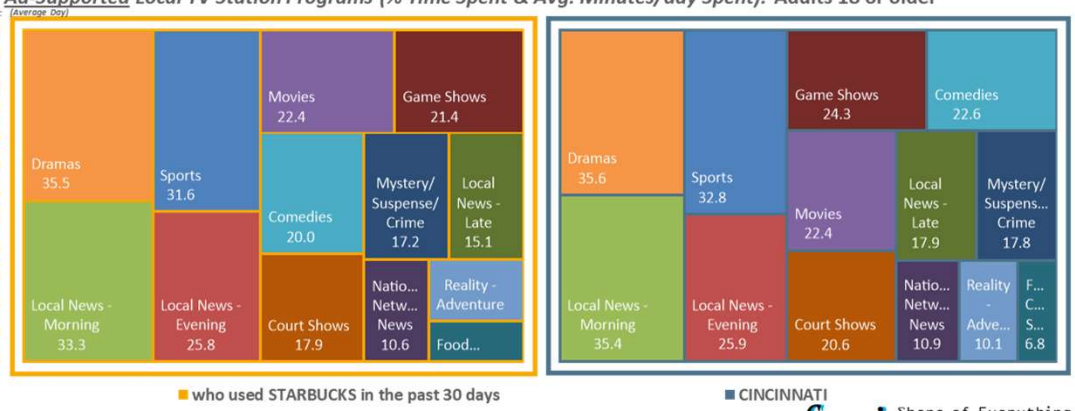
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 248

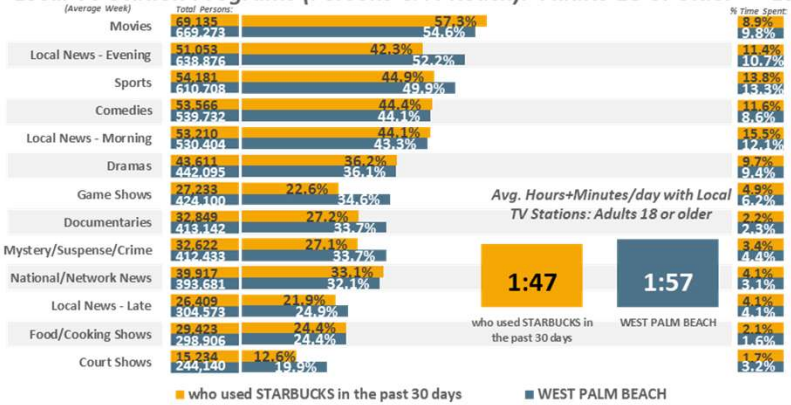
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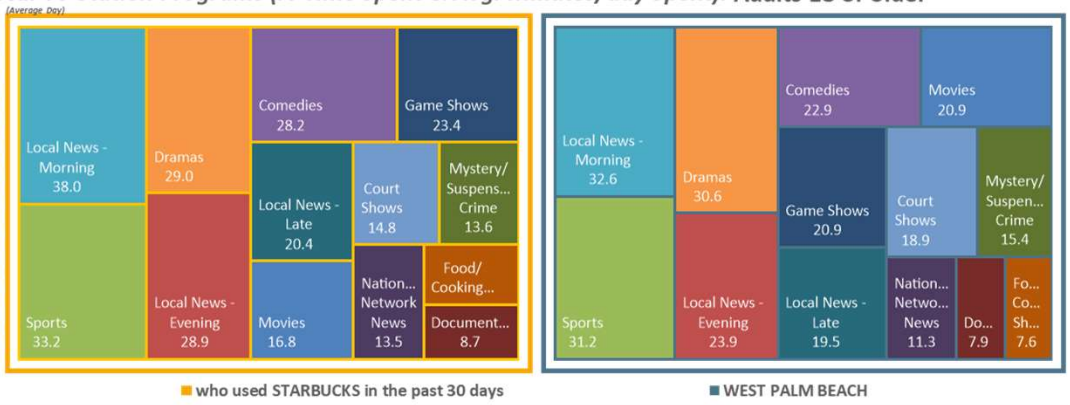
Quick service restaurants used past 30 days: Starbucks

118,575 or 45.6% of Adults 18 or older who used STARBUCKS in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Sports, Local News - Morning, Local News - Evening, Comedies, and Dramas.

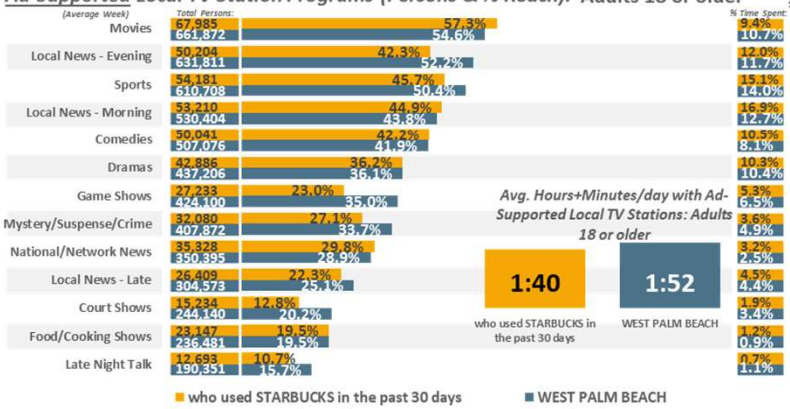
Local TV Station Programs (Persons & % Reach): Adults 18 or older



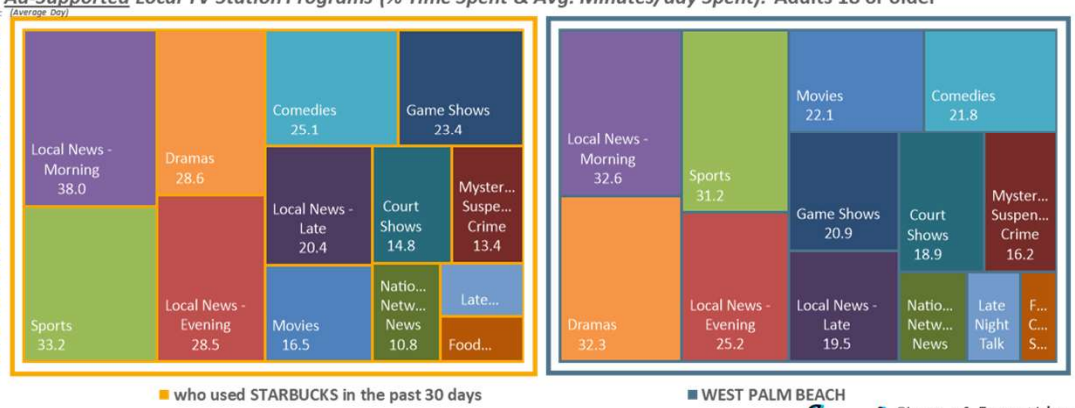
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 267

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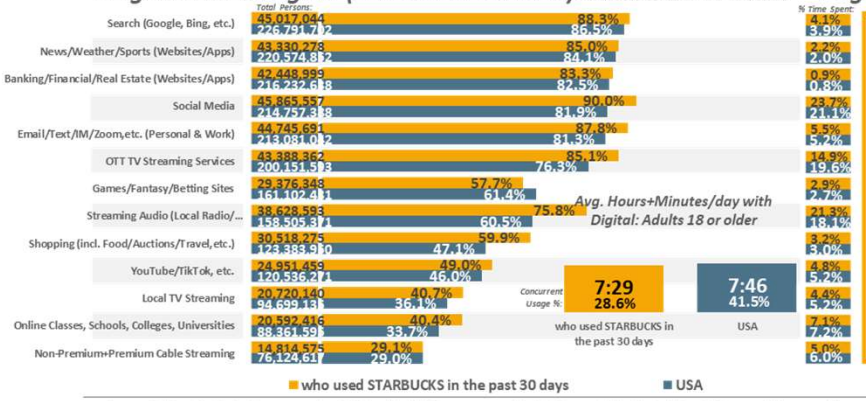
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Quick service restaurants used past 30 days: Starbucks

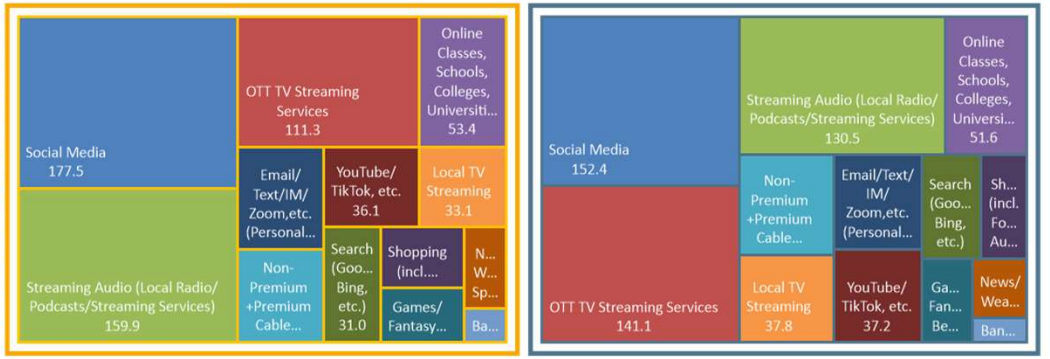
STARBUCKS USA

40,571,380 or 79.6% of Adults 18 or older who used STARBUCKS in the past 30 days use Ad-Supported Social Media for an average of 157.1 minutes every day representing 28.4% of all time spent daily with Ad-Supported Digital Media.

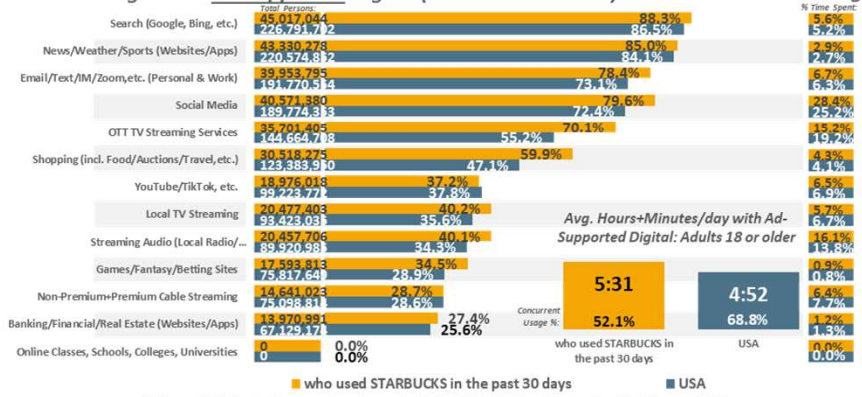
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



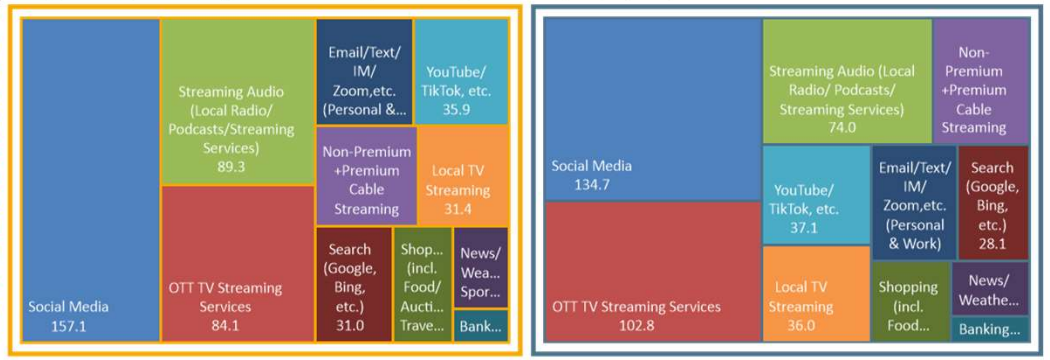
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 4,209

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

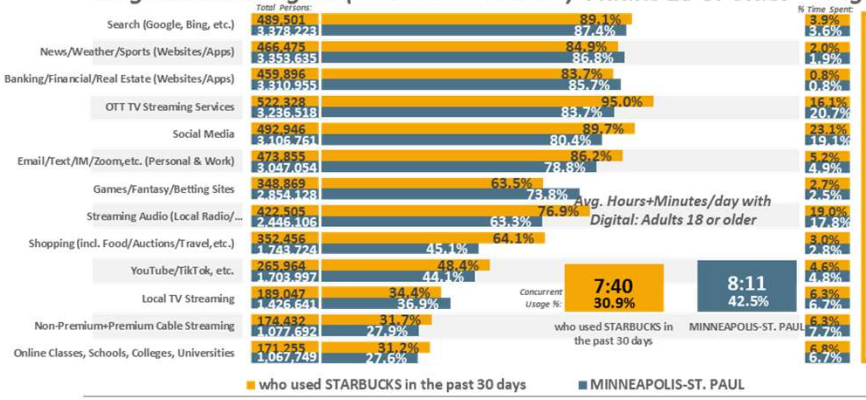
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Quick service restaurants used past 30 days: Starbucks

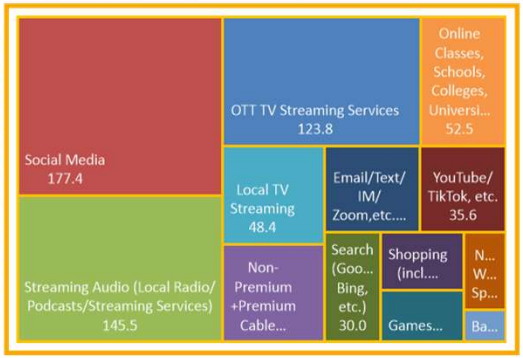


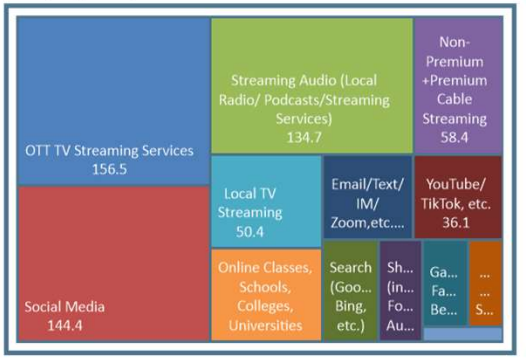
432,069 or 78.6% of Adults 18 or older who used STARBUCKS in the past 30 days use Ad-Supported Social Media for an average of 155.5 minutes every day representing 27.7% of all time spent daily with Ad-Supported Digital Media.

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

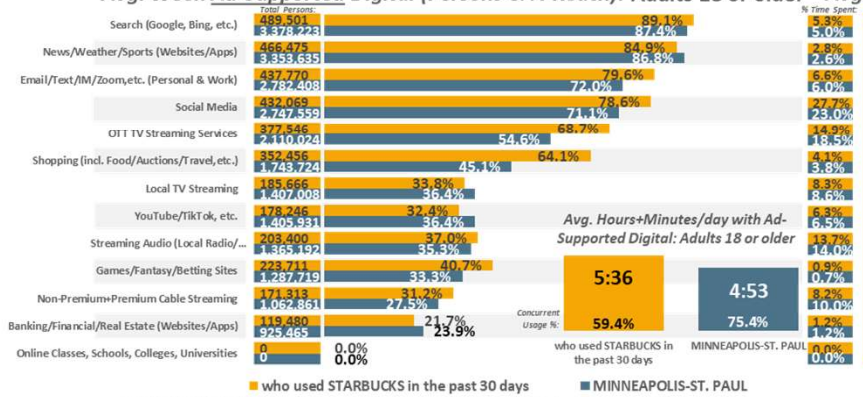


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

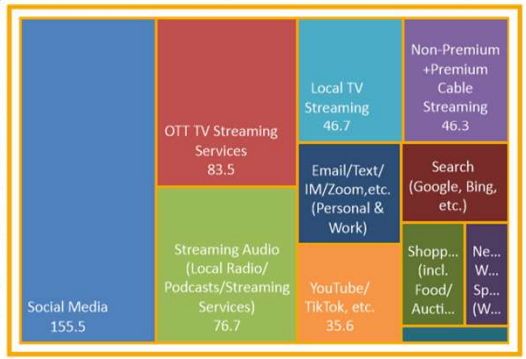


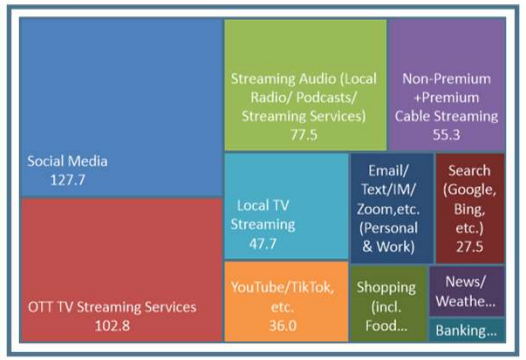


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 275

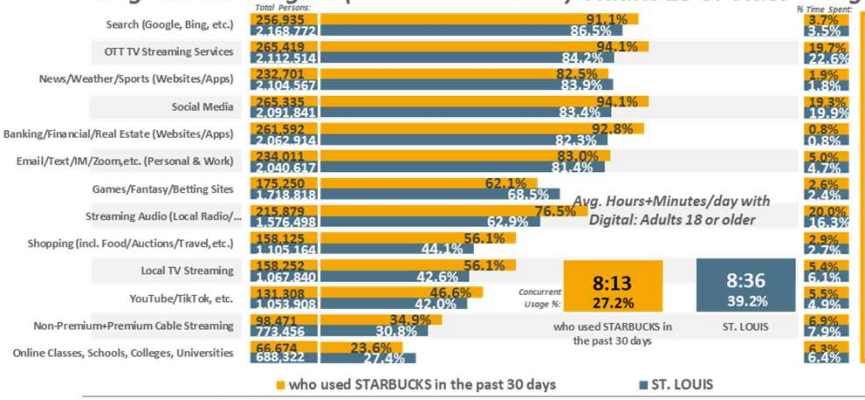
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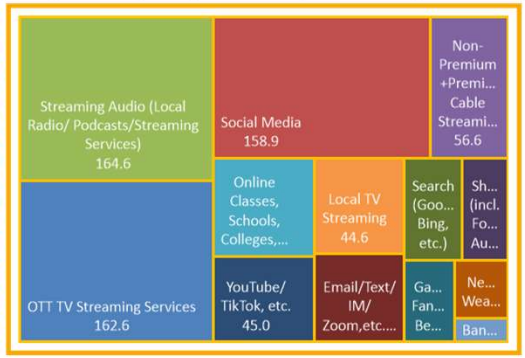
Quick service restaurants used past 30 days: Starbucks

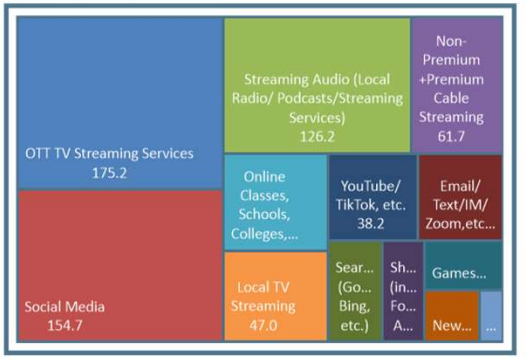
243,878 or 86.5% of Adults 18 or older who used STARBUCKS in the past 30 days use Ad-Supported Social Media for an average of 146. minutes every day representing 24.4% of all time spent daily with Ad-Supported Digital Media.

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

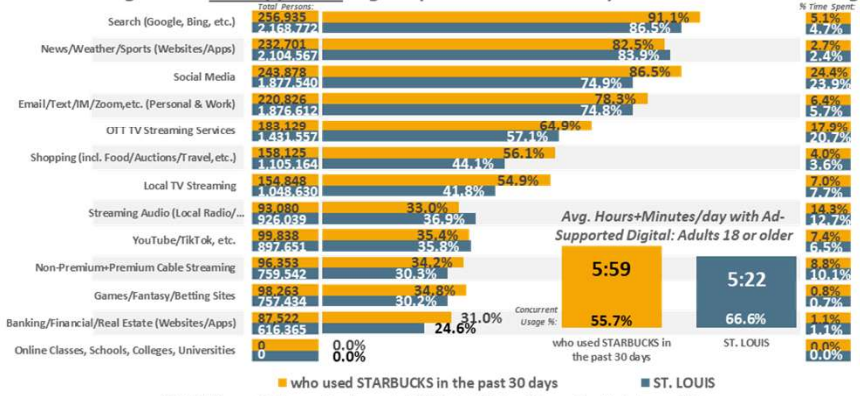


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

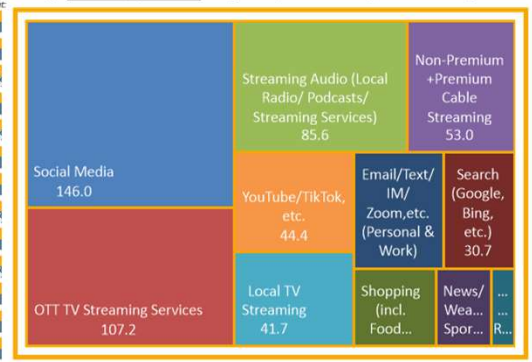


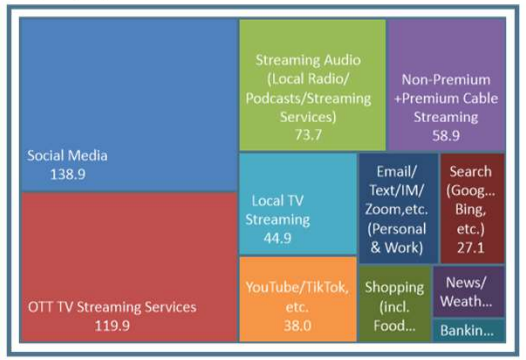


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 239

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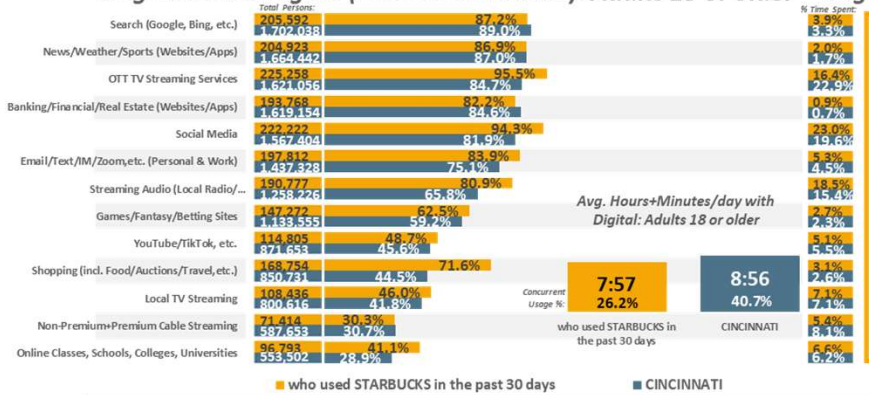
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Quick service restaurants used past 30 days: Starbucks

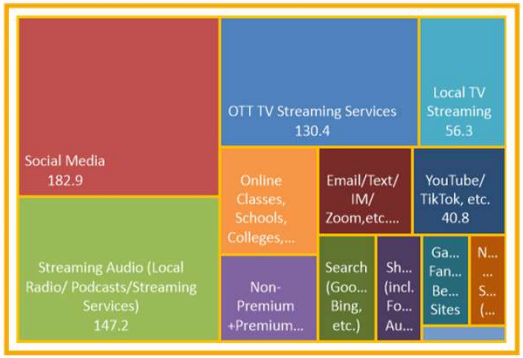
STARBUCKS CIN

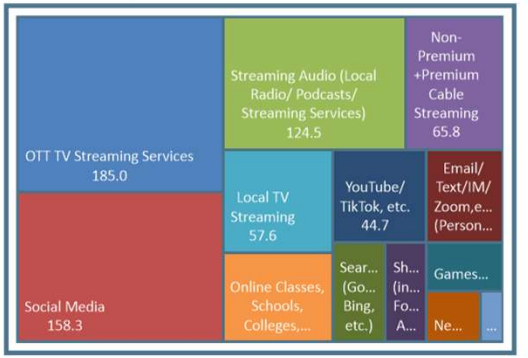
191,859 or 81.4% of Adults 18 or older who used STARBUCKS in the past 30 days use Ad-Supported Social Media for an average of 157.9 minutes every day representing 27.3% of all time spent daily with Ad-Supported Digital Media.

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

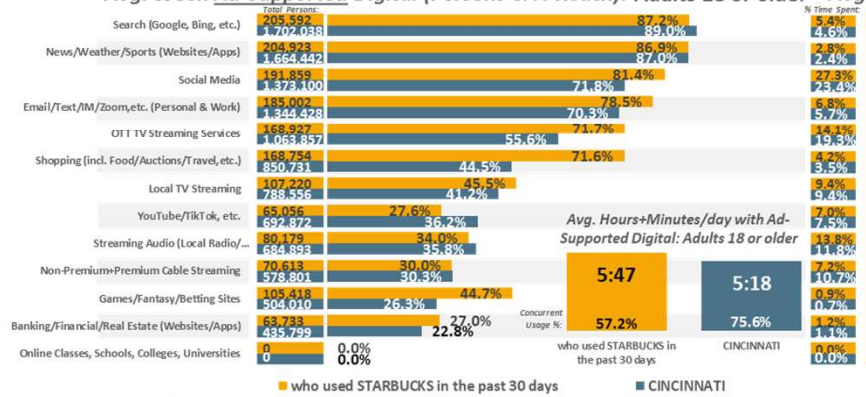


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

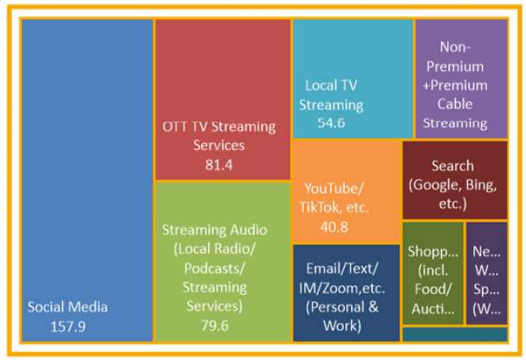


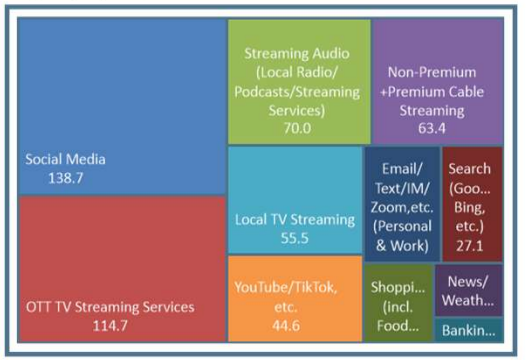


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 248

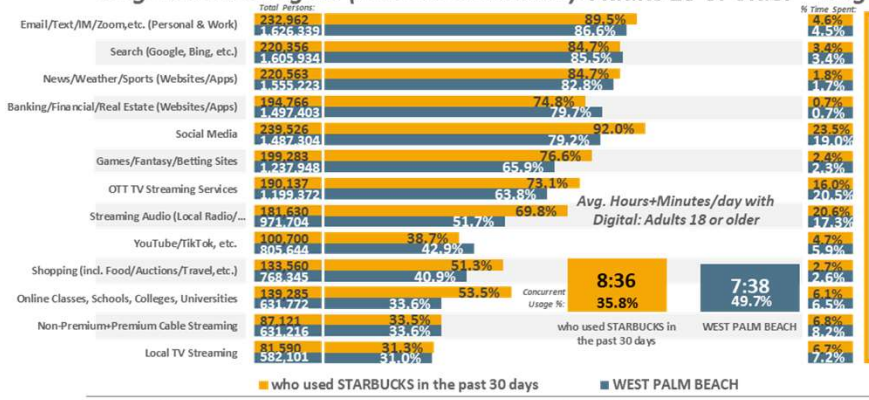
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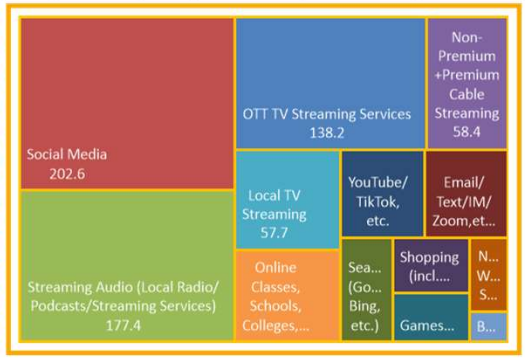
Quick service restaurants used past 30 days: Starbucks

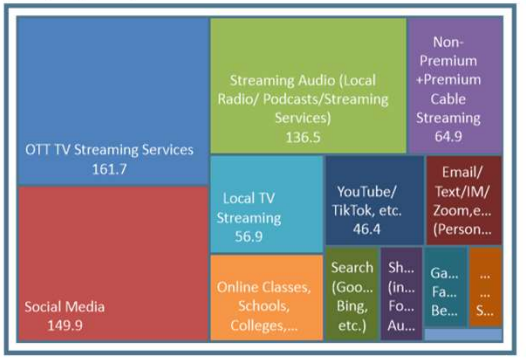
202,377 or 77.8% of Adults 18 or older who used STARBUCKS in the past 30 days use Ad-Supported Social Media for an average of 171.2 minutes every day representing 26.7% of all time spent daily with Ad-Supported Digital Media.

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

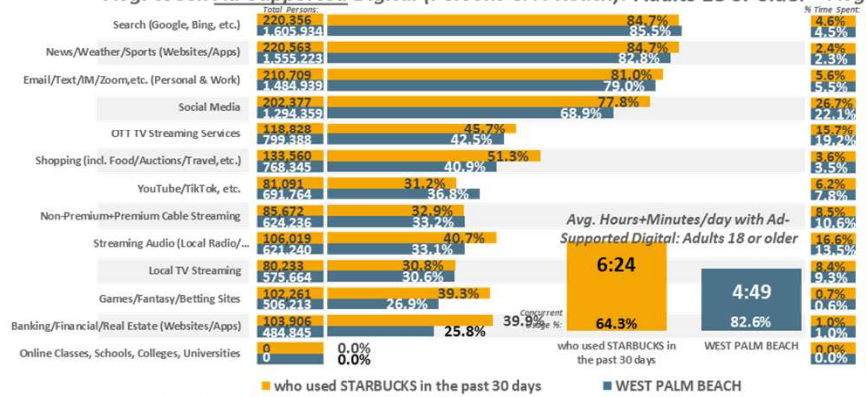


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

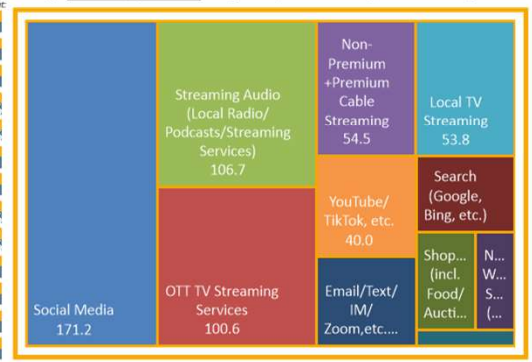


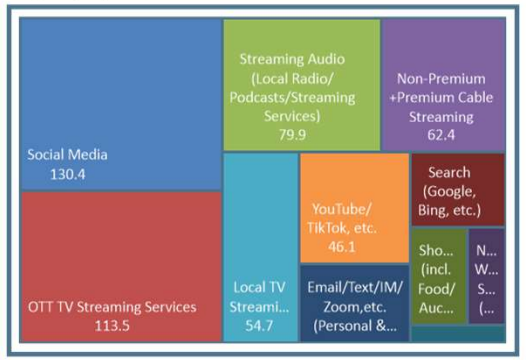


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 267

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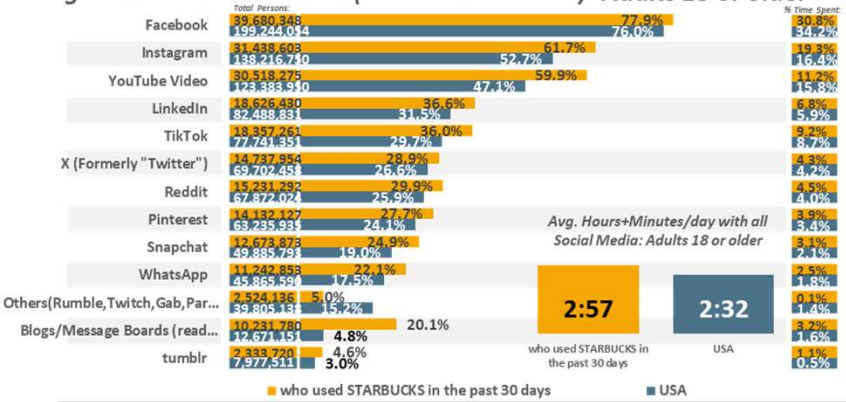
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Quick service restaurants used past 30 days: Starbucks

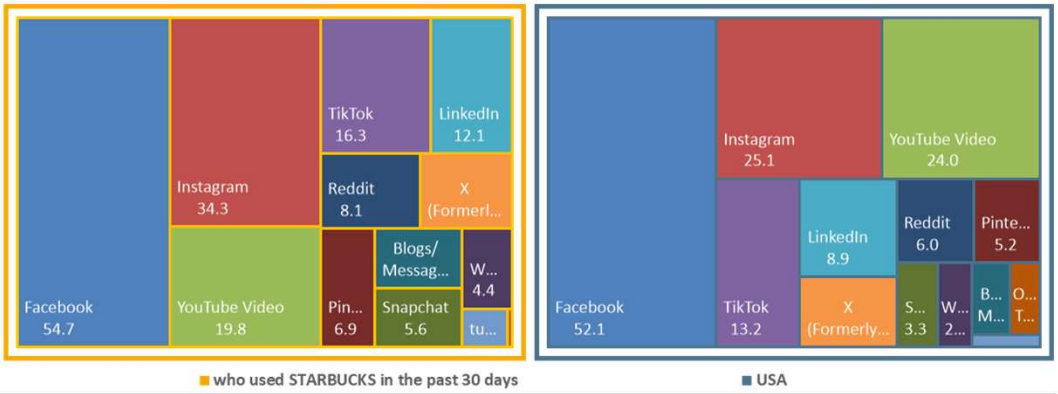


39,680,348 or 77.9% of Adults 18 or older who used STARBUCKS in the past 30 days use Ad-Supported Facebook for an average of 55.1 minutes every day representing 35.1% of all time spent daily with Ad-Supported Social Media.

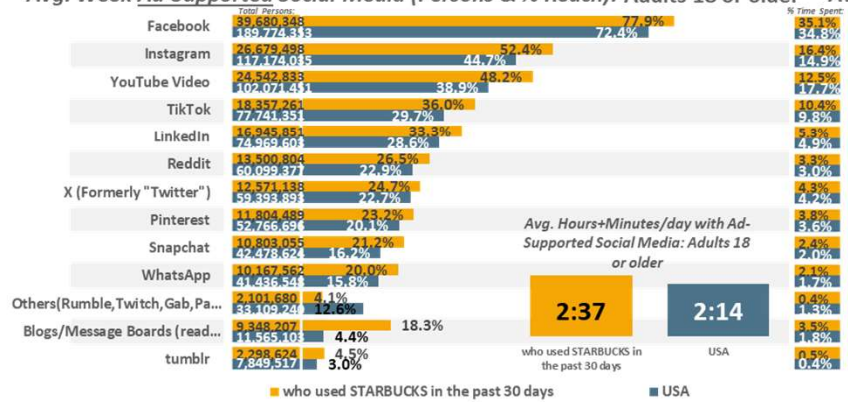
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



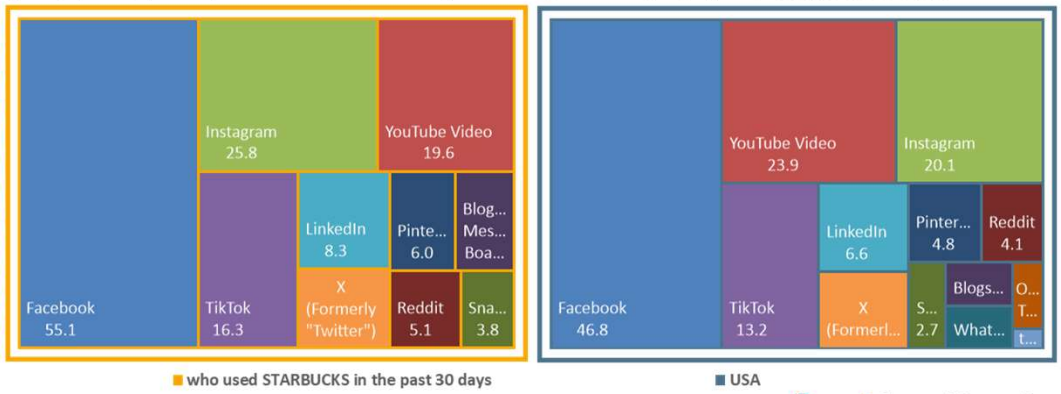
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 4,209

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

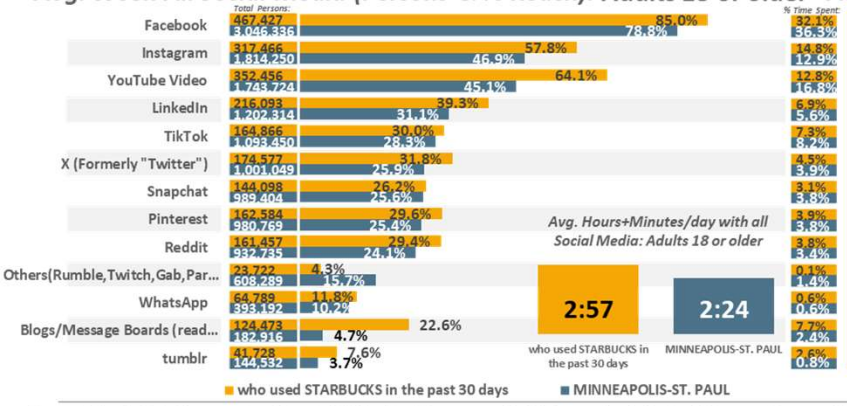
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Quick service restaurants used past 30 days: Starbucks

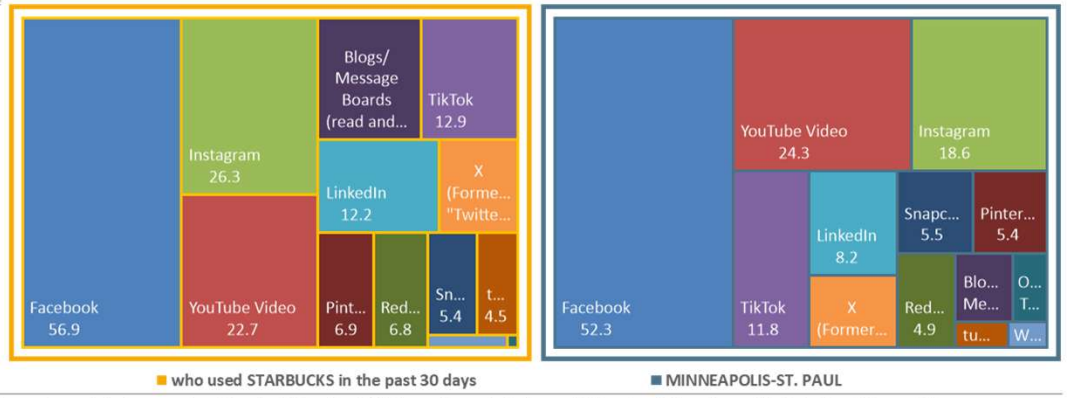


432,069 or 78.6% of Adults 18 or older who used STARBUCKS in the past 30 days use Ad-Supported Facebook for an average of 51.9 minutes every day representing 33.4% of all time spent daily with Ad-Supported Social Media.

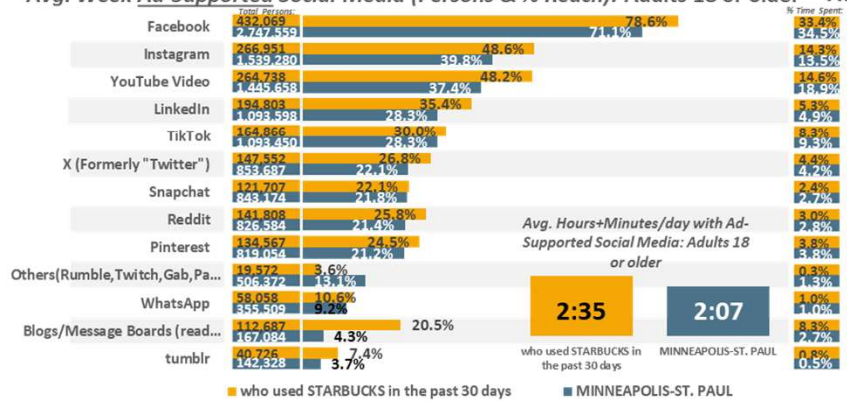
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



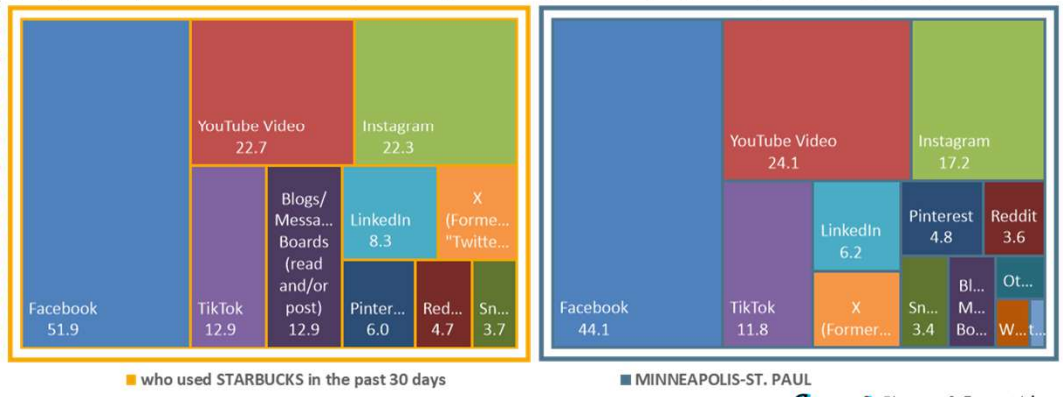
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 275

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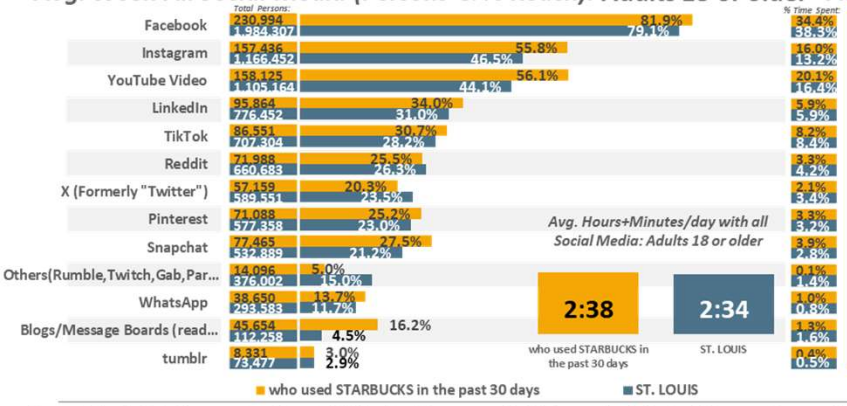
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Quick service restaurants used past 30 days: Starbucks

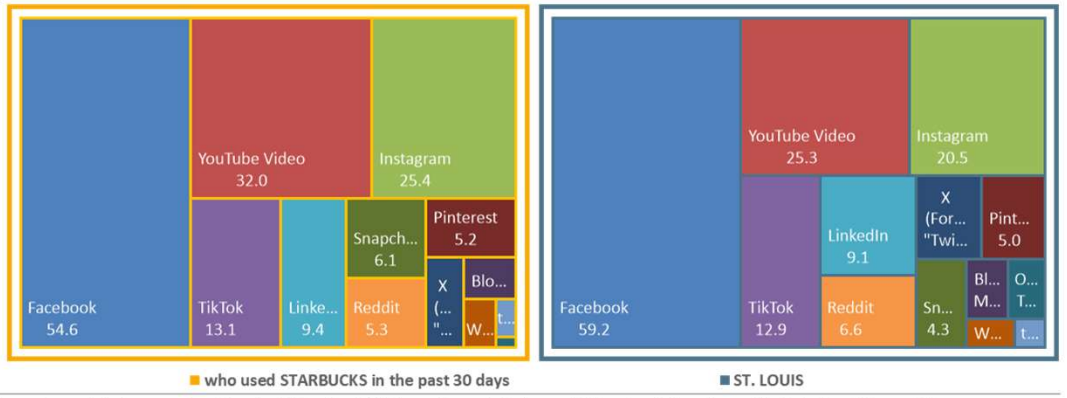


230,994 or 81.9% of Adults 18 or older who used STARBUCKS in the past 30 days use Ad-Supported Facebook for an average of 51.1 minutes every day representing 35.% of all time spent daily with Ad-Supported Social Media.

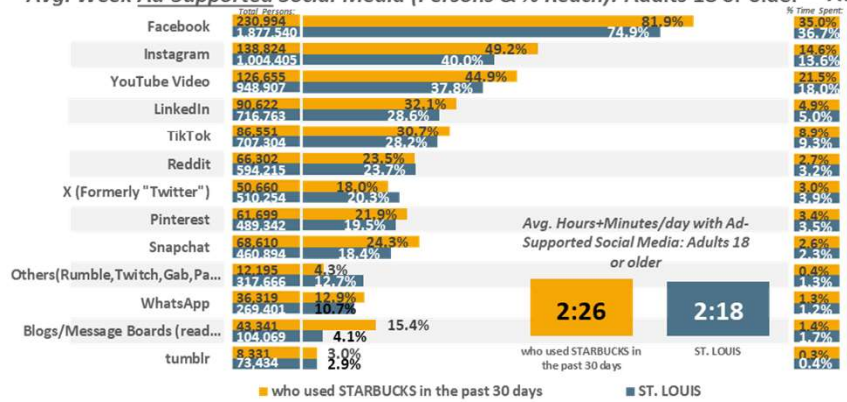
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



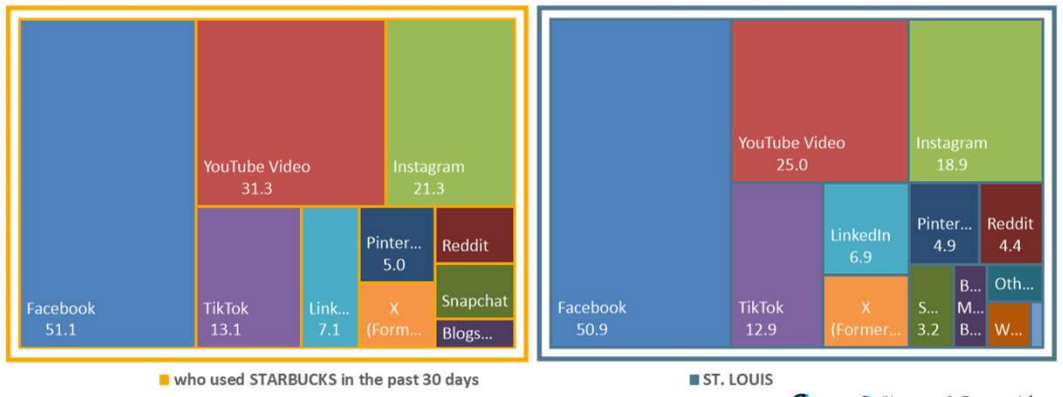
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 239

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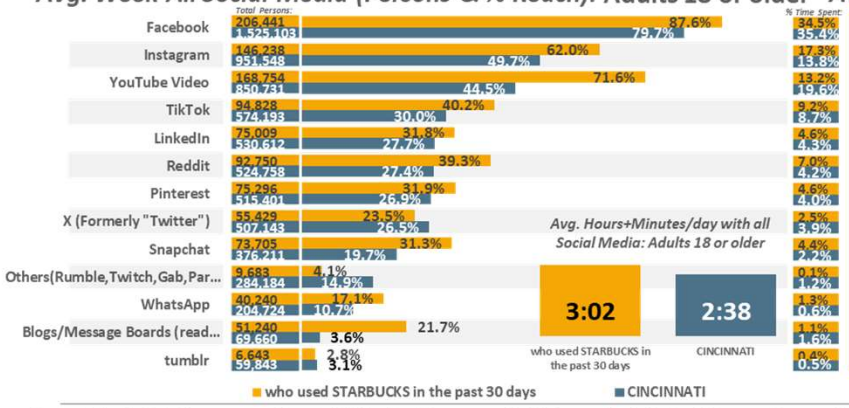
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Quick service restaurants used past 30 days: Starbucks

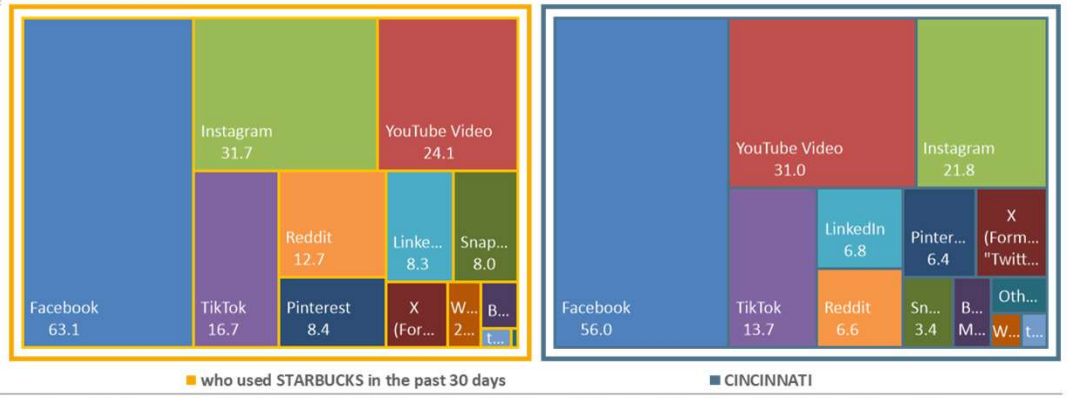


191,859 or 81.4% of Adults 18 or older who used STARBUCKS in the past 30 days use Ad-Supported Facebook for an average of 56.9 minutes every day representing 36.% of all time spent daily with Ad-Supported Social Media.

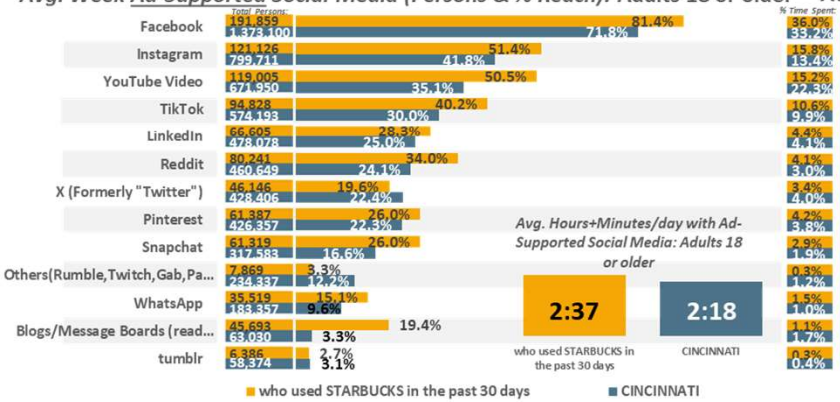
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



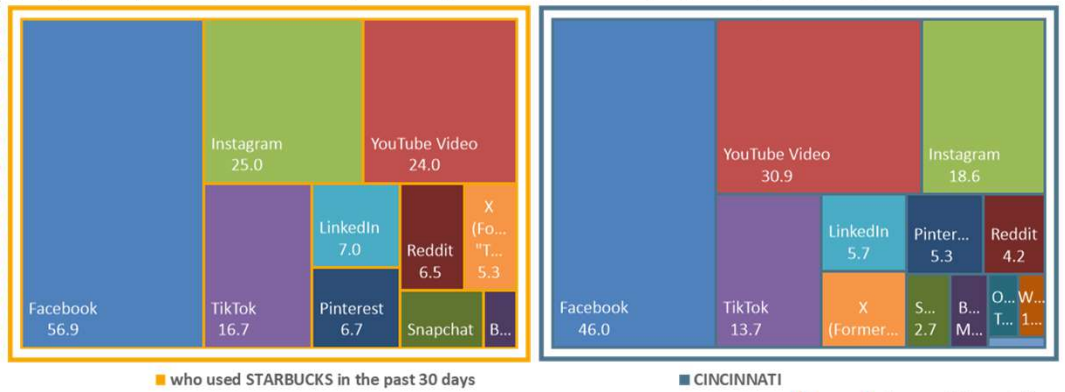
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 248

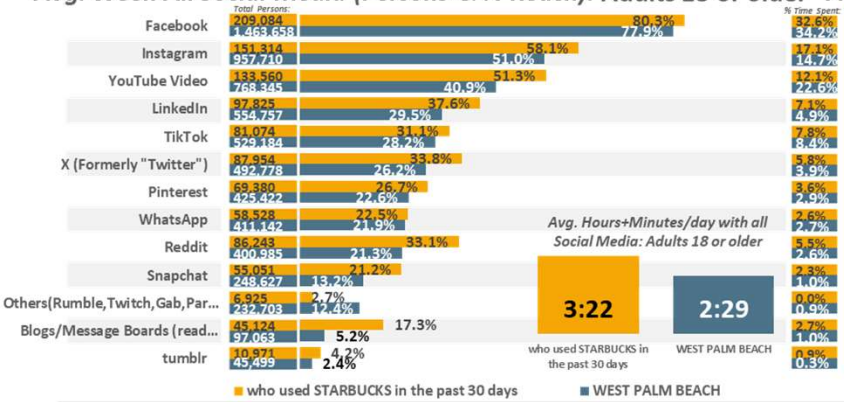
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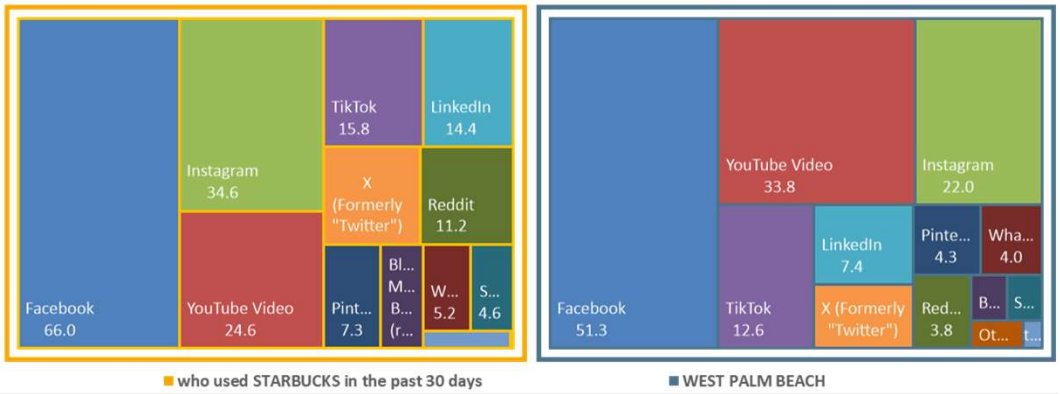
Quick service restaurants used past 30 days: Starbucks

202,377 or 77.8% of Adults 18 or older who used STARBUCKS in the past 30 days use Ad-Supported Facebook for an average of 61.9 minutes every day representing 36.1% of all time spent daily with Ad-Supported Social Media.

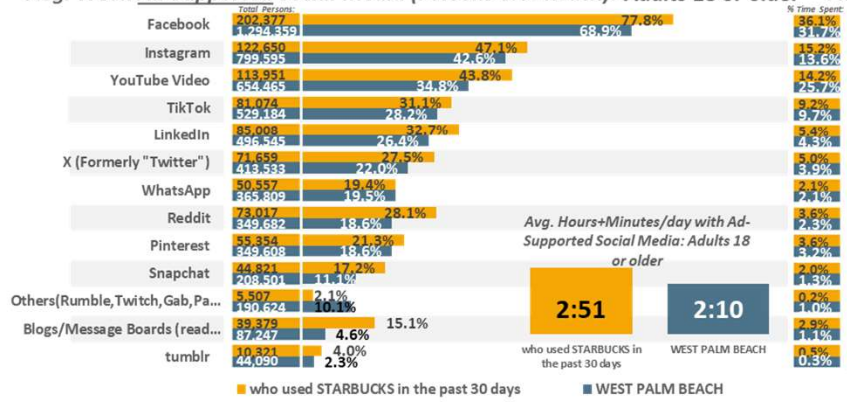
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



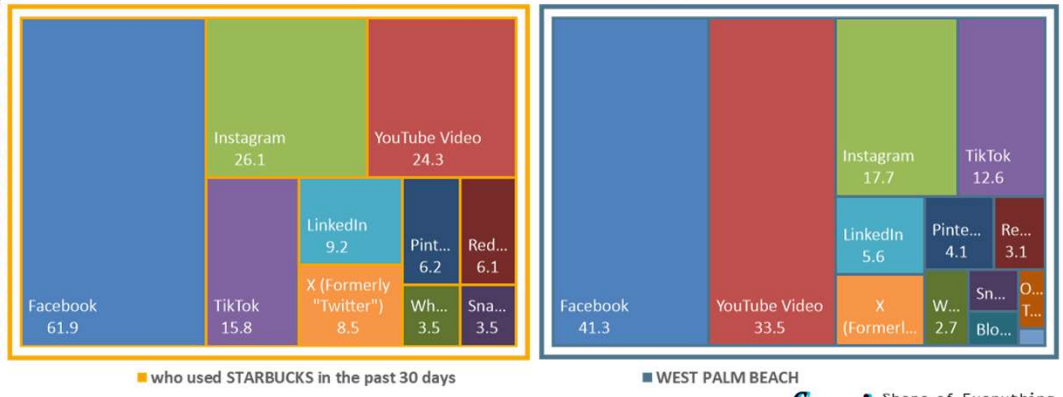
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 267

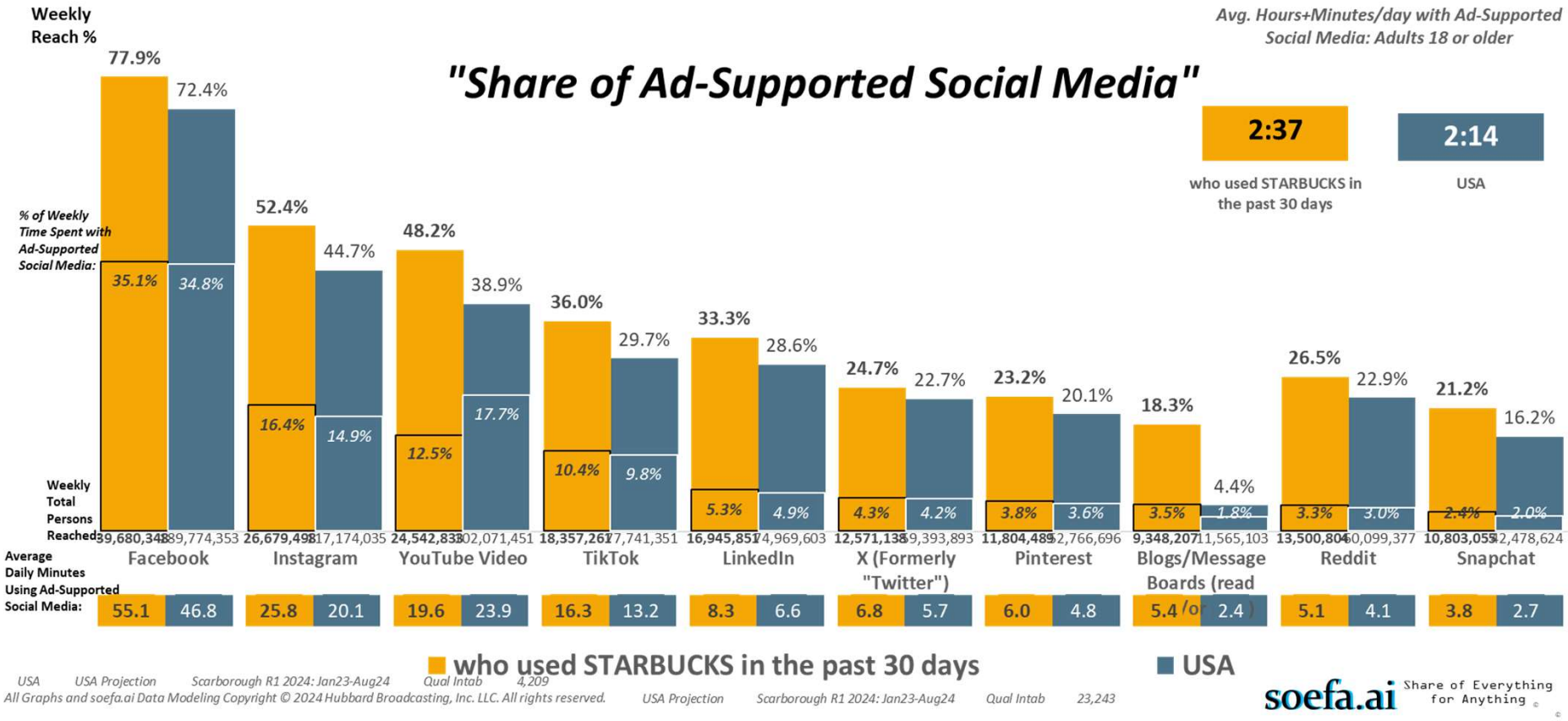
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Quick service restaurants used past 30 days: Starbucks



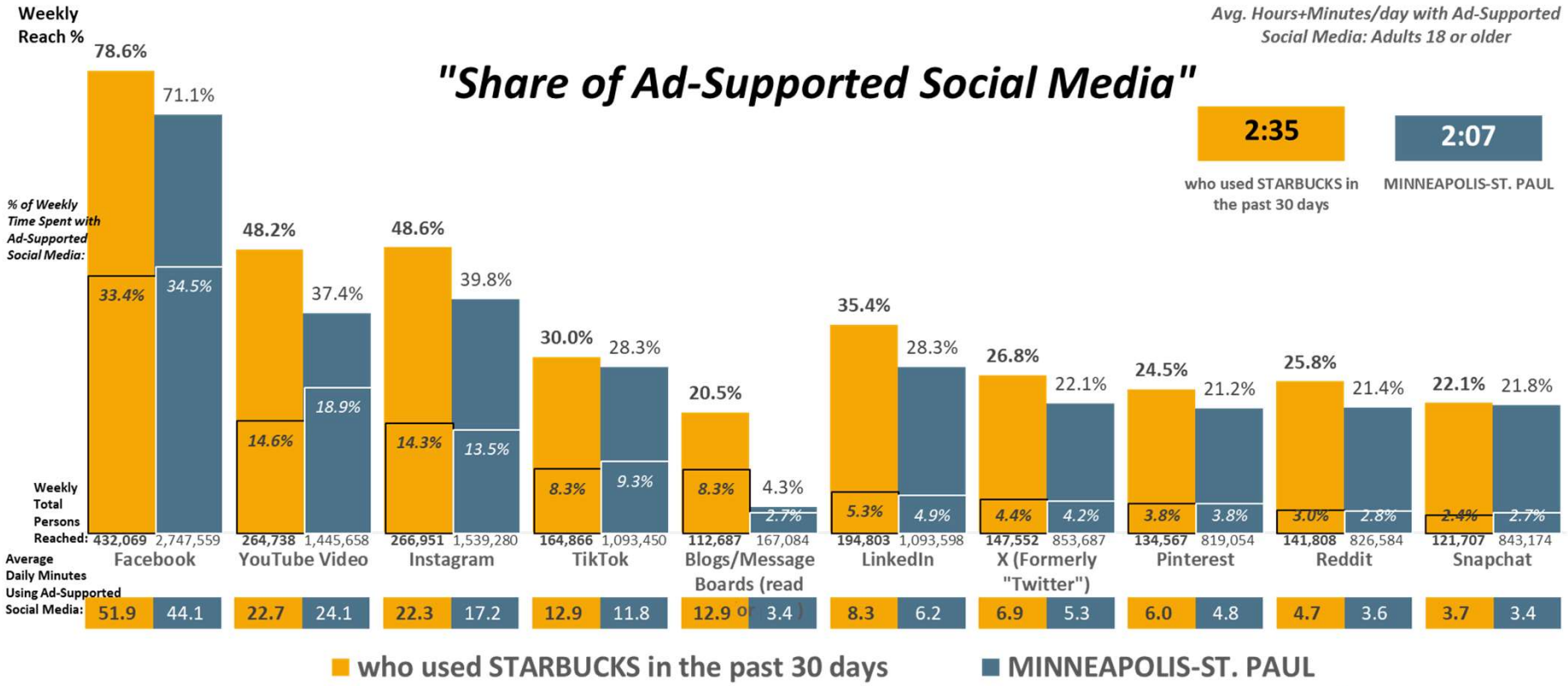
39,680,348 or 77.9% of Adults 18 or older who used STARBUCKS in the past 30 days use Ad-Supported Facebook for an average of 55.1 minutes every day representing 35.1% of all time spent daily with Ad-Supported Social Media.



Quick service restaurants used past 30 days: Starbucks



432,069 or 78.6% of Adults 18 or older who used STARBUCKS in the past 30 days use Ad-Supported Facebook for an average of 51.9 minutes every day representing 33.4% of all time spent daily with Ad-Supported Social Media.



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 275 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

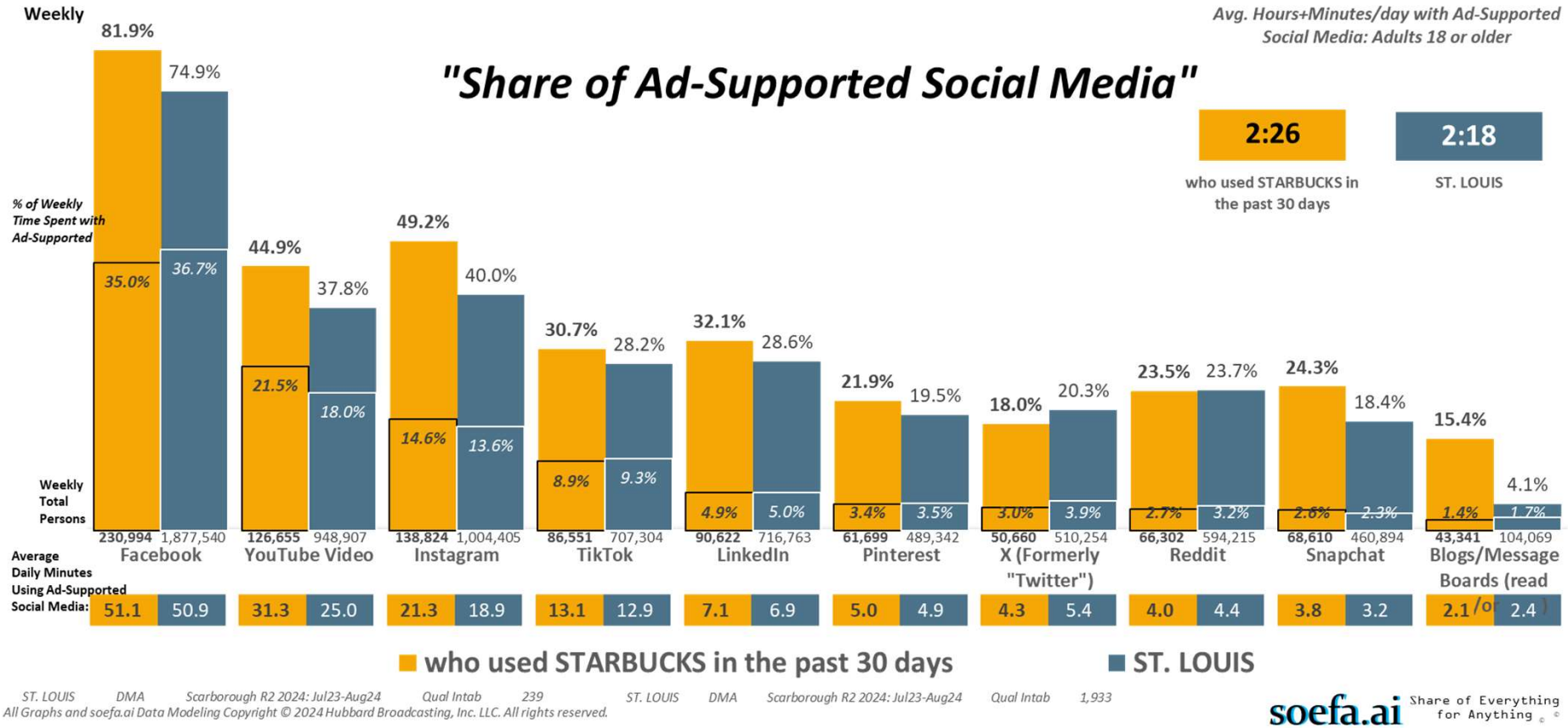
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Quick service restaurants used past 30 days: Starbucks



230,994 or 81.9% of Adults 18 or older who used STARBUCKS in the past 30 days use Ad-Supported Facebook for an average of 51.1 minutes every day representing 35.% of all time spent daily with Ad-Supported Social Media.



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 239 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

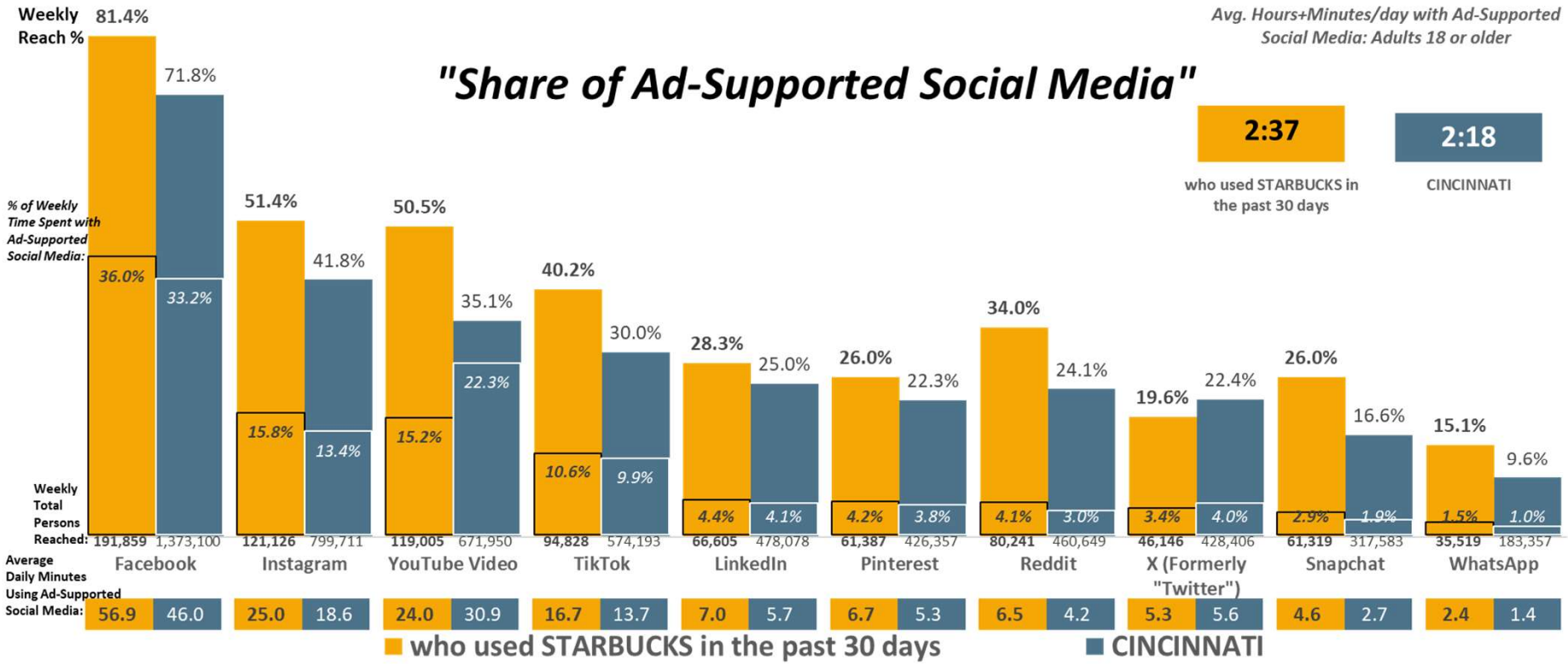
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Quick service restaurants used past 30 days: Starbucks



191,859 or 81.4% of Adults 18 or older who used STARBUCKS in the past 30 days use Ad-Supported Facebook for an average of 56.9 minutes every day representing 36.% of all time spent daily with Ad-Supported Social Media.



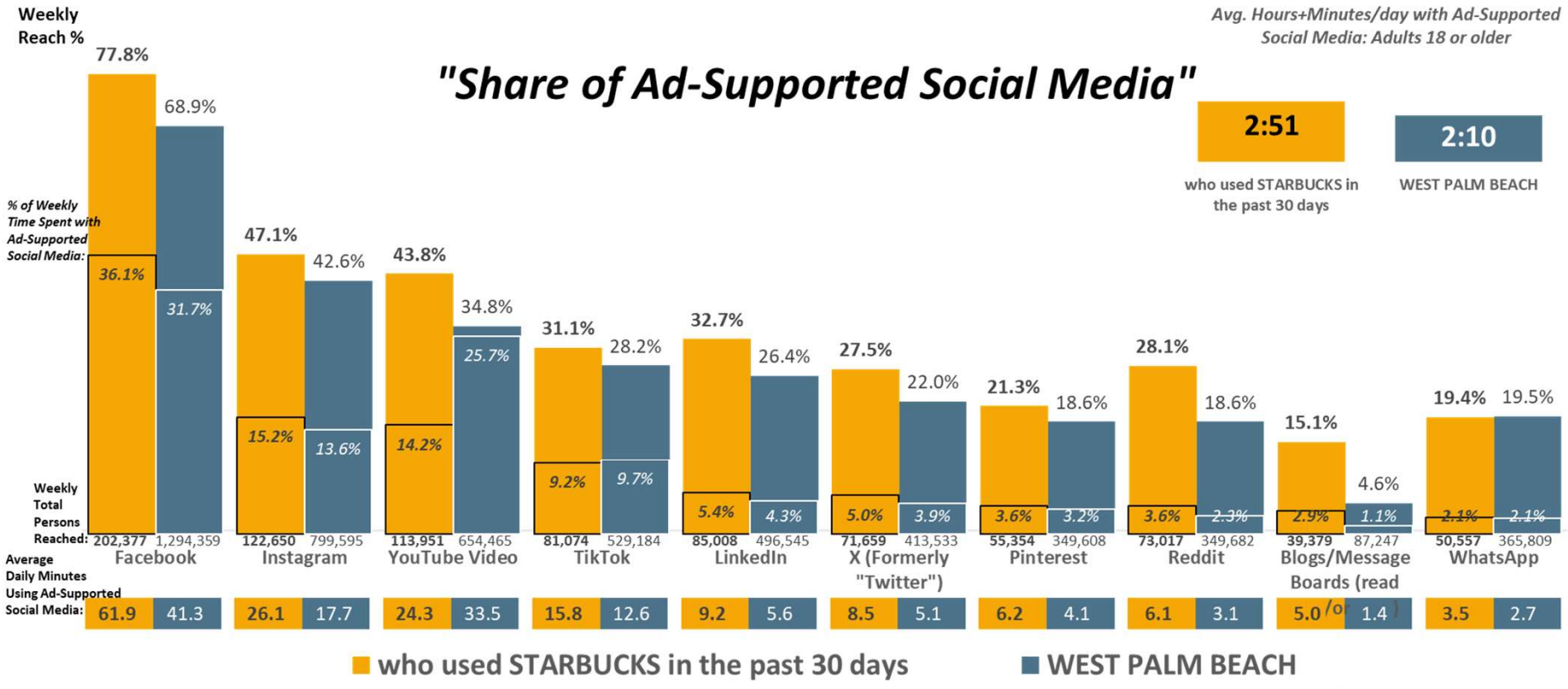
CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 248 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

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Quick service restaurants used past 30 days: Starbucks

202,377 or 77.8% of Adults 18 or older who used STARBUCKS in the past 30 days use Ad-Supported Facebook for an average of 61.9 minutes every day representing 36.1% of all time spent daily with Ad-Supported Social Media.



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 267 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

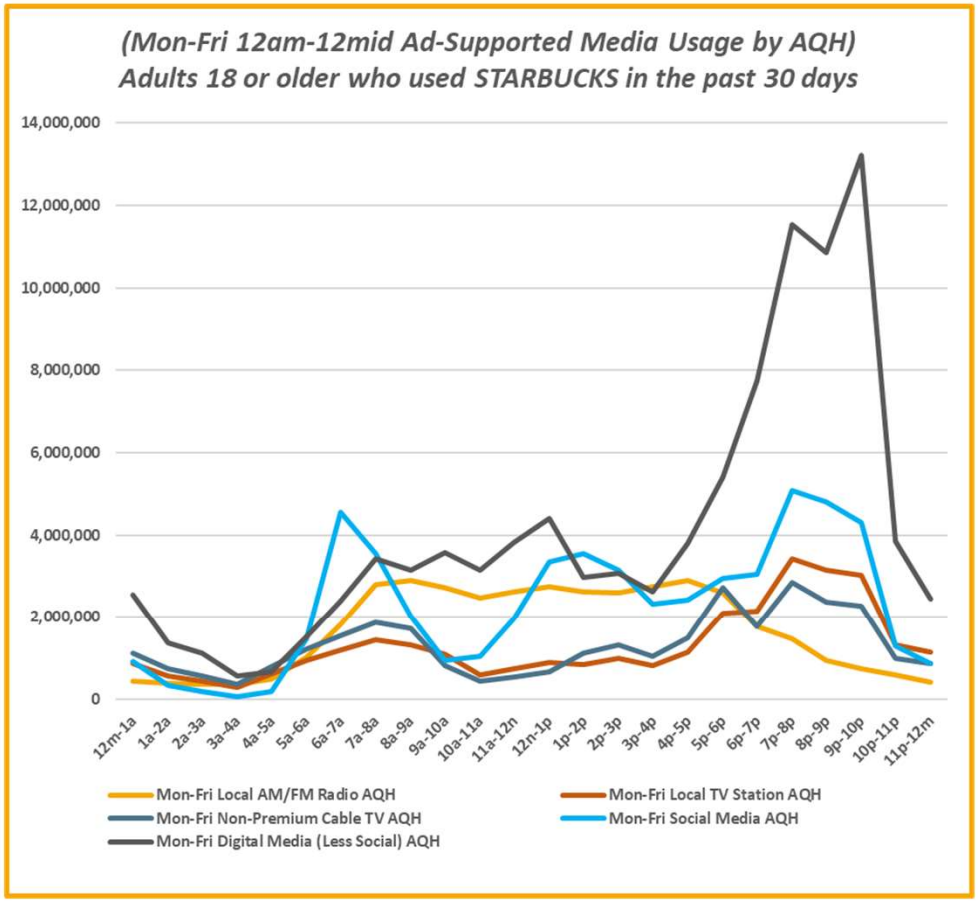
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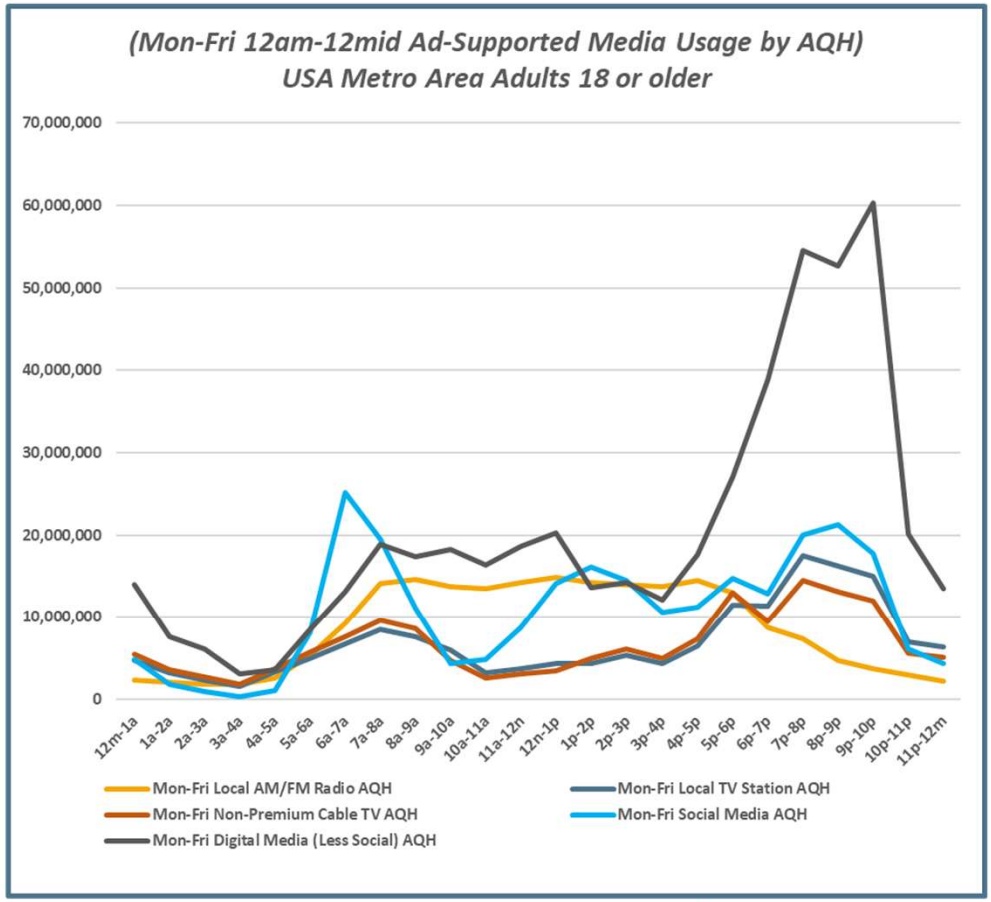
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Quick service restaurants used past 30 days: Starbucks

STARBUCKS USA

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 3,812,939; Social Media: 2,685,579; Local Radio: 2,562,674; Non-Prem. Cable: 1,315,582; Local TV: 1,176,494 reaching Adults 18 or older who used STARBUCKS in the past 30





USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 4,209

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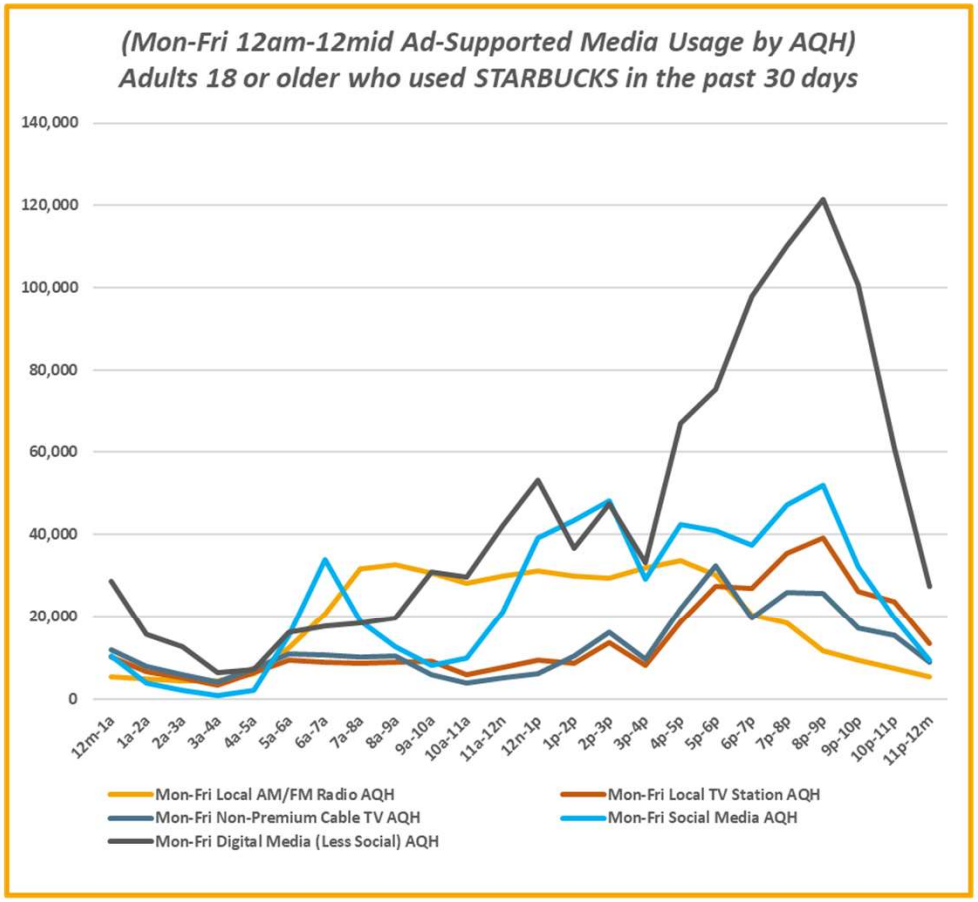
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

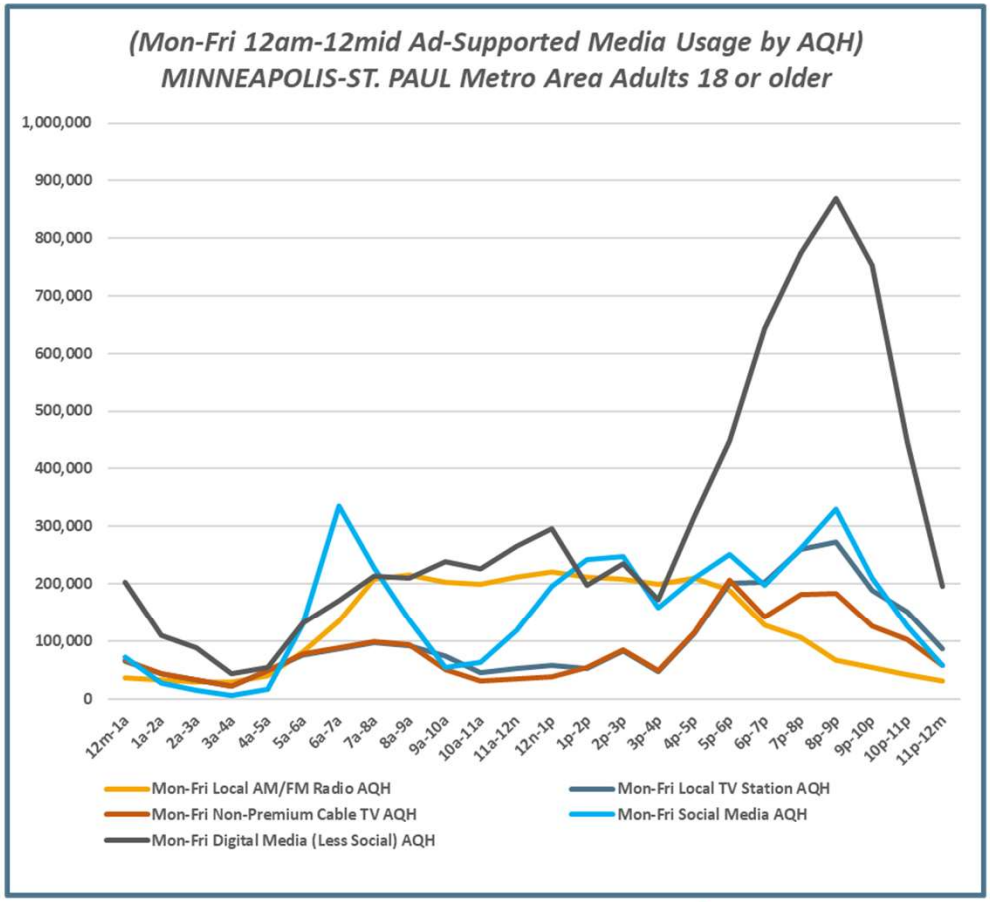
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Quick service restaurants used past 30 days: Starbucks



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 43,762; Social Media: 29,571; Local Radio: 29,185; Non-Prem. Cable: 12,390; Local TV: 12,357 reaching Adults 18 or older who used STARBUCKS in the past 30 days.





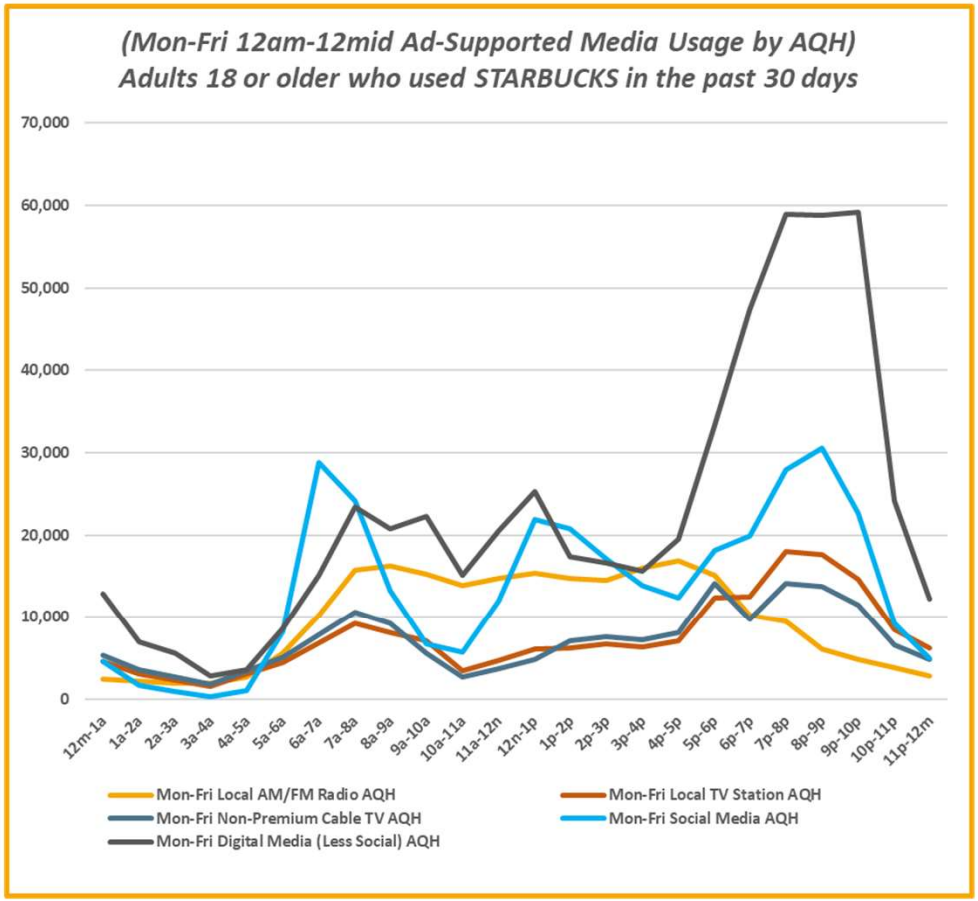
MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 275

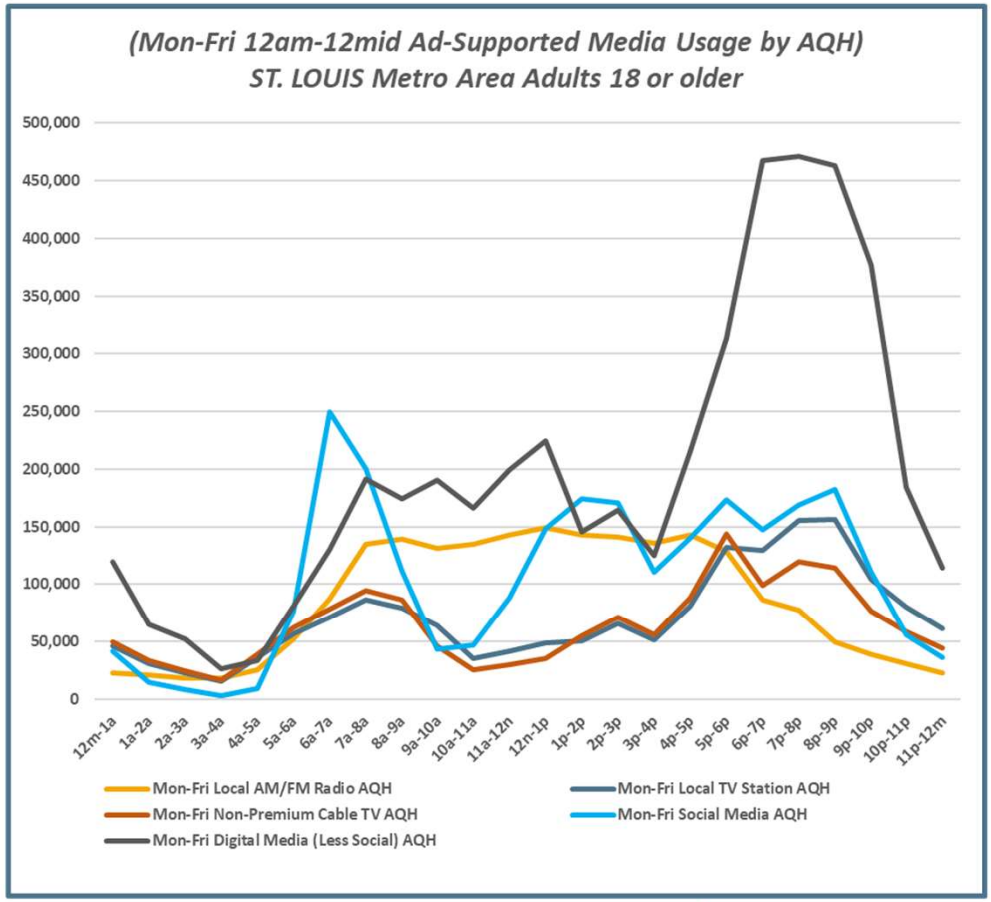
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Quick service restaurants used past 30 days: Starbucks

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 22,470; Social Media: 16,522; Local Radio: 14,534; Non-Prem. Cable: 7,572; Local TV: 7,446 reaching Adults 18 or older who used STARBUCKS in the past 30 days.





ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 239

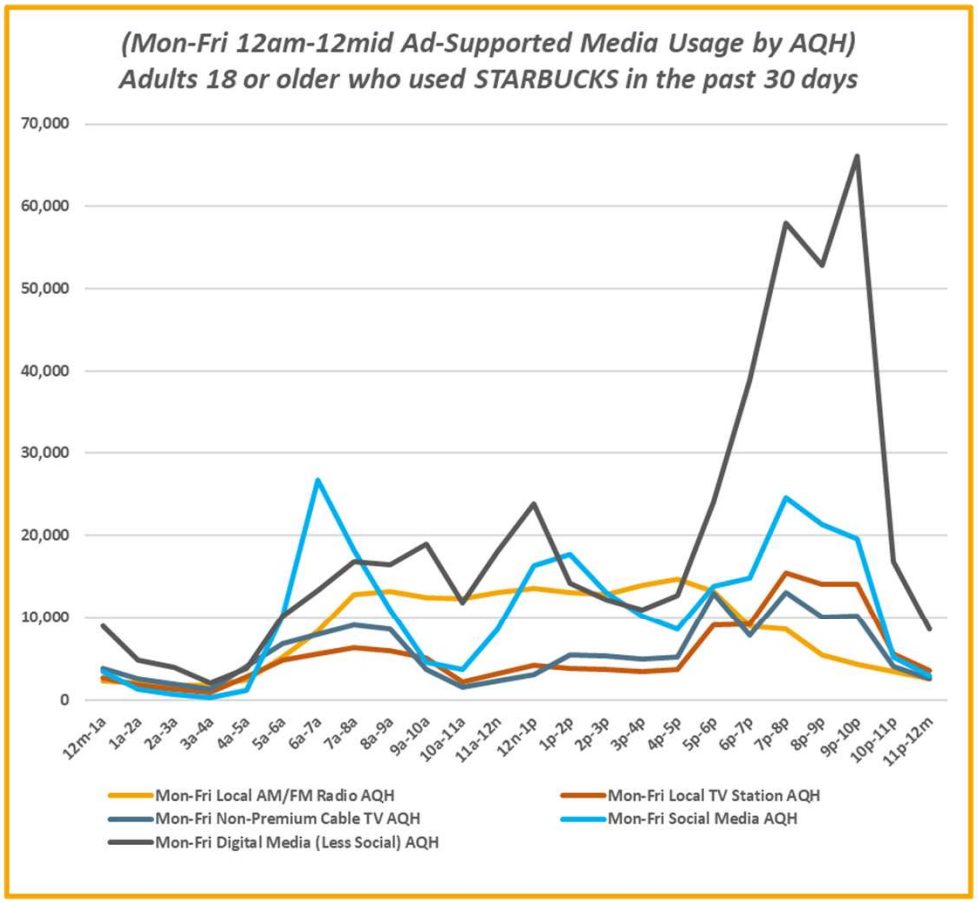
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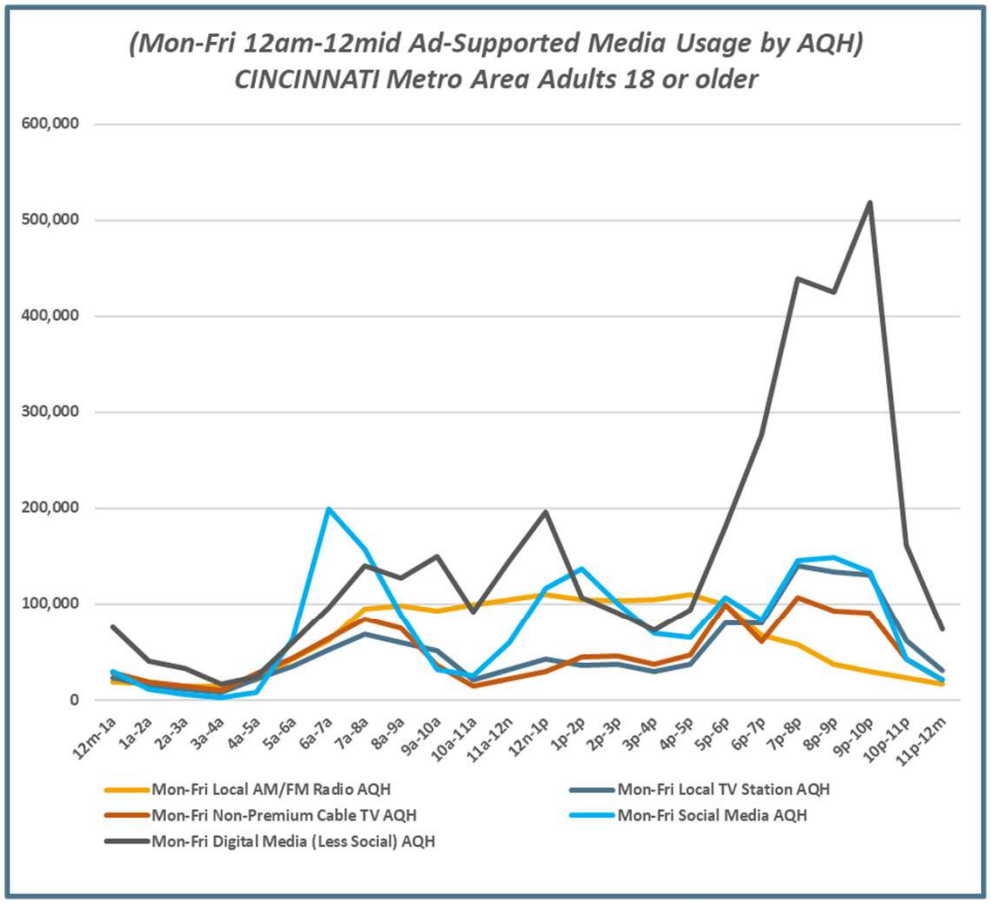
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Quick service restaurants used past 30 days: Starbucks

STARBUCKS CIN

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 17,843; Social Media: 12,831; Local Radio: 12,487; Non-Prem. Cable: 5,960; Local TV: 5,002 reaching Adults 18 or older who used STARBUCKS in the past 30 days.





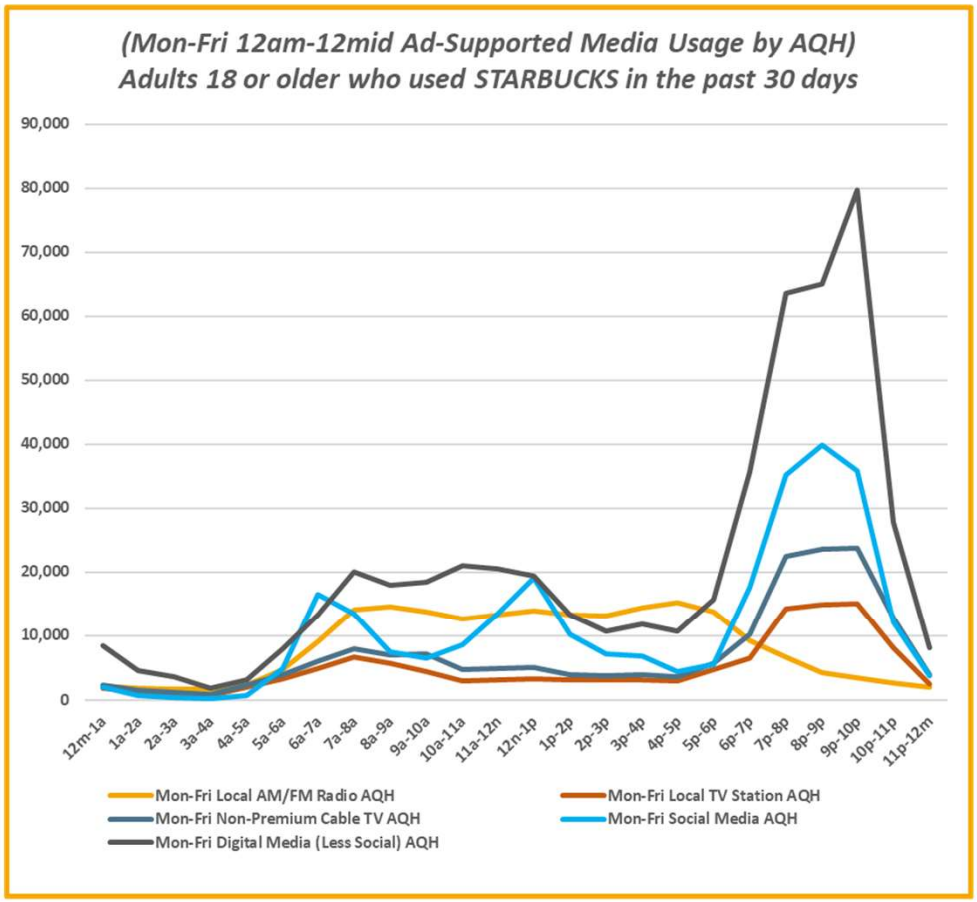
CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 248

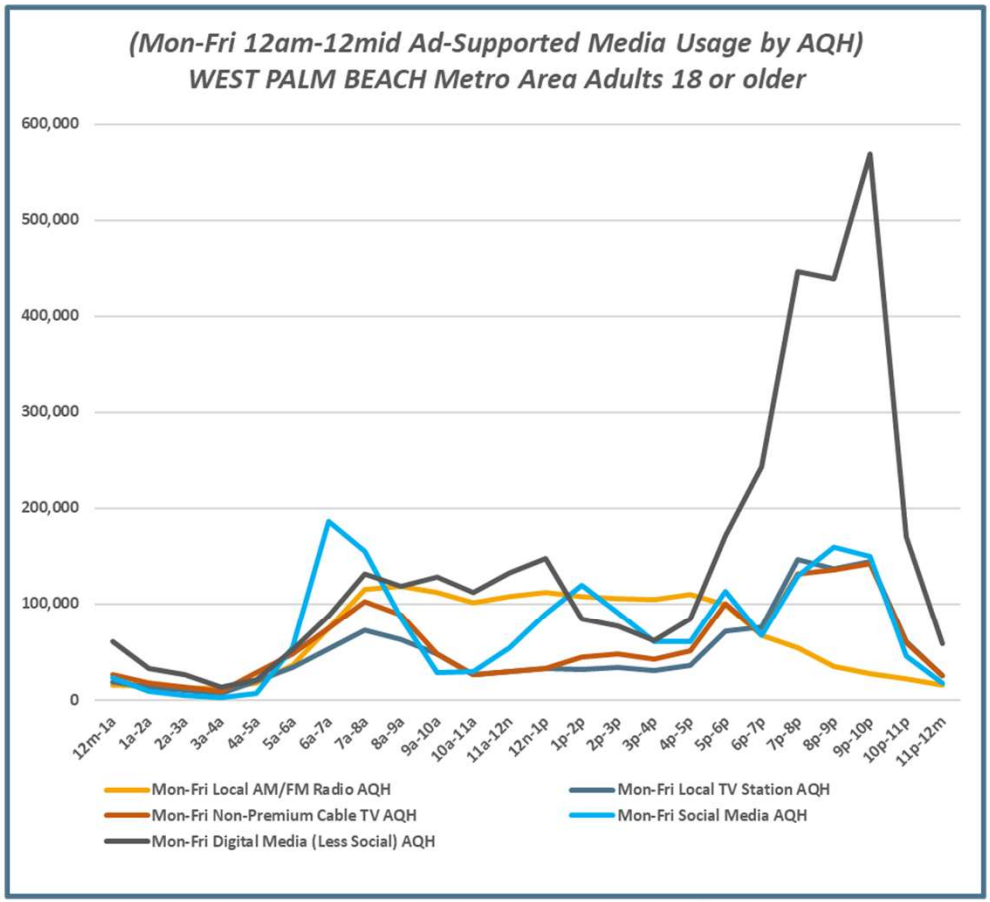
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Quick service restaurants used past 30 days: Starbucks

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 17,547; Local Radio: 13,077; Social Media: 10,451; Non-Prem. Cable: 5,650; Local TV: 4,179 reaching Adults 18 or older who used STARBUCKS in the past 30 days.





WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 267

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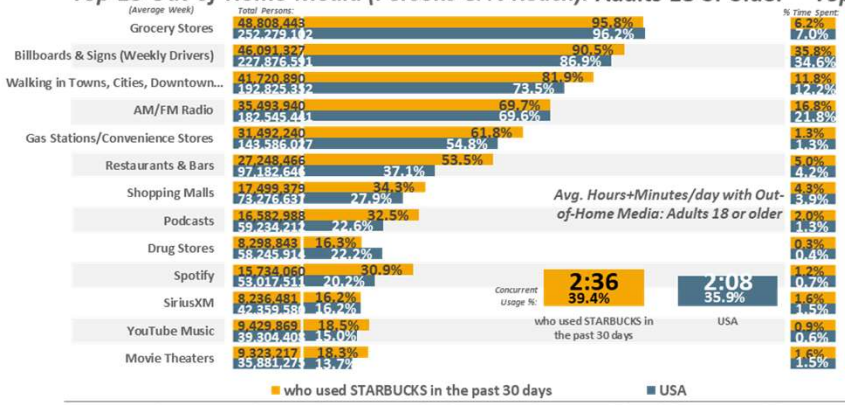
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Quick service restaurants used past 30 days: Starbucks

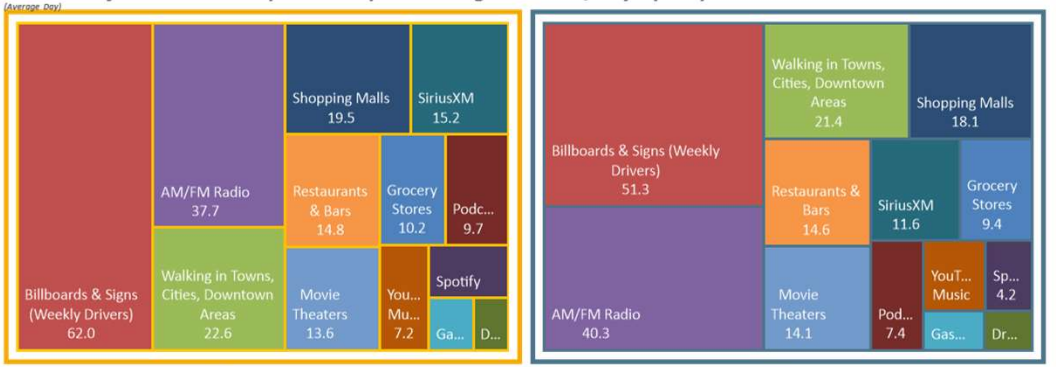
STARBUCKS USA

46,091,327 or 90.5% of Adults 18 or older who used STARBUCKS in the past 30 days spend an average of 62. minutes per day driving, seeing Billboards and Signs. 66.5% Listen to Local Radio Stations Out-of-Home for an average of 34.2 minutes/day.

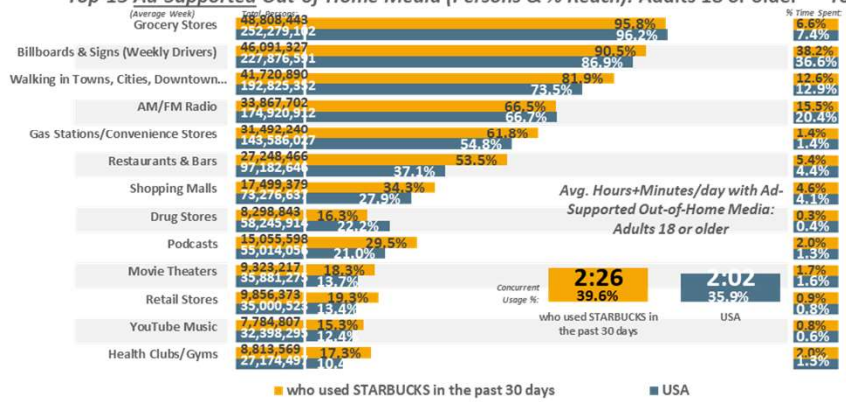
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



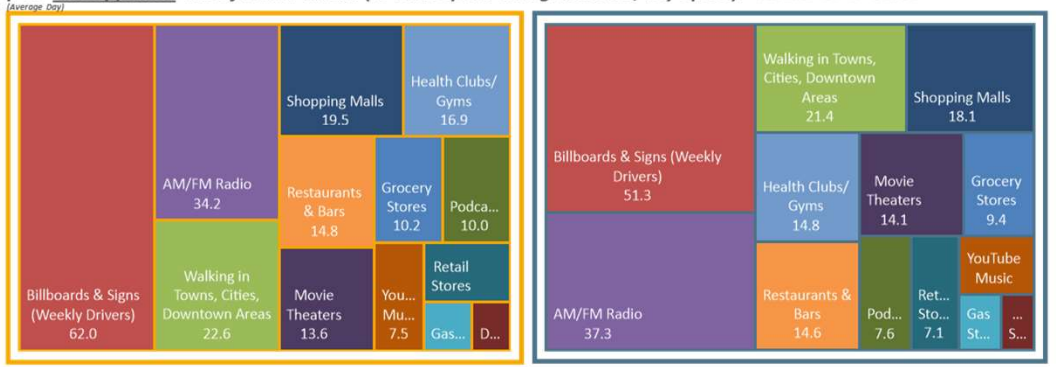
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 4,209

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

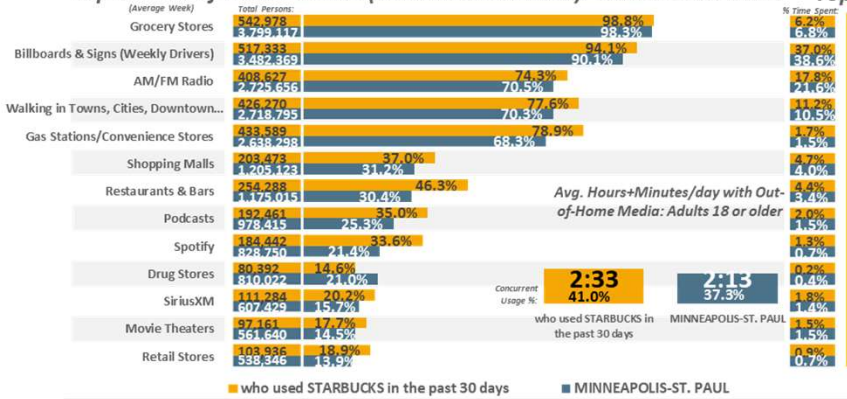
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Quick service restaurants used past 30 days: Starbucks

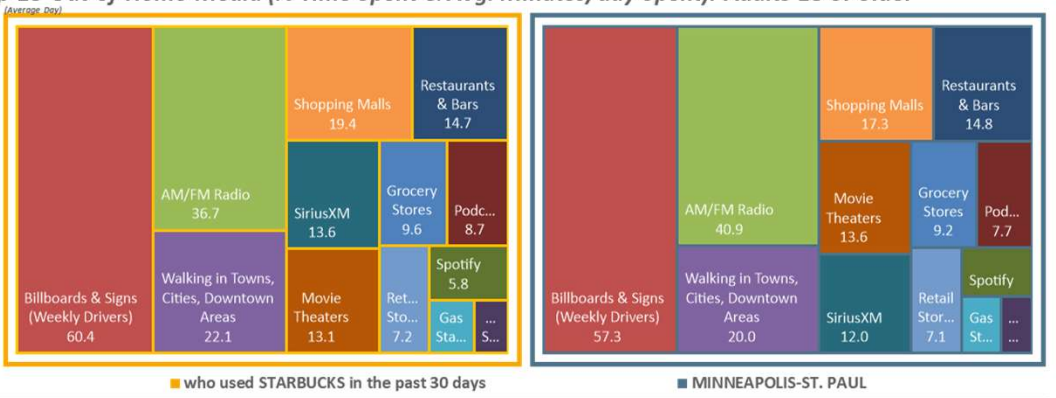
STARBUCKS MSP

517,333 or 94.1% of Adults 18 or older who used STARBUCKS in the past 30 days spend an average of 60.4 minutes per day driving, seeing Billboards and Signs. 71.2% Listen to Local Radio Stations Out-of-Home for an average of 34.5 minutes/day.

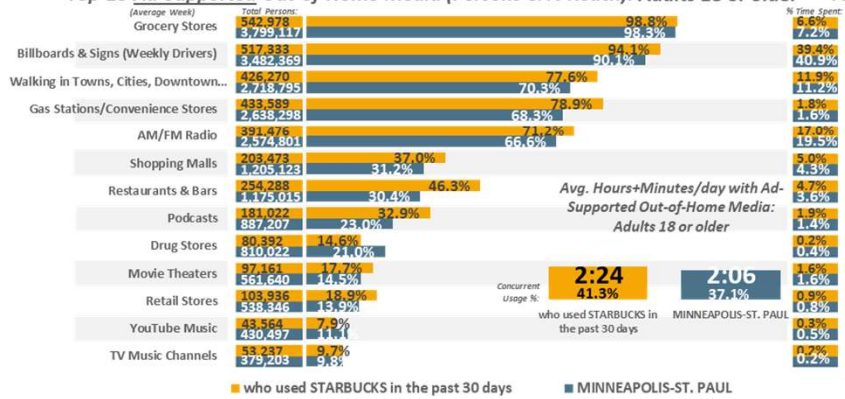
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



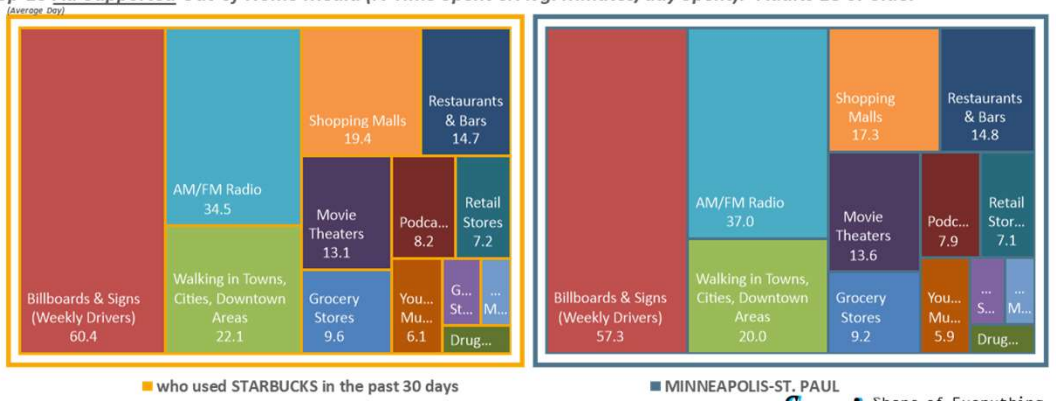
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 275

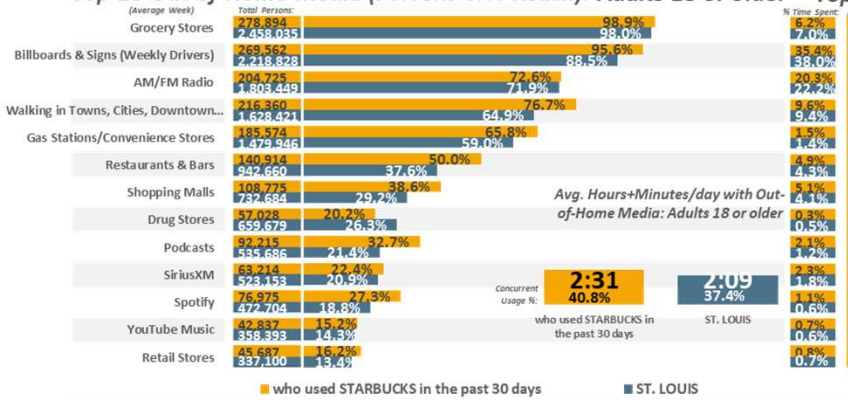
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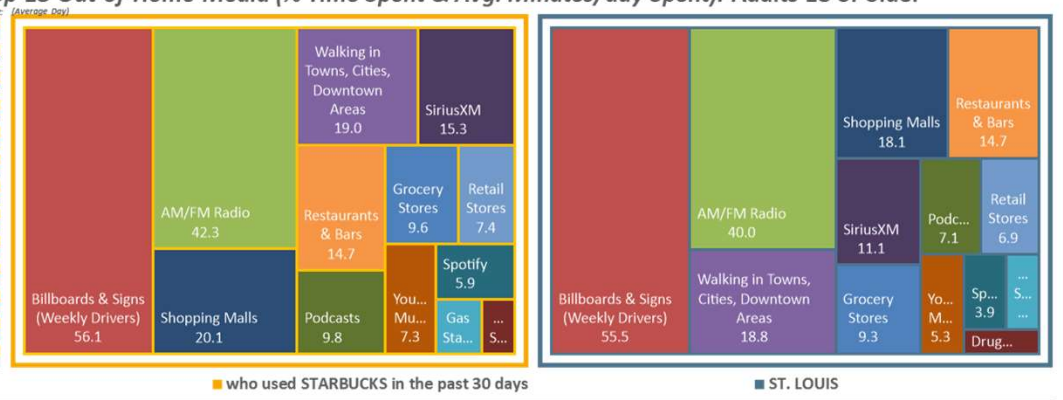
Quick service restaurants used past 30 days: Starbucks

269,562 or 95.6% of Adults 18 or older who used STARBUCKS in the past 30 days spend an average of 56.1 minutes per day driving, seeing Billboards and Signs. 68.9% Listen to Local Radio Stations Out-of-Home for an average of 39. minutes/day.

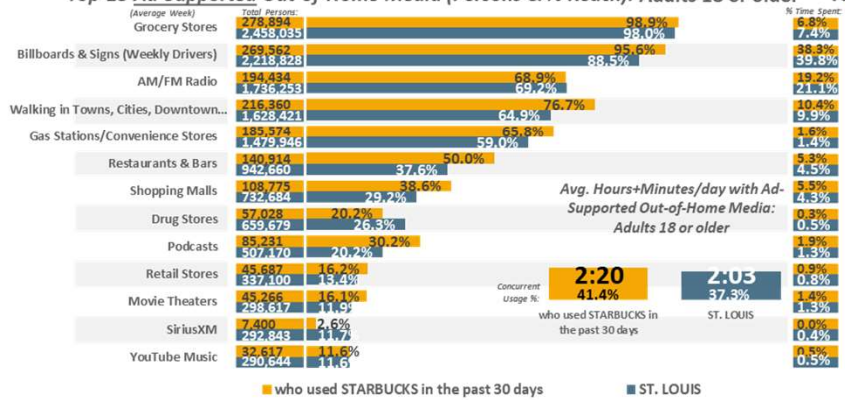
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



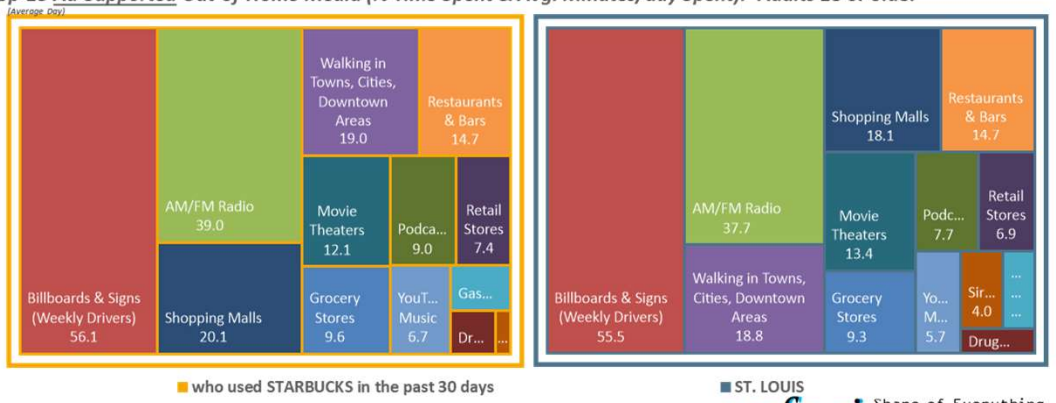
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 239

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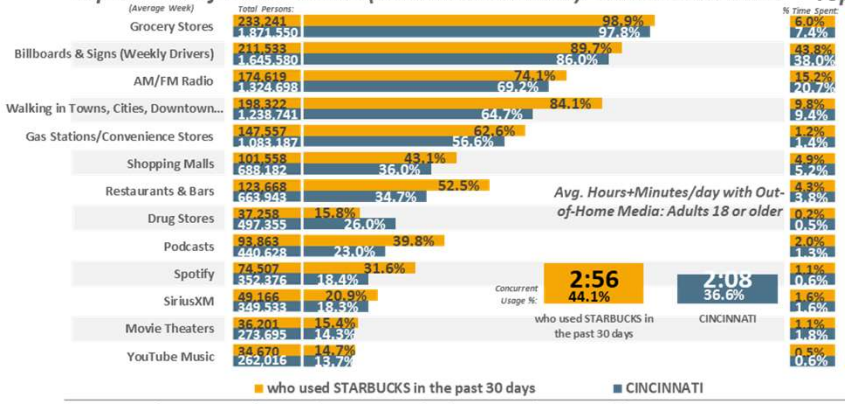
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Quick service restaurants used past 30 days: Starbucks

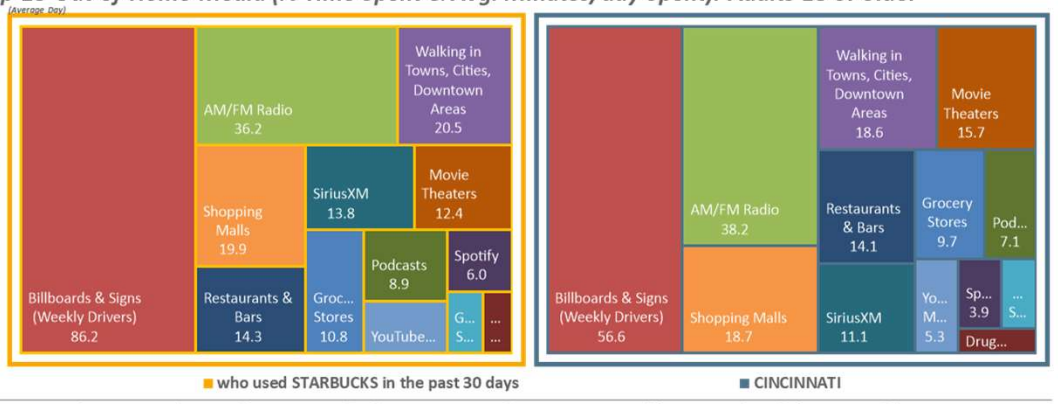


211,533 or 89.7% of Adults 18 or older who used STARBUCKS in the past 30 days spend an average of 86.2 minutes per day driving, seeing Billboards and Signs. 71.6% Listen to Local Radio Stations Out-of-Home for an average of 34.5 minutes/day.

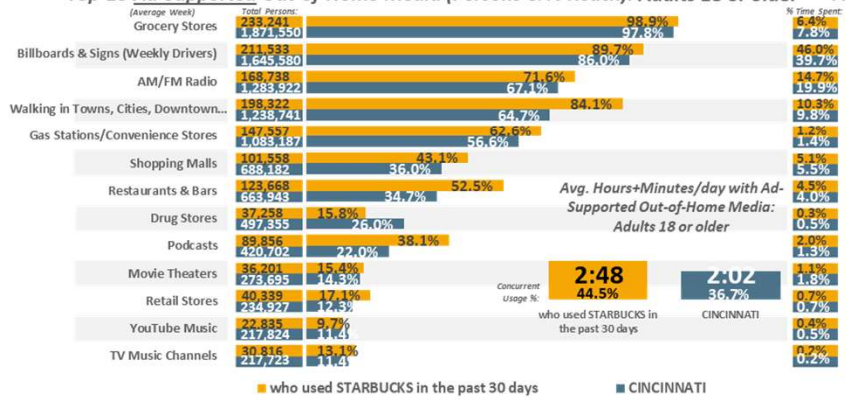
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



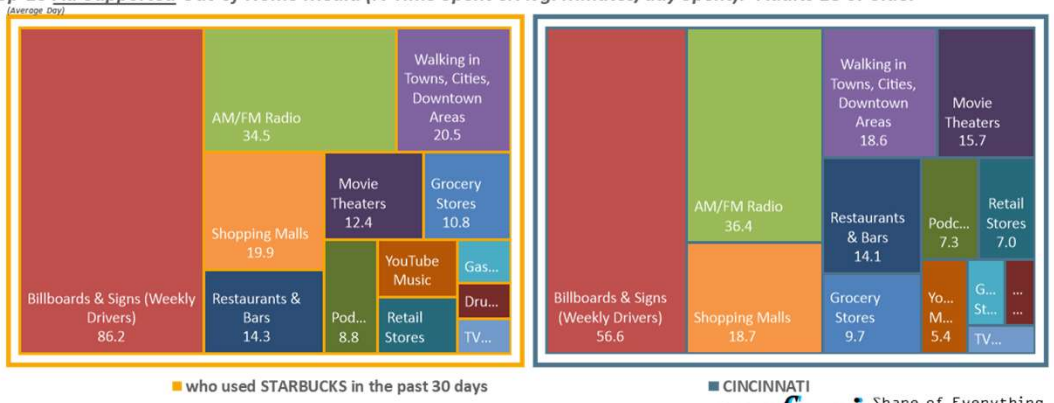
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 248

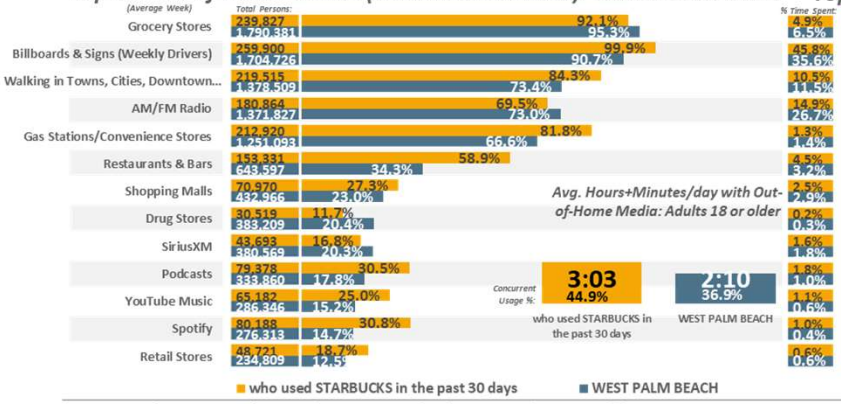
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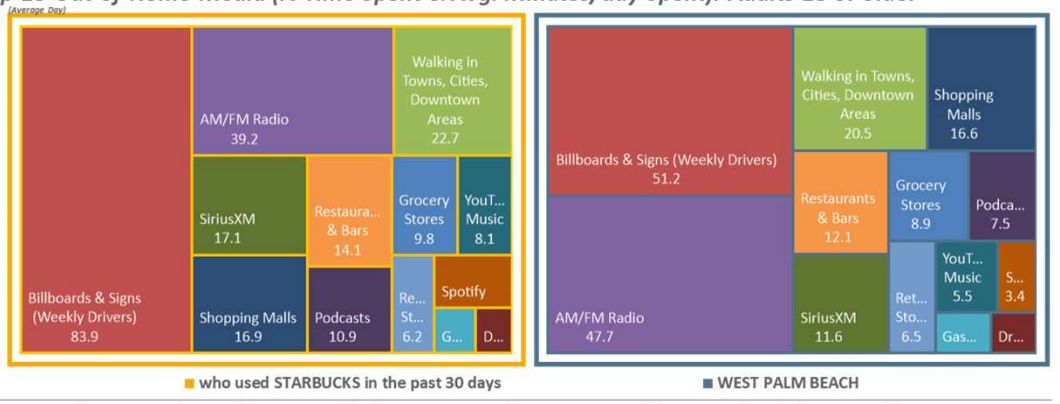
Quick service restaurants used past 30 days: Starbucks

259,900 or 99.9% of Adults 18 or older who used STARBUCKS in the past 30 days spend an average of 83.9 minutes per day driving, seeing Billboards and Signs. 65.2% Listen to Local Radio Stations Out-of-Home for an average of 34.7 minutes/day.

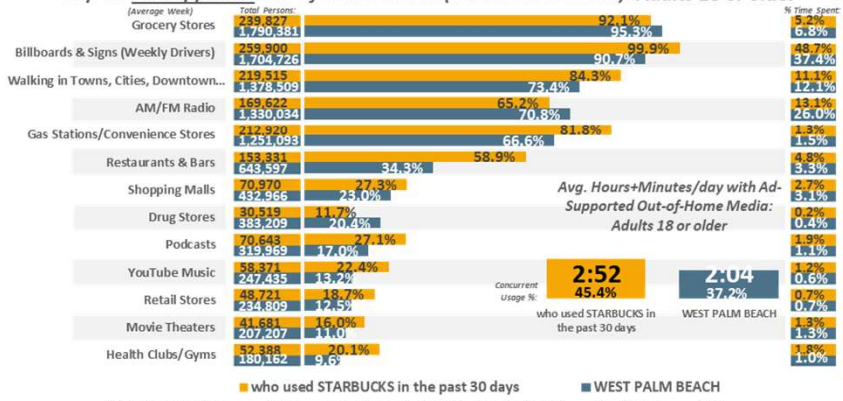
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



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



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 267

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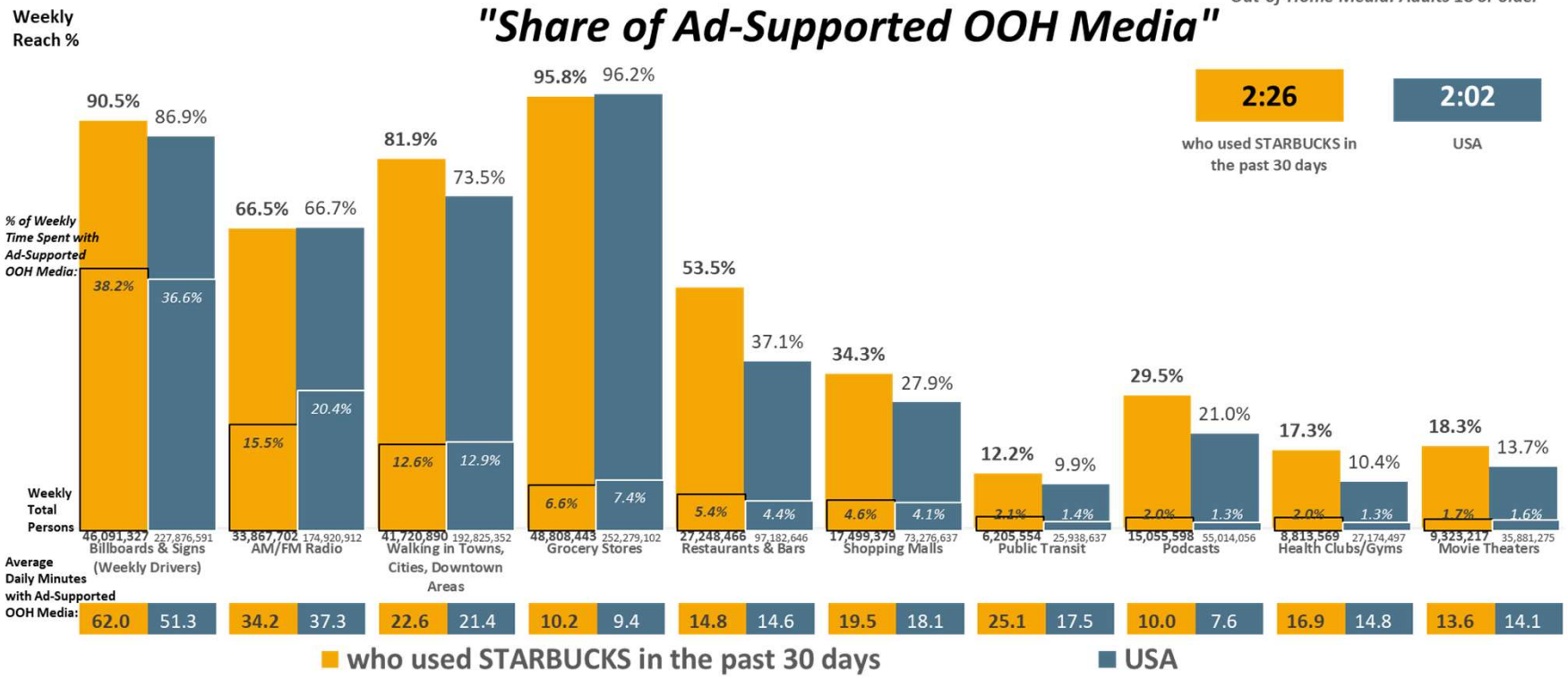
Quick service restaurants used past 30 days: Starbucks



46,091,327 or 90.5% of Adults 18 or older who used STARBUCKS in the past 30 days spend an average of 62. minutes per day driving, seeing Billboards and Signs representing 38.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 4,209

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

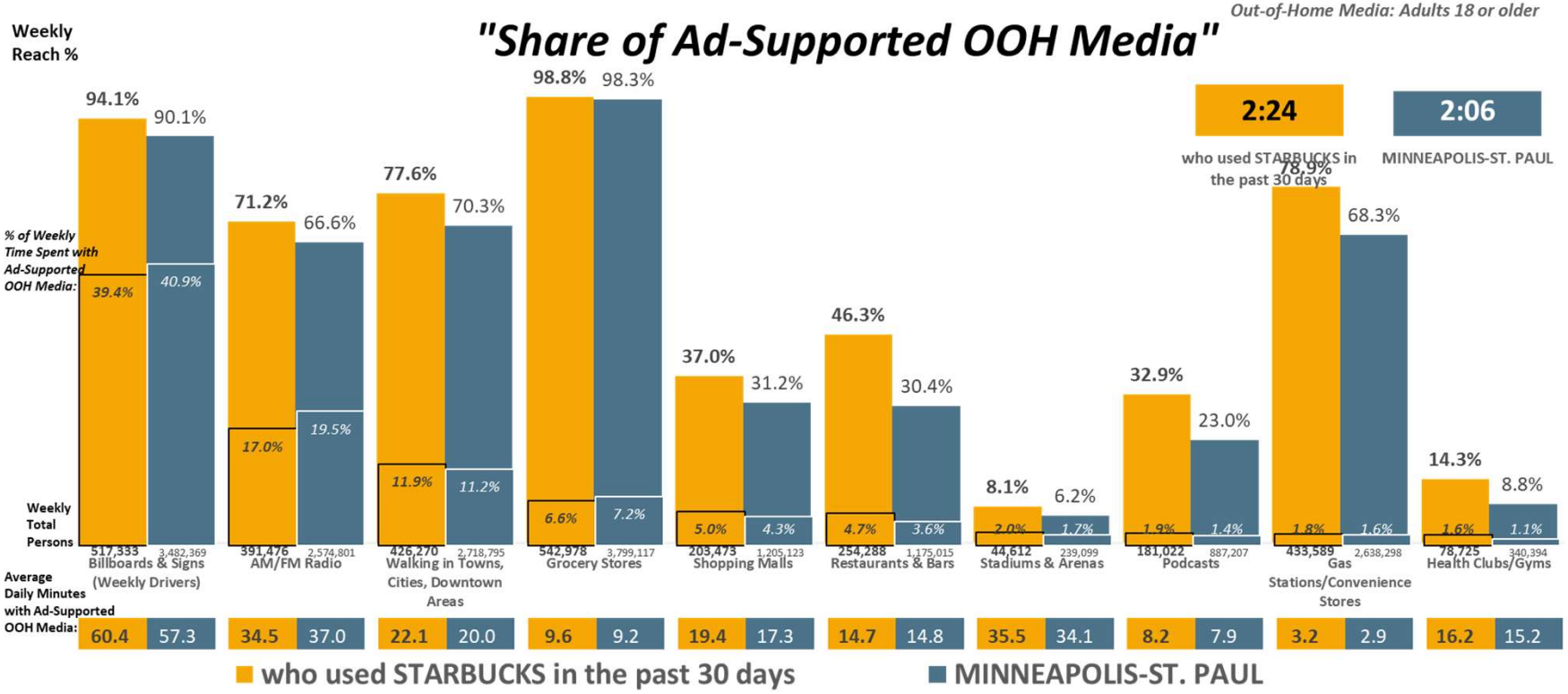
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Quick service restaurants used past 30 days: Starbucks



517,333 or 94.1% of Adults 18 or older who used STARBUCKS in the past 30 days spend an average of 60.4 minutes per day driving, seeing Billboards and Signs representing 39.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 275 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

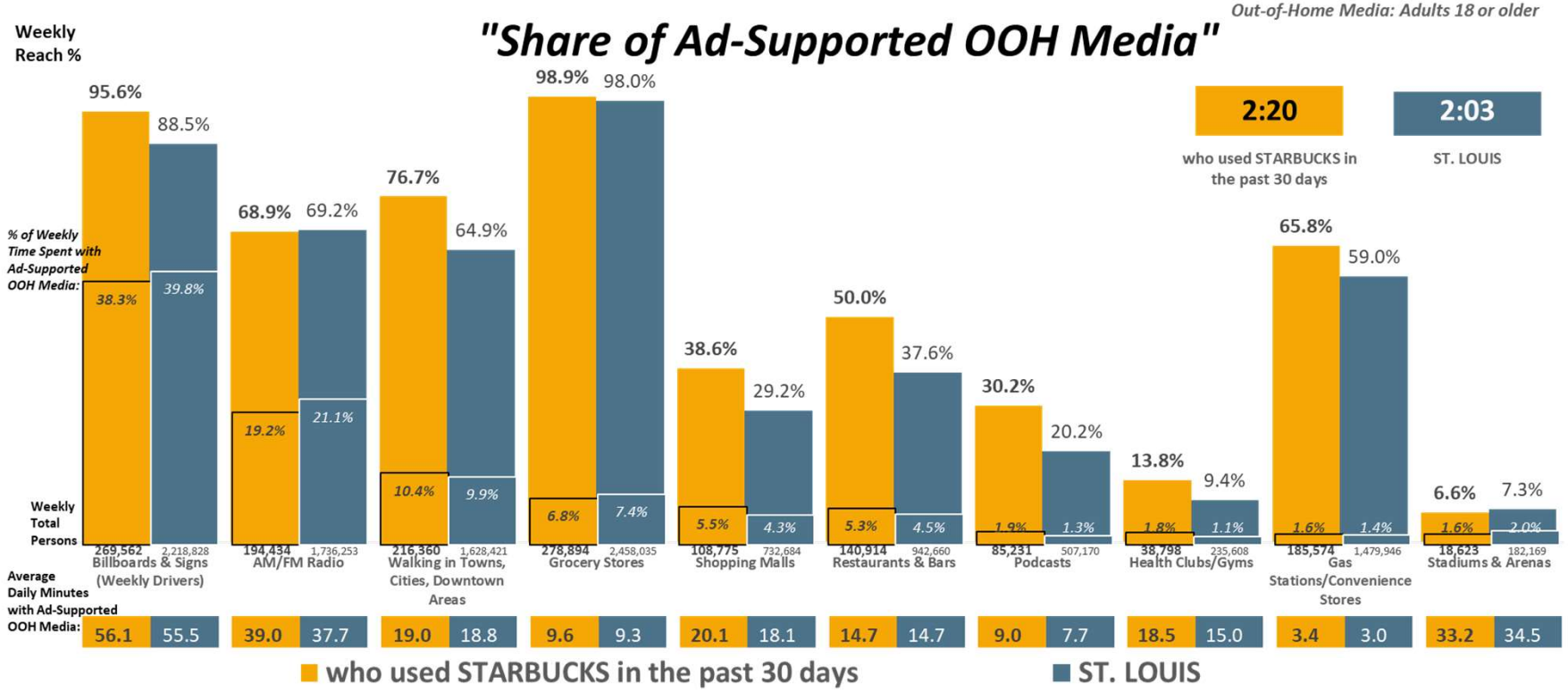
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Quick service restaurants used past 30 days: Starbucks

269,562 or 95.6% of Adults 18 or older who used STARBUCKS in the past 30 days spend an average of 56.1 minutes per day driving, seeing Billboards and Signs representing 38.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 239 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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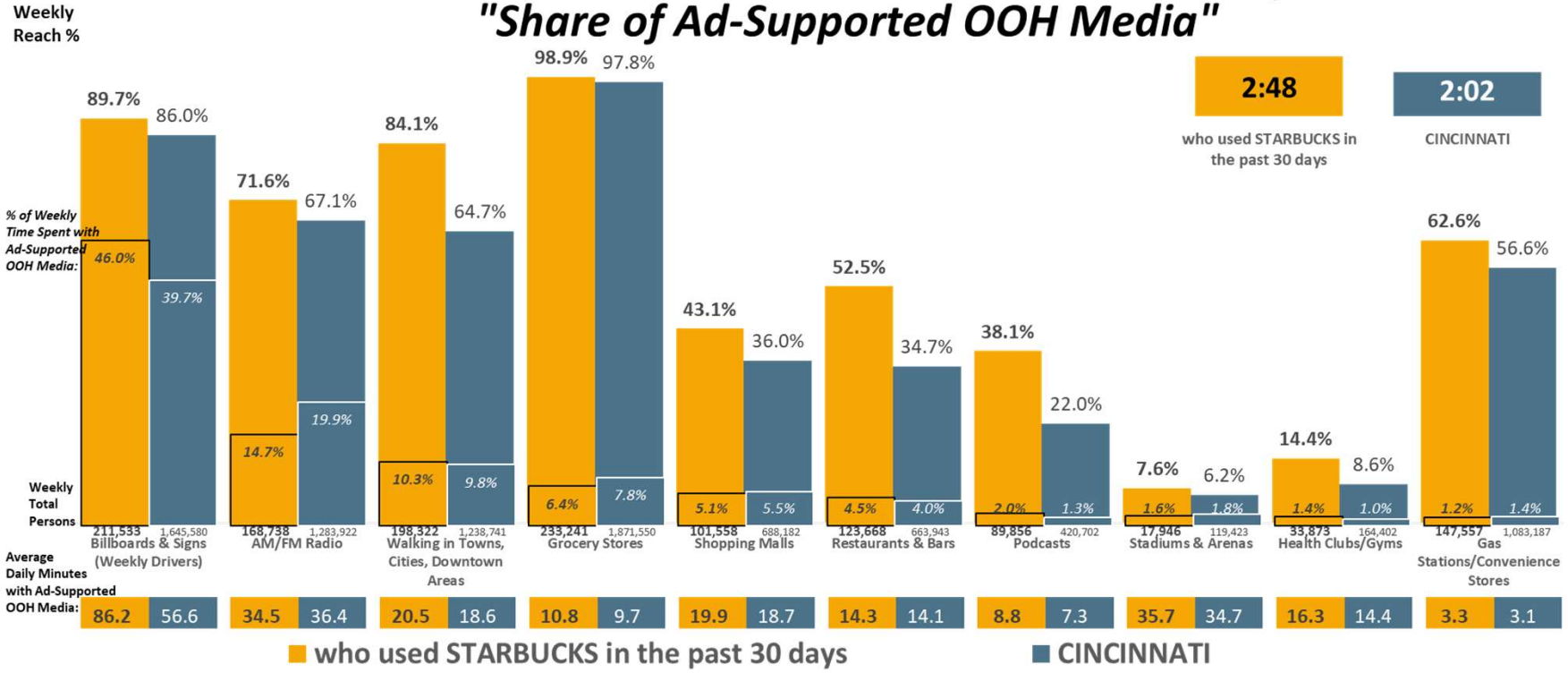
Quick service restaurants used past 30 days: Starbucks



211,533 or 89.7% of Adults 18 or older who used STARBUCKS in the past 30 days spend an average of 86.2 minutes per day driving, seeing Billboards and Signs representing 46.% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 248 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

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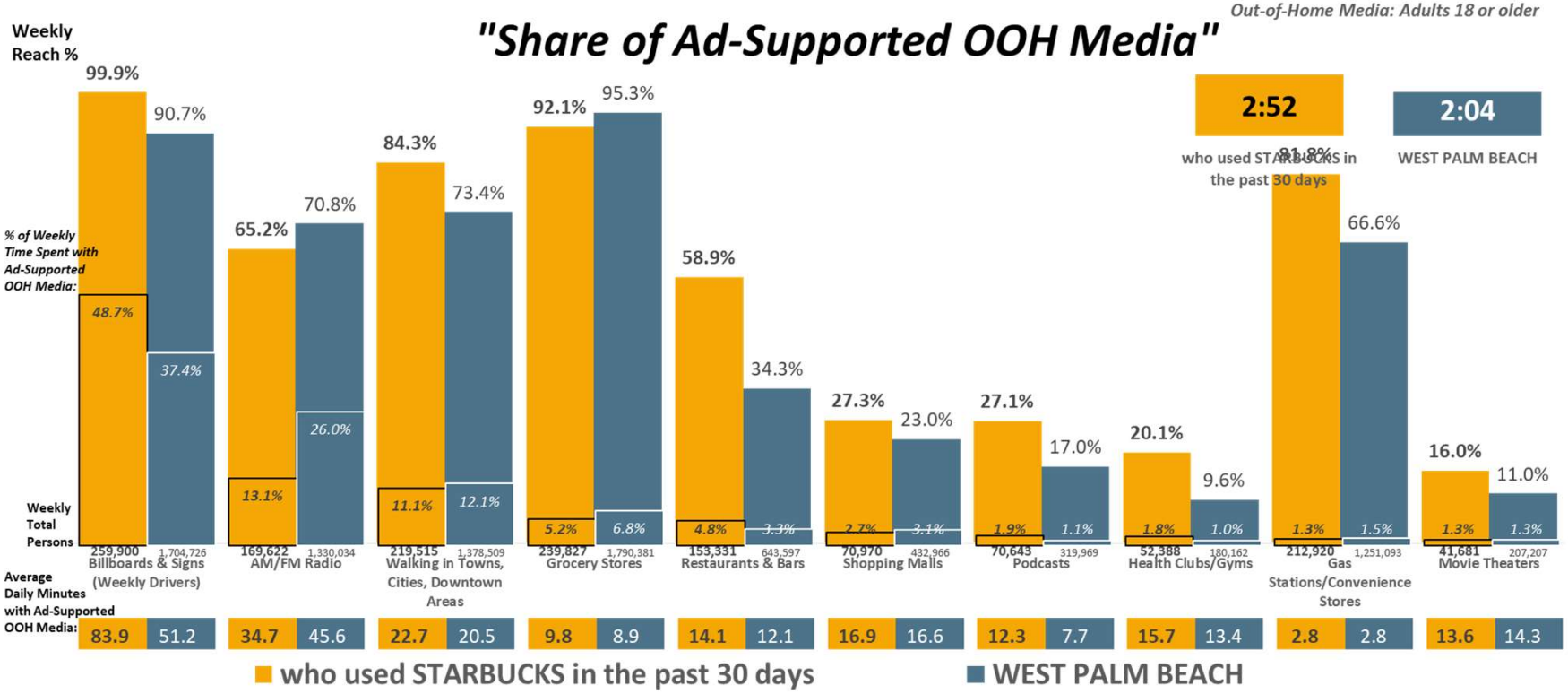
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Quick service restaurants used past 30 days: Starbucks



259,900 or 99.9% of Adults 18 or older who used STARBUCKS in the past 30 days spend an average of 83.9 minutes per day driving, seeing Billboards and Signs representing 48.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 267 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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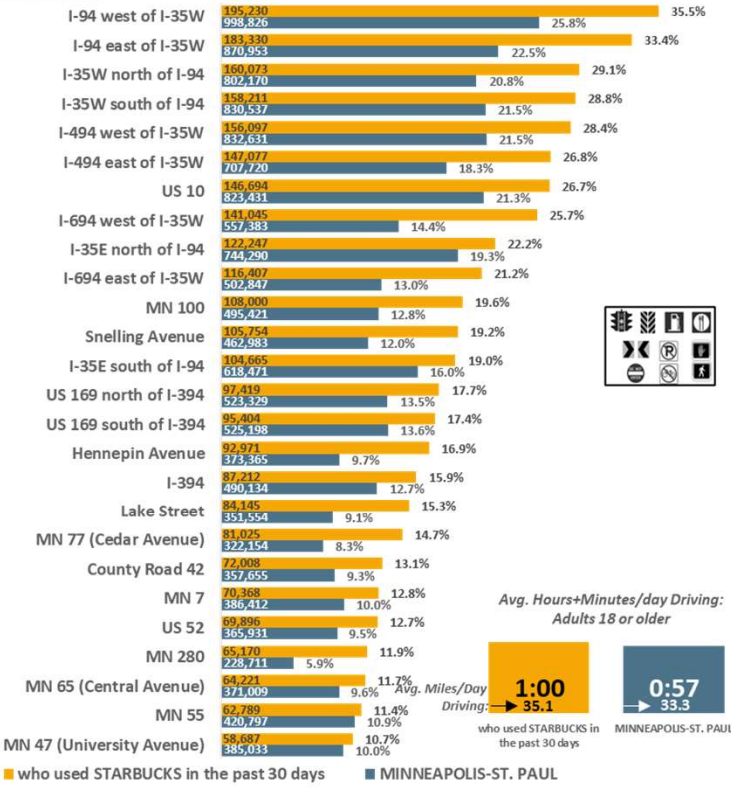
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Quick service restaurants used past 30 days: Starbucks



517,333 or 94.1% of Adults 18 or older who used STARBUCKS in the past 30 days spend an average of 60.4 minutes per day driving an average of 35.1 miles each day and are 77.9% more likely to use I-694 west of I-35W than the Metro average.

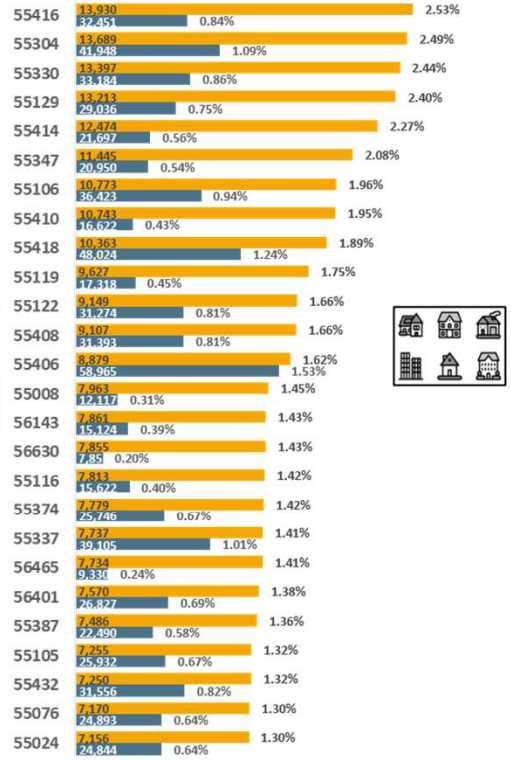
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



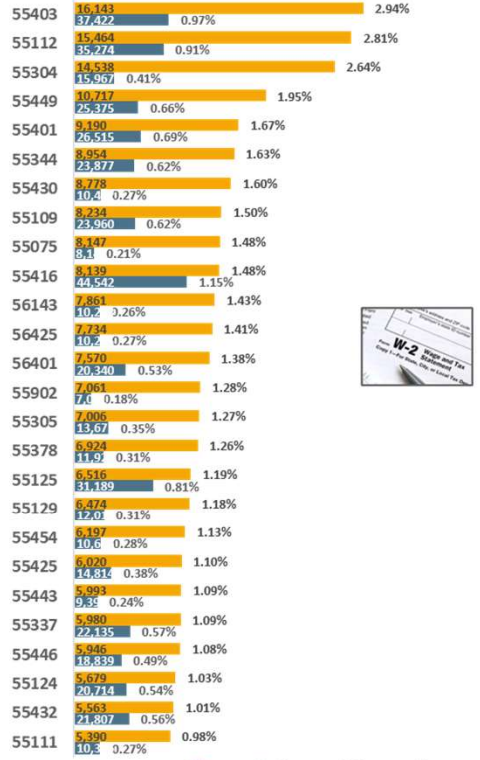
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving:

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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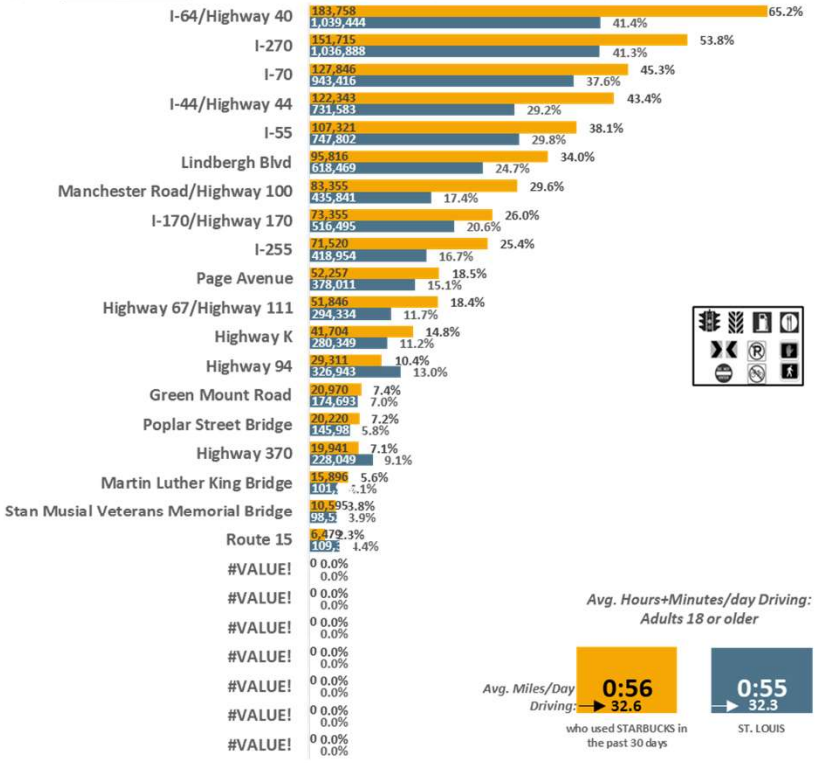
MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 275

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Quick service restaurants used past 30 days: Starbucks

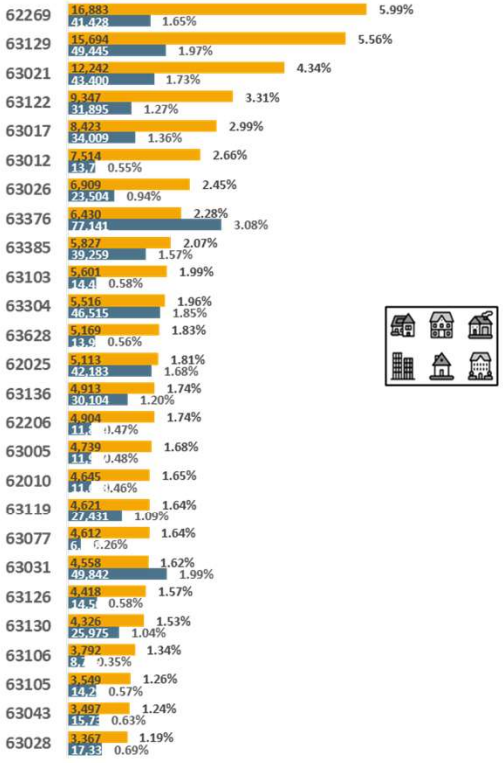
269,562 or 95.6% of Adults 18 or older who used STARBUCKS in the past 30 days spend an average of 56.1 minutes per day driving an average of 32.6 miles each day and are 70.1% more likely to use Manchester Road/Highway 100 than the Metro average.

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

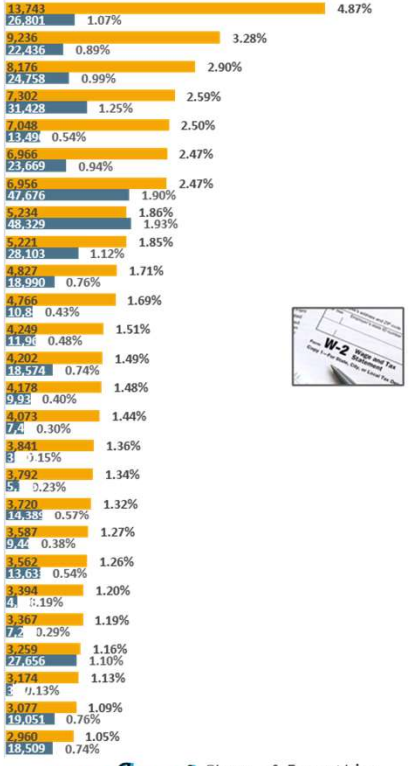


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 239

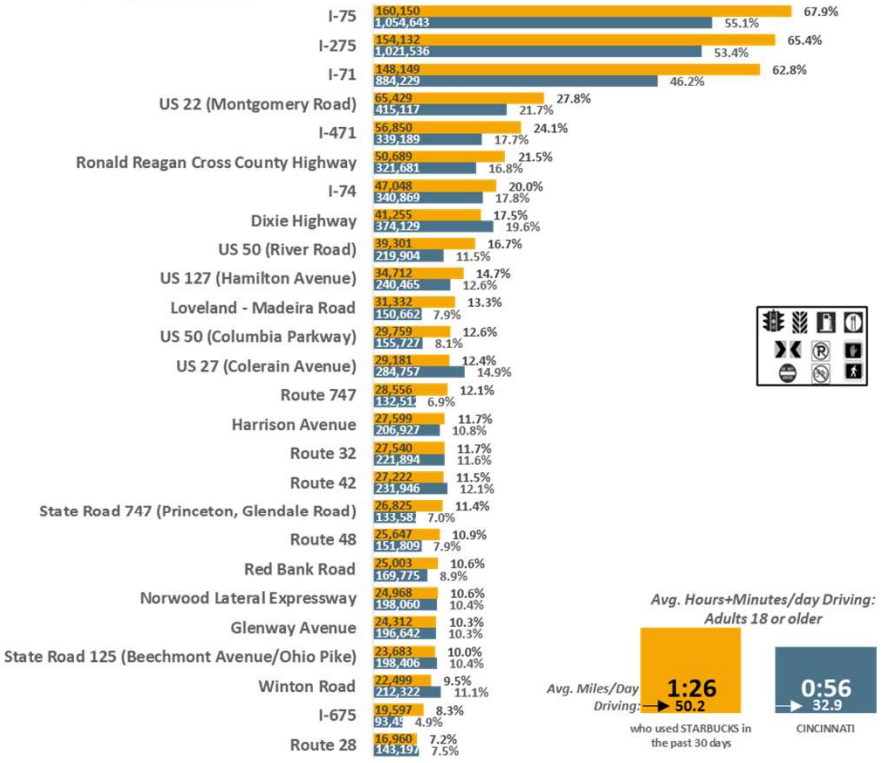
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Quick service restaurants used past 30 days: Starbucks



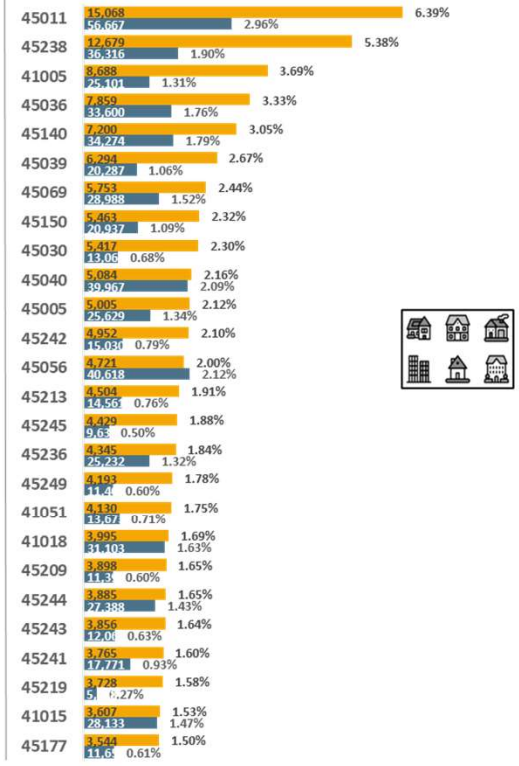
211,533 or 89.7% of Adults 18 or older who used STARBUCKS in the past 30 days spend an average of 86.2 minutes per day driving an average of 50.2 miles each day and are 74.9% more likely to use Route 747 than the Metro average.

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

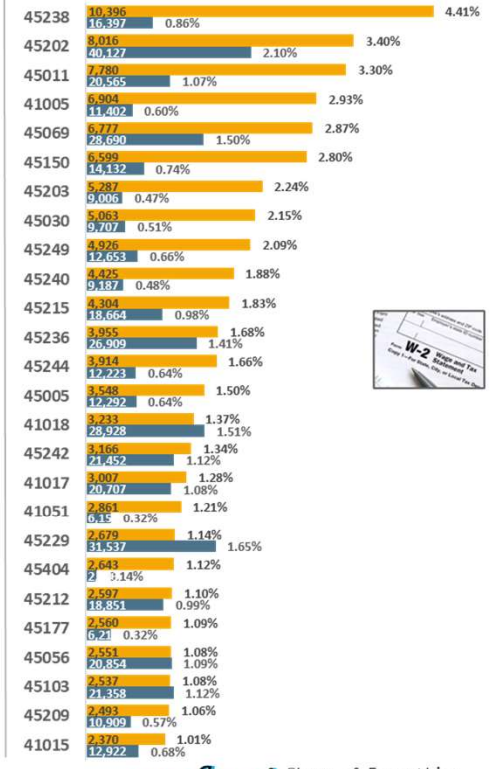


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 248

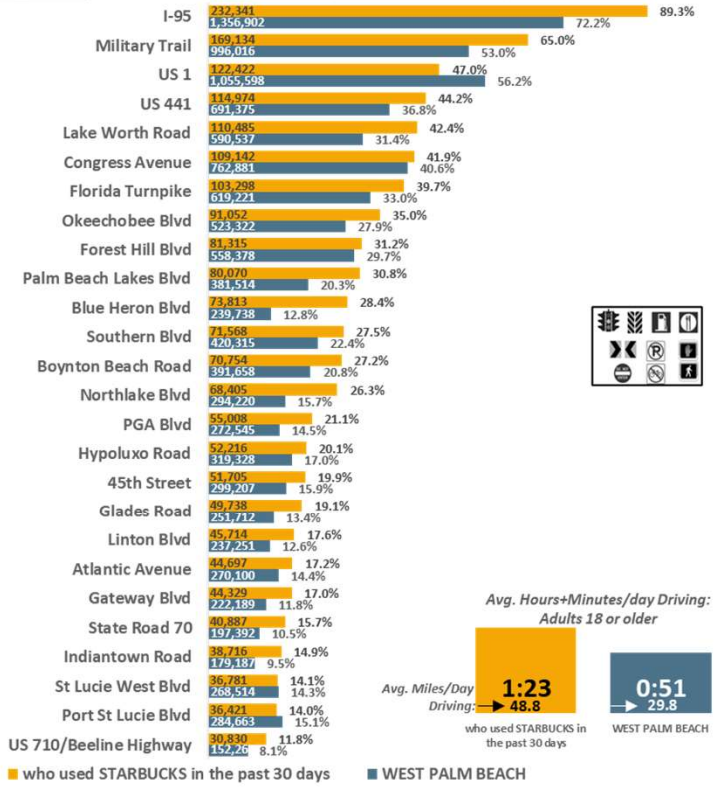
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Quick service restaurants used past 30 days: Starbucks



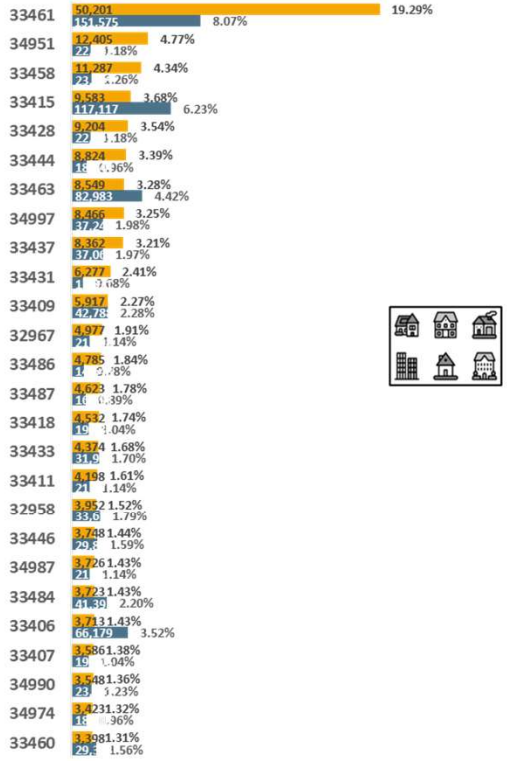
259,900 or 99.9% of Adults 18 or older who used STARBUCKS in the past 30 days spend an average of 83.9 minutes per day driving an average of 48.8 miles each day and are 122.3% more likely to use Blue Heron Blvd than the Metro average.

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

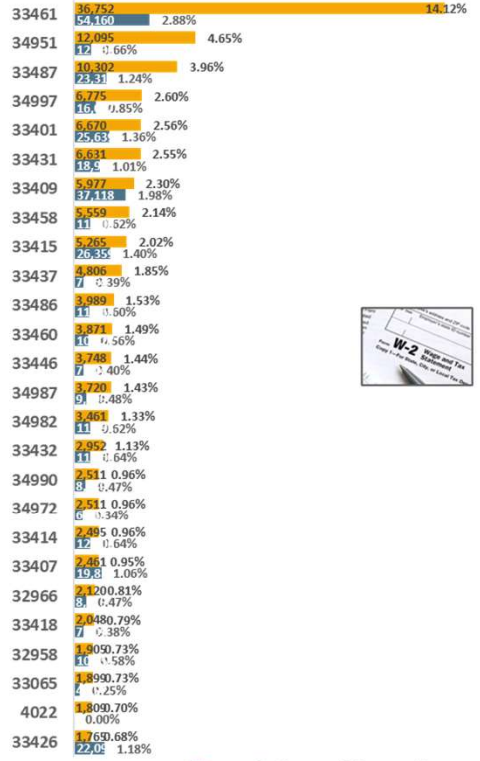


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



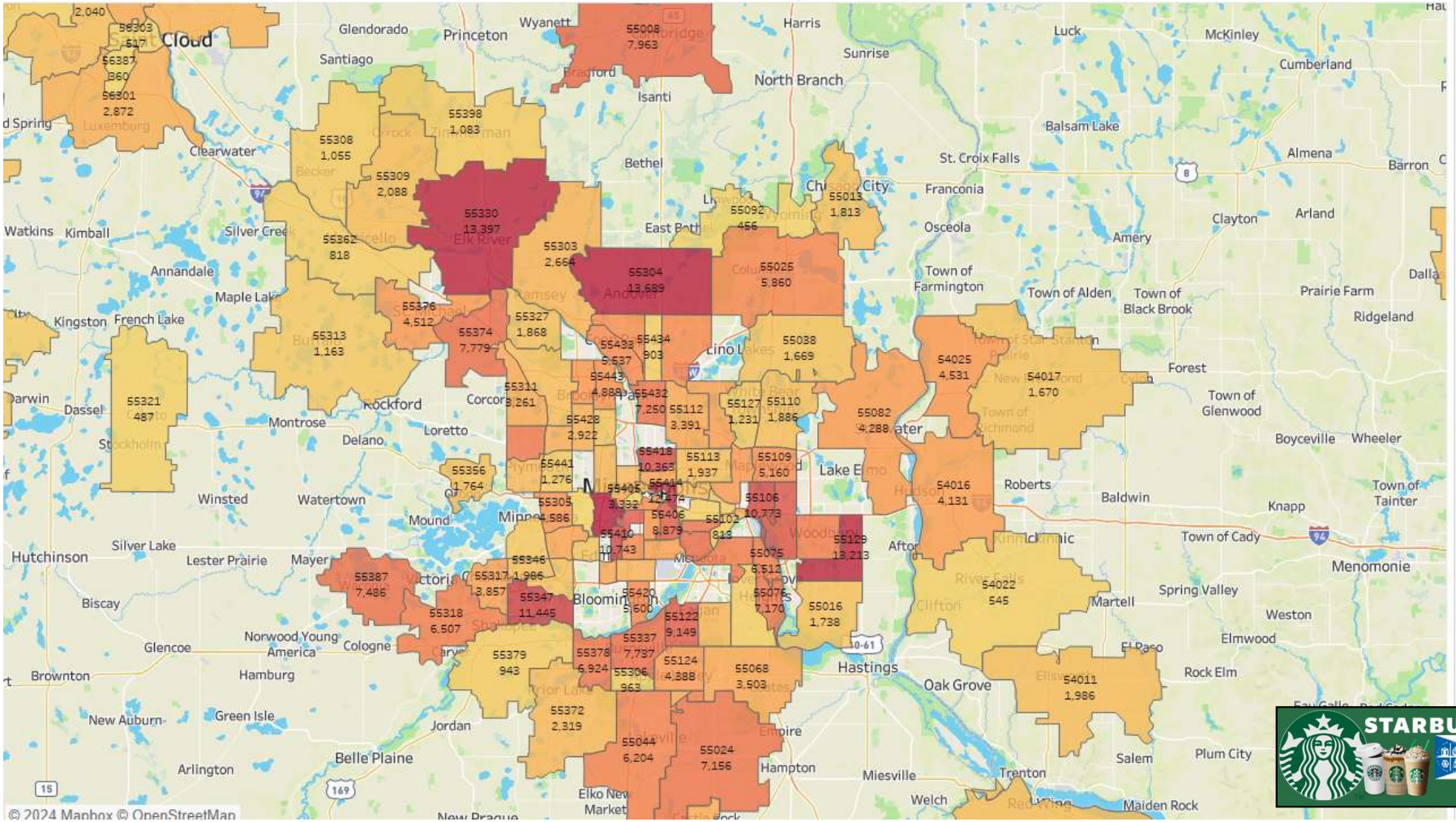
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WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 267

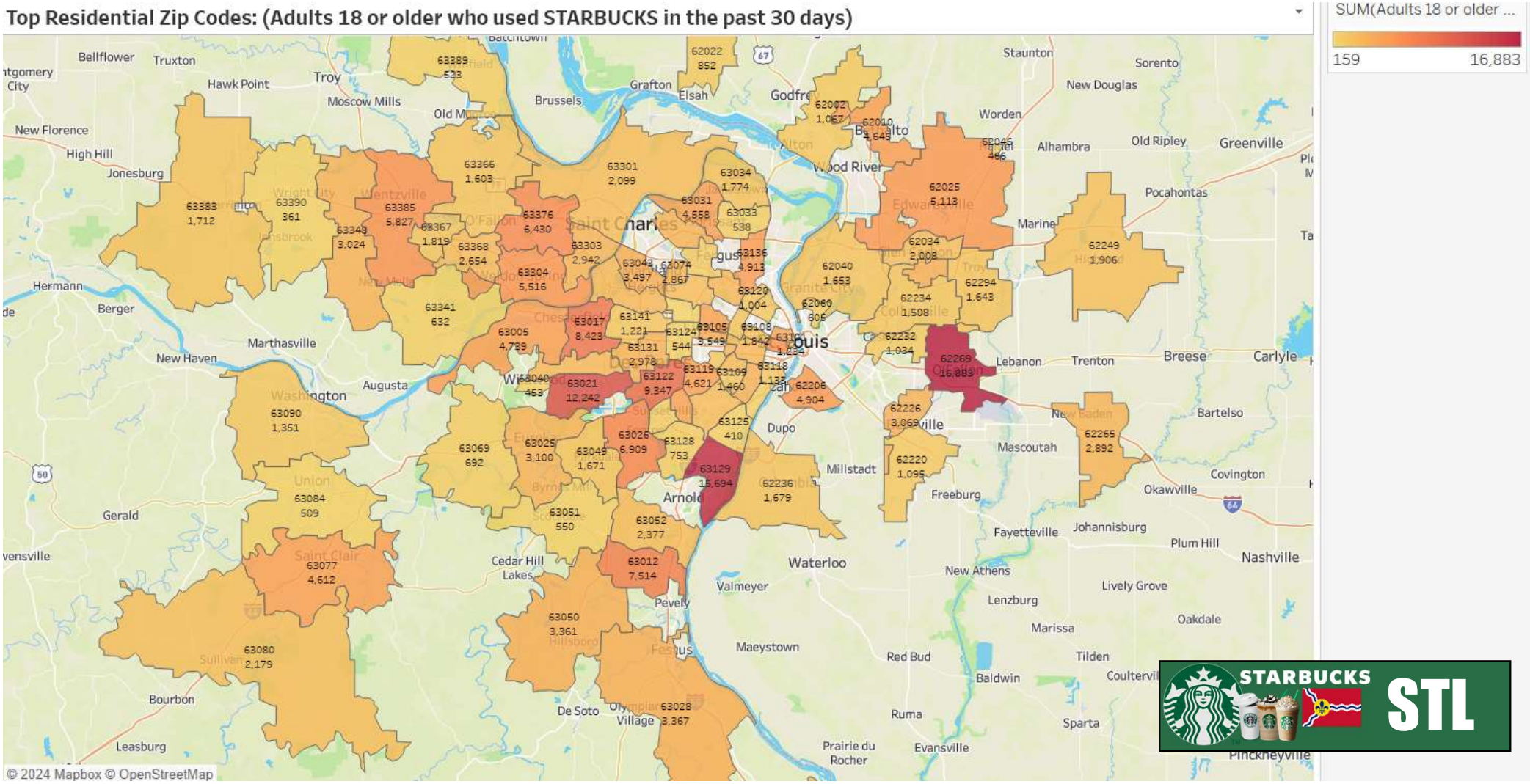
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Quick service restaurants used past 30 days: Starbucks

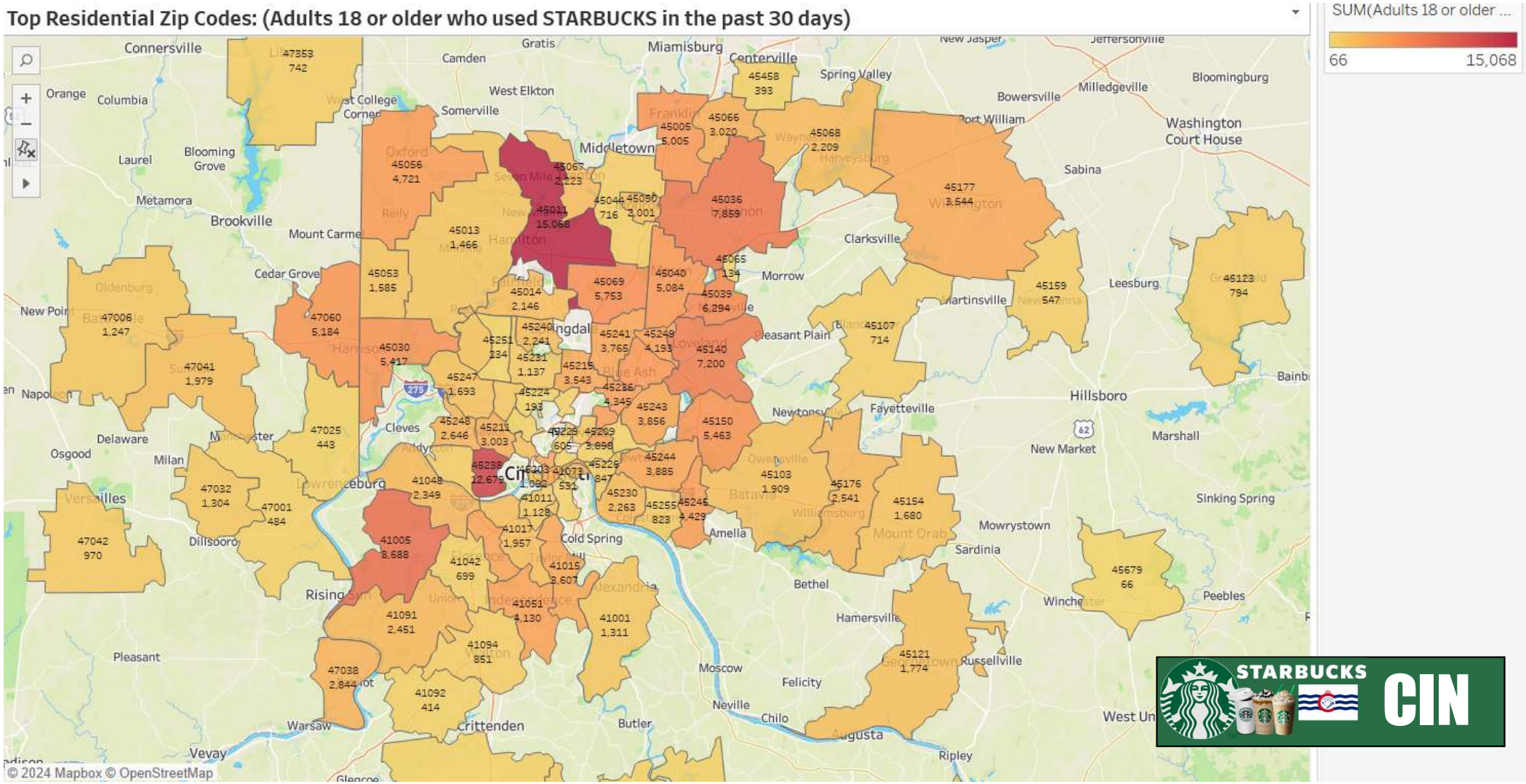
Top Residential Zip Codes: (Adults 18 or older who used STARBUCKS in the past 30 days)



Quick service restaurants used past 30 days: Starbucks

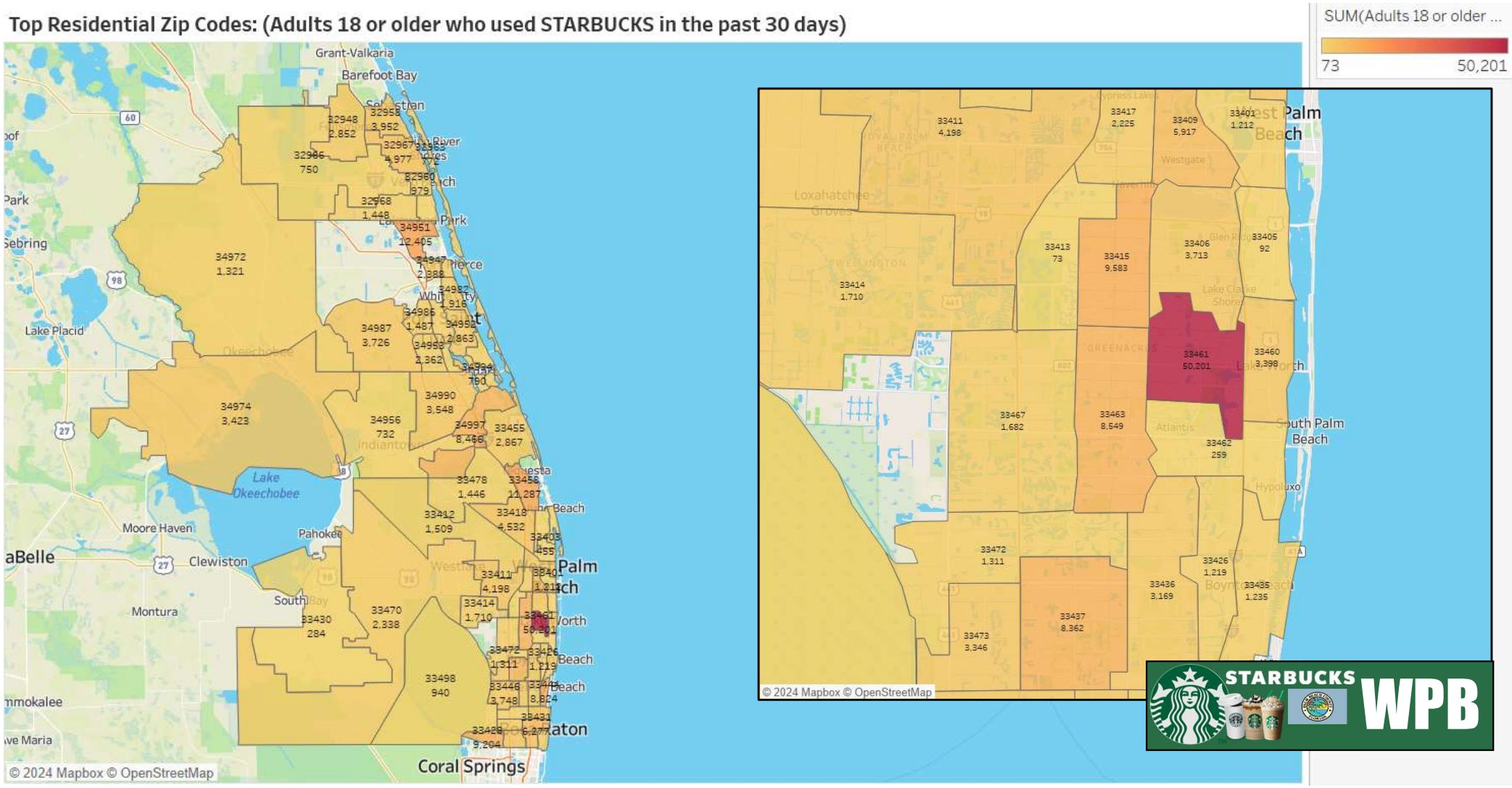


Quick service restaurants used past 30 days: Starbucks



Quick service restaurants used past 30 days: Starbucks

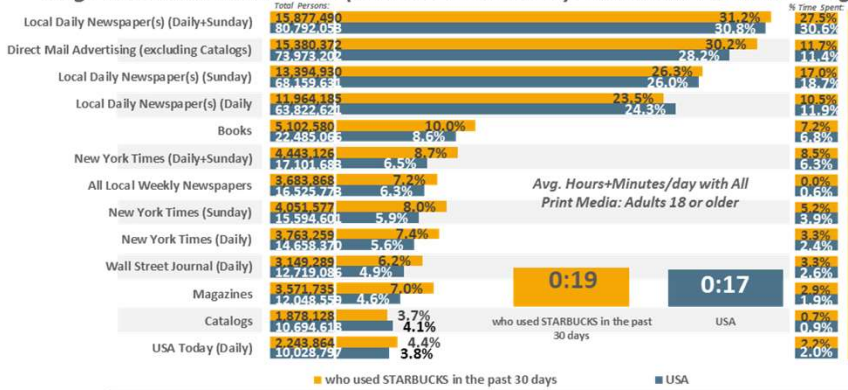
Top Residential Zip Codes: (Adults 18 or older who used STARBUCKS in the past 30 days)



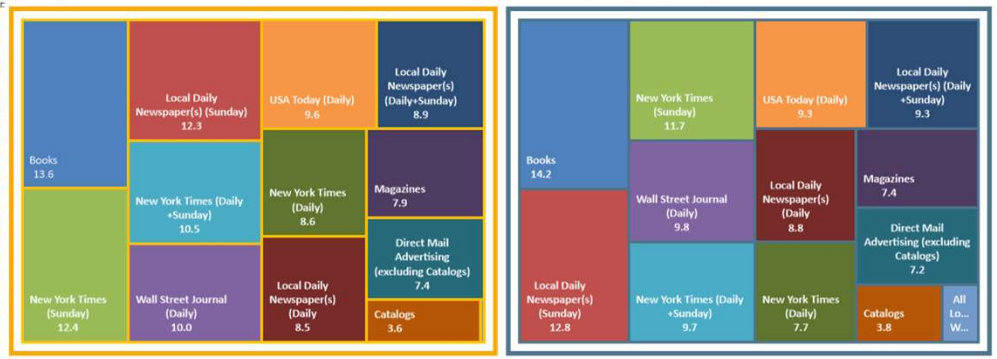
Quick service restaurants used past 30 days: Starbucks

15,877,490 or 31.2% of Adults 18 or older who used STARBUCKS in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.9 minutes every day representing 29.6% of all time spent daily with All forms of Print Media.

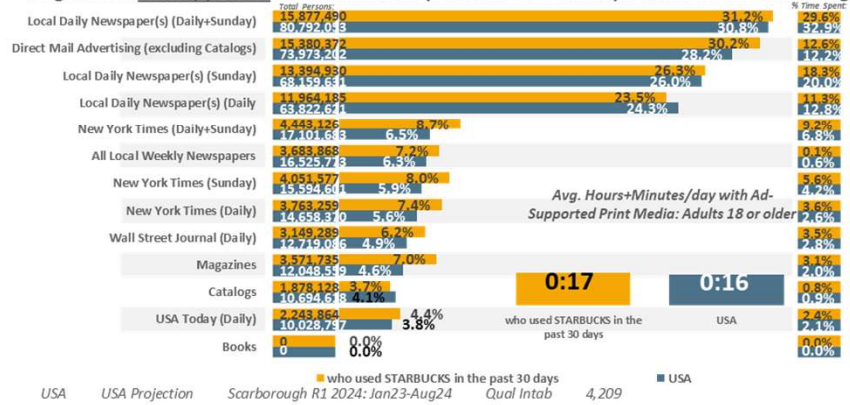
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 4,209

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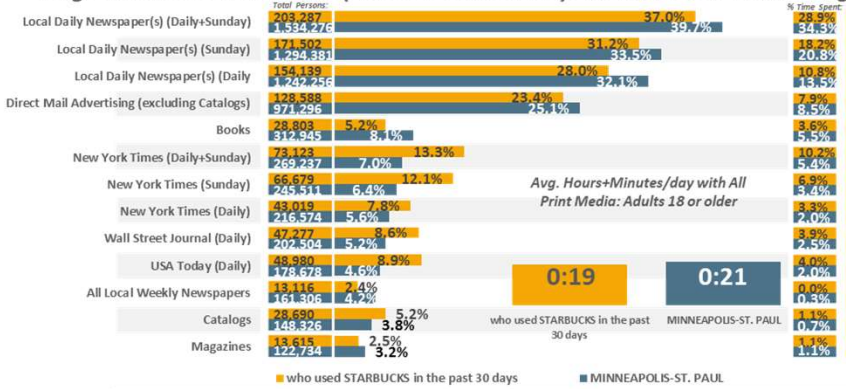
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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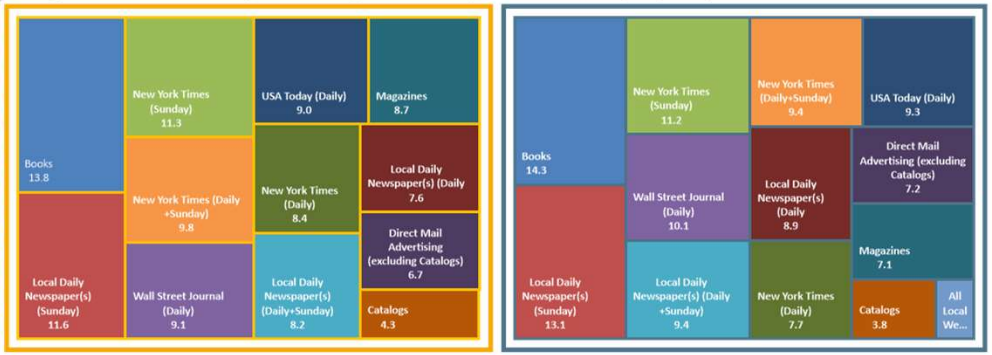
Quick service restaurants used past 30 days: Starbucks

203,287 or 37.% of Adults 18 or older who used STARBUCKS in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.2 minutes every day representing 30.% of all time spent daily with All forms of Print Media.

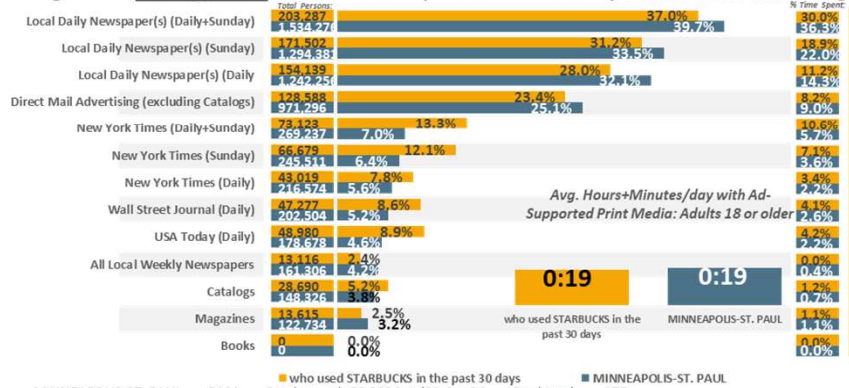
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



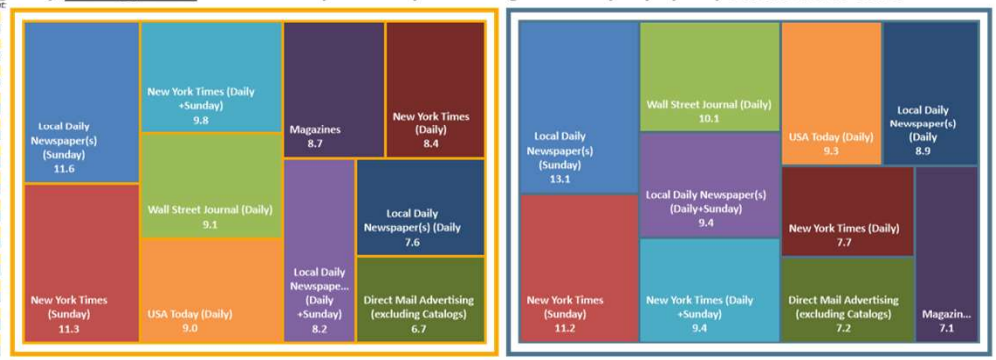
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 275

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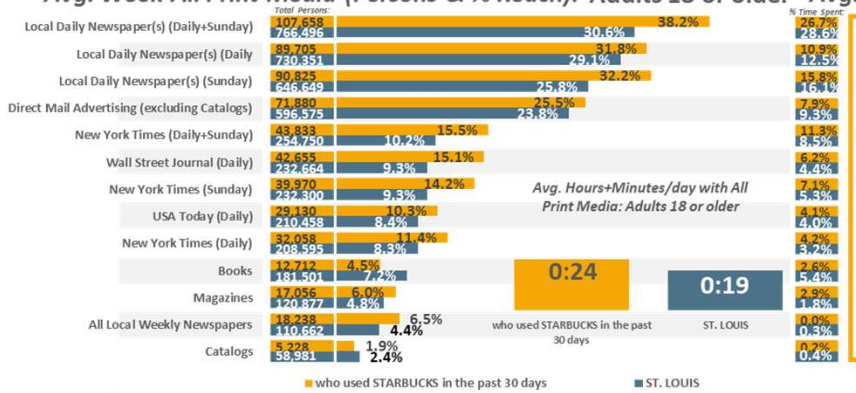
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Quick service restaurants used past 30 days: Starbucks

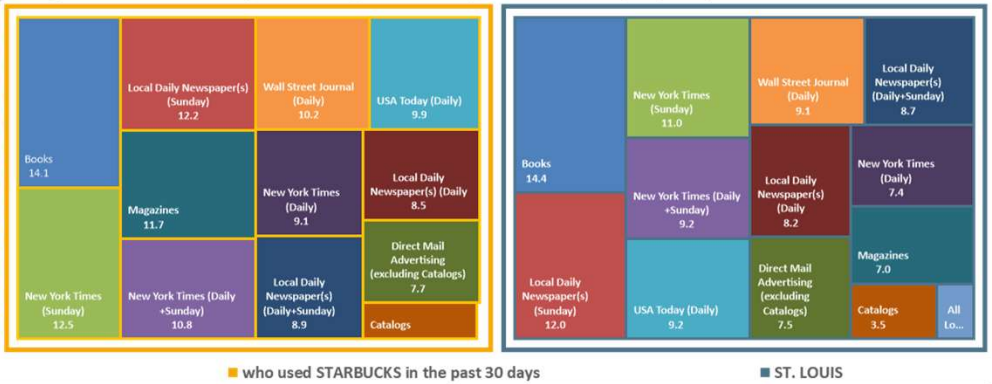


107,658 or 38.2% of Adults 18 or older who used STARBUCKS in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.9 minutes every day representing 27.4% of all time spent daily with All forms of Print Media.

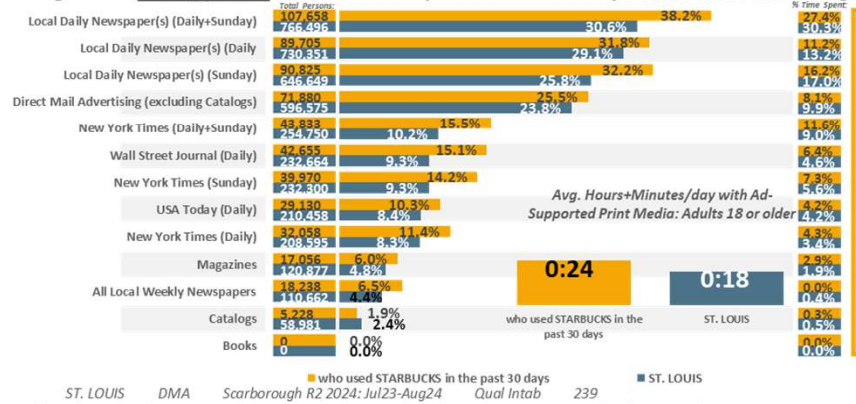
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



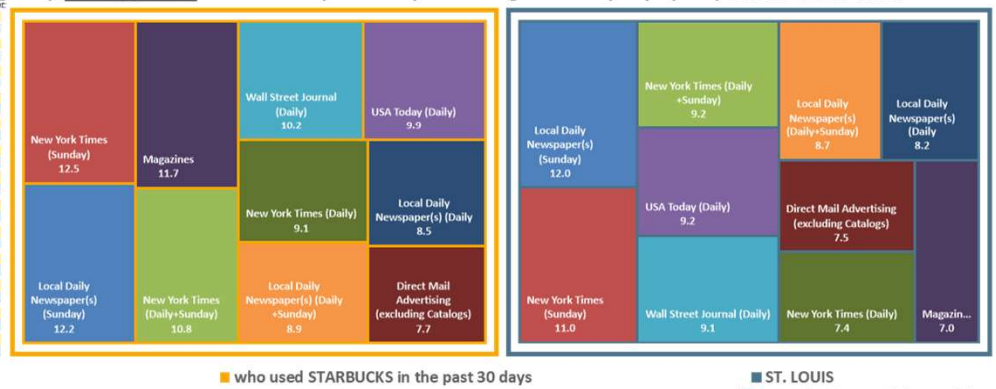
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 239

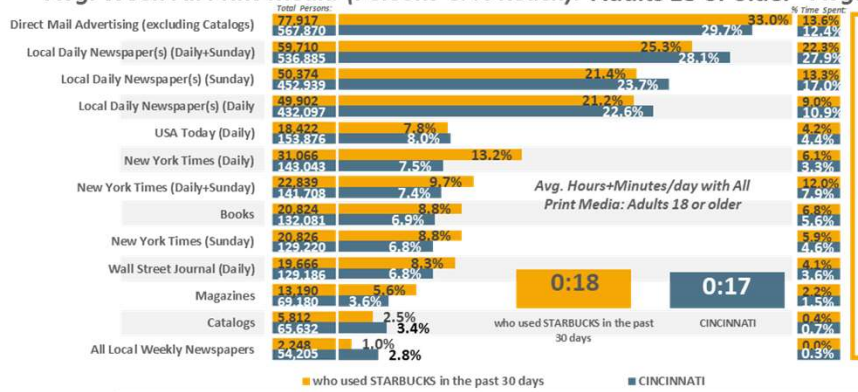
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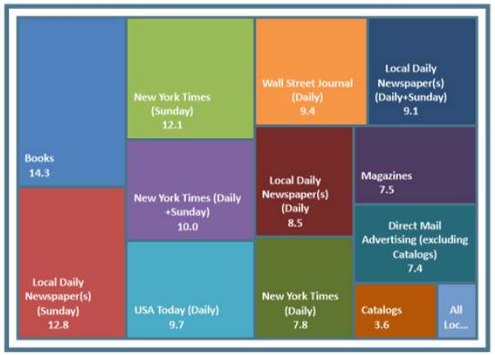
Quick service restaurants used past 30 days: Starbucks

59,710 or 25.3% of Adults 18 or older who used STARBUCKS in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.4 minutes every day representing 23.9% of all time spent daily with All forms of Print Media.

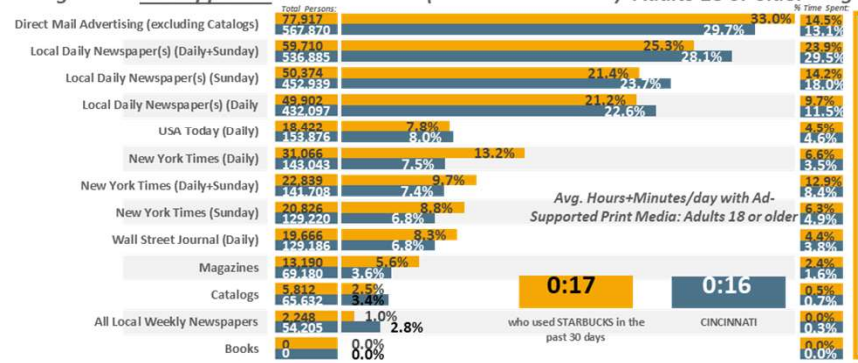
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older

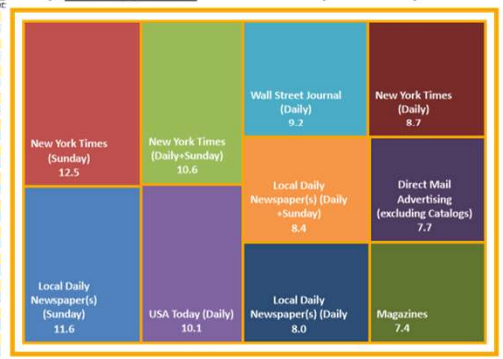


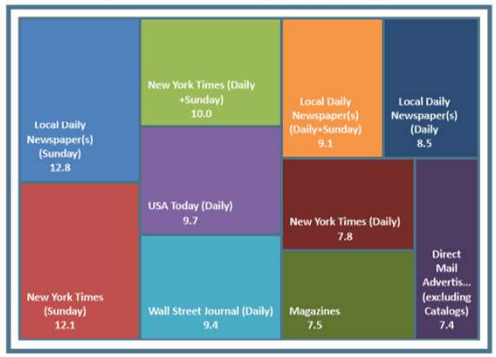




Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older







CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 248

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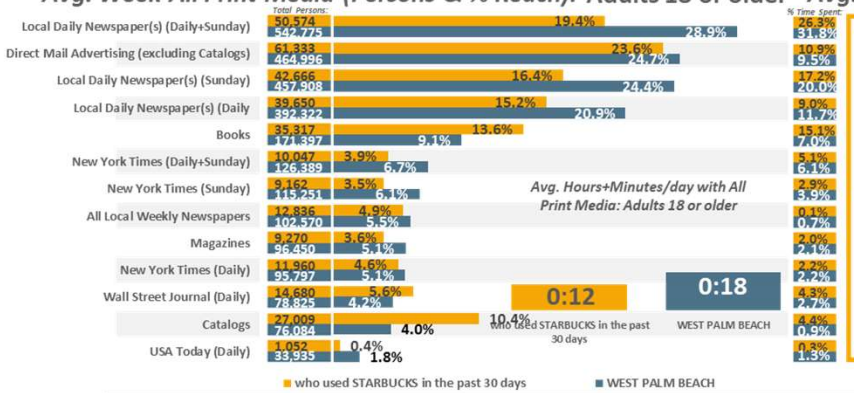
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Quick service restaurants used past 30 days: Starbucks

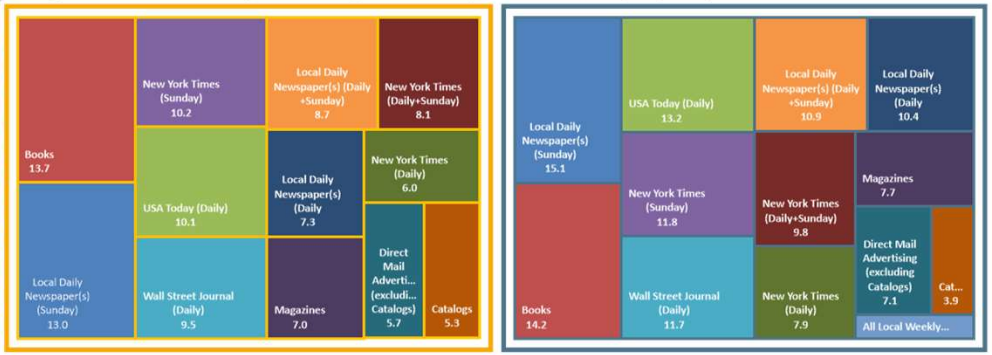


50,574 or 19.4% of Adults 18 or older who used STARBUCKS in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.7 minutes every day representing 30.9% of all time spent daily with All forms of Print Media.

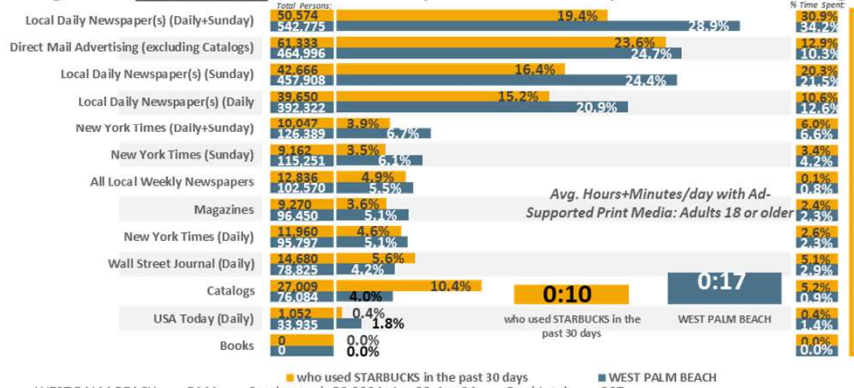
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



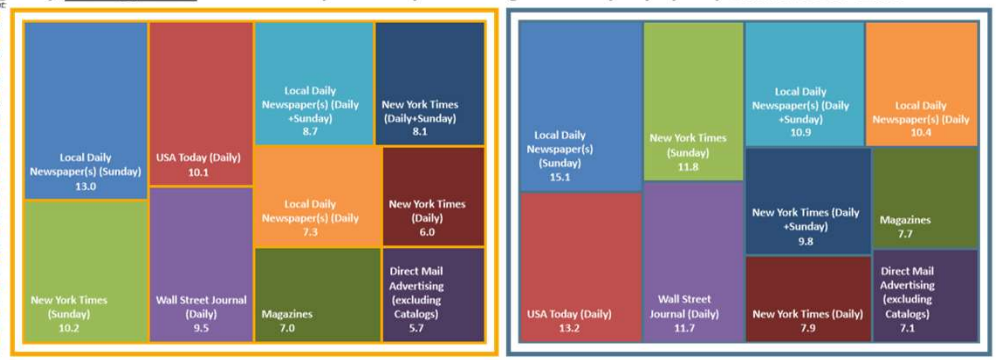
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 267

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Quick service restaurants used past 30 days: Starbucks