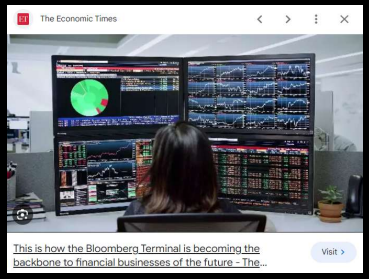
USA+4 More DMAs – P18+ who Shopped for Groceries at WHOLE FOODS MARKET in the past 7 days!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI** and **WEST PALM BEACH DMA** P18+ who **Shopped for Groceries at WHOLE FOODS MARKET in the past 7 days** as of March 31, 2025.



WHOLE FOODS MARKET

WHOLE FOODS MARKET USA

WHOLE FOODS MARKET MSP

WHOLE FOODS MARKET STL

WHOLE FOODS MARKET CIN

WHOLE FOODS MARKET WPB

P18+

amazon Vanguard BlackRock

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

HUBBARD BROADCASTING INC. HB INC.

Grocery stores shopped past 7 days (HHLD): Whole Foods Market

WHOLE FOODS MARKET — USA

7.3% or 19,189,585 of USA Adults 18 or older Shopped for Groceries at WHOLE FOODS MARKET past 7 days. Typical Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days are 47.2 years old (3.3% younger than average) and have a $128,300 (37.% higher than average) annual household income.

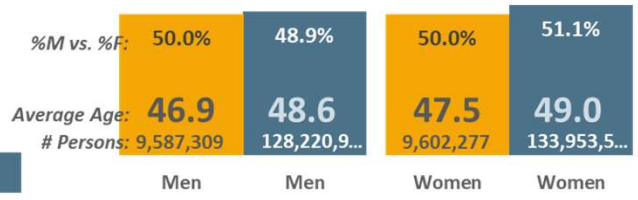
Percent of Market: Adults 18 or older



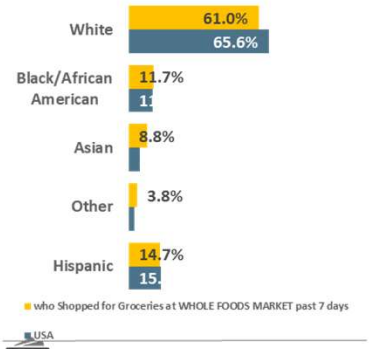
Total Persons:

19,189,585 | 242,984,915

Gender of Target vs. Market: Adults 18 or older



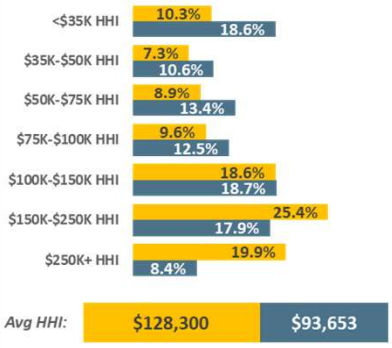
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $128,300 | $93,653

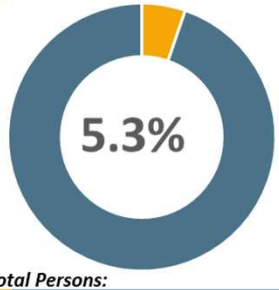
USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,872

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

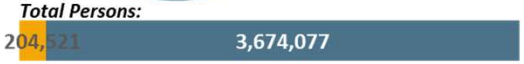
5.3% or 204,521 of MSP DMA Adults 18 or older Shopped for Groceries at WHOLE FOODS MARKET past 7 days. Typical Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days are 47.5 years old (2.5% younger than average) and have a $145,235 (33.8% higher than average) annual household …

Percent of Market: Adults 18 or older

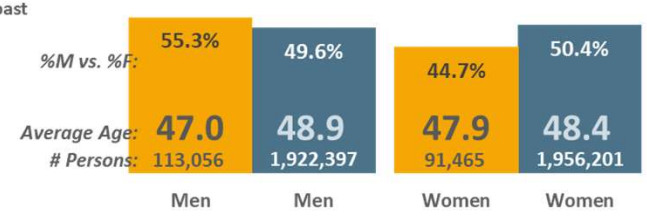


- who Shopped for Groceries at WHOLE FOODS MARKET past 7 days
- Remainder of MSP DMA

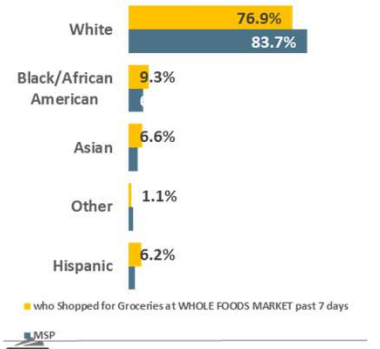
Total Persons:



Gender of Target vs. Market: Adults 18 or older



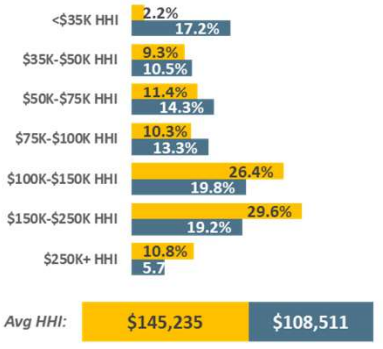
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $145,235 | $108,511

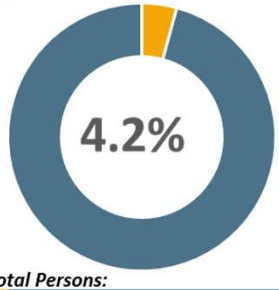
MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 116

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WHOLE FOODS MARKET STL

4.2% or 105,794 of STL DMA Adults 18 or older Shopped for Groceries at WHOLE FOODS MARKET past 7 days. Typical Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days are 44.4 years old (10.2% younger than average) and have a $163,572 (68.5% higher than average) annual household…

Percent of Market: Adults 18 or older

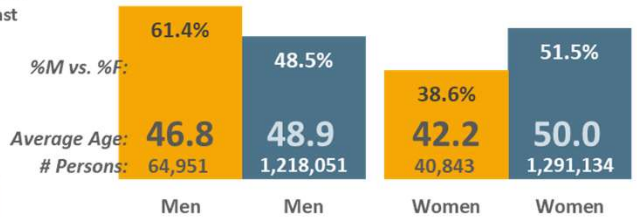


- who Shopped for Groceries at WHOLE FOODS MARKET past 7 days
- Remainder of STL DMA

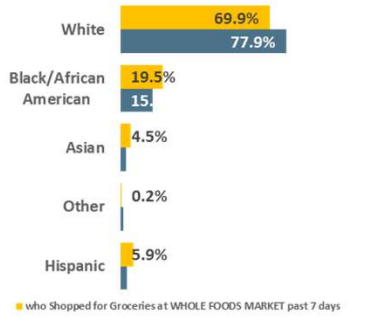
Total Persons:

105,794	2,403,391

Gender of Target vs. Market: Adults 18 or older



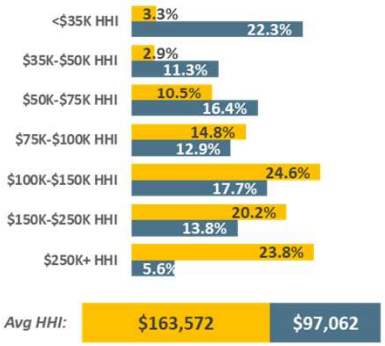
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



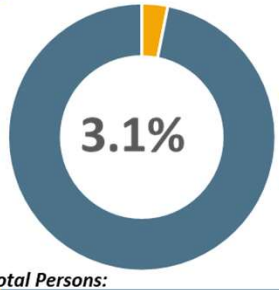
STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 91

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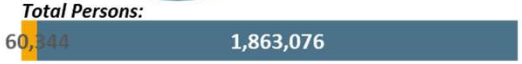
WHOLE FOODS MARKET — CIN

3.1% or 60,344 of CIN DMA Adults 18 or older Shopped for Groceries at WHOLE FOODS MARKET past 7 days. Typical Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days are 45.5 years old (6.6% younger than average) and have a $149,329 (53.1% higher than average) annual household …

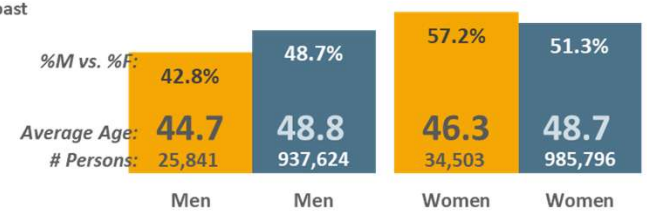
Percent of Market: Adults 18 or older



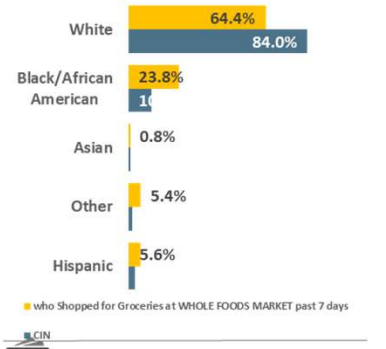
Total Persons:



Gender of Target vs. Market: Adults 18 or older



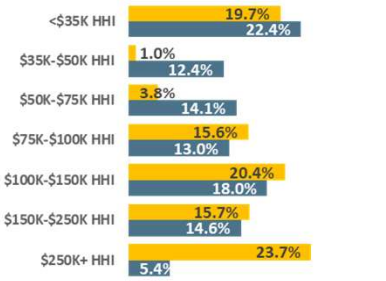
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $149,329 | $97,531

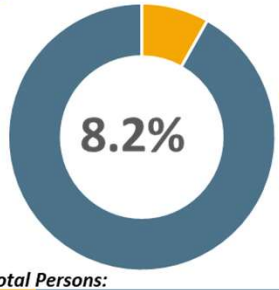
CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 74

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WHOLE FOODS MARKET — WPB

8.2% or 154,873 of WPB DMA Adults 18 or older Shopped for Groceries at WHOLE FOODS MARKET past 7 days. Typical Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days are 52.3 years old (2.% younger than average) and have a $130,535 (31.4% higher than average) annual household income.

Percent of Market: Adults 18 or older

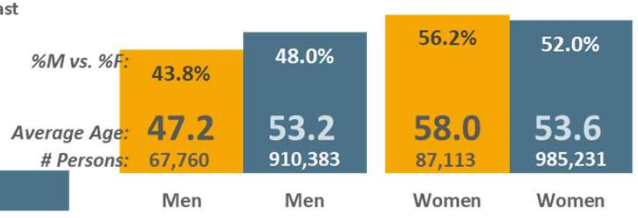


- who Shopped for Groceries at WHOLE FOODS MARKET past 7 days
- Remainder of WPB DMA

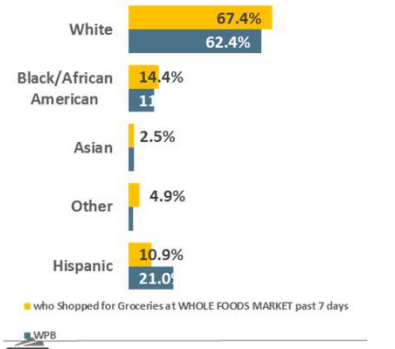
Total Persons:

154,873 | 1,740,741

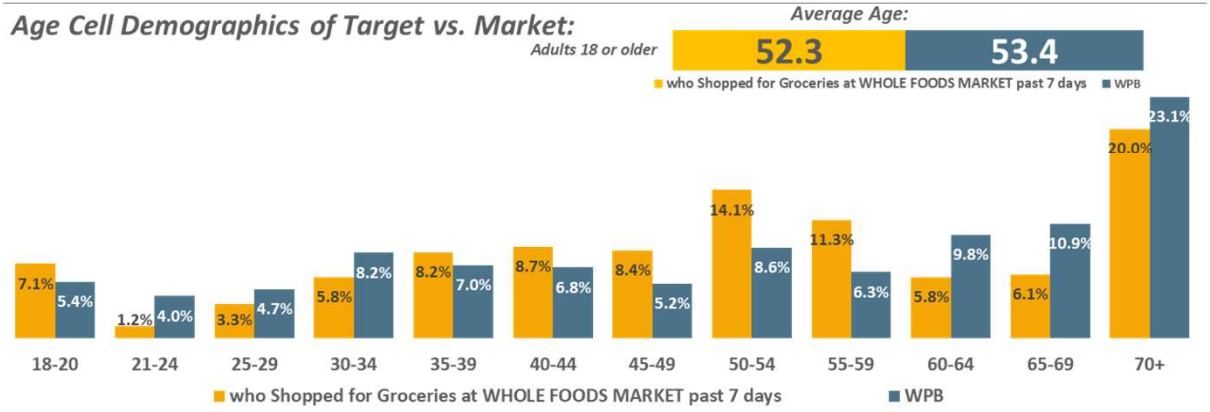
Gender of Target vs. Market: Adults 18 or older



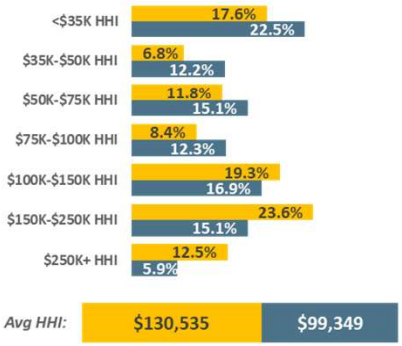
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



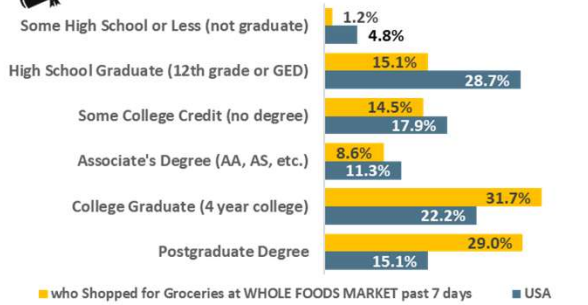
WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 177

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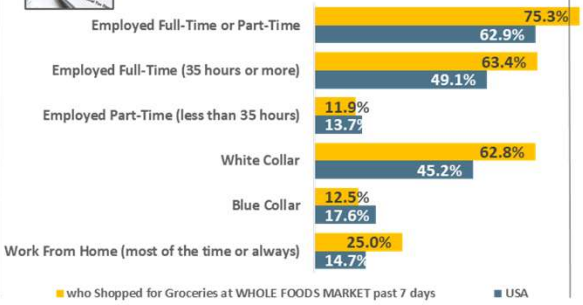
WHOLE FOODS MARKET — USA

7.3% or 19,189,585 of USA Adults 18 or older Shopped for Groceries at WHOLE FOODS MARKET past 7 days. Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days are 62.6% more likely to be a college graduate, 29.% more likely to work full-time, 7.1% more likely to be married, .3% more likely to be a parent of 1 or more children under 1

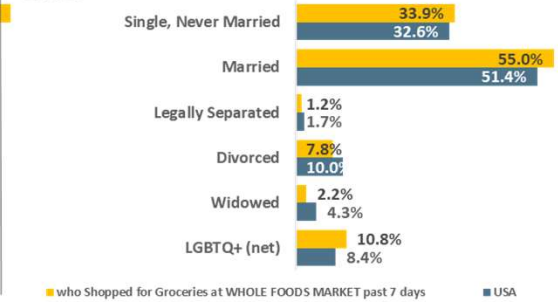
Education Levels: Adults 18 or older



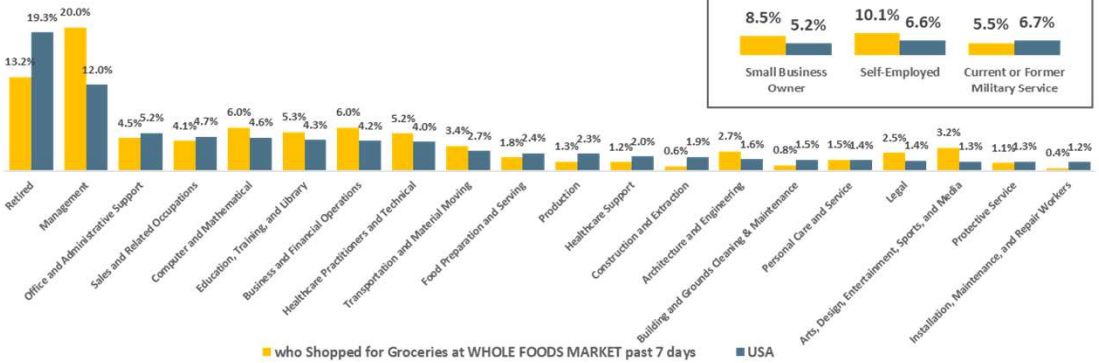
Employment: Adults 18 or older



Marital Status: Adults 18 or older

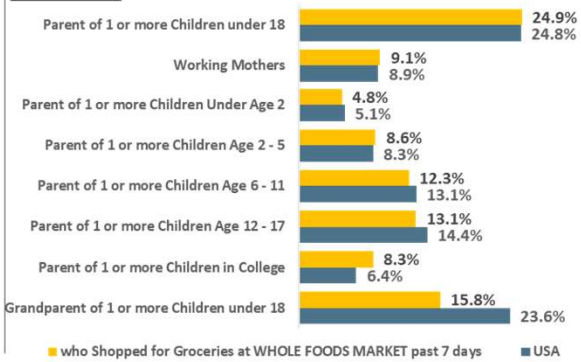


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



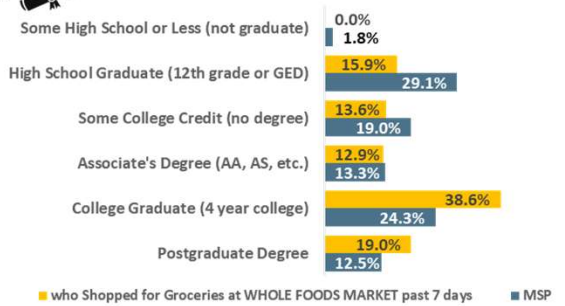
USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,872

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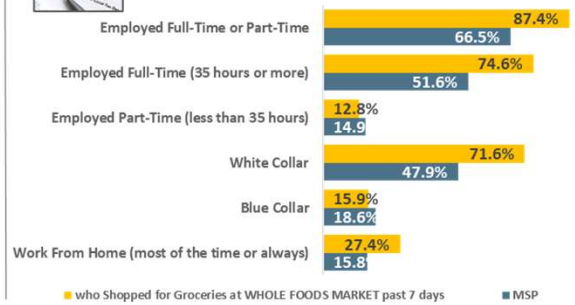
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

5.3% or 204,521 of MSP DMA Adults 18 or older Shopped for Groceries at WHOLE FOODS MARKET past 7 days. Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days are 56.4% more likely to be a college graduate, 44.6% more likely to work full-time, 24.6% more likely to be married, .6% more likely to be a parent of 1 or more children under

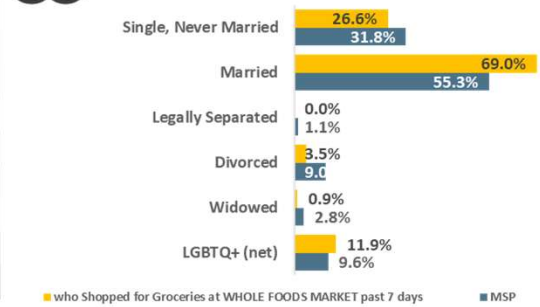
Education Levels: Adults 18 or older



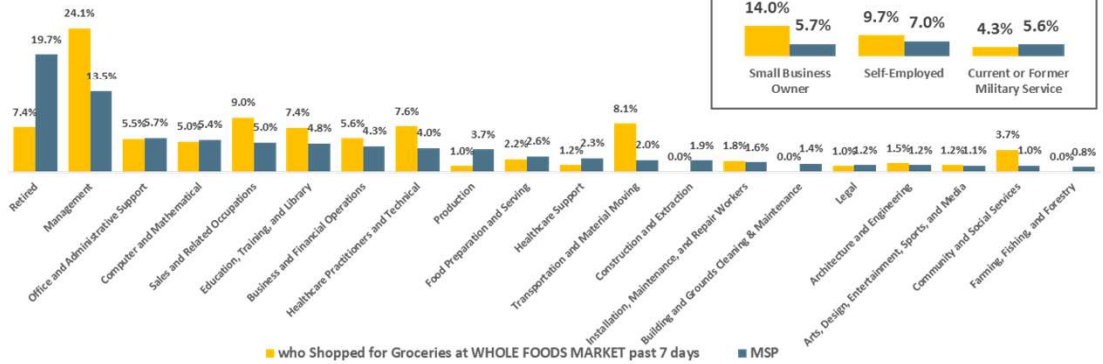
Employment: Adults 18 or older



Marital Status: Adults 18 or older

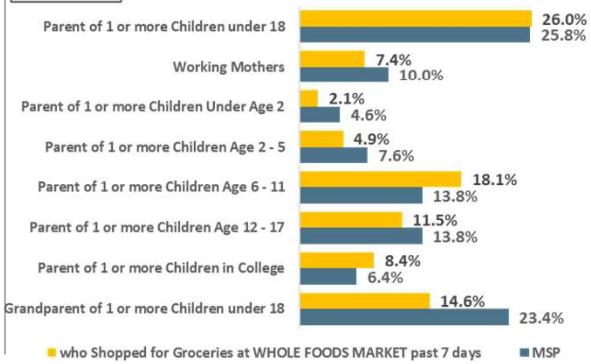


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older

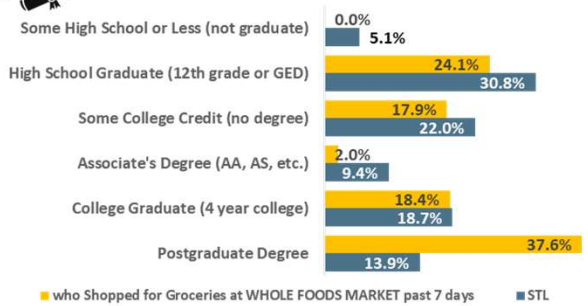


MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 116

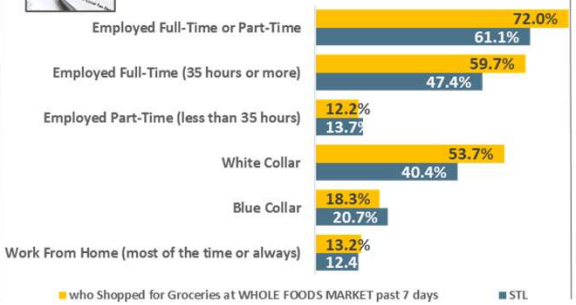
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4.2% or 105,794 of STL DMA Adults 18 or older Shopped for Groceries at WHOLE FOODS MARKET past 7 days. Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days are 71.5% more likely to be a college graduate, 25.9% more likely to work full-time, 4.8% less likely to be married, 24.9% more likely to be a parent of 1 or more children unde

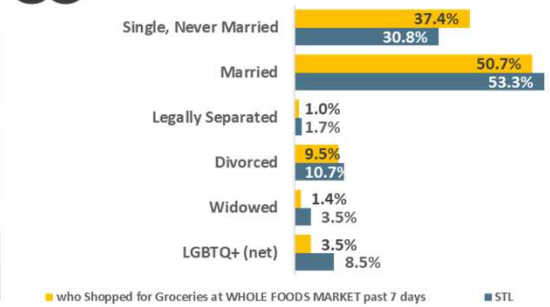
Education Levels: Adults 18 or older



Employment: Adults 18 or older



Marital Status: Adults 18 or older

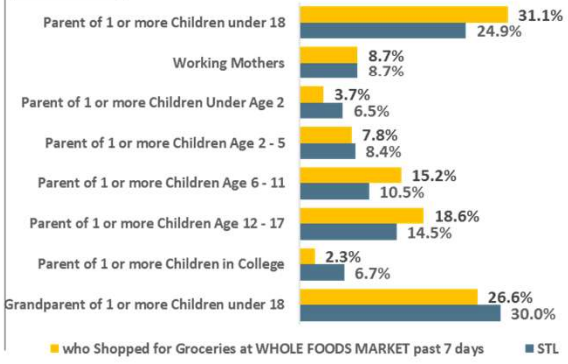


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



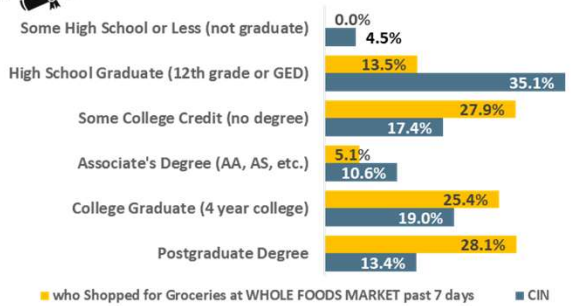
STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 91

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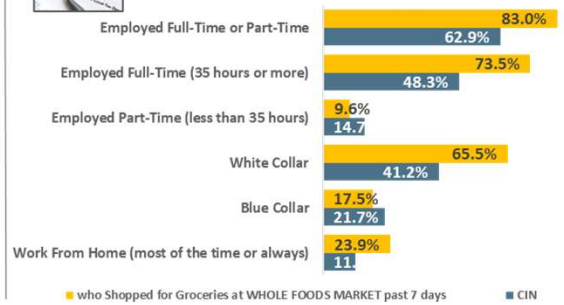
WHOLE FOODS MARKET — CIN

3.1% or 60,344 of CIN DMA Adults 18 or older Shopped for Groceries at WHOLE FOODS MARKET past 7 days. Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days are 65.4% more likely to be a college graduate, 52.3% more likely to work full-time, 20.7% less likely to be married, 3.9% less likely to be a parent of 1 or more children unde

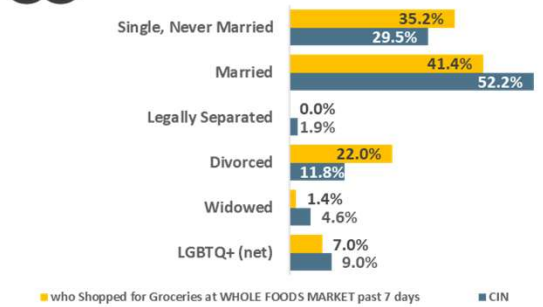
Education Levels: Adults 18 or older



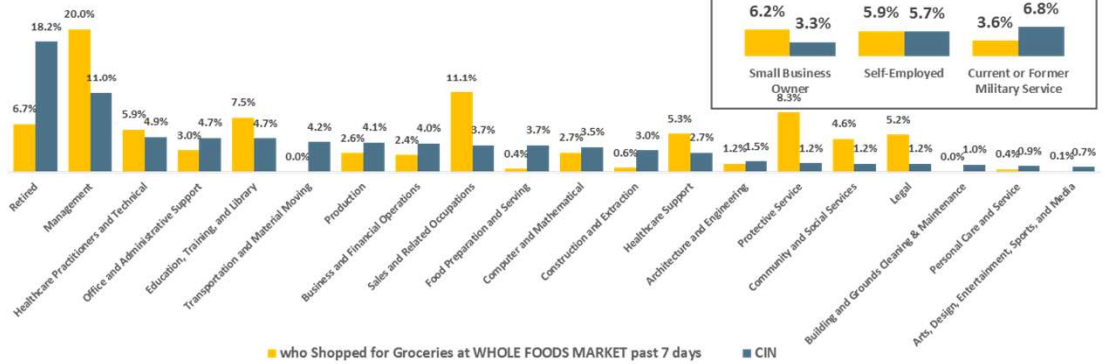
Employment: Adults 18 or older



Marital Status: Adults 18 or older

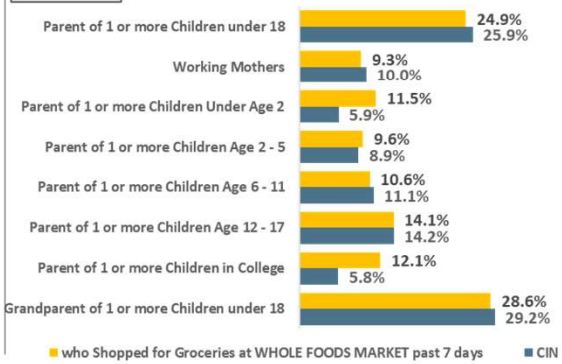


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 74

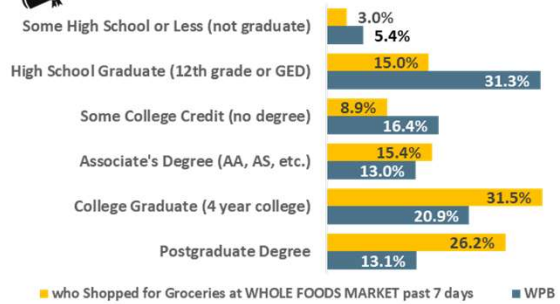
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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

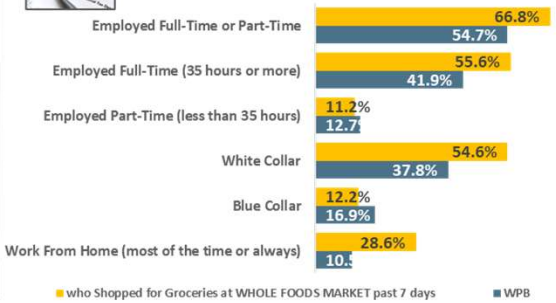
WHOLE FOODS MARKET WPB

8.2% or 154,873 of WPB DMA Adults 18 or older Shopped for Groceries at WHOLE FOODS MARKET past 7 days. Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days are 69.9% more likely to be a college graduate, 32.6% more likely to work full-time, 12.1% more likely to be married, 1.2% more likely to be a parent of 1 or more children unde

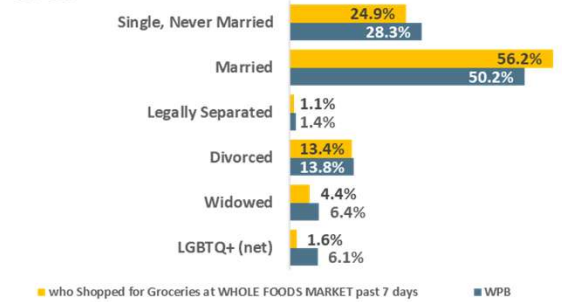
Education Levels: Adults 18 or older



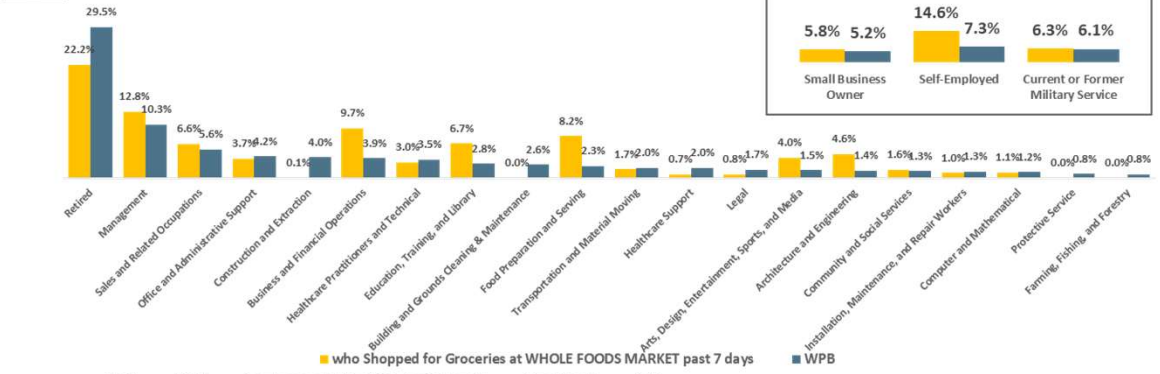
Employment: Adults 18 or older



Marital Status: Adults 18 or older

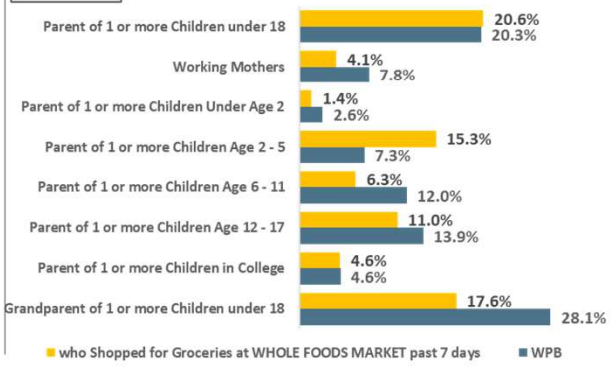


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 177

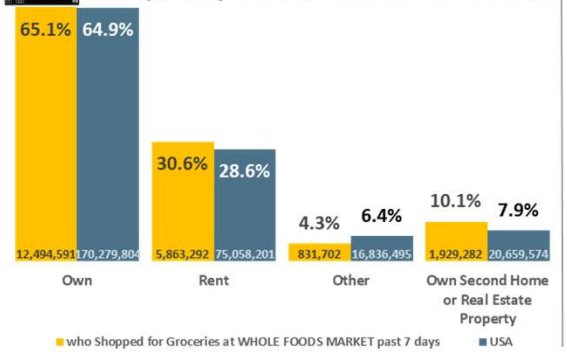
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WHOLE FOODS MARKET

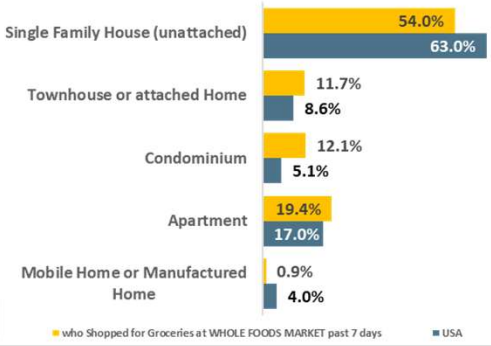
USA

7.3% or 19,189,585 of USA Adults 18 or older Shopped for Groceries at WHOLE FOODS MARKET past 7 days. Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days are .2% more likely to own their home, 62.9% more likely to own a higher valued home, 14.3% less likely to have a single-family home, 4.2% less likely to have a dog.

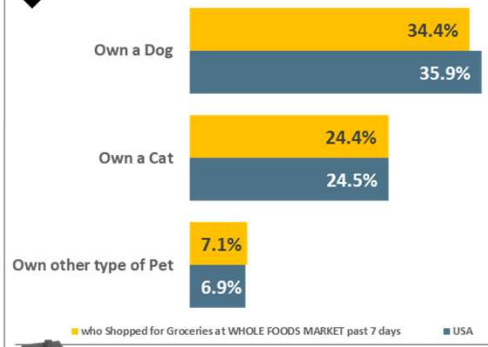
Own/Rent/Other: Adults 18 or older



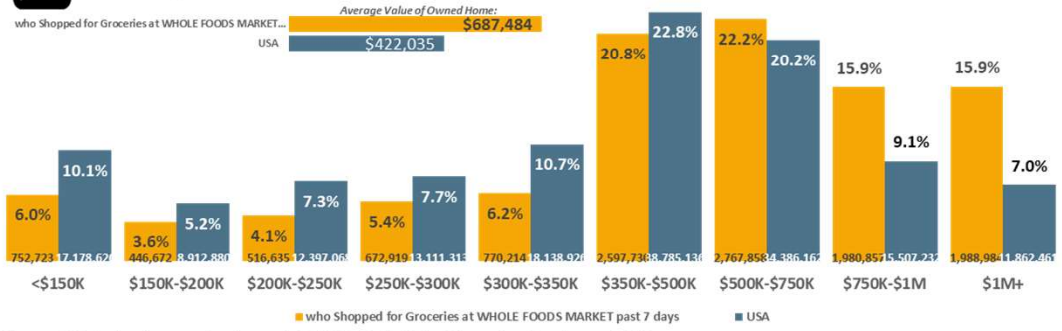
Type of Home: Adults 18 or older



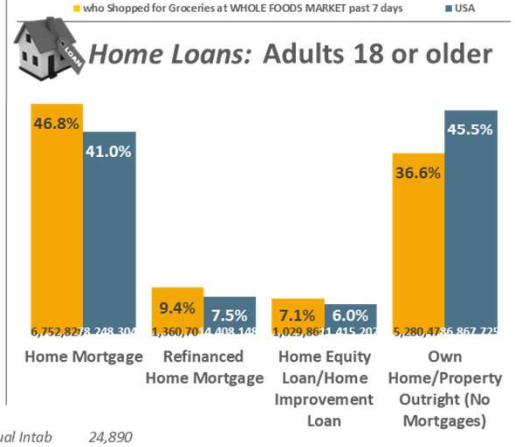
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2025: Feb24-Mar25* *Qual Intab* *1,872*

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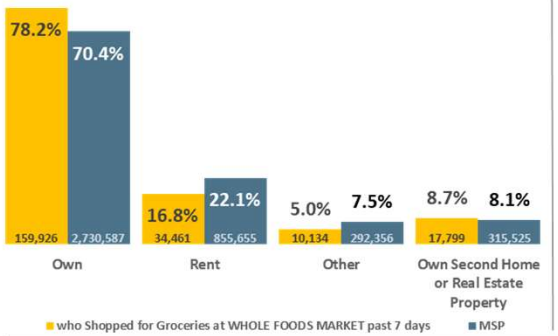
USA Projection *Scarborough R1 2025: Feb24-Mar25* *Qual Intab* *24,890*

Grocery stores shopped past 7 days (HHLD): Whole Foods Market

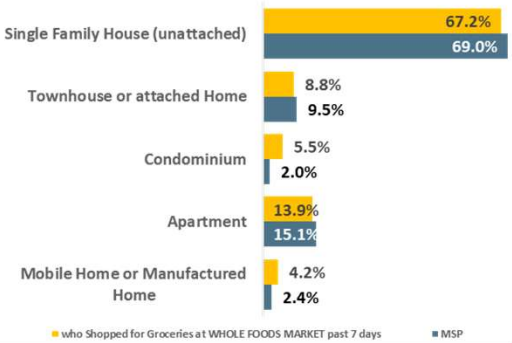
WHOLE FOODS MARKET MSP

5.3% or 204,521 of MSP DMA Adults 18 or older Shopped for Groceries at WHOLE FOODS MARKET past 7 days. Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days are 11.1% more likely to own their home, 15.7% more likely to own a higher valued home, 2.7% less likely to have a single-family home, 28.5% more likely to have a dog.

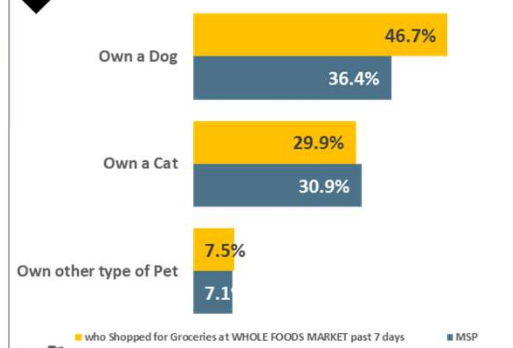
Own/Rent/Other: Adults 18 or older



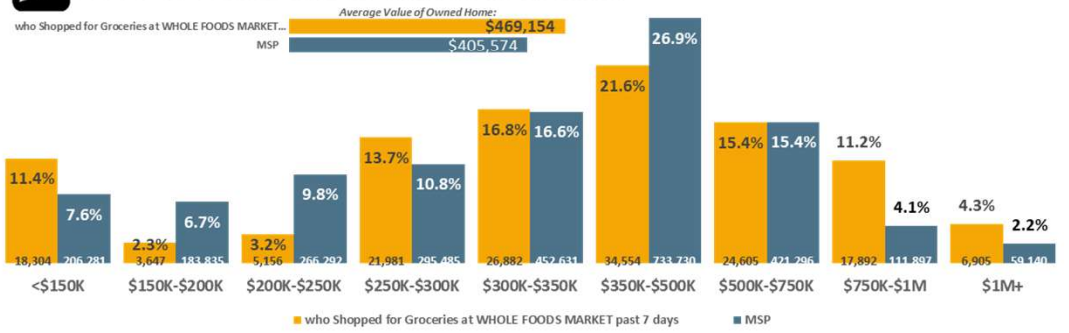
Type of Home: Adults 18 or older



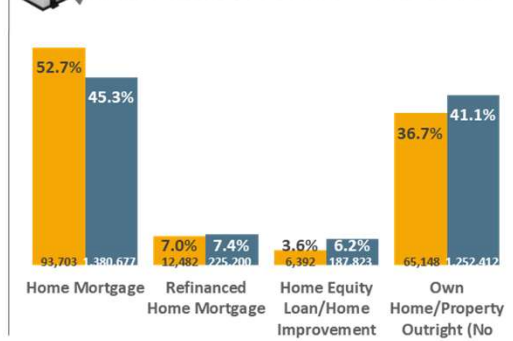
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



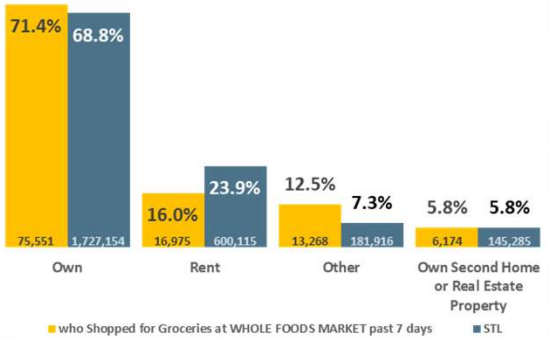
MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 116

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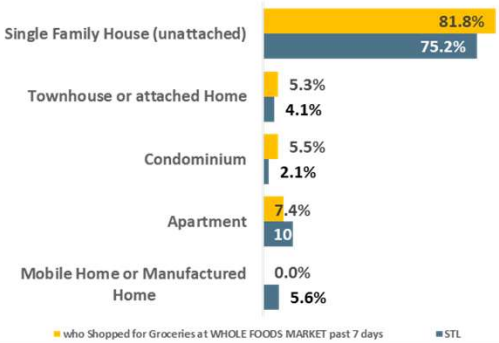
Grocery stores shopped past 7 days (HHLD): Whole Foods Market

4.2% or 105,794 of STL DMA Adults 18 or older Shopped for Groceries at WHOLE FOODS MARKET past 7 days. Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days are 3.7% more likely to own their home, 51.% more likely to own a higher valued home, 8.9% more likely to have a single-family home, 5.% more likely to have a dog.

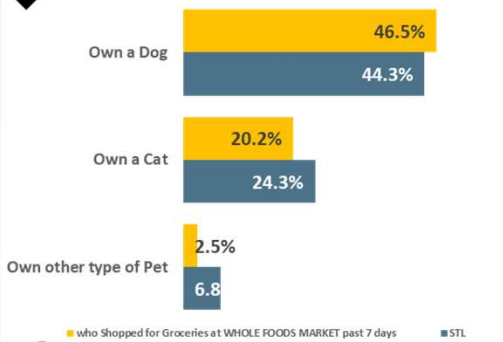
Own/Rent/Other: Adults 18 or older



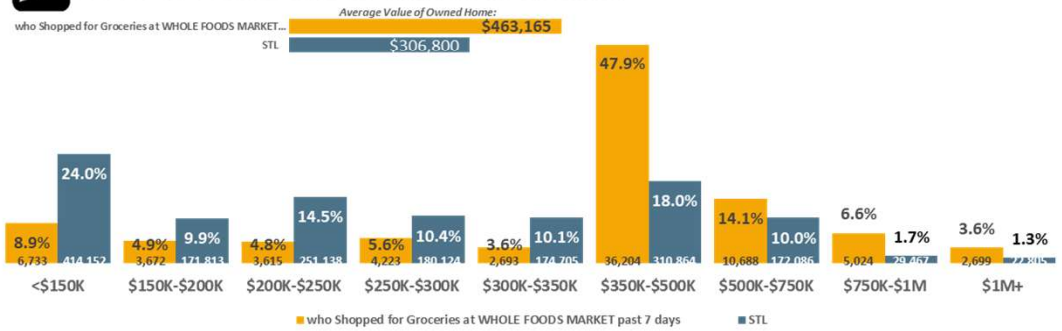
Type of Home: Adults 18 or older



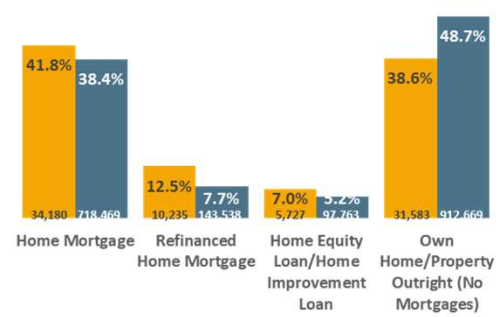
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 91

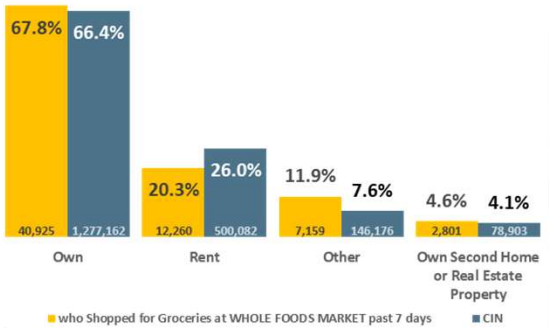
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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

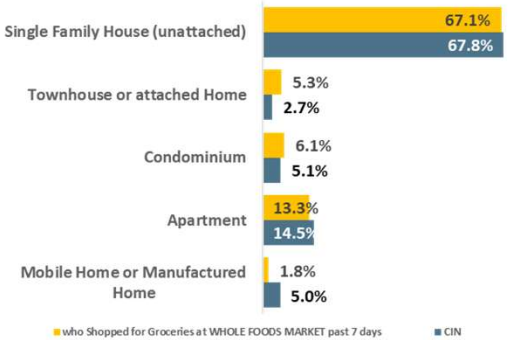
WHOLE FOODS MARKET — CIN

3.1% or 60,344 of CIN DMA Adults 18 or older Shopped for Groceries at WHOLE FOODS MARKET past 7 days. Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days are 2.1% more likely to own their home, 28.3% more likely to own a higher valued home, 1.% less likely to have a single-family home, 1.6% more likely to have a dog.

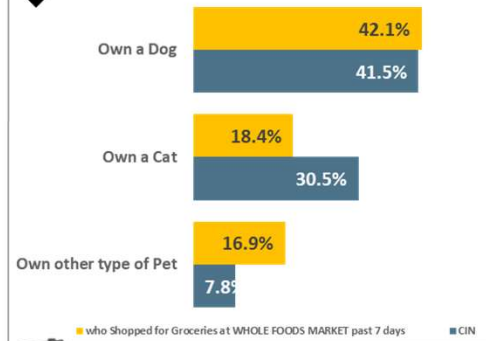
Own/Rent/Other: Adults 18 or older



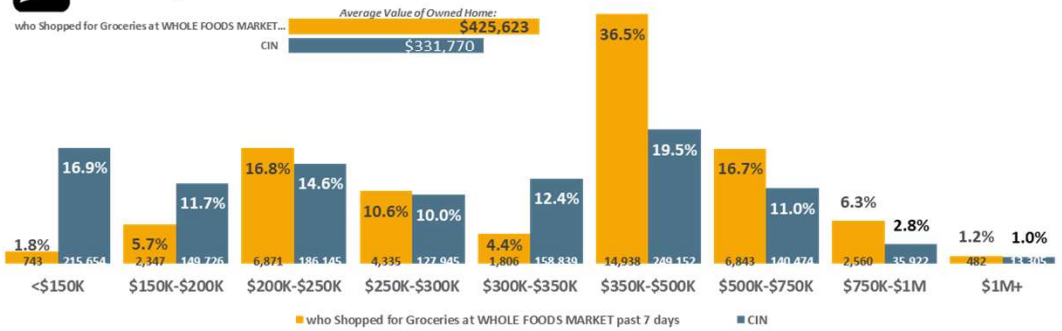
Type of Home: Adults 18 or older



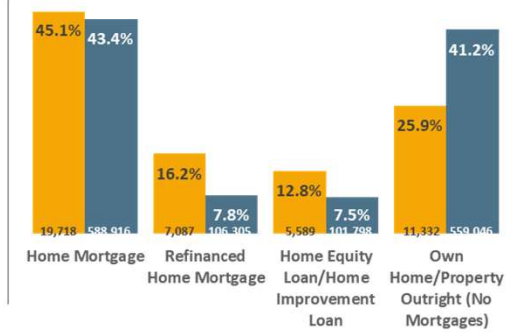
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 74

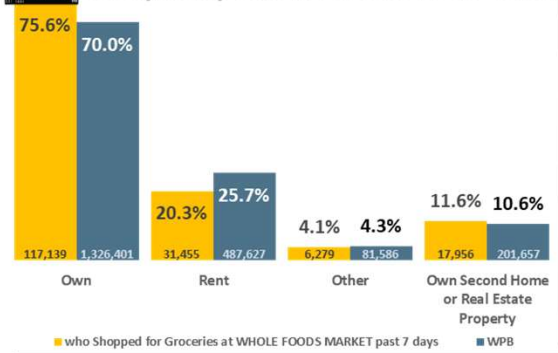
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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

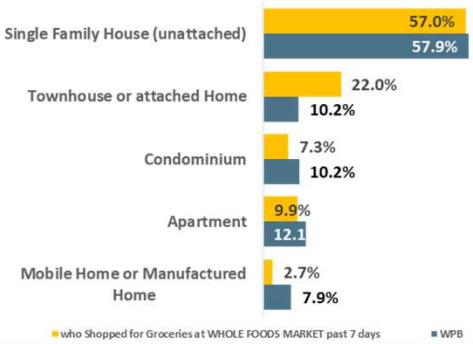
WHOLE FOODS MARKET WPB

8.2% or 154,873 of WPB DMA Adults 18 or older Shopped for Groceries at WHOLE FOODS MARKET past 7 days. Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days are 8.1% more likely to own their home, 47.1% more likely to own a higher valued home, 1.5% less likely to have a single-family home, 3.9% more likely to have a dog.

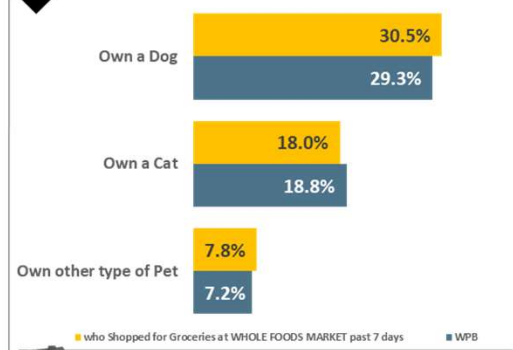
Own/Rent/Other: Adults 18 or older



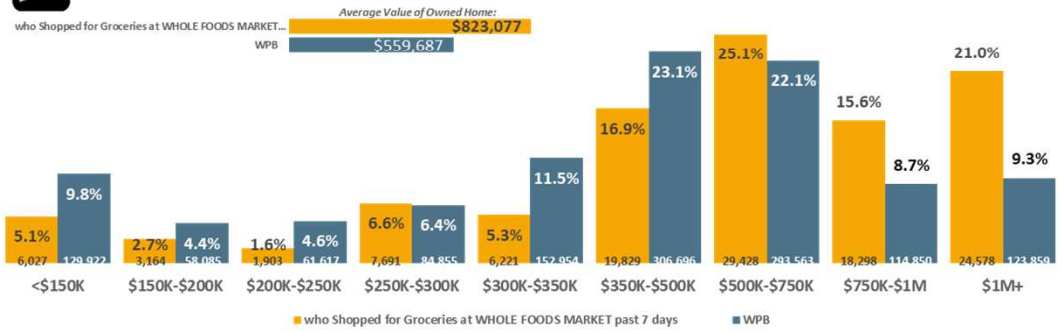
Type of Home: Adults 18 or older



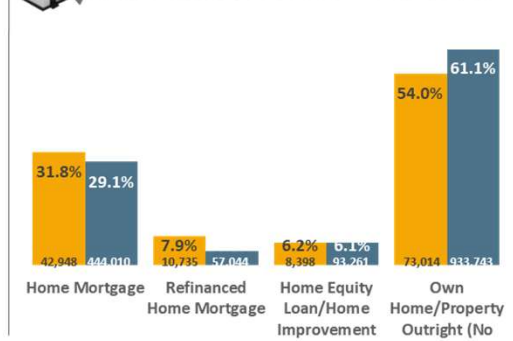
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 177

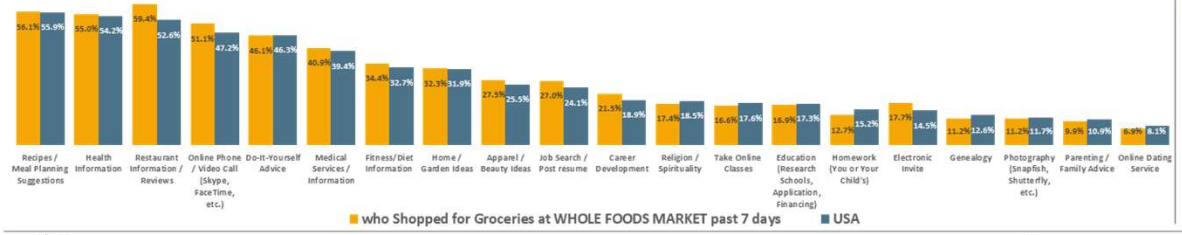
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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

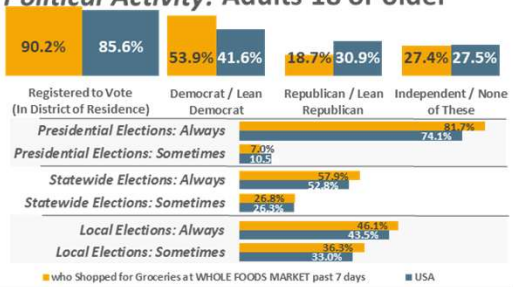
WHOLE FOODS MARKET — USA

7.3% or 19,189,585 of USA Adults 18 or older Shopped for Groceries at WHOLE FOODS MARKET past 7 days. Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days are .4% less likely to look up D-I-Y advice online, 6.1% more likely to always vote in local elections, 58.5% more likely to belong to a gym, 27.3% more likely to fly domestic

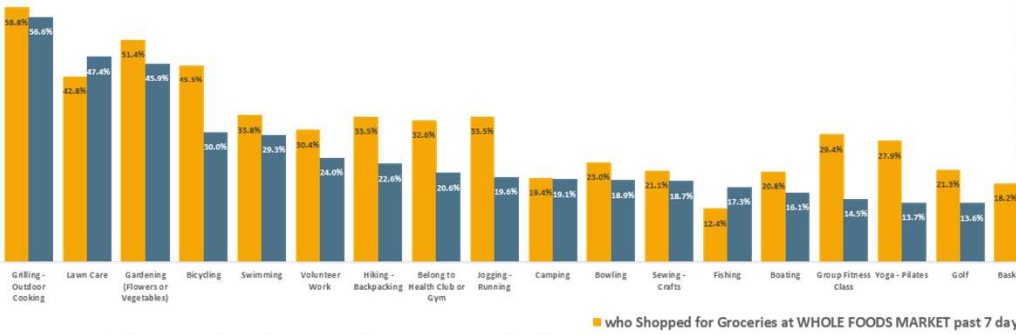
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



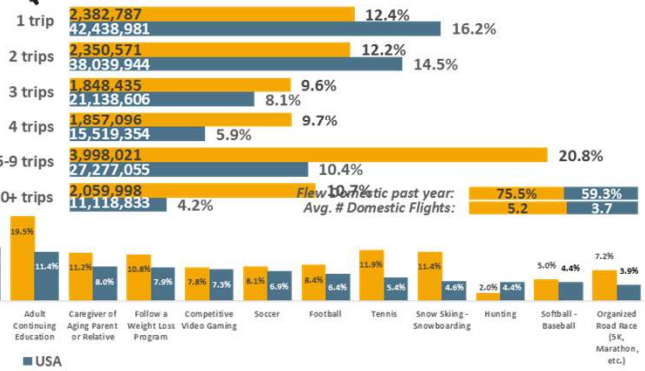
Political Activity: Adults 18 or older



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 2025: Feb24-Mar25 Qual Intab 1,872

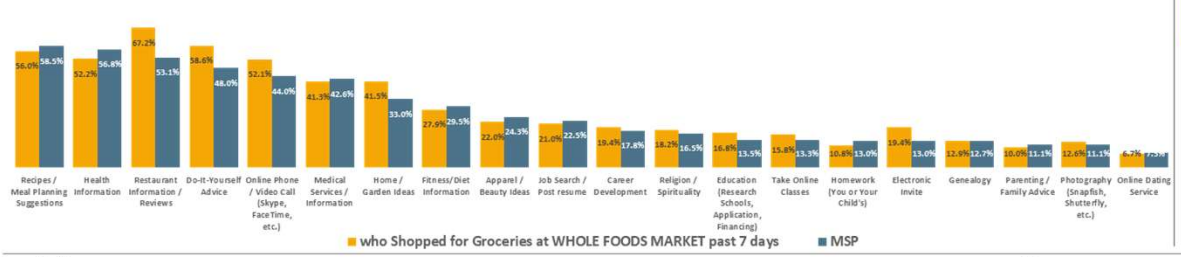
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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

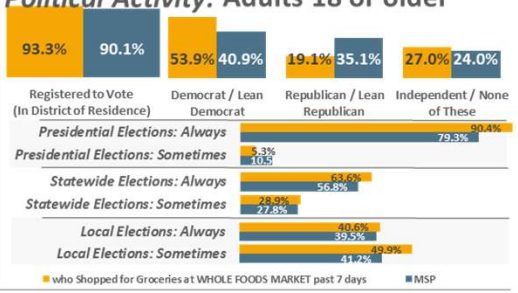
Grocery stores shopped past 7 days (HHLD): Whole Foods Market

5.3% or 204,521 of MSP DMA Adults 18 or older Shopped for Groceries at WHOLE FOODS MARKET past 7 days. Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days are 22.1% more likely to look up D-I-Y advice online, 2.7% more likely to always vote in local elections, 71.3% more likely to belong to a gym, 28.9% more likely to fly domesti

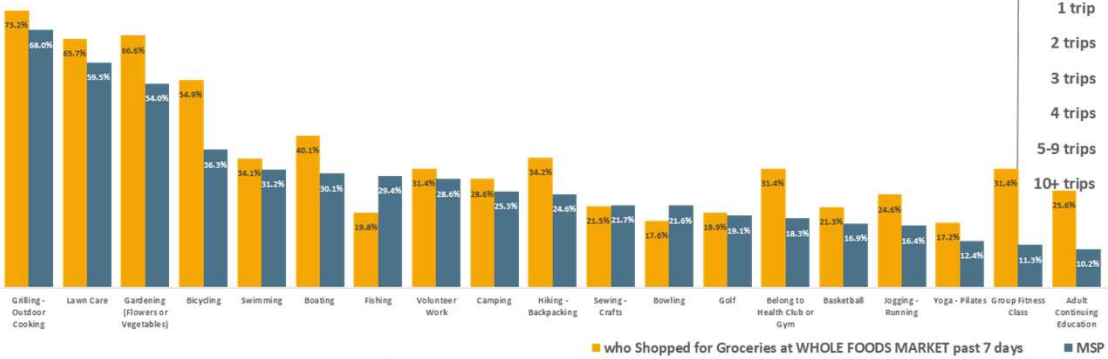
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



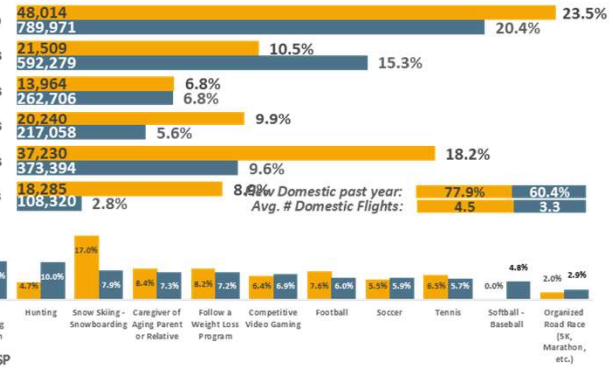
Political Activity: Adults 18 or older



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



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



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 116

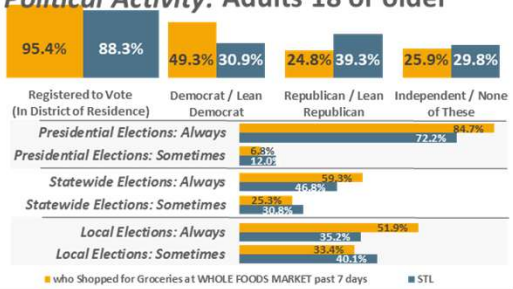
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4.2% or 105,794 of STL DMA Adults 18 or older Shopped for Groceries at WHOLE FOODS MARKET past 7 days. Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days are 1.3% more likely to look up D-I-Y advice online, 47.2% more likely to always vote in local elections, 157.3% more likely to belong to a gym, 80.7% more likely to fly domest

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



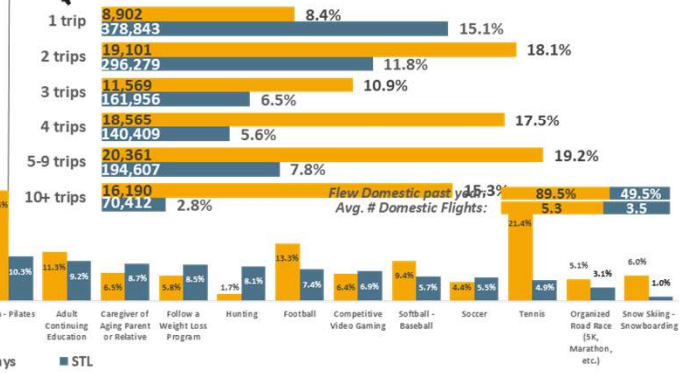
Political Activity: Adults 18 or older



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



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



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 91

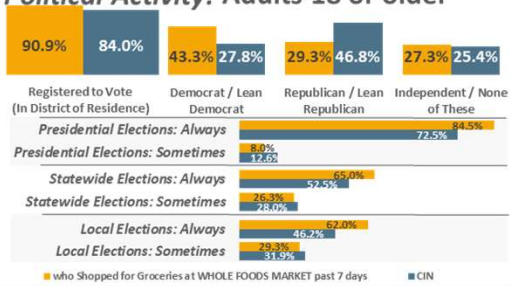
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3.1% or 60,344 of CIN DMA Adults 18 or older Shopped for Groceries at WHOLE FOODS MARKET past 7 days. Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days are 19.% more likely to look up D-I-Y advice online, 34.4% more likely to always vote in local elections, 97.3% more likely to belong to a gym, 18.4% more likely to fly domesti

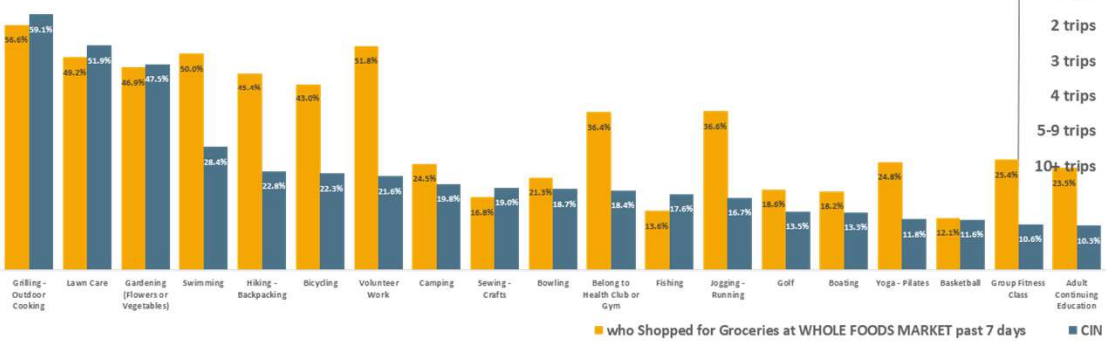
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



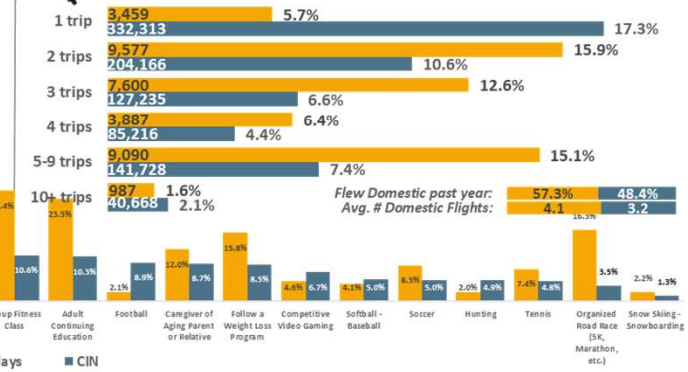
Political Activity: Adults 18 or older



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



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



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 74

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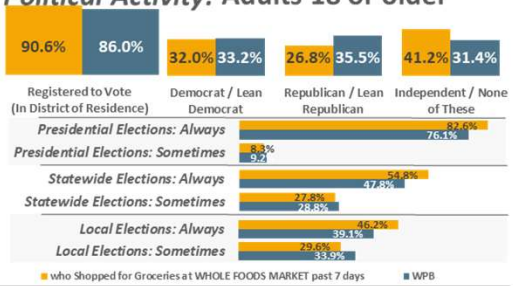
WHOLE FOODS MARKET WPB

8.2% or 154,873 of WPB DMA Adults 18 or older Shopped for Groceries at WHOLE FOODS MARKET past 7 days. Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days are 7.5% more likely to look up D-I-Y advice online, 18.2% more likely to always vote in local elections, 88.4% more likely to belong to a gym, 27.1% more likely to fly domesti

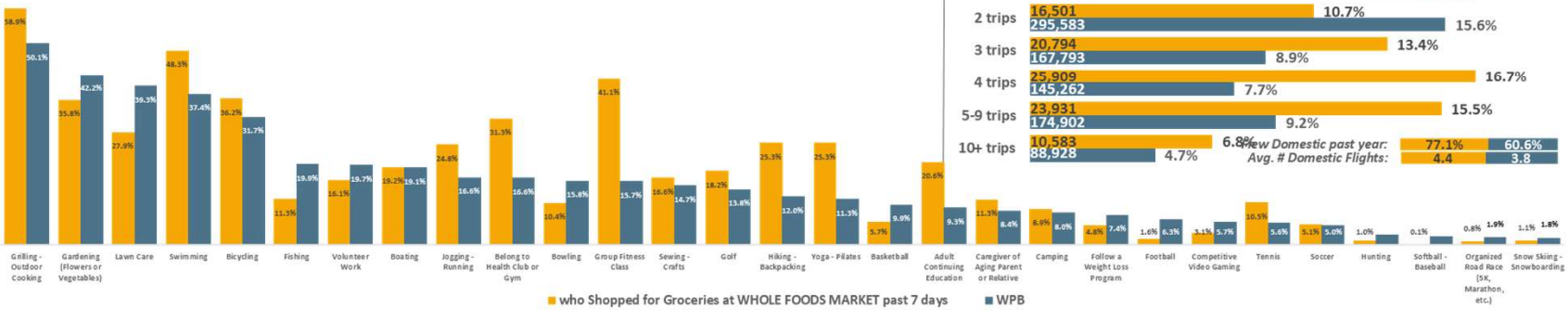
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 177

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WHOLE FOODS MARKET — USA

7.3% or 19,189,585 of USA Adults 18 or older Shopped for Groceries at WHOLE FOODS MARKET past 7 days. Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days are 1.9% more likely to use QSRs past mo., 16.1% more likely to use Sit-Down Restaurants past mo., 10.1% less likely to use Casinos past yr., 28.1% less likely to smoke cigaret

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 86.4% 84.8% — 16,582,621 — 222,309,922

Avg. Monthly QSR Meals: 6.5 — 6.1

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



Total Monthly Sit-Down Restaurant Users: 84.1% 72.4% — 16,146,073 — 189,924,098

Avg. Monthly Sit-Down Restaurant Meals: 4.8 — 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 Shopped for Groceries at WHOLE FOODS MARKET... 5,820,880 — 30.3%

USA [illegible] — 19.8%

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 2025: Feb24-Mar25* *Qual Intab* *1,872*

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USA Projection *Scarborough R1 2025: Feb24-Mar25* *Qual Intab* *24,890*

Grocery stores shopped past 7 days (HHLD): Whole Foods Market

WHOLE FOODS MARKET — MSP

5.3% or 204,521 of MSP DMA Adults 18 or older Shopped for Groceries at WHOLE FOODS MARKET past 7 days. Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days are 2.2% more likely to use QSRs past mo., 10.2% more likely to use Sit-Down Restaurants past mo., 29.8% less likely to use Casinos past yr., 66.5% less likely to smoke cigaret

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 87.2% 178,407 | 85.4% 3,312,074

Avg. Monthly QSR Meals: 6.9 | 5.5

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



Total Monthly Sit-Down Restaurant Users: 81.3% 166,199 | 73.7% 2,860,185

Avg. Monthly Sit-Down Restaurant Meals: 4.1 | 3.4

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)

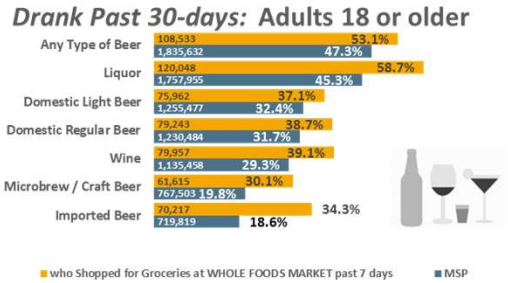


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

who Shopped for Groceries at WHOLE FOODS MARKET... 37,236 18.2%

MSP 481,112 12.4%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older



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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

WHOLE FOODS MARKET STL

4.2% or 105,794 of STL DMA Adults 18 or older Shopped for Groceries at WHOLE FOODS MARKET past 7 days. Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days are 4.3% more likely to use QSRs past mo., 25.4% more likely to use Sit-Down Restaurants past mo., 18.7% more likely to use Casinos past yr., 46.4% less likely to smoke cigaret

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 89.0% 94,198 | 85.3% 2,141,191

Avg. Monthly QSR Meals: 9.0 | 6.4

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



Total Monthly Sit-Down Restaurant Users: 87.4% 92,458 | 69.7% 1,749,378

Avg. Monthly Sit-Down Restaurant Meals: 6.1 | 3.9

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)

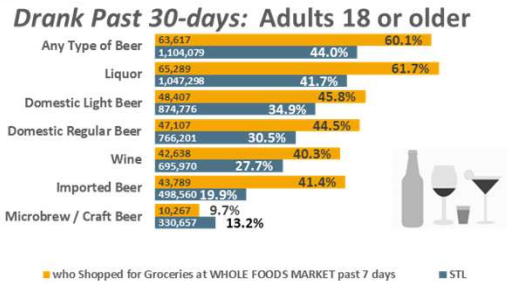


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

who Shopped for Groceries at WHOLE FOODS MARKET... 25,276 23.9%

STL 430,647 17.2%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older



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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

WHOLE FOODS MARKET — CIN

3.1% or 60,344 of CIN DMA Adults 18 or older Shopped for Groceries at WHOLE FOODS MARKET past 7 days. Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days are 3.8% less likely to use QSRs past mo., 5.3% more likely to use Sit-Down Restaurants past mo., 4.8% more likely to use Casinos past yr., 88.% less likely to smoke cigarettes

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 82.8% 49,955 | 86.0% 1,655,069

Avg. Monthly QSR Meals: 5.8 | 6.3

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



Total Monthly Sit-Down Restaurant Users: 79.7% 48,074 | 75.7% 1,455,206

Avg. Monthly Sit-Down Restaurant Meals: 3.1 | 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 Shopped for Groceries at WHOLE FOODS MARKET...	14,685	24.3%
CIN	343,889	17.9%

Drank Past 30-days: Adults 18 or older



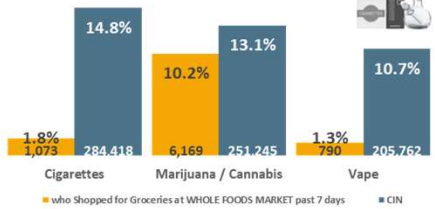
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

WHOLE FOODS MARKET — WPB

8.2% or 154,873 of WPB DMA Adults 18 or older Shopped for Groceries at WHOLE FOODS MARKET past 7 days. Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days are 1.8% more likely to use QSRs past mo., 19.5% more likely to use Sit-Down Restaurants past mo., 6.4% less likely to use Casinos past yr., 9.6% less likely to smoke cigarette

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 80.5% 124,693 | 79.1% 1,499,319

Avg. Monthly QSR Meals: 6.2 | 5.8

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



Total Monthly Sit-Down Restaurant Users: 88.2% 136,629 | 73.8% 1,399,092

Avg. Monthly Sit-Down Restaurant Meals: 4.3 | 4.7

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 Shopped for Groceries at WHOLE FOODS MARKET... 45,410 29.3%

WPB 315,764 16.7%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 177

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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

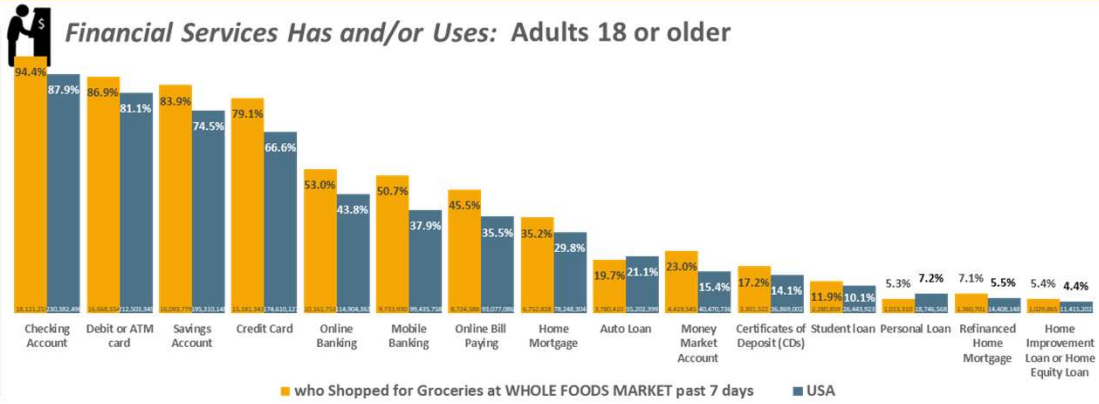
WHOLE FOODS MARKET — USA

7.3% or 19,189,585 of USA Adults 18 or older Shopped for Groceries at WHOLE FOODS MARKET past 7 days. Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days are 27.1% more likely to have a 401K, 6.4% less likely to have an Auto Loan, 77.9% more likely to Invest/Trade Stocks Online, 7.2% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



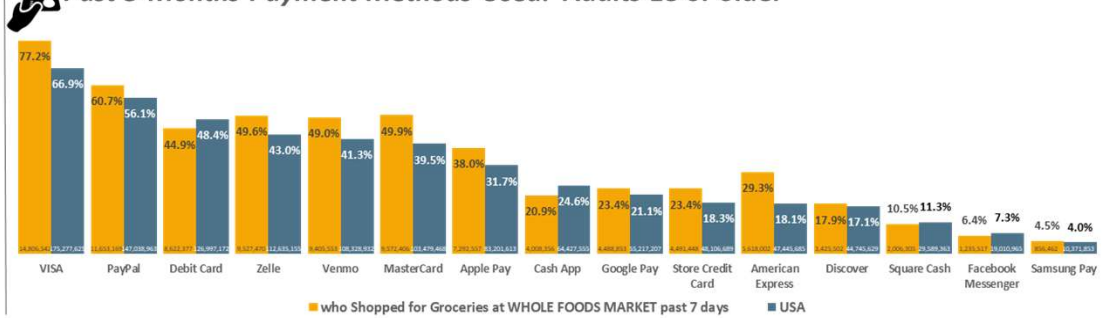
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,872

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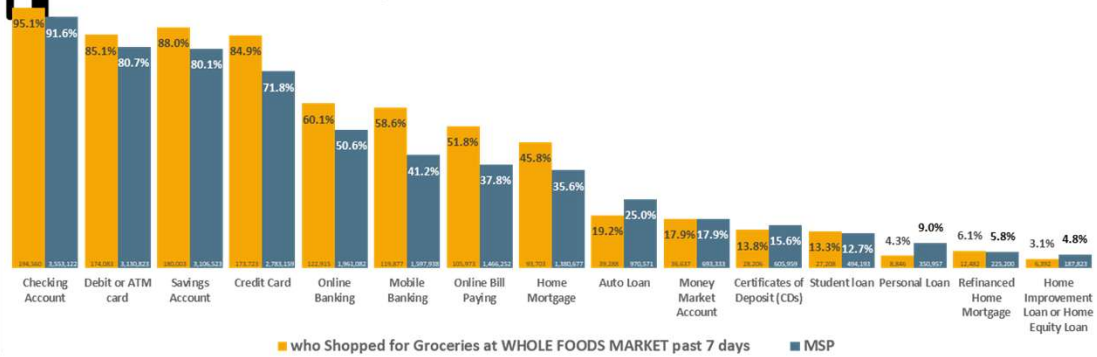
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

5.3% or 204,521 of MSP DMA Adults 18 or older Shopped for Groceries at WHOLE FOODS MARKET past 7 days. Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days are 25.% more likely to have a 401K, 23.2% less likely to have an Auto Loan, 57.4% more likely to Invest/Trade Stocks Online, 11.6% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



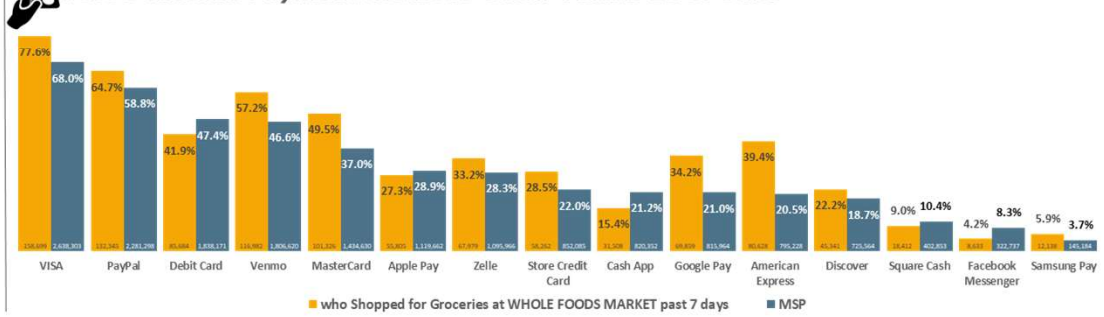
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 116

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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

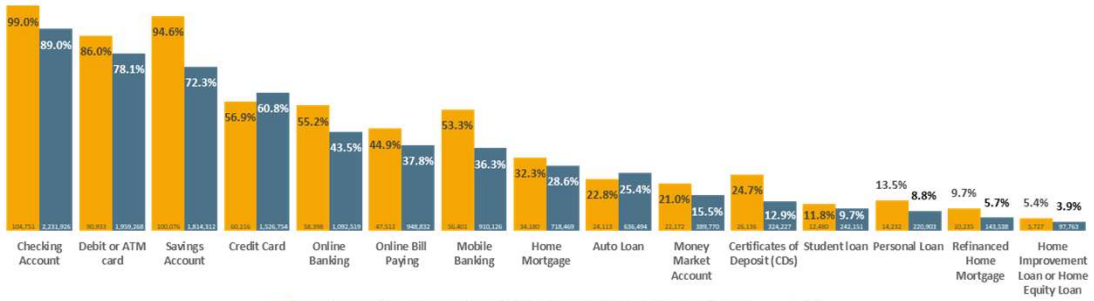
WHOLE FOODS MARKET STL

4.2% or 105,794 of STL DMA Adults 18 or older Shopped for Groceries at WHOLE FOODS MARKET past 7 days. Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days are 41.2% more likely to have a 401K, 10.1% less likely to have an Auto Loan, 138.4% more likely to Invest/Trade Stocks Online, 13.4% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



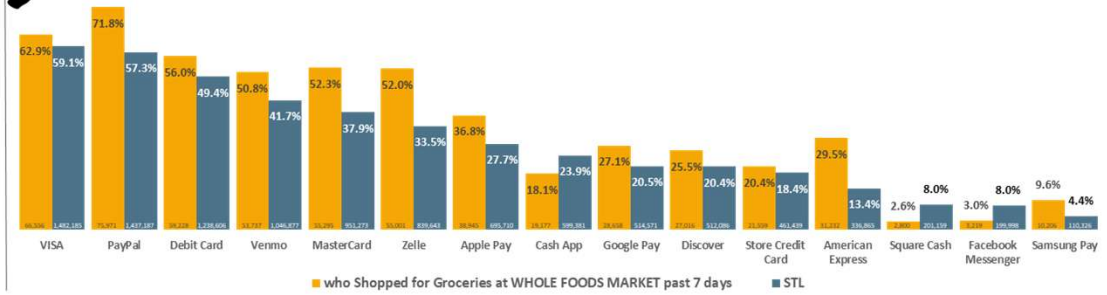
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 91

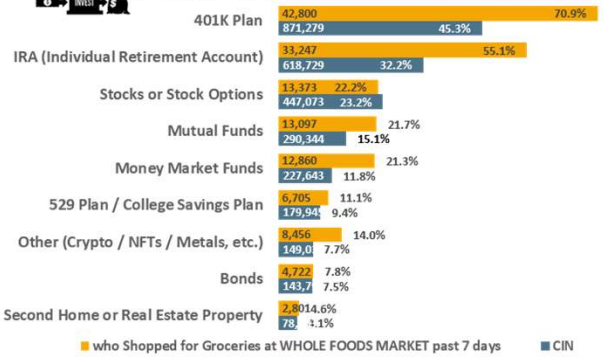
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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

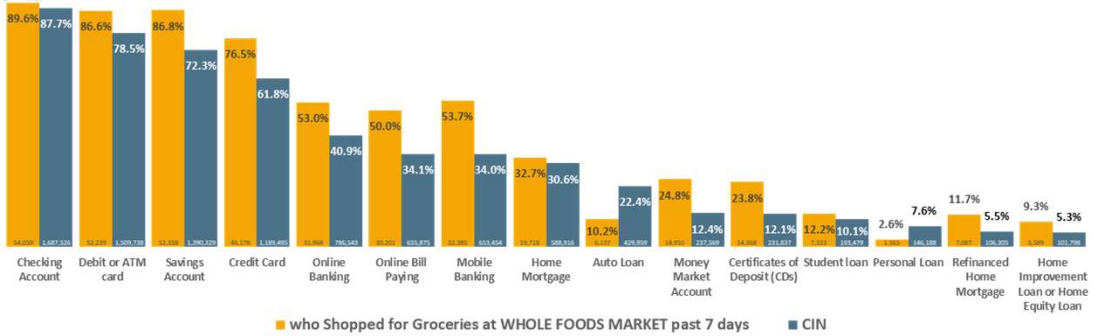
WHOLE FOODS MARKET — CIN

3.1% or 60,344 of CIN DMA Adults 18 or older Shopped for Groceries at WHOLE FOODS MARKET past 7 days. Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days are 56.6% more likely to have a 401K, 54.5% less likely to have an Auto Loan, 52.4% more likely to Invest/Trade Stocks Online, 10.7% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



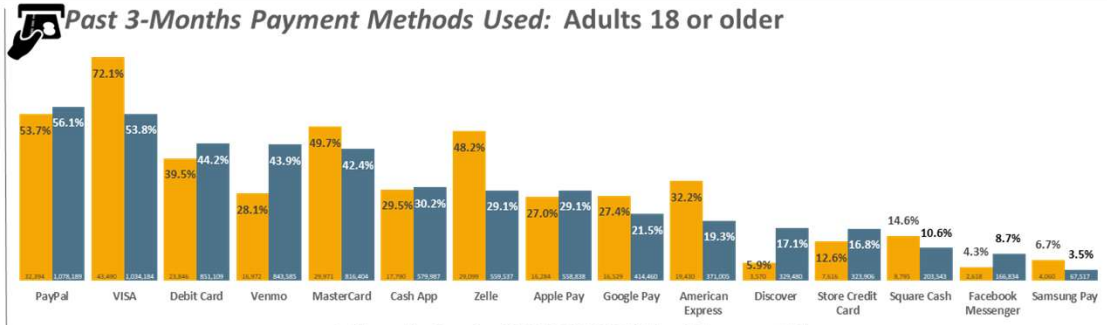
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

WHOLE FOODS MARKET

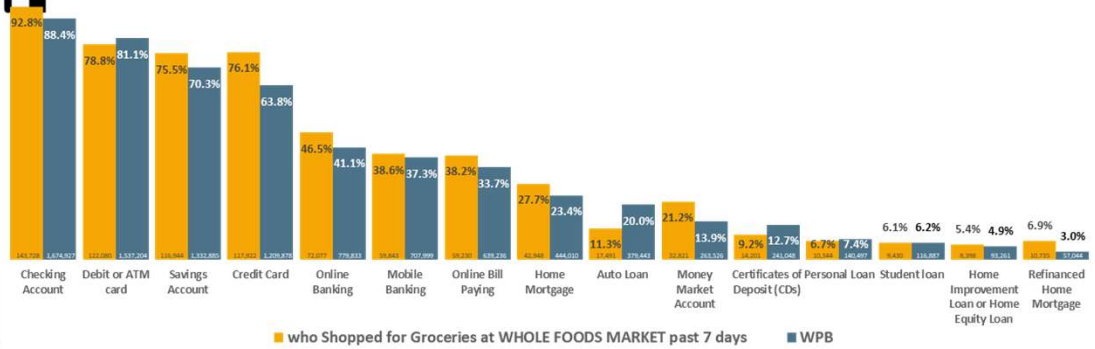
WPB

8.2% or 154,873 of WPB DMA Adults 18 or older Shopped for Groceries at WHOLE FOODS MARKET past 7 days. Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days are 45.3% more likely to have a 401K, 43.6% less likely to have an Auto Loan, 83.1% more likely to Invest/Trade Stocks Online, 16.8% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



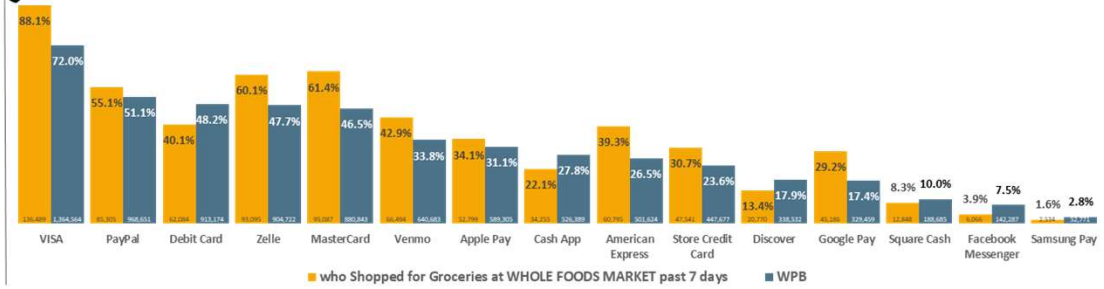
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



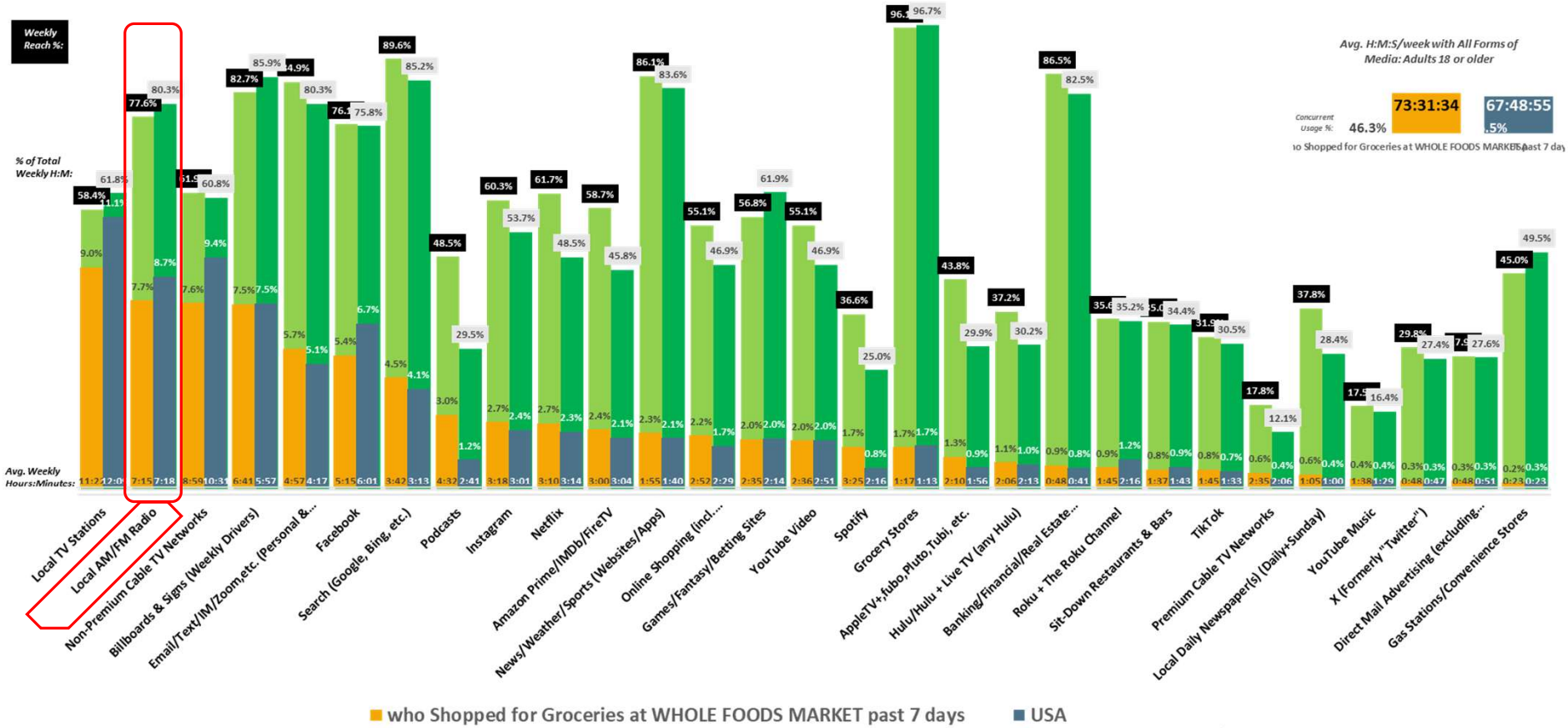
WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 177

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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days spend an average of 3 days, 1 hours, 31 minutes and 34 seconds each week with All Forms of Media.

77.6% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days spend an avg. of 7 hours and 15 minutes each week listening to All Local AM/FM Radio, representing 7.7% of total time spent with all forms of Media.



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,872 USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

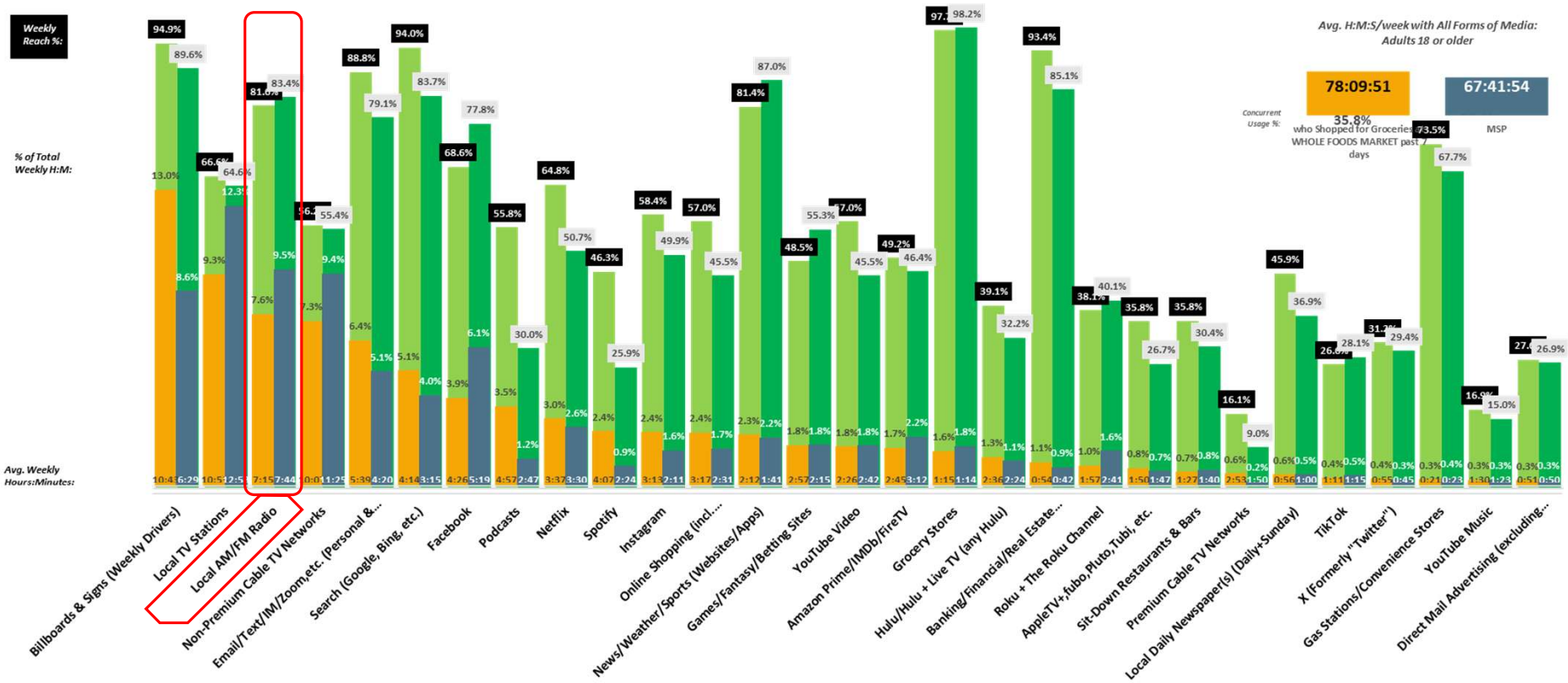
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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days spend an average of 3 days, 6 hours, 9 minutes and 51 seconds each week with All Forms of Media.

81.6% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days spend an avg. of 7 hours and 15 minutes each week listening to All Local AM/FM Radio, representing 7.6% of total time spent with all forms of Media.

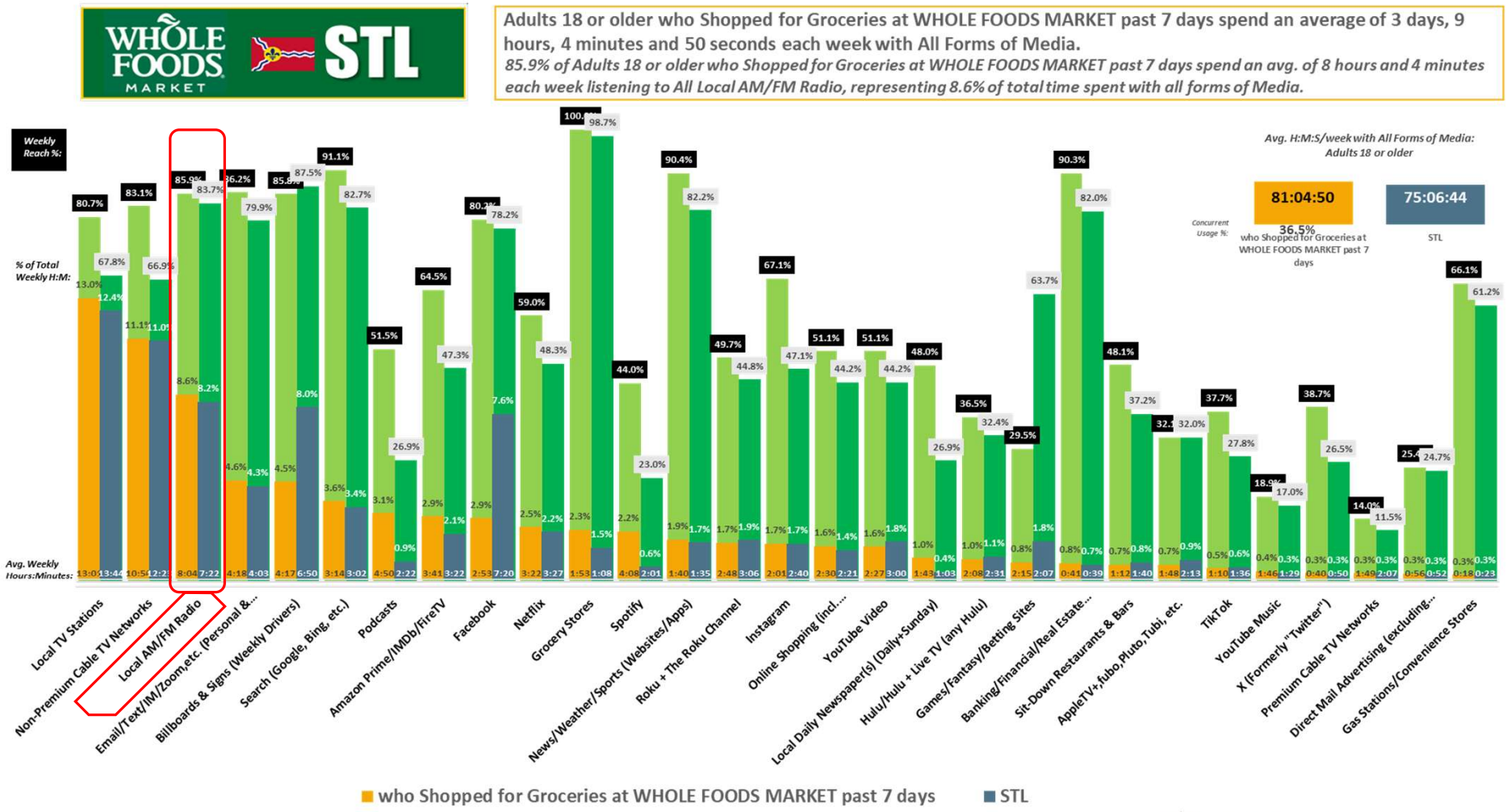


MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 116 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,105

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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

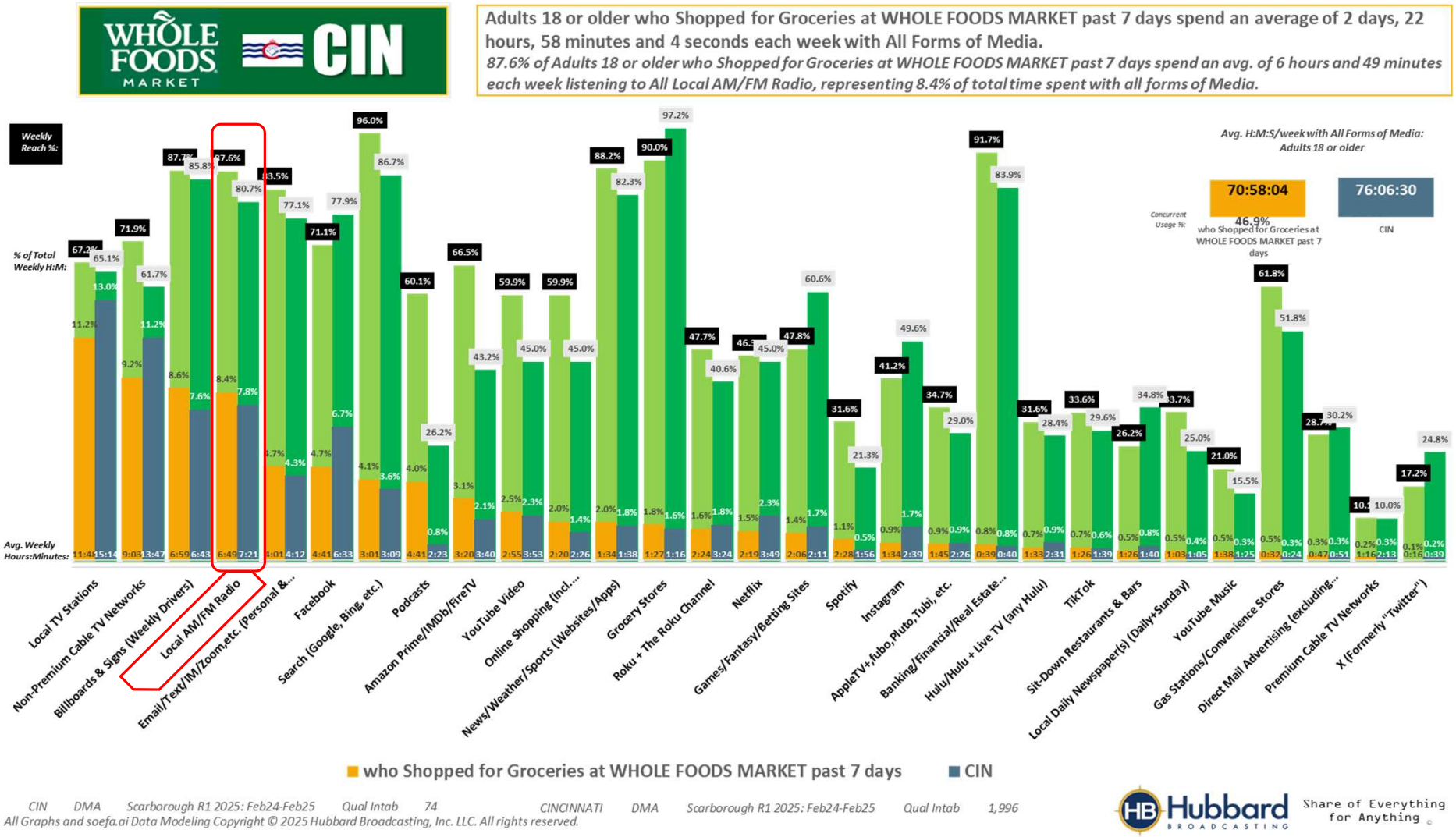


STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 91 ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,075

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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

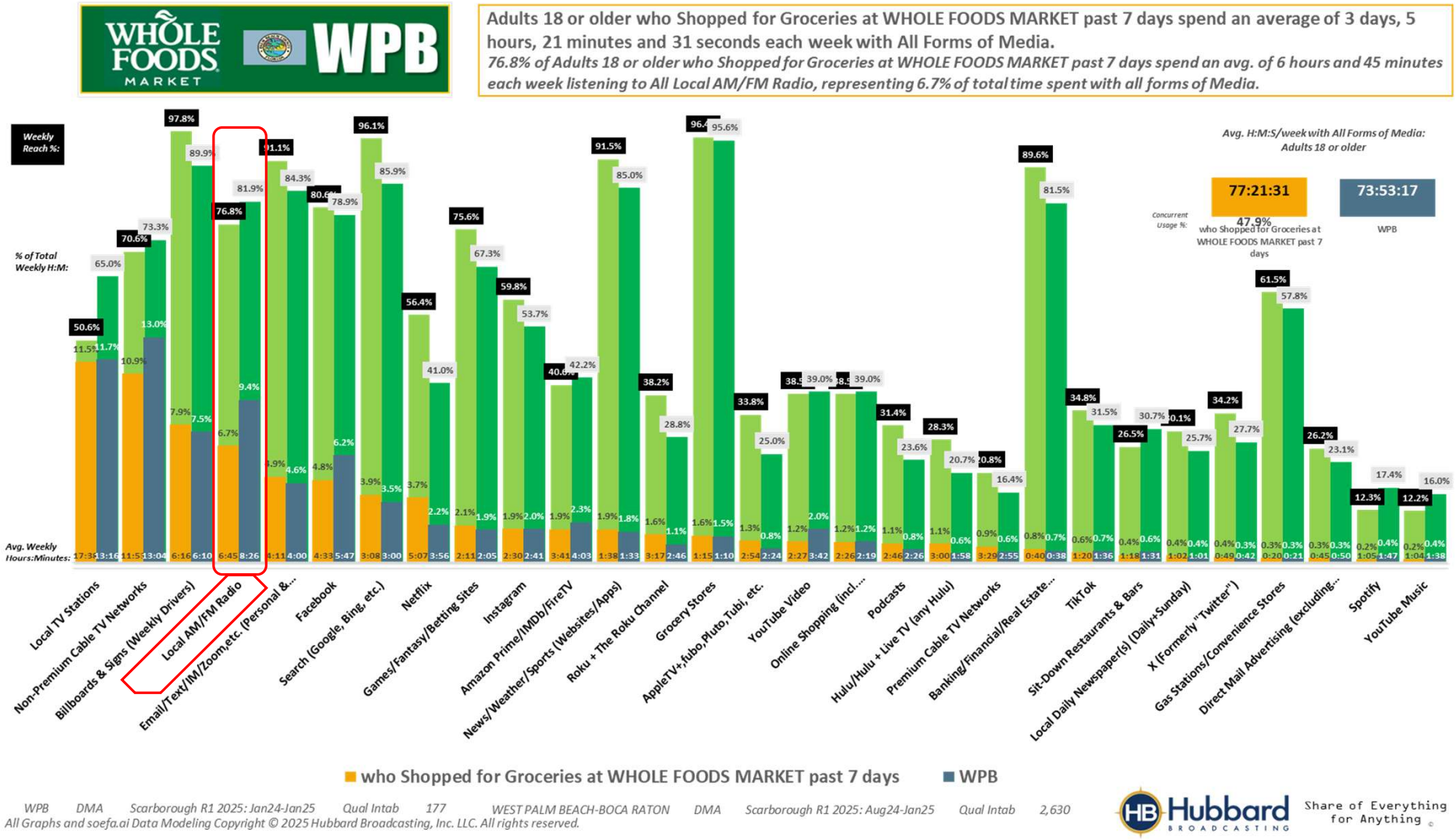


CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 74 CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,996

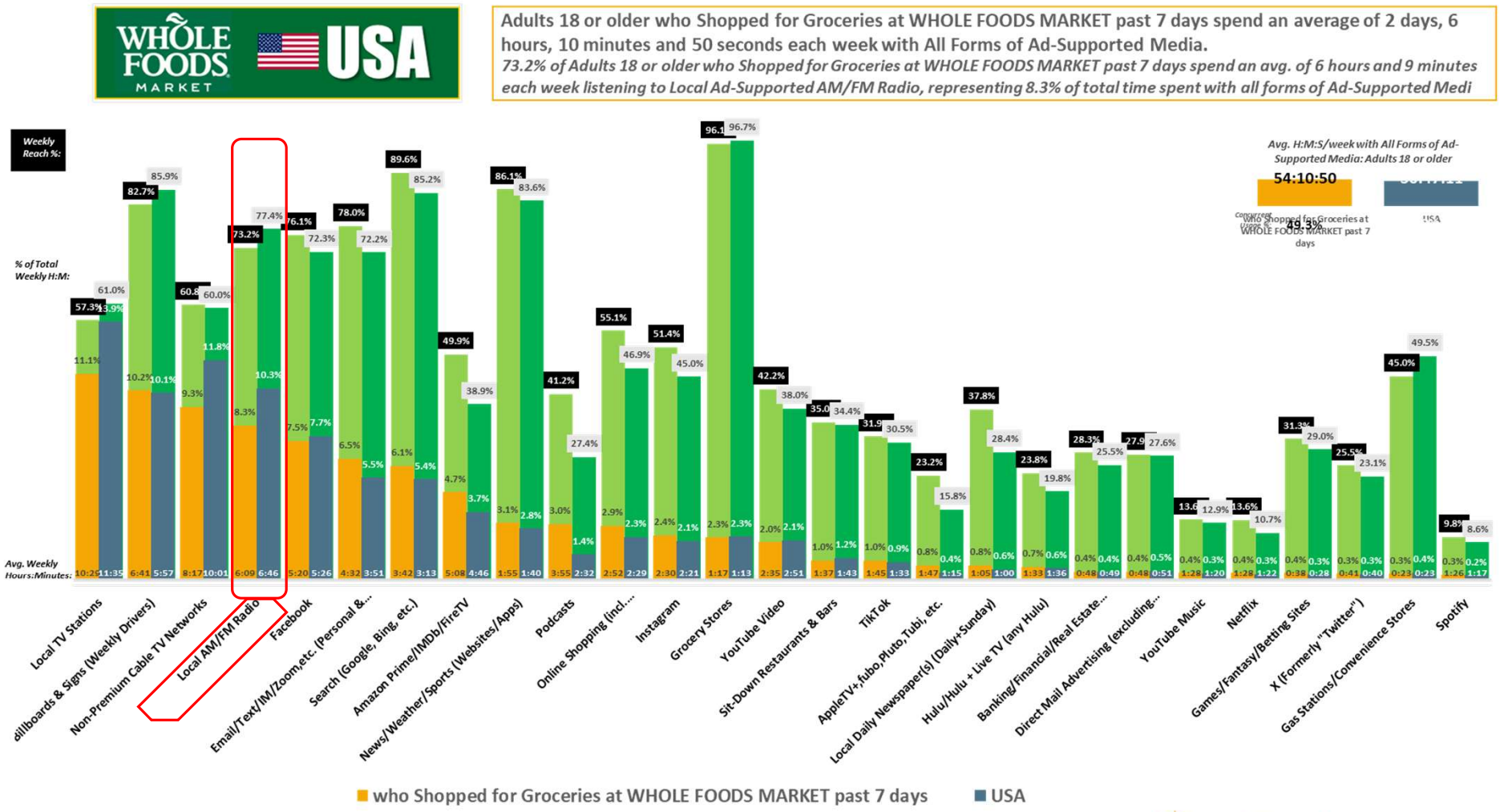
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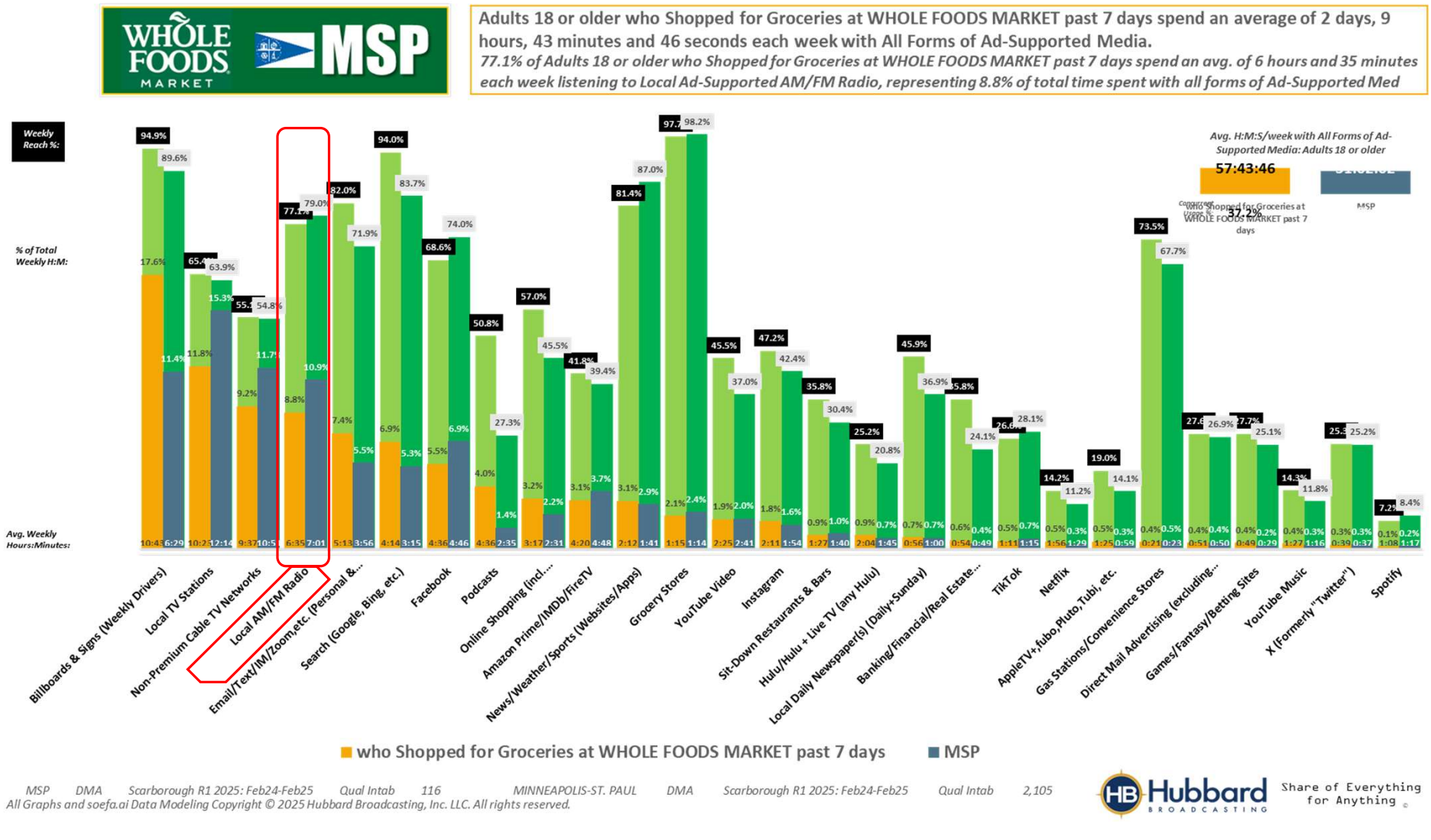
Grocery stores shopped past 7 days (HHLD): Whole Foods Market



Grocery stores shopped past 7 days (HHLD): Whole Foods Market



Grocery stores shopped past 7 days (HHLD): Whole Foods Market

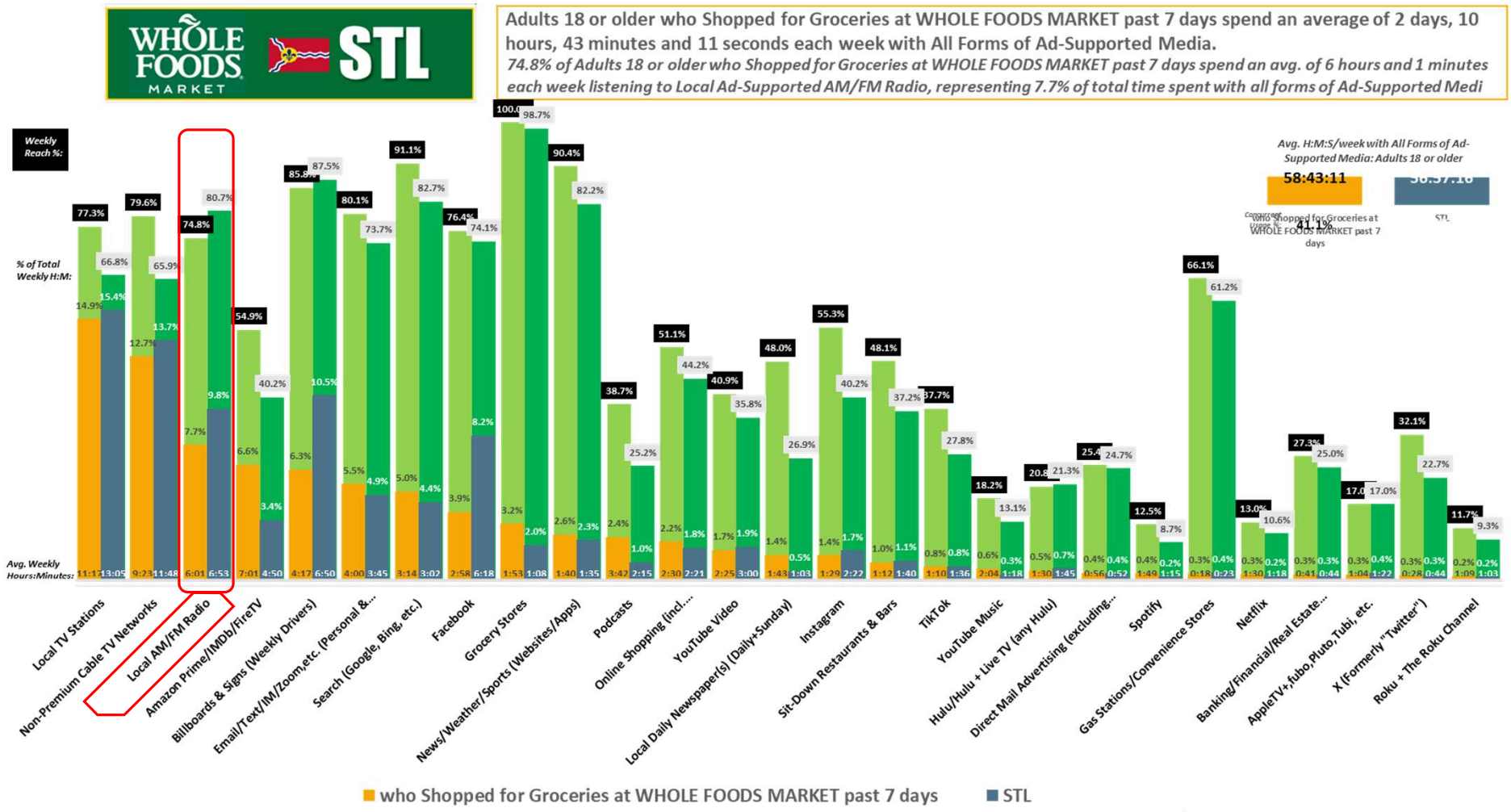


MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 116 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,105

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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

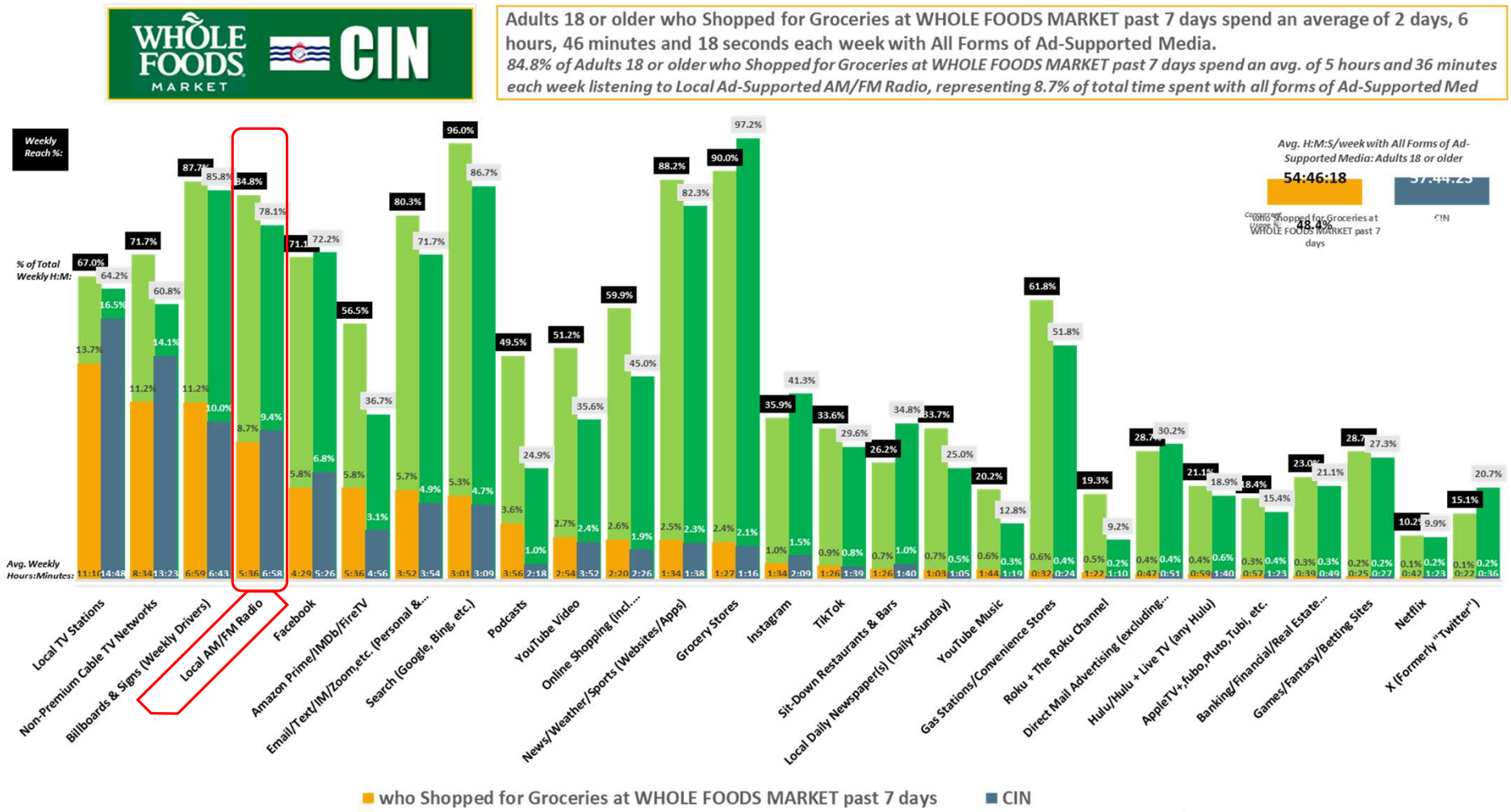


STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 91 ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,075

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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

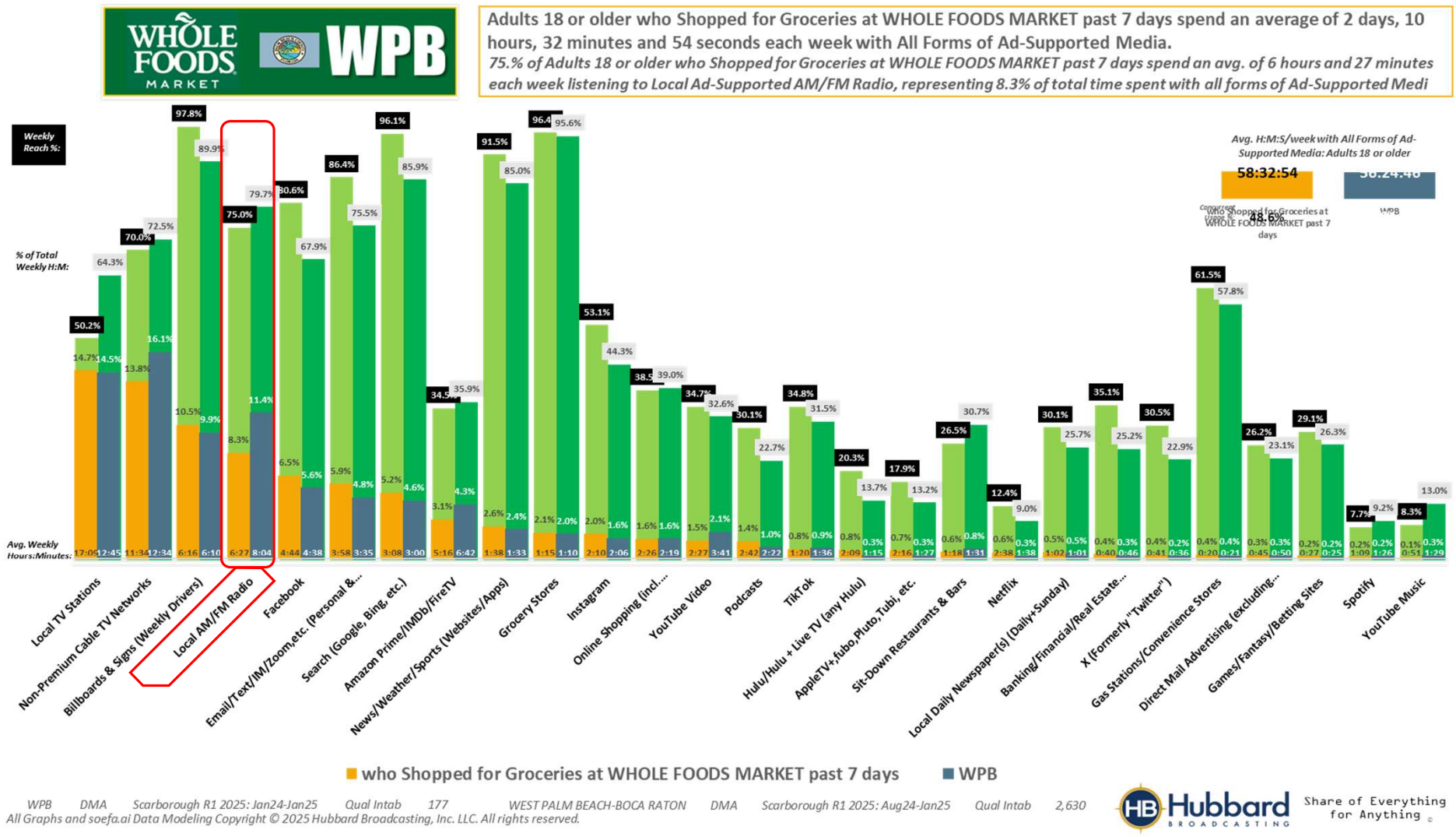


CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 74 CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,996

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Grocery stores shopped past 7 days (HHLD): Whole Foods Market



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 177 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2025: Aug24-Jan25 Qual Intab 2,630

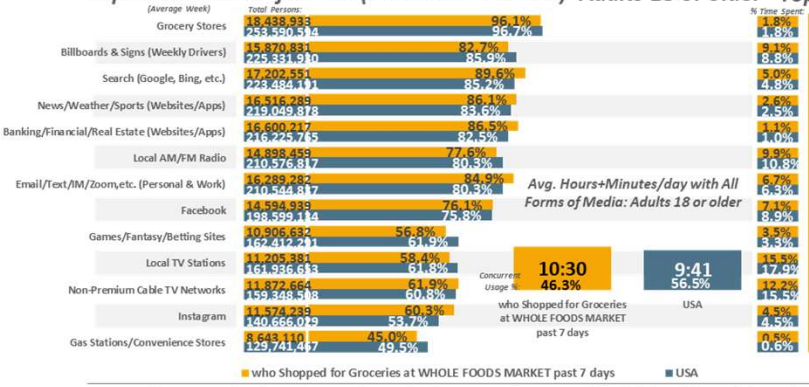
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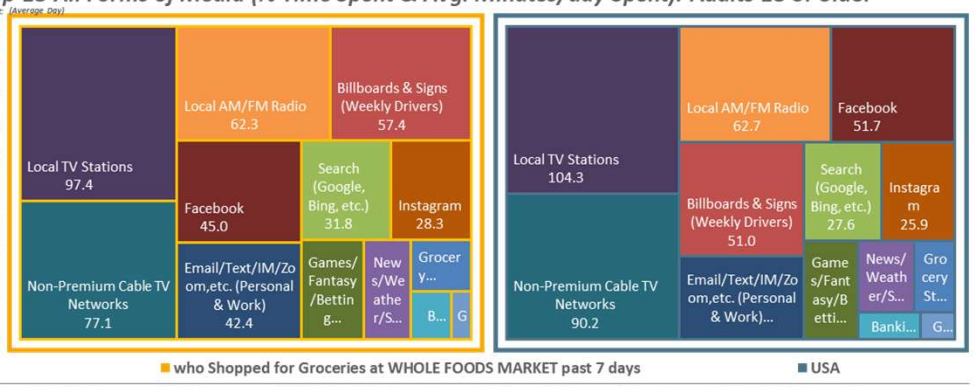
Grocery stores shopped past 7 days (HHLD): Whole Foods Market

Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days spend an average of 7 hours and 44 minutes each day with All Forms of Ad-Supported Media. 73.2% listen to Local AM/FM Radio for an avg. of 52.7 minutes/day. *(Local Radio delivers 8.3% of Time with Ad-Supported Media.)*

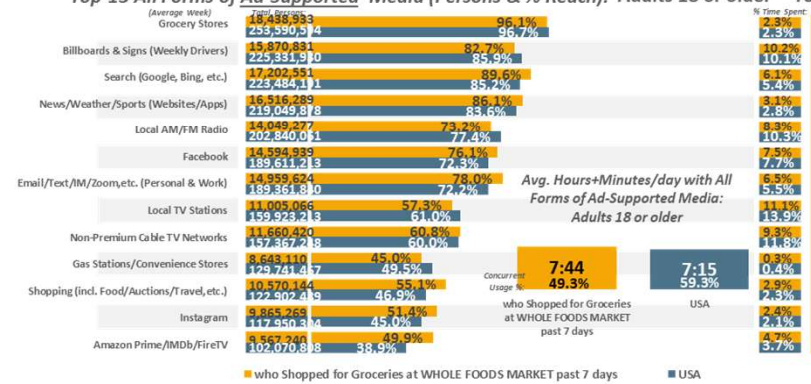
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



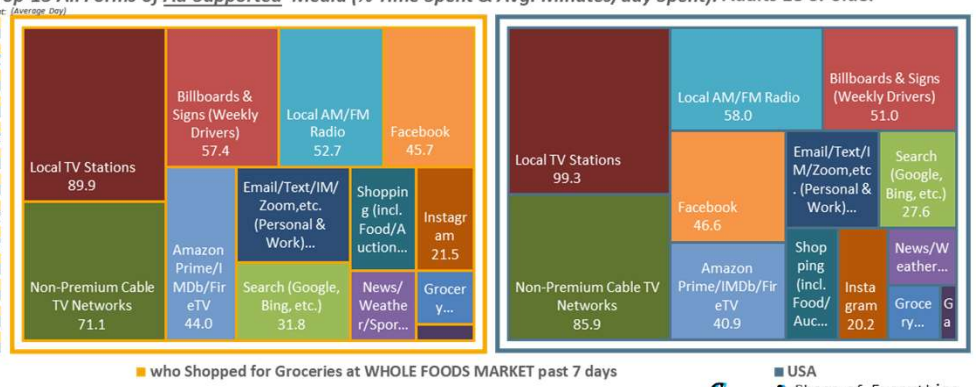
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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 2025: Feb24-Mar25 Qual Intab 1,872

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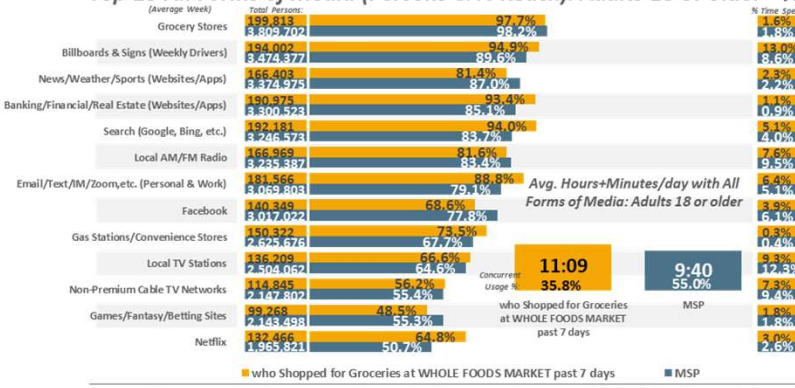
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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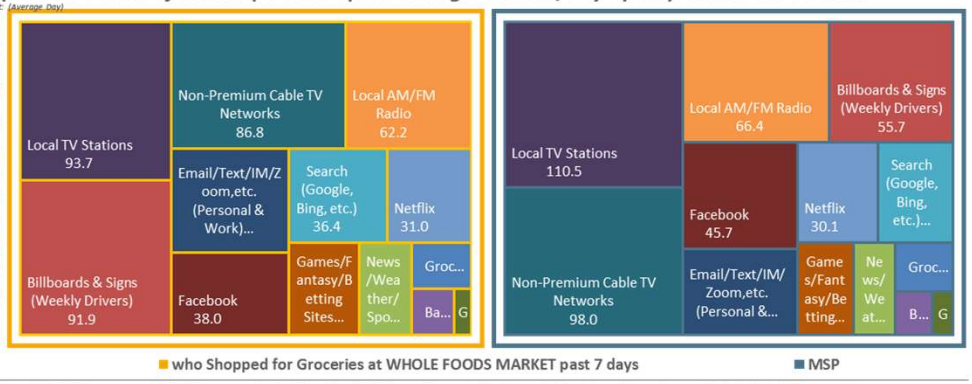
Grocery stores shopped past 7 days (HHLD): Whole Foods Market

Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days spend an average of 8 hours and 14 minutes each day with All Forms of Ad-Supported Media. 77.1% listen to Local AM/FM Radio for an avg. of 56.4 minutes/day. *(Local Radio delivers 8.8% of Time with Ad-Supported Media.)*

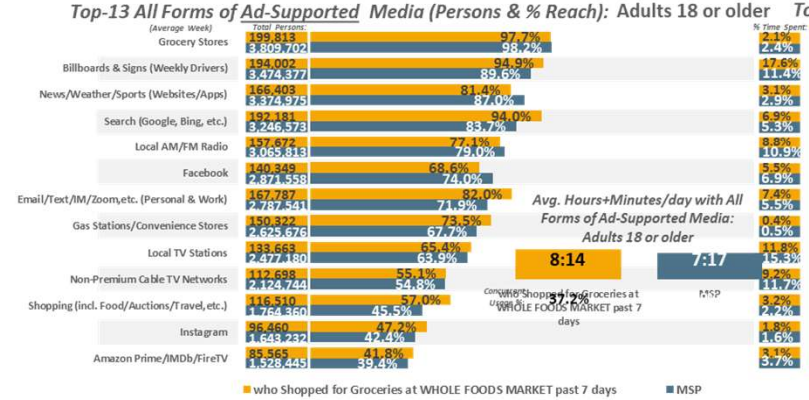
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



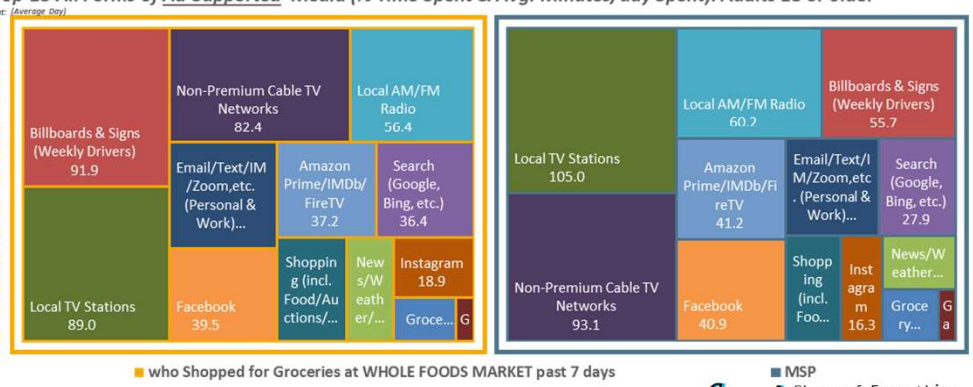
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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**



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 116

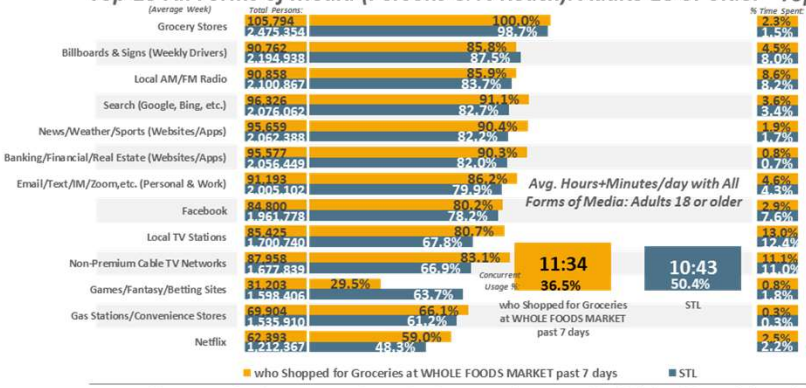
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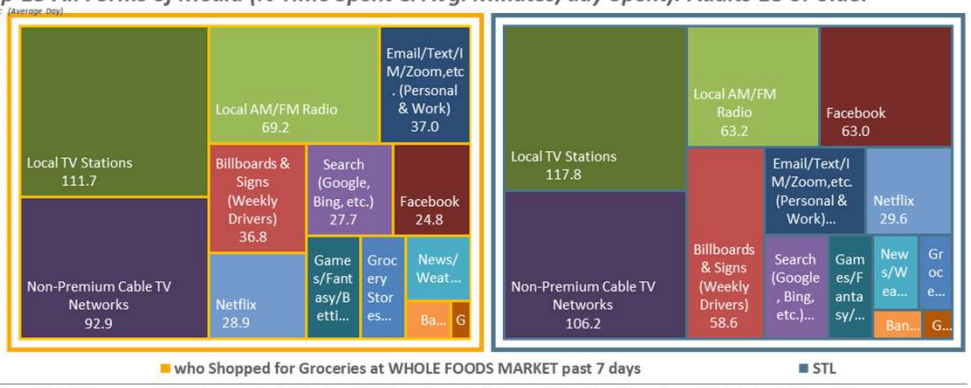
Grocery stores shopped past 7 days (HHLD): Whole Foods Market

Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days spend an average of 8 hours and 23 minutes each day with All Forms of Ad-Supported Media. 74.8% listen to Local AM/FM Radio for an avg. of 51.7 minutes/day. *(Local Radio delivers 7.7% of Time with Ad-Supported Media.)*

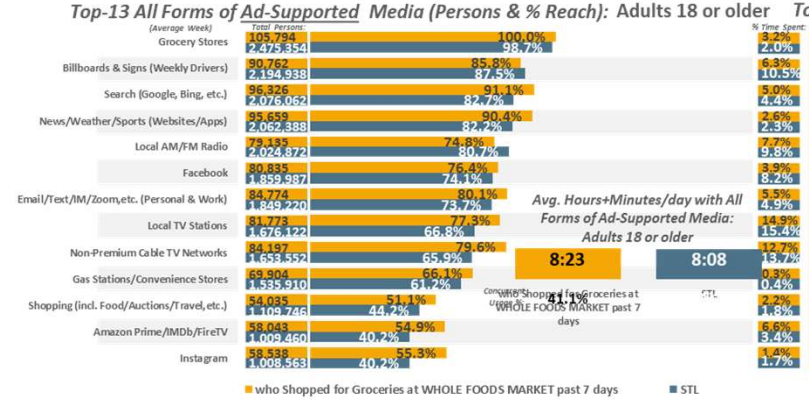
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



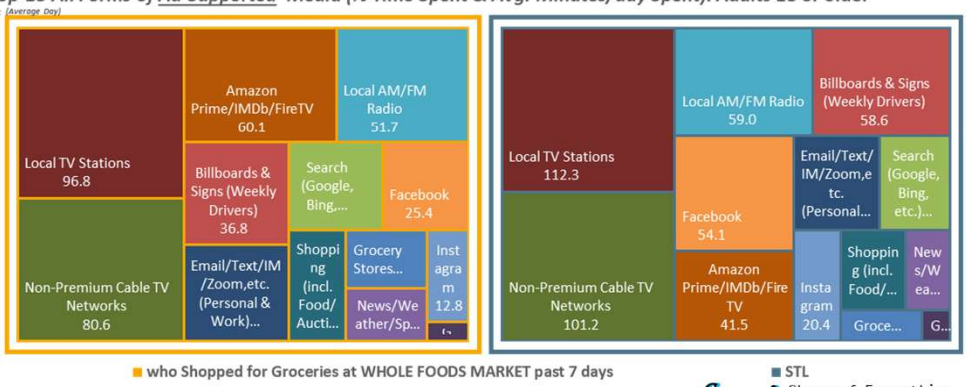
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 91

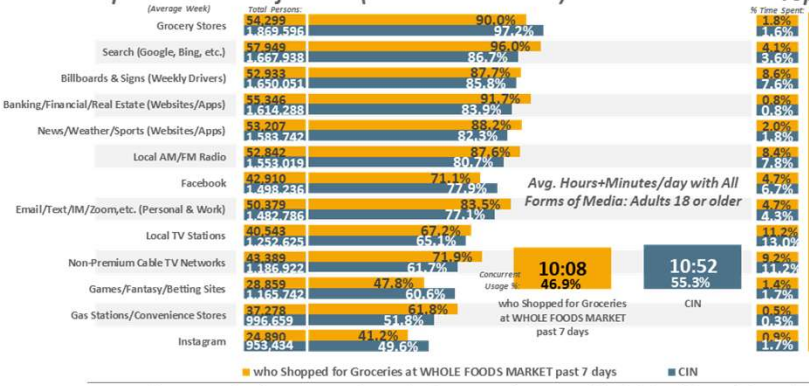
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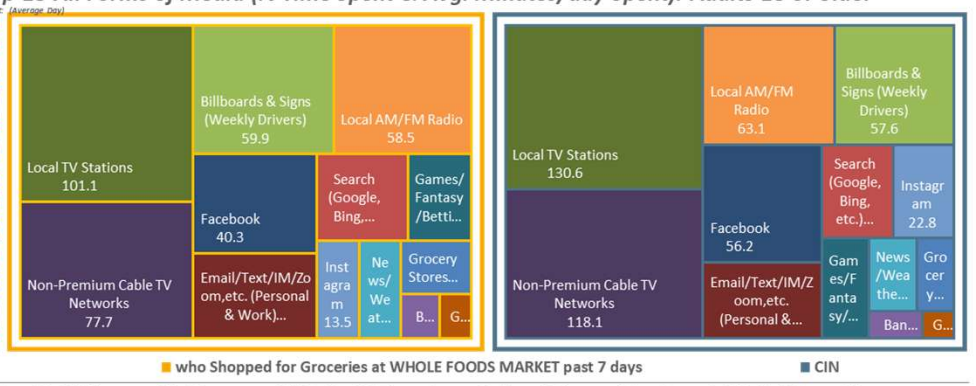
Grocery stores shopped past 7 days (HHLD): Whole Foods Market

Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days spend an average of 7 hours and 49 minutes each day with All Forms of Ad-Supported Media. 84.8% listen to Local AM/FM Radio for an avg. of 48.1 minutes/day. *(Local Radio delivers 8.7% of Time with Ad-Supported Media.)*

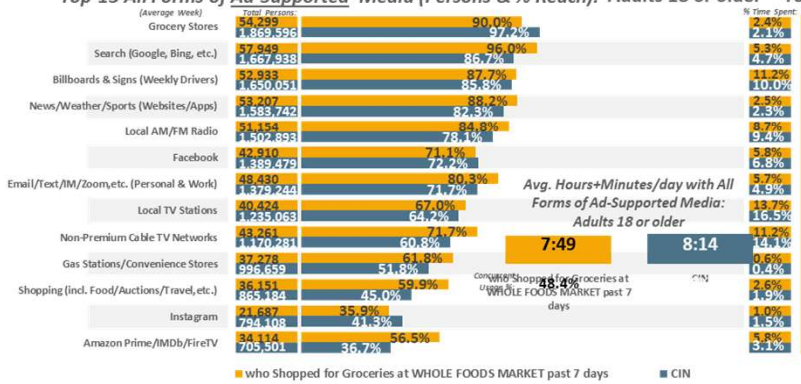
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



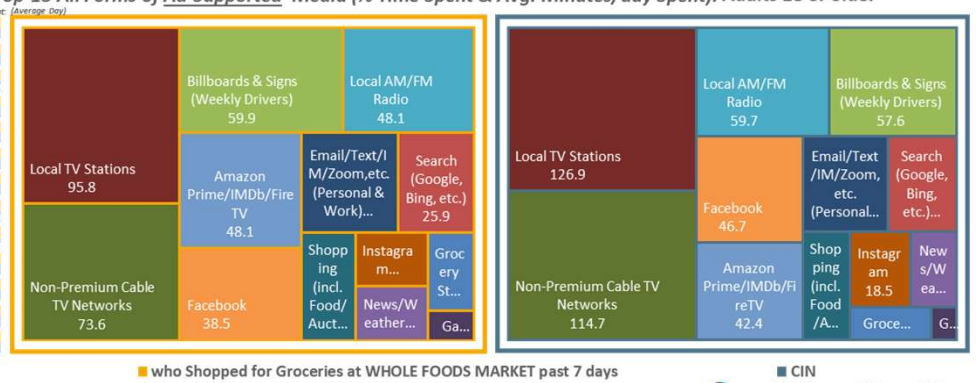
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 74

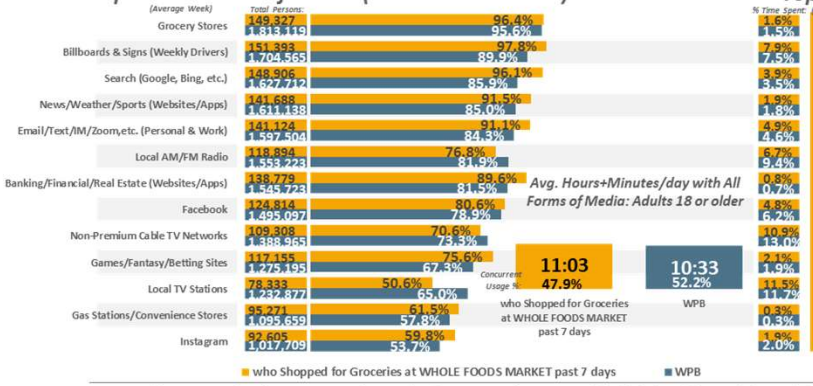
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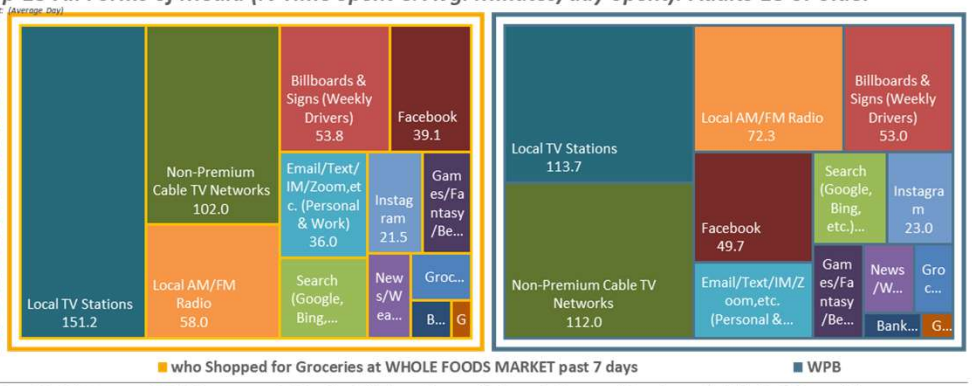
Grocery stores shopped past 7 days (HHLD): Whole Foods Market

Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days spend an average of 8 hours and 21 minutes each day with All Forms of Ad-Supported Media. 75.% listen to Local AM/FM Radio for an avg. of 55.4 minutes/day. *(Local Radio delivers 8.3% of Time with Ad-Supported Media.)*

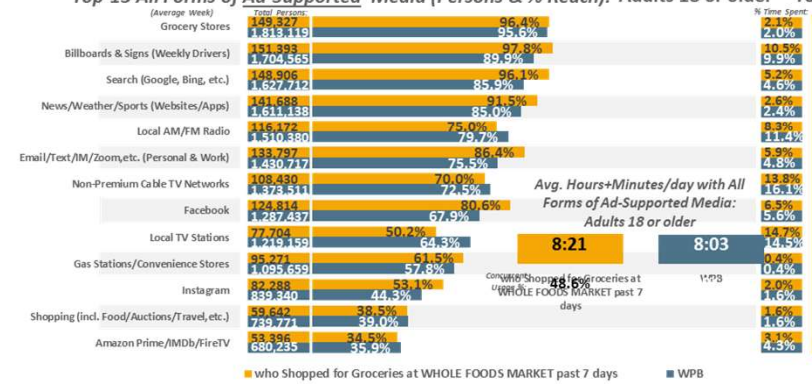
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



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



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



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



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 177

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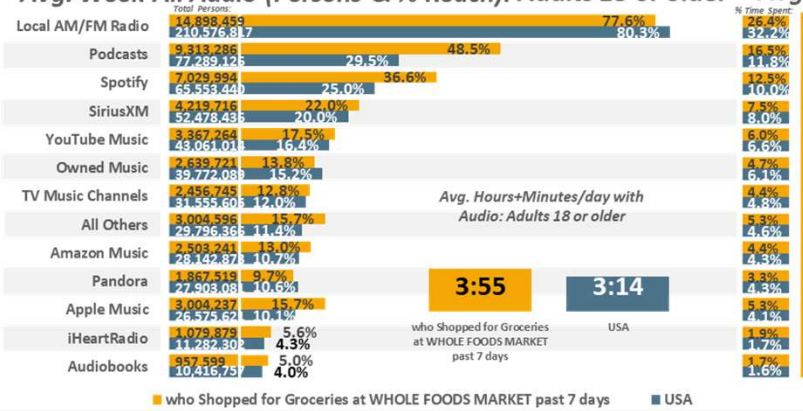
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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

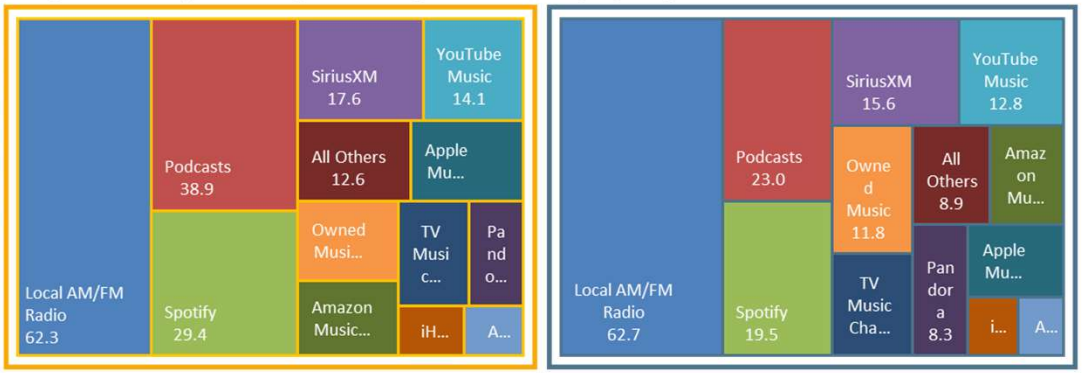
WHOLE FOODS MARKET USA

14,049,277 or 73.2% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 52.7 minutes every day representing 34.1% of all time spent daily with Ad-Supported Audio.

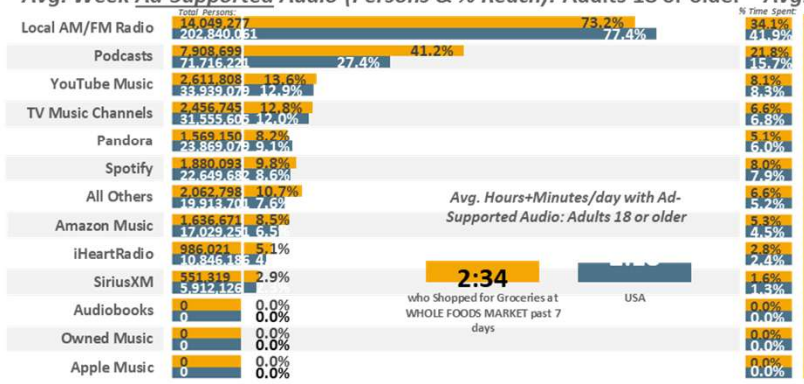
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



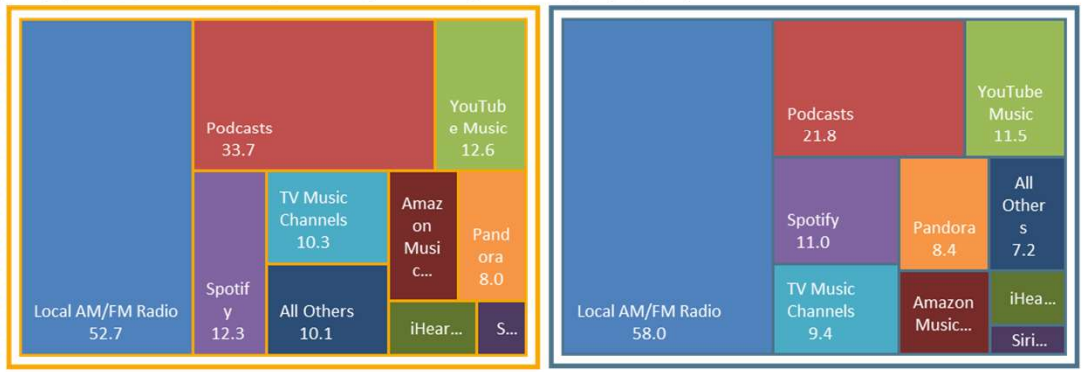
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,872

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Scarborough R1 2025: Feb24-Mar25 USA Projection

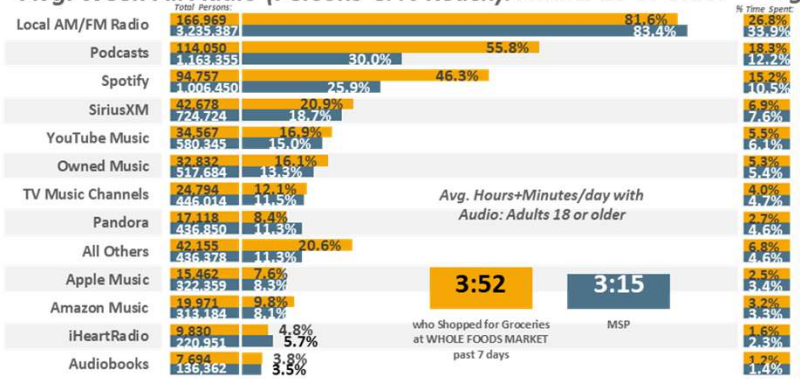
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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

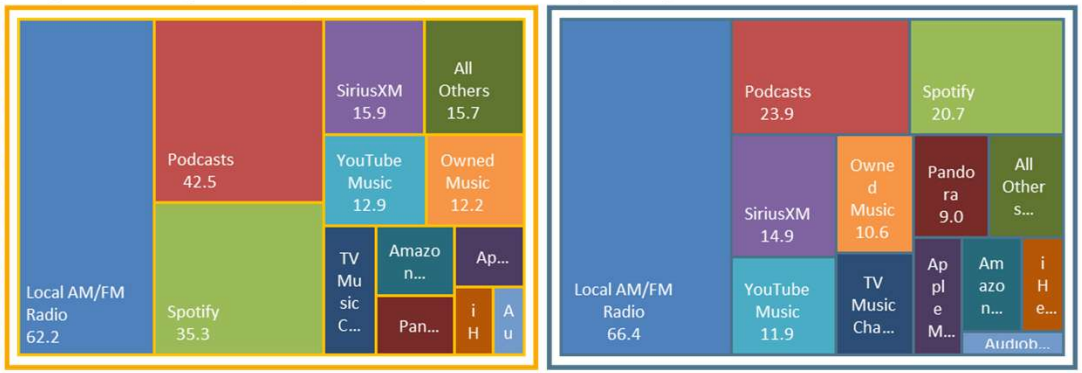
WHOLE FOODS MARKET | MSP

157,672 or 77.1% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 56.4 minutes every day representing 36.1% of all time spent daily with Ad-Supported Audio.

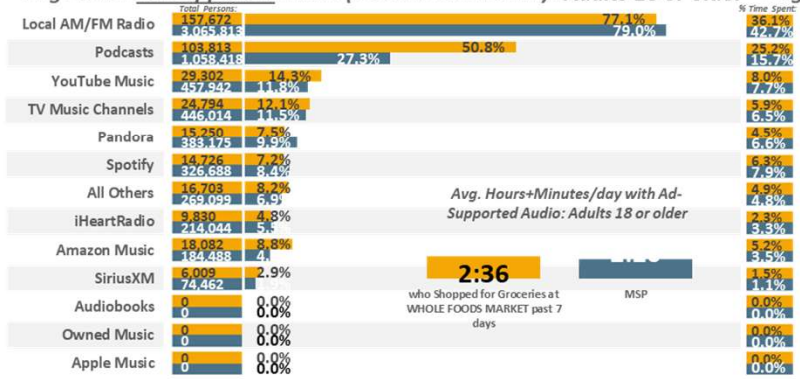
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



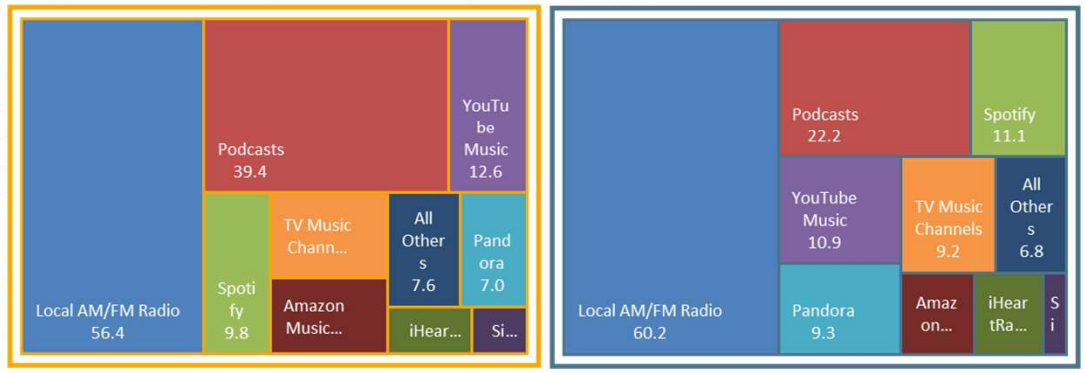
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 116

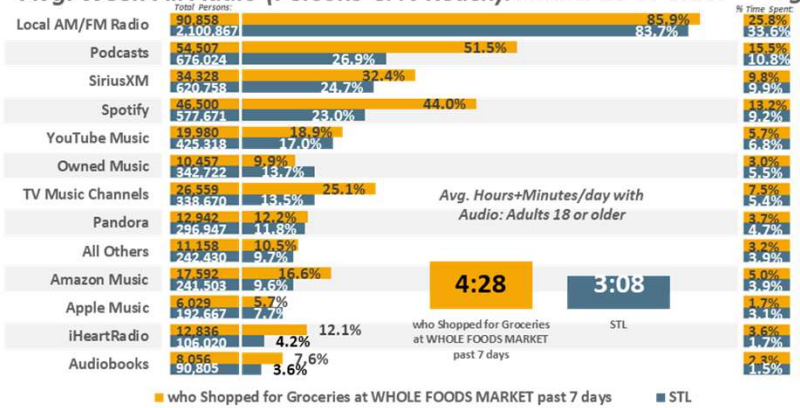
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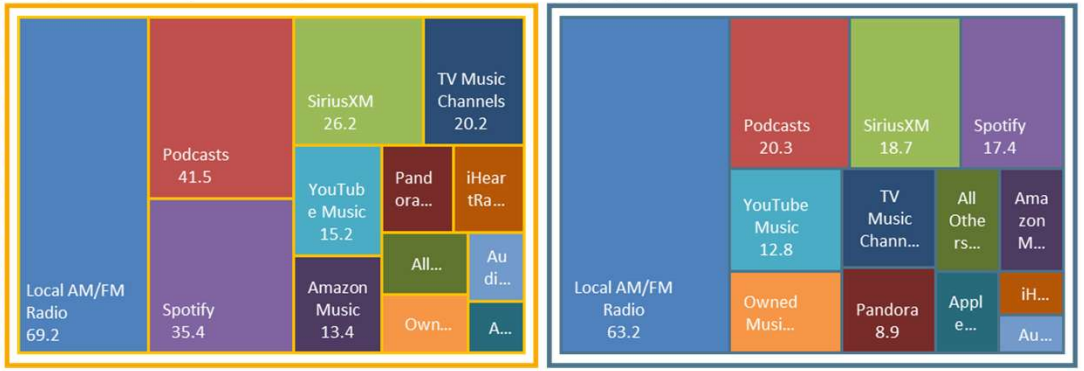
Grocery stores shopped past 7 days (HHLD): Whole Foods Market

79,135 or 74.8% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 51.7 minutes every day representing 29.% of all time spent daily with Ad-Supported Audio.

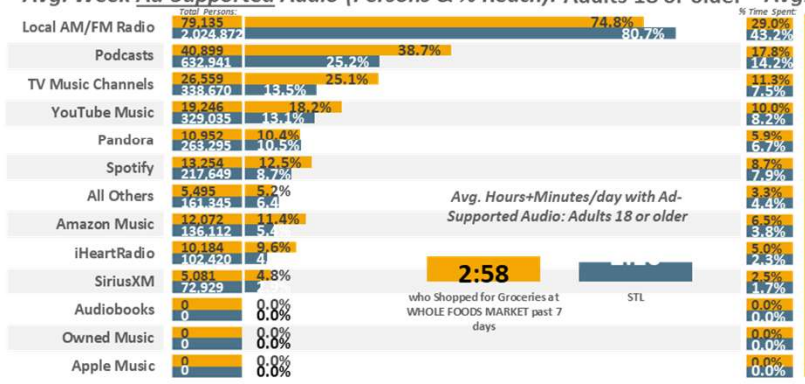
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



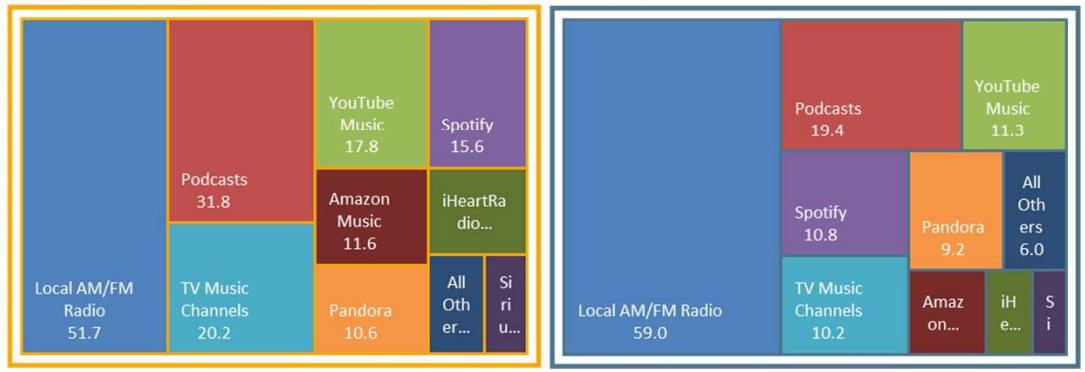
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 91

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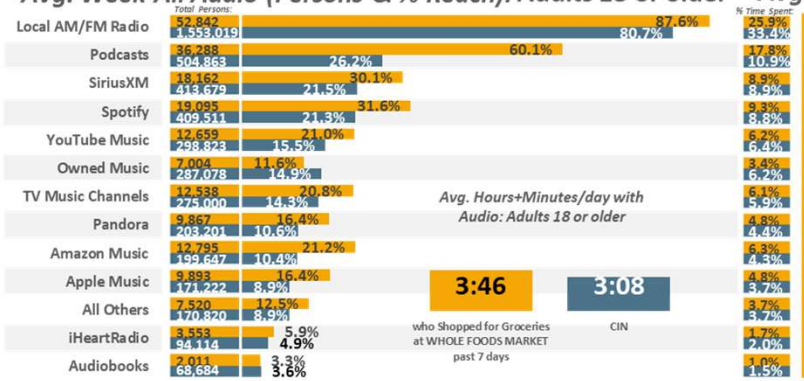
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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

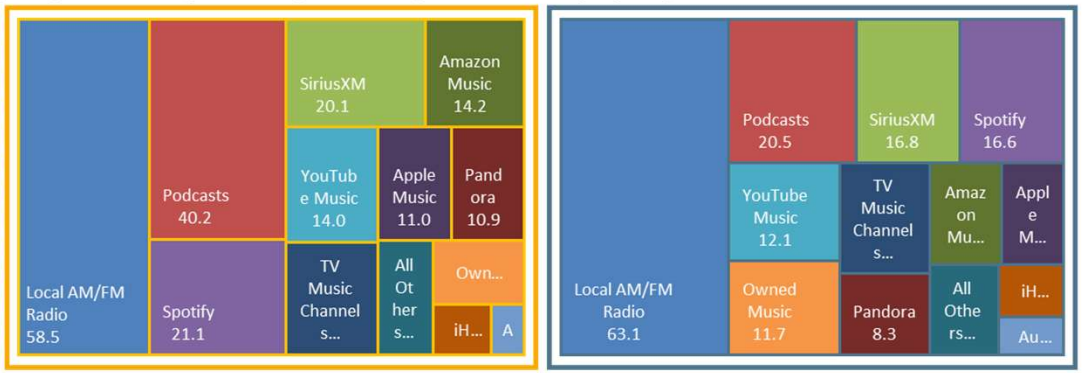
WHOLE FOODS MARKET — CIN

51,154 or 84.8% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 48.1 minutes every day representing 31.9% of all time spent daily with Ad-Supported Audio.

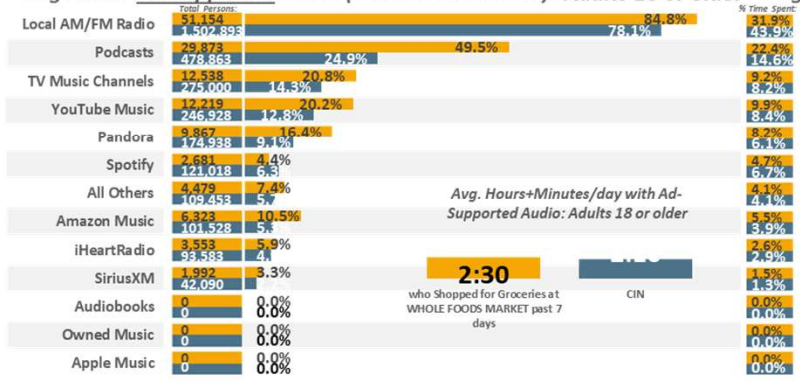
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



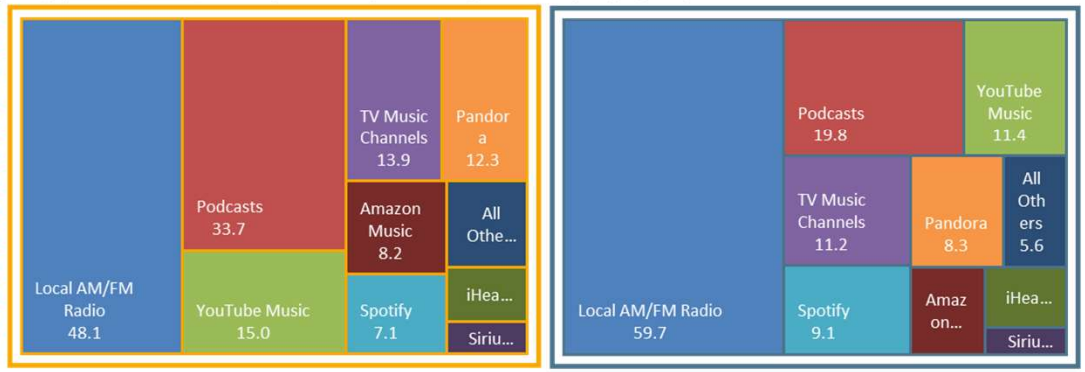
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 74

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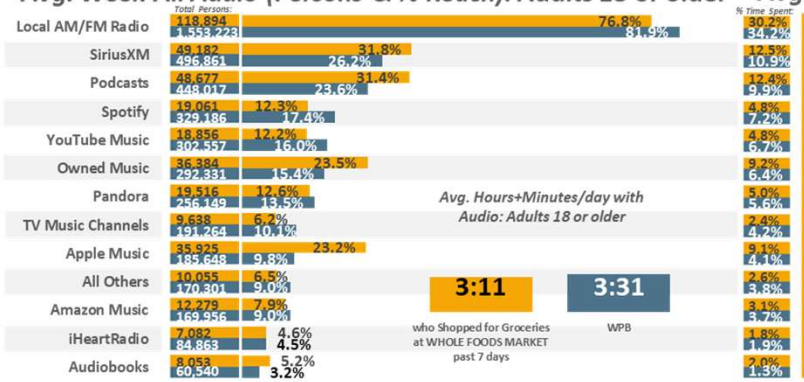
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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

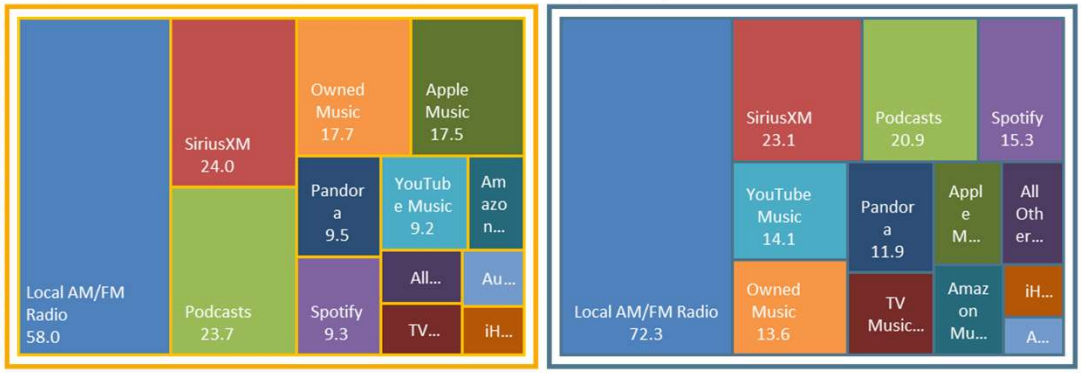
WHOLE FOODS MARKET WPB

116,172 or 75.% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 55.4 minutes every day representing 42.9% of all time spent daily with Ad-Supported Audio.

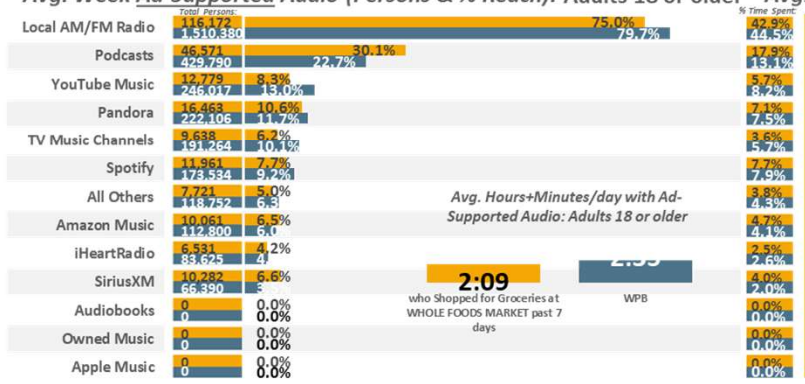
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



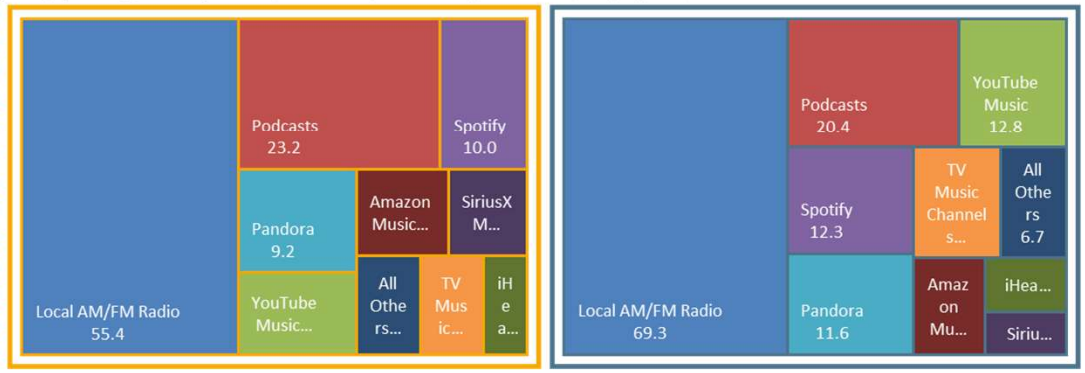
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 177

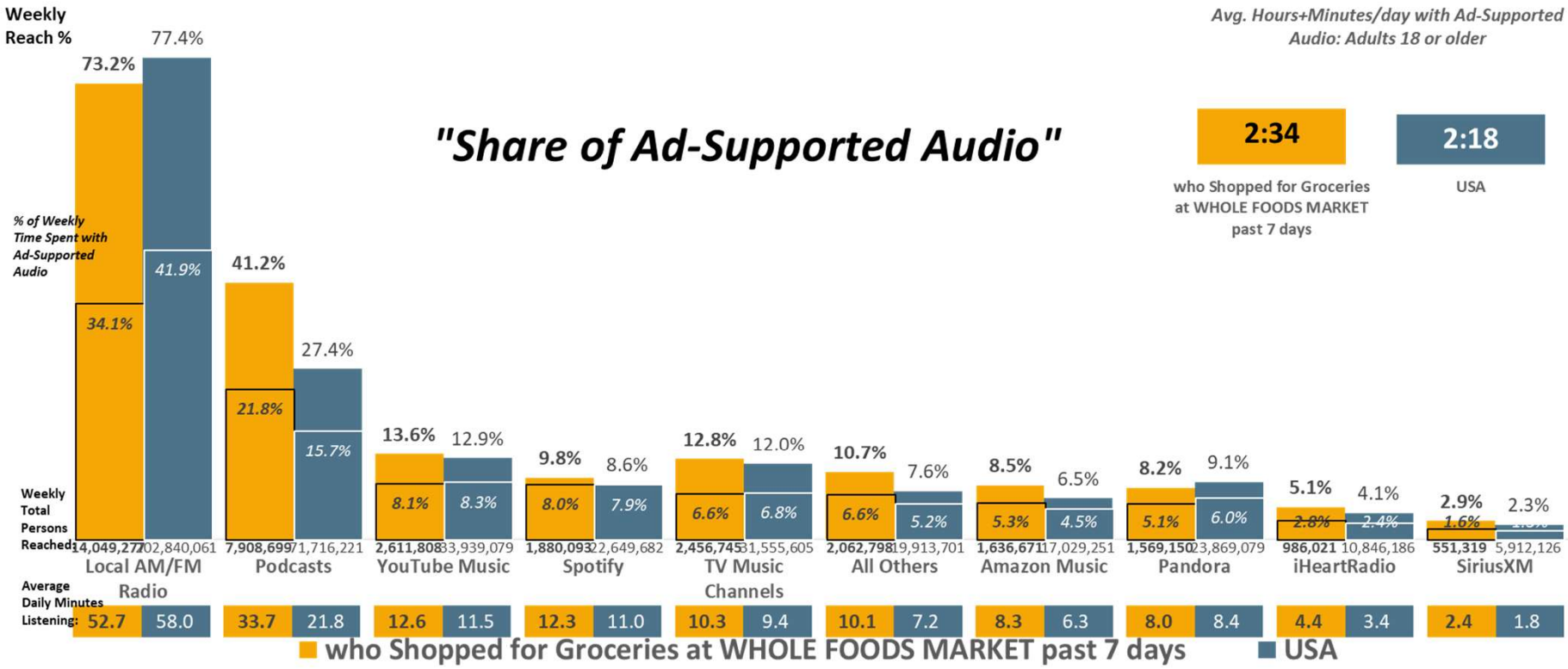
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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

WHOLE FOODS MARKET USA

14,049,277 or 73.2% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 52.7 minutes every day representing 34.1% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,872

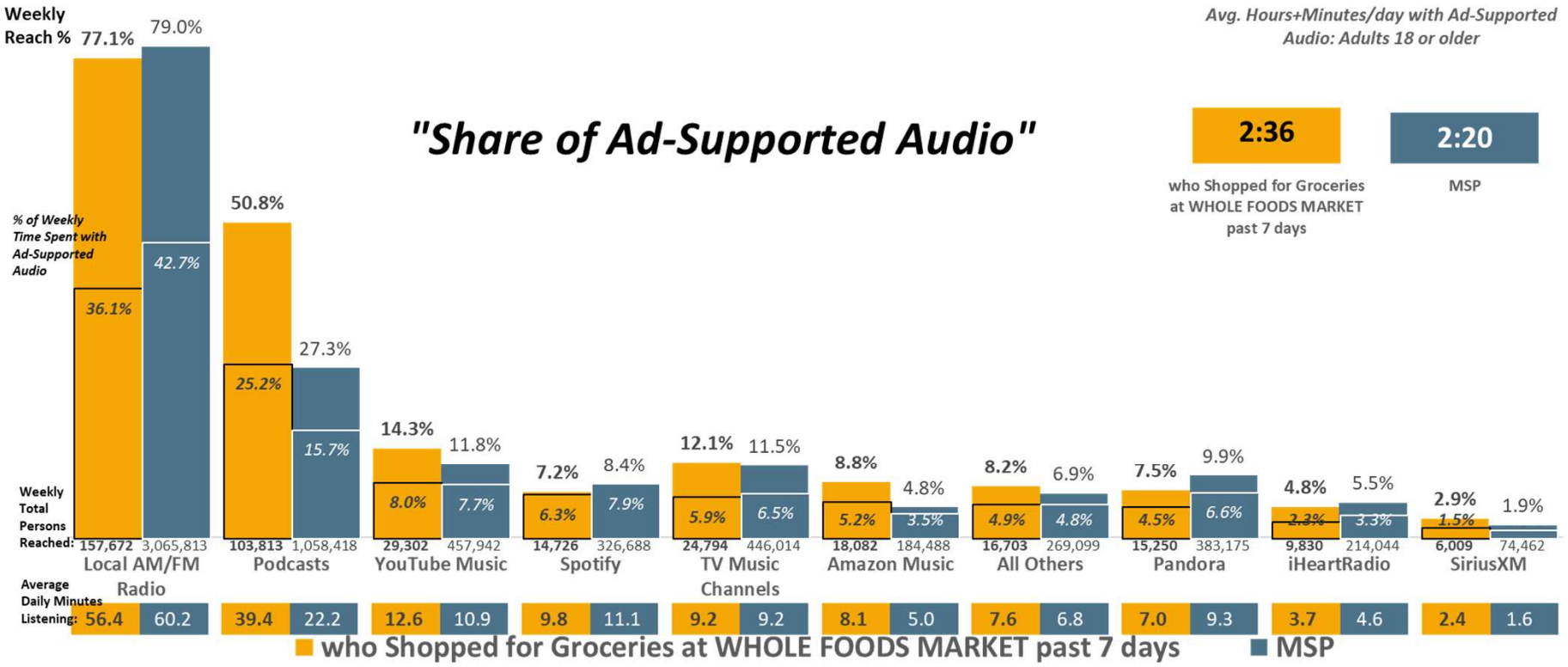
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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

157,672 or 77.1% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 56.4 minutes every day representing 36.1% of all time spent daily with Ad-Supported Audio.



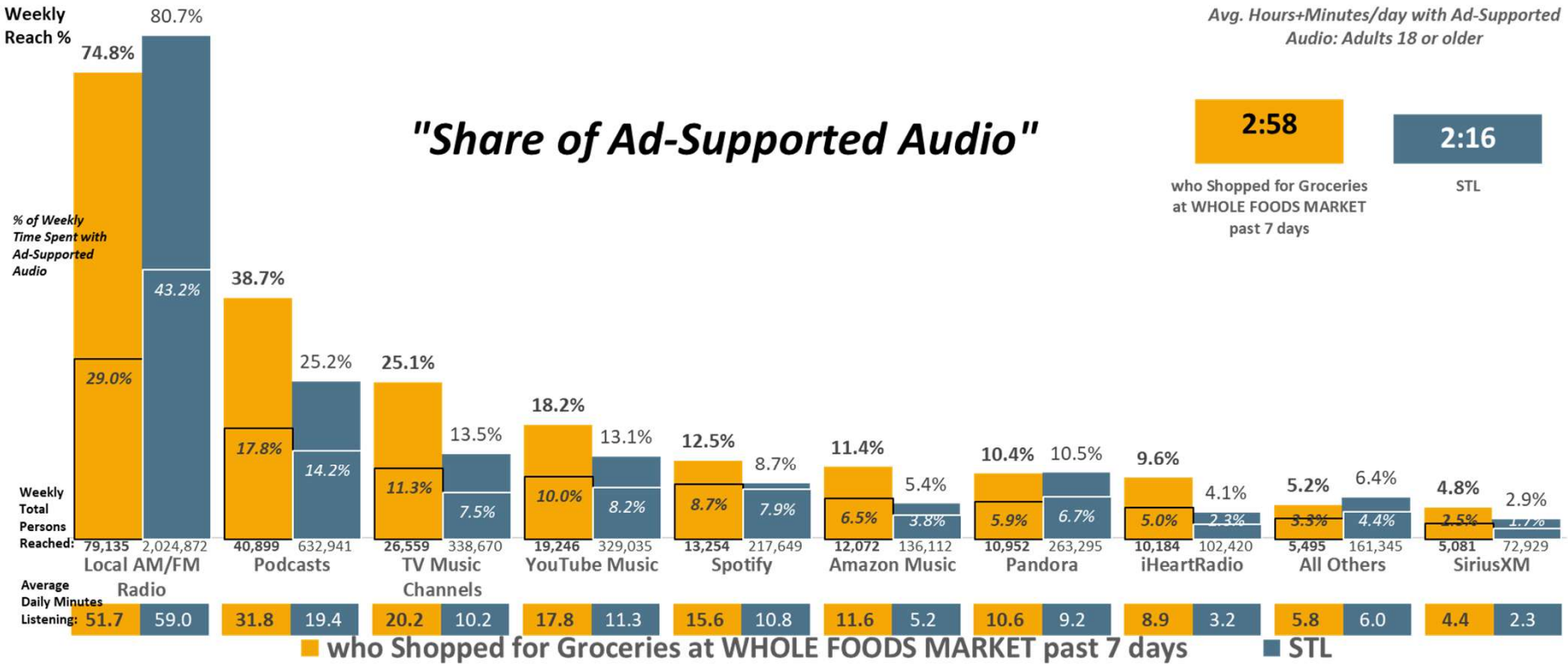
MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 116 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,105

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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

79,135 or 74.8% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 51.7 minutes every day representing 29.% of all time spent daily with Ad-Supported Audio.



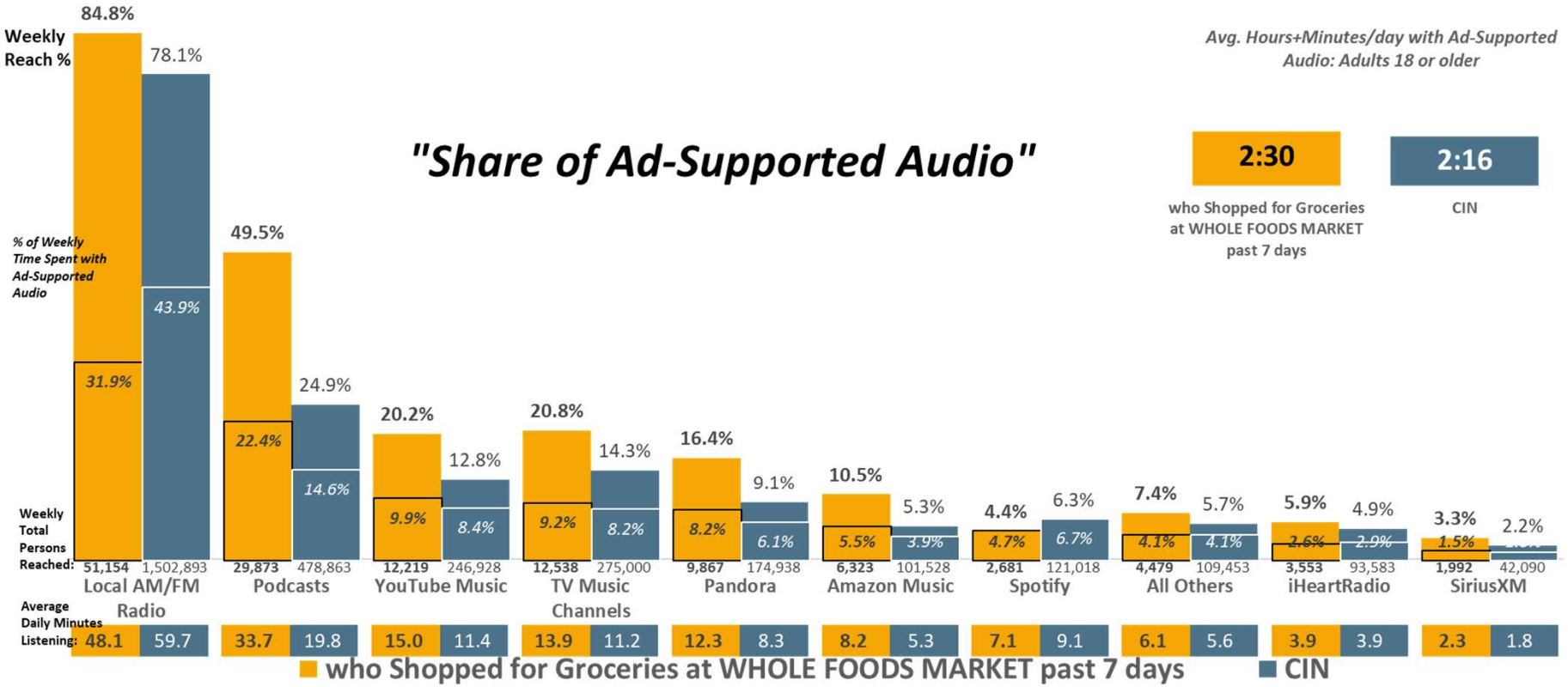
STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 91 ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,075

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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

51,154 or 84.8% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 48.1 minutes every day representing 31.9% of all time spent daily with Ad-Supported Audio.



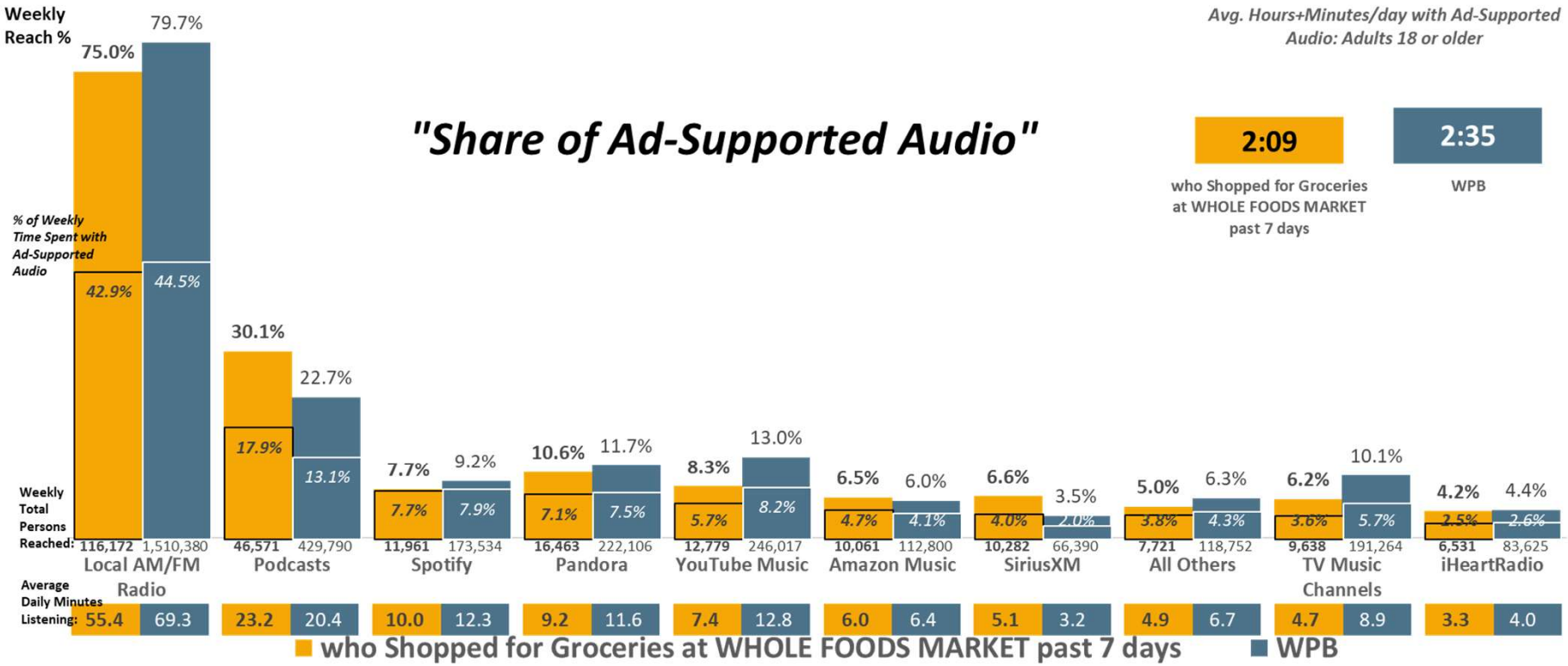
CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 74 CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,996

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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

116,172 or 75.% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 55.4 minutes every day representing 42.9% of all time spent daily with Ad-Supported Audio.



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 177 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2025: Aug24-Jan25 Qual Intab 2,630

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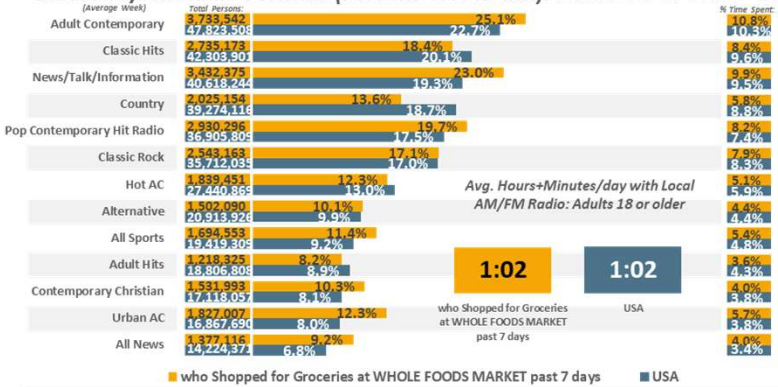
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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

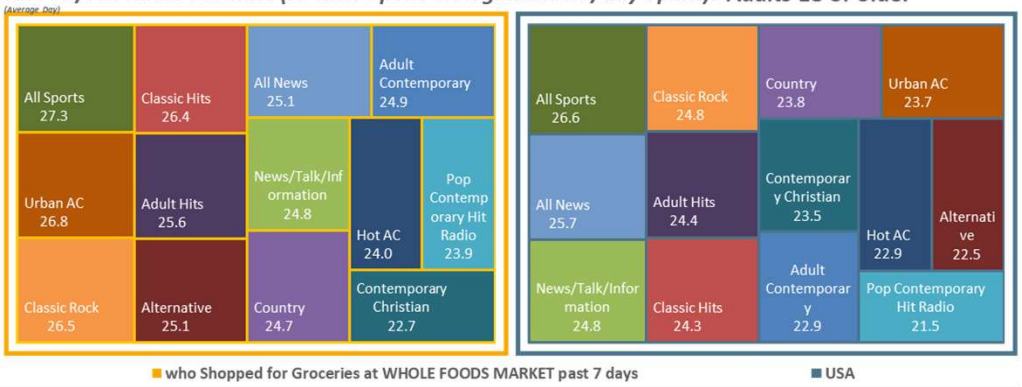
WHOLE FOODS MARKET USA

14,049,277 or 73.2% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Classic Rock, and Country.

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



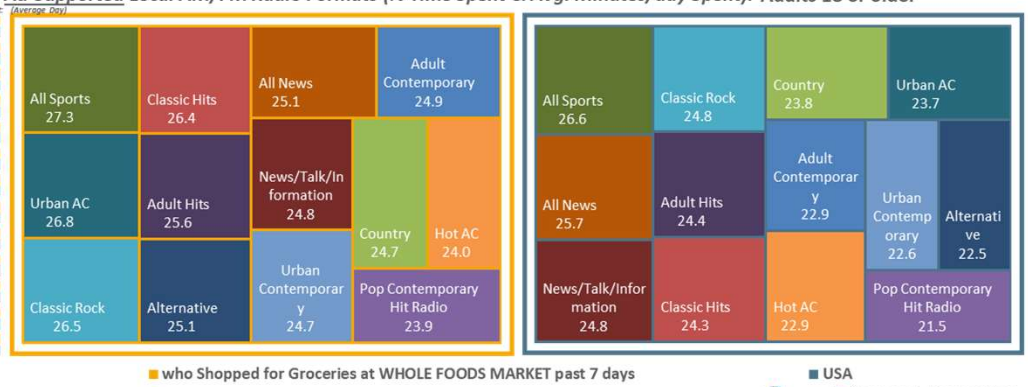
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2025: Feb24-Mar25 Qual Intab 1,872

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

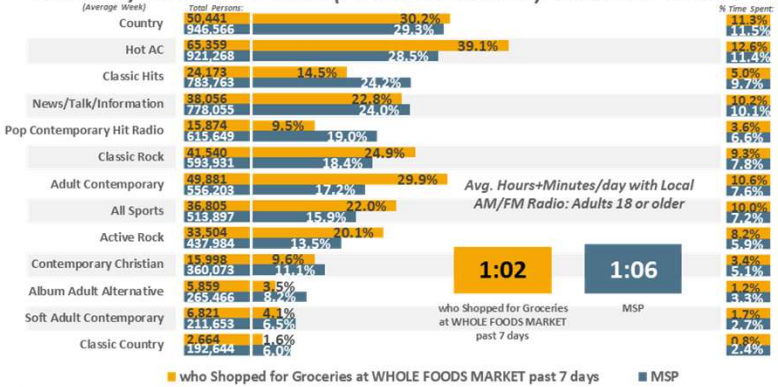
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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

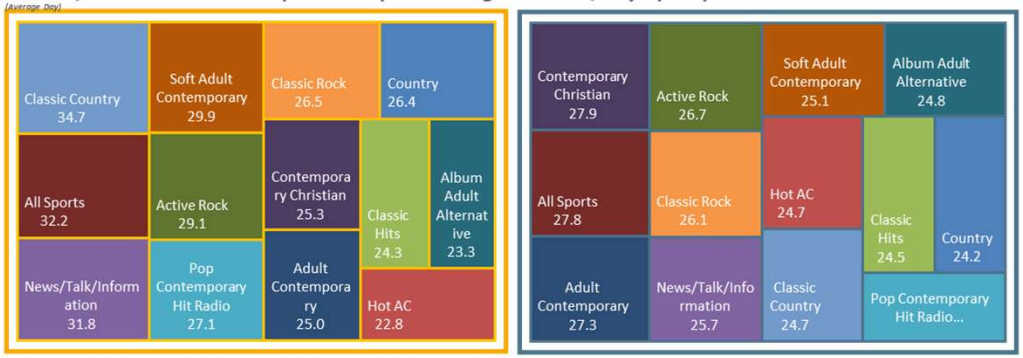
WHOLE FOODS MARKET — MSP

157,672 or 77.1% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Country, Adult Contemporary, Classic Rock, and All Sports.

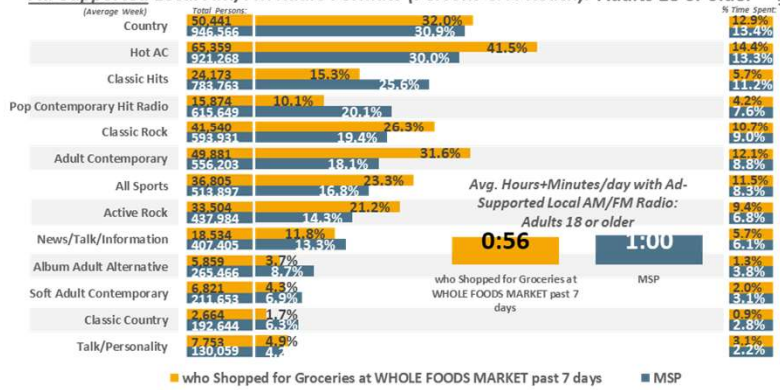
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



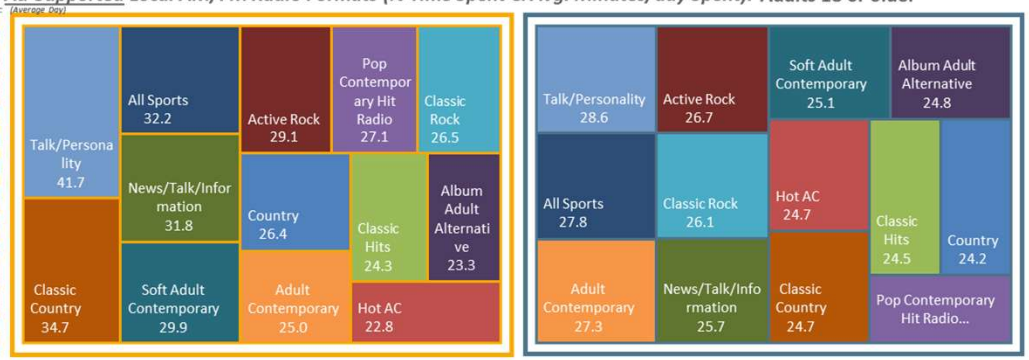
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 116

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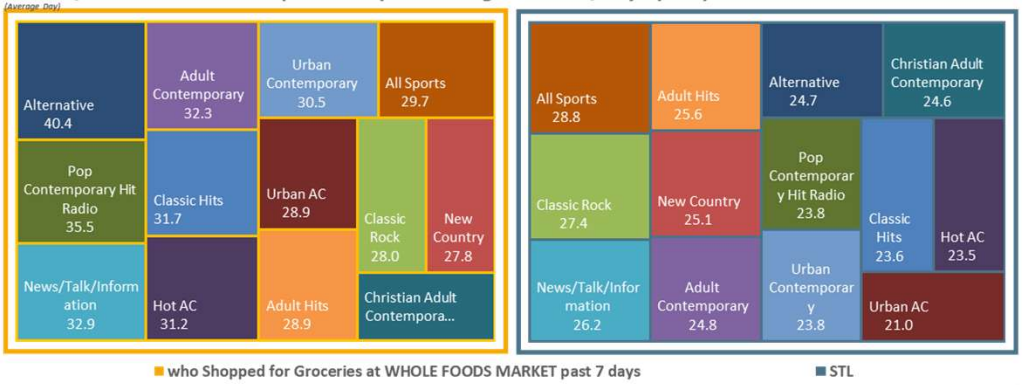
Grocery stores shopped past 7 days (HHLD): Whole Foods Market

79,135 or 74.8% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Urban AC, Classic Rock, Adult Contemporary, Adult Hits, and New Country.

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



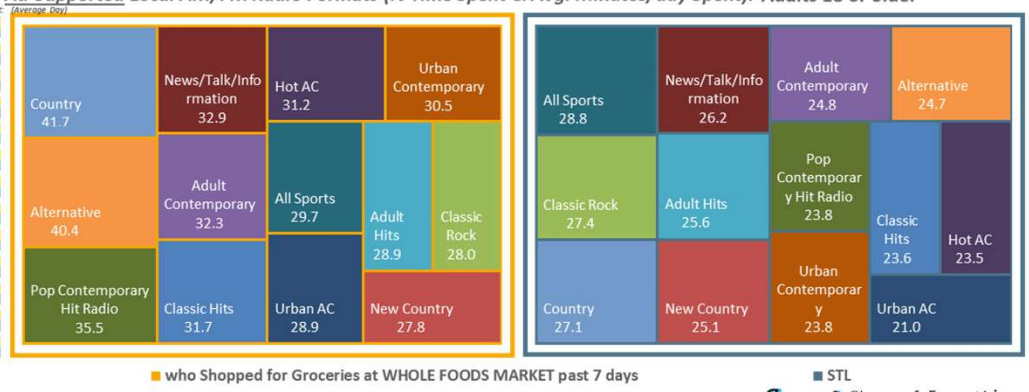
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 91

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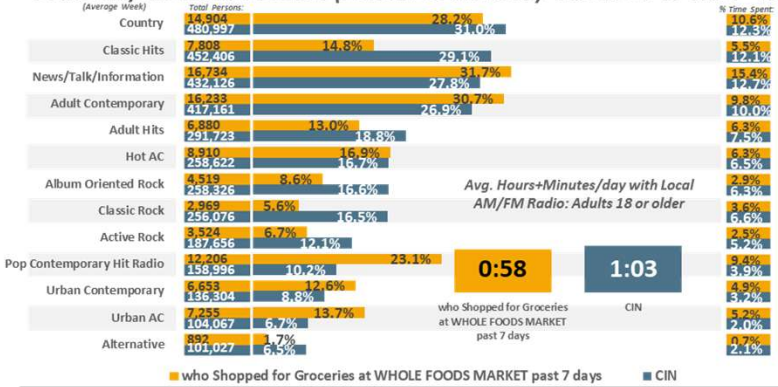
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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

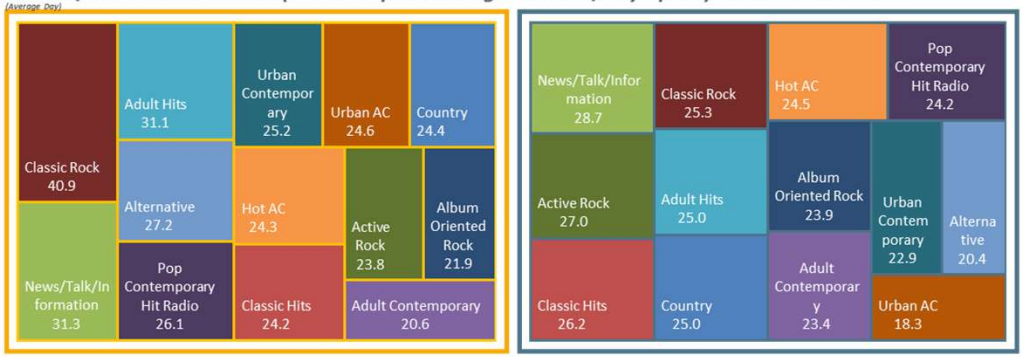
WHOLE FOODS MARKET — CIN

51,154 or 84.8% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Pop Contemporary Hit Radio, Hot AC, and Classic Hits.

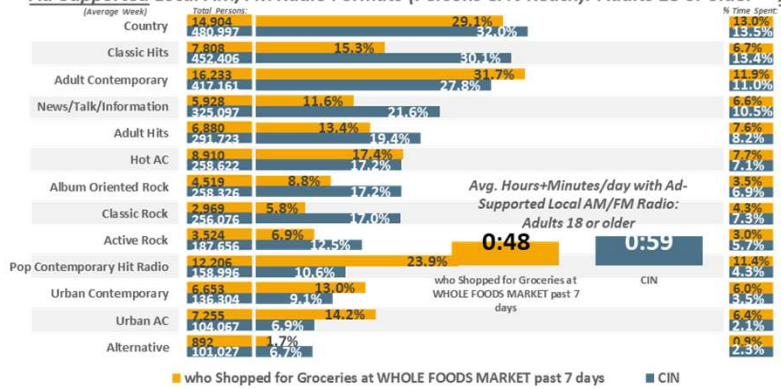
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



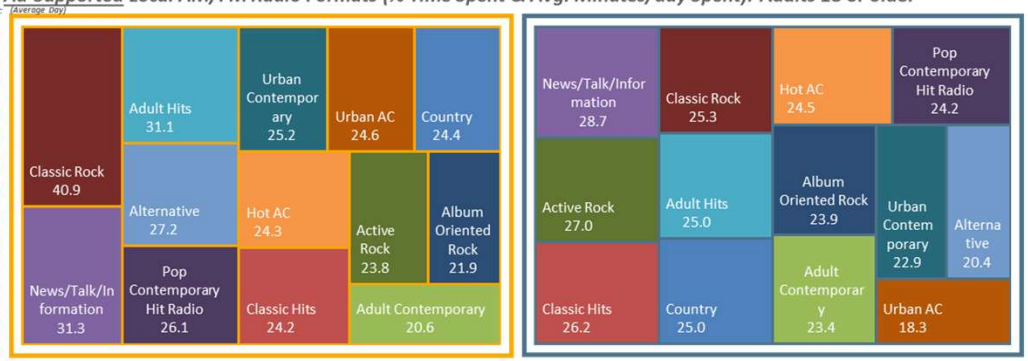
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 74

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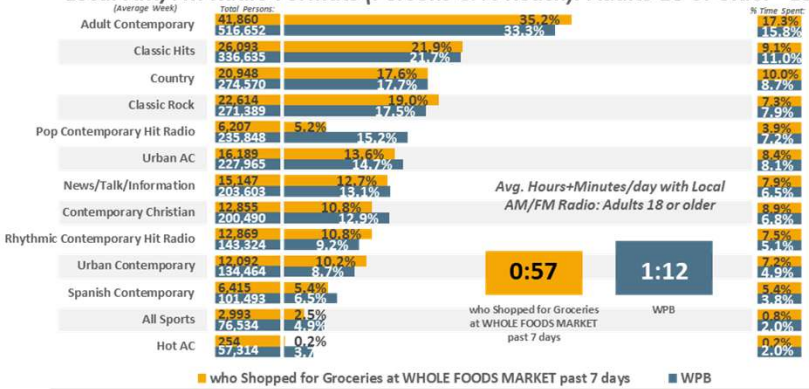
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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

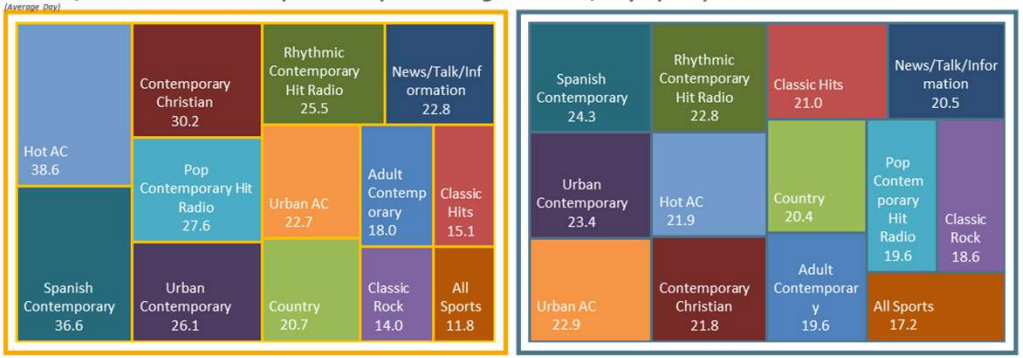
WHOLE FOODS MARKET WPB

116,172 or 75.% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Classic Rock, Country, and Urban AC.

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



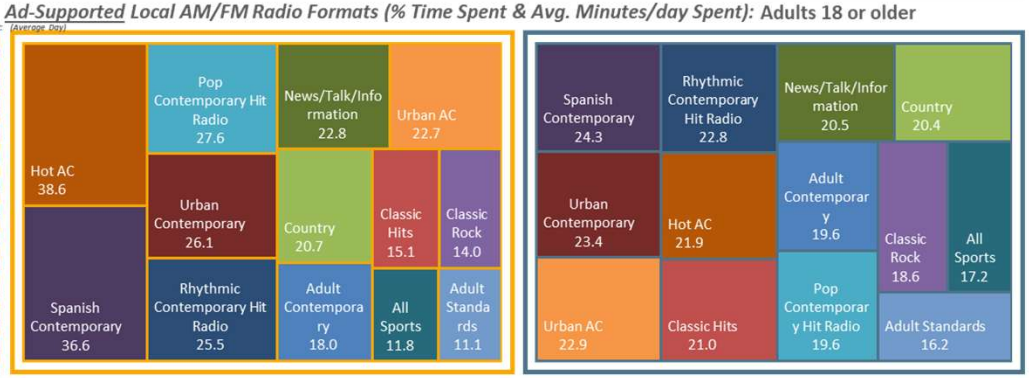
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 177

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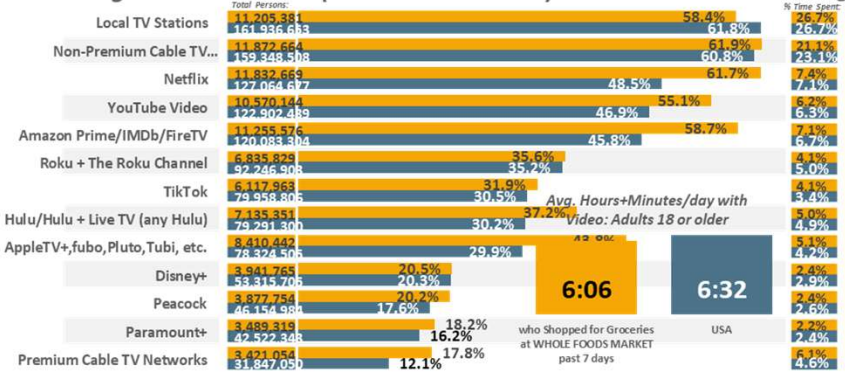
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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

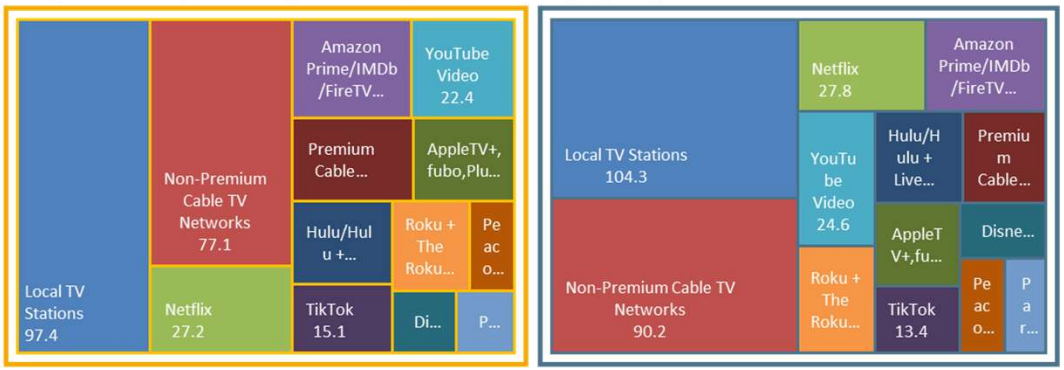
WHOLE FOODS MARKET USA

11,005,066 or 57.3% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days watch Ad-Supported Local TV Stations for an average of 89.9 minutes every day representing 30.1% of all time spent daily with Ad-Supported Video.

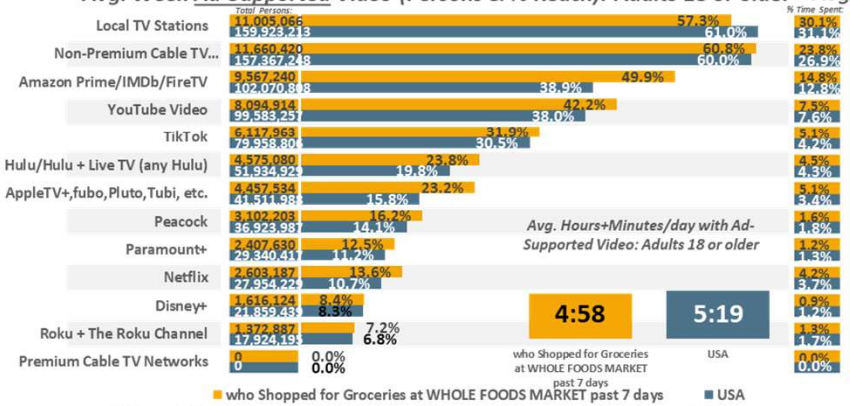
Avg. Week All Video (Persons & % Reach): Adults 18 or older



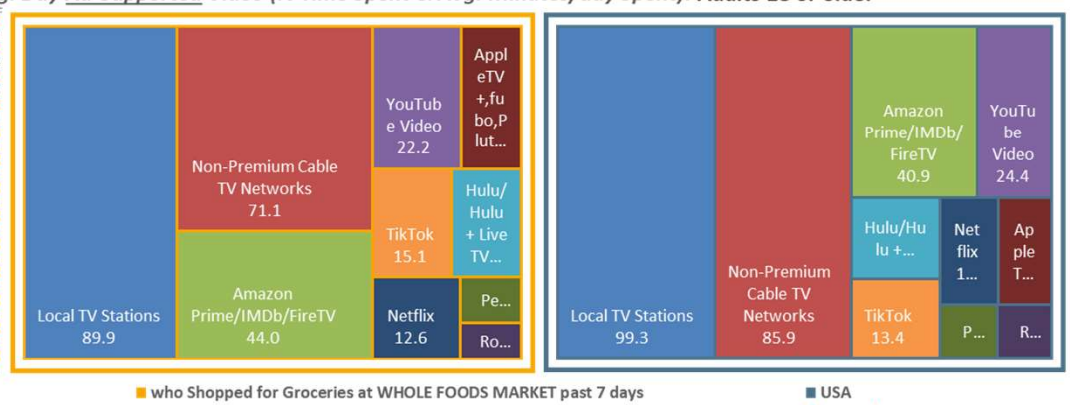
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,872

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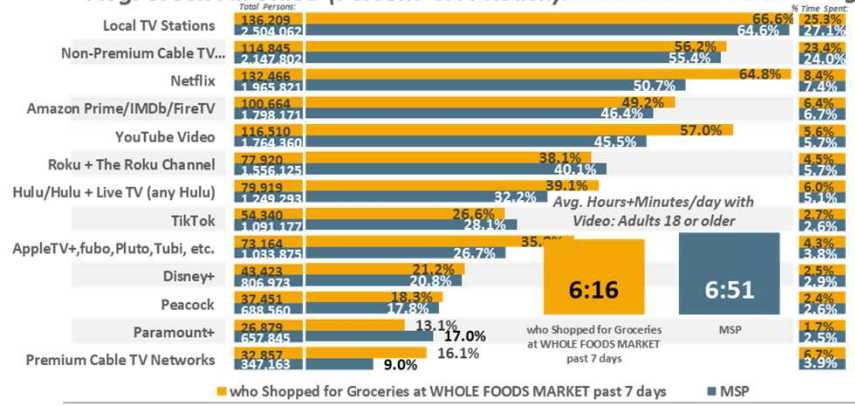
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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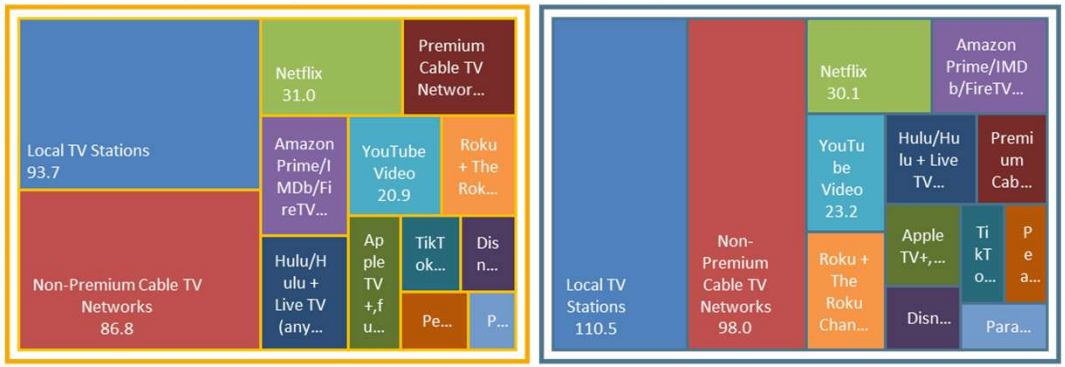
Grocery stores shopped past 7 days (HHLD): Whole Foods Market

133,663 or 65.4% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days watch Ad-Supported Local TV Stations for an average of 89. minutes every day representing 29.4% of all time spent daily with Ad-Supported Video.

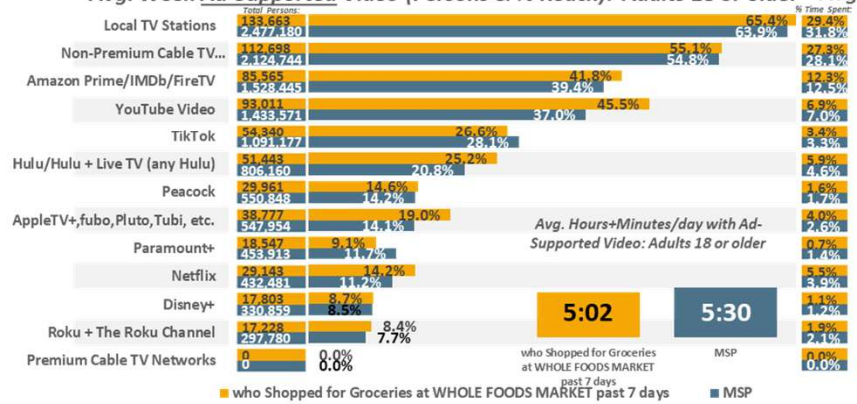
Avg. Week All Video (Persons & % Reach): Adults 18 or older



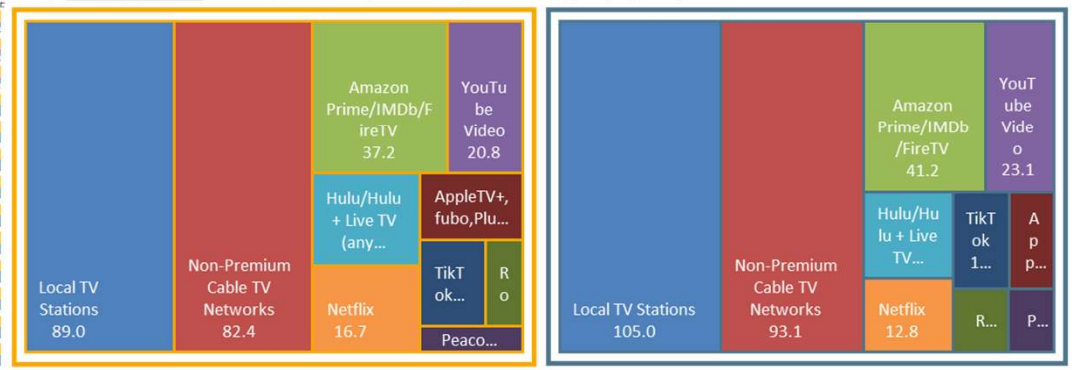
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 116

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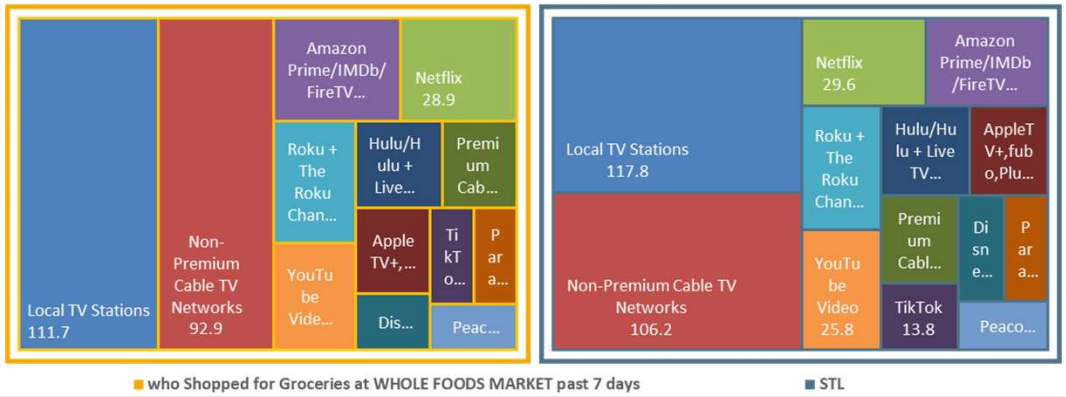
Grocery stores shopped past 7 days (HHLD): Whole Foods Market

81,773 or 77.3% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days watch Ad-Supported Local TV Stations for an average of 96.8 minutes every day representing 29.7% of all time spent daily with Ad-Supported Video.

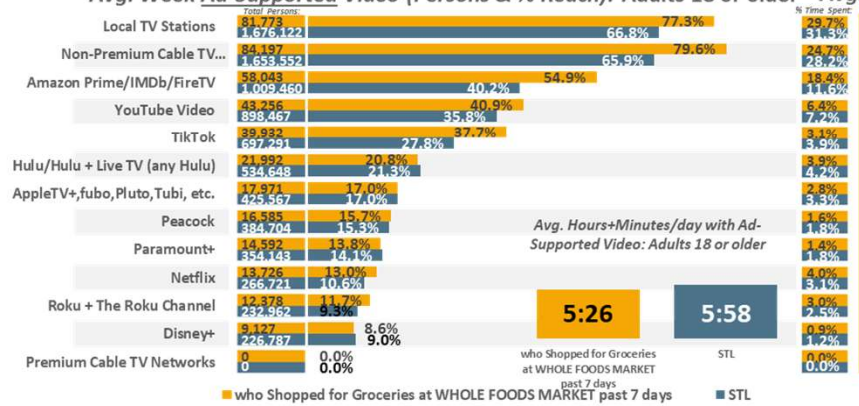
Avg. Week All Video (Persons & % Reach): Adults 18 or older



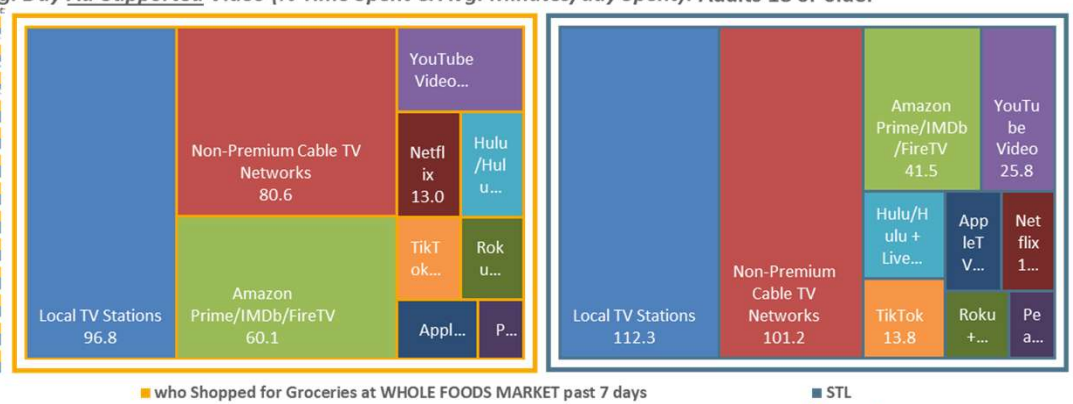
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 91

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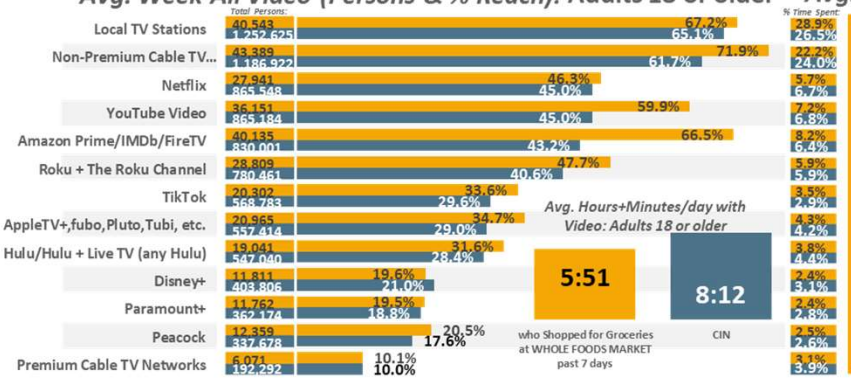
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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

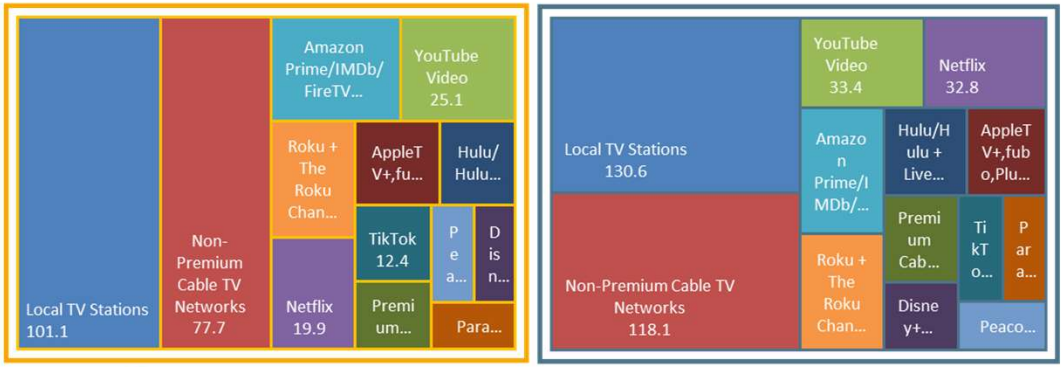
WHOLE FOODS MARKET = CIN

40,424 or 67.% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days watch Ad-Supported Local TV Stations for an average of 95.8 minutes every day representing 32.1% of all time spent daily with Ad-Supported Video.

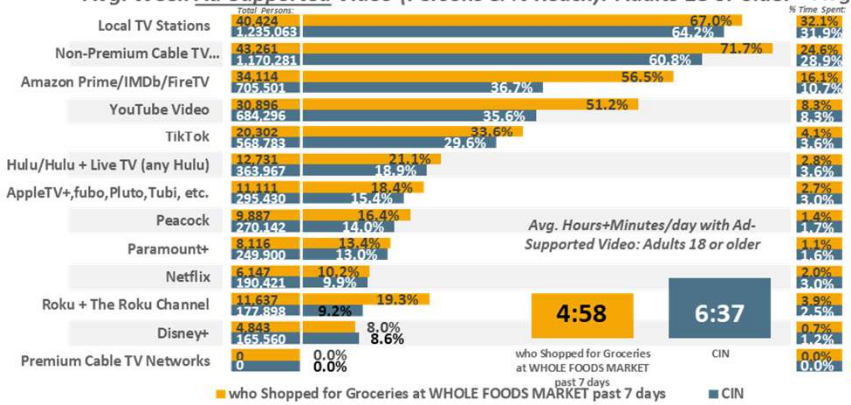
Avg. Week All Video (Persons & % Reach): Adults 18 or older



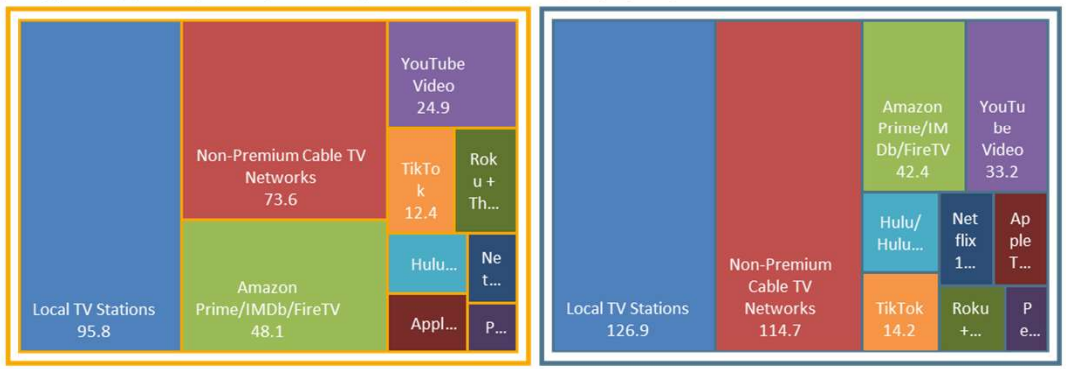
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 74

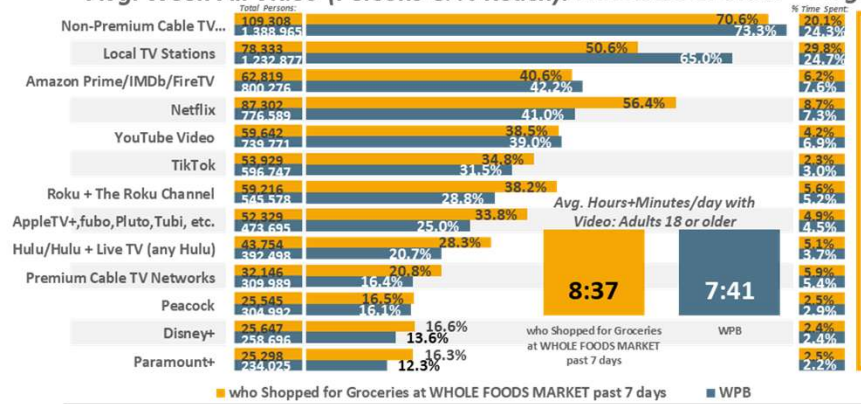
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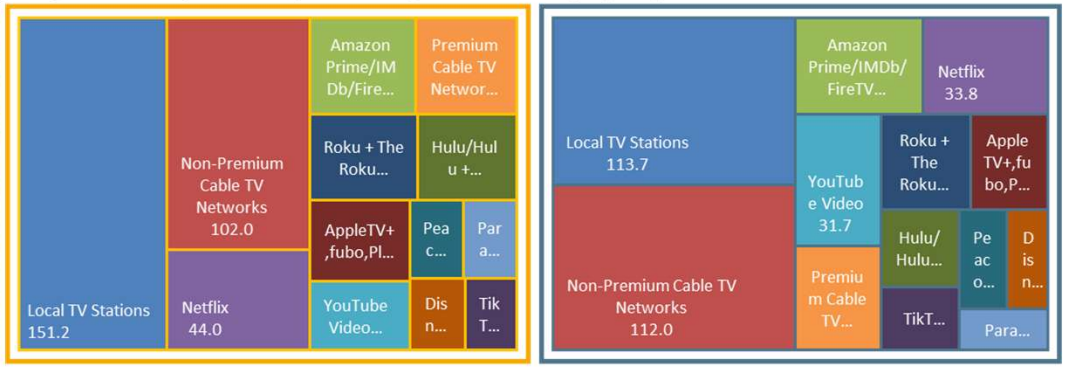
Grocery stores shopped past 7 days (HHLD): Whole Foods Market

77,704 or 50.2% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days watch Ad-Supported Local TV Stations for an average of 147.1 minutes every day representing 36.2% of all time spent daily with Ad-Supported Video.

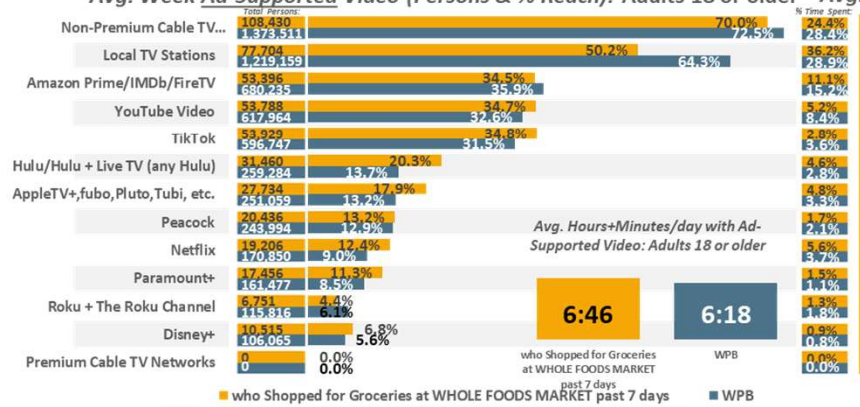
Avg. Week All Video (Persons & % Reach): Adults 18 or older



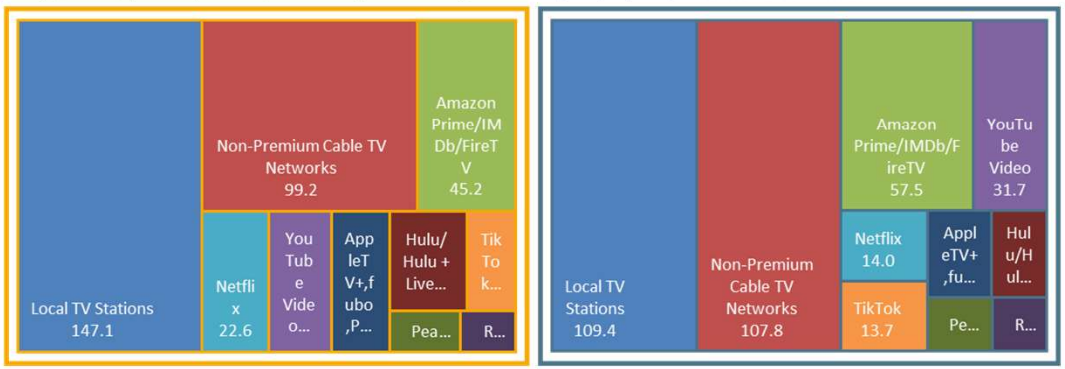
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 177

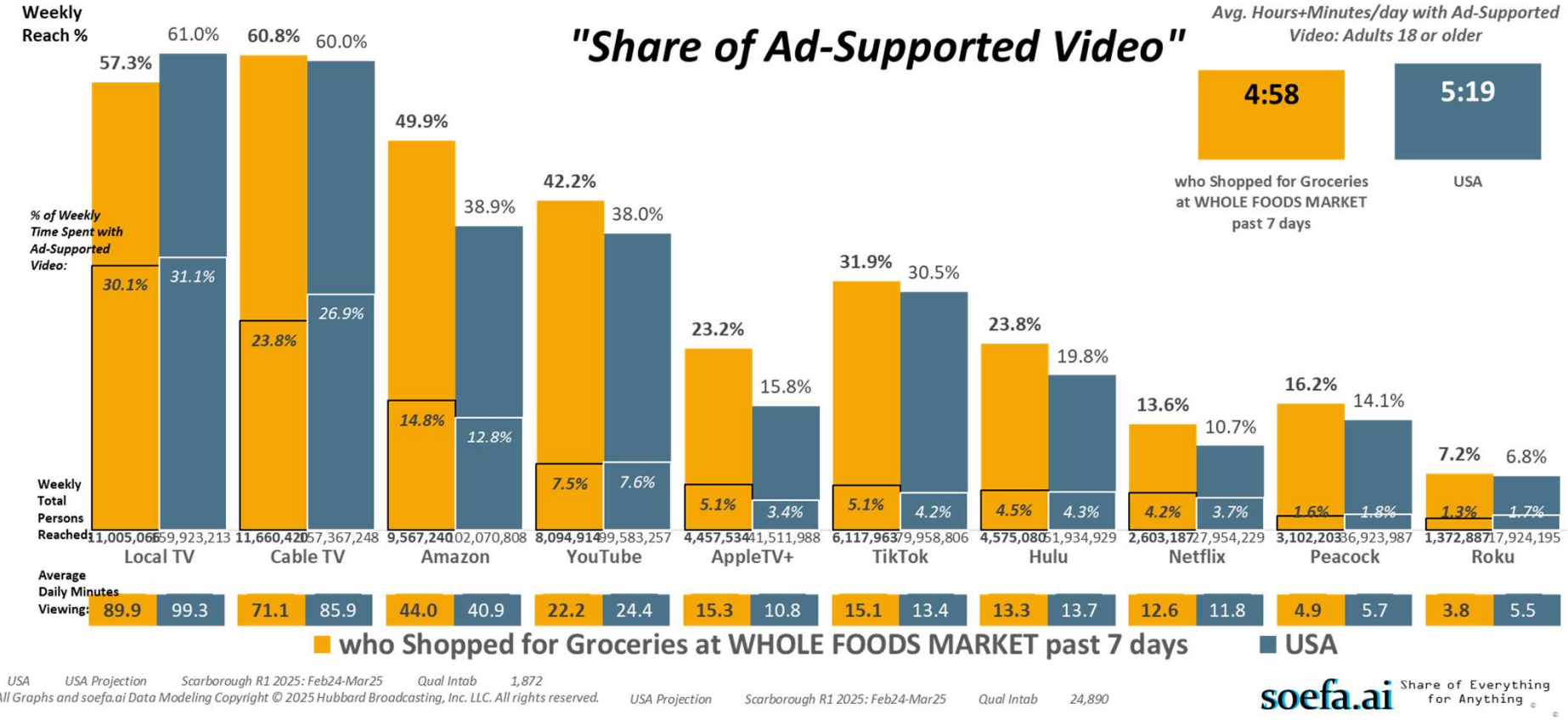
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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

WHOLE FOODS MARKET USA

11,005,066 or 57.3% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days watch Ad-Supported Local TV Stations for an average of 89.9 minutes every day representing 30.1% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,872

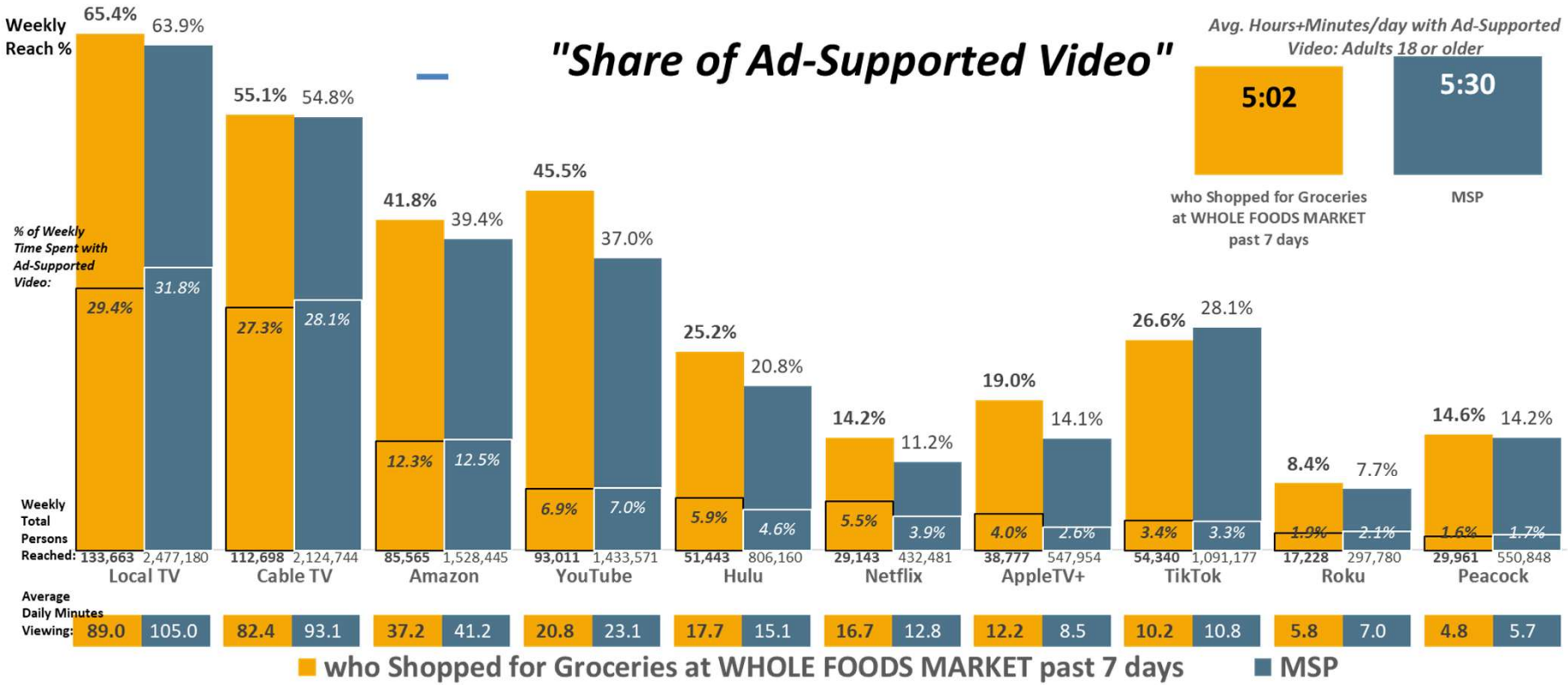
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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

133,663 or 65.4% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days watch Ad-Supported Local TV Stations for an average of 89. minutes every day representing 29.4% of all time spent daily with Ad-Supported Video.



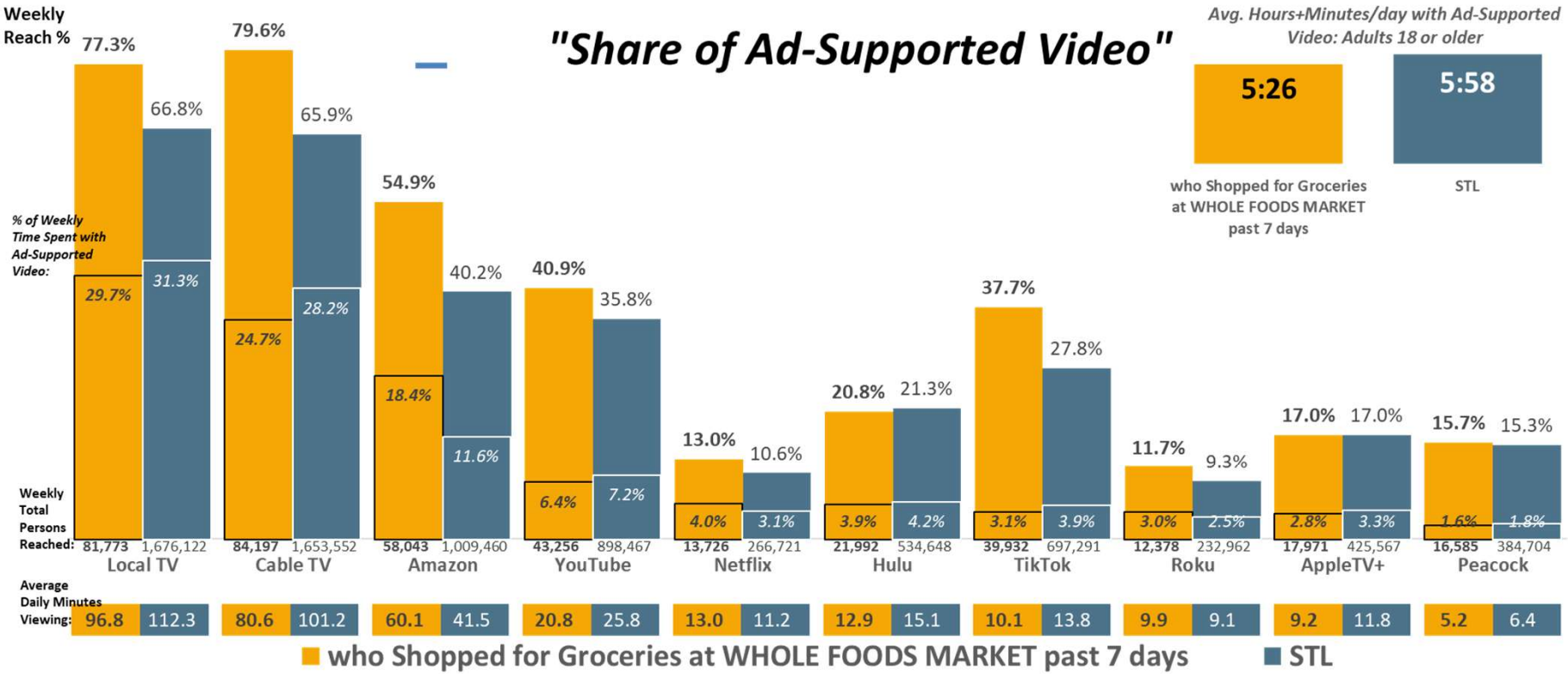
MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 116 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,105

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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

81,773 or 77.3% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days watch Ad-Supported Local TV Stations for an average of 96.8 minutes every day representing 29.7% of all time spent daily with Ad-Supported Video.



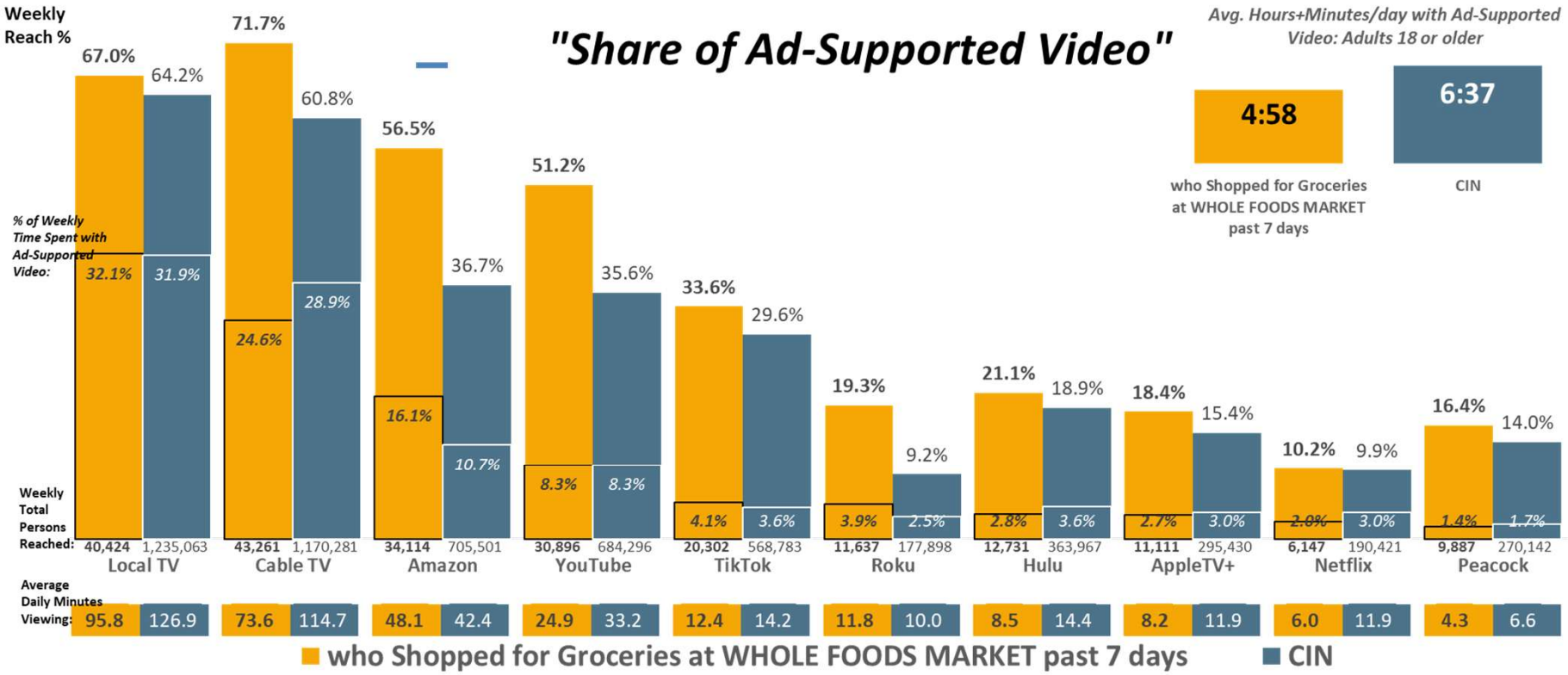
STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 91 ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,075

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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

40,424 or 67.% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days watch Ad-Supported Local TV Stations for an average of 95.8 minutes every day representing 32.1% of all time spent daily with Ad-Supported Video.



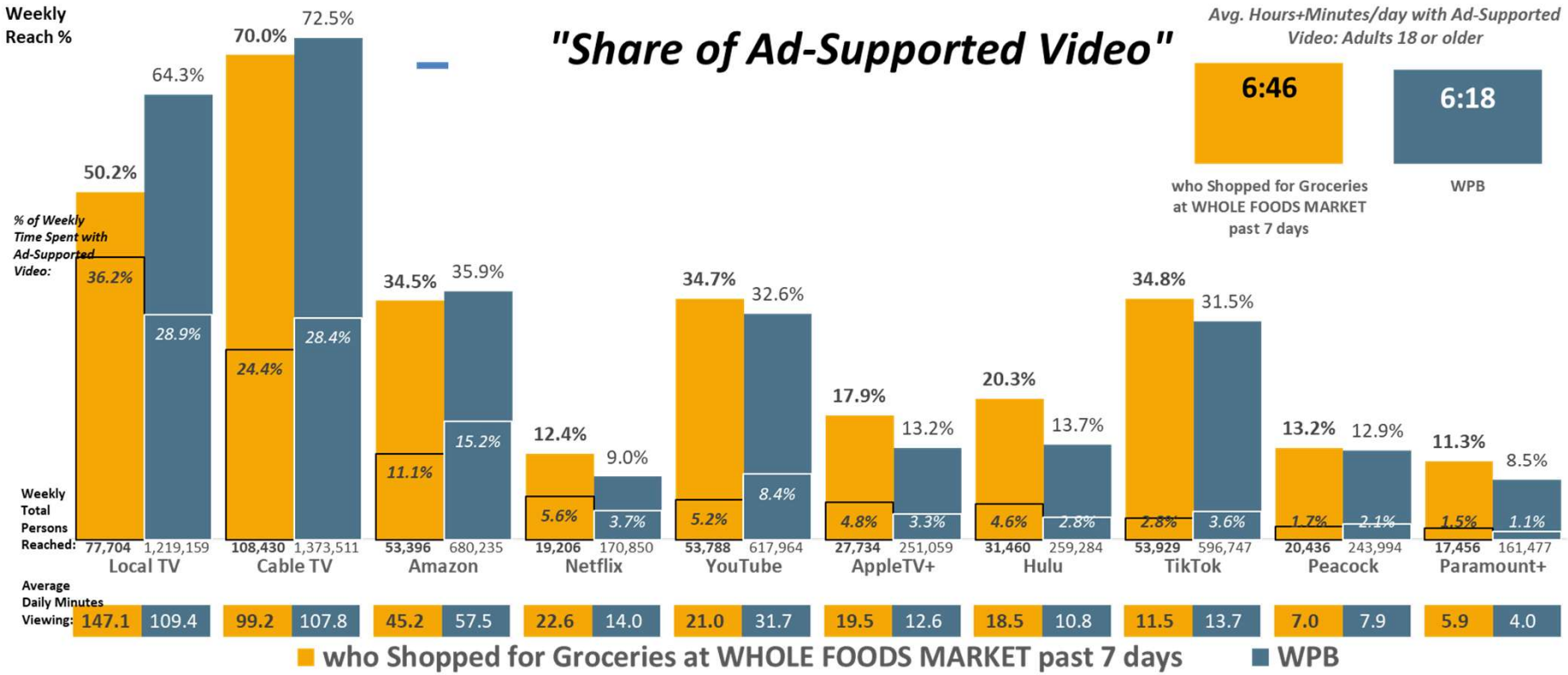
CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 74 CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,996

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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

77,704 or 50.2% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days watch Ad-Supported Local TV Stations for an average of 147.1 minutes every day representing 36.2% of all time spent daily with Ad-Supported Video.



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 177 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2025: Aug24-Jan25 Qual Intab 2,630

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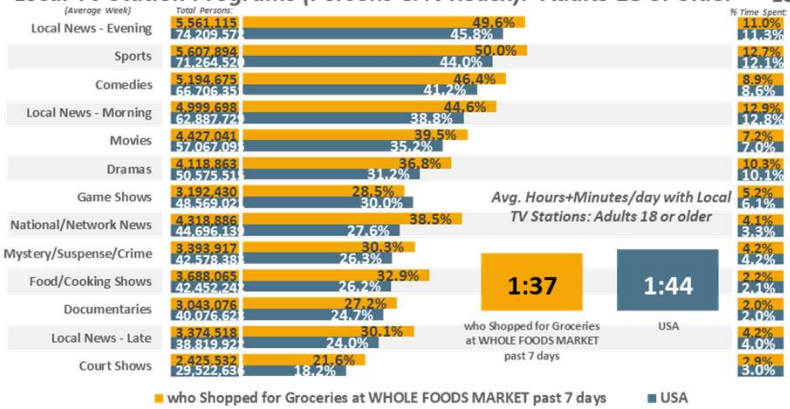
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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

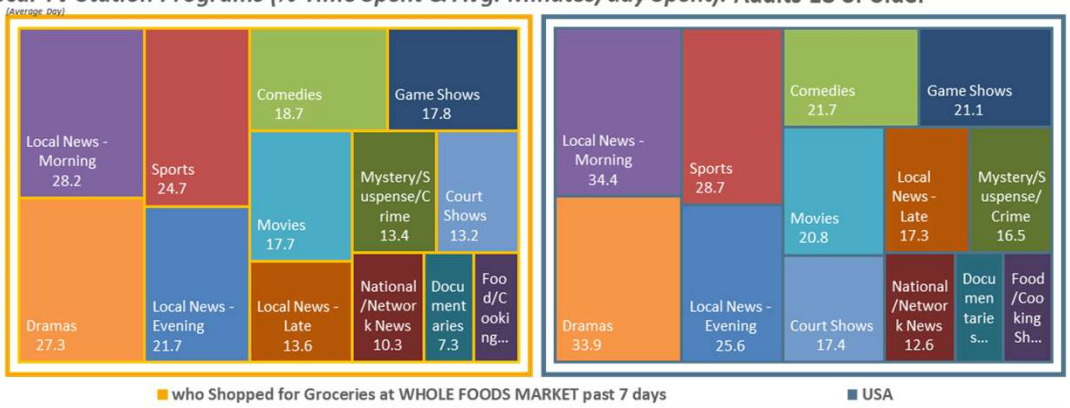
WHOLE FOODS MARKET USA

11,005,066 or 57.3% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Movies, and Dramas.

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



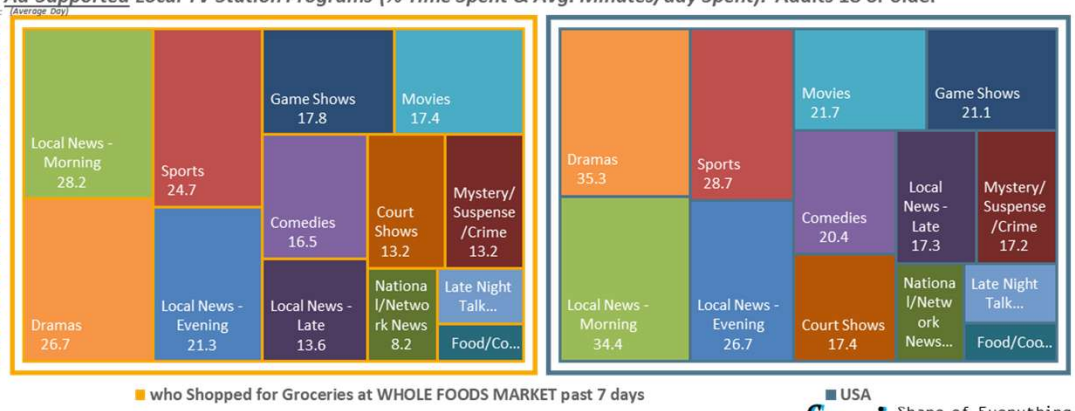
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,872

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

133,663 or 65.4% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Comedies, Movies, and Game Shows.

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



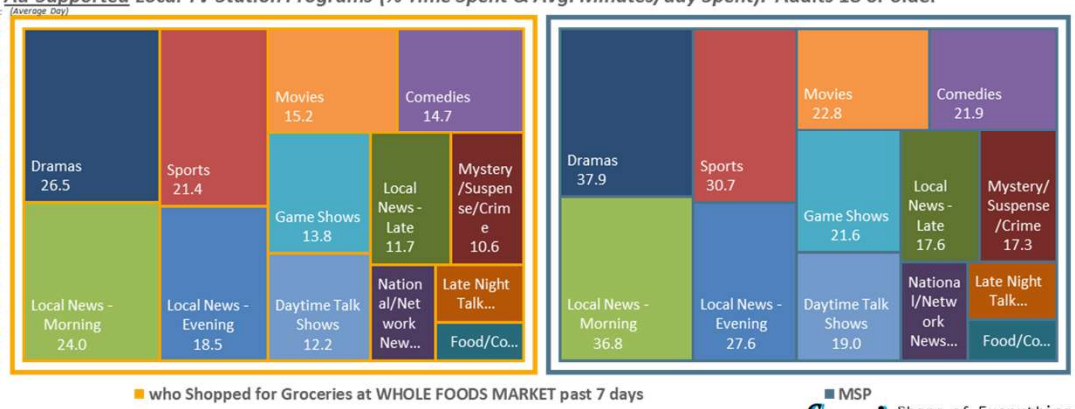
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 116

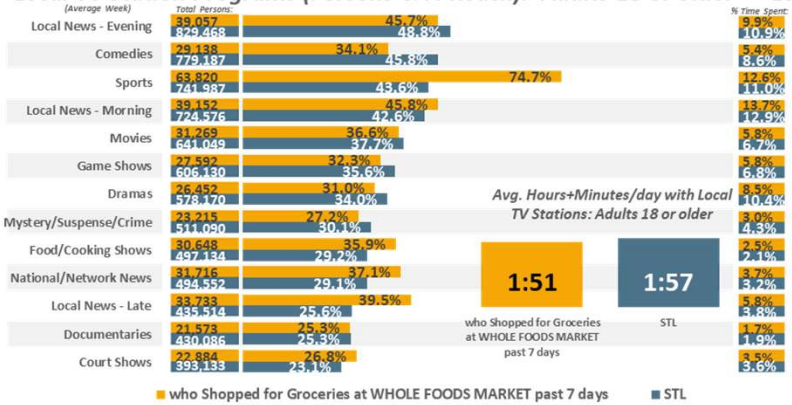
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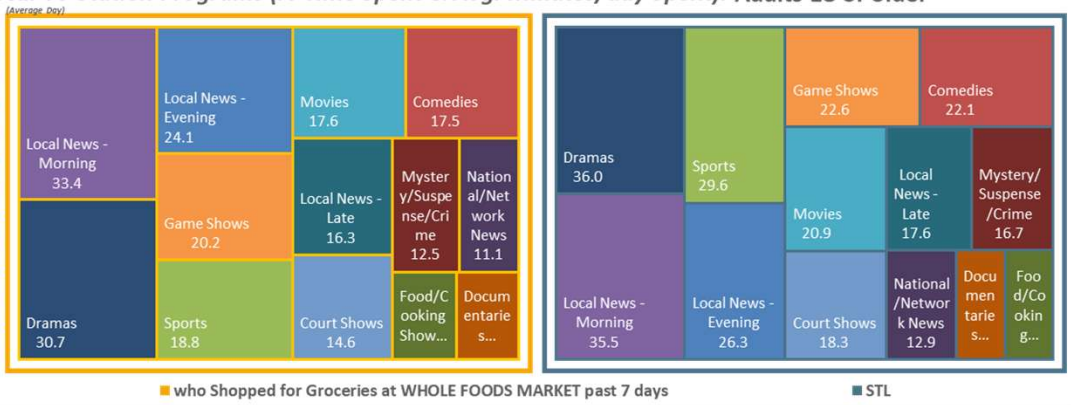
Grocery stores shopped past 7 days (HHLD): Whole Foods Market

81,773 or 77.3% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Late Night Talk, Local News - Morning, Local News - Evening, Local News - Late, and Movi

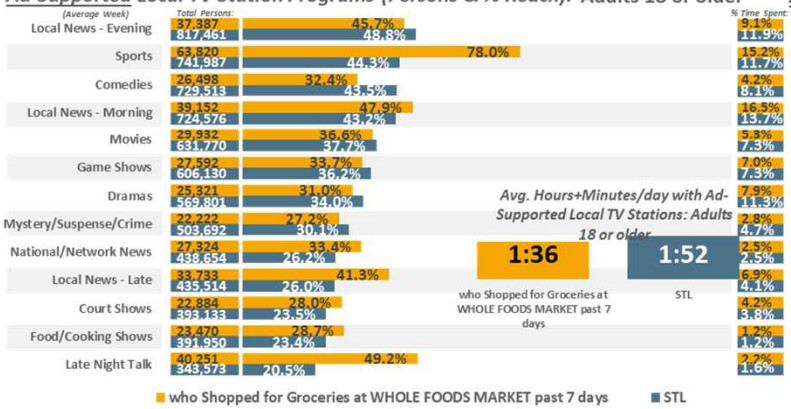
Local TV Station Programs (Persons & % Reach): Adults 18 or older



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



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



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



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 91

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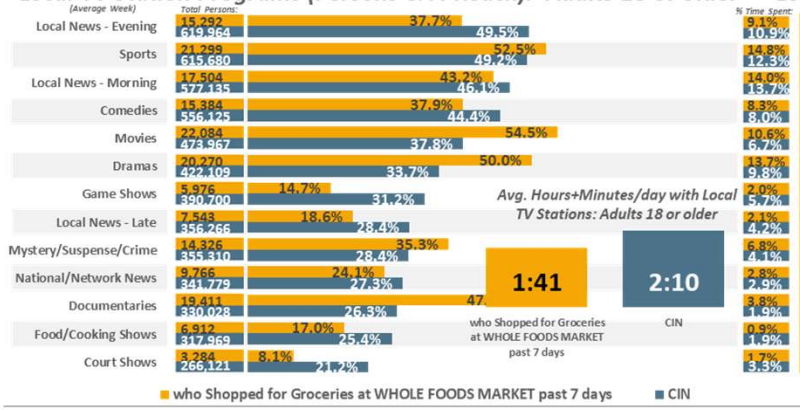
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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

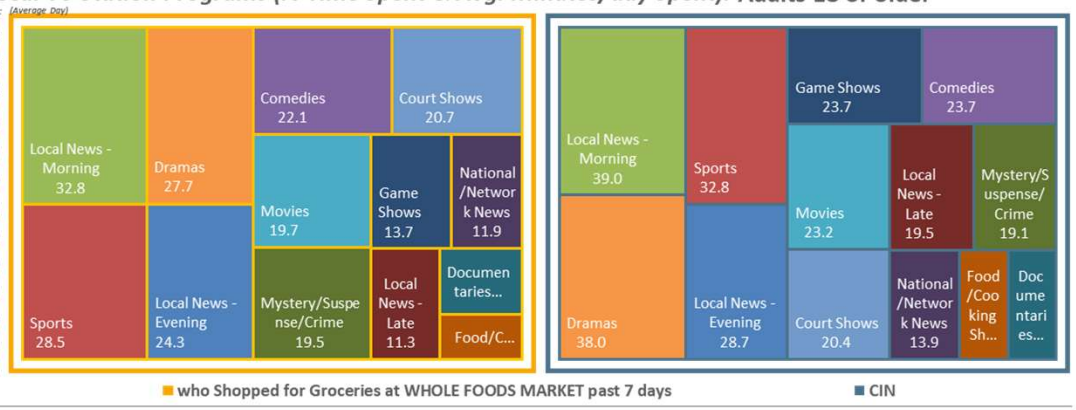
WHOLE FOODS MARKET — CIN

40,424 or 67.% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Sports, Dramas, Local News - Morning, Local News - Evening, and Comedies.

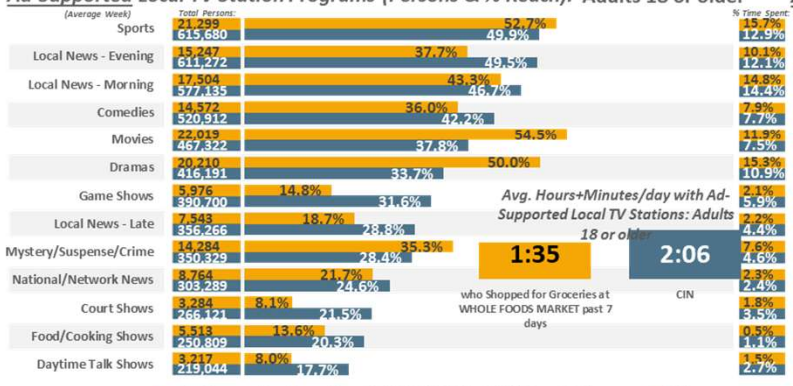
Local TV Station Programs (Persons & % Reach): Adults 18 or older



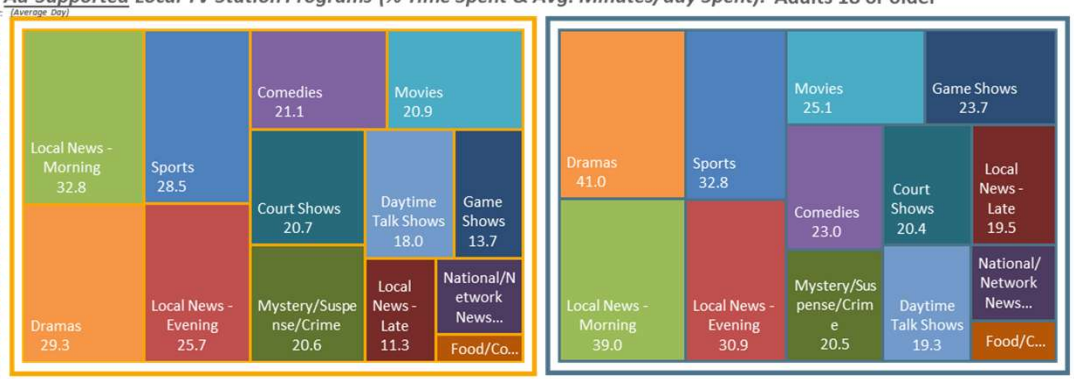
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 74

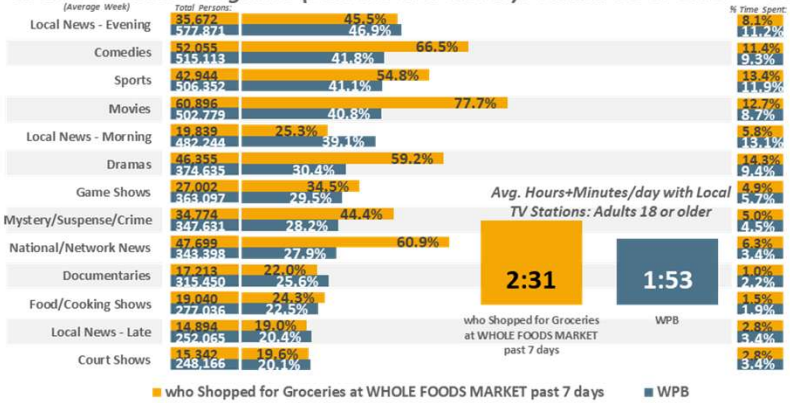
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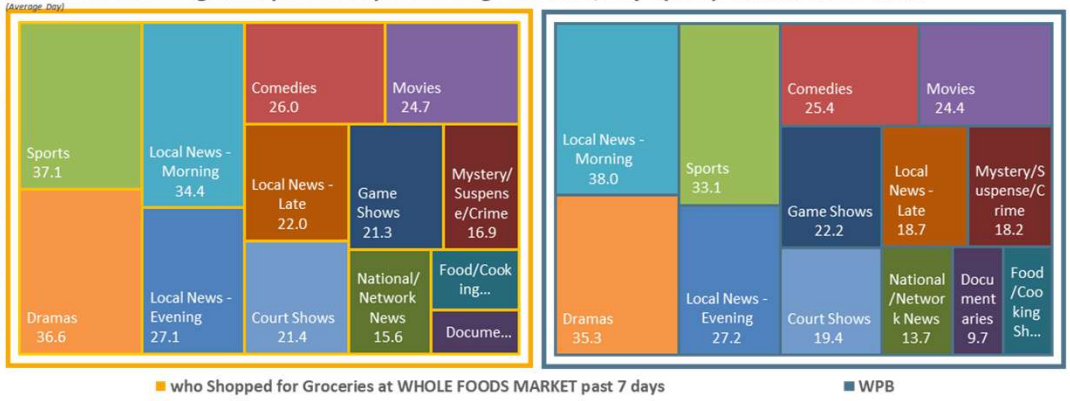
Grocery stores shopped past 7 days (HHLD): Whole Foods Market

77,704 or 50.2% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Comedies, Dramas, Sports, National/Network News, and Local News - Evening.

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



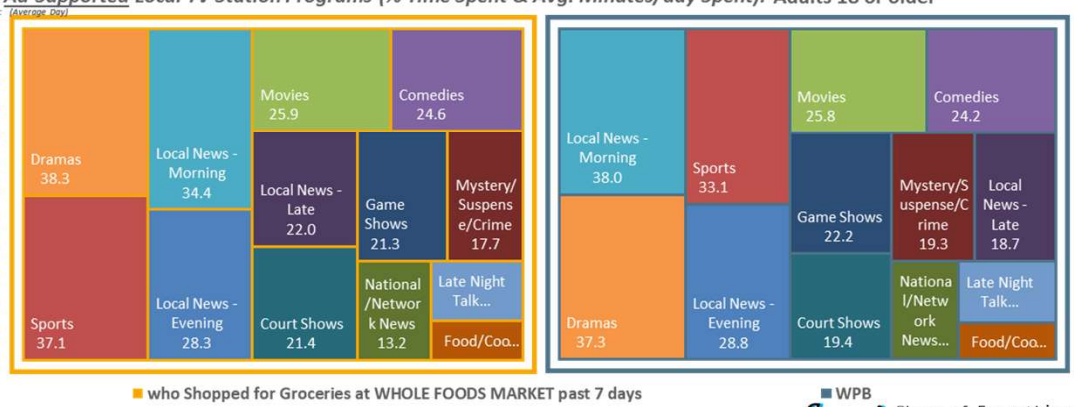
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 177

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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

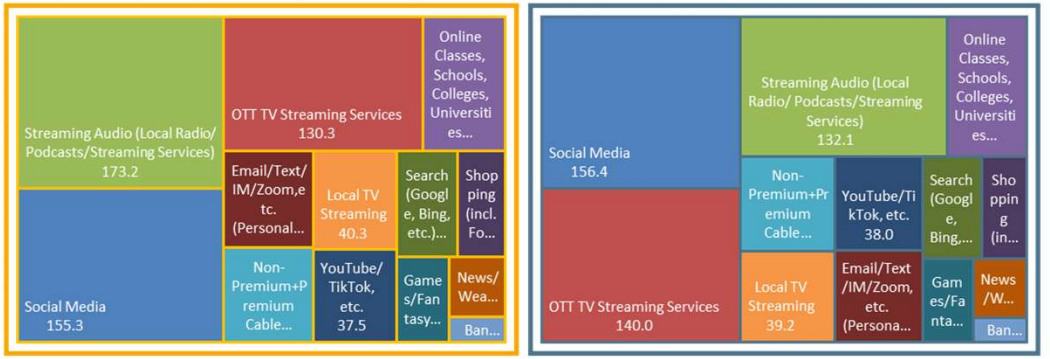
WHOLE FOODS MARKET USA

14,855,642 or 77.4% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days use Ad-Supported Social Media for an average of 138. minutes every day representing 24.2% of all time spent daily with Ad-Supported Digital Media.

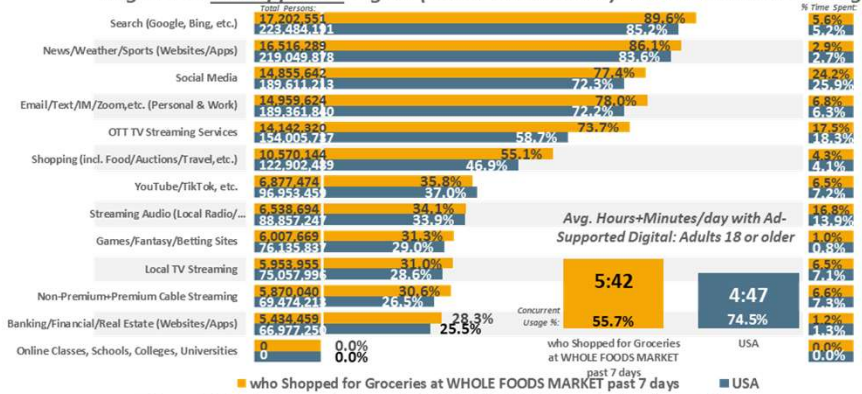
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



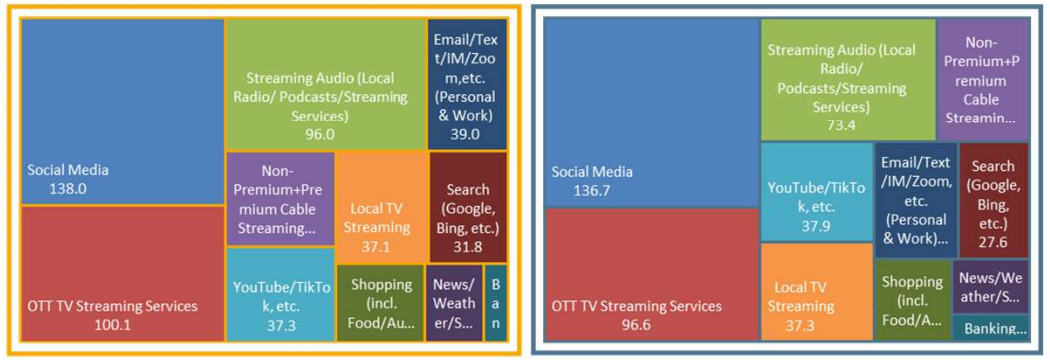
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2025: Feb24-Mar25 Qual Intab 1,872

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

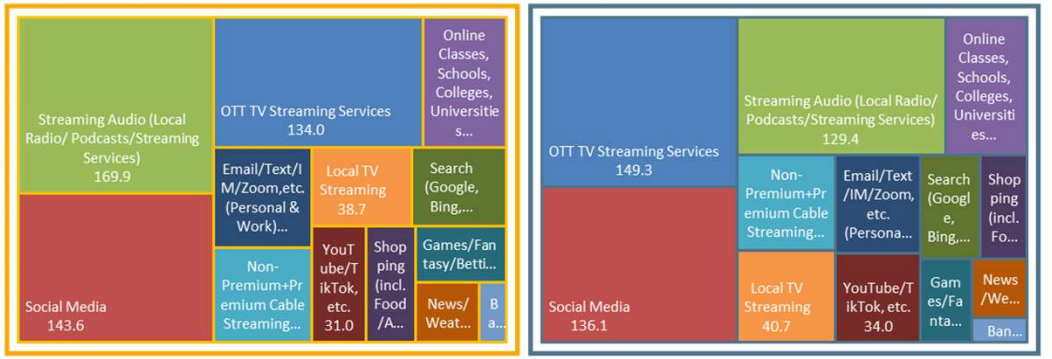
WHOLE FOODS MARKET — MSP

164,890 or 80.6% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days use Ad-Supported Social Media for an average of 120.8 minutes every day representing 21.2% of all time spent daily with Ad-Supported Digital Media.

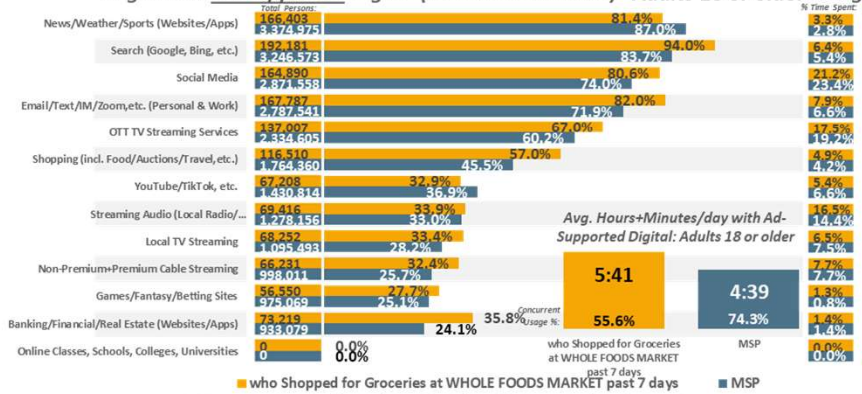
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



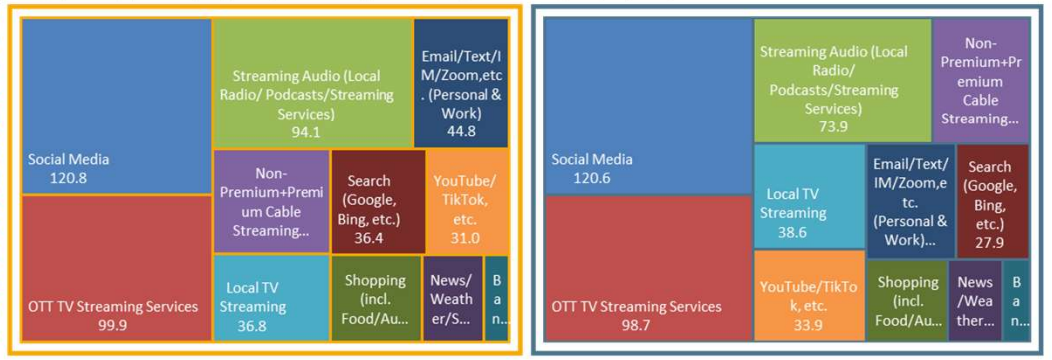
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 116

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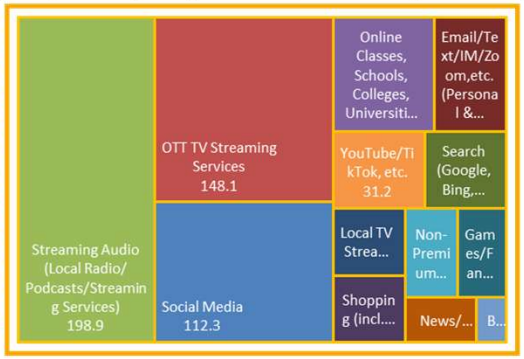
Grocery stores shopped past 7 days (HHLD): Whole Foods Market

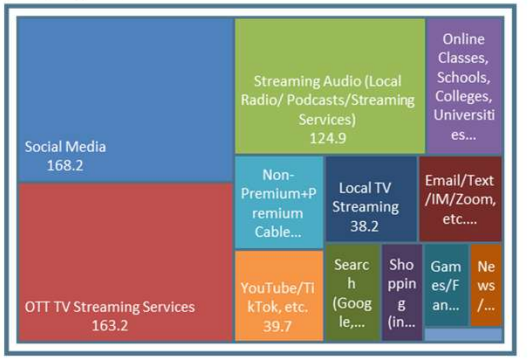
80,835 or 76.4% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days use Ad-Supported Social Media for an average of 96.5 minutes every day representing 18.7% of all time spent daily with Ad-Supported Digital Media.

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



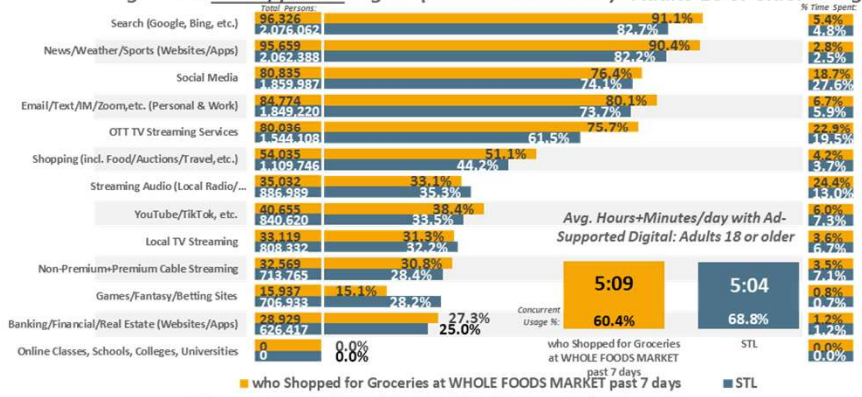
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



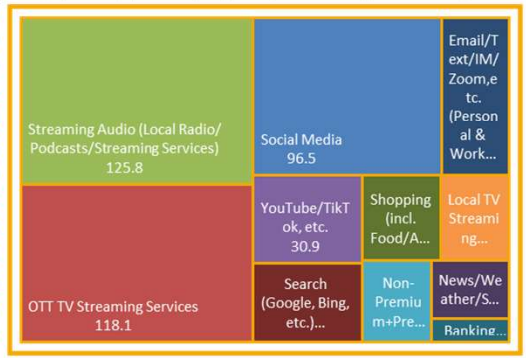


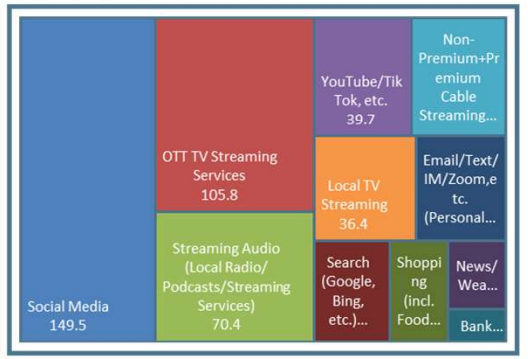
■ who Shopped for Groceries at WHOLE FOODS MARKET past 7 days ■ STL

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



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





■ who Shopped for Groceries at WHOLE FOODS MARKET past 7 days ■ STL

STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 91

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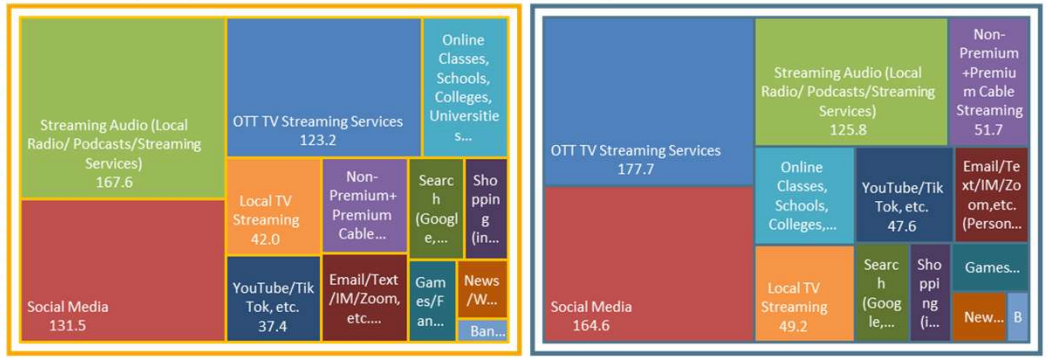
Grocery stores shopped past 7 days (HHLD): Whole Foods Market

50,708 or 84.% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days use Ad-Supported Social Media for an average of 119.5 minutes every day representing 22.9% of all time spent daily with Ad-Supported Digital Media.

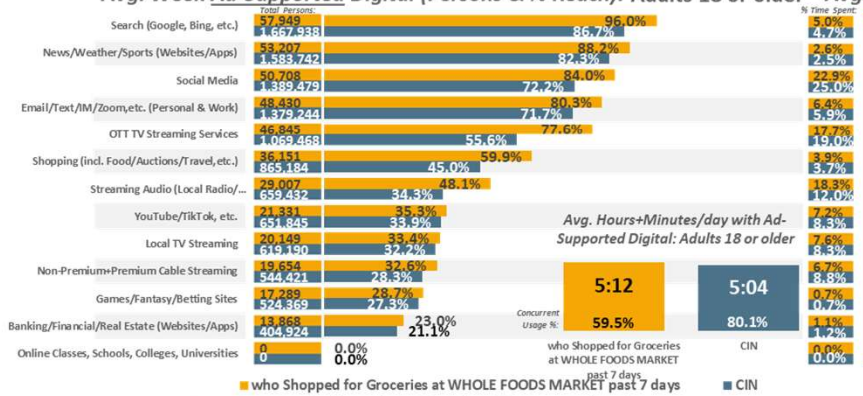
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



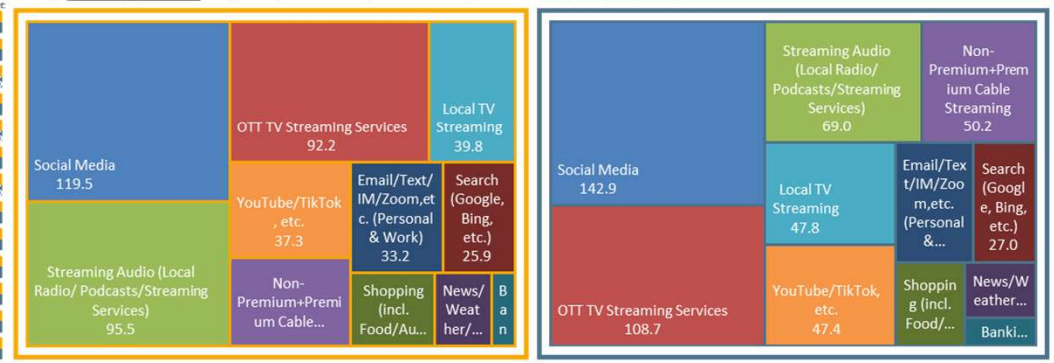
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 74

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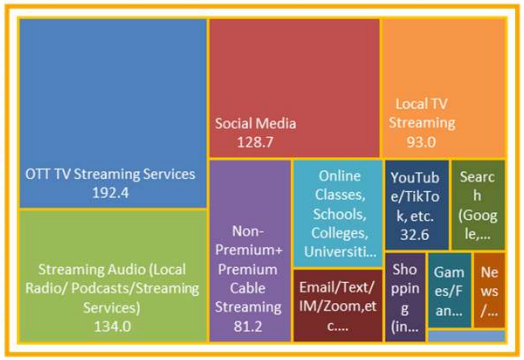
Grocery stores shopped past 7 days (HHLD): Whole Foods Market

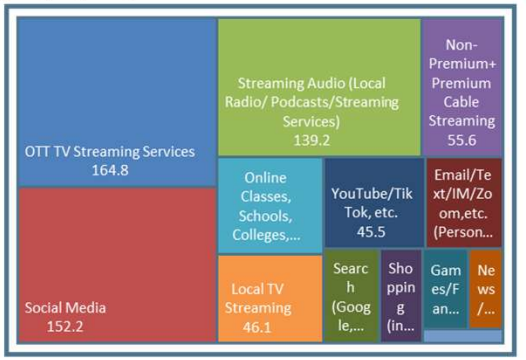
124,816 or 80.6% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days use Ad-Supported Social Media for an average of 119.2 minutes every day representing 19.2% of all time spent daily with Ad-Supported Digital Media.

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

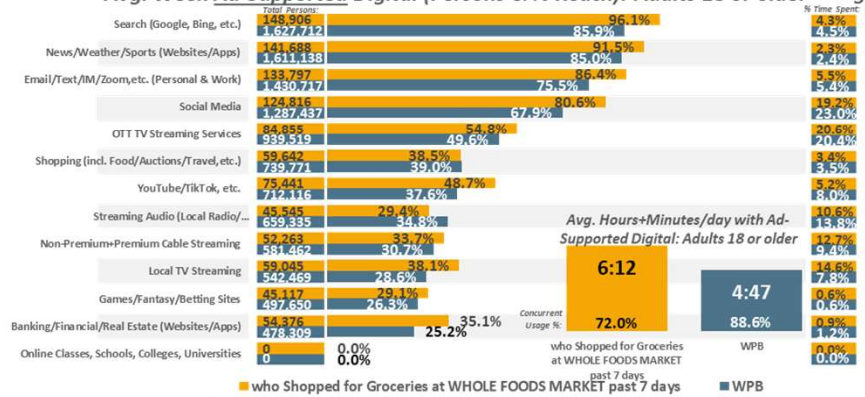


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

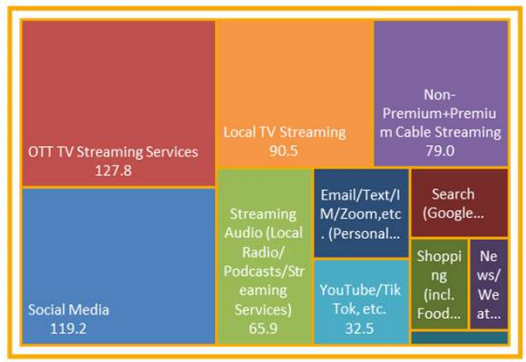


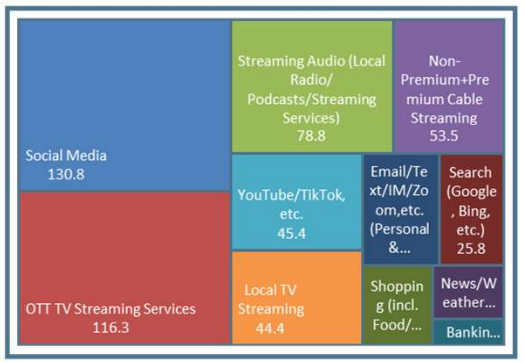


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 177

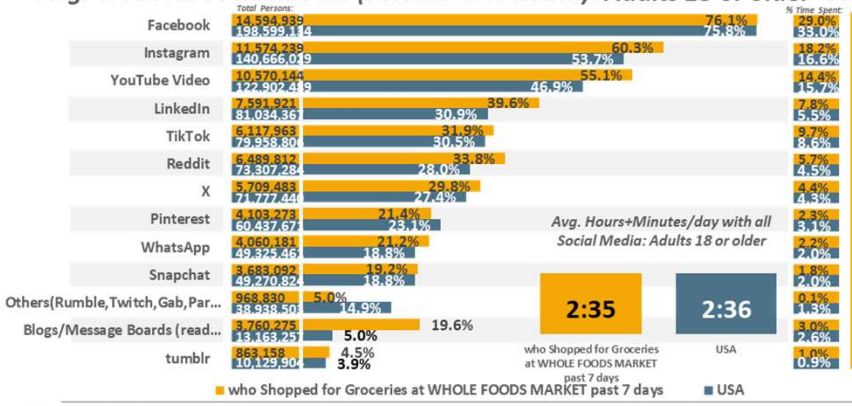
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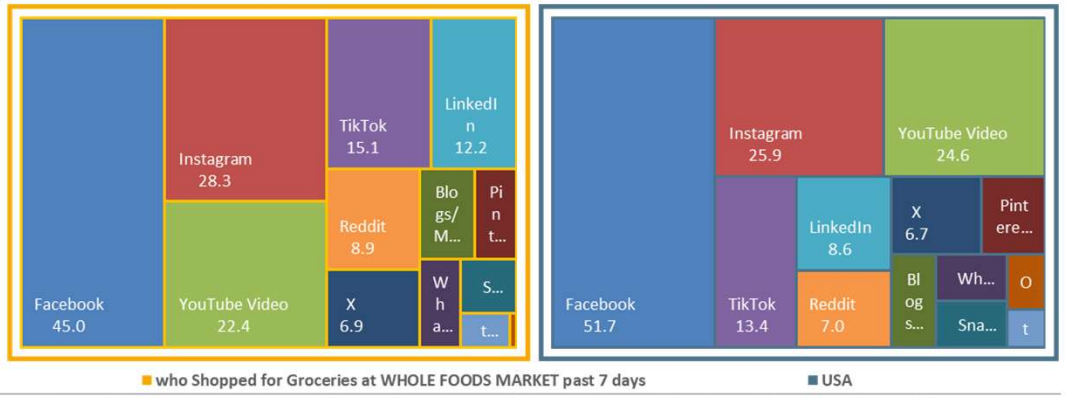
Grocery stores shopped past 7 days (HHLD): Whole Foods Market

14,594,939 or 76.1% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days use Ad-Supported Facebook for an average of 45.7 minutes every day representing 33.1% of all time spent daily with Ad-Supported Social Media.

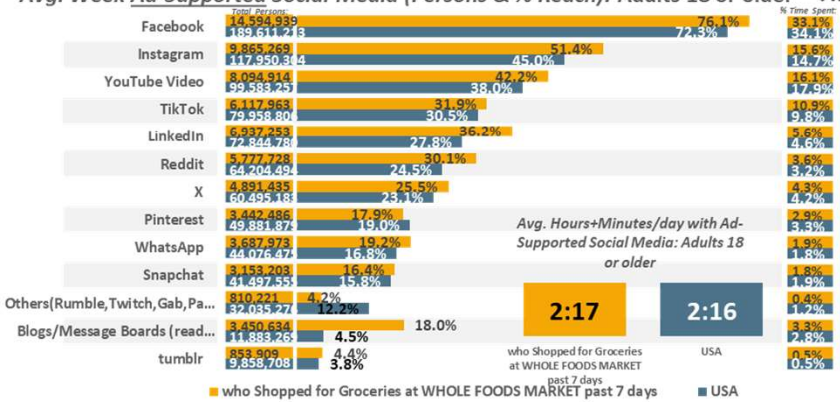
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



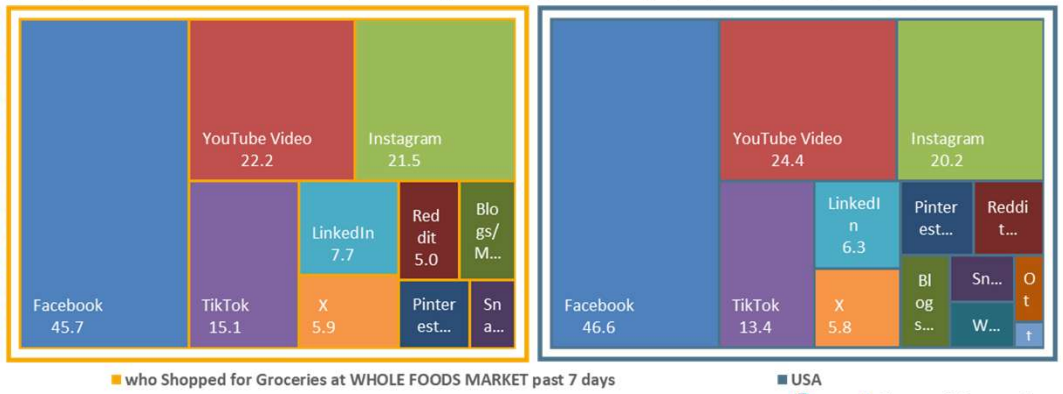
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2025: Feb24-Mar25 Qual Intab 1,872

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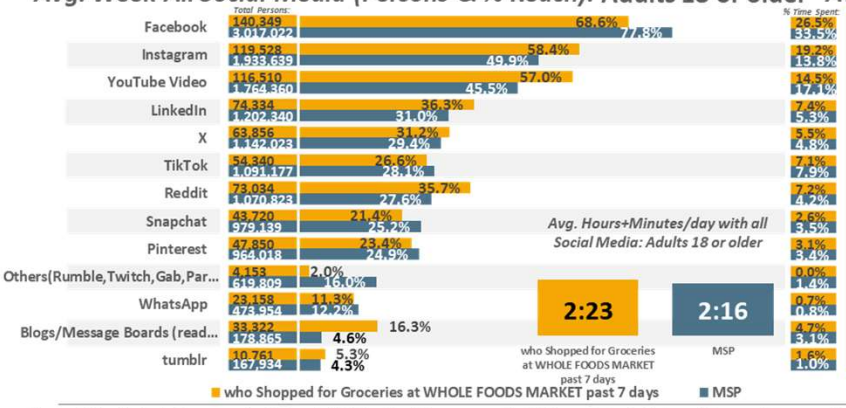
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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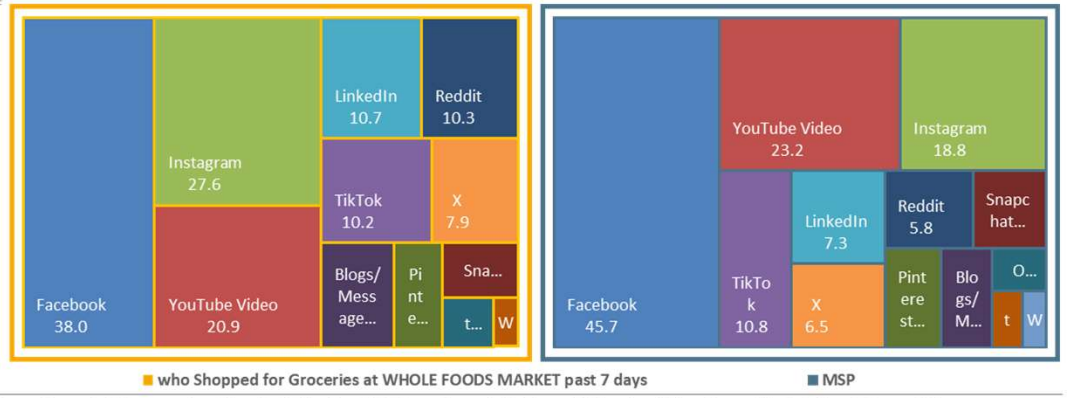
Grocery stores shopped past 7 days (HHLD): Whole Foods Market

140,349 or 68.6% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days use Ad-Supported Facebook for an average of 39.5 minutes every day representing 32.7% of all time spent daily with Ad-Supported Social Media.

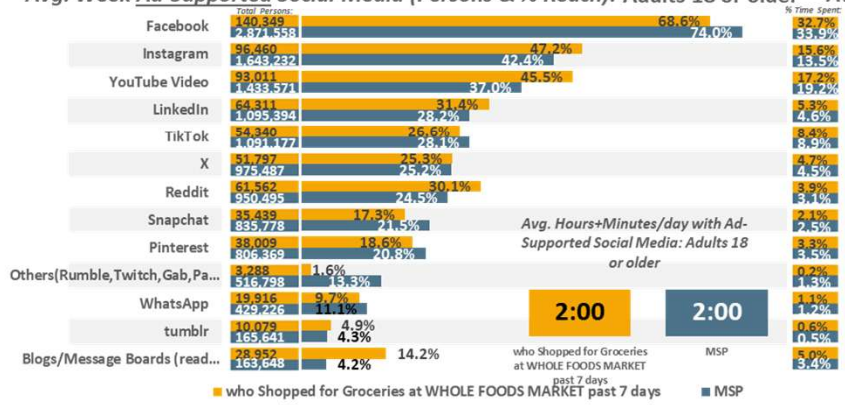
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



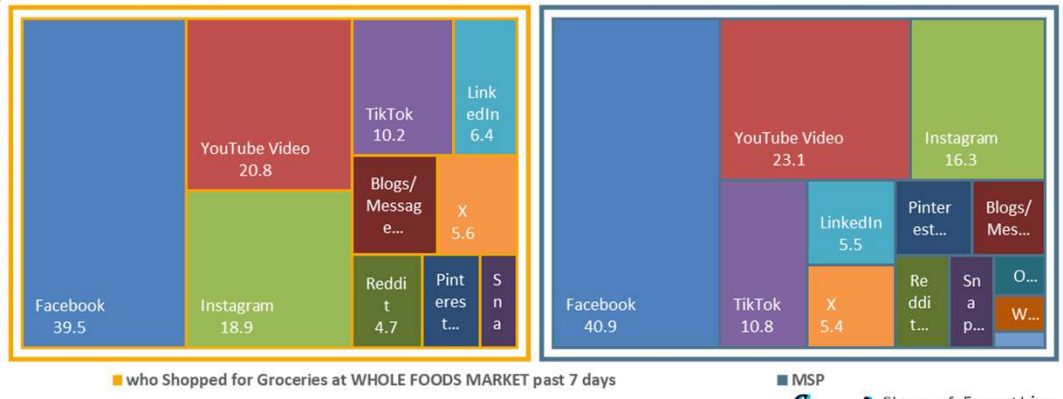
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 116

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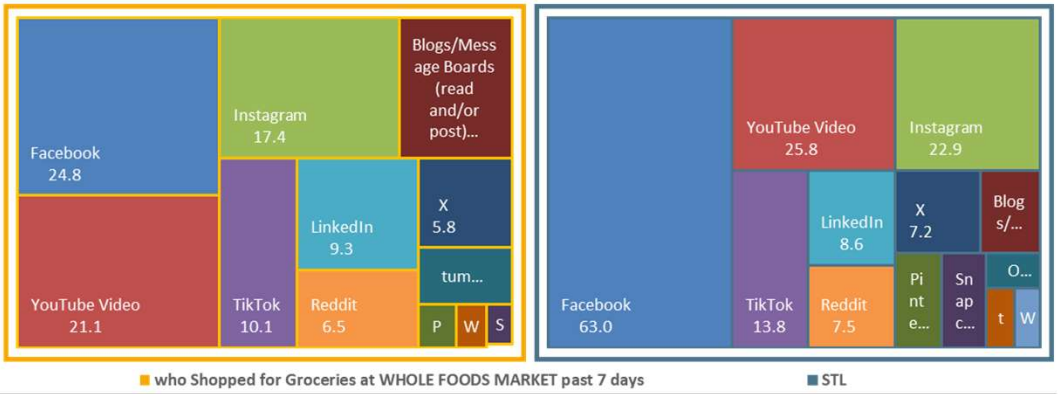
Grocery stores shopped past 7 days (HHLD): Whole Foods Market

80,835 or 76.4% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days use Ad-Supported Facebook for an average of 25.4 minutes every day representing 26.4% of all time spent daily with Ad-Supported Social Media.

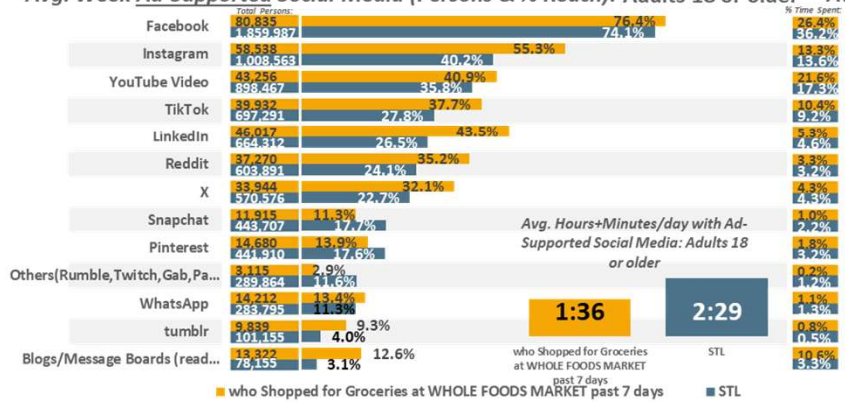
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



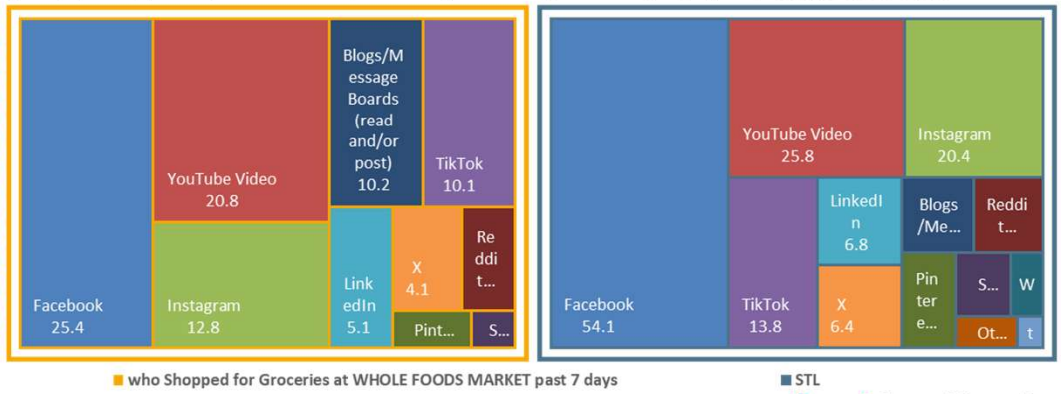
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 91

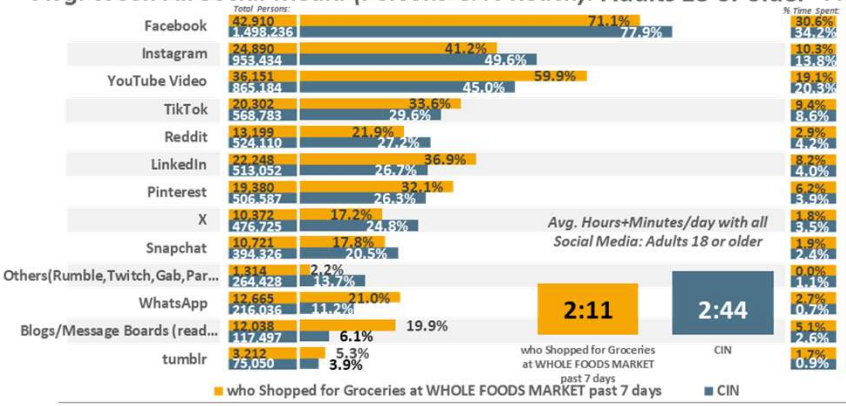
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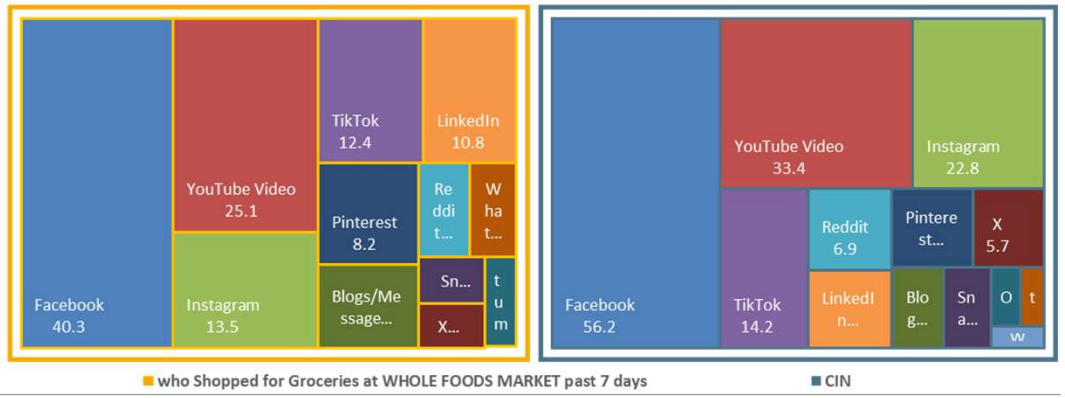
Grocery stores shopped past 7 days (HHLD): Whole Foods Market

42,910 or 71.1% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days use Ad-Supported Facebook for an average of 38.5 minutes every day representing 32.2% of all time spent daily with Ad-Supported Social Media.

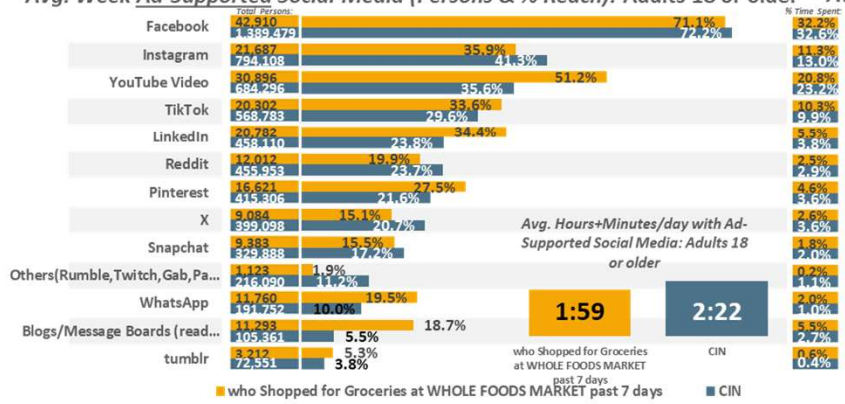
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



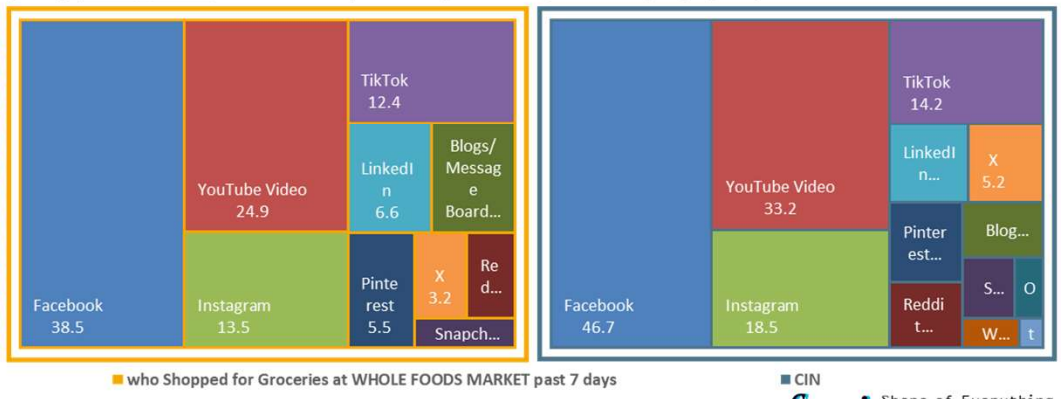
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



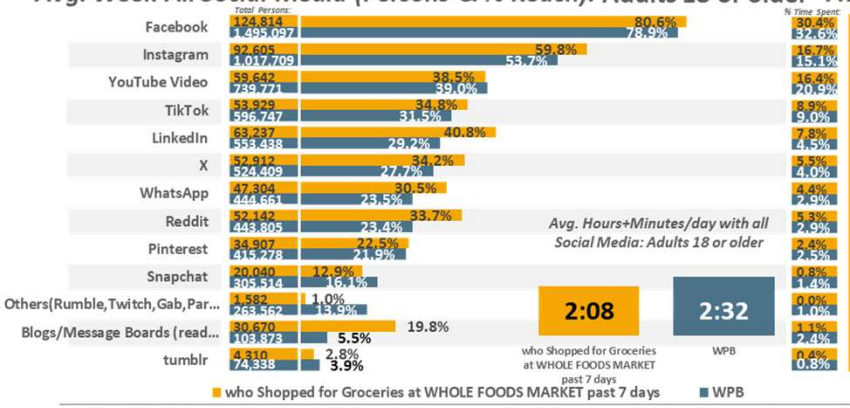
CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 74

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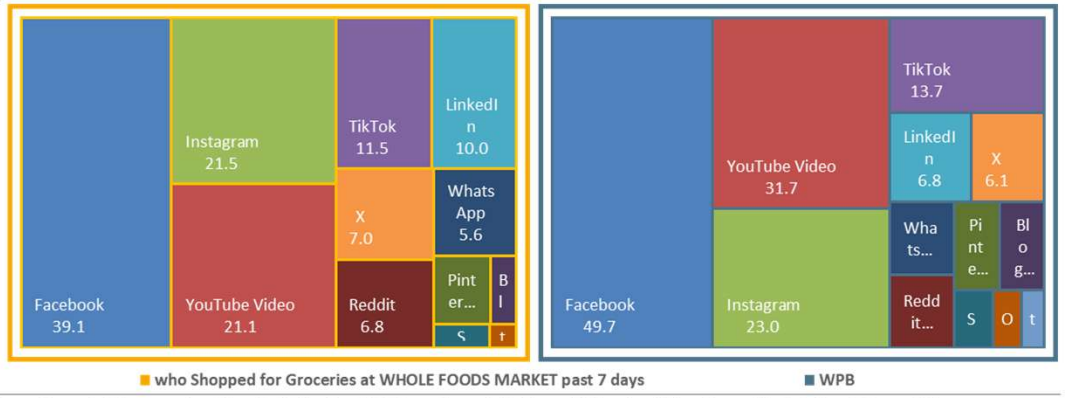
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124,814 or 80.6% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days use Ad-Supported Facebook for an average of 40.6 minutes every day representing 34.1% of all time spent daily with Ad-Supported Social Media.

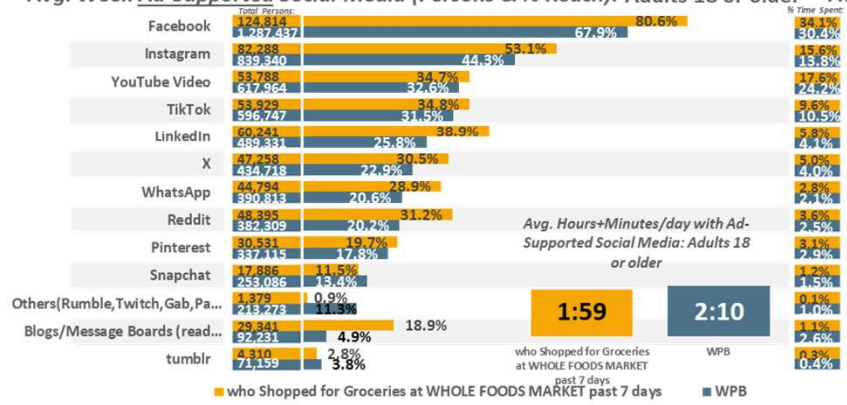
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



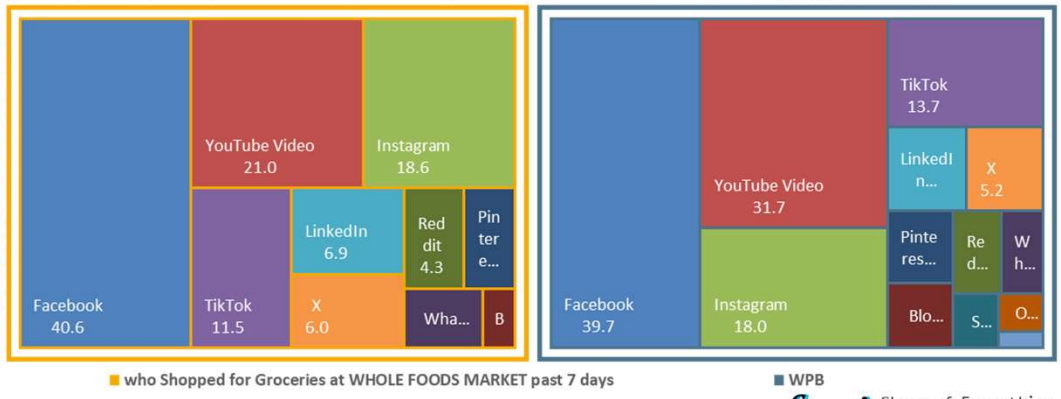
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 177

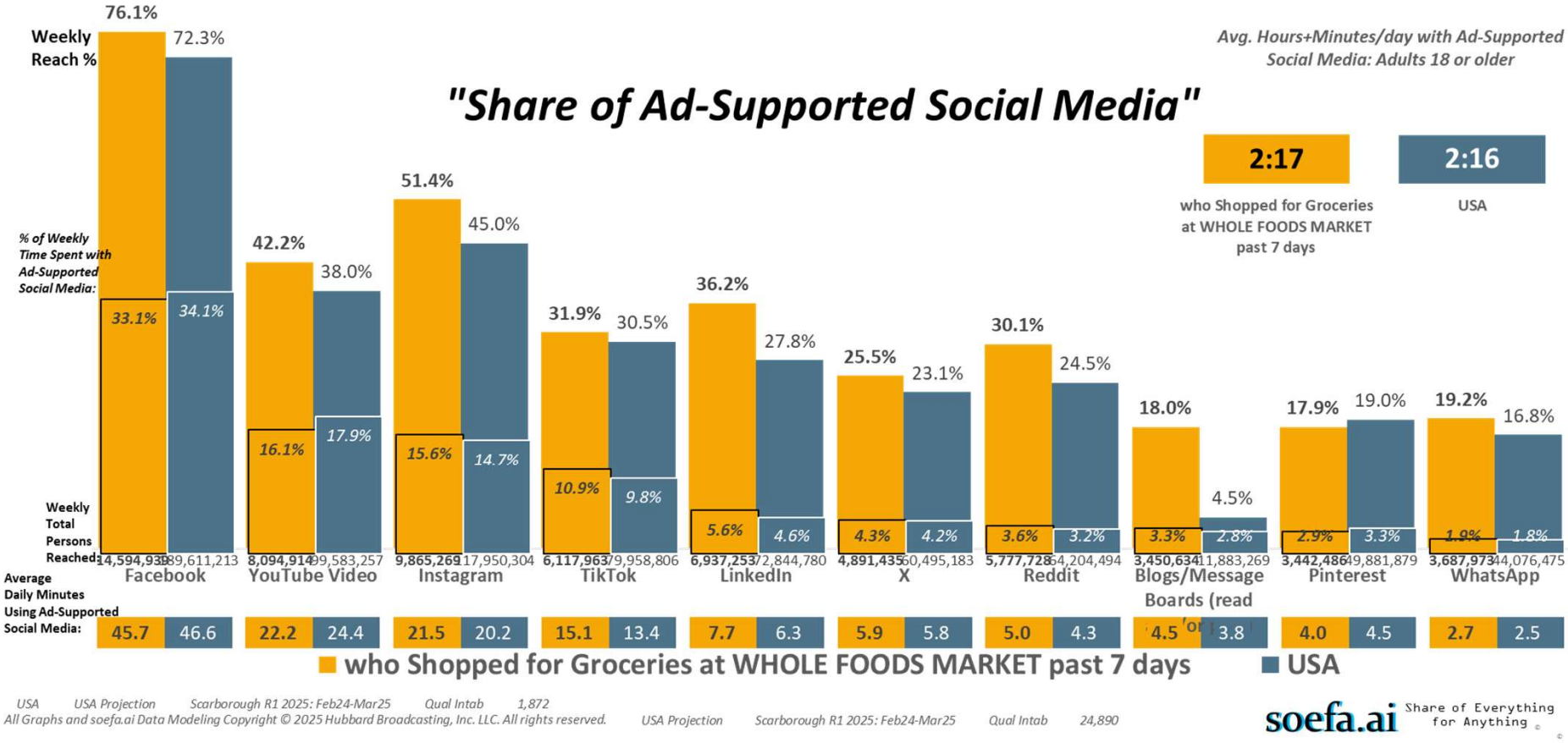
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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

WHOLE FOODS MARKET USA

14,594,939 or 76.1% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days use Ad-Supported Facebook for an average of 45.7 minutes every day representing 33.1% of all time spent daily with Ad-Supported Social Media.



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,872

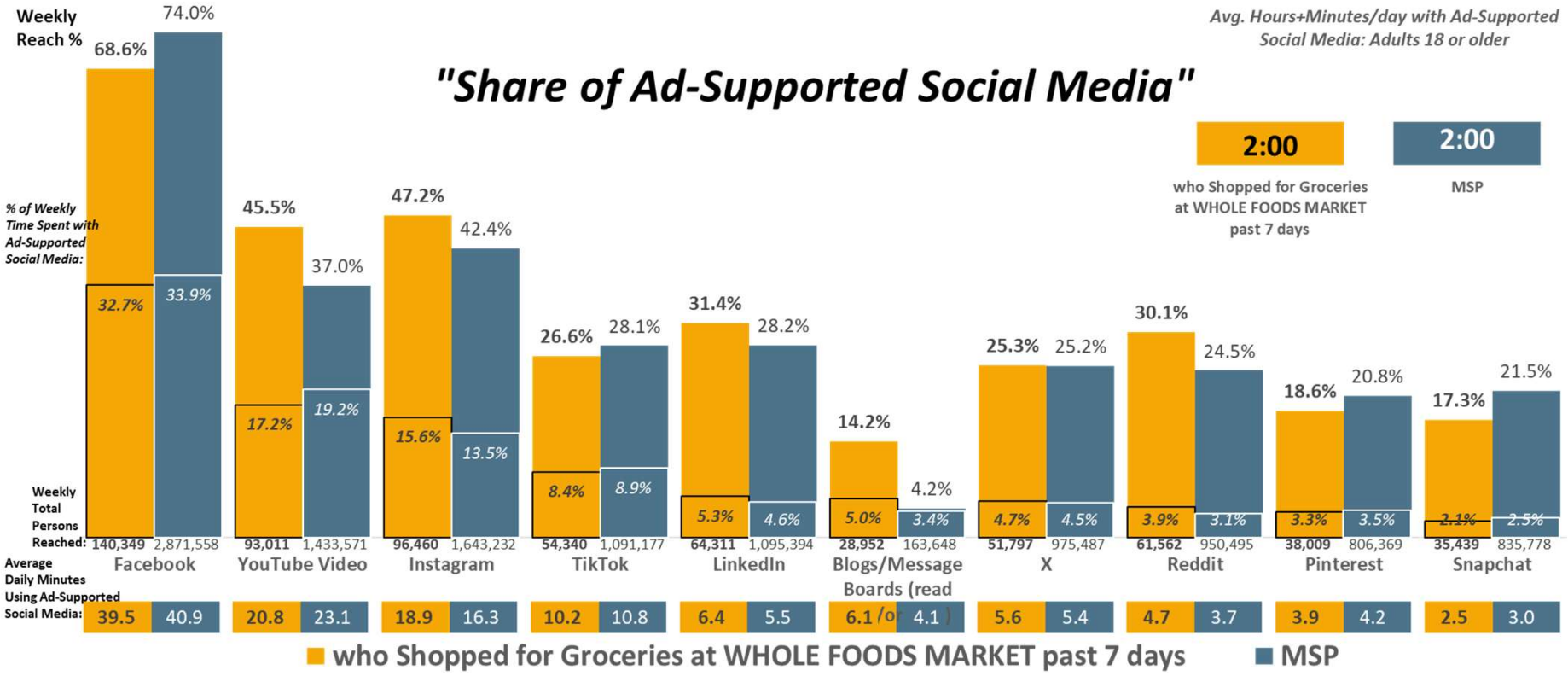
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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

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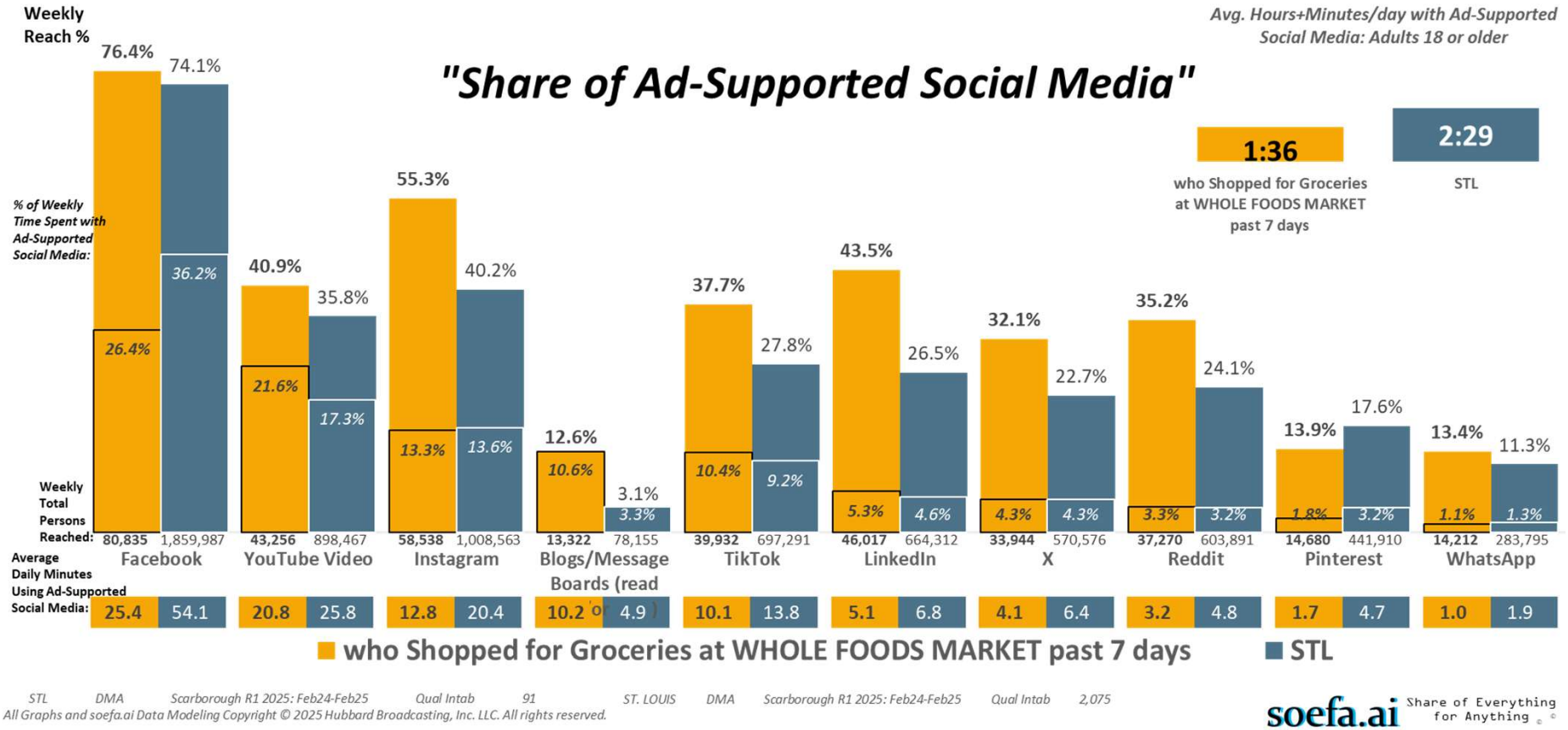
MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 116 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,105

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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

80,835 or 76.4% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days use Ad-Supported Facebook for an average of 25.4 minutes every day representing 26.4% of all time spent daily with Ad-Supported Social Media.



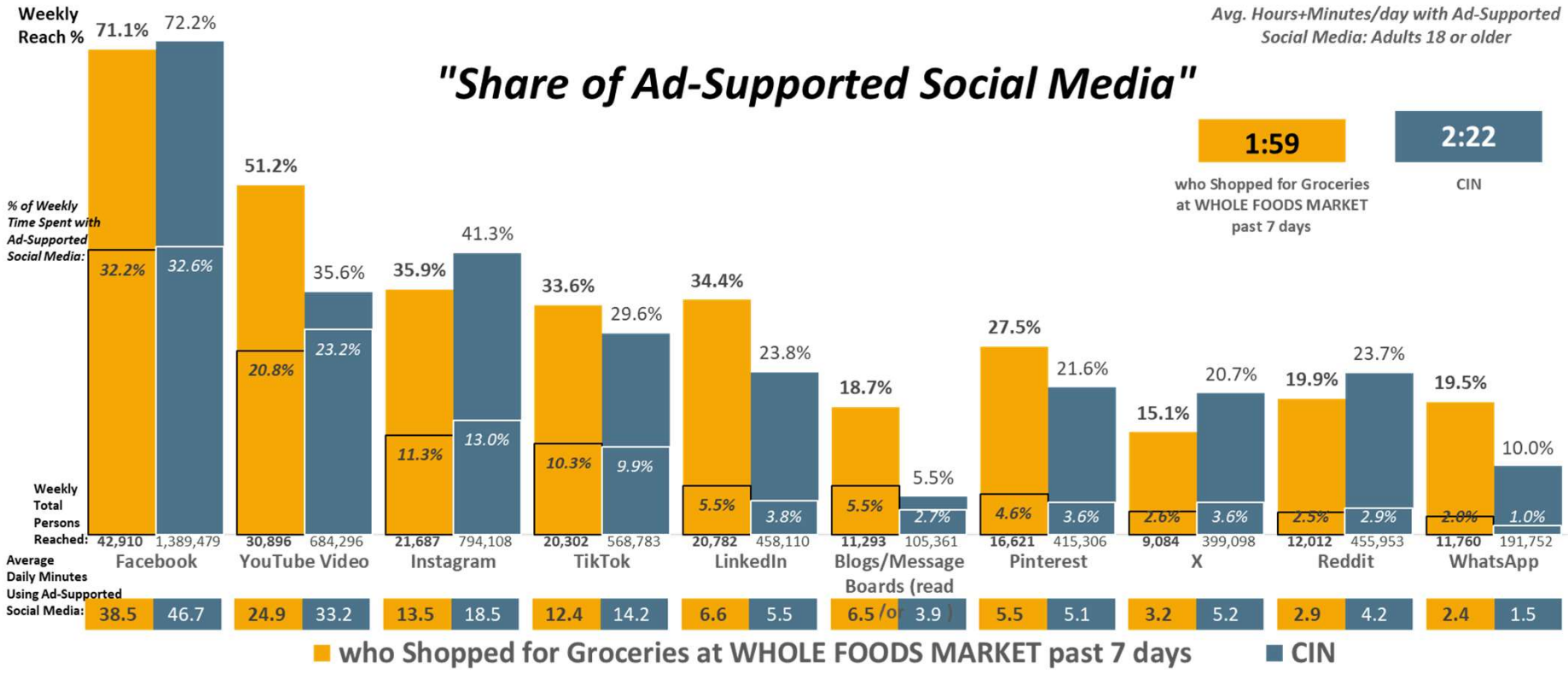
STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 91 ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,075

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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

42,910 or 71.1% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days use Ad-Supported Facebook for an average of 38.5 minutes every day representing 32.2% of all time spent daily with Ad-Supported Social Media.



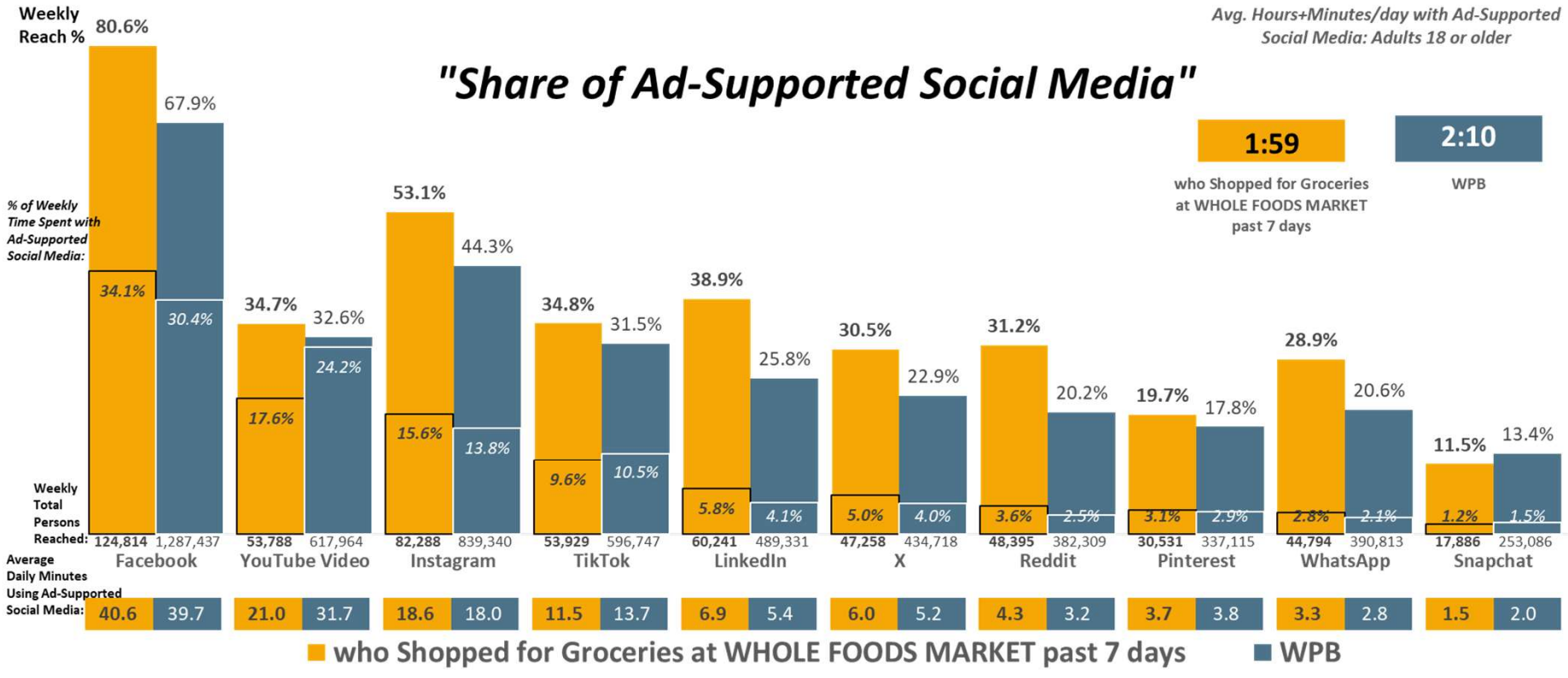
CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 74 CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,996

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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

124,814 or 80.6% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days use Ad-Supported Facebook for an average of 40.6 minutes every day representing 34.1% of all time spent daily with Ad-Supported Social Media.



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 177 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2025: Aug24-Jan25 Qual Intab 2,630

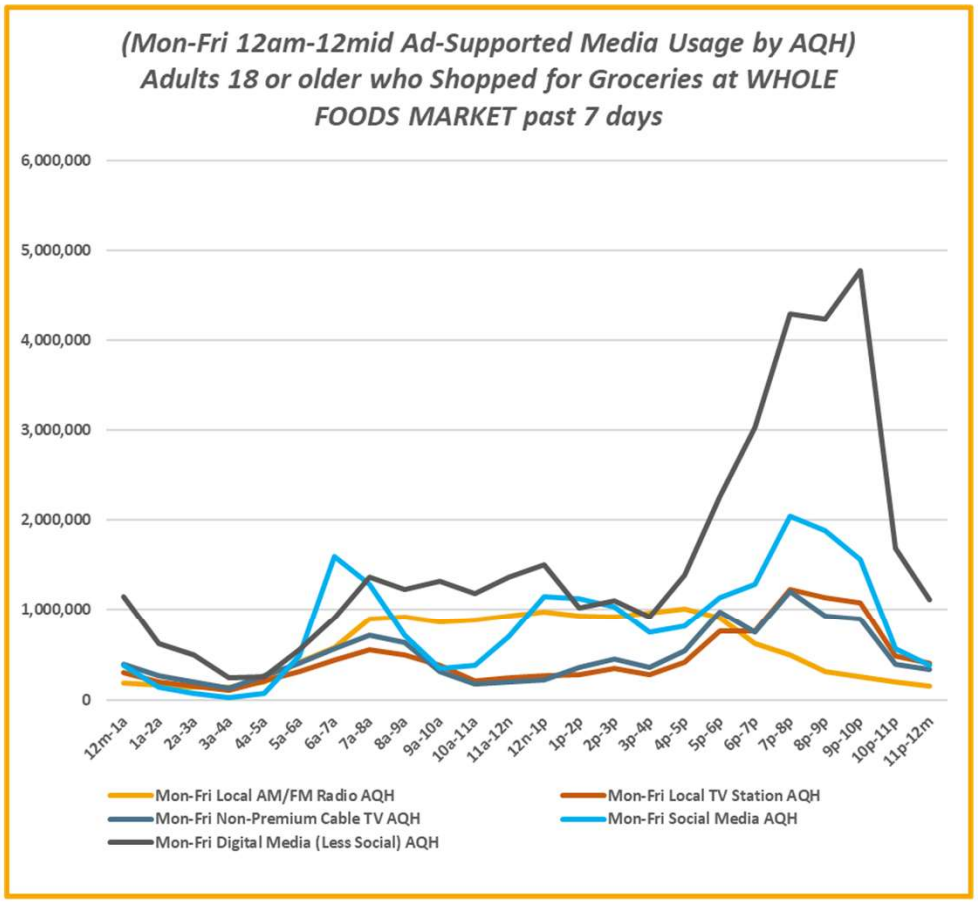
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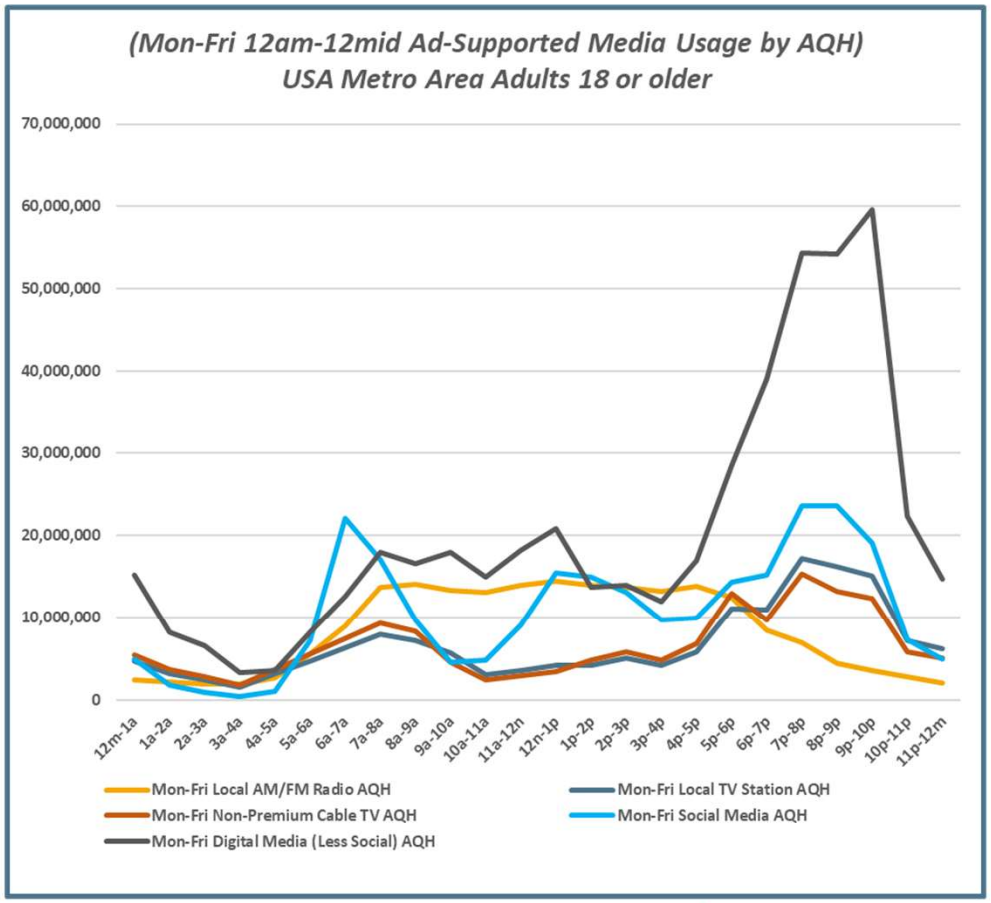
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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

WHOLE FOODS MARKET USA

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,431,838; Social Media: 946,627; Local Radio: 877,743; Non-Prem. Cable: 480,455; Local TV: 416,076 reaching Adults 18 or older who Shopped for Groceries at WHOLE FOODS M





USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,872

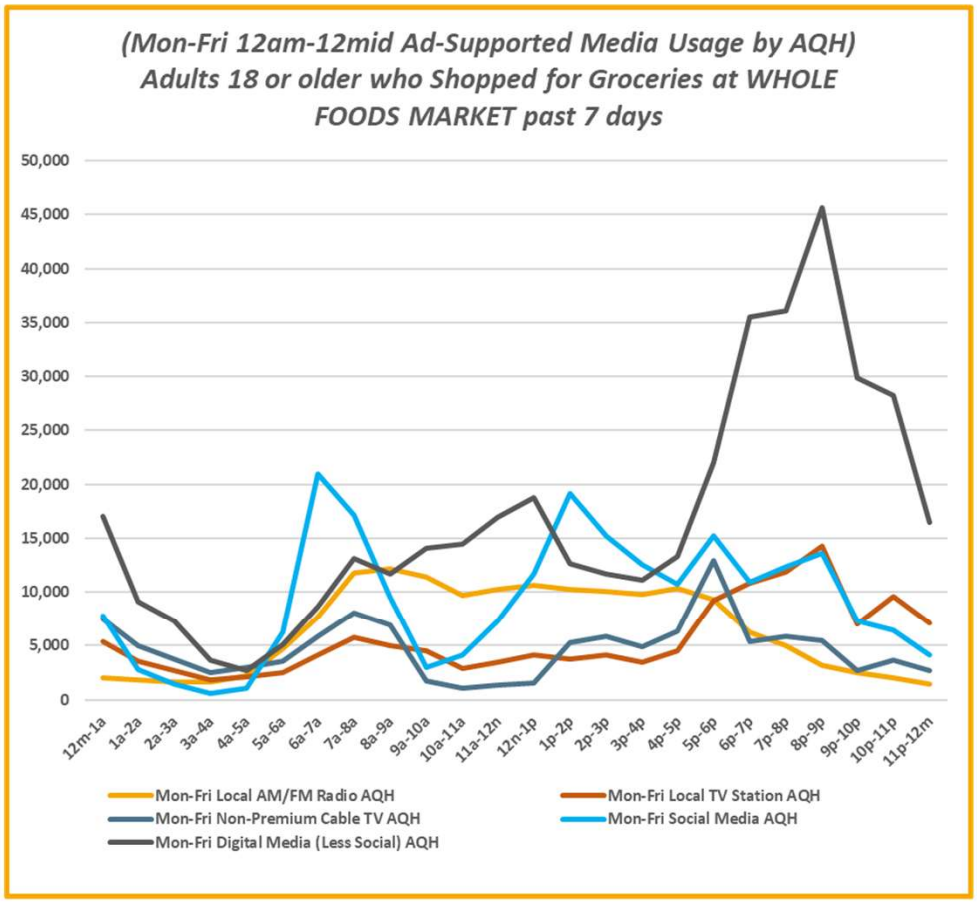
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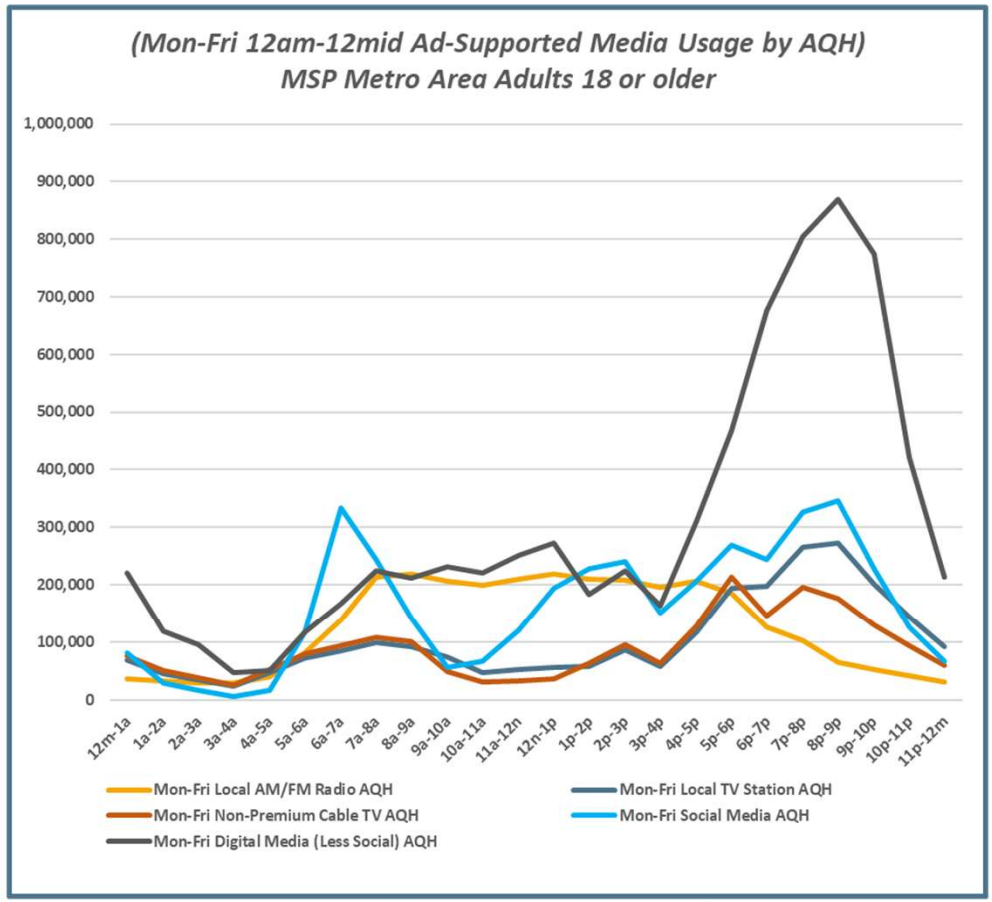
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 15,682; Social Media: 12,109; Local Radio: 9,960; Non-Prem. Cable: 5,159; Local TV: 5,063 reaching Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past





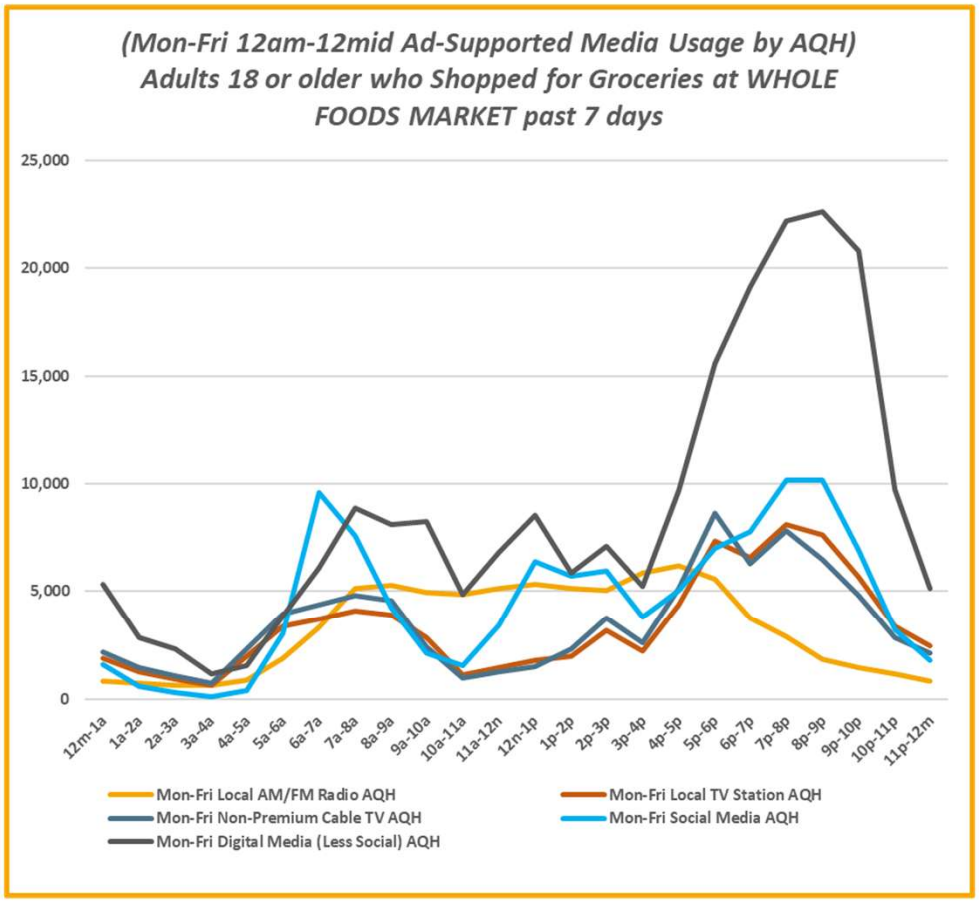
MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 116

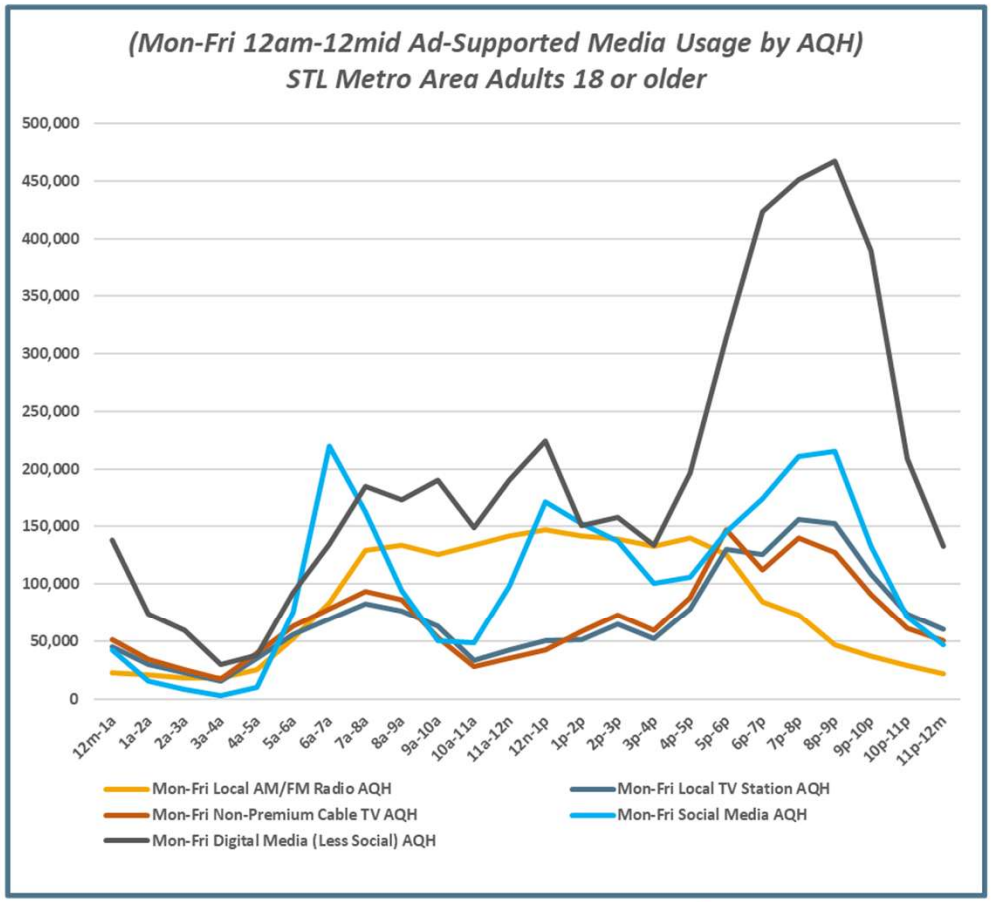
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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 8,771; Social Media: 5,394; Local Radio: 5,033; Non-Prem. Cable: 3,731; Local TV: 3,427 reaching Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7





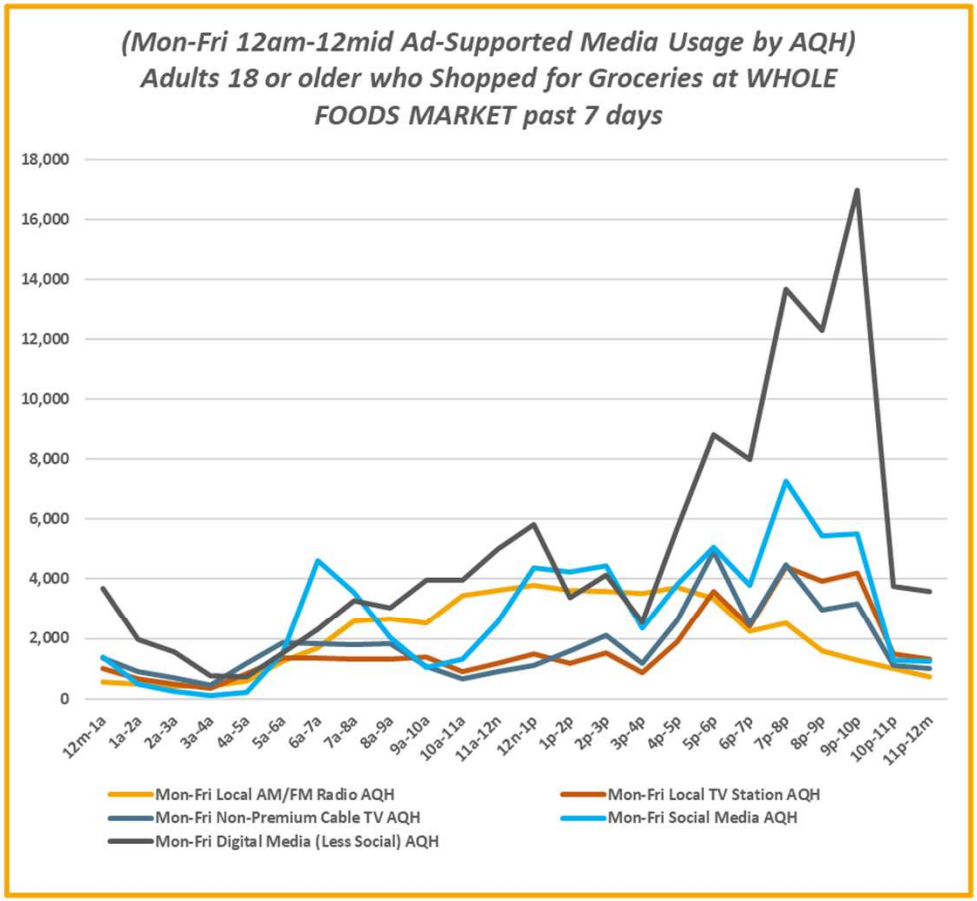
STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 91

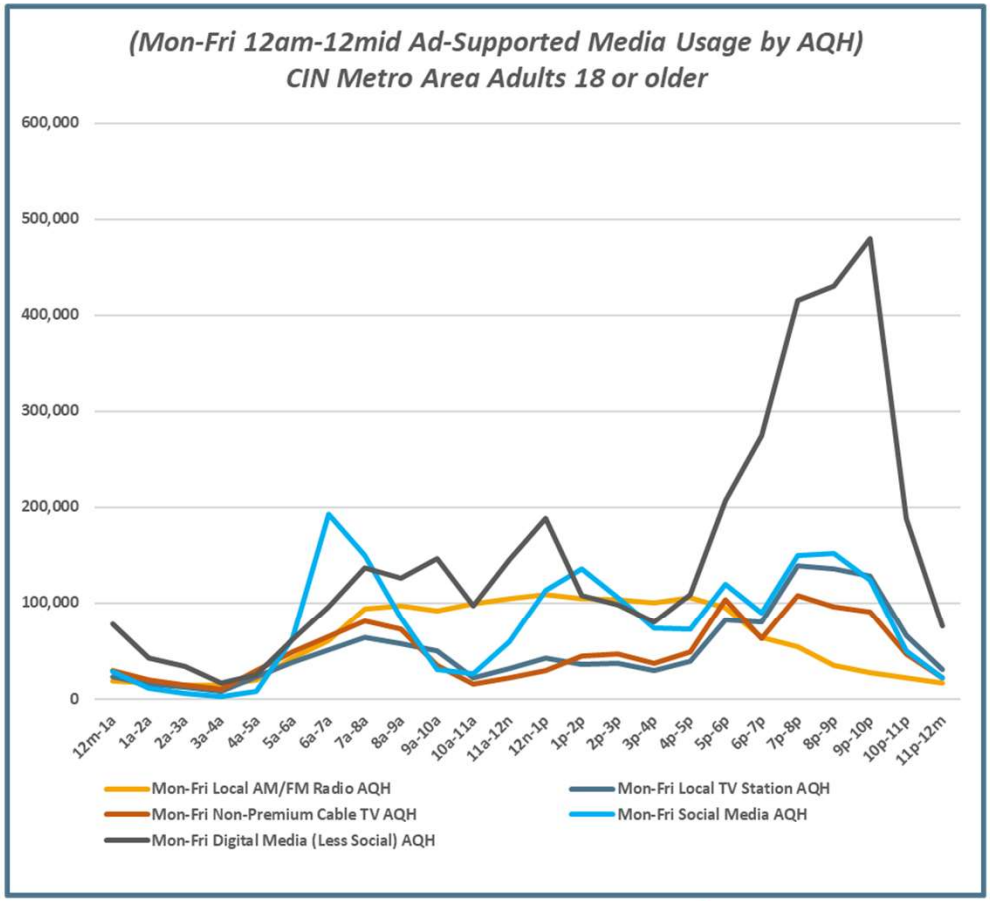
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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 4,614; Social Media: 3,322; Local Radio: 3,103; Non-Prem. Cable: 1,853; Local TV: 1,569 reaching Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7





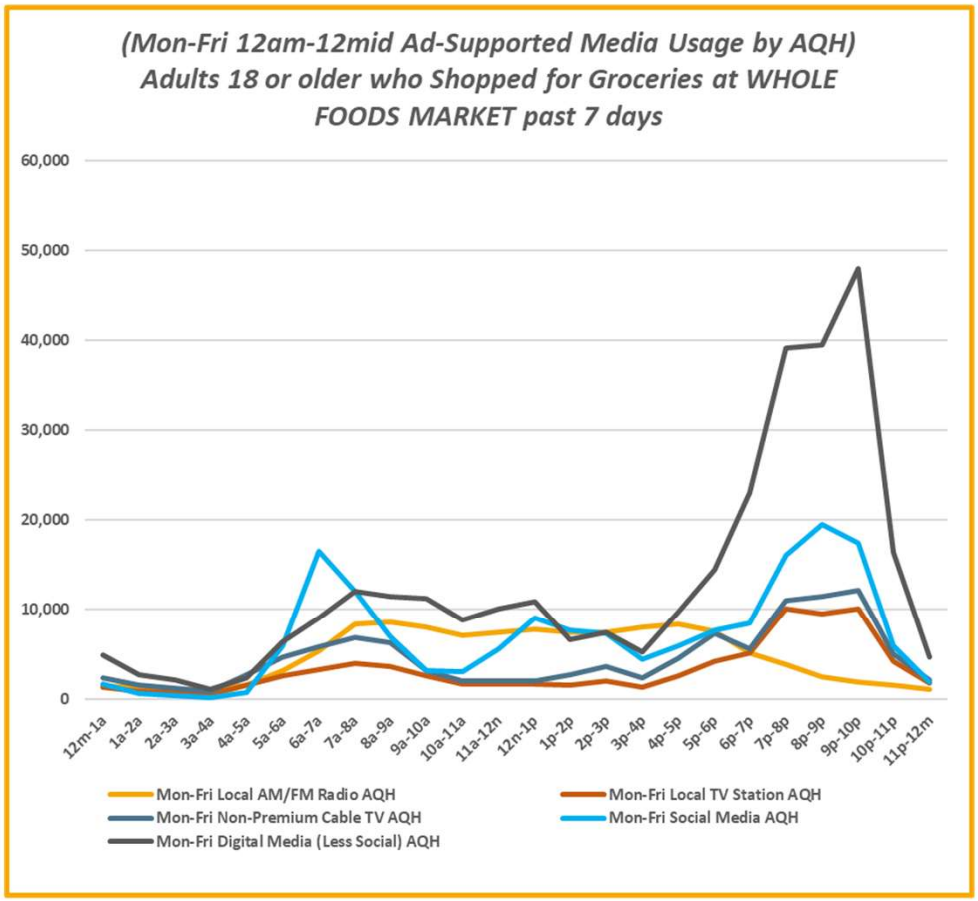
CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 74

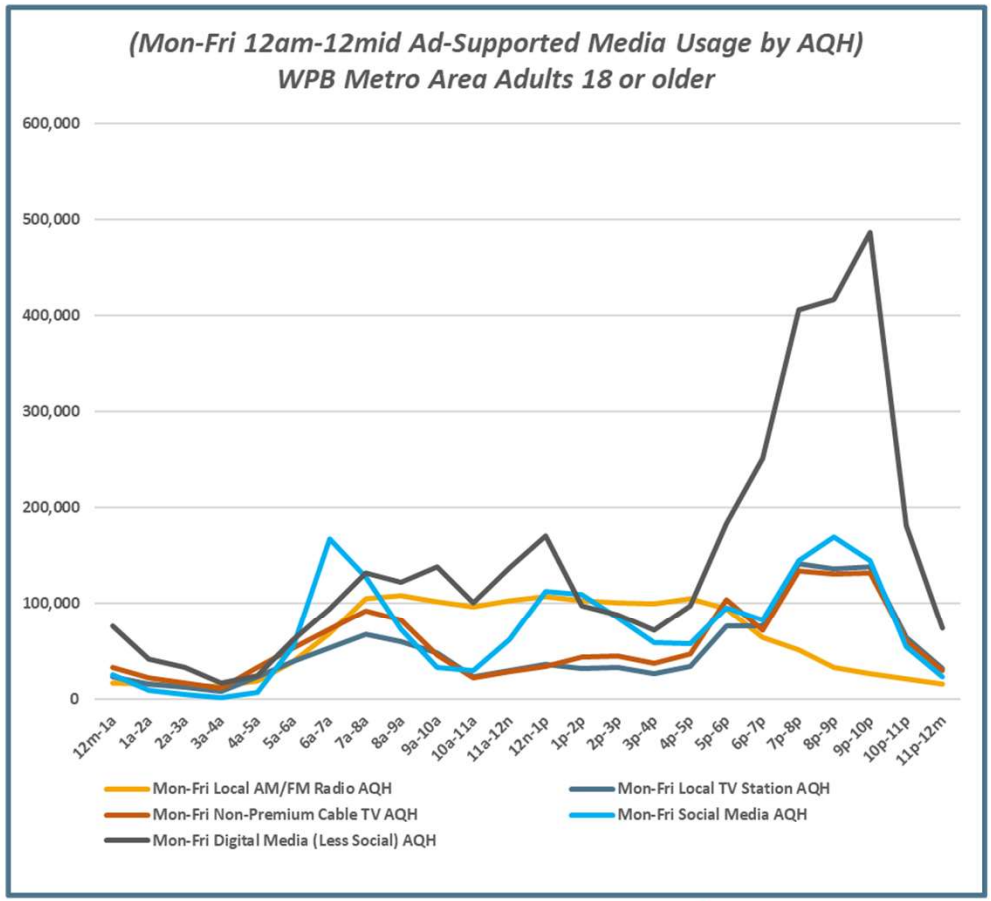
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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 10,713; Social Media: 7,489; Local Radio: 7,380; Non-Prem. Cable: 4,132; Local TV: 2,674 reaching Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past





WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 177

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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

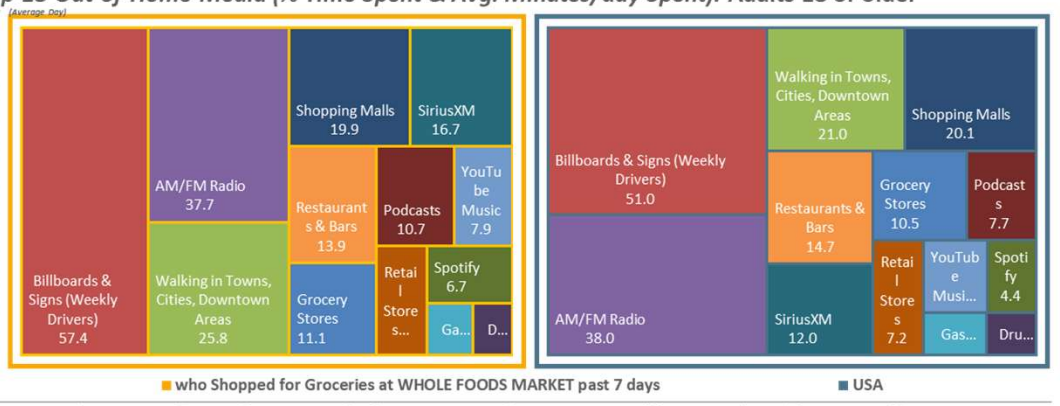
WHOLE FOODS MARKET — USA

15,870,831 or 82.7% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days spend an average of 57.4 minutes per day driving, seeing Billboards and Signs. 61.2% Listen to Local Radio Stations Out-of-Home for an average of 31.9 mi

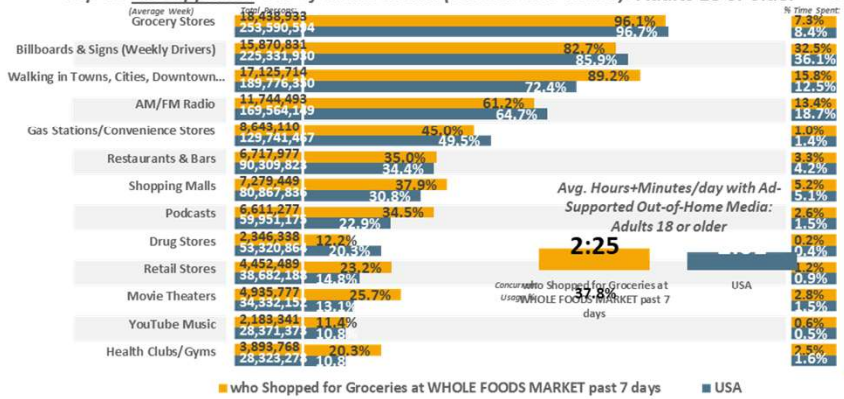
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



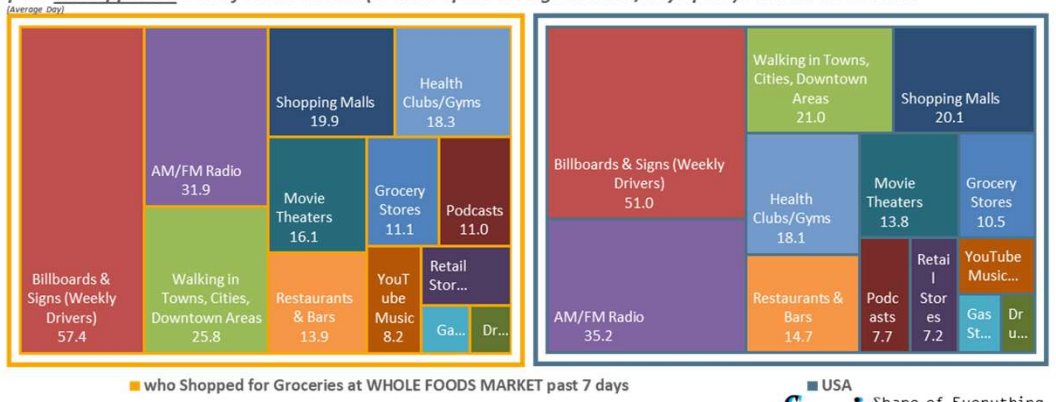
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2025: Feb24-Mar25 Qual Intab 1,872

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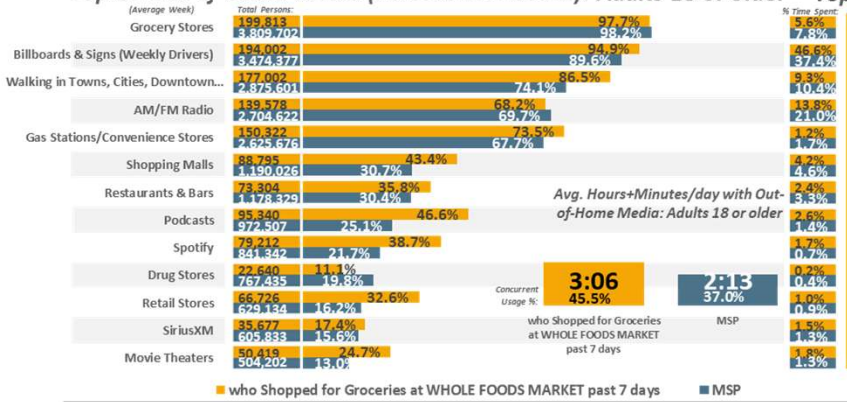
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

194,002 or 94.9% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days spend an average of 91.9 minutes per day driving, seeing Billboards and Signs. 64.4% Listen to Local Radio Stations Out-of-Home for an average of 34.2 minut

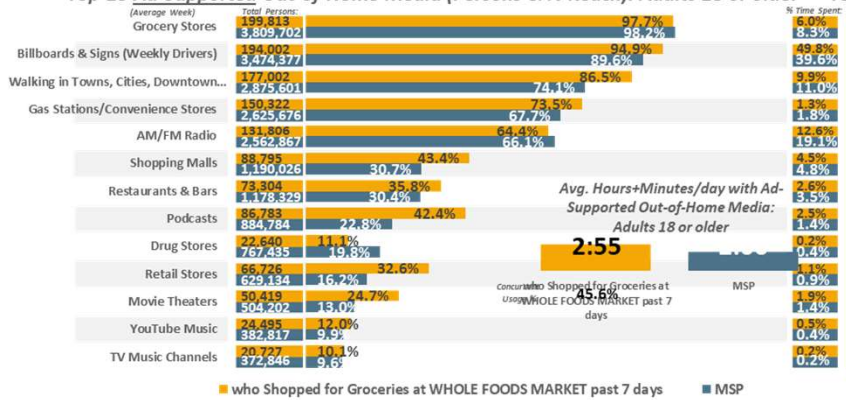
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



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



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 116

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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

90,762 or 85.8% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days spend an average of 36.8 minutes per day driving, seeing Billboards and Signs. 62.5% Listen to Local Radio Stations Out-of-Home for an average of 31.3 minute

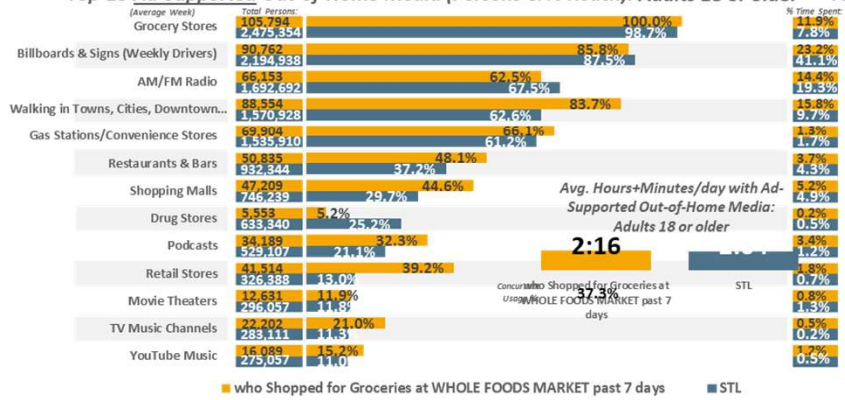
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



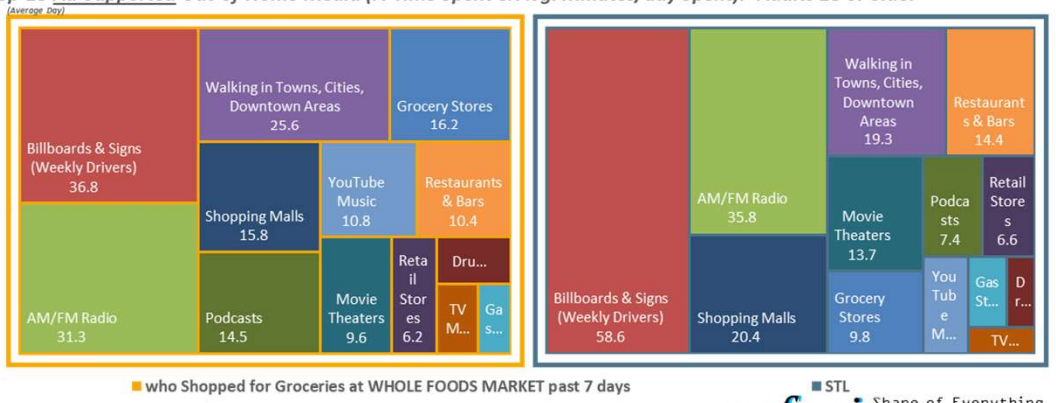
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 91

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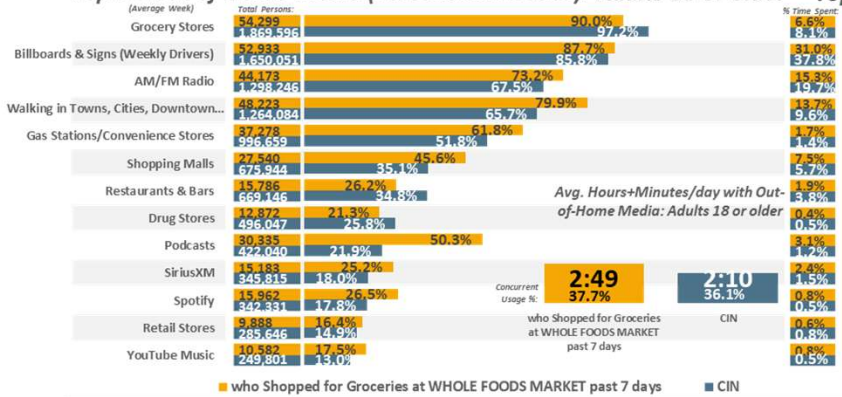
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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

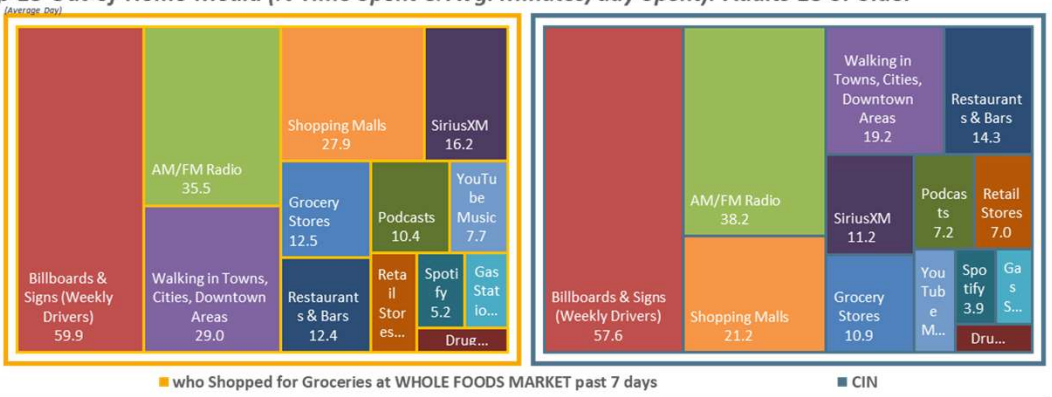
WHOLE FOODS MARKET — CIN

52,933 or 87.7% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days spend an average of 59.9 minutes per day driving, seeing Billboards and Signs. 70.9% Listen to Local Radio Stations Out-of-Home for an average of 29.1 minute

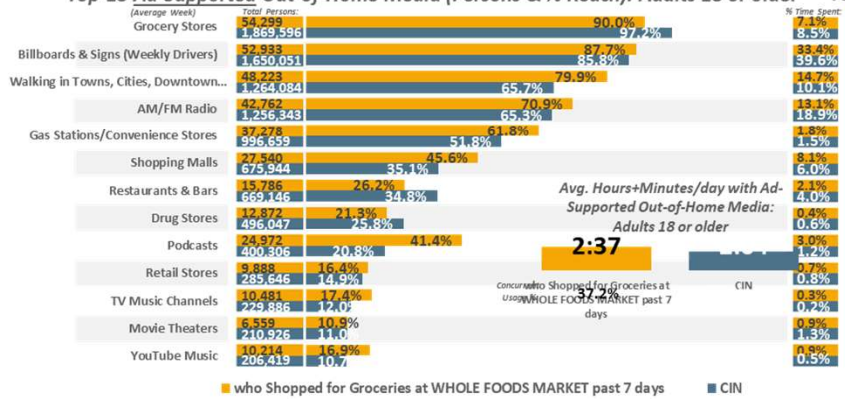
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



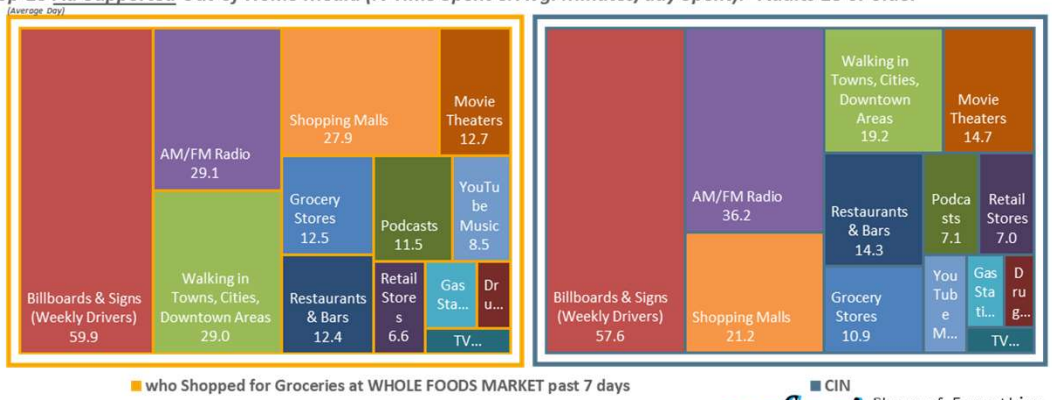
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 74

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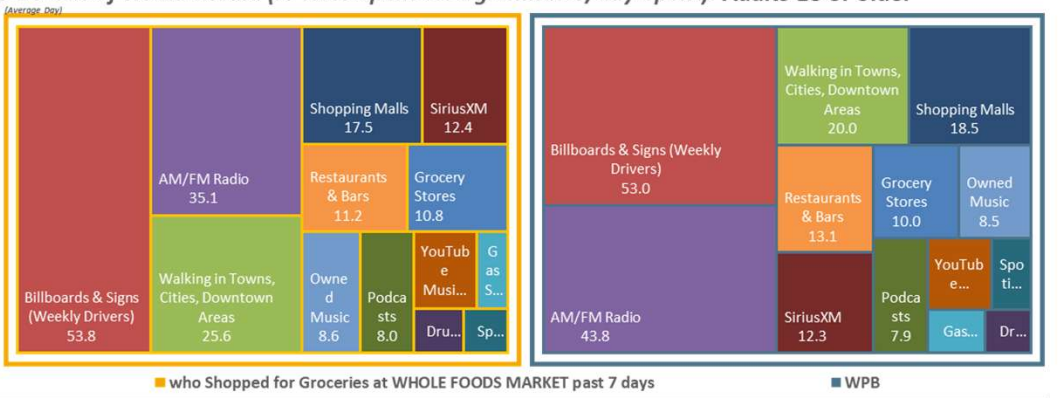
Grocery stores shopped past 7 days (HHLD): Whole Foods Market

151,393 or 97.8% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days spend an average of 53.8 minutes per day driving, seeing Billboards and Signs. 62.7% Listen to Local Radio Stations Out-of-Home for an average of 33.6 minut

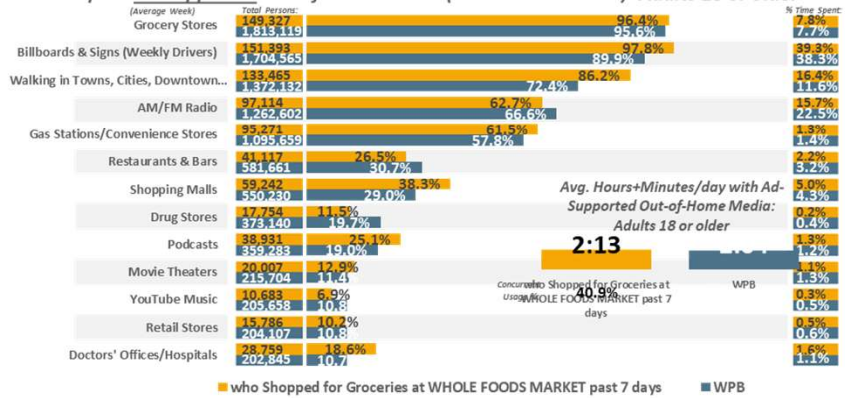
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



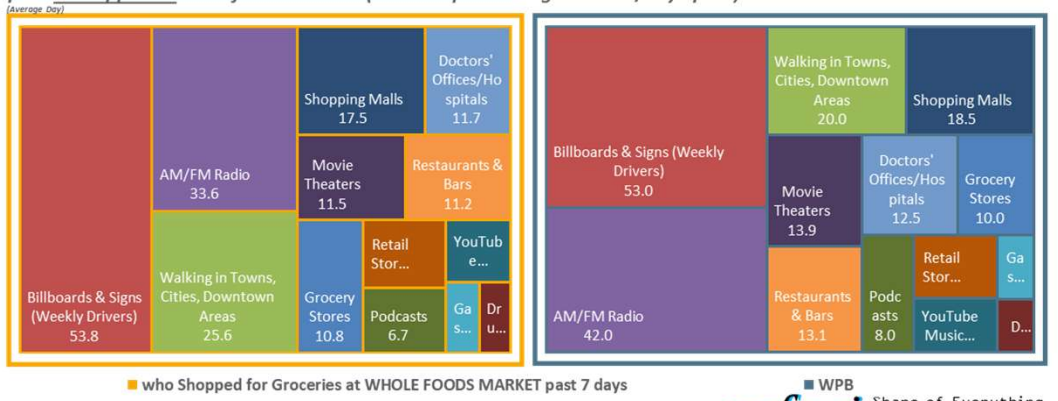
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 177

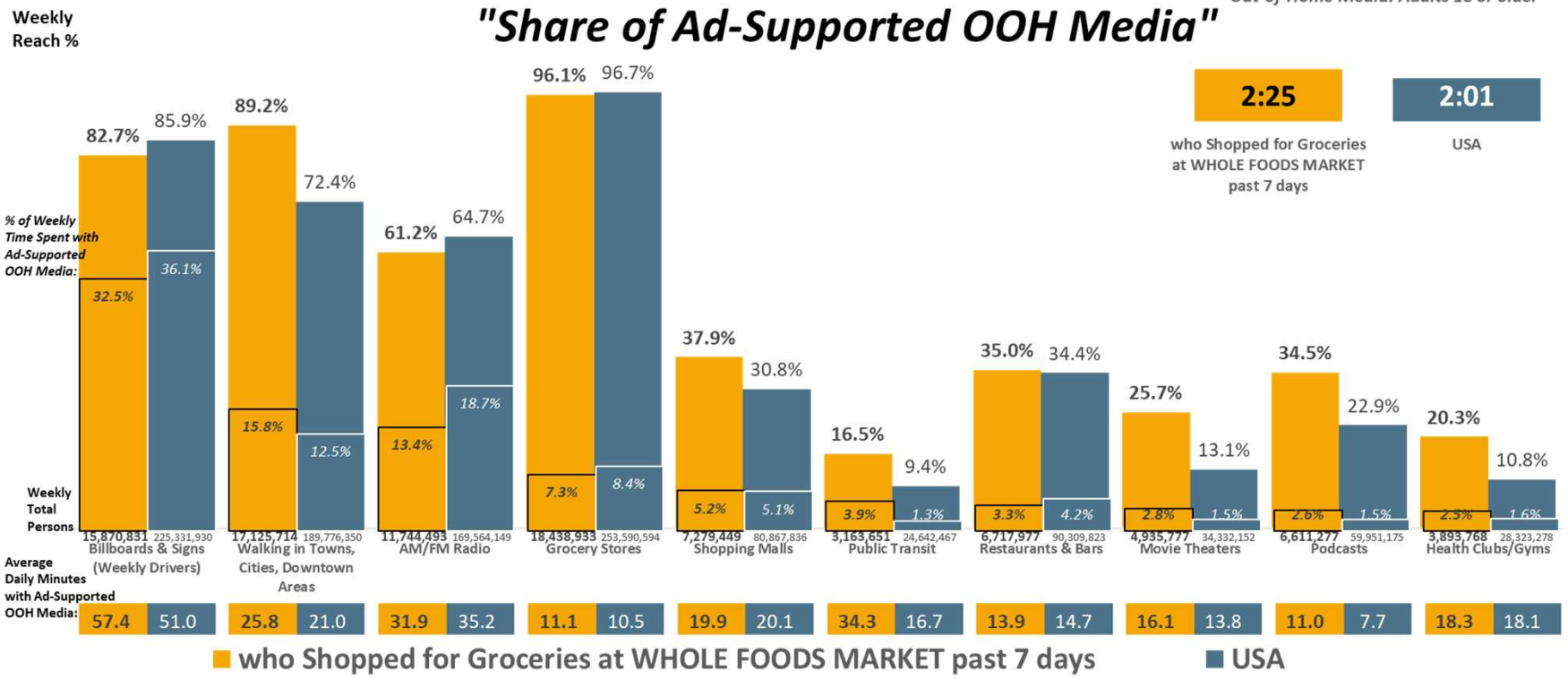
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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

15,870,831 or 82.7% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days spend an average of 57.4 minutes per day driving, seeing Billboards and Signs representing 32.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,872

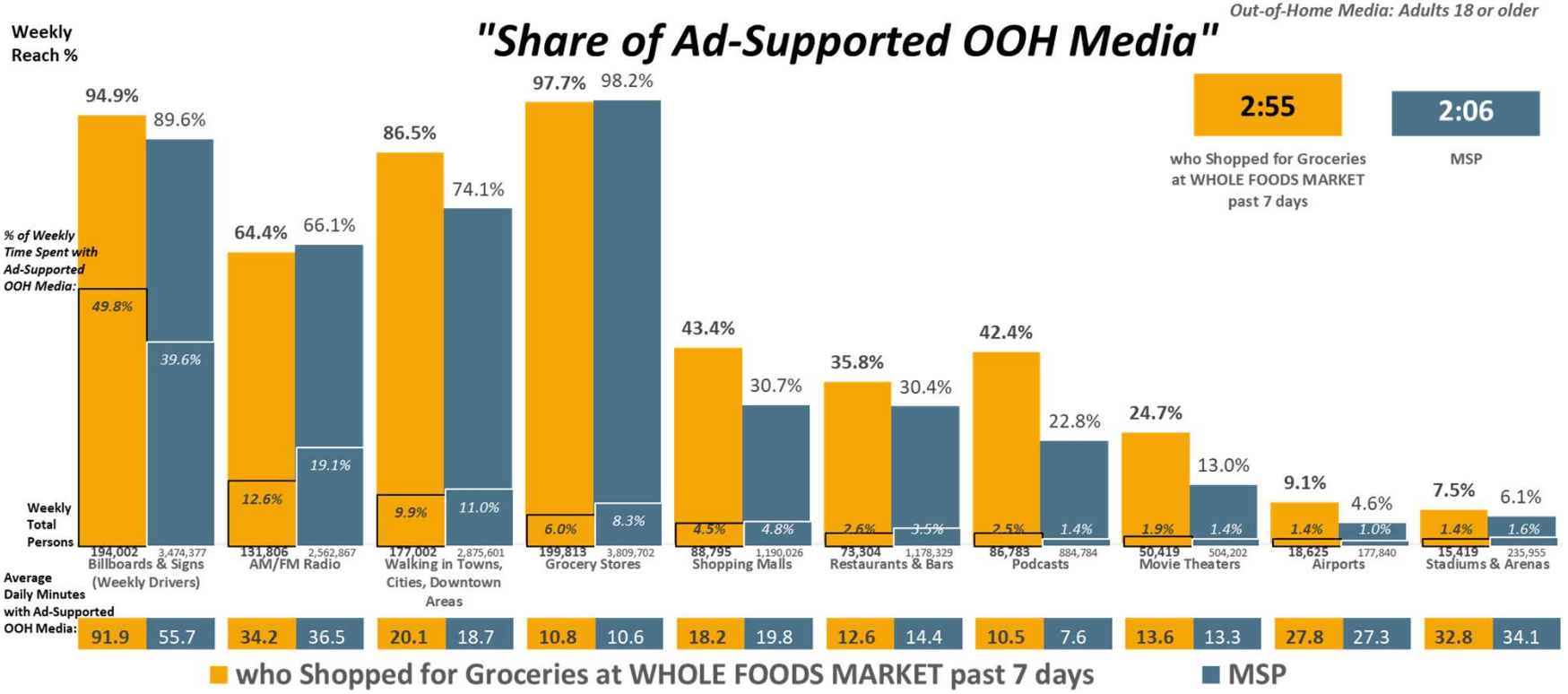
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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

194,002 or 94.9% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days spend an average of 91.9 minutes per day driving, seeing Billboards and Signs representing 49.8% of all Time Spent with Ad-Supported Out-of-Home Media.



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 116 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,105

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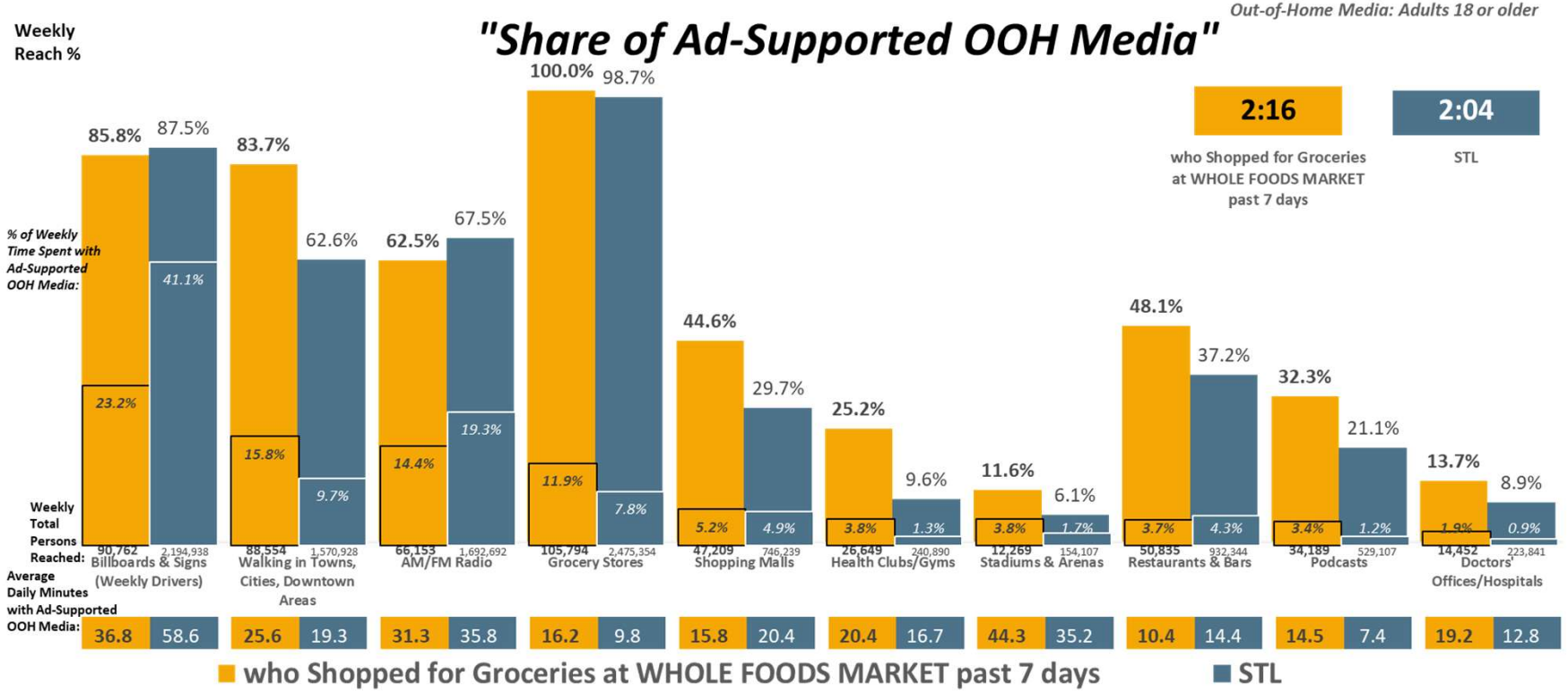
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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

90,762 or 85.8% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days spend an average of 36.8 minutes per day driving, seeing Billboards and Signs representing 23.2% 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"



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 91 ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,075

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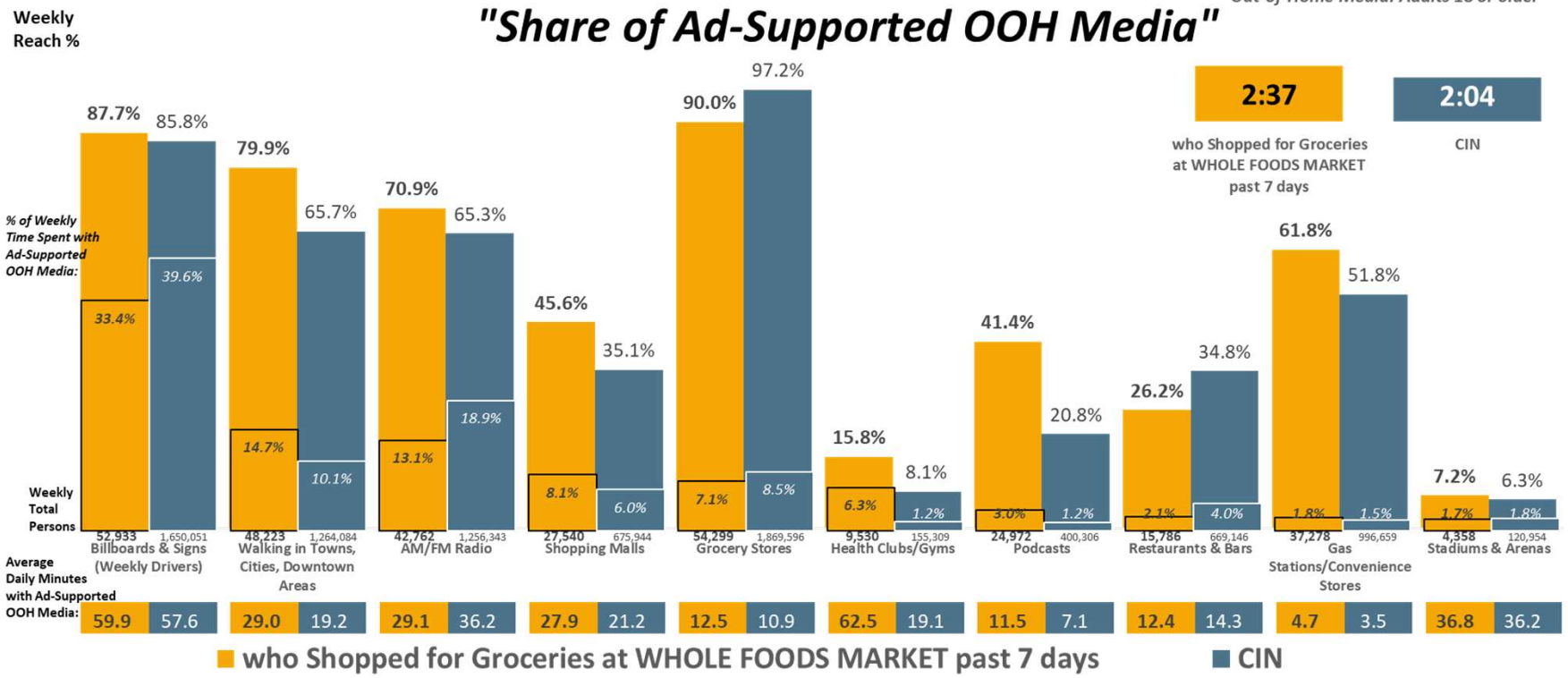
Grocery stores shopped past 7 days (HHLD): Whole Foods Market

WHOLE FOODS MARKET — CIN

52,933 or 87.7% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days spend an average of 59.9 minutes per day driving, seeing Billboards and Signs representing 33.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 74 CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,996

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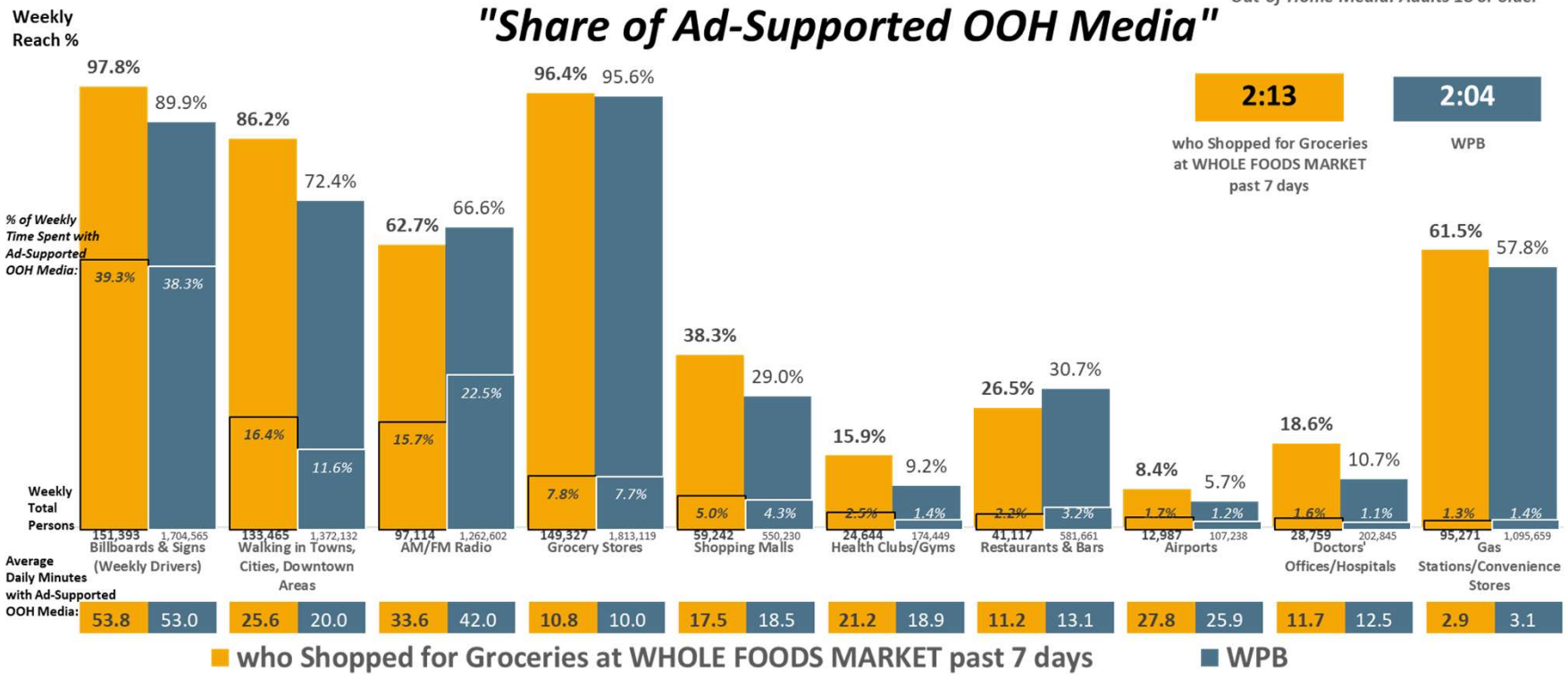
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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

151,393 or 97.8% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days spend an average of 53.8 minutes per day driving, seeing Billboards and Signs representing 39.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 177 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2025: Aug24-Jan25 Qual Intab 2,630

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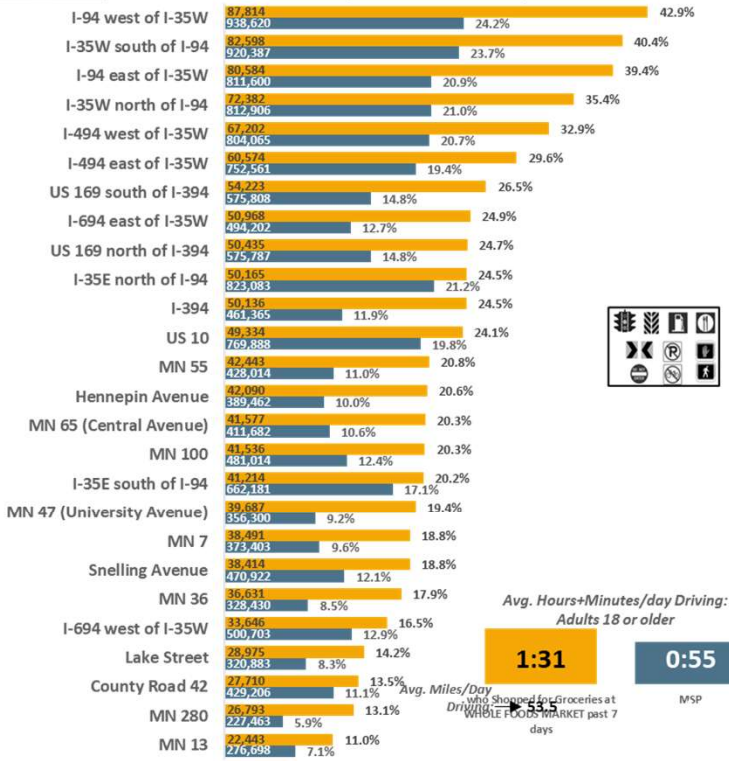
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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

WHOLE FOODS MARKET | MSP

194,002 or 94.9% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days spend an average of 91.9 minutes per day driving an average of 53.5 miles each day and are 111.2% more likely to use MN 47 (University Avenue) than the Metr

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



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

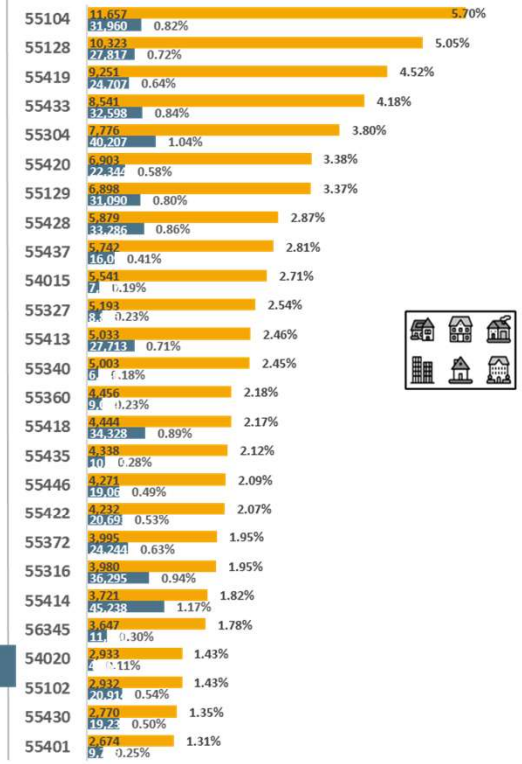
1:31 — who Shopped for Groceries at WHOLE FOODS MARKET past 7 days

0:55 — MSP

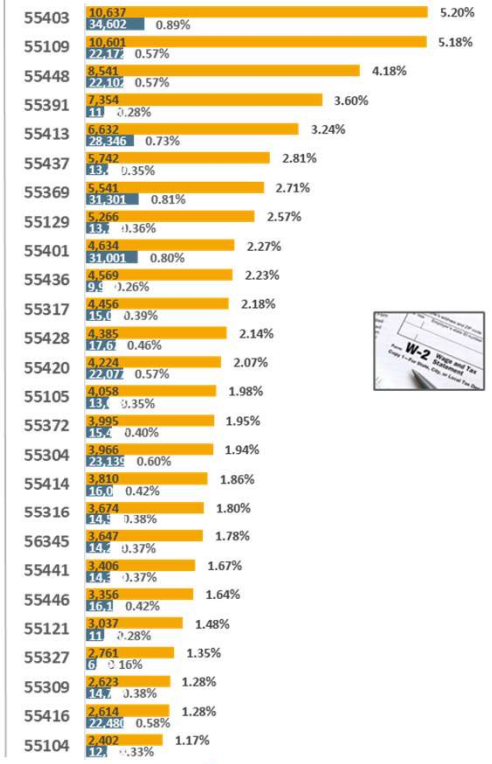
Avg. Miles/Day Driving: ▶ 53.5

■ who Shopped for Groceries at WHOLE FOODS MARKET past 7 days ■ MSP

Top-26 Residential Zip Codes: **Adults 18 or older**



Top-26 Employment Zip Codes: **Adults 18 or older**



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MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 116

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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

90,762 or 85.8% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days spend an average of 36.8 minutes per day driving an average of 21.4 miles each day and are 301.9% more likely to use Stan Musial Veterans Memorial Bridge tha

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

I-64/Highway 40	71,366	67.5%	1,042,131	41.5%
I-270	56,868	53.8%	1,020,881	40.7%
I-44/Highway 44	52,530	49.7%	758,179	30.2%
I-70	49,330	46.6%	923,498	36.8%
Lindbergh Blvd	42,539	40.2%	618,295	24.6%
Manchester Road/Highway 100	40,763	38.5%	455,646	18.2%
I-170/Highway 170	36,157	34.2%	532,313	21.2%
I-55	26,860	25.4%	761,996	30.4%
Stan Musial Veterans Memorial Bridge	18,832	17.8%	111,[illegible]	[illegible]%
Highway 94	17,839	16.9%	329,500	13.1%
Highway 370	17,072	16.1%	241,382	9.6%
Page Avenue	16,191	15.3%	320,565	12.8%
Highway 67/Highway 111	13,138	12.4%	286,367	11.4%
Martin Luther King Bridge	9,048	8.6%	91,[illegible]	[illegible]%
I-255	8,791	8.3%	433,615	17.3%
Poplar Street Bridge	6,436	6.1%	154,19[illegible]	6.1%
Highway K	6,243	5.9%	267,927	10.7%
Route 15	1,3[illegible]	[illegible]%	105,[illegible]	[illegible]%
Green Mount Road	718,[illegible]	[illegible]%	215,219	8.6%
#VALUE!	0	0.0%	0	0.0%
#VALUE!	0	0.0%	0	0.0%
#VALUE!	0	0.0%	0	0.0%
#VALUE!	0	0.0%	0	0.0%
#VALUE!	0	0.0%	0	0.0%
#VALUE!	0	0.0%	0	0.0%
#VALUE!	0	0.0%	0	0.0%

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

0:36 — who Shopped for Groceries at WHOLE FOODS MARKET past 7 days

0:58 — STL

Avg. Miles/Day Driving: ▶21.4

Top-26 Residential Zip Codes: Adults 18 or older

63130	14,965	14.15%	44,164	1.76%
63021	9,807	9.27%	41,790	1.67%
63017	8,719	8.24%	32,[illegible]	1.30%
63034	7,274	6.88%	20[illegible]	[illegible]%
63112	5,442	5.14%	18[illegible]	[illegible]%
63055	5,179	4.90%	[illegible]	[illegible]%
63304	4,600	4.35%	39,289	1.57%
63108	3,964	3.75%	9[illegible]	[illegible]%
63103	3,534	3.34%	8[illegible]	[illegible]%
63376	3,232	3.05%	88,396	3.52%
63139	3,084	2.92%	21[illegible]	[illegible]%
63105	3,008	2.84%	1[illegible]	[illegible]%
63132	2,724	2.57%	9[illegible]	[illegible]%
63117	2,437	2.30%	1[illegible]	[illegible]%
63128	2,383	2.25%	16[illegible]	[illegible]%
63129	2,328	2.20%	33,98[illegible]	1.35%
63070	1,990	1.88%	[illegible]	[illegible]%
63131	1,974	1.87%	[illegible]	[illegible]%
63144	1,905	1.80%	[illegible]	[illegible]%
63119	1,819	1.72%	36,17[illegible]	1.44%
63146	1,731	1.64%	30,0[illegible]	1.20%
63109	1,397	1.32%	22,[illegible]	[illegible]%
63011	1,383	1.31%	1[illegible]	[illegible]%
63122	859	0.81%	26,8[illegible]	1.07%
63121	825	0.78%	21,[illegible]	[illegible]%
63025	813	0.77%	1[illegible]	[illegible]%

Top-26 Employment Zip Codes: Adults 18 or older

63101	7,950	7.51%	23,812	0.95%
63110	7,056	6.67%	44,747	1.78%
63103	5,744	5.43%	12,8[illegible]	[illegible]%
63017	5,018	4.74%	25,500	1.02%
63146	4,799	4.54%	37,641	1.50%
63179	4,245	4.01%	4[illegible]	[illegible]%
63136	3,714	3.51%	23,352	0.93%
63117	2,769	2.62%	24,451	0.97%
63368	2,652	2.51%	11,[illegible]	[illegible]%
63108	2,360	2.23%	9,[illegible]	[illegible]%
63112	2,303	2.18%	8,[illegible]	[illegible]%
63021	2,269	2.14%	12,[illegible]	[illegible]%
63126	2,076	1.96%	13,[illegible]	0.54%
63124	2,009	1.90%	5[illegible]	[illegible]%
63119	1,833	1.73%	13,6	0.55%
63130	1,181	1.12%	16,7[illegible]	0.67%
63011	1,140	1.08%	11,[illegible]	[illegible]%
63304	1,023	0.97%	26,189	1.04%
63132	993	0.94%	9,[illegible]	[illegible]%
63102	844	0.80%	18,46[illegible]	0.74%
63129	755	0.71%	11,[illegible]	[illegible]%
63105	725	0.69%	23,439	0.93%
63005	710	0.67%	25,635	1.02%
62269	649	0.61%	25,816	1.03%
62249	637	0.60%	4,[illegible]	[illegible]%
62288	583	0.55%	[illegible]	[illegible]%

■ who Shopped for Groceries at WHOLE FOODS MARKET past 7 days ■ STL

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STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 91

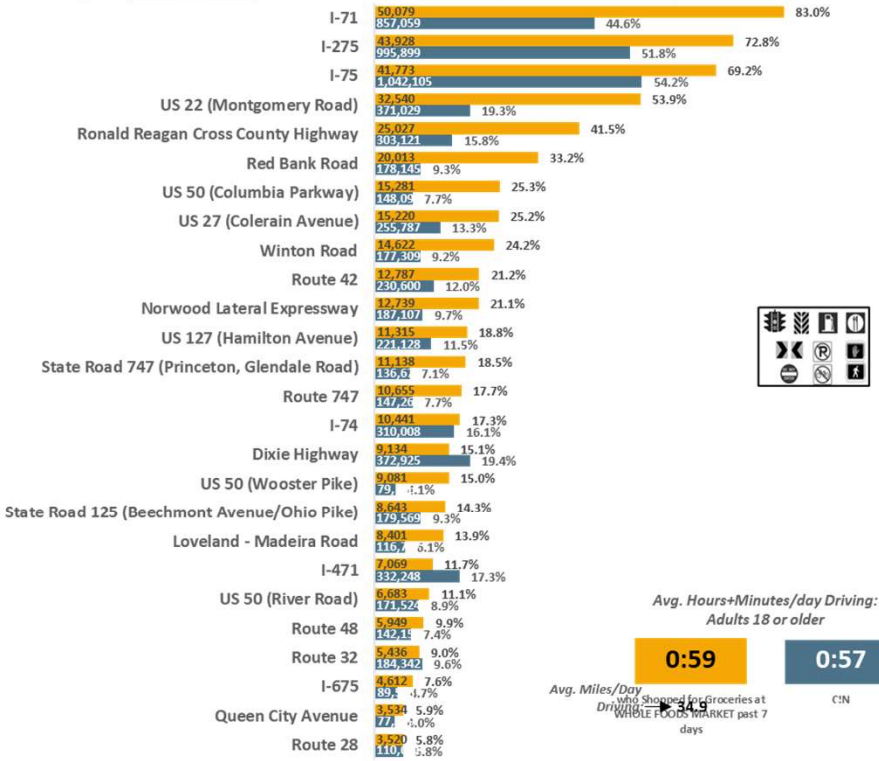
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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

WHOLE FOODS MARKET — CIN

52,933 or 87.7% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days spend an average of 59.9 minutes per day driving an average of 34.9 miles each day and are 263.7% more likely to use US 50 (Wooster Pike) than the Metro aver

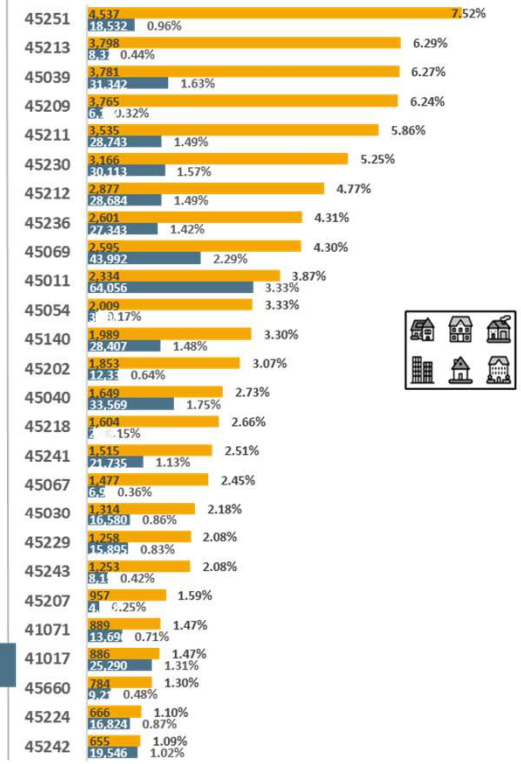
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



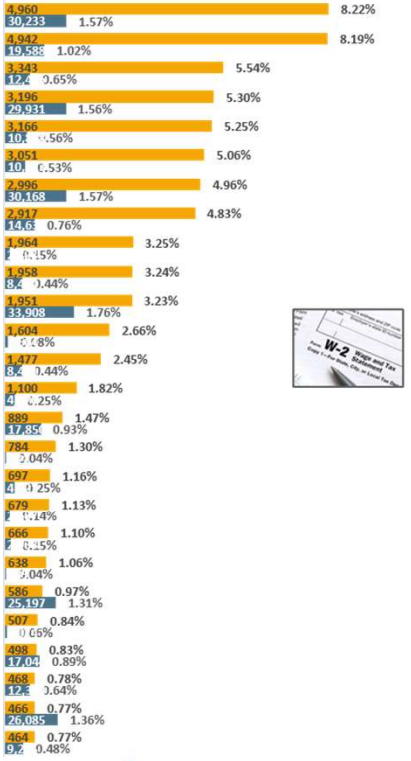
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: who Shopped for Groceries at WHOLE FOODS MARKET past 7 days ▶34.9

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



who Shopped for Groceries at WHOLE FOODS MARKET past 7 days ■ CIN

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CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 74

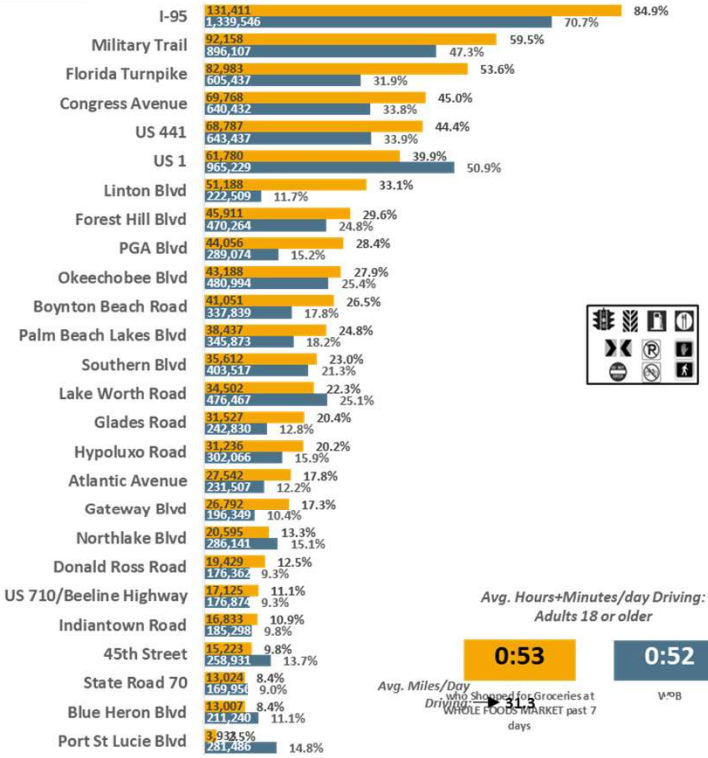
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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

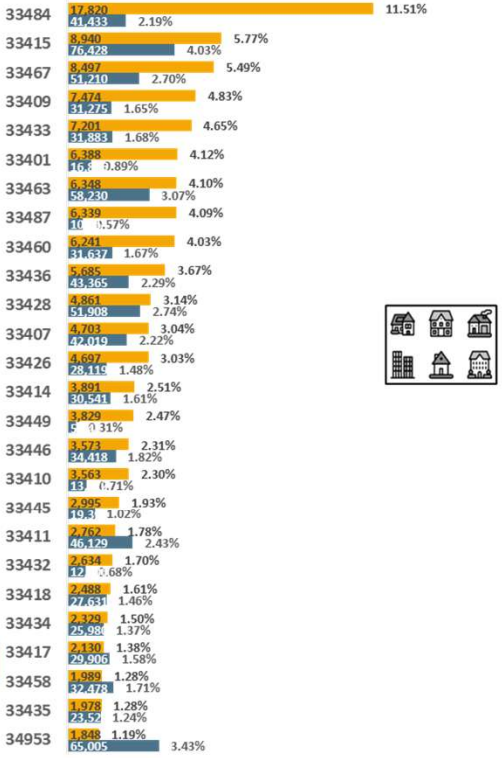
WHOLE FOODS MARKET WPB

151,393 or 97.8% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days spend an average of 53.8 minutes per day driving an average of 31.3 miles each day and are 181.6% more likely to use Linton Blvd than the Metro average.

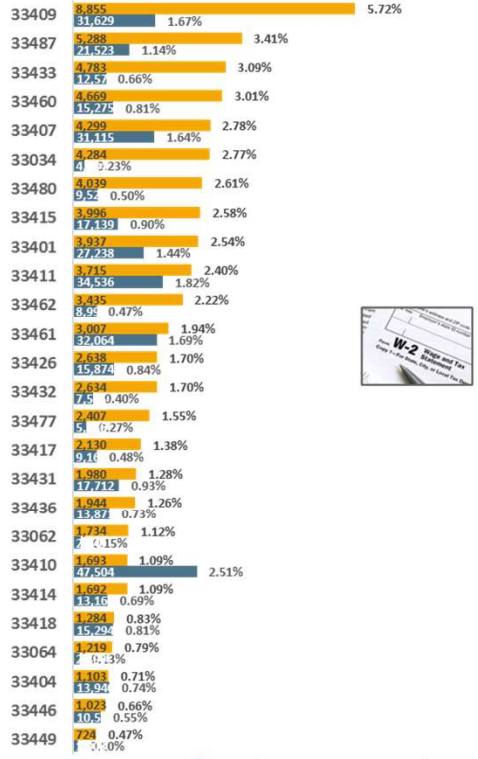
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



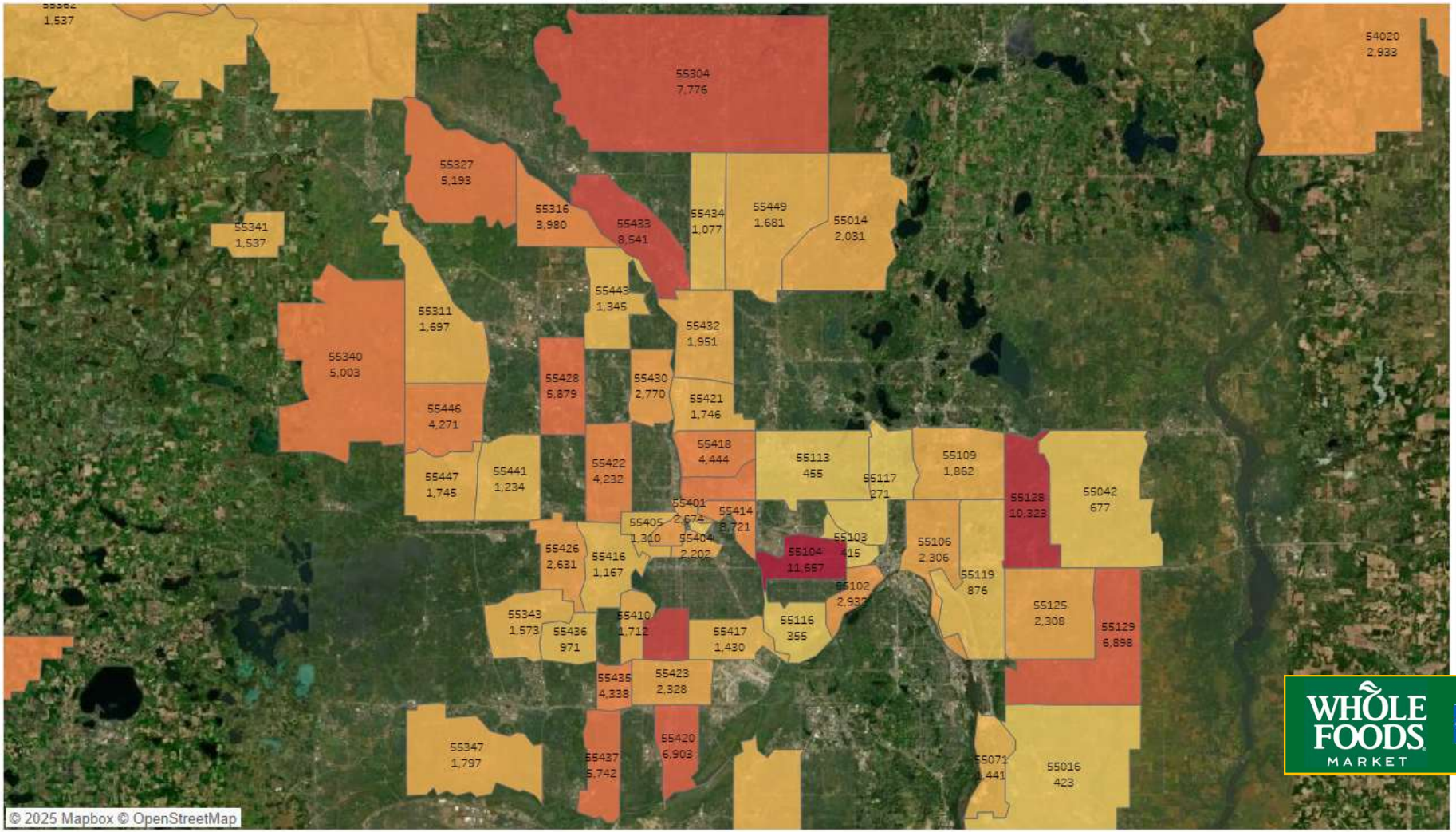
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WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 177

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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

Top Residential Zip Codes: (Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days)



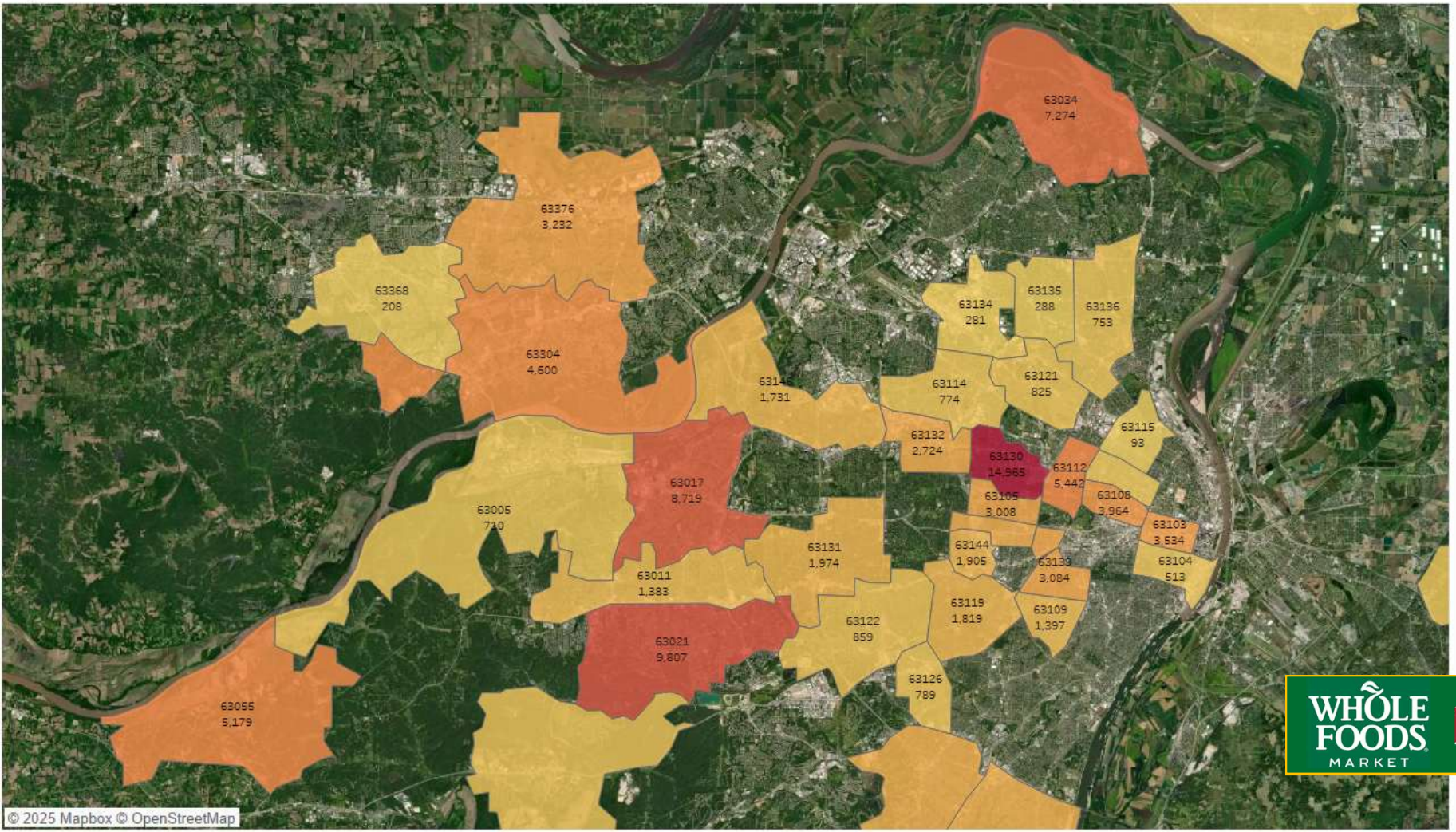
WHOLE FOODS MARKET MSP

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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

Top Residential Zip Codes: (Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days)



SUM(Adults 18 or older ...
44 14,965

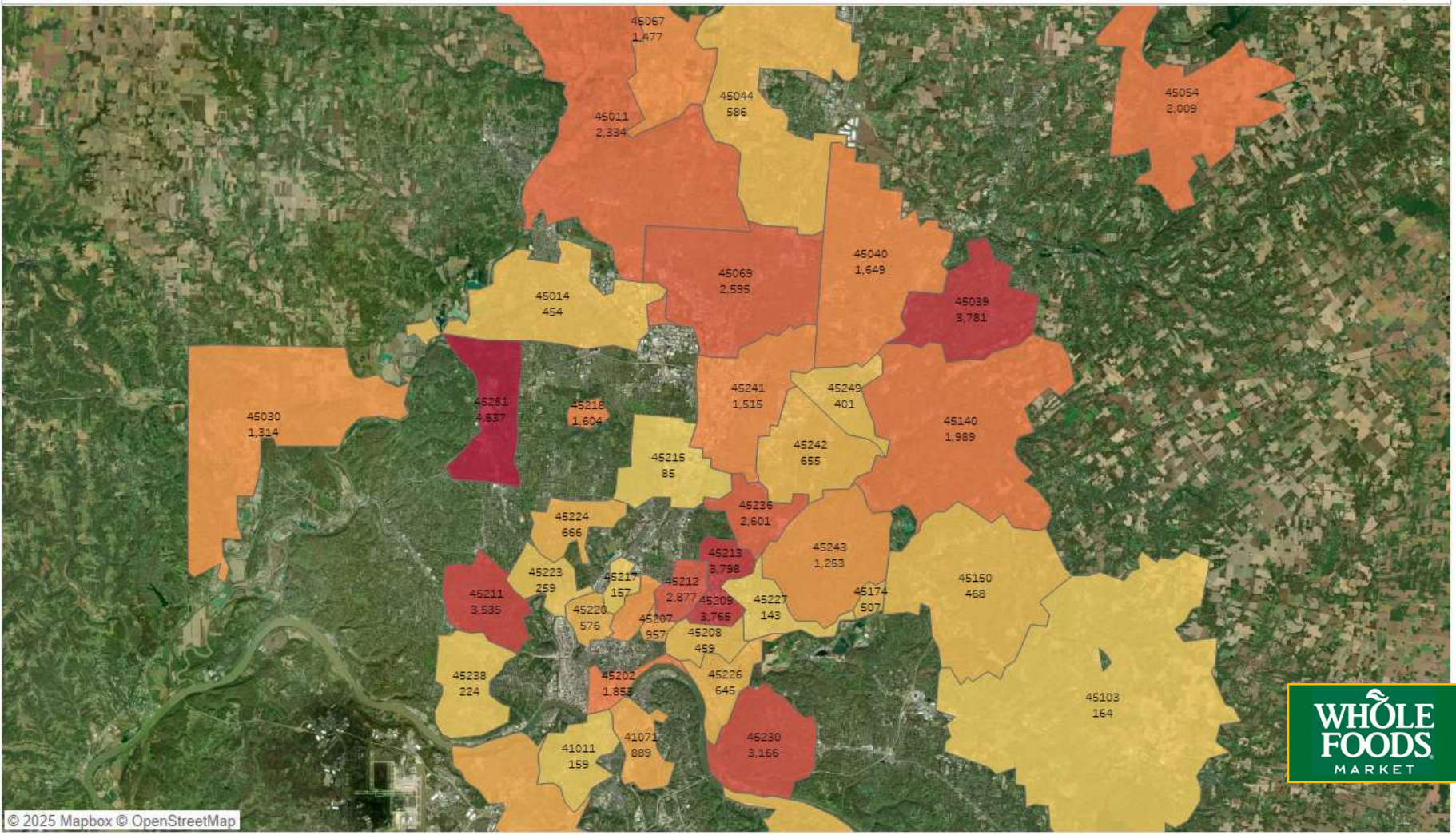
WHOLE FOODS MARKET STL

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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

Top Residential Zip Codes: (Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days)



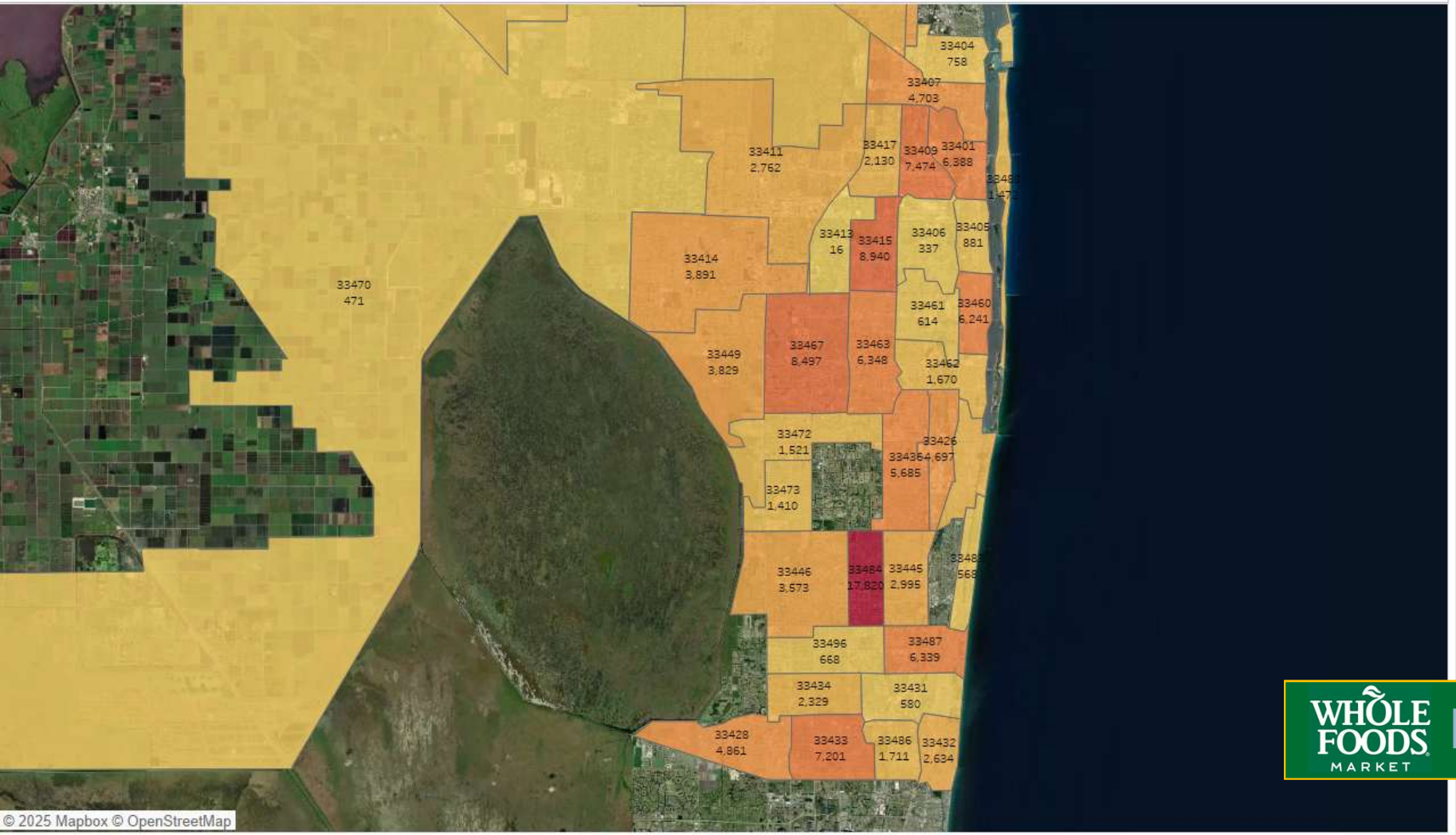
WHOLE FOODS MARKET CIN

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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

Top Residential Zip Codes: (Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days)



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 177

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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

WHOLE FOODS MARKET USA

7,261,847 or 37.8% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.4 minutes every day representing 29.2% of all time spent daily with All forms of Print M

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 2025: Feb24-Mar25 Qual Intab 1,872

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

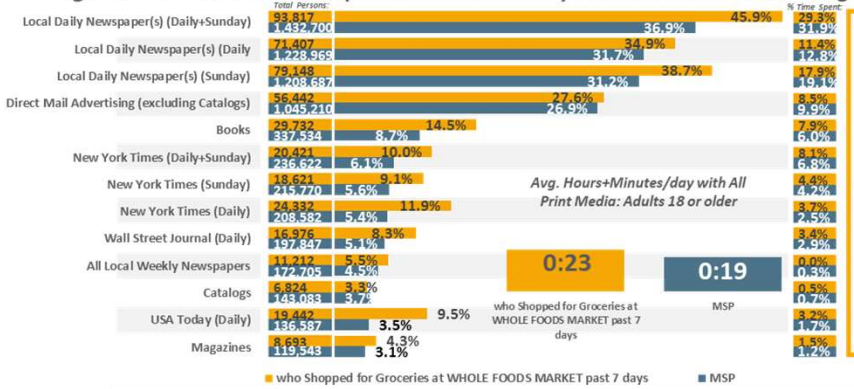
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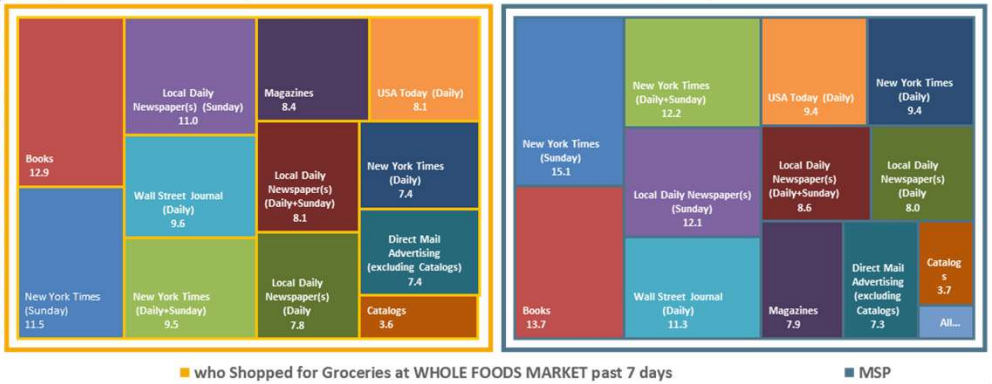
Grocery stores shopped past 7 days (HHLD): Whole Foods Market

WHOLE FOODS MARKET — MSP

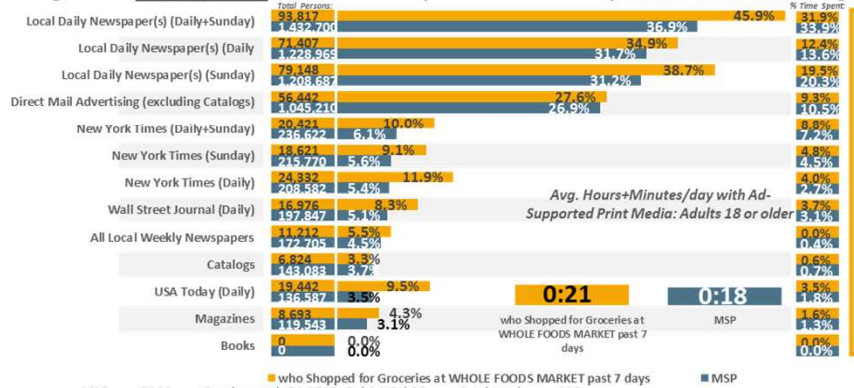
93,817 or 45.9% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.1 minutes every day representing 31.9% of all time spent daily with All forms of Print Medi

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





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





MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 116

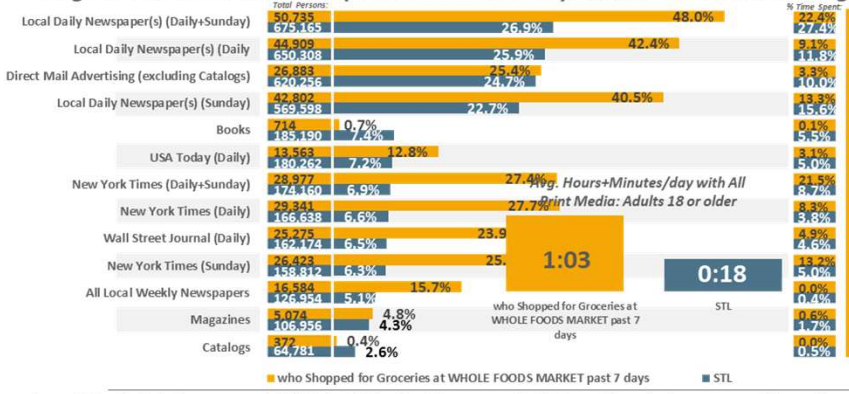
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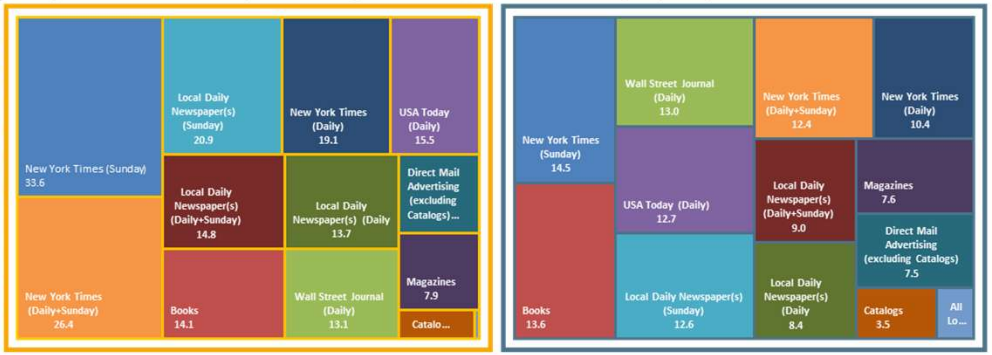
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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

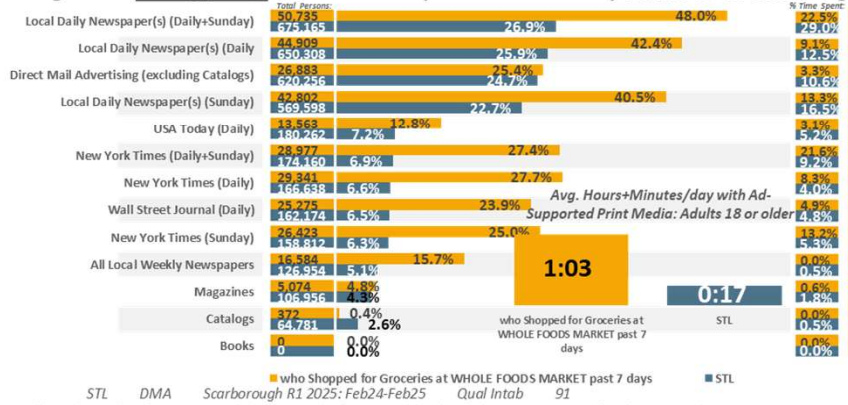
50,735 or 48.% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 14.8 minutes every day representing 22.5% of all time spent daily with All forms of Print Medi

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





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





STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 91

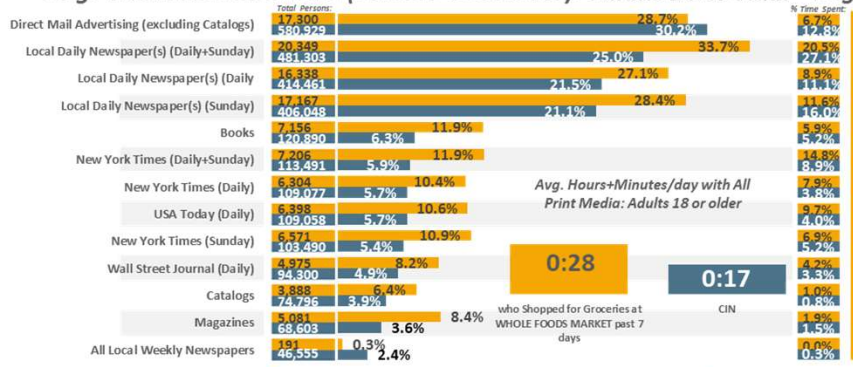
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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

20,349 or 33.7% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.1 minutes every day representing 21.8% of all time spent daily with All forms of Print Medi

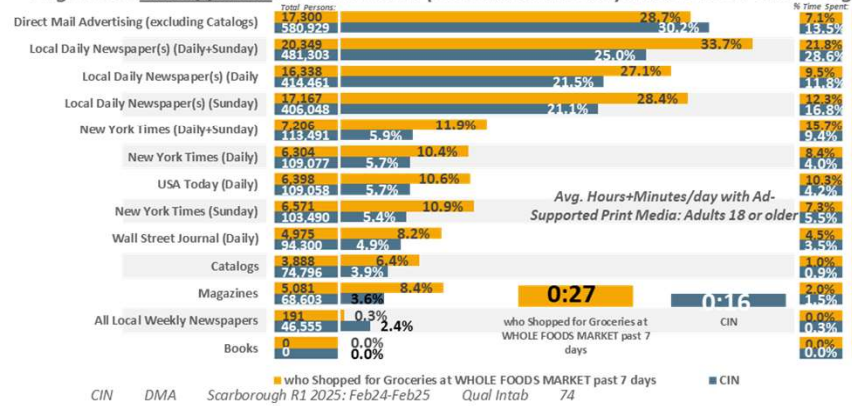
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



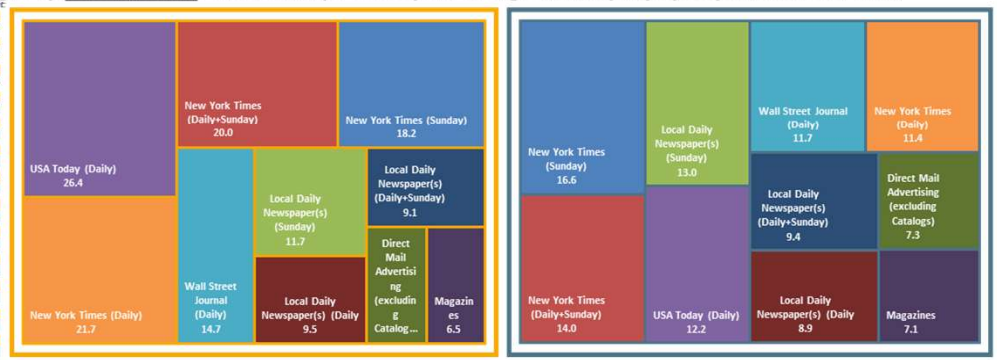
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 74

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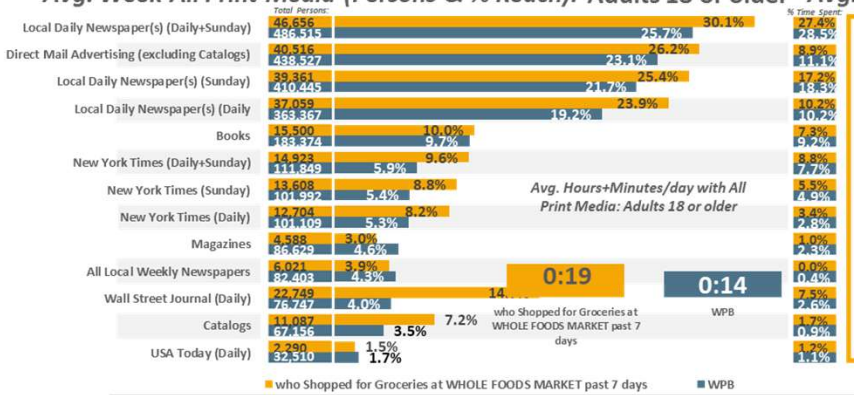
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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

WHOLE FOODS MARKET WPB

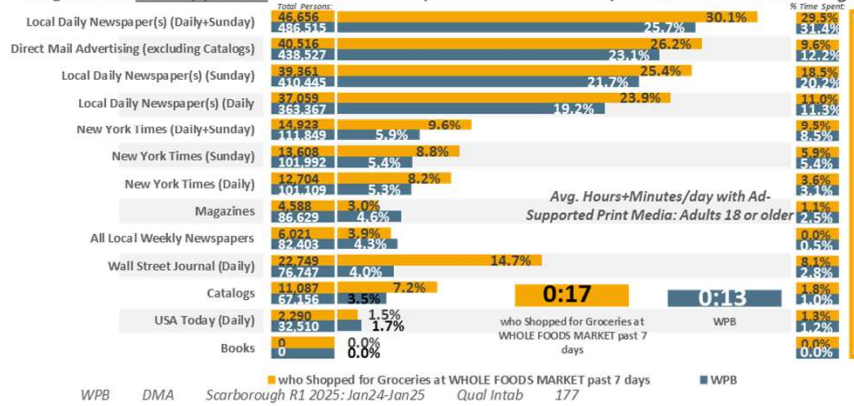
46,656 or 30.1% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9. minutes every day representing 29.5% of all time spent daily with All forms of Print Media

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





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



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



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 177

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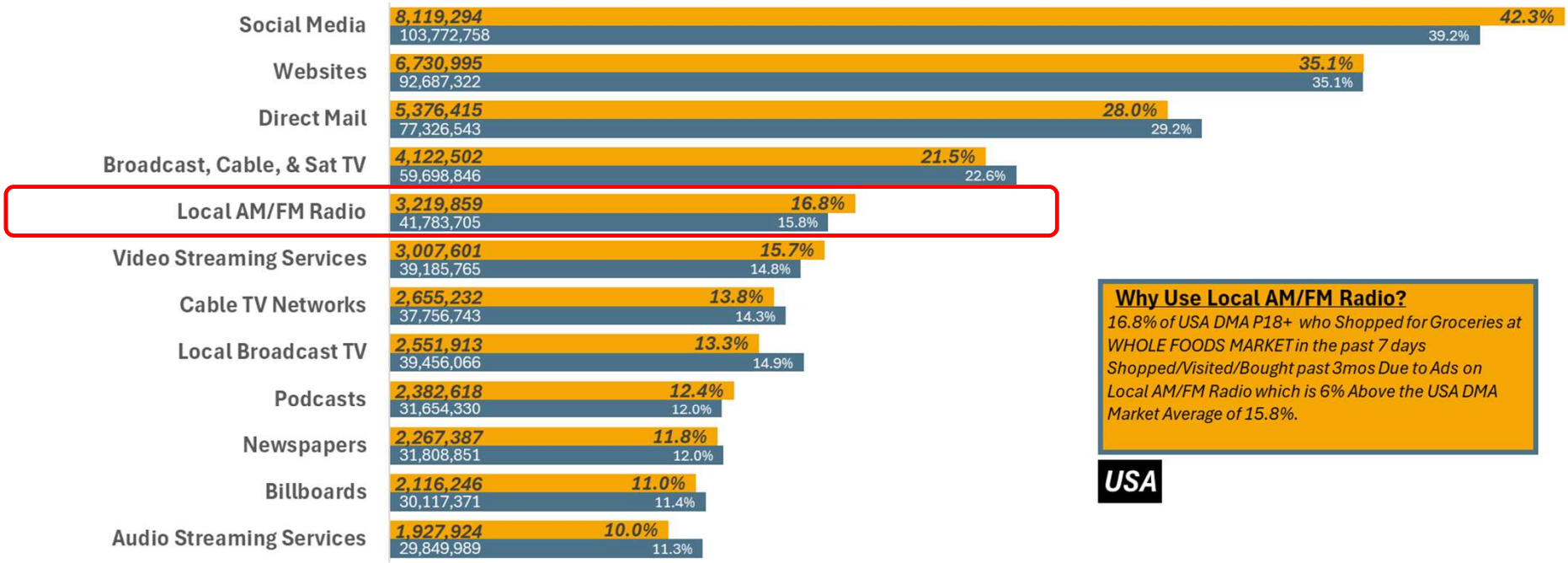
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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

WHOLE FOODS MARKET USA

"Advertising Actions"

P18+ who Shopped for Groceries at WHOLE FOODS MARKET in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

16.8% of USA DMA P18+ who Shopped for Groceries at WHOLE FOODS MARKET in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 6% Above the USA DMA Market Average of 15.8%.

USA

USA DMA Scarborough R1 2025: Feb24-Mar25 Qual Intab: 1872

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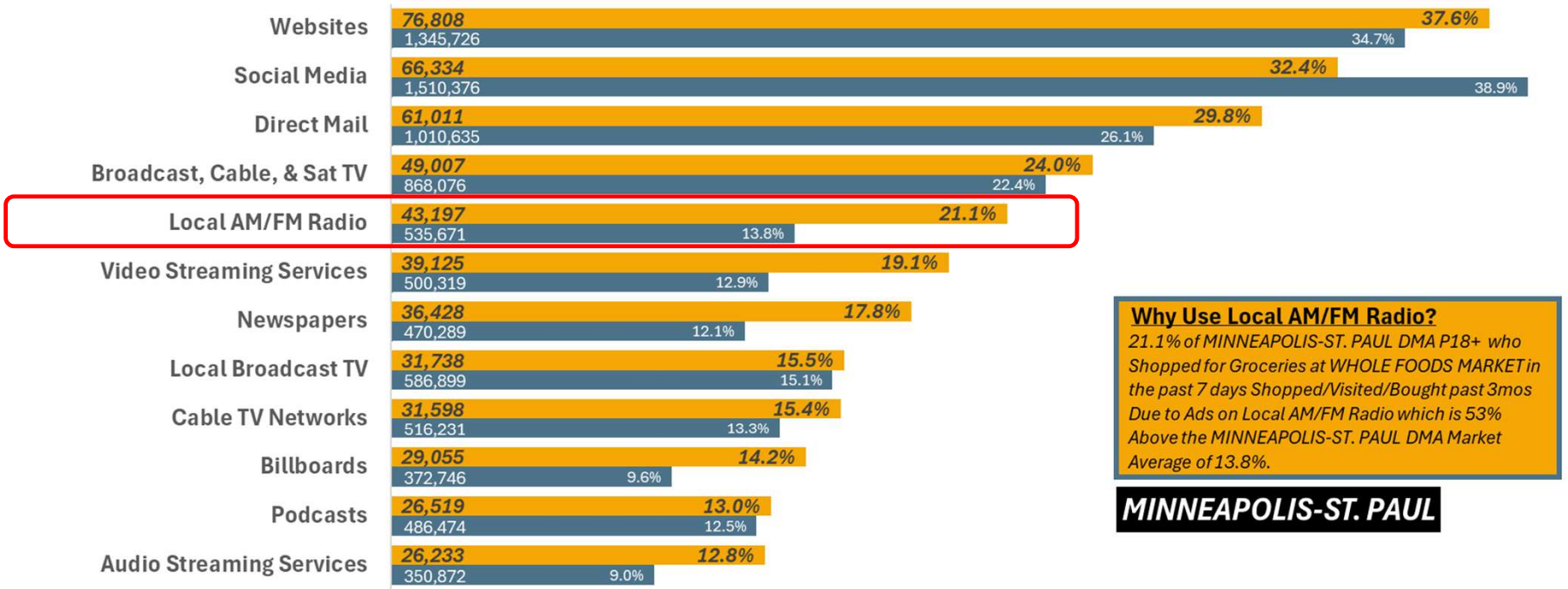
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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

WHOLE FOODS MARKET MSP

"Advertising Actions"

P18+ who Shopped for Groceries at WHOLE FOODS MARKET in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

21.1% of MINNEAPOLIS-ST. PAUL DMA P18+ who Shopped for Groceries at WHOLE FOODS MARKET in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 53% Above the MINNEAPOLIS-ST. PAUL DMA Market Average of 13.8%.

MINNEAPOLIS-ST. PAUL

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab: 116

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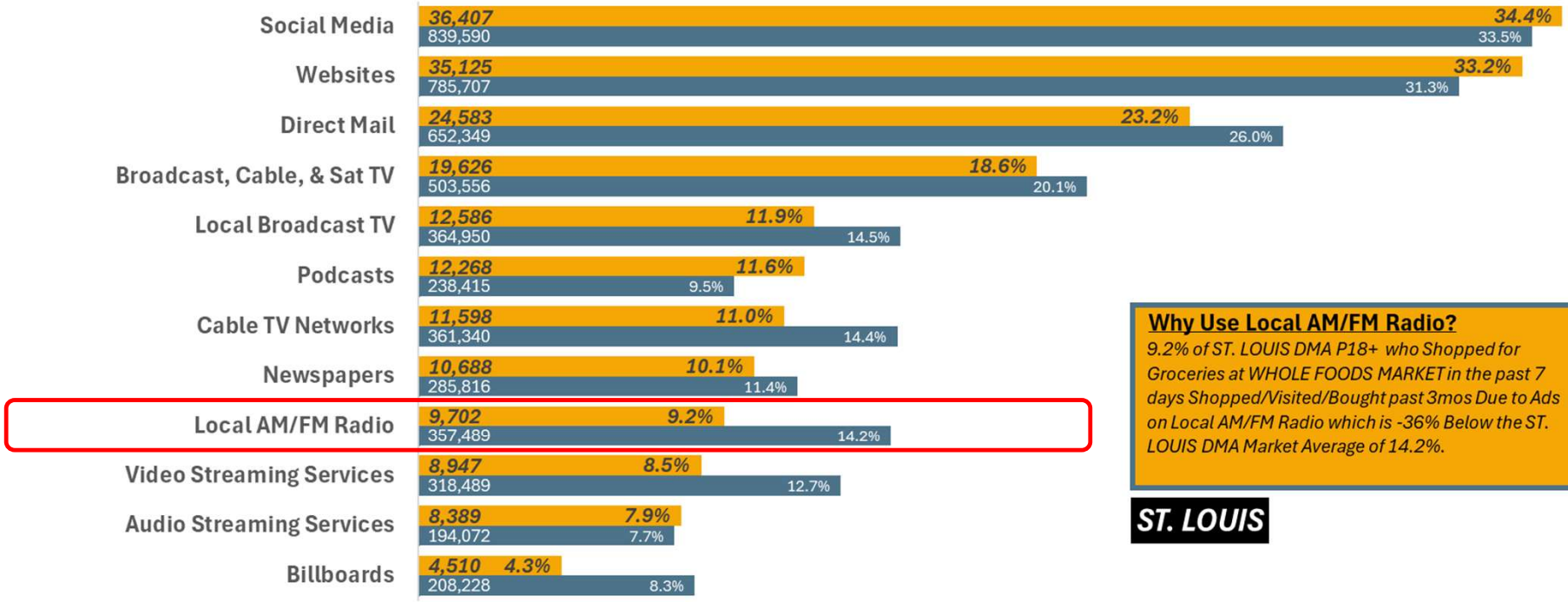
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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

WHOLE FOODS MARKET STL

"Advertising Actions"

P18+ who Shopped for Groceries at WHOLE FOODS MARKET in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

9.2% of ST. LOUIS DMA P18+ who Shopped for Groceries at WHOLE FOODS MARKET in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -36% Below the ST. LOUIS DMA Market Average of 14.2%.

ST. LOUIS

ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab: 91

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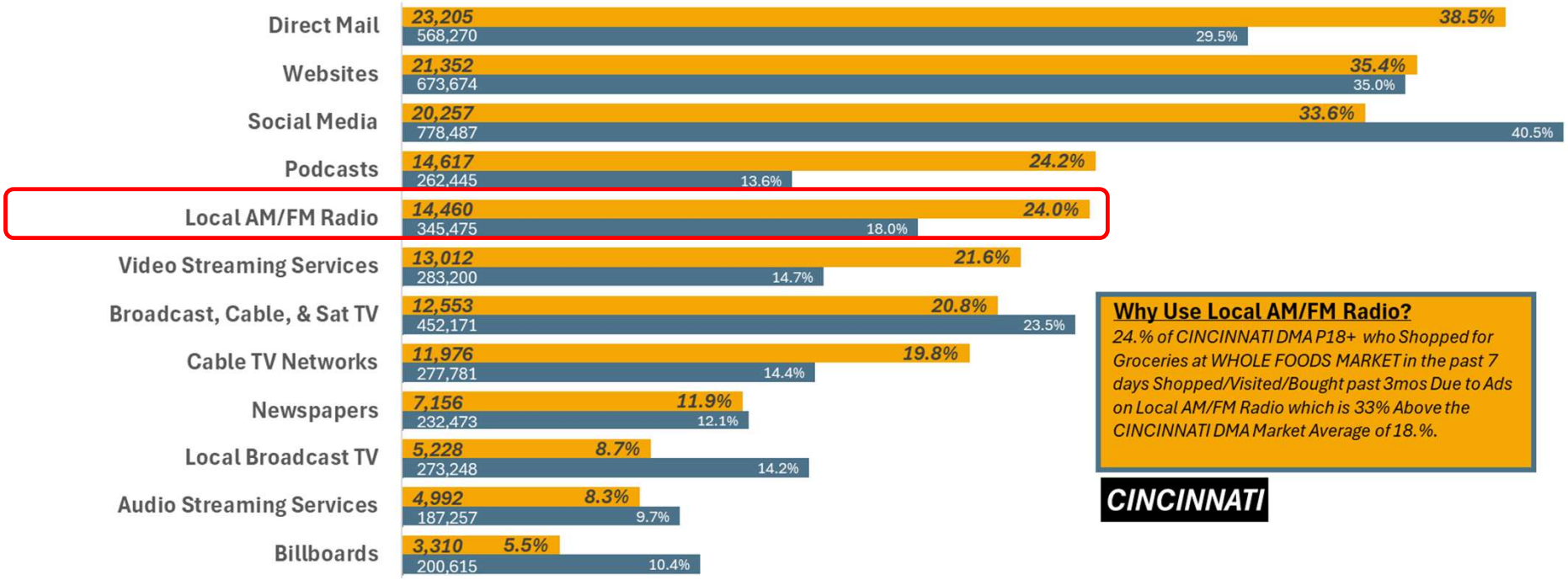
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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

WHOLE FOODS MARKET — CIN

"Advertising Actions"

P18+ who Shopped for Groceries at WHOLE FOODS MARKET in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

24.% of CINCINNATI DMA P18+ who Shopped for Groceries at WHOLE FOODS MARKET in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 33% Above the CINCINNATI DMA Market Average of 18.%.

CINCINNATI

CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab: 74

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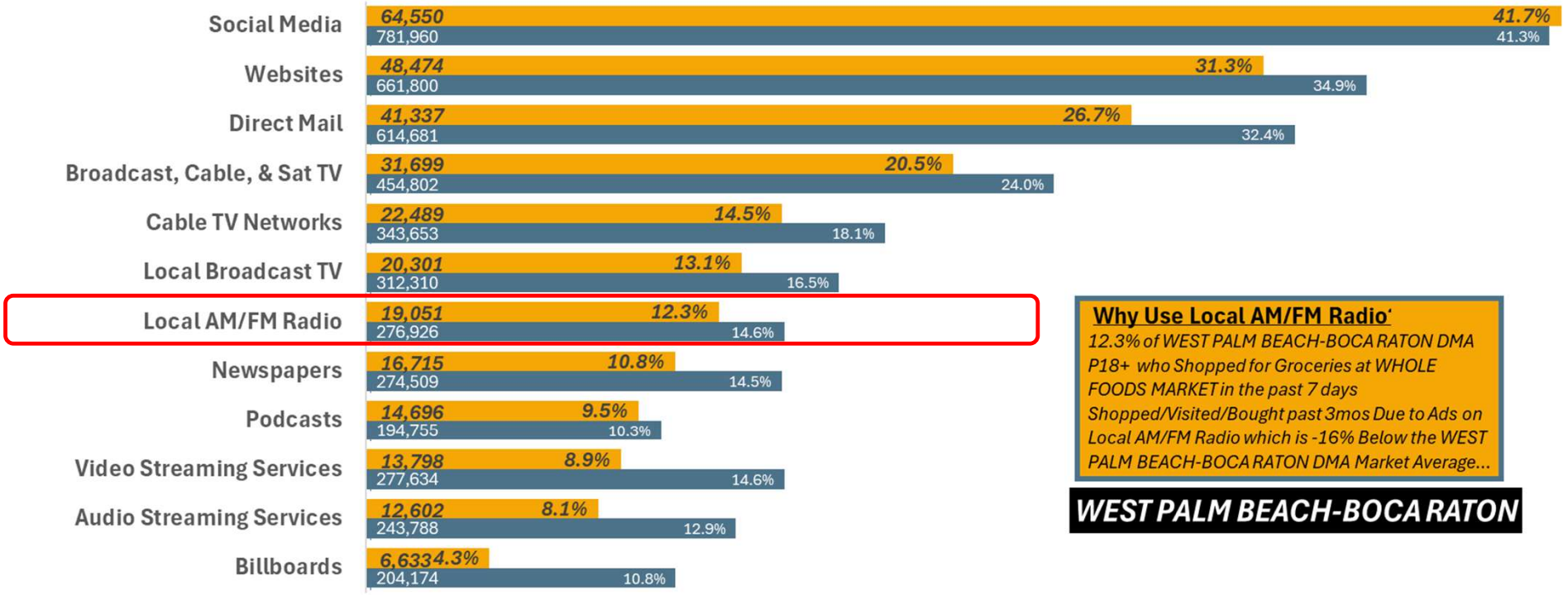
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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

WHOLE FOODS MARKET WPB

"Advertising Actions"

P18+ who Shopped for Groceries at WHOLE FOODS MARKET in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio'

12.3% of WEST PALM BEACH-BOCA RATON DMA P18+ who Shopped for Groceries at WHOLE FOODS MARKET in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -16% Below the WEST PALM BEACH-BOCA RATON DMA Market Average...

WEST PALM BEACH-BOCA RATON

WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab: 177

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Grocery stores shopped past 7 days (HHLD): Whole Foods Market