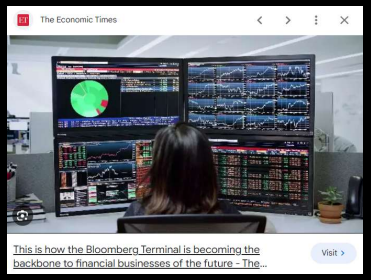
USA+4 DMAs – P18+ who Shopped for Groceries at WHOLE FOODS MARKET in the past 7 days!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA** and **PHOENIX 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 CHI

WHOLE FOODS MARKET WDC

WHOLE FOODS MARKET SEA

WHOLE FOODS MARKET PHX

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.

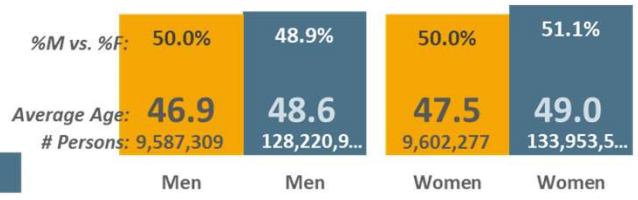
Percent of Market: Adults 18 or older



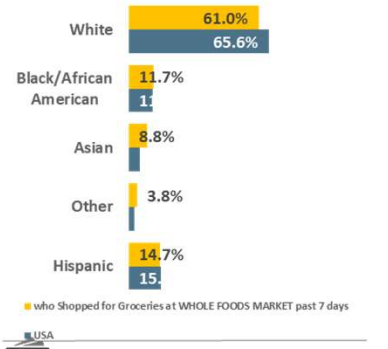
Total Persons:

19,189,585 | 242,984,915

Gender of Target vs. Market: Adults 18 or older



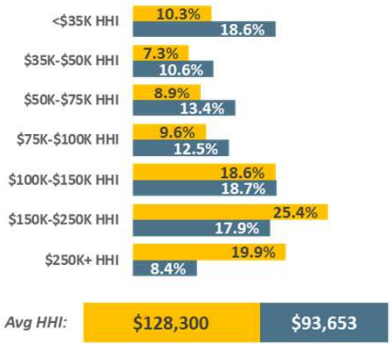
Ethnicity of Target vs. Market:



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

WHOLE FOODS MARKET — CHI

9.7% or 735,372 of CHI 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 45.7 years old (5.5% younger than average) and have a $141,272 (33.% higher than average) annual household income.

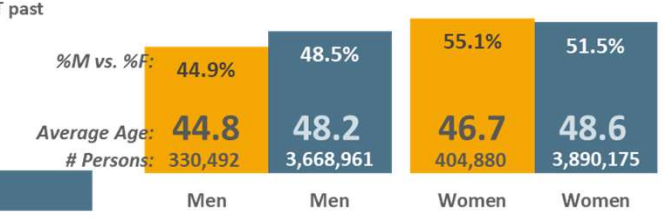
Percent of Market: Adults 18 or older



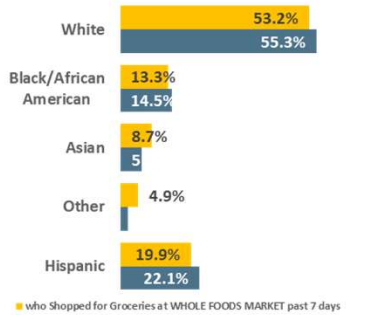
Total Persons:

735,372	6,823,764

Gender of Target vs. Market: Adults 18 or older



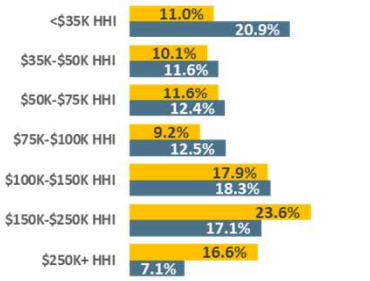
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



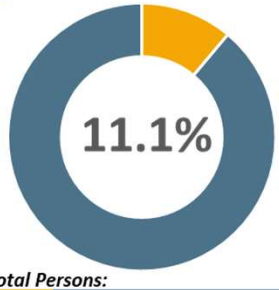
Avg HHI:	$141,272	$106,192

CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 378

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11.1% or 634,294 of WDC 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 49. years old (2.8% older than average) and have a $176,248 (30.4% higher than average) annual household income.

Percent of Market: Adults 18 or older

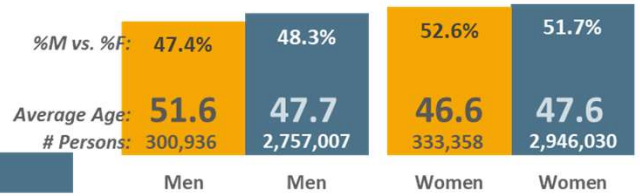


- who Shopped for Groceries at WHOLE FOODS MARKET past 7 days
- Remainder of WDC DMA

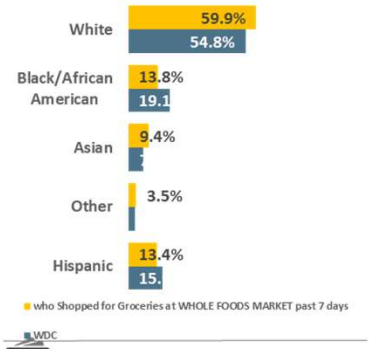
Total Persons:



Gender of Target vs. Market: Adults 18 or older



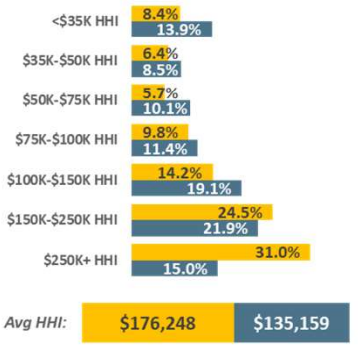
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



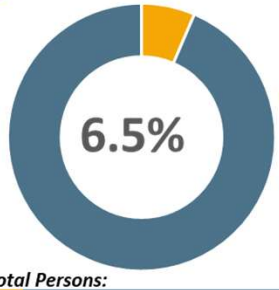
WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 667

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WHOLE FOODS MARKET SEA

6.5% or 292,106 of SEA 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 46.2 years old (4.6% younger than average) and have a $163,503 (32.3% 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 SEA DMA

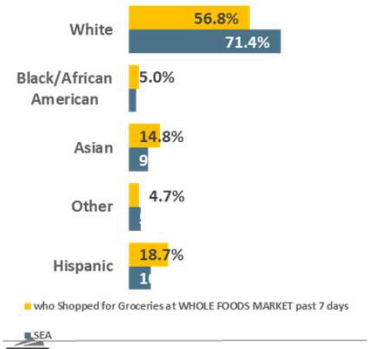
Total Persons:

292,106 | 4,222,500

Gender of Target vs. Market: Adults 18 or older

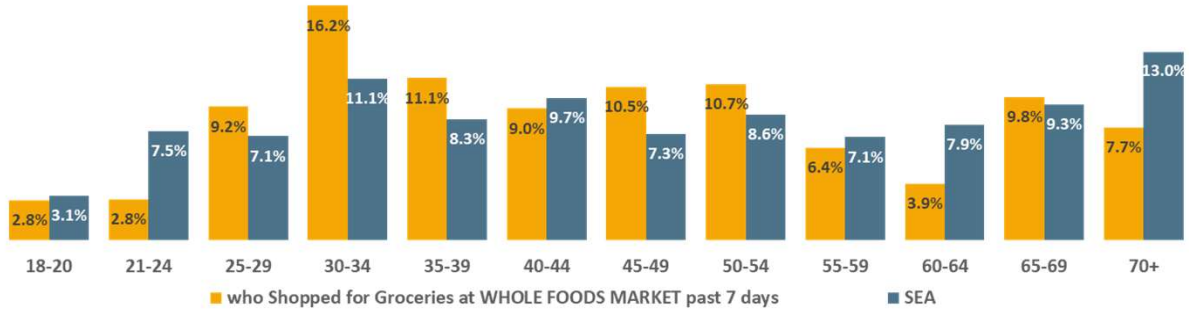
	Men	Men	Women	Women
%M vs. %F:	55.2%	49.9%	44.8%	50.1%
Average Age:	45.0	48.0	47.5	48.9
# Persons:	161,293	2,253,312	130,813	2,261,294

Ethnicity of Target vs. Market:

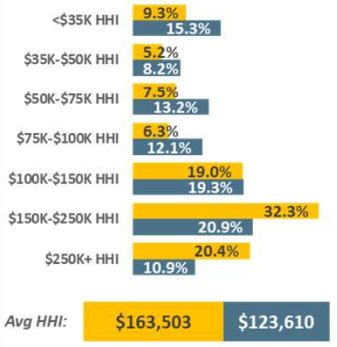


Age Cell Demographics of Target vs. Market:

Average Age:	who Shopped for Groceries at WHOLE FOODS MARKET past 7 days	SEA
Adults 18 or older	46.2	48.4



HHI of Target vs. Market:



Avg HHI:	$163,503	$123,610

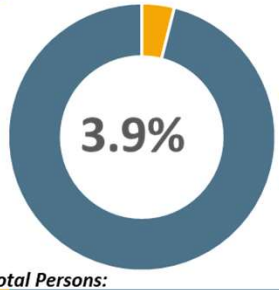
SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 257

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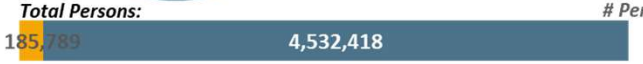
WHOLE FOODS MARKET PHX

3.9% or 185,789 of PHX 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 45.9 years old (6.3% younger than average) and have a $125,847 (23.7% higher than average) annual household…

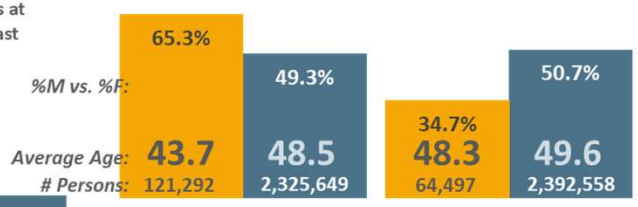
Percent of Market: Adults 18 or older



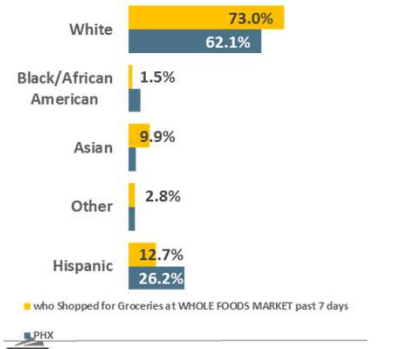
Total Persons:



Gender of Target vs. Market: Adults 18 or older



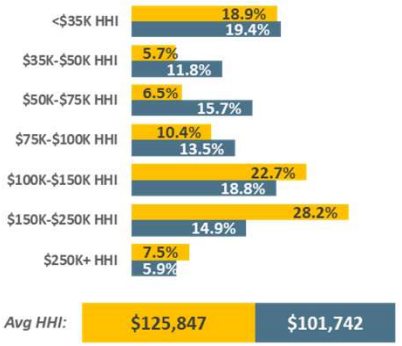
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $125,847 | $101,742

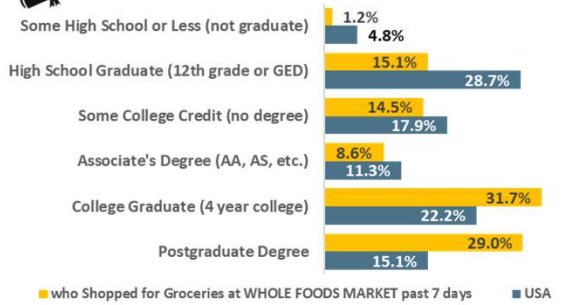
PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 112

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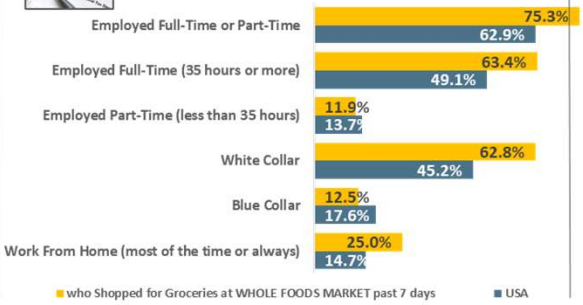
WHOLE FOODS MARKET — USA

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

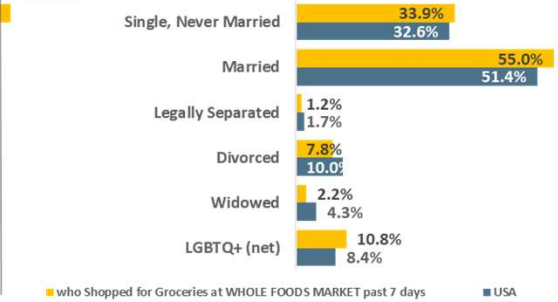
Education Levels: Adults 18 or older



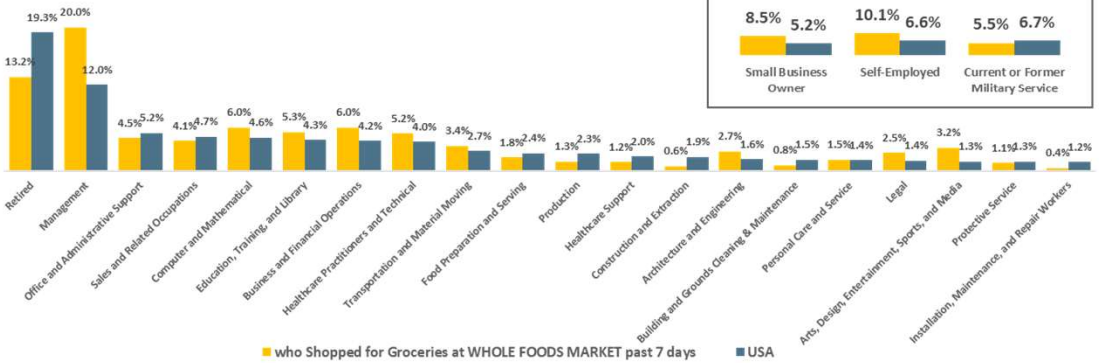
Employment: Adults 18 or older



Marital Status: Adults 18 or older

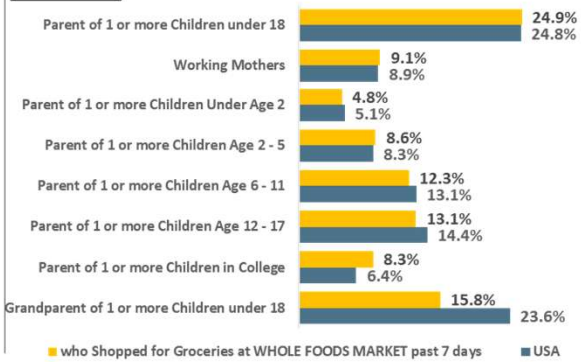


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



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

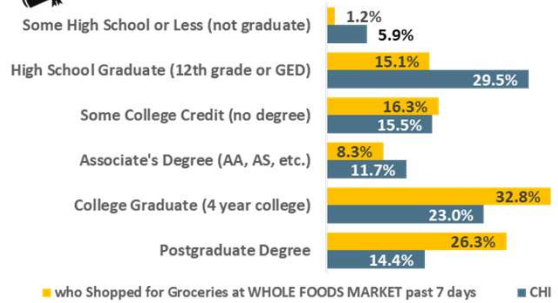
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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

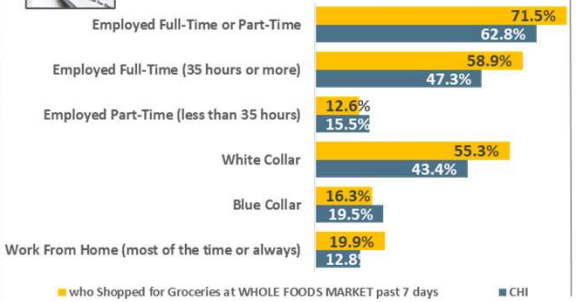
WHOLE FOODS MARKET — CHI

9.7% or 735,372 of CHI 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 58.1% more likely to be a college graduate, 24.5% more likely to work full-time, 1.6% more likely to be married, 6.3% more likely to be a parent of 1 or more children under

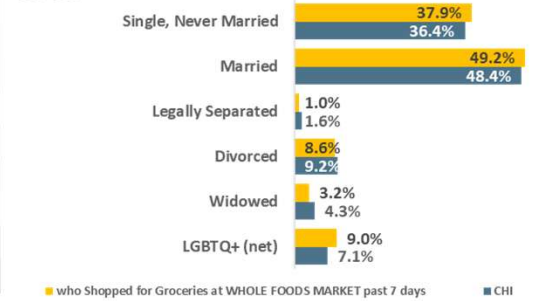
Education Levels: Adults 18 or older



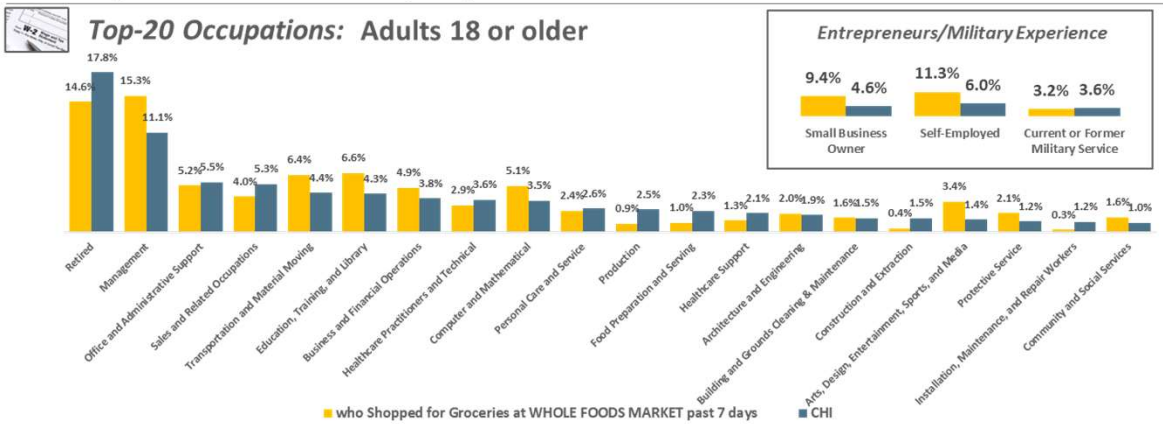
Employment: Adults 18 or older



Marital Status: Adults 18 or older

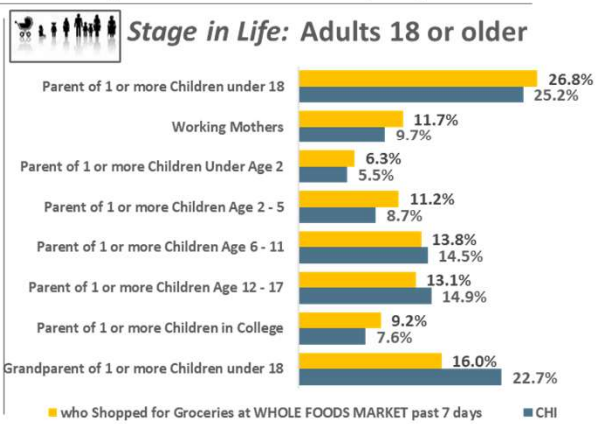


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 378

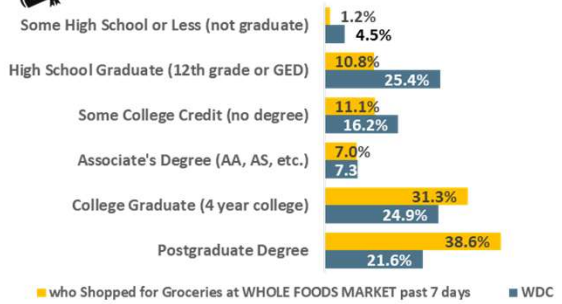
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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

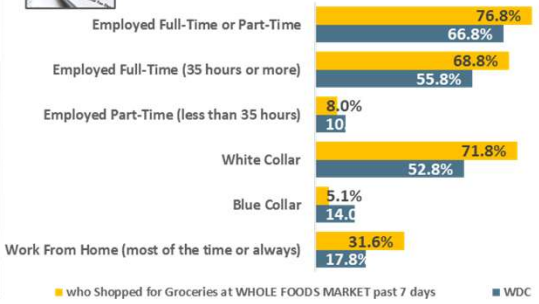
WHOLE FOODS MARKET WDC

11.1% or 634,294 of WDC 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 50.1% more likely to be a college graduate, 23.3% more likely to work full-time, 13.8% more likely to be married, 8.5% less likely to be a parent of 1 or more children unde

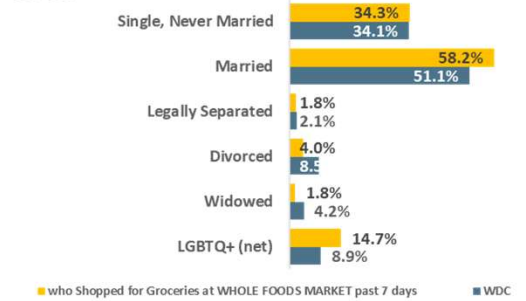
Education Levels: Adults 18 or older



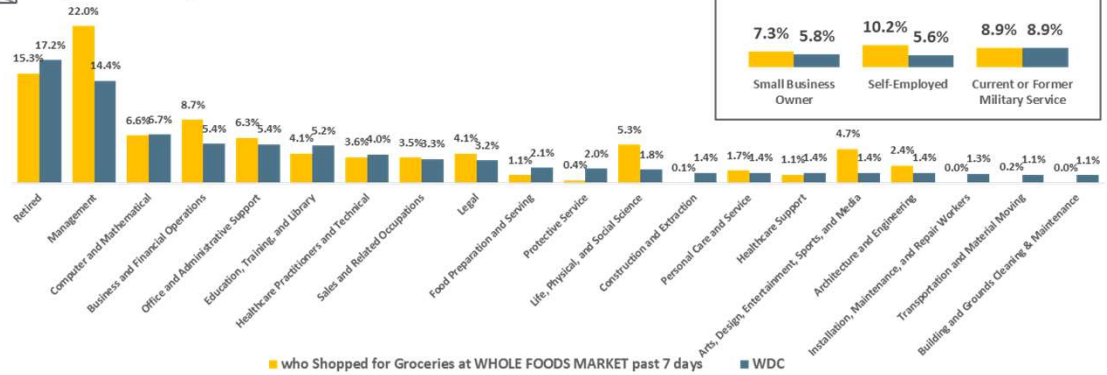
Employment: Adults 18 or older



Marital Status: Adults 18 or older

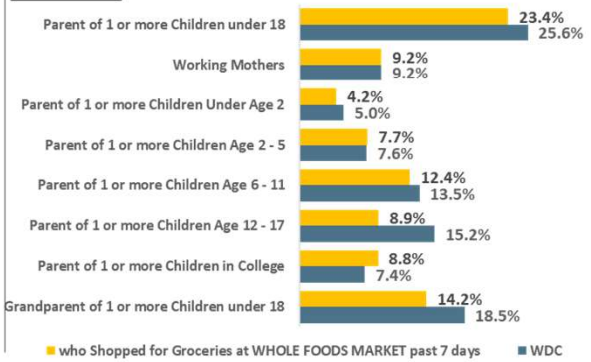


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



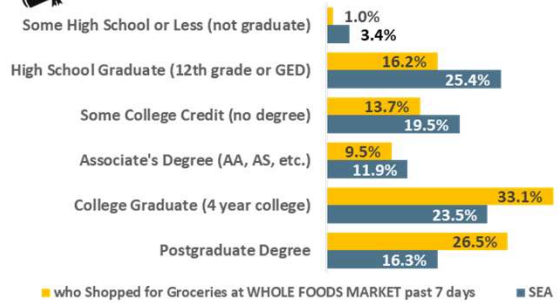
WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 667

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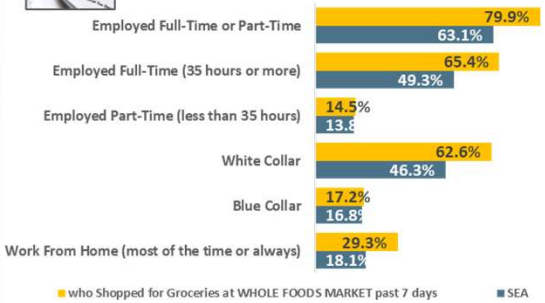
WHOLE FOODS MARKET SEA

6.5% or 292,106 of SEA 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 49.7% more likely to be a college graduate, 32.5% more likely to work full-time, 7.8% more likely to be married, 9.9% more likely to be a parent of 1 or more children under

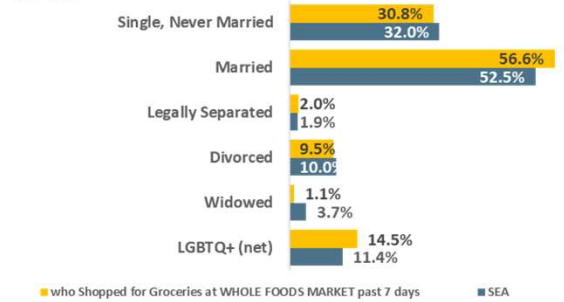
Education Levels: Adults 18 or older



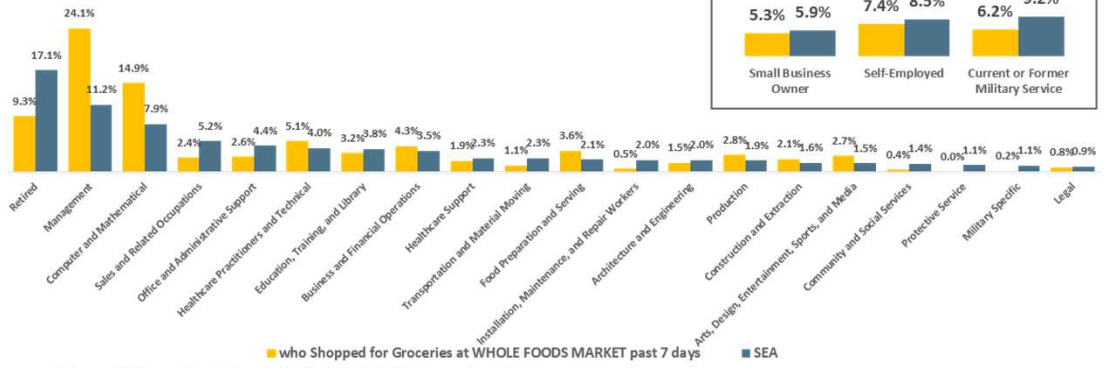
Employment: Adults 18 or older



Marital Status: Adults 18 or older

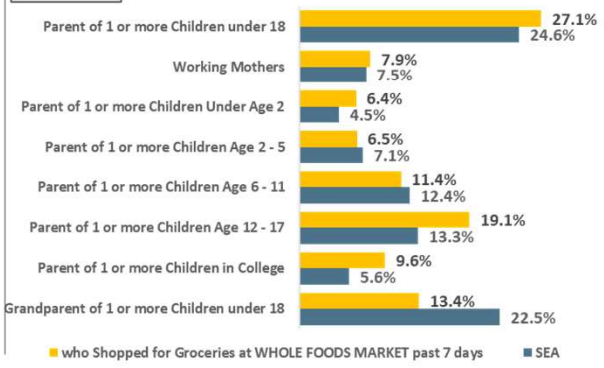


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



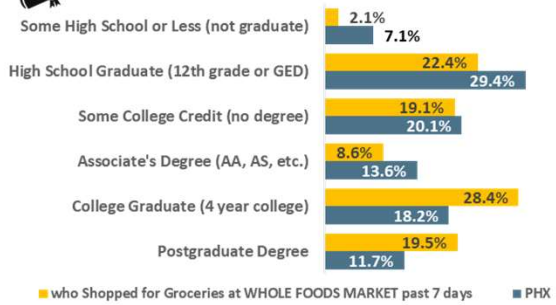
SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 257

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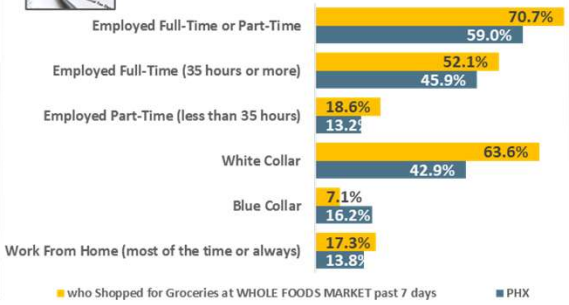
WHOLE FOODS MARKET PHX

3.9% or 185,789 of PHX 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 60.1% more likely to be a college graduate, 13.6% more likely to work full-time, 7.4% more likely to be married, 23.4% less likely to be a parent of 1 or more children unde

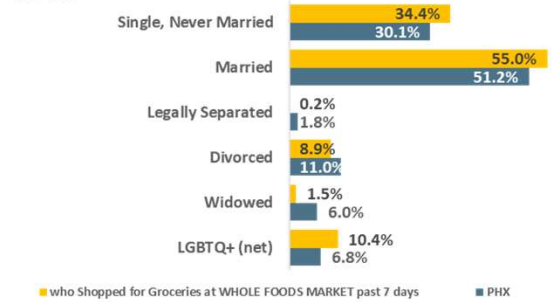
Education Levels: Adults 18 or older



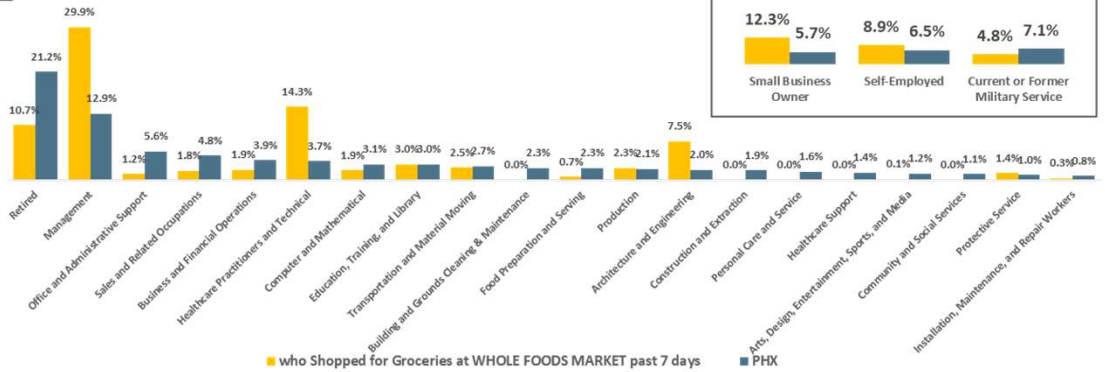
Employment: Adults 18 or older



Marital Status: Adults 18 or older

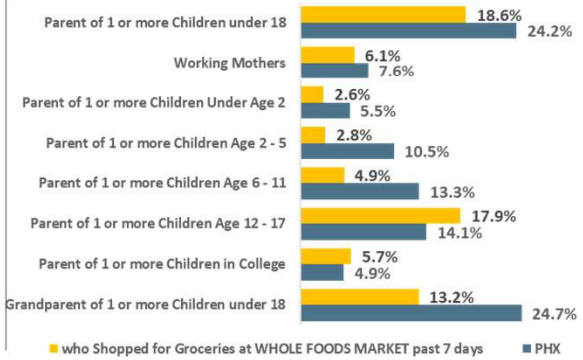


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 112

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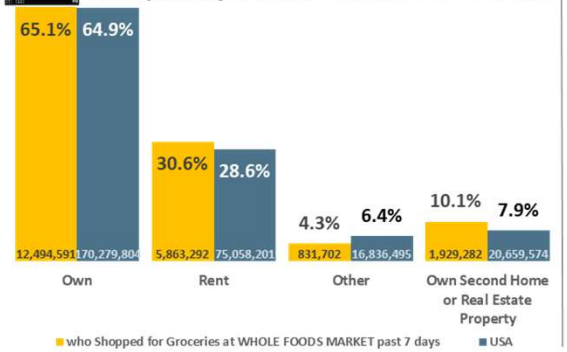
Grocery stores shopped past 7 days (HHLD): Whole Foods Market

WHOLE FOODS MARKET

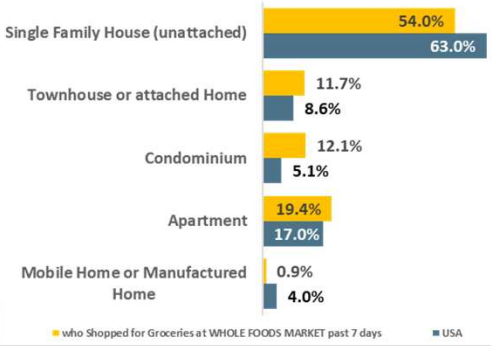
USA

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 .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.

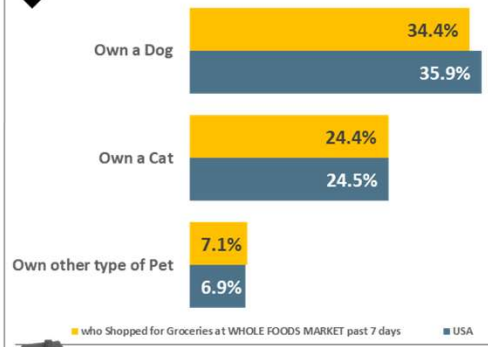
Own/Rent/Other: Adults 18 or older



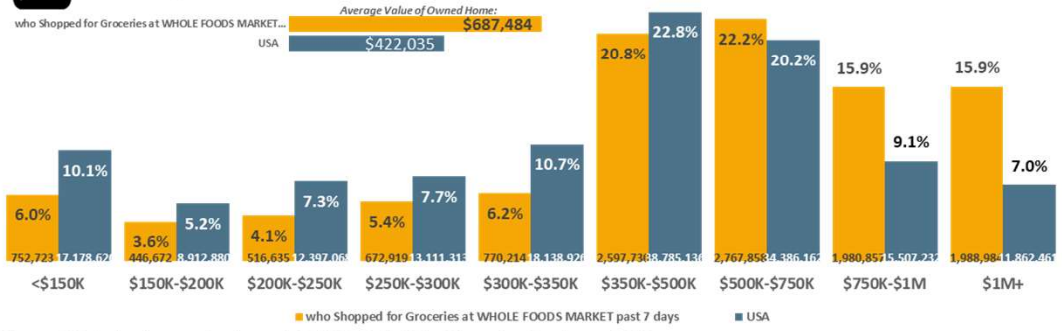
Type of Home: Adults 18 or older



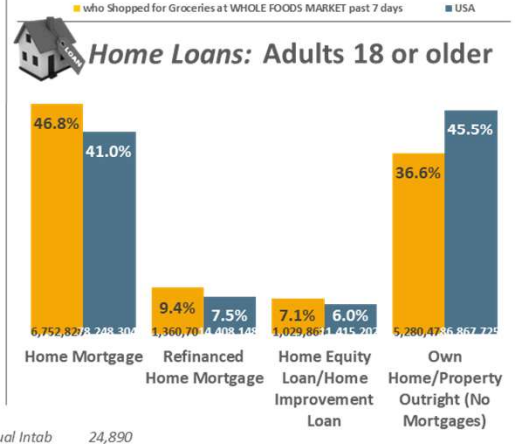
Pets in Home: Adults 18 or older



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*

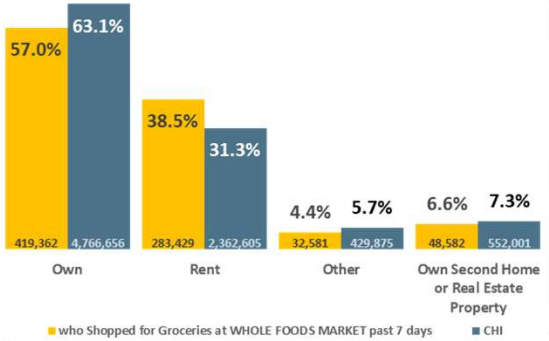
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USA Projection *Scarborough R1 2025: Feb24-Mar25* *Qual Intab* *24,890*

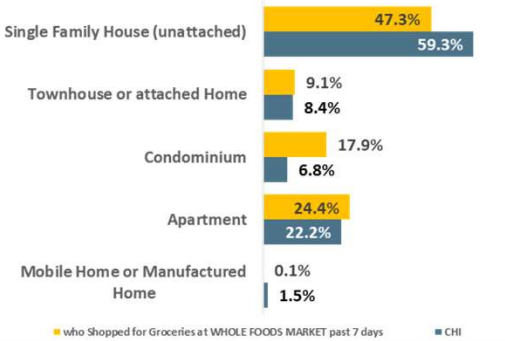
Grocery stores shopped past 7 days (HHLD): Whole Foods Market

9.7% or 735,372 of CHI 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 9.6% less likely to own their home, 22.7% more likely to own a higher valued home, 20.2% less likely to have a single-family home, 9.9% less likely to have a dog.

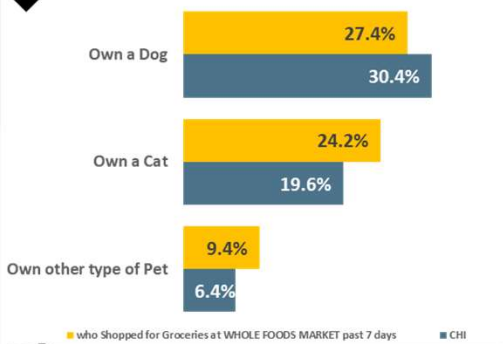
Own/Rent/Other: Adults 18 or older



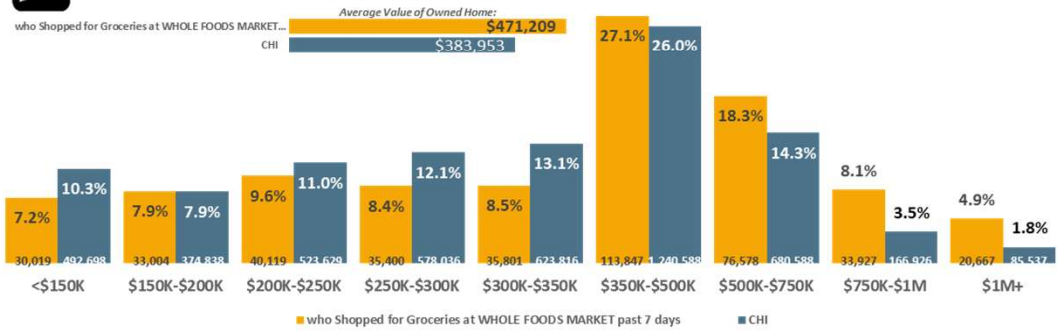
Type of Home: Adults 18 or older



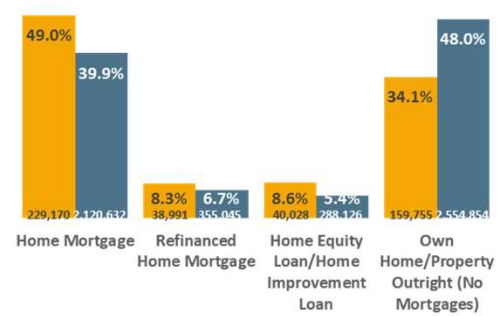
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



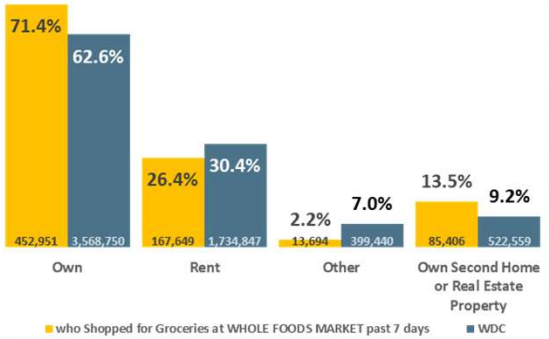
CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 378

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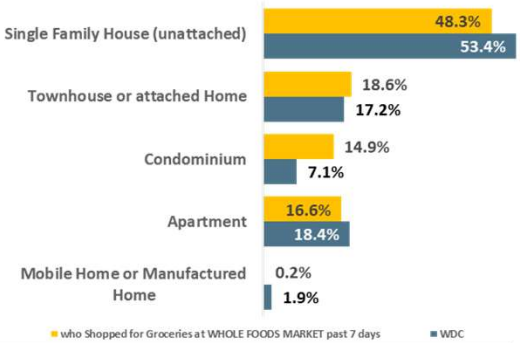
Grocery stores shopped past 7 days (HHLD): Whole Foods Market

11.1% or 634,294 of WDC 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 14.1% more likely to own their home, 27.3% more likely to own a higher valued home, 9.6% less likely to have a single-family home, 7.1% less likely to have a dog.

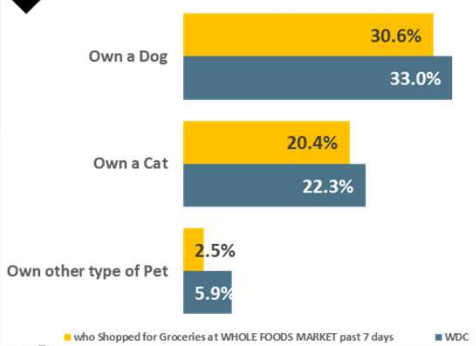
Own/Rent/Other: Adults 18 or older



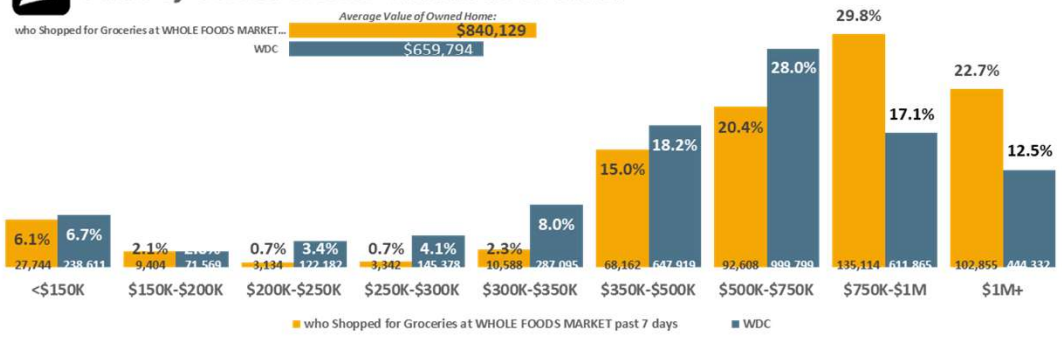
Type of Home: Adults 18 or older



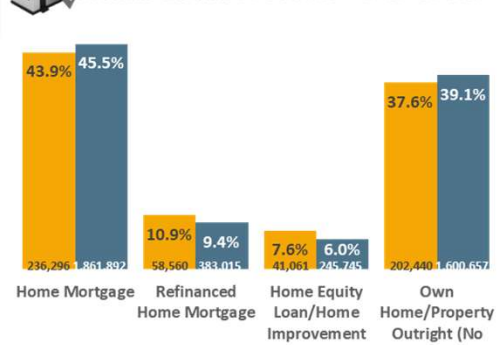
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 667

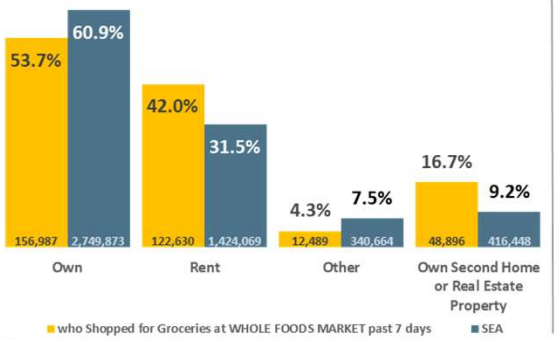
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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

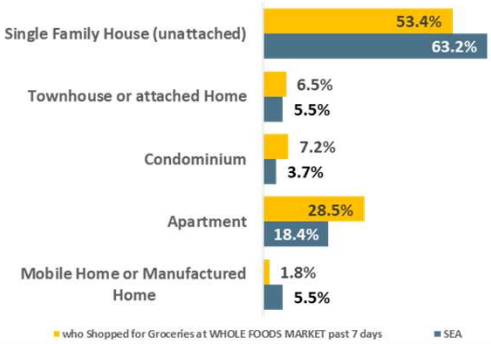
WHOLE FOODS MARKET SEA

6.5% or 292,106 of SEA 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 11.8% less likely to own their home, 42.% more likely to own a higher valued home, 15.4% less likely to have a single-family home, 7.5% more likely to have a dog.

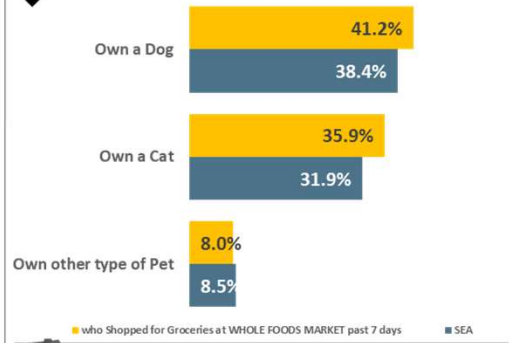
Own/Rent/Other: Adults 18 or older



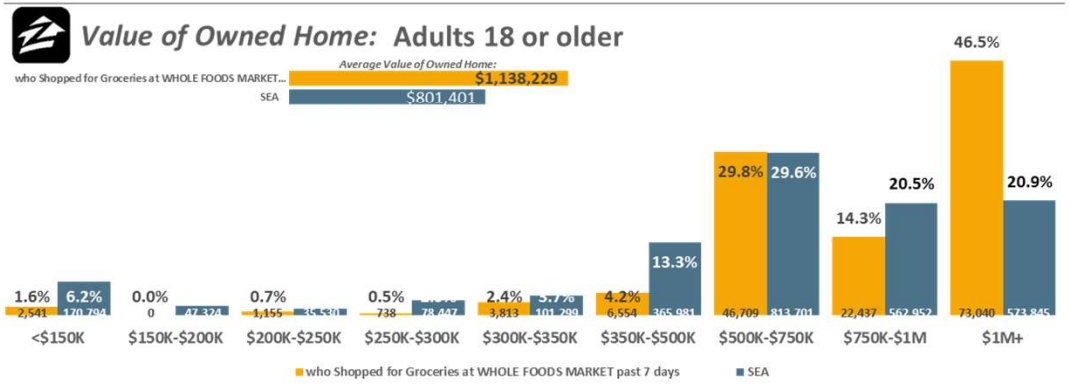
Type of Home: Adults 18 or older



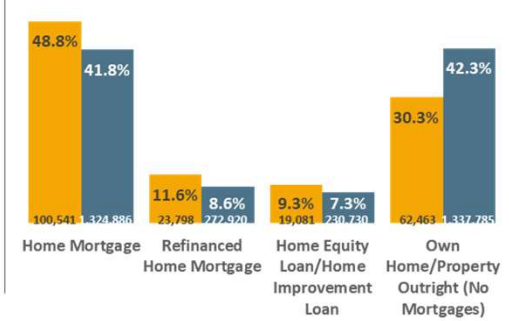
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 257

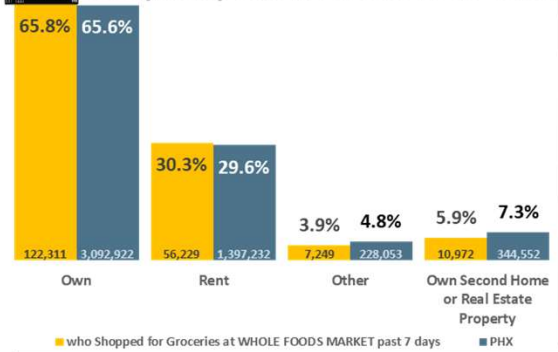
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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

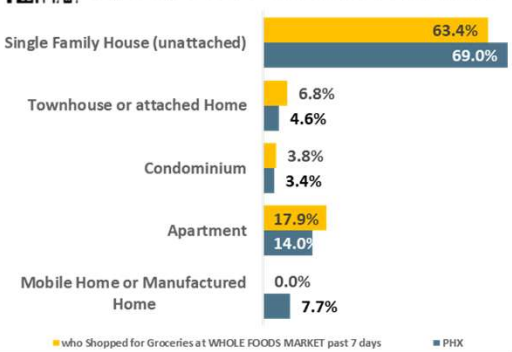
WHOLE FOODS MARKET PHX

3.9% or 185,789 of PHX 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% more likely to own their home, 27.8% more likely to own a higher valued home, 8.% less likely to have a single-family home, 6.8% more likely to have a dog.

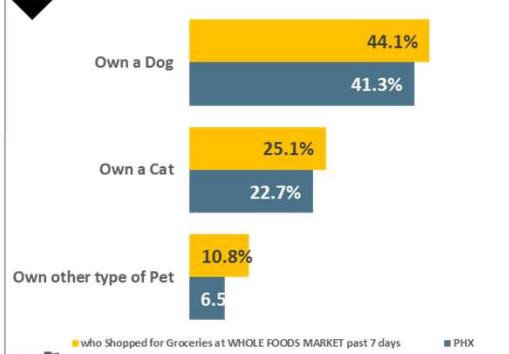
Own/Rent/Other: Adults 18 or older



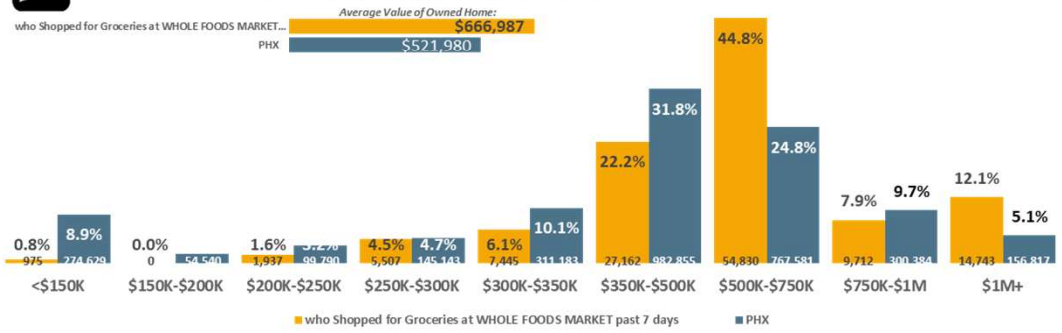
Type of Home: Adults 18 or older



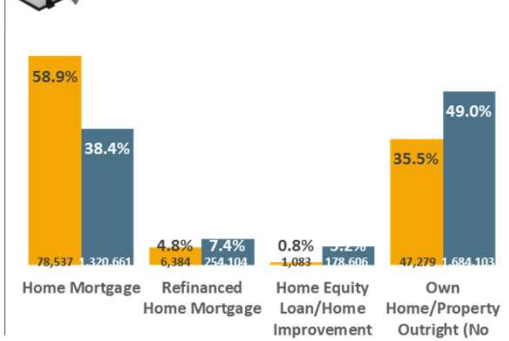
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 112

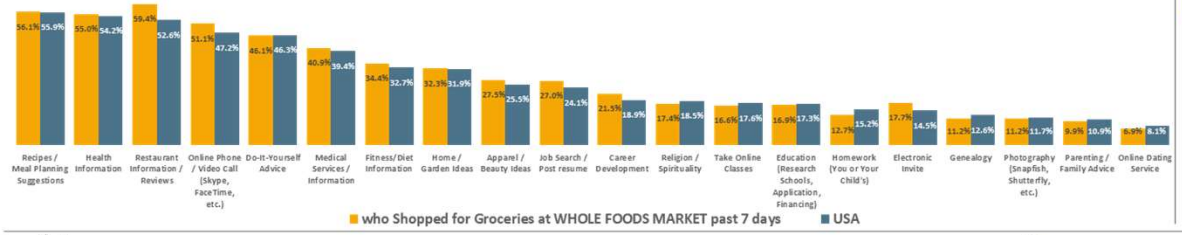
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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

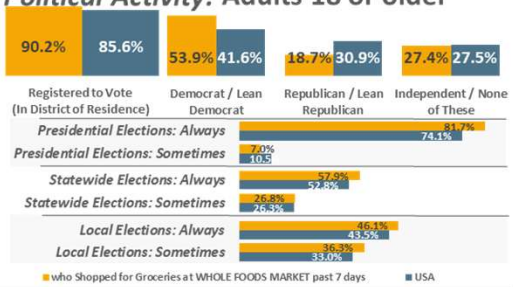
WHOLE FOODS MARKET — USA

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

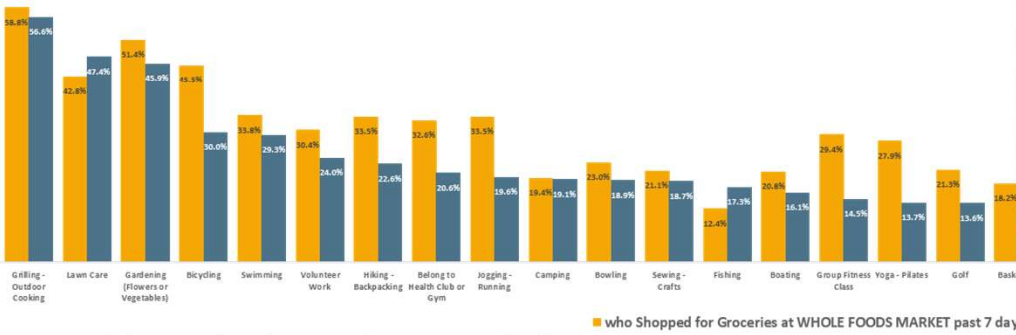
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



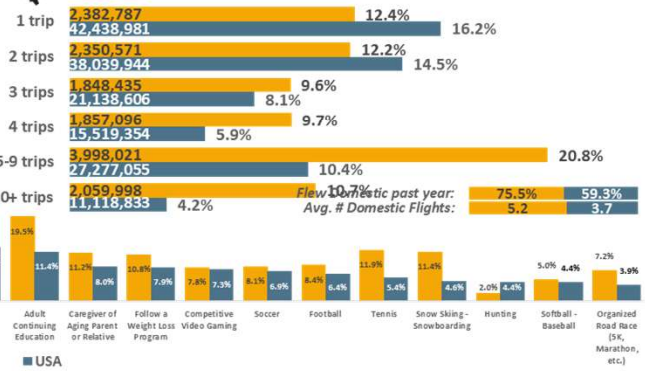
Political Activity: Adults 18 or older



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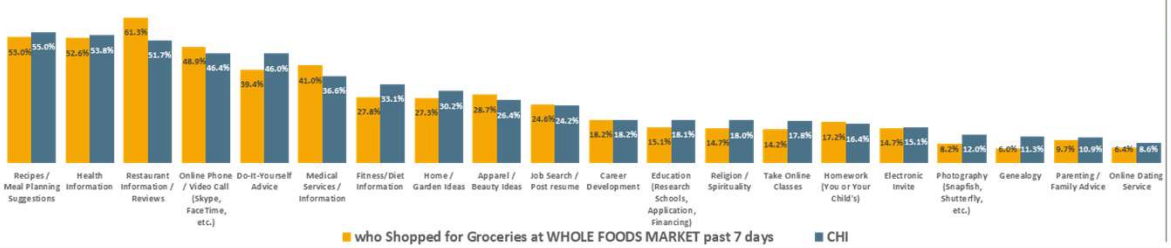
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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

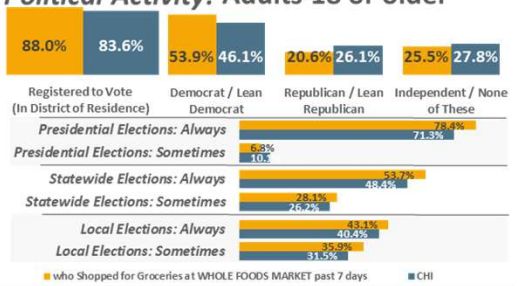
WHOLE FOODS MARKET — CHI

9.7% or 735,372 of CHI 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 14.3% less likely to look up D-I-Y advice online, 6.6% more likely to always vote in local elections, 44.1% more likely to belong to a gym, 26.3% more likely to fly domesti

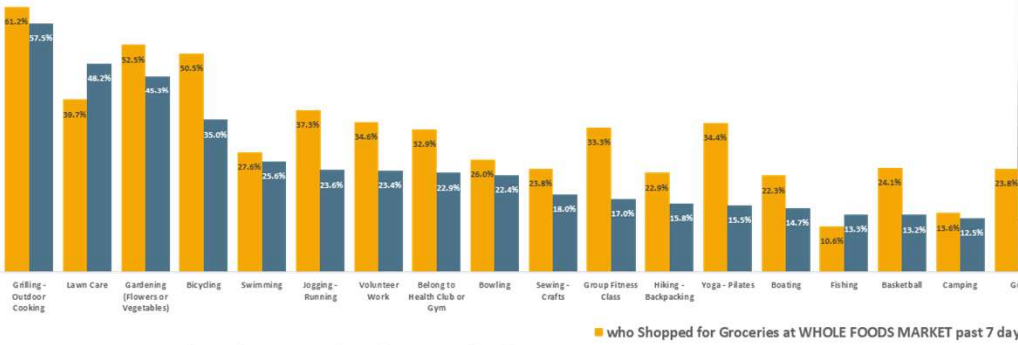
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



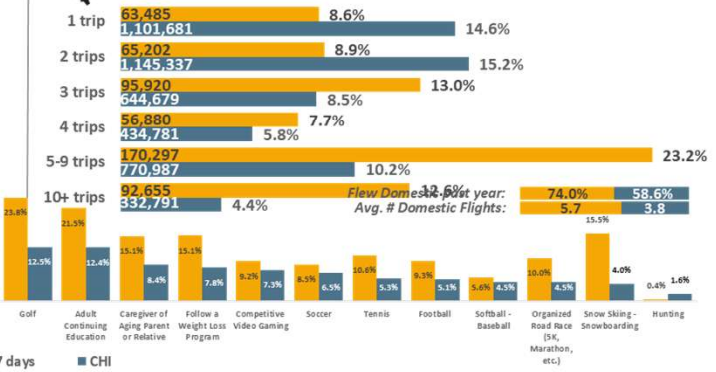
Political Activity: Adults 18 or older



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



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



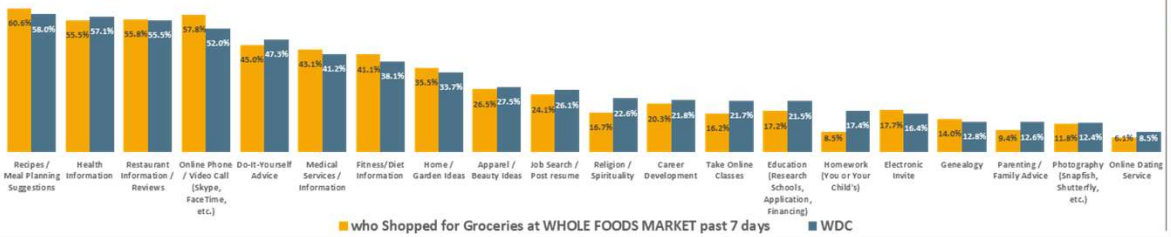
CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 378

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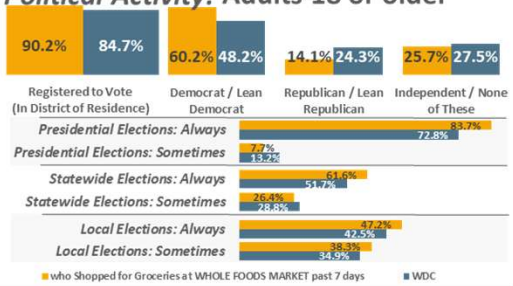
Grocery stores shopped past 7 days (HHLD): Whole Foods Market

11.1% or 634,294 of WDC DMA Adults 18 or older Shopped for Groceries at WHOLE FOODS MARKET past 7… Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days are 4.9% less likely to look up D-I-Y advice online, 11.% more likely to always vote in local elections, 39.7% more likely to belong to a gym, 24.4% more likely to fly domestic

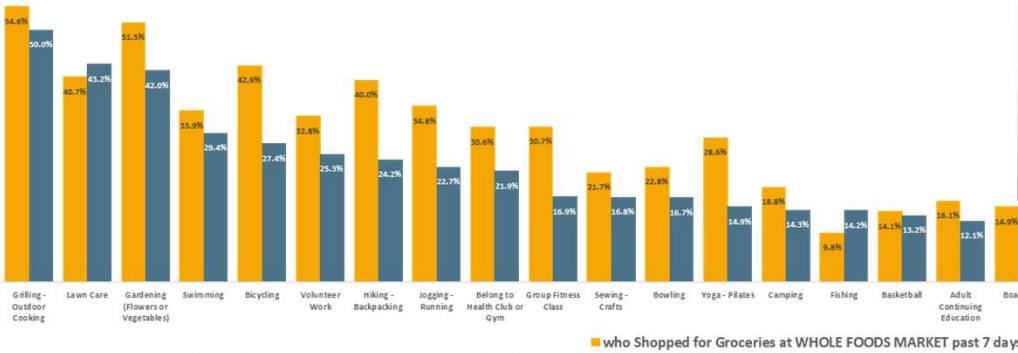
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



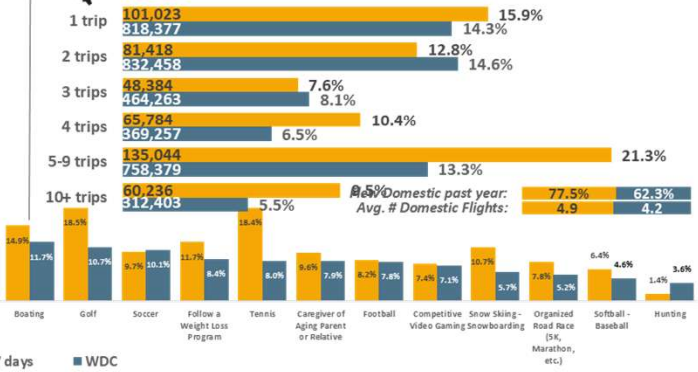
Political Activity: Adults 18 or older



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



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 667

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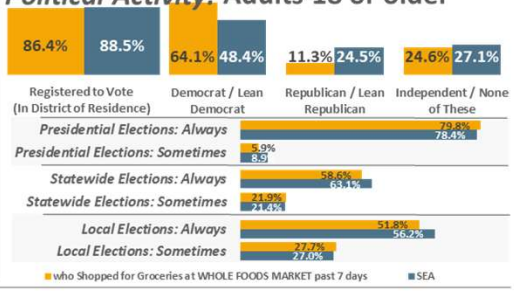
Grocery stores shopped past 7 days (HHLD): Whole Foods Market

6.5% or 292,106 of SEA 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 20.7% more likely to look up D-I-Y advice online, 8.5% less likely to always vote in local elections, 62.2% more likely to belong to a gym, 26.4% more likely to fly domestic

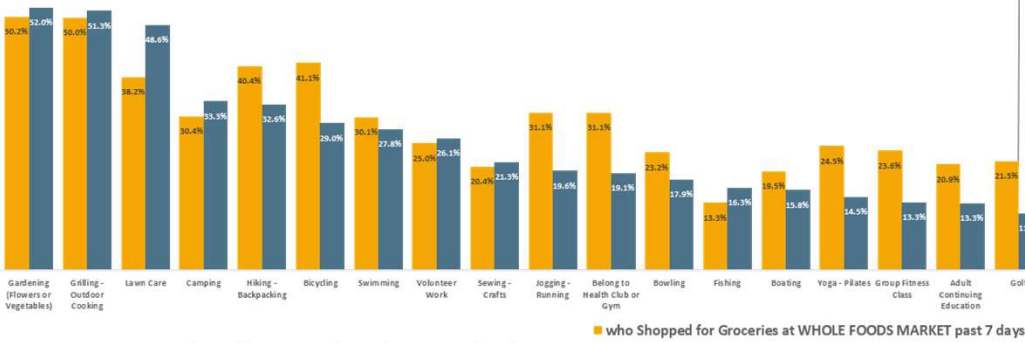
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



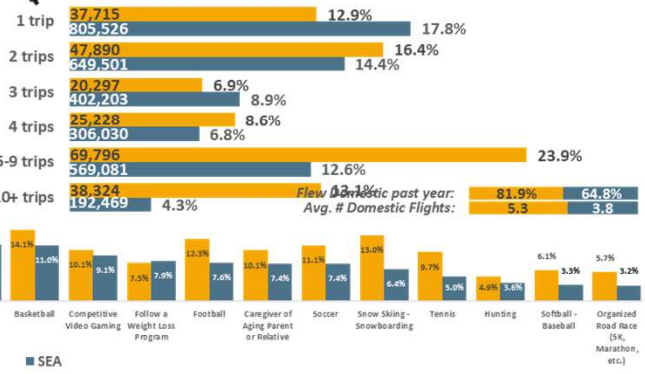
Political Activity: Adults 18 or older



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



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 257

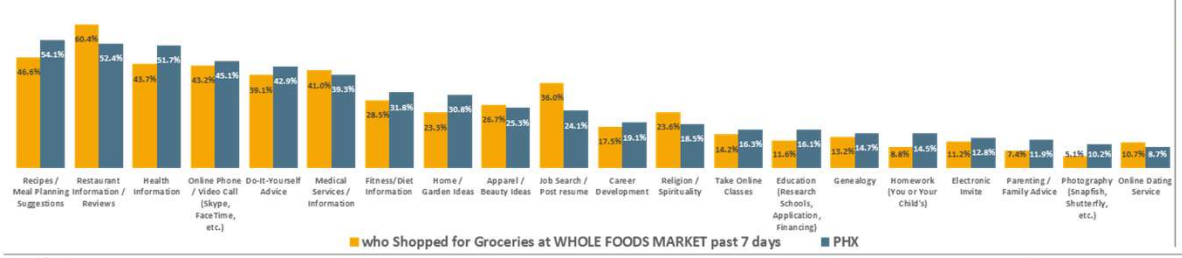
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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

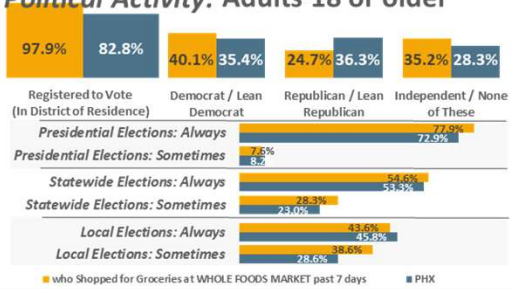
WHOLE FOODS MARKET PHX

3.9% or 185,789 of PHX 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 8.8% less likely to look up D-I-Y advice online, 4.9% less likely to always vote in local elections, 48.3% more likely to belong to a gym, 1.7% less likely to fly domestic

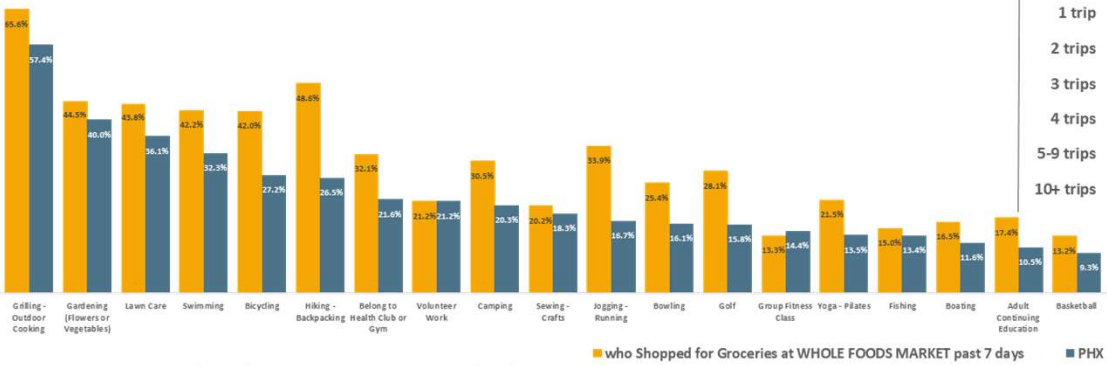
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



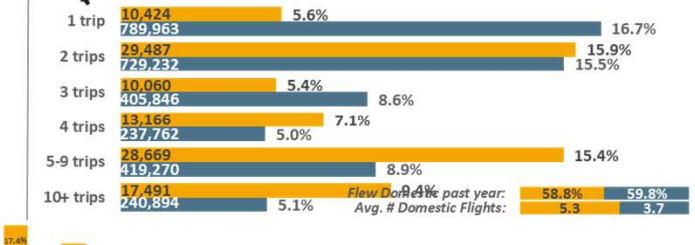
Political Activity: Adults 18 or older



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



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



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 112

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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 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 — CHI

9.7% or 735,372 of CHI 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% less likely to use QSRs past mo., 13.8% more likely to use Sit-Down Restaurants past mo., 3.9% more likely to use Casinos past yr., 4.7% more likely to smoke cigarettes

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 86.6% 636,892 | 86.9% 6,566,264

Avg. Monthly QSR Meals: 6.7 | 6.5

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



Total Monthly Sit-Down Restaurant Users: 81.9% 602,345 | 72.0% 5,441,044

Avg. Monthly Sit-Down Restaurant Meals: 5.3 | 4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who Shopped for Groceries at WHOLE FOODS MARKET... 261,987 35.6%

CHI 1,687,560 22.3%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 378

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

WHOLE FOODS MARKET — WDC

11.1% or 634,294 of WDC 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% more likely to use QSRs past mo., 13.5% more likely to use Sit-Down Restaurants past mo., 18.2% less likely to use Casinos past yr., 48.% less likely to smoke cigarett

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 87.7% 84.4% — 556,187 — 4,815,920

Avg. Monthly QSR Meals: 6.1 — 5.8

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



Total Monthly Sit-Down Restaurant Users: 83.0% 73.1% — 526,166 — 4,169,580

Avg. Monthly Sit-Down Restaurant Meals: 4.9 — 3.8

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who Shopped for Groceries at WHOLE FOODS MARKET... 216,738 — 34.2%

WDC 1,433,053 — 25.1%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 667

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

WHOLE FOODS MARKET SEA

6.5% or 292,106 of SEA 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% less likely to use QSRs past mo., 21.9% more likely to use Sit-Down Restaurants past mo., 3.3% more likely to use Casinos past yr., 29.2% more likely to smoke cigarette

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 81.0% 236,746 | 81.1% 3,661,363

Avg. Monthly QSR Meals: 6.0 | 5.4

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



Total Monthly Sit-Down Restaurant Users: 85.1% 248,646 | 69.8% 3,151,841

Avg. Monthly Sit-Down Restaurant Meals: 4.5 | 3.7

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... 86,550 29.6%

SEA 910,190 20.2%

Drank Past 30-days: Adults 18 or older



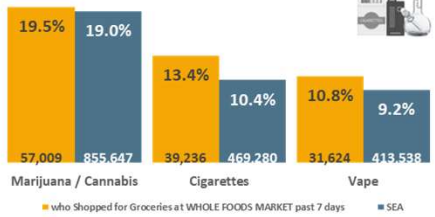
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 257

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

WHOLE FOODS MARKET PHX

3.9% or 185,789 of PHX 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 use QSRs past mo., 29.2% more likely to use Sit-Down Restaurants past mo., 5.4% more likely to use Casinos past yr., 80.3% less likely to smoke cigarett

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 93.5% 173,623 | 86.4% 4,078,176

Avg. Monthly QSR Meals: 6.6 | 7.0

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



Total Monthly Sit-Down Restaurant Users: 94.8% 176,198 | 73.4% 3,463,510

Avg. Monthly Sit-Down Restaurant Meals: 4.5 | 4.1

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... 31,961 17.2%

PHX 860,876 18.2%

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



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 112

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

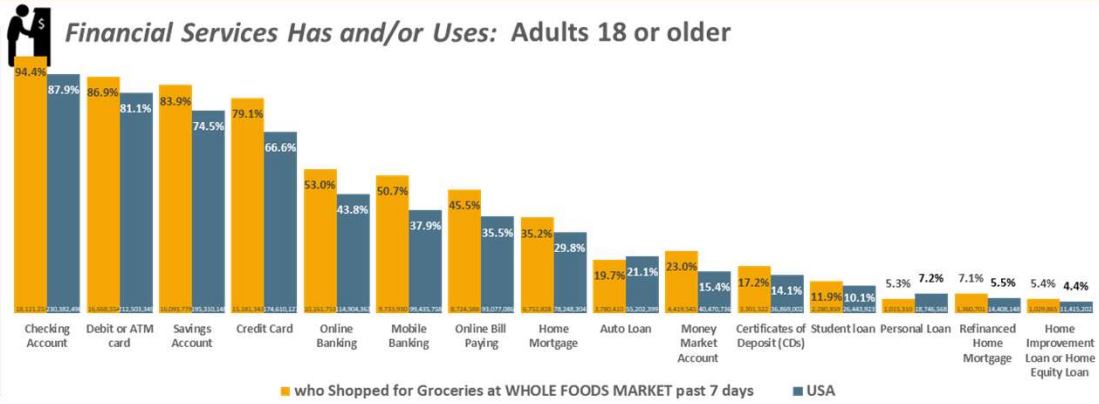
WHOLE FOODS MARKET — USA

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



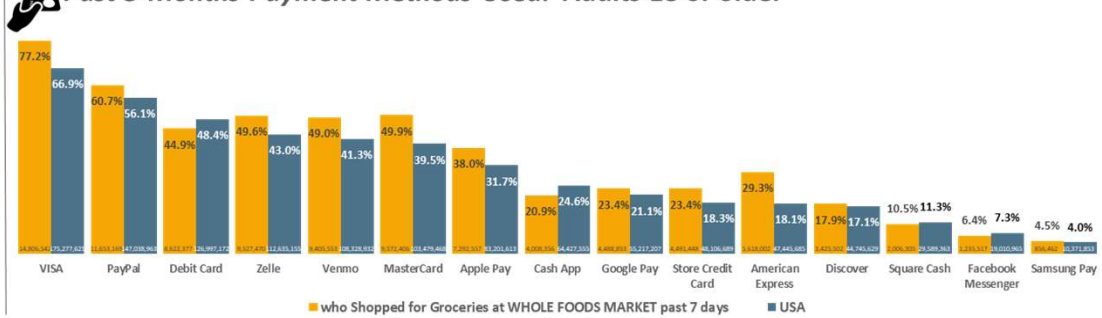
Financial Services Has and/or Uses: Adults 18 or older



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

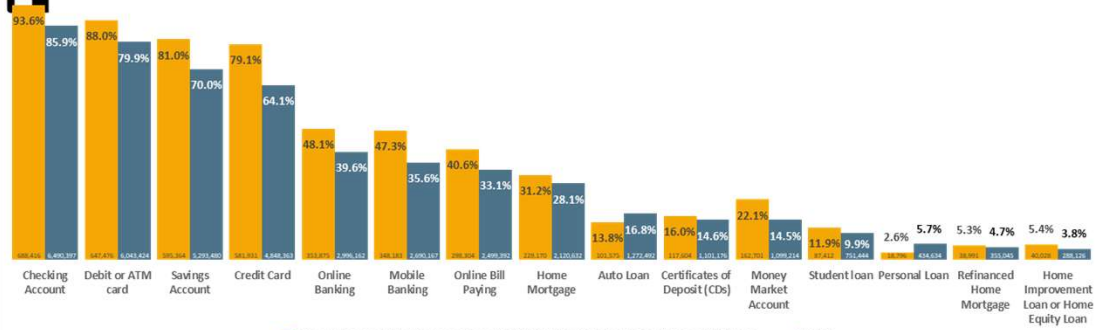
WHOLE FOODS MARKET — CHI

9.7% or 735,372 of CHI 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 12.3% more likely to have a 401K, 17.9% less likely to have an Auto Loan, 89.7% more likely to Invest/Trade Stocks Online, 9.3% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

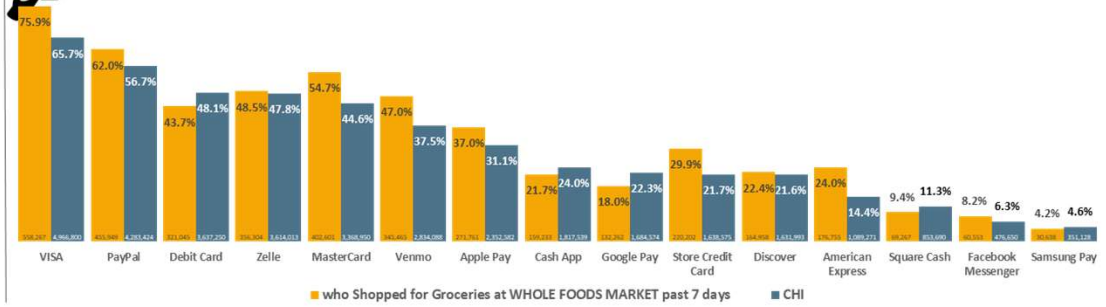


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 378

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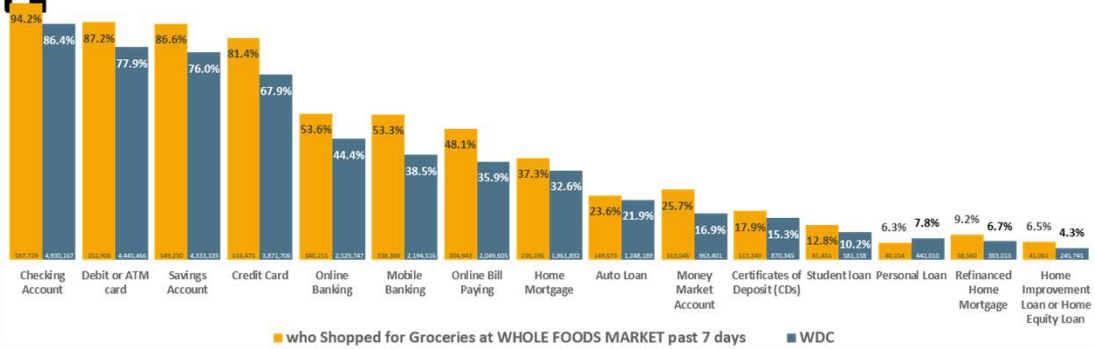
Grocery stores shopped past 7 days (HHLD): Whole Foods Market

11.1% or 634,294 of WDC DMA Adults 18 or older Shopped for Groceries at WHOLE FOODS MARKET past 7… Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days are 30.9% more likely to have a 401K, 7.8% more likely to have an Auto Loan, 55.3% more likely to Invest/Trade Stocks Online, 1.3% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



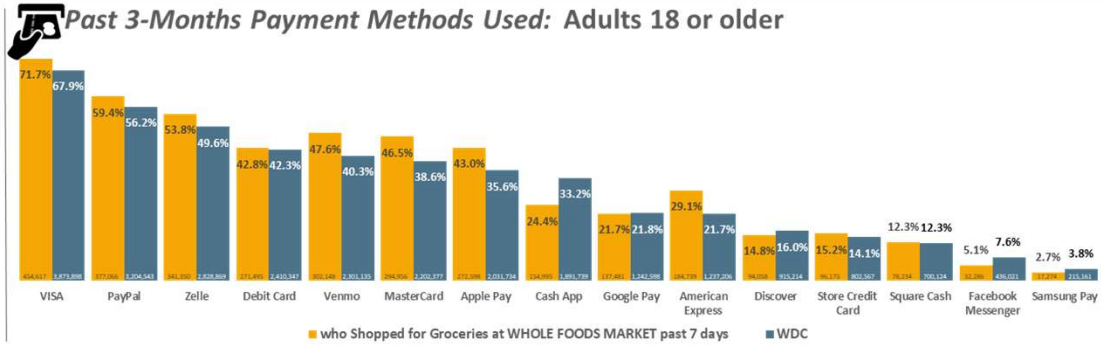
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 667

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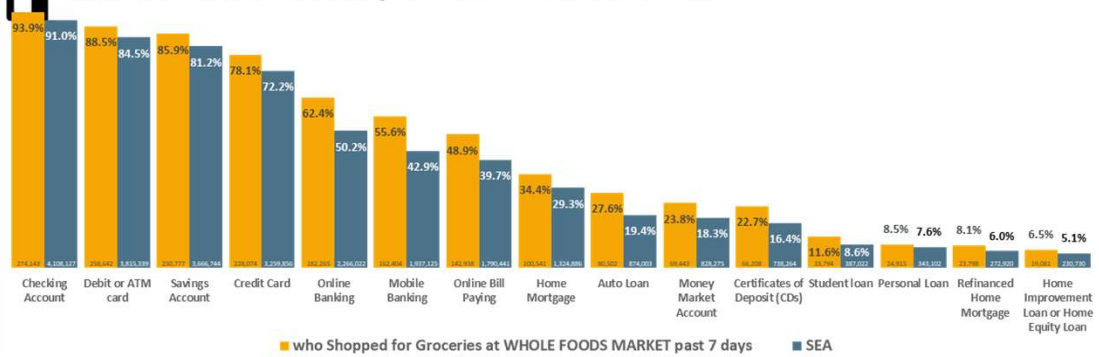
Grocery stores shopped past 7 days (HHLD): Whole Foods Market

6.5% or 292,106 of SEA 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 37.8% more likely to have a 401K, 42.4% more likely to have an Auto Loan, 65.4% more likely to Invest/Trade Stocks Online, 3.1% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



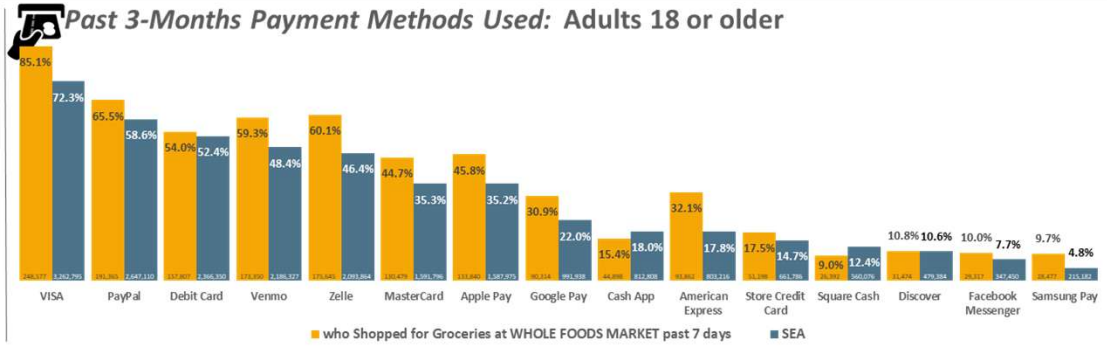
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 257

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

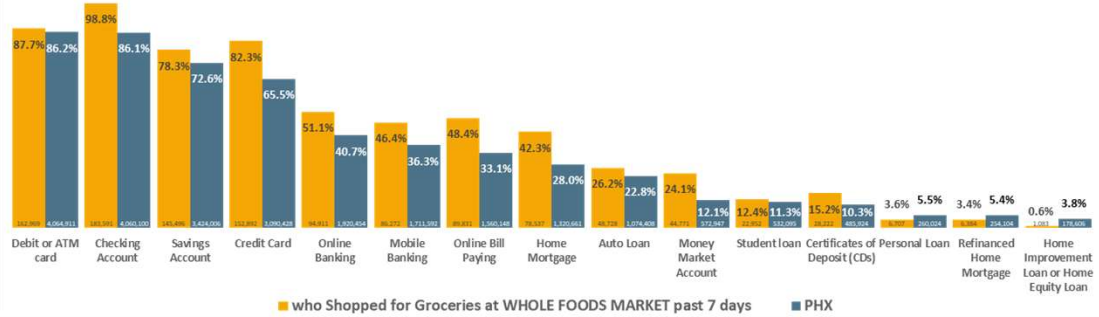
WHOLE FOODS MARKET PHX

3.9% or 185,789 of PHX 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 28.4% more likely to have a 401K, 15.2% more likely to have an Auto Loan, 78.% more likely to Invest/Trade Stocks Online, 16.4% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



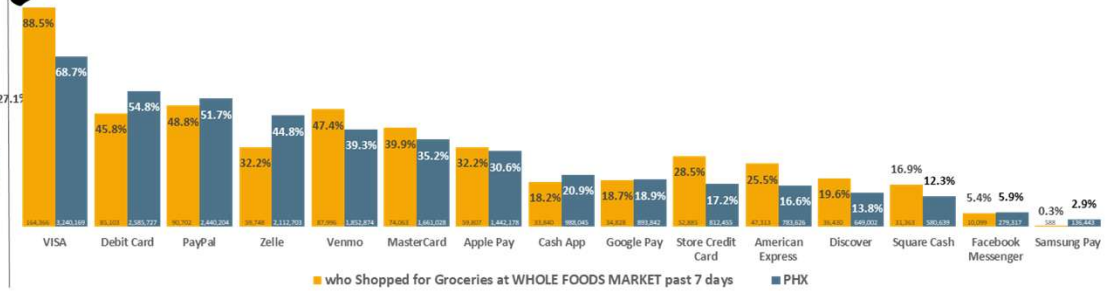
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 112

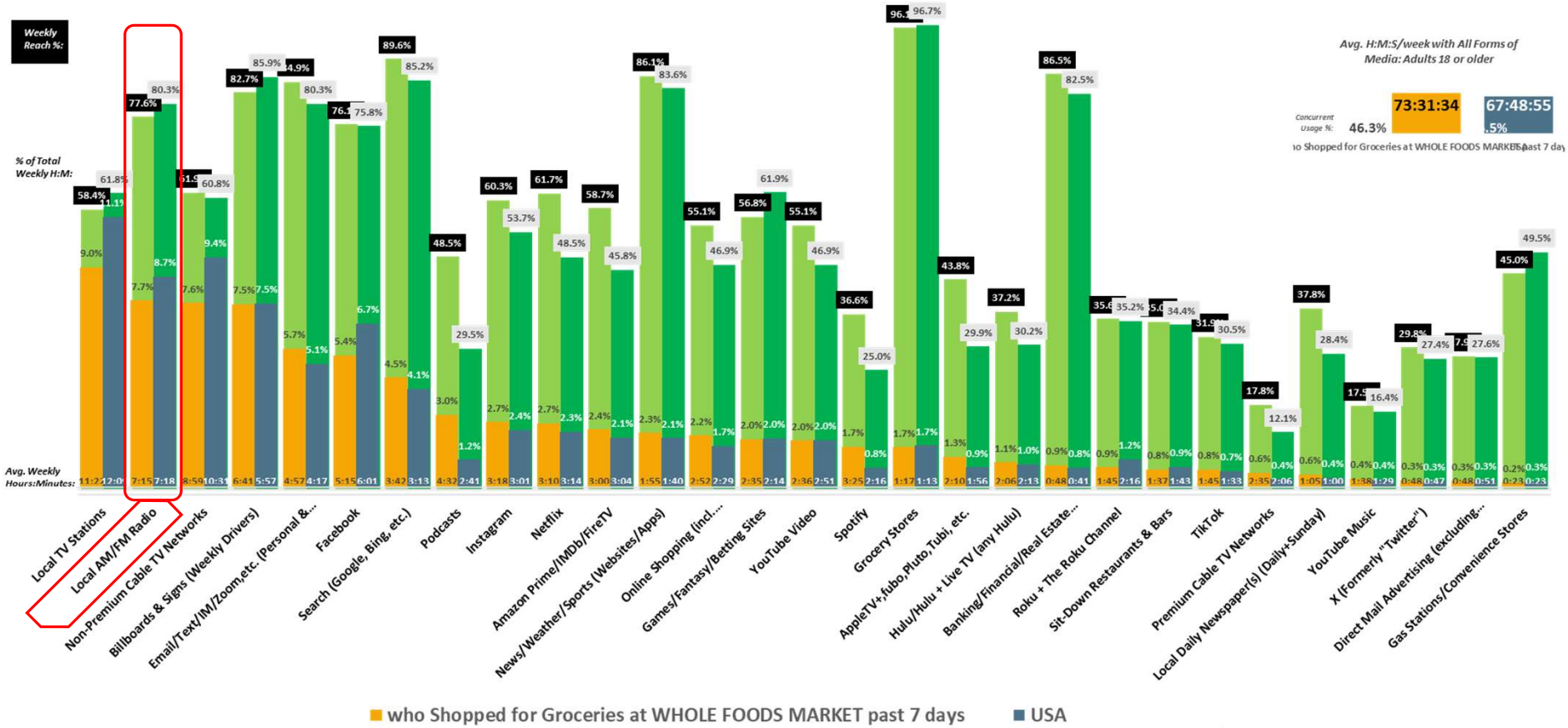
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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

WHOLE FOODS MARKET USA

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.

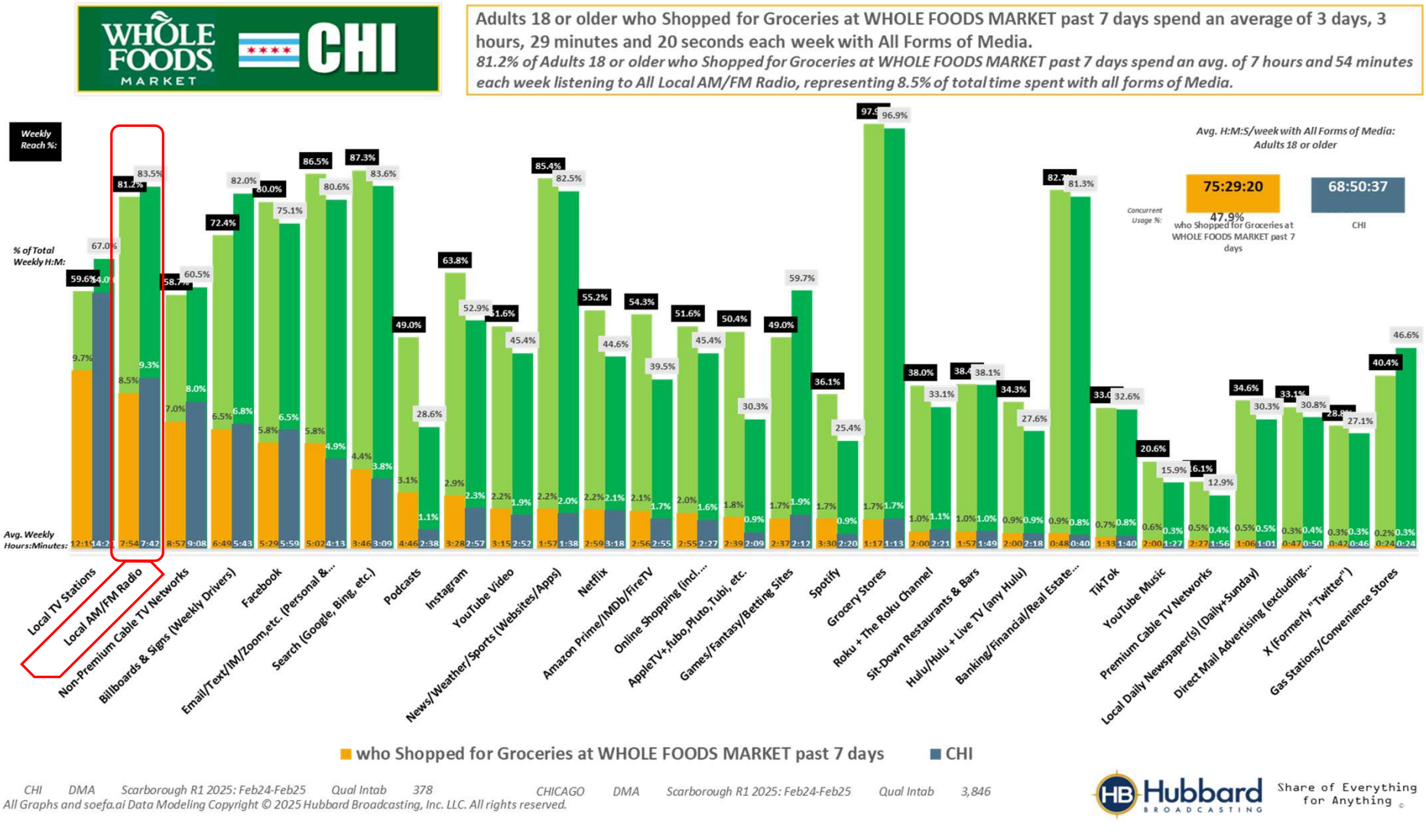


USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,872 USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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

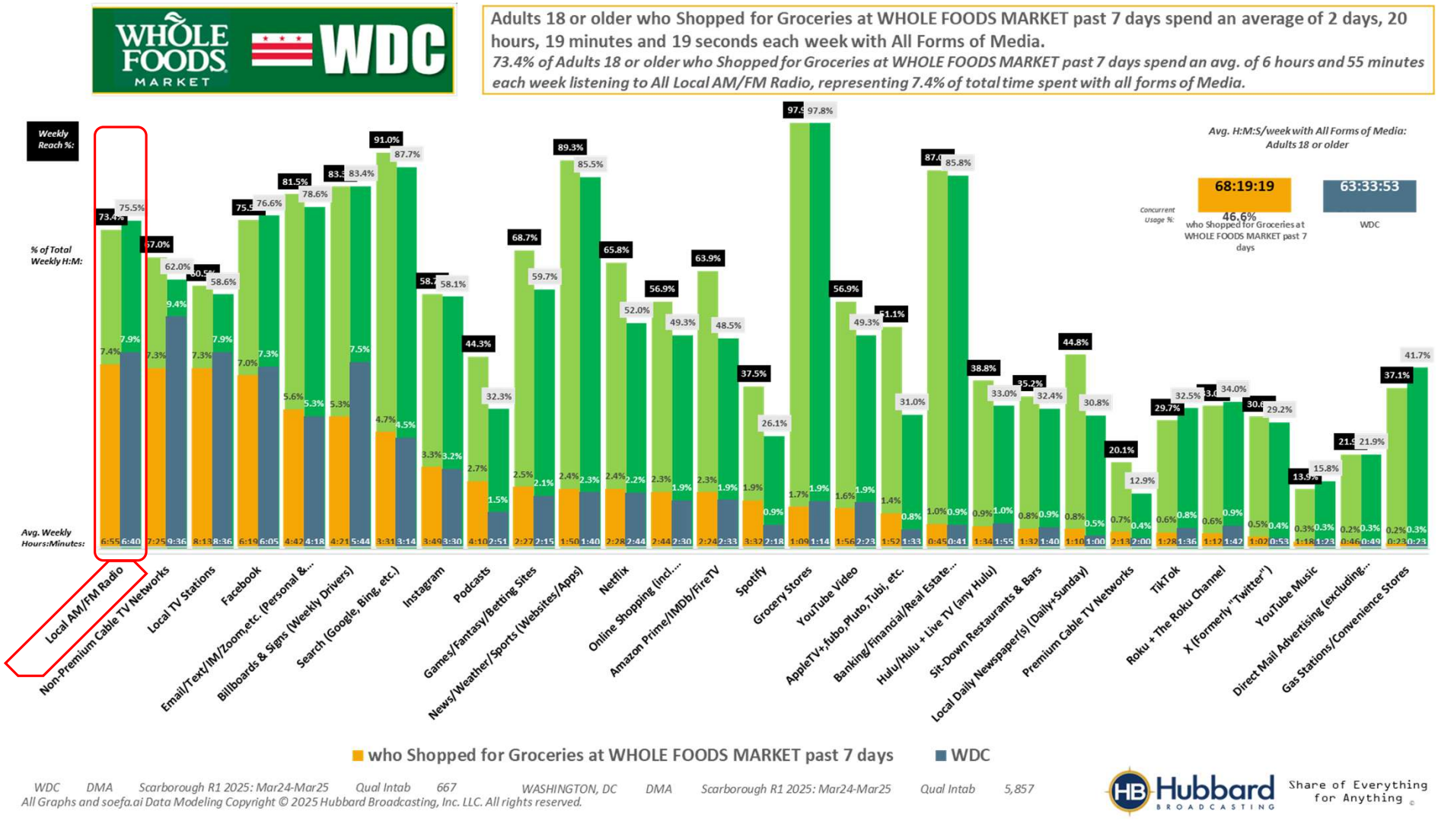


CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 378 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,846

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

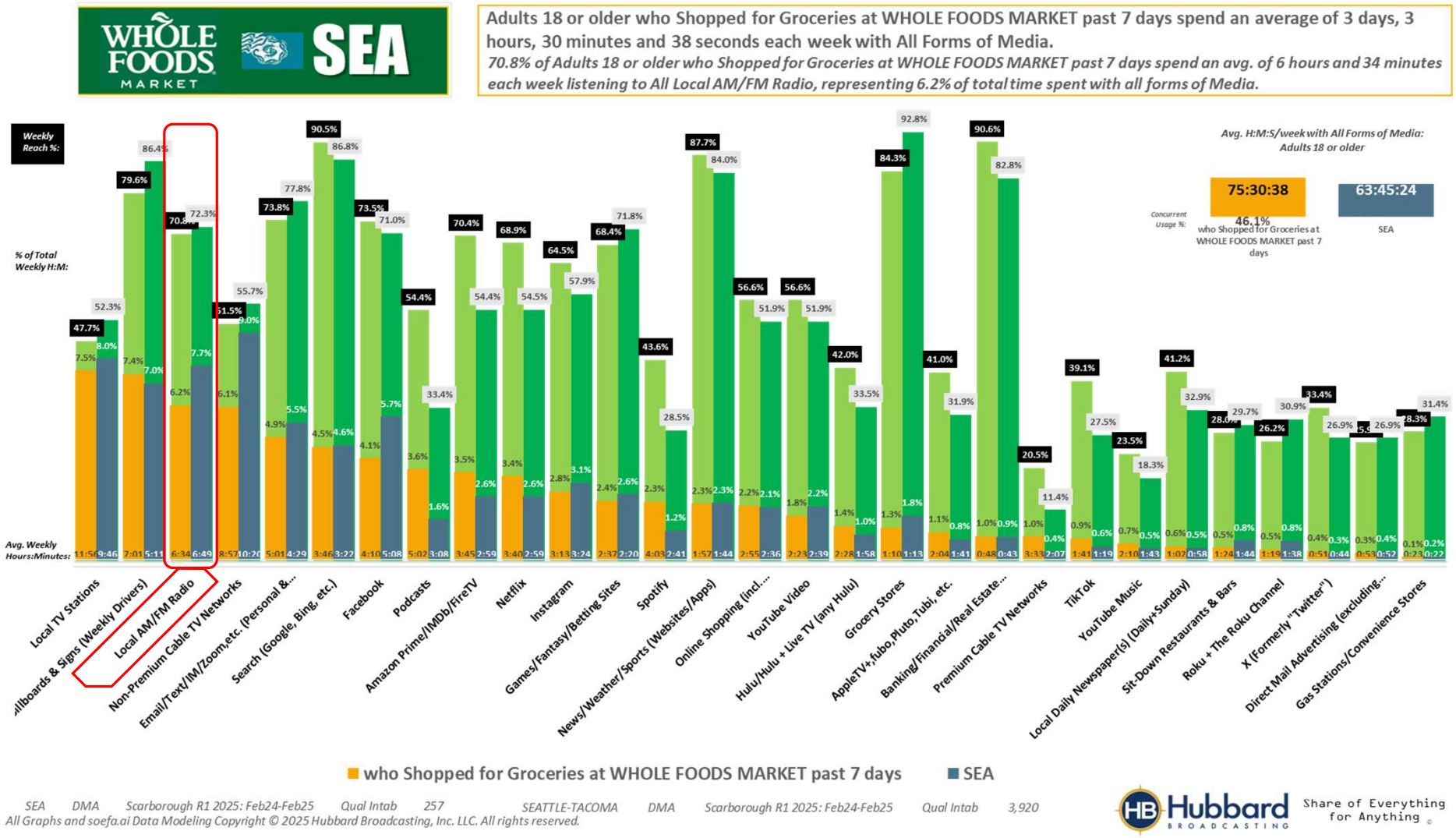


WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 667 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

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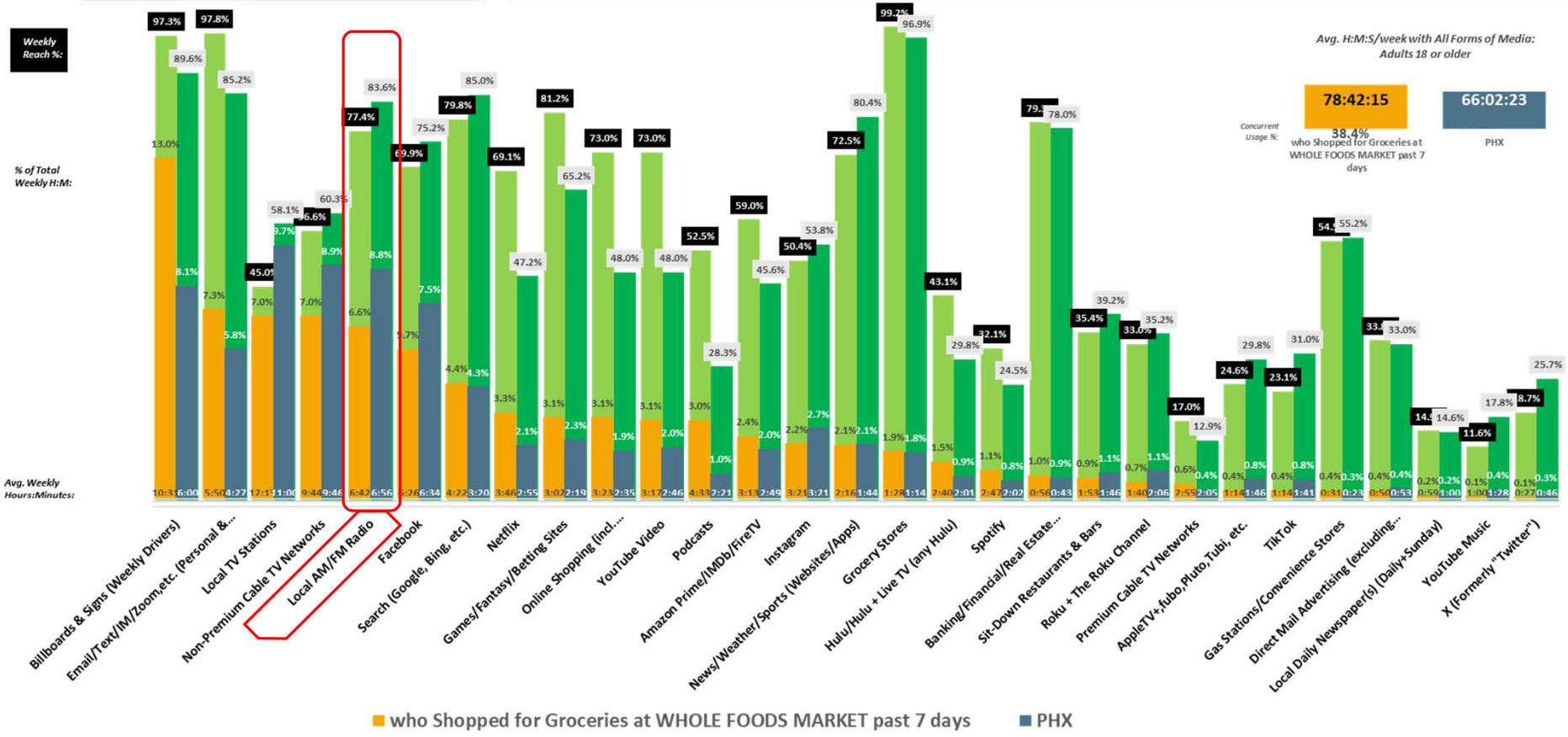
Grocery stores shopped past 7 days (HHLD): Whole Foods Market



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, 42 minutes and 15 seconds each week with All Forms of Media.

77.4% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days spend an avg. of 6 hours and 42 minutes each week listening to All Local AM/FM Radio, representing 6.6% of total time spent with all forms of Media.

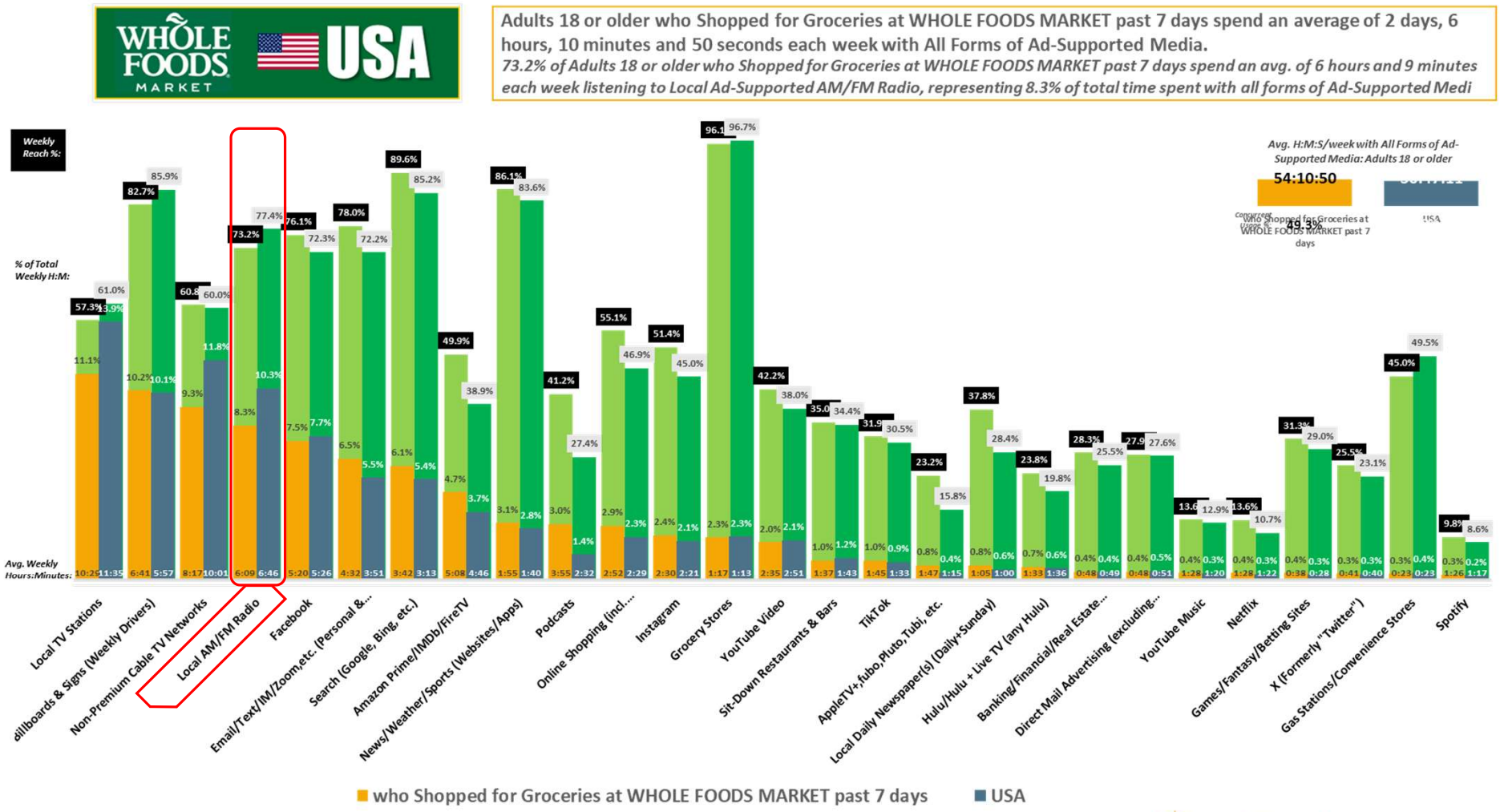


PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 112 PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,461

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

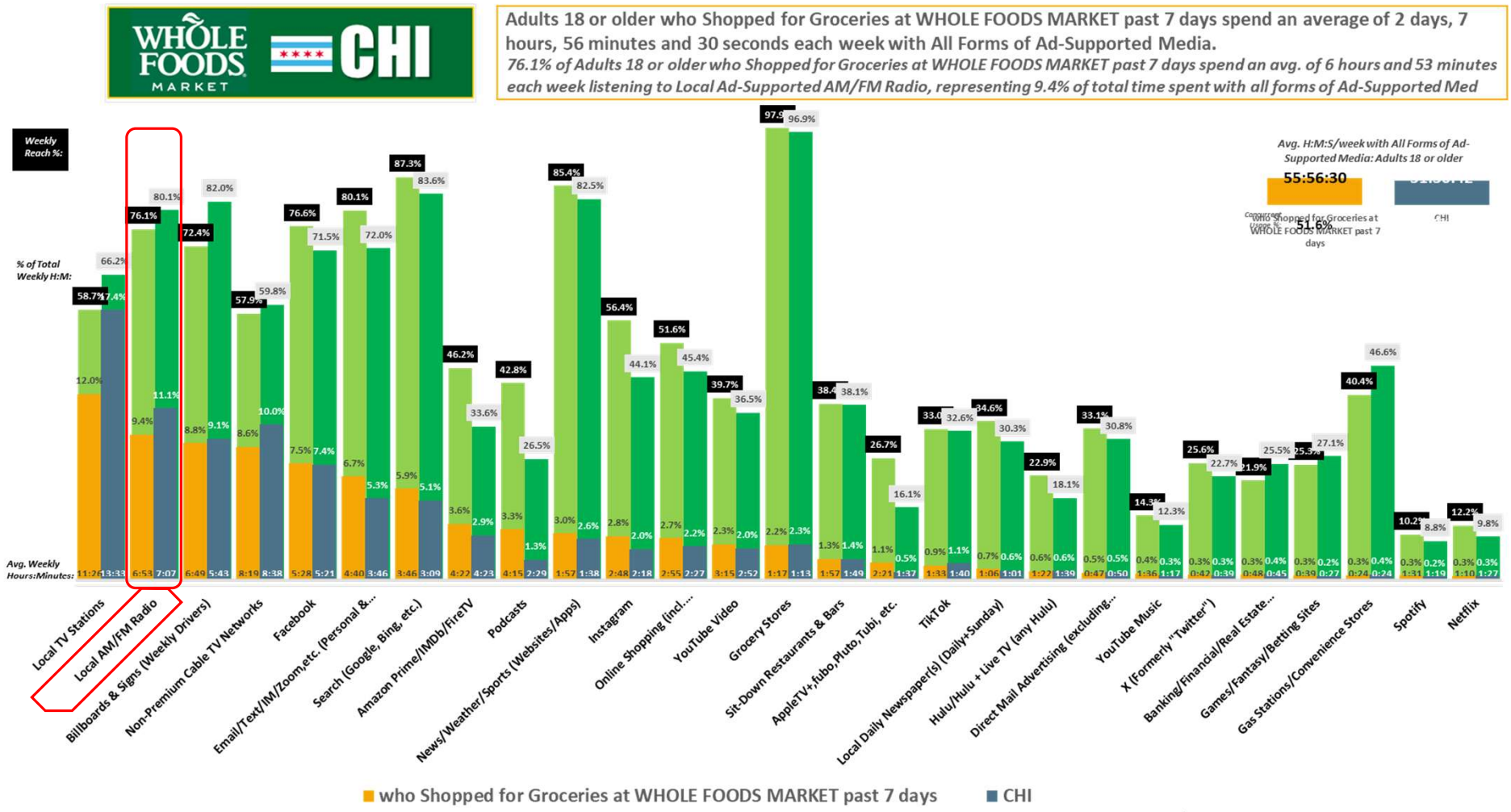


USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 1,872 USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 378 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,846

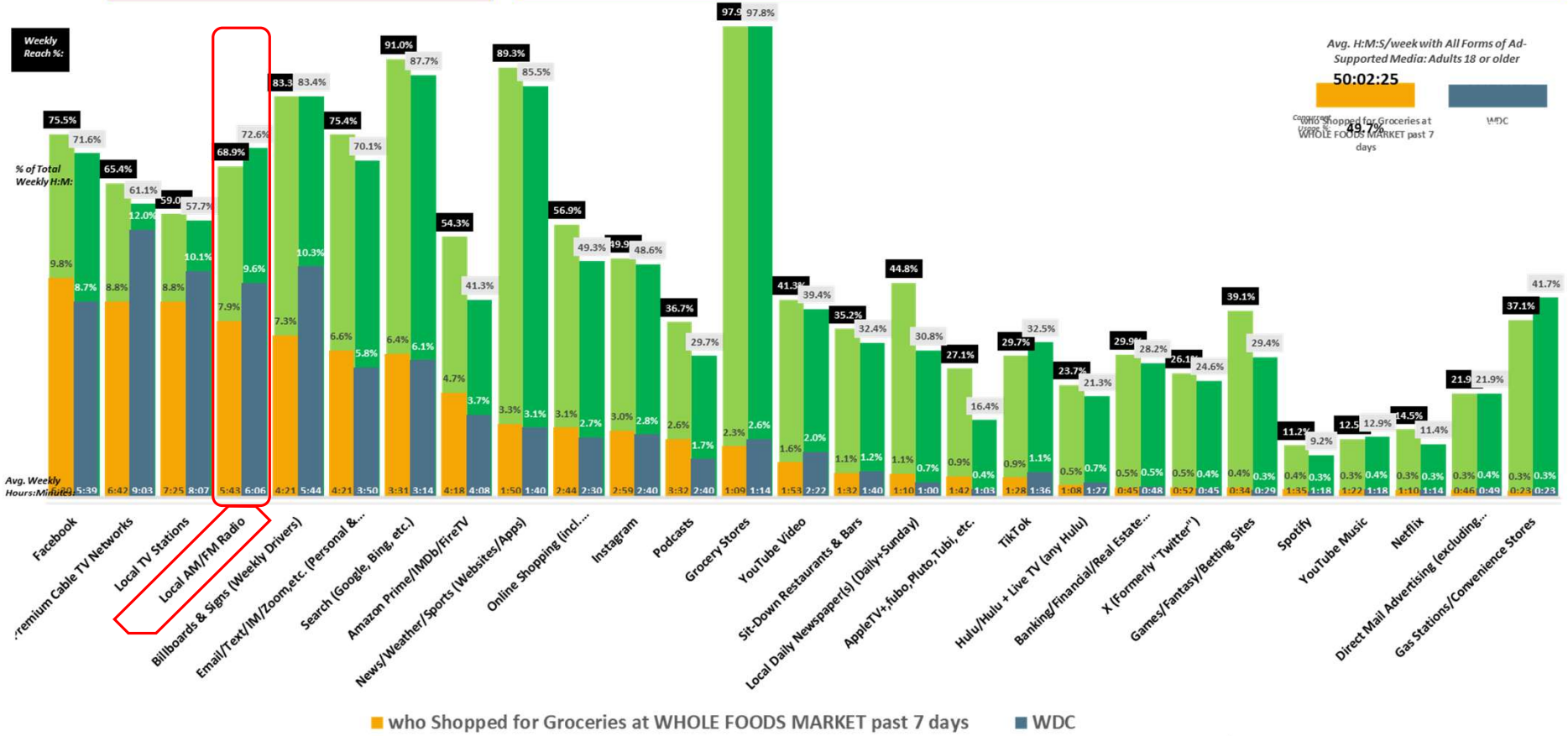
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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days spend an average of 2 days, 2 hours, 2 minutes and 25 seconds each week with All Forms of Ad-Supported Media.

68.9% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days spend an avg. of 5 hours and 43 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 7.9% of total time spent with all forms of Ad-Supported Med

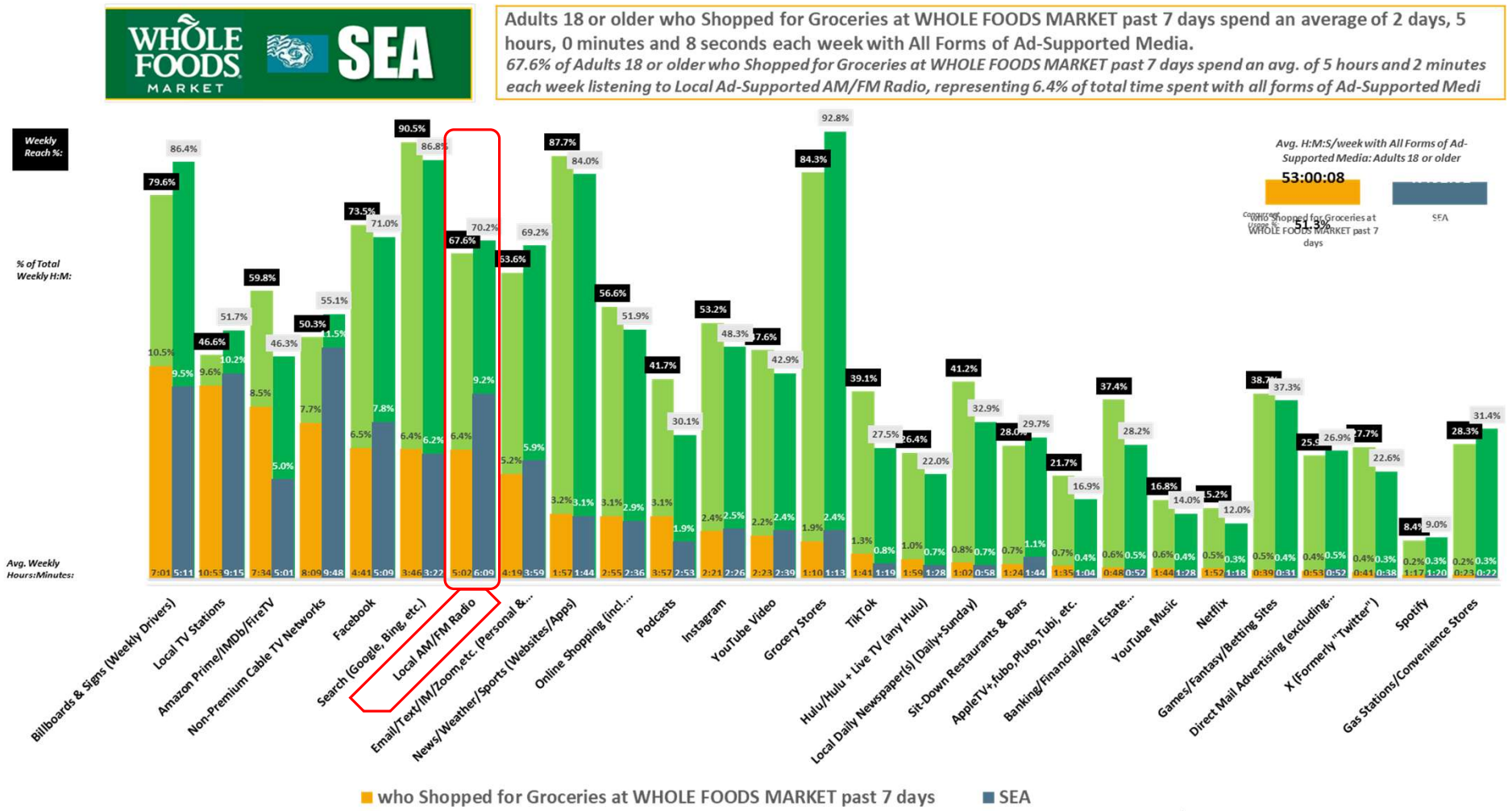


WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 667 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

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

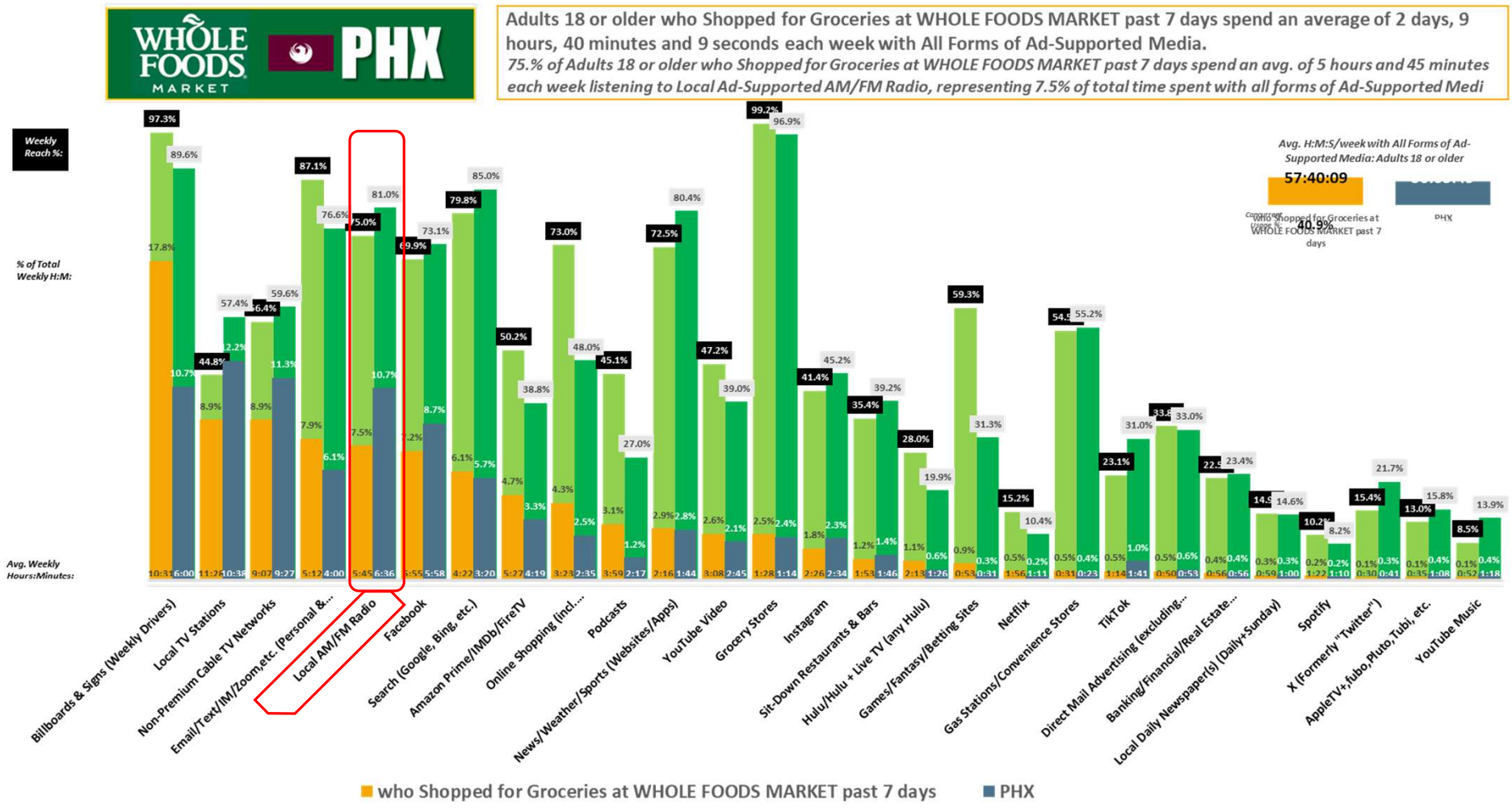


SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 257 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

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



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 112 PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,461

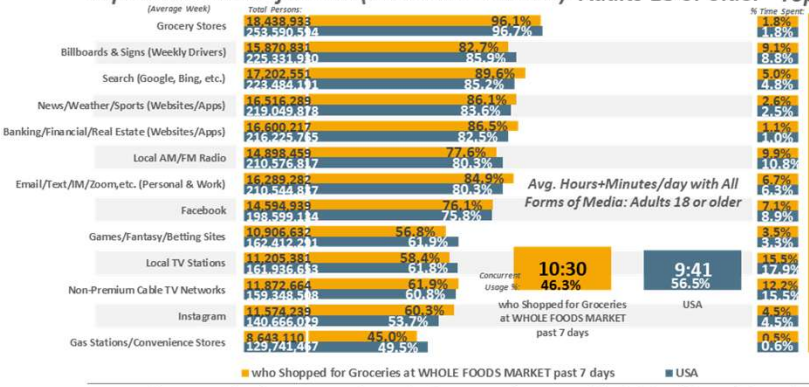
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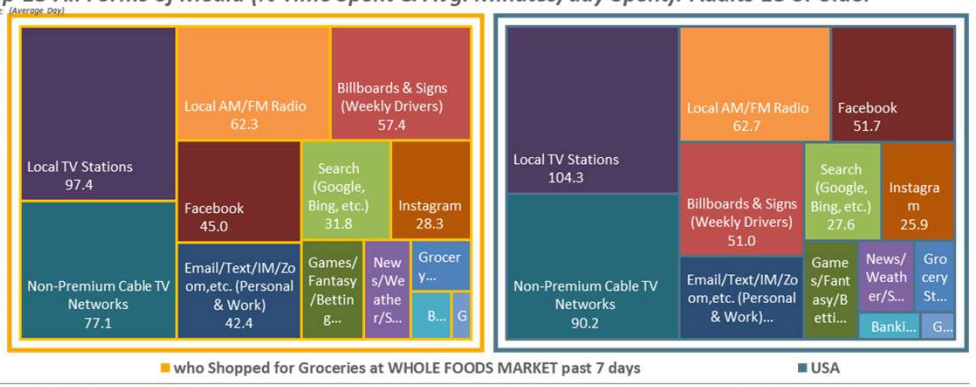
Grocery stores shopped past 7 days (HHLD): Whole Foods Market

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.)*

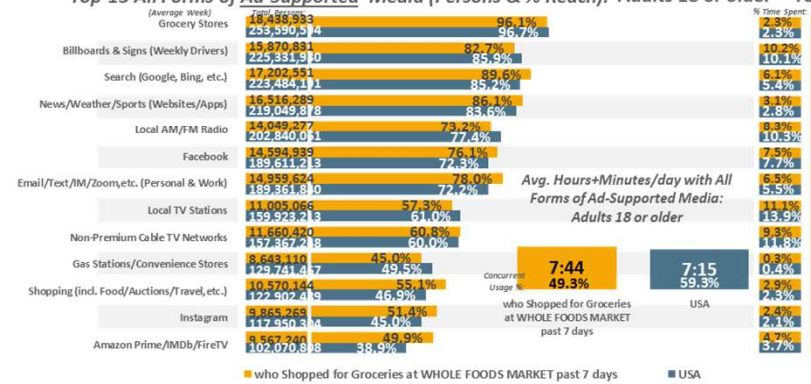
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



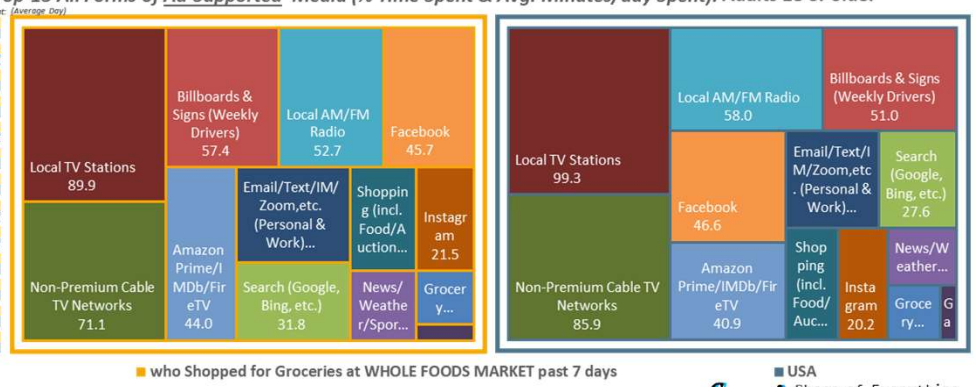
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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

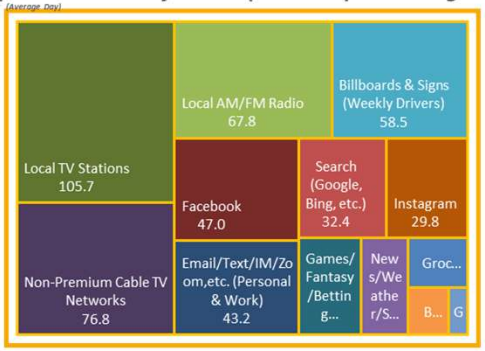
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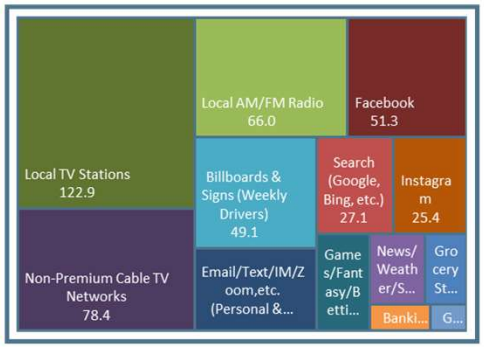
Grocery stores shopped past 7 days (HHLD): Whole Foods Market

Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days spend an average of 7 hours and 59 minutes each day with All Forms of Ad-Supported Media. 76.1% listen to Local AM/FM Radio for an avg. of 59.1 minutes/day. *(Local Radio delivers 9.4% of Time with Ad-Supported Media.)*

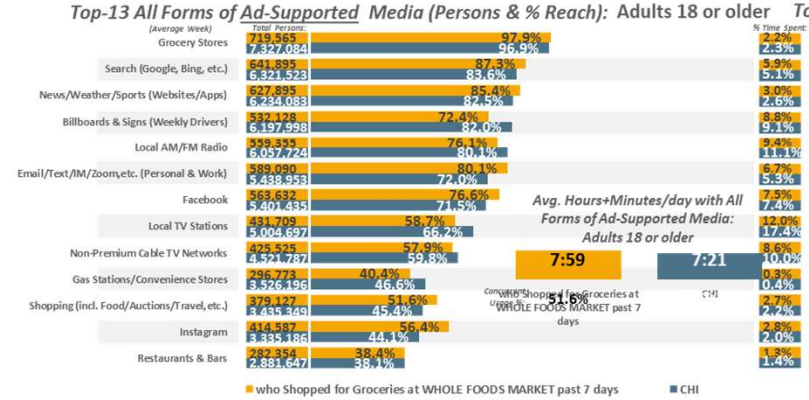
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**

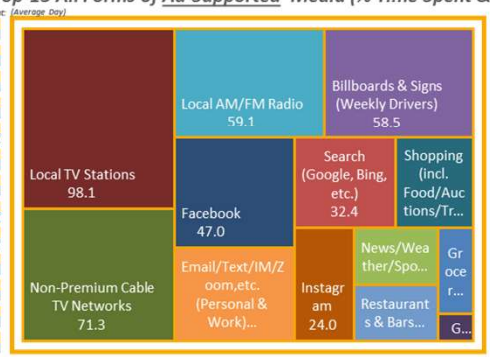


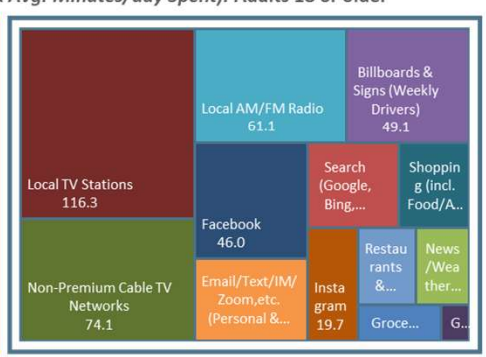




Top-13 All Forms of Ad-Supported Media (Persons & % Reach): **Adults 18 or older**







CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 378

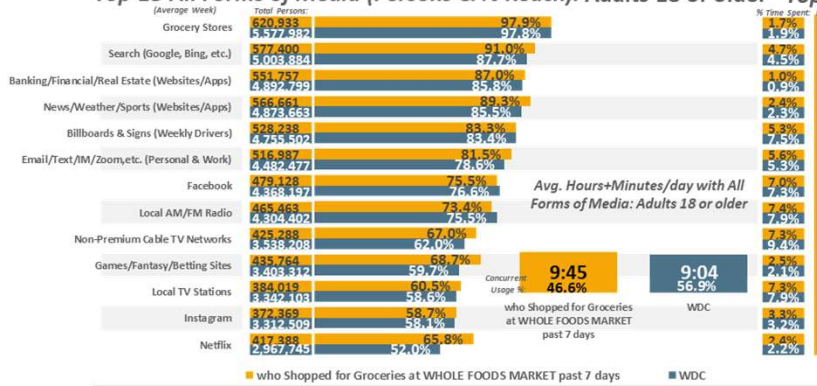
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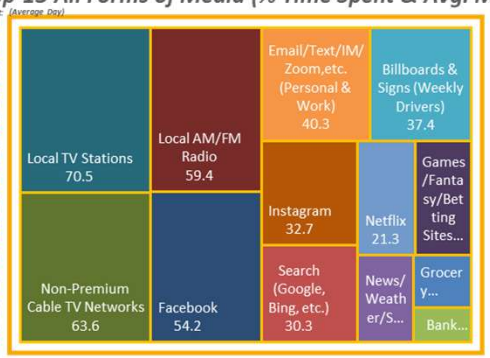
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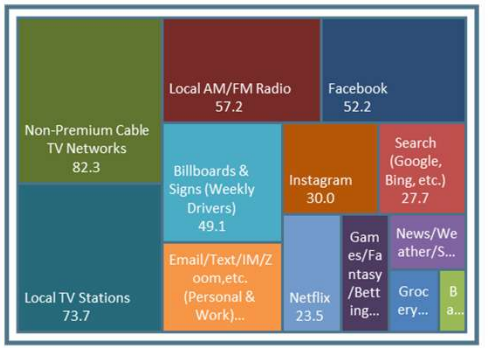
Grocery stores shopped past 7 days (HHLD): Whole Foods Market

Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days spend an average of 7 hours and 8 minutes each day with All Forms of Ad-Supported Media. 68.9% listen to Local AM/FM Radio for an avg. of 49.1 minutes/day. *(Local Radio delivers 7.9% of Time with Ad-Supported Media.)*

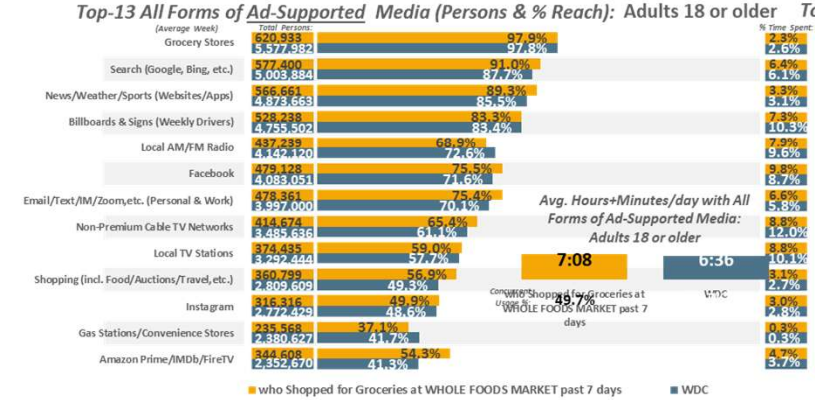
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**

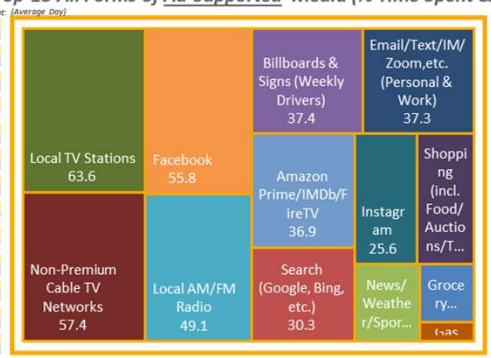


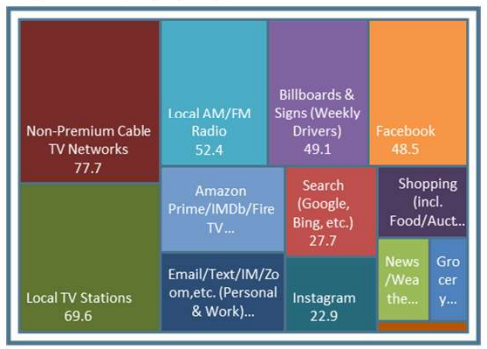




Top-13 All Forms of Ad-Supported Media (Persons & % Reach): **Adults 18 or older**







WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 667

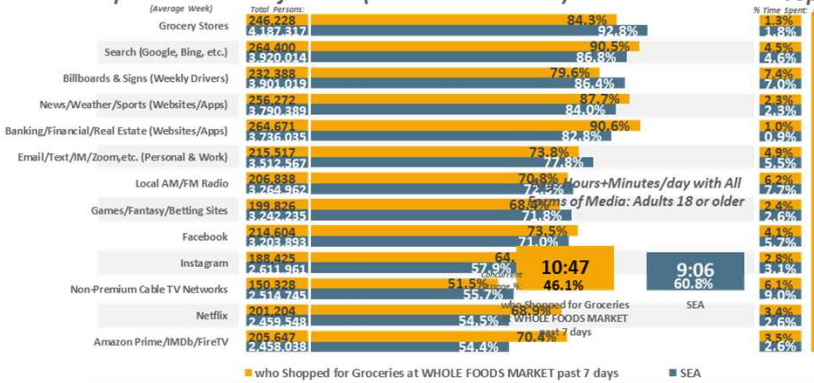
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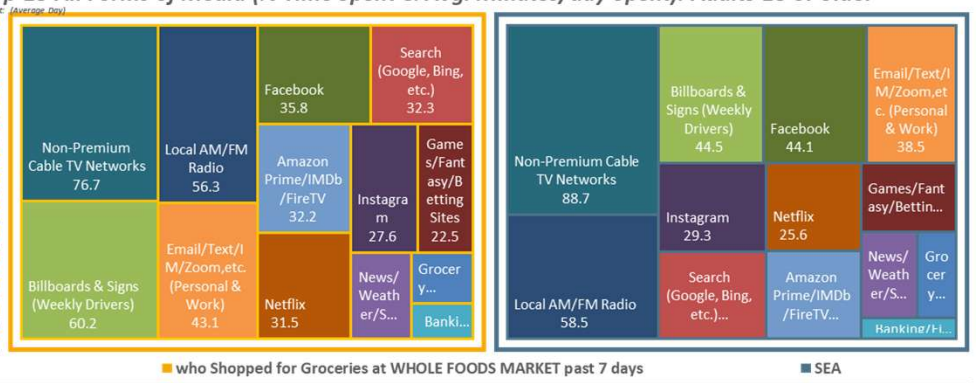
Grocery stores shopped past 7 days (HHLD): Whole Foods Market

Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days spend an average of 7 hours and 34 minutes each day with All Forms of Ad-Supported Media. 67.6% listen to Local AM/FM Radio for an avg. of 43.2 minutes/day. *(Local Radio delivers 6.4% of Time with Ad-Supported Media.)*

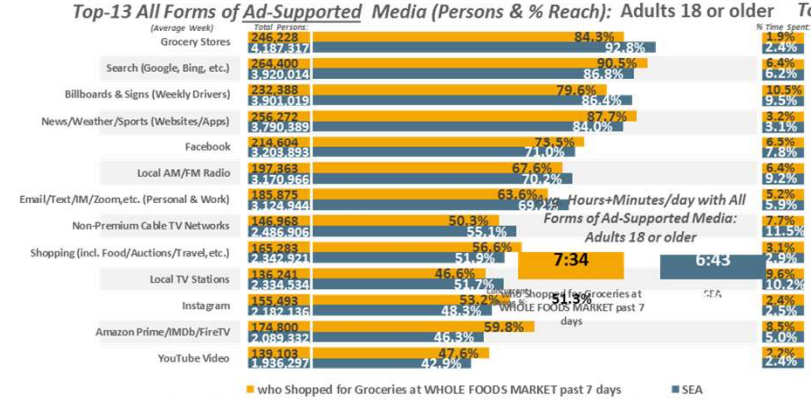
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



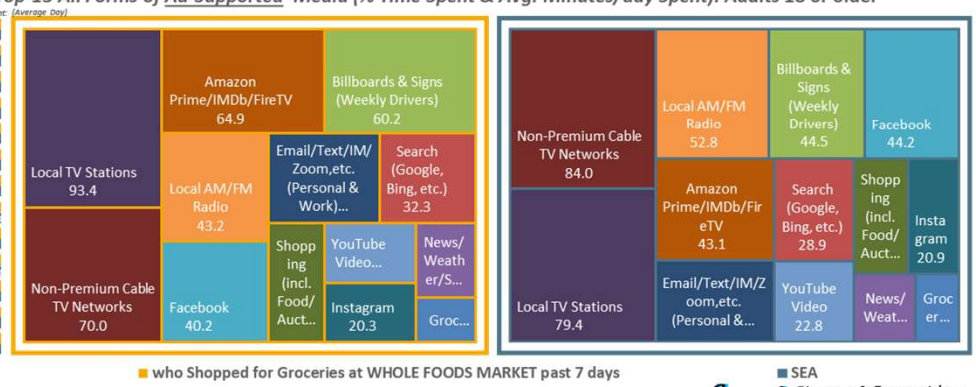
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 257

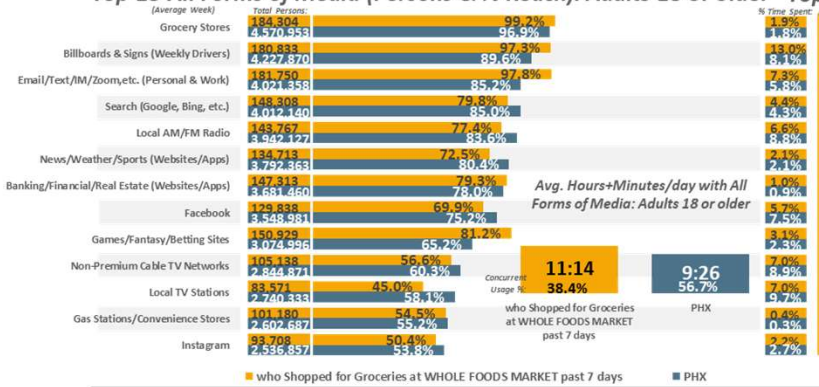
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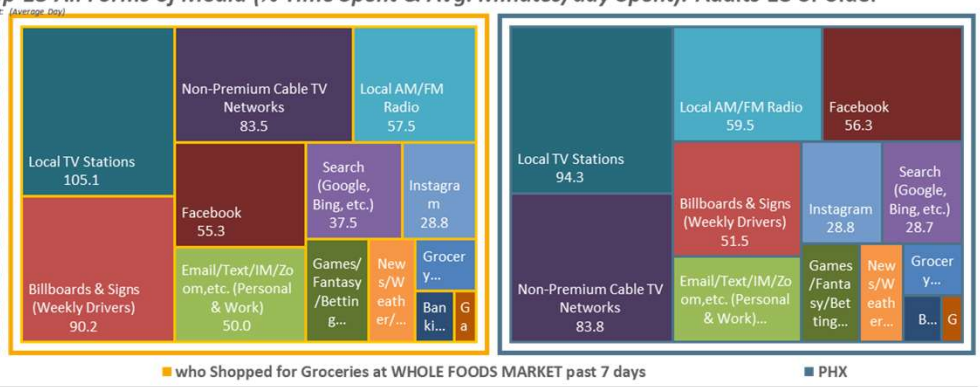
Grocery stores shopped past 7 days (HHLD): Whole Foods Market

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. 75.% listen to Local AM/FM Radio for an avg. of 49.3 minutes/day *(Local Radio delivers 7.5% of Time with Ad-Supported Media.)*

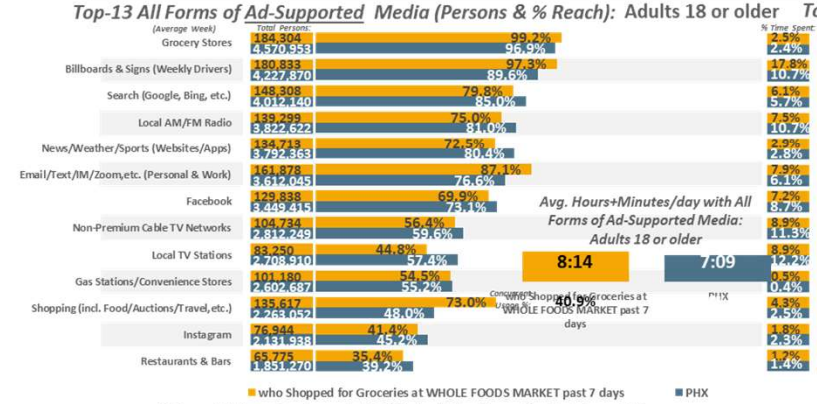
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



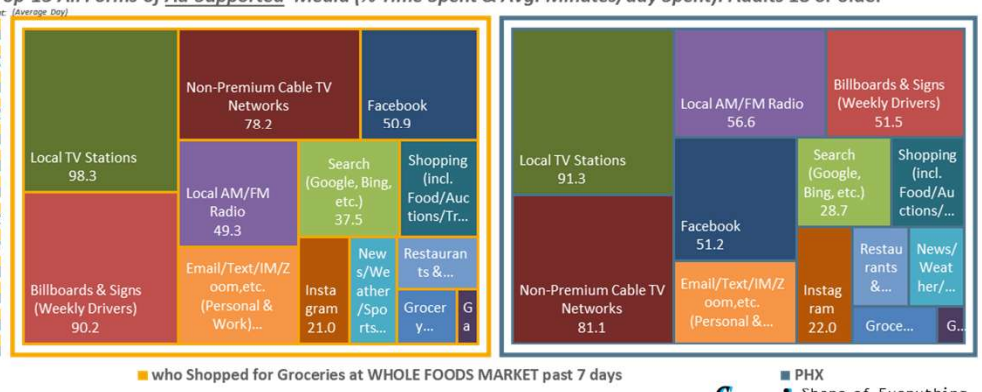
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 112

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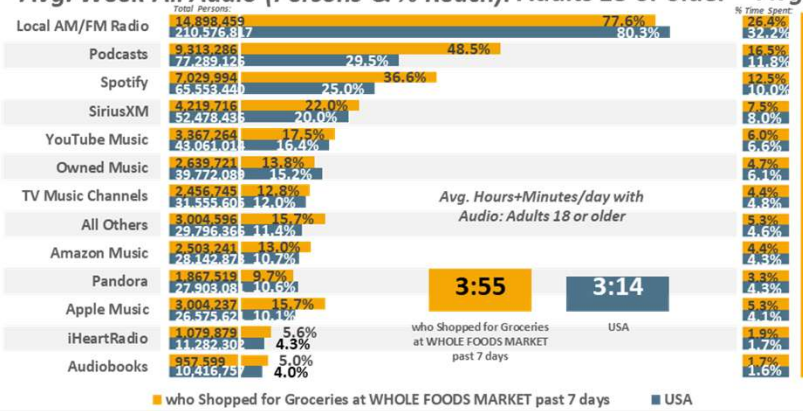
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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

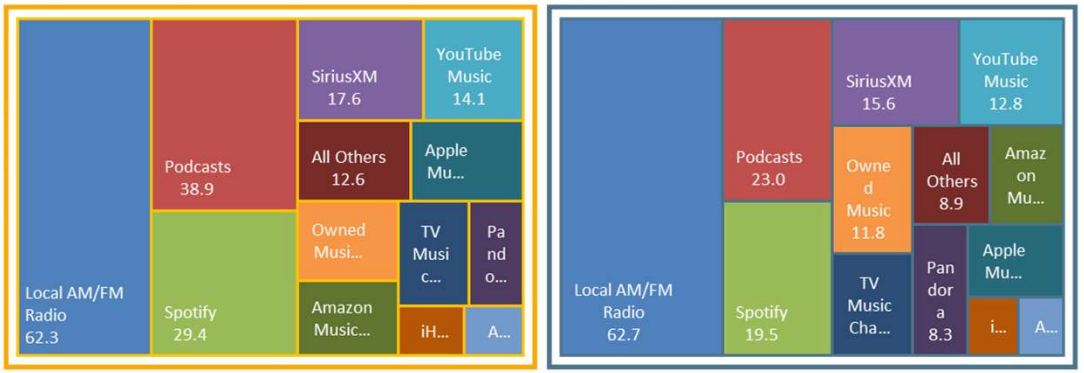
WHOLE FOODS MARKET USA

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.

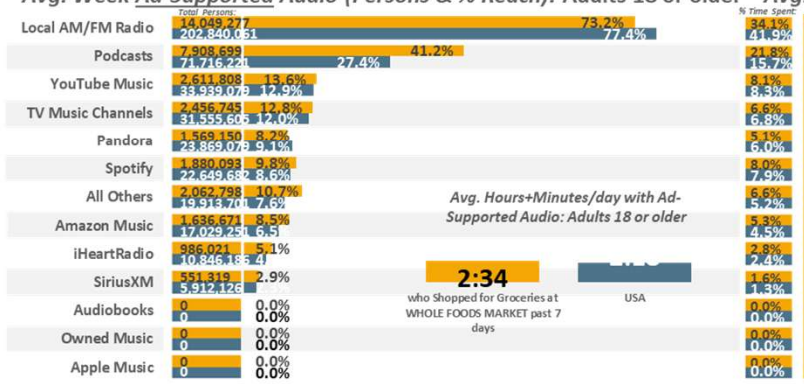
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



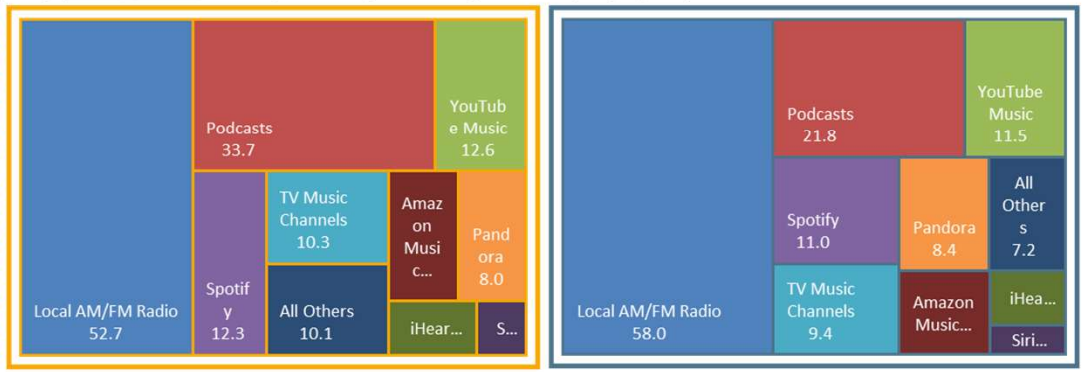
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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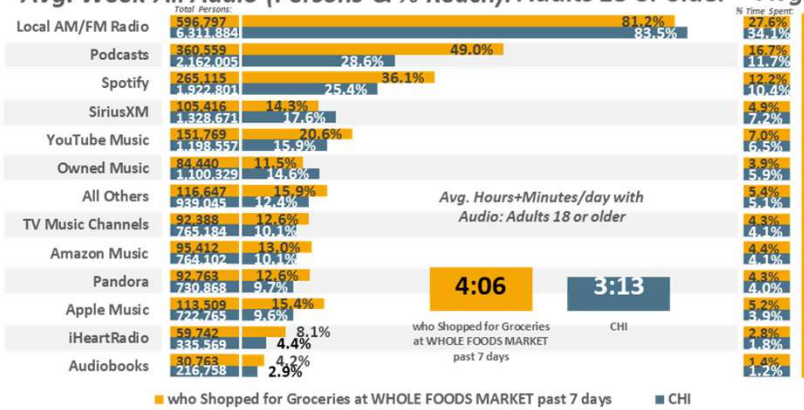
Scarborough R1 2025: Feb24-Mar25 USA Projection

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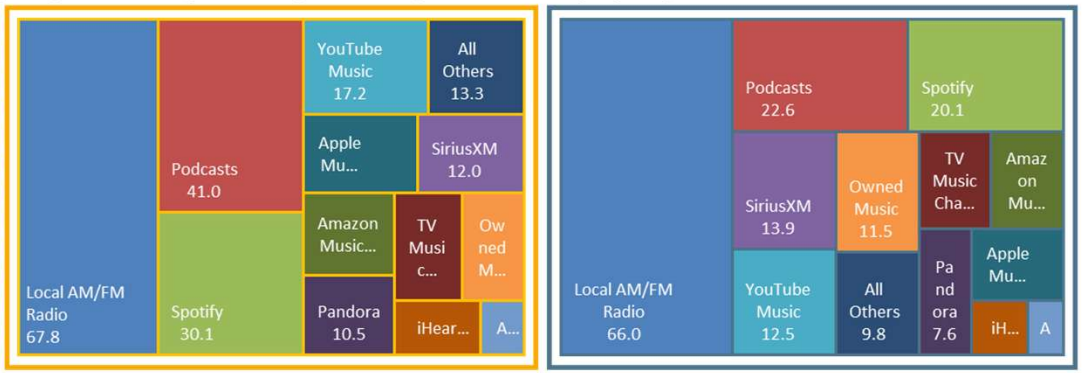
Grocery stores shopped past 7 days (HHLD): Whole Foods Market

559,355 or 76.1% 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 59.1 minutes every day representing 33.5% of all time spent daily with Ad-Supported Audio.

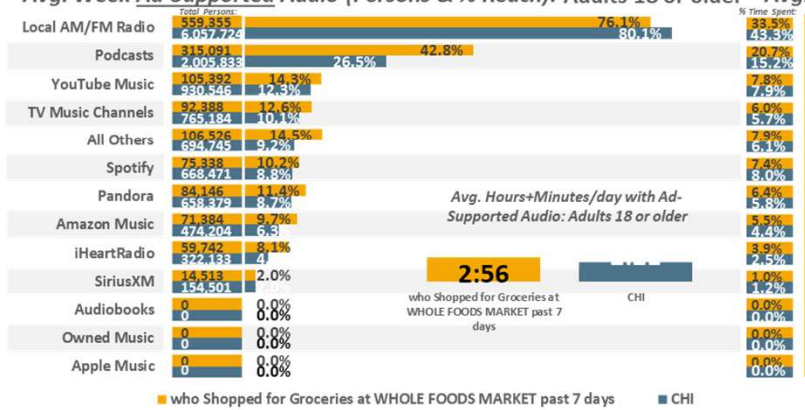
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



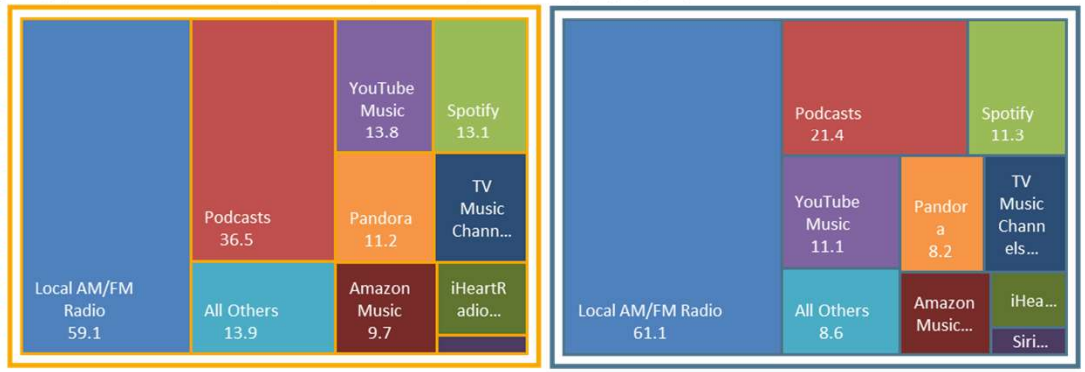
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 378

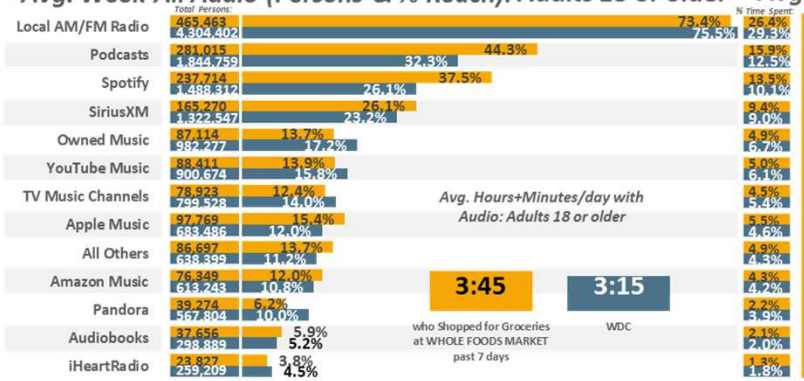
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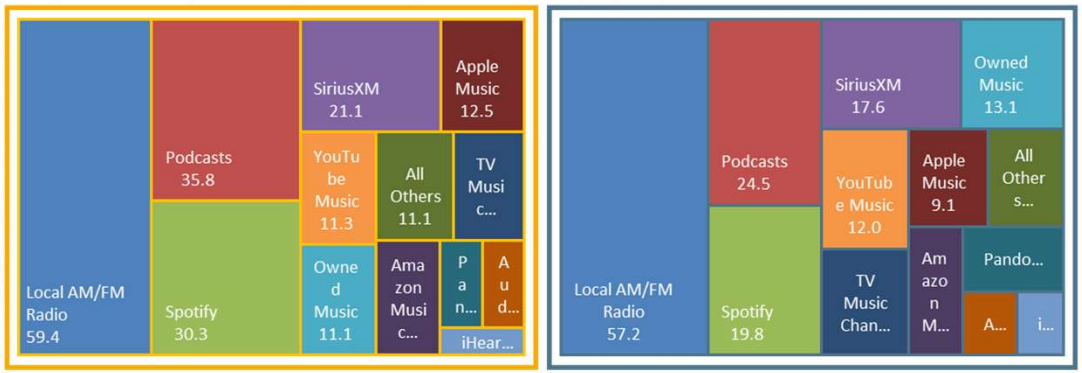
Grocery stores shopped past 7 days (HHLD): Whole Foods Market

437,239 or 68.9% 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 49.1 minutes every day representing 35.1% of all time spent daily with Ad-Supported Audio.

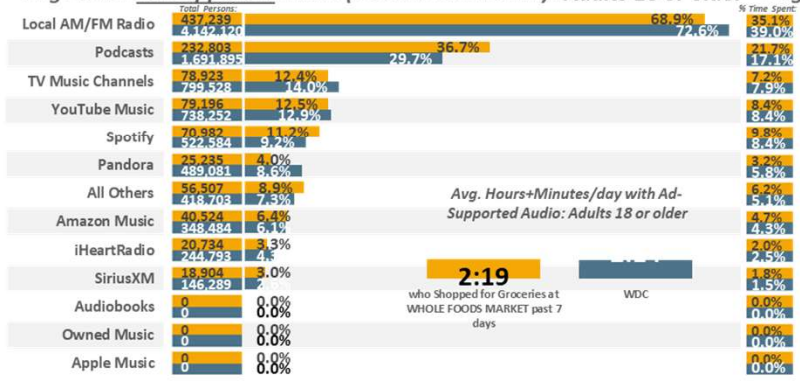
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



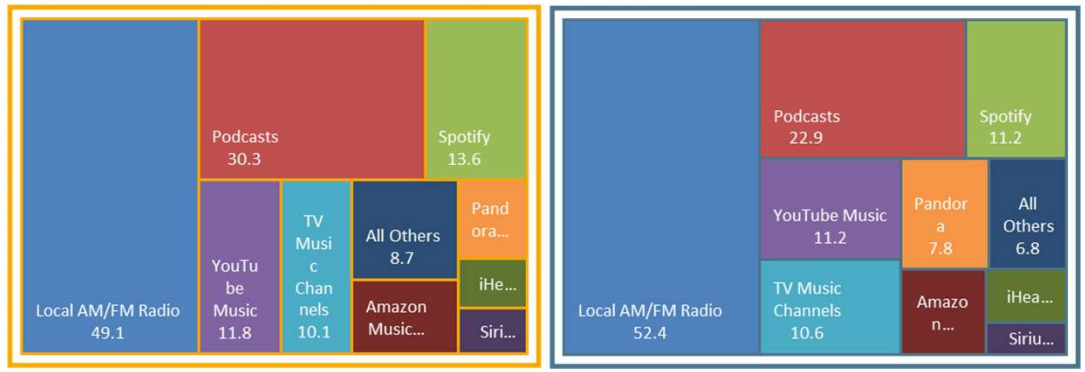
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 667

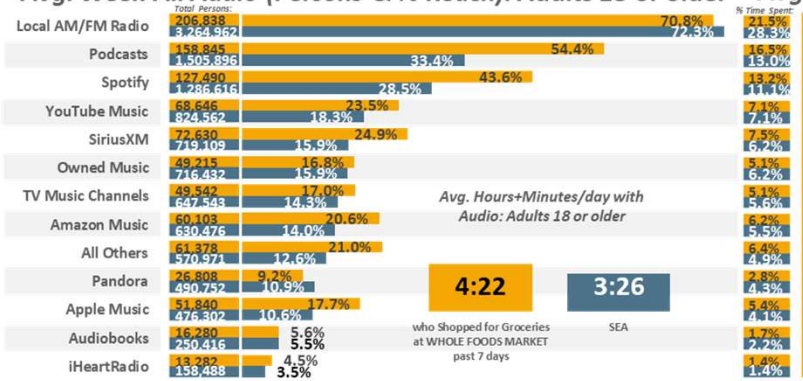
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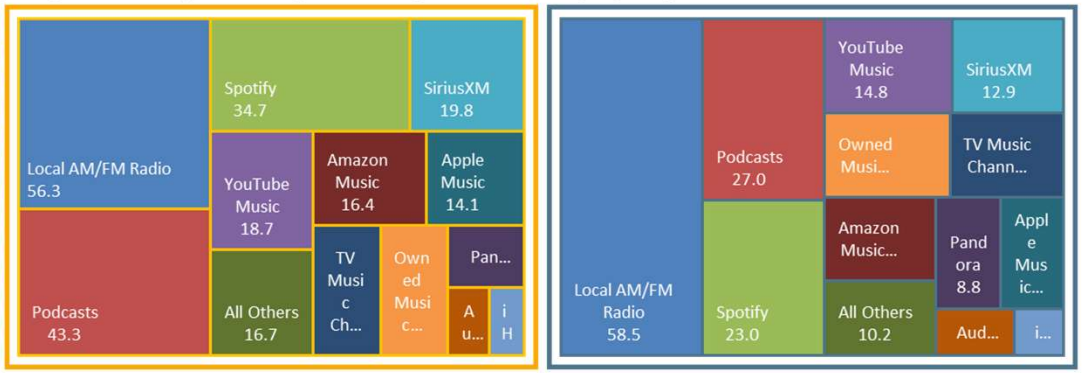
Grocery stores shopped past 7 days (HHLD): Whole Foods Market

197,363 or 67.6% 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 43.2 minutes every day representing 28.9% of all time spent daily with Ad-Supported Audio.

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



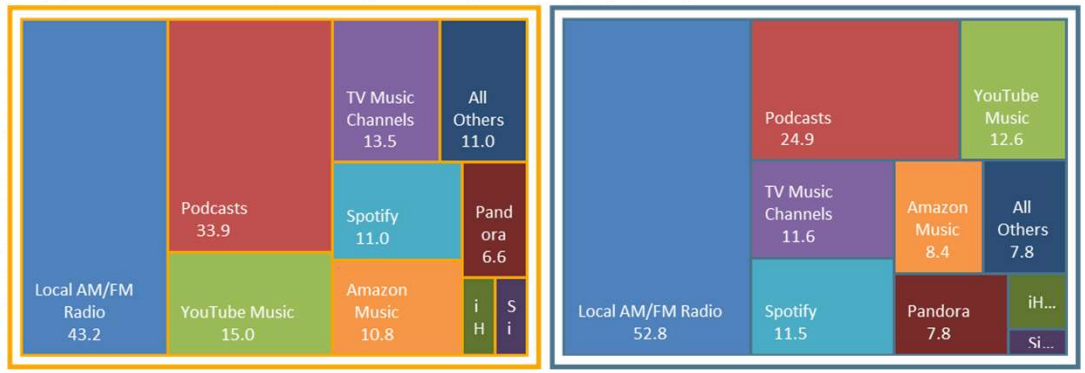
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 257

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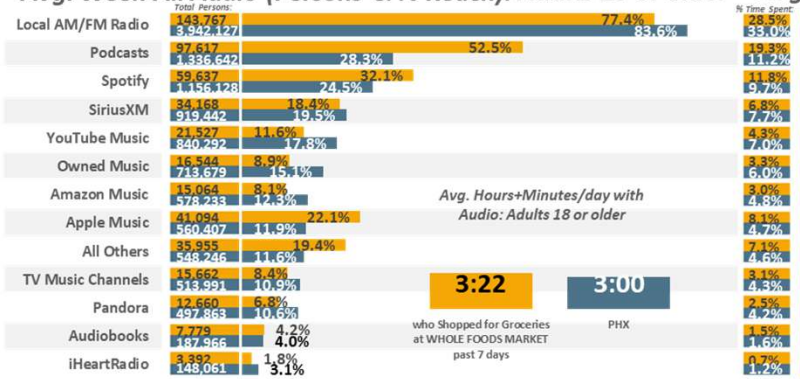
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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

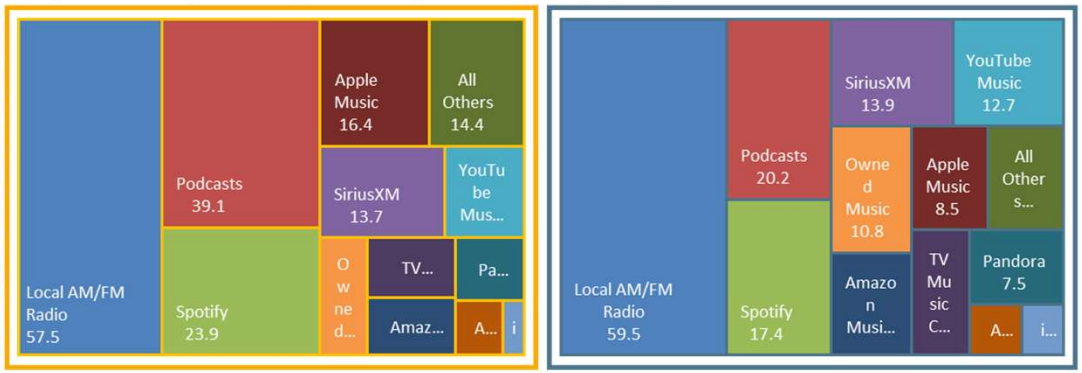
WHOLE FOODS MARKET PHX

139,299 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 49.3 minutes every day representing 36.9% of all time spent daily with Ad-Supported Audio.

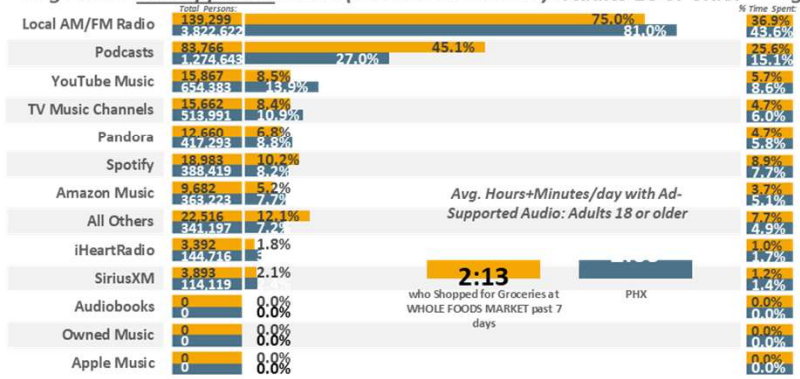
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



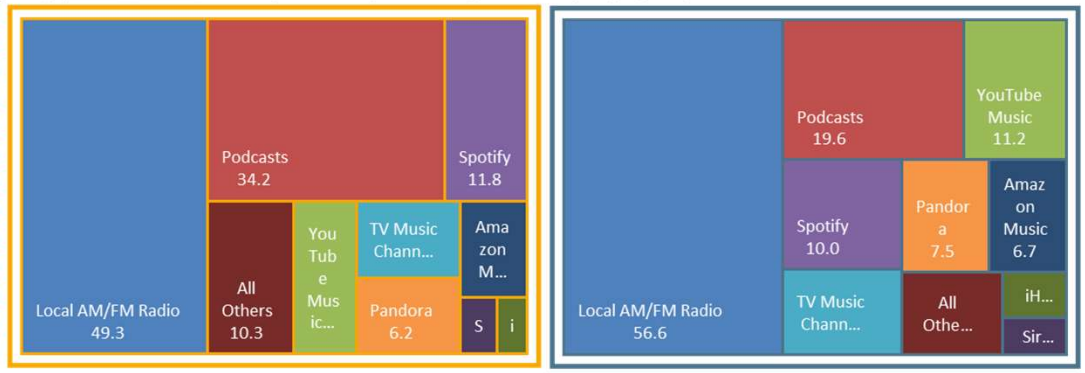
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 112

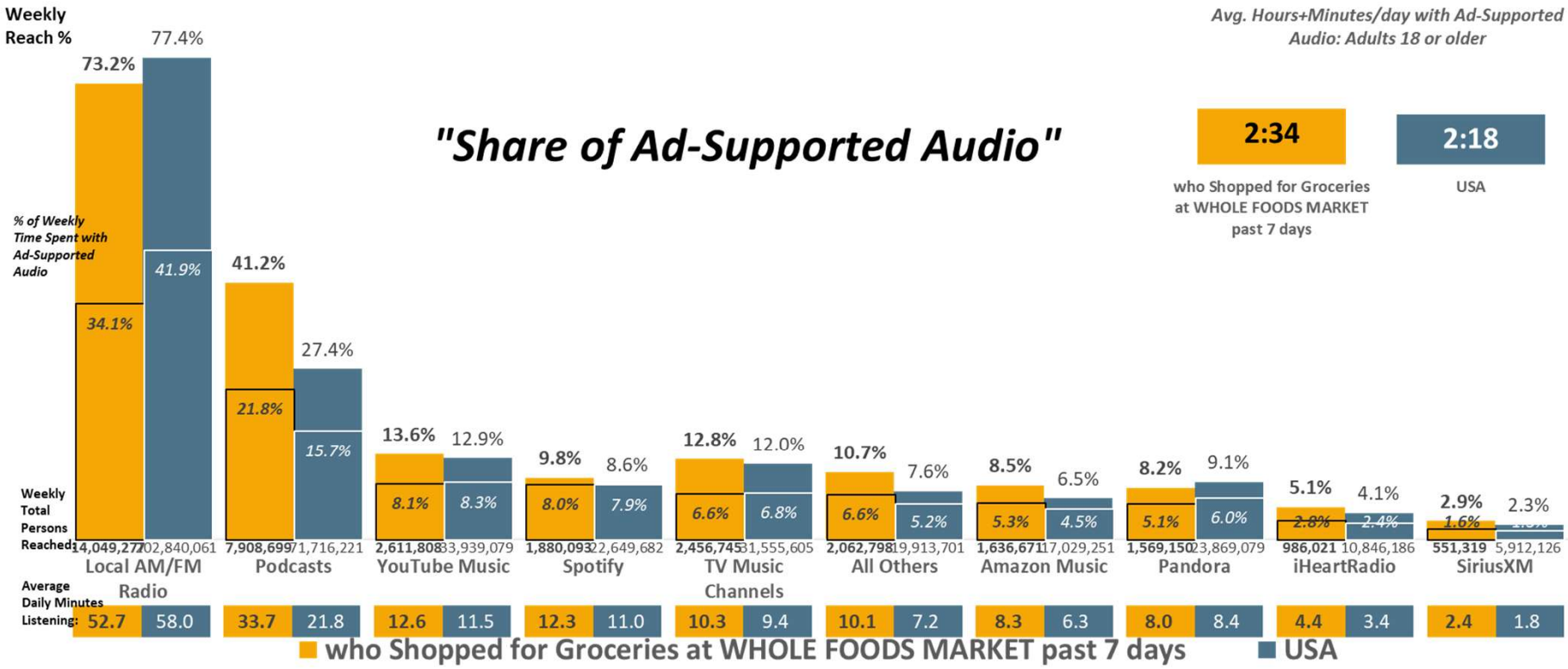
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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

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

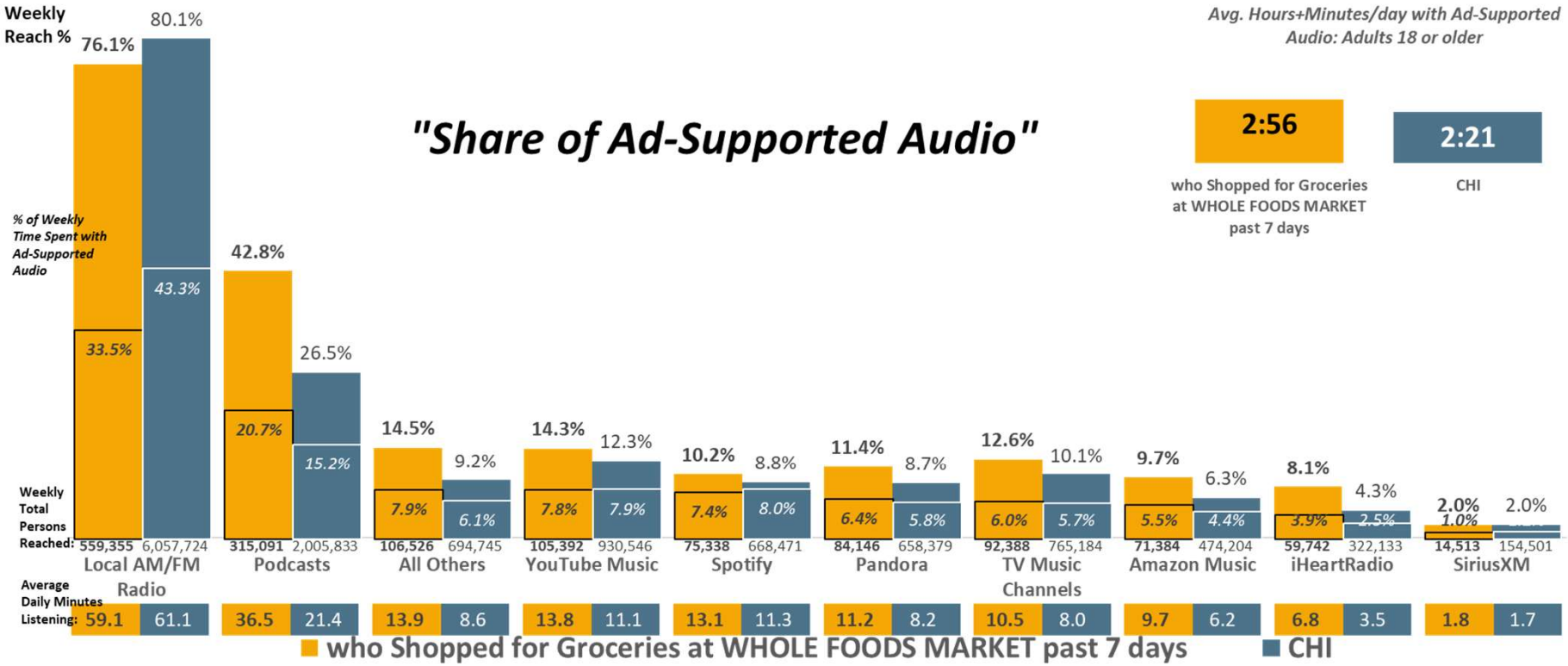
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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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

559,355 or 76.1% 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 59.1 minutes every day representing 33.5% of all time spent daily with Ad-Supported Audio.



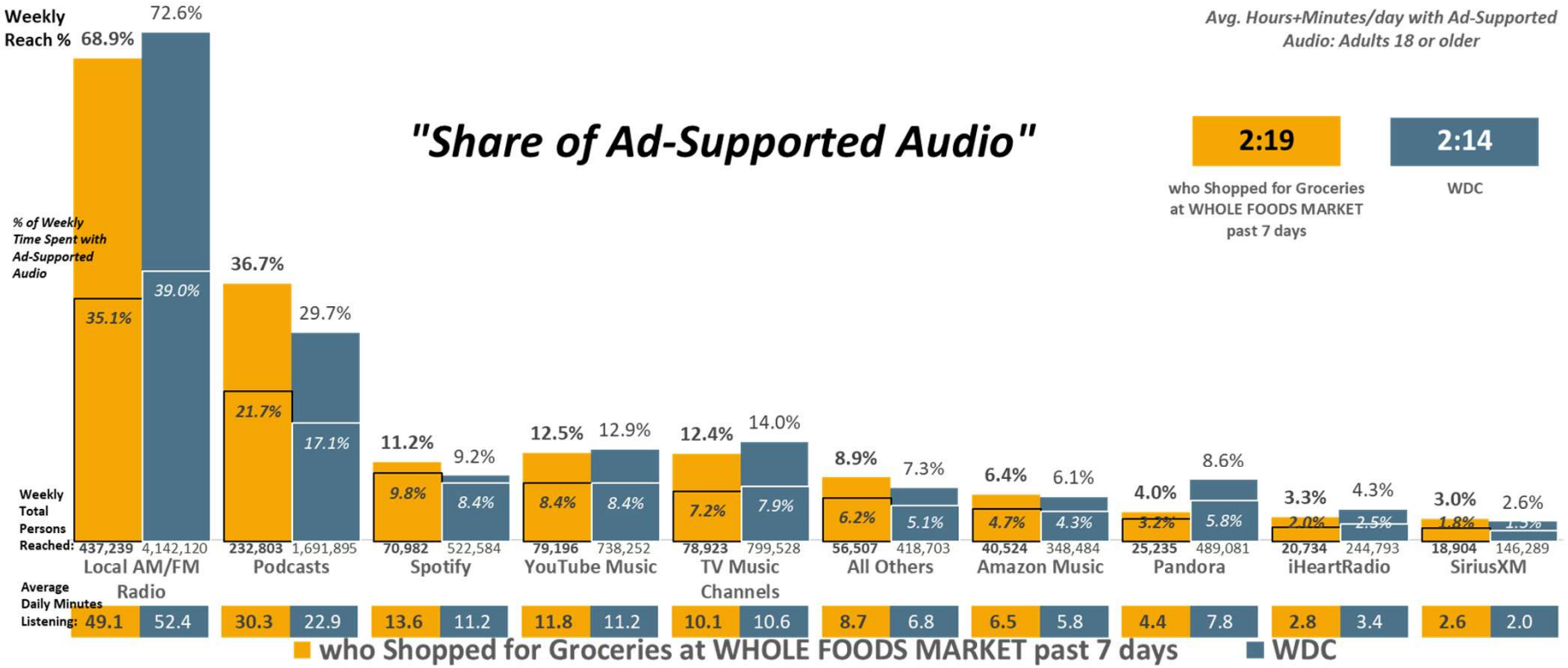
CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 378 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,846

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

437,239 or 68.9% 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 49.1 minutes every day representing 35.1% of all time spent daily with Ad-Supported Audio.



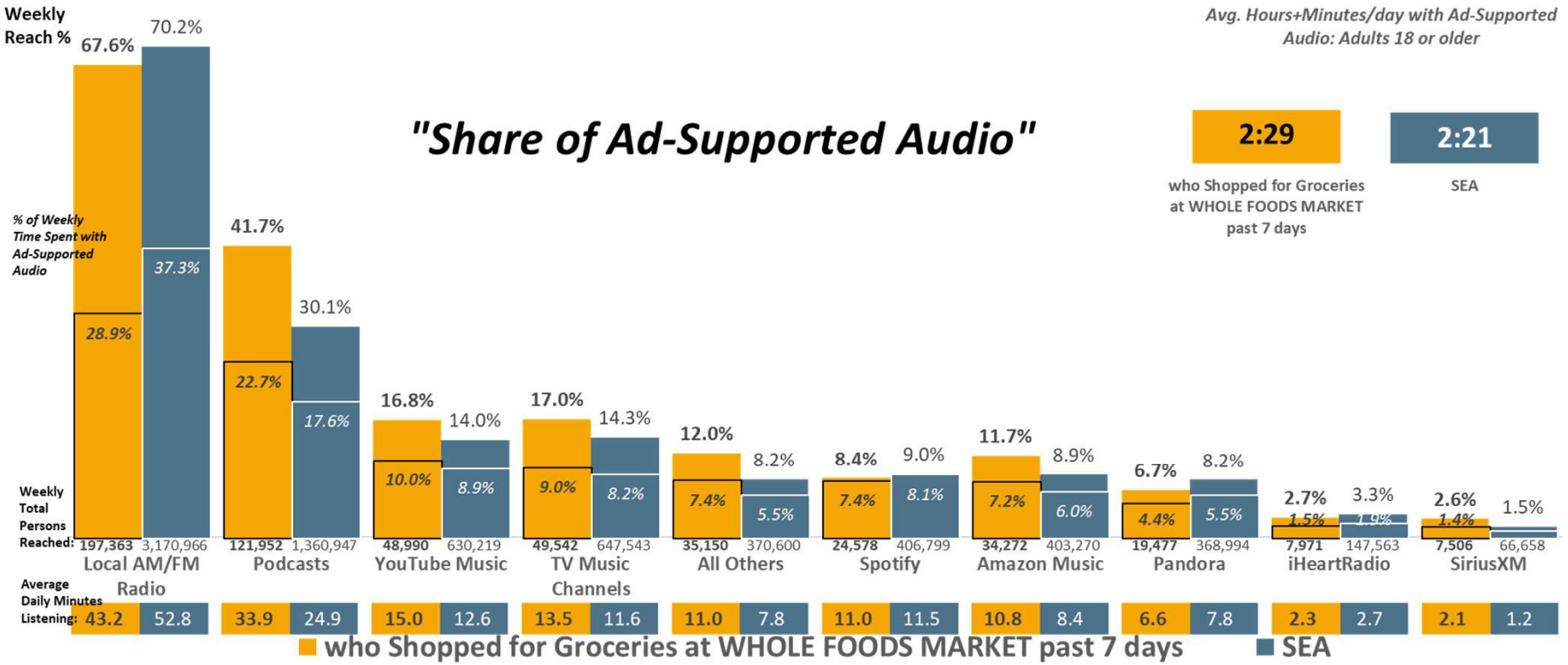
WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 667 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

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

197,363 or 67.6% 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 43.2 minutes every day representing 28.9% of all time spent daily with Ad-Supported Audio.



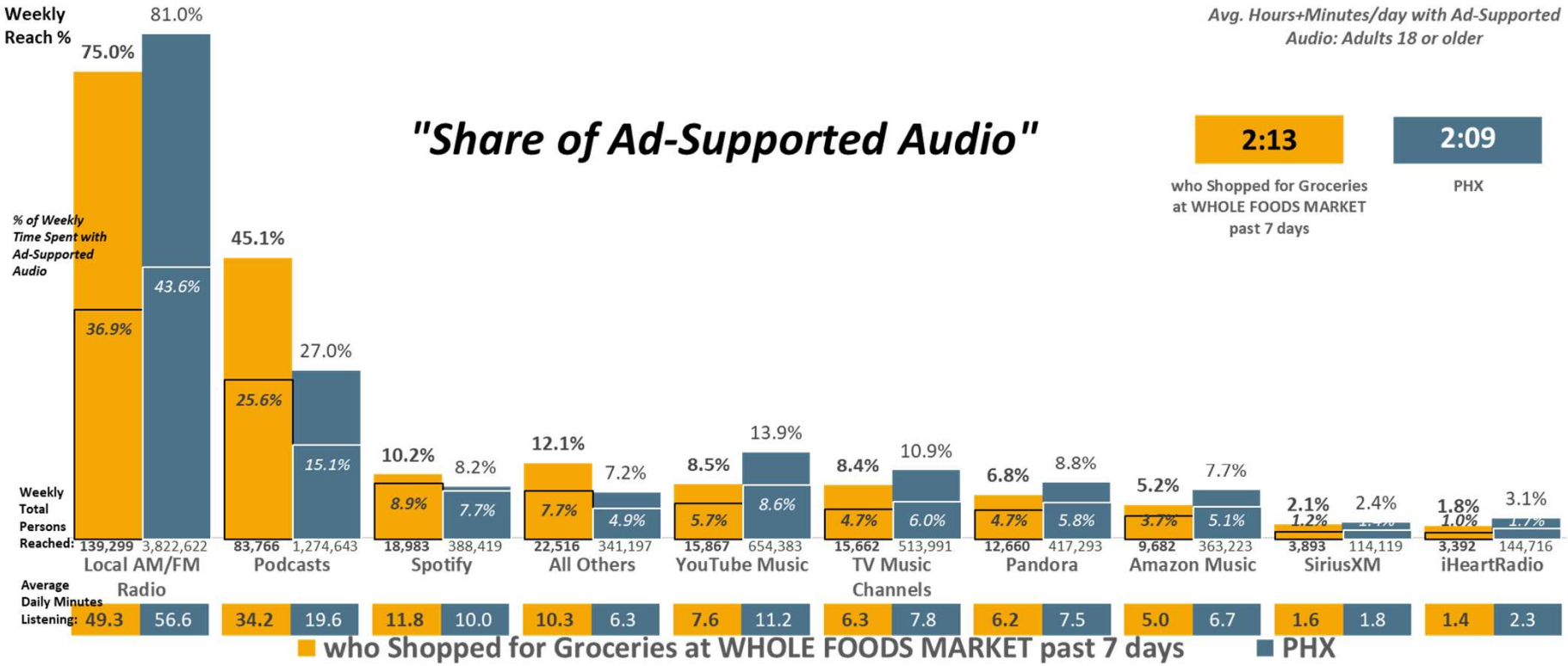
SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 257 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

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

139,299 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 49.3 minutes every day representing 36.9% of all time spent daily with Ad-Supported Audio.



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 112 PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,461

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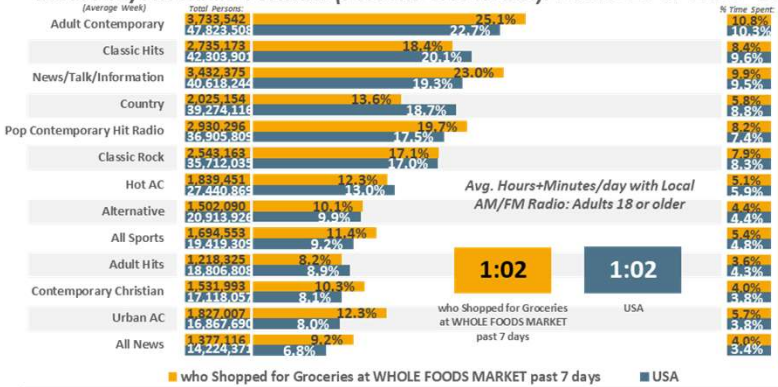
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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

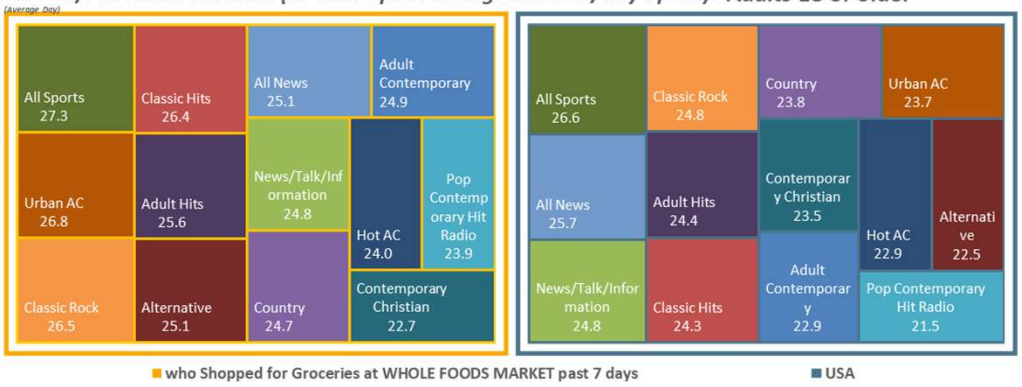
WHOLE FOODS MARKET USA

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



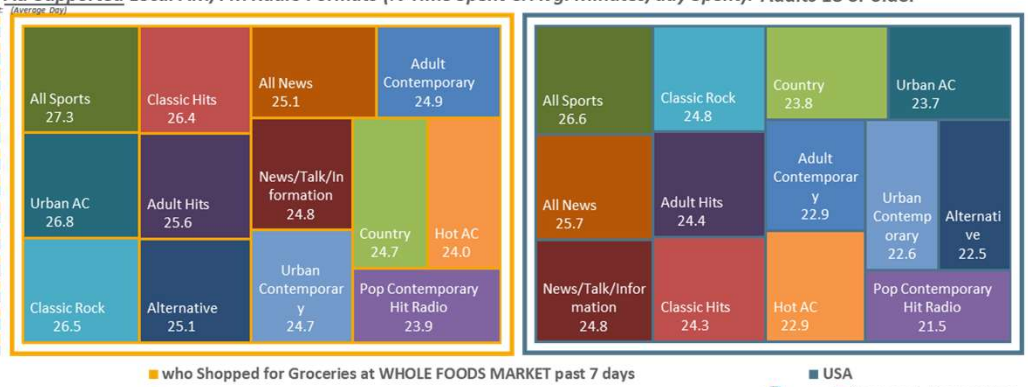
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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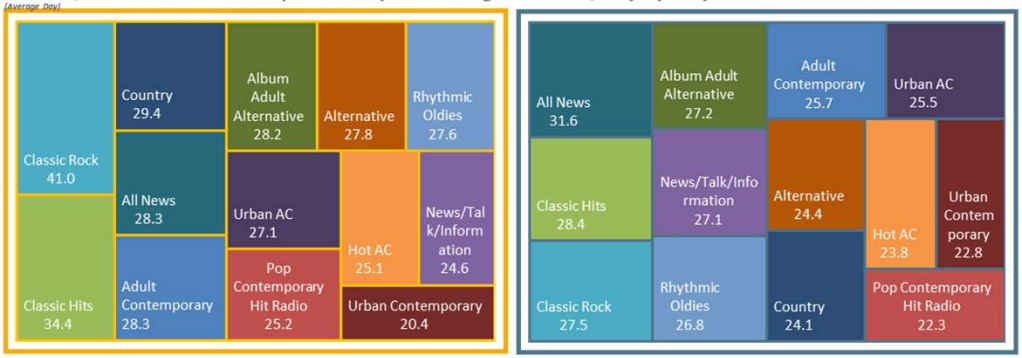
Grocery stores shopped past 7 days (HHLD): Whole Foods Market

559,355 or 76.1% 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 Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Hot AC, and All News.

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



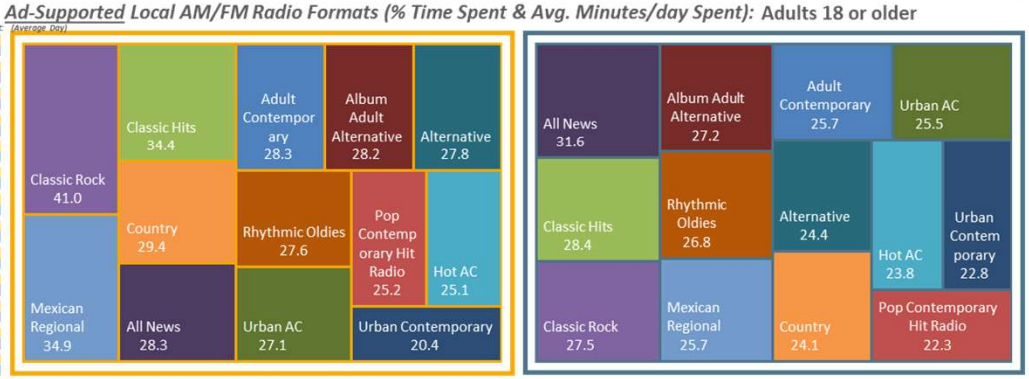
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 378

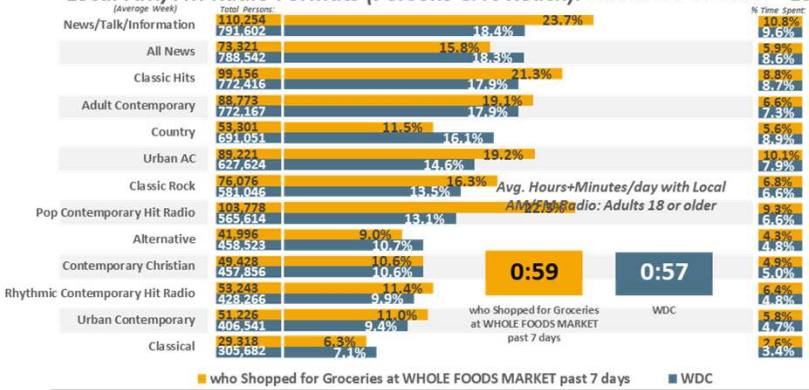
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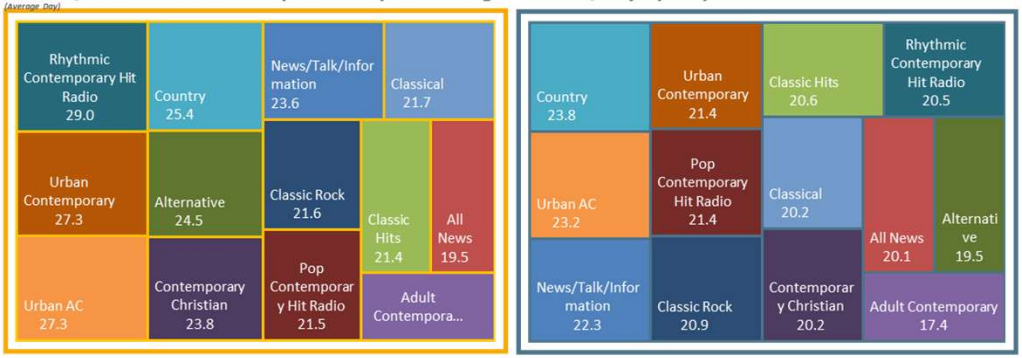
Grocery stores shopped past 7 days (HHLD): Whole Foods Market

437,239 or 68.9% 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 Pop Contemporary Hit Radio, Classic Hits, Urban AC, Adult Contemporary, and Classic Rock.

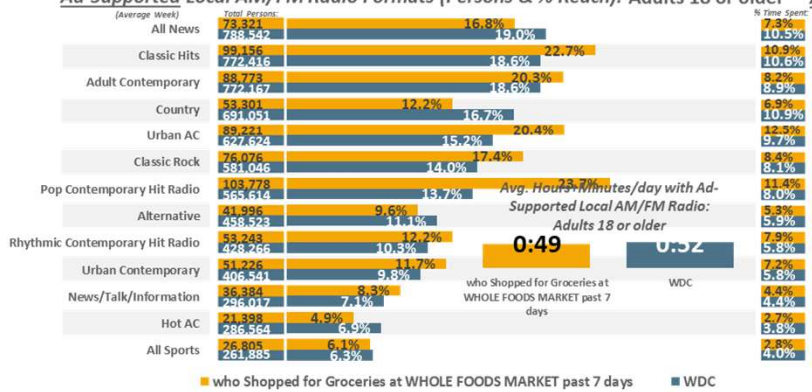
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



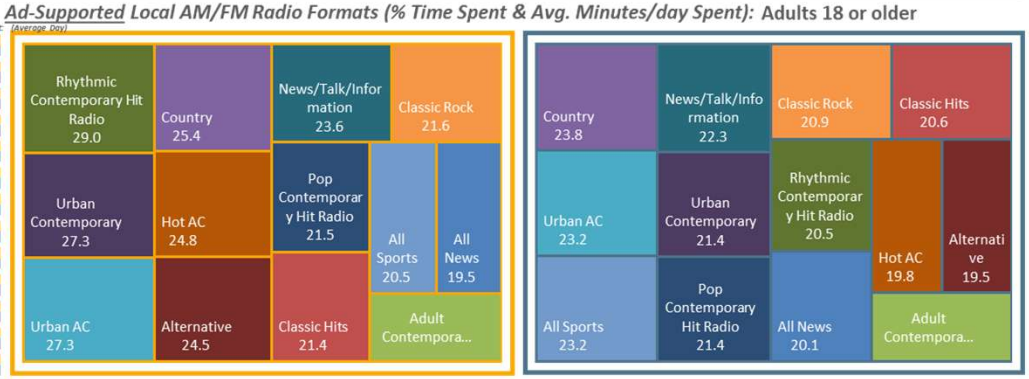
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 667

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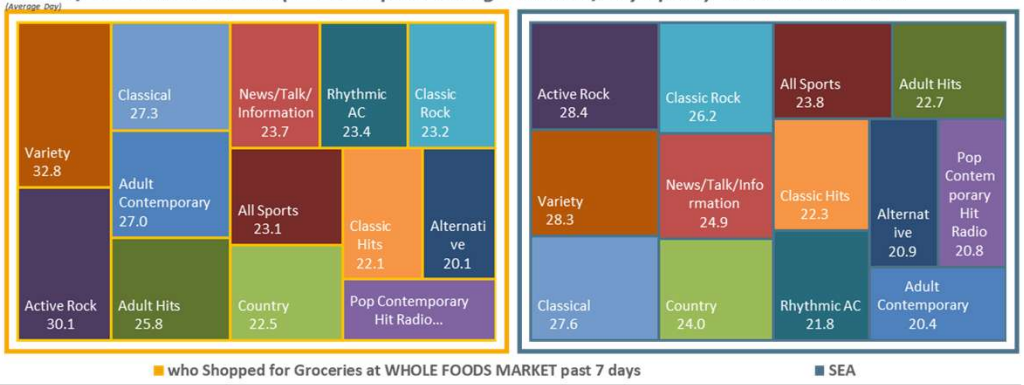
Grocery stores shopped past 7 days (HHLD): Whole Foods Market

197,363 or 67.6% 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 Country, Adult Contemporary, Pop Contemporary Hit Radio, Classic Rock, and Adult Hits.

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



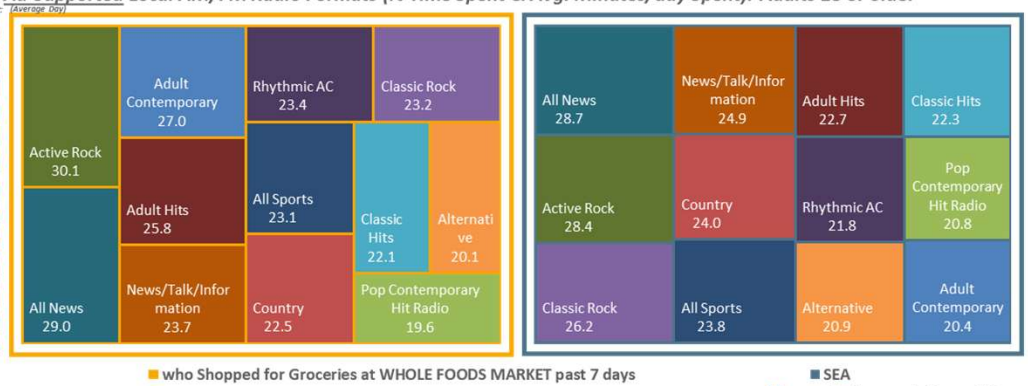
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 257

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

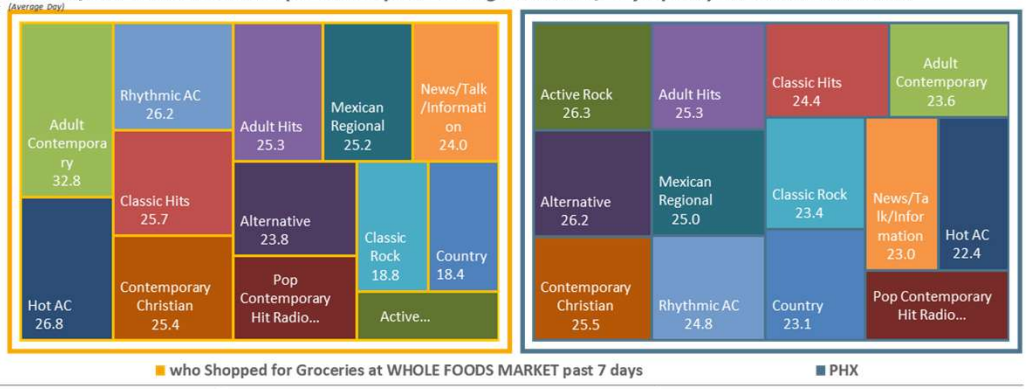
WHOLE FOODS MARKET PHX

139,299 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 Hits, Classic Rock, All Sports, Active Rock, and Classic Hits.

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



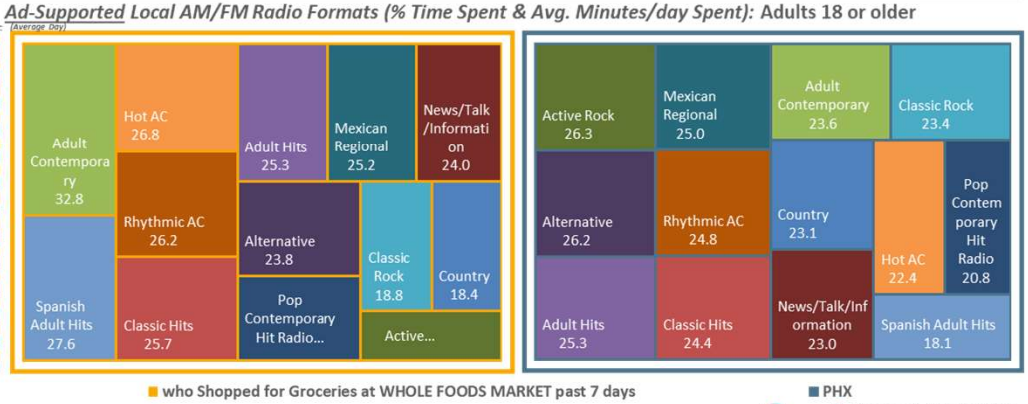
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 112

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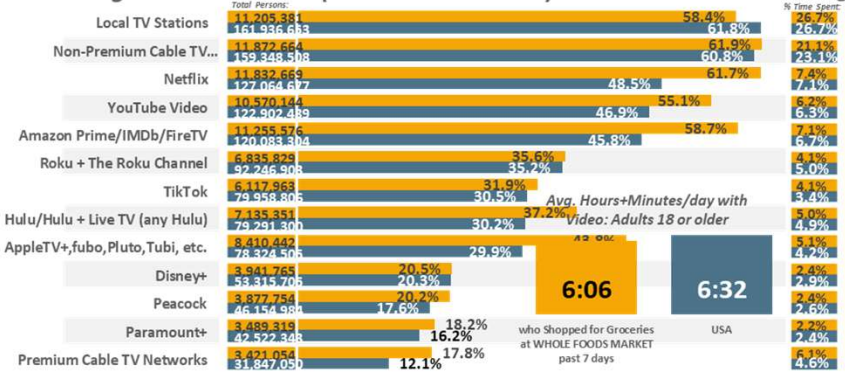
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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

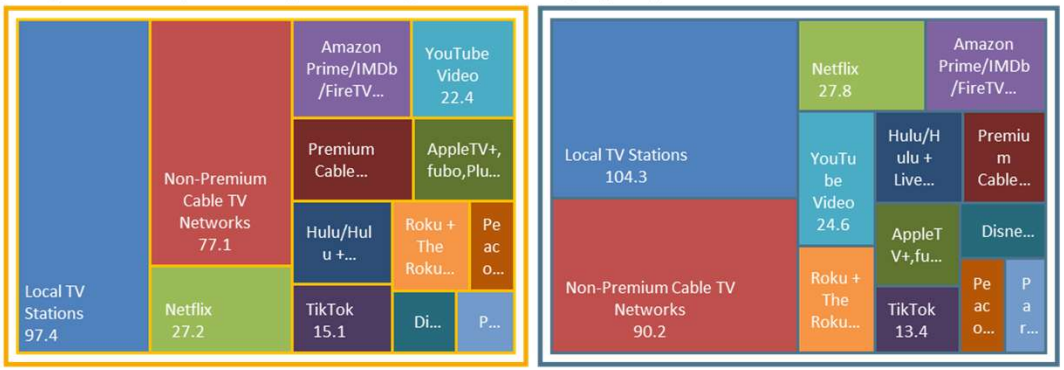
WHOLE FOODS MARKET USA

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.

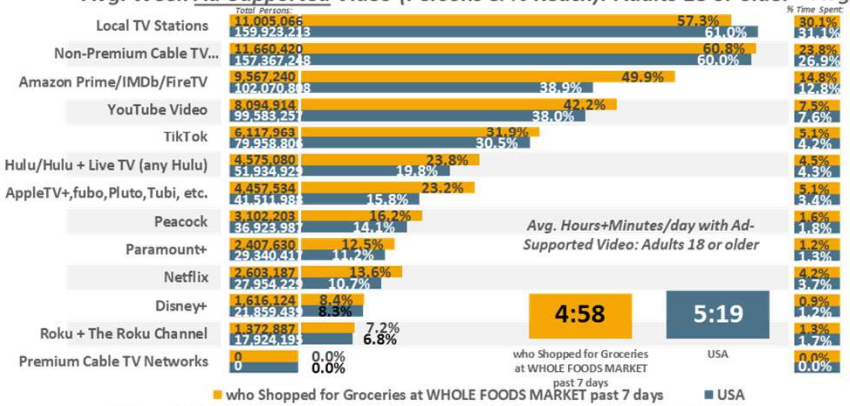
Avg. Week All Video (Persons & % Reach): Adults 18 or older



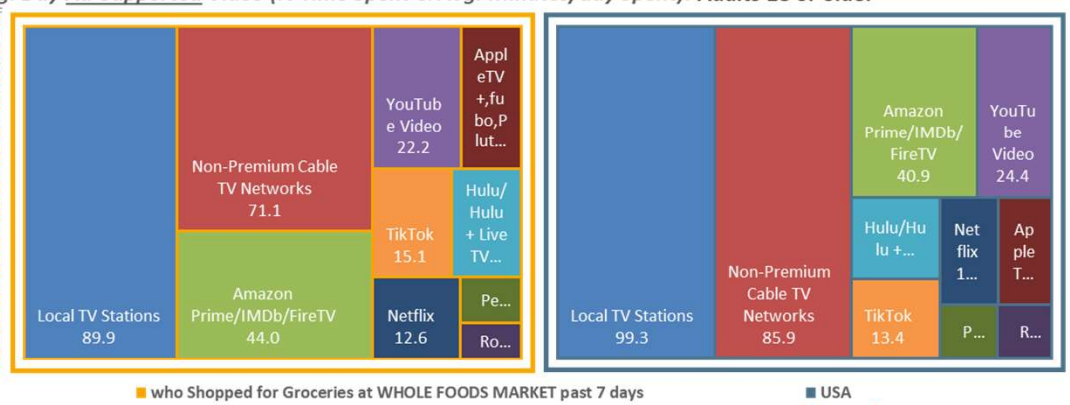
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

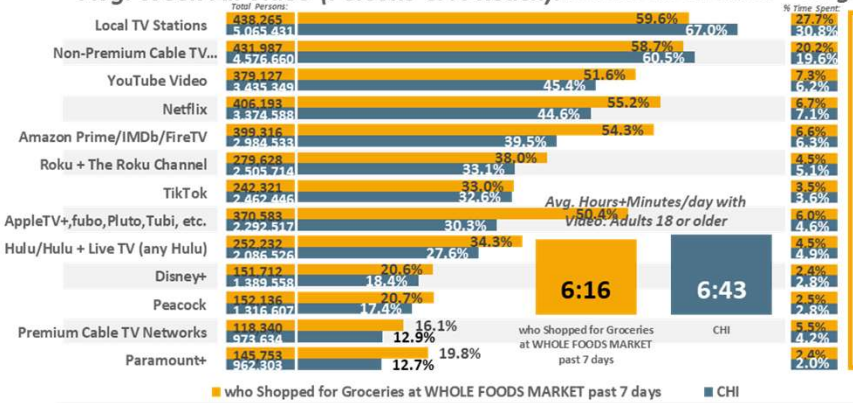
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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

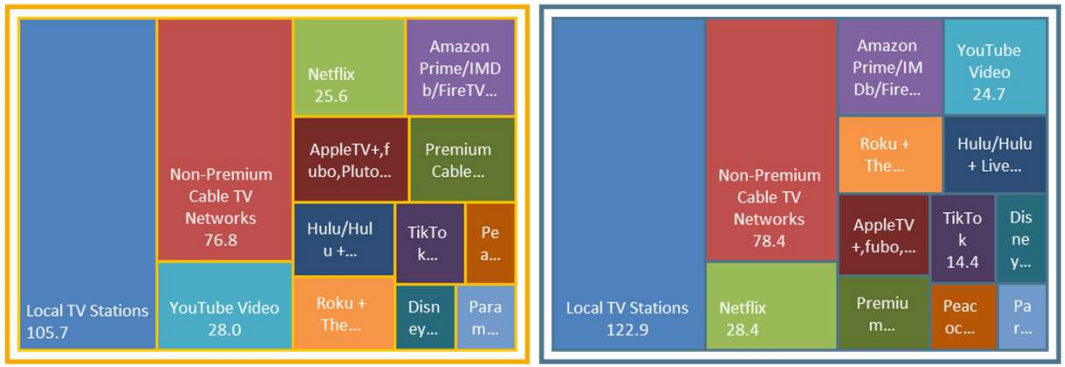
WHOLE FOODS MARKET — CHI

431,709 or 58.7% 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 98.1 minutes every day representing 32.% of all time spent daily with Ad-Supported Video.

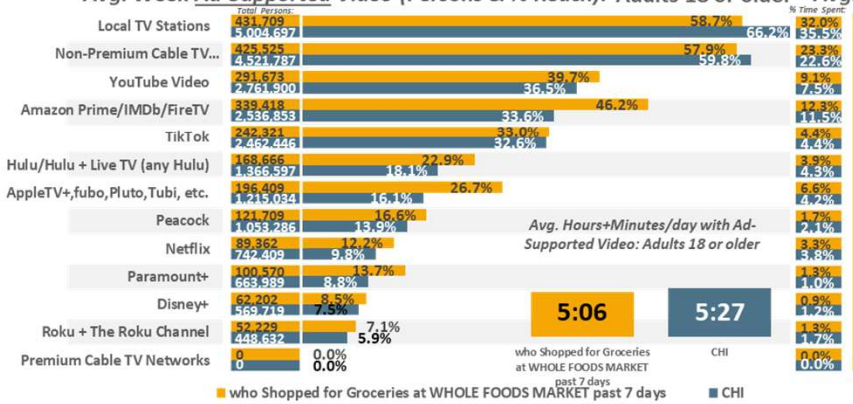
Avg. Week All Video (Persons & % Reach): Adults 18 or older



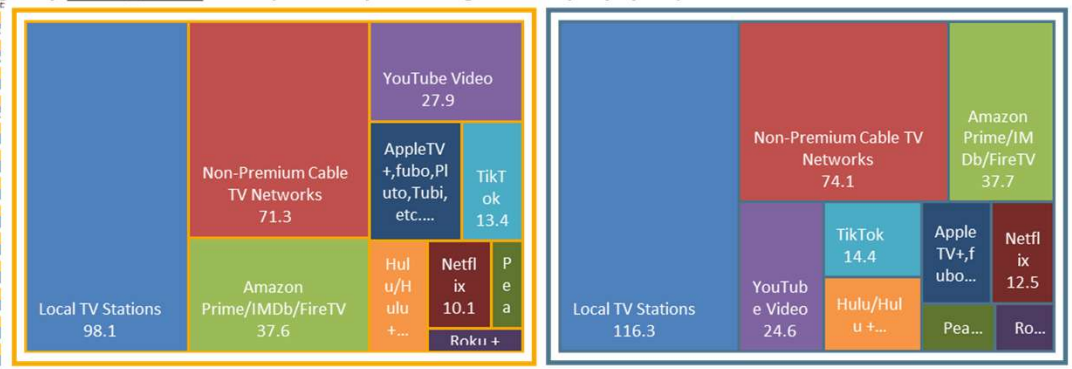
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 378

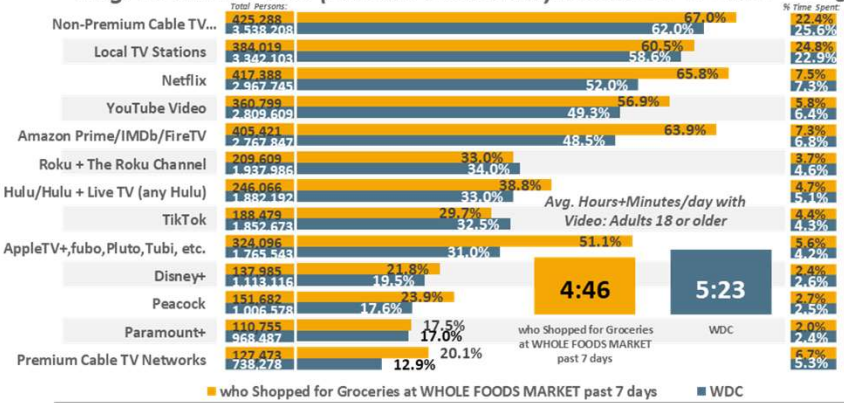
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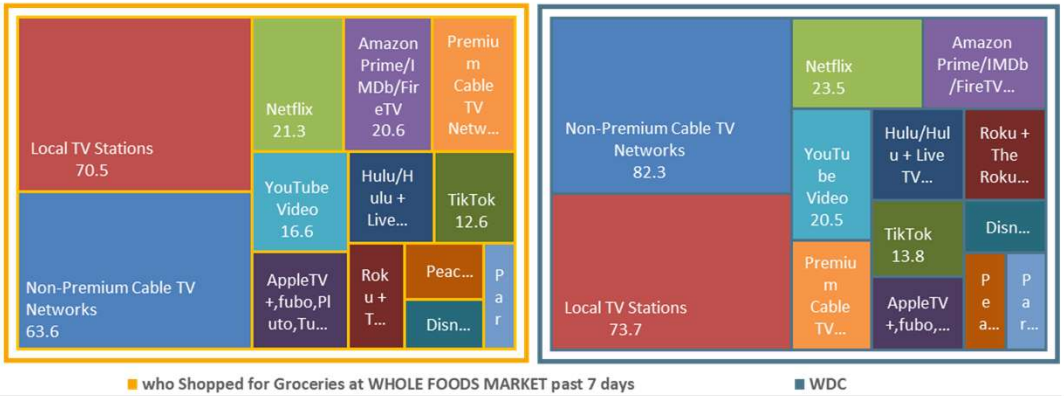
Grocery stores shopped past 7 days (HHLD): Whole Foods Market

374,435 or 59.% 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 63.6 minutes every day representing 27.3% of all time spent daily with Ad-Supported Video.

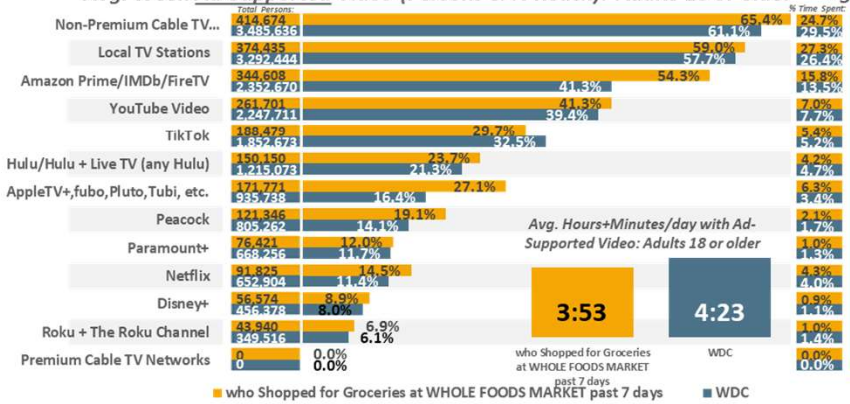
Avg. Week All Video (Persons & % Reach): Adults 18 or older



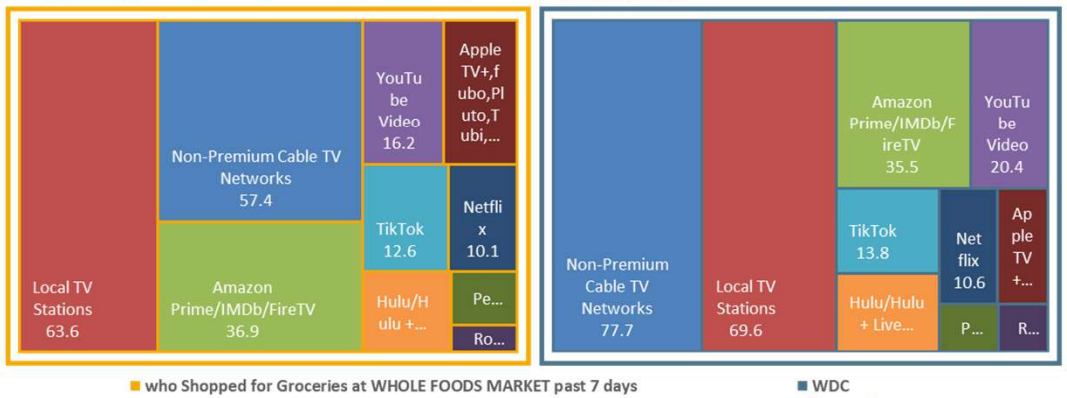
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 667

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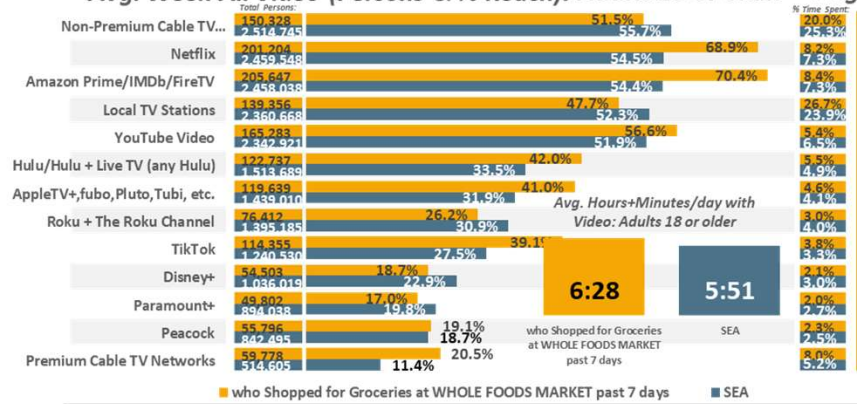
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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

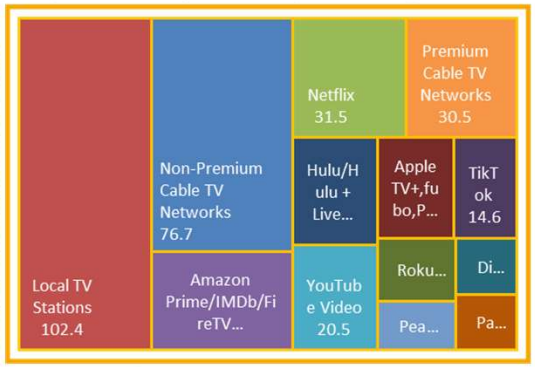
WHOLE FOODS MARKET SEA

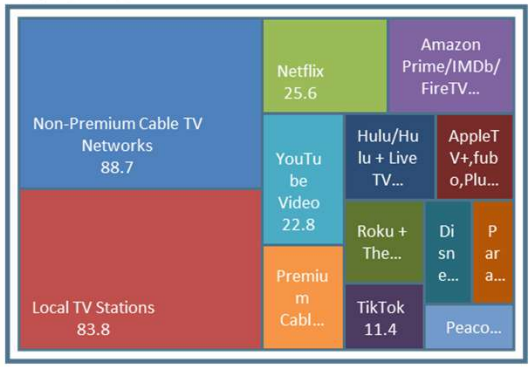
136,241 or 46.6% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days watch Ad-Supported Local TV Stations for an average of 93.4 minutes every day representing 29.% of all time spent daily with Ad-Supported Video.

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

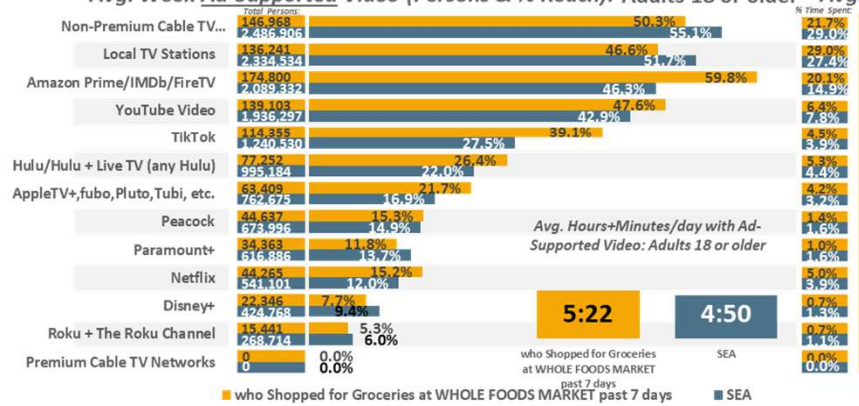


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

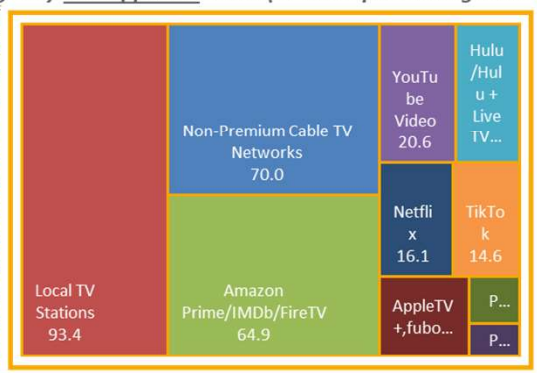


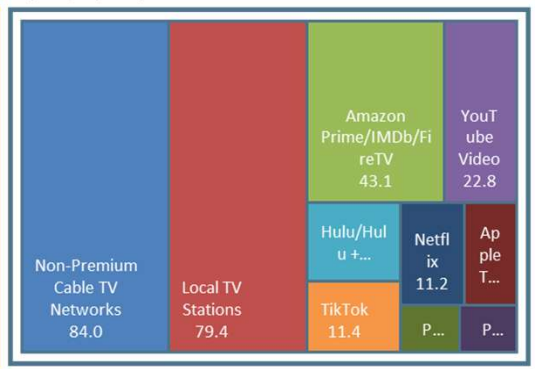


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 257

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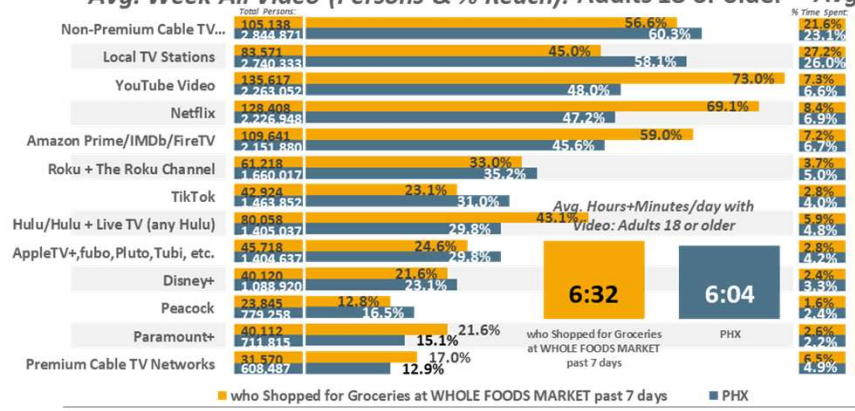
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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

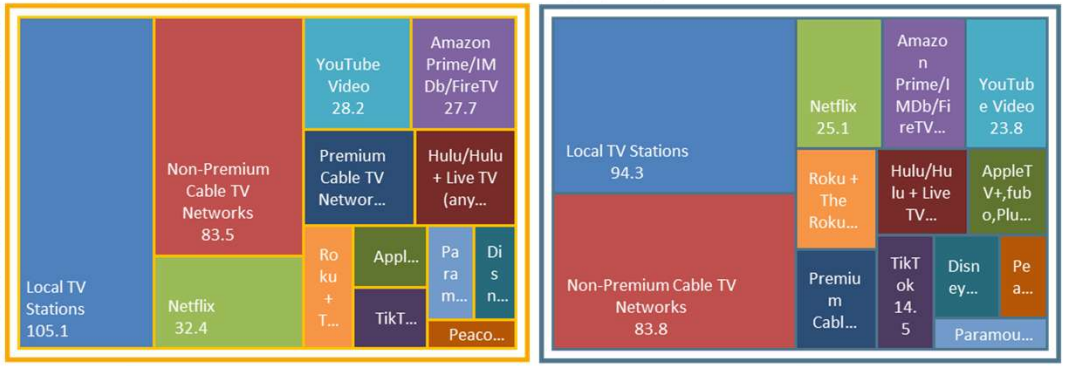
WHOLE FOODS MARKET PHX

83,250 or 44.8% 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 98.3 minutes every day representing 31.3% of all time spent daily with Ad-Supported Video.

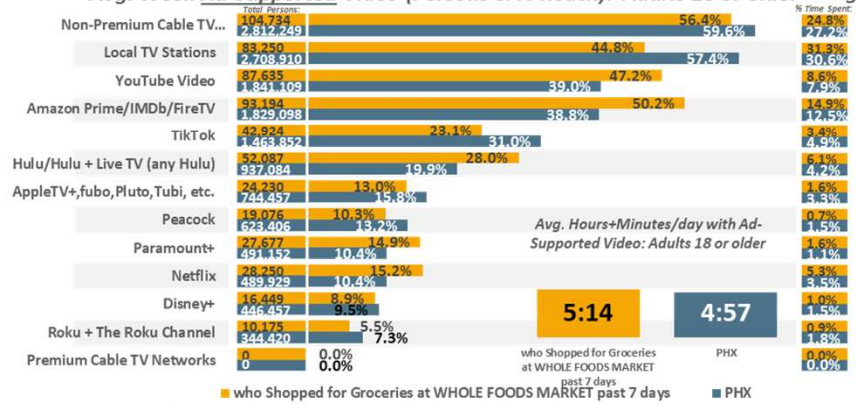
Avg. Week All Video (Persons & % Reach): Adults 18 or older



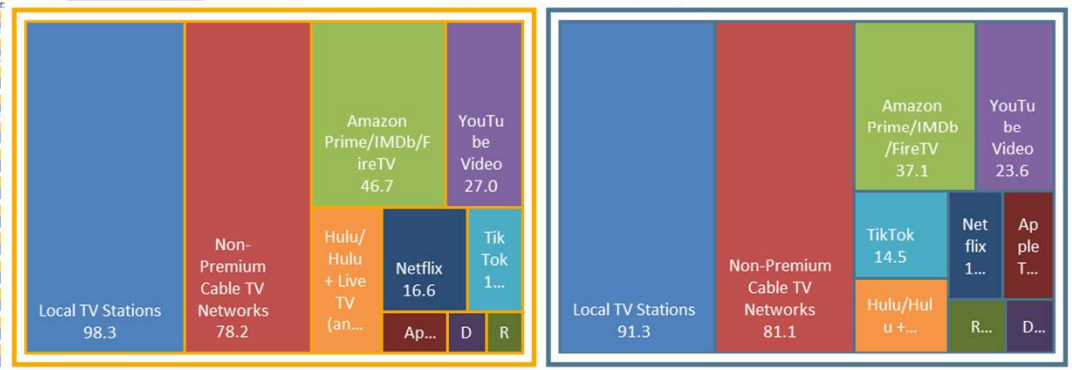
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 112

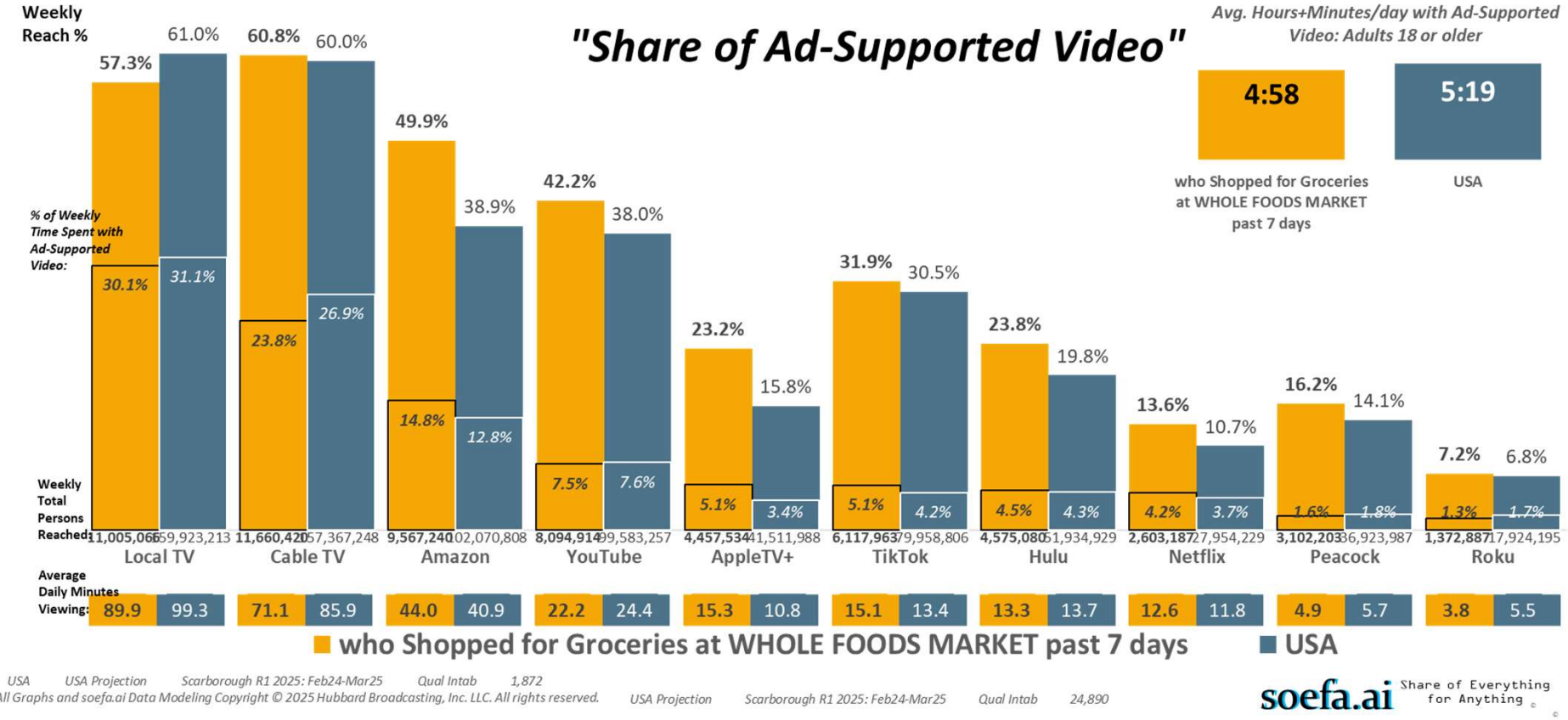
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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

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

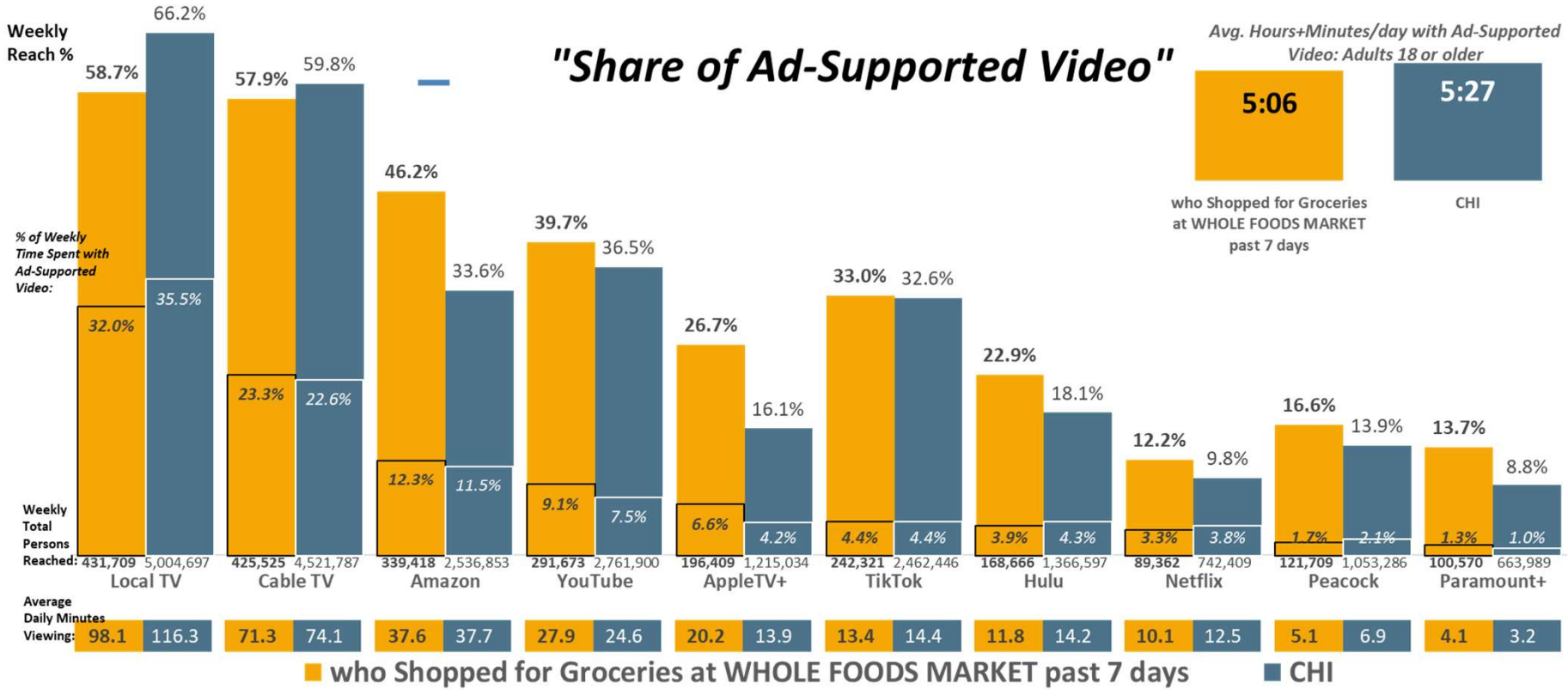
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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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

431,709 or 58.7% 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 98.1 minutes every day representing 32.% of all time spent daily with Ad-Supported Video.



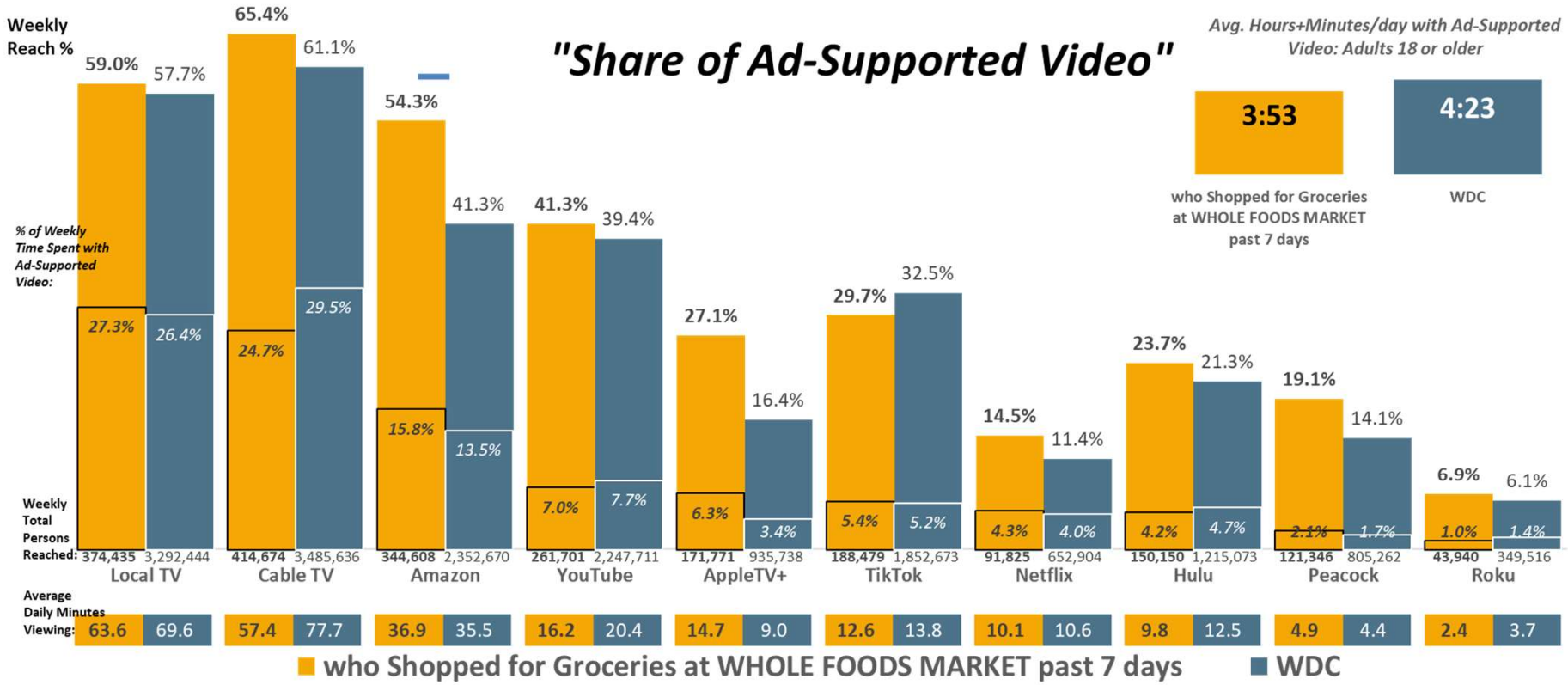
CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 378 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,846

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

374,435 or 59.% 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 63.6 minutes every day representing 27.3% of all time spent daily with Ad-Supported Video.



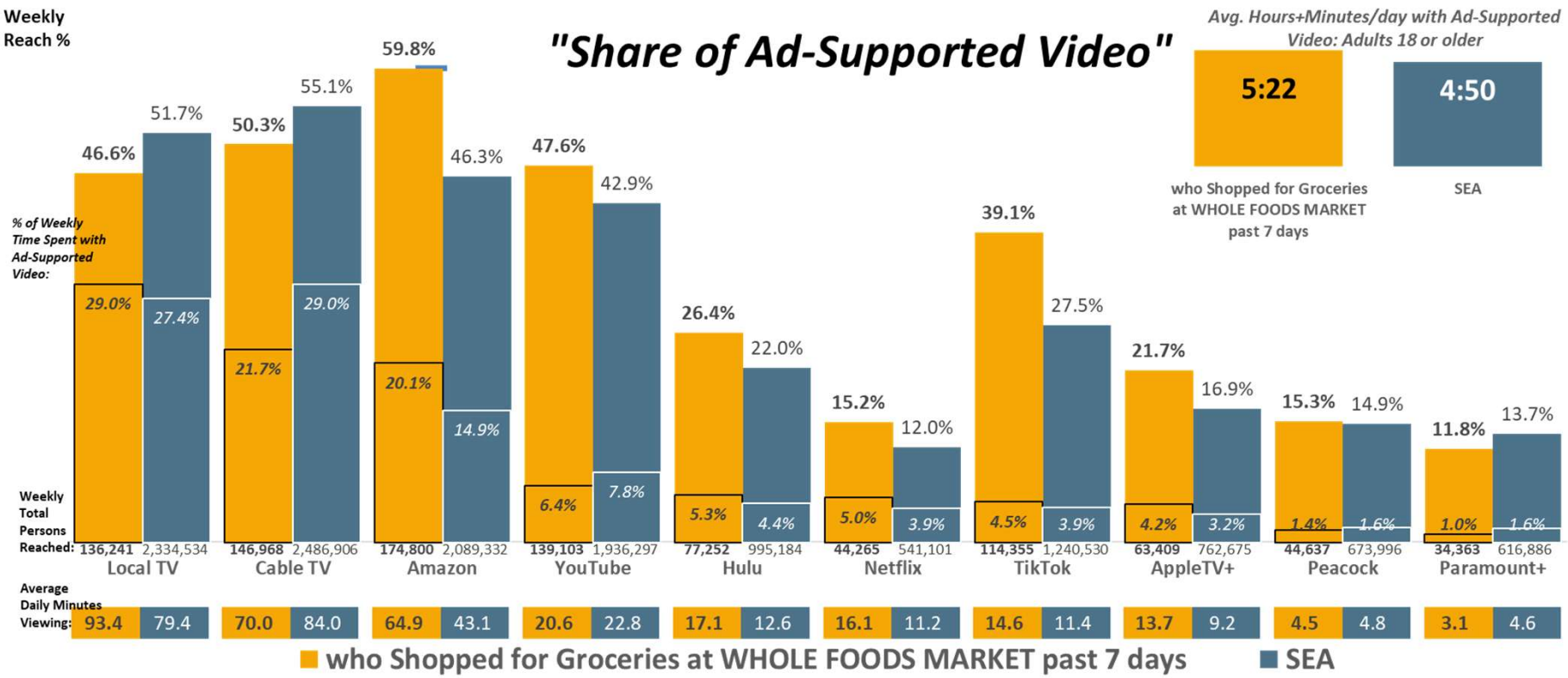
WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 667 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

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

136,241 or 46.6% 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 93.4 minutes every day representing 29.% of all time spent daily with Ad-Supported Video.



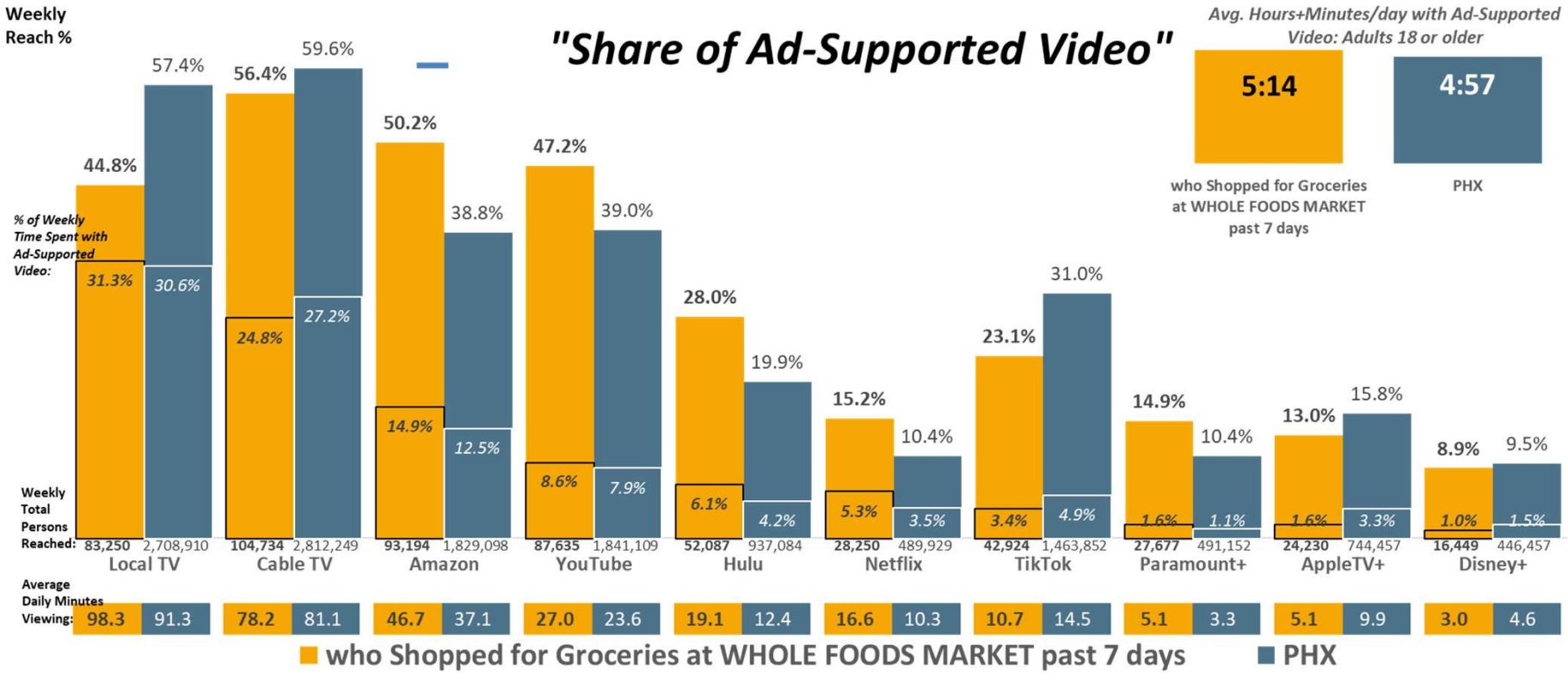
SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 257 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

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

83,250 or 44.8% 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 98.3 minutes every day representing 31.3% of all time spent daily with Ad-Supported Video.



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 112 PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,461

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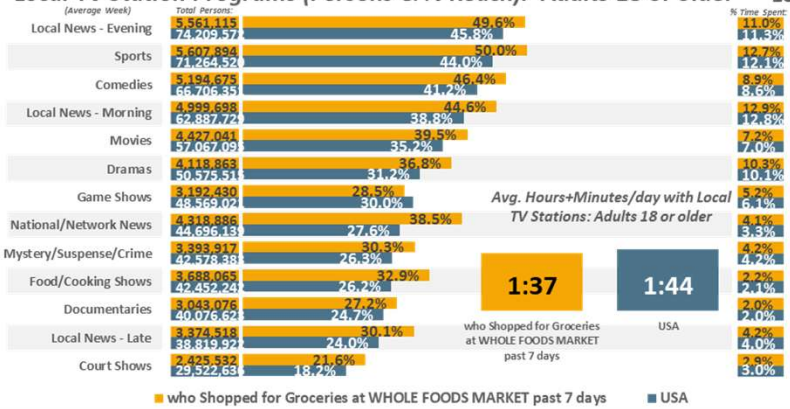
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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

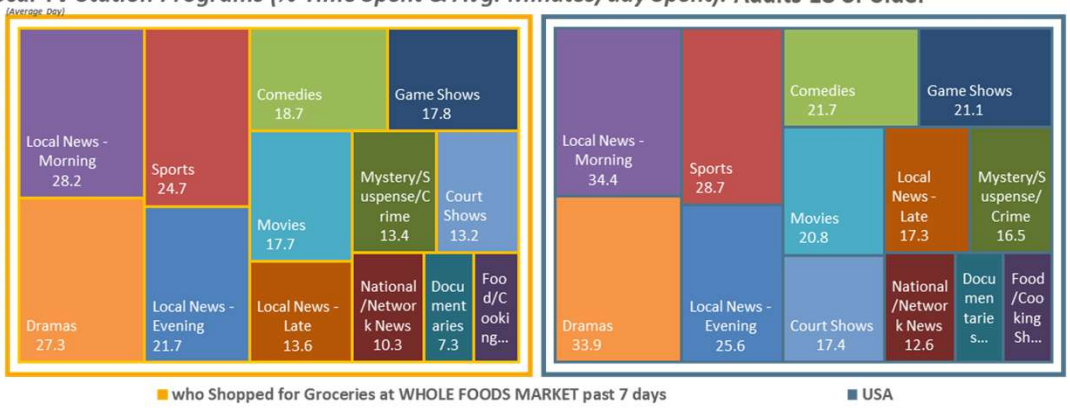
WHOLE FOODS MARKET USA

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



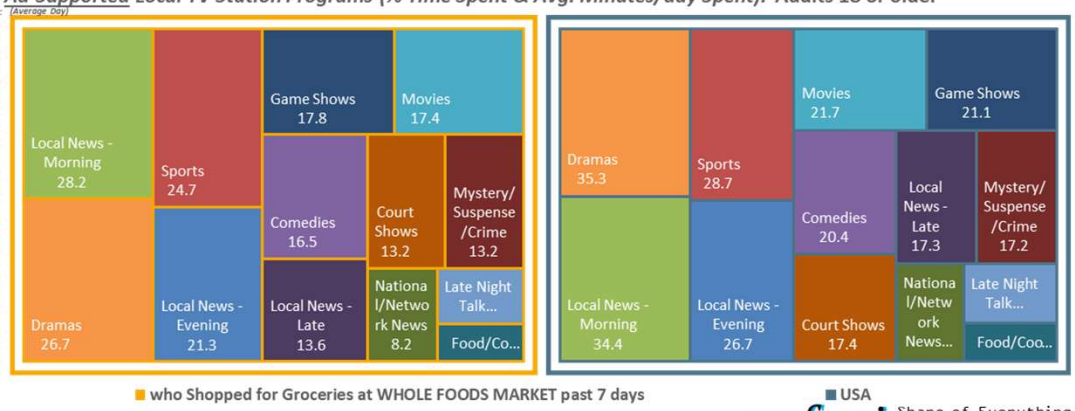
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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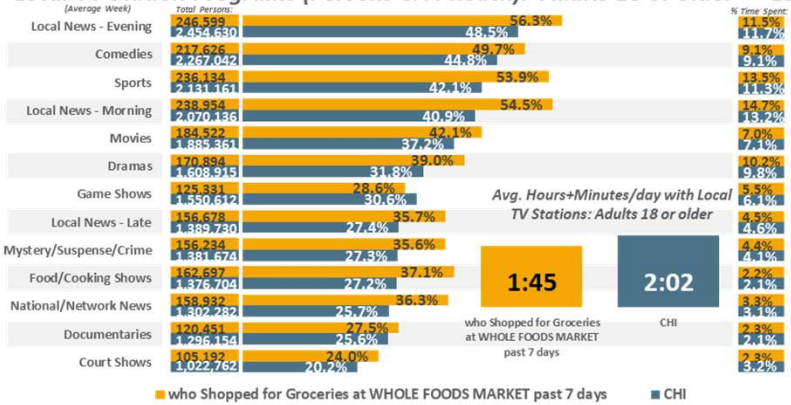
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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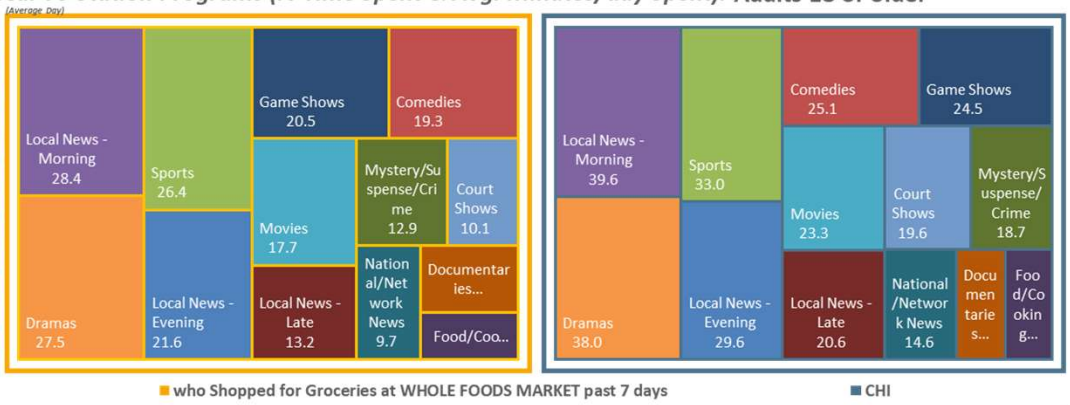
Grocery stores shopped past 7 days (HHLD): Whole Foods Market

431,709 or 58.7% 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, Local News - Morning, Sports, Comedies, Movies, and Dramas.

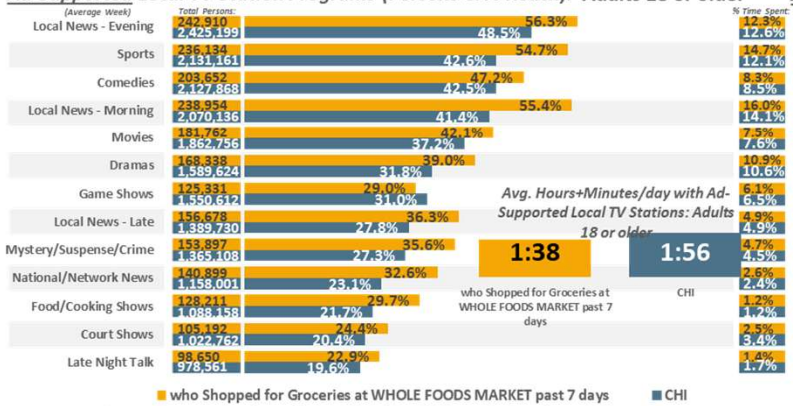
Local TV Station Programs (Persons & % Reach): Adults 18 or older



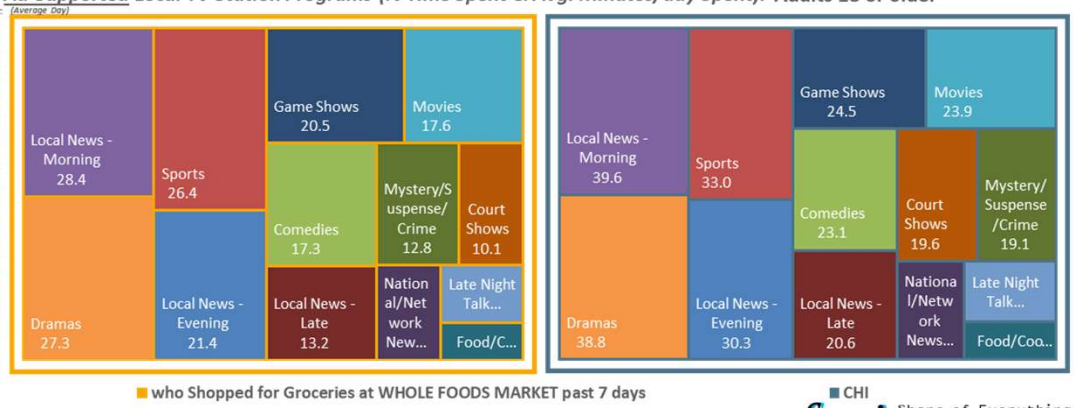
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 378

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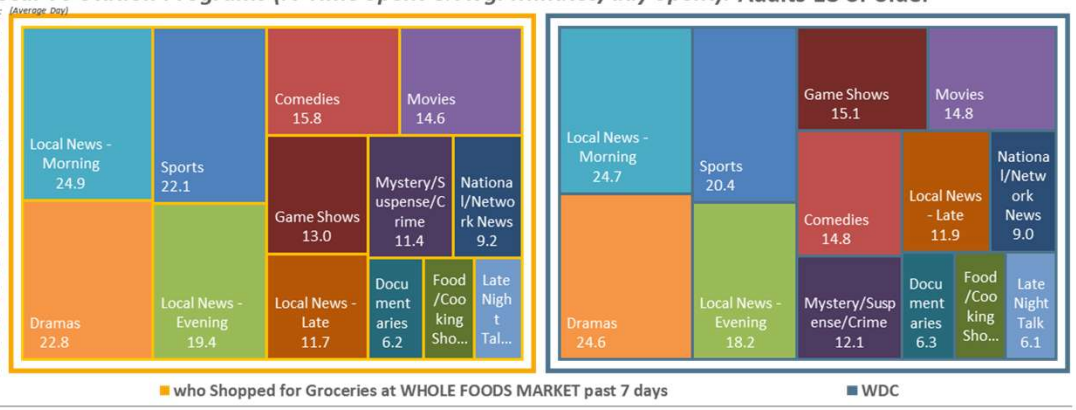
Grocery stores shopped past 7 days (HHLD): Whole Foods Market

374,435 or 59.% 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, National/Network News, Comedies, Local News - Morning, and Movies.

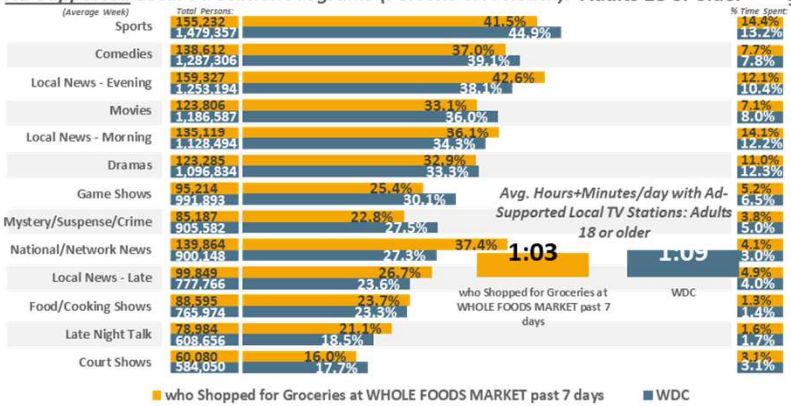
Local TV Station Programs (Persons & % Reach): Adults 18 or older



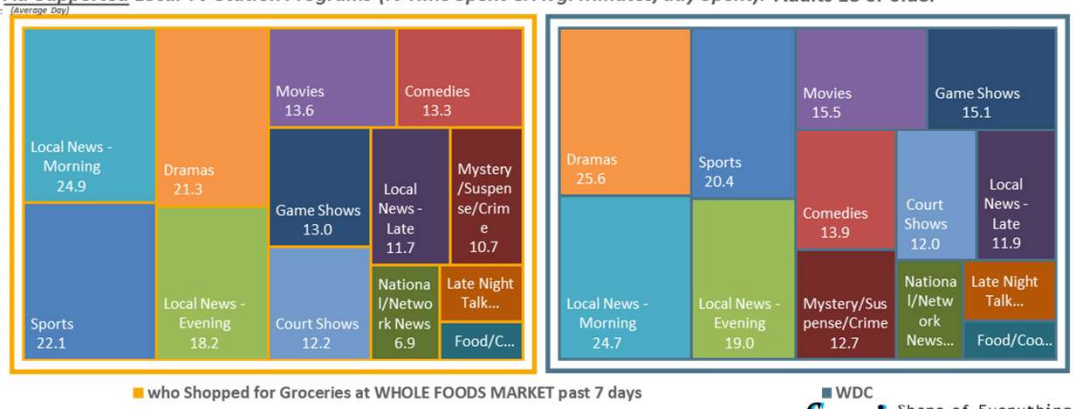
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 667

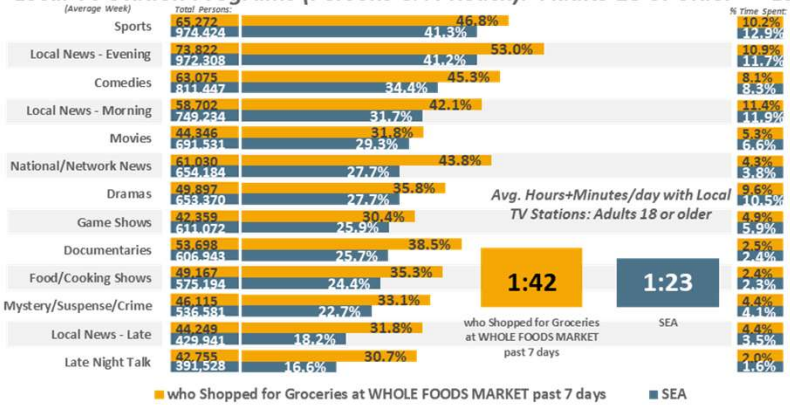
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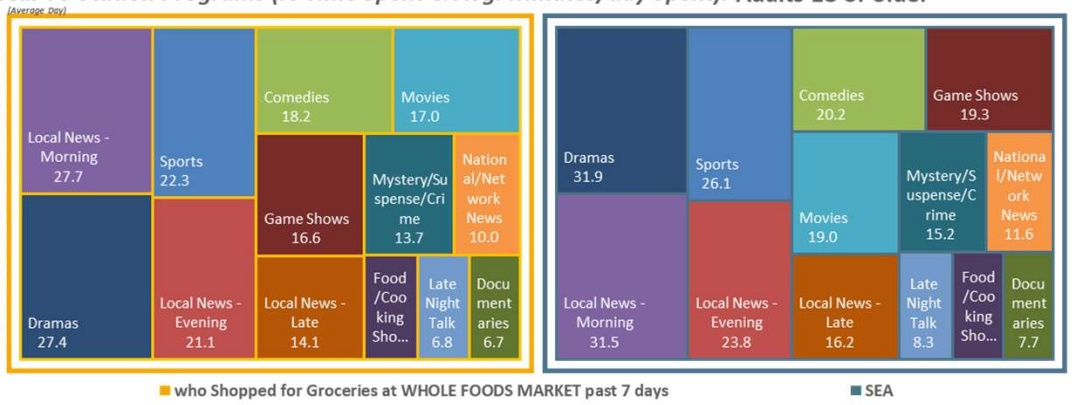
Grocery stores shopped past 7 days (HHLD): Whole Foods Market

136,241 or 46.6% 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, National/Network News, and Dramas

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



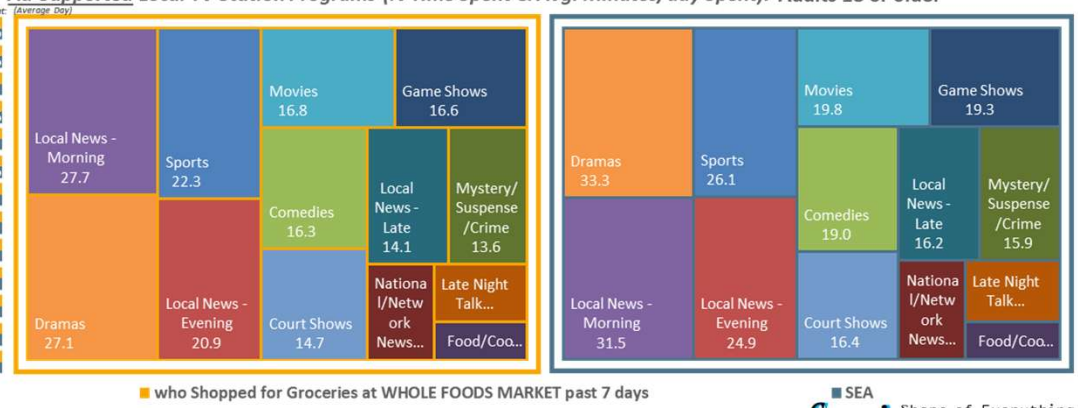
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 257

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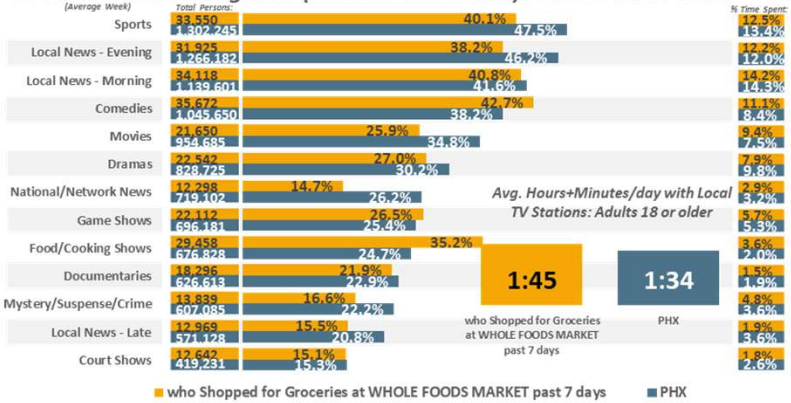
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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

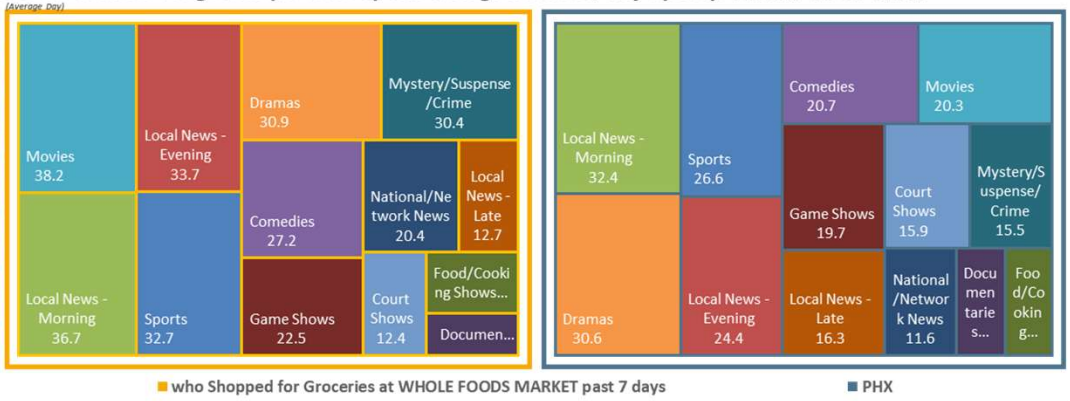
WHOLE FOODS MARKET PHX

83,250 or 44.8% 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 - Morning, Comedies, Sports, Local News - Evening, Food/Cooking Shows, and Dramas.

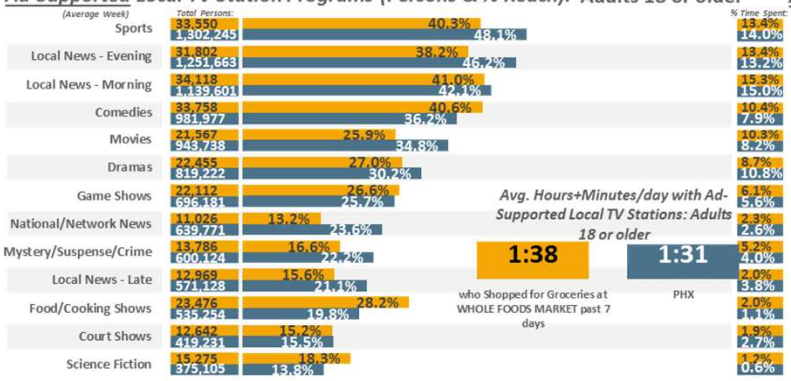
Local TV Station Programs (Persons & % Reach): Adults 18 or older



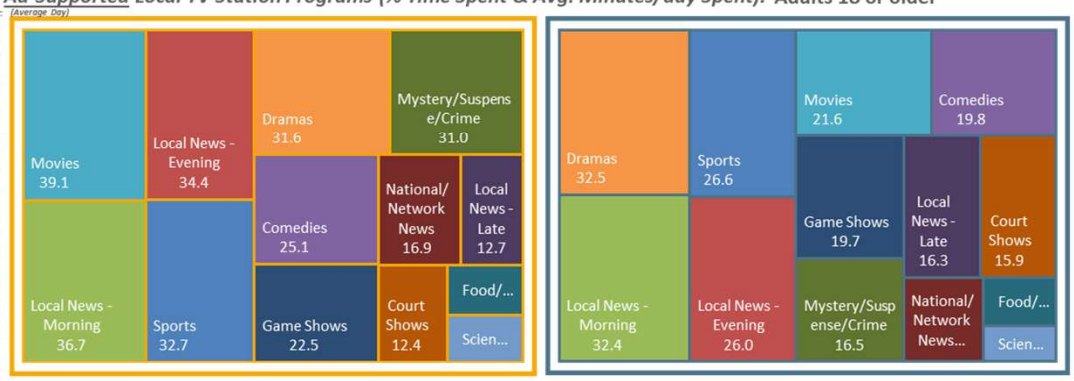
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 112

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

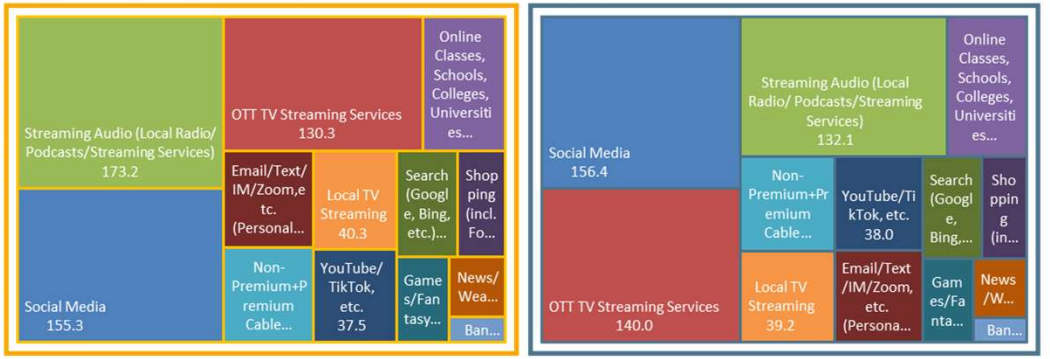
WHOLE FOODS MARKET USA

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.

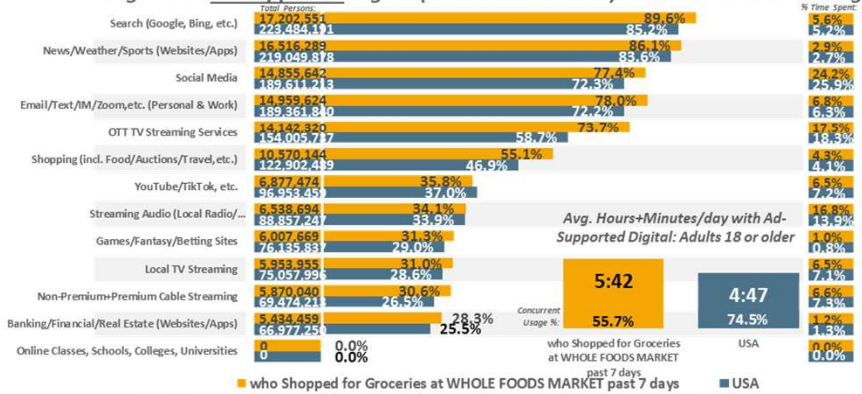
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



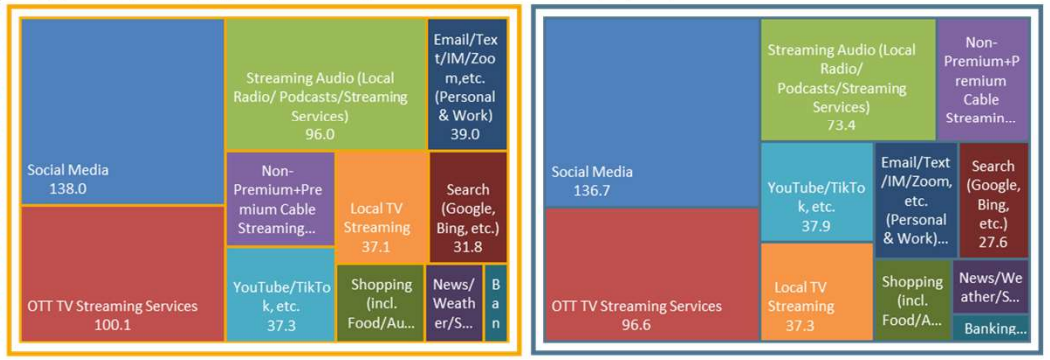
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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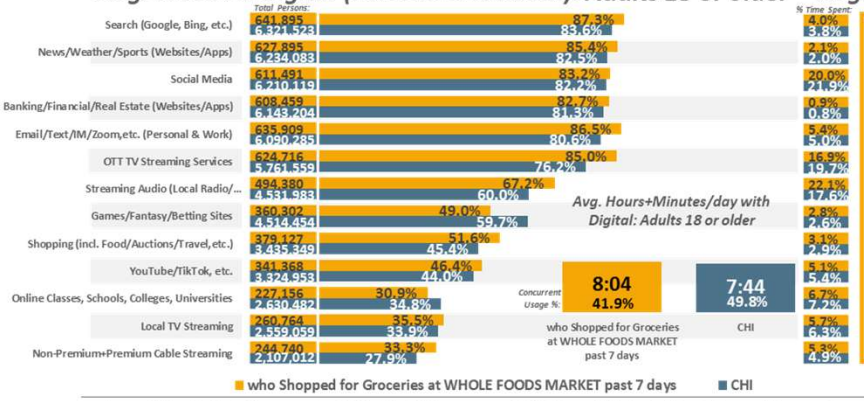
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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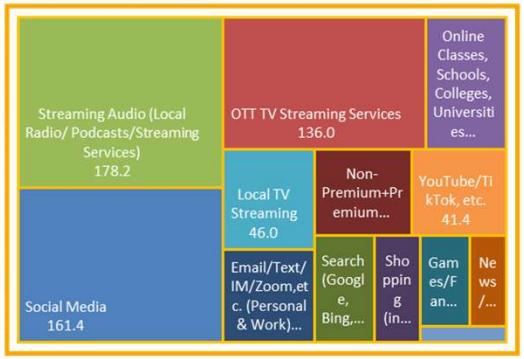
Grocery stores shopped past 7 days (HHLD): Whole Foods Market

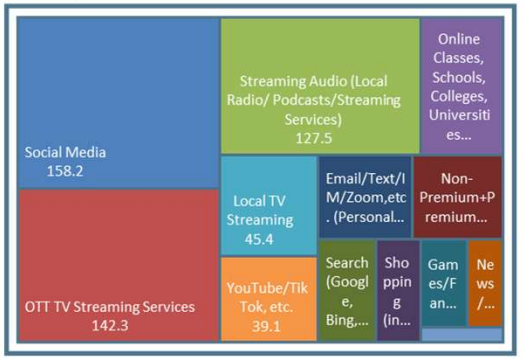
563,632 or 76.6% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days use Ad-Supported Social Media for an average of 148.8 minutes every day representing 24.5% of all time spent daily with Ad-Supported Digital Media.

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

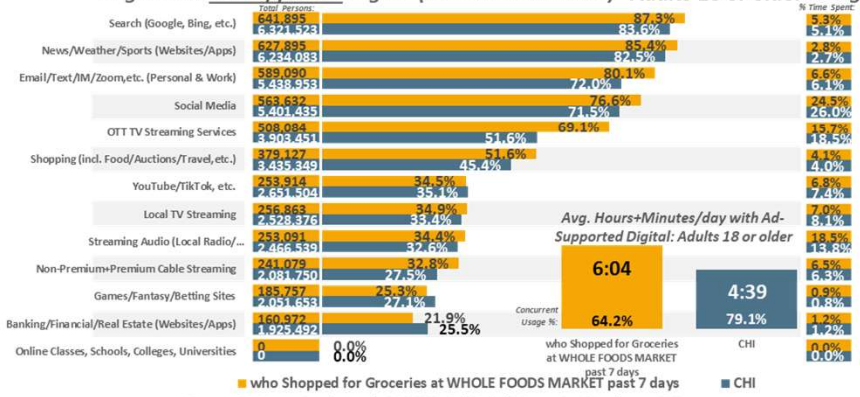


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

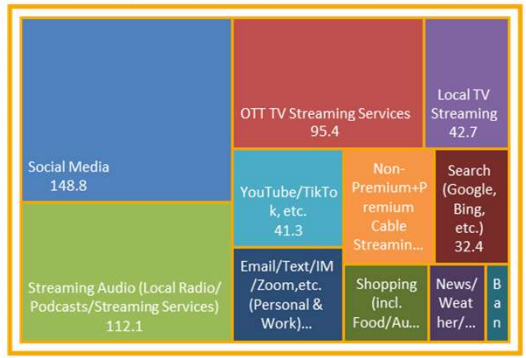


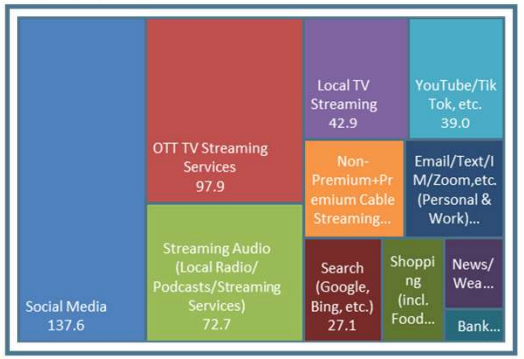


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 378

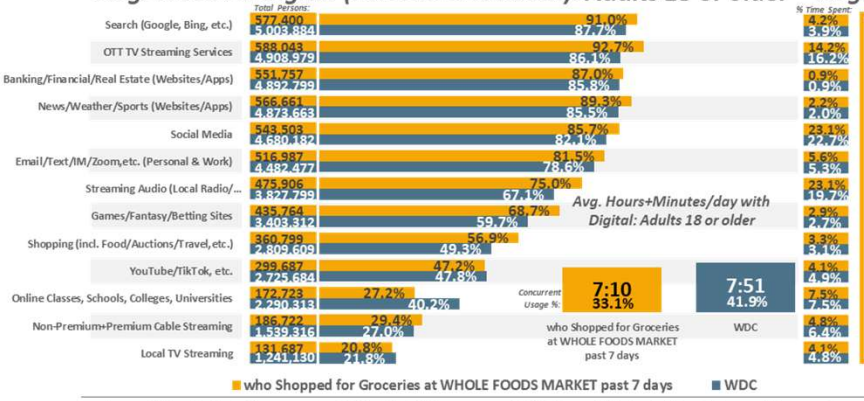
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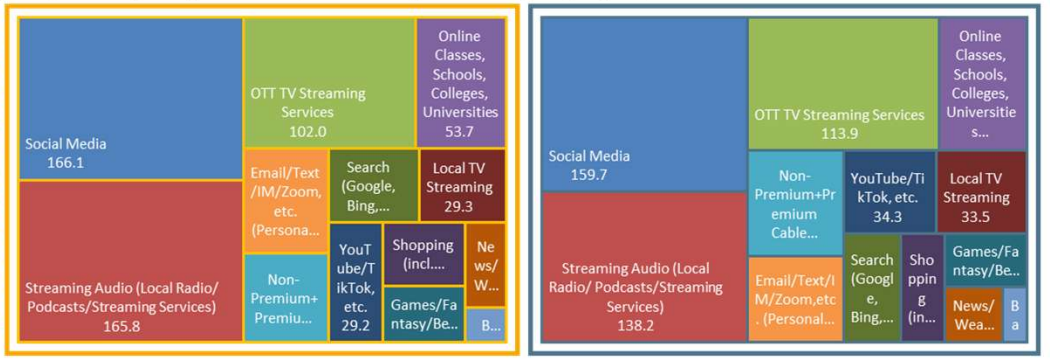
Grocery stores shopped past 7 days (HHLD): Whole Foods Market

481,248 or 75.9% 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 147.1 minutes every day representing 28.3% of all time spent daily with Ad-Supported Digital Media.

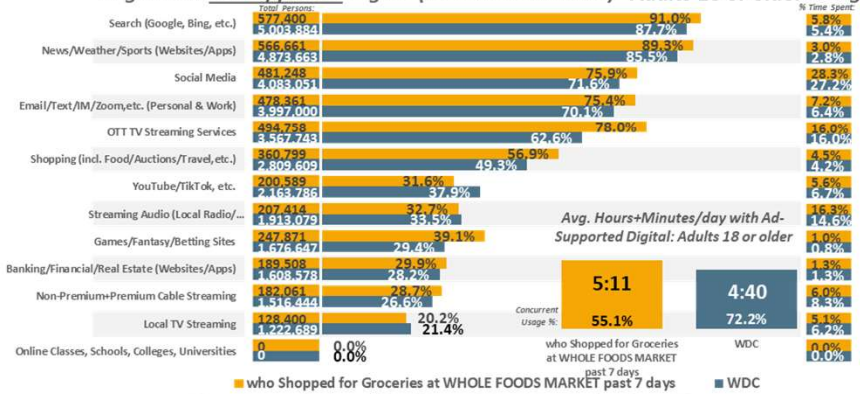
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



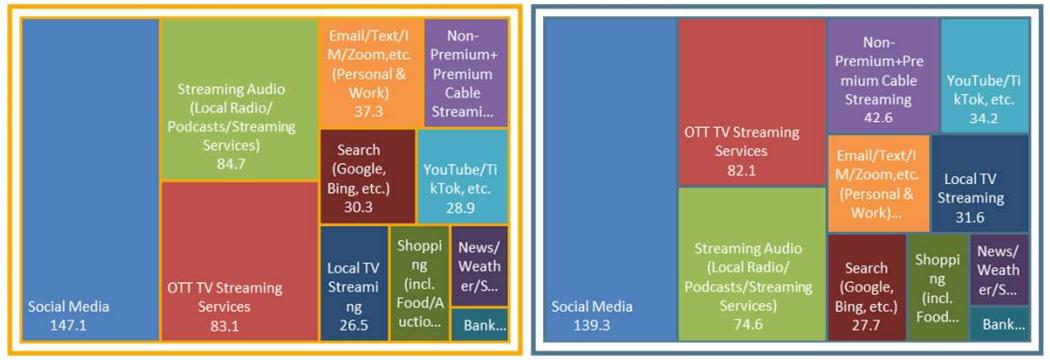
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 667

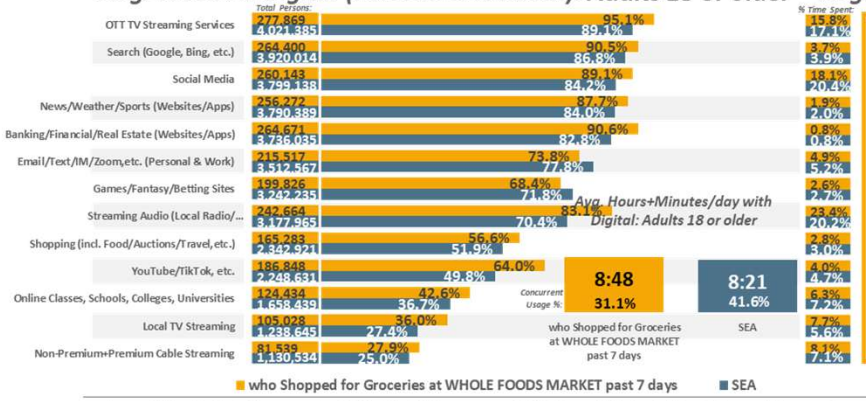
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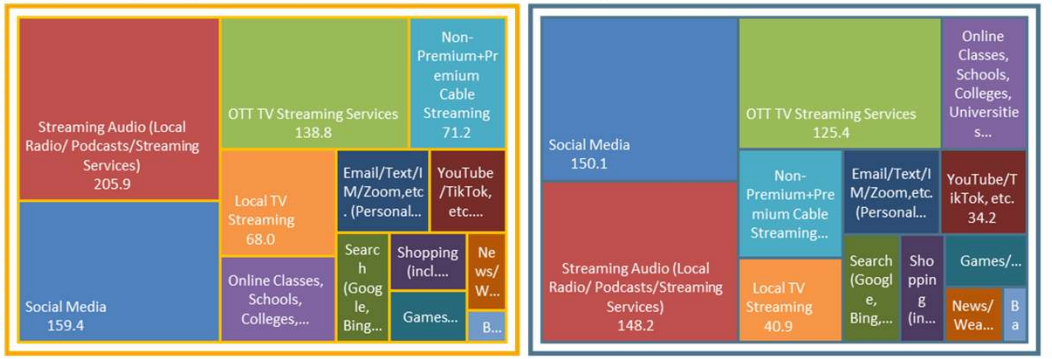
Grocery stores shopped past 7 days (HHLD): Whole Foods Market

223,770 or 76.6% 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 137.1 minutes every day representing 21.2% of all time spent daily with Ad-Supported Digital Media.

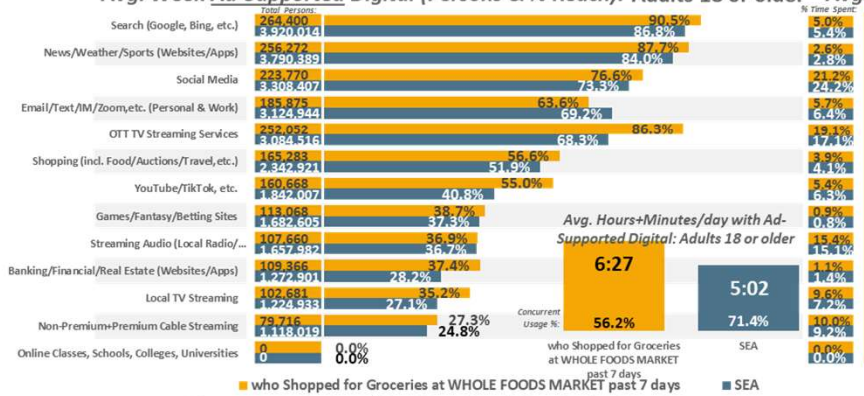
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



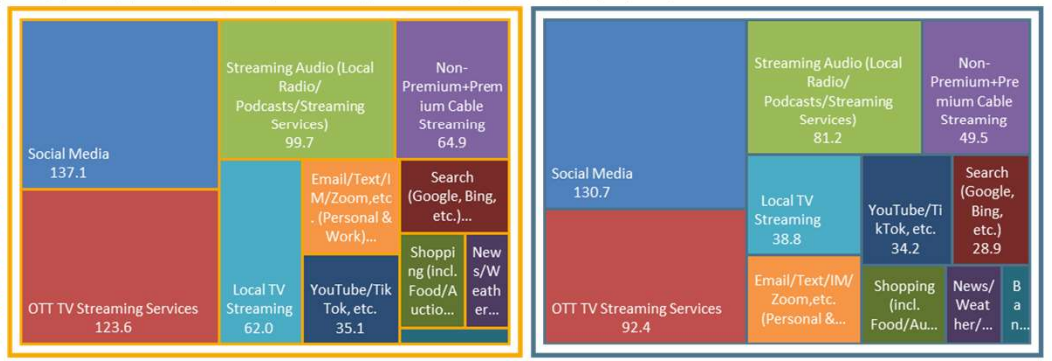
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 257

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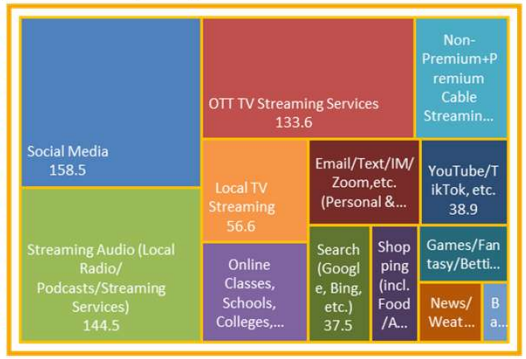
WHOLE FOODS MARKET PHX

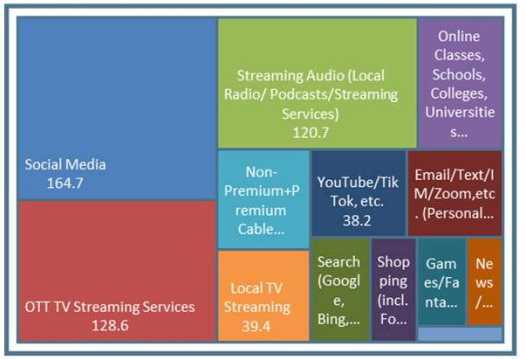
147,234 or 79.2% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days use Ad-Supported Social Media for an average of 135.7 minutes every day representing 22.4% of all time spent daily with Ad-Supported Digital Media.

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

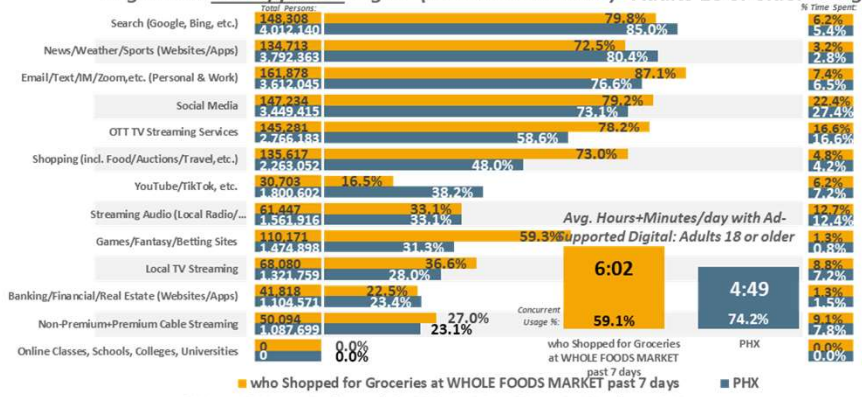


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



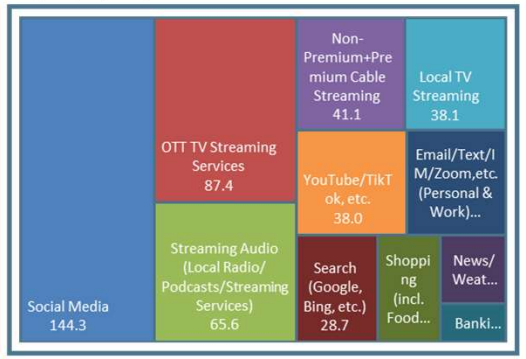


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





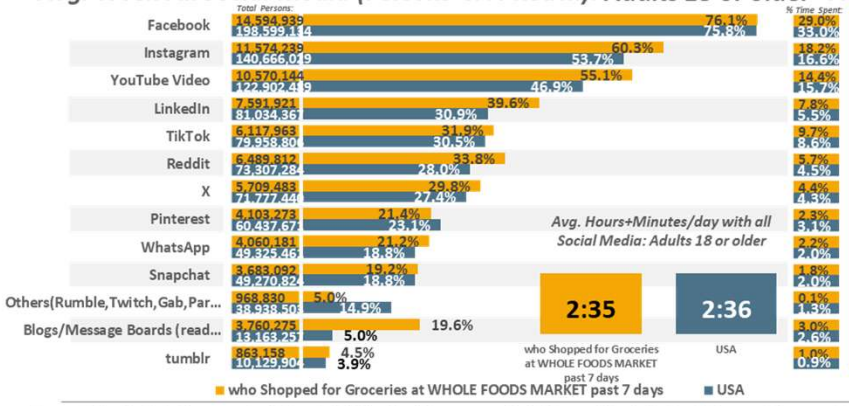
PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 112

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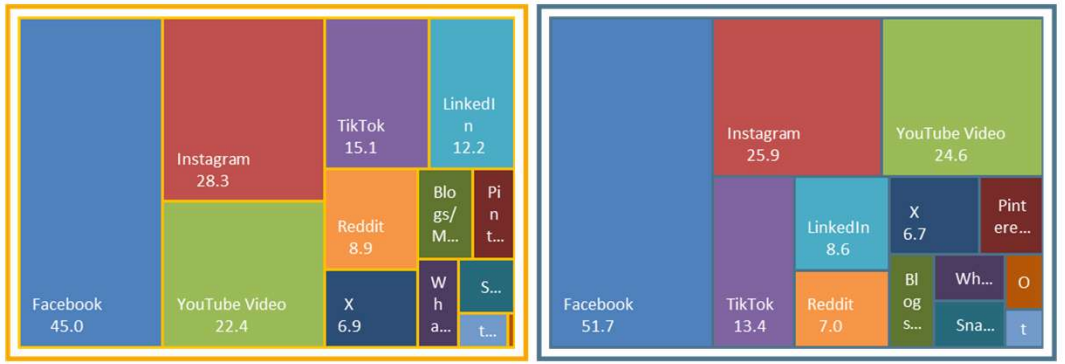
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14,594,939 or 76.1% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days use Ad-Supported Facebook for an average of 45.7 minutes every day representing 33.1% of all time spent daily with Ad-Supported Social Media.

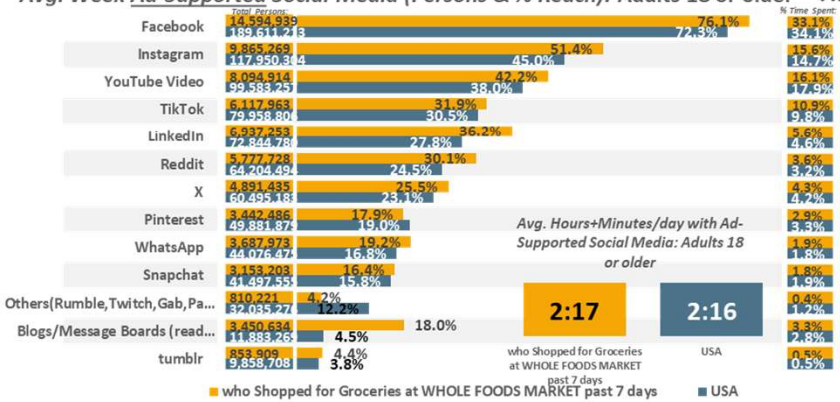
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



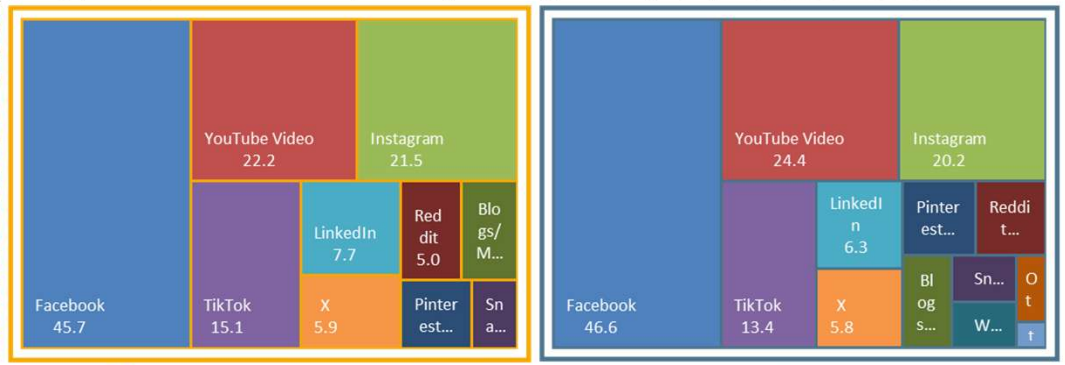
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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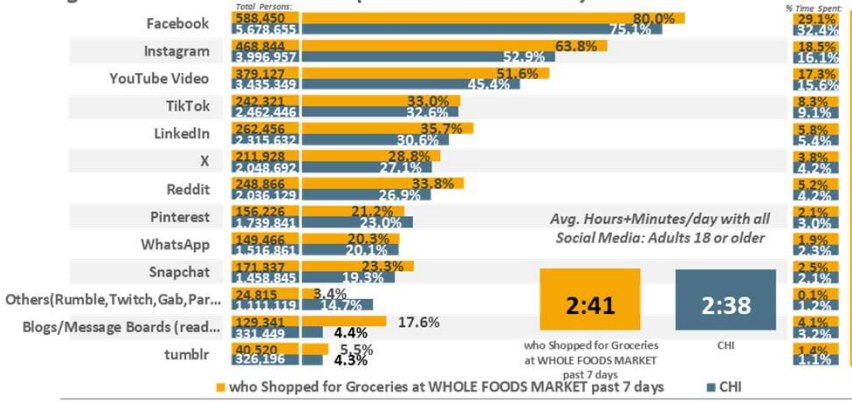
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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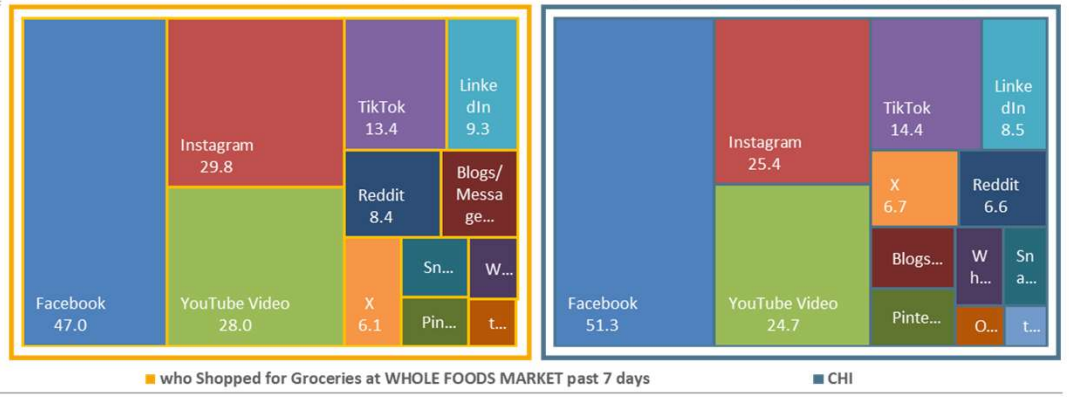
Grocery stores shopped past 7 days (HHLD): Whole Foods Market

563,632 or 76.6% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days use Ad-Supported Facebook for an average of 47. minutes every day representing 31.6% of all time spent daily with Ad-Supported Social Media.

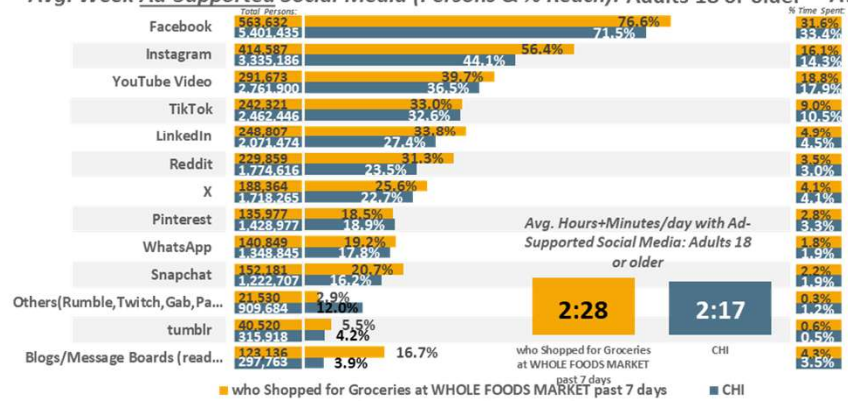
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



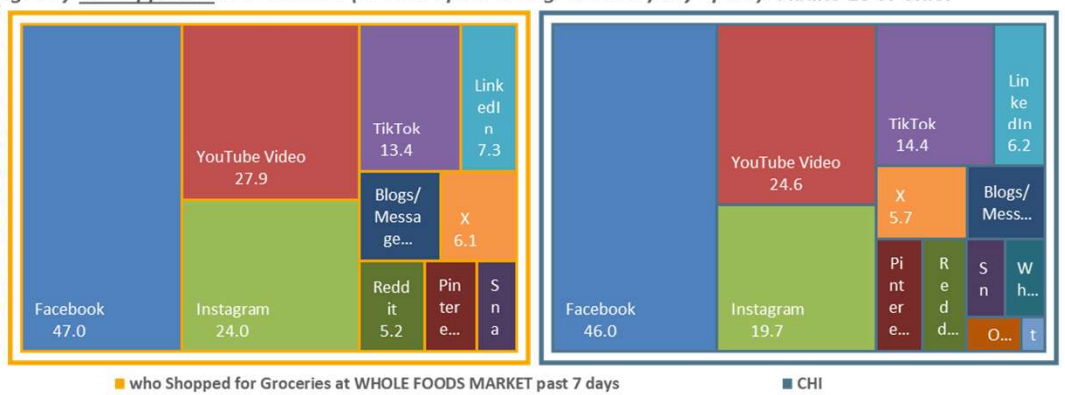
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



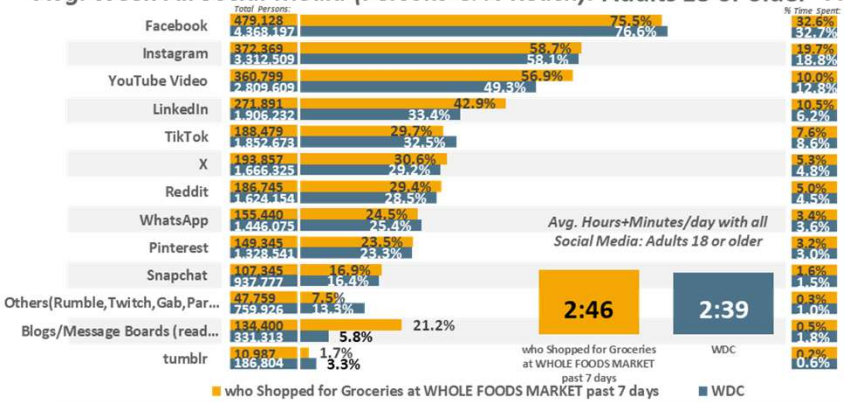
CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 378

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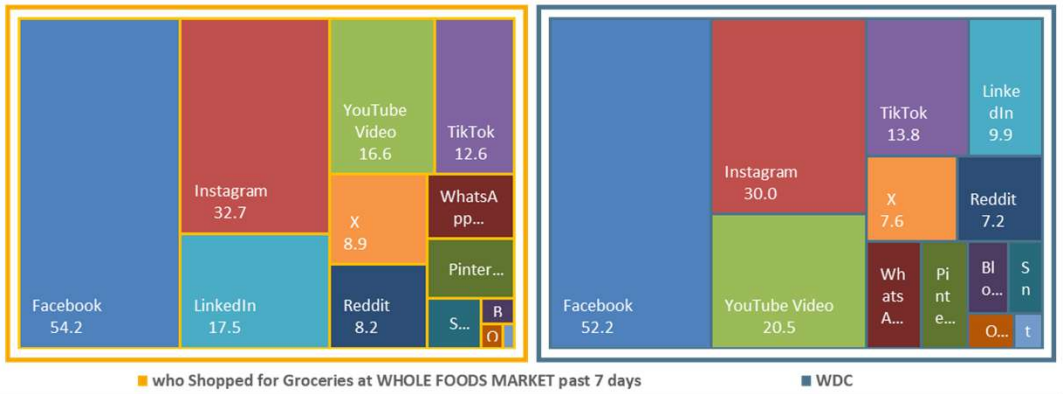
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479,128 or 75.5% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days use Ad-Supported Facebook for an average of 55.8 minutes every day representing 37.9% of all time spent daily with Ad-Supported Social Media.

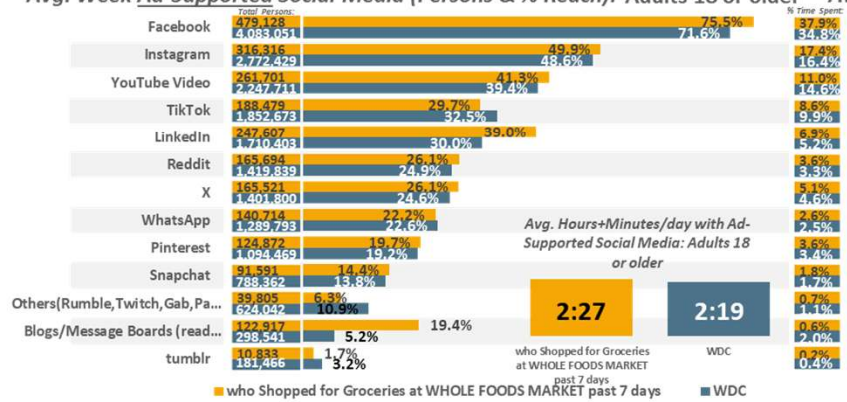
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



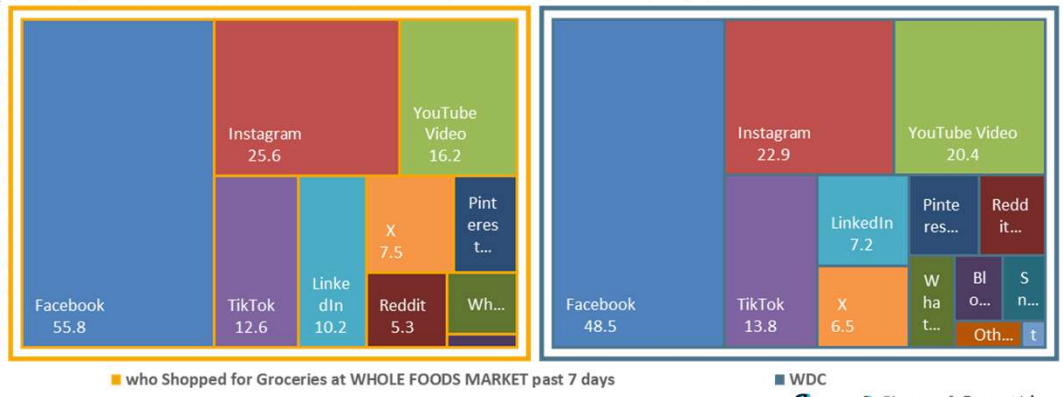
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 667

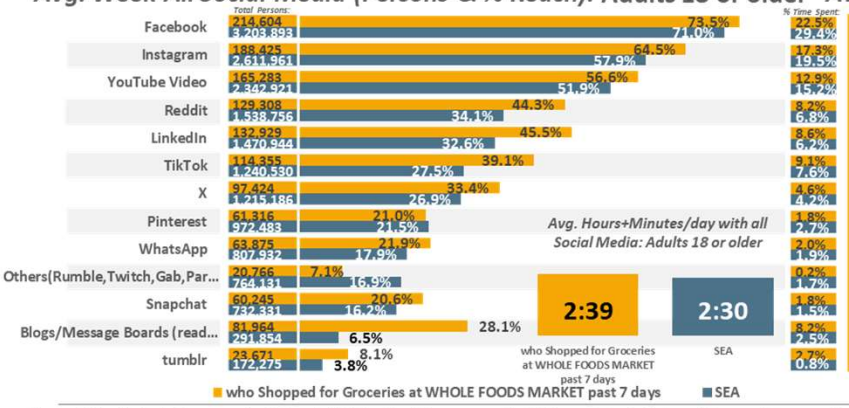
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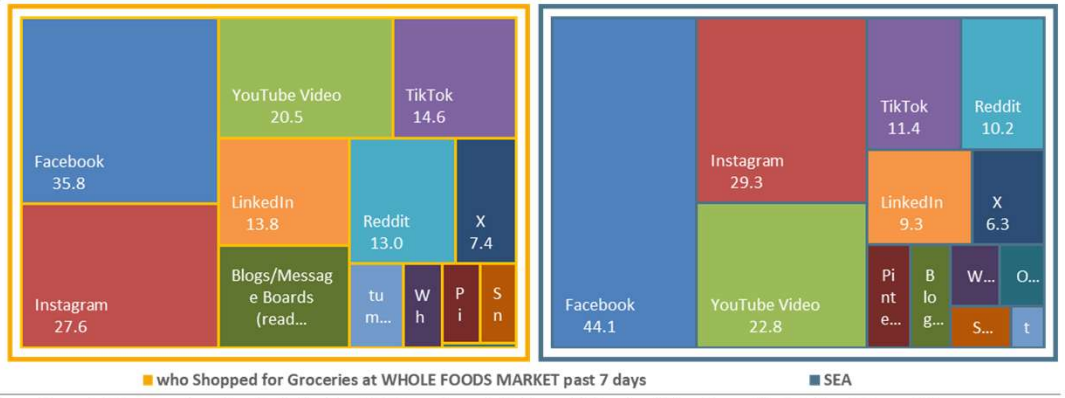
Grocery stores shopped past 7 days (HHLD): Whole Foods Market

214,604 or 73.5% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days use Ad-Supported Facebook for an average of 40.2 minutes every day representing 29.3% of all time spent daily with Ad-Supported Social Media.

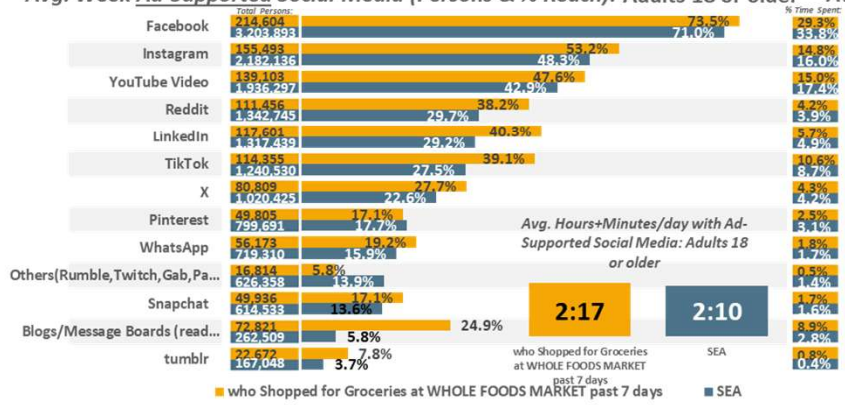
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



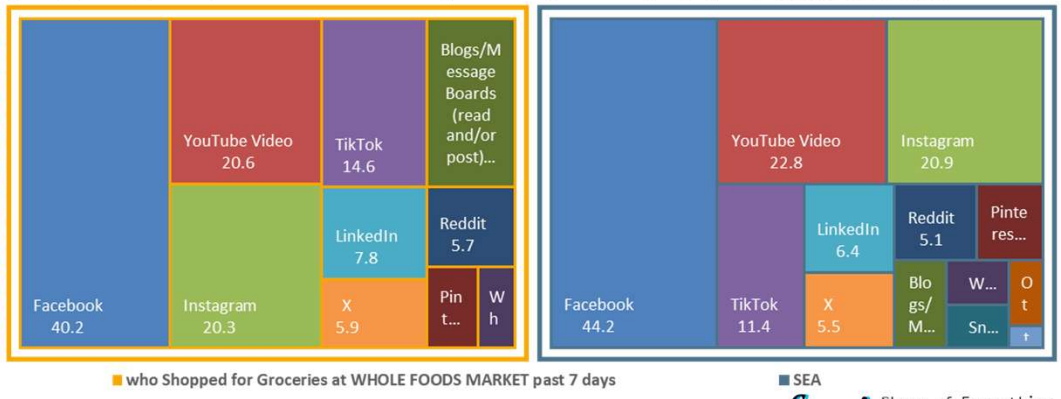
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 257

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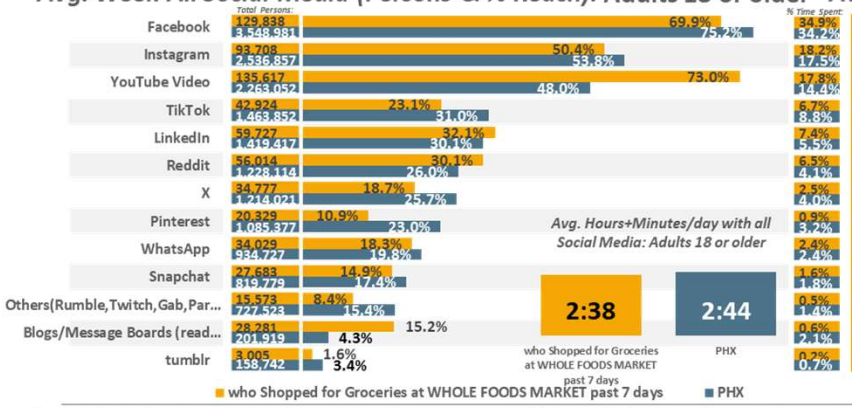
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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

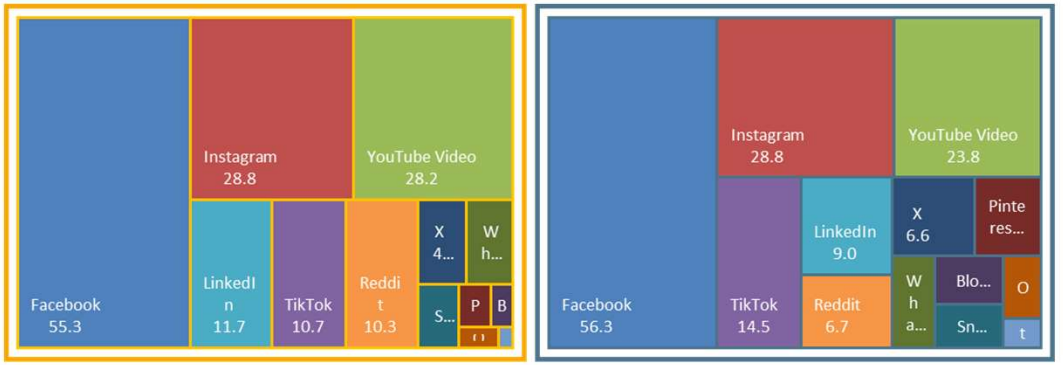
WHOLE FOODS MARKET PHX

129,838 or 69.9% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days use Ad-Supported Facebook for an average of 50.9 minutes every day representing 37.5% of all time spent daily with Ad-Supported Social Media.

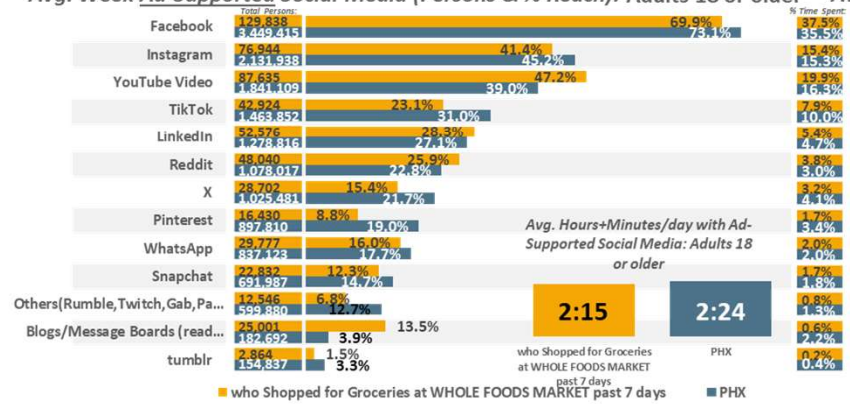
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



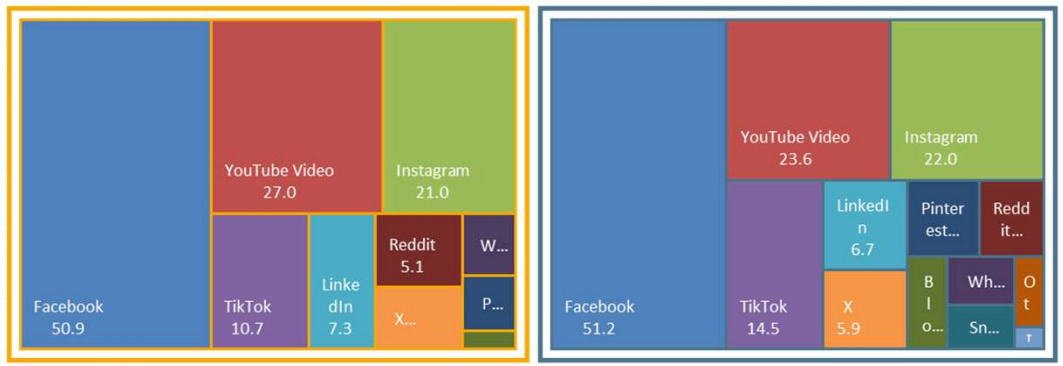
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 112

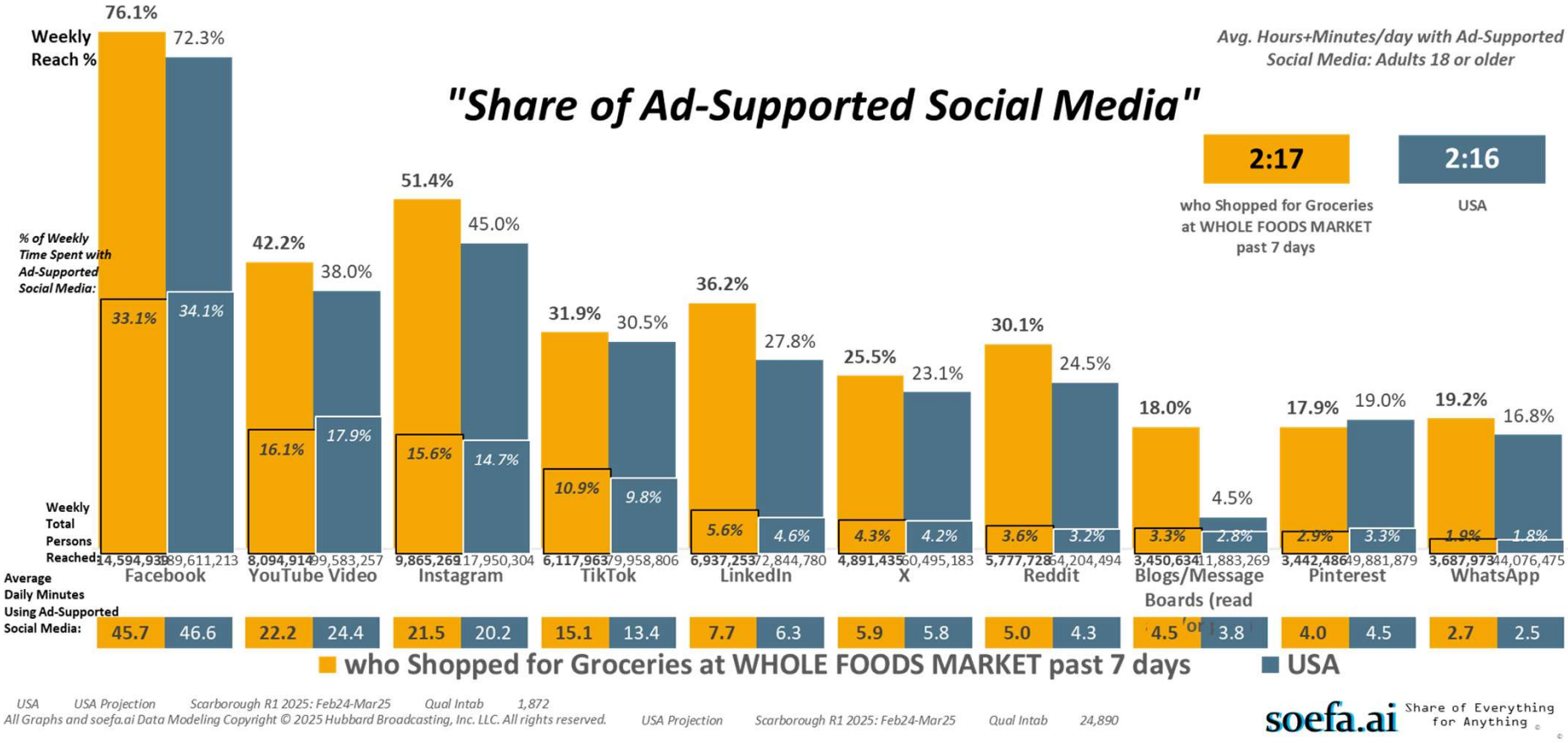
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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

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

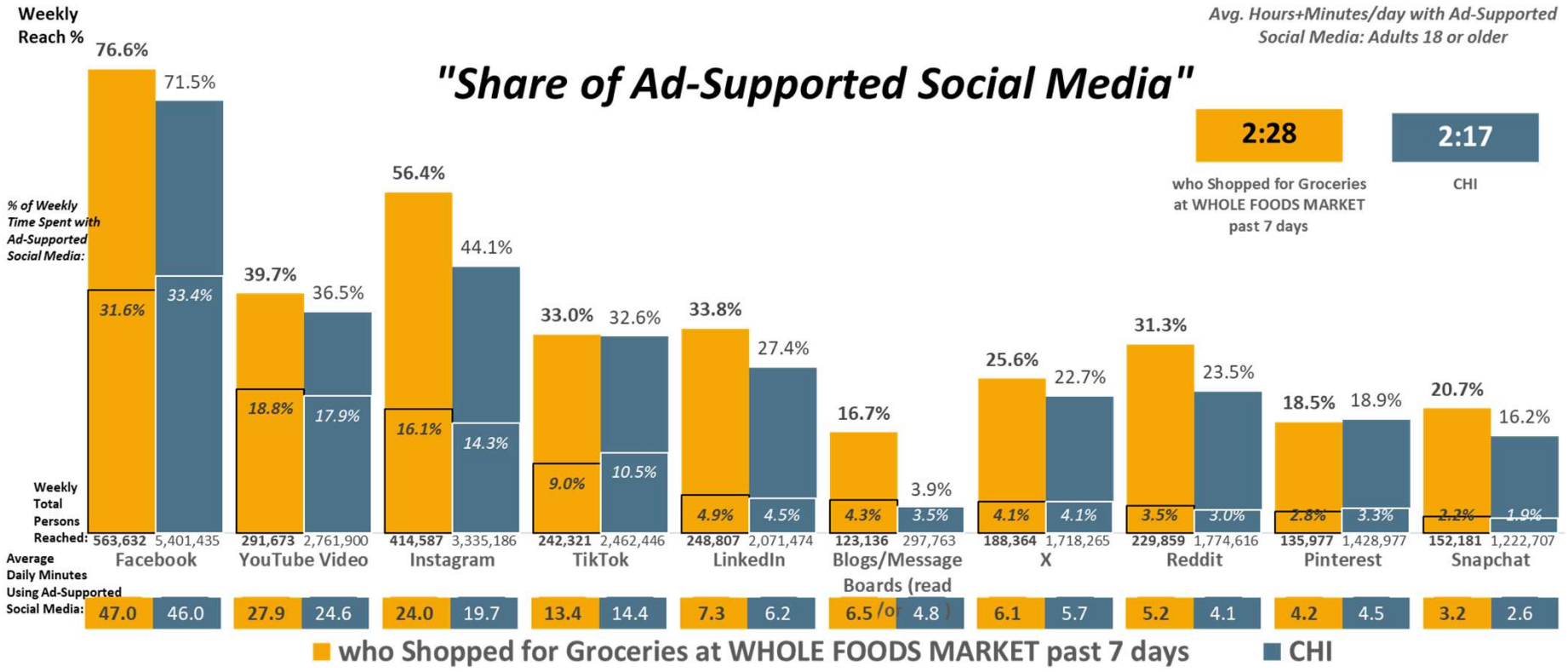
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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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

563,632 or 76.6% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days use Ad-Supported Facebook for an average of 47. minutes every day representing 31.6% of all time spent daily with Ad-Supported Social Media.



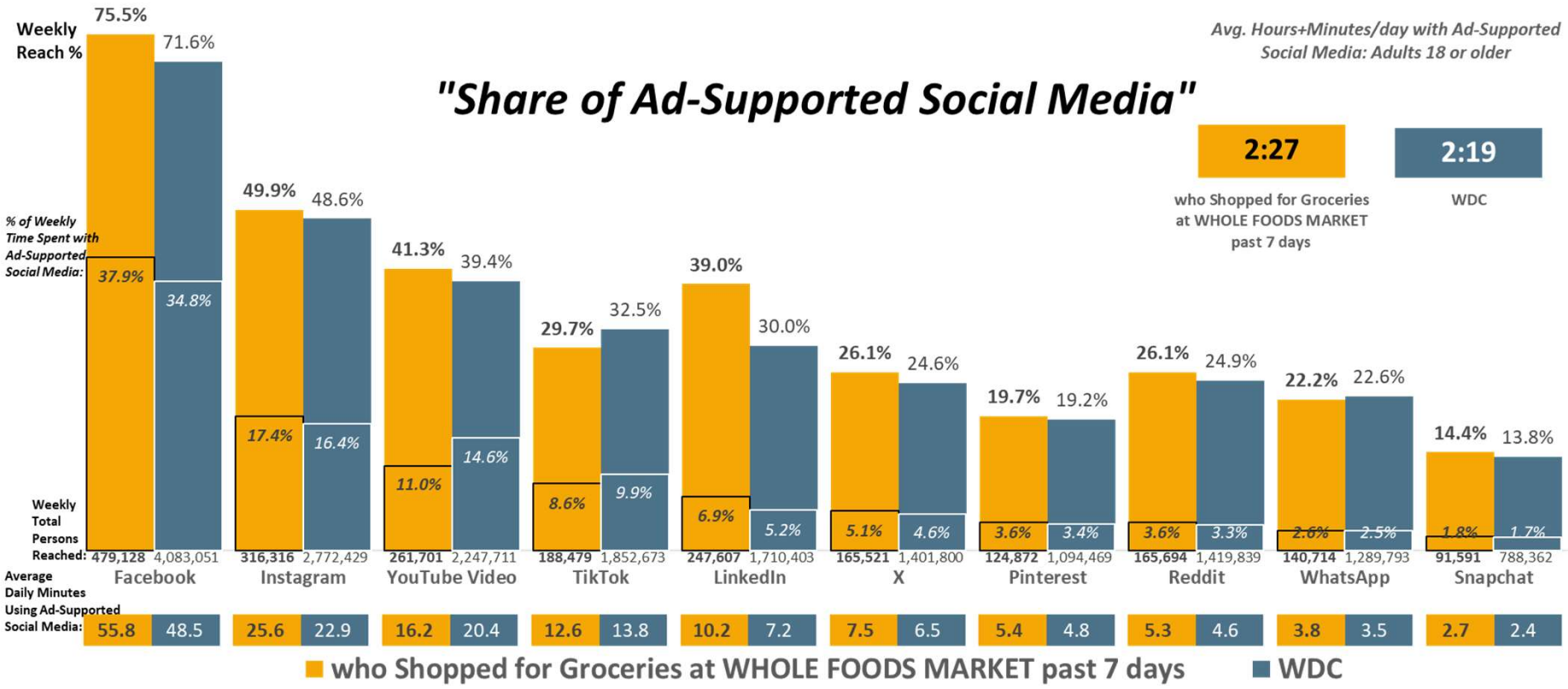
CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 378 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,846

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

479,128 or 75.5% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days use Ad-Supported Facebook for an average of 55.8 minutes every day representing 37.9% of all time spent daily with Ad-Supported Social Media.



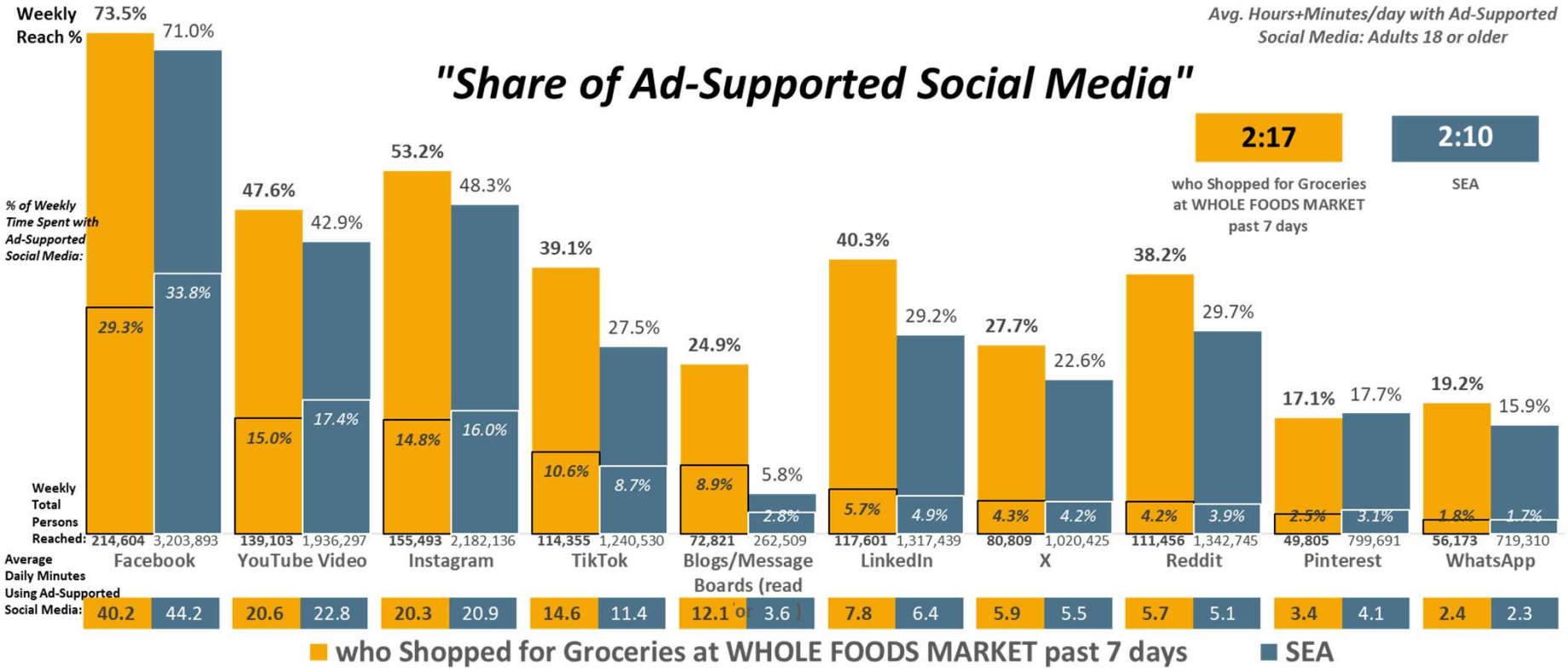
WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 667 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

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

214,604 or 73.5% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days use Ad-Supported Facebook for an average of 40.2 minutes every day representing 29.3% of all time spent daily with Ad-Supported Social Media.



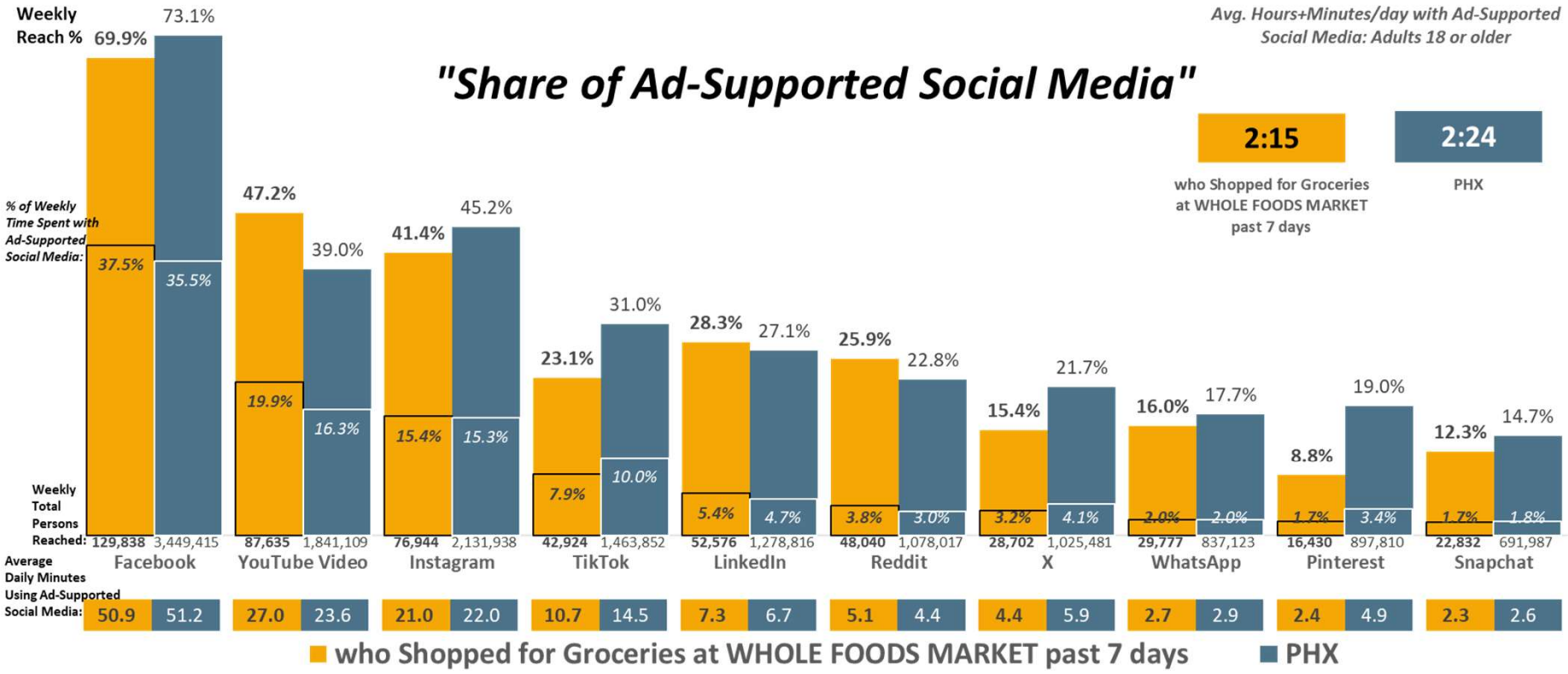
SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 257 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

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

129,838 or 69.9% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days use Ad-Supported Facebook for an average of 50.9 minutes every day representing 37.5% of all time spent daily with Ad-Supported Social Media.



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 112 PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,461

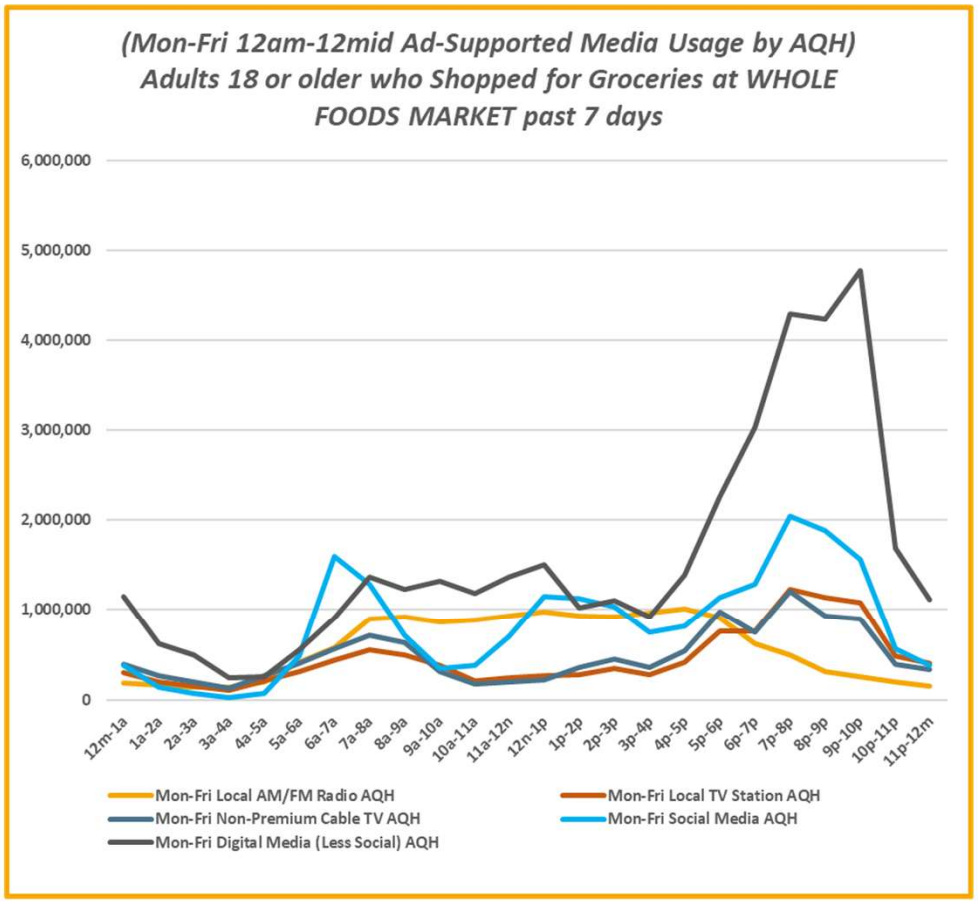
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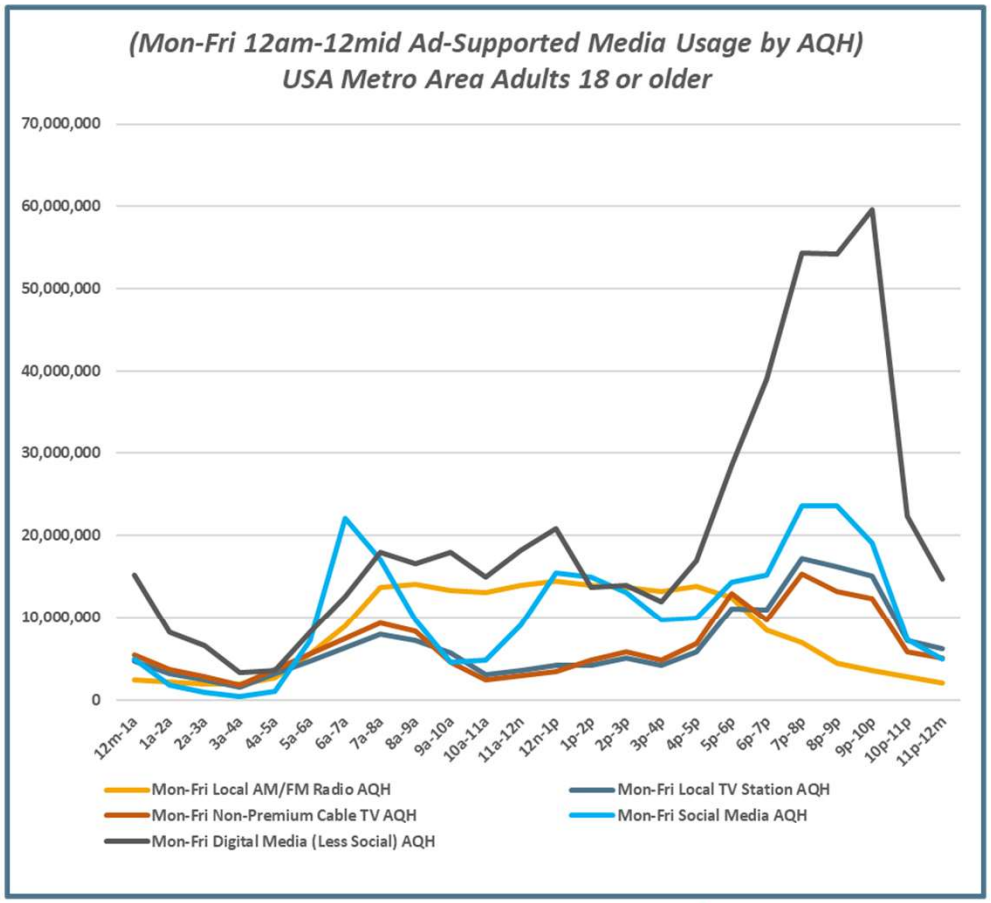
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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

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

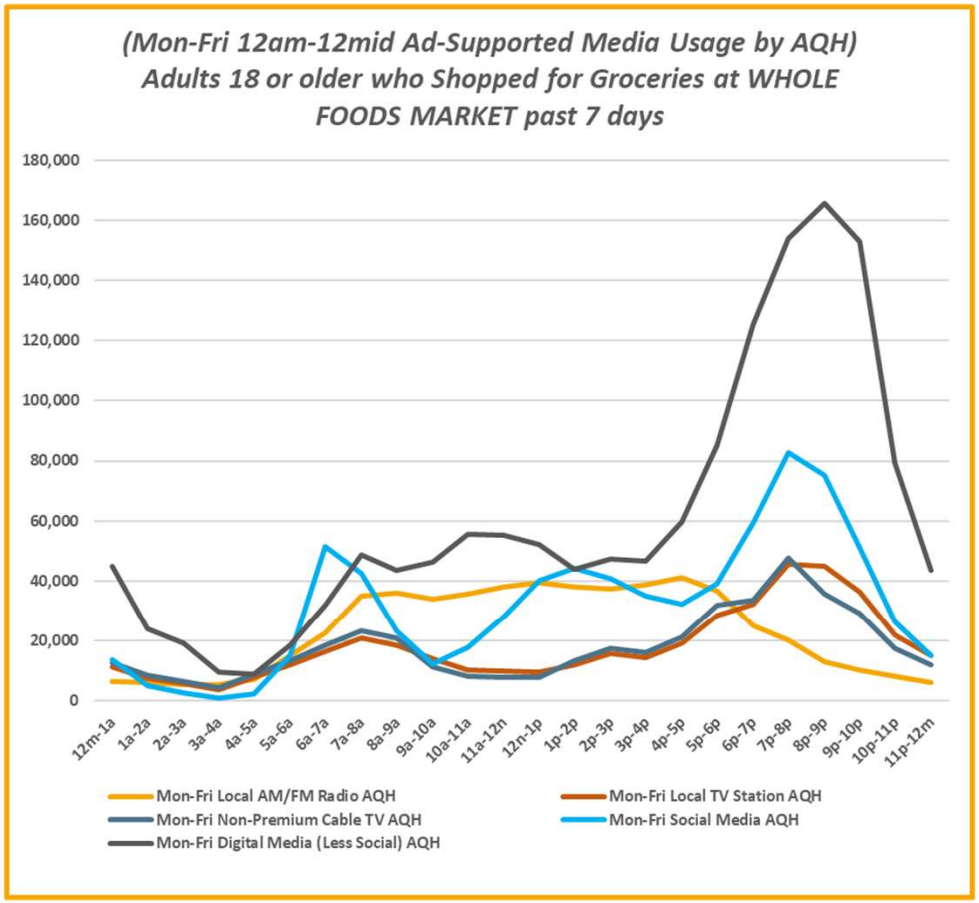
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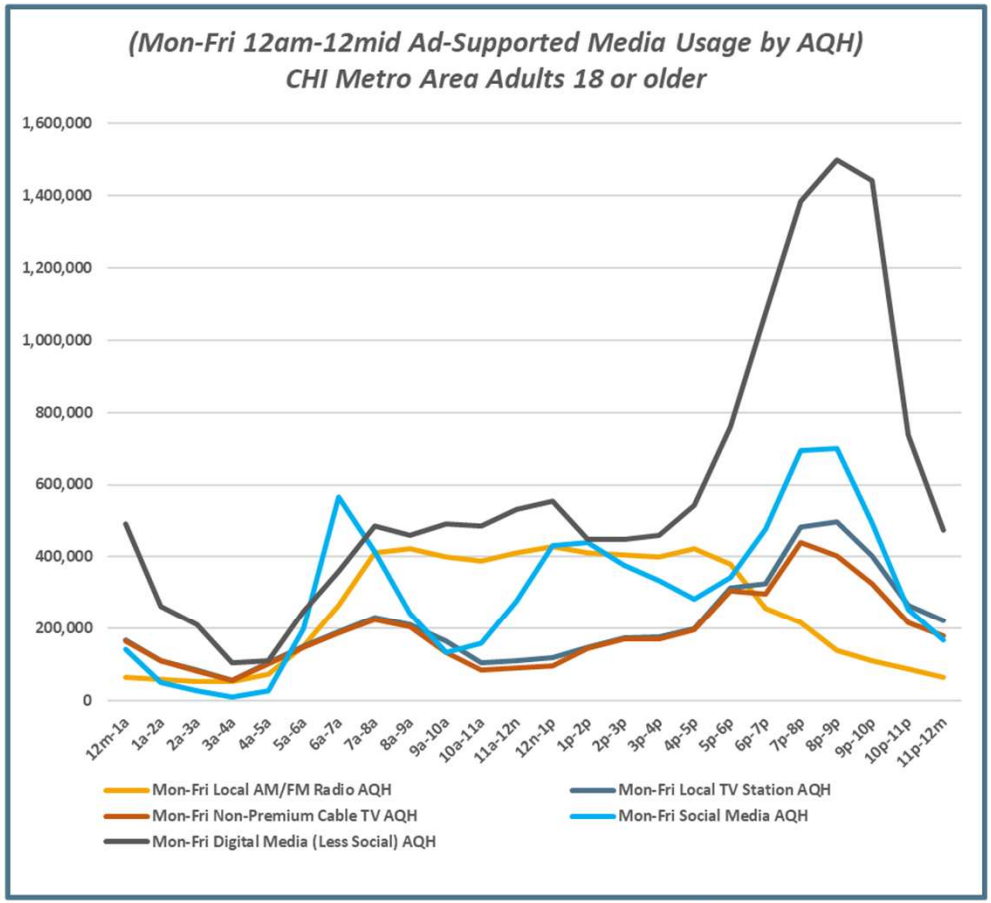
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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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: 57,013; Social Media: 35,842; Local Radio: 35,184; Non-Prem. Cable: 17,750; Local TV: 16,983 reaching Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET p





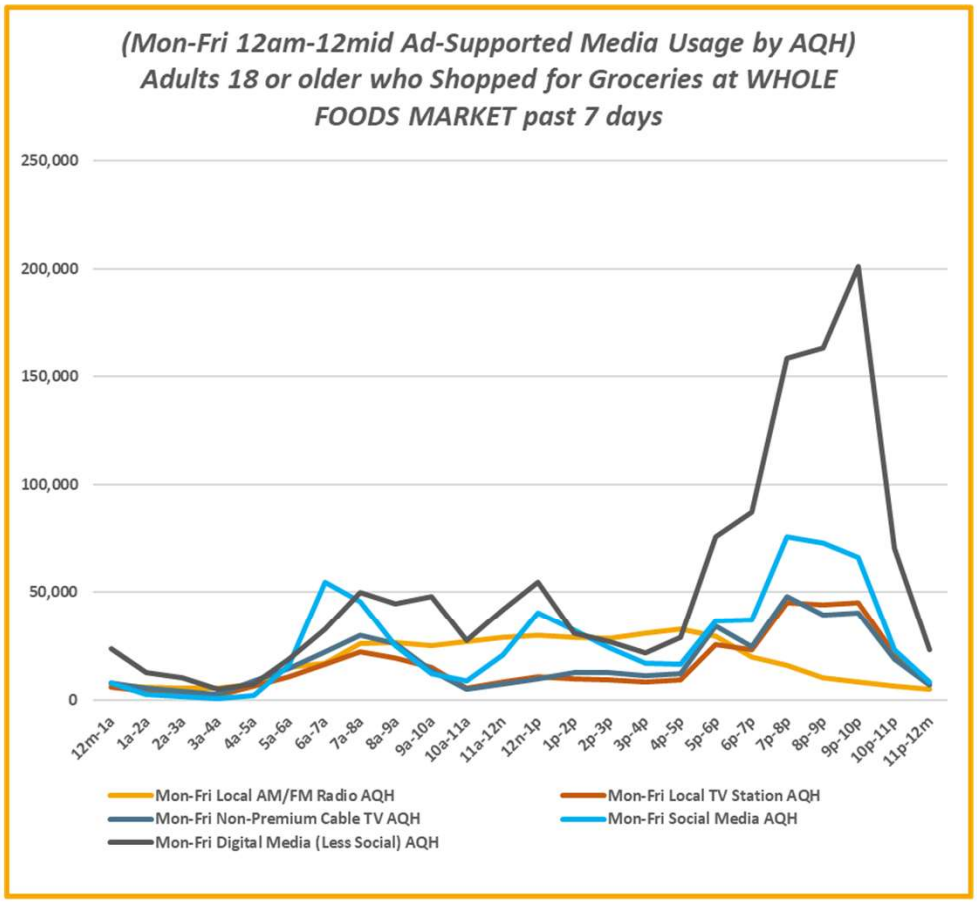
CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 378

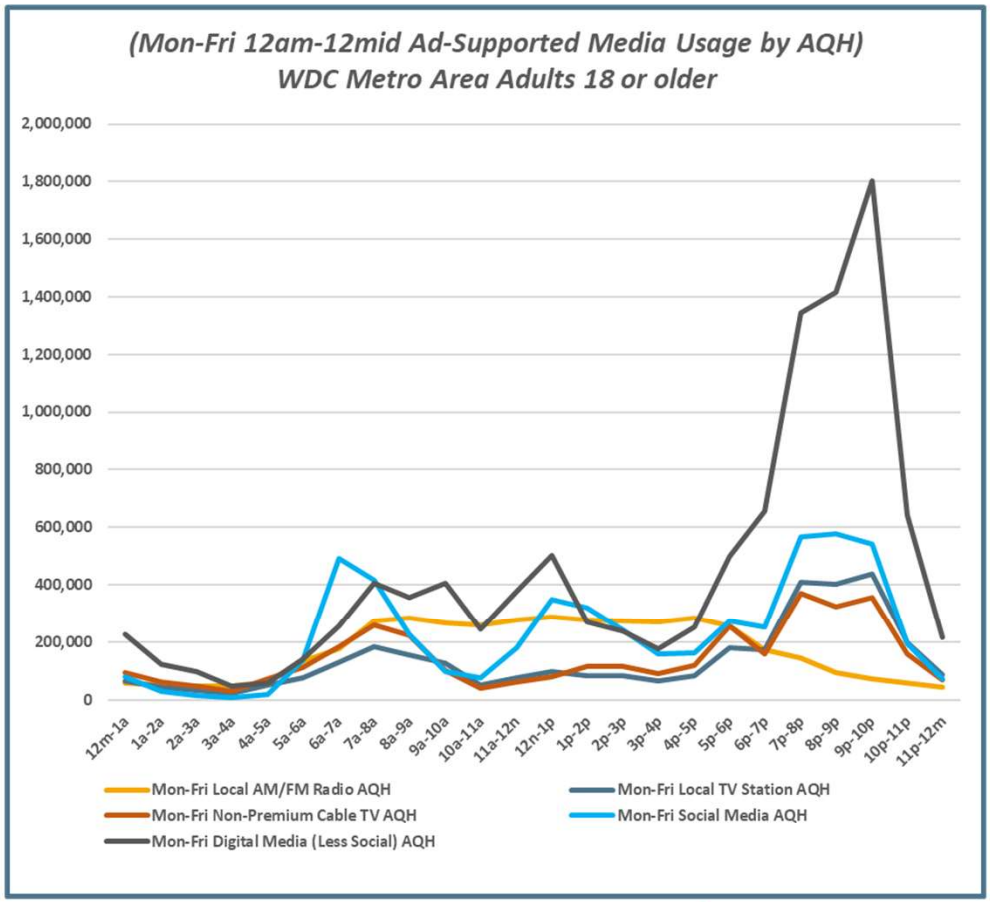
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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 43,677; Social Media: 28,462; Local Radio: 26,730; Non-Prem. Cable: 16,839; Local TV: 13,902 reaching Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET p





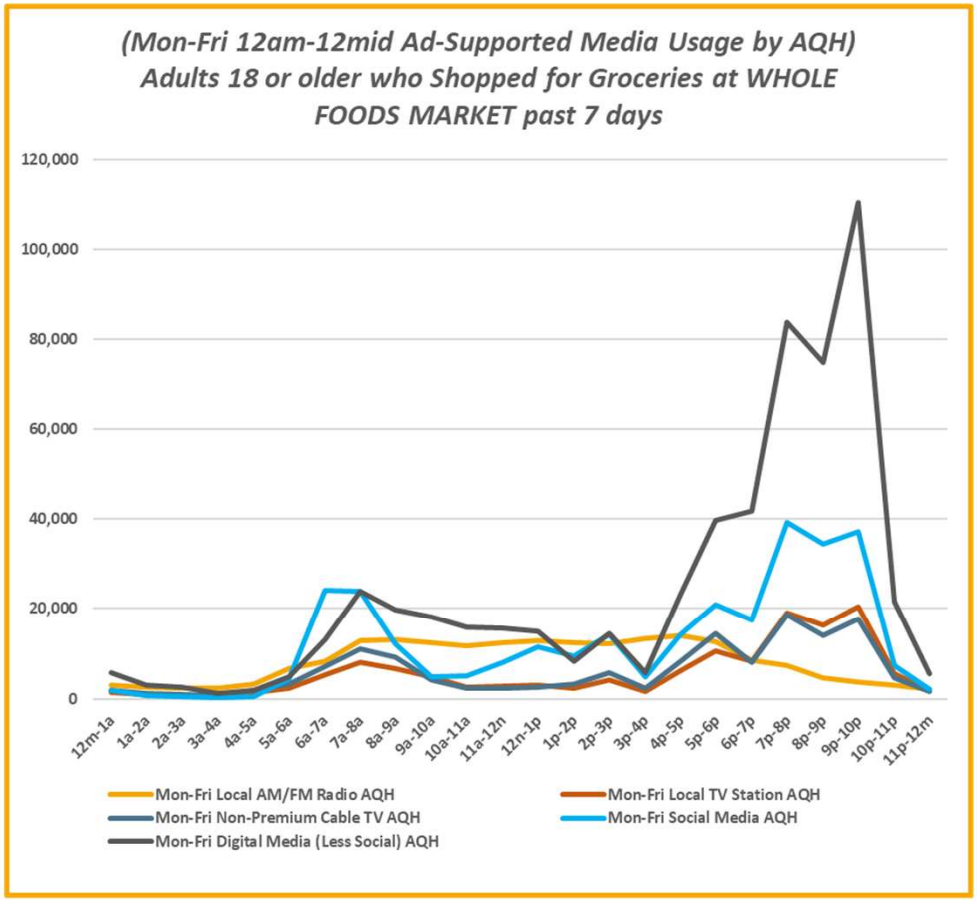
WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 667

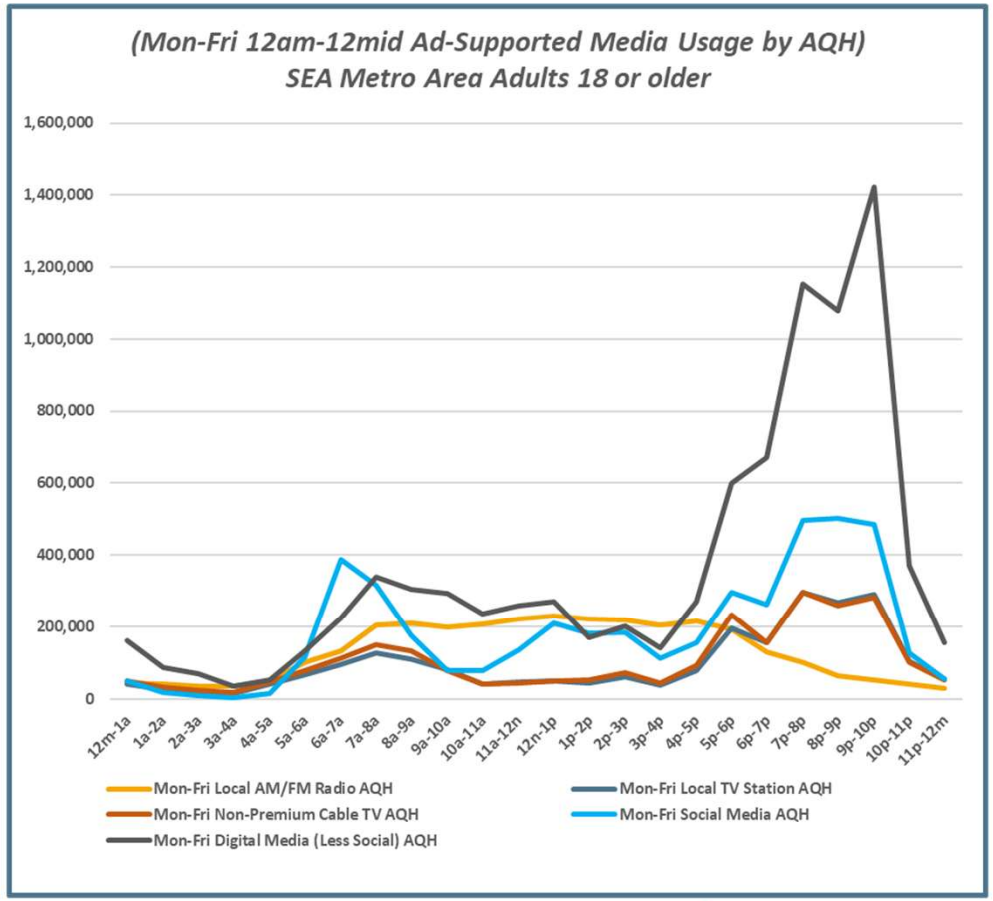
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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 19,604; Social Media: 13,166; Local Radio: 12,053; Non-Prem. Cable: 6,212; Local TV: 5,100 reaching Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET pas





SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 257

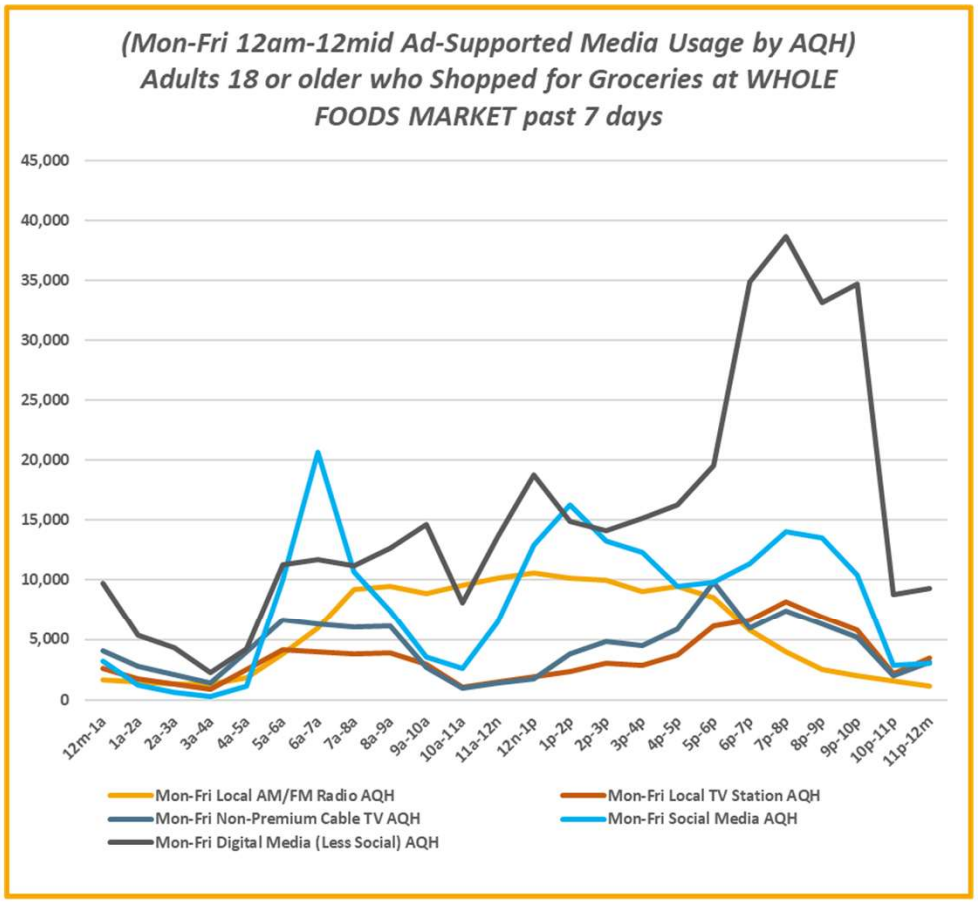
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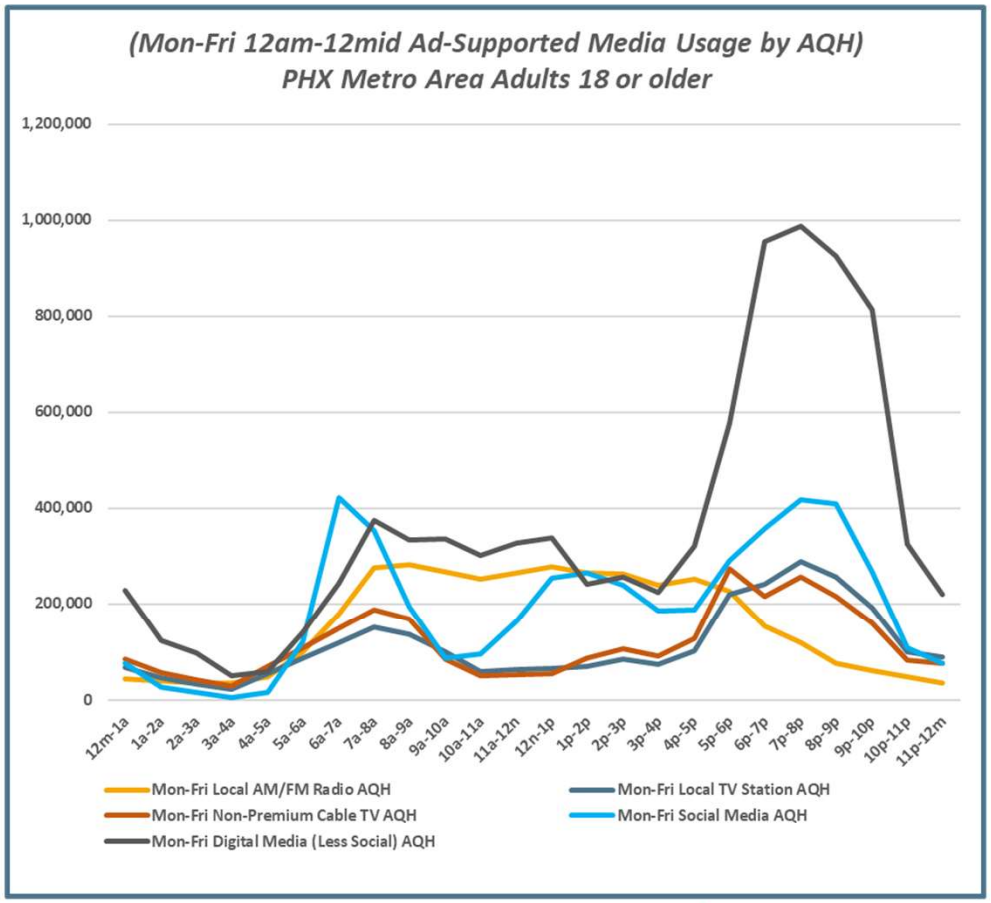
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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

WHOLE FOODS MARKET PHX

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 15,811; Social Media: 10,534; Local Radio: 8,984; Non-Prem. Cable: 4,611; Local TV: 3,363 reaching Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past





PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 112

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

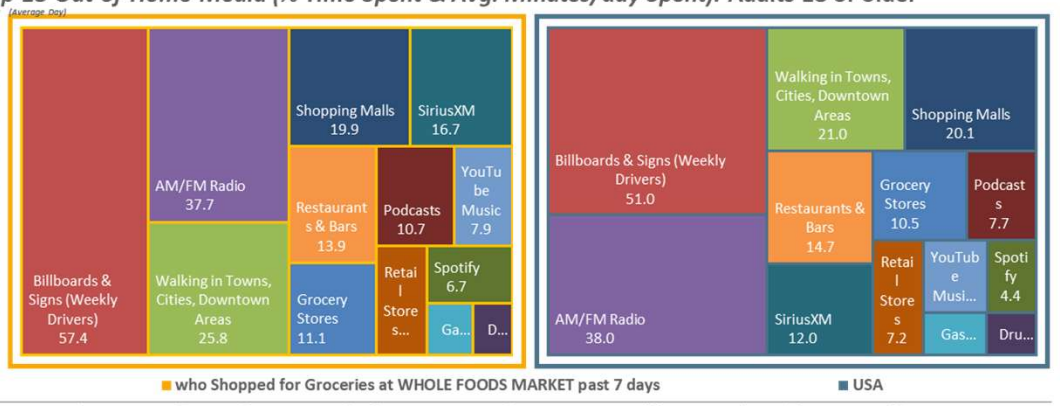
WHOLE FOODS MARKET — USA

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

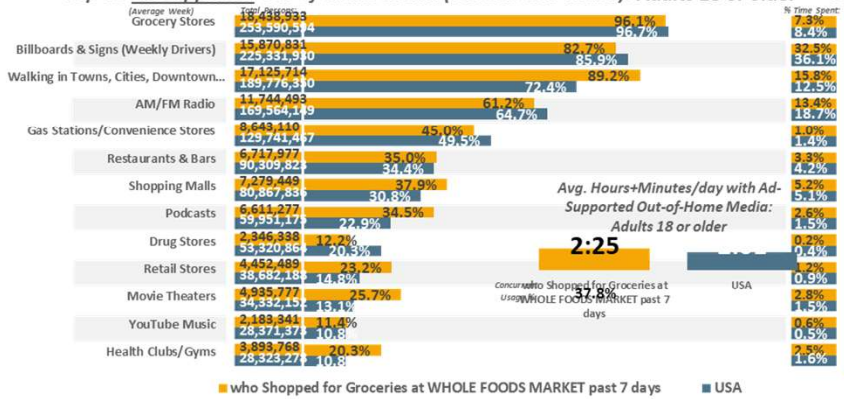
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



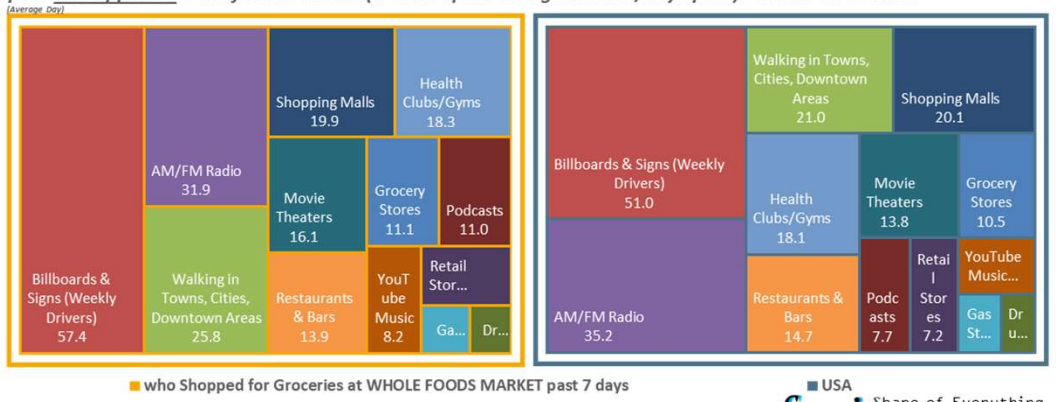
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

WHOLE FOODS MARKET — CHI

532,128 or 72.4% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days spend an average of 58.5 minutes per day driving, seeing Billboards and Signs. 63.6% Listen to Local Radio Stations Out-of-Home for an average of 35.8 minut

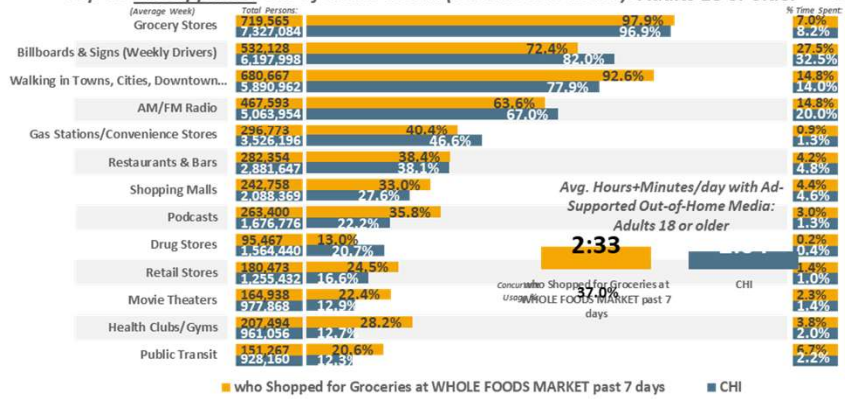
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 378

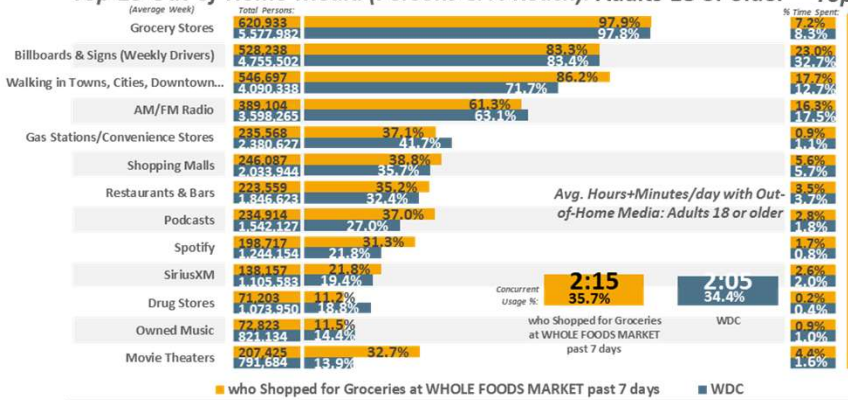
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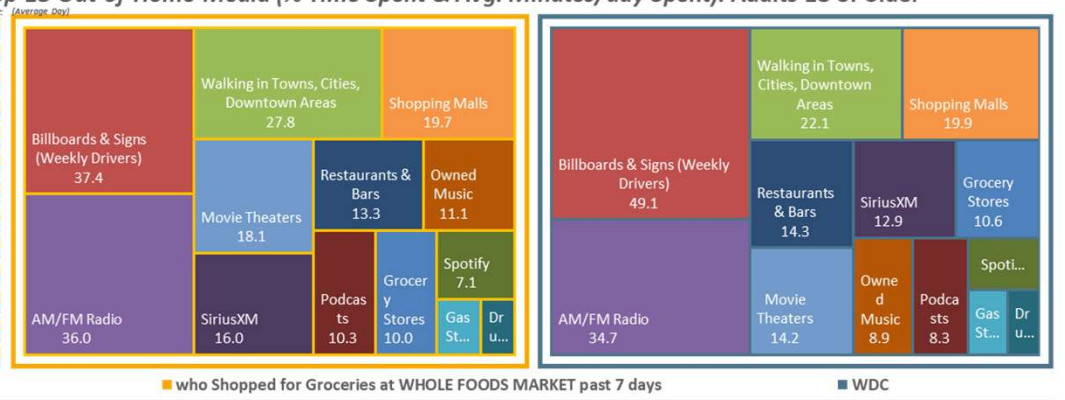
Grocery stores shopped past 7 days (HHLD): Whole Foods Market

528,238 or 83.3% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days spend an average of 37.4 minutes per day driving, seeing Billboards and Signs. 57.6% Listen to Local Radio Stations Out-of-Home for an average of 29.7 minut

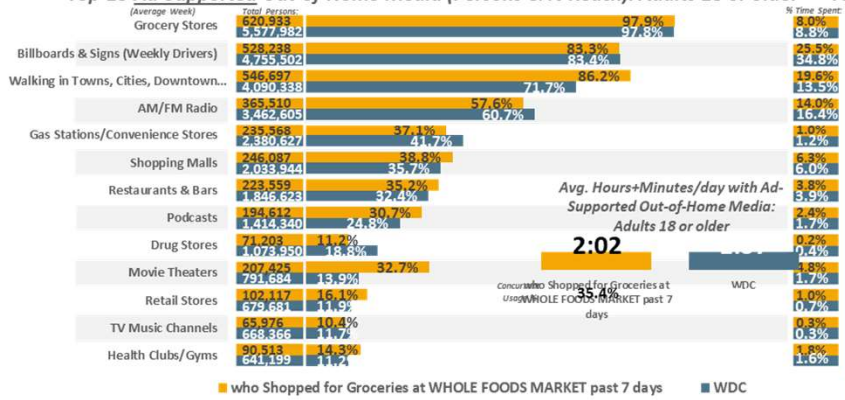
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 667

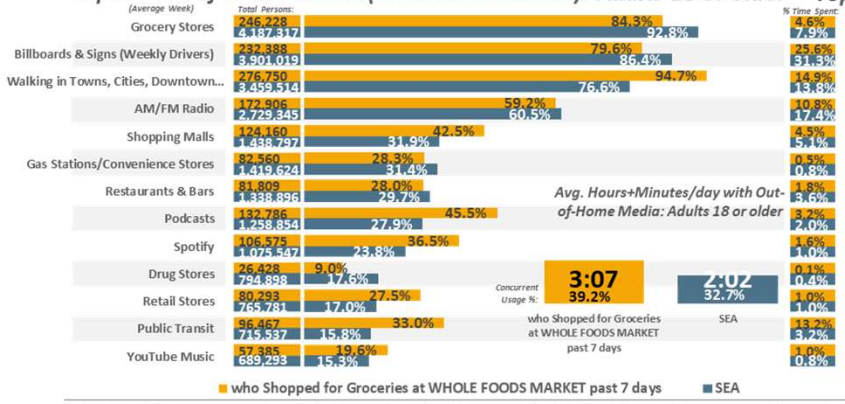
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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

232,388 or 79.6% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days spend an average of 60.2 minutes per day driving, seeing Billboards and Signs. 56.5% Listen to Local Radio Stations Out-of-Home for an average of 26.2 minut

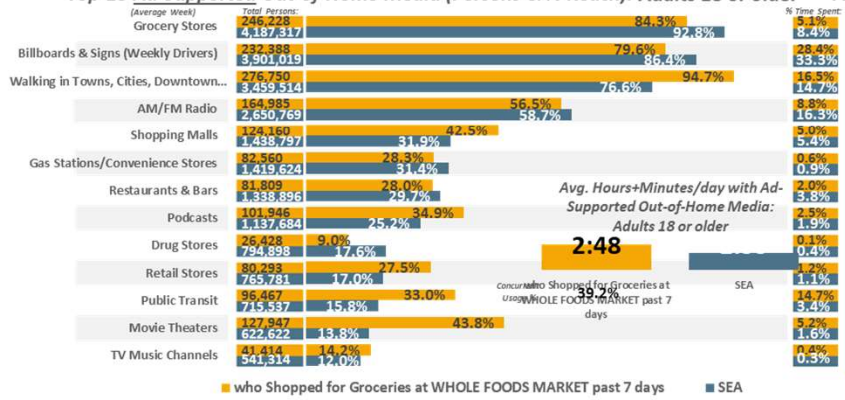
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



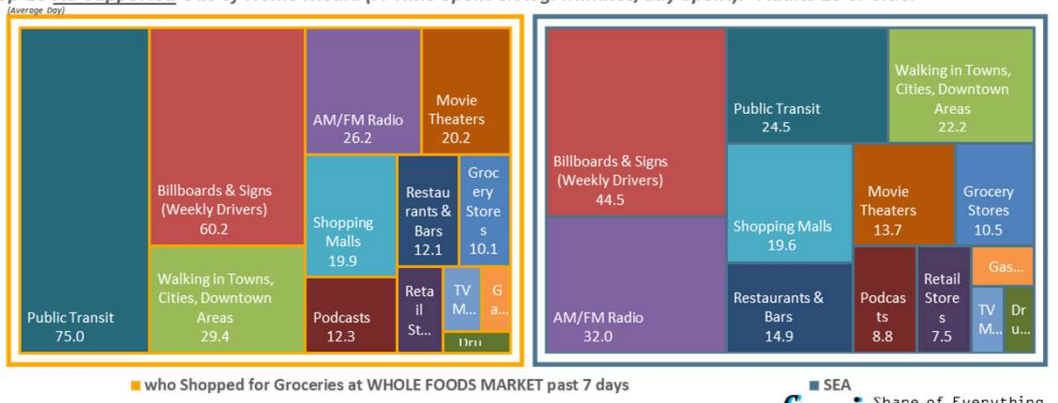
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 257

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

WHOLE FOODS MARKET PHX

180,833 or 97.3% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days spend an average of 90.2 minutes per day driving, seeing Billboards and Signs. 62.7% Listen to Local Radio Stations Out-of-Home for an average of 29.9 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



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 112

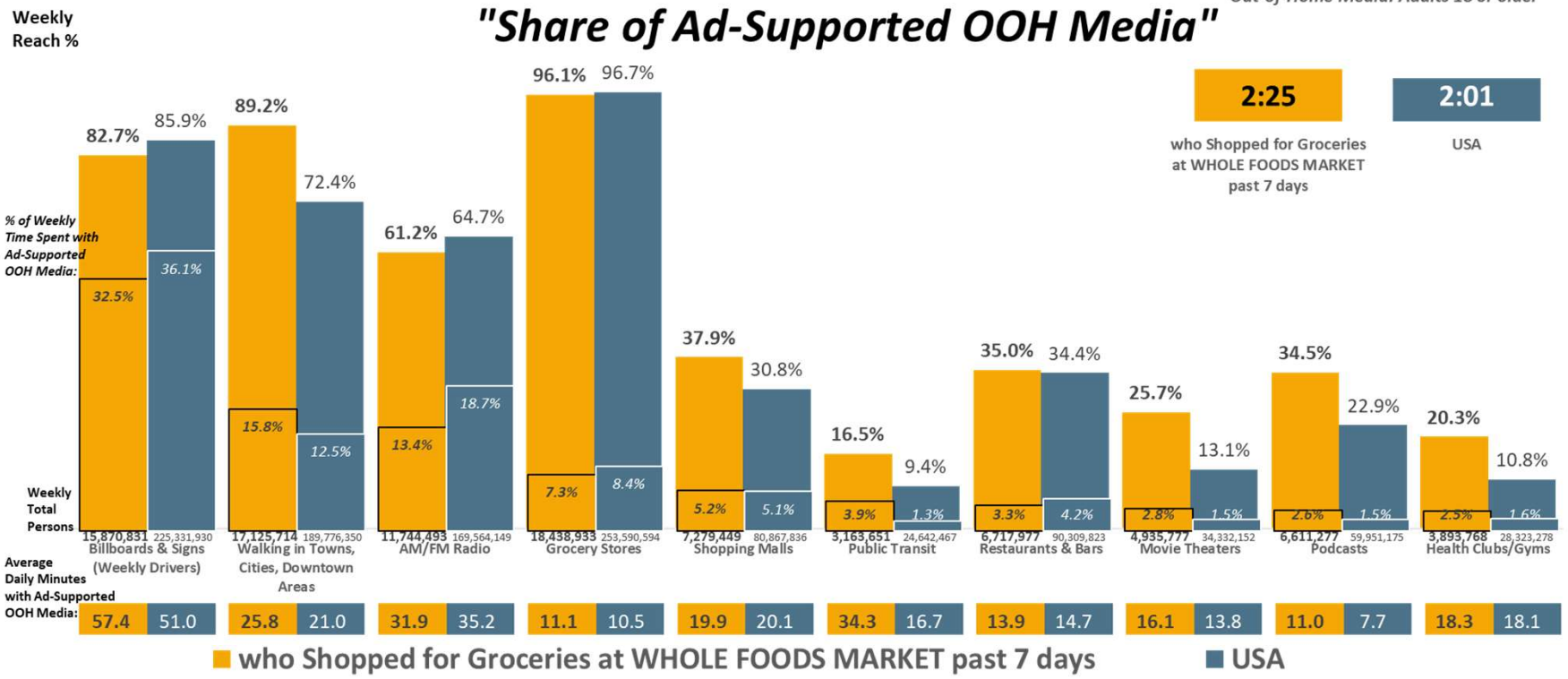
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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

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

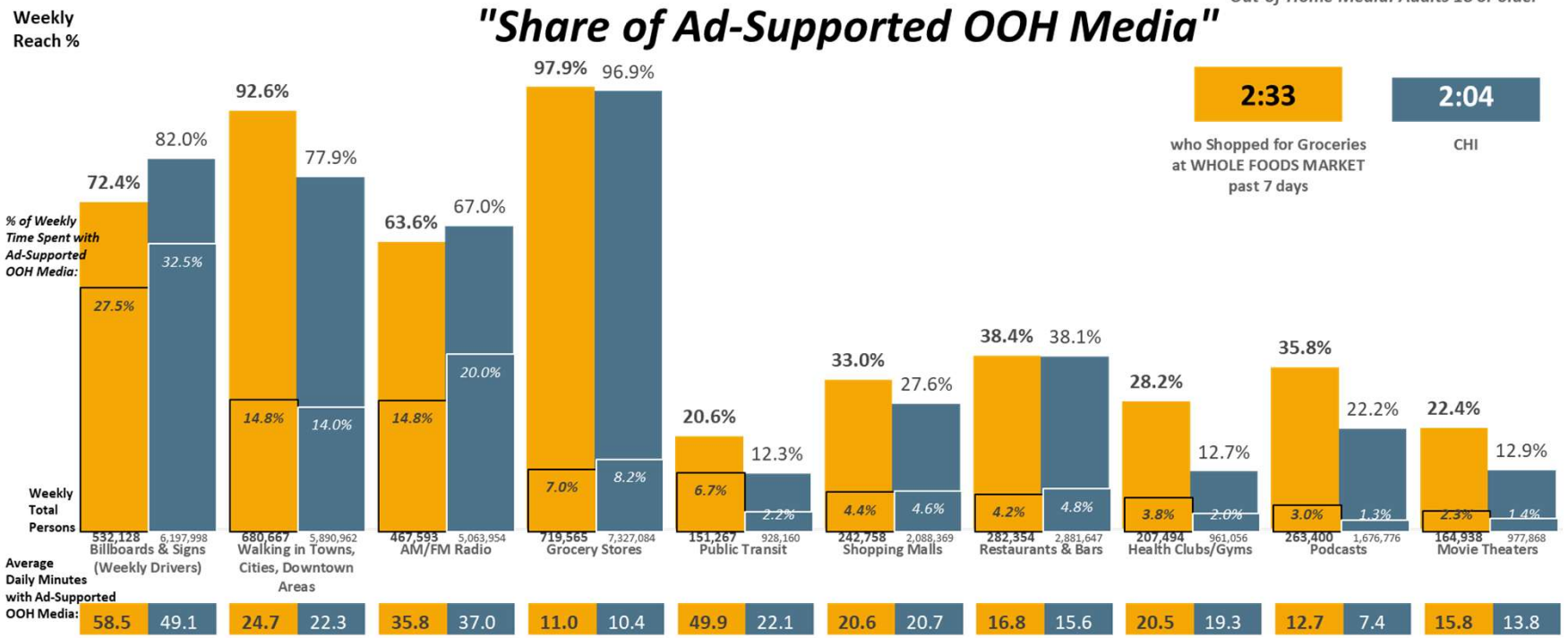
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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

532,128 or 72.4% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days spend an average of 58.5 minutes per day driving, seeing Billboards and Signs representing 27.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 378 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,846

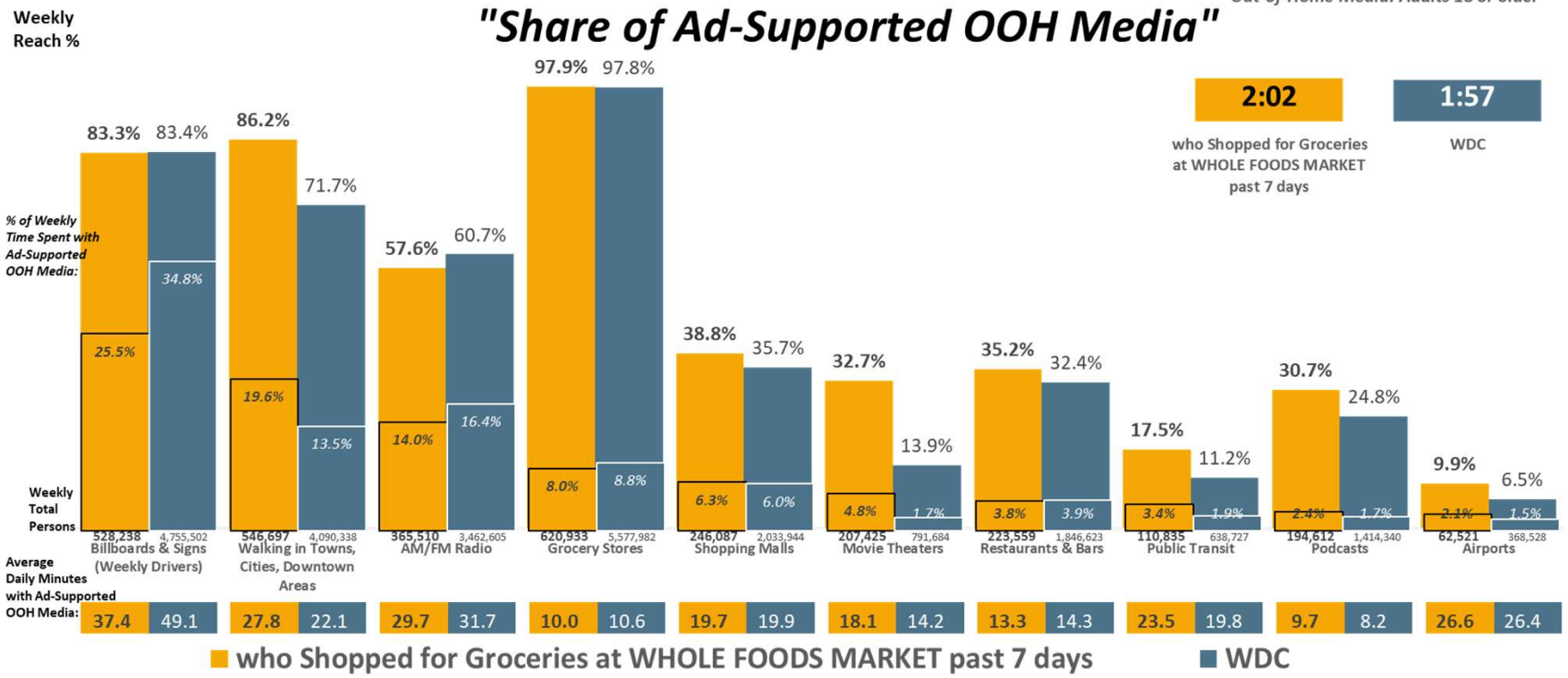
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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

528,238 or 83.3% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days spend an average of 37.4 minutes per day driving, seeing Billboards and Signs representing 25.5% 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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 667 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

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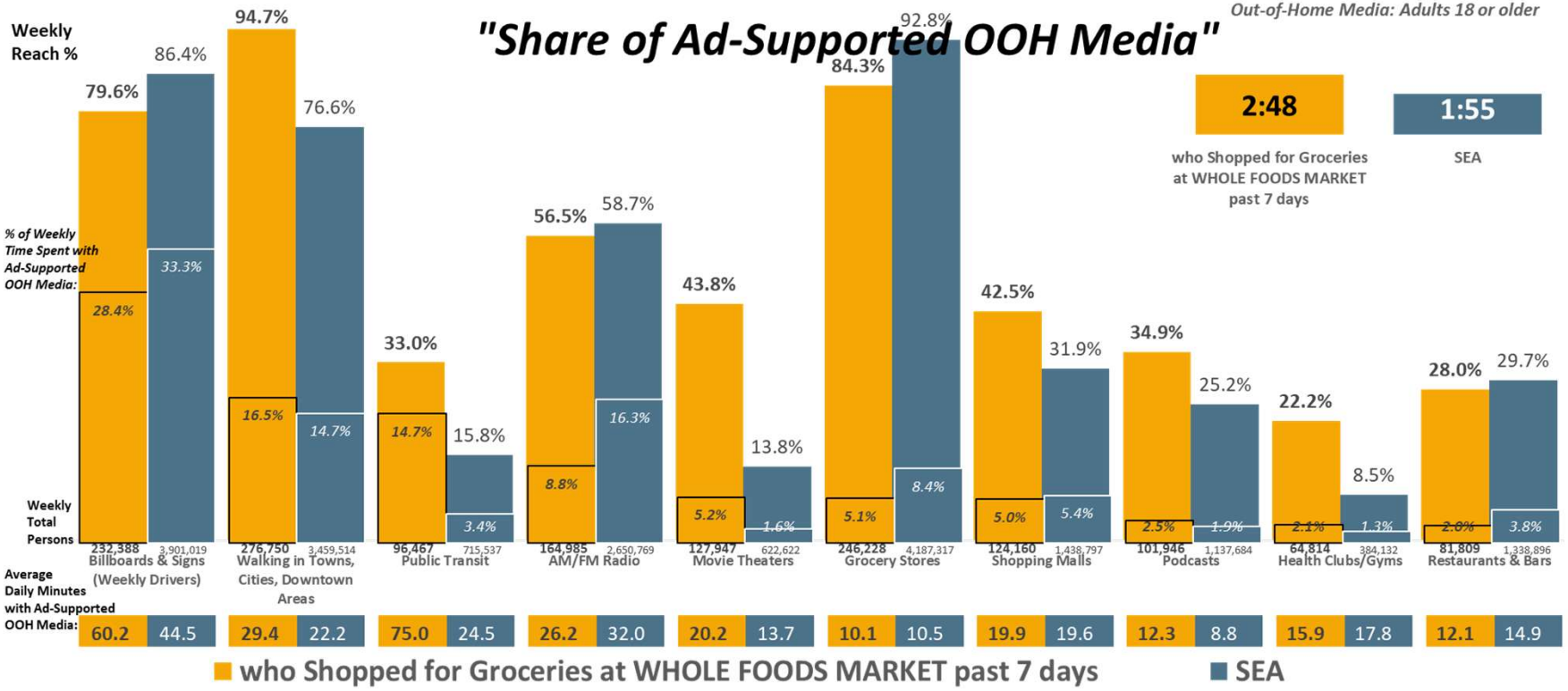
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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

232,388 or 79.6% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days spend an average of 60.2 minutes per day driving, seeing Billboards and Signs representing 28.4% 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"



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 257 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

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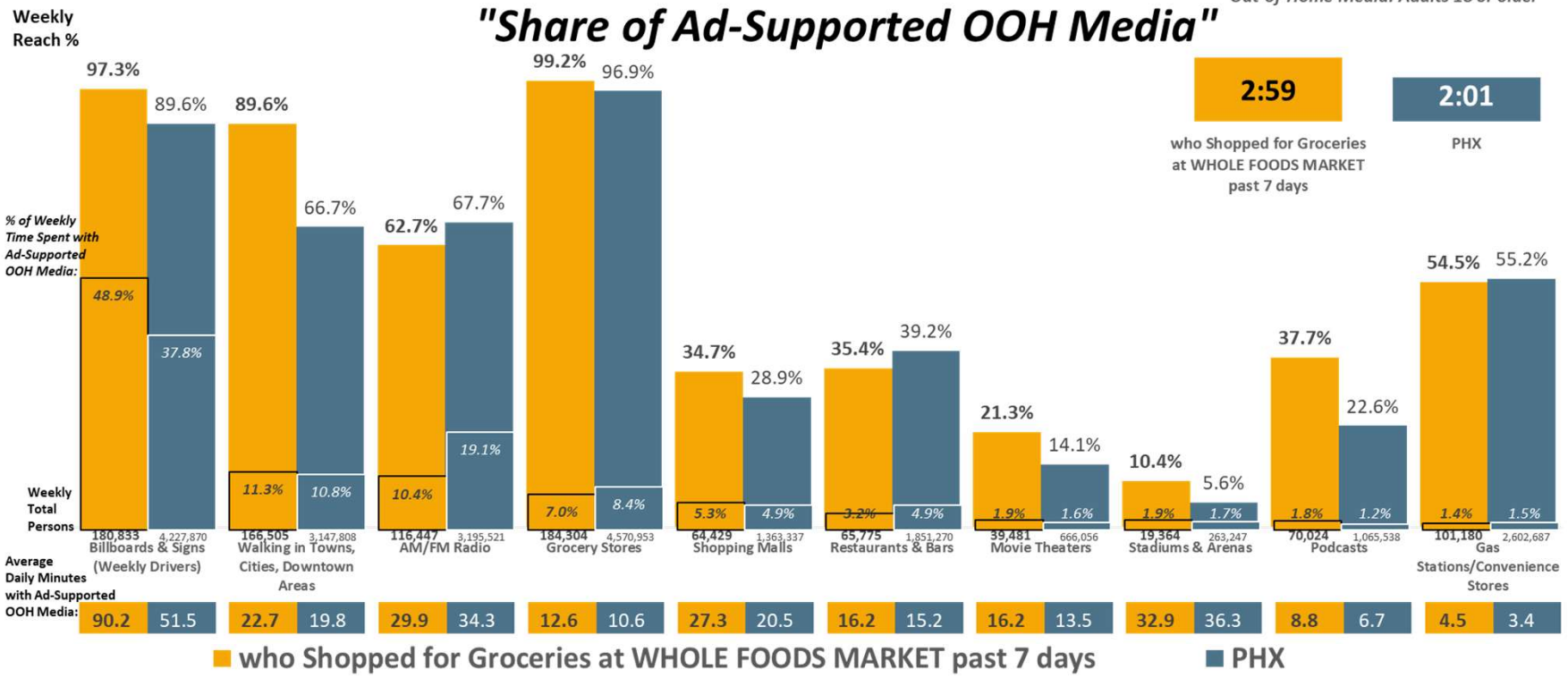
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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

180,833 or 97.3% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days spend an average of 90.2 minutes per day driving, seeing Billboards and Signs representing 48.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 112 PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,461

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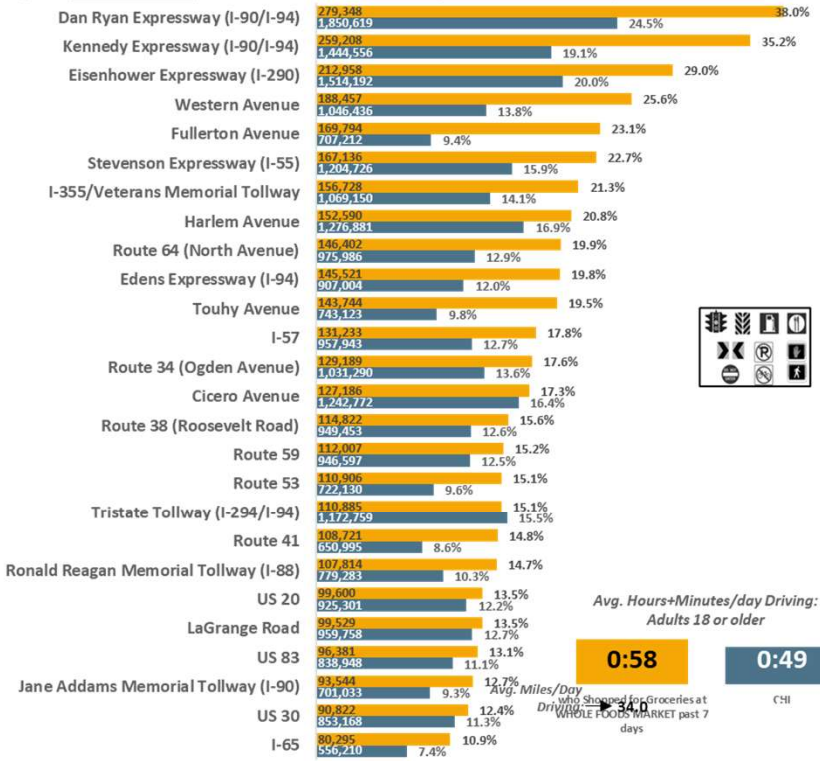
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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

WHOLE FOODS MARKET — CHI

532,128 or 72.4% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days spend an average of 58.5 minutes per day driving an average of 34. miles each day and are 146.8% more likely to use Fullerton Avenue than the Metro average.

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



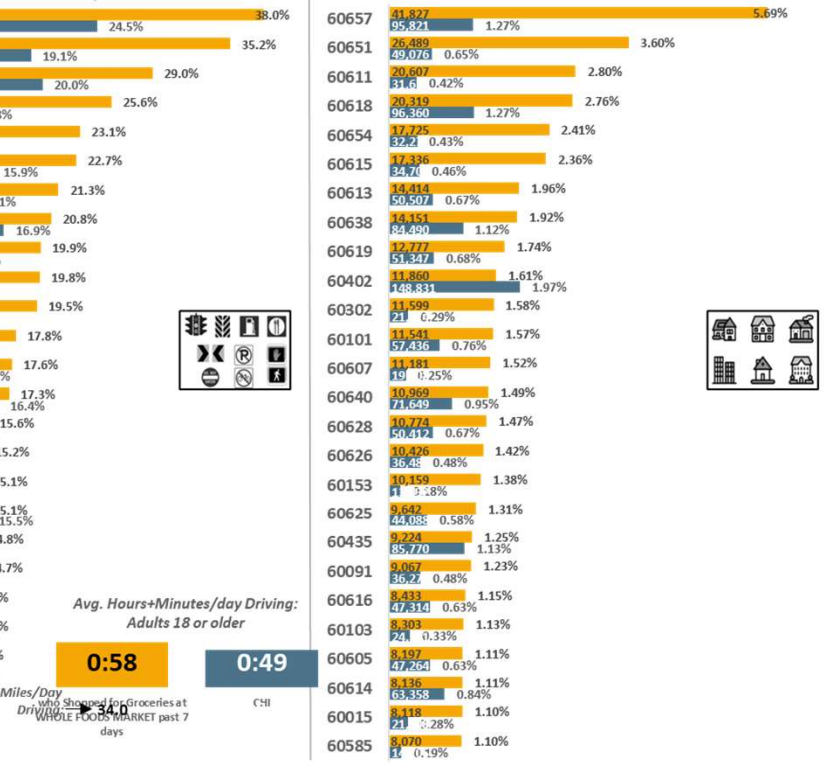
Avg. Hours+Minutes/day Driving: Adults 18 or older

0:58 — who Shopped for Groceries at WHOLE FOODS MARKET past 7 days

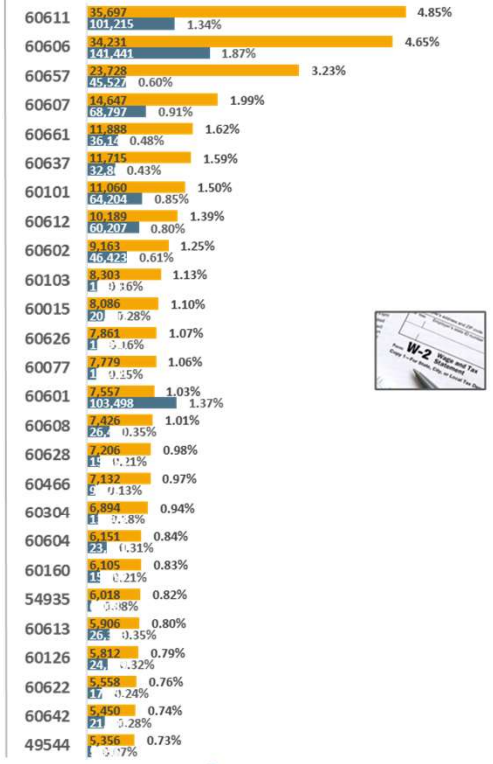
0:49 — CHI

Avg. Miles/Day Driving: ▶ 34.0

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 378

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

528,238 or 83.3% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days spend an average of 37.4 minutes per day driving an average of 21.8 miles each day and are 171.5% more likely to use Massachusetts Avenue than the Metro ave

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

	who Shopped for Groceries at WHOLE FOODS MARKET past 7 days		WDC	
I-95/I-495/Capital Beltway	379,682	59.9%	2,745,698	48.1%
I-66	194,363	30.6%	1,294,121	22.7%
I-295/Baltimore Washington Parkway	165,258	26.1%	1,130,949	19.8%
Massachusetts Avenue	111,091	17.5%	367,848	6.5%
Route 355/Rockville Pike/Wisconsin Avenue	110,899	17.5%	581,024	10.2%
K Street	102,154	16.1%	361,404	6.3%
Route 1	97,977	15.4%	967,299	17.0%
East-West Highway	97,378	15.4%	486,110	8.5%
14th Street	95,873	15.1%	392,843	6.9%
Constitution Avenue	90,063	14.2%	312,65	5.5%
Pennsylvania Avenue	88,354	13.9%	526,368	9.2%
Route 50/New York Avenue	79,665	12.6%	537,118	9.4%
16th Street	76,241	12.0%	359,431	6.3%
Route 185/Connecticut Avenue	75,557	11.9%	376,370	6.6%
Route 28	67,601	10.7%	693,713	12.2%
Route 97/Georgia Avenue	66,664	10.5%	486,222	8.5%
New Hampshire Avenue	63,854	10.1%	336,02	5.9%
Route 29/Colesville Road	61,037	9.6%	457,022	8.0%
H Street/Benning Road	54,177	8.5%	278,0	4.9%
Independence Avenue	47,313	7.5%	234,	4.1%
Veirs Mill Road	37,944	6.0%	397,201	7.0%
Route 15	36,150	5.7%	464,298	8.1%
Randolph Road	33,121	5.2%	366,986	6.4%
Route 301	32,603	5.1%	494,966	8.7%
Montrose Road	32,017	5.0%	208,	3.6%
Route 5/Branch Avenue	28,286	4.5%	347,841	6.1%

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

Avg. Miles/Day Driving	who Shopped for Groceries at WHOLE FOODS MARKET past 7 days	WDC
▶ 21.8	0:37	0:49

Top-26 Residential Zip Codes: Adults 18 or older

20001	27,086	4.27%	51,539	0.90%
22314	23,239	3.66%	64,824	1.14%
20706	18,888	2.98%	30,920	0.54%
20003	18,284	2.88%	47,000	0.82%
20002	15,537	2.45%	42,433	0.74%
20910	15,200	2.40%	63,132	1.11%
20878	14,700	2.32%	55,894	0.98%
22015	14,605	2.30%	39,825	0.70%
20852	12,147	1.92%	36,324	0.64%
20147	12,112	1.91%	59,438	1.04%
20912	11,834	1.87%	20,9	0.37%
20011	11,640	1.84%	54,010	0.95%
22151	11,093	1.75%	18,9	0.33%
22306	10,924	1.72%	34,422	0.60%
22303	9,845	1.55%	20,7	0.36%
22201	9,840	1.55%	19,6	0.34%
20744	9,635	1.52%	65,176	1.14%
20009	9,246	1.46%	49,181	0.86%
22041	9,155	1.44%	23,86	0.42%
22039	9,151	1.44%	15,	0.27%
20052	9,086	1.43%	9	0.16%
22033	8,400	1.32%	27,670	0.49%
20017	8,229	1.30%	16,	0.30%
20155	7,900	1.25%	42,904	0.75%
20815	7,732	1.22%	20,72	0.36%
22204	7,538	1.19%	50,392	0.88%

Top-26 Employment Zip Codes: Adults 18 or older

20001	34,493	5.44%	97,934	1.72%
22015	14,517	2.29%	27,6	0.48%
20036	13,865	2.19%	25,6	0.45%
20006	11,141	1.76%	44,354	0.78%
20003	10,643	1.68%	35,322	0.62%
20024	8,493	1.34%	46,684	0.82%
20155	7,900	1.25%	31,28	0.55%
20005	6,782	1.07%	28,66	0.50%
20037	6,305	0.99%	12	0.21%
20191	5,861	0.92%	29,6	0.52%
20009	5,851	0.92%	31,74	0.56%
20016	4,732	0.75%	7	0.13%
20011	4,472	0.71%	18,	0.33%
20151	4,219	0.67%	42,749	0.75%
20301	4,105	0.65%	8	0.15%
20147	4,000	0.63%	32,52	0.57%
20657	3,825	0.60%	5	0.09%
20008	3,818	0.60%	1	0.18%
20007	3,540	0.56%	12	0.23%
20598	3,234	0.51%		0.16%
20190	3,100	0.49%	12	0.22%
20148	2,852	0.45%	17	0.31%
20540	2,642	0.42%	5	0.09%
20175	2,559	0.40%	24,3	0.43%
20194	2,515	0.40%	5	0.10%
20110	2,514	0.40%	31,61	0.55%

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

WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 667

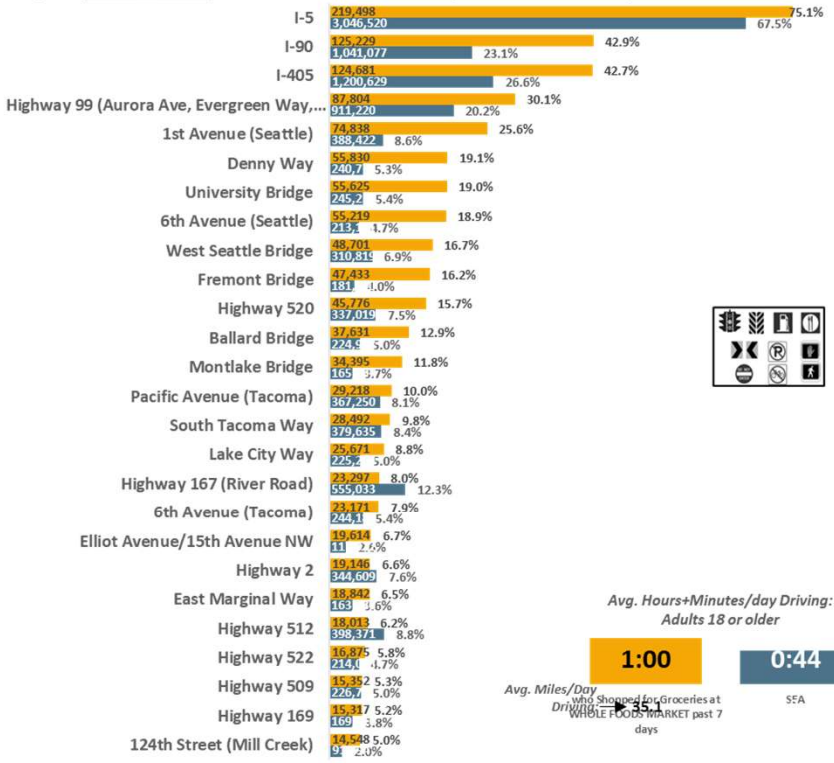
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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

WHOLE FOODS MARKET SEA

232,388 or 79.6% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days spend an average of 60.2 minutes per day driving an average of 35.1 miles each day and are 303.9% more likely to use Fremont Bridge than the Metro average.

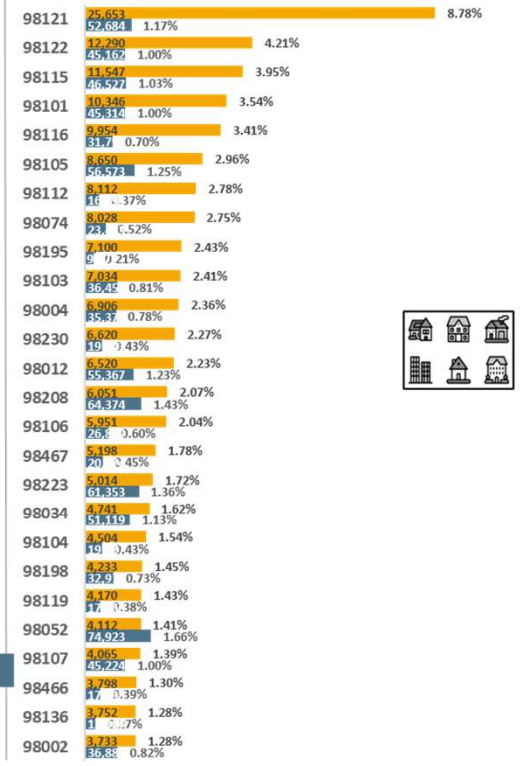
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



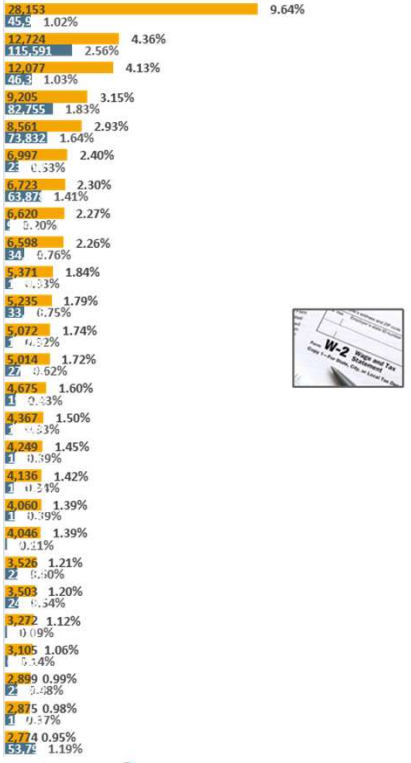
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: ▶35.1 who Shopped for Groceries at WHOLE FOODS MARKET past 7 days

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 257

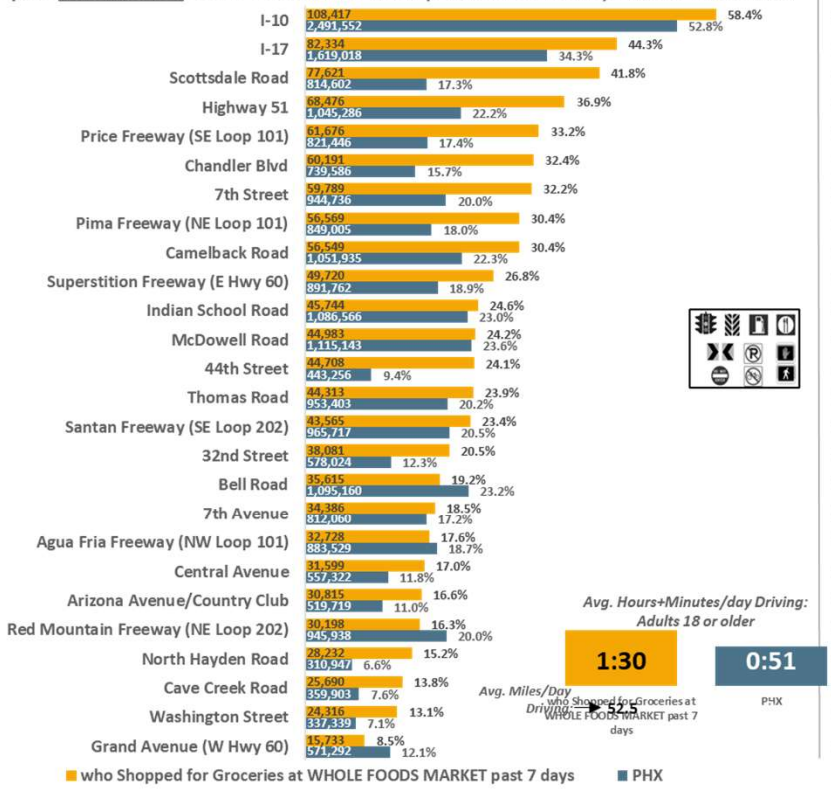
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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

WHOLE FOODS MARKET PHX

180,833 or 97.3% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days spend an average of 90.2 minutes per day driving an average of 52.5 miles each day and are 156.1% more likely to use 44th Street than the Metro average.

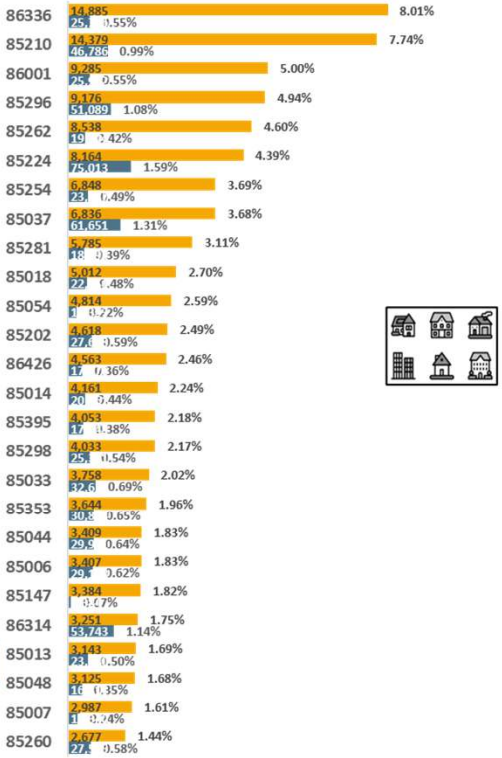
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



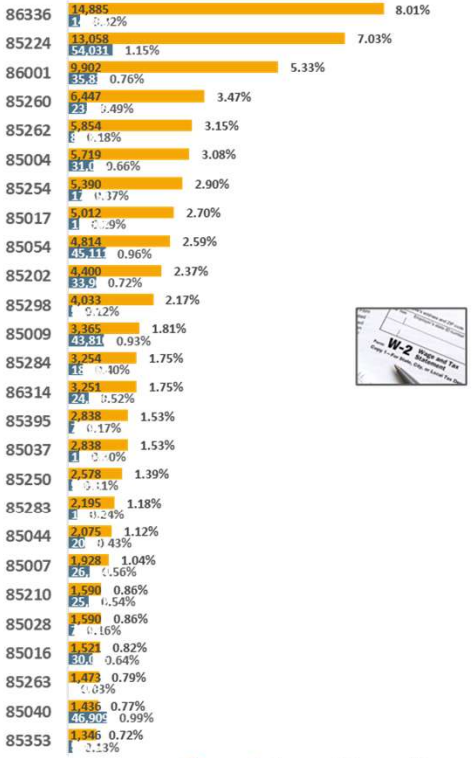
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: ▶ 52.5 who Shopped for Groceries at WHOLE FOODS MARKET past 7 days

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



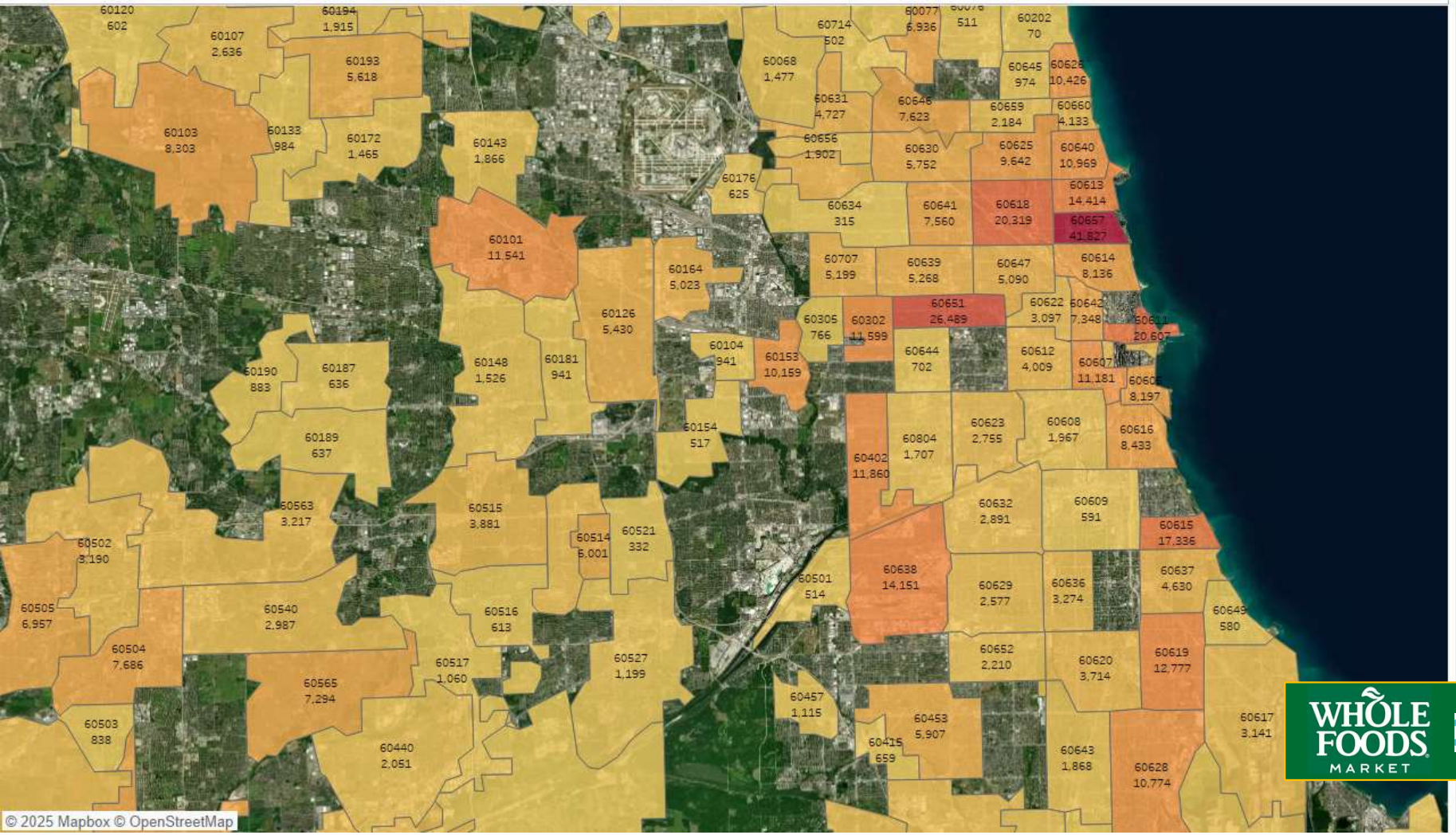
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PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 112

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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)



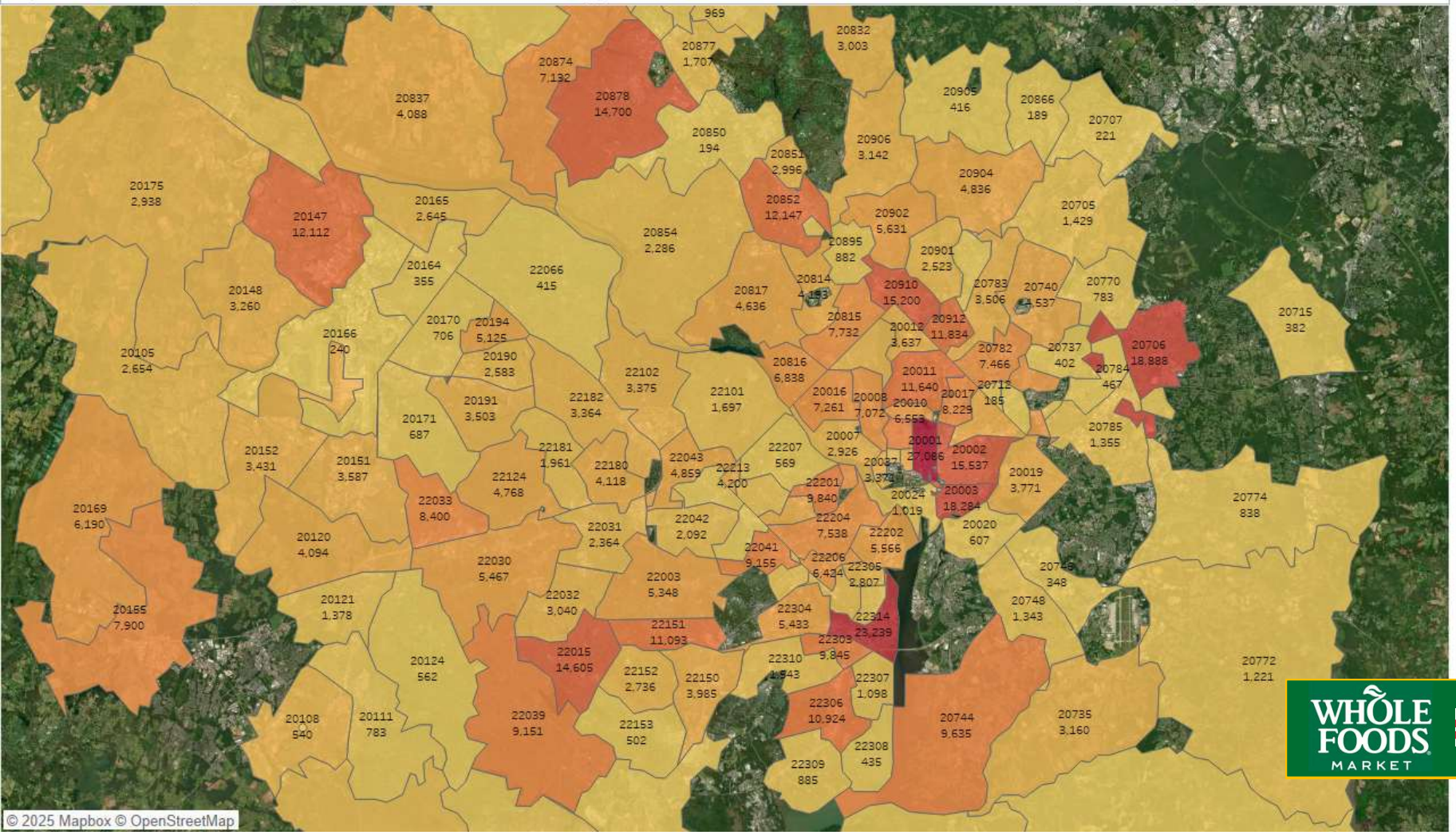
CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 378

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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)

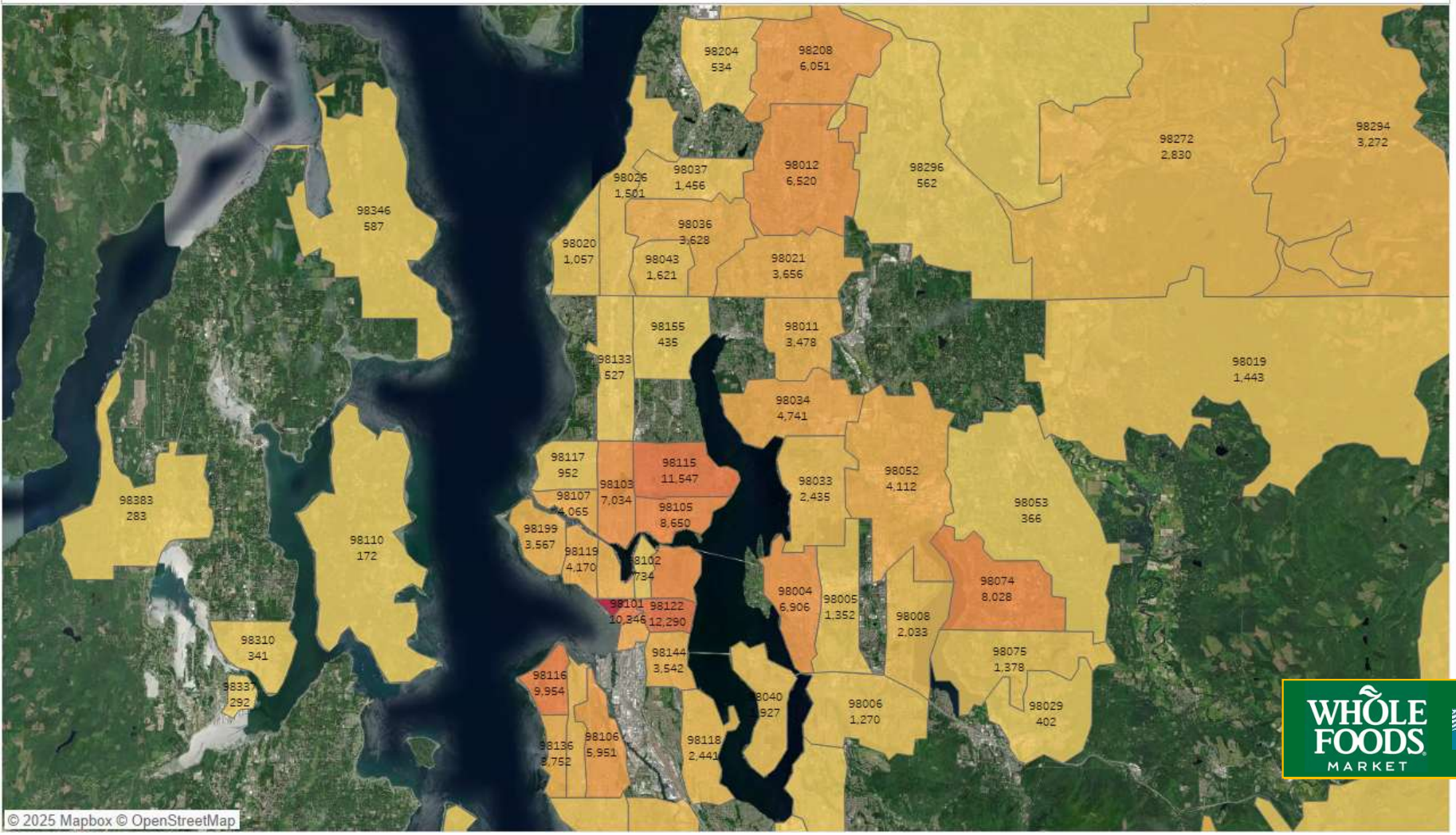


WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 667
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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

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



SUM(Adults 18 or older ...

172 25,653

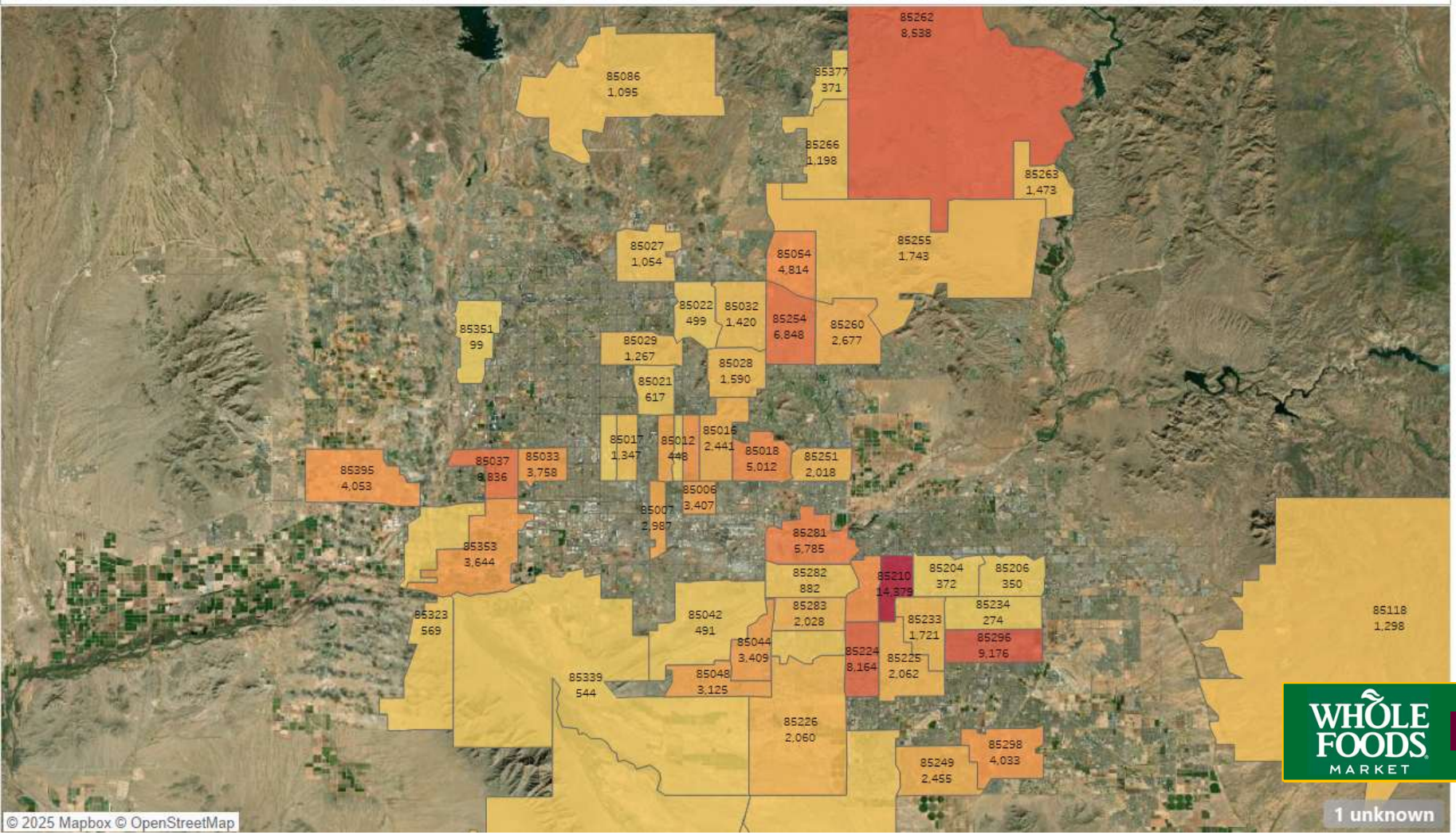
WHOLE FOODS MARKET SEA

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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)



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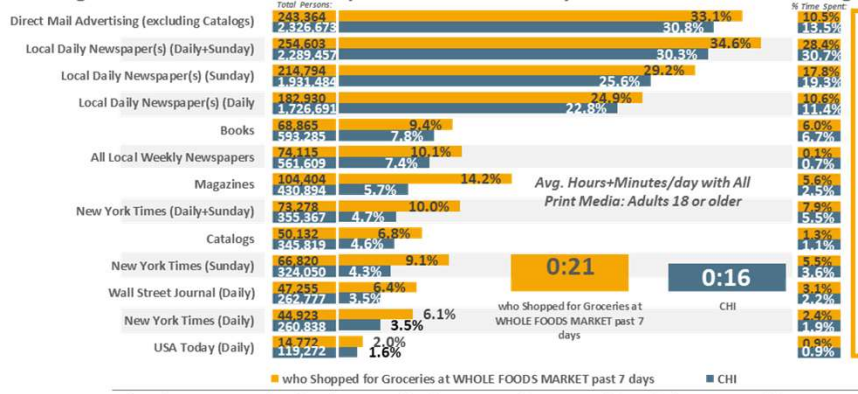
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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

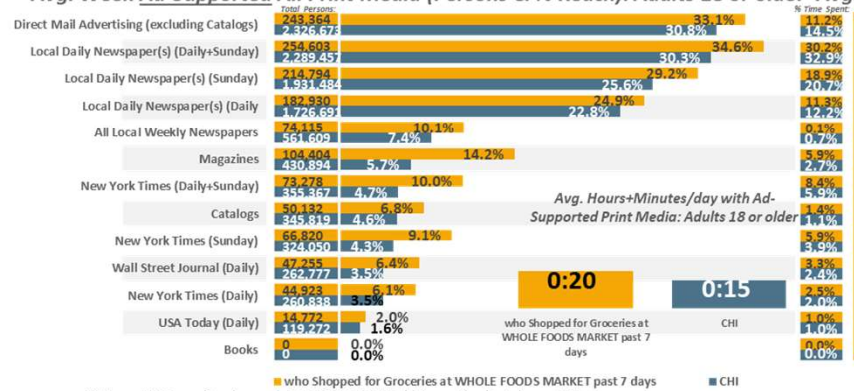
254,603 or 34.6% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.6 minutes every day representing 30.2% of all time spent daily with All forms of Print Med

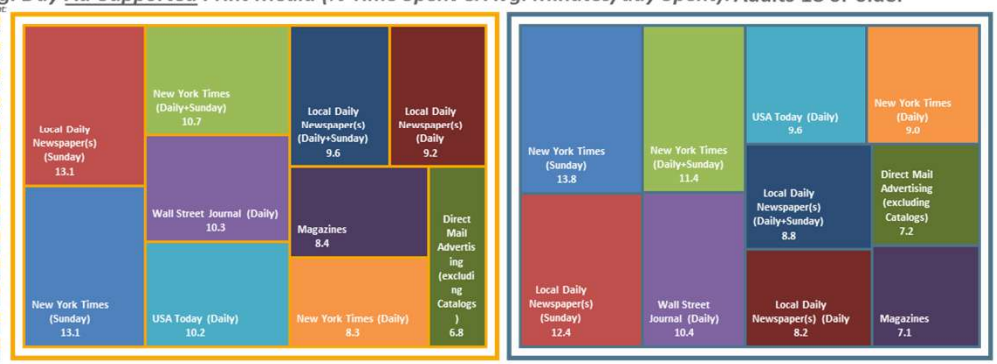
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older





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





CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 378

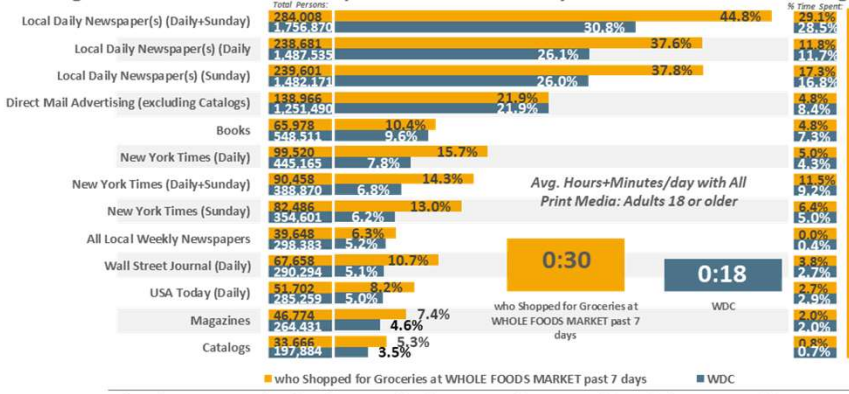
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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

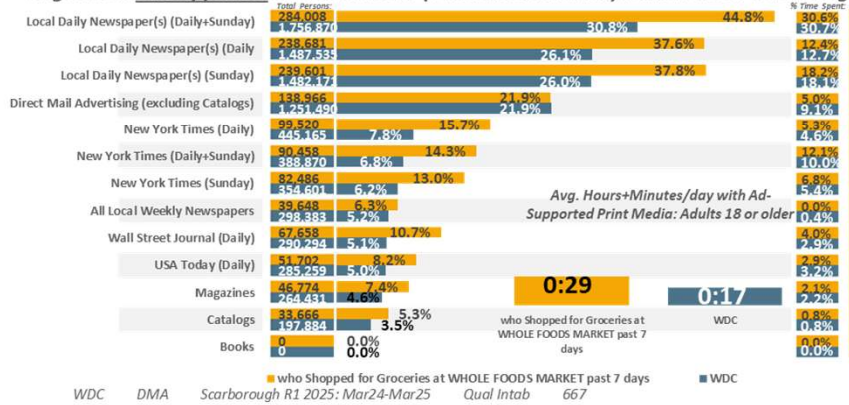
284,008 or 44.8% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.1 minutes every day representing 30.6% of all time spent daily with All forms of Print Me

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





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





WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 667

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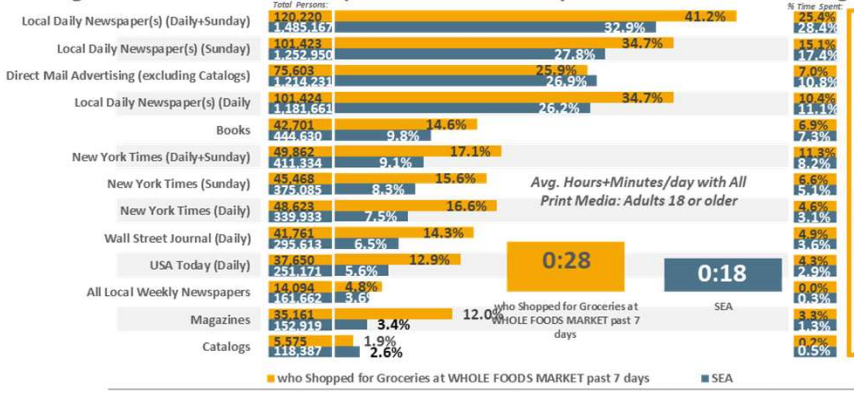
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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

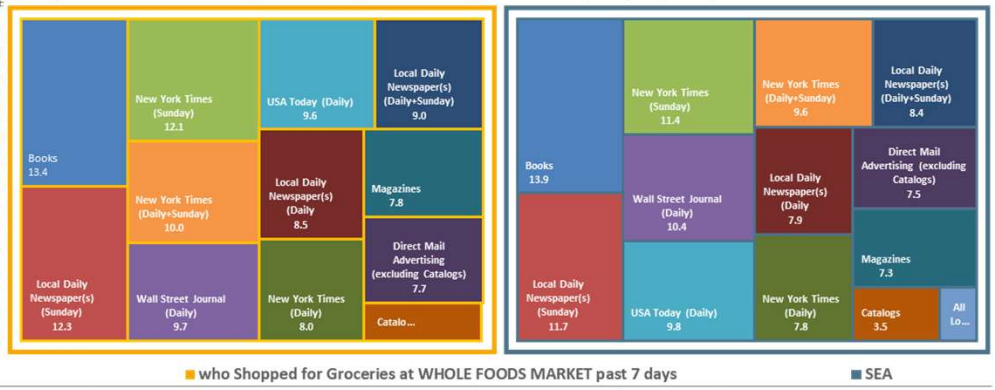
WHOLE FOODS MARKET SEA

120,220 or 41.2% 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 27.3% of all time spent daily with All forms of Print Medi

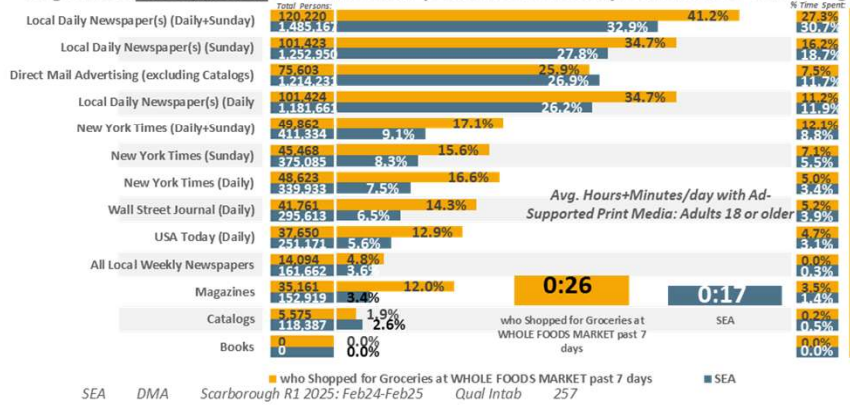
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 257

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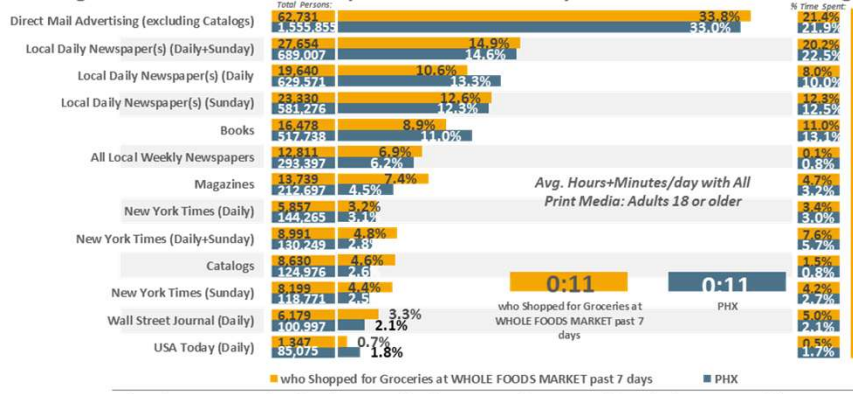
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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

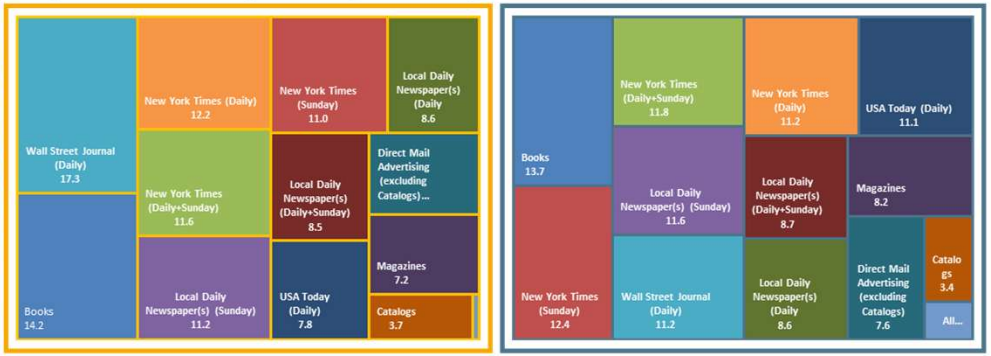
WHOLE FOODS MARKET PHX

62,731 or 33.8% of Adults 18 or older who Shopped for Groceries at WHOLE FOODS MARKET past 7 days read Direct Mail Advertising (excluding Catalogs) for an average of 7.3 minutes every day representing 24.1% of all time spent daily with All forms of Print

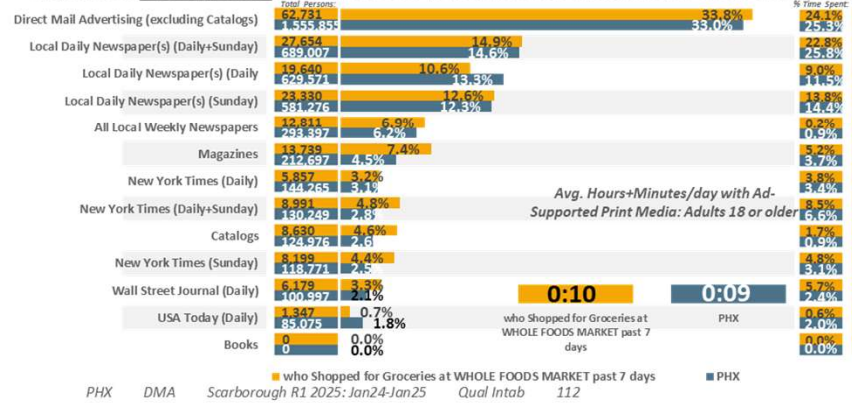
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 112

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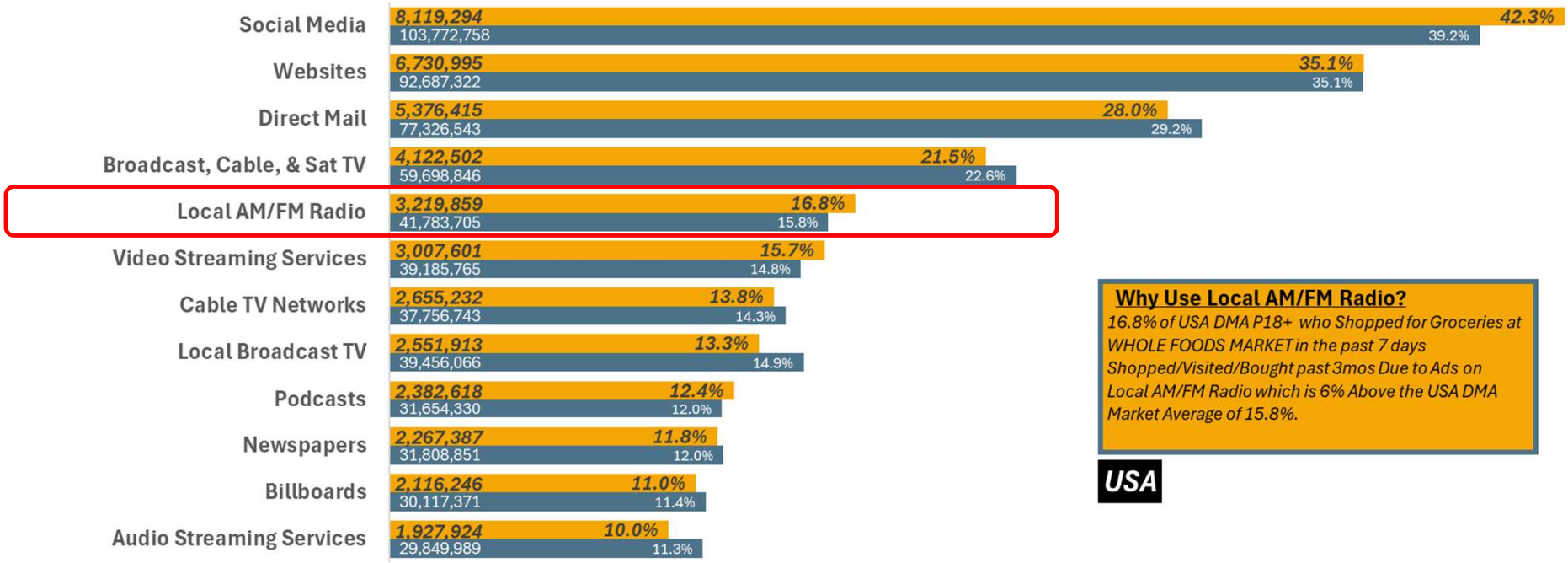
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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

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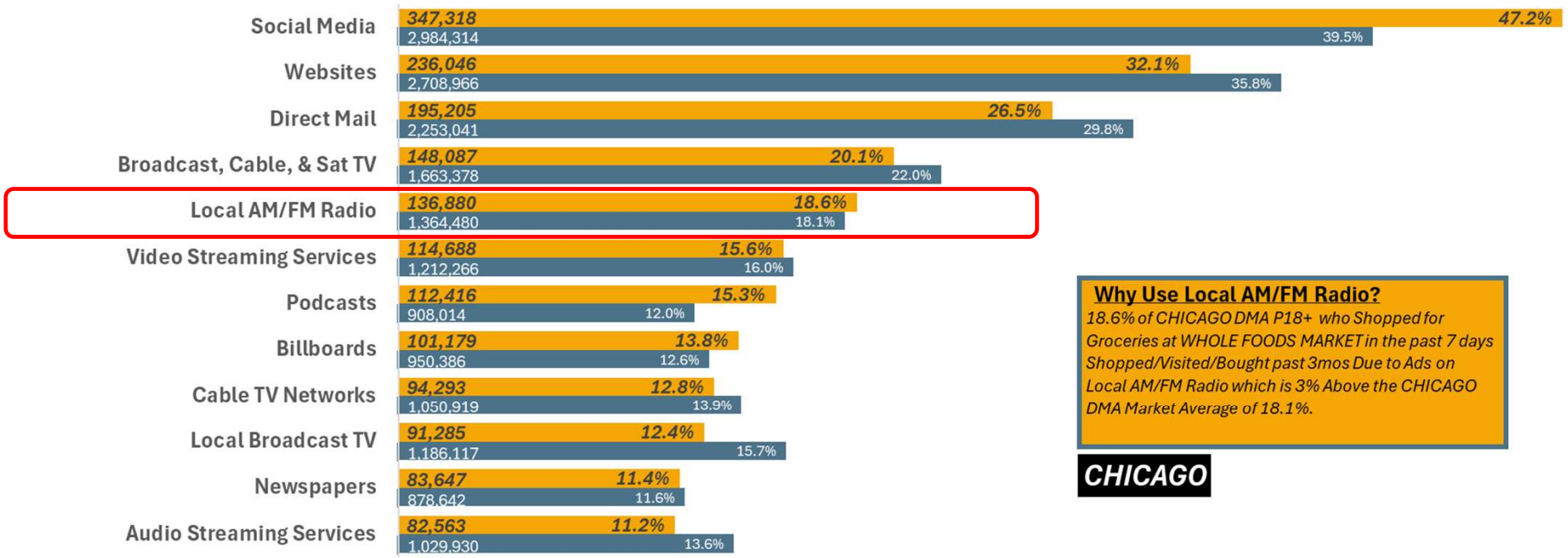
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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

WHOLE FOODS MARKET CHI

"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?

18.6% of CHICAGO 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 3% Above the CHICAGO DMA Market Average of 18.1%.

CHICAGO

CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab: 378

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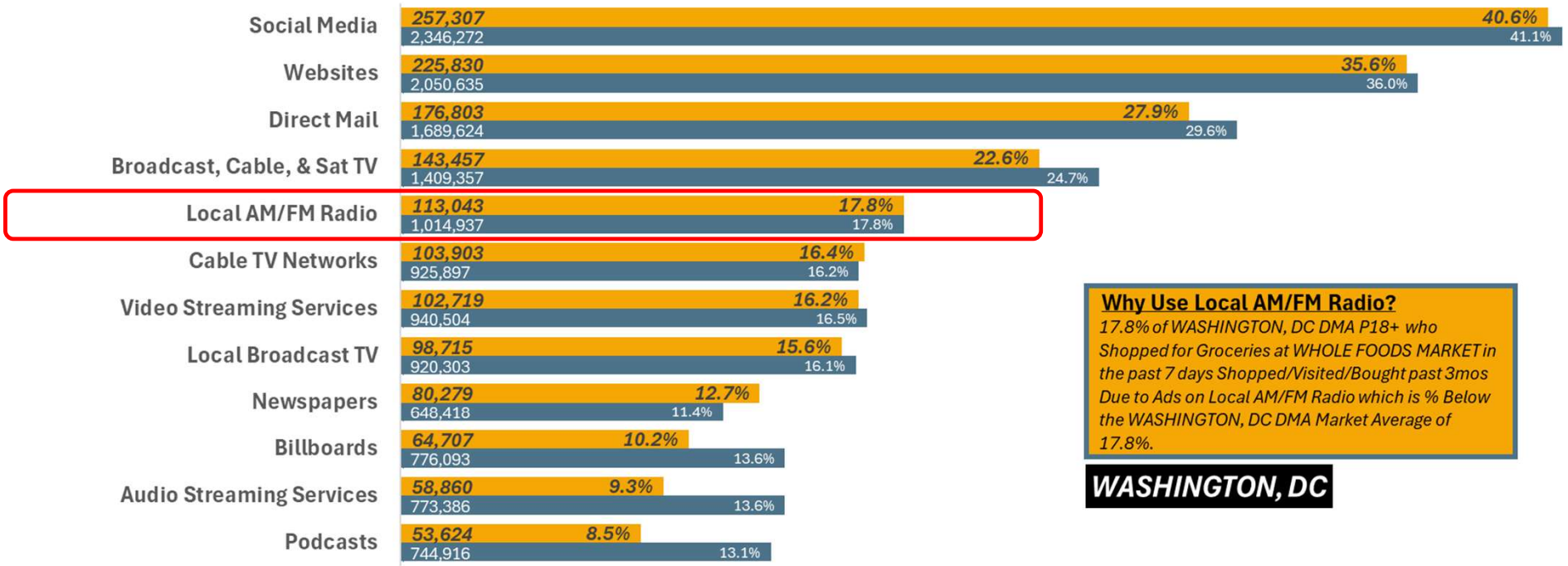
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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

WHOLE FOODS MARKET WDC

"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?

17.8% of WASHINGTON, DC 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 % Below the WASHINGTON, DC DMA Market Average of 17.8%.

WASHINGTON, DC

WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab: 667

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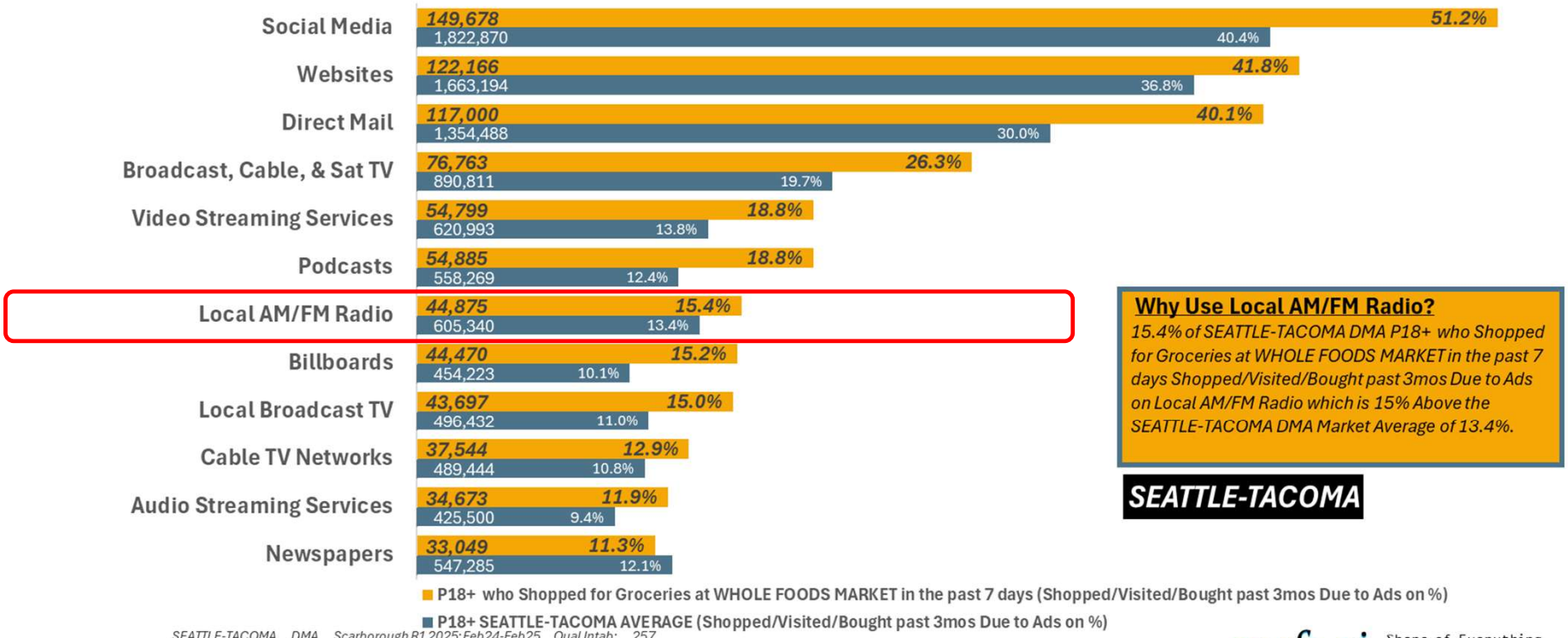
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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

WHOLE FOODS MARKET SEA

"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?

15.4% of SEATTLE-TACOMA 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 15% Above the SEATTLE-TACOMA DMA Market Average of 13.4%.

SEATTLE-TACOMA

SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab: 257

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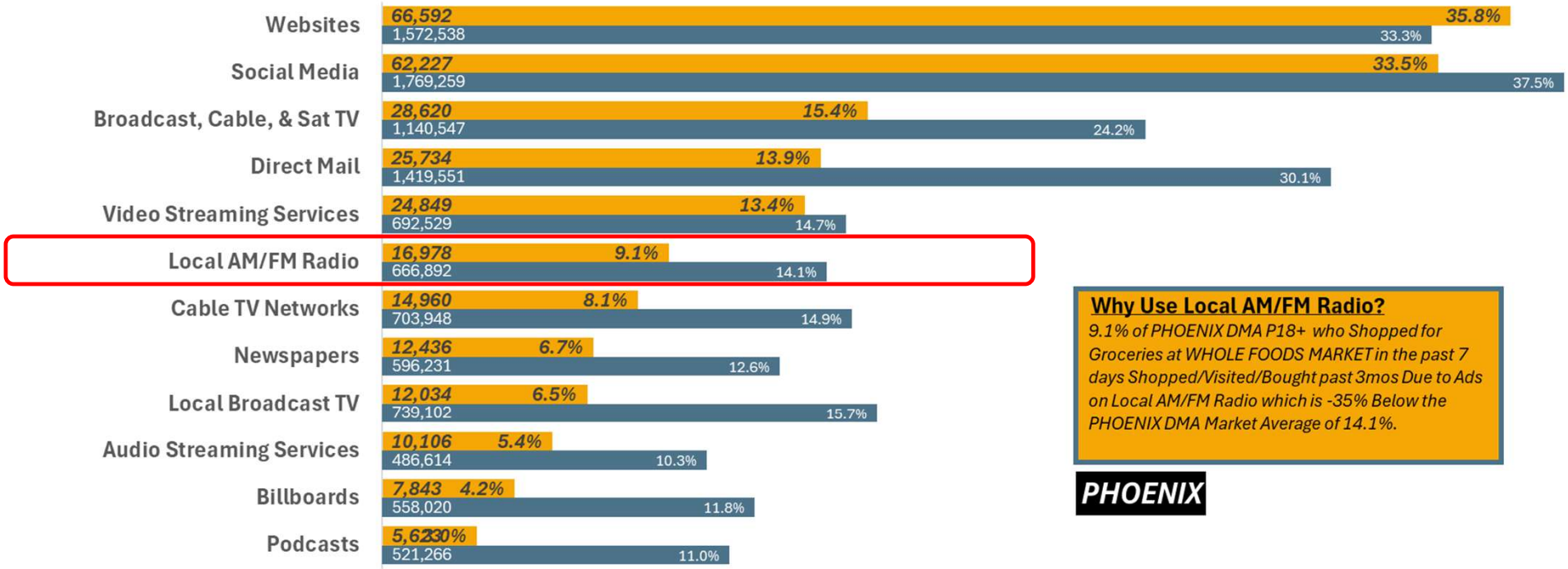
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Grocery stores shopped past 7 days (HHLD): Whole Foods Market

WHOLE FOODS MARKET PHX

"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?

9.1% of PHOENIX 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 -35% Below the PHOENIX DMA Market Average of 14.1%.

PHOENIX

PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab: 112

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