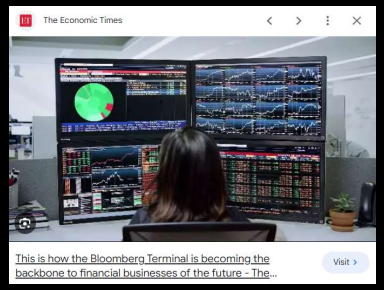
USA+4 Midwest DMAs - P18+ past 7 days Purchasers of FROZEN PIZZA!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, MINNEAPOLIS-ST. PAUL, CHICAGO, ST. LOUIS, and CINCINNATI, DMA P18+ past 7 days FROZEN PIZZA buyers as of April 2024!





Minneapolis-St. Paul



Chicago



St. Louis



Cincinnati

P18+

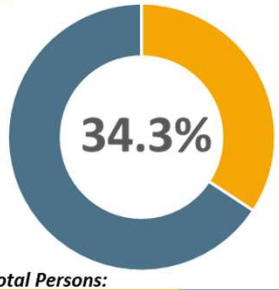
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

Food products household used past 7 days (HHLD): Frozen pizza



34.3% or 89,828,703 of USA Adults 18 or older purchased FROZEN PIZZA in the past 7 days.
Typical Adults 18 or older who purchased FROZEN PIZZA in the past 7 days are 46.9 years old (4.1% younger than average) and have a $88,798 (1.% lower than average) annual household income.

Percent of Market: Adults 18 or older

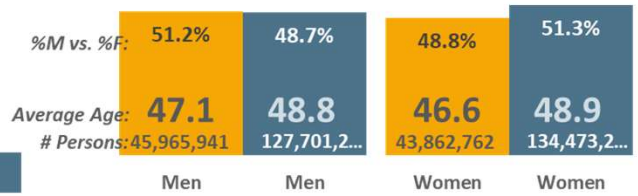


- who purchased FROZEN PIZZA in the past 7 days
- Remainder of USA Metro

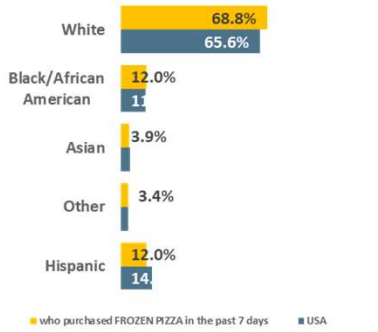
Total Persons:

89,828,703	172,345,797

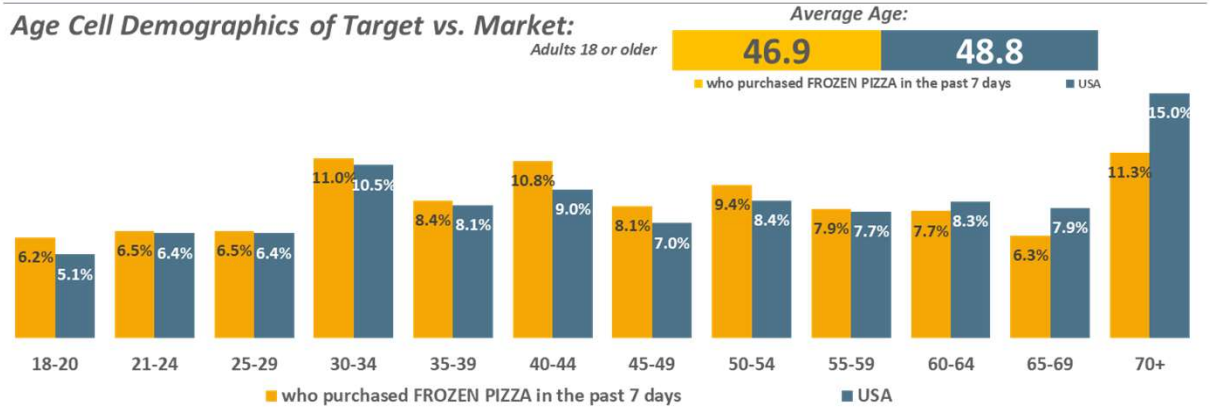
Gender of Target vs. Market: Adults 18 or older



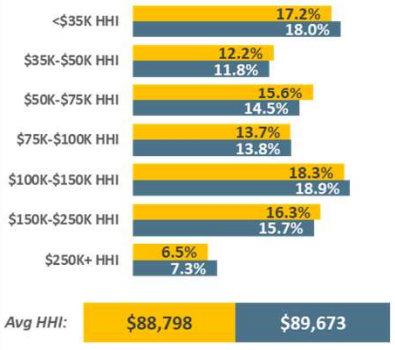
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$88,798	$89,673

USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *7,071*

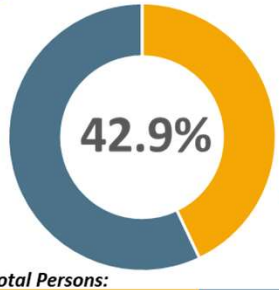
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USA Projection *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *23,333*



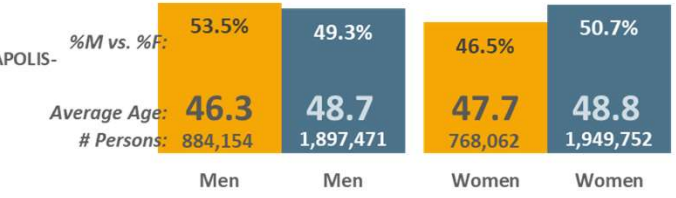
42.9% or 1,652,216 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older purchased FROZEN PIZZA in the past 7 days. Typical Adults 18 or older who purchased FROZEN PIZZA in the past 7 days are 46.9 years old (3.9% younger than average) and have a $110,558 (3.8% higher than average) annual household income.

Percent of Market: Adults 18 or older

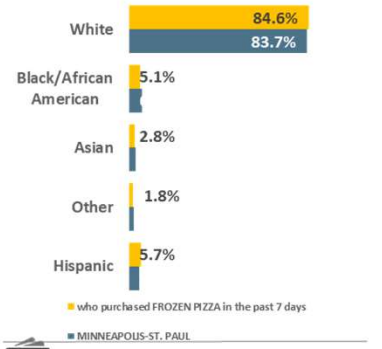


Total Persons:	
1,652,216	2,195,007

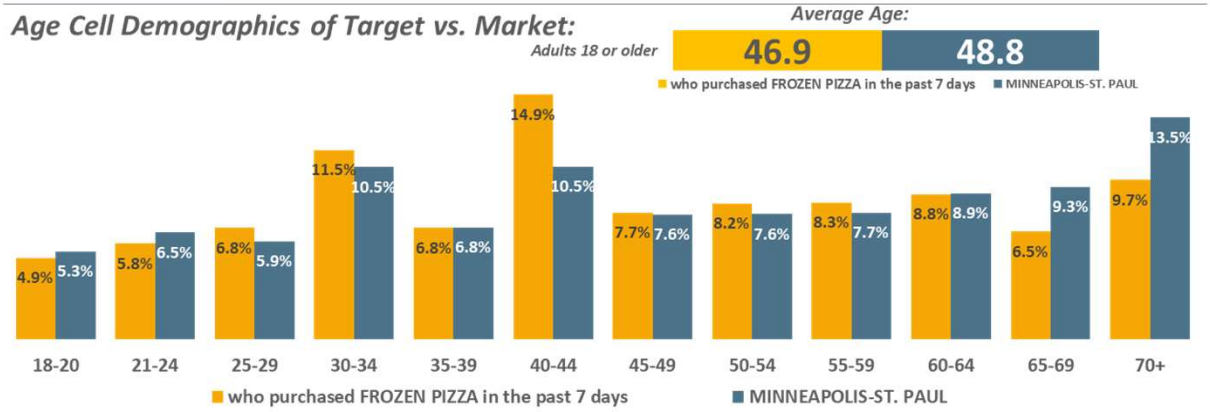
Gender of Target vs. Market: Adults 18 or older



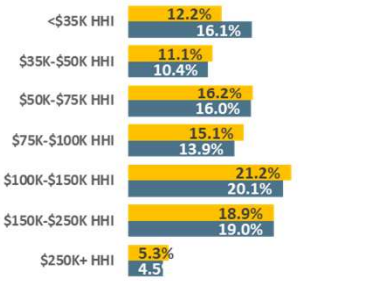
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$110,558	$106,532

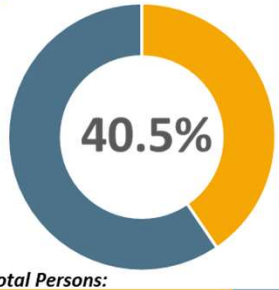
MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 784

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40.5% or 3,061,123 of CHICAGO DMA Adults 18 or older purchased FROZEN PIZZA in the past 7 days. Typical Adults 18 or older who purchased FROZEN PIZZA in the past 7 days are 48.4 years old (.1% younger than average) and have a $104,893 (2.4% higher than average) annual household income.

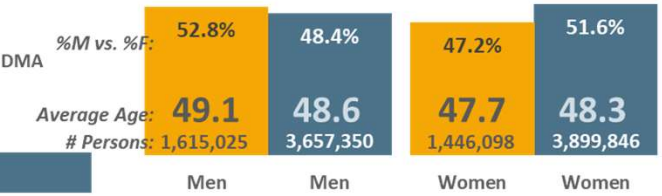
Percent of Market: Adults 18 or older



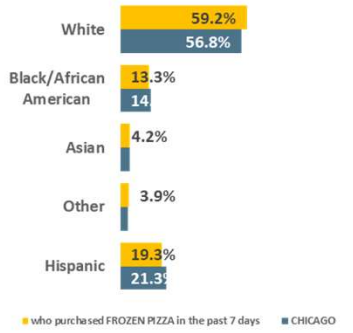
Total Persons:

3,061,123	4,496,073

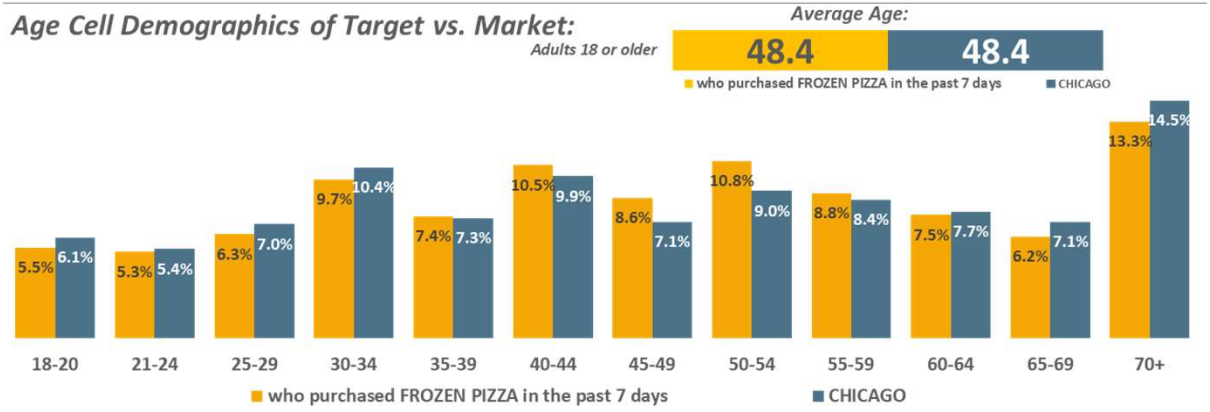
Gender of Target vs. Market: Adults 18 or older



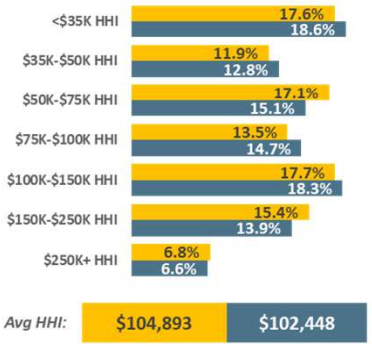
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,311

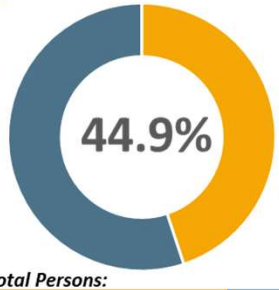
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Food products household used past 7 days (HHLD): Frozen pizza



44.9% or 1,125,393 of ST. LOUIS DMA Adults 18 or older purchased FROZEN PIZZA in the past 7 days. Typical Adults 18 or older who purchased FROZEN PIZZA in the past 7 days are 46.1 years old (6.9% younger than average) and have a $93,338 (1.4% lower than average) annual household income.

Percent of Market: Adults 18 or older



- who purchased FROZEN PIZZA in the past 7 days
- Remainder of ST. LOUIS DMA

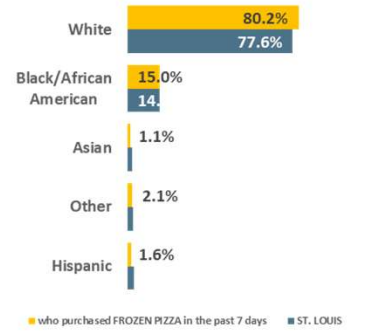
Total Persons:

1,125,393	1,379,672

Gender of Target vs. Market: Adults 18 or older

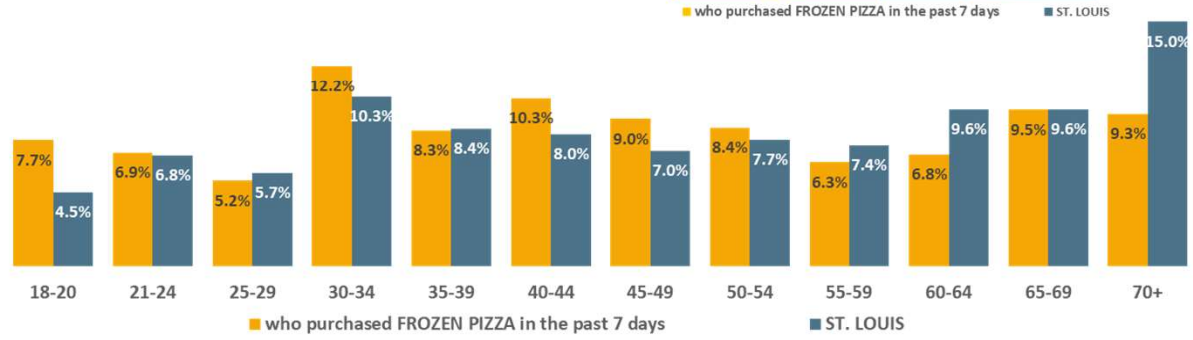
	Men	Men	Women	Women
%M vs. %F:	47.5%	48.3%	52.5%	51.7%
Average Age:	46.5	49.1	45.8	50.0
# Persons:	534,541	1,210,266	590,852	1,294,799

Ethnicity of Target vs. Market:

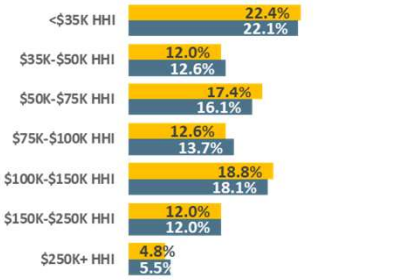


Age Cell Demographics of Target vs. Market:

Average Age:	Adults 18 or older	46.1	49.6



HHI of Target vs. Market:



Avg HHI:	$93,338	$94,664

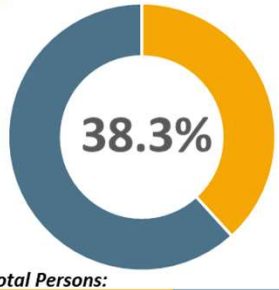
ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 773

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38.3% or 728,655 of CINCINNATI DMA Adults 18 or older purchased FROZEN PIZZA in the past 7 days. Typical Adults 18 or older who purchased FROZEN PIZZA in the past 7 days are 45.1 years old (7.7% younger than average) and have a $92,783 (2.1% lower than average) annual household income.

Percent of Market: Adults 18 or older



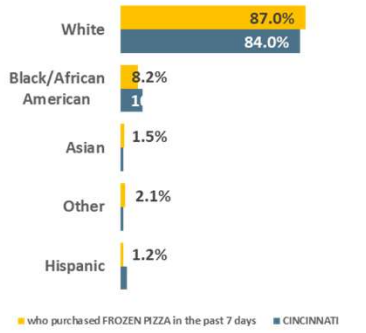
Total Persons:

728,655	1,176,315

Gender of Target vs. Market: Adults 18 or older

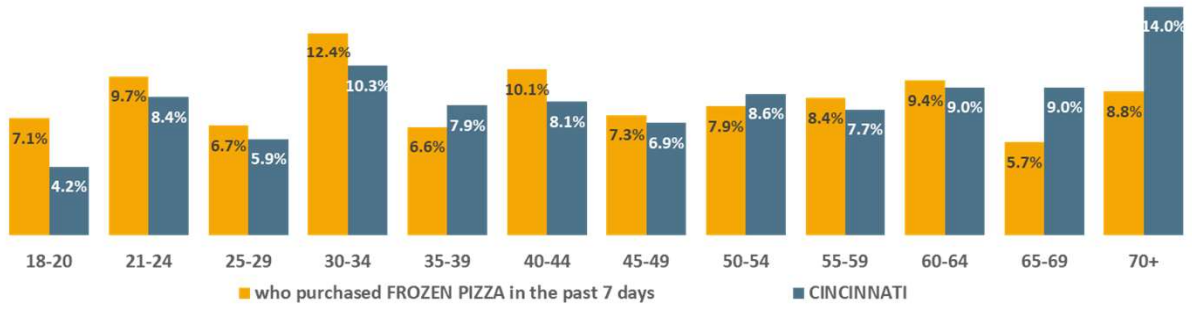
	Men	Men	Women	Women
%M vs. %F:	50.0%	48.5%	50.0%	51.5%
Average Age:	45.3	48.7	44.9	49.0
# Persons:	364,497	924,228	364,158	980,742

Ethnicity of Target vs. Market:

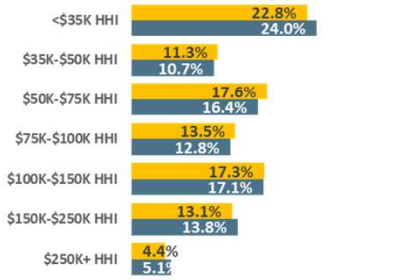


Age Cell Demographics of Target vs. Market:

	Average Age:	
Adults 18 or older	45.1	48.8



HHI of Target vs. Market:



Avg HHI:	$92,783	$94,732

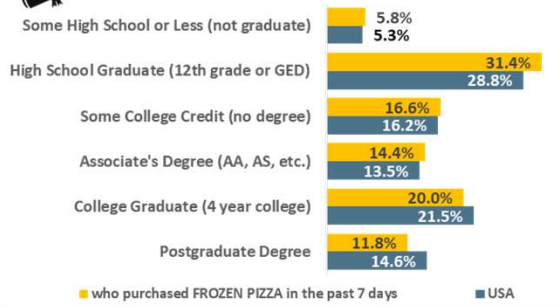
CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 660

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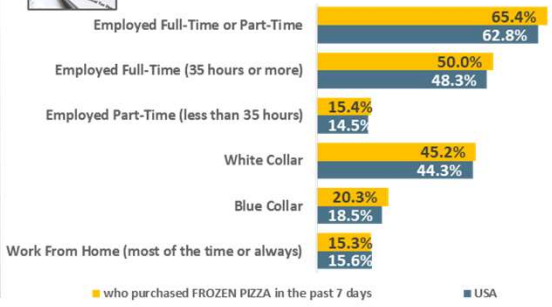


34.3% or 89,828,703 of USA Adults 18 or older purchased FROZEN PIZZA in the past 7 days.
Adults 18 or older who purchased FROZEN PIZZA in the past 7 days are 11.8% less likely to be a college graduate, 3.5% more likely to work full-time, 3.% less likely to be married, 13.6% more likely to be a parent of 1 or more children under 18.

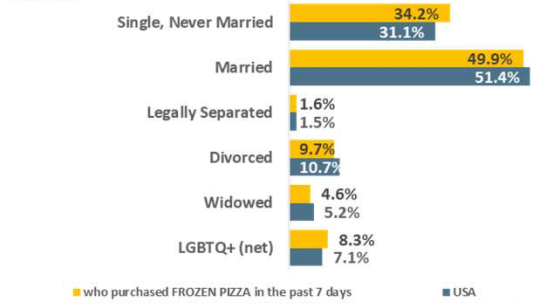
Education Levels: Adults 18 or older



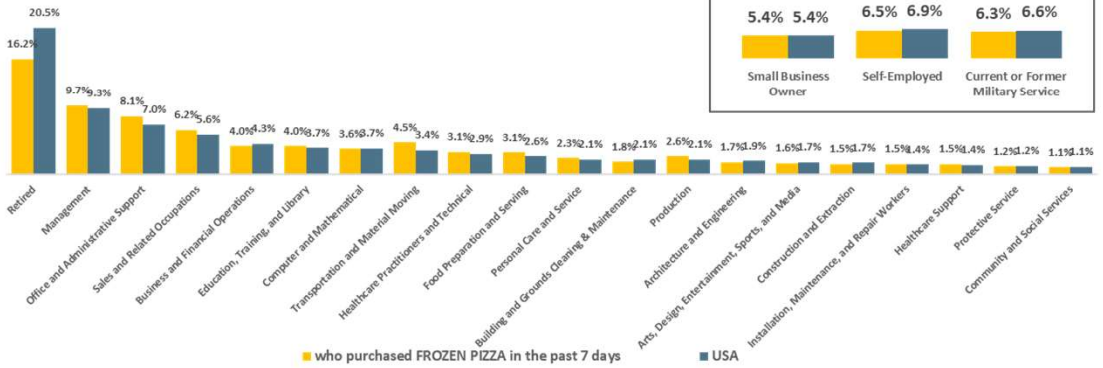
Employment: Adults 18 or older



Marital Status: Adults 18 or older

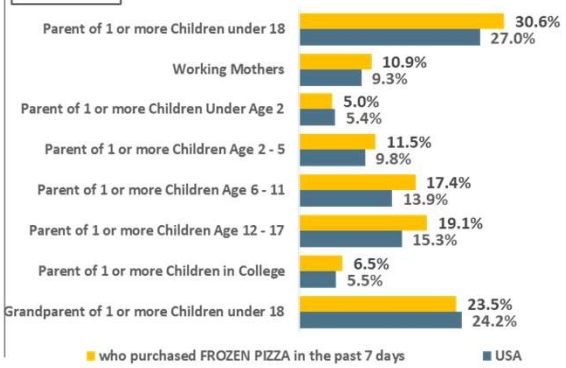


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 7,071

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

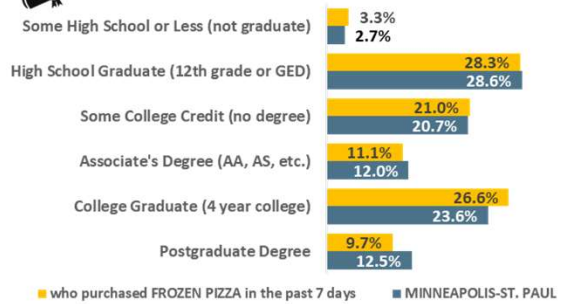
©

Food products household used past 7 days (HHLD): Frozen pizza

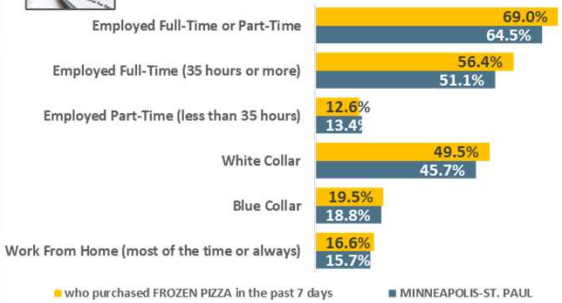


42.9% or 1,652,216 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older purchased FROZEN PIZZA in the past 7... Adults 18 or older who purchased FROZEN PIZZA in the past 7 days are .9% more likely to be a college graduate, 10.4% more likely to work full-time, 1.5% more likely to be married, 19.7% more likely to be a parent of 1 or more children under 18.

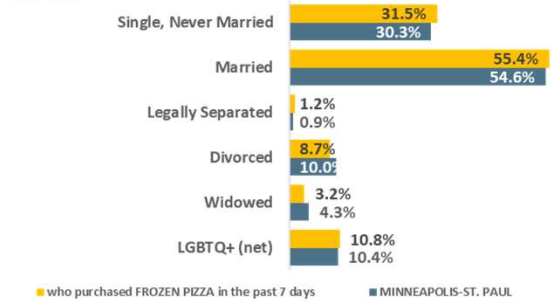
Education Levels: Adults 18 or older



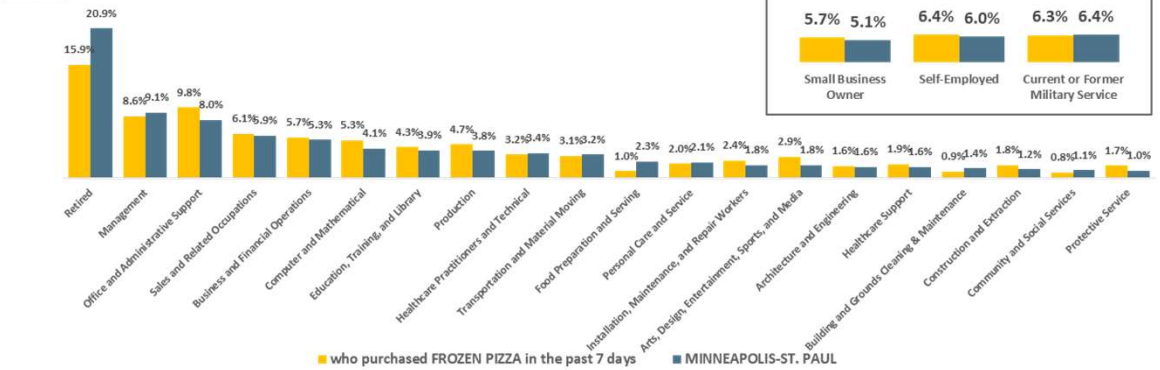
Employment: Adults 18 or older



Marital Status: Adults 18 or older

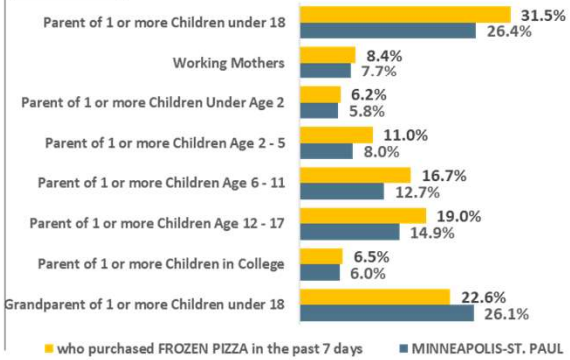


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 784

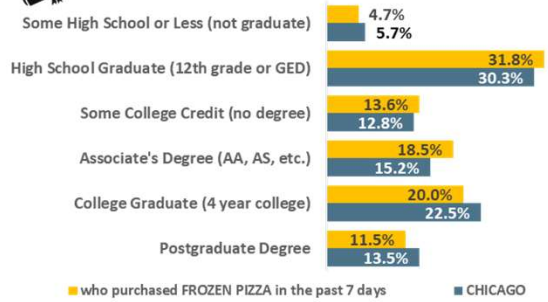
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Food products household used past 7 days (HHLD): Frozen pizza

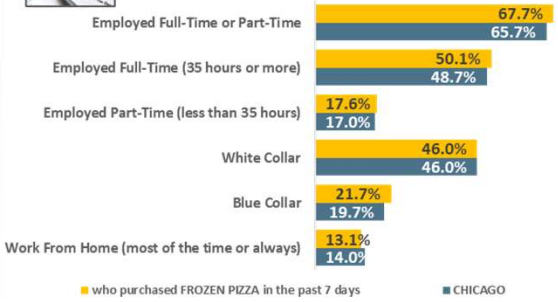


40.5% or 3,061,123 of CHICAGO DMA Adults 18 or older purchased FROZEN PIZZA in the past 7 days. Adults 18 or older who purchased FROZEN PIZZA in the past 7 days are 12.5% less likely to be a college graduate, 2.8% more likely to work full-time, 1.5% more likely to be married, 8.1% more likely to be a parent of 1 or more children under 18.

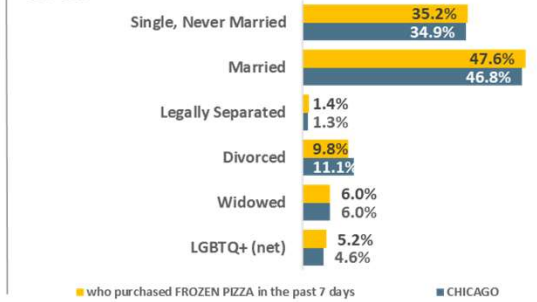
Education Levels: Adults 18 or older



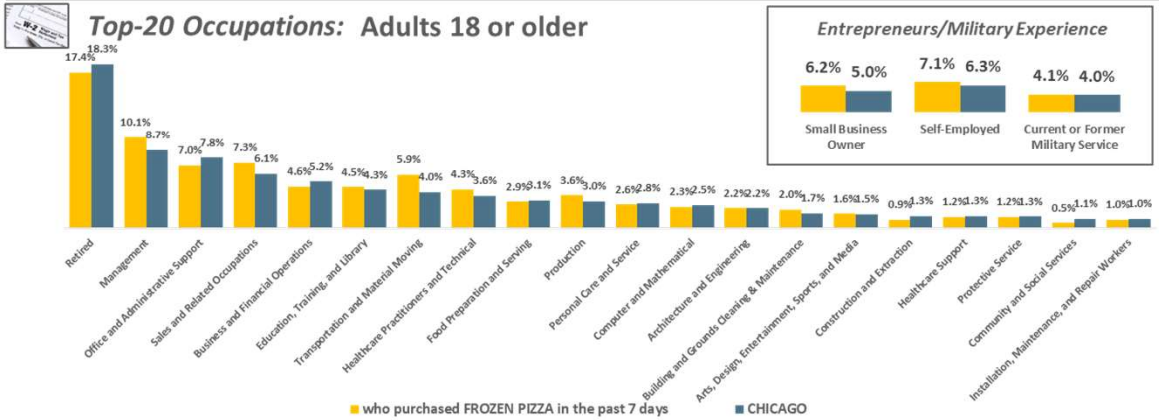
Employment: Adults 18 or older



Marital Status: Adults 18 or older

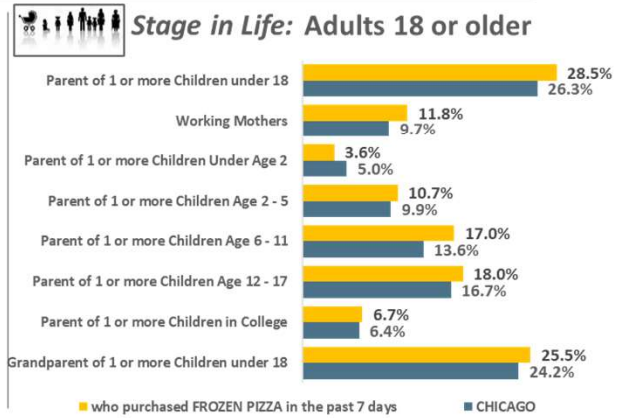


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,311

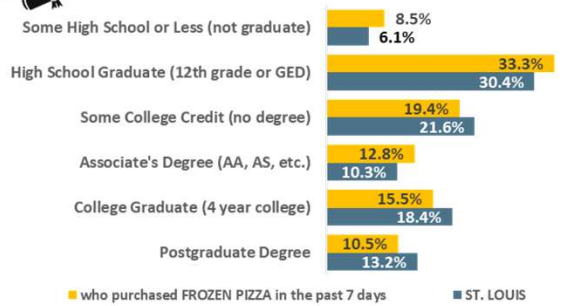
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Food products household used past 7 days (HHLD): Frozen pizza

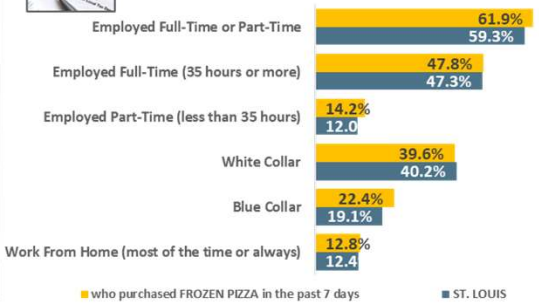


44.9% or 1,125,393 of ST. LOUIS DMA Adults 18 or older purchased FROZEN PIZZA in the past 7 days. Adults 18 or older who purchased FROZEN PIZZA in the past 7 days are 17.7% less likely to be a college graduate, .9% more likely to work full-time, 6.% less likely to be married, 22.3% more likely to be a parent of 1 or more children under 18.

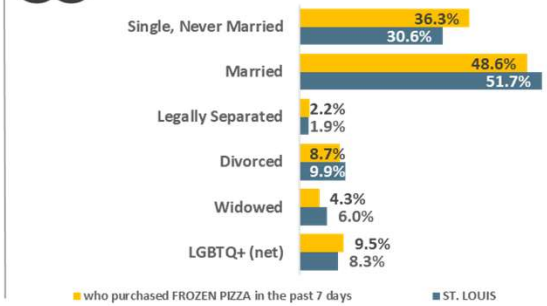
Education Levels: Adults 18 or older



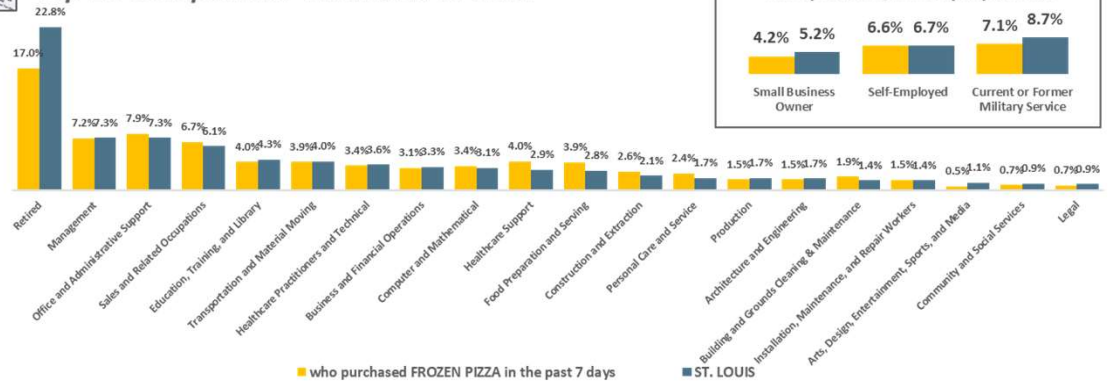
Employment: Adults 18 or older



Marital Status: Adults 18 or older

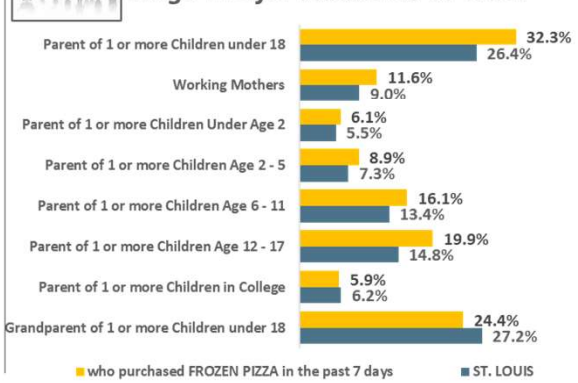


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 773

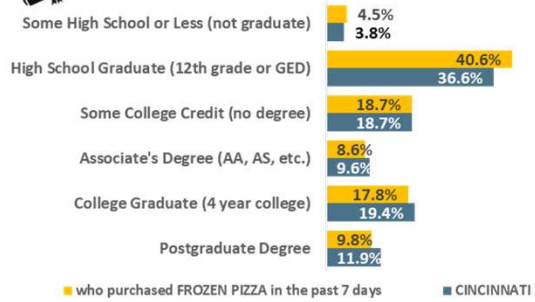
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Food products household used past 7 days (HHLD): Frozen pizza

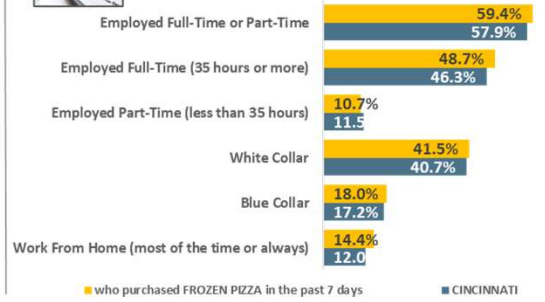


38.3% or 728,655 of CINCINNATI DMA Adults 18 or older purchased FROZEN PIZZA in the past 7 days. Adults 18 or older who purchased FROZEN PIZZA in the past 7 days are 11.5% less likely to be a college graduate, 5.2% more likely to work full-time, 1.6% more likely to be married, 16.% more likely to be a parent of 1 or more children under 18.

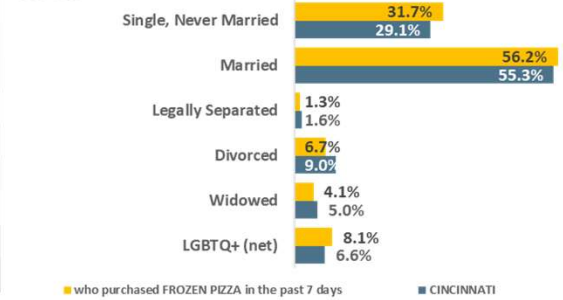
Education Levels: Adults 18 or older



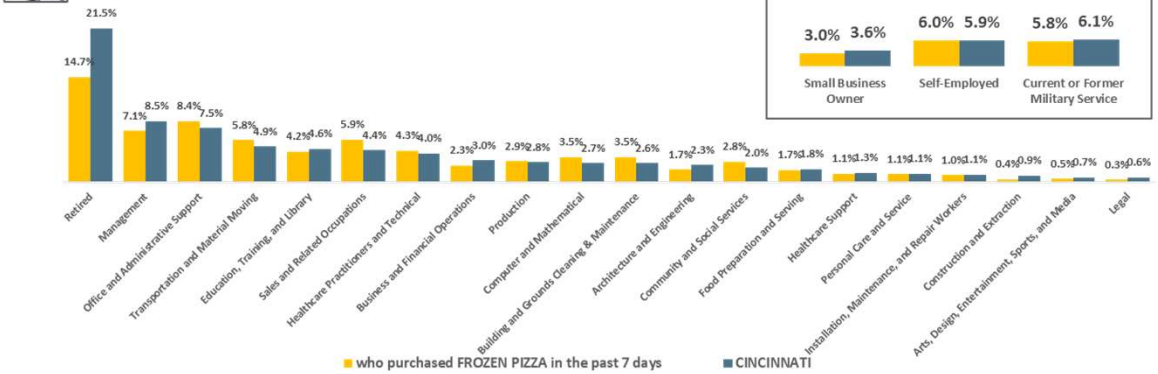
Employment: Adults 18 or older



Marital Status: Adults 18 or older

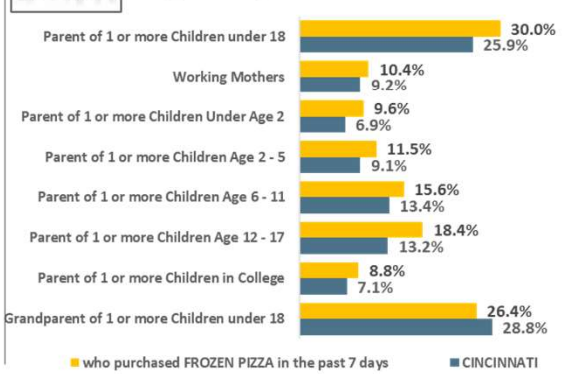


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



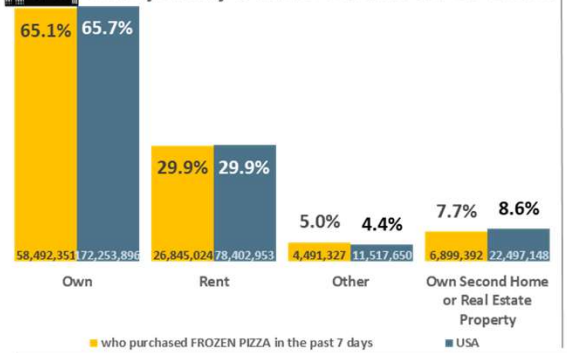
CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 660

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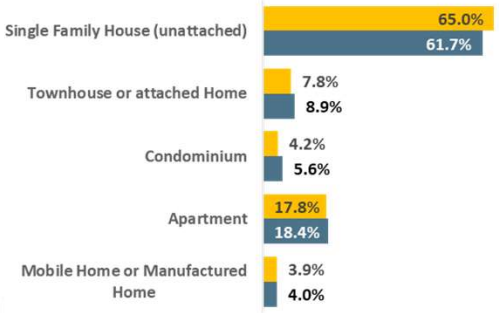


34.3% or 89,828,703 of USA Adults 18 or older purchased FROZEN PIZZA in the past 7 days.
Adults 18 or older who purchased FROZEN PIZZA in the past 7 days are .9% less likely to own their home, 10.8% more likely to own a higher valued home, 5.4% more likely to have a single-family home, 13.5% more likely to have a dog.

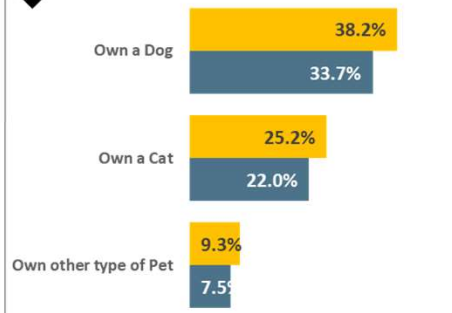
Own/Rent/Other: Adults 18 or older



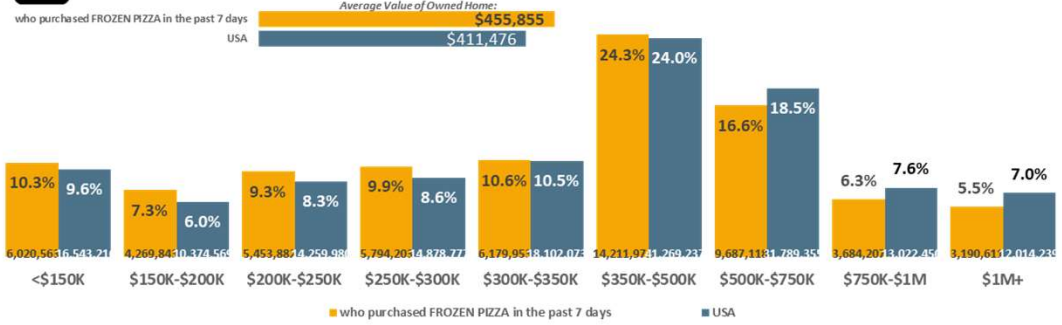
Type of Home: Adults 18 or older



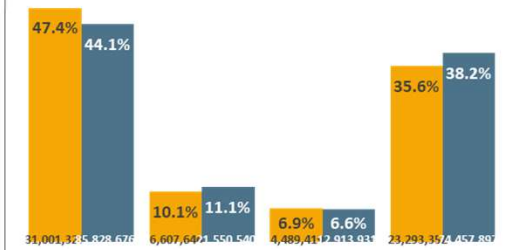
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *7,071*

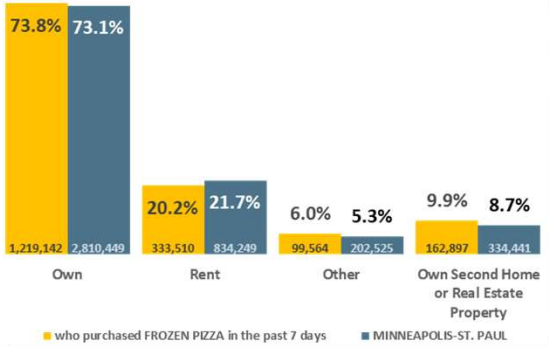
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USA Projection *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *23,333*

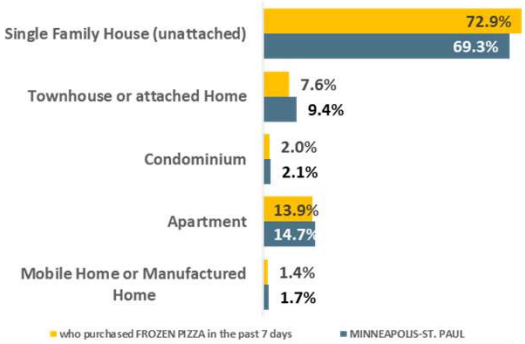


42.9% or 1,652,216 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older purchased FROZEN PIZZA in the past 7 days. Adults 18 or older who purchased FROZEN PIZZA in the past 7 days are 1.% more likely to own their home, 2.% more likely to own a lower valued home, 5.2% more likely to have a single-family home, 5.8% more likely to have a dog.

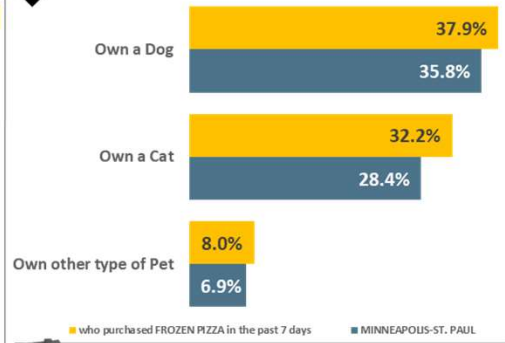
Own/Rent/Other: Adults 18 or older



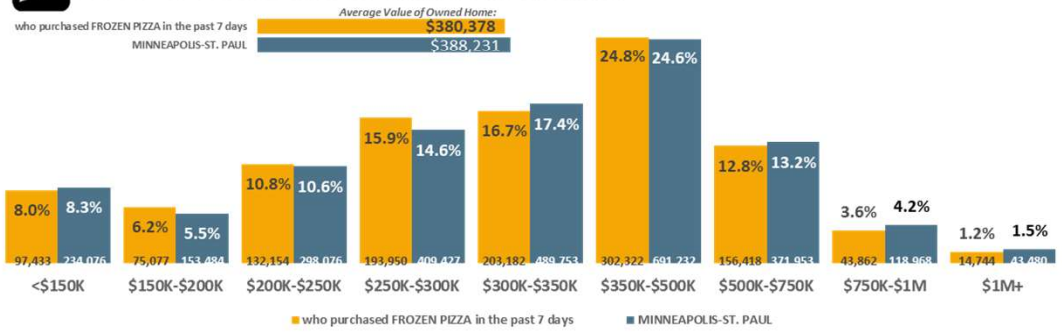
Type of Home: Adults 18 or older



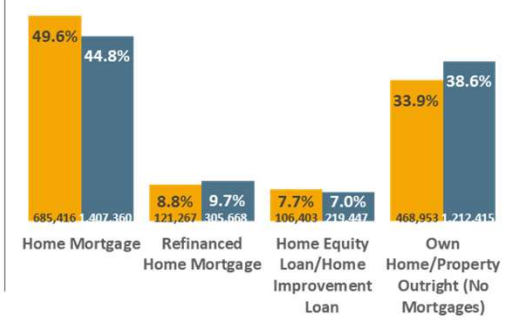
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 784

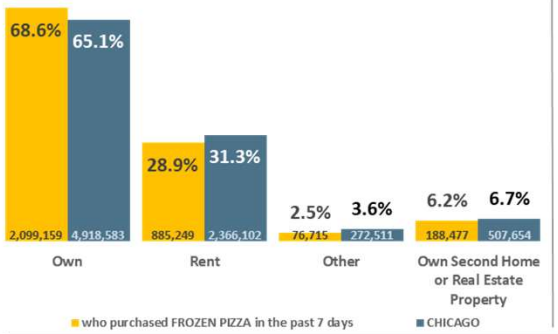
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Food products household used past 7 days (HHLD): Frozen pizza

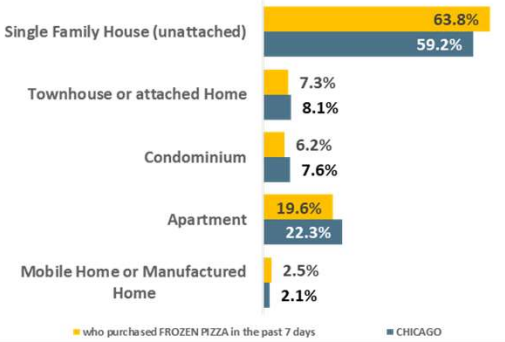


40.5% or 3,061,123 of CHICAGO DMA Adults 18 or older purchased FROZEN PIZZA in the past 7 days. Adults 18 or older who purchased FROZEN PIZZA in the past 7 days are 5.4% more likely to own their home, .6% more likely to own a lower valued home, 7.9% more likely to have a single-family home, 16.2% more likely to have a dog.

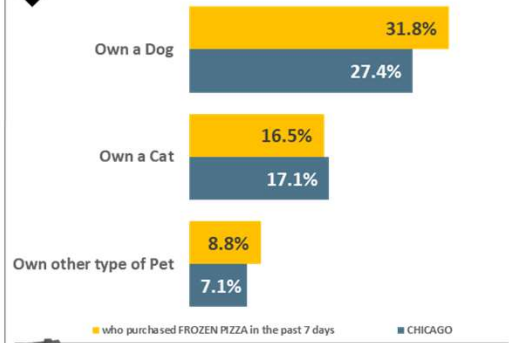
Own/Rent/Other: Adults 18 or older



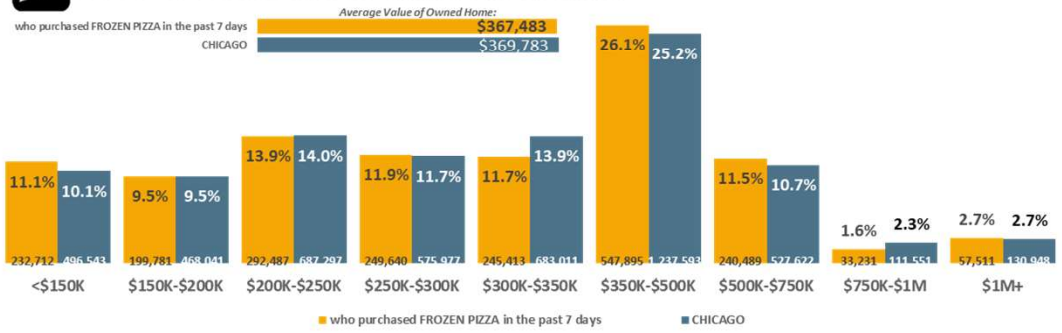
Type of Home: Adults 18 or older



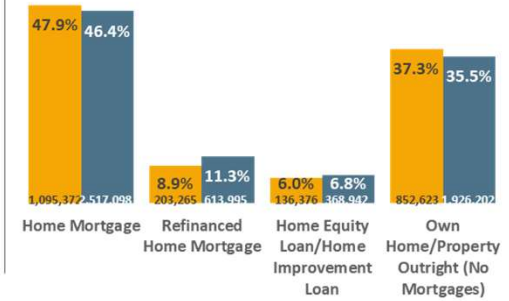
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



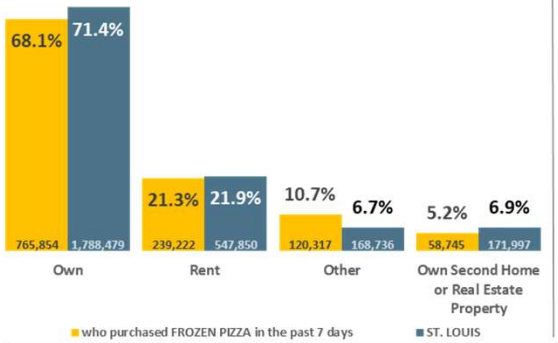
CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,311

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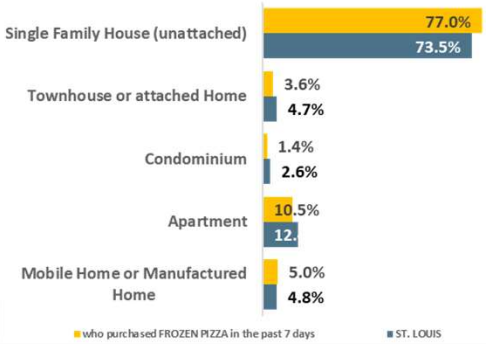


44.9% or 1,125,393 of ST. LOUIS DMA Adults 18 or older purchased FROZEN PIZZA in the past 7 days. Adults 18 or older who purchased FROZEN PIZZA in the past 7 days are 4.7% less likely to own their home, 6.5% more likely to own a lower valued home, 4.8% more likely to have a single-family home, 14.1% more likely to have a dog.

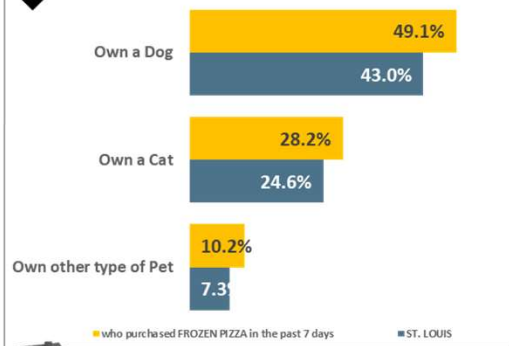
Own/Rent/Other: Adults 18 or older



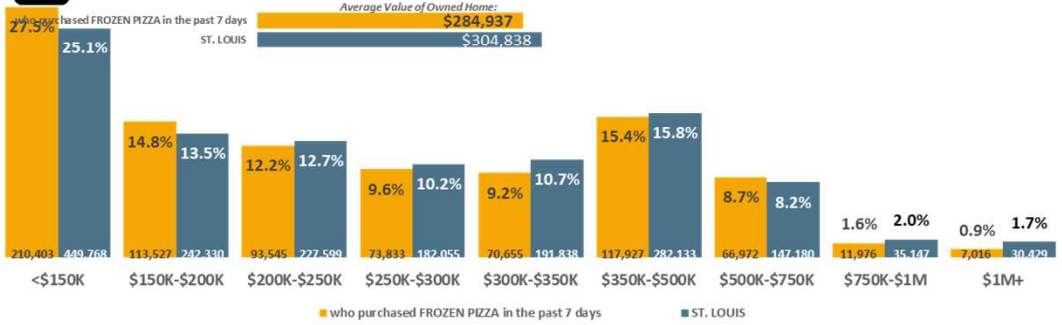
Type of Home: Adults 18 or older



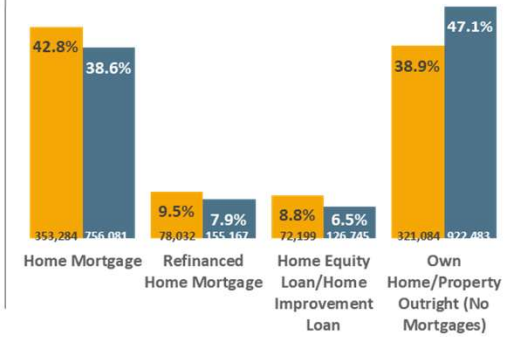
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



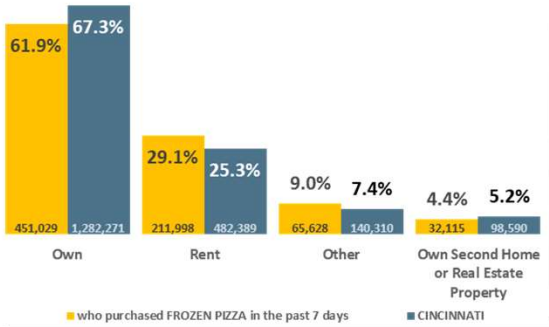
ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 773

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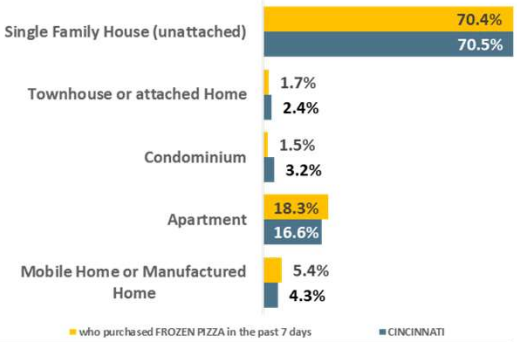


38.3% or 728,655 of CINCINNATI DMA Adults 18 or older purchased FROZEN PIZZA in the past 7 days. Adults 18 or older who purchased FROZEN PIZZA in the past 7 days are 8.% less likely to own their home, 3.7% more likely to own a lower valued home, .1% less likely to have a single-family home, 16.6% more likely to have a dog.

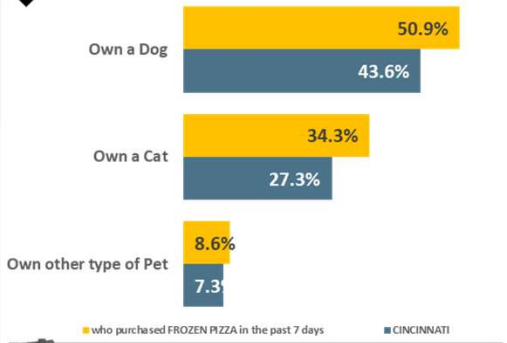
Own/Rent/Other: Adults 18 or older



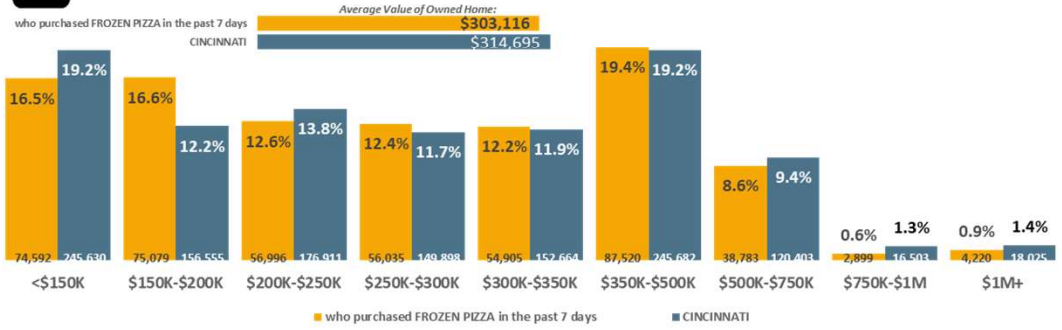
Type of Home: Adults 18 or older



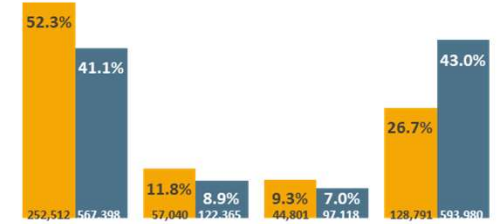
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



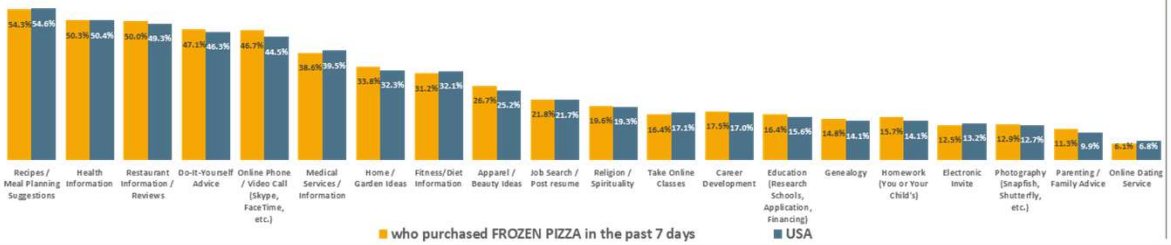
CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 660

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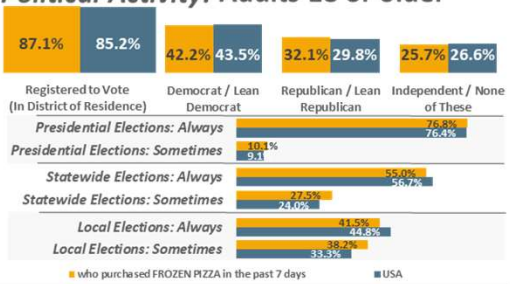


34.3% or 89,828,703 of USA Adults 18 or older purchased FROZEN PIZZA in the past 7 days.
Adults 18 or older who purchased FROZEN PIZZA in the past 7 days are 1.7% more likely to look up D-I-Y advice online, 7.4% less likely to always vote in local elections, 5.4% less likely to belong to a gym, 6.6% less likely to fly domestic past yr.

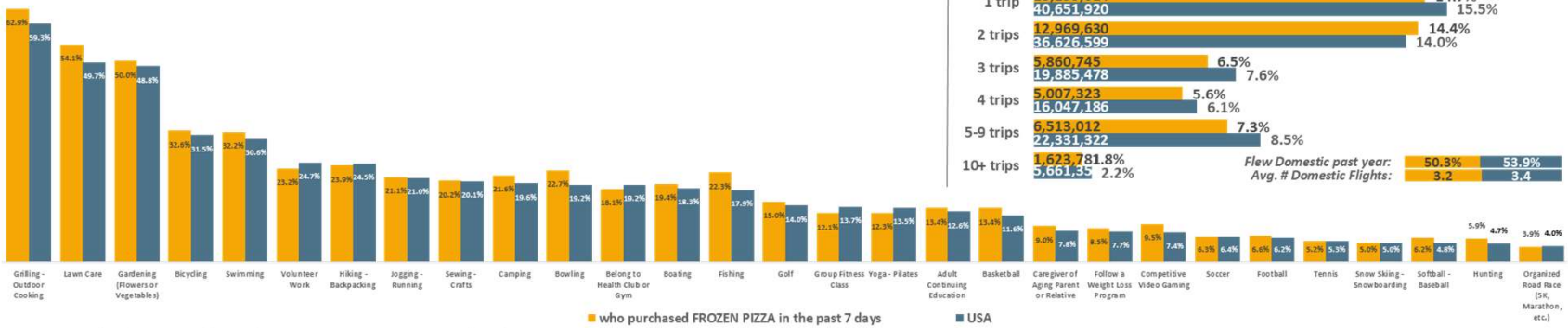
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *7,071*

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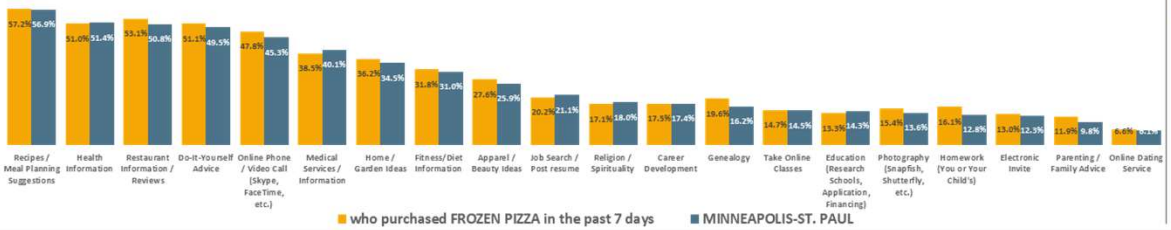
USA Projection *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *23,333*

Food products household used past 7 days (HHLD): Frozen pizza

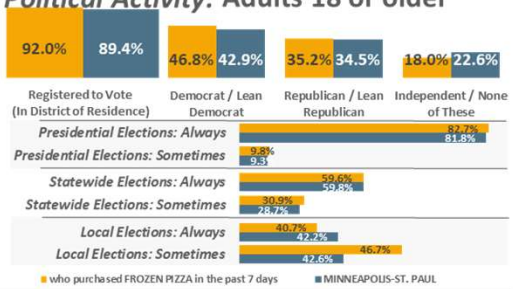


42.9% or 1,652,216 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older purchased FROZEN PIZZA in the past 7... Adults 18 or older who purchased FROZEN PIZZA in the past 7 days are 3.2% more likely to look up D-I-Y advice online, 3.6% less likely to always vote in local elections, 1.2% less likely to belong to a gym, 2.5% less likely to fly domestic past yr.

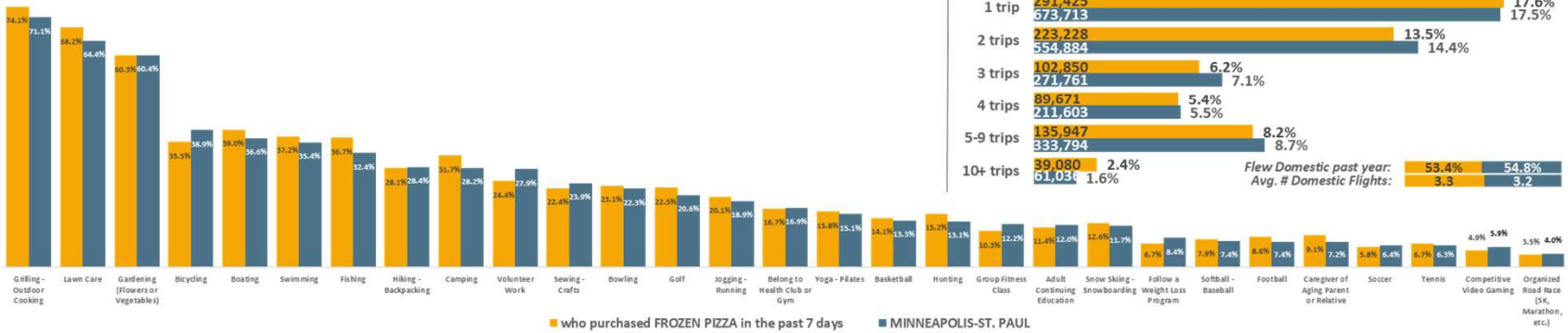
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 784

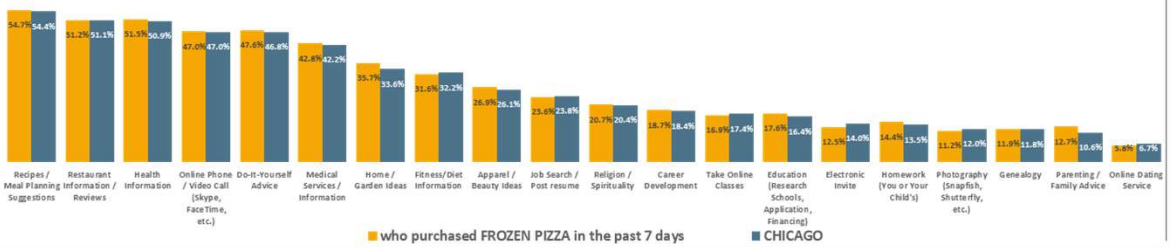
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Food products household used past 7 days (HHLD): Frozen pizza

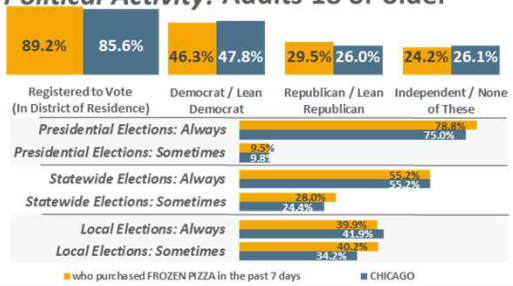


40.5% or 3,061,123 of CHICAGO DMA Adults 18 or older purchased FROZEN PIZZA in the past 7 days. Adults 18 or older who purchased FROZEN PIZZA in the past 7 days are 1.6% more likely to look up D-I-Y advice online, 4.8% less likely to always vote in local elections, 2.7% less likely to belong to a gym, 1.3% less likely to fly domestic past yr.

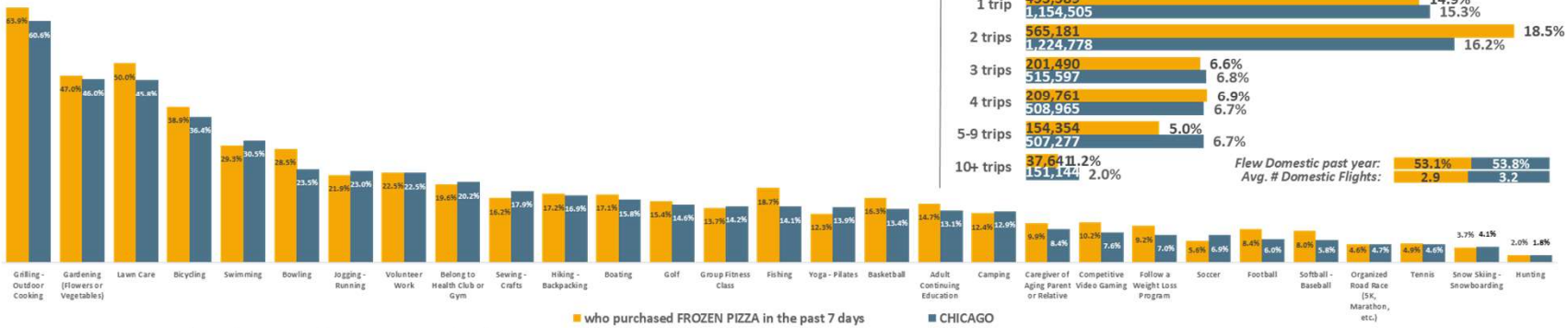
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,311

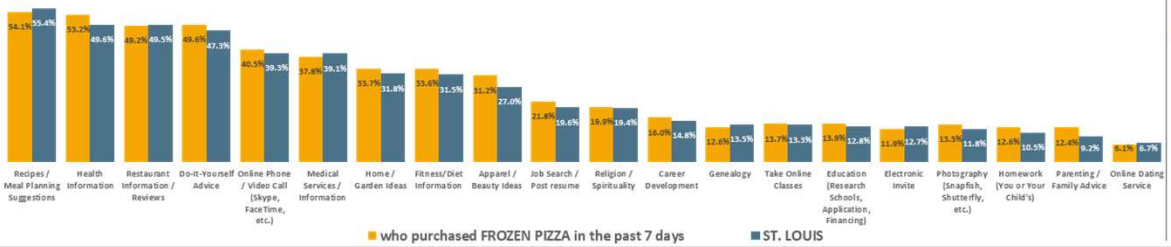
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Food products household used past 7 days (HHLD): Frozen pizza

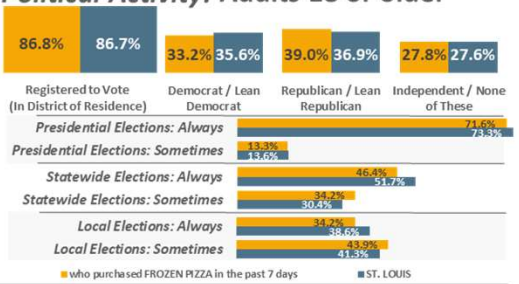


44.9% or 1,125,393 of ST. LOUIS DMA Adults 18 or older purchased FROZEN PIZZA in the past 7 days. Adults 18 or older who purchased FROZEN PIZZA in the past 7 days are 4.7% more likely to look up D-I-Y advice online, 11.4% less likely to always vote in local elections, 1.% less likely to belong to a gym, 13.% less likely to fly domestic past yr.

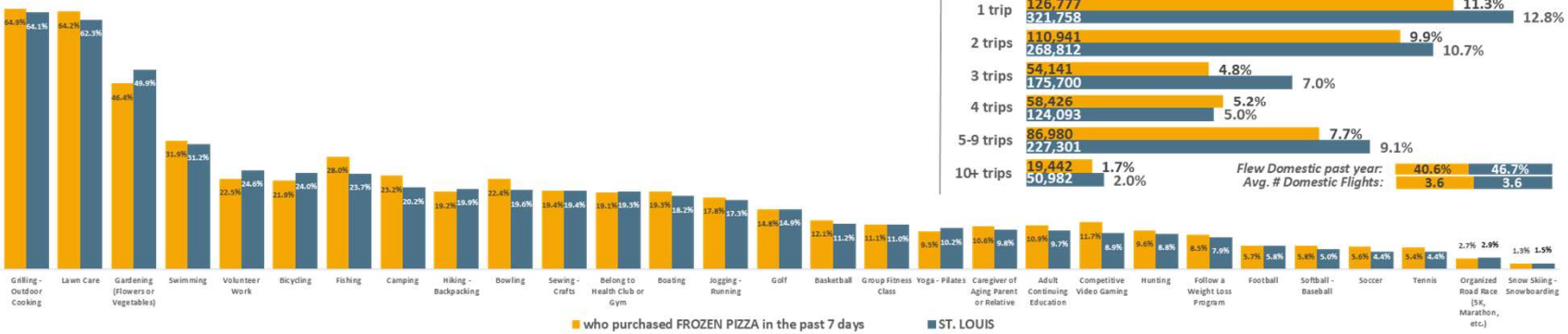
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 773

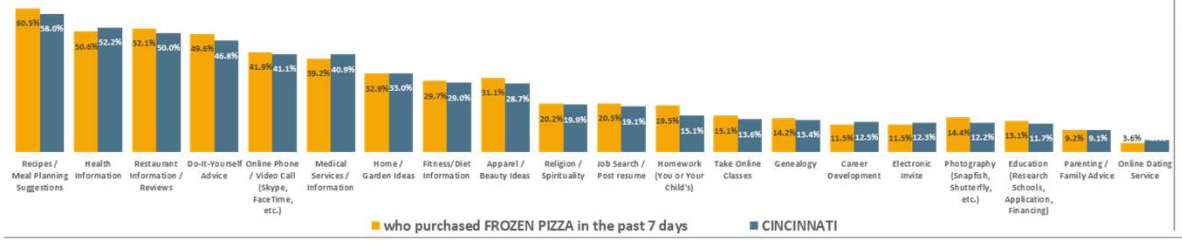
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Food products household used past 7 days (HHLD): Frozen pizza

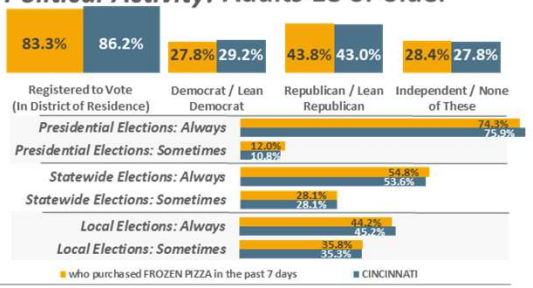


38.3% or 728,655 of CINCINNATI DMA Adults 18 or older purchased FROZEN PIZZA in the past 7 days. Adults 18 or older who purchased FROZEN PIZZA in the past 7 days are 6.% more likely to look up D-I-Y advice online, 2.2% less likely to always vote in local elections, 9.5% less likely to belong to a gym, 6.8% less likely to fly domestic past yr.

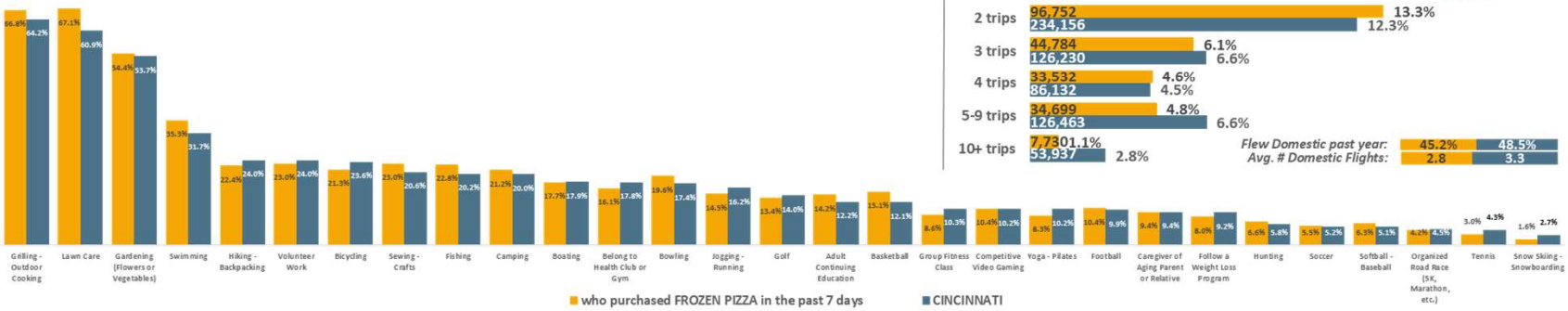
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 660

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Food products household used past 7 days (HHLD): Frozen pizza



34.3% or 89,828,703 of USA Adults 18 or older purchased FROZEN PIZZA in the past 7 days.
Adults 18 or older who purchased FROZEN PIZZA in the past 7 days are 5.3% more likely to use QSRs past mo., .5% more likely to use Sit-Down Restaurants past mo., 11.1% more likely to use Casinos past yr., 31.% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:
93.4%
88.7%
83,874,278
232,484,369

Avg. Monthly QSR Meals:
7.1
6.4

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



Total Monthly Sit-Down Restaurant Users:
76.4%
76.0%
68,652,058
199,361,135

Avg. Monthly Sit-Down Restaurant Meals:
4.0
4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



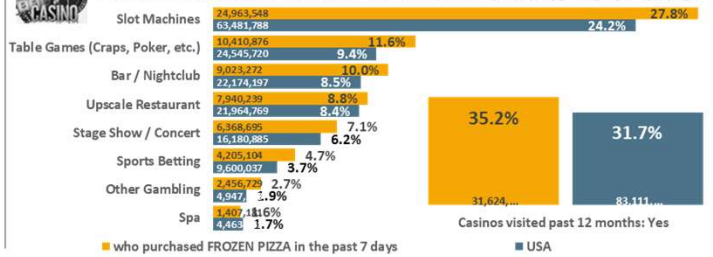
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who purchased FROZEN PIZZA in the past 7 days 19.7%
USA 17.4%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *7,071*

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USA Projection *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *23,333*

Food products household used past 7 days (HHLD): Frozen pizza



42.9% or 1,652,216 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older purchased FROZEN PIZZA in the past 7 days. Adults 18 or older who purchased FROZEN PIZZA in the past 7 days are 4.8% more likely to use QSRs past mo., 1.9% more likely to use Sit-Down Restaurants past mo., 13.4% more likely to use Casinos past yr., 31.3% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

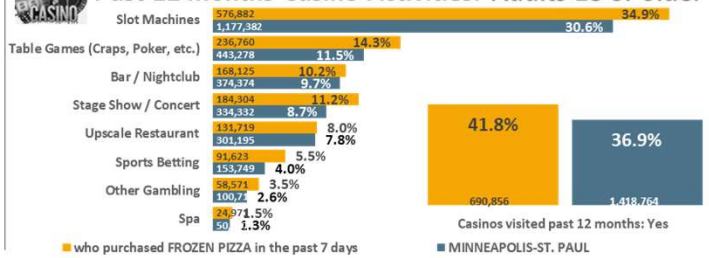


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 784

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Food products household used past 7 days (HHLD): Frozen pizza



40.5% or 3,061,123 of CHICAGO DMA Adults 18 or older purchased FROZEN PIZZA in the past 7 days. Adults 18 or older who purchased FROZEN PIZZA in the past 7 days are 3.2% more likely to use QSRs past mo., 1.5% more likely to use Sit-Down Restaurants past mo., 10.2% more likely to use Casinos past yr., 11.4% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:

Avg. Monthly Sit-Down Restaurant Meals:

Top-10 Cuisines: Adults 18 or older

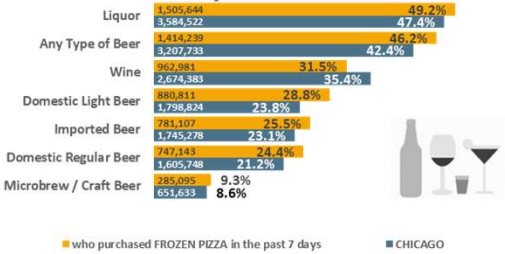
(Sit-Down Restaurants Used Past 30-days)



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

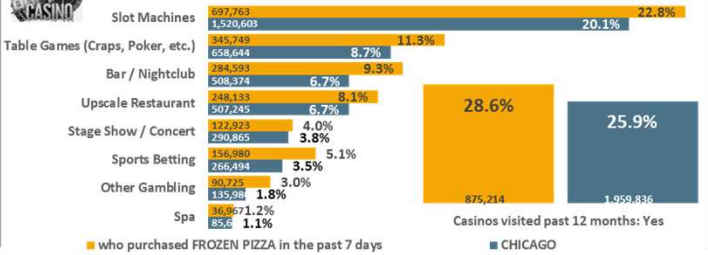


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,311

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44.9% or 1,125,393 of ST. LOUIS DMA Adults 18 or older purchased FROZEN PIZZA in the past 7 days. Adults 18 or older who purchased FROZEN PIZZA in the past 7 days are 4.9% more likely to use QSRs past mo., 1.% more likely to use Sit-Down Restaurants past mo., 5.3% more likely to use Casinos past yr., 3.2% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



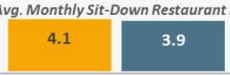
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

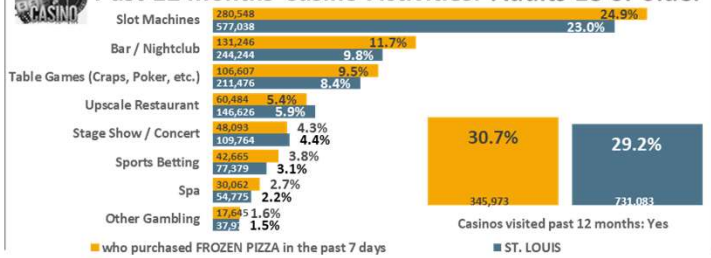


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 773

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Food products household used past 7 days (HHLD): Frozen pizza



38.3% or 728,655 of CINCINNATI DMA Adults 18 or older purchased FROZEN PIZZA in the past 7 days. Adults 18 or older who purchased FROZEN PIZZA in the past 7 days are 7.9% more likely to use QSRs past mo., 2.9% more likely to use Sit-Down Restaurants past mo., 2.4% more likely to use Casinos past yr., 13.6% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



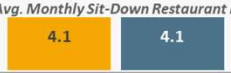
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

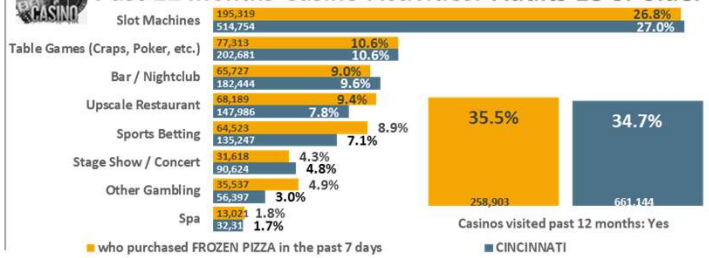


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 660

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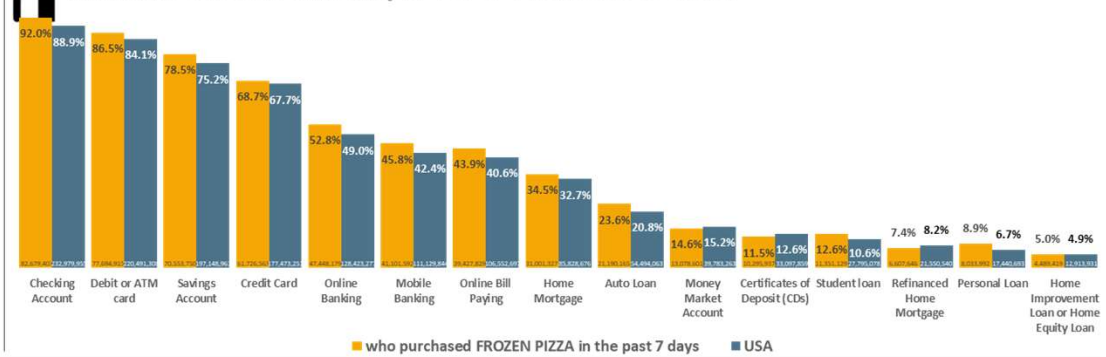


34.3% or 89,828,703 of USA Adults 18 or older purchased FROZEN PIZZA in the past 7 days.
Adults 18 or older who purchased FROZEN PIZZA in the past 7 days are 7.7% more likely to have a 401K, 13.5% more likely to have an Auto Loan, 3.1% more likely to Invest/Trade Stocks Online, 7.3% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



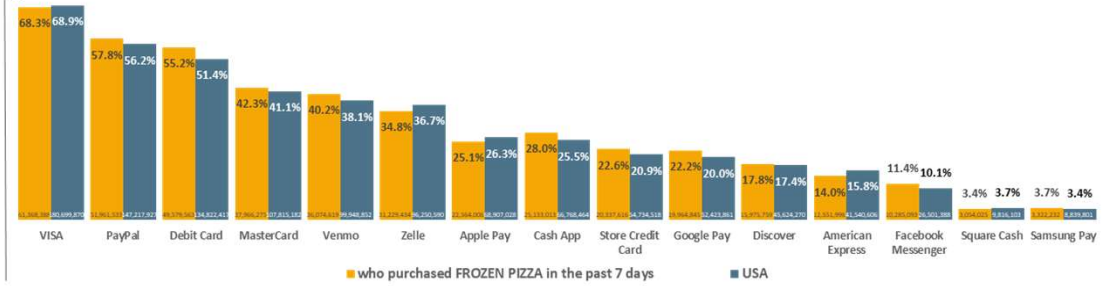
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 7,071

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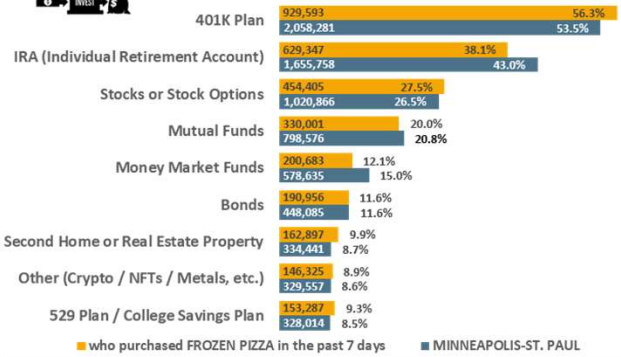
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

Food products household used past 7 days (HHLD): Frozen pizza

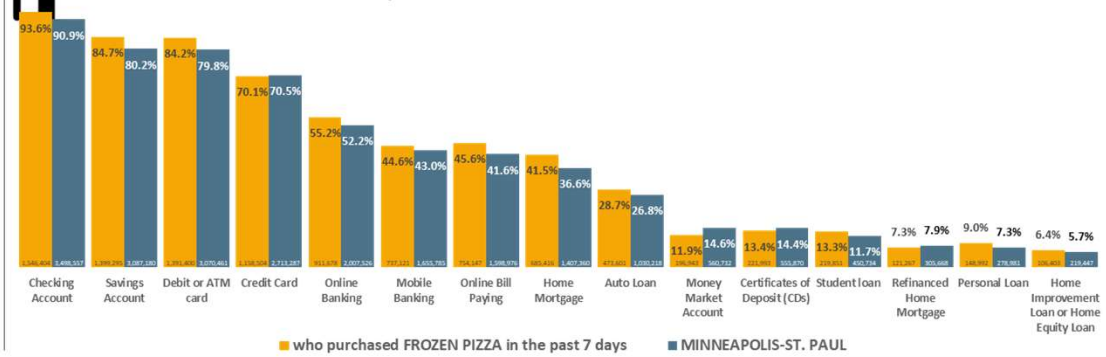


42.9% or 1,652,216 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older purchased FROZEN PIZZA in the past 7... Adults 18 or older who purchased FROZEN PIZZA in the past 7 days are 5.2% more likely to have a 401K, 7.7% more likely to have an Auto Loan, 3.7% more likely to Invest/Trade Stocks Online, 8.2% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



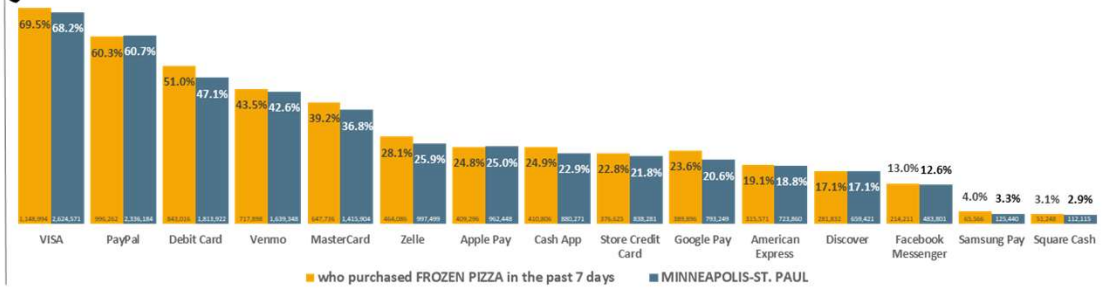
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 784

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Food products household used past 7 days (HHLD): Frozen pizza

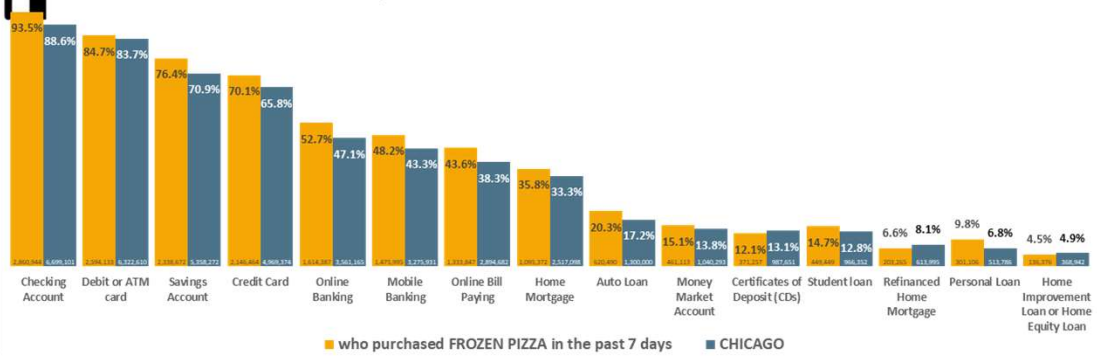


40.5% or 3,061,123 of CHICAGO DMA Adults 18 or older purchased FROZEN PIZZA in the past 7 days. Adults 18 or older who purchased FROZEN PIZZA in the past 7 days are 6.7% more likely to have a 401K, 17.8% more likely to have an Auto Loan, 6.1% more likely to Invest/Trade Stocks Online, 8.6% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



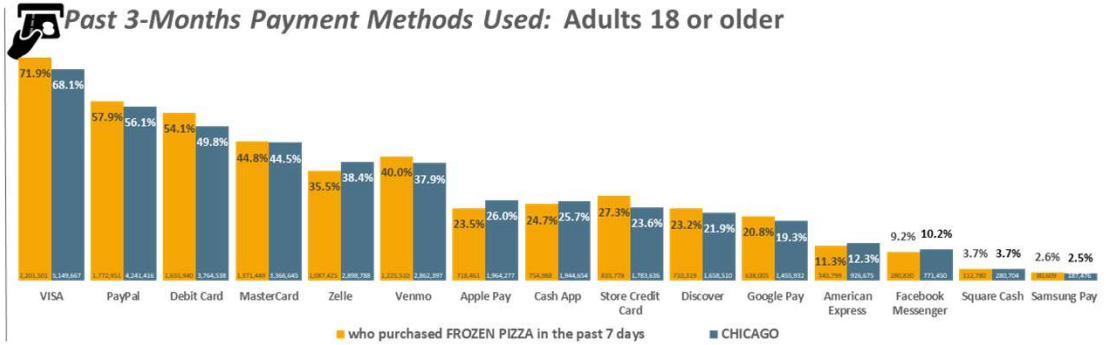
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,311

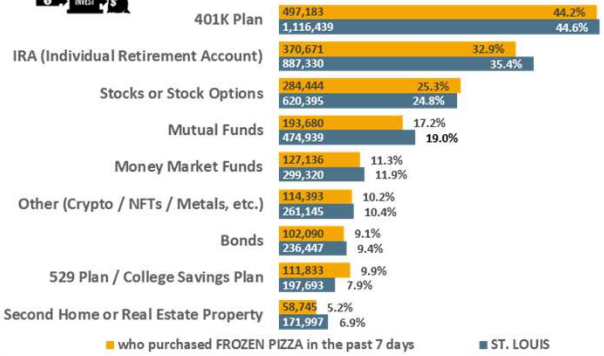
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Food products household used past 7 days (HHLD): Frozen pizza

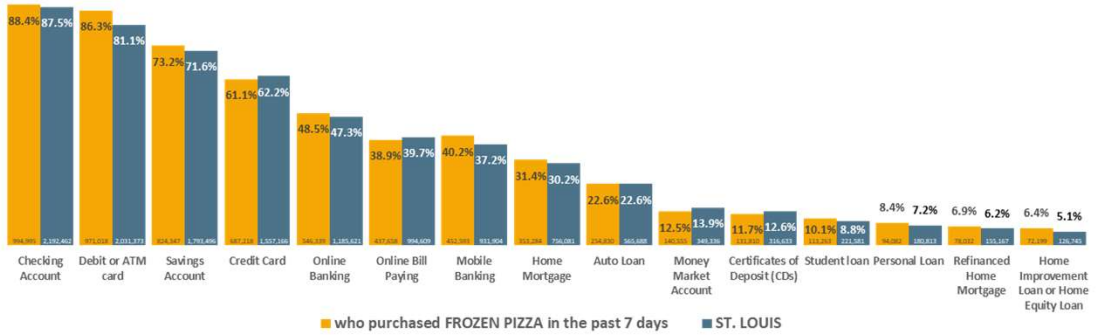


44.9% or 1,125,393 of ST. LOUIS DMA Adults 18 or older purchased FROZEN PIZZA in the past 7 days. Adults 18 or older who purchased FROZEN PIZZA in the past 7 days are .9% less likely to have a 401K, .3% more likely to have an Auto Loan, 4.3% more likely to Invest/Trade Stocks Online, 9.6% more likely to pay with their Debit Card.

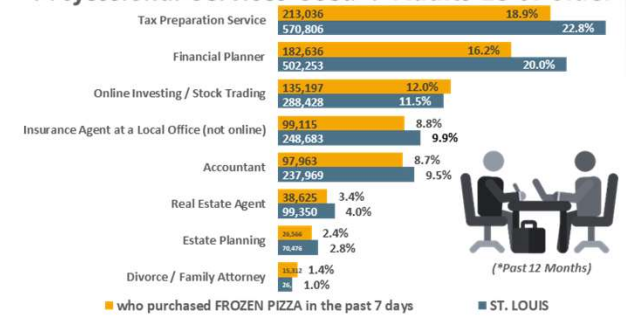
Investments Owned: Adults 18 or older



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

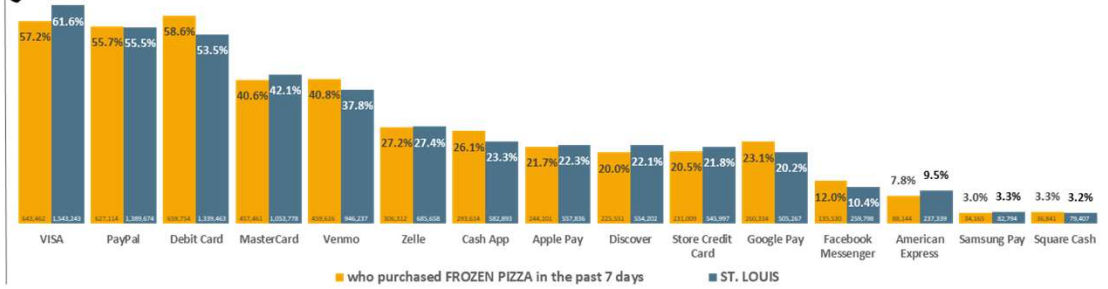


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 773

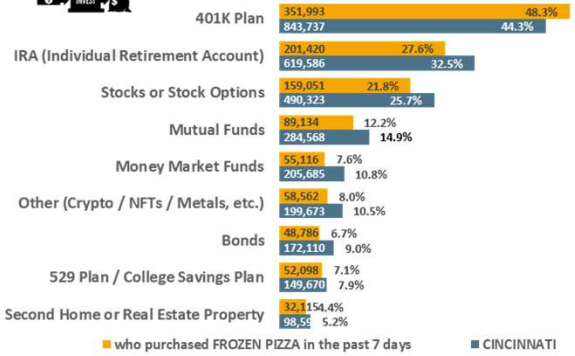
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Food products household used past 7 days (HHLD): Frozen pizza

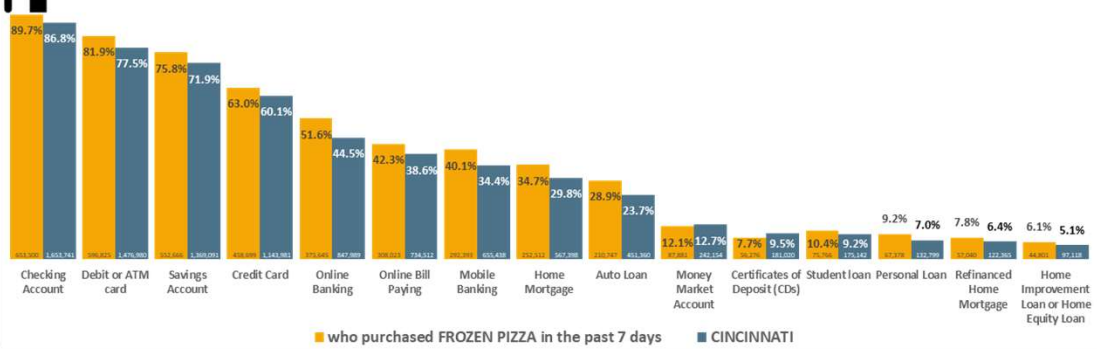


38.3% or 728,655 of CINCINNATI DMA Adults 18 or older purchased FROZEN PIZZA in the past 7 days. Adults 18 or older who purchased FROZEN PIZZA in the past 7 days are 9.1% more likely to have a 401K, 22.1% more likely to have an Auto Loan, 14.7% less likely to Invest/Trade Stocks Online, 8.5% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

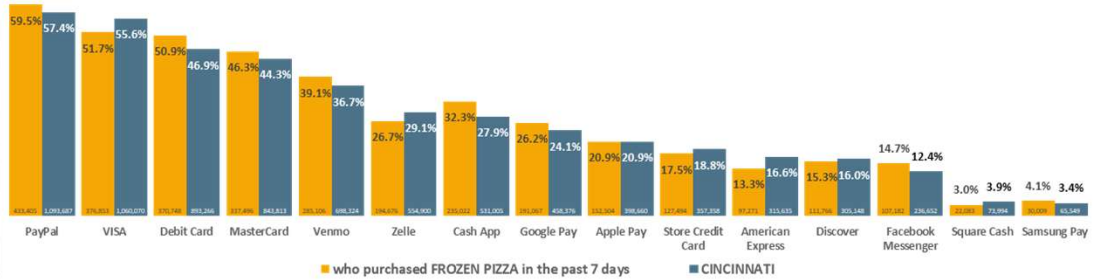


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 660

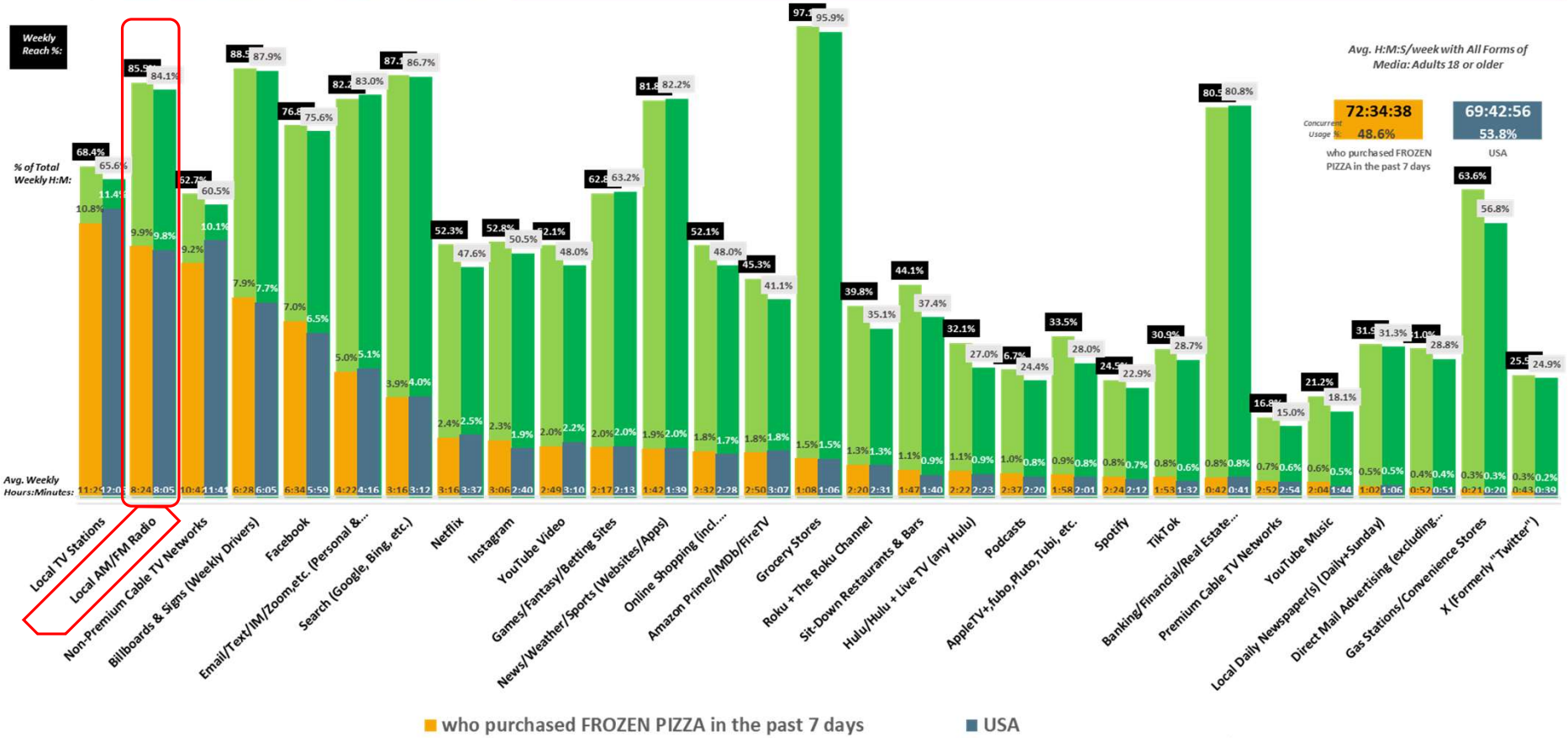
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Food products household used past 7 days (HHLD): Frozen pizza



Adults 18 or older who purchased FROZEN PIZZA in the past 7 days spend an average of 3 days, 0 hours, 34 minutes and 38 seconds each week with All Forms of Media.

85.5% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days spend an avg. of 8 hours and 24 minutes each week listening to All Local AM/FM Radio, representing 9.9% of total time spent with all forms of Media.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 7,071 USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

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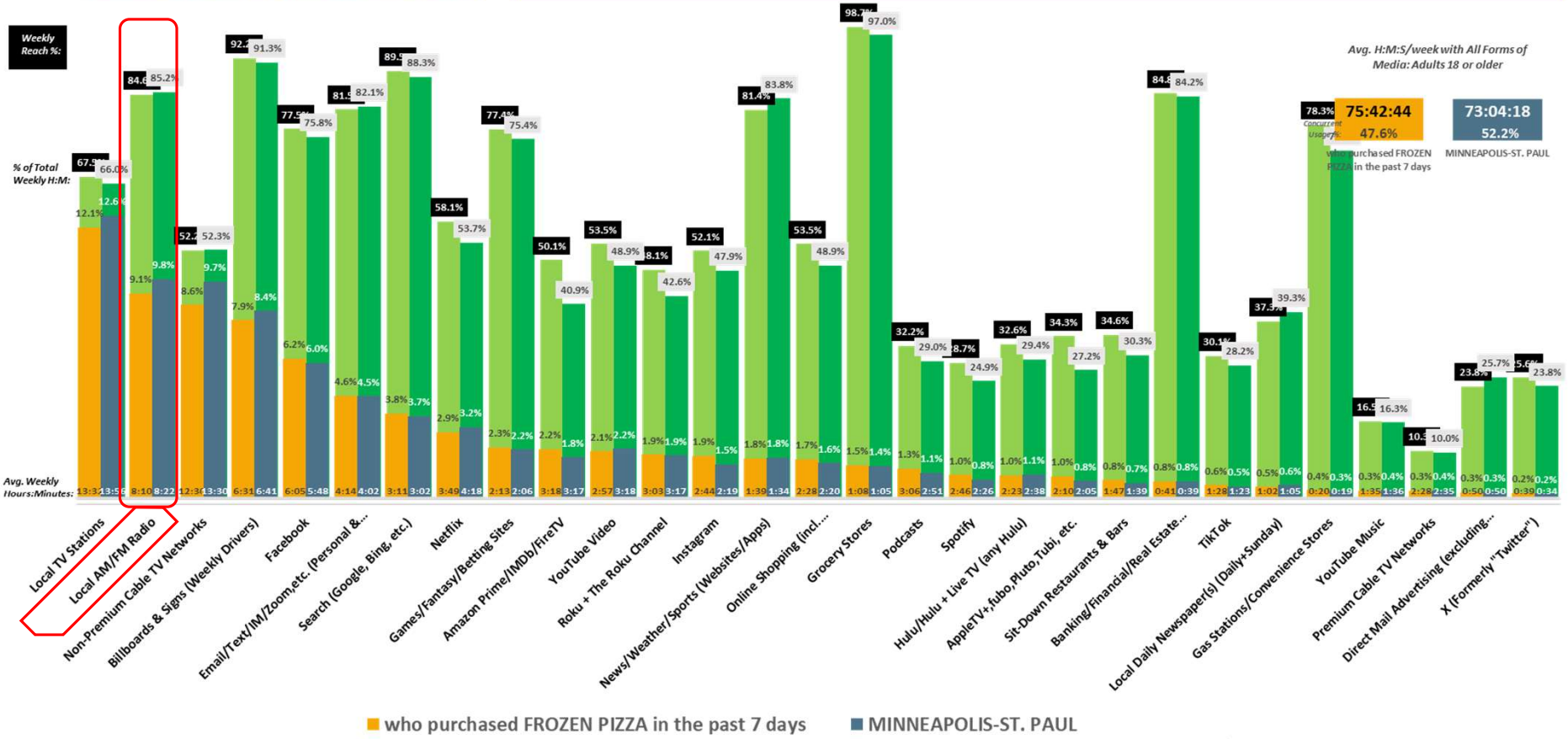
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Food products household used past 7 days (HHLD): Frozen pizza



Adults 18 or older who purchased FROZEN PIZZA in the past 7 days spend an average of 3 days, 3 hours, 42 minutes and 44 seconds each week with All Forms of Media.

84.6% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days spend an avg. of 8 hours and 10 minutes each week listening to All Local AM/FM Radio, representing 9.1% of total time spent with all forms of Media.



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 784 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,873

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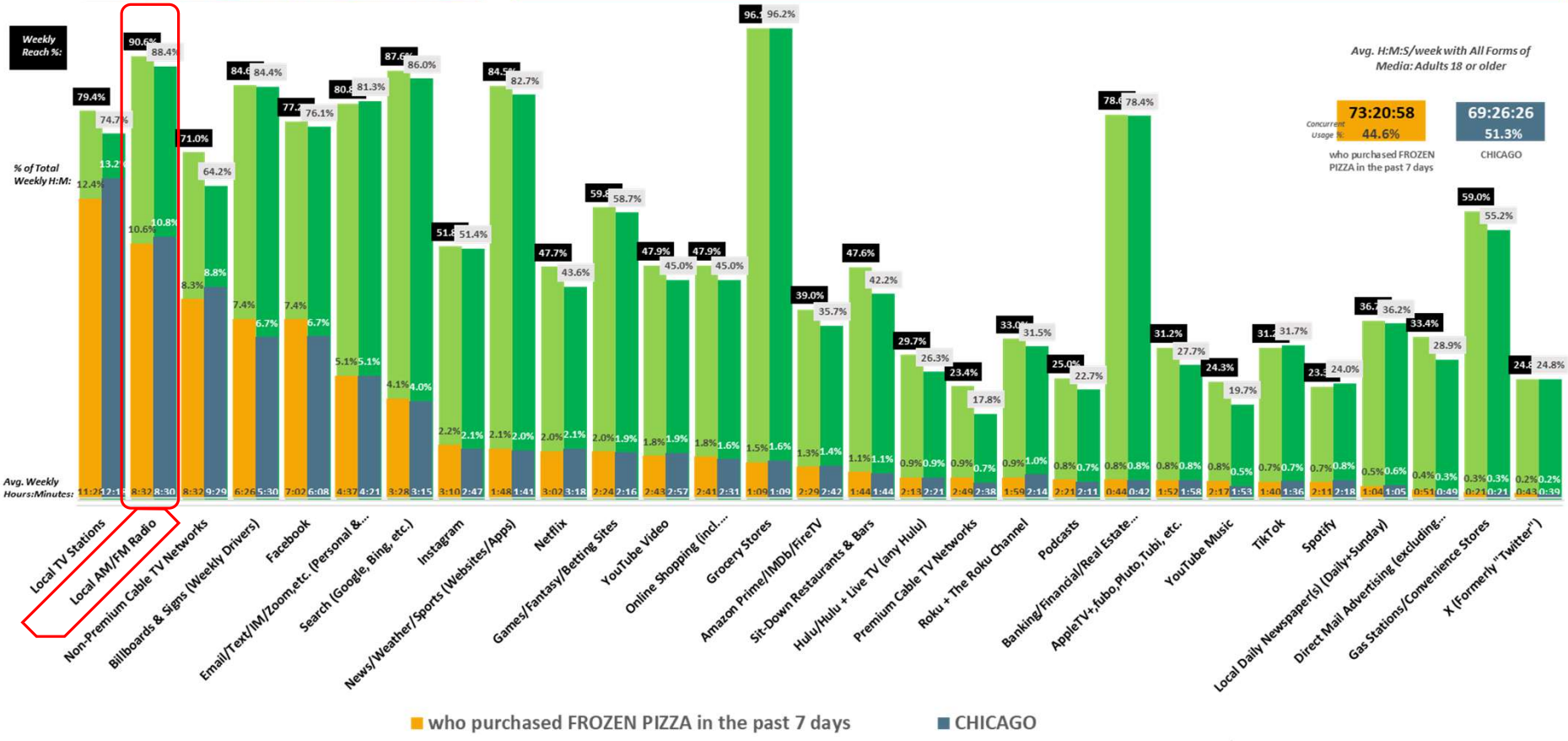
Hubbard BROADCASTING Share of Everything for Anything ©

Food products household used past 7 days (HHLD): Frozen pizza



Adults 18 or older who purchased FROZEN PIZZA in the past 7 days spend an average of 3 days, 1 hours, 20 minutes and 58 seconds each week with All Forms of Media.

90.6% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days spend an avg. of 8 hours and 32 minutes each week listening to All Local AM/FM Radio, representing 10.6% of total time spent with all forms of Media.

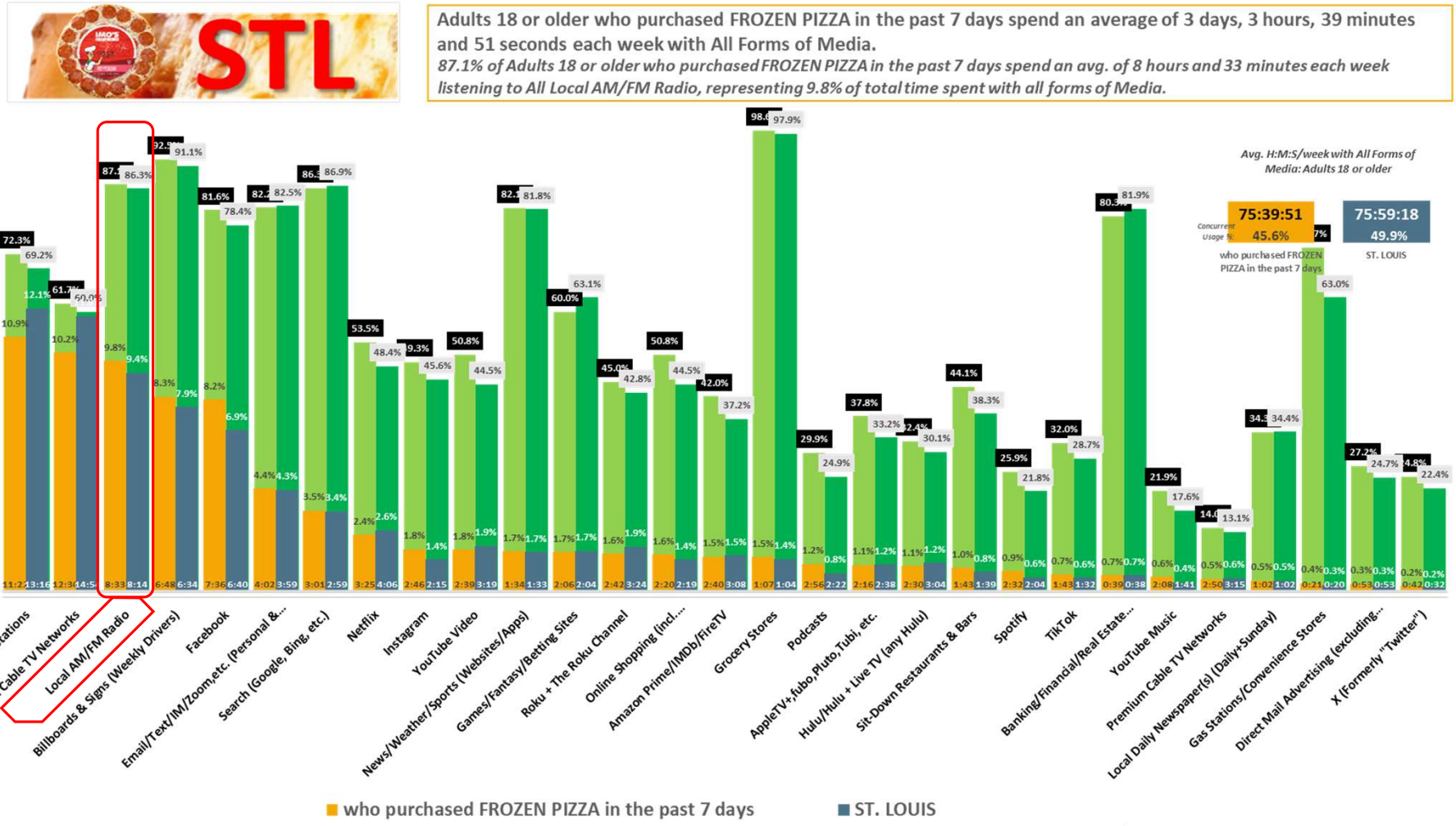


CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,311 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

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Food products household used past 7 days (HHLD): Frozen pizza



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 773 ST. LOUIS DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,952

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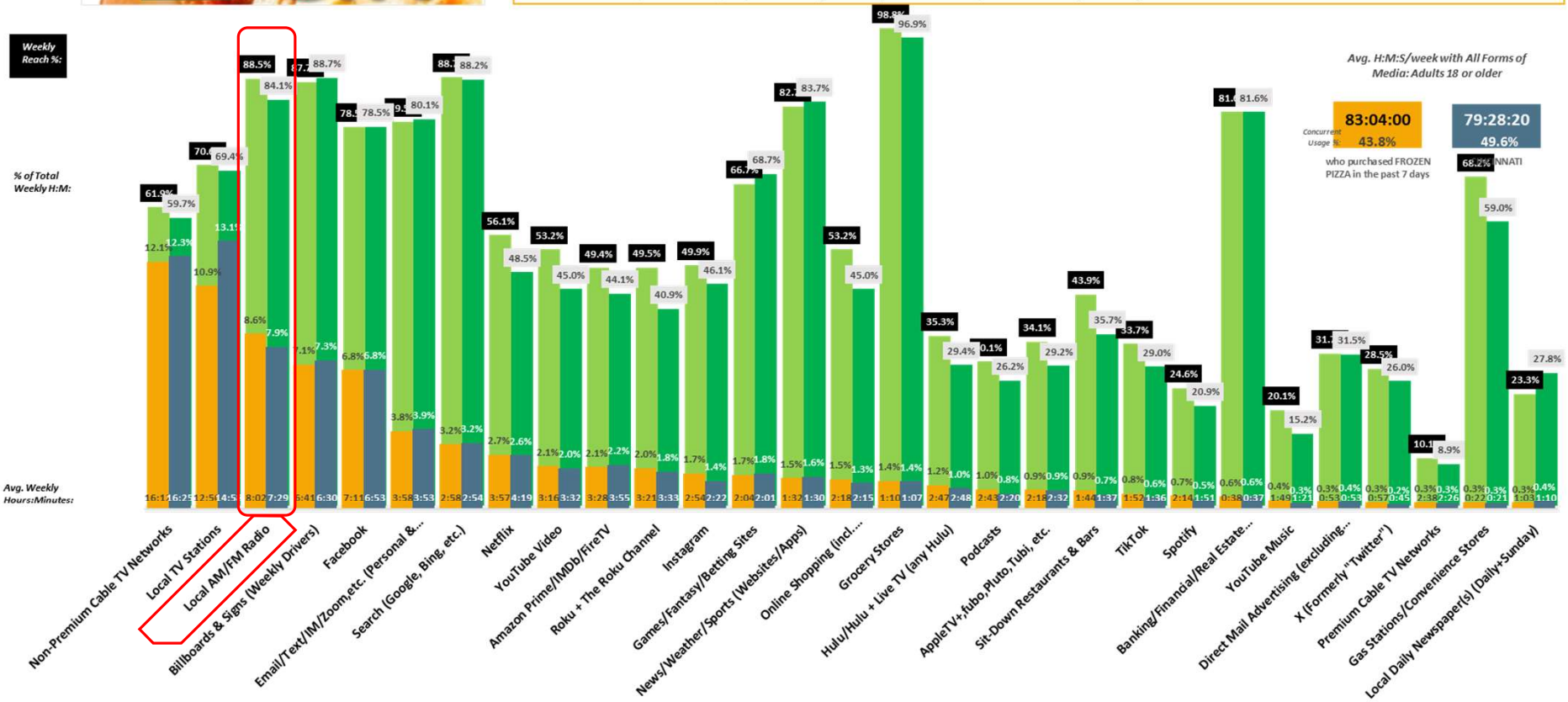
Hubbard BROADCASTING Share of Everything for Anything ©

Food products household used past 7 days (HHLD): Frozen pizza



Adults 18 or older who purchased FROZEN PIZZA in the past 7 days spend an average of 3 days, 11 hours, 4 minutes and 0 seconds each week with All Forms of Media.

88.5% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days spend an avg. of 8 hours and 2 minutes each week listening to All Local AM/FM Radio, representing 8.6% of total time spent with all forms of Media.



CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 660 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,928

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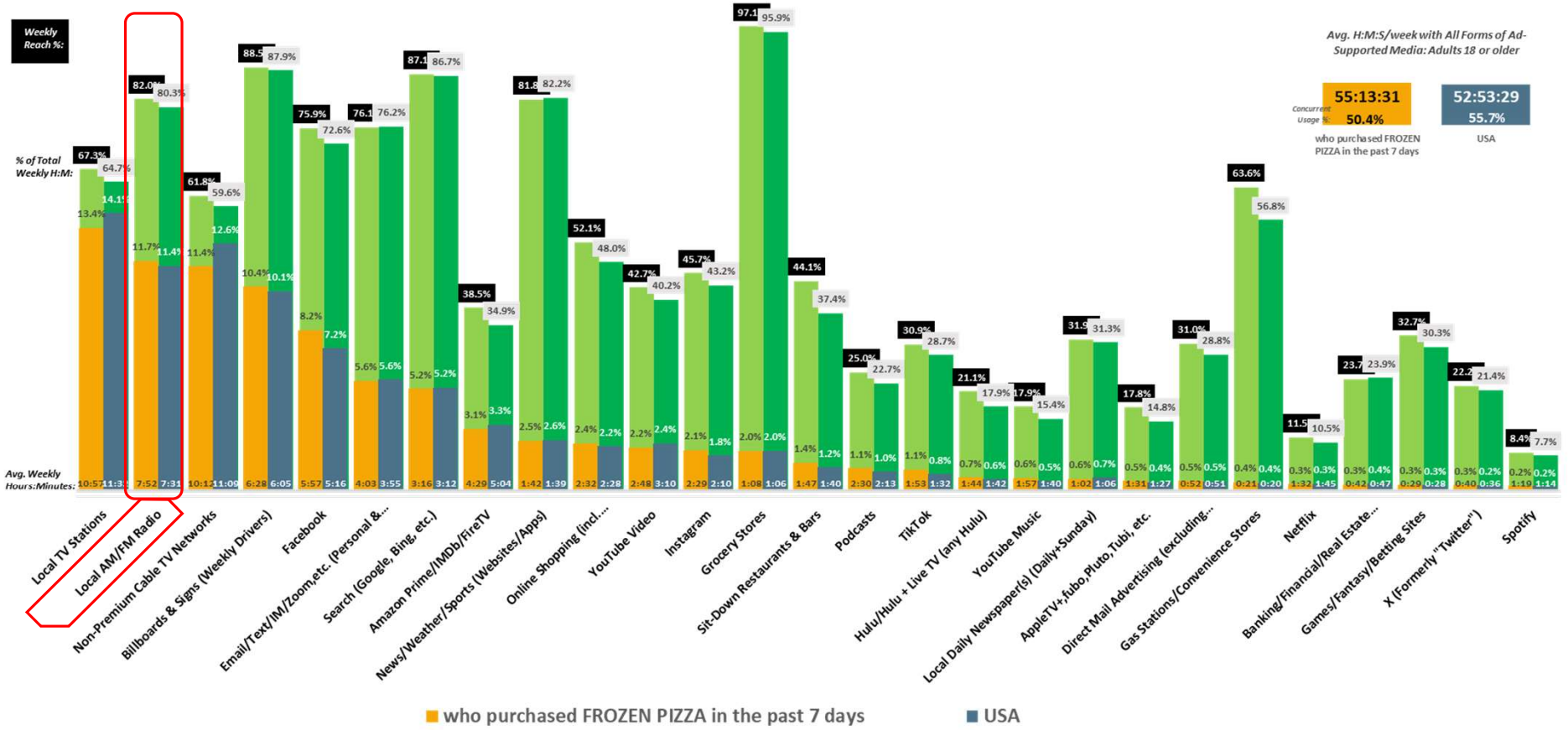
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Food products household used past 7 days (HHLD): Frozen pizza



Adults 18 or older who purchased FROZEN PIZZA in the past 7 days spend an average of 2 days, 7 hours, 13 minutes and 31 seconds each week with All Forms of Ad-Supported Media.

82.% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days spend an avg. of 7 hours and 52 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.7% of total time spent with all forms of Ad-Supported Media.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 7,071 USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

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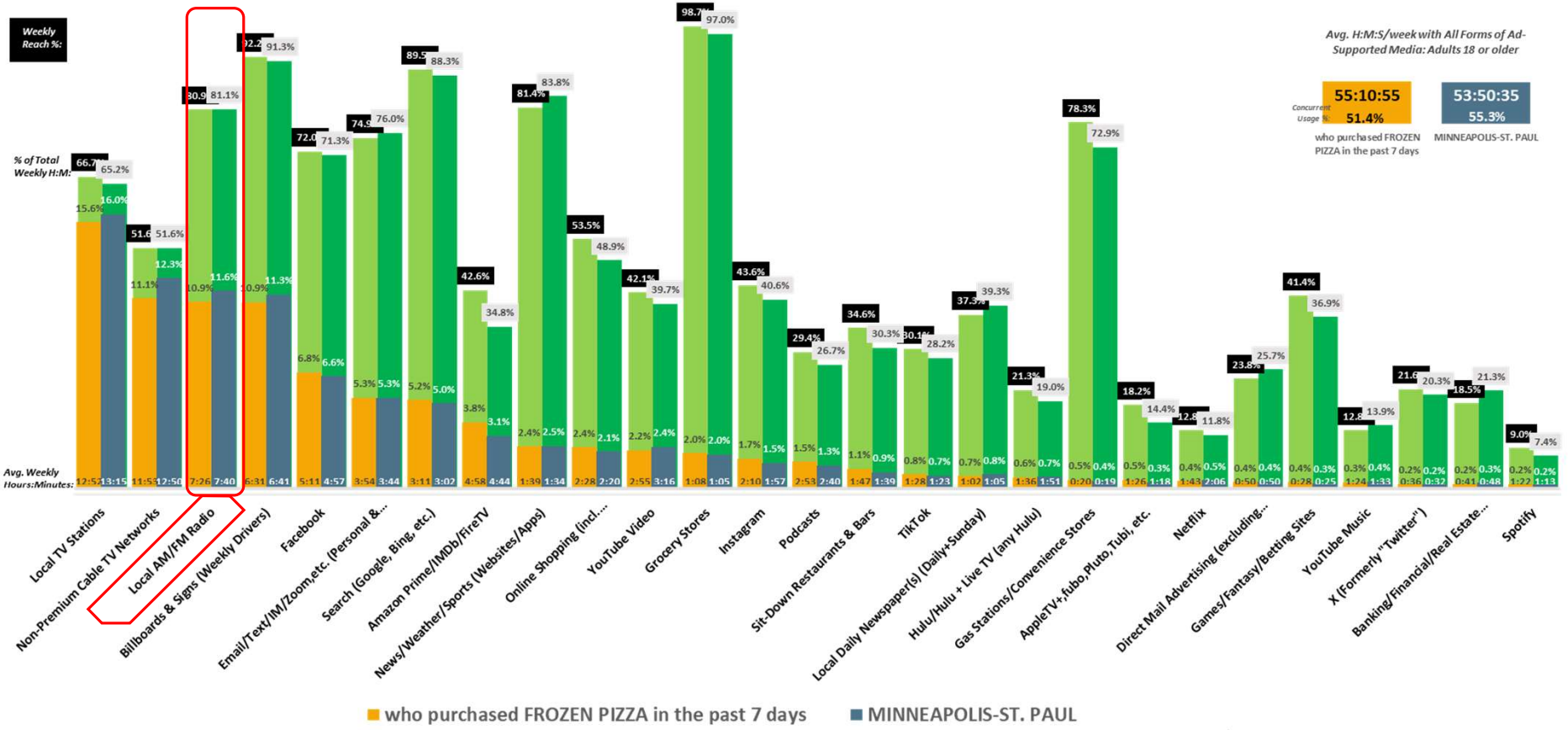
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Food products household used past 7 days (HHLD): Frozen pizza



Adults 18 or older who purchased FROZEN PIZZA in the past 7 days spend an average of 2 days, 7 hours, 10 minutes and 55 seconds each week with All Forms of Ad-Supported Media.

80.9% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days spend an avg. of 7 hours and 26 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.9% of total time spent with all forms of Ad-Supported Media.



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 784 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,873
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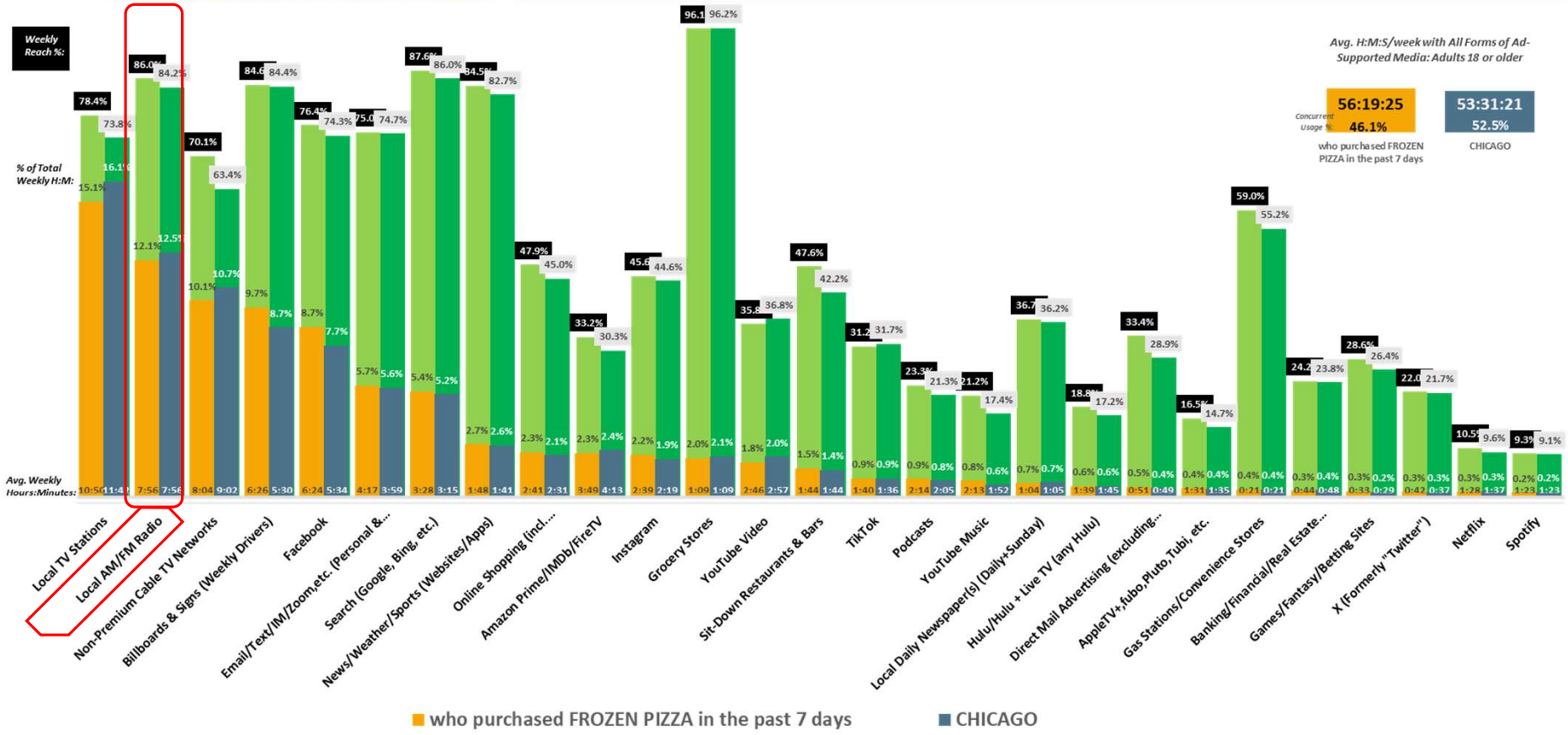
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Food products household used past 7 days (HHLD): Frozen pizza



Adults 18 or older who purchased FROZEN PIZZA in the past 7 days spend an average of 2 days, 8 hours, 19 minutes and 25 seconds each week with All Forms of Ad-Supported Media.

86.% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days spend an avg. of 7 hours and 56 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.1% of total time spent with all forms of Ad-Supported Media.

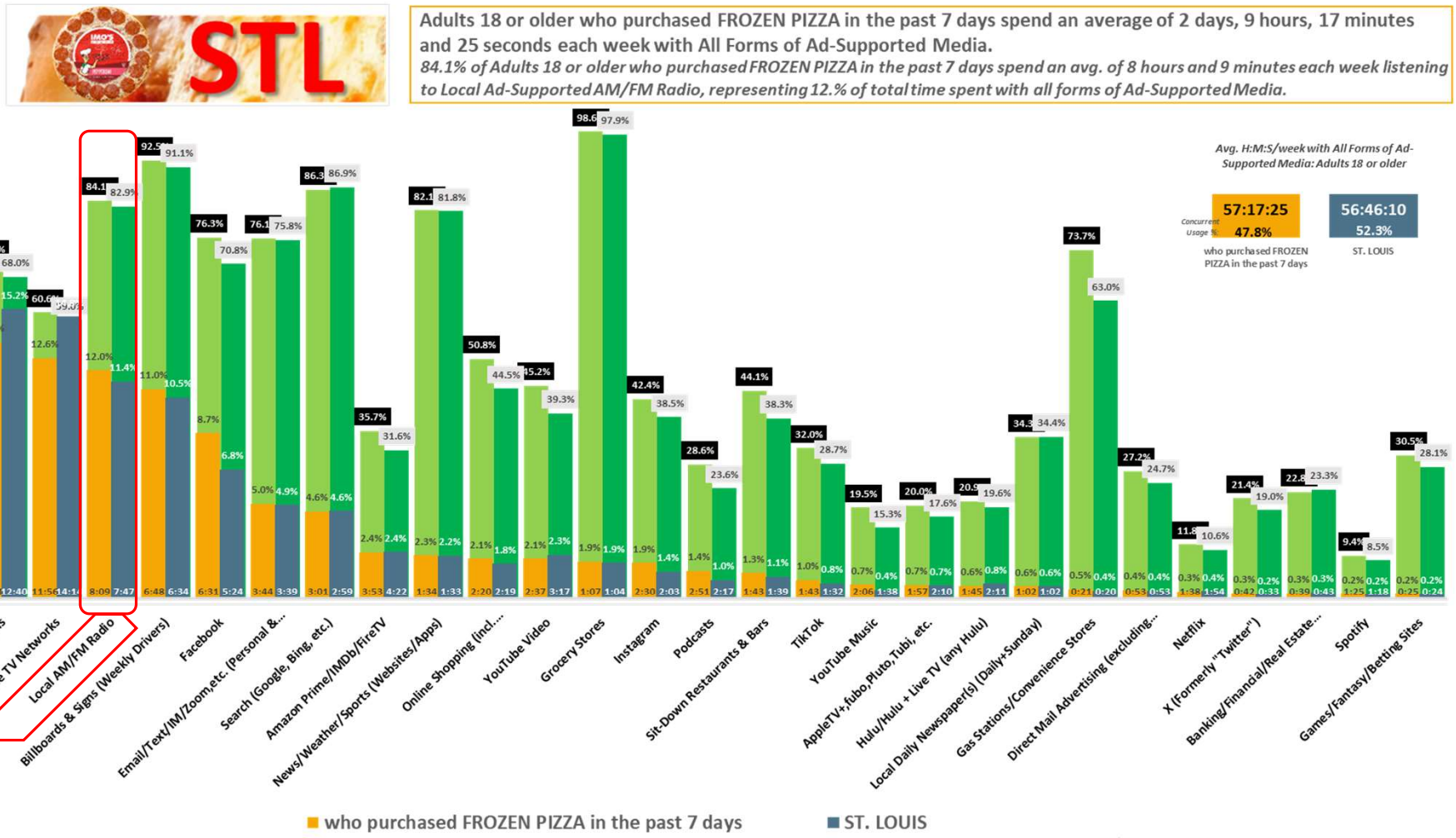


CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,311 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

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Food products household used past 7 days (HHLD): Frozen pizza

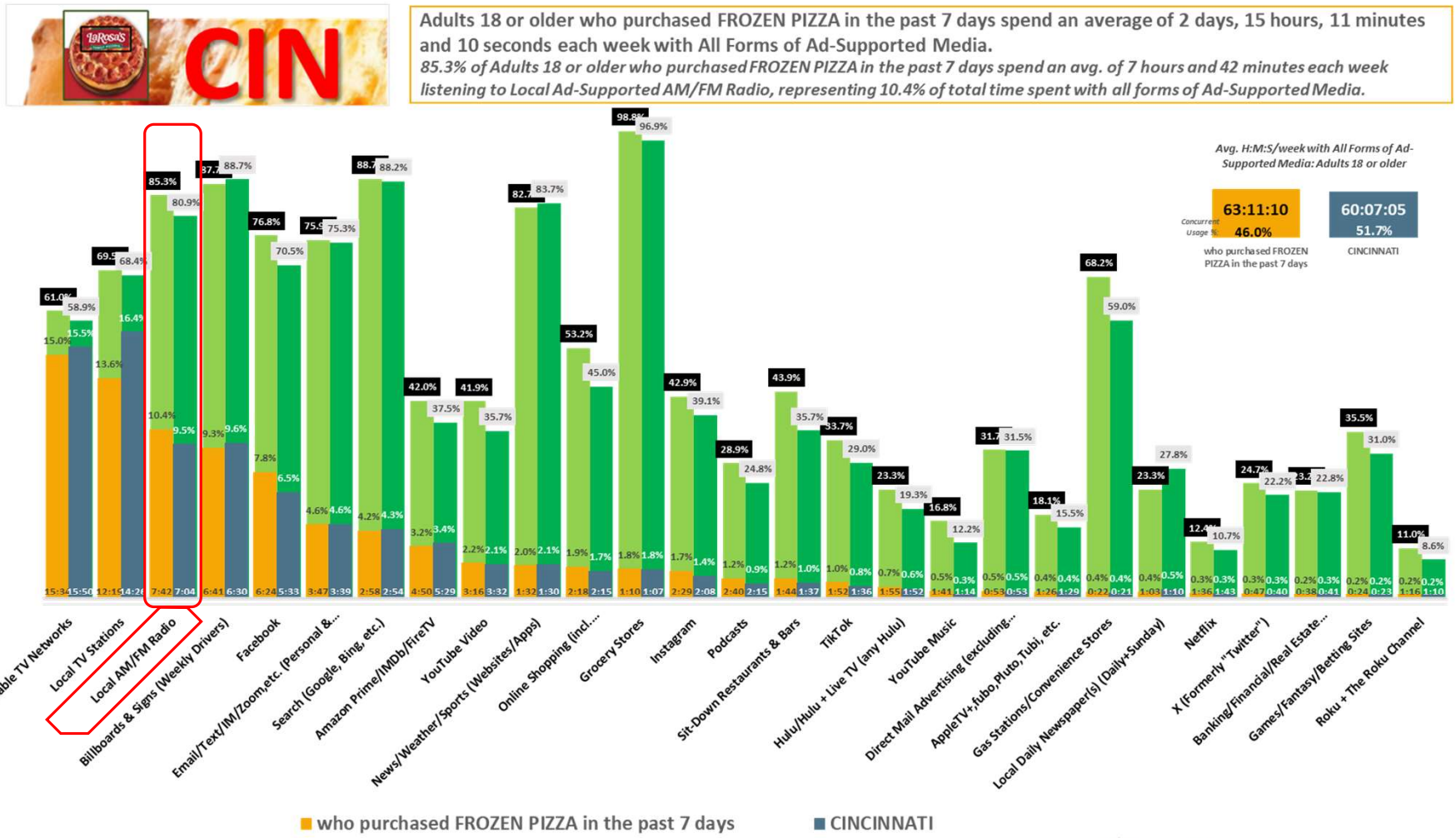


ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 773 ST. LOUIS DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,952

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Food products household used past 7 days (HHLD): Frozen pizza



CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 660 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,928

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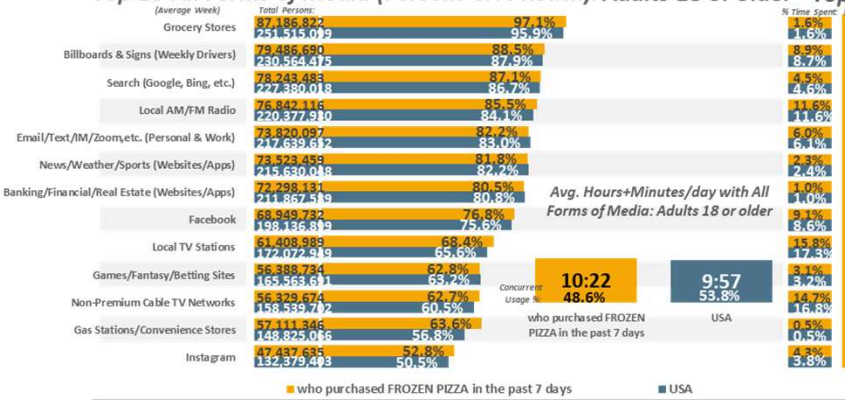
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Food products household used past 7 days (HHLD): Frozen pizza

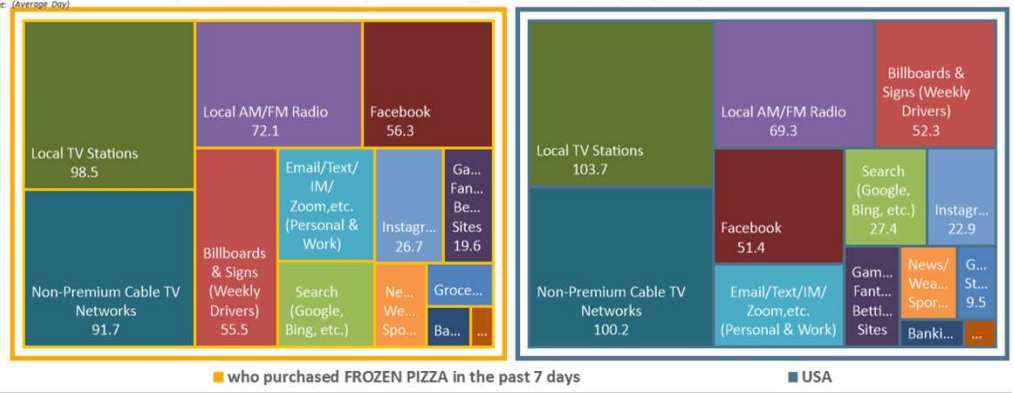


Adults 18 or older who purchased FROZEN PIZZA in the past 7 days spend an average of 7 hours and 53 minutes each day with All Forms of Ad-Supported Media. 82.% listen to Local AM/FM Radio for an avg. of 67.6 minutes/day. *(Local Radio delivers 11.7% of Time with Ad-Supported Media.)*

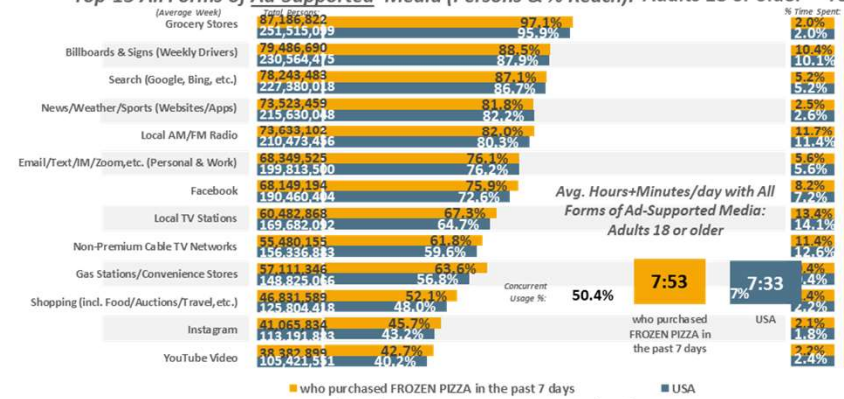
***Top-13 All Forms of Media (Persons & % Reach):* Adults 18 or older**



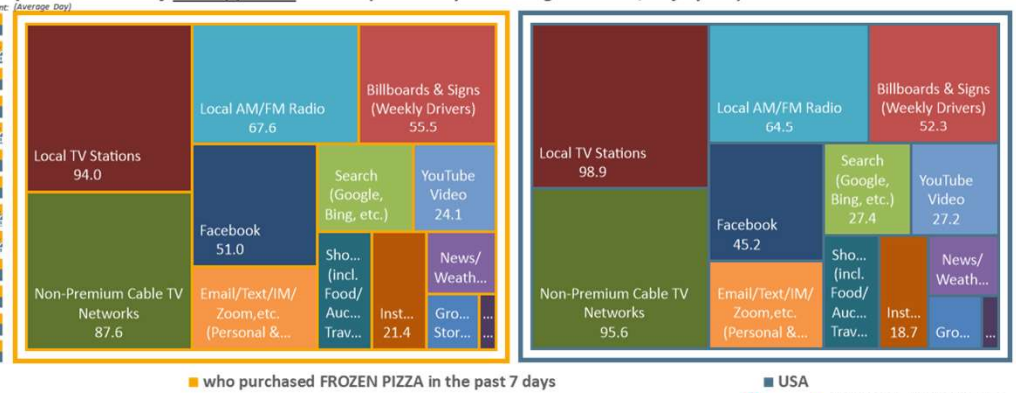
***Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older**



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 7,071

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

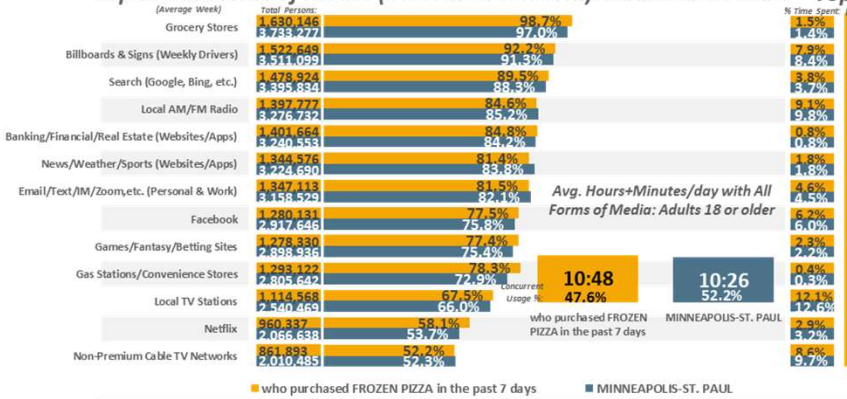
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Food products household used past 7 days (HHLD): Frozen pizza

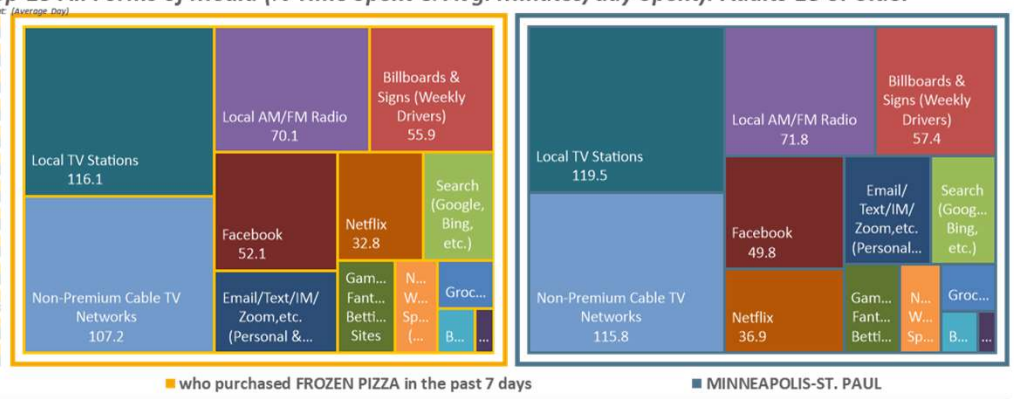


Adults 18 or older who purchased FROZEN PIZZA in the past 7 days spend an average of 7 hours and 52 minutes each day with All Forms of Ad-Supported Media. 80.9% listen to Local AM/FM Radio for an avg. of 63.7 minutes/day. *(Local Radio delivers 10.9% of Time with Ad-Supported Media.)*

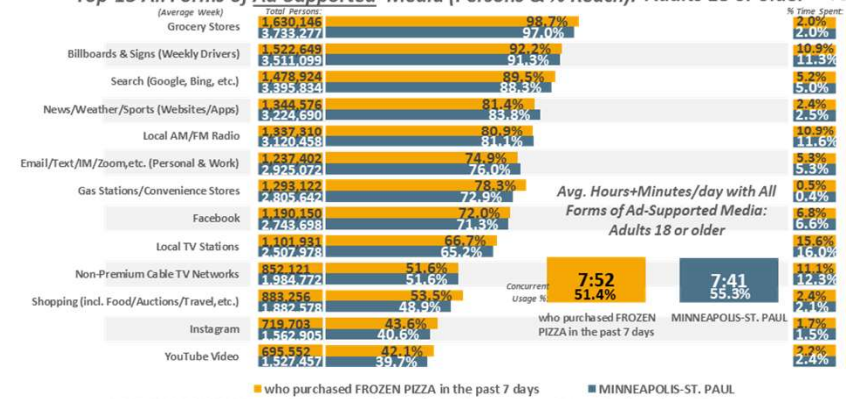
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



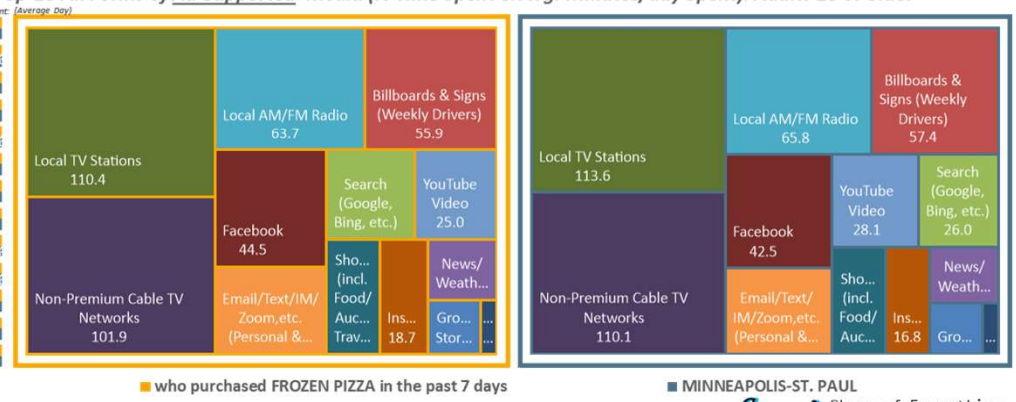
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 784

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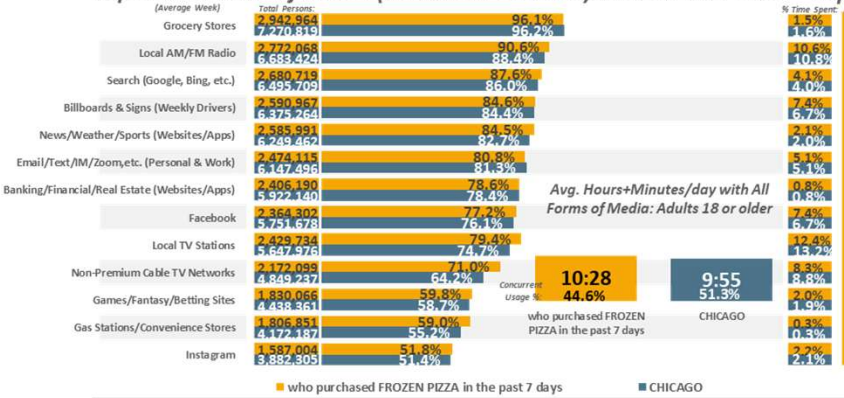
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Food products household used past 7 days (HHLD): Frozen pizza

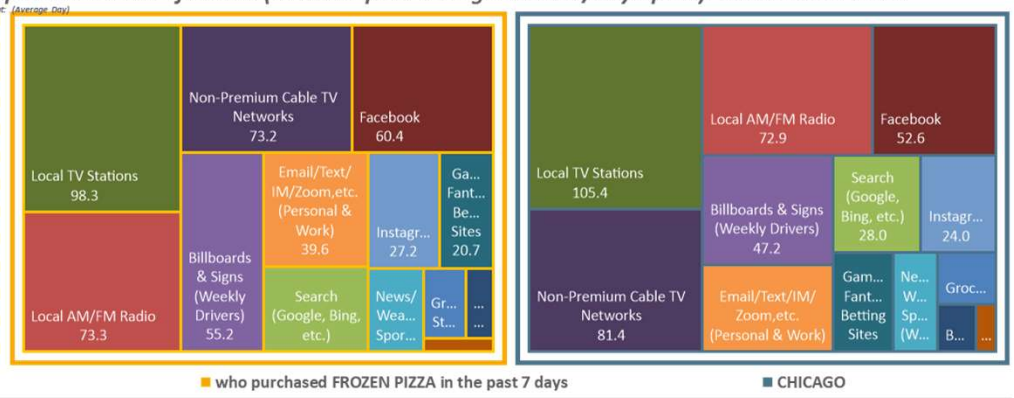


Adults 18 or older who purchased FROZEN PIZZA in the past 7 days spend an average of 8 hours and 2 minutes each day with All Forms of Ad-Supported Media. 86.% listen to Local AM/FM Radio for an avg. of 68.1 minutes/day. *(Local Radio delivers 12.1% of Time with Ad-Supported Media.)*

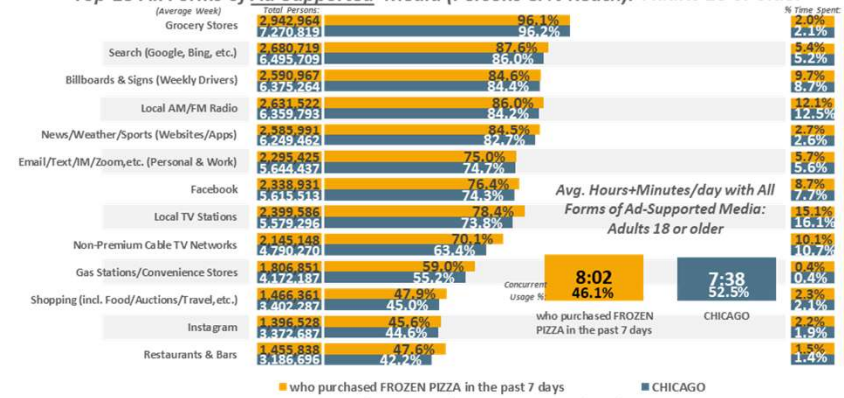
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



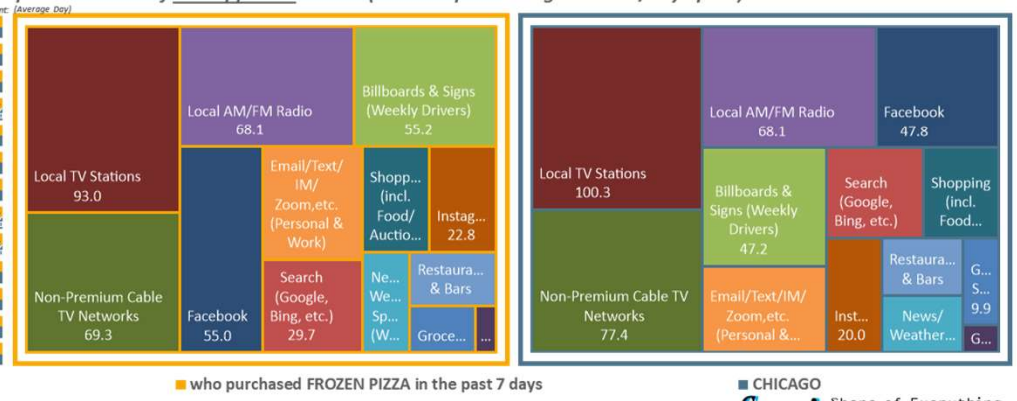
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,311

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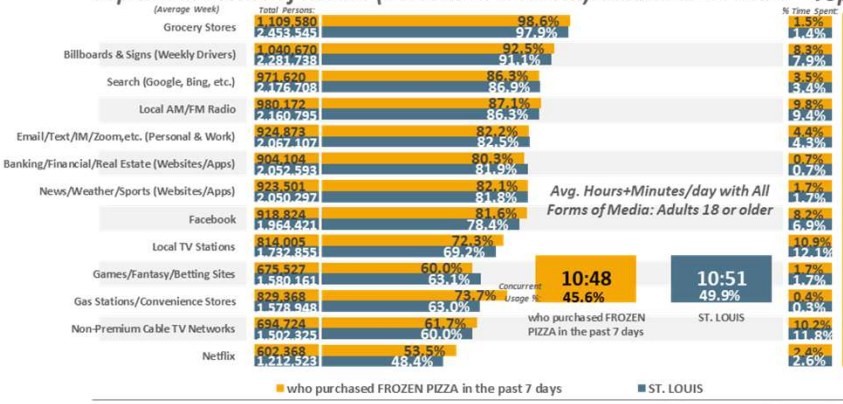
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Food products household used past 7 days (HHLD): Frozen pizza

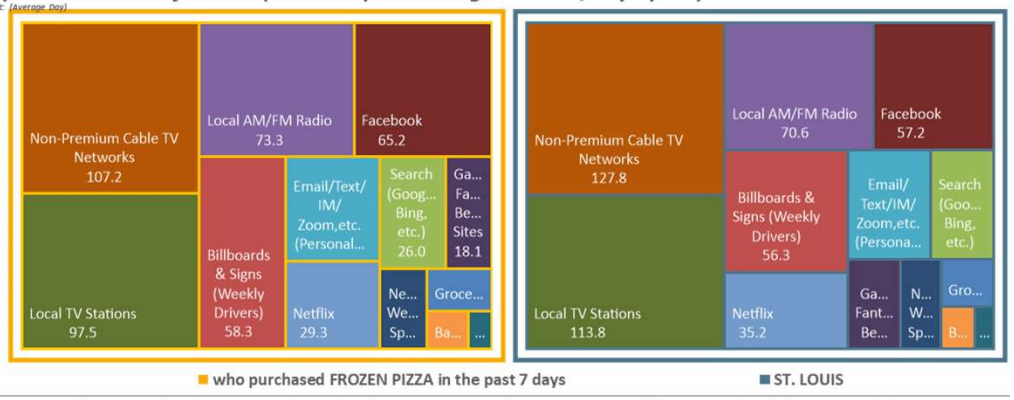


Adults 18 or older who purchased FROZEN PIZZA in the past 7 days spend an average of 8 hours and 11 minutes each day with All Forms of Ad-Supported Media. 84.1% listen to Local AM/FM Radio for an avg. of 69.9 minutes/day. *(Local Radio delivers 12.% of Time with Ad-Supported Media.)*

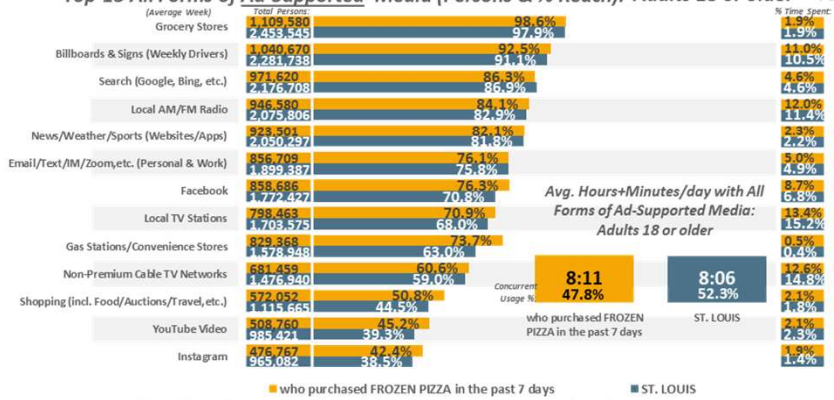
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



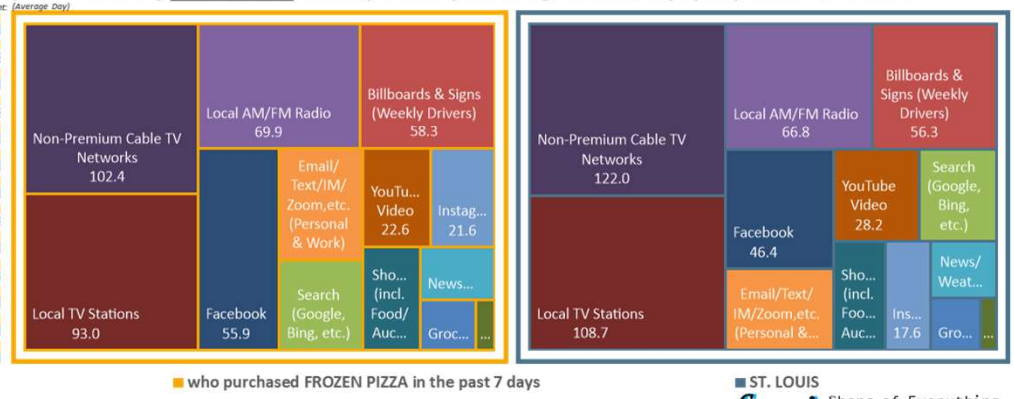
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 773

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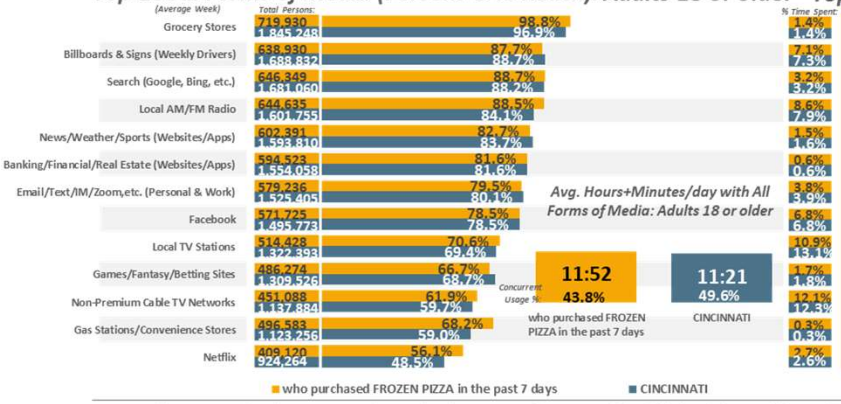
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Food products household used past 7 days (HHLD): Frozen pizza

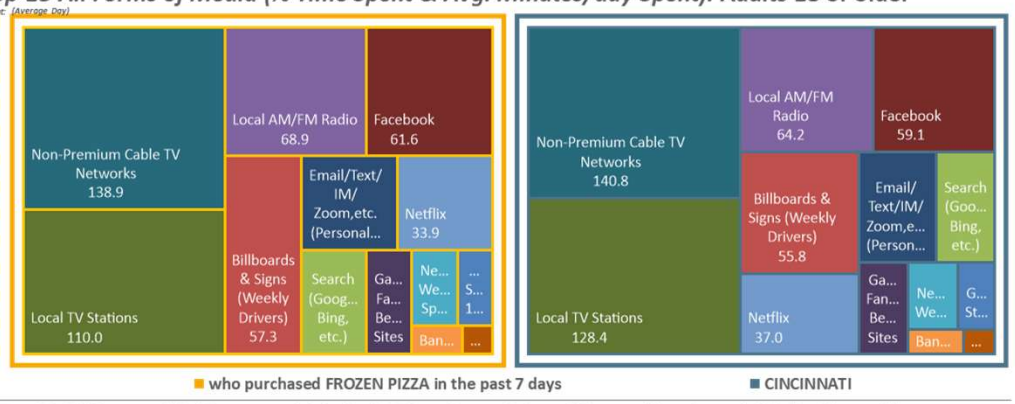


Adults 18 or older who purchased FROZEN PIZZA in the past 7 days spend an average of 9 hours and 1 minutes each day with All Forms of Ad-Supported Media. 85.3% listen to Local AM/FM Radio for an avg. of 66.1 minutes/day. *(Local Radio delivers 10.4% of Time with Ad-Supported Media.)*

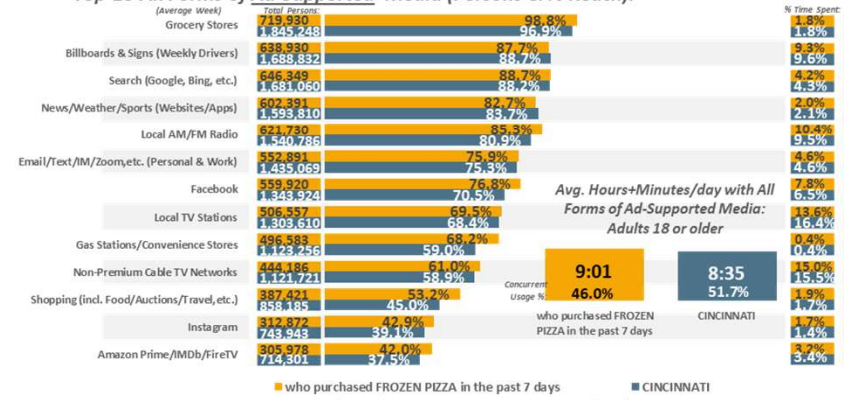
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



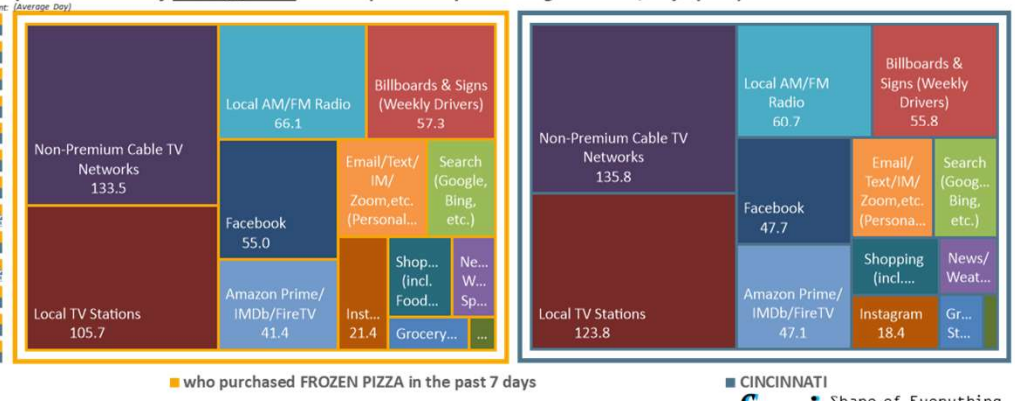
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 660

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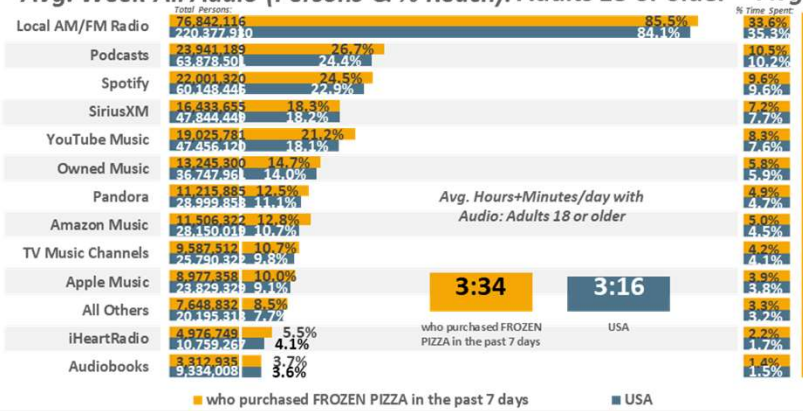
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Food products household used past 7 days (HHLD): Frozen pizza

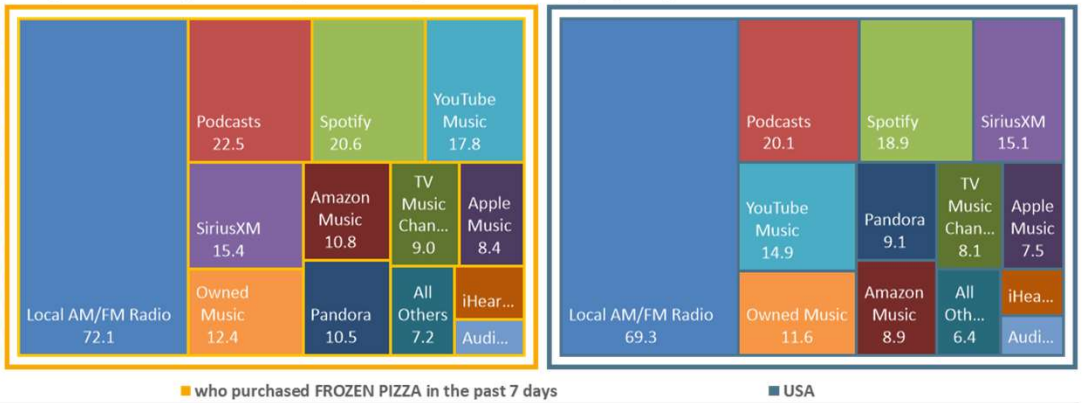


73,633,102 or 82.% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 67.6 minutes every day representing 42.6% of all time spent daily with Ad-Supported Audio.

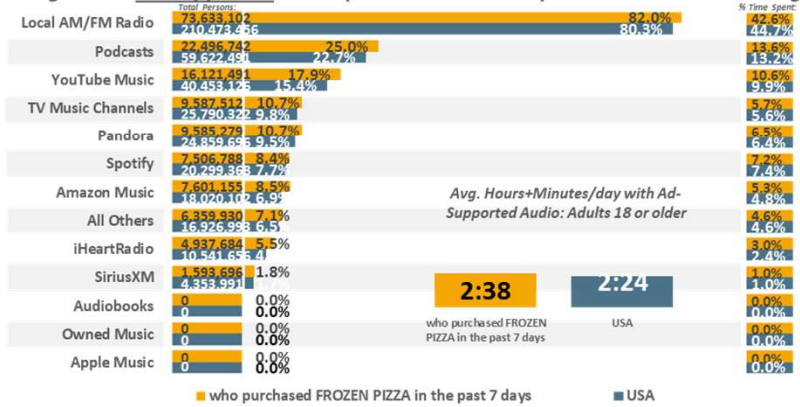
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



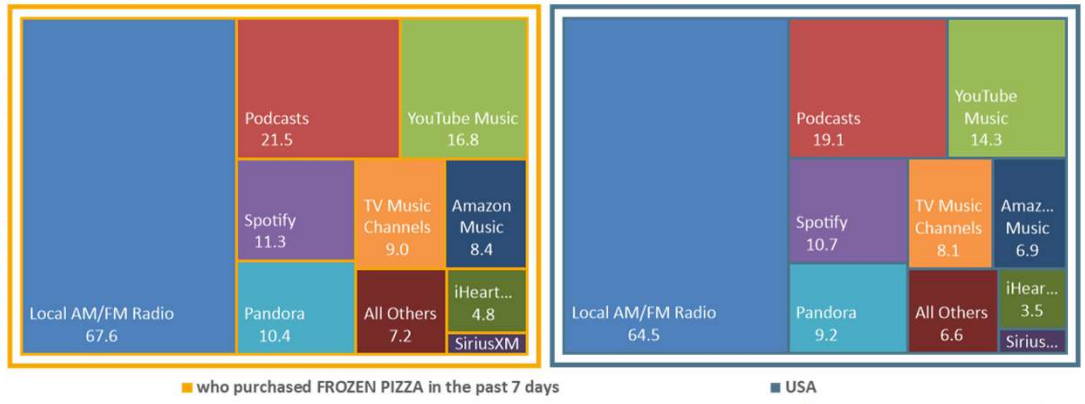
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *7,071*

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Scarborough R1 2024: Jan23-Apr24 *USA Projection* *Scarborough R1 2024: Jan23-Apr24*

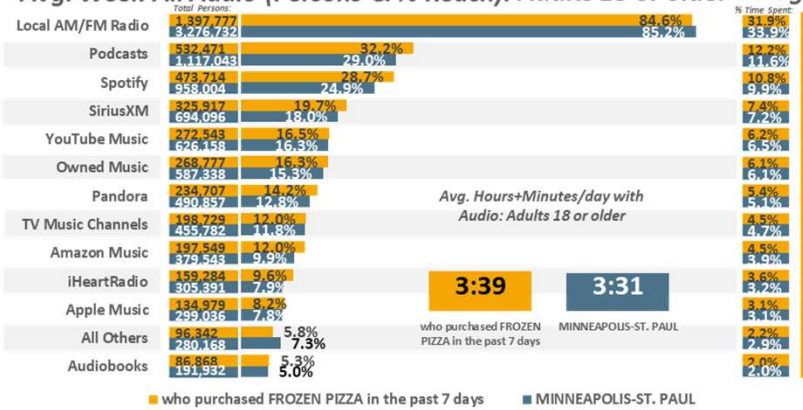
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Food products household used past 7 days (HHLD): Frozen pizza

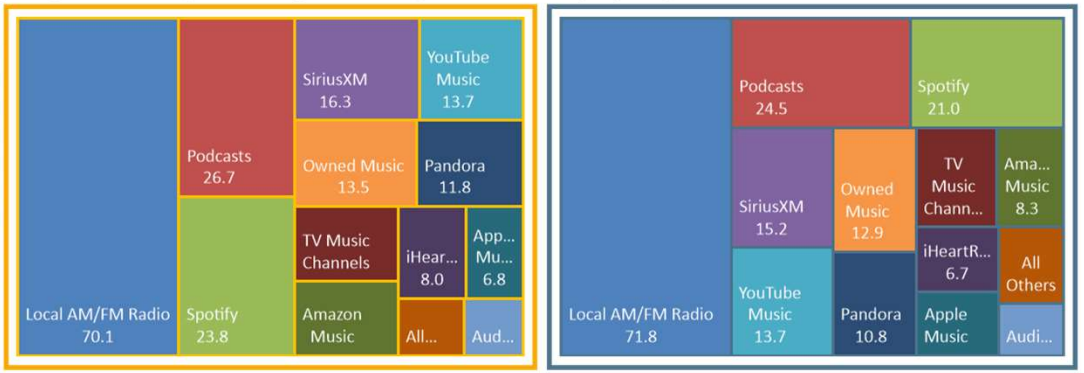


1,337,310 or 80.9% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 63.7 minutes every day representing 41.1% of all time spent daily with Ad-Supported Audio.

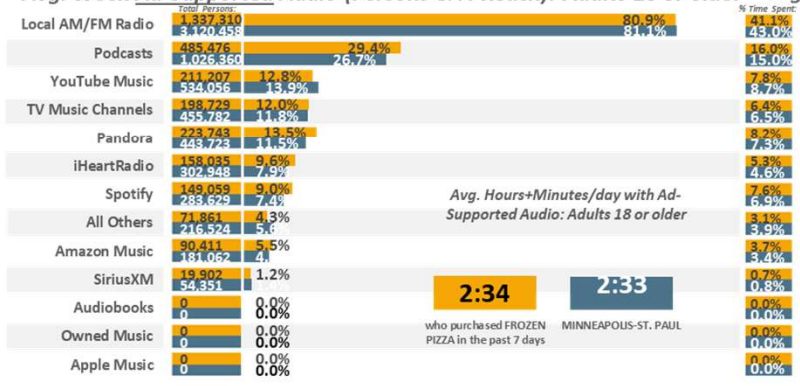
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



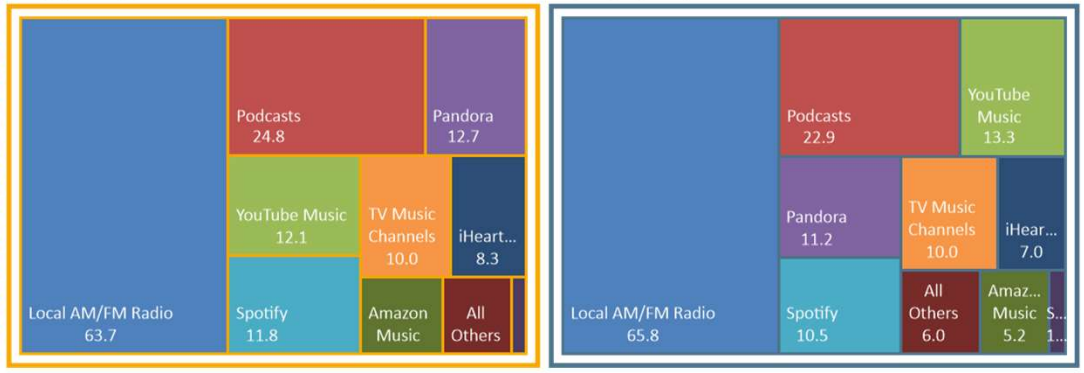
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 784

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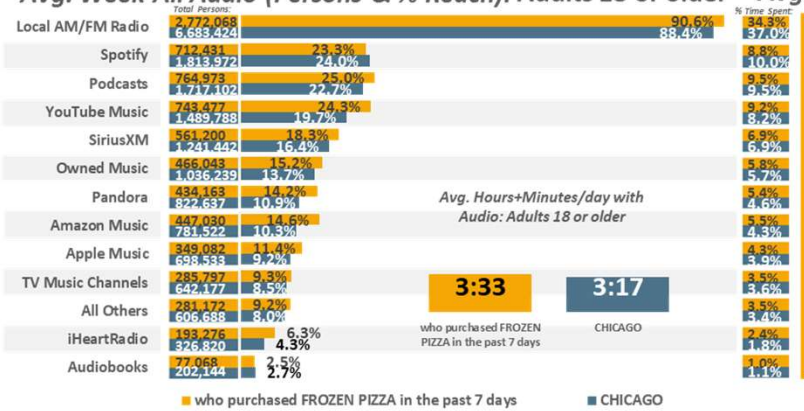
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Food products household used past 7 days (HHLD): Frozen pizza

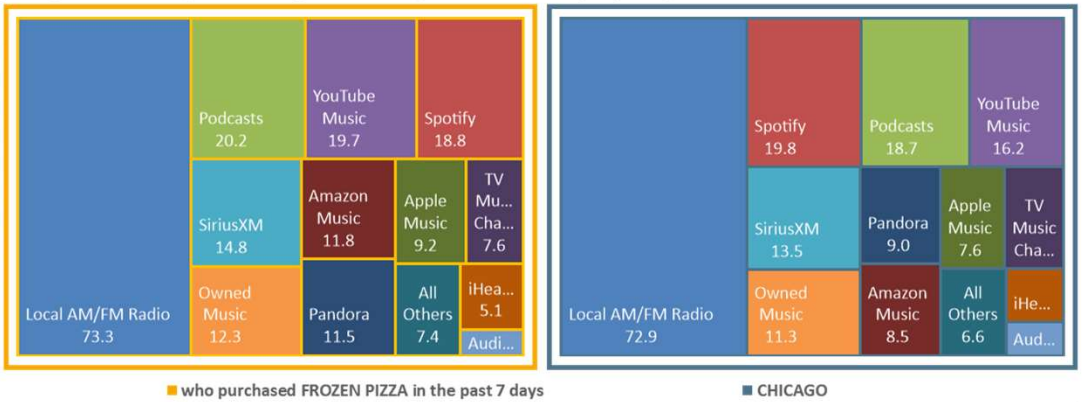


2,631,522 or 86.% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 68.1 minutes every day representing 42.1% of all time spent daily with Ad-Supported Audio.

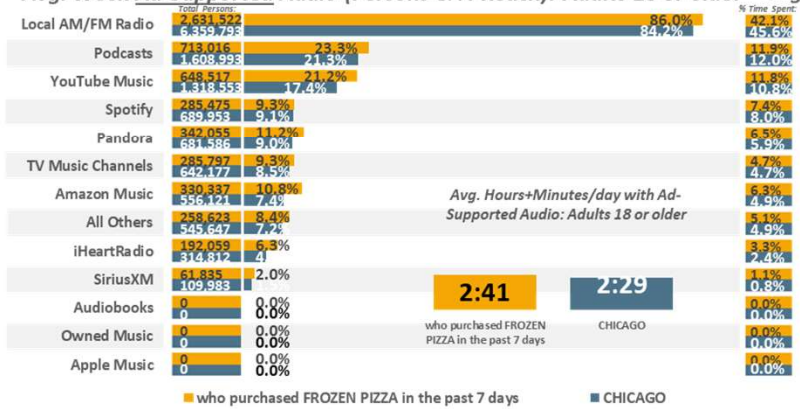
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



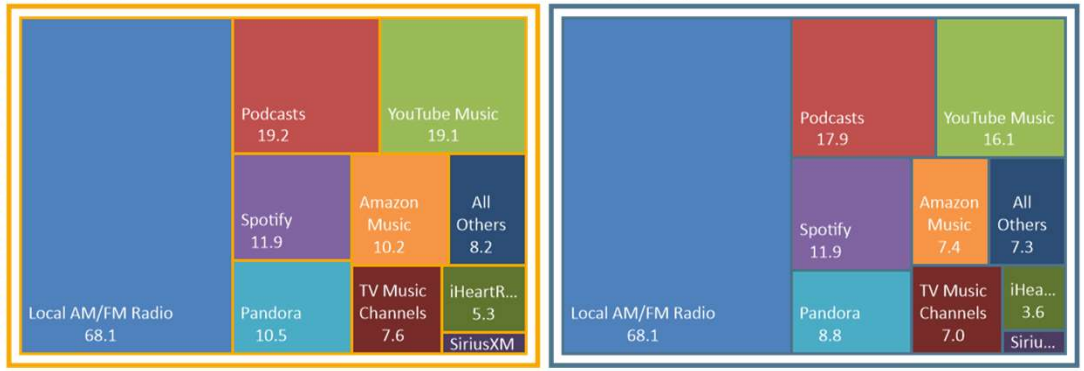
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,311

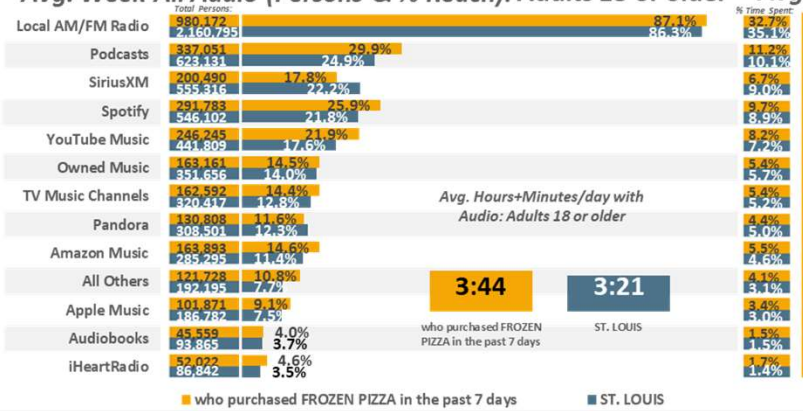
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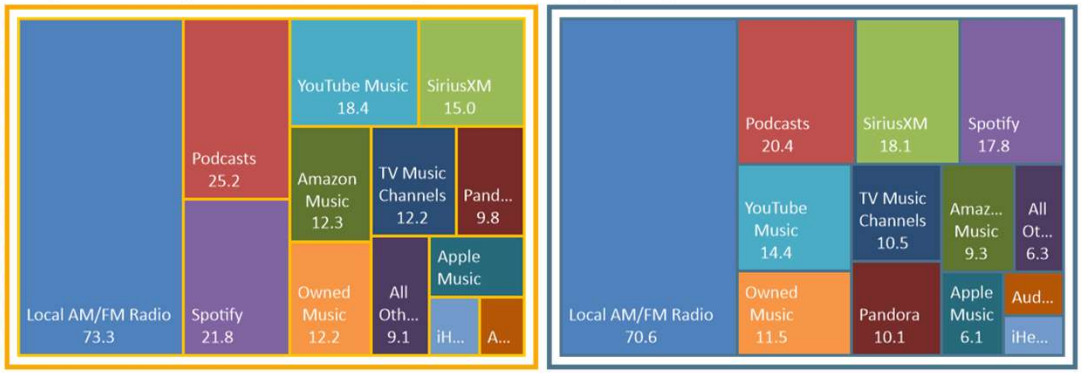
Food products household used past 7 days (HHLD): Frozen pizza

946,580 or 84.1% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 69.9 minutes every day representing 40.6% of all time spent daily with Ad-Supported Audio.

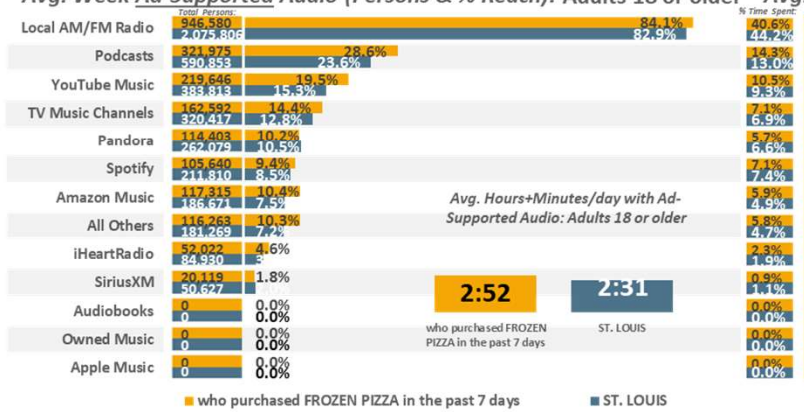
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



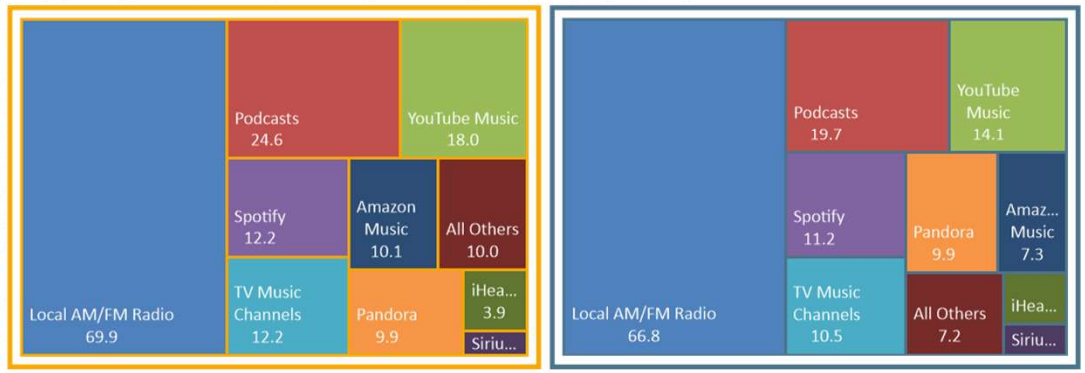
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 773

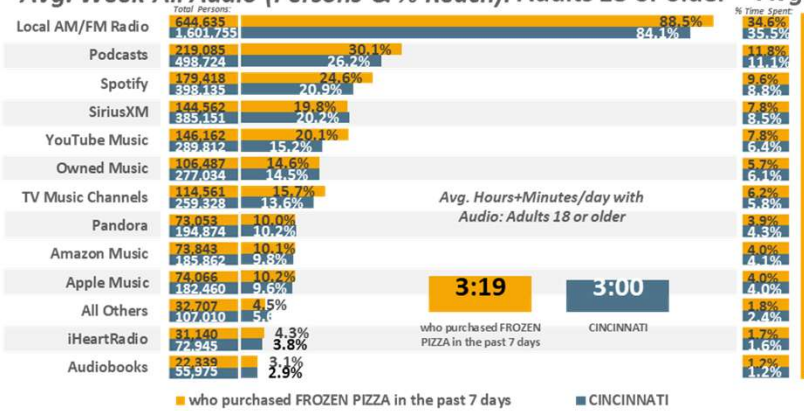
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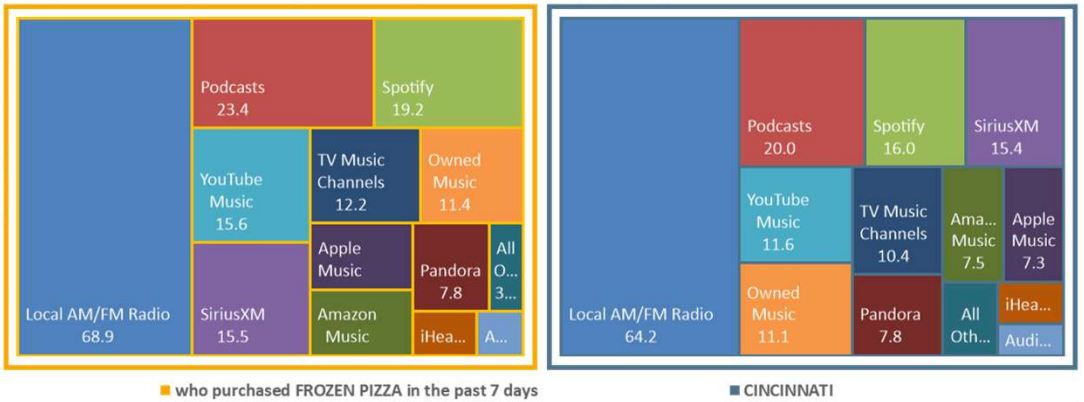


621,730 or 85.3% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 66.1 minutes every day representing 44.1% of all time spent daily with Ad-Supported Audio.

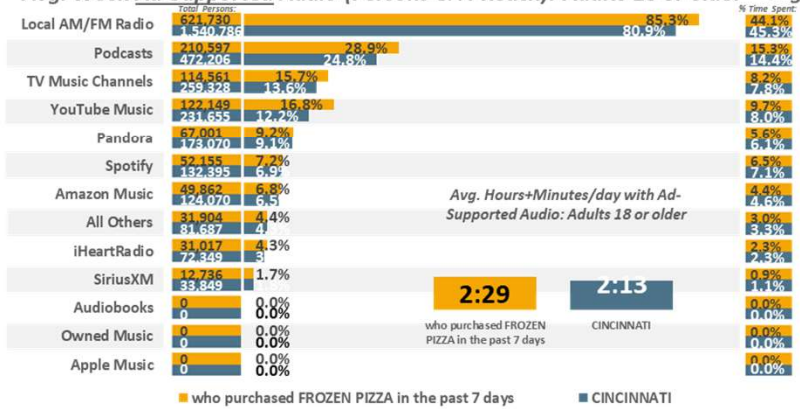
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



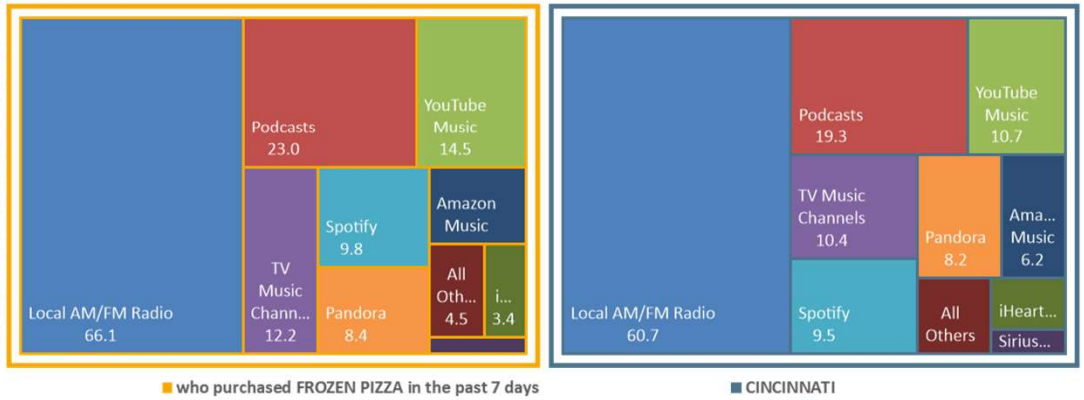
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 660

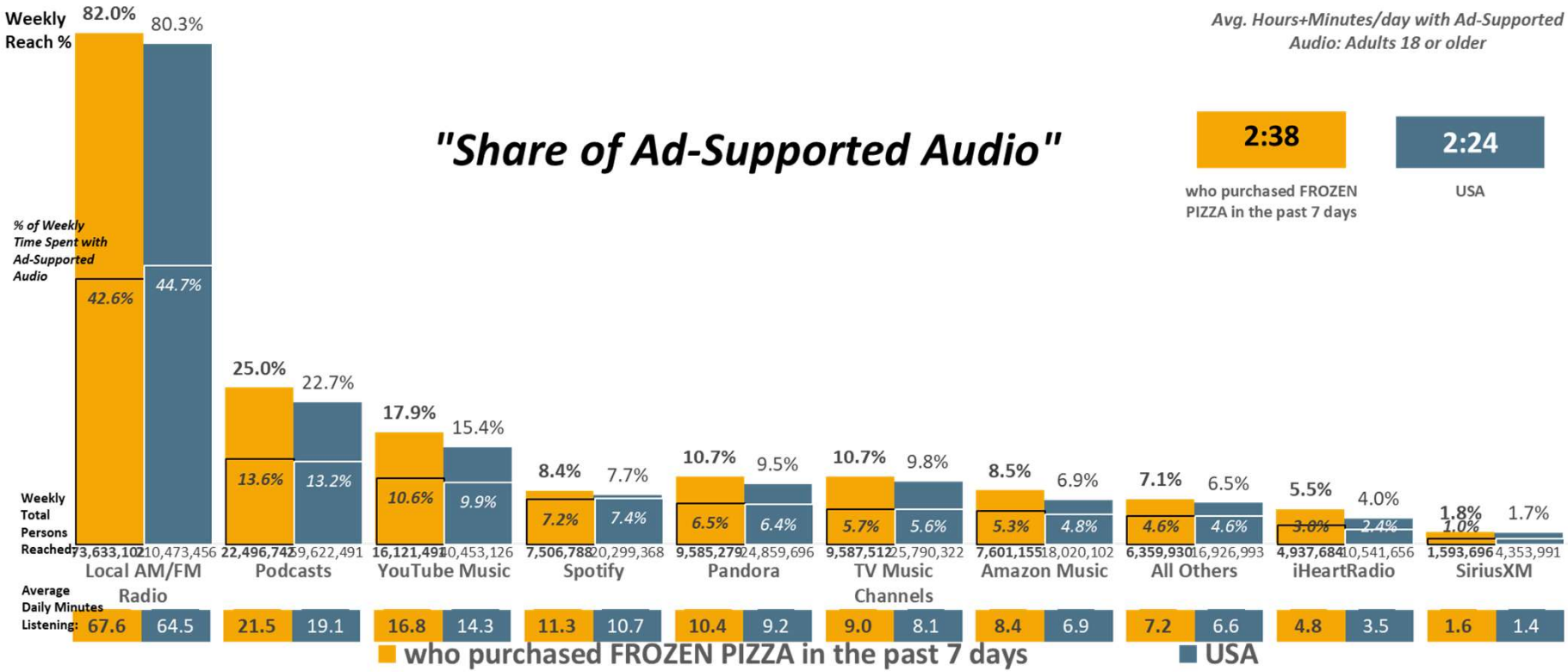
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Food products household used past 7 days (HHLD): Frozen pizza



73,633,102 or 82.% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 67.6 minutes every day representing 42.6% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 7,071

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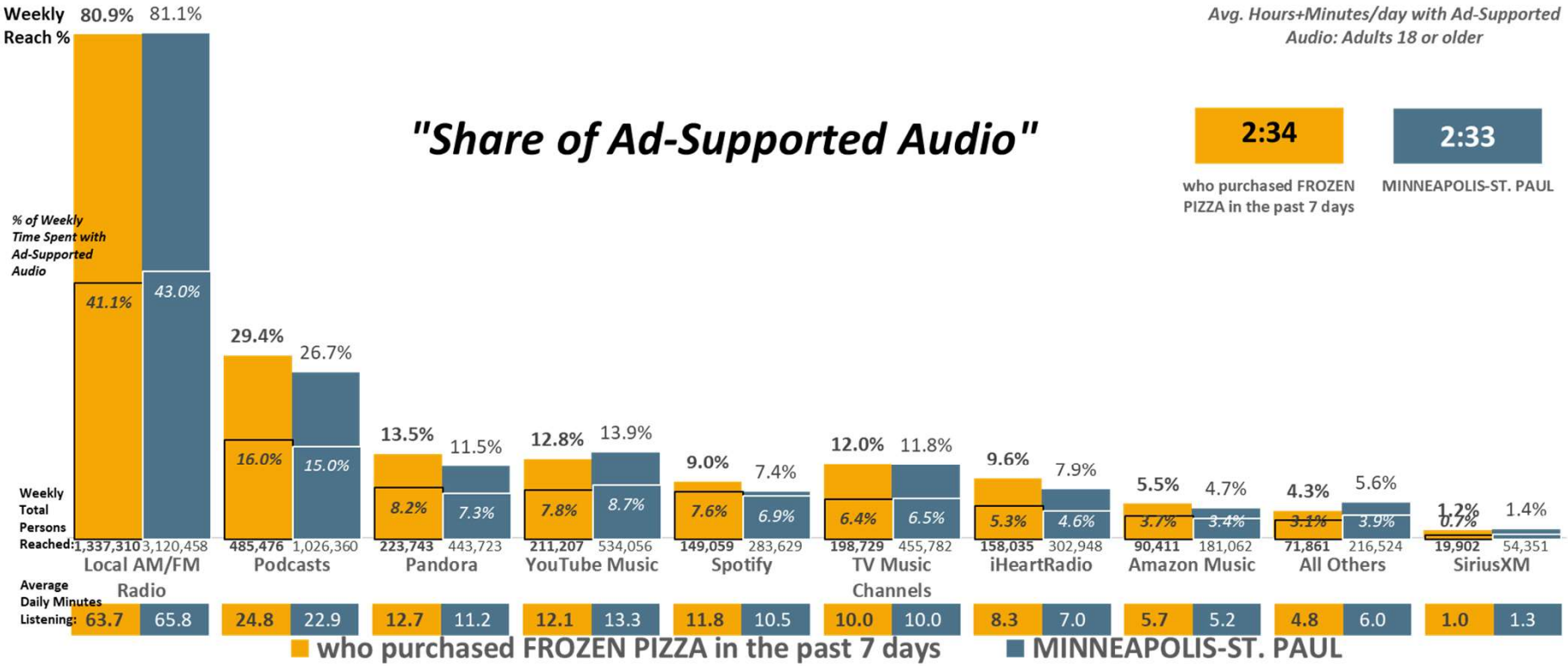
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

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Food products household used past 7 days (HHLD): Frozen pizza



1,337,310 or 80.9% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 63.7 minutes every day representing 41.1% of all time spent daily with Ad-Supported Audio.



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 784 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,873

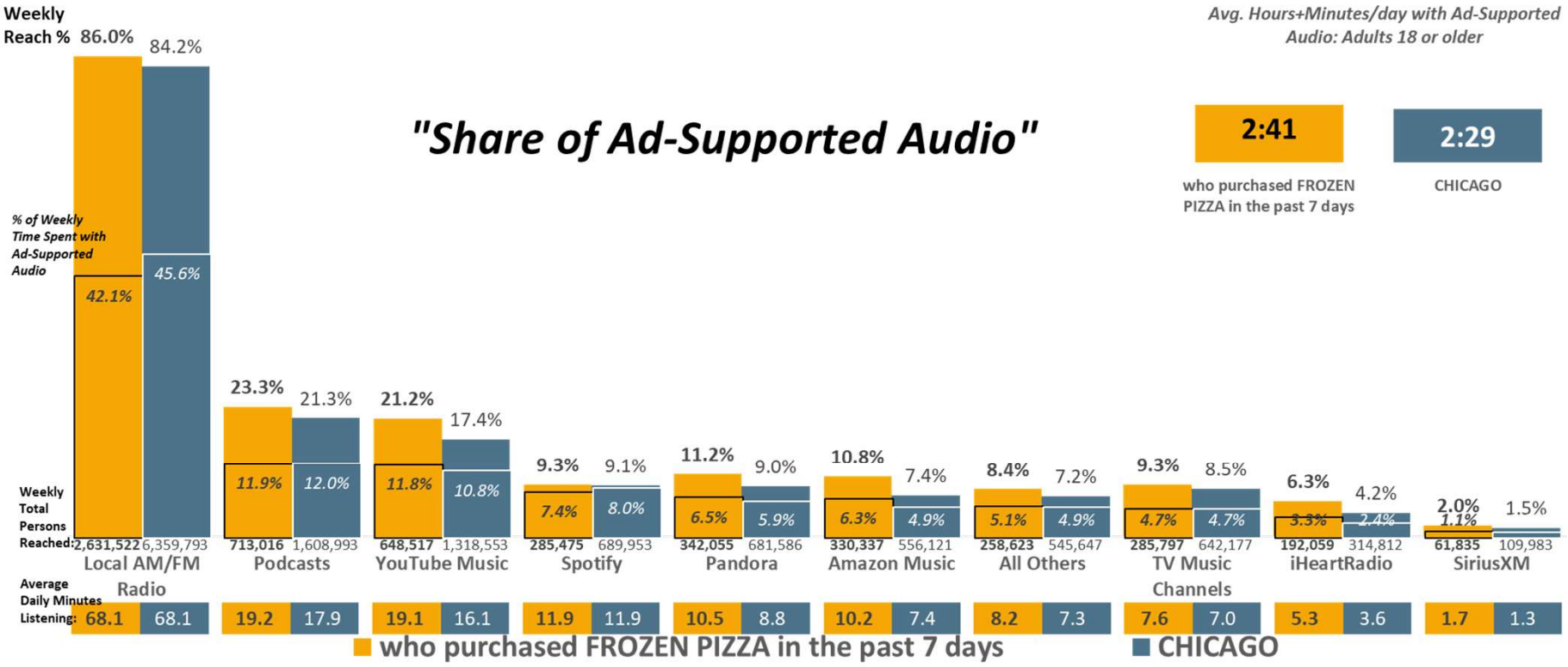
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Food products household used past 7 days (HHLD): Frozen pizza



2,631,522 or 86.% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 68.1 minutes every day representing 42.1% of all time spent daily with Ad-Supported Audio.



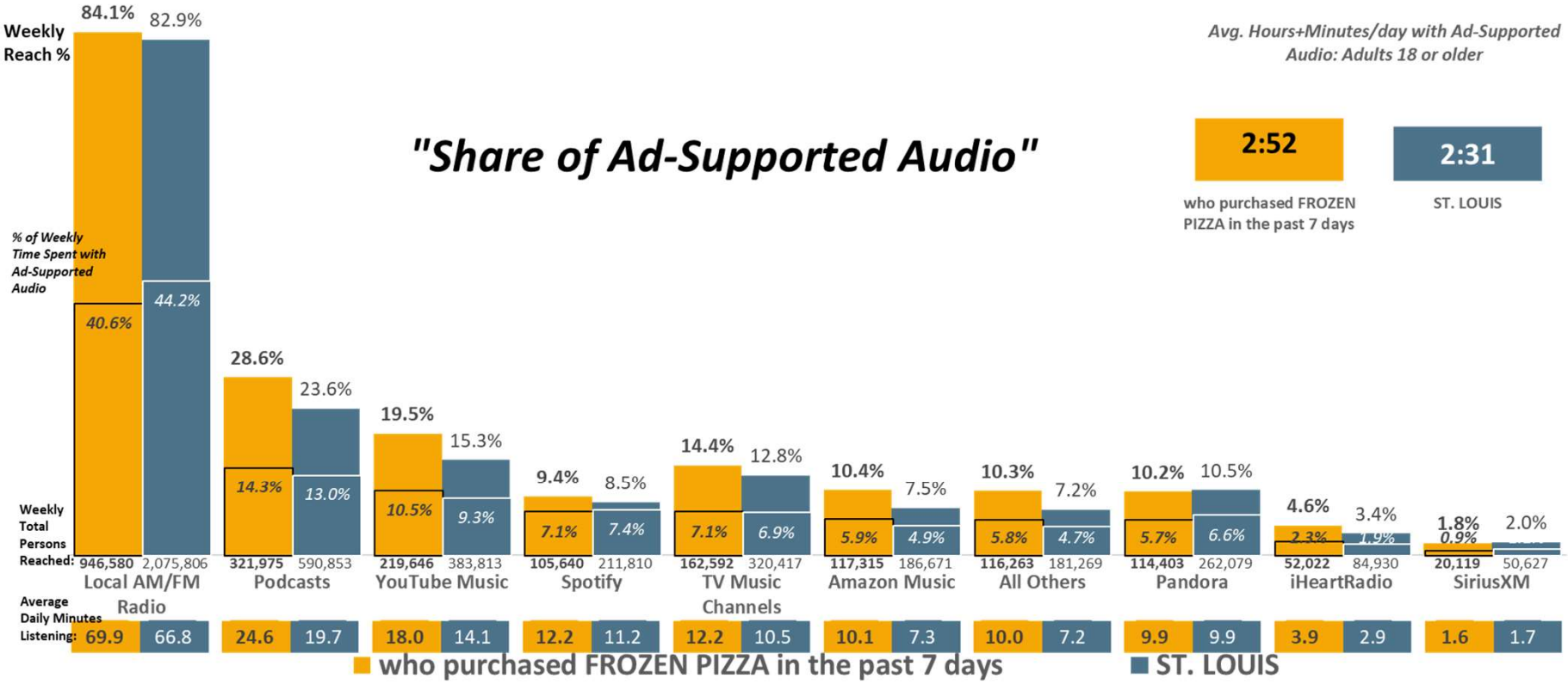
CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,311 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

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Food products household used past 7 days (HHLD): Frozen pizza

946,580 or 84.1% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 69.9 minutes every day representing 40.6% of all time spent daily with Ad-Supported Audio.



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 773 ST. LOUIS DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,952

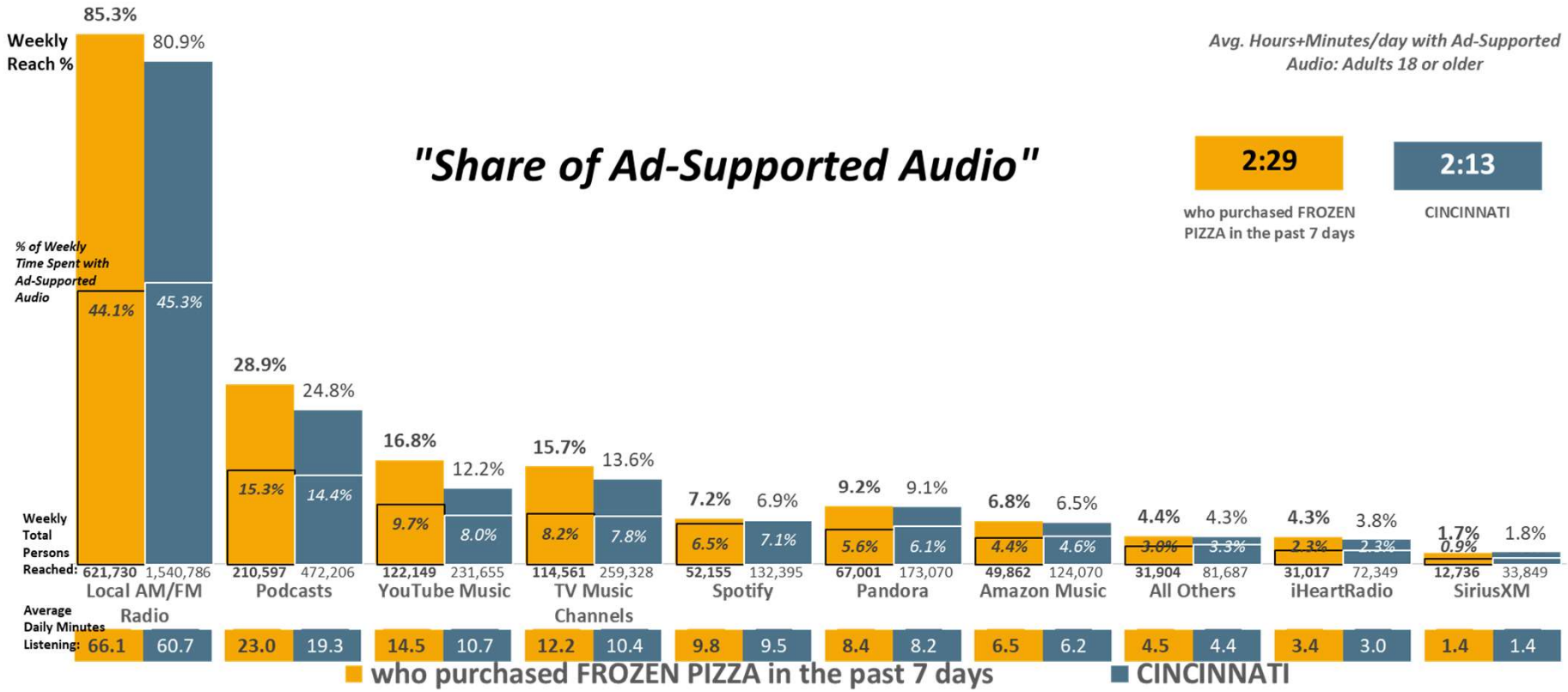
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Food products household used past 7 days (HHLD): Frozen pizza



621,730 or 85.3% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 66.1 minutes every day representing 44.1% of all time spent daily with Ad-Supported Audio.



CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 660 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,928

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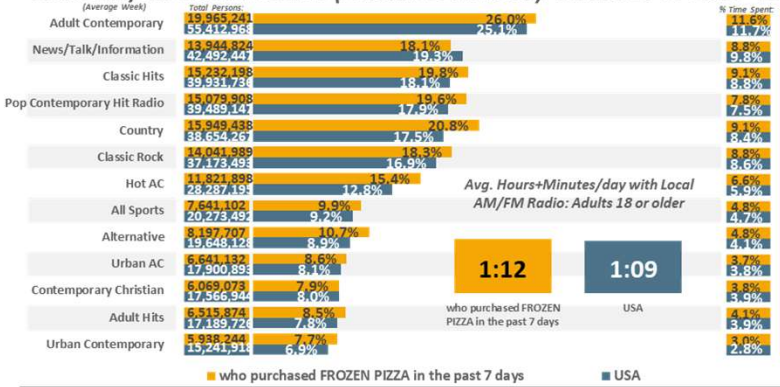
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Food products household used past 7 days (HHLD): Frozen pizza

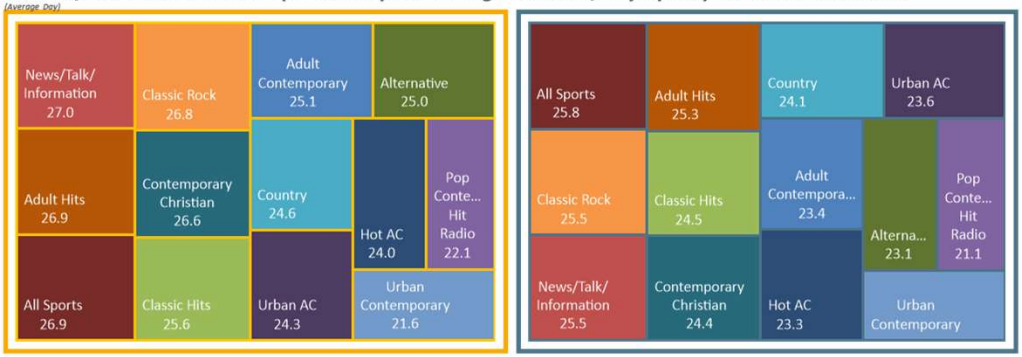


73,633,102 or 82.% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Classic Hits, Pop Contemporary Hit Radio, and Classic Rock.

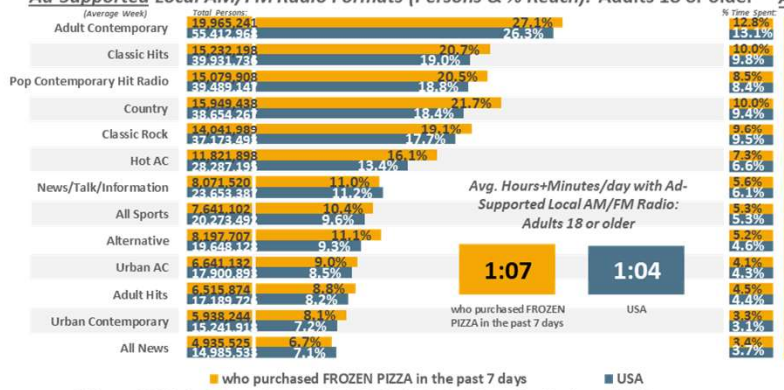
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



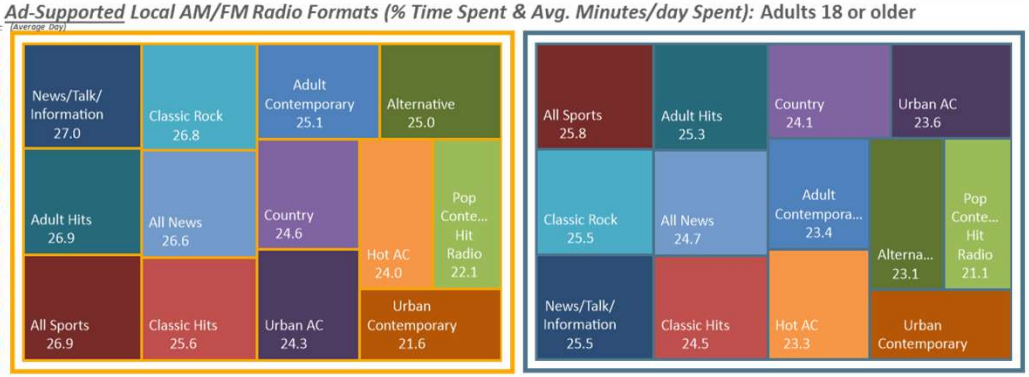
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 7,071

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

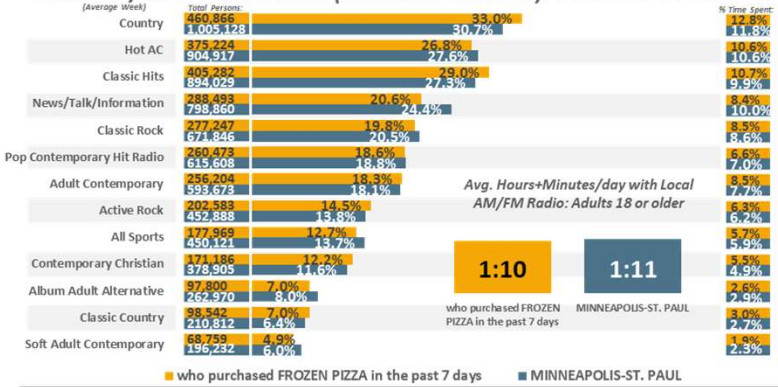
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Food products household used past 7 days (HHLD): Frozen pizza

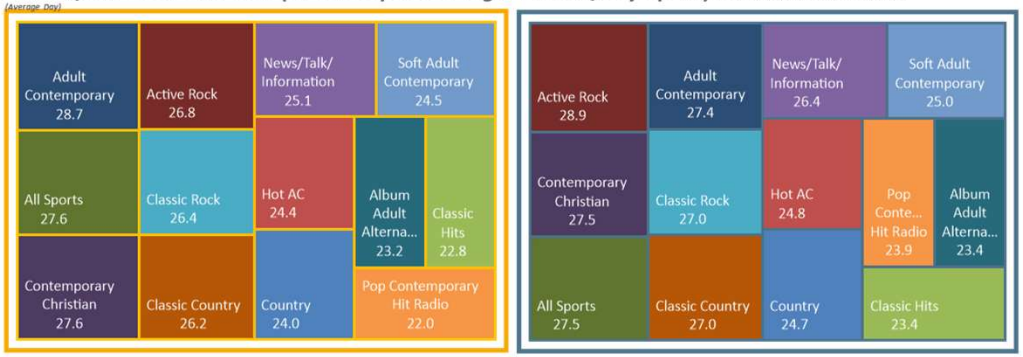


1,337,310 or 80.9% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Classic Hits, Hot AC, Classic Rock, and Pop Contemporary Hit Radio.

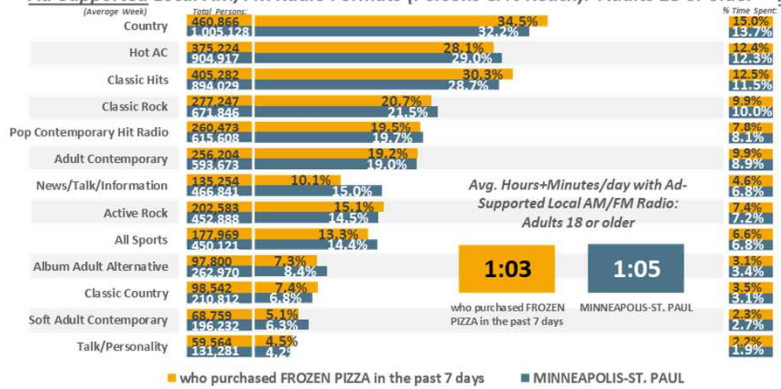
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



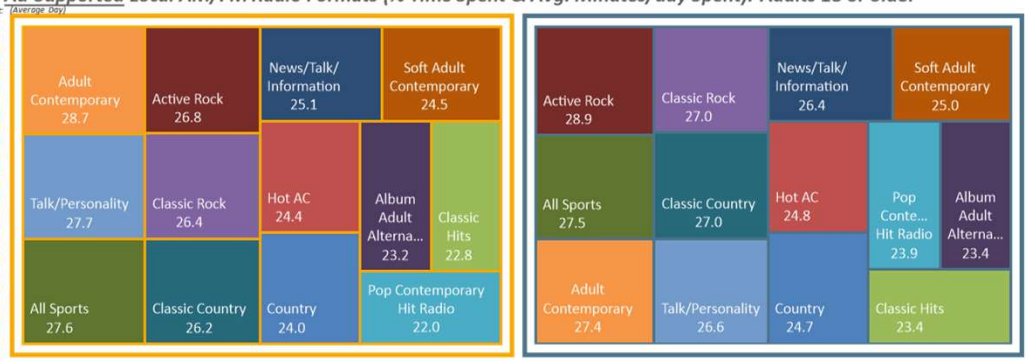
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 784

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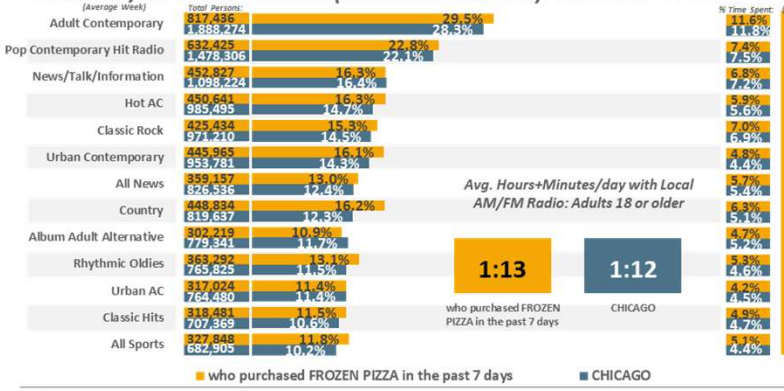
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Food products household used past 7 days (HHLD): Frozen pizza

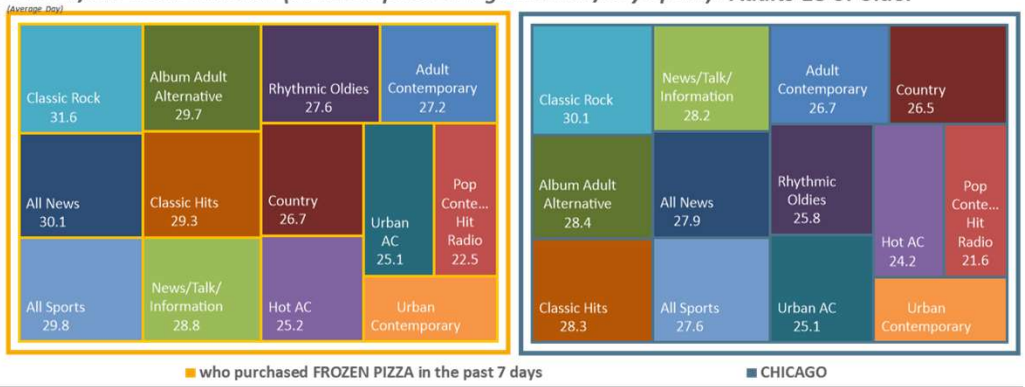


2,631,522 or 86.% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Hot AC, Country, and Urban Contemporary.

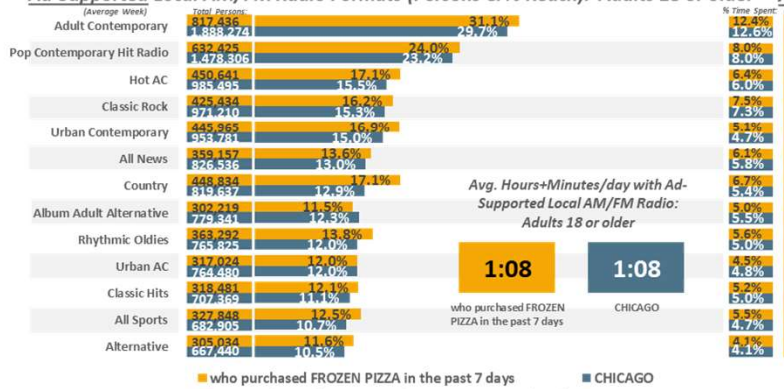
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



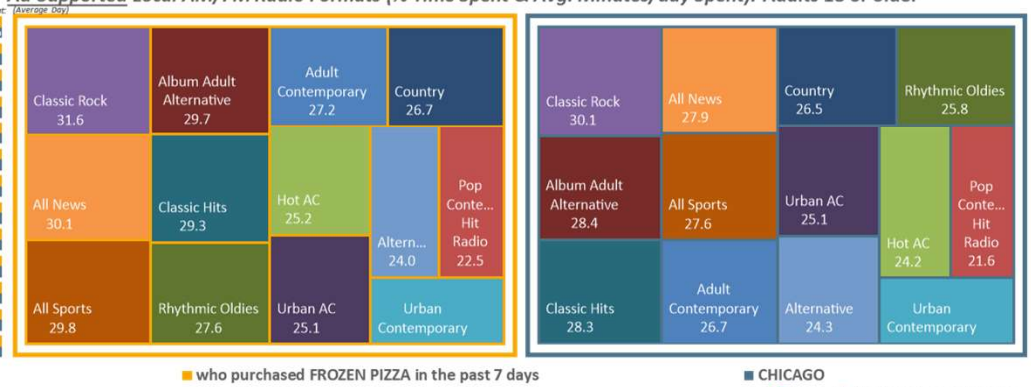
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,311

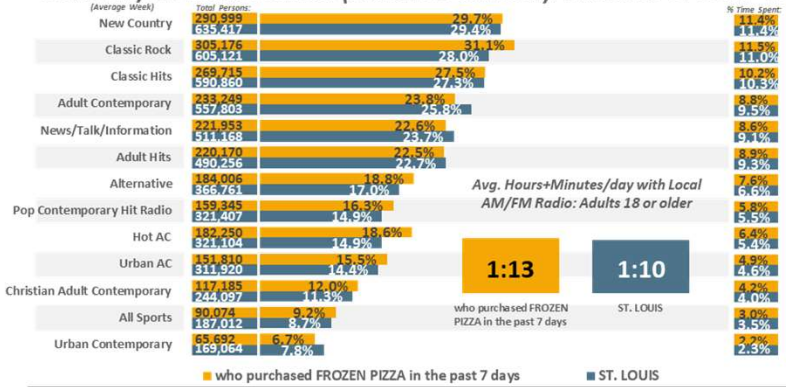
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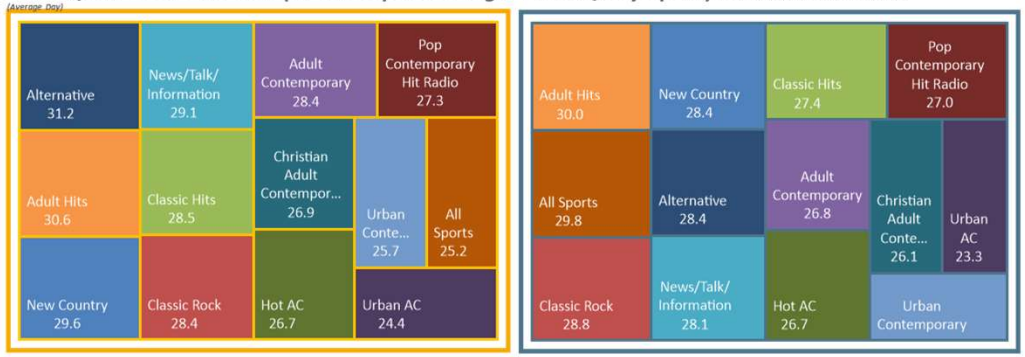
Food products household used past 7 days (HHLD): Frozen pizza

946,580 or 84.1% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, New Country, Classic Hits, Adult Contemporary, and Adult Hits.

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



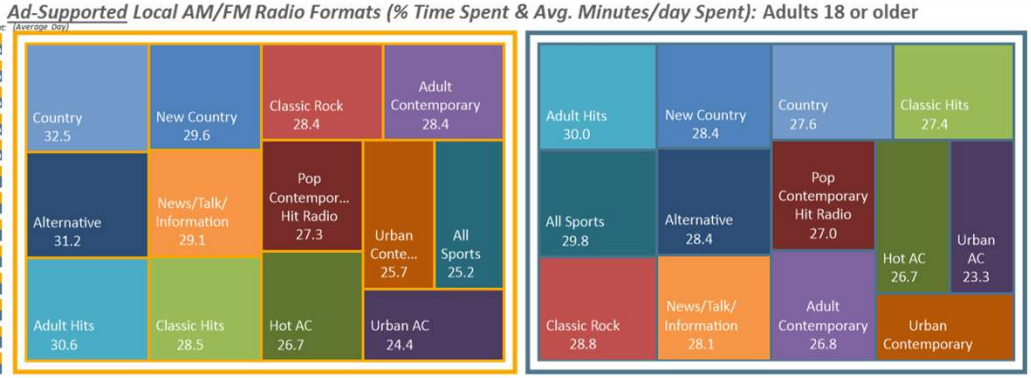
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 773

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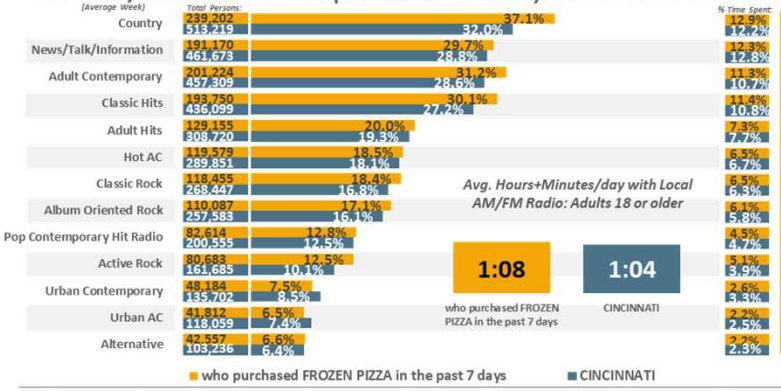
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Food products household used past 7 days (HHLD): Frozen pizza

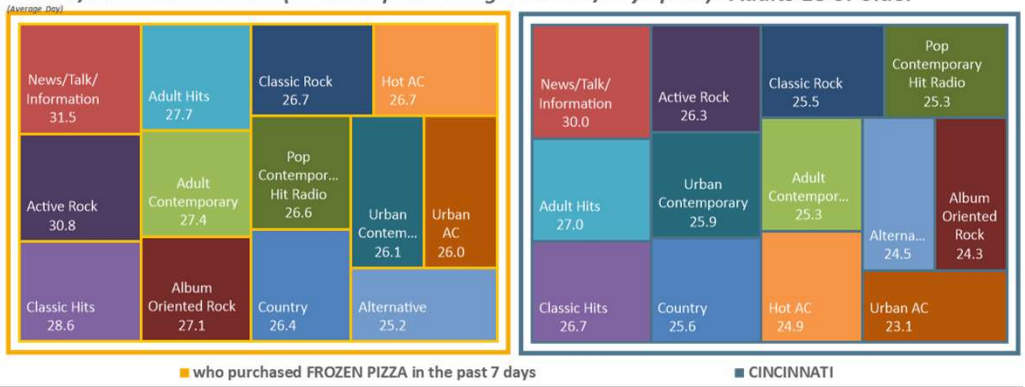


621,730 or 85.3% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, Classic Hits, News/Talk/Information, and Adult Hits.

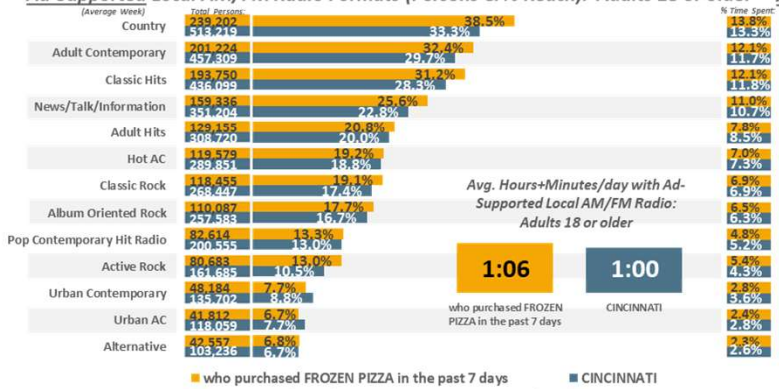
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



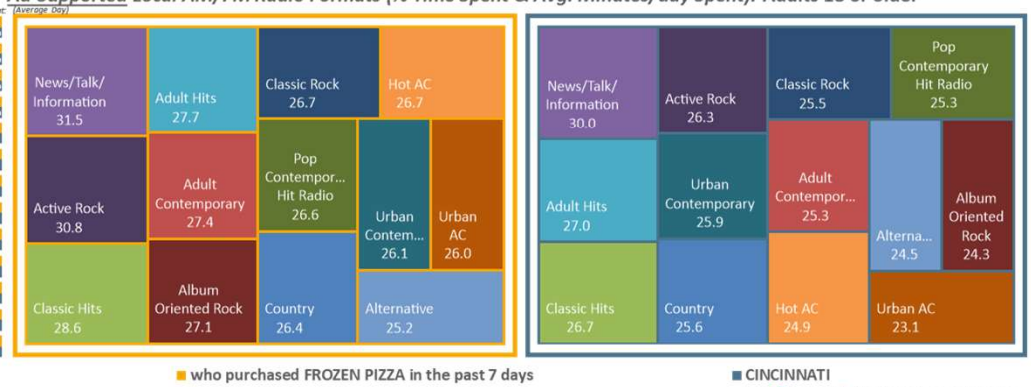
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 660

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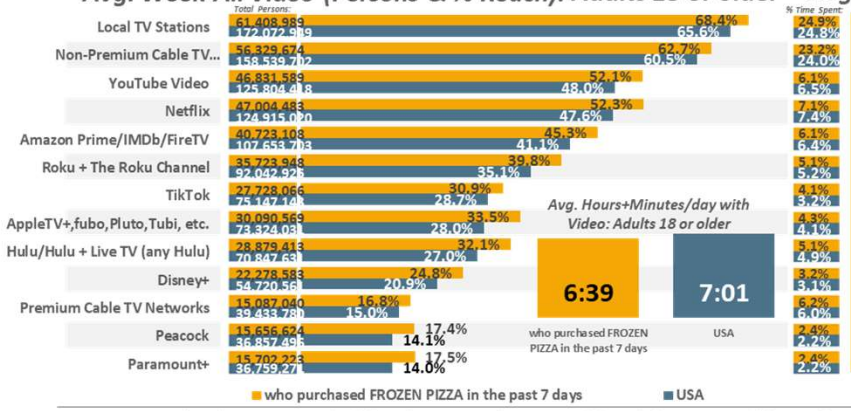
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Food products household used past 7 days (HHLD): Frozen pizza

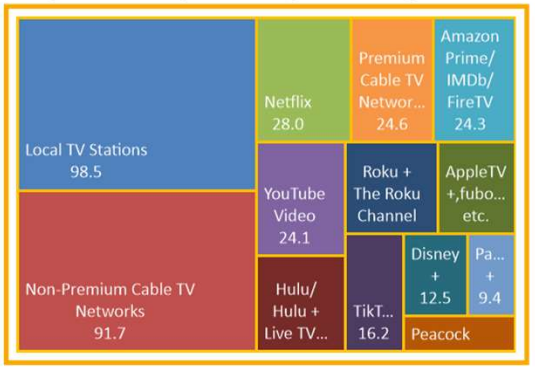


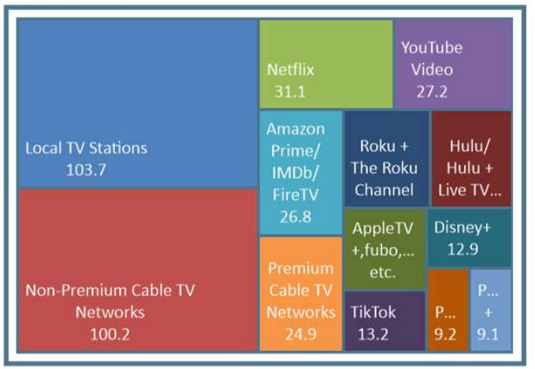
60,482,868 or 67.3% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days watch Ad-Supported Local TV Stations for an average of 94. minutes every day representing 29.% of all time spent daily with Ad-Supported Video.

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



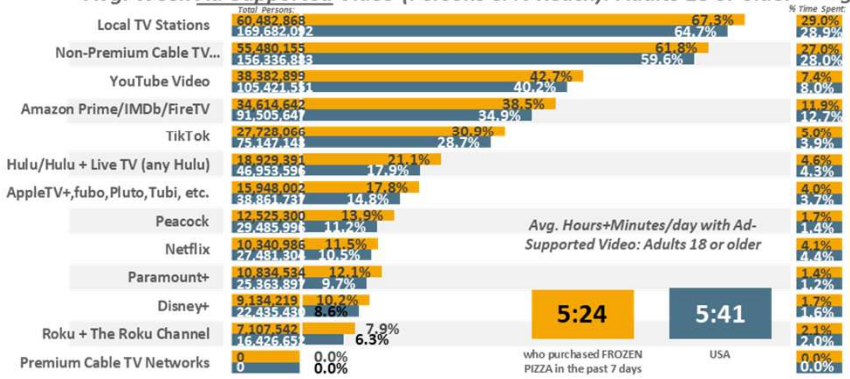
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



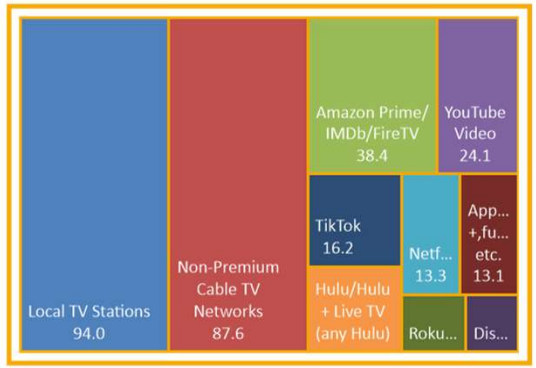


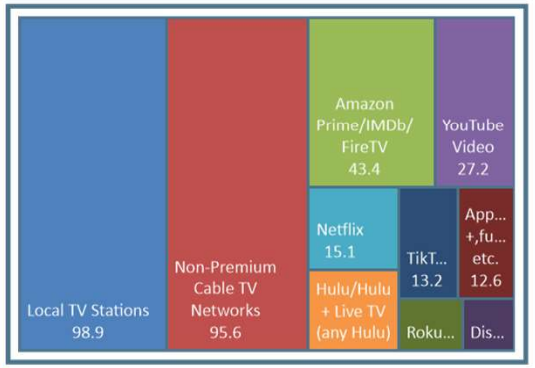
who purchased FROZEN PIZZA in the past 7 days ■ USA

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



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





who purchased FROZEN PIZZA in the past 7 days ■ USA

USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 7,071

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

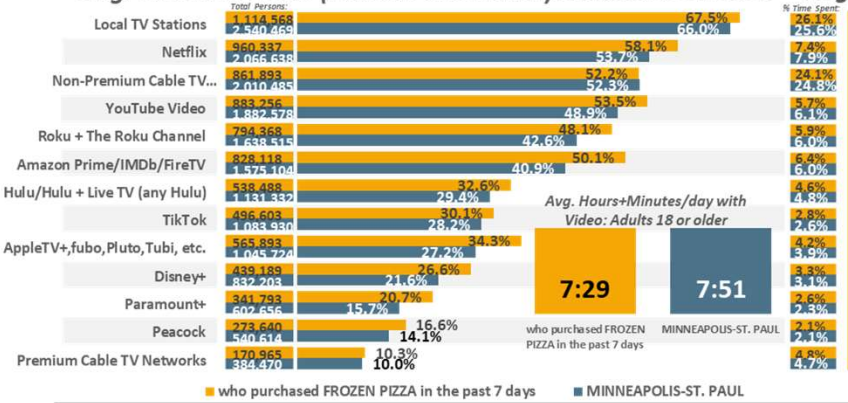
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Food products household used past 7 days (HHLD): Frozen pizza

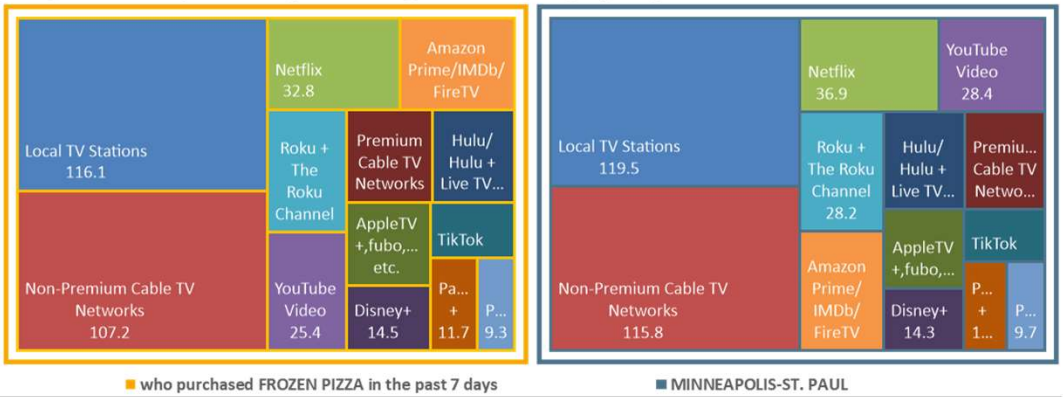


1,101,931 or 66.7% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days watch Ad-Supported Local TV Stations for an average of 110.4 minutes every day representing 31.5% of all time spent daily with Ad-Supported Video.

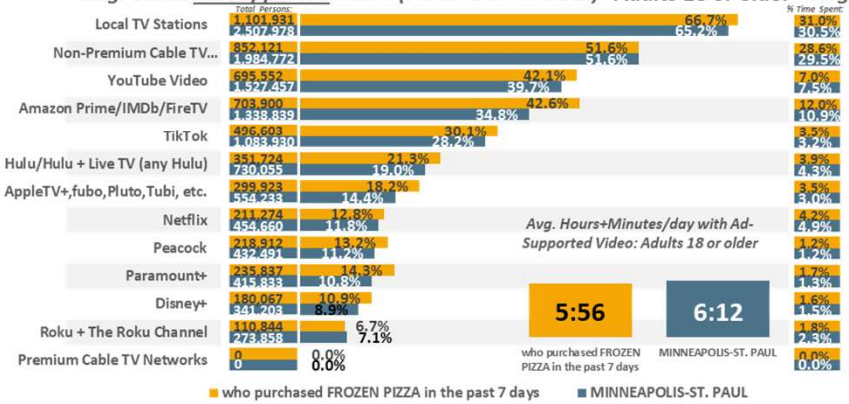
Avg. Week All Video (Persons & % Reach): Adults 18 or older



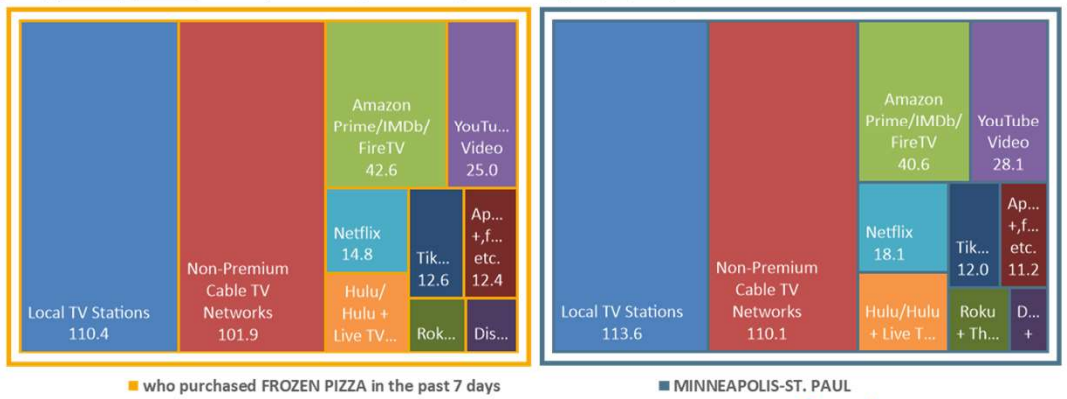
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 784

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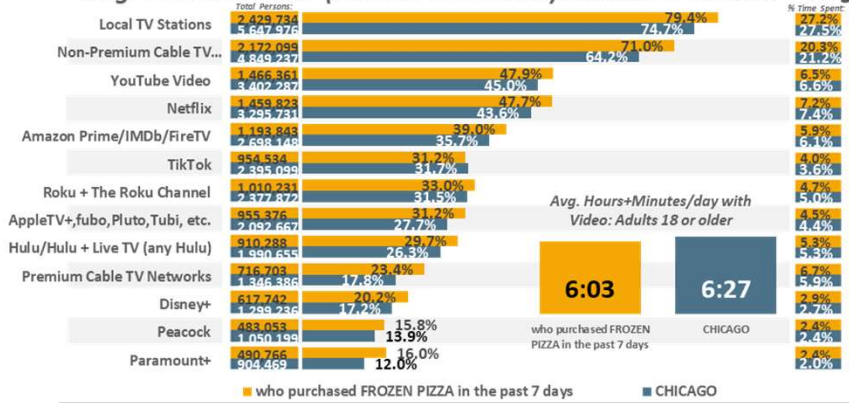
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Food products household used past 7 days (HHLD): Frozen pizza

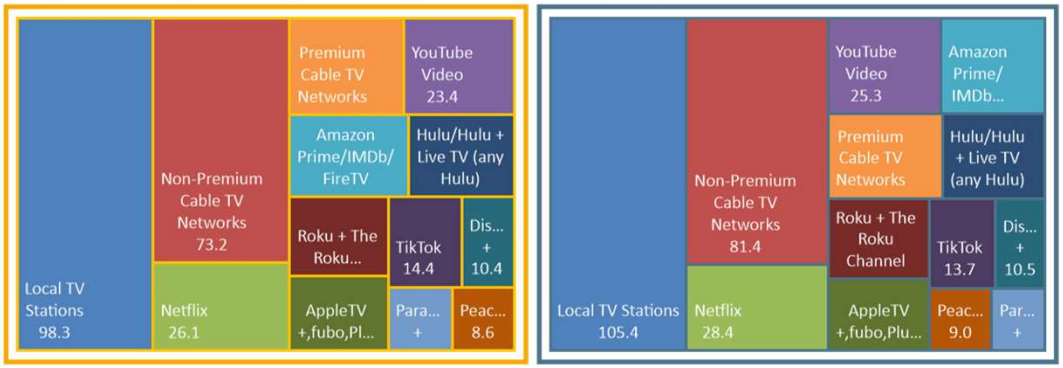


2,399,586 or 78.4% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days watch Ad-Supported Local TV Stations for an average of 93. minutes every day representing 31.7% of all time spent daily with Ad-Supported Video.

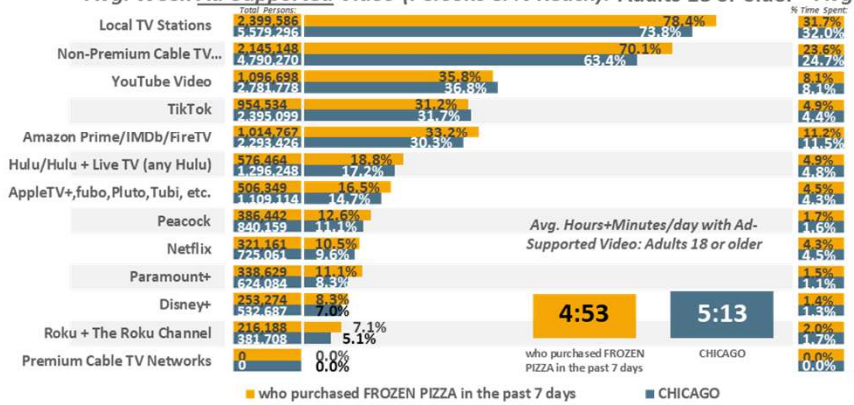
Avg. Week All Video (Persons & % Reach): Adults 18 or older



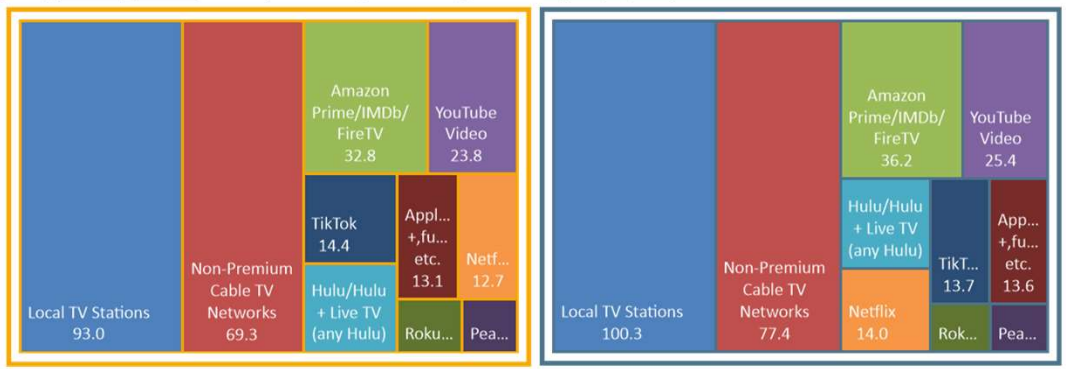
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,311

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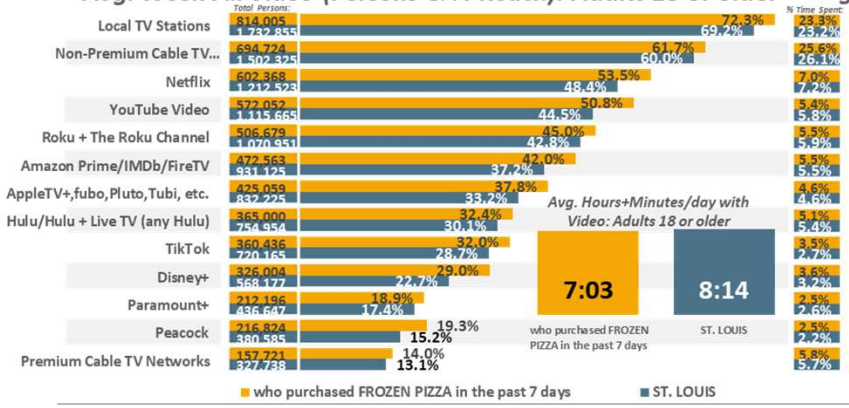
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Food products household used past 7 days (HHLD): Frozen pizza

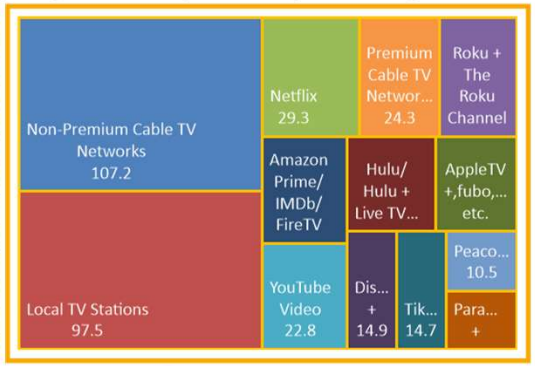


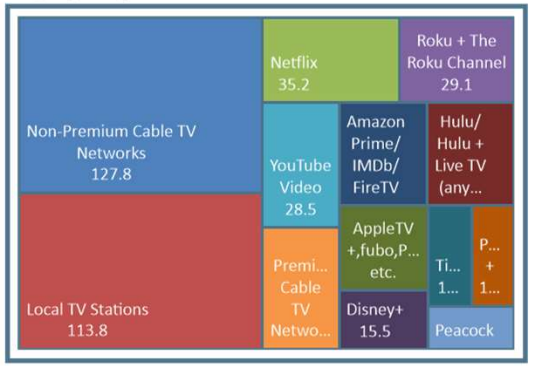
798,463 or 70.9% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days watch Ad-Supported Local TV Stations for an average of 93. minutes every day representing 27.3% of all time spent daily with Ad-Supported Video.

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

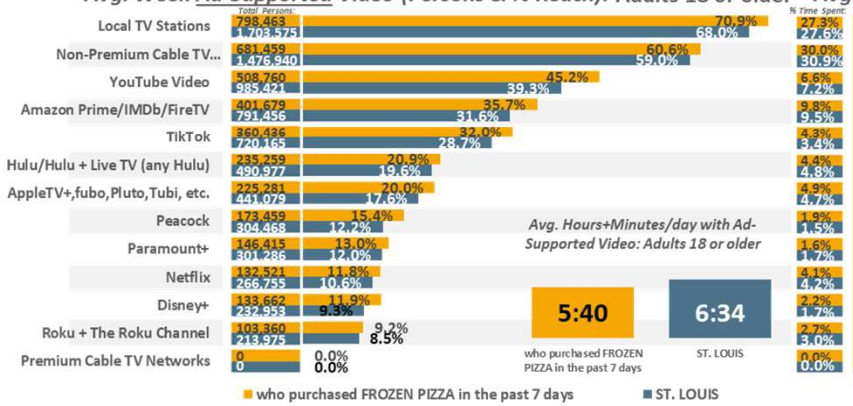


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

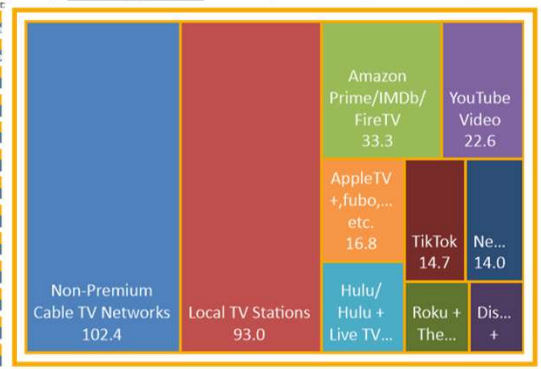


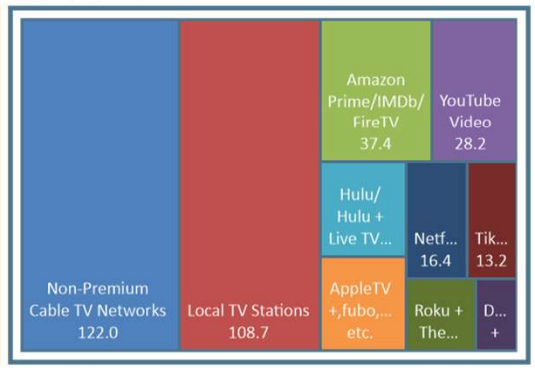


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





who purchased FROZEN PIZZA in the past 7 days ■ ST. LOUIS

ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 773

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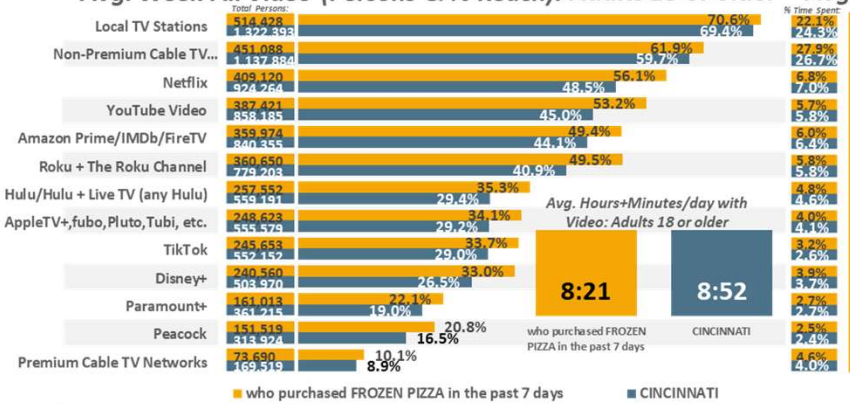
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Food products household used past 7 days (HHLD): Frozen pizza

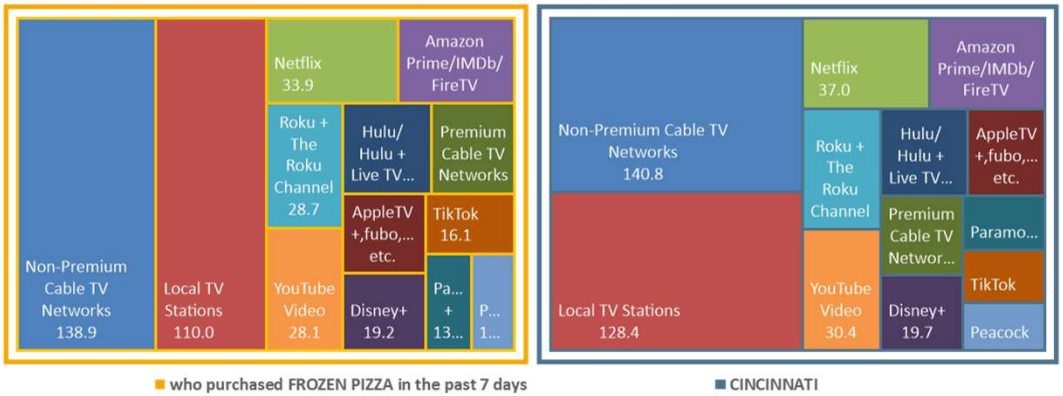


506,557 or 69.5% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days watch Ad-Supported Local TV Stations for an average of 105.7 minutes every day representing 26.4% of all time spent daily with Ad-Supported Video.

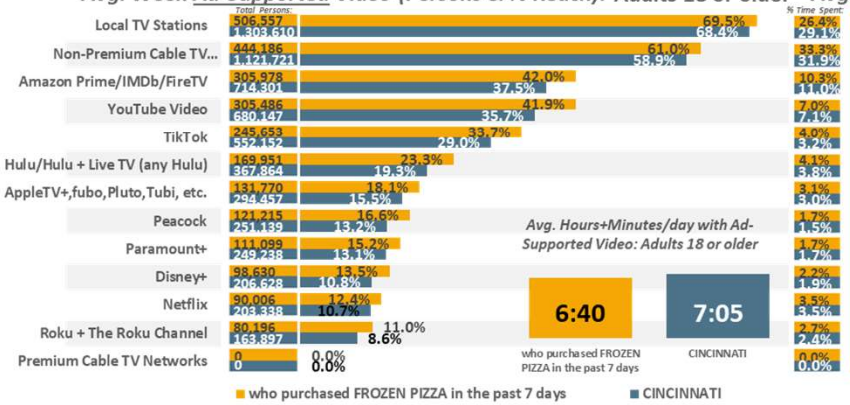
Avg. Week All Video (Persons & % Reach): Adults 18 or older



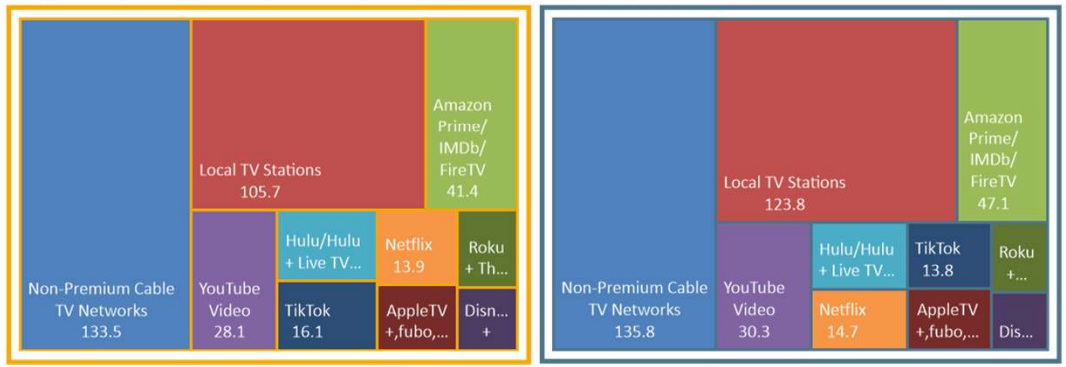
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 660

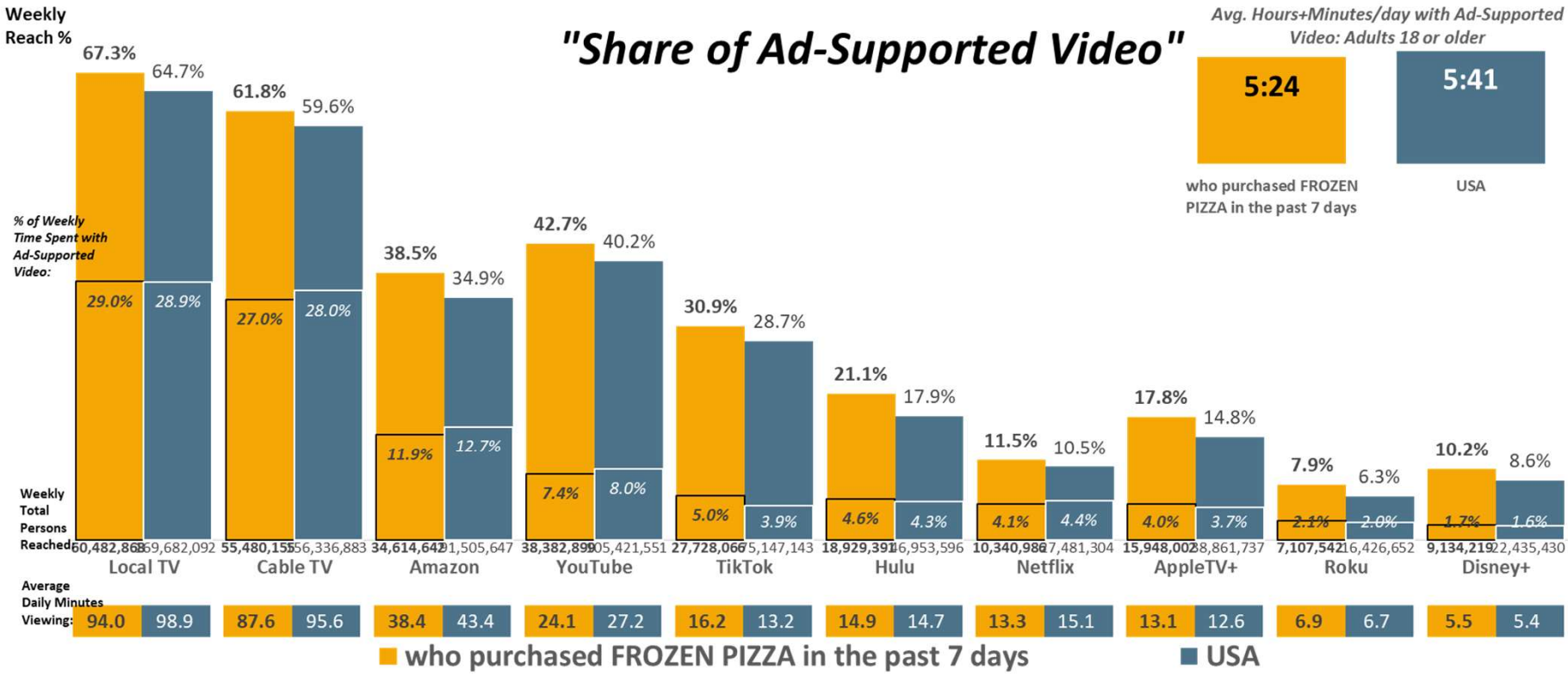
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Food products household used past 7 days (HHLD): Frozen pizza



60,482,868 or 67.3% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days watch Ad-Supported Local TV Stations for an average of 94. minutes every day representing 29.% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 7,071

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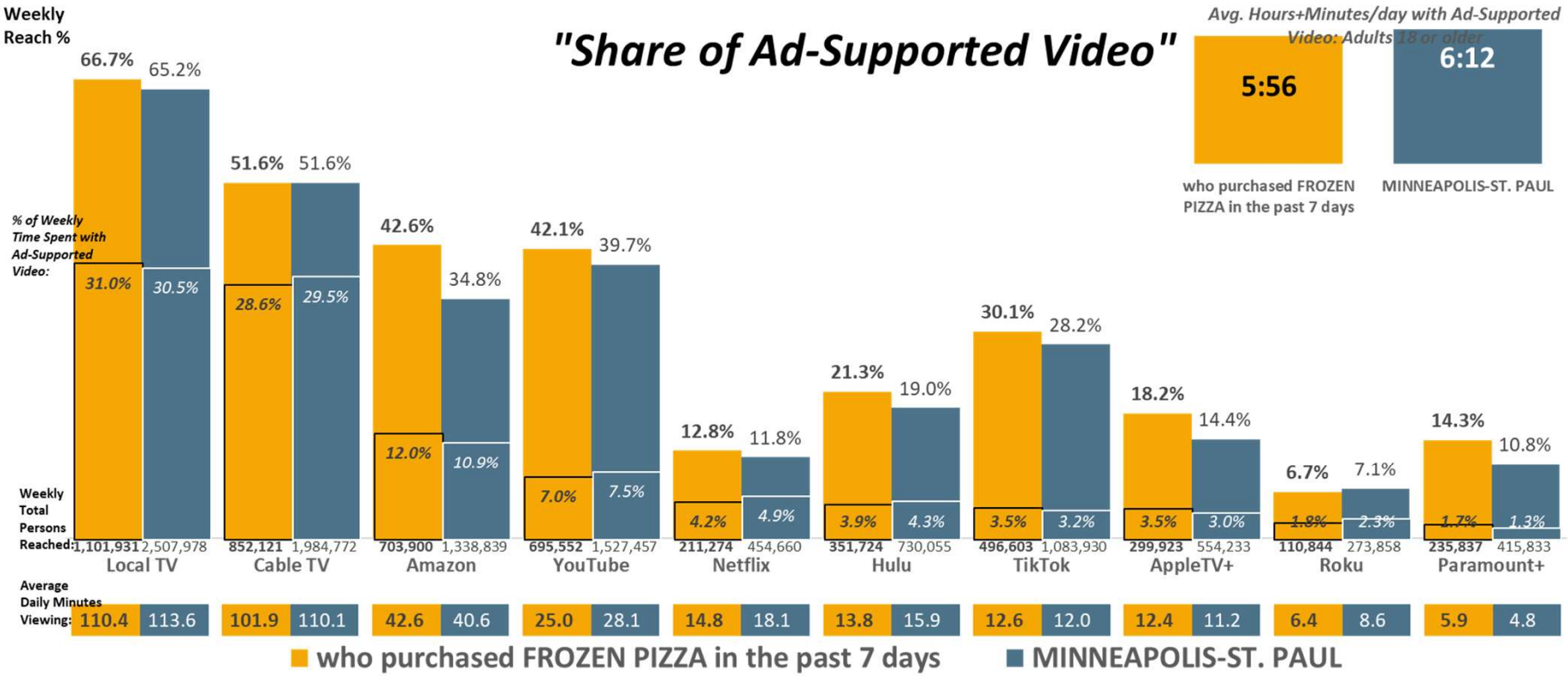
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

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Food products household used past 7 days (HHLD): Frozen pizza



1,101,931 or 66.7% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days watch Ad-Supported Local TV Stations for an average of 110.4 minutes every day representing 31.% of all time spent daily with Ad-Supported Video.



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 784 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,873

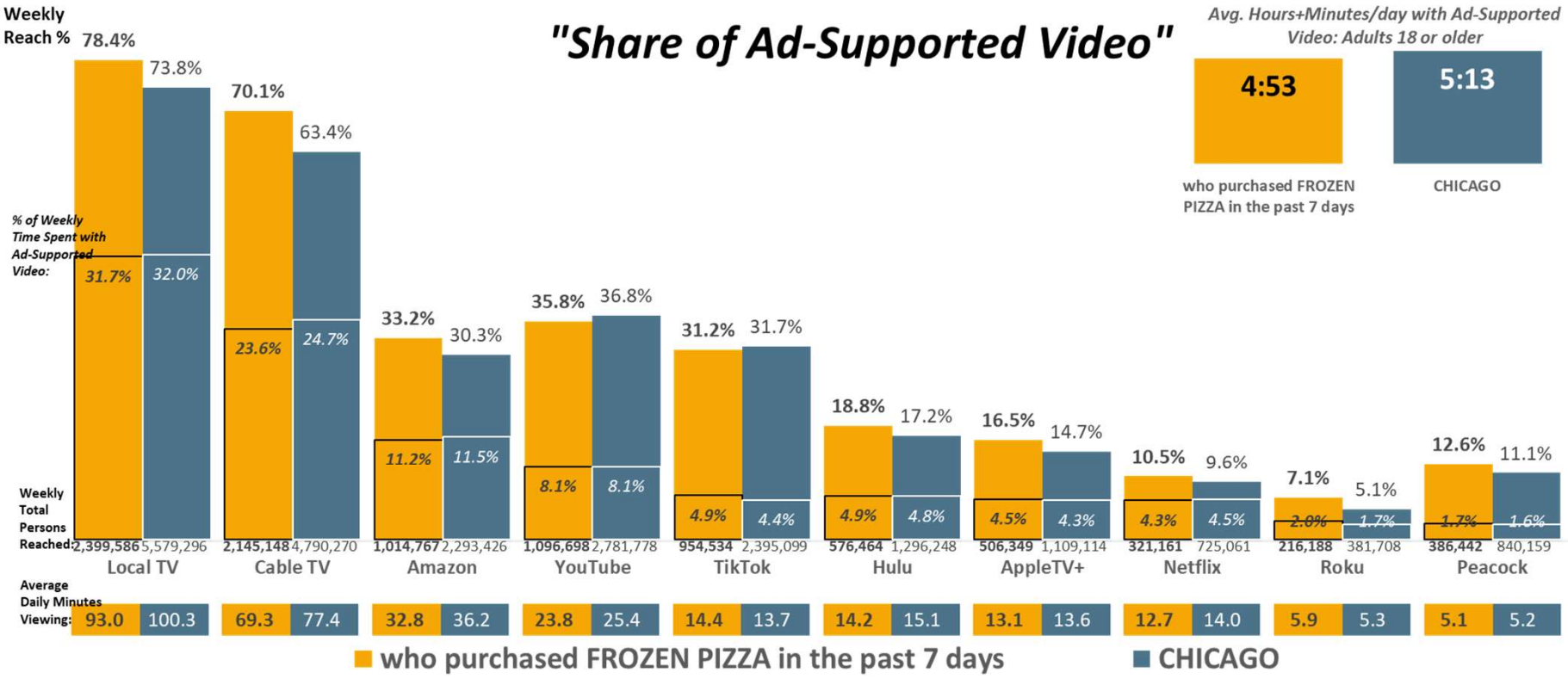
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Food products household used past 7 days (HHLD): Frozen pizza



2,399,586 or 78.4% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days watch Ad-Supported Local TV Stations for an average of 93. minutes every day representing 31.7% of all time spent daily with Ad-Supported Video.



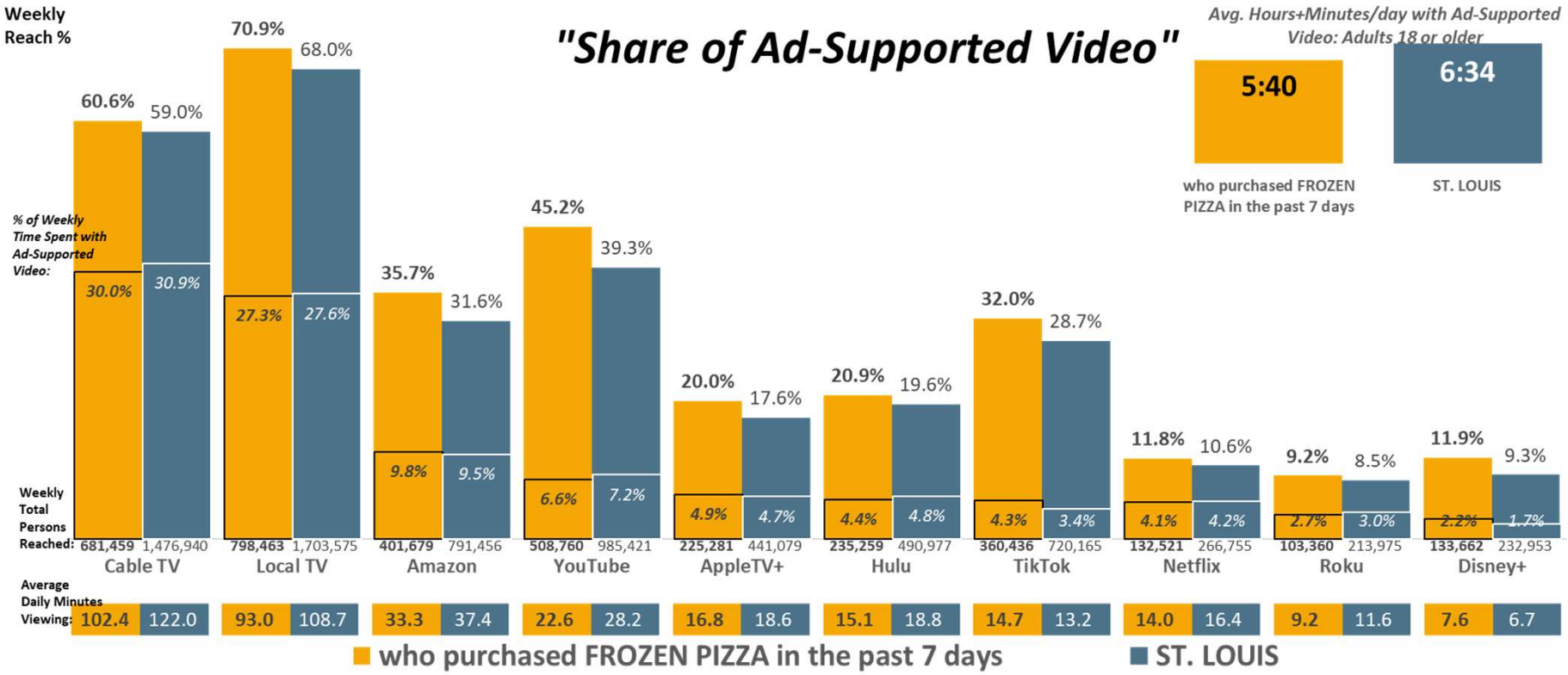
CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,311 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

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Food products household used past 7 days (HHLD): Frozen pizza

798,463 or 70.9% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days watch Ad-Supported Local TV Stations for an average of 93. minutes every day representing 27.3% of all time spent daily with Ad-Supported Video.



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 773 ST. LOUIS DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,952

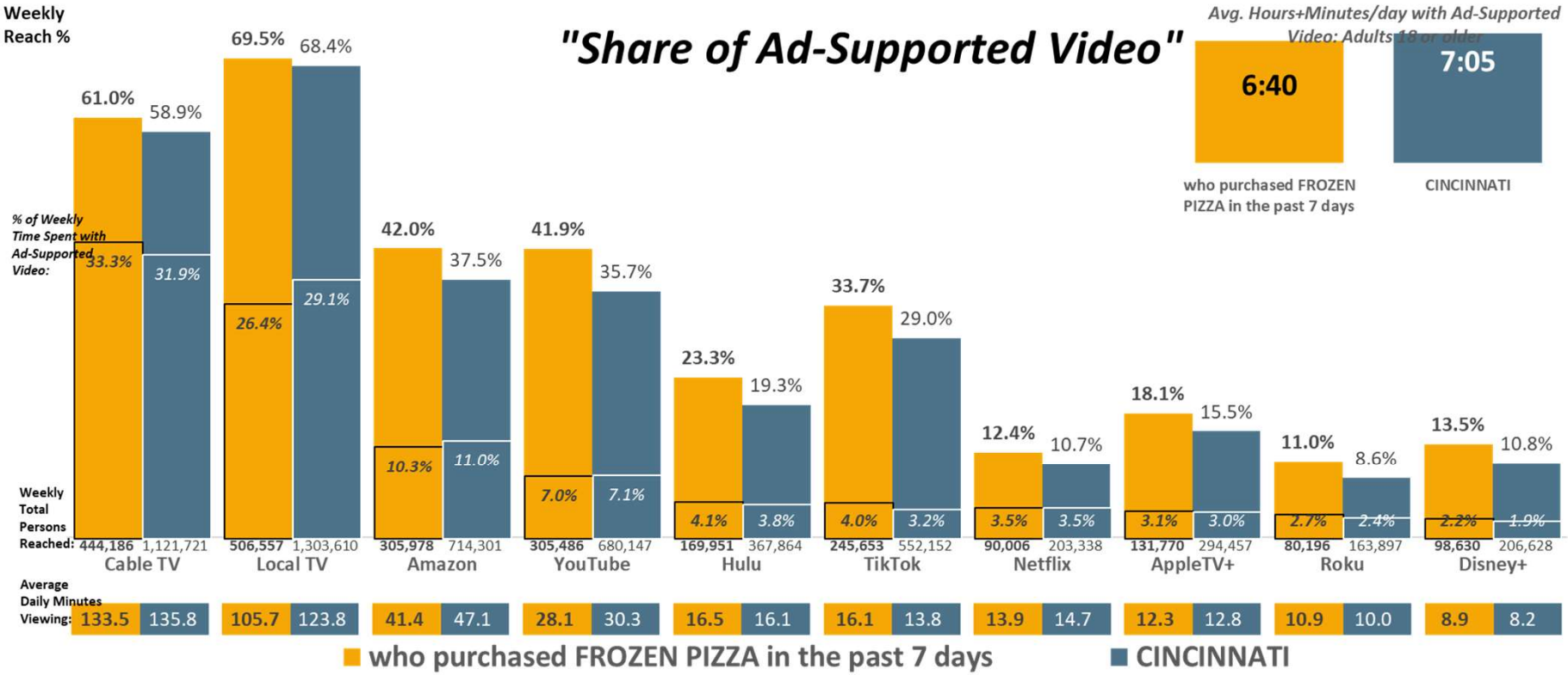
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Food products household used past 7 days (HHLD): Frozen pizza



506,557 or 69.5% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days watch Ad-Supported Local TV Stations for an average of 105.7 minutes every day representing 26.4% of all time spent daily with Ad-Supported Video.



CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 660 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,928

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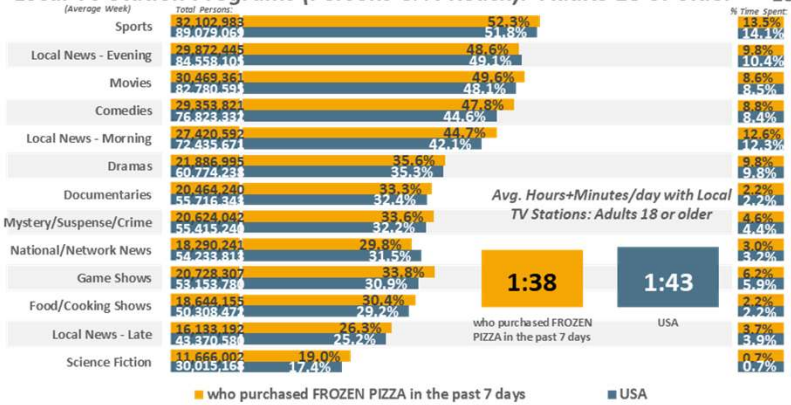
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Food products household used past 7 days (HHLD): Frozen pizza

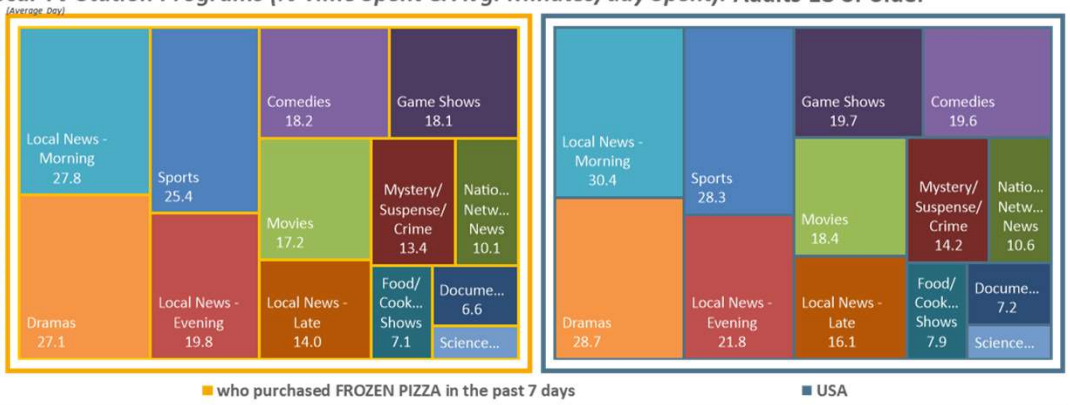


60,482,868 or 67.3% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Local News - Evening, Comedies, Local News - Morning, and Dramas.

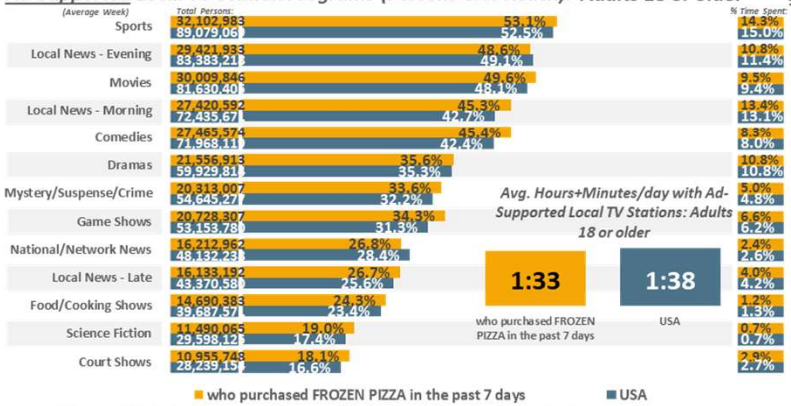
Local TV Station Programs (Persons & % Reach): Adults 18 or older



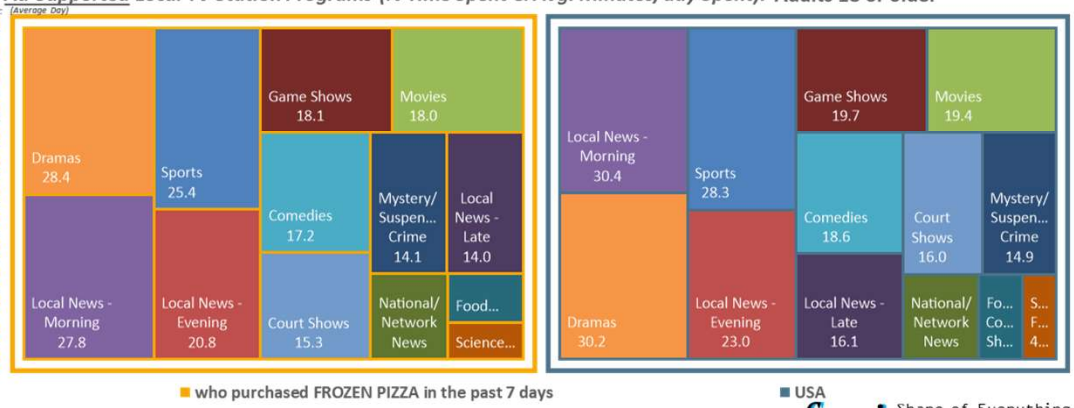
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2024: Jan23-Apr24 Qual Intab 7,071

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

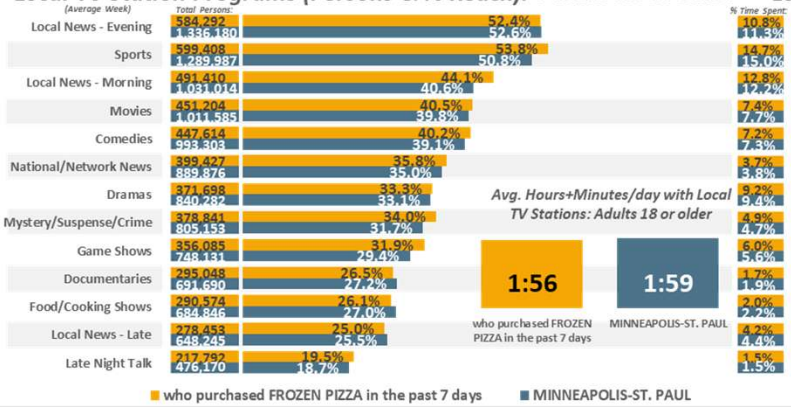
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Food products household used past 7 days (HHLD): Frozen pizza

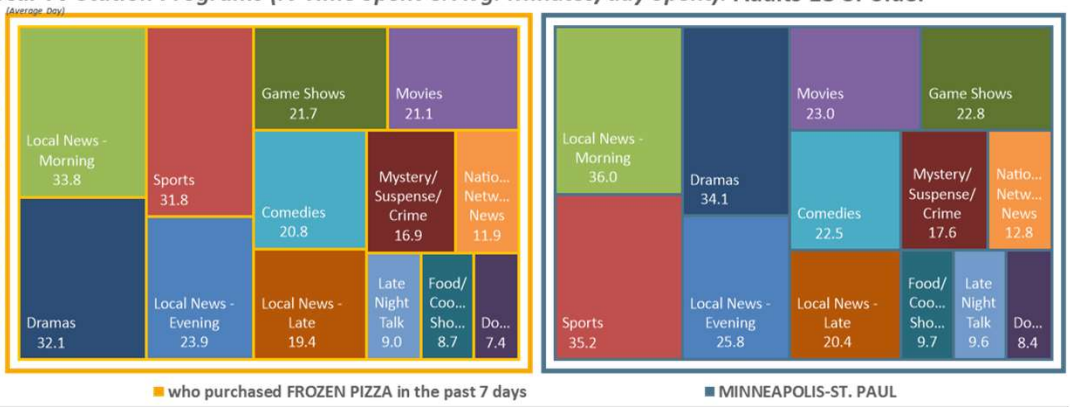


1,101,931 or 66.7% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Movies, Comedies, and Mystery/Suspense/Crime.

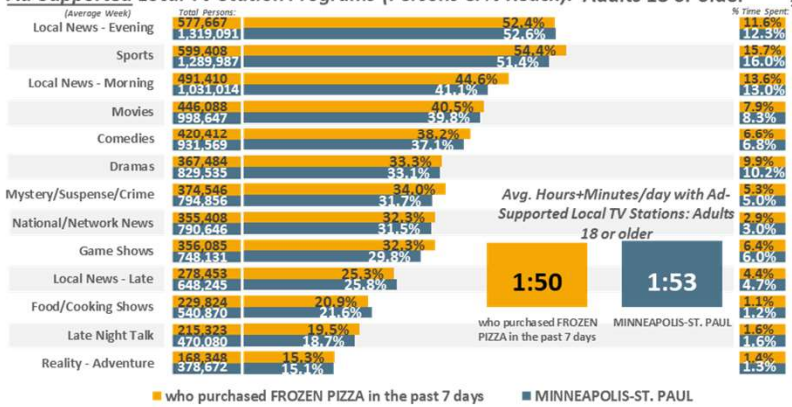
Local TV Station Programs (Persons & % Reach): Adults 18 or older



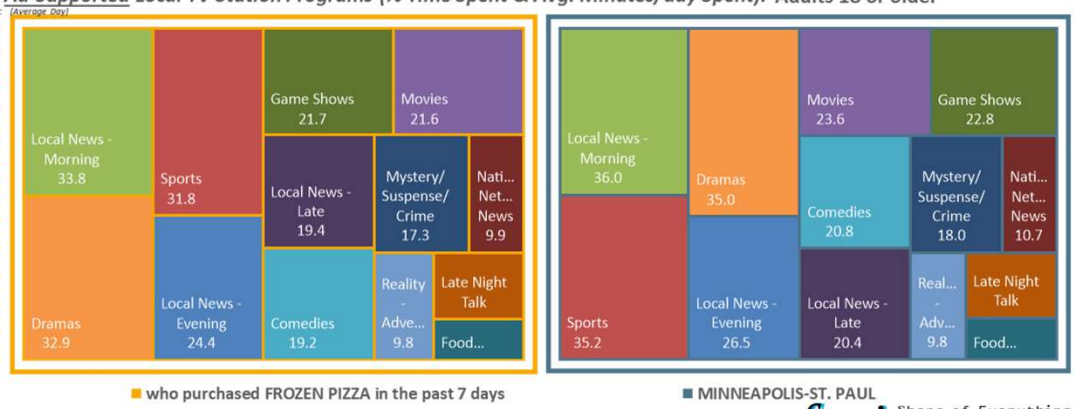
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 784

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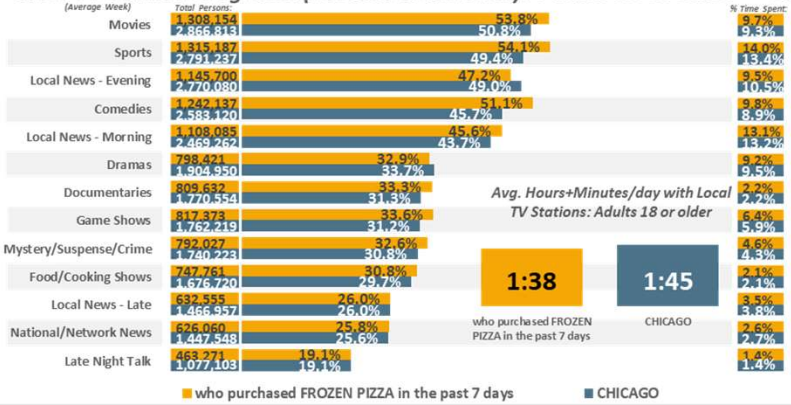
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Food products household used past 7 days (HHLD): Frozen pizza

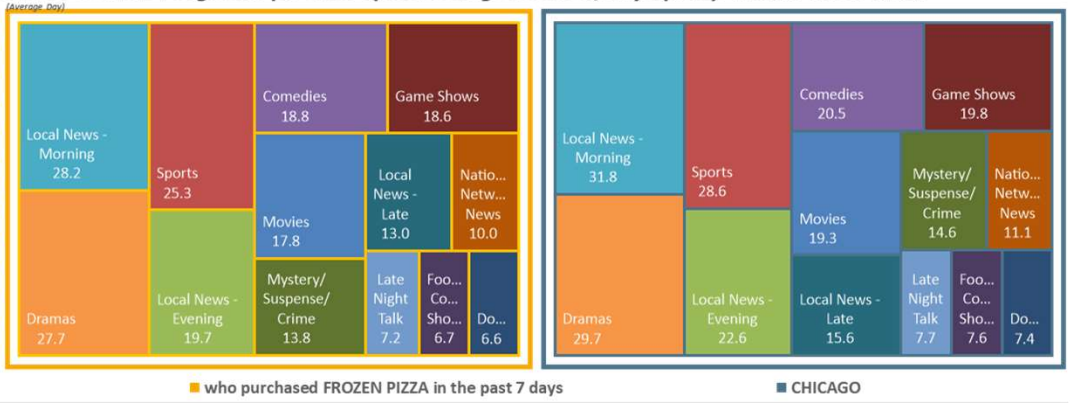


2,399,586 or 78.4% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Comedies, Local News - Evening, Local News - Morning, and Game Shows.

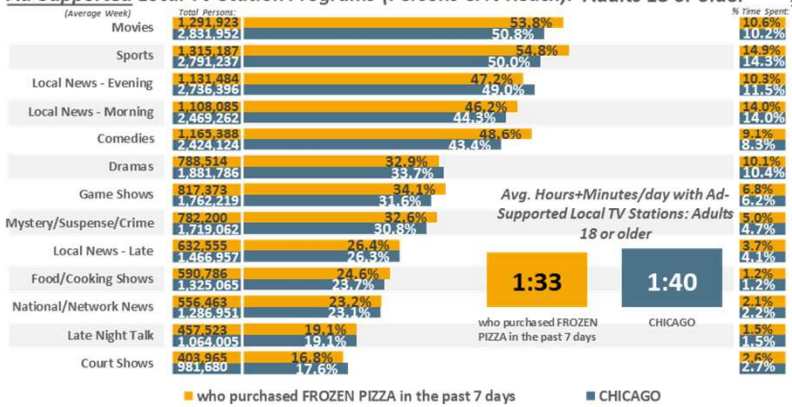
Local TV Station Programs (Persons & % Reach): Adults 18 or older



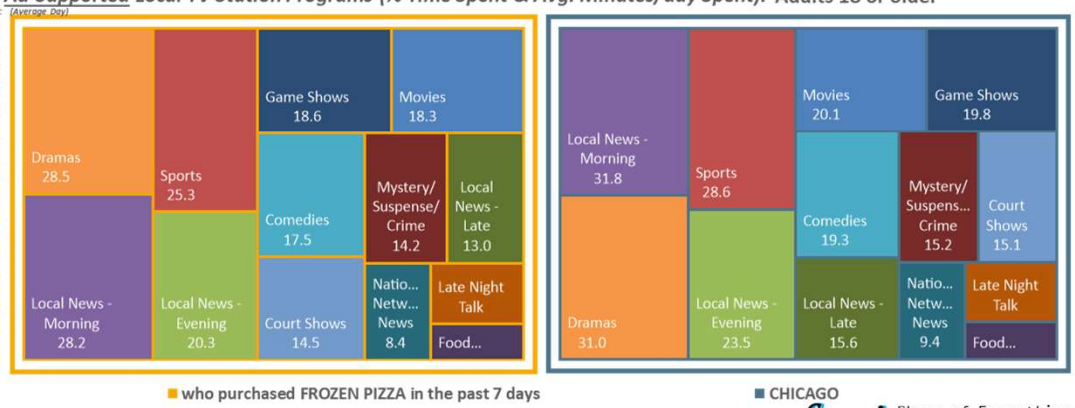
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,311

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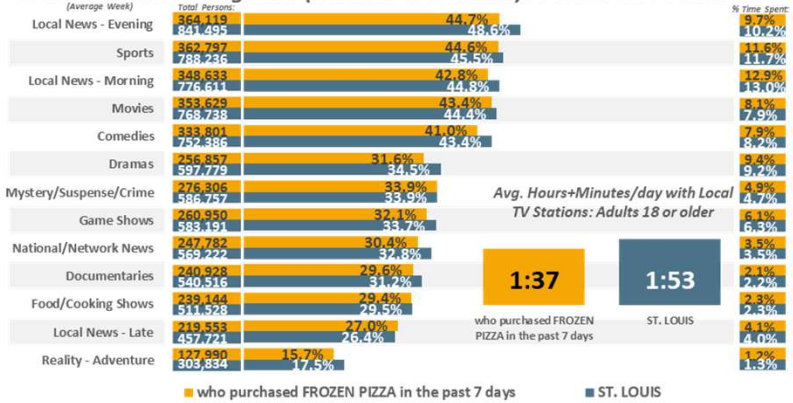
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Food products household used past 7 days (HHLD): Frozen pizza

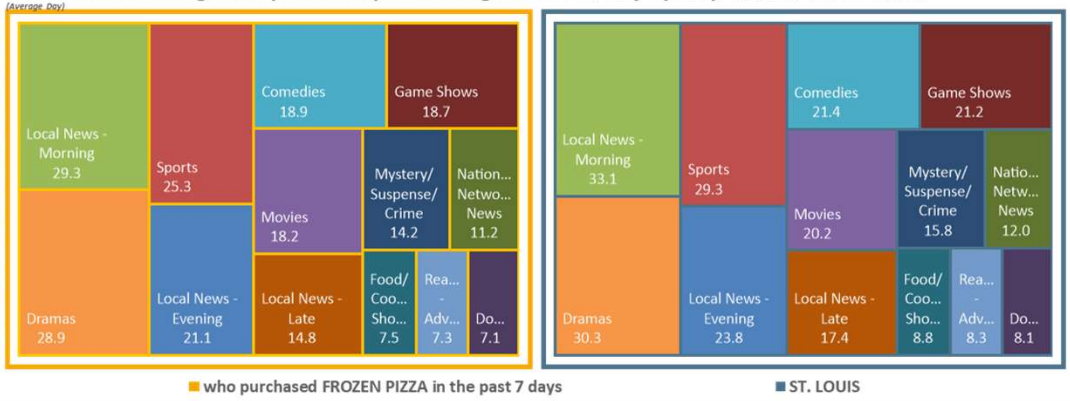


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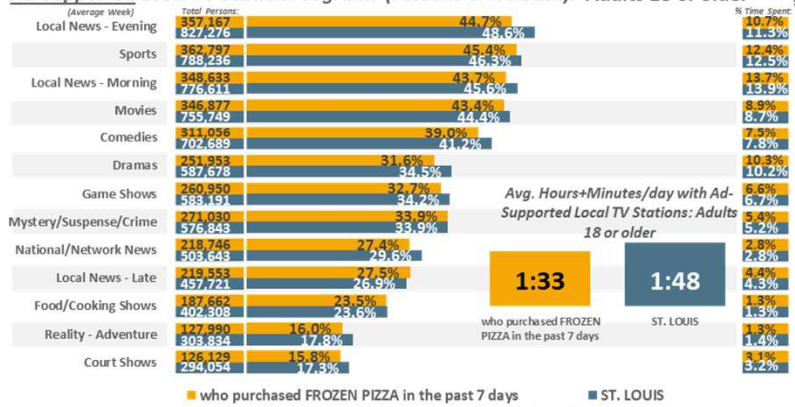
Local TV Station Programs (Persons & % Reach): Adults 18 or older



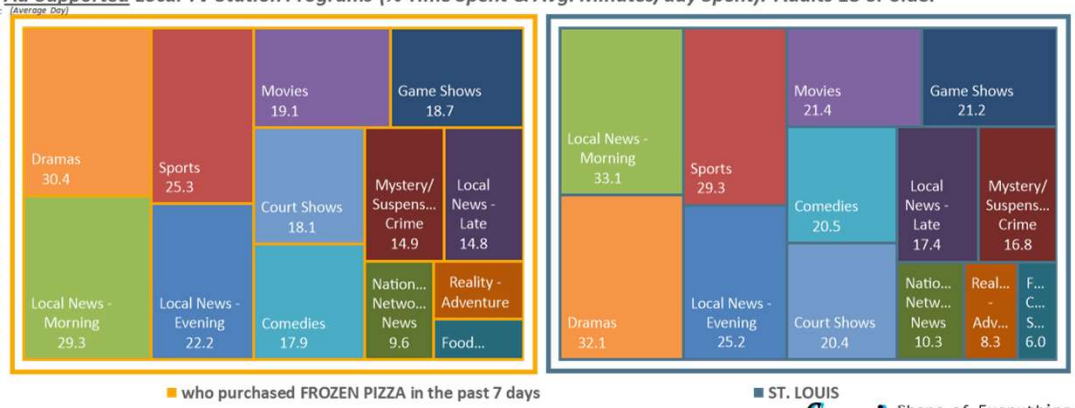
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 773

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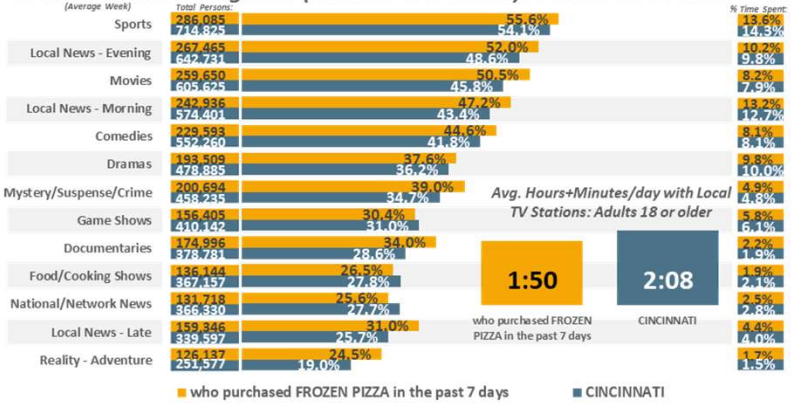
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Food products household used past 7 days (HHLD): Frozen pizza

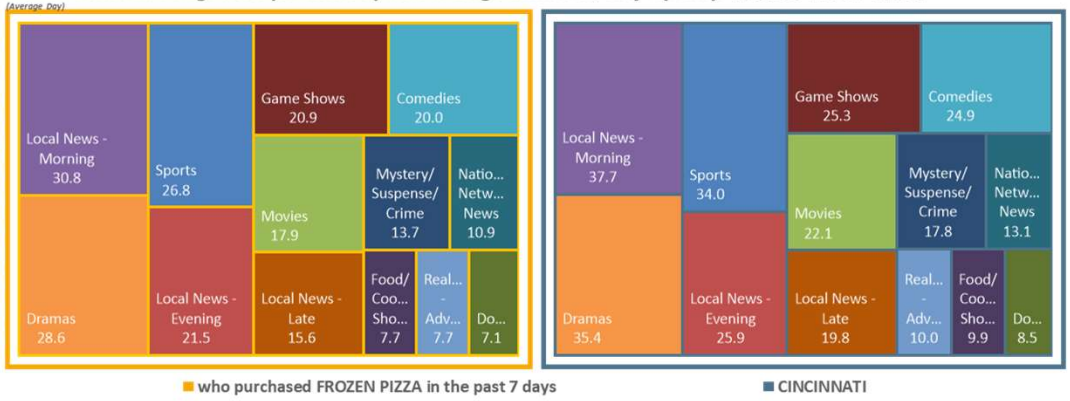


506,557 or 69.5% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Local News - Morning, Comedies, and Mystery/Suspense/Crime.

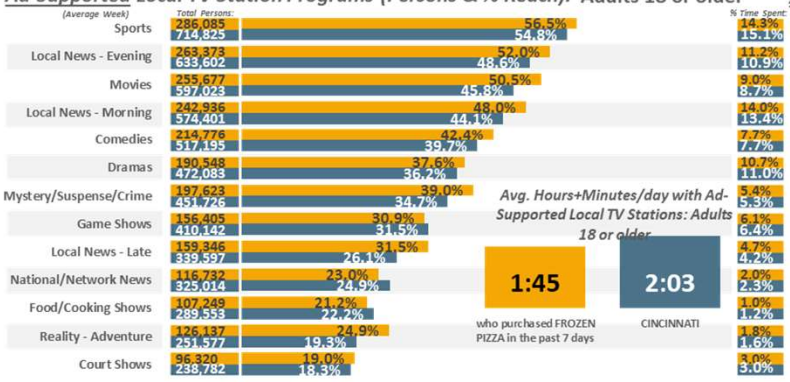
Local TV Station Programs (Persons & % Reach): Adults 18 or older



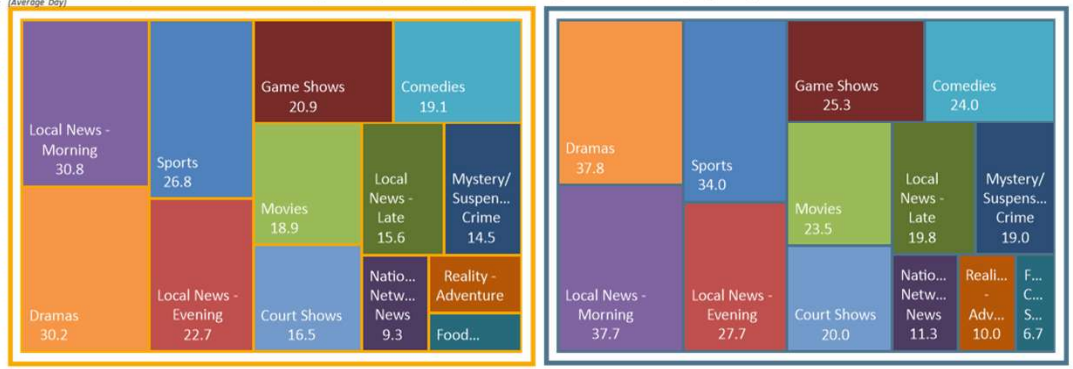
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 660

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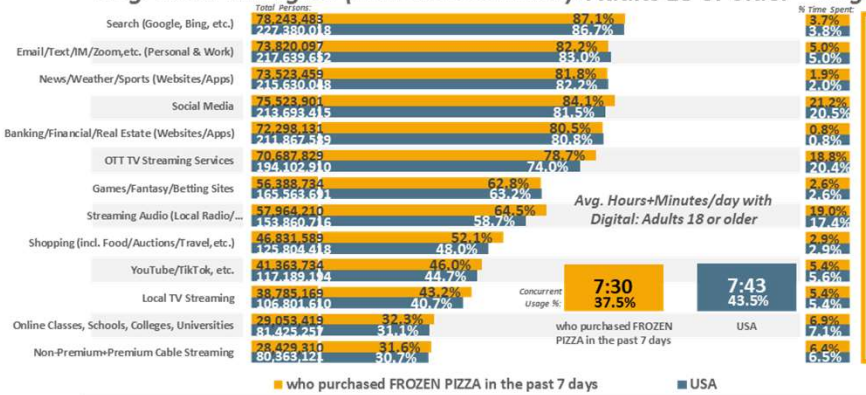
soefa.ai Share of Everything for Anything ©

Food products household used past 7 days (HHLD): Frozen pizza

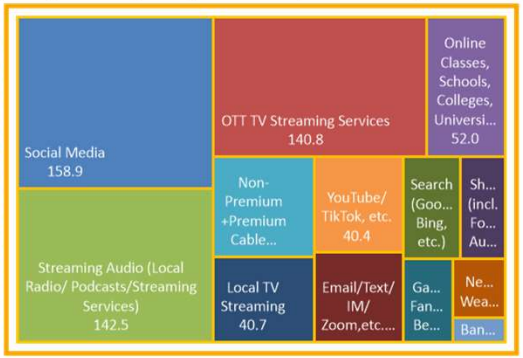


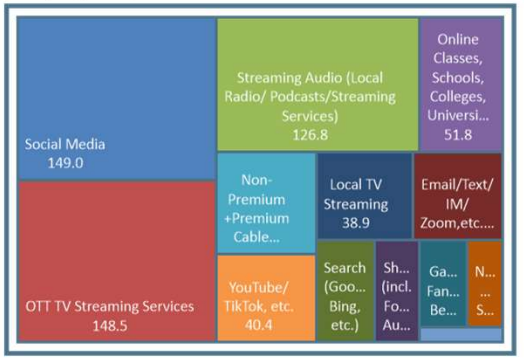
68,149,194 or 75.9% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days use Ad-Supported Social Media for an average of 143.4 minutes every day representing 25.4% of all time spent daily with Ad-Supported Digital Media.

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

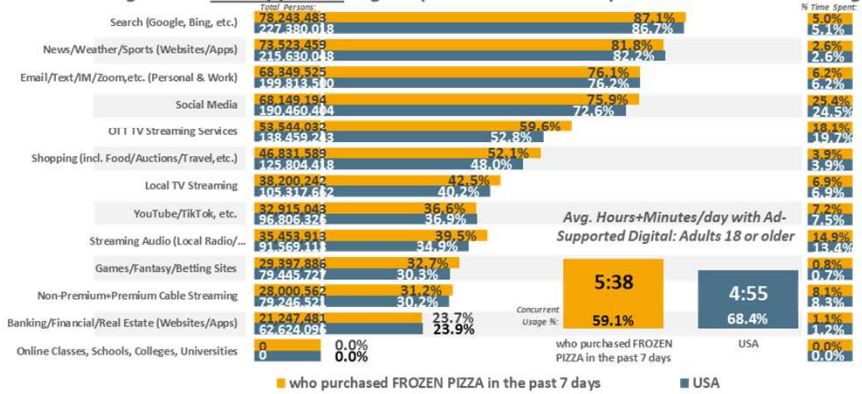


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

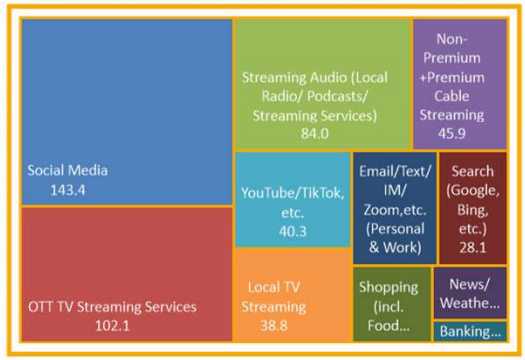


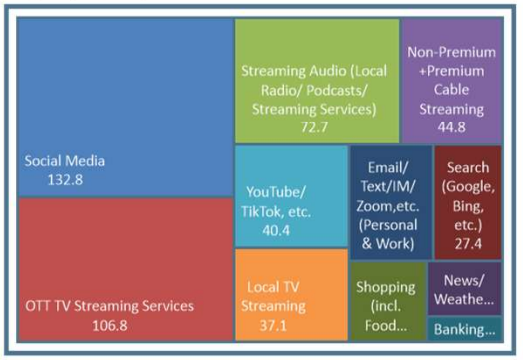


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 7,071

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

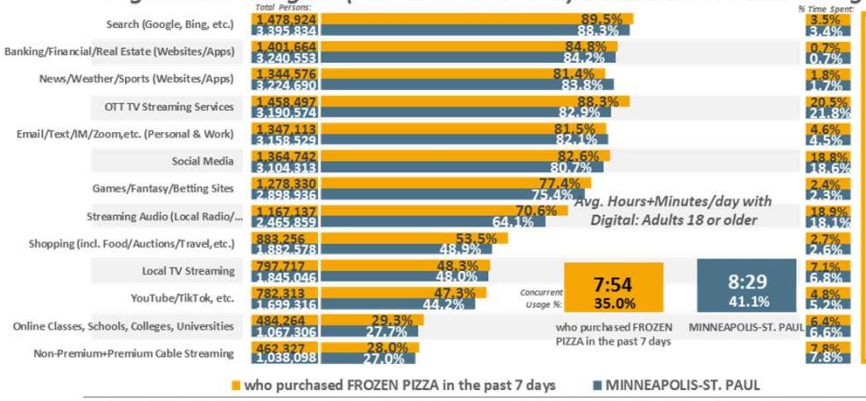
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Food products household used past 7 days (HHLD): Frozen pizza

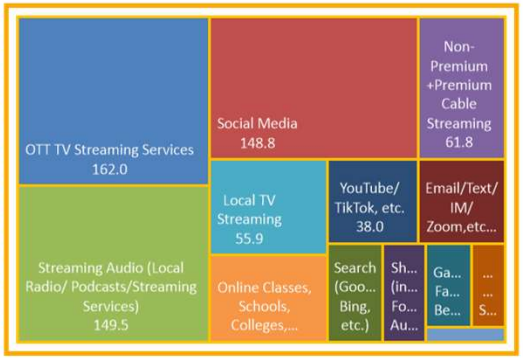


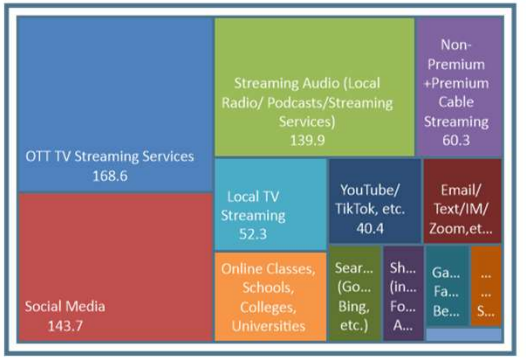
1,190,150 or 72.% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days use Ad-Supported Social Media for an average of 129.7 minutes every day representing 22.5% of all time spent daily with Ad-Supported Digital Media.

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

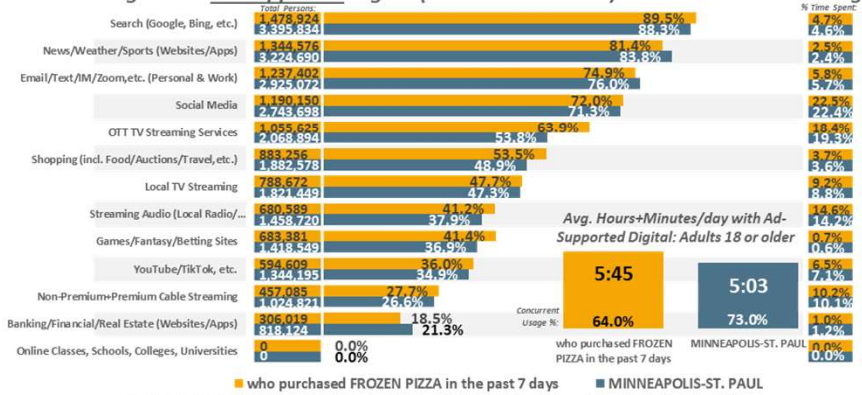


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

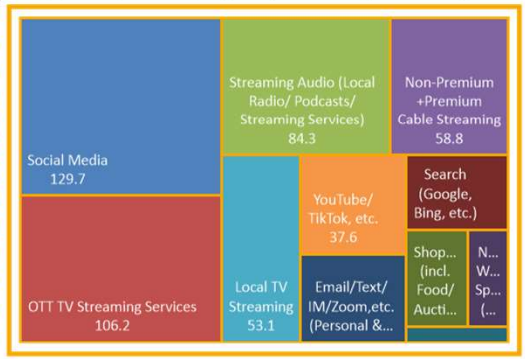


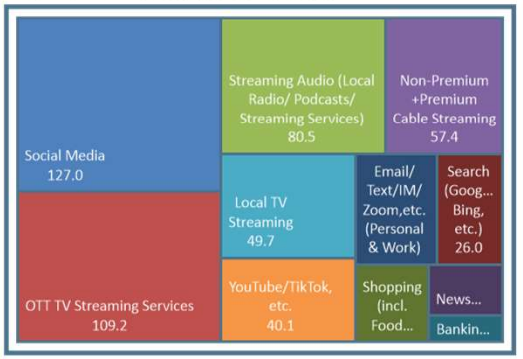


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 784

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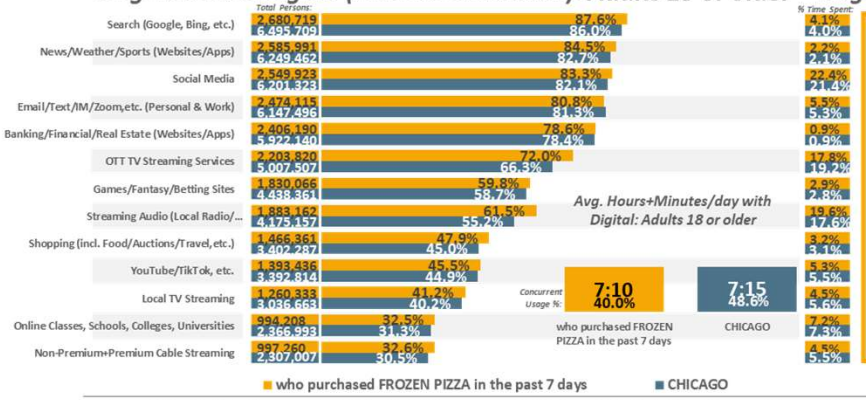
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Food products household used past 7 days (HHLD): Frozen pizza

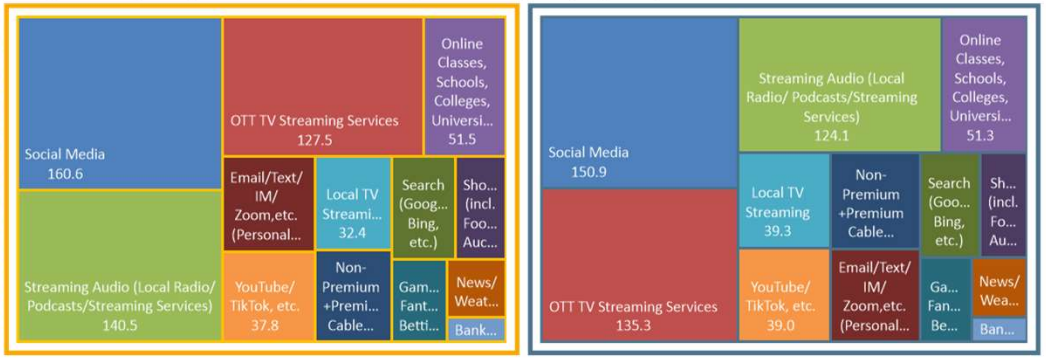


2,338,931 or 76.4% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days use Ad-Supported Social Media for an average of 147.3 minutes every day representing 27.2% of all time spent daily with Ad-Supported Digital Media.

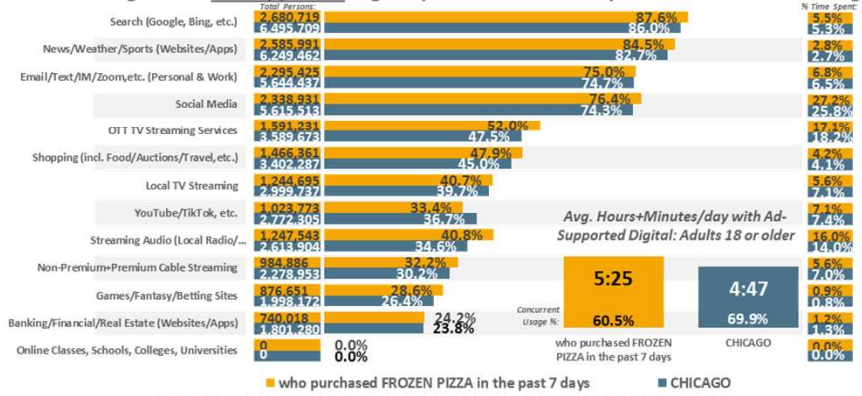
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



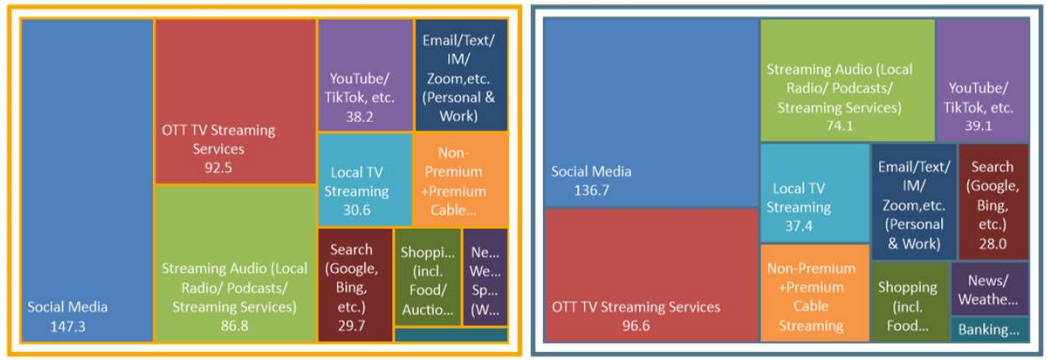
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,311

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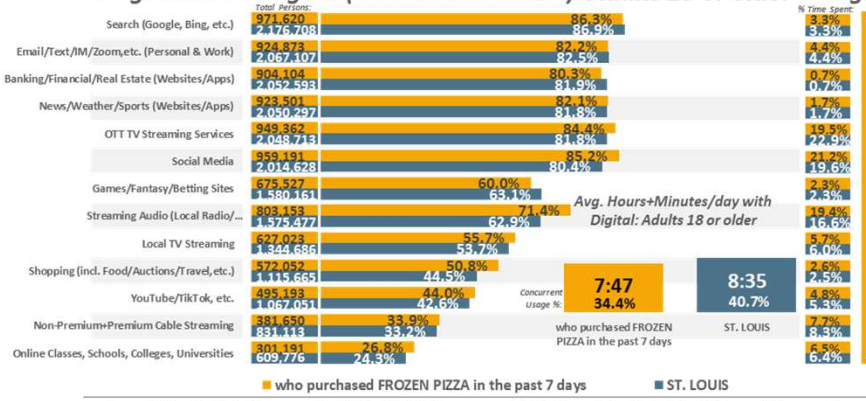
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Food products household used past 7 days (HHLD): Frozen pizza

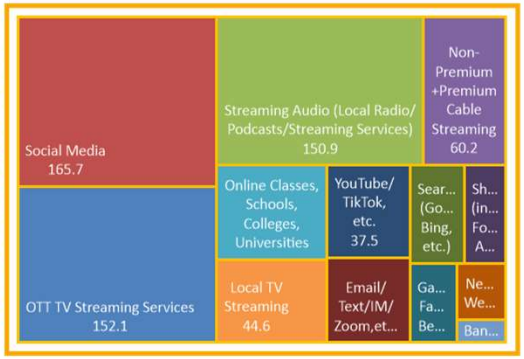


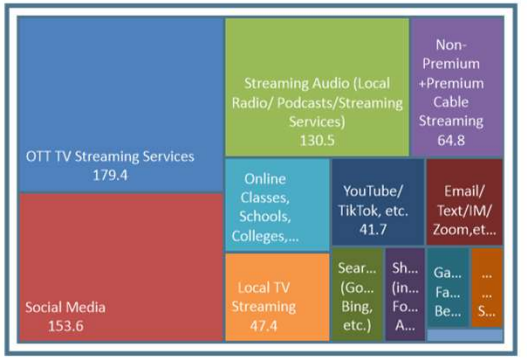
858,686 or 76.3% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days use Ad-Supported Social Media for an average of 148.3 minutes every day representing 25.1% of all time spent daily with Ad-Supported Digital Media.

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



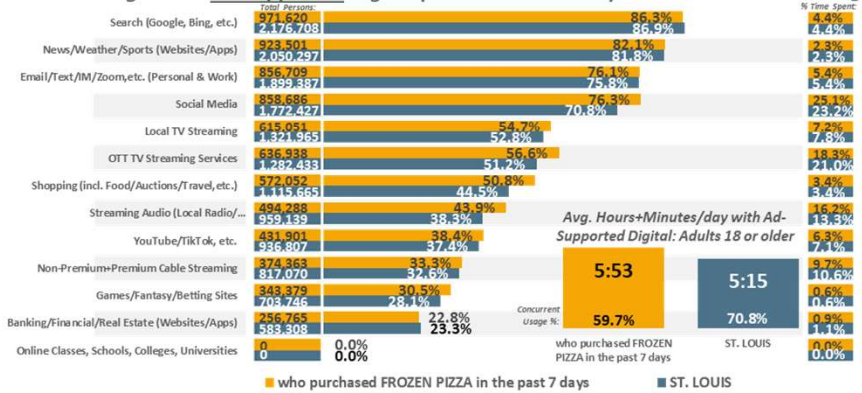
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



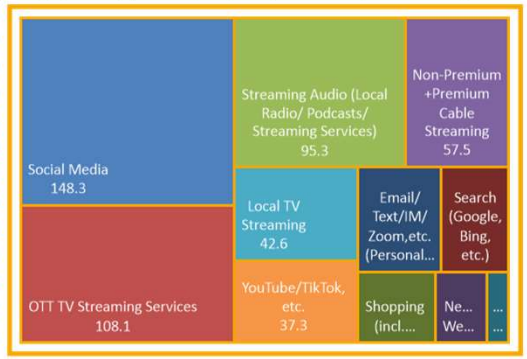


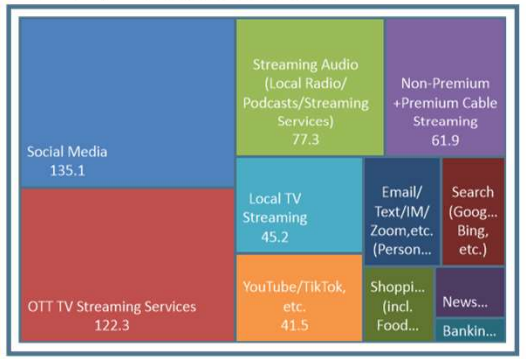
■ who purchased FROZEN PIZZA in the past 7 days ■ ST. LOUIS

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



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





■ who purchased FROZEN PIZZA in the past 7 days ■ ST. LOUIS

ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 773

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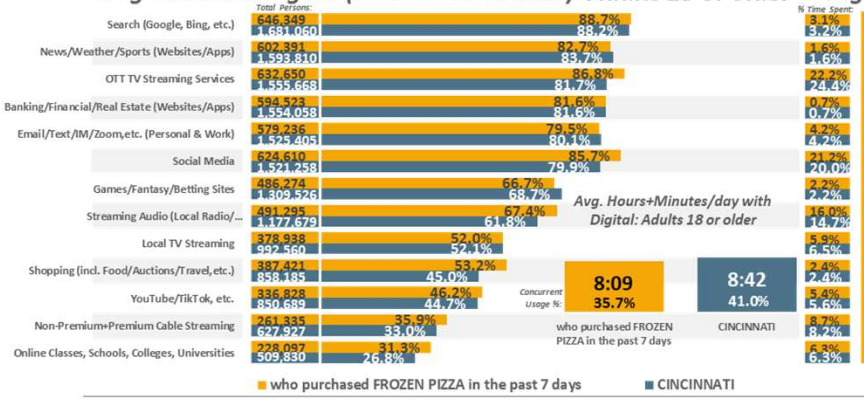
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Food products household used past 7 days (HHLD): Frozen pizza

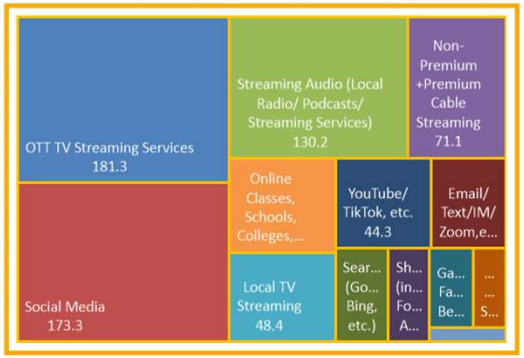


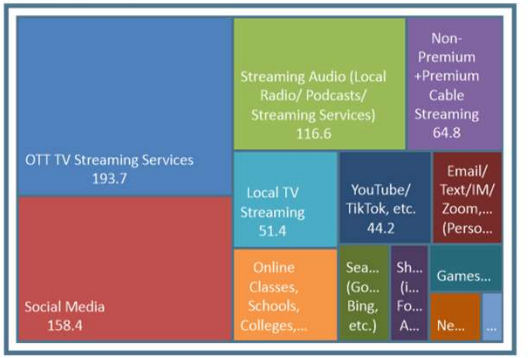
559,920 or 76.8% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days use Ad-Supported Social Media for an average of 155.3 minutes every day representing 25.5% of all time spent daily with Ad-Supported Digital Media.

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

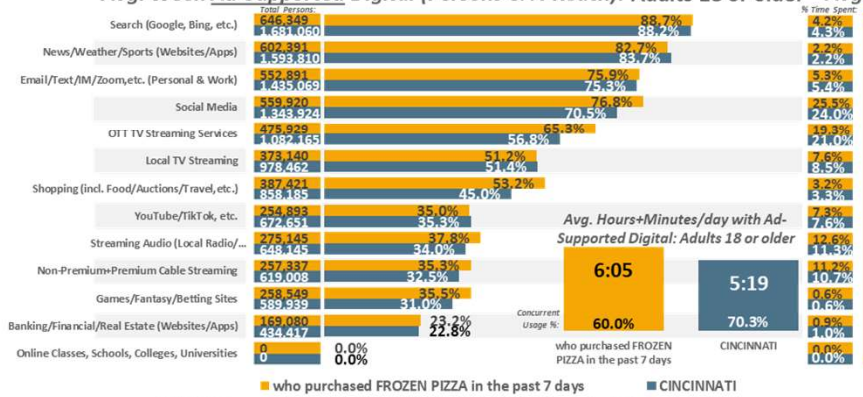


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

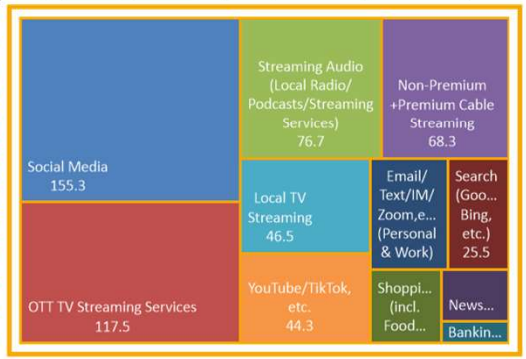


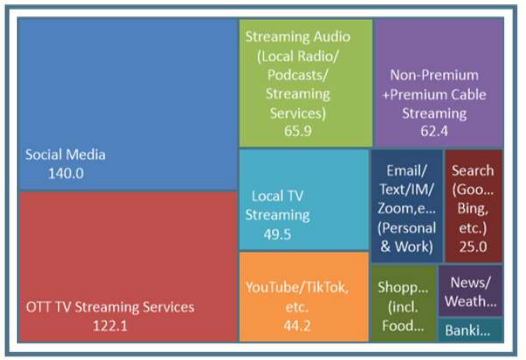


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 660

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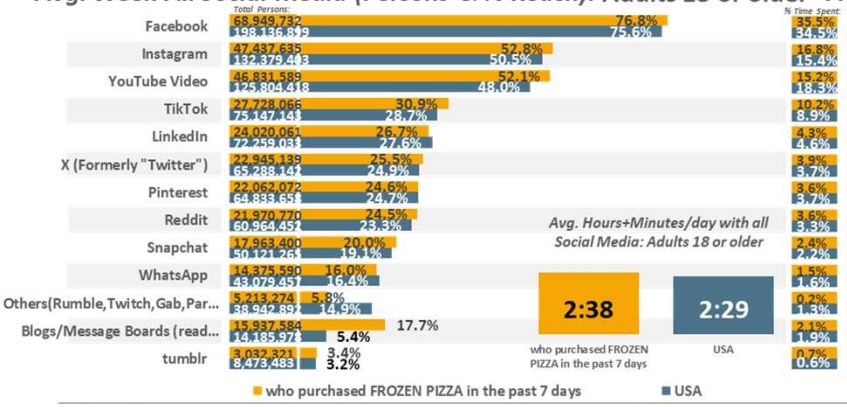
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Food products household used past 7 days (HHLD): Frozen pizza

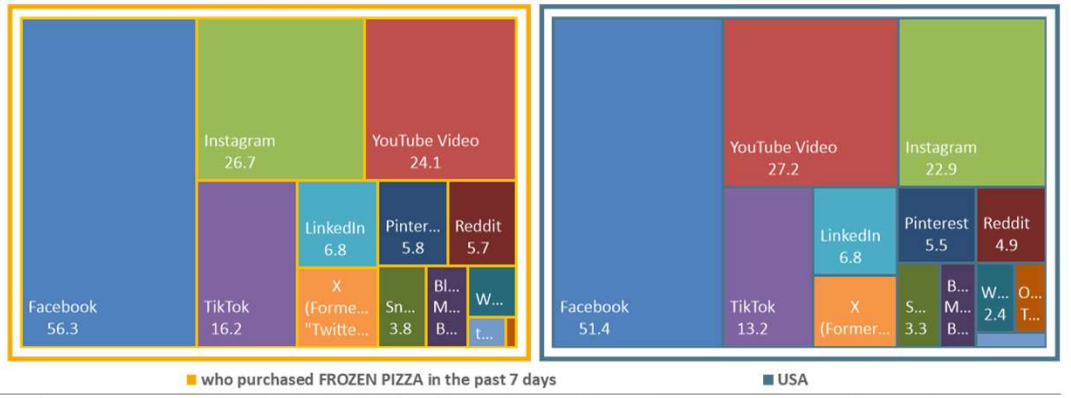


68,149,194 or 75.9% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days use Ad-Supported Facebook for an average of 51. minutes every day representing 35.6% of all time spent daily with Ad-Supported Social Media.

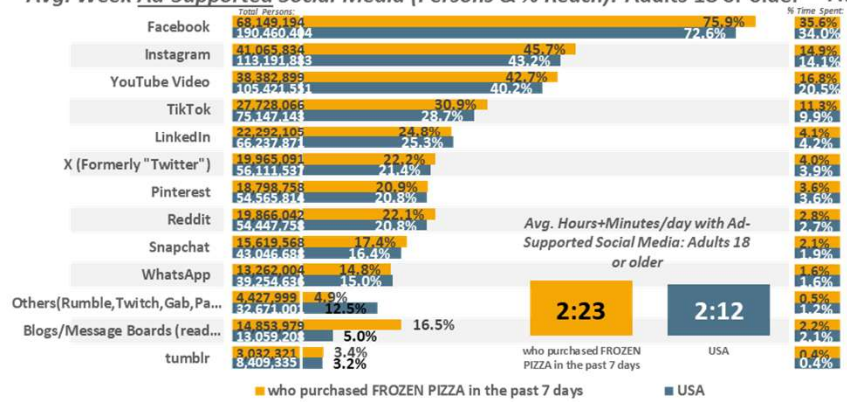
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



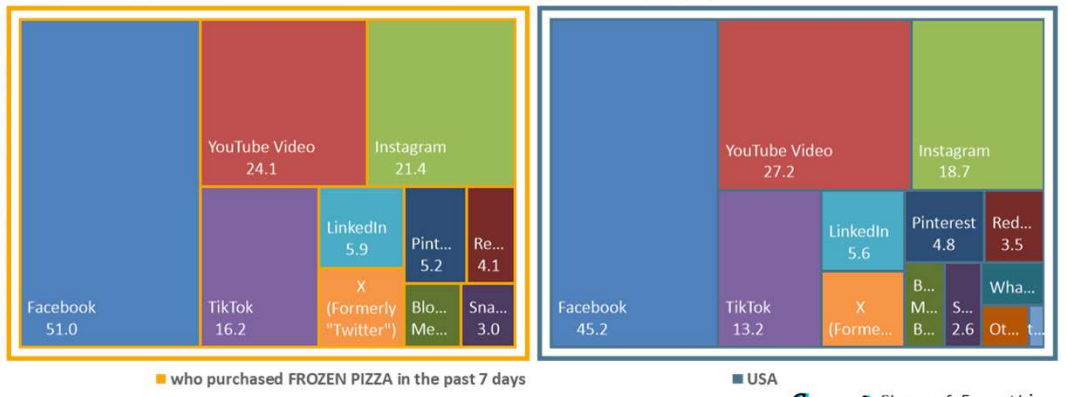
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 7,071

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

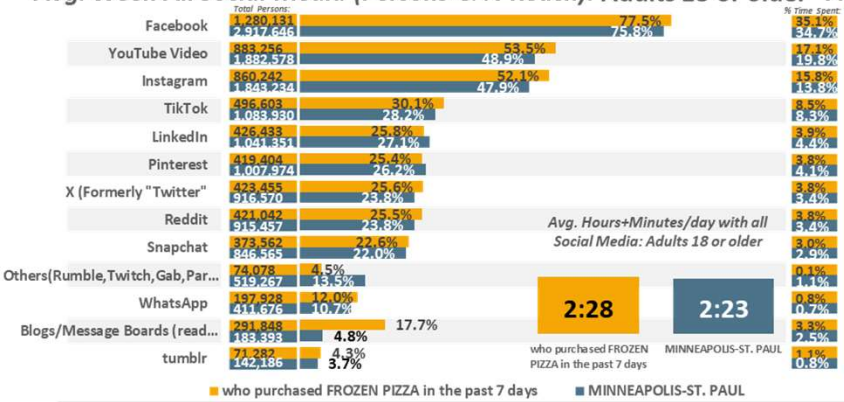
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Food products household used past 7 days (HHLD): Frozen pizza

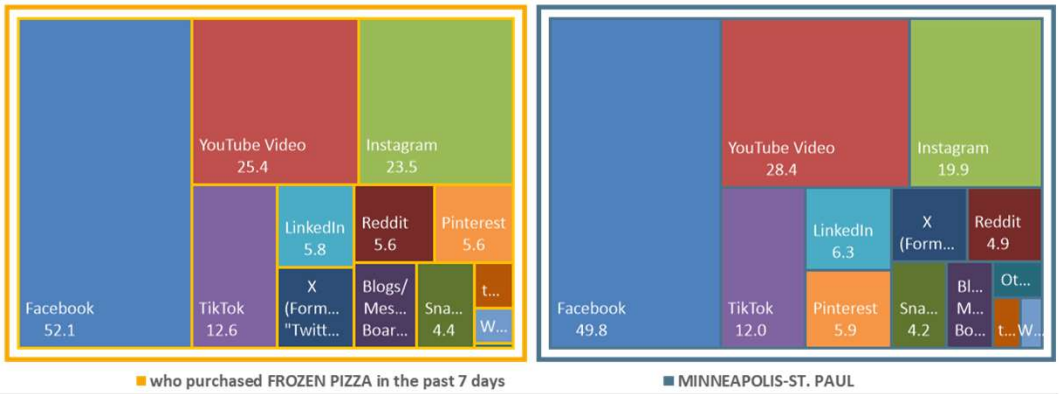


1,190,150 or 72.% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days use Ad-Supported Facebook for an average of 44.5 minutes every day representing 34.3% of all time spent daily with Ad-Supported Social Media.

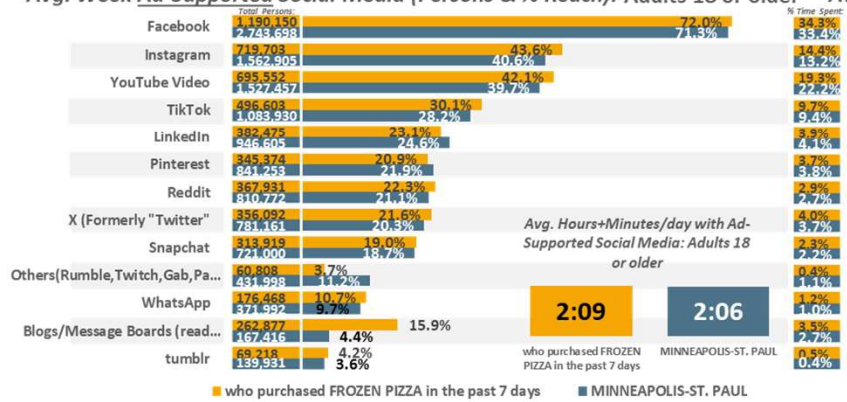
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



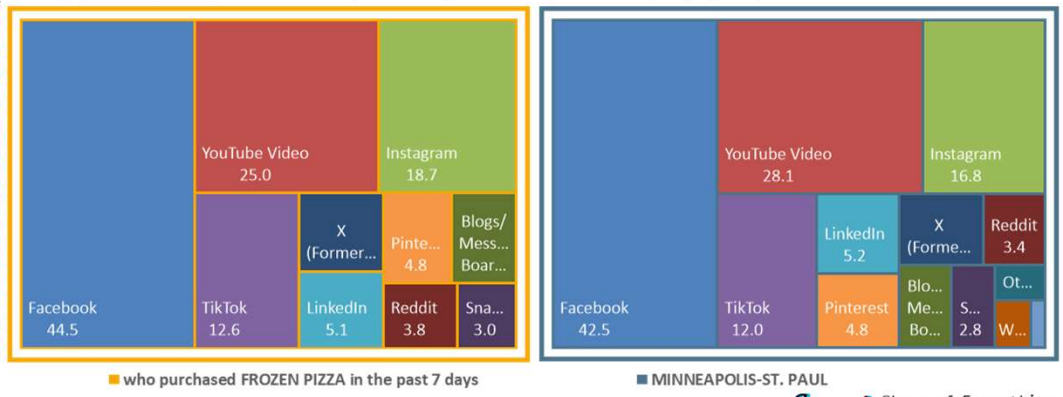
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 784

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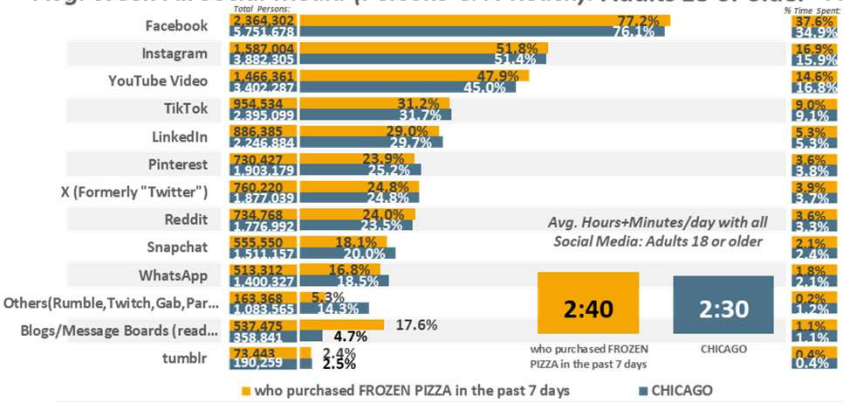
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Food products household used past 7 days (HHLD): Frozen pizza

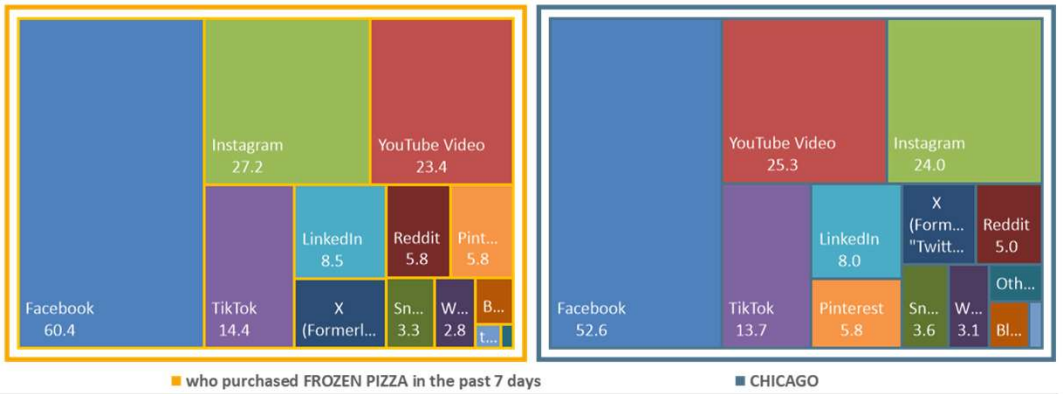


2,338,931 or 76.4% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days use Ad-Supported Facebook for an average of 55. minutes every day representing 37.3% of all time spent daily with Ad-Supported Social Media.

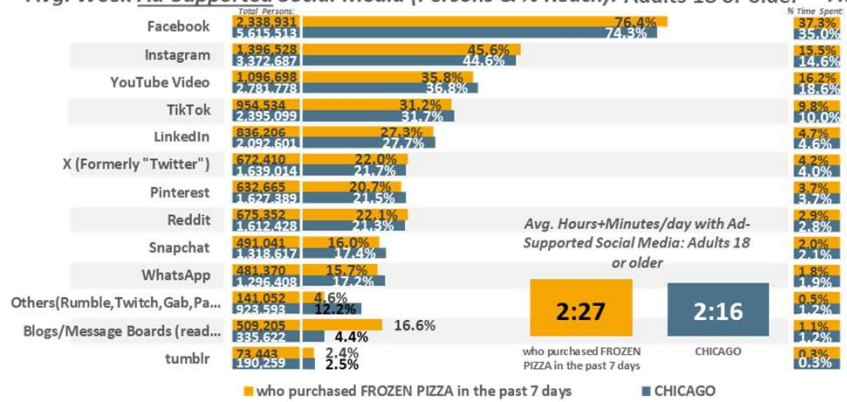
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



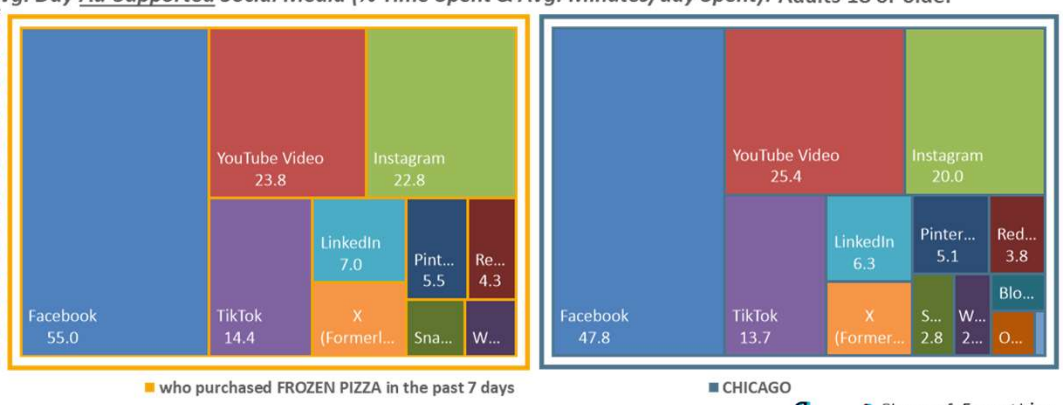
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,311

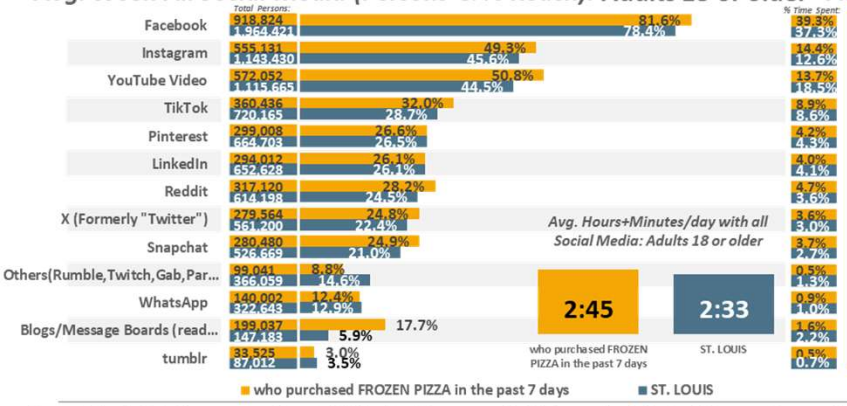
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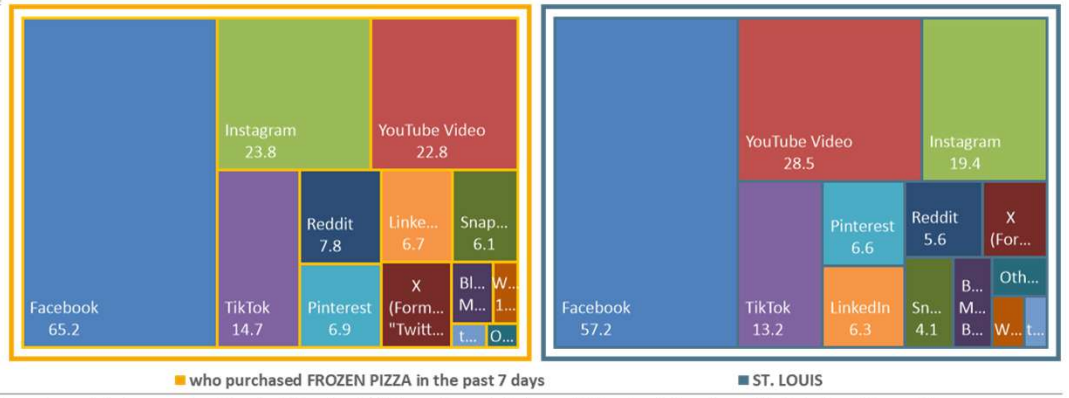
Food products household used past 7 days (HHLD): Frozen pizza

858,686 or 76.3% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days use Ad-Supported Facebook for an average of 55.9 minutes every day representing 37.7% of all time spent daily with Ad-Supported Social Media.

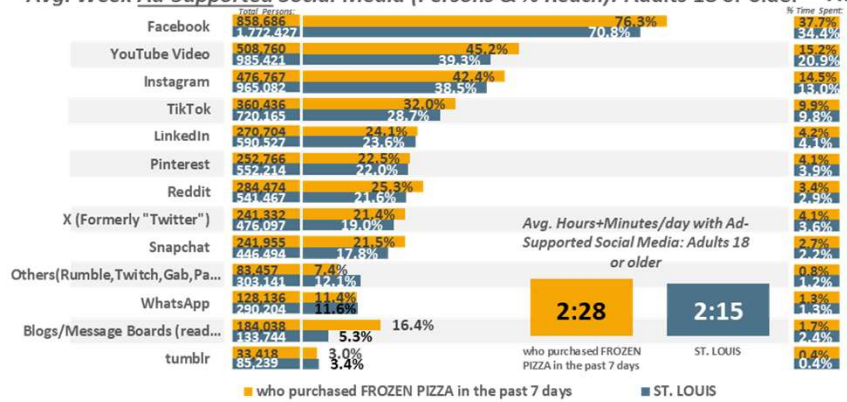
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



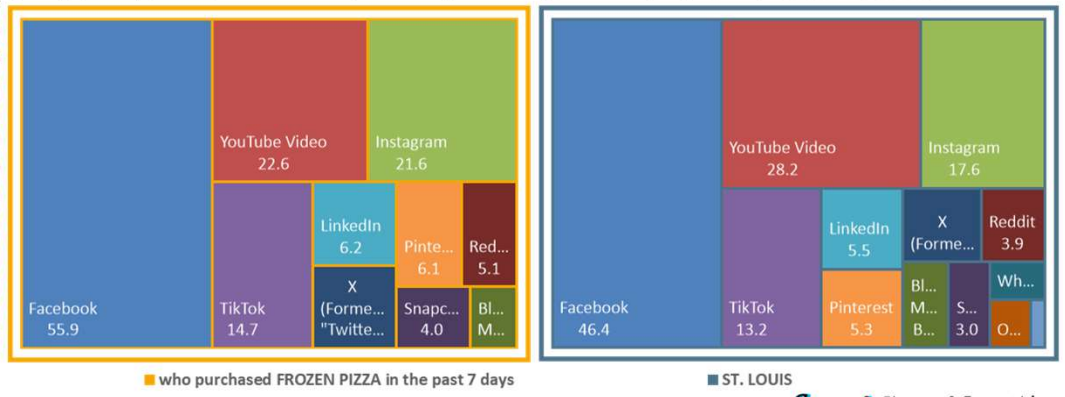
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 773

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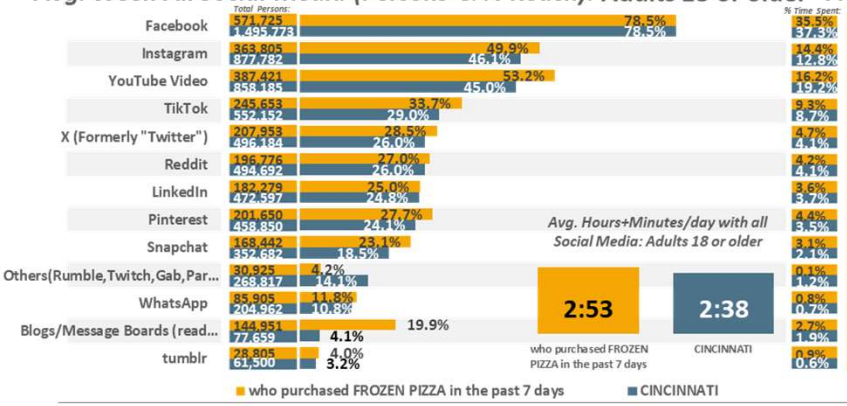
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Food products household used past 7 days (HHLD): Frozen pizza

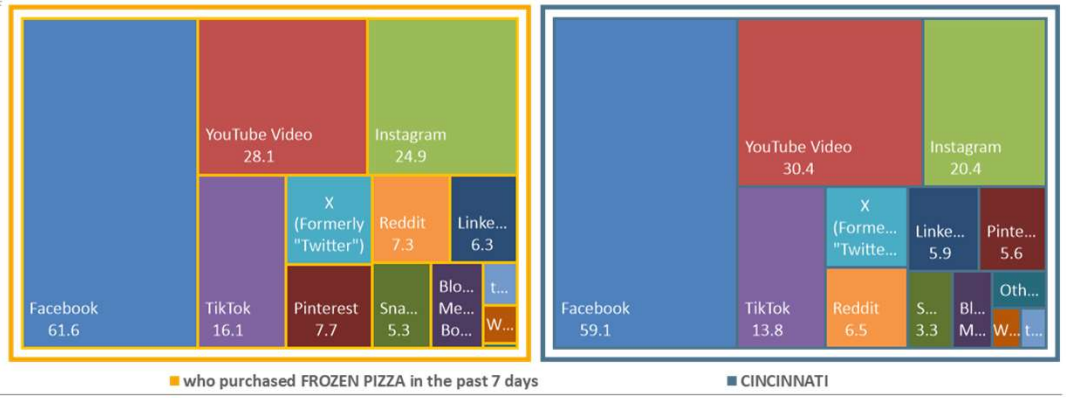


559,920 or 76.8% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days use Ad-Supported Facebook for an average of 55. minutes every day representing 35.4% of all time spent daily with Ad-Supported Social Media.

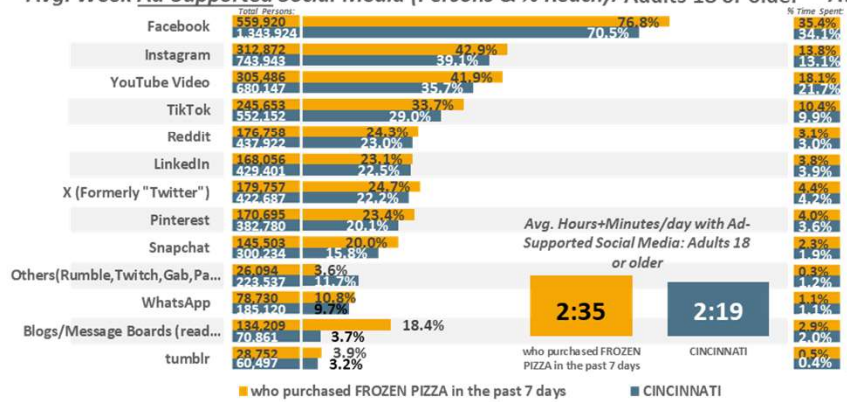
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



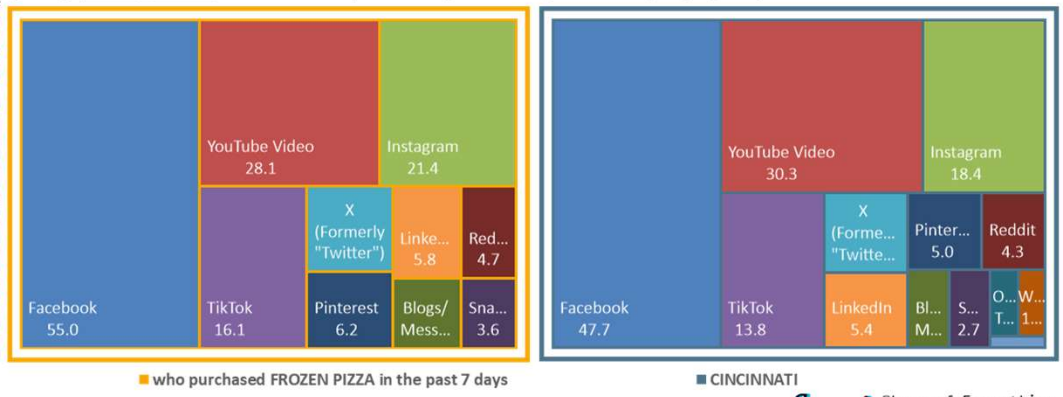
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



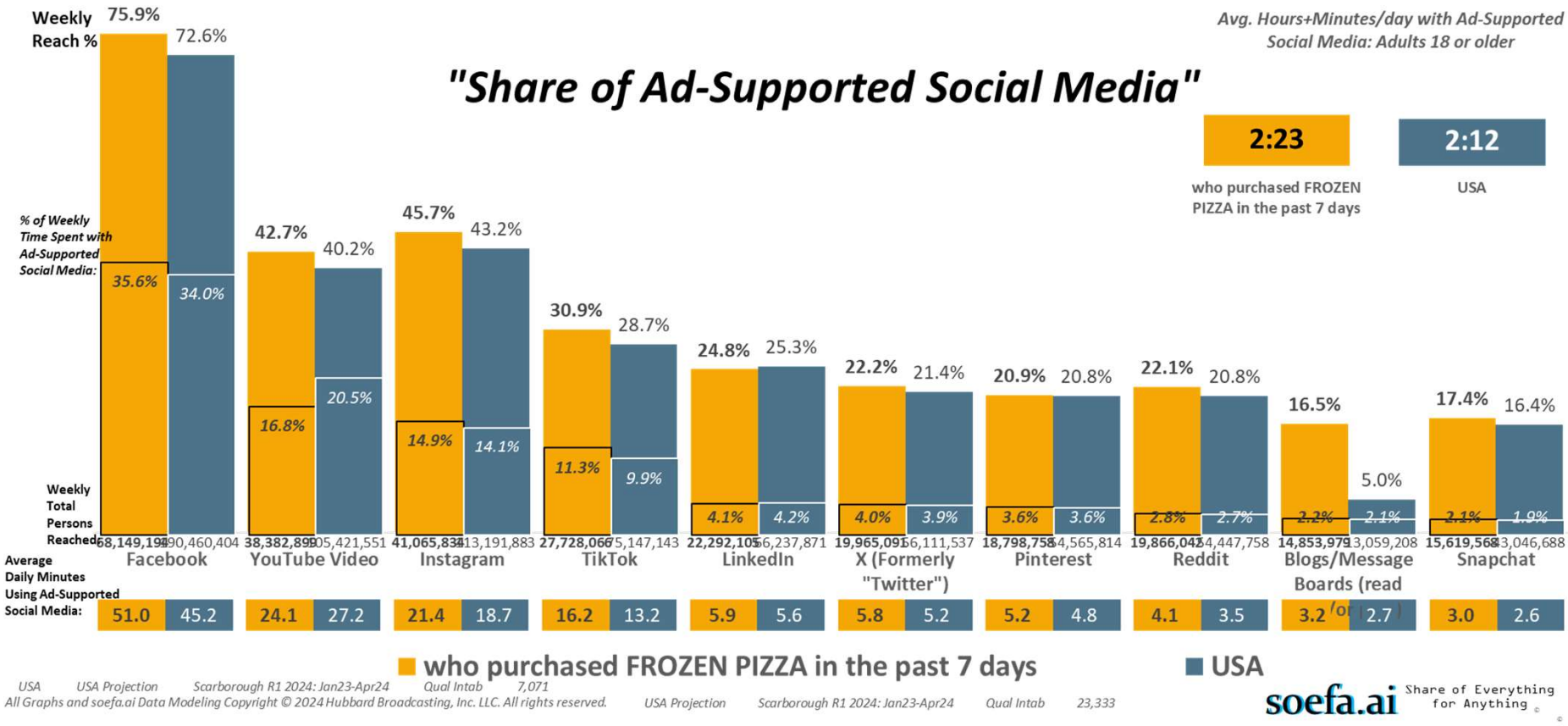
CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 660

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68,149,194 or 75.9% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days use Ad-Supported Facebook for an average of 51. minutes every day representing 35.6% of all time spent daily with Ad-Supported Social Media.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 7,071

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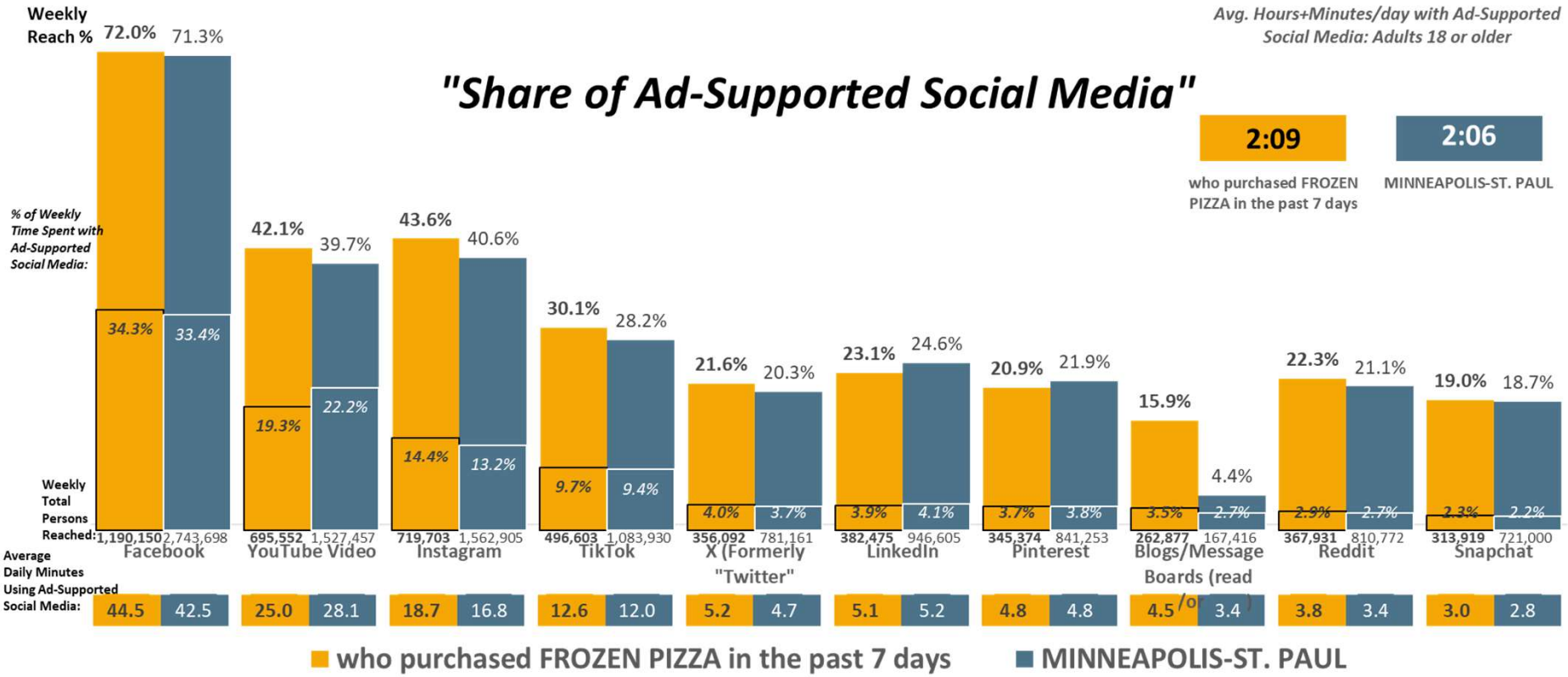
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

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Food products household used past 7 days (HHLD): Frozen pizza



1,190,150 or 72.% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days use Ad-Supported Facebook for an average of 44.5 minutes every day representing 34.3% of all time spent daily with Ad-Supported Social Media.



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 784 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,873

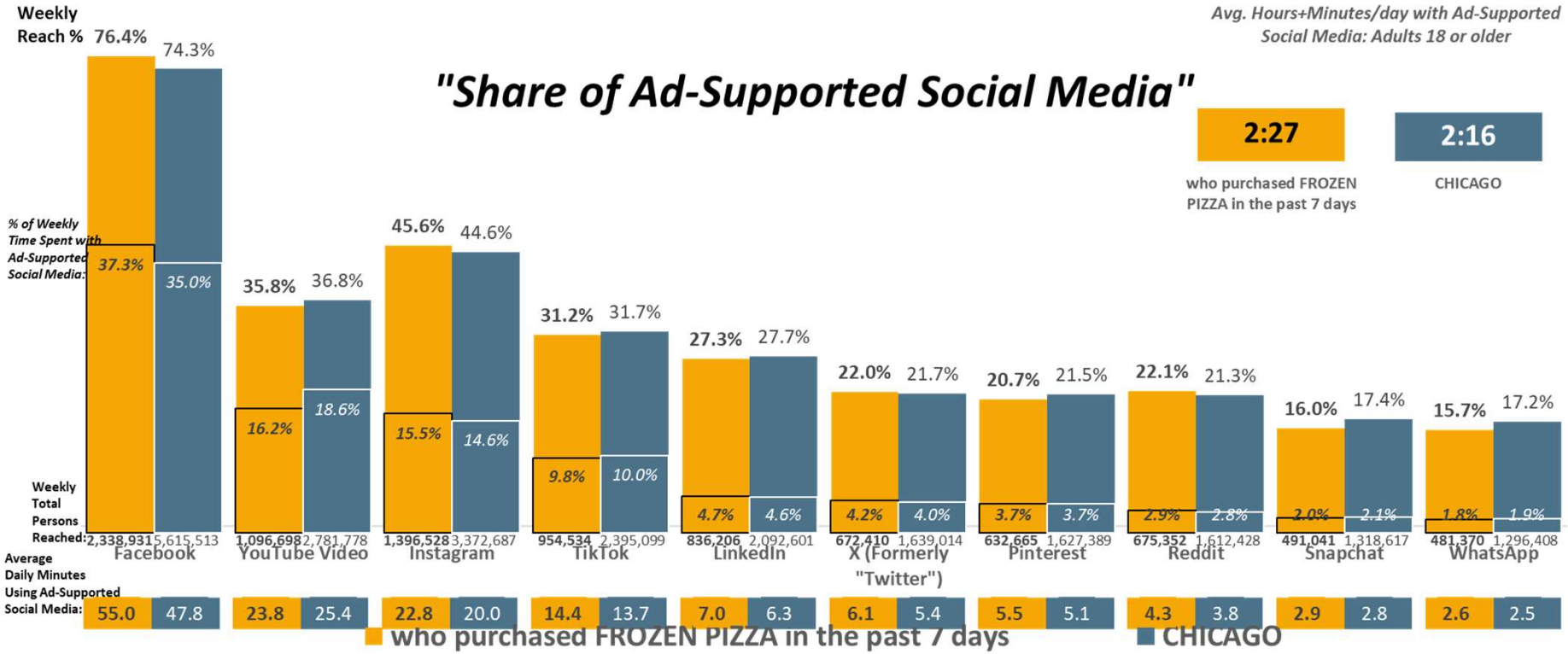
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Food products household used past 7 days (HHLD): Frozen pizza



2,338,931 or 76.4% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days use Ad-Supported Facebook for an average of 55. minutes every day representing 37.3% of all time spent daily with Ad-Supported Social Media.



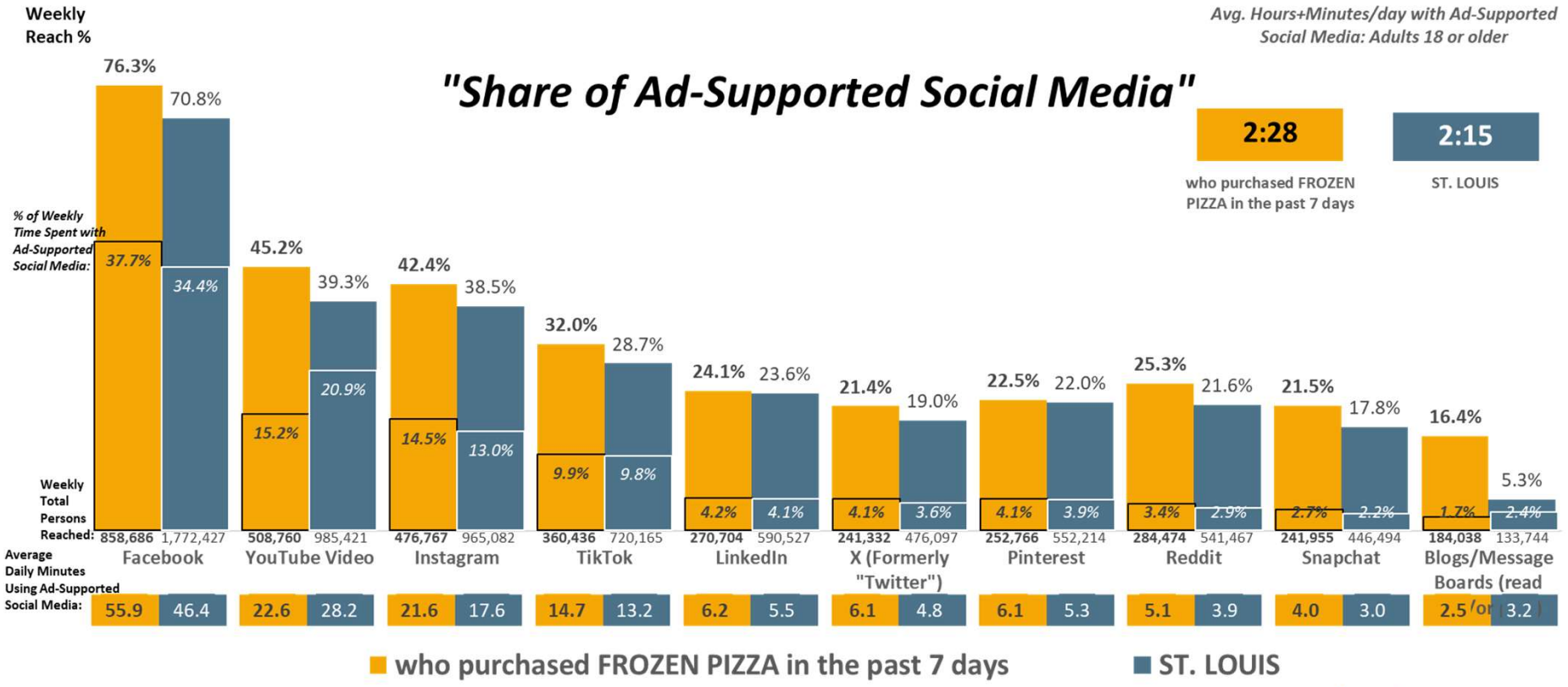
CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,311 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

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Food products household used past 7 days (HHLD): Frozen pizza

858,686 or 76.3% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days use Ad-Supported Facebook for an average of 55.9 minutes every day representing 37.7% of all time spent daily with Ad-Supported Social Media.



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 773 ST. LOUIS DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,952

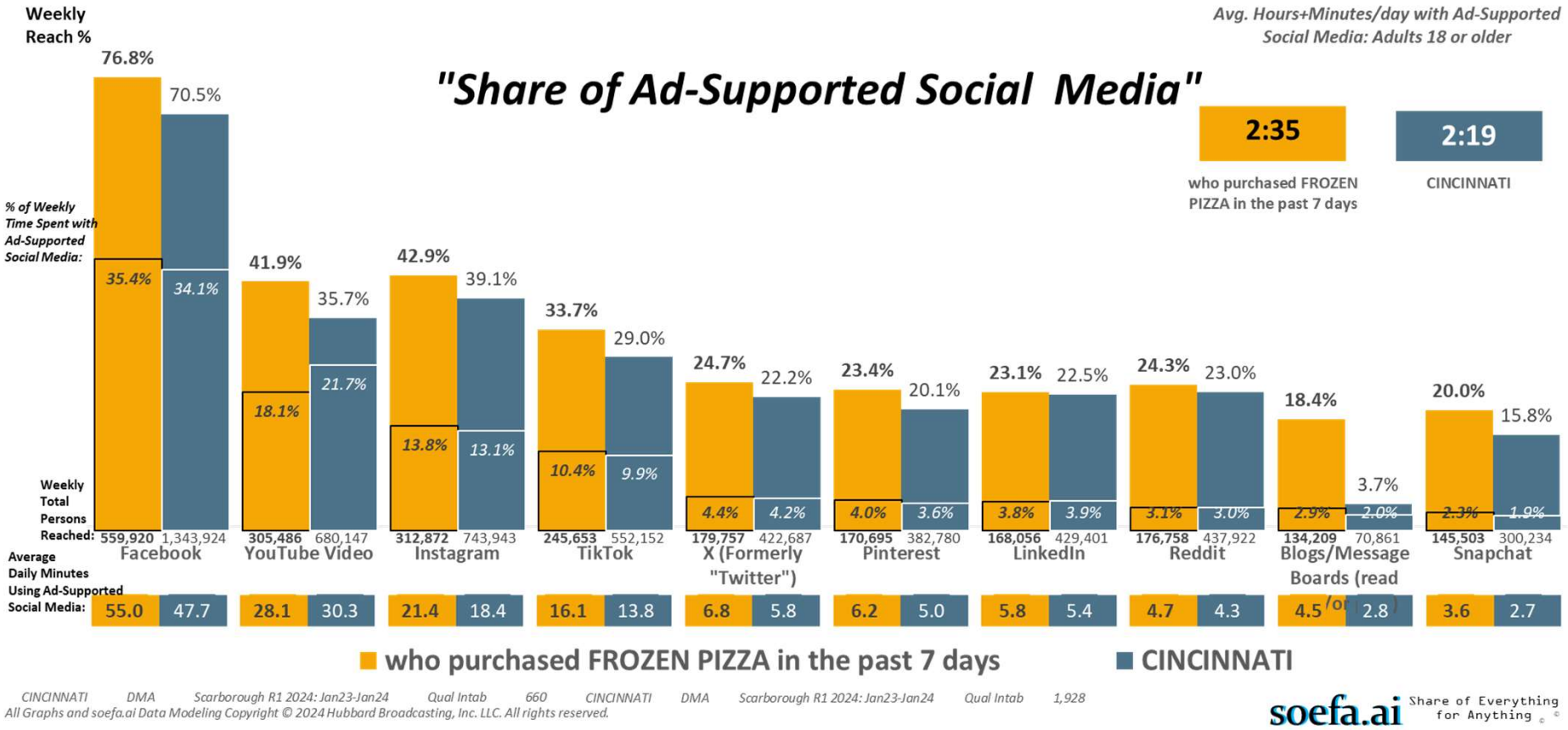
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Food products household used past 7 days (HHLD): Frozen pizza



559,920 or 76.8% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days use Ad-Supported Facebook for an average of 55. minutes every day representing 35.4% of all time spent daily with Ad-Supported Social Media.



CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 660 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,928

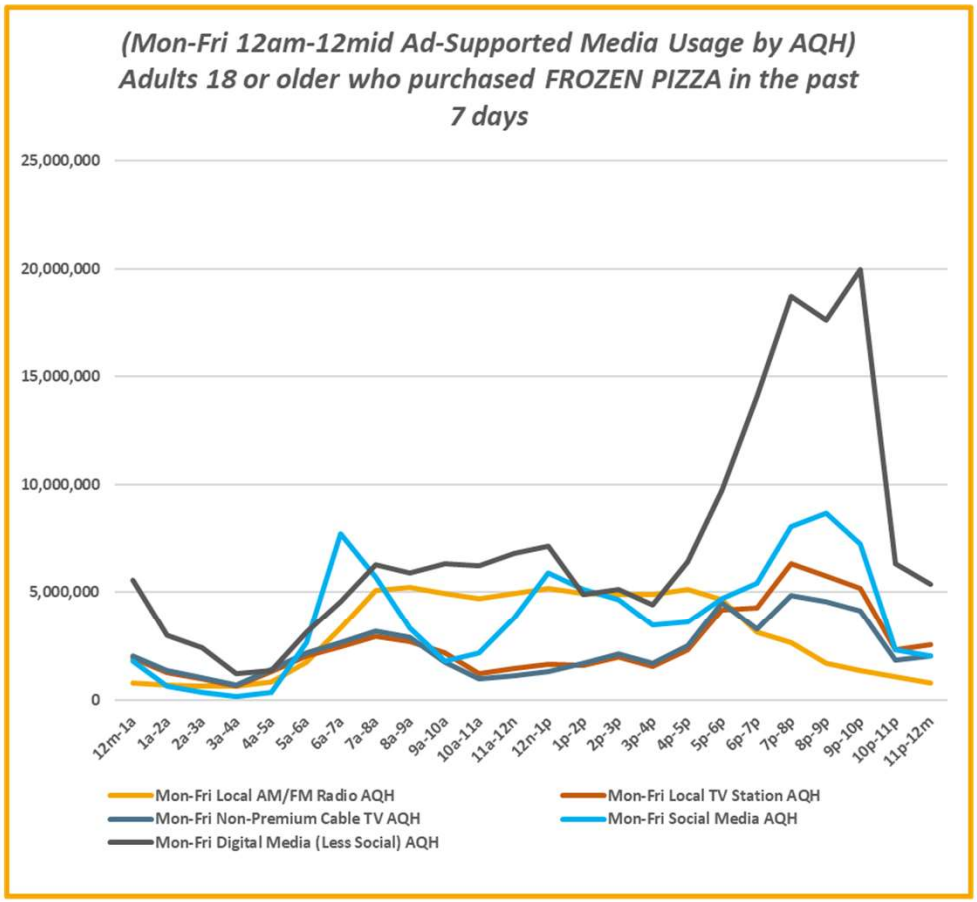
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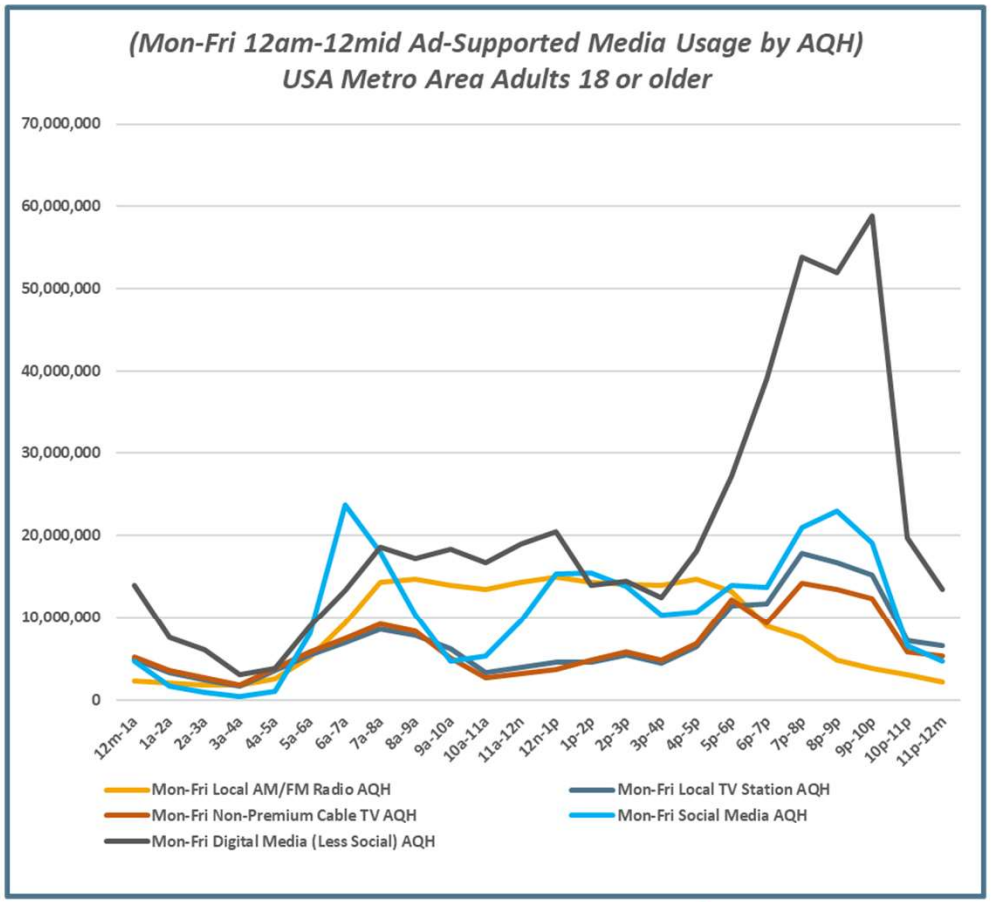
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Food products household used past 7 days (HHLD): Frozen pizza



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 6,757,032; Local Radio: 4,686,521; Social Media: 4,398,867; Local TV: 2,335,277; Non-Prem. Cable: 2,268,411 reaching Adults 18 or older who purchased FROZEN PIZZA in the





USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 7,071

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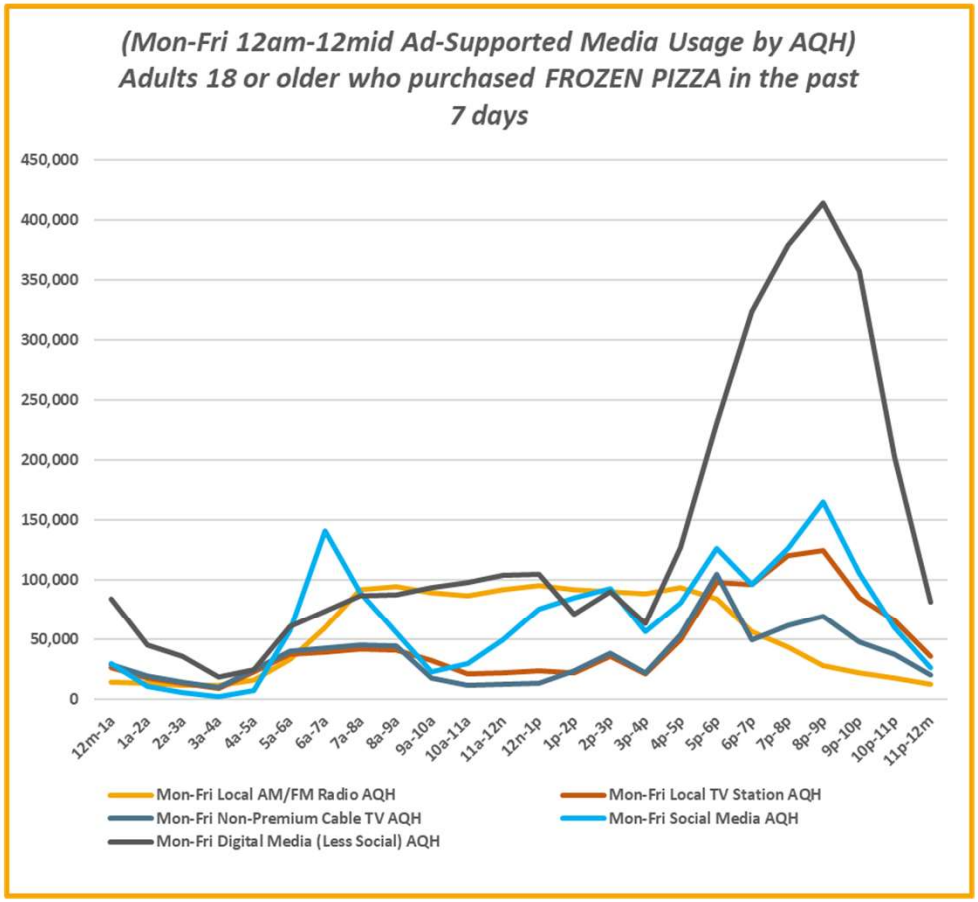
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

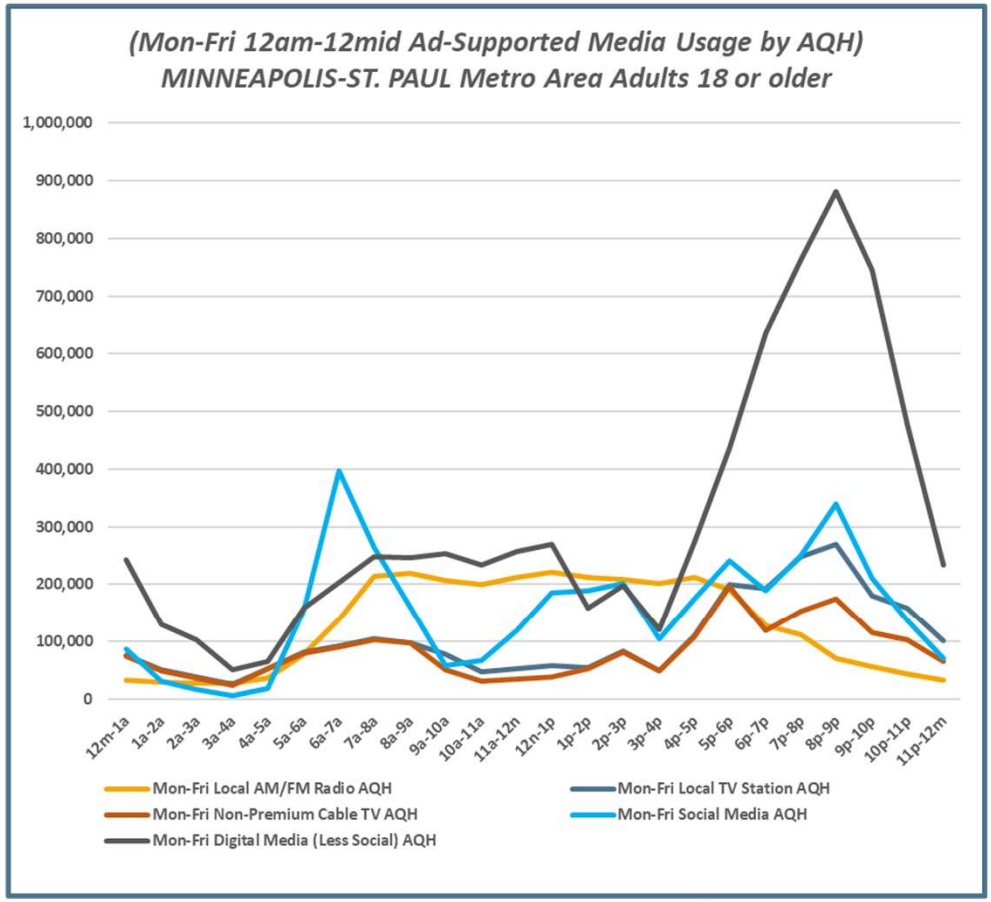
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Food products household used past 7 days (HHLD): Frozen pizza



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 119,522; Local Radio: 85,576; Social Media: 76,822; Local TV: 41,812; Non-Prem. Cable: 36,912 reaching Adults 18 or older who purchased FROZEN PIZZA in the past 7 days.





MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 784

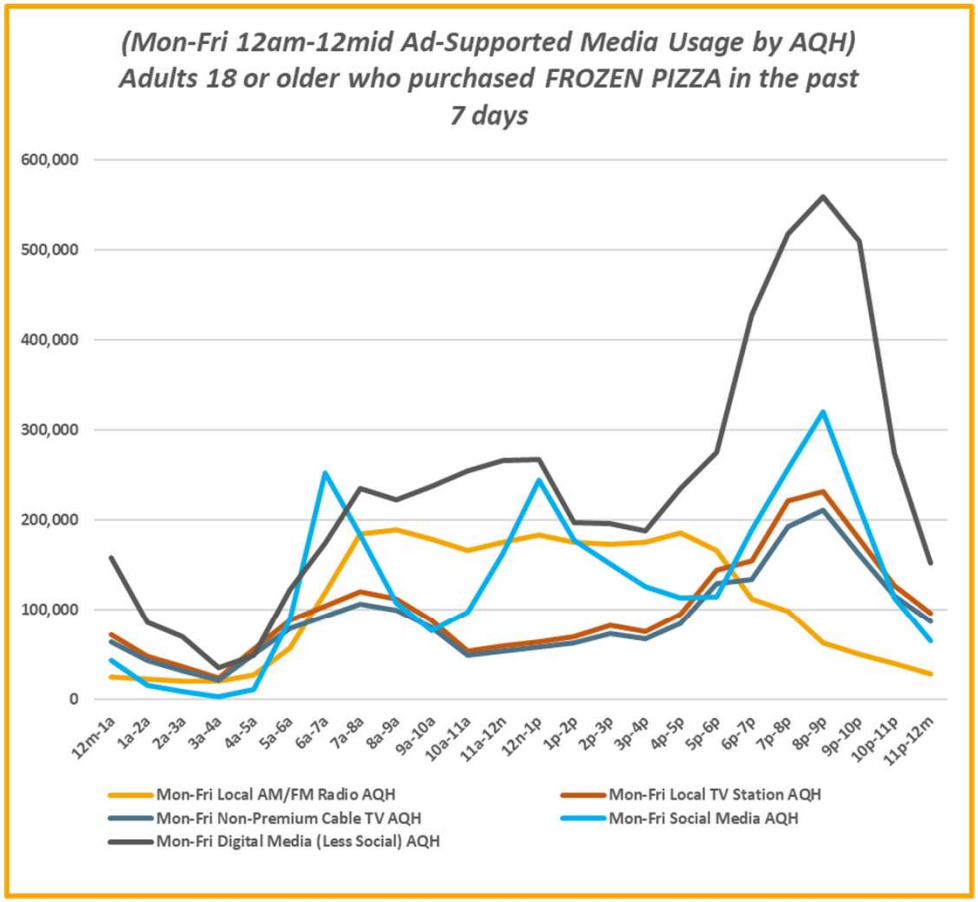
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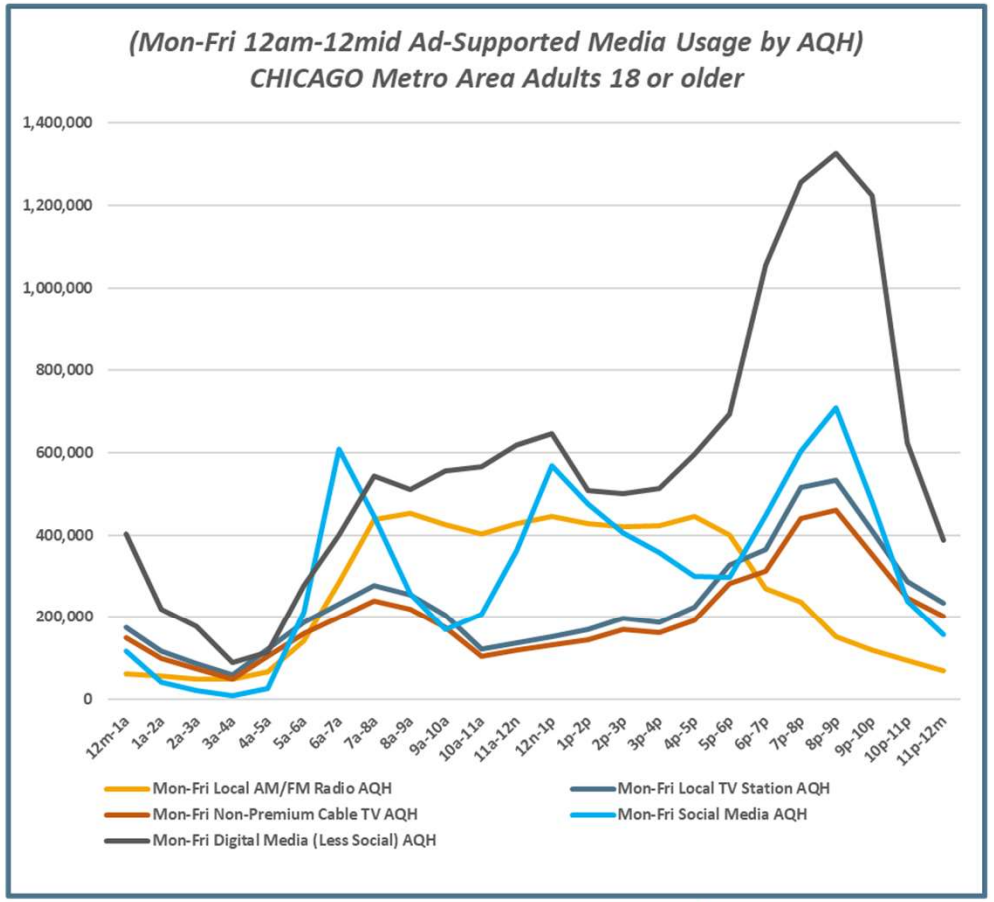
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Food products household used past 7 days (HHLD): Frozen pizza



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 244,277; Local Radio: 168,042; Social Media: 153,484; Local TV: 93,898; Non-Prem. Cable: 83,776 reaching Adults 18 or older who purchased FROZEN PIZZA in the past 7 days.





CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,311

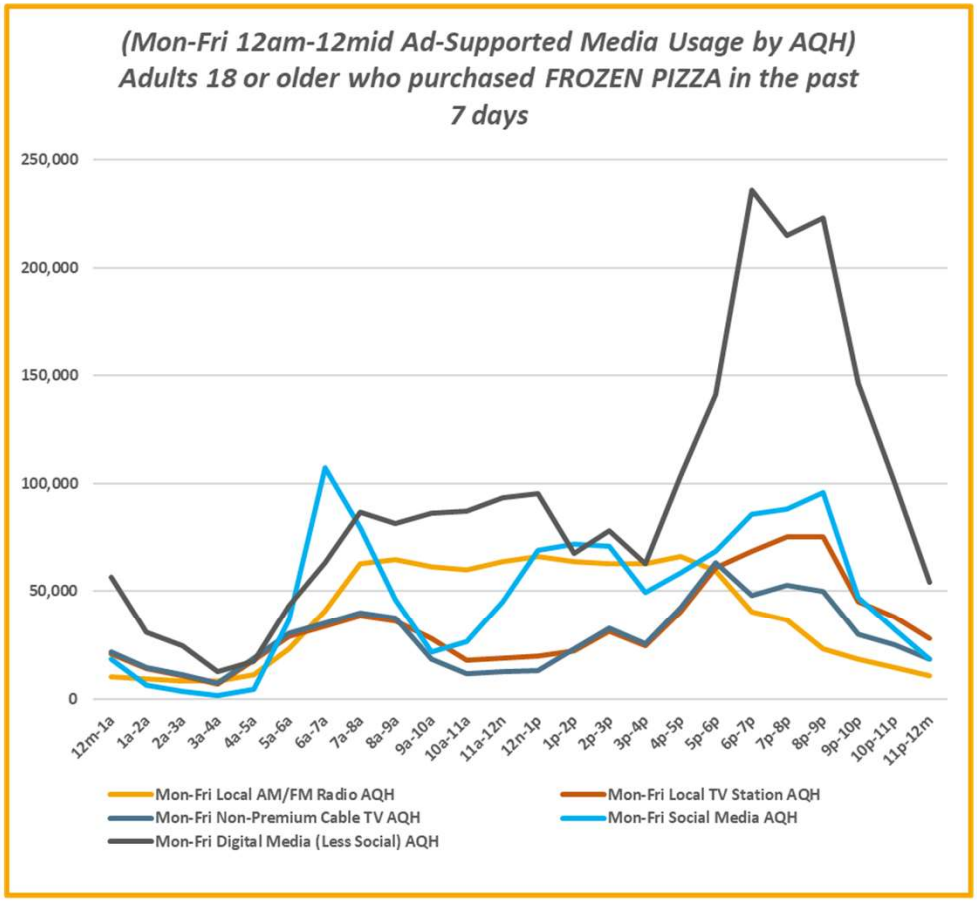
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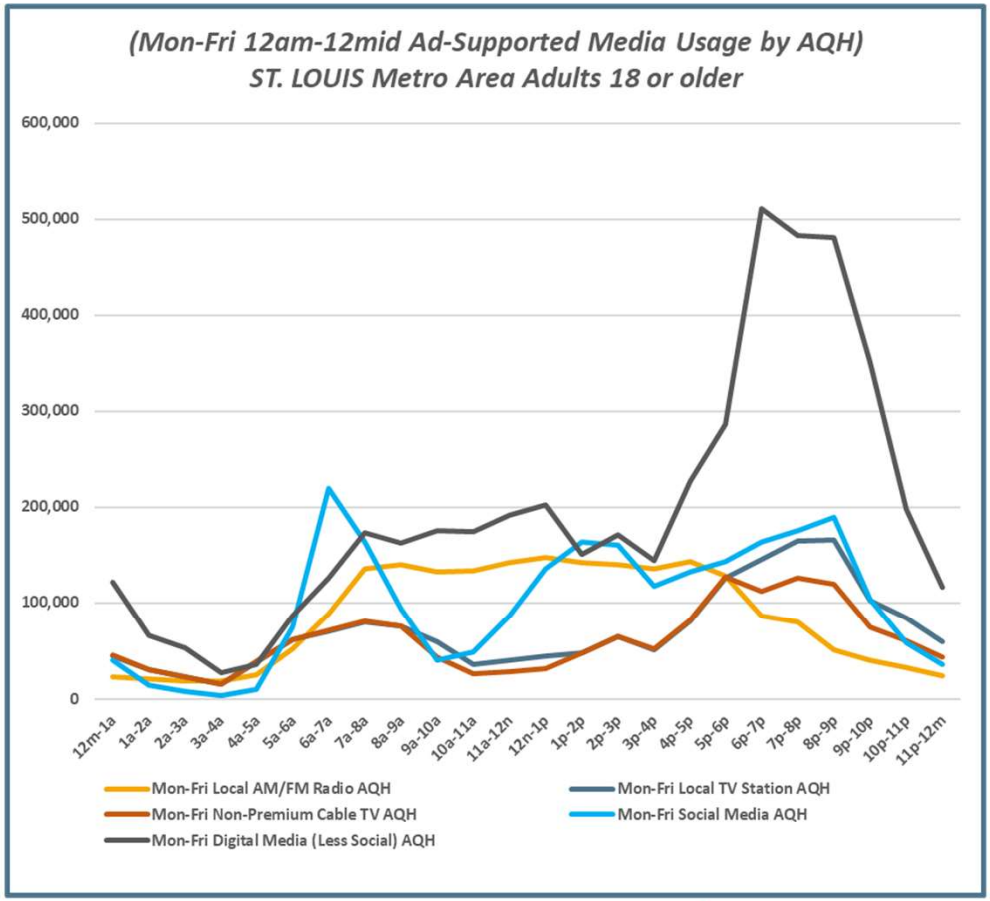
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Food products household used past 7 days (HHLD): Frozen pizza



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 98,637; Social Media: 61,466; Local Radio: 59,543; Local TV: 33,722; Non-Prem. Cable: 30,958 reaching Adults 18 or older who purchased FROZEN PIZZA in the past 7 days.





ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 773

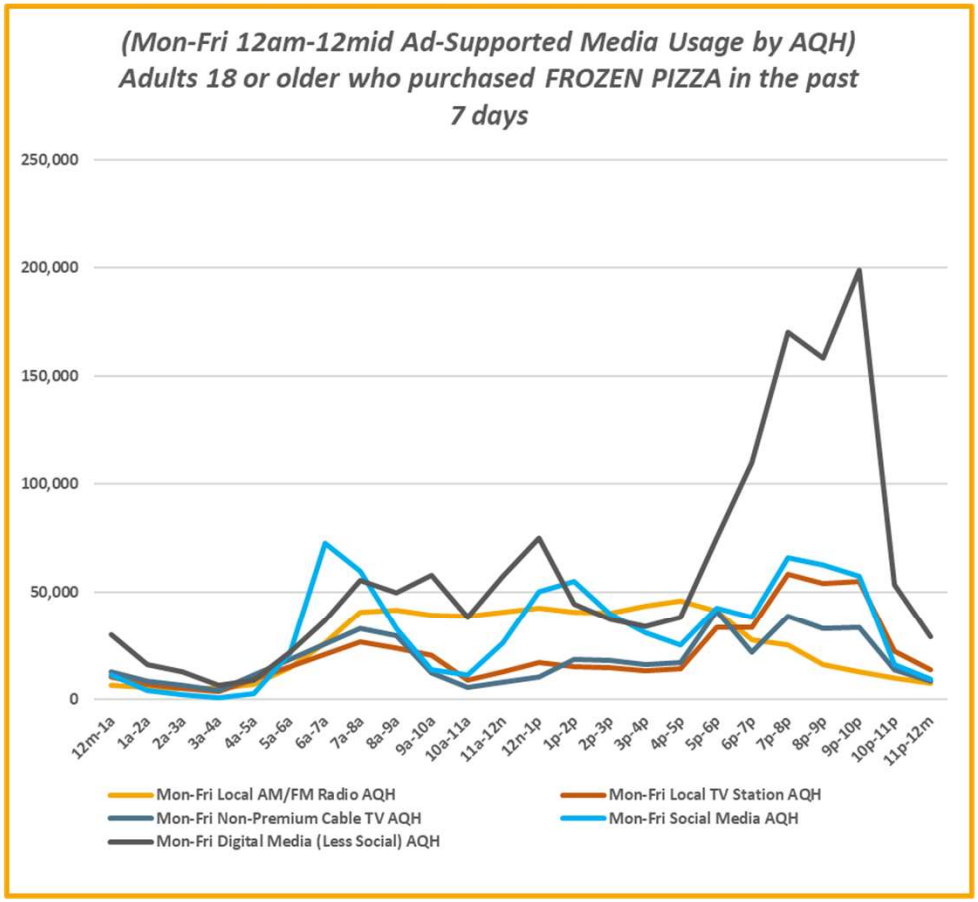
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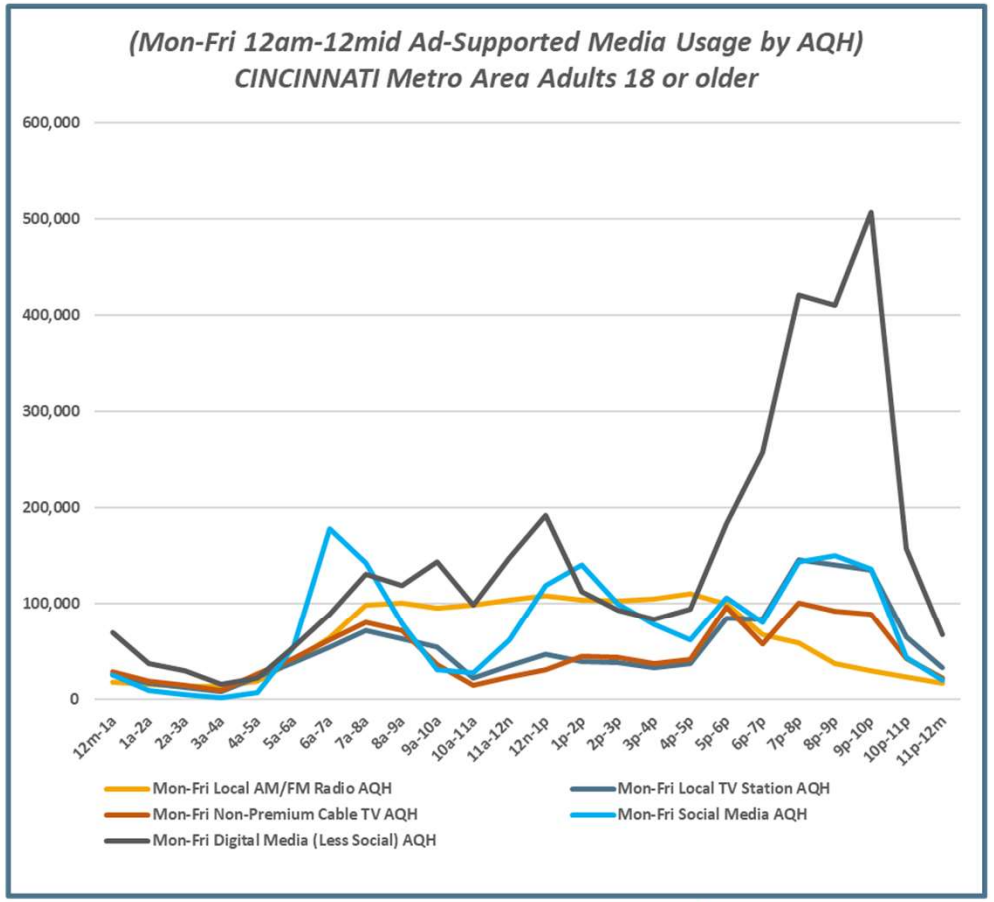
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Food products household used past 7 days (HHLD): Frozen pizza



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 54,417; Local Radio: 39,022; Social Media: 38,264; Non-Prem. Cable: 19,669; Local TV: 19,458 reaching Adults 18 or older who purchased FROZEN PIZZA in the past 7 days.





CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 660

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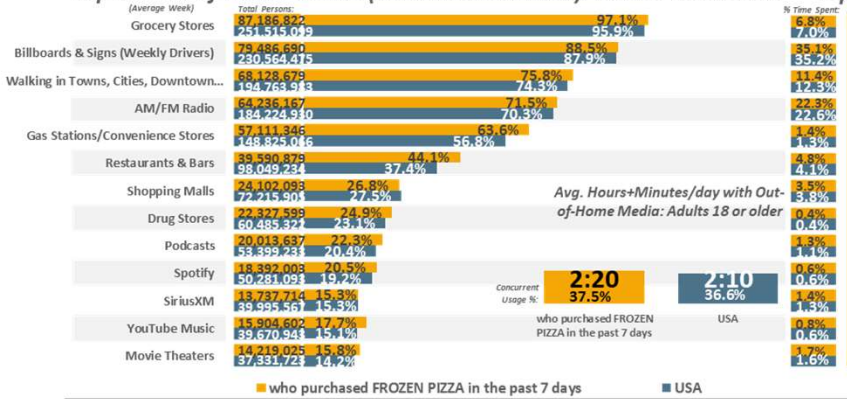
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Food products household used past 7 days (HHLD): Frozen pizza

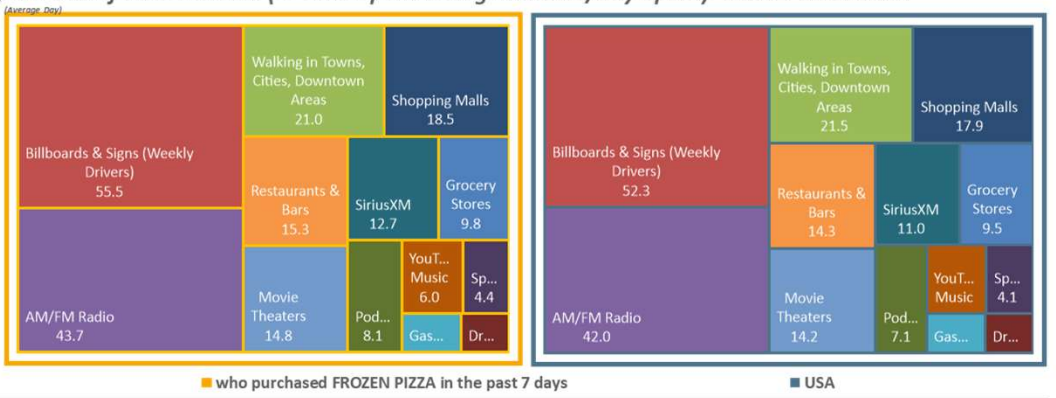


79,486,690 or 88.5% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days spend an average of 55.5 minutes per day driving, seeing Billboards and Signs. 68.5% Listen to Local Radio Stations Out-of-Home for an average of 40.9 minutes/day.

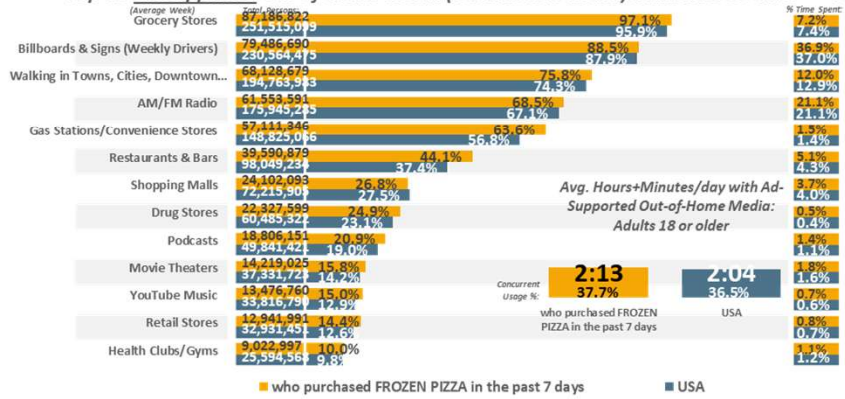
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



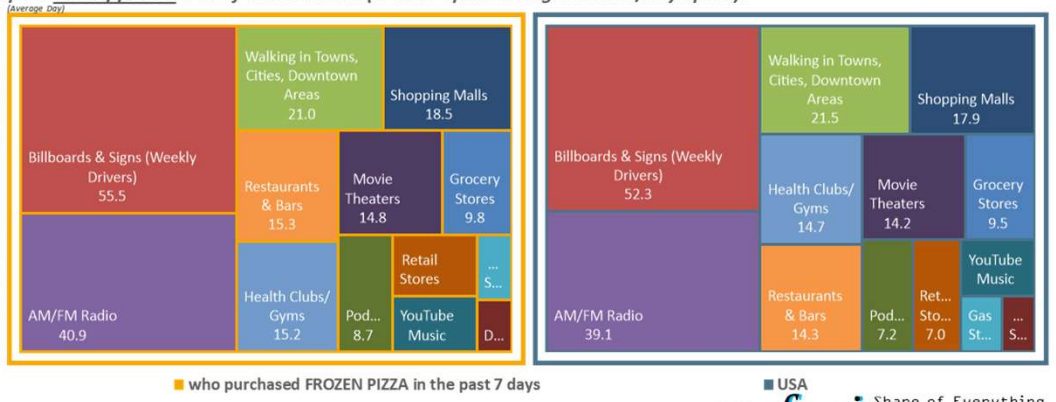
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 7,071

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

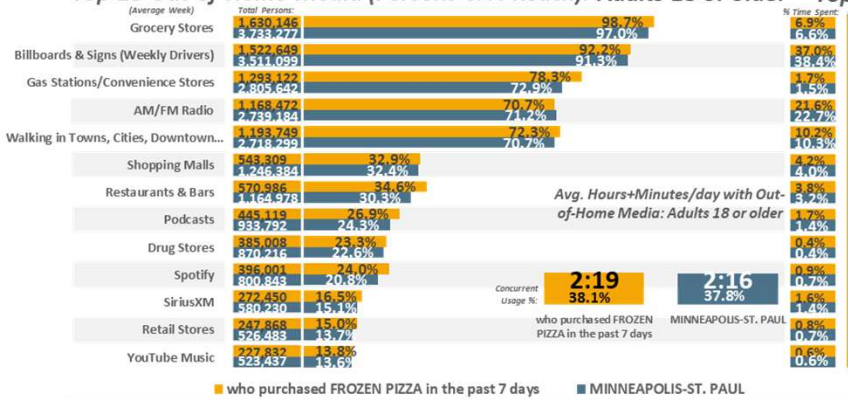
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Food products household used past 7 days (HHLD): Frozen pizza

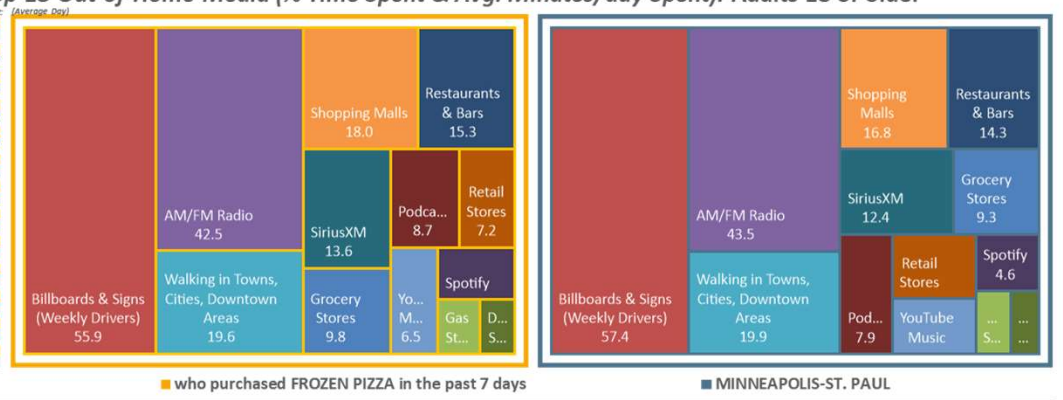


1,522,649 or 92.2% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days spend an average of 55.9 minutes per day driving, seeing Billboards and Signs. 67.7% Listen to Local Radio Stations Out-of-Home for an average of 38.6 minutes/day.

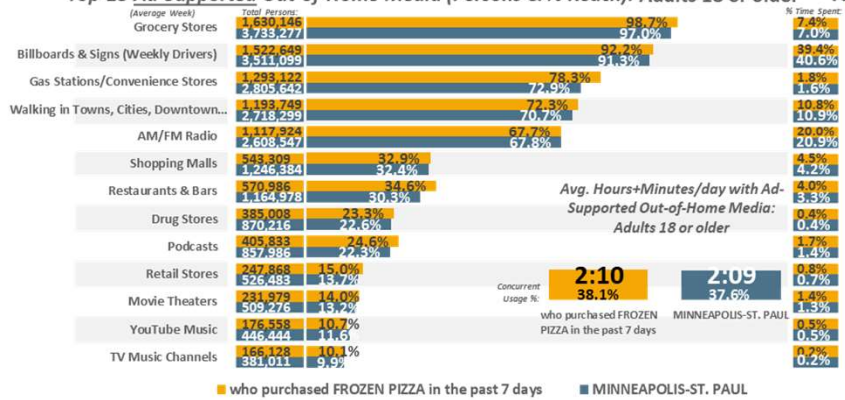
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



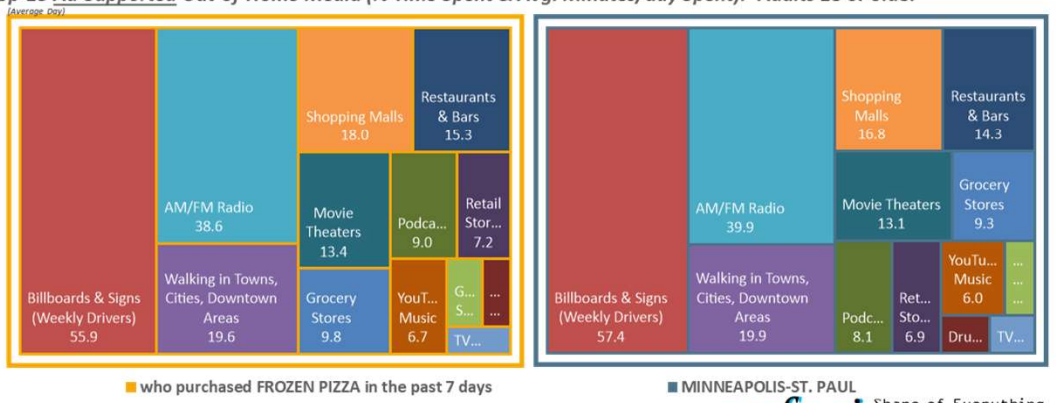
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 784

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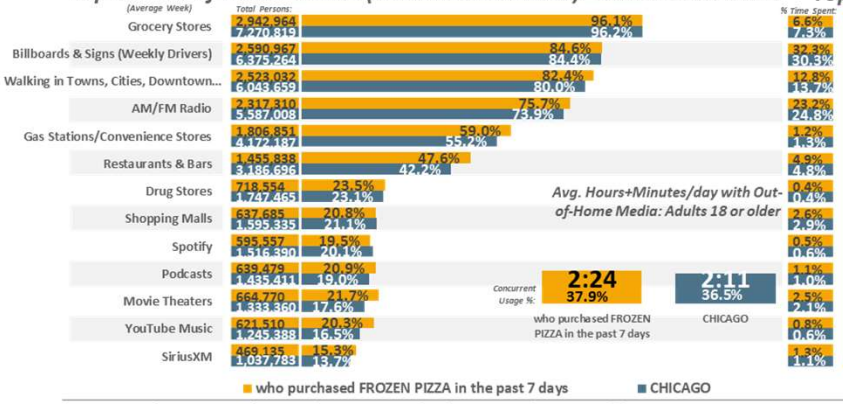
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Food products household used past 7 days (HHLD): Frozen pizza

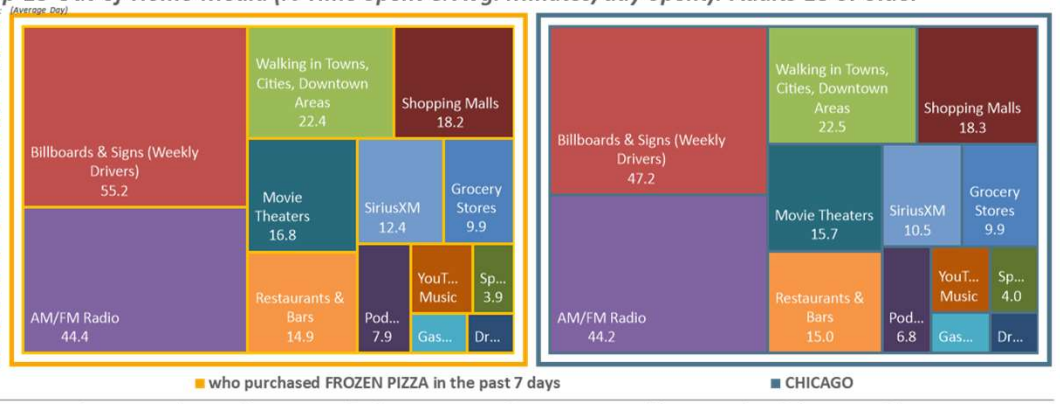


2,590,967 or 84.6% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days spend an average of 55.2 minutes per day driving, seeing Billboards and Signs. 71.9% Listen to Local Radio Stations Out-of-Home for an average of 41.3 minutes/day.

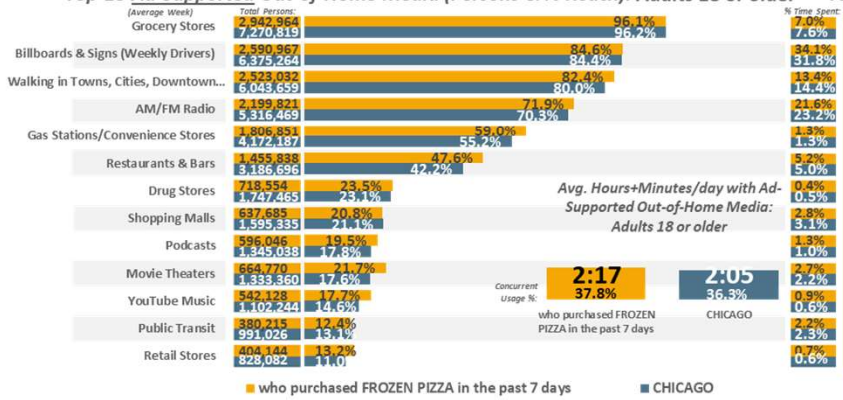
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



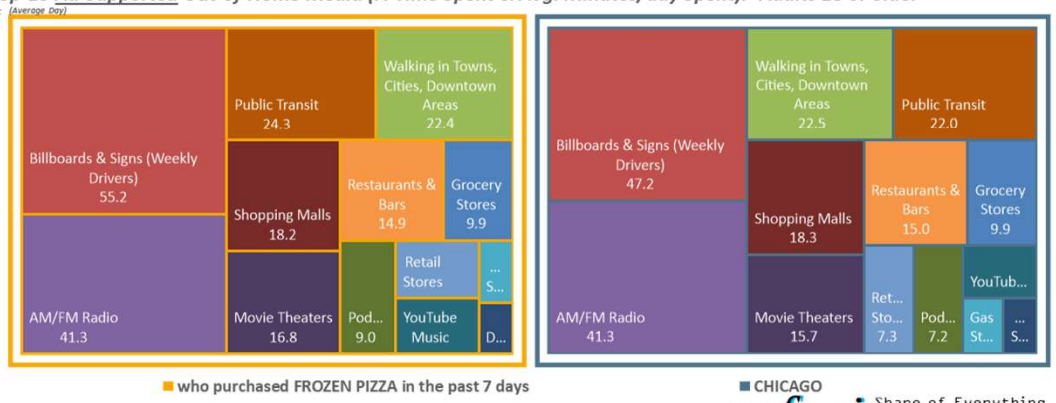
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,311

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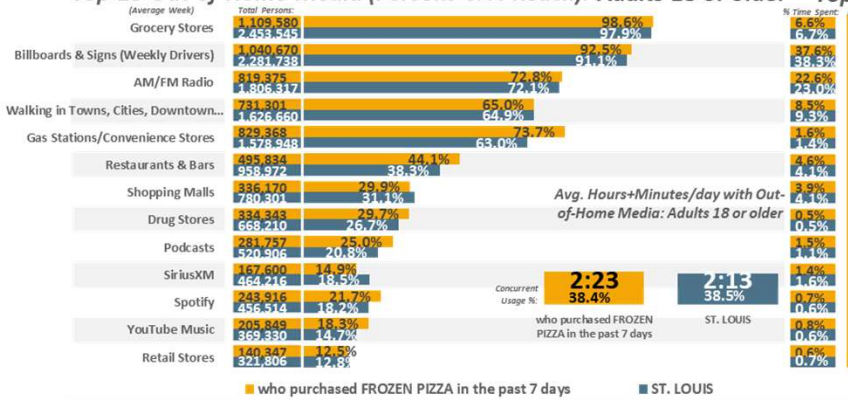
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Food products household used past 7 days (HHLD): Frozen pizza

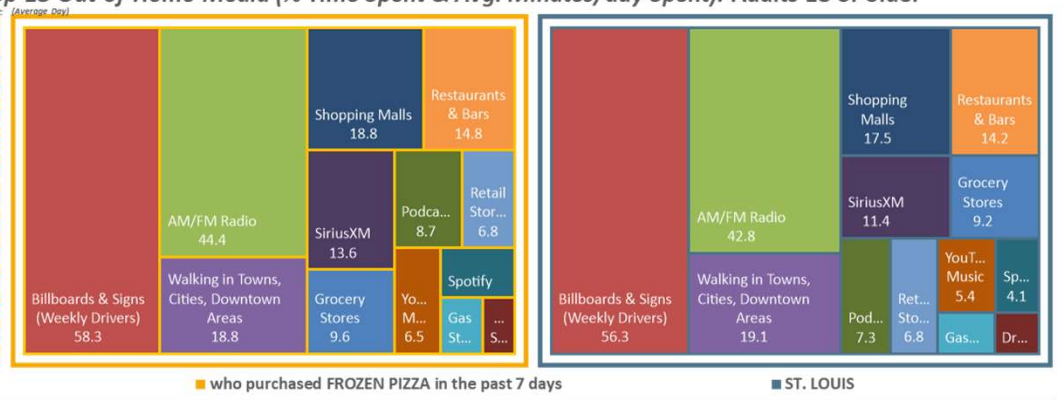


1,040,670 or 92.5% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days spend an average of 58.3 minutes per day driving, seeing Billboards and Signs. 70.3% Listen to Local Radio Stations Out-of-Home for an average of 42.3 minutes/day.

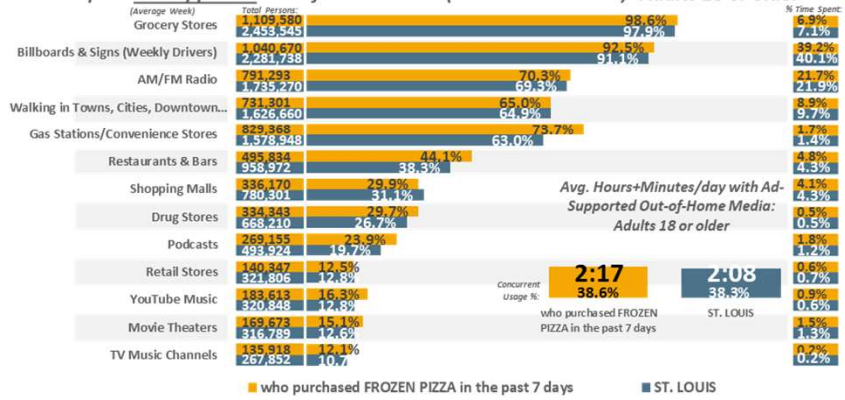
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



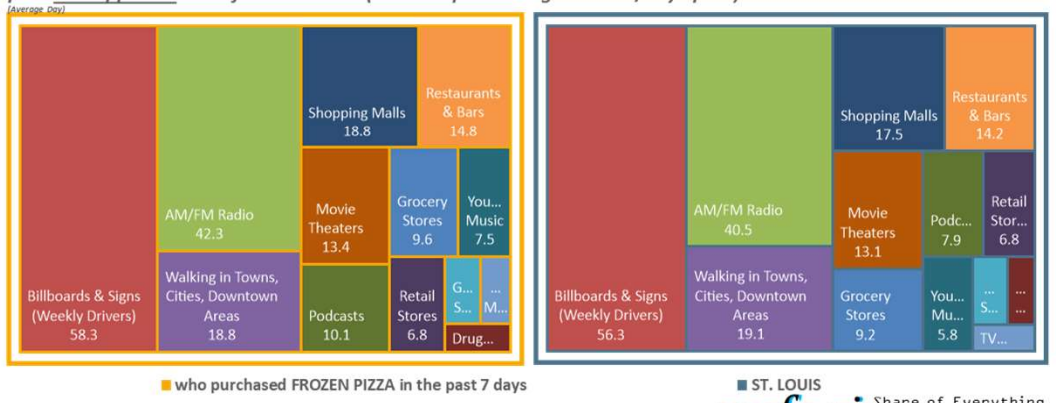
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 773

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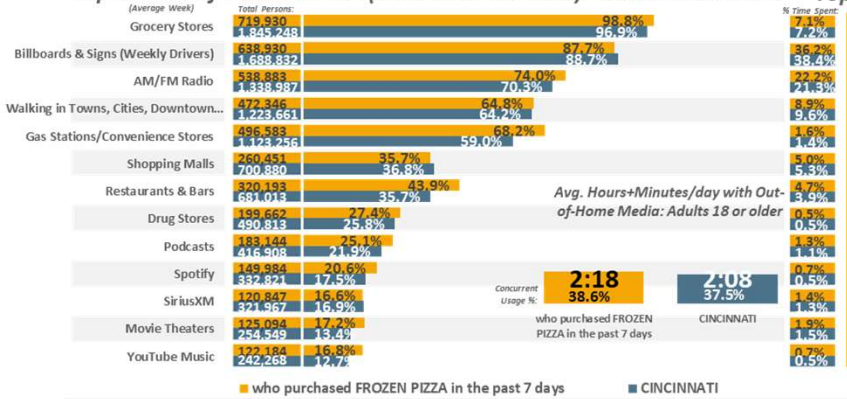
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Food products household used past 7 days (HHLD): Frozen pizza

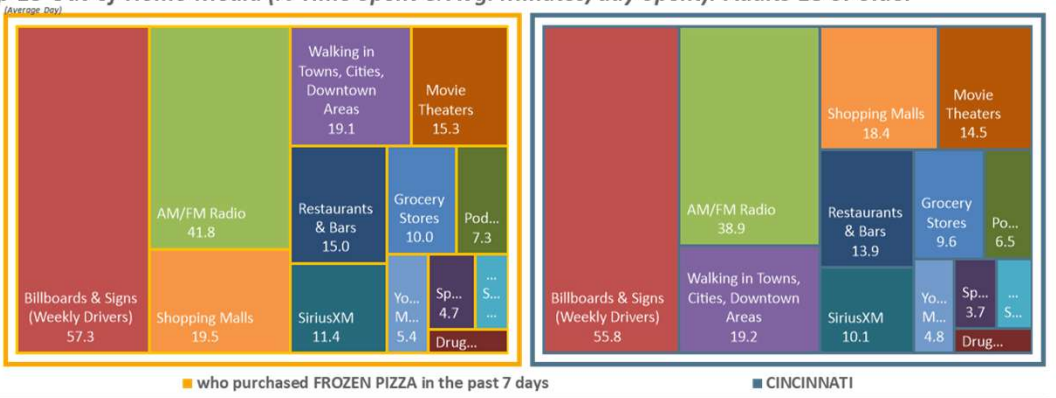


638,930 or 87.7% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days spend an average of 57.3 minutes per day driving, seeing Billboards and Signs. 71.3% Listen to Local Radio Stations Out-of-Home for an average of 40. minutes/day.

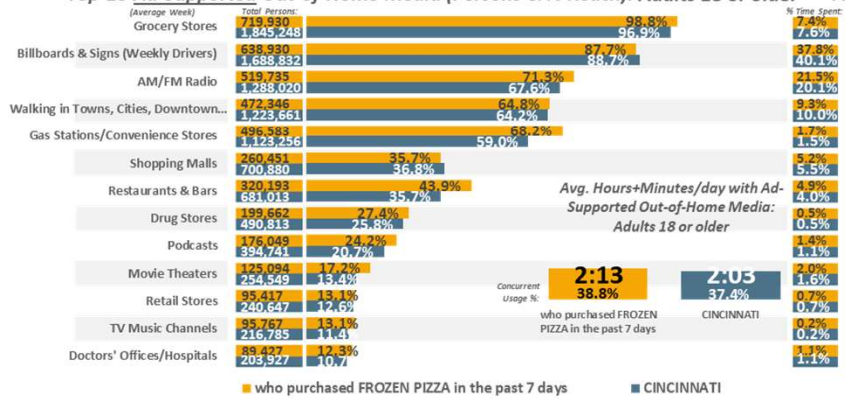
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



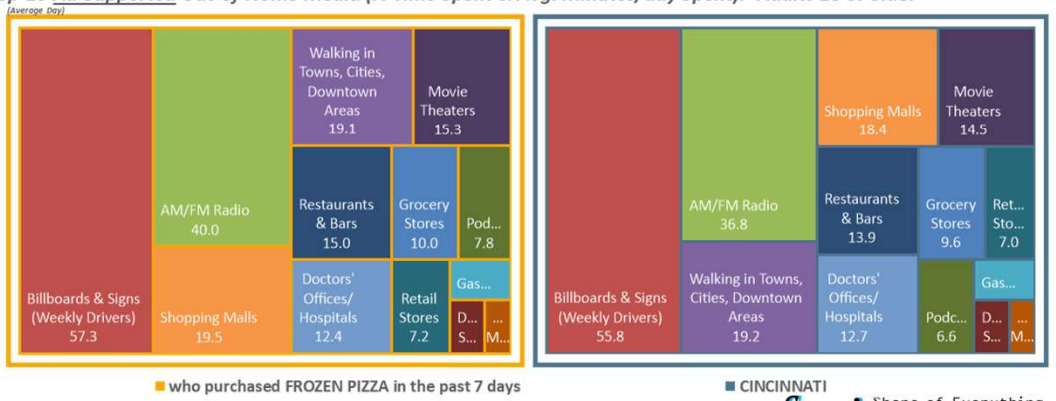
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 660

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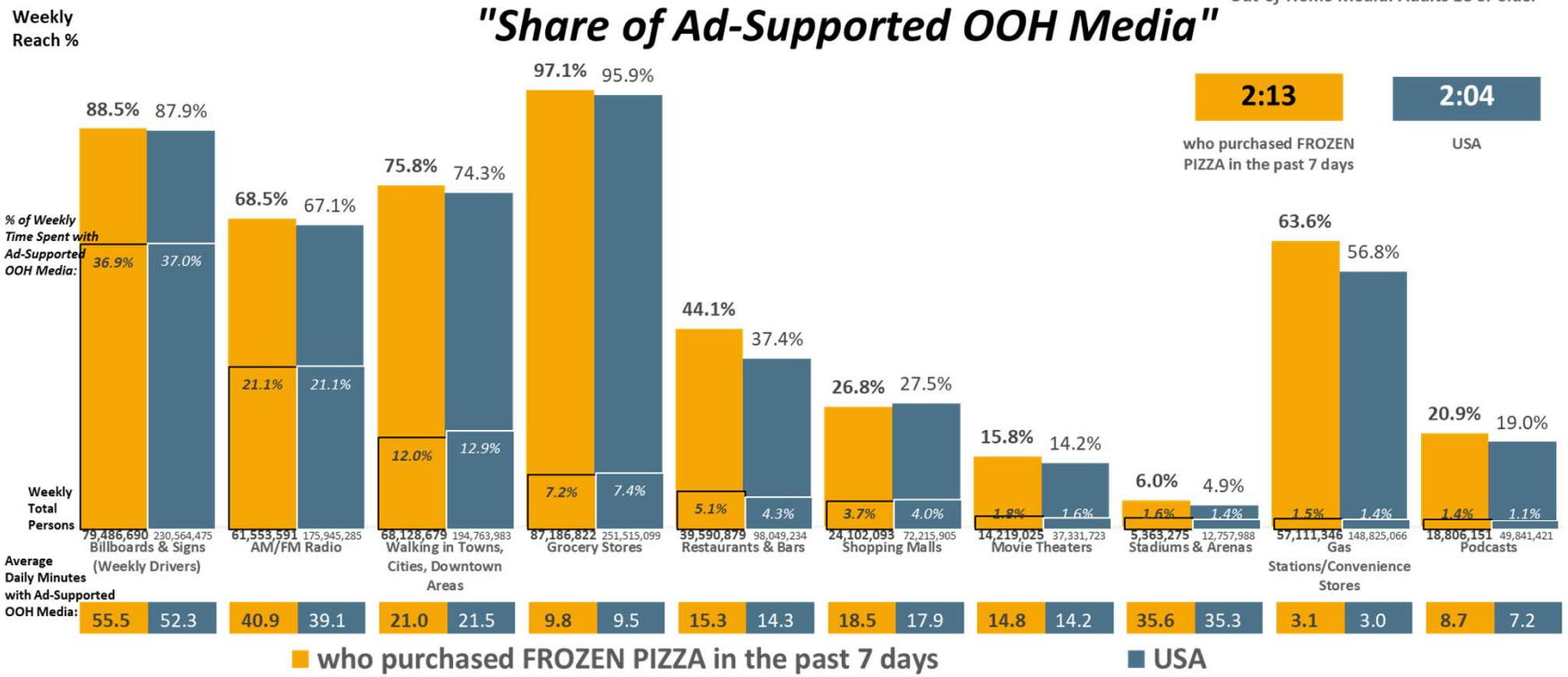
Food products household used past 7 days (HHLD): Frozen pizza



79,486,690 or 88.5% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days spend an average of 55.5 minutes per day driving, seeing Billboards and Signs representing 36.9% 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"



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 7,071

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

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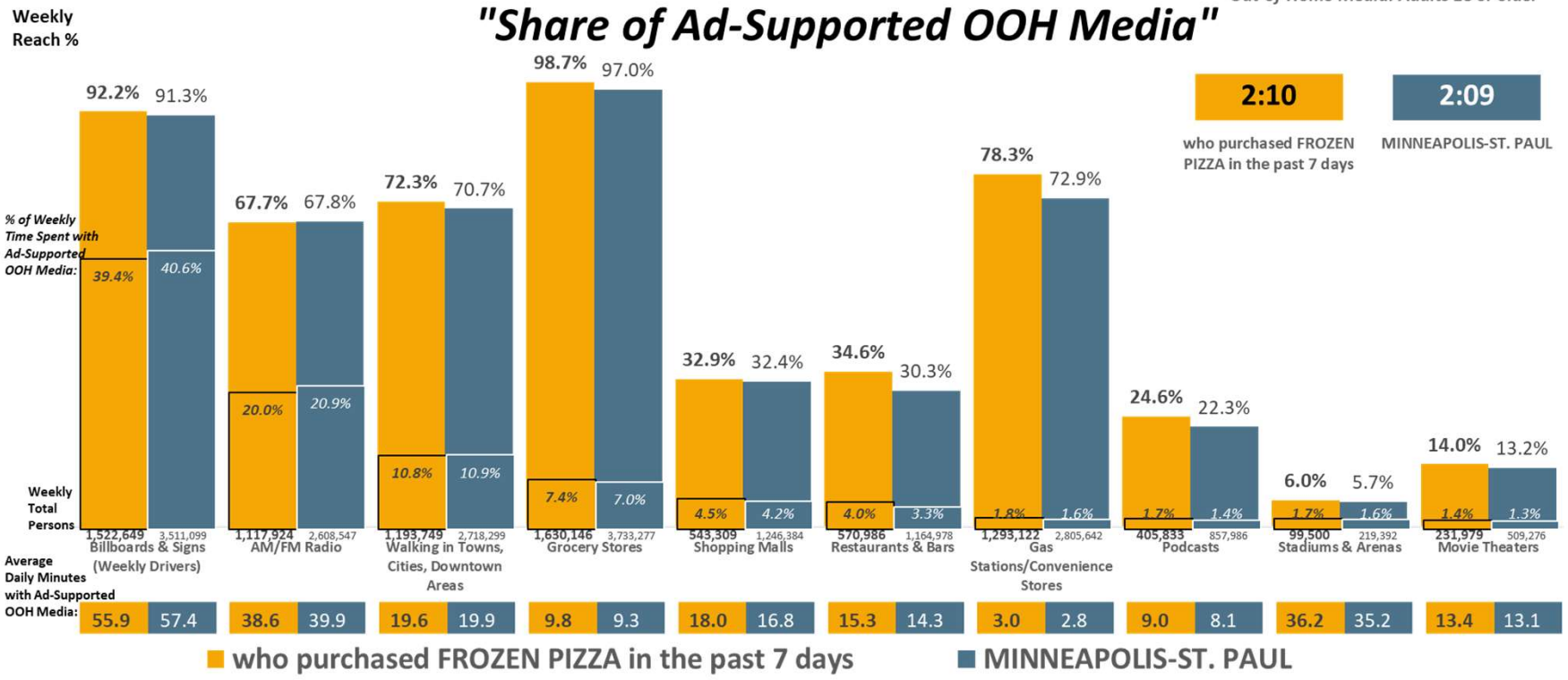
Food products household used past 7 days (HHLD): Frozen pizza



1,522,649 or 92.2% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days spend an average of 55.9 minutes per day driving, seeing Billboards and Signs representing 39.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 784 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,873

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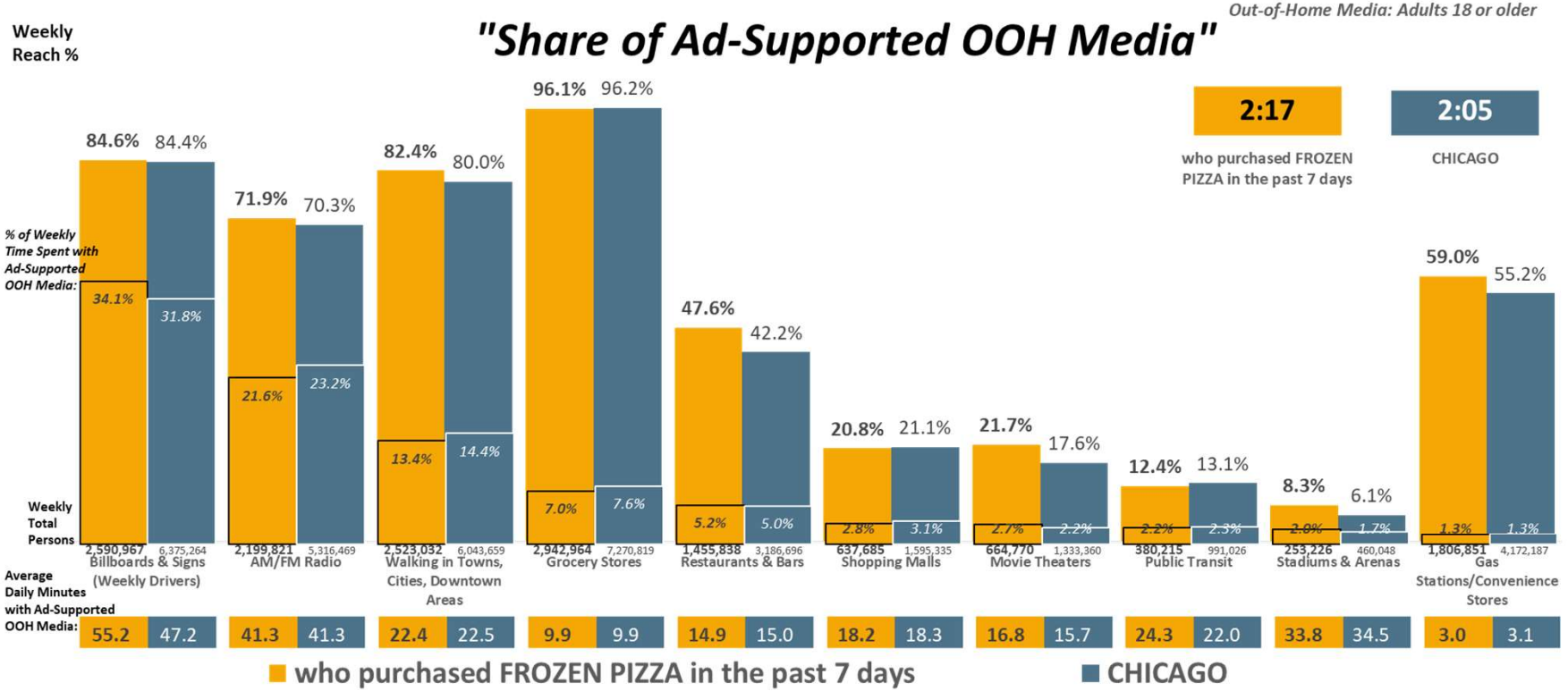
Food products household used past 7 days (HHLD): Frozen pizza



2,590,967 or 84.6% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days spend an average of 55.2 minutes per day driving, seeing Billboards and Signs representing 34.1% 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"



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,311 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

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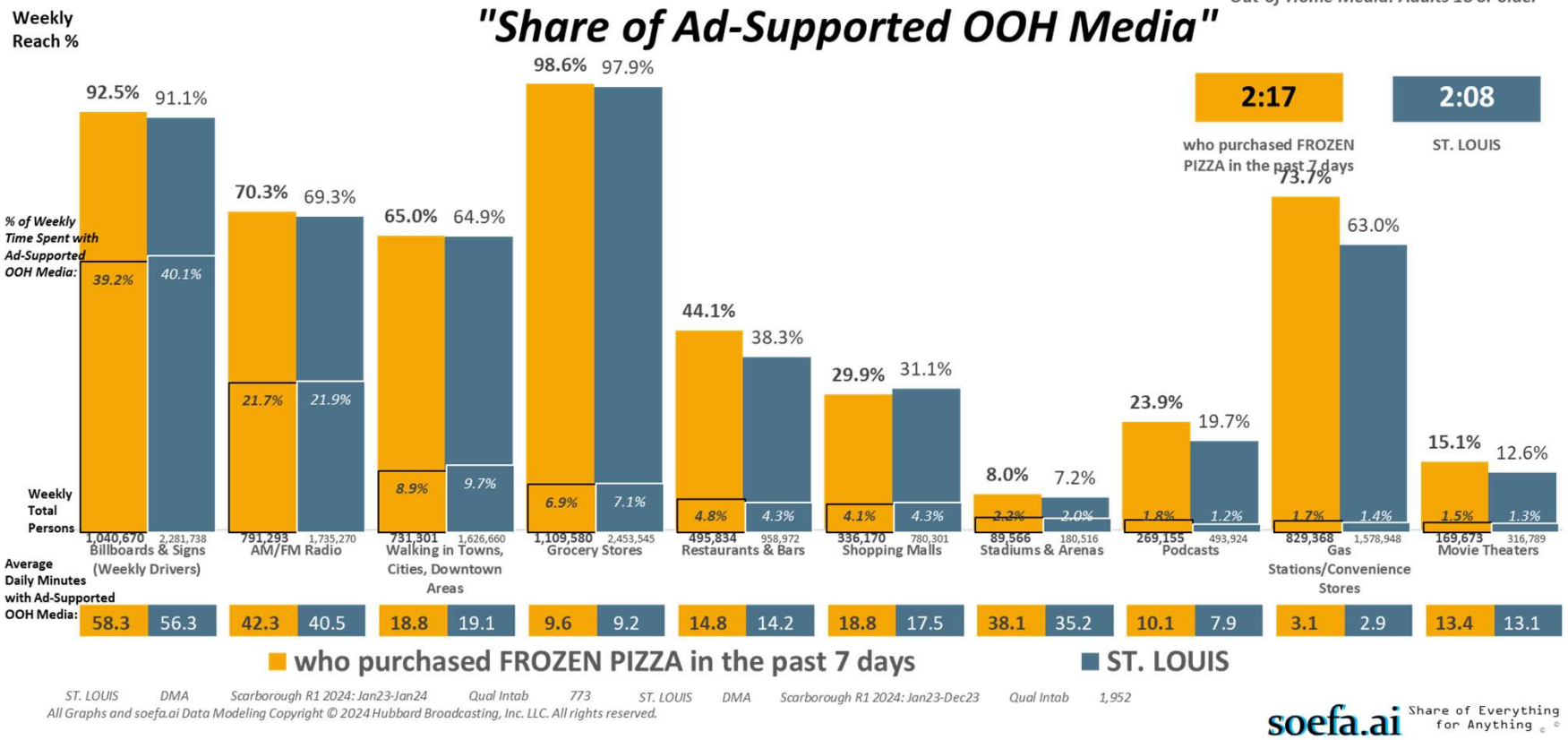
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Food products household used past 7 days (HHLD): Frozen pizza



1,040,670 or 92.5% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days spend an average of 58.3 minutes per day driving, seeing Billboards and Signs representing 39.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 773 ST. LOUIS DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,952

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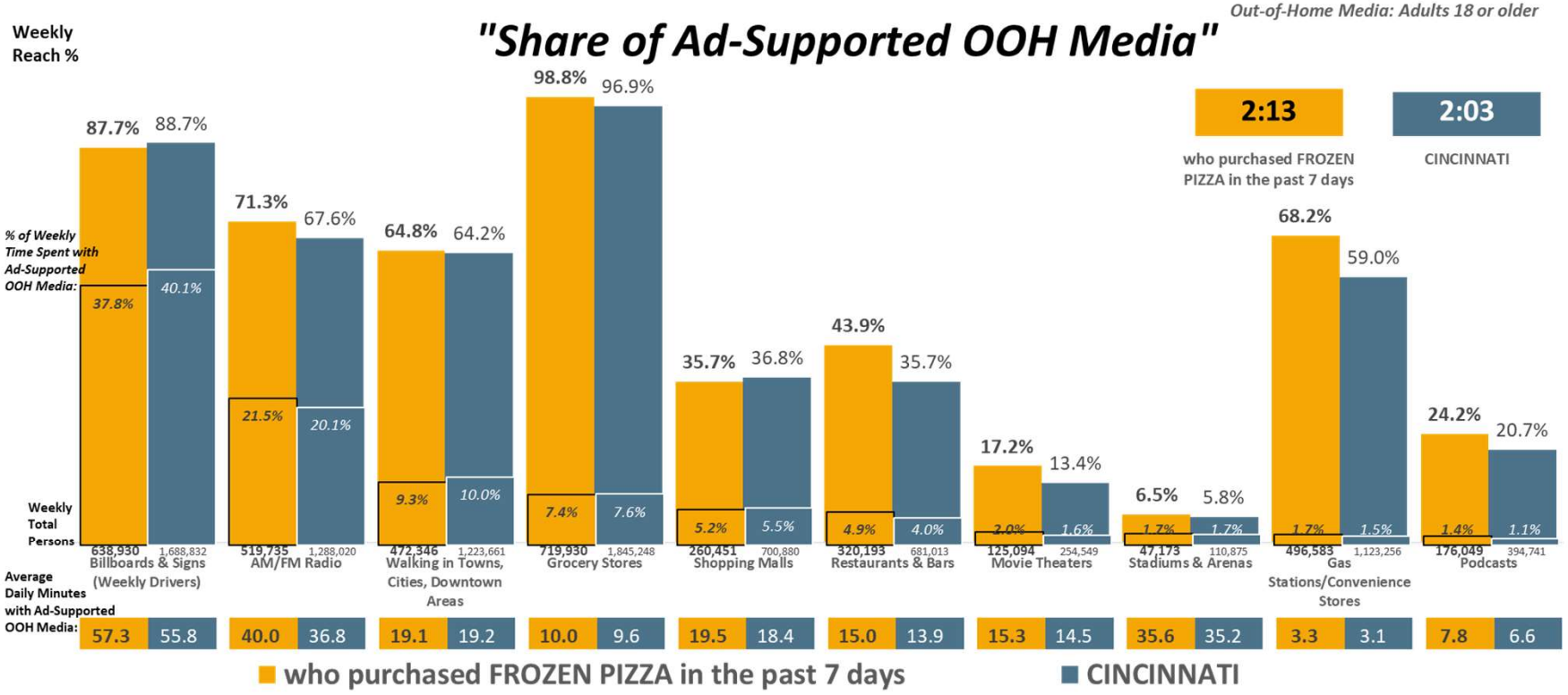
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Food products household used past 7 days (HHLD): Frozen pizza



638,930 or 87.7% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days spend an average of 57.3 minutes per day driving, seeing Billboards and Signs representing 37.8% 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



CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 660 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,928

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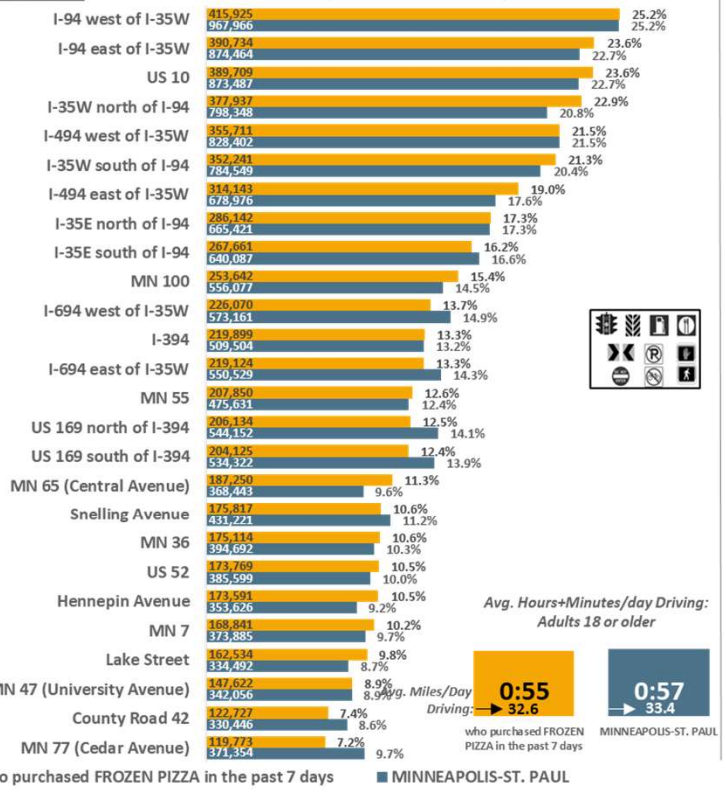
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Food products household used past 7 days (HHLD): Frozen pizza



1,522,649 or 92.2% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days spend an average of 55.9 minutes per day driving an average of 32.6 miles each day and are 18.3% more likely to use MN 65 (Central Avenue) than the Metro average.

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



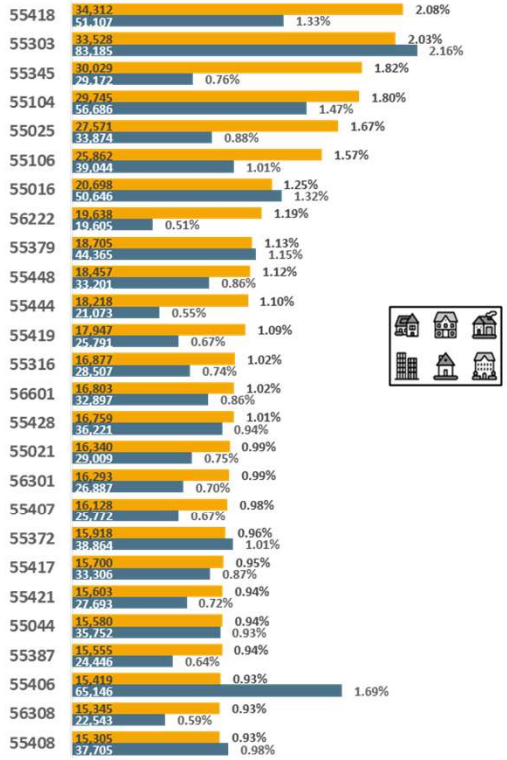
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: 32.6

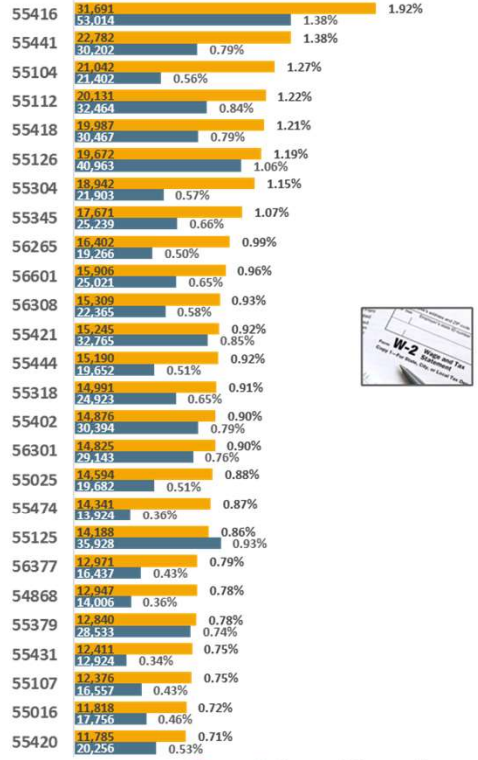
0:55 who purchased FROZEN PIZZA in the past 7 days

0:57 → 33.4 MINNEAPOLIS-ST. PAUL

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 784

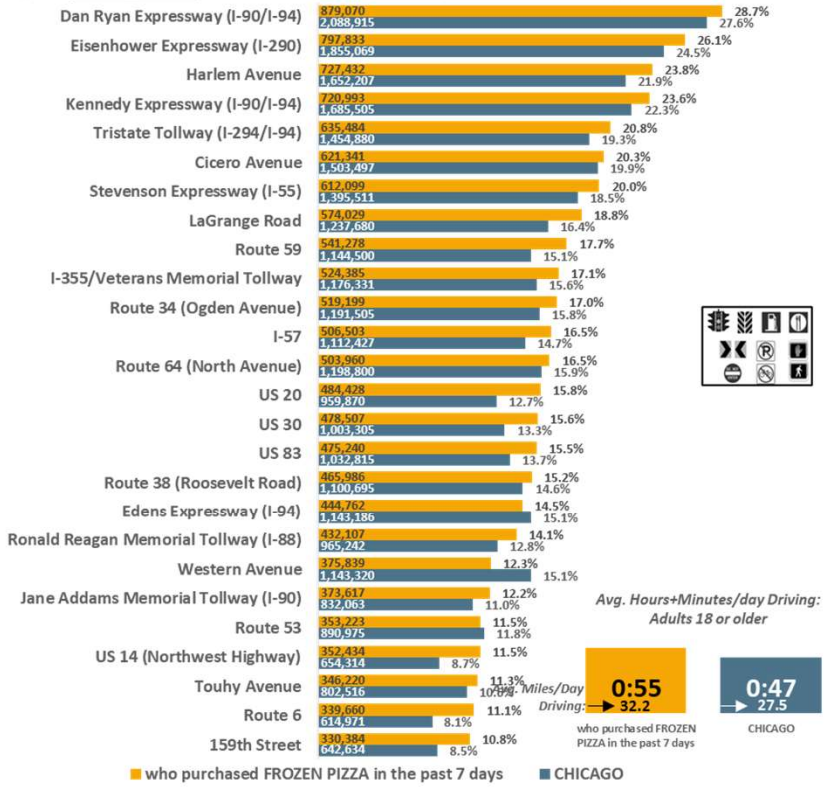
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Food products household used past 7 days (HHLD): Frozen pizza



2,590,967 or 84.6% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days spend an average of 55.2 minutes per day driving an average of 32.2 miles each day and are 24.6% more likely to use US 20 than the Metro average.

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



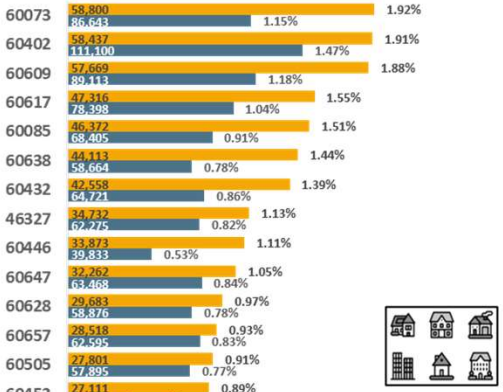
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: 32.2

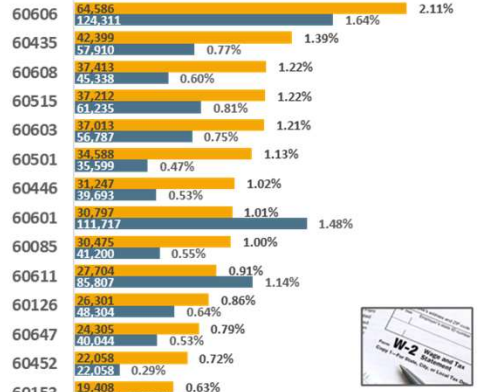
0:55 who purchased FROZEN PIZZA in the past 7 days

0:47 (27.5) CHICAGO

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,311

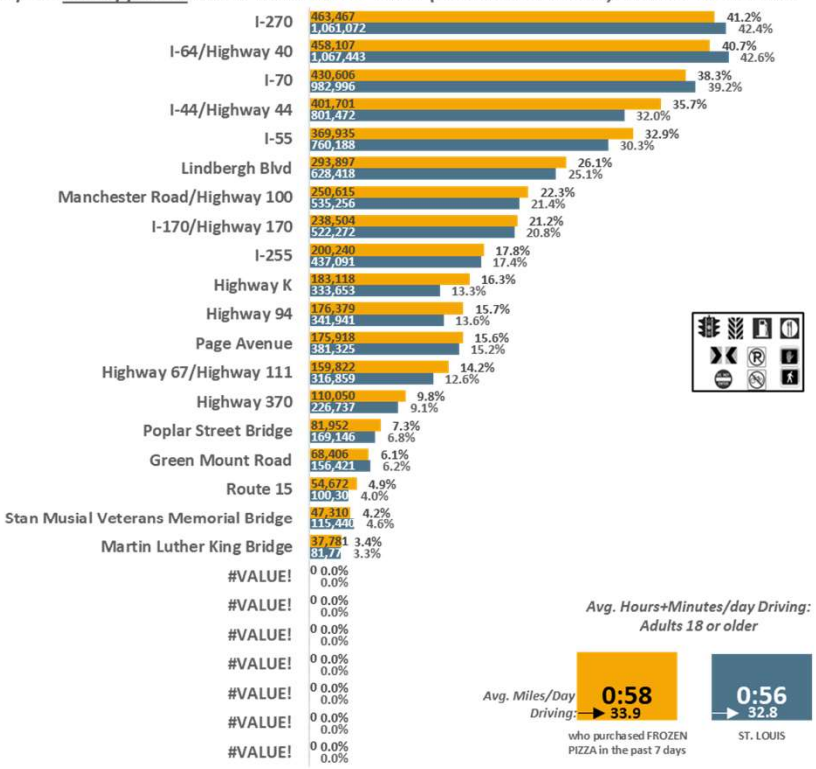
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Food products household used past 7 days (HHLD): Frozen pizza



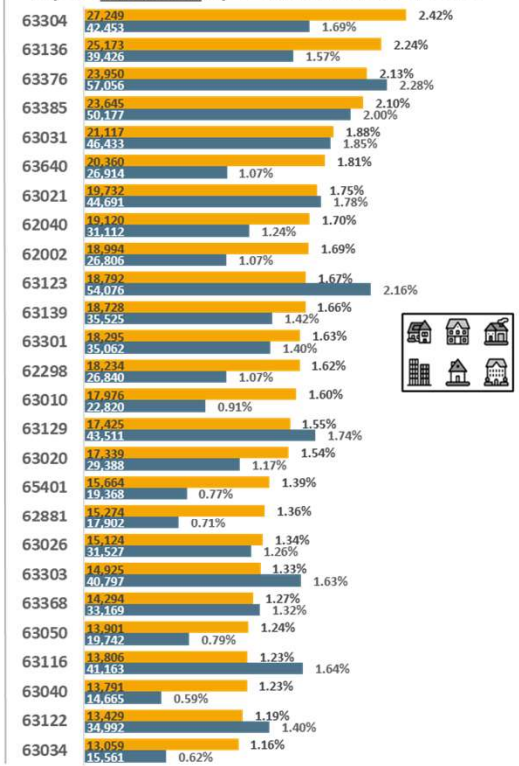
1,040,670 or 92.5% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days spend an average of 58.3 minutes per day driving an average of 33.9 miles each day and are 22.2% more likely to use Highway K than the Metro average.

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

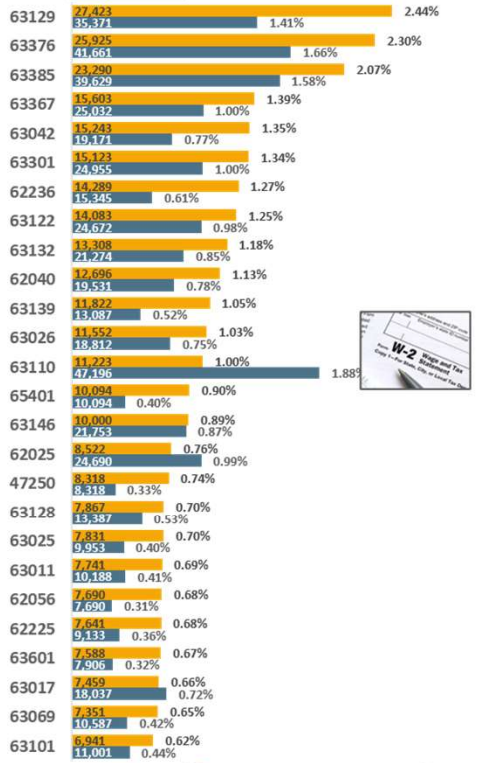


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 773

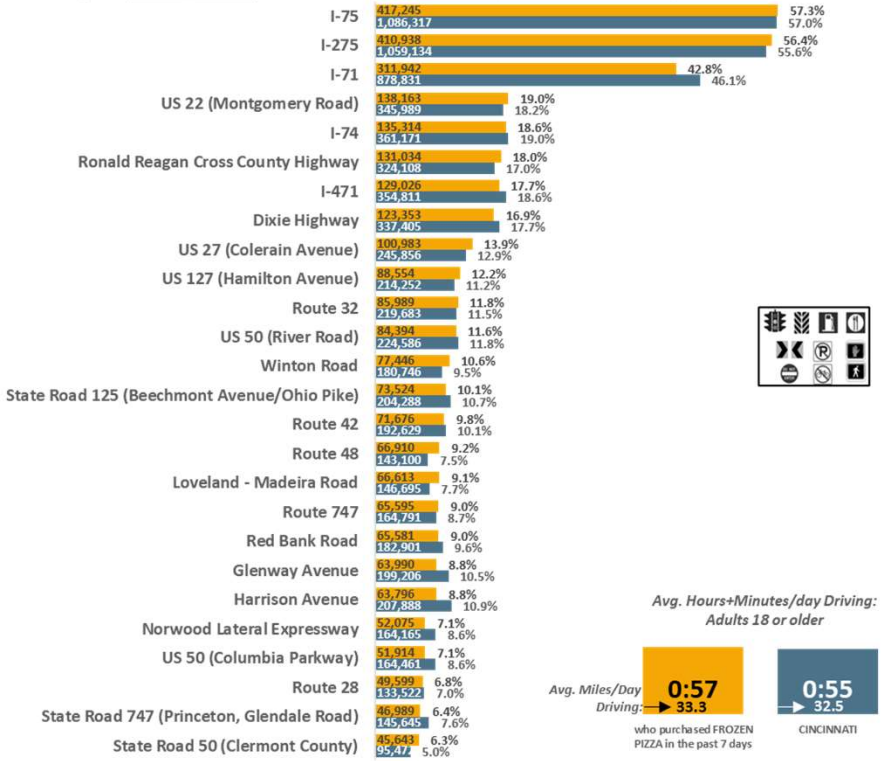
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Food products household used past 7 days (HHLD): Frozen pizza



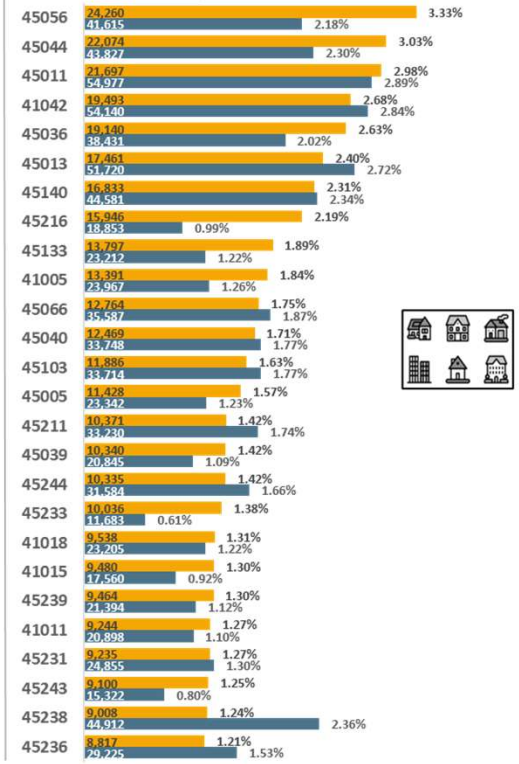
638,930 or 87.7% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days spend an average of 57.3 minutes per day driving an average of 33.3 miles each day and are 22.2% more likely to use Route 48 than the Metro average.

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

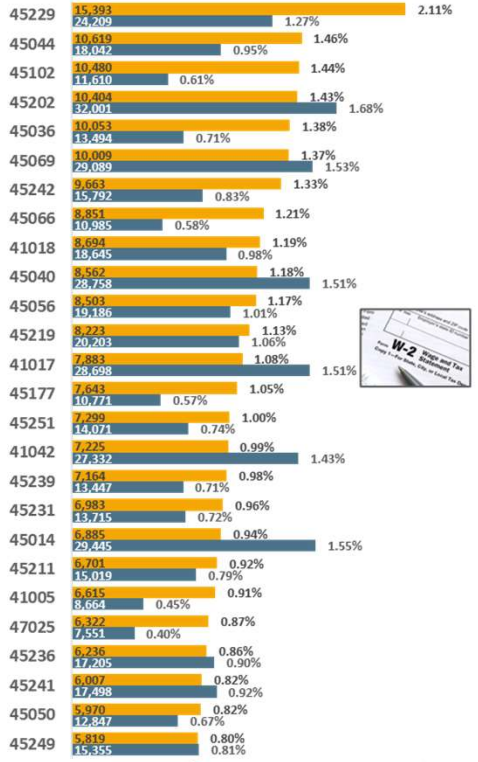


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



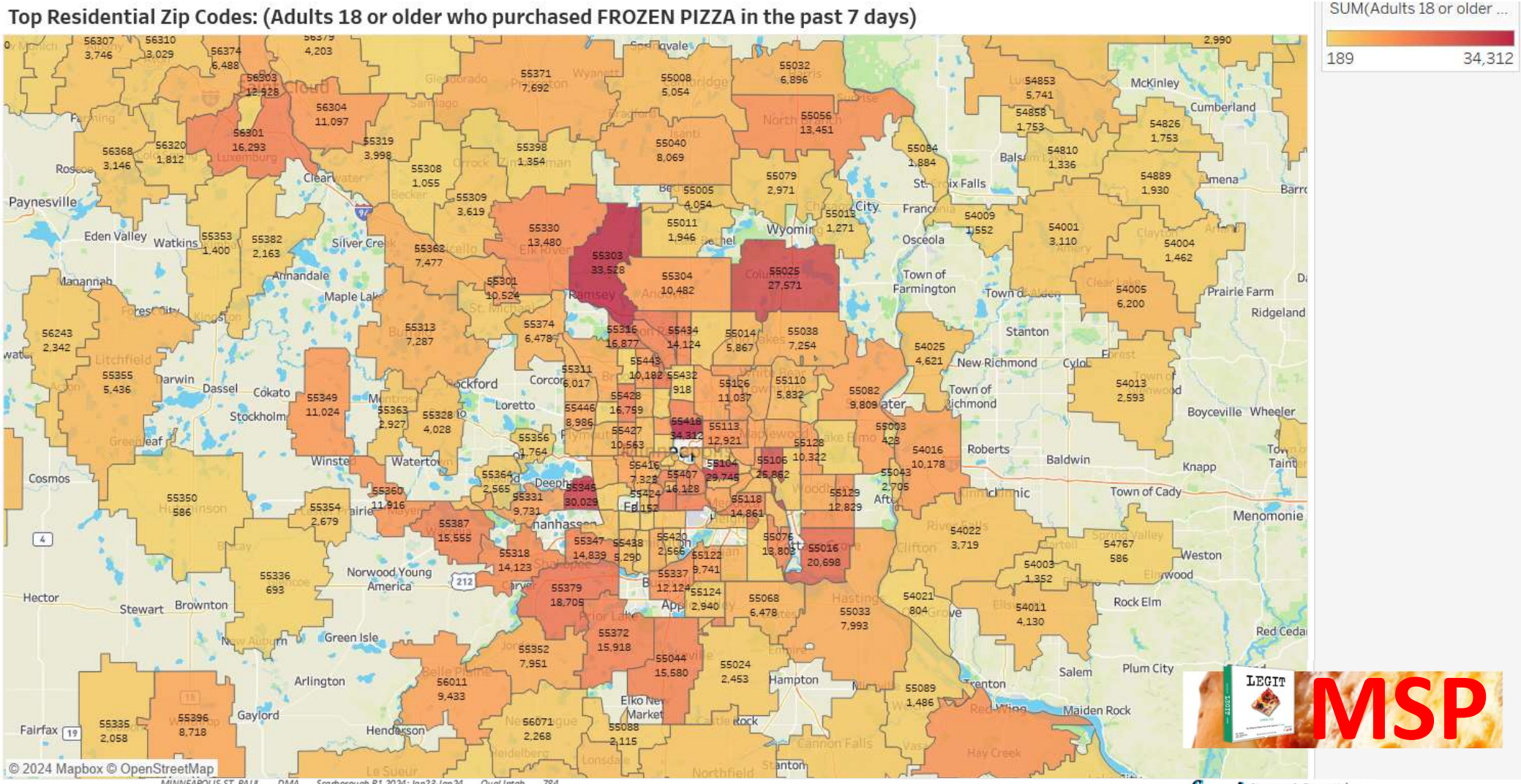
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CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 660

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Food products household used past 7 days (HHLD): Frozen pizza

Top Residential Zip Codes: (Adults 18 or older who purchased FROZEN PIZZA in the past 7 days)



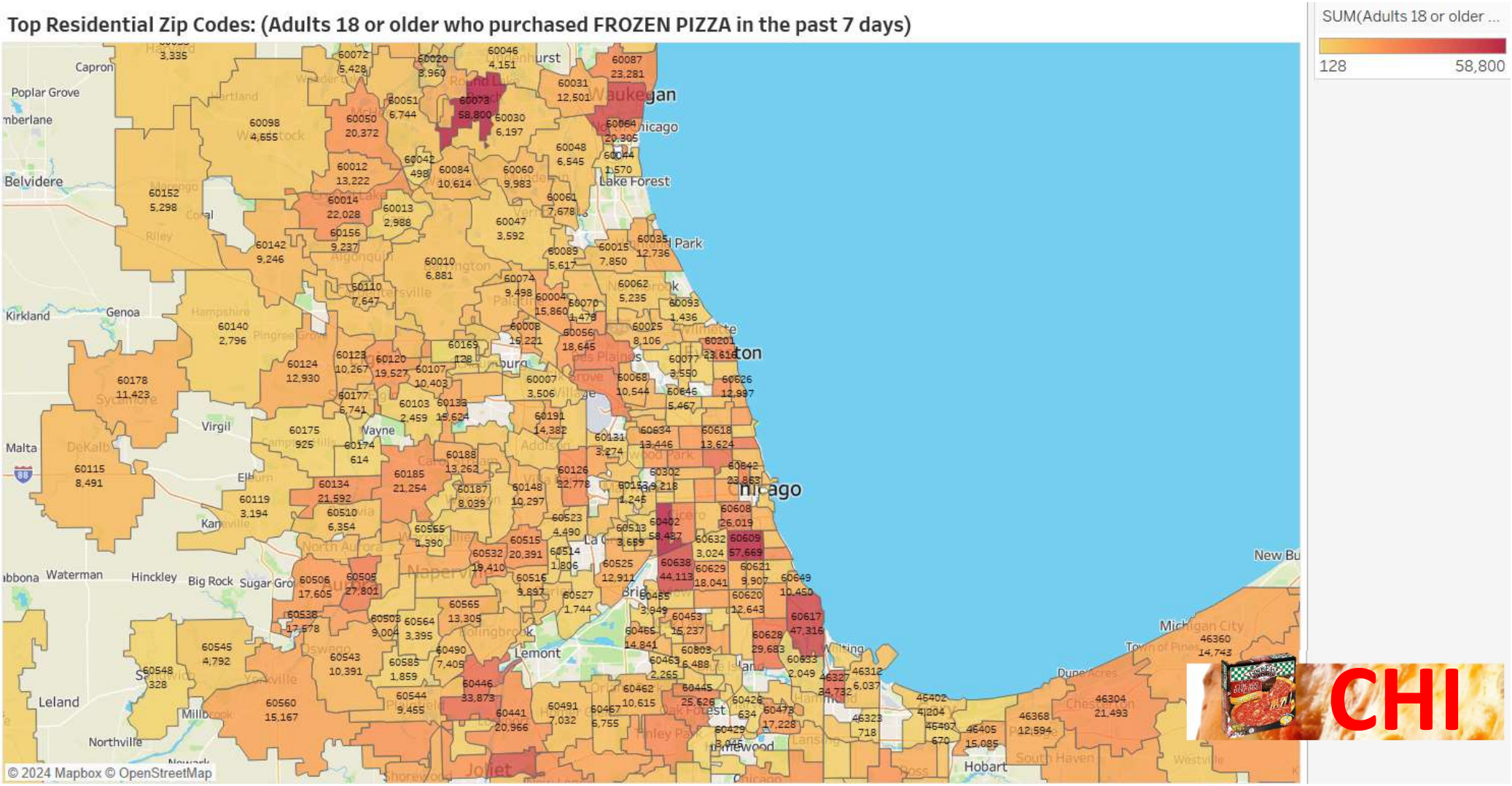
MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 784

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Food products household used past 7 days (HHLD): Frozen pizza

Top Residential Zip Codes: (Adults 18 or older who purchased FROZEN PIZZA in the past 7 days)



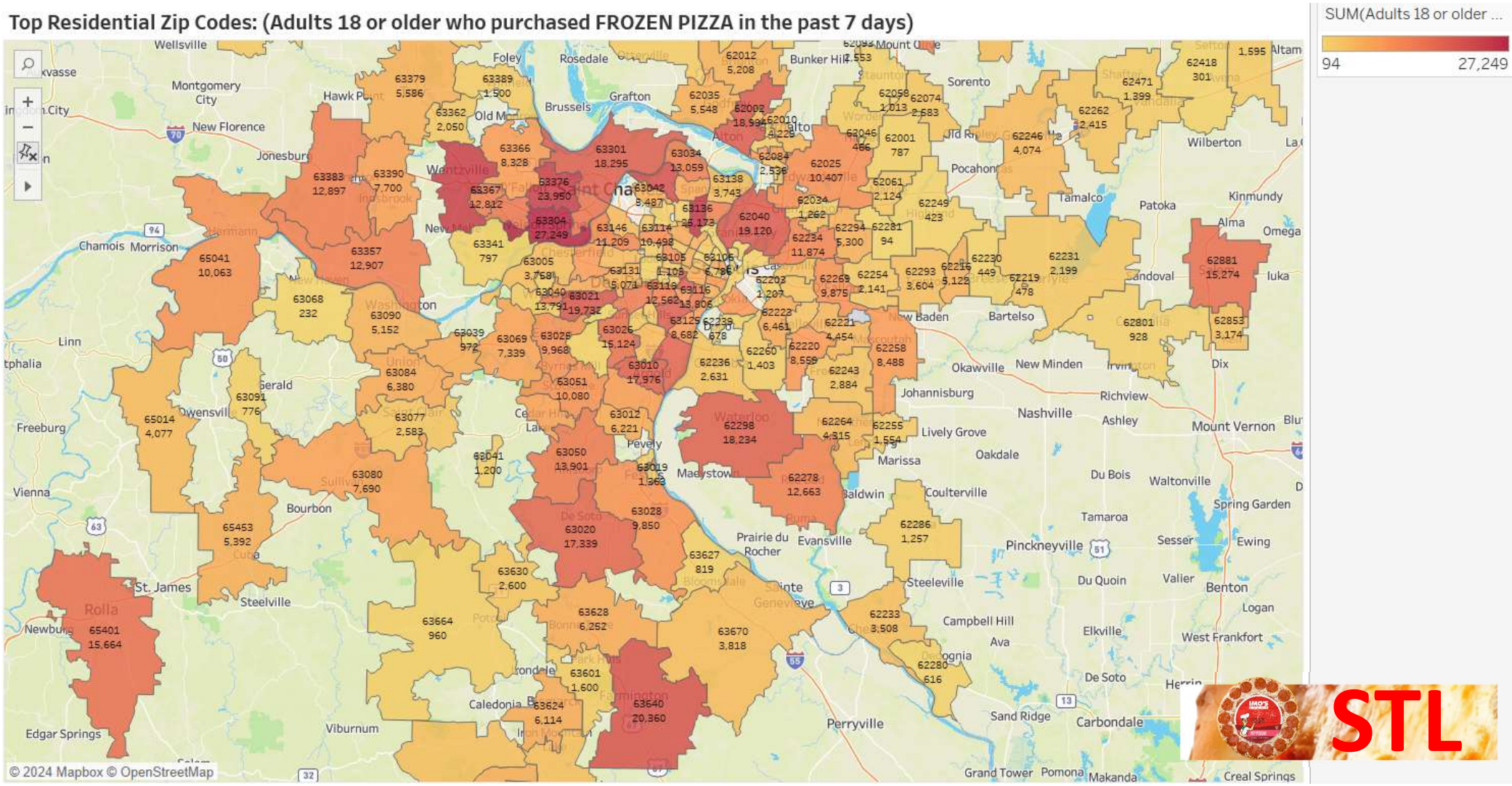
CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,311

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Food products household used past 7 days (HHLD): Frozen pizza

Top Residential Zip Codes: (Adults 18 or older who purchased FROZEN PIZZA in the past 7 days)



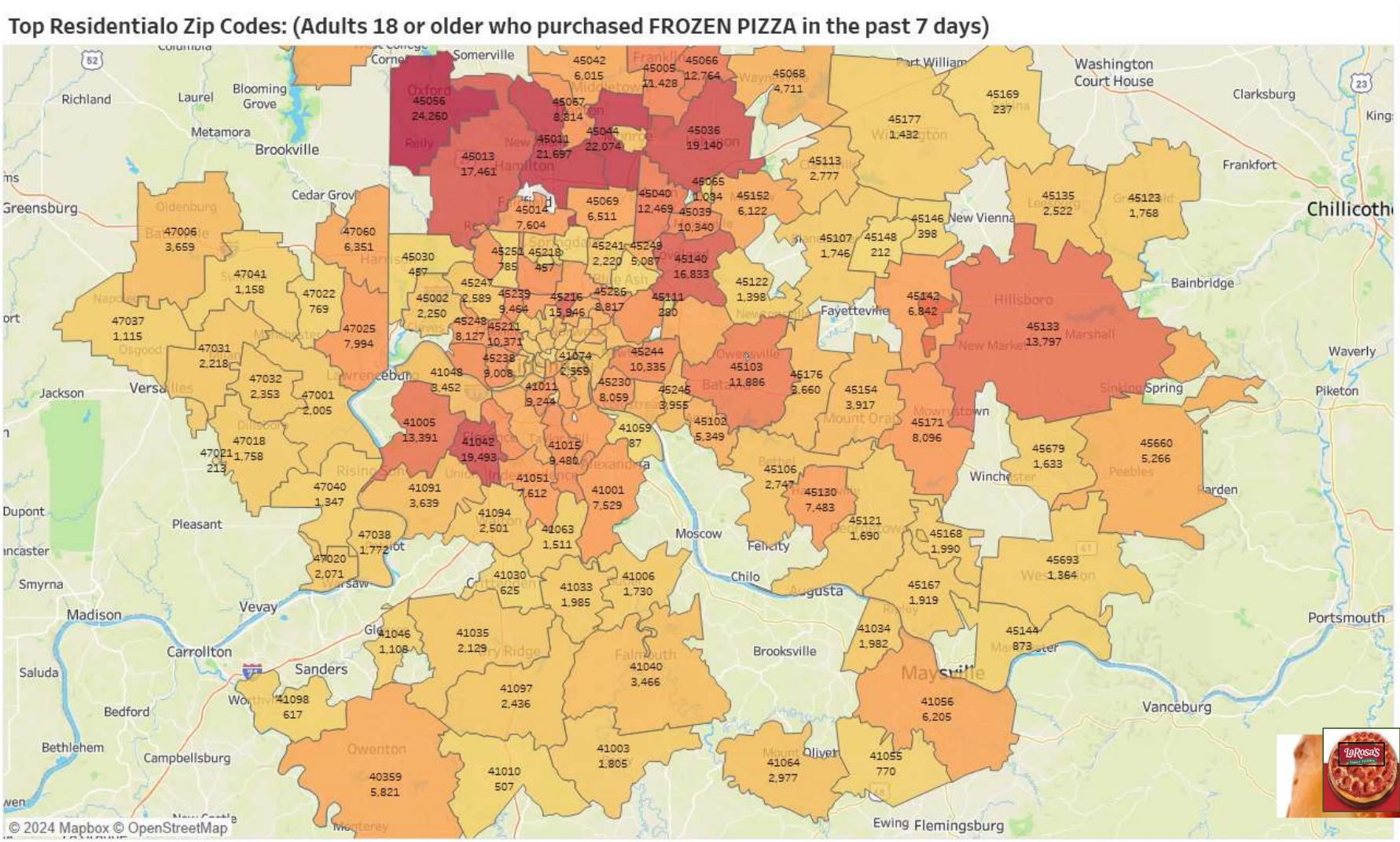
ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 773

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Food products household used past 7 days (HHLD): Frozen pizza

Top Residentialo Zip Codes: (Adults 18 or older who purchased FROZEN PIZZA in the past 7 days)



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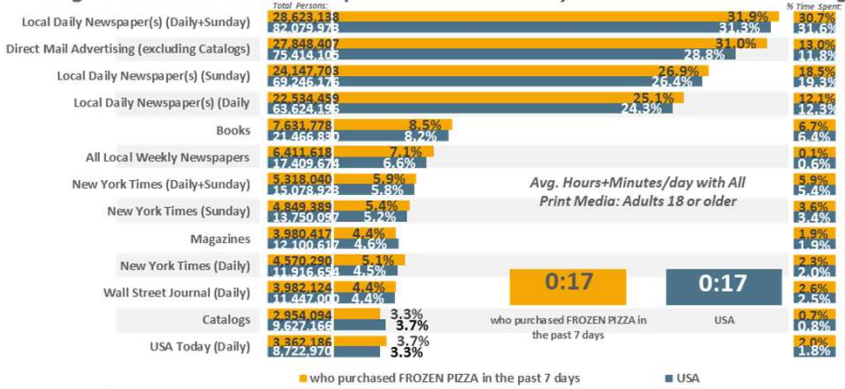
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Food products household used past 7 days (HHLD): Frozen pizza

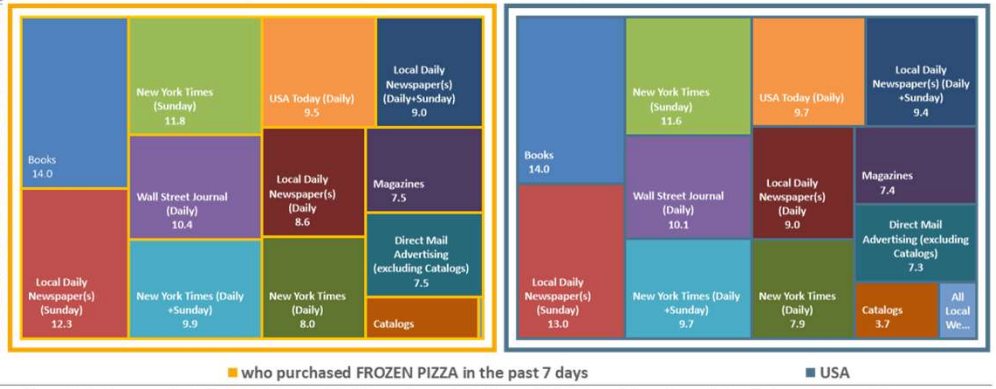


28,623,138 or 31.9% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9. minutes every day representing 32.9% of all time spent daily with All forms of Print Media.

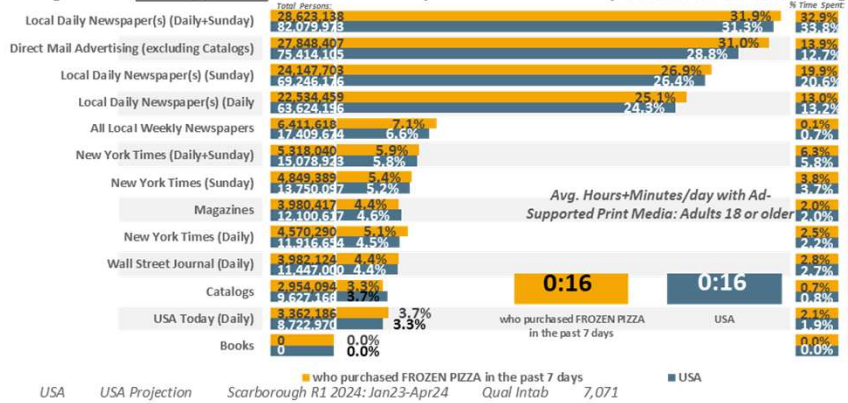
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



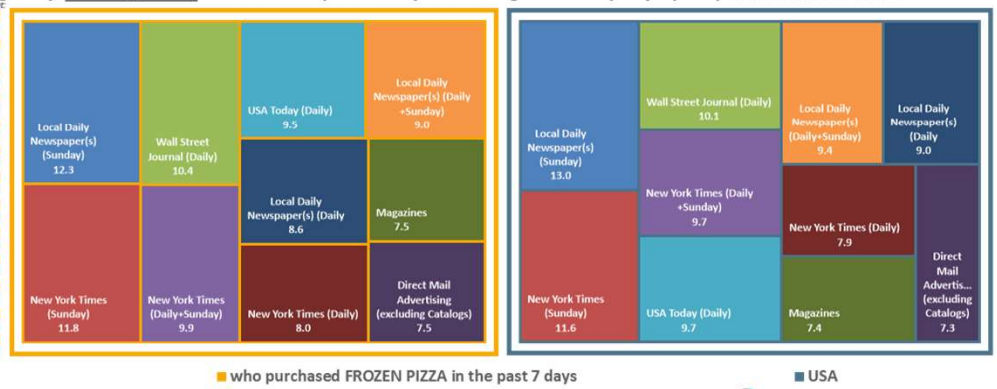
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 7,071

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

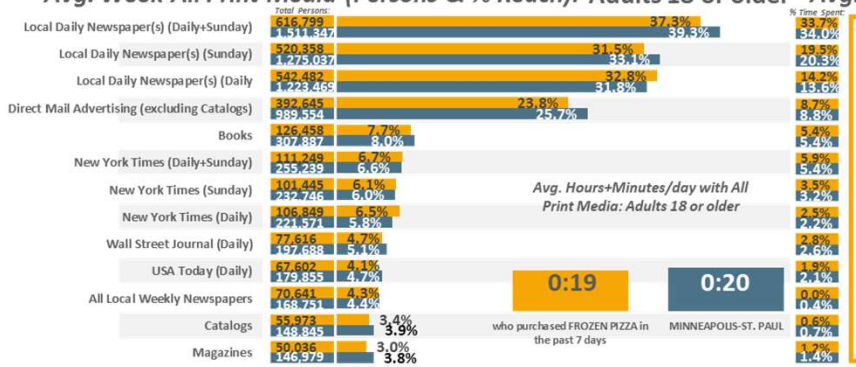
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Food products household used past 7 days (HHLD): Frozen pizza



616,799 or 37.3% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.9 minutes every day representing 35.6% of all time spent daily with All forms of Print Media.

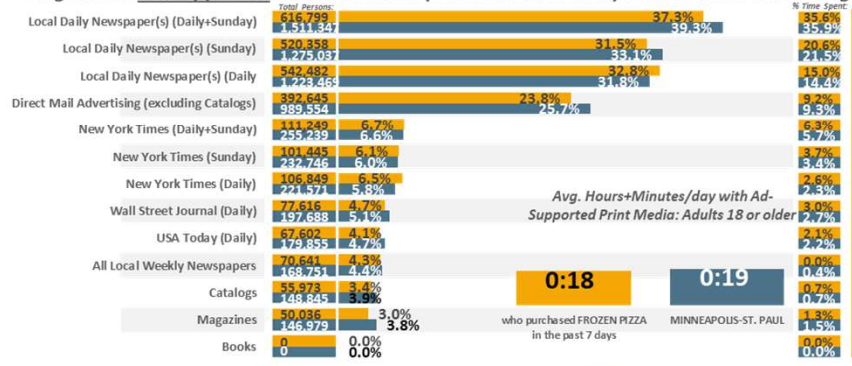
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 784

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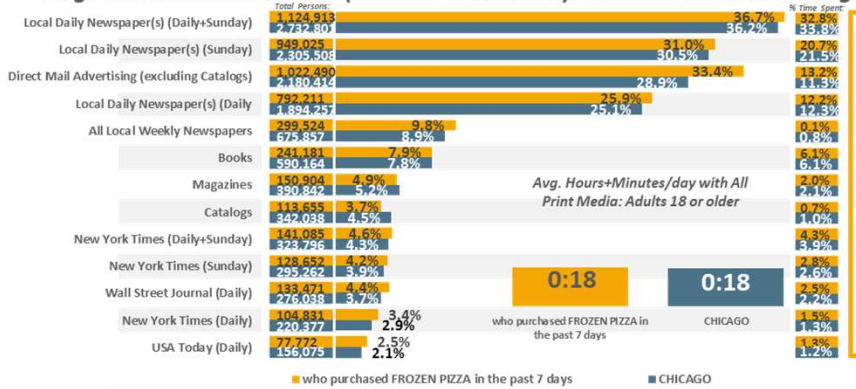
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Food products household used past 7 days (HHLD): Frozen pizza

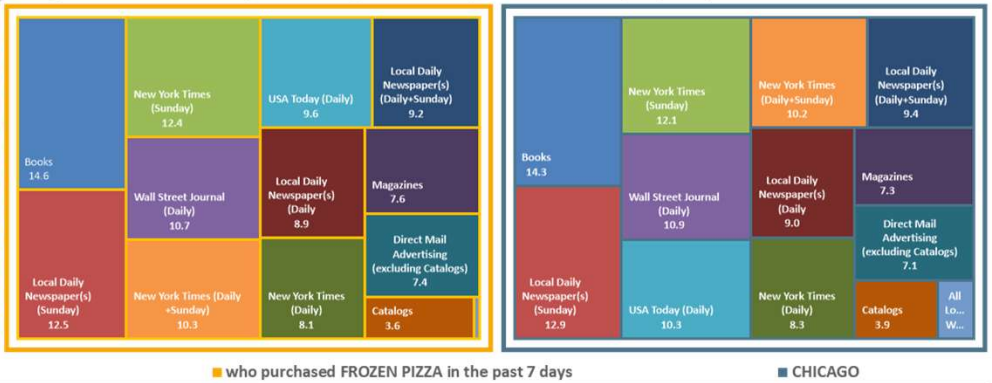


1,124,913 or 36.7% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.2 minutes every day representing 35.% of all time spent daily with All forms of Print Media.

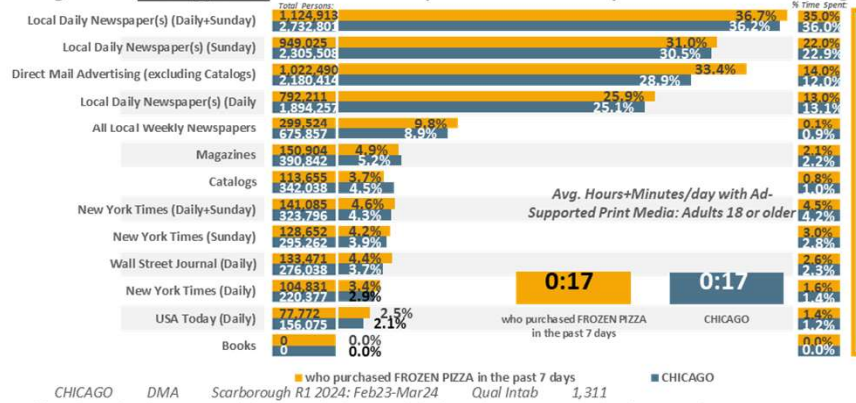
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



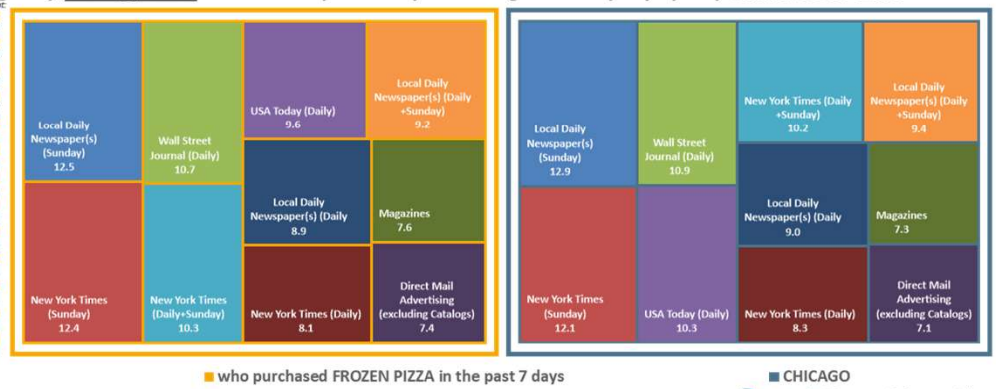
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,311

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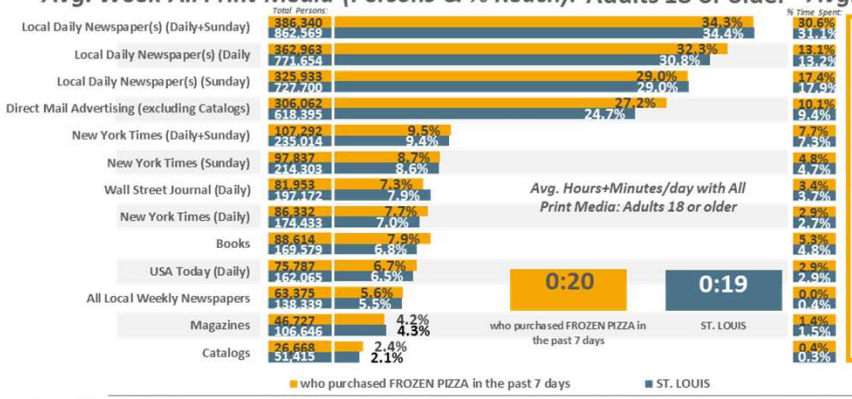
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Food products household used past 7 days (HHLD): Frozen pizza

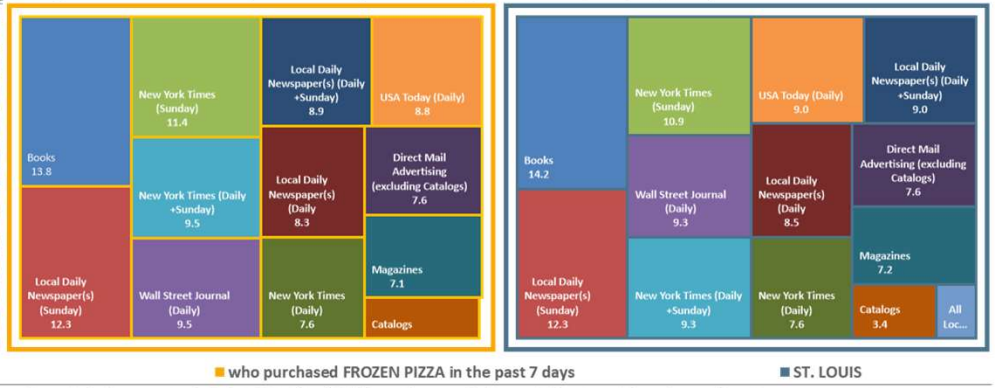


386,340 or 34.3% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.9 minutes every day representing 32.3% of all time spent daily with All forms of Print Media.

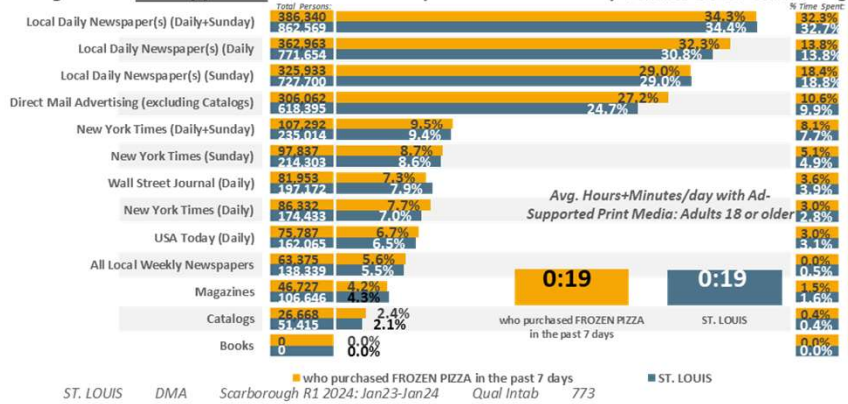
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



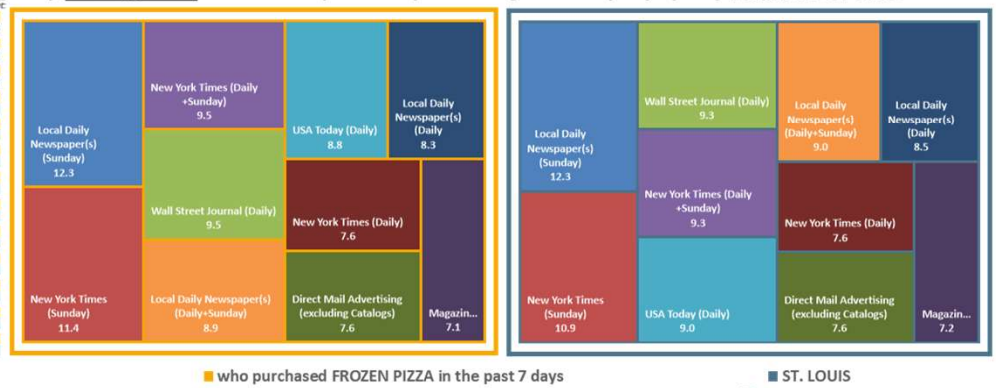
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 773

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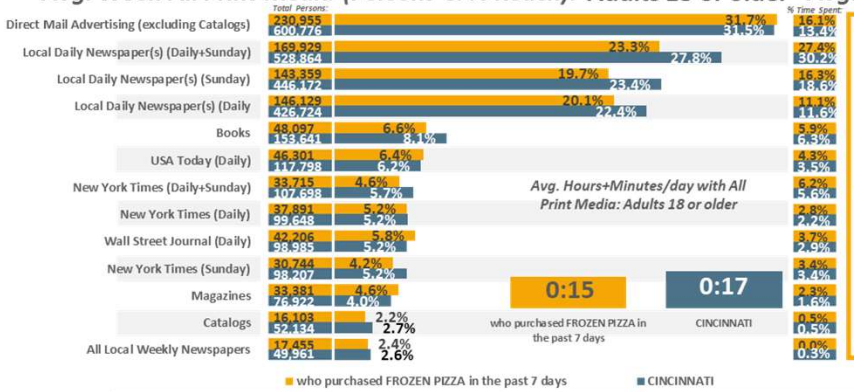
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Food products household used past 7 days (HHLD): Frozen pizza

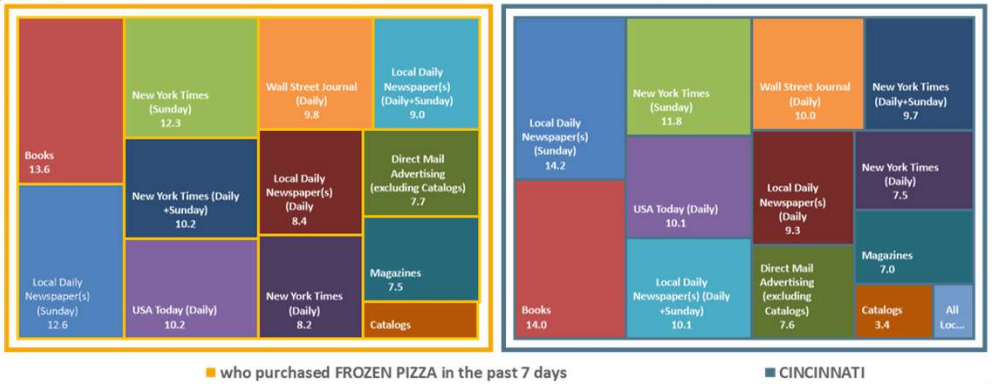


169,929 or 23.3% of Adults 18 or older who purchased FROZEN PIZZA in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9. minutes every day representing 29.1% of all time spent daily with All forms of Print Media.

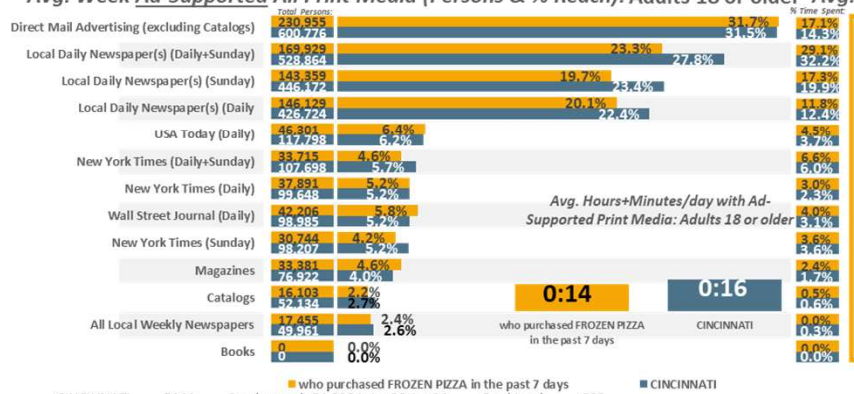
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



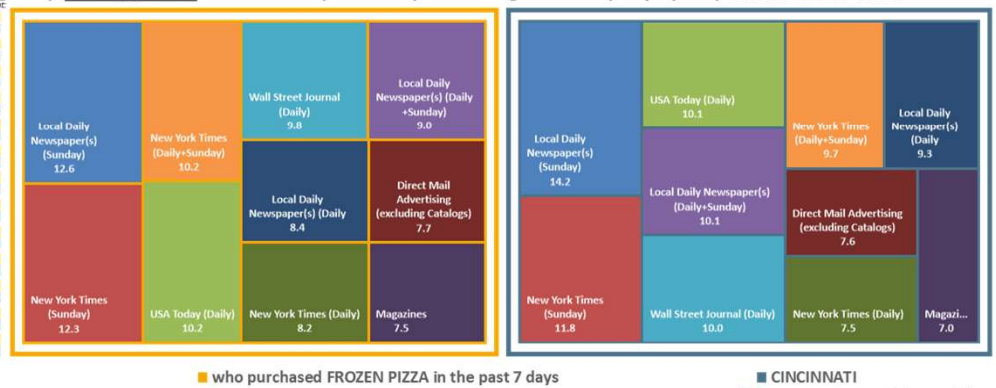
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 660

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Food products household used past 7 days (HHLD): Frozen pizza