USA+4 DMAs – P18+ Purchasing FLOWERS Online past 6mos!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA, and PHOENIX DMA P18+ who Purchased FLOWERS Online in the past 6 months as of SEPTEMBER 2024.

1-800 flowers.com®



1-800 flowers.com USA

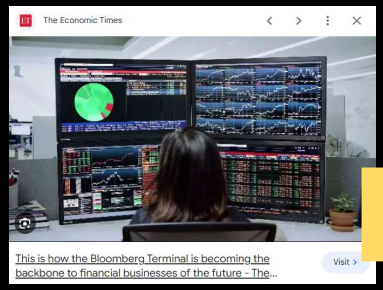
1-800 flowers.com CHI

1-800 flowers.com WDC

1-800 flowers.com SEA

1-800 flowers.com PHX

James F. McCann, Founder and CEO (Largest individual 1 800 Flowers.com shareholder, owning 12.08M shares representing 18.92% of the company).



P18+

Vanguard® BLACKROCK

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

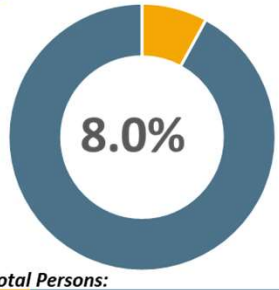
HUBBARD BROADCASTING INC. HB INC.

Items bought on the Internet past 6 months:Household/Grocery: Flowers

1-800 flowers.com USA

8.% or 20,848,769 of USA Adults 18 or older Purchased FLOWERS Online in the past 6 months.
Typical Adults 18 or older who Purchased FLOWERS Online in the past 6 months are 49.7 years old (1.7% older than average) and have a $112,786 (22.% higher than average) annual household income.

Percent of Market: Adults 18 or older

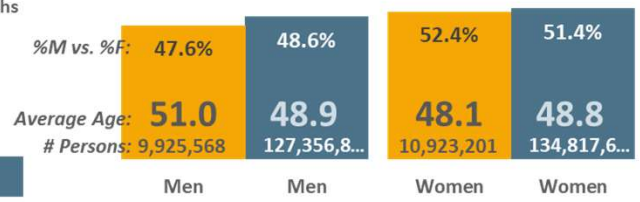


- who Purchased FLOWERS Online in the past 6 months
- Remainder of USA DMAs

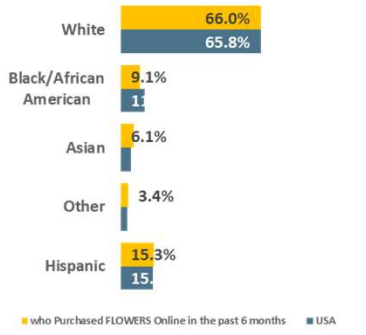
Total Persons:

20,848,769 | 241,325,731

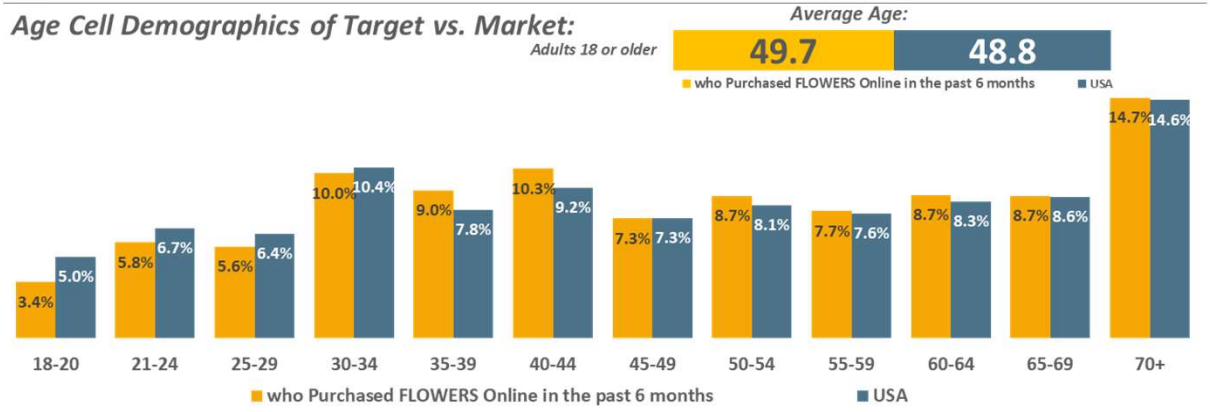
Gender of Target vs. Market: Adults 18 or older



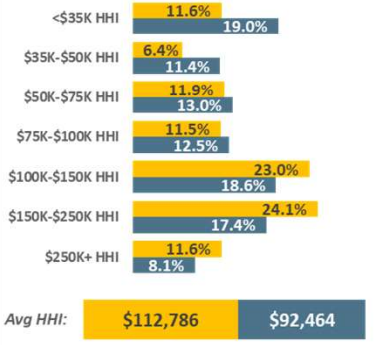
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 1,908

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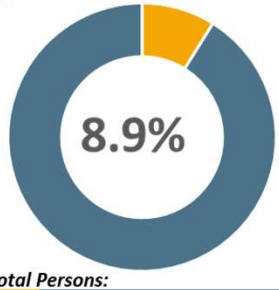
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

Items bought on the Internet past 6 months:Household/Grocery: Flowers

1-800 flowers.com CHI

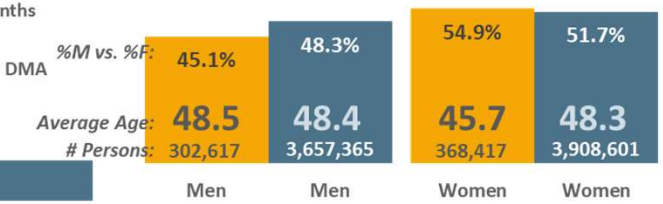
8.9% or 671,034 of CHICAGO DMA Adults 18 or older Purchased FLOWERS Online in the past 6 months. Typical Adults 18 or older who Purchased FLOWERS Online in the past 6 months are 47.1 years old (2.6% younger than average) and have a $123,653 (16.1% higher than average) annual household income.

Percent of Market: Adults 18 or older

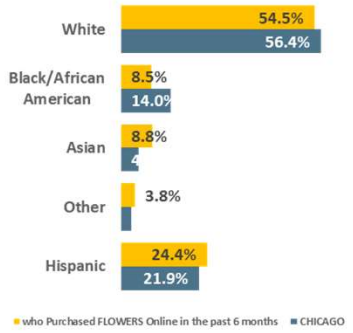


Total Persons:
671,034 | 6,894,932

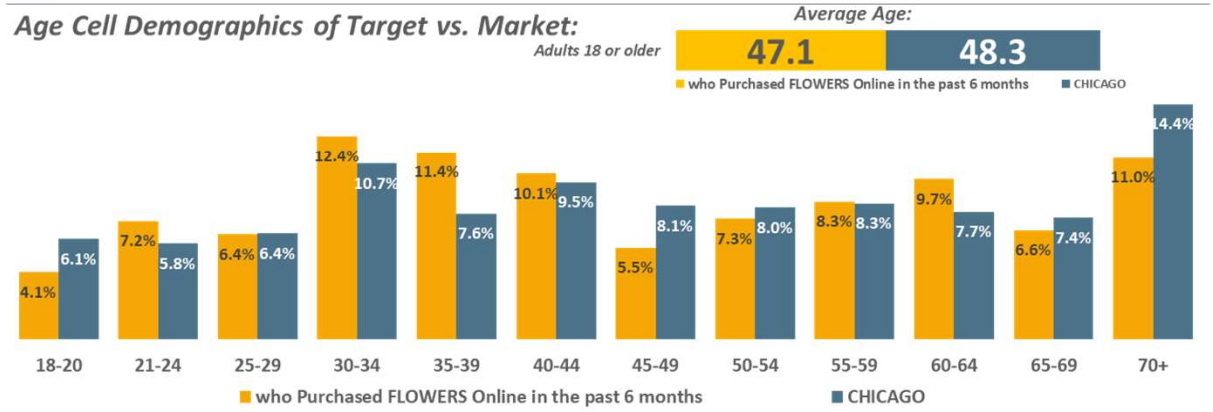
Gender of Target vs. Market: Adults 18 or older



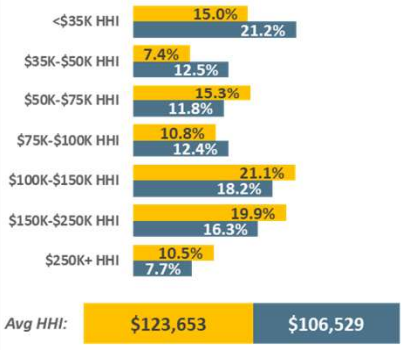
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $123,653 | $106,529

CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 314

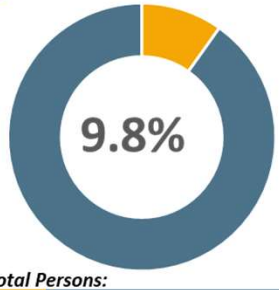
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Items bought on the Internet past 6 months:Household/Grocery: Flowers

1-800 flowers.com WDC

9.8% or 559,693 of WASHINGTON, DC DMA Adults 18 or older Purchased FLOWERS Online in the past 6 months. Typical Adults 18 or older who Purchased FLOWERS Online in the past 6 months are 47.1 years old (1.1% younger than average) and have a $153,271 (15.1% higher than average) annual household income.

Percent of Market: Adults 18 or older



- who Purchased FLOWERS Online in the past 6 months
- Remainder of WASHINGTON, DC DMA

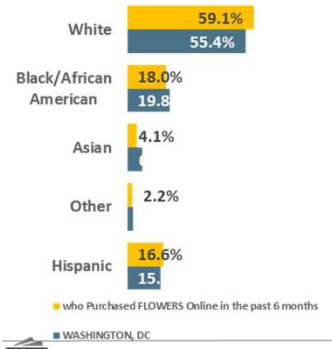
Total Persons:

559,693 | 5,131,653

Gender of Target vs. Market: Adults 18 or older

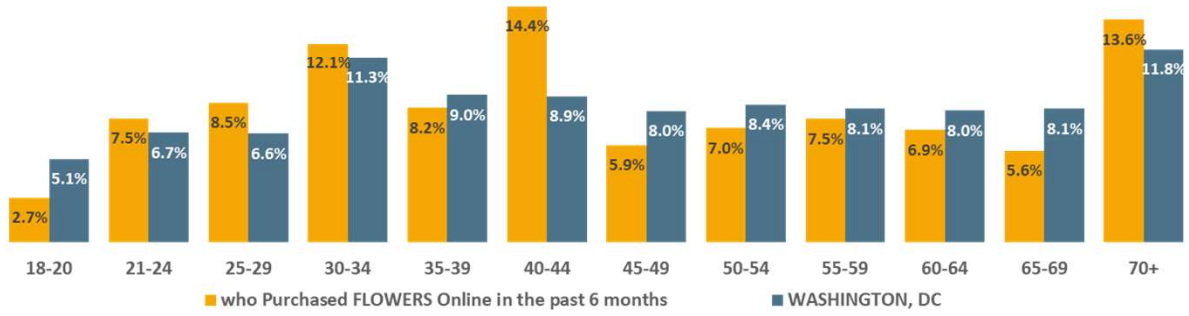
	Men	Men	Women	Women
%M vs. %F:	53.4%	47.9%	46.6%	52.1%
Average Age:	49.5	47.8	43.1	47.5
# Persons:	298,694	2,723,517	260,999	2,967,829

Ethnicity of Target vs. Market:

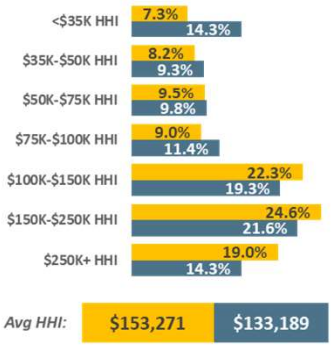


Age Cell Demographics of Target vs. Market:

Adults 18 or older	Average Age: 47.1	47.6



HHI of Target vs. Market:



Avg HHI:	$153,271	$133,189

WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 530

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Items bought on the Internet past 6 months:Household/Grocery: Flowers

1-800 flowers.com SEA

8.5% or 384,867 of SEATTLE-TACOMA DMA Adults 18 or older Purchased FLOWERS Online in the past 6 months. Typical Adults 18 or older who Purchased FLOWERS Online in the past 6 months are 48.8 years old (1.1% older than average) and have a $147,969 (20.6% higher than average) annual household income.

Percent of Market: Adults 18 or older

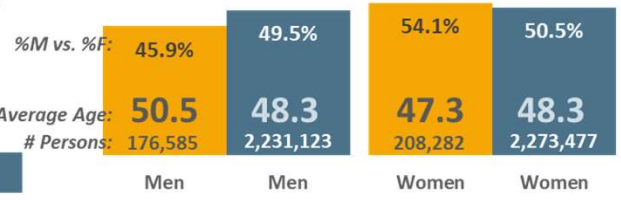


- who Purchased FLOWERS Online in the past 6 months
- Remainder of SEATTLE-TACOMA DMA

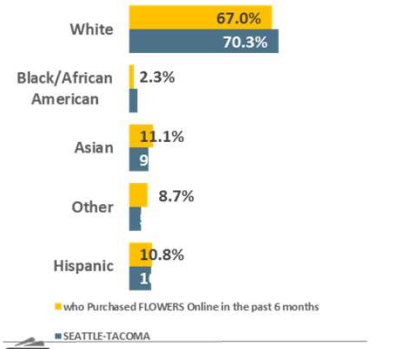
Total Persons:



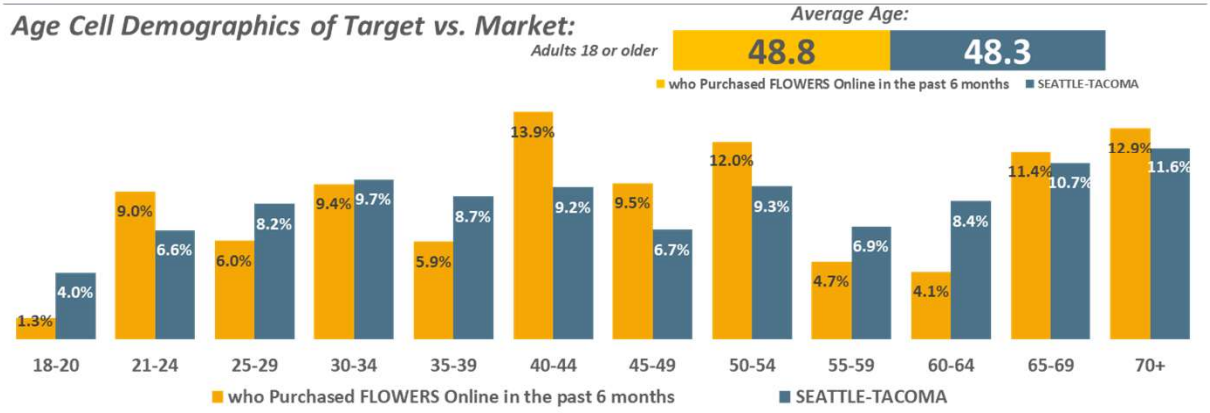
Gender of Target vs. Market: Adults 18 or older



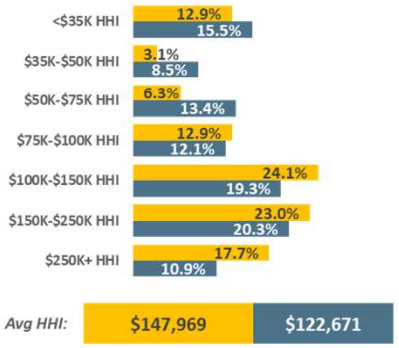
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 317

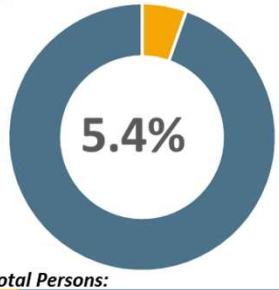
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Items bought on the Internet past 6 months:Household/Grocery: Flowers

1-800 flowers.com PHX

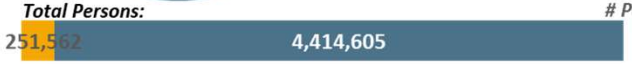
5.4% or 251,562 of PHOENIX DMA Adults 18 or older Purchased FLOWERS Online in the past 6 months. Typical Adults 18 or older who Purchased FLOWERS Online in the past 6 months are 52.6 years old (6.4% older than average) and have a $131,621 (33.1% higher than average) annual household income.

Percent of Market: Adults 18 or older

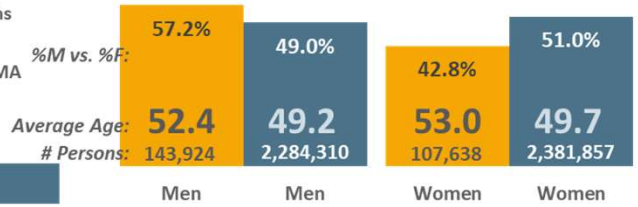


- who Purchased FLOWERS Online in the past 6 months
- Remainder of PHOENIX DMA

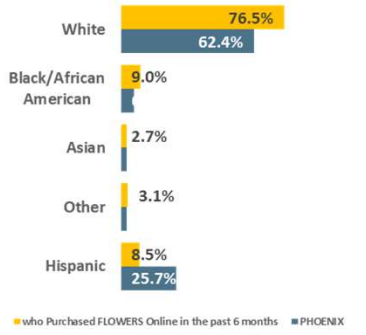
Total Persons:



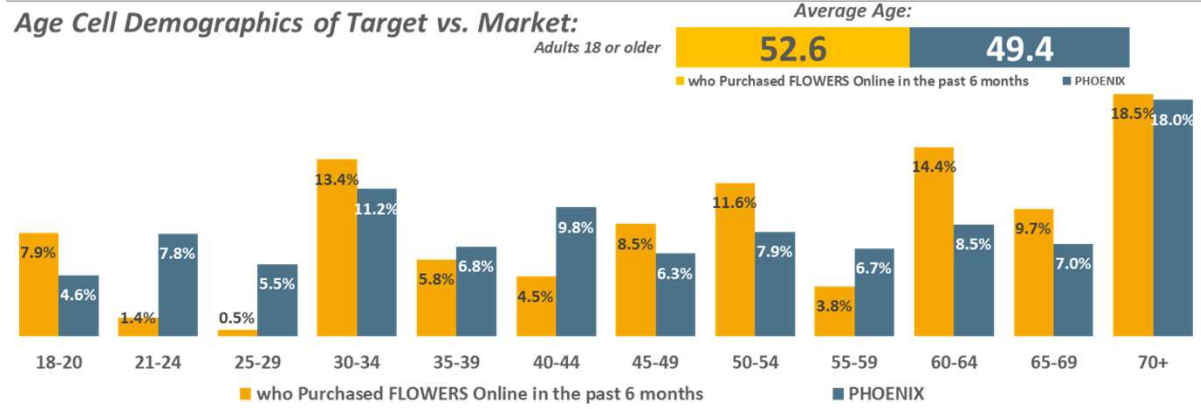
Gender of Target vs. Market: Adults 18 or older



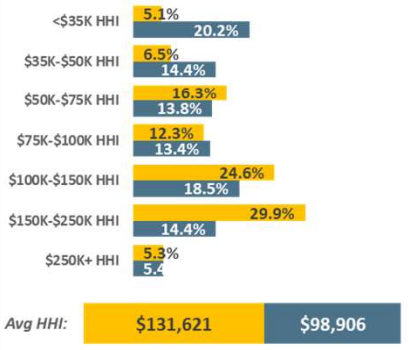
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 132

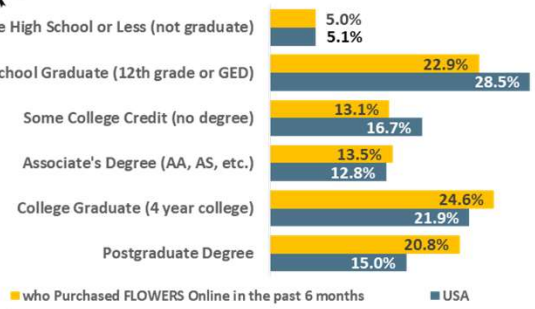
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Items bought on the Internet past 6 months:Household/Grocery: Flowers

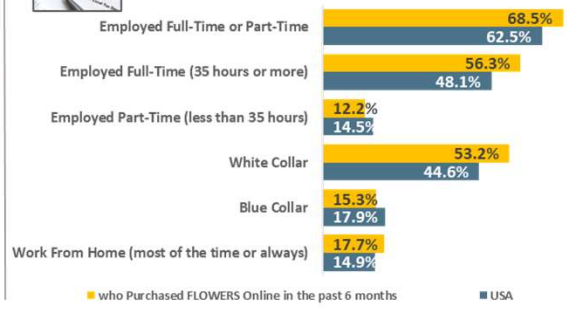
1-800 flowers.com USA

8.% or 20,848,769 of USA Adults 18 or older Purchased FLOWERS Online in the past 6 months. Adults 18 or older who Purchased FLOWERS Online in the past 6 months are 23.2% more likely to be a college graduate, 17.2% more likely to work full-time, 14.9% more likely to be married, 1.4% more likely to be a parent of 1 or more children under 18.

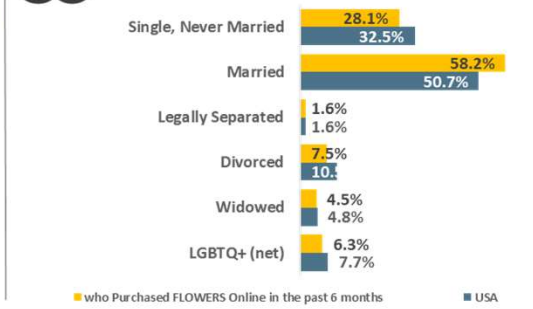
Education Levels: Adults 18 or older



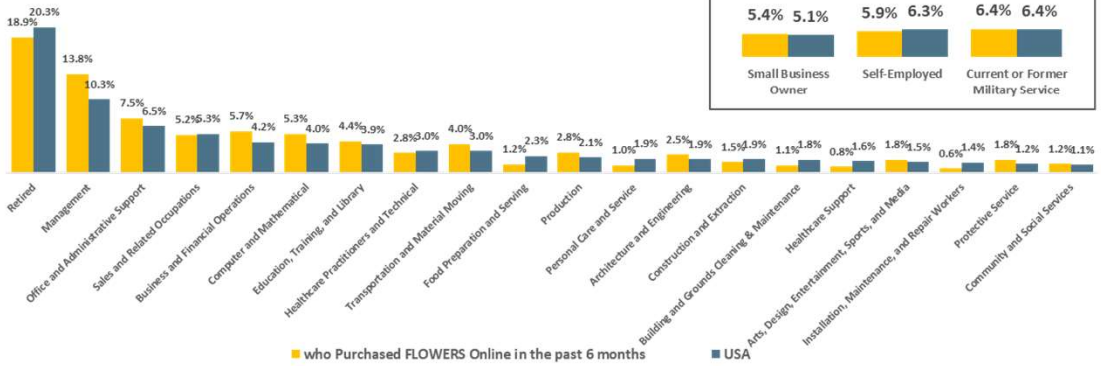
Employment: Adults 18 or older



Marital Status: Adults 18 or older

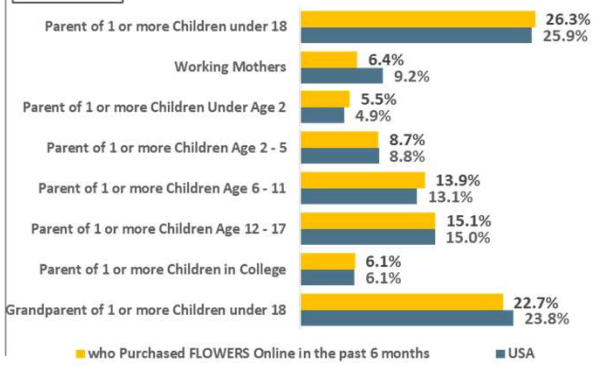


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 1,908

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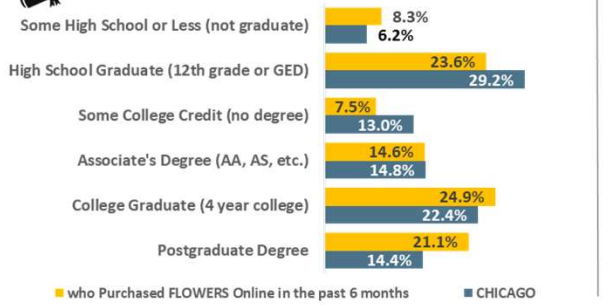
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

Items bought on the Internet past 6 months:Household/Grocery: Flowers

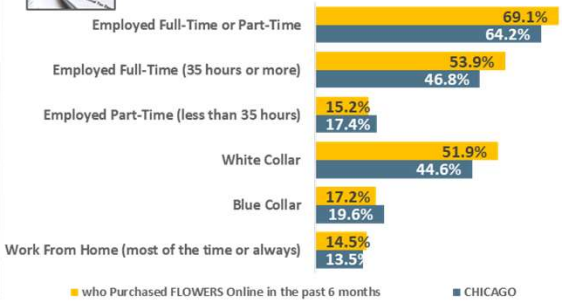
1-800 flowers.com CHI

8.9% or 671,034 of CHICAGO DMA Adults 18 or older Purchased FLOWERS Online in the past 6 months. Adults 18 or older who Purchased FLOWERS Online in the past 6 months are 25.5% more likely to be a college graduate, 15.2% more likely to work full-time, 16.6% more likely to be married, 14.7% more likely to be a parent of 1 or more children under 18.

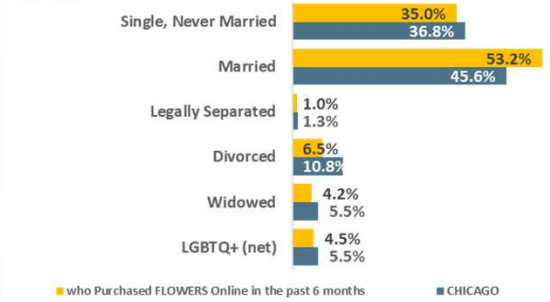
Education Levels: Adults 18 or older



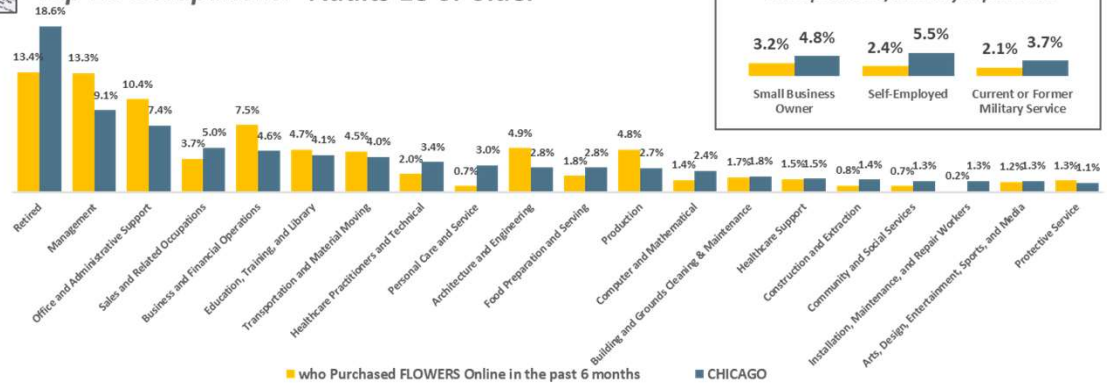
Employment: Adults 18 or older



Marital Status: Adults 18 or older

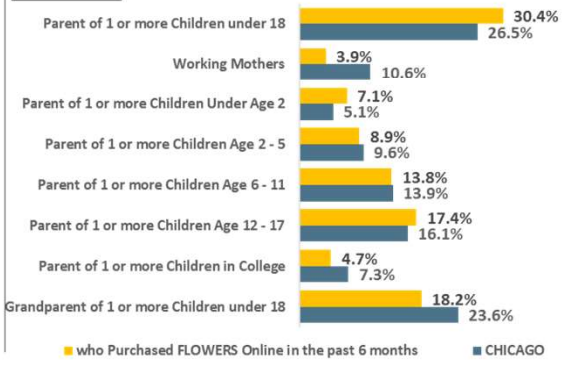


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 314

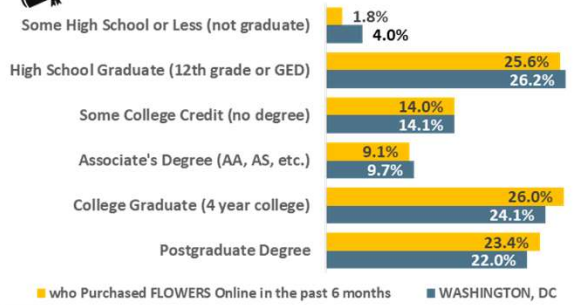
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Items bought on the Internet past 6 months:Household/Grocery: Flowers

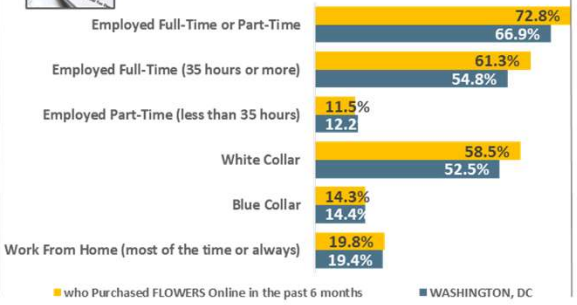
1-800 flowers.com WDC

9.8% or 559,693 of WASHINGTON, DC DMA Adults 18 or older Purchased FLOWERS Online in the past 6 months. Adults 18 or older who Purchased FLOWERS Online in the past 6 months are 7.3% more likely to be a college graduate, 11.9% more likely to work full-time, 9.7% more likely to be married, 7.% less likely to be a parent of 1 or more children under 18.

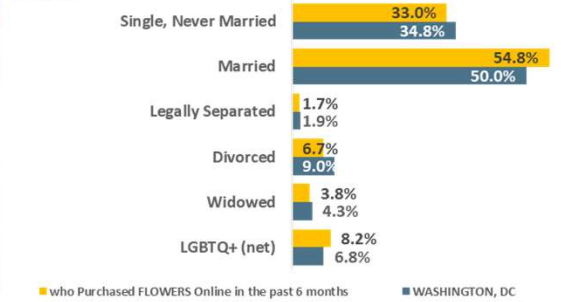
Education Levels: Adults 18 or older



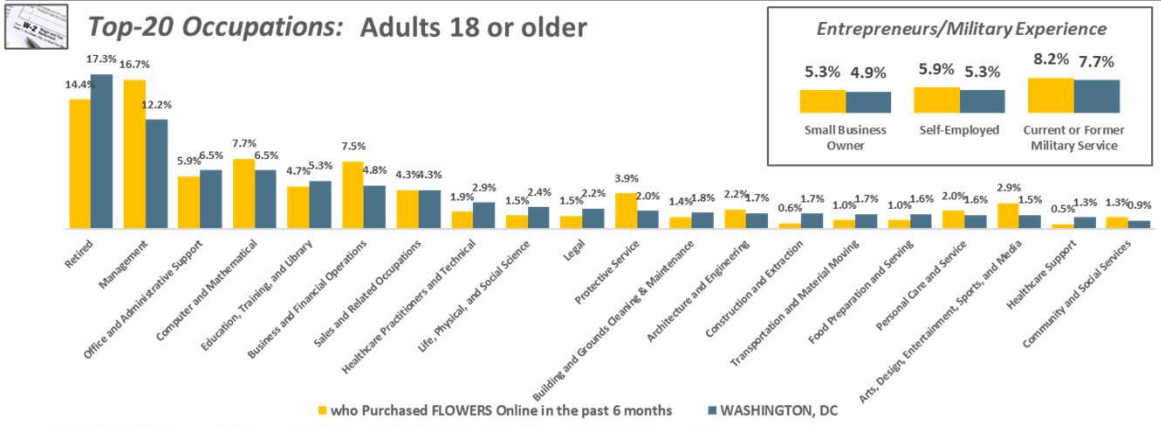
Employment: Adults 18 or older



Marital Status: Adults 18 or older

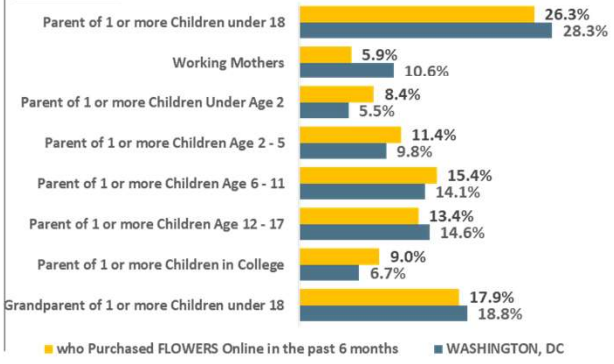


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 530

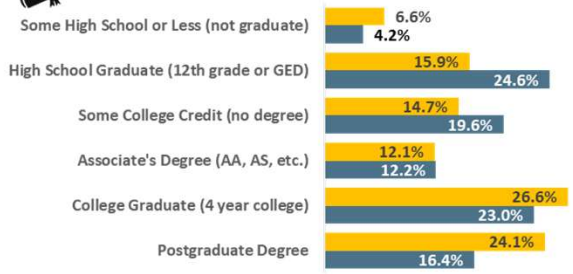
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Items bought on the Internet past 6 months:Household/Grocery: Flowers

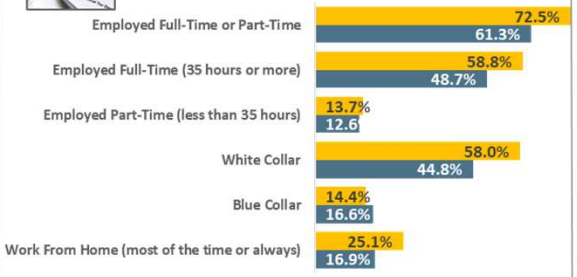
1-800 flowers.com SEA

8.5% or 384,867 of SEATTLE-TACOMA DMA Adults 18 or older Purchased FLOWERS Online in the past 6 months. Adults 18 or older who Purchased FLOWERS Online in the past 6 months are 28.9% more likely to be a college graduate, 20.7% more likely to work full-time, 12.7% more likely to be married, 21.% more likely to be a parent of 1 or more children under 18.

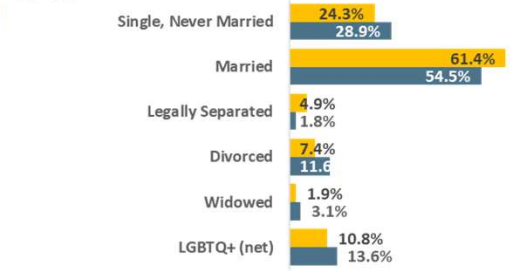
Education Levels: Adults 18 or older



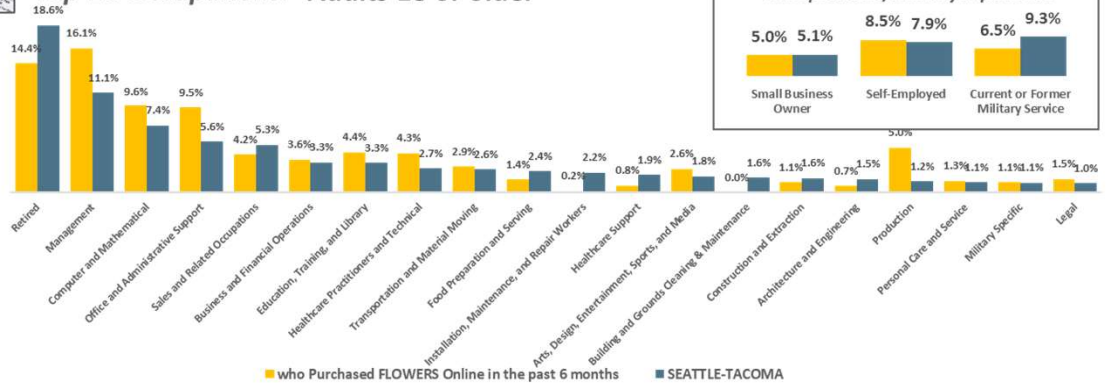
Employment: Adults 18 or older



Marital Status: Adults 18 or older

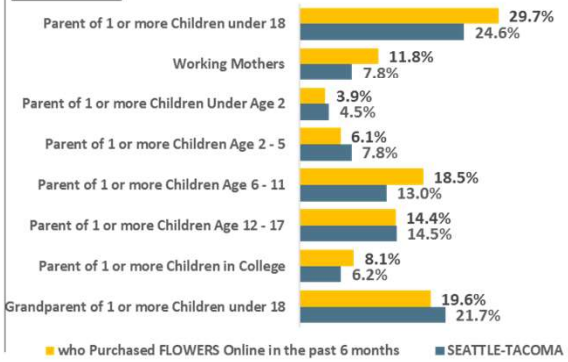


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 317

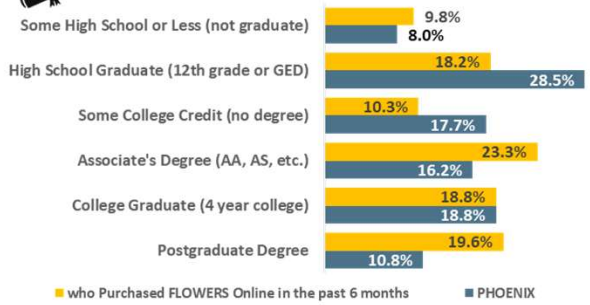
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Items bought on the Internet past 6 months:Household/Grocery: Flowers

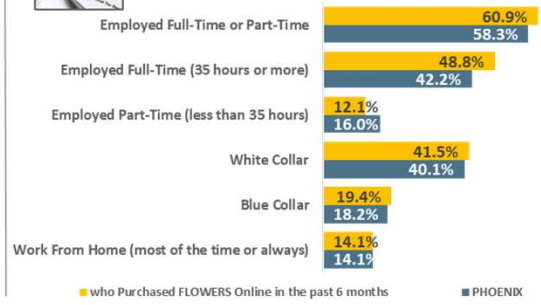
1-800 flowers.com PHX

5.4% or 251,562 of PHOENIX DMA Adults 18 or older Purchased FLOWERS Online in the past 6 months. Adults 18 or older who Purchased FLOWERS Online in the past 6 months are 29.7% more likely to be a college graduate, 15.6% more likely to work full-time, 3.3% more likely to be married, 39.2% less likely to be a parent of 1 or more children under 18.

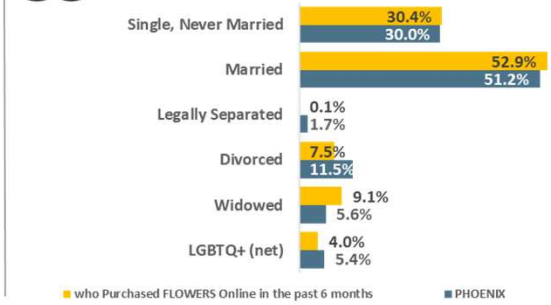
Education Levels: Adults 18 or older



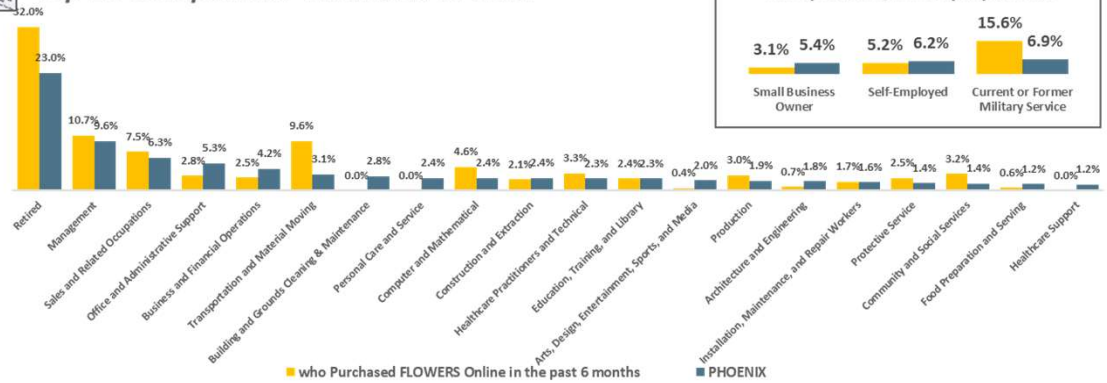
Employment: Adults 18 or older



Marital Status: Adults 18 or older

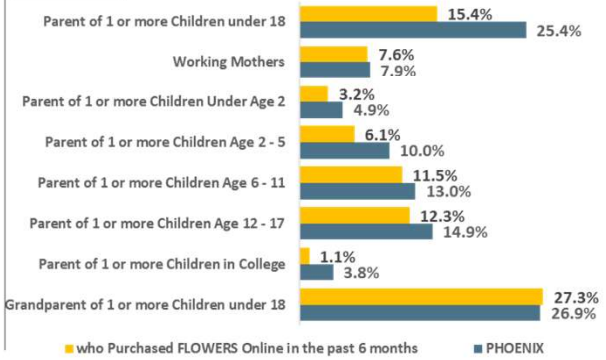


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 132

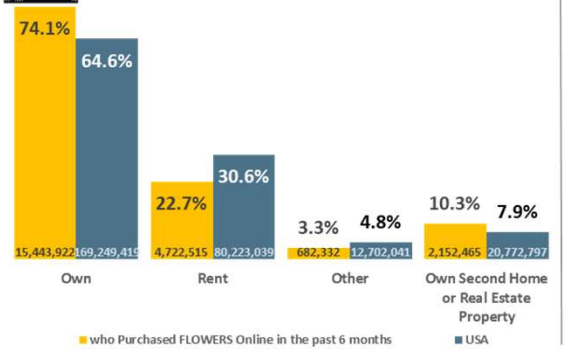
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Items bought on the Internet past 6 months:Household/Grocery: Flowers

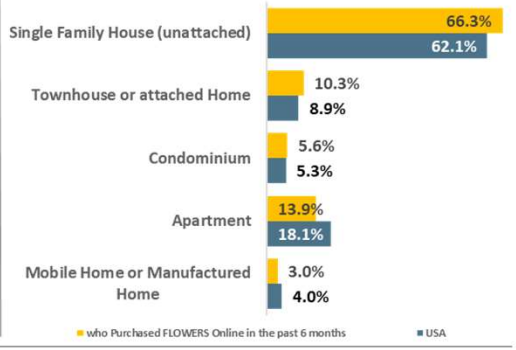
1800flowers.com USA

8.% or 20,848,769 of USA Adults 18 or older Purchased FLOWERS Online in the past 6 months.
Adults 18 or older who Purchased FLOWERS Online in the past 6 months are 14.7% more likely to own their home, 28.7% more likely to own a higher valued home, 6.8% more likely to have a single-family home, 3.9% more likely to have a dog.

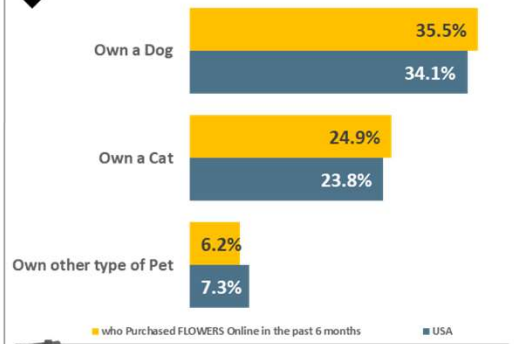
Own/Rent/Other: Adults 18 or older



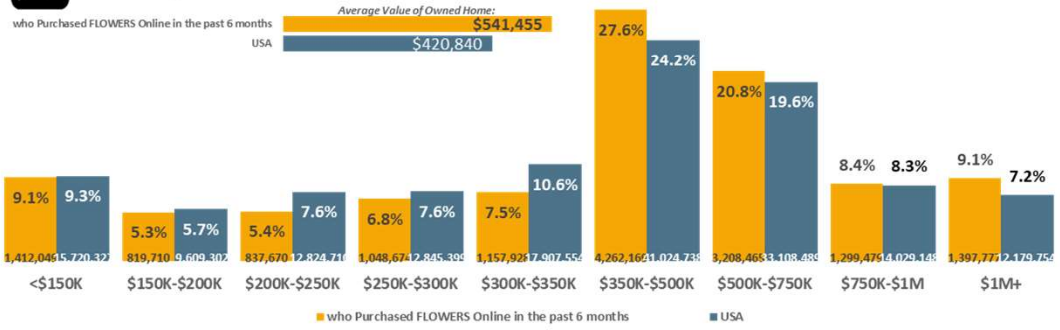
Type of Home: Adults 18 or older



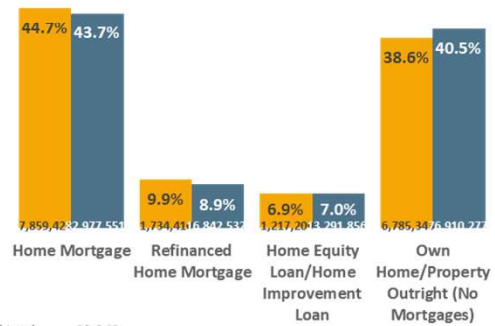
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *1,908*

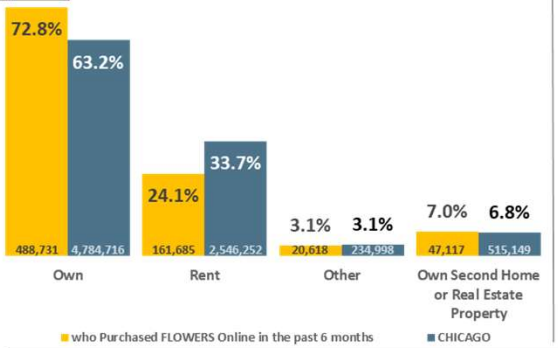
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USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *23,243*

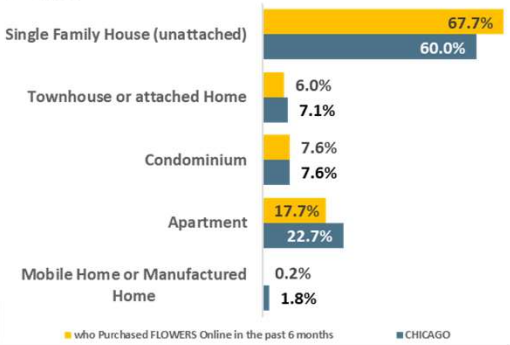
Items bought on the Internet past 6 months:Household/Grocery: Flowers

8.9% or 671,034 of CHICAGO DMA Adults 18 or older Purchased FLOWERS Online in the past 6 months. Adults 18 or older who Purchased FLOWERS Online in the past 6 months are 15.2% more likely to own their home, 8.7% more likely to own a higher valued home, 12.8% more likely to have a single-family home, 14.5% more likely to have a dog.

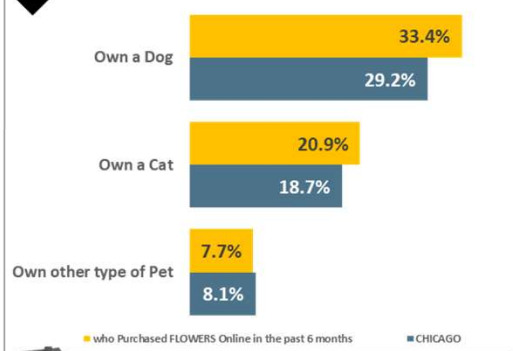
Own/Rent/Other: Adults 18 or older



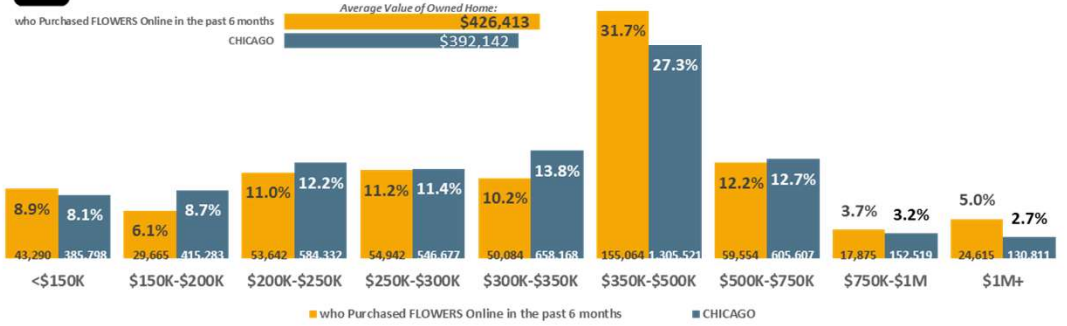
Type of Home: Adults 18 or older



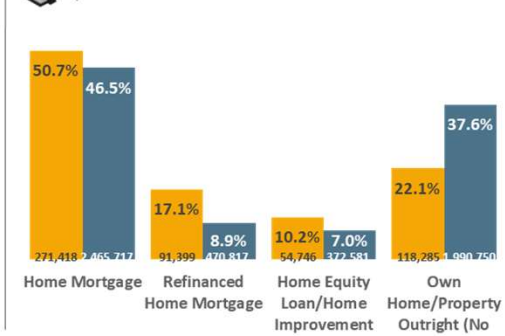
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 314

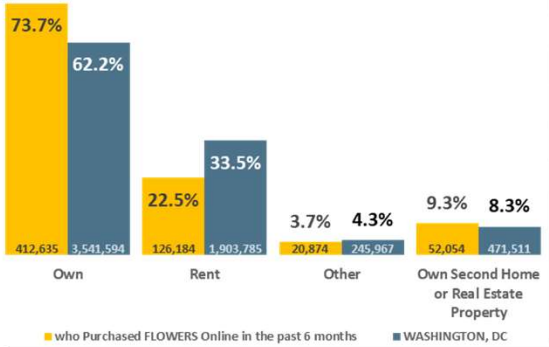
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Items bought on the Internet past 6 months:Household/Grocery: Flowers

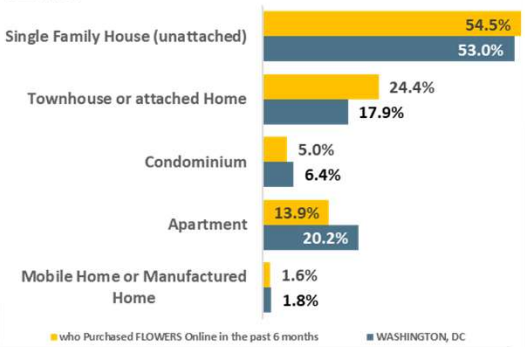
1800 flowers.com WDC

9.8% or 559,693 of WASHINGTON, DC DMA Adults 18 or older Purchased FLOWERS Online in the past 6 months. Adults 18 or older who Purchased FLOWERS Online in the past 6 months are 18.5% more likely to own their home, 4.9% more likely to own a lower valued home, 2.9% more likely to have a single-family home, 8.8% more likely to have a dog.

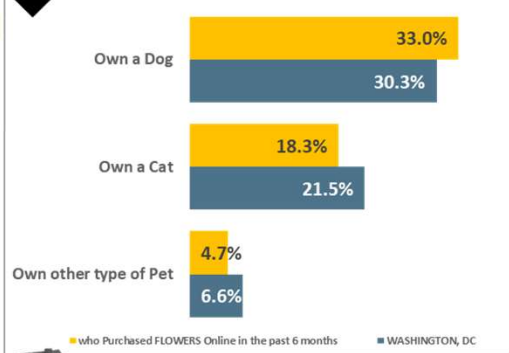
Own/Rent/Other: Adults 18 or older



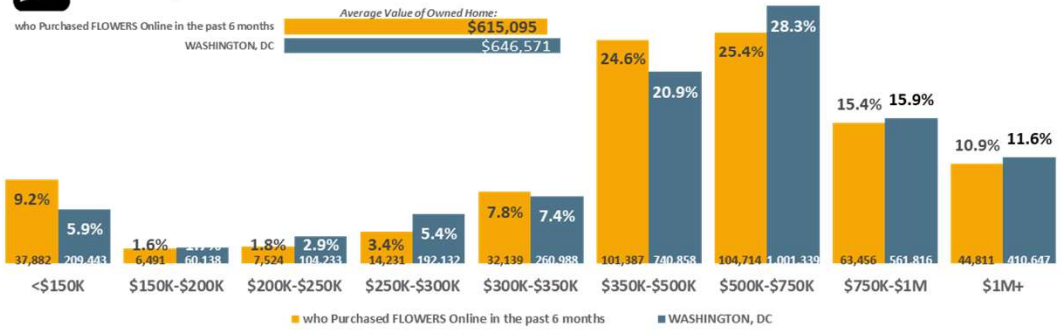
Type of Home: Adults 18 or older



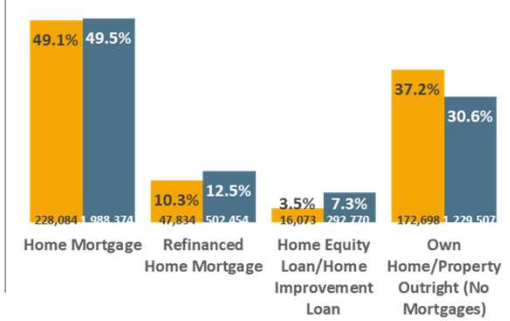
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



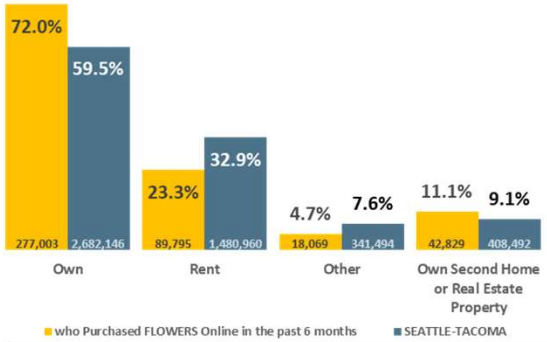
WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 530

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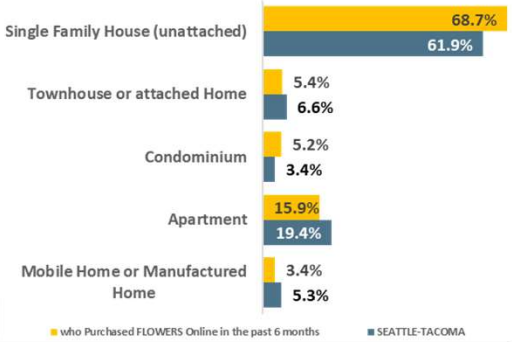
Items bought on the Internet past 6 months:Household/Grocery: Flowers

8.5% or 384,867 of SEATTLE-TACOMA DMA Adults 18 or older Purchased FLOWERS Online in the past 6 months. Adults 18 or older who Purchased FLOWERS Online in the past 6 months are 20.9% more likely to own their home, 2.4% more likely to own a lower valued home, 11.% more likely to have a single-family home, .6% more likely to have a dog.

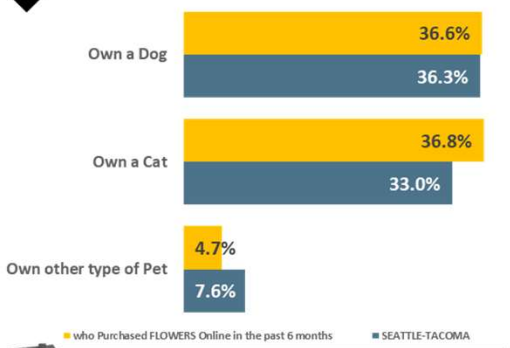
Own/Rent/Other: Adults 18 or older



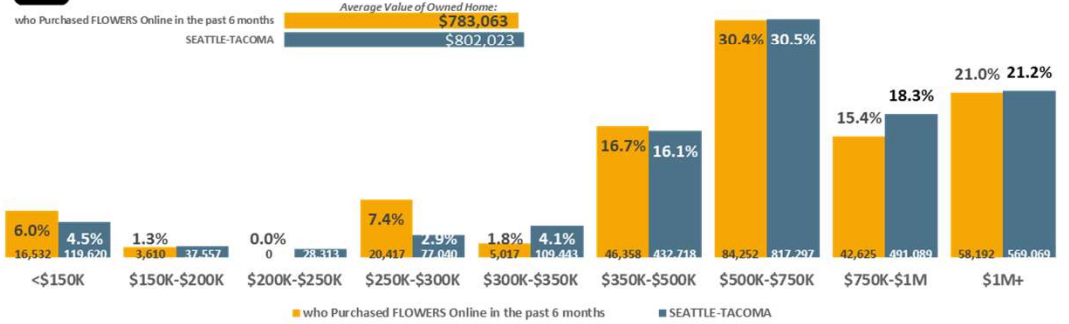
Type of Home: Adults 18 or older



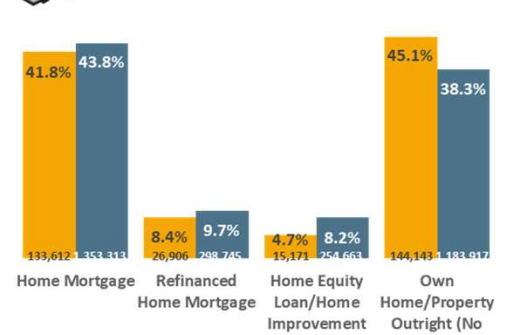
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 317

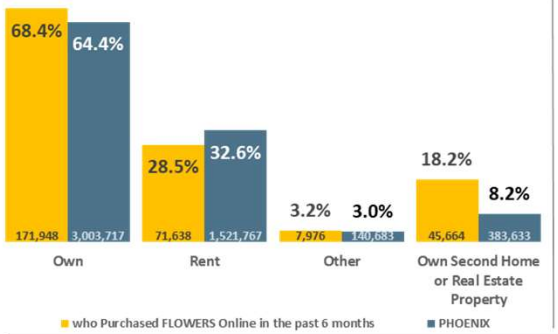
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Items bought on the Internet past 6 months:Household/Grocery: Flowers

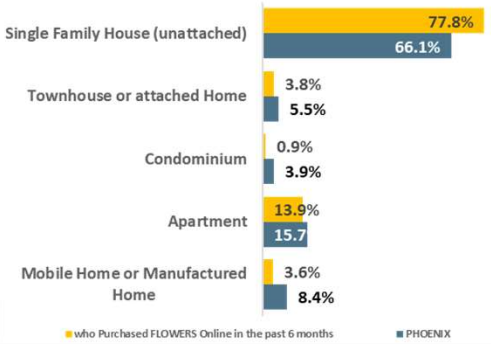
1800flowers.com PHX

5.4% or 251,562 of PHOENIX DMA Adults 18 or older Purchased FLOWERS Online in the past 6 months. Adults 18 or older who Purchased FLOWERS Online in the past 6 months are 6.2% more likely to own their home, 23.1% more likely to own a higher valued home, 17.7% more likely to have a single-family home, 19.2% less likely to have a dog.

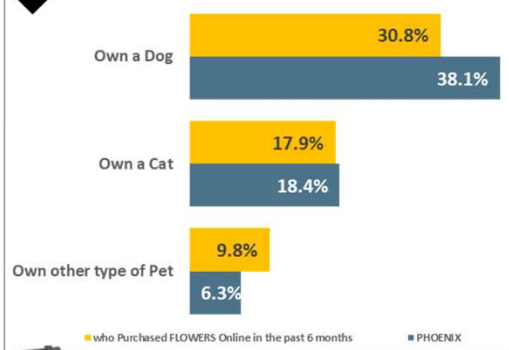
Own/Rent/Other: Adults 18 or older



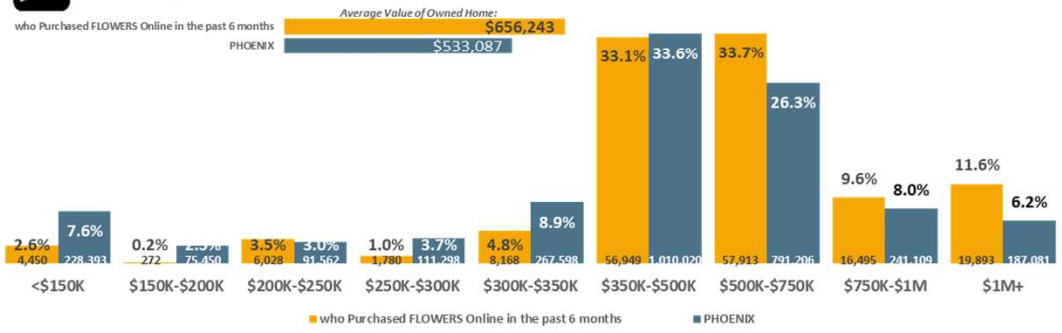
Type of Home: Adults 18 or older



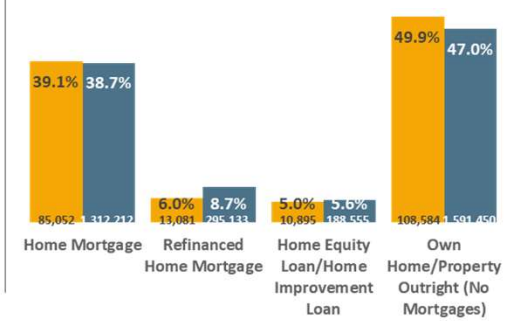
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 132

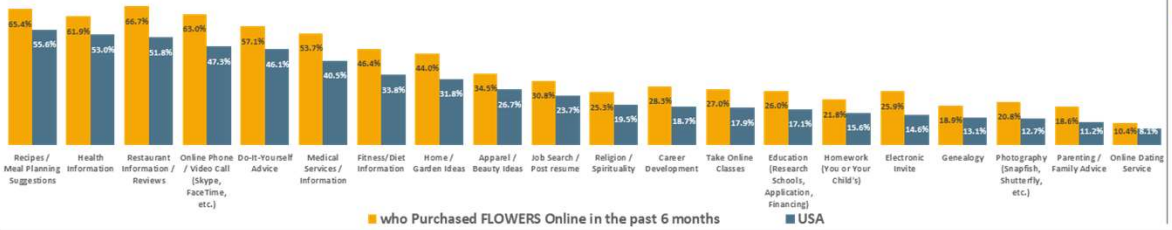
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Items bought on the Internet past 6 months:Household/Grocery: Flowers

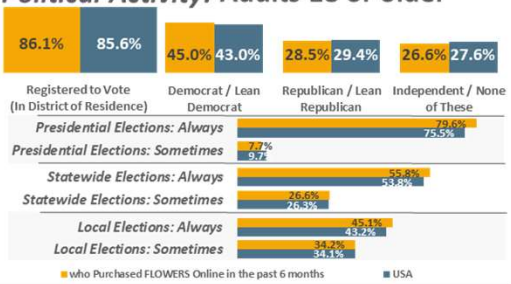
1-800 flowers.com USA

8.% or 20,848,769 of USA Adults 18 or older Purchased FLOWERS Online in the past 6 months.
Adults 18 or older who Purchased FLOWERS Online in the past 6 months are 23.8% more likely to look up D-I-Y advice online, 4.2% more likely to always vote in local elections, 16.6% more likely to belong to a gym, 8.4% more likely to fly domestic past yr.

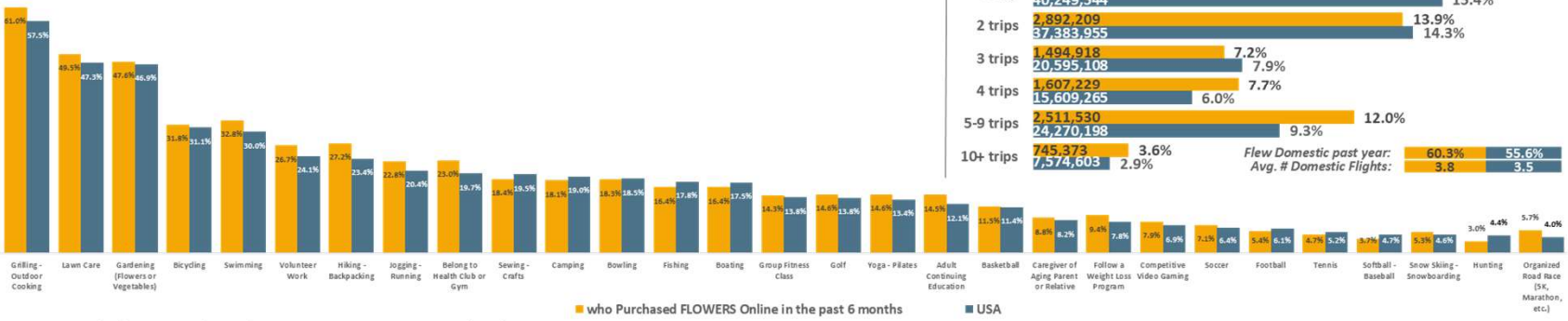
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 1,908

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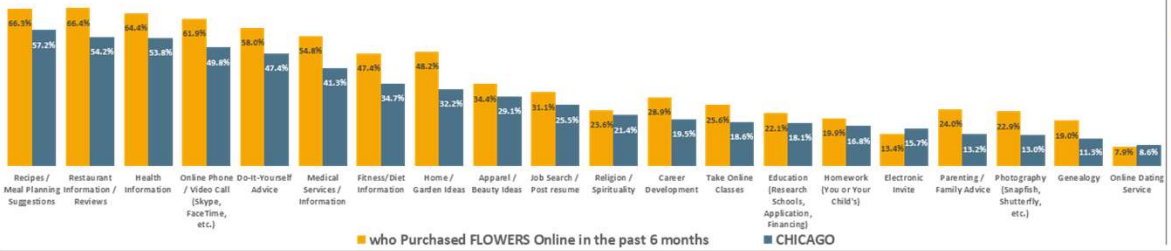
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

Items bought on the Internet past 6 months:Household/Grocery: Flowers

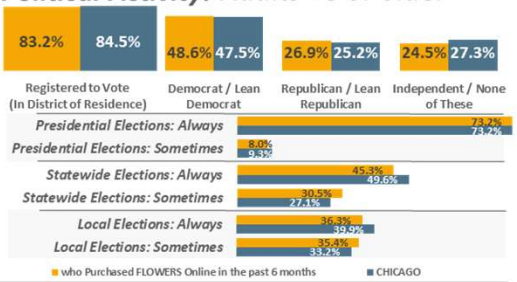
1-800 flowers.com CHI

8.9% or 671,034 of CHICAGO DMA Adults 18 or older Purchased FLOWERS Online in the past 6 months. Adults 18 or older who Purchased FLOWERS Online in the past 6 months are 22.5% more likely to look up D-I-Y advice online, 9.% less likely to always vote in local elections, 6.9% more likely to belong to a gym, 3.9% less likely to fly domestic past yr.

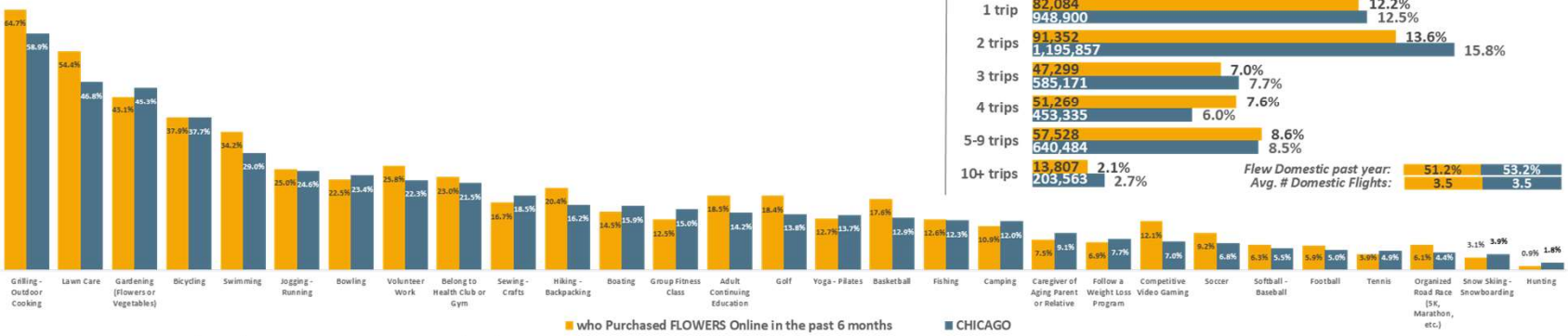
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

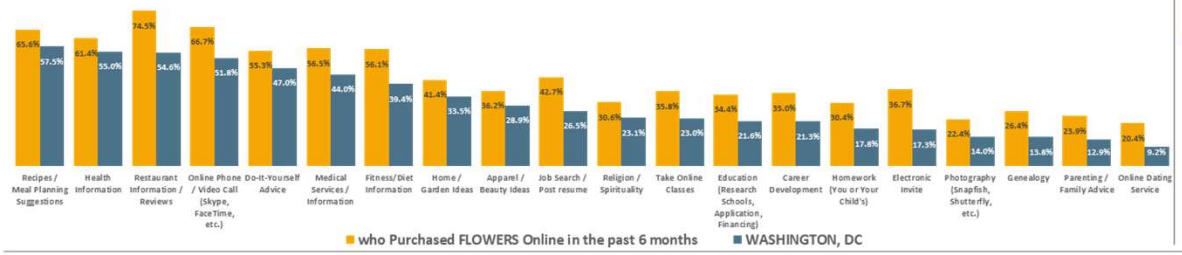
CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 314

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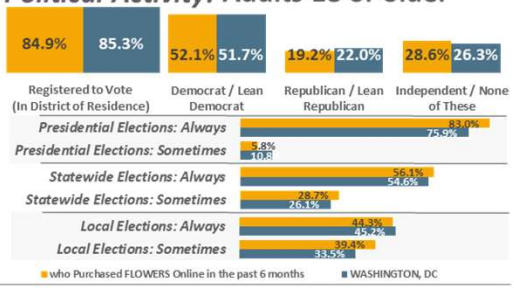
Items bought on the Internet past 6 months:Household/Grocery: Flowers

9.8% or 559,693 of WASHINGTON, DC DMA Adults 18 or older Purchased FLOWERS Online in the past 6… Adults 18 or older who Purchased FLOWERS Online in the past 6 months are 17.6% more likely to look up D-I-Y advice online, 2.% less likely to always vote in local elections, 14.7% more likely to belong to a gym, 12.5% more likely to fly domestic past yr.

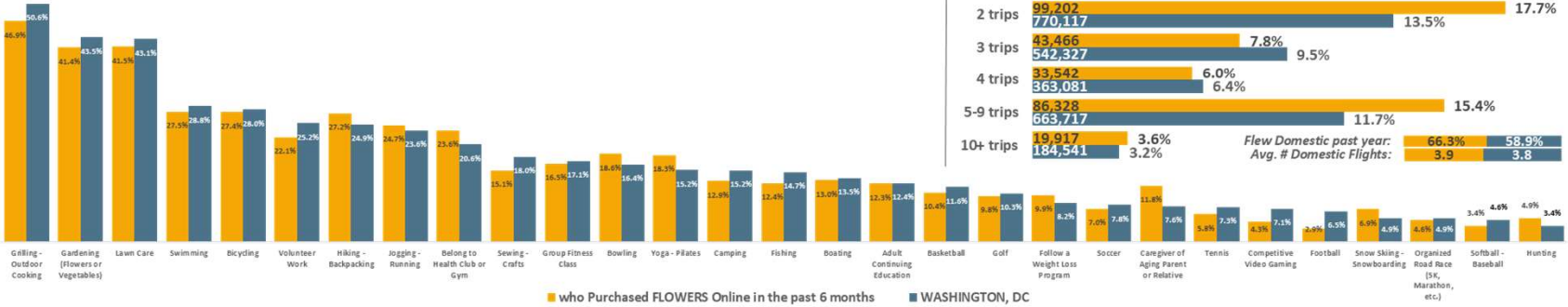
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

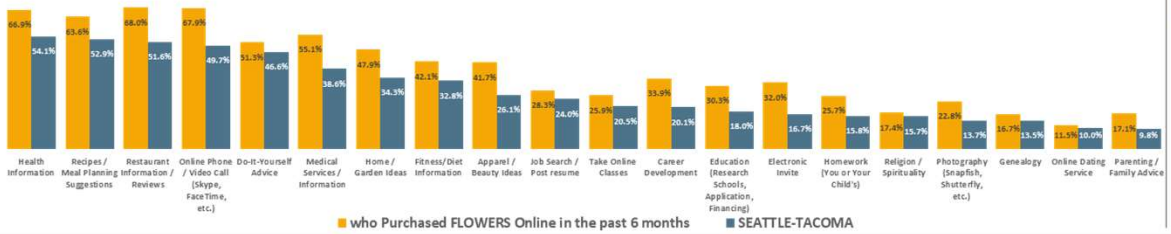
WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 530

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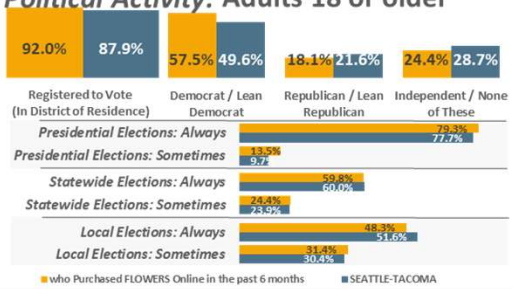
Items bought on the Internet past 6 months:Household/Grocery: Flowers

8.5% or 384,867 of SEATTLE-TACOMA DMA Adults 18 or older Purchased FLOWERS Online in the past 6... Adults 18 or older who Purchased FLOWERS Online in the past 6 months are 9.9% more likely to look up D-I-Y advice online, 6.4% less likely to always vote in local elections, 42.8% more likely to belong to a gym, 23.7% more likely to fly domestic past yr.

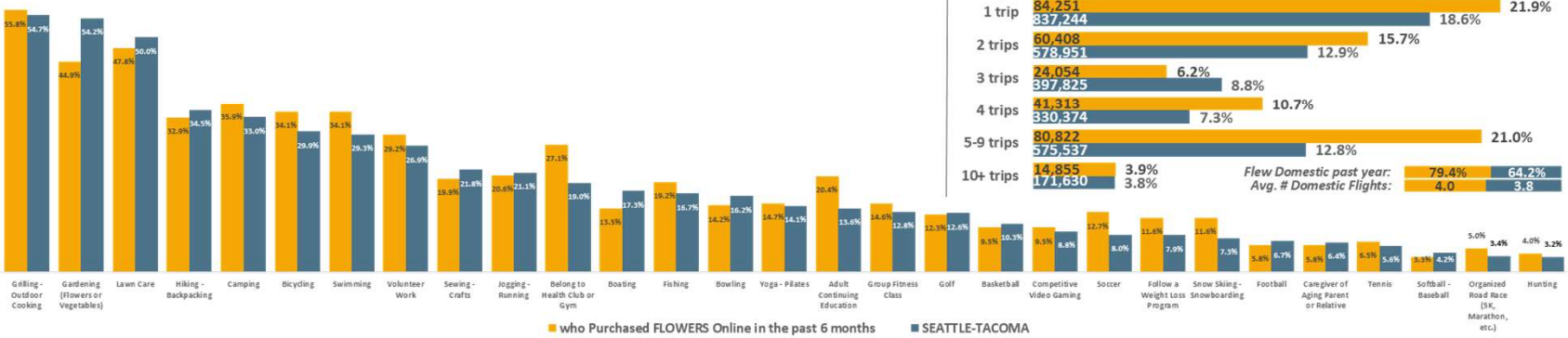
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

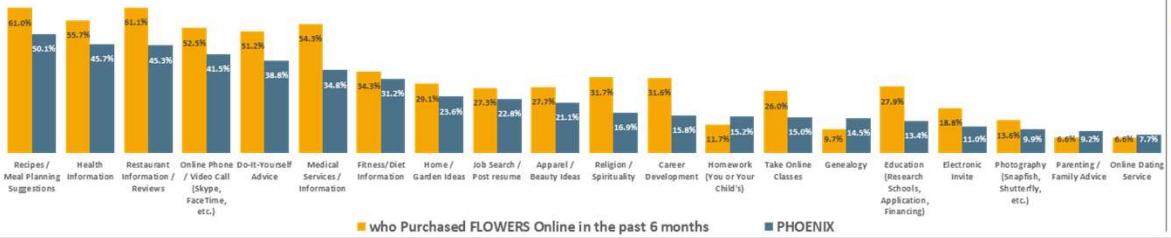
SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 317

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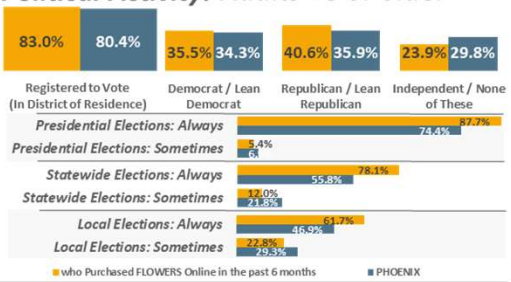
1-800 flowers.com PHX

5.4% or 251,562 of PHOENIX DMA Adults 18 or older Purchased FLOWERS Online in the past 6 months. Adults 18 or older who Purchased FLOWERS Online in the past 6 months are 31.9% more likely to look up D-I-Y advice online, 31.7% more likely to always vote in local elections, 10.3% more likely to belong to a gym, 6.% more likely to fly domestic past yr.

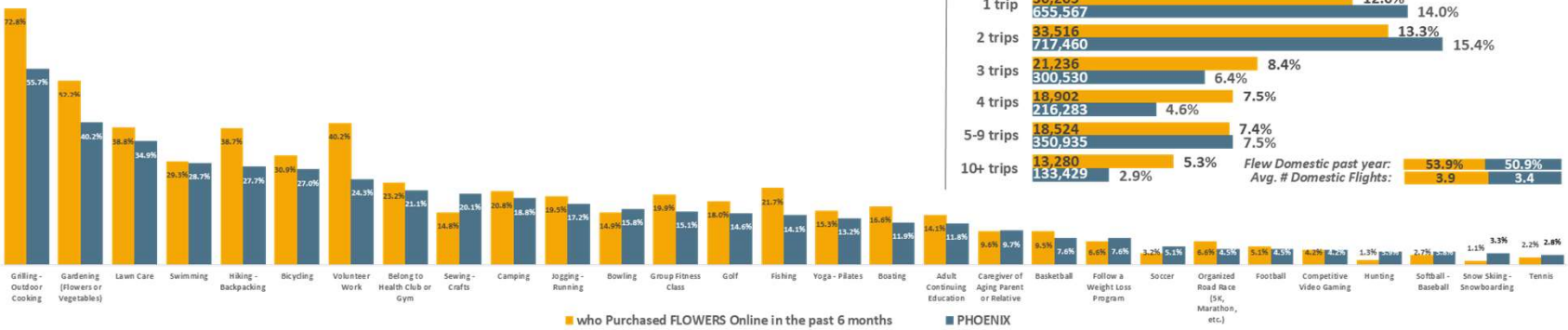
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 132

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Items bought on the Internet past 6 months:Household/Grocery: Flowers

1-800 flowers.com USA

8.% or 20,848,769 of USA Adults 18 or older Purchased FLOWERS Online in the past 6 months.
Adults 18 or older who Purchased FLOWERS Online in the past 6 months are .6% more likely to use QSRs past mo., 5.6% more likely to use Sit-Down Restaurants past mo., 2.5% less likely to use Casinos past yr., 10.1% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

88.2% 87.7%

18,393,916 229,822,149

Avg. Monthly QSR Meals:

6.2 6.3

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



Total Monthly Sit-Down Restaurant Users:

78.9% 74.7%

16,445,558 195,761,148

Avg. Monthly Sit-Down Restaurant Meals:

4.2 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 FLOWERS Online in the past 6 months 4,110,494 19.7%

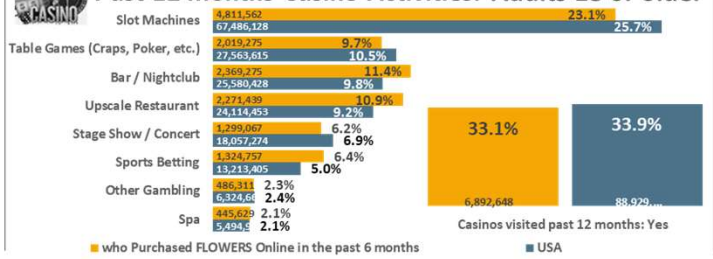
USA 18.6%

Drank Past 30-days: Adults 18 or older



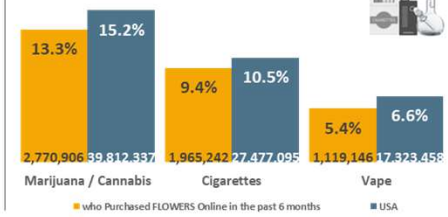
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 1,908

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

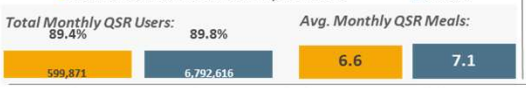
Items bought on the Internet past 6 months:Household/Grocery: Flowers

1:800 flowers.com CHI

8.9% or 671,034 of CHICAGO DMA Adults 18 or older Purchased FLOWERS Online in the past 6 months. Adults 18 or older who Purchased FLOWERS Online in the past 6 months are .4% less likely to use QSRs past mo., 2.9% less likely to use Sit-Down Restaurants past mo., 4.4% less likely to use Casinos past yr., 18.5% more likely to smoke cigarettes.

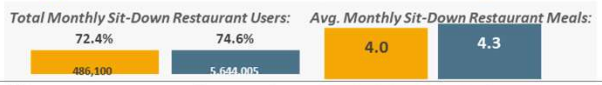
Past 30-days QSR Users: Adults 18 or older





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





Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



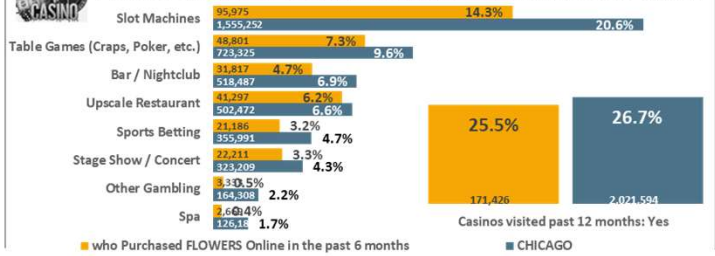


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 314

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Items bought on the Internet past 6 months:Household/Grocery: Flowers

1:800 flowers.com WDC

9.8% or 559,693 of WASHINGTON, DC DMA Adults 18 or older Purchased FLOWERS Online in the past 6 months. Adults 18 or older who Purchased FLOWERS Online in the past 6 months are .6% more likely to use QSRs past mo., 11.2% more likely to use Sit-Down Restaurants past mo., 11.2% more likely to use Casinos past yr., 5.2% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



	who Purchased FLOWERS Online in the past 6 months	WASHINGTON, DC
1 time	9.5%	7.9%
2 times	13.8%	13.1%
3 times	13.7%	11.3%
4 times	10.4%	10.7%
5 times	9.8%	9.2%
6 - 9 times	19.4%	19.5%
10 times or more	12.3%	16.8%

Total Monthly QSR Users:		Avg. Monthly QSR Meals:	
89.0%	88.5%	5.6	6.3
497,962	5,035,874		

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



	who Purchased FLOWERS Online in the past 6 months	WASHINGTON, DC
1 time	15.5%	13.6%
2 times	19.7%	17.7%
3 times	13.7%	12.3%
4 times	15.1%	9.6%
5 times	8.5%	8.4%
6 - 9 times	6.8%	8.8%
10 times or more	4.2%	4.6%

Total Monthly Sit-Down Restaurant Users:		Avg. Monthly Sit-Down Restaurant Meals:	
83.4%	75.0%	3.7	4.0
466,935	4,268,446		

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



	who Purchased FLOWERS Online in the past 6 months	WASHINGTON, DC
Chinese	34.1%	35.7%
Pizza	27.8%	29.5%
Mexican	29.9%	28.2%
Coffee House / Coffee Bar	24.1%	22.3%
Indian / Thai / Other Asian	28.9%	21.6%
Italian	18.4%	18.3%
Upscale	17.3%	15.6%
Bagel / Donut / Bakery	17.1%	15.4%
Steakhouse	9.6%	11.8%
Seafood	7.8%	10.6%

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

who Purchased FLOWERS Online in the past 6 months	151,764	27.1%
WASHINGTON, DC	1,429,610	25.1%

Drank Past 30-days: Adults 18 or older



	who Purchased FLOWERS Online in the past 6 months	WASHINGTON, DC
Liquor	280,947 50.2%	2,452,243 43.1%
Any Type of Beer	286,137 51.1%	2,235,057 39.3%
Wine	246,831 44.1%	2,063,152 36.3%
Imported Beer	165,673 29.6%	1,363,743 24.0%
Domestic Regular Beer	193,409 34.6%	1,345,921 23.6%
Domestic Light Beer	164,552 29.4%	1,167,718 20.5%
Microbrew / Craft Beer	78,530 14.0%	581,739 10.2%

Past 12 months Casino Activities: Adults 18 or older



	who Purchased FLOWERS Online in the past 6 months	WASHINGTON, DC
Slot Machines	112,792 20.2%	1,096,304 19.3%
Bar / Nightclub	65,436 11.7%	481,105 8.5%
Table Games (Craps, Poker, etc.)	47,721 8.5%	467,672 8.2%
Upscale Restaurant	45,909 8.2%	444,428 7.8%
Stage Show / Concert	25,520 4.6%	295,353 5.2%
Sports Betting	42,094 7.5%	272,188 4.8%
Spa	12,203 2.2%	142,123 2.5%
Other Gambling	22,184 4.0%	125,683 2.2%

Casinos visited past 12 months: Yes	
30.7%	27.6%
171,731	1,570,440

Used Past 30-days: Adults 18 or older



	who Purchased FLOWERS Online in the past 6 months	WASHINGTON, DC
Marijuana / Cannabis	10.4% (58,341)	10.0% (567,663)
Cigarettes	7.0% (39,317)	7.4% (421,759)
Vape	3.0% (16,740)	5.2% (293,682)

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Items bought on the Internet past 6 months:Household/Grocery: Flowers

1-800 flowers.com SEA

8.5% or 384,867 of SEATTLE-TACOMA DMA Adults 18 or older Purchased FLOWERS Online in the past 6 months. Adults 18 or older who Purchased FLOWERS Online in the past 6 months are 2.1% more likely to use QSRs past mo., 13.2% more likely to use Sit-Down Restaurants past mo., .2% more likely to use Casinos past yr., 5.6% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



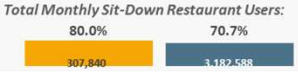
Avg. Monthly QSR Meals:



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.)

who Purchased FLOWERS Online in the past 6 months	84,581	22.0%
SEATTLE-TACOMA	784,696	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



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 317

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Items bought on the Internet past 6 months:Household/Grocery: Flowers

1:800 flowers.com PHX

5.4% or 251,562 of PHOENIX DMA Adults 18 or older Purchased FLOWERS Online in the past 6 months. Adults 18 or older who Purchased FLOWERS Online in the past 6 months are 2.9% more likely to use QSRs past mo., 18.% more likely to use Sit-Down Restaurants past mo., 1.5% less likely to use Casinos past yr., 9.4% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

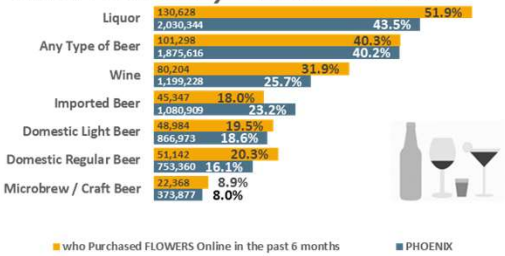
(Sit-Down Restaurants Used Past 30-days)



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

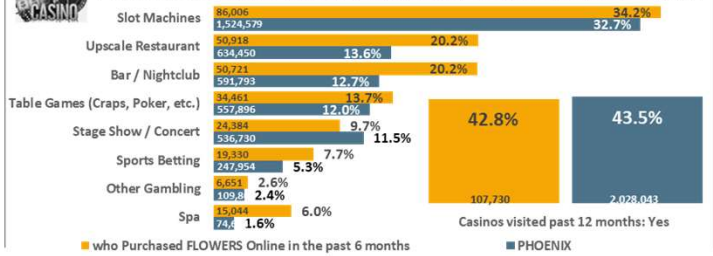


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 132

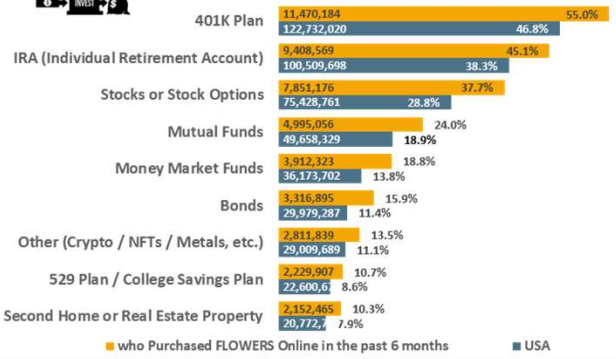
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Items bought on the Internet past 6 months:Household/Grocery: Flowers

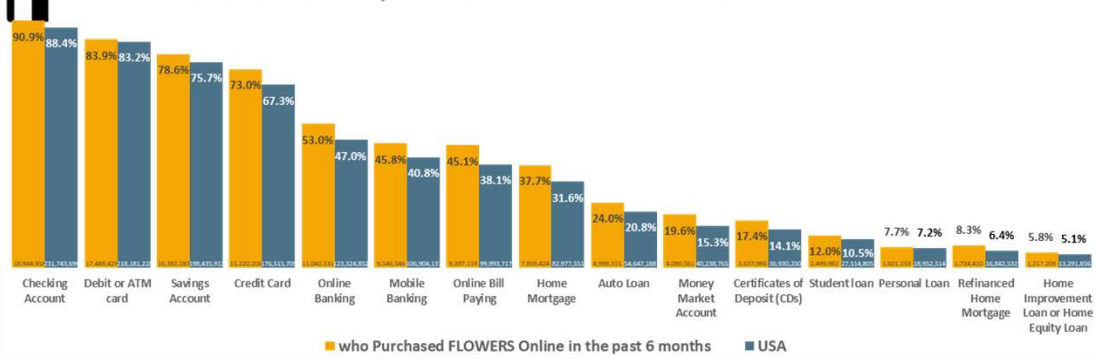
1-800 flowers.com USA

8.% or 20,848,769 of USA Adults 18 or older Purchased FLOWERS Online in the past 6 months.
Adults 18 or older who Purchased FLOWERS Online in the past 6 months are 17.5% more likely to have a 401K, 15.% more likely to have an Auto Loan, 28.5% more likely to Invest/Trade Stocks Online, 7.2% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



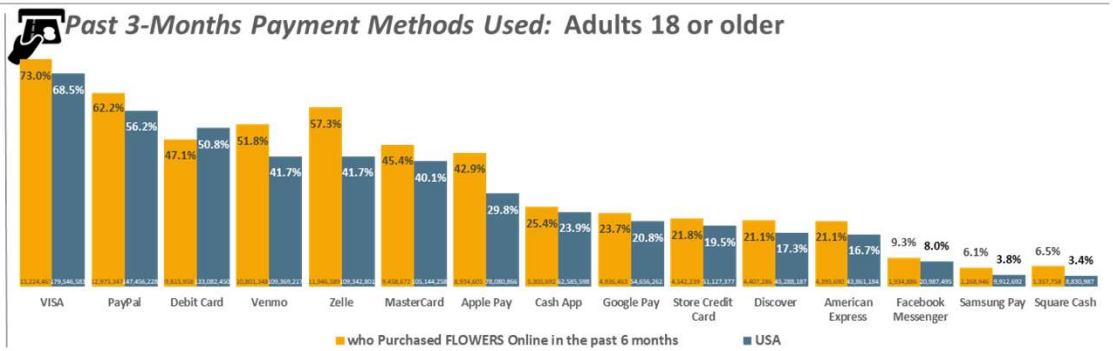
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 1,908

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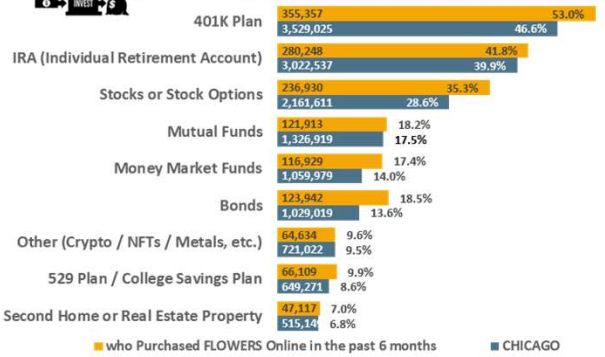
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

Items bought on the Internet past 6 months:Household/Grocery: Flowers

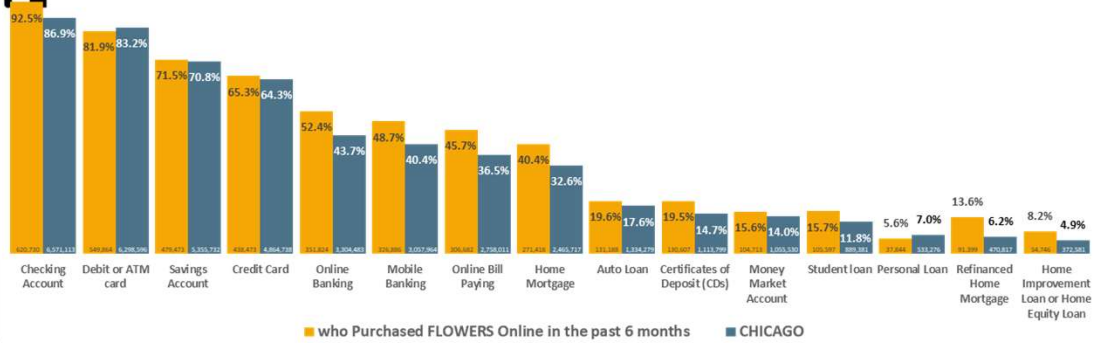
1-800 flowers.com CHI

8.9% or 671,034 of CHICAGO DMA Adults 18 or older Purchased FLOWERS Online in the past 6 months. Adults 18 or older who Purchased FLOWERS Online in the past 6 months are 13.5% more likely to have a 401K, 10.9% more likely to have an Auto Loan, 13.4% more likely to Invest/Trade Stocks Online, 9.3% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

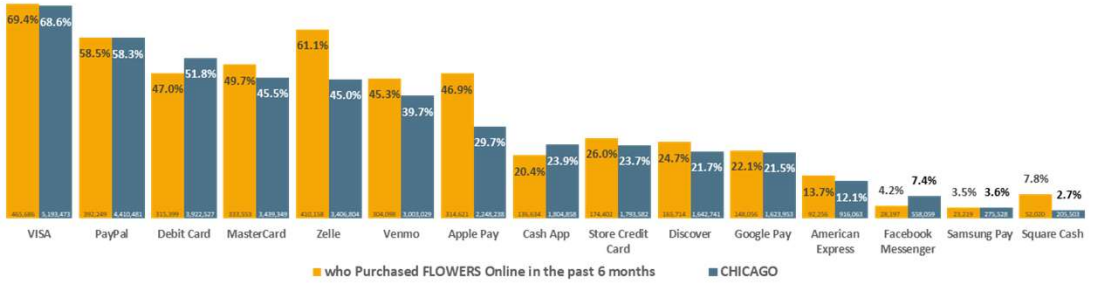


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 314

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Items bought on the Internet past 6 months:Household/Grocery: Flowers

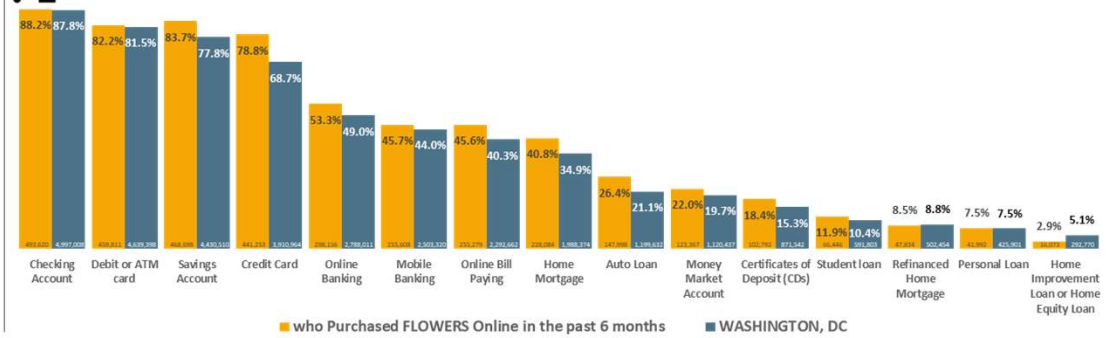
1-800 flowers.com WDC

9.8% or 559,693 of WASHINGTON, DC DMA Adults 18 or older Purchased FLOWERS Online in the past 6... Adults 18 or older who Purchased FLOWERS Online in the past 6 months are 6.3% more likely to have a 401K, 25.5% more likely to have an Auto Loan, 30.1% more likely to Invest/Trade Stocks Online, 17.6% less likely to pay with their Debit Card.

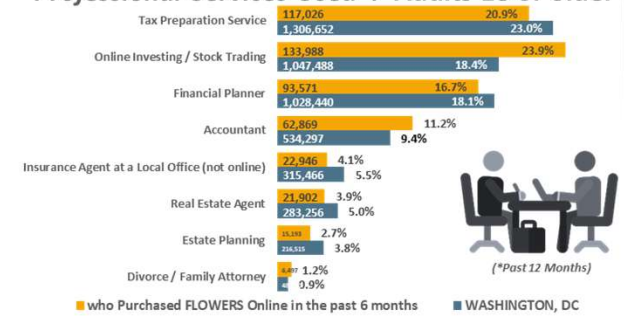
Investments Owned: Adults 18 or older



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

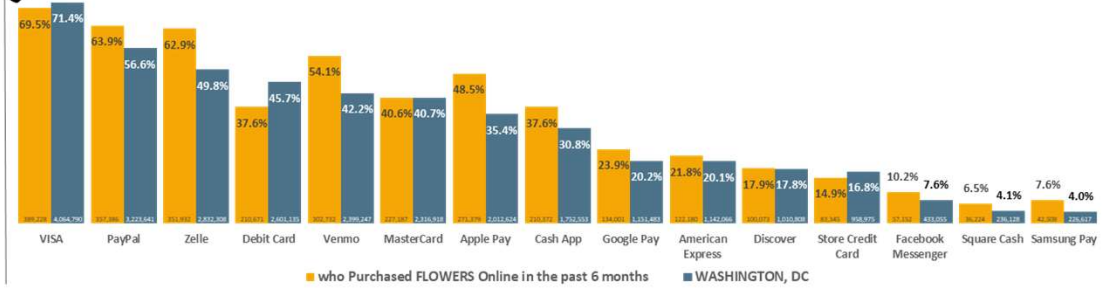


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 530

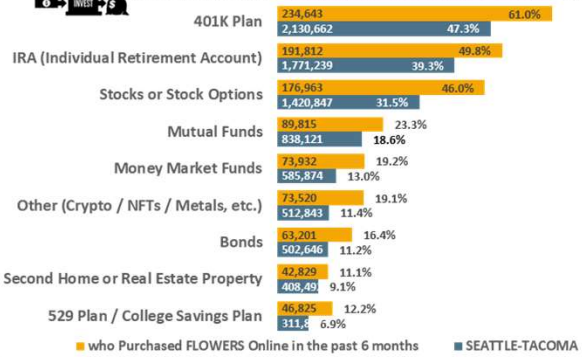
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Items bought on the Internet past 6 months:Household/Grocery: Flowers

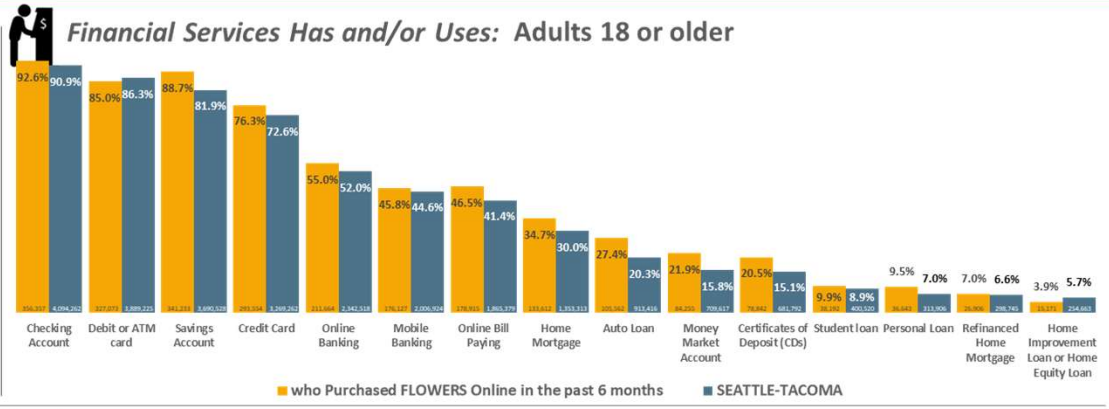
1-800 flowers.com SEA

8.5% or 384,867 of SEATTLE-TACOMA DMA Adults 18 or older Purchased FLOWERS Online in the past 6 months. Adults 18 or older who Purchased FLOWERS Online in the past 6 months are 28.9% more likely to have a 401K, 35.3% more likely to have an Auto Loan, 38.4% more likely to Invest/Trade Stocks Online, 8.3% less likely to pay with their Debit Card.

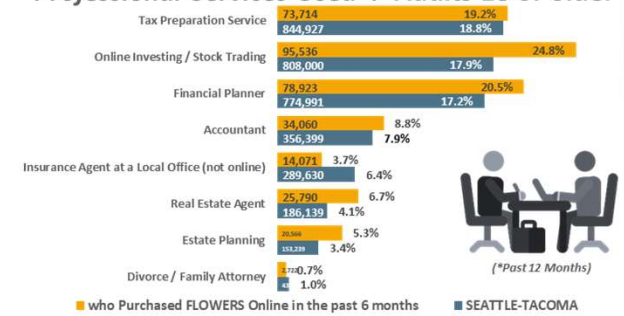
Investments Owned: Adults 18 or older



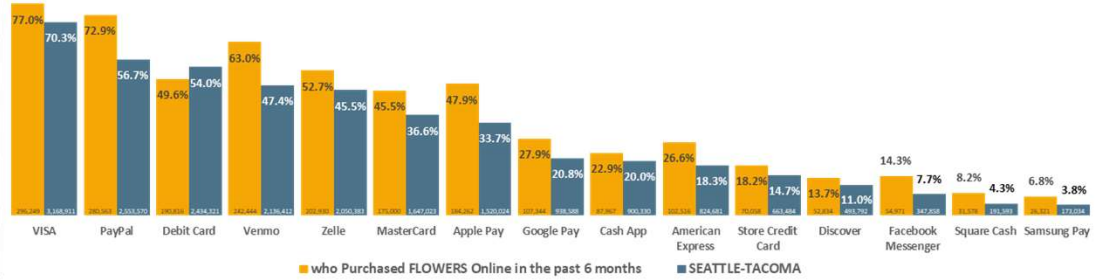
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 317

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Items bought on the Internet past 6 months:Household/Grocery: Flowers

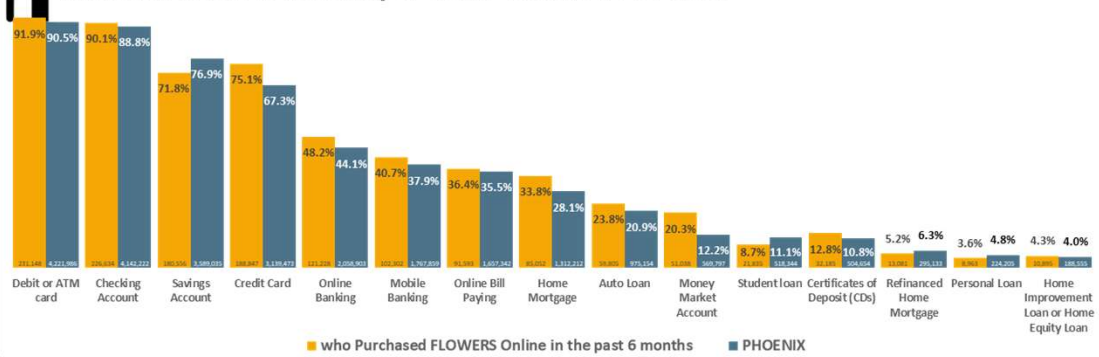
1-800 flowers.com PHX

5.4% or 251,562 of PHOENIX DMA Adults 18 or older Purchased FLOWERS Online in the past 6 months. Adults 18 or older who Purchased FLOWERS Online in the past 6 months are 45.8% more likely to have a 401K, 13.8% more likely to have an Auto Loan, 13.9% more likely to Invest/Trade Stocks Online, 19.4% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

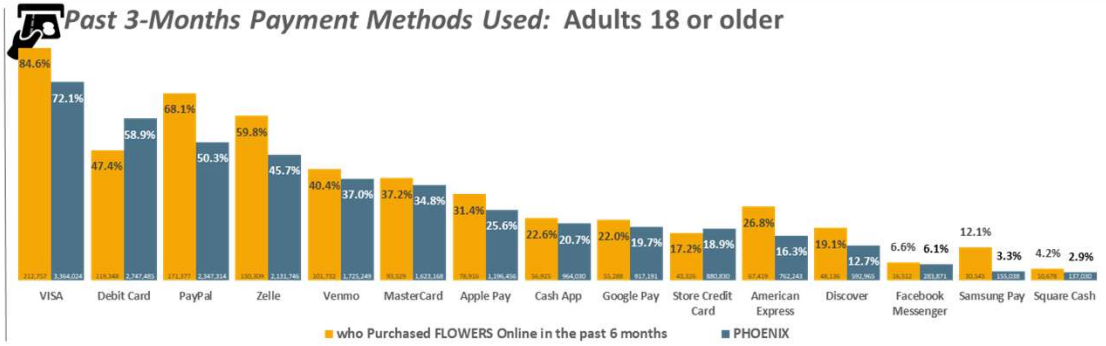


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

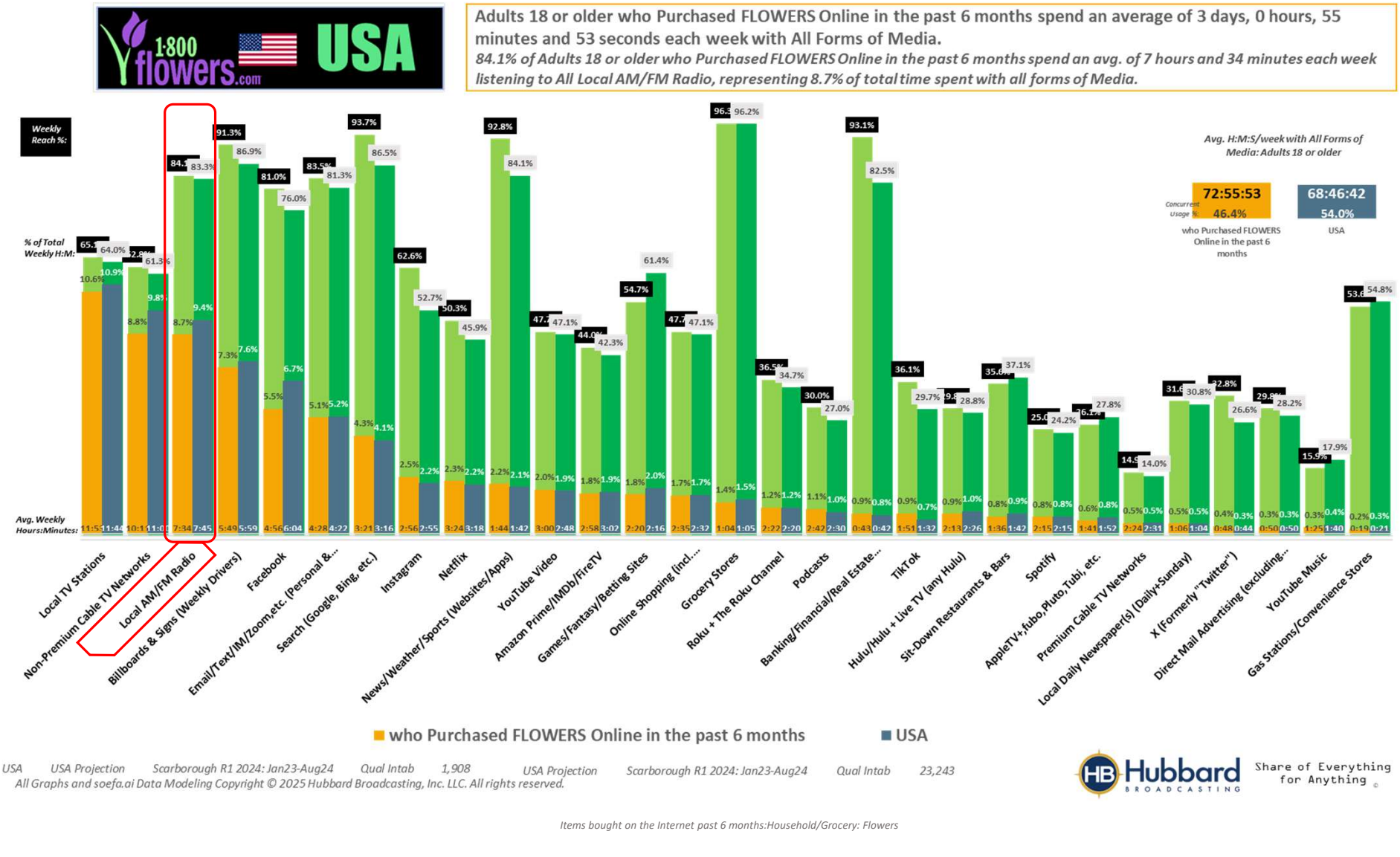
Past 3-Months Payment Methods Used: Adults 18 or older



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 132

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Items bought on the Internet past 6 months:Household/Grocery: Flowers

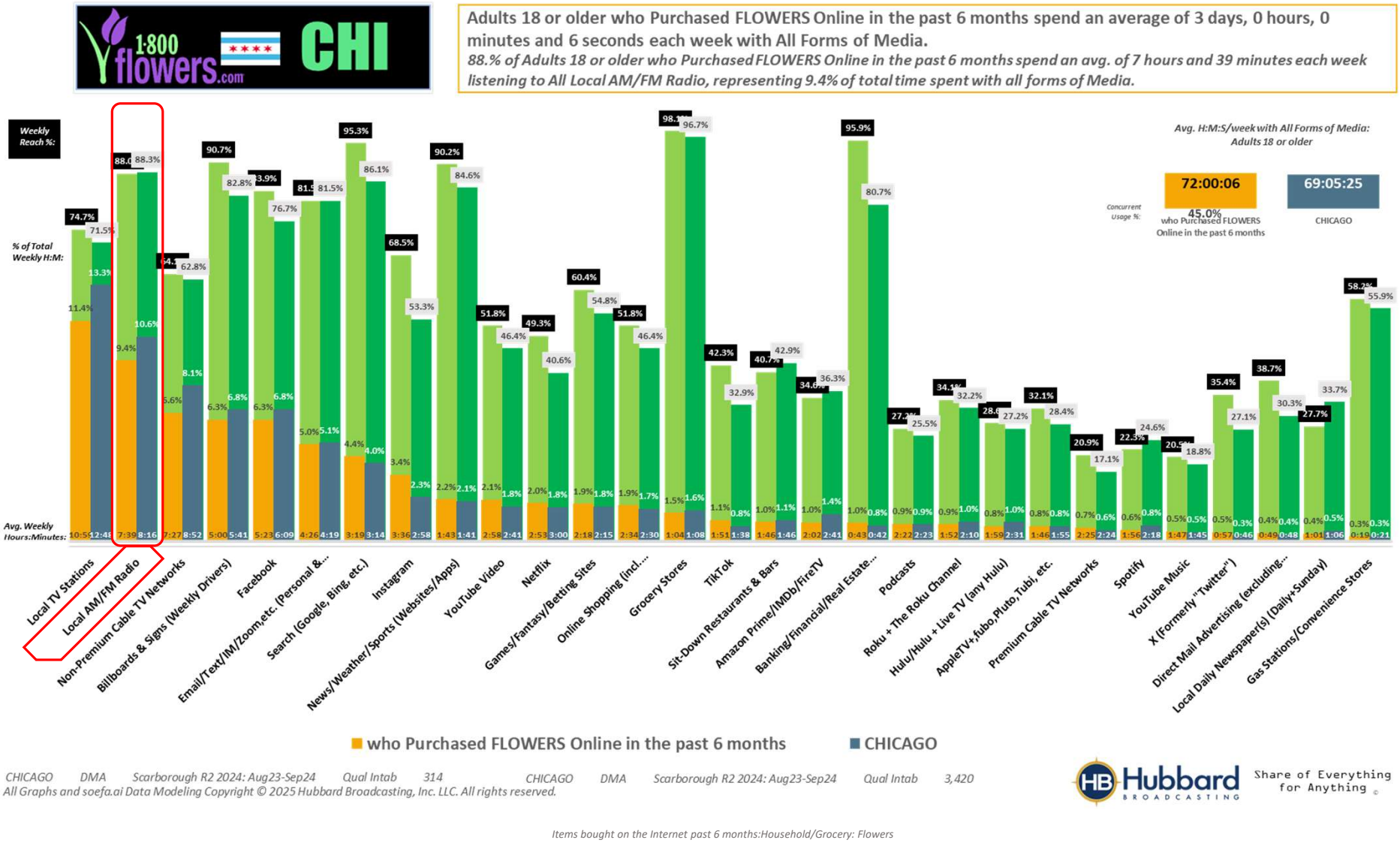


USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 1,908 USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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Items bought on the Internet past 6 months:Household/Grocery: Flowers

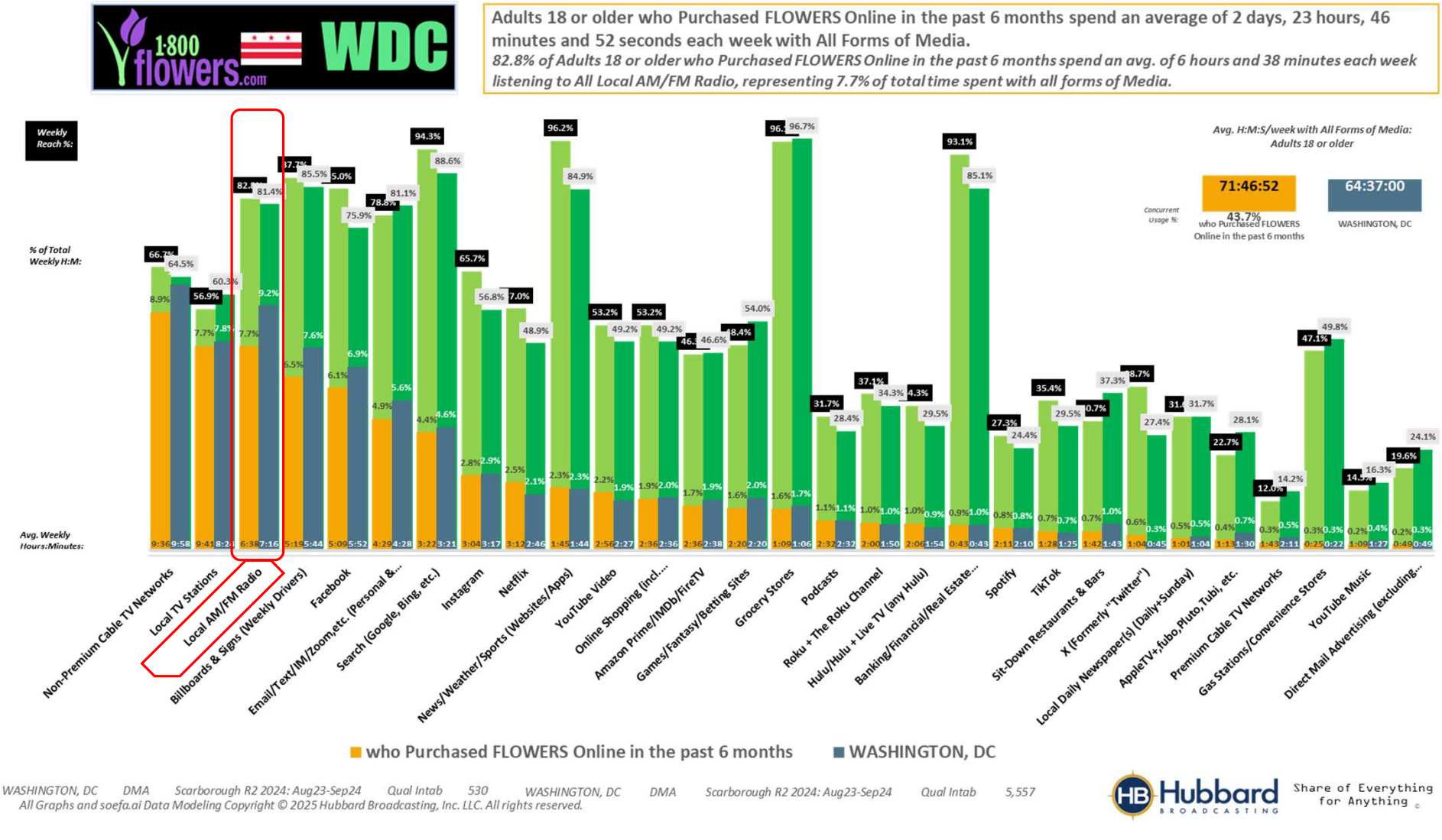


CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 314 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

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Items bought on the Internet past 6 months:Household/Grocery: Flowers

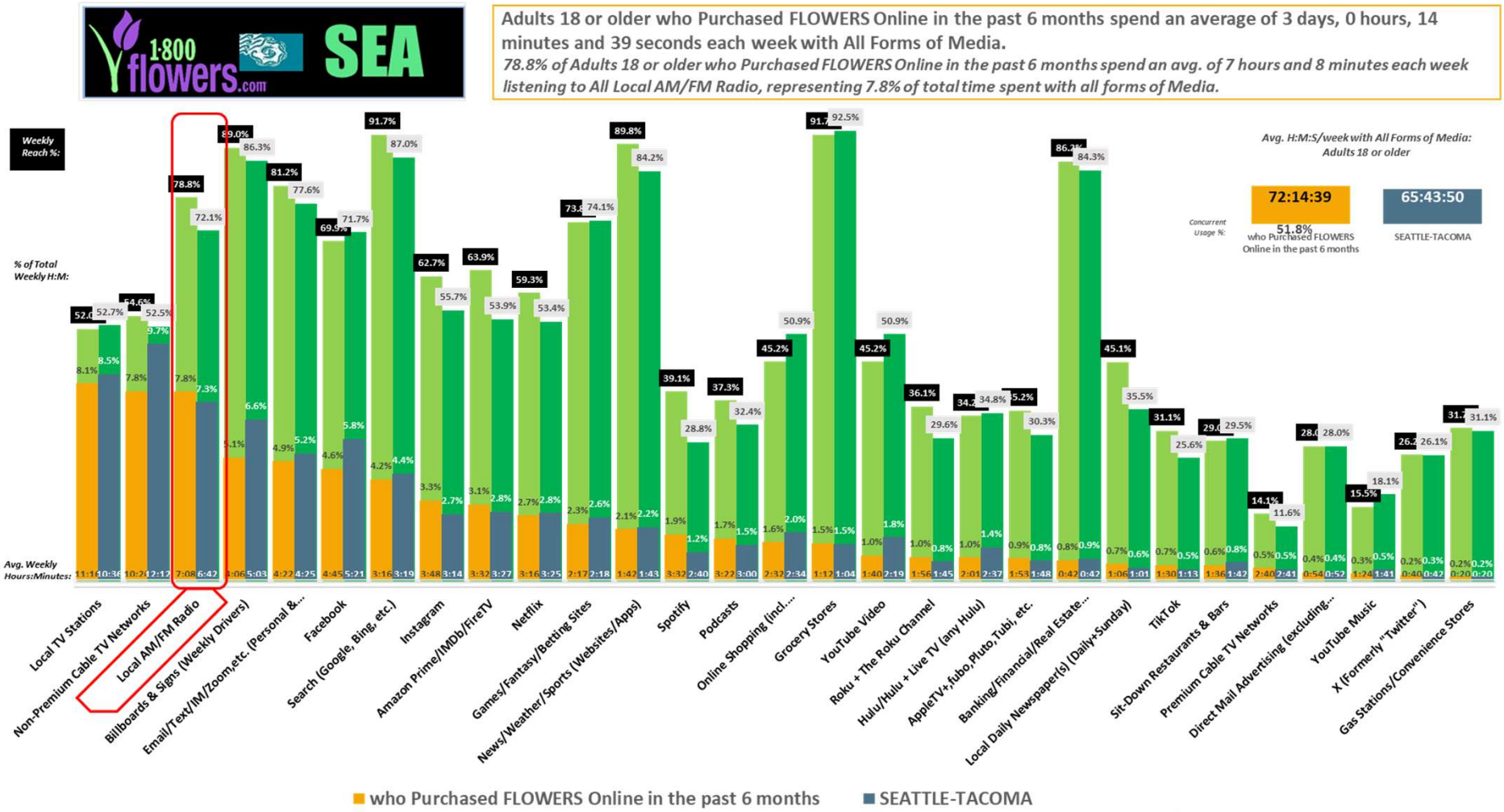


WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 530 WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

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Items bought on the Internet past 6 months:Household/Grocery: Flowers



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 317 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

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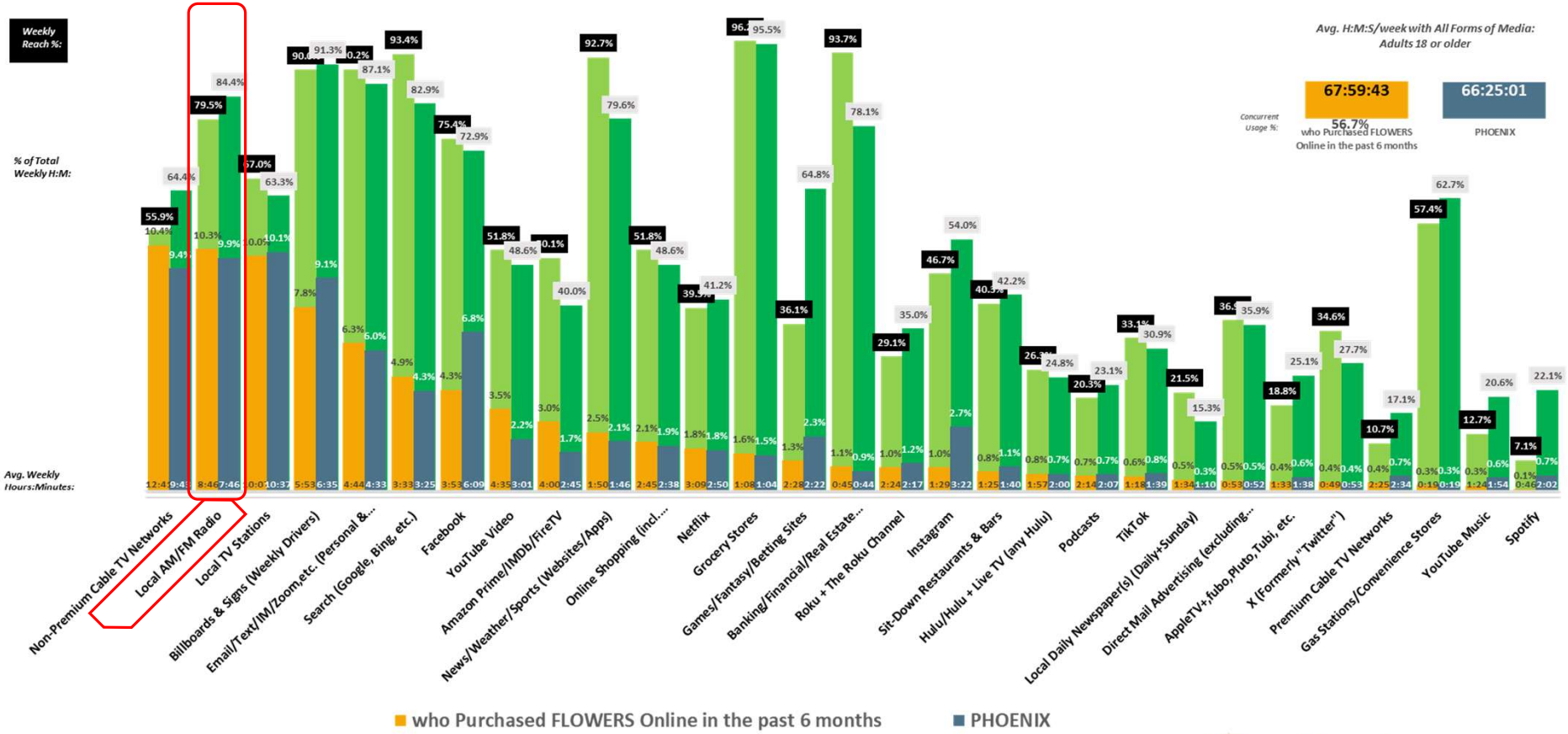
Hubbard BROADCASTING Share of Everything for Anything ©

Items bought on the Internet past 6 months:Household/Grocery: Flowers

1-800 flowers.com PHX

Adults 18 or older who Purchased FLOWERS Online in the past 6 months spend an average of 2 days, 19 hours, 59 minutes and 43 seconds each week with All Forms of Media.

79.5% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months spend an avg. of 8 hours and 46 minutes each week listening to All Local AM/FM Radio, representing 10.3% of total time spent with all forms of Media.

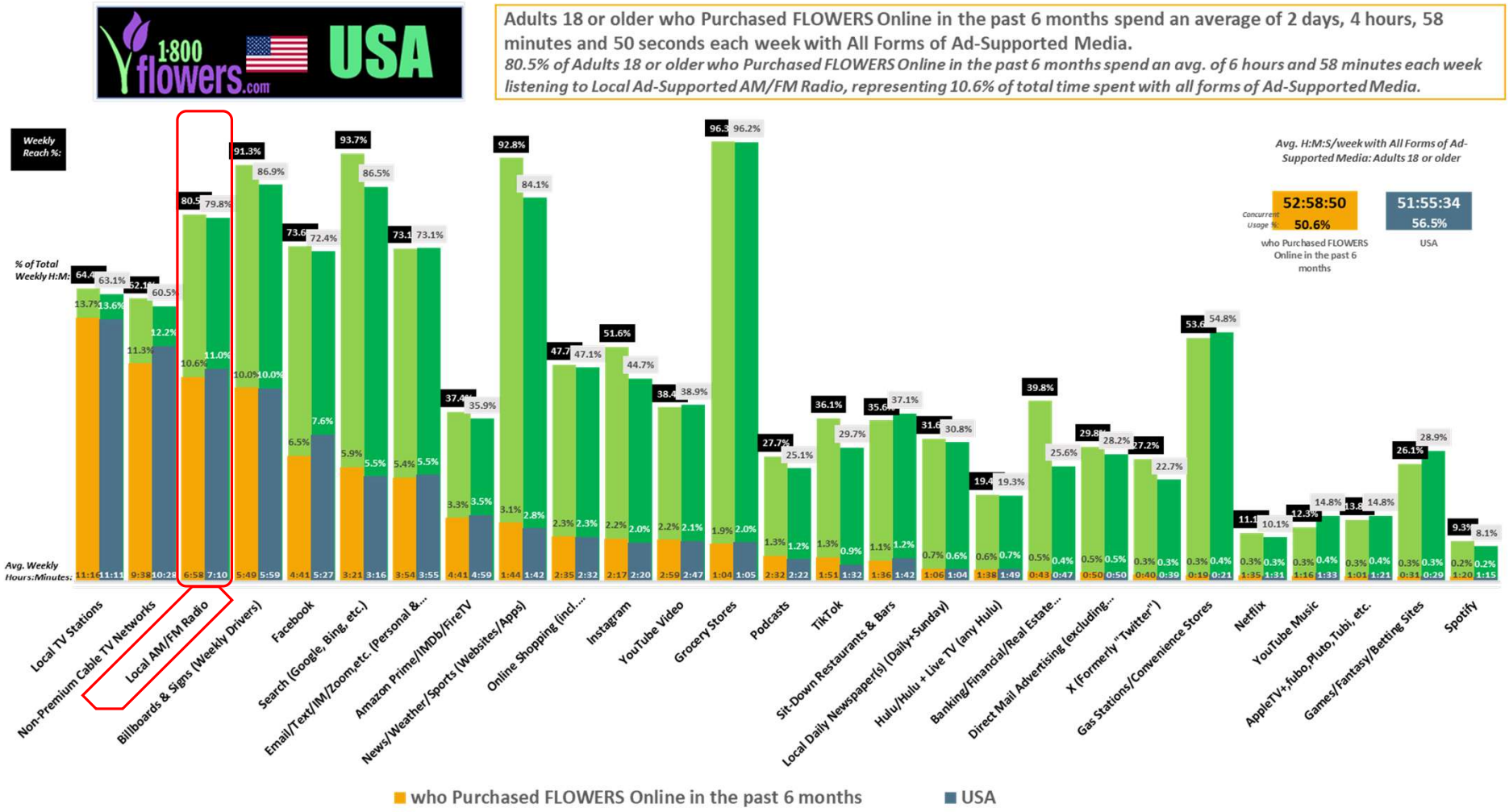


PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 132 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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Items bought on the Internet past 6 months:Household/Grocery: Flowers

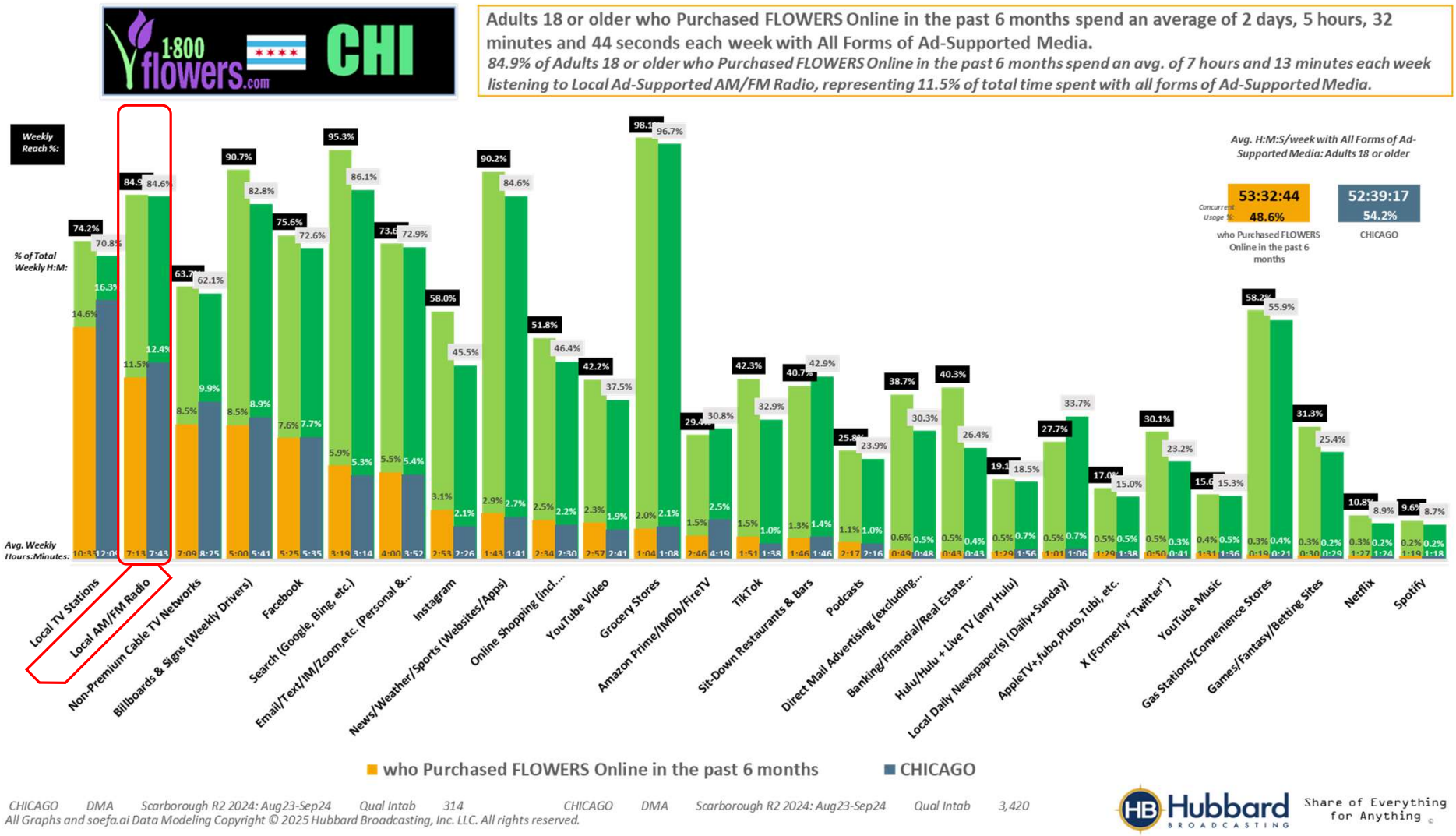


USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 1,908 USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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Items bought on the Internet past 6 months:Household/Grocery: Flowers

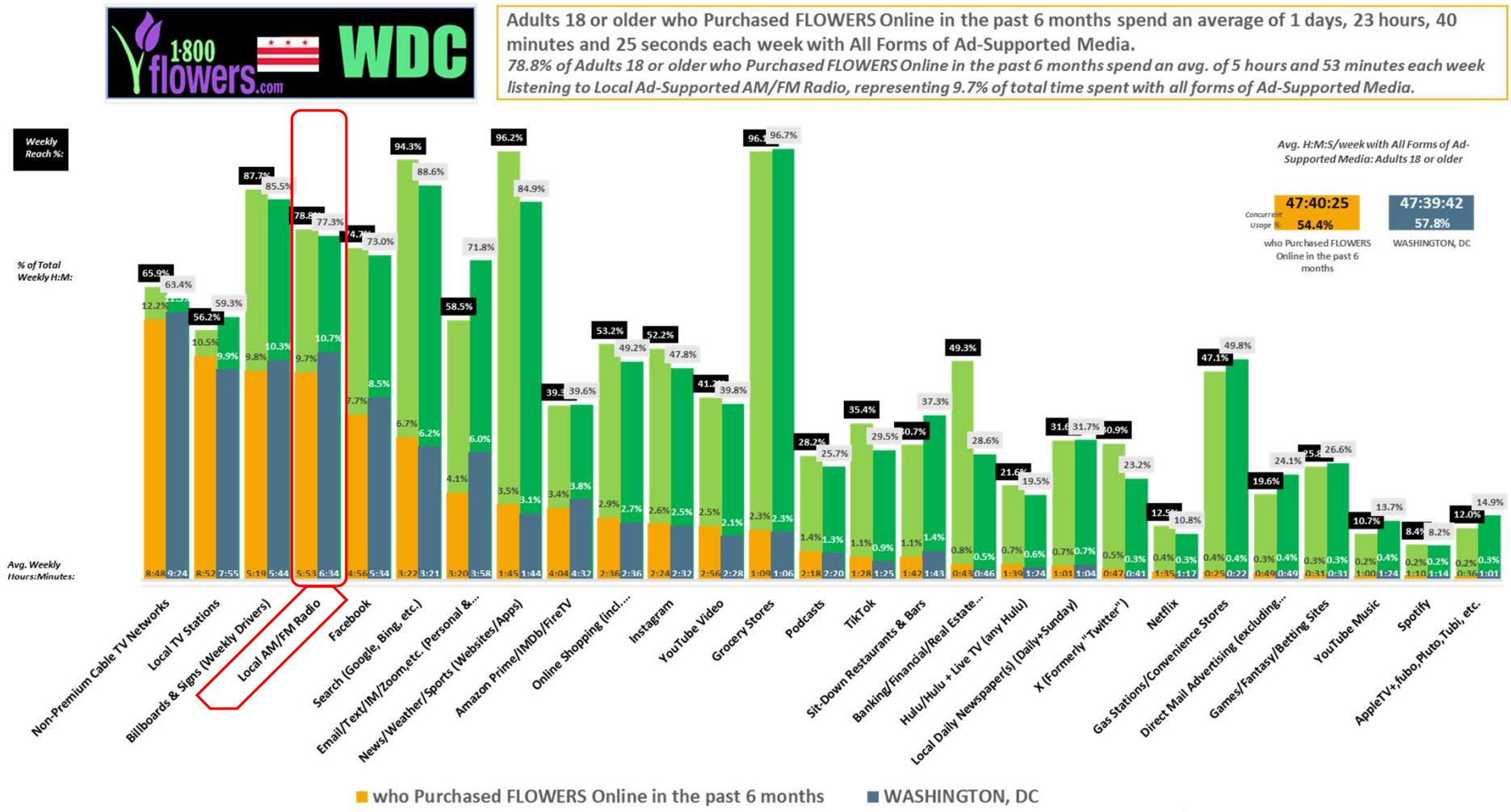


CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 314 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

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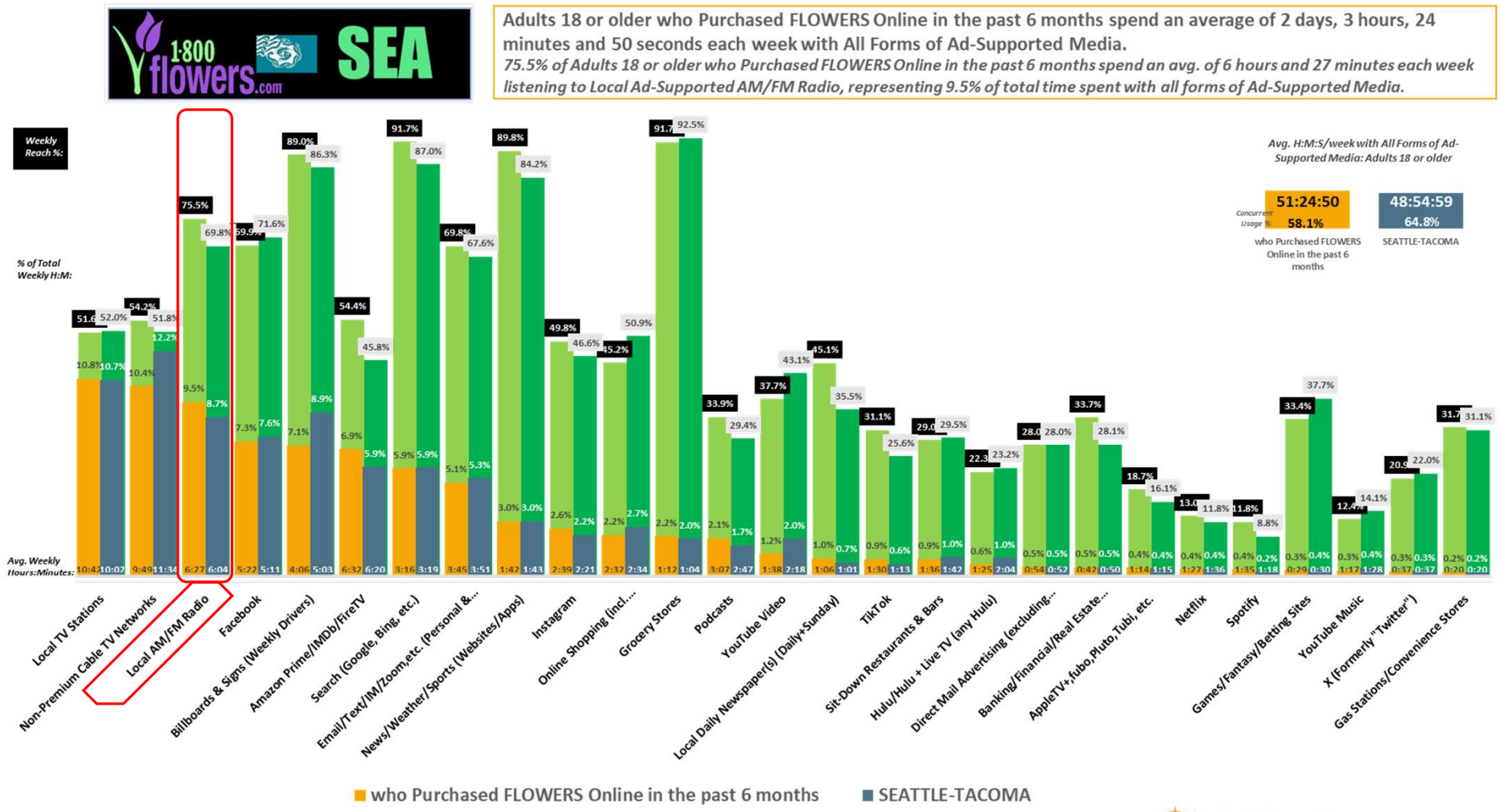
Items bought on the Internet past 6 months:Household/Grocery: Flowers



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 530 WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557
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Items bought on the Internet past 6 months:Household/Grocery: Flowers

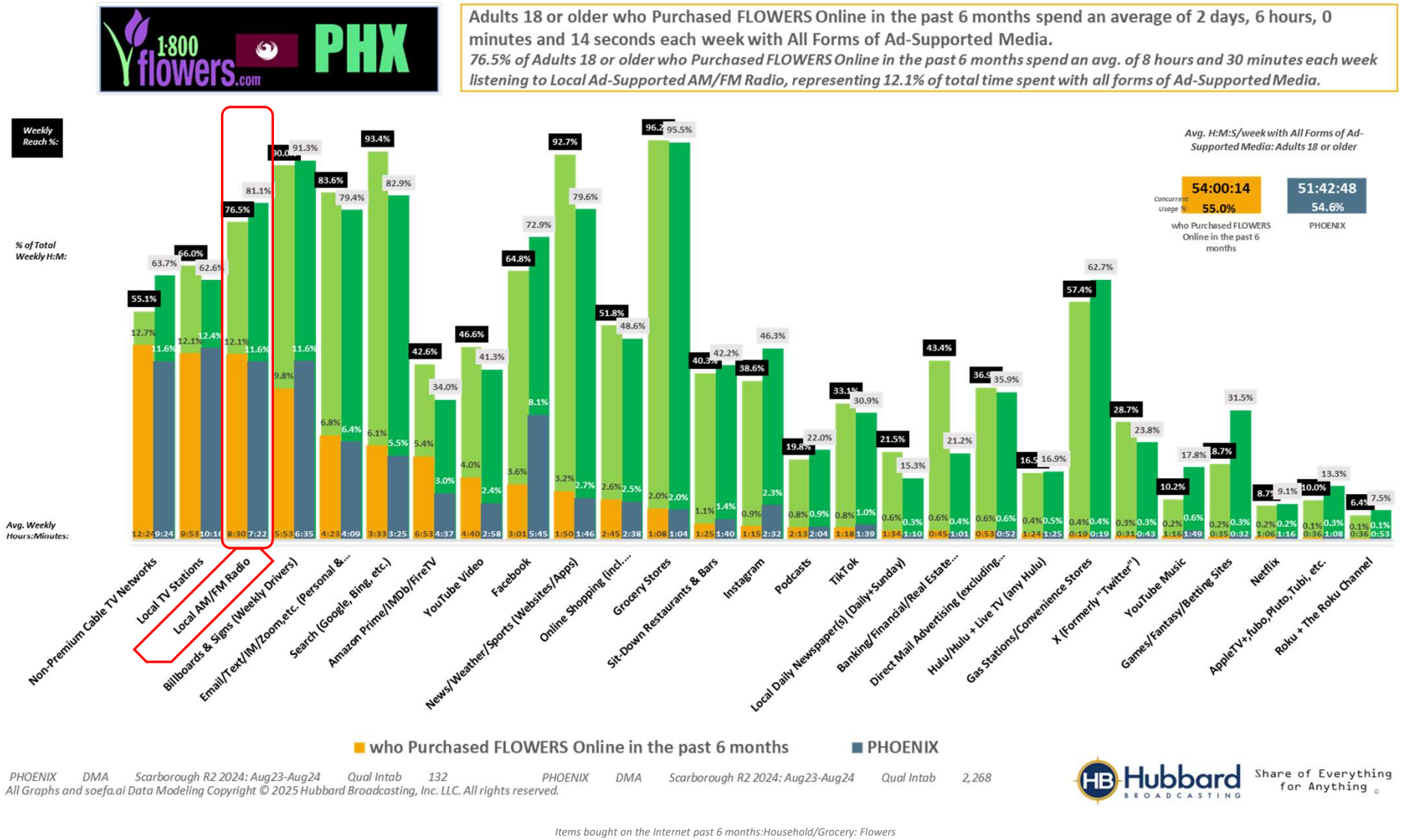


SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 317 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

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Items bought on the Internet past 6 months:Household/Grocery: Flowers



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 132 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

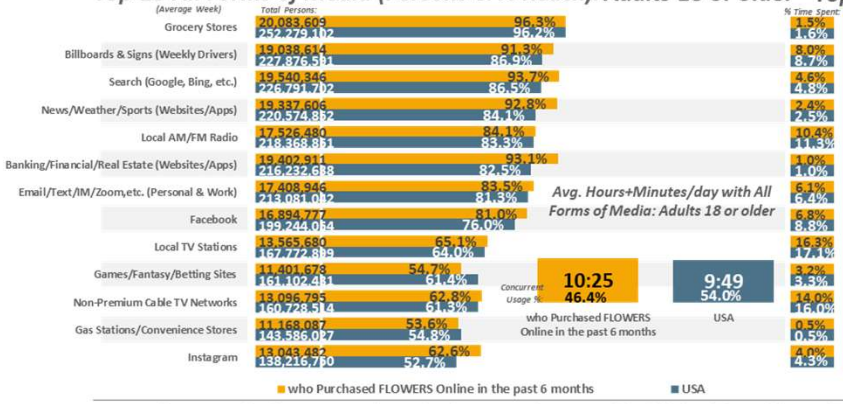
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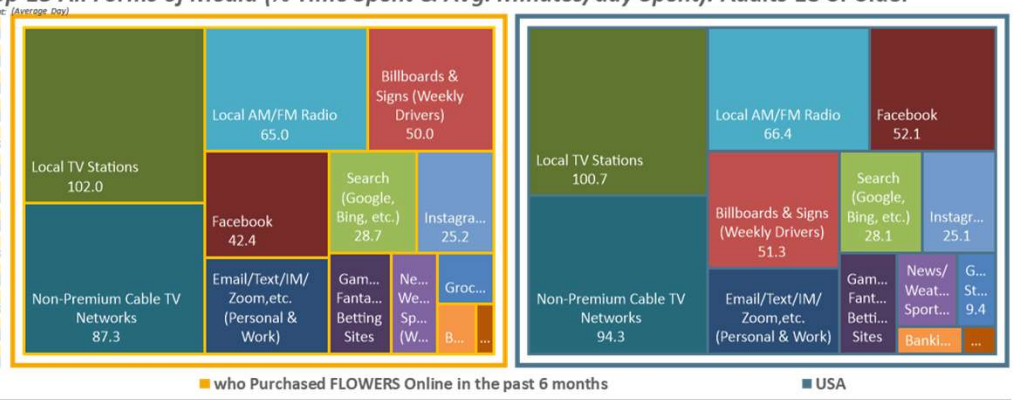
Items bought on the Internet past 6 months:Household/Grocery: Flowers

Adults 18 or older who Purchased FLOWERS Online in the past 6 months spend an average of 7 hours and 34 minutes each day with All Forms of Ad-Supported Media. 80.5% listen to Local AM/FM Radio for an avg. of 59.8 minutes/day. *(Local Radio delivers 10.6% of Time with Ad-Supported Media.)*

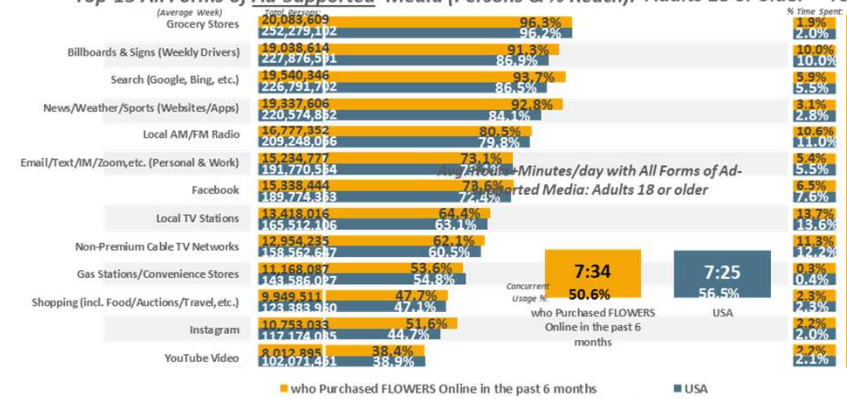
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



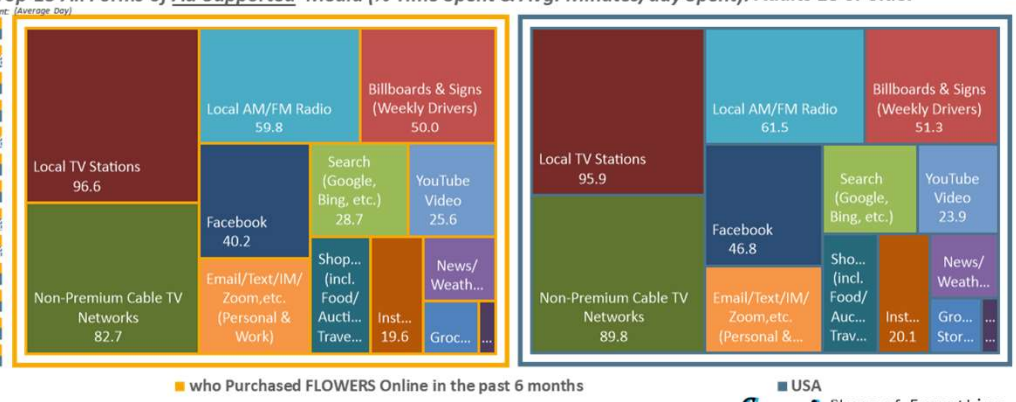
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 1,908

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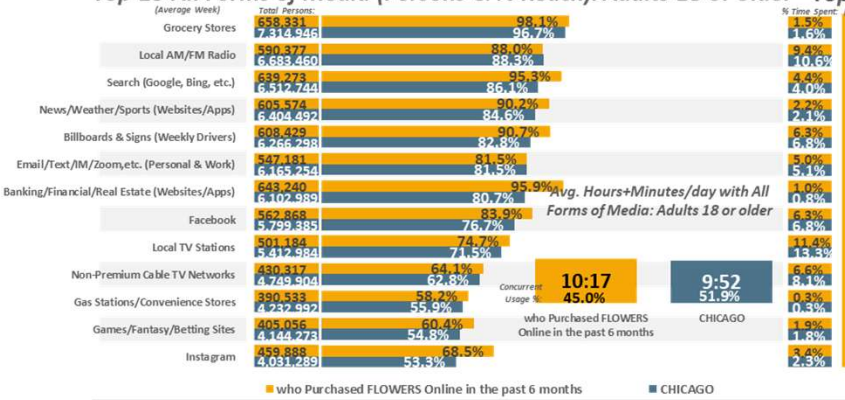
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

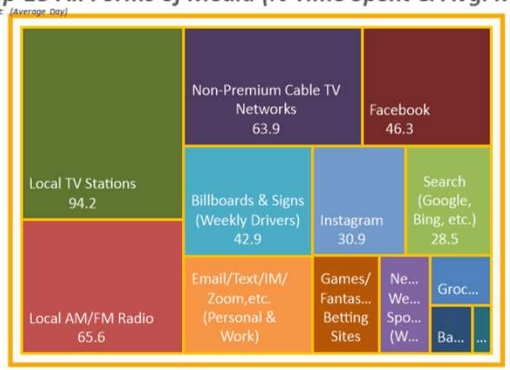
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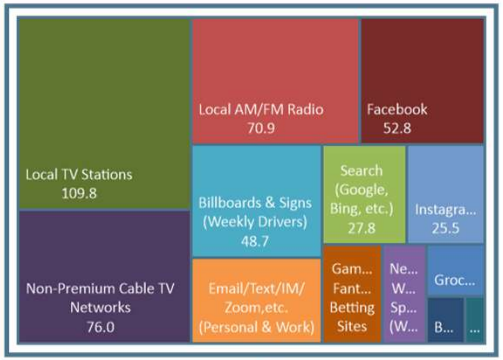
Items bought on the Internet past 6 months:Household/Grocery: Flowers

Adults 18 or older who Purchased FLOWERS Online in the past 6 months spend an average of 7 hours and 38 minutes each day with All Forms of Ad-Supported Media. 84.9% listen to Local AM/FM Radio for an avg. of 61.9 minutes/day. *(Local Radio delivers 11.5% of Time with Ad-Supported Media.)*

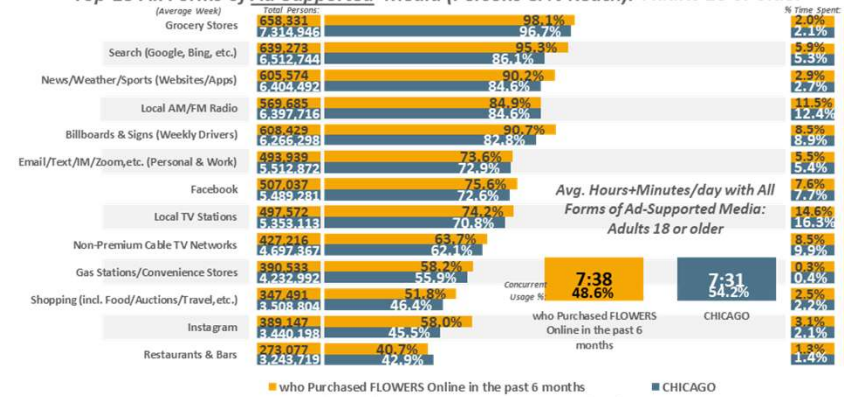
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

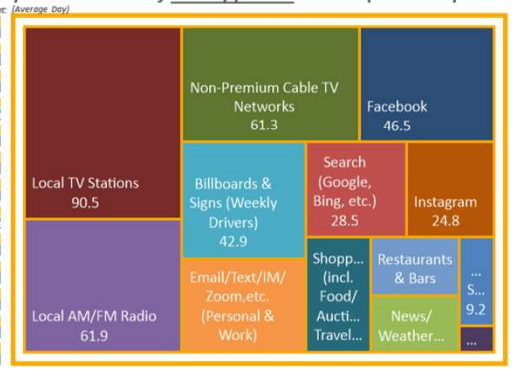


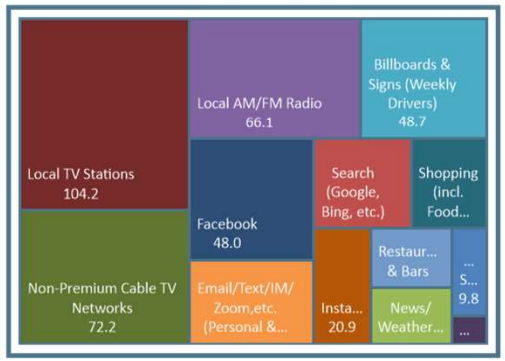




Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older







CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 314

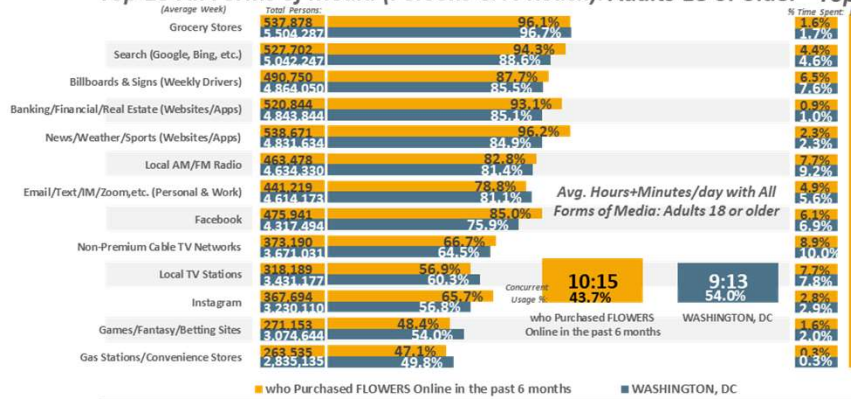
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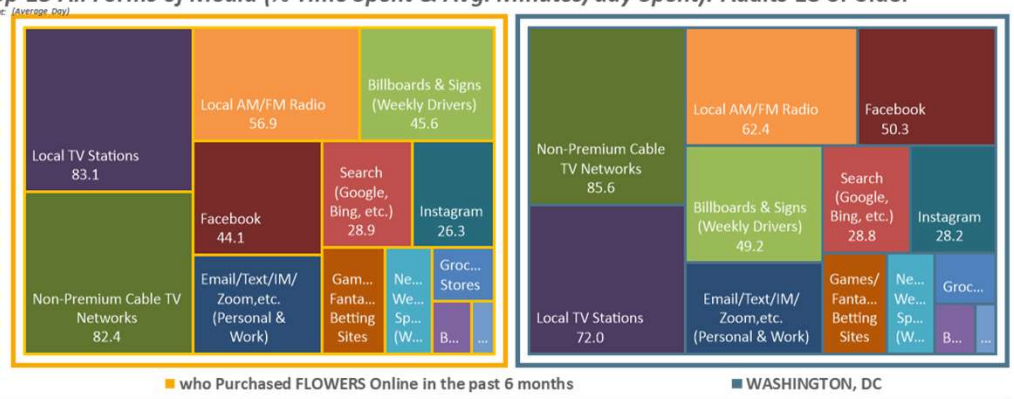
Items bought on the Internet past 6 months:Household/Grocery: Flowers

Adults 18 or older who Purchased FLOWERS Online in the past 6 months spend an average of 6 hours and 48 minutes each day with All Forms of Ad-Supported Media. 78.8% listen to Local AM/FM Radio for an avg. of 50.5 minutes/day. *(Local Radio delivers 9.7% of Time with Ad-Supported Media.)*

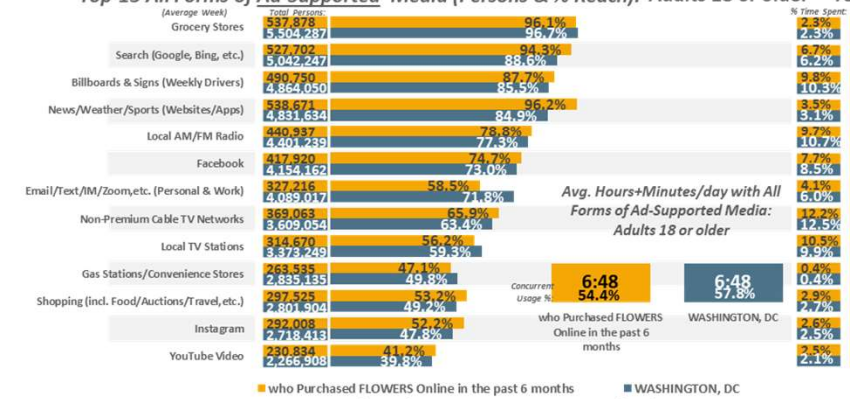
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



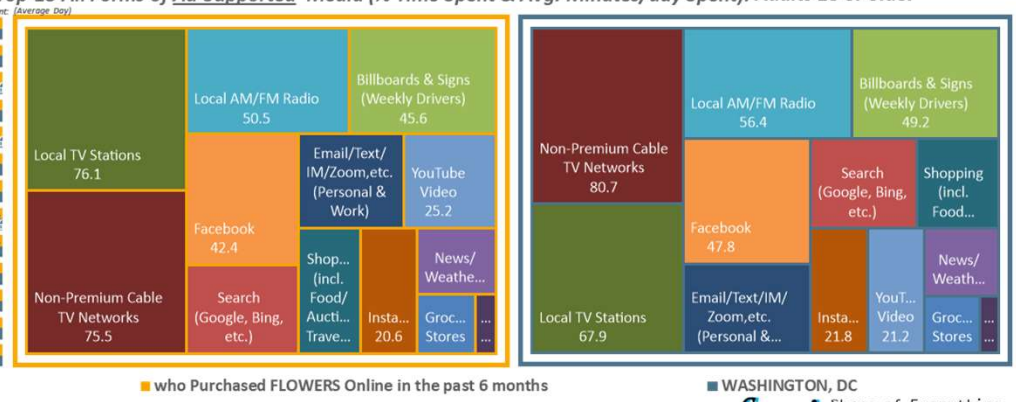
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 530

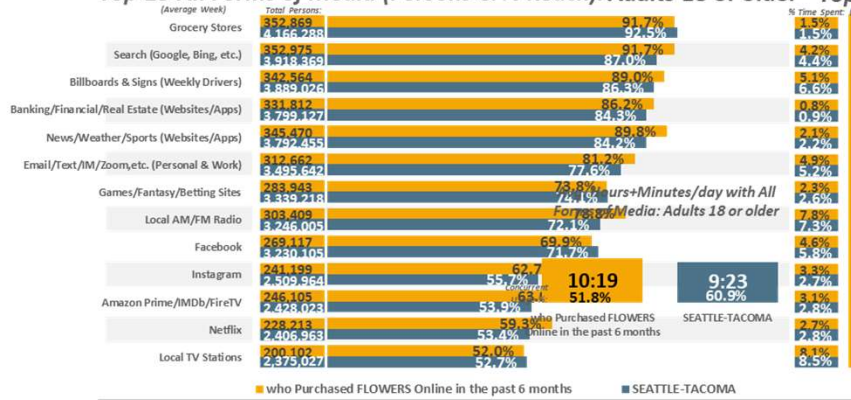
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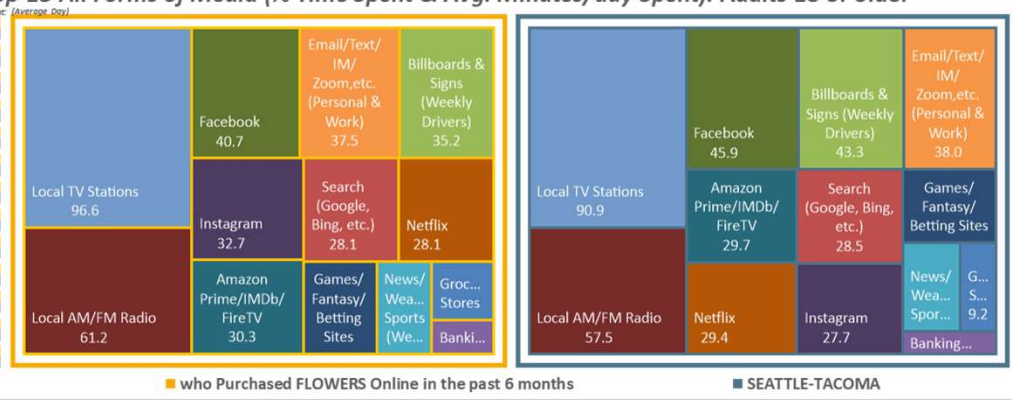
Items bought on the Internet past 6 months:Household/Grocery: Flowers

Adults 18 or older who Purchased FLOWERS Online in the past 6 months spend an average of 7 hours and 20 minutes each day with All Forms of Ad-Supported Media. 75.5% listen to Local AM/FM Radio for an avg. of 55.4 minutes/day. *(Local Radio delivers 9.5% of Time with Ad-Supported Media.)*

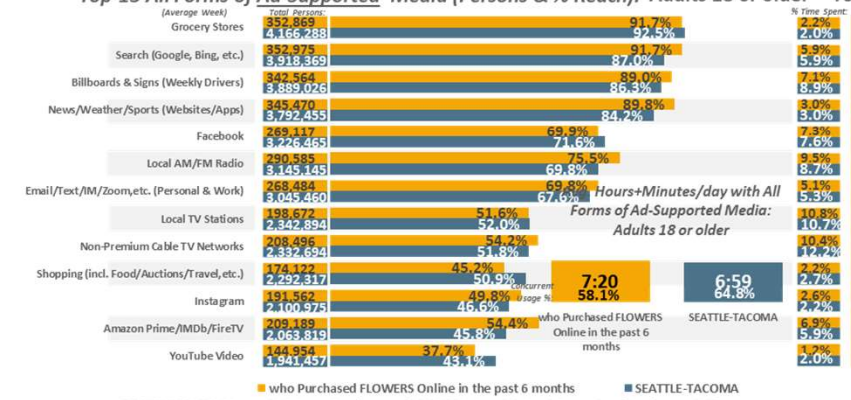
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



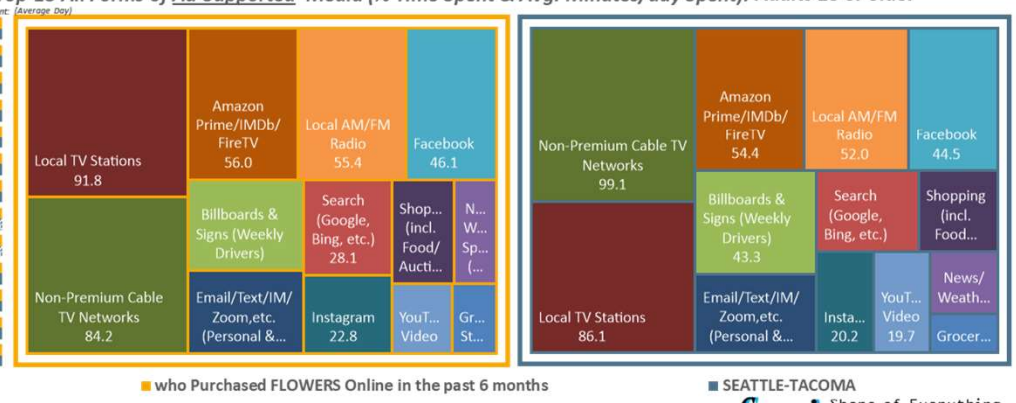
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 All Forms of 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



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 317

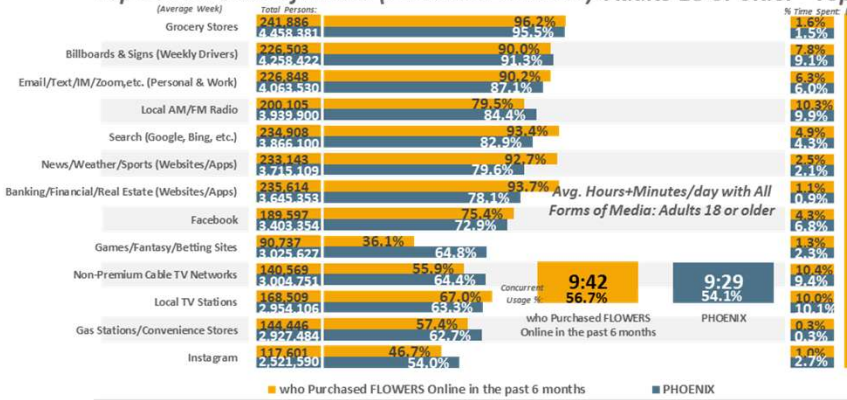
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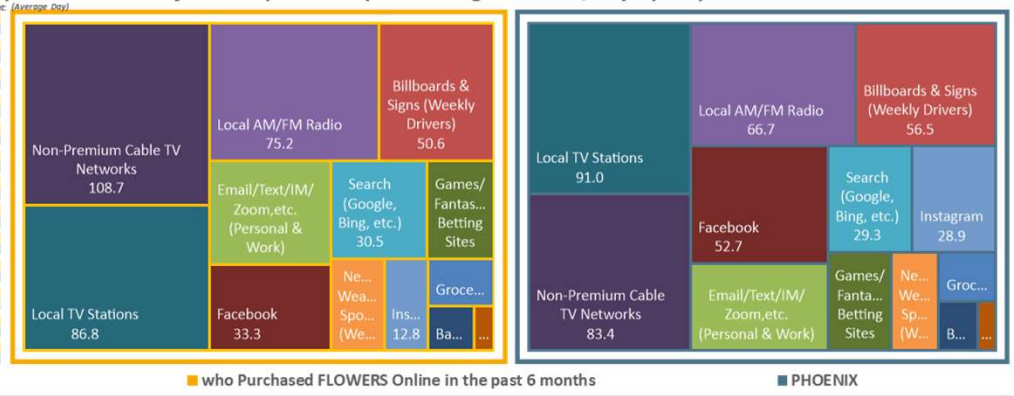
Items bought on the Internet past 6 months:Household/Grocery: Flowers

Adults 18 or older who Purchased FLOWERS Online in the past 6 months spend an average of 7 hours and 42 minutes each day with All Forms of Ad-Supported Media. 76.5% listen to Local AM/FM Radio for an avg. of 72.9 minutes/day. *(Local Radio delivers 12.1% of Time with Ad-Supported Media.)*

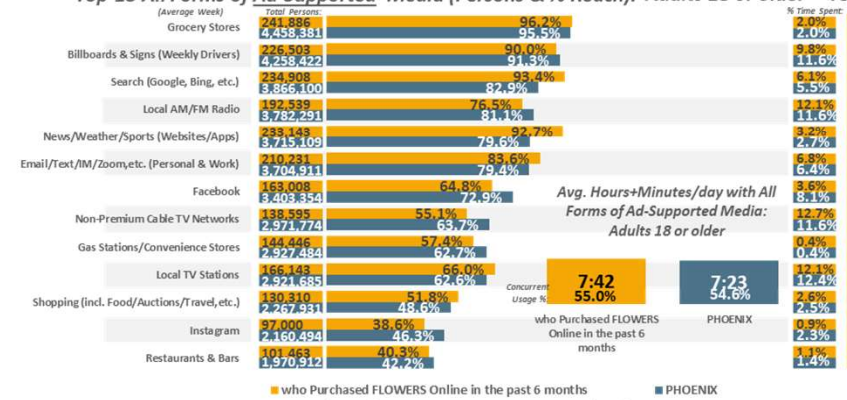
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



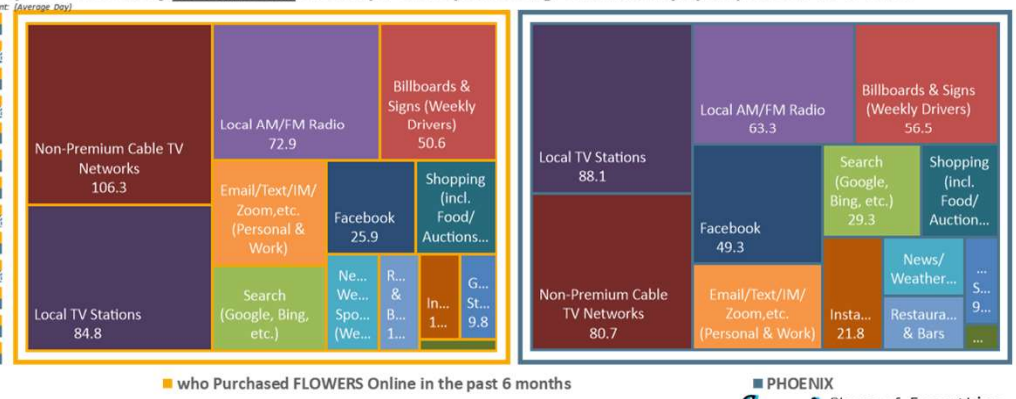
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 132

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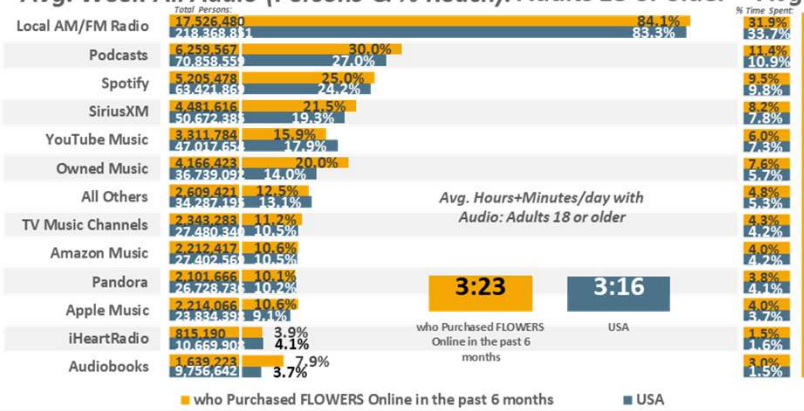
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Items bought on the Internet past 6 months:Household/Grocery: Flowers

1-800 flowers.com USA

16,777,352 or 80.5% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months listen to Ad-Supported Local AM/FM Radio for an average of 59.8 minutes every day representing 43.2% of all time spent daily with Ad-Supported Audio.

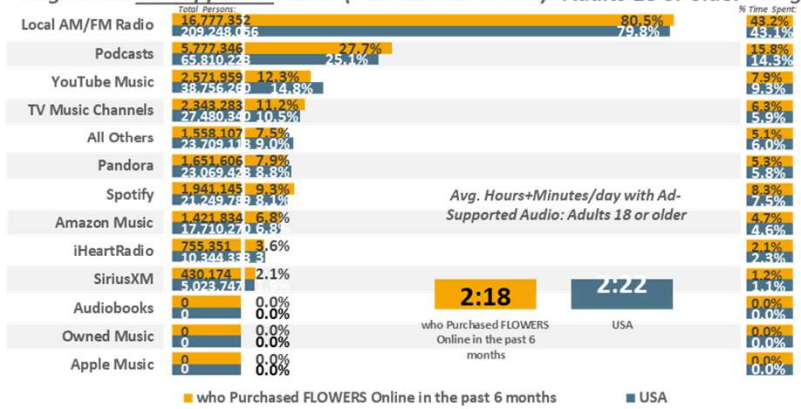
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



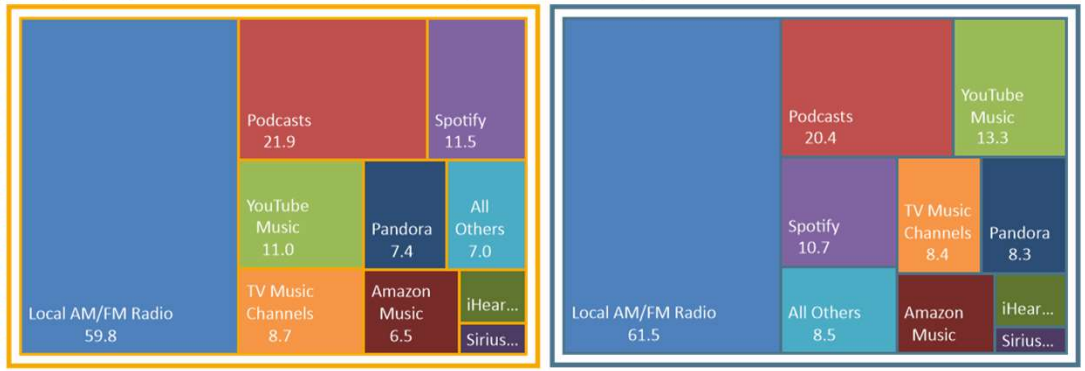
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 1,908

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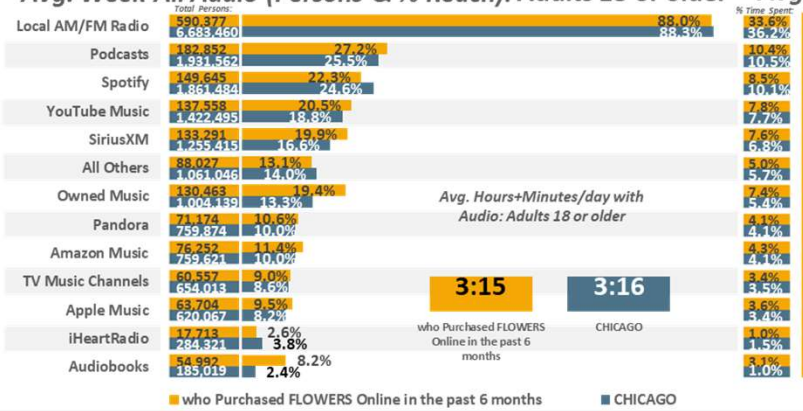
Scarborough R1 2024: Jan23-Aug24 USA Projection Scarborough R1 2024: Jan23-Aug24

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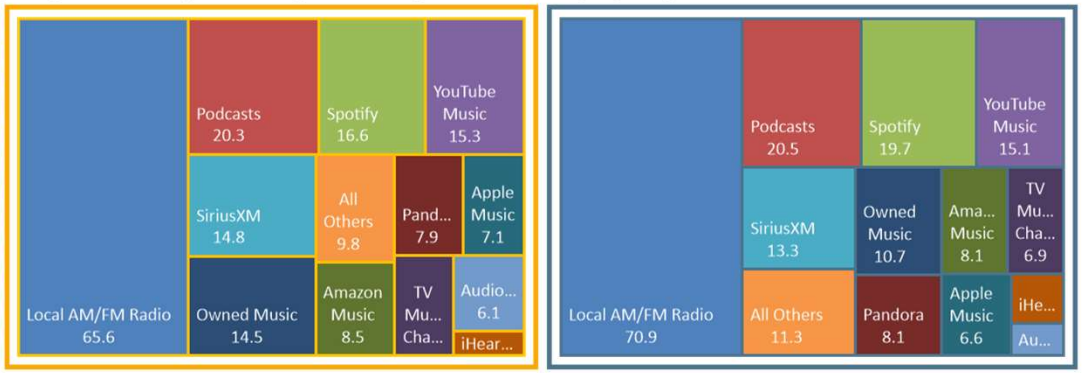
Items bought on the Internet past 6 months:Household/Grocery: Flowers

569,685 or 84.9% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months listen to Ad-Supported Local AM/FM Radio for an average of 61.9 minutes every day representing 44.7% of all time spent daily with Ad-Supported Audio.

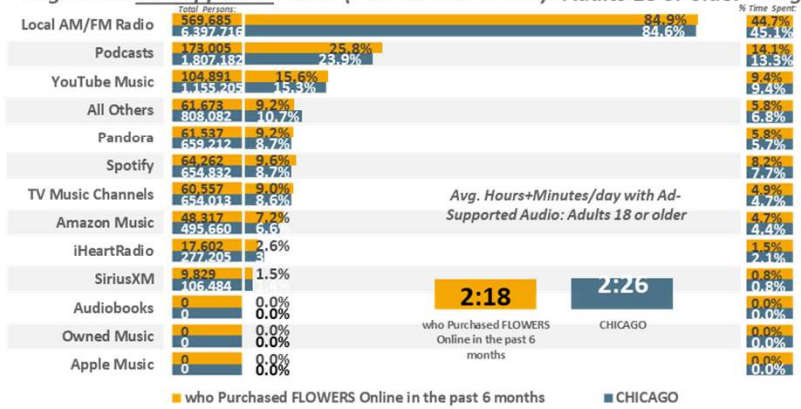
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



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



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



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



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 314

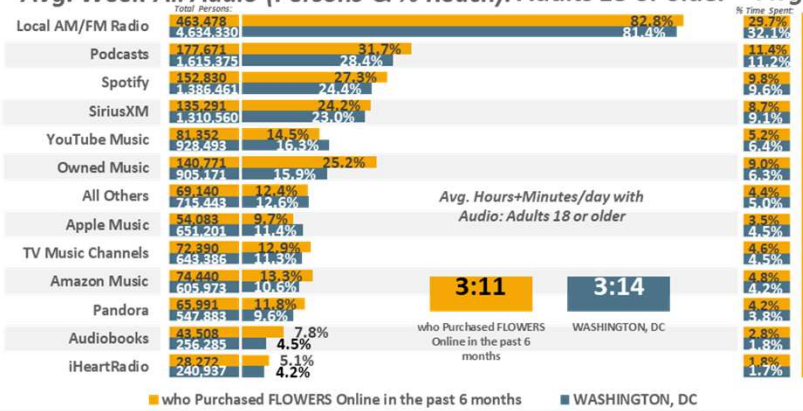
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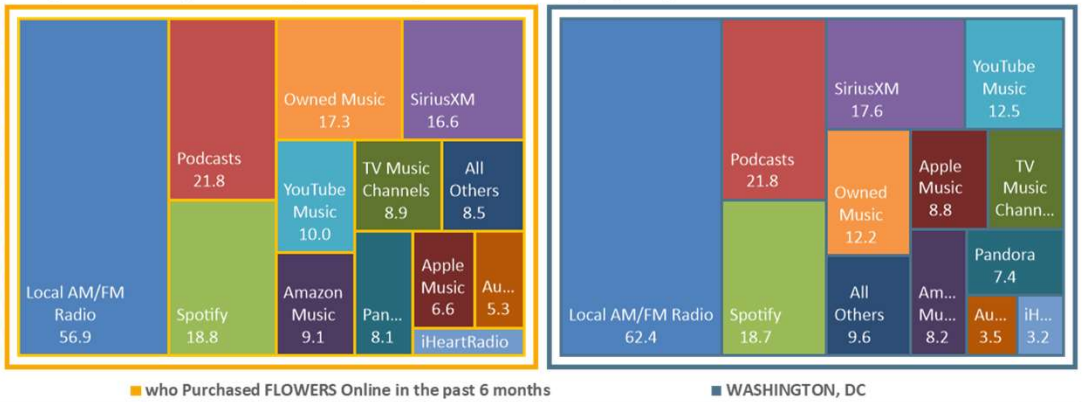
Items bought on the Internet past 6 months:Household/Grocery: Flowers

440,937 or 78.8% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months listen to Ad-Supported Local AM/FM Radio for an average of 50.5 minutes every day representing 41.4% of all time spent daily with Ad-Supported Audio.

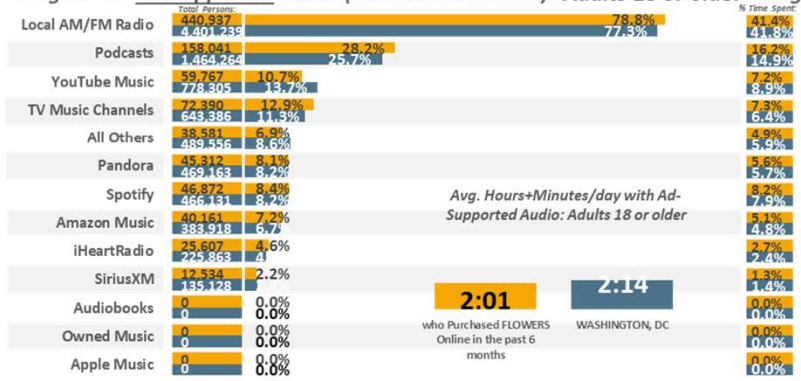
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



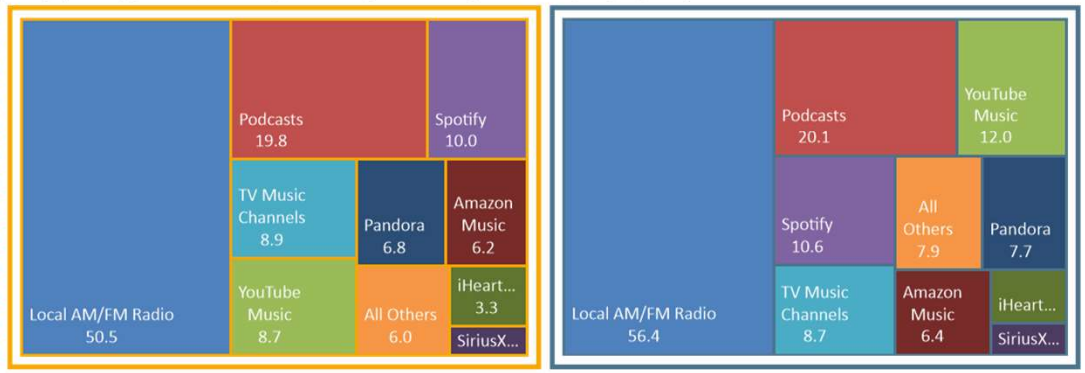
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 530

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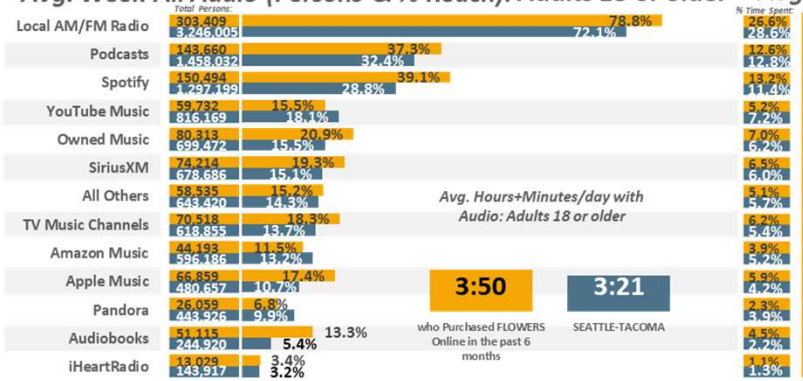
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Items bought on the Internet past 6 months:Household/Grocery: Flowers

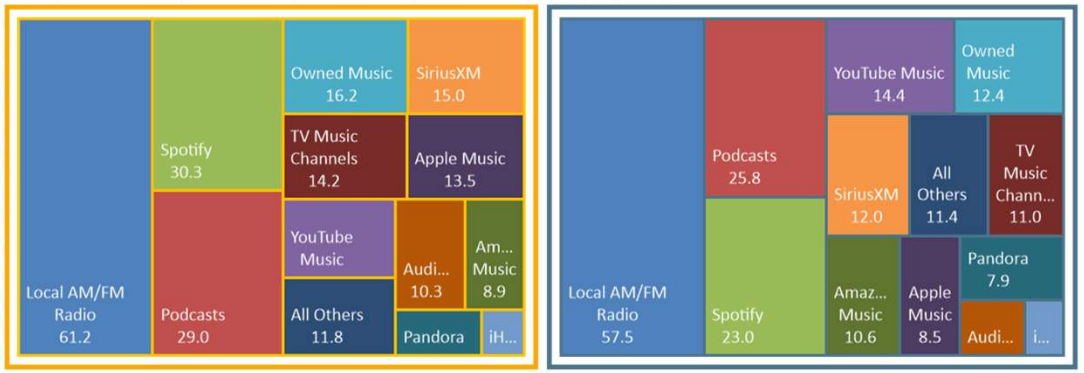
1-800 flowers.com SEA

290,585 or 75.5% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months listen to Ad-Supported Local AM/FM Radio for an average of 55.4 minutes every day representing 37.9% of all time spent daily with Ad-Supported Audio.

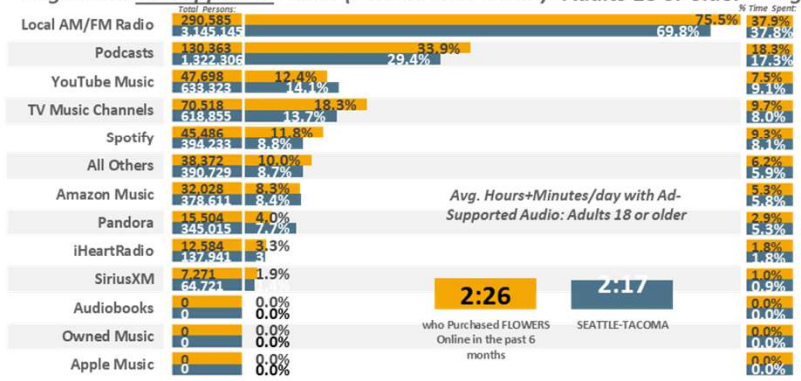
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



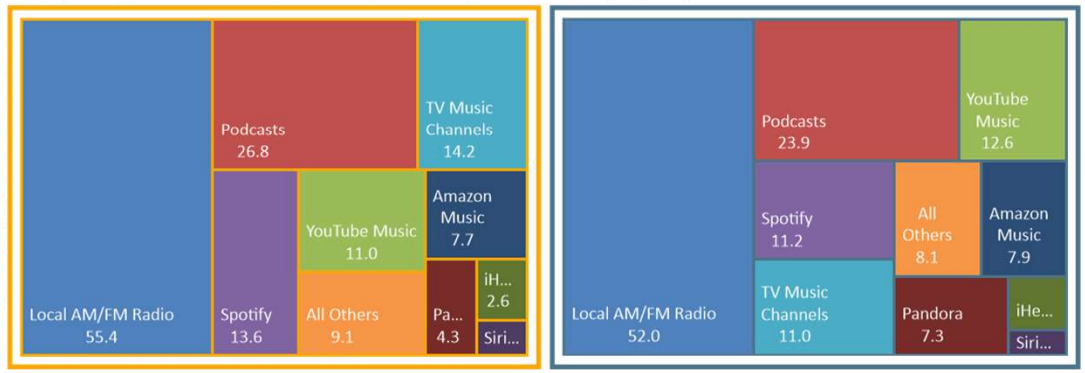
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 317

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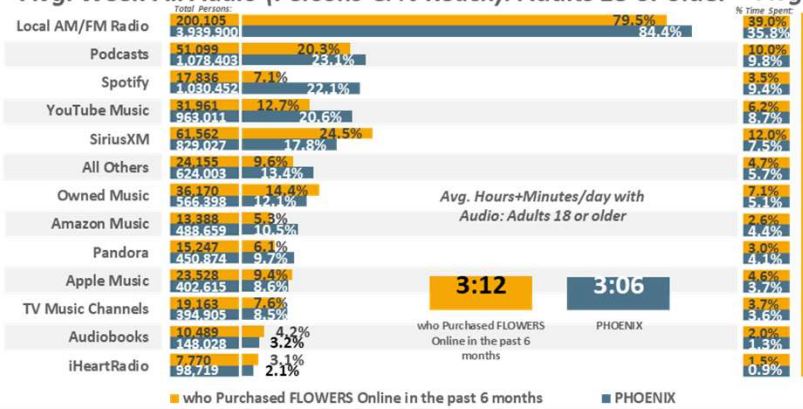
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Items bought on the Internet past 6 months:Household/Grocery: Flowers

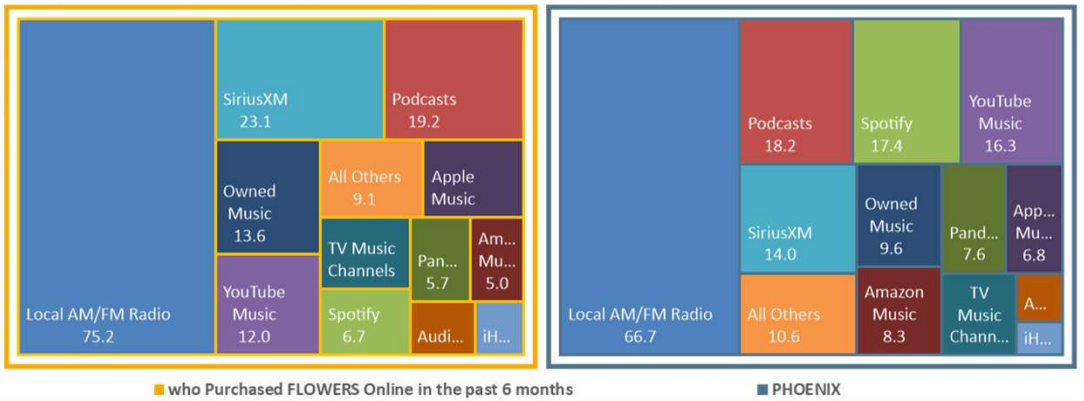
1-800 flowers.com PHX

192,539 or 76.5% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months listen to Ad-Supported Local AM/FM Radio for an average of 72.9 minutes every day representing 52.5% of all time spent daily with Ad-Supported Audio.

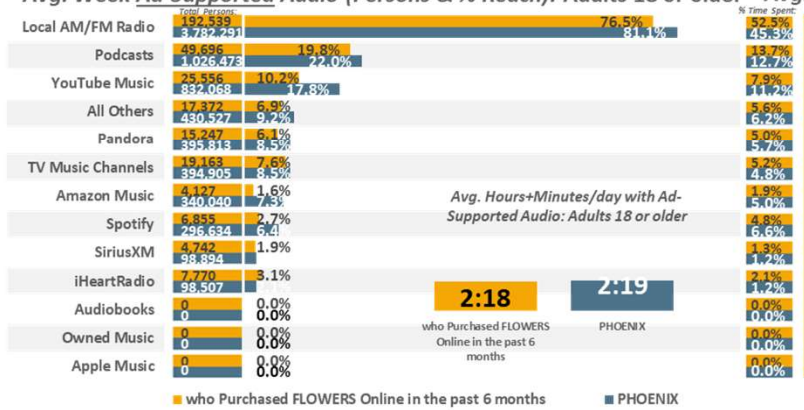
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



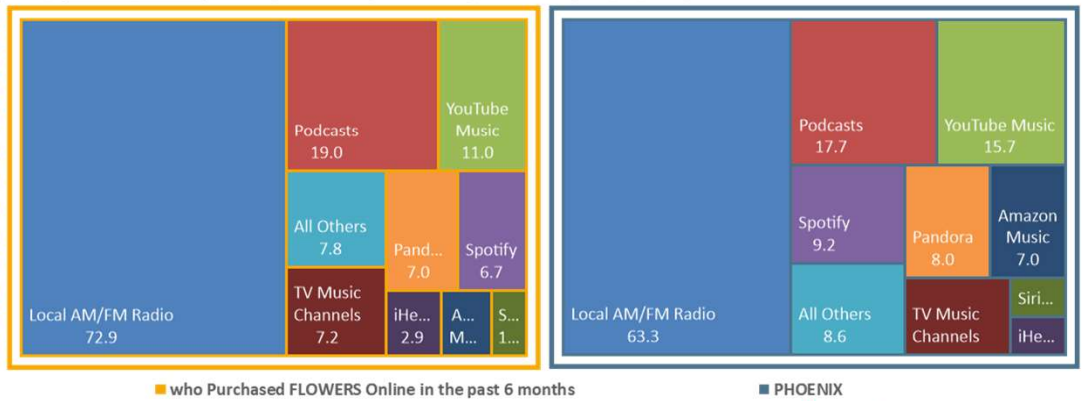
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 132

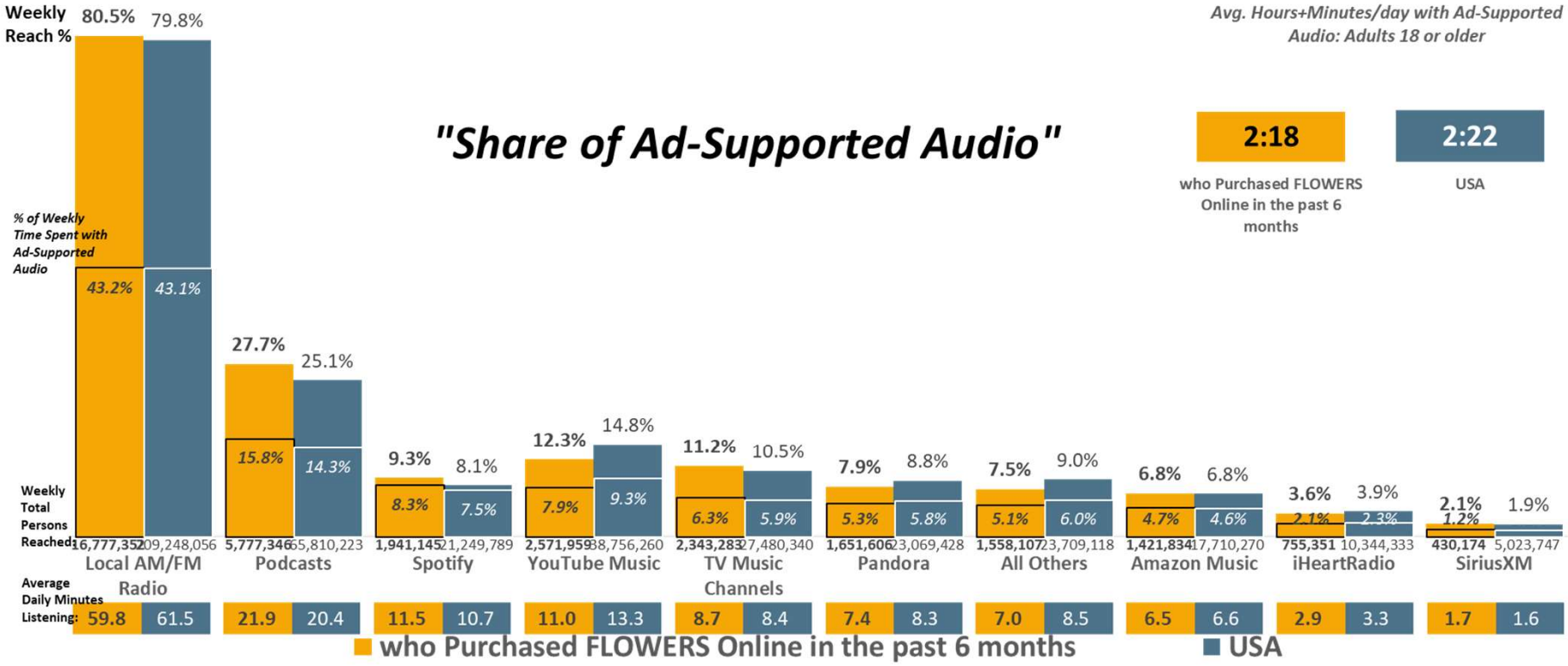
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Items bought on the Internet past 6 months:Household/Grocery: Flowers

1-800 flowers.com USA

16,777,352 or 80.5% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months listen to Ad-Supported Local AM/FM Radio for an average of 59.8 minutes every day representing 43.2% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 1,908

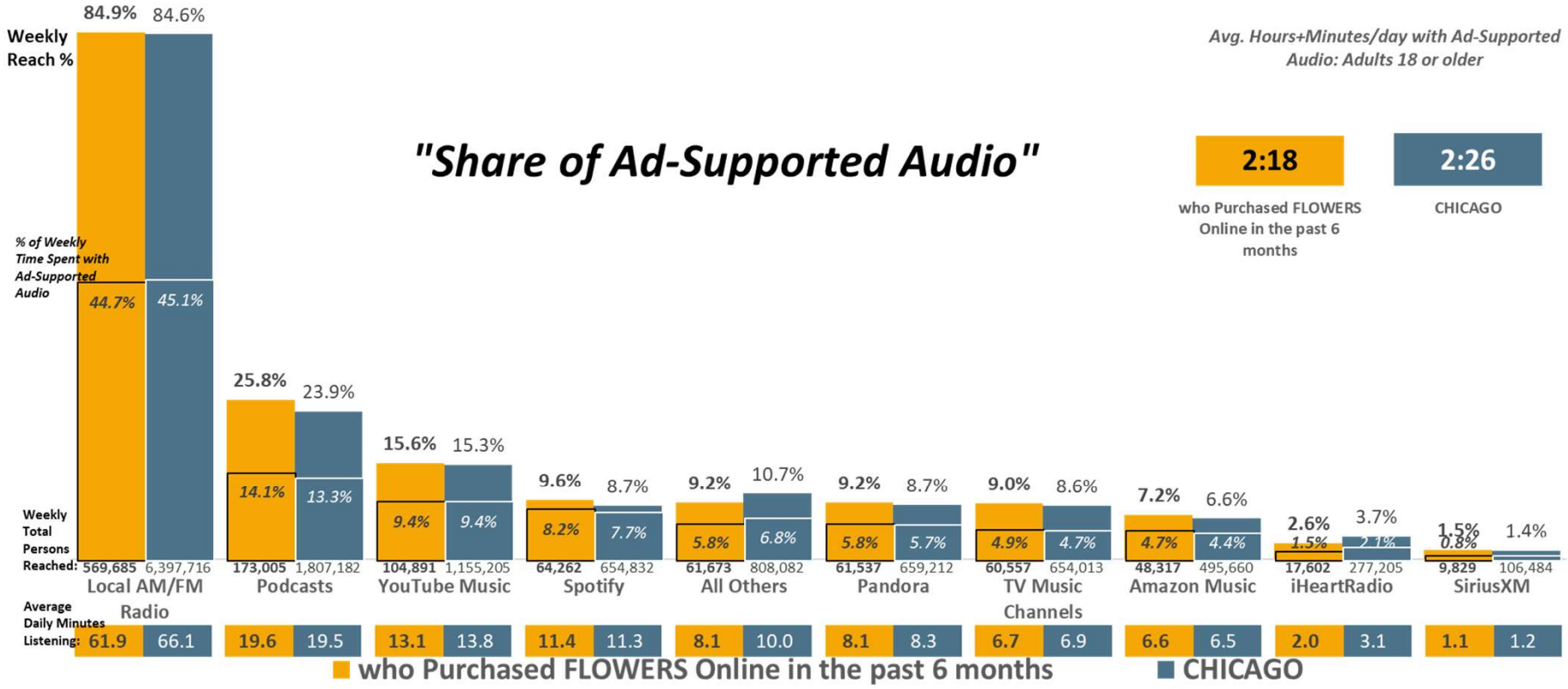
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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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Items bought on the Internet past 6 months:Household/Grocery: Flowers

569,685 or 84.9% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months listen to Ad-Supported Local AM/FM Radio for an average of 61.9 minutes every day representing 44.7% of all time spent daily with Ad-Supported Audio.



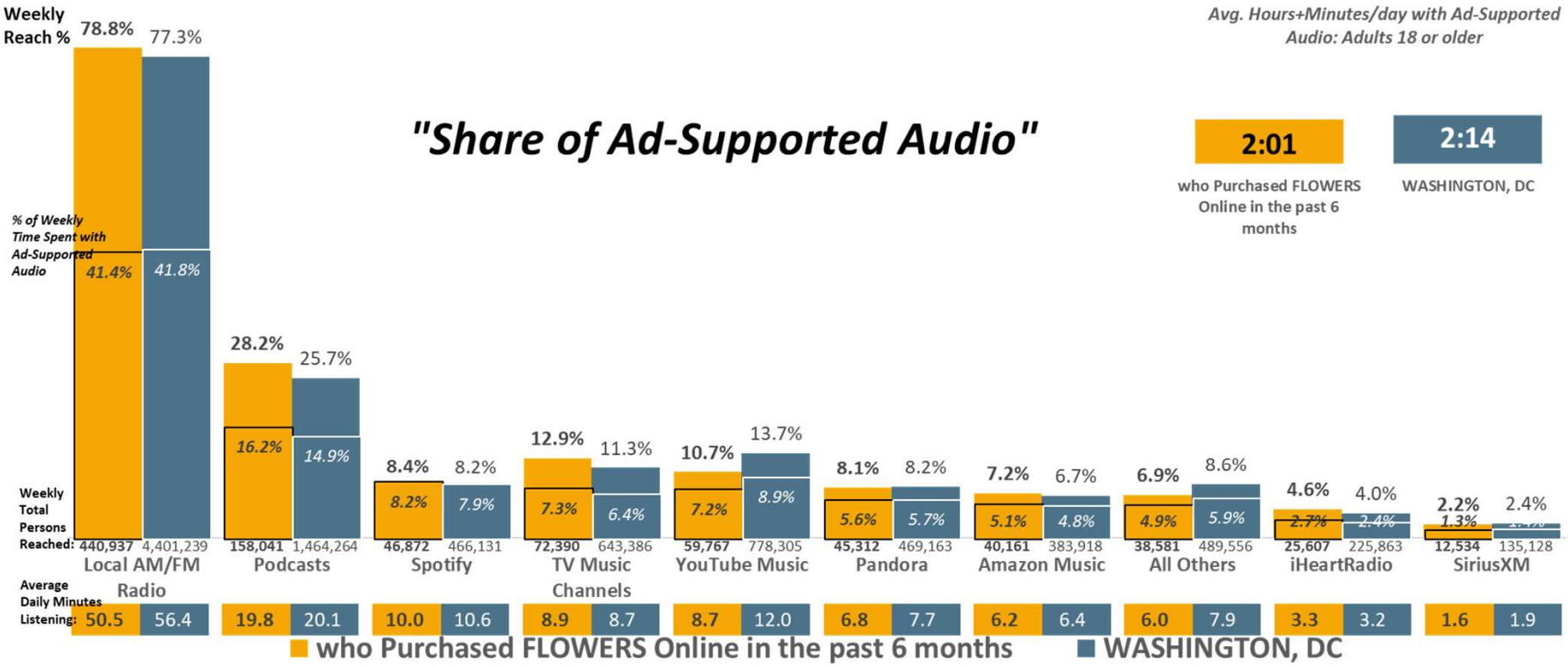
CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 314 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

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Items bought on the Internet past 6 months:Household/Grocery: Flowers

440,937 or 78.8% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months listen to Ad-Supported Local AM/FM Radio for an average of 50.5 minutes every day representing 41.4% of all time spent daily with Ad-Supported Audio.



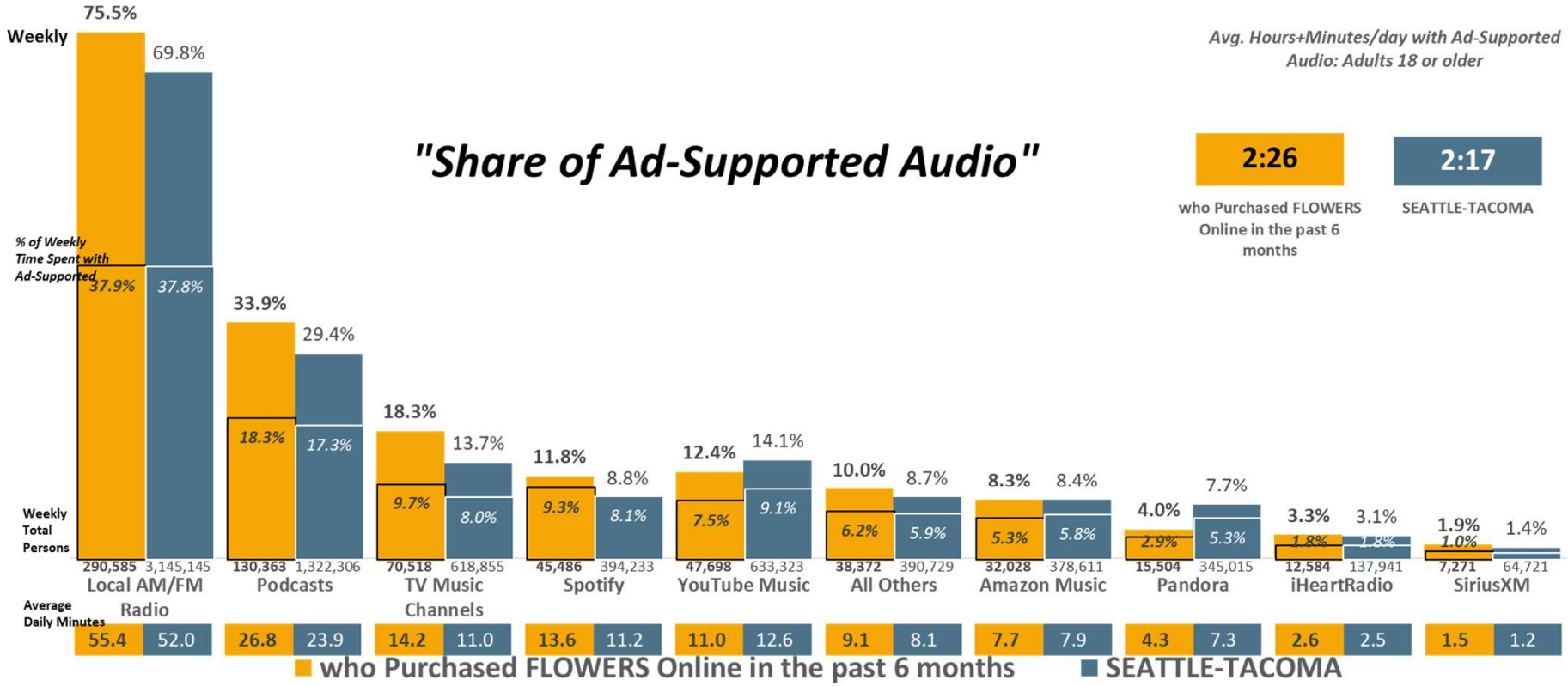
WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 530 WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

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Items bought on the Internet past 6 months:Household/Grocery: Flowers

290,585 or 75.5% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months listen to Ad-Supported Local AM/FM Radio for an average of 55.4 minutes every day representing 37.9% of all time spent daily with Ad-Supported Audio.



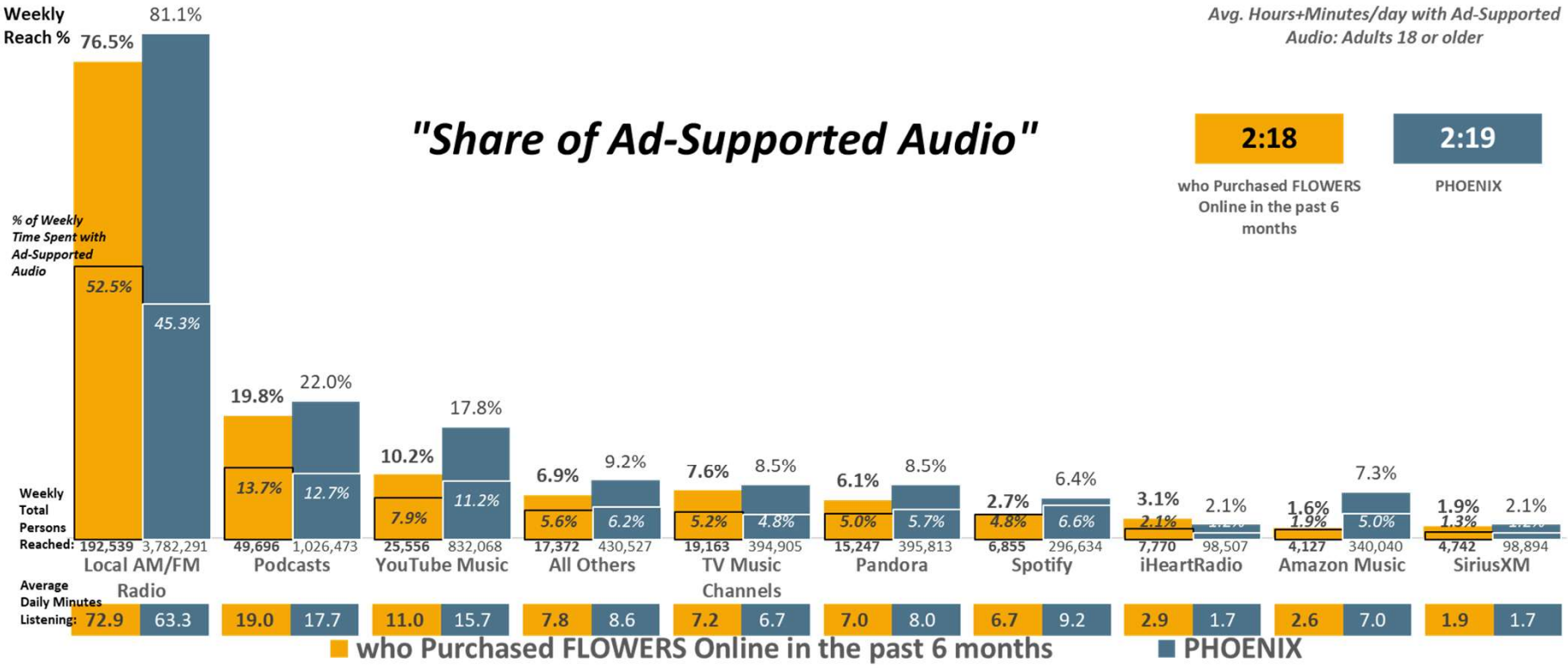
SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 317 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

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Items bought on the Internet past 6 months:Household/Grocery: Flowers

192,539 or 76.5% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months listen to Ad-Supported Local AM/FM Radio for an average of 72.9 minutes every day representing 52.5% of all time spent daily with Ad-Supported Audio.



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 132 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

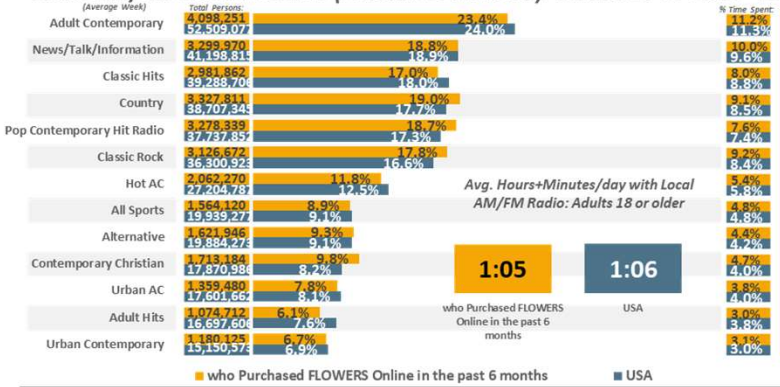
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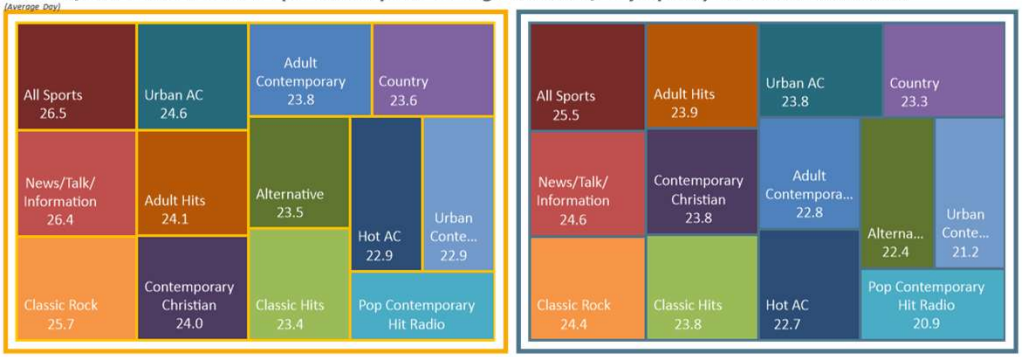
Items bought on the Internet past 6 months:Household/Grocery: Flowers

16,777,352 or 80.5% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Pop Contemporary Hit Radio, Classic Rock, and Classic Hits.

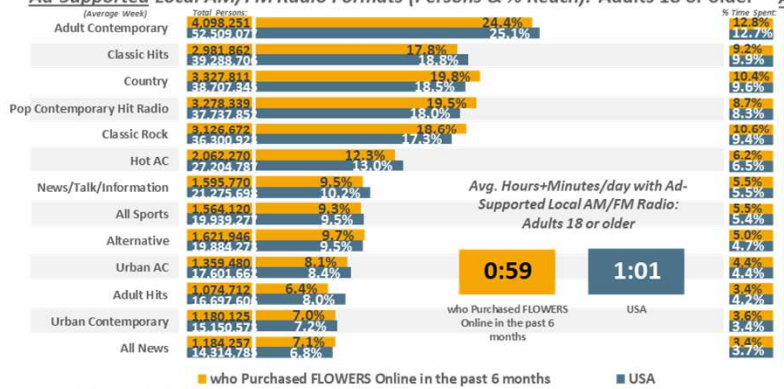
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



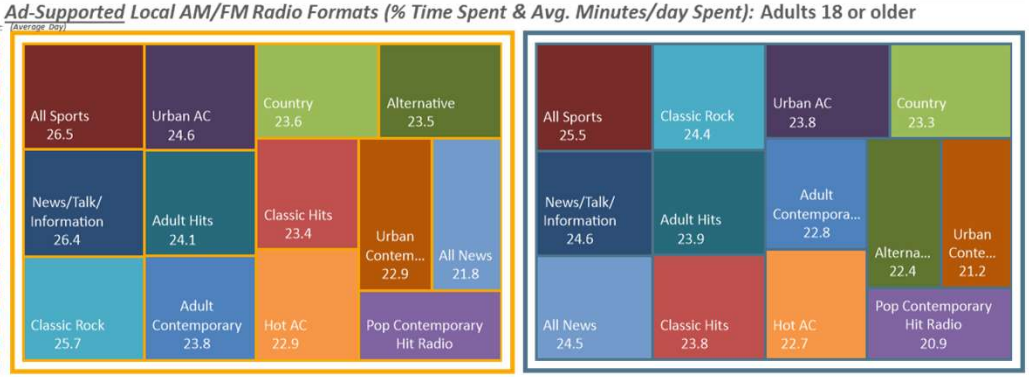
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 1,908

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

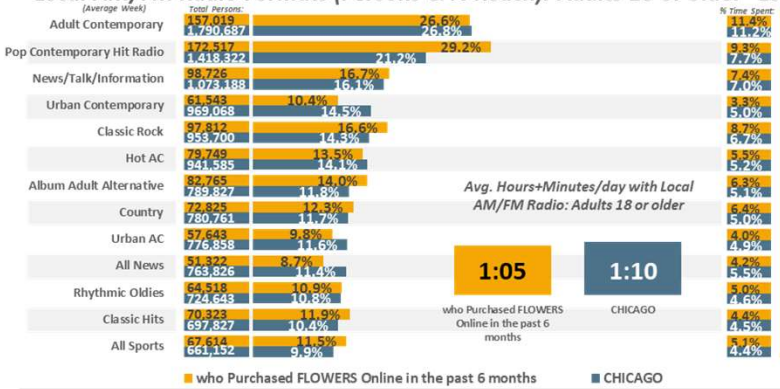
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Items bought on the Internet past 6 months:Household/Grocery: Flowers

1-800 flowers.com CHI

569,685 or 84.9% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Classic Rock, Album Adult Alternative, and Hot AC.

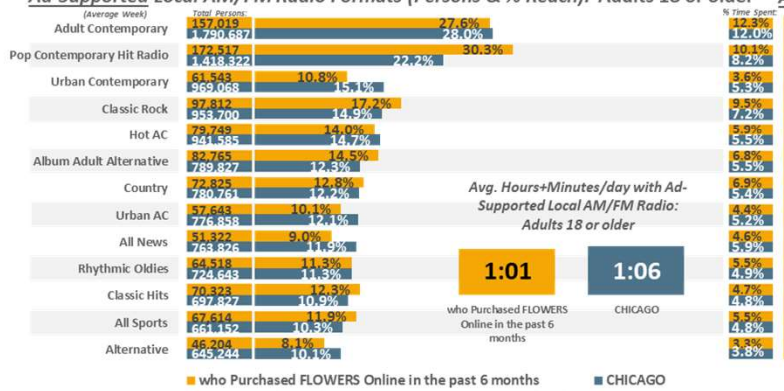
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



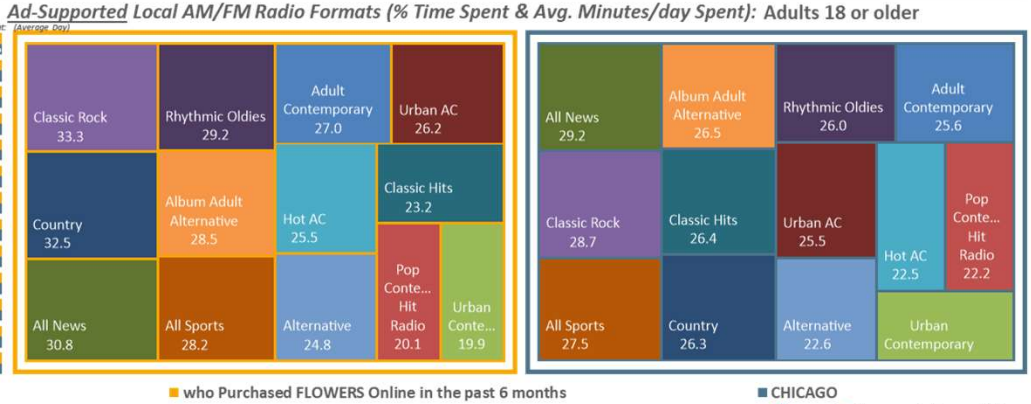
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 314

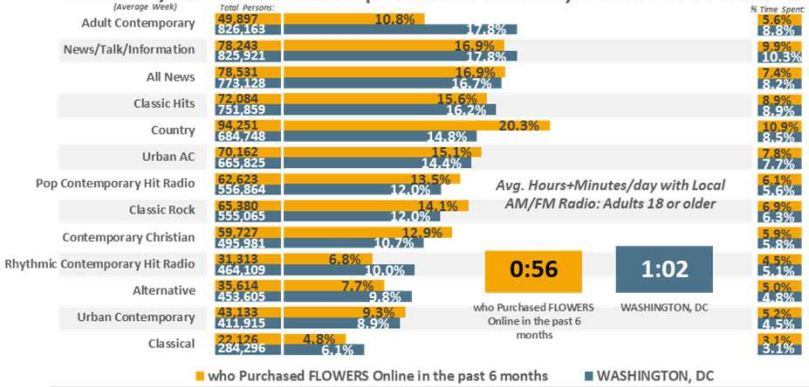
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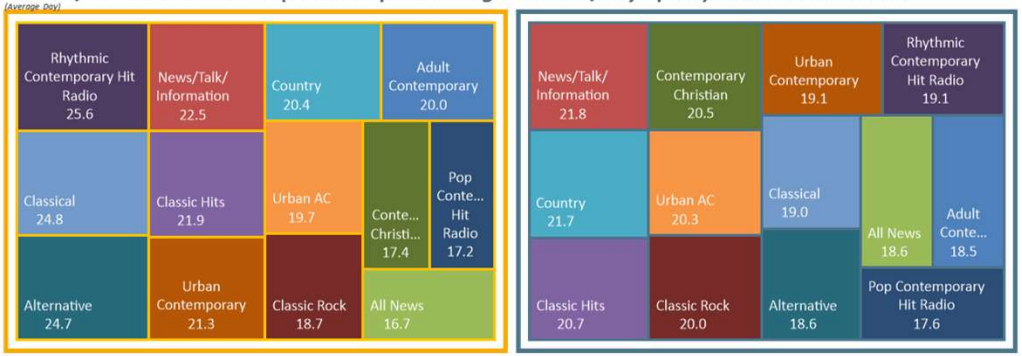
Items bought on the Internet past 6 months:Household/Grocery: Flowers

440,937 or 78.8% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, All News, Classic Hits, Urban AC, and Classic Rock.

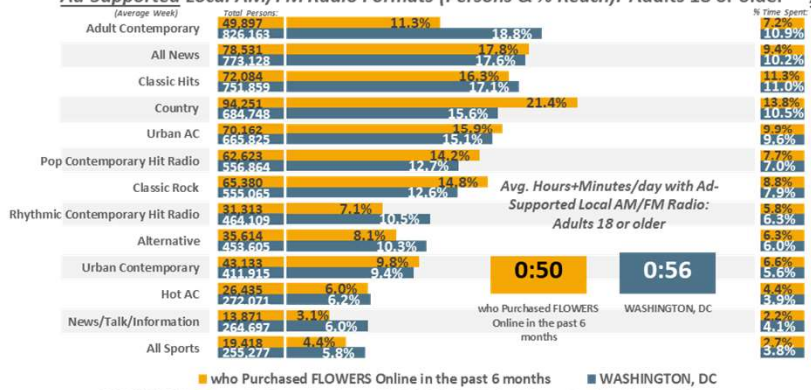
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



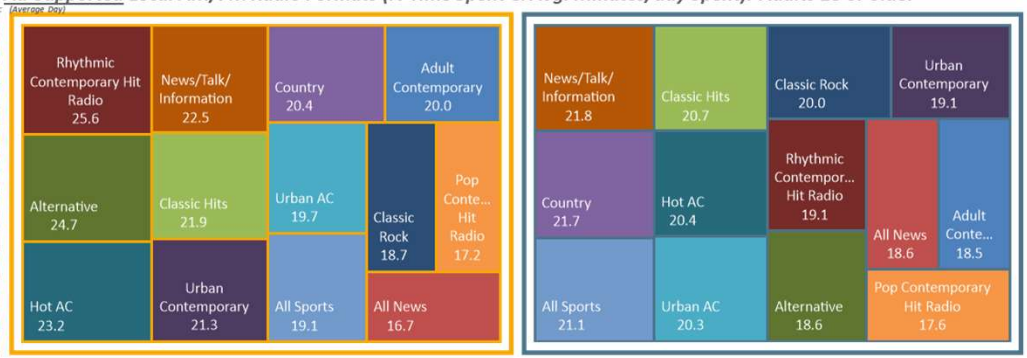
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 530

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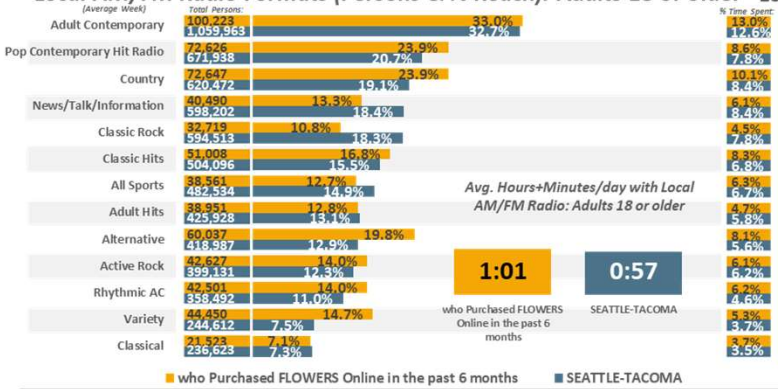
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Items bought on the Internet past 6 months:Household/Grocery: Flowers

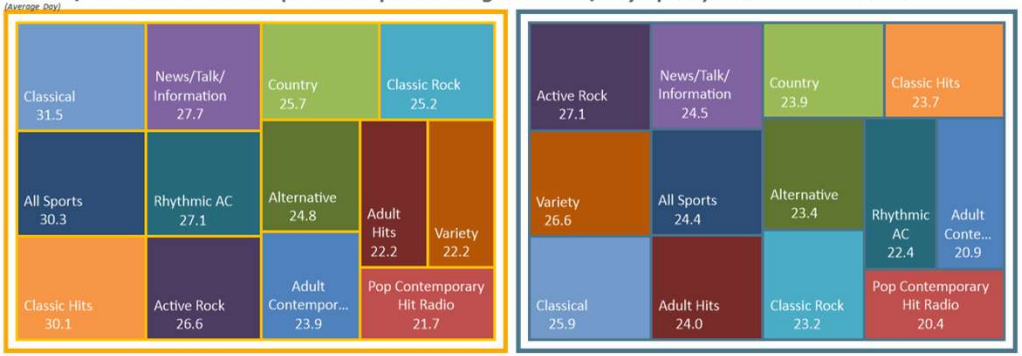
1-800 flowers.com SEA

290,585 or 75.5% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Pop Contemporary Hit Radio, Alternative, and Classic Hits.

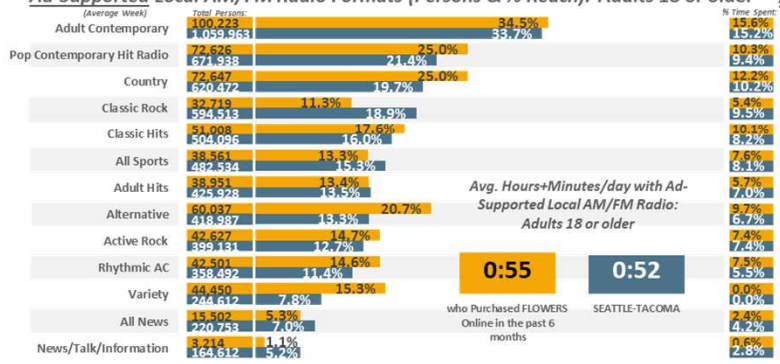
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



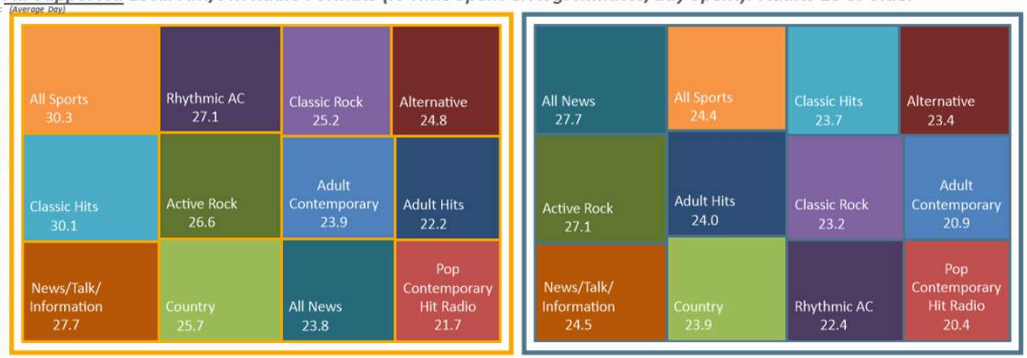
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 317

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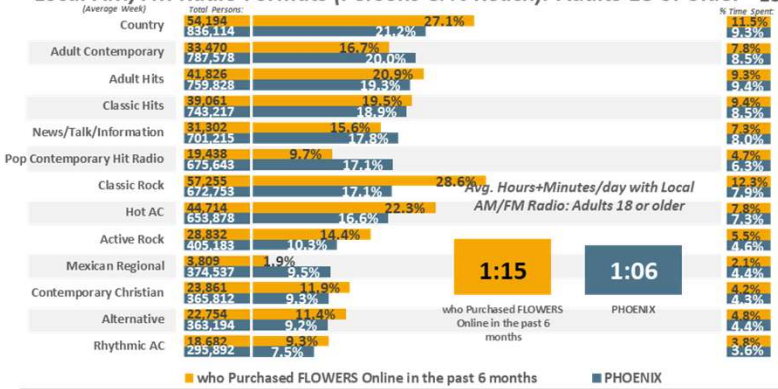
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Items bought on the Internet past 6 months:Household/Grocery: Flowers

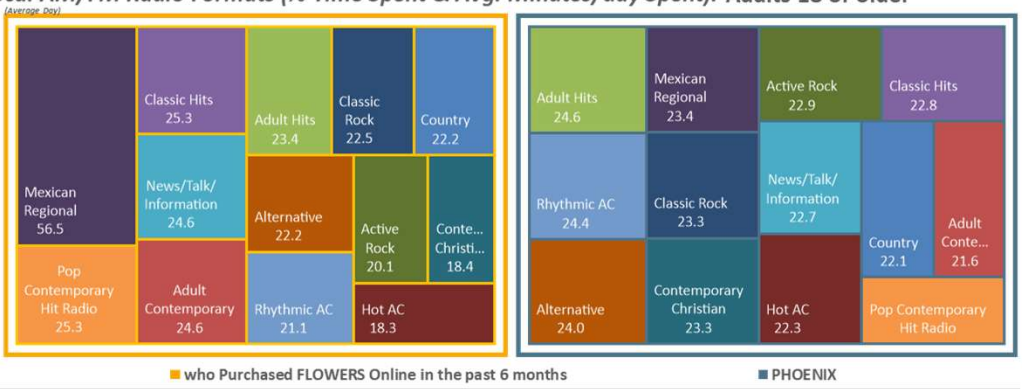
1-800 flowers.com PHX

192,539 or 76.5% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Country, Hot AC, Adult Hits, and Classic Hits.

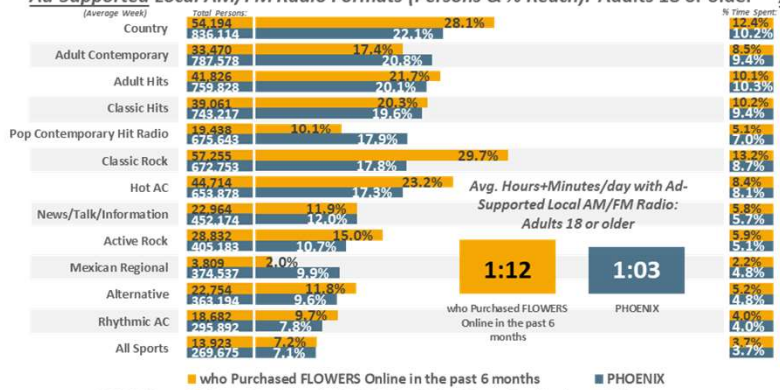
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



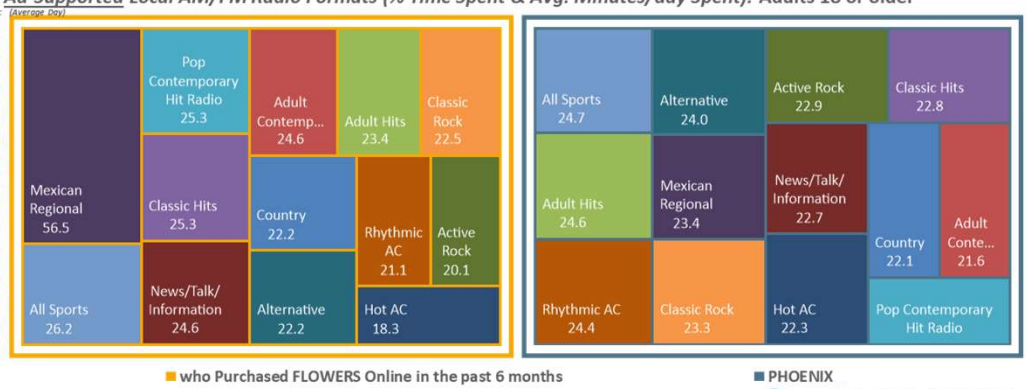
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 132

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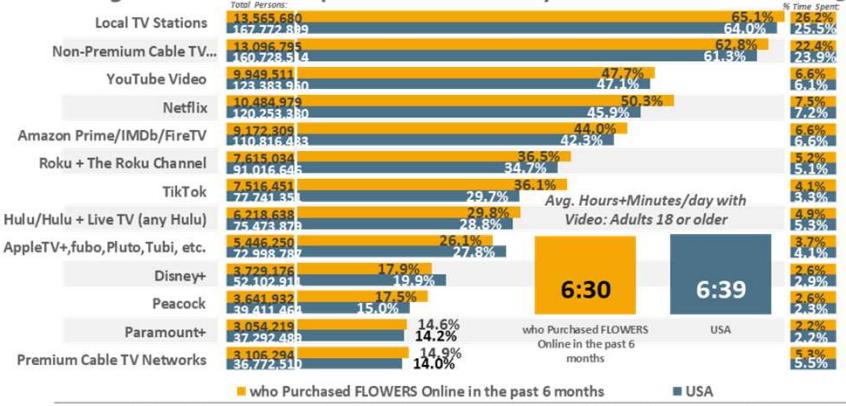
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Items bought on the Internet past 6 months:Household/Grocery: Flowers

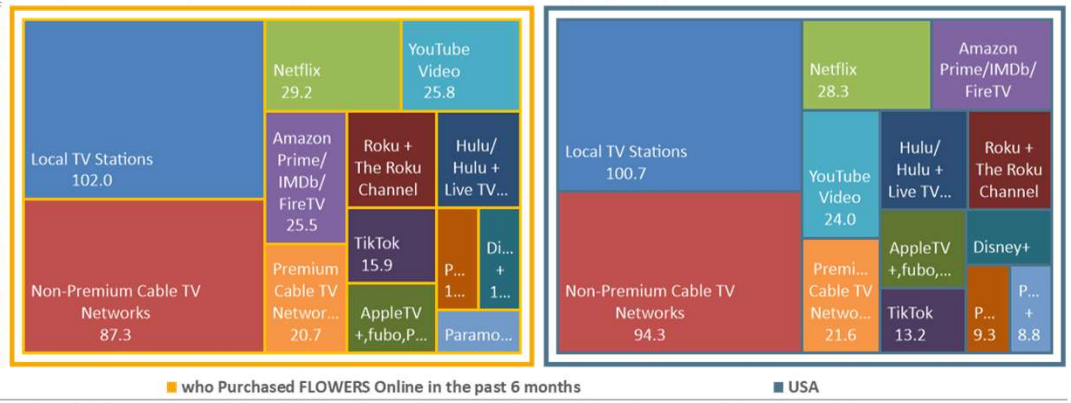
1-800 flowers.com USA

13,418,016 or 64.4% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months watch Ad-Supported Local TV Stations for an average of 96.6 minutes every day representing 30.5% of all time spent daily with Ad-Supported Video.

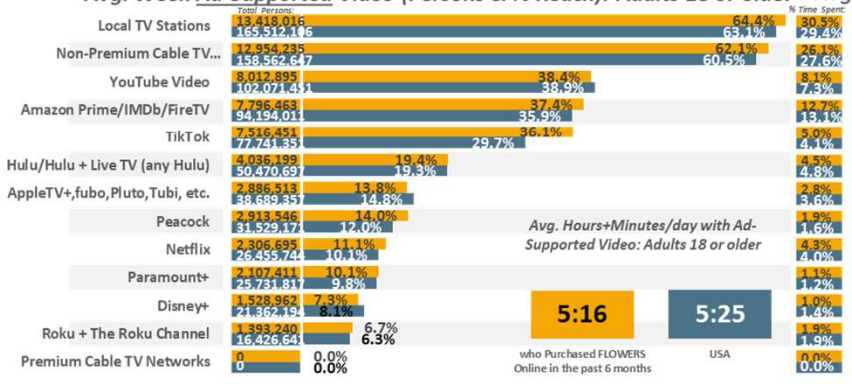
Avg. Week All Video (Persons & % Reach): Adults 18 or older



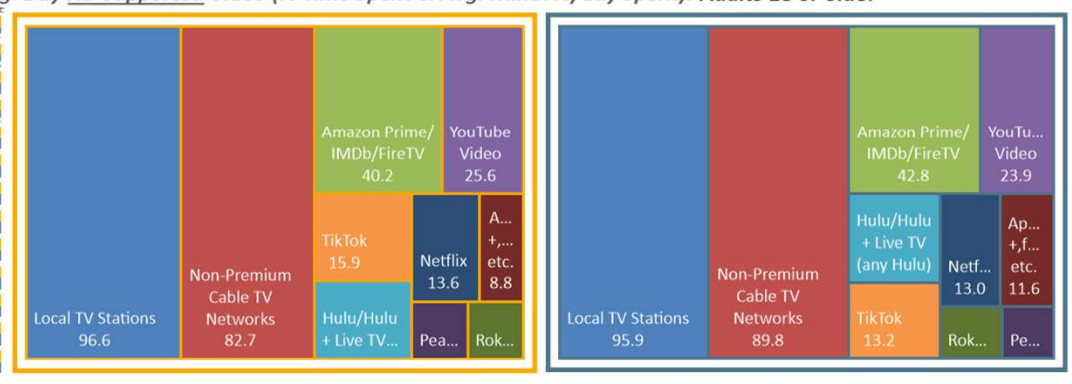
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 1,908

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

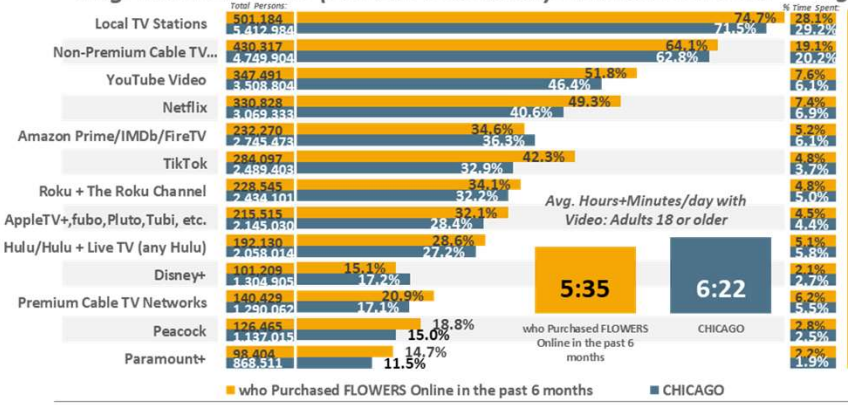
soefa.ai Share of Everything for Anything

Items bought on the Internet past 6 months:Household/Grocery: Flowers

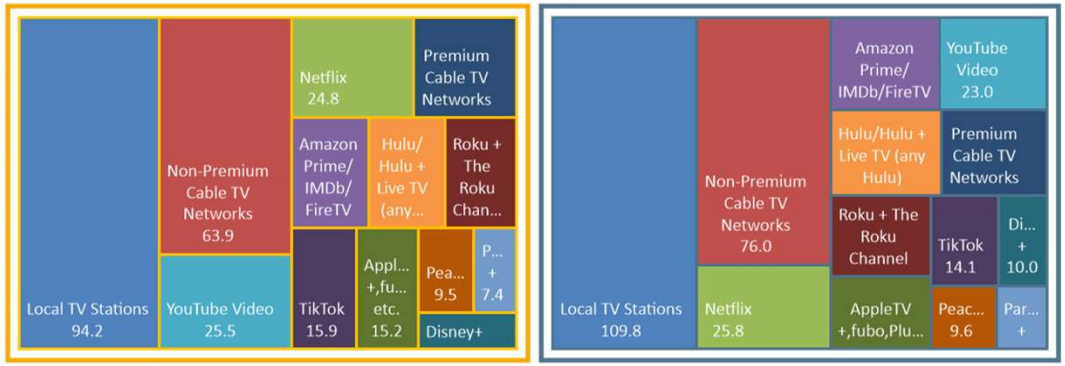
1-800 flowers.com CHI

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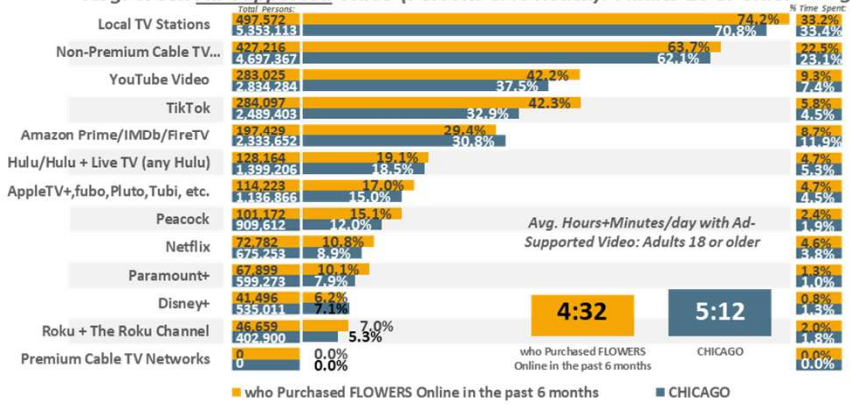
Avg. Week All Video (Persons & % Reach): Adults 18 or older



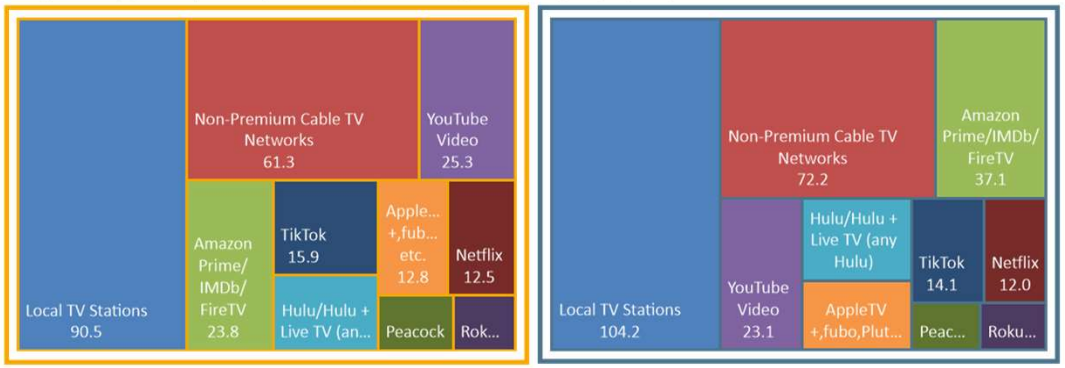
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R2 2024: Aug23-Sep24 Qual Intab 314

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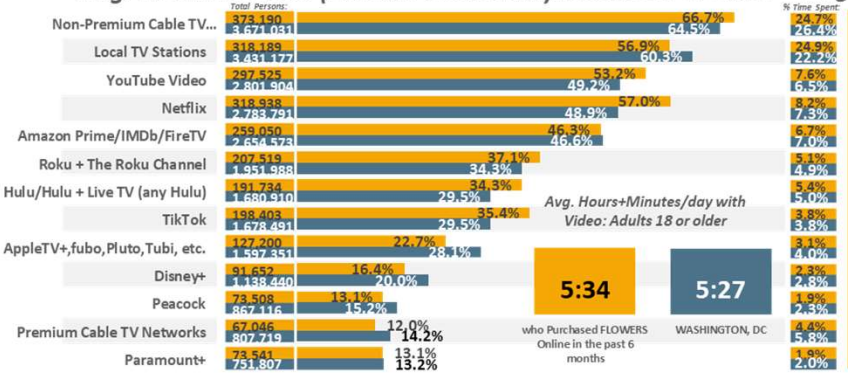
soefa.ai Share of Everything for Anything ©

Items bought on the Internet past 6 months:Household/Grocery: Flowers

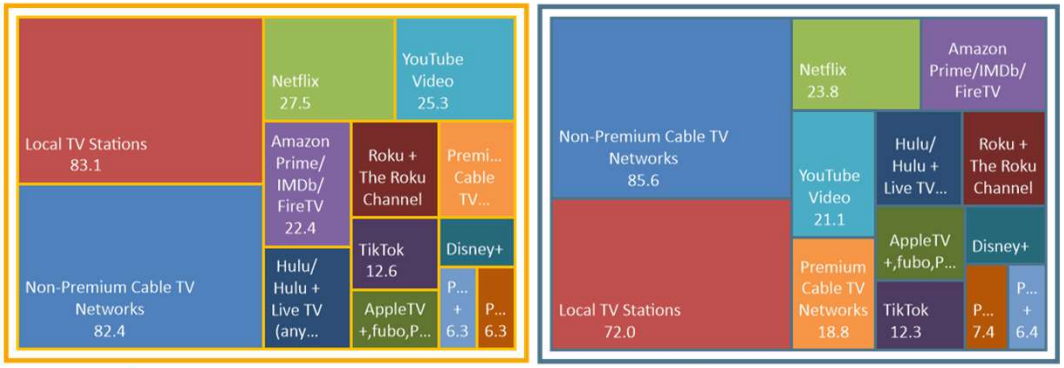


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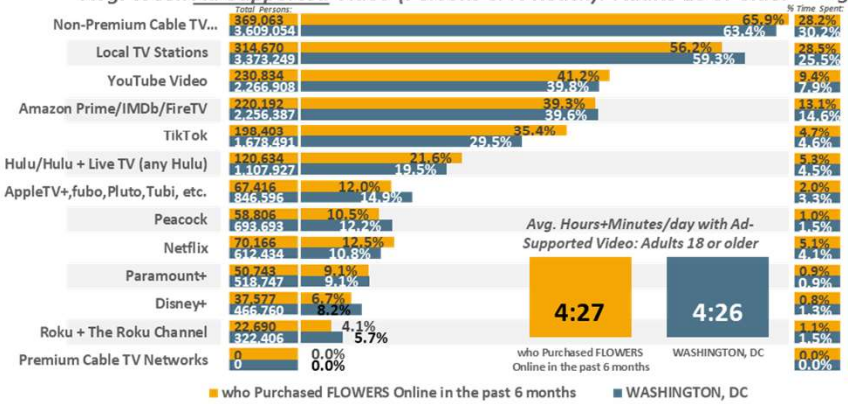
Avg. Week All Video (Persons & % Reach): Adults 18 or older



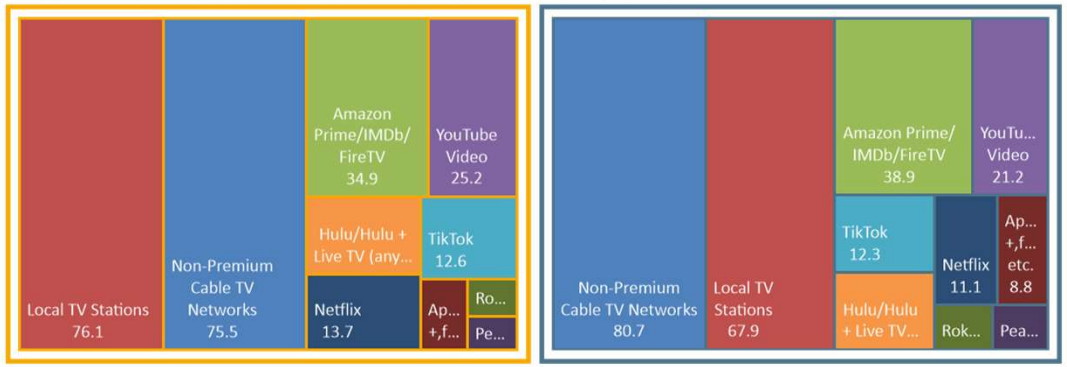
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 530

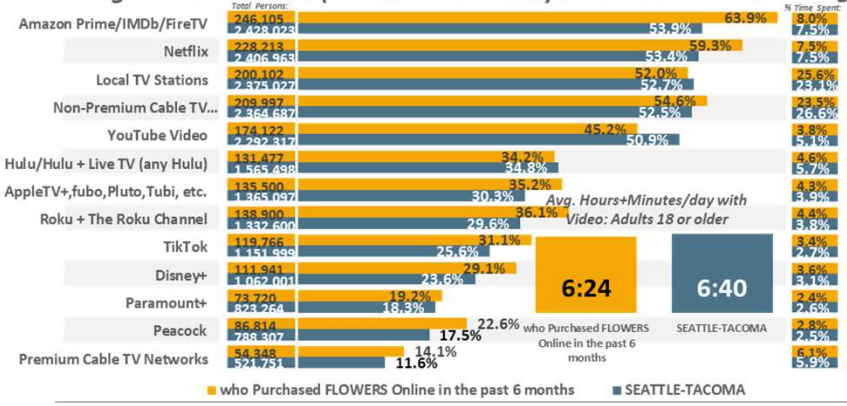
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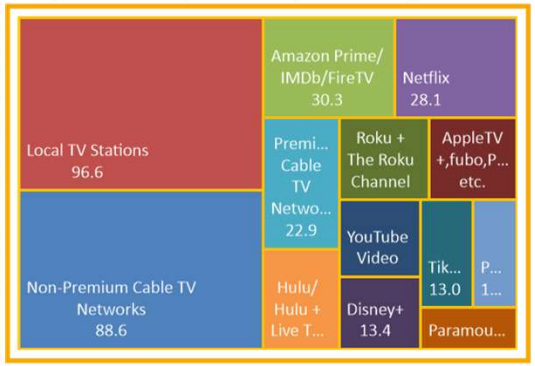
Items bought on the Internet past 6 months:Household/Grocery: Flowers

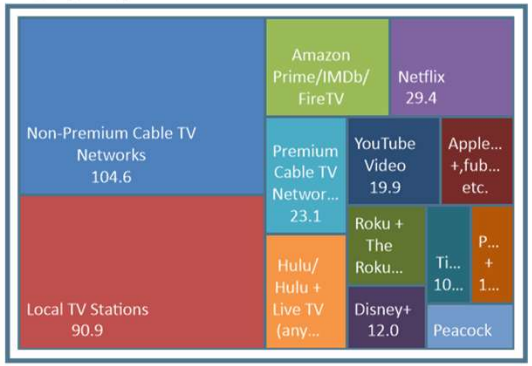
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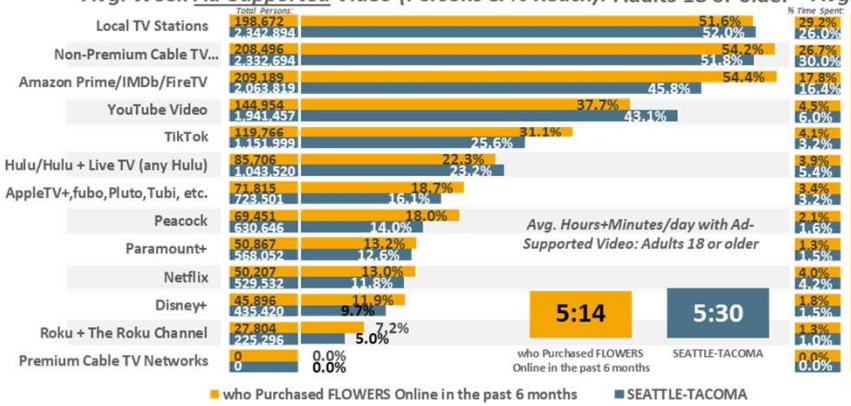


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

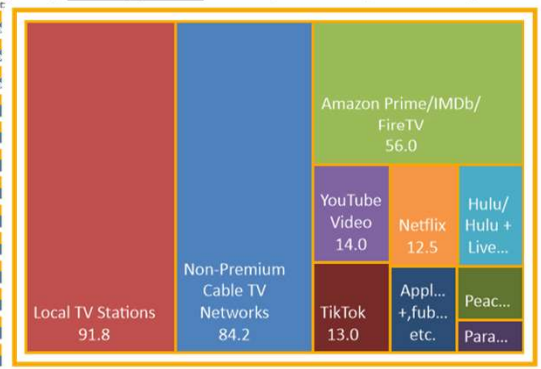


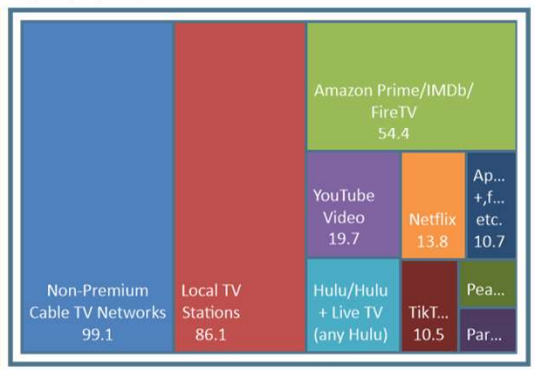


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 317

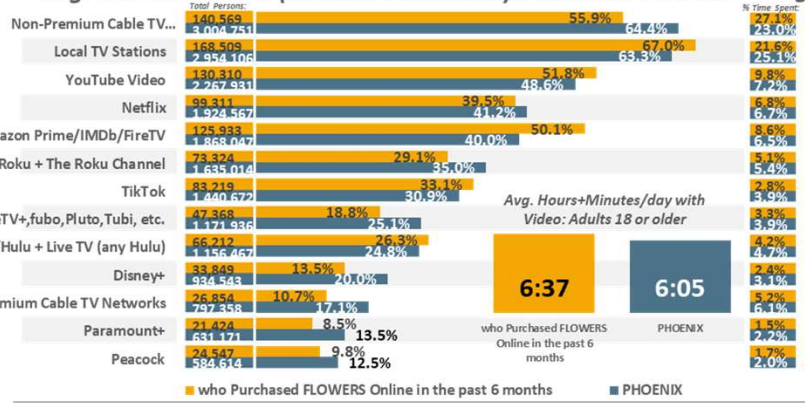
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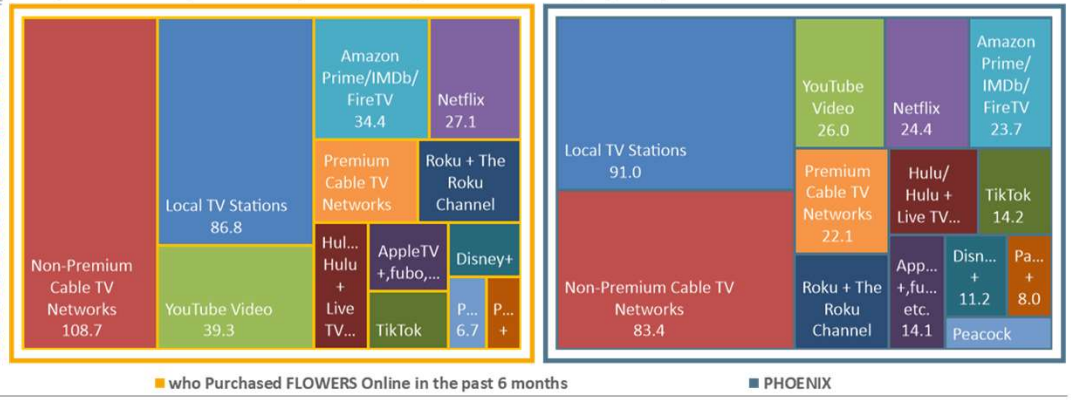
Items bought on the Internet past 6 months:Household/Grocery: Flowers

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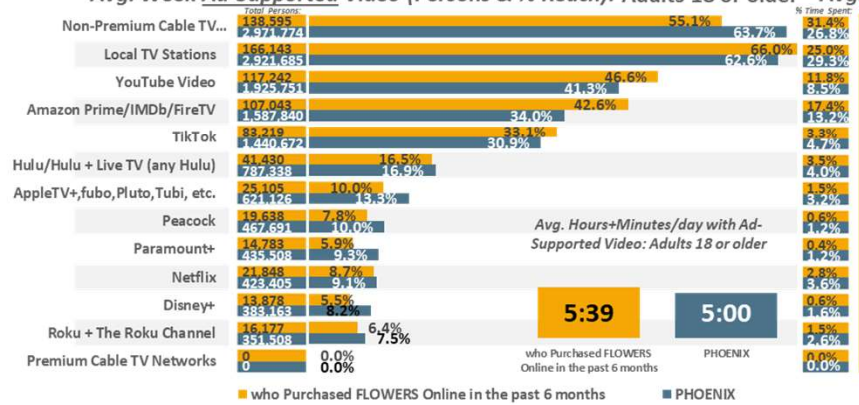
Avg. Week All Video (Persons & % Reach): Adults 18 or older



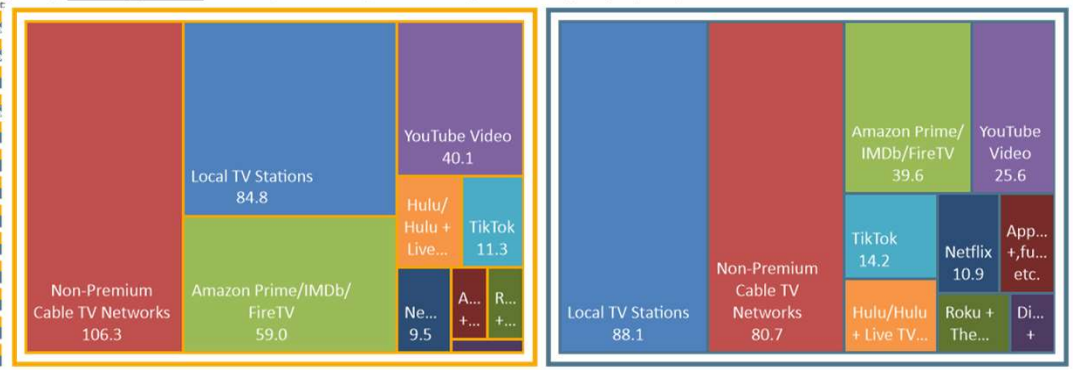
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 132

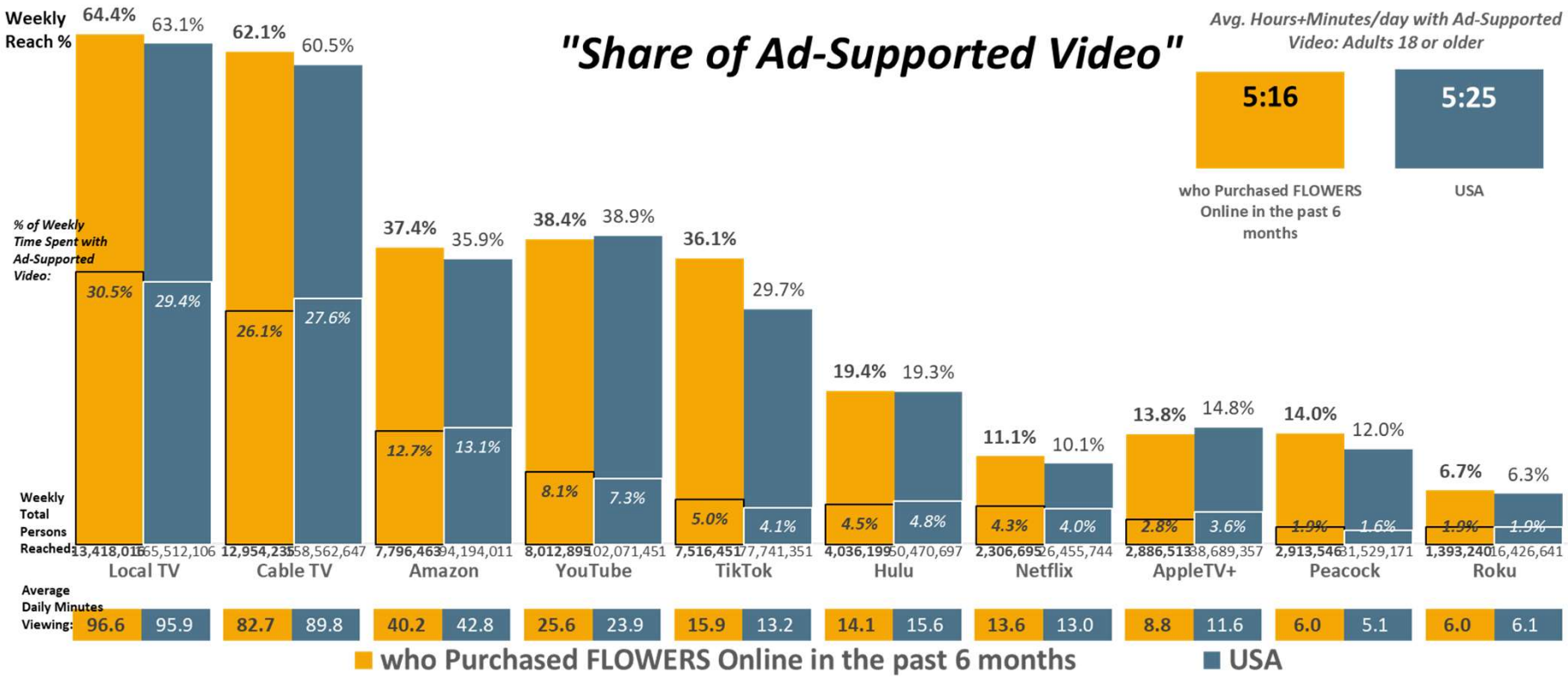
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Items bought on the Internet past 6 months:Household/Grocery: Flowers

1-800 flowers.com USA

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USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 1,908

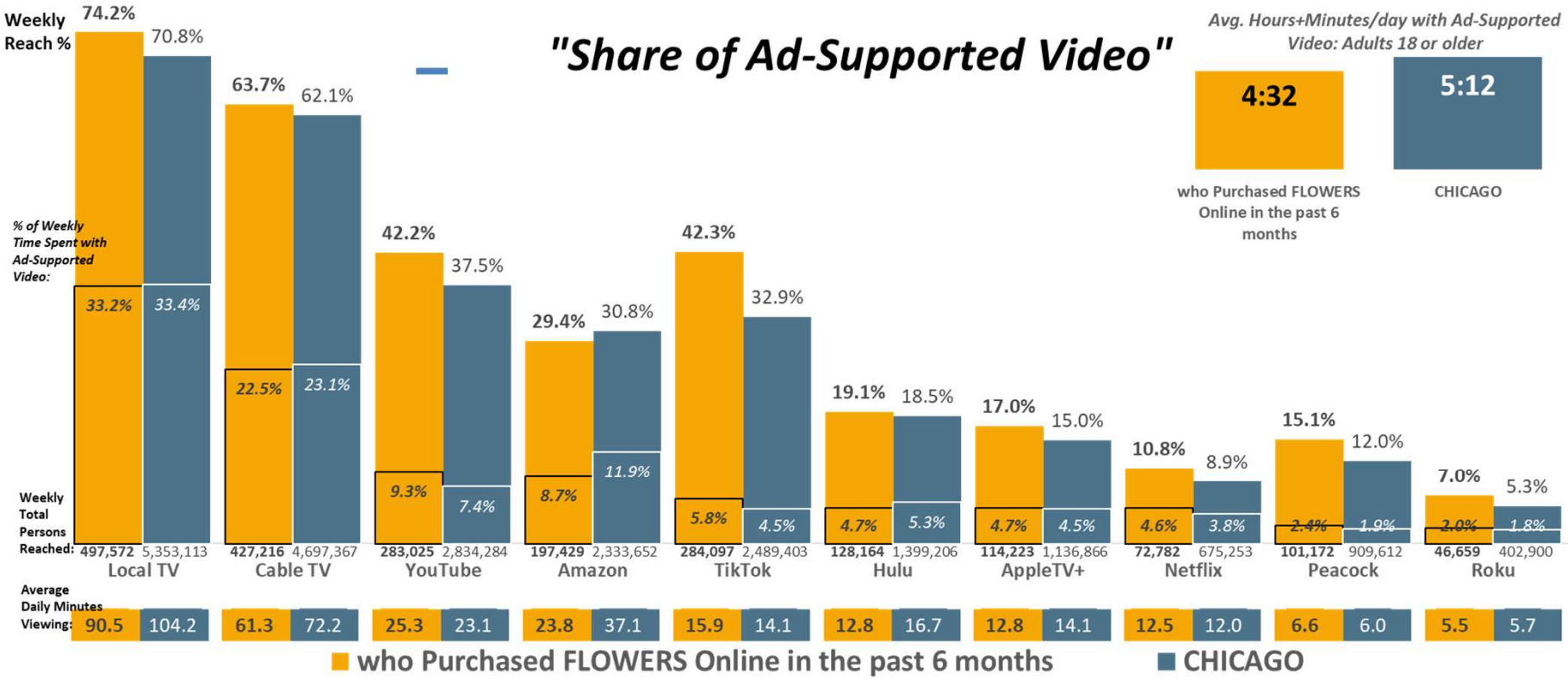
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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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Items bought on the Internet past 6 months:Household/Grocery: Flowers

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CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 314 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

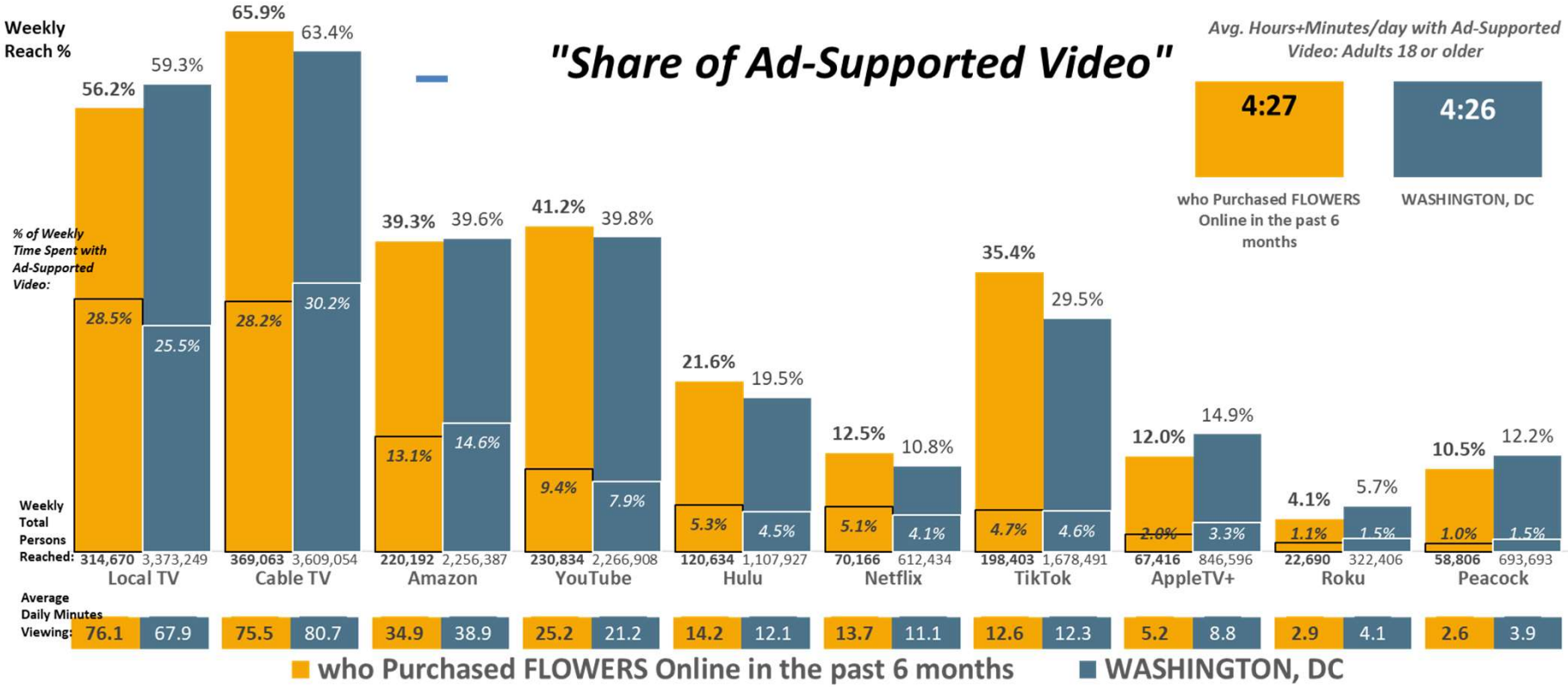
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Items bought on the Internet past 6 months:Household/Grocery: Flowers

1-800 flowers.com WDC

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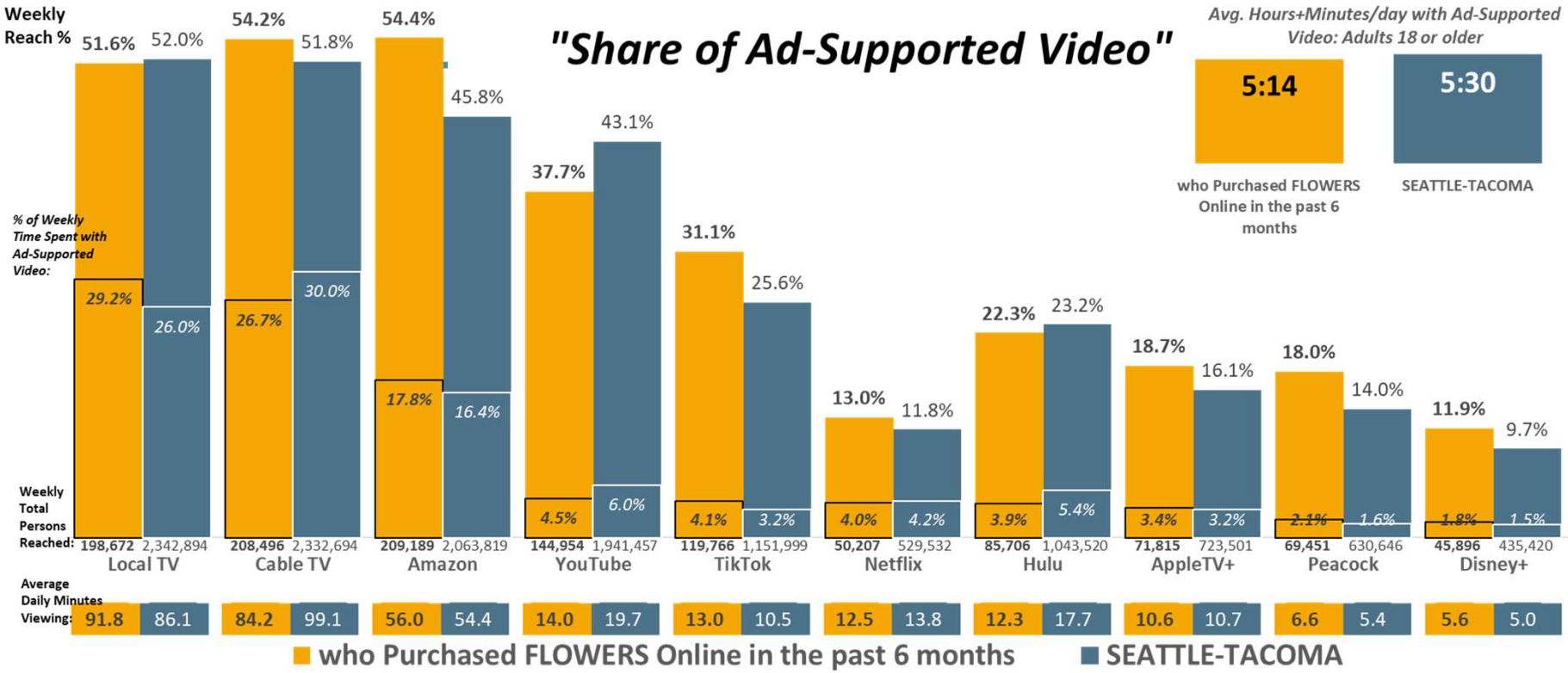
WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 530 WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

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Items bought on the Internet past 6 months:Household/Grocery: Flowers

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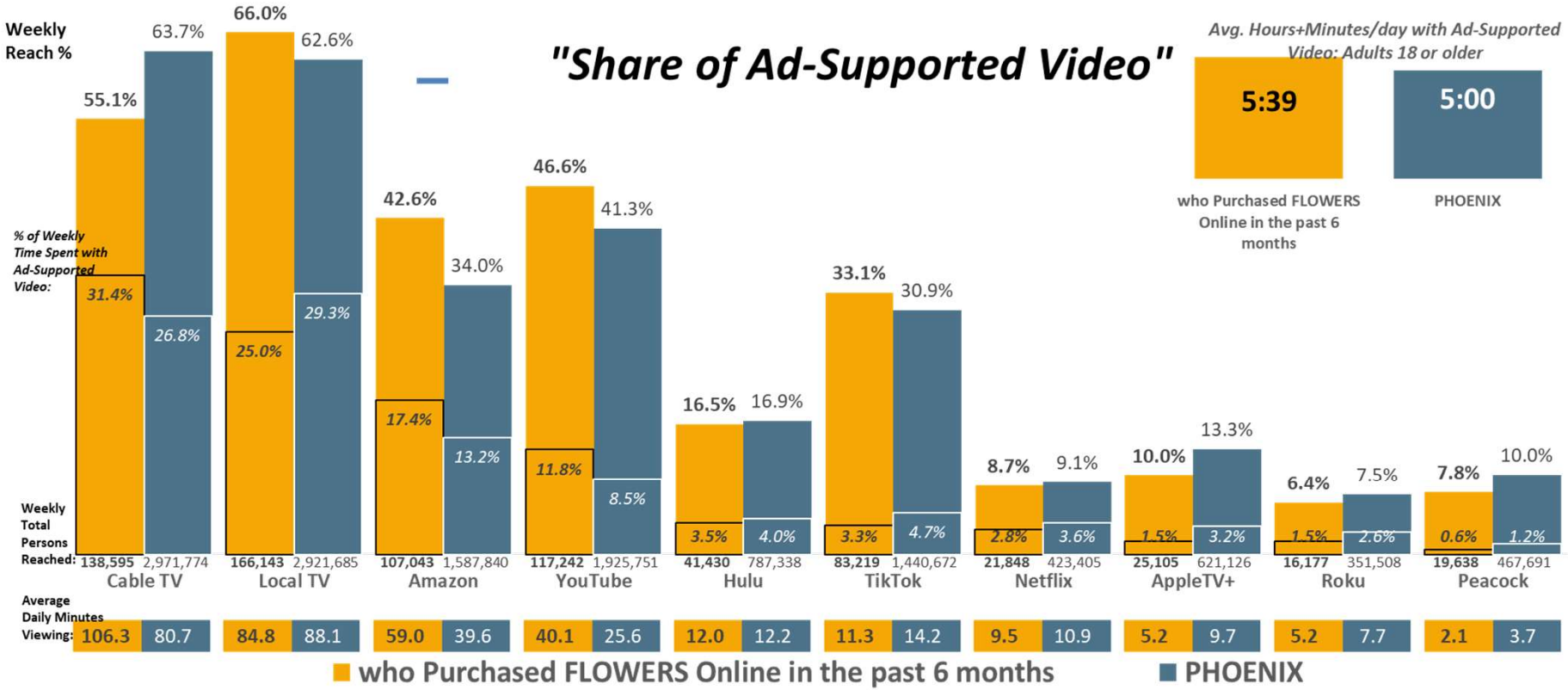
SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 317 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

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Items bought on the Internet past 6 months:Household/Grocery: Flowers

166,143 or 66.% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months watch Ad-Supported Local TV Stations for an average of 84.8 minutes every day representing 25.% of all time spent daily with Ad-Supported Video.



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 132 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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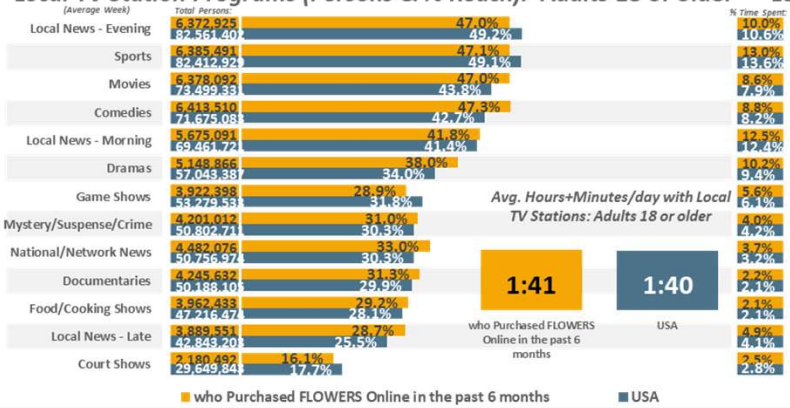
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Items bought on the Internet past 6 months:Household/Grocery: Flowers

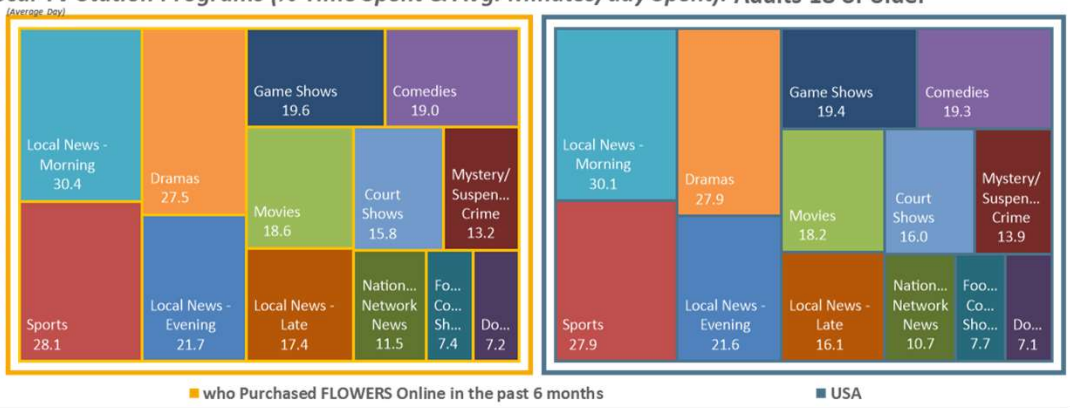
1-800 flowers.com USA

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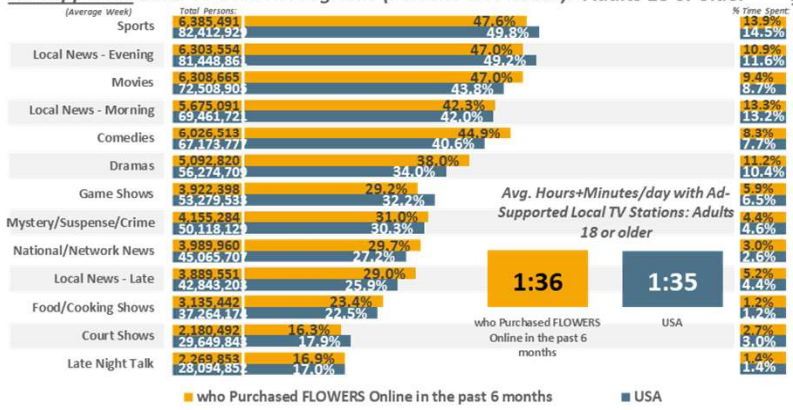
Local TV Station Programs (Persons & % Reach): Adults 18 or older



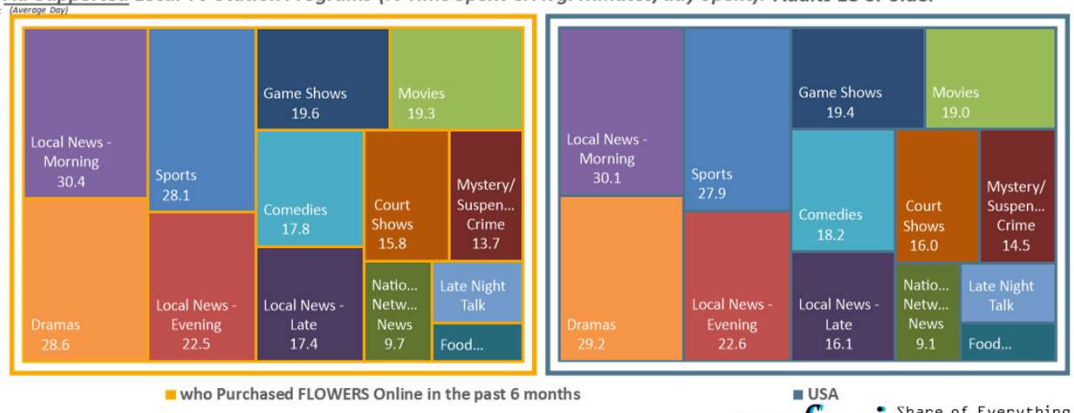
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 1,908

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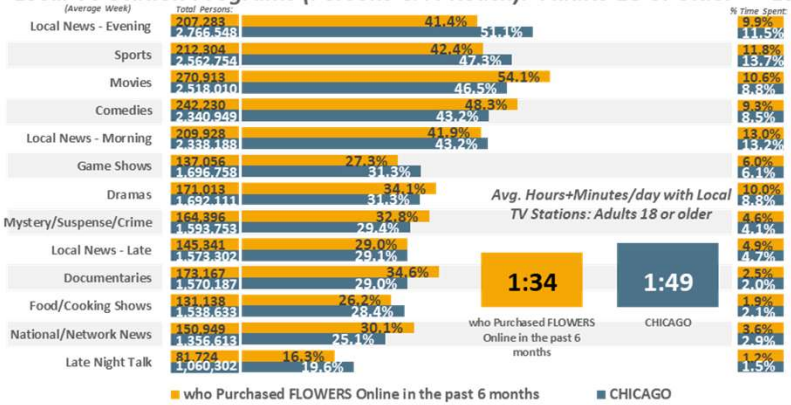
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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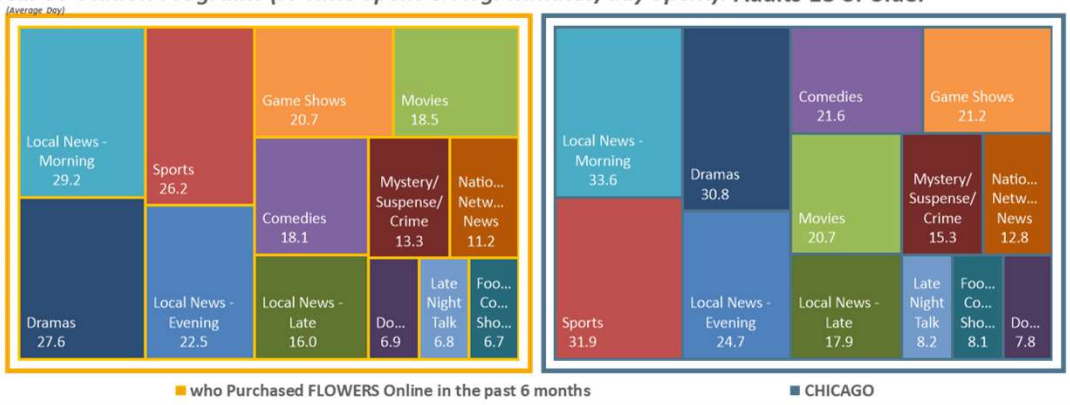
Items bought on the Internet past 6 months:Household/Grocery: Flowers

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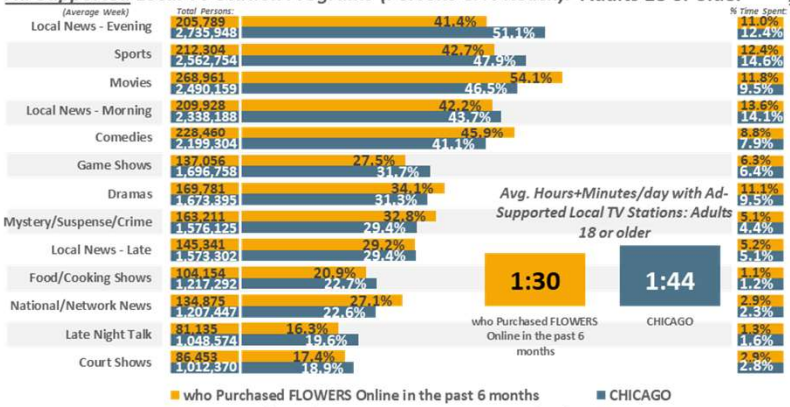
Local TV Station Programs (Persons & % Reach): Adults 18 or older



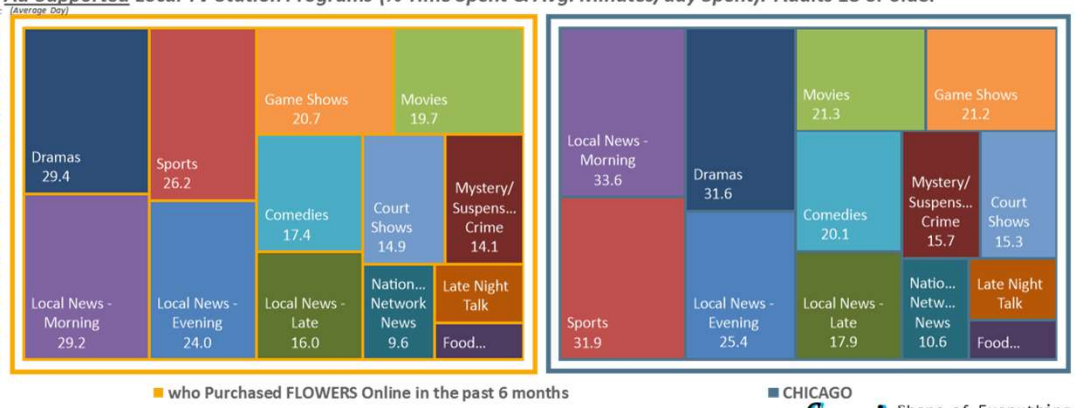
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 314

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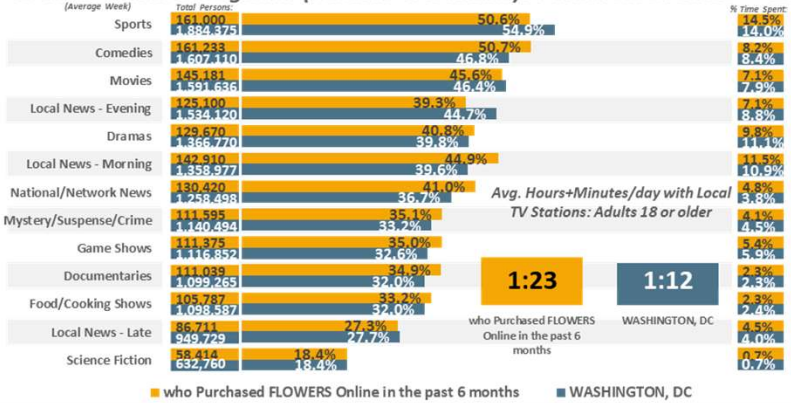
soefa.ai Share of Everything for Anything ©

Items bought on the Internet past 6 months:Household/Grocery: Flowers

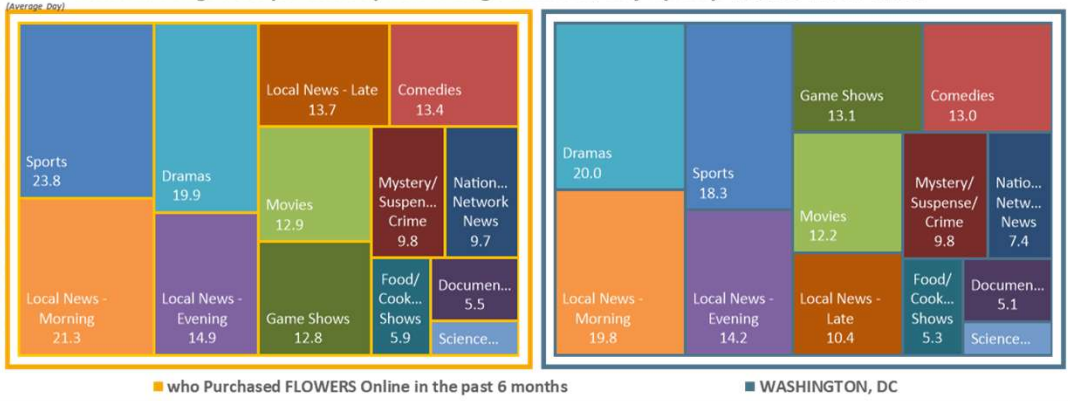
1-800 flowers.com WDC

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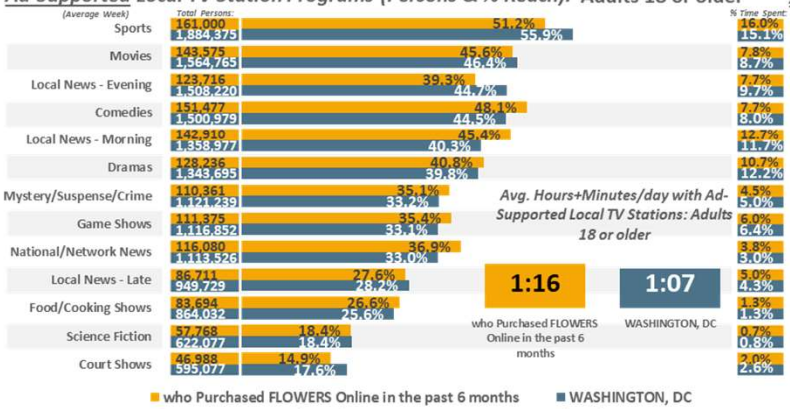
Local TV Station Programs (Persons & % Reach): Adults 18 or older



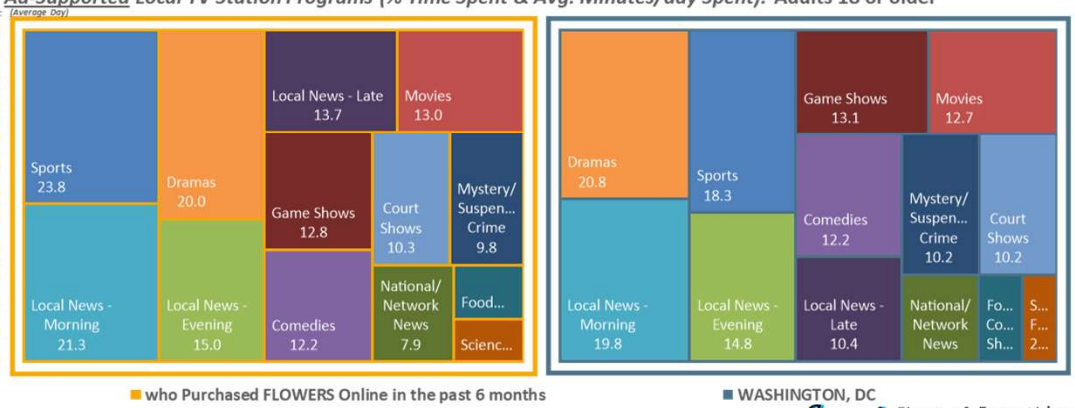
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 530

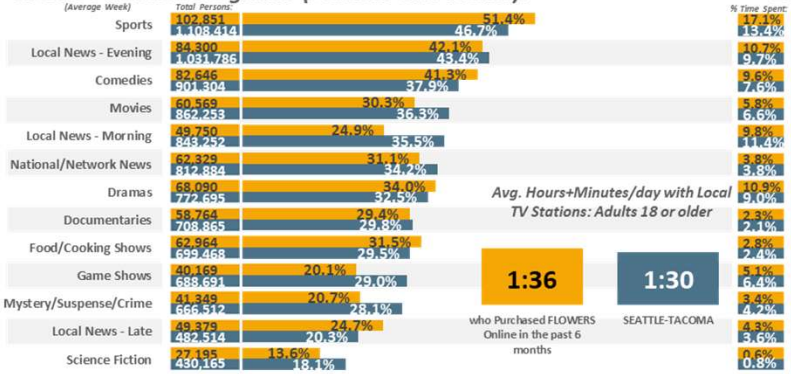
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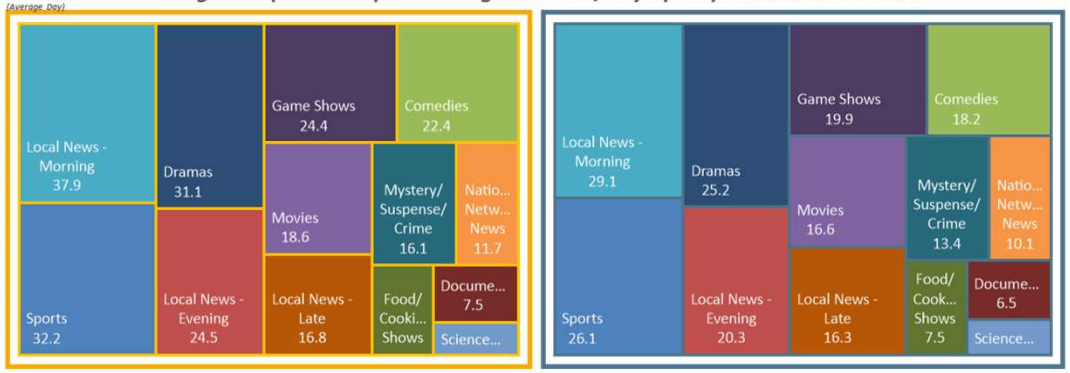
Items bought on the Internet past 6 months:Household/Grocery: Flowers

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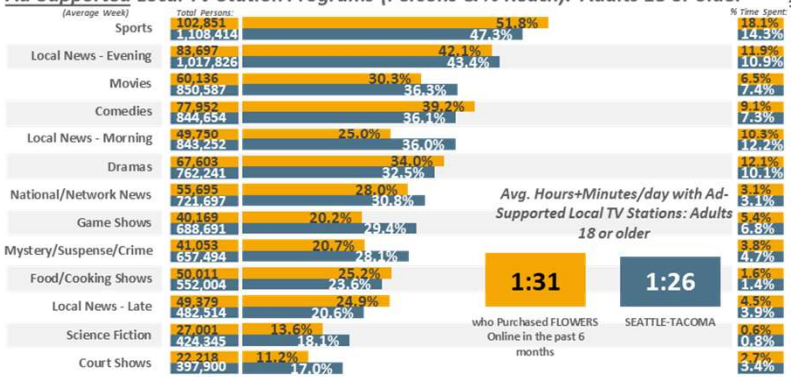
Local TV Station Programs (Persons & % Reach): Adults 18 or older



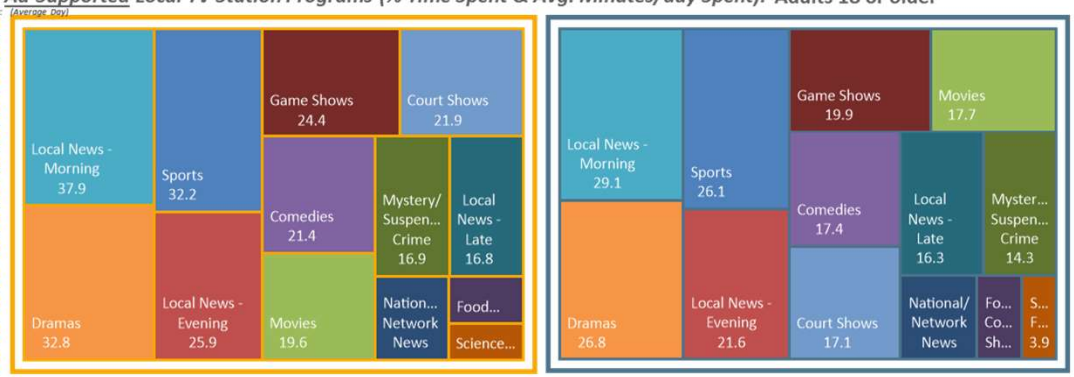
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 317

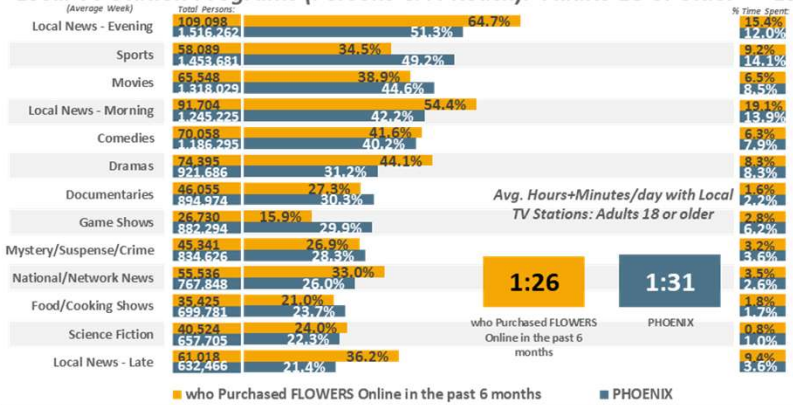
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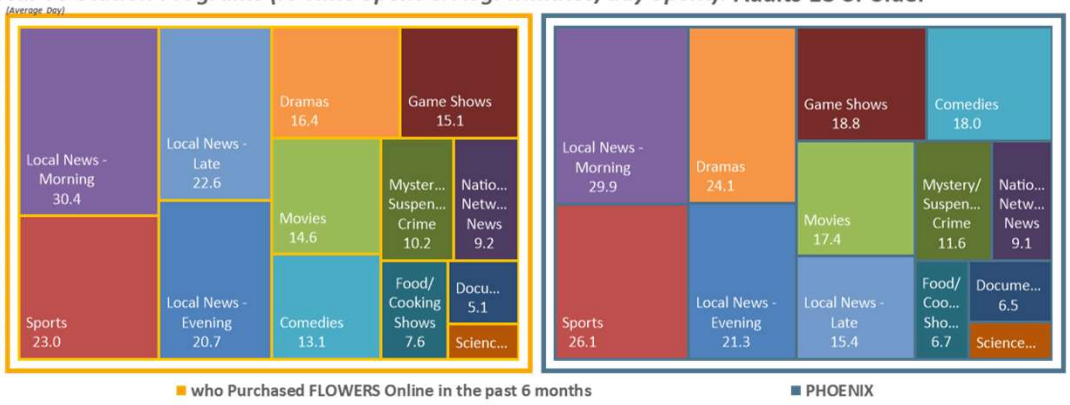
Items bought on the Internet past 6 months:Household/Grocery: Flowers

166,143 or 66.% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Dramas, Comedies, Movies, and Local News - Late.

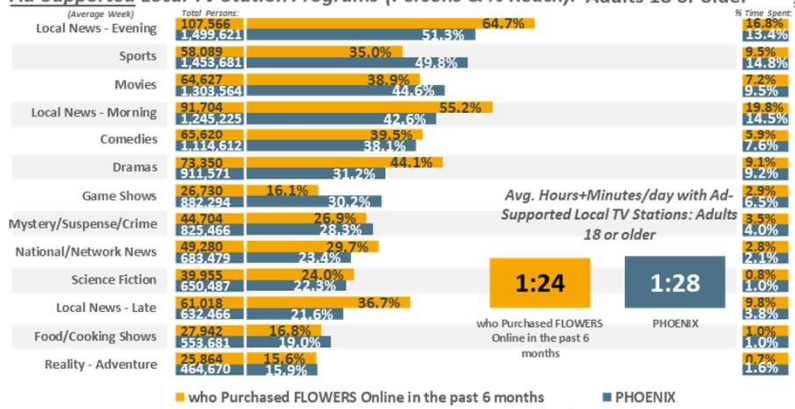
Local TV Station Programs (Persons & % Reach): Adults 18 or older



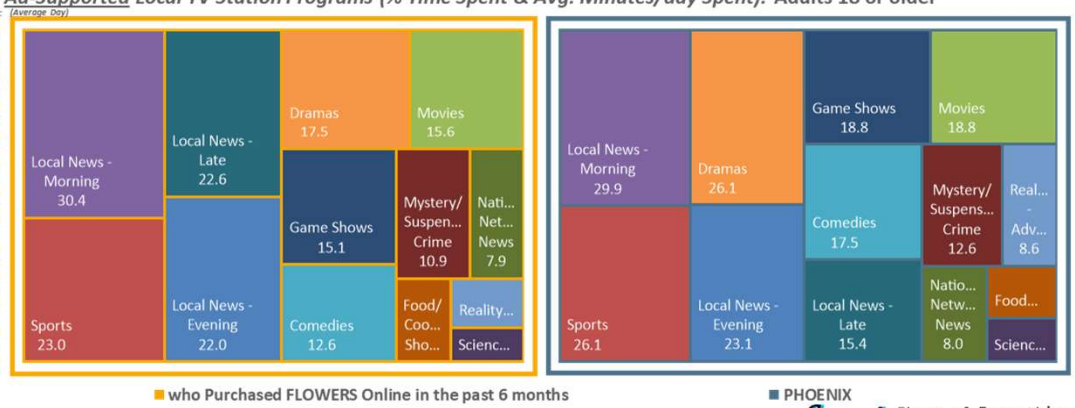
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 132

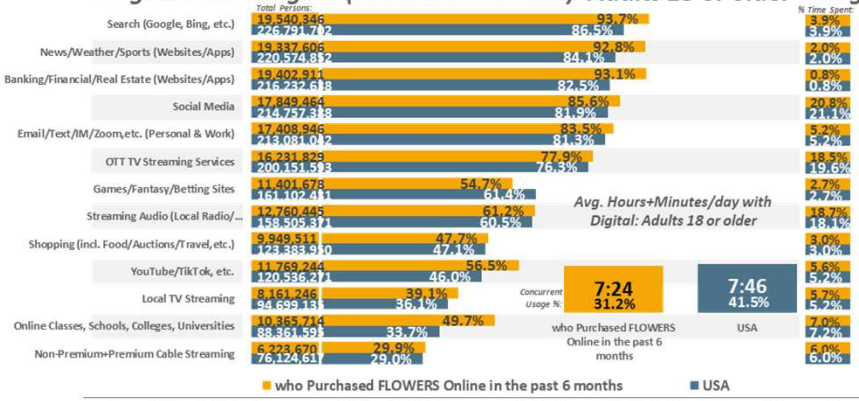
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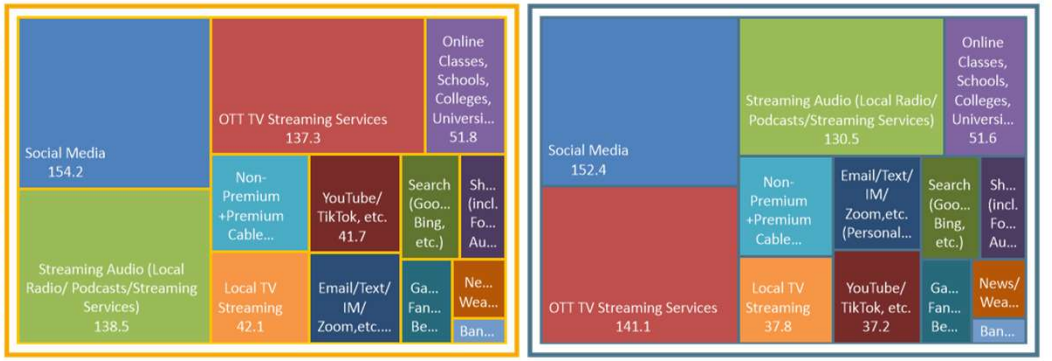
Items bought on the Internet past 6 months:Household/Grocery: Flowers

15,338,444 or 73.6% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months use Ad-Supported Social Media for an average of 132.5 minutes every day representing 24.9% of all time spent daily with Ad-Supported Digital Media.

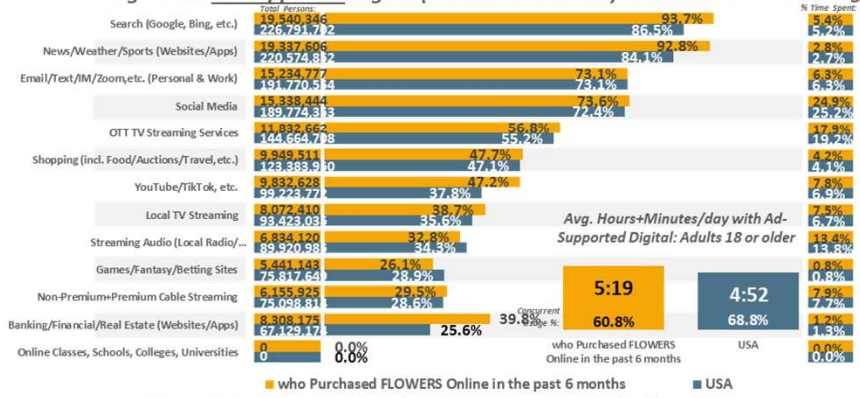
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



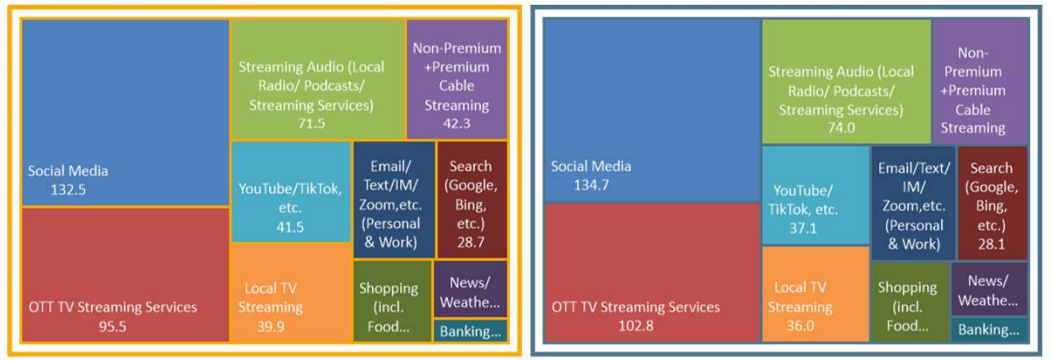
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 1,908

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

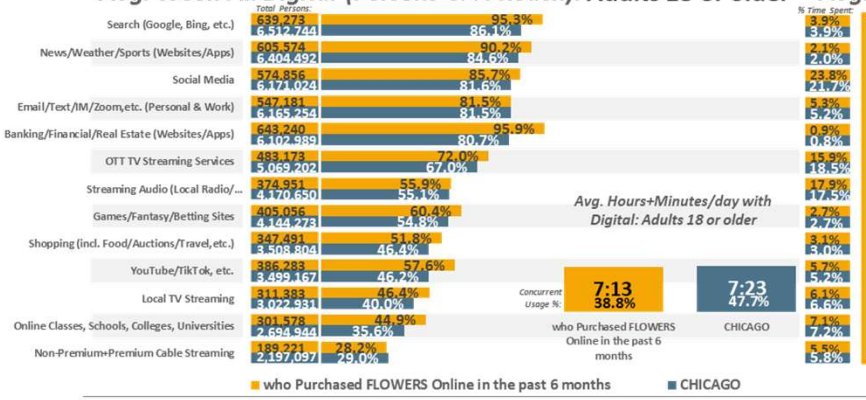
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Items bought on the Internet past 6 months:Household/Grocery: Flowers

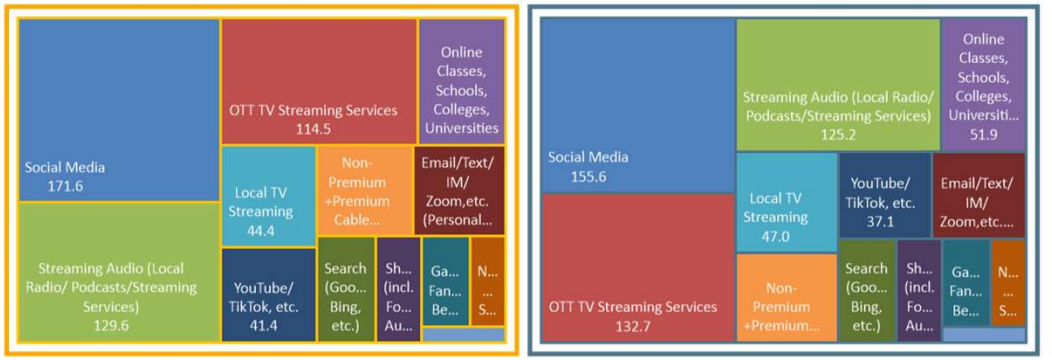
1-800 flowers.com CHI

507,037 or 75.6% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months use Ad-Supported Social Media for an average of 151.3 minutes every day representing 28.4% of all time spent daily with Ad-Supported Digital Media.

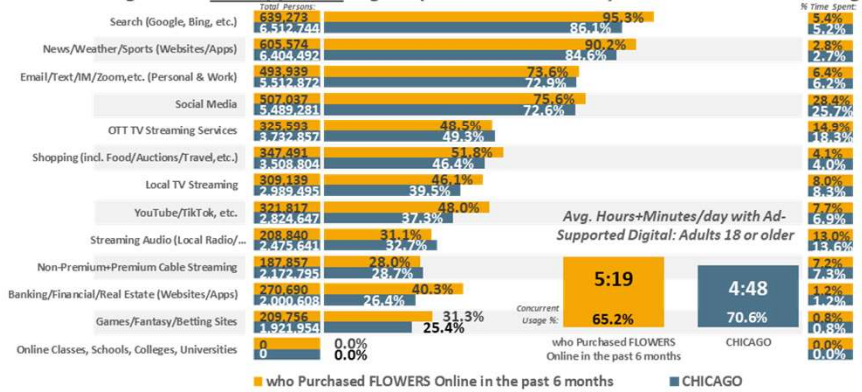
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



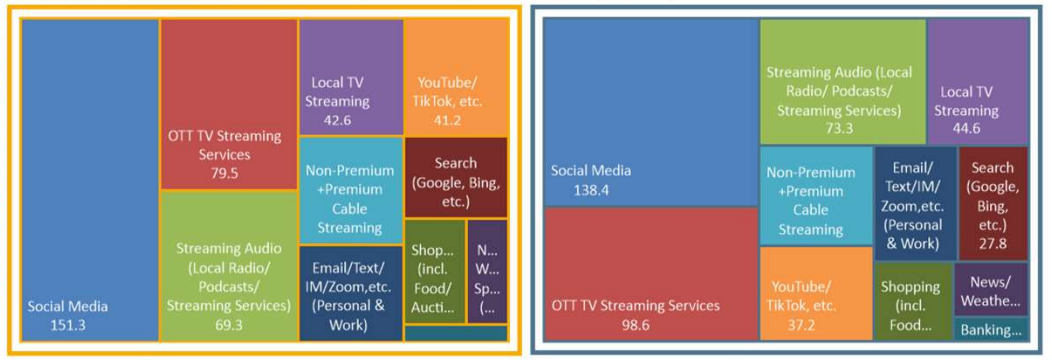
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 314

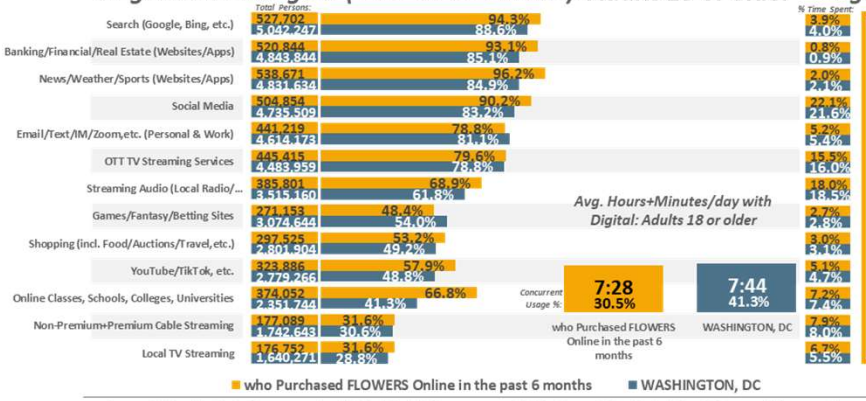
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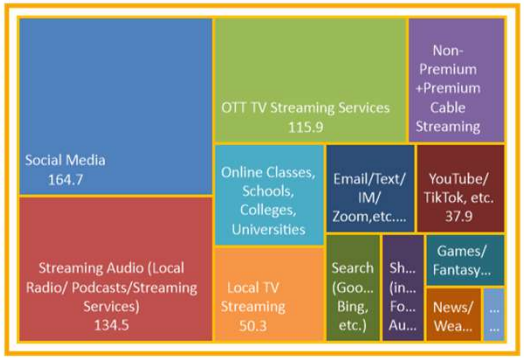
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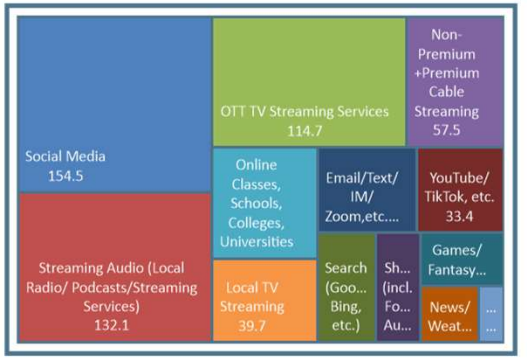
Items bought on the Internet past 6 months:Household/Grocery: Flowers

417,920 or 74.7% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months use Ad-Supported Social Media for an average of 136.4 minutes every day representing 26.1% of all time spent daily with Ad-Supported Digital Media.

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

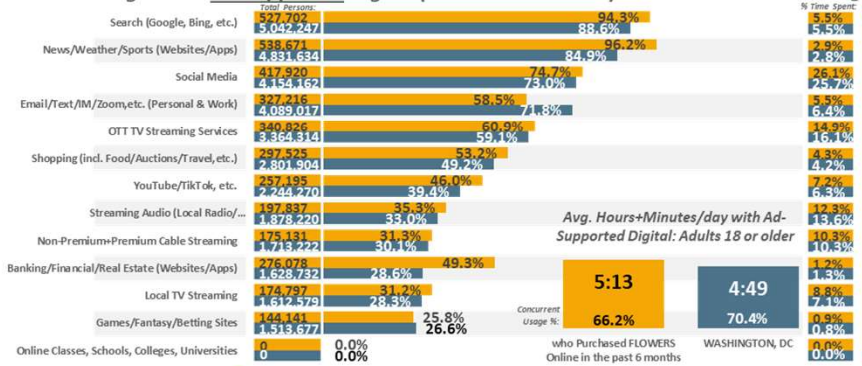




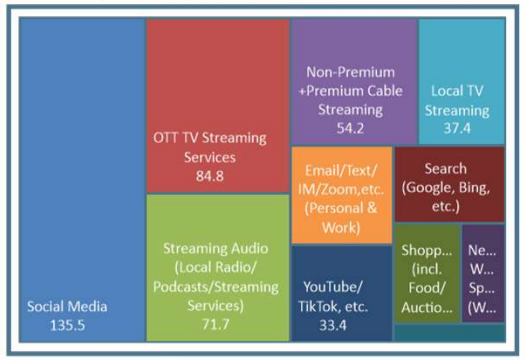


■ who Purchased FLOWERS Online in the past 6 months ■ WASHINGTON, DC

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







■ who Purchased FLOWERS Online in the past 6 months ■ WASHINGTON, DC

WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 530

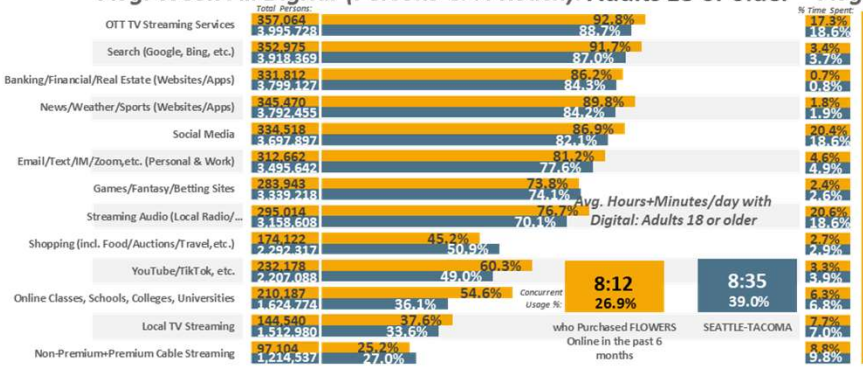
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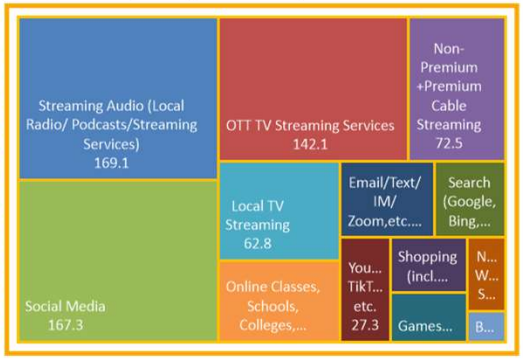
Items bought on the Internet past 6 months:Household/Grocery: Flowers

276,931 or 72.% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months use Ad-Supported Social Media for an average of 138.5 minutes every day representing 23.2% of all time spent daily with Ad-Supported Digital Media.

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

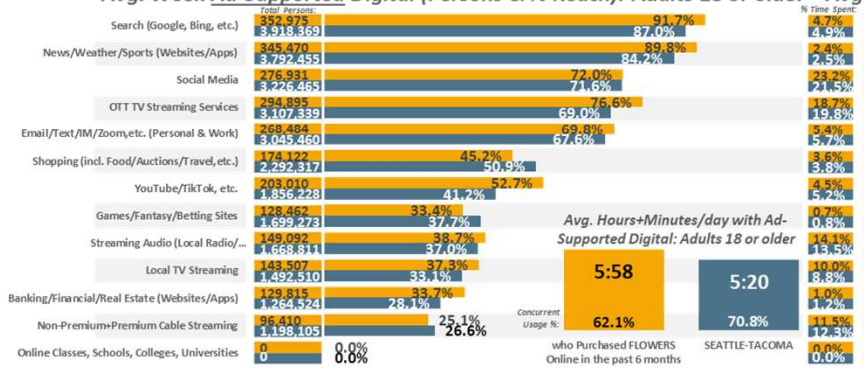


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

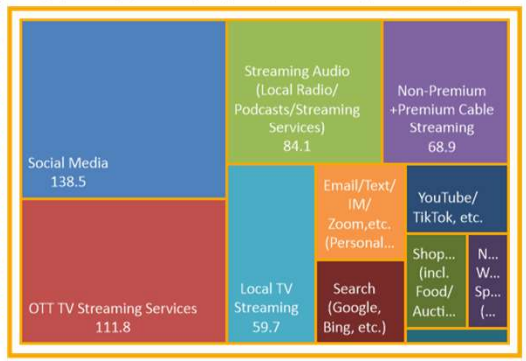


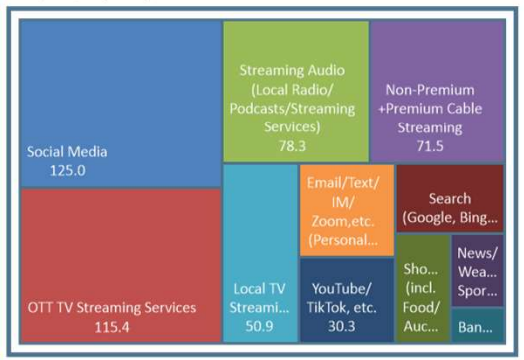


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 317

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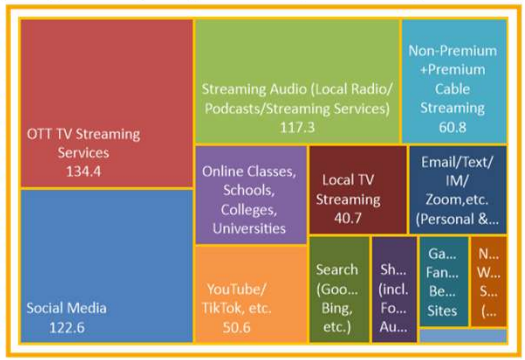
Items bought on the Internet past 6 months:Household/Grocery: Flowers

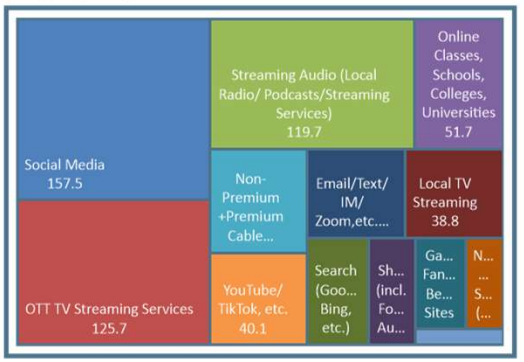
163,008 or 64.8% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months use Ad-Supported Social Media for an average of 105.4 minutes every day representing 19.9% of all time spent daily with Ad-Supported Digital Media.

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

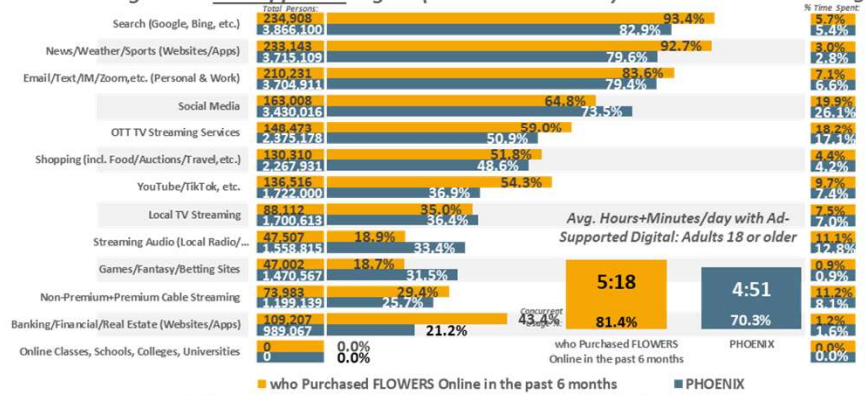


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



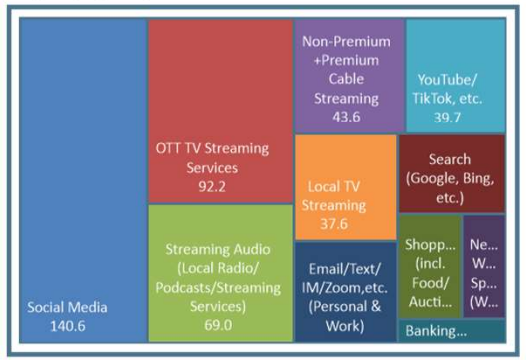


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 132

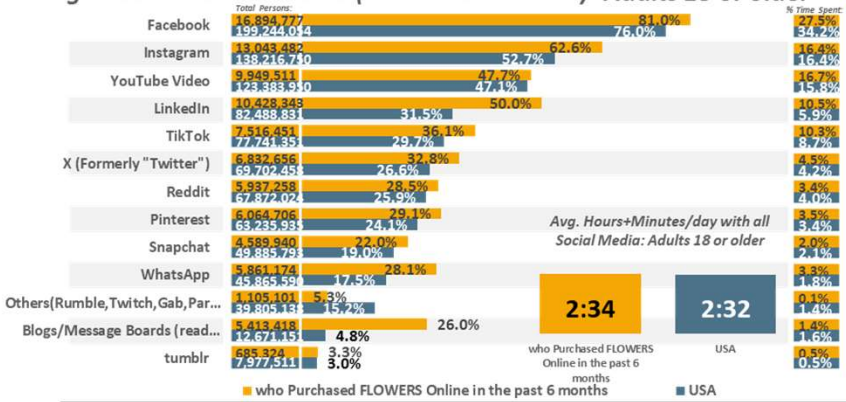
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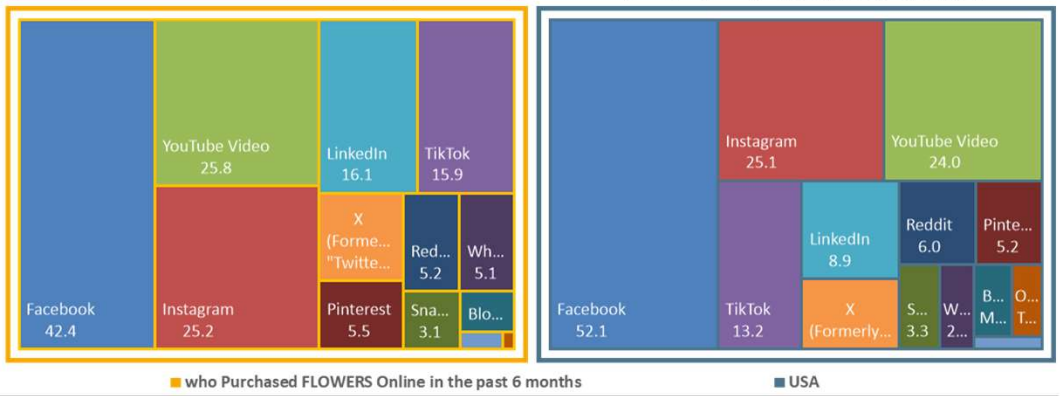
Items bought on the Internet past 6 months:Household/Grocery: Flowers

15,338,444 or 73.6% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months use Ad-Supported Facebook for an average of 40.2 minutes every day representing 30.3% of all time spent daily with Ad-Supported Social Media.

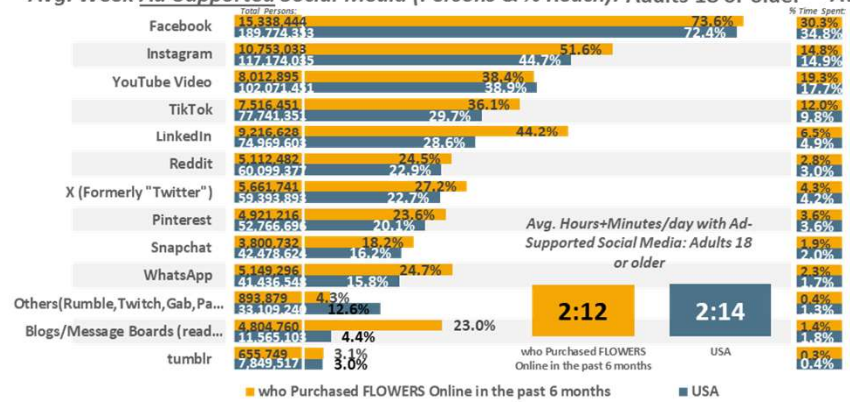
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



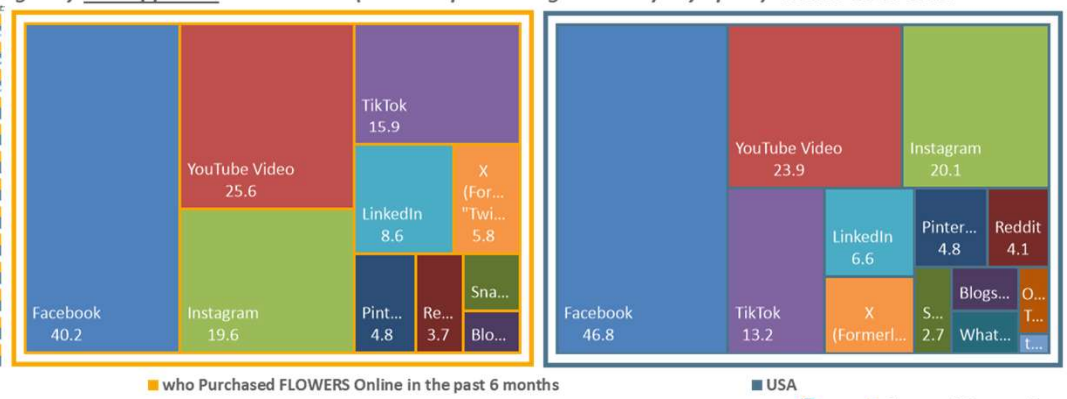
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 1,908

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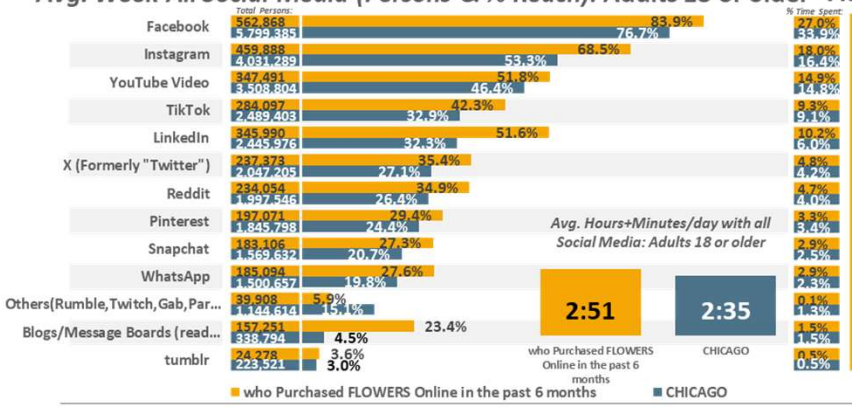
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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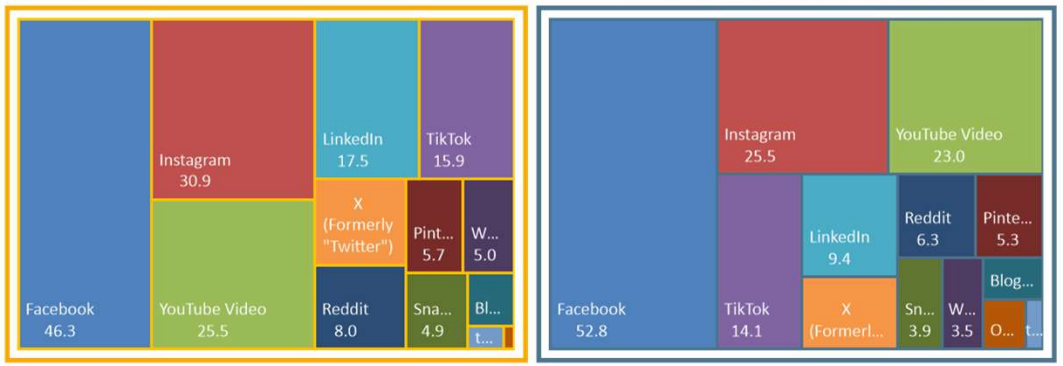
Items bought on the Internet past 6 months:Household/Grocery: Flowers

507,037 or 75.6% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months use Ad-Supported Facebook for an average of 46.5 minutes every day representing 30.7% of all time spent daily with Ad-Supported Social Media.

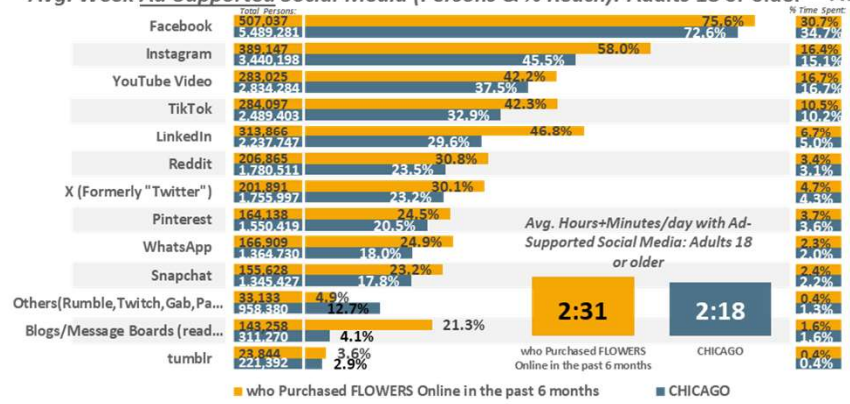
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



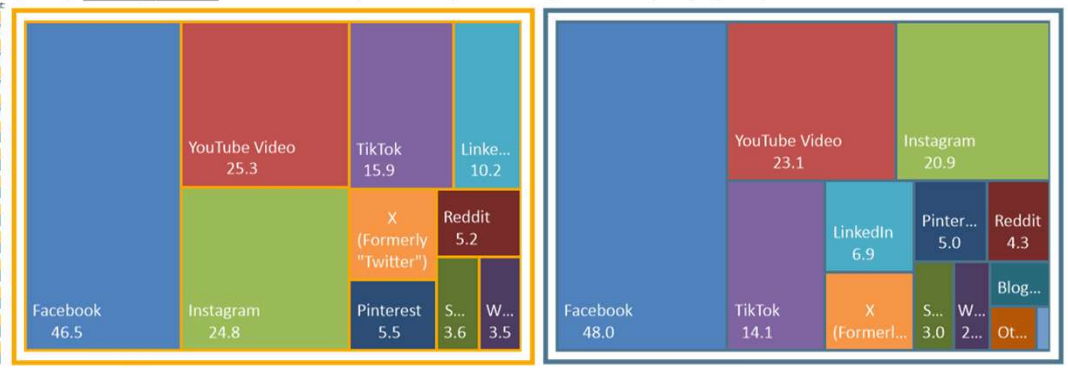
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 314

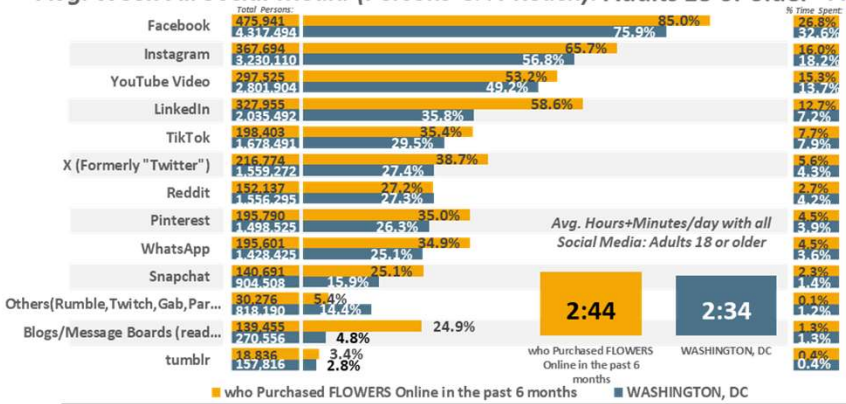
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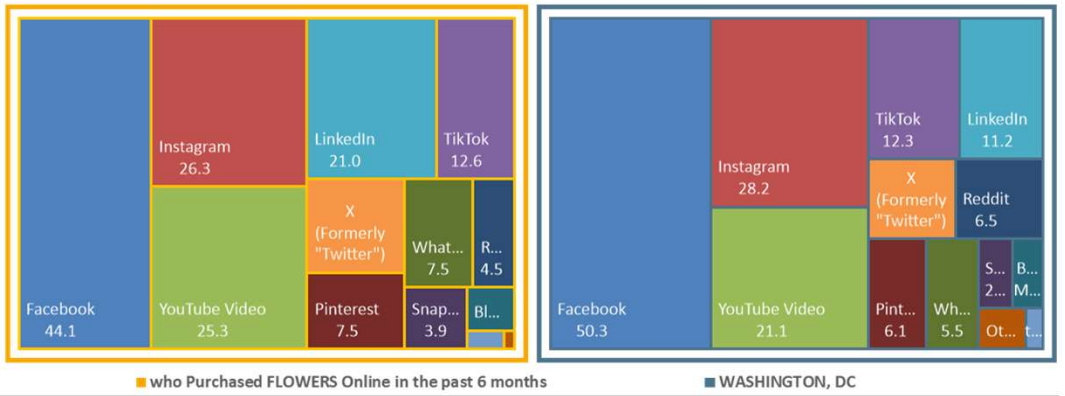
Items bought on the Internet past 6 months:Household/Grocery: Flowers

417,920 or 74.7% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months use Ad-Supported Facebook for an average of 42.4 minutes every day representing 31.1% of all time spent daily with Ad-Supported Social Media.

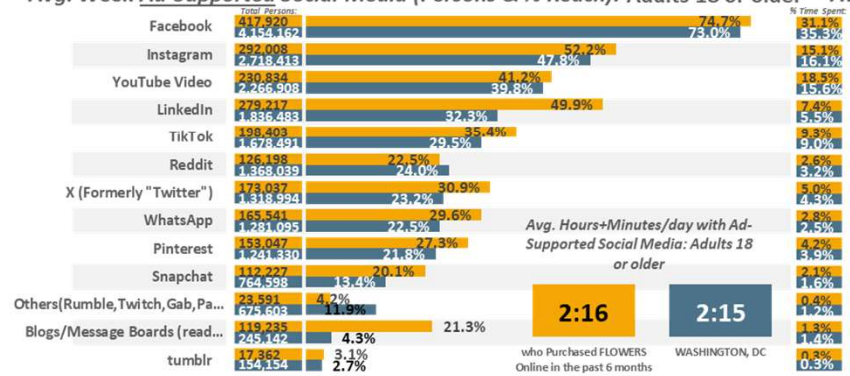
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



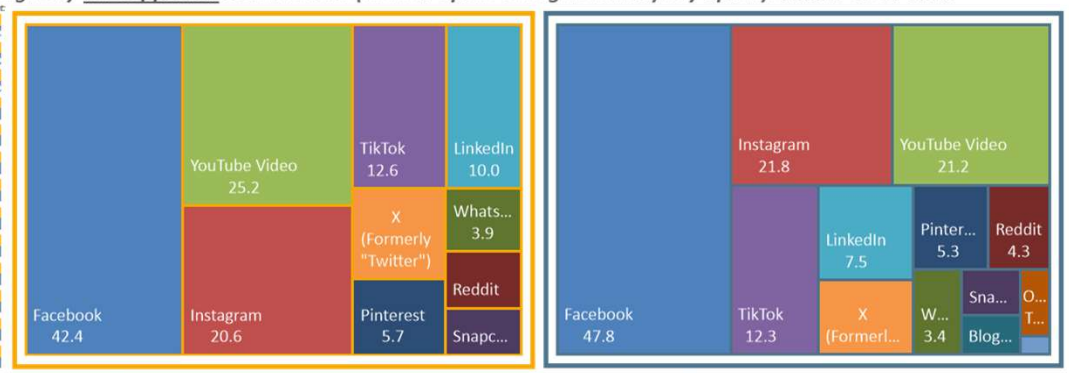
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 530

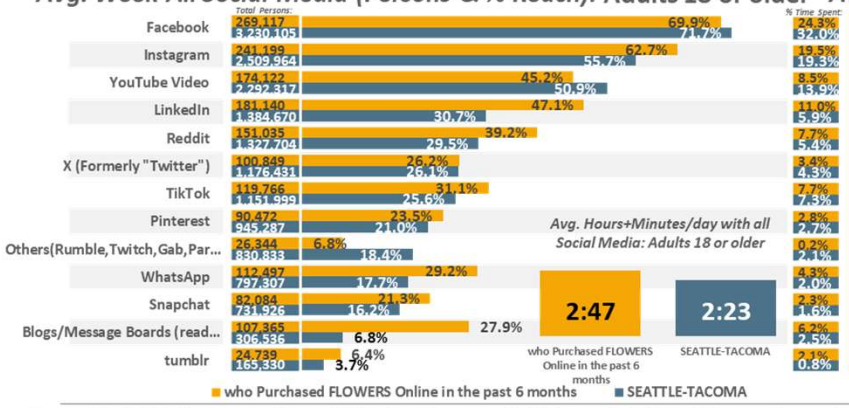
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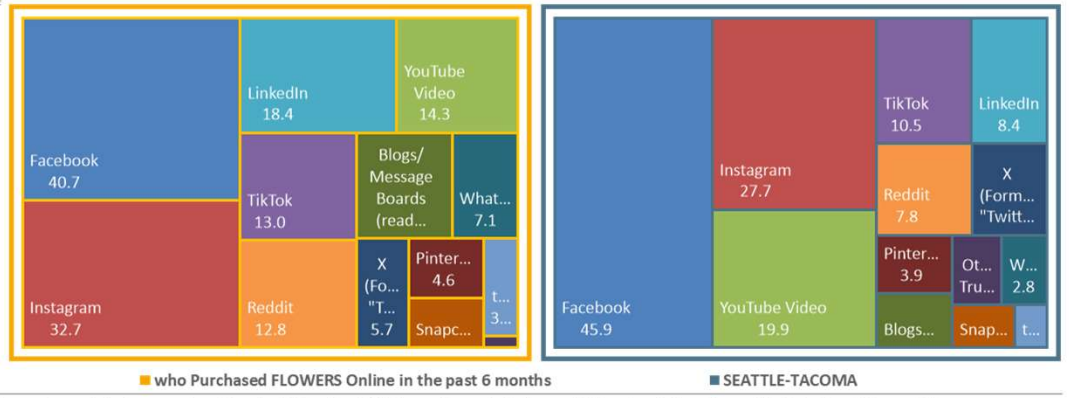
Items bought on the Internet past 6 months:Household/Grocery: Flowers

269,117 or 69.9% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months use Ad-Supported Facebook for an average of 46.1 minutes every day representing 33.3% of all time spent daily with Ad-Supported Social Media.

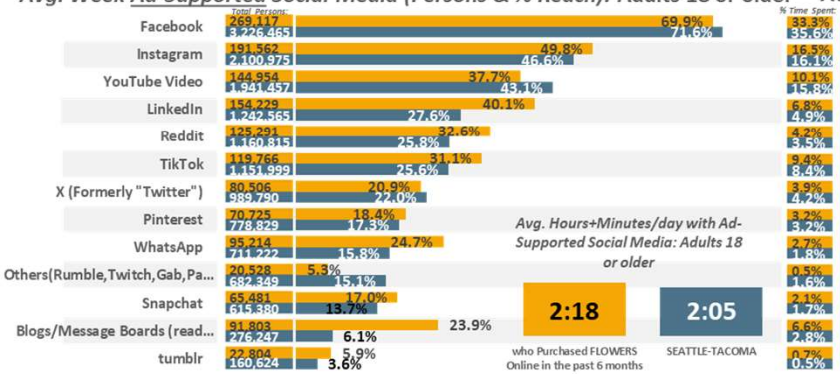
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



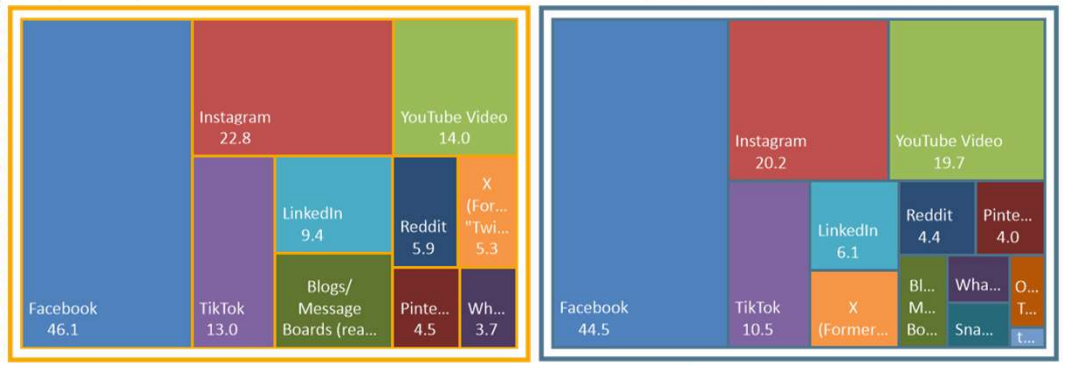
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 317

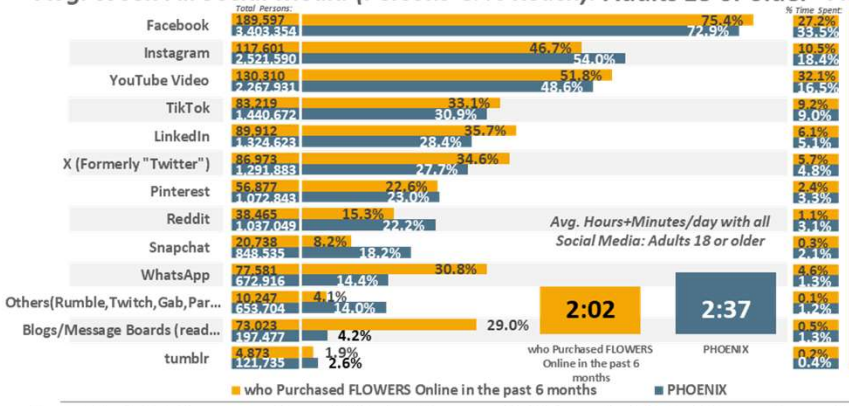
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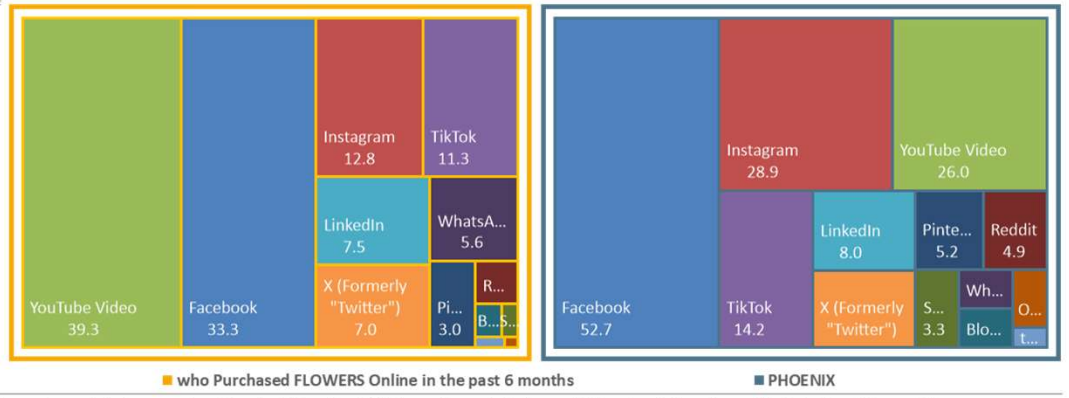
Items bought on the Internet past 6 months:Household/Grocery: Flowers

117,242 or 46.6% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months use Ad-Supported YouTube Video for an average of 40.1 minutes every day representing 38.1% of all time spent daily with Ad-Supported Social Media.

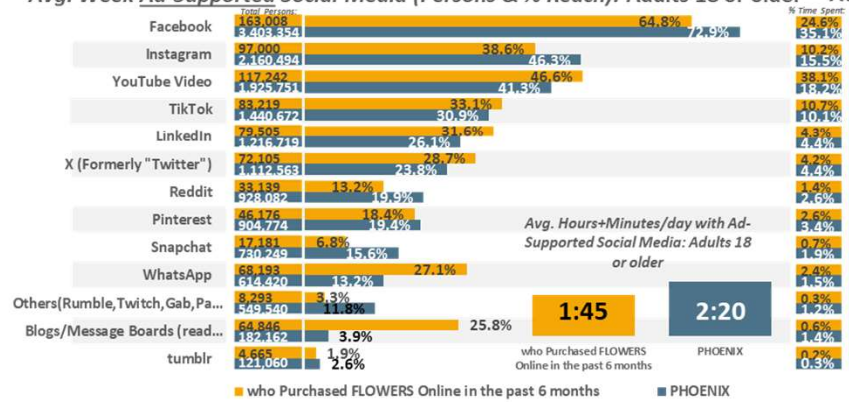
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



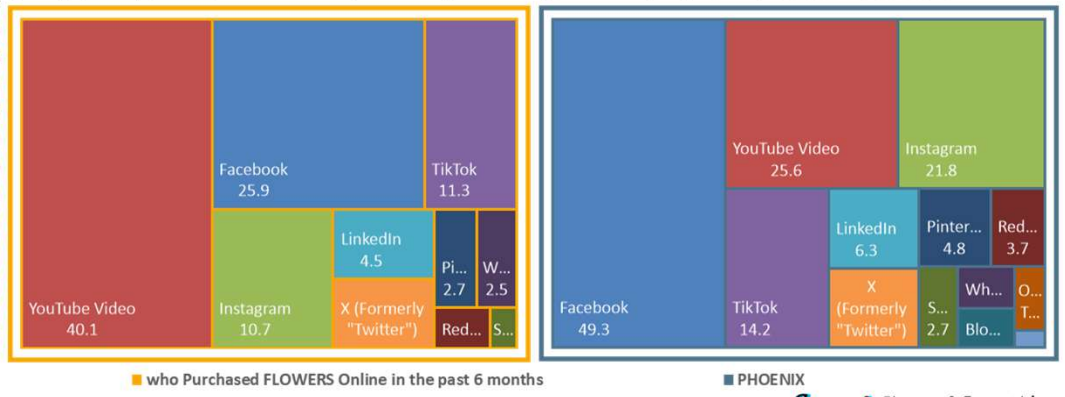
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



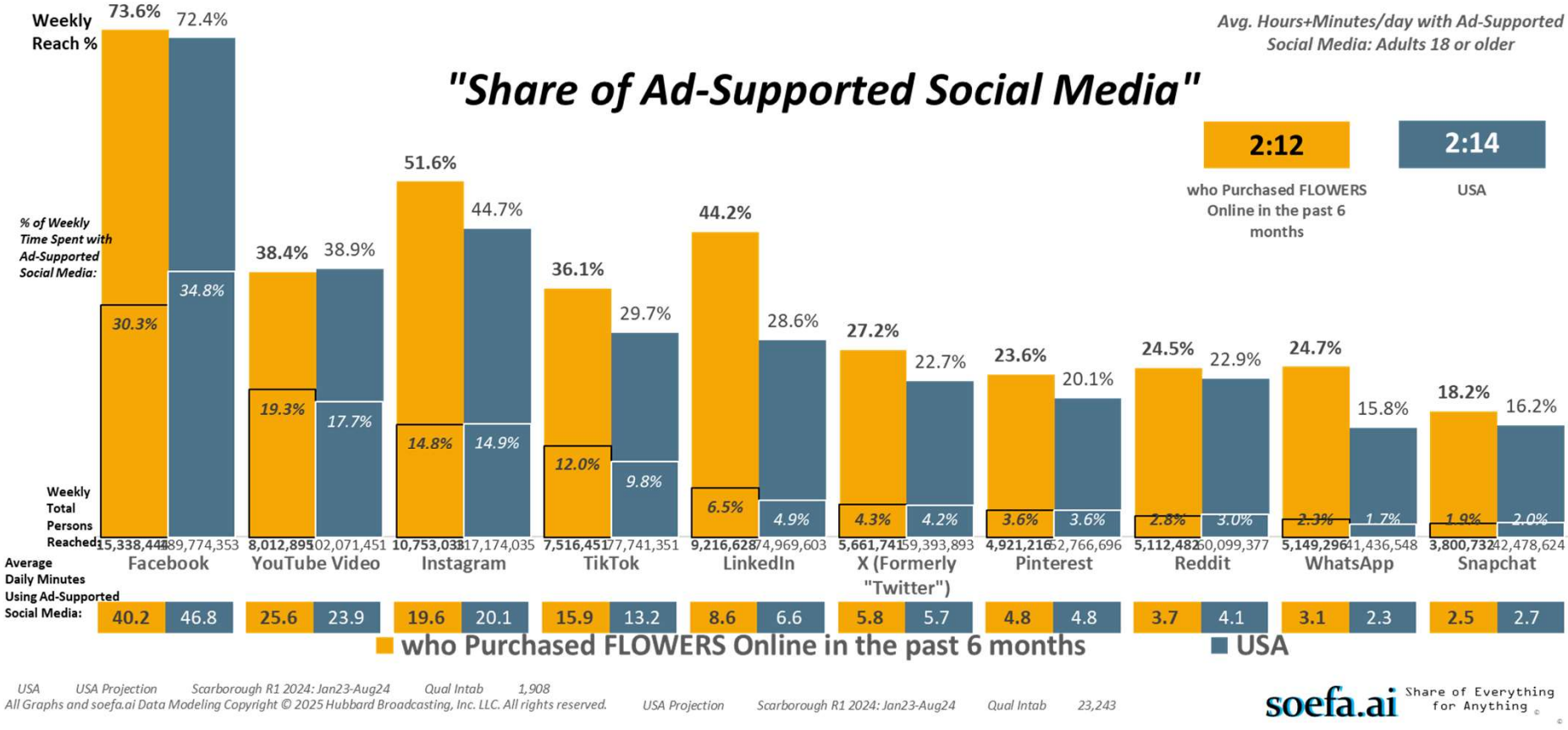
PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 132

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Items bought on the Internet past 6 months:Household/Grocery: Flowers

15,338,444 or 73.6% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months use Ad-Supported Facebook for an average of 40.2 minutes every day representing 30.3% of all time spent daily with Ad-Supported Social Media.



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 1,908

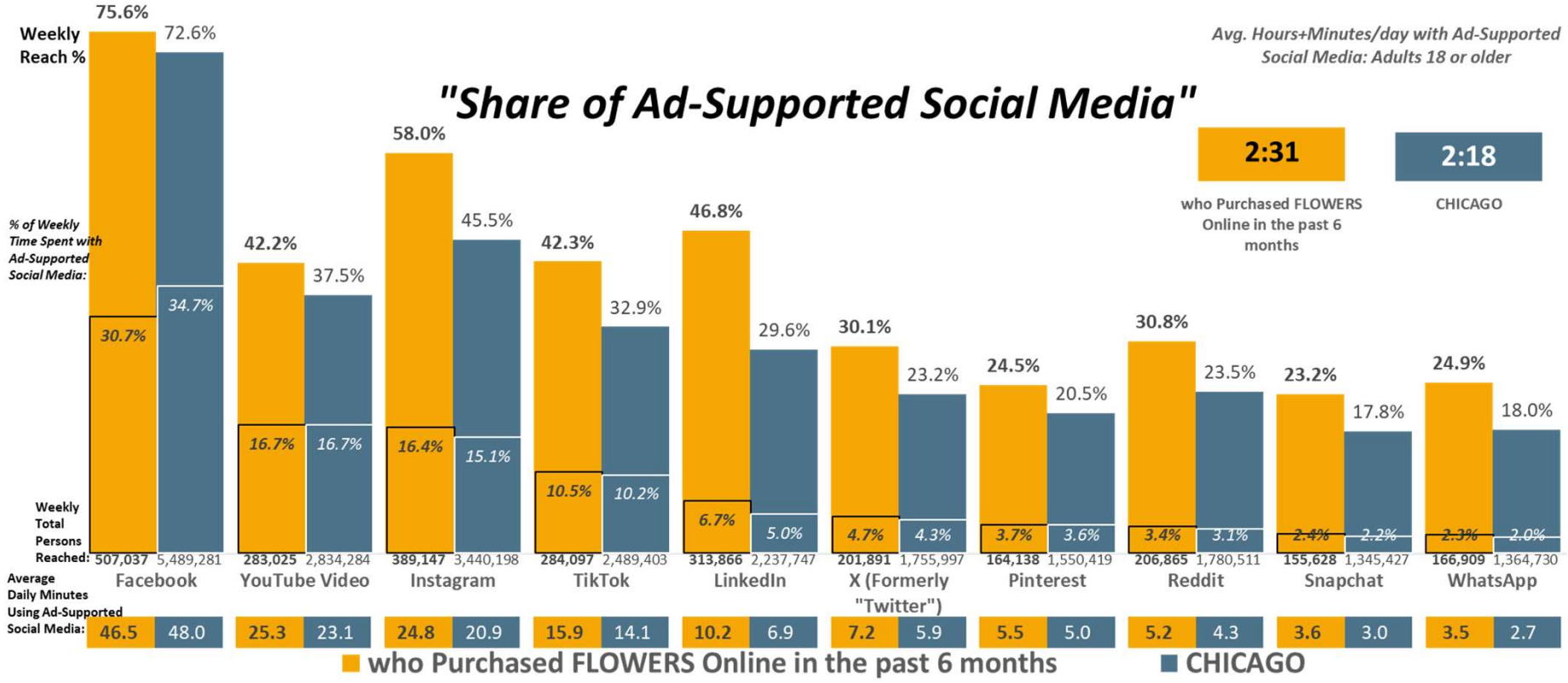
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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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Items bought on the Internet past 6 months:Household/Grocery: Flowers

507,037 or 75.6% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months use Ad-Supported Facebook for an average of 46.5 minutes every day representing 30.7% of all time spent daily with Ad-Supported Social Media.



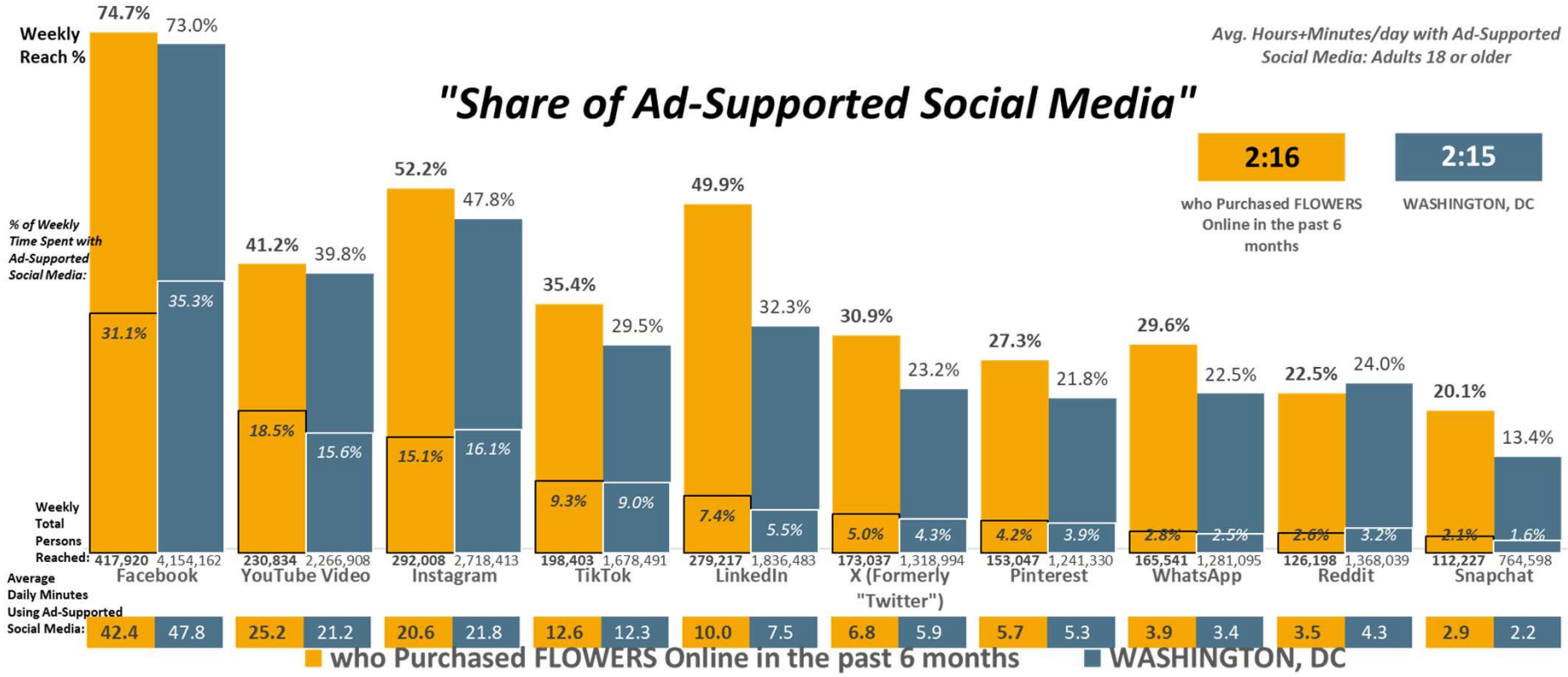
CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 314 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

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Items bought on the Internet past 6 months:Household/Grocery: Flowers

417,920 or 74.7% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months use Ad-Supported Facebook for an average of 42.4 minutes every day representing 31.1% of all time spent daily with Ad-Supported Social Media.



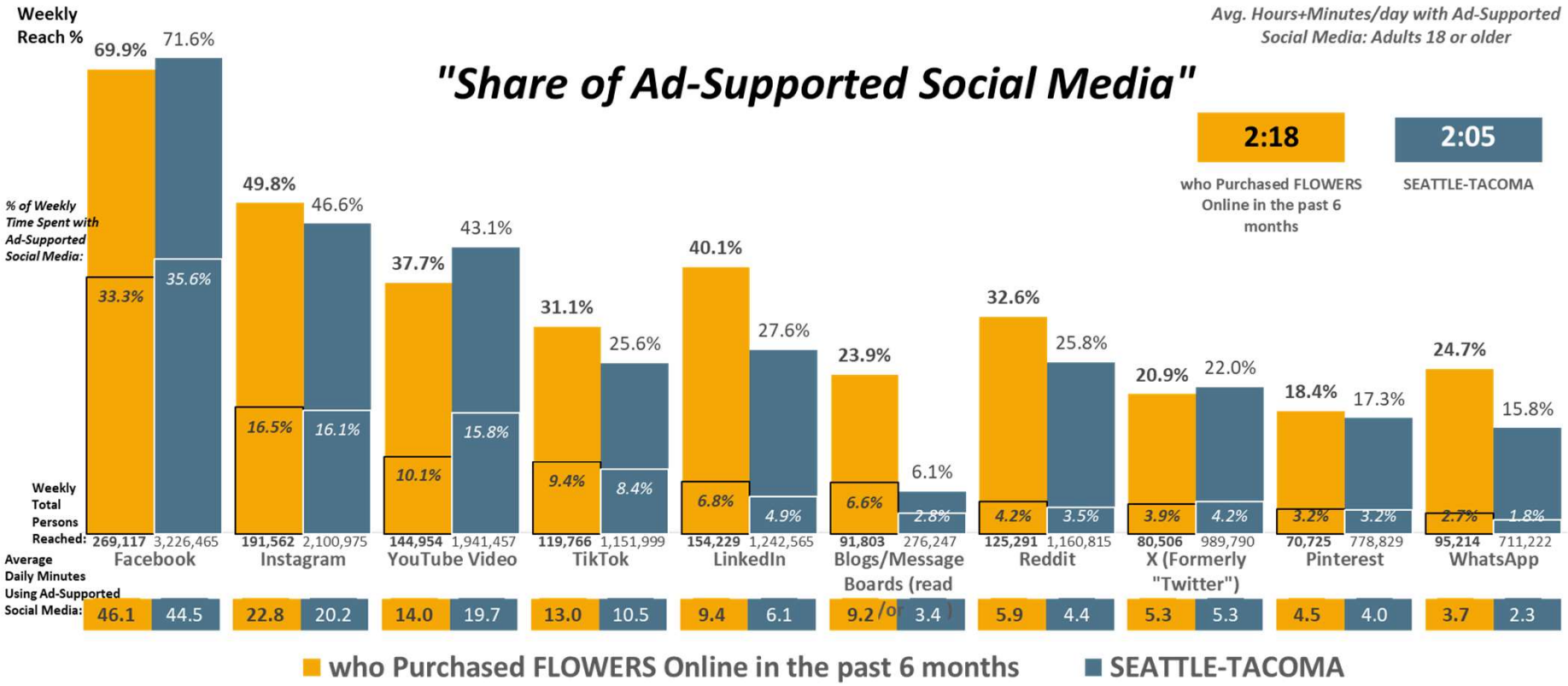
WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 530 WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

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Items bought on the Internet past 6 months:Household/Grocery: Flowers

269,117 or 69.9% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months use Ad-Supported Facebook for an average of 46.1 minutes every day representing 33.3% of all time spent daily with Ad-Supported Social Media.



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 317 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

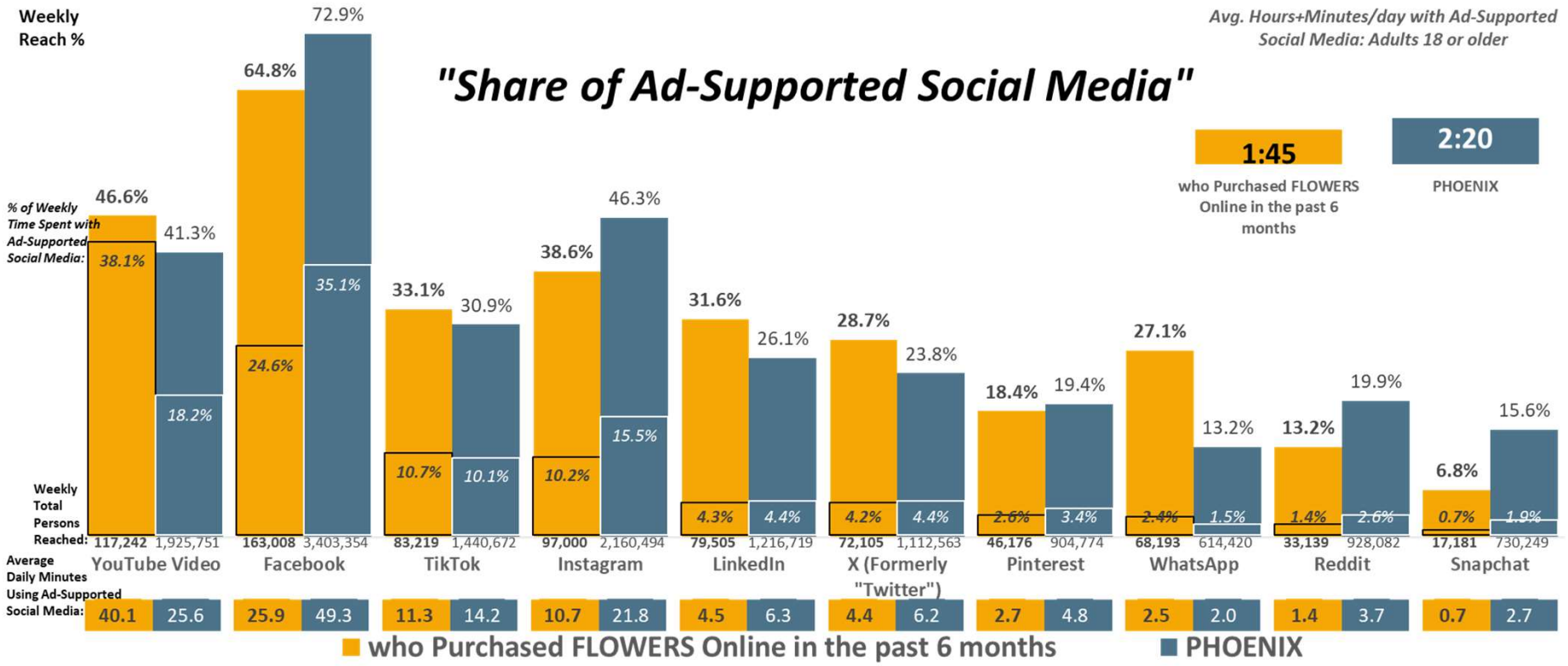
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Items bought on the Internet past 6 months:Household/Grocery: Flowers

1-800 flowers.com PHX

117,242 or 46.6% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months use Ad-Supported YouTube Video for an average of 40.1 minutes every day representing 38.1% of all time spent daily with Ad-Supported Social Media.



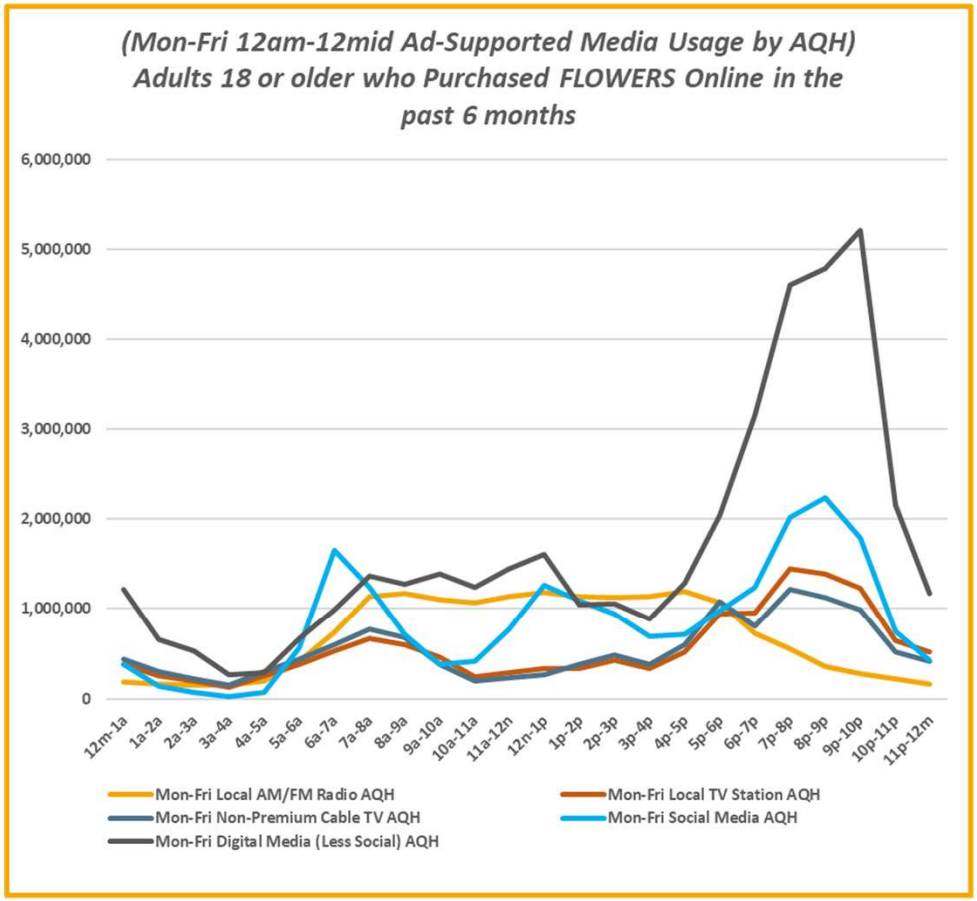
PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 132 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

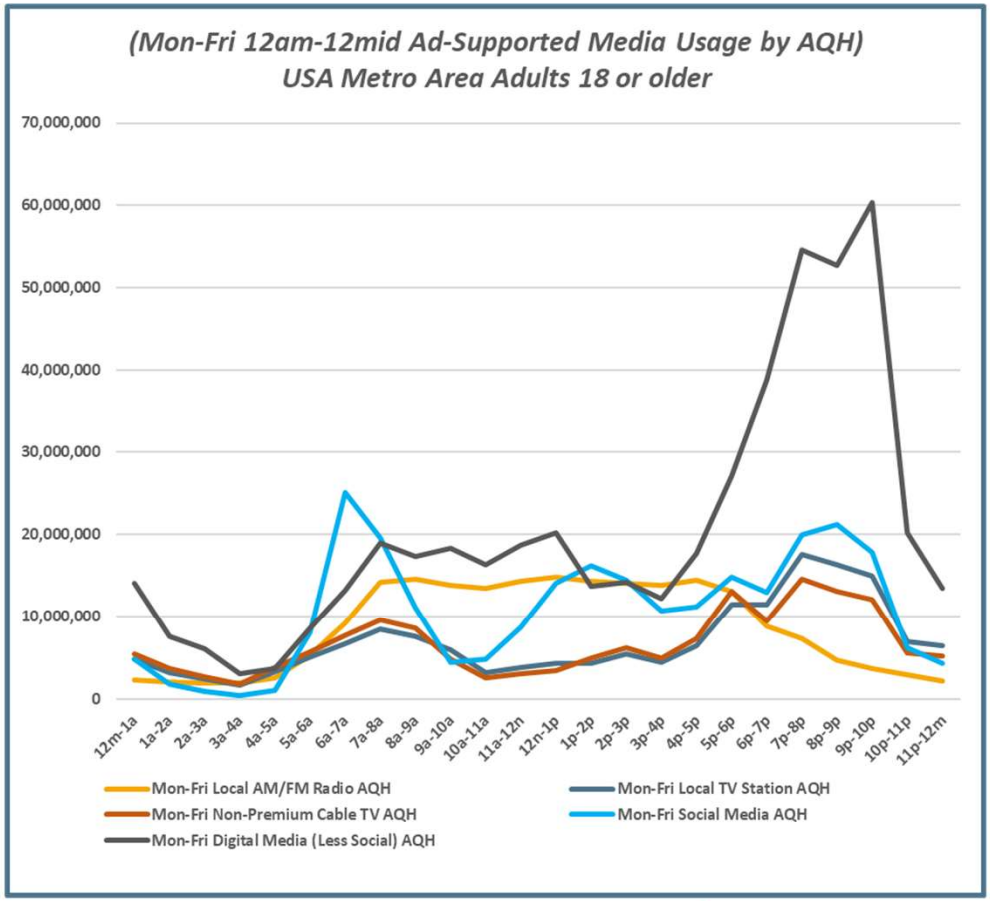
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Items bought on the Internet past 6 months:Household/Grocery: Flowers

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,446,331; Local Radio: 1,073,240; Social Media: 929,000; Non-Prem. Cable: 526,525; Local TV: 507,842 reaching Adults 18 or older who Purchased FLOWERS Online in the past





USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 1,908

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

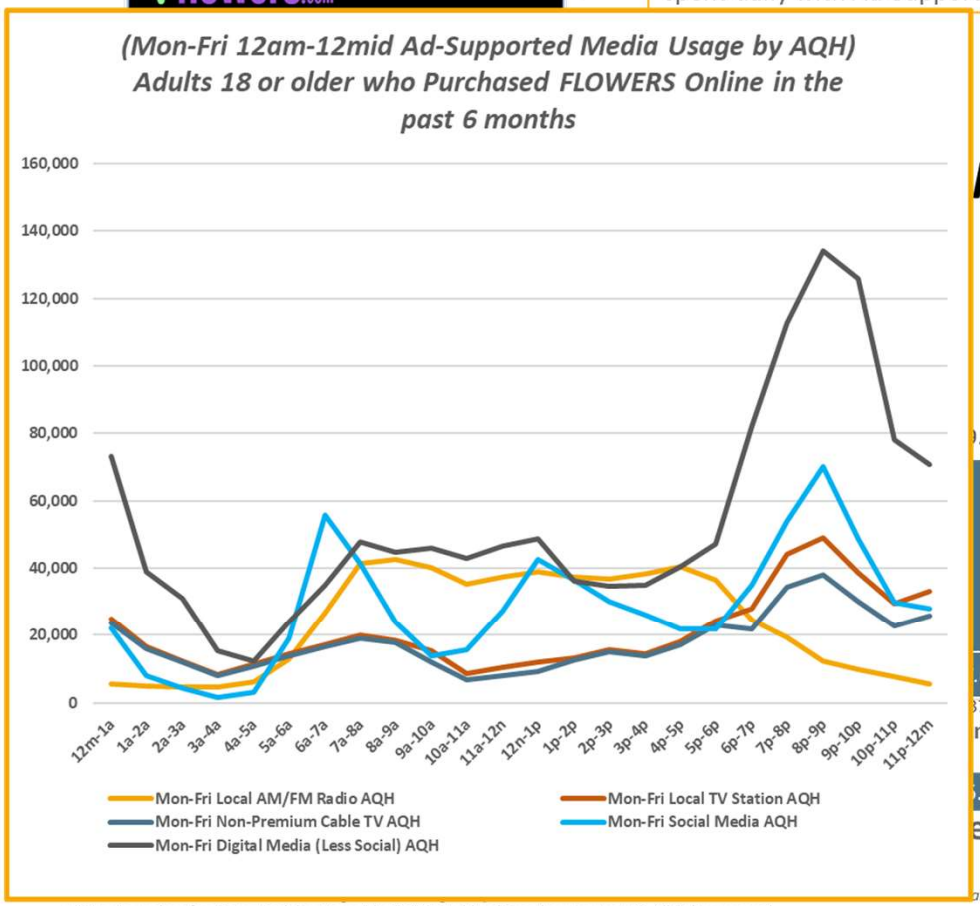
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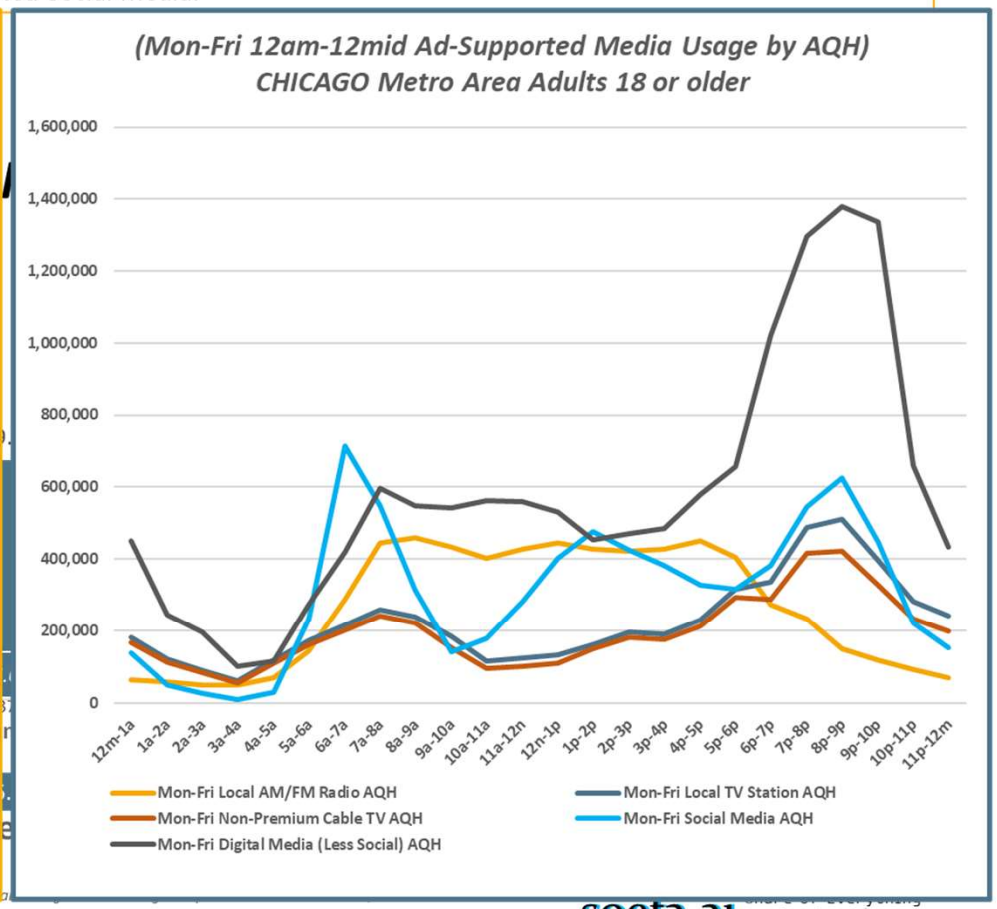
Items bought on the Internet past 6 months:Household/Grocery: Flowers

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 45,156; Local Radio: 36,647; Social Media: 30,079; Local TV: 16,575; Non-Prem. Cable: 14,813

507,037 or 75.6% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months use Ad-Supported Facebook for an average of 46.5 minutes every day representing 30.7% of all time spent daily with Ad-Supported Social Media.

reaching Adults 18 or older who Purchased FLOWERS Online in the past 6 months





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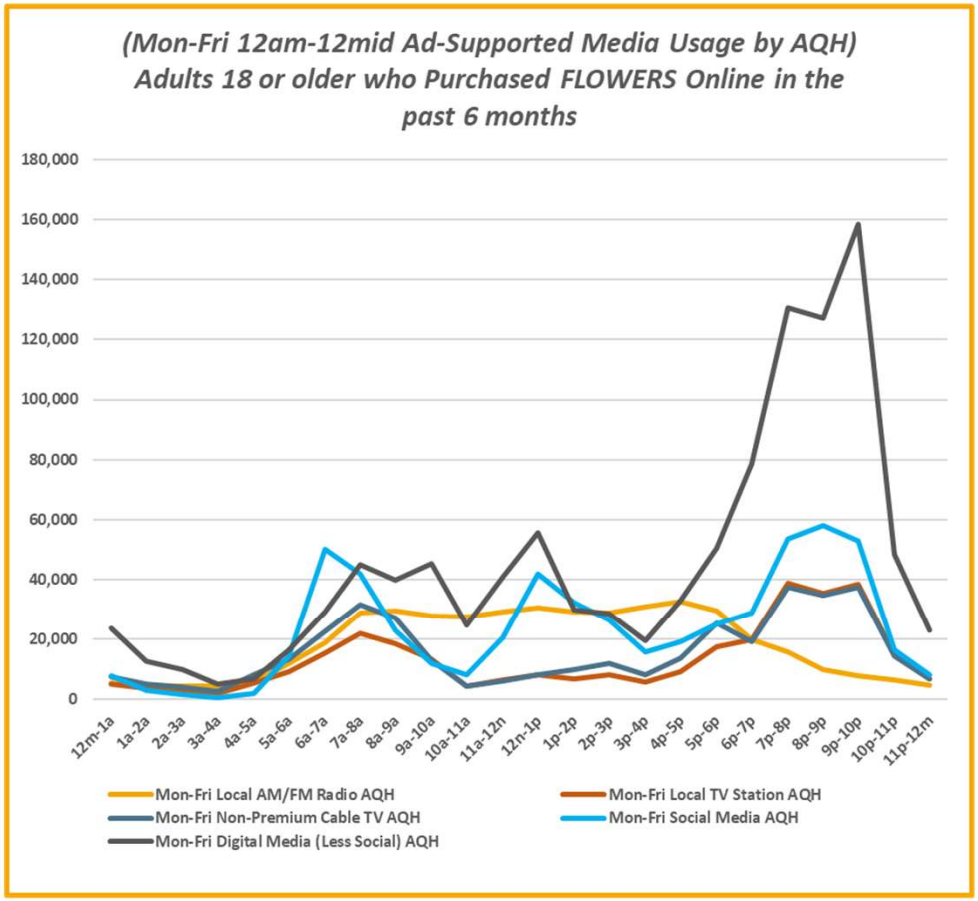
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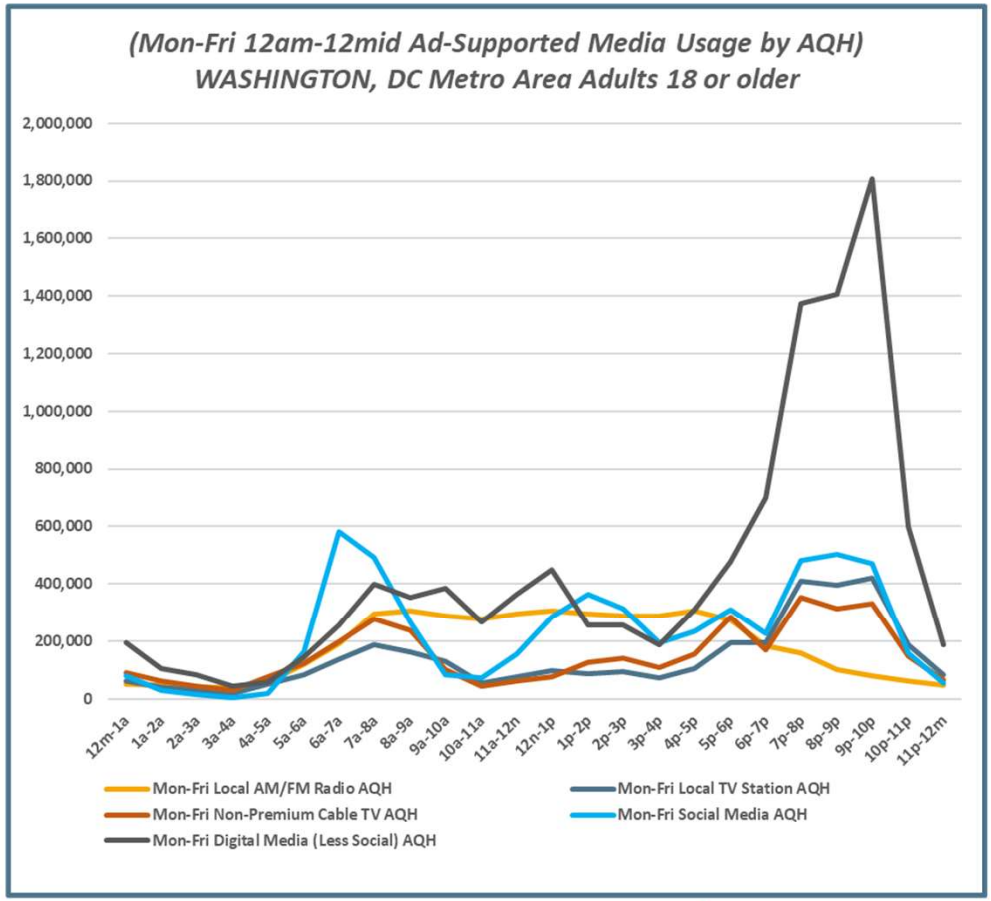
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Items bought on the Internet past 6 months:Household/Grocery: Flowers

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 39,938; Local Radio: 27,795; Social Media: 26,411; Non-Prem. Cable: 15,335; Local TV: 11,835 reaching Adults 18 or older who Purchased FLOWERS Online in the past 6 months





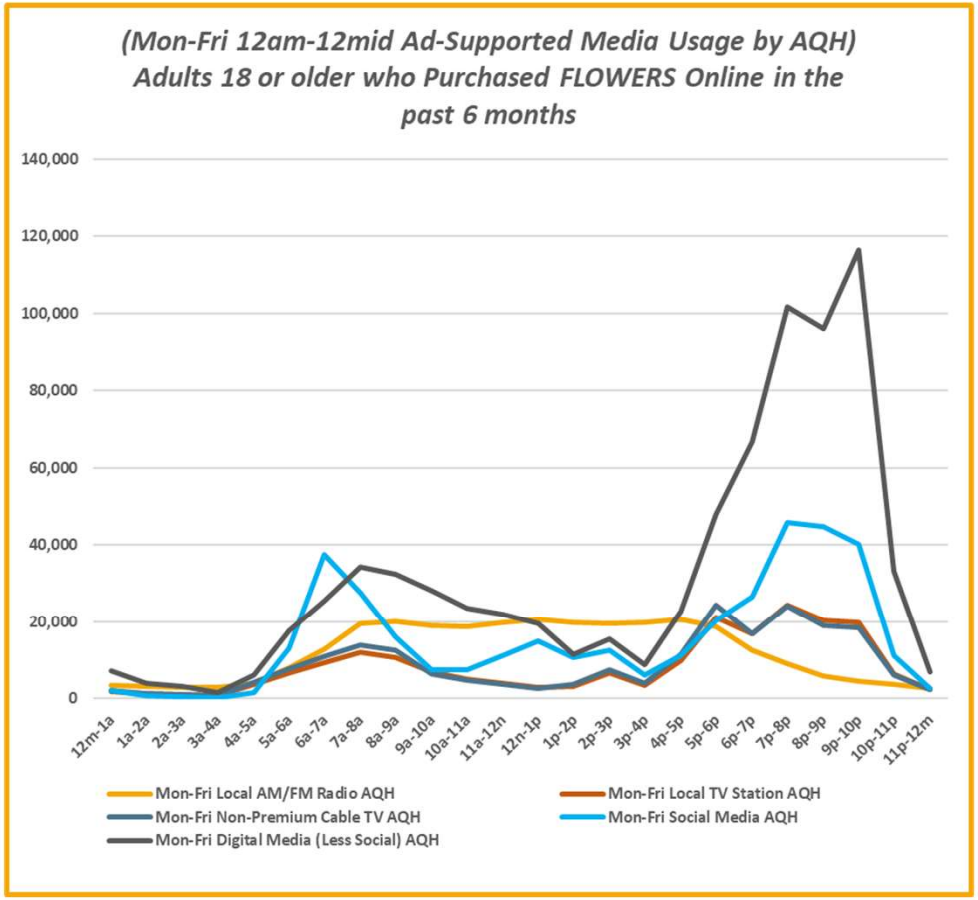
WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 530

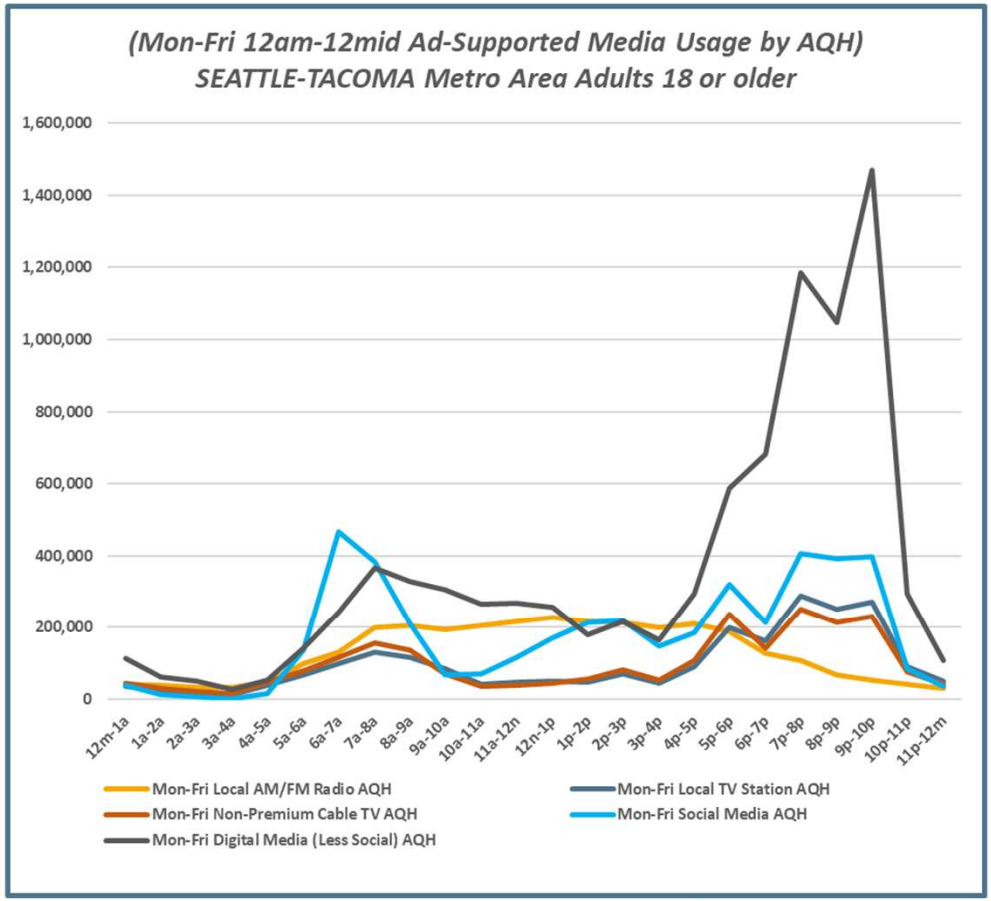
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Items bought on the Internet past 6 months:Household/Grocery: Flowers

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 27,521; Local Radio: 18,546; Social Media: 16,093; Non-Prem. Cable: 9,376; Local TV: 8,538 reaching Adults 18 or older who Purchased FLOWERS Online in the past 6 months.





SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 317

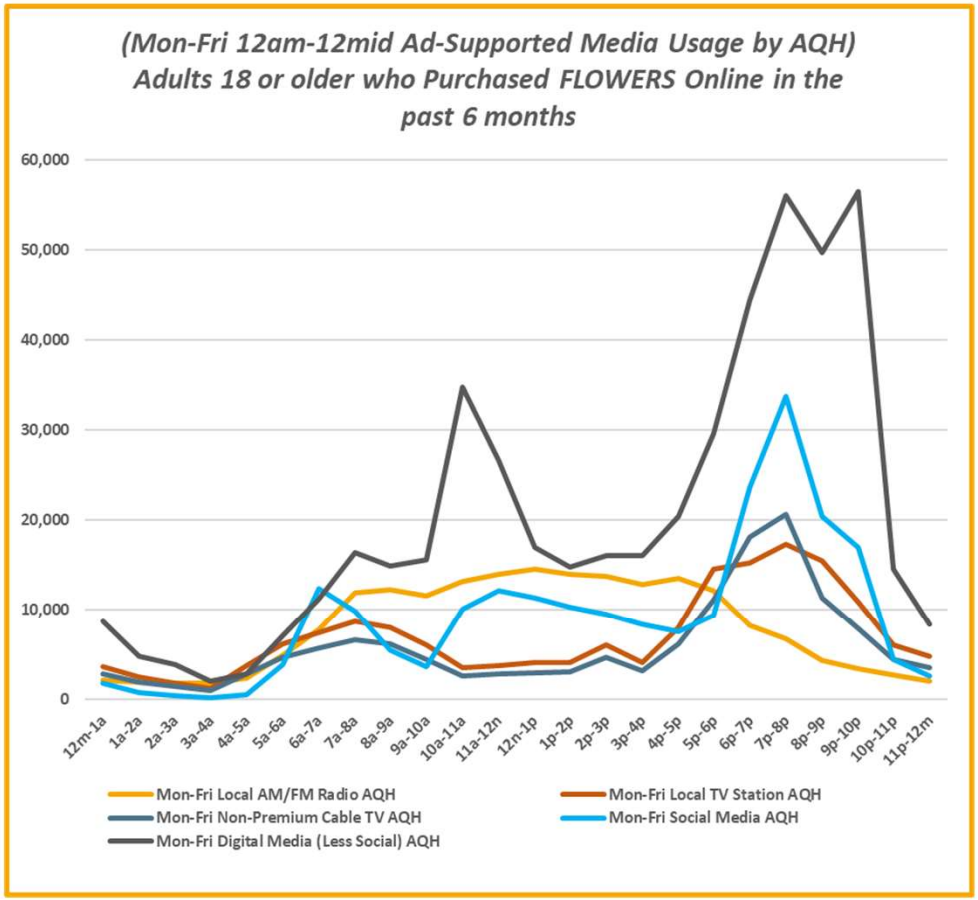
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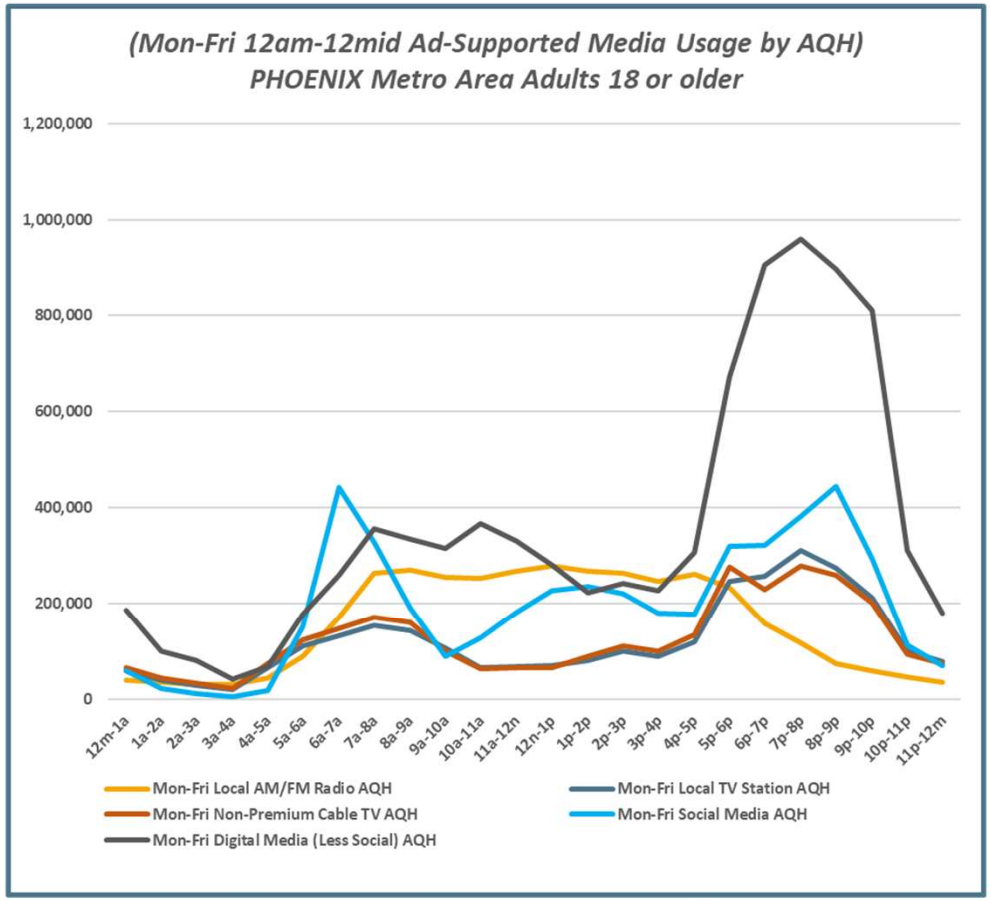
soefa.ai Share of Everything for Anything ©

Items bought on the Internet past 6 months:Household/Grocery: Flowers

1-800 flowers.com PHX

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 21,363; Local Radio: 12,241; Social Media: 10,239; Local TV: 7,155; Non-Prem. Cable: 5,903 reaching Adults 18 or older who Purchased FLOWERS Online in the past 6 months.





PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 132

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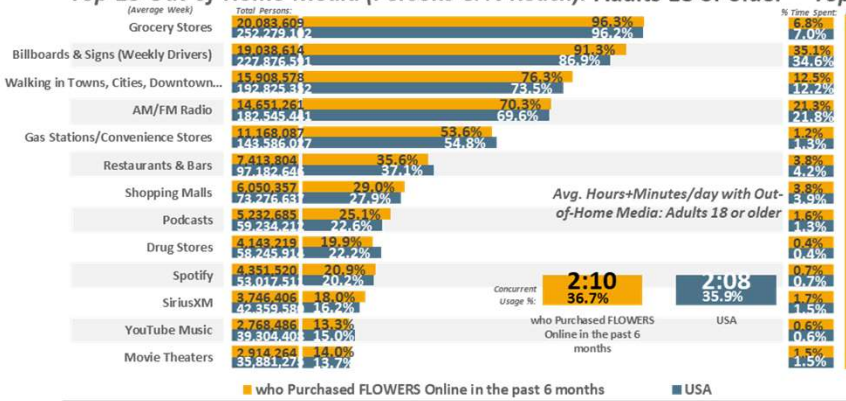
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Items bought on the Internet past 6 months:Household/Grocery: Flowers

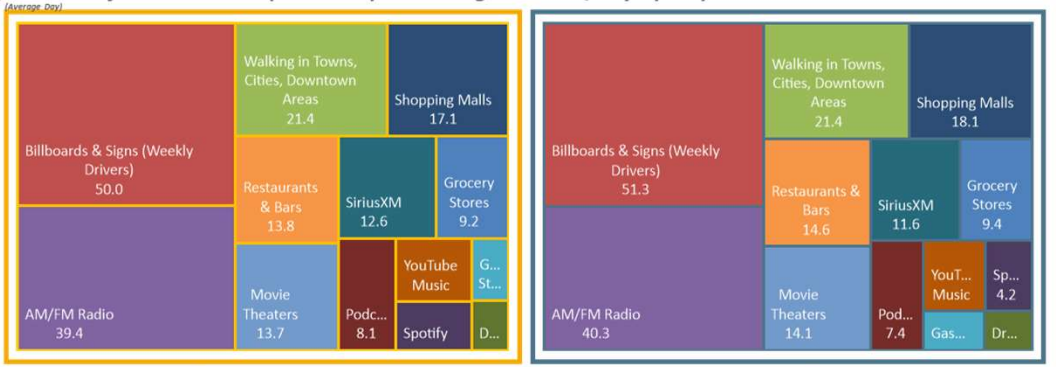
1800flowers.com USA

19,038,614 or 91.3% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months spend an average of 50. minutes per day driving, seeing Billboards and Signs. 67.3% Listen to Local Radio Stations Out-of-Home for an average of 36.3 minutes/day.

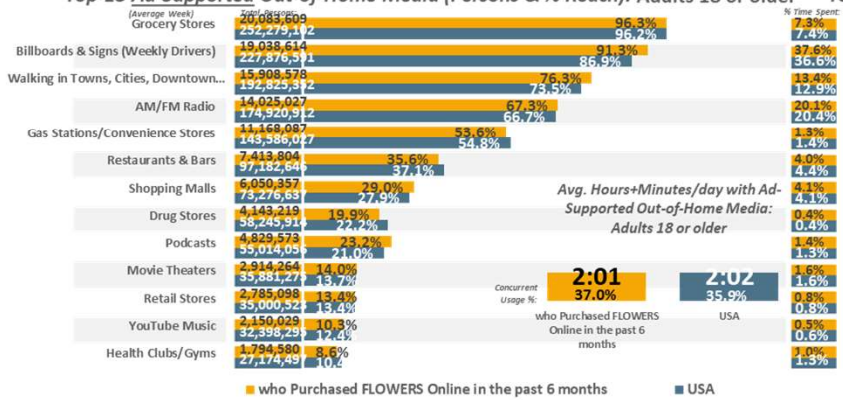
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



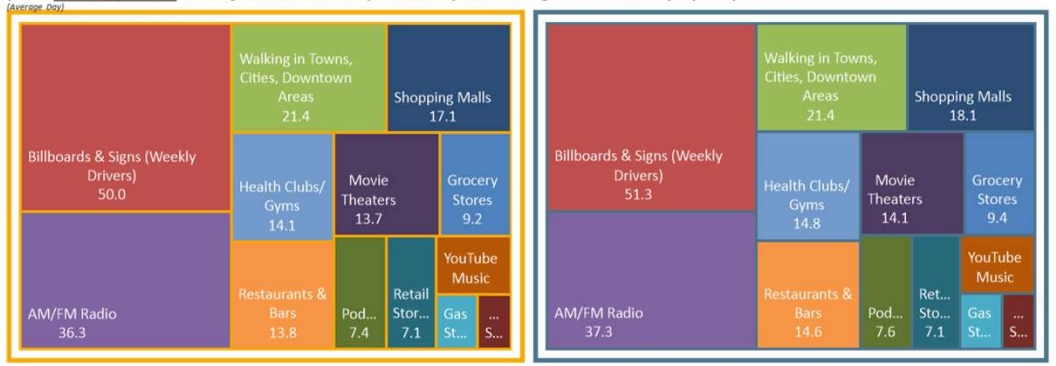
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 1,908

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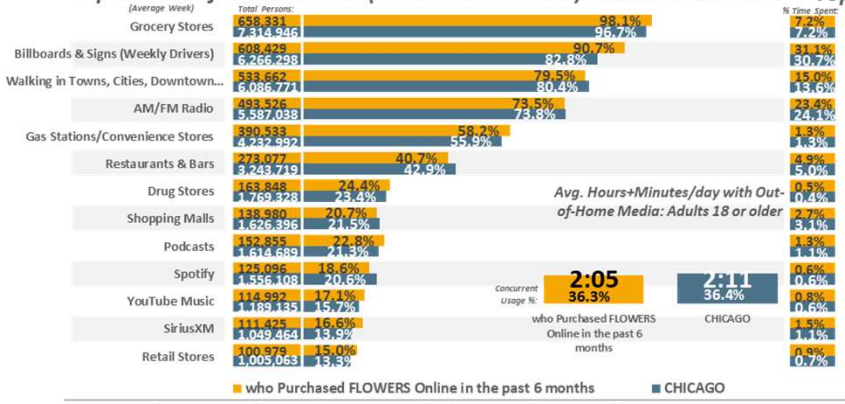
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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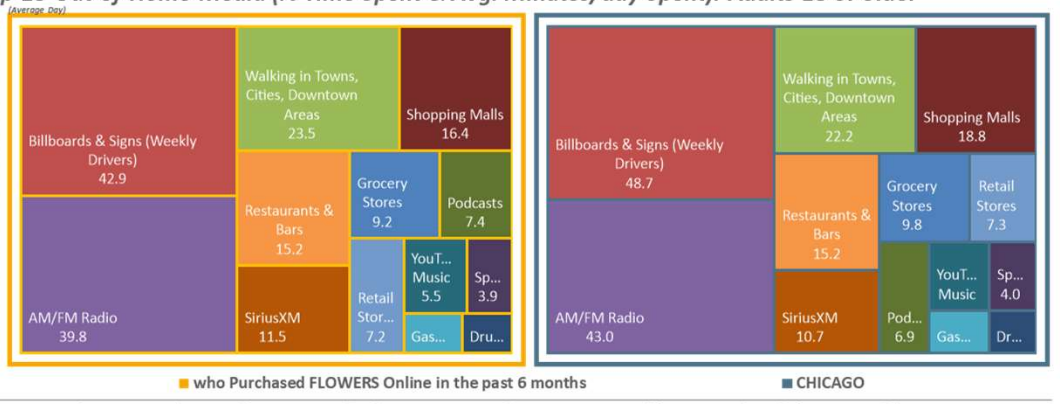
Items bought on the Internet past 6 months:Household/Grocery: Flowers

608,429 or 90.7% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months spend an average of 42.9 minutes per day driving, seeing Billboards and Signs. 71.% Listen to Local Radio Stations Out-of-Home for an average of 37.5 minutes/day.

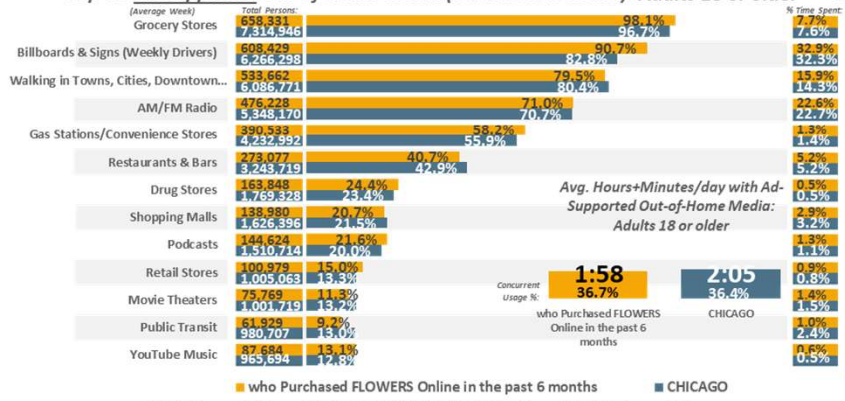
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



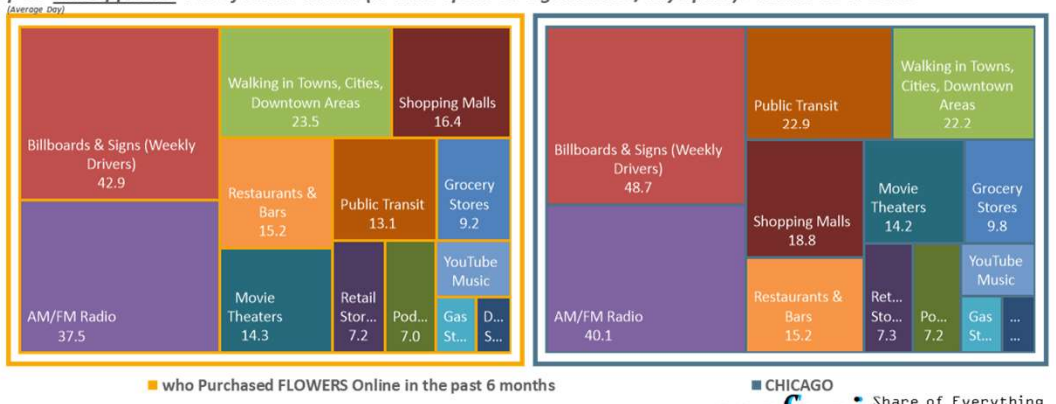
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 314

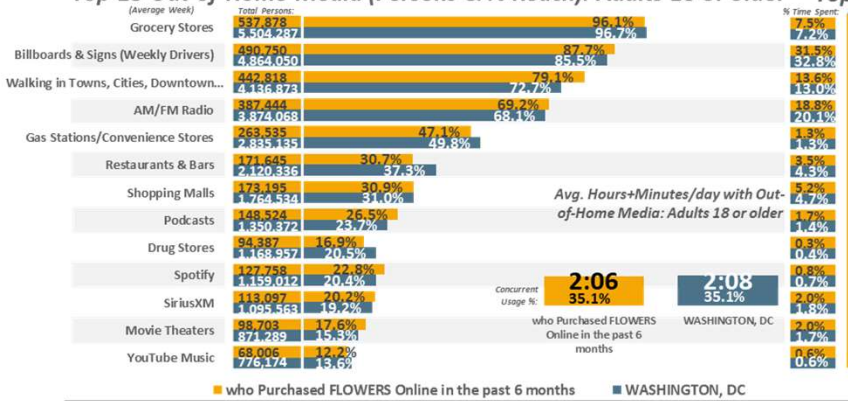
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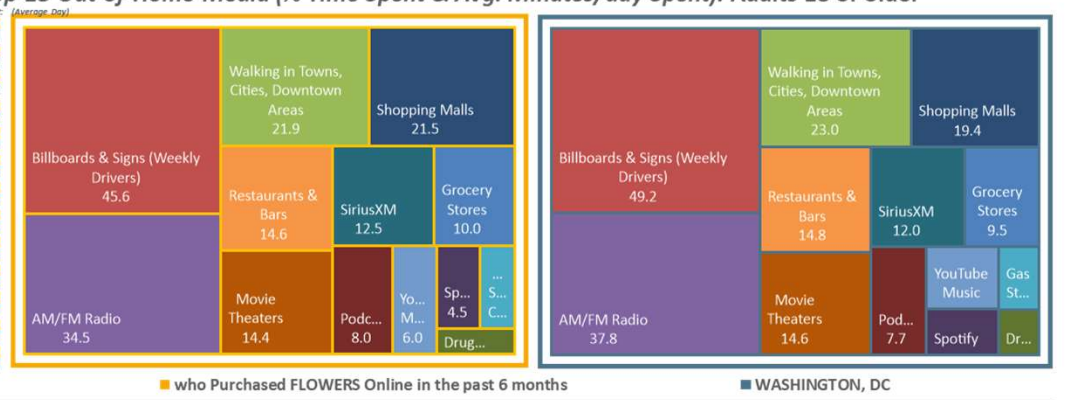
Items bought on the Internet past 6 months:Household/Grocery: Flowers

490,750 or 87.7% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months spend an average of 45.6 minutes per day driving, seeing Billboards and Signs. 65.9% Listen to Local Radio Stations Out-of-Home for an average of 30.6 minutes/day.

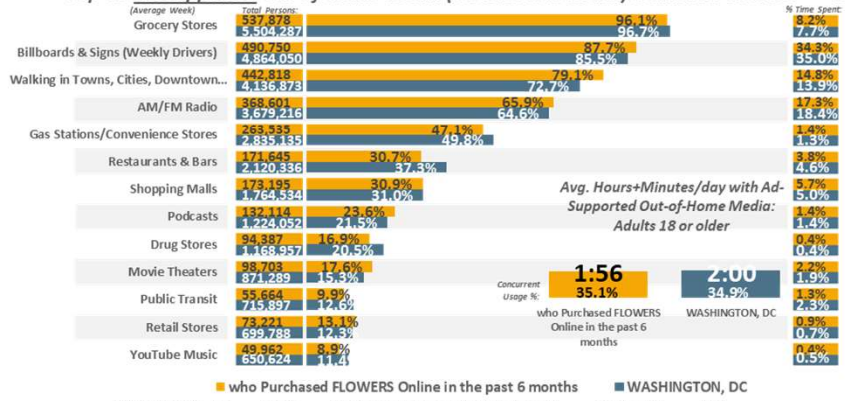
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



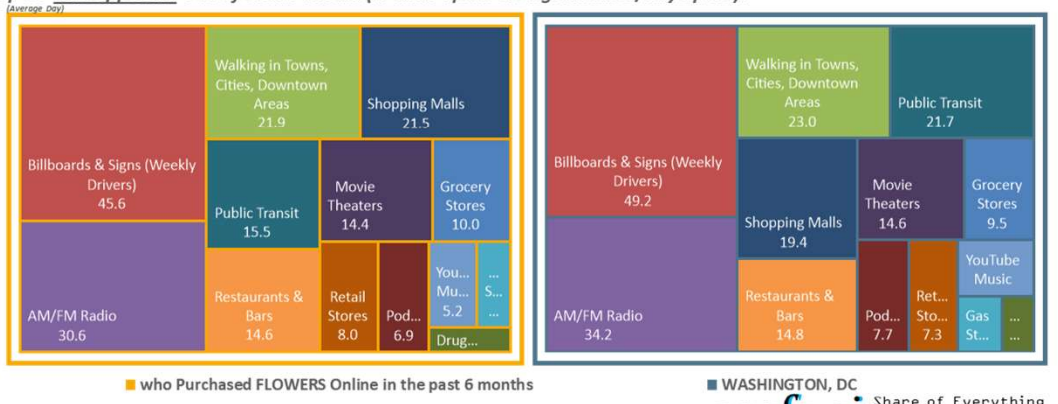
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 530

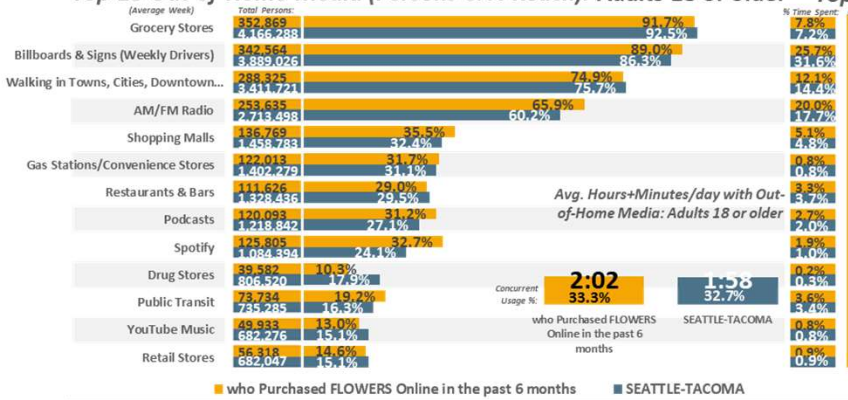
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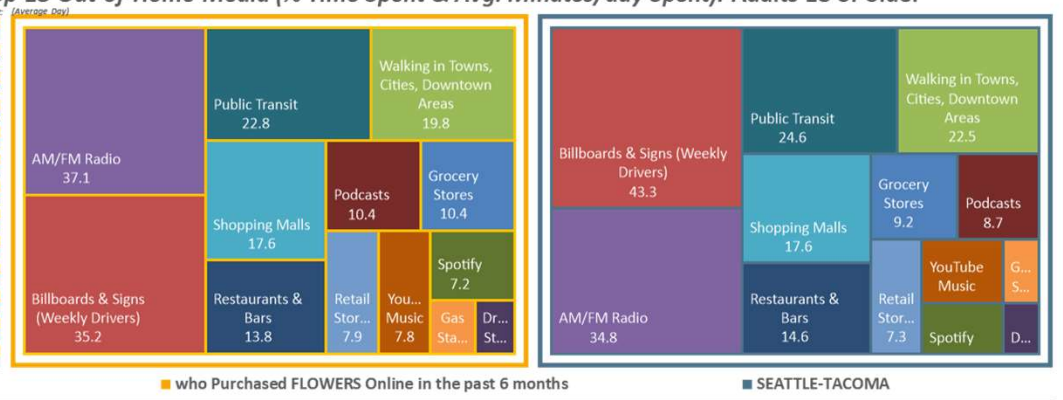
Items bought on the Internet past 6 months:Household/Grocery: Flowers

342,564 or 89.% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months spend an average of 35.2 minutes per day driving, seeing Billboards and Signs. 63.1% Listen to Local Radio Stations Out-of-Home for an average of 33.5 minutes/day.

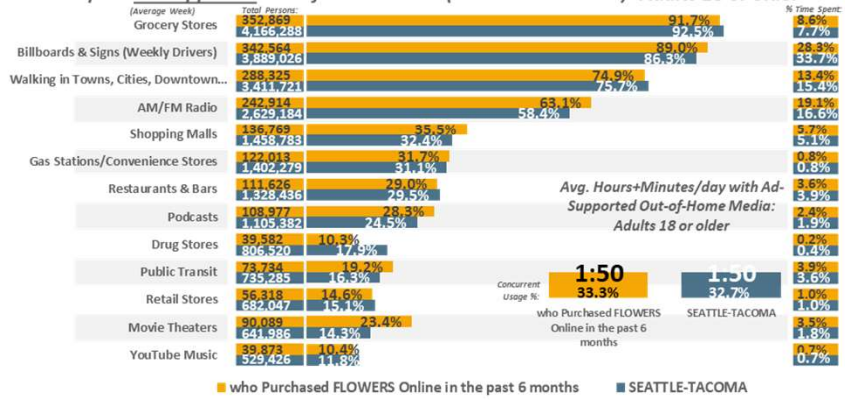
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



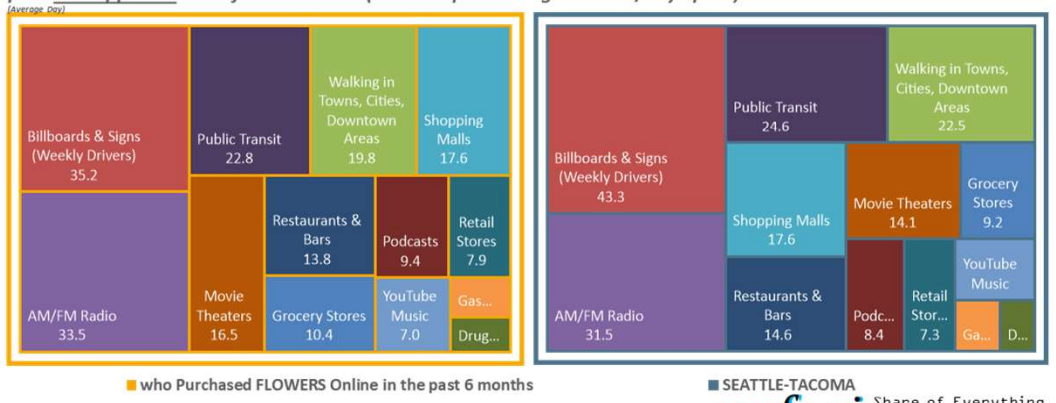
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 317

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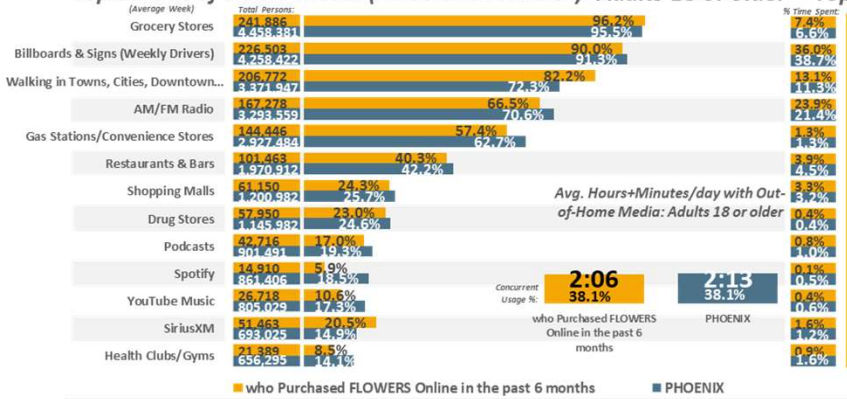
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Items bought on the Internet past 6 months:Household/Grocery: Flowers

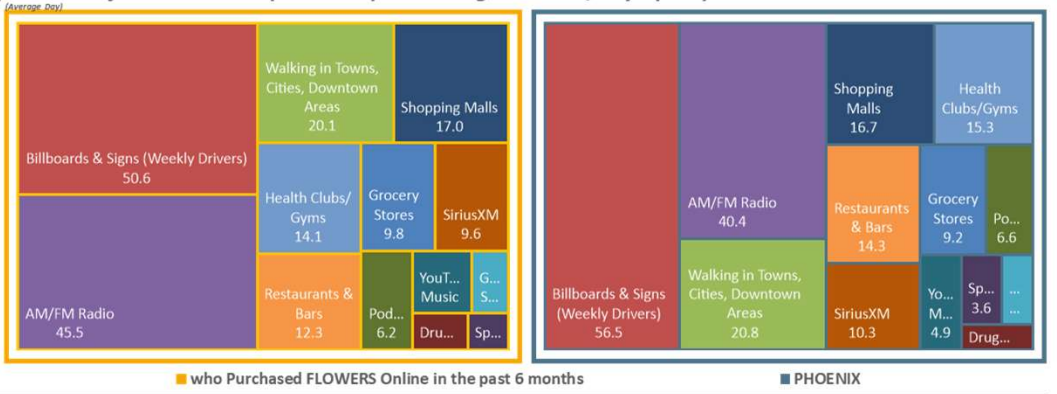
1-800 flowers.com PHX

226,503 or 90.% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months spend an average of 50.6 minutes per day driving, seeing Billboards and Signs. 64.% Listen to Local Radio Stations Out-of-Home for an average of 44.2 minutes/day.

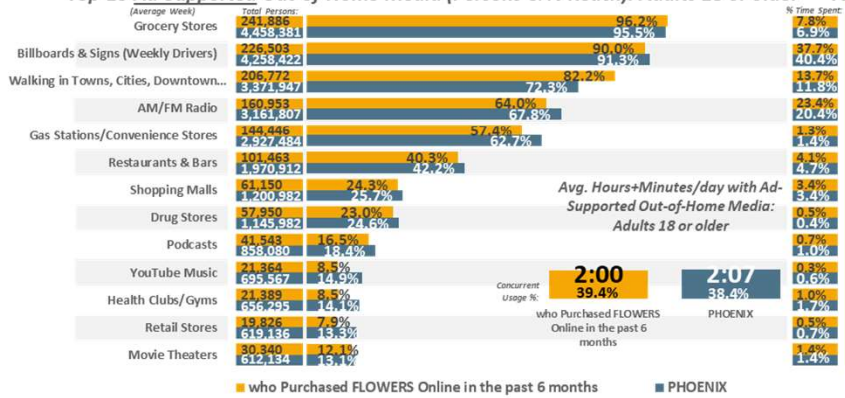
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



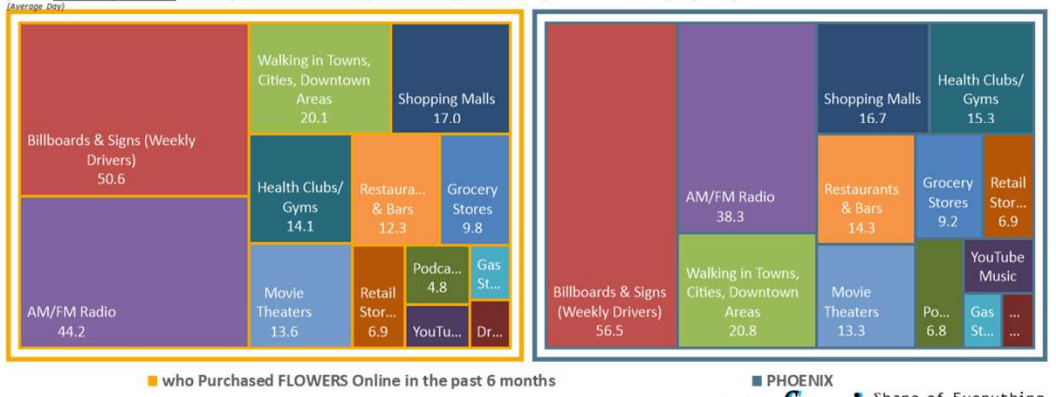
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 132

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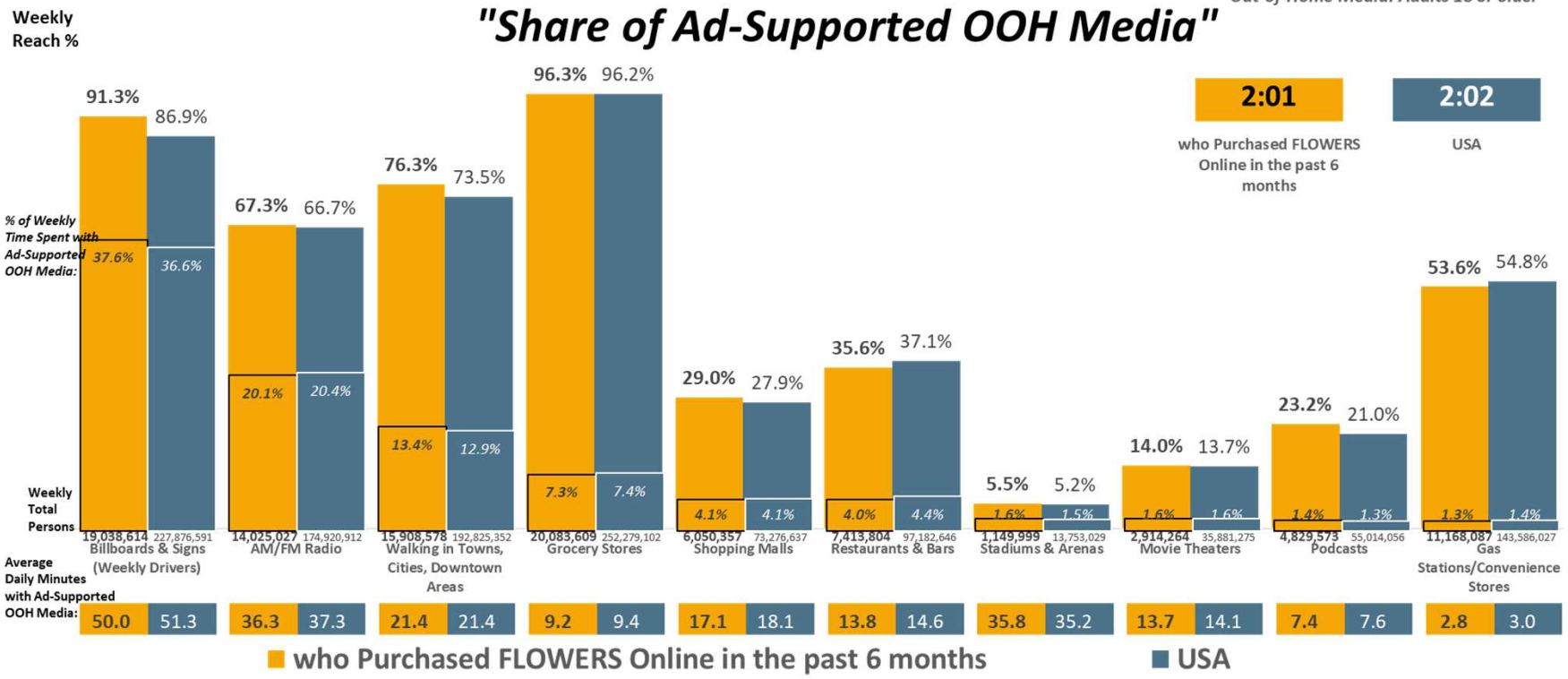
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Items bought on the Internet past 6 months:Household/Grocery: Flowers

19,038,614 or 91.3% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months spend an average of 50. minutes per day driving, seeing Billboards and Signs representing 37.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 1,908

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

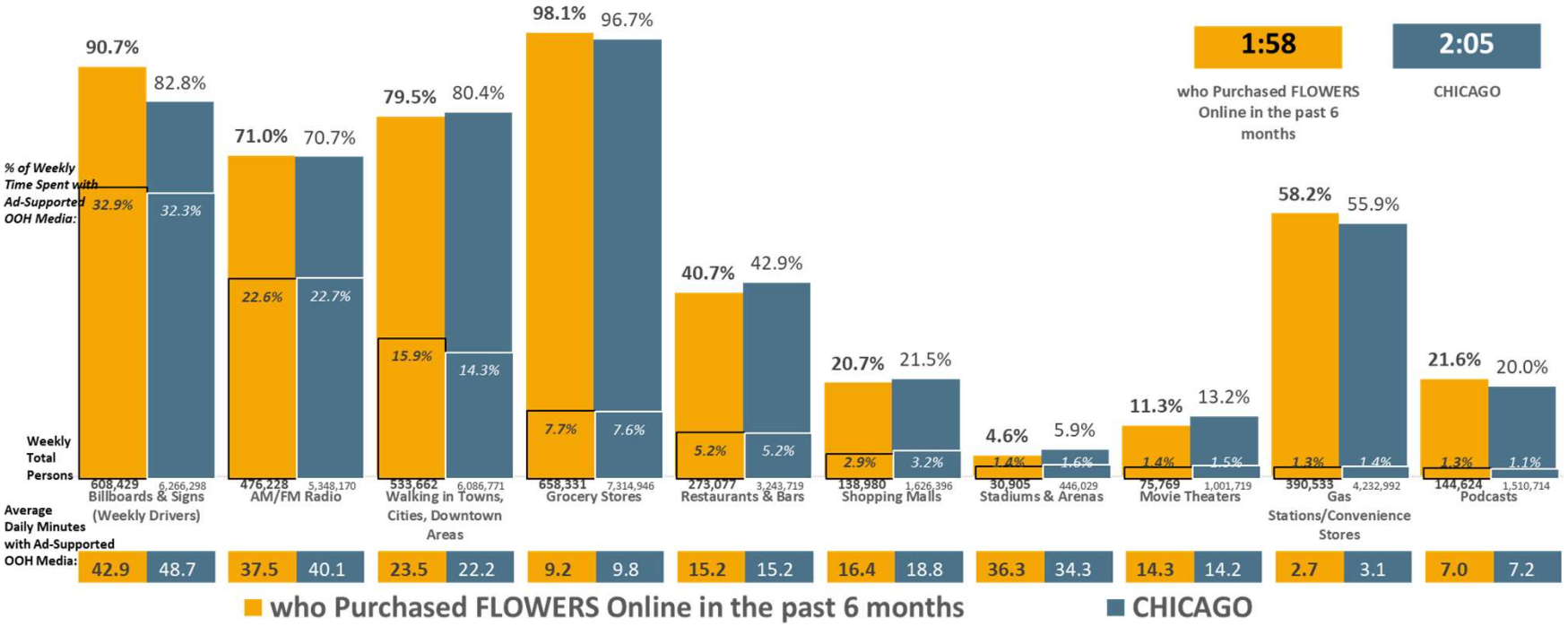
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Items bought on the Internet past 6 months:Household/Grocery: Flowers

608,429 or 90.7% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months spend an average of 42.9 minutes per day driving, seeing Billboards and Signs representing 32.9% 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"



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 314 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

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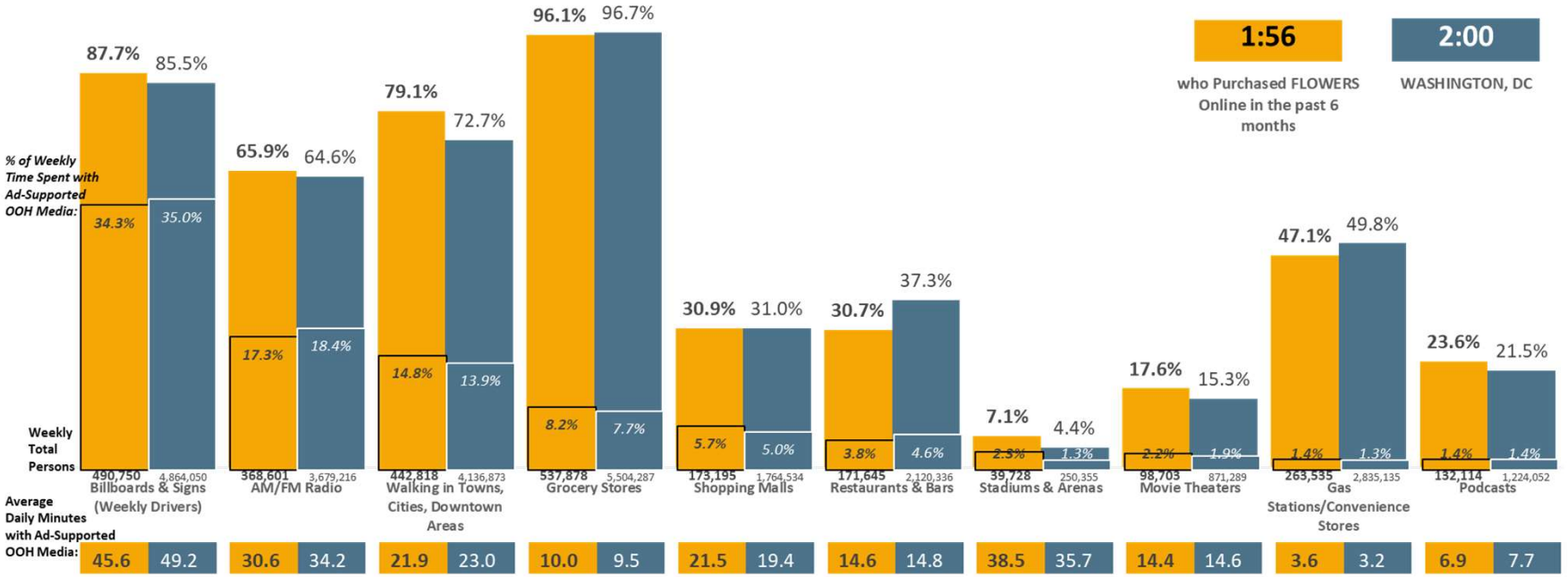
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Items bought on the Internet past 6 months:Household/Grocery: Flowers

490,750 or 87.7% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months spend an average of 45.6 minutes per day driving, seeing Billboards and Signs representing 34.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 530 WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

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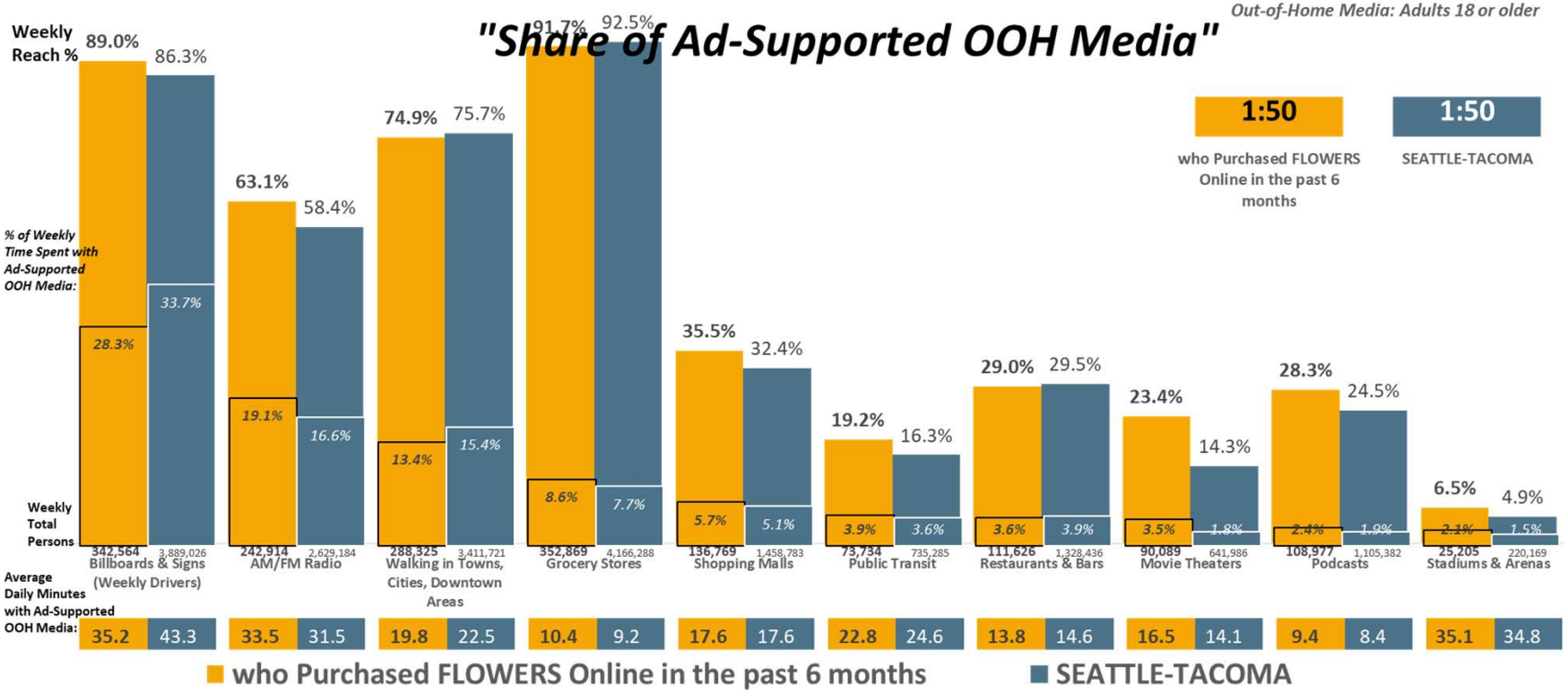
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Items bought on the Internet past 6 months:Household/Grocery: Flowers

342,564 or 89.% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months spend an average of 35.2 minutes per day driving, seeing Billboards and Signs representing 28.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 317 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

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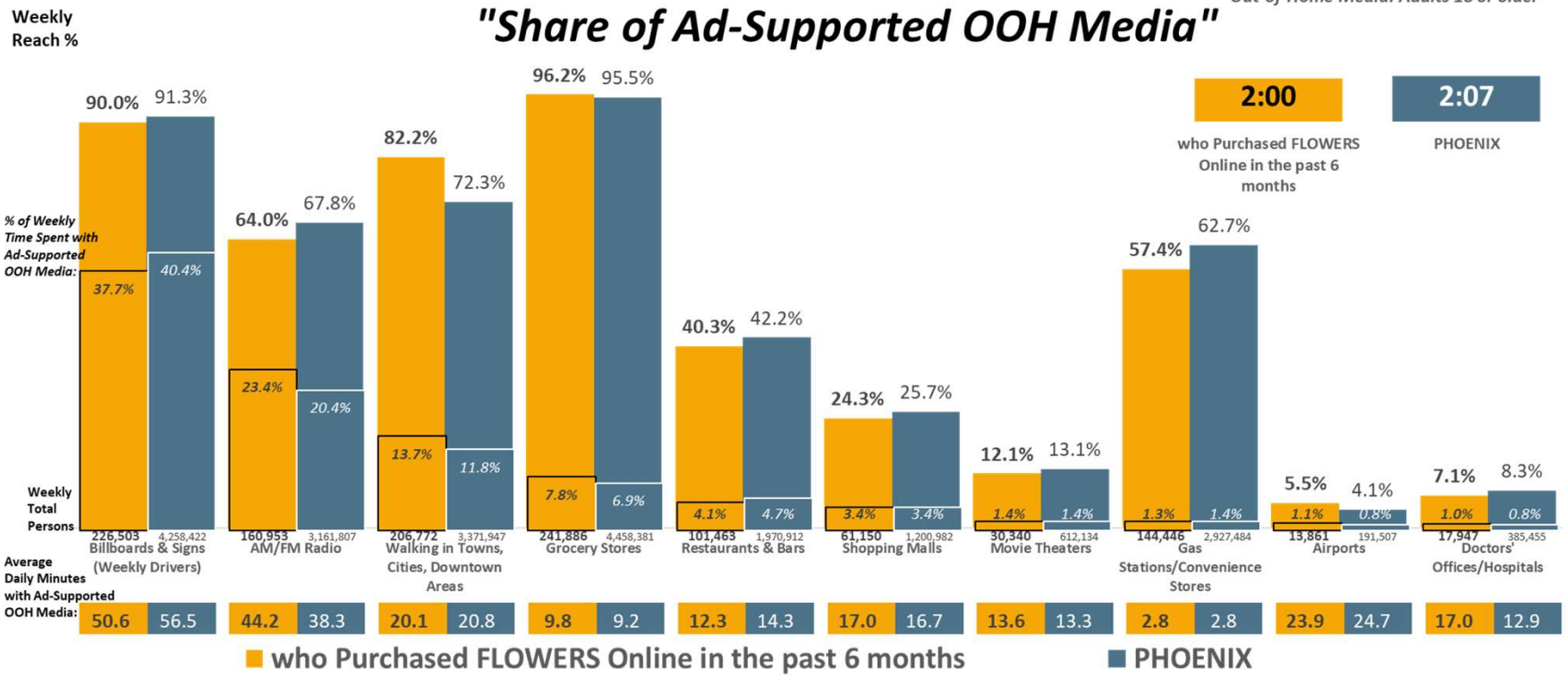
soefa.ai Share of Everything for Anything

Items bought on the Internet past 6 months:Household/Grocery: Flowers

226,503 or 90.% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months spend an average of 50.6 minutes per day driving, seeing Billboards and Signs representing 37.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 132 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

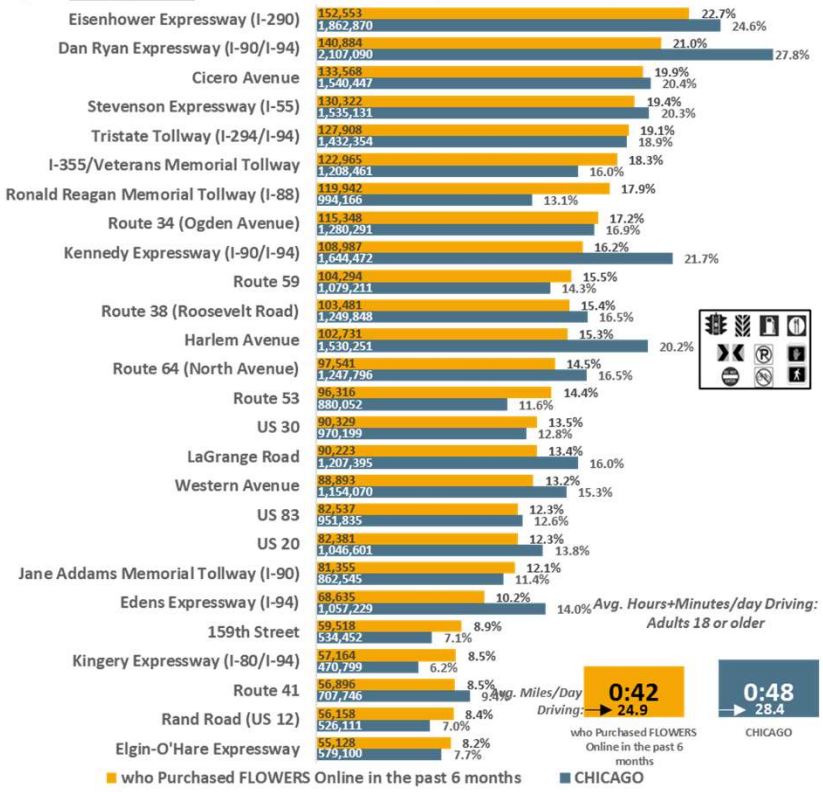
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soefa.ai Share of Everything for Anything ©

Items bought on the Internet past 6 months:Household/Grocery: Flowers

608,429 or 90.7% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months spend an average of 42.9 minutes per day driving an average of 24.9 miles each day and are 36.% more likely to use Ronald Reagan Memorial Tollway (I-88) than the Metr

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



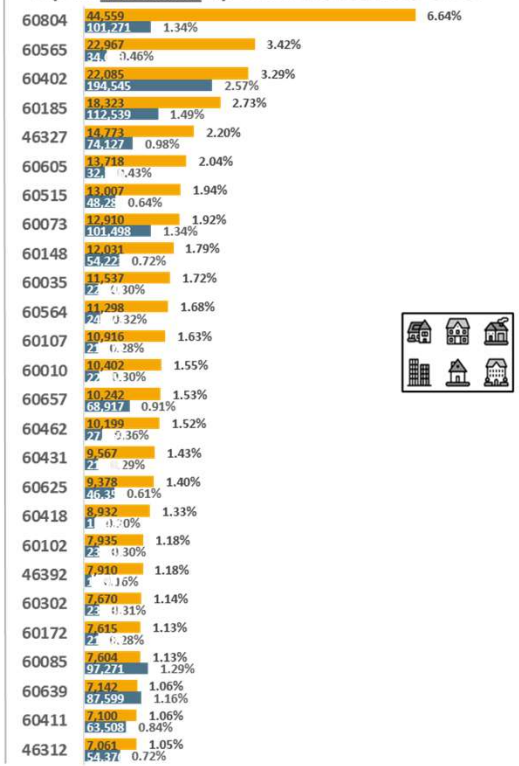
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: 24.9

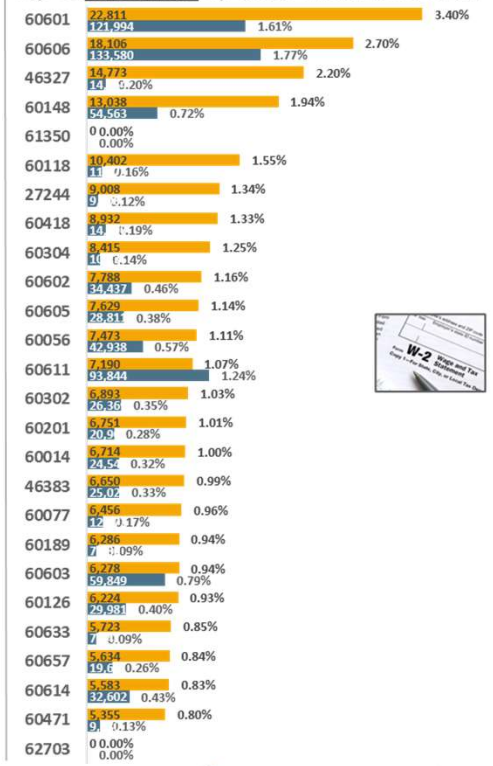
0:42 who Purchased FLOWERS Online in the past 6 months

0:48 → 28.4 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 R2 2024: Aug23-Sep24 Qual Intab 314

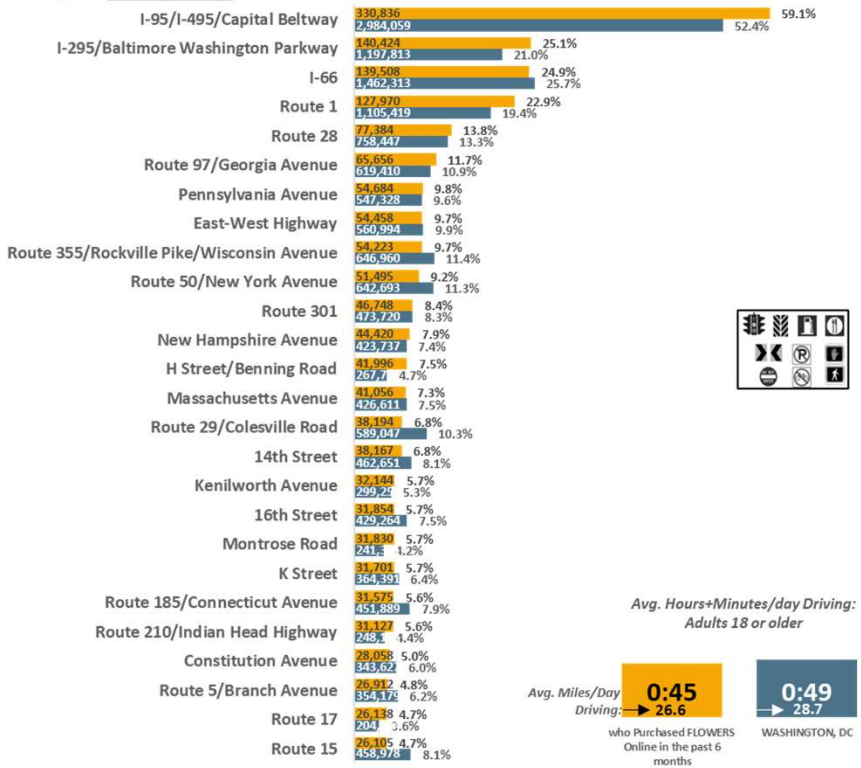
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Items bought on the Internet past 6 months:Household/Grocery: Flowers

1:800 flowers.com WDC

490,750 or 87.7% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months spend an average of 45.6 minutes per day driving an average of 26.6 miles each day and are 59.5% more likely to use H Street/Benning Road than the Metro average.

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

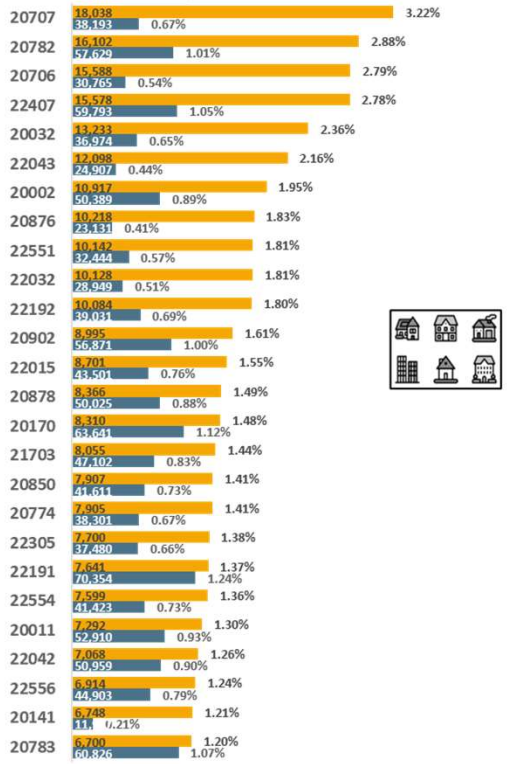


Avg. Hours+Minutes/day Driving: Adults 18 or older

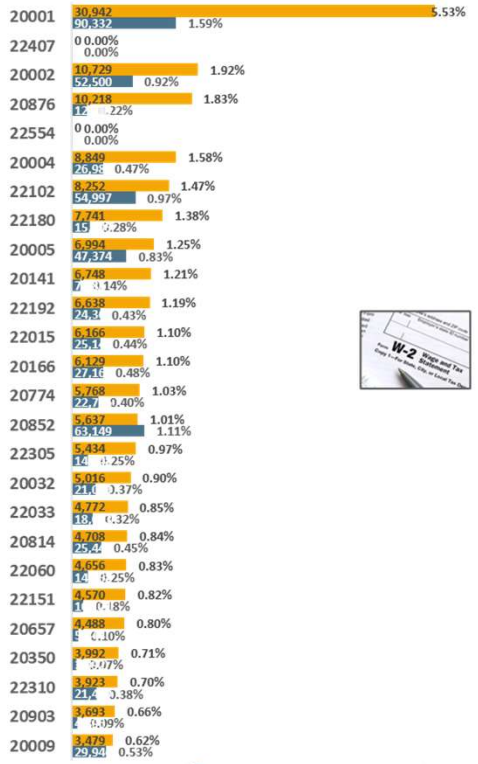
Avg. Miles/Day Driving: 0:45 → 26.6 who Purchased FLOWERS Online in the past 6 months

0:49 → 28.7 WASHINGTON, DC

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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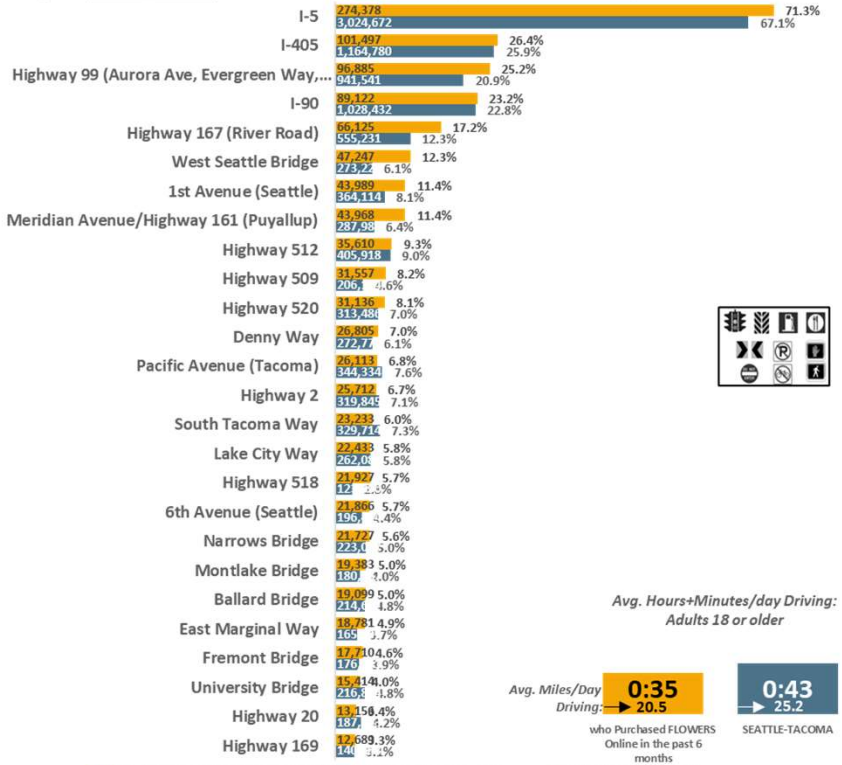
WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 530

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Items bought on the Internet past 6 months:Household/Grocery: Flowers

342,564 or 89.4% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months spend an average of 35.2 minutes per day driving an average of 20.5 miles each day and are 107.2% more likely to use Highway 518 than the Metro average.

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



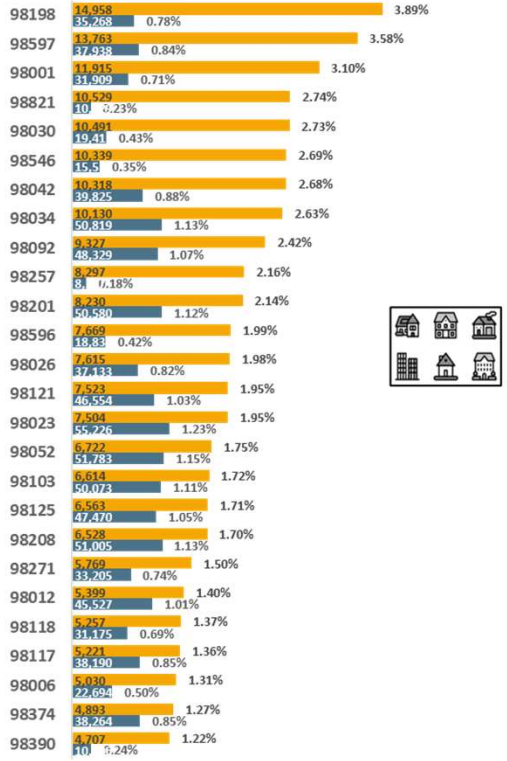
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving:

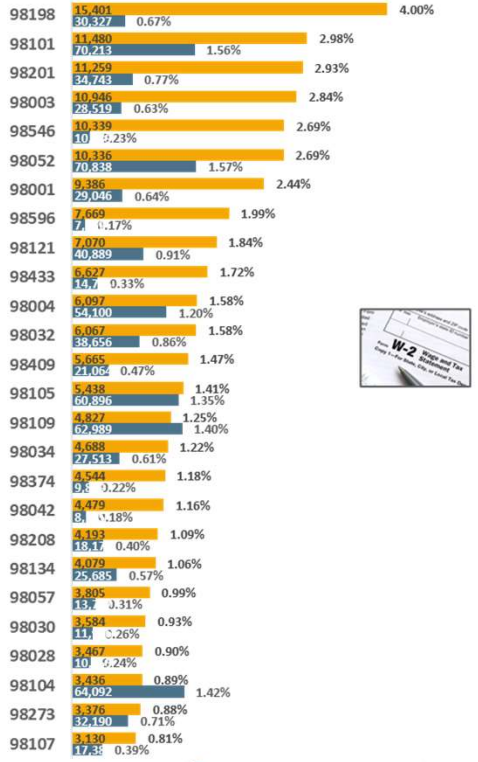
0:35 → 20.5 who Purchased FLOWERS Online in the past 6 months

0:43 → 25.2 SEATTLE-TACOMA

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 317

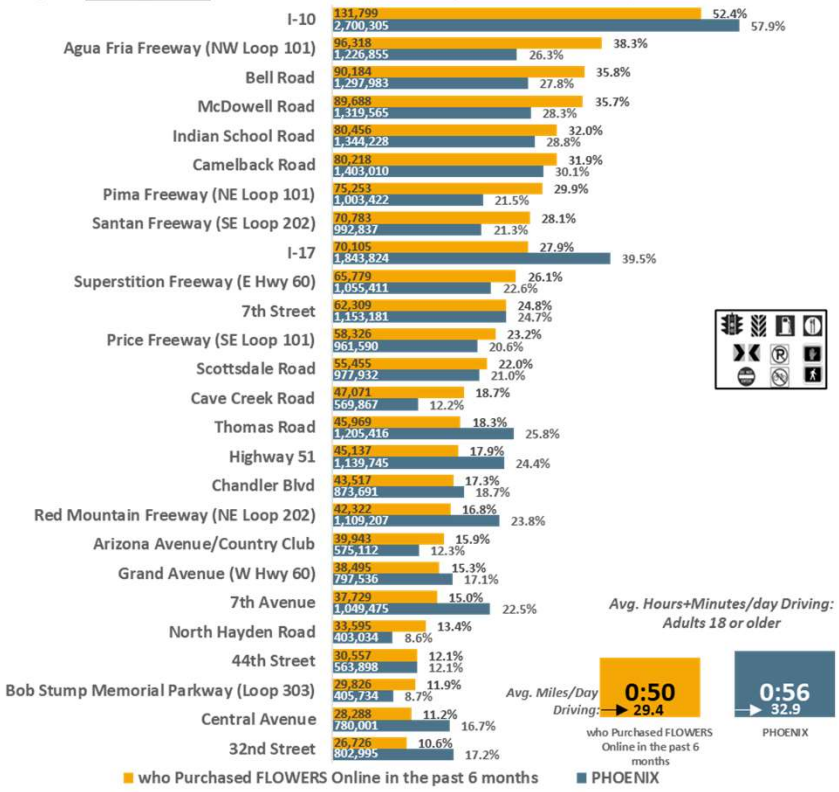
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Items bought on the Internet past 6 months:Household/Grocery: Flowers

1-800 flowers.com PHX

226,503 or 90.% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months spend an average of 50.6 minutes per day driving an average of 29.4 miles each day and are 53.2% more likely to use Cave Creek Road than the Metro average.

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



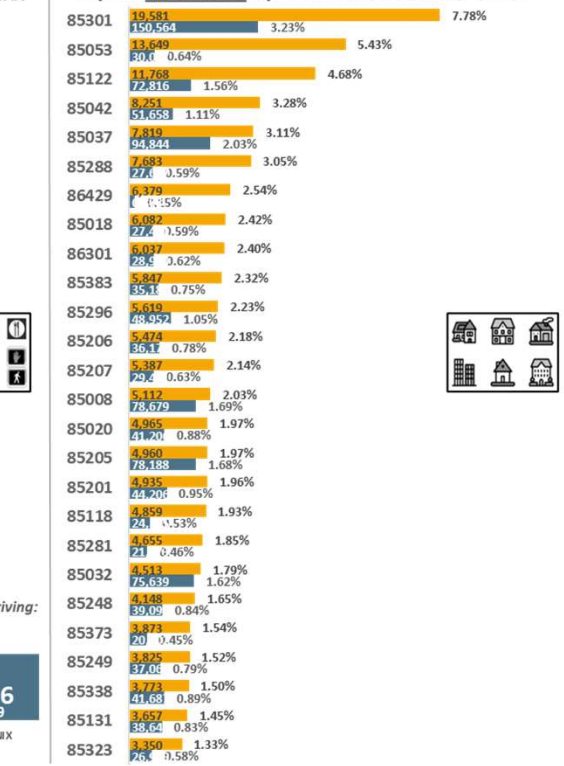
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: ▶ 29.4

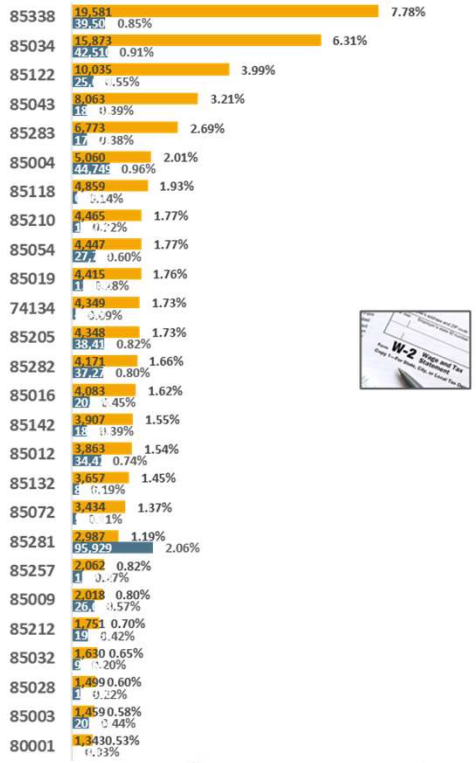
0:50 who Purchased FLOWERS Online in the past 6 months

0:56 ▶ 32.9 PHOENIX

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



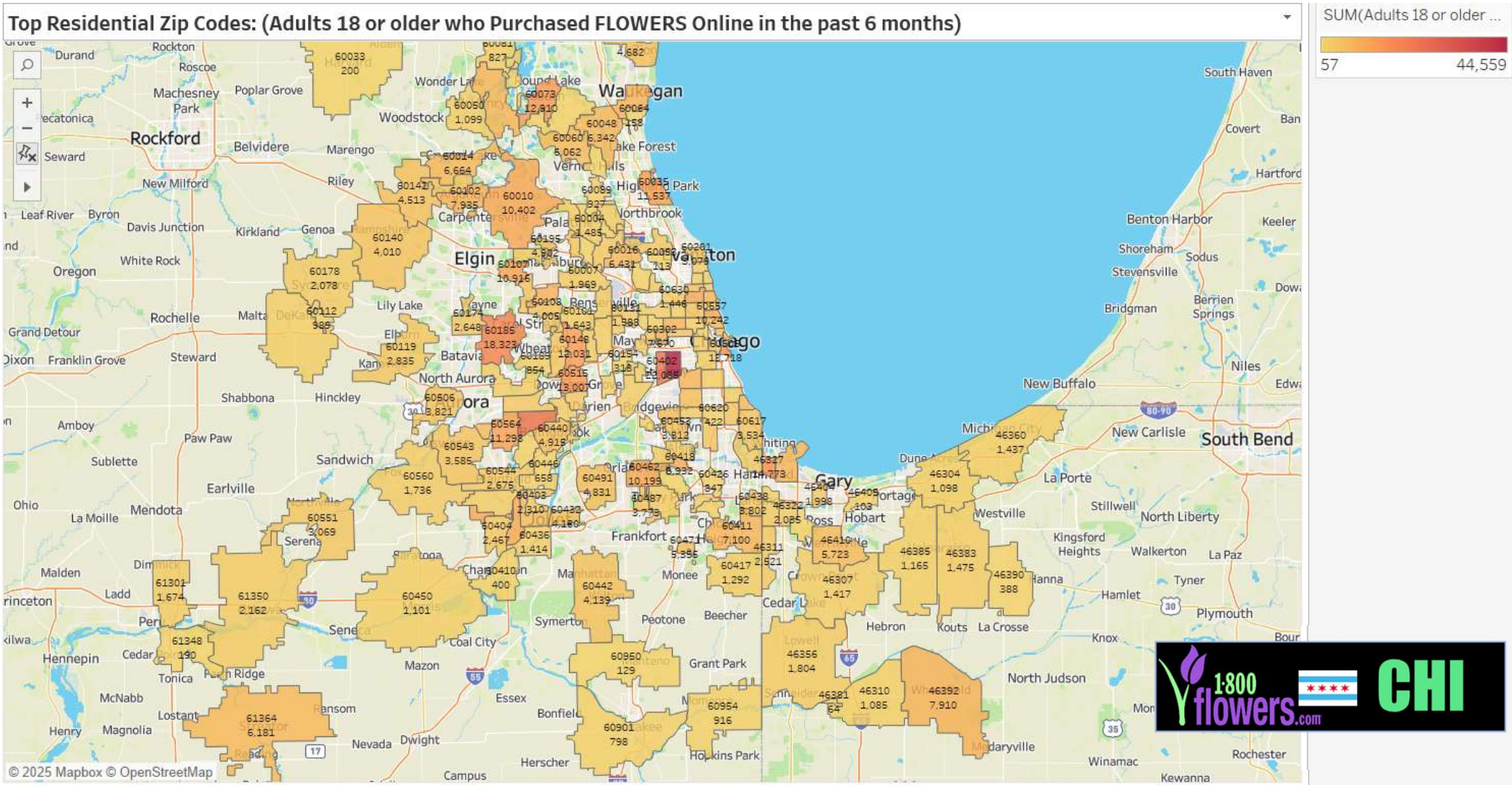
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PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 132

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Items bought on the Internet past 6 months:Household/Grocery: Flowers

Top Residential Zip Codes: (Adults 18 or older who Purchased FLOWERS Online in the past 6 months)



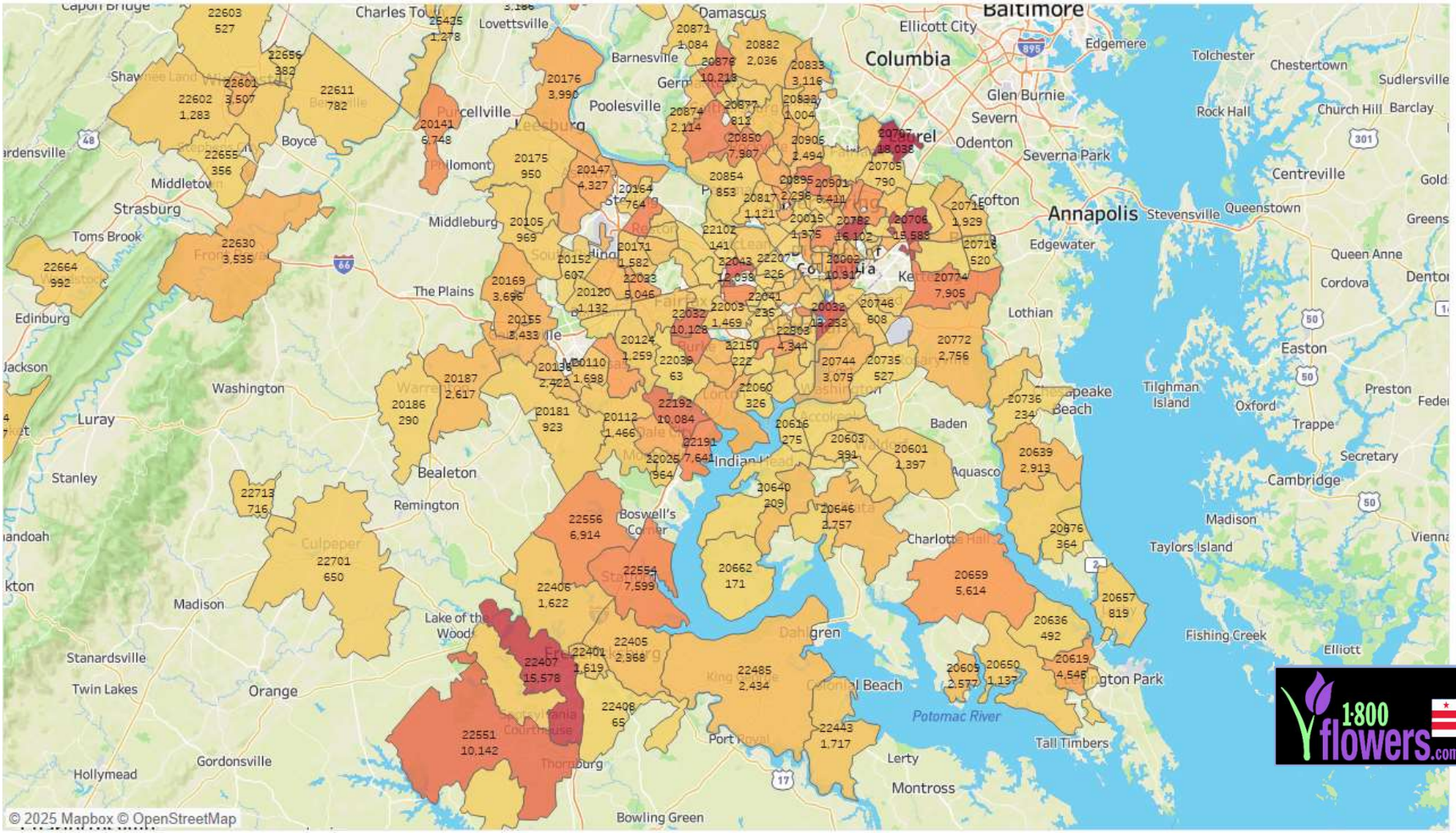
CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 314

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Items bought on the Internet past 6 months:Household/Grocery: Flowers

Top Residential Zip Codes: (Adults 18 or older who Purchased FLOWERS Online in the past 6 months)



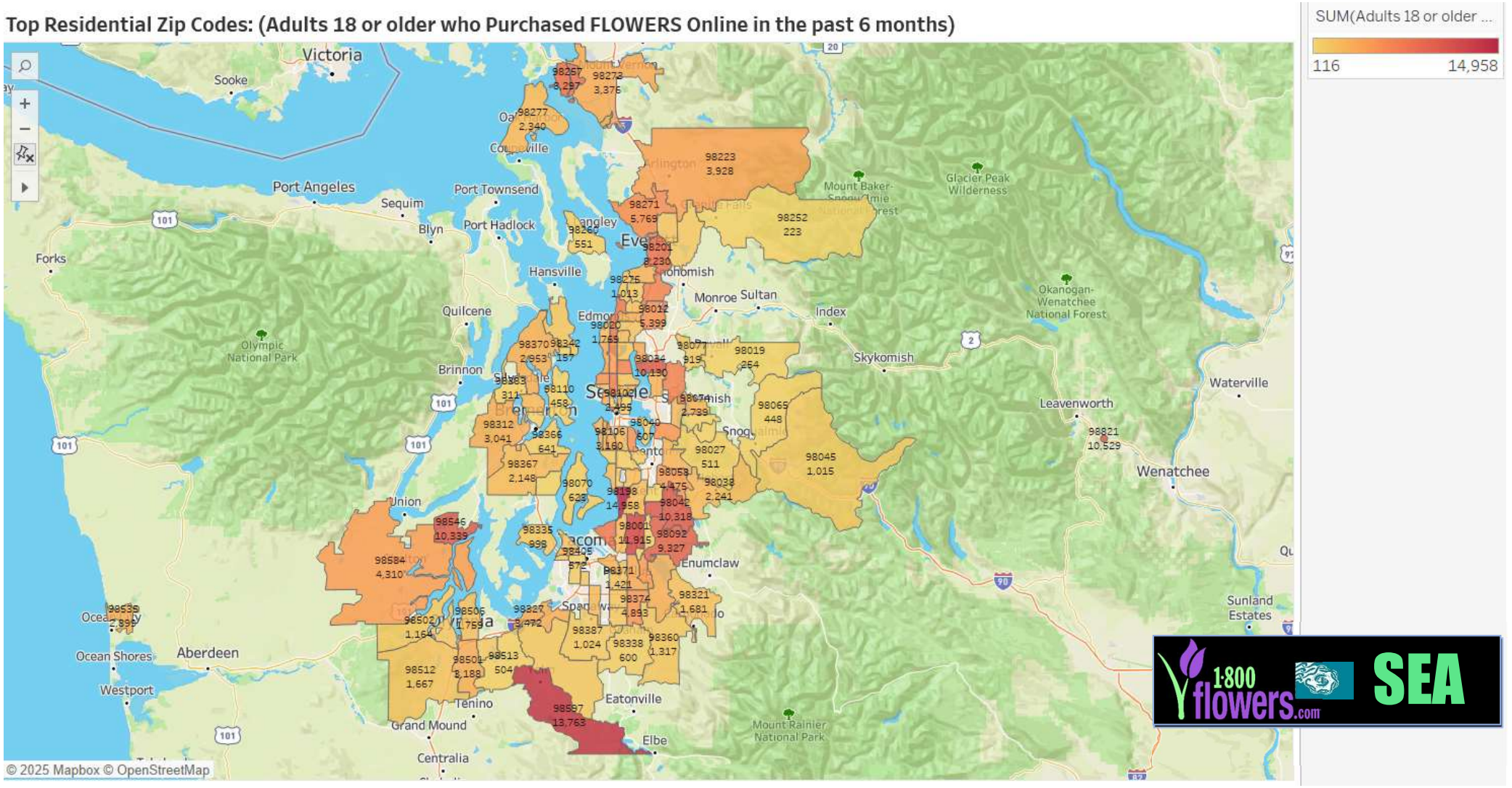
1:800 flowers.com WDC

WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 530
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Items bought on the Internet past 6 months:Household/Grocery: Flowers

Top Residential Zip Codes: (Adults 18 or older who Purchased FLOWERS Online in the past 6 months)



1-800 flowers.com SEA

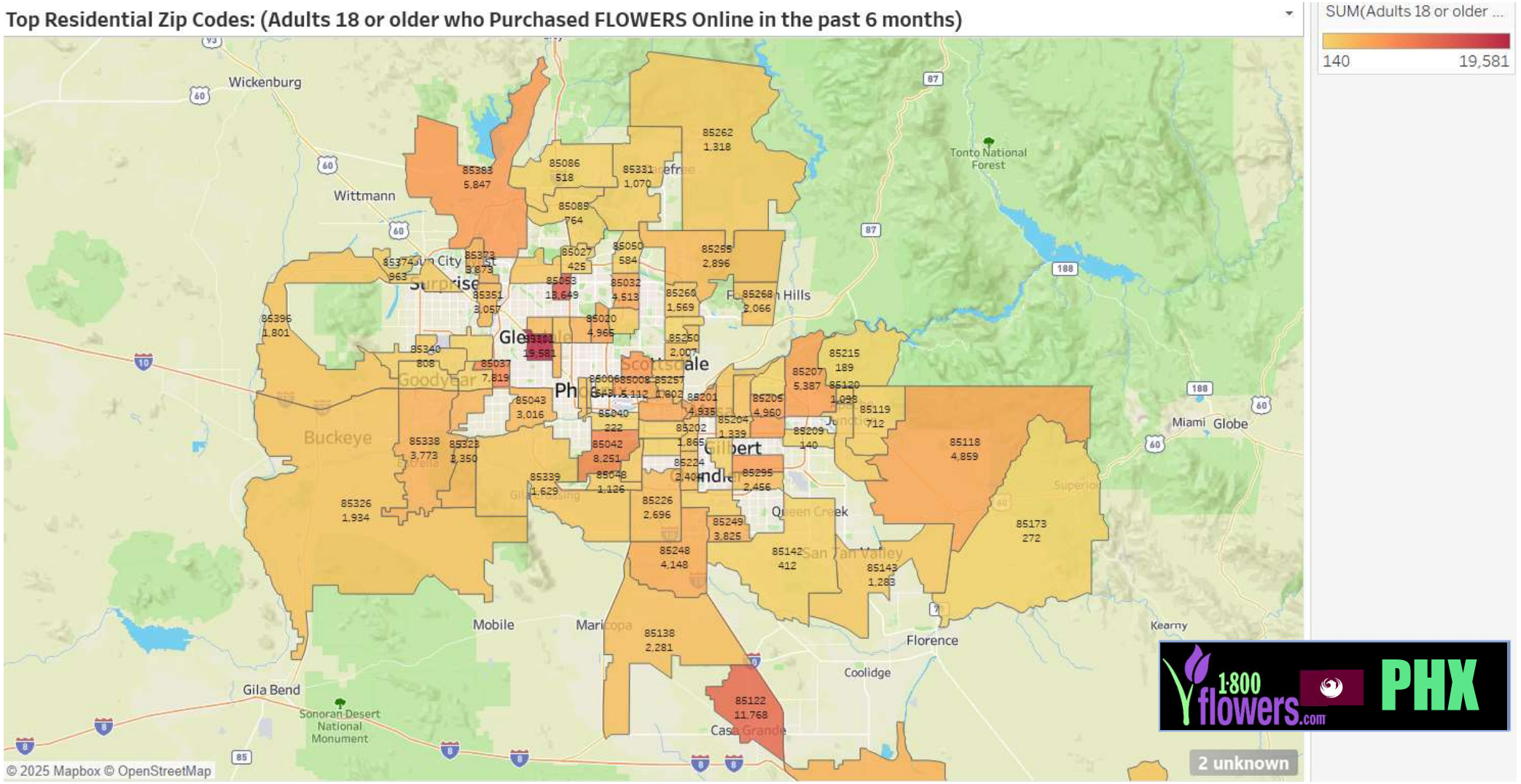
SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 317

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Items bought on the Internet past 6 months:Household/Grocery: Flowers

Top Residential Zip Codes: (Adults 18 or older who Purchased FLOWERS Online in the past 6 months)



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 132
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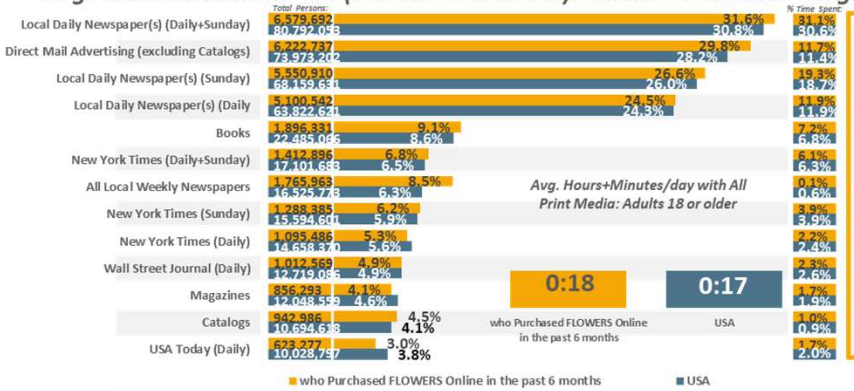
soefa.ai Share of Everything for Anything

Items bought on the Internet past 6 months:Household/Grocery: Flowers

1-800 flowers.com USA

6,579,692 or 31.6% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.5 minutes every day representing 33.6% of all time spent daily with All forms of Print Media.

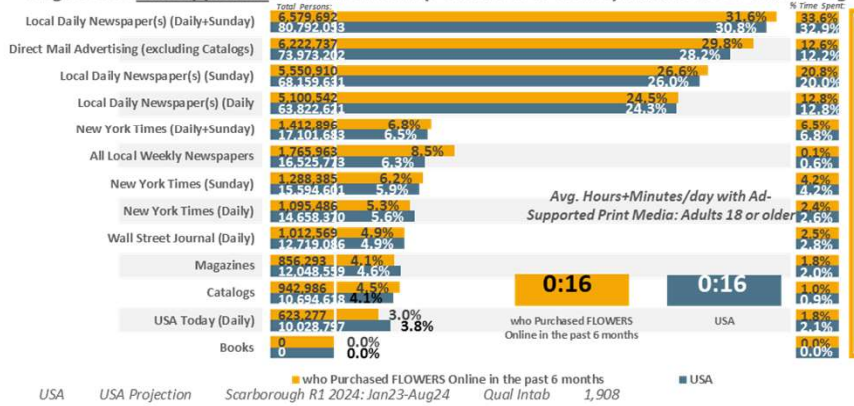
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 1,908

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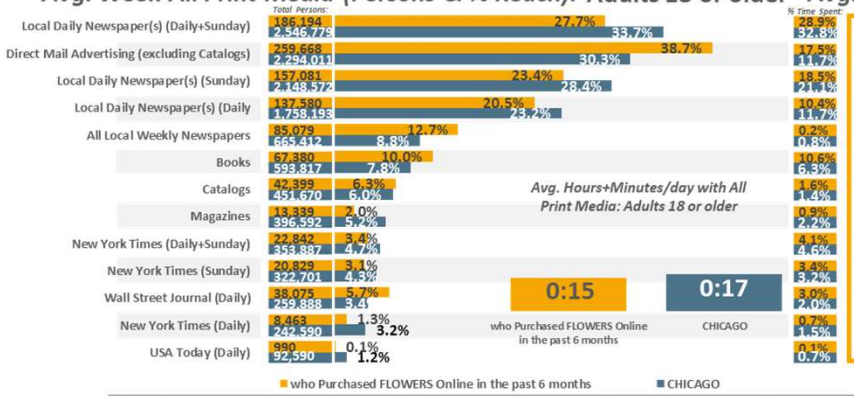
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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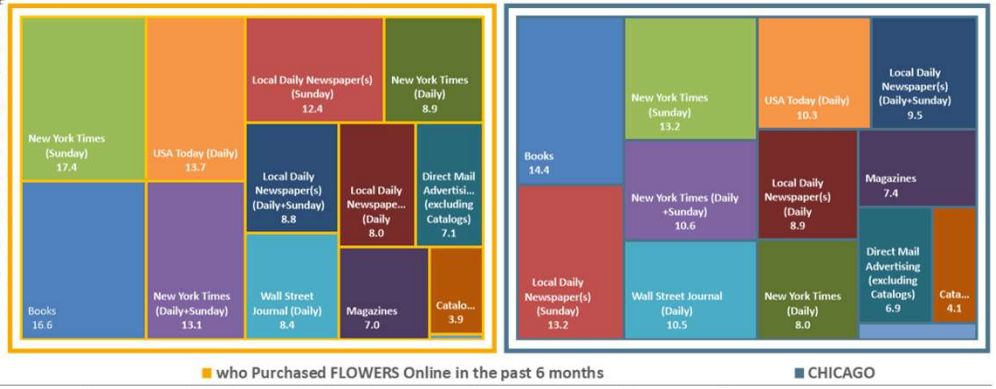
Items bought on the Internet past 6 months:Household/Grocery: Flowers

186,194 or 27.7% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.8 minutes every day representing 32.4% of all time spent daily with All forms of Print Media.

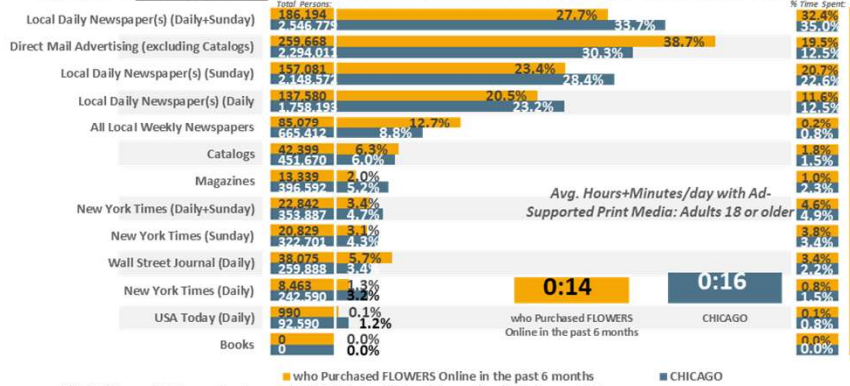
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



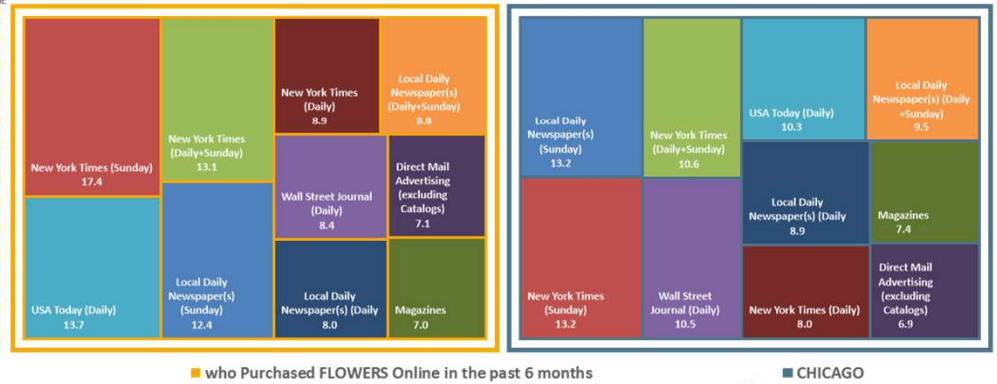
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 314

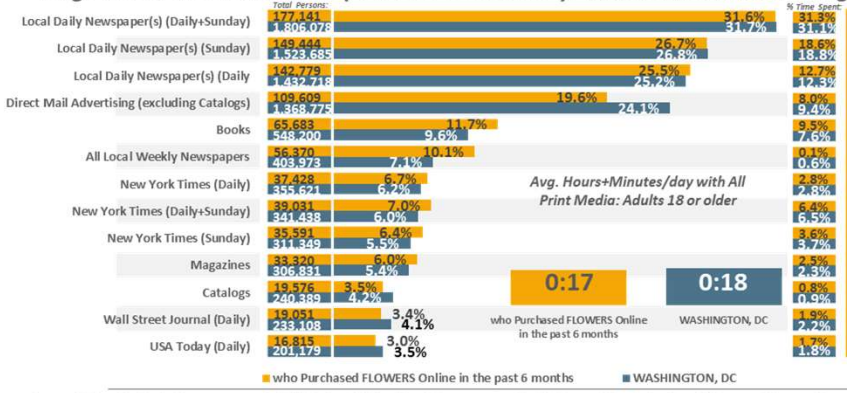
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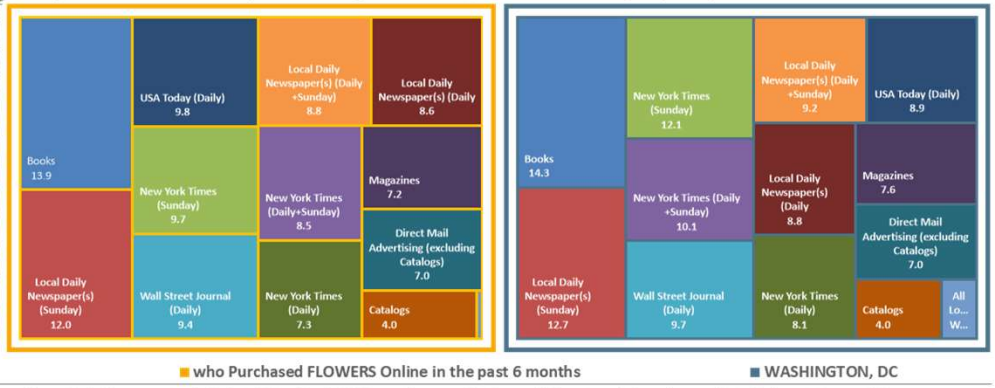
Items bought on the Internet past 6 months:Household/Grocery: Flowers

177,141 or 31.6% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.8 minutes every day representing 34.6% of all time spent daily with All forms of Print Media.

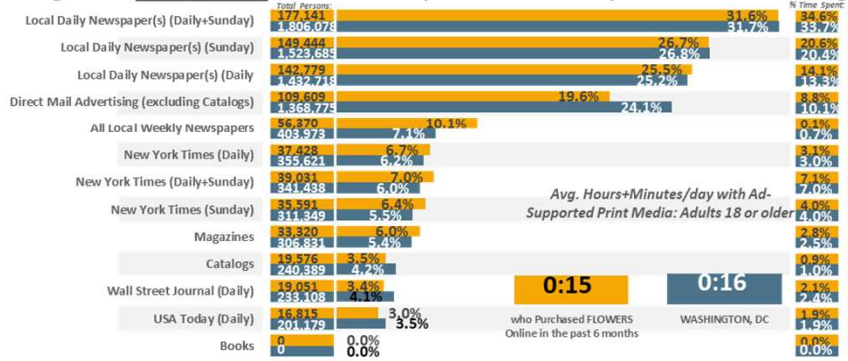
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



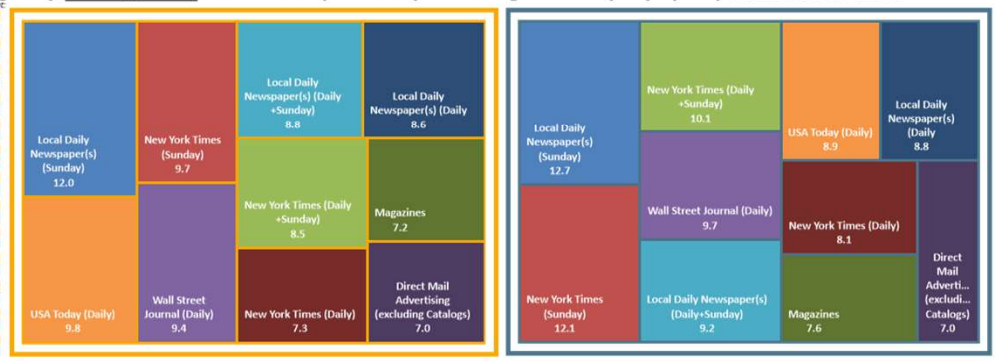
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 530

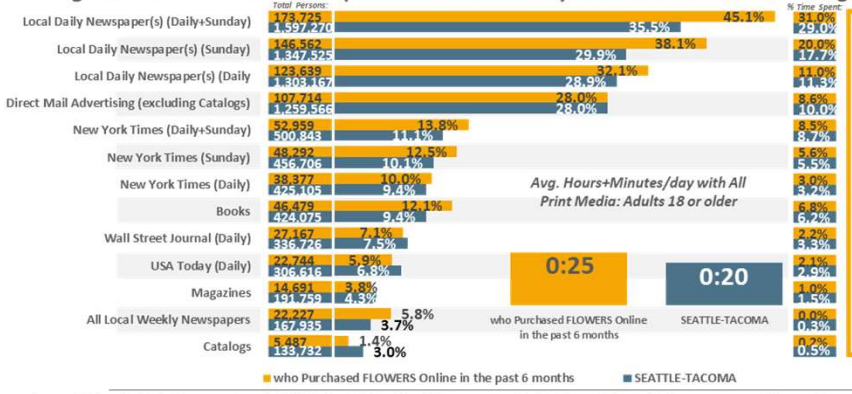
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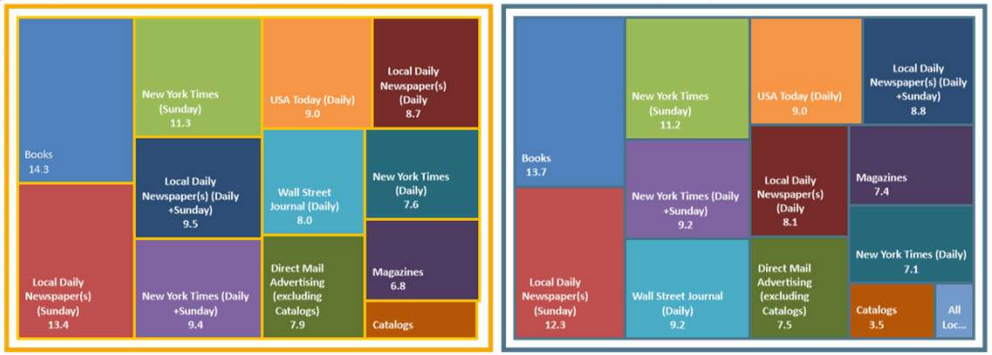
Items bought on the Internet past 6 months:Household/Grocery: Flowers

173,725 or 45.1% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.5 minutes every day representing 33.2% of all time spent daily with All forms of Print Media.

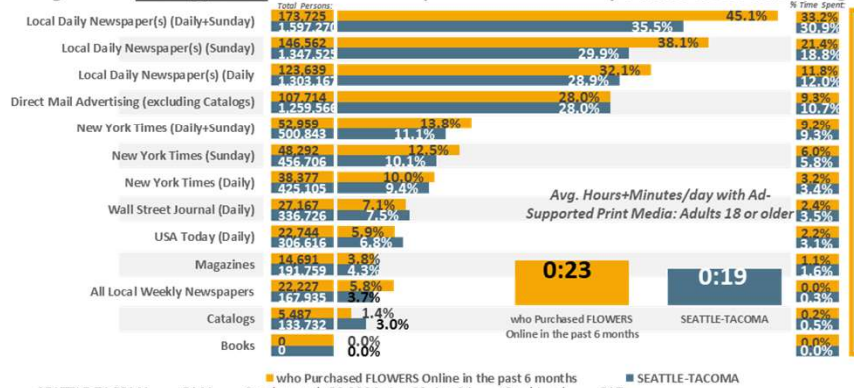
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



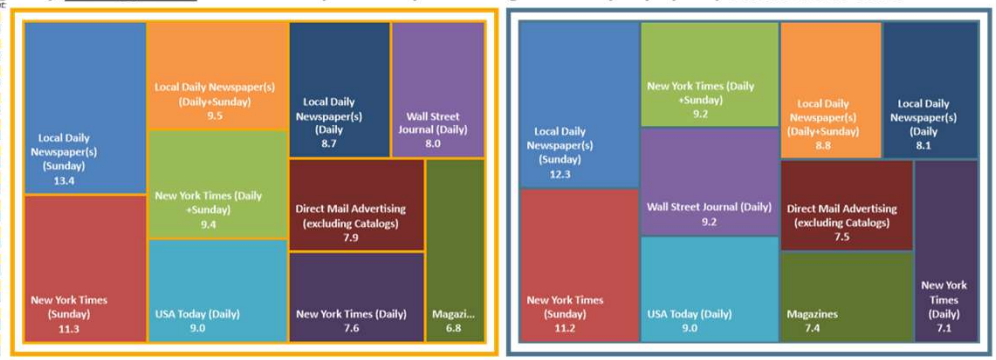
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 317

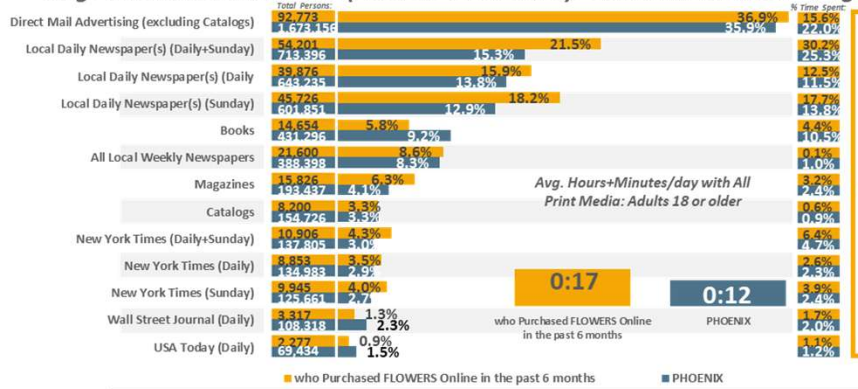
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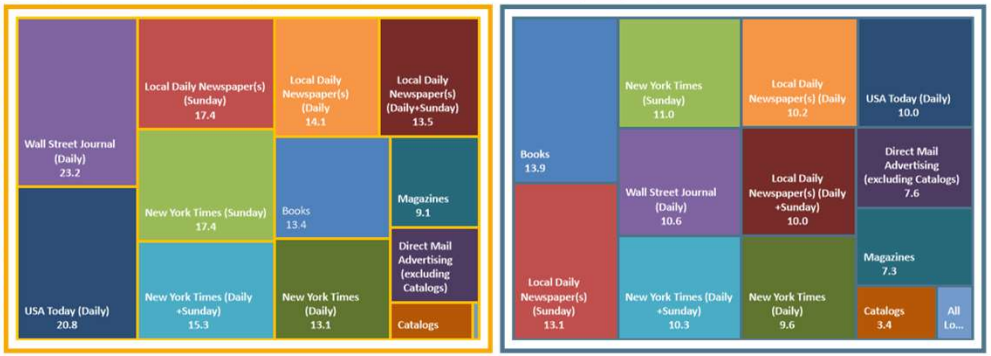
Items bought on the Internet past 6 months:Household/Grocery: Flowers

54,201 or 21.5% of Adults 18 or older who Purchased FLOWERS Online in the past 6 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 13.5 minutes every day representing 31.6% of all time spent daily with All forms of Print Media.

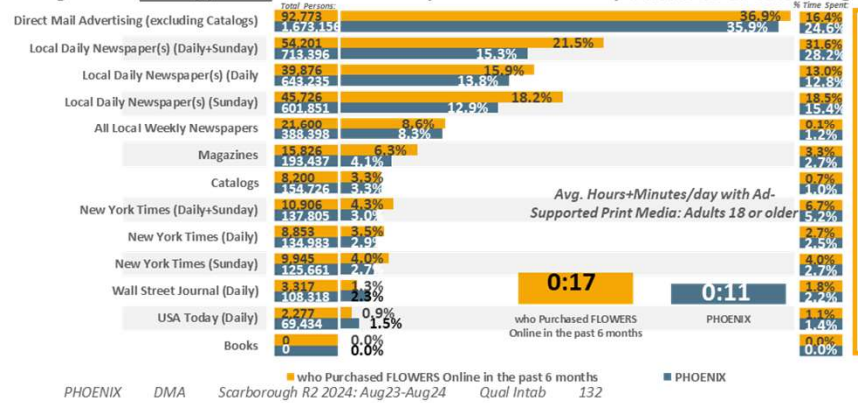
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 132

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Items bought on the Internet past 6 months:Household/Grocery: Flowers