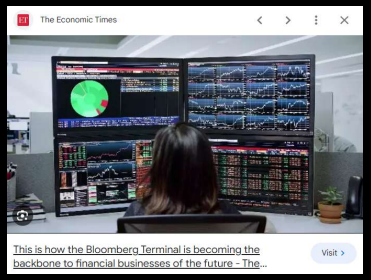
USA+4 More DMAs – P18+ who purchased SNACK FOODS in the past 7 days!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI, and WEST PALM BEACH DMA P18+ who purchased SNACK FOODS in the past 7 days** as of July 31, 2025.















P18+

PEPSICO Vanguard BlackRock STATE STREET

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

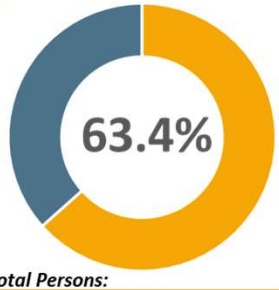
HUBBARD BROADCASTING INC. HB INC.

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



63.4% or 166,251,843 of USA Adults 18 or older purchased SNACK FOODS in the past 7 days.
Typical Adults 18 or older who purchased SNACK FOODS in the past 7 days are 50.1 years old (2.8% older than average) and have a $100,223 (6.2% higher than average) annual household income.

Percent of Market: Adults 18 or older



- who purchased SNACK FOODS in the past 7 days
- Remainder of USA DMAs

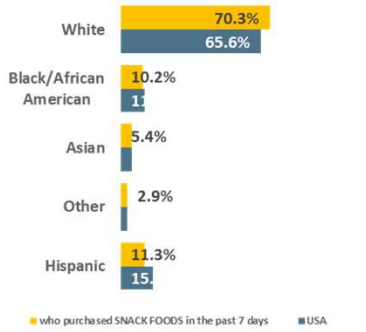
Total Persons:

166,251,843	95,922,657

Gender of Target vs. Market: Adults 18 or older

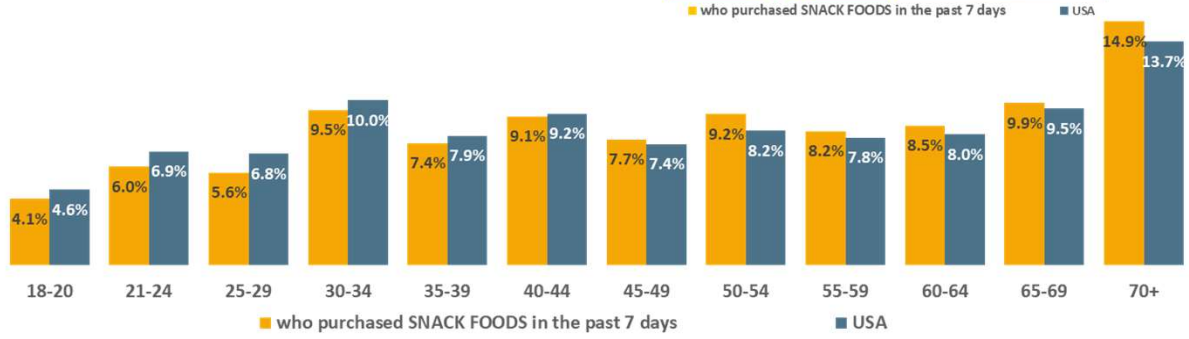
	Men	Men	Women	Women
%M vs. %F:	46.7%	49.0%	53.3%	51.0%
Average Age:	50.6	48.5	49.7	49.0
# Persons:	77,574,858	128,519,1...	88,676,985	133,655,3...

Ethnicity of Target vs. Market:

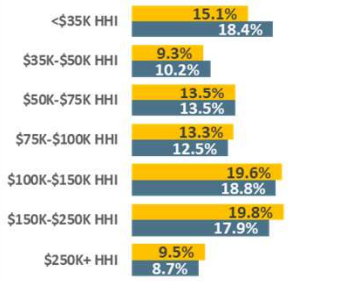


Age Cell Demographics of Target vs. Market:

Average Age:	Adults 18 or older	50.1	48.7



HHI of Target vs. Market:



Avg HHI:	$100,223	$94,367

USA *USA Projection* *Scarborough R2 2025: Feb24-Jul25* *Qual Intab* *16,262*

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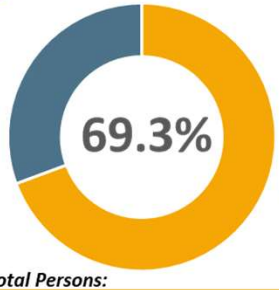
USA Projection *Scarborough R1 2025: Feb24-Mar25* *Qual Intab* *24,982*

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



69.3% or 2,697,298 of MINNEAPOLIS DMA Adults 18 or older purchased SNACK FOODS in the past 7 days. Typical Adults 18 or older who purchased SNACK FOODS in the past 7 days are 49.5 years old (1.3% older than average) and have a $115,801 (5.% higher than average) annual household income.

Percent of Market: Adults 18 or older



- who purchased SNACK FOODS in the past 7 days
- Remainder of MINNEAPOLIS DMA

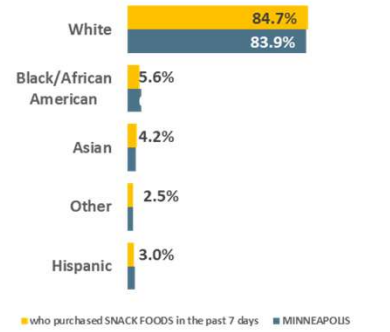
Total Persons:

2,697,298	1,192,182

Gender of Target vs. Market: Adults 18 or older

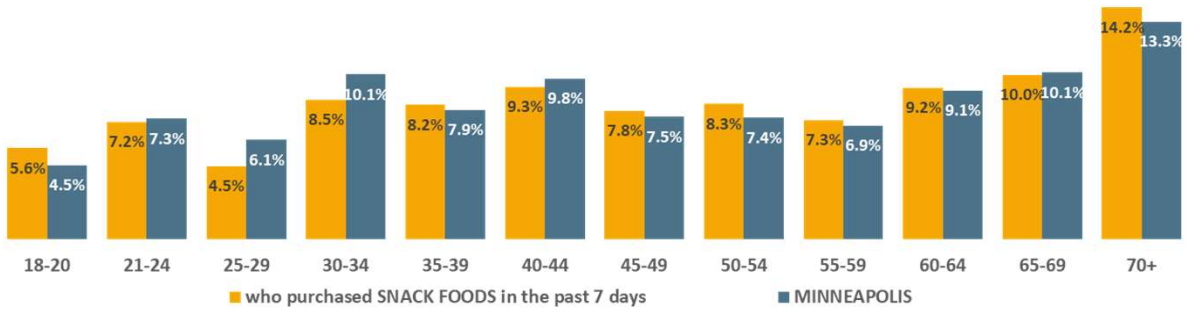
	Men	Men	Women	Women
%M vs. %F:	47.9%	49.9%	52.1%	50.1%
Average Age:	50.6	49.0	48.3	48.7
# Persons:	1,293,299	1,940,932	1,403,999	1,948,548

Ethnicity of Target vs. Market:

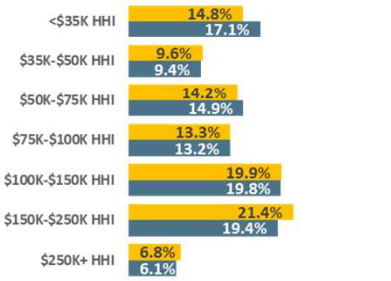


Age Cell Demographics of Target vs. Market:

Average Age:	who purchased SNACK FOODS in the past 7 days	MINNEAPOLIS
Adults 18 or older	49.5	48.8



HHI of Target vs. Market:



Avg HHI:	$115,801	$110,275

MINNEAPOLIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,452

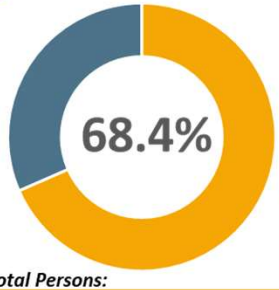
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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



68.4% or 1,717,225 of ST. LOUIS DMA Adults 18 or older purchased SNACK FOODS in the past 7 days. Typical Adults 18 or older who purchased SNACK FOODS in the past 7 days are 50.5 years old (2.2% older than average) and have a $103,002 (6.1% higher than average) annual household income.

Percent of Market: Adults 18 or older



- who purchased SNACK FOODS in the past 7 days
- Remainder of ST. LOUIS DMA

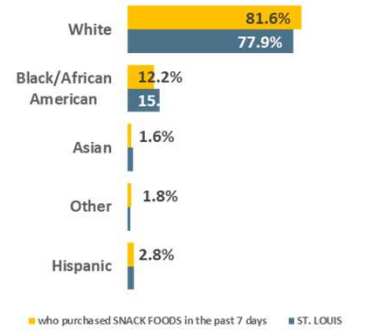
Total Persons:

1,717,225	791,960

Gender of Target vs. Market: Adults 18 or older

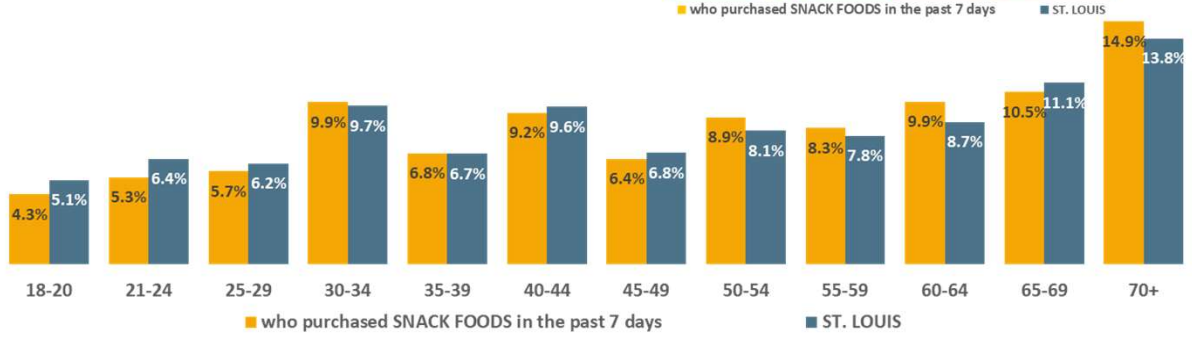
	Men	Men	Women	Women
%M vs. %F:	45.2%	48.5%	54.8%	51.5%
Average Age:	50.9	48.9	50.2	50.0
# Persons:	776,264	1,218,051	940,961	1,291,134

Ethnicity of Target vs. Market:

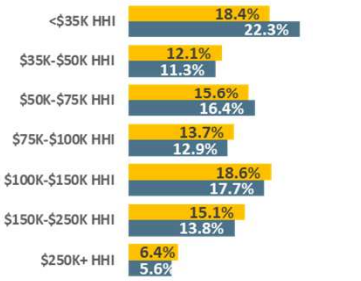


Age Cell Demographics of Target vs. Market:

Average Age:	who purchased SNACK FOODS in the past 7 days	ST. LOUIS
Adults 18 or older	50.5	49.5



HHI of Target vs. Market:



Avg HHI:	$103,002	$97,062

ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,475

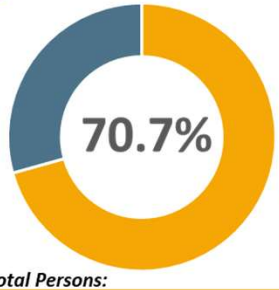
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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



70.7% or 1,359,510 of CINCINNATI DMA Adults 18 or older purchased SNACK FOODS in the past 7 days. Typical Adults 18 or older who purchased SNACK FOODS in the past 7 days are 49.6 years old (1.8% older than average) and have a $102,745 (5.3% higher than average) annual household income.

Percent of Market: Adults 18 or older

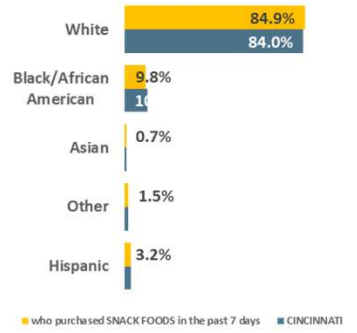


	who purchased SNACK FOODS in the past 7 days	Remainder of CINCINNATI DMA
Total Persons:	1,359,510	563,910

Gender of Target vs. Market: Adults 18 or older

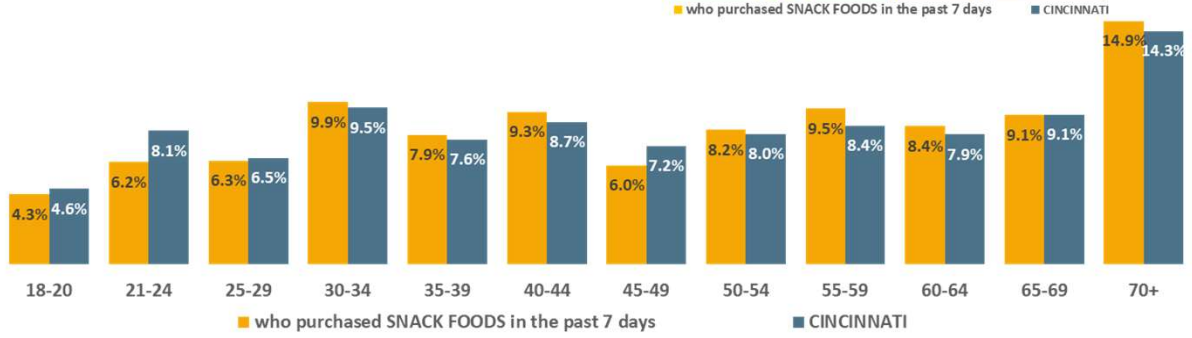
	Men	Men	Women	Women
%M vs. %F:	45.9%	48.7%	54.1%	51.3%
Average Age:	50.1	48.8	49.1	48.7
# Persons:	624,010	937,624	735,500	985,796

Ethnicity of Target vs. Market:

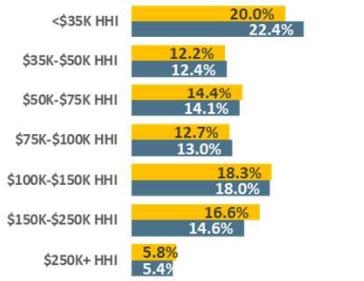


Age Cell Demographics of Target vs. Market:

	Average Age:	
Adults 18 or older	who purchased SNACK FOODS in the past 7 days	CINCINNATI
	49.6	48.8



HHI of Target vs. Market:



Avg HHI:	$102,745	$97,531

CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,446

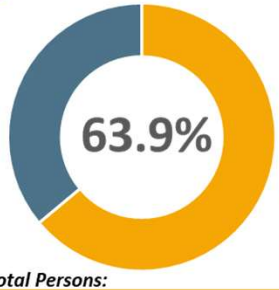
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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



63.9% or 1,222,420 of WEST PALM BEACH DMA Adults 18 or older purchased SNACK FOODS in the past 7 days. Typical Adults 18 or older who purchased SNACK FOODS in the past 7 days are 54.3 years old (2.3% older than average) and have a $109,884 (8.% higher than average) annual household income.

Percent of Market: Adults 18 or older



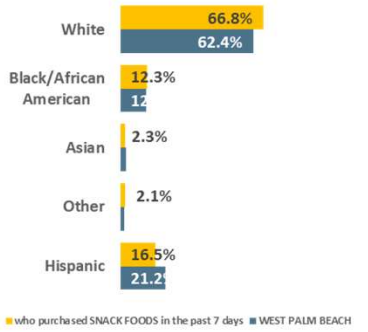
Total Persons:

1,222,420	689,814

Gender of Target vs. Market: Adults 18 or older

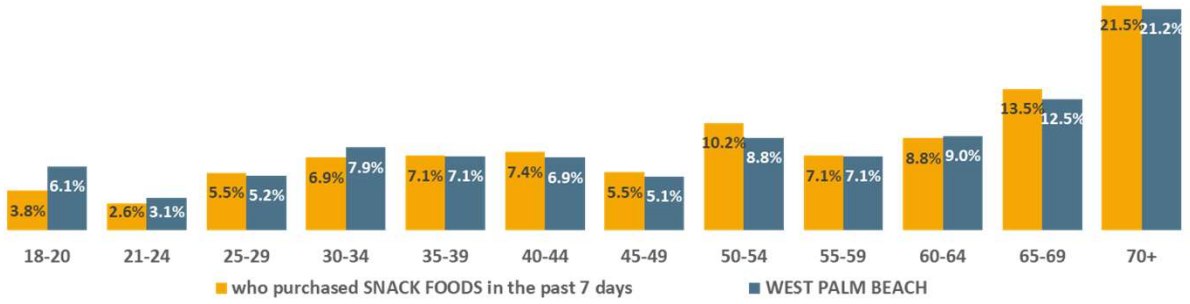
	Men	Men	Women	Women
%M vs. %F:	48.5%	48.5%	51.5%	51.5%
Average Age:	55.0	52.9	53.5	53.2
# Persons:	592,551	926,820	629,869	985,414

Ethnicity of Target vs. Market:

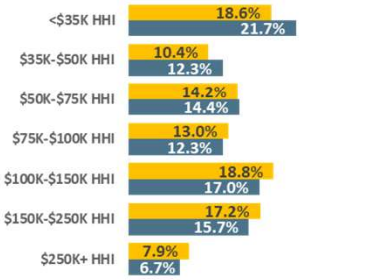


Age Cell Demographics of Target vs. Market:

Average Age:	who purchased SNACK FOODS in the past 7 days	WEST PALM BEACH
Adults 18 or older	54.3	53.1



HHI of Target vs. Market:



Avg HHI:	$109,884	$101,757

WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 1,751

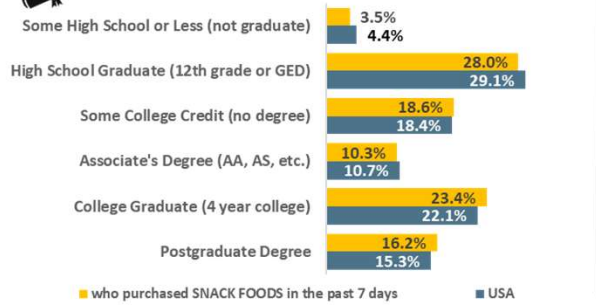
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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

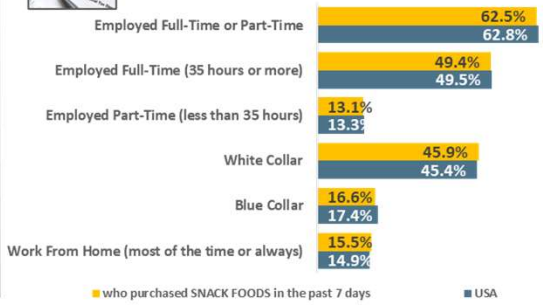


63.4% or 166,251,843 of USA Adults 18 or older purchased SNACK FOODS in the past 7 days.
Adults 18 or older who purchased SNACK FOODS in the past 7 days are 5.8% more likely to be a college graduate, .3% less likely to work full-time, 6.3% more likely to be married, 7.8% more likely to be a parent of 1 or more children under 18.

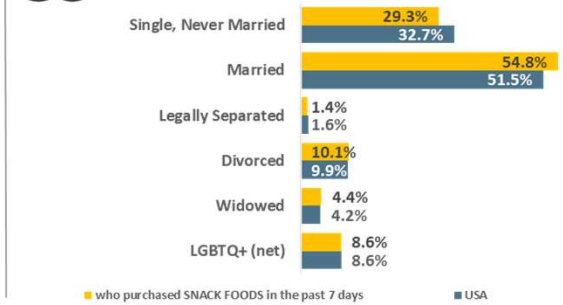
Education Levels: Adults 18 or older



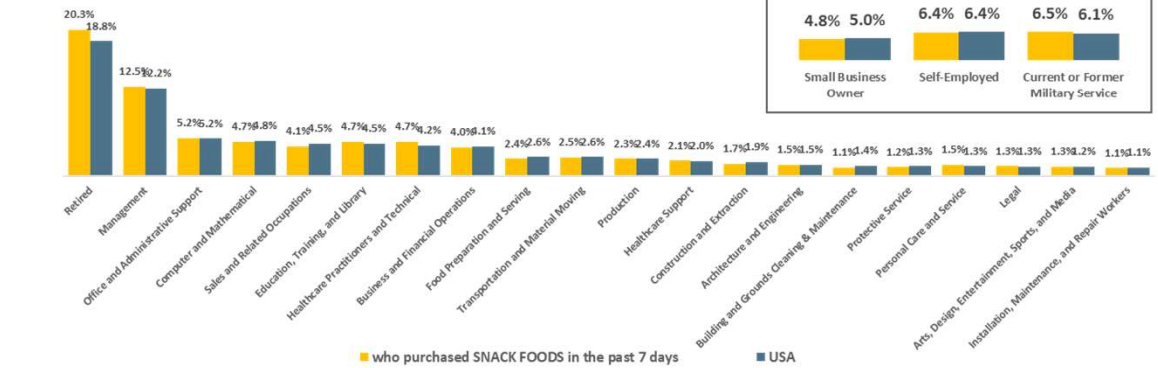
Employment: Adults 18 or older



Marital Status: Adults 18 or older

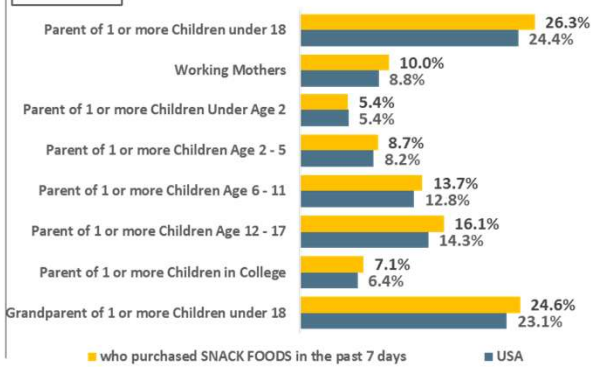


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 16,262

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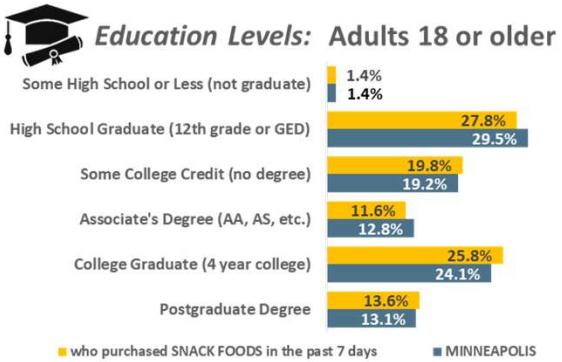
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,982

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

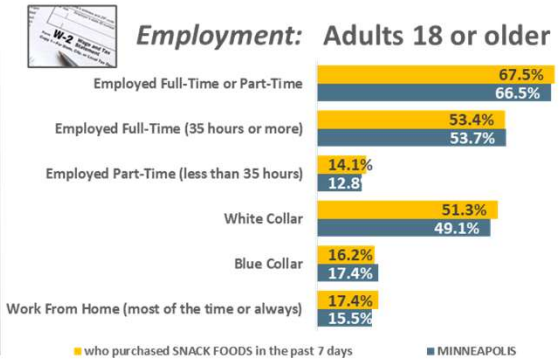


69.3% or 2,697,298 of MINNEAPOLIS DMA Adults 18 or older purchased SNACK FOODS in the past 7 days. Adults 18 or older who purchased SNACK FOODS in the past 7 days are 6.% more likely to be a college graduate, .6% less likely to work full-time, 7.3% more likely to be married, 11.3% more likely to be a parent of 1 or more children under 18.

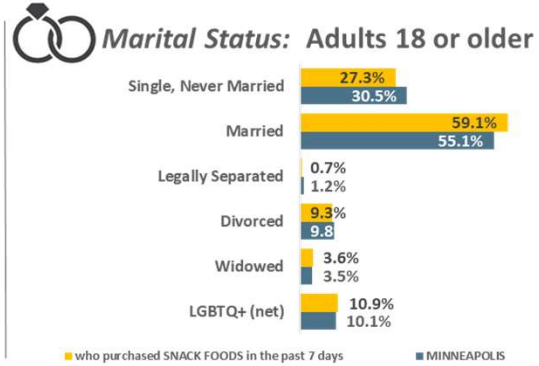
Education Levels: Adults 18 or older



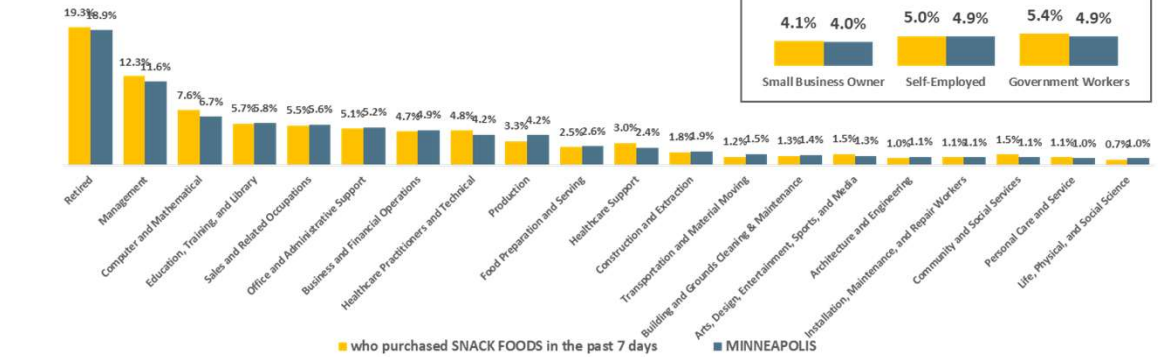
Employment: Adults 18 or older



Marital Status: Adults 18 or older

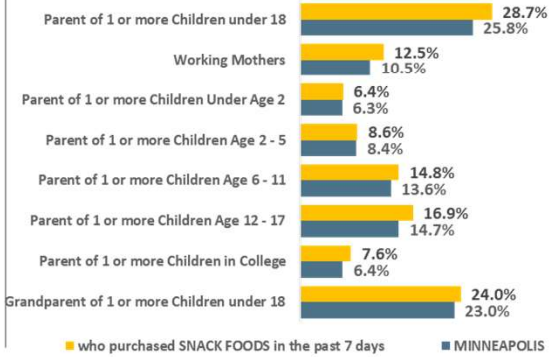


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



MINNEAPOLIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,452

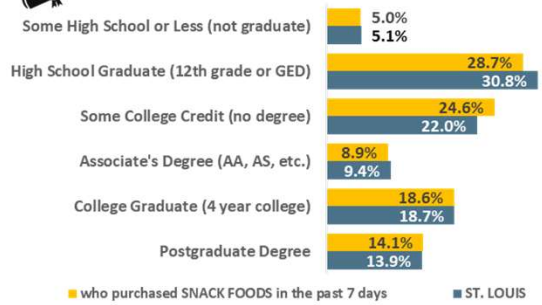
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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

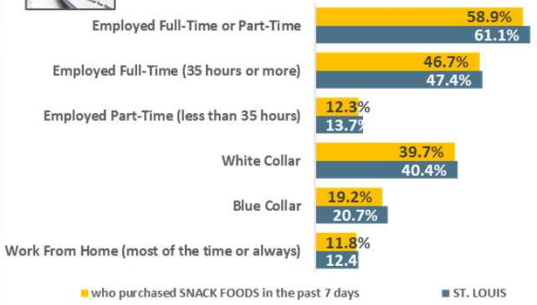


68.4% or 1,717,225 of ST. LOUIS DMA Adults 18 or older purchased SNACK FOODS in the past 7 days. Adults 18 or older who purchased SNACK FOODS in the past 7 days are .4% more likely to be a college graduate, 1.6% less likely to work full-time, 9.2% more likely to be married, 14.5% more likely to be a parent of 1 or more children under 18.

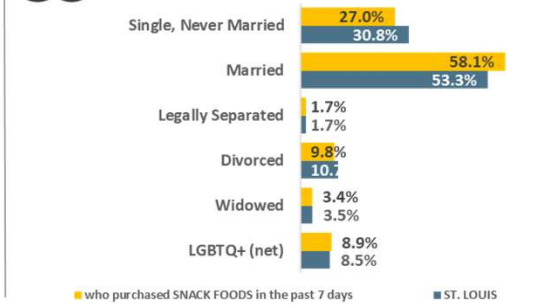
Education Levels: Adults 18 or older



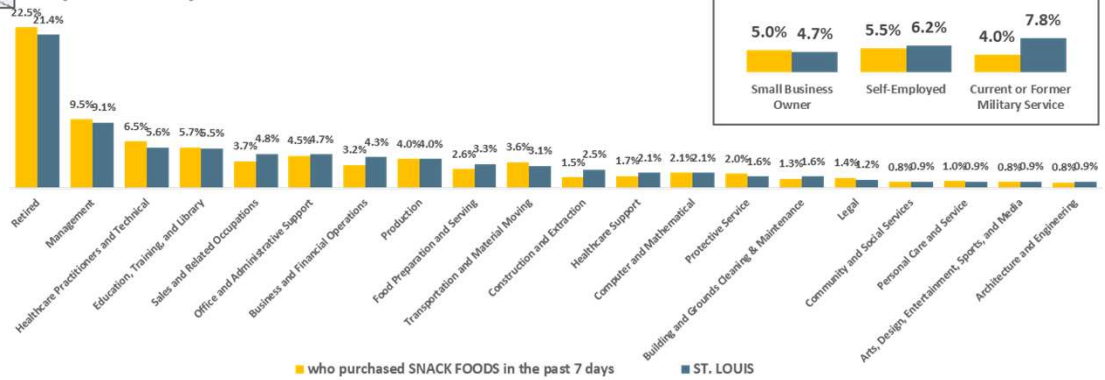
Employment: Adults 18 or older



Marital Status: Adults 18 or older

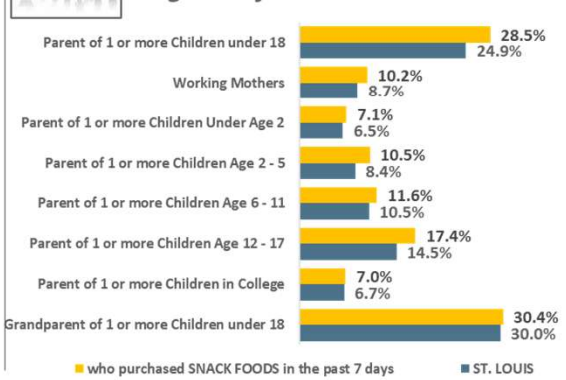


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,475

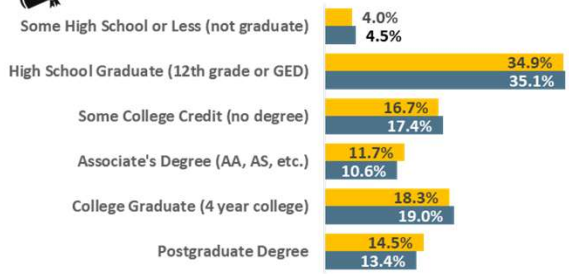
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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

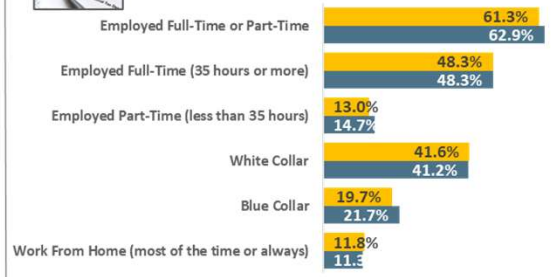


70.7% or 1,359,510 of CINCINNATI DMA Adults 18 or older purchased SNACK FOODS in the past 7 days. Adults 18 or older who purchased SNACK FOODS in the past 7 days are 1.4% more likely to be a college graduate, .1% more likely to work full-time, 3.8% more likely to be married, 12.5% more likely to be a parent of 1 or more children under 18.

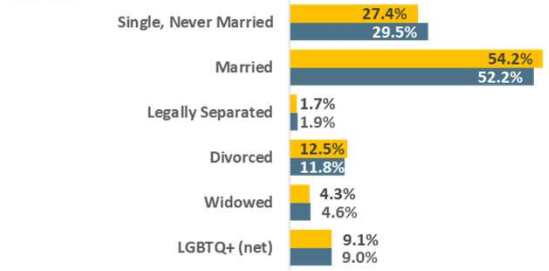
Education Levels: Adults 18 or older



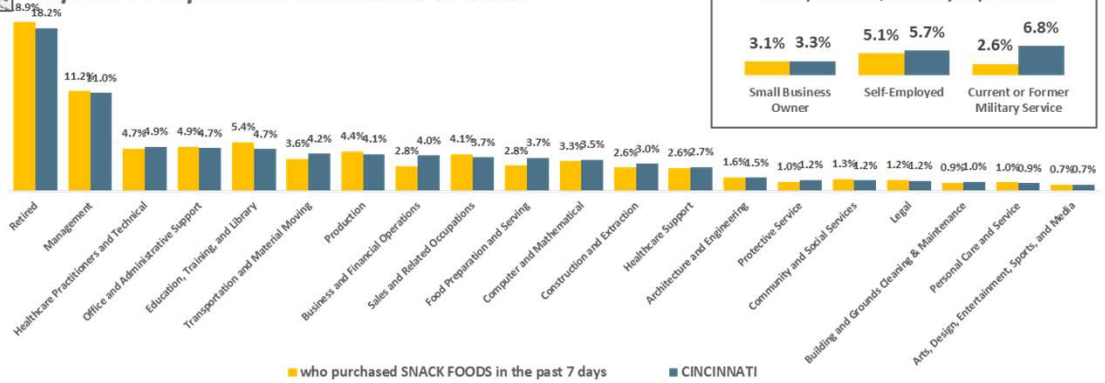
Employment: Adults 18 or older



Marital Status: Adults 18 or older

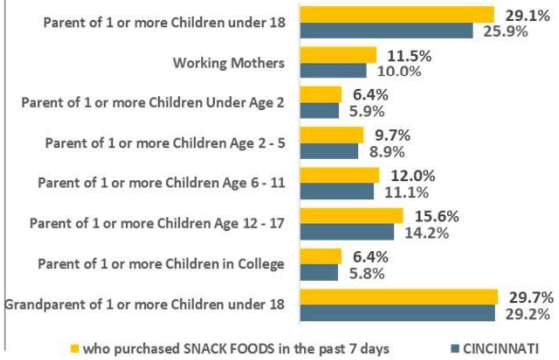


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,446

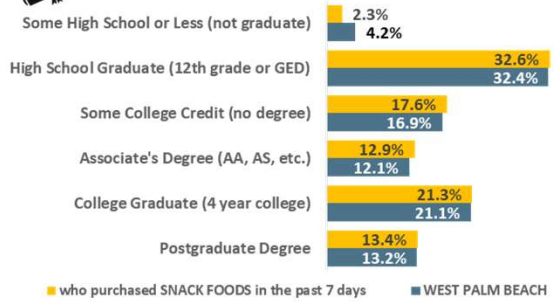
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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

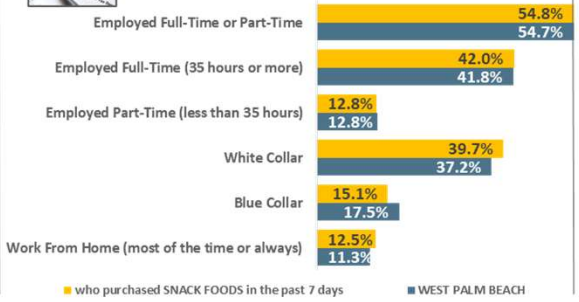


63.9% or 1,222,420 of WEST PALM BEACH DMA Adults 18 or older purchased SNACK FOODS in the past 7 days. Adults 18 or older who purchased SNACK FOODS in the past 7 days are 1.% more likely to be a college graduate, .4% more likely to work full-time, 5.2% more likely to be married, 7.9% more likely to be a parent of 1 or more children under 18.

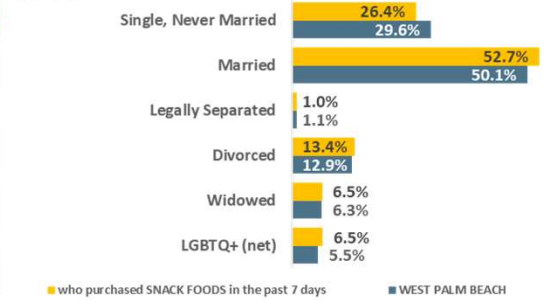
Education Levels: Adults 18 or older



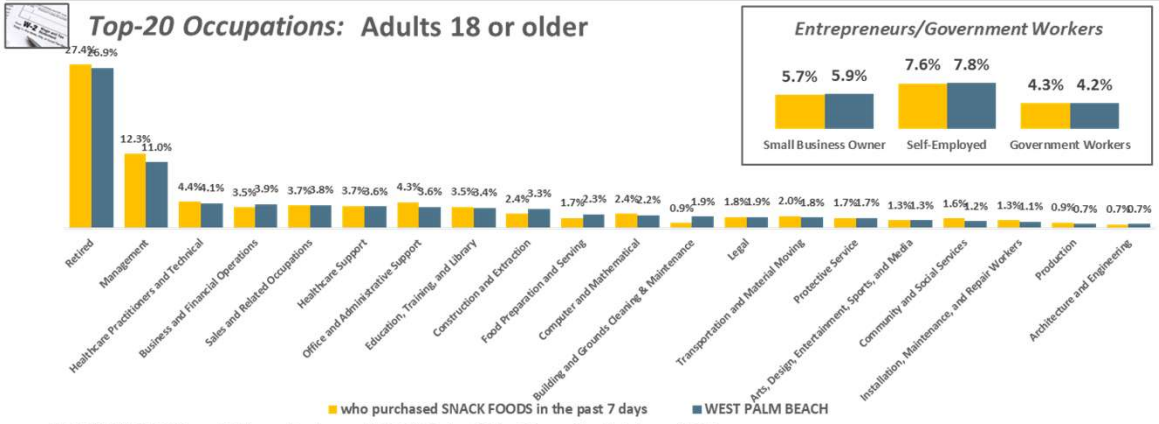
Employment: Adults 18 or older



Marital Status: Adults 18 or older

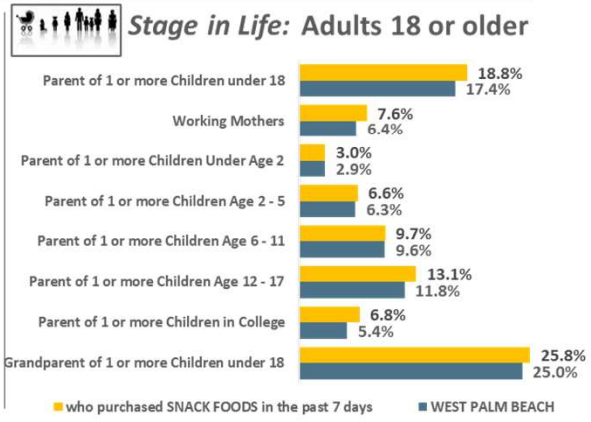


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 1,751

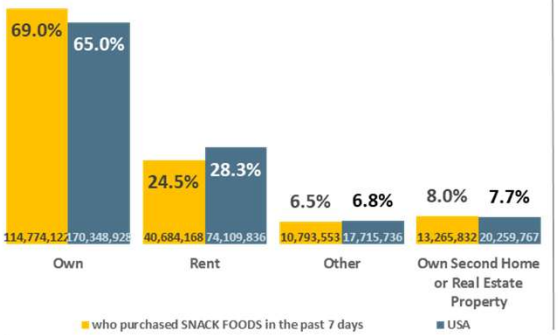
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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

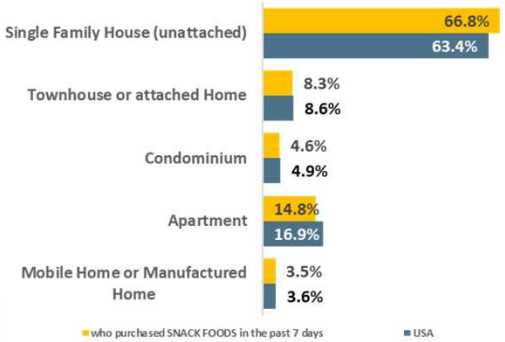


63.4% or 166,251,843 of USA Adults 18 or older purchased SNACK FOODS in the past 7 days.
Adults 18 or older who purchased SNACK FOODS in the past 7 days are 6.2% more likely to own their home, 22.5% more likely to own a higher valued home, 5.3% more likely to have a single-family home, 3.4% more likely to have a dog.

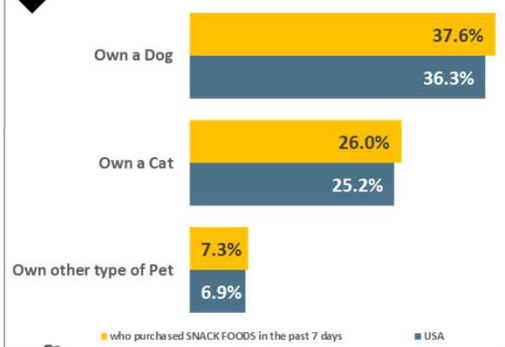
Own/Rent/Other: Adults 18 or older



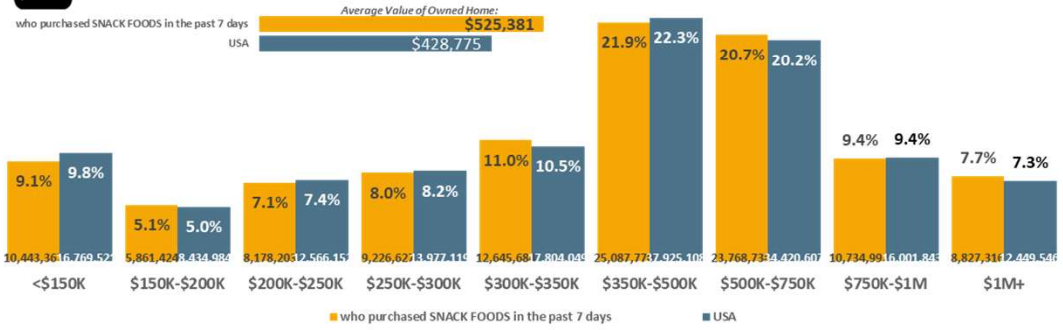
Type of Home: Adults 18 or older



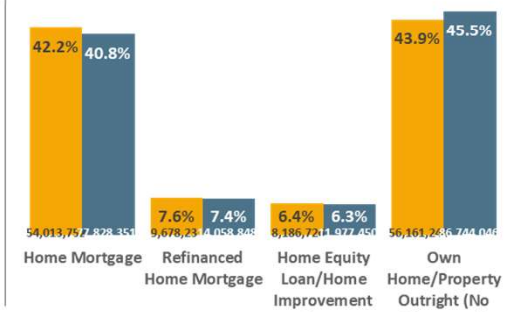
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R2 2025: Feb24-Jul25* *Qual Intab* *16,262*

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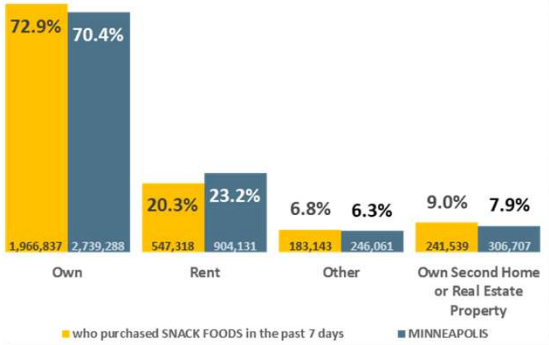
USA Projection *Scarborough R1 2025: Feb24-Mar25* *Qual Intab* *24,982*

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

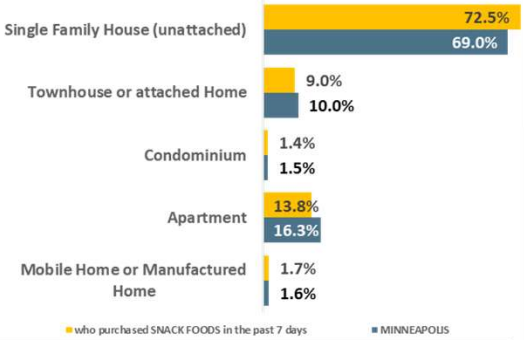


69.3% or 2,697,298 of MINNEAPOLIS DMA Adults 18 or older purchased SNACK FOODS in the past 7 days. Adults 18 or older who purchased SNACK FOODS in the past 7 days are 3.5% more likely to own their home, 3.3% more likely to own a higher valued home, 5.1% more likely to have a single-family home, 4.8% more likely to have a dog.

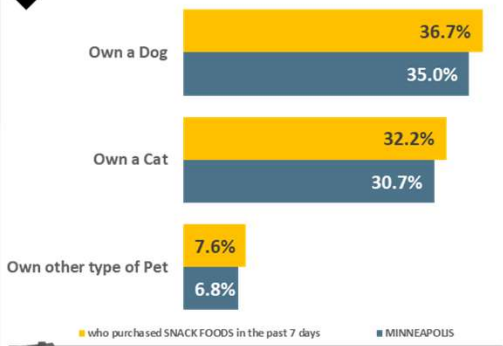
Own/Rent/Other: Adults 18 or older



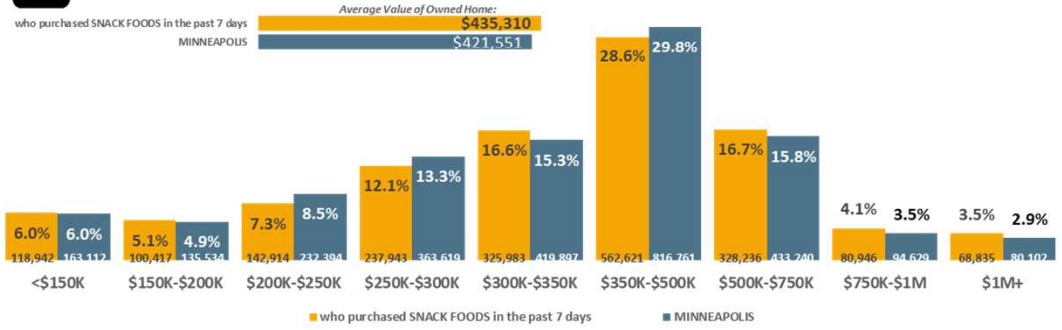
Type of Home: Adults 18 or older



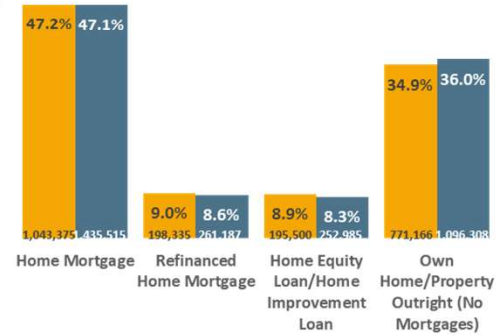
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



MINNEAPOLIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,452

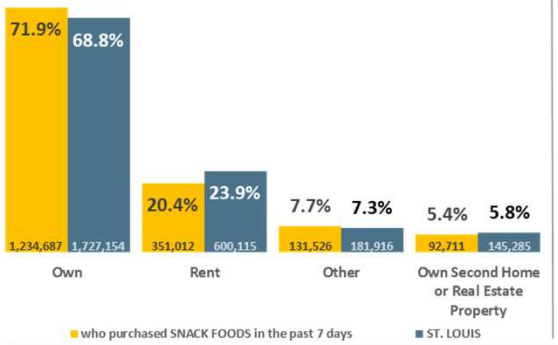
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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

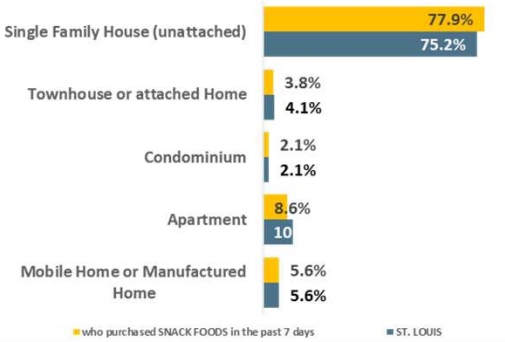


68.4% or 1,717,225 of ST. LOUIS DMA Adults 18 or older purchased SNACK FOODS in the past 7 days. Adults 18 or older who purchased SNACK FOODS in the past 7 days are 4.5% more likely to own their home, 1.6% more likely to own a higher valued home, 3.6% more likely to have a single-family home, 2.3% more likely to have a dog.

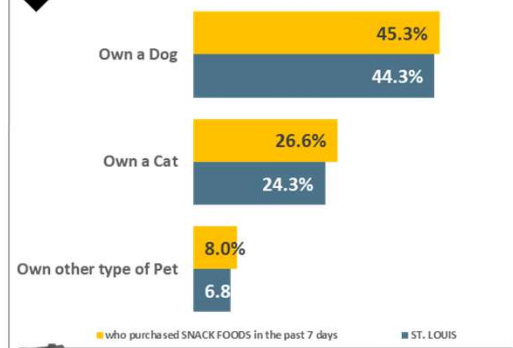
Own/Rent/Other: Adults 18 or older



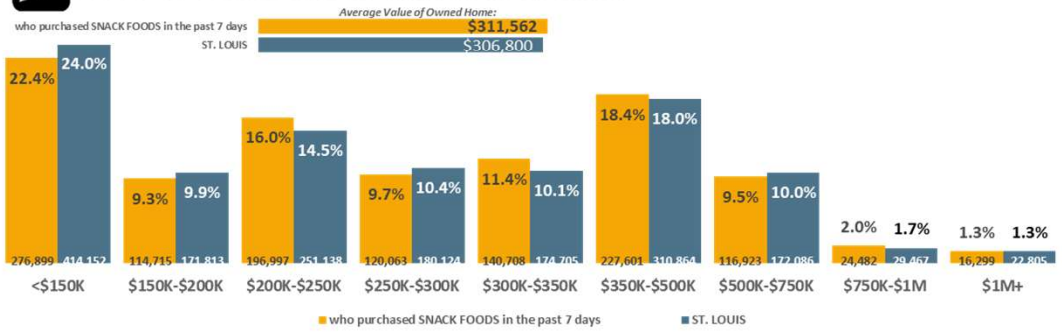
Type of Home: Adults 18 or older



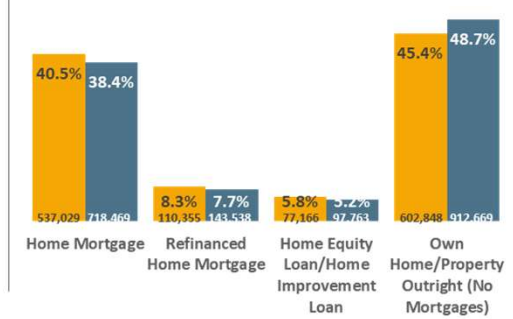
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,475

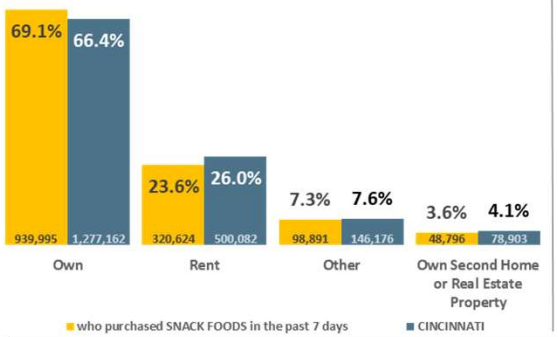
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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

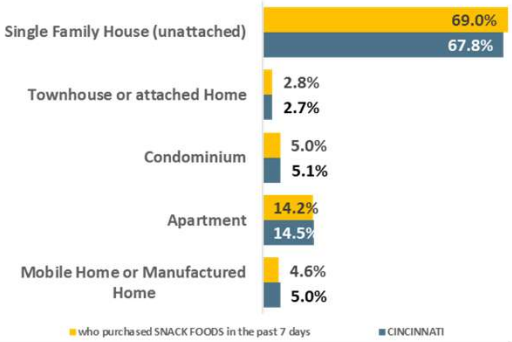


70.7% or 1,359,510 of CINCINNATI DMA Adults 18 or older purchased SNACK FOODS in the past 7 days. Adults 18 or older who purchased SNACK FOODS in the past 7 days are 4.1% more likely to own their home, 1.6% more likely to own a higher valued home, 1.8% more likely to have a single-family home, 1.3% more likely to have a dog.

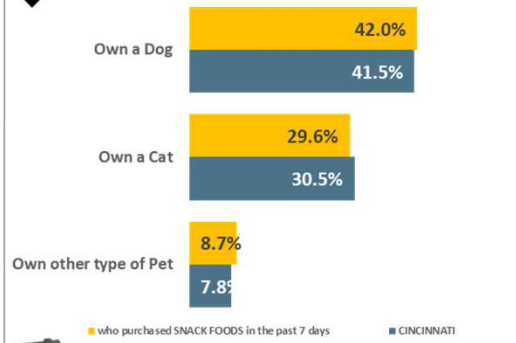
Own/Rent/Other: Adults 18 or older



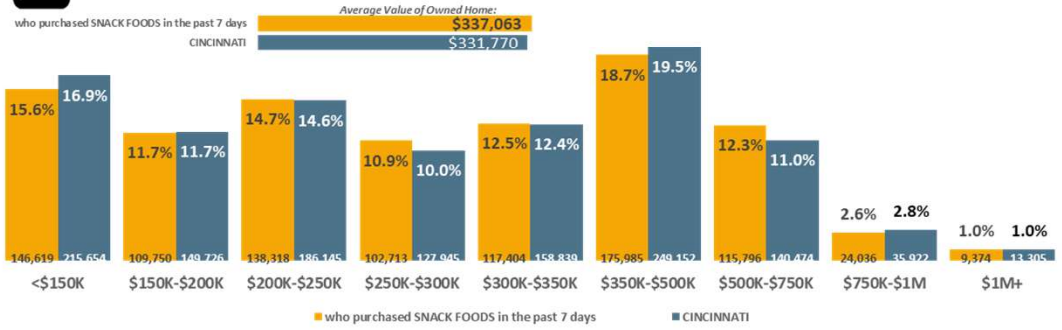
Type of Home: Adults 18 or older



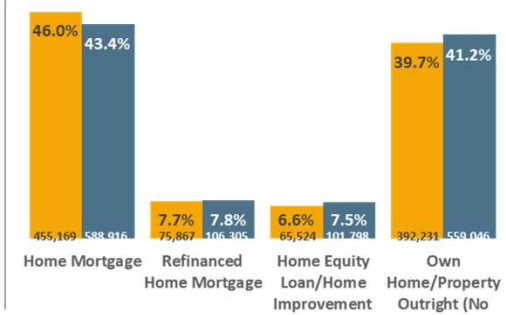
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,446

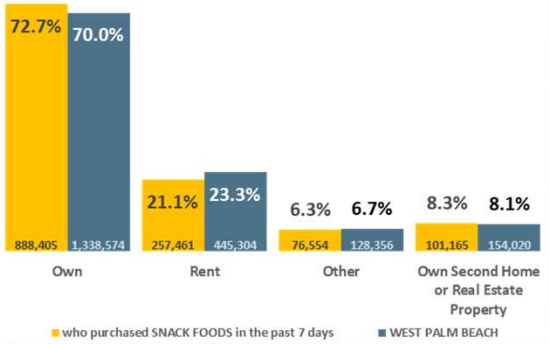
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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

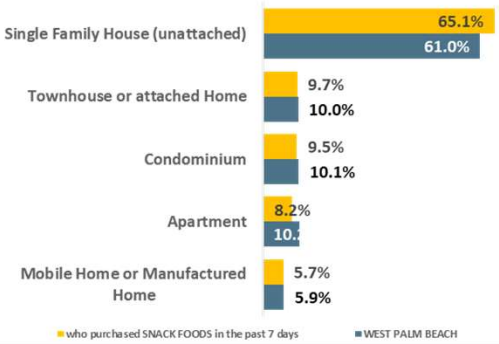


63.9% or 1,222,420 of WEST PALM BEACH DMA Adults 18 or older purchased SNACK FOODS in the past 7 days. Adults 18 or older who purchased SNACK FOODS in the past 7 days are 3.8% more likely to own their home, 2.6% more likely to own a higher valued home, 6.7% more likely to have a single-family home, 1.7% more likely to have a dog.

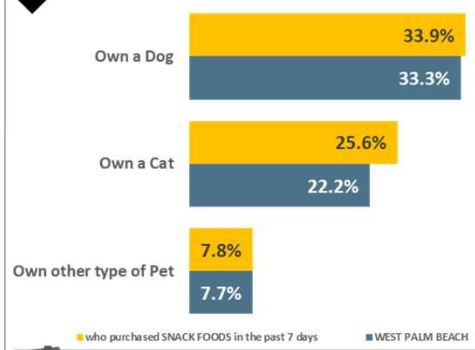
Own/Rent/Other: Adults 18 or older



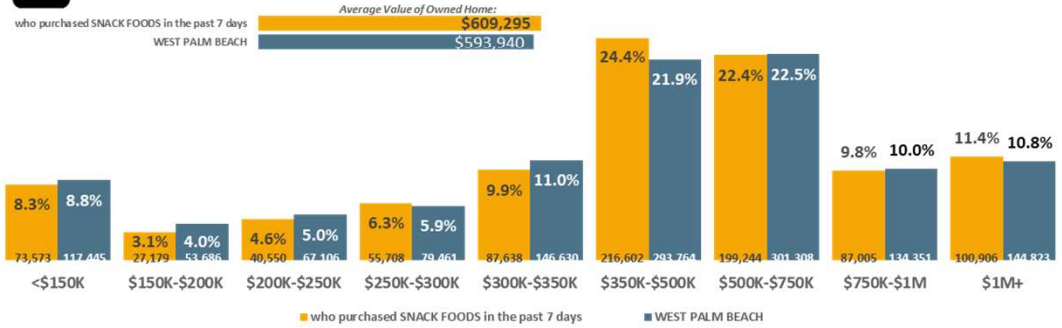
Type of Home: Adults 18 or older



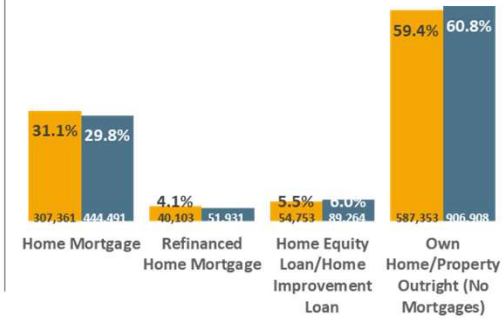
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 1,751

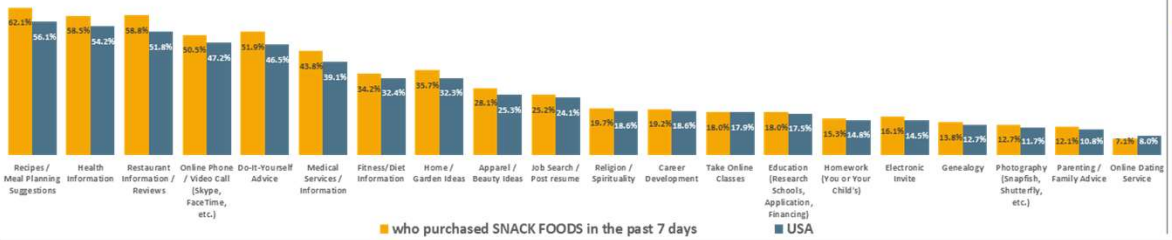
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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

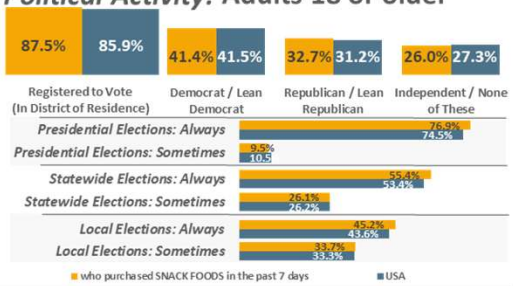


63.4% or 166,251,843 of USA Adults 18 or older purchased SNACK FOODS in the past 7 days.
Adults 18 or older who purchased SNACK FOODS in the past 7 days are 11.7% more likely to look up D-I-Y advice online, 3.7% more likely to always vote in local elections, .2% less likely to belong to a gym, .% less likely to fly domestic past yr.

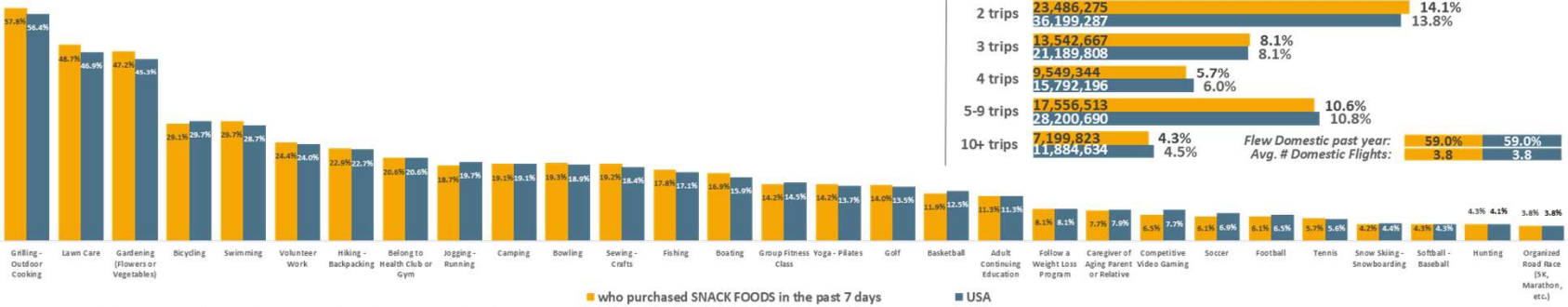
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA *USA Projection* *Scarborough R2 2025: Feb24-Jul25* *Qual Intab* *16,262*

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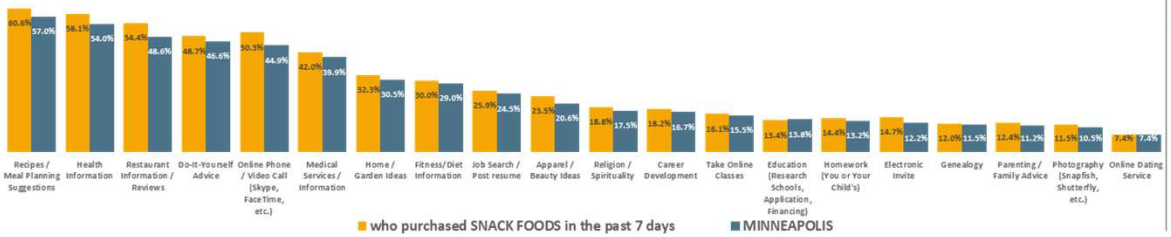
USA Projection *Scarborough R1 2025: Feb24-Mar25* *Qual Intab* *24,982*

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

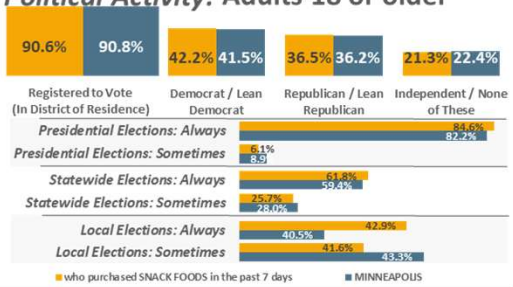


69.3% or 2,697,298 of MINNEAPOLIS DMA Adults 18 or older purchased SNACK FOODS in the past 7 days. Adults 18 or older who purchased SNACK FOODS in the past 7 days are 4.7% more likely to look up D-I-Y advice online, 5.9% more likely to always vote in local elections, 1.2% more likely to belong to a gym, 2.7% more likely to fly domestic past yr.

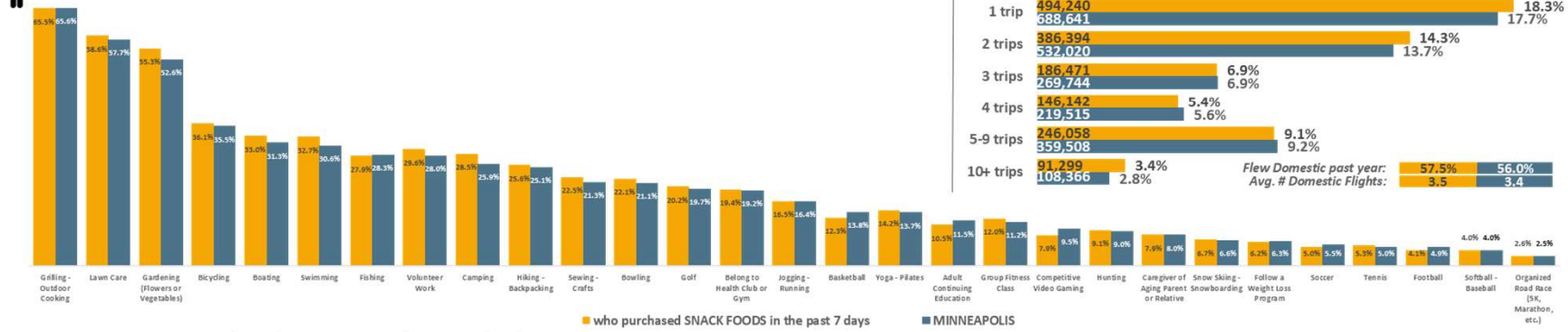
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

MINNEAPOLIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,452

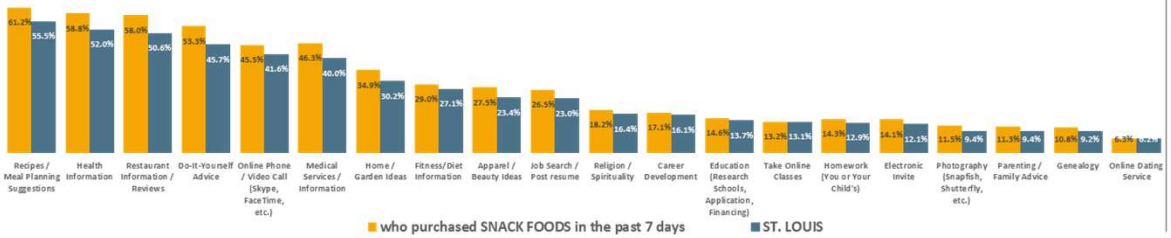
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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

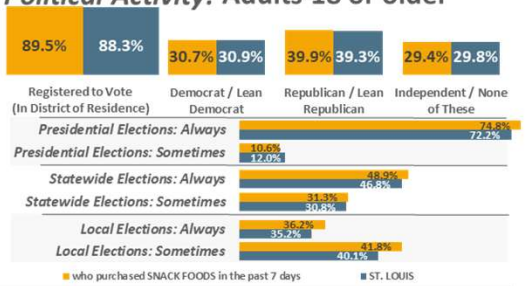


68.4% or 1,717,225 of ST. LOUIS DMA Adults 18 or older purchased SNACK FOODS in the past 7 days. Adults 18 or older who purchased SNACK FOODS in the past 7 days are 16.6% more likely to look up D-I-Y advice online, 2.8% more likely to always vote in local elections, .7% more likely to belong to a gym, 1.% more likely to fly domestic past yr.

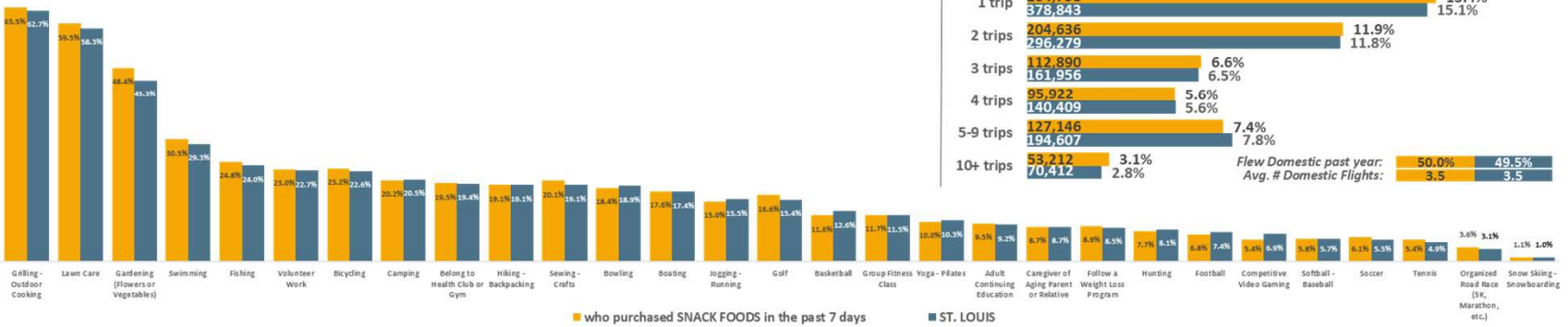
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,475

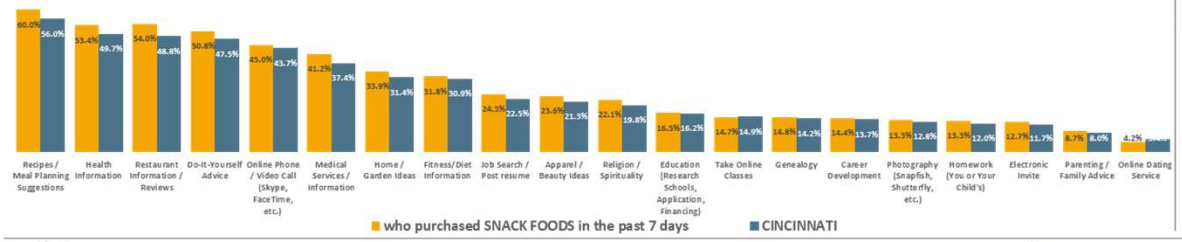
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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

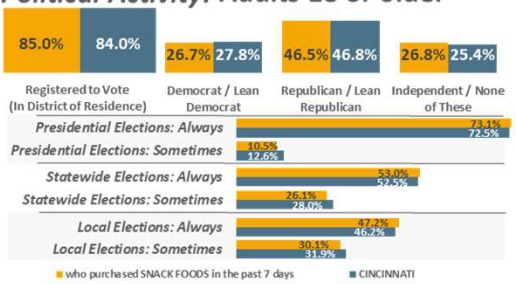


70.7% or 1,359,510 of CINCINNATI DMA Adults 18 or older purchased SNACK FOODS in the past 7 days. Adults 18 or older who purchased SNACK FOODS in the past 7 days are 6.8% more likely to look up D-I-Y advice online, 2.2% more likely to always vote in local elections, 6.5% less likely to belong to a gym, 4.1% less likely to fly domestic past yr.

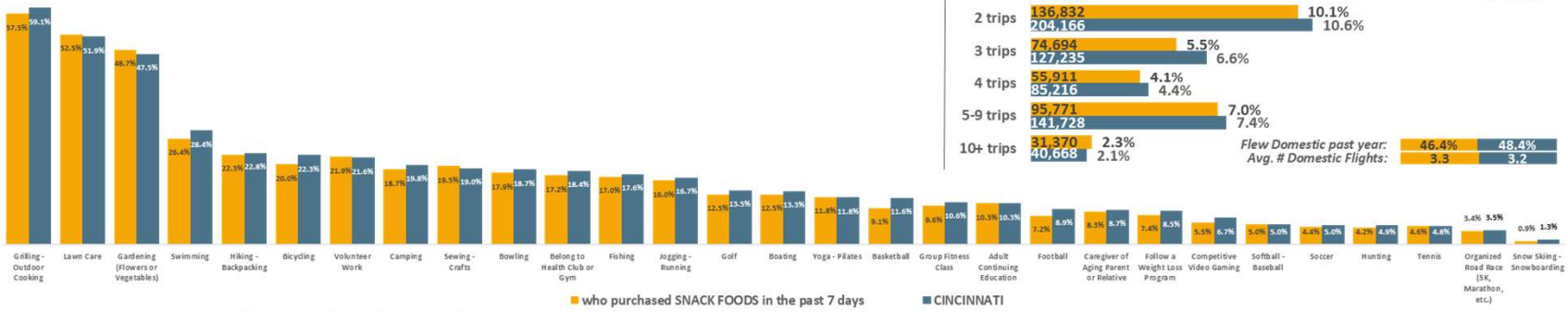
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,446

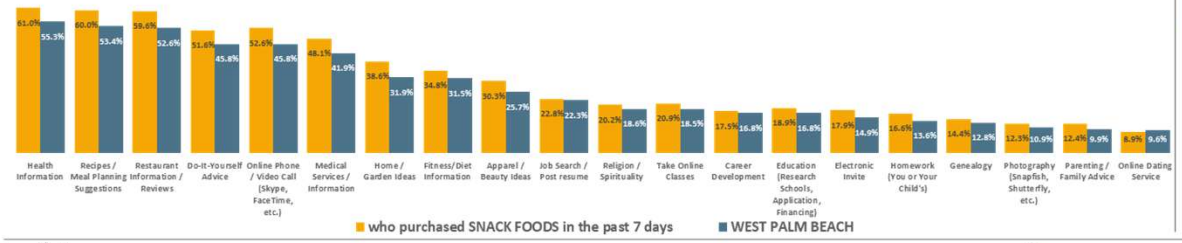
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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

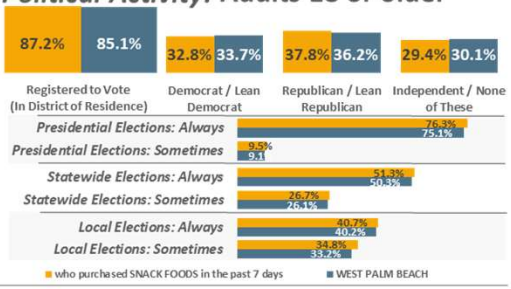


63.9% or 1,222,420 of WEST PALM BEACH DMA Adults 18 or older purchased SNACK FOODS in the past 7 days. Adults 18 or older who purchased SNACK FOODS in the past 7 days are 12.6% more likely to look up D-I-Y advice online, 1.3% more likely to always vote in local elections, 3.3% less likely to belong to a gym, 1.5% more likely to fly domestic past yr.

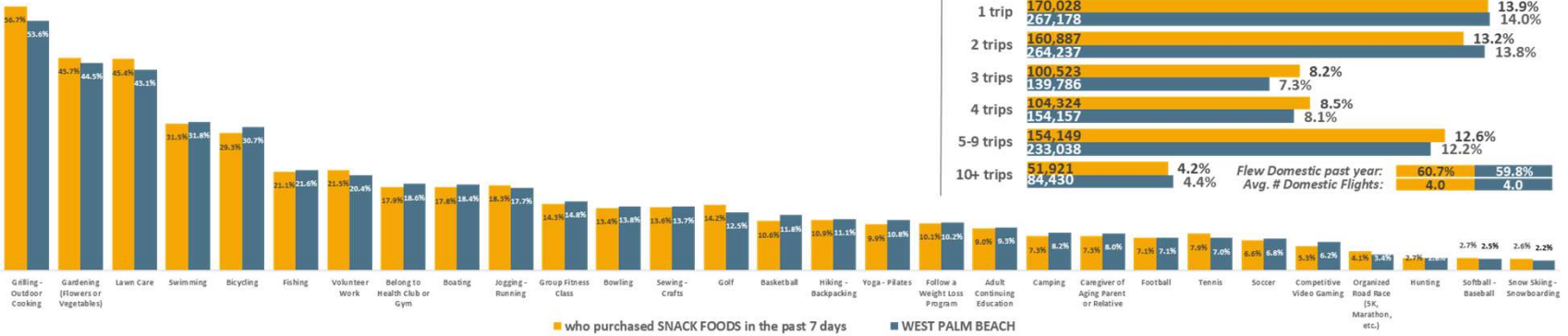
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 1,751

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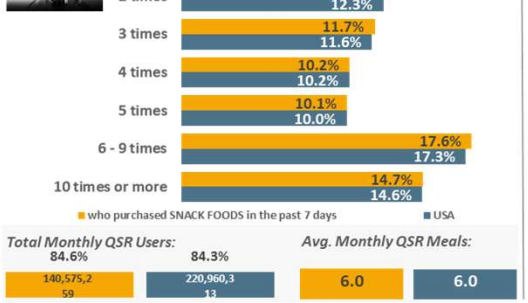
Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



63.4% or 166,251,843 of USA Adults 18 or older purchased SNACK FOODS in the past 7 days.
Adults 18 or older who purchased SNACK FOODS in the past 7 days are .3% more likely to use QSRs past mo., 1.8% more likely to use Sit-Down Restaurants past mo., .3% less likely to use Casinos past yr., .9% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



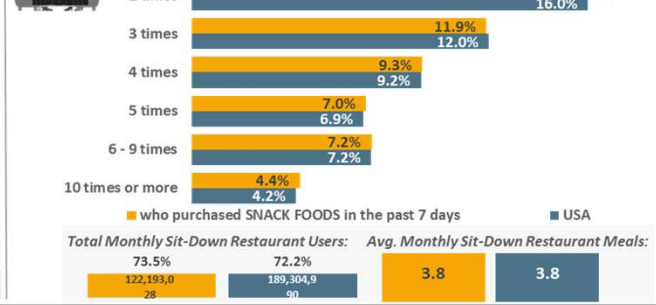


Total Monthly QSR Users: 84.6% 84.3% — 140,575,259 — 220,960,313

Avg. Monthly QSR Meals: 6.0 6.0

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





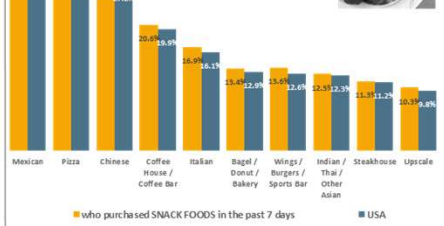
Total Monthly Sit-Down Restaurant Users: 73.5% 72.2% — 122,193,028 — 189,304,990

Avg. Monthly Sit-Down Restaurant Meals: 3.8 3.8

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)





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

who purchased SNACK FOODS in the past 7 days 19.3%

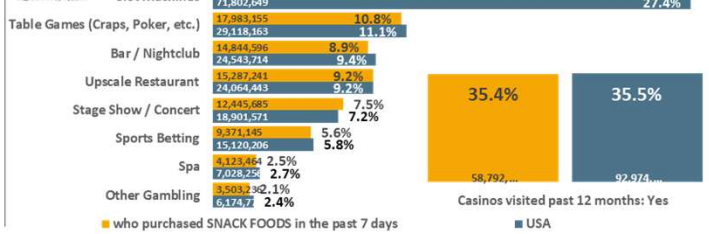
USA 19.5%

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 R2 2025: Feb24-Jul25* *Qual Intab* *16,262*

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USA Projection *Scarborough R1 2025: Feb24-Mar25* *Qual Intab* *24,982*

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



69.3% or 2,697,298 of MINNEAPOLIS DMA Adults 18 or older purchased SNACK FOODS in the past 7 days. Adults 18 or older who purchased SNACK FOODS in the past 7 days are 1.2% more likely to use QSRs past mo., .5% more likely to use Sit-Down Restaurants past mo., 4.% less likely to use Casinos past yr., 1.1% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 87.3% 2,353,431 | 86.2% 3,354,586

Avg. Monthly QSR Meals: 5.8 | 5.6

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



Total Monthly Sit-Down Restaurant Users: 75.6% 2,040,242 | 75.3% 2,928,056

Avg. Monthly Sit-Down Restaurant Meals: 3.3 | 3.2

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 SNACK FOODS in the past 7 days 325,302 12.1%

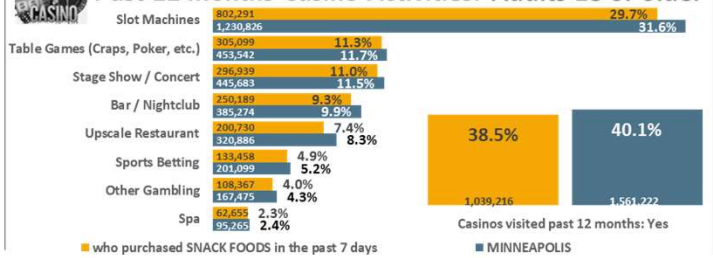
MINNEAPOLIS 486,328 12.5%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



MINNEAPOLIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,452

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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



68.4% or 1,717,225 of ST. LOUIS DMA Adults 18 or older purchased SNACK FOODS in the past 7 days. Adults 18 or older who purchased SNACK FOODS in the past 7 days are .3% more likely to use QSRs past mo., .1% more likely to use Sit-Down Restaurants past mo., 5.% less likely to use Casinos past yr., 7.3% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

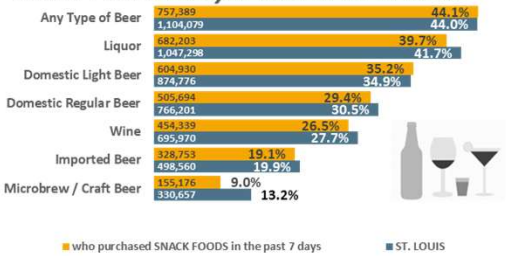
(Sit-Down Restaurants Used Past 30-days)



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

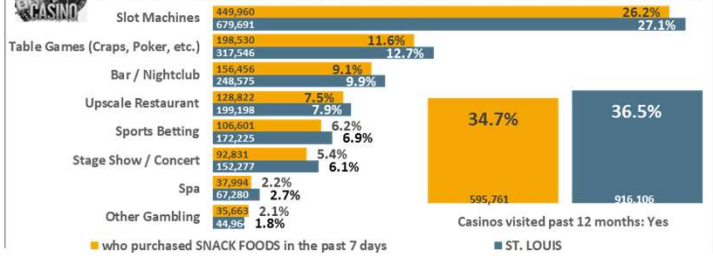


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,475

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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



70.7% or 1,359,510 of CINCINNATI DMA Adults 18 or older purchased SNACK FOODS in the past 7 days. Adults 18 or older who purchased SNACK FOODS in the past 7 days are 1.8% more likely to use QSRs past mo., 3.7% more likely to use Sit-Down Restaurants past mo., 3.1% less likely to use Casinos past yr., 2.% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



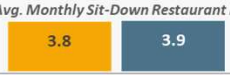
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

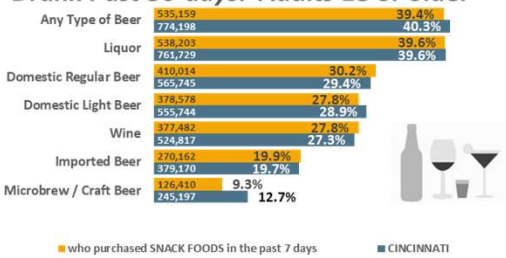
(Sit-Down Restaurants Used Past 30-days)



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

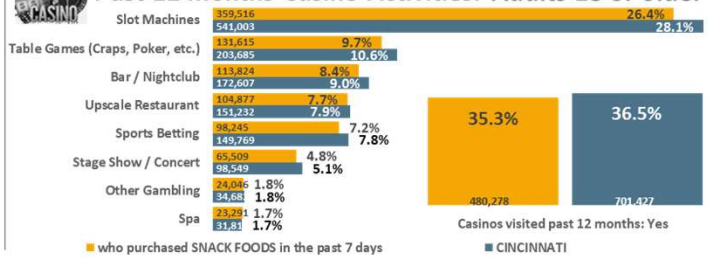


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,446

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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

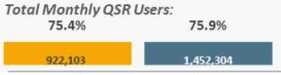


63.9% or 1,222,420 of WEST PALM BEACH DMA Adults 18 or older purchased SNACK FOODS in the past 7 days. Adults 18 or older who purchased SNACK FOODS in the past 7 days are .7% less likely to use QSRs past mo., 3.% more likely to use Sit-Down Restaurants past mo., 3.2% more likely to use Casinos past yr., 21.% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



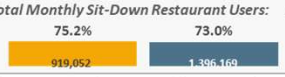
Avg. Monthly QSR Meals:



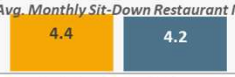
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

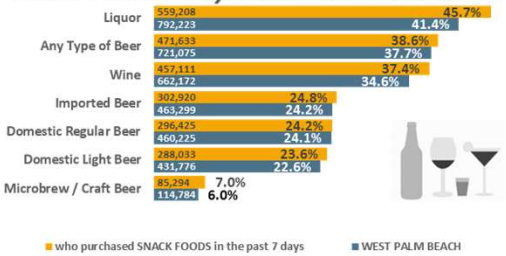
(Sit-Down Restaurants Used Past 30-days)



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

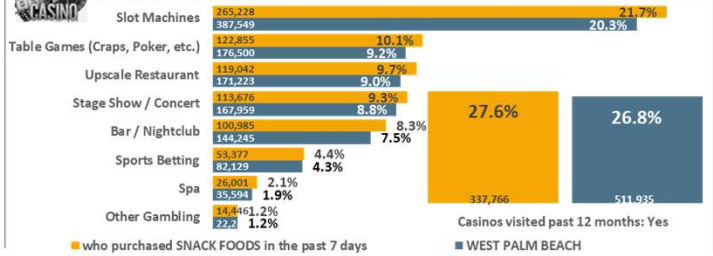


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 1,751

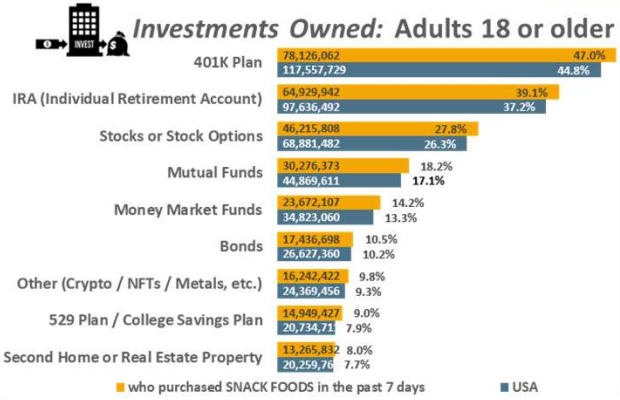
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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

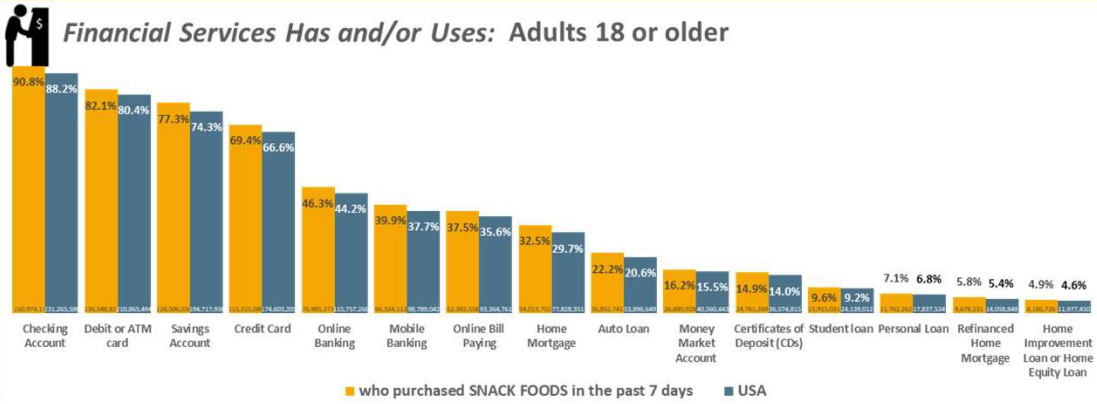


63.4% or 166,251,843 of USA Adults 18 or older purchased SNACK FOODS in the past 7 days.
Adults 18 or older who purchased SNACK FOODS in the past 7 days are 4.8% more likely to have a 401K, 7.8% more likely to have an Auto Loan, 1.8% more likely to Invest/Trade Stocks Online, 1.1% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



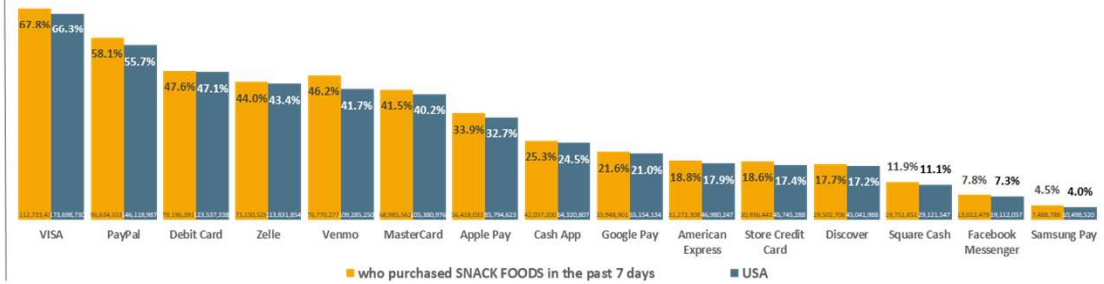
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 16,262

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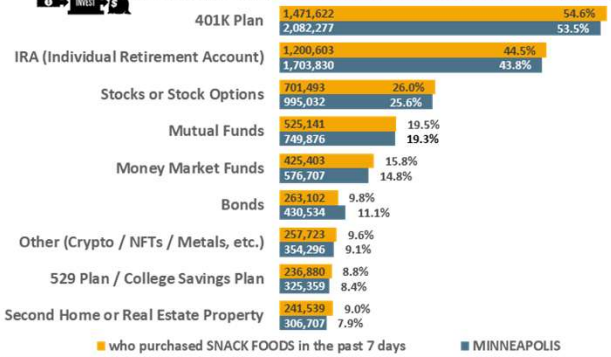
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,982

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

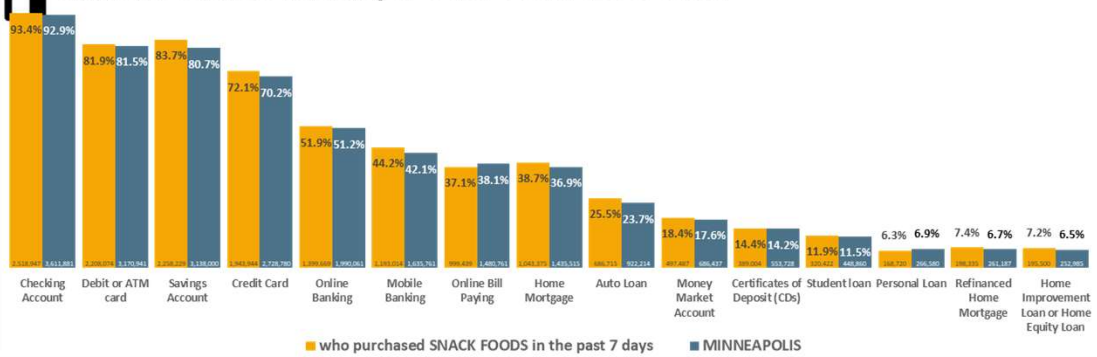


69.3% or 2,697,298 of MINNEAPOLIS DMA Adults 18 or older purchased SNACK FOODS in the past 7 days. Adults 18 or older who purchased SNACK FOODS in the past 7 days are 1.9% more likely to have a 401K, 7.4% more likely to have an Auto Loan, 6.4% more likely to Invest/Trade Stocks Online, .8% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



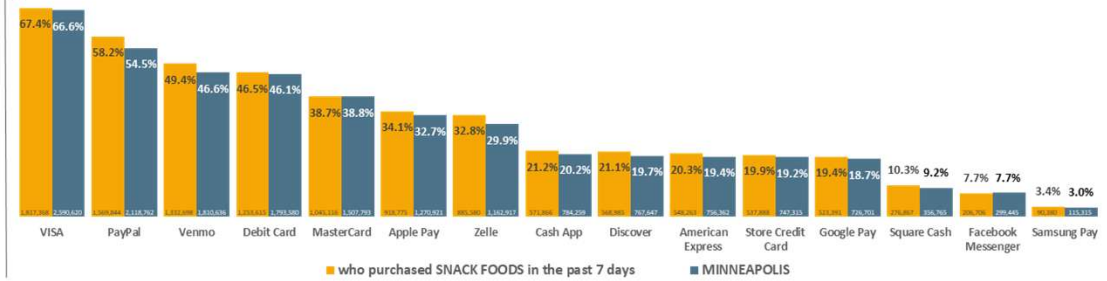
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



MINNEAPOLIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,452

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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

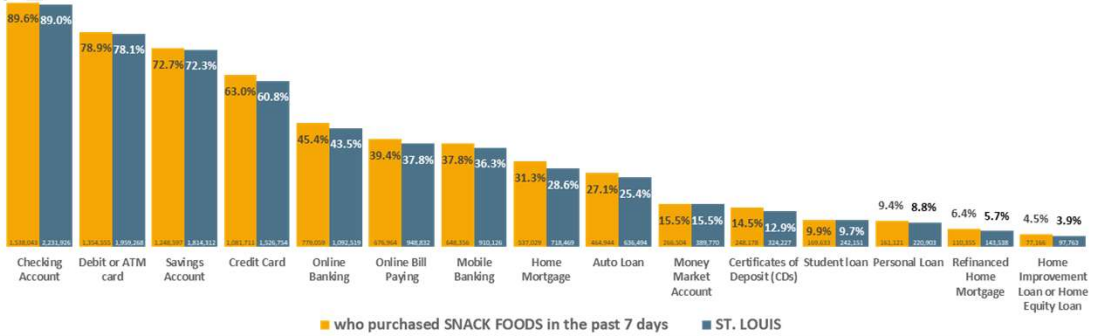


68.4% or 1,717,225 of ST. LOUIS DMA Adults 18 or older purchased SNACK FOODS in the past 7 days. Adults 18 or older who purchased SNACK FOODS in the past 7 days are 1.8% more likely to have a 401K, 6.7% more likely to have an Auto Loan, 8.7% more likely to Invest/Trade Stocks Online, 1.9% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



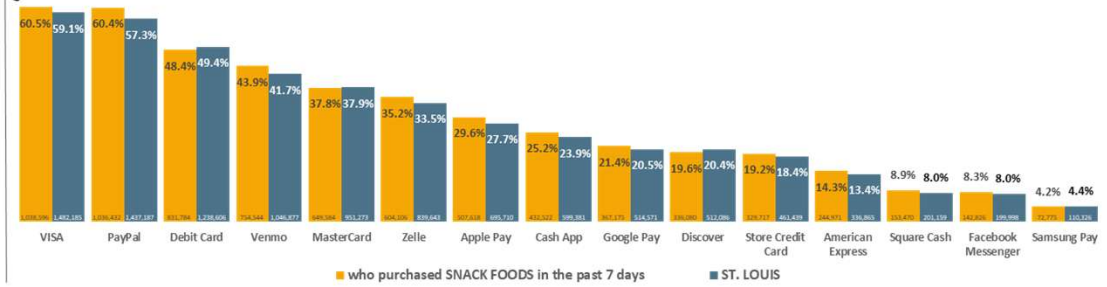
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,475

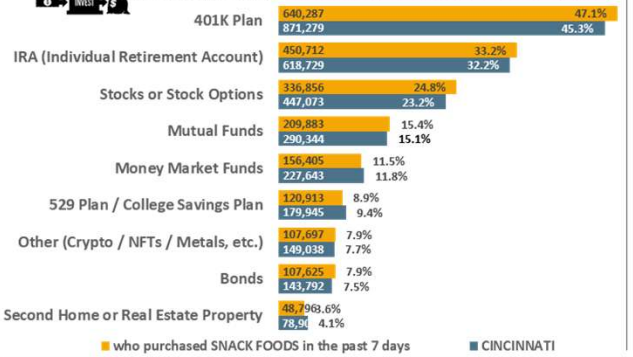
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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

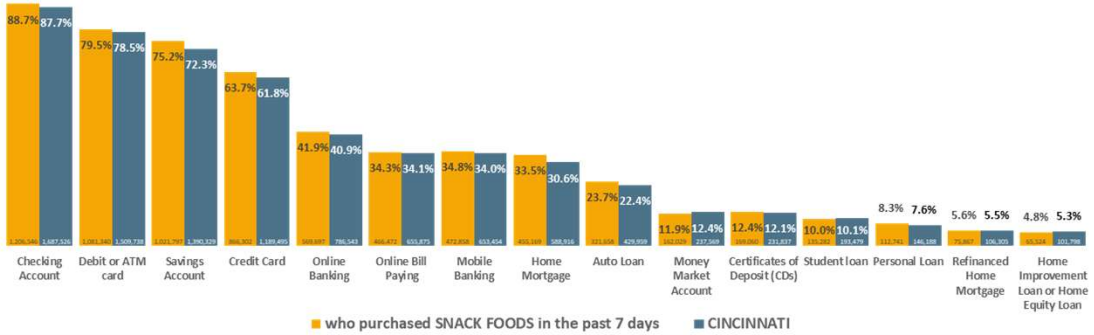


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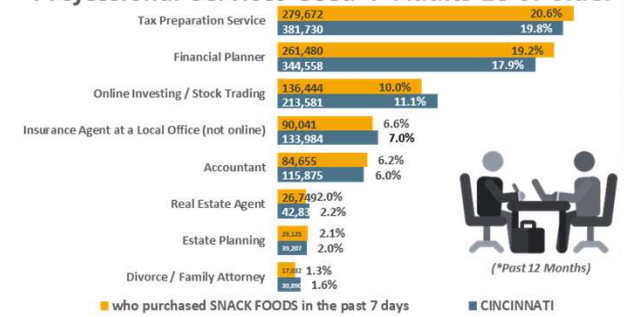
Investments Owned: Adults 18 or older



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

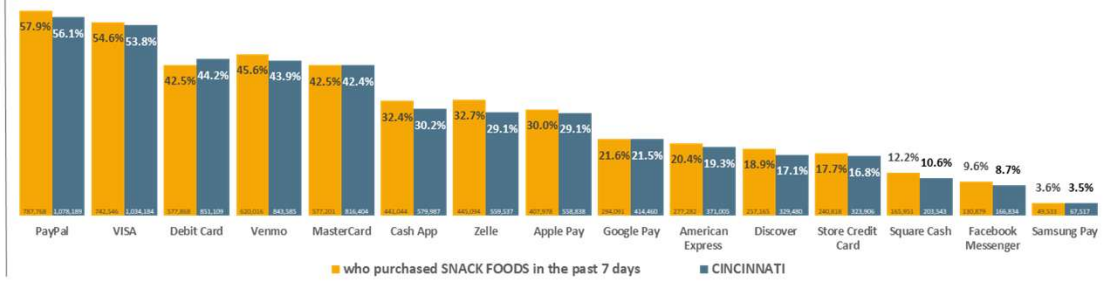


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,446

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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

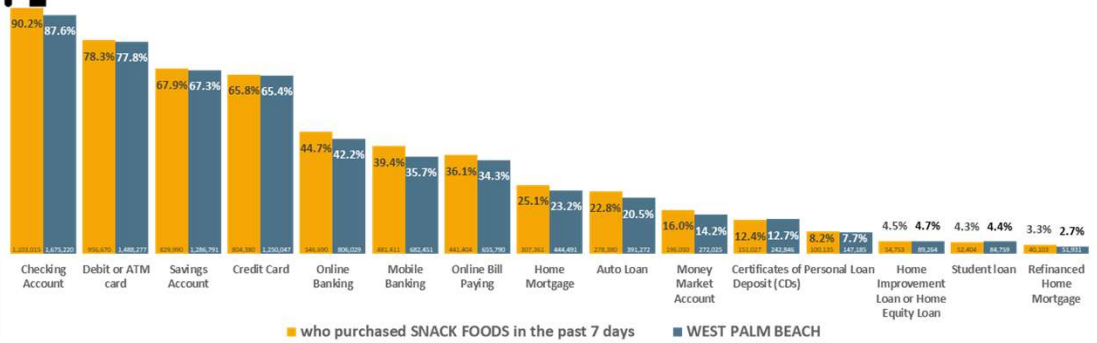


63.9% or 1,222,420 of WEST PALM BEACH DMA Adults 18 or older purchased SNACK FOODS in the past 7 days. Adults 18 or older who purchased SNACK FOODS in the past 7 days are 4.7% more likely to have a 401K, 11.3% more likely to have an Auto Loan, 7.9% more likely to Invest/Trade Stocks Online, .9% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



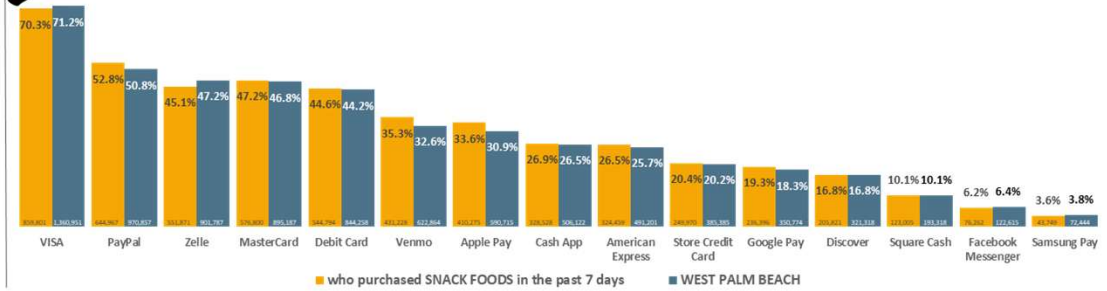
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 1,751

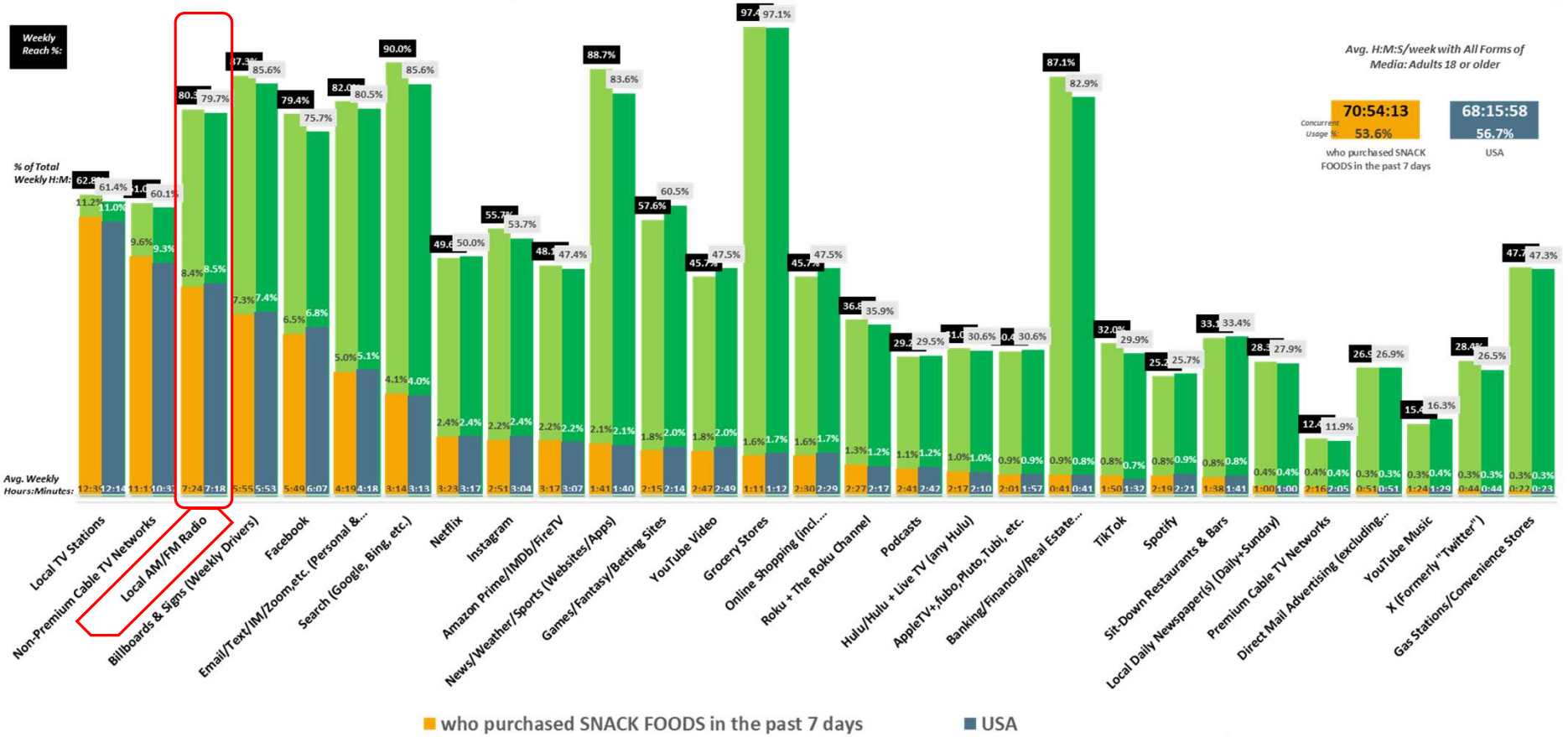
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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



Adults 18 or older who purchased SNACK FOODS in the past 7 days spend an average of 2 days, 22 hours, 54 minutes and 13 seconds each week with All Forms of Media.

80.3% of Adults 18 or older who purchased SNACK FOODS in the past 7 days spend an avg. of 7 hours and 24 minutes each week listening to All Local AM/FM Radio, representing 8.4% of total time spent with all forms of Media.



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 16,262 USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,982

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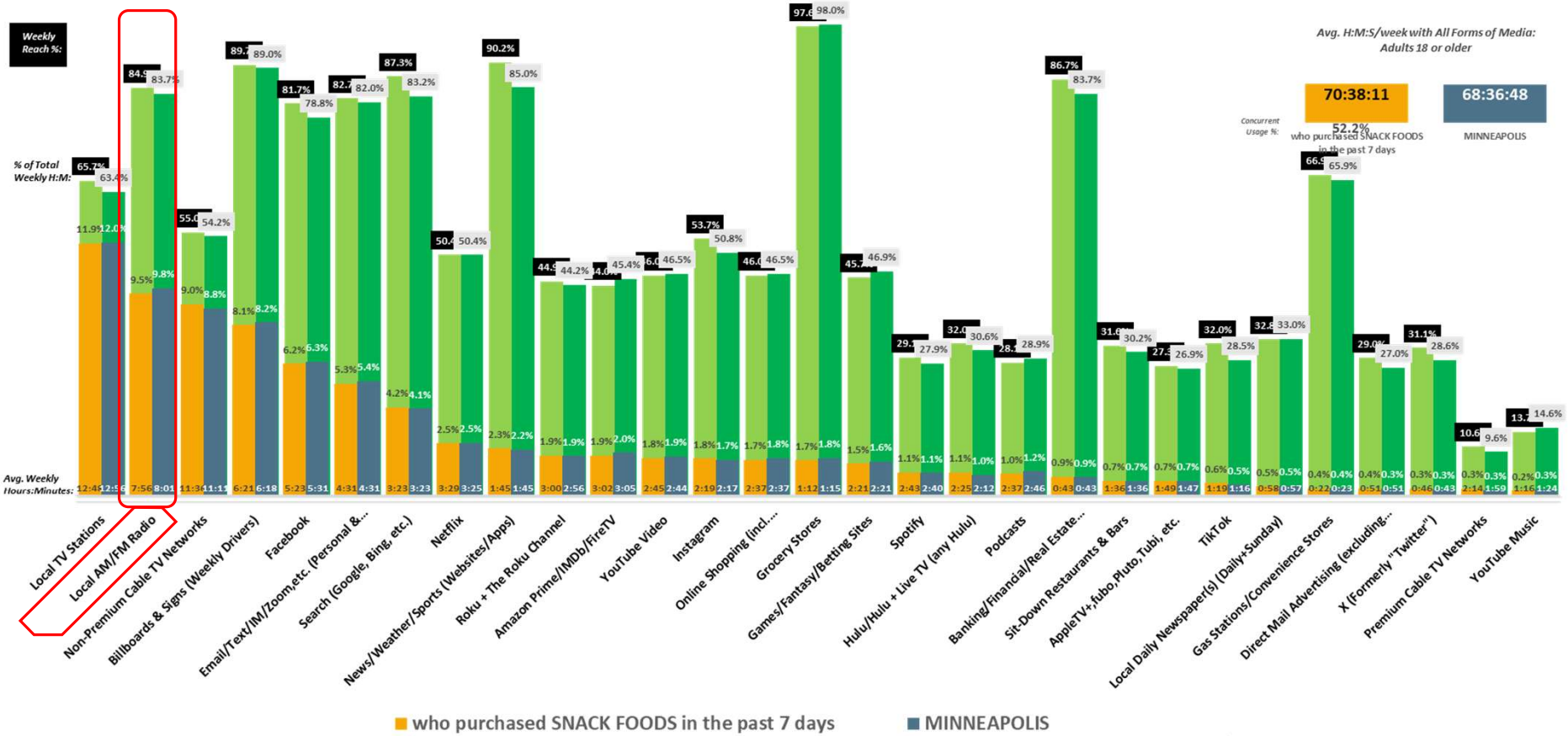
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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



Adults 18 or older who purchased SNACK FOODS in the past 7 days spend an average of 2 days, 22 hours, 38 minutes and 11 seconds each week with All Forms of Media.

84.9% of Adults 18 or older who purchased SNACK FOODS in the past 7 days spend an avg. of 7 hours and 56 minutes each week listening to All Local AM/FM Radio, representing 9.5% of total time spent with all forms of Media.



MINNEAPOLIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,452 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081

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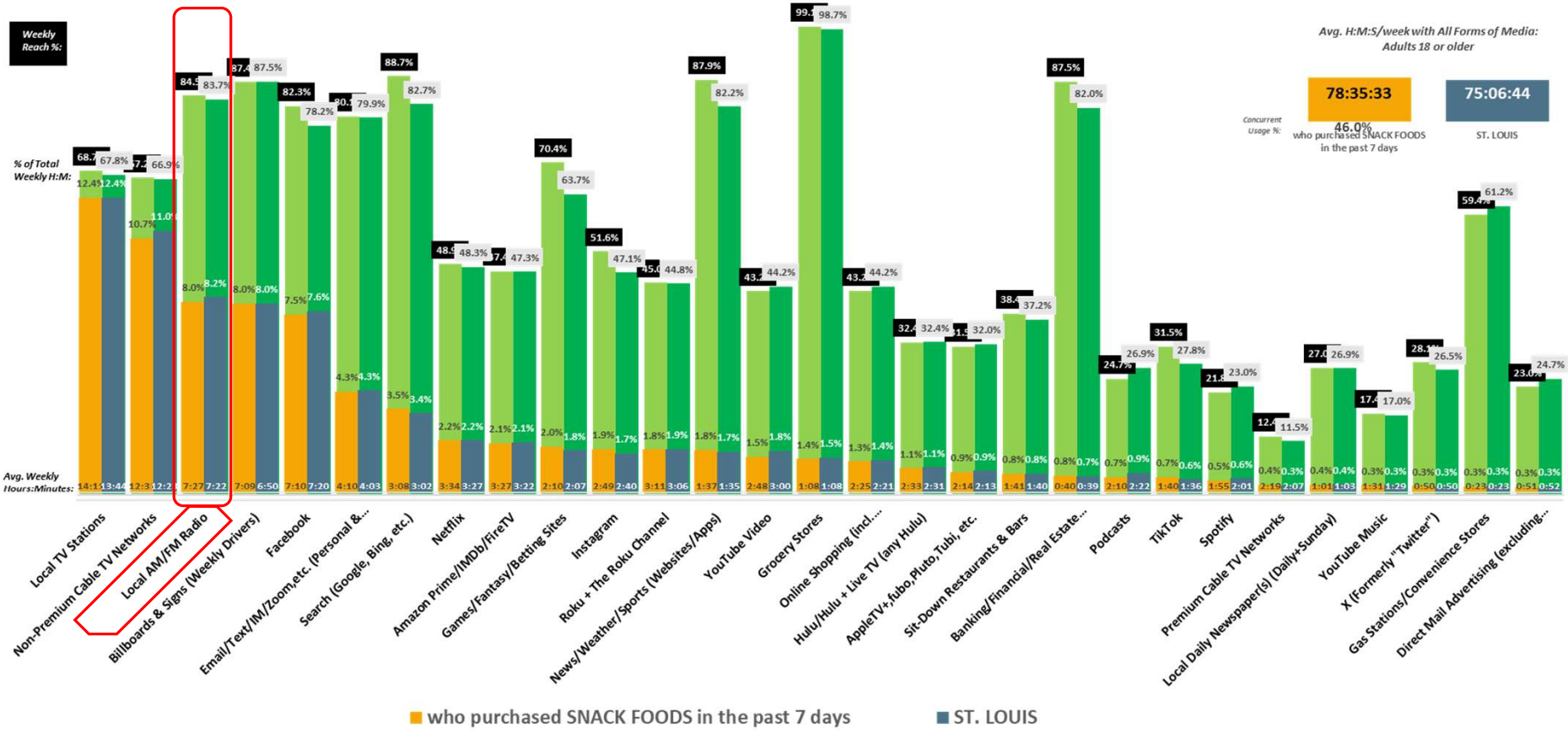
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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



Adults 18 or older who purchased SNACK FOODS in the past 7 days spend an average of 3 days, 6 hours, 35 minutes and 33 seconds each week with All Forms of Media.

84.5% of Adults 18 or older who purchased SNACK FOODS in the past 7 days spend an avg. of 7 hours and 27 minutes each week listening to All Local AM/FM Radio, representing 8.% of total time spent with all forms of Media.



ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,475 ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,075

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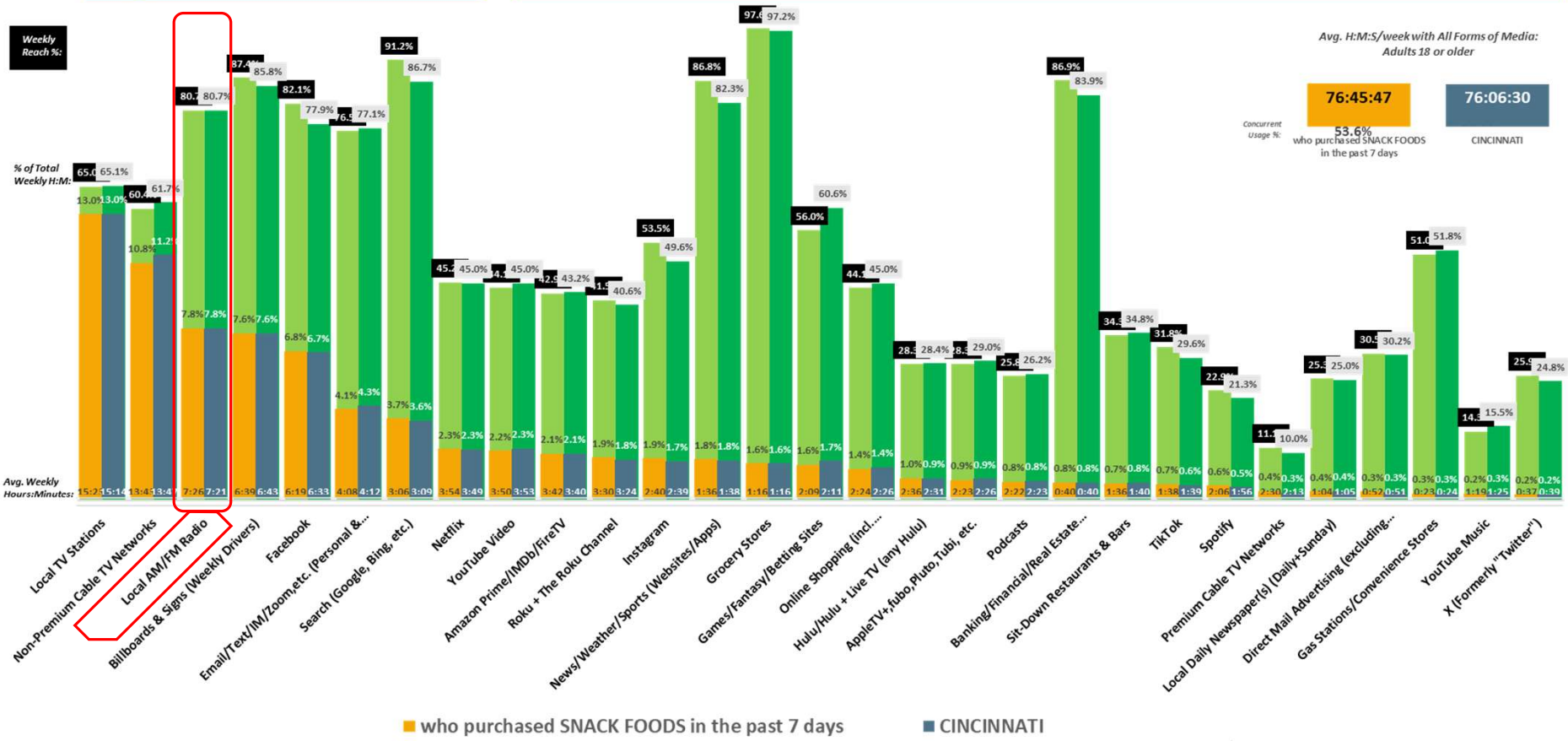
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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



Adults 18 or older who purchased SNACK FOODS in the past 7 days spend an average of 3 days, 4 hours, 45 minutes and 47 seconds each week with All Forms of Media.

80.7% of Adults 18 or older who purchased SNACK FOODS in the past 7 days spend an avg. of 7 hours and 26 minutes each week listening to All Local AM/FM Radio, representing 7.8% of total time spent with all forms of Media.

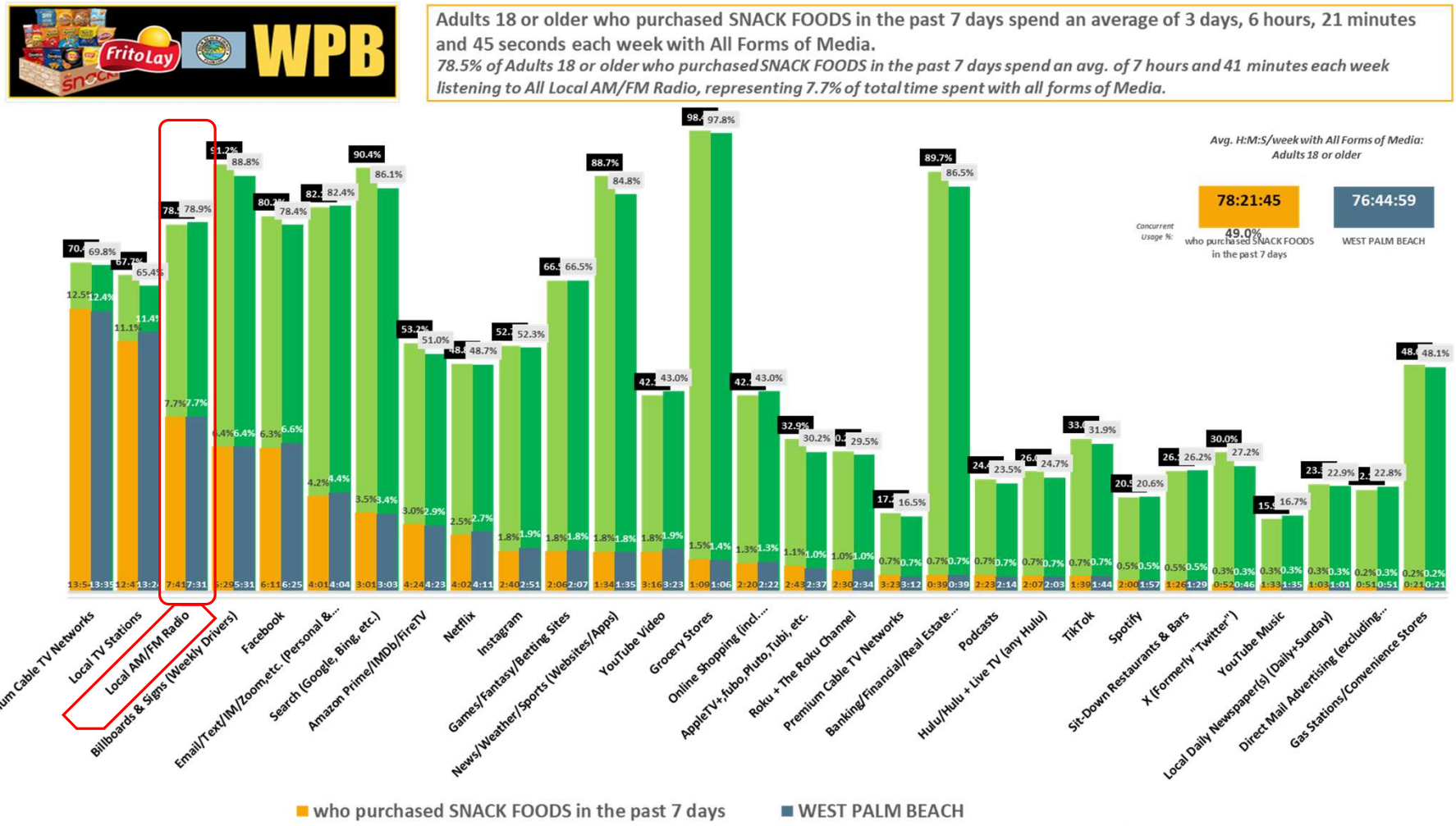


CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,446 CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,996

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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

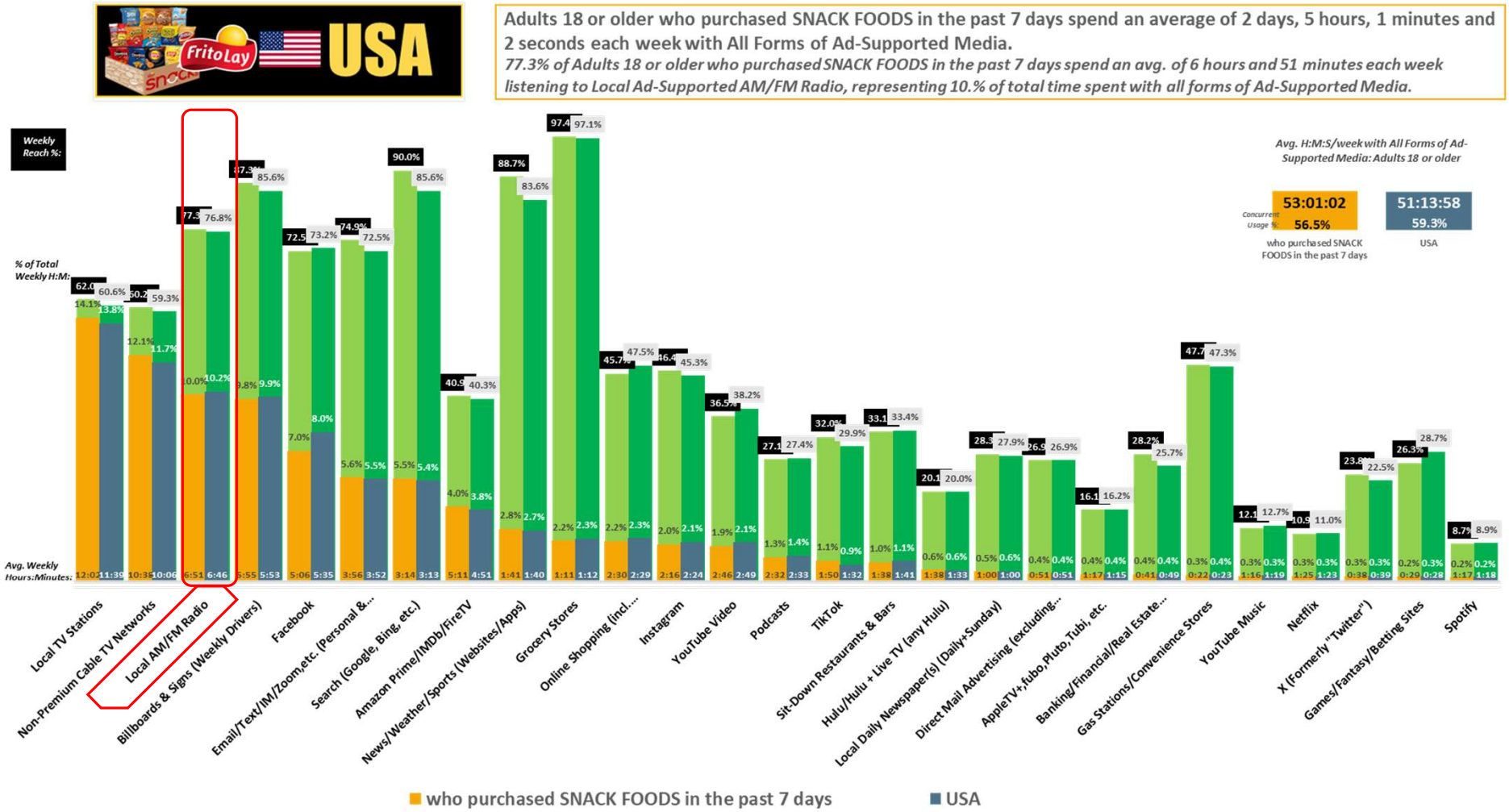


WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 1,751 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

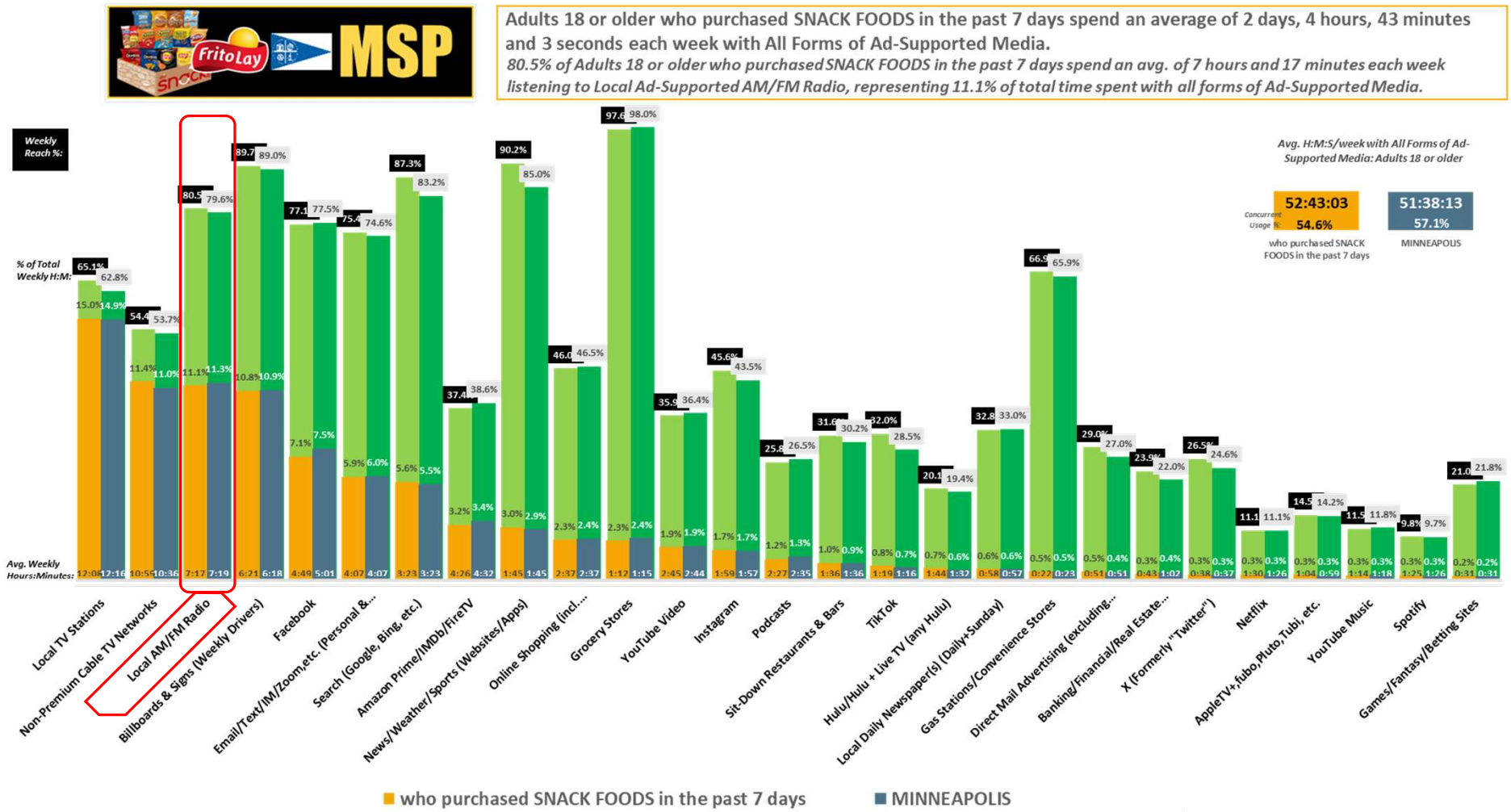


USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 16,262 USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,982

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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

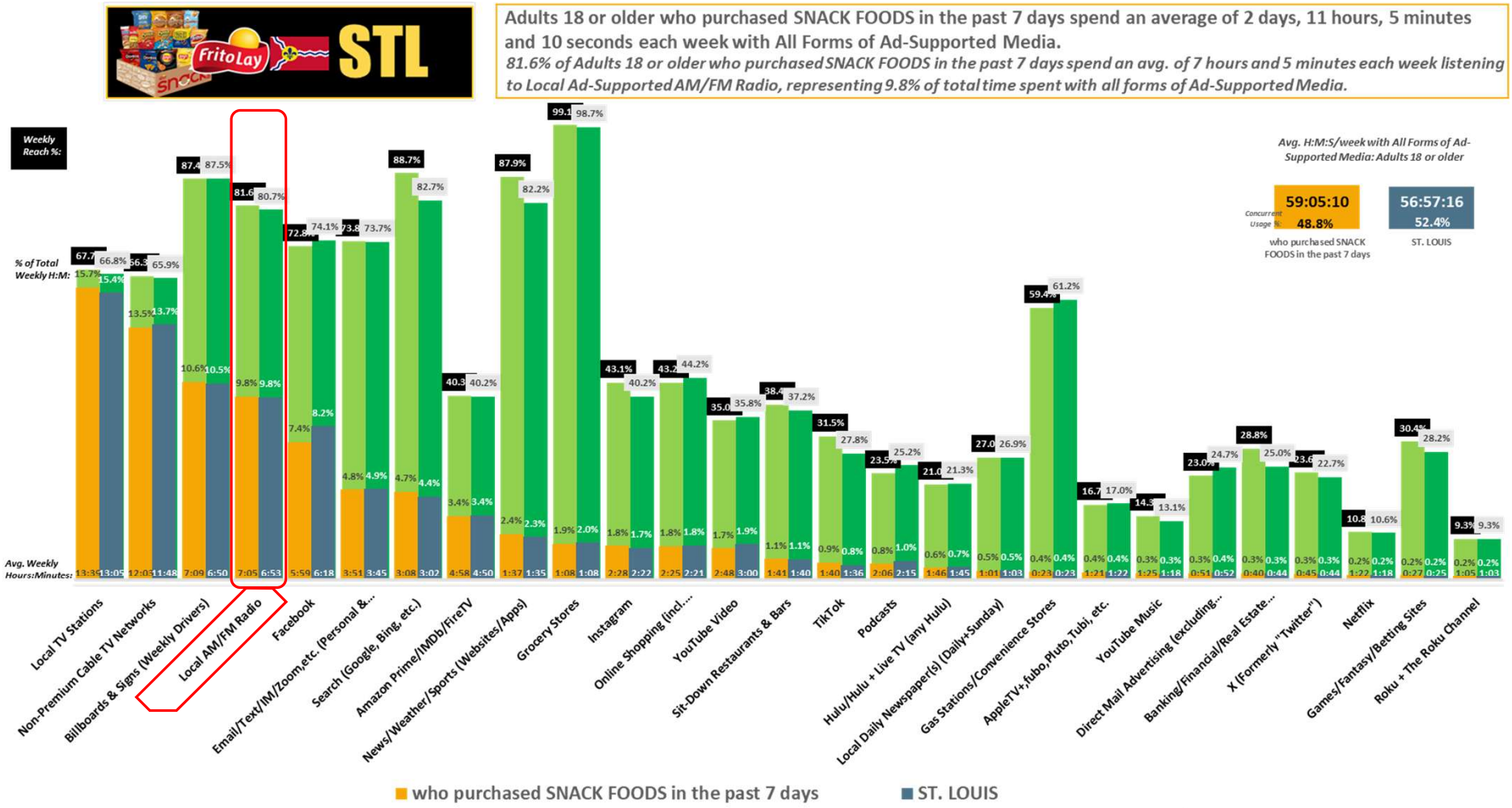


MINNEAPOLIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,452 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081

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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,475 ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,075

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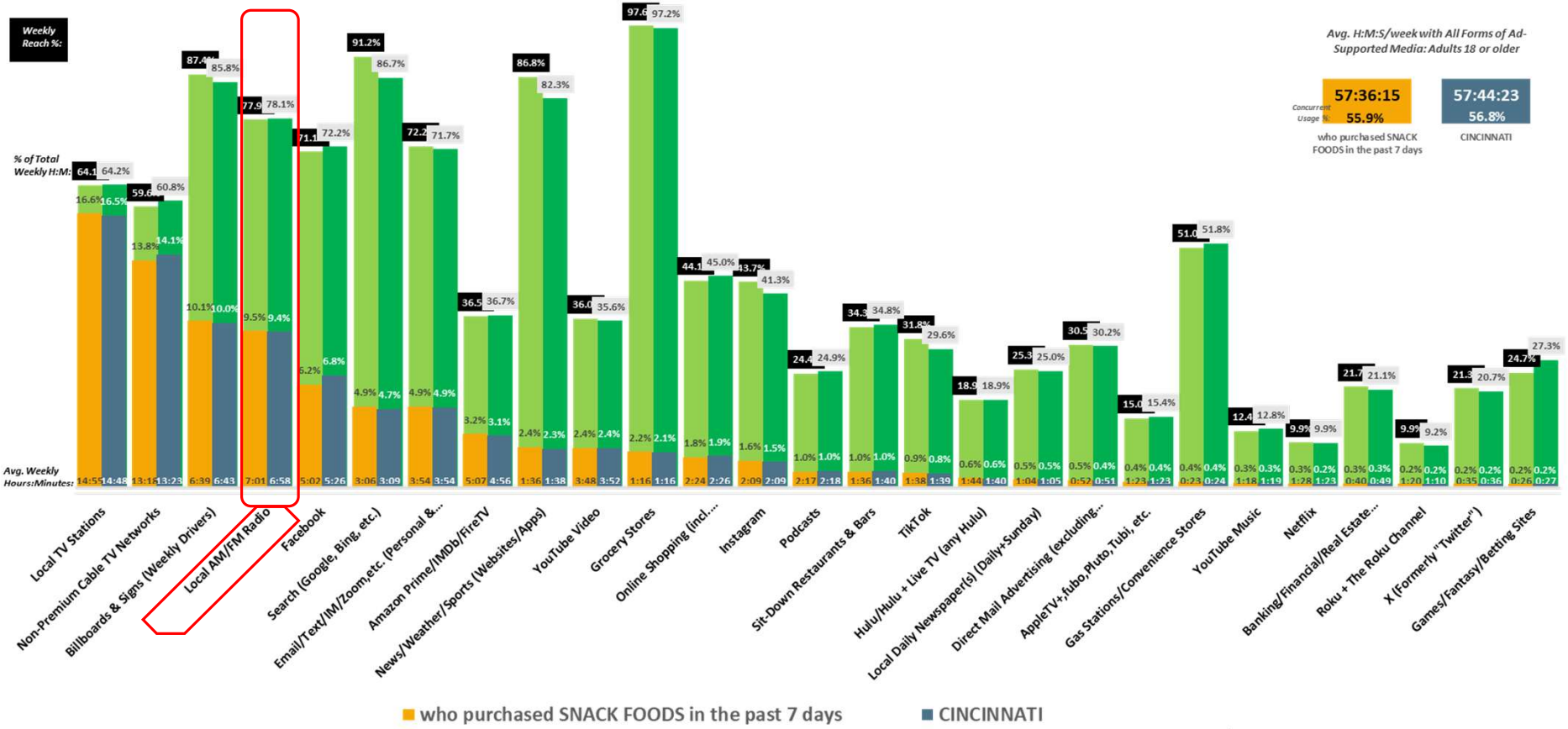
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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



Adults 18 or older who purchased SNACK FOODS in the past 7 days spend an average of 2 days, 9 hours, 36 minutes and 15 seconds each week with All Forms of Ad-Supported Media.

77.9% of Adults 18 or older who purchased SNACK FOODS in the past 7 days spend an avg. of 7 hours and 1 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.5% of total time spent with all forms of Ad-Supported Media.

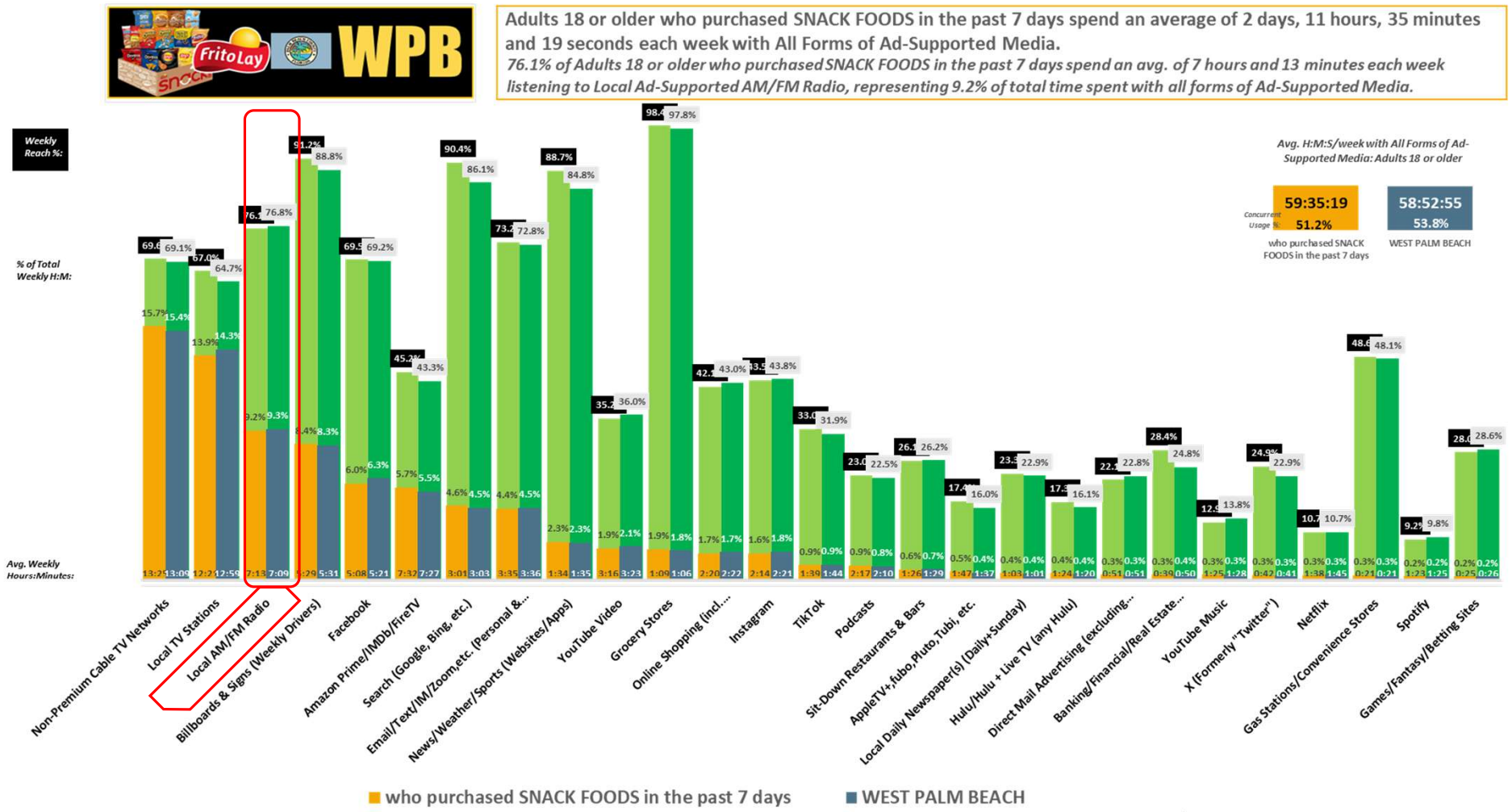


CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,446 CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,996

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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 1,751 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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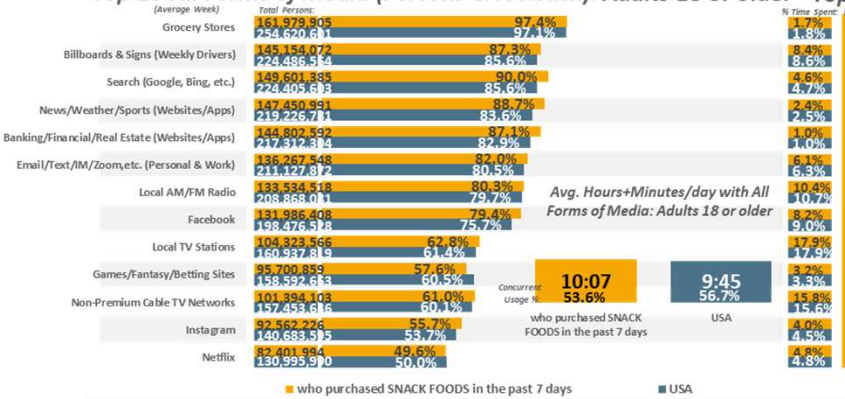
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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

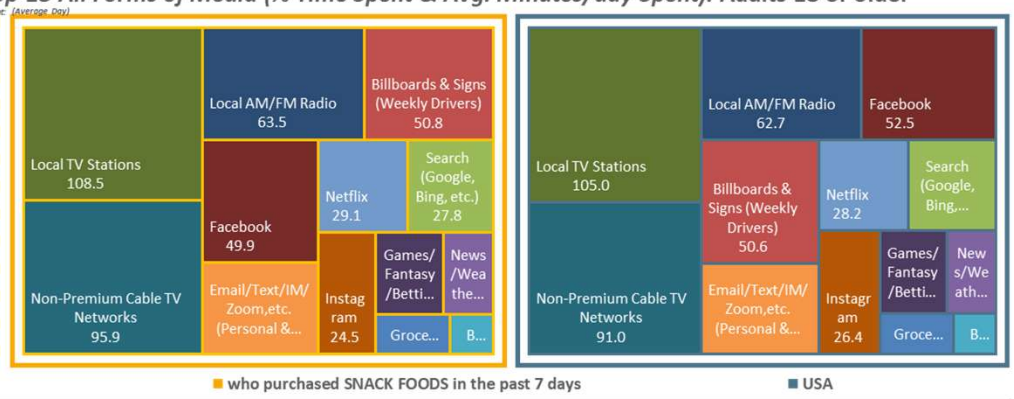


Adults 18 or older who purchased SNACK FOODS in the past 7 days spend an average of 7 hours and 34 minutes each day with All Forms of Ad-Supported Media. 77.3% listen to Local AM/FM Radio for an avg. of 58.7 minutes/day. *(Local Radio delivers 10.% of Time with Ad-Supported Media.)*

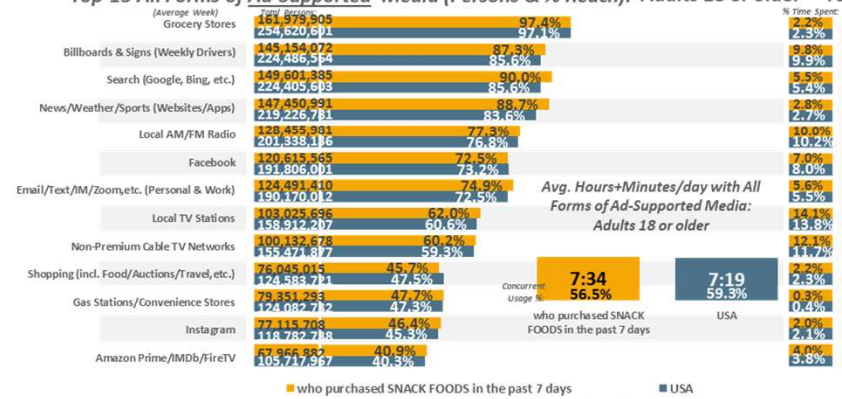
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



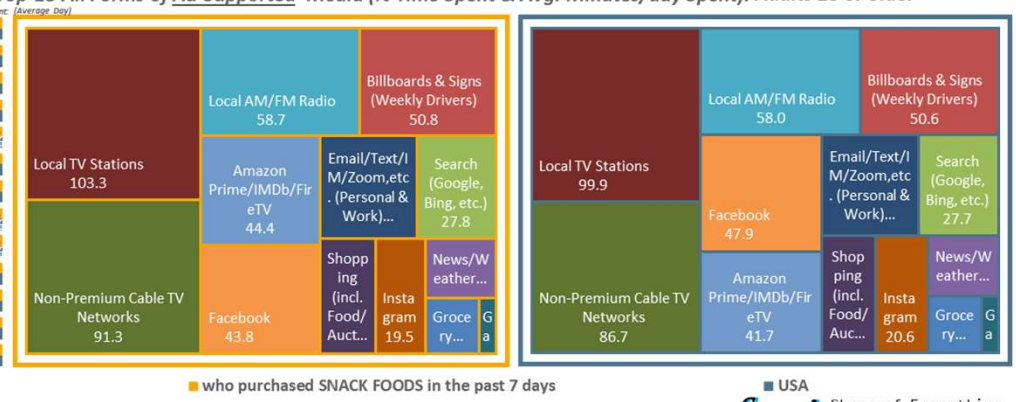
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 16,262

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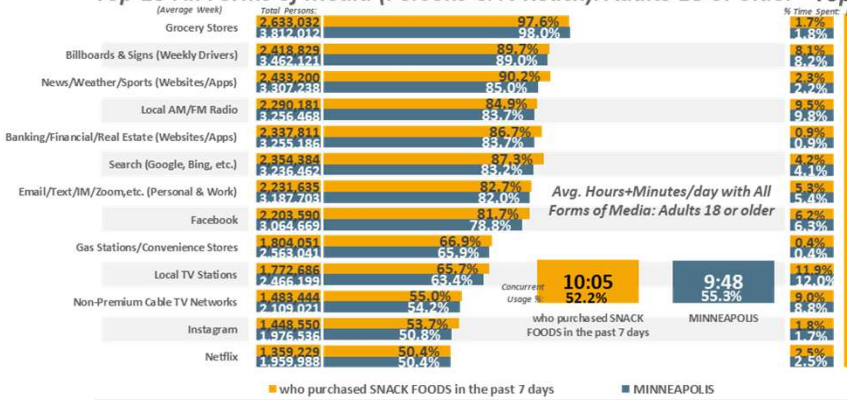
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,982

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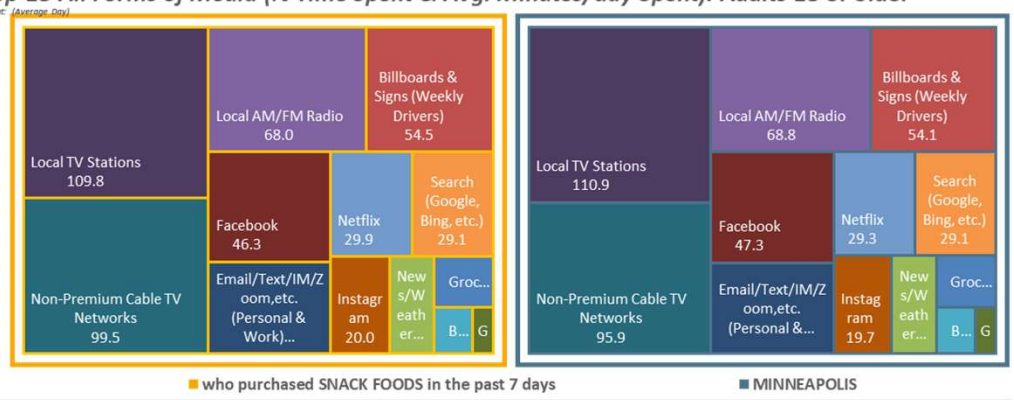
Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

Adults 18 or older who purchased SNACK FOODS in the past 7 days spend an average of 7 hours and 31 minutes each day with All Forms of Ad-Supported Media. 80.5% listen to Local AM/FM Radio for an avg. of 62.5 minutes/day. *(Local Radio delivers 11.1% of Time with Ad-Supported Media.)*

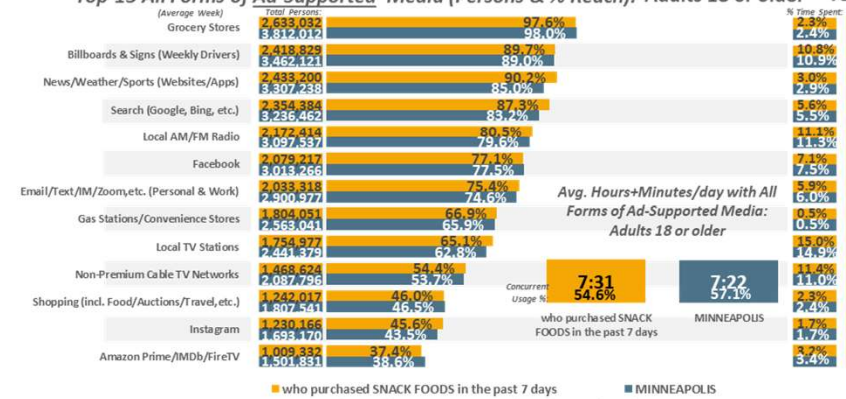
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



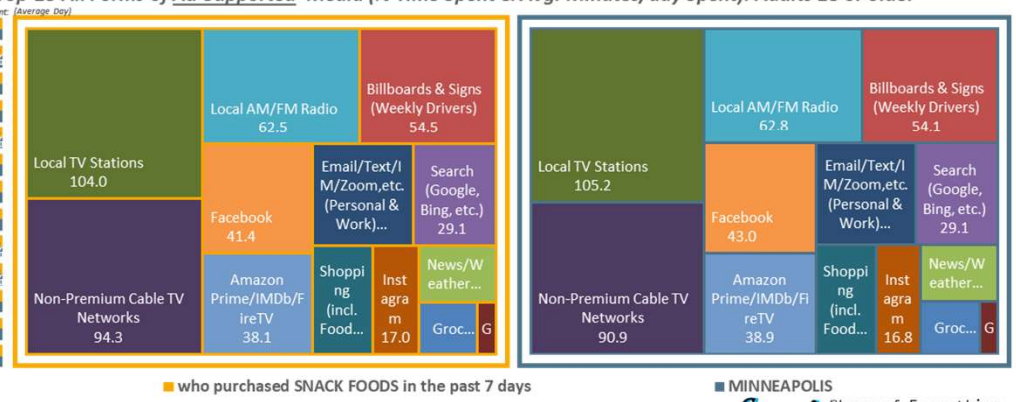
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MINNEAPOLIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,452

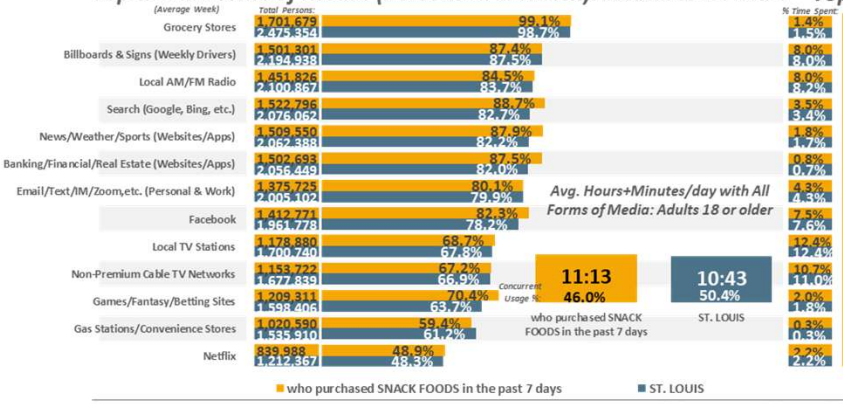
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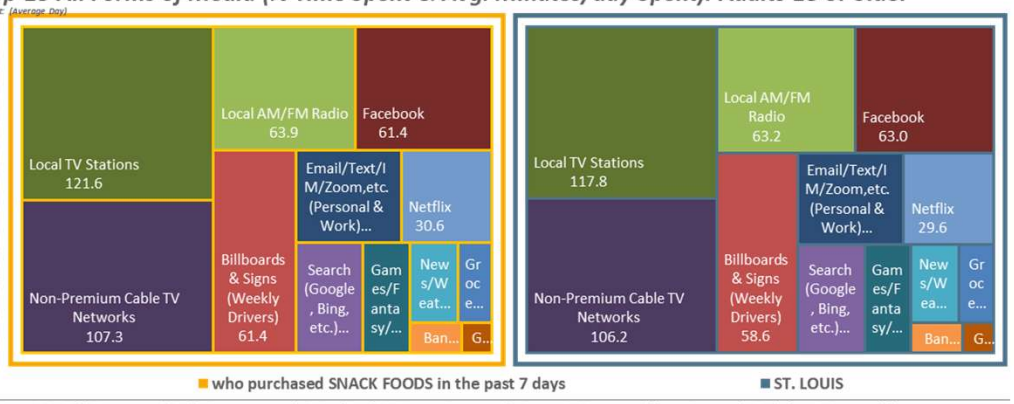
Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

Adults 18 or older who purchased SNACK FOODS in the past 7 days spend an average of 8 hours and 26 minutes each day with All Forms of Ad-Supported Media. 81.6% listen to Local AM/FM Radio for an avg. of 60.8 minutes/day. *(Local Radio delivers 9.8% of Time with Ad-Supported Media.)*

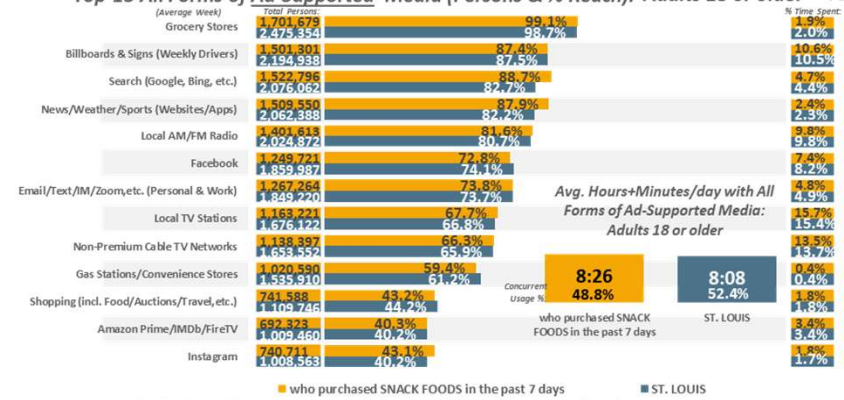
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



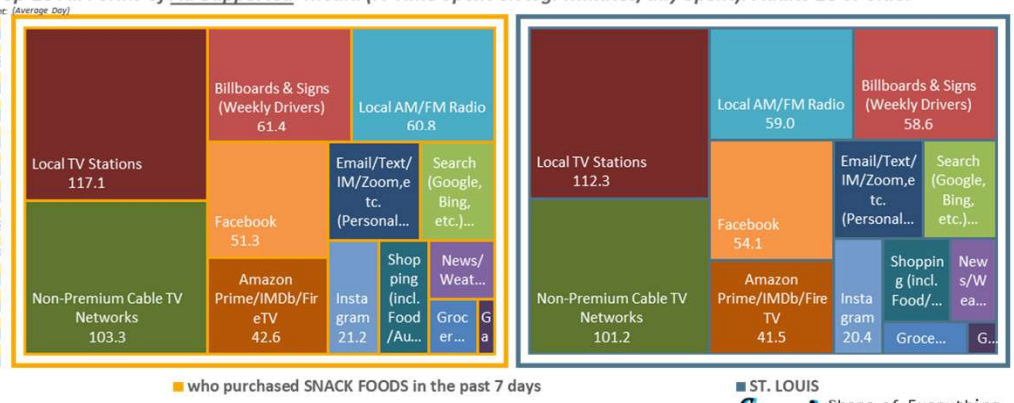
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,475

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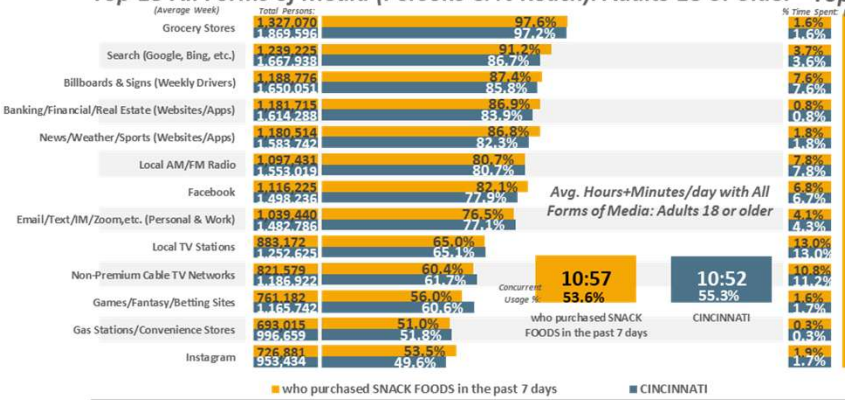
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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

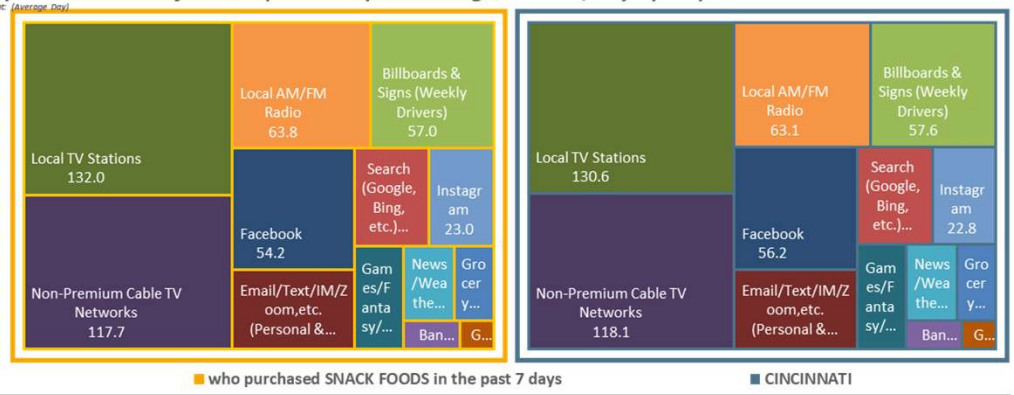


Adults 18 or older who purchased SNACK FOODS in the past 7 days spend an average of 8 hours and 13 minutes each day with All Forms of Ad-Supported Media. 77.9% listen to Local AM/FM Radio for an avg. of 60.2 minutes/day. *(Local Radio delivers 9.5% of Time with Ad-Supported Media.)*

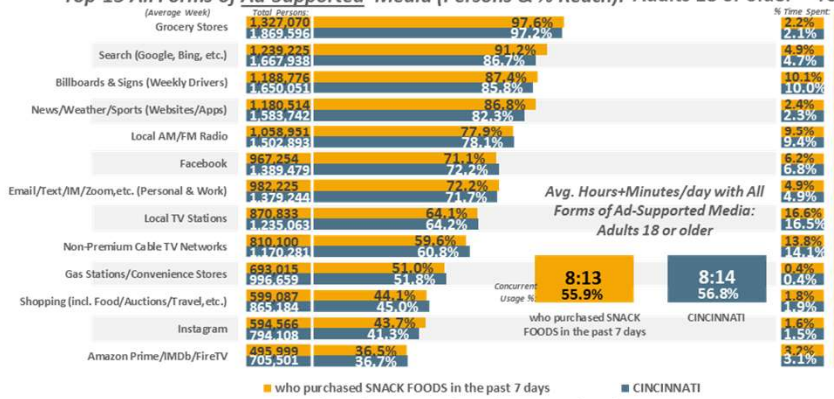
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



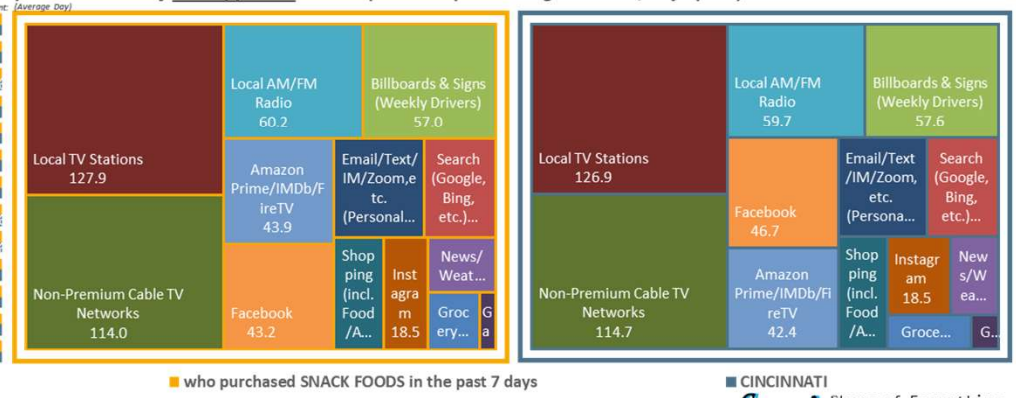
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,446

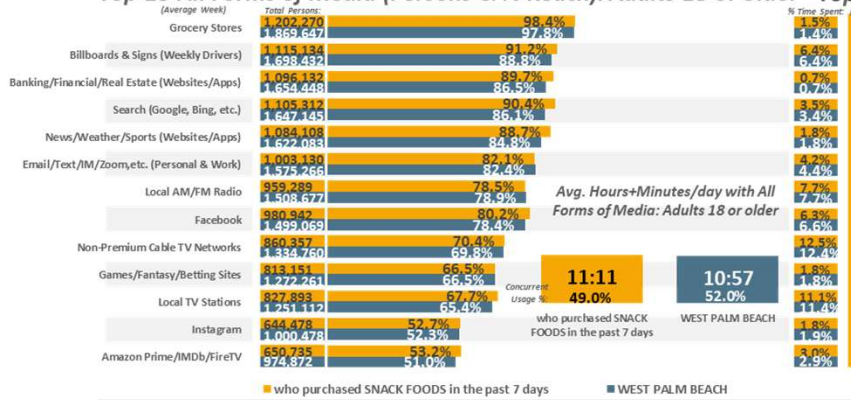
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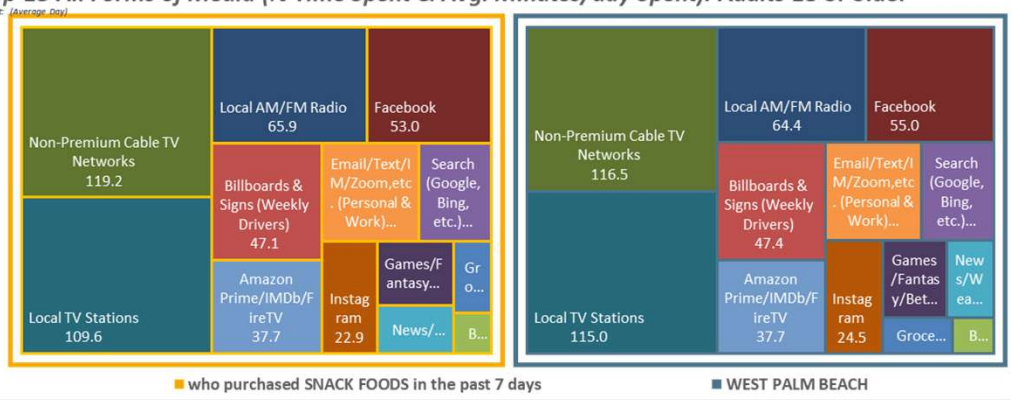
Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

Adults 18 or older who purchased SNACK FOODS in the past 7 days spend an average of 8 hours and 30 minutes each day with All Forms of Ad-Supported Media. 76.1% listen to Local AM/FM Radio for an avg. of 62. minutes/day. *(Local Radio delivers 9.2% of Time with Ad-Supported Media.)*

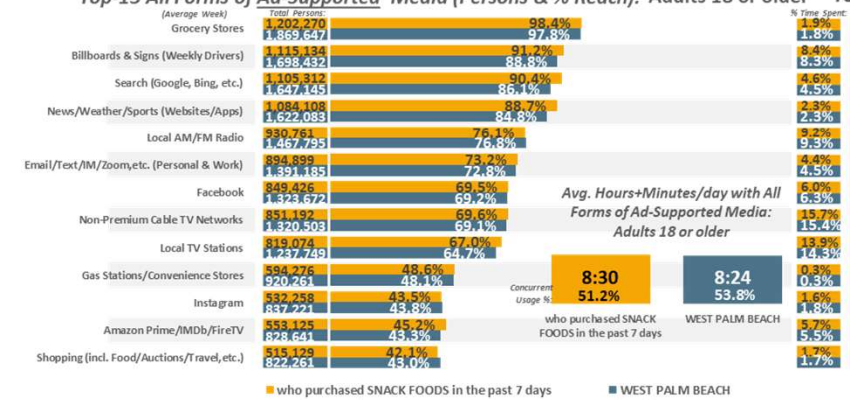
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



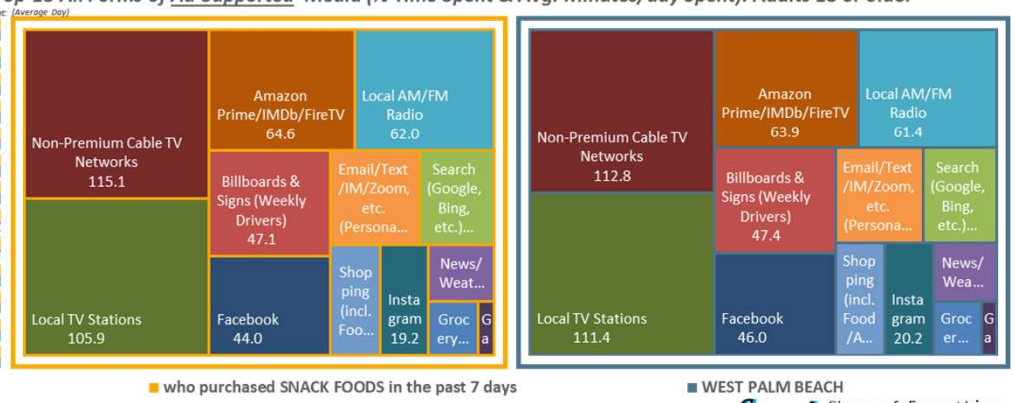
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 1,751

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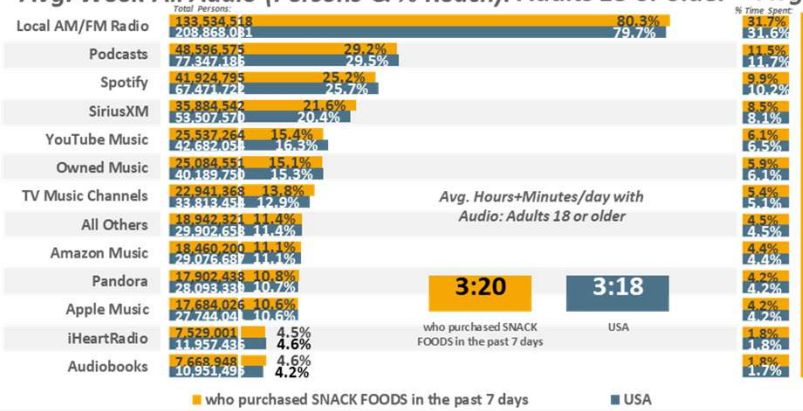
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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

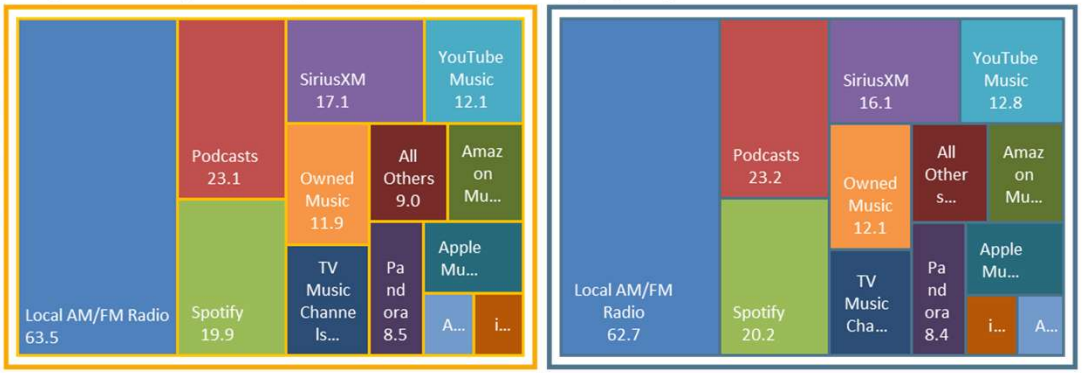


128,455,981 or 77.3% of Adults 18 or older who purchased SNACK FOODS in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 58.7 minutes every day representing 41.5% of all time spent daily with Ad-Supported Audio.

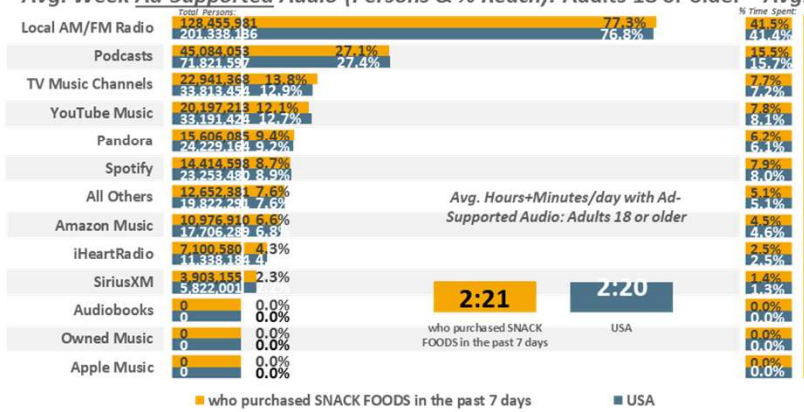
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



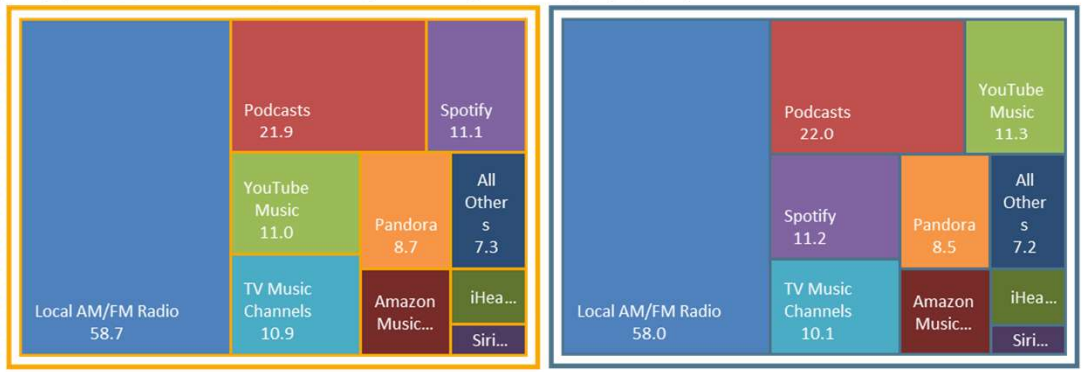
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 16,262

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Scarborough R2 2025: Feb24-Jul25 USA Projection

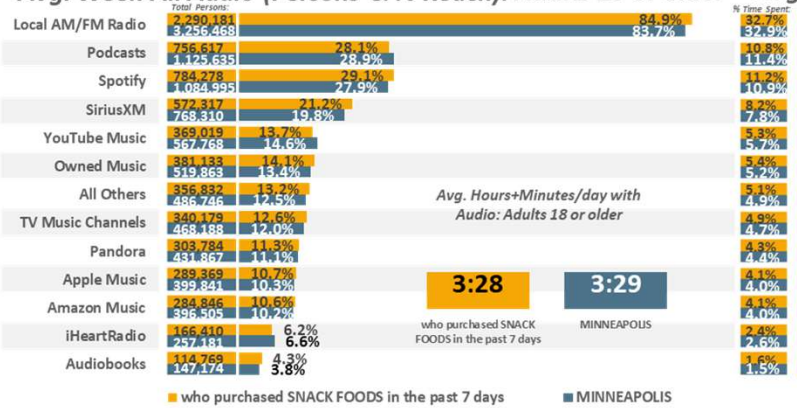
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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

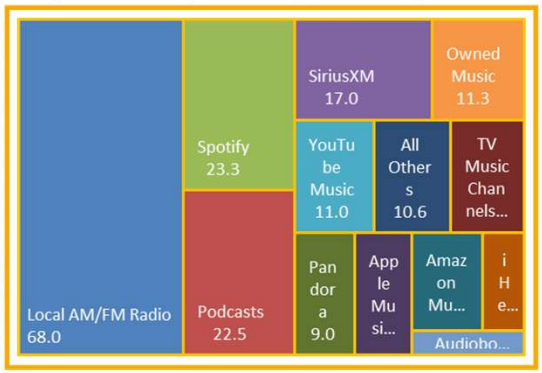


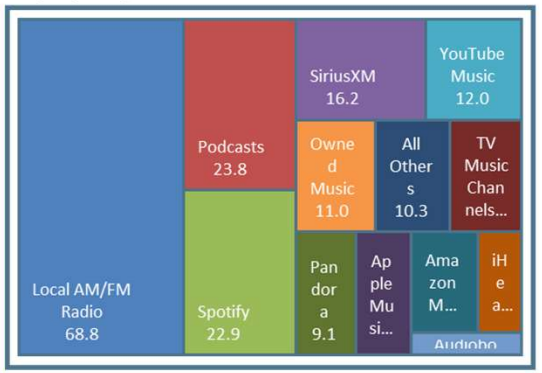
2,172,414 or 80.5% of Adults 18 or older who purchased SNACK FOODS in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 62.5 minutes every day representing 42.3% of all time spent daily with Ad-Supported Audio.

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

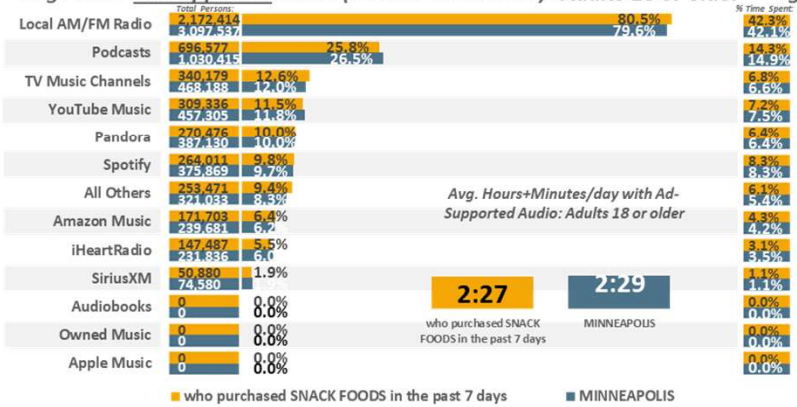


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

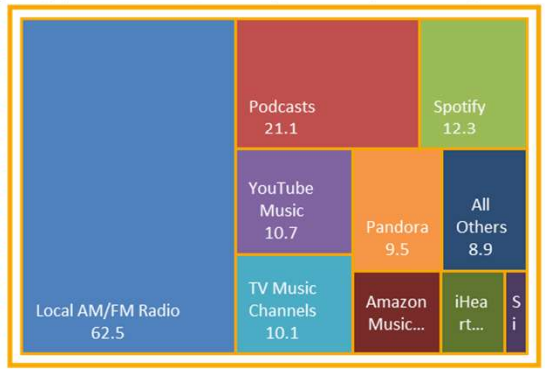


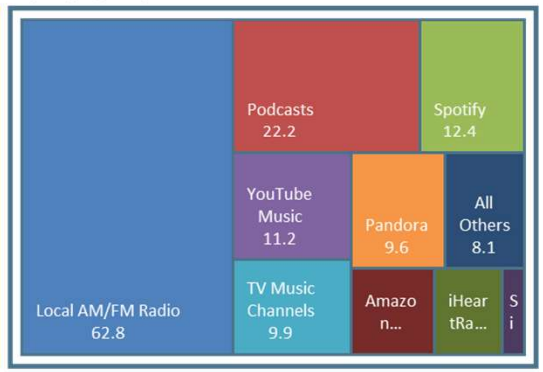


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





MINNEAPOLIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,452

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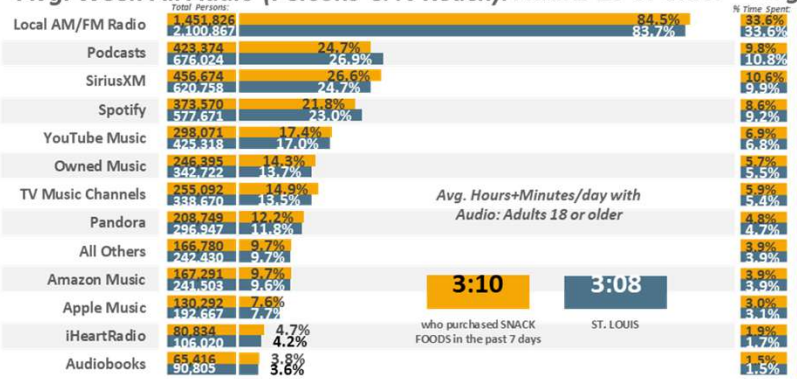
soefa.ai Share of Everything for Anything

Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

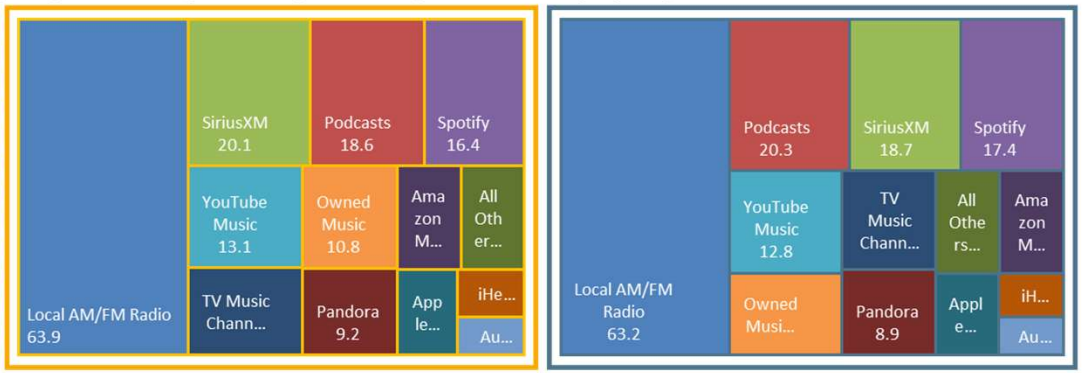


1,401,613 or 81.6% of Adults 18 or older who purchased SNACK FOODS in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 60.8 minutes every day representing 43.9% of all time spent daily with Ad-Supported Audio.

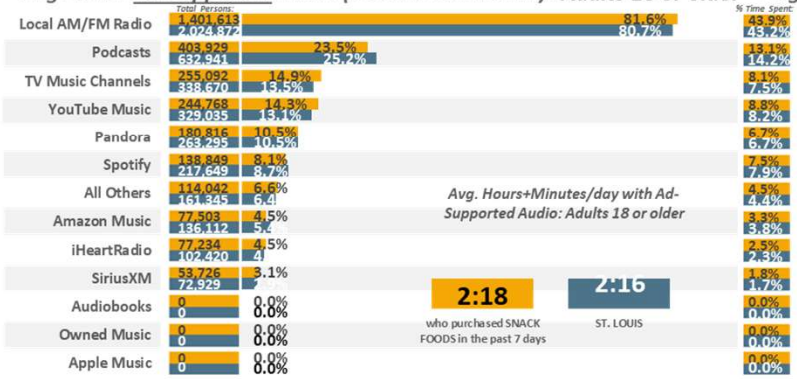
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



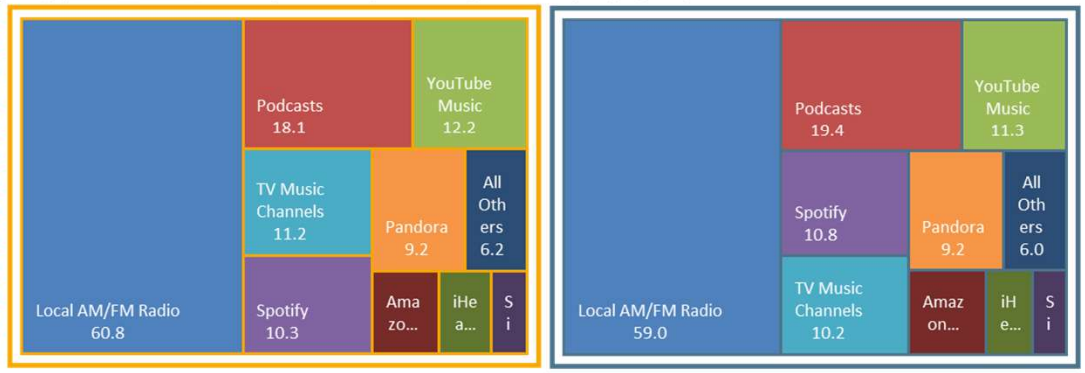
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,475

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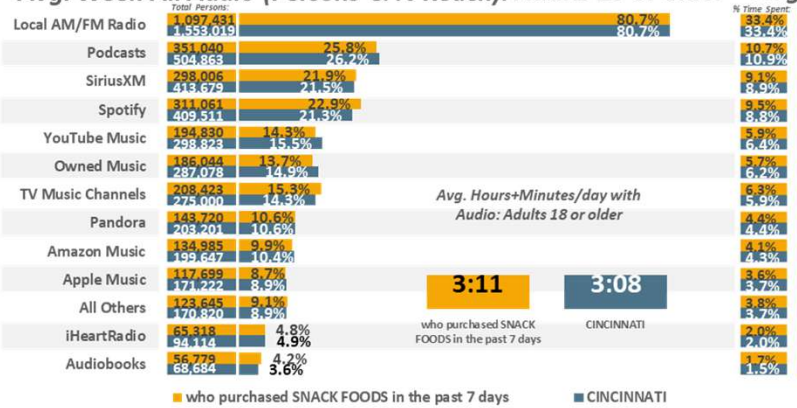
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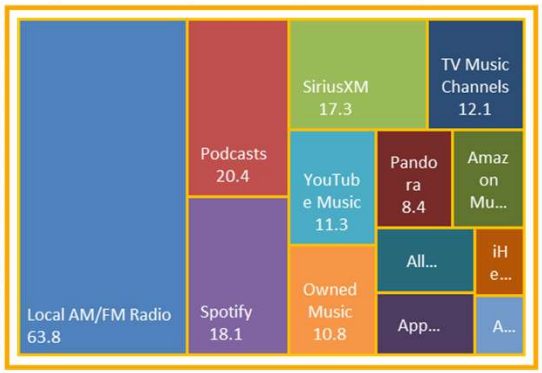
Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

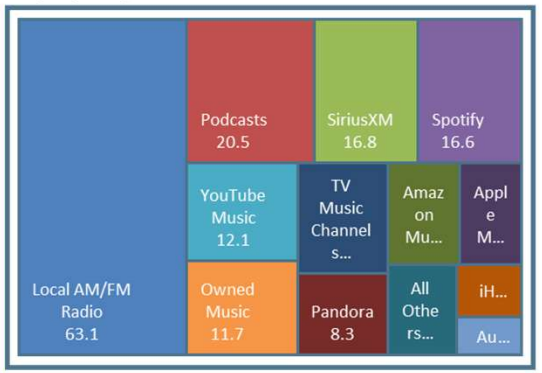


1,058,951 or 77.9% of Adults 18 or older who purchased SNACK FOODS in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 60.2 minutes every day representing 43.5% of all time spent daily with Ad-Supported Audio.

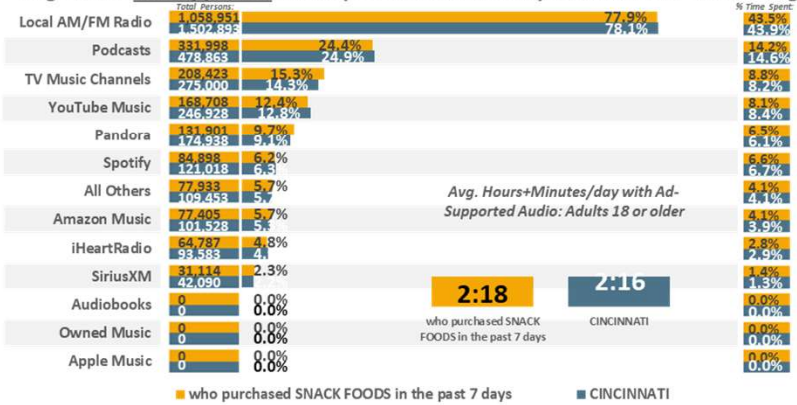
Avg. Week All Audio (Persons & % Reach): Adults 18 or older

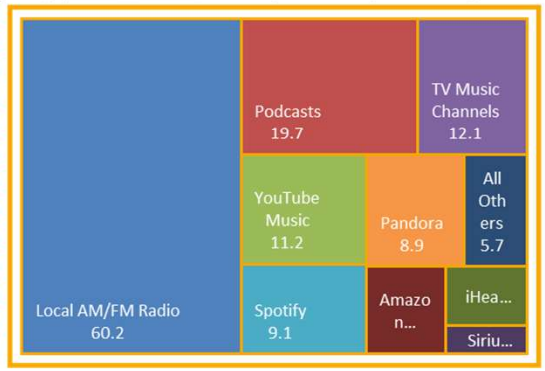


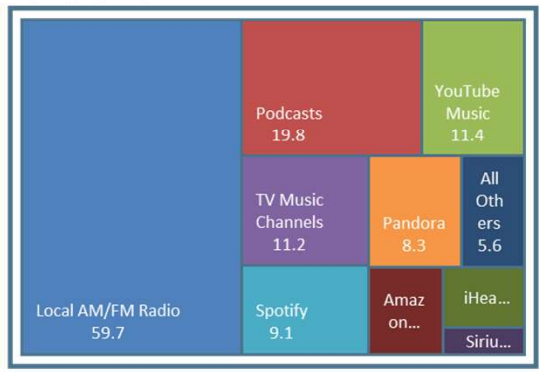




Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older







CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,446

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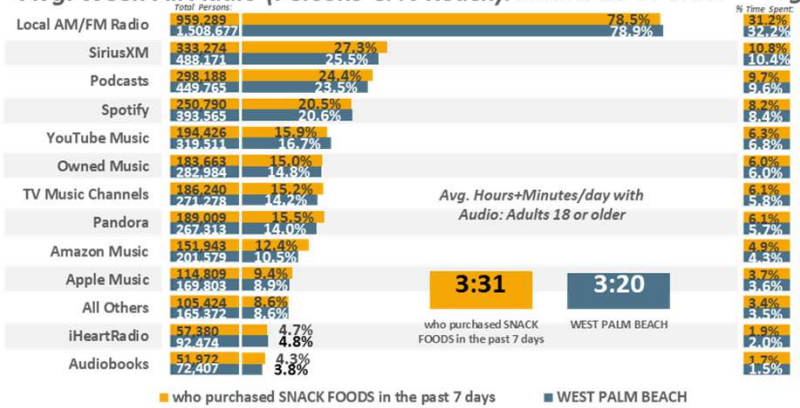
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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

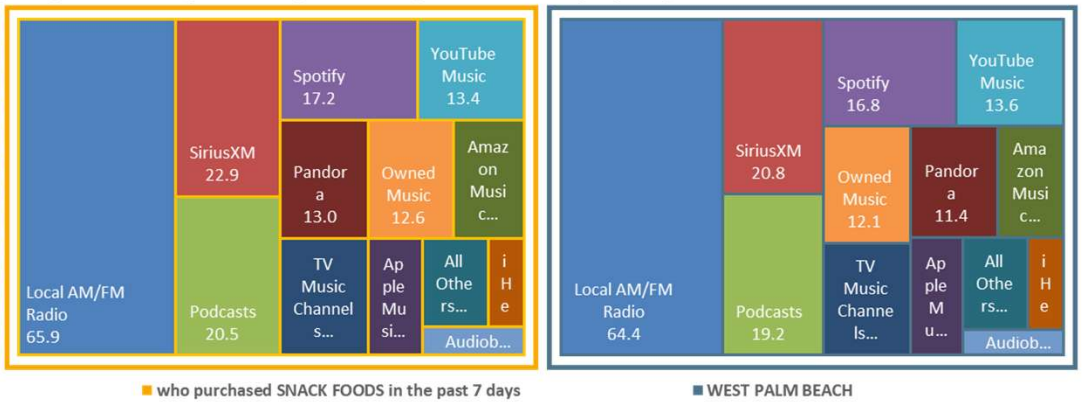


930,761 or 76.1% of Adults 18 or older who purchased SNACK FOODS in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 62. minutes every day representing 40.9% of all time spent daily with Ad-Supported Audio.

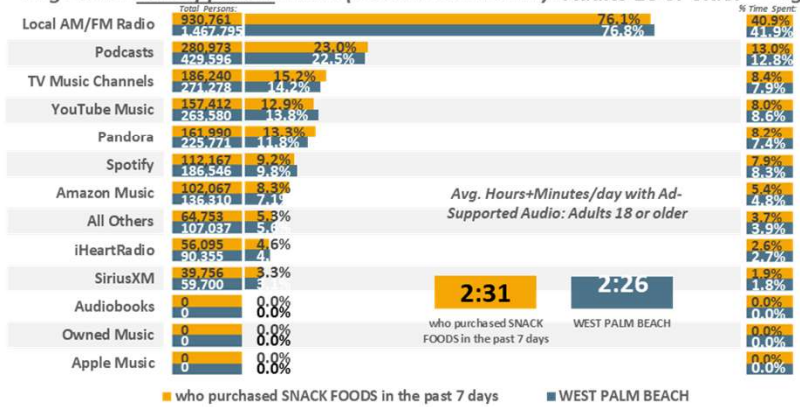
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



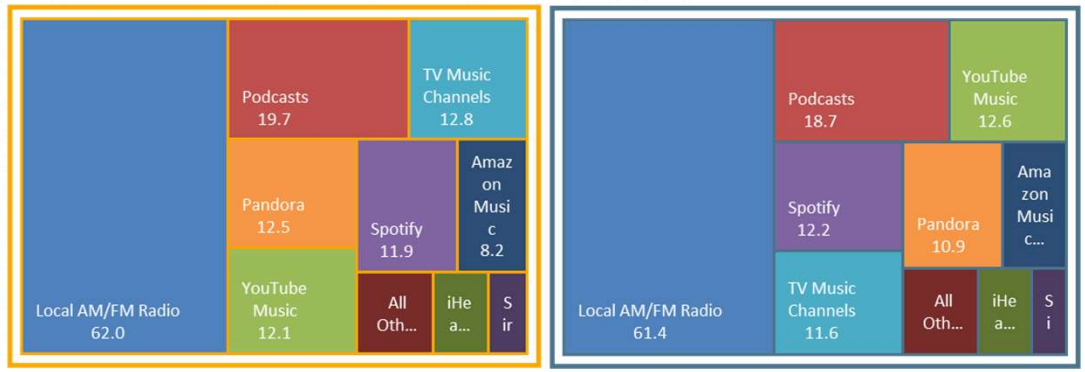
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 1,751

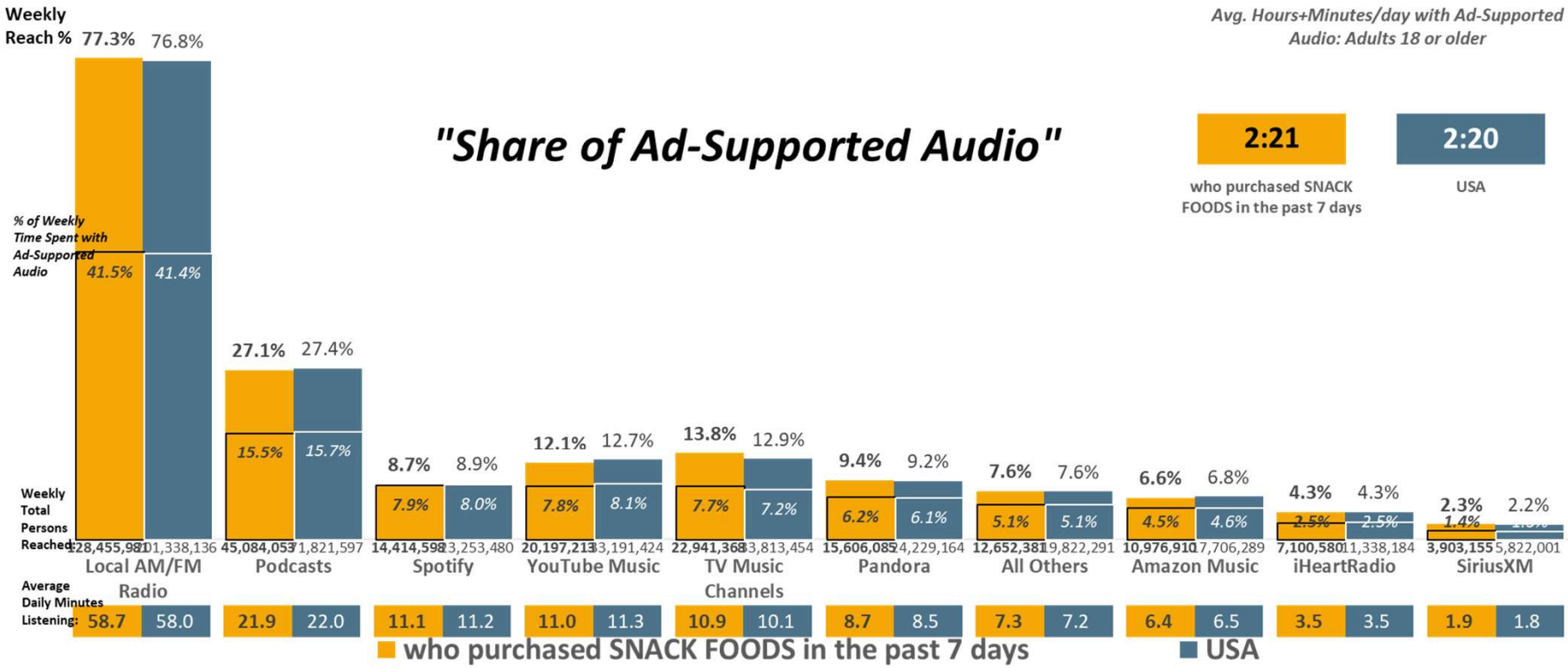
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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



128,455,981 or 77.3% of Adults 18 or older who purchased SNACK FOODS in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 58.7 minutes every day representing 41.5% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 16,262

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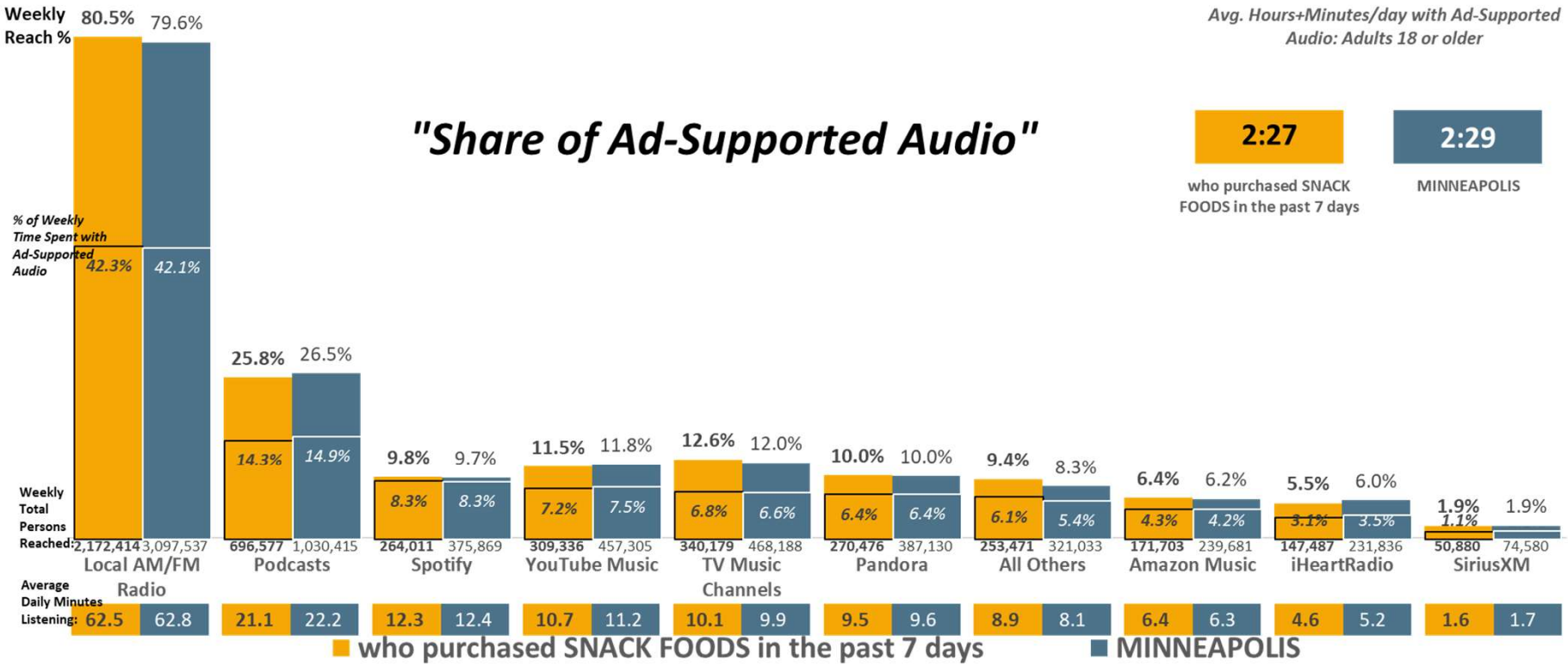
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,982

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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



2,172,414 or 80.5% of Adults 18 or older who purchased SNACK FOODS in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 62.5 minutes every day representing 42.3% of all time spent daily with Ad-Supported Audio.



MINNEAPOLIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,452 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081

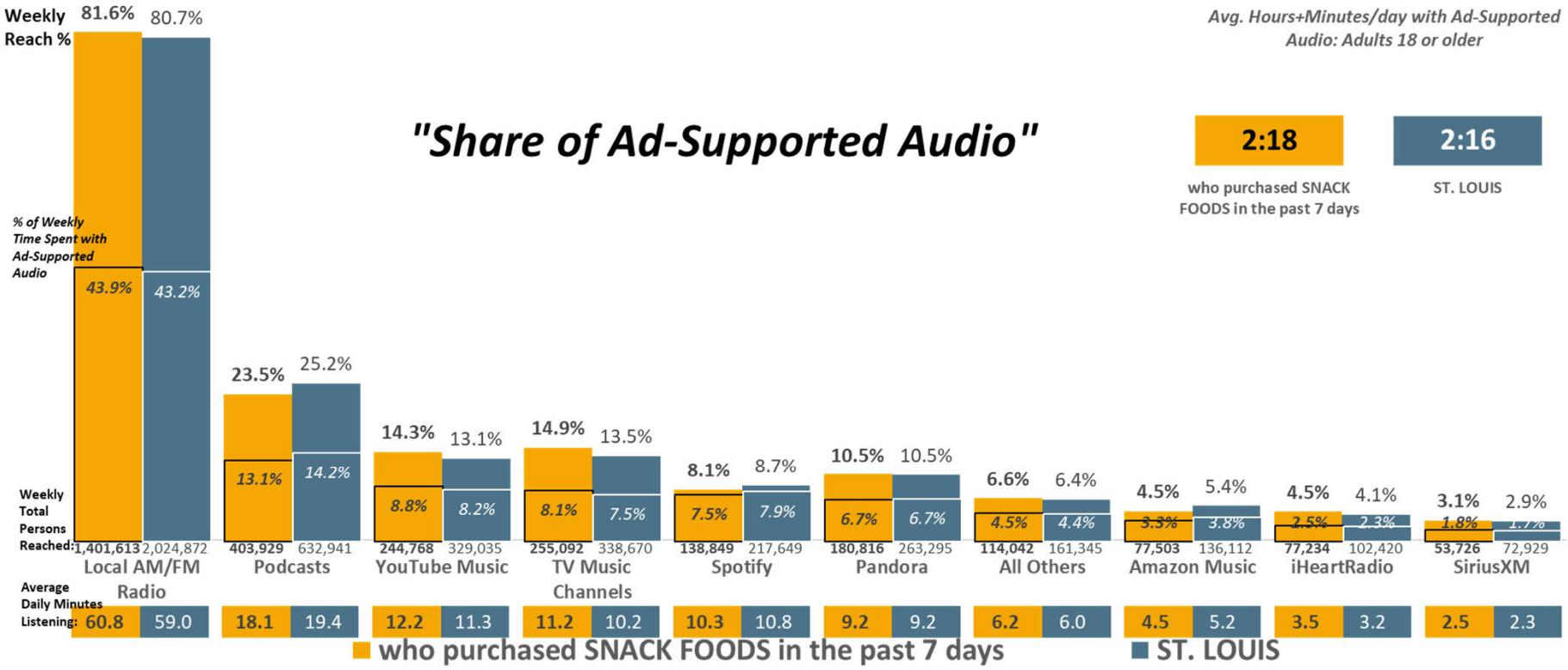
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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



1,401,613 or 81.6% of Adults 18 or older who purchased SNACK FOODS in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 60.8 minutes every day representing 43.9% of all time spent daily with Ad-Supported Audio.



ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,475 ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,075

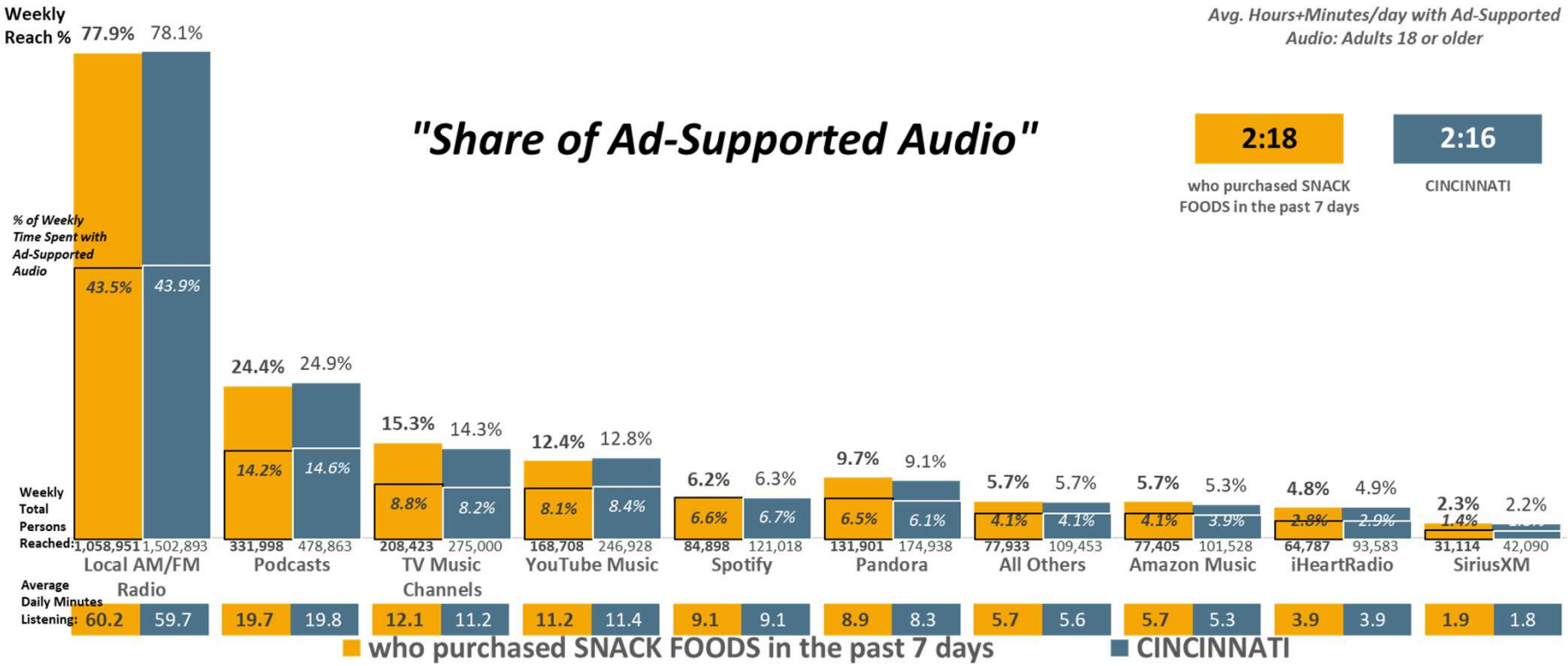
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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



1,058,951 or 77.9% of Adults 18 or older who purchased SNACK FOODS in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 60.2 minutes every day representing 43.5% of all time spent daily with Ad-Supported Audio.



	Local AM/FM Radio	Podcasts	TV Music Channels	YouTube Music	Spotify	Pandora	All Others	Amazon Music	iHeartRadio	SiriusXM
Weekly Reach %	77.9% / 78.1%	24.4% / 24.9%	15.3% / 14.3%	12.4% / 12.8%	6.2% / 6.3%	9.7% / 9.1%	5.7% / 5.7%	5.7% / 5.3%	4.8% / 4.9%	2.3% / 2.2%
% of Weekly Time Spent with Ad-Supported Audio	43.5% / 43.9%	14.2% / 14.6%	8.8% / 8.2%	8.1% / 8.4%	6.6% / 6.7%	6.5% / 6.1%	4.1% / 4.1%	4.1% / 3.9%	2.8% / 2.9%	1.4% /
Weekly Total Persons Reached:	1,058,951 / 1,502,893	331,998 / 478,863	208,423 / 275,000	168,708 / 246,928	84,898 / 121,018	131,901 / 174,938	77,933 / 109,453	77,405 / 101,528	64,787 / 93,583	31,114 / 42,090
Average Daily Minutes Listening:	60.2 / 59.7	19.7 / 19.8	12.1 / 11.2	11.2 / 11.4	9.1 / 9.1	8.9 / 8.3	5.7 / 5.6	5.7 / 5.3	3.9 / 3.9	1.9 / 1.8

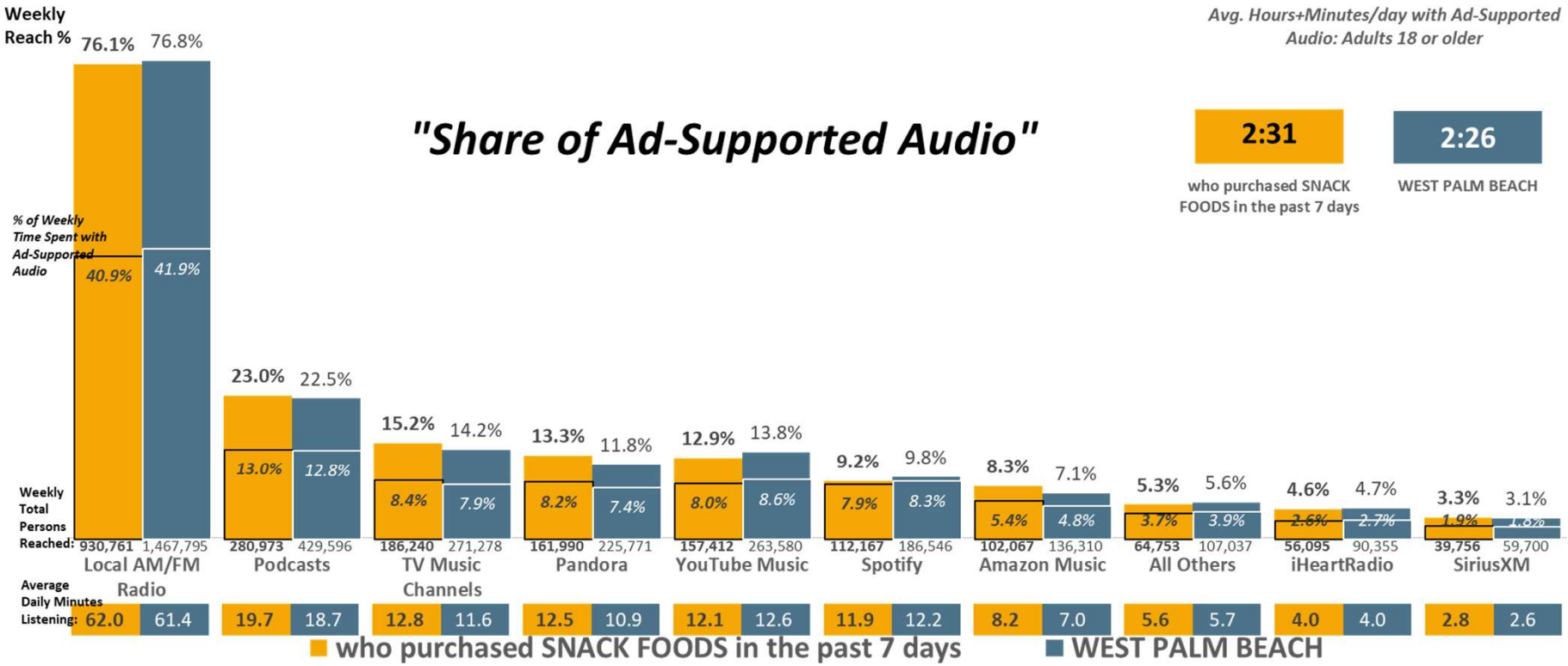
CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,446 CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,996

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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

930,761 or 76.1% of Adults 18 or older who purchased SNACK FOODS in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 62. minutes every day representing 40.9% of all time spent daily with Ad-Supported Audio.



WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 1,751 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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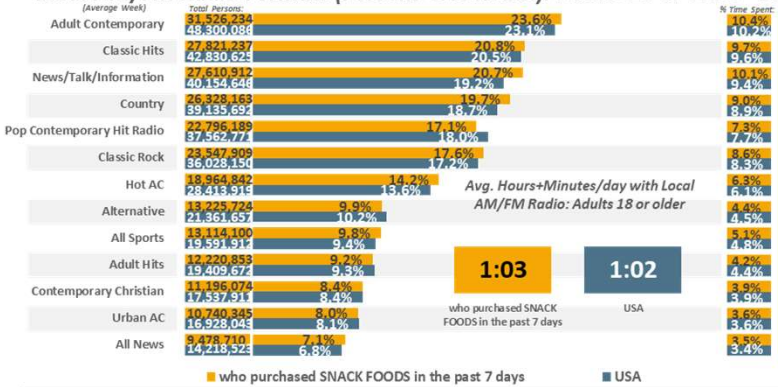
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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

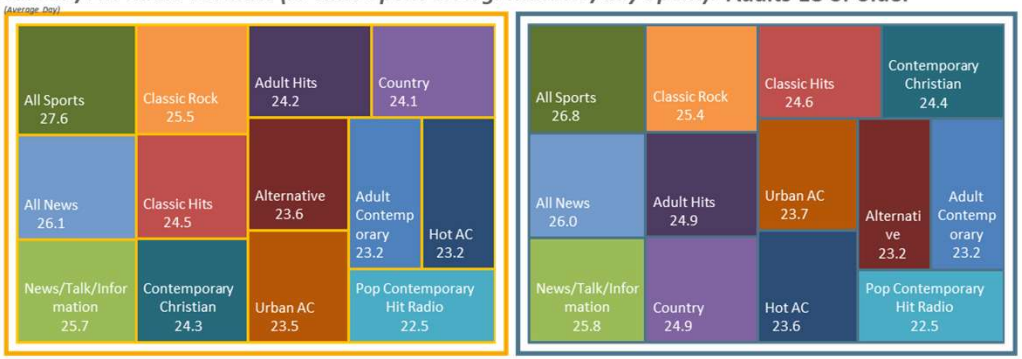


128,455,981 or 77.3% of Adults 18 or older who purchased SNACK FOODS in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Country, Classic Rock, and Pop Contemporary Hit Radio.

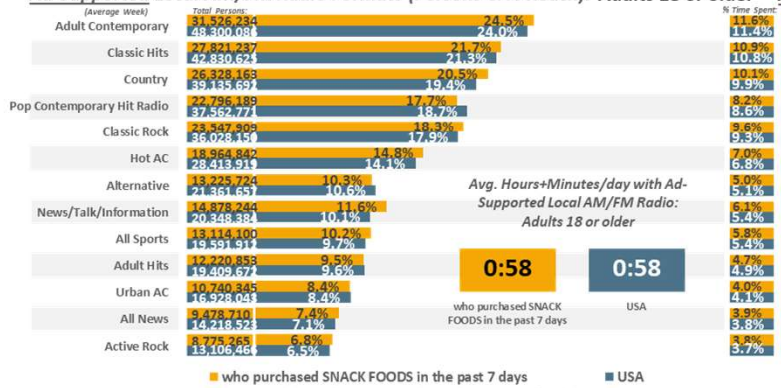
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



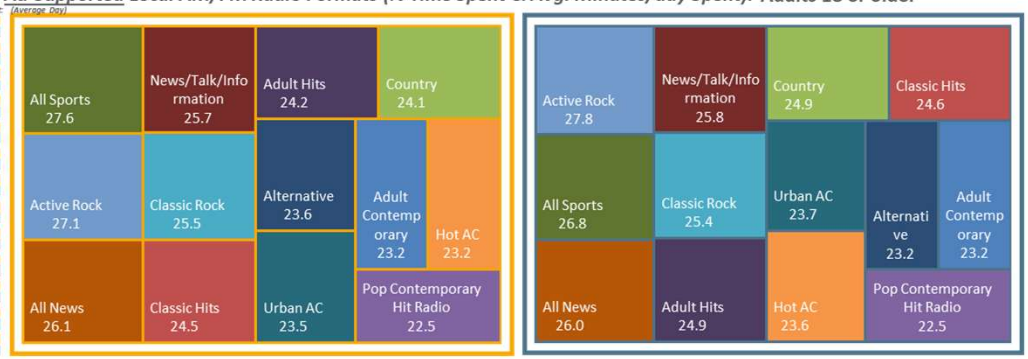
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA *USA Projection* *Scarborough R2 2025: Feb24-Jul25* *Qual Intab* *16,262*

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USA Projection *Scarborough R1 2025: Feb24-Mar25* *Qual Intab* *24,982*

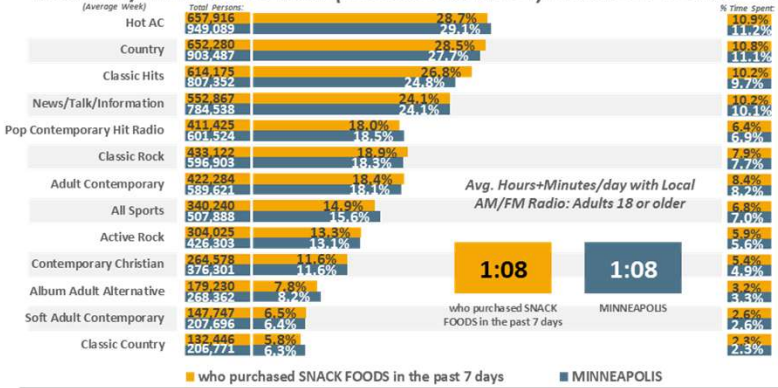
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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

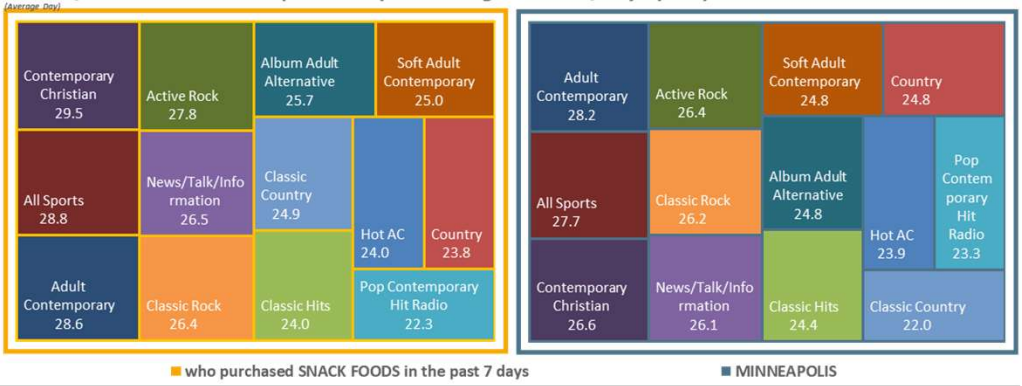


2,172,414 or 80.5% of Adults 18 or older who purchased SNACK FOODS in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Country, Classic Hits, Classic Rock, and Adult Contemporary.

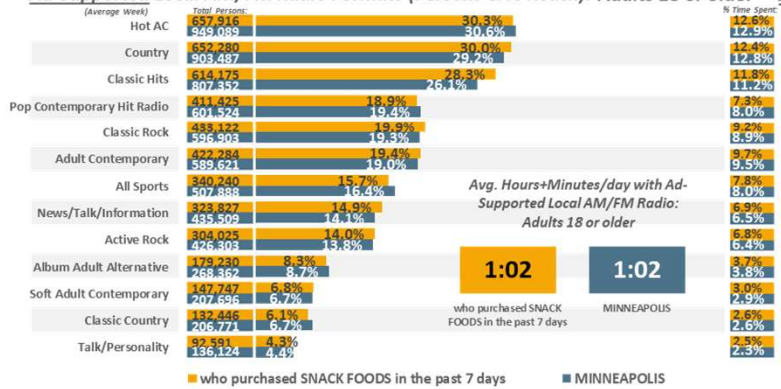
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



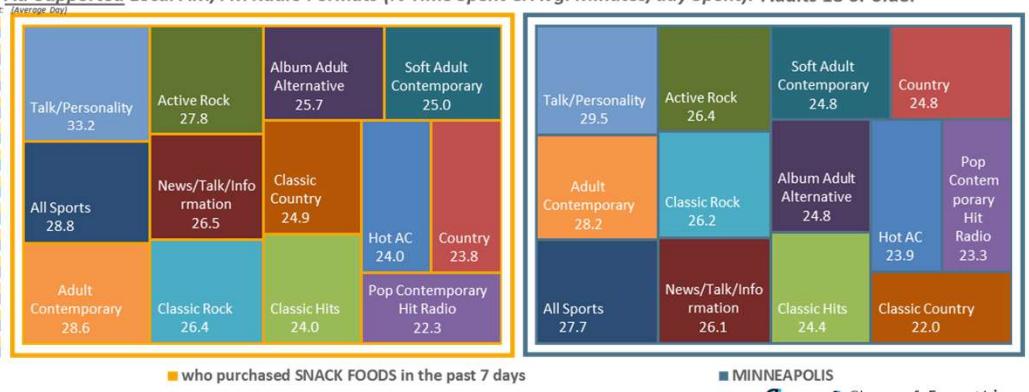
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,452

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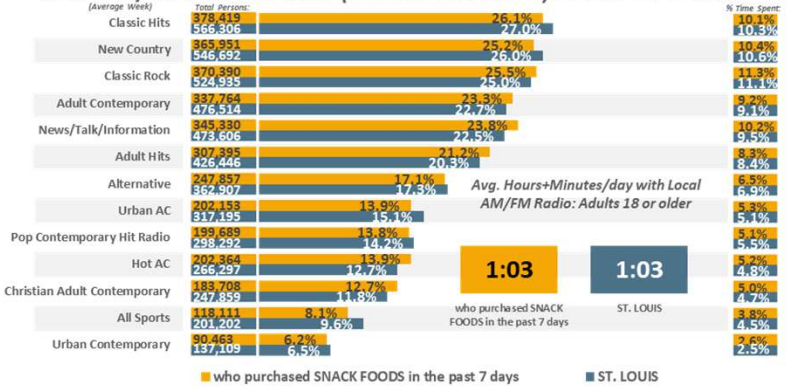
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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

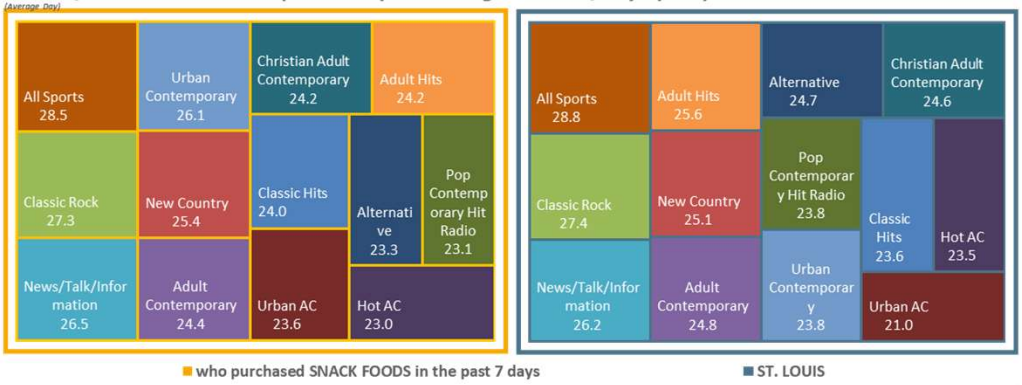


1,401,613 or 81.6% of Adults 18 or older who purchased SNACK FOODS in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Classic Rock, New Country, Adult Contemporary, and Adult Hits.

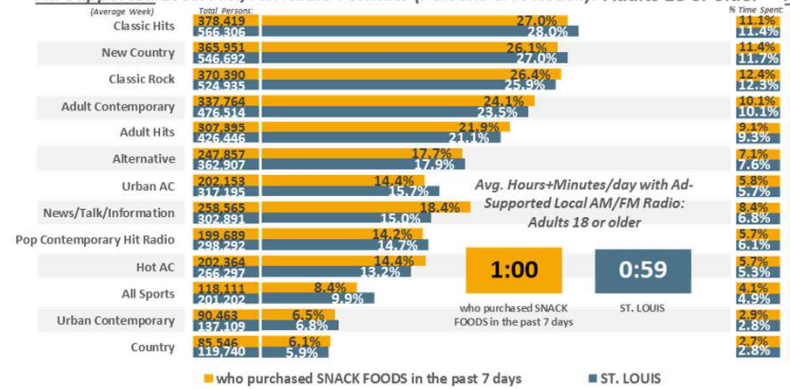
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



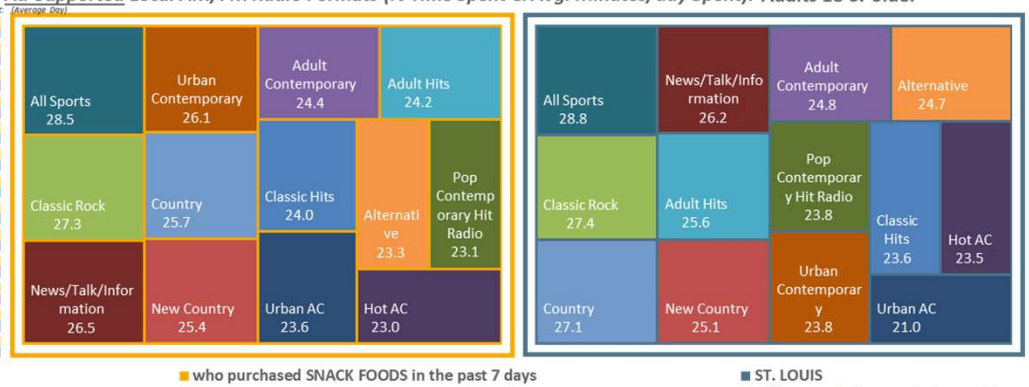
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,475

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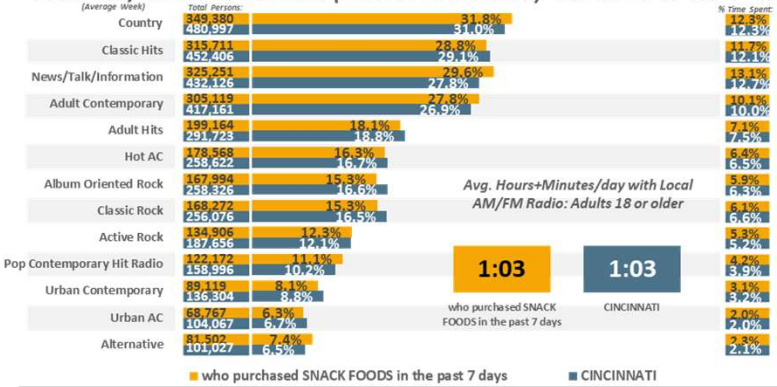
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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

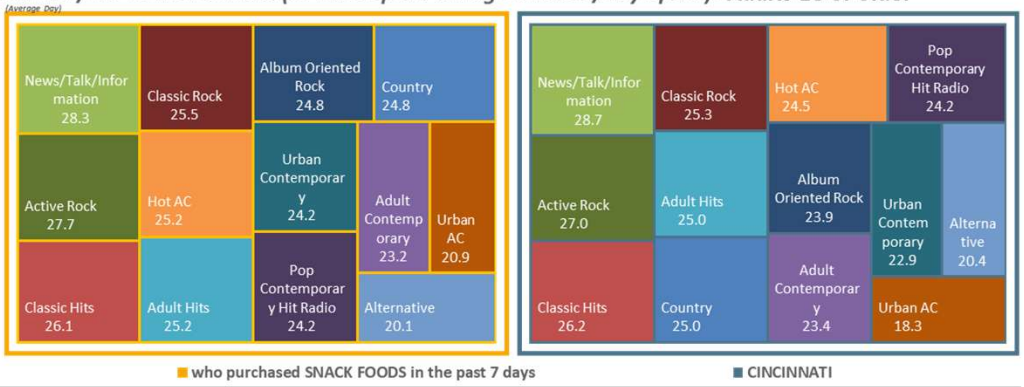


1,058,951 or 77.9% of Adults 18 or older who purchased SNACK FOODS in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Classic Hits, Adult Contemporary, News/Talk/Information, and Adult Hits.

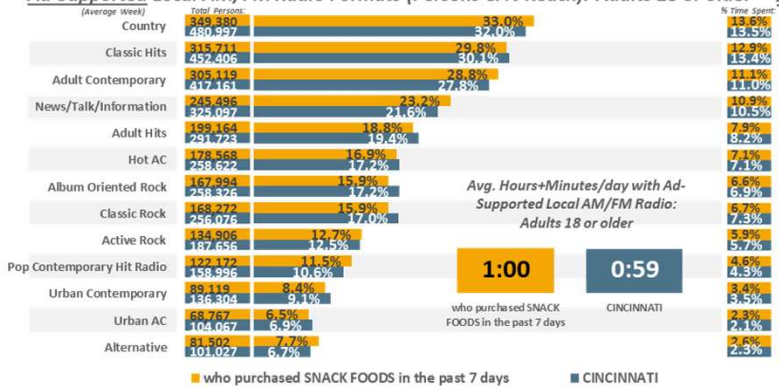
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



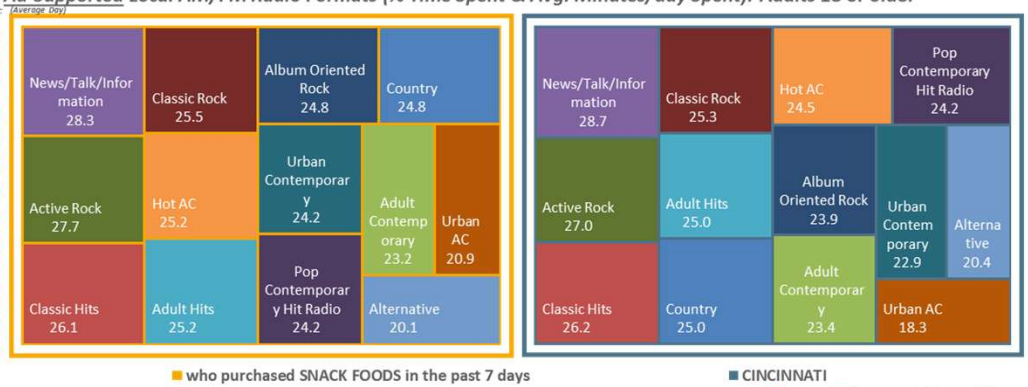
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,446

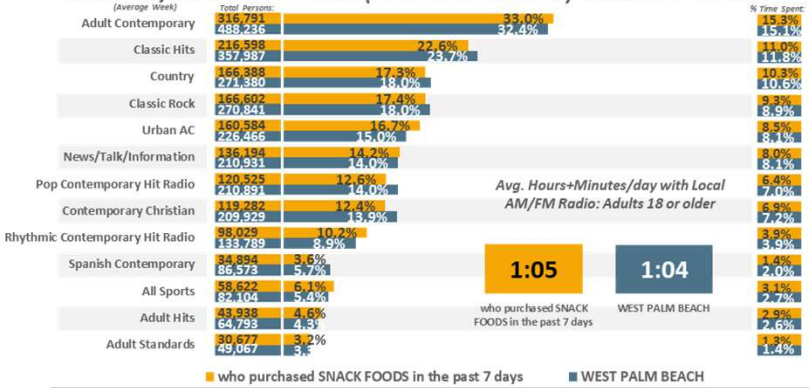
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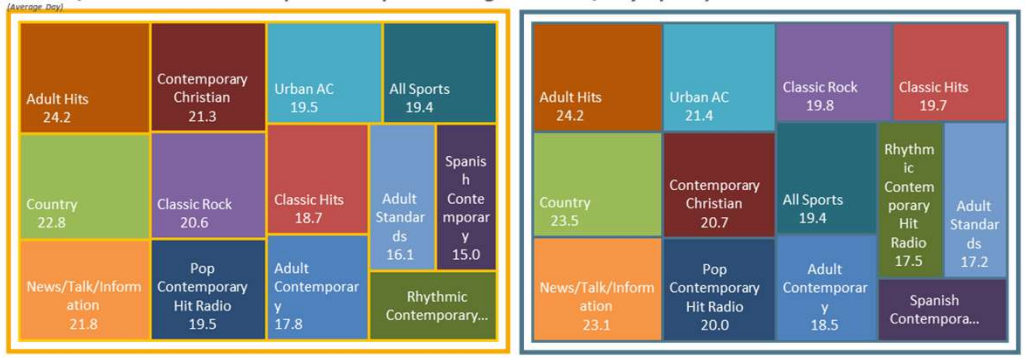
Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

930,761 or 76.1% of Adults 18 or older who purchased SNACK FOODS in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Classic Rock, Country, and Urban AC.

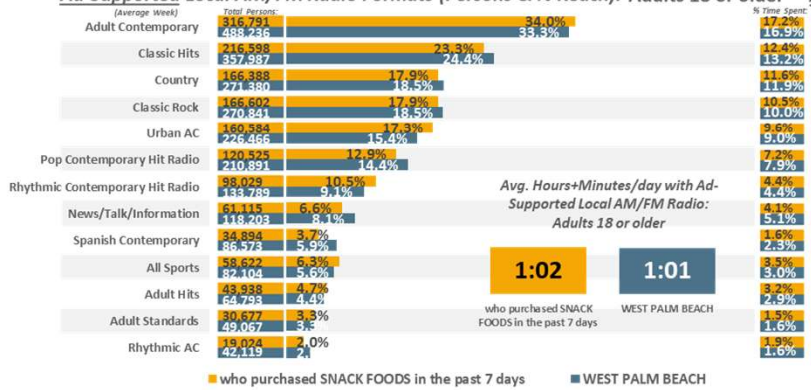
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



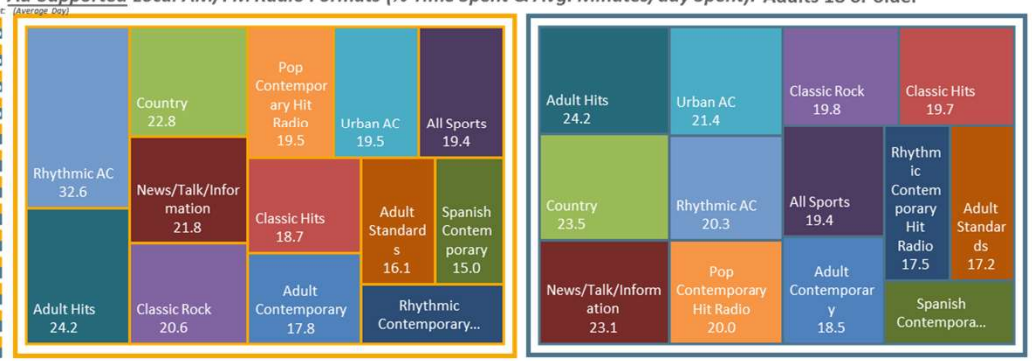
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 1,751

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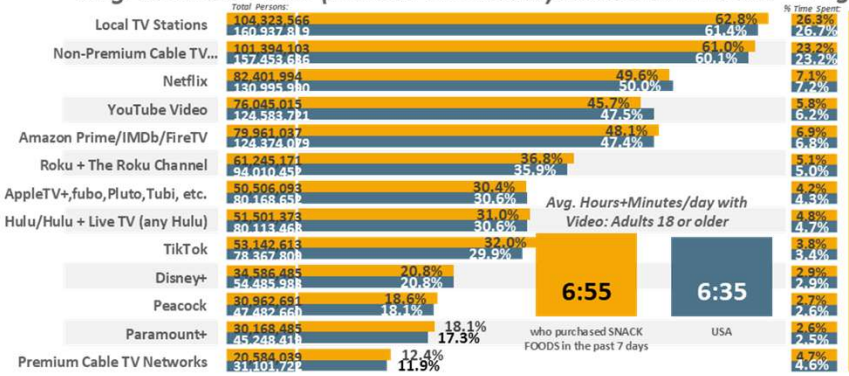
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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

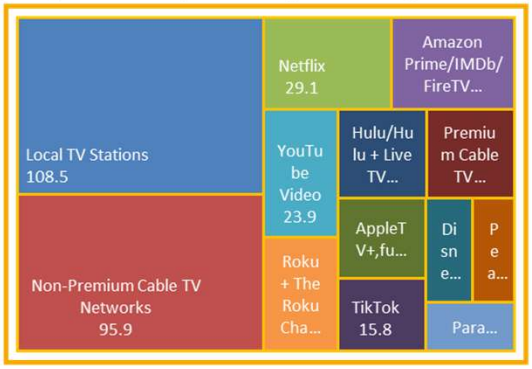


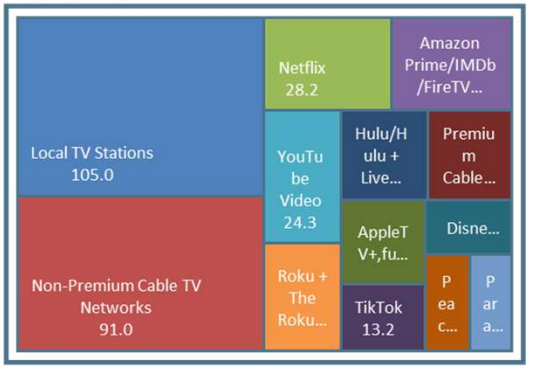
103,025,696 or 62.% of Adults 18 or older who purchased SNACK FOODS in the past 7 days watch Ad-Supported Local TV Stations for an average of 103.3 minutes every day representing 30.6% of all time spent daily with Ad-Supported Video.

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

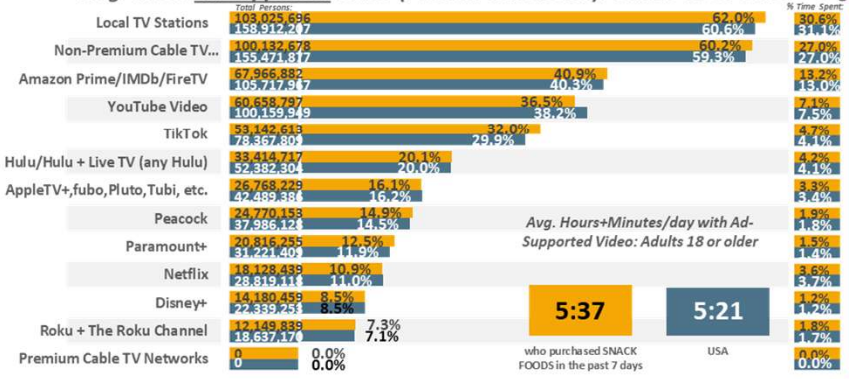


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

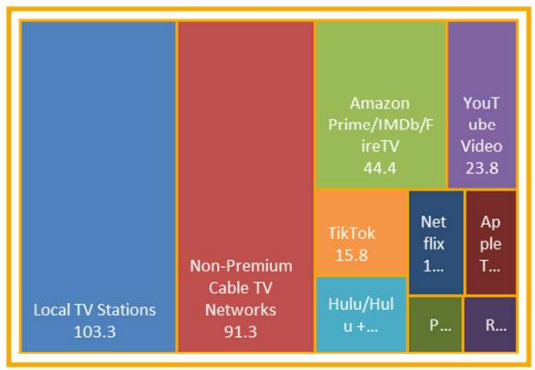


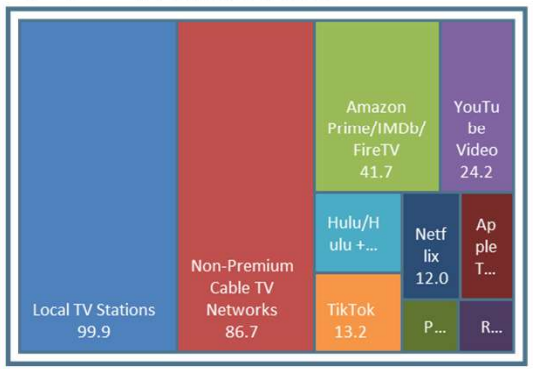


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 16,262

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,982

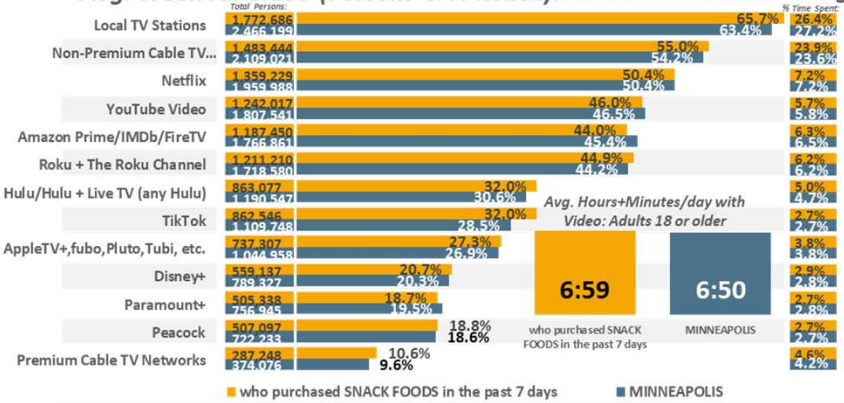
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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

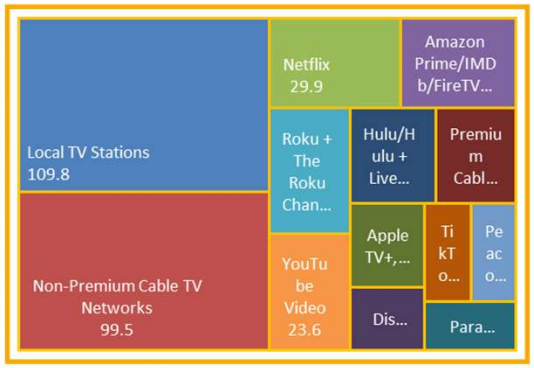


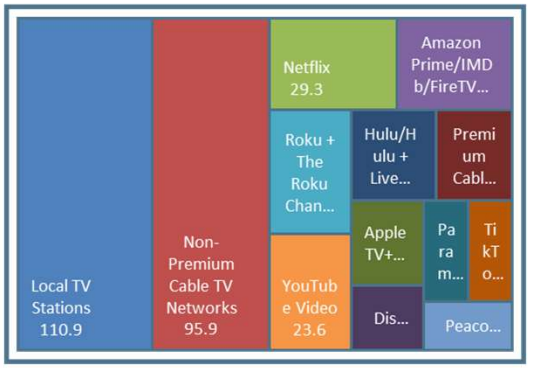
1,754,977 or 65.1% of Adults 18 or older who purchased SNACK FOODS in the past 7 days watch Ad-Supported Local TV Stations for an average of 104. minutes every day representing 31.2% of all time spent daily with Ad-Supported Video.

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

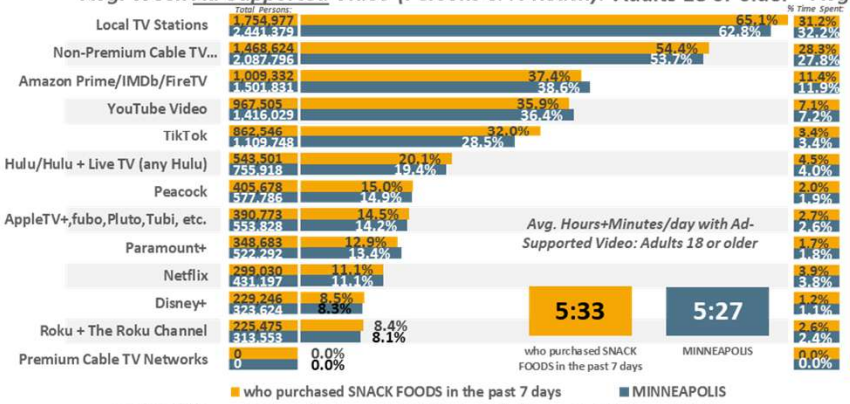


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

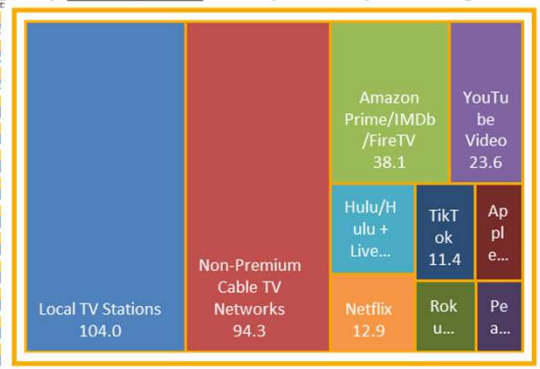


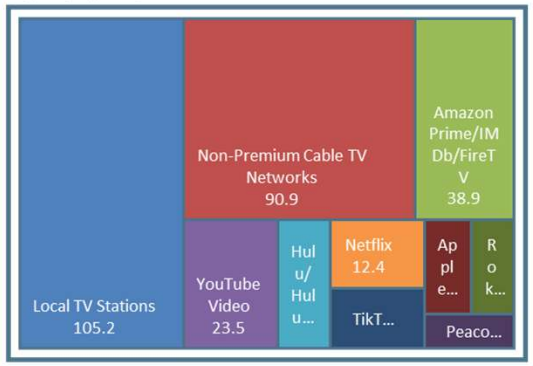


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





MINNEAPOLIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,452

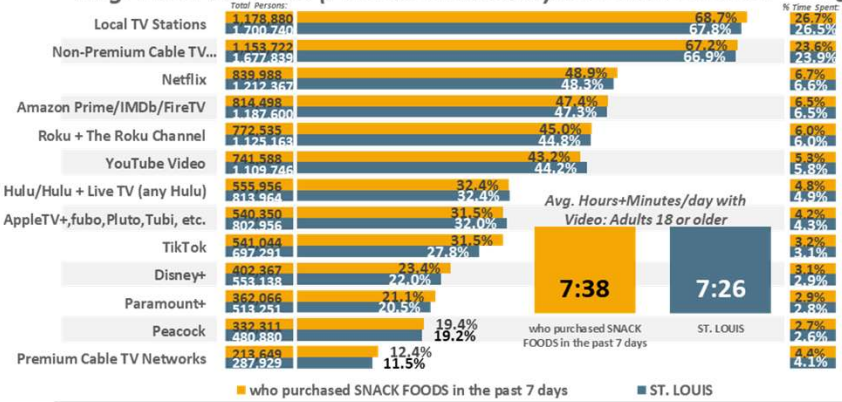
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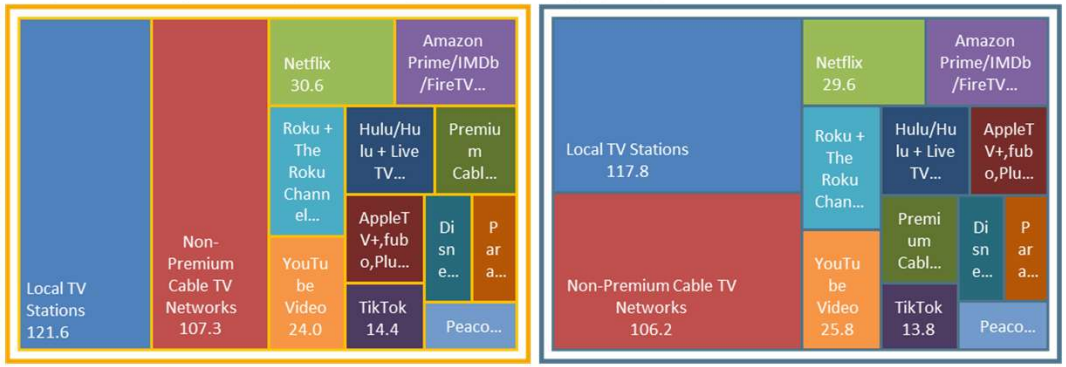
Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

1,163,221 or 67.7% of Adults 18 or older who purchased SNACK FOODS in the past 7 days watch Ad-Supported Local TV Stations for an average of 117.1 minutes every day representing 31.8% of all time spent daily with Ad-Supported Video.

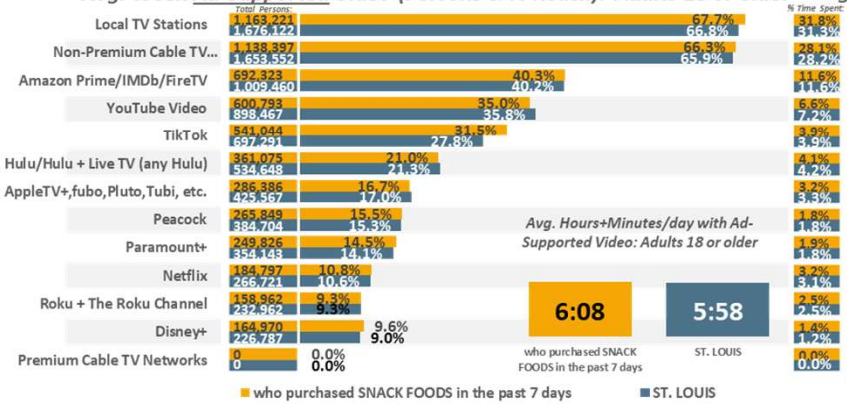
Avg. Week All Video (Persons & % Reach): Adults 18 or older



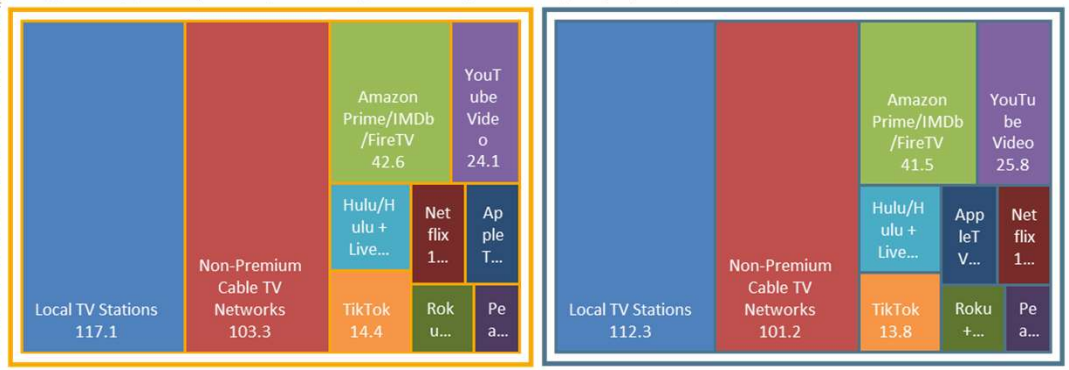
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,475

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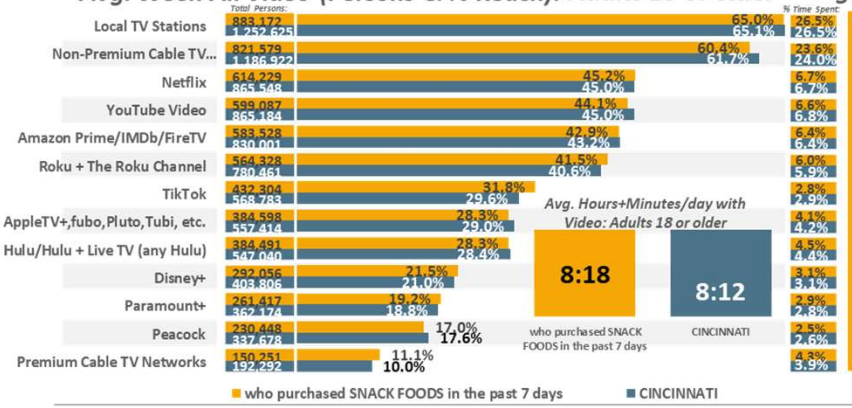
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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

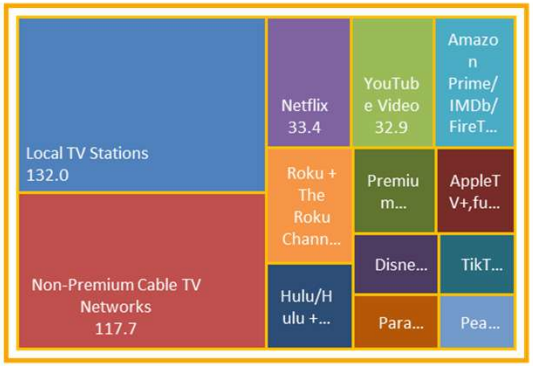


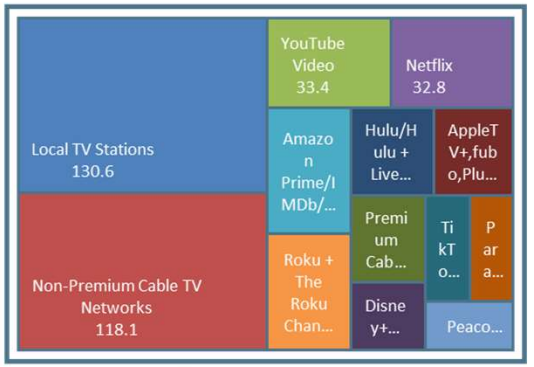
870,833 or 64.1% of Adults 18 or older who purchased SNACK FOODS in the past 7 days watch Ad-Supported Local TV Stations for an average of 127.9 minutes every day representing 31.8% of all time spent daily with Ad-Supported Video.

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

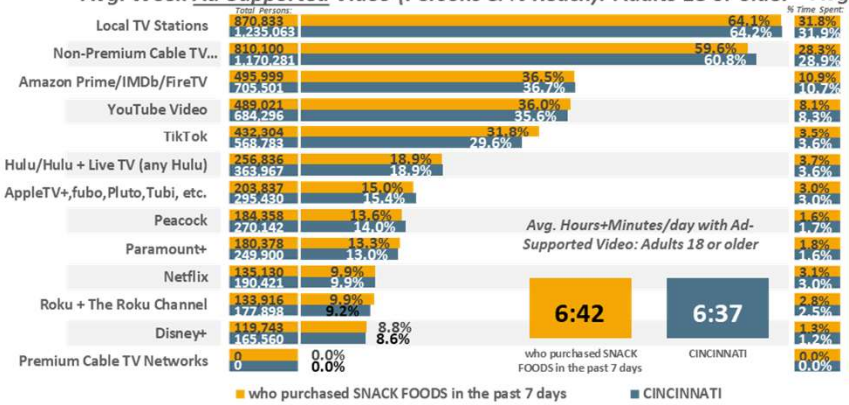


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

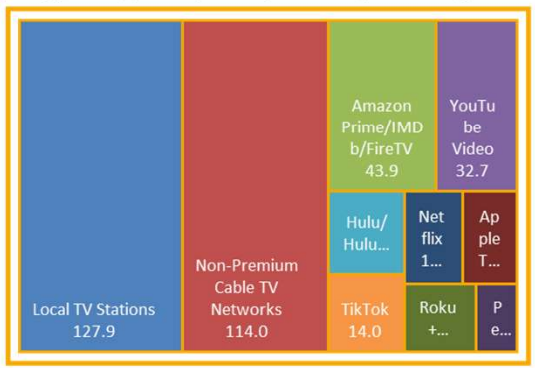


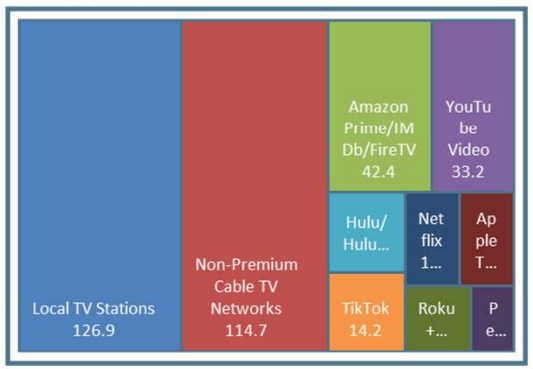


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,446

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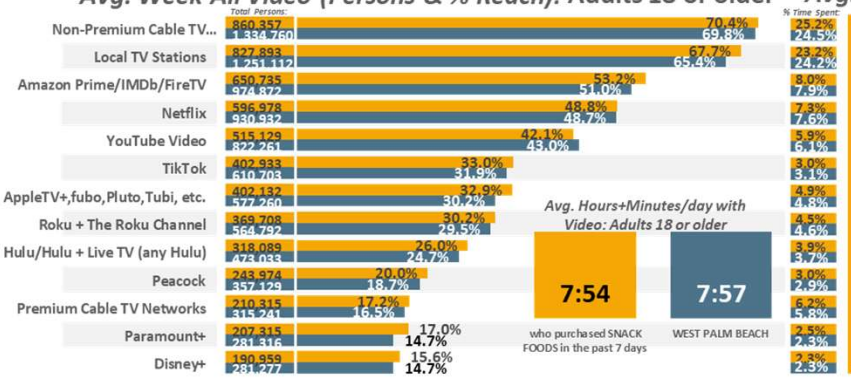
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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

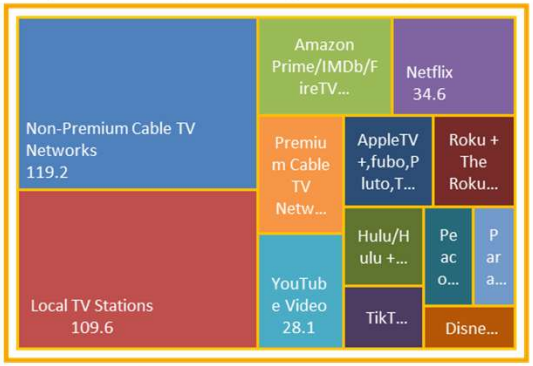


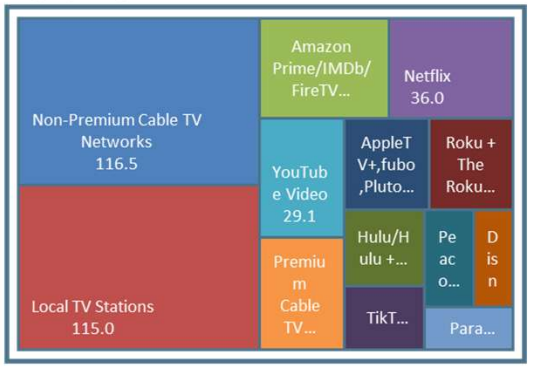
819,074 or 67.% of Adults 18 or older who purchased SNACK FOODS in the past 7 days watch Ad-Supported Local TV Stations for an average of 105.9 minutes every day representing 27.% of all time spent daily with Ad-Supported Video.

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

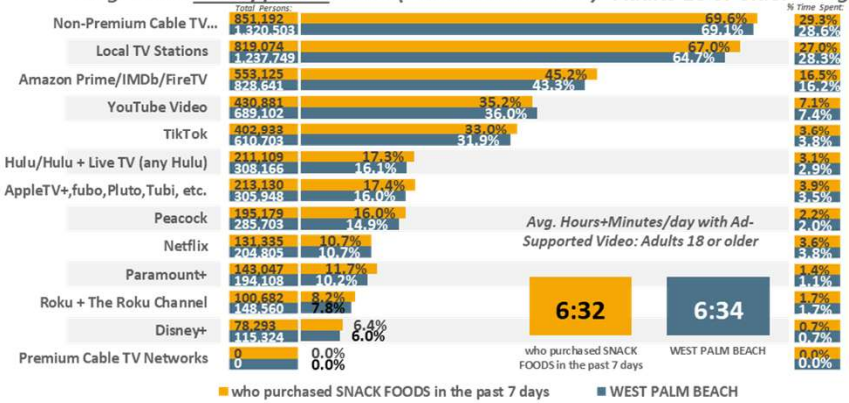


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

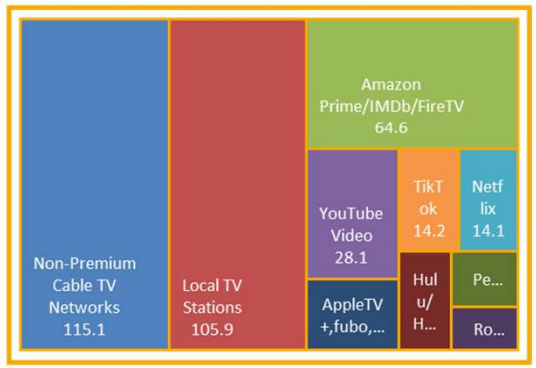


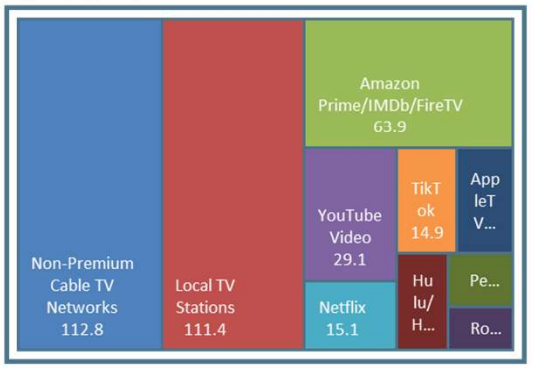


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 1,751

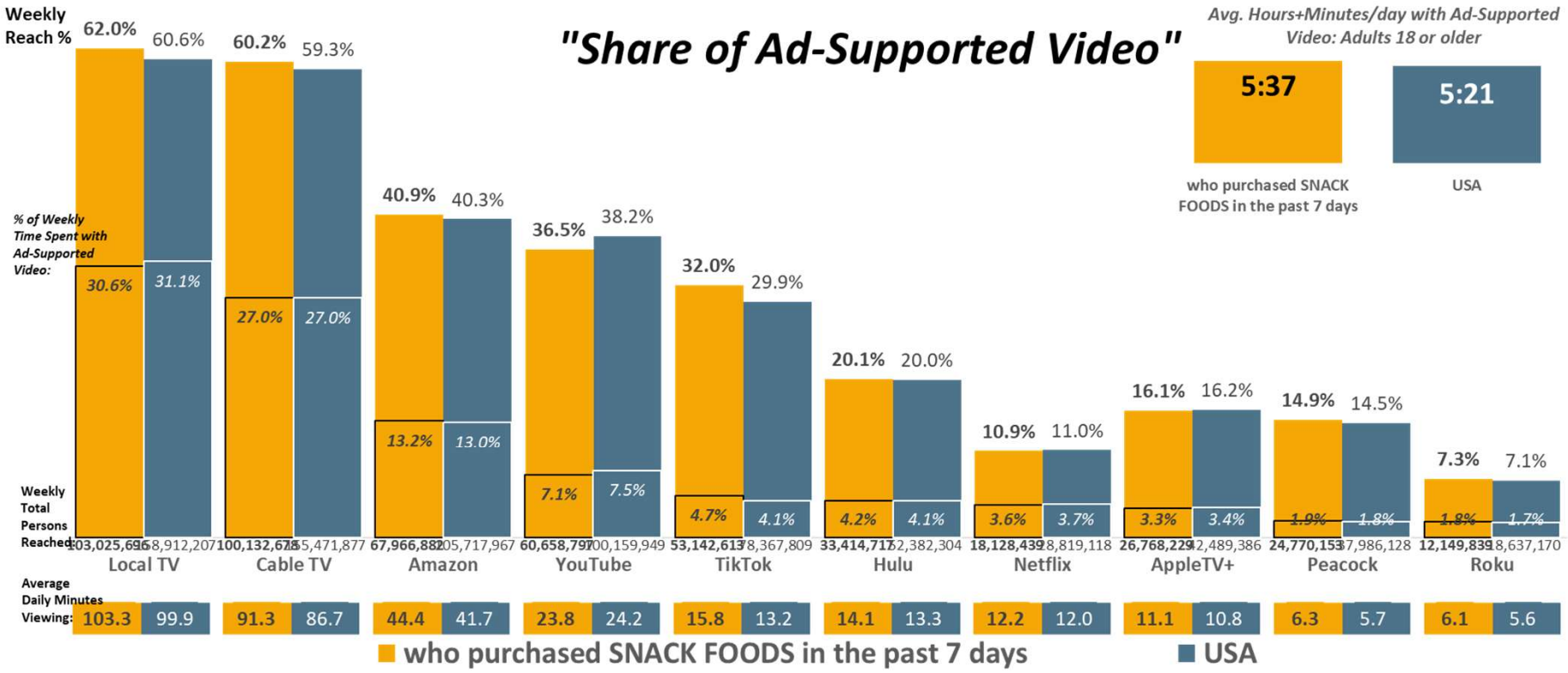
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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



103,025,696 or 62.% of Adults 18 or older who purchased SNACK FOODS in the past 7 days watch Ad-Supported Local TV Stations for an average of 103.3 minutes every day representing 30.6% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 16,262

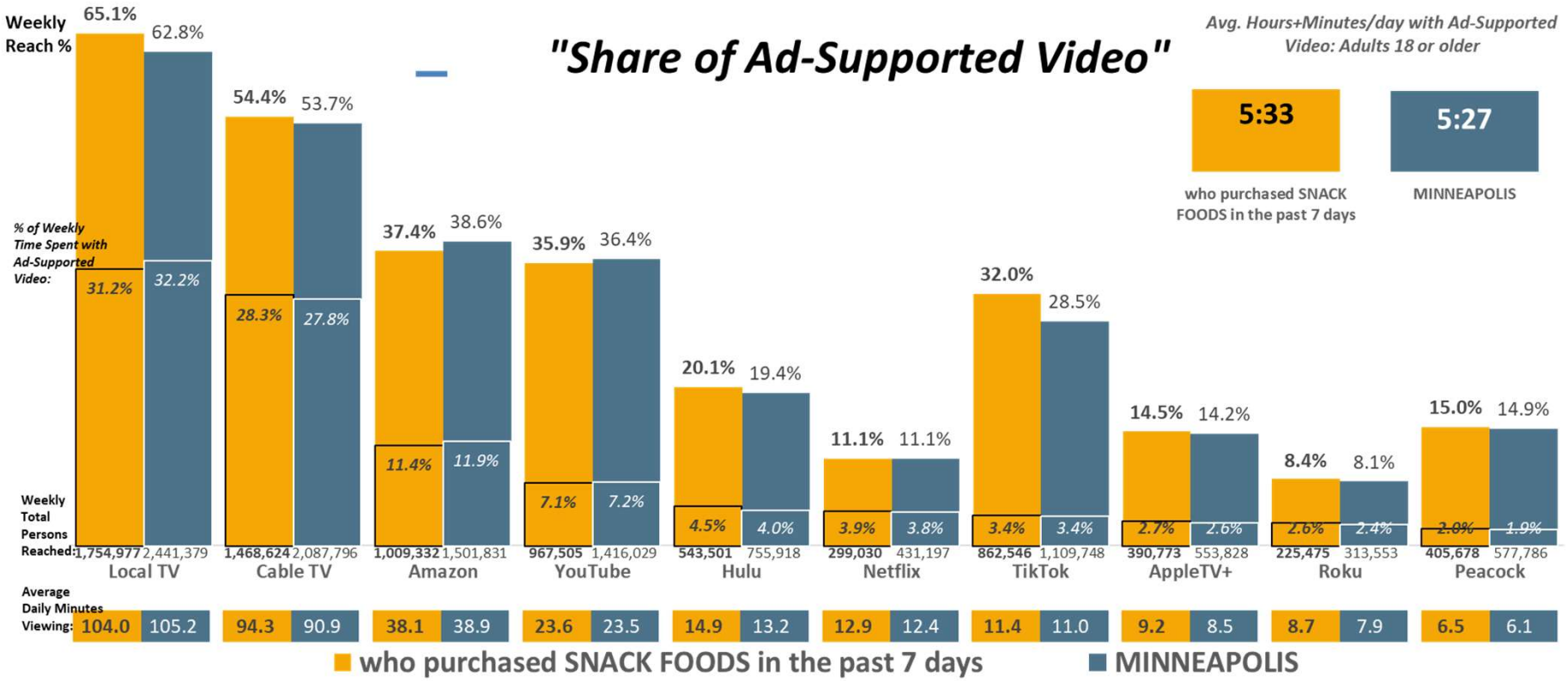
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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,982

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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

1,754,977 or 65.1% of Adults 18 or older who purchased SNACK FOODS in the past 7 days watch Ad-Supported Local TV Stations for an average of 104. minutes every day representing 31.2% of all time spent daily with Ad-Supported Video.



MINNEAPOLIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,452 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081

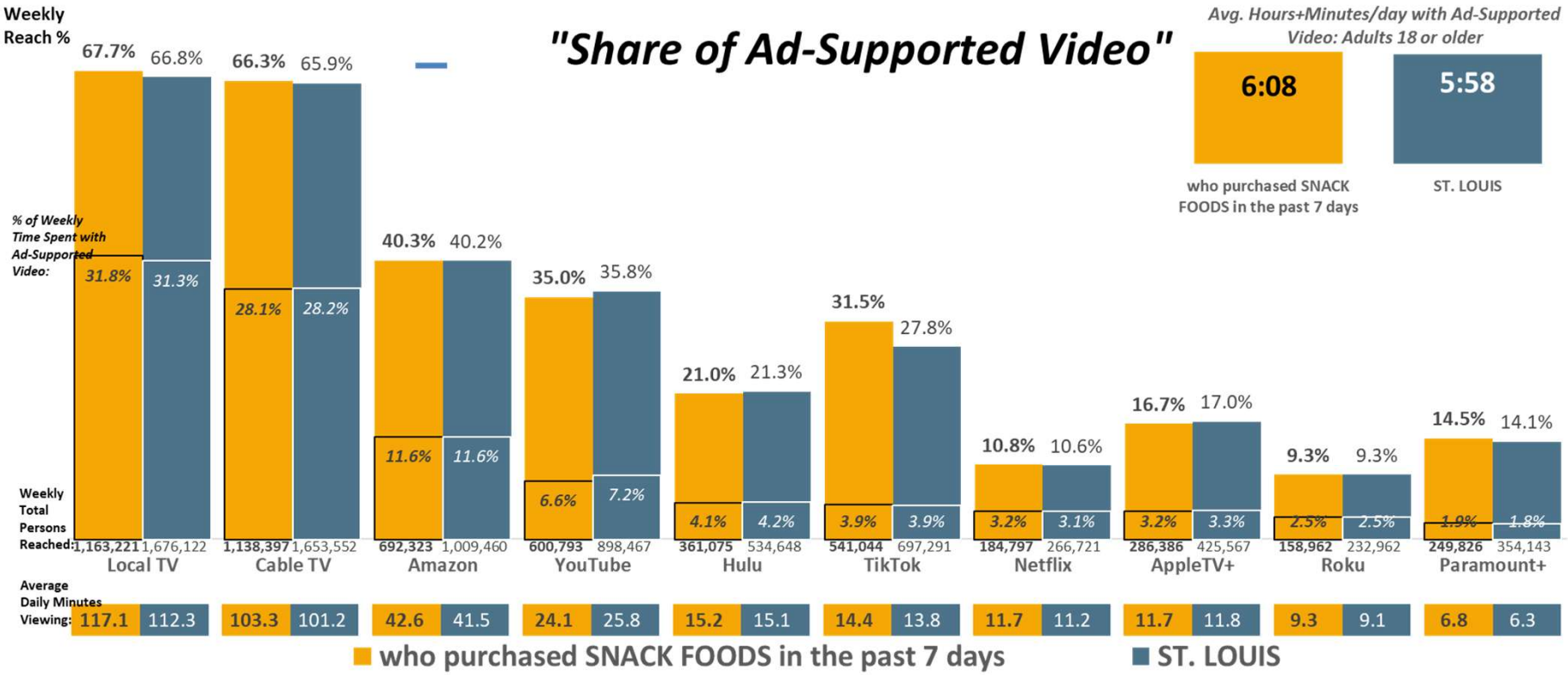
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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



1,163,221 or 67.7% of Adults 18 or older who purchased SNACK FOODS in the past 7 days watch Ad-Supported Local TV Stations for an average of 117.1 minutes every day representing 31.8% of all time spent daily with Ad-Supported Video.



ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,475 ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,075

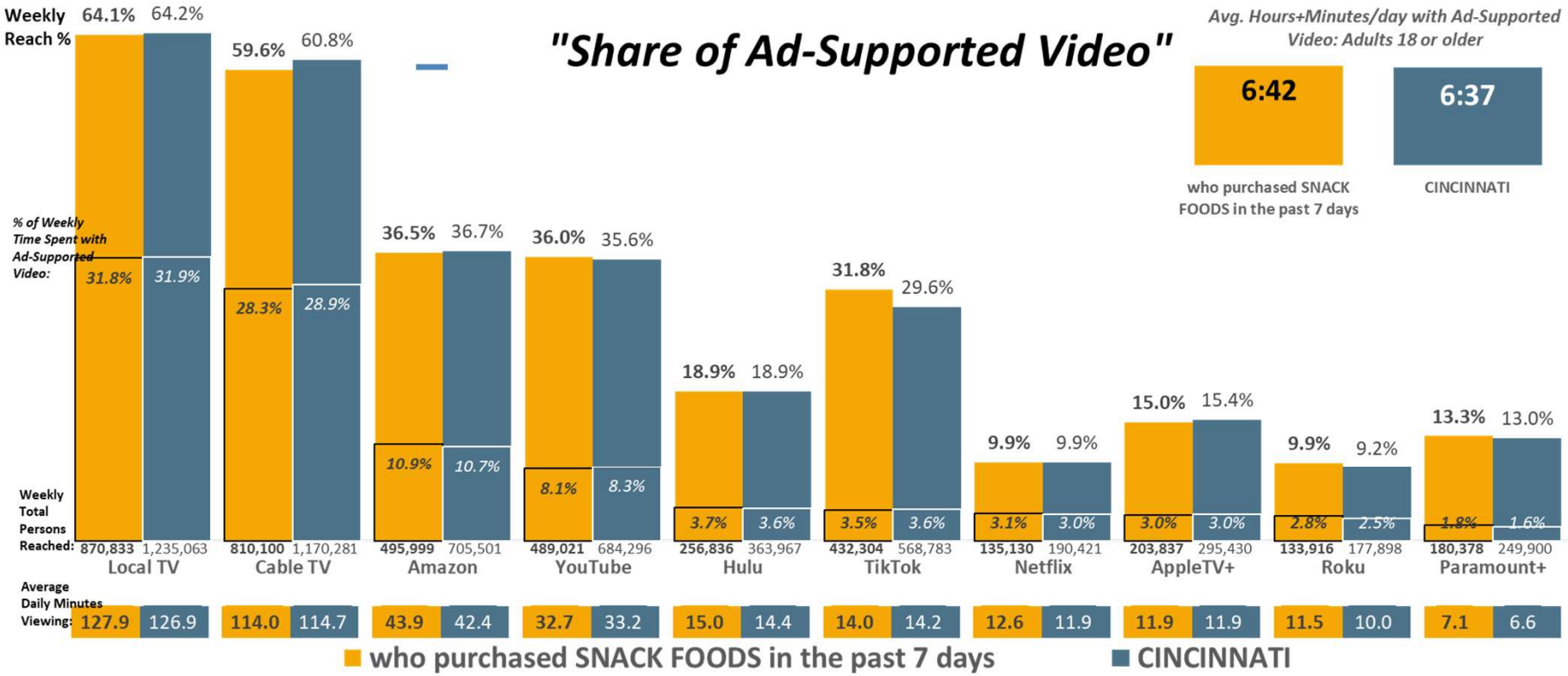
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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



870,833 or 64.1% of Adults 18 or older who purchased SNACK FOODS in the past 7 days watch Ad-Supported Local TV Stations for an average of 127.9 minutes every day representing 31.8% of all time spent daily with Ad-Supported Video.



CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,446 CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,996

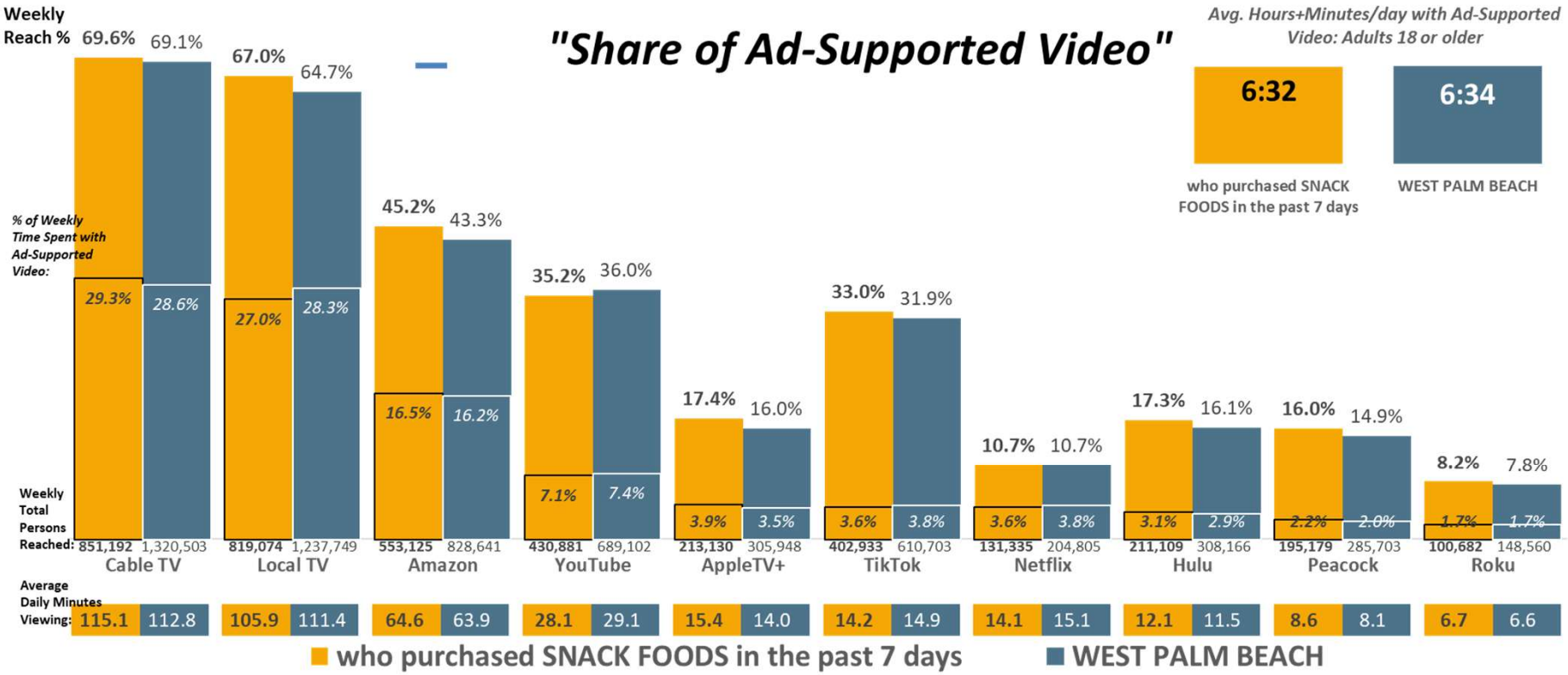
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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



819,074 or 67.% of Adults 18 or older who purchased SNACK FOODS in the past 7 days watch Ad-Supported Local TV Stations for an average of 105.9 minutes every day representing 27.% of all time spent daily with Ad-Supported Video.



WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 1,751 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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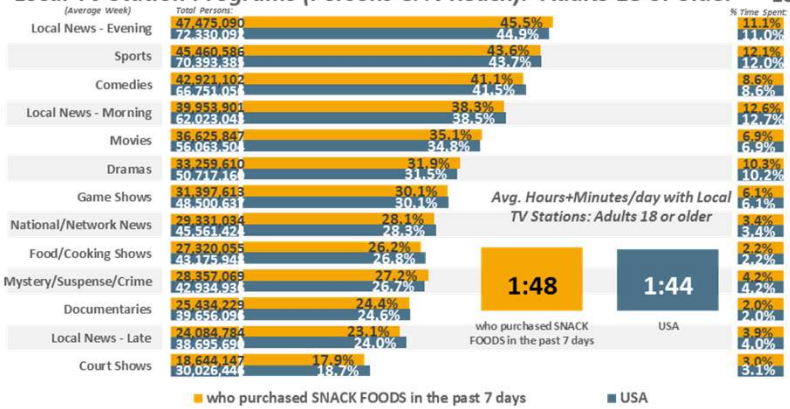
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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

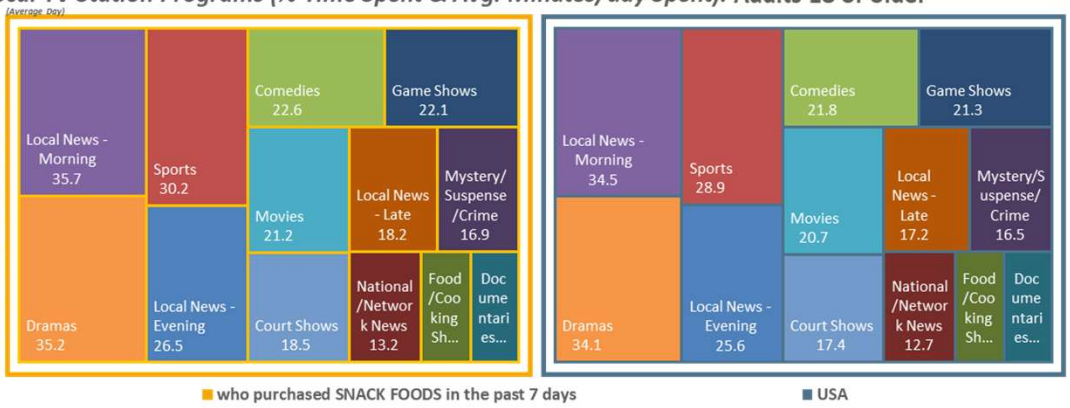


103,025,696 or 62.% of Adults 18 or older who purchased SNACK FOODS in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Comedies, Local News - Morning, Movies, and Dramas.

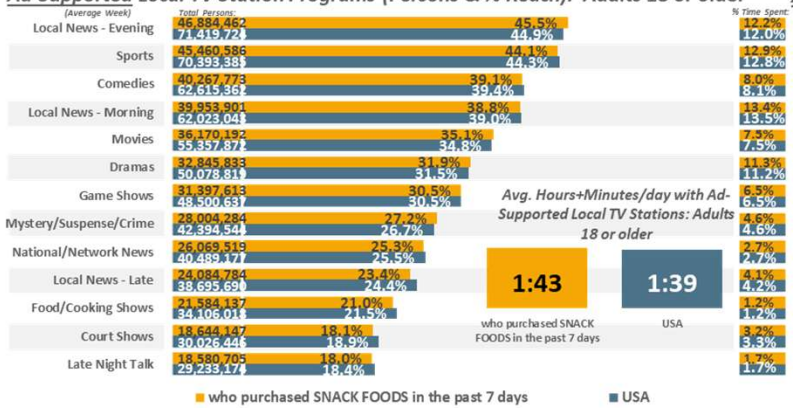
Local TV Station Programs (Persons & % Reach): Adults 18 or older



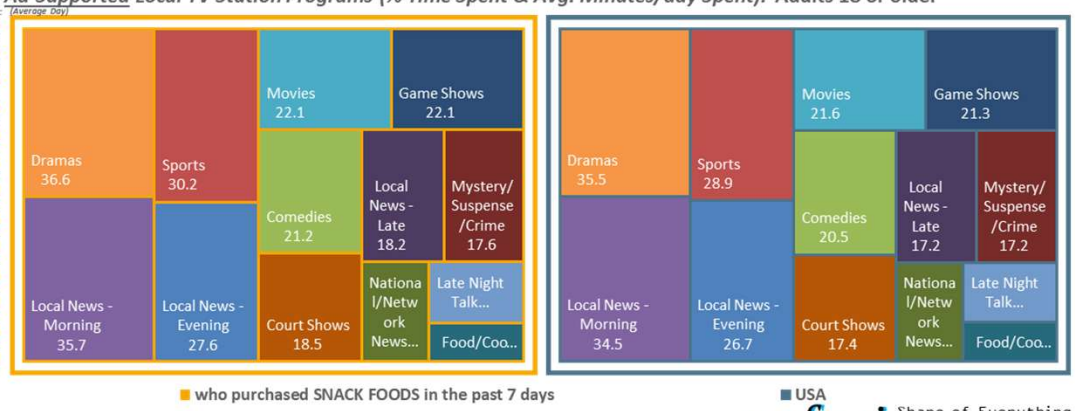
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 16,262

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,982

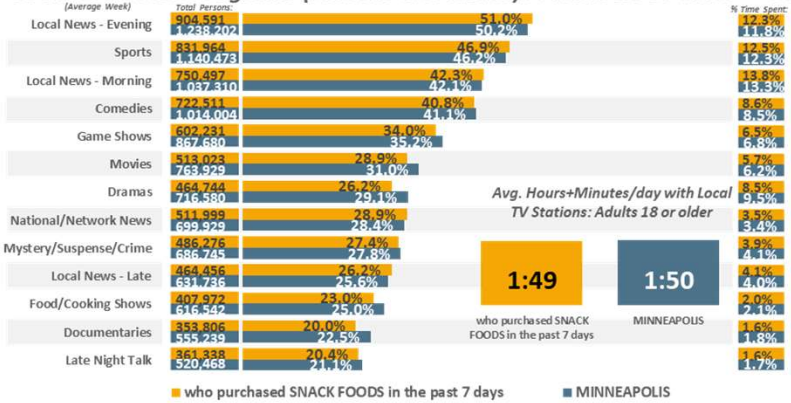
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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

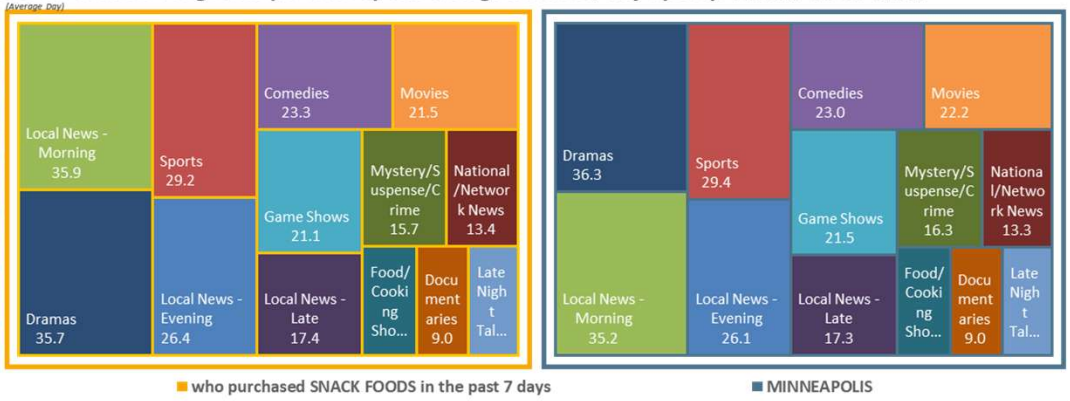


1,754,977 or 65.1% of Adults 18 or older who purchased SNACK FOODS in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Comedies, Game Shows, and Movies.

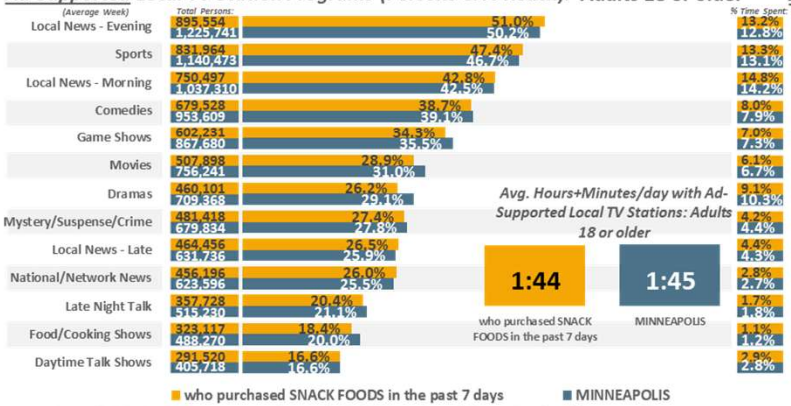
Local TV Station Programs (Persons & % Reach): Adults 18 or older



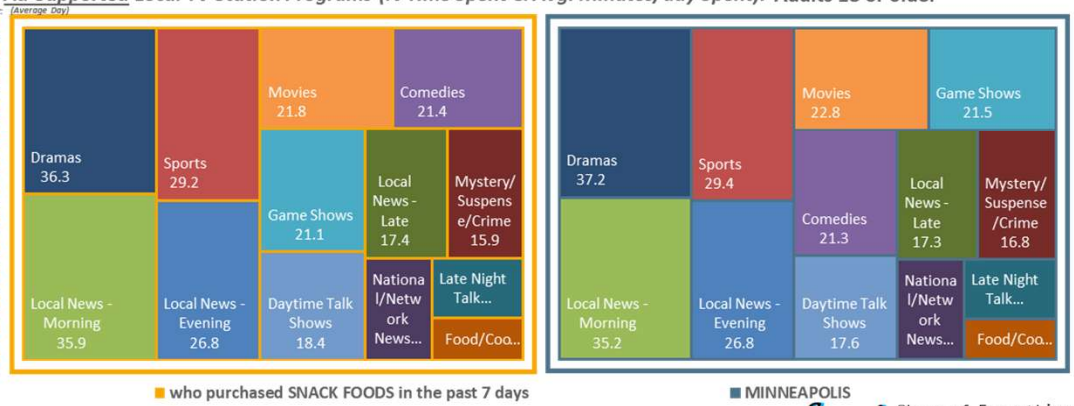
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,452

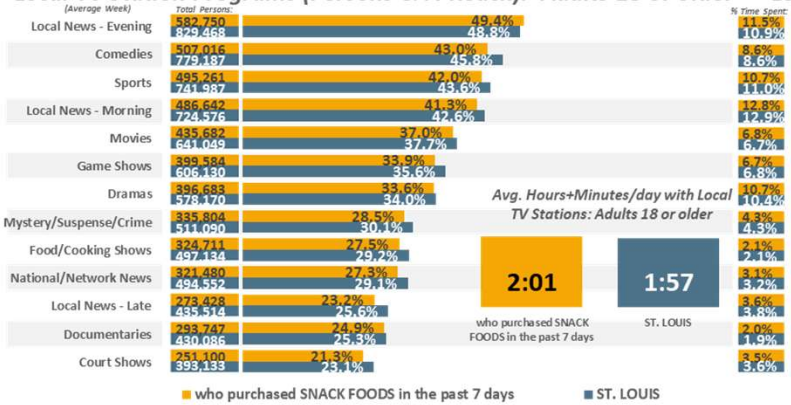
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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

1,163,221 or 67.7% of Adults 18 or older who purchased SNACK FOODS in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Comedies, Movies, and Game Shows.

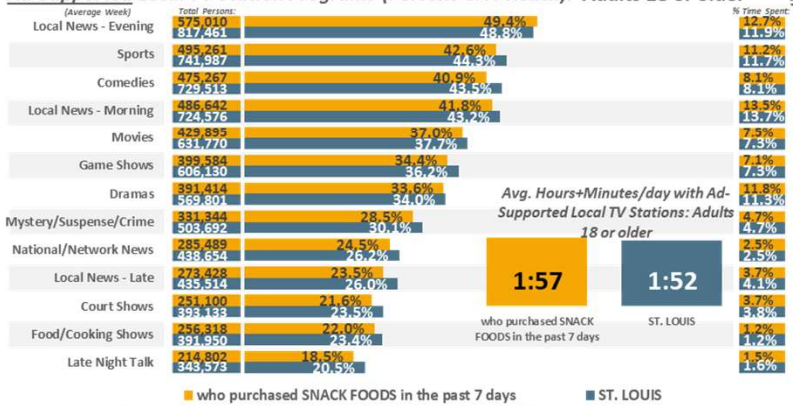
Local TV Station Programs (Persons & % Reach): Adults 18 or older



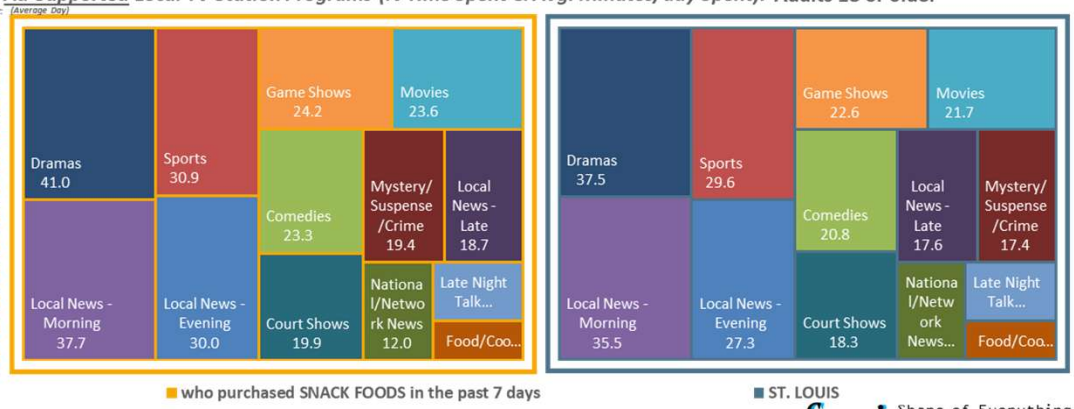
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,475

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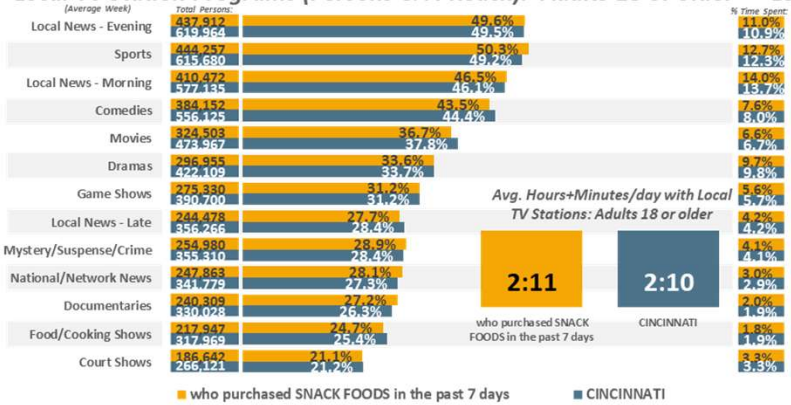
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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

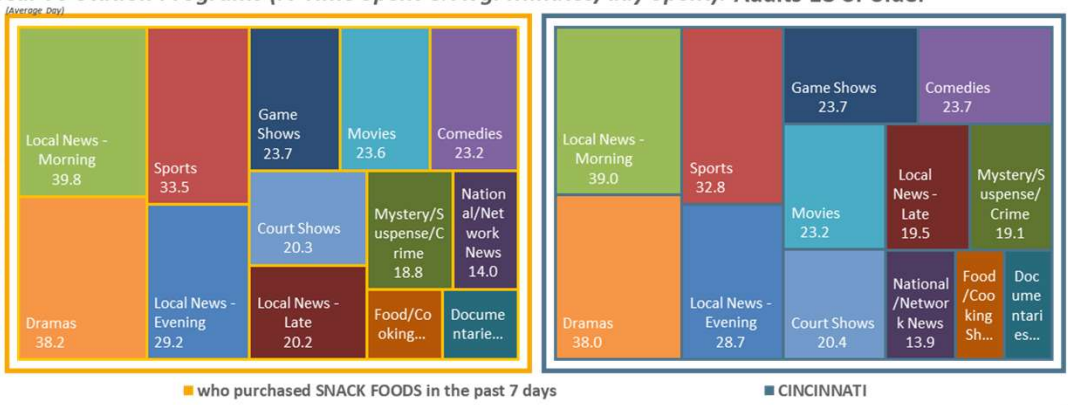


870,833 or 64.1% of Adults 18 or older who purchased SNACK FOODS in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Movies, and Dramas.

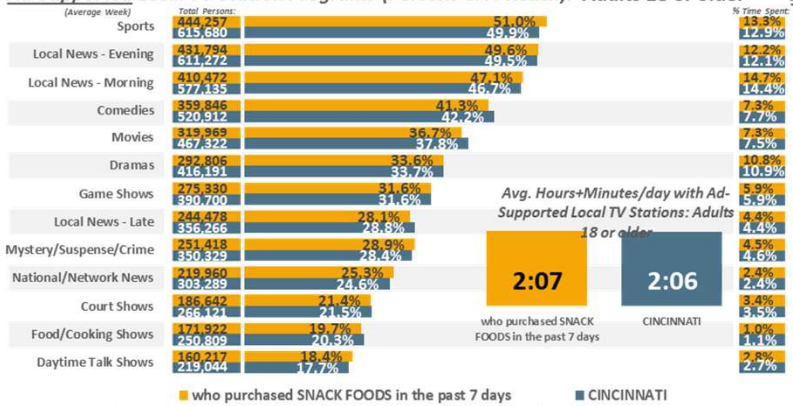
Local TV Station Programs (Persons & % Reach): Adults 18 or older



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



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



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



CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,446

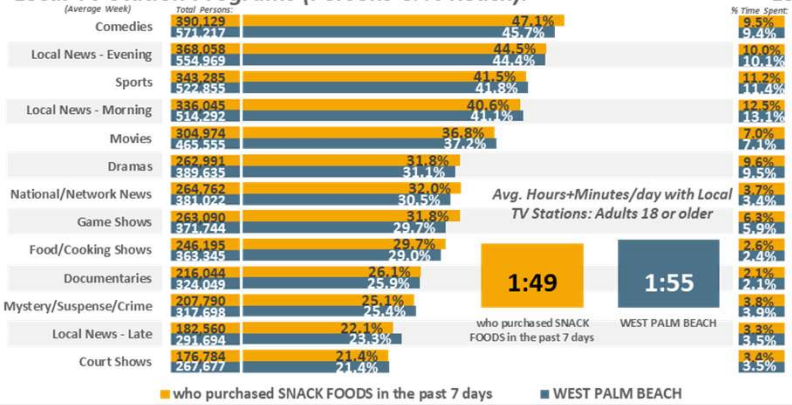
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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

819,074 or 67.% of Adults 18 or older who purchased SNACK FOODS in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Local News - Evening, Sports, Local News - Morning, Movies, and Game Shows.

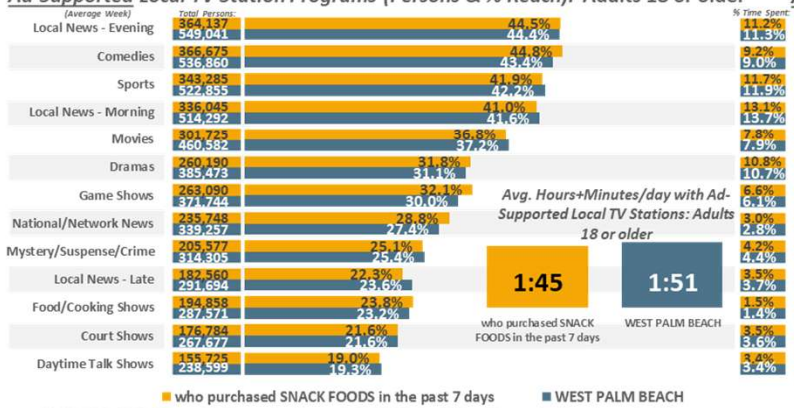
Local TV Station Programs (Persons & % Reach): Adults 18 or older



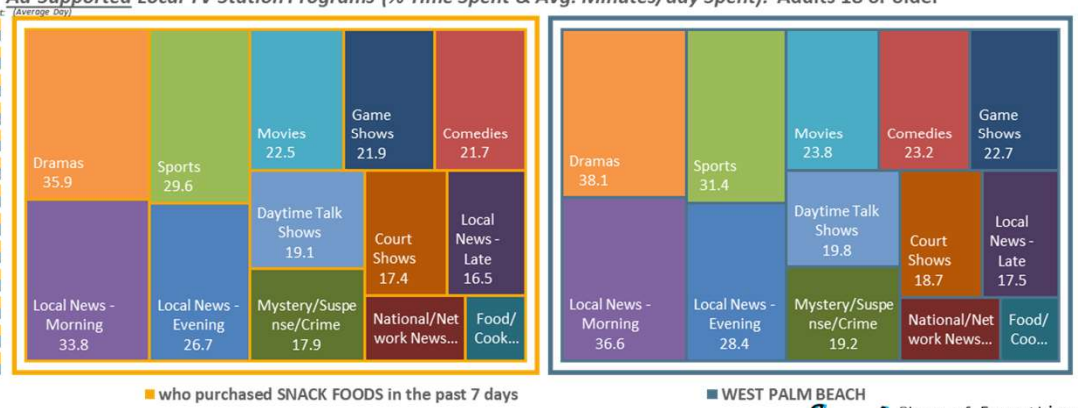
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 1,751

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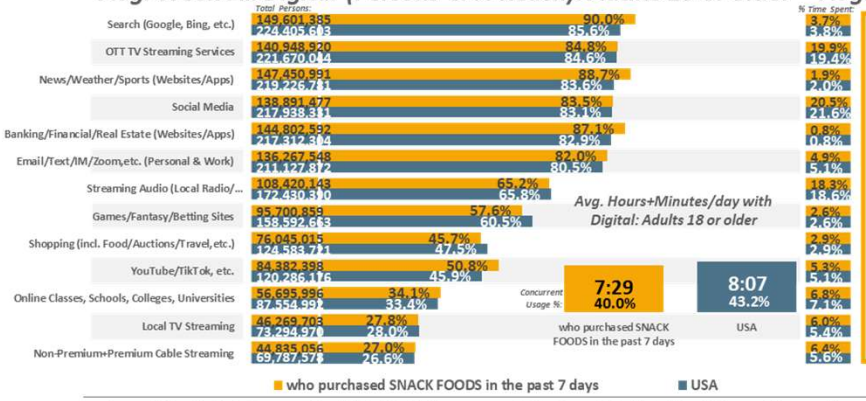
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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

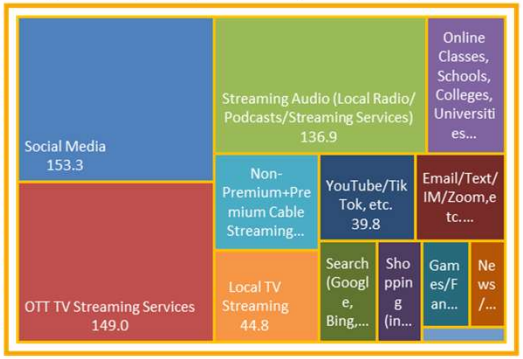


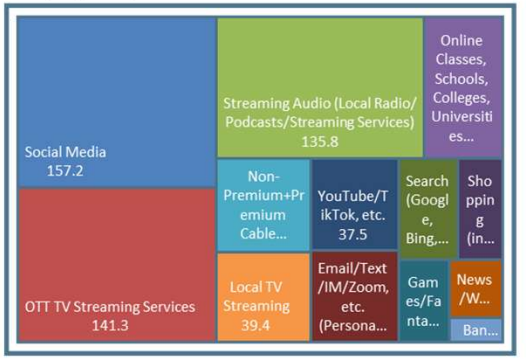
120,615,565 or 72.5% of Adults 18 or older who purchased SNACK FOODS in the past 7 days use Ad-Supported Social Media for an average of 133.2 minutes every day representing 24.3% of all time spent daily with Ad-Supported Digital Media.

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

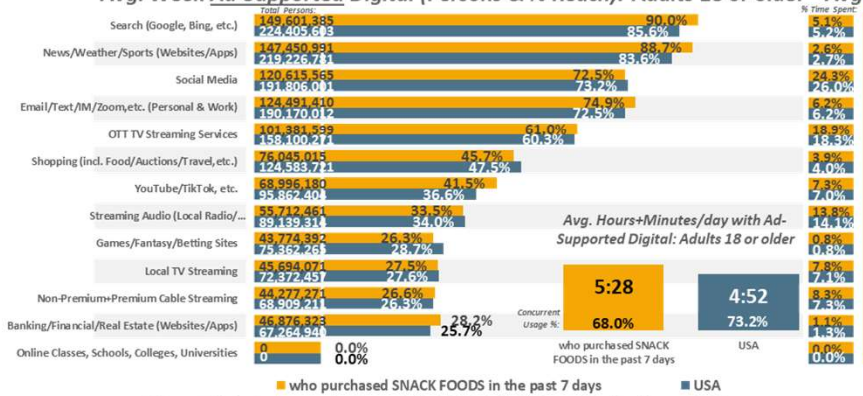


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

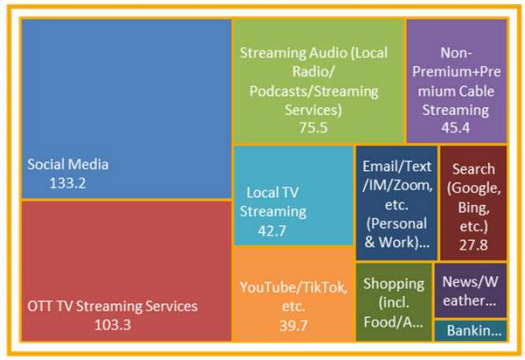


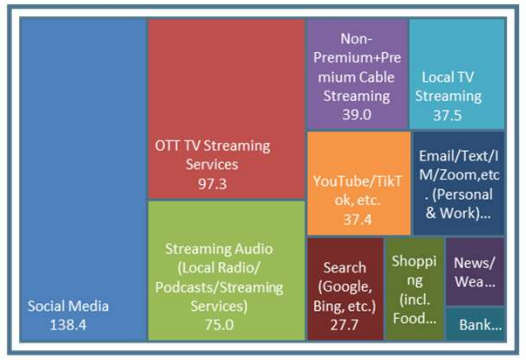


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 16,262

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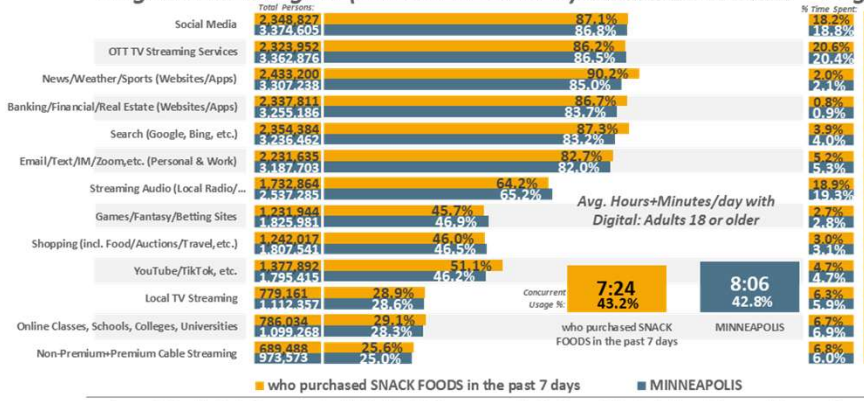
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,982

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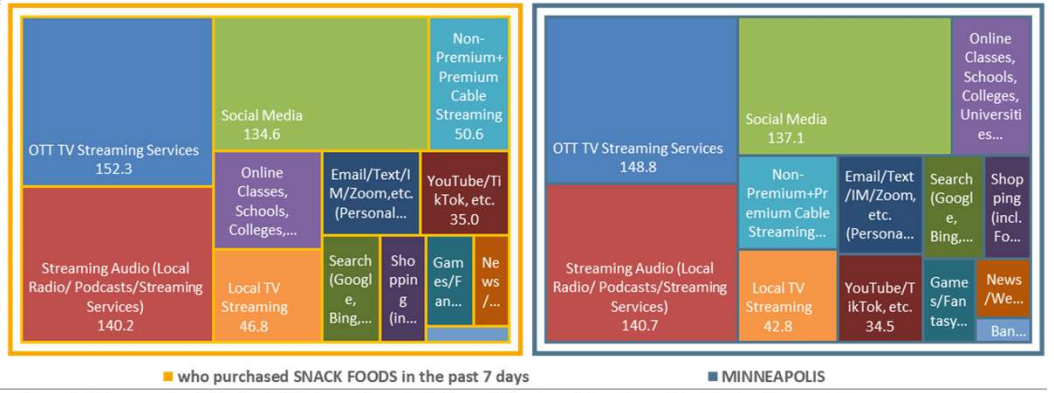
Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

2,079,217 or 77.1% of Adults 18 or older who purchased SNACK FOODS in the past 7 days use Ad-Supported Social Media for an average of 119.1 minutes every day representing 22.2% of all time spent daily with Ad-Supported Digital Media.

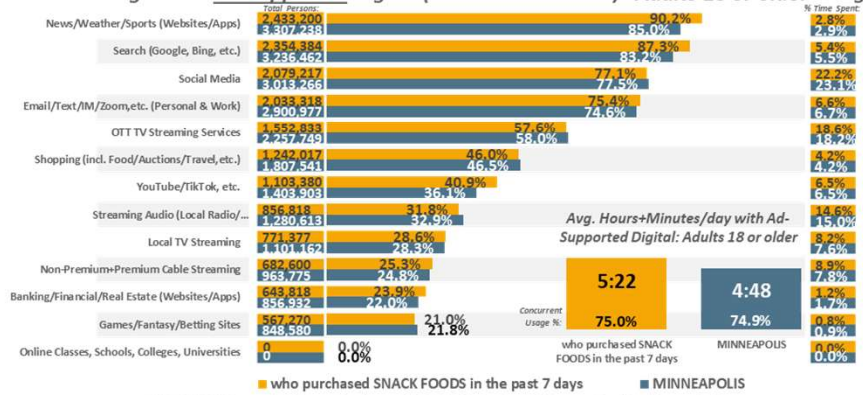
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



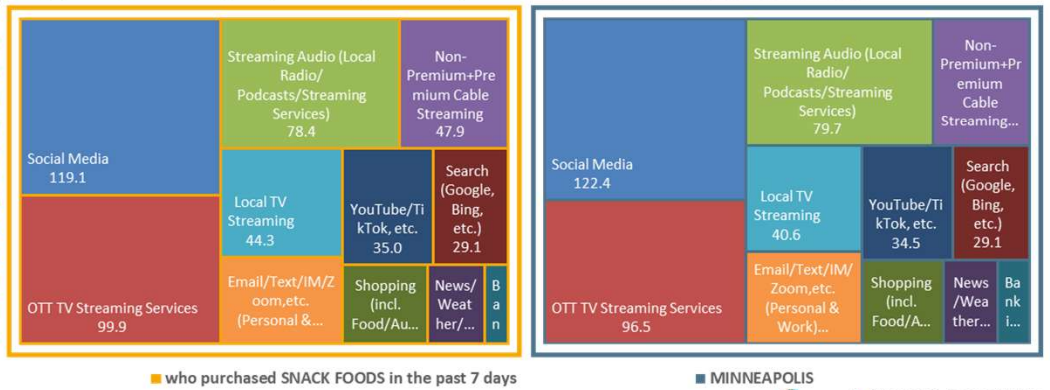
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MINNEAPOLIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,452

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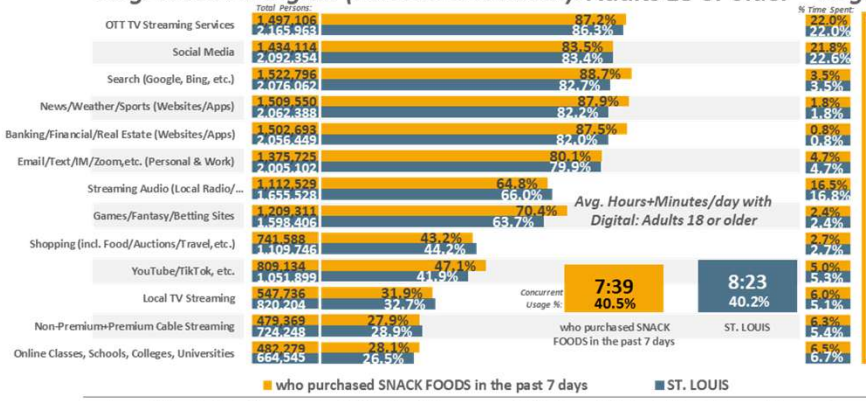
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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

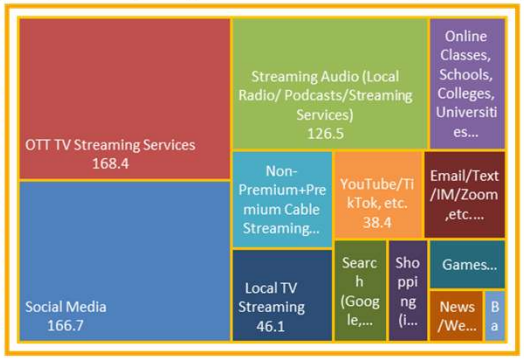


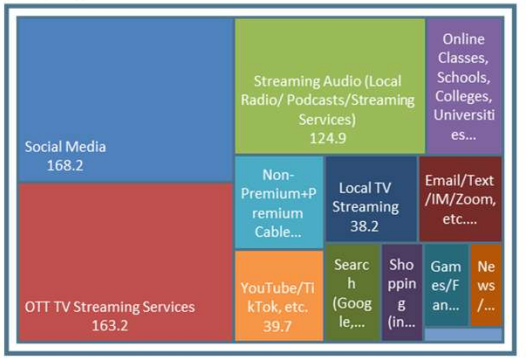
1,249,721 or 72.8% of Adults 18 or older who purchased SNACK FOODS in the past 7 days use Ad-Supported Social Media for an average of 145.3 minutes every day representing 26.% of all time spent daily with Ad-Supported Digital Media.

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

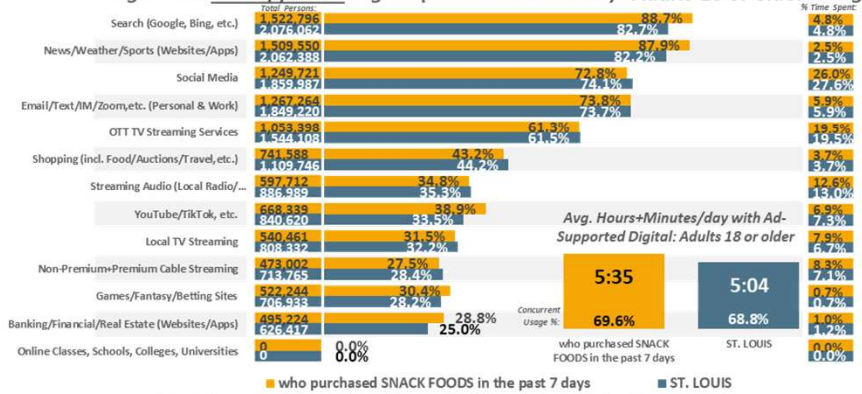


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

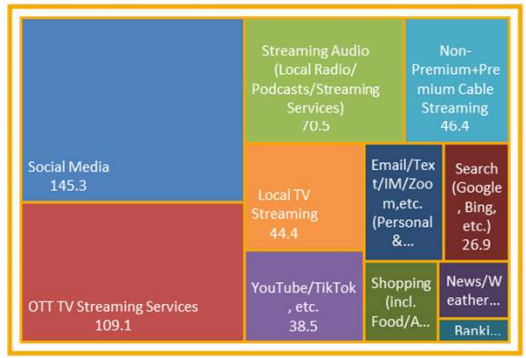


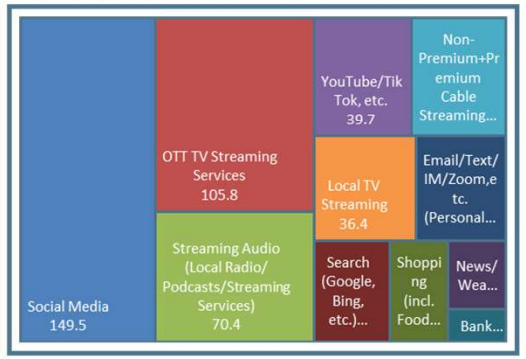


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,475

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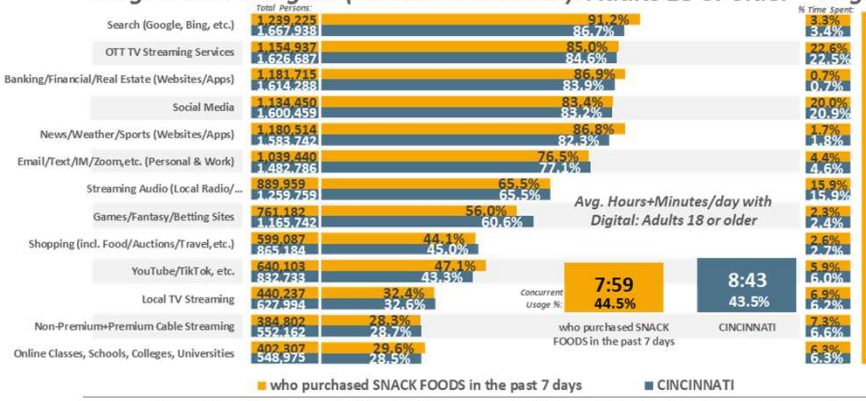
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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

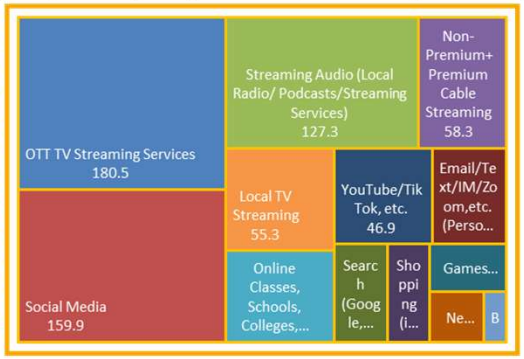


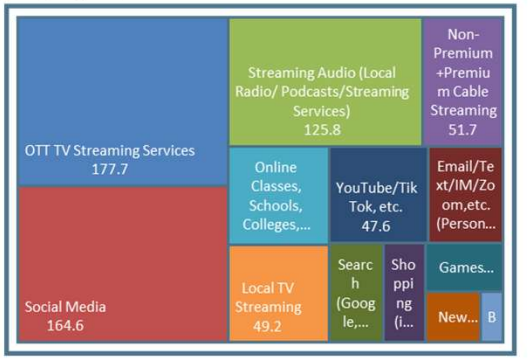
967,254 or 71.1% of Adults 18 or older who purchased SNACK FOODS in the past 7 days use Ad-Supported Social Media for an average of 136.3 minutes every day representing 23.4% of all time spent daily with Ad-Supported Digital Media.

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

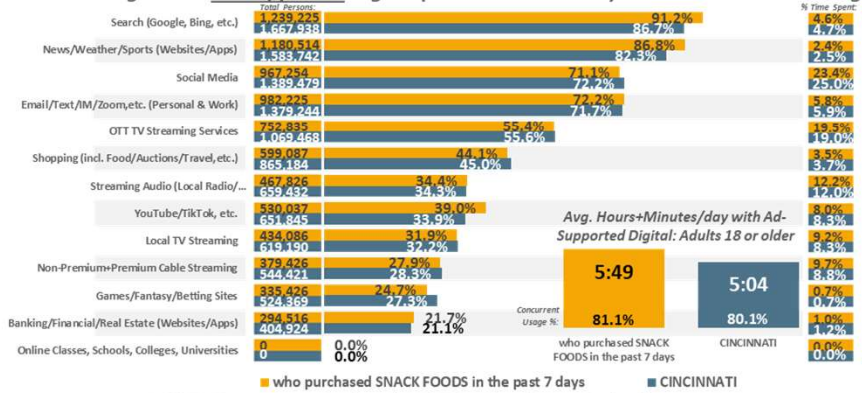


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



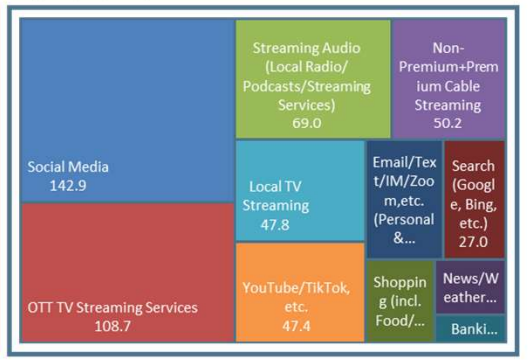


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,446

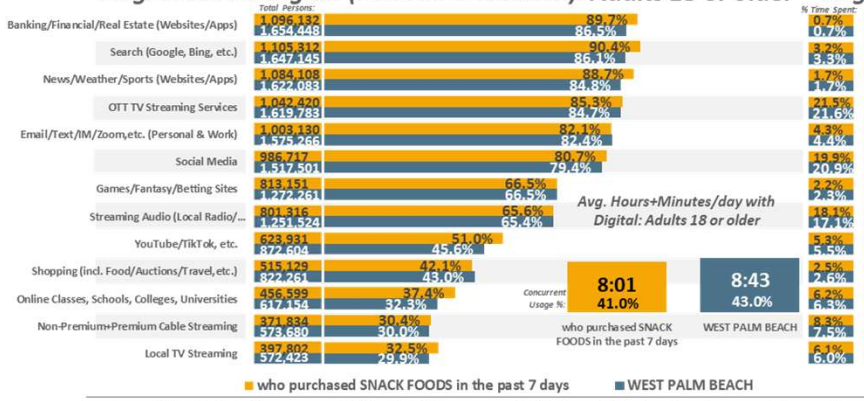
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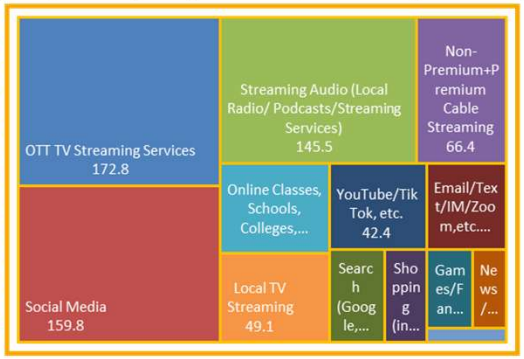
Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

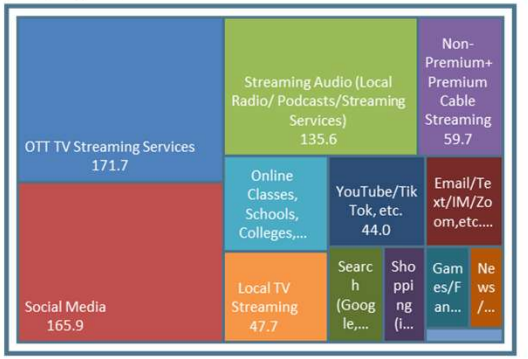
849,426 or 69.5% of Adults 18 or older who purchased SNACK FOODS in the past 7 days use Ad-Supported Social Media for an average of 137.6 minutes every day representing 22.8% of all time spent daily with Ad-Supported Digital Media.

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

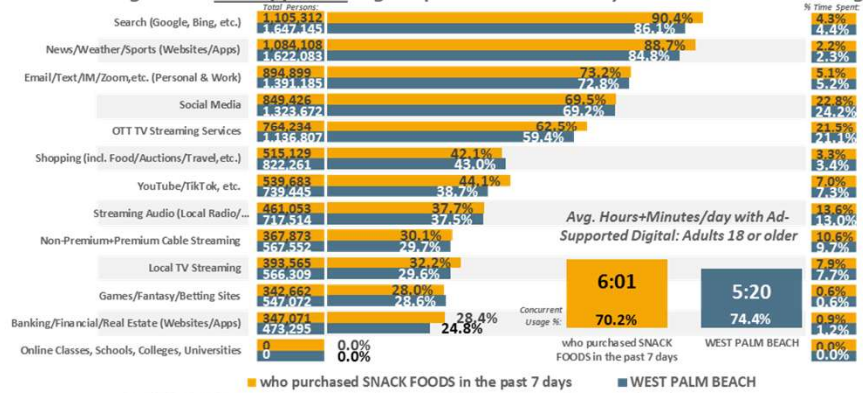


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

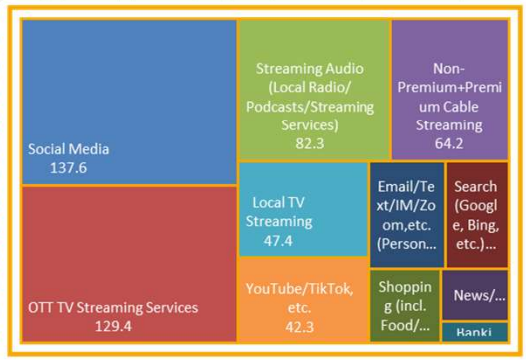


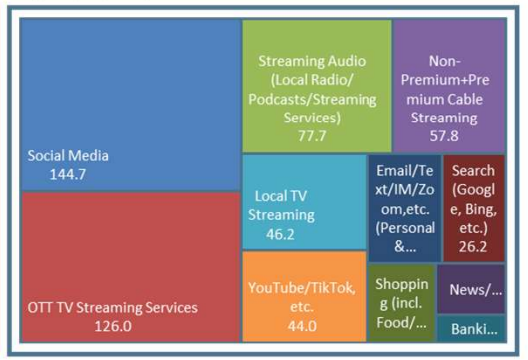


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 1,751

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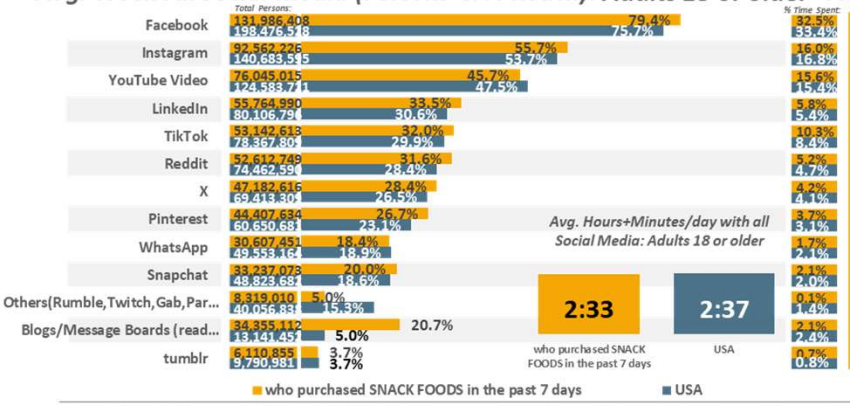
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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

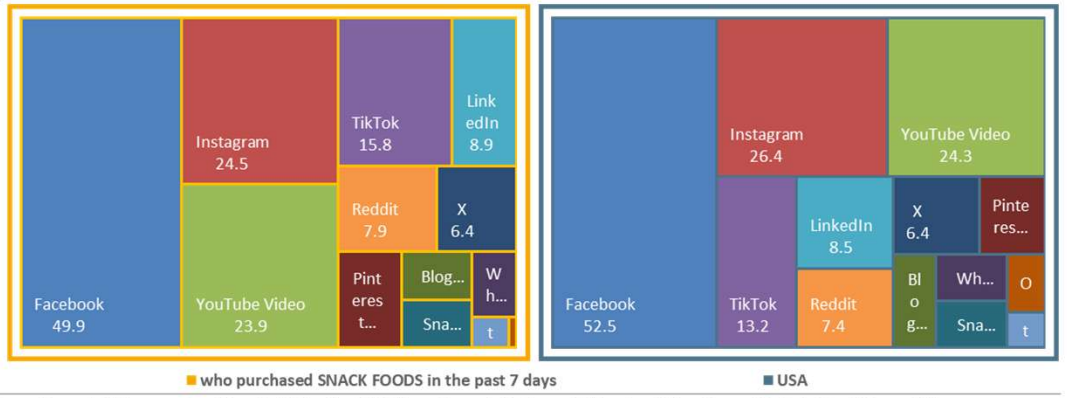


120,615,565 or 72.5% of Adults 18 or older who purchased SNACK FOODS in the past 7 days use Ad-Supported Facebook for an average of 43.8 minutes every day representing 32.9% of all time spent daily with Ad-Supported Social Media.

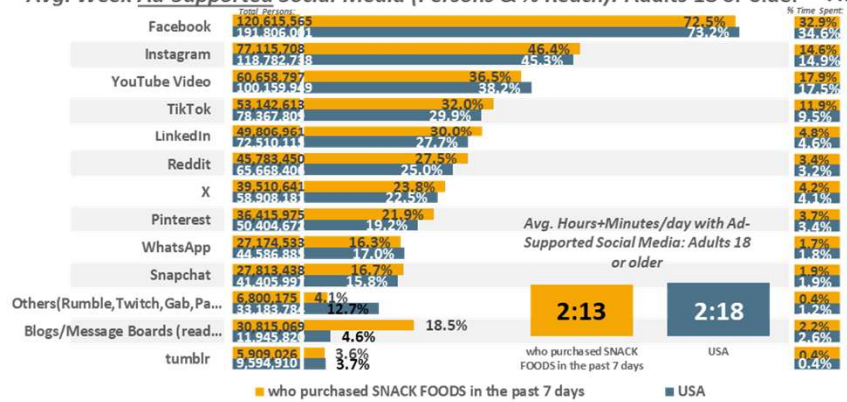
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



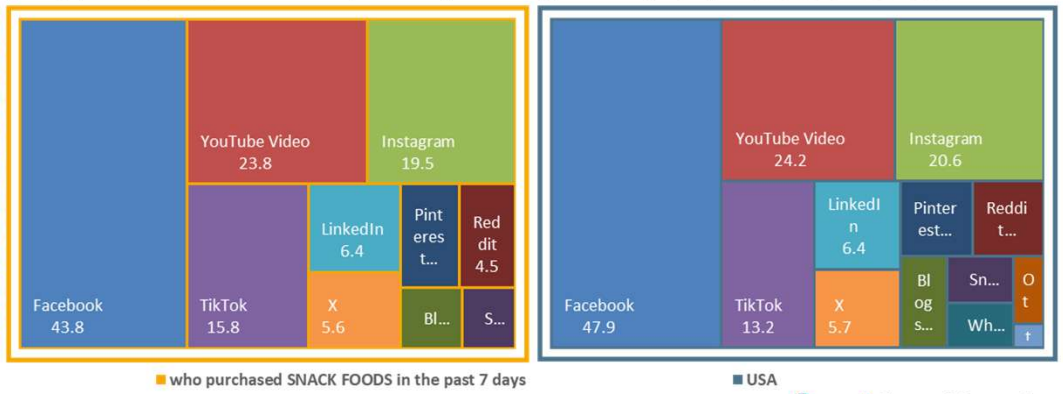
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 16,262

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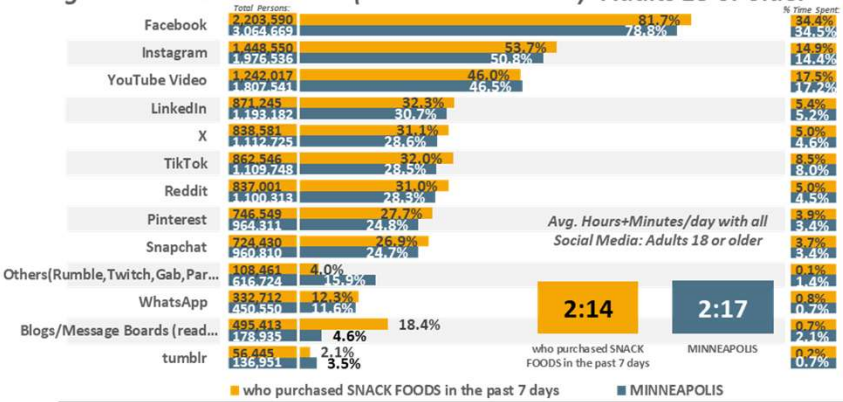
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,982

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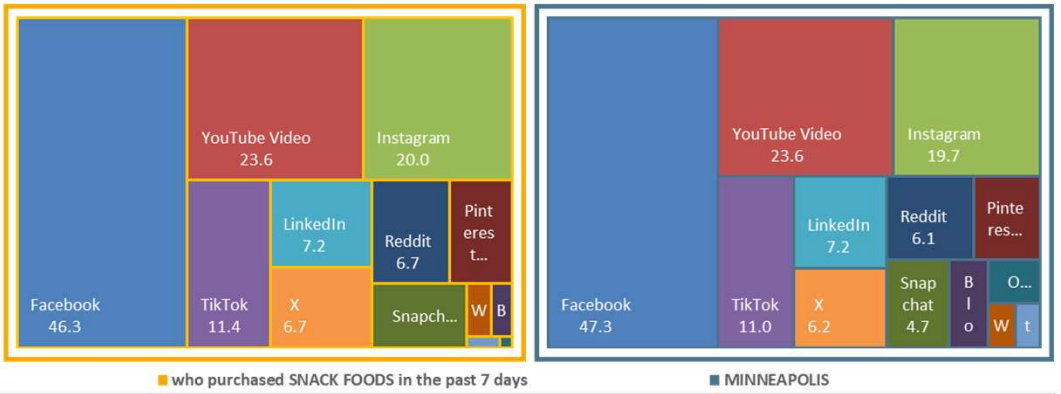
Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

2,079,217 or 77.1% of Adults 18 or older who purchased SNACK FOODS in the past 7 days use Ad-Supported Facebook for an average of 41.4 minutes every day representing 34.7% of all time spent daily with Ad-Supported Social Media.

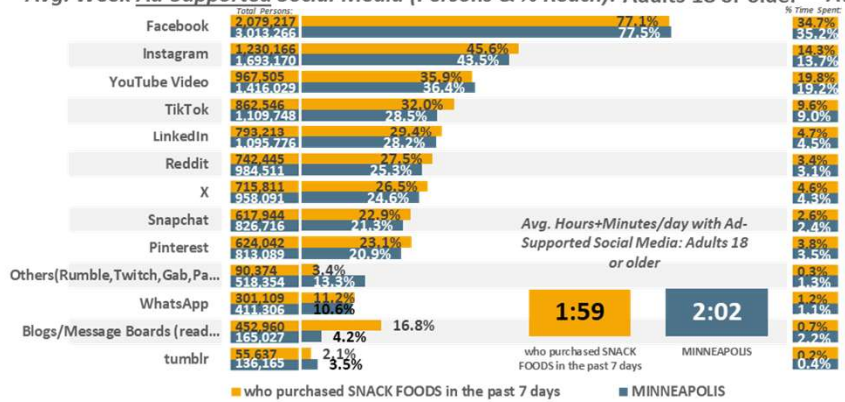
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



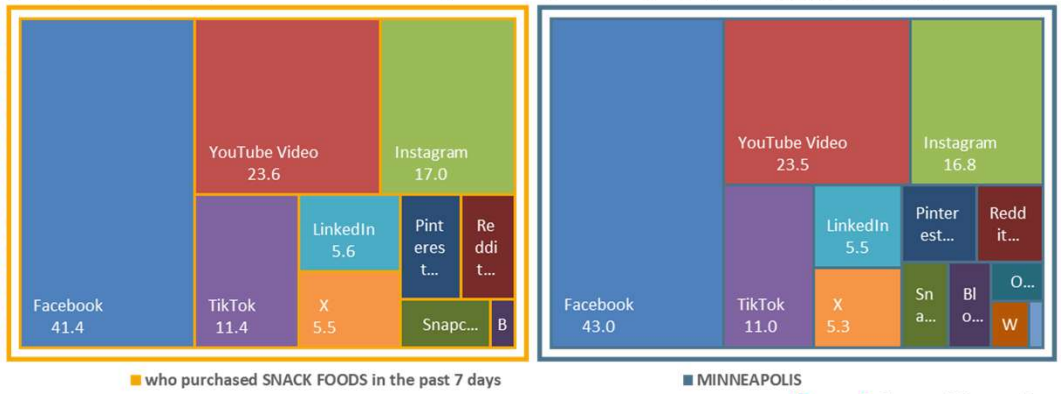
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MINNEAPOLIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,452

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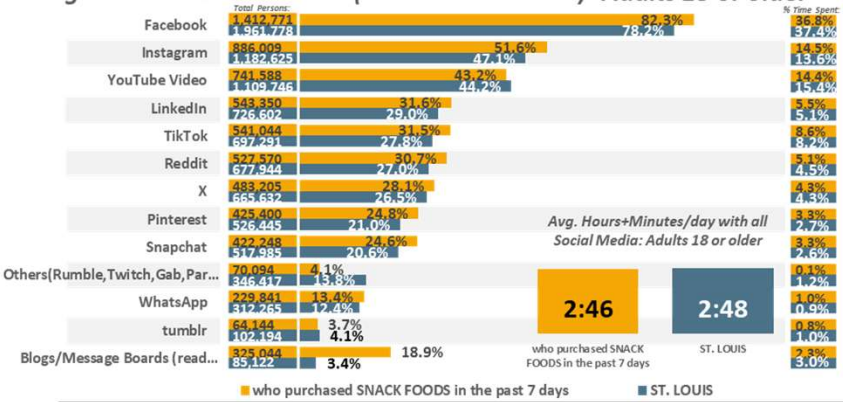
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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

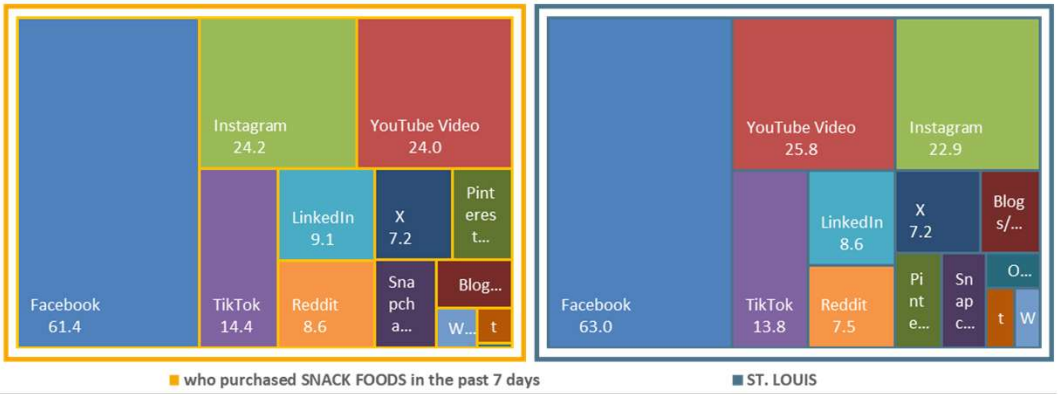


1,249,721 or 72.8% of Adults 18 or older who purchased SNACK FOODS in the past 7 days use Ad-Supported Facebook for an average of 51.3 minutes every day representing 35.3% of all time spent daily with Ad-Supported Social Media.

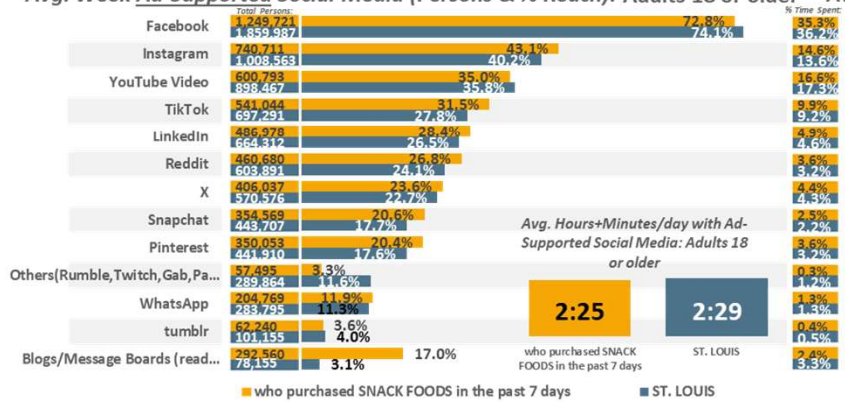
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



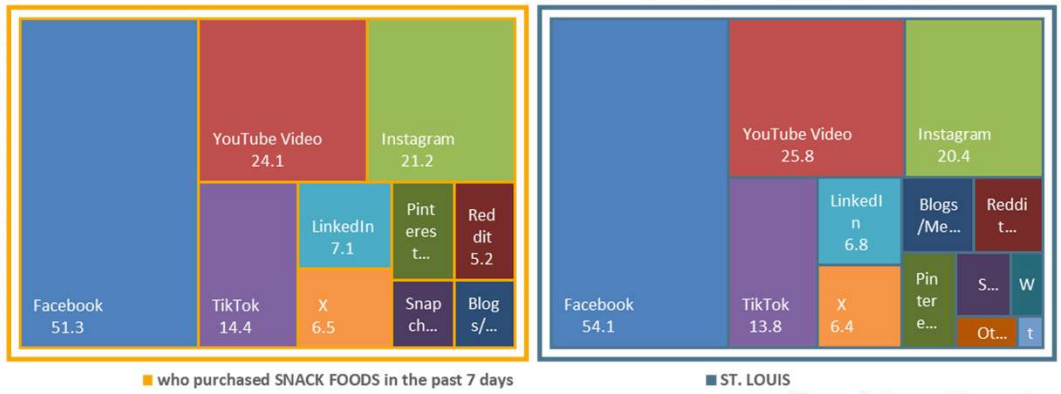
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,475

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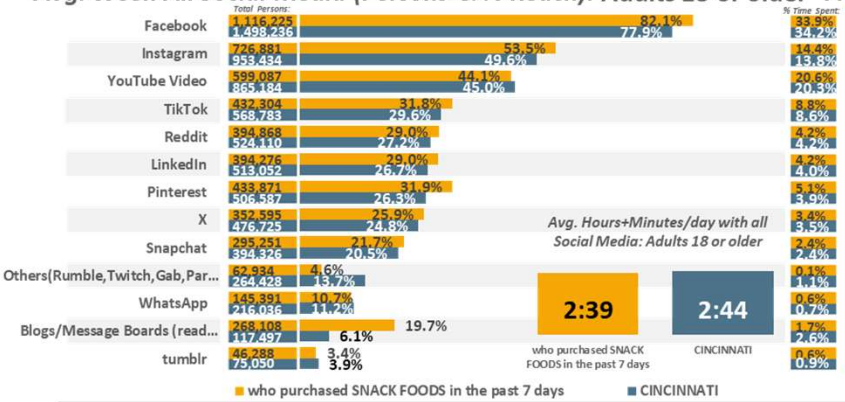
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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

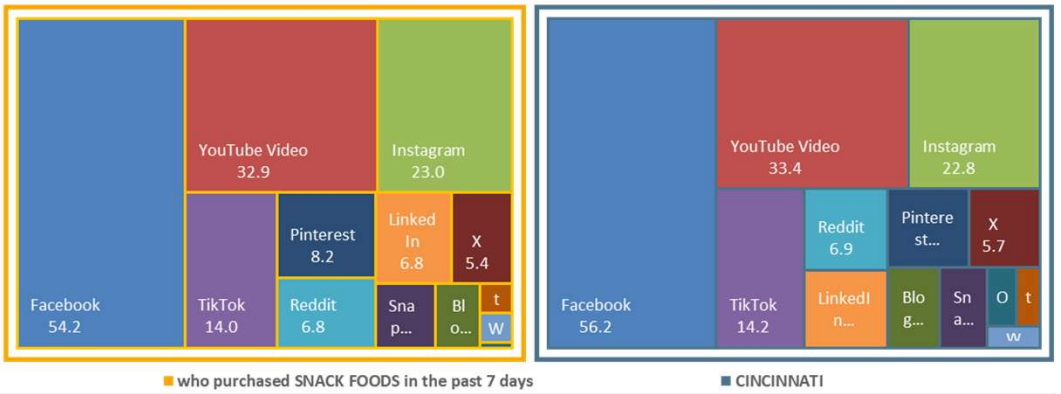


967,254 or 71.1% of Adults 18 or older who purchased SNACK FOODS in the past 7 days use Ad-Supported Facebook for an average of 43.2 minutes every day representing 31.7% of all time spent daily with Ad-Supported Social Media.

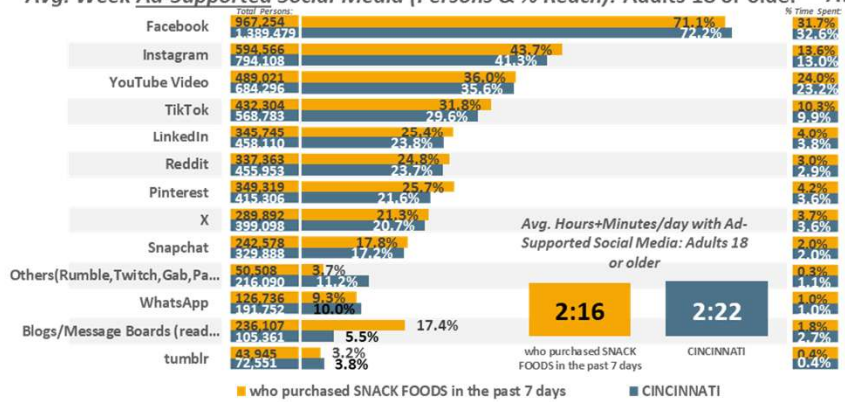
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



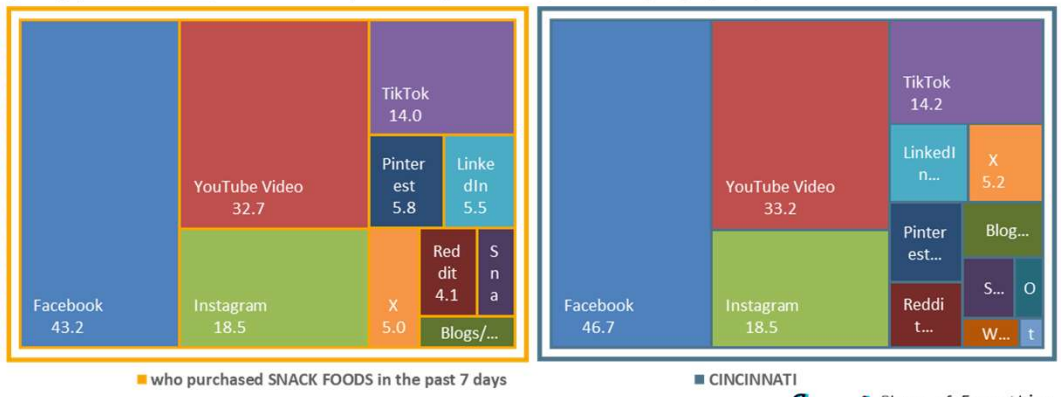
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,446

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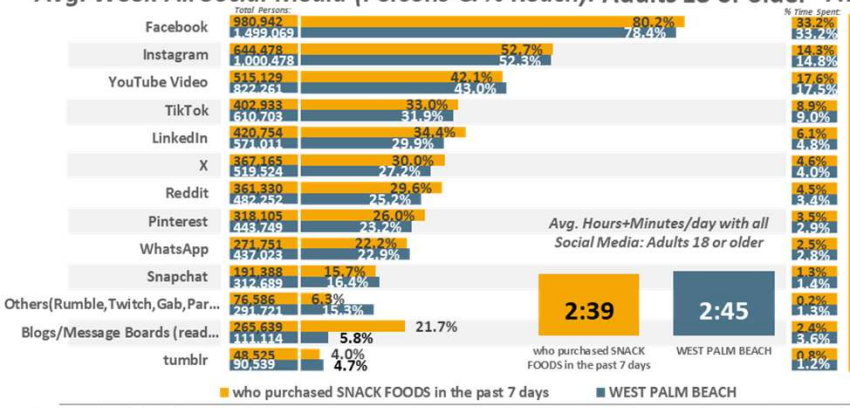
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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

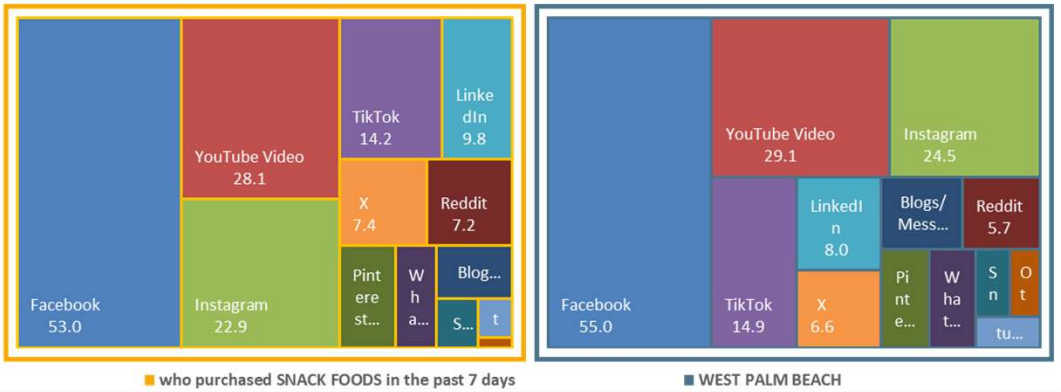


849,426 or 69.5% of Adults 18 or older who purchased SNACK FOODS in the past 7 days use Ad-Supported Facebook for an average of 44. minutes every day representing 32.% of all time spent daily with Ad-Supported Social Media.

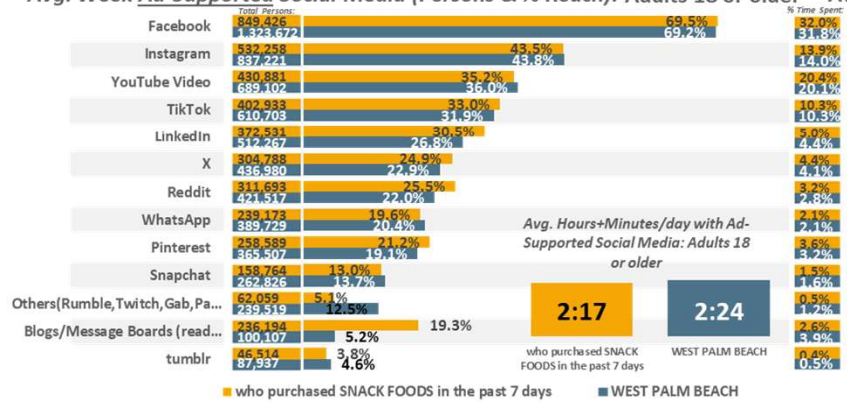
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



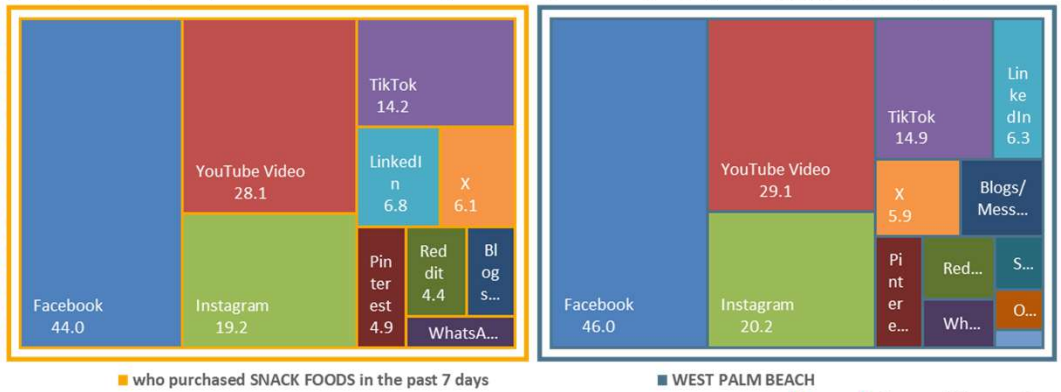
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 1,751

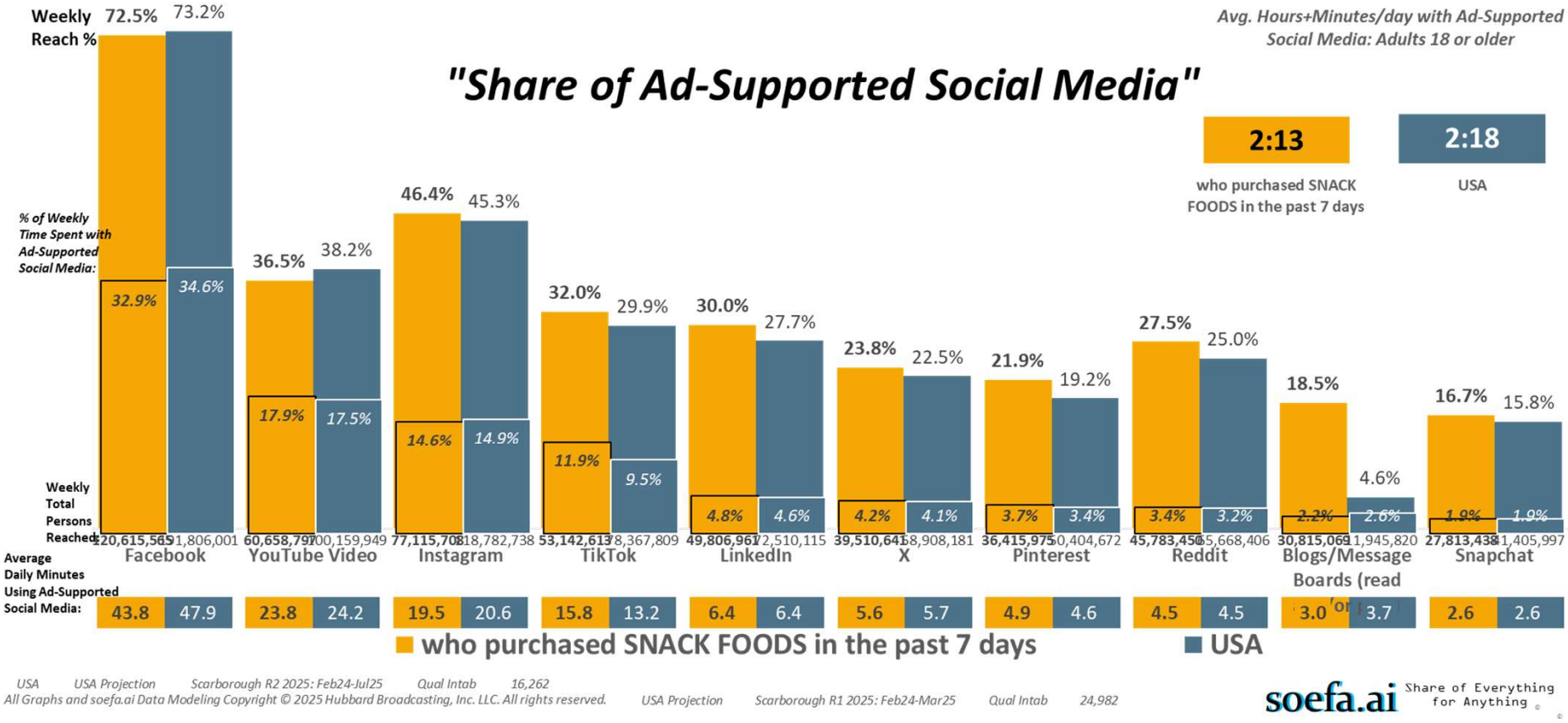
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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



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USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 16,262

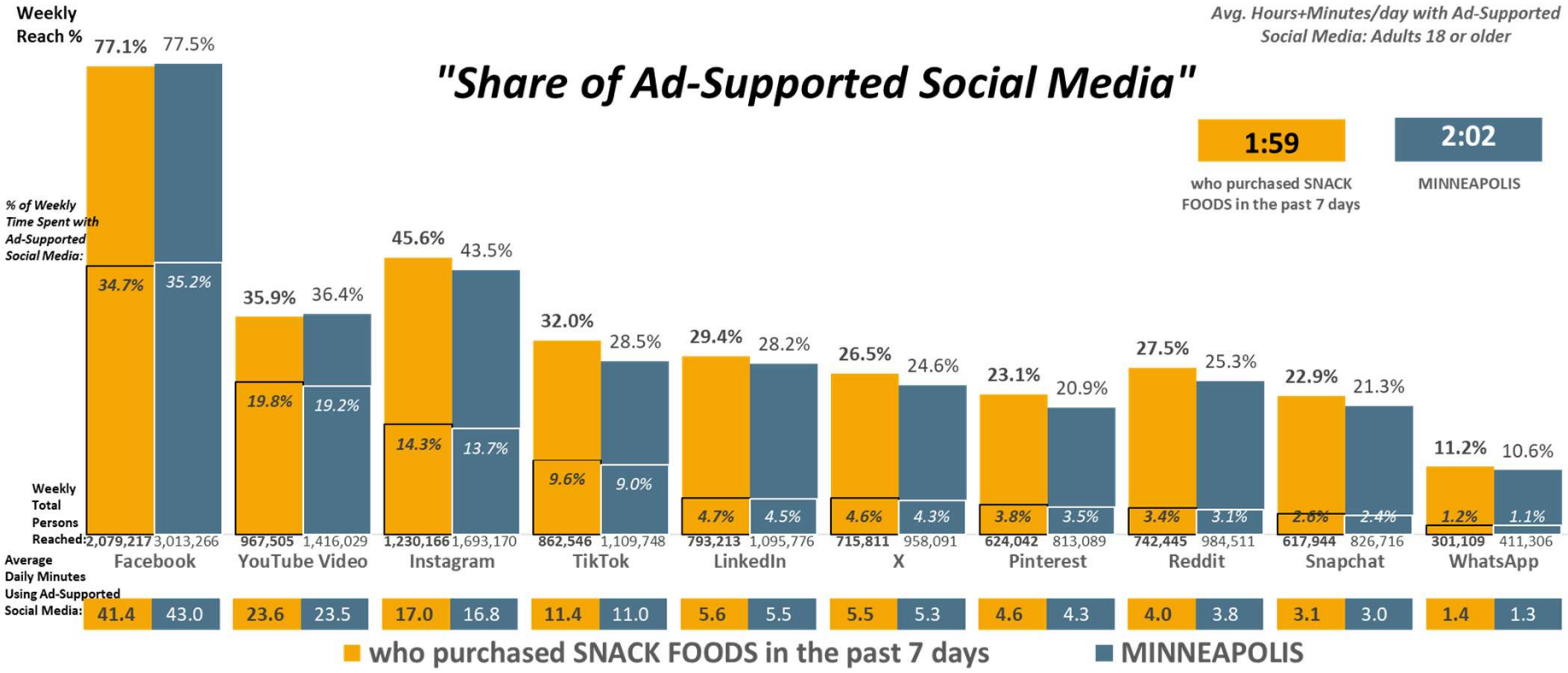
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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,982

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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

2,079,217 or 77.1% of Adults 18 or older who purchased SNACK FOODS in the past 7 days use Ad-Supported Facebook for an average of 41.4 minutes every day representing 34.7% of all time spent daily with Ad-Supported Social Media.



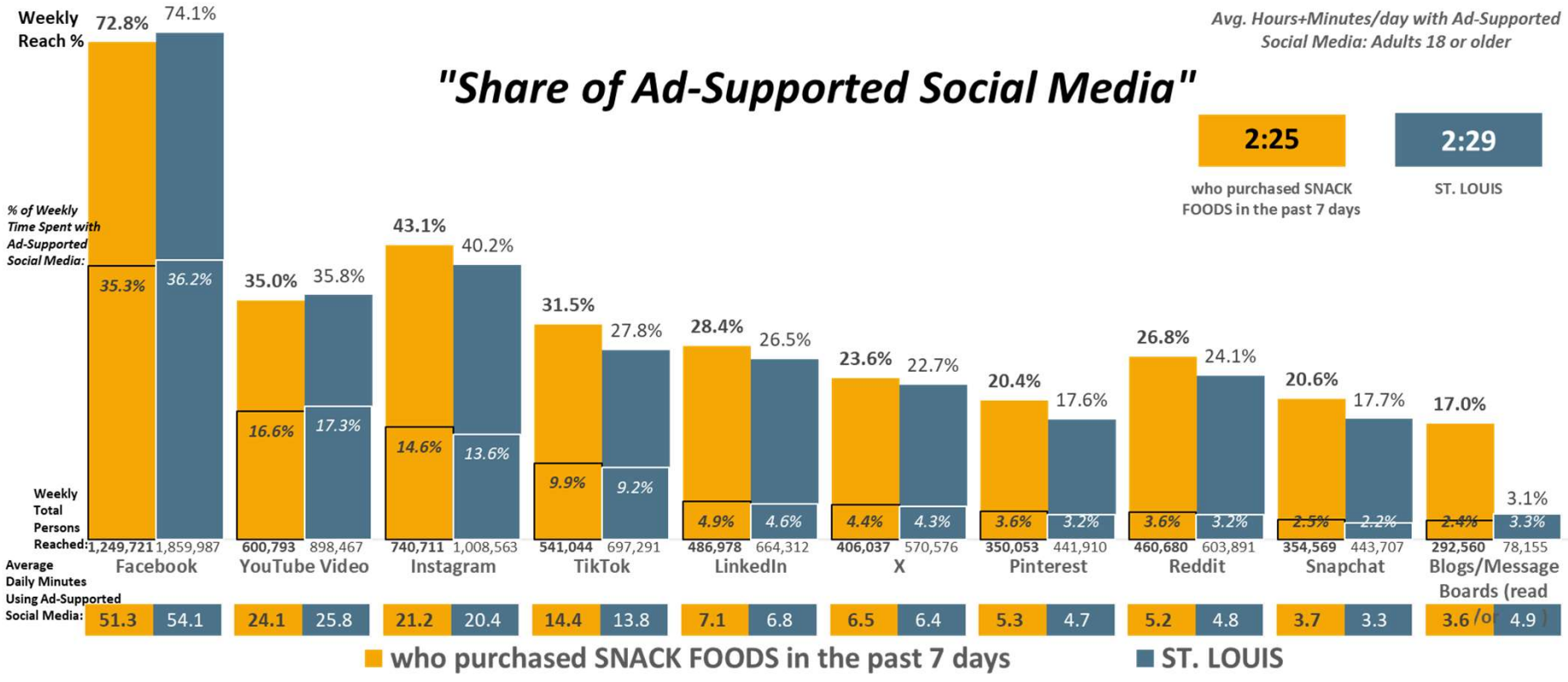
MINNEAPOLIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,452 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081

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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

1,249,721 or 72.8% of Adults 18 or older who purchased SNACK FOODS in the past 7 days use Ad-Supported Facebook for an average of 51.3 minutes every day representing 35.3% of all time spent daily with Ad-Supported Social Media.



ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,475 ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,075

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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



967,254 or 71.1% of Adults 18 or older who purchased SNACK FOODS in the past 7 days use Ad-Supported Facebook for an average of 43.2 minutes every day representing 31.7% of all time spent daily with Ad-Supported Social Media.

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

"Share of Ad-Supported Social Media"

	who purchased SNACK FOODS in the past 7 days	CINCINNATI
Avg. Hours+Minutes/day with Ad-Supported Social Media	2:16	2:22

	Facebook	YouTube Video	Instagram	TikTok	Pinterest	LinkedIn	X	Reddit	Snapchat	Blogs/Message Boards (read
Weekly Reach %	71.1% / 72.2%	36.0% / 35.6%	43.7% / 41.3%	31.8% / 29.6%	25.7% / 21.6%	25.4% / 23.8%	21.3% / 20.7%	24.8% / 23.7%	17.8% / 17.2%	17.4% / 5.5%
% of Weekly Time Spent with Ad-Supported Social Media:	31.7% / 32.6%	24.0% / 23.2%	13.6% / 13.0%	10.3% / 9.9%	4.2% / 3.6%	4.0% / 3.8%	3.7% / 3.6%	3.0% / 2.9%	2.0% / 2.0%	1.8% / 2.7%
Weekly Total Persons Reached:	967,254 / 1,389,479	489,021 / 684,296	594,566 / 794,108	432,304 / 568,783	349,319 / 415,306	345,745 / 458,110	289,892 / 399,098	337,363 / 455,953	242,578 / 329,888	236,107 / 105,361
Average Daily Minutes Using Ad-Supported Social Media:	43.2 / 46.7	32.7 / 33.2	18.5 / 18.5	14.0 / 14.2	5.8 / 5.1	5.5 / 5.5	5.0 / 5.2	4.1 / 4.2	2.7 / 2.8	2.5 / 3.9

■ who purchased SNACK FOODS in the past 7 days ■ CINCINNATI

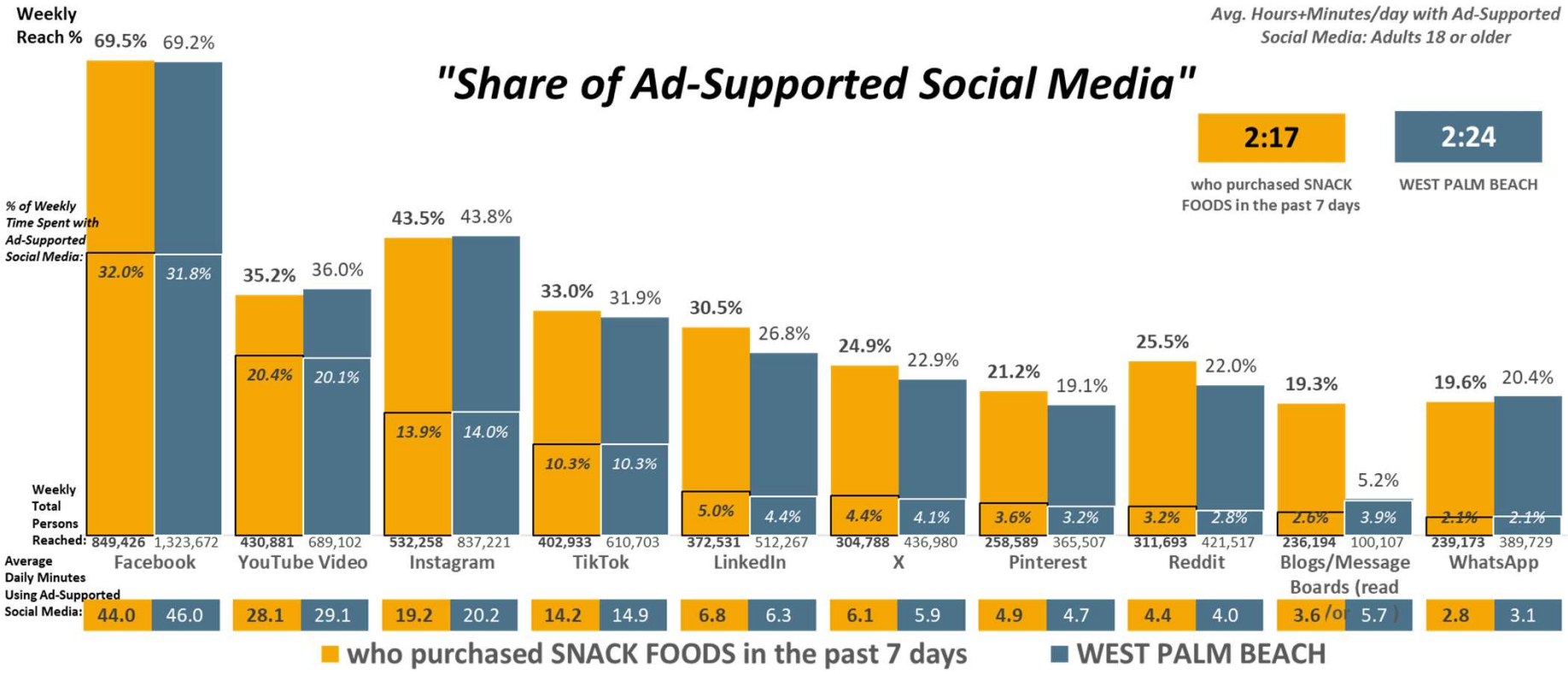
CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,446 CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,996

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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

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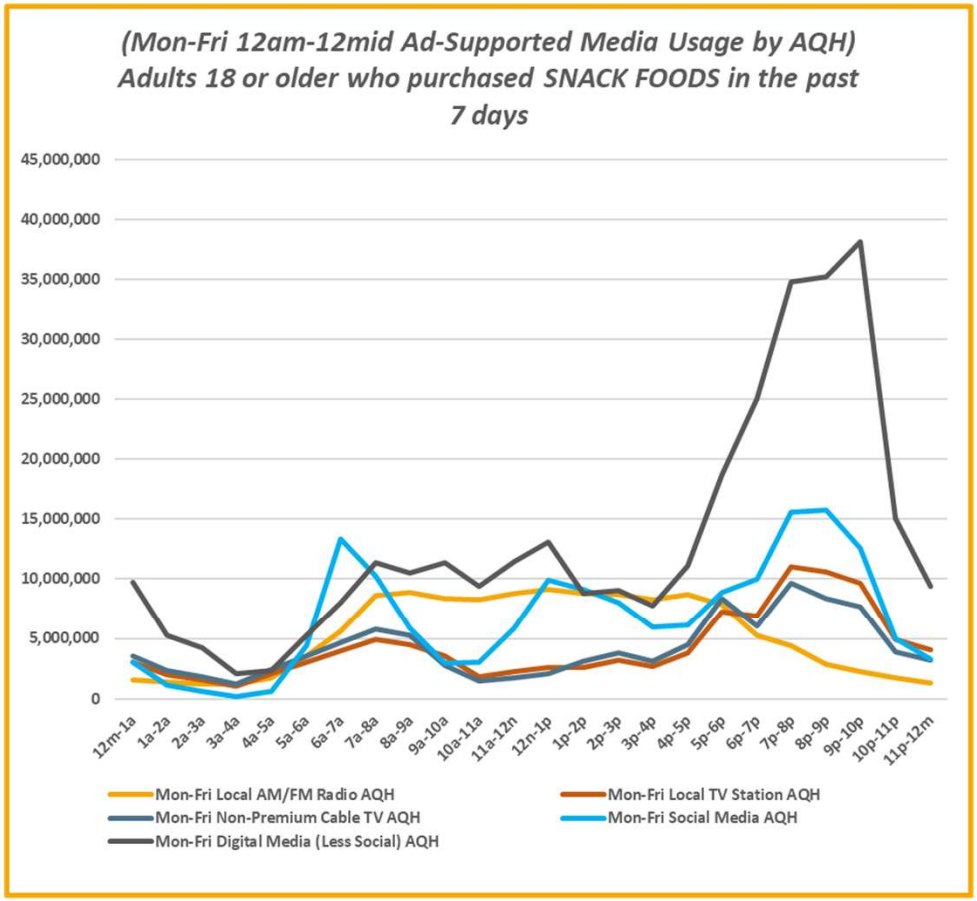
WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 1,751 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

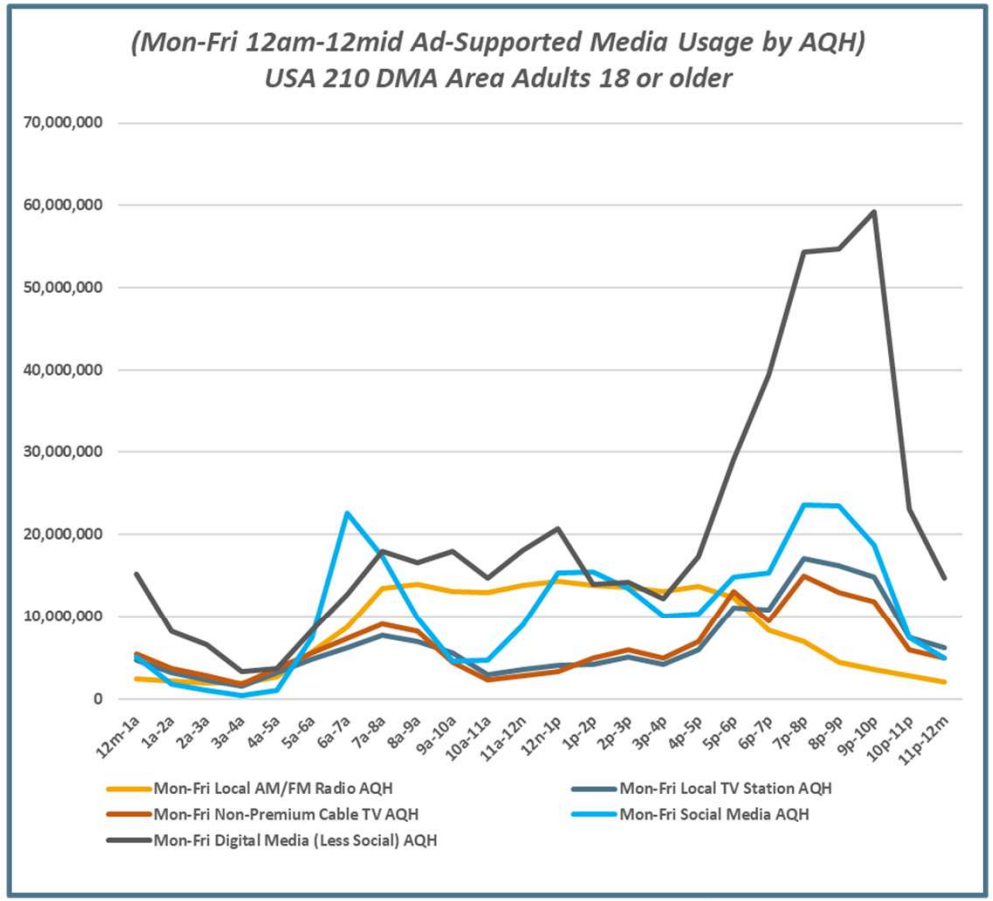
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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 11,982,907; Local Radio: 8,098,923; Social Media: 7,651,535; Non-Prem. Cable: 4,044,242; Local TV: 3,854,588 reaching Adults 18 or older who purchased SNACK FOODS in the





USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 16,262

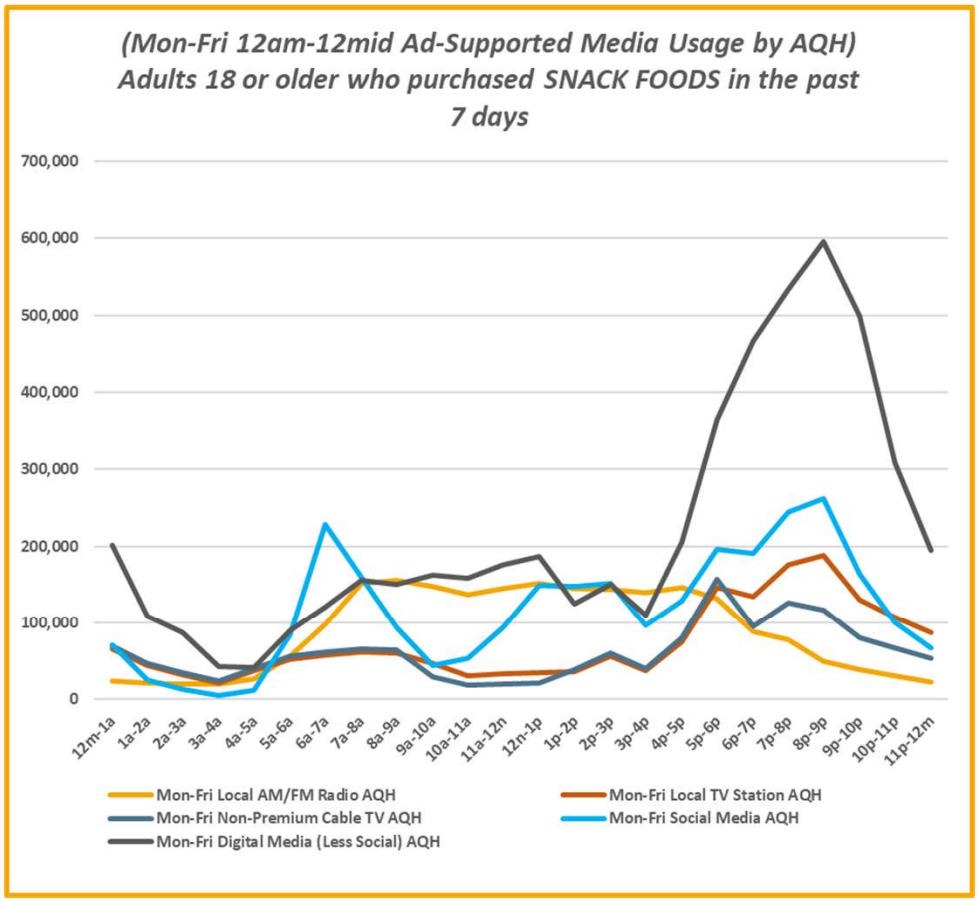
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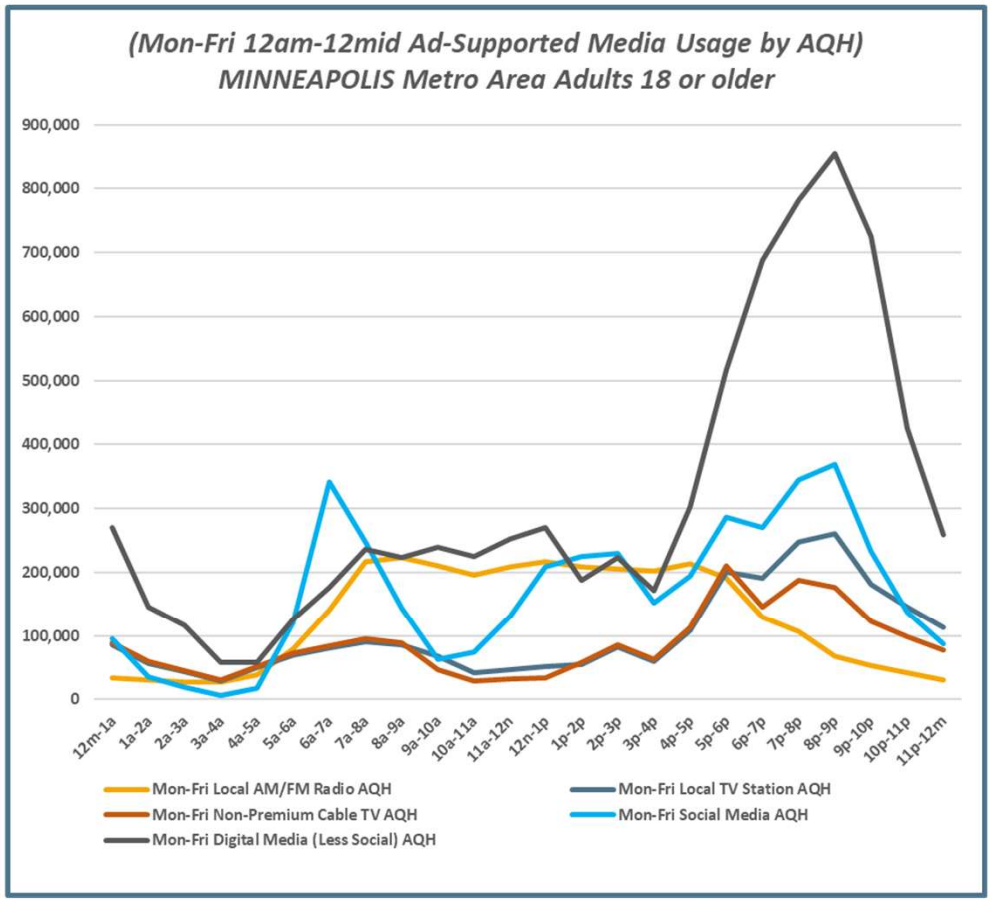
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,982

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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 194,926; Local Radio: 137,190; Social Media: 133,463; Local TV: 62,422; Non-Prem. Cable: 58,023 reaching Adults 18 or older who purchased SNACK FOODS in the past 7 days.





MINNEAPOLIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,452

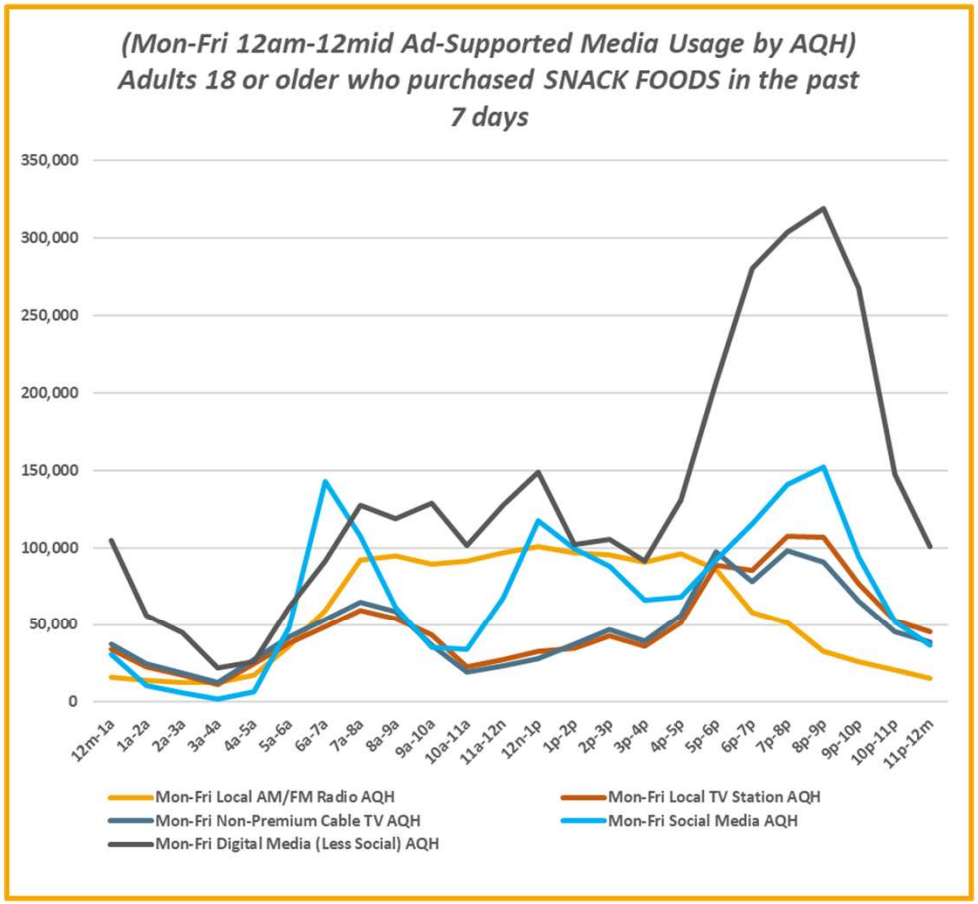
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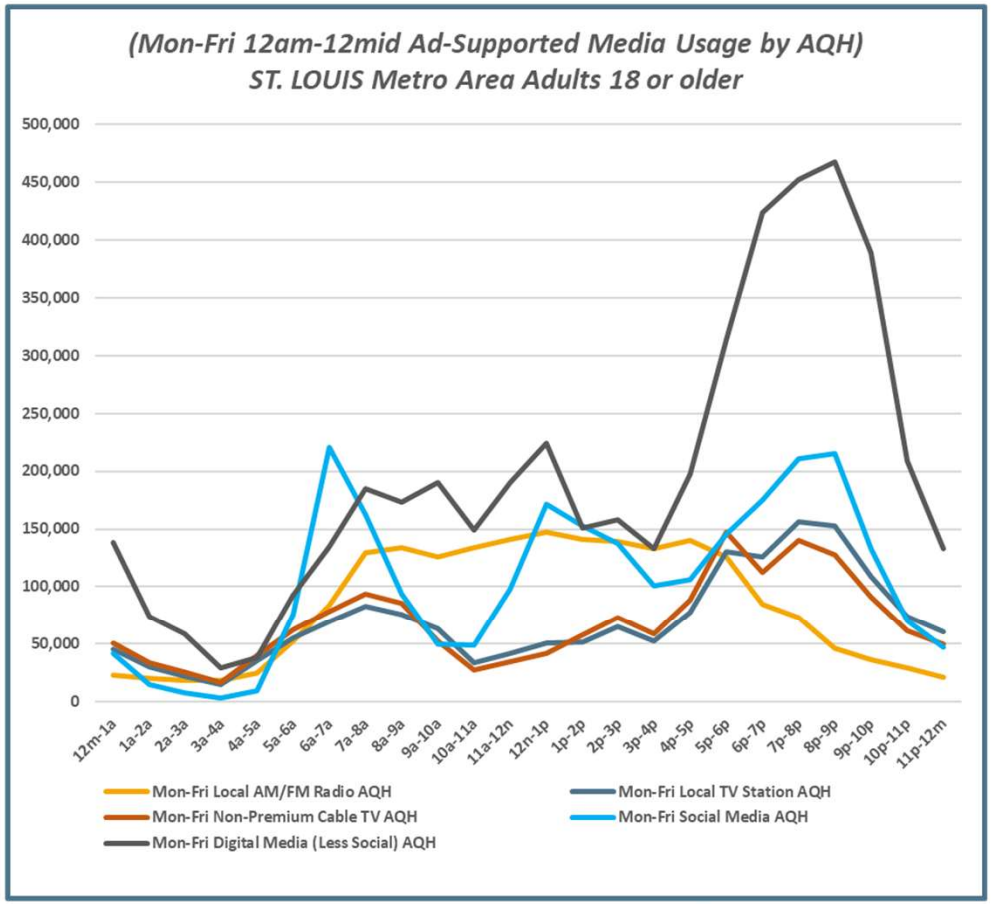
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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 135,563; Local Radio: 88,317; Social Media: 84,223; Non-Prem. Cable: 49,131; Local TV: 48,148 reaching Adults 18 or older who purchased SNACK FOODS in the past 7 days.





ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,475

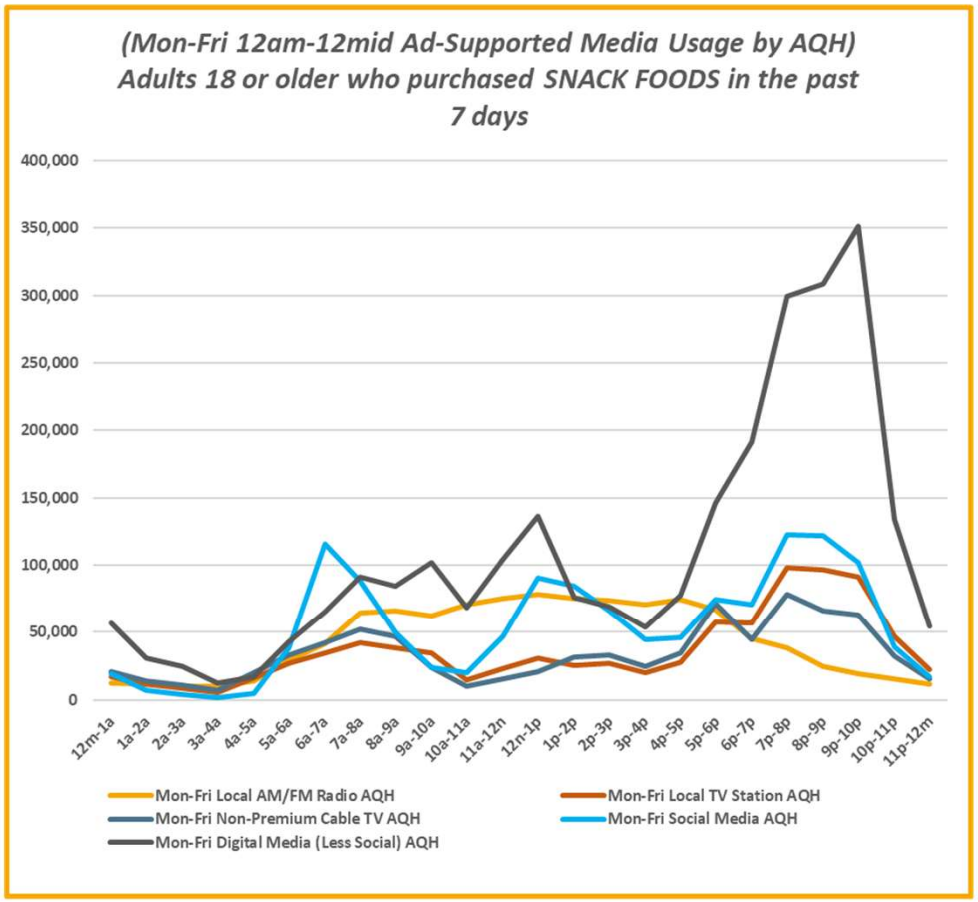
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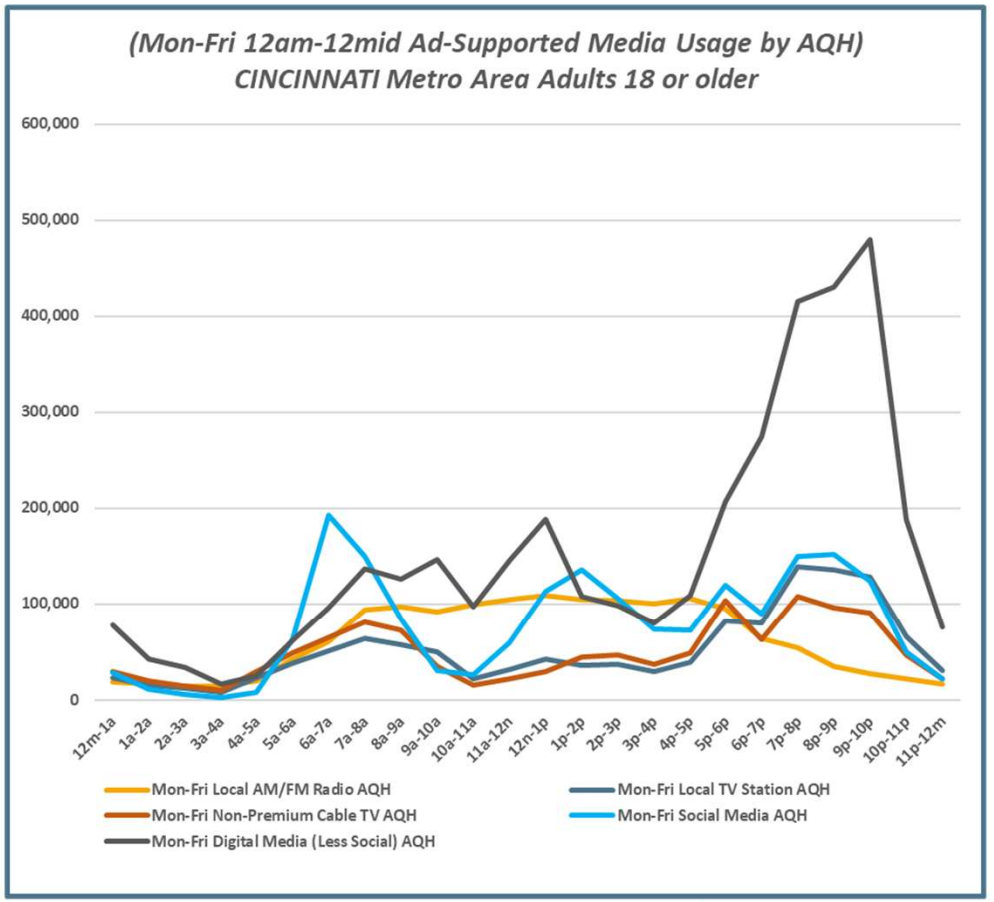
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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 97,305; Local Radio: 66,350; Social Media: 63,046; Non-Prem. Cable: 34,688; Local TV: 33,148 reaching Adults 18 or older who purchased SNACK FOODS in the past 7 days.





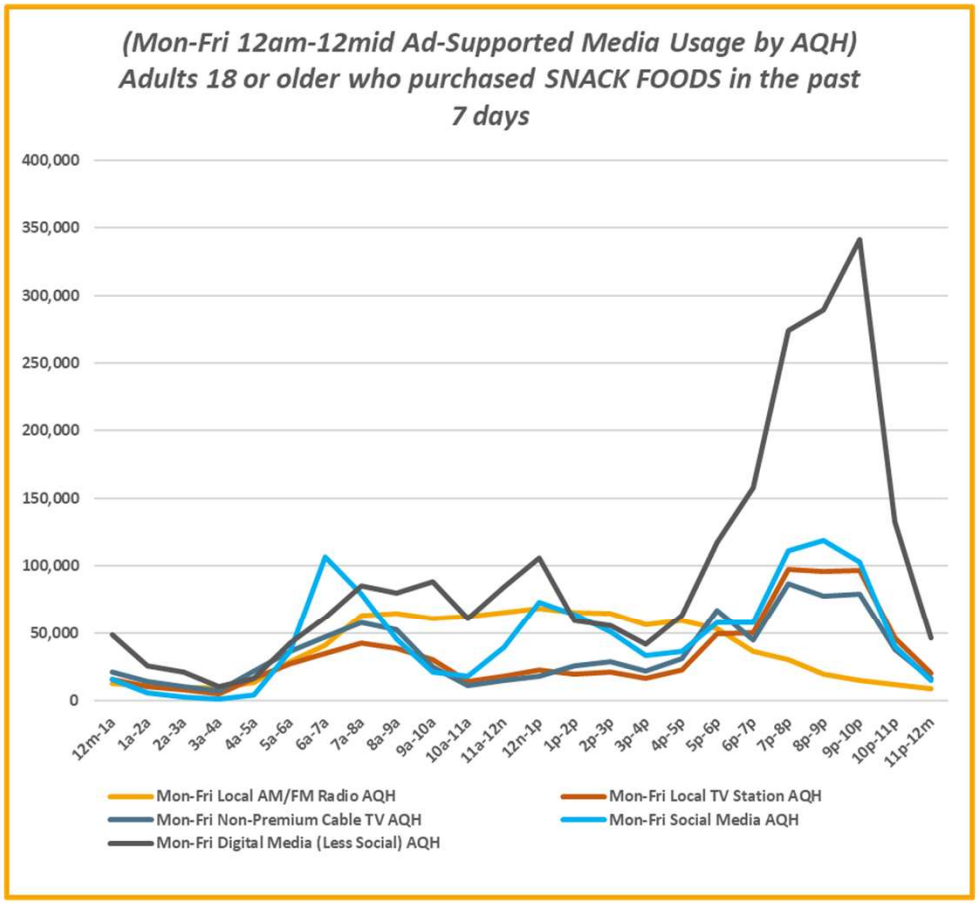
CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,446

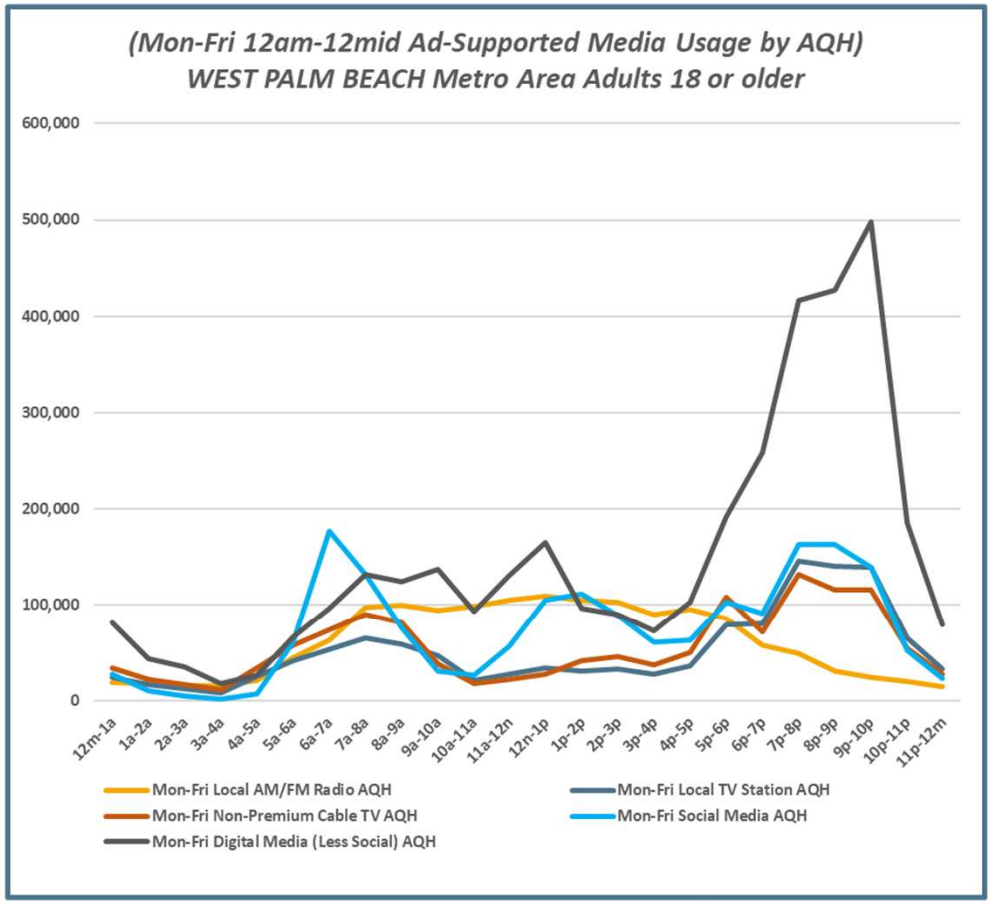
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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 81,593; Local Radio: 58,489; Social Media: 52,570; Non-Prem. Cable: 34,132; Local TV: 29,246 reaching Adults 18 or older who purchased SNACK FOODS in the past 7 days.





WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 1,751

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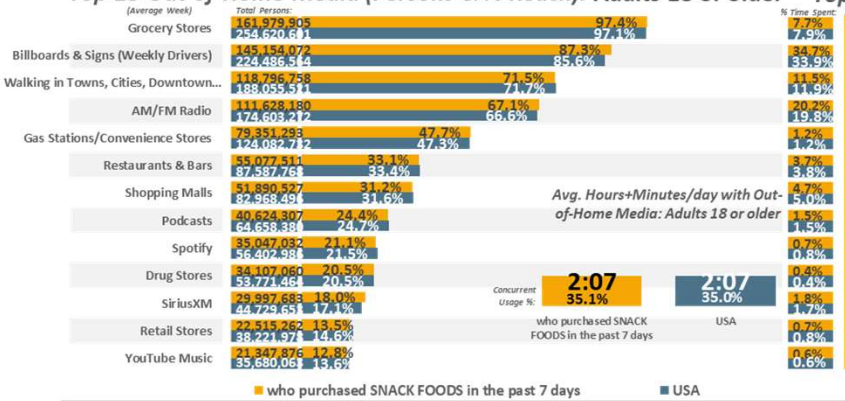
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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

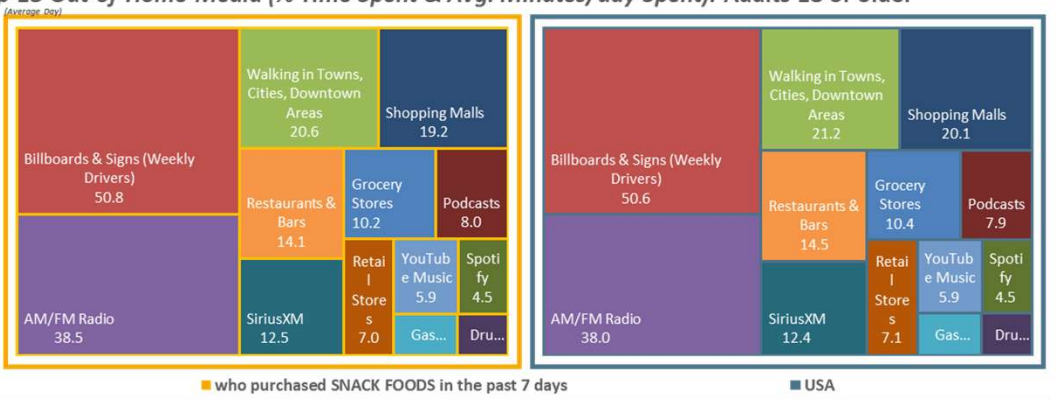


145,154,072 or 87.3% of Adults 18 or older who purchased SNACK FOODS in the past 7 days spend an average of 50.8 minutes per day driving, seeing Billboards and Signs. 64.6% Listen to Local Radio Stations Out-of-Home for an average of 35.6 minutes/day.

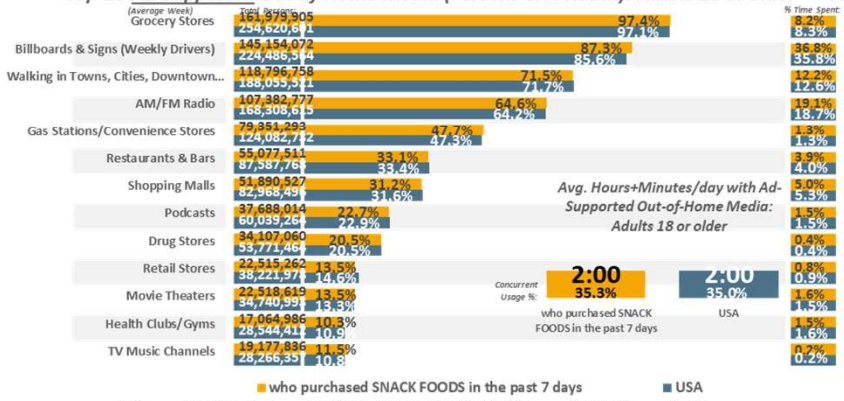
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



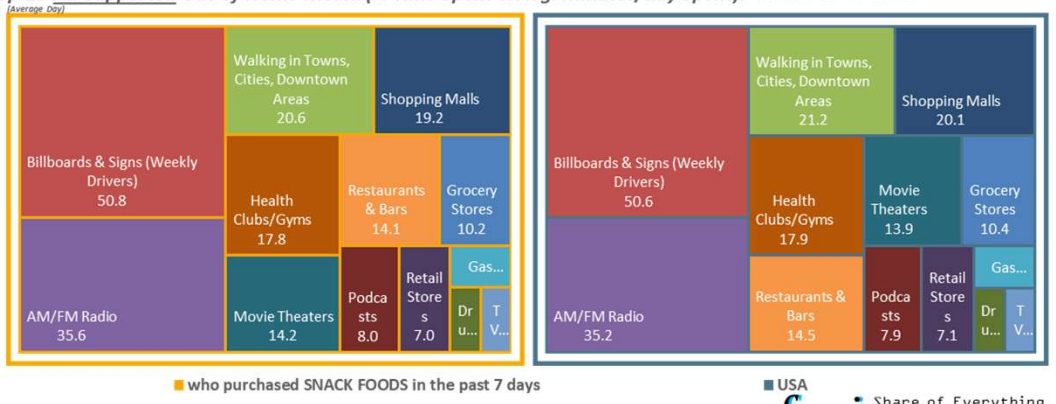
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 16,262

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,982

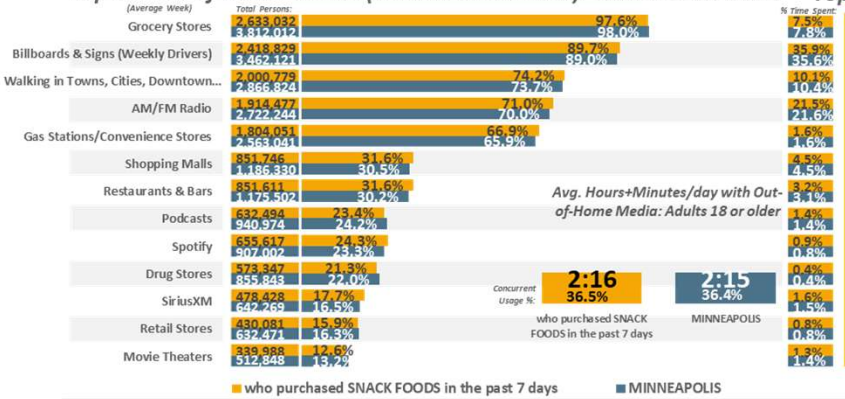
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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

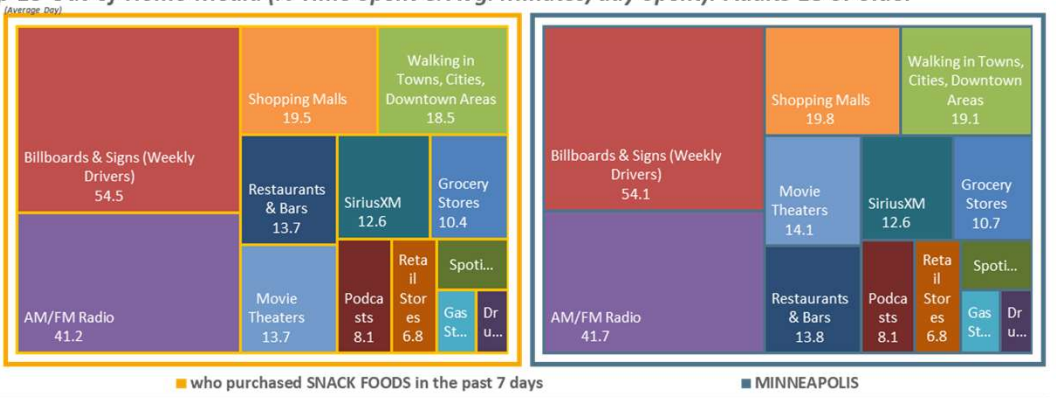


2,418,829 or 89.7% of Adults 18 or older who purchased SNACK FOODS in the past 7 days spend an average of 54.5 minutes per day driving, seeing Billboards and Signs. 67.3% Listen to Local Radio Stations Out-of-Home for an average of 37.8 minutes/day.

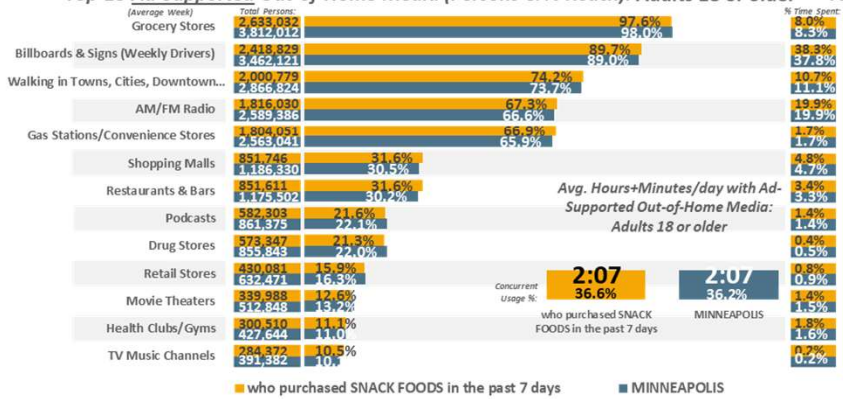
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



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



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



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



MINNEAPOLIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,452

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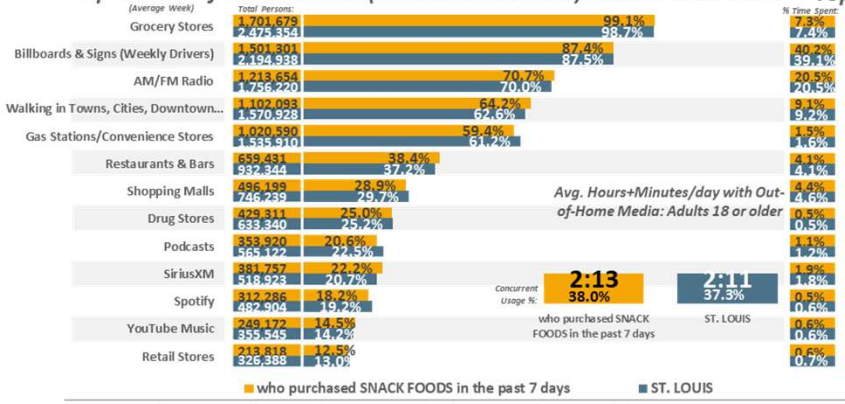
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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

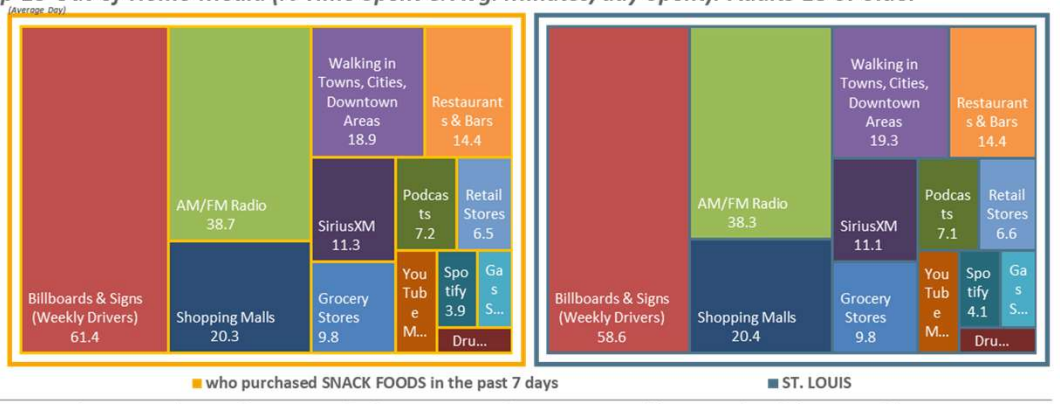


1,501,301 or 87.4% of Adults 18 or older who purchased SNACK FOODS in the past 7 days spend an average of 61.4 minutes per day driving, seeing Billboards and Signs. 68.2% Listen to Local Radio Stations Out-of-Home for an average of 36.9 minutes/day.

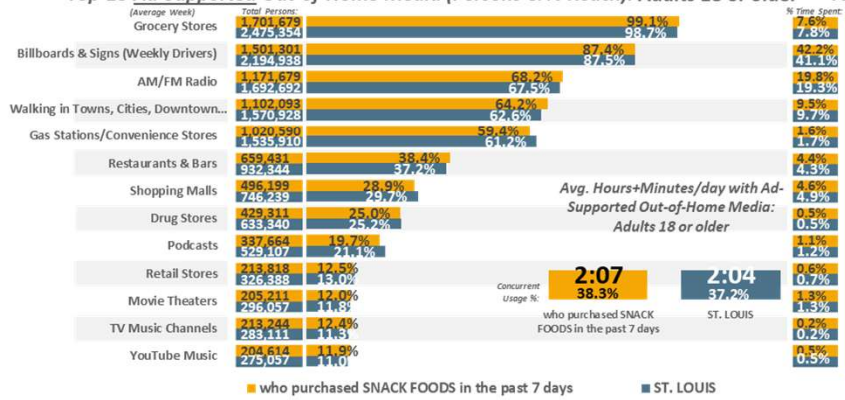
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



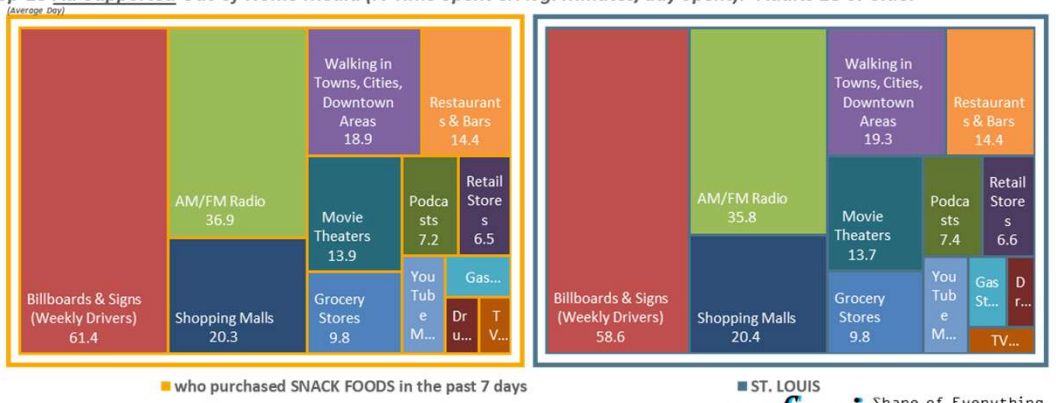
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,475

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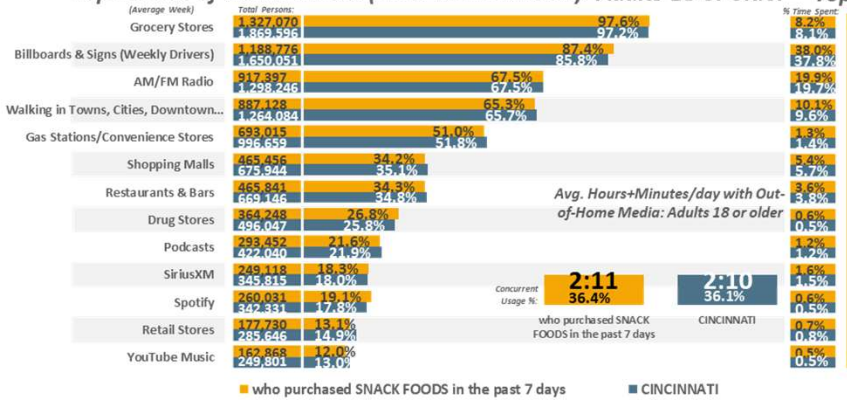
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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

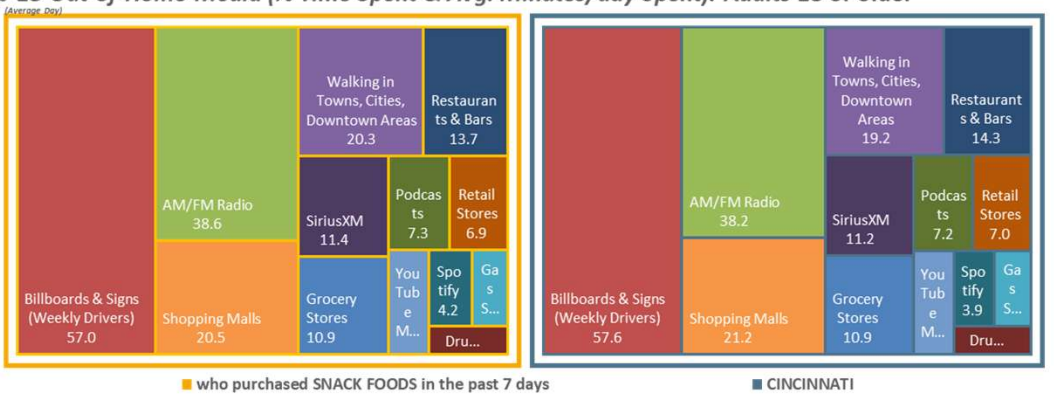


1,188,776 or 87.4% of Adults 18 or older who purchased SNACK FOODS in the past 7 days spend an average of 57. minutes per day driving, seeing Billboards and Signs. 65.1% Listen to Local Radio Stations Out-of-Home for an average of 36.5 minutes/day.

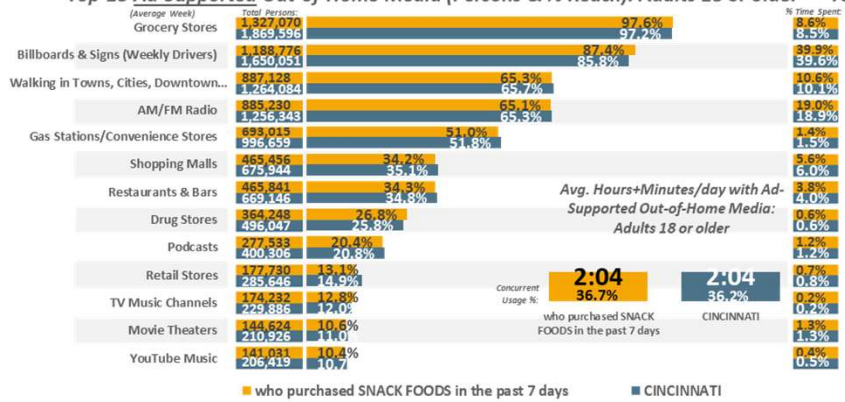
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



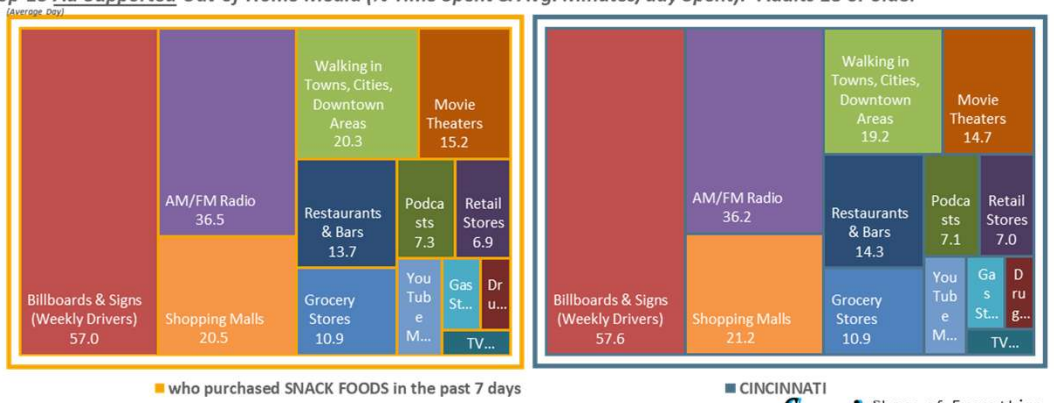
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,446

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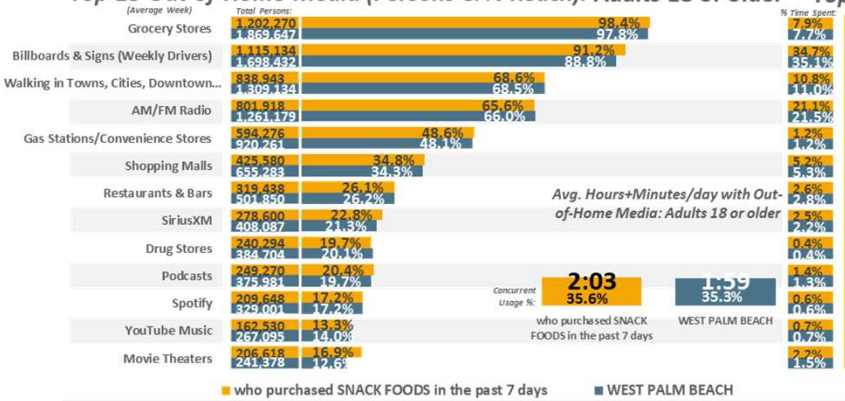
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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

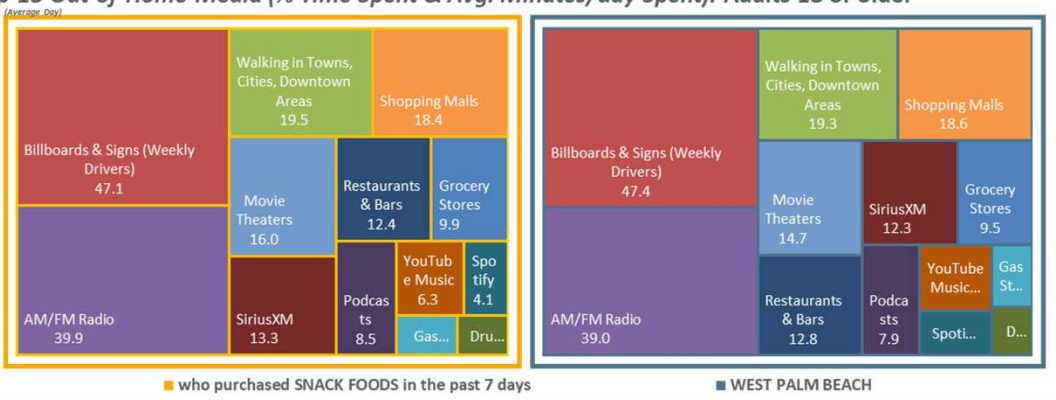


1,115,134 or 91.2% of Adults 18 or older who purchased SNACK FOODS in the past 7 days spend an average of 47.1 minutes per day driving, seeing Billboards and Signs. 63.6% Listen to Local Radio Stations Out-of-Home for an average of 37.6 minutes/day.

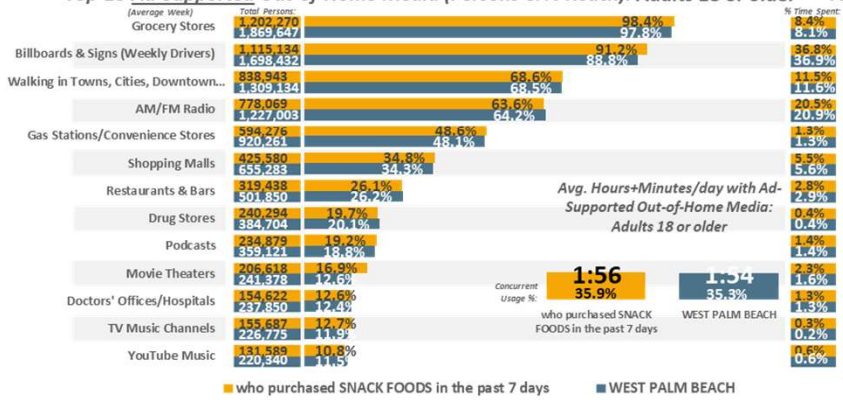
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



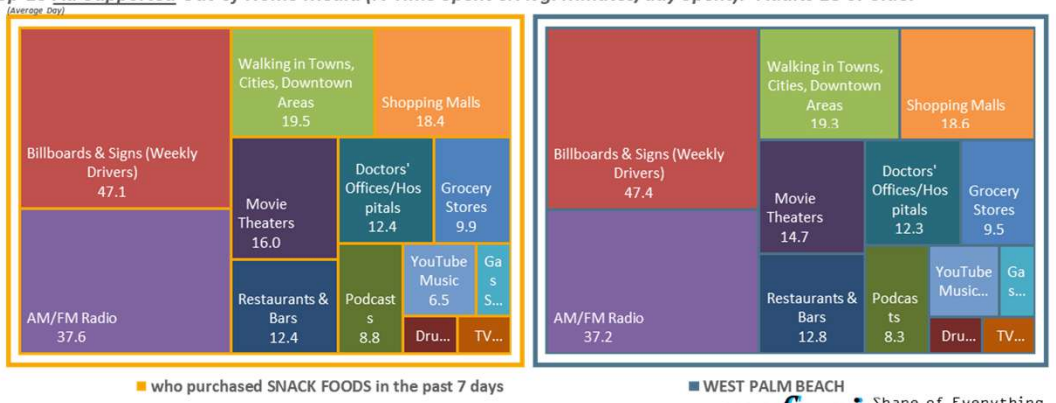
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 1,751

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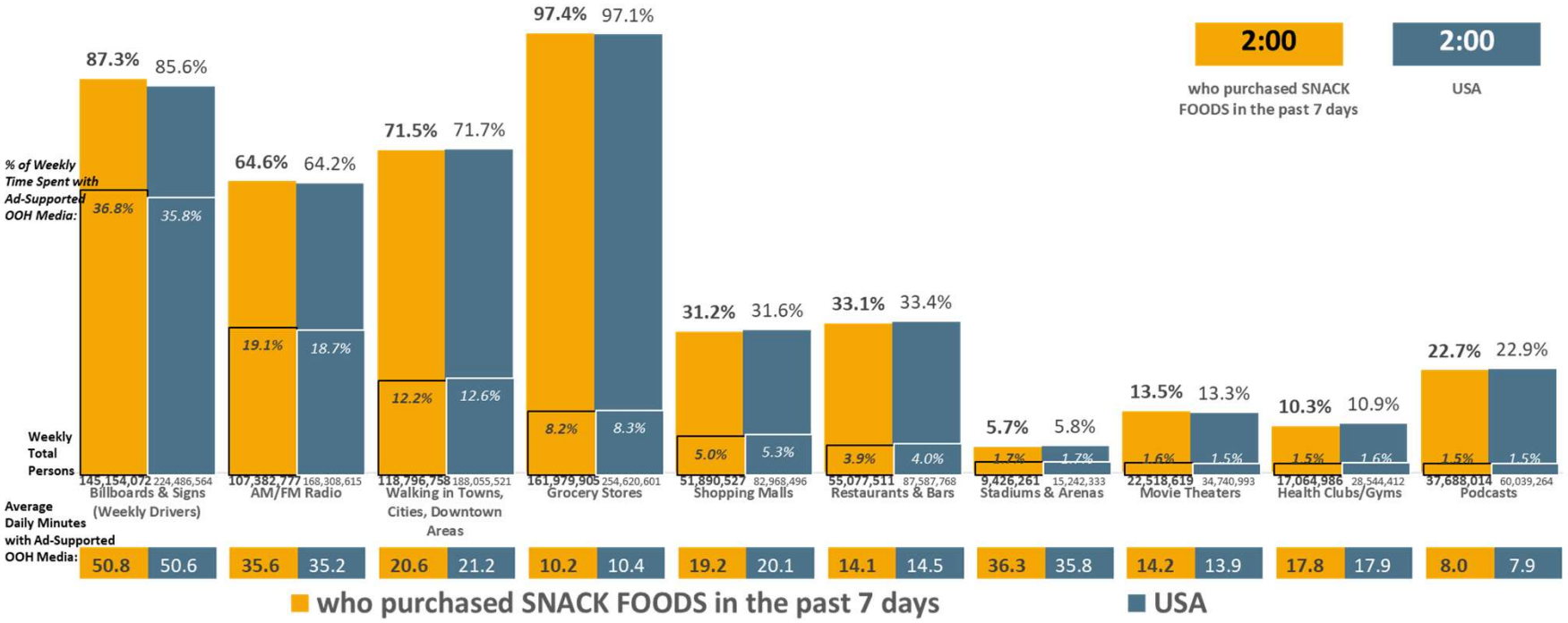
Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



145,154,072 or 87.3% of Adults 18 or older who purchased SNACK FOODS in the past 7 days spend an average of 50.8 minutes per day driving, seeing Billboards and Signs representing 36.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 16,262

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,982

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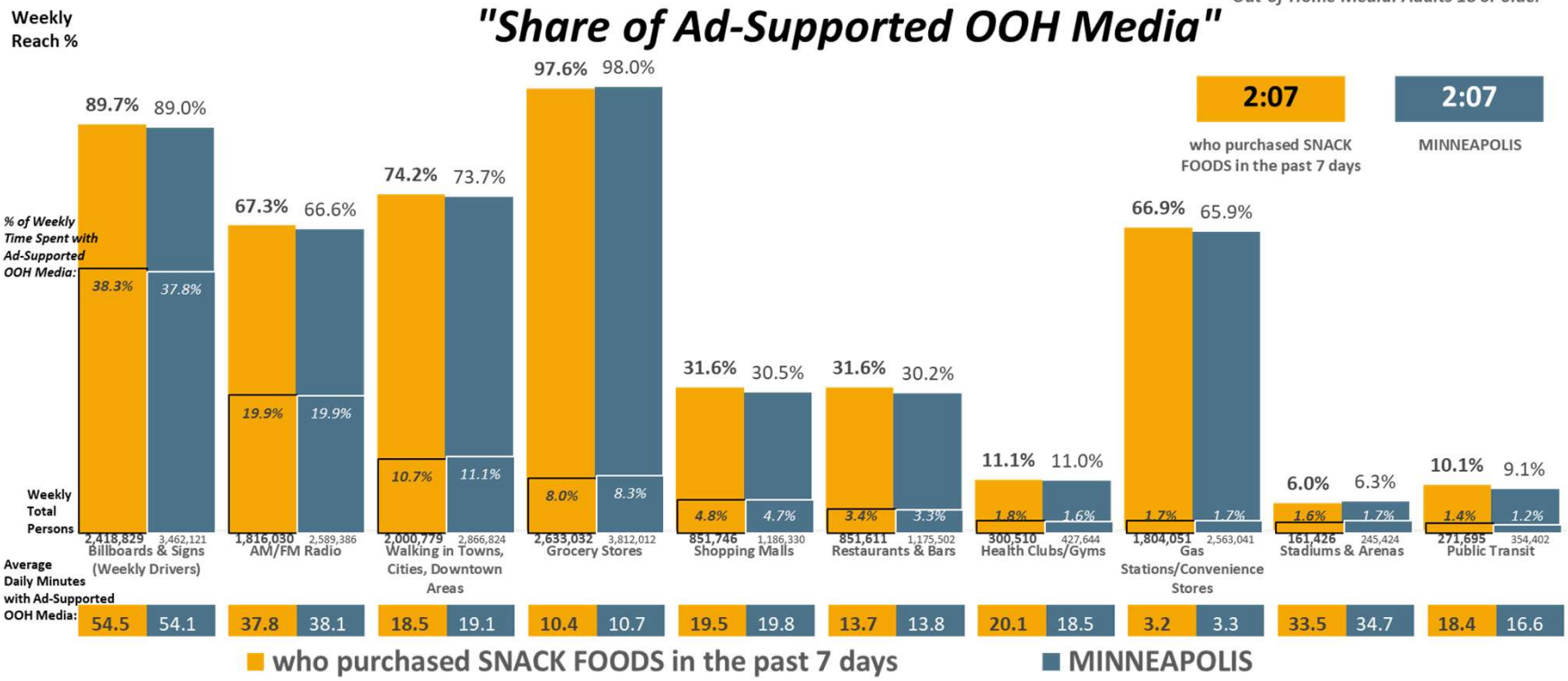
Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



2,418,829 or 89.7% of Adults 18 or older who purchased SNACK FOODS in the past 7 days spend an average of 54.5 minutes per day driving, seeing Billboards and Signs representing 38.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



MINNEAPOLIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,452 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081

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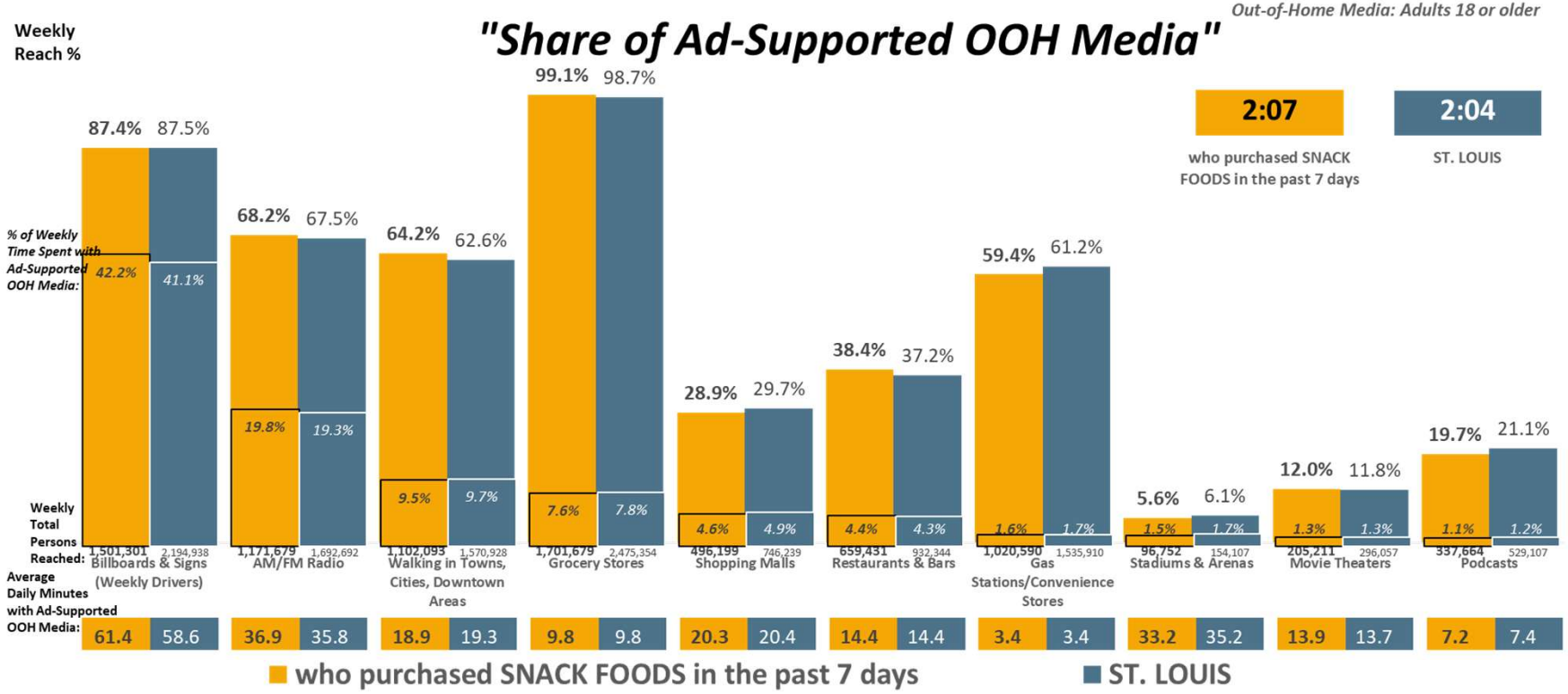
Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



1,501,301 or 87.4% of Adults 18 or older who purchased SNACK FOODS in the past 7 days spend an average of 61.4 minutes per day driving, seeing Billboards and Signs representing 42.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,475 ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,075

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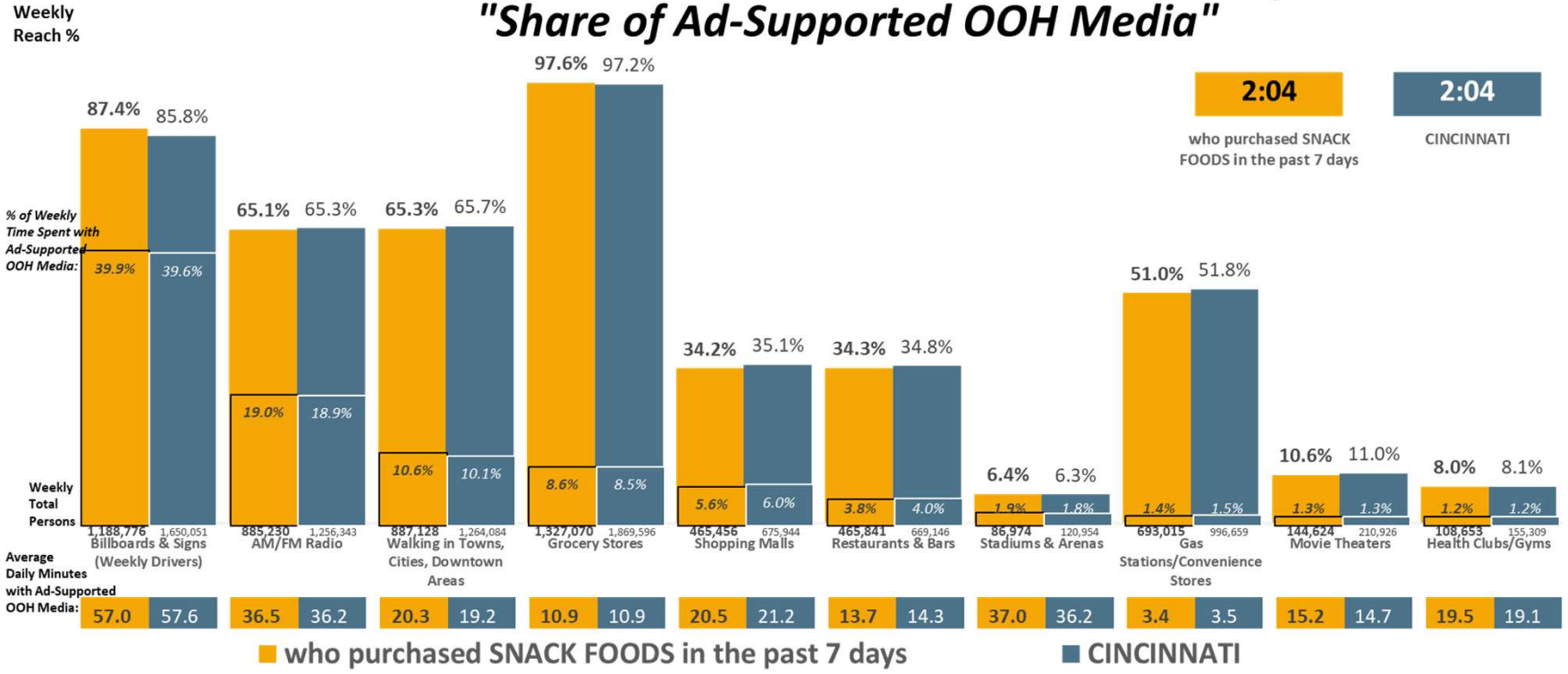
Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



1,188,776 or 87.4% of Adults 18 or older who purchased SNACK FOODS in the past 7 days spend an average of 57. minutes per day driving, seeing Billboards and Signs representing 39.9% 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"



CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,446 CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,996

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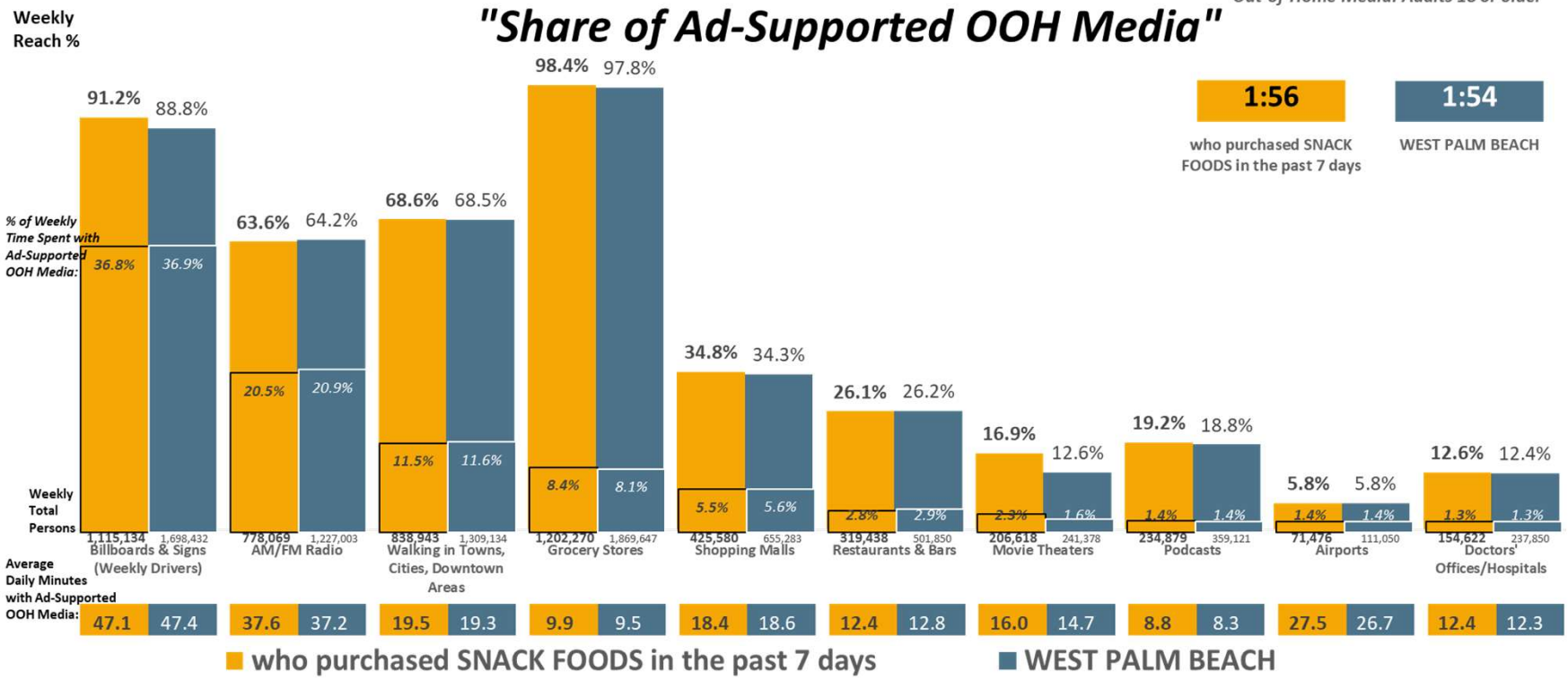
Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



1,115,134 or 91.2% of Adults 18 or older who purchased SNACK FOODS in the past 7 days spend an average of 47.1 minutes per day driving, seeing Billboards and Signs representing 36.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 1,751 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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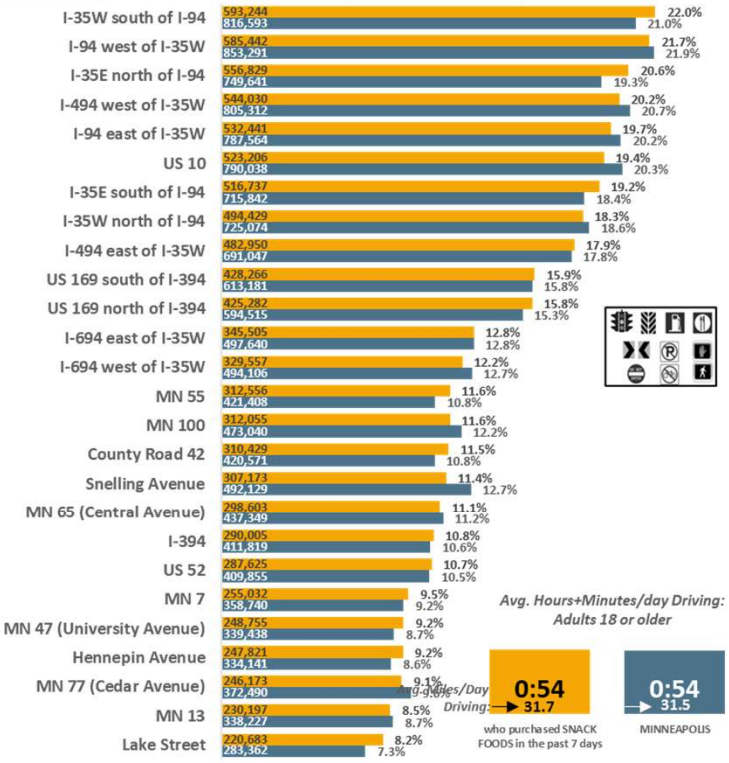
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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



2,418,829 or 89.7% of Adults 18 or older who purchased SNACK FOODS in the past 7 days spend an average of 54.5 minutes per day driving an average of 31.7 miles each day and are 7.1% more likely to use I-35E north of I-94 than the Metro average.

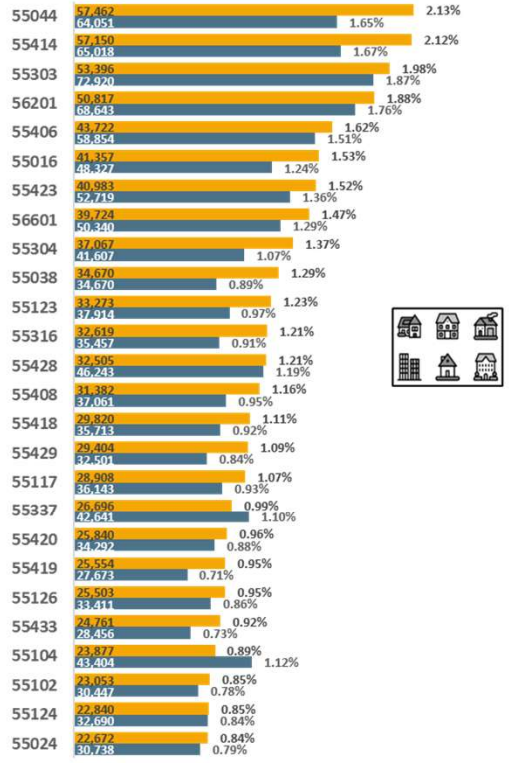
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



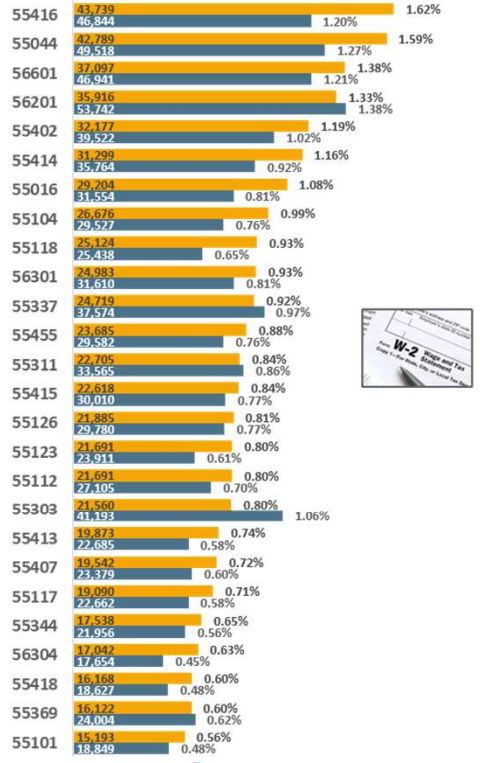
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving:	who purchased SNACK FOODS in the past 7 days	MINNEAPOLIS
	0:54 → 31.7	0:54 → 31.5

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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MINNEAPOLIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,452

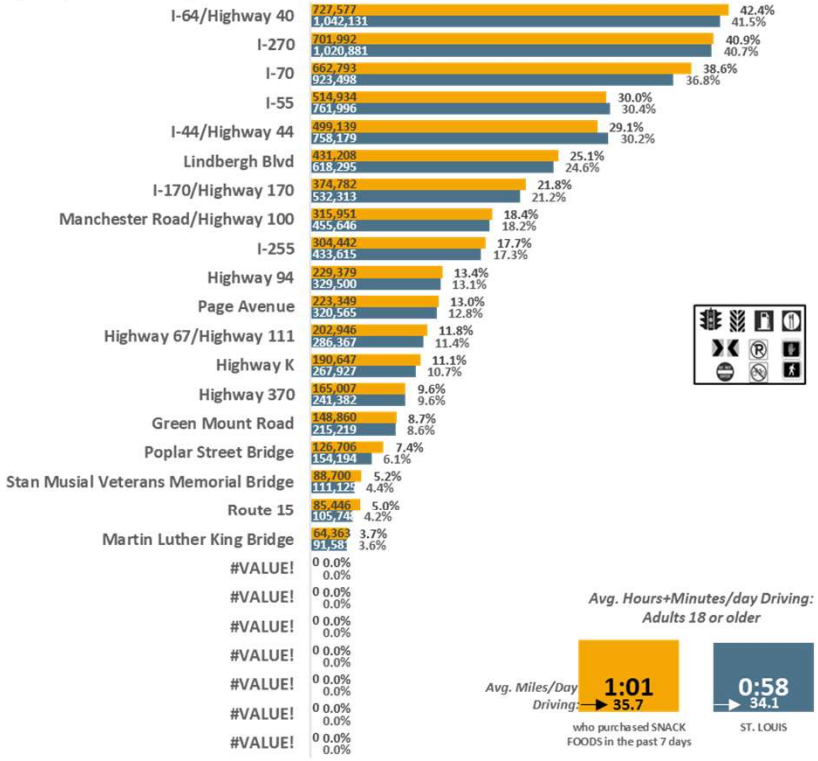
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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



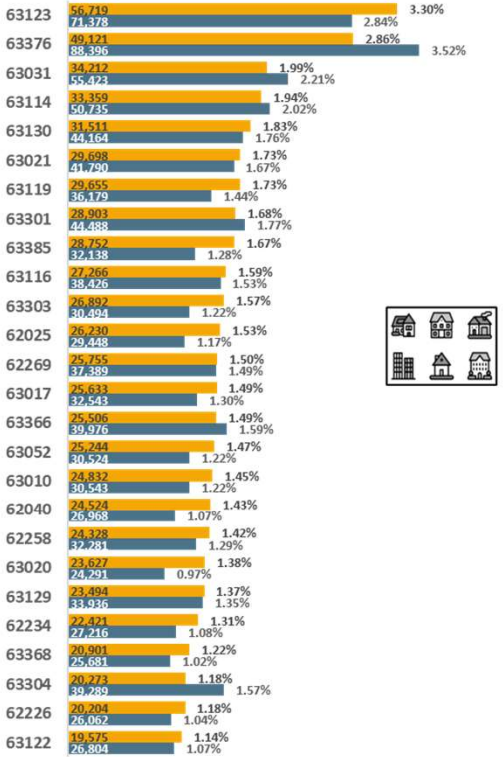
1,501,301 or 87.4% of Adults 18 or older who purchased SNACK FOODS in the past 7 days spend an average of 61.4 minutes per day driving an average of 35.7 miles each day and are 20.1% more likely to use Poplar Street Bridge than the Metro average.

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

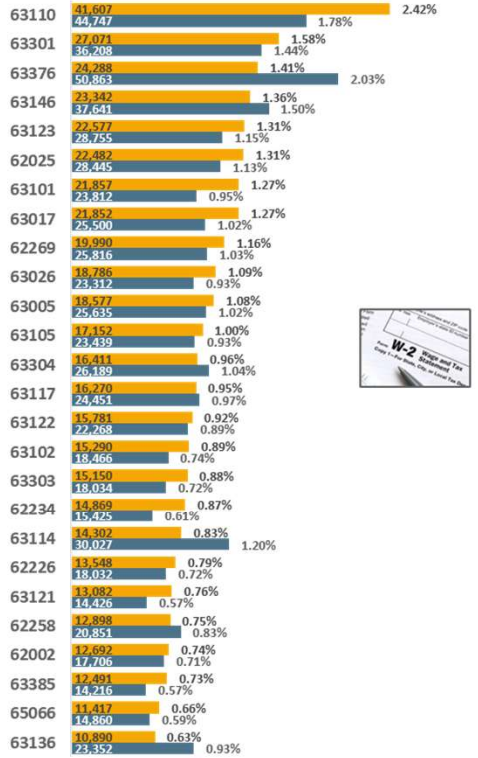


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,475

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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



1,188,776 or 87.4% of Adults 18 or older who purchased SNACK FOODS in the past 7 days spend an average of 57. minutes per day driving an average of 33.2 miles each day and are 13.1% more likely to use Route 42 than the Metro average.

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

	who purchased SNACK FOODS in the past 7 days		CINCINNATI	
I-75	758,131	55.8%	1,042,105	54.2%
I-275	699,490	51.5%	995,899	51.8%
I-71	638,661	47.0%	857,059	44.6%
Dixie Highway	259,180	19.1%	372,925	19.4%
US 22 (Montgomery Road)	254,786	18.7%	371,029	19.3%
I-471	244,765	18.0%	332,248	17.3%
Ronald Reagan Cross County Highway	231,637	17.0%	303,121	15.8%
I-74	229,417	16.9%	310,008	16.1%
US 27 (Colerain Avenue)	186,237	13.7%	255,787	13.3%
Route 42	184,286	13.6%	230,600	12.0%
US 127 (Hamilton Avenue)	158,249	11.6%	221,128	11.5%
Norwood Lateral Expressway	143,016	10.5%	187,107	9.7%
Red Bank Road	135,931	10.0%	178,145	9.3%
Harrison Avenue	134,914	9.9%	190,927	9.9%
Winton Road	134,608	9.9%	177,309	9.2%
State Road 125 (Beechmont Avenue/Ohio Pike)	132,738	9.8%	179,569	9.3%
US 50 (River Road)	124,085	9.1%	171,524	8.9%
Route 32	120,167	8.8%	184,342	9.6%
Glenway Avenue	119,242	8.8%	163,799	8.5%
US 50 (Columbia Parkway)	108,465	8.0%	148,097	7.7%
Route 48	108,024	7.9%	142,158	7.4%
Route 747	102,421	7.5%	147,260	7.7%
State Road 747 (Princeton, Glendale Road)	91,641	6.7%	136,670	7.1%
Route 28	75,626	5.6%	110,631	5.8%
Bridgetown Road	71,584	5.3%	88,149	4.6%
I-675	71,219	5.2%	89,508	4.7%



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

Avg. Miles/Day Driving: → 33.2

who purchased SNACK FOODS in the past 7 days	CINCINNATI
0:57	0:57
	→ 33.5

Top-26 Residential Zip Codes: Adults 18 or older

	who purchased SNACK FOODS in the past 7 days		CINCINNATI	
45011	51,833	3.81%	64,056	3.33%
41042	41,457	3.05%	53,135	2.76%
45036	37,074	2.73%	44,584	2.32%
45231	35,970	2.65%	49,048	2.55%
45069	29,816	2.19%	43,992	2.29%
45211	27,975	2.06%	28,743	1.49%
45044	27,135	2.00%	40,813	2.12%
45212	26,888	1.98%	28,684	1.49%
45040	26,649	1.96%	33,569	1.75%
45039	26,409	1.94%	31,342	1.63%
45013	25,391	1.87%	33,210	1.73%
45018	25,343	1.86%	41,145	2.14%
45005	23,510	1.73%	26,921	1.40%
45236	22,715	1.67%	27,343	1.42%
45014	21,996	1.62%	30,700	1.60%
41017	21,212	1.56%	25,290	1.31%
45241	20,152	1.48%	21,735	1.13%
41011	19,598	1.44%	23,063	1.20%
45102	18,964	1.39%	27,121	1.41%
45103	18,911	1.39%	42,858	2.23%
45230	18,096	1.33%	30,113	1.57%
45220	18,060	1.33%	20,006	1.04%
45251	17,739	1.30%	18,532	0.96%
45066	17,423	1.28%	23,227	1.21%
45150	16,687	1.23%	24,069	1.25%
45140	16,618	1.22%	28,407	1.48%



Top-26 Employment Zip Codes: Adults 18 or older

	who purchased SNACK FOODS in the past 7 days		CINCINNATI	
41042	40,604	2.99%	49,807	2.59%
45202	30,847	2.27%	42,744	2.22%
45040	29,481	2.17%	33,908	1.76%
45229	26,058	1.92%	28,970	1.51%
45005	25,116	1.85%	28,925	1.50%
45212	24,067	1.77%	29,931	1.56%
41018	22,896	1.68%	37,593	1.95%
45241	21,449	1.58%	30,233	1.57%
45236	21,392	1.57%	26,085	1.36%
45069	19,677	1.45%	30,168	1.57%
45220	18,251	1.34%	20,798	1.08%
45013	17,489	1.29%	22,511	1.17%
45014	17,382	1.28%	28,140	1.46%
45044	17,029	1.25%	25,197	1.31%
41017	16,101	1.18%	20,078	1.04%
45205	14,774	1.09%	15,583	0.81%
45215	13,593	1.00%	14,639	0.76%
45103	12,972	0.95%	30,623	1.59%
45213	12,426	0.91%	12,426	0.65%
45219	11,774	0.87%	14,304	0.74%
45242	11,749	0.86%	19,588	1.02%
45030	11,685	0.86%	13,056	0.68%
45211	11,347	0.83%	12,115	0.63%
41015	11,261	0.83%	12,807	0.67%
45056	10,318	0.76%	16,233	0.84%
45011	9,542	0.70%	23,744	1.23%



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CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,446

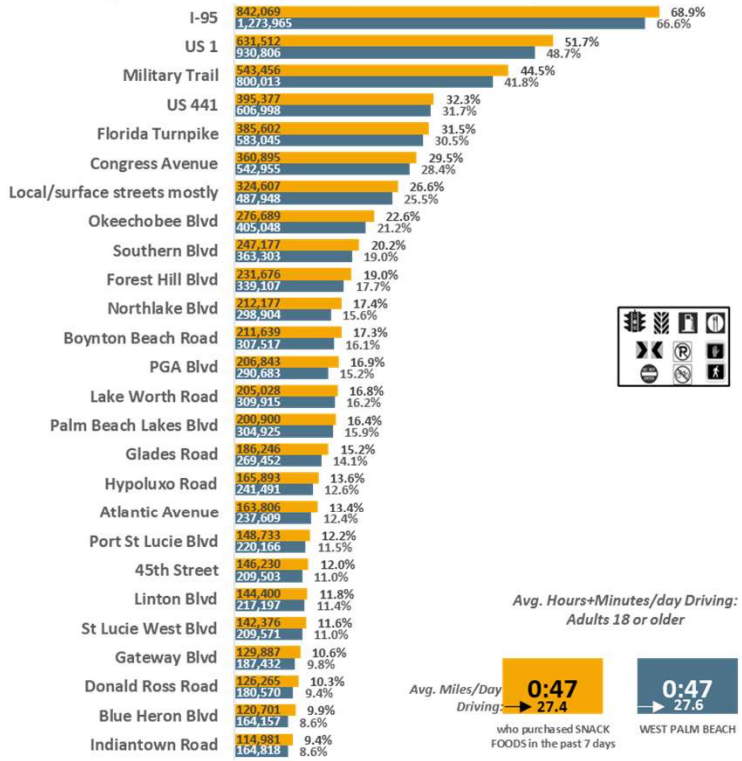
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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



1,115,134 or 91.2% of Adults 18 or older who purchased SNACK FOODS in the past 7 days spend an average of 47.1 minutes per day driving an average of 27.4 miles each day and are 11.3% more likely to use PGA Blvd than the Metro average.

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

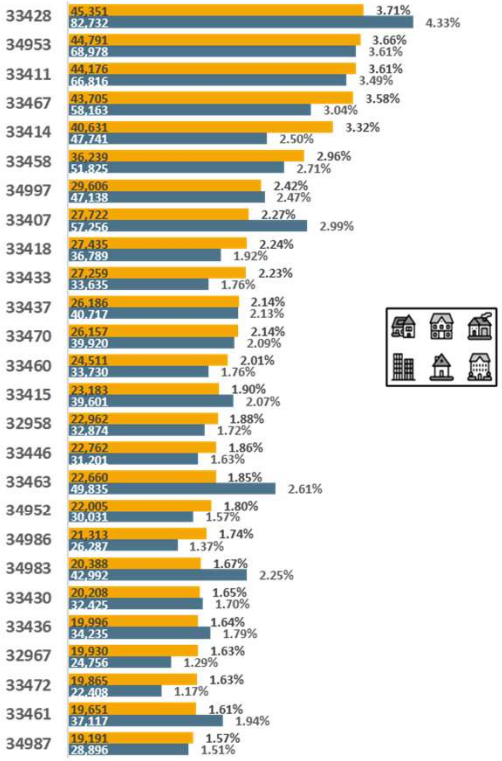


Avg. Hours+Minutes/day Driving: Adults 18 or older

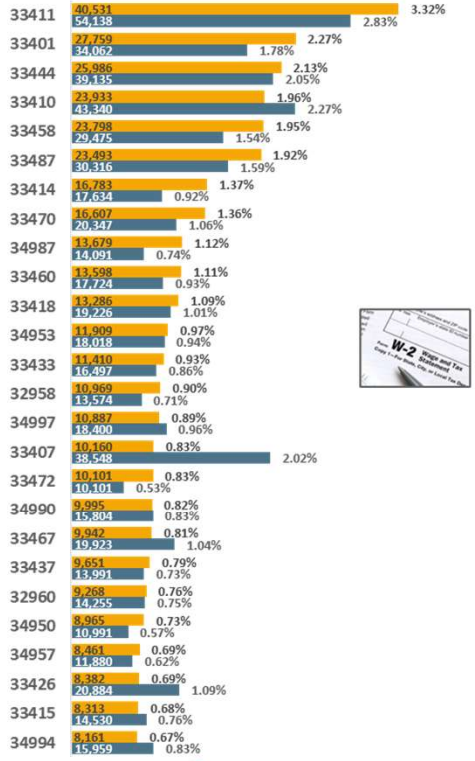
Avg. Miles/Day Driving: 0:47 → 27.4 who purchased SNACK FOODS in the past 7 days

0:47 → 27.6 WEST PALM BEACH

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



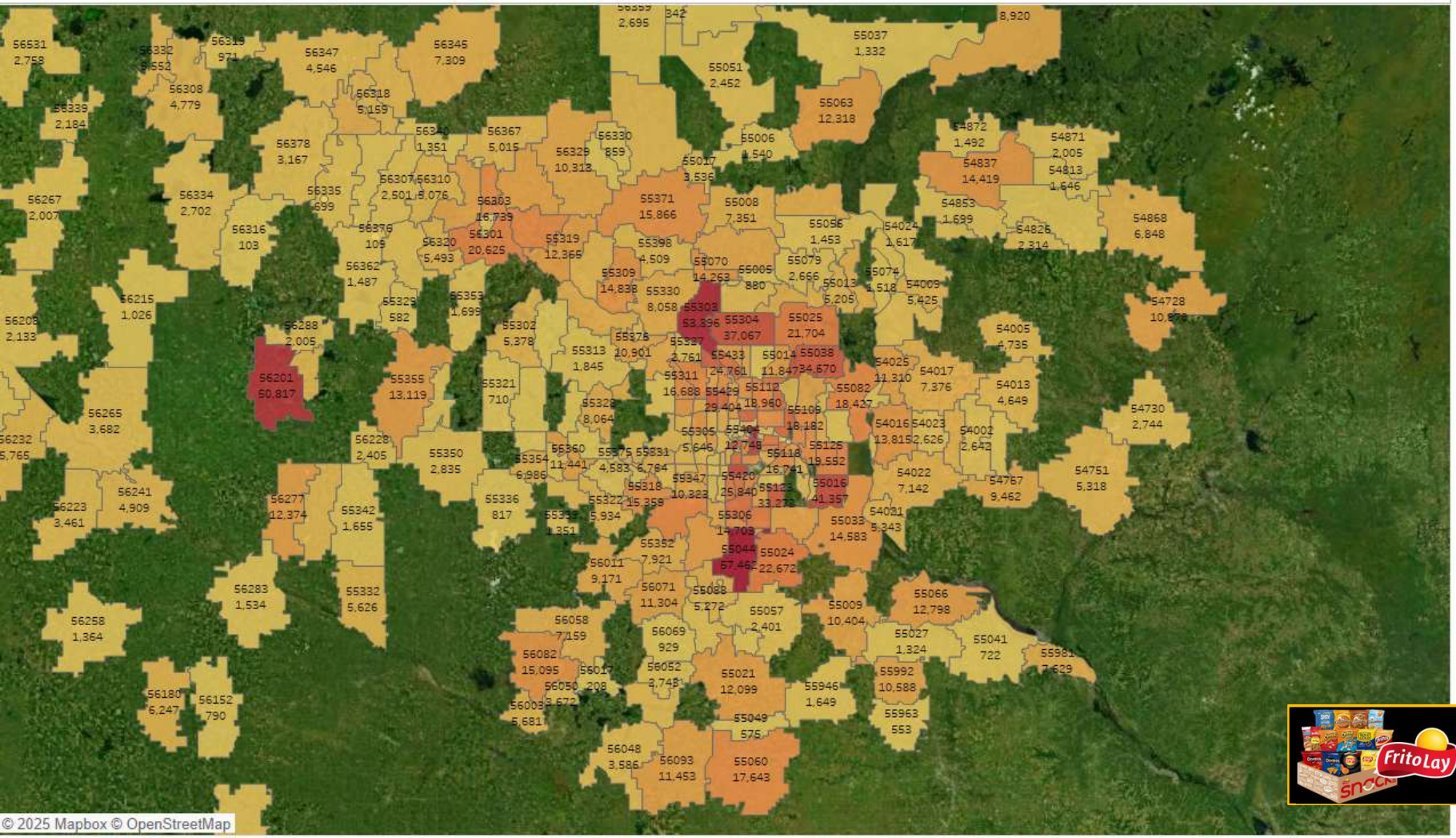
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WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 1,751

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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

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





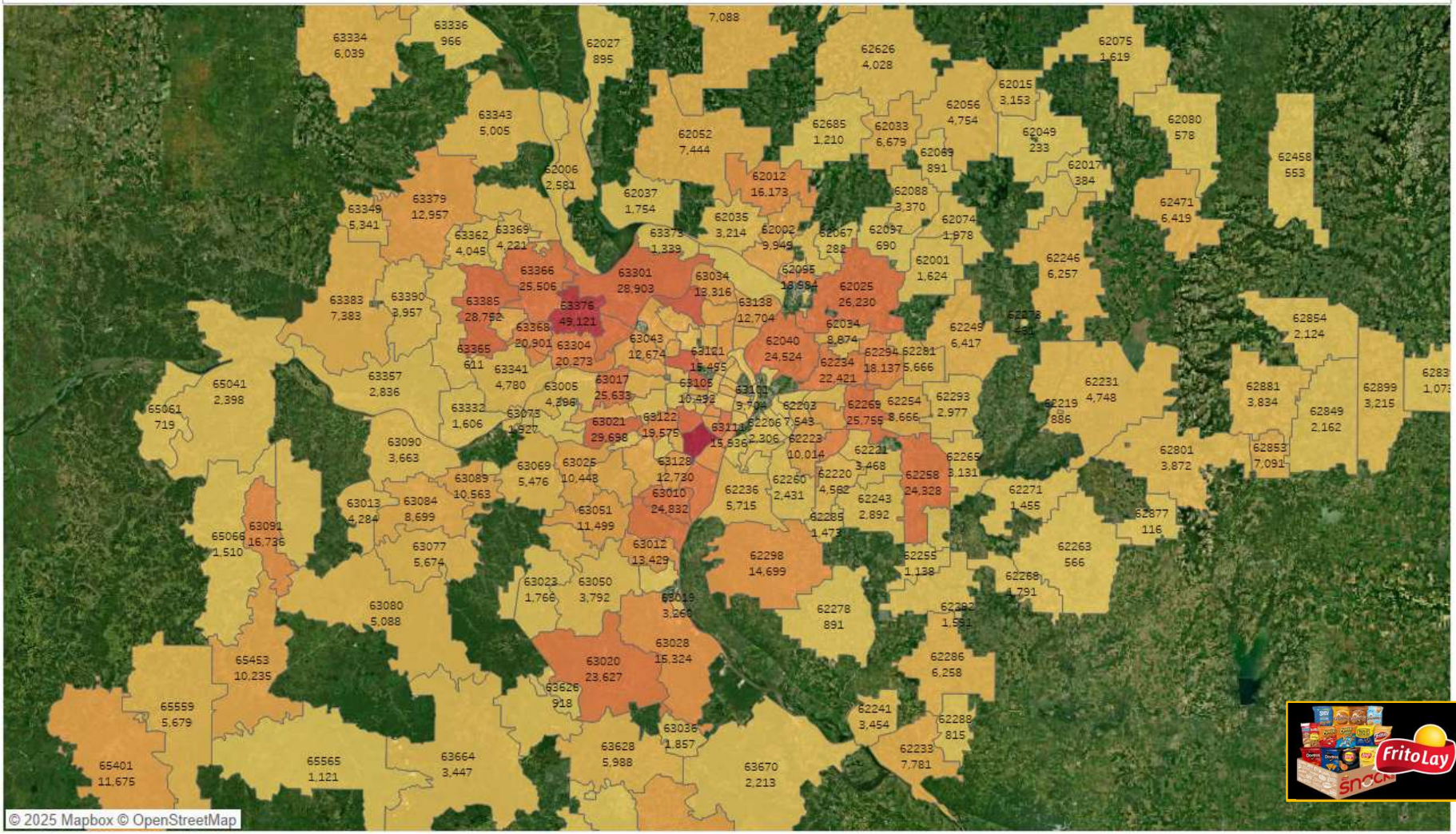
MINNEAPOLIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,452

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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

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



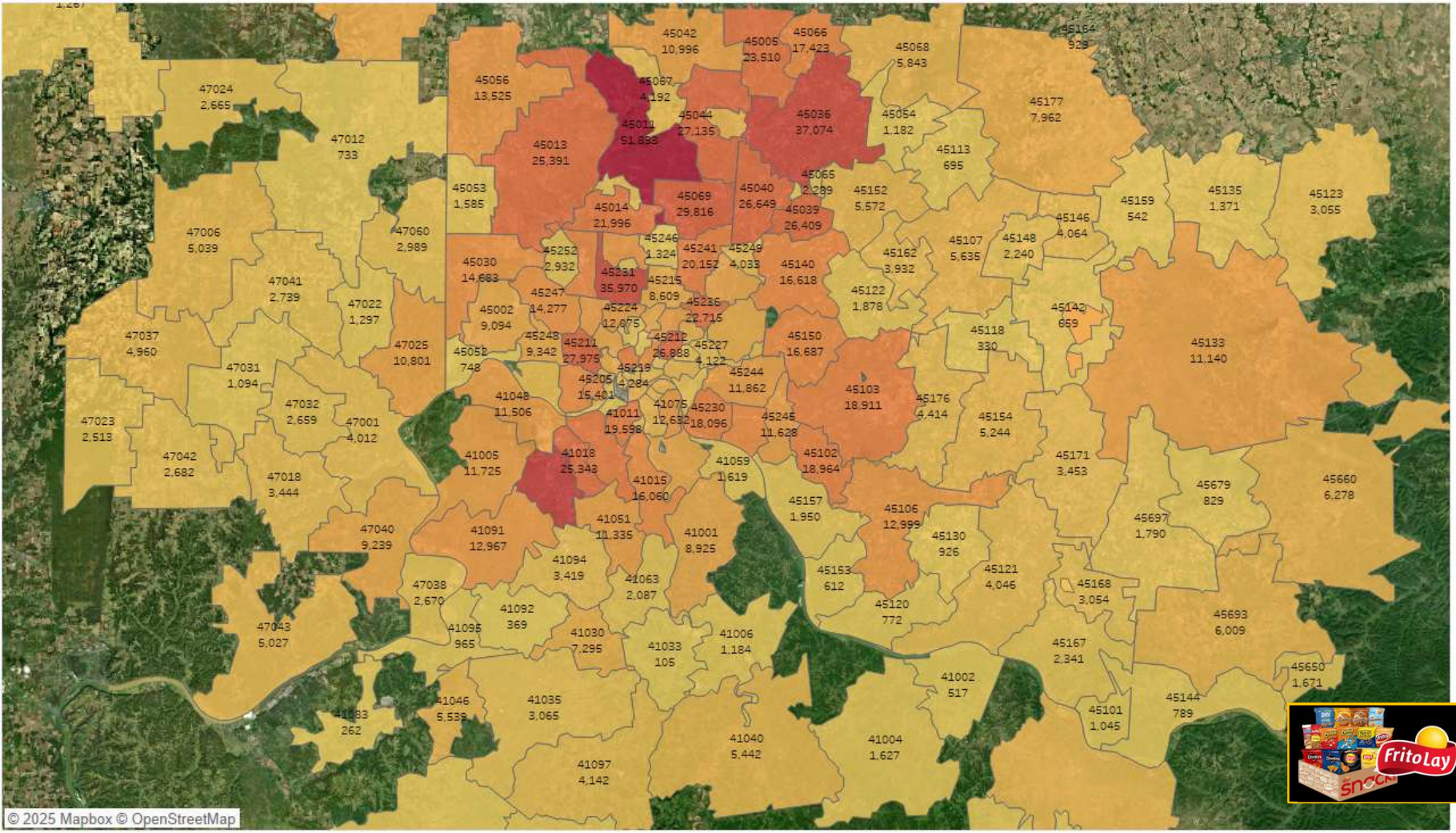
ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,475

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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

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

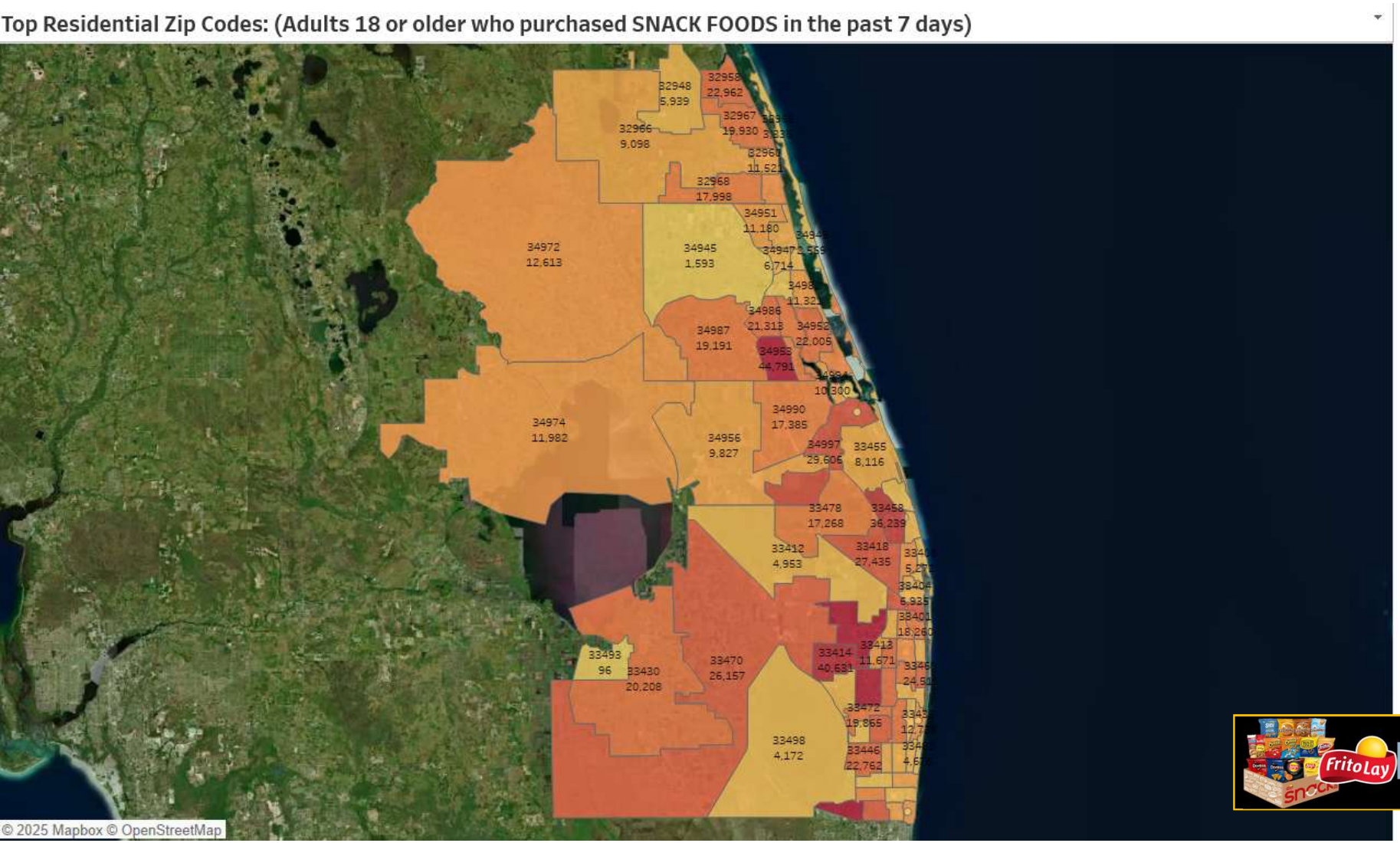


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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

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



WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 1,751

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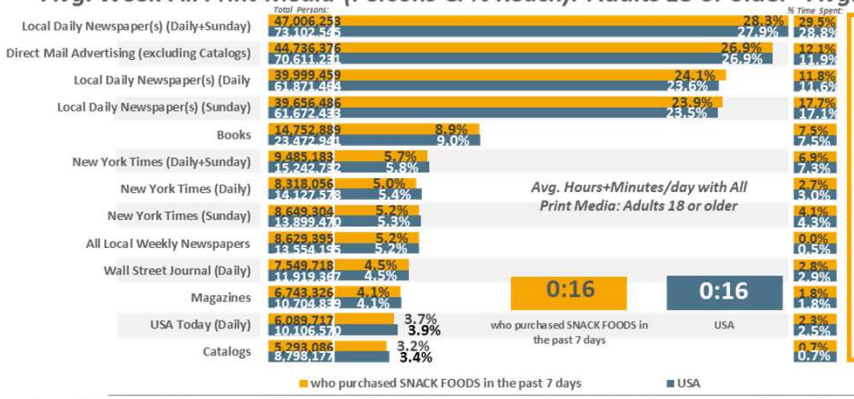
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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



47,006,253 or 28.3% of Adults 18 or older who purchased SNACK FOODS in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.6 minutes every day representing 31.9% of all time spent daily with All forms of Print Media.

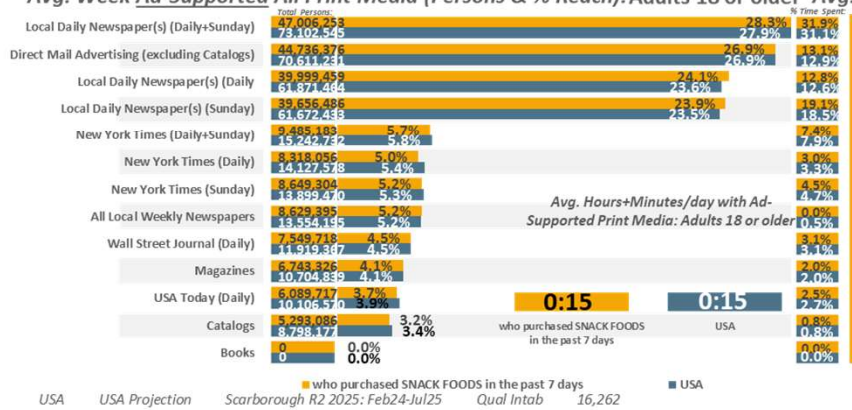
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 16,262

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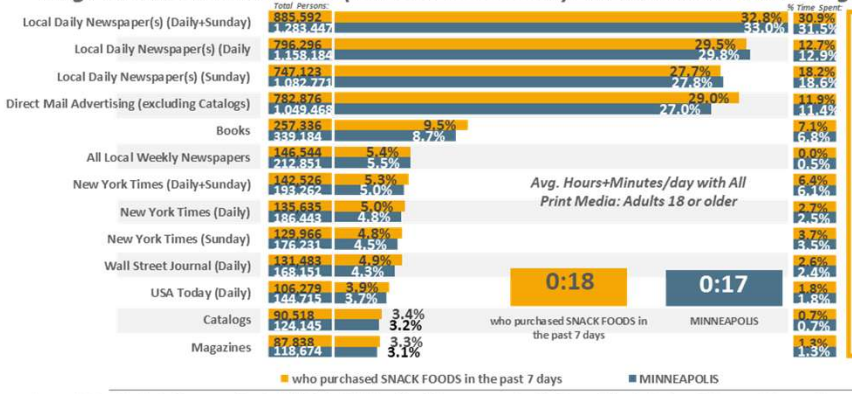
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,982

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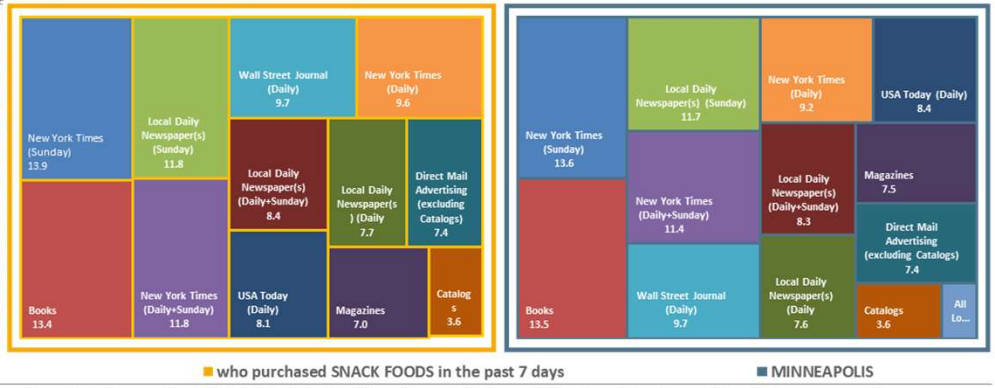
Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

885,592 or 32.8% of Adults 18 or older who purchased SNACK FOODS in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.4 minutes every day representing 33.2% of all time spent daily with All forms of Print Media.

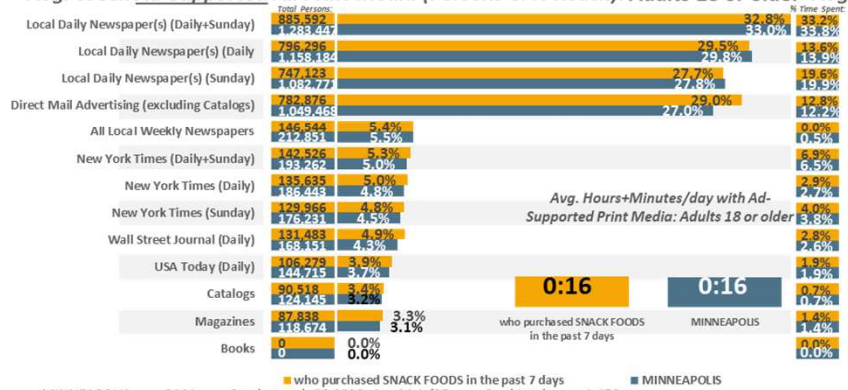
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



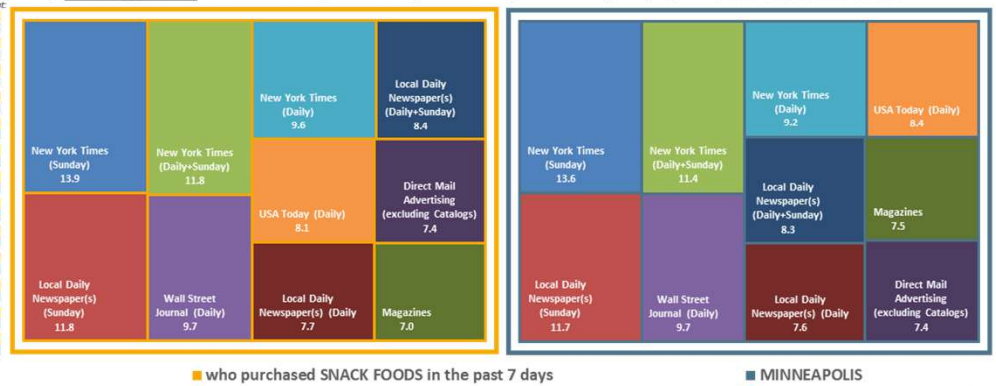
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MINNEAPOLIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 1,452

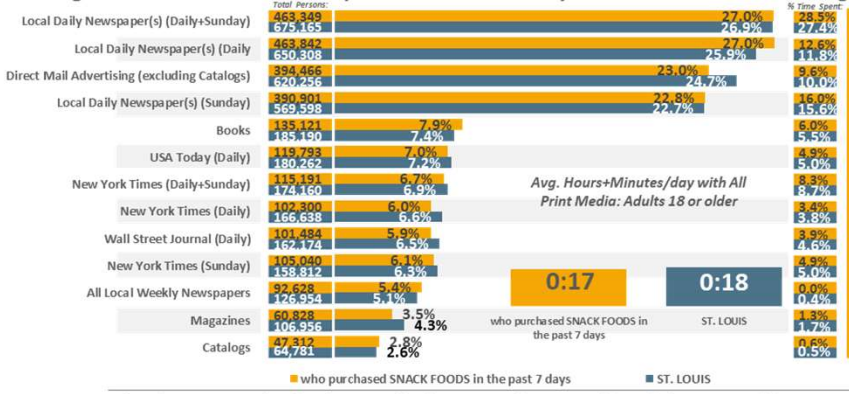
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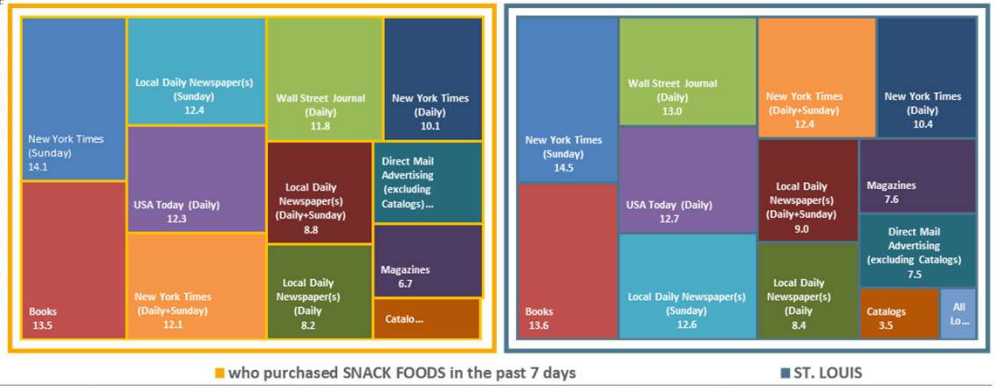
Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

463,349 or 27.% of Adults 18 or older who purchased SNACK FOODS in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.8 minutes every day representing 30.4% of all time spent daily with All forms of Print Media.

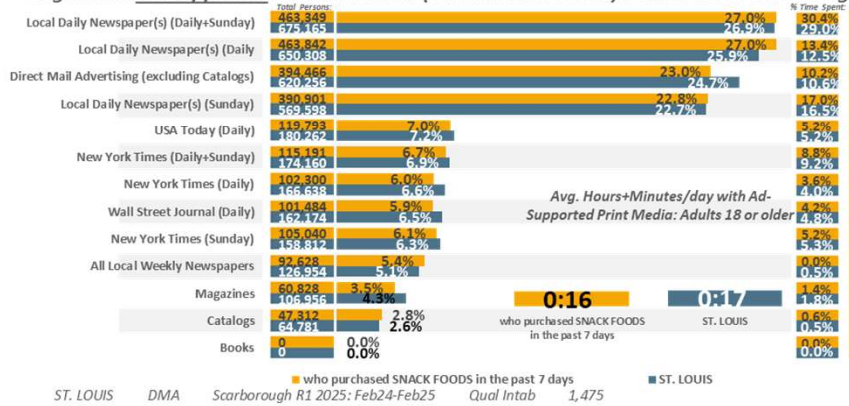
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



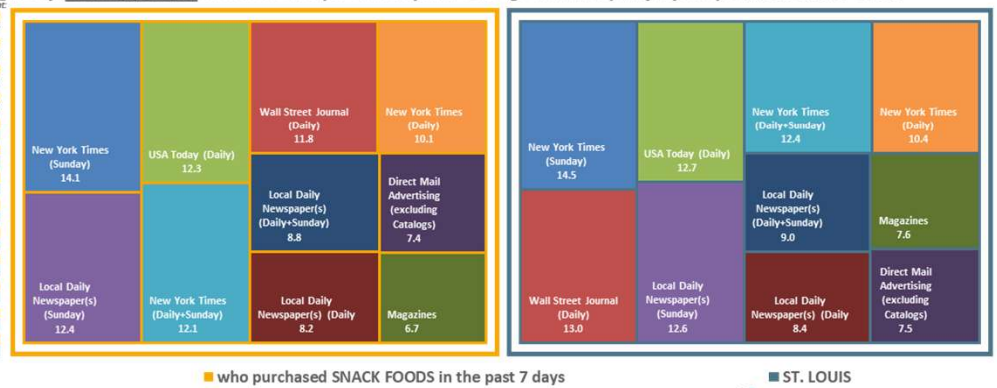
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,475

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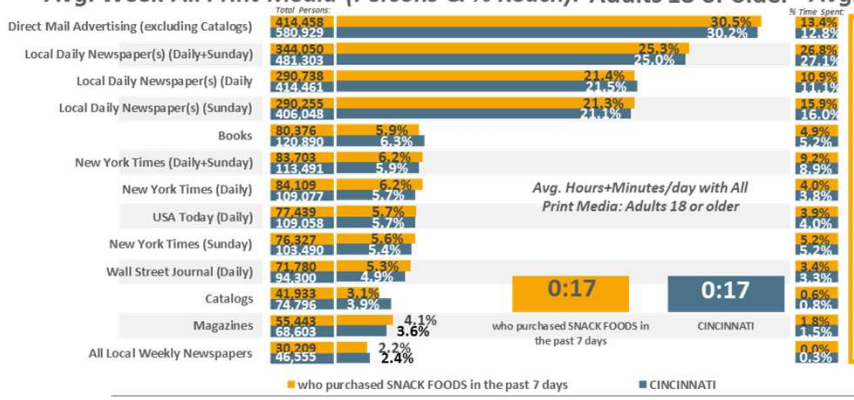
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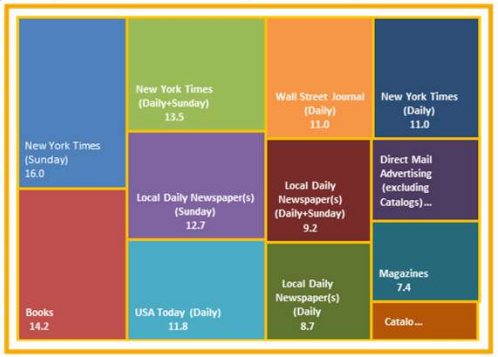
Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

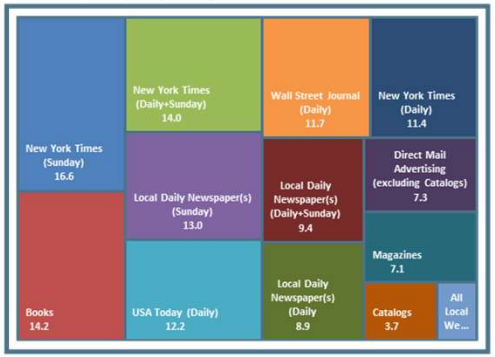


344,050 or 25.3% of Adults 18 or older who purchased SNACK FOODS in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.2 minutes every day representing 28.2% of all time spent daily with All forms of Print Media.

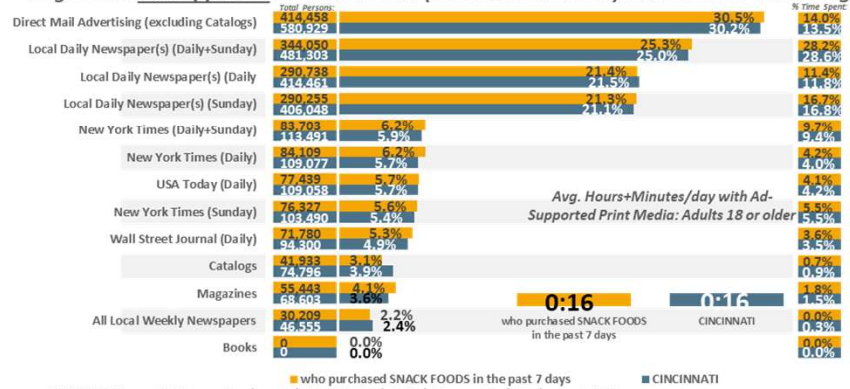
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older





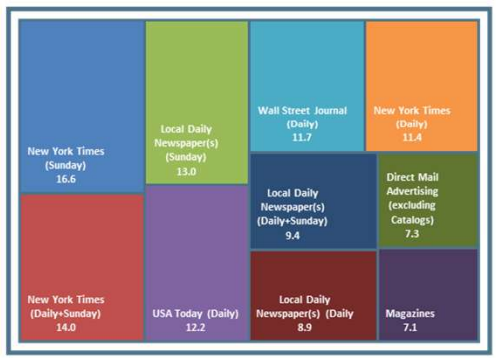


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



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





CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,446

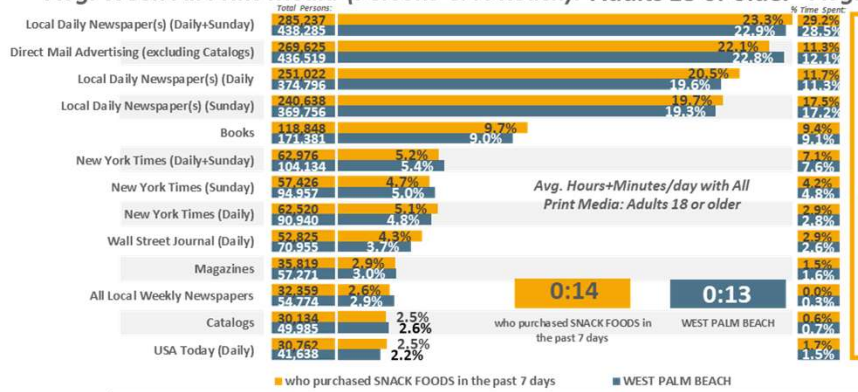
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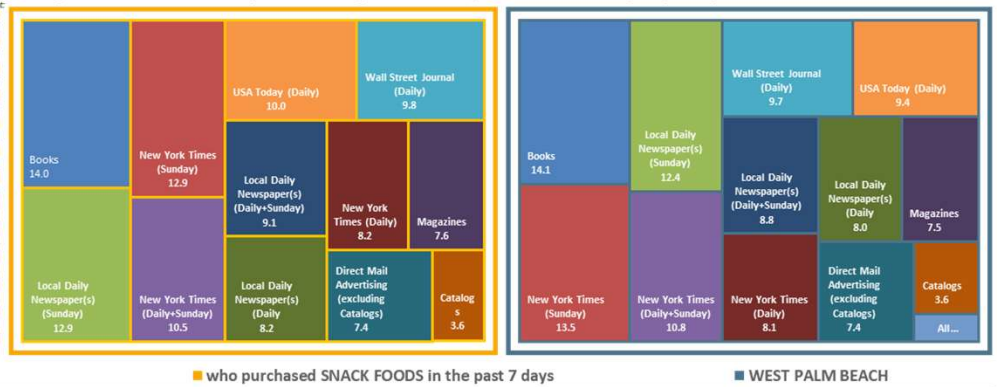
Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

285,237 or 23.3% of Adults 18 or older who purchased SNACK FOODS in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.1 minutes every day representing 32.2% of all time spent daily with All forms of Print Media.

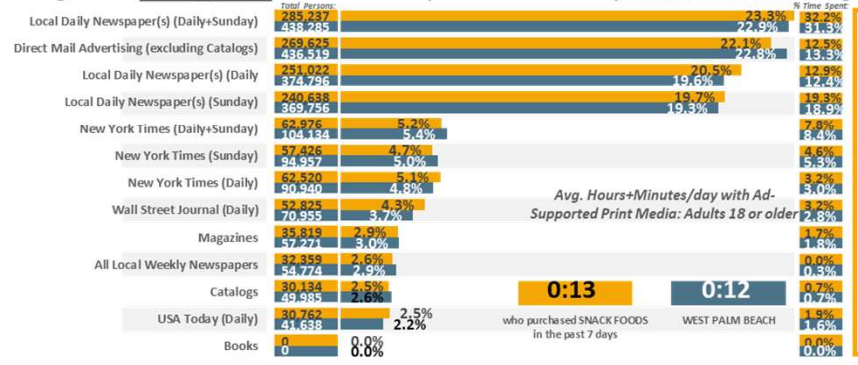
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 1,751

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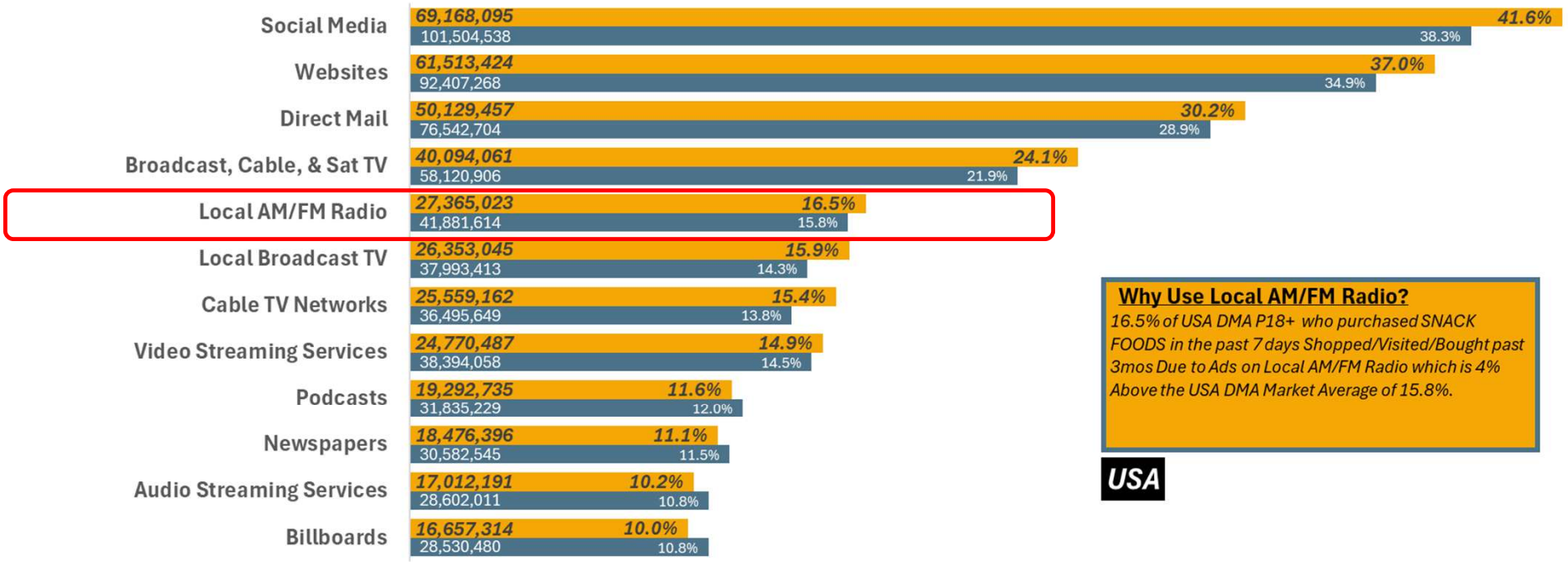
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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



"Advertising Actions"

P18+ who purchased SNACK FOODS in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

16.5% of USA DMA P18+ who purchased SNACK FOODS in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 4% Above the USA DMA Market Average of 15.8%.

USA

USA DMA Scarborough R2 2025: Feb24-Jul25 Qual Intab: 16262

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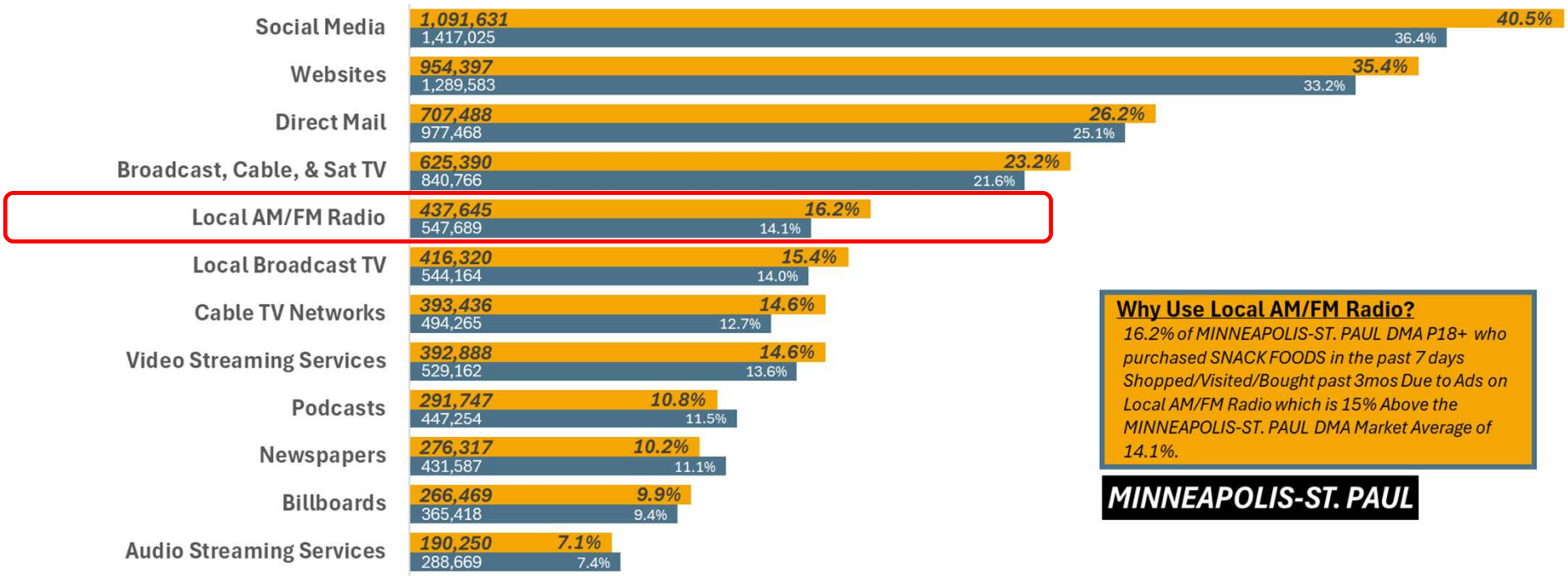
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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

MSP

"Advertising Actions"

P18+ who purchased SNACK FOODS in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

16.2% of MINNEAPOLIS-ST. PAUL DMA P18+ who purchased SNACK FOODS in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 15% Above the MINNEAPOLIS-ST. PAUL DMA Market Average of 14.1%.

MINNEAPOLIS-ST. PAUL

MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab: 1452

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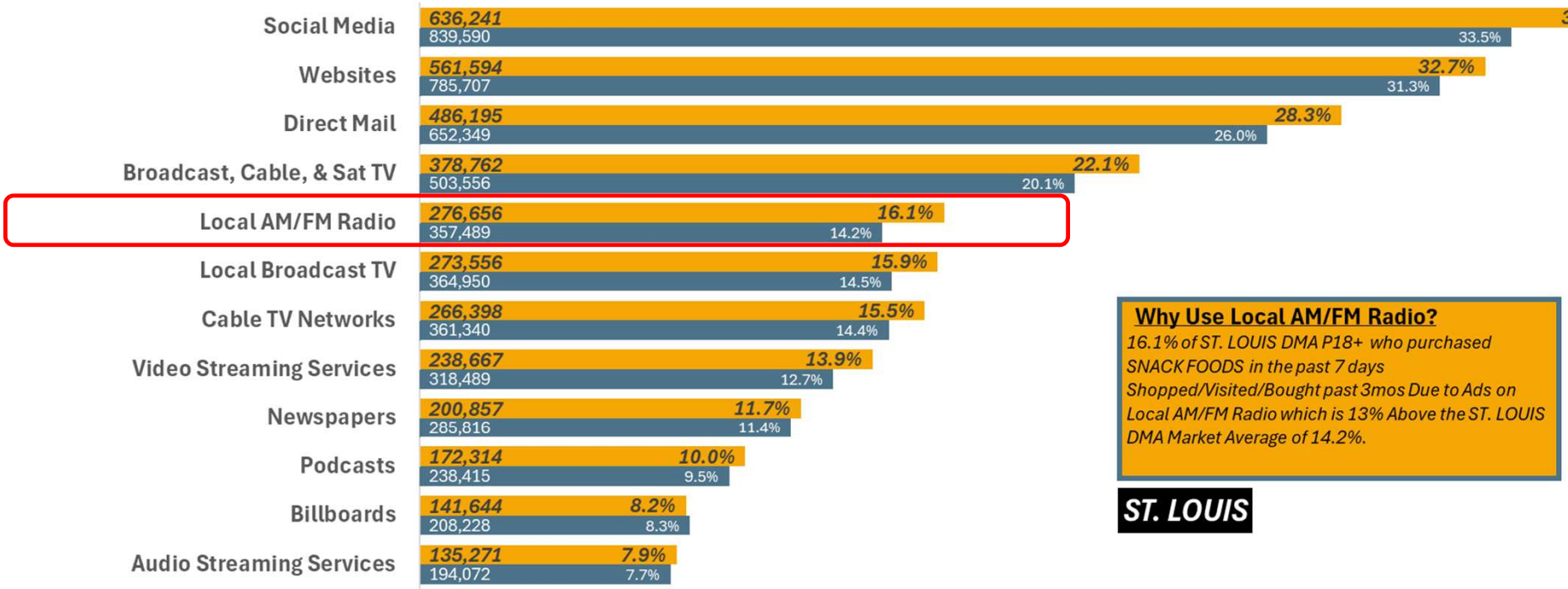
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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn

STL

"Advertising Actions"

P18+ who purchased SNACK FOODS in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

16.1% of ST. LOUIS DMA P18+ who purchased SNACK FOODS in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 13% Above the ST. LOUIS DMA Market Average of 14.2%.

ST. LOUIS

ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab: 1475

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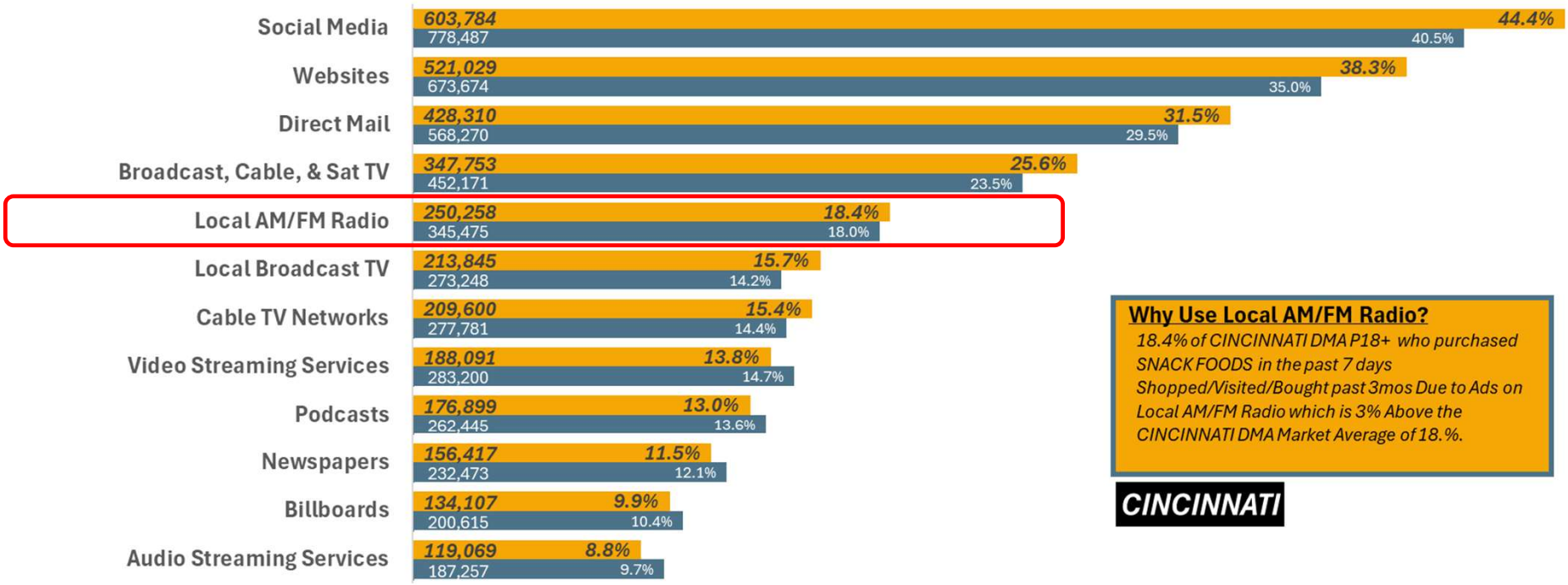
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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



"Advertising Actions"

P18+ who purchased SNACK FOODS in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

18.4% of CINCINNATI DMA P18+ who purchased SNACK FOODS in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 3% Above the CINCINNATI DMA Market Average of 18.%.

CINCINNATI

CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab: 1446

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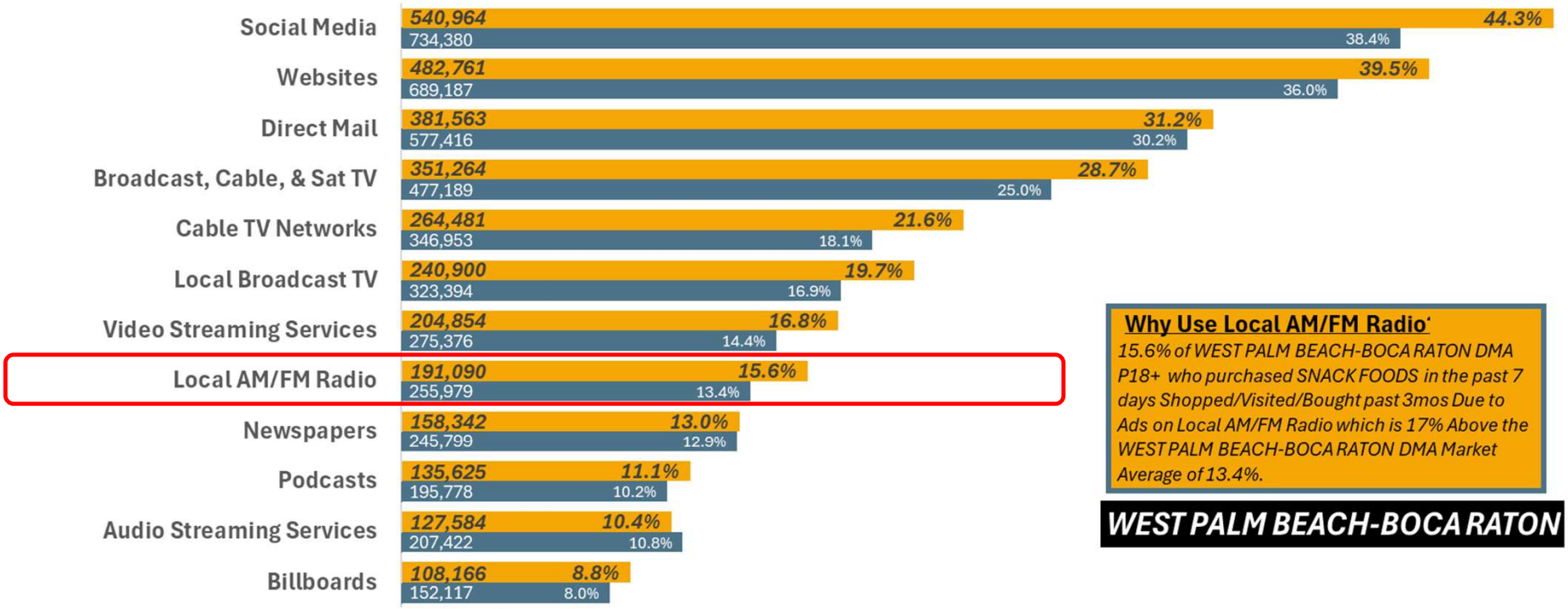
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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn



"Advertising Actions"

P18+ who purchased SNACK FOODS in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio'

15.6% of WEST PALM BEACH-BOCA RATON DMA P18+ who purchased SNACK FOODS in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 17% Above the WEST PALM BEACH-BOCA RATON DMA Market Average of 13.4%.

WEST PALM BEACH-BOCA RATON

WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab: 1751

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Food products household used past 7 days (HHLD): Pretzels, chips, popcorn